

2012 BRITISH COLUMBIA & TERRITORIES CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from British Columbia and Territories Canada to Arizona	164,500

QUARTER OF TRAVEL	
1st Quarter	44.7%
2nd Quarter	24.3%
3rd Quarter	6.5%
4th Quarter	24.4%

Visitor Demographics:

GENDER	
Female	50.0%
Male	47.2%

AGE	
Children 0-19 years	2.3%
20 - 34 years	3.4%
35 - 54 years	17.0%
55 - 74 years	66.1%
75+ years	8.5%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	14.4%
2 Adults	67.5%
3+ Adults	12.3%
Adults and Children	3.0%

TRAVEL PARTY SIZE	
1 person	14.5%
2 persons	70.2%
3 persons	6.5%
4 persons	8.8%
5 - 9 persons	0.0%
10+ persons	0.0%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	25.3 nights
1 - 3 nights	22.5%
4 - 9 nights	32.8%
10 - 20 nights	18.4%
21+ nights	26.3%

MODE OF ENTRY	
Auto	59.3%
Airplane	36.1%
Via USA	3.9%
Bus	0.6%
Other	0.0%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	57.6%
Visit Friends or Relatives	16.6%
Second Home, Cottage, Condo	13.6%
Meetings	3.2%
Attend Events, Attractions	2.6%
Other	1.6%
Convention, Conference, Trade Show	1.6%
Other Work	1.1%
Personal (Medical, Wedding, etc)	0.0%

ACCOMMODATIONS	
Camping or Trailer Park Only	18.2%
Home of Friend or Relatives Only	17.1%
Hotel Only	14.7%
Motel Only	11.9%
Other Only	8.7%
Motel & Home of Friends/Relatives	8.5%
Other Combinations of 2 types	6.1%
Cottage/Cabin Only	4.4%
Combination of 3 or more types	3.6%
Hotel & Motel	3.0%
No Accommodation Reported	2.6%
Hotel & Home of Friends/Relatives	1.2%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,456.89 CDN
\$0 - \$299 CDN*	12.9%
\$300 - \$1,999 CDN*	42.7%
\$2,000 - \$7,999 CDN*	38.7%
\$8,000+ CDN*	5.5%

VISITOR SPENDING (USD \$)	
Avg Spending per Visit	\$1,456.31 USD
\$0 - \$299 USD*	12.9%
\$300 - \$1,998 USD*	42.7%
\$1,999 - \$7,996 USD*	38.7%
\$7,997+ USD*	5.5%

*Annualized Conversion rate for 2012: \$1 CDN = \$1.0004 USD

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$57.63 CDN

VISITOR SPENDING PER NIGHT (USD \$)	
Avg Spending per Night	\$57.61 USD