

2012 ONTARIO CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from Ontario Canada to Arizona	168,100

QUARTER OF TRAVEL	
1st Quarter	46.9%
2nd Quarter	22.7%
3rd Quarter	10.5%
4th Quarter	20.0%

Visitor Demographics:

GENDER	
Female	48.6%
Male	49.7%

AGE	
Children 0-19 years	7.5%
20 - 34 years	6.3%
35 - 54 years	22.9%
55 - 74 years	53.8%
75+ years	7.8%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	19.1%
2 Adults	55.5%
3+ Adults	13.1%
Adults and Children	10.7%

TRAVEL PARTY SIZE	
1 person	19.9%
2 persons	56.5%
3 persons	3.5%
4 persons	9.6%
5 - 9 persons	10.7%
10+ persons	0.0%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	11.4 nights
1 - 3 nights	23.6%
4 - 9 nights	43.9%
10 - 20 nights	22.8%
21+ nights	9.8%

MODE OF ENTRY	
Airplane	73.1%
Auto	24.6%
Via USA	0.3%
Bus	0.3%
Other	0.5%

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	58.2%
Visit Friends or Relatives	13.5%
Convention, Conference, Trade Show	13.5%
Second Home, Cottage, Condo	4.4%
Meetings	3.3%
Personal (Medical, Wedding, etc)	2.6%
Attend Events, Attractions	2.5%
Other	1.3%
Educational Study	0.5%
Other Work	0.4%

ACCOMMODATIONS	
Hotel Only	32.8%
Home of Friend or Relatives Only	15.4%
Other Only	12.2%
Motel Only	8.4%
Hotel & Motel	5.9%
Other Combinations of 2 types	5.0%
No Accommodation Reported	4.8%
Hotel & Home of Friends/Relatives	4.5%
Camping or Trailer Park Only	4.3%
Motel & Home of Friends/Relatives	2.2%
Combination of 3 or more types	3.8%
Cottage/Cabin Only	1.0%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,110.19 CDN
\$0 - \$299 CDN*	12.14%
\$300 - \$1,999 CDN*	38.9%
\$2,000 - \$7,999 CDN*	44.9%
\$8,000+ CDN*	4.04%

VISITOR SPENDING (USD \$)	
Avg Spending per Visit	\$1,109.75 USD
\$0 - \$299 USD*	12.1%
\$300 - \$1,998 USD*	38.9%
\$1,999 - \$7,996 USD*	44.9%
\$7,997+ USD*	4.0%

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

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$97.09 CDN

VISITOR SPENDING PER NIGHT (USD \$)	
Avg Spending per Night	\$97.05 USD