

Canada Market Profile

This summary provides the most up-to-date data available on Canada as it relates to their people and economy, travel related motivations and planning behavior and Canadian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE



POPULATION:
35.6 million

GROSS DOMESTIC PRODUCT (GDP):
\$1.76 trillion (3% annual growth rate)

INFLATION RATE:
1.6%

EXPORTS:
\$433 billion

EXCHANGE RATES (CAD PER USD):
1.31

UNEMPLOYMENT RATE:
6.5%

Source: The World Factbook, reporting 2017 estimates

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

- 51%** Beach/Seaside Attractions
- 50%** Cultural/Historical Attractions
- 47%** Local Lifestyle

Likelihood to Travel to USA

- 47%** In the next six months
- 23%** 6-12 months
- 16%** 1-2 years
- 7%** 2-5 years from now
- 6%** Maybe some time in the distant future
- 2%** Not likely to ever visit

Source used in Destination selection for last leisure trip

- 62%** Websites via computer or laptop
- 42%** Recommendation from family & friends
- 25%** Websites or applications via tablet
- 21%** Websites or applications via mobile phone

Expected Travel Party Size (next trip)

- 27%** 1 person
- 45%** 2 people
- 13%** 3 people
- 14%** 4+

Advance Decision Time

- 15%** Less than a month
- 21%** 1 to 2 months
- 31%** 3 to 5 months
- 23%** 6 to 12 months
- 6%** More than 1 year

Source: Brand USA, reporting 2017 intercontinental traveler data

CANADIAN VISITATION TO ARIZONA



Visitor Characteristics

- 17.0** Nights in Arizona
- 1.9 persons** Average Party Size
- \$1,218** party spending per trip

Mode of Entry

- 69%** Airplane
- 27%** Auto

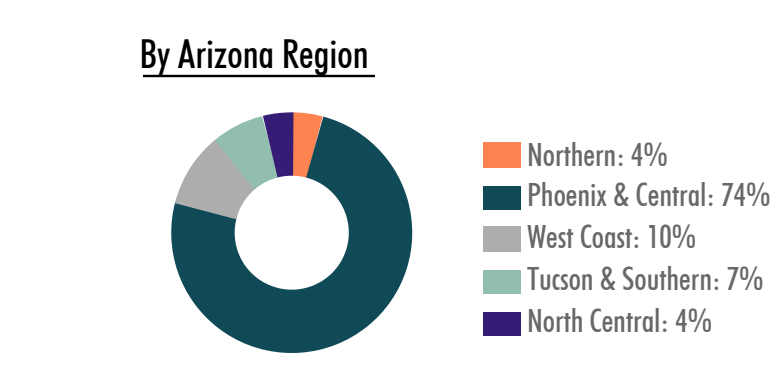
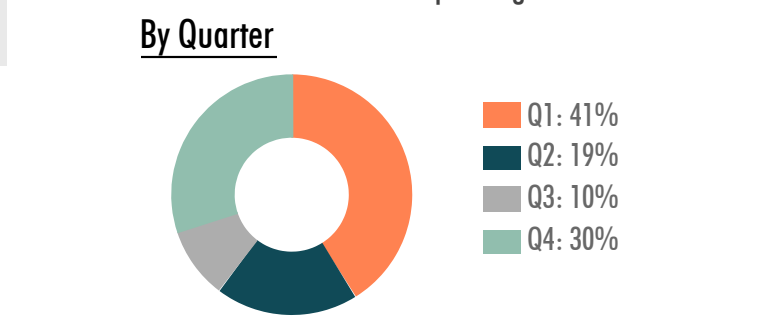
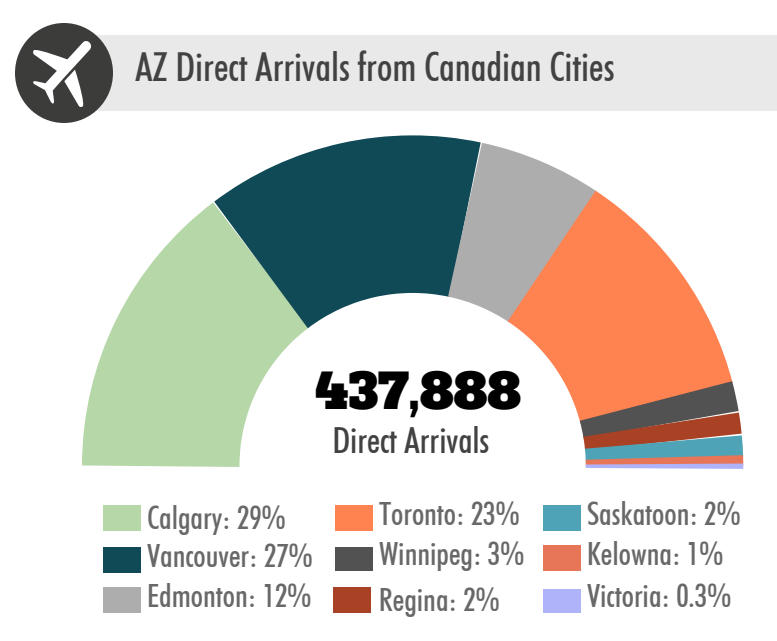
Visitation by Province

- 33%** Alberta
- 21%** Ontario
- 23%** British Columbia
- 13%** Quebec
- 6%** Saskatchewan
- 3%** Manitoba
- 2%** Atlantic Canada

Main Trip Reason

- 84%** Leisure
 - 67%** Vacation Holiday
 - 9%** Visit Friends/Relatives
 - 6%** Other Personal Reasons
- 16%** Business
 - 6%** Meetings
 - 6%** Convention/Conference/Trade Show

Visa Credit Card Travel Spending
Canadian Visa Card Spending ranked #1 in 2017 with 45% of total International Travel Spending in Arizona.



Source:
Tourism Economics, reporting 2011-2017 data
VisaVUE Travel, reporting 2017 data
Statistics Canada, 2016 data
The Conference Board of Canada, 2016 data