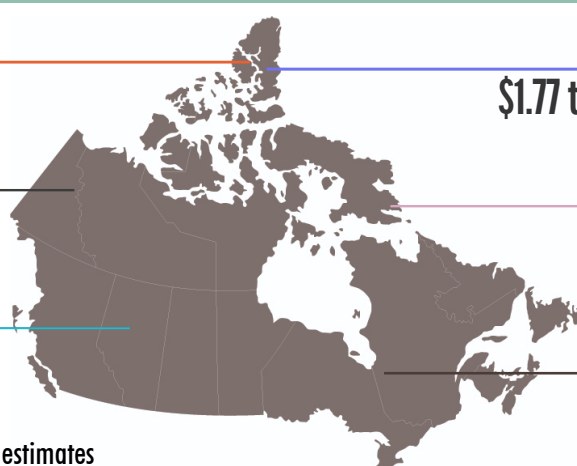


# Canada Market Profile

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:**  
35.9 million

**GROSS DOMESTIC PRODUCT (GDP):**  
\$1.77 trillion (3% annual growth rate)

**INFLATION RATE:**  
1.6%

**EXPORTS:**  
\$423.5 billion

**EXCHANGE RATES (CAD PER USD):**  
1.308

**UNEMPLOYMENT RATE:**  
6.3%

Source: The World Factbook, reporting July 2018 estimates

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Activities

**36%** Art and Culture

**34%** Nature/Outdoors (National park, wildlife viewing)

**26%** Recreation Sports (Hiking, Cycling, Fishing, etc.)



### Sources Used to Plan Travel to U.S.

**50%** Travel company/Booking websites (Expedia, hotels)

**40%** Friends and family

**38%** Destination website

**28%** Social media (Facebook, Twitter, TripAdvisor)



### Advance Decision Time

**28%** Less than a month

**16%** 1 to 2 months

**24%** 2 to 3 months

**31%** 3 to 12 months

**1%** More than 1 year



### Impacts Decision to Visit U.S.

**61%** Exchange rate/Total cost

**44%** Ease of crossing border

**33%** U.S. political situation

**26%** Concerns of weather (hurricane, fire)

**22%** Concerns of crime

**21%** Festivals/Events/Sports



### Party Size of Immediate Travel Party

**9%** 1 person

**40%** 2 people

**15%** 3 people

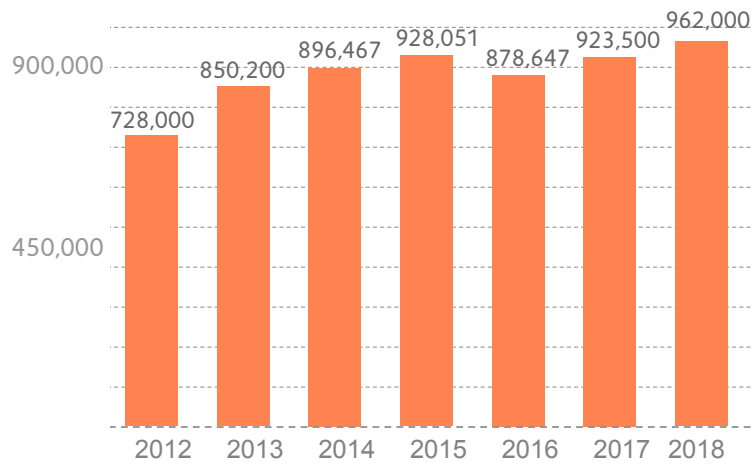
**36%** 4+

Source: XBorder Canada, 2018 data

# CANADIAN VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitation by Province

**32%** Ontario

**29%** Alberta

**23%** British Columbia

**7%** Quebec

**6%** Manitoba

**3%** Saskatchewan

**1%** Atlantic Canada



## Visitor Characteristics

**15.3** Average Nights in U.S.

**8.0** Median Nights in U.S.

**3.5 persons** Average Party Size



## Mode of Entry

**71%** Airplane

**28%** Auto



## Main Trip Reason

**88%** Leisure

**44%** Vacation/Holiday

**26%** Visiting Friends/Relatives

**17%** Other Leisure

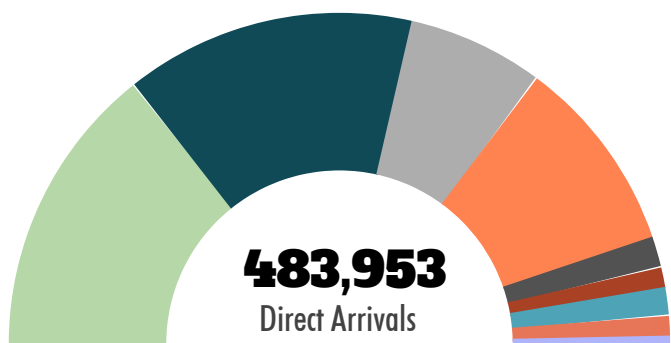
**8%** Business

**2%** Meetings

**1%** Convention/Conference/Trade Show



## AZ Direct Arrivals from Canadian Cities



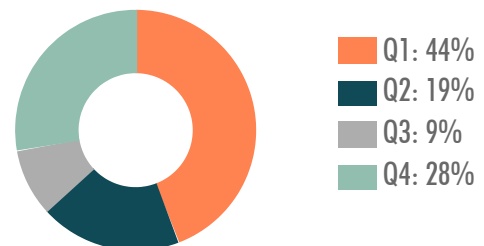
Calgary: 28%	Toronto: 19%	Montreal: 2.5%
Vancouver: 28%	Winnipeg: 3%	Saskatoon: 2%
Edmonton: 13%	Regina: 2%	Kelowna: 1%



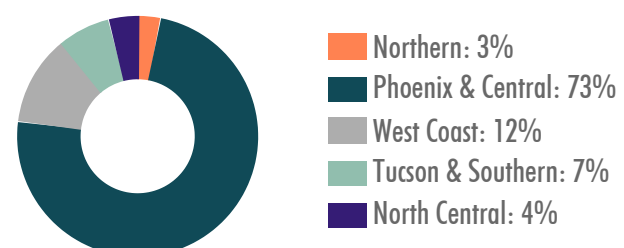
## Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2018 with 43% of total International Travel Spending in Arizona.

### By Quarter



### By Arizona Region



Source: Tourism Economics, reporting 2012-2018 data  
 VisaVUE Travel, reporting 2018 data  
 The Conference Board of Canada, 2018 data  
 XBorder Canada, 2018 data