Canadian Visitors to Arizona

This summary provides the most up-to-date data available on the profile of Canadian visitors to Arizona.

### VISITATION BREAKDOWN

**Visitation Volume to Arizona**

<table>
<thead>
<tr>
<th>Quarter of Travel</th>
<th>Canadian Overnight Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1: 2018</td>
<td>974,965</td>
</tr>
<tr>
<td>Q2: 2018</td>
<td></td>
</tr>
<tr>
<td>Q3: 2018</td>
<td></td>
</tr>
<tr>
<td>Q4: 2018</td>
<td></td>
</tr>
</tbody>
</table>

### VISITOR DEMOGRAPHICS

#### Gender
- 48% Female
- 52% Male

#### Age
- 6% 18 - 24 years
- 27% 25 - 39 years
- 29% 40 - 54 years
- 35% 55 - 73 years
- 3% 74 + years

#### Average Age of Visitor
- 49.8 Years

#### Average Party Size
- 3.5 People

#### Travel Party Size
- 9% 1 person
- 40% 2 people
- 15% 3 people
- 15% 4 people
- 5% 5 people
- 16% 6 + people

#### Party Composition
- 65% Spouse/Partner
- 36% Child
- 32% Family/Relative
- 11% Friends
- 7% No one - Traveling alone
- 5% Business Associate(s)
- 1% Tour Group

### VISITOR SPENDING

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>29.8%</td>
</tr>
<tr>
<td>Shopping</td>
<td>22.2%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>12%</td>
</tr>
<tr>
<td>Transportation</td>
<td>19.4%</td>
</tr>
<tr>
<td>Food/Beverage</td>
<td>20.8%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>5.6%</td>
</tr>
<tr>
<td>Other</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

**Source:** Tourism Economics
This summary provides the most up-to-date data available on the profile of Canadian visitors to Arizona.

**Average Visit Duration**
- Mean: 15.3
- Median: 8.0

**Mode of Entry**
- 71% Airplane
- 21% Auto
- 7% RV/Camper/Motorhome

**Visitation Breakdown**

**Main Trip Reason**
- 44% Holiday/Vacation
- 26% Visit Friends or Relatives
- 7% Attend Events/Attractions
- 6% Shopping
- 5% Other

**Length of Stay**
- 4% 1 - 3 nights
- 20% 4 - 5 nights
- 42% 6 - 10 nights
- 22% 11 - 29 nights
- 11% 30 + nights

**Party Composition**
- 1 person
- 5 people
- 6 + people

**Quarter of Travel**
- Q1: 42%
- Q2: 21%
- Q3: 17%
- Q4: 20%

**Accommodations**
- 32% Home of Friend or Relative Only
- 52% Hotel/Motel
- 17% Share Economy (AirBnB, VRBO, Homeaway)
- 12% RV/Campground/Tent
- 7% Timeshare
- 6% Other Accommodation Type
- 4% Second Home/Condo
- 1% Bed and Breakfast

**Visitor Spending**

- Food/Beverage: 20.8%
- Transportation: 19.4%
- Entertainment: 5.6%
- Other: 2.0%

*Compiled by the Arizona Office of Tourism Research Division*