

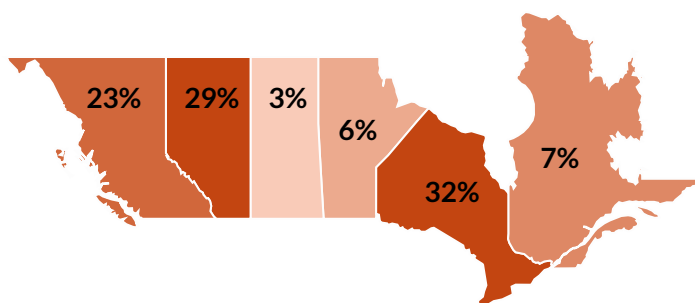
Canadian Visitors to Arizona

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

VISITATION BREAKDOWN



Visitors By Province

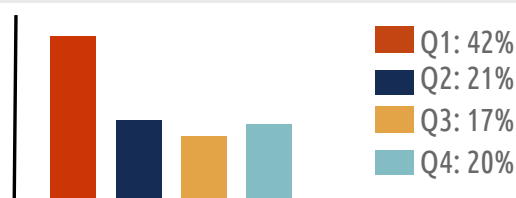


Visitation Volume to Arizona*

974,965 Canadian Overnight Visitors



Quarter of Travel



* Source: Tourism Economics

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% Friend(s)

7% No one - Traveling alone

5% Business Associate(s)

1% Tour Group

TRIP BEHAVIOR



Length of Stay

4% 1 - 3 nights

20% 4 - 5 nights

42% 6 - 10 nights

22% 11 - 29 nights

11% 30 + nights



Average Visit Duration

15.3 Mean

8.0 Median



Mode of Entry

71% Airplane

21% Auto

7% RV/Camper/Motorhome



Main Trip Reason

44% Holiday/Vacation

26% Visit Friends or Relatives

7% Attend Events/Attractions

6% Shopping

5% Other

4% Other Business

4% Second Home/Cottage/Condo

2% Meetings

1% Convention/Conference/Trade Show



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



- Lodging: 29.8%
- Shopping: 22.2%
- Food/Beverage: 20.8%
- Transportation: 19.4%
- Entertainment: 5.6%
- Other: 2.0%