Canada Market Profile

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

GLOBAL COUNTRY PROFILE

POPULATION: 37.7 million
GROSS DOMESTIC PRODUCT (GDP): $1.77 trillion (3% annual growth rate)
INFLATION RATE: 1.8%
UNEMPLOYMENT RATE: 6.3%
EXCHANGE RATES (CAD PER USD): 1.308

Source: The World Factbook, reporting July 2018 estimates, July 2018 population estimates
XBorder Canada, 2019 data
The Conference Board of Canada, 2019 data
VisaVUE Travel, reporting 2019 data

TRAVEL MOTIVATION AND PLANNING

Top Travel Activities
- 35% General Activities (sightseeing, shopping, etc.)
- 17% Nature/Outdoors (national park, beach, etc.)
- 16% Recreation Sports (hiking, cycling, Fishing, etc.)

Sources Used to Plan Travel to U.S.
- 51% Friends and family
- 16% Destination website
- 15% Travel company/Booking websites (Expedia, Hotwire)
- 13% Social media (Facebook, Twitter, TripAdvisor)

Advance Decision Time
- 29% Less than a month
- 15% 1 to 2 months
- 12% 2 to 3 months
- 45% 3 to 12 months
- 0% More than 1 year

Encourages Travel to Visit U.S.
- 68% Special deals and discounts
- 41% Festivals/events/sports
- 38% Ease of crossing the border
- 26% Availability of packages
- 19% Concerns of crime
- 14% Work/job requirements

Party Size of Immediate Travel Party
- 21% 1 person
- 58% 2 people
- 7% 3 people
- 14% 4+

Source: XBorder Canada, 2019 data
**Visitation Volume to Arizona**

- **2013:** $302,000
- **2014:** $315,467
- **2015:** $315,467
- **2016:** $315,467
- **2017:** $315,467
- **2018:** $315,467
- **2019:** $315,467

**Visitor by Province**

- **25%** Alberta
- **23%** British Columbia
- **23%** Ontario
- **11%** Saskatchewan
- **8%** Quebec
- **8%** Manitoba
- **4%** Atlantic Canada

**Canadian Visitation to Arizona**

**Visit**

- Recreation Sports (hiking, cycling, fishing, etc.)
- Nature/Outdoors (national park, beach, etc.)
- General Activities (sightseeing, shopping, etc.)

**Top Travel Activities**

- **37.7 million** in 2019
- **3 to 12 months**
- **4%**

**Average Party Size**

- **2.3 persons**

**Travel Related Motivations and Planning**

- **Leisure**
  - **89%**
  - **4%** Visiting Friends/Relatives
  - **33%** Other Leisure
  - **6%** Business
  - **1%** Meetings

**Festivals/Events/Sports**

- **15%**

**Motivations and Planning Behavior**

- **16%** Ease of crossing the border
- **51%** Special deals and discounts
- **23%** Concerns of crime
- **12%** Work/job requirements
- **45%** Friends and family

**Transportation to Return to Canada**

- **60%** Airplane
- **37%** Auto (owned/rental car, RV/camper)

**Visitor Characteristics**

- **18** Median Nights in U.S.
- **10** Median Nights in U.S.
- **2.3 persons** Average Party Size

**Visitor to Arizona**

- Total International Travel Spending: $423.5 billion
- Canadian: 41%

**Visa Credit Card Travel Spending**

- **Northern:** 3%
- **Phoenix & Central:** 71%
- **West Coast:** 11%
- **Tucson & Southern:** 7%
- **North Central:** 4%

**By Quarter**

- Q1: 44%
- Q2: 19%
- Q3: 9%
- Q4: 28%

**Compiled by the Arizona Office of Tourism Research Division**

**Source:** Tourism Economics, reporting 2013-2019 data.