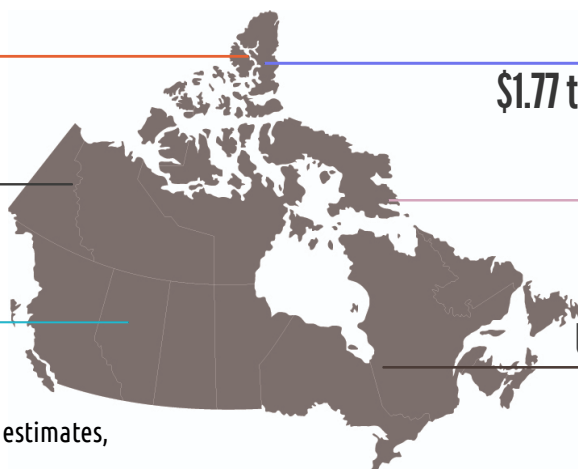


Canada Market Profile

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:

37.7 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, July 2020 population estimates

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, hotels)

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

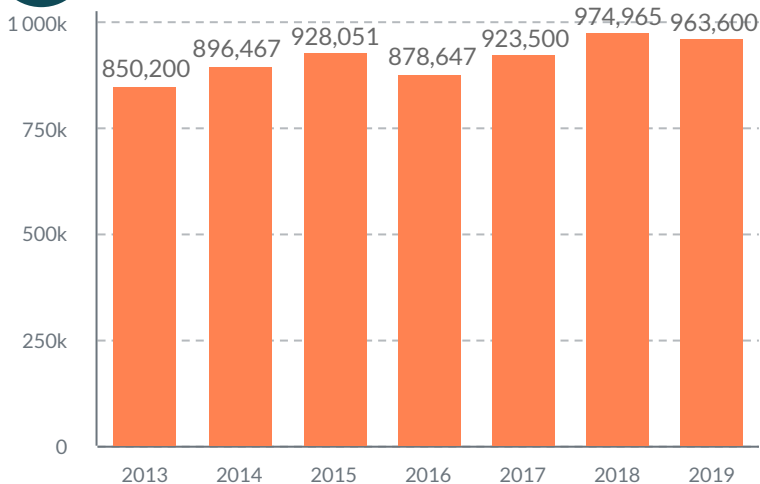
14% 4+

Source: XBorder Canada, 2019 data

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

18 Median Nights in U.S.

10 Median Nights in U.S.

2.3 persons Average Party Size



Transportation to Return to Canada

60% Airplane

37% Auto (owned/rental car, RV/camper)



Visitation by Province

25% Alberta

23% British Columbia

23% Ontario

11% Saskatchewan

8% Quebec

8% Manitoba

4% Atlantic Canada



Main Trip Reason

89% Leisure

44% Vacation/Holiday

15% Visiting Friends/Relatives

31% Other Leisure

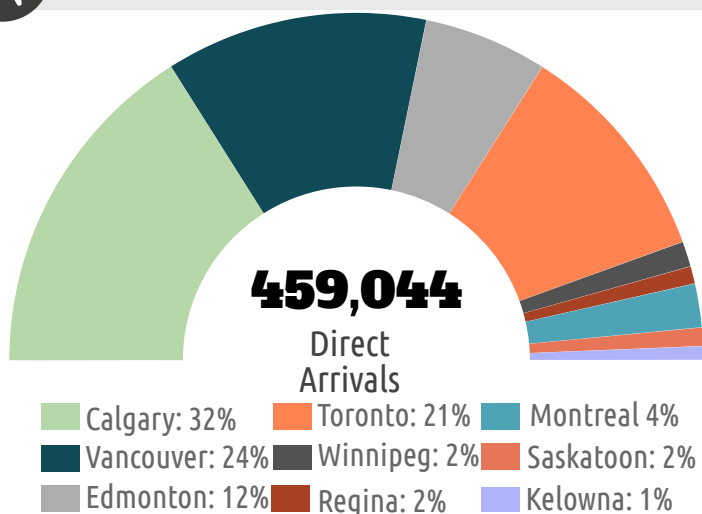
6% Business

1% Meetings

4% Convention/Conference/Trade Show



AZ Direct Arrivals from Canadian Cities



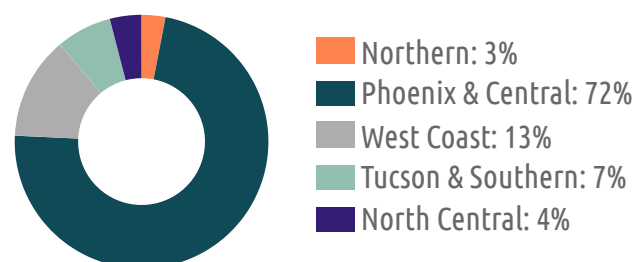
Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2019 with 41% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Source: Tourism Economics, reporting 2013-2019 data
 VisaVUE Travel, reporting 2019 data
 The Conference Board of Canada, 2019 data
 XBorder Canada, 2019 data