

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:

38.2 million

INFLATION RATE:

5.1 - 7.4 %

GROSS DOMESTIC PRODUCT (GDP):

\$1.74 trillion

EXPORTS:

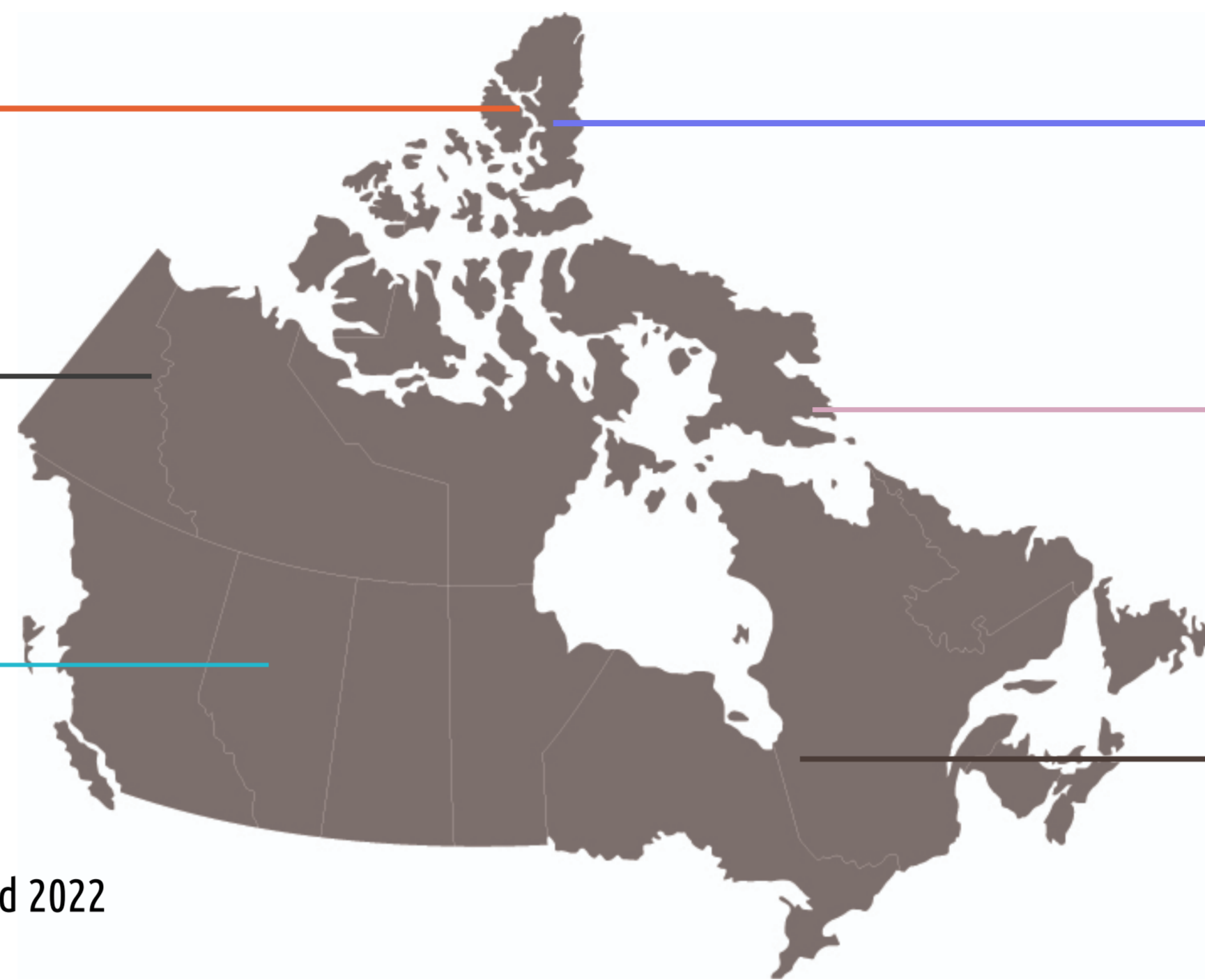
\$477.3 billion

EXCHANGE RATES (CAD PER USD):

1.28

UNEMPLOYMENT RATE:

5.67%



Sources: The World Factbook, reporting 2019 unemployment estimates; 2020 exchange rate, GDP and exports estimates; and 2022 population estimate. Pew Research 2022 inflation estimates.

TRAVEL MOTIVATION AND PLANNING

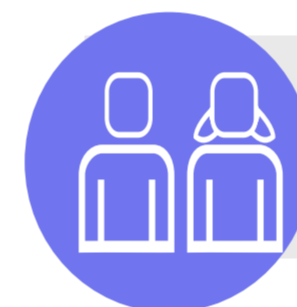


Top Travel Activities

44% Cultural/historical attractions

41% Dining/gastronomy

38% Shopping



Party Size of Immediate Travel Party

21% 1 person

58% 2 people

7% 3 people

14% 4+



Sources Used to Plan Travel to U.S.

64% Websites via computer

43% Friends and family

32% Websites/applications via mobile phone

20% Advice from travel professionals/travel agents



Advance Decision Time

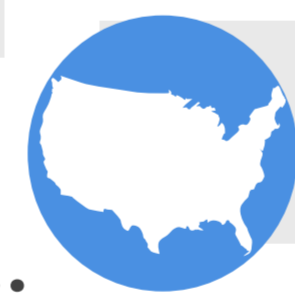
17% Less than a month

19% 1 to 2 months

26% 2 to 3 months

24% 3 to 12 months

7% More than 1 year



One Word that Describes the United States

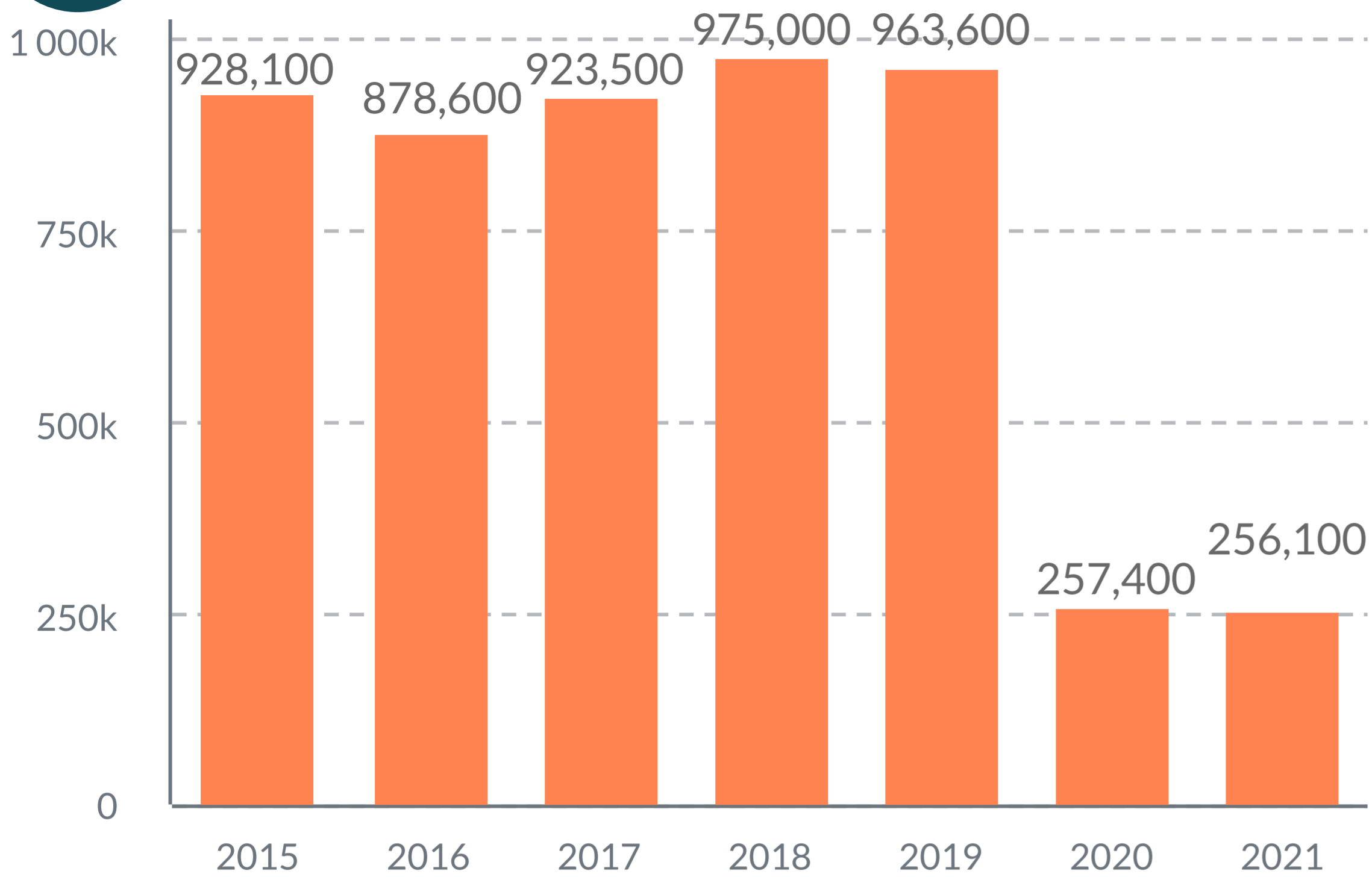


Sources: Brand USA, reporting 2021 Market Profiles; XBorder Canada, 2019 data, Destination Analysts, The State of the International Traveler Report Findings (2022).

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

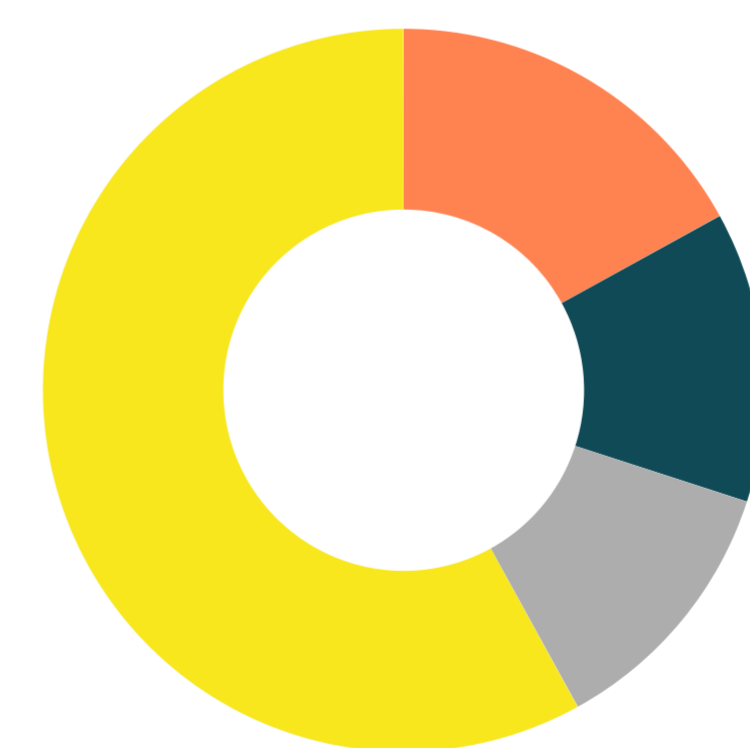
4% Convention/Conference/Trade Show



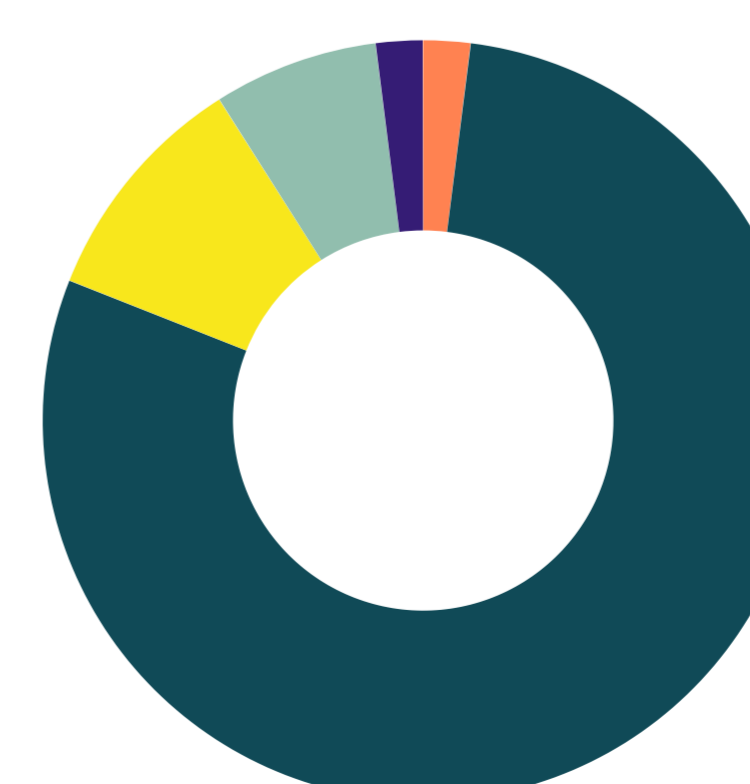
Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2021 with 37% of total International Travel Spending in Arizona.

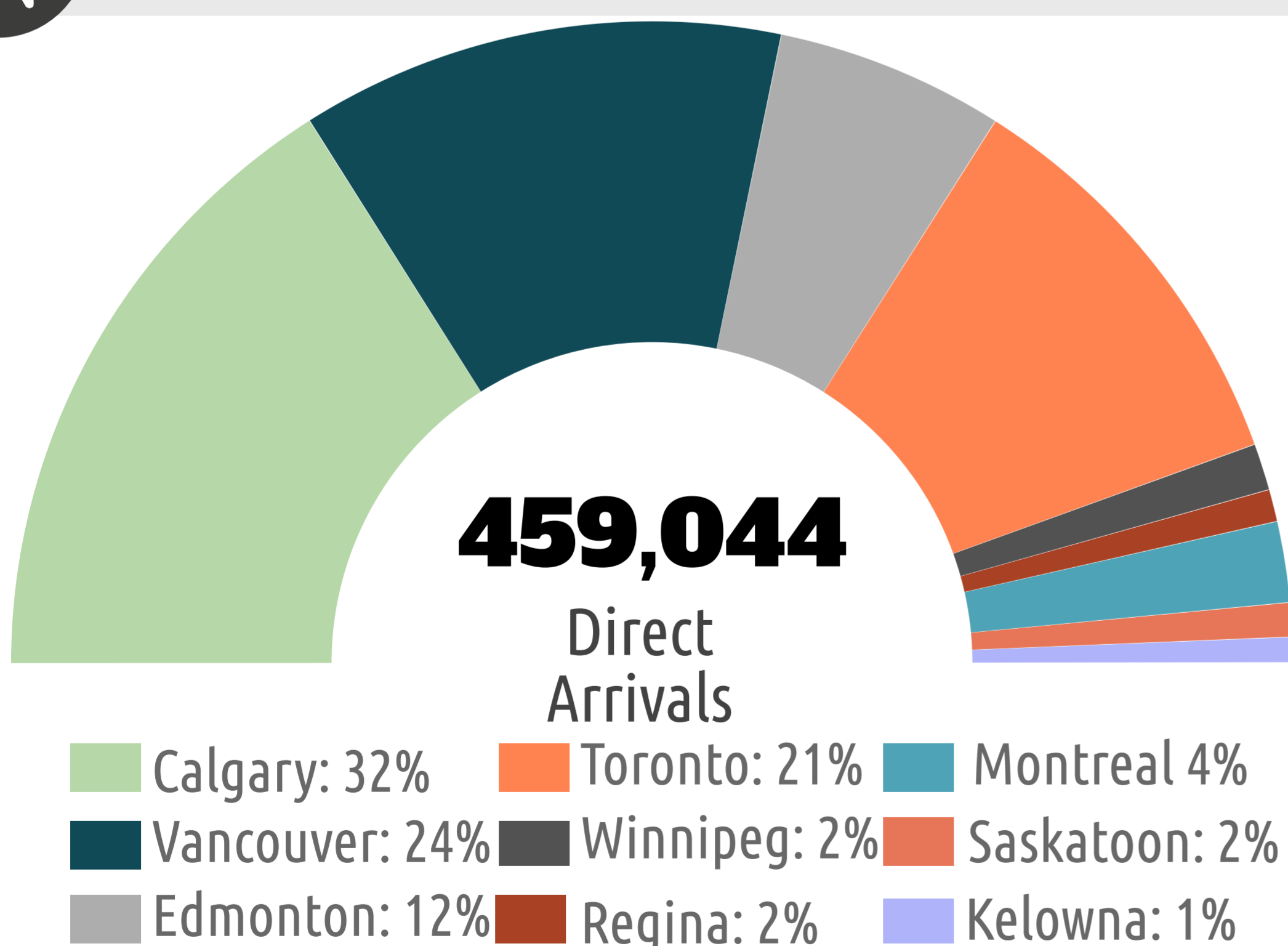
By Quarter



By Arizona Region



AZ Direct Arrivals from Canadian Cities



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; XBorder Canada, 2019 data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2021 data.