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):** $1.24 trillion
- **Exports:** $477.3 billion
- **Unemployment Rate:** 5.67%

**Sources:** The World Factbook, reporting 2019 an employment and wages, Hall exchange rates, EXPAND data and CANSIM data and 2019 Population estimates from the World Population Prospects 2019, UN Department of Economic and Social Affairs.

**TRAVEL MOTIVATION AND PLANNING**

**Top Travel Activities**
- 44% Cultural/historical attractions
- 41% Dining/gastronomy
- 38% Shopping

**Sources Used to Plan Travel to U.S.**
- 64% Websites via computer
- 43% Friends and family
- 32% Websites/applications via mobile phone

**Advance Decision Time**
- 17% Less than a month
- 19% 1 to 2 months
- 26% 2 to 12 months
- 24% More than 1 year

**Visitor Characteristics**

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

- **One Word that describes the United States**
  - 45% Peaceful
  - 21% Friendly
  - 15% Educational
  - 14% Big

- **Main Trip Reason**
  - 89% Leisure
  - 44% Vacation/Holiday
  - 18% Visiting Friends/Family
  - 15% Other Leisure

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

**Visa Credit Card Travel Spending**

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

**By Quarter**

- **Q1:** 17%
- **Q2:** 15%
- **Q3:** 12%
- **Q4:** 58%

**By Arizona Region**

- Northern: 2%
- Phoenix & Central: 7%
- West Coast: 10%
- Tucson & Southern: 17%
- North Central: 2%

**CANADIAN VISITATION TO ARIZONA**

- **Visitation Volume to Arizona**
  - 1,459,044

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

- **Median Nights in U.S.**
  - 18
  - 10

- **Average Party Size**
  - 2.3 persons

**AZ Direct Arrivals from Canadian Cities**

- Calgary: 32%
- Toronto: 21%
- Montreal: 4%
- Vancouver: 24%
- Winnipeg: 2%
- Saskatoon: 2%
- Edmonton: 12%
- Regina: 2%
- Kelowna: 1%

**Visitors to Arizona**

- 522,500
- 876,600
- 923,500
- 5,000
- 94,500
- 257,400
- 256,100

**Compiled by the Arizona Office of Tourism Research Division**
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):** $1.34 trillion
- **Exports:** $477.3 billion
- **Unemployment Rate:** 5.67%

### TRAVEL MOTIVATION AND PLANNING

#### Top Travel Activities
- 44% Cultural/historical attractions
- 41% Dining/gastronomy
- 38% Shopping

#### Sources Used to Plan Travel to U.S.
- 64% Websites via computer
- 43% Friends and family
- 32% Websites/applications via mobile phone

#### Advance Decision Time
- 17% Less than a month
- 19% 1 to 2 months
- 26% 2 to 3 months
- 24% 3 to 6 months
- 7% More than 1 year

#### Visitor Volume to Arizona

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation Volume to Arizona</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>828,000</td>
</tr>
<tr>
<td>2006</td>
<td>975,000</td>
</tr>
<tr>
<td>2007</td>
<td>1,037,000</td>
</tr>
<tr>
<td>2008</td>
<td>1,067,000</td>
</tr>
<tr>
<td>2009</td>
<td>1,378,000</td>
</tr>
<tr>
<td>2010</td>
<td>1,298,000</td>
</tr>
</tbody>
</table>

### CANADIAN VISITATION 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)

#### Visitor Source by Province
- **25%** Alberta
- **23%** British Columbia
- **23%** Ontario
- **11%** Saskatchewan
- **8%** Quebec
- **8%** Manitoba
- **4%** Atlantic Canada

#### Visa Card Credit Travel Spending

### By Quarter

- **Q1:** 17%
- **Q2:** 13%
- **Q3:** 12%
- **Q4:** 58%

### By Arizona Region
- **Northern:** 2%
- **Phoenix/Scottsdale:** 7%
- **West Coast:** 10%
- **Tucson/Southeastern:** 7%
- **North Central:** 2%

### Notes

- **Sources Used to Plan Travel to U.S.:** U.S. Dept. of Commerce - NTDB, reporting 2019 aggregate data, Alberta Canada, 2019 data, Tourism Economics, reporting 2020 data, Visitor Travel, reporting 2020 data.