

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:

38.5 million

INFLATION RATE:

3.9%

EXCHANGE RATES (CAD PER USD):

1.36

GROSS DOMESTIC PRODUCT (GDP):

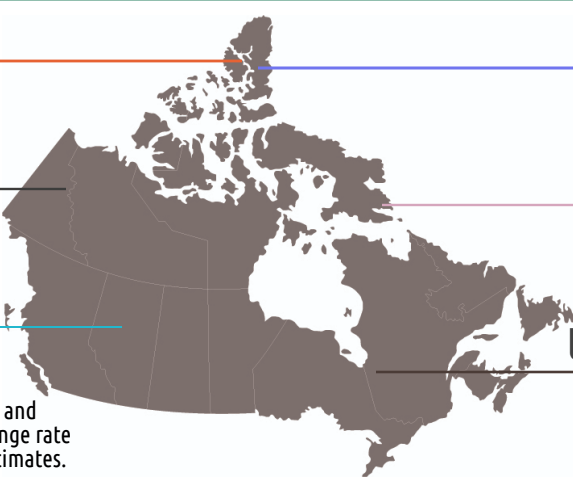
\$1.8 trillion

EXPORTS:

\$611.1 billion

UNEMPLOYMENT RATE:

7.5%



Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING

Top Travel Activities

- 80% Appeal of Local Culture
- 77% Easy of Travel
- 77% Natural Features

Sources Used to Plan Travel to U.S.

- 33% Friends and family
- 30% Websites via computer
- 30% Websites/applications via mobile phone
- 18% Websites/applications via tablet

Advance Decision Time

- 51% Less than a month
- 13% 1 to 2 months
- 13% 2 to 3 months
- 7% 3 to 12 months
- 2% More than 1 year

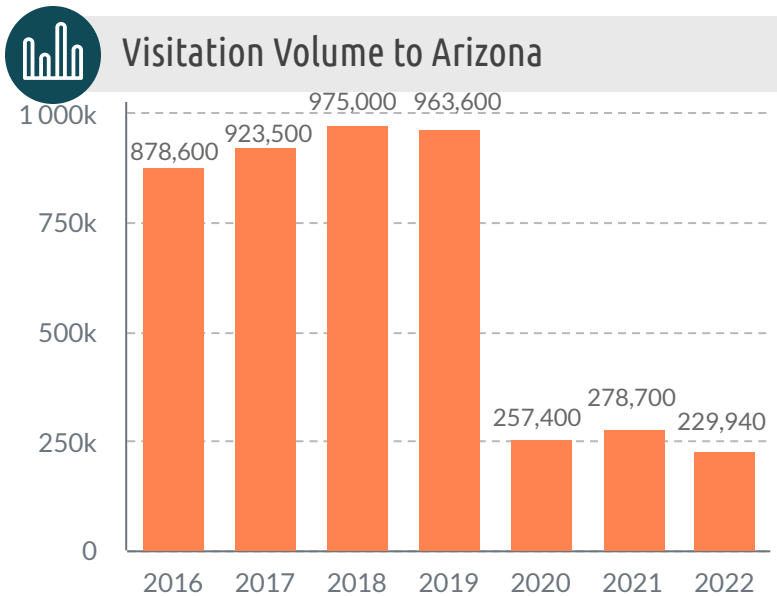
Travel Outlook

- 43% Say international leisure travel is a high or extremely high spending priority
- 40% Expect to spend more on international travel
- 37% Expect to travel more internationally
- \$4,159 Budget available for international travel

One Word that Describes the United States

Sources: Brand USA, reporting 2021-2022 Market Profiles; XBorder Canada, 2019 data; Destination Analysts, The State of the International Traveler Report Findings (2023).

CANADIAN VISITATION TO ARIZONA



Visitor Characteristics

- 45 years Average Age
- 116,738 Average Household Income
- 1.6 persons Average Party Size

Length of Stay

- 10.26 Average Nights in Destination
- 14.3 Average Nights in U.S.

Port of Entry

- 56.9% Las Vegas, NV
- 11.5% Los Angeles, CA
- 8.2% Seattle, WA
- 6.3% Denver, CO
- 3% Houston, TX

Main Purpose of Trip*

- 89% Leisure
 - 69% Vacation/Holiday
 - 19% Visiting Friends/Relatives
 - 1% Other Leisure
- 11% Business
 - 6% General Business
 - 5% Convention/Conference/Trade Show

*Includes overlap of trips covering multiple purposes.

Transportation in U.S.

- 50% Rented Auto
- 38% Auto, Private or Company
- 28% Ride-sharing Service
- 22% Air Travel between U.S. Cities
- 20% Taxicab/Limousine

Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2022 with 44% of total International Travel Spending in Arizona.

By Quarter

- Q1: 34%
- Q2: 19%
- Q3: 9%
- Q4: 38%

Accommodations*

- 67% Hotel/Motel
- 33% Private Home
- 4% Other

By Arizona Region

- Northern: 3%
- Phoenix & Central: 75%
- West Coast: 11%
- Tucson & Southern: 7%
- North Central: 4%

* Since this is collected through a survey, there is no indication if this is paid or non-paid.

Sources: U.S. Dept. of Commerce - NTTO, reporting 2022 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2022 data.