

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

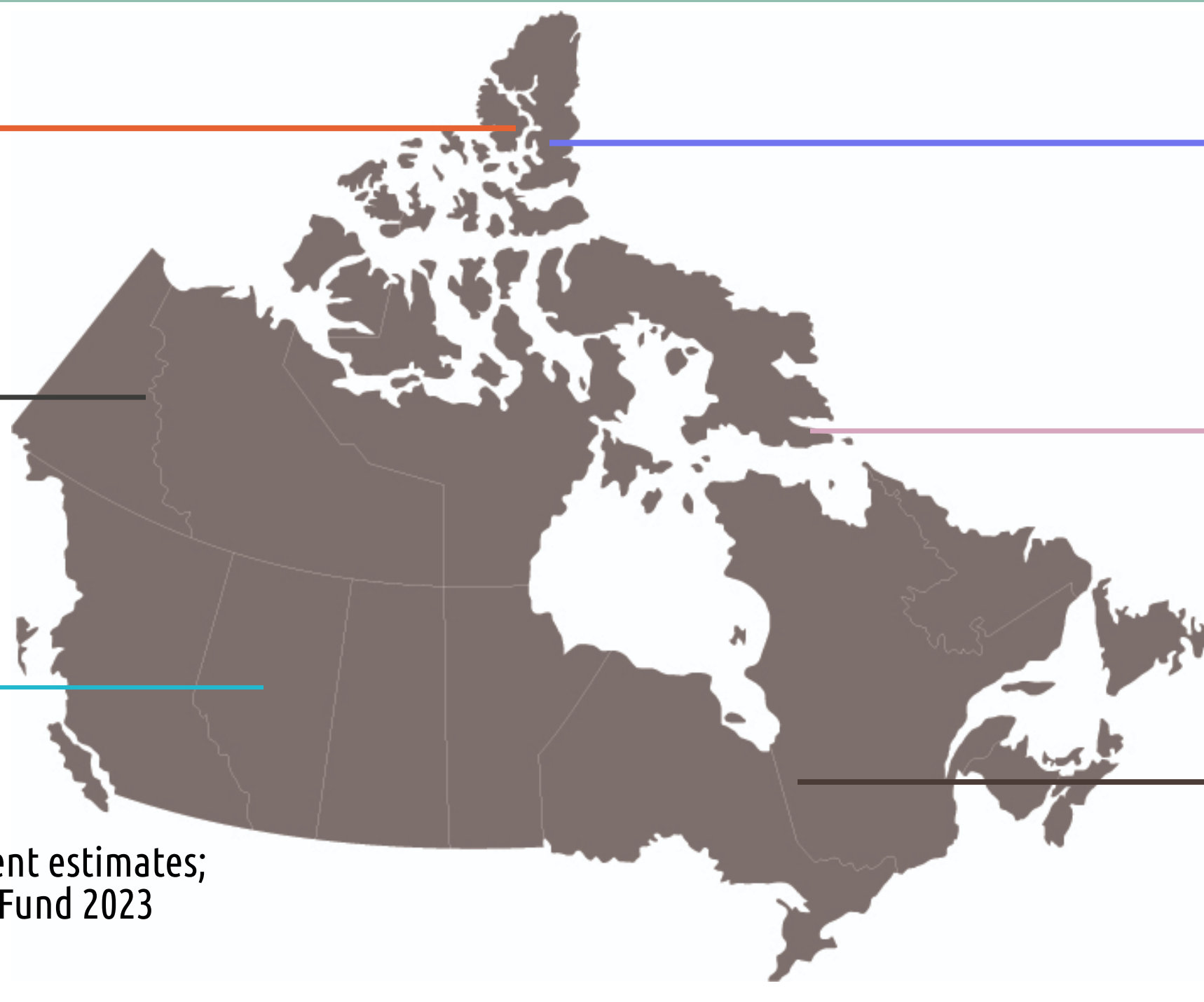
INFLATION RATE:
3.6%

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. XE.com INC. 2023 exchange rates.

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
- 20%** Advice from travel professionals/travel agents

Advance Decision Time

- 24%** Less than a month
- 19%** 1 to 2 months
- 26%** 2 to 3 months
- 24%** 3 to 12 months
- 7%** 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
- 34%** Expect to travel more internationally
- \$4,159** Budget available for international travel

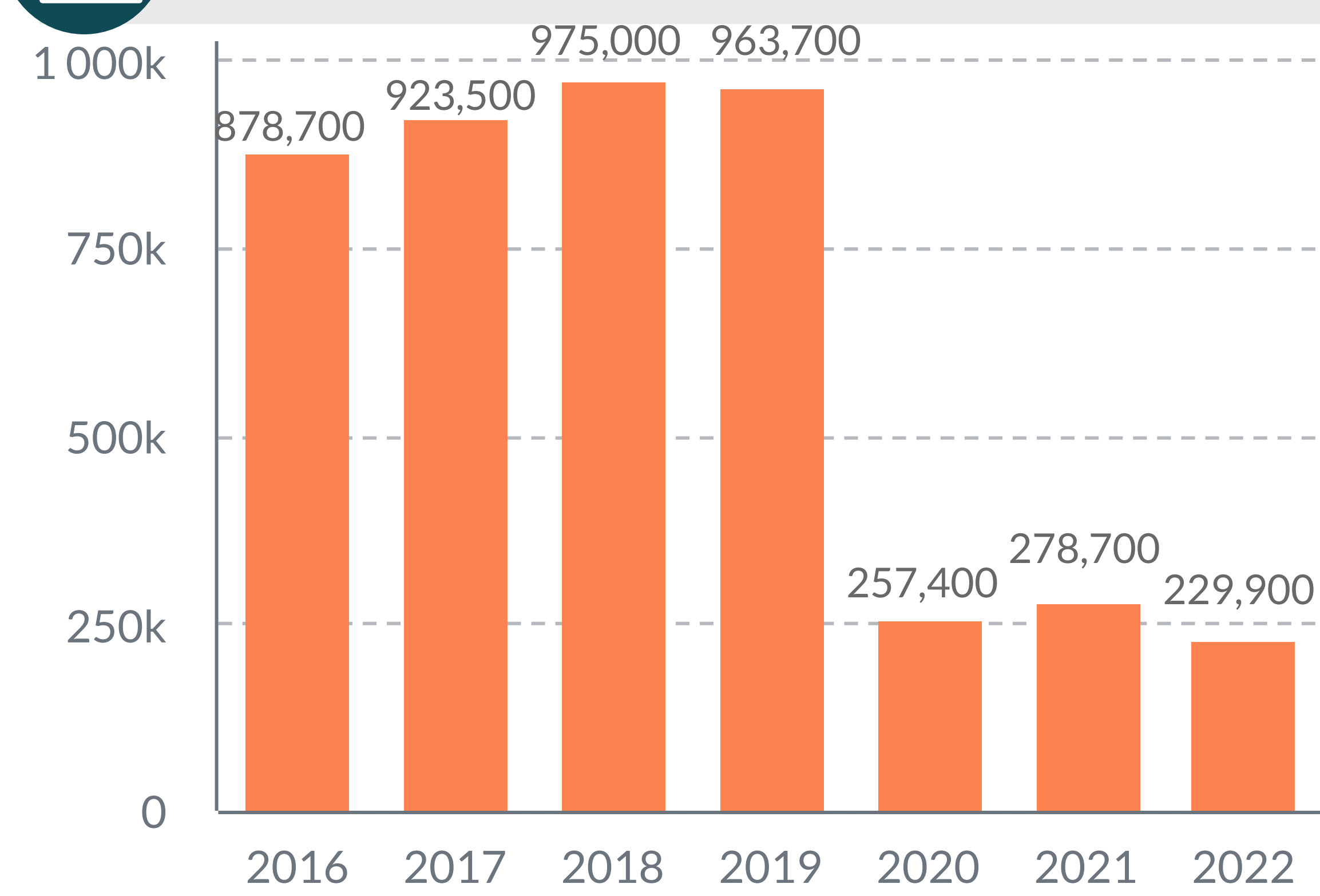
One Word that Describes the United States



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

CANADIAN VISITATION TO ARIZONA

Visitation Volume to Arizona



Visitor Characteristics

- 46 years** Average Age
- 116,738** Average Household Income
- 1.5 persons** Average Party Size

Length of Stay

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

Port of Entry

- 57%** Las Vegas, NV
- 12%** Los Angeles, CA
- 8%** Seattle, WA
- 6%** 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.

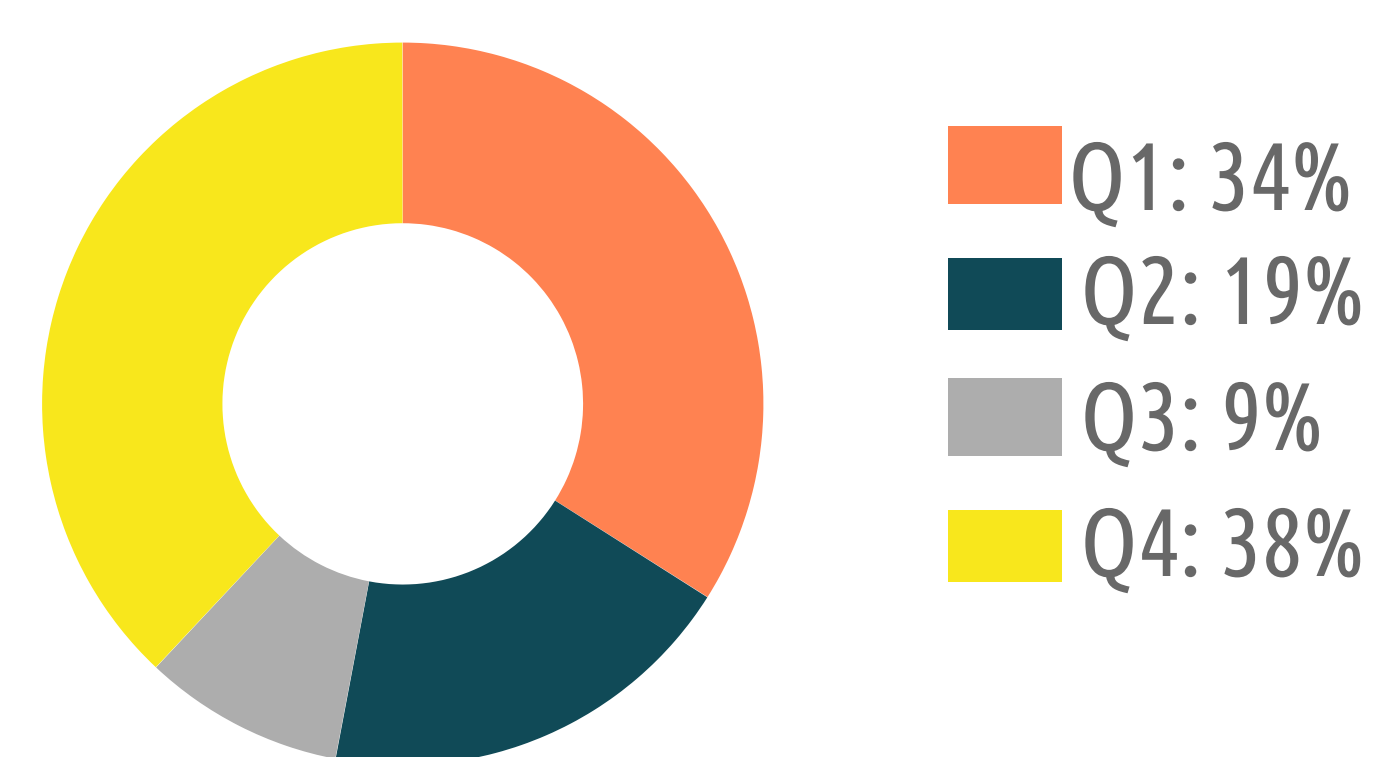
Transportation

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

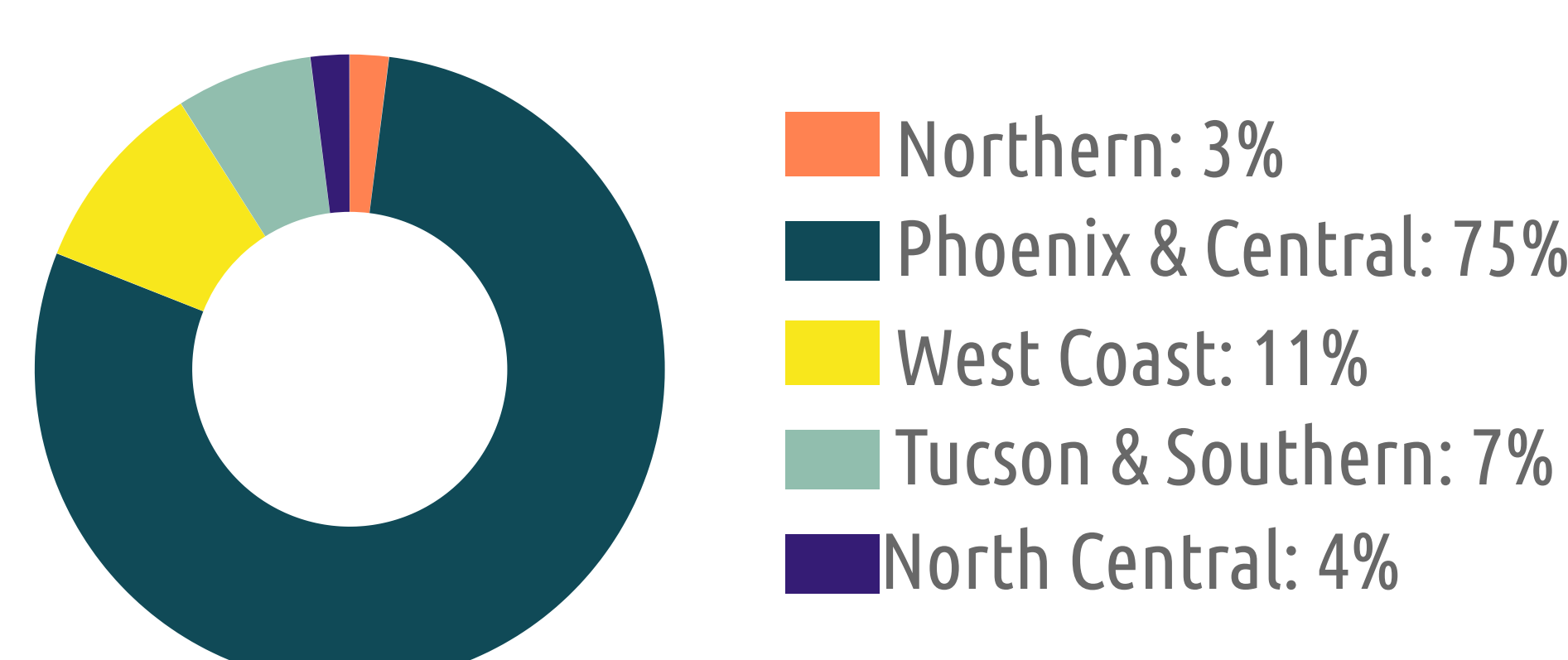
Visa Credit Card Travel Spending

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

By Quarter



By Arizona Region



Accommodations*

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

* 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 2022 data; VisaVUE Travel, reporting 2022 data.