

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:

38.8 million

INFLATION RATE:

3.9%

EXCHANGE RATES (CAD PER USD):

1.35

GROSS DOMESTIC PRODUCT (GDP):

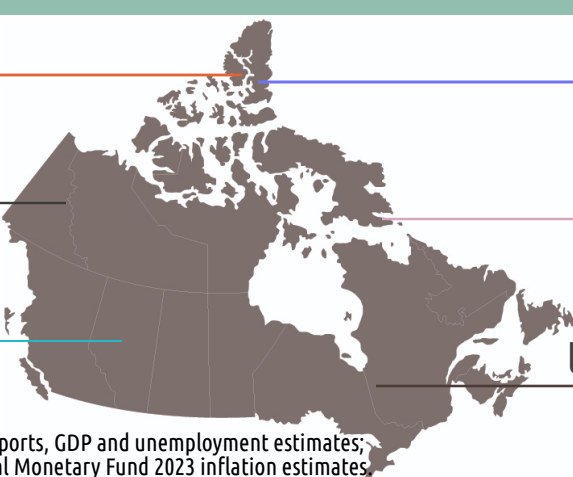
\$2.14 trillion

EXPORTS:

\$717.677 billion

UNEMPLOYMENT RATE:

5.37%



Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Activities

59% Dining/gastronomy

51% Cultural/historical attractions

47% Shopping



Planning Sources: Researching Destination Info

48% Websites via computer

30% Friends and family

26% Websites/applications via mobile phone

17% Social Media Posts by travel providers or destinations



Advance Decision Time

25% Less than a month

22% 1 to 3 months

28% 3 to 6 months

21% 6 to 12 months

4% More than 1 year



Travel Outlook

65% Making international travel a high financial priority.

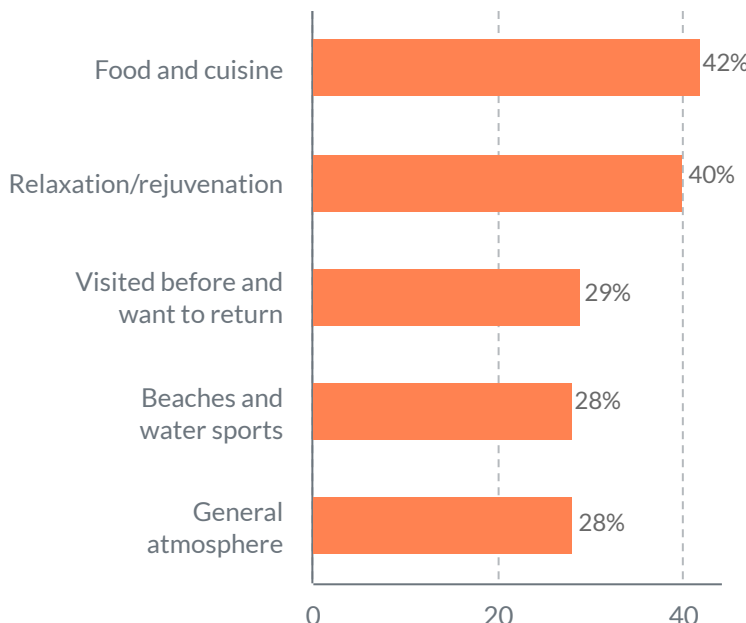
34% Expect to spend more on international travel

23 Average days available for international travel

\$5,521 Budget available for international travel



Attributes for Destination Selection

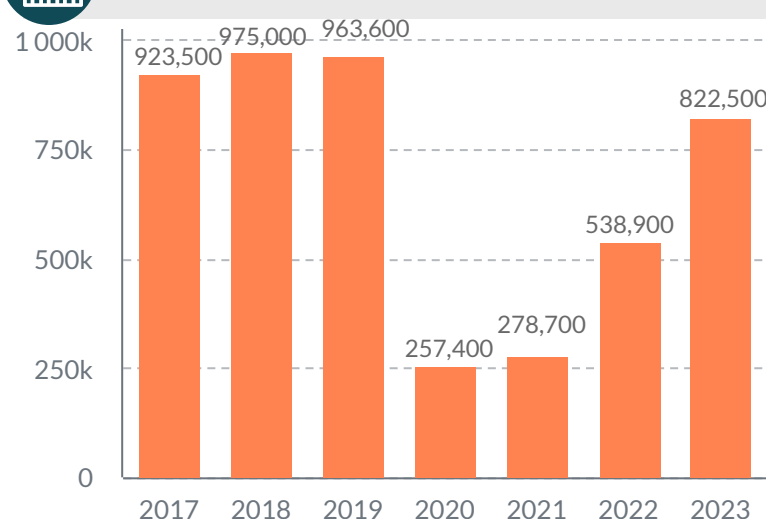


Sources: Brand USA, reporting 2023 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

47 years Average Age

114,228 Average Household Income

1.7 persons Average Party Size



Length of Stay

9 Average Nights in Destination

13 Average Nights in U.S.



Port of Entry

47% Las Vegas, NV

14% Los Angeles, CA

9% Denver, CO

4% Houston, TX

9% All Other Airport/Cities



Main Purpose of Trip*

86% Leisure

73% Vacation/Holiday

11% Visiting Friends/Relatives

2% Education/Health Treatment

14% Business

8% Visit Customer/Supplier

6% Convention/Conference/Trade Show

*Includes overlap of trips covering multiple purposes.



Transportation

46% Rented Auto

32% Air Travel between U.S. Cities

32% Auto, Private or Company

29% Taxicab/Limousine

19% Ride-sharing Service



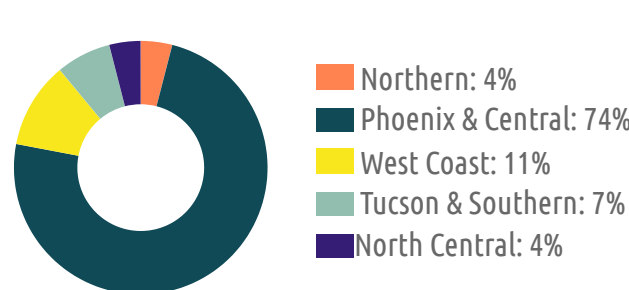
Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2023 with 39.8% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Accommodations*

68% Hotel/Motel

30% Private Home

10% 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 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.