

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

GROSS DOMESTIC PRODUCT (GDP):

\$1.8 trillion

INFLATION RATE:

3.6%

EXPORTS:

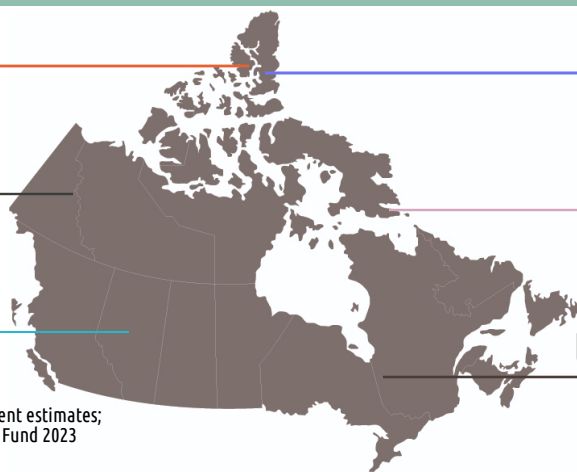
\$611.1 billion

EXCHANGE RATES (CAD PER USD):

1.36

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

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

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

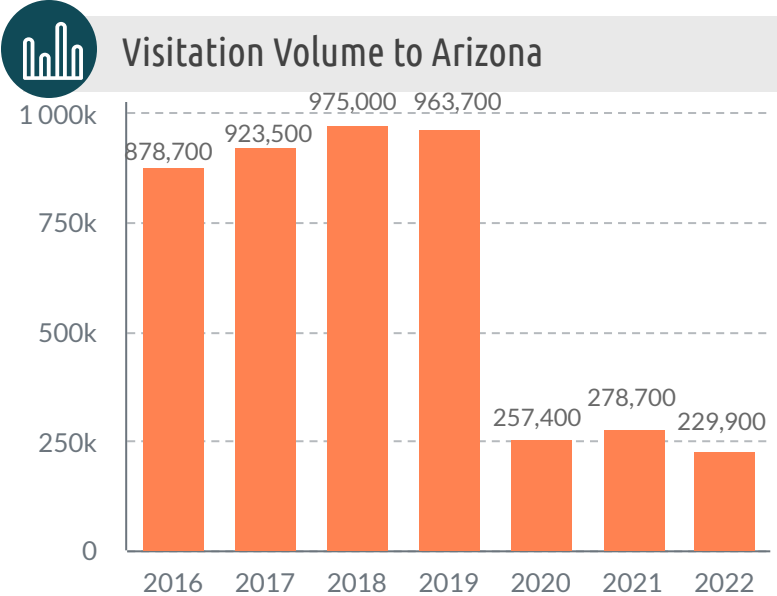
One Word that Describes the United States

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

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

CANADIAN VISITATION 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

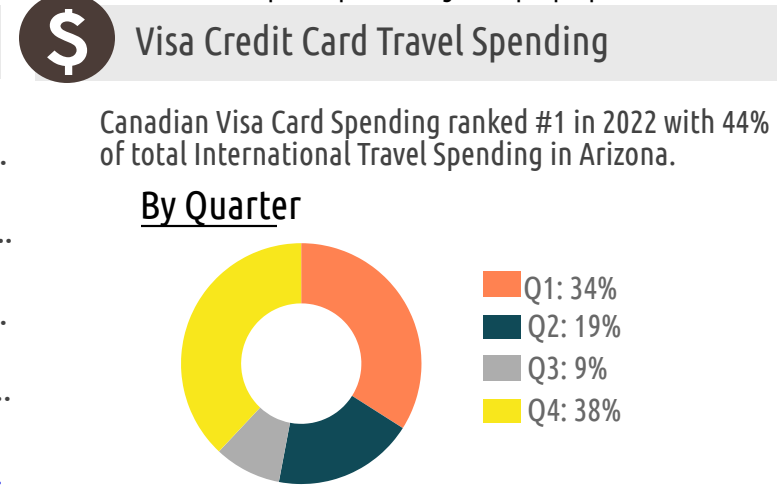
Main Purpose of Trip*

- 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.

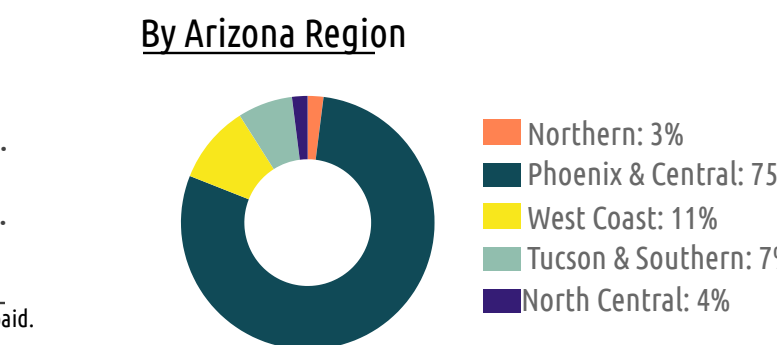
Transportation

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



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.