

# 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 Motivators

- 59%** Dining/gastronomy
- 51%** Cultural/Historic Attractions
- 47%** Shopping



### Planning Sources

- 48%** Websites via computer
- 30%** Recommendation from family/friends
- 26%** Websites/applications via mobile phone
- 17%** Social Media Posts by travel providers



### 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

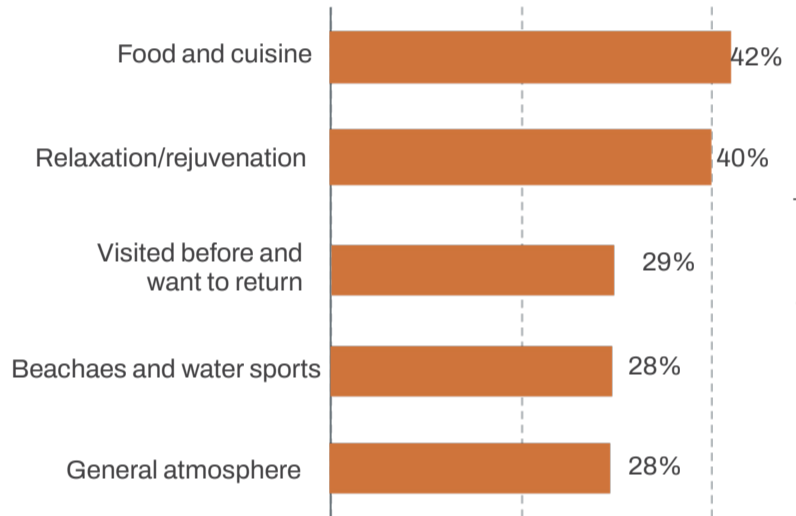


### Travel Outlook

- 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



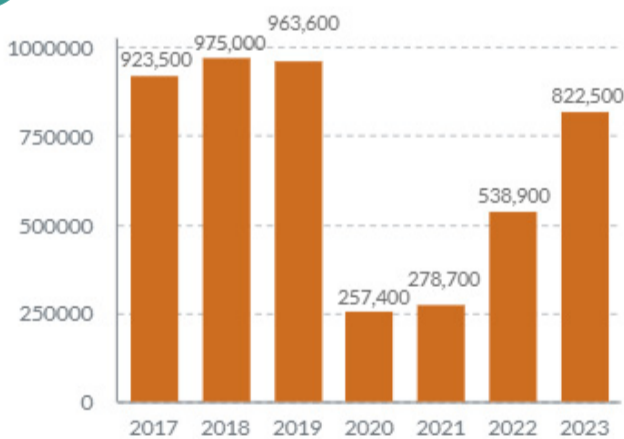
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

## CANADIAN VISITATION TO ARIZONA



### Visitation Volume to Arizona



### Port of Entry

- 47%** Las Vegas, NV
- 14%** Los Angeles, CA
- 9%** Denver, CO
- 4%** Houston, TX
- 9%** All Other Airport Cities



### Top Topics Discussed About Arizona

- 46%** Rented Auto
- 32%** Air Travel between U.S. Cities
- 32%** Auto, Private or Company
- 29%** Taxicab/Limousine
- 19%** Ridesharing Service



### Length of Stay

- 9** Average Nights per Destination
- 13** Average Nights in U.S.



### 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.



### Visitor Characteristics

- 47 years** Average Age
- \$114,228** Average Household Income
- 1.7 persons** Average Party Size



### Main Purpose of Trip\*

- 86%** Leisure
  - 73%** Vacation Holiday
  - 11%** Visit Friends and Relatives
  - 2%** Education/Health Treatment
- 14%** Business
  - 8%** Visit Customer/Supplier
  - 6%** Convention/Conference/Trade Show

\* includes overlaps of trips covering multiple purposes



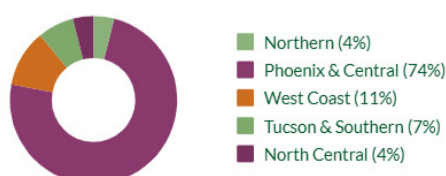
### Visa Credit Card Travel Spending

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

#### By Quarter



#### By Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.