

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:** 2.4%
- **Exchange Rates (CAD per USD):** 1.4
- **Gross Domestic Product (GDP):** \$2.3 trillion
- **Exports:** \$727.5 billion
- **Unemployment Rate:** 6.5%

Sources: The World Factbook reporting 2024 GDP, population, inflation, exchange rate estimates, exports and unemployment.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 54%** Shopping
- 36%** State/national parks
- 35%** Culinary experiences



Planning Sources

- 53%** Internet search
- 42%** Past experience
- 38%** Personal recommendations



Advance Decision Time

- 18%** Less than a month
- 24%** 1 to 3 months
- 30%** 3 to 6 months
- 22%** 6 to 12 months
- 6%** More than 1 year

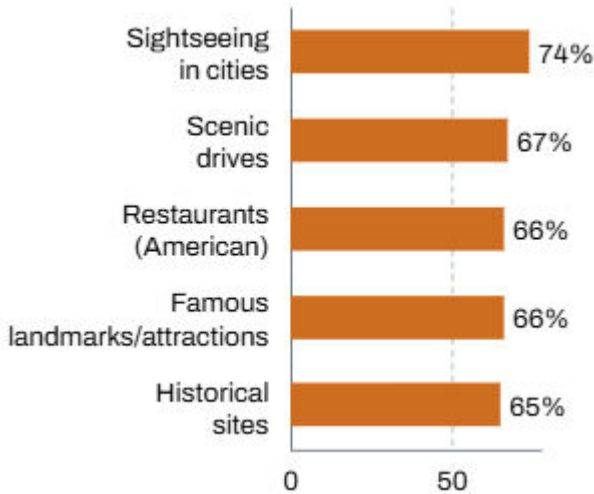


Travel Outlook

- 40%** Making international travel a high financial priority
- 35%** Expect to spend more on international travel
- 28** Average days available for international travel
- \$6,676** Budget available for international travel



Attributes for Destination Selection

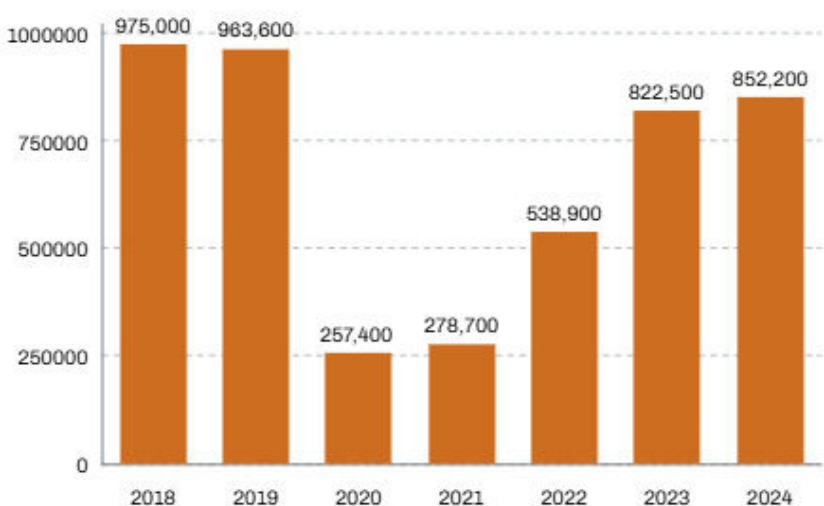


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 46%** Las Vegas, NV
- 17%** Los Angeles, CA
- 8%** Chicago, IL
- 5%** Denver, CO



Transportation

- 42%** Rented Auto
- 32%** Auto, Private or Company
- 29%** Ride-sharing Service
- 26%** Taxicab/Limousine



Length of Stay

- 6** Average Nights per Destination
- 17** Average Nights in U.S.



Accommodations*

- 59%** Hotel/Motel
- 33%** Private Home
- 9%** 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
- \$107,525** Average Household Income
- 1.7 persons** Average Party Size



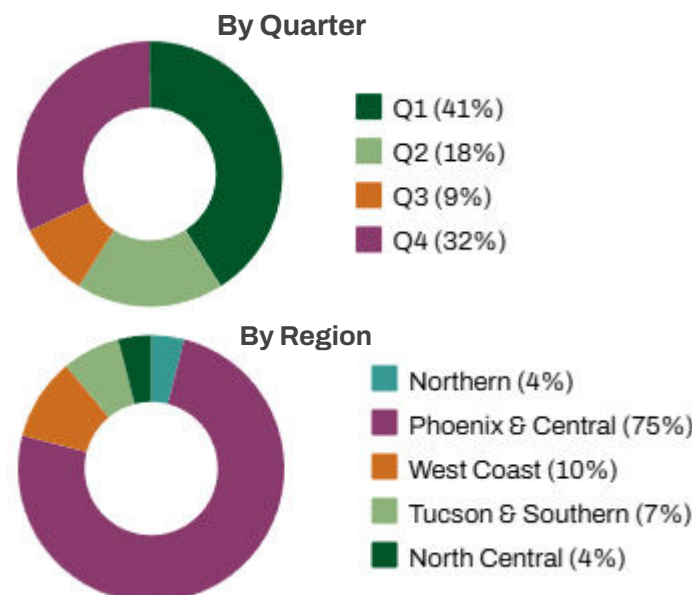
Main Purpose of Trip*

- 87%** Leisure
- 13%** Business



Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2024 with 36 % of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.