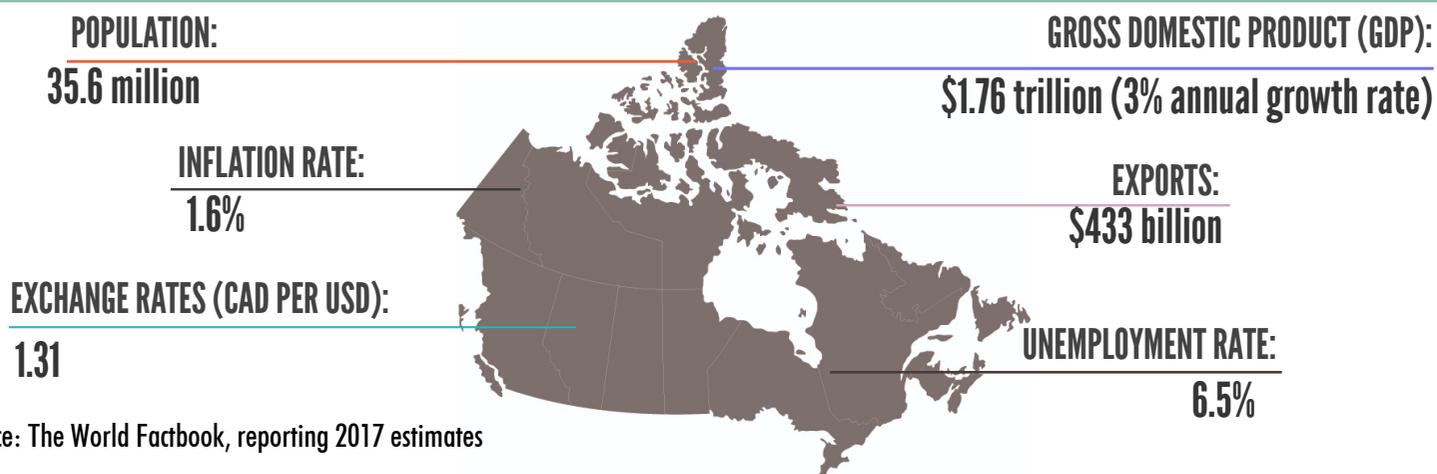


Canada Market Profile

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



TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

51% Beach/Seaside Attractions

50% Cultural/Historical Attractions

47% Local Lifestyle



Source used in Destination selection for last leisure trip

62% Websites via computer or laptop

42% Recommendation from family & friends

25% Websites or applications via tablet

21% Websites or applications via mobile phone



Advance Decision Time

15% Less than a month

21% 1 to 2 months

31% 3 to 5 months

23% 6 to 12 months

6% More than 1 year



Likelihood to Travel to USA

47% In the next six months

23% 6-12 months

16% 1-2 years

7% 2-5 years from now

6% Maybe some time in the distant future

2% Not likely to ever visit



Expected Travel Party Size (next trip)

27% 1 person

45% 2 people

13% 3 people

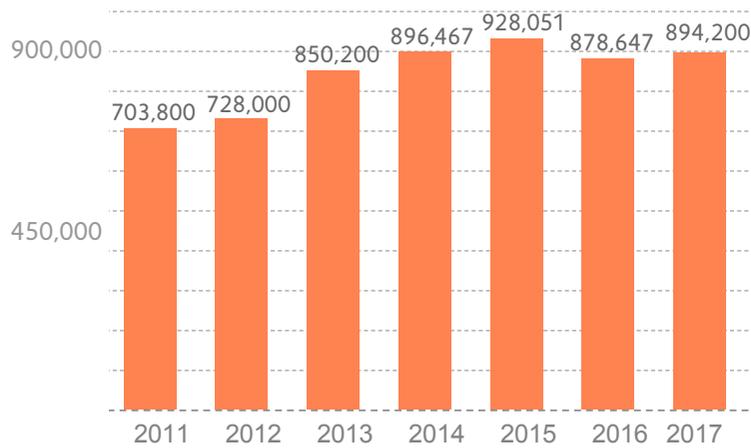
14% 4+

Source:
Brand USA, reporting 2017 intercontinental traveler data

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitation by Province

33% Alberta

21% Ontario

23% British Columbia

13% Quebec

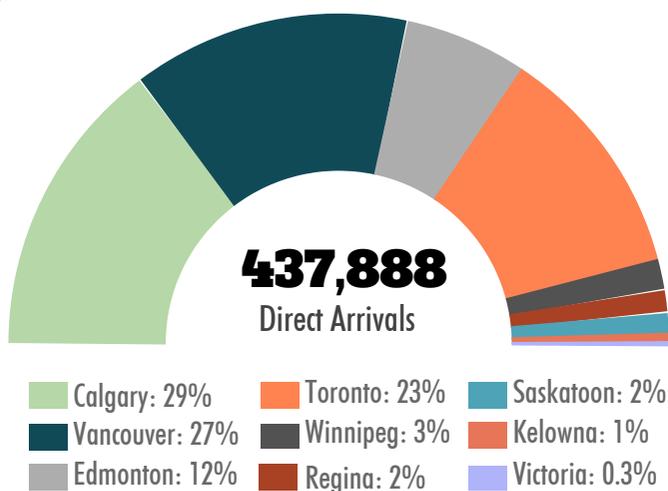
6% Saskatchewan

3% Manitoba

2% Atlantic Canada



AZ Direct Arrivals from Canadian Cities



Source:
 Tourism Economics, reporting 2011-2017 data
 VisaVUE Travel, reporting 2017 data
 Statistics Canada, 2016 data
 The Conference Board of Canada, 2016 data



Visitor Characteristics

17.0 Nights in Arizona

1.9 persons Average Party Size

\$1,218 party spending per trip



Mode of Entry

69% Airplane

27% Auto



Main Trip Reason

84% Leisure

67% Vacation Holiday

9% Visit Friends/Relatives

6% Other Personal Reasons

16% Business

6% Meetings

6% Convention/Conference/Trade Show



Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2017 with 45% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region

