

Global Market Profile

CANADA



October 2024

Introduction

- Tourism Economics forecasts that domestic leisure visitation will account for \$101B in spending in California in 2024 and international visitation will account for \$28B.
- The **Global Market Profile** reports were developed by Visit California Research to provide the organization and the state's tourism industry with insights on California's domestic market and thirteen opportunity international markets through detailed market landscapes as well as highly targeted audience profiles and traveler behavior insights.

Market Landscape:



Audience Insights:



California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
 - Visitation and Spending Forecasts
 - Airlift Recovery (flights and seats)
 - Arrival Numbers & California Market Share
 - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
 - Description and size of Audience Target
 - Demographic profile
 - General travel planning behavior
 - General trip spending
 - Advertising and sports preferences
- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
 - Trip purpose
 - First/Repeat visitation
 - Destinations visited
 - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:
 - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
 - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all thirteen Visit California opportunity markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
 - The audience profile is built on a segmentation of consumers planning international leisure travel in the next 12 months and are considering California as a destination.* The profiles provide insights into those travelers most likely to visit the state.
 - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).



Market Landscape

Country Profile

Canada



POPULATION: *

39.7M

EXCHANGE RATE: **

Local currency to USD dollar

1.4

GROSS DOMESTIC PRODUCT (GDP):

Annual % chg ***

1.2%

INFLATION RATE:

Annual % chg ****

2.6%

* www.worldometers.info, 2024

** www.x-rates.com, Aug 2024

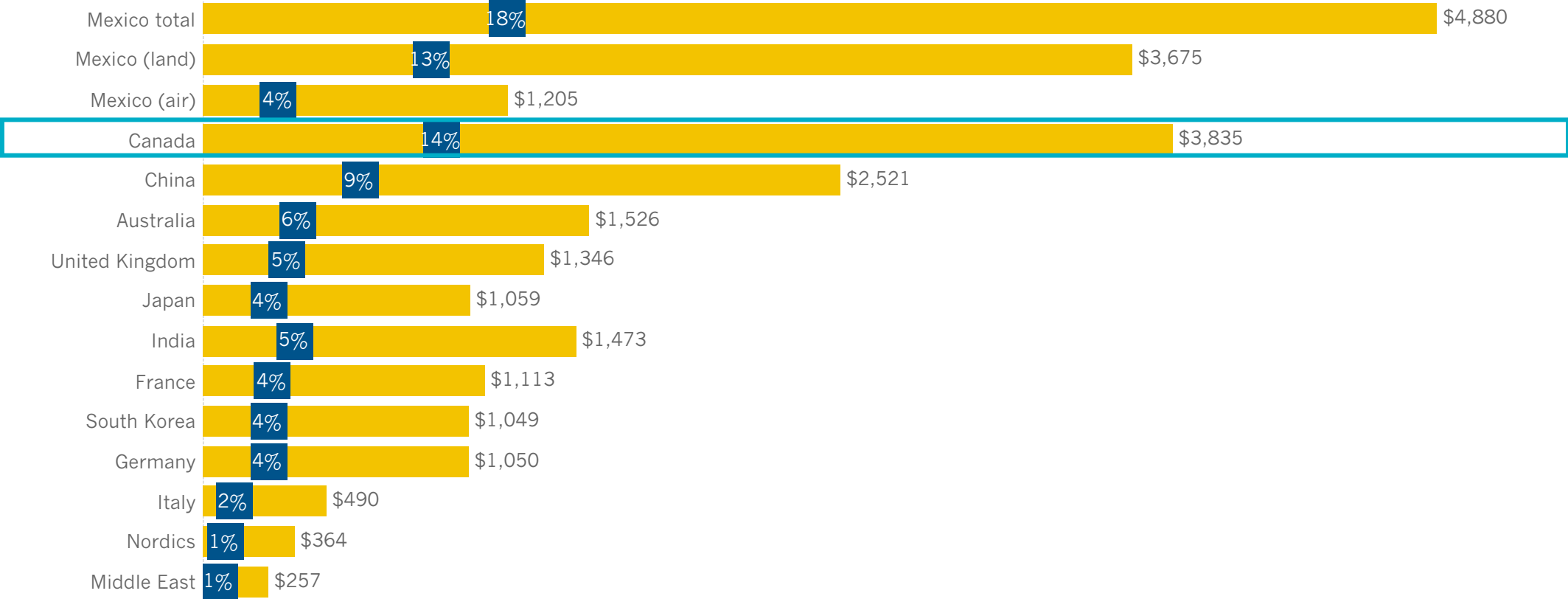
*** www.imf.org, 2024

**** www.imf.org, 2024

Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 13 target markets and share of total international spending in the state.

2024 Spend Forecast

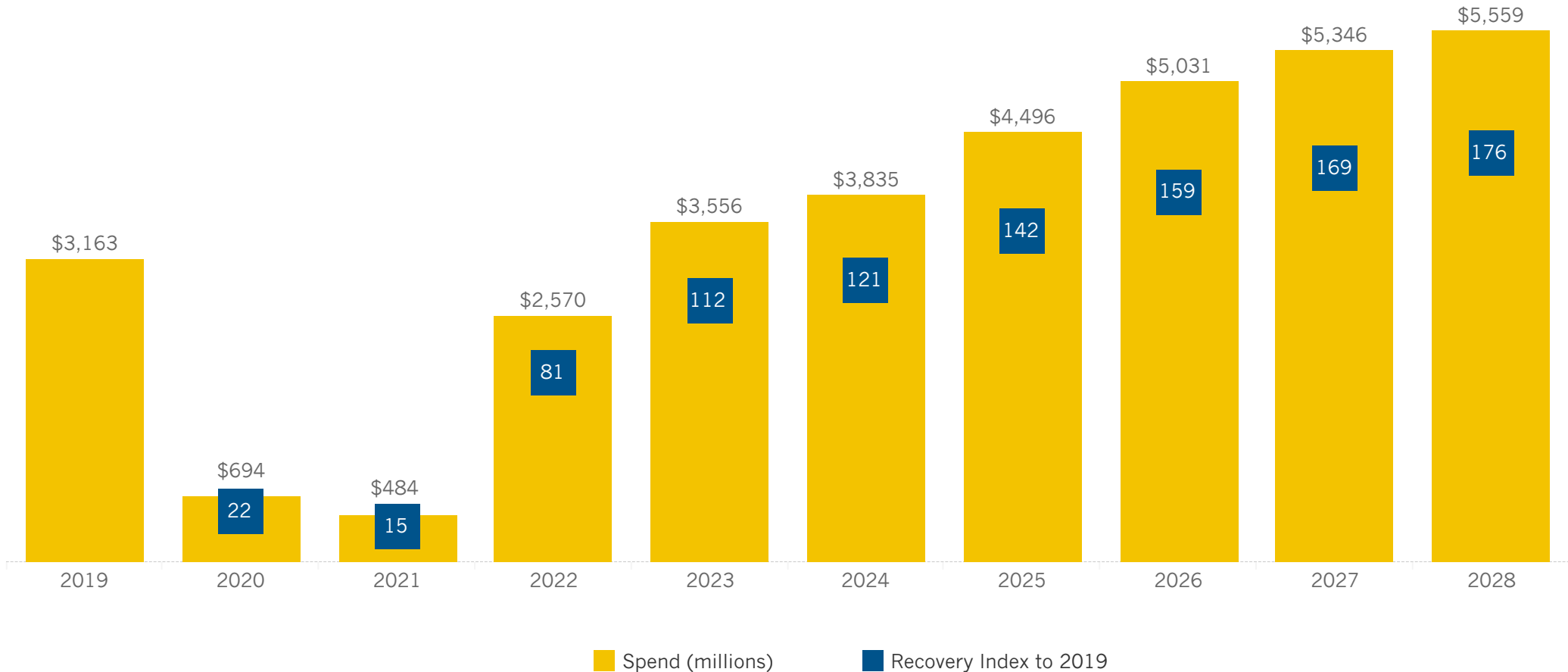


■ Spend (millions) ■ Share of Total Int'l Spend

Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

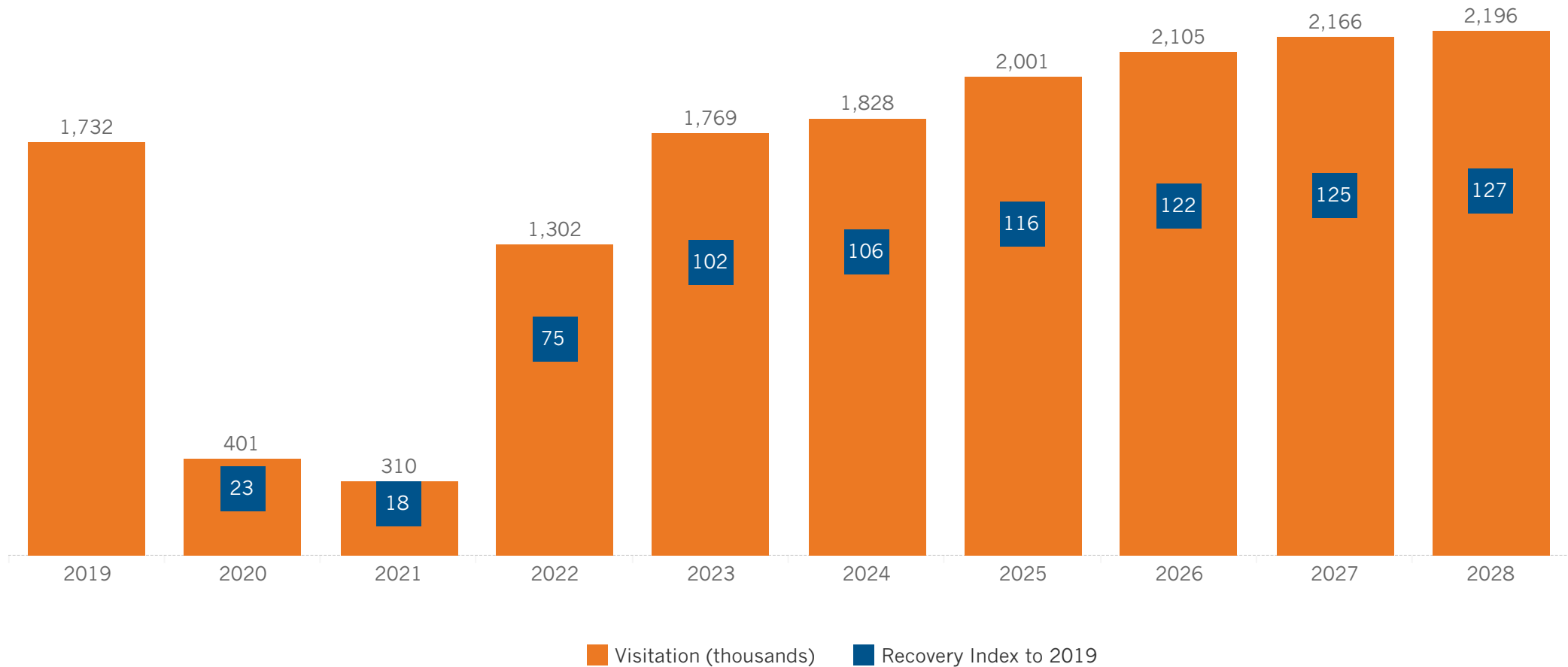
Canada: Spend Forecast with Recovery Index to 2019



Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

Canada: Visitation Forecast with Recovery Index to 2019



International Visitor Spending by Region

The table below shows the distribution of international visitor spending by California tourism region in total and for the focus market .

Region	Total International Visitor Spend (2023)		Canada Visitor Spend* (2023)		
	Spending (\$B)	%	Spending (\$B)	%	Index
Central Coast	\$0.828	3.7%	\$0.125	3.5%	96
Central Valley	\$0.278	1.2%	\$0.037	1.1%	85
Deserts	\$0.861	3.8%	\$0.535	15.1%	394
Gold Country	\$0.168	0.7%	\$0.034	1.0%	129
High Sierra	\$0.238	1.1%	\$0.014	0.4%	37
Inland Empire	\$0.308	1.4%	\$0.035	1.0%	73
Los Angeles	\$8.113	36.0%	\$1.110	31.2%	87
North Coast	\$0.037	0.2%	\$0.011	0.3%	195
Orange County	\$2.219	9.8%	\$0.456	12.8%	130
San Diego	\$3.062	13.6%	\$0.442	12.4%	92
San Francisco Bay Area	\$6.407	28.4%	\$0.743	20.9%	74
Shasta Cascade	\$0.030	0.1%	\$0.011	0.3%	237
Total California	\$22.549	100%	\$3.556	100%	

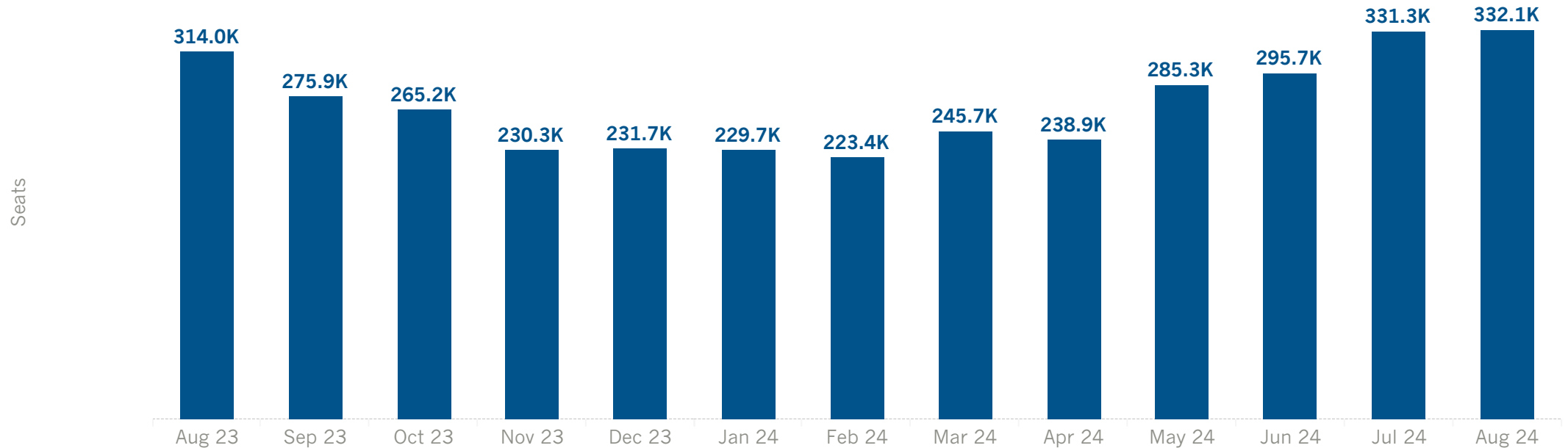
*Regional visitor spending for the focus market is estimated using a Visit California proprietary model that adjusts statewide visitor spending estimates for the focus market to the region-level using Visa Destination Insights credit card data. The index shown compares the regional share of spending from the focus market to the share of total international spending in the region.

Source: Tourism Economics/Visa Destination Insights/Visit California Research (June 2024)

Airlift to California

The chart below shows airlift to California for the focus market.

Canada: Non-Stop Seats

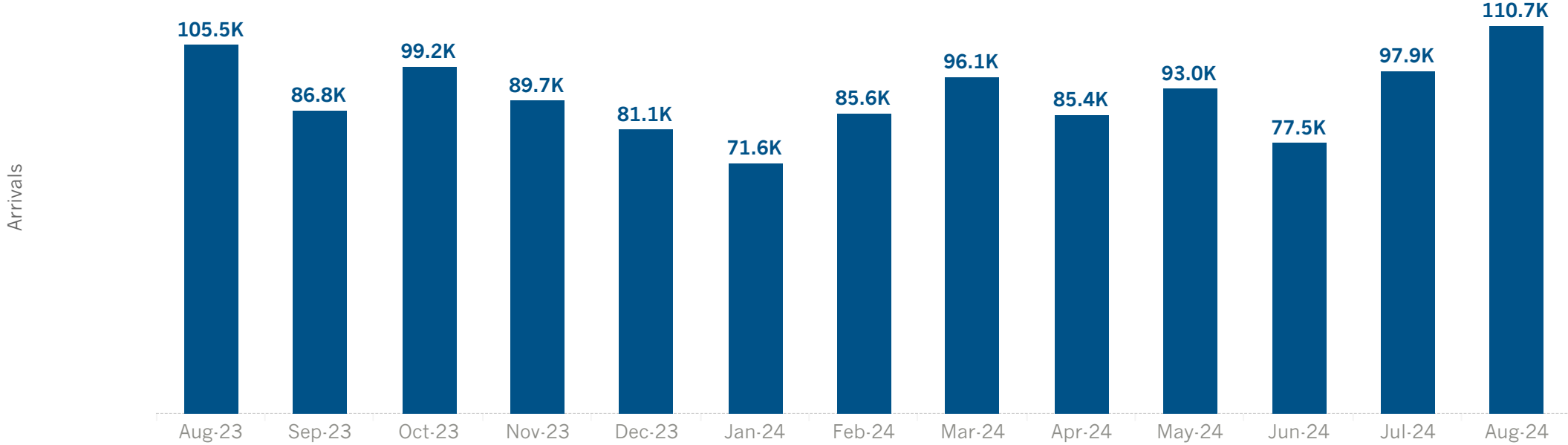


YoY % Chg	16%	11%	11%	7%	4%	4%	10%	6%	5%	9%	0%	4%	6%
% Chg vs 2019	-1%	-3%	-3%	1%	-4%	-10%	-6%	-6%	-4%	11%	2%	6%	5%

Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California’s ports of entry for the focus market.

Canada Air Only: Non-Resident Arrivals at Ports of Entry



YoY % chg	24%	9%	10%	6%	-1%	13%	10%	1%	-7%	2%	0%	6%	5%
% chg vs 2019	-4%	0%	-6%	-4%	-12%	-7%	-13%	-11%	-13%	-2%	-12%	1%	1%

California's Int'l Market Share (Visits)

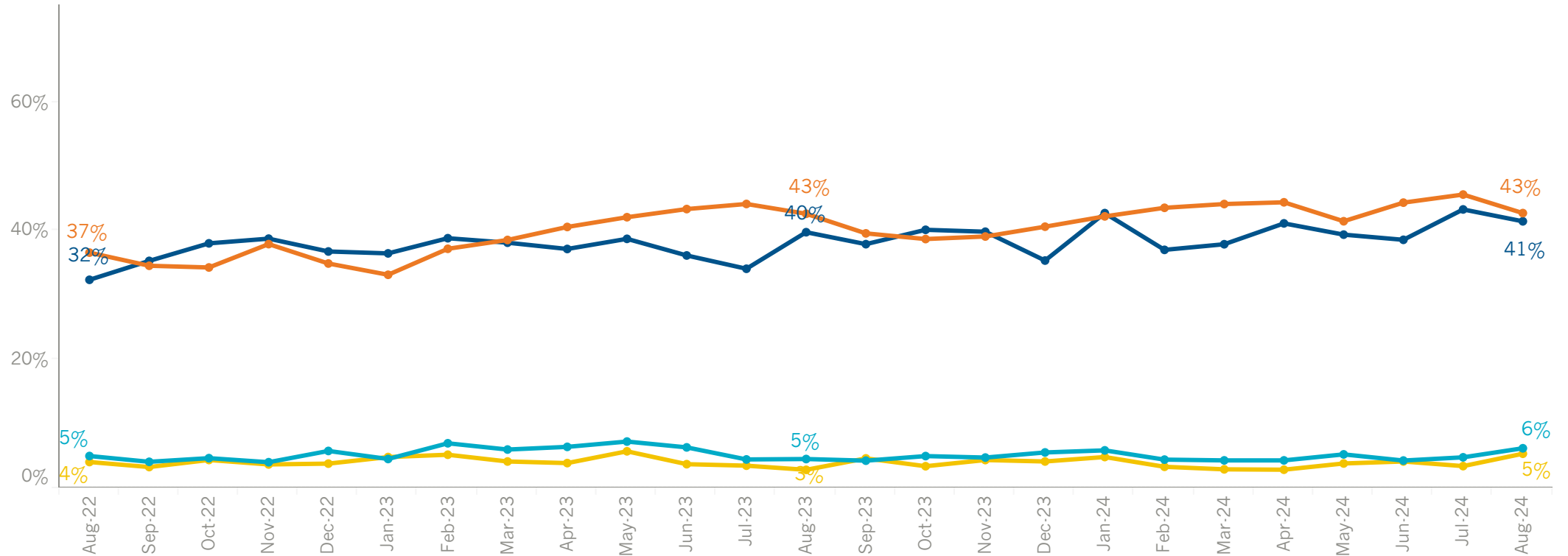
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	22.2%	21.9%	22.6%	23.3%	22.7%	22.8%	22.0%	19.5%	23.3%	23.1%	22.5%
Mexico	51.3%	44.6%	42.4%	41.7%	43.0%	43.2%	41.9%	29.5%	35.8%	47.9%	48.0%
China	46.3%	46.1%	41.4%	42.9%	36.5%	38.1%	36.5%	38.9%	37.0%	41.8%	45.6%
Australia	48.2%	49.2%	49.4%	49.3%	46.2%	44.6%	45.3%	41.2%	40.0%	39.4%	43.1%
India	26.9%	25.1%	28.2%	25.8%	25.8%	30.0%	28.5%	26.8%	19.2%	25.7%	27.2%
France	27.7%	27.4%	26.6%	28.0%	26.0%	26.8%	24.8%	21.2%	22.5%	27.0%	25.9%
South Korea	29.2%	26.2%	24.8%	25.1%	23.9%	24.3%	21.1%	21.4%	27.1%	23.8%	24.5%
Germany	21.8%	22.5%	21.8%	22.1%	23.4%	23.8%	21.8%	20.1%	16.5%	23.7%	22.9%
Japan	13.6%	14.8%	15.7%	15.2%	14.7%	15.7%	14.9%	14.9%	24.7%	21.6%	22.7%
Italy	16.7%	18.7%	21.4%	22.0%	19.2%	21.8%	18.8%	14.2%	15.5%	20.6%	17.9%
Nordics	20.1%	19.6%	22.7%	20.7%	24.8%	22.9%	20.7%	23.8%	20.3%	26.4%	17.4%
United Kingdom	17.3%	15.7%	16.6%	17.4%	16.3%	17.4%	15.8%	16.6%	18.4%	17.0%	16.1%
Middle East	11.7%	13.7%	13.5%	15.5%	11.5%	11.3%	9.8%	4.8%	10.7%	10.2%	9.2%
Canada	6.7%	7.1%	7.6%	8.0%	8.1%	8.0%	8.4%	8.3%	12.3%	9.1%	8.6%
Brazil	8.7%	9.4%	9.1%	9.9%	10.8%	8.6%	9.2%	8.3%	7.9%	8.7%	8.0%

Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

Canada: Planning to Travel in the Next 12 Months (% of pop age 16+)

- Domestic leisure
- Domestic business
- International leisure
- International business

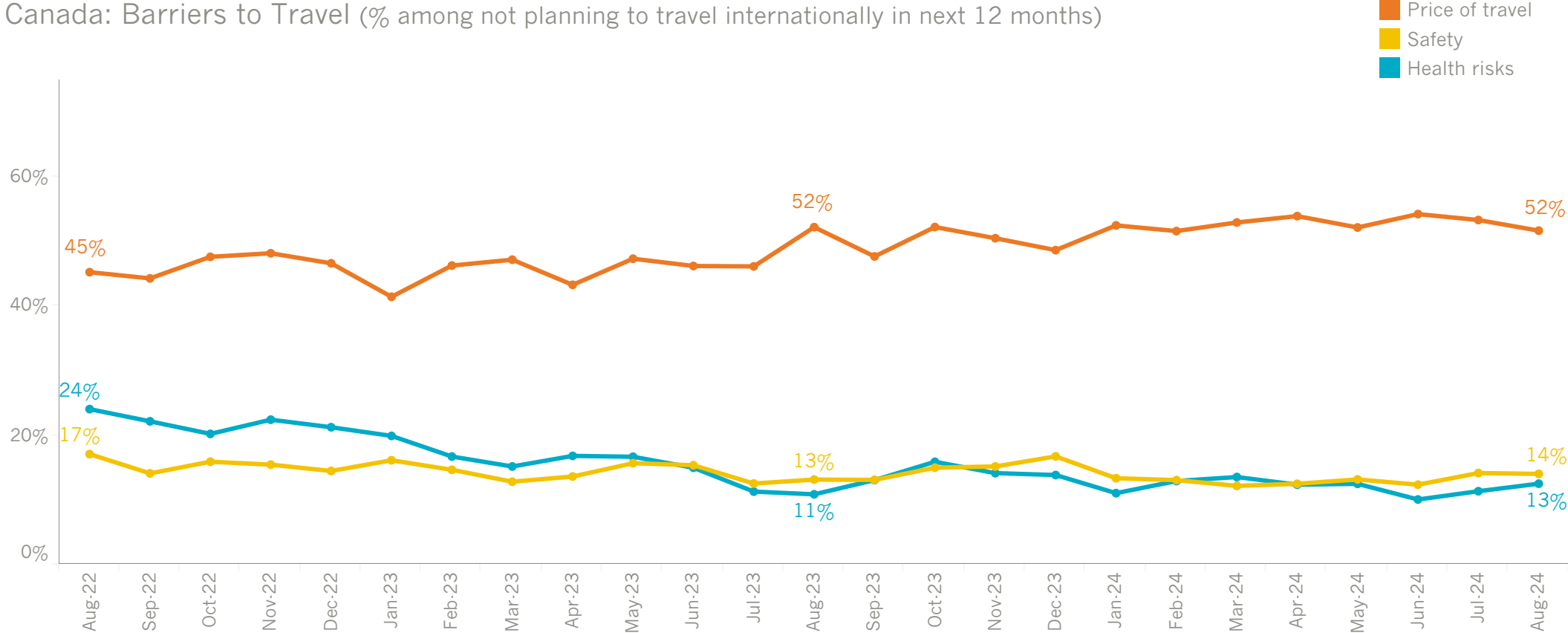


Q: Which, if any, of the following trips are you planning to take in the next 12 months?
Data reported through: August 2024

Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

Canada: Barriers to Travel (% among not planning to travel internationally in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported through: August 2024

Source: YouGov



Audience Insights



Int'l leisure travelers
considering California
"CA Traveler Target"

Audience Profile

The chart shows the incidence of international leisure travelers in the focus market and the subset of international leisure travelers considering California as a destination.

The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for international leisure travel.

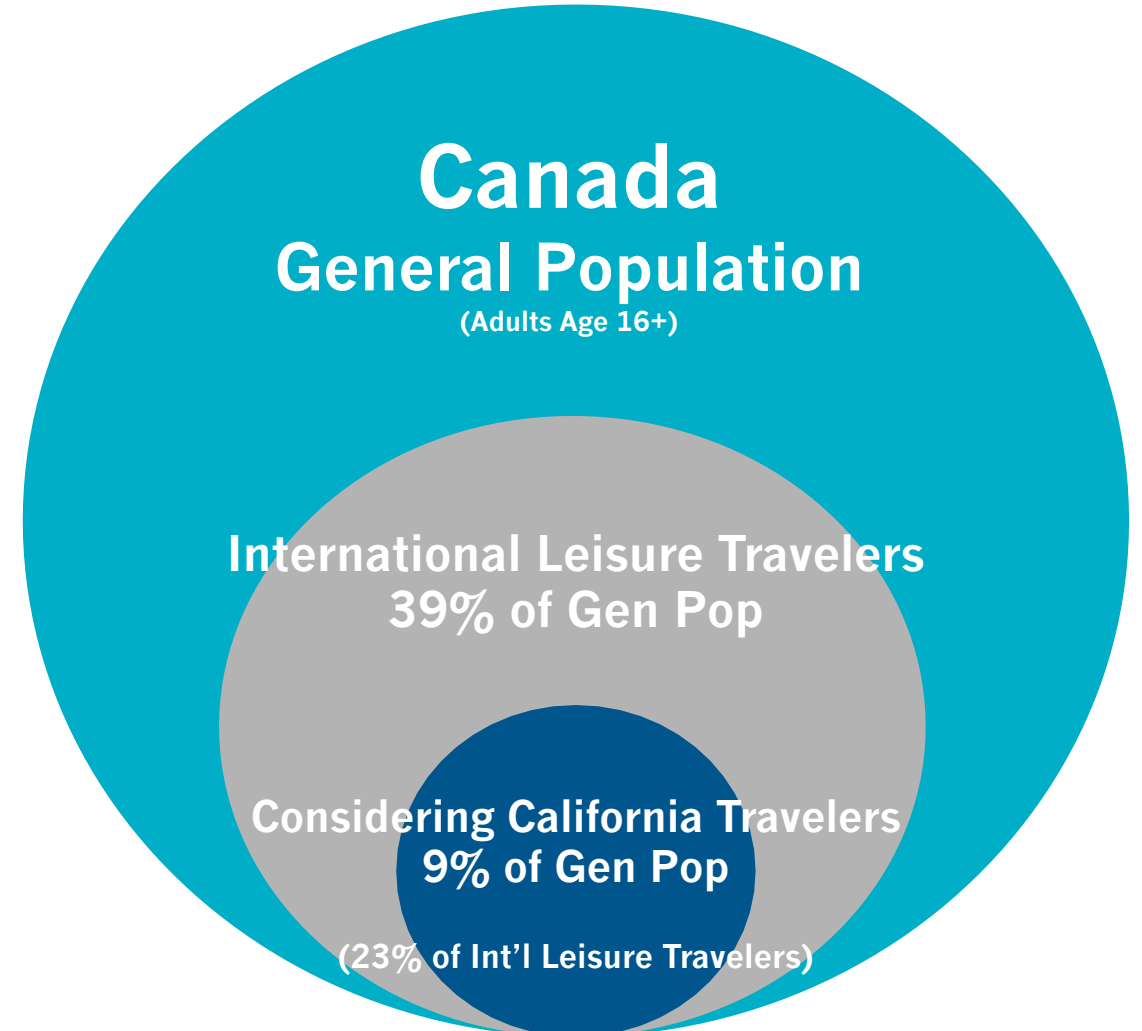
Definitions:

International Leisure Travelers:

Consumers in the focus market planning an international leisure trip in the next 12 months.

Considering California Travelers ("CA Traveler Target"):

Among the consumers in the focus market planning international leisure travel, those who are considering California as destination for travel in the next 12 months.



How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60

Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)

Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.
- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all International Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among International Leisure Travelers in the focus market.



Int'l leisure travelers
considering California
"CA Traveler Target"

Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

Canada

Gender		
	CA Traveler Target	Index
Female	52%	105
Male	48%	95

Marital Status		
	CA Traveler Target	Index
Married	54%	96
Single	27%	118

Family Status		
	CA Traveler Target	Index
Children <18	10%	98

Age		
	CA Traveler Target	Index
Age 16-24	8%	85
Age 25-34	22%	119
Age 35-44	18%	113
Age 45-54	18%	107
Age 55+	33%	86

Generation		
	CA Traveler Target	Index
Gen Z	7%	84
Millennial	35%	112
Gen X	30%	104
Baby Boomer	27%	92

Income*		
	CA Traveler Target	Index
Higher income	30%	117
Middle income	46%	93
Lower income	14%	100
Prefer not to say	9%	89

Region		
	CA Traveler Target	Index
Ontario	35%	89
British Columbia	20%	149
Quebec / Québec	19%	82
Alberta	14%	134
Manitoba	3%	89
Saskatchewan	3%	153
Nova Scotia	1%	42
New Brunswick	1%	49

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median



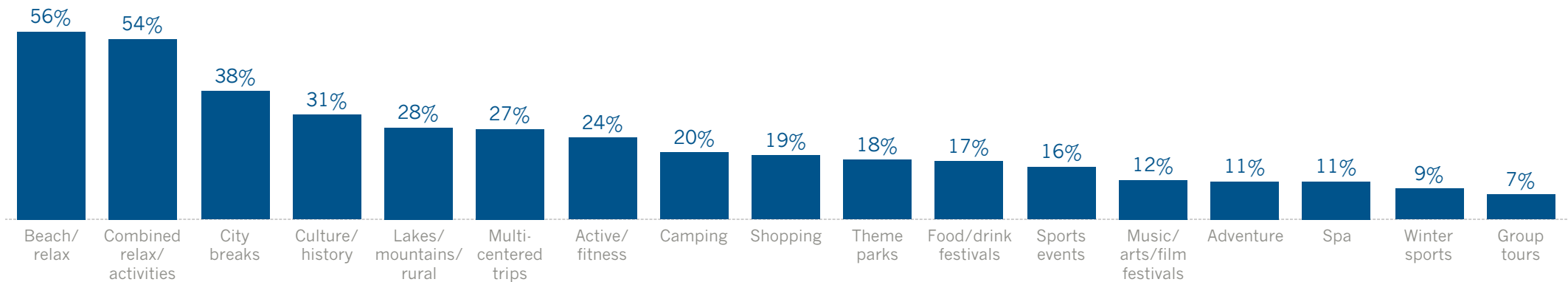
Int'l leisure travelers
considering California
"CA Traveler Target"

Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

Canada

Trip Type



Traveler Type

	CA Traveler Target	Index
Budget	44%	107
All-inclusive	16%	90
Adventurous	10%	94
Responsible	9%	94
Luxury	9%	108

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	62%	104
My children	29%	113
Other family	24%	121
Friend(s)	21%	102
Solo	11%	104
Other person(s)	1%	63

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?

Source: YouGov (July 2023 to June 2024)



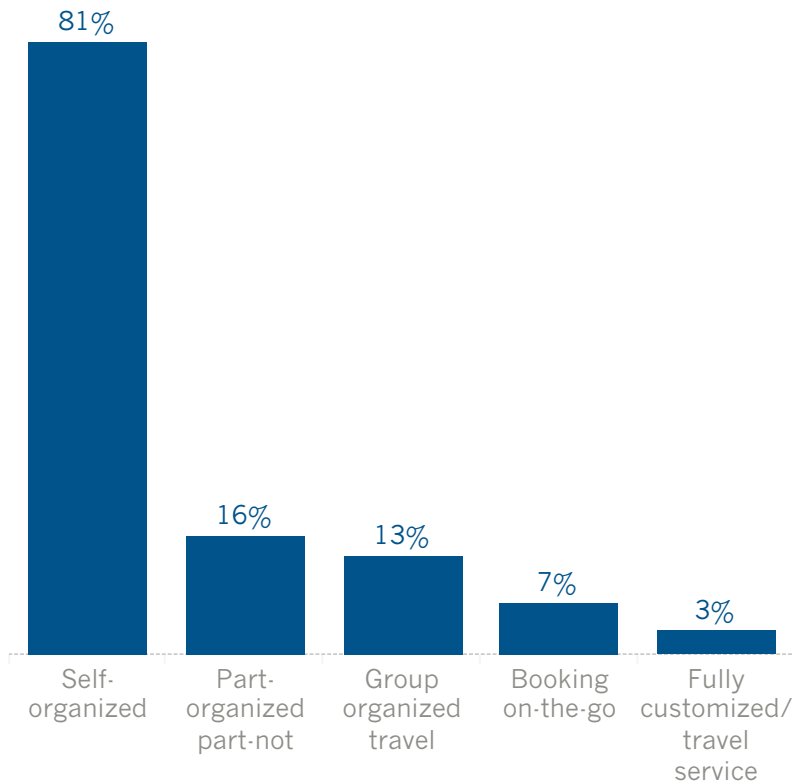
Int'l leisure travelers
considering California
"CA Traveler Target"

Organizing/Planning Methods

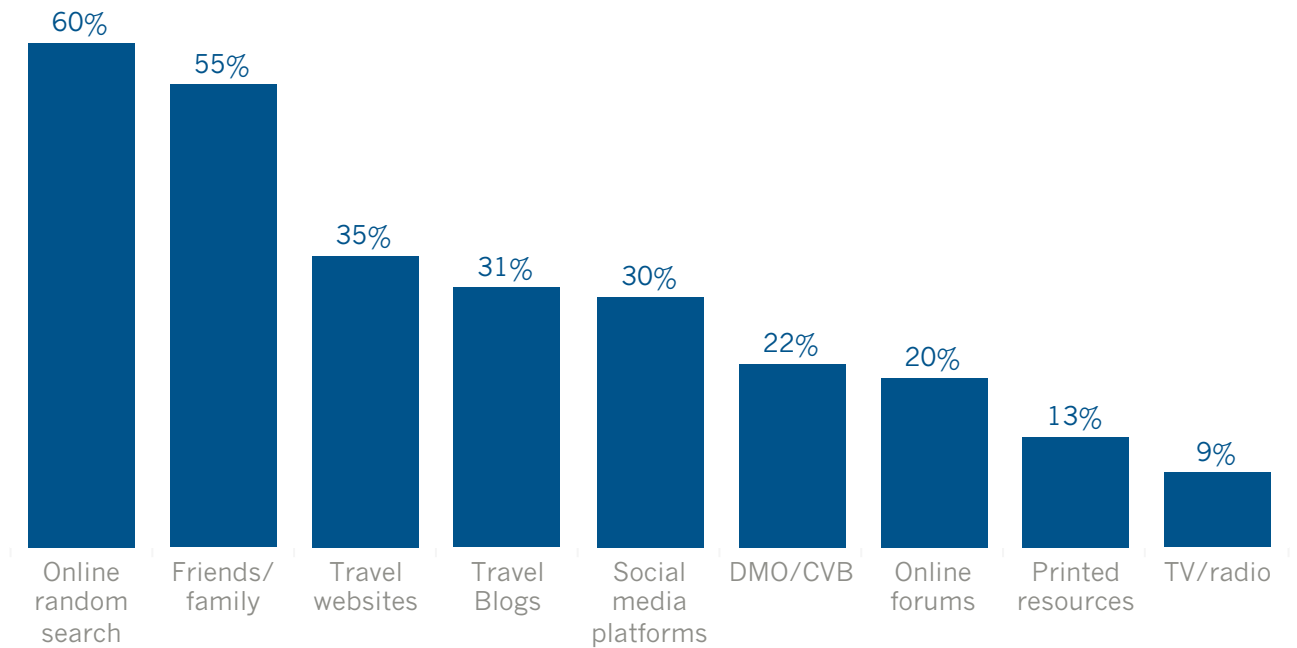
The chart below shows the organizing and planning methods of of the consumer target in the focus market.

Canada

Organizing Travel



Planning Methods



Q Organizing: Which of the following describe how you generally organize your holidays?

Q Planning: Which of the following methods do you generally use to help plan a holiday?

Source: YouGov (July 2023 to June 2024)

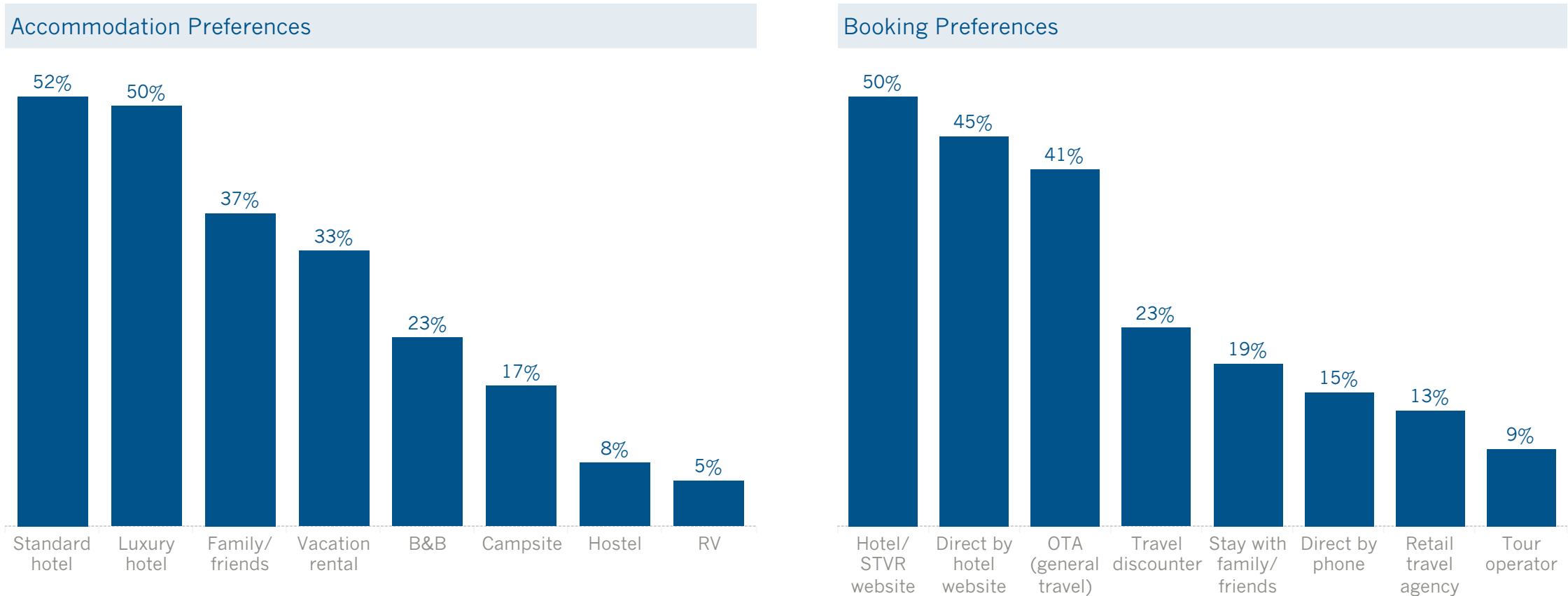


Int'l leisure travelers
considering California
"CA Traveler Target"

Booking Preferences

The chart below shows the accommodation preferences of of the consumer target in the focus market.

Canada



Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?



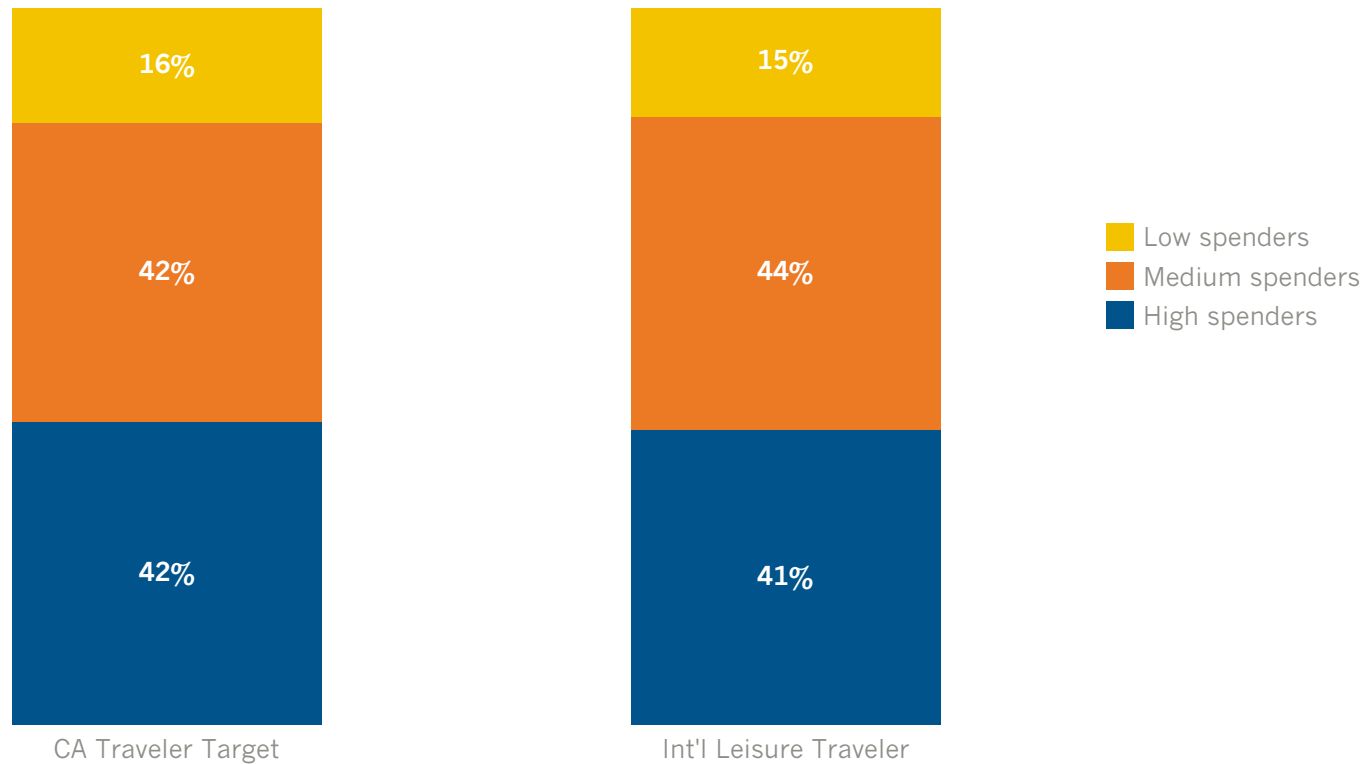
Int'l leisure travelers
considering California
"CA Traveler Target"

Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

Canada

Travel Spending (from most recent vacation)





Int'l leisure travelers
considering California
"CA Traveler Target"

Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

Canada

Advertising Influences		
	CA Traveler Target	Index
Social media	53%	116
Travel websites	44%	108
Online streaming services	34%	141
TV - Free to view channels	30%	119
Direct mail	21%	110
Billboards	20%	109
Radio	19%	123
Podcast	17%	151
Cinema	17%	120
Public transport	17%	146
TV - paid/subscription	17%	144
Magazines (digital)	15%	99
National newspaper (digital)	15%	145
Local newspaper (digital)	12%	106
Magazines (physical)	12%	113
Local newspaper (physical)	11%	96
National newspaper (physical)	9%	121

Sports Watched/Followed		
	CA Traveler Target	Index
Ice Hockey	42%	119
NFL	27%	123
Basketball	26%	119
Baseball	25%	124
Soccer/Football	24%	128
Tennis	20%	117
Golf	13%	104
Swimming	12%	112
Gymnastics	9%	112
Athletics/Track & Field	8%	116
Boxing	8%	88
Volleyball	7%	111
Cycling	6%	99
Running/Marathon	5%	140
Horse Racing	5%	134
Cricket	4%	75
Surfing	4%	171
Rugby League	3%	134
Australian Rules Football	3%	171

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

Q Sports: Which of the following sports do you watch or follow?

Source: YouGov (July 2023 to June 2024)



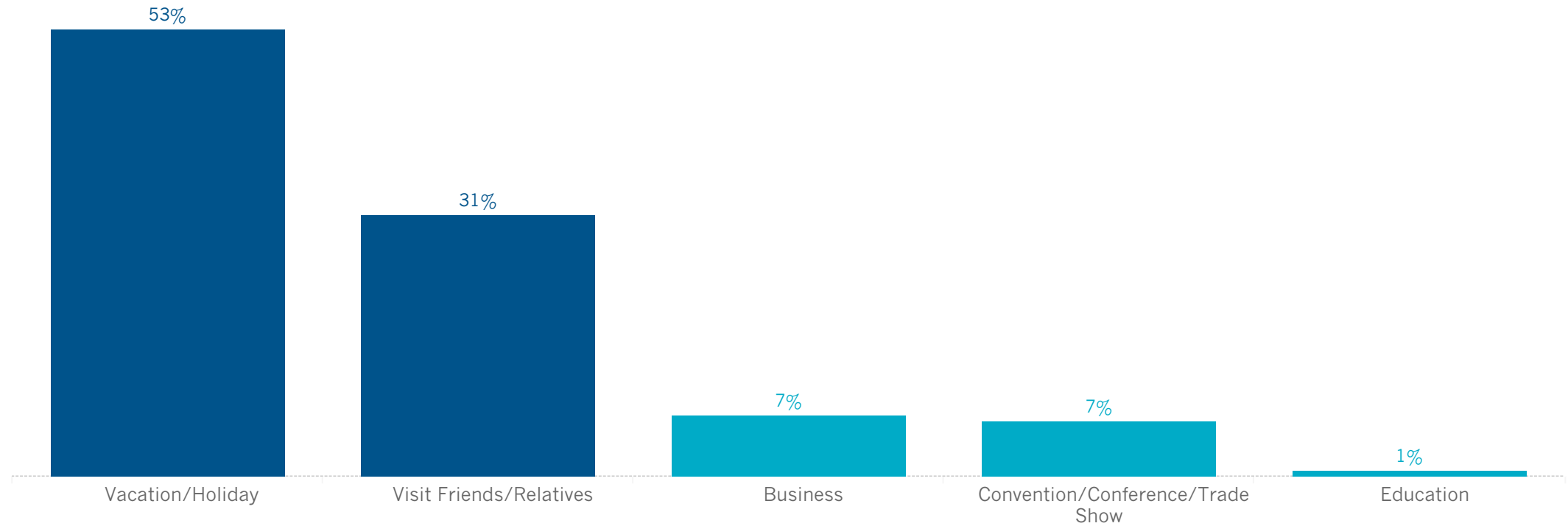
California Travelers & California Trip Characteristics

Main Purpose of Trip

The chart below shows the main purpose of the trip among travelers in the focus market.

Canada

Main Purpose of Trip

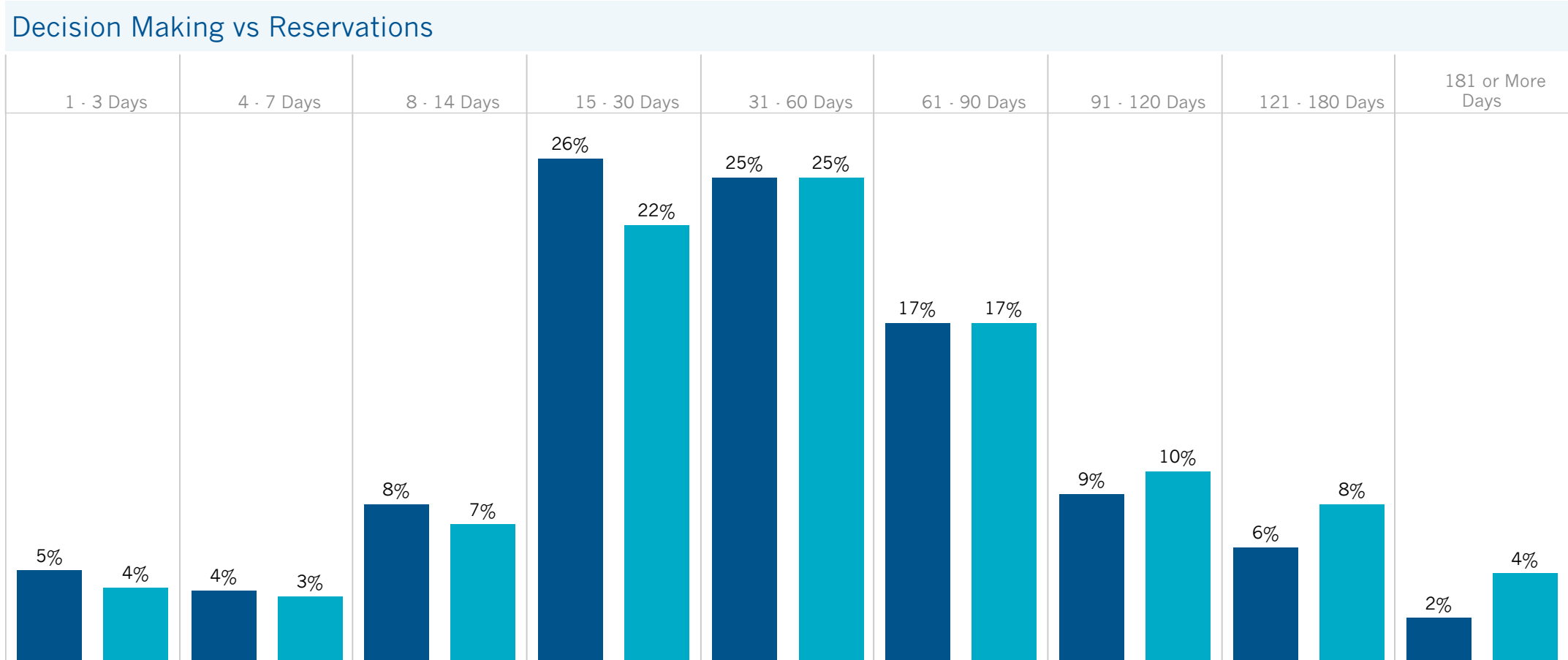




Decision Making vs Reservations

The chart below shows the timeframe for making the decision to travel and making the reservations among travelers in the focus market..

Canada



■ How many days prior to departure did you make air travel reservations? (%)

■ How many days prior to departure did you make the decision to travel? (%)

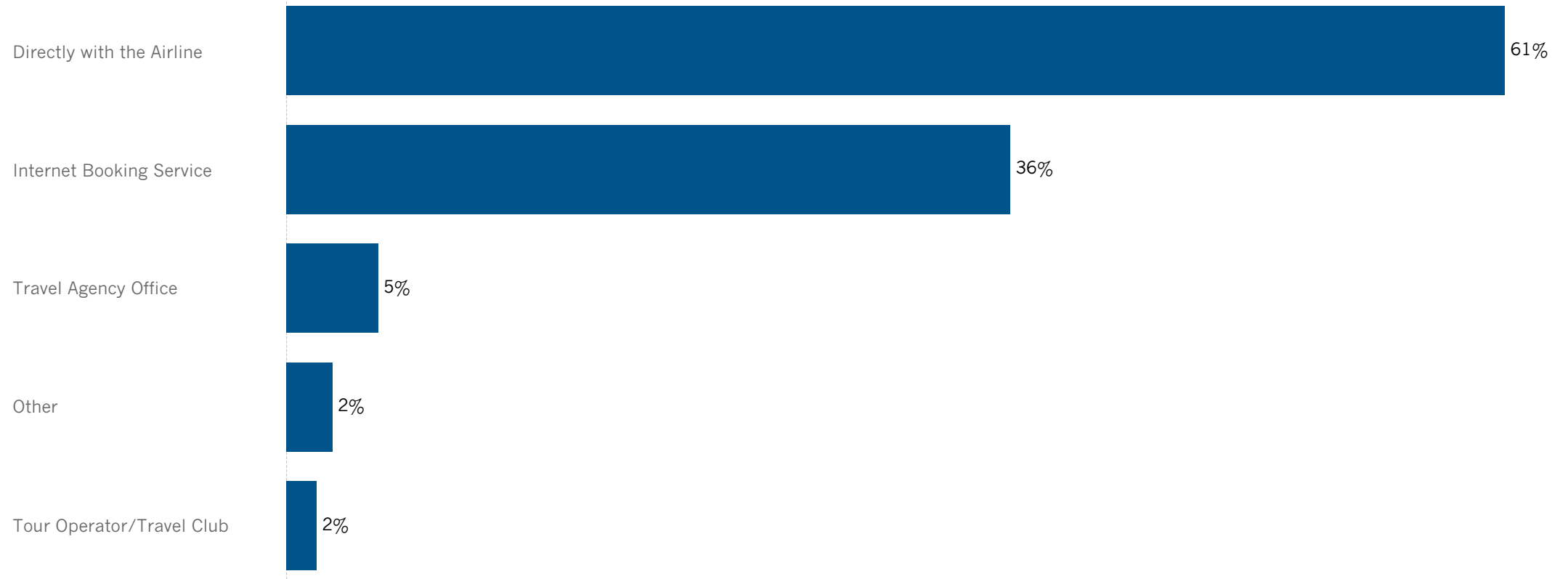


Airline Reservations

The chart below shows how airline reservations were made for the trip among travelers in the focus market.

Canada

Airline Reservations



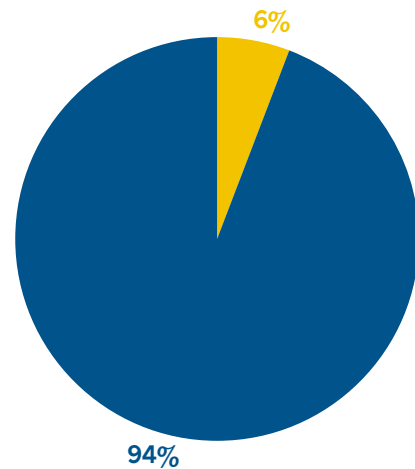


First/Repeat Visitation, Travel Party Size

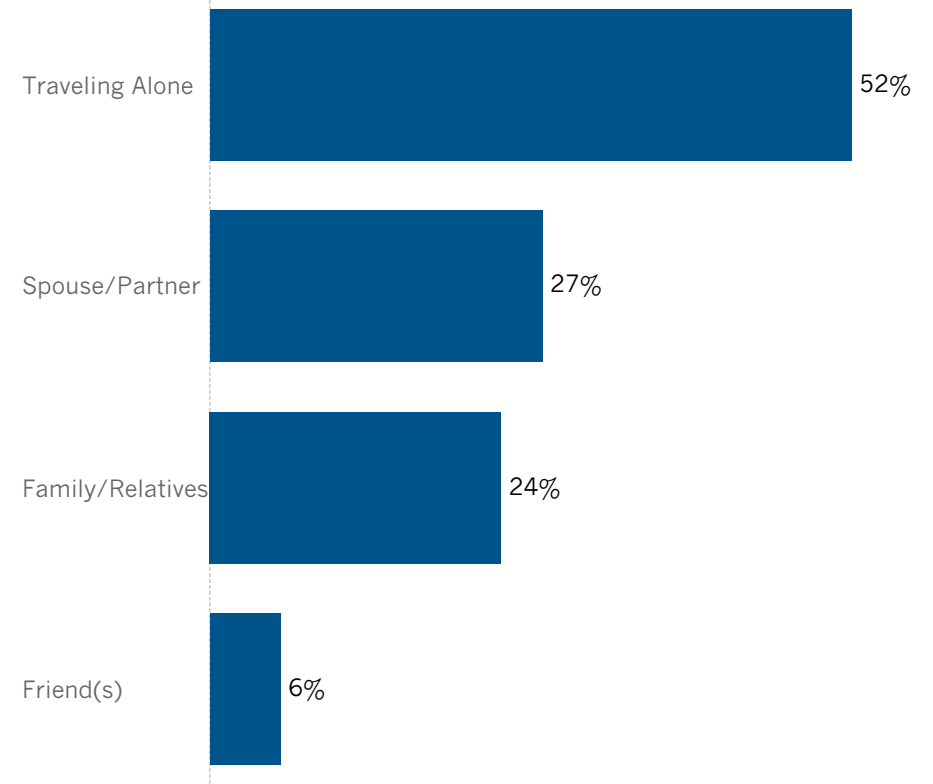
The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.

Canada

First trip to the US



Travel Companion



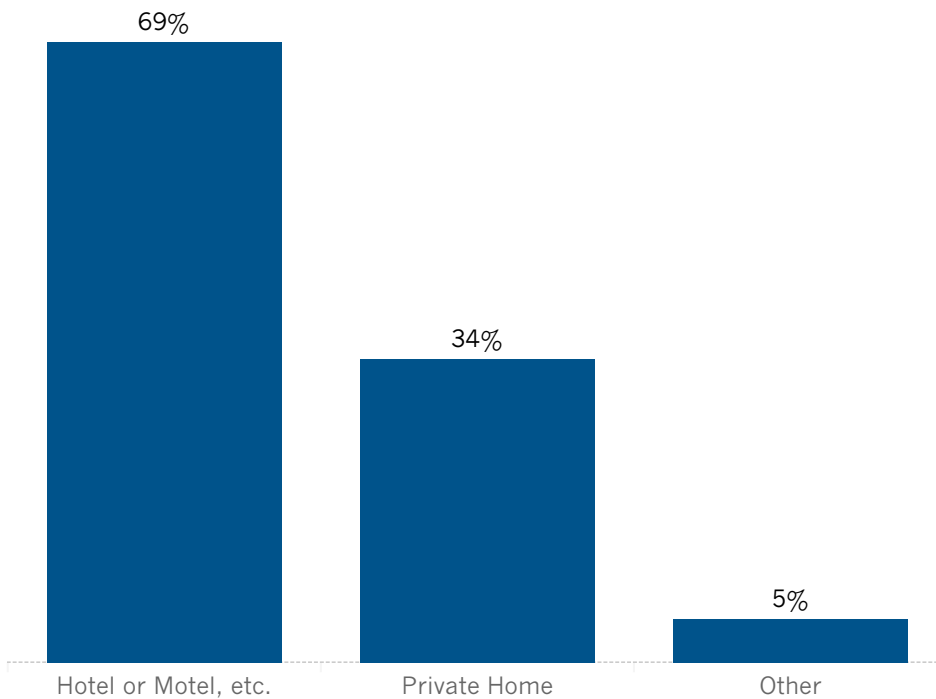


Types of Accommodations & Nights

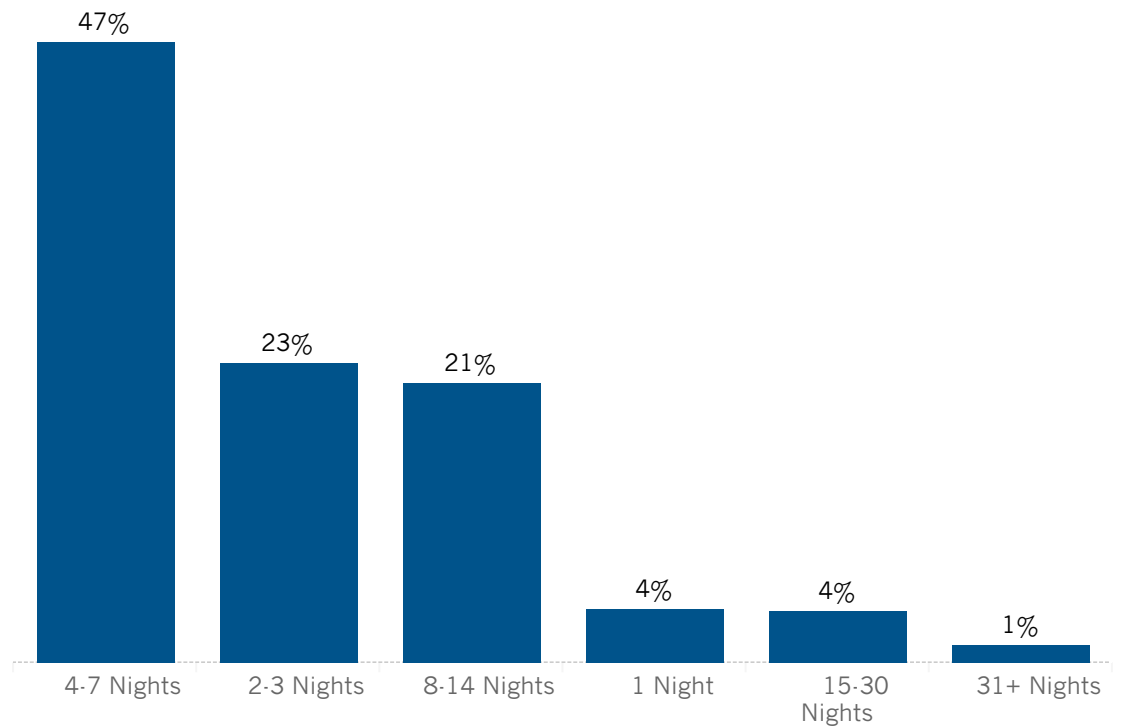
The charts below show types of accommodations stayed in and number of nights in destination among travelers from the focus market.

Canada

Types of Accommodations



Nights in Destination



Q. Type of accommodations in the destination

Q. Overall nights in destination

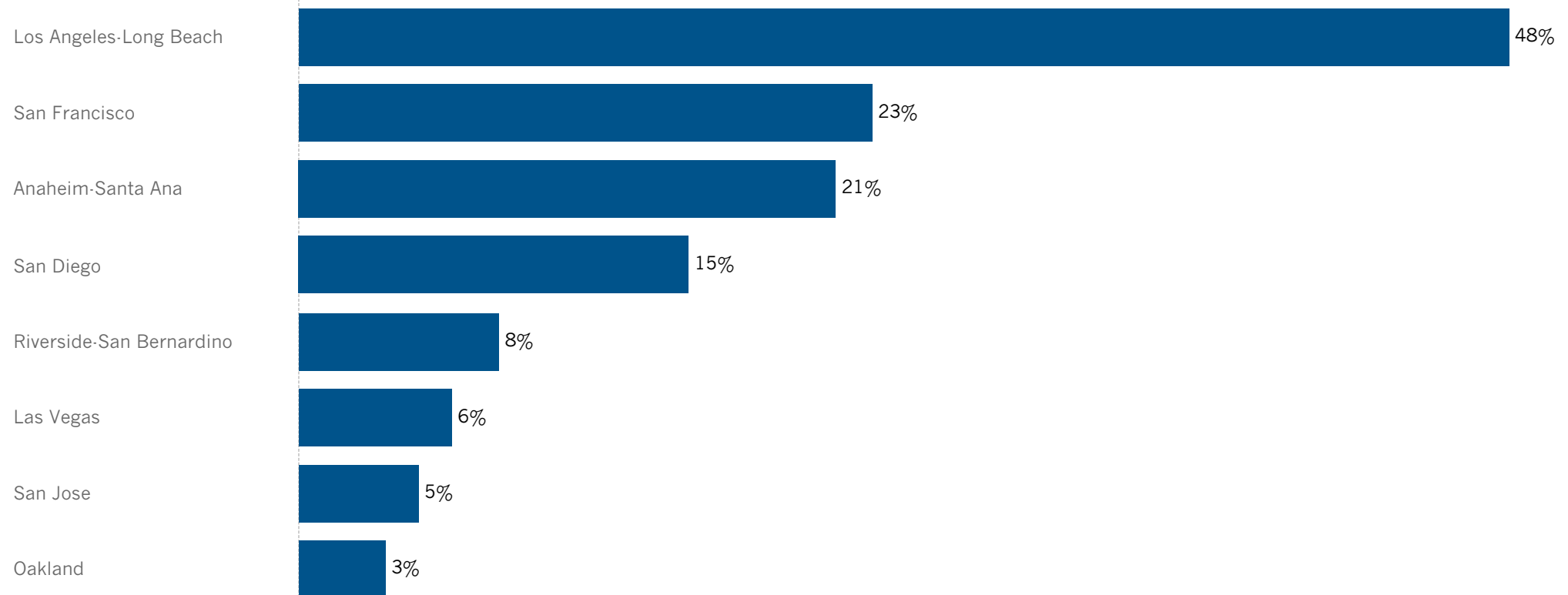


Destinations Visited

The chart below shows the U.S. destinations visited on a trip among travelers from the focus market.

Canada

US Destinations visited



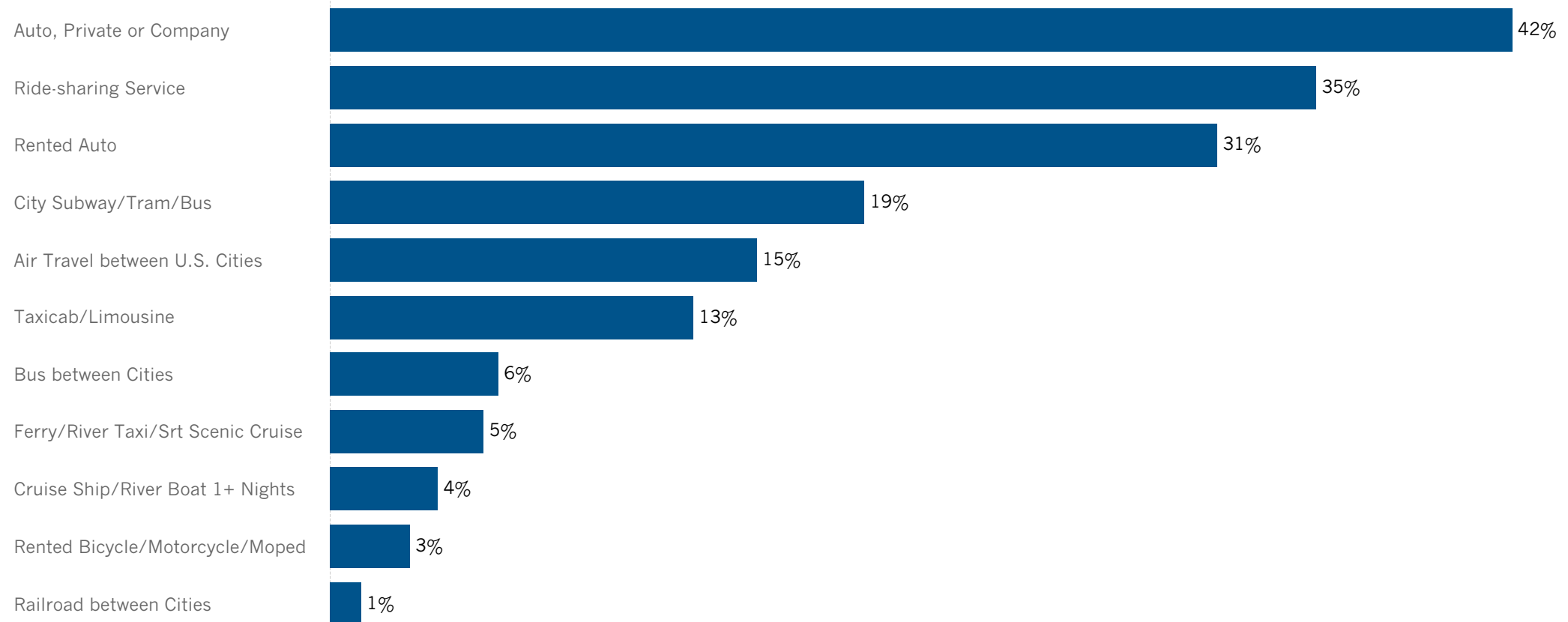


Transportation

The chart below shows the types of transportation used on the trip among travelers in the focus market.

Canada

Types of Transportation



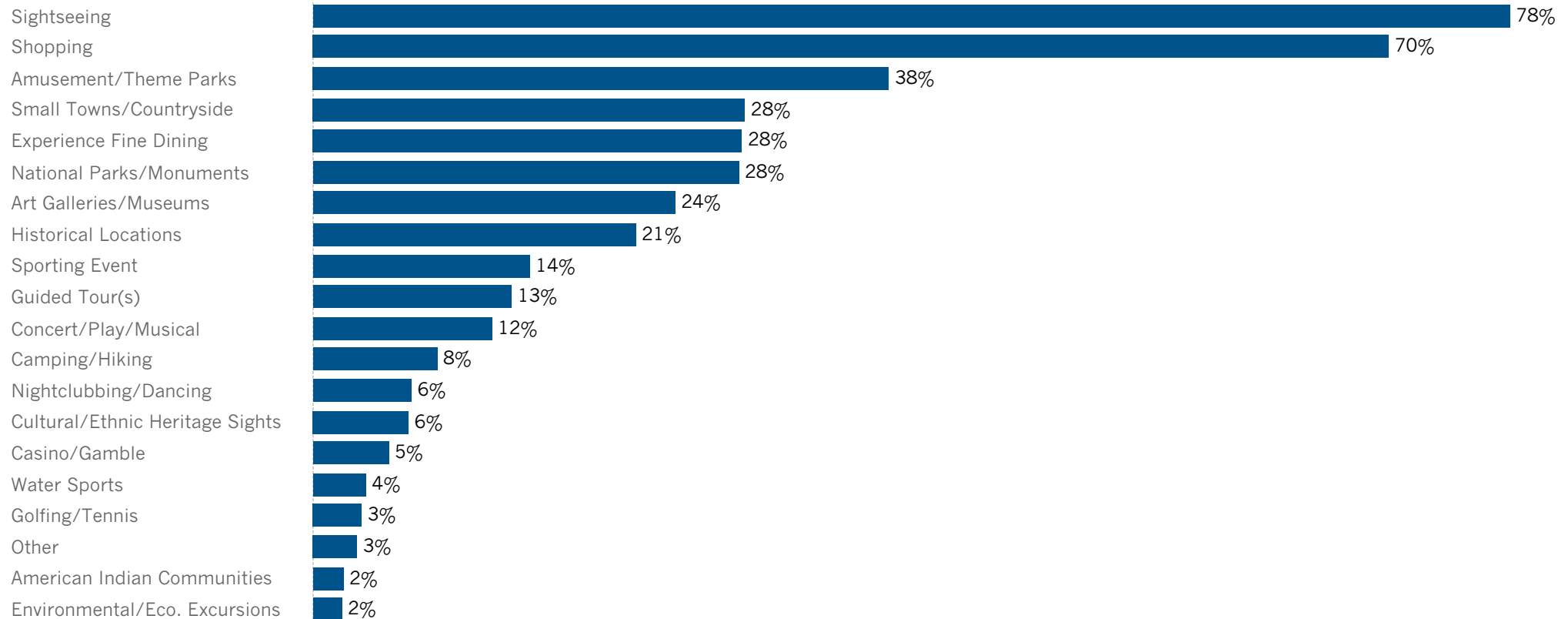


Activities

The chart below shows the leisure activities engaged in on a U.S. trip among travelers to California from the focus market.

Canada

Engaged Activities





Expenditures in the US

The chart below shows mean expenditures by category among travelers to California from the focus market.

Canada

Expenditures per visitor

