

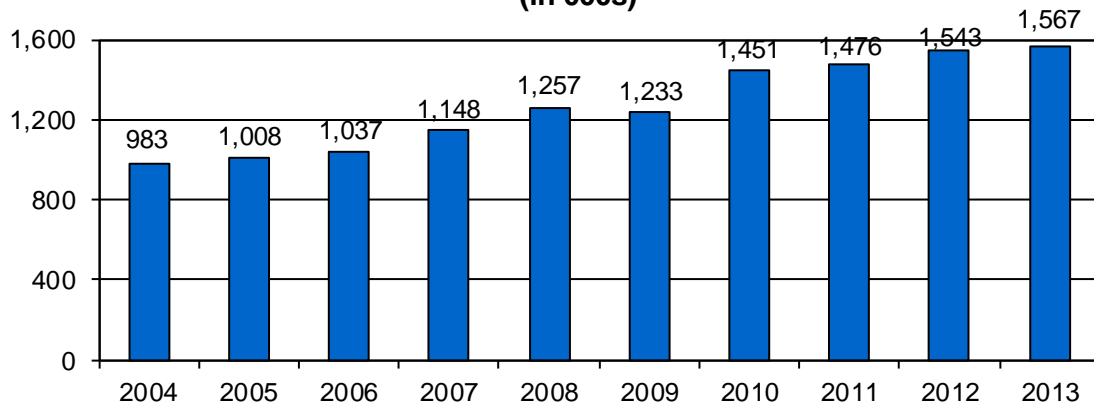
CHARACTERISTICS OF TRAVELERS FROM CANADA TO CALIFORNIA – 2013

Total Market. Of the 23,387,000 Canadian visitors to the U.S. in 2013, 6.7%, or 1,567,000 visited California.¹ This was the highest annual volume of visitors to California from Canada and represented an increase of 1.6% from 2012.

Visitors from Canada to the U.S. and California

Year	Canadian Visitors to the U.S.	California Market Share	Canadian Visitors to California
2001	13,527,000	6.7%	910,000
2002	13,025,000	6.7%	874,000
2003	12,666,000	7.0%	890,000
2004	13,856,000	7.1%	983,000
2005	14,862,000	6.8%	1,008,000
2006	15,992,000	6.5%	1,037,000
2007	17,759,000	6.5%	1,148,000
2008	18,915,000	6.6%	1,257,000
2009	17,973,000	6.9%	1,233,000
2010	20,176,000	7.2%	1,451,000
2011	21,337,000	6.9%	1,476,000
2012	22,699,000	6.8%	1,543,000
2013	23,387,000	6.7%	1,567,000

Visitors to California from Canada, 2004-2013 (in 000s)



Source: Statistics Canada, "International Travel Survey" and Tourism Economics.

¹The estimated volume of visitors to California was based on the "International Travel Survey: Canadian Residents 2013," produced by Statistics Canada and analysis prepared by Tourism Economics for Visit California.

Total Spending by Canadian Visitors in the U.S. The 23.4 million Canadian visitors to the U.S. in 2013 spent a total of \$21.6 billion in the U.S.

Average Spending per Canadian visitor in the U.S. The average spending for the 23.4 million Canadian visitors to the U.S. was \$923.

Total Spending by Canadian Visitors in California. The 1.6 million Canadian visitors to California in 2013 spent a total of \$2.2 billion in California.

Average Spending per Canadian visitor in California. The average spending for the 1.6 million Canadian visitors to California was \$1,396.

Credit Card Spending by Segment. In-market segment spending amongst Canadian travelers to California was highest for “other retail” (23%) and restaurants (23%), followed by lodging (10%) and then steamship/cruise lines, auto rental and “other travel and entertainment.” Note: lodging payments made prior to visitation are not counted here.

CANADIAN AIR TRAVELERS TO CALIFORNIA IN 2013

Air Visitors Length of Stay. Canadian air travelers to California stayed a median of 5.0 nights in California. In comparison, the median length of stay for all overseas visitors to California was 7.0 nights in the state.

Air Booking Lead Time. Canadian air travelers to California made airline reservations a median of 31 days prior to their trip. In comparison, advance airline reservations for all overseas visitors to California was a median of 47 days.

Air Passengers Per Booking. Canadian visitors to California had a median of two passengers per booking as an indication of the travel group size.

Air Traveler Month of Travel. Monthly the proportion of the 947,000 Canadian air travelers to California ranged from a low of 2.4% in January to a high of 10.4% in August. The monthly proportion of visitors was consistently greater than 6% in all months with exception of January.

Source: Forward Keys