

Connections: Key Links Between Canada and California

Why focus on Canada?

Canada is key source of inbound travel to California. Three major challenges are putting downward pressure on the Canadian market:

- A perception that the U.S. is unwelcoming;
- the strong U.S. dollar making travel more expensive for Canadians; and
- the country's 150th birthday, which is being marketed as a reason for residents to travel within their own country.

California's tourism industry has an opportunity to offset the negative sentiment toward travel to the U.S. by positioning California as a welcoming destination.

1. The two places are similar in population but vastly different in land mass. Canada is more than twenty times larger than California.

	Canada	California
Population	35.1 million	38.8 million
Land Mass in square miles	3,855,103	163,696

2. Canada and California share similar attributes of ethnocultural diversity. In Canada, 20.6% of the total population is foreign-born, the highest proportion of any G-8 country. In California, the number is even higher with 27.3% of the population is foreign-born.
3. There are more than 130,000 Canadian-born residents currently residing in California.
4. Over 1.1 million jobs in California depend on Canada-U.S. trade and investment.
5. In 2016, California was the top destination for Canadian meetings professionals planning events in the U.S., and accounted for 35% of all meetings planned in the U.S.
6. California imports an estimated \$27.8 billion of products from Canada annually (second only to China). Familiar imports from Canada include automobiles, plastics, animal meats, forestry products, furniture and bedding.
7. Canada has remained California's second largest export

market since 2006, with a total value of over \$16.2 billion in 2016 (9.9% of all California exports), as well as exporting \$9.2 billion in services to Canada. Computers and electronic products remained California's largest exports, accounting for 32.2% of all exports to Canada. Exports of agricultural products and food manufactures from California to Canada totaled \$3.6 billion; with transportation equipment and chemicals continuing to be strong export sectors as well.

8. Canadian companies with major operations in California include Bombardier, Onex Corporation, CGI Group, Manulife Financial Corporation and Valeant Pharmaceuticals/Bausch & Lomb. An estimated 37,300 Californians are employed by Canadian-owned businesses.
9. Sometimes referred to as "Hollywood North," Canada has a burgeoning film industry with major studios in Toronto and Vancouver. And in back in California, Hollywood elite circles are including more Canadian actors, producers and filmmakers. The state's creative community is well-represented by artists born in Canada and currently residing in California. Well-known names include:
 - Bob Blumer (chef/TV host/author)
 - James Cameron (director)
 - Jim Carrey (actor/comedian)
 - David Foster (musician/record producer)
 - Frank Gehry (architect)
 - Ryan Gosling (actor)
 - Wayne Gretzky (athlete)
 - Alanis Morissette (musician)
 - Sandra Oh (actress)
 - Ellen Page (actress)
10. Finally, Canadians seem to love "the grape as much as Californians! There are more than 700 licensed wineries in Canada, with several of its wine-producing regions in Ontario and British Columbia. That's more wineries than any other U.S. state with the exception of California (with 3,782 licensed wineries).