

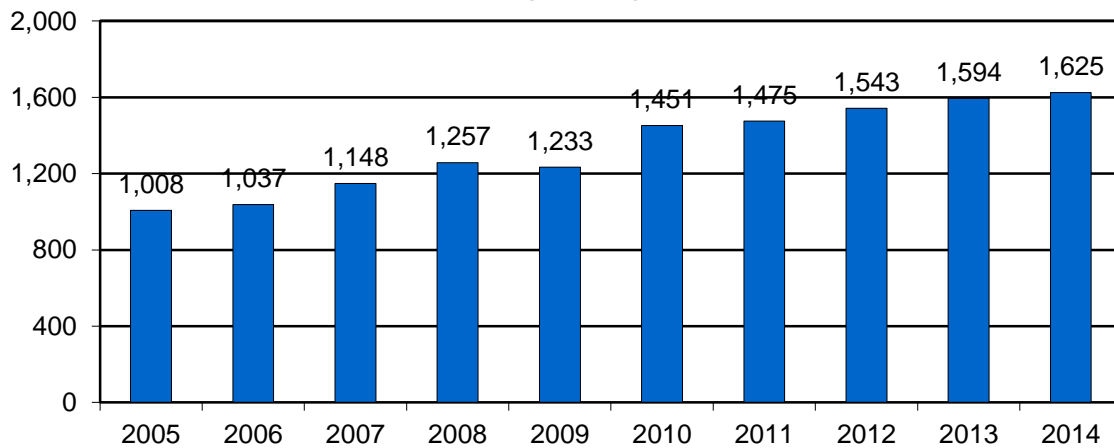
CHARACTERISTICS OF TRAVELERS FROM CANADA TO CALIFORNIA – 2014

Total Market. Of the 22,975,000 Canadian visitors to the U.S. in 2014, 7.1%, or 1,625,000 visited California.¹ This was the highest annual volume of visitors to California from Canada and represented an increase of 1.9% from 2013.

Visitors from Canada to the U.S. and California

Year	Canadian Visitors to the U.S.	California Market Share	Canadian Visitors to California
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%	1,475,000
2012	22,697,000	6.8%	1,543,000
2013	23,407,000	6.8%	1,594,000
2014	22,975,000	7.1%	1,625,000

Visitors to California from Canada, 2005-2014 (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” produced by Statistics Canada (2013), and analysis prepared by Tourism Economics for Visit California (August 2015).

Total Spending by Canadian Visitors in the U.S. The 23.0 million Canadian visitors to the U.S. in 2014 spent a total of \$21.2 billion in the U.S.

Average Spending per Canadian visitor in the U.S. The average spending for the 23.0 million Canadian visitors to the U.S. was \$921.

Total Spending by Canadian Visitors in California. The 1.6 million Canadian visitors to California in 2014 spent a total of \$2.27 billion in California.

Average Spending per Canadian visitor in California. The average spending for the 1.6 million Canadian visitors to California was \$1,397.

CANADIAN TRAVELERS TO CALIFORNIA IN 2014

Credit Card Spending by Segment. In-market segment spending amongst Canadian travelers to California was highest for shopping (31%) and lodging (25%), followed by “Unknown/Not Categorized/Other expenses” (17%), food and beverage (15%), cruise lines (7%), and auto rental (5%). Note: lodging payments made prior to visitation are not counted here.

CANADIAN AIR TRAVELERS TO CALIFORNIA IN 2014

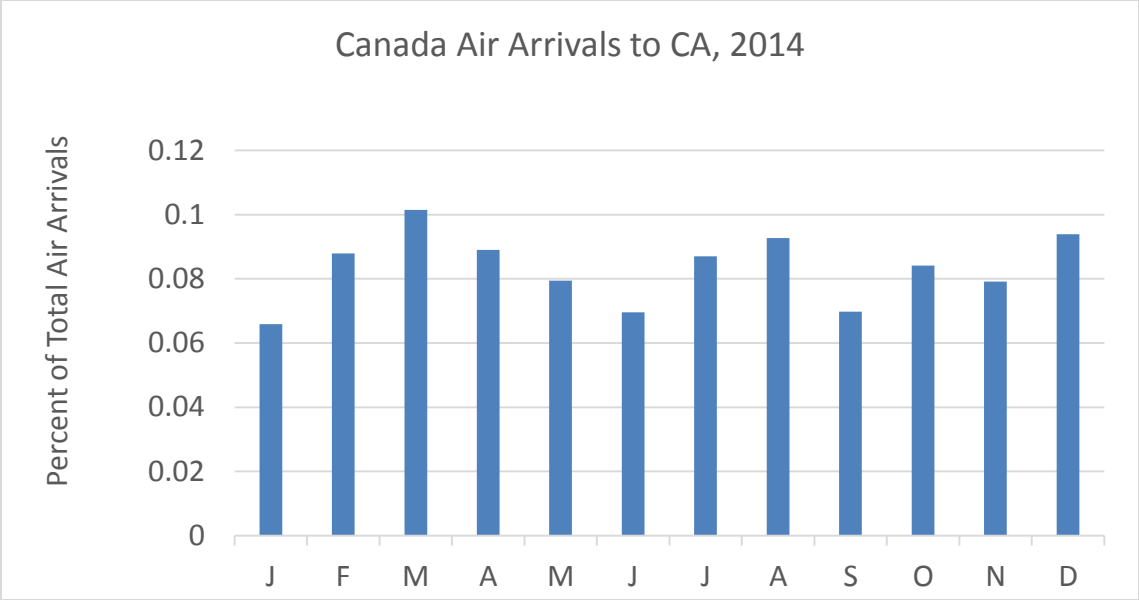
Air Visitors Length of Stay. More than half (56%) of Canadian air travelers to California stayed 5 or more nights in California, while the remaining 44% stayed 4 or fewer nights in the state.

Air Booking Lead Time. More than four in ten (42%) Canadian air travelers to California made airline reservations less than 30 days prior to their trip, 28% made reservations 30 to 59 days prior to their trip, and 30% made reservations 60 or more days prior to their trip.

Air Passengers Per Booking. As an indication of the travel group size, 44% of Canadian visitors to California were comprised of 1 passenger, 30% were comprised of 2 passengers, and 26% were comprised of 3 or more passengers.

Air Traveler Month of Travel. Monthly, Canadian air travelers to California ranged from a low of slightly more than 6% in January to a high of around 10% in March. The monthly proportion of visitors was consistently greater than 6% in all months. (See table on the following page)

Source: Forward Keys



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