



Canada-Arizona Business Council

Sept. 11, 2020

Visit
tucson®



Canada-Arizona Tourism

REASONS CANADIANS COME TO ARIZONA

- Dry and warm all year round – break from extreme cold winters
- Golf heaven, hiking and biking trails, other outdoor activities
- Reasonable cost of living
- Reasonable housing prices (single-family units, condos)
- Relatively short travel time from Western Canada

Canada-Arizona Tourism

Canada to Arizona Statistics

Canadians visit Arizona in record numbers to escape the cold winter months and enjoy the beautiful warm weather in the valley of the sun.

1,082,000

Annual Canadian Visitors to Arizona

\$2,400,000,000

Dollars Spent by Canadians in Arizona in 2017

+200

Weekly Direct Flights From Canada to Arizona

17

Average Days Spent in Arizona

\$2,200

Average Money Spent Per Visit

\$1,500,000,000

Arizona Real Estate Purchased by Canadians in Last 12 Months

+100,000

Arizona Properties Owned or Rented by Canadians

Source: Arizona Office of Tourism, Government of Canada

2018



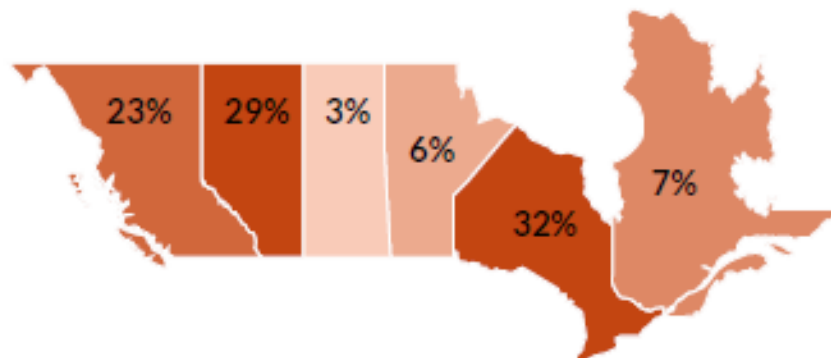
Canadian Visitors to Arizona

This summary provides the most up-to-date data available on the profile of Canadian visitors to Arizona.

VISITATION BREAKDOWN



Visitors By Province



* Source: Tourism Economics

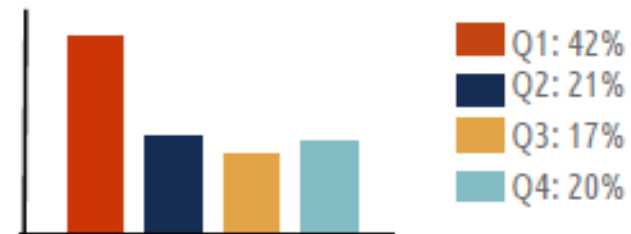


Visitation Volume to Arizona*

974,965 Canadian Overnight Visitors



Quarter of Travel

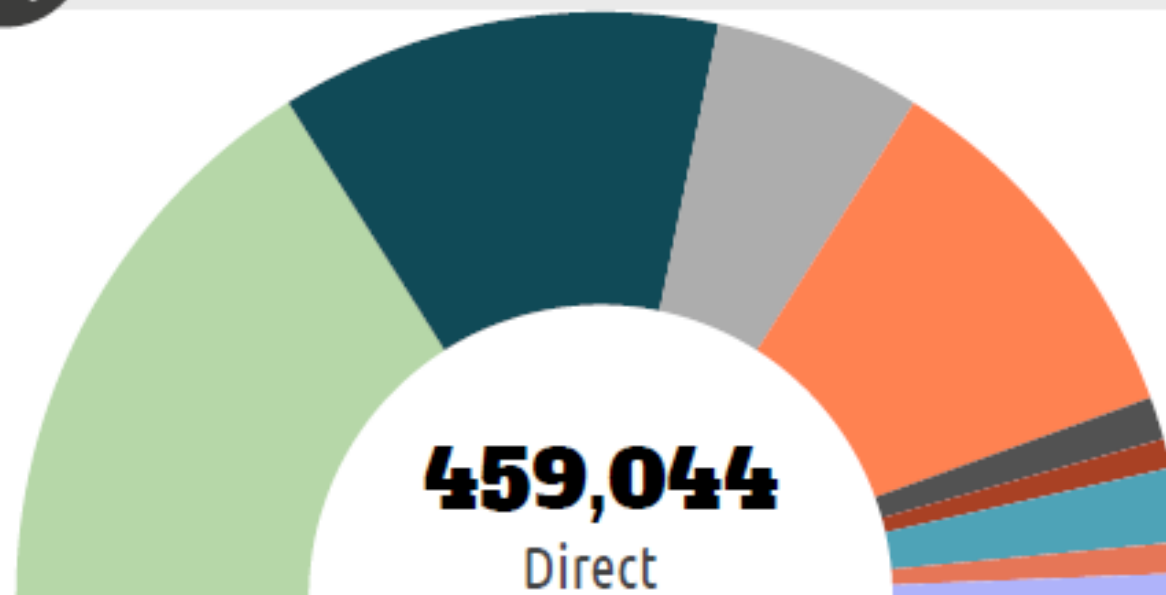


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AZ Direct Arrivals from Canadian Cities



Calgary: 32% Toronto: 21% Montreal 4%
Vancouver: 24% Winnipeg: 2% Saskatoon: 2%
Edmonton: 12% Regina: 2% Kelowna: 1%

Source: Tourism Economics, reporting 2013-2019 data
VisaVUE Travel, reporting 2019 data
The Conference Board of Canada, 2019 data
XBorder Canada, 2019 data

Visit Tucson's Marketing Plans to Canada

- **Advertising:** Canadian multi-channel campaign with targeted digital ads on Google, Facebook, and Expedia Network.
- **Media:** generated 19 articles valued at \$1.4M
- **Travel Trade:** recent/planned missions to Vancouver, Toronto and Montreal; connect with Canadian operators at Canadian and U.S. shows

Recent Visit Tucson Articles in Canada

- **Toronto Sun**, December 2019: [“Tucson Through Tunes”](#)
- **Escapism**, March 2020: [“Off the Eaten Path”](#)
- **Hellolaroux**, October 2019: [“Tucson City Guide”](#)

Visit Tucson's Marketing Plans to Canada

- **Meetings:** Incentive Works
- **Golf:** Senior Ryder Cup sponsorship
- **Cycling:** Sponsored content campaigns via Canada-based websites Cyclingtips.com (road biking) and Pinkbike.com (mountain biking)
- **Flights:** Bellingham on-hold; commercial and/or charter service to TUS needed

Canada-Arizona Tourism

Hurdles for recovery/Marketing re-launch

- **Border needs to open for non-essential travel** (not before 4th quarter).
- **Canada based airlines need to start flying again to Arizona.**
 - Air Canada- limited service from Vancouver/Calgary/Toronto (started in August)
 - West-Jet- no flights yet.
- **14 day quarantine once back in Canada**
- **Lack of a proven vaccine**



COMING IN JANUARY 2021

In conjunction with the Canada Arizona Business Council, *Tucson Lifestyle* is publishing a Special Report on the impact Canada has in Tucson and Southern Arizona in the January 2021 issue.

This is a perfect opportunity for you to showcase your company's involvement and impact on the local economy and community. It will expose your company to potential new clients and "snowbirds" in the Tucson market.

Our plans are for a 32-page section bound into the magazine with 5,000 overrun copies for our advertisers to use. The content of this section will celebrate the impact Canadian companies have in Arizona.

CIRCULATION: 35,000

The section will be inserted into 30,000 copies of the January 2021 issue. *Tucson Lifestyle* reaches 135,000 of the region's most affluent and educated residents, as well as is distributed in retail and office locations throughout the metro Tucson area. CABBC will distribute 5,000 overruns for their advertisers to use.

ADVERTISING SPACE PRE RESERVATION DEADLINE: September 25th

EXCLUSIVE SECTION UNDERWRITER: \$10,000 (Total Value: \$16,577)

- Logo recognition as the exclusive Presenting Underwriter on the cover of the Canada Arizona Business Council special advertising section. (Value: \$4,790)
- Includes print ad on the Back Cover of the special section (Value: \$4,790)
- Print recognition on all page footers (Value: \$5,000)
- Web Display ad for 30 days in *Tucson Lifestyle.com* (Value \$1,000)
- 250 copies of the January 2021 issue of *Tucson Lifestyle* (Value: \$997)
- Opportunity to purchase a profile ad at a discounted rate

For more information:

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TucsonLifestyle

PREMIUM PLACEMENT PACKAGES

INSIDE FRONT COVER (1 AVAILABLE)

Investment: \$3,798

- Includes full page, print ad on the Inside Front Cover of the section
- 50 copies of the January 2021 issue of *Tucson Lifestyle*
- Opportunity to purchase a profile ad at a discounted rate

INSIDE BACK COVER (1 AVAILABLE)

Investment: \$3,798

- Includes full page, print ad on the Inside Back Cover of the section
- 50 copies of the January 2021 issue of *Tucson Lifestyle*
- Opportunity to purchase a profile ad at a discounted rate

2-PAGE SPREAD

Investment: \$4,923

- Includes 2 page, print ad upfront of the section
- 50 copies of the January 2021 issue of *Tucson Lifestyle*
- Opportunity to purchase a profile ad at a discounted rate

PRINT AD PRICING

FORMATTED PROFILES

includes photography and bio:

- 2-Page Spread: \$4,950
- Full Page: \$3,300

PRINT ADS

- Full Page: \$2,821
- Half Page: \$1,983
- Quarter Page: \$1,263

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