



Where The Canada-Arizona Relationship is Headed

Glenn Williamson, CEO

May 7, 2019

Canada – Arizona Goals



- Increase Tourism Between Canada and Arizona
 - Increase Canadian Visitors to 1.5 million per year
 - Increase Canadian Snowbird spending to \$1.8 billion (total Tourism/Snowbird spend of \$3.3 billion annually)
- Increase Trade Between Canada and Arizona
 - Current bilateral trade is \$3.6 billion
 - Ultimate goal of increased trade to \$8 billion
- Increase Foreign Direct Investment Between Canada and Arizona
 - Influence \$3 billion in Canadian investment in Arizona
 - Increase Arizona investment into Canada to \$1 billion

Canada – Arizona Goals continued



- Increase nonstop direct flights between Canada and Arizona from 200 to 250
- Increase Canadian companies in Arizona from 400 to 500
- Increase Arizona companies in Canada from 150 to 200
- Increase jobs in Arizona dependent on trade and investment with Canada from 146,800 to 200,000

Canada – Arizona Relationship: A Look Back...



Then (2010)

- 649,300 Canadians to Arizona
 - 2003 had only 299K visits
- Tourist Spend of \$746 Million
- \$2.3 Billion in Bilateral Trade
- 86 nonstop flights each week

Now (2018)

- Close to 1 million Canadians to Arizona!
- Tourist Spend of \$1 Billion!
- \$3.6 Billion in Bilateral Trade!
- 200 nonstop flights each week!

Canada - Arizona Relationship: The Future...



What is
YOUR
Canada Strategy?

