



**FOR IMMEDIATE RELEASE**  
**March 20, 2006**

**CONTACT: Sandy Braz**  
**TEL: (416) 861-1240**

## **Canadians Flock to Arizona in Record Numbers**

**TORONTO** – The latest visitor statistics indicate Canadians are increasingly making Arizona their destination of choice. There were 285,900 Canadians who visited Arizona in the first six months of 2005 compared to 242,200 in 2004 – representing an increase 18 percent. (All figures cited are based on visits of one or more nights). The number of Canadians visiting in the second quarter alone has risen dramatically – in 2003 there were 63,000 Canadians who visited Arizona in the second quarter while in 2005 there were 126,800 – a huge increase of 100 percent in only two years.

“Arizona is no longer simply a place to golf during the Canadian winters; it is becoming a destination that offers a full range of cultural, historical, nature and adventure opportunities throughout the year,” explains Chris Ryall, Manager-Canada, Arizona Office of Tourism. Ryall added “the strong Canadian dollar, increased air service, national advertising campaign launched in 2005 and Arizona’s appeal as an “experience” destination has made it more popular than ever.”

Ontario led the way with 115,000 visitors to Arizona in the first six months of 2005 – a whopping 46 percent over the same period in 2004. Ontario tourists are making a strong statement that Arizona is a must-see destination all year round, not just the winter months. This is clearly demonstrated by a significant 100 percent increase in 2005 – 72,000 visitors – in the second quarter among Ontarians visiting Arizona compared to 36,000 in 2004.

Residents of Quebec also found Arizona to be an ideal getaway in the first half of 2005. Eighteen thousand Quebecers travelled southwest to Arizona showing a prominent increase of 8 percent over 2004.

Arizona is equally appealing to Western Canada where Alberta sent 75,000 Canadians in the first six months of 2005, an impressive 21 percent jump from the previous year. There has been a significant increase in air service the past two years from Western Canada to Phoenix.

To obtain more information or brochures on Arizona, the travel trade and media may contact the Arizona Office of Tourism (Canada) at 55 Town Centre Court, Suite 642, Toronto, Ontario M1P 4X4, tel: (416) 861-1240; fax (416) 861-1108, or email: [azinfo@travelmarketingexperts.com](mailto:azinfo@travelmarketingexperts.com). Consumers may call toll-free at 1-866-275-5843 or visit [www.ArizonaGuide.com](http://www.ArizonaGuide.com). For information about great vacation deals around Arizona, go to [www.ArizonaVacationValues.com](http://www.ArizonaVacationValues.com).

###