Key demographics* (2022)

- 0-15: 1%
- 16-24: 19%
- 25-34: 18%
- 35-44: 14%
- 45-54: 16%
- 55-64: 20%
- 65+: 8%

Visitors’ origin* (2022)

- ON: 47%
- BC: 20%
- AB: 14%
- QC: 10%
- NS: 4%
- MB: 1%
- SK: 1%
- NL: 1%
- NB: 1%

Top drivers for destination choice*** (2022)

1. Offers good value for money
2. Is a welcoming place to visit
3. It’s easy to get around once there
4. There is beautiful coast and countryside to explore
5. Can roam around visiting many types of places

Perceptions of the UK**** (2022)

The UK ranks within the top 10 out of 60 nations for:

- Historic Buildings
- Visit if money was no Object
- Culture
- Contemporary culture
- Sports

Top sources of inspiration*** (2022)

1. Friends or family (in person) 18%
2. Travel websites via search engines 55%
3. Bargain deals (e.g. on flights) 13%
4. On their own 21%
5. Spouse / Partner 18%
6. With adult friends 2%
7. With children under 18 13%
8. With other adult family members 2%
9. Part of a tour group 2%

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
****Anholt-Ipsos Nation Brands Index 2022
**Share who state holidays benefit their wellbeing**

79%

**Top 5 activities desired on a holiday/short break abroad**

1. Experience coastal places and scenery
2. Explore local food and beverage specialities
3. Visit famous/iconic tourist attractions and places
4. Explore history and heritage (historical sites, architecture)
5. Experiencing city life

**Top 5 sustainable actions by visitors to Britain**

1. Buying local when I can
2. Using public / greener transport
3. Visiting places outside of peak season
4. Visiting less well-known places / attractions
5. Supporting tourism businesses investing in local people/economies

**Likelihood to combine Britain with other destinations**

- 24% Travel only to Britain
- 69% Combine a trip to Britain and other places in Europe
- 7% Undecided

**Share of Canadian visitors “likely” or “extremely likely” to recommend Britain**

98%

**Share of Canadian visits which were repeat visits**

76%

**Share of Canadian travellers with accessibility requirements**

27%

**Share of Canadian travellers who identify as LGBTQIA**

10%

Sources:

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022

1 based on previous visitors to Britain