

Business Events – Canada MICE Market

July 2022



Bristol International Balloon Fiesta, England



VisitEngland

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Country profile

- Canada is a culturally diverse country. Over 20% of the total Canadian population is foreign-born, which is the highest proportion among G8 countries.
- Both English and French are official languages in Canada. English is the first language for 59% of Canadians and French is the main language for 22%.
- The Canadian population is highly concentrated geographically. Almost two thirds live within 100 kilometres of the southern Canada-US border, an area that represents about 4% of Canada.
- 93% of Canadian visitors travel to the United Kingdom by plane. Another 4% arrive through the Channel Tunnel and 2% by ferry, likely as part of a multi-country trip.
- Manchester International Airport is a growing gateway for Canadian travel to the UK, surpassing 100,000 seats in 2019 (up 6% on 2018).
- 93% of arrivals from Canada are by plane.

Doing business with Canada

Top tips working with Canadian event buyers and organisers

- Business communication is quite direct in Canada; there is typically no need to decipher and/or read into messages. Emails and telephone calls should also be as direct and succinct as possible.
- Canadians are used to space and would expect this in hotel rooms. Single bedrooms are few and far between in Canada, so it's important to use clear language when discussing room features and details.
- Expectation levels for standards of service are high – Canadians are polite by nature by any issues are expected to be resolved promptly.
- As many Canadians arrive in Britain on overnight flights, the possibility of early check-in at their accommodation is always appreciated. Important to try and arrange for some form of hospitality and services when they arrive, especially if their accommodation is not ready.
- Britain is a home away from home for many Canadians, sharing a common language, culture, tradition and heritage. Being a Commonwealth country, there are very strong ties between both countries.
- It is suggested to avoid topics on conflict between French and English Canada
- Canadians have many influences from their neighbouring country; however, they maintain a fiercely independent culture and mentality. **Canadians do not like to be referred to as American.**

Our Experience – Meeting & Incentive trends 2022

Top trends in Canada from VisitBritain enquires / meetings

- Event marketers report that event budgets remain flat. For 2023 events, a 20-30% increase on event costs is anticipated.
- Hybrid events are here to stay and increasing the need for more resource in events teams – approximately 3X more. The option is fewer events or increased head count.
- Direct flight routes and air capacity strongly influences destination choice – particularly at the moment where not all air routes have been re-established following the pandemic.
- Organizations wish to partner with progressive cities with clearly defined ESG goals and achievements
- More flexibility with meeting space requirements. Buyers are more likely to accept a slightly smaller space for your meeting or less than ideal meeting space flow instead of having to restart the sourcing process and delay in planning.
- Canadian buyers are beginning to source new meeting requests with a longer lead time to effectively manage the meeting logistics.
- Clients have a set budget so air will be the challenge for long haul destinations. Destination selected often depends on prevalence of direct flights from gateway cities.

Non-stop flight connectivity from Canada to the UK (1/2)

Departures	May	June	July	Aug	Sept	Oct	Grand Total
Toronto - Pearson International	261	315	349	354	337	277	1,893
London - Heathrow	153	133	138	137	134	140	835
Air Canada	93	90	93	93	90	93	552
British Airways	60	43	45	44	44	47	283
London - Gatwick	62	71	98	100	98	86	515
Air Transat	31	38	61	62	60	53	305
WestJet	31	33	37	38	38	33	210
Manchester International	19	39	37	42	34	17	188
Air Transat	18	17	16	19	17	17	104
Air Canada	1	22	21	23	17		84
Glasgow International	24	33	35	35	35	17	179
Air Transat	17	17	18	17	18	17	104
WestJet	7	16	17	18	17		75
Edinburgh	1	39	41	40	36	17	174
Air Canada	1	26	27	27	23	16	120
WestJet		13	14	13	13	1	54
Belfast International	1						1
Sunwing Airlines	1						1
Cardiff	1						1
Sunwing Airlines	1						1
Vancouver International	86	116	119	123	119	79	642
London - Heathrow	62	90	93	93	90	77	505
Air Canada	31	60	62	62	60	46	321
British Airways	31	30	31	31	30	31	184
London - Gatwick	24	26	26	30	29	2	137
WestJet	24	26	26	30	29	2	137

Non-stop flight connectivity from Canada to the UK (2/2)

		2022						
Departures		May	June	July	Aug	Sept	Oct	Grand Total
Montreal - Pierre Elliott Trudeau International	72	119	124		117	113	93	638
London - Heathrow	54	90	93		86	83	73	479
Air Canada	31	60	62		62	59	46	320
British Airways	23	30	31		24	24	27	159
London - Gatwick	18	29	31		31	30	20	159
Air Transat	18	29	31		31	30	20	159
Calgary International	60	62	66		70	69	65	392
London - Heathrow	48	47	49		49	47	50	290
Air Canada	31	30	31		31	30	31	184
WestJet	17	17	18		18	17	19	106
London - Gatwick	12	15	17		21	22	15	102
WestJet	12	15	17		21	22	15	102
Halifax International	53	67	73		54	37	31	315
London - Heathrow	20	30	31		31	30	31	173
Air Canada	20	30	31		31	30	31	173
London - Gatwick	20	24	29		10			83
WestJet	20	24	29		10			83
Glasgow International	13	13	13		13	7		59
WestJet	13	13	13		13	7		59
Quebec - Jean Lesage International	3	5	4		5	4		21
London - Gatwick	3	5	4		5	4		21
Air Transat	3	5	4		5	4		21
Grand Total	535	684	735		723	679	545	3,901

Source: Apex; correct as of August 2022



MICE Media

- Ignite: <https://ignitemag.ca/>
- Corporate Meetings Network: <http://corporatemeetingsnetwork.ca>

Top Canadian Meeting & Incentive Companies:

- [Prime Event Partners](#)
- [Creative Group Canada](#) (formerly Meridican)
- [Wynford](#)
- [Modern Collective](#)
- [Strategic Site Selection](#)
- [Meeting Encore](#)
- [Metracon Travel](#)
- [Dragonfly meetings](#)
- [E=mc² events](#)
- [OneWest Events](#)
- [Lorandus](#)
- [Eventive Marketing](#)
- [IQ Business Events](#)



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