Business Events – Canada MICE Market
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Country Profile: Canada

- 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
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.

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 bed rooms 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.
Event Trends
Event marketers report that event budgets remain flat. For 2023 events, a 20-30% increase on event costs is anticipated.

**Our experience – Meeting & Incentive trends 2022**

Top trends in Canada from VisitBritain enquires / meetings

- 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.
Air Accessibility Update
Non-stop flight connectivity from Canada to the UK

Based on capacity data from May 2022 - December 2022

From Calgary to
- London-Heathrow with Air Canada and WestJet
- London-Gatwick with WestJet

From Halifax to
- London-Heathrow with Air Canada
- London-Gatwick with WestJet
- Glasgow International with WestJet

From Montreal to
- London-Heathrow with Air Canada and British Airways
- London-Gatwick with Air Transat

From Quebec - Jean Lesage to
- London-Gatwick with Air Transat

From Toronto to
- London-Heathrow with Air Canada and British Airways
- London-Gatwick with Air Transat and WestJet
- Manchester International with Air Transat and Air Canada
- Glasgow International with Air Transat and WestJet
- Edinburgh with Air Canada and WestJet
- Belfast International with Sunwing Airlines
- Cardiff with Sunwing Airlines

From Vancouver to
- London-Heathrow with Air Canada and British Airways
- London-Gatwick with WestJet

Source: Apex; correct as of October 2022
Canada MICE Media
# Canada MICE Media

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<thead>
<tr>
<th>Media Publication</th>
<th>Description</th>
<th>Website</th>
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<tbody>
<tr>
<td>Ignite</td>
<td>Ignite is a Canadian-based publication meeting the needs of business event planners across the country. Their mission is to provide information, inspiration, guidance and great ideas you can apply to your job today in your role as a motivator, organizer, buzz-maker, style-setter and all-around miracle-worker in support of your workforce.</td>
<td><a href="https://ignitemag.ca/">https://ignitemag.ca/</a></td>
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<tr>
<td>Corporate Meetings Network</td>
<td>The goal of Corporate Meetings Network’s (CMN) group is to provide the meetings industry with the web’s most timely, relevant and useful information to help plan corporate meetings and events. CMN is also the official online resource for Corporate Meetings &amp; Events (CM&amp;E) magazine.</td>
<td><a href="http://corporatemeetingsnetwork.ca">http://corporatemeetingsnetwork.ca</a></td>
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Top Canadian Meeting & Incentive Companies
# MICE Agencies in Canada:

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>City</th>
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<tr>
<td>Prime Event Partners</td>
<td><a href="https://primeeventpartners.com/">https://primeeventpartners.com/</a></td>
<td>Vancouver, BC</td>
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<tr>
<td>Creative Group Canada (formerly Meridican)</td>
<td><a href="https://www.creativegroupinc.com/contact/canada-office-toronto/">https://www.creativegroupinc.com/contact/canada-office-toronto/</a></td>
<td>Toronto, ON</td>
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<tr>
<td>Wynford</td>
<td><a href="https://wynfordtwg.com/">https://wynfordtwg.com/</a></td>
<td>Toronto, ON</td>
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<tr>
<td>Modern Collective</td>
<td><a href="https://www.moderncollective.ca/">https://www.moderncollective.ca/</a></td>
<td>Toronto, ON</td>
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<td>Strategic Site Selection</td>
<td><a href="https://www.strategicsiteselection.com/">https://www.strategicsiteselection.com/</a></td>
<td>Guelph, ON</td>
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<td>Meeting Encore</td>
<td><a href="https://www.meetingencore.com/en/reach-out">https://www.meetingencore.com/en/reach-out</a></td>
<td>Port Hope, ON</td>
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<tr>
<td>Metracon Travel</td>
<td><a href="https://www.metracontravel.com/">https://www.metracontravel.com/</a></td>
<td>Toronto, ON</td>
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<tr>
<td>Dragonfly meetings</td>
<td><a href="https://www.dragonflymeetings.com/">https://www.dragonflymeetings.com/</a></td>
<td>Thornhill, ON</td>
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<tr>
<td>E=mc^2 events</td>
<td><a href="https://www.emc2events.com/">https://www.emc2events.com/</a></td>
<td>Toronto, ON</td>
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<td>OneWest Events</td>
<td><a href="https://onewestevents.com/">https://onewestevents.com/</a></td>
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<td>Lorandus</td>
<td><a href="https://lorandus.com/">https://lorandus.com/</a></td>
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<td>Eventive Marketing</td>
<td><a href="https://www.eventivemarketing.ca/">https://www.eventivemarketing.ca/</a></td>
<td>Markham, ON</td>
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<tr>
<td>IQ Business Events</td>
<td><a href="https://iqbe.ca/">https://iqbe.ca/</a></td>
<td>Mississauga, ON</td>
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Contact for Further Information

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