Inbound tourism overview

Canada

Market snapshot

Edinburgh
Glasgow
London Heathrow
London Gatwick
Birmingham
Manchester

$1.00
$1.20
$1.40
$1.60
$1.80
$2.00

2011
2012
2013
2014
2015
2016

London (54%)
Rest of England (43%)
Scotland (18%)
Wales (4%)

12% 27% 39% 22%

Regional spread of travel* (2016)

Annual visits*

60% of 2015 holiday visits were repeat visits*(a)


687,000 686,000 749,000 704,000 734,000 708,000 828,000

+17% visits in Jan–Jun 2017 compared to Jan–Jun 2016

#13 Global ranking for inbound visits to the UK in 2016

Annual visitor spend*

2016 average spend per visit £766
2016 average spend per holiday visit £933
2016 average spend per business visit £1,266

#10 Global ranking for inbound spend in the UK in 2016

Purpose of travel* (2016)

Holiday 40% VFR(b) 41% Business 9%

Study 1%

Misc 9%

Destination airports** (2016)

Glasgow
Edinburgh
Manchester
Birmingham
London Heathrow
London Gatwick

Average flight seats per week** (2016)
40,195

Average length of stay* (2016)
10 nights

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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Currency exchange rate*** (2011-2016)

CAD ($) 


$1.59 $1.58 $1.61 $1.82 $1.96 $1.79

(b) Visit friends and/or relatives, ** direct, non-stopping flights only.

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Visitor profile

Key demographics* (2016)

- 65+ 15%
- 55-64 19%
- 45-54 20%
- 35-44 18%
- 25-34 17%
- 16-24 11%
- 0-15 2%
- Females 51%
- Males 49%

Market segments & attributes

- Relaxed sightseers aged 45+ 36% of traveller population
- Active buzz-seekers aged 18-34 18% of traveller population
- Curious explorers aged 18-44 15% of traveller population

Province of residence* (2015)

- Ontario 48%
- BC 19%
- Alberta 10%
- Quebec 9%

Top reasons to visit Britain** (2016)

1. Cultural attractions
2. A wide variety of places to visit
3. Security and safety

Travel companions** (2016)

- Spouse/Partner 54%
- On their own 20%
- With children under 16 18%
- With friends 14%
- With other adult family members 12%

Booking habits** (2016)

- Direct with supplier (accommodation & airlines) 53%
- Online travel agent 32%
- Traditional travel agent 15%

Top influences in visiting Britain** (2016)

1. Word of mouth
2. Online search
3. Price comparison websites

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Sources: * International Passenger Survey (IPS), ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain).

76% of visiting Canadians were “extremely likely” to recommend Britain in 2015*