Inbound tourism overview

Annual visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>740,000</td>
</tr>
<tr>
<td>2012</td>
<td>704,000</td>
</tr>
<tr>
<td>2013</td>
<td>734,000</td>
</tr>
<tr>
<td>2014</td>
<td>649,000</td>
</tr>
<tr>
<td>2015</td>
<td>708,000</td>
</tr>
<tr>
<td>2016</td>
<td>828,000</td>
</tr>
<tr>
<td>2017</td>
<td>835,000</td>
</tr>
<tr>
<td>2018</td>
<td>850,000</td>
</tr>
</tbody>
</table>

+2% visits in 2018 compared to 2017

12 Global ranking for inbound visits to the UK in 2018

Seasonal spread of travel* (2018)

- Jan-Mar: 15%
- Apr-Jun: 28%
- Jul-Sep: 36%
- Oct-Dec: 21%

Regional spread of travel* (2018)

- London (56%)
- Rest of England (45%)
- Scotland (15%)
- Wales (4%)

Percentages may not total 100% as single visit may include multiple regions.

Currency exchange rate*** (2013-2018)

<table>
<thead>
<tr>
<th>Year</th>
<th>CAD ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$1.61</td>
</tr>
<tr>
<td>2014</td>
<td>$1.82</td>
</tr>
<tr>
<td>2015</td>
<td>$1.95</td>
</tr>
<tr>
<td>2016</td>
<td>$1.80</td>
</tr>
<tr>
<td>2017</td>
<td>$1.67</td>
</tr>
<tr>
<td>2018</td>
<td>$1.73</td>
</tr>
</tbody>
</table>

Purpose of travel* (2018)

- Holiday: 42%
- Business: 9%
- Study: 9%
- Misc: 9%
- VFR(\(^*)$: 40%

(\(^*)\) Visit friends and/or relatives.

Destination airports** (2018)

- London Heathrow
- London Gatwick
- Manchester
- Edinburgh
- Glasgow

Average flight seats per week** (2018)

42,115

Average length of stay* (2018)

9 nights


VisitBritain
British Consulate-General,
777 Bay Street, Suite 2800,
Toronto, ON M5G 2G2

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Media centre: media.visitbritain.com
Canada
Visitor profile

Key demographics* (2018)

- 0-15: 2%
- 16-24: 8%
- 15-24: 20%
- 25-34: 19%
- 35-44: 16%
- 45-54: 20%
- 55-64: 20%
- 65+: 14%
- 75+: 7%

Province of residence* (2015)

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

Priority market segments & attributes

**Explorers**
Enjoy spending time outdoors and want to see the world’s most famous sites. Prefers vacations where they can enjoy the destination at a more relaxed pace.

**Buzzseekers**
Trendsetters seeking out new experiences and always looking for action and excitement.

Travel companions* (2017)

- With spouse/partner: 39%
- With children under 17: 14%
- With adult friends: 7%
- On their own: 36%

Top reasons to visit Britain** (2016)

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

Top activities when visiting Britain (2007-2017)*

1. Dining in restaurants: 76%
2. Going shopping: 61%
3. Going to the pub: 55%
4. Sightseeing famous monuments/buildings: 50%
5. Socialising with the locals: 47%

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

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