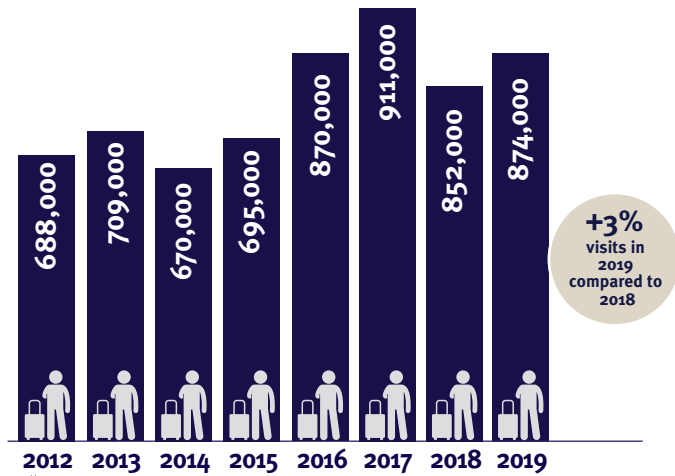




Canada

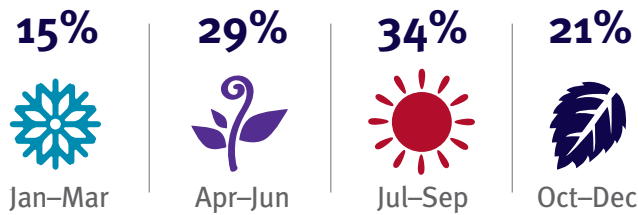
Inbound tourism overview

Annual visits



#14 Global ranking for inbound visits to the UK in 2019

Seasonal spread of travel (2019)

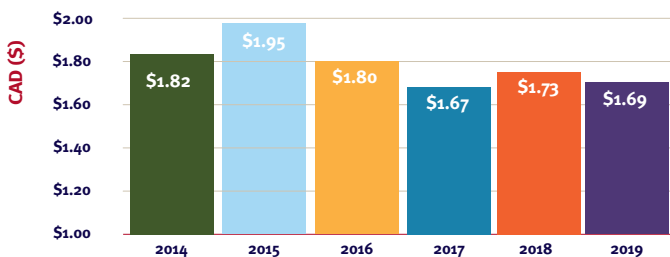


Regional spread of travel (2019)



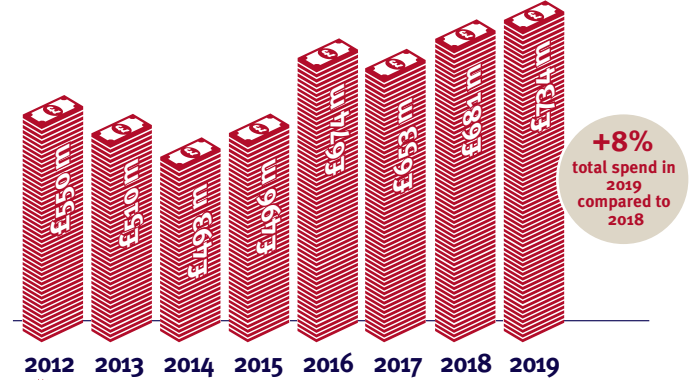
Percentages may not total 100% as single visit may include multiple regions.

Currency exchange rate* (2014-2019)



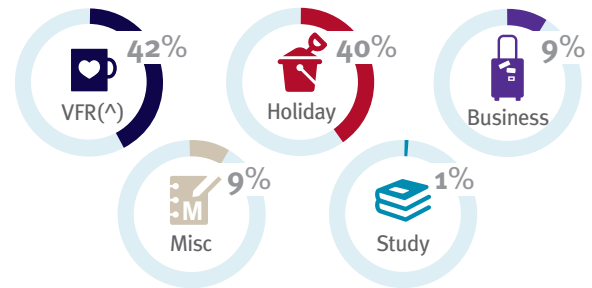
Annual visitor spend

2019 average spend per visit **£840**
 2019 average spend per holiday visit **£931**
 2019 average spend per business visit **£2,068**



#12 Global ranking for inbound spend in the UK in 2019

Purpose of travel (2019)



(^) Visit friends and/or relatives.

Destination airports** (2019)



Non-stop scheduled flights only.

Average flight seats per week** (2019)

39,661

Average length of stay (2019)

9 nights

**Direct and non-stop flights only.

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

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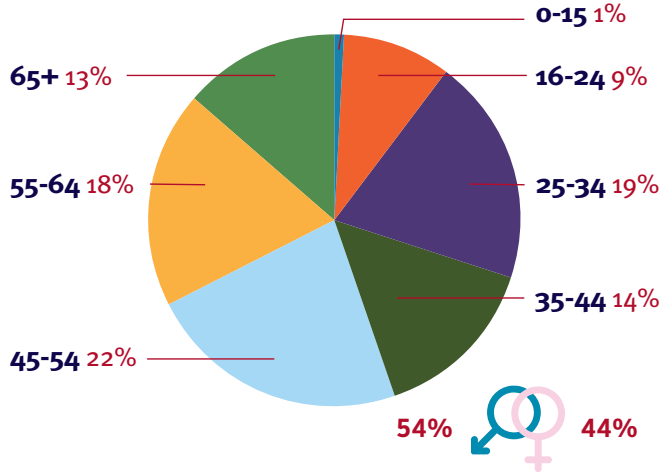
Consumer website: visitbritain.com
 Corporate website: visitbritain.org
 Image library: visitbritainimages.com
 Trade website: trade.visitbritain.com
 Media centre: media.visitbritain.com



Canada

Visitor profile

Key demographics (2019)



Priority market segments & attributes*



Explorers

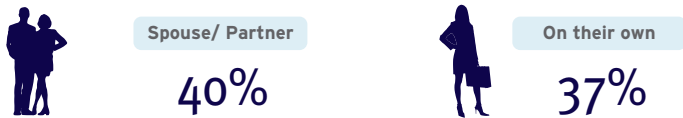
Enjoy spending time outdoors and want to see the world's most famous sites. Prefers vacations where they can enjoy the destination at a more relaxed pace.



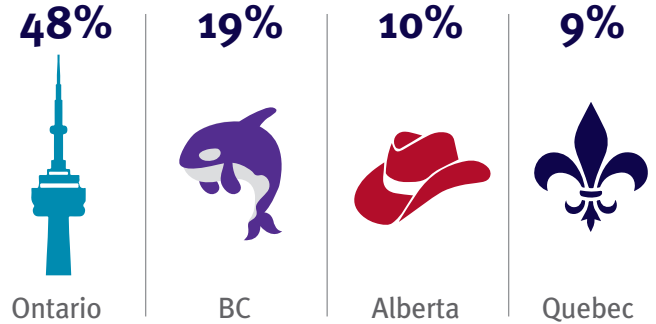
Buzzseekers

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

Travel companions (2017)



Province of residence



Top 10 activities when visiting Britain (2007-2019)

- #1 Dining in restaurants
- #2 Going shopping
- #3 Sightseeing famous monuments/buildings
- #4 Going to the pub
- #5 Socialising with the locals
- #6 Visiting parks or gardens
- #7 Visiting castles or historic houses
- #8 Visiting museums or art galleries
- #9 Visiting religious buildings
- #10 Going for a walk, hike or ramble

Top reasons to return to Britain*** (2019)

- Go back to see the sights/attractions I didn't see the previous time
- The country is easy to get around
- The local food/drink

Visits and Spend from those who have a disability or impairment (2018)



34,000 visits
£30m spend

87% of visiting Canadians in 2017 were 'extremely likely' to recommend a leisure visit to the UK to friends and family.