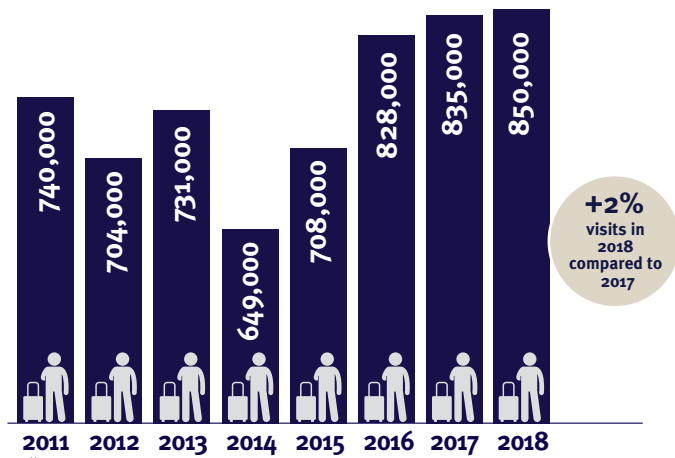




# Canada

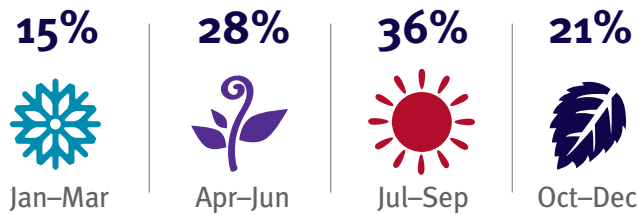
## Inbound tourism overview

### Annual visits\*



#12 Global ranking for inbound visits to the UK in 2018

### Seasonal spread of travel\* (2018)

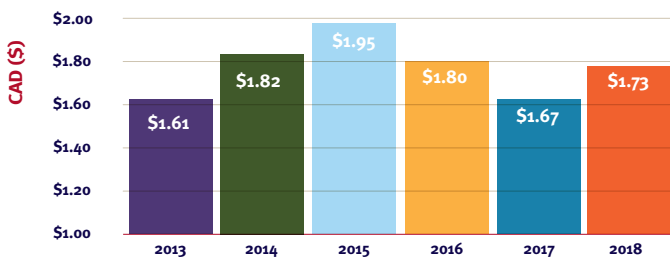


### Regional spread of travel\* (2018)

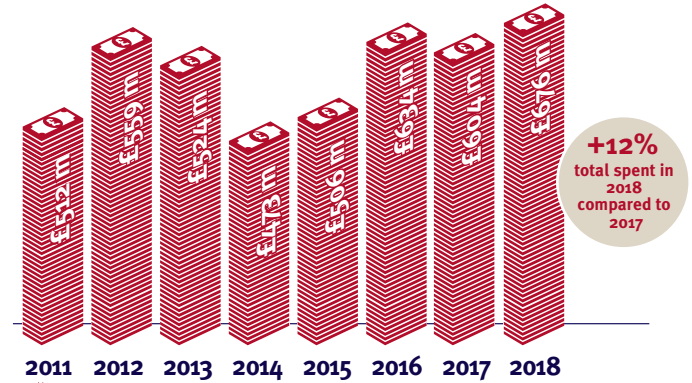


Percentages may not total 100% as single visit may include multiple regions.

### Currency exchange rate\*\*\* (2013-2018)

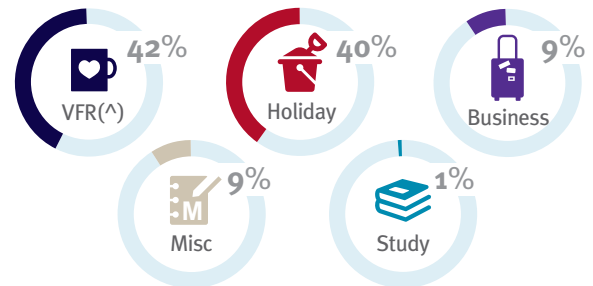


### Annual visitor spend\*



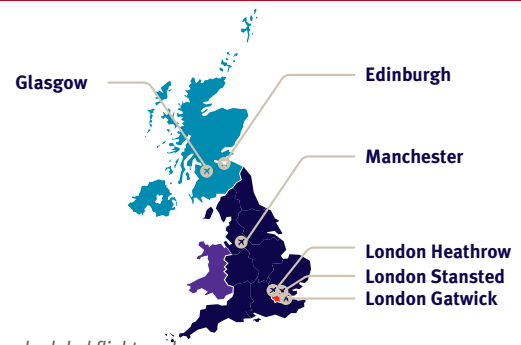
#9 Global ranking for inbound spend in the UK in 2018

### Purpose of travel\* (2018)



(^) Visit friends and/or relatives.

### Destination airports\*\* (2018)



Non-stop scheduled flights only.

### Average flight seats per week\*\* (2018)

42,115

### Average length of stay\* (2018)

9 nights

\*\*Direct and non-stop flights only.

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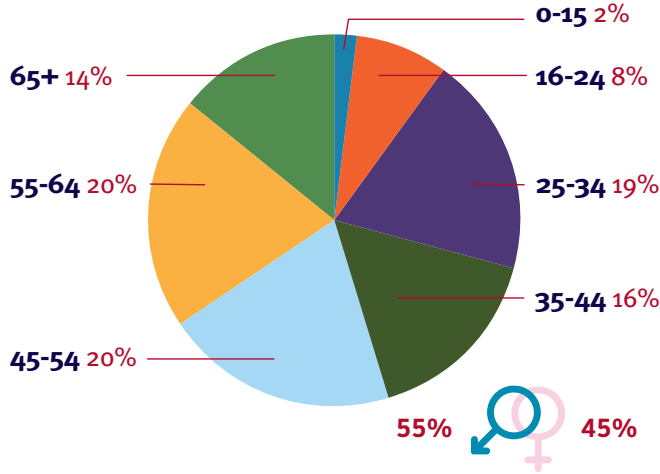
Consumer website: [visitbritain.com](http://visitbritain.com)  
Corporate website: [visitbritain.org](http://visitbritain.org)  
Image library: [visitbritainimages.com](http://visitbritainimages.com)  
Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
Media centre: [media.visitbritain.com](http://media.visitbritain.com)



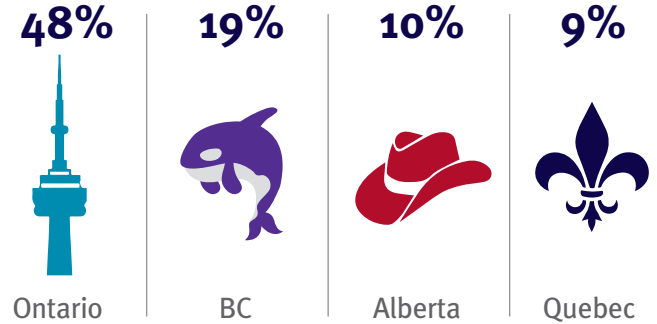
# Canada

## Visitor profile

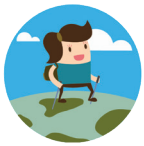
### Key demographics\* (2018)



### Province of residence\* (2015)



### Priority market segments & attributes



#### Explorers

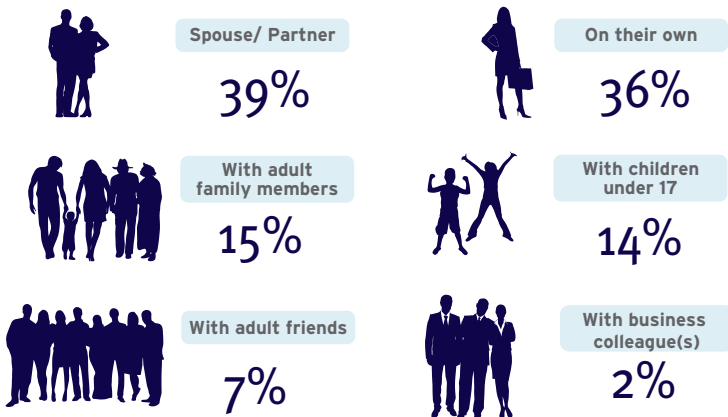
Enjoy spending time outdoors and want to see the world's most famous sites. Prefers vacations where they can enjoy the destination at a more relaxed pace.



#### Buzzseekers

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

### Travel companions\* (2017)



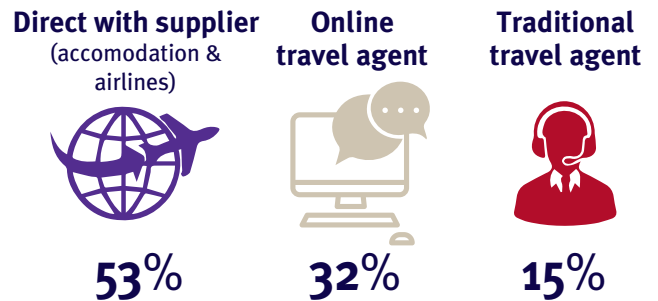
### Top reasons to visit Britain\*\* (2016)

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

### Top activities when visiting Britain (2007-2017)\*



### Booking habits\*\* (2016)



### Top influences in visiting Britain\*\* (2016)



**88%** of visiting Canadians in 2017 were 'extremely likely' to recommend a leisure visit to the UK to friends and family.\*