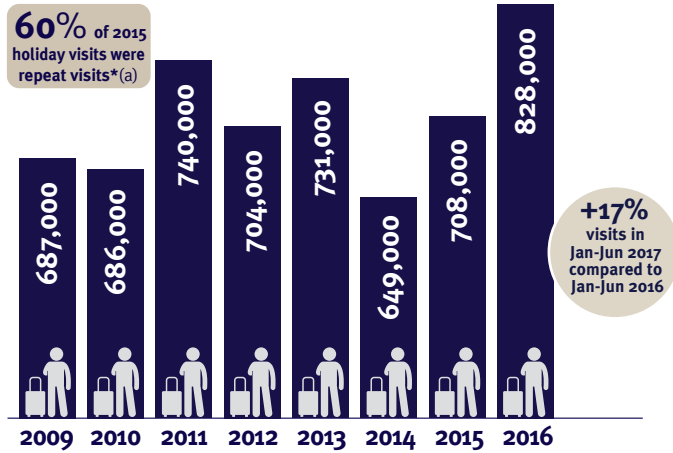




Canada

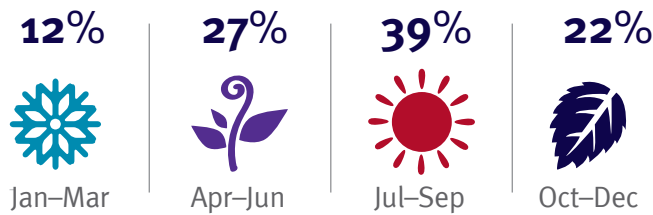
Inbound tourism overview

Annual visits*



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

Seasonal spread of travel* (2016)

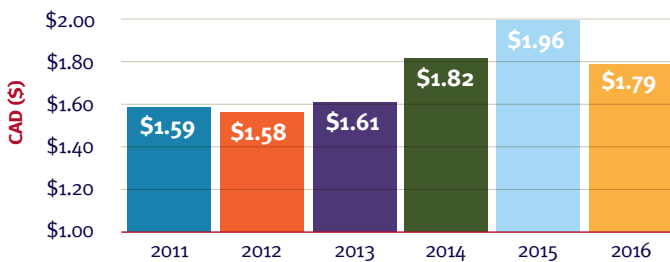


Regional spread of travel* (2016)



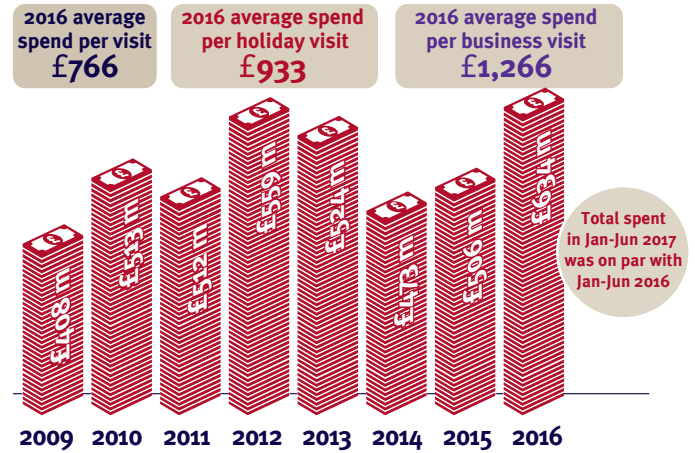
Percentages may not total 100% as single visit may include multiple regions.

Currency exchange rate*** (2011-2016)



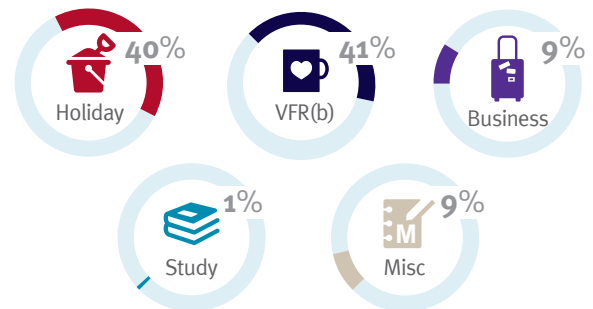
(a) proportion of holiday visits made by Canadian residents, excluding UK expats, that had already visited in the past 10 years, ***Canadian dollar per 1 British pound.

Annual visitor spend*



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

Purpose of travel* (2016)



Destination airports** (2016)



Average flight seats per week** (2016)

40,195

Average length of stay* (2016)

10 nights

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

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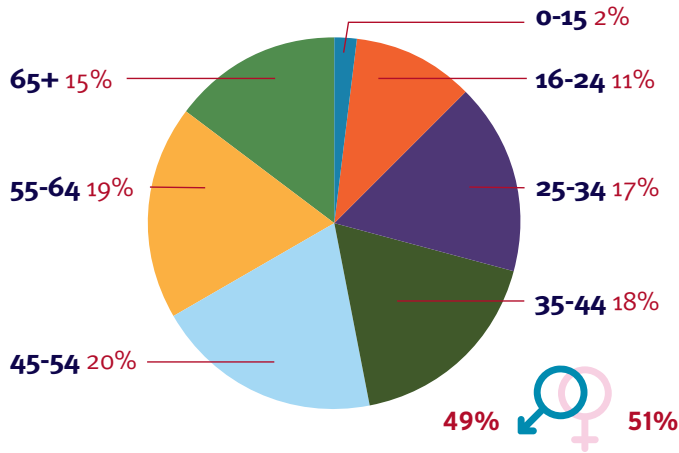
Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com



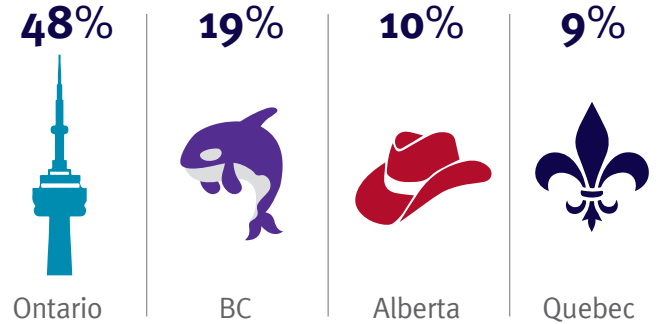
Canada

Visitor profile

Key demographics* (2016)



Province of residence* (2015)



Market segments & attributes

Relaxed sightseers aged 45+
36% of traveller population

Active buzz-seekers aged 18-34
18% of traveller population

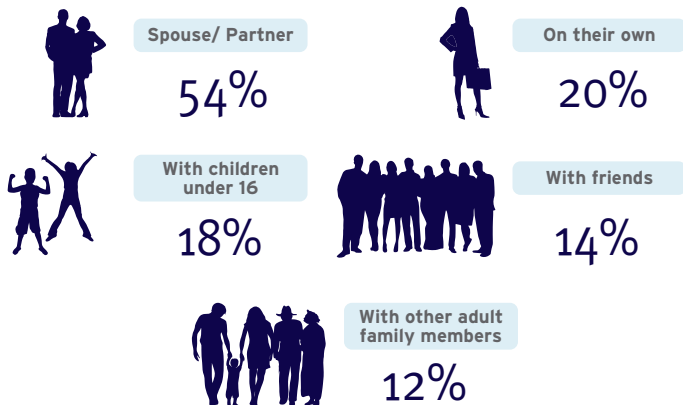
Curious explorers aged 18-44
15% of traveller population

Top reasons to visit Britain** (2016)

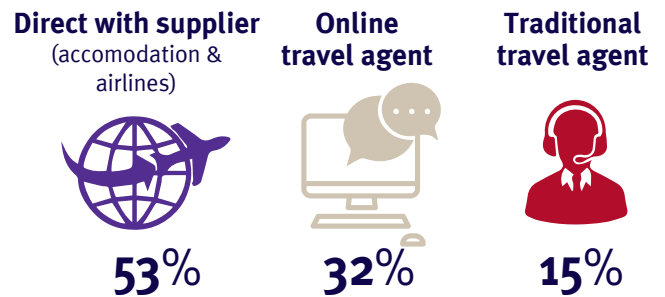
- #1 Cultural attractions
- #2 A wide variety of places to visit
- #3 Security and safety



Travel companions** (2016)



Booking habits** (2016)



Top influences in visiting Britain** (2016)



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