6.2 million UK long-haul leisure travellers intend to visit Canada in the next two years.

Market Insights

**Pent Up Savings**
UK household savings are at an all-time high, which is expected to fuel demand for international travel. Multi-generational travel is expected to rise as British travellers look to make up for lost time and re-unite their families through travel to bucket list destinations, such as Canada.

**Great Outdoors**
Against the backdrop of COVID, British travellers have been drawn to destinations that offer uncrowded spaces. They are looking for safe destinations with plenty of outdoor experiences, all qualities that Canada is well-positioned to deliver.

**Values Alignment**
There is increasing awareness and attention among the British toward travelling with purpose. They are looking for space and time, an opportunity to rejuvenate and a chance to travel differently – and in a more responsible manner.

**Market Potential**

Canada’s target market 14,122,500

44% are definitely/very likely to visit Canada in the next 2 years

6,228,000 Canada’s immediate potential in the next 2 years

**Demographics**

<table>
<thead>
<tr>
<th>Age</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>37%</td>
<td>31%</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>£25,000 to less than £44,999</th>
<th>£45,000 to less than £54,999</th>
<th>£55,000 and over</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>19%</td>
<td>26%</td>
<td>31%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>32%</td>
<td>68%</td>
</tr>
</tbody>
</table>

**Seasonal Demand**

1 Global Tourism Watch 2021.
**Top Motivators for Future Trip to Canada**

- Is a safe place to visit: 40%
- Offers outdoor experiences I am interested in: 34%
- Is somewhere I have always wanted to visit: 31%
- Offers city experiences I am interested in: 30%
- Opportunity to relax, unwind, and decompress: 27%

**Top Barriers to Canada**

- Cost: 33%
- There are other places I would rather visit: 17%
- Too far/flight too long: 16%
- Health risks: 14%
- Visa requirements: 12%

**Top Activities of Interest for Future Trip to Canada**

- Natural attractions like mountains or waterfalls: 57%
- Trying local food and drink: 56%
- Northern lights: 54%
- Hiking or walking in nature: 51%
- Nature parks: 47%
- Oceanside beaches: 47%
- Viewing wildlife or marine life: 45%
- Lakeside beaches: 42%
- City green spaces like parks or gardens: 41%
- Art galleries or museums: 40%
- Historical, archaeological or world heritage sites: 40%

**Net Promoter Score (Normalized)**

- New Zealand: 
- Australia: 
- Canada: 
- Japan: 
- Iceland: 
- United States: 
- Thailand: 
- South Africa: 
- India: 
- China: 

**Travel Agent Usage for Future Trip to Canada**

NET Definitely / Very / Somewhat Likely: 69%

---

1 Global Tourism Watch 2021.

**For further information, please contact:**

Rupert Peters
Regional Managing Director, Europe
T +44-207-389-9982
peters.rupert@destinationcanada.com