VISITOR FORECAST

+6%

554,500
Arrivals (Target)

Source: DC Research Estimates

French arrivals set to increase in 2017

France is Canada's 3rd largest market for arrivals among DC's key markets (excl. the US), with an estimated 523,700 trips taken in 2016. With employment recovery boosting consumption, the relative strength of the Euro compared to the CAD, and increases in air capacity, arrivals are predicted to grow by 6% in 2017.

Canada is a top pick among French travellers

According to the 2016 Global Tourism Watch study, Canada is ranked 2nd behind only the US on unaided destination consideration, which indicates how much French travellers desire a trip to Canada.

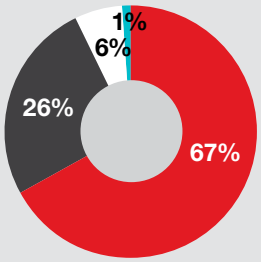
Being a stress free destination works in Canada's favour

Geo-political unrest in the Eurozone is turning travel preferences towards travel outside Europe. Canada's perception as being a safe and stress-free location that combines the best of both outdoor activities and city experiences is a strong proposition for those considering overseas travel.

Destination interest beyond Quebec

While Quebec's unique French heritage continues to be a primary motivator for visits to Canada, appetite to visit other parts of country is high, particularly among repeat visitors, with BC, Alberta and Atlantic regions on their wish list. With seat capacity increasing to Toronto and Vancouver in 2017, Canada is positioned well to capitalise on this demand.

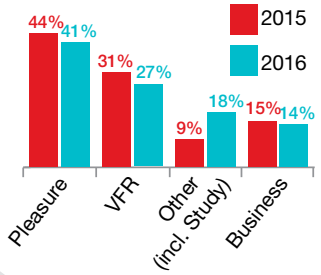
MODE OF ENTRY



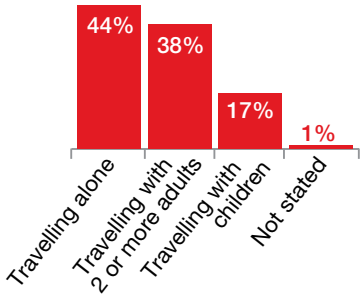
- Direct from Overseas
- Air via US
- Land (from US)
- Sea

Source: Statistics Canada, Frontier Counts, 2016

MAIN TRIP PURPOSE



LEISURE TRAVEL PARTY COMPOSITION, 2015



Source: Statistics Canada, International Travel Survey

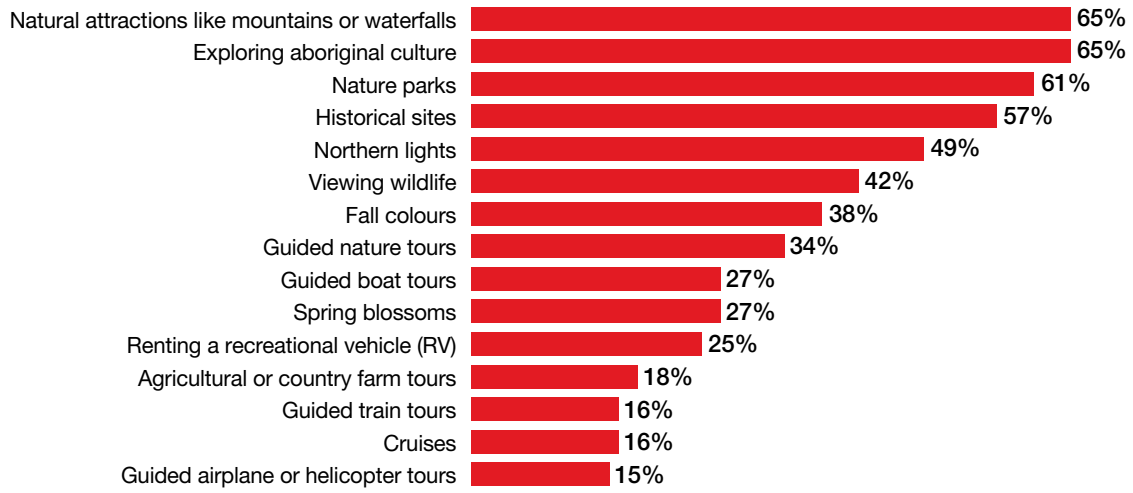
AGE DISTRIBUTION, 2015

Age Groups	Total	Business	Leisure*
<19	9%	0%	10%
20-34	34%	25%	36%
35-44	16%	29%	14%
45-54	16%	30%	13%
55-64	14%	10%	15%
>65	10%	2%	12%
Not Stated	1%	4%	1%

*"Leisure" is defined as travellers who stated their main trip purpose was either for pleasure/recreation, visiting family & friends, or other personal reasons (incl. study, medical and transit).

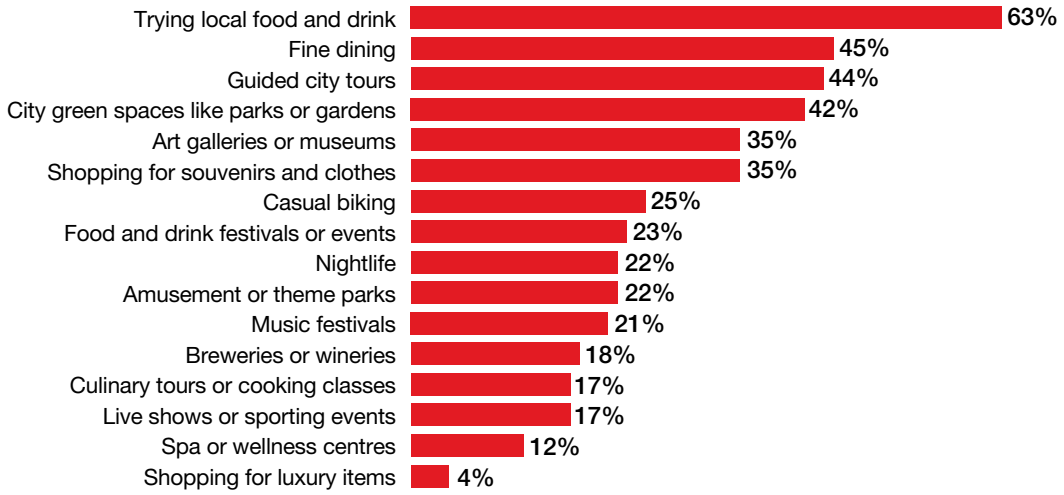
ACTIVITIES TRAVELLERS ARE INTERESTED IN – THINGS TO SEE & DO

Source: Global Tourism Watch, 2016. *Long-haul pleasure travellers (past 3 years or next 2 years) (n=1,501)*



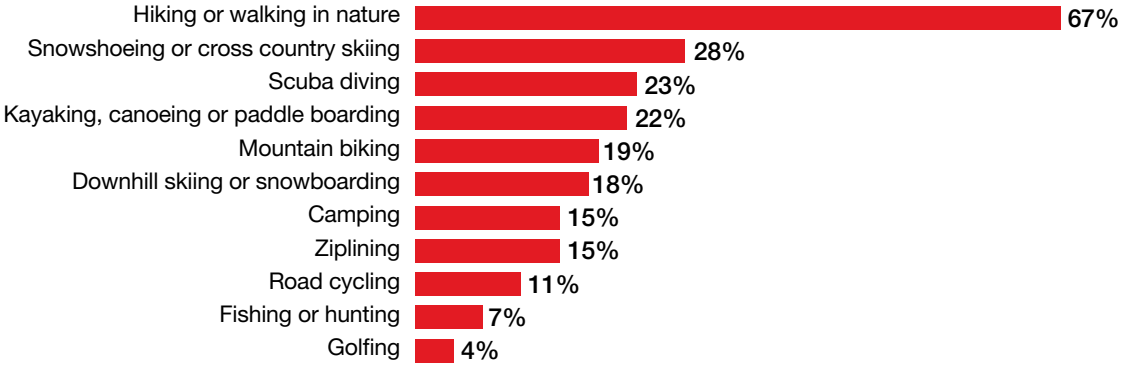
ACTIVITIES TRAVELLERS ARE INTERESTED IN – CITIES

Source: Global Tourism Watch, 2016. *Long-haul pleasure travellers (past 3 years or next 2 years) (n=1,501)*



ACTIVITIES TRAVELLERS ARE INTERESTED IN – OUTDOORS

Source: Global Tourism Watch, 2016. *Long-haul pleasure travellers (past 3 years or next 2 years) (n=1,501)*



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