

UK Market Highlights – Facts at a Glance

Almost 5 million UK long-haul pleasure travellers intend to visit Canada in the next two years.

2017 Performance



Arrivals¹

801K (↓4%)



Average Trip Spend²

\$1,262

- While 2017's arrivals fell short of 2016's outstanding performance, the UK continued to be Canada's 2nd largest source of international tourists.
- This performance was underpinned by softening consumer confidence since May 2017, declines in purchasing parity, growing concerns over the future of the economy amidst Brexit negotiations, and tepid growth in air capacity.

2018 Forecast



Visitor Forecast²

825K (↑3%)



Spend Forecast²

\$1.11B (↑3%)



Airline Seat Capacity³

↑**3%**



Local Currency vs CAD⁴

↑**0.2%**

Market Insights



In 2017, Canada was ranked 3rd on UK travellers' list of long-haul countries to visit.⁵



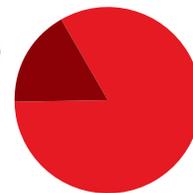
In 2017, around 38% of UK tourists visited for the purpose of pleasure and recreation, while 42% visited to see family and friends.²



Ontario and British Columbia, followed by Alberta, represent the Canadian provinces that UK travellers say they will visit in the next two years.⁵

Channel Investment Mix

18%
Travel Trade



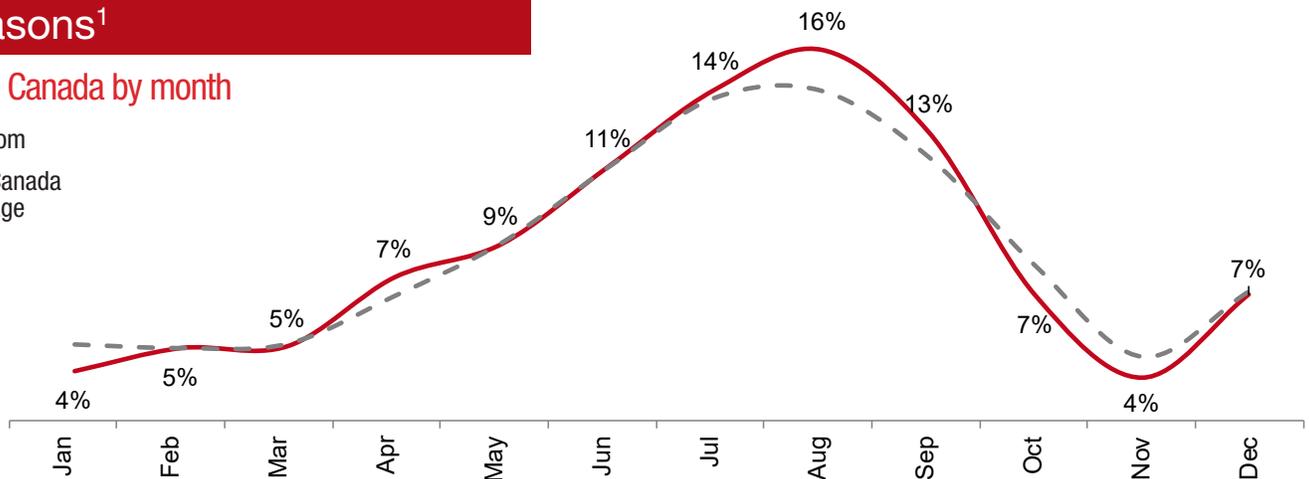
82%
Consumer Direct
& Earned Media

Travel Seasons¹

% of arrivals to Canada by month

— United Kingdom

— Destination Canada Market Average



Market Potential⁵



14,221,000

Canada's target market



34%

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



4,821,000

Canada's immediate potential

Top Drivers⁵

The main features that British travellers desire in a destination are...

- 1** People are friendly and welcoming
- 2** Proud to tell people I have visited
- 3** Cities are great for exploring and soaking in the atmosphere
- 4** Great shopping
- 5** Touring around to multiple destinations
- 6** Spend quality time with friends and/or family
- 7** Good value for money
- 8** Allows me to de-stress
- 9** Beautiful outdoor scenery and landscapes
- 10** Cities have a lot of great attractions

Target Audiences



Free Spirits 25-34

They are defined by the places they have travelled to and their experiences there. They want to visit cool places that will elevate their status.

Key Themes

Inspire with iconic and niche experiences that will make their experience in Canada unique and share-worthy.



Uncovering hidden gems

Discovering the lesser-known attractions and activities that will make their experience in Canada unique and share-worthy.



Discovering epic Canada

Building travel credibility by experiencing epic and unique things that can only be found in Canada.



Experiencing vibrant cities

Experiencing urban icons interspersed with local, niche experiences that take place both in and out of the cities.



Learners 55+

They want to expand their world view by experiencing the world's natural beauty, and immerse themselves in new cultures and environments.

Key Themes

Showcase itineraries that connect UK travellers to lesser known experiences and destinations that let them live like locals.



Connecting with the locals

Experiencing local culture and authentic foods related to the surrounding landscapes and Canadian culture.



Experiencing Canada's natural beauty

Feeling wowed by beautiful landscapes and scenery; Seeing wildlife in its natural habitat.



Exploring regions, not singular destinations

Touring multiple destinations through fly-drive experiences connecting urban and outdoor adventure.

Canada

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¹ Statistics Canada, Frontier Counts, 2017

² Destination Canada Research estimates, using Statistics Canada preliminary Q1-Q3 ITS, Frontier Counts and e311 adjusted data (April 2018)

³ IATA SRS Analyzer Data, March 2018

⁴ Tourism Economics, March 2018

⁵ Global Tourism Watch 2017