Over 3 million Indian long-haul leisure travellers intend to visit Canada in the next two years.

### 2018 Performance

- **2018 Arrivals**: 287,420 (↑14.7%)
- **2018 Average Trip Spend**: $1,437

### 2019 Forecast

- **Visitor Forecast**: 309,830 (↑7.8%)
- **Spend Forecast (CAD)**: $428 M (↑8.6%)

### Key Insights

- India set new monthly arrivals records every month in 2018, a new annual arrivals record and grew to become Destination Canada’s seventh largest long-haul market.
- In 2018, India was the only Destination Canada long-haul market to consistently show monthly gains in air arrivals both direct from overseas and via the US.

### Market Insights

- In 2018, demand for travel to Canada among Indian leisure travellers was higher between May and June than any other time of the year.
- Indian leisure travellers want to see natural attractions like mountains, waterfalls, wildlife, nature parks, historical or heritage sites, as well as shopping for items that help them remember their trip.
- Most trips to Canada by Indian leisure travellers (80%) are booked as part of an organized group travel package through a travel agent or tour operator.

### Seasonal Demand

<table>
<thead>
<tr>
<th>Month</th>
<th>2018 Actual Arrivals</th>
<th>Total Demand (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Feb</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Mar-Apr</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>May-Jun</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Jul-Aug</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Sep-Oct</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Nov-Dec</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>

5. Global Tourism Watch 2018.
### Market Potential

Canada’s target market

3,948,000

82% are definitely/very likely to visit Canada in the next 2 years

Canada’s immediate potential

3,217,500

### Top Drivers for Indian Travellers to Any Destination

1. Combines the best of both outdoor activities and city experiences
2. Offers good value for money
3. Is a place that provides intellectually stimulating travel experiences
4. Has great winter outdoor activities I would participate in
5. Is a place I would be proud to tell people I have visited
6. Is a safe place to visit
7. Has a unique culture that I would want to experience on a vacation
8. Has great dining and food experiences
9. Has beautiful outdoor scenery and landscapes
10. Is a great place to see wildlife in its natural habitat

### Travel Agent/Tour Operator Usage For Recent Trip to Canada

- Used for either research or booking: 88%
- Used for both research and booking: 59%
- Used for research only: 19%
- Used for booking only: 10%

### Travel Consideration by Province, % Likely to Visit Region

- BC: 57%
- AB: 39%
- SK/MB: 27%
- ON: 63%
- QC: 35%
- ATL: 47%

### For further information, please contact:

Carl Vaz
Account Director
T +91-22-6517273/74
cvaz@charsonadvisory.com

---

*Global Tourism Watch 2018.*