Over 6 million UK long-haul leisure travellers intend to visit Canada in the next two years.

### 2018 Performance

<table>
<thead>
<tr>
<th>2018 Arrivals¹</th>
<th>2018 Average Trip Spend²</th>
</tr>
</thead>
<tbody>
<tr>
<td>791,550</td>
<td>$1,477</td>
</tr>
</tbody>
</table>

(↓3.3%) 

### 2019 Forecast

<table>
<thead>
<tr>
<th>Visitor Forecast³</th>
<th>Spend Forecast (CAD)⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>795,510</td>
<td>$1.17 B</td>
</tr>
</tbody>
</table>

(↑0.5%) (↑2.1%) 

### Key Insights

- Despite a slight decline in annual arrivals, the United Kingdom held the top spot as Destination Canada’s largest long-haul market in 2018.¹
- Over the first nine months of 2018, in spite of a 4% decline in total arrivals to Canada, United Kingdom holiday/leisure trips to Canada reached a five-year high of 292K visitors, up from 206K in 2013 and a previous peak of 274K in 2016.¹
- Brexit concerns weighed on consumer confidence in the United Kingdom and acted as a drag on long-haul outbound travels for business trips and trips to visit friends and relatives.

### Market Insights

- While UK arrivals to Canada in 2018 peaked in the summer months, demand for travel to Canada was the highest between May and June among leisure travellers.¹ ⁵
- Trying local food and drink, experiencing nature-based experiences, seeing historical or world heritage sites and exploring Indigenous culture are among the top activities UK leisure travellers want to experience while on holiday.⁵
- An increasing proportion of UK leisure travellers to Canada are booking organized group travel packages through a travel agent or tour operator (45%).⁵

### Seasonal Demand⁴ ⁵

![Seasonal Demand Graph]

5. Global Tourism Watch 2018.
**2019 Market Highlights | United Kingdom**

**Market Potential**
- Canada’s target market: 14,851,000
- 42% are definitely/very likely to visit Canada in the next 2 years
- Canada’s immediate potential: 6,282,000

**Top Drivers for UK Travellers to Any Destination**
1. Is a place I would be proud to tell people I have visited
2. Has great shopping
3. Is a place that allows me to de-stress
4. Offers adventures that everyone can enjoy
5. Has people that are friendly and welcoming
6. Has great dining and food experiences
7. Is a great place for touring around to multiple destinations
8. Its cities have a lot of great attractions to see and do
9. Is a safe place to visit
10. Is a place that provides intellectually stimulating travel experiences

**Travel Agent/Tour Operator Usage For Recent Trip to Canada**
- Used for either research or booking: 62%
- Used for both research and booking: 34%
- Used for research only: 14%
- Used for booking only: 14%

**Travel Consideration by Province, % Likely to Visit Region**
- BC: 60%
- AB: 39%
- SK/MB: 20%
- QC: 40%
- ON: 60%
- ATL: 23%

**For further information, please contact:**
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*Global Tourism Watch 2018.*