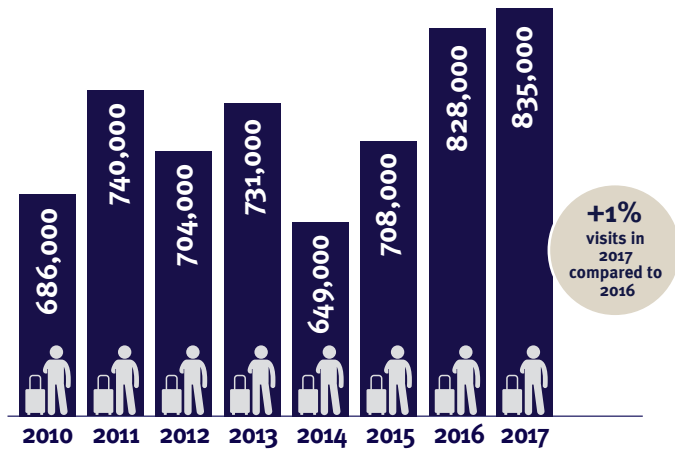




Canada

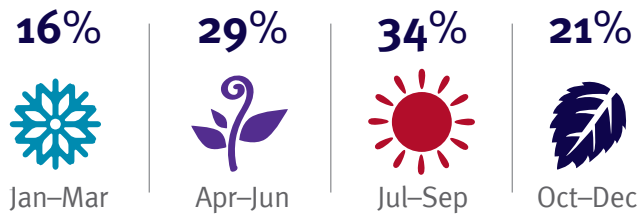
Inbound tourism overview

Annual visits*



#13 Global ranking for inbound visits to the UK in 2017

Seasonal spread of travel* (2017)

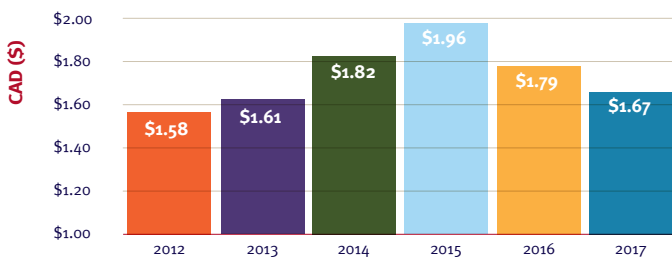


Regional spread of travel* (2017)

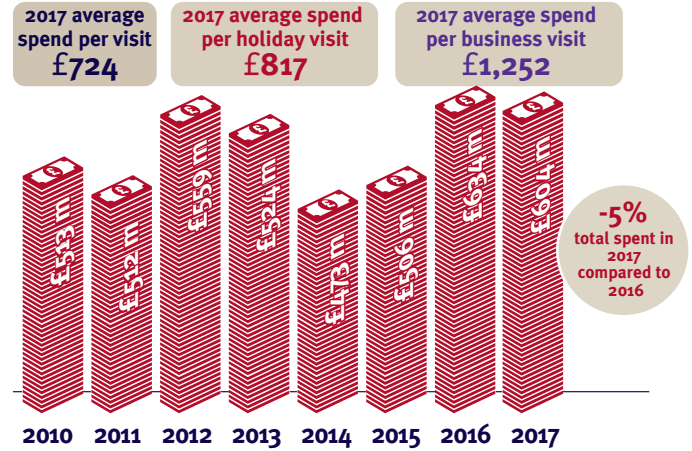


Percentages may not total 100% as single visit may include multiple regions.

Currency exchange rate*** (2012-2017)

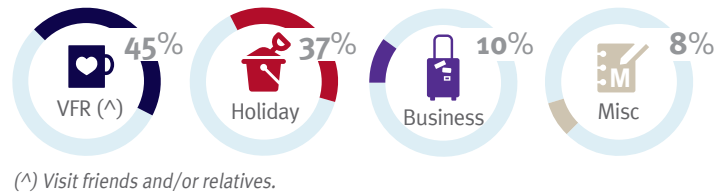


Annual visitor spend*



#12 Global ranking for inbound spend in the UK in 2017

Purpose of travel* (2017)



(^) Visit friends and/or relatives.

Destination airports** (2017)



Non-stop scheduled flights only.

Average flight seats per week** (2017)

41,797

Average length of stay* (2017)

10 nights

**Direct and non-stop flights only.

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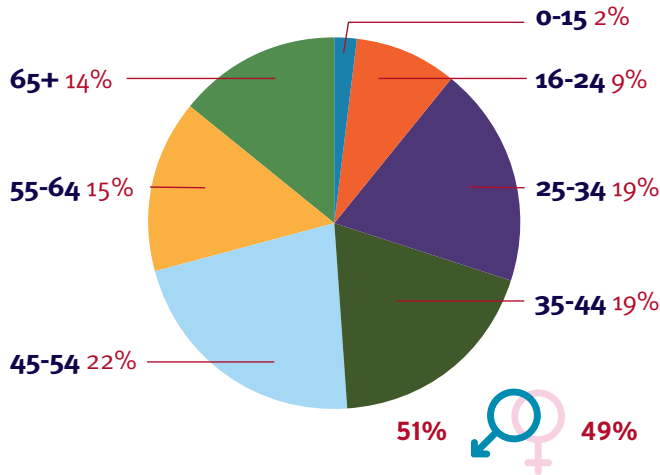
Consumer website: visitbritain.com
 Corporate website: visitbritain.org
 Image library: visitbritainimages.com
 Trade website: trade.visitbritain.com
 Media centre: media.visitbritain.com



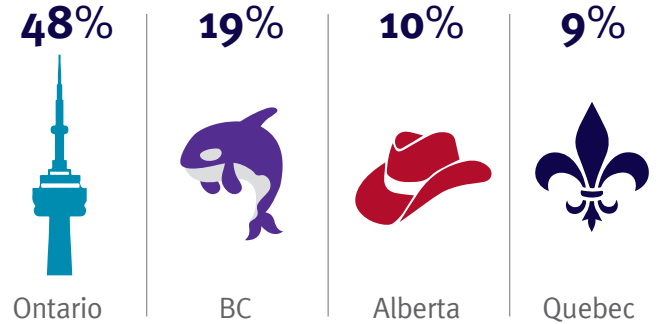
Canada

Visitor profile

Key demographics* (2017)



Province of residence* (2015)



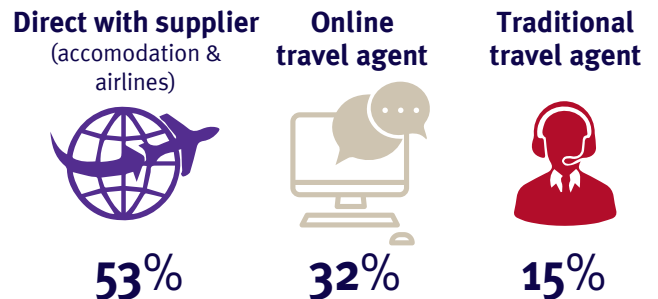
Top reasons to visit Britain** (2016)

- #1 Cultural attractions
- #2 A wide variety of places to visit
- #3 Security and safety

Top activities when visiting Britain (2007-2017)



Booking habits** (2016)



Top influences in visiting Britain** (2016)



Priority market segments & attributes



Explorers

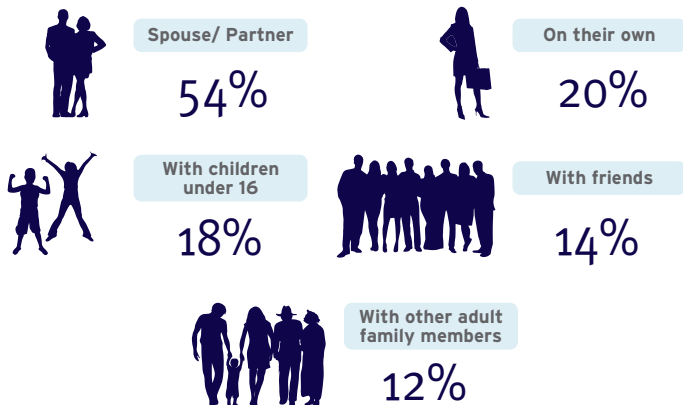
Like to go to places that are off the beaten track as well as visit top attractions at a relaxed pace.



Buzzseekers

Trendsetters seeking out new experiences and always looking for action and excitement.

Travel companions** (2016)



86% of visiting Canadians in 2016 were "very" or "extremely likely" to recommend Britain for a holiday or short-break