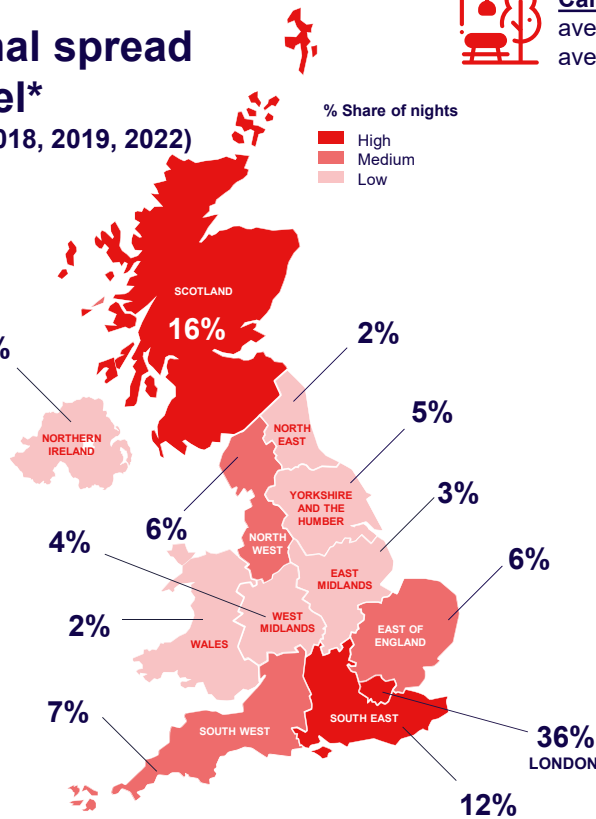


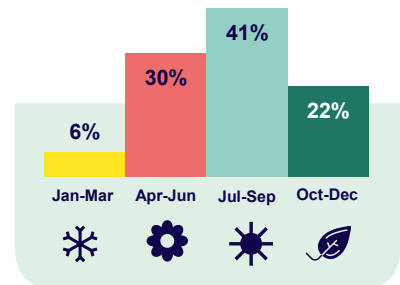
Regional spread of travel* (average 2018, 2019, 2022)



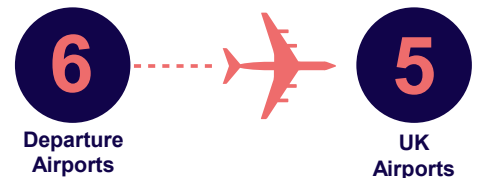
Canadian holiday visitors stay an average of **9 nights** but have higher average spend per visit of **£1,269**



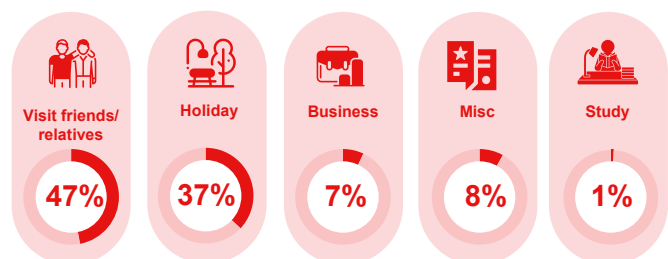
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS. **Apex as of September 2023.

Consumer website: visitbritain.com
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 Trade website: trade.visitbritain.com
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Lynda Falcone

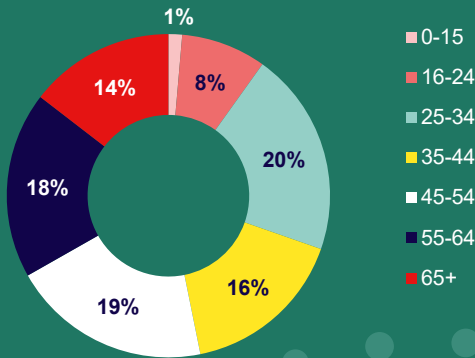
Canada Travel Trade Manager
Lynda.Falcone@visitbritain.org

Cathy Stapells

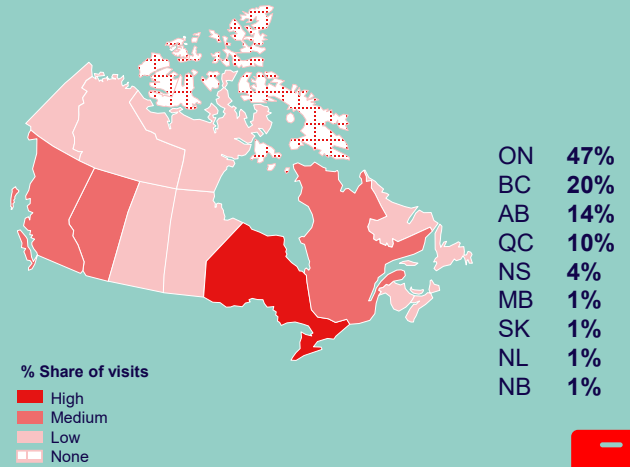
Senior Marketing & Communications Manager
Cathy.Stapells@visitbritain.org



Key demographics* (2022)



Visitors' origin* (2022)



Top drivers for destination choice*** (2022)

- 1 Offers good value for money
- 2 Is a welcoming place to visit
- 3 It's easy to get around once there
- 4 There is beautiful coast and countryside to explore
- 5 Can roam around visiting many types of places



Perceptions of the UK**** (2022)

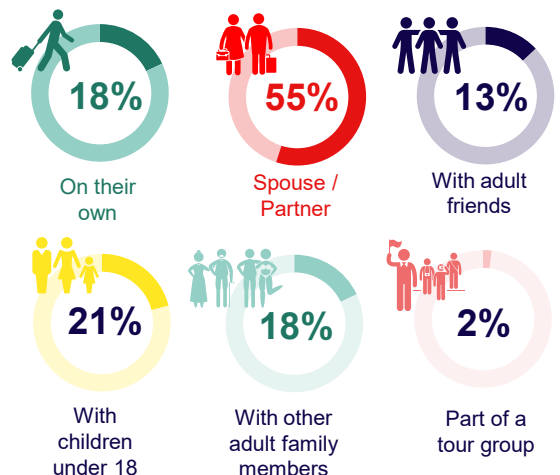
The UK ranks within the top 10 out of 60 nations for:



Top sources of inspiration*** (2022)



Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS
 *** VisitBritain/Kubi Kalloo MIDAS research project 2022
 ****Anholt-Ipsos Nation Brands Index 2022



Top 5 activities desired on a holiday/short break abroad

- 1 Experience coastal places and scenery
- 2 Explore local food and beverage specialities
- 3 Visit famous/iconic tourist attractions and places
- 4 Explore history and heritage (historical sites, architecture)
- 5 Experiencing city life

Share who state holidays benefit their wellbeing
79%

Top 5 sustainable actions by visitors to Britain¹

- 1 Buying local when I can
- 2 Using public / greener transport
- 3 Visiting places outside of peak season
- 4 Visiting less well-known places / attractions
- 5 Supporting tourism businesses investing in local people/economies

Likelihood to combine Britain with other destinations



Travel only to Britain



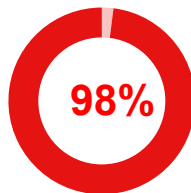
Combine a trip to Britain and other places in Europe



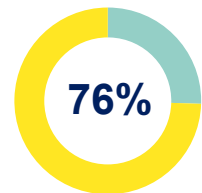
Undecided



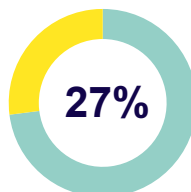
Share of Canadian visitors “likely” or “extremely likely” to recommend Britain*



Share of Canadian visits which were repeat visits*



Share of Canadian travellers with accessibility requirements



Share of Canadian travellers who identify as LGBTQIA



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals: 2015

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022

¹ based on previous visitors to Britain