



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

## Market Insights



### Pent Up Savings

UK household savings are at an all-time high, which is expected to fuel demand for international travel. Multi-generational travel is expected to rise as British travellers look to make up for lost time and re-unite their families through travel to bucket list destinations, such as Canada.



### Great Outdoors

Against the backdrop of COVID, British travellers have been drawn to destinations that offer uncrowded spaces. They are looking for safe destinations with plenty of outdoor experiences, all qualities that Canada is well-positioned to deliver.



### Values Alignment

There is increasing awareness and attention among the British toward travelling with purpose. They are looking for space and time, an opportunity to rejuvenate and a chance to travel differently – and in a more responsible manner.

## Market Potential<sup>1</sup>



Canada's target market  
**14,122,500**



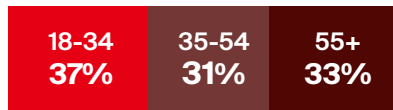
**44%**  
are definitely/very likely to visit Canada in the next 2 years



**6,228,000**  
Canada's immediate potential in the next 2 years

## Demographics<sup>1</sup>

### Age



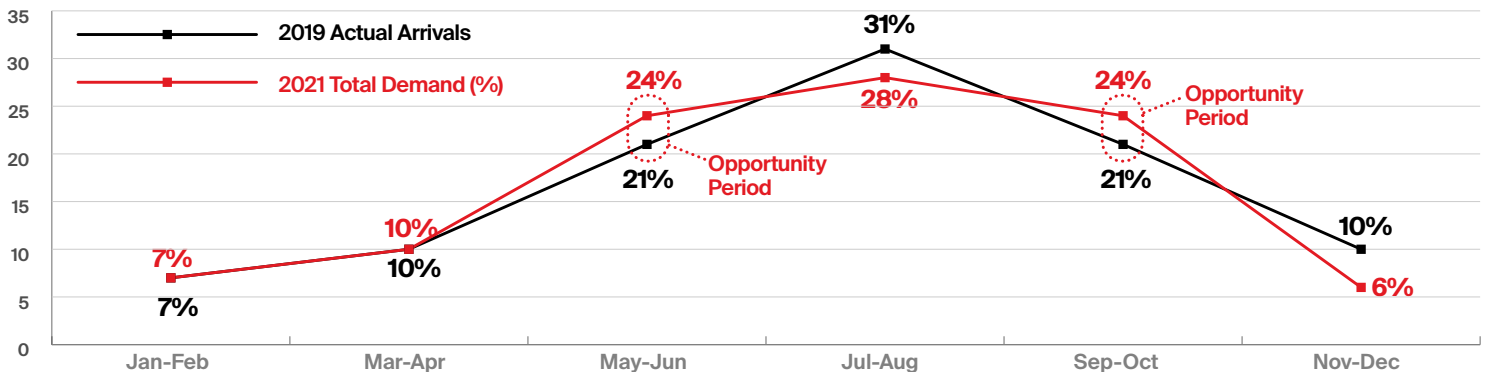
### Annual Household Income



### Children



## Seasonal Demand<sup>1,2</sup>

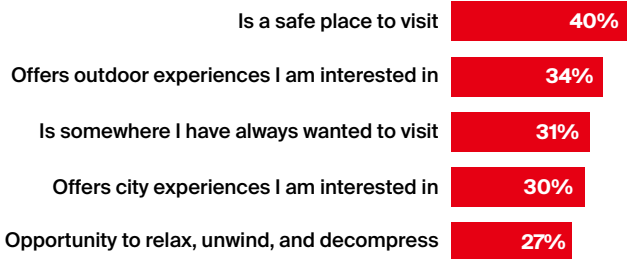


<sup>1</sup> Global Tourism Watch 2021.

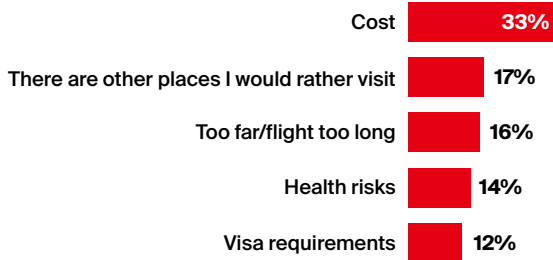
<sup>2</sup> Statistics Canada, Frontier Counts, 2019.



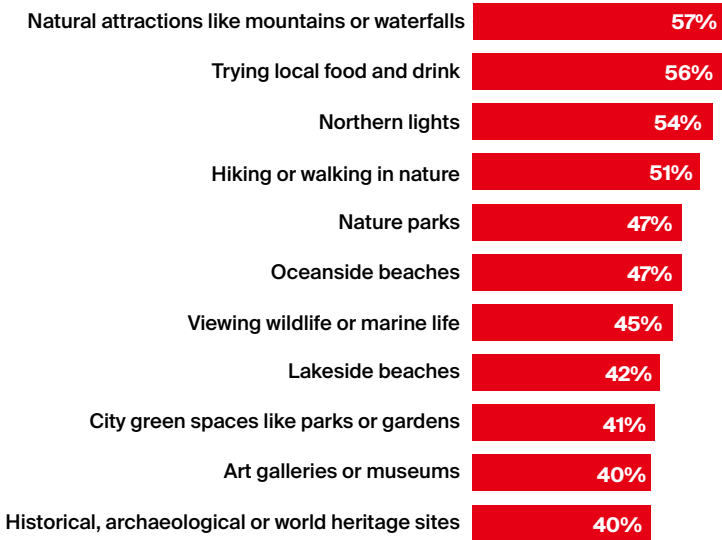
## Top Motivators for Future Trip to Canada<sup>1</sup>



## Top Barriers to Canada<sup>1</sup>



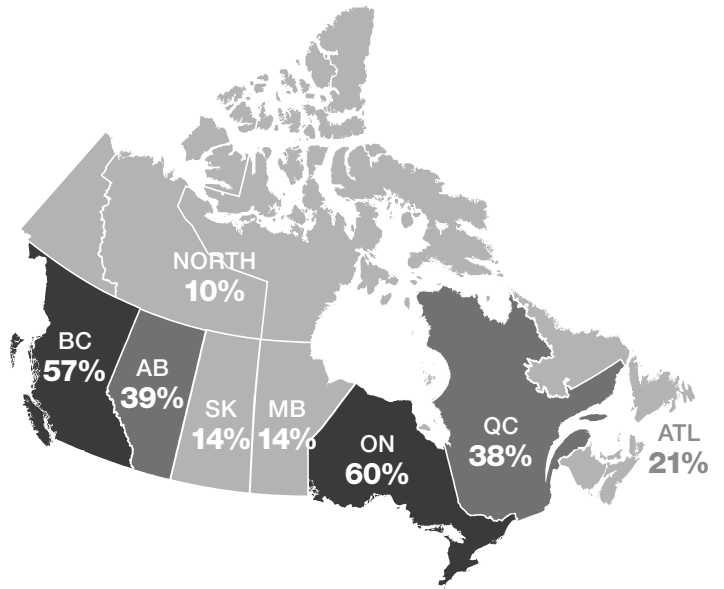
## Top Activities of Interest for Future Trip to Canada<sup>1</sup>



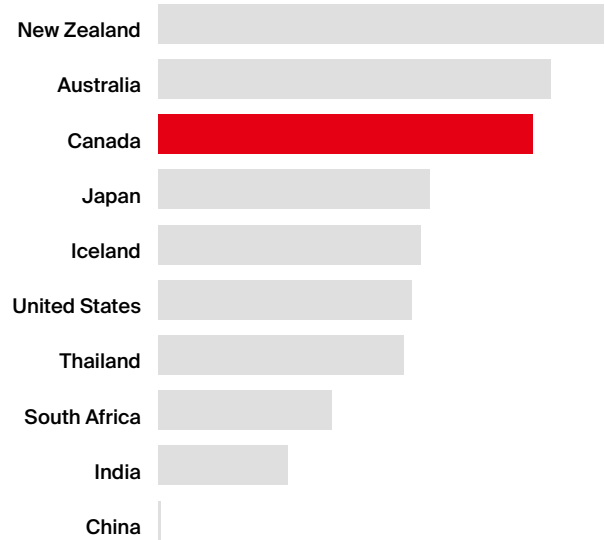
## Travel Agent Usage for Future Trip to Canada<sup>1</sup>



## Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)<sup>1</sup>



## Net Promoter Score (Normalized)<sup>1</sup>



### For further information, please contact:

Rupert Peters

Regional Managing Director, Europe

T +44-207-389-9982

[peters.rupert@destinationcanada.com](mailto:peters.rupert@destinationcanada.com)

<sup>1</sup> Global Tourism Watch 2021.

<sup>2</sup> Statistics Canada, Frontier Counts, 2019.