



UNITED KINGDOM

MARKET OVERVIEW

Outbound Trips From
UK Globally

79.8M

Top Destinations

- 1- Spain
- 2- France
- 3- US
- 20- Canada

Overnight Trips From
UK to BC

229,000 (0.3%)

Total Spending in BC
\$350M

#2

UK is BC's
International
Market

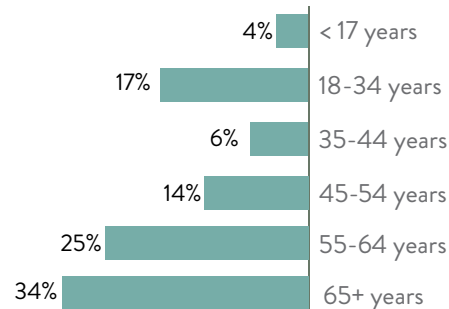
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Overseas
Market

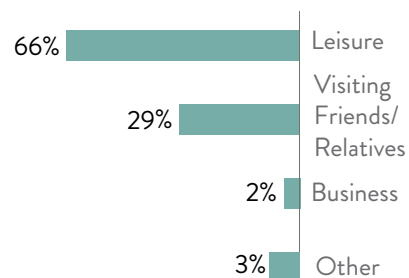
EXPLORER QUOTIENT

Gentle Explorer	24%
Authentic Experienter	16%
Free Spirit	13%
Cultural Explorer	10%
Cultural History Buff	10%

AGE



TRIP PURPOSE



TRAVEL PARTY SIZE



1.7 PEOPLE

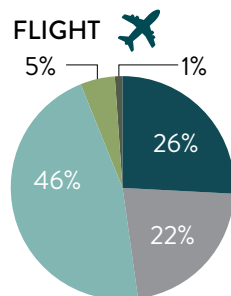
MARKET INSIGHTS

The UK was BC's second-largest international market and top overseas (including Mexico) market in 2015; this ranking increased one position from 2014.

An estimated 229,000 travellers from the UK visited BC in 2015, spending approximately \$350 million in tourism-related dollars.

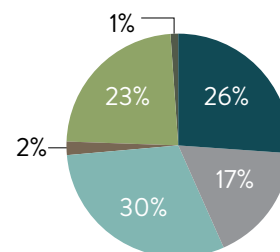
The UK remained the top European market for BC in 2015. The UK accounted for 41% of BC's European market share, remaining relatively stable compared to 2014.

BOOKING METHOD

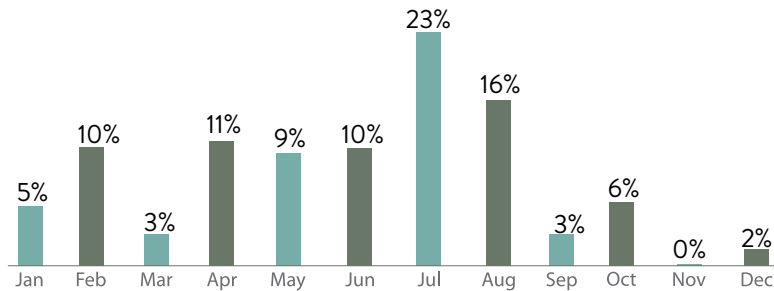


- TRAVEL AGENT
- THROUGH OTA
- DIRECTLY
- VISITOR CENTRE
- NOT NEEDED
- OTHER

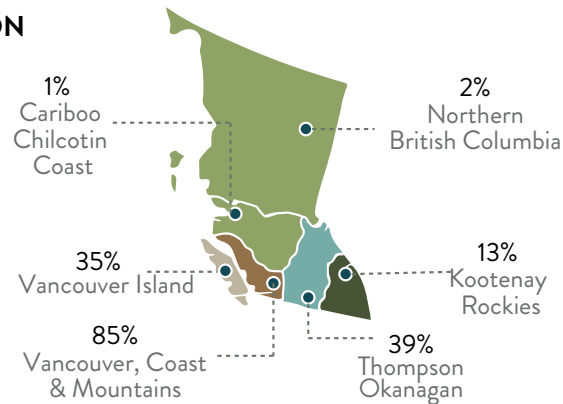
ACCOMMODATION



MONTH OF VISIT



VISITS BY REGION



TOP TRENDS FOR UNITED KINGDOM

The value of the pound has been sliding on international currency markets since the start of 2016. The weakening British pound should drop the number of visits to Europe, US and Canada due to decreased purchasing power.

According to Euromonitor International, Canada was ranked #20 as a destination receiving outbound travel from the UK.

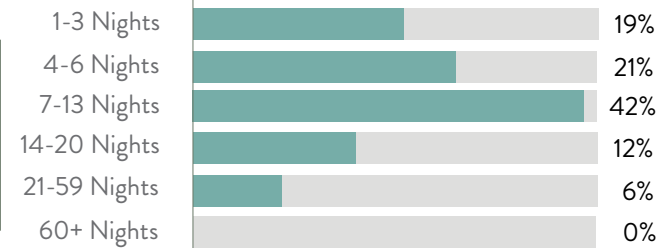
Canada's top competitive set for the long-haul UK travel market is Spain, France and the US.

TOP 10 ACTIVITIES



TRIP LENGTH IN BC

AVERAGE
9.2 NIGHTS



AVERAGE TRIP SPENDING PER PERSON

\$1,514
PER
PERSON



SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from the United Kingdom to British Columbia, unless otherwise noted.

RESOURCES

Destination British Columbia's Estimated International Visitor Volume/Expenditures (2015)

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Tourism Watch (2014)

Euromonitor International (2014)

Statistics Canada's International Travel Survey (ITS) (2013 & 2014)

NOTES

"Booking Method" shares of "travel agent" bookings are the same for both flight and accommodation, however, all other types of booking methods are independent of each other.

"Top 10 Activities" measures travellers' participation in activities during their trip, which may include destinations other than BC.

"Visits by Region" may not equal 100% as travellers can visit more than one region during their trip in BC.

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