

A key strategic market for Destination Canada,
the UK was the second largest source of arrivals in 2024.

UK traveler spending surpassed 2019 levels in 2023, and is forecasted to grow 6.2% in 2025. While visitation will reach 94% of 2019 levels in 2025, full recovery is expected in 2026.

- The British pound has regained strength against the Canadian dollar, improving value for UK visitors. Economic growth in the UK is expected to remain steady in 2025.
- Spending is expected to reach 121% of 2019 levels in 2025, with visits growing 7.5% in 2025 and 8.2% in 2026.
- By 2026, Canada is expected to host 875,400 visitors from the UK, who will spend \$1.9 billion.

Spending and visitation levels (% relative to 2019)¹

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Spend	100	13	17	66	115	127	139	150	161	169	175	182
Visitation	100	13	14	61	85	94	101	107	112	116	117	119

0%-50%51%-75%76%-100%101%-120%121%+

There is an unprecedented economic opportunity from a growing tourism industry, but there is significant potential for disruption in 2025. To remain resilient, our industry must reinforce that Canada remains open and friendly.

Potential Market Size²

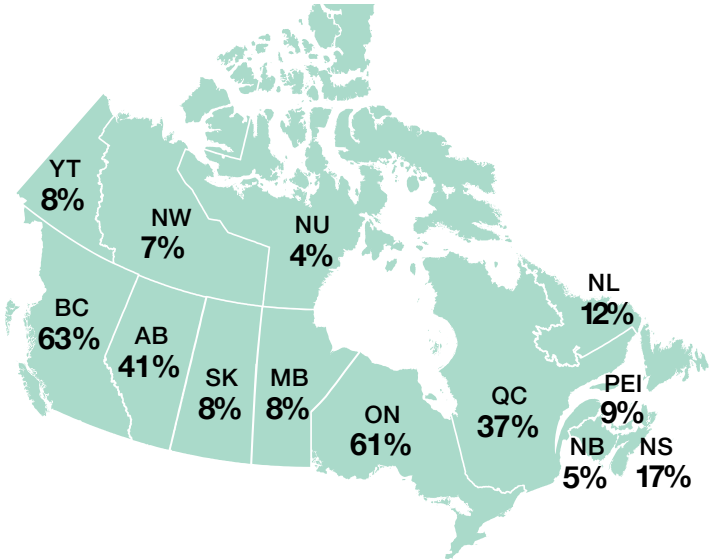


Total potential for
long-haul travellers

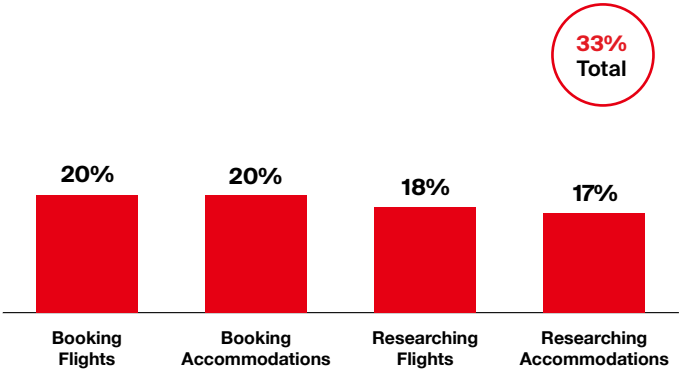


Canada's immediate
potential

Likelihood to Visit Canadian Regions (Next 2 Years)




Use Travel Agent on Canada Trip²



The DC Tourism Outlook Fall 2023 has been adjusted from 2023 to 2025 to reflect the latest arrival numbers.

¹ Destination Canada Tourism Outlook 2025-2030
² Destination Canada Global Traveller Research Program 2024

In the UK, there are two key priority segments selected through advanced analysis of their alignment to Canada’s product offerings, their potential economic impact, brand alignment, and their ability to benefit Canadian communities.



the UK Priority Segment

REFINED GLOBETROTTERS

% Of the UK Adult Population

15%

% Of the UK Visitors to Canada

28%

% Of the UK Spend to Canada

35%

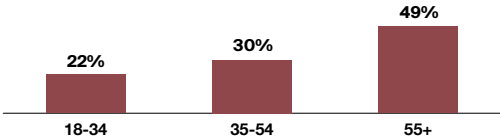
We prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. We are experienced travellers who are always on the lookout for new, unique places to cross of our list.


TOP CANADA ACTIVITIES

- Local Cuisine
- Cultural Experiences & Attractions
- Health and Wellness
- Guided Tours

Type of Travel Trade	Level of Use (compared to rest of market)
Travel Trade for group travel	★★★★★ (High)
Travel Trade for non-group travel	★★★★★★ (Very High)

AGE





the UK Priority Segment

OUTDOOR EXPLORERS

% Of the UK Adult Population

11%

% Of the UK Visitors to Canada

20%

% Of the UK Spend to Canada

22%

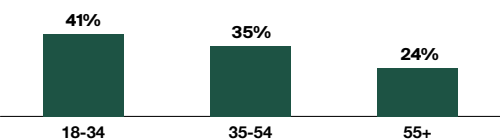
We are nature explorers who crave the thrill of unknown landscapes and overcoming challenges. Adventure travel allows us to grow, learn new skills, and establish personal traditions.

TOP CANADA ACTIVITIES

- Nature Experiences
- High-intensity Sports
- Water / Winter Based Sports
- Casual Sports

Type of Travel Trade	Level of Use (compared to rest of market)
Travel Trade for group travel	★★★★★★ (Very High)
Travel Trade for non-group travel	★★★★★ (High)

AGE



Source: Destination Canada Traveller Segmentation Program 2024

Note: Segment sizing estimates will differ from those in the Global Traveller Research Program (GTRP), which applies stricter screening criteria—specifically a more narrowly defined long-haul traveller profile.

For further information, please contact:

Rachel McQueen | Managing Director, UK | T +44 (20) 7389 9982 | mcqueen.rachel@destinationcanada.com