



UNITED KINGDOM

Market Overview

Outbound Trips from
UK Globally

56.5
million

Top Destinations

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

Overnight Trips from
UK to BC
235,000 (0.4%)

Total Spending in BC
\$357.2 million

#2

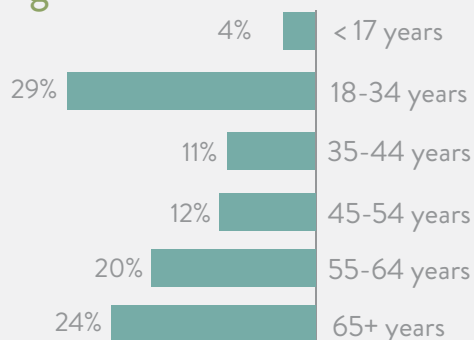
#1

UK is BC's
International
Market
Overseas
Market

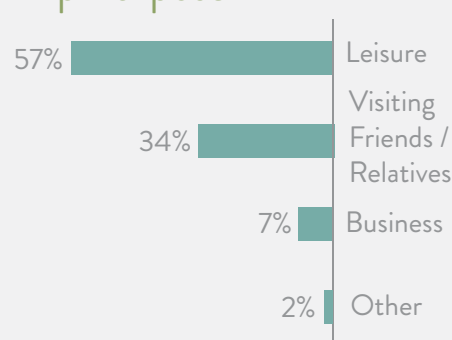
Explorer Quotient

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 value of the British pound continues to slide on international currency markets, potentially decreasing the number of visits by UK residents to Europe, US, and Canada.

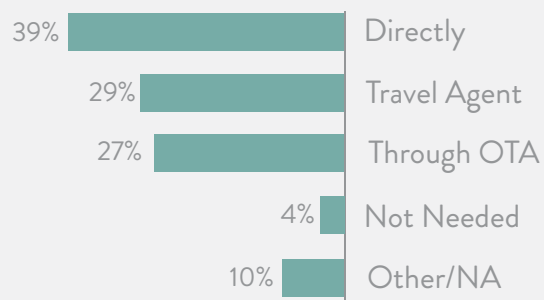
Despite the decreased purchasing power of the British pound, BC has seen a 17% increase in air capacity at Vancouver International Airport and an increased interest to travel to Canada in 2016.

According to Euromonitor International, Canada was ranked 20th as a destination welcoming British travellers.

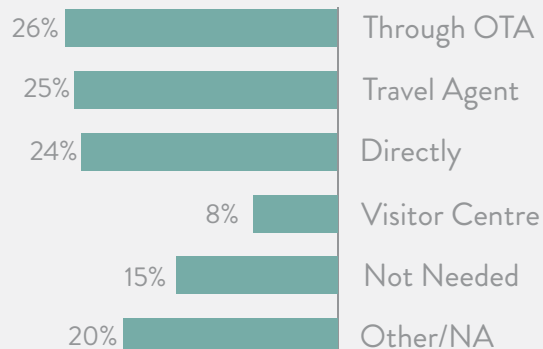
Canada's top competitive set for the long-haul UK travel market is Spain, France, and the US.

Booking Method

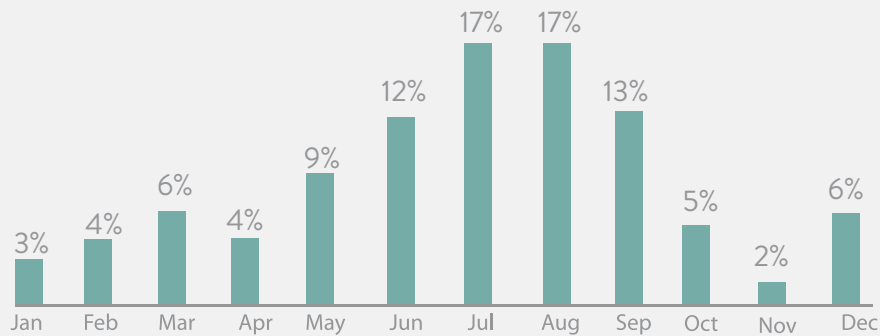
Flight ✈️



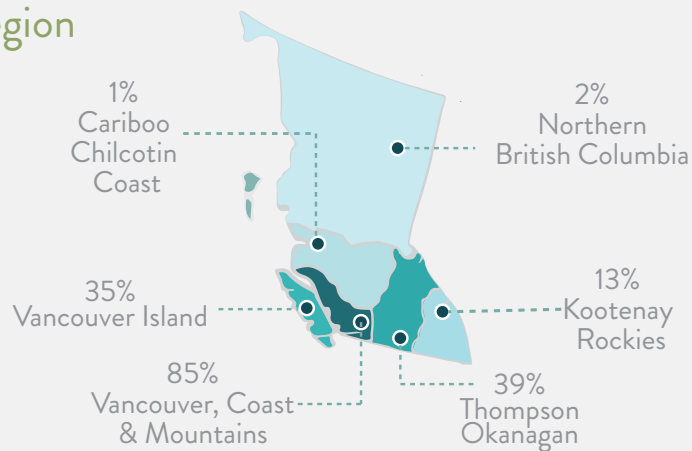
Accommodation 🛏️



Month of Visit



Visits by Region



Top Trends for the United Kingdom

The value of the British pound continues to slide on international currency markets, potentially decreasing the number of visits by UK residents to Europe, US, and Canada. This outbound travel trend might be affected by economic impacts of Brexit.

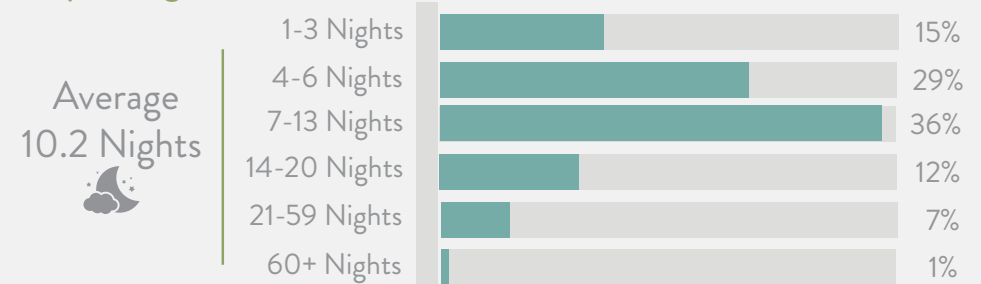
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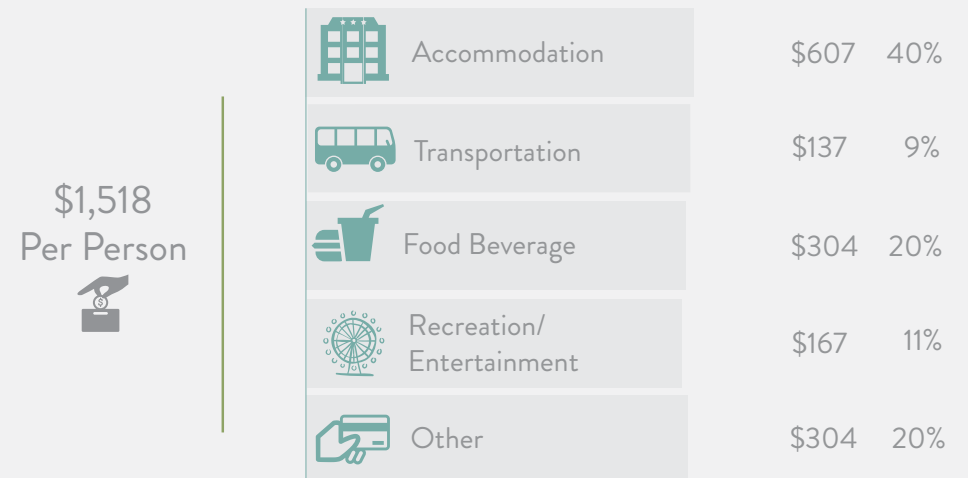
Top 10 Activities



Trip Length in BC



Average Trip Spending 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.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

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.

Destination British Columbia

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