



Insight Department:  
Canada Factsheet | 2022

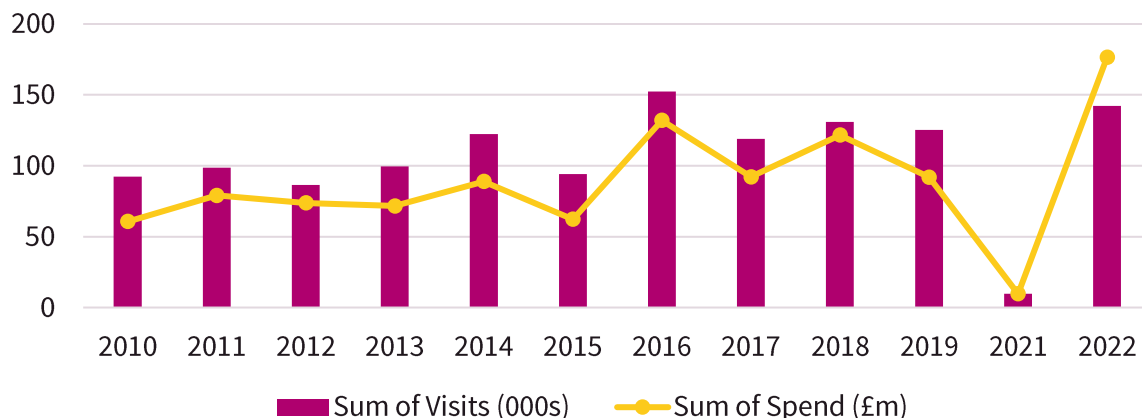
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## INSIGHT DEPARTMENT: CANADA FACTSHEET 2022

In 2022, Canada was Scotland's sixth largest international source market by number of visits, third by expenditure and third by number of nights. Canadian visitors accounted for 4% of all overseas visits and 6% of all overseas spend in Scotland. Canadian visitors to Scotland spent a record high of £176 million in 2022, higher than pre-pandemic levels, and an increase in the number of visits close to that of 2016's peak.

### Visits and spend over time



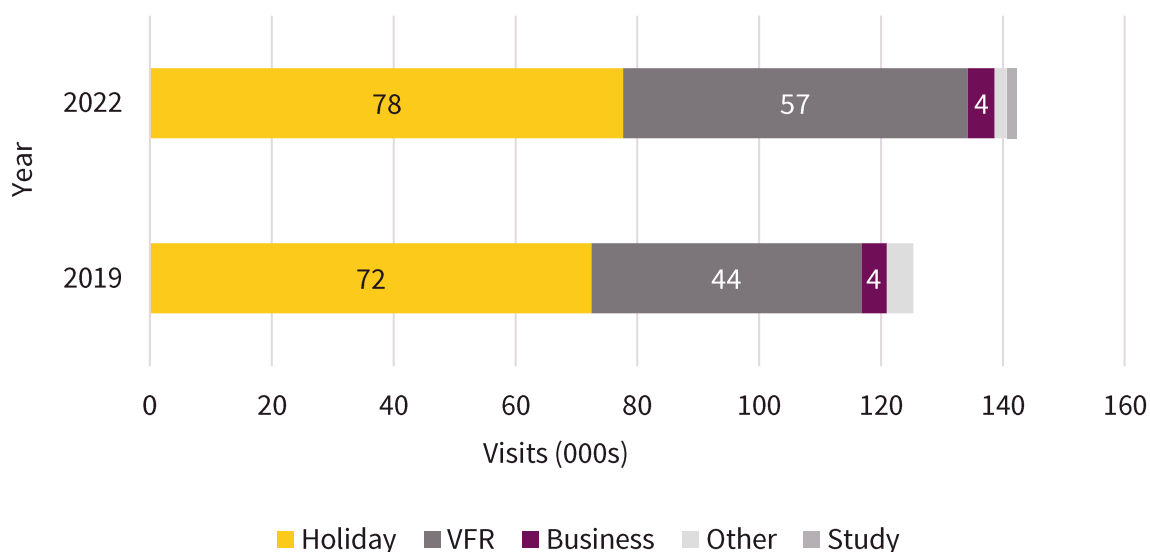
The total number of visits increased by 14% from pre-pandemic levels, whilst the total spend increased by 92%, reaching a record high over the last decade. The total number of nights also increased by 63%.

Year	Visits	Nights	Spend (£m)
2019	125,000	1,023,000	92
2022	142,000	1,663,000	176
Change	14%	63%	92%

Visitors from Canada spent on average £506 more during their visit compared to 2019. The average spend per visit was 69% higher than pre-pandemic, setting a record high for the past decade. The average length of visit was 43% greater, at 11.7 nights, and the average spend per night also increased by 18%. The increase in spend per visit is likely due to the more favourable exchange rate throughout 2022, meaning Canadian visitors had more to spend than they would have had previously. The longer stays are most likely due to the increased proportion of visits to see friends or relatives.

Year	Spend/visit	Nights/visit	Spend/night
2019	£734	8.2	£90
2022	£1,240	11.7	£106
Change	69%	43%	18%

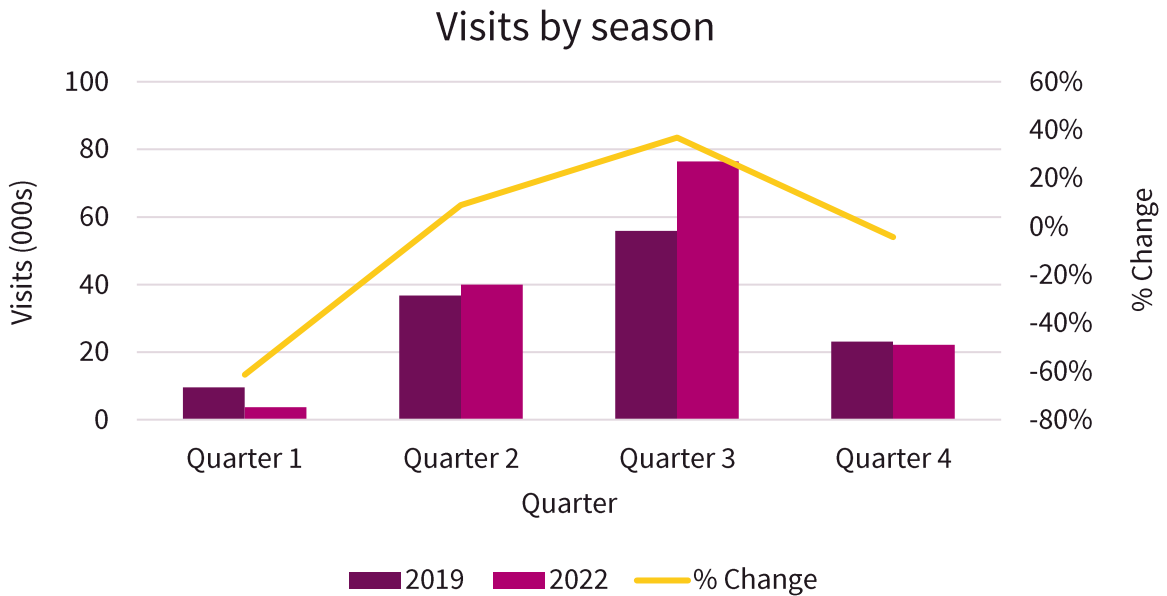
## Visits by purpose of visit



Just over half of all visits were for the purpose of holidays, whilst 40% were for visiting friends or relatives, and just 3% for business. Canadian visitors' visit intentions remained very similar to pre-pandemic, with just slight shifts in the proportions of holiday visits, visits to see friends or relatives and visit for 'other' purposes. The proportion of business visits remained the same.

Purpose of visit	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Business	4	3%	4	3%
Holiday	72	58%	78	55%
VFR	44	35%	57	40%
Study	0	0%	2	1%
Other	4	4%	2	1%

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In 2022, the proportion of visits to Scotland by Canadian visitors was lower in the winter and autumn months and higher in spring and summer months, with more than half of all visits happening during the third quarter of the year, between July and September. In 2022, Q3 was an even more popular season for Canadians to visit Scotland compared to 2019.

Season	2019 visits (000s)	Visitor proportion (%)	2022 visits (000s)	Visitor proportion (%)
Quarter 1	10	8%	4	3%
Quarter 2	37	29%	40	28%
Quarter 3	56	45%	76	54%
Quarter 4	23	18%	22	16%

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## About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

## Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](https://www.visitbritain.org) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](https://www.visitbritain.org) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).



## Appendix

International Passenger Survey 2022

### USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS).

Information about the survey can be found on the VisitBritain website

[www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section) or the Office for National Statistics website [www.statistics.gov.uk/hub/index.html](http://www.statistics.gov.uk/hub/index.html).

**Sample Sizes:** Some analysis within this report may be based on small sample sizes. Before using the data, it is

important to recognise the limitations of using a small sample

size. Further information, including methodology and sample

sizes, can be found on the VisitBritain website [www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section).

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