

QUICK FACTS AND INSIGHTS CANADA

Economic environment

Population:	33million
Internet penetration:	63% of the population use the internet
GDP 2006 (PPP):	US\$1,176 billion
GDP growth:	c. 3%

The world's 12th largest economy, Canada's fortunes are very much tied to developments in the US, so growth is expected to slow in 2008.

Source: The Economist / ETC

Canadian outbound travel trends

- Canada's outbound travel has grown strongly over recent years. The USA remains the main recipient, but the proportion of travel to other countries has recently grown significantly, and due to the new necessity of a passport to visit the US, more and more Canadians are now equipped to travel abroad.
- Canadians are keen city breakers and touring holiday-makers. Sightseeing and enjoying nature and culture are popular holiday activities – a good fit for Scotland. Visiting friends and relatives (VFR) is a major part of Canadian outbound tourism, and of visits to Scotland.
- After closer destinations such as USA, Mexico and the Caribbean, Europe is the main recipient of outbound holidays. Europe is also said to still be a dream destination for many Canadians. Family ties are a major factor behind the UK and France being the top European destinations.
- On average, outbound holidays to countries other than the USA last between 1 and 2 weeks long. Canadians get up to 20 days leave but often do not take their full complement.
- Travel agents are still key players in holiday organisation, but their share of the market is declining and it seems that the internet is now the top method for researching and planning a holiday, and increasingly to make bookings.

Scotland's visitors

- Canada is one of Scotland's biggest holiday markets and there has been growth in visitors in recent years. Travel here is enabled by good flight links from some of the key tourism generating cities such as Toronto and Vancouver.
- Trips to Scotland by Canadians tend to take place between July and September although spring is also popular. Trips to Scotland tend to last between 1 and 2 weeks. Canadians often combine Scotland with another destination on their trip, such as England.
- The most popular holiday activities here are touring, exploring the scenery, sightseeing, visiting castles and visiting friends and relatives. Scotland's golf is an attraction for Canadian visitors who also enjoy walking during their holiday.
- B&Bs are the most frequently used type of accommodation by Canadian visitors to Scotland. The considerable VFR segment means that private homes also take a share of this market.
- The age of visitors to Scotland is quite evenly spread through the age bands (though with a bias towards the 45 to 64 age groups.) Holiday travel parties in Scotland are usually made up of 2 adults without children. Many Canadian visitors are likely to have visited Scotland previously.

For more information on Scotland's visitors from Canada, visit www.visitscotland.org