



Spending by UK travellers is forecast to recover to 2019 levels by 2023, visitation levels are expected to recover by 2025.

Market Forecast Insights

Visits by UK travellers reached 83% of 2019 levels in 2023, while spending is expected to reach 107% of 2019 levels. The growth of inflation took longer to slowdown in the UK compared to the US, or Canada, although it did eventually decrease. However, economic growth in the UK is expected to be relatively weak in both 2023 and 2024.

- From 107% in 2023, spending by UK travellers is projected to reach 116% of 2019 levels in 2024 and 126% of 2019 levels in 2025.
- Visits from the UK are expected to reach 102% of 2019 levels in 2025.
- In 2025, Canada is expected to welcome 881,000 guests from the UK, who will spend \$1.8 billion.

Market Forecast Highlights¹

Spending and visitation levels (% relative to 2019)

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Spend	100	13	15	67	107	116	126	129	143	157	170	182
Visitation	100	11	13	68	83	92	102	109	118	127	136	145

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

Forecast Context and Assumptions¹

Travel Sentiment

- In December 2023, 48% of UK residents were planning an international holiday in the next 12 months. A lower percentage than in Germany (59%), but ahead of France (45%).²
- Among UK residents, 44% say the greatest barrier to travel is price, with another 33% saying the greatest barrier is the cost of accommodation.²

International Travel Conditions

- Outbound travel is being held back by inflation growth that stayed higher for longer than it did in other countries and a generally weak economic outlook for 2024.
- Despite this, an affinity for travel to Canada will help support travel during this period of weak economic growth.

Economy³

- The Canadian dollar weakened against the UK pound in 2022 and 2023, making Canada a less expensive destination. The Canadian dollar is expected to strengthen in 2024/25, increasing the cost of travel to Canadian market.
- GDP growth is forecast to be just 0.3% in 2023 and 0.6% in 2024.

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

¹ DC Tourism Outlook Forecast, Fall 2023
² YouGov Global Travel Profiles | December 2023
³ Oxford Economics



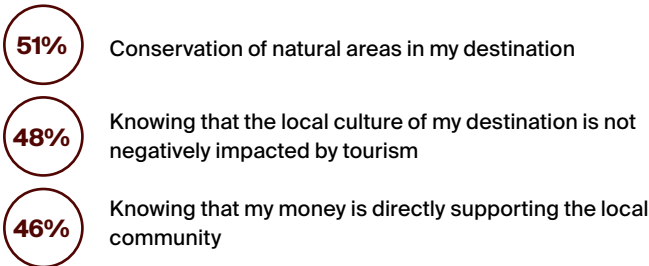
Total Long-Haul Travellers

British residents aged 18 and older who have taken a long-haul pleasure trip outside of Europe, North Africa and the Mediterranean in the past three years, or plan to take a such a trip in the next two years.

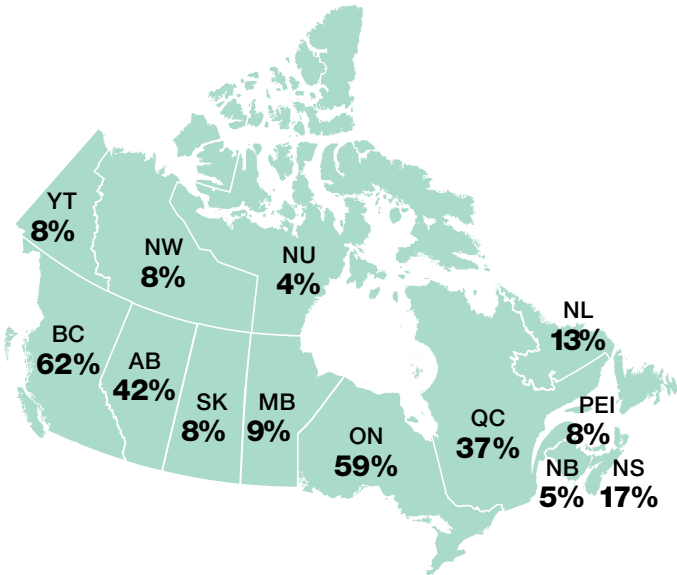
Potential Market Size⁴



Top 3 Most Important Sustainability Efforts⁴



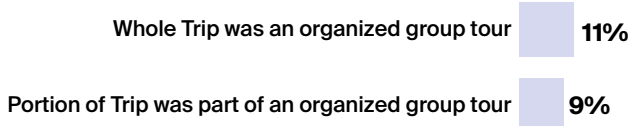
Likelihood to Visit Canadian Regions (Next 2 Years)⁴



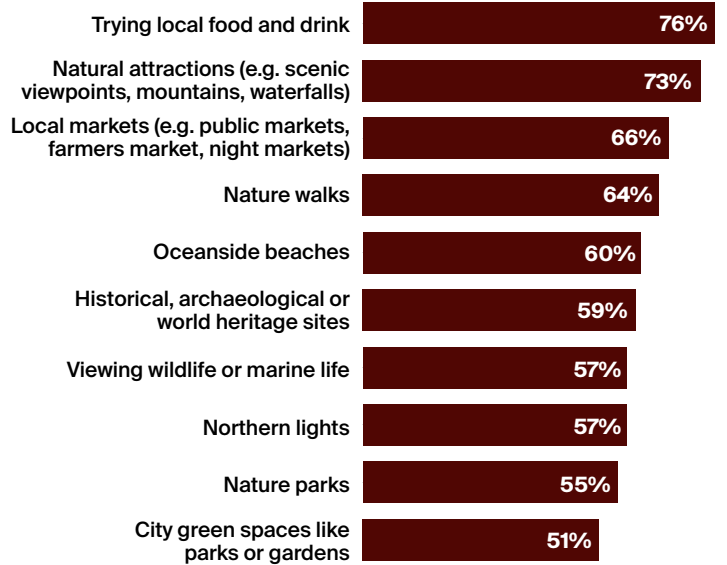
Travel Agent Usage for Most Recent Trip⁴



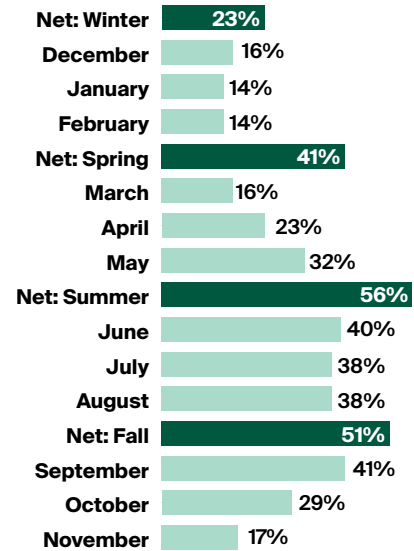
Organized Tour Usage for Recent Trip⁴



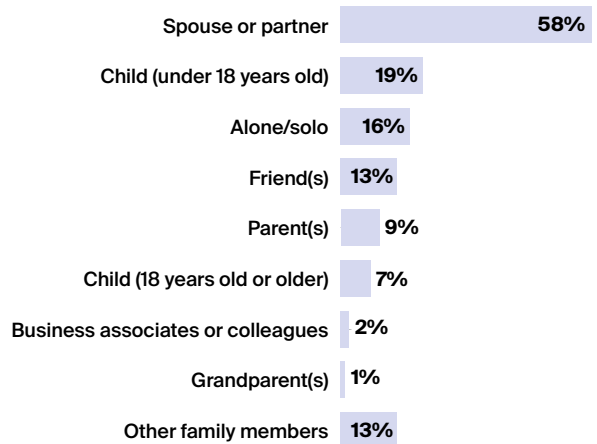
Top Activities of Interest While on Vacation⁴



Canada Consideration By Seasons⁴



Travel Party of Recent Trip⁴



For further information, please contact:

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⁴ Global Traveller Research Program 2023.