Canadian Tourism Commission
Commission canadienne du tourisme

Global Tourism Watch

2012 UK Summary Report

Newfoundland and Labrador

Canada

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1. Introduction

The Canadian Tourism Commission (CTC) began conducting the annual Global Tourism Watch (GTW) program in 2007. The primary purpose of this research program is to expand the base of consumer-based intelligence in 12 key markets.

The study approach has changed slightly for 2012 and 2013, the sixth and seventh years of the program, with the GTW being conducted in approximately one half of the markets in one year and the other half in the next. This new cycle will allow the CTC and its partners to maintain an up to date pulse on all key markets, while, at the same time, focusing on fewer individual countries in any given year creating some cost efficiencies. Eight markets were included for 2012: Canada, the US, the UK, Germany, Australia, China, South Korea, and Brazil. In 2013, the study will be conducted in six countries - Japan, France, Mexico and India in addition to Canada and the US.

The overall objectives of the GTW study are to:

- Monitor awareness, travel intentions, and other key market indicators for Canada and the regions;
- Assess perceptions of Canada and track brand performance against the competitive set over time;
- Identify the general experiences sought by travellers, assess Canada's competitive positioning on key products and identify growth opportunities;
- Identify motivators and barriers for travel to Canada; and,
- New for 2012: Explore the role of social media and advocacy in the tourism context.

In response to a rapidly changing travel marketplace, the CTC and TNS worked together to substantially revise and update the questionnaire prior to the 2012 fieldwork. This was done to better reflect current travel realities and to gather more in-depth information on Canada's competitors in each market. The new GTW data permits direct comparison of Canada to those competitor countries unique to each market. The CTC has designated the US, Thailand, India, South Africa, Australia, and New Zealand as the competitive set for Canada in the UK market.

Methodology

In 2012, a web-based panel survey was conducted by TNS. The target population for the online survey was residents aged 18 years and older, who had taken a long-haul pleasure trip outside of Europe, North Africa, and the Mediterranean where they had stayed at least 4 nights with a minimum of 1 night in paid accommodation in the past 3 years or plan to take such a trip in the next 2 years.

Data was gathered from 1,563 respondents in the UK, including 301 recent visitors to Canada. Data was collected in June 2012.

2. Key Take-Aways

The UK travel market continues to suffer lasting impacts of the global economic crisis which began in 2008. While some encouraging signs are evident in travel indicators this year, the GTW results continue to show Canada is facing many challenges in this market.

- The UK long-haul travel market has contracted due to the prolonged recession, political instability in some key destinations and prohibitive taxes on long-haul flights. While overall outbound trips rose in 2012, gains were largely confined to the short-haul market and did not extend to long-haul destinations.

- 23% of outbound travel is long-haul with a total of 15.9 million trips in 2012. Canada is the 4th most visited long-haul destination, just ahead of Australia. The US is by far the most popular destination. This trend is expected to continue with the US topping the list for all aided and unaided destination awareness and consideration measures as well as being strongly associated with offering good value for money, a key consideration in the UK market and fitting with the current economic climate.

- Affordability is a major consideration for UK travellers. Just 39% of UK travellers feel Canada offers good value for money versus 54% for the top ranked US. The expense of a Canadian vacation was the most cited barrier that could prevent a trip to Canada, identifying a key issue for the Canadian industry to address. Offering competitively priced options and emphasizing value may help to shifts perceptions. Promoting dual country itineraries may help given the US' strong performance in this area. Notably, past visitors to Canada feel that a trip here was more affordable than anticipated and this group might be targeted as Advocates in helping debunk this overall impression with the UK public at large.

- "Seeing beautiful scenery" is the #1 product interest of UK travellers. Marketing materials need to emphasize scenic beauty which Canada is strongly associated with and the uniqueness / authenticity Canada can offer which is currently a product weakness. UK travellers rate a unique and authentic travel experience highly, and while Canada can offer these types of experiences, the perception is that it does not relative to other countries in the competitive set. Changing this perception is key and as with affordability, past visitors to Canada score the destination more highly on the authenticity front.

- There appears to be a lack of urgency to visit Canada, with the country receiving a last place assessment for "Intriguing". This is a difficult perception to change, but social media tools may be effective here, especially to encourage past visitors, who tend to have high opinions of the country, to share their impressions and experiences in Canada with their networks. Eighty percent of UK travellers are social media users, with Facebook and YouTube being most popular. Approximately one-quarter use Twitter, with recent visitors to Canada reporting higher than average use.

- Given the dominance of the US in this market (3.8 million UK arrivals versus 623,000 for Canada in 2011), there is considerable potential for Canada to draw more UK travellers with dual country itineraries.

- Canada currently draws a relatively homogenous market – the majority of visitors are 55+ years, retired, and from high income households. Those expressing future interest are more diverse (younger, less wealthy). The challenge for the Canadian tourism industry is converting those professing interest into actual visitors.

- Visiting friends and relatives (VFR) is a primary draw for both past and potential visitors to Canada. Strategies to continue to tap into the VFR market, such as encouraging Canadians to invite their UK relatives to visit, may prove effective.

- UK travellers claim to be considerably less knowledgeable about vacation opportunities in Canada than they are about the US. This suggests the Canadian tourism industry has a role to play educating UK travellers, as well as travel agents, on the breadth of products and experiences available.

- Travel agents still play a role in the UK market, with close to half of respondents seeking an agent's input on their most recent long-haul trip. Just one-third actually booked a trip through a travel agent, which is low relative to other GTW markets. While travel agents may be fading in importance in the UK market, programs to educate them on the merits of a Canadian vacation still have value.

- There is considerable advocacy potential among past visitors to Canada, which the tourism industry should better harness. A new measure for 2012, Canada received a very favourable "Net Promoter Score" of 50 which is only 3 points back of 1st place New Zealand.

- The majority of recent visitors to Canada shared their experiences with others both during and after their trip. Postcards dominated communication during the trip while in-person interactions were most common post-trip. This is not entirely surprising given the 55+ age dominant bracket making trips here.

- Despite this apparent reliance on traditional means of sharing, online use is growing quickly among UK travellers, another trend for the tourism industry to capitalize on. Social networks provide a prominent and often preferred space for the sharing of vacation photos and the ability to identify these with Brand Canada is key.

3. Market Health and Outlook

UK Market Conditions & 2013 Outlook

The UK emerged as one of the largest outbound travel markets in the world in the past decade. Short and long-haul volume peaked in 2007-2008 at 77.2 million trips before the UK economy was hard hit by the global recession, which saw travel volumes decline markedly in subsequent years. While inflation dipped in 2012, fears of a double dip recession lingered with no growth in GDP recorded. The British pound gained some strength against the euro in 2012, but depreciated modestly against US and Canadian currencies. Outbound travel showed signs of recovery in 2012, with 70.4 million trips taken, up from 67.2 million in 2011, however, growth was largely limited to short-haul destinations.

The 2013 forecasts call for a slow recovery in the UK economy with inflation under control. While economic indicators are rebounding, issues such continued worries about the economy, combined with high travel taxes on long-haul flights, political instability in some destinations, and a push towards domestic travel, makes the UK market a challenging one for Canada.

Approximately 23% of current UK travel volume is to long-haul destinations which totalled roughly 15.9 million trips in 2012. Top long-haul destinations for the UK market in 2011 included the US (3.8 million trips), Thailand (845,000), India (801,000), Canada (623,000) and Australia (590,000). The UK is Canada's most important overseas market in volume terms. Travel to Canada peaked in 2007 with 894,000 overnight arrivals and has declined markedly since then. The CTC forecasts further erosion in 2012, with 599,000 UK visitors expected. Minimal growth is expected in 2013.

Some key trends related to economic uncertainty are evident in the 2012 GTW results. This year's result show a moderate decline in long-haul travel incidence with 80% of respondents reporting a long-haul trip in the past 3 years, down from 85% in 2011. Despite this shift, the proportion of frequent travellers (3+ long-haul trips in the past 3 years) remains unchanged at 23% this year which is down from a high of 36% in 2009.

In terms of future long-haul travel intentions, the market outlook (difference between those who say they will travel more in the coming 2-3 years versus the past 2-3 years) for the UK market continues to decline, falling from +19 in 2011 to +17 in 2012. This indicator has ranged from a high of +27 in 2007 to a low of +11 in 2009, when the effects of the global economic crisis were felt most acutely in the UK.

In 2012, all respondents were asked what factors they could foresee curtailing future long-haul travel. Results show that close to half of respondents fear they may not be able to afford a long-haul trip in the next 2 years. Two other factors related to economic worries, "poor economy" and "can't find good deals to entice me" appear in the top ranking reasons for not travelling, which underscores the lingering impacts of the weak British economy on travellers' psyches. Other top reasons for not travelling long-haul include "personal reasons" which encapsulates a number of barriers such as illness and "potential international conflicts or war". Canada might gain some traction in this market by emphasizing the safety and stability aspects of a Canadian vacation.

4. Market Potential

Exhibit 4.1 provides an estimate of the size of the potential market for Canada in two ways – the macro target market and the immediate potential.

The target market is a broader estimate of the market size based on expressed interest among all UK long-haul travellers (market size estimate derived from the 2010 omnibus study of the UK adult population). The proportion of GTW respondents who are "definitely", "very interested", or "somewhat interested" in Canada in the next 2 years is applied to the broader traveller population to come up with an target market estimate of 16.4 million.

The immediate potential is a more conservative estimate based on GTW respondents who say they are "definitely" or "very likely" to visit Canada in the next 2 years. This translates into a market of 4.9 million travellers with more immediate potential for conversion. While the immediate market estimate is up by approximately 150,000 from 2011, the result is not directly comparable to previous years due to a change in the question wording.

Exhibit 4.1 – Size Of The Potential Market To Canada (Next 2 Years)

	Size of Potential Market to Canada
Total potential long-haul pleasure travellers (aged 18 plus)	20,873,000
Target Market for Canada	
Definitely / very / somewhat interested in visiting Canada in the next 2 years	79%
Size of the target market	16,489,670
Immediate Potential for Canada	
Will definitely / very likely visit Canada in the next 2 years	30%
Immediate potential	4,947,000

Base: Long-haul pleasure travellers (n=1,563)

Exhibit 4.2 show the immediate potential for the regional partners of the GTW study based on stated levels of interest expressed by those intending to visit Canada in the next 2 years. The immediate potential for the most popular regions (British Columbia, Ontario, and Quebec) is considerable, with each region of interest to over 2 million travellers.

In terms of destination preferences, UK travellers intending to visit Canada are most inclined to visit Vancouver, Niagara Falls, and Toronto, which mirrors the 2011 result.

Exhibit 4.2 – Market Potential For The Regions

	BC	ON	QC	AB	ATL CAN	YK	NWT	SK	MB	NU
Immediate potential for Canada					4,947,000					
Likely to visit region	71%	69%	43%	39%	28%	12%	12%	9%	7%	5%
Immediate potential for the regions (000s)	3,512	3,413	2,127	1,929	1,385	594	594	445	346	247

Base for percentages is those likely to visit Canada on a trip of 1-3 nights or 4+ nights in the next 2 years (n=931).

5. Competitive Environment

The GTW tracks Key Performance Indicators (KPIs) for Canada in areas such as unaided and aided destination awareness, unaided and aided destination consideration, and market penetration.

Exhibit 5-1 summarizes the 2012 KPIs for Canada. On an unaided basis, nearly one-quarter of respondents mentioned Canada as a long-haul travel destination, scoring behind the US and Australia. On an aided basis, more than half of UK travellers claim to be knowledgeable about holiday opportunities in the US, followed by Australia at 35%. Canada is again close behind in 3rd spot at 33%.

Canada comes 2nd on past visitation, but is far behind the US which two-thirds of UK travellers have visited at least once in their lifetime.

In terms of destinations under consideration for long-haul trips in the next 2 years, Canada again ranks 3rd, behind the US and Australia on an unaided basis. On the aided measure, Canada places 2nd to the US, marginally ahead of Australia.

Exhibit 5.1 – Key Performance Indicators For Canada – Summary

Indicator	Definition	All L-H Travellers (n=1,563)
Destination Awareness		
Unaided awareness of Canada (roll-up)	% who said Canada or a destination in Canada	24% (3rd)
Aided awareness of travel opportunities in Canada	% with excellent / very good knowledge of travel opportunities in Canada	33% (3rd)
Past Visitation		
Overall market penetration	% who have ever visited Canada for pleasure	29% (2nd)
Intentions		
Unaided destination consideration	% who mentioned Canada or a destination in Canada on their consideration list (for trips in next 2 yrs)	11% (3rd)
Competitive positioning on destination consideration (aided)	Rank on the consideration list relative to competitors	2nd

From a trending perspective, unaided awareness of Canada is up 1% this year, but remains lower than peak awareness levels of 28% set in 2007. Aided awareness is significantly up over 2011 and is at its highest level ever this year. Despite the increase, Canada remains in 3rd spot overall on this measure.

In terms of intentions, unaided consideration of Canada as a destination has trended downward since 2010. Aided consideration is significantly up in 2012 after several years of relative stability, but some of the gains may be attributable to questionnaire wording changes for 2012.

One of the key objectives of the GTW study is to measure traveller response to Brand Canada across all key global markets. For 2012, the study focus changed somewhat to measure personality, value, brand, and price perceptions against key competitors rather than Canada in isolation as was done previously.

Inclusion of the long-haul competitive set to Canada is an important change to the current and future editions of the GTW. This will allow the tracking of Canada's performance over time versus competitors that are most relevant as an alternative choice to a Canadian holiday in each GTW market.

In terms of personality trait association, Canada's top results were 2nd place finishes for "Beautiful", behind New Zealand, and "Friendly", behind Australia. Canada was awarded 3rd place finishes for "Confident", "Liberal", "Inspirational", and "Energetic", falling behind a combination of Australia, the US, and New Zealand.

Given Canada's relatively strong association with these traits suggests they can be leveraged successfully in future marketing campaigns.

Notably, Canada came last on the "Intriguing" trait suggesting UK travellers may not see a compelling reason to visit Canada in the short-term.

Exhibit 5.2 – Aided Brand Personality Perceptions

	1#	2#	3#	4#	5#	6#	7#	8#
Beautiful	NZ 56%	CAN 46%	AUS 35%	THA 30%	SAF 29%	USA 20%	IND 20%	NONE 4%
Friendly[1]	AUS 49%	CAN 44%	USA 41%	NZ 38%	THA 23%	IND 18%	SAF 10%	NONE 4%
Confident	USA 69%	AUS 48%	CAN 37%	NZ 17%	SAF 10%	NONE 8%	THA 6%	IND 6%
Liberal[1]	AUS 40%	USA 38%	CAN 33%	NZ 26%	NONE 18%	THA 13%	SAF 7%	IND 7%
Inspirational[1]	NZ 32%	AUS 30%	CAN 28%	IND 28%	USA 27%	THA 24%	SAF 20%	NONE 11%
Energetic[1]	USA 52%	AUS 42%	CAN 25%	NZ 23%	IND 19%	THA 16%	SAF 16%	NONE 8%
Informal	AUS 43%	USA 33%	NZ 28%	CAN 23%	THA 22%	IND 21%	SAF 16%	NONE 12%
Witty	NONE 37%	AUS 34%	USA 25%	CAN 19%	NZ 18%	SAF 7%	IND 6%	THA 5%
Authentic	IND 48%	THA 39%	NZ 27%	AUS 24%	SAF 22%	CAN 21%	USA 12%	NONE 9%
Intriguing	THA 48%	IND 48%	SAF 28%	NZ 23%	AUS 18%	USA 16%	CAN 14%	NONE 9%

Base: Long-haul pleasure travellers (2012 n=1,563)
Q10: We would like you to use your imagination for a moment. Consider the following words and pick up to 3 countries you associate with each word
Red text indicates CTC strategic priorities.
[1] New attributes added in 2012.

To be successful, a destination must be perceived as offering value, relevant experiences, and unique tourism products to travellers. To assess brand, value, and price perceptions, respondents were asked to evaluate Canada relative to competing destinations on four brand, four value, and three price-related statements.

In the minds of UK travellers, New Zealand dominates in the brand and value realms while the US is the clear leader on price.

Canada comes 2nd to New Zealand on inspiring geography and 2nd to the US on cost of air travel to reach the destination, identifying some possible points of differentiation for Canada.

In general terms, Canada ranks middle of the pack, typically behind New Zealand, Australia, and the US. Canada generally outperforms the US on brand and value attributes, but lags on price measures. Given this market's quest for value, Canada faces a challenge convincing UK travellers that there are affordable vacation options in Canada.

Exhibit 5.3 – Brand, Value, Price Perceptions

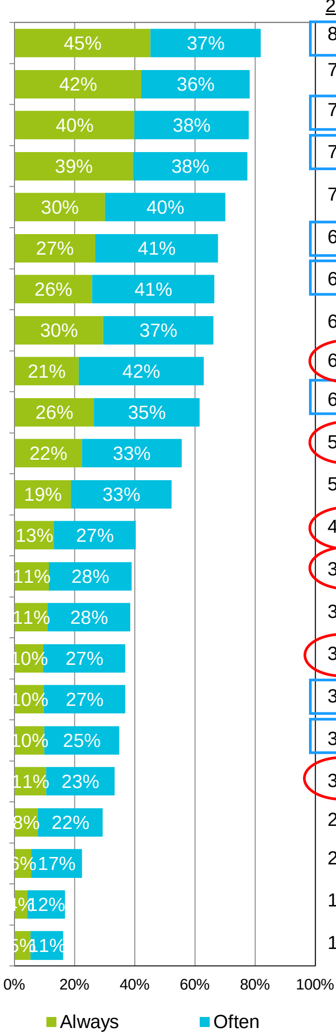
Top-3 Box	Canada	United States	Thailand	South Africa	New Zealand	India	Australia
Brand Perceptions							
A place that inspires me to explore its geography	66%	54%	47%	48%	69%	43%	63%
A place that inspires me to explore its culture	48%	35%	46%	40%	58%	50%	53%
A place that inspires me to meet and engage with its people	52%	47%	44%	34%	56%	40%	55%
A place that offers an authentic experience	55%	41%	57%	46%	61%	58%	54%
Value Perceptions							
A destination I would pay a little more for	44%	45%	30%	32%	50%	29%	46%
A destination with the travel experiences I am specifically looking for	51%	55%	35%	31%	54%	32%	49%
A place with unique features that other destinations don't offer	55%	52%	53%	50%	63%	55%	61%
A dream destination that I would visit if money were no object	57%	57%	41%	37%	65%	34%	61%
Price Perceptions							
A destination that is affordable to get to by air	36%	43%	28%	20%	26%	25%	22%
A destination with reasonable prices for food, entertainment and hotels	41%	59%	50%	29%	41%	47%	35%
A place that offers good value for money	39%	54%	50%	26%	37%	44%	33%

Base: Long-haul pleasure travellers (n=1,563)
Q11: We are interested in your general impressions of <Insert country>, as a holiday destination<If country=Canada hide ", even if you have never been there">. On a scale of 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree," how would you rate <Insert country> on each of the following?
Blue shading represents top performers.

Exhibit 5.4 tracks the product interests of UK travellers. It is important to note that the question changed in 2012 to ask about the importance of experiences when choosing a destination rather than when planning a trip. Some of the shifts evident in the 2012 results are attributable to this change and thus, results are not comparable to previous years.

Nature and culture remain the top vacation interests of UK travellers. Five of the top 10 interests relate to nature experiences, with "Seeing beautiful scenery" continuing to be of paramount importance. While Canada may have a harder time competing on historical and cultural elements, UK travellers appear to appreciate experiences unique to the destination, revealing an opportunity for the Canadian tourism industry to use remarkable and unique experiences (e.g., Signature Experiences collection) to attract UK travellers. A challenge is the lack of interest in Canada's strongest products - winter activities and multi-day water and land journeys.

Exhibit 5.4 – Product Interests



	Always	Often	Top 2 2012	2011	2010	2009
Seeing beautiful scenery	45%	37%	82%	85%	84%	86%
Experiencing a country's unique character and local lifestyles	42%	36%	78%	79%	79%	80%
Sampling local flavours	40%	38%	78%	84%	83%	84%
Seeing historical and cultural attractions	39%	38%	77%	81%	80%	81%
City activities	30%	40%	70%	70%	69%	71%
Visiting national parks and protected areas	27%	41%	68%	75%	76%	77%
Exploring vibrant cities that are in close proximity to nature	26%	41%	66%	71%	71%	71%
City cultural experiences	30%	37%	66%	64%	67%	68%
Exploring nature with city amenities nearby	21%	42%	63%	60%	63%	63%
Observing wildlife in their natural habitats	26%	35%	62%	70%	71%	72%
Experiencing aboriginal culture and attractions	22%	33%	56%	53%	55%	54%
Multi-day touring on your own by car or train	19%	33%	52%	52%	52%	56%
Entertainment experiences	13%	27%	40%	37%	38%	37%
Multi-day guided tours by bus or train	11%	28%	39%	32%	34%	33%
Participating in summer activities	11%	28%	39%	38%	36%	37%
Attending major events	10%	27%	37%	33%	35%	34%
Attending food / wine festivals and events	10%	27%	37%	42%	44%	44%
Resort experiences in natural settings	10%	25%	35%	40%	39%	40%
Participating in culinary learning experiences	11%	23%	33%	26%	29%	27%
Land-based journeys of one or more nights	8%	22%	29%	29%	29%	28%
Water-based journeys of one or more nights	5%	17%	22%	21%	21%	20%
Participating in other winter activities	4%	12%	17%	15%	16%	14%
Ski and snowboard	5%	11%	16%	17%	17%	14%

Base: Long-haul pleasure travellers (2012 n= 1,563)
Q7: We are interested in knowing the types of activities and experiences you are looking for on your long-haul holidays. Please indicate how important each of the following activities is to you when choosing long-haul destinations.
Note: Results not comparable to previous years due to changes in the question wording and to the product list in 2011.
Blue squares indicate a result that is significantly lower than 2011. Red circles indicate a result that is significantly lower than 2011

Exhibit 5.5 shows how Canada ranks against the competition on each product. Canada remains strongly associated with winter activities, which appeal to a small portion of the market. More importantly, Canada has surpassed New Zealand to take top spot for scenery, the #1 interest of UK travellers. Canada records 2nd or 3rd place finishes for several of the top experiences sought by UK travellers, with the US and Australia, to a lesser extent, being the primary competition. Notably, Canada recorded last place finishes for the experiencing uniqueness and sampling local flavours, which are perceptions the industry needs to work to change (e.g., promoting the Signature Experiences collection).

Exhibit 5.5 – Product Interest Associations By Country

	1#	2#	3#	4#	5#	6#	7#	8#
Participating in other winter activities	CAN 53%	USA 36%	NZ 21%	NONE 15%	AUS 11%	SAF 7%	IND 7%	THA 6%
Ski and snowboard	CAN 52%	USA 35%	NZ 22%	NONE 15%	AUS 12%	IND 8%	SAF 7%	THA 6%
Seeing beautiful scenery	CAN 50%	NZ 49%	AUS 36%	USA 35%	SAF 23%	THA 17%	IND 13%	NONE 5%
Visiting national parks and protected areas	USA 48%	CAN 39%	AUS 37%	SAF 33%	NZ 32%	IND 12%	THA 7%	NONE 7%
Land-based journeys of one or more nights	AUS 35%	CAN 34%	USA 34%	NZ 34%	SAF 16%	NONE 14%	IND 13%	THA 12%
City cultural experiences	USA 54%	CAN 32%	AUS 32%	NZ 19%	IND 16%	NONE 13%	SAF 12%	THA 11%
Exploring nature with city amenities nearby	AUS 39%	CAN 32%	NZ 32%	USA 31%	SAF 23%	THA 12%	IND 12%	NONE 12%
Water-based journeys of one or more nights	NZ 35%	CAN 32%	AUS 29%	USA 28%	NONE 16%	SAF 14%	THA 12%	IND 8%
Resort experiences in natural settings	USA 39%	CAN 31%	AUS 31%	NZ 27%	SAF 21%	THA 15%	NONE 14%	IND 9%
Multi-day guided tours by bus or train	USA 39%	CAN 29%	AUS 27%	NZ 21%	IND 21%	SAF 18%	THA 16%	NONE 16%
Multi-day touring on your own by car or train	USA 52%	AUS 37%	CAN 36%	NZ 29%	SAF 13%	IND 11%	NONE 11%	THA 10%
City activities	USA 65%	AUS 38%	CAN 35%	NZ 18%	THA 15%	SAF 12%	IND 9%	NONE 9%
Exploring vibrant cities that are in close proximity to nature	AUS 38%	USA 32%	CAN 31%	NZ 28%	SAF 21%	IND 18%	THA 16%	NONE 11%
Observing wildlife in their natural habitats	SAF 45%	AUS 41%	CAN 30%	NZ 28%	USA 20%	IND 20%	THA 13%	NONE 7%
Entertainment experiences	USA 64%	AUS 28%	CAN 21%	THA 17%	NONE 14%	SAF 11%	NZ 11%	IND 6%
Attending major events	USA 51%	AUS 35%	CAN 21%	NONE 19%	NZ 18%	SAF 14%	IND 9%	THA 7%
Participating in summer activities	NZ 40%	AUS 40%	USA 37%	CAN 34%	SAF 16%	NONE 13%	THA 9%	IND 8%
Seeing historical and cultural attractions	IND 40%	USA 38%	THA 28%	AUS 26%	CAN 22%	NZ 19%	SAF 15%	NONE 10%
Attending food / wine festivals and events	USA 33%	AUS 33%	NZ 23%	NONE 23%	SAF 21%	CAN 16%	IND 13%	THA 11%
Experiencing a country's unique character and local lifestyles	IND 42%	THA 40%	AUS 29%	USA 25%	SAF 24%	NZ 24%	CAN 19%	NONE 7%
Sampling local flavours	THA 48%	IND 47%	SAF 26%	USA 25%	AUS 21%	NZ 15%	CAN 13%	NONE 9%
Experiencing aboriginal culture and attractions	AUS 63%	NZ 31%	SAF 16%	IND 16%	USA 13%	THA 13%	CAN 11%	NONE 7%
Participating in culinary learning experiences	THA 27%	IND 27%	USA 23%	AUS 23%	NONE 22%	SAF 21%	NZ 19%	CAN 12%

Base: Always, often and sometimes important in destination selection (Q7)
Q8: Thinking about the following destinations, please select up to three destinations that you personally feel would be the best places to go for each of the following. Your choices can be based on your impressions, or anything that you have seen, heard or read. Select one to three destinations ONLY that you feel are best for each item.

6. Strategic Marketing

Exhibit 6.1 shows the dominance of the US in the UK market with more than one-third of all recent trips being to the US. Canada is tied with Australia for 3rd spot capturing 7% of the most recent trip market. Given the dominance of the US in this market, there is an opportunity for Canada to promote dual country itineraries to capture a portion of the US-bound market.

UK travellers have a lengthy trip planning (6 months) and booking cycle (almost 5 months) illustrating the importance for Canada to be active in the marketplace in the winter and spring months to capture the peak summer market. Although travel agent use in other core and emerging markets is higher, close to half of recent UK travellers sought the input of a travel agent. This is still a substantial percentage and illustrates the importance of this channel in the UK market. The majority are travelling independently and for pleasure purposes, although VFR is the primary motivation for more than one-quarter of UK travellers.

Exhibit 6.1 – Most Recent Pleasure Trip Profile

	All L-H Travellers (n=1,263)
Top Destination(s) Visited	
United States (excluding Hawaii)	37%
Caribbean (e.g., Bahamas, British Virgin Islands, Cuba, Dominican Republic, Jamaica, Netherlands Antilles, Puerto Rico, US Virgin Islands, etc.)	9%
Australia	7%
Canada	7%
South Africa	5%
Other Africa excluding North Africa	5%
Middle East (e.g., Bahrain, Cyprus, Dubai, Israel, Jordan, Iran, Lebanon, Qatar, UAE, etc.)	5%
India	5%
Thailand	4%
Other South Asia (e.g., Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka)	3%
Amount of Time Before Departure When Trip Planning Started	
Average months	6.1
Amount of Time Before Departure When Trip was Booked	
Average months	4.7
Trip Type	
Travel independently	62%
Combine independent travel with some guided tours for parts of the trip	12%
A fully escorted or guided tour	7%
All inclusive or semi-inclusive resort stay	15%
A cruise	5%
Trip Purpose	
Holiday	62%
Visited friends or relatives	26%
Business	4%
Study	1%
Personal reasons (e.g., wedding, reunion, etc.)	7%
Travel agent involvement	43%

Base: Those who have taken a long-haul pleasure trip in the past three years

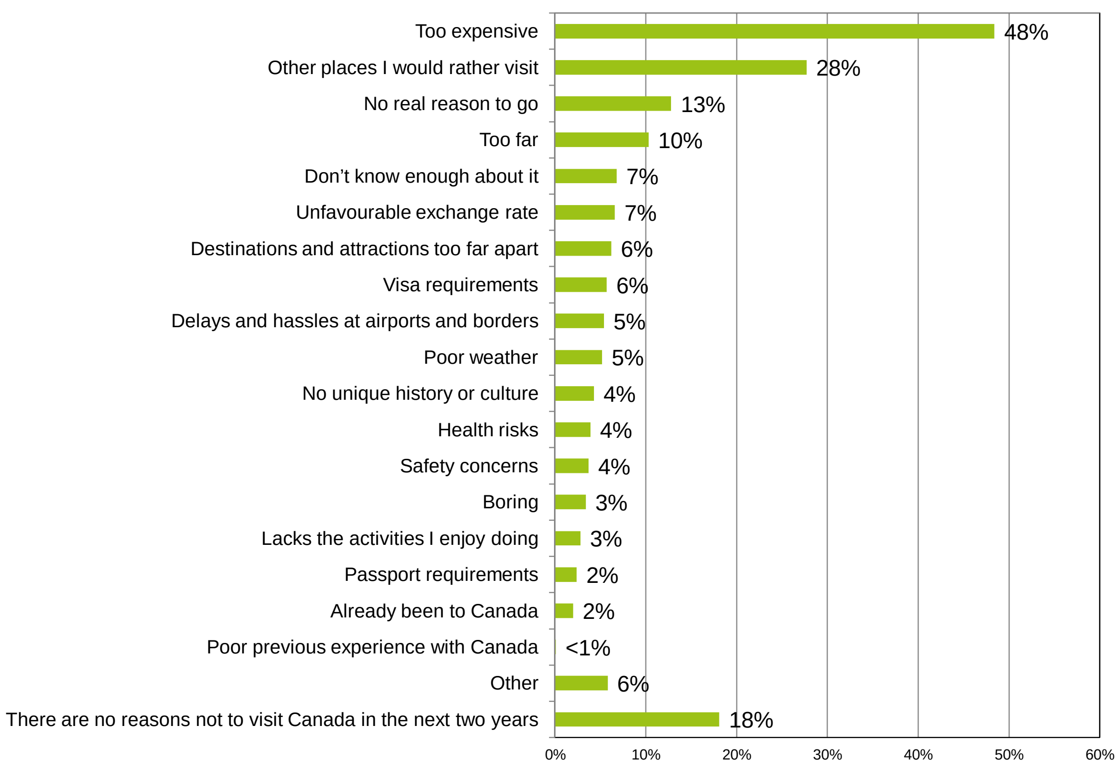
Recent visitors to Canada are a relatively homogeneous group – the majority are 55+ years, retired, and from high income households. Those considering Canada are more diverse demographically (younger and less wealthy). The challenge for the Canadian tourism industry is converting this interest into actual bookings.

Having friends and relatives in Canada is a big draw both for recent visitors and those considering Canada, which the tourism industry is encouraged to leverage.

All respondents were asked what factors may prevent them from visiting Canada in the short-term. The top reason by a wide margin was the perception that a trip to Canada was cost prohibitive which suggests the destination must do more to convince UK travellers of the value of a Canadian vacation. Marketing efforts should highlight the value of a Canadian vacation (rather than price) and experiences unique to the destination.

Over one-quarter of responses related to a preference for other destinations and 13% felt there was no compelling reason to visit. This may be an awareness issue – the Canadian tourism industry needs to make Canadian vacation experiences more relevant to UK travellers thereby making Canada a priority destination for them.

Exhibit 6.2 – Key Barriers For Visiting Canada



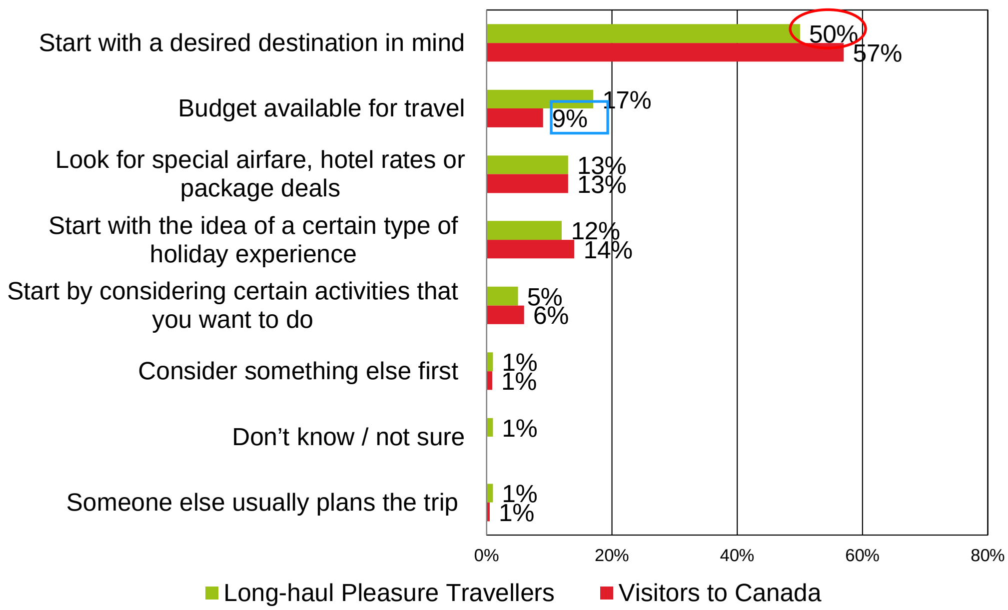
Base: Long-haul pleasure travellers (n= 1,563)
Q18: Please indicate which of the following reasons could prevent you from visiting Canada in the next two years.

While some data suggests the UK market is price sensitive, a new question asked travellers what one factor is the first consideration when planning a trip.

Results show that the majority of UK travellers see the destination as paramount, while budget considerations are of primary concern to a smaller portion of the market.

This result suggest once a UK resident has decided they have the means to travel, cost is secondary. Therefore, getting Canada on UK travellers' short list of destinations is key to achieving greater success in this market.

Exhibit 6.3 – One Factor Typically First Considered When Planning A Trip



Base: Long-haul pleasure travellers (n=1,563). Long-haul pleasure travellers who visited Canada in the past three years (n=301)

QS9: What one factor do you typically consider first when planning a long-haul trip?

Blue squares indicate a result that is significantly lower than at least one other group; Red circles indicate a result that is significantly higher than at least one other group.

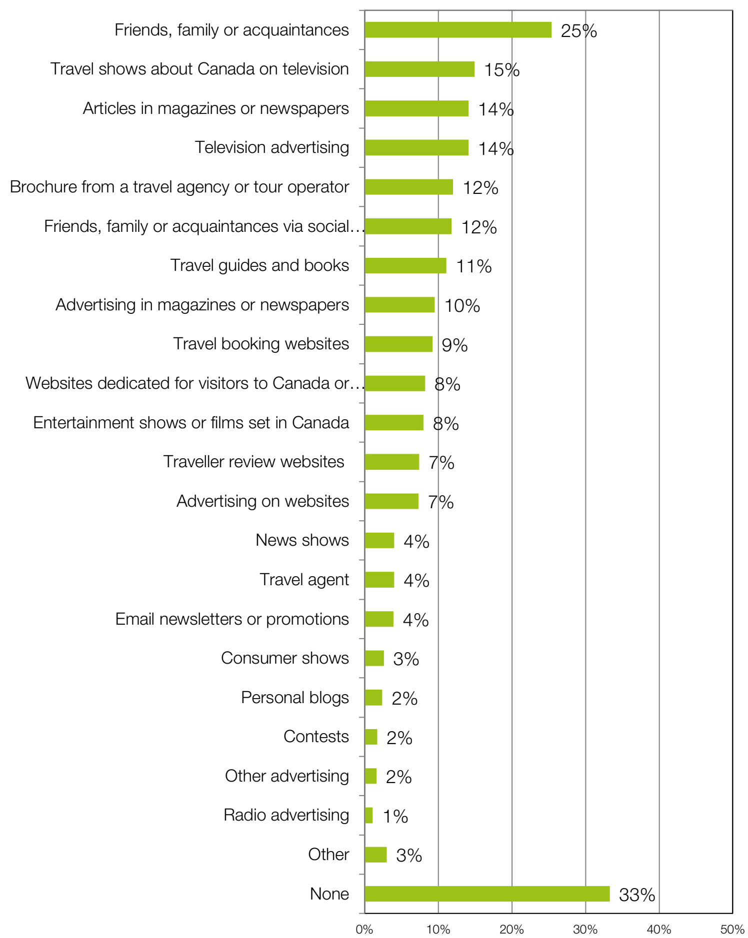
Two-thirds of respondents recall seeing some sort of information on travel opportunities in Canada within the past year.

As in past years, in-person interactions remains the primary information source on Canada, followed by traditional off-line sources such as TV shows, magazine articles, and brochures.

Information obtained via social networks is currently the 5th most cited source. Other online channels are growing in importance, possibly signalling a shift to online information sources in the UK marketplace, a trend that Canada needs to capitalize on.

Facebook is the most popular social networking site, with almost three-quarters of UK travellers reporting use in the past 3 months, followed by YouTube (43%) and Twitter (24%).

Exhibit 6.4 – Sources Of Information On Canada In The Past Year



Base: Long-haul pleasure travellers (2012 n= 1,563)

Q20: In which of the following sources, if any, did you see or hear information about travelling to Canada during the past year?

Note: Results not comparable to previous years due to changes to the statement list in 2012.

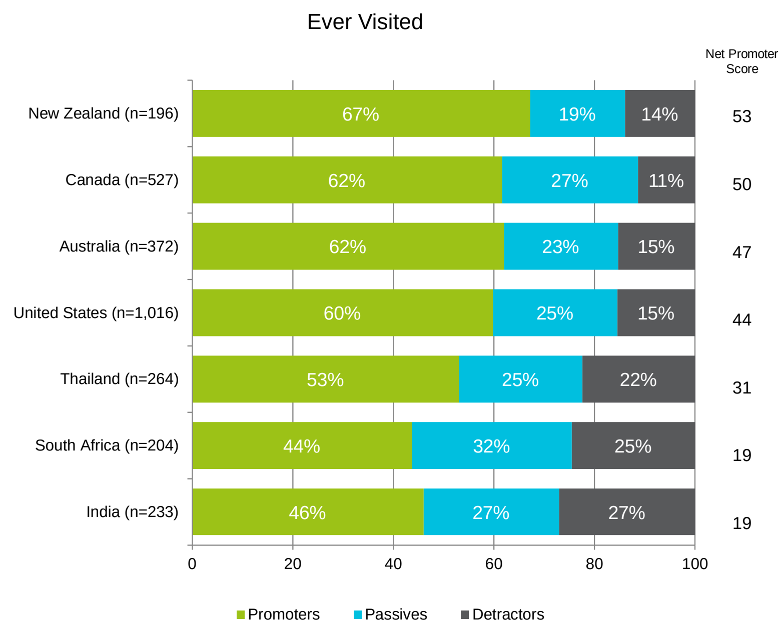
A series of questions on advocacy and social media usage were added in 2012 to understand the evolving role these channels are playing in the tourism sphere and to uncover ways the CTC and partners can effectively have influence.

The Net Promoter Score is an established tool to measure a respondent's likelihood to recommend a product or service to friends and family. Data was gathered among all respondents, but results from past visitors to each destination are the most telling and are presented below.

Canada scored extremely well on this measure, placing 2nd narrowly behind New Zealand and noticeably ahead of the #1 destination of UK travellers, the US.

These results suggest Canada has considerable advocacy potential in the UK. The challenge now is effectively harnessing that potential.

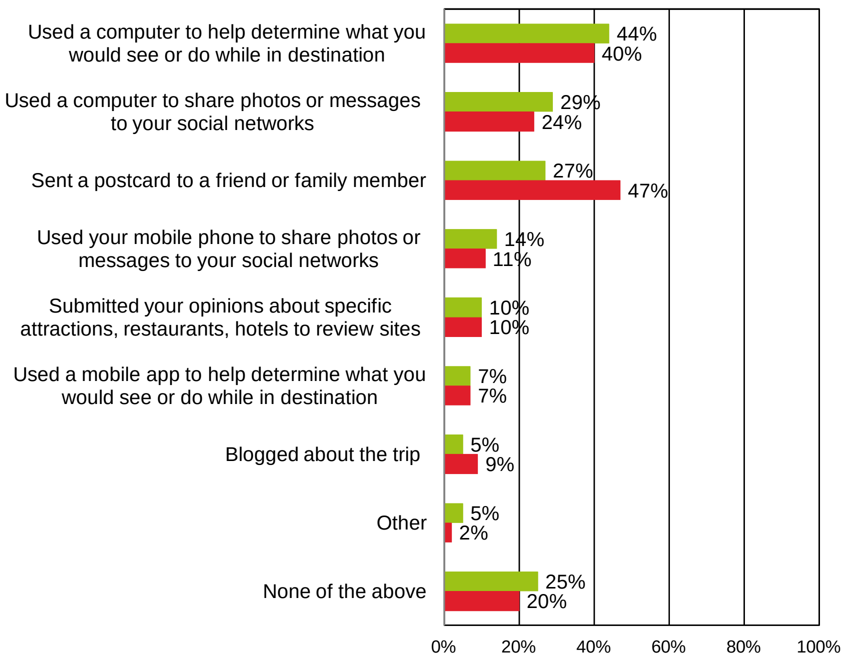
Exhibit 6.5– Net Promoter Score Results



Q3: Whether you have visited or not, how likely are you to recommend each of the following holiday destinations to a friend, family member or colleague?

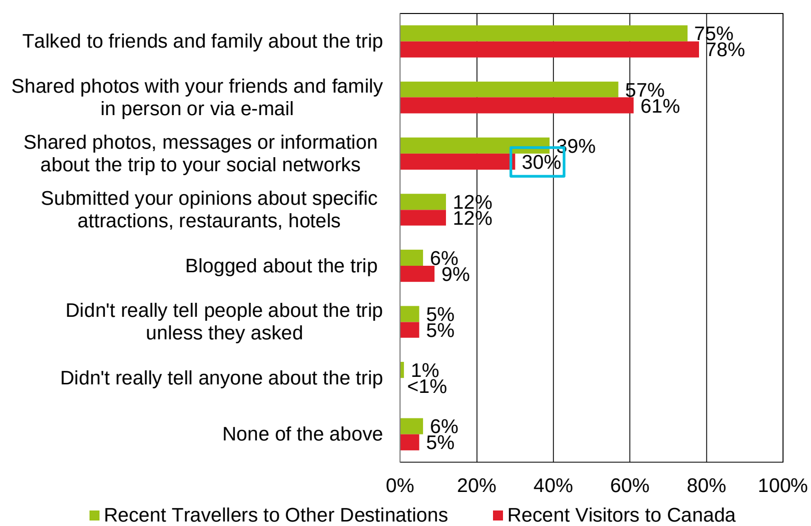
Two new questions asked about sharing behaviour during and after the trip. During the trip, the most popular activity among all travellers was online trip planning research while approximately one-quarter used social networks. Interestingly, visitors to Canada were almost twice as likely as other travellers to share their experiences via postcards. This behaviour is likely related to age as most UK visitors to Canada are older.

Exhibit 6.6 – During The Trip: Sharing Experiences / Seeking Advice



Post-trip sharing is heavily focused on in-person interactions, both conversational and photo-sharing. Approximately one-third shared their experiences via social networking.

Exhibit 6.7 – After The Trip: Sharing Experiences



Base: Recent travellers to other destinations in the past 3 years (n=962). Recent travellers to Canada in the past three years (n=301)

Q 31: During your trip, did you share your trip experiences with anyone or seek advice?

Q32: After coming back from your trip did you share experiences with anyone?

Note: Blue squares indicate a result that is significantly lower than the other group; Red circles indicate a result that is significantly higher than the other group.