



A Message from Visa Canada

Visa Canada is pleased to partner with the Tourism Industry Association of Canada (TIAC) to present the fifth annual travel snapshot, which provides valuable insights into the consumer behaviour of Visa cardholders travelling both in Canada and abroad.

At Visa, innovation is deeply embedded in our DNA. For nearly 60 years, we have connected the world through one of the most innovative, reliable and secure digital payment network. As Canada sees an increase in international visitors, it is essential that we continue to provide travellers' safe and seamless new ways to pay. Whether they are shopping in store, online or on-the-go, Canadians travelling abroad and visitors to our country can count on Visa's fast, convenient and secure payment experience.

As our world is rapidly moving to digital, consumers are embracing mobile technology as a new way to pay everywhere they shop. The rise of digital payments has added billions of dollars to the tourism industry, and we will continue to drive new innovations that benefit TIAC's members, partners and stakeholders, and to bring the benefits of electronic payments to more people in more places.

Sincerely,



Stacey Madge
COUNTRY MANAGER AND PRESIDENT
VISA CANADA

A Message from the Tourism Industry Association of Canada

The Tourism Industry Association of Canada (TIAC), is pleased to partner with Visa Canada on our fifth annual Travel Snapshot report, providing industry, partners and stakeholders insights into the spending patterns of Visa cardholders coming to Canada as international visitors as well as Canadians spending overseas.

As Canada's leading voice of tourism, TIAC works to solidify the measures that foster growth for small business and tourism companies in all sectors. This year, we celebrate Canada welcoming over 14.6 million international visitors up to August 2017, including 10.4 million foreign visitors between May and August. According to this Report, this has resulted in a spending increase of 12.1 % from the previous year, totaling \$ 4.4 billion, while Canadians going abroad reported a 4.85 % increase in spending in contrast to 2016 figures.

Leading the numbers on international visitors to Canada, the United States represented 52.4% of inbound spend at \$2.3 billion, an increase of 10.3% from 2016. Ahead of next year's Canada-China Year of Tourism, visitors from China emerge as the second highest spenders with \$517 million, an increase of 23.5 % from 2016 and an upward trend we believe will encourage Canadian tourism businesses to leverage by joining our 2018 China market-ready initiative.

Sincerely,



Charlotte Bell
PRESIDENT AND CEO
TOURISM INDUSTRY
ASSOCIATION OF CANADA



OVERVIEW

According to 2017 VisaVue Travel Data*, Canadian inbound tourism during the summer season (May to September) produced sales of \$4.4 billion¹ (increase of 12.1%). Canadians travelling to destinations outside Canada spent \$5.2 billion (increase of 4.85%).

INBOUND

Once again, the United States contributed the most in total revenue - summer spending by Americans represented 52.4% of overall inbound spend, or \$2.3B, an increase of 10.3% from 2016. While American visitors hail from all over the States, US tourists visiting from California spent the most this summer (\$262M), followed by New York (\$198M), Washington (\$163M), Florida (\$115M) and Texas (\$103M). Visitor spend from each mentioned state increased from 2016.

Once again, the second highest spenders were visitors from China, with 11.83% of overall inbound volume representing \$517M, up 23.5% from the same period last year.

OUTBOUND

During the summer travel season, Canadians spent \$5.2 billion internationally. The United States remains the favourite Canadian destination, with 56% of sales (\$2.9B). Canadians' second favourite destination was the United Kingdom, with 4.5% of sales (\$231M).

Visitors to Canada spend their dollars all across the nation, with strongest concentration of spend in Ontario, British Columbia and Quebec. American and British visitors spent the most in Toronto; visitors from China and Germany spent the most in Vancouver and Montreal topped the list for French visitors. Each of the top five countries showed strong spending in key categories such as retail, lodging and restaurants.

SUMMER INBOUND



2016
\$3.9B
2017
\$4.4B

+12.1%
Growth

SUMMER OUTBOUND



2016
\$4.9B
2017
\$5.2B

+4.85%
Growth

Source throughout:
VisaVue Travel (May 2017 – September 2017)
All figures are in US dollars

2017 SUMMER INBOUND / OUTBOUND



Visa card spend by visitors to Canada and Canadians abroad from May to September 2017

VISITORS TO CANADA

CANADIANS ABROAD

PERCENT OF TOTAL SALES



PERCENT OF TOTAL SALES



*VisaVue Travel Data includes spending on Visa-branded payment cards by international visitors during the period May 2017-September 2017.

¹Dollar amounts throughout reported in USD (exchange rate applied as of date of purchase). For context, the Bank of Canada's average exchange rate for May to Sept 2017 saw the loonie at approximately 77.4 cents USD.



INBOUND SPENDING PATTERNS

General retail purchases yielded \$1B, representing just under a quarter (23%) of tourism spending on Visa accounts by international travellers visiting Canada during summer 2017. Other key spending categories included:



LODGING
\$752M

SPENT IN THE SUMMER 2017 PERIOD – 17% OF TOTAL



ENTERTAINMENT
\$134M

SPENT IN THE SUMMER 2017 PERIOD - 3% OF TOTAL



RESTAURANTS
\$537M

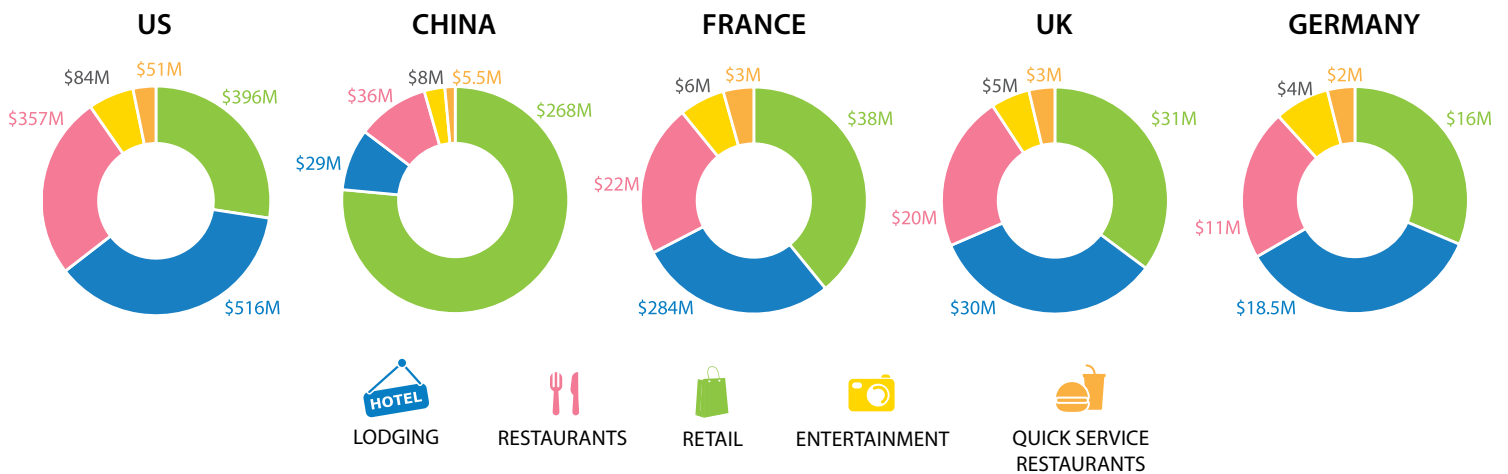
SPENT IN THE SUMMER 2017 PERIOD – 12% OF TOTAL



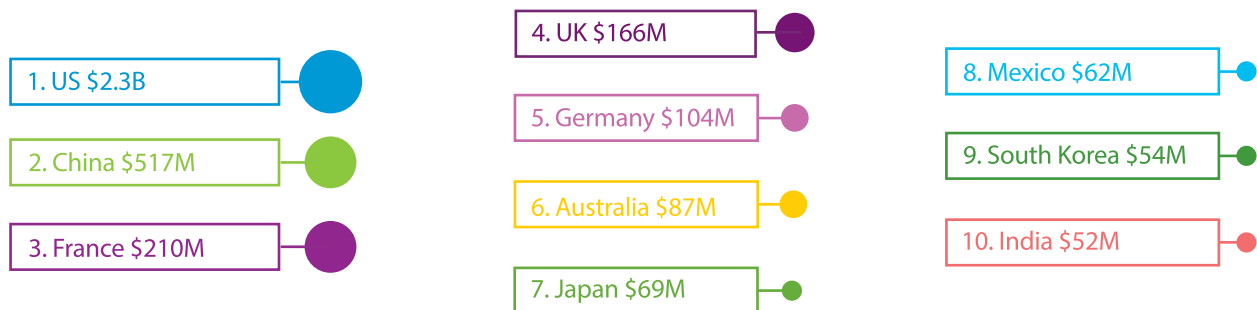
QUICK SERVICE RESTAURANTS
\$80M

SPENT IN THE SUMMER 2017 PERIOD - 2% OF TOTAL

TOP 5 INBOUND COUNTRIES SPENDING PATTERNS

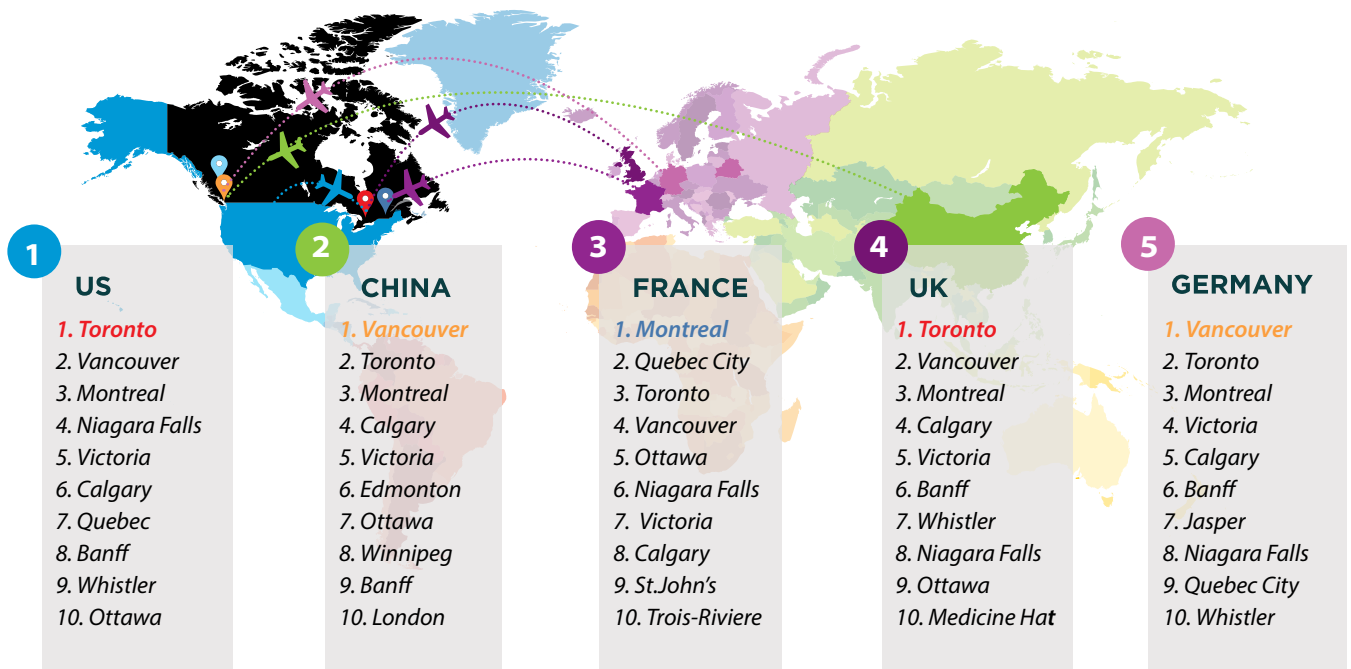


TOP 10 SPENDING BY COUNTRY





TOP 10 CANADIAN CITIES VISITED BY THE TOP 5 INBOUND COUNTRIES



SPENDING BY TOP 10 INBOUND US STATES

