



2015



WINTER TRAVEL SNAPSHOT



A Message from Visa Canada

Once again, Visa Canada is pleased to partner with the Tourism Industry Association of Canada (TIAC) on our semi-annual seasonal Travel Snapshot. As we share our data from this past winter, we hope to deliver key insights into how Canadians and visitors to Canada spent their tourism dollars in key categories this winter.

At Visa Canada we want to do our part to help Canada's tourism sector continue to attract and delight travellers from around the world. Visa cardholders place their trust in the Visa brand every day, knowing that their payment choice will be widely accepted worldwide, and will be protected by Visa's layers of security.

Visa connects financial institutions, merchants, and cardholders around the world, making international travel easier and adding billions of dollars to the tourism sector. We continue to work towards innovations that will add value to partners like TIAC and its members, and help them enhance the welcome that we offer to visitors to Canada.

Sincerely,



Rob Livingston
PRESIDENT
VISA CANADA

A Message from the Tourism Industry Association of Canada

TIAC and Visa Canada are pleased to present the second in a series of semi-annual reports on Visa customers' travel spending in Canada and Canadian spending abroad. Visa Canada's global network provides a uniquely detailed insight into spending habits and patterns which will allow businesses to tailor competitive strategies that work within their seasonal cycles.

Canada experienced a decrease in foreign spending this winter, most notably a 15% decline worth \$63 million from the US. This decline can most likely be attributed to the bizarre weather that left some western Canadian ski resorts with grassy runs while eastern Canada spent months in a deep freeze.

In 2014, foreign travellers spent \$17.1 billion making tourism Canada's top service export which supports jobs for over 600,000 Canadians. As international travellers spend on average 3 times more than domestic travellers, TIAC is working with partners to boost international travel. We hope this report will provide useful insights to help reach that goal.

Sincerely,



Charlotte Bell
PRESIDENT AND CEO
TOURISM INDUSTRY
ASSOCIATION OF CANADA



OVERVIEW

According to 2015 VisaVue Travel Data*, visitors to Canada in the 2014-15 winter travel period spent \$1.9B. This represents a slight (-2.7%) decrease in spending for the second winter in a row. Canadians travelling outside of Canada also spent less this winter, with outbound spending declining by 7.9%.



INBOUND

Of the top ten inbound source countries, the US contributed the most in total revenue, capturing 46.5% of winter spending, but the only year-over-year increase came from China, with 22.0% spending growth and 13.9% of sales. All the other countries in the top ten saw decreases in inbound spend, with Brazil experiencing the most notable decrease of 38.9%.

Visitors to Canada took advantage of our varied culture and geography, spending their dollars in a variety of cities throughout the nation. The US and the UK both spent the most in Toronto, China spent the most in Vancouver, France spent the most in Montreal and Australia spent the most in Whistler. The growth in spend from Chinese visitors was spread across many market segments, with significant spending in the general retail segment (\$152M). In the other top five countries, spending overall was down, but each country saw modest growth in some market categories, particularly food service. Visitors from the UK and France increased their spend at quick serve restaurants, Australians increased their spend at restaurants and Americans increased their spend at both quick serve and traditional restaurants.

*Travel related spending on Visa cards from December 2014 - March 2015.



OUTBOUND

While outbound growth was down for the winter period, Canadians still spent \$6.1 billion internationally. While the US remains the favourite Canadian destination, with 64.8% of sales, all of the top ten destinations saw a reduction in spend this winter. Destinations not in the outbound top ten that saw spending increases include Costa Rica at 1.3% and Puerto Rico at 1.0%.

WINTER INBOUND



2013
\$1.8B

2014
\$1.7B

-2.7%
Growth

WINTER OUTBOUND



2013
\$5.9B

2014
\$5.4B

-7.9%
Growth

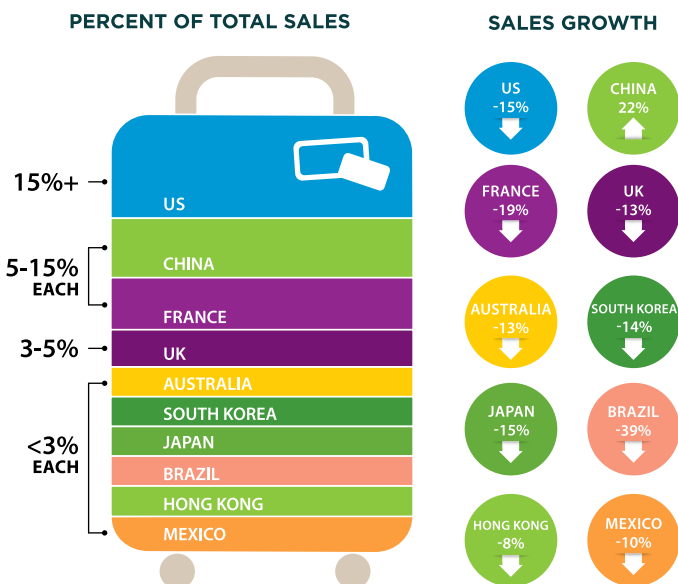
Source throughout: VisaVue Travel
(Dec 2014 - March 2015)

All figures are in US dollars

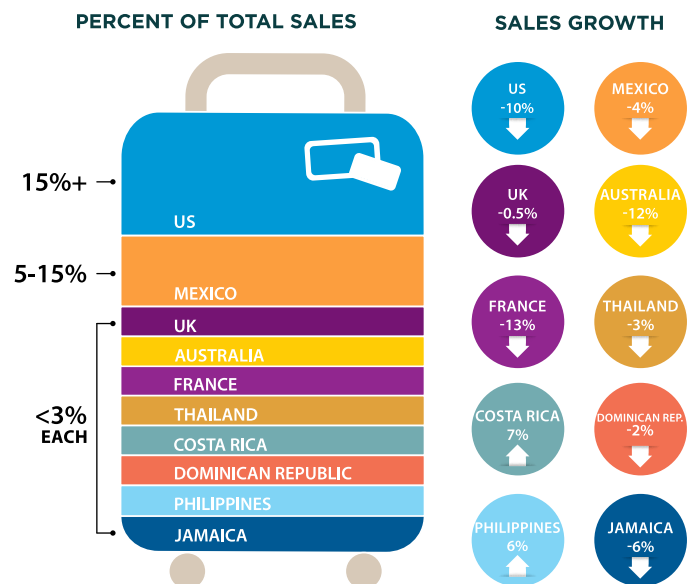
INBOUND / OUTBOUND

Visa card spend by visitors to Canada and Canadians abroad from December 2014-March 2015

VISITORS TO CANADA

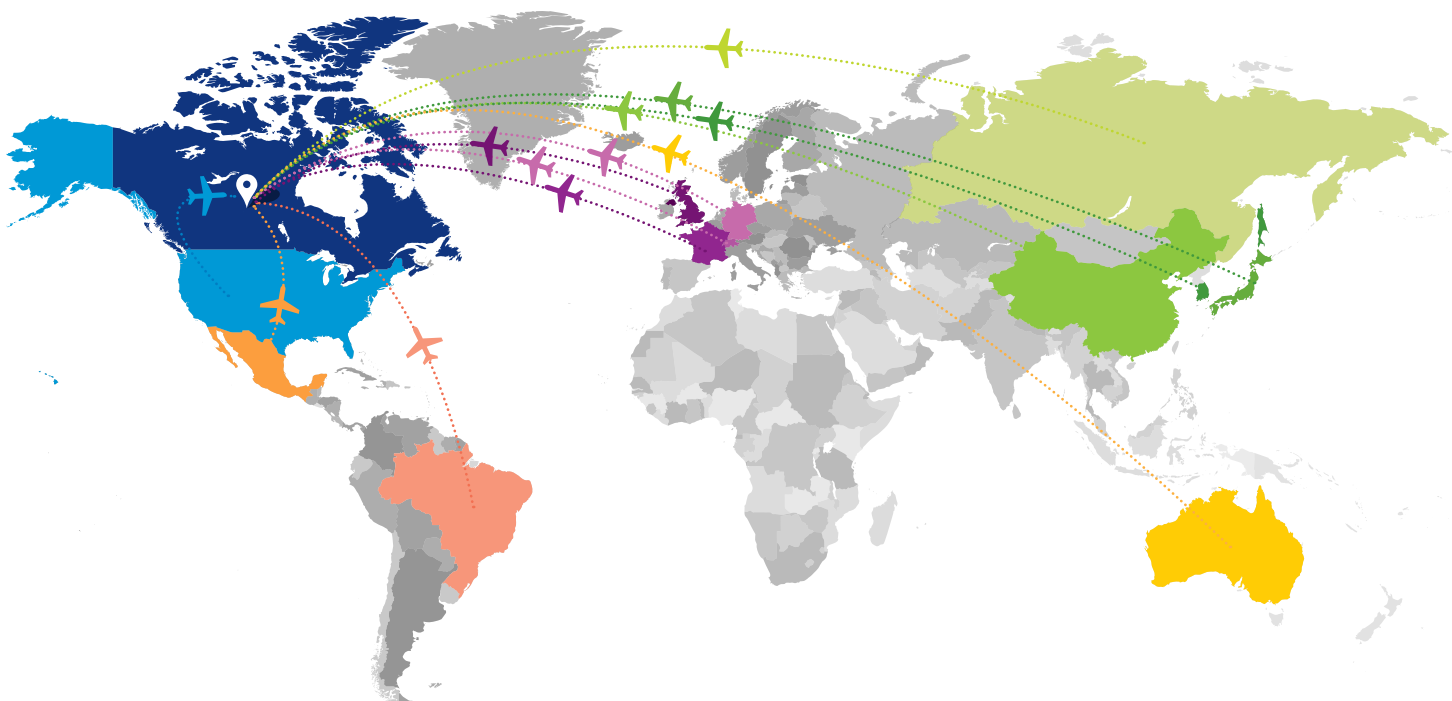


CANADIANS ABROAD

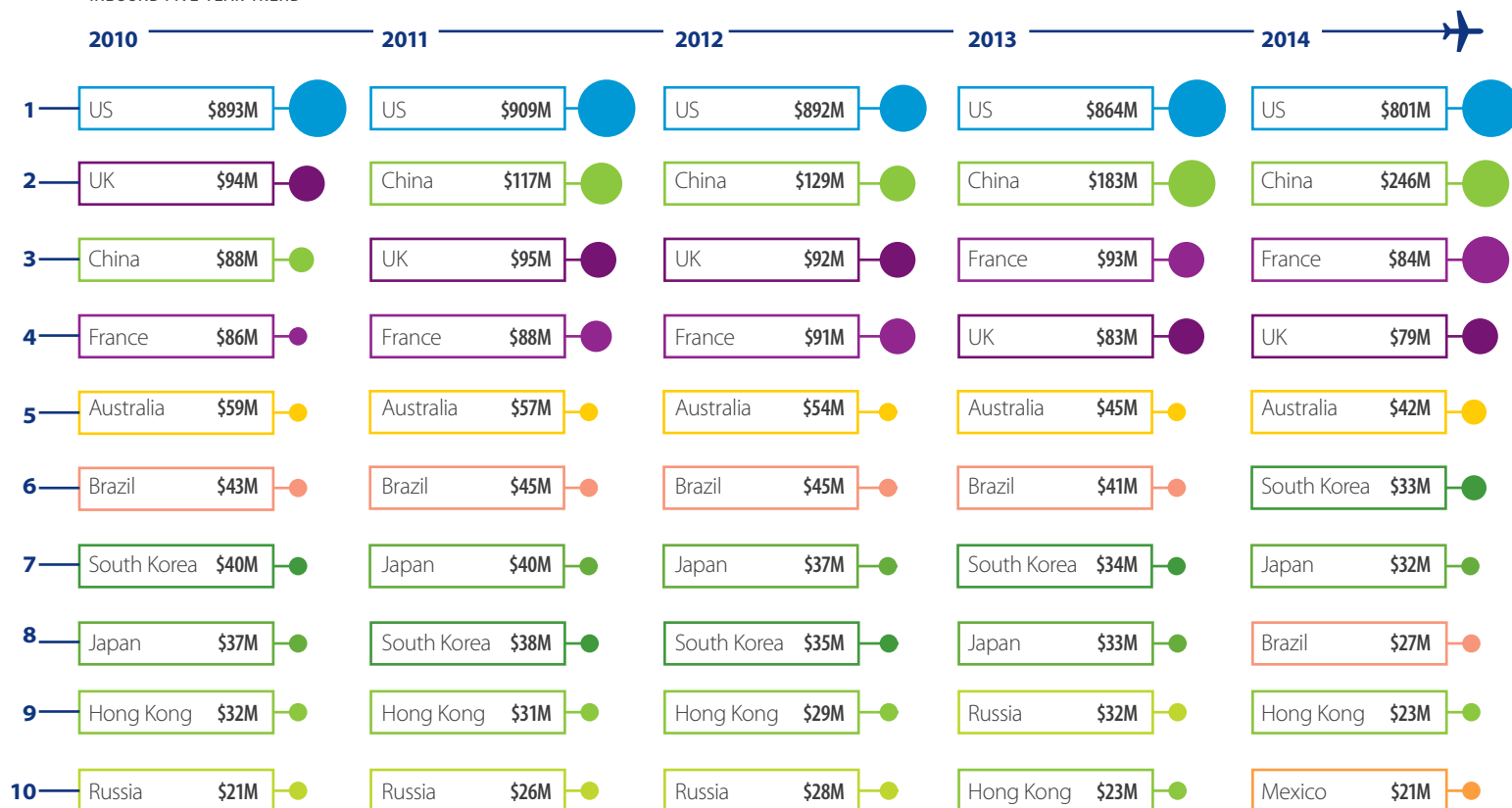




WINTER INBOUND FIVE YEAR TREND



INBOUND FIVE YEAR TREND





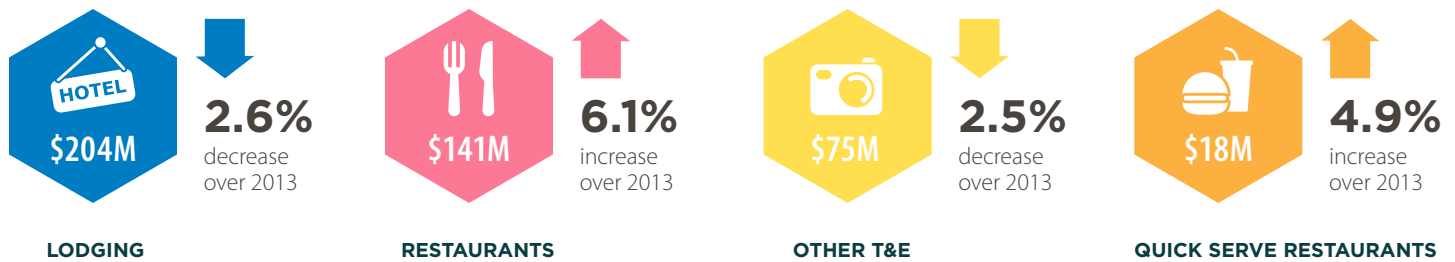
TOP 5 INBOUND COUNTRIES TOP CITIES VISITED



*Mount Washington Ski Resort

INBOUND SPENDING PATTERNS

General retail purchases captured the largest share of tourism spending on Visa accounts by international travellers visiting Canada during the 2014-15 winter, increasing 3.8% to a combined spend of \$489M. Other key spending categories included:



TOP 5 INBOUND COUNTRIES' SPENDING PATTERNS

