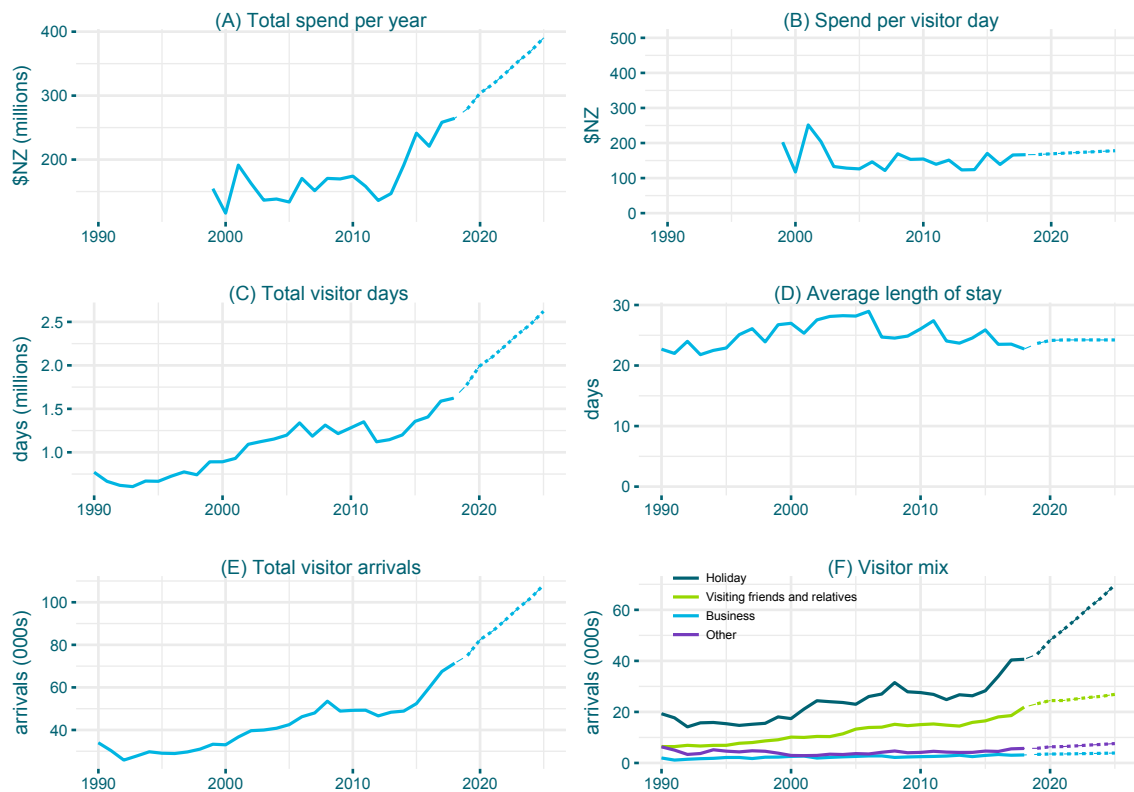


Canada



Summary	2018	2025	Visitor market characteristics ⁴	
Total spend (\$m) ¹	264	390	GDP per capita (PPP)	46,510
Total visitors (000s) ²	71	108	Population (millions)	37
Total days (000s) ²	1,622	2,622	Outbound departures (millions)	33
Spend per day (\$) ³	167	178	Outbound spend (USD mn)	31,816
Avg length of stay (days) ²	23	24		

Summary of forecasts: Canada



Year	2018	2019	2020	2021	2022	2023	2024	2025	Growth	
									Total	Annual ⁵
Total spend (\$m) ¹	264	279	304	318	335	354	370	390	48%	5.7%
Total visitors (000s) ²	71	75	82	87	92	97	102	108	52%	6.1%
Total days (000s) ²	1,622	1,772	1,989	2,096	2,223	2,357	2,474	2,622	62%	7.1%
Spend per day (\$) ³	167	167	169	171	173	175	176	178	7%	0.9%
Avg length of stay (days) ²	23	24	24	24	24	24	24	24	7%	0.9%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).