

# VISA

# TIAC AITC

2015

SUMMER TRAVEL SNAPSHOT



## A Message from Visa Canada

Visa Canada is pleased to partner with The Tourism Industry Association of Canada (TIAC) on the 2015 Summer Travel Snapshot. The snapshot, our third semi-annual report, offers TIAC's members, partners and stakeholders insight into the spending patterns of Visa cardholders both in Canada and abroad.

Tourism contributes significantly to Canada's economy and electronic payments are a key driver of the success of the tourism industry in Canada and around the world. As the way Canadians shop and pay is being transformed through billions of connected devices, digital payment innovations and ecommerce are extending the value and reach of secure Visa payments. We are committed to seeing that Canada's tourism sector continues to benefit from electronic payments, while offering Visa cardholders confidence that their payment choice will be accepted everywhere.

While bringing billions of dollars to the tourism sector, electronic payments are also providing a safe, secure and convenient way for visitors to experience all that our country has to offer. As consumers embrace new ways to pay, Visa will work to ensure universal access to Visa's network and deliver innovations that benefit TIAC's members by connecting them to financial institutions, merchants and cardholders around the world.

## A Message from the Tourism Industry Association of Canada

The Tourism Industry Association of Canada (TIAC) is pleased to partner with Visa Canada in presenting the third Travel Snapshot in our series of semi-annual reports into the travel spending of Visa cardholders in Canada and Canadian spending abroad. Canadian travel data is limited mostly to point of entry and spending volumes. The Visa Travel Snapshot provides uniquely detailed insight into traveller spending habits, covering cities visited and purchase categories such as retail, restaurant and accommodations collected from Visa's global network.

Visa Canada reports that visitors spent \$USD 3.6 billion in Canada from May to September which, after currency is converted, shows a double digit increase in year-over-year spending. This increase in spending correlates with the 7% increase in visitors to Canada over the same time period.

The United States is a top priority market bolstered by renewed federal investment in leisure marketing under the Connecting America initiative. The good news is U.S. visitors led the pack this summer spending \$USD 1.9 billion. New to this edition is a breakdown of U.S. spending by state, with California, New York and Washington topping the list. As many Canadian travel businesses turn their sights south of the border, TIAC hopes that this market intelligence will help to inform marketing decisions for 2016 and beyond.



**Rob Livingston**  
**PRESIDENT**  
VISA CANADA



**Charlotte Bell**  
**PRESIDENT AND CEO**  
TOURISM INDUSTRY  
ASSOCIATION OF CANADA



**SUMMER 2015 OVERVIEW**

According to 2015 VisaVue Travel Data\*, Canadian inbound tourism during the summer season (May to September) produced sales of \$3.6 billion. Canadians travelling to destinations outside Canada spent \$5.3 billion.



**INBOUND:**

Once again, the United States contributed the most in total revenue - summer spending by Americans represented 52% of overall inbound spend, or \$1.9B. While American visitors hail from all over the States, US tourists visiting from California spent the most this summer (\$192M), followed by New York (\$147M), Washington (\$119M), Florida (\$88M) and Texas (\$78M).

The second highest spenders were visitors from China, with 10.4% of overall inbound volume (\$372M).

Visitors to Canada took advantage of our diverse culture and geography, spending their dollars in a variety of cities throughout the nation. The United States and the United Kingdom both spent the most in Toronto; China and Germany spent the most in Vancouver and France spent the most money in Montreal. Each of the top five countries showed strong spending in key categories such as retail, lodging and restaurants.



**OUTBOUND:**

During the summer travel season, Canadians spent \$5.3 billion internationally. The United States remains the favourite Canadian destination, with 60% of sales (\$3.2B). Canadians' second favourite destination was the United Kingdom, with 5.1% of sales (\$245M).

**SUMMER TRAVEL INBOUND**

2015 – \$3.6 B



**SUMMER TRAVEL OUTBOUND**

2015 – \$5.3 B

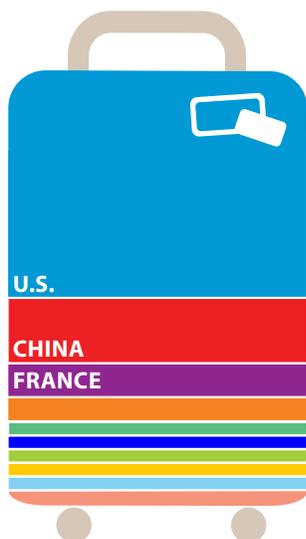


**2015 SUMMER INBOUND/OUTBOUND**

VISA CARD SPENDING BY VISITORS TO CANADA AND CANADIANS ABROAD FROM MAY-SEPTEMBER, 2015

**VISITORS TO CANADA**

% OF TOTAL SALES



**CANADIANS ABROAD**

% OF TOTAL SALES

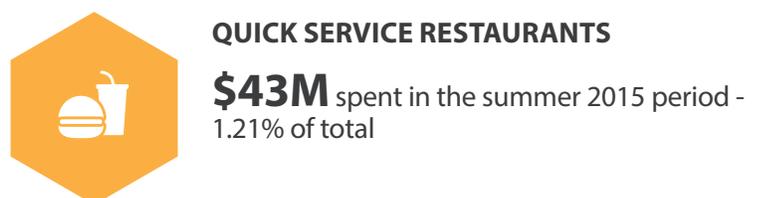
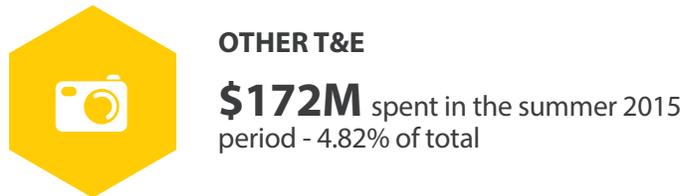


\*Note: Dollar amounts reported in USD (exchange rate applied as of date of purchase). Fluctuating exchange rates skew year-over-year comparisons. For context, the Bank of Canada's average exchange rate between May and September 2015 saw the loonie at approximately 78 cents USD; the same period in 2014 saw the loonie at approximately 92 cents USD.

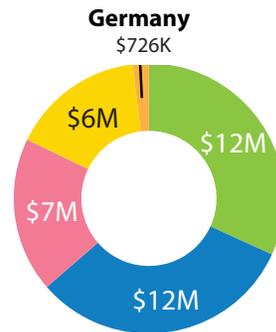
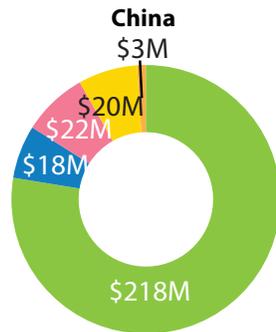
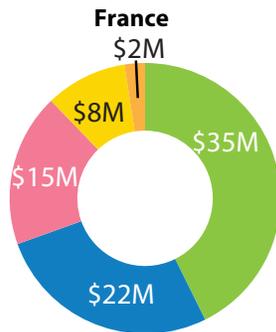
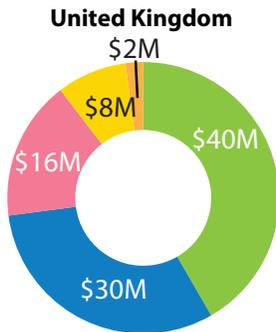
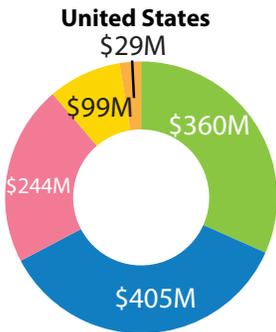


**INBOUND SPENDING PATTERNS**

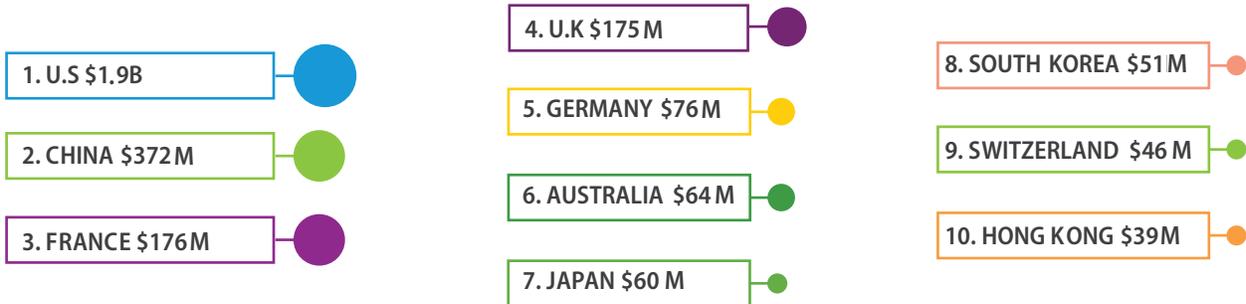
General retail purchases yielded \$903M, representing just over a quarter (25.8%) of tourism spending on Visa accounts by international travellers visiting Canada during summer 2015. Other key spending categories included:



**Top 5 Inbound Countries Spending Patterns on Tourism Purchases**

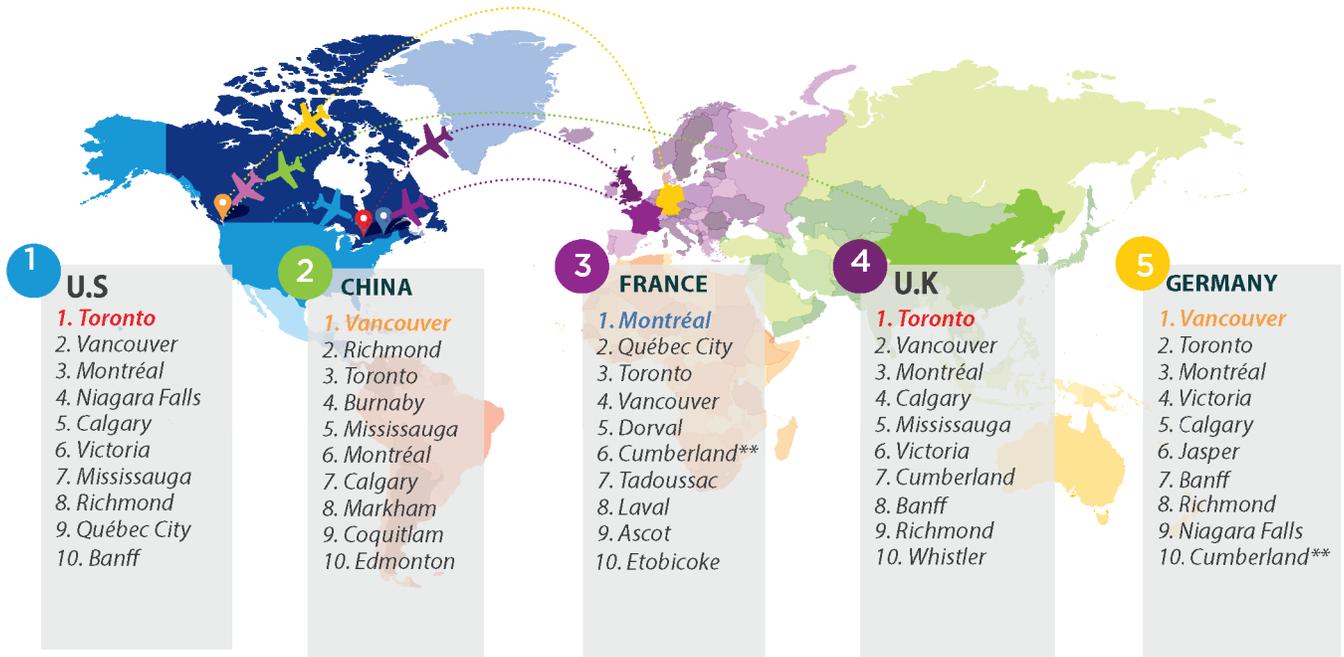


**SPENDING BY COUNTRY SUMMER 2015**





TOP 10 CANADIAN CITIES VISITED BY THE TOP 5 INBOUND COUNTRIES



\*\*Mount Washington Ski Resort

SPENDING BY TOP 10 INBOUND US STATES

