# Canada





## Where is Canada?

Canada is situated in the northern part of North America. It extends from the Atlantic to the Pacific and northward into the Arctic Ocean, and borders the United States to the south and east.



## Time difference

South Africa is six hours ahead of Canada when daylight saving time is in effect, usually between March and November, and seven hours ahead when it is not



#### Population

35-million people, about four-fifths of which live within 150km of the United States border.



#### Language

English and French



## Economy

Canada has a strong economy, with a per capita GDP of US\$45 000 (over four times that of South Africa)



## Trade statistics on Canadian travellers in South Africa

Canadian travellers contributed over R3-billion to the South African economy from 2003 to 2008.

The majority of Canadian travellers visit South Africa for holidays, with business travel being the fastest-growing sector of travel.

Canadian travellers usually visit South Africa alone or with their spouse or partner. However, the proportion of Canadian visitors travelling alone increased from 2003 to 2008.

The majority travels independently, not making use of tour operators.

Canadians typically enjoy visiting natural attractions and watching wildlife. Cultural, historic and heritage sites also feature prominently.

Leisure travellers from Canada typically spend most of their time in the Western Cape and Gauteng, with Mpumalanga and KwaZulu-Natal also ranking high.

Most Canadian travellers to South Africa prefer to stay in accommodation that they've booked and paid for in advance, particularly in Mpumalanga and the Northern Cape.



#### Canadian manners

Canadians typically value honesty, sensitivity, empathy and humility. This applies to their relationships with friends as well as strangers.

They place a lot of emphasis on respect for privacy and individualism.

Canada is a very egalitarian society, but usually give a higher than normal degree of politeness and courtesy to senior citizens and those with any form of disability.

Canadians tend to consider sex, politics and religion very personal, private matters that many find uncomfortable to discuss in public – especially with strangers. Attitudes towards the United States can also vary, and it is best not to be presumptuous about what these might be, or to enquire after them.

Canadians often remove their shoes when they walk into someone's home – a result of the long Canadian winters, but practised all year round. Don't be surprised if they do this; it is intended as a considerate gesture.

Usually Canadians tip a minimum of 15% when eating at any sit-down restaurant, though tipping over and above that is common if the service is exceptionally good. Failing to tip, or under-tipping, is considered extremely rude.



## How to make a Canadian's day

Recommend uniquely South African experiences to your guests, particularly if these enable them to see the country's natural beauty and wildlife.

Canadians are often also very stimulated by (and very used to) multiculturalism. Suggest activities that enable them to experience the multicultural aspects of South African life.

Canadians are very punctual, so be sure to be on time for any arrangements you make.

Extend common courtesies, such as opening doors.