

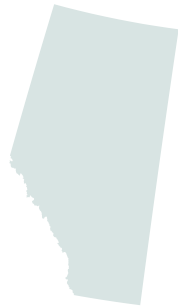


# MARKET PROFILES ALBERTA



DESTINATION  
BRITISH COLUMBIA™

## MARKET OVERVIEW



BC RANK\*\*

Alberta residents  
are BC's  
**#2 domestic market**

### MARKET POTENTIAL†

Likelihood to visit  
BC in next 2 years



### MARKET STATUS\*\*\*

Maintain  
our strength

## MARKET INSIGHTS



Alberta's economy remains on track for the first half of 2018 but with heightened uncertainty of US trade policies, the impact is uncertain.◊



From a brand perspective, BC's strongest differentiators are "beautiful natural scenery" and "a place where you can really feel the power of nature."†



Due to proximity, the Thompson Okanagan is the second most popular region to visit following Vancouver, Coast & Mountains.†

## BC PAST PERFORMANCE

### VISITATION [1]

+3%  
Annual growth rate  
(2013-2017)



### EXPENDITURES [1]

+2%  
Annual growth rate  
(2013-2017)



### NET PROMOTER SCORE †



Promoters 67%  
Passives 23%  
Detractors 10%



20%\*\*  
BC's share of Alberta  
resident provincial  
visitation



27%\*\*  
BC's share of Alberta  
resident provincial  
expenditures

### POSITIVE IMPRESSION OF BC †

87%

### FAMILIARITY OF BC †

72%

## SHORT-TERM FORECAST (2019)

### FORECAST VISITATION TO BC [1]

3,228,000



### FORECAST EXPENDITURES TO BC [1]

\$1,785.1M



### BC TRAVEL SEARCH QUERIES [2]

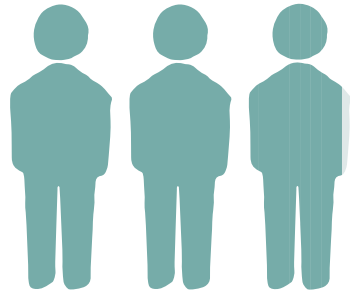
Q -3%

### GDP GROWTH †

\$ +2%

# TRAVELLER CHARACTERISTICS

## TRAVEL PARTY\*\*

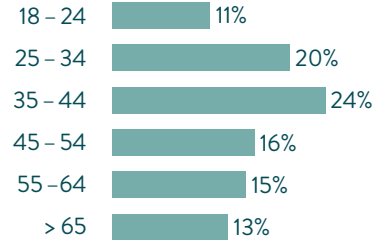


2.9

## TOP 3 EQ TYPES†

Gentle Explorers  
Free Spirits  
Authentic Experienter

## AGE\*\*



## SPENDING\*\*



\$527  
Average spending per person in BC

## PAST 5 YEAR TRAVEL TO BC†

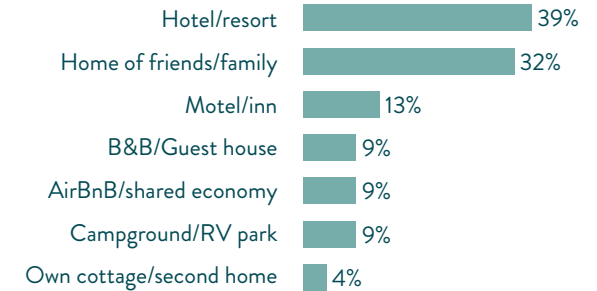


## AVERAGE TRIP LENGTH IN BC\*\*

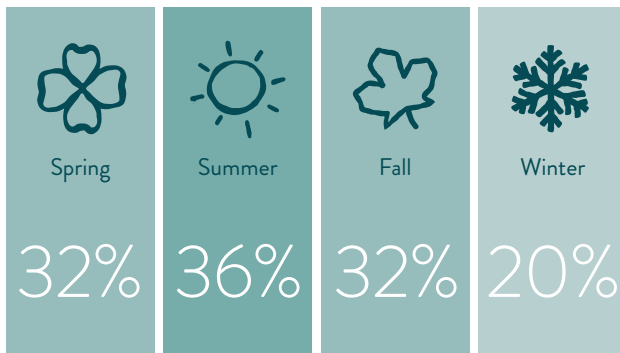
5.2 Nights



## ACCOMMODATIONS†



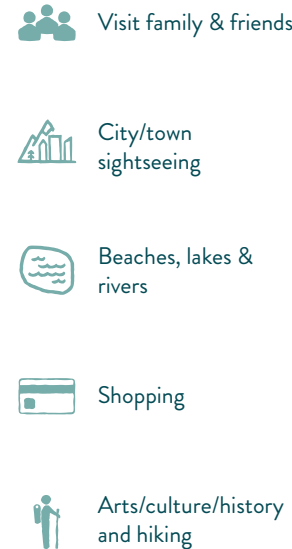
## TRAVEL SEASONS†



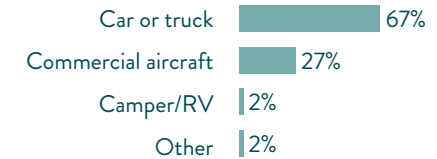
## TRIP PURPOSE\*\*



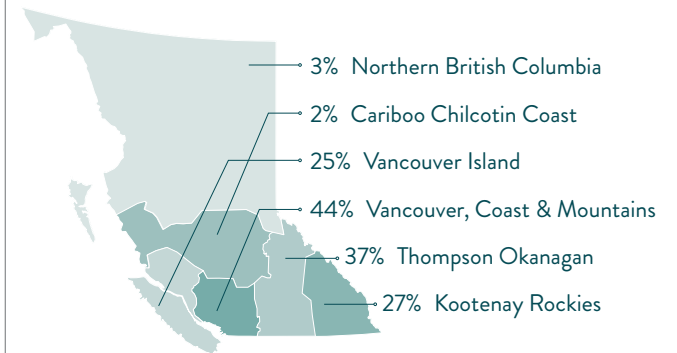
## TOP 5 ACTIVITIES†



## TRANSPORTATION USED DURING TRIP\*\*



## VISITS BY REGION†



## TRAVEL BOOKINGS<sup>[3]</sup>

