



ALBERTA

Market Overview

Domestic Trips by
Alberta Residents

13.5
million

Overnight Trips by
Alberta Residents in BC

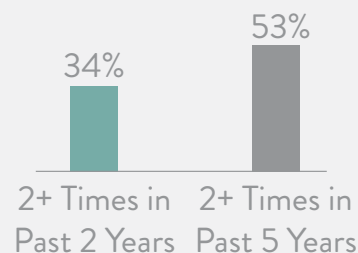
2.9 million (22%)

Total Spending in BC
\$1.4 billion

Alberta
Residents
are BC's

#2 Domestic
Market

Repeat Visitation



Impression of BC

85%

Positive
Impression

Recommend BC

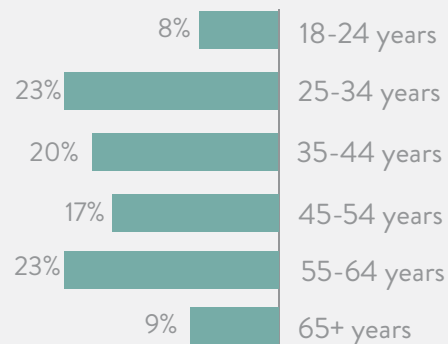
+54

Net Promoter
Score

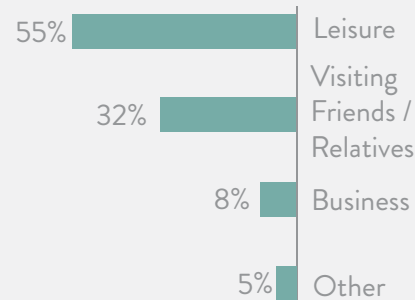
Explorer Quotient

Gentle Explorer	35%
Cultural Explorer	12%
Authentic Experiencer	10%
No-Hassle Traveller	9%
Virtual Traveller	9%

Age



Trip Purpose



Market Insights

In 2016, Alberta residents accounted for 14% of BC's total overnight visitation. Alberta residents continued to be BC's second largest domestic market, accounting for 19% of Canadian visits to BC.

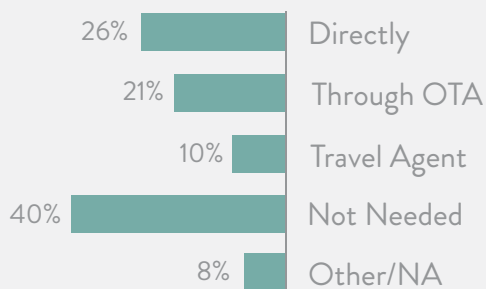
Travel Party Size



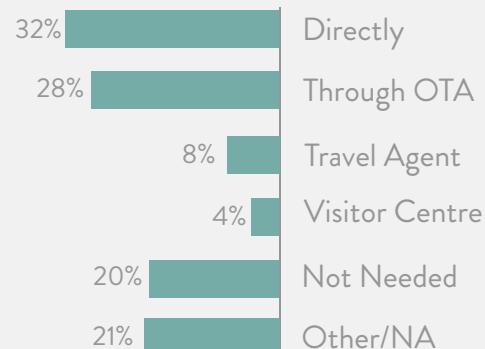
3.1 People

Booking Method

Flight

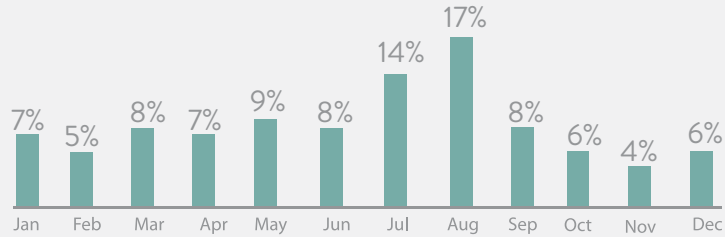


Accommodation



British Columbia captured 22% of all domestic overnight travel by Alberta residents, representing 2.9 million Alberta residents travelling to BC in 2016. They spent approximately \$1.4 billion tourism-related dollars in BC.

Month of Visit



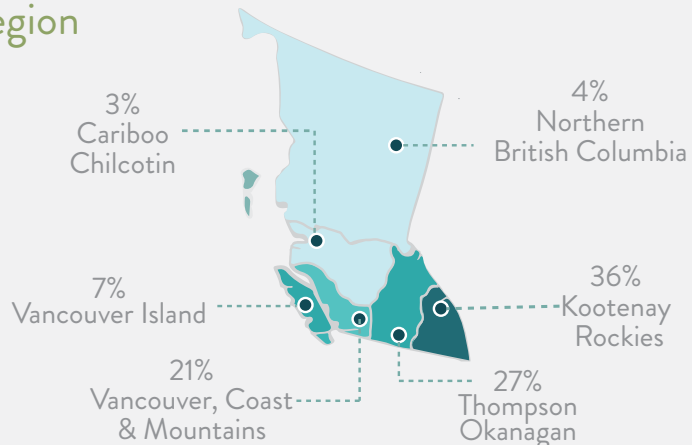
Transportation

Car/Truck	68%
Commercial Aircraft	26%
Camper/RV	1%
Bus	1%
Ship/Ferry	1%
Train	0.2%
Other	3%

Top 10 Activities

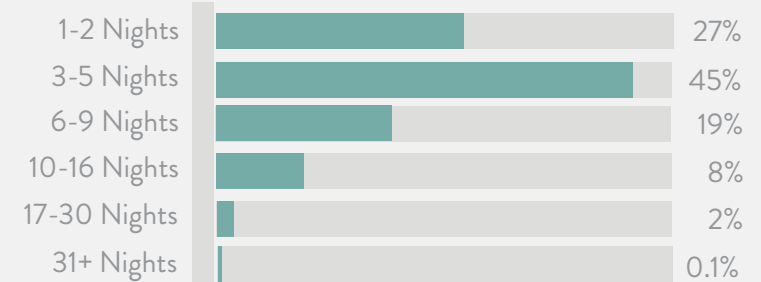
1- Beach		6- Boating	
2- Visit Parks		7- Downhill Skiing/Snowboarding	
3- Hiking/Backpacking		8- Shopping	
4- Restaurant/Bar/Club		9- Camping	
5- Sightseeing		10- Golfing	

Visits by Region



Trip Length in BC

Average
4.8 Nights



Top Trends for Alberta

The 2017 economic forecast for Alberta is promising, yet the province is still in the process of recovering from its worst recession in more than 50 years. Alberta's gross domestic product (GDP) is forecasted to increase by 3.3 percent in 2017, regaining traction on the 3.8% decrease between 2015 and 2016.

Alberta residents have a positive impression of BC, and a strong majority indicate that they are actively considering BC for a future leisure trip. They have positive perceptions of BC's unique combination of ocean, mountains, and rainforest, and emotional connection with its natural wonders.

The depreciation of the Canadian dollar, relative to the US dollar, contributed to the share of domestic travel by Canadians.

Overnight travel to BC by Alberta travellers peaks in July and August, which is more than any other domestic market.

Average Trip Spending per Person

\$479
Per Person

	Food/Beverage	\$158	33%
	Accommodation	\$140	29%
	Private Vehicle	\$77	16%
	Public/Local Transportation	\$46	10%
	Recreation/Entertainment	\$41	8%
	Retail/Other	\$17	4%

SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Alberta to British Columbia, unless otherwise noted.

Sources

Destination British Columbia's Key Performance Indicators
Consumer Research (2016)

Destination Canada's Global Tourism Watch (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC) (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC)
(pooled 2014, 2015 & 2016)

Notes

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'Recommend BC' measures the likelihood of a traveller to recommend and refer a destination based on their experience using the Net Promoter Score methodology.

'Booking Method' measures the primary method of booking for Canadian travellers, not specifically travellers from Alberta.

'Transportation' and 'Top 10 Activities' are measures of travellers' use/participation during their trip, which may include destinations other than BC.

'Visits by Region' may not equal 100% as travellers can visit more than one region during their trip in BC.

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BRITISH COLUMBIA

Market Overview

Domestic Trips
by British Columbia
Residents

13.0
million

Overnight Trips by British
Columbia Residents in BC

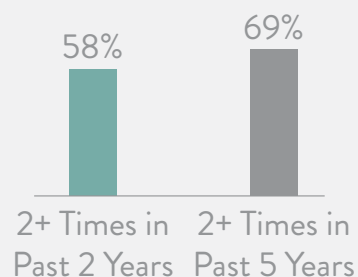
10.8 million (83%)

Total Spending in BC
\$3.2 billion

British Columbia
Residents
are BC's

#1 Domestic
Market

Repeat Visitation



Impression of BC

90%

Positive
Impression

Recommend BC

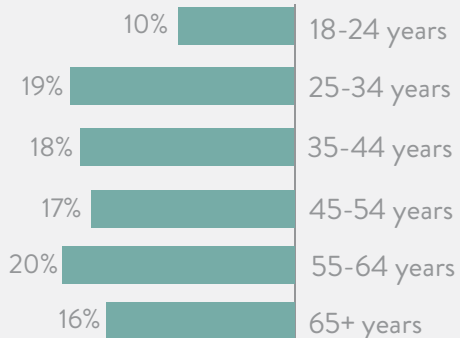
+60

Net Promoter
Score

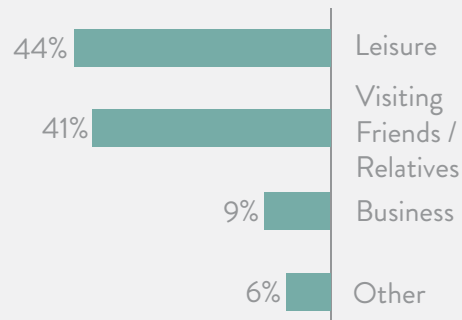
Explorer Quotient

Gentle Explorer	39%
Free Spirit	22%
Cultural Explorer	11%
Virtual Traveller	10%
Authentic Experiencer	9%

Age



Trip Purpose



Market Insights

In 2016, British Columbia residents accounted for 52% of BC's total overnight visitation and continued to be the province's largest market.

BC captured 83% of all domestic overnight travel by British Columbia residents in 2016. This represents an estimated 10.7 million British Columbia residents travelling within BC in 2015 and approximately \$3.2 billion generated in tourist receipts.

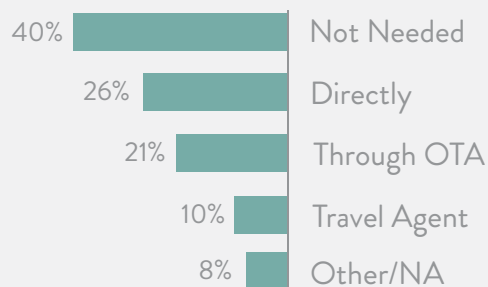
Travel Party Size



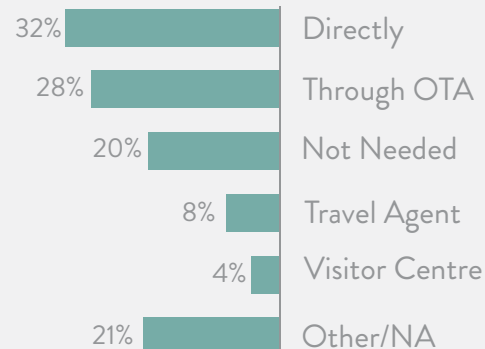
2.9 People

Booking Method

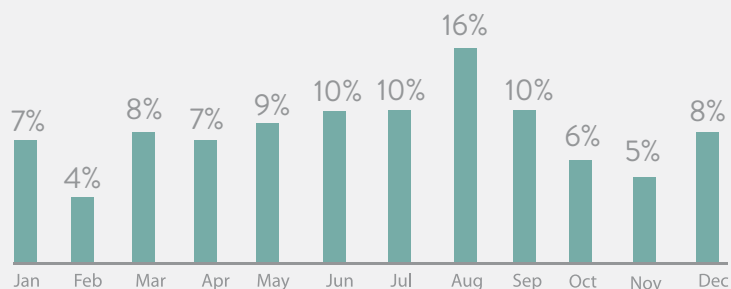
Flight



Accommodation



Month of Visit



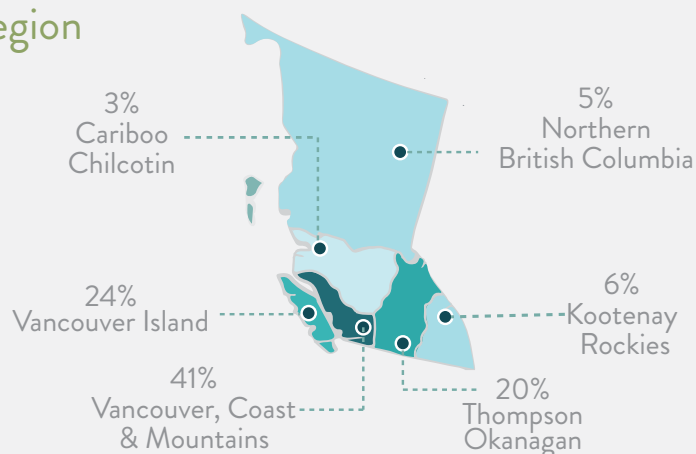
Transportation

Car/Truck	80%
Ship/Ferry	8%
Commercial Aircraft	5%
Bus	2%
Camper/RV	2%
Boat	0.5%
Other	3%

Top 10 Activities

1- Hiking/Backpacking		6- Sightseeing	
2- Beach		7- Shopping	
3- Visit Parks		8- Boating	
4- Camping		9- Wildlife Viewing	
5- Restaurant/Club		10- Museum/Art Gallery	

Visits by Region



Trip Length in BC

Average
2.9 Nights

1-2 Nights	61%
3-5 Nights	28%
6-9 Nights	8%
10-16 Nights	2%
17-30 Nights	1%

Top Trends for British Columbia

British Columbia's real gross domestic product (GDP) is forecasted to grow by 2.5% in 2017. This is despite the cooling of the BC housing market due to the introduction of the foreign buyers' tax in mid-2016.

British Columbia residents have a Net Promoter Score of +60; they are very likely to recommend BC as a travel destination to friends and family.

Domestic air capacity to BC (Vancouver International Airport) increased by 4% in 2016 over 2015. The depreciation of the Canadian dollar, relative to the US dollar, contributed to increased travel by British Columbia residents in their home province.

The majority of BC residents have taken a BC trip in the past five years, with Vancouver being the most visited destination.

The majority (90%) of overnight trips taken by British Columbia residents in BC are five days or less.

Average Trip Spending per Person

\$299
Per Person

	Food/Beverage	\$92	31%
	Accommodation	\$72	24%
	Private Vehicle	\$57	19%
	Public/Local Transportation	\$35	12%
	Retail/Other	\$25	8%
	Recreation/Entertainment	\$18	6%

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Sources

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ONTARIO

Market Overview

Domestic Trips by
Ontario Residents

45.2
million

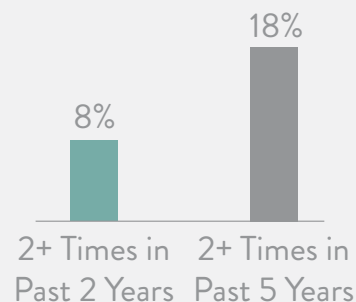
Overnight Trips by
Ontario Residents in BC

1.1 million (2%)

Total Spending in BC
\$1.1 billion

Ontario
Residents are
BC's
#3 Domestic
Market

Repeat Visitation



Impression of BC

86%

Positive
Impression

Recommend BC

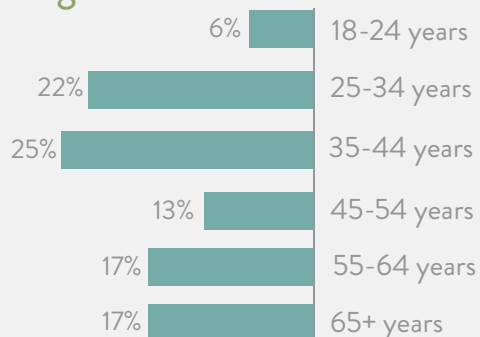
+57

Net Promoter
Score

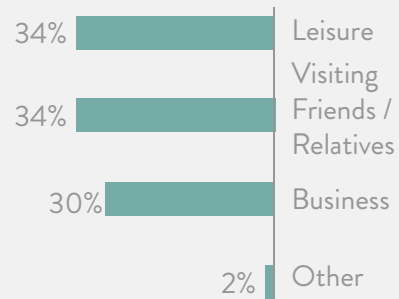
Explorer Quotient

Gentle Explorer	37%
Free Spirit	21%
Authentic Experienter	18%
Cultural Explorer	10%
Personal History Explorer	4%

Age



Trip Purpose



Market Insights

In 2016, travellers from Ontario accounted for 5% of BC's total overnight visitations, representing 1.1 million travellers from Ontario. As a result, approximately \$1.1 billion was generated in tourist receipts.

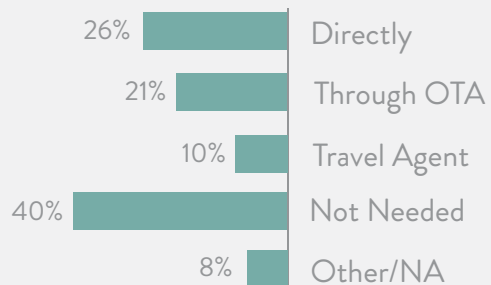
Travel Party Size



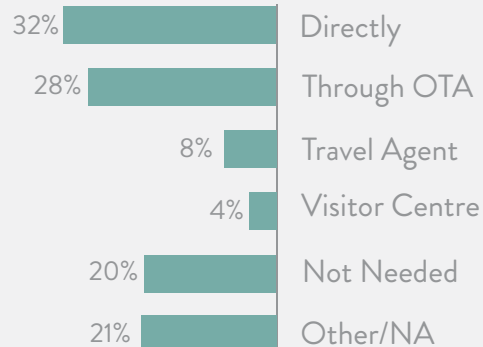
2.1 People

Booking Method

Flight ✈️

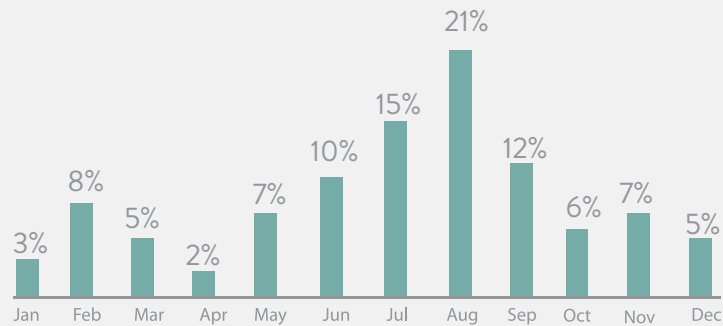


Accommodation 🛏️



Travellers from Ontario accounted for 7% of all domestic visits to BC, captured around 2% of all domestic overnight visitations by travellers from Ontario.

Month of Visit



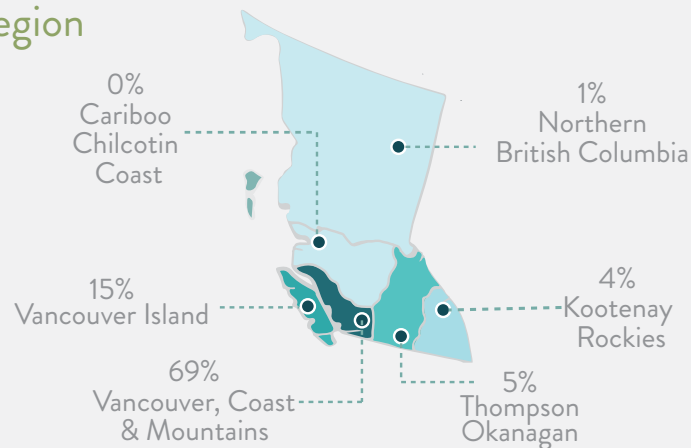
Transportation



Top 10 Activities

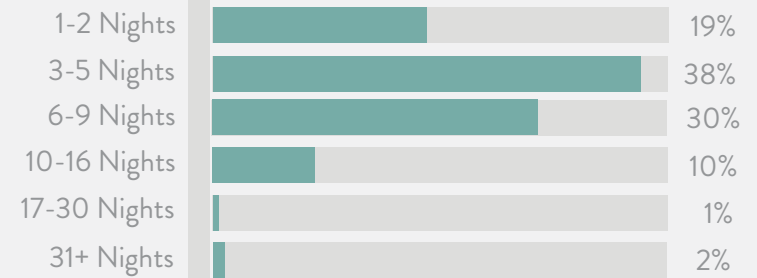


Visits by Region



Trip Length in BC

Average
6.9 Nights



Top Trends for Ontario

Ontario's economy continues to grow compared to the recovering economies of oil-producing provinces. Ontario's real gross domestic product (GDP) is forecasted to grow by 2.0% in 2017 and 2.1% in 2018.

Ontario residents have very strong awareness of BC and most of them actively consider taking a leisure trip to BC. They have positive perceptions of BC's unique combination of ocean, mountains, and rainforest, and an emotional connection with its natural wonders.

The depreciation of the Canadian dollar, relative to the US dollar, stimulated domestic travel by Canadians.

Travellers from Ontario have a greater segment of people aged 65 or older than any other domestic market travelling in/to BC.

Average Trip Spending per Person

\$1,062
Per Person



SOURCES AND NOTES

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Sources

Destination British Columbia's Key Performance Indicators
Consumer Research (2016)

Destination Canada's Global Tourism Watch (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC) (2016)

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CALIFORNIA

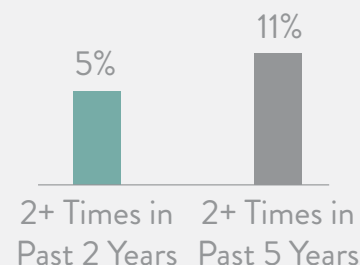
Market Overview

Outbound Trips from California Globally
4.6 million

Overnight Trips from California to BC
454,000 (10%)
Total Spending in BC
\$349.2 million

California is **#2** BC's market from the United States

Repeat Visitation



Impression of BC

68%
Positive Impression

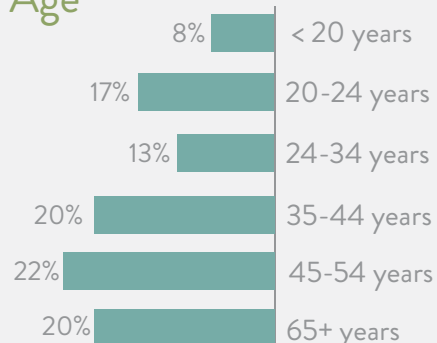
Recommend BC

+56
Net Promoter Score

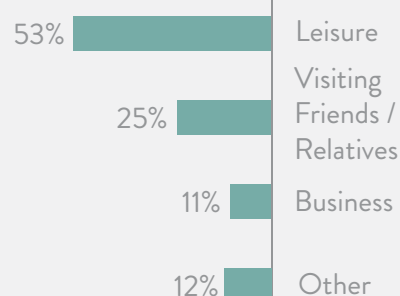
Explorer Quotient

Gentle Explorer	38%
Free Spirit	28%
Authentic Experiencer	12%
Cultural Explorer	7%
Cultural History Buff	5%

Age



Trip Purpose



Market Insights

The US was BC's largest international market in 2015, accounting for 66% of BC's international overnight visitation. California was BC's second-largest market from the US, representing 14% of BC's US overnight visitation.

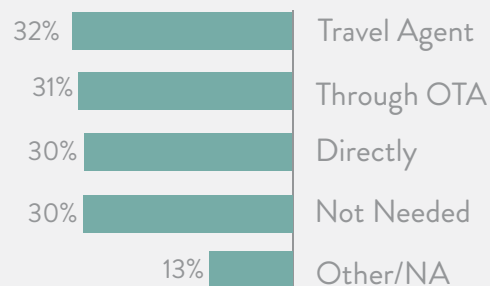
Travel Party Size



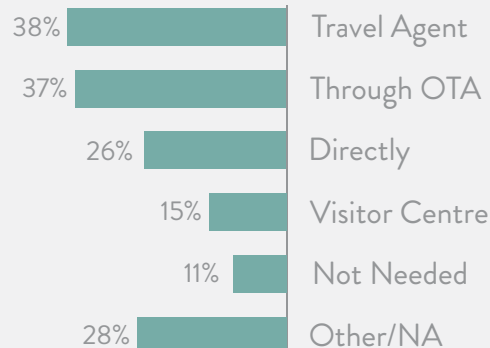
1.9 People

Booking Method

Flight ✈️

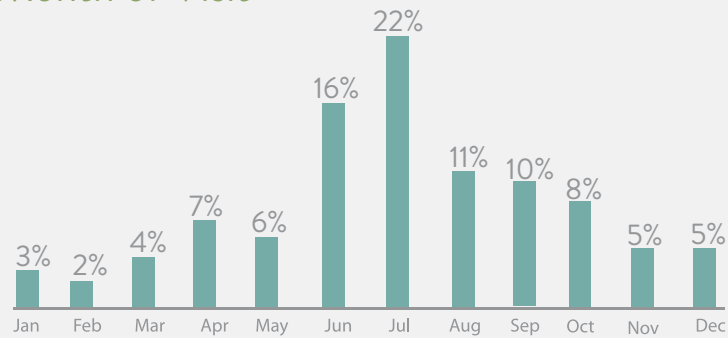


Accommodation 🛏️



Approximately 2% of all overnight visitations to BC were from travellers from California. An estimated 430,000 travellers from California visited BC in 2015, generating approximately \$341.4 million in tourism-related dollars.

Month of Visit



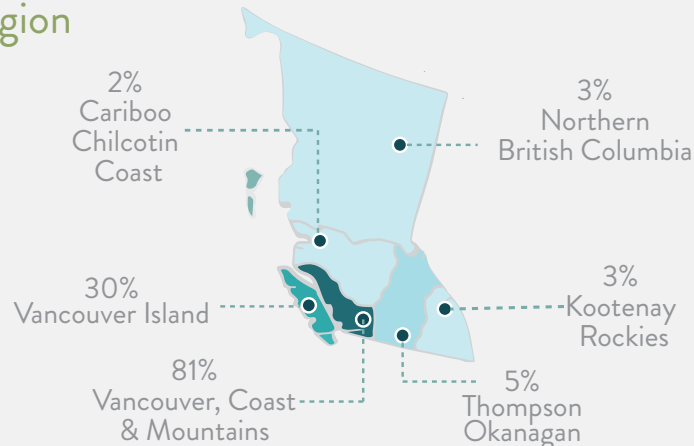
Transportation

Car/Truck	70%
Boat	20%
Bus	16%
Train	7%
Plane	4%

Top 10 Activities

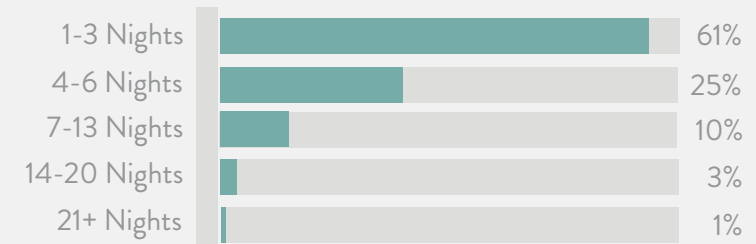
1- Restaurant/Club		6- Festivals/Fair	
2- Sightseeing		7- Beach	
3- Visit Parks		8- Wildlife Viewing	
4- Historic Site		9- Performance/Concert	
5- Museum/Art Gallery		10- Hiking/Backpacking	

Visits by Region



Trip Length in BC

Average
4.0 Nights



Top Trends for California

Following the 2009 recession, the US economy began a steady rebound, positively impacting the tourism sector with US international travel increasing by 8.0% in 2016 compared to 2015.

Over half of Americans' international trips are within North America. Mexico is the most frequently visited destination, followed by Canada.

Air capacity from the US to BC (Vancouver International Airport) increased by 9.5% in 2016 over 2015.

Overnight travel to BC by California travellers peaked in July and August, doubling the visitation compared to other times of the year.

Average Trip Spending per Person

\$769
Per Person

	Accommodation	\$300	39%
	Transportation	\$115	15%
	Food/Beverage	\$192	25%
	Recreation/Entertainment	\$85	11%
	Other	\$77	10%

SOURCES AND NOTES

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Sources

Destination British Columbia's Key Performance Indicators Consumer Research (2015 & 2016)

Destination Canada's Global Tourism Watch (2016)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

US Office of Travel and Tourism Industries (2015)

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WASHINGTON

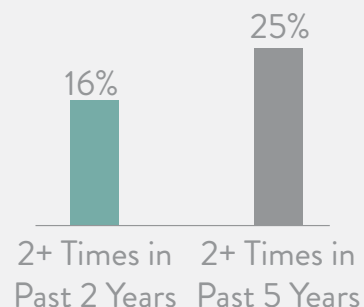
Market Overview

Outbound Trips
from Washington
Globally
1.9
million

Overnight Trips from
Washington to BC
1.5 million (80%)
Total Spending in BC
\$513.9 million

Washington is
#1 BC's
market
from the
United States

Repeat Visitation



Impression of BC

75%

Positive
Impression

Recommend BC

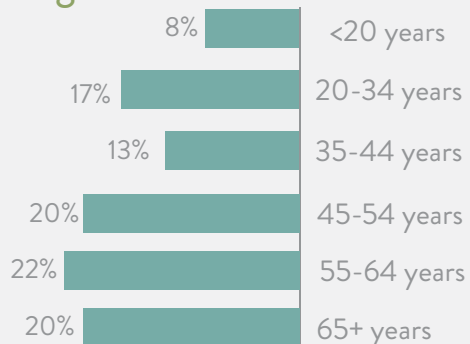
+60

Net Promoter
Score

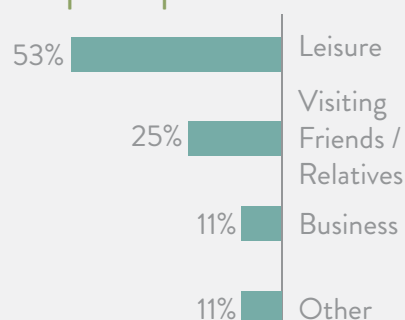
Explorer Quotient

Gentle Explorer	35%
Free Spirit	20%
Authentic Experienter	13%
Cultural Explorer	8%
Virtual Traveller	6%

Age



Trip Purpose



Market Insights

The US was BC's largest international market in 2015, accounting for 66% of BC's international overnight visitation. Washington travellers represented 49% of all US visitations to BC. This proportion increased by 8% compared to 2014.

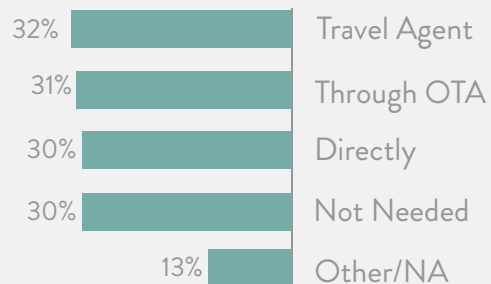
Travel Party Size



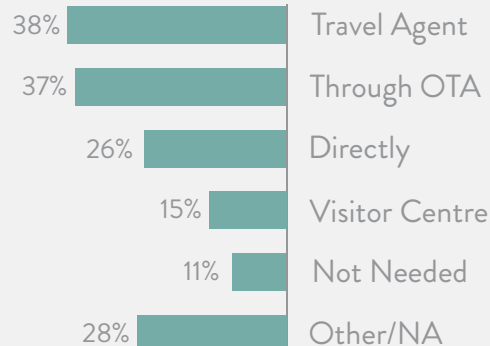
1.9 People

Booking Method

Flight



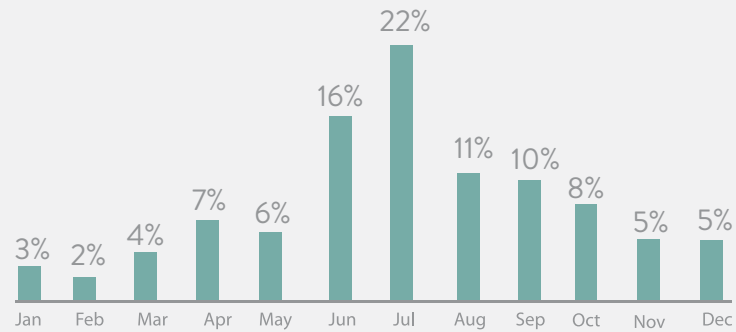
Accommodation



Washington was BC's the third-largest market of BC's total overnight visitation in 2015, accounting for 8% of the market share.

An estimated 1.5 million travellers from Washington visited BC in 2015, generating approximately \$513.9 million in tourist receipts.

Month of Visit



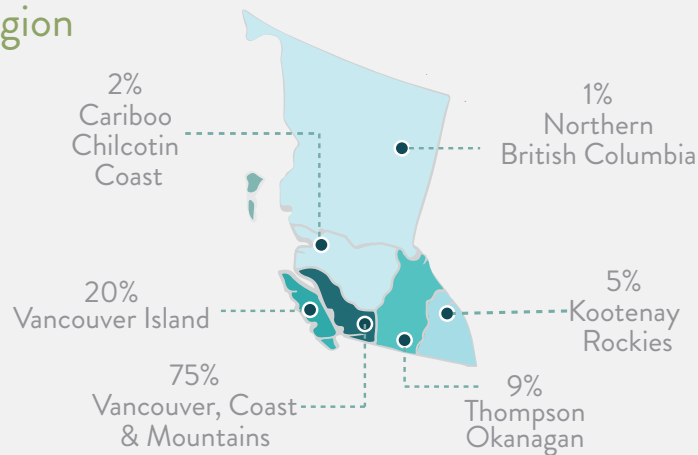
Transportation

Car/Truck	70%
Bus	16%
Boat	16%
Plane	9%
Train	5%

Top 10 Activities

1- Restaurant/Club		6- Festivals/Fair	
2- Sightseeing		7- Beach	
3- Visit Parks		8- Wildlife Viewing	
4- Historic Site		9- Performance/Concert	
5- Museum/Art Gallery		10- Hiking/Backpacking	

Visits by Region



Trip Length in BC

Average
4.0 Nights

1-3 Nights		61%
4-6 Nights		25%
7-13 Nights		10%
14-20 Nights		3%
21-60+ Nights		1%

Top Trends for Washington

Following the 2009 recession, the US economy began a steady rebound, positively impacting the tourism sector with US international travel increasing by 8% in 2016 compared to 2015.

Over half of Americans' international trips are within North America. Mexico is the most frequently visited destination, followed by Canada.

Air capacity from the US to BC (Vancouver International Airport) increased by 9.5% in 2016 over 2015.

Overnight travel to BC by Washington travellers peaked in July and August; however visitation is seen more frequently across all other months, compared to California travellers.

Average Trip Spending per Person

\$338
Per Person

	Accommodation	\$132	39%
	Food/Beverage	\$85	25%
	Transportation	\$51	15%
	Recreation/Entertainment	\$37	11%
	Other	\$34	10%

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US Office of Travel and Tourism Industries (2015)

Notes

'Impression of BC' measures the share of travellers who had a positive impression (4 or 5 on a 5-point scale) of BC as a travel destination.

'Recommend BC' measures the likelihood of a traveller to recommend and refer a destination based on their experience using the Net Promoter Score methodology.

'Booking Method' measures the primary method of booking for US travellers, not specifically travellers from Washington.

'Transportation' and 'Top 10 Activities' are measures of travellers' use/participation during their trip, which may include destinations other than BC.

'Visits by Region' may not equal 100% as travellers can visit more than one region during their trip in BC.

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AUSTRALIA

Market Overview

Outbound Trips from
Australia Globally

9.2
million

Top Destinations

- 1- New Zealand
- 2- Indonesia
- 3- US
- 16- Canada

Overnight Trips from
Australia to BC
173,000 (2%)

Total Spending in BC
\$325.4 million

#4

Australia is BC's
International
Market

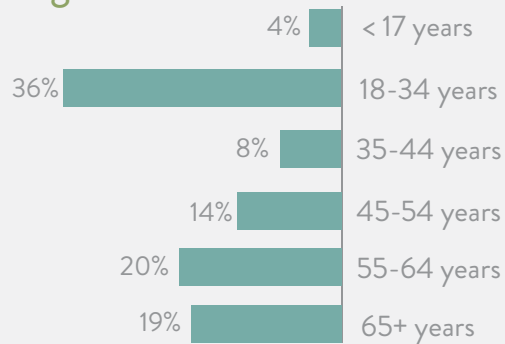
#3

Overseas
Market

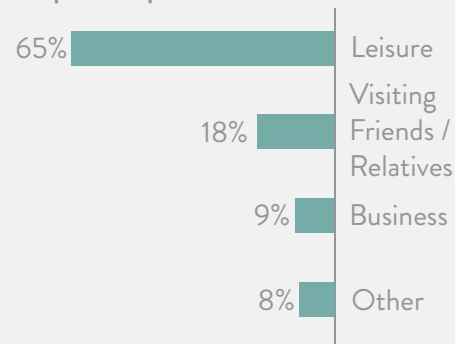
Explorer Quotient

Free Spirit	16%
Virtual Traveller	16%
Cultural Explorer	15%
Social Sampler	14%
Personal History Explorer	12%

Age



Trip Purpose



Travel Party Size



1.7 People

Market Insights

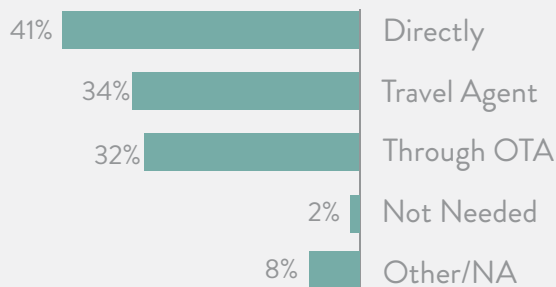
Australia was BC's fourth-largest international market in 2015 (remaining unchanged from 2014), accounting for 4% of BC's total international visitation, and third-largest overseas (including Mexico) market.

Around 174,000 travellers from Australia visited BC in 2015, generating approximately \$325.4 million in tourist receipts.

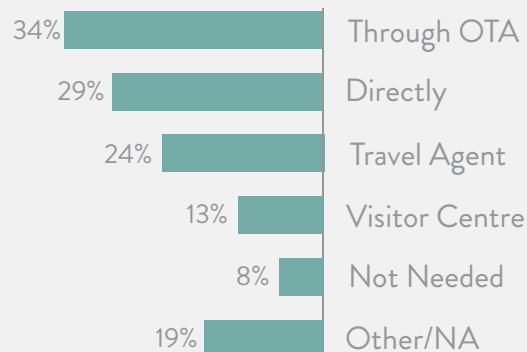
In 2015, Australia was the second-largest Asia/Pacific market for BC. Australia accounted for 26% of BC's total visitation from Asia/Pacific.

Booking Method

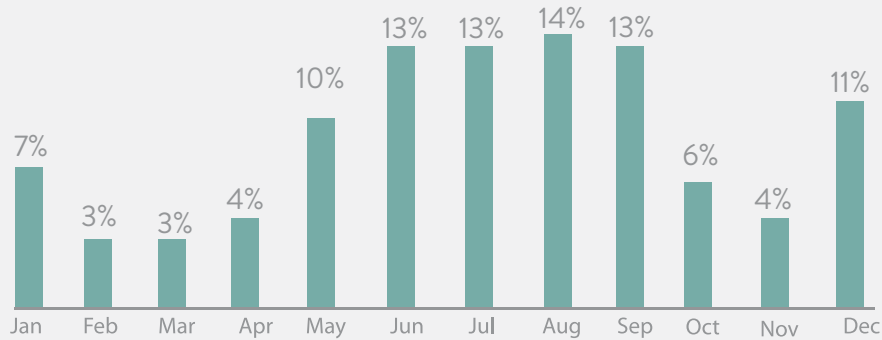
Flight



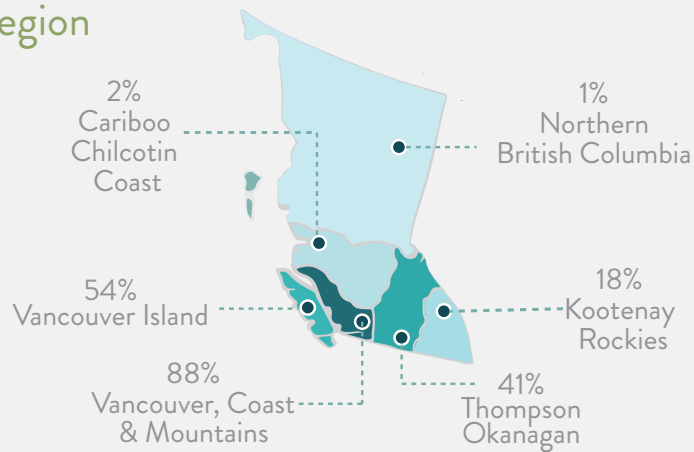
Accommodation



Month of Visit



Visits by Region



Top Trends for Australia

Australia is adjusting from a resource-based economy to a broader-based one, especially in the services sector, boosting international travel from Australia.

In 2016, BC has seen a 49% increase in air capacity at Vancouver International Airport and an increased interest by Australians to travel to Canada. This has resulted in growth from the Australian market to BC.

Online research and digital trip planning are increasing, taking the share away from flight bookings through travel agents.

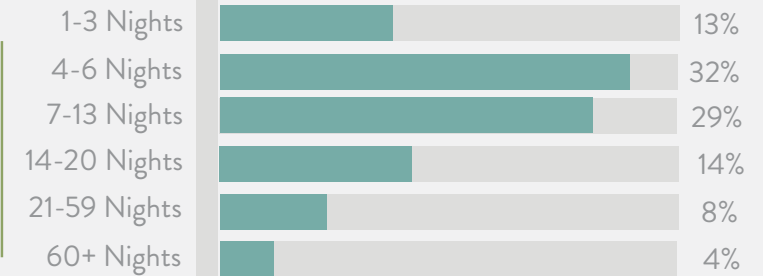
Canada has high awareness as a travel destination among Australians, with BC being an attractive destination year round. According to Euromonitor International, Canada's top competitors for the long-haul Australian travel market are the US, Thailand, the UK, and China.

Top 10 Activities



Trip Length in BC

Average
12.6 Nights



Average Trip Spending per Person

\$1,872
Per Person



SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Australia to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

'Booking Method' shares of 'travel agent' bookings are the same for both flight and accommodation, however, all other types of booking methods are independent of each other.

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CHINA

Market Overview

Outbound Trips from
China Globally

67.1
million

Top Destinations

- 1- South Korea
- 2- Taiwan
- 3- Thailand
- 17- Canada

Overnight Trips from
China to BC
218,000 (0.3%)

Total Spending in BC
\$343.8 million

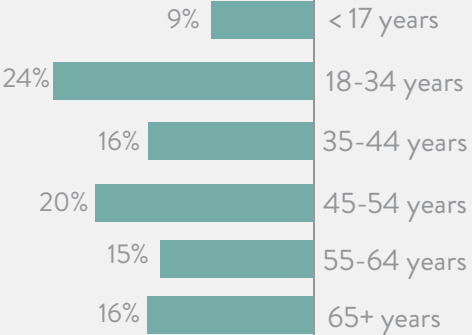
#3
#2

China is BC's
International
Market
Overseas
Market

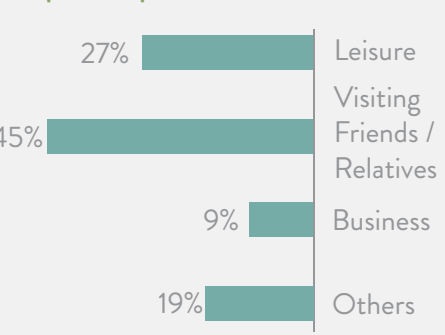
Explorer Quotient

Gentle Explorer	22%
Aspiring Escapist	20%
Group Tourist	19%
Free Spirit	17%
Rejuvenator	9%

Age



Trip Purpose



Travel Party Size



1.4 People

Market Insights

China was BC's third-largest international market in 2015.

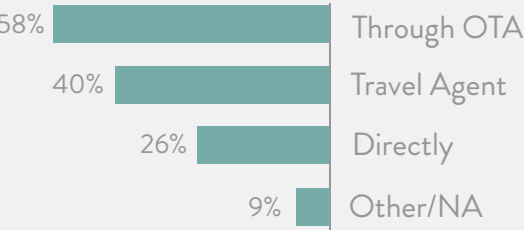
Around 219,000 travellers from China visited BC in 2015. Those visits generated approximately \$343.8 million in tourist receipts.

In 2015, China was the largest Asia/Pacific market for BC-inbound travel.

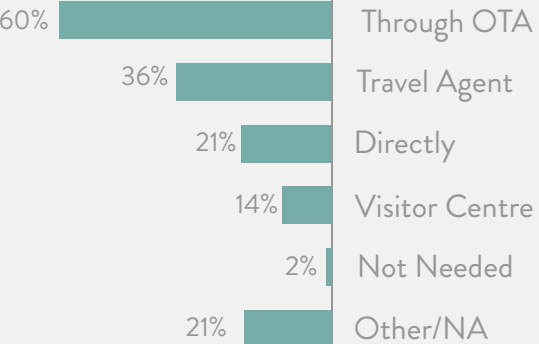
China accounted for 27% of BC's overnight visitation from Asia/Pacific and 5% from international markets.

Booking Method

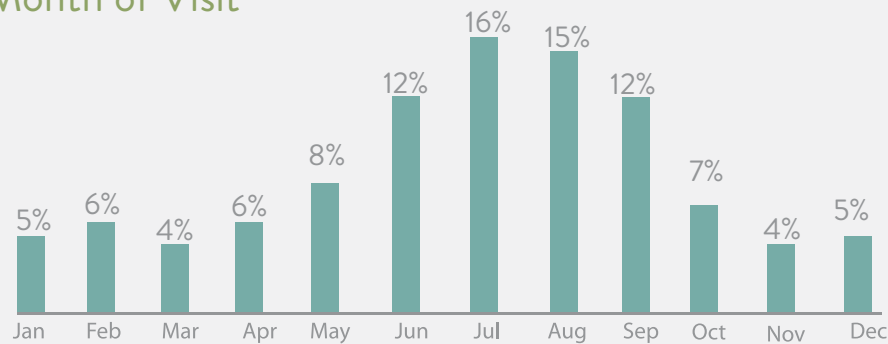
Flight ✈️



Accommodation 🛏️



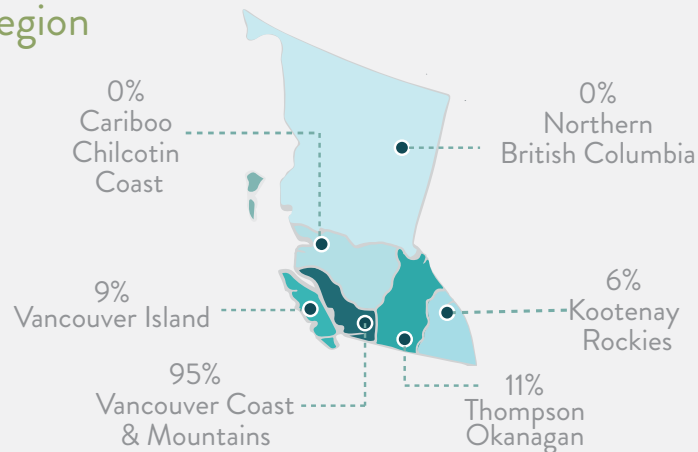
Month of Visit



Top 10 Activities

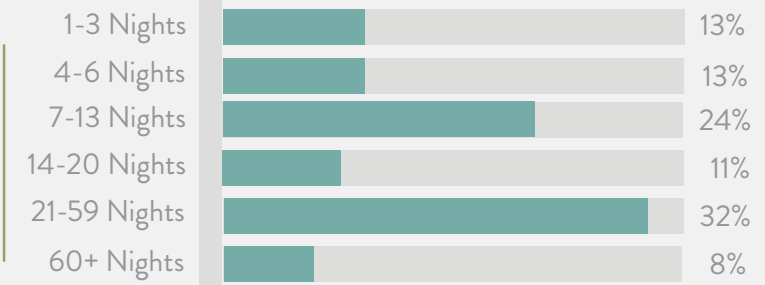
1- Sightseeing		6- Festivals/Fair	
2- Restaurant/Club		7- Museum/Art Gallery	
3- Historic Site		8- Zoo/Aquarium	
4- Performance/Concert		9- Theme/Amusement Park	
5- Visit Parks		10- Casino	

Visits by Region



Trip Length in BC

Average
24.3 Nights



Top Trends for China

Outbound travel from China has been growing rapidly in recent years fuelled by economic growth, relaxed travel restrictions, personal wealth increases, growth of passport ownership, less restrictive visa requirements, increased international flights and more destination obtaining Approved Destination Status (ADS).

According to Euromonitor International, Canada was ranked #17 as an international destination receiving outbound travel from China.

Canada's top competitors for visitors from China in the long-haul outbound travel market are the US, Australia, France, and Germany.

Average Trip Spending per Person

\$1,573 Per
Person

	Food / Beverage	\$393	25%
	Accommodation	\$315	20%
	Transportation	\$220	14%
	Recreation / Entertainment	\$94	6%
	Other	\$551	35%

SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from China to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

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GERMANY

Market Overview

Outbound Trips from
Germany Globally

95.0
million

Top Destinations

- 1- Austria
- 2- Spain
- 3- Italy

Overnight Trips from
Germany to BC
135,000 (0.1%)

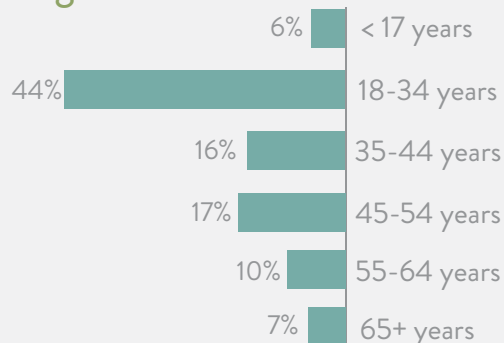
Total Spending in BC
\$223.3 million

Germany is BC's
#6 International
Market
#5 Overseas
Market

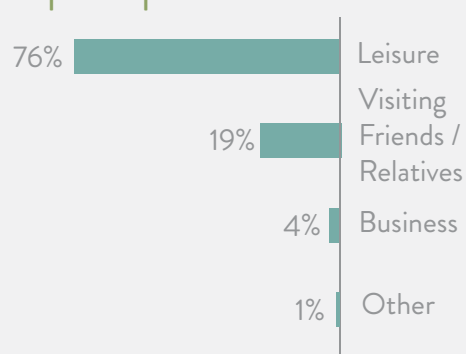
Explorer Quotient

Cultural Explorer	17%
Virtual Traveller	15%
Rejuvenator	14%
Authentic Experienter	13%
Group Tourist	13%

Age



Trip Purpose



Travel Party Size



1.7 People

Market Insights

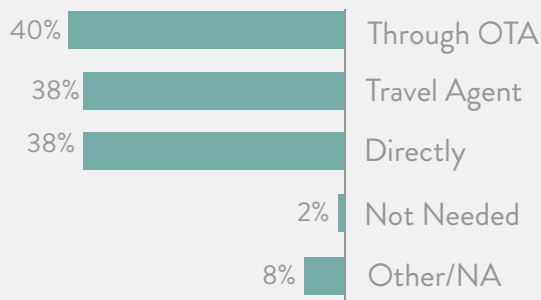
In 2015, Germany continued to be BC's sixth-largest international and fifth-largest overseas (including Mexico) market.

An estimated 136,000 travellers from Germany visited BC in 2015, accounting for 9% of BC's overseas overnight visitation market share and generating approximately \$223.3 million in tourist receipts.

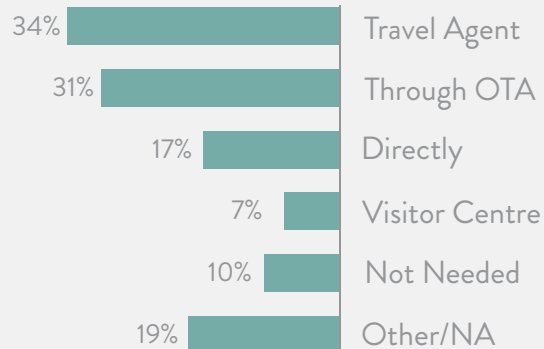
Germany remained the second-largest European market for BC in 2015, accounting for 22% of BC's European visitation. This proportion increased by 5% compared to 2014.

Booking Method

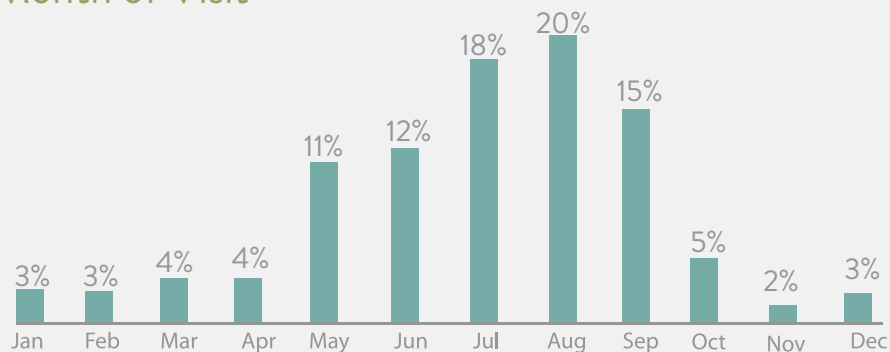
Flight



Accommodation



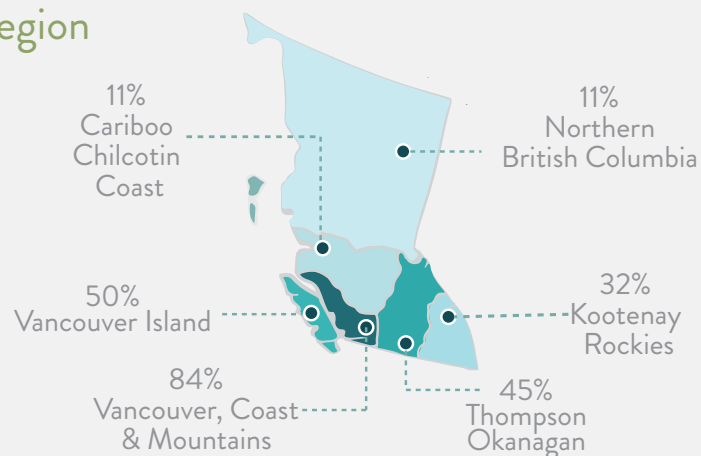
Month of Visit



Top 10 Activities

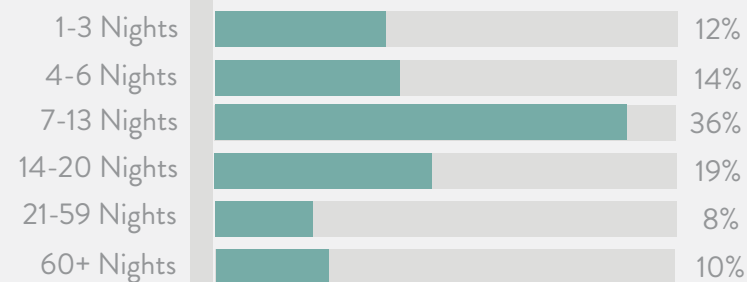


Visits by Region



Trip Length in BC

Average
23.9 Nights



Top Trends for Germany

In 2016, more Germans travelled to BC due to an 8% increased air capacity at Vancouver International Airport and an increased interest to travel to Canada.

Economic uncertainty, weaker consumer confidence and the decline of the euro are some of the factors responsible for the shift in long-haul travel patterns among German travellers in recent years.

Unemployment in Germany remains the second-lowest in the eurozone. The euro has continued to strengthen against the Canadian dollar in 2017, making Canada a more attractive destination.

Average Trip Spending per Person

\$1,644
Per Person



SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Germany to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

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JAPAN

Market Overview

Outbound Trips from
Japan Globally

17.7
million

Top Destinations

- 1- China
- 2- South Korea
- 3- US
- 15- Canada

Overnight Trips from
Japan to BC
92,000 (0.5%)

Total Spending in BC
\$135.3 million

Japan is BC's
International
Market

#5

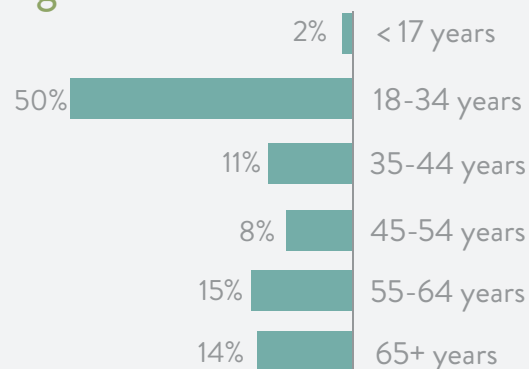
Overseas
Market

#4

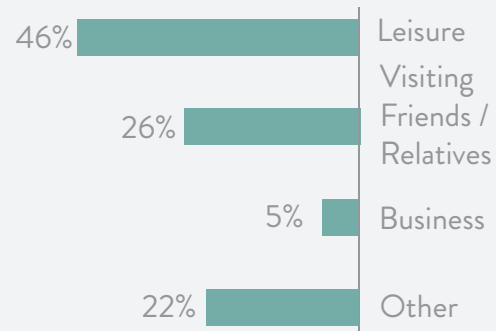
Explorer Quotient

Cultural History Buff	16%
Virtual Traveller	16%
Personal History Explorer	14%
Group Tourist	13%
Free Spirit	12%

Age



Trip Purpose



Travel Party Size



1.3 People

Market Insights

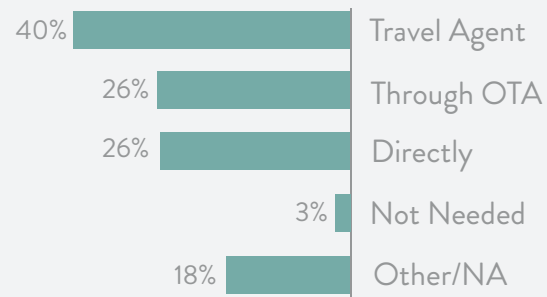
In 2015, Japan continued to be BC's fifth-largest international market and fourth-largest overseas (including Mexico) market, accounting for 7% of BC's international overnight visitation market share.

Around 92,000 travellers from Japan visited BC in 2015. Visitors from Japan spent approximately \$135.3 million in tourism-related dollars in 2015.

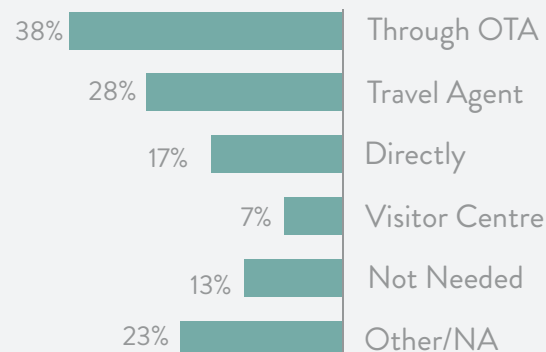
Japan was the fourth-largest Asia/Pacific market for BC in 2015, and accounted for 11% of BC's Asia/Pacific market share.

Booking Method

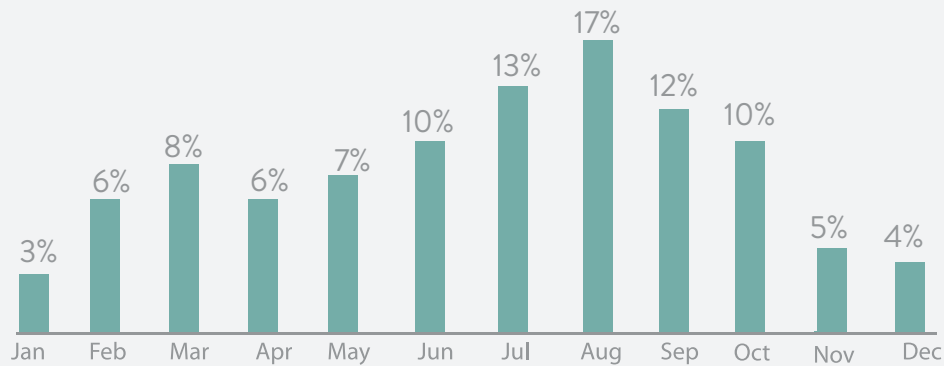
Flight ✈️



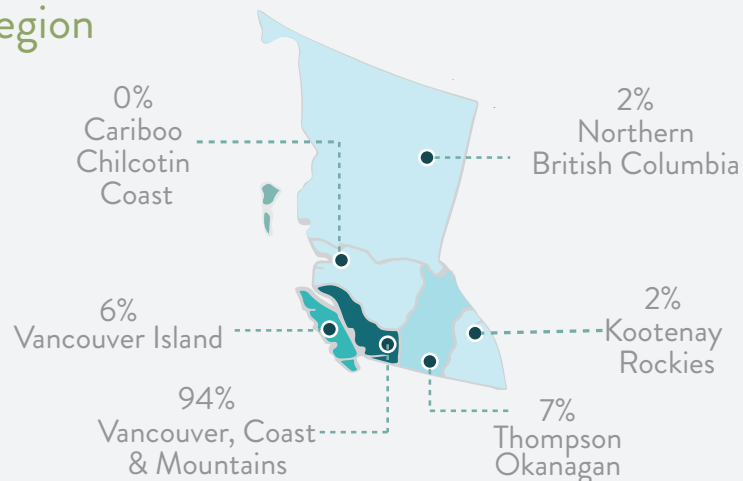
Accommodation 🛏️



Month of Visit



Visits by Region



Top Trends for Japan

Purchasing power from the Japanese market in Canada is strong relative to competitive destinations, boosting overnight arrivals to Canada.

The Free Independent Traveller market is growing and Canada is attracting a younger demographic from Japan. The school-trip market and educational travel continues to grow.

Canada's competition for travellers from Japan is the UK, Europe, Australia, and New Zealand.

Top 10 Activities

1- Sightseeing



2- Restaurant/Club



3- Festivals/Fair



4- Visit Parks



5- Museum/Art Gallery



6- Performance/Concert



7- Beach



8- Historic Site



9- Wildlife Viewing

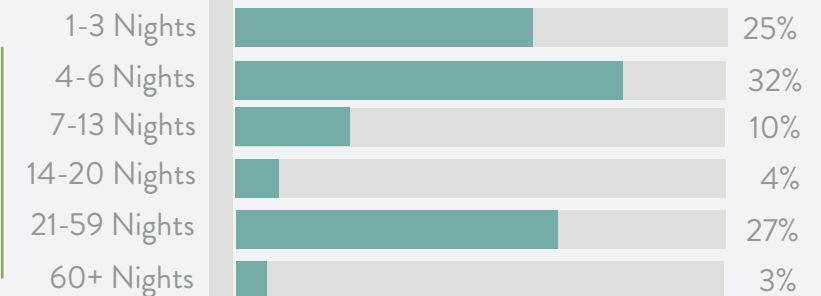


10- Casino



Trip Length in BC

Average
16.3 Nights



Average Trip Spending per Person

\$1,472
Per Person



	Accommodation	\$530	36%
	Transportation	\$265	18%
	Food Beverage	\$206	14%
	Recreation / Entertainment	\$191	13%
	Other	\$280	19%

SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Japan to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

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MEXICO

Market Overview

Outbound Trips from
Mexico Globally

18.7
million

Top
Destinations

1- US
2- Canada

Overnight Trips from
Mexico to BC
59,000 (0.3%)

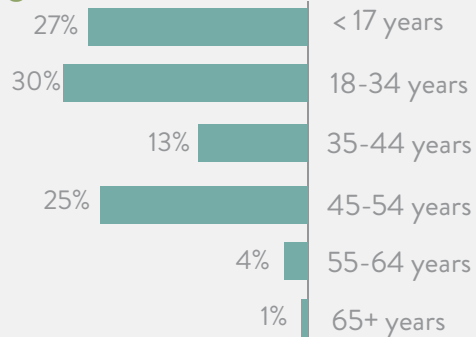
Total Spending in BC
\$86.2 million

Mexico is BC's
#7 International
Market
#6 Overseas
Market

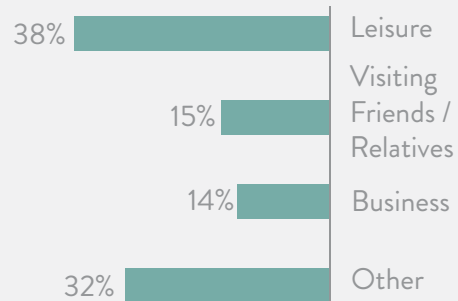
Explorer Quotient

Free Spirit	15%
Group Tourist	14%
Rejuvenator	13%
Social Sampler	12%
Virtual Traveller	12%

Age



Trip Purpose



Travel Party Size



2.2 People

Market Insights

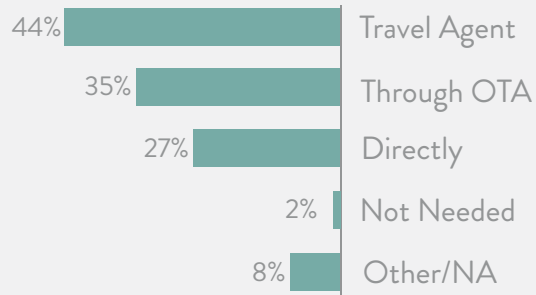
Mexico was BC's seventh-largest international market in 2015, accounting for 1% of BC's total international overnight visitation.

Mexico was BC's sixth-largest overseas market (this ranking has increased one position from 2014). It accounted for 4% of BC's overseas visitation market share.

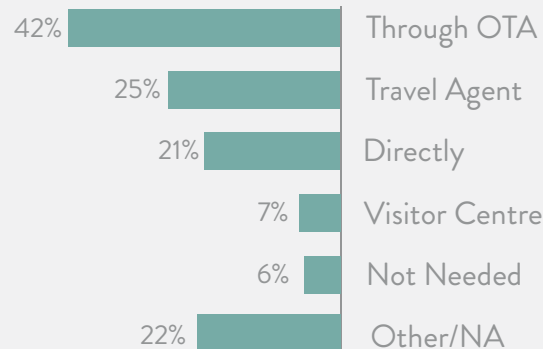
Around 59,000 travellers from Mexico visited BC in 2015, an increase of 27% over 2014. Travellers from Mexico generated approximately \$86.2 million in tourist receipts.

Booking Method

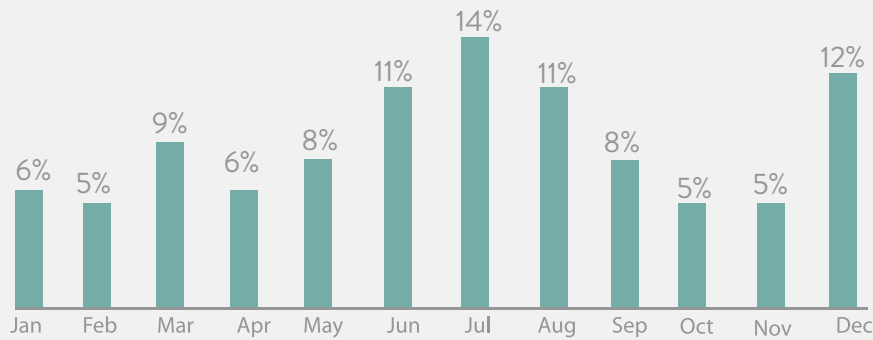
Flight ✈️



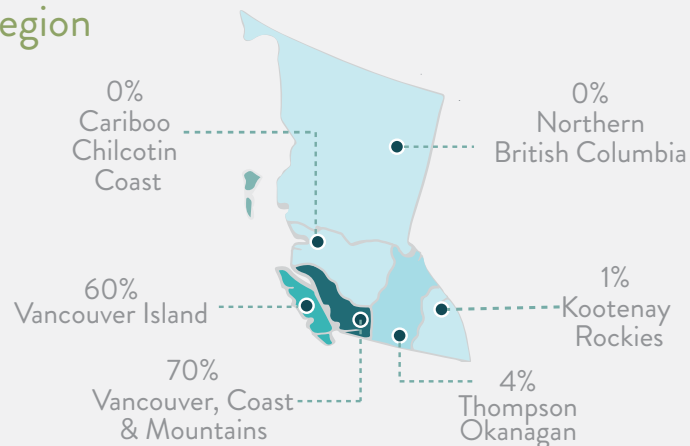
Accommodation 🛏️



Month of Visit



Visits by Region



Top Trends for Mexico

Mexican travellers no longer require a visa to travel to Canada. The only requirement for them is to get an electronic travel authorization (eTA) to enter the country, a requirement for citizens from countries other than the US that don't require an entrance visa. Easier access has resulted in higher visitation to BC in the past 12 months.

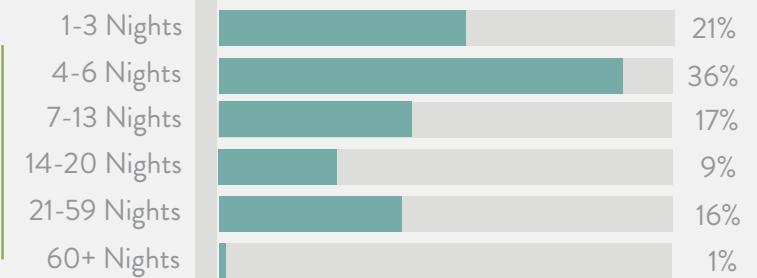
Air capacity from Mexico to BC (through Vancouver International Airport) increased by 22% in 2016 over 2015. Aeromexico launched a direct flight to Vancouver in December 2015 fostering tourism in both directions. This flight now flies twice daily, and Aeromexico joins a number of airlines that have recently added flights to BC, contributing to increased visitation to the province.

Top 10 Activities

1- Restaurant/Club		6- Wildlife Viewing	
2- Sightseeing		7- Festivals/Fair	
3- Visit Parks		8- Cycling	
4- Historic Site		9- Zoo/Aquarium	
5- Museum/Art Gallery		10- Performance/Concert	

Trip Length in BC

Average
10.8 Nights



Average Trip Spending per Person

\$1,468
Per Person

	Accommodation	\$338	23%
	Food Beverage	\$264	18%
	Recreation/ Entertainment	\$161	11%
	Transportation	\$117	8%
	Other	\$587	40%

SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Mexico to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

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UNITED KINGDOM

Market Overview

Outbound Trips from
UK Globally

56.5
million

Top Destinations

- 1- Spain
- 2- France
- 3- US
- 20- Canada

Overnight Trips from
UK to BC
235,000 (0.4%)

Total Spending in BC
\$357.2 million

#2

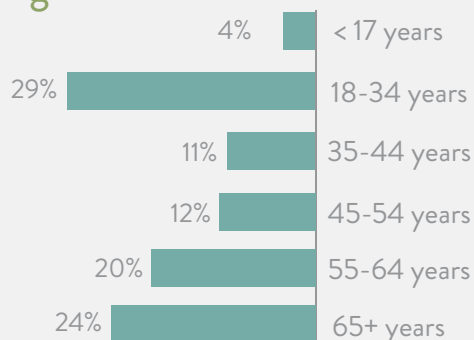
#1

UK is BC's
International
Market
Overseas
Market

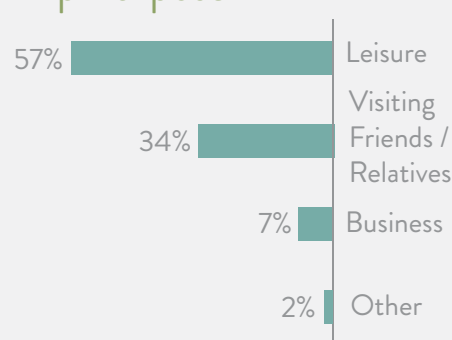
Explorer Quotient

Gentle Explorer	24%
Authentic Experienter	16%
Free Spirit	13%
Cultural Explorer	10%
Cultural History Buff	10%

Age



Trip Purpose



Travel Party Size



1.7 People

Market Insights

The value of the British pound continues to slide on international currency markets, potentially decreasing the number of visits by UK residents to Europe, US, and Canada.

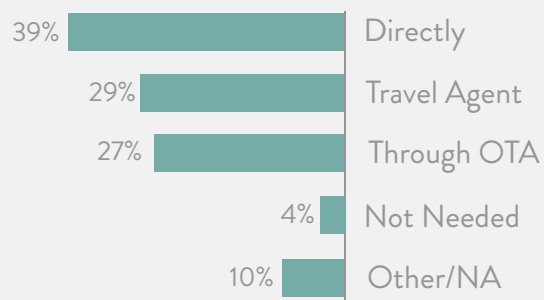
Despite the decreased purchasing power of the British pound, BC has seen a 17% increase in air capacity at Vancouver International Airport and an increased interest to travel to Canada in 2016.

According to Euromonitor International, Canada was ranked 20th as a destination welcoming British travellers.

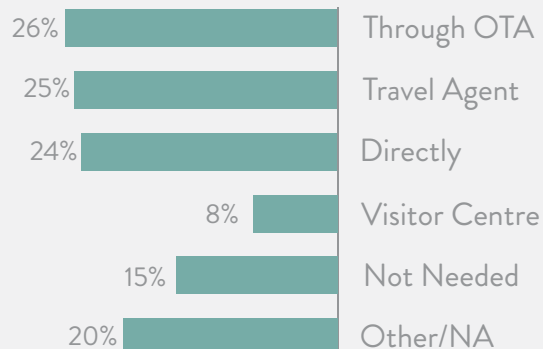
Canada's top competitive set for the long-haul UK travel market is Spain, France, and the US.

Booking Method

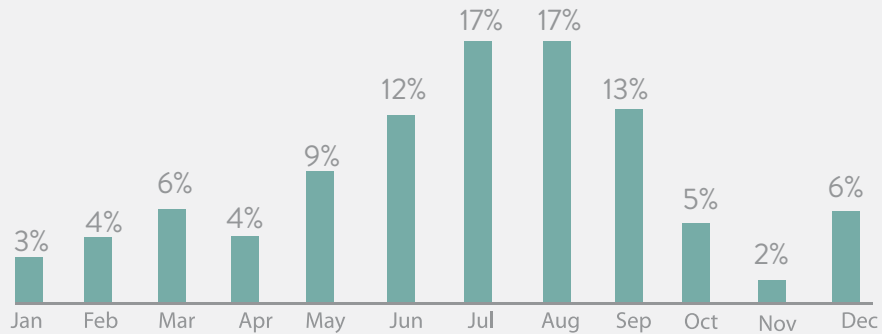
Flight ✈️



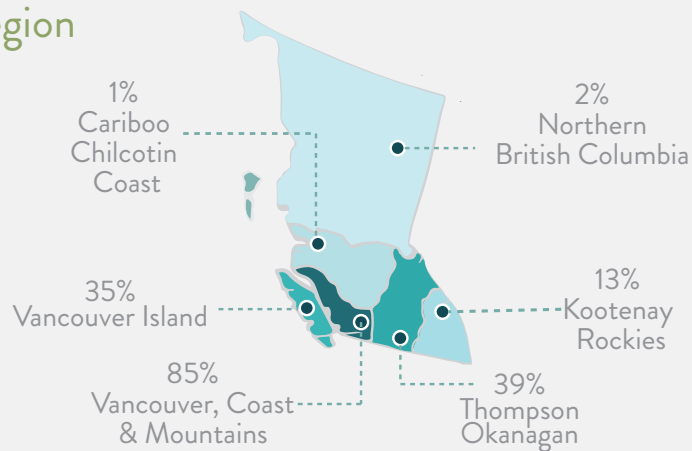
Accommodation 🛏️



Month of Visit



Visits by Region



Top Trends for the United Kingdom

The value of the British pound continues to slide on international currency markets, potentially decreasing the number of visits by UK residents to Europe, US, and Canada. This outbound travel trend might be affected by economic impacts of Brexit.

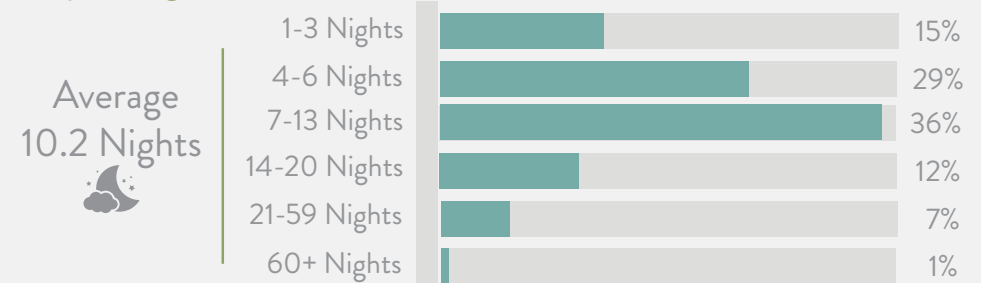
Despite the decreased purchasing power of the British pound, BC has seen a 17% increase in air capacity at Vancouver International Airport and an increased interest to travel to Canada in 2016.

According to Euromonitor International, Canada was ranked 20th as a destination welcoming British travellers. Canada's top competitive set for the long-haul UK travel market is Spain, France, and the US.

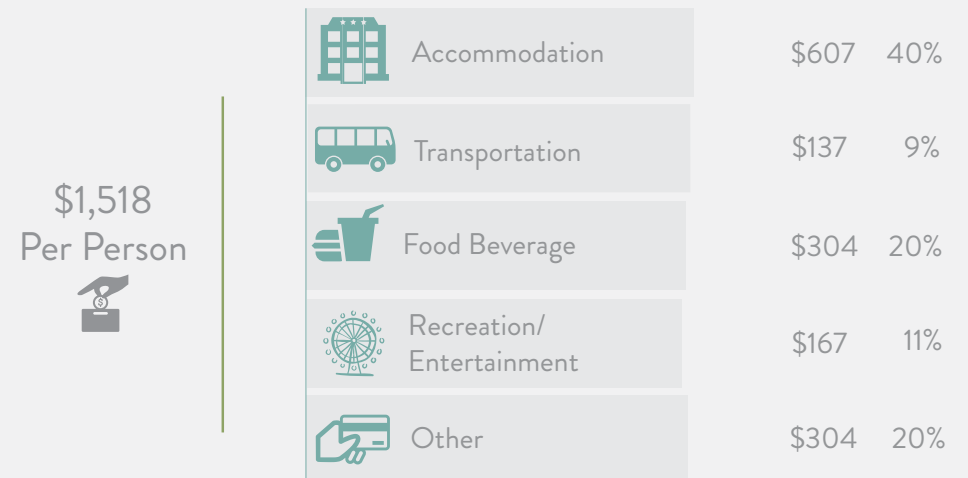
Top 10 Activities



Trip Length in BC



Average Trip Spending per Person



SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from the United Kingdom to British Columbia, unless otherwise noted.

Sources

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Toursim Watch (2016)

Euromonito International (2015)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

Notes

'Booking Method' shares of '*travel agent*' bookings are the same for both flight and accommodation, however, all other types of booking methods are independent of each other.

'Top 10 Activities' measures travellers' participation in activities during their trip, which may include destinations other than BC.

'Visits by Region' may not equal 100% as travellers can visit more than one region during their trip in BC.

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