



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

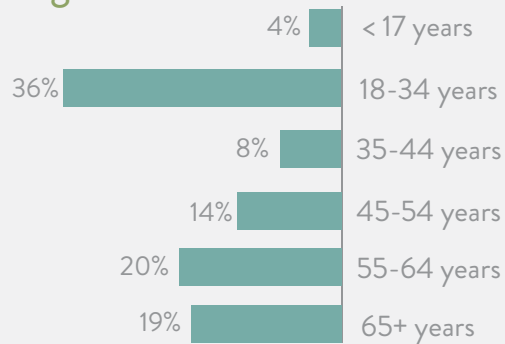
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Australia is BC's
International
Market
Overseas
Market

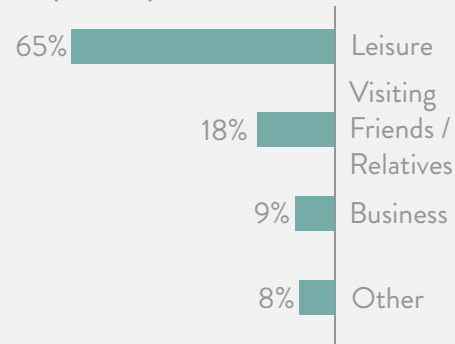
Explorer Quotient

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

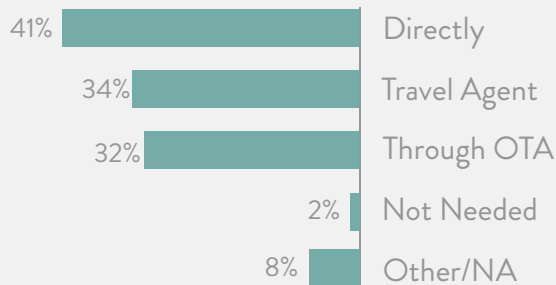
Australia was BC's fourth-largest international market in 2015 (remaining unchanged from 2014), accounting for 4% of BC's total international visitation, and third-largest overseas (including Mexico) market.

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

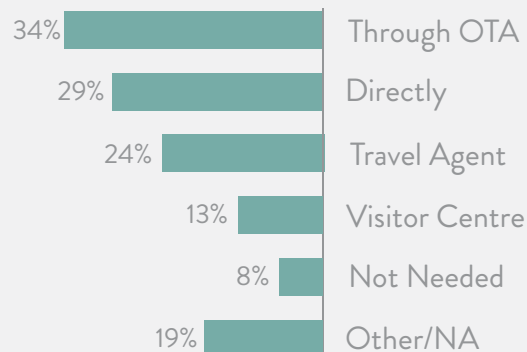
In 2015, Australia was the second-largest Asia/Pacific market for BC. Australia accounted for 26% of BC's total visitation from Asia/Pacific.

Booking Method

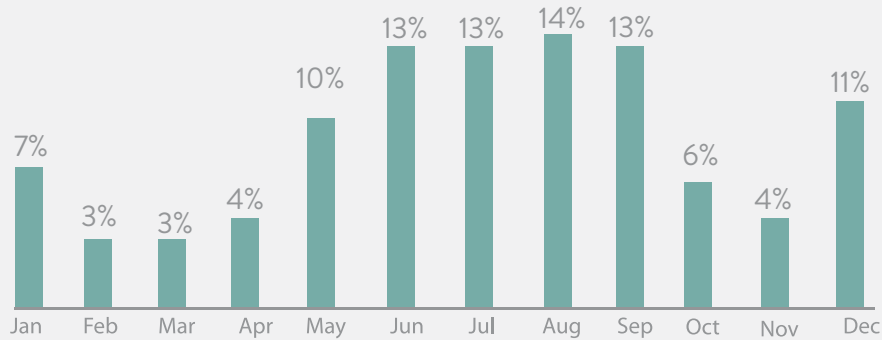
Flight



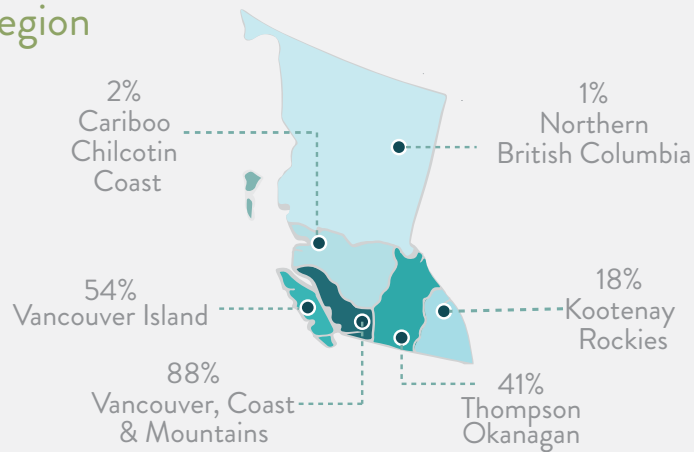
Accommodation



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.

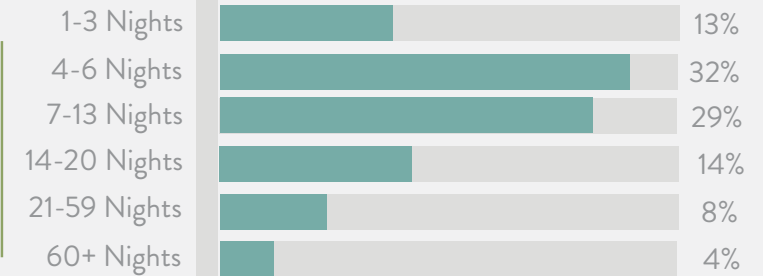
Canada has high awareness as a travel destination among Australians, with BC being an attractive destination year round. According to Euromonitor International, Canada's top competitors for the long-haul Australian travel market are the US, Thailand, the UK, and China.

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.

'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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