



BRITISH COLUMBIA

Market Overview

Domestic Trips
by British Columbia
Residents

13.0
million

Overnight Trips by British
Columbia Residents in BC

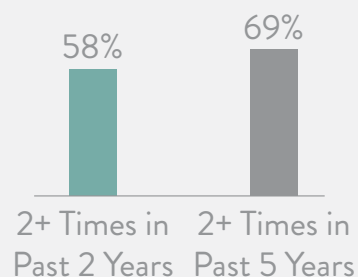
10.8 million (83%)

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

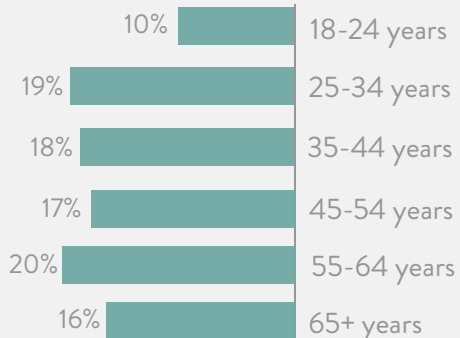
+60

Net Promoter
Score

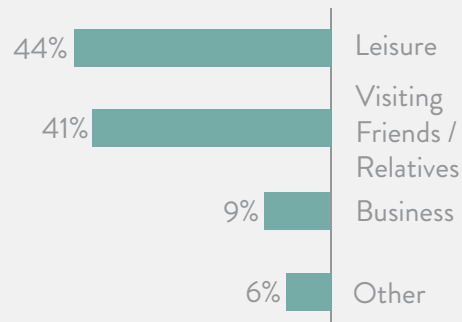
Explorer Quotient

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.

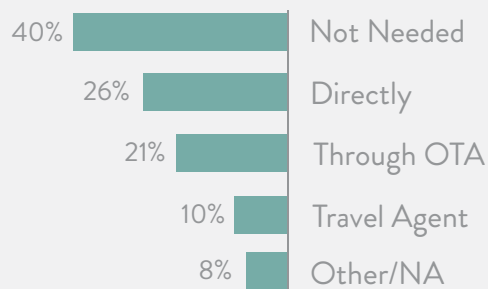
Travel Party Size



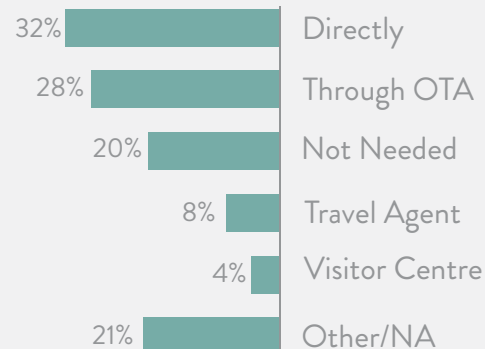
2.9 People

Booking Method

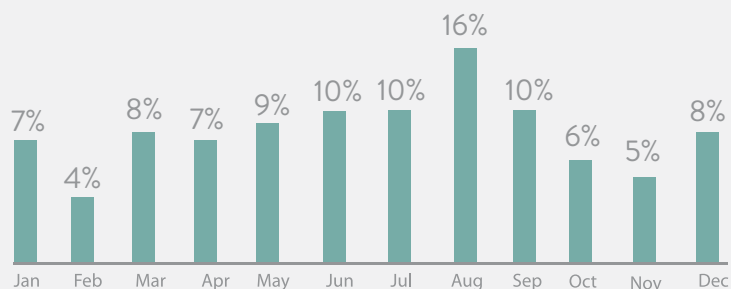
Flight



Accommodation



Month of Visit



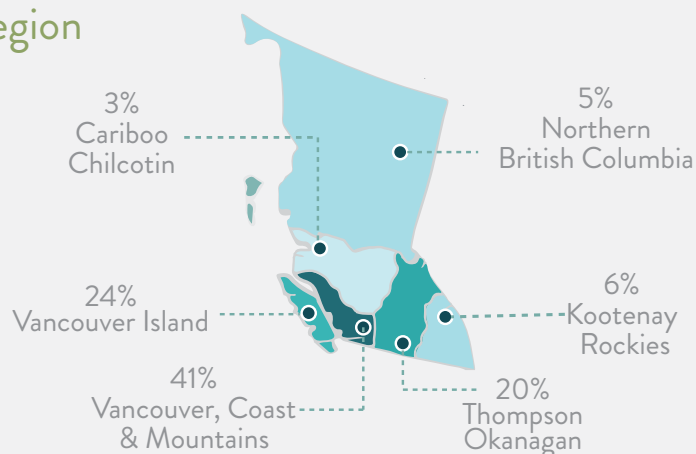
Transportation

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

Top 10 Activities

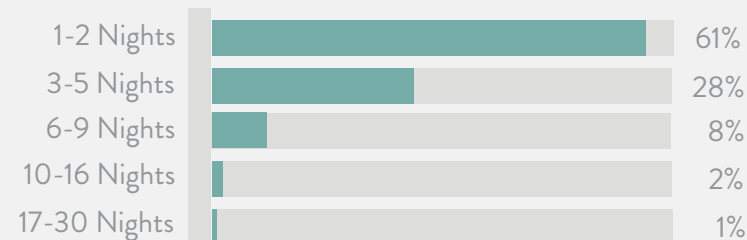
1- Hiking/Backpacking		6- Sightseeing	
2- Beach		7- Shopping	
3- Visit Parks		8- Boating	
4- Camping		9- Wildlife Viewing	
5- Restaurant/Club		10- Museum/Art Gallery	

Visits by Region



Trip Length in BC

Average
2.9 Nights



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%

SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from British Columbia in 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

'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 Canadian travellers, not specifically travellers from British Columbia.

'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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