



MARKET PROFILES

BRITISH COLUMBIA



DESTINATION BRITISH COLUMBIA™

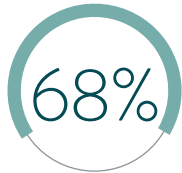
MARKET OVERVIEW

BC RANK**

British Columbia residents are BC's **#1 domestic market**

MARKET POTENTIAL†

Likelihood to visit BC in next 2 years



MARKET STATUS***

Invest for growth

MARKET INSIGHTS



The BC economy is strong but is challenged by labour shortages. BC has the highest job vacancy in Canada, and growth in the hourly wage is three times inflation.†



Over half of BC residents travel in the fall, which is significantly higher than BC's other short-haul markets.†



From a brand perspective, BC's strongest differentiator remains the combination of easily accessible nature and wilderness, with both being in close proximity to cities.†

BC PAST PERFORMANCE

VISITATION [1]

+2%

Annual growth rate (2013-2017)



EXPENDITURES [1]

+3%

Annual growth rate (2013-2017)



NET PROMOTER SCORE †



Promoters 72%
Passives 19%
Detractors 9%



84%**
BC's share of BC resident provincial visitation



66%**
BC's share of BC resident provincial expenditures

POSITIVE IMPRESSION OF BC †

88%

FAMILIARITY OF BC †

84%

SHORT-TERM FORECAST (2019)

FORECAST VISITATION TO BC [1]

12,168,000



FORECAST EXPENDITURES TO BC [1]

\$3,967M



BC TRAVEL SEARCH QUERIES [2]

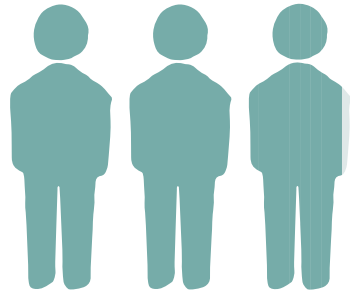
Q +4%

GDP GROWTH †

\$ +2%

TRAVELLER CHARACTERISTICS

TRAVEL PARTY**

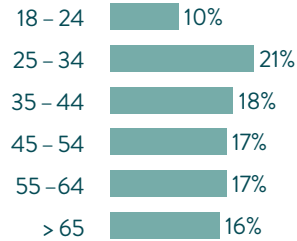


2.9

TOP 3 EQ TYPES†

Gentle Explorers
Free Spirits
Authentic Experienter

AGE**



SPENDING**



\$311
Average spending per person in BC

PAST 5 YEAR TRAVEL TO BC†

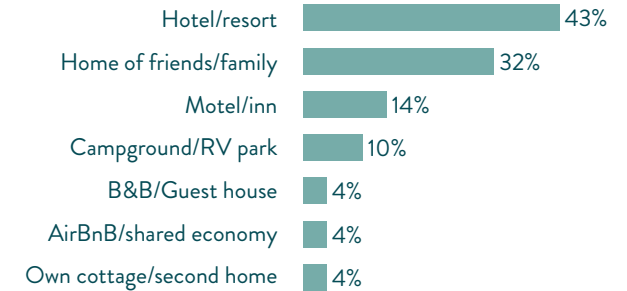


AVERAGE TRIP LENGTH IN BC**

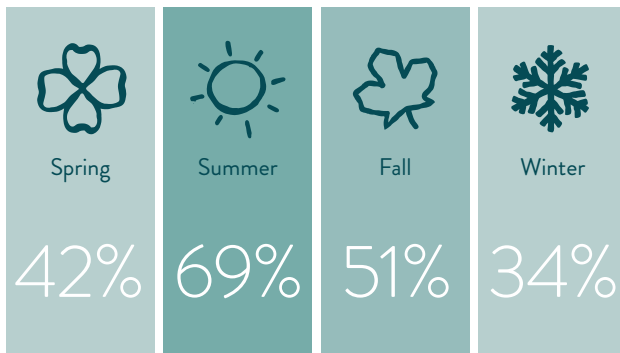
3.0 Nights



ACCOMMODATIONS†



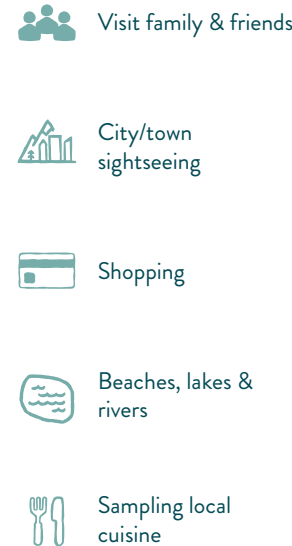
TRAVEL SEASONS†



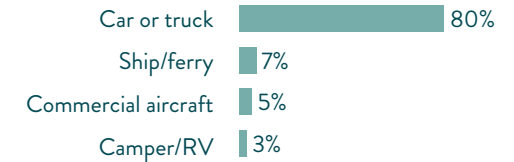
TRIP PURPOSE**



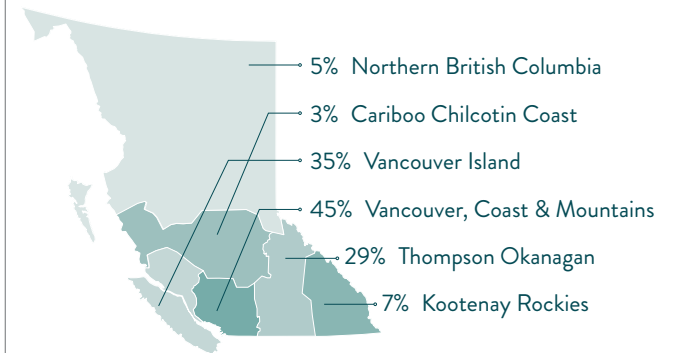
TOP 5 ACTIVITIES†



TRANSPORTATION USED DURING TRIP**



VISITS BY REGION†



TRAVEL BOOKINGS^[3]

