



# CALIFORNIA

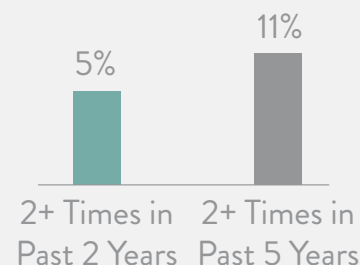
## Market Overview

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

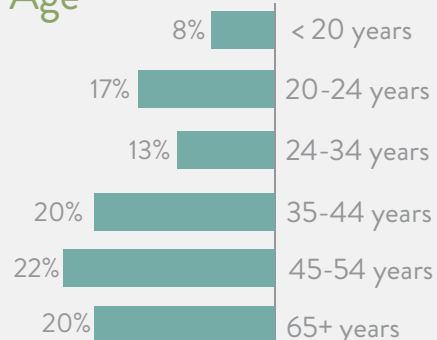
## Recommend BC

**+56**  
Net Promoter Score

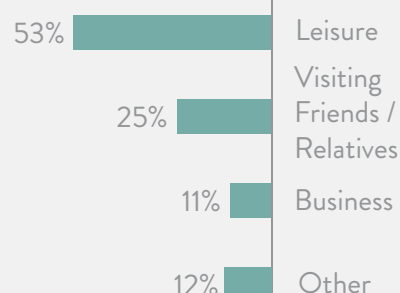
## Explorer Quotient

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.

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.

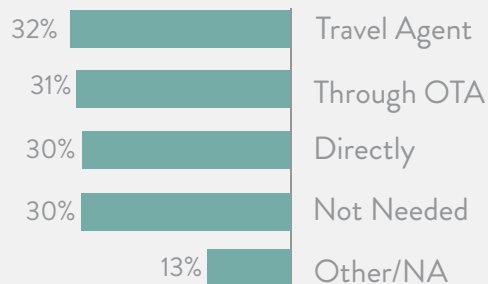
## Travel Party Size



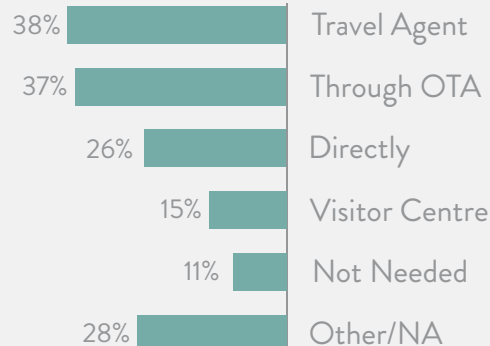
**1.9 People**

## Booking Method

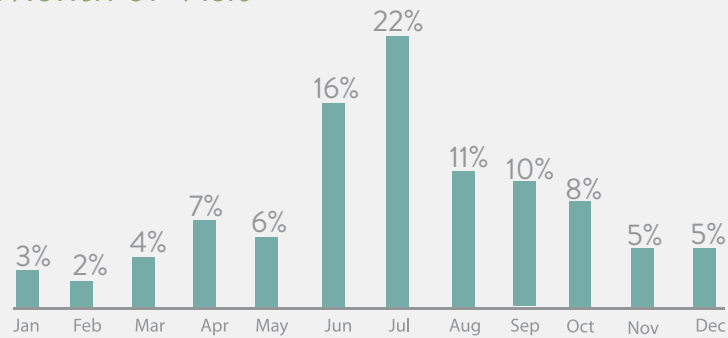
### Flight ✈️



### Accommodation 🛏️



## Month of Visit



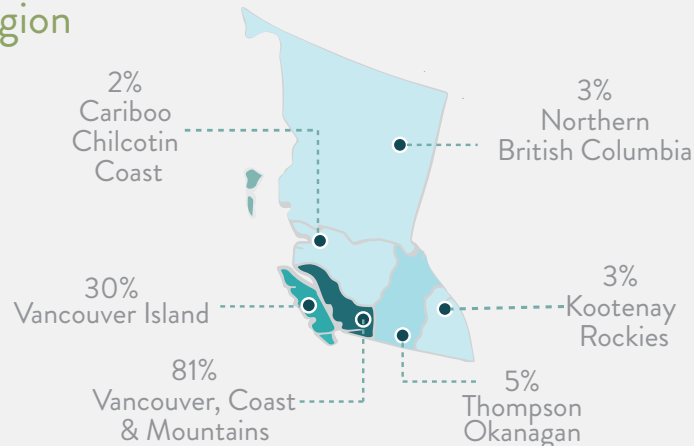
## Transportation

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

## Top 10 Activities

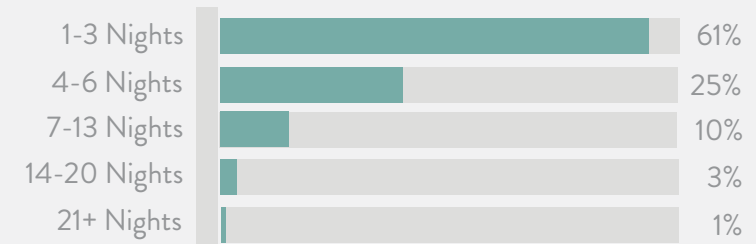
1- Restaurant/Club		6- Festivals/Fair	
2- Sightseeing		7- Beach	
3- Visit Parks		8- Wildlife Viewing	
4- Historic Site		9- Performance/Concert	
5- Museum/Art Gallery		10- Hiking/Backpacking	

## 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

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

## 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)

## 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 California.

'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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