



# 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

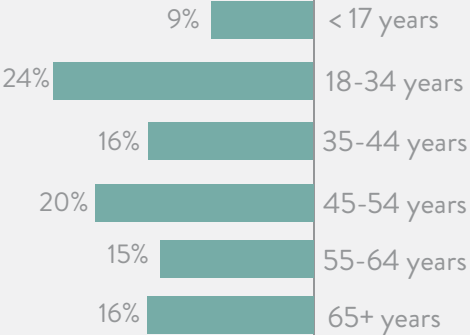
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China is BC's  
International  
Market  
Overseas  
Market

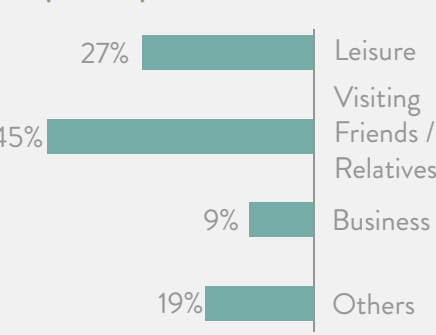
## Explorer Quotient

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.

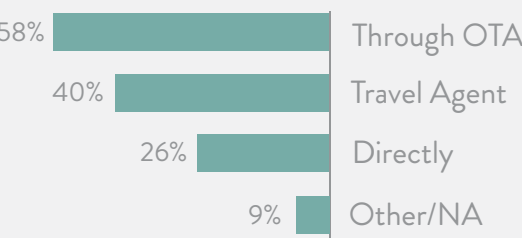
Around 219,000 travellers from China visited BC in 2015. Those visits generated approximately \$343.8 million in tourist receipts.

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

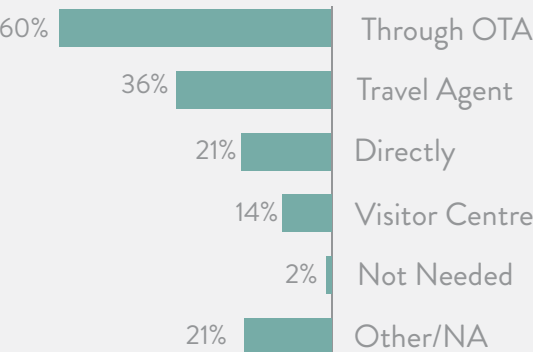
China accounted for 27% of BC's overnight visitation from Asia/Pacific and 5% from international markets.

## Booking Method

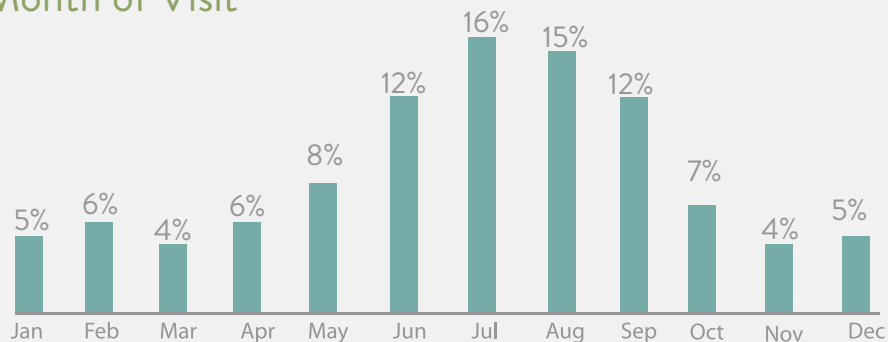
### Flight ✈️



### Accommodation 🛏️



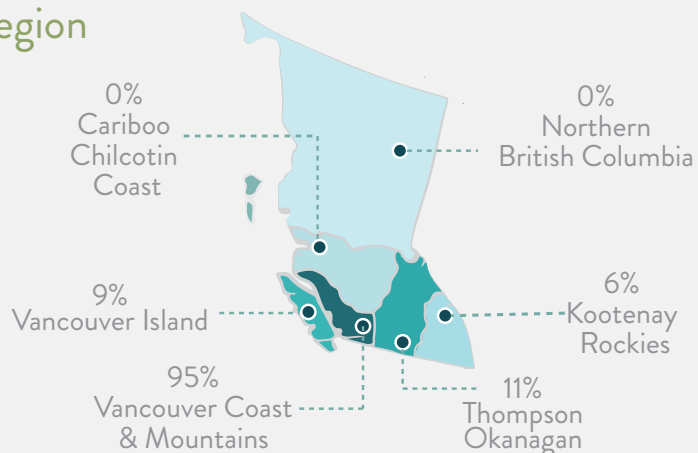
## Month of Visit



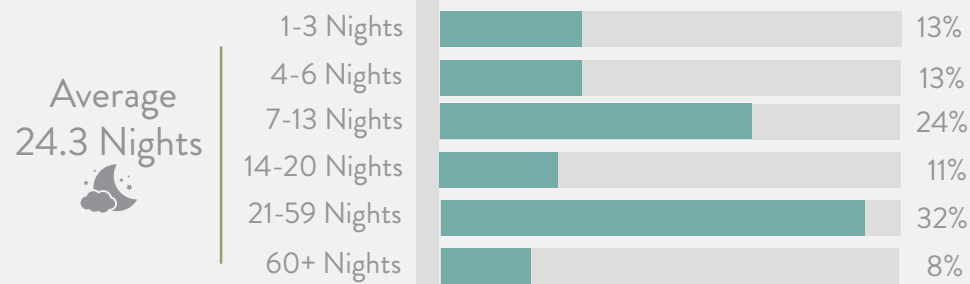
## Top 10 Activities

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



## 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

'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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