

# GERMANY

## Market Overview

Outbound Trips from  
Germany Globally

95.0  
million

Top Destinations

- 1- Austria
- 2- Spain
- 3- Italy

Overnight Trips from  
Germany to BC  
135,000 (0.1%)

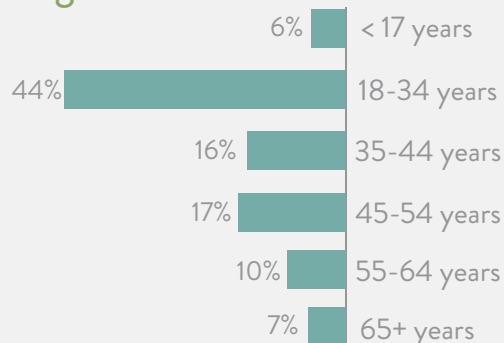
Total Spending in BC  
\$223.3 million

Germany is BC's  
#6 International  
Market  
#5 Overseas  
Market

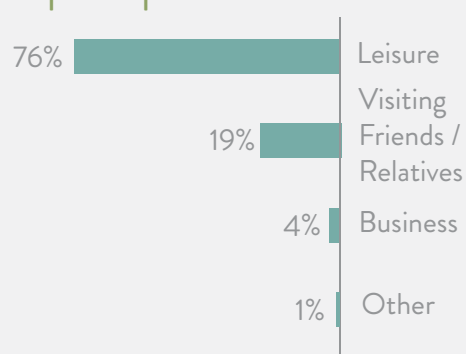
## Explorer Quotient

Cultural Explorer	17%
Virtual Traveller	15%
Rejuvenator	14%
Authentic Experienter	13%
Group Tourist	13%

## Age



## Trip Purpose



## Travel Party Size



1.7 People

## Market Insights

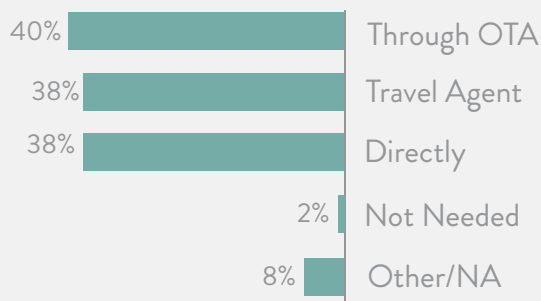
In 2015, Germany continued to be BC's sixth-largest international and fifth-largest overseas (including Mexico) market.

An estimated 136,000 travellers from Germany visited BC in 2015, accounting for 9% of BC's overseas overnight visitation market share and generating approximately \$223.3 million in tourist receipts.

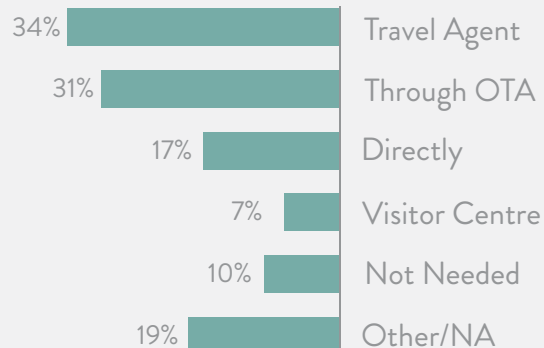
Germany remained the second-largest European market for BC in 2015, accounting for 22% of BC's European visitation. This proportion increased by 5% compared to 2014.

## Booking Method

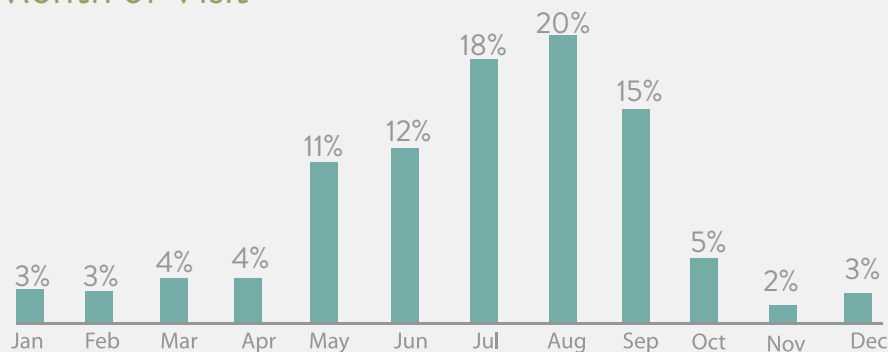
### Flight ✈️



### Accommodation 🛏️



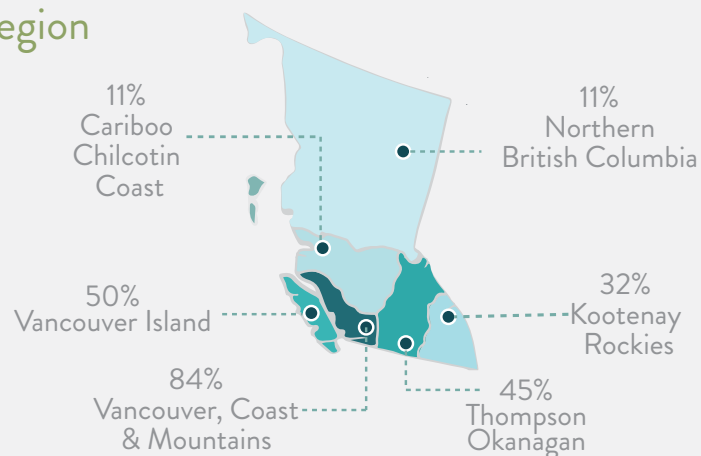
## Month of Visit



## Top 10 Activities

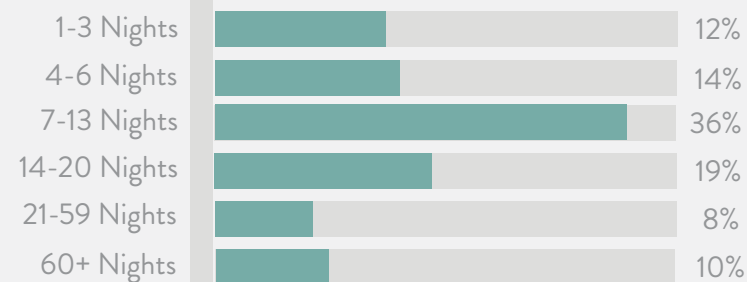
1- Restaurant/Club		6- Historic Site	
2- Sightseeing		7- Museum/Art Gallery	
3- Visit Parks		8- Beach	
4- Hiking/Backpacking		9- Zoo/Aquarium	
5- Wildlife Viewing		10- Camping	

## Visits by Region



## Trip Length in BC

Average  
23.9 Nights



## Top Trends for Germany

In 2016, more Germans travelled to BC due to an 8% increased air capacity at Vancouver International Airport and an increased interest to travel to Canada.

Economic uncertainty, weaker consumer confidence and the decline of the euro are some of the factors responsible for the shift in long-haul travel patterns among German travellers in recent years.

Unemployment in Germany remains the second-lowest in the eurozone. The euro has continued to strengthen against the Canadian dollar in 2017, making Canada a more attractive destination.

## Average Trip Spending per Person

\$1,644  
Per Person



	Accommodation	\$658	40%
	Transportation	\$312	19%
	Food/Beverage	\$362	22%
	Recreation/Entertainment	\$132	8%
	Other	\$181	11%

# SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Germany 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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