



JAPAN

Market Overview

Outbound Trips from
Japan Globally

17.7
million

Top Destinations

- 1- China
- 2- South Korea
- 3- US
- 15- Canada

Overnight Trips from
Japan to BC
92,000 (0.5%)

Total Spending in BC
\$135.3 million

#5

Japan is BC's
International
Market

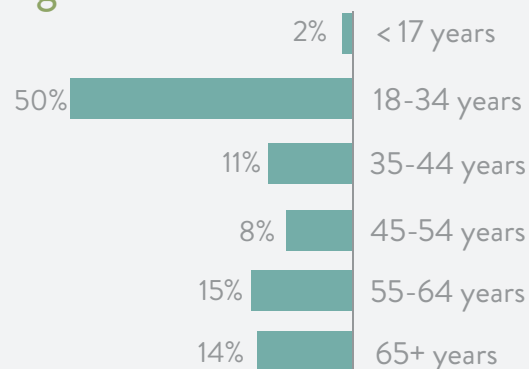
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Overseas
Market

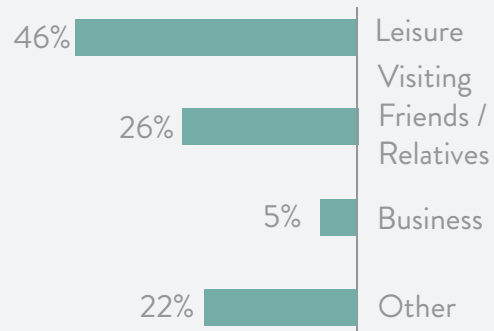
Explorer Quotient

Cultural History Buff	16%
Virtual Traveller	16%
Personal History Explorer	14%
Group Tourist	13%
Free Spirit	12%

Age



Trip Purpose



Travel Party Size



1.3 People

Market Insights

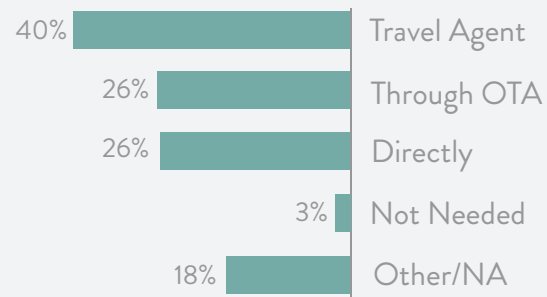
In 2015, Japan continued to be BC's fifth-largest international market and fourth-largest overseas (including Mexico) market, accounting for 7% of BC's international overnight visitation market share.

Around 92,000 travellers from Japan visited BC in 2015. Visitors from Japan spent approximately \$135.3 million in tourism-related dollars in 2015.

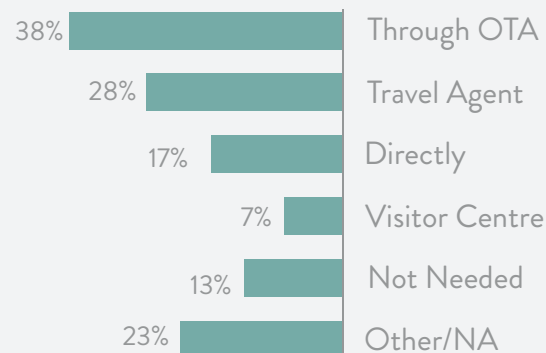
Japan was the fourth-largest Asia/Pacific market for BC in 2015, and accounted for 11% of BC's Asia/Pacific market share.

Booking Method

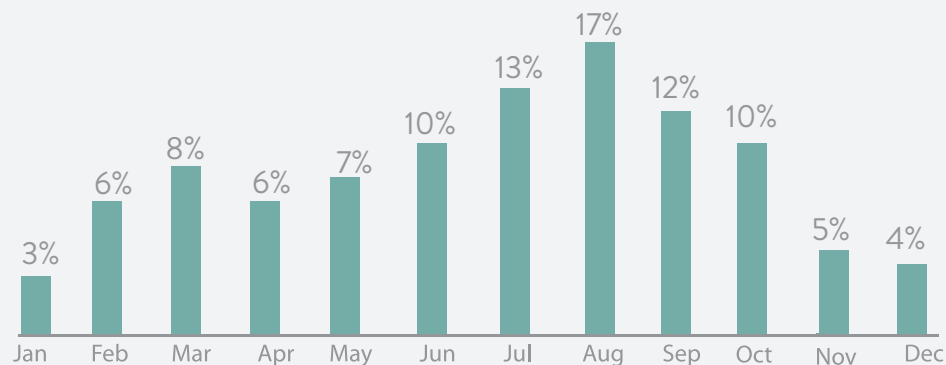
Flight ✈️



Accommodation 🛏️



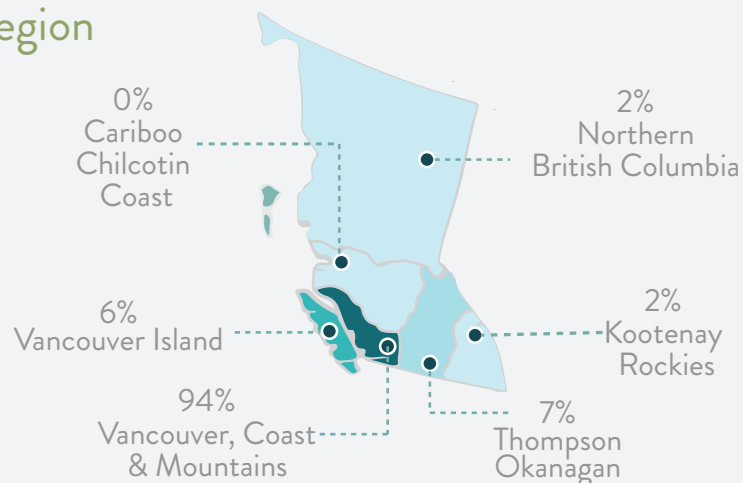
Month of Visit



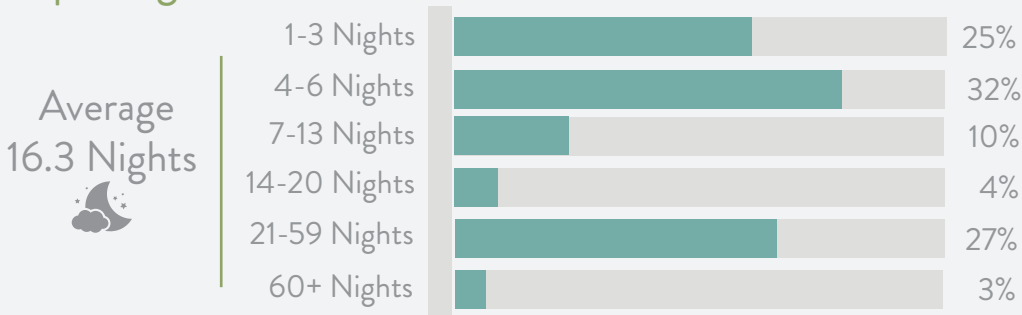
Top 10 Activities



Visits by Region



Trip Length in BC



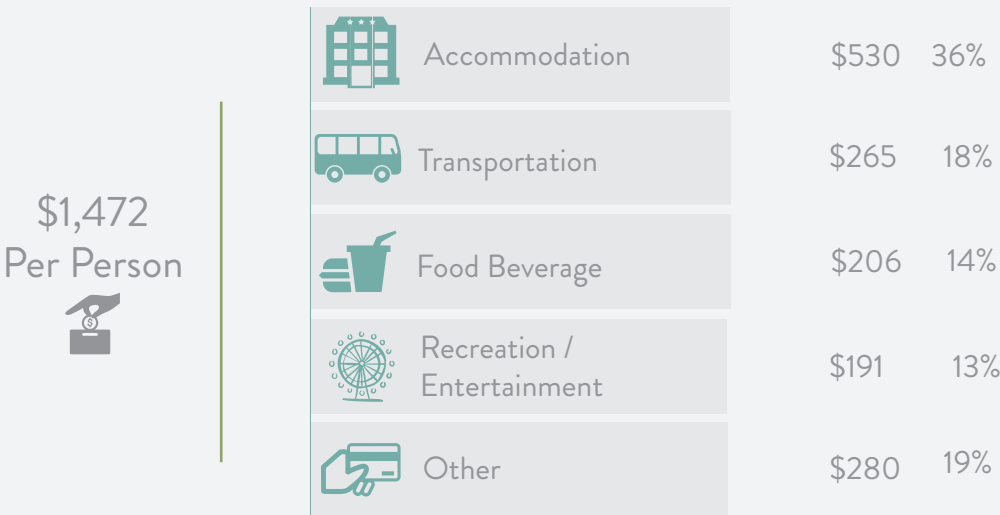
Top Trends for Japan

Purchasing power from the Japanese market in Canada is strong relative to competitive destinations, boosting overnight arrivals to Canada.

The Free Independent Traveller market is growing and Canada is attracting a younger demographic from Japan. The school-trip market and educational travel continues to grow.

Canada's competition for travellers from Japan is the UK, Europe, Australia, and New Zealand.

Average Trip Spending per Person



SOURCES AND NOTES

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