



ONTARIO

Market Overview

Domestic Trips by
Ontario Residents

45.2
million

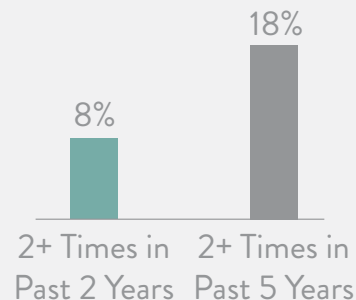
Overnight Trips by
Ontario Residents in BC

1.1 million (2%)

Total Spending in BC
\$1.1 billion

Ontario
Residents are
BC's
#3 Domestic
Market

Repeat Visitation



Impression of BC

86%

Positive
Impression

Recommend BC

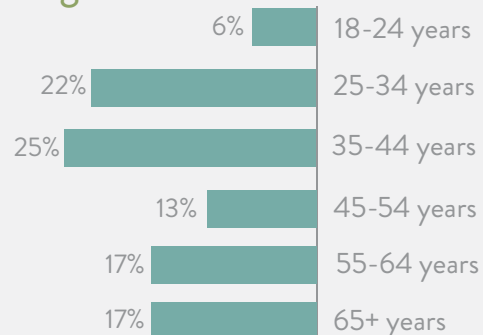
+57

Net Promoter
Score

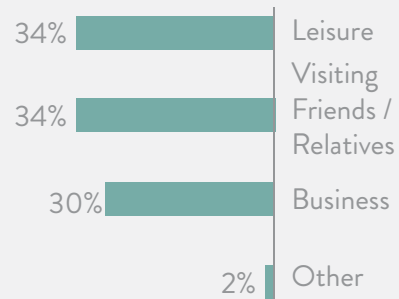
Explorer Quotient

Gentle Explorer	37%
Free Spirit	21%
Authentic Experienter	18%
Cultural Explorer	10%
Personal History Explorer	4%

Age



Trip Purpose



Market Insights

In 2016, travellers from Ontario accounted for 5% of BC's total overnight visitations, representing 1.1 million travellers from Ontario. As a result, approximately \$1.1 billion was generated in tourist receipts.

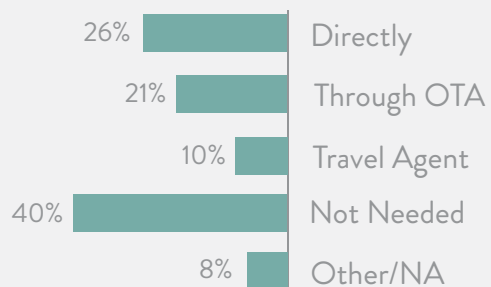
Travel Party Size



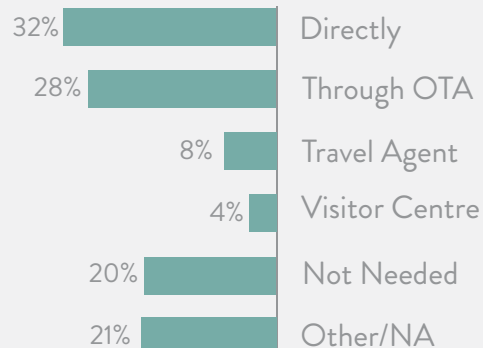
2.1 People

Booking Method

Flight ✈️

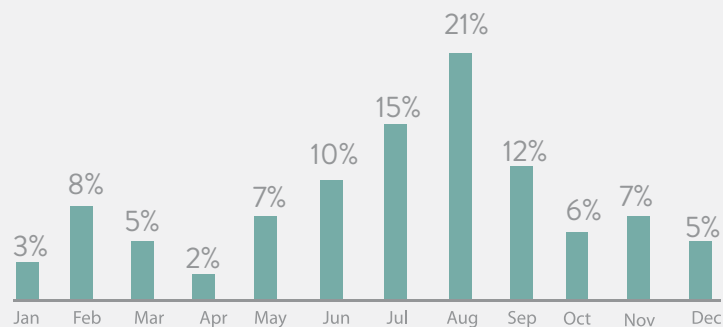


Accommodation 🛏️

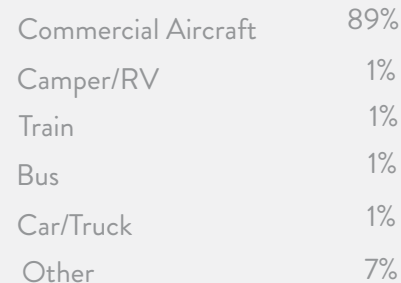


Travellers from Ontario accounted for 7% of all domestic visits to BC, captured around 2% of all domestic overnight visitations by travellers from Ontario.

Month of Visit



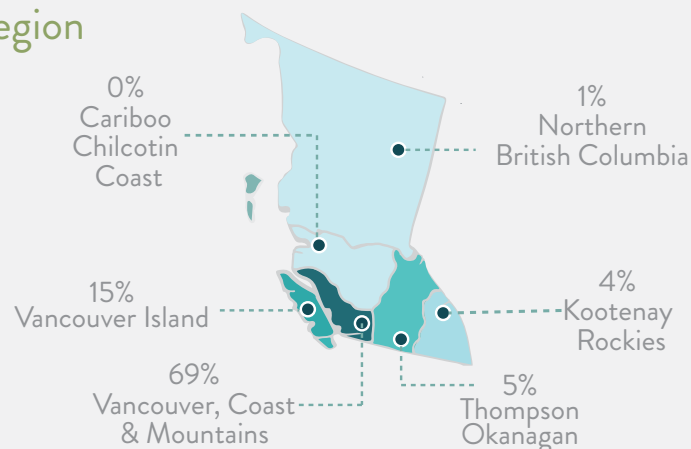
Transportation



Top 10 Activities

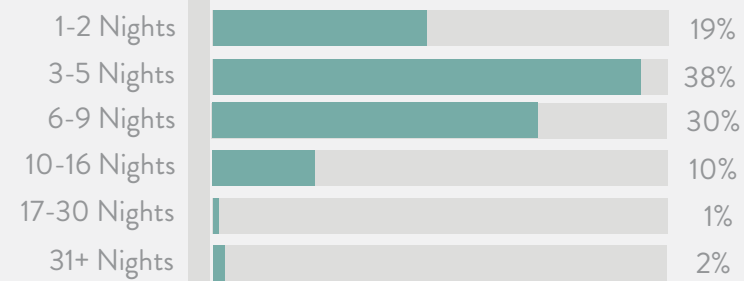


Visits by Region



Trip Length in BC

Average
6.9 Nights



Top Trends for Ontario

Ontario's economy continues to grow compared to the recovering economies of oil-producing provinces. Ontario's real gross domestic product (GDP) is forecasted to grow by 2.0% in 2017 and 2.1% in 2018.

Ontario residents have very strong awareness of BC and most of them actively consider taking a leisure trip to BC. They have positive perceptions of BC's unique combination of ocean, mountains, and rainforest, and an emotional connection with its natural wonders.

The depreciation of the Canadian dollar, relative to the US dollar, stimulated domestic travel by Canadians.

Travellers from Ontario have a greater segment of people aged 65 or older than any other domestic market travelling in/to BC.

Average Trip Spending per Person

\$1,062
Per Person



SOURCES AND NOTES

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

Sources

Destination British Columbia's Key Performance Indicators
Consumer Research (2016)

Destination Canada's Global Tourism Watch (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC) (2016)

Statistics Canada's Travel Survey of Residents of Canada (TSRC)
(pooled 2014, 2015 & 2016)

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 Canadian travellers, not specifically travellers from Ontario.

'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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