



MARKET OVERVIEW

BC PAST PERFORMANCE

MARKET VISITATION RANK**

British Columbia residents are BC's

#1 domestic market

MARKET POTENTIAL[†]

Likelihood to visit BC in next 2 years



MARKET STATUS***

Invest

VISITATION[1]

+2%

Average annual growth rate (2014–2019)



BC's share of BC resident provincial visitation

EXPENDITURES[1]

Average annual growth rate

(2014-2019) 7**C** O

BC's share of BC resident provincial expenditures

NET PROMOTER SCORE†



Promoters 74%
Passives 19%
Detractors 7%

POSITIVE IMPRESSION OF BC[†]

FAMILIARITY OF BC[†]

91%

86%

MARKET HIGHLIGHTS



BC's strongest differentiator for BC residents remains the combination of easily accessible nature and wilderness, with both located in close proximity to cities.[†]



82% of BC residents strongly believe that tourism supports a greater diversity of amenities in their community.



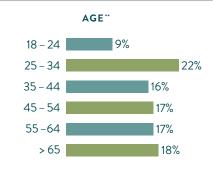
Over 70% of domestic visitation to BC came from British Columbians, accounting for almost half of total visitation to the province."

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE"

TOP 3 EO TYPES†

Gentle Explorers Free Spirits Authentic Experiencers



SPENDING"



\$317 Average spending per person in BC

PAST 5 YEAR TRAVEL TO BC[†]

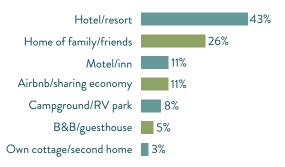


AVERAGE TRIP LENGTH IN BC"

2.7 Nights







TRAVEL SEASONS†







TRIP PURPOSE"





& friends



10% **Business**

Other

TOP 5 ACTIVITIES[†]



Visit family & friends



City/town sightseeing



Beaches, lakes & rivers



Shopping



Sampling local cuisine

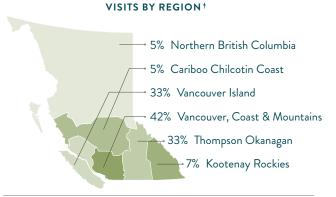
TRANSPORTATION USED DURING TRIP"

Car or truck

Commercial aircraft 6%

Ferry/ship 11%

Camper/RV 6%







Online supplier

38% Online travel agent

6%

Desktop

DESTINATION BC | RESEARCH AND ANALYTICS

MARKET PROFILES: BRITISH COLUMBIA CONTACT US: TourismResearch@DestinationBC.ca

- ** Destination BC Tabulations from the 2018 National Travel Survey (Statistics Canada)
- *** Destination BC Global Marketing Plan 2020
- Destination BC's Key Performance Indicators Consumer Research (2019)
- Destination BC's The Public Perception of British Columbia's Tourism Industry (2018)
- Destination BC Internal Estimates