



MARKET PROFILES

BRITISH COLUMBIA

MARCH 2021
Profiles are based on Pre-Covid-19 data



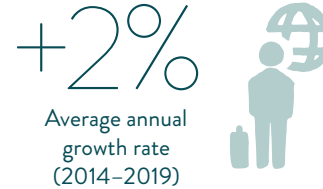
MARKET OVERVIEW

MARKET VISITATION RANK**

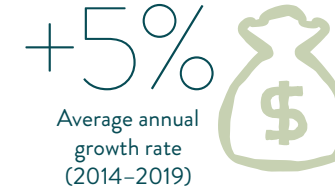
British Columbia residents are BC's **#1 domestic market**

BC PAST PERFORMANCE

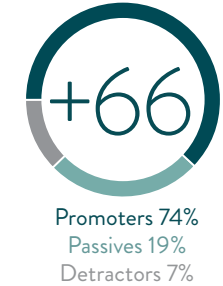
VISITATION^[1]



EXPENDITURES^[1]

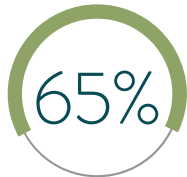


NET PROMOTER SCORE[†]



MARKET POTENTIAL[†]

Likelihood to visit BC in next 2 years



MARKET STATUS^{***}

Invest



81%**
BC's share of BC resident provincial visitation



75%**
BC's share of BC resident provincial expenditures

POSITIVE IMPRESSION OF BC[†]

91%

FAMILIARITY OF BC[†]

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.[†]



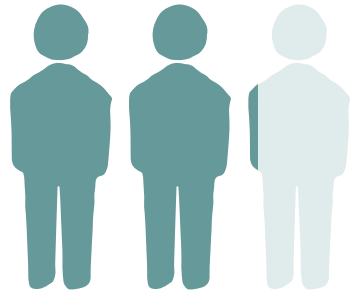
82% of BC residents strongly believe that tourism supports a greater diversity of amenities in their community.[◇]



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**

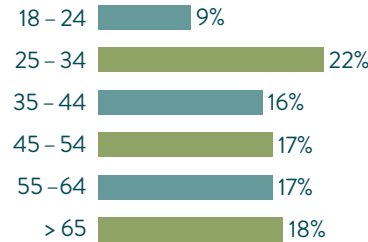


2.1

TOP 3 EQ TYPES†

Gentle Explorers
Free Spirits
Authentic Experiencers

AGE**



SPENDING**



\$317

Average spending per person in BC

PAST 5 YEAR TRAVEL TO BC†

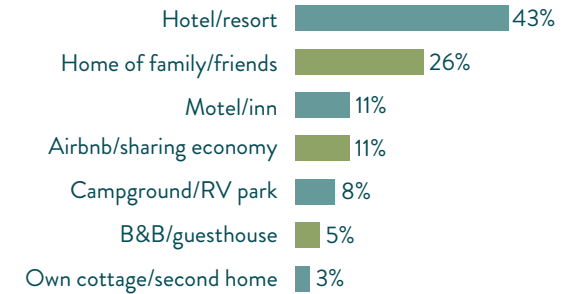


AVERAGE TRIP LENGTH IN BC**

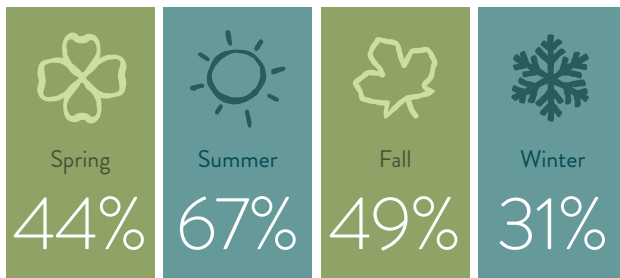
2.7 Nights



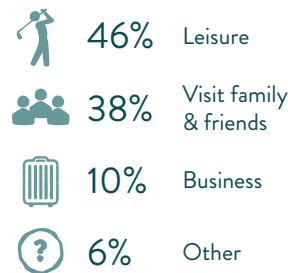
ACCOMMODATIONS†



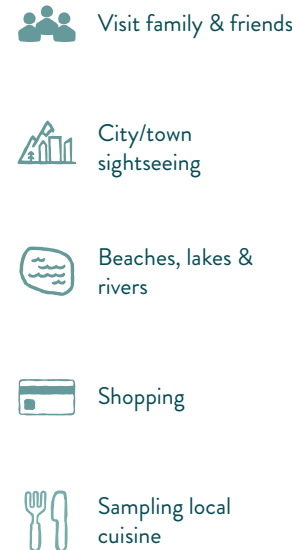
TRAVEL SEASONS†



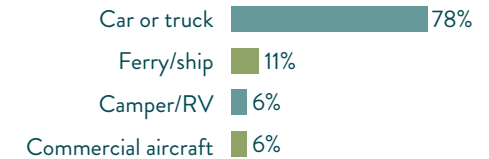
TRIP PURPOSE**



TOP 5 ACTIVITIES†

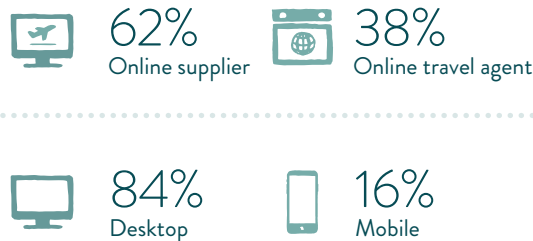


TRANSPORTATION USED DURING TRIP**



ONLINE TRAVEL BOOKINGS^[2]

44%



VISITS BY REGION†

