

SOURCES AND NOTES

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

RESOURCES

Destination British Columbia's Estimated International Visitor Volume / Expenditures (2015)

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Tourism Watch (2015)

Euromonitor International (2014)

Statistics Canada's International Travel Survey (ITS) (2013 & 2014)

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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