



# MARKET PROFILES CALIFORNIA



## MARKET OVERVIEW



<b>MARKET POTENTIAL<sup>[1]</sup></b> <p>Likelihood to visit BC in the next 2 years</p>	<b>FAMILIARITY WITH BC<sup>[1]</sup></b> <p>43%</p>	<b>BC RANK**</b> <p>California is the 2<sup>nd</sup> largest market for BC from the US</p>
<b>MARKET STATUS**</b> <p>Invest for growth</p>		

## MARKET INSIGHTS

- #5** California's economy is so strong that it is currently ranked the fifth biggest in the world by overall value, following US, China, Japan, and Germany.<sup>[5]</sup>
- Population:** California has 39.5M people (the most populous US State), which is almost 3M more than Canada (Canada population 36.7M).<sup>[6]</sup>
- Visitation:** Approximately 10% of all international visitors to BC were from California; 15% of BC's total visitation from US.\*\*
- Wildlife:** BC's strongest attribute: plenty of opportunities to view wildlife.

## BC PAST PERFORMANCE

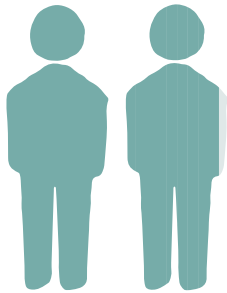
<b>VISITATION<sup>[2]</sup></b> <p>+11% Annual growth rate (2013-2017)</p> <p>47%** BC's share of Canadian California visitation</p>	<b>EXPENDITURES<sup>[2]</sup></b> <p>+18% Annual growth rate (2013-2017)</p> <p>47%** BC's share of Canadian California expenditures</p>	<b>NET PROMOTER SCORE<sup>[1]</sup></b> <p>45</p> <p>Promoters 62% Passives 22% Detractors 16%</p>
<b>AIRLINE SEAT CAPACITY<sup>†</sup></b> <p>+2%</p>		

## SHORT-TERM FORECAST (2019)

<b>FORECAST VISITATION TO BC<sup>[2]</sup></b> <p>626,000</p> <p>+4%</p>	<b>FORECAST EXPENDITURES TO BC<sup>[2]</sup></b> <p>\$540.6M</p> <p>+6%</p>	
<b>AIRLINE SEAT CAPACITY<sup>†</sup></b> <p>0%</p>	<b>BC TRAVEL SEARCH QUERIES<sup>[3]</sup></b> <p>+5%</p>	<b>COST OF \$1 CDN DOLLAR<sup>†</sup></b> <p>\$ 0.77 USD (-3%)</p>

# TRAVELLER CHARACTERISTICS

## TRAVEL PARTY\*\*



1.9

## TOP 3 EQ TYPES<sup>[1]</sup>

Cultural Explorers  
Free Spirits  
Rejuvenators

## PAST 5 YEAR VISITATION TO BC<sup>[1]</sup>



## SPENDING\*\*

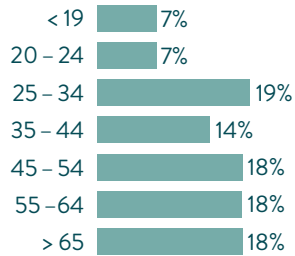


## AVERAGE TRIP LENGTH IN BC\*\*

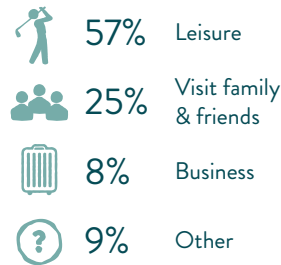
11.5 Nights



## AGE\*\*



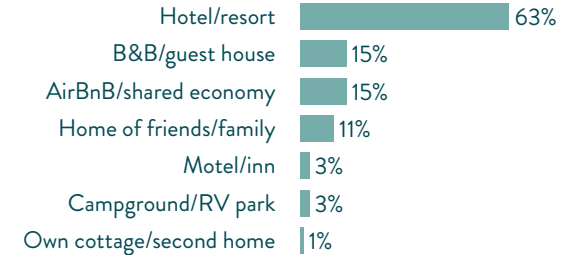
## TRIP PURPOSE\*\*



## TOP 5 ACTIVITIES<sup>[1]</sup>



## ACCOMMODATIONS<sup>[1]</sup>

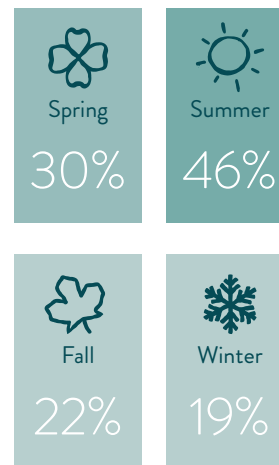


## TRAVEL AGENT/TOUR OPERATOR USAGE<sup>†</sup>

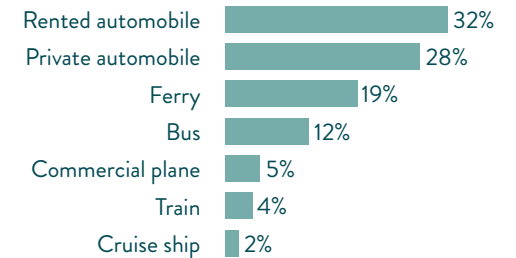


RESEARCHING	22%	19%	13%	13%	21% Potential travel destinations
BOOKING	19%	14%	11%	8%	54% Did not use a travel agent

## TRAVEL SEASONS<sup>[1]</sup>



## TRANSPORTATION USED DURING TRIP\*\*



## TRAVEL BOOKINGS<sup>[4]</sup>



## VISITS BY REGION<sup>[1]</sup>

