

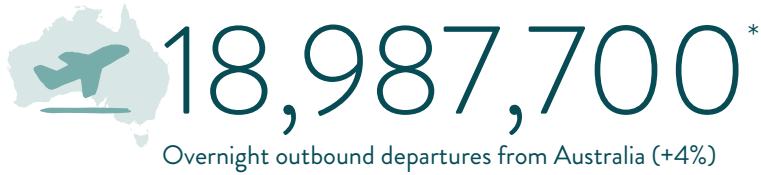


# MARKET PROFILES AUSTRALIA

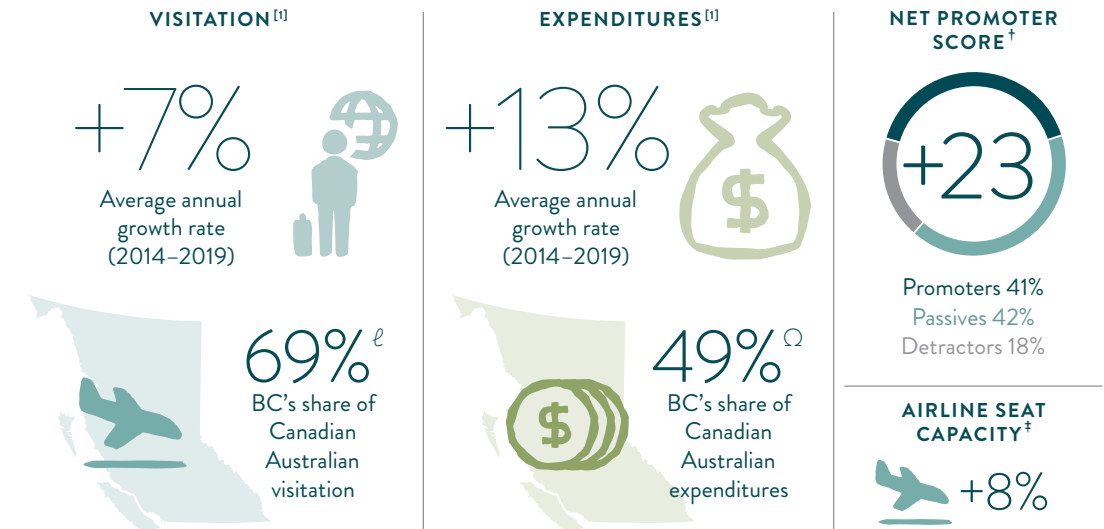
MARCH 2021  
Profiles are based on Pre-Covid-19 data



## MARKET OVERVIEW



## BC PAST PERFORMANCE



## MARKET HIGHLIGHTS

**#2**

Australia was the second-largest Asia/Pacific market for BC, accounting for 21% of BC's total visitation from Asia/Pacific. <sup>[1]</sup>

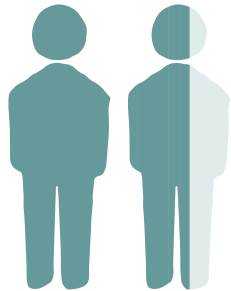
Three-quarters of Australian visitors to BC use a travel agent for their trip; either for research or booking. <sup>◇</sup>

BC remains the most popular Canadian destination for Australian travellers, receiving 69% of all Australian visitation. <sup>\*\*</sup>

The 55+ demographic is the largest travel segment from Australia to BC, accounting for 40% of total visitation. <sup>\*\*</sup>

# TRAVELLER AND TRIP CHARACTERISTICS

## AVERAGE TRAVEL PARTY SIZE\*\*

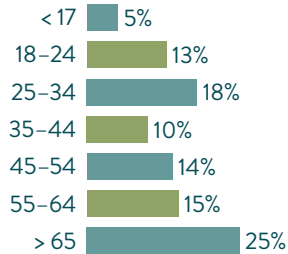


1.6

## TOP 3 EQ TYPES °

Virtual Travellers  
Social Samplers  
Cultural Explorers

## AGE\*\*



## PAST VISITATION TO CANADA †



## SPENDING\*\*



## AVERAGE TRIP LENGTH IN BC\*\*

22 Nights



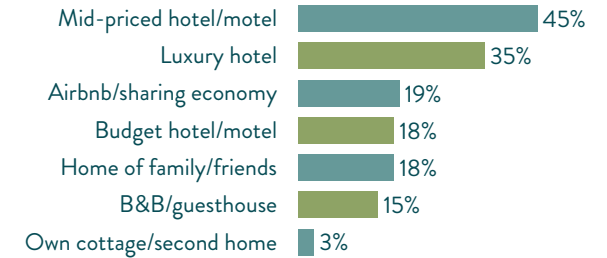
## TRIP PURPOSE\*\*



## TOP 5 ACTIVITIES ◊



## ACCOMMODATIONS ◊



## TRAVEL AGENT/TOUR OPERATOR USAGE ◊

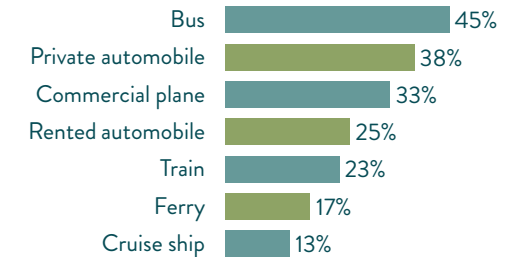
	Researching	Booking
Flights	26%	38%
Accommodations	15%	24%
Transportation	15%	19%
Activities	14%	14%
Potential Travel Destinations	11%	
25% Did not use a travel agent		

## ONLINE TRAVEL BOOKINGS [2]

45%



## TRANSPORTATION USED DURING TRIP\*\*



## TRAVEL SEASONS\*\*

