



MARKET PROFILES CALIFORNIA

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



MARKET OVERVIEW



MARKET POTENTIAL^[1]



Likelihood to visit BC in the next 2 years

FAMILIARITY WITH BC^[1]

59%

MARKET VISITATION RANK**

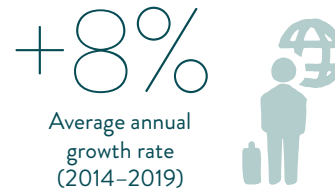
California is the
2nd
largest market for BC from the US

MARKET STATUS***

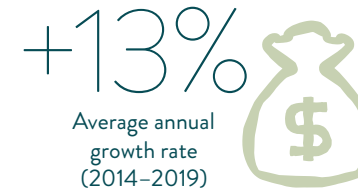
Invest

BC PAST PERFORMANCE

VISITATION^[2]



EXPENDITURES^[2]



NET PROMOTER SCORE^[1]



Promoters 62%
Passives 28%
Detractors 10%

AIRLINE SEAT CAPACITY[‡]



MARKET HIGHLIGHTS



Currently, BC's strongest differentiator is the abundance of 'opportunities to view wildlife'.^[1]



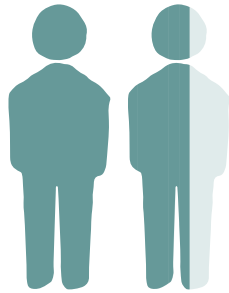
Californian visitors account for 15% of total overnight US travel to BC; a figure which equates to almost 15% of total international visitation to BC.**



More than three quarters of US visitors to BC use a travel agent, either for research or for booking.[◇]

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE**

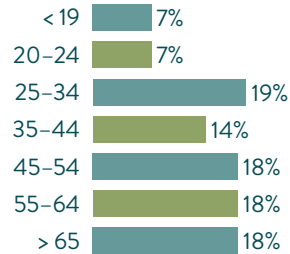


1.6

TOP 3 EQ TYPES^[3]

Gentle Explorer
Free Spirit
Authentic Experienter

AGE**



PAST VISITATION TO CANADA[†]



SPENDING^[2]



AVERAGE TRIP LENGTH IN BC**

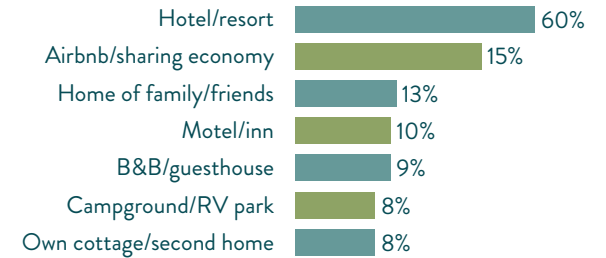
11.5 Nights



TRIP PURPOSE**



ACCOMMODATIONS[◇]



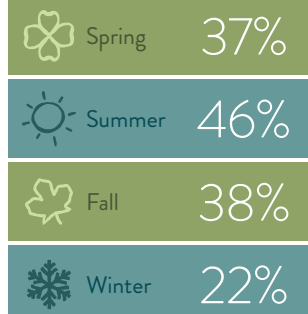
TRAVEL AGENT/TOUR OPERATOR USAGE[◇]

	Researching	Booking
Flights	21%	19%
Accommodations	19%	14%
Transportation	17%	13%
Activities	14%	8%
Potential Travel Destinations	27%	
27% Did not use a travel agent		

TOP 5 ACTIVITIES^[1]



TRAVEL SEASONS**

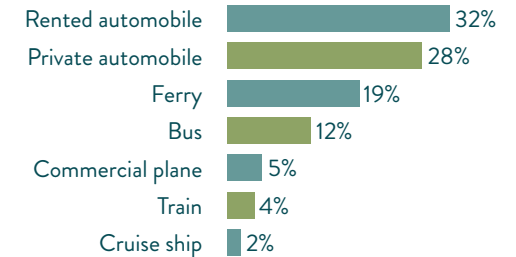


ONLINE TRAVEL BOOKINGS^[3]

51%



TRANSPORTATION USED DURING TRIP**



VISITS BY REGION^[1]

