



# MARKET PROFILES ONTARIO



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



## MARKET OVERVIEW

MARKET VISITATION RANK\*\*



Ontario residents  
are BC's  
**#3<sup>rd</sup> domestic market**

## BC PAST PERFORMANCE

### MARKET POTENTIAL<sup>†</sup>

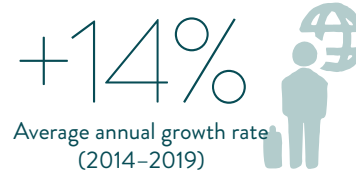
Likelihood to visit  
BC in next 2 years



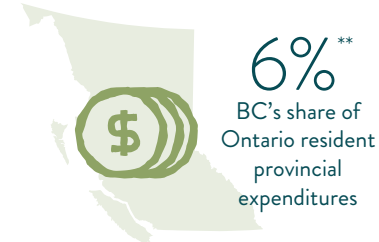
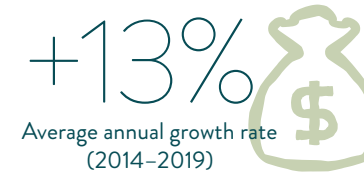
### MARKET STATUS\*\*\*

Maintain

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



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



### NET PROMOTER SCORE<sup>†</sup>



Promoters 61%  
Passives 29%  
Detractors 11%

### AIRLINE SEAT CAPACITY<sup>†</sup>



## MARKET HIGHLIGHTS



Spring is the second most popular time of year for visitation, with 36% of travel occurring during the spring season.<sup>†</sup>



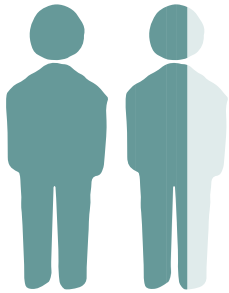
53% of Ontarians travel to BC to visit friends or family.\*\*



BC's strongest differentiators for residents of Ontario are "beautiful natural scenery" and "cities in close proximity to nature and wilderness."<sup>†</sup>

# TRAVELLER AND TRIP CHARACTERISTICS

## AVERAGE TRAVEL PARTY SIZE\*\*

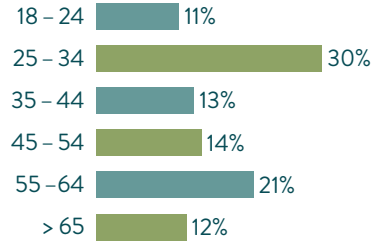


1.6

## TOP 3 EQ TYPES†

Gentle Explorers  
Authentic Experiencers  
Free Spirits

## AGE\*\*



## SPENDING\*\*



\$1,318  
Average spending per person in BC

## PAST 5 YEAR TRAVEL TO BC†

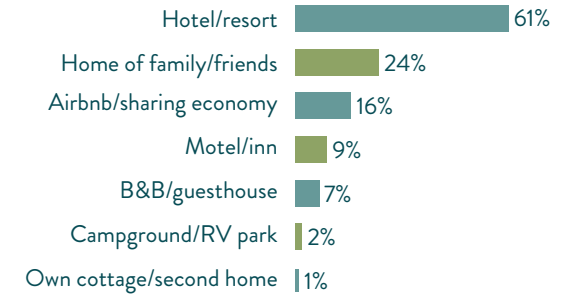


## AVERAGE TRIP LENGTH IN BC\*\*

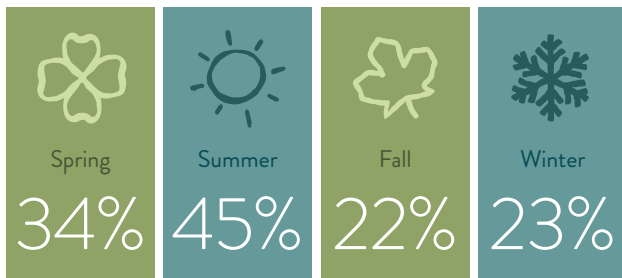
7 Nights



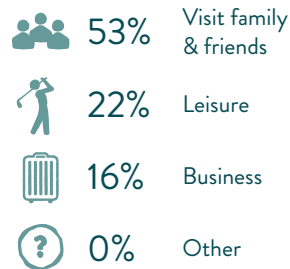
## ACCOMMODATIONS†



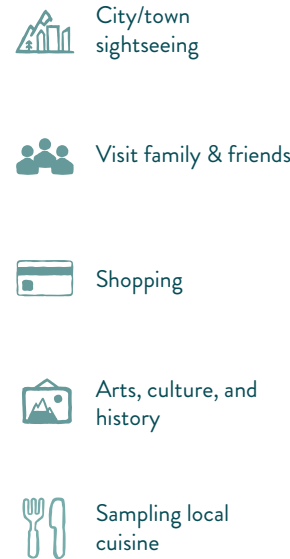
## TRAVEL SEASONS†



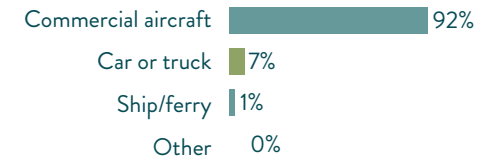
## TRIP PURPOSE\*\*



## TOP 5 ACTIVITIES†

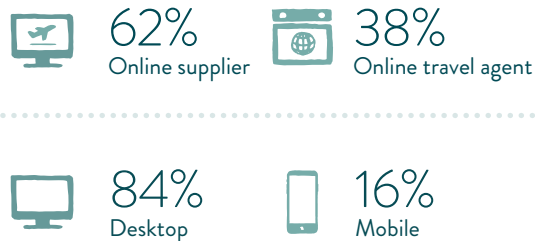


## TRANSPORTATION USED DURING TRIP\*\*



## ONLINE TRAVEL BOOKINGS<sup>[2]</sup>

44%



## VISITS BY REGION†

