



MARKET PROFILES USA



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



DESTINATION
BRITISH COLUMBIA®

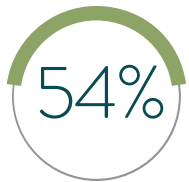
MARKET OVERVIEW

BC PAST PERFORMANCE

115,234,800*

Overnight outbound departures from US (+3%)

MARKET
POTENTIAL†



Likelihood to visit BC
in the next 2 years

POTENTIAL
DEMAND†

23.9M

MARKET VISITATION RANK^[1]

USA is the
#1
largest international
market for BC

MARKET STATUS***

Invest

VISITATION^[1]

+6%

Average annual
growth rate
(2014–2019)



27%^ℓ

BC's share of
Canadian
American
visitation

EXPENDITURES^[1]

+12%

Average annual
growth rate
(2014–2019)



27%^Ω

BC's share of
Canadian
American
expenditures

NET PROMOTER
SCORE†



Promoters 40%
Passives 37%
Detractors 23%

AIRLINE SEAT
CAPACITY‡

+3%

MARKET HIGHLIGHTS



Visitation from the United States accounts for over 60% of total international visitation to BC, with the summer seeing twice as many visitors as any other season.**



Online travel bookings now account for over half of American travel bookings, spurred on by an increase in mobile bookings.^[4]



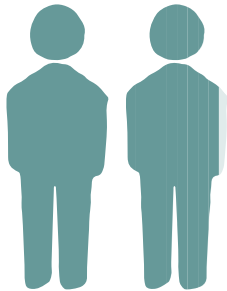
“Trying local food and drink” and “hiking or walking in nature” are the most popular activities engaged in by US tourists to BC.†



Almost three quarters of US visitors to BC used a travel agent, either for research or for booking.†

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE**

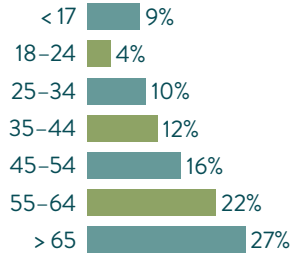


1.9

TOP 3 EQ TYPES*

Free Spirits
Gentle Explorers
Cultural Explorers

AGE**



PAST VISITATION TO CANADA†



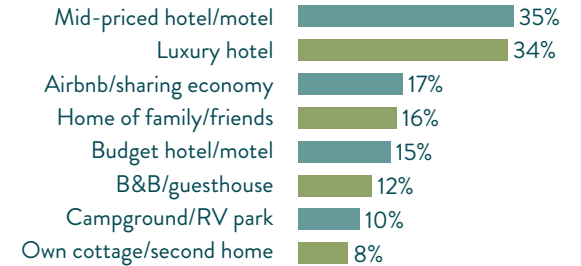
SPENDING**



AVERAGE TRIP LENGTH IN BC**



ACCOMMODATIONS◇



TRIP PURPOSE**



TOP 5 ACTIVITIES◇



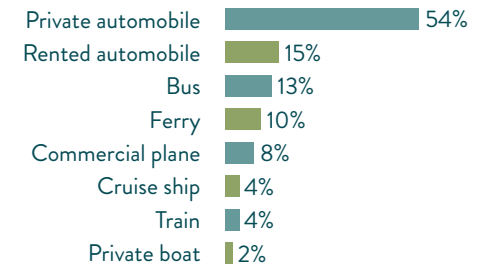
TRAVEL AGENT/TOUR OPERATOR USAGE◇

	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		

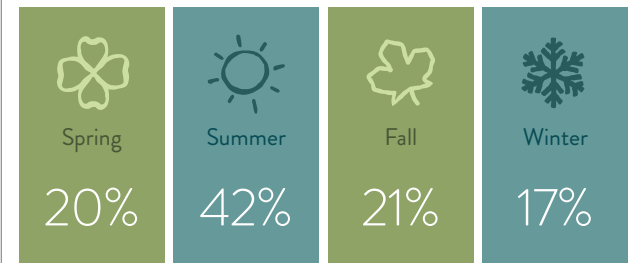
ONLINE TRAVEL BOOKINGS^[2]



TRANSPORTATION USED DURING TRIP**



TRAVEL SEASONS**



* Euromonitor

** Destination BC tabulations from the 2017 International Travel Survey (Statistics Canada)

*** Destination BC Global Marketing Plan 2020

ℓ Destination BC Tabulations from Statistics Canada Frontier Counts

† Destination Canada's Global Tourism Watch (2018)

‡ Forwardkeys

◇ Destination Canada's Global Tourism Watch (2018 & 2019)

Ω Small Area Estimates (Statistics Canada)

[1] Destination BC Internal Estimates

[2] Phocuswright