

# DESTINATION BRITISH COLUMBIA®

#### MARKET OVERVIEW

#### **BC PAST PERFORMANCE**

MARKET VISITATION RANK\*\*

Washington is the #1 largest market for BC from the US

MARKET POTENTIAL<sup>[5]</sup>



in the next 2 years

FAMILIARITY WITH BC<sup>[5]</sup> POSITIVE IMPRESSION
OF BC<sup>[5]</sup>

61%

88%

MARKET STATUS"

Invest

VISITATION [2]



Average annual growth rate (2014–2019)



27% BC's share of Canadian

US visitation

EXPENDITURES [2]



growth rate (2014–2019)



NET PROMOTER SCORE [5]



Promoters 67%
Passives 26%
Detractors 8%

OVERNIGHT US AUTO ENTRIES TO BC[1]

**+3**%

#### MARKET HIGHLIGHTS



BC's strongest differentiators are its many "opportunities to view wildlife", and its "beautiful natural scenery" "where you can feel the power of nature".[5]



Approximately a quarter of BC's international visitors come from Washington, with travellers from Washington accounting for 40% of US visitation to the province. \*\*



While summer remains the most popular travel season, visitors from Washington are only second to BC residents for spring and fall travel. [5]

#### TRAVELLER AND TRIP CHARACTERISTICS

#### **AVERAGE TRAVEL PARTY SIZE\*\***

#### TOP 3 EQ TYPES<sup>[5]</sup>

Gentle Explorers Authentic Experiencers Free Spirits

AGE\*\*

20 – 24 2%

25 - 34

35 - 44

45 - 54

55 - 64

> 65

11%

10%

22%

25%

#### PAST VISITATION TO CANADA<sup>†</sup>



#### SPENDING<sup>[2]</sup>



Average spending per person in BC

#### TRIP PURPOSE"



Leisure



Visit family & friends



Business

# 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 [5]

Other



City/town sightseeing

10%



Arts, culture and history



Shopping



Sampling local cuisine



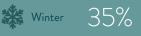
Festivals, fairs and events

#### TRAVEL SEASONS\*\*

<b>☆</b>	Spring	42%







#### ONLINE TRAVEL BOOKINGS [3]





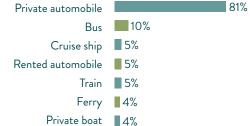


Desktop



39% Online travel agent

Mobile



TRANSPORTATION USED DURING TRIP\*\*

**AVERAGE TRIP LENGTH IN BC\*\*** 

3.8 Nights

**ACCOMMODATIONS** ♦

19%

53%

Hotel/resort

Motel/Inn

B&B/guesthouse 10%

Home of friends/family

Campground/RV park

Own cottage/second home ■ 3%

Airbnb/sharing economy

### VISITS BY REGION [5]



**DESTINATION BC** | RESEARCH AND ANALYTICS

MARKET PROFILES: WASHINGTON

CONTACT US: TourismResearch@DestinationBC.ca

- Destination BC Tabulations from the 2016 International Travel Survey (Statistics Canada)
- Destination BC Global Marketing Plan 2020
- Destination Canada's Global Tourism Watch (Pooled 2018 & 2019) Destination BC Tabulations from Statistics Canada Frontier Counts
- Small Area Estimates (Statistics Canada)

- Statistics Canada; Prepared by Destination BC
- Destination BC Internal Estimates
- Phocuswright
- Destination BC's Key Performance Indicators Consumer Research (2019)