



# ONTARIO

## MARKET OVERVIEW

Domestic Trips by  
Ontario Residents

**42.7M**

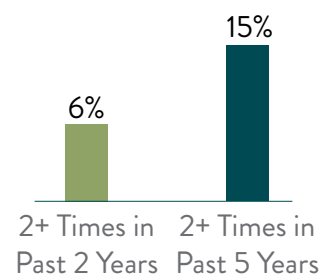
Overnight Trips by  
Ontario Residents in BC

**642,000 (2%)**

Total Spending in BC  
**\$624.4M**

Ontario  
Residents are  
BC's  
Domestic  
Market  
**#3**

### REPEAT VISITATION



### IMPRESSION OF BC

**85%**

Positive  
Impression

### RECOMMEND BC

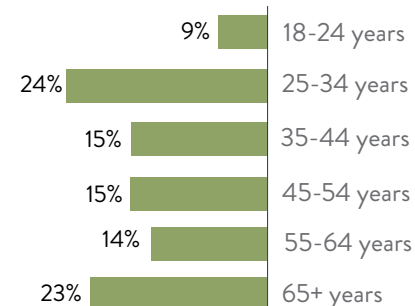
**+63**

Net Promoter  
Score

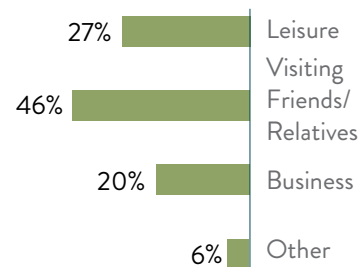
### EXPLORER QUOTIENT

Gentle Explorer	31%
Free Spirit	27%
Authentic Experienter	17%
Cultural Explorer	11%
Cultural History Buff	5%

### AGE



### TRIP PURPOSE



### MARKET INSIGHTS

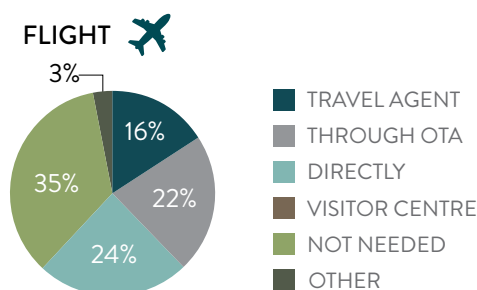
In 2015, travellers from Ontario accounted for 3% of BC's total overnight visitation. This represents an estimated 642,000 travellers from Ontario who visited BC in 2015. Approximately \$624.4 million was generated in tourist receipts.

### TRAVEL PARTY SIZE

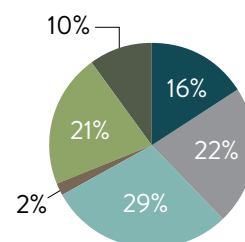


**2.6 PEOPLE**

### BOOKING METHOD

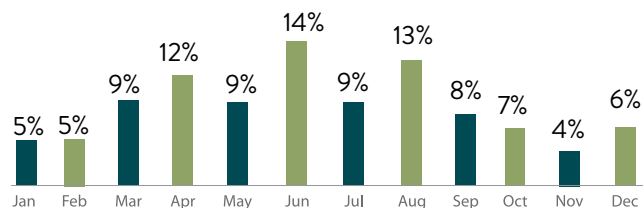


### ACCOMMODATION



Travellers from Ontario accounted for 4% of all domestic visitations to BC. BC captured around 2% of all domestic overnight visitation by travellers from Ontario.

## MONTH OF VISIT



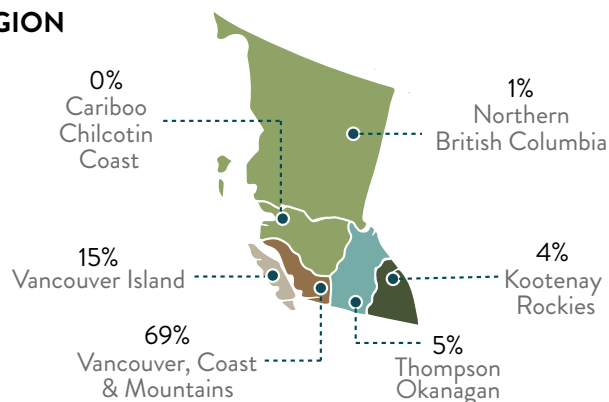
## TRANSPORTATION

Commercial Aircraft	90%
Car/Truck	2%
Train	1%
Ship/Ferry	0.1%
Other	6%

## TOP 10 ACTIVITIES

1-Visit Parks		6-Wildlife Viewing	
2-Hiking/Backpacking		7-Restaurant/Club	
3-Visits Friends/Family		8-Historic Site	
4-Beach		9-Sightseeing	
5-Museum/Art Gallery		10-Shopping	

## VISITS BY REGION



## TRIP LENGTH IN BC

AVERAGE  
7.0 NIGHTS



1-2 Nights		19%
3-5 Nights		35%
6-9 Nights		24%
10-16 Nights		16%
17-30 Nights		4%
31+ Nights		2%

## TOP TRENDS FOR ONTARIO

The depreciation of the Canadian dollar, relative to the US dollar, stimulated domestic travel by Canadians.

Travellers from Ontario have a greater segment of people aged 65 or older than any other domestic market travelling in/to BC.

Ontarians have very strong awareness of, attraction to and emotional connection with BC's natural wonders.

## AVERAGE TRIP SPENDING PER PERSON

\$972  
PER  
PERSON



	Public/Local Transportation	\$300	31%
	Food/Beverage	\$233	24%
	Accommodation	\$214	22%
	Private Vehicle	\$92	9%
	Recreation/Entertainment	\$55	6%
	Retail/Other	\$79	8%

# SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Ontario in British Columbia, unless otherwise noted.

## RESOURCES

Destination British Columbia's Key Performance Indicators Consumer Research (2015)

Destination Canada's Global Tourism Watch (2015)

Statistics Canada's International Visitor Arrivals (2015)

Statistics Canada's Travel Survey of Residents of Canada (TSRC) (pooled 2014/2015, 2014 & 2015)

## NOTES

"Impression of BC" measures the share of travellers who had a positive impression (4 or 5 on a 5-point scale) of BC as a travel destination.

"Recommend BC" measures the likelihood of a traveller to recommend and refer a destination based on their experience using the Net Promoter Score methodology.

"Booking Method" measures the primary method of booking for Canadian travellers, not specifically travellers from British Columbia.

"Transportation" and "Top 10 Activities" are measures of travellers' use/participation during their trip, which may include destinations other than BC.

"Visits by Region" may not equal 100% as travellers can visit more than one region during their trip in BC.

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