



CHINA

MARKET OVERVIEW

Outbound Trips From
China Globally

68.3M

Top Destinations

- 1- South Korea
- 2- Taiwan
- 3- Thailand
- 16- Canada

Overnight Trips From
China to BC

214,000 (0.3%)

Total Spending in BC
\$319.3M

#3

China is BC's
International
Market

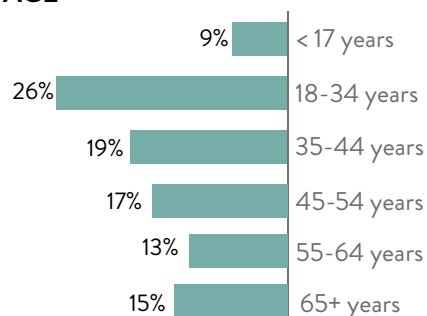
#2

Overseas
Market

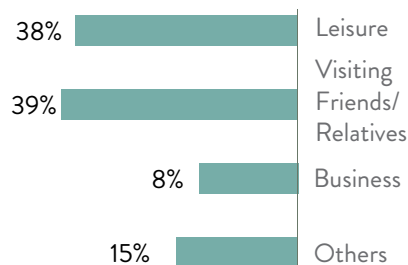
EXPLORER QUOTIENT

Gentle Explorer	22%
Aspiring Escapist	20%
Group Tourist	19%
Free Spirit	17%
Rejuvenator	9%

AGE



TRIP PURPOSE



TRAVEL PARTY SIZE



1.4 PEOPLE

MARKET INSIGHTS

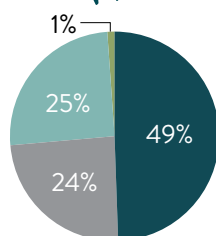
China was BC's third-largest international market in 2015; this ranking decreased one position from 2014.

An estimated 214,000 travellers from China visited BC in 2015. Those visits generated approximately \$319.3 million in tourist receipts.

In 2015, China was the largest Asia/Pacific market for BC inbound travel. China accounted for 24% of BC's overnight visitation from Asia/Pacific. This proportion has increased since 2013 when China accounted for 22%.

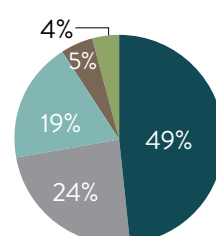
BOOKING METHOD

FLIGHT ✈️

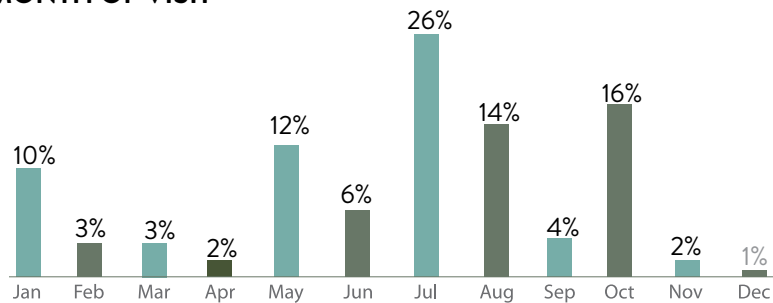


ACCOMMODATION

- TRAVEL AGENT
- THROUGH OTA
- DIRECTLY
- VISITOR CENTRE
- NOT NEEDED
- OTHER



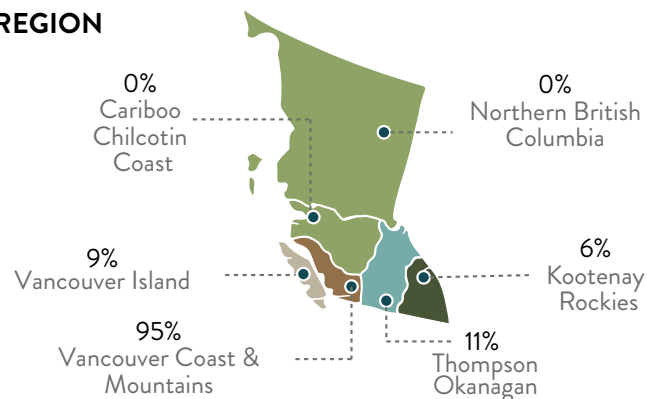
MONTH OF VISIT



TOP 10 ACTIVITIES

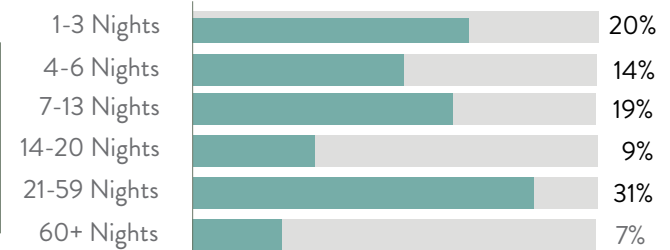


VISITS BY REGION



TRIP LENGTH IN BC

AVERAGE
22.9 NIGHTS



TOP TRENDS FOR CHINA

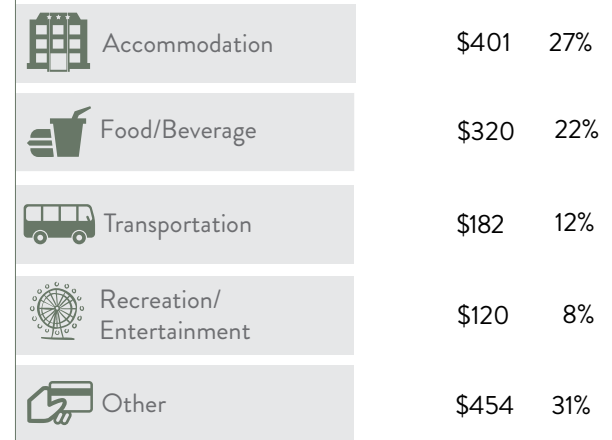
Outbound travel from China has been growing rapidly in recent years (average of 19% annually since 2000) fuelled by economic growth, relaxed travel restrictions, personal wealth increases, growth of passport ownership, less restrictive visa requirements, increased international flights and more destinations with Approved Destination Status (ADS).

According to Euromonitor International, Canada was ranked #17 as an international destination receiving outbound travel from China.

Canada's top competitors for visitors from China in the long-haul outbound travel market are the US, Australia, France and Germany.

AVERAGE TRIP SPENDING PER PERSON

\$1,477
PER
PERSON



SOURCES AND NOTES

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

RESOURCES

Destination British Columbia's Estimated International Visitor Volume/Expenditures (2015)

Destination Canada's Explorer Quotient (2012)

Destination Canada's Global Tourism Watch (2014)

Euromonitor International (2014)

Statistics Canada's International Travel Survey (ITS) (2013 & 2014)

NOTES

"Booking Method" shares of "travel agent" bookings are the same for both flight and accommodation, however, all other types of booking methods are independent of each other.

"Top 10 Activities" measures travellers' participation in activities 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.

Destination British Columbia
Research & Evaluation
Email: TourismResearch@DestinationBC.ca
Website: www.DestinationBC.ca/research.aspx

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