



GERMANY

MARKET OVERVIEW

Outbound Trips From
Germany Globally

98.8M

Top Destinations

- 1- Austria
- 2- Spain
- 3- Italy
- 18- Canada

Overnight Trips From
Germany to BC

102,000 (0.1%)

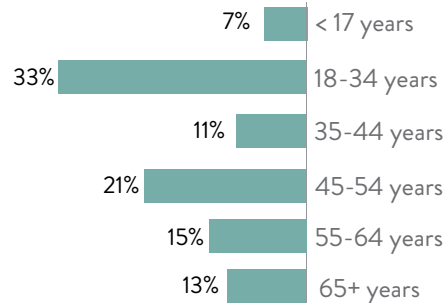
Total Spending in BC
\$147.4M

Germany is BC's
#6 International Market
#5 Overseas Market

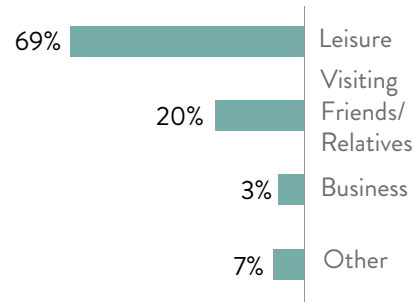
EXPLORER QUOTIENT

Cultural Explorer	17%
Virtual Traveller	15%
Rejuvenator	14%
Authentic Experienter	13%
Group Tourist	13%

AGE



TRIP PURPOSE



TRAVEL PARTY SIZE



1.6 PEOPLE

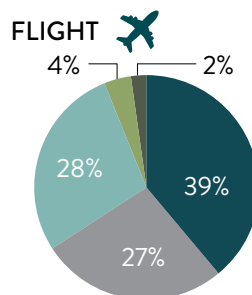
MARKET INSIGHTS

In 2015, Germany continued to be BC's sixth-largest international and fifth-largest overseas (including Mexico) market.

An estimated 102,000 travellers from Germany visited BC in 2015, accounting for 6% of BC's overseas overnight visitation market share and generating approximately \$147.4 million in tourist receipts.

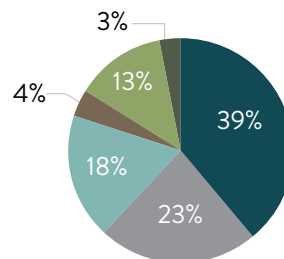
Germany remained the second-largest European market for BC in 2015, accounting for 18% of BC's European visitation (remaining relatively stable since 2013).

BOOKING METHOD

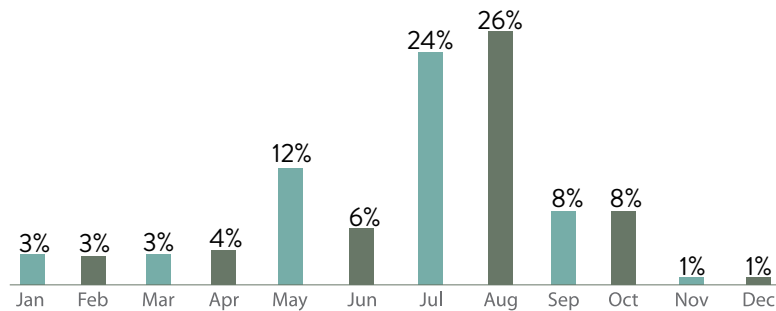


ACCOMMODATION

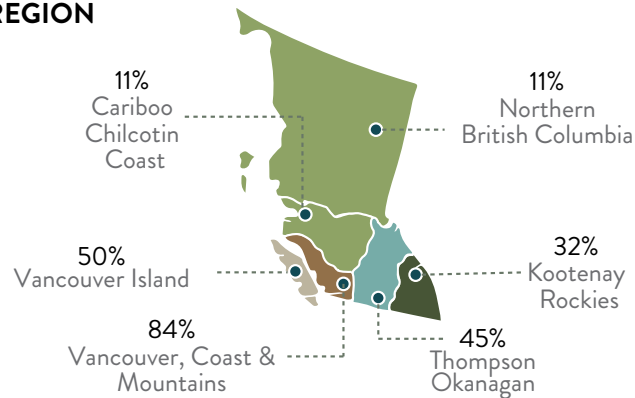
- TRAVEL AGENT
- THROUGH OTA
- DIRECTLY
- VISITOR CENTRE
- NOT NEEDED
- OTHER



MONTH OF VISIT



VISITS BY REGION



TOP TRENDS FOR GERMANY

Economic uncertainty, weaker consumer confidence and the decline of the euro are some of the factors responsible for the shift in long-haul travel patterns among German travellers in recent years.

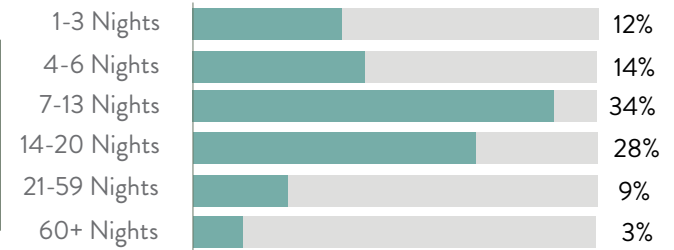
Unemployment remains the lowest in the eurozone. The euro has continued to strengthen against the Canadian dollar in 2016, making Canada a more attractive destination.

TOP 10 ACTIVITIES



TRIP LENGTH IN BC

AVERAGE
14.2 NIGHTS



AVERAGE TRIP SPENDING PER PERSON

\$1,437
PER
PERSON



SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Germany 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.

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