



# AUSTRALIA

## MARKET OVERVIEW

Outbound Trips From Australia Globally

**17.2M**

Top Destinations

- 1- New Zealand
- 2- Indonesia
- 3- US
- 16- Canada

Overnight Trips From Australia to BC

**180,000 (1%)**

Total Spending in BC **\$383.8M**

Australia is BC's

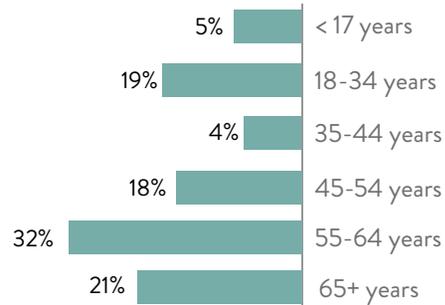
**#4** International Market

**#3** Overseas Market

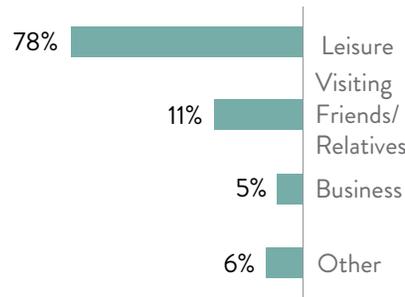
### EXPLORER QUOTIENT

|                           |     |
|---------------------------|-----|
| Free Spirit               | 16% |
| Virtual Traveller         | 16% |
| Cultural Explorer         | 15% |
| Social Sampler            | 14% |
| Personal History Explorer | 12% |

### AGE



### TRIP PURPOSE



### TRAVEL PARTY SIZE



**1.7 PEOPLE**

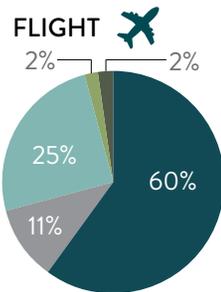
### MARKET INSIGHTS

Australia was BC's fourth-largest international market in 2015 (remaining unchanged from 2014), accounting for 4% of BC's total international visitation, and third-largest overseas (including Mexico) market.

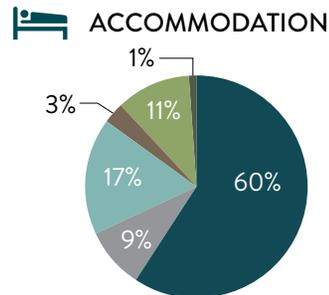
An estimated 180,000 travellers from Australia visited BC in 2015, generating approximately \$383.8 million in tourist receipts.

In 2015, Australia was the second-largest Asia/Pacific market for BC. Australia accounted for 21% of BC's total visitation from Asia/Pacific. This proportion has slightly increased from 19% in 2014.

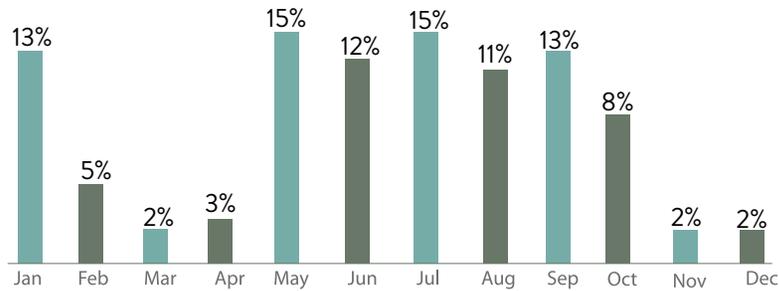
### BOOKING METHOD



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



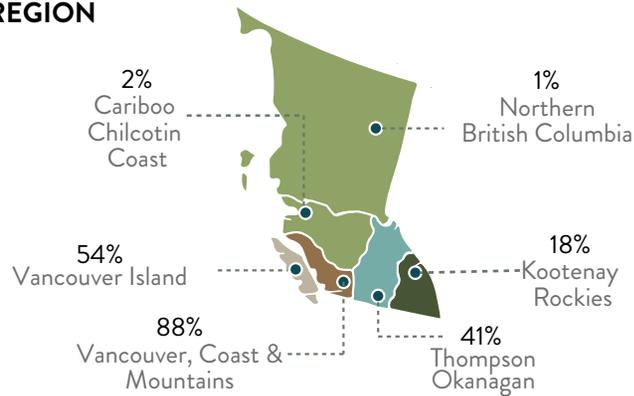
## MONTH OF VISIT



## TOP 10 ACTIVITIES



## VISITS BY REGION



## TRIP LENGTH IN BC



## TOP TRENDS FOR AUSTRALIA

According to Euromonitor International, Canada's top competitive set for the long-haul Australian travel market is the US, Thailand, the UK and China.

Online research and digital trip planning are increasing; however, booking through travel agents remains a key element of the path to purchase.

Visitation to Canada has increased since 2014, with an increase in Free Independent Travellers.

Australia is adjusting from a resource-based economy to a broader based one, especially in the services sector. Lower fuel prices, low interest rates and the declining Australian dollar should help boost international travel to Australia.

## AVERAGE TRIP SPENDING PER PERSON



# SOURCES AND NOTES

This profile provides an overview of traveller and trip characteristics of overnight travellers from Australia 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 (2015)

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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