



# BRITISH COLUMBIA

## MARKET OVERVIEW

Domestic Trips  
by British Columbia  
Residents

**12.2M**

Overnight Trips by British  
Columbia Residents in BC

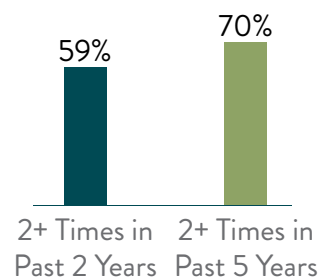
**11.5M (94%)**

Total Spending in BC  
**\$3.4B**

British Columbia  
Residents  
are BC's

**#1** Domestic  
Market

### REPEAT VISITATION



### IMPRESSION OF BC

**93%**

Positive  
Impression

### RECOMMEND BC

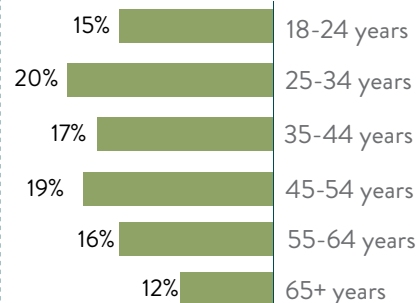
**+64**

Net Promoter  
Score

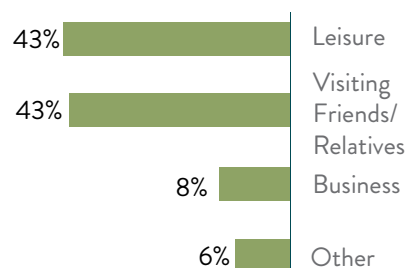
### EXPLORER QUOTIENT

|                       |     |
|-----------------------|-----|
| Gentle Explorer       | 36% |
| Free Spirit           | 17% |
| Authentic Experienter | 16% |
| Cultural Explorer     | 10% |
| No Hassle Traveller   | 5%  |

### AGE



### TRIP PURPOSE



### MARKET INSIGHTS

In 2015, British Columbia residents accounted for 58% of BC's total overnight visitation and continued to be BC's largest market.

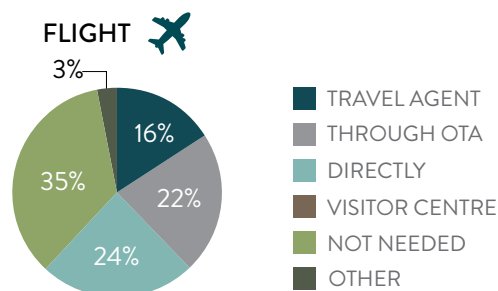
BC captured 94% of all domestic overnight travel by British Columbia residents in 2015. This represents an estimated 11.5 million British Columbia residents travelling within BC in 2015 and approximately \$3.4 billion generated in tourist receipts.

### TRAVEL PARTY SIZE

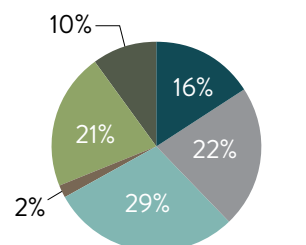


**2.8 PEOPLE**

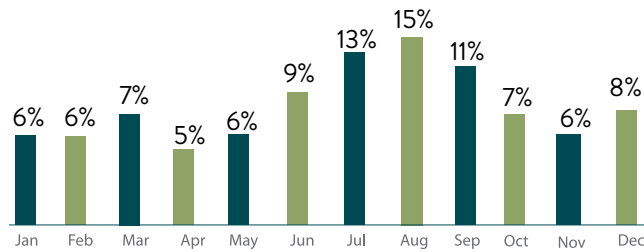
### BOOKING METHOD



### ACCOMMODATION



## MONTH OF VISIT



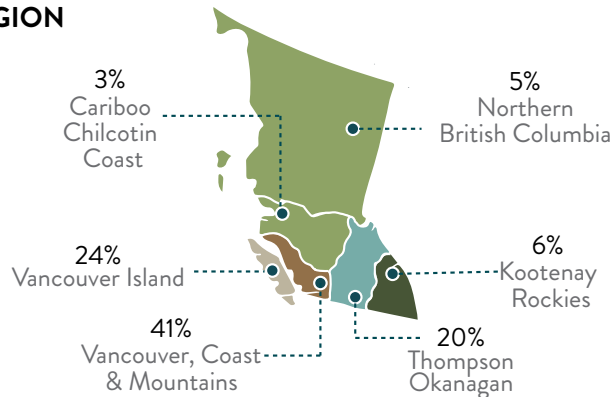
## TRANSPORTATION

|                       |      |
|-----------------------|------|
| Auto/Truck            | 79%  |
| Ship/Ferry Commercial | 6%   |
| Aircraft Bus          | 4%   |
| Camper/RV             | 3%   |
| Boat                  | 1%   |
| Train                 | 1%   |
| Other                 | 0.2% |
|                       | 6%   |

## TOP 10 ACTIVITIES

|                         |  |                     |  |
|-------------------------|--|---------------------|--|
| 1- Beach                |  | 6- Boating          |  |
| 2- Hiking/Backpacking   |  | 7- Wildlife Viewing |  |
| 3- Visit Friends/Family |  | 8- Restaurant/Club  |  |
| 4- Camping              |  | 9- Fishing          |  |
| 5- Visit Parks          |  | 10- Kayaking        |  |

## VISITS BY REGION



## TRIP LENGTH IN BC

AVERAGE  
2.8 NIGHTS



|              |      |
|--------------|------|
| 1-2 Nights   | 63%  |
| 3-5 Nights   | 29%  |
| 6-9 Nights   | 6%   |
| 10-16 Nights | 2%   |
| 17-30 Nights | 0.5% |
| 31+ Nights   | 0%   |

## TOP TRENDS FOR BRITISH COLUMBIA

Domestic air capacity to BC (YVR) increased 5% in 2015 over 2014.

The depreciation of the Canadian dollar, relative to the US dollar, contributed to increased travel by British Columbia residents in BC.

British Columbia residents have a Net Promoter Score of +64, meaning that they are very likely to recommend BC as a travel destination to their friends and family.

The majority (92%) of overnight trips taken by British Columbia residents in BC are 5 days or less.

## AVERAGE TRIP SPENDING PER PERSON

\$290  
PER  
PERSON



|  |                             |      |     |
|--|-----------------------------|------|-----|
|  | Food/Beverage               | \$85 | 29% |
|  | Accommodation               | \$74 | 25% |
|  | Private Vehicle             | \$58 | 20% |
|  | Public/Local Transportation | \$33 | 11% |
|  | Recreation/Entertainment    | \$22 | 8%  |
|  | Retail/Other                | \$19 | 6%  |

# SOURCES AND NOTES

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

## RESOURCES.

Destination British Columbia's Key Performance Indicators Consumer Research (2014 & 2015)

Destination Canada's Global Tourism Watch (2014/2015)

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.

Destination British Columbia  
Research & Evaluation  
Email: [TourismResearch@DestinationBC.ca](mailto:TourismResearch@DestinationBC.ca)  
Website: [www.DestinationBC.ca/research.aspx](http://www.DestinationBC.ca/research.aspx)

Want more information?  
To sign up for updates, invites, and our industry newsletter, *Destination BC News*, click here:  
[www.destinationbc.ca/subscribe.aspx](http://www.destinationbc.ca/subscribe.aspx)

(c) 2016 – Destination BC Corp. – All rights reserved. "DESTINATION BRITISH COLUMBIA" is an Official Mark of Destination BC Corp.