



JAPAN

MARKET OVERVIEW

Outbound Trips From
Japan Globally

22.9M

Top Destinations

- 1- China
- 2- South Korea
- 3- US
- 15- Canada

Overnight Trips From
Japan to BC

107,000 (0.5%)

Total Spending in BC
\$130.1M

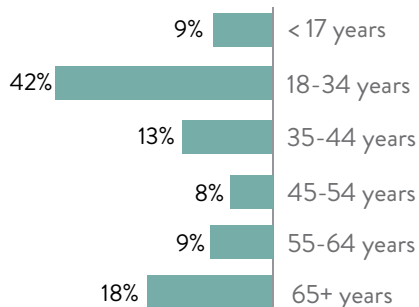
#5 International Market

#4 Overseas Market

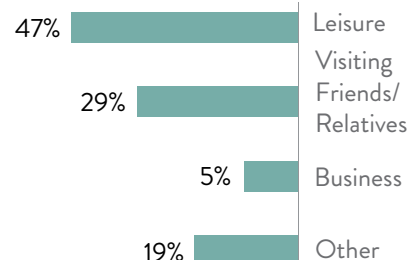
EXPLORER QUOTIENT

Cultural History Buff	16%
Virtual Traveller	16%
Personal History Explorer	14%
Group Tourist	13%
Free Spirit	12%

AGE



TRIP PURPOSE



TRAVEL PARTY SIZE



1.4 PEOPLE

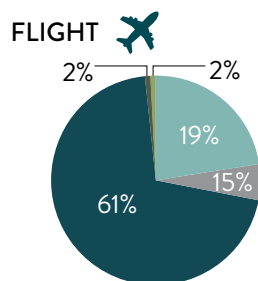
MARKET INSIGHTS

In 2015, Japan continued to be BC's fifth-largest international market and fourth-largest overseas (including Mexico) market, accounting for 7% of BC's overseas overnight visitation market share.

An estimated 107,000 travellers from Japan visited BC in 2015, an increase of 7% over 2014. Visitors from Japan spent approximately \$130.1 million in tourism-related dollars in 2015.

Japan accounted for 12% of BC's Asia/Pacific market share in 2015, remaining the third-largest Asia/Pacific market for BC since 2013.

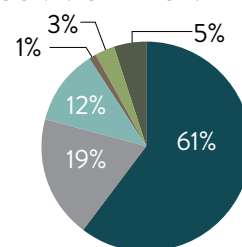
BOOKING METHOD



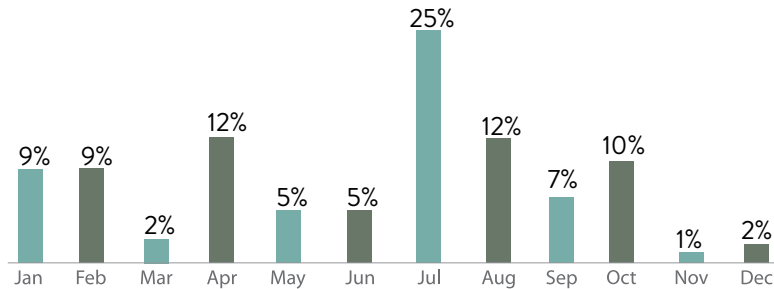
- TRAVEL AGENT
- THROUGH OTA
- DIRECTLY
- VISITOR CENTRE
- NOT NEEDED
- OTHER



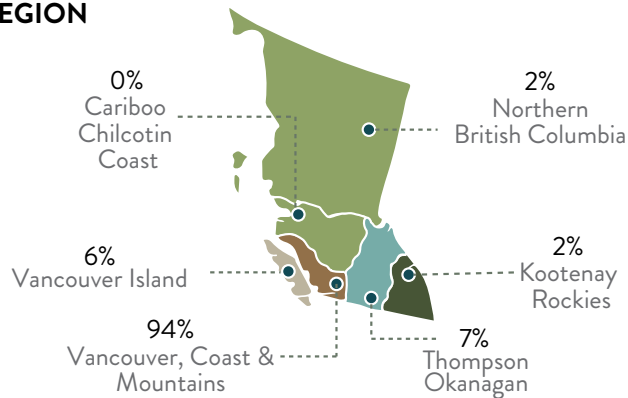
ACCOMMODATION



MONTH OF VISIT



VISITS BY REGION



TOP TRENDS FOR JAPAN

BC has seen an increase in air capacity at YVR (up 29% in 2015) and an increased interest to travel to Canada. This has resulted in growth from the Japanese market to BC.

Purchasing power from the Japan market in Canada is strong relative to competitive destinations and has helped to boost overnight arrivals to Canada.

The Free Independent Traveller market is growing and Canada is attracting a younger demographic.

The school-trip market and educational travel continues to grow.

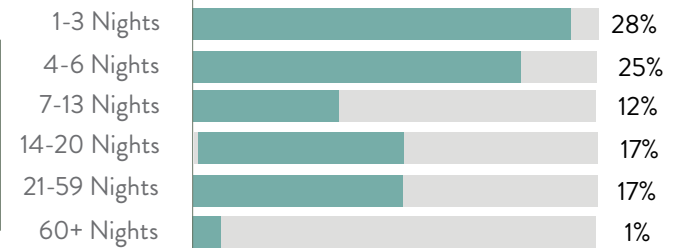
Canada's competition for travellers from Japan is the UK, Europe, Australia and New Zealand.

TOP 10 ACTIVITIES



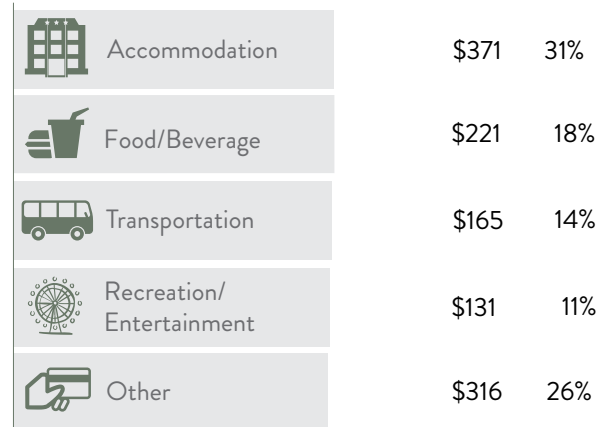
TRIP LENGTH IN BC

AVERAGE
12.2 NIGHTS



AVERAGE TRIP SPENDING PER PERSON

\$1,204
PER
PERSON



SOURCES AND NOTES

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