



WASHINGTON

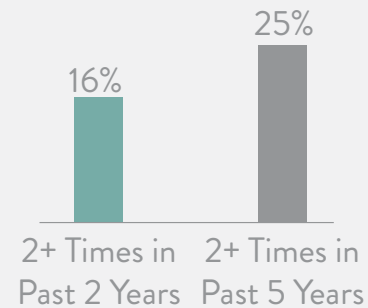
Market Overview

Outbound Trips
from Washington
Globally
1.9
million

Overnight Trips from
Washington to BC
1.5 million (80%)
Total Spending in BC
\$513.9 million

Washington is
#1 BC's
market
from the
United States

Repeat Visitation



Impression of BC

75%

Positive
Impression

Recommend BC

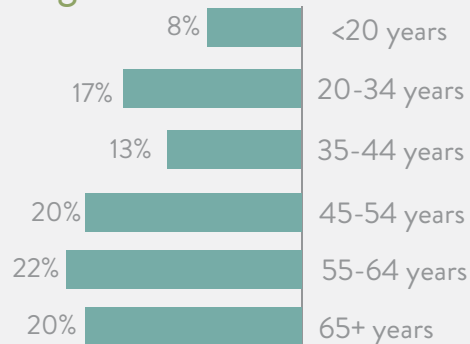
+60

Net Promoter
Score

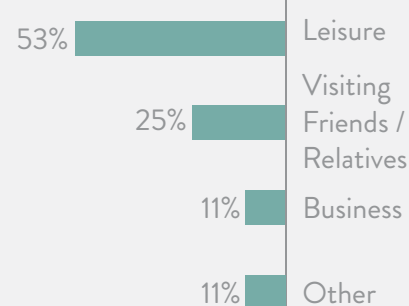
Explorer Quotient

Gentle Explorer	35%
Free Spirit	20%
Authentic Experienter	13%
Cultural Explorer	8%
Virtual Traveller	6%

Age



Trip Purpose



Market Insights

The US was BC's largest international market in 2015, accounting for 66% of BC's international overnight visitation. Washington travellers represented 49% of all US visitations to BC. This proportion increased by 8% compared to 2014.

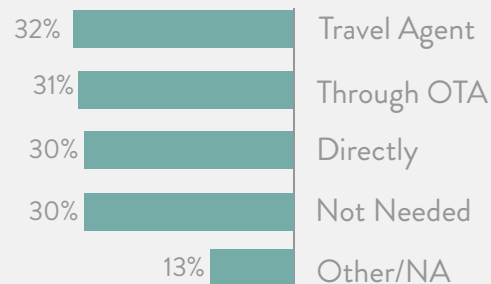
Travel Party Size



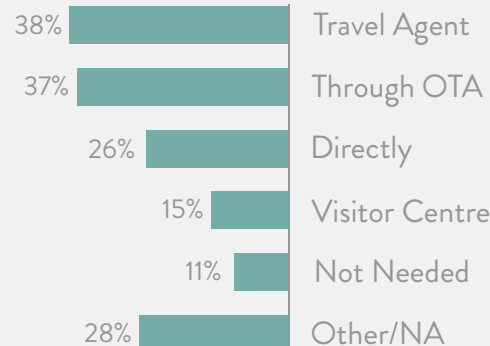
1.9 People

Booking Method

Flight



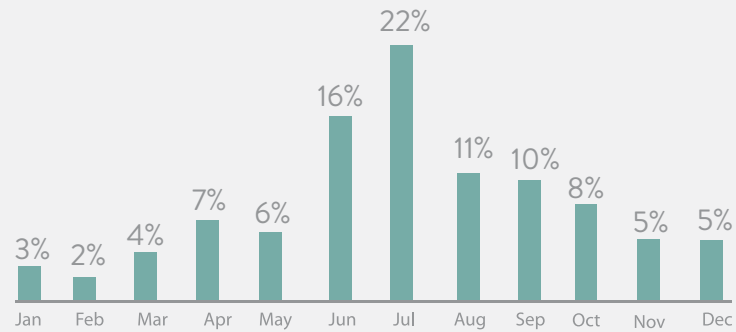
Accommodation



Washington was BC's the third-largest market of BC's total overnight visitation in 2015, accounting for 8% of the market share.

An estimated 1.5 million travellers from Washington visited BC in 2015, generating approximately \$513.9 million in tourist receipts.

Month of Visit



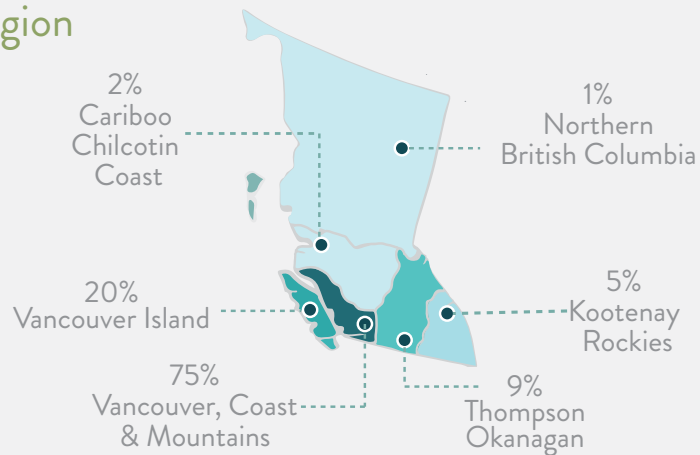
Transportation

Car/Truck	70%
Bus	16%
Boat	16%
Plane	9%
Train	5%

Top 10 Activities

1- Restaurant/Club		6- Festivals/Fair	
2- Sightseeing		7- Beach	
3- Visit Parks		8- Wildlife Viewing	
4- Historic Site		9- Performance/Concert	
5- Museum/Art Gallery		10- Hiking/Backpacking	

Visits by Region



Trip Length in BC

Average
4.0 Nights

1-3 Nights		61%
4-6 Nights		25%
7-13 Nights		10%
14-20 Nights		3%
21-60+ Nights		1%

Top Trends for Washington

Following the 2009 recession, the US economy began a steady rebound, positively impacting the tourism sector with US international travel increasing by 8% in 2016 compared to 2015.

Over half of Americans' international trips are within North America. Mexico is the most frequently visited destination, followed by Canada.

Air capacity from the US to BC (Vancouver International Airport) increased by 9.5% in 2016 over 2015.

Overnight travel to BC by Washington travellers peaked in July and August; however visitation is seen more frequently across all other months, compared to California travellers.

Average Trip Spending per Person

\$338
Per Person

	Accommodation	\$132	39%
	Food/Beverage	\$85	25%
	Transportation	\$51	15%
	Recreation/Entertainment	\$37	11%
	Other	\$34	10%

SOURCES AND NOTES

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

Sources

Destination British Columbia's Key Performance Indicators Consumer Research (2015 & 2016)

Destination Canada's Global Tourism Watch (2016)

Statistics Canada's International Travel Survey (ITS) (2012, 2013 & 2015)

US Office of Travel and Tourism Industries (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 US travellers, not specifically travellers from Washington.

'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.

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