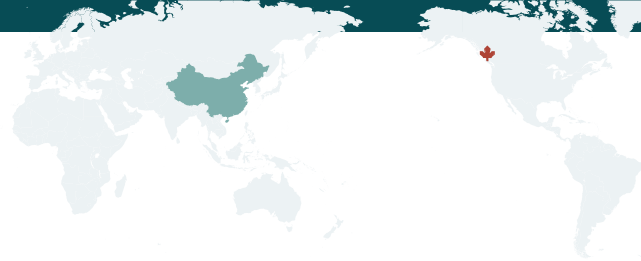




MARKET PROFILES CHINA

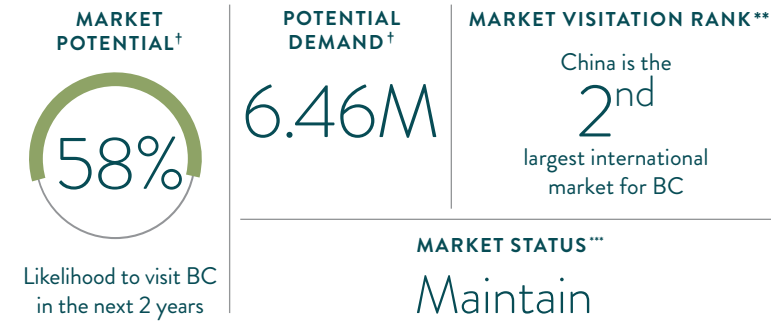
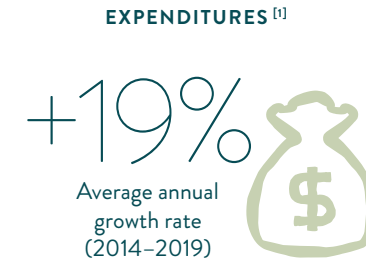
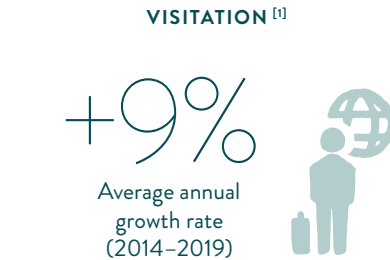
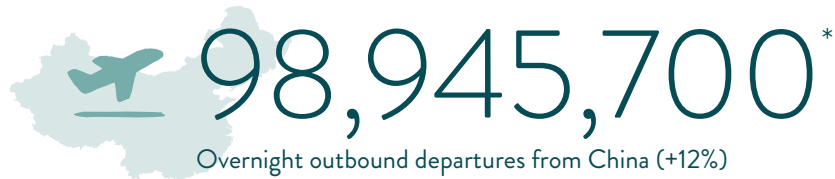


MARCH 2021
Profiles are based on Pre-Covid-19 data



MARKET OVERVIEW

BC PAST PERFORMANCE



MARKET HIGHLIGHTS

More than half of Chinese travellers booked their trips online in 2019, with mobile bookings accounting for over 44% of travel purchases.^[2]

Almost all Chinese travellers to BC use a travel agent for their trip; either for research or booking.[◇]

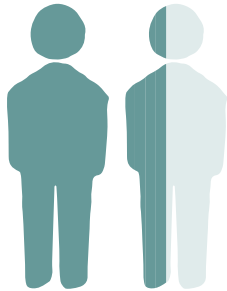
#1

China was the largest Asia/Pacific market for BC, accounting for 28% of BC's total visitation from Asia/Pacific.^[1]

BC is a favoured Canadian destination for Chinese travellers, receiving 49% of all Chinese visitation.^{**}

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE**

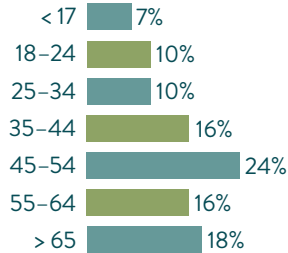


1.4

TOP 3 EQ TYPES °

- Free Spirits
- Aspiring Escapists
- Group Tourists

AGE**



PAST VISITATION TO CANADA †



SPENDING**



AVERAGE TRIP LENGTH IN BC**

32 Nights



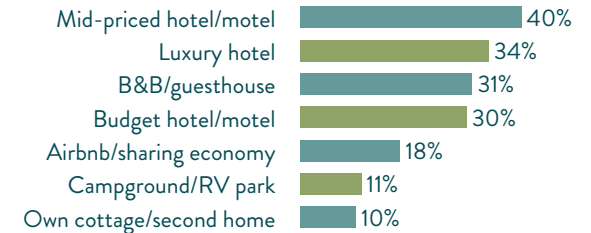
TRIP PURPOSE**



TOP 5 ACTIVITIES °

- Trying local food and drink
- Natural attractions like mountains or waterfalls
- Nature parks
- Amusement or theme parks
- Exploring Indigenous culture/traditions/history

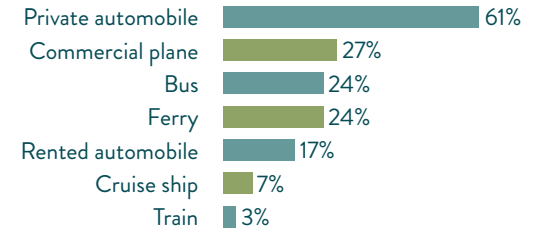
ACCOMMODATIONS °



TRAVEL AGENT/TOUR OPERATOR USAGE °

	Researching	Booking
Flights	56%	53%
Accommodations	59%	52%
Transportation	40%	30%
Activities	45%	31%
Potential Travel Destinations	44%	
4% Did not use a travel agent		

TRANSPORTATION USED DURING TRIP**

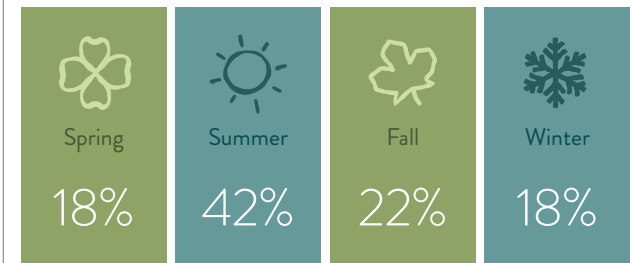


ONLINE TRAVEL BOOKINGS [2]

56%



TRAVEL SEASONS**



* Euromonitor

** Destination BC tabulations from the 2017 International Travel Survey (Statistics Canada)

*** Destination BC Global Marketing Plan 2020

ℓ Destination BC Tabulations from Statistics Canada Frontier Counts

† Destination Canada's Global Tourism Watch (2018)

‡ Forwardkeys

° Destination Canada's Global Tourism Watch (2018 & 2019)

Ω Small Area Estimates (Statistics Canada)

[1] Destination BC Internal Estimates

[2] Phocuswright