



MARKET PROFILES GERMANY



DESTINATION
BRITISH COLUMBIA®

MARKET OVERVIEW



<p>MARKET POTENTIAL[†]</p> <p>Likelihood to visit BC in the next 2 years</p>	<p>POTENTIAL DEMAND[†]</p> <p>3.00M</p>	<p>MARKET VISITATION RANK**</p> <p>Germany is the 6th largest international market for BC</p>
<p>MARKET STATUS***</p> <p>Maintain</p>		

BC PAST PERFORMANCE

<p>VISITATION^[1]</p> <p>+6%</p> <p>Average annual growth rate (2014–2019)</p> <p>26%^ℓ</p> <p>BC's share of Canadian German visitation</p>	<p>EXPENDITURES^[1]</p> <p>+9%</p> <p>Average annual growth rate (2014–2019)</p> <p>31%^Ω</p> <p>BC's share of Canadian German expenditures</p>	<p>NET PROMOTER SCORE[†]</p> <p>Promoters 42% Passives 38% Detractors 20%</p> <hr/> <p>AIRLINE SEAT CAPACITY[‡]</p> <p>+6%</p>
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MARKET HIGHLIGHTS

#2

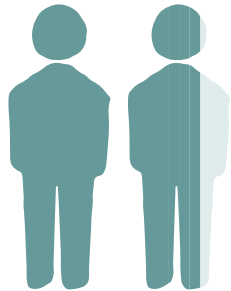
Germany was the second-largest European market for BC, accounting for 19% of BC's total visitation from Europe.^[1]

More than four-fifths of German visitors to BC use a travel agent for their trip; either for research or booking.[†]

BC receives 26% of all German visitation to Canada, with almost half of visitation occurring during the summer.[†]

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE**

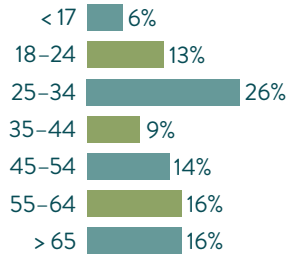


1.7

TOP 3 EQ TYPES*

- Virtual Travellers
- Authentic Experiencers
- Group Tourists

AGE**



PAST VISITATION TO CANADA†

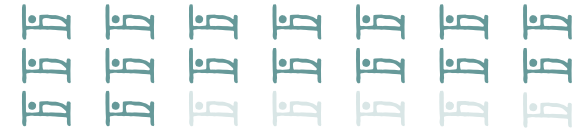


SPENDING**



AVERAGE TRIP LENGTH IN BC**

16 Nights



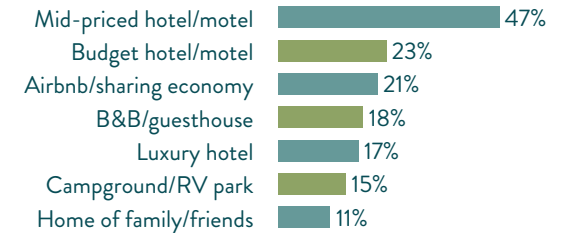
TRIP PURPOSE**



TOP 5 ACTIVITIES ◊

- Hiking or walking in nature
- Nature parks
- Trying local food and drink
- Natural attractions like mountains or waterfalls
- Viewing wildlife or marine life

ACCOMMODATIONS ◊



TRAVEL AGENT/TOUR OPERATOR USAGE ◊

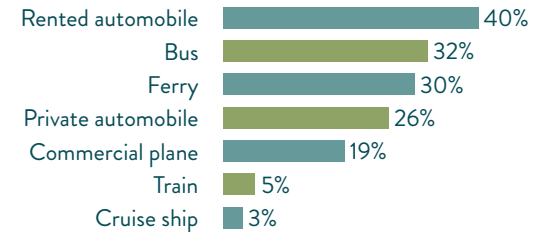
	Researching	Booking
Flights	37%	32%
Accommodations	28%	24%
Transportation	18%	17%
Activities	24%	9%
Potential Travel Destinations	22%	
14% Did not use a travel agent		

ONLINE TRAVEL BOOKINGS [2]

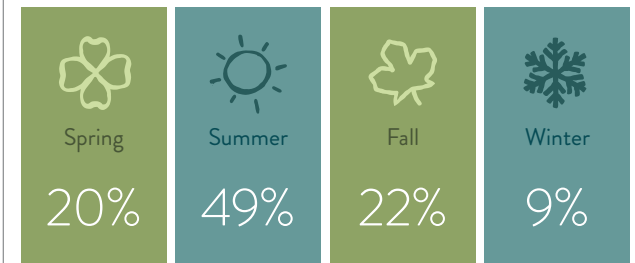
45%



TRANSPORTATION USED DURING TRIP**



TRAVEL SEASONS**



* Euromonitor

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

*** Destination BC Global Marketing Plan 2020

◊ 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