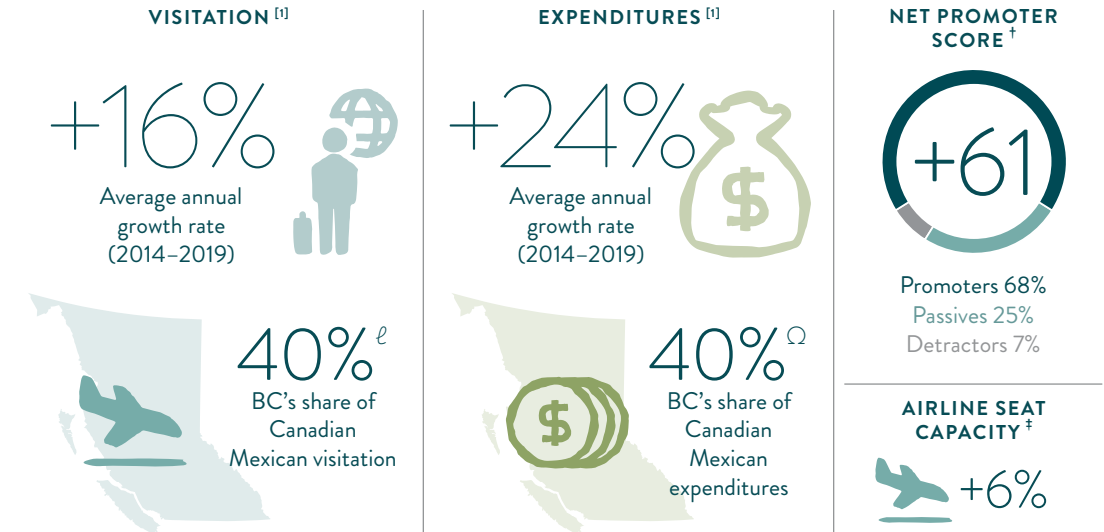



MARKET OVERVIEW



BC PAST PERFORMANCE



MARKET HIGHLIGHTS




Four-fifths of Mexican visitors to BC use a travel agent for their trip; either for research or booking.<sup>[4]</sup>



Nature-based activities and sampling local food and drink are the most commonly engaged in activities for Mexican visitors to BC.<sup>†</sup>



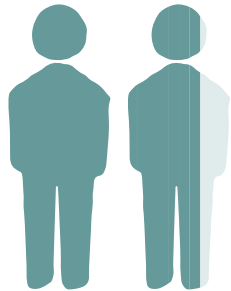
Mexican travellers' trend younger, with under 35's accounting for over half of Mexican visitation to Canada.<sup>†</sup>



Fall is the least popular season for visitation, accounting for only 13% of Mexican travel to BC.<sup>◇</sup>

# TRAVELLER AND TRIP CHARACTERISTICS

## AVERAGE TRAVEL PARTY SIZE\*\*

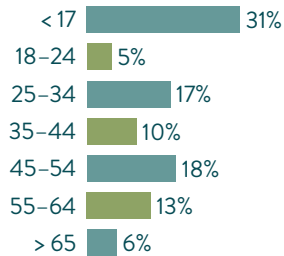


1.7

## TOP 3 EQ TYPES °

- Free Spirits
- Virtual Travellers
- Authentic Experiencers

## AGE\*\*



## PAST VISITATION TO CANADA †

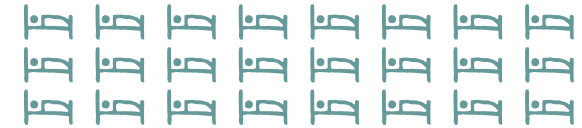


## SPENDING\*\*

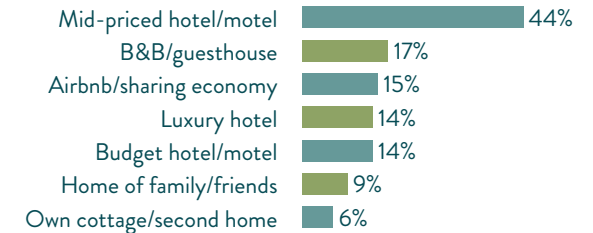


## AVERAGE TRIP LENGTH IN BC\*\*

24 Nights



## ACCOMMODATIONS °



## TRAVEL AGENT/TOUR OPERATOR USAGE °

	Researching	Booking
Flights	46%	41%
Accommodations	38%	31%
Transportation	24%	22%
Activities	28%	20%
Potential Travel Destinations	28%	
14% Did not use a travel agent		

## TRIP PURPOSE\*\*



## TOP 5 ACTIVITIES °

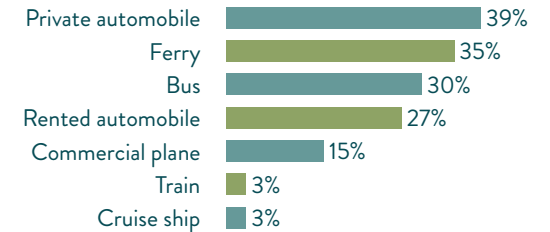
- Nature parks
- Hiking or walking in nature
- Trying local food and drink
- Natural attractions like mountains or waterfalls
- Fine dining

## ONLINE TRAVEL BOOKINGS [2]

36%



## TRANSPORTATION USED DURING TRIP\*\*



## TRAVEL SEASONS\*\*

