



MARKET PROFILES

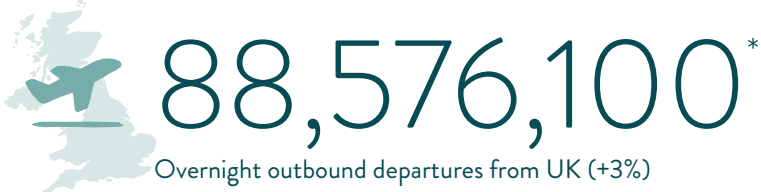
UNITED KINGDOM

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

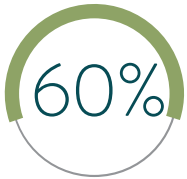


DESTINATION
BRITISH COLUMBIA®

MARKET OVERVIEW



MARKET
POTENTIAL†



Likelihood to visit BC
in the next 2 years

POTENTIAL
DEMAND†

3.76M

MARKET VISITATION RANK⁽¹⁾

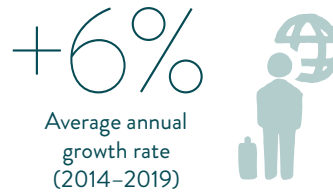
United Kingdom is the
3rd
largest international
market for BC

MARKET STATUS⁽¹⁾

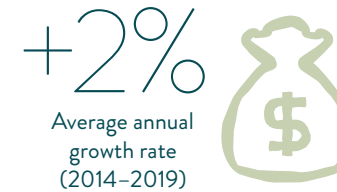
Maintain

BC PAST PERFORMANCE

VISITATION ⁽²⁾



EXPENDITURES ⁽²⁾



NET PROMOTER
SCORE†



Promoters 40%
Passives 40%
Detractors 20%

AIRLINE SEAT
CAPACITY†



MARKET HIGHLIGHTS



The 55+ demographic is the largest travel segment from the UK to Canada, accounting for almost half of total visitation.†



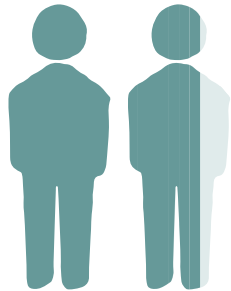
After 47 years of membership, the UK withdrew from the European Union on January 31, 2020. A transition period, which will maintain current laws and trading agreements, is in place until the end of the year.

#1

The UK was the largest European market for BC, accounting for 40% of BC's total visitation from Europe.⁽¹⁾

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE**

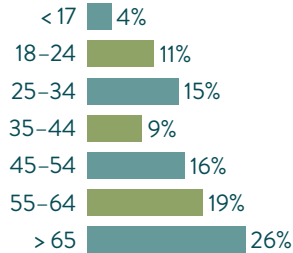


1.7

TOP 3 EQ TYPES*

- Free Spirits
- Gentle Explorers
- Authentic Experiencers

AGE**



PAST VISITATION TO CANADA



SPENDING**



AVERAGE TRIP LENGTH IN BC**

11 Nights



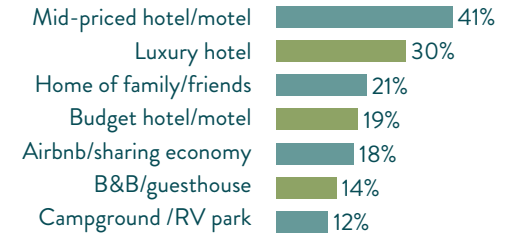
TRIP PURPOSE**



TOP 5 ACTIVITIES

- Natural attractions like mountains or waterfalls
- Trying local food and drink
- City green spaces like parks or gardens
- Hiking or walking in nature
- Nature parks

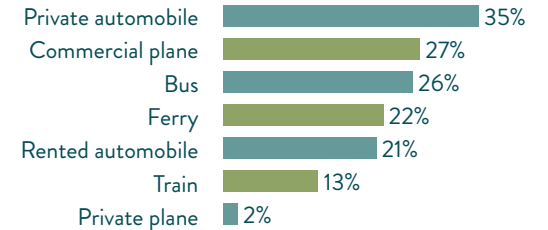
ACCOMMODATIONS



TRAVEL AGENT/TOUR OPERATOR USAGE

	Researching	Booking
Flights	28%	35%
Accommodations	26%	32%
Transportation	20%	32%
Activities	18%	18%
Potential Travel Destinations	23%	
18% Did not use a travel agent		

TRANSPORTATION USED DURING TRIP**



ONLINE TRAVEL BOOKINGS^[2]

68%



TRAVEL SEASONS**

