



# MARKET PROFILES WASHINGTON

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



## MARKET OVERVIEW

### MARKET VISITATION RANK\*\*

Washington is the #1 largest market for BC from the US

### MARKET POTENTIAL<sup>[5]</sup>



Likelihood to visit BC in the next 2 years

### FAMILIARITY WITH BC<sup>[5]</sup>

61%

### POSITIVE IMPRESSION OF BC<sup>[5]</sup>

88%

### MARKET STATUS\*\*\*

Invest

## BC PAST PERFORMANCE

### VISITATION<sup>[2]</sup>

+4%

Average annual growth rate (2014–2019)



### EXPENDITURES<sup>[2]</sup>

+15%

Average annual growth rate (2014–2019)



### NET PROMOTER SCORE<sup>[5]</sup>



Promoters 67%  
Passives 26%  
Detractors 8%

### OVERNIGHT US AUTO ENTRIES TO BC<sup>[1]</sup>

+3%

## MARKET HIGHLIGHTS



BC's strongest differentiators are its many "opportunities to view wildlife", and its "beautiful natural scenery" "where you can feel the power of nature".<sup>[5]</sup>



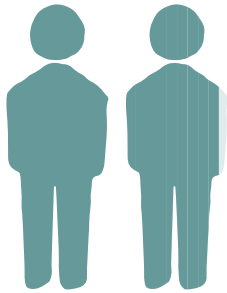
Approximately a quarter of BC's international visitors come from Washington, with travellers from Washington accounting for 40% of US visitation to the province. \*\*



While summer remains the most popular travel season, visitors from Washington are only second to BC residents for spring and fall travel.<sup>[5]</sup>

# TRAVELLER AND TRIP CHARACTERISTICS

## AVERAGE TRAVEL PARTY SIZE\*\*

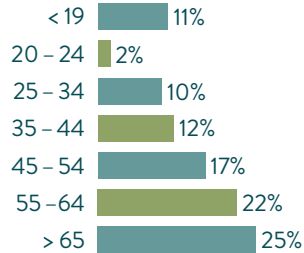


1.9

## TOP 3 EQ TYPES<sup>[5]</sup>

Gentle Explorers  
Authentic Experiencers  
Free Spirits

## AGE\*\*



## PAST VISITATION TO CANADA<sup>†</sup>



## SPENDING<sup>[2]</sup>



## AVERAGE TRIP LENGTH IN BC\*\*

3.8 Nights



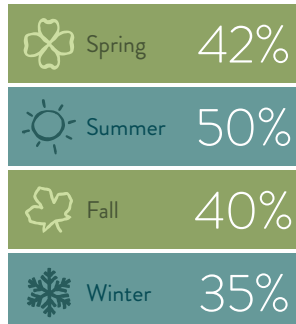
## TRIP PURPOSE\*\*



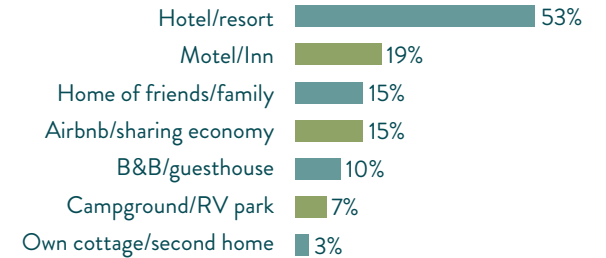
## TOP 5 ACTIVITIES<sup>[5]</sup>



## TRAVEL SEASONS\*\*



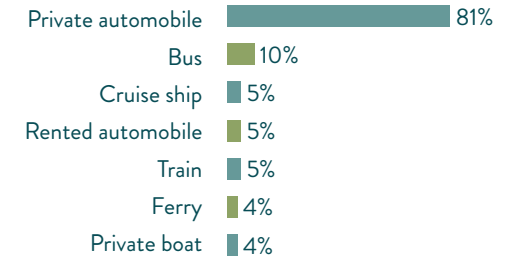
## ACCOMMODATIONS<sup>◇</sup>



## TRAVEL AGENT/TOUR OPERATOR USAGE<sup>◇</sup>

	Researching	Booking
Flights	21%	19%
Accommodations	19%	14%
Transportation	17%	13%
Activities	14%	8%
Potential Travel Destinations	27%	
27% Did not use a travel agent		

## TRANSPORTATION USED DURING TRIP\*\*



## ONLINE TRAVEL BOOKINGS<sup>[3]</sup>

48%



## VISITS BY REGION<sup>[5]</sup>

