



MARKET PROFILES

Australia

FEBUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC’s key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from Australia^Ω

4,969,000

Change in Overnight Departures From 2021 **+840%**

2022 Market Visitation Rank ^{††}

#4 Australia was the 4th Largest International Market for BC in 2022

2023 Market Status[§]

Invest

2022 Market Potential

18%

Likelihood to Visit BC Within the Next 2 Years^{ΣΣ}

1.2M

2022 Potential Demand^π

BC Performance

2022 Estimated Visitation^{††}



92,000

10% Australia’s Share of International Visitation in BC (excluding US)

184,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$173.2M

11% Australia’s Share of International Expenditures in BC (excluding US)

\$360.2M 2023 Forecasted Expenditures

2022 BC Travel Search Queries^Δ



+114%

Change Over 2021

Future Travel Indicators

49%

BC Residents' Comfort Welcoming International Visitors to Their Community^{¶¶}



Likelihood to Travel Internationally in the Next 12 Months[✓]

53%



+43%

Change Over 2022

Air Capacity to BC in 2023[◇]

Market Highlights



Australian travellers are looking for “iconic, memorable and authentic” travel experiences, where they can create lifelong memories.[€]



Australians are eager to resume international travel, bolstered by a strong economy.[”]



A large majority of travellers from Australia utilize travel agents, with this number expected to grow for post-COVID travel.[€]



International air capacity from Australia may limit how quickly the Australian market can rebound, with air capacity in September 2022 reaching only 55% of 2019 capacity.[€]



SOURCES

π Destination Canada’s Global Tourism Watch (2021)
ΣΣ Destination Canada’s Global Tourism Watch (Pooled 2020–2021)
§ Destination BC’s Global Marketing Plan (2023)
†† Destination BC’s Tabulations: Visitor Travel Survey (Statistics Canada) (2022)
¶¶ Destination BC’s Public Perceptions Tracker (December 2022)
◇ ForwardKeys (January 2023)

Δ Google InVITE Travel Search Queries (January 2023)
Ω Tourism Economics (2022)
** Deloitte’s Tourism Market Outlook (2022)
✓ Brand USA’s International Travel & Consumer Sentiment Survey (May 2022)
€ Destination Canada’s 2022 Market Highlights | Australia (2022)



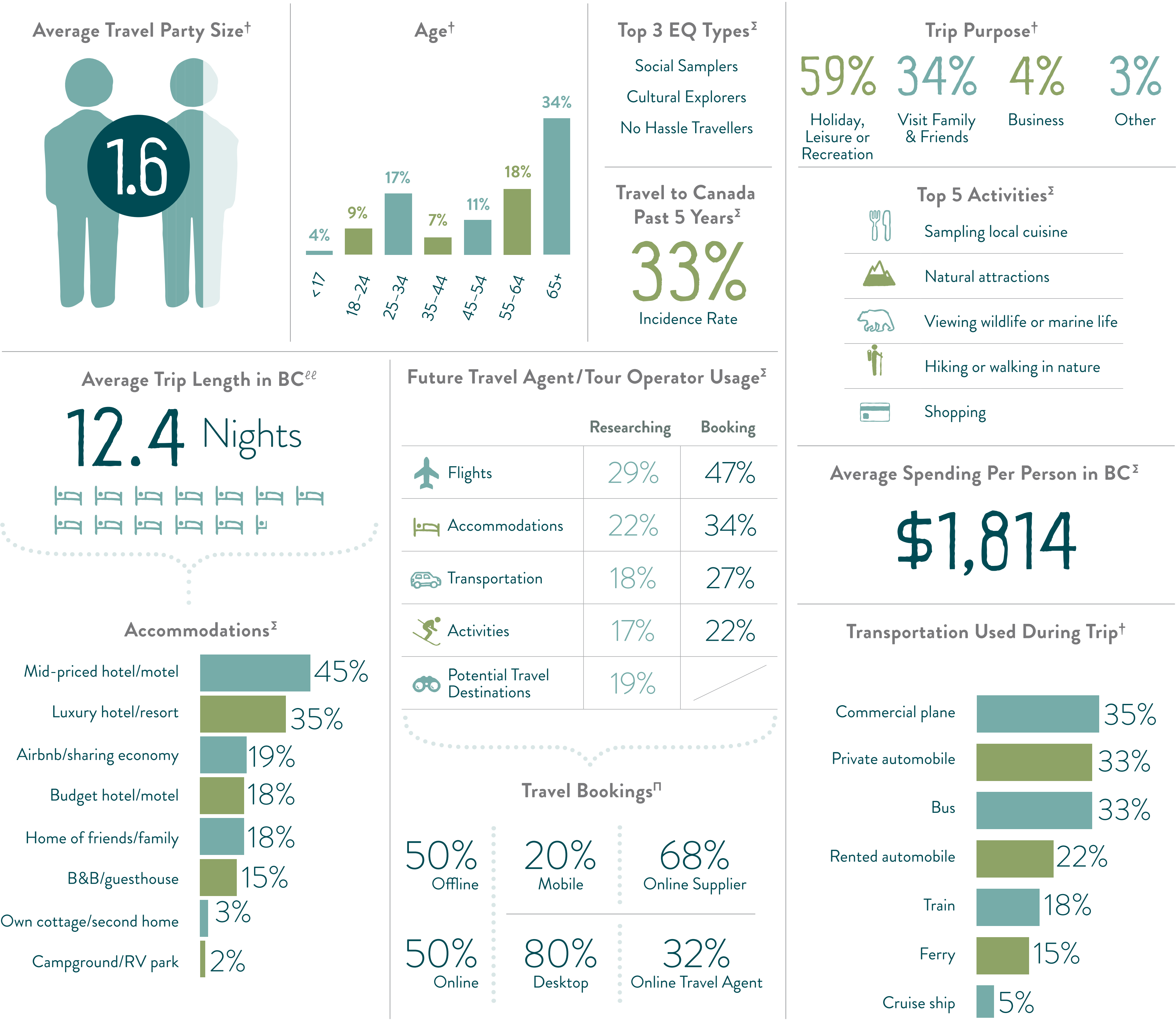
MARKET PROFILES

Australia

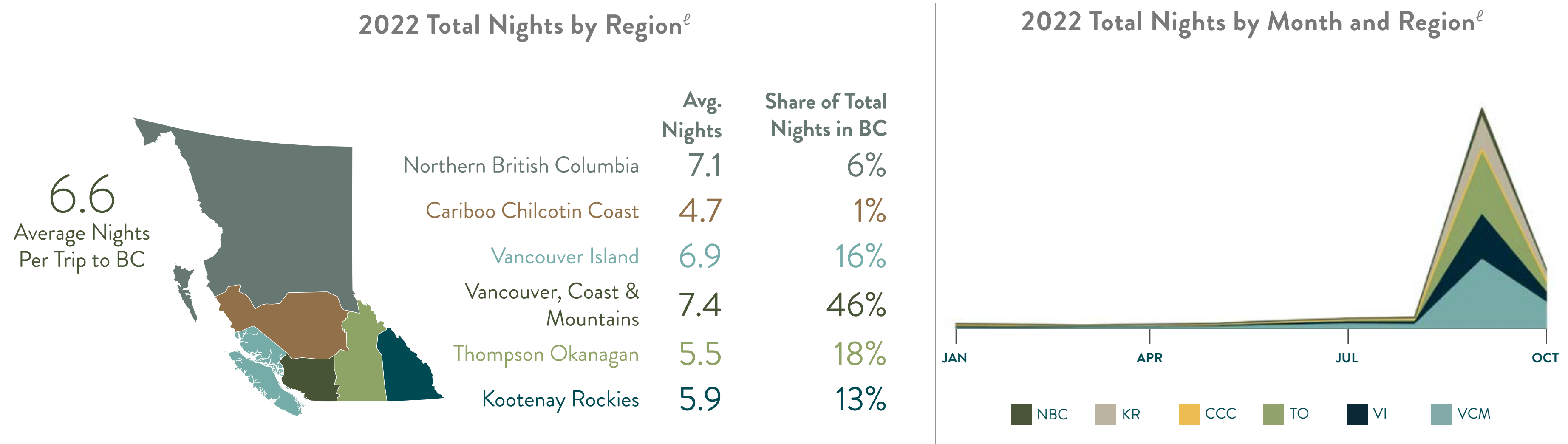
FEBRUARY 2023

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

Traveller and Trip Characteristics



Dispersion



MARKET PROFILES

China

FEBRUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC’s key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from China^Ω

7,503,000

Change in Overnight Departures From 2021 +58%

Future Travel Indicators

49%

BC Residents' Comfort Welcoming International Visitors to Their Community[¶]

2022 Market Visitation Rank^{††}

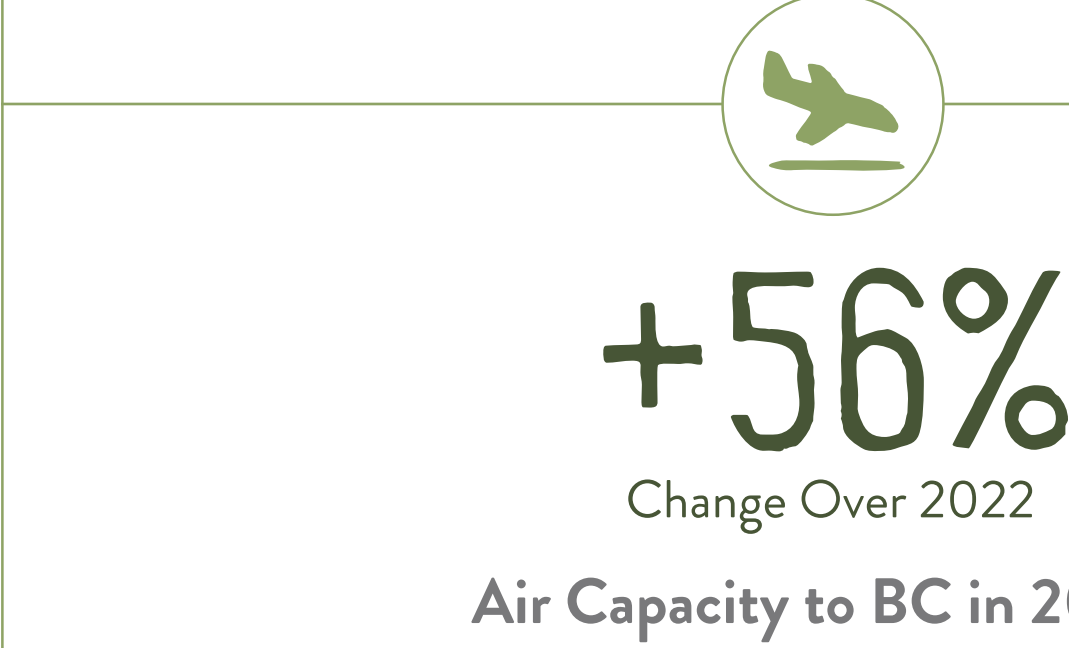
#8 China was the 8th Largest International Market for BC in 2022

2023 Market Status[§]

Monitor

Likelihood to Travel Internationally in the Next 12 Months[✓]

44%



BC Performance

2022 Estimated Visitation^{††}



27,000

3% China's Share of International Visitation in BC (excluding US)

66,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$55.9M

3% China's Share of International Expenditures in BC (excluding US)

\$145.3M 2023 Forecasted Expenditures

Market Highlights



With international travel re-opened in China, desire for international travel is high, with a January 2023 survey indicating over 60% of travellers expressing a desire to travel outside of mainland China in 2023.[€]



The 2022 Winter Olympics in Beijing created an increased interest in winter sports and activities in Chinese travellers.[€]



Visitation from Asian markets, including China, is expected to remain slow in 2023, due to ongoing hesitation regarding long-haul travel, however, Chinese travel is expected to rebound and out-pace other asian markets in the long-term.[°]

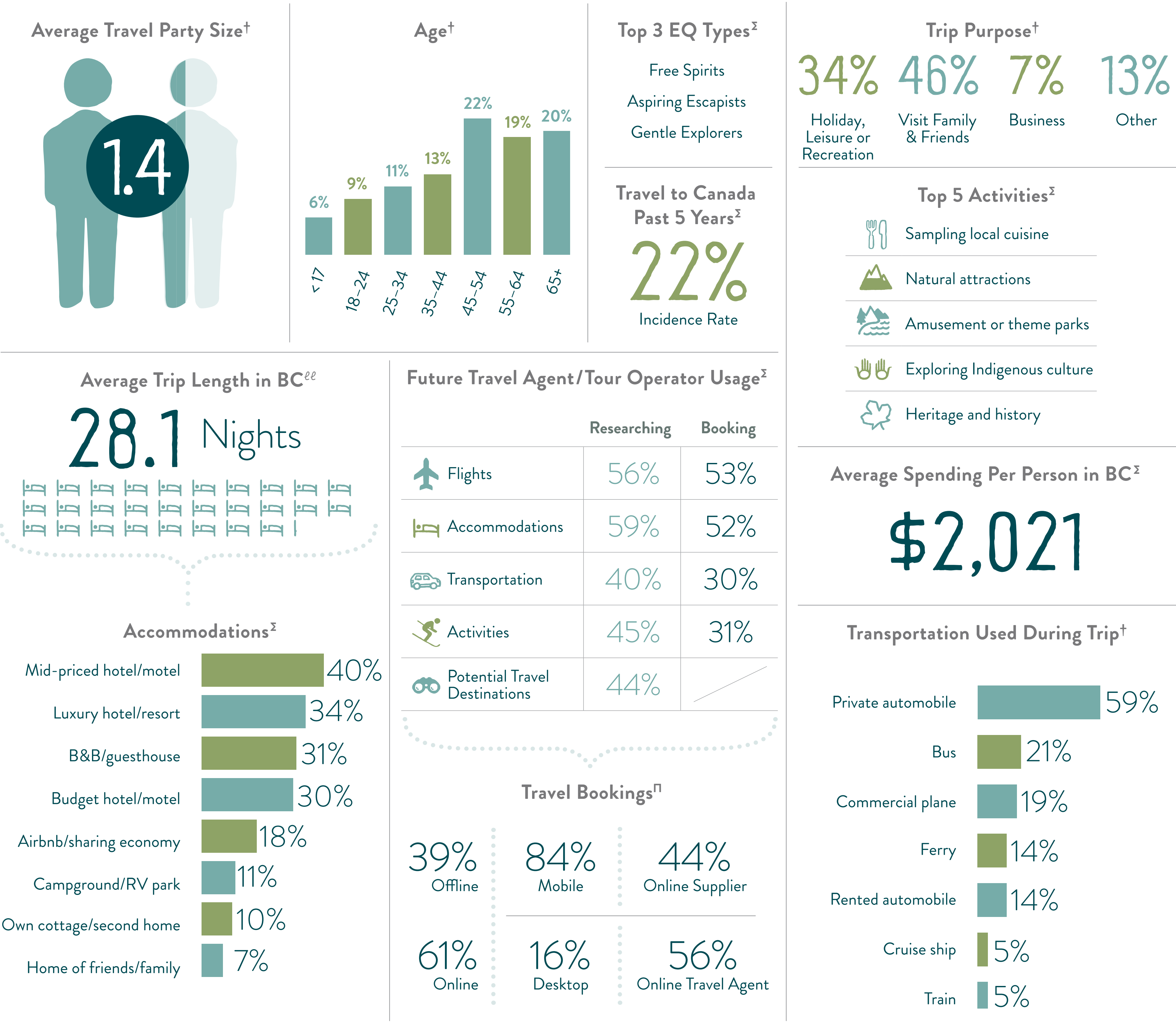
MARKET PROFILES

China

FEBRUARY 2023

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

Traveller and Trip Characteristics



MARKET PROFILES

Germany

FEBRUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC’s key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from Germany^Ω

88,703,000

Change in Overnight Departures From 2021 +94%

2022 Market Visitation Rank^{††}

#5 Germany was the 5th Largest International Market for BC in 2022

2023 Market Status[§]

Invest

2022 Market Potential^Σ

13%

Likelihood to Visit BC Within the Next 2 Years^{ΣΣ}

2.7M

2022 Potential Demand^{††}

BC Performance

2022 Estimated Visitation^{††}



84,000

9% Germany's Share of International Visitation in BC (excluding US)

113,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$135.3M

8% Germany's Share of International Expenditures in BC (excluding US)

\$188.5M 2023 Forecasted Expenditures

2022 BC Travel Search Queries^Δ



+53%

Change Over 2021

Future Travel Indicators

49%

BC Residents' Comfort Welcoming International Visitors to Their Community^{††}



Likelihood to Travel Internationally In the next 12 months[✓]

62%



-1%

Change Over 2022

Air Capacity to BC in 2023[◇]

Market Highlights



With increased awareness of sustainable travel, more mindful and sustainable travel options are resonating well with German travellers.[€]



German confidence in the economy shows signs of recovery, climbing for three months in a row following an historic low in October 2022, with consumer spending increasing in early 2023.[%]



Following COVID, destinations with an abundance of outdoor activities, uncrowded spaces, and high safety standards have high appeal to German travellers.[€]

SOURCES

- †† Destination Canada's Global Tourism Watch (2021)
- ΣΣ Destination Canada's Global Tourism Watch (Pooled 2020–2021)
- § Destination BC's Global Marketing Plan (2023)
- †† Destination BC's Tabulations: Visitor Travel Survey (Statistics Canada) (2022)
- †† Destination BC's Public Perceptions Tracker (December 2022)
- ◇ ForwardKeys (January 2023)

- Δ Google InVITE Travel Search Queries (January 2023)
- Ω Tourism Economics (2022)
- ✓ Brand USA's International Travel & Consumer Sentiment Survey (May 2022)
- € Destination Canada's 2022 Market Highlights | Germany (2022)
- % MarketWatch, 'German Consumer Confidence Set to Improve in January as Energy Relief Plan Kicks In' (December 2022)

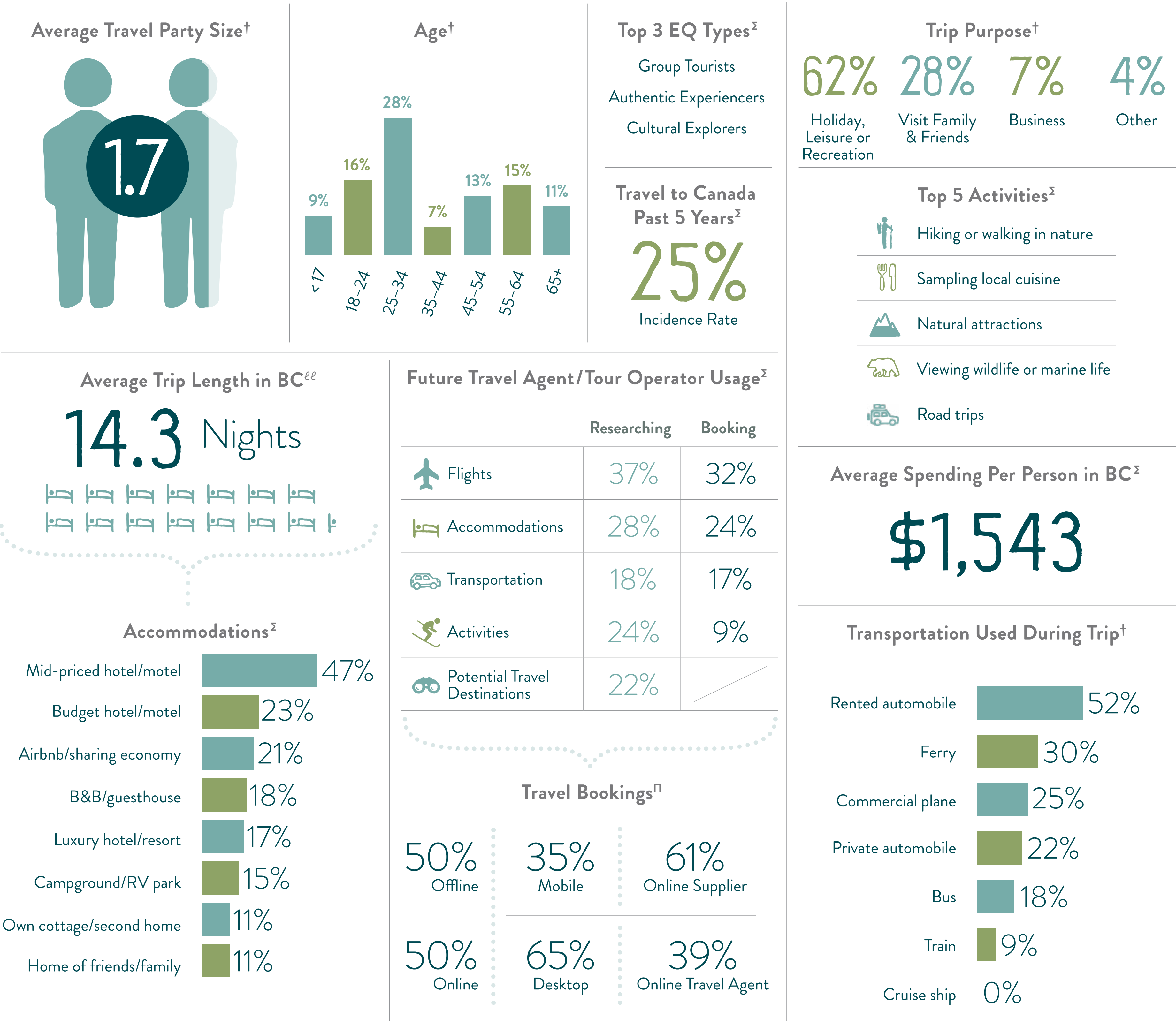
MARKET PROFILES

Germany

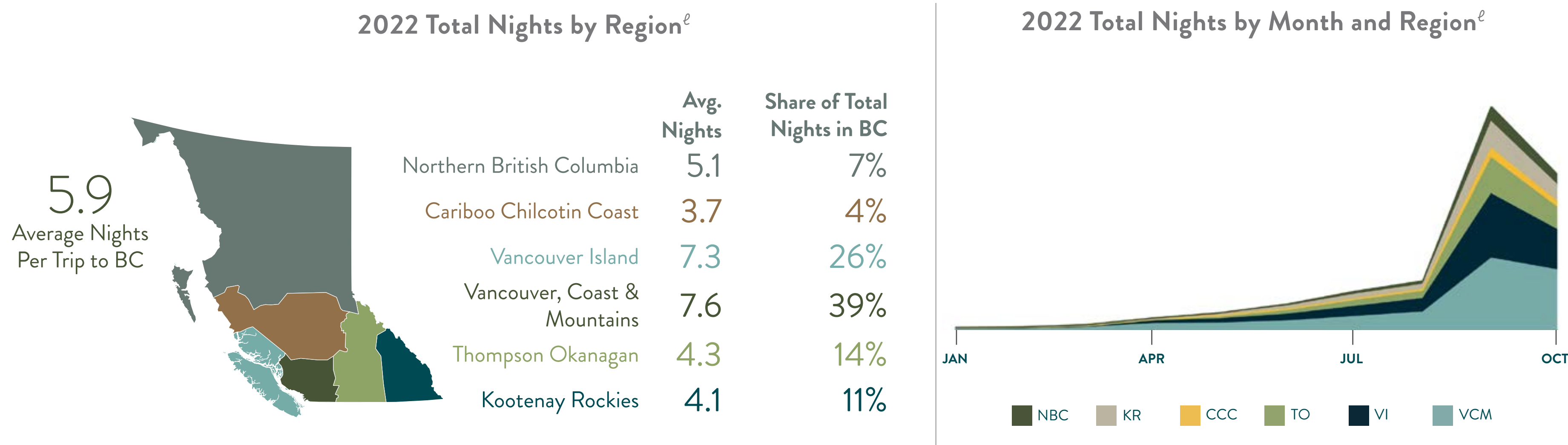
FEBRUARY 2023

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

Traveller and Trip Characteristics



Dispersion



MARKET PROFILES

Japan

FEBRUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC's key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from Japan^Ω

3,648,000

Change in Overnight Departures From 2021 +633%

2022 Market Visitation Rank^{††}

#7

Japan was the 7th Largest International Market for BC in 2022

2023 Market Status[§]

Monitor

2022 Market Potential

7%

Likelihood to Visit BC Within the Next 2 Years^{ΣΣ}

1.1M

2022 Potential Demand^{††}

BC Performance

2022 Estimated Visitation^{††}



28,000

3% Japan's Share of International Visitation in BC (excluding US)

59,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$46.7M

3% Japan's Share of International Expenditures in BC (excluding US)

\$101.9M 2023 Forecasted Expenditures

2022 BC Travel Search Queries^Δ



+46%

Change Over 2021

Future Travel Indicators

49%

BC Residents' Comfort Welcoming International Visitors to Their Community^{††}



Likelihood to Travel Internationally In the next 12 months[✓]

10%



+56%

Change Over 2022

Air Capacity to BC in 2023[◇]

Market Highlights



Health and safety is a priority for post-COVID Japanese travellers, which may delay the recovery of group travel and an increased preference for individual or small-group travel.[€]



The yen depreciated significantly in 2022, falling by around 19% relative to the US dollar; effectively raising the cost of travel for prospective travellers.[±]



Japanese travellers are drawn to places with a focus on wellbeing and rejuvenation, enjoying nature and wide-open spaces.[€]



Visitation from Asian markets, including Japan, is expected to remain slow in 2023, due to ongoing hesitation regarding long-haul travel. Despite this, visitation is anticipated to climb steadily, reaching 79% of 2019 levels in 2024.[∞]

SOURCES

- †† Destination Canada's Global Tourism Watch (2021)
- ΣΣ Destination Canada's Global Tourism Watch (Pooled 2020–2021)
- § Destination BC's Global Marketing Plan (2023)
- †† Destination BC's Tabulations: Visitor Travel Survey (Statistics Canada) (2022)
- †† Destination BC's Public Perceptions Tracker (December 2022)
- ◇ ForwardKeys (January 2023)

- Δ Google InVITE Travel Search Queries (January 2023)
- Ω Tourism Economics (2022)
- ✓ Brand USA's International Travel & Consumer Sentiment Survey (May 2022)
- € Destination Canada's 2022 Market Highlights | Japan (2022)
- ± Kyodo News, "Young people hit more by Japan inflation, "excess" savings no savior: gov't" (February 2023)
- ∞ Destination Canada, Tourism Outlook (Fall 2022)

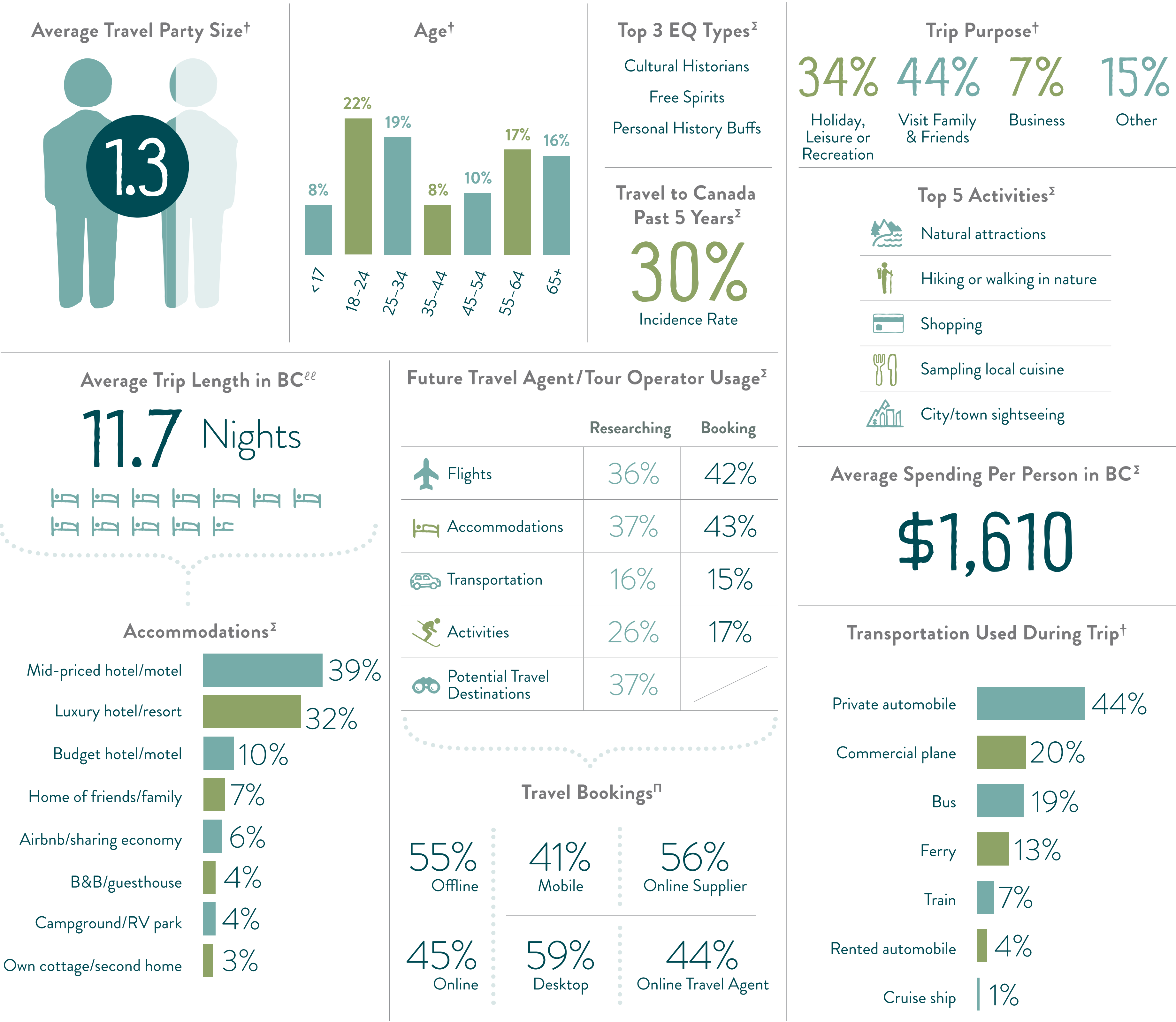
MARKET PROFILES

Japan

FEBRUARY 2023

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

Traveller and Trip Characteristics



Travel Bookings^Π

55%

Offline

41%

Mobile

56%

Online Supplier

45%

Online

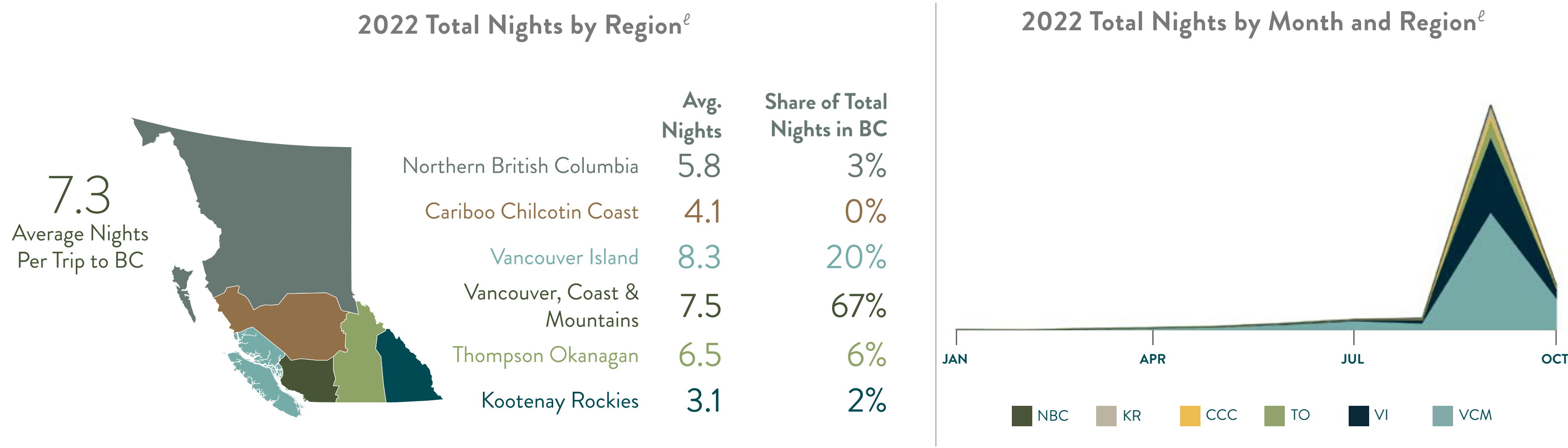
59%

Desktop

44%

Online Travel Agent

Dispersion



MARKET PROFILES

Mexico

FEBRUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC’s key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from Mexico^Ω

15,106,000

Change in Overnight Departures From 2021 **+38%**

2022 Market Visitation Rank ^{††}

#3

Mexico's was the 3rd Largest International Market for BC in 2022

2023 Market Status[§]

Invest

2022 Market Potential

23%

Likelihood to Visit BC Within the Next 2 Years^{ΣΣ}

0.82M

2022 Potential Demand^{††}

BC Performance

2022 Estimated Visitation^{††}



104,000

11% Mexico's Share of International Visitation in BC (excluding US)

117,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$190.1M

12% Mexico's Share of International Expenditures in BC (excluding US)

\$223.4M 2023 Forecasted Expenditures

2022 BC Travel Search Queries^Δ



+57%

Change Over 2021

Future Travel Indicators

49%

BC Residents' Comfort Welcoming International Visitors to Their Community^{††}



Likelihood to Travel Internationally in the Next 12 Months[✓]

64%



+21%

Change Over 2022

Air Capacity to BC in 2023[◇]

Market Highlights



There is strong desire for international travel in the Mexican market, with 64% of respondents in a May 2022 survey reporting a high likelihood of international travel within the next 12 months.^{✓✓}



Close proximity is expected to drive a continued increase in visitation, despite a weakening Mexican economy.[∞]



A weakening of the Mexican economy is expected in 2023, with the World Bank estimating an expansion of only 0.9% - a significant downturn from its 2.6% percent growth during 2022.^{ff}



Mexican visitation to Canada is expected to reach 78% of 2019 levels in 2023, with full recovery by 2024.[∞]

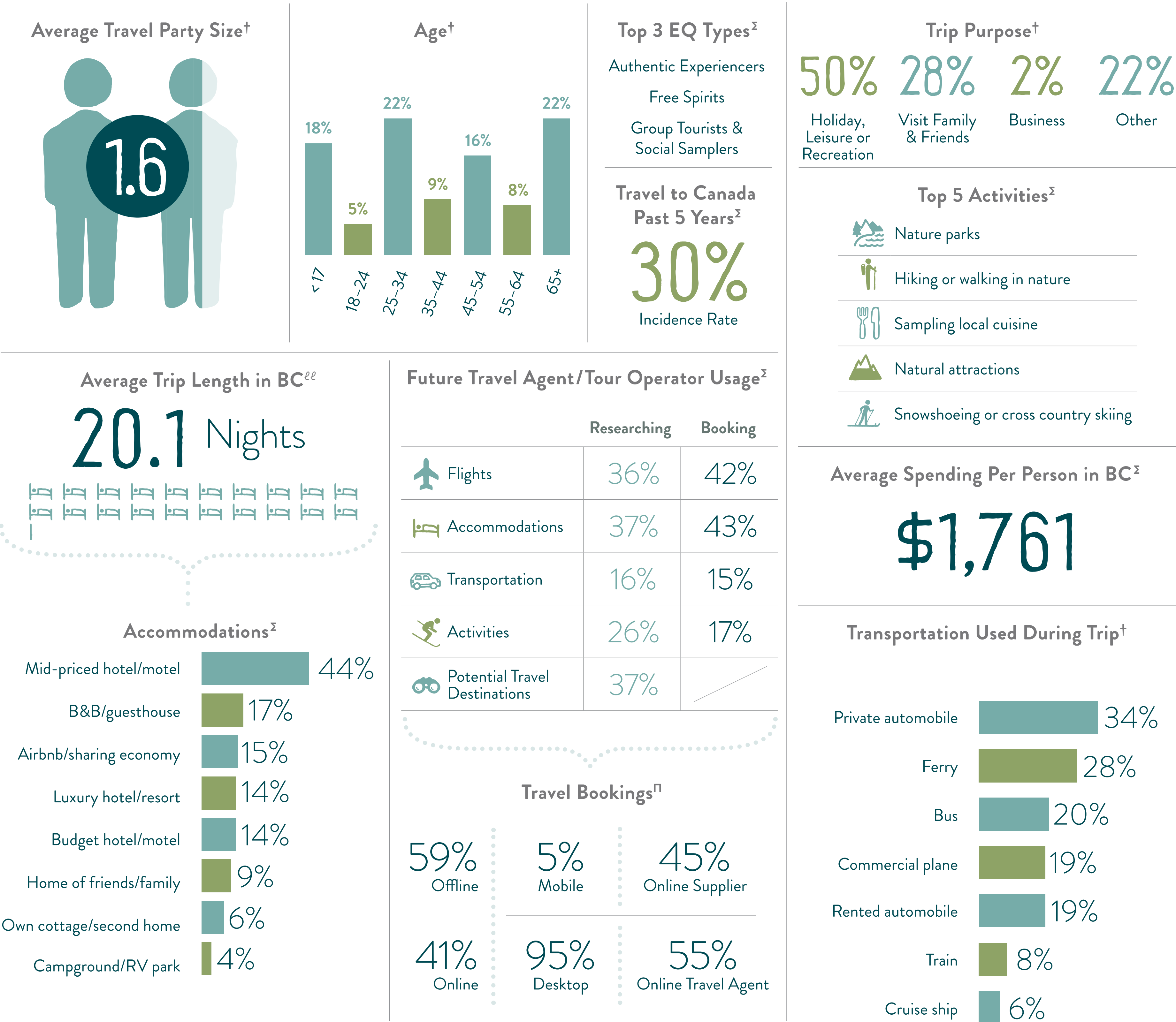
MARKET PROFILES

Mexico

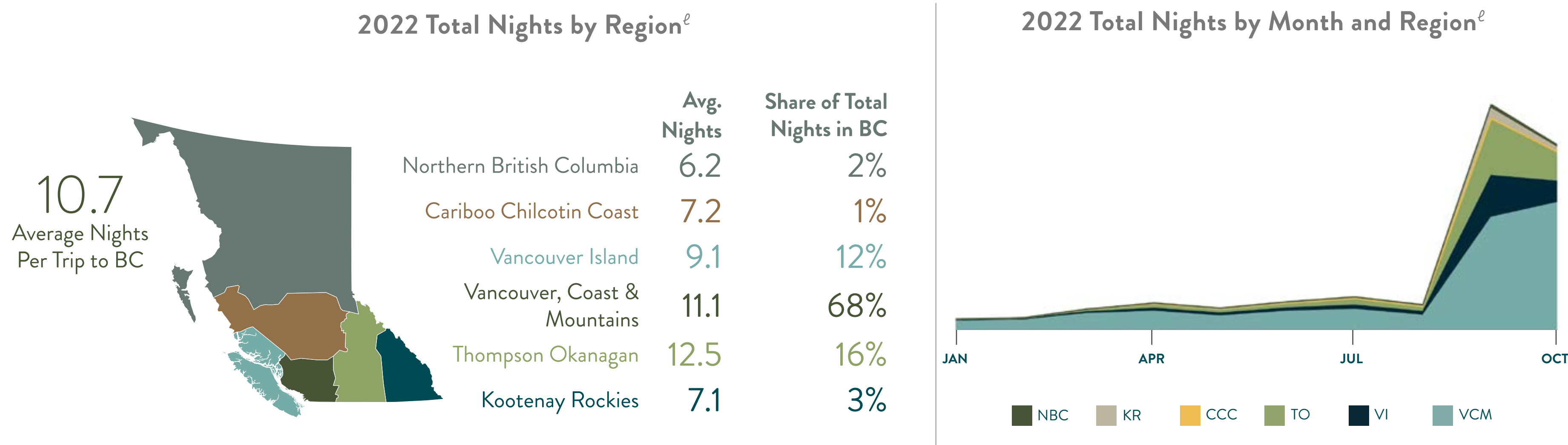
FEBRUARY 2023

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

Traveller and Trip Characteristics



Dispersion



MARKET PROFILES

South Korea

FEBRUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC’s key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from South Korea^Ω

5,129,000

Change in Overnight Departures From 2021 **+195%**

2022 Market Visitation Rank ^{††}

#6 South Korea was the 6th Largest International Market for BC in 2022

2023 Market Status[§]

Monitor

2022 Market Potential

17%

Likelihood to Visit BC Within the Next 2 Years^{ΣΣ}

3.5M

2022 Potential Demand^{††}

BC Performance

2022 Estimated Visitation^{††}



35,000

4% South Korea’s Share of International Visitation in BC (excluding US)

69,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$41.6M

3% South Korea’s Share of International Expenditures in BC (excluding US)

\$86.6M 2023 Forecasted Expenditures

2022 BC Travel Search Queries^Δ



+37%

Change Over 2021

Future Travel Indicators

49%

BC Residents’ Comfort Welcoming International Visitors to Their Community^{††}



Likelihood to Travel Internationally in the Next 12 Months[✓]

50%



+33%

Change Over 2022

Air Capacity to BC in 2023[◇]

Market Highlights



Visitation from Asian markets, including South Korea, is expected to remain slow in 2023, due to ongoing hesitation regarding long-haul travel.[∞]



South Korean travellers are looking for experiences that increase their wellbeing - from relaxation to time exploring wilderness, opportunities for an escape are well poised to appeal.[€]



Korean consumers are increasingly pessemistic about their economic future, with low consumer confidence resulting in decreased spending on discretionary goods and travel.[∞]

SOURCES

- ^{††} Destination Canada’s Global Tourism Watch (2021)
- ^{ΣΣ} Destination Canada’s Global Tourism Watch (Pooled 2020–2021)
- [§] Destination BC’s Global Marketing Plan (2023)
- ^{††} Destination BC’s Tabulations: Visitor Travel Survey (Statistics Canada) (2022)
- ^{††} Destination BC’s Public Perceptions Tracker (December 2022)
- [◇] ForwardKeys (January 2023)

- ^Δ Google InVITE Travel Search Queries (January 2023)
- ^Ω Tourism Economics (2022)
- ^{††} Ipsos Global Consumer Confidence Index (January 2023)
- [✓] Brand USA’s International Travel & Consumer Sentiment Survey (June 2021)
- [∞] Destination Canada, Tourism Outlook (Fall 2022)
- [€] Destination Canada’s 2022 Market Highlights | South Korea (2022)

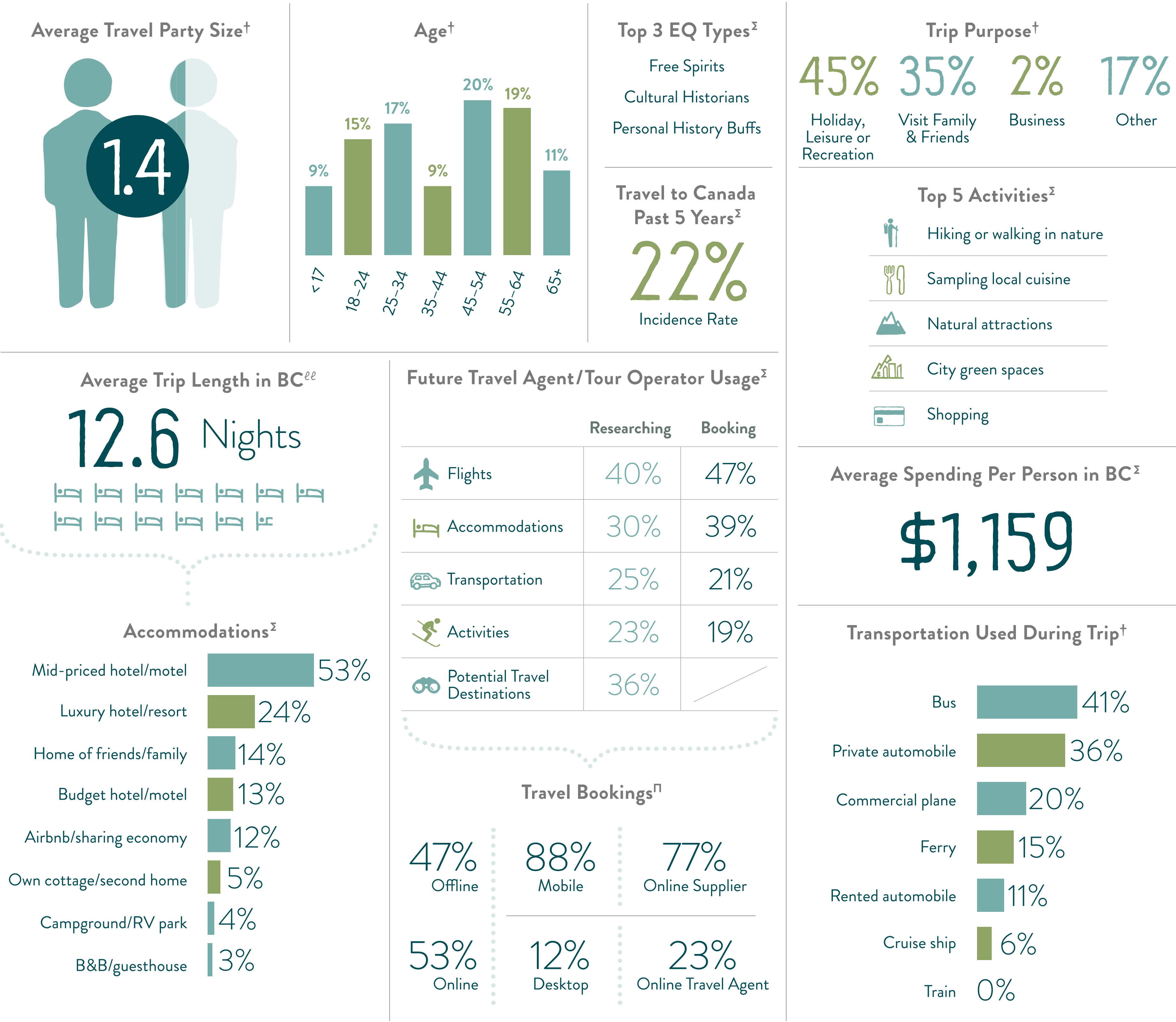
MARKET PROFILES

South Korea

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

FEBRUARY 2023

Traveller and Trip Characteristics



MARKET PROFILES

United Kingdom

FEBRUARY 2023

The 2023 International Market Profiles contain the latest information and highlights on Destination BC’s key International markets (excluding US markets). This publication summarizes each target market, including the size of the market, volume and expenditures in BC, and traveller and trip characteristics. The latest market highlights and indicators of future travel are also included. Highlights and factors are ever-changing—as such, those available here are time-stamped from the date of publication.

Market Overview

2022 Overnight Outbound Departures from United Kingdom^Δ

62,201,000

Change in Overnight Departures From 2021 **+294%**

2022 Market Visitation Rank ^{††}

#2 United Kingdom was the 2nd Largest International Market for BC in 2022

2023 Market Status[§]

Invest

17%

Likelihood to Visit BC Within the Next 2 Years^{ΣΣ}

3.5M

2022 Potential Demand^{††}

BC Performance

2022 Estimated Visitation^{††}



195,000

21% United Kingdom's Share of International Visitation in BC (excluding US)

262,000 2023 Forecasted Visitation

2022 Estimated Expenditure^{††}



\$278.1M

17% United Kingdom's Share of International Expenditures in BC (excluding US)

\$387.6M 2023 Forecasted Expenditures

2022 BC Travel Search Queries^Δ



+50% Change Over 2021

Future Travel Indicators

49%

BC Residents' Comfort Welcoming International Visitors to Their Community^{††}



Likelihood to Travel Internationally in the Next 12 Months[✓]

58%



-1%

Change Over 2022

Air Capacity to BC in 2023[◇]

Market Highlights



Desire for international travel is slowly rebounding in the UK, with 52% of respondents planning an overseas overnight trip in 2023.[<]



Concerns over inflation and the rising cost of living are the largest barrier for travellers, with the majority (75%) of UK adults expressing increased caution in spending.[<]



Following COVID-19, British travellers are looking for safe, uncrowded spaces, offering plenty of outdoor experiences.[™]



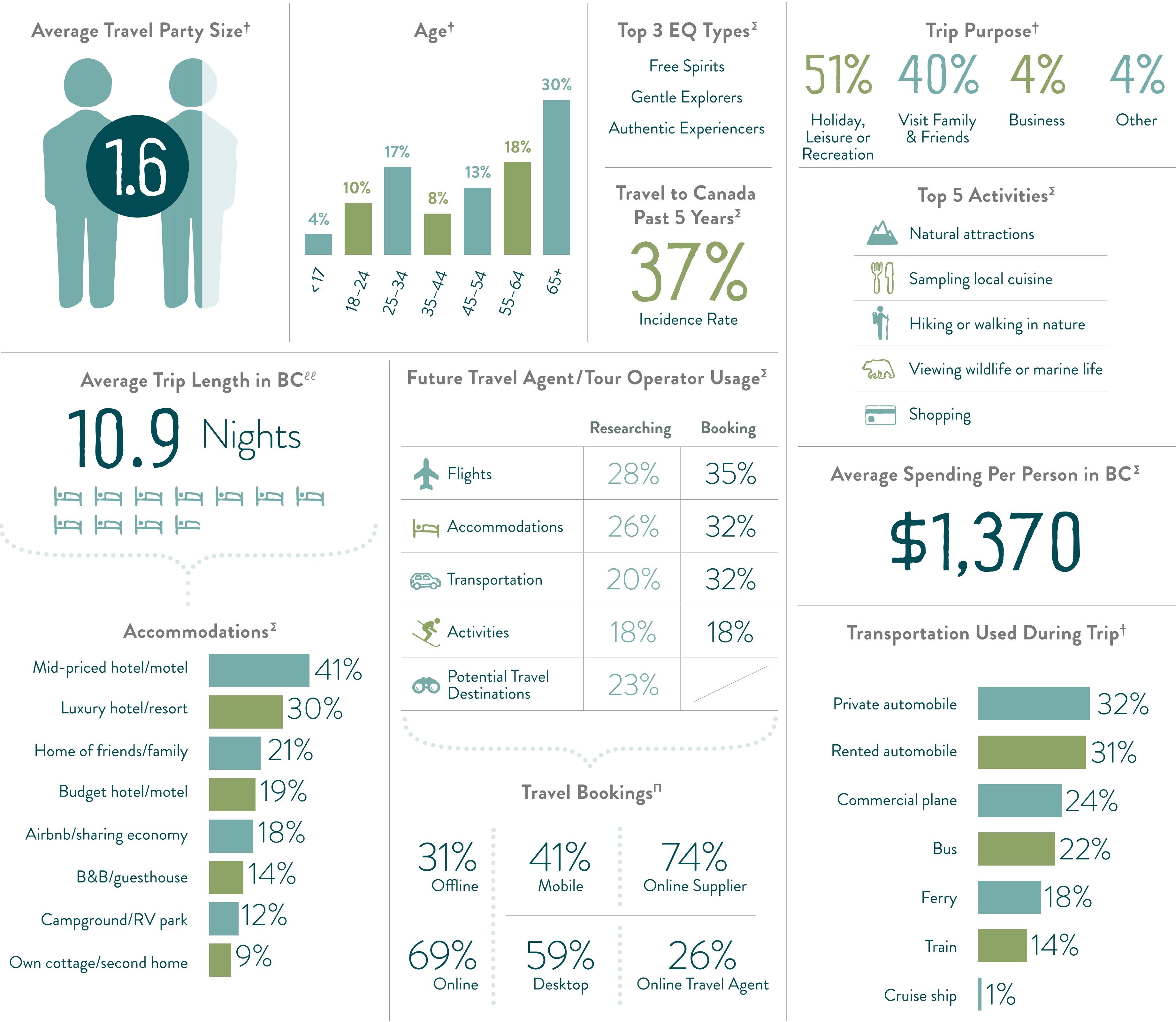
MARKET PROFILES

United Kingdom

FEBRUARY 2023

Traveller and trip characteristics are reflective of pre-pandemic travel. Characteristics will be updated as data availability occurs. Seasonal and geographical dispersion is reflective of 2022.

Traveller and Trip Characteristics



Dispersion

