



DESTINATION
BRITISH COLUMBIA®

Trends in Tourism

Mandate: Destination BC's programs help to improve the visitor experience, support businesses and communities across the province, and strengthen BC's worldwide reputation as a destination of choice.

Key Markets





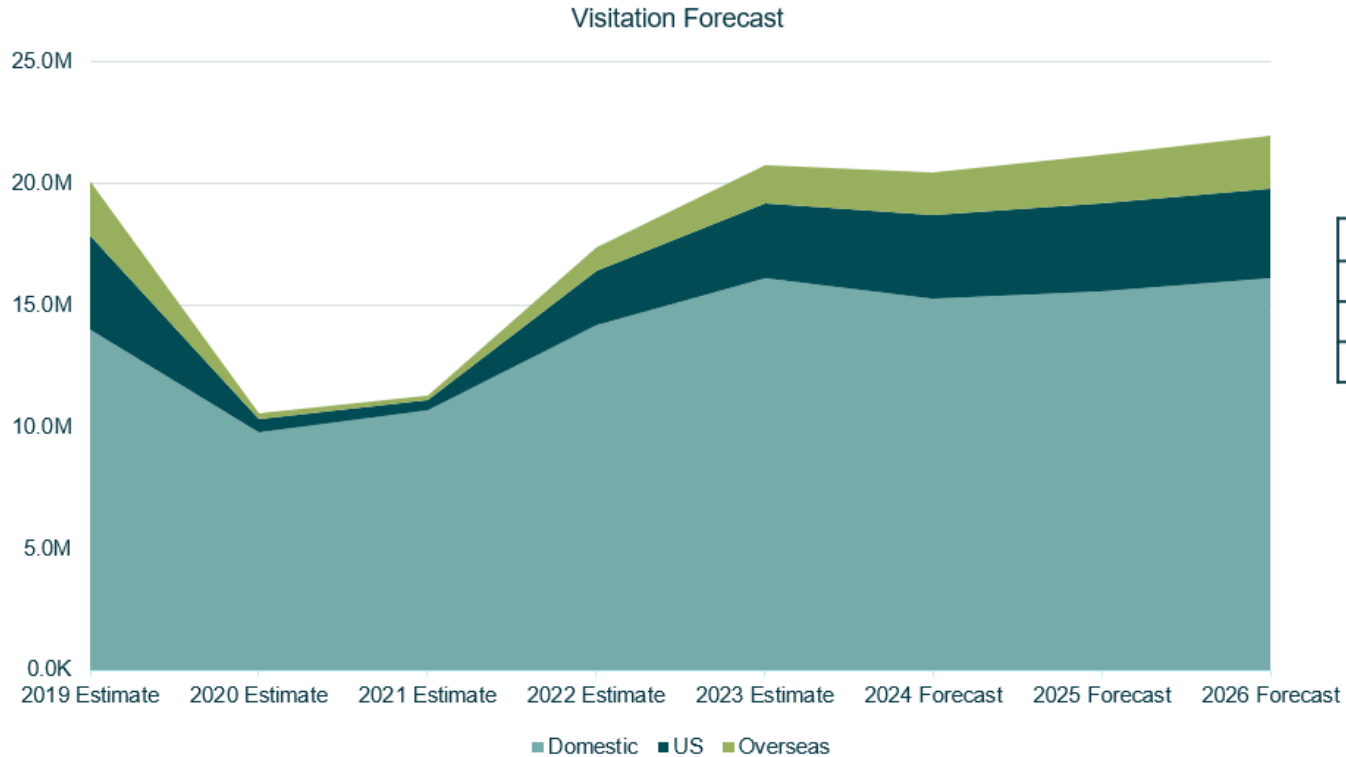
285 Million Global Travellers
+20%

Key Market Air Bookings to BC
+11.7%

ADR Cariboo Chilcotin Coast
+8% (over 2022)

Visitation Trend/Forecast

- With updated indicators, the Domestic market is forecasted to decrease by **-5%** in 2024 from 2023, with nominal growth forecasted for 2025.



	2024	2025
Domestic	-5%	+2%
US	+8%	+7%
Overseas	+11%	+13%

Motivators for BC Resident Travel

Top 5 Reasons LIKELY to take an overnight trip in BC

[Next 3 Months]

		+/- From July 2023
46%	Visiting friends or family	-5
32%	A city get-away	+3
25%	Low-intensity nature-based activities	+1
25%	Camping	-2
13%	Visit iconic attractions	+2

Top 5 Reasons NOT likely to take an overnight trip in BC

[Next 3 Months]

		+/- From July 2023
38%	Financial challenges	+3
33%	Accommodation costs	+3
31%	Transportation/ gas costs	+1
13%	Lack of transportation options / availability	+2
12%	Don't tend to travel during this time of year	+2



Kayaking on Watson Lake | Destination BC/Michael Bednar

Visitor Trends

- Bleisure and Remote Work Travel
- Experiential and Immersive Travel
- Wellness and Health-Focused Travel
- Sustainable and Responsible Travel
- Luxury and Personalized Experiences



Business and Industry Trends

- Recovery and Evolution of Business Travel
- AI and AR Integration
- Regenerative and Impactful Travel
- Decarbonization and Environmental Initiatives
- Stronger Focus on Cultural Authenticity and Inclusivity





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