9.6 million Chinese long-haul leisure travellers intend to visit Canada in the next two years.*

Market Insights

Trip Motivators
Chinese travellers are looking for trips that deliver cultural, culinary and outdoor experiences – while also providing opportunities to de-stress. Canadian products that align with these needs will be favoured once outbound travel restrictions are lifted.

Winter Activities
The 2022 Beijing Winter Olympic Games stimulated interest in winter sports and activities within China. Canada can capitalize on this growing interest to raise awareness of its diversity of winter destinations and experiences.

Reliance on Travel Agents
Once bookings open for foreign travel, health and safety are anticipated to remain a major consideration in Chinese planning and booking behaviours. Travel agents will continue to be relied upon to navigate booking complexities.

Market Potential¹

Canada’s target market
13,762,000

69% are definitely/very likely to visit Canada in the next 2 years

9,551,000
Canada’s immediate potential in the next 2 years

Demographics¹

<table>
<thead>
<tr>
<th>Age</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>39%</td>
<td>41%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monthly Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 7,000 RMB</td>
</tr>
<tr>
<td>7,000 to 9,999 RMB</td>
</tr>
<tr>
<td>10,000 to 19,999 RMB</td>
</tr>
<tr>
<td>Over 20,000 RMB</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

Seasonal Demand¹,²

1 Global Tourism Watch 2021.
*As Chinese outbound travel is current restricted, figures represent level of interest to travel to Canada if there were no restrictions in place.
Top Motivators for Future Trip to Canada

- Is a safe place to visit: 31%
- Offers culinary activities I am interested in (e.g., food or winery tour): 29%
- Offers outdoor experiences I am interested in: 28%
- Offers cultural experiences I am interested in: 28%
- Opportunity to relax, unwind, and decompress: 27%

Top Barriers to Canada

- Health risks: 49%
- Safety concerns: 41%
- Poor weather: 29%
- Not enough time to take a vacation: 17%
- Delays and hassles at airports and borders: 17%

Top Activities of Interest for Future Trip to Canada

- Oceanside beaches: 54%
- Trying local food and drink: 51%
- Lakeside beaches: 49%
- Natural attractions like mountains or waterfalls: 47%
- Northern lights: 46%
- Amusement or theme parks: 43%
- Viewing wildlife or marine life: 43%
- Nature parks: 43%
- Historical, archaeological or world heritage sites: 41%
- Exploring vibrant multicultural cities: 40%

Travel Agent Usage for Future Trip to Canada

NET Definitely / Very / Somewhat Likely: 97%

Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)

- BC: 53%
- AB: 40%
- SK: 25%
- MB: 26%
- ON: 66%
- QC: 40%
- ATL: 32%
- NORTH: 16%

Net Promoter Score (Normalized)

France
Italy
Germany
Canada
New Zealand
Switzerland
Russia
Australia
Sweden
Netherlands
United Kingdom
Spain
Belgium
United States
India

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1 Global Tourism Watch 2021.