Over 11 million Chinese long-haul leisure travellers intend to visit Canada in the next two years.

### 2018 Performance

- **2018 Arrivals\(^1\)**
  - 737,380
  - (↑6.1%)

- **2018 Average Trip Spend\(^2\)**
  - $2,846

### Key Insights

- Canada welcomed a record number of Chinese tourists in 2018, surpassing the 700K mark for the first time and doubling the number of annual travellers since 2013, with an average annual growth rate of 16%.\(^1\)
- China remained Canada’s second largest long-haul market for arrivals in 2018 and largest for spend.\(^1,2\)
- Steady expansion of direct air capacity and the positive strength of the Chinese Yuan in Canada supported this growth in 2018.\(^3,4\)

### 2019 Forecast

- **Visitor Forecast\(^3\)**
  - 763,920
  - (↑3.6%)

- **Spend Forecast (CAD)\(^3\)**
  - $2.13 B
  - (↑5.8%)

- **Air Seat Capacity Growth\(^3\)**
  - ↑0.3%

- **Local Currency vs. CAD\(^4\)**
  - ↓5.2%

### Market Insights

- In 2018, desire to visit Canada among Chinese leisure travellers was highest between July and October.\(^5\)
- Seeing natural attractions like mountains or waterfalls, trying local food and drink, exploring Indigenous culture, hiking or walking in nature and viewing wildlife represent some of the top activities that Chinese leisure travellers want to do while on holiday.\(^5\)
- 78% of Chinese leisure trips to Canada continue to be booked as part of an organized group travel package, with more than half of these being done online via a travel agent or tour operator.\(^5\)

### Seasonal Demand\(^4,5\)

![Seasonal Demand Graph]

\(^1\) Statistics Canada, Frontier Counts, 2018.
\(^3\) IATA SRS Analyzer Data, March 2018.
\(^4\) Bank of Canada.
\(^5\) Global Tourism Watch 2018.
# 2019 Market Highlights | China

## Market Potential

Canada’s target market

16,196,500

69%

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

11,111,000

Canada’s immediate potential

## Top Drivers for Chinese Travellers to Any Destination

1. Is a place to spend quality time with friends and/or family
2. Is a great place for regular vacations that avoid surprises
3. Is a place that allows me to de-stress
4. Offers good value for money
5. Is a place I would be proud to tell people I have visited
6. Its cities have a lot of great attractions to see and do
7. Is easy to travel to from where I live
8. Offers adventures that everyone can enjoy
9. Is a place that provides intellectually stimulating travel experiences
10. Its cities are great for exploring and soaking in the atmosphere

## Travel Consideration by Province, % Likely to Visit Region

- **Canada’s target market**: 16,196,500
  - 69% are definitely/very likely to visit Canada in the next 2 years
  - 11,111,000
- **Travel Agent/Tour Operator Usage For Recent Trip to Canada**
  - Used for either research or booking: 95%
  - Used for both research and booking: 64%
  - Used for research only: 25%
  - Used for booking only: 6%

## Travel Agent/Tour Operator Usage For Recent Trip to Canada

<table>
<thead>
<tr>
<th>Province</th>
<th>BC</th>
<th>AB</th>
<th>SK/MB</th>
<th>ON</th>
<th>QC</th>
<th>ATL</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Likely to Visit Region</td>
<td>58%</td>
<td>35%</td>
<td>42%</td>
<td>62%</td>
<td>41%</td>
<td>32%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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*Global Tourism Watch 2018.*