

A full-page background image showing a majestic mountain range under a cloudy sky. In the foreground, a hiker with a red backpack stands on a rocky ridge, looking out over a valley. The valley features a winding lake, dense green forests, and rolling hills. The mountains in the background are rugged, with patches of snow and glaciers.

PROFILE OF BRITISH COLUMBIA TRAVELLERS: NEW CANADIANS



DESTINATION
BRITISH COLUMBIA™

Research, Planning & Evaluation
June 2017

Background and Objectives

Background

Canada is known as a country with a broad immigration policy which is reflected in Canada's ethnic diversity. In 2011, British Columbia had the second largest share of foreign-born individuals. Approximately 18% of British Columbia's population was foreign-born.

Three-quarters (72%) of 1st generation Canadians (foreign-born individuals) in Canada or British Columbia were previously living in Asia (including the Middle East), with a quarter (24%) being from China and nearly two-fifths (17%) from India. Yet, relatively little is known about the New Canadian travel market segment.

As such, Destination BC commissioned this research study to learn more about the travel behaviours of New Canadian 1st and 2nd generation members of the Chinese and South Asian communities in BC.

Objectives

The key objectives of this research are to understand the travel behavior of New Canadians, in terms of :

- Past and future travel behaviour
- Motivations and barriers to travel
- Experience with, perceptions of, and attitudes towards, travelling within BC
- Travel tools used for travel coordination and planning

Methodology

- The survey was conducted online via Insight West's multicultural online panel from August 3rd to 10th, 2016.
- Respondents were screened to include BC residents aged 18 years and older as follows:
 - 1st generation: born outside Canada in one of the following countries:
 - China: Mainland China, Taiwan, or Hong Kong
 - South Asia: India, Pakistan, Sri Lanka, or Bangladesh
 - 2nd generation: born in Canada and one or both parents born outside Canada in one of the following countries:
 - China: Mainland China, Taiwan, or Hong Kong
 - South Asia: India, Pakistan, Sri Lanka, or Bangladesh
- Sample sizes for the different respondent groups are:

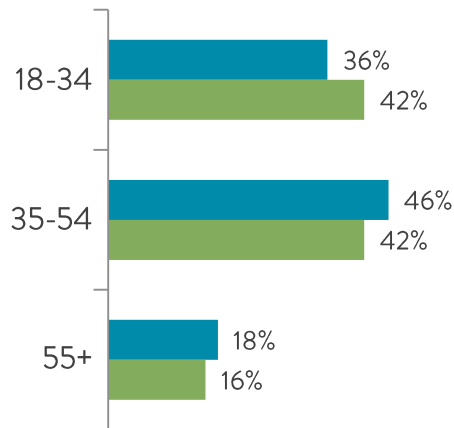
Sample Size	Total	Chinese	South Asians
1 st generation Canadians	378	283	95
2 nd generation Canadians	377	284	94
Total (referred to as New Canadians throughout the report)	755	567	189

- When applicable, information about general BC travellers is mentioned throughout the survey. This information is based on the Explore BC Campaign Evaluation survey, in field from Dec 13th to 20th 2016, launched to 19+ BC residents who have travelled out-of-town in 2016 (12-month period).
- Due to lack of availability of census information, the data throughout the report is not weighted to represent the breakdown of 1st generations' population based on their length of residency in Canada.

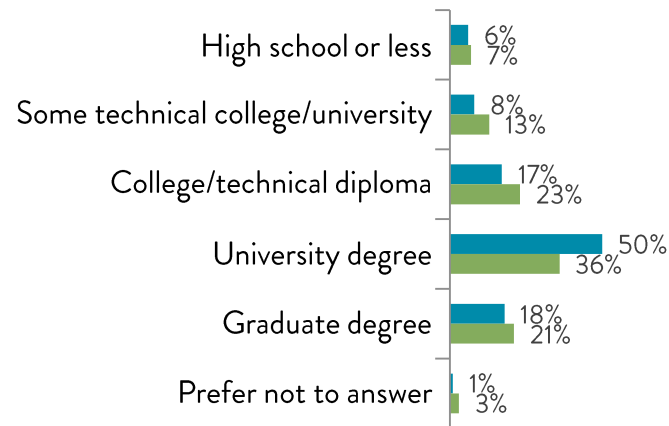


RESPONDENT PROFILE

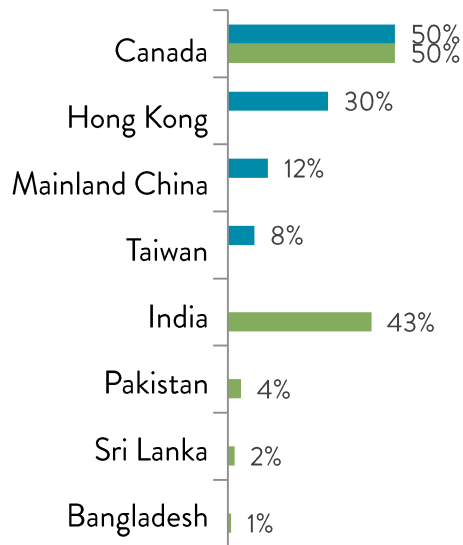
Age



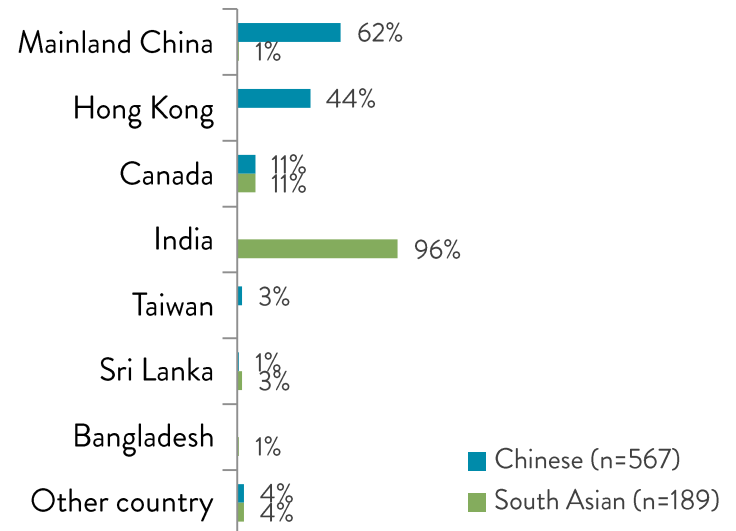
Education



Birth place



2nd Generation: Parents Place of Birth



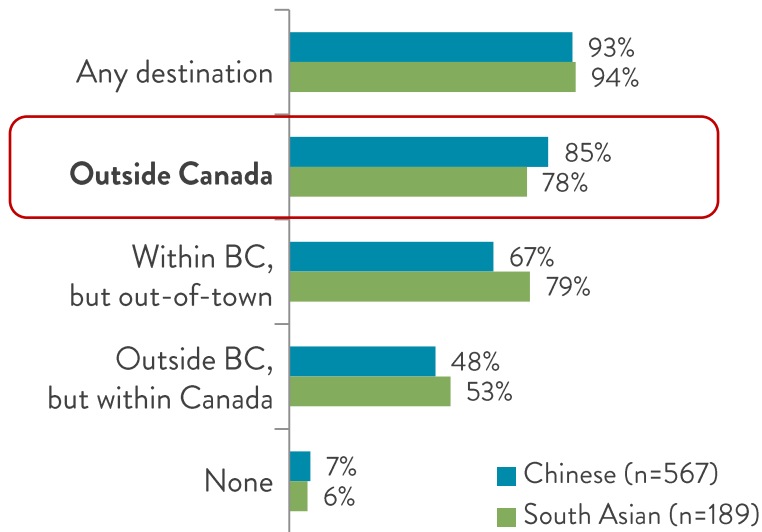


PAST AND FUTURE TRAVEL BEHAVIOURS

New Canadians in BC regularly travel to international destinations.

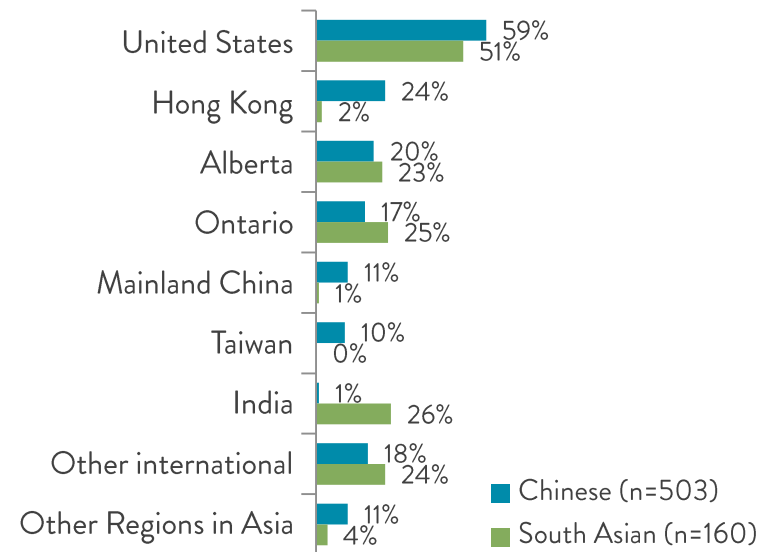
- The majority of both groups recently travelled to international destinations.
- United States is the most popular international destination for New Canadians.

% Who Have Taken at Least 1 Overnight Trip Outside Canada



Average number of international overnight trips:
Chinese: 2.5 trips
South Asians: 2.4 trips

Destinations Visited When Travelled Outside of BC

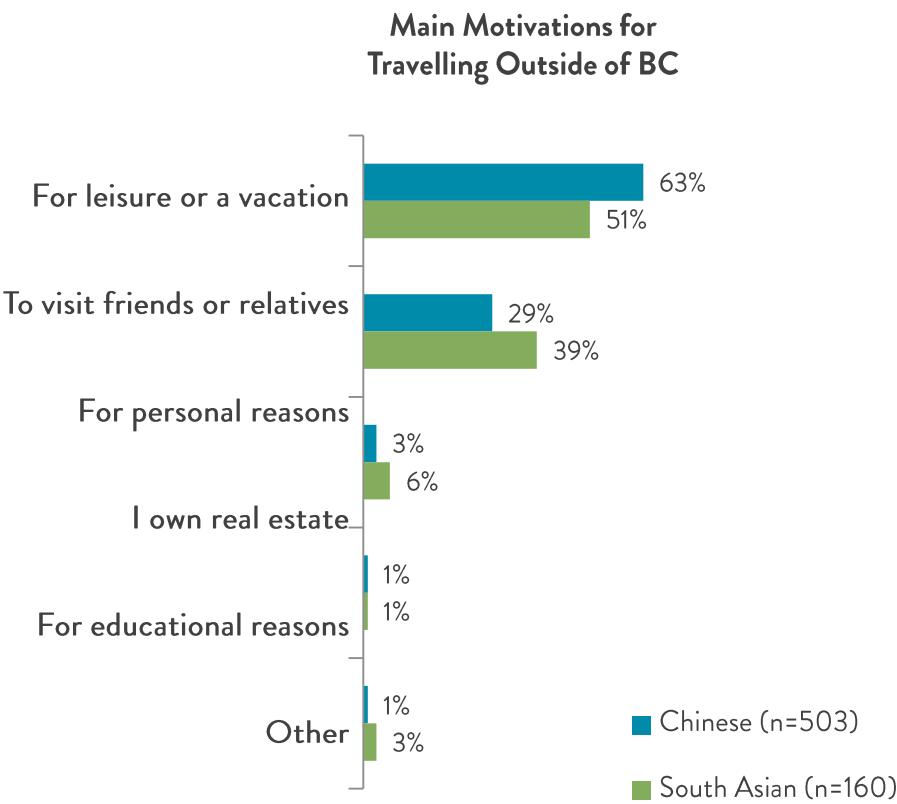


1st generation Canadians are twice as likely to have visited Asia or South Asia compared to 2nd generations.

51% of General BC travellers have travelled to US and 32% to other international destinations in 2016.

Leisure or vacation is the main reason for taking international trips for New Canadians.

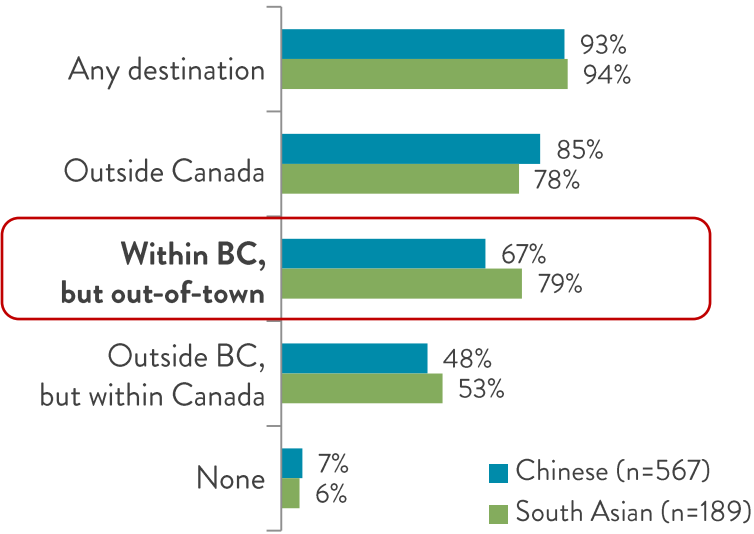
- Visiting friends and family is the second most common reason.



The majority of New Canadians have travelled in BC in the past year and a half.

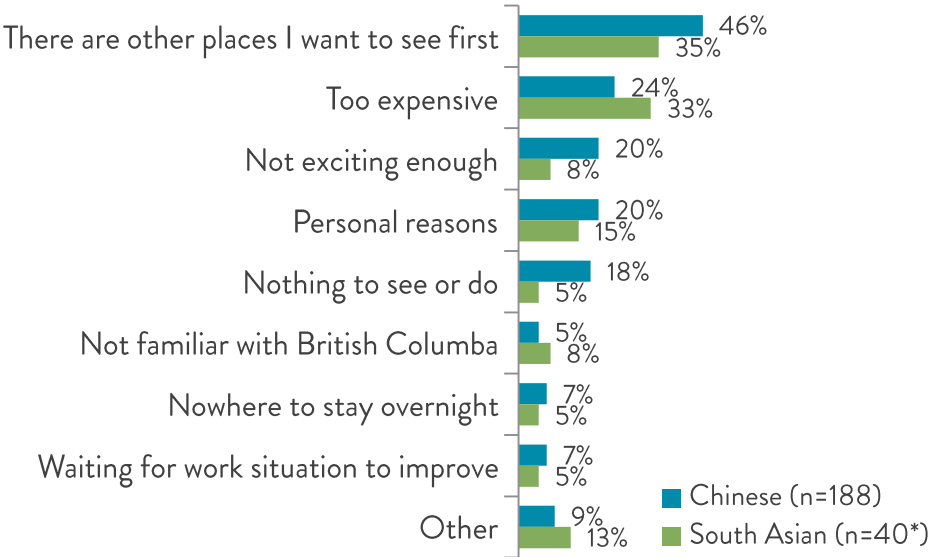
- The majority of both Chinese and South Asians took at least one overnight leisure trip in BC in the past year and a half.
- “Desire to see other places first” and high prices in BC are the main reasons for not taking a BC trip.

% Who Have Taken at Least 1 Overnight Trip Within BC



South Asians (79%) are more likely than Chinese (67%) to have recently travelled in BC.

Reasons for Not Travelling in BC in the Past Year and a Half**



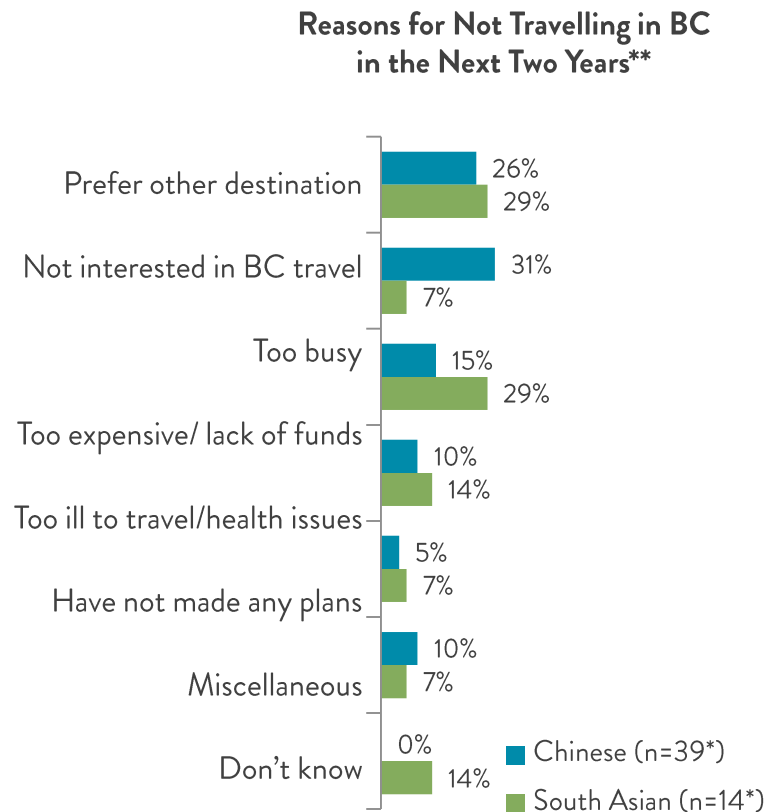
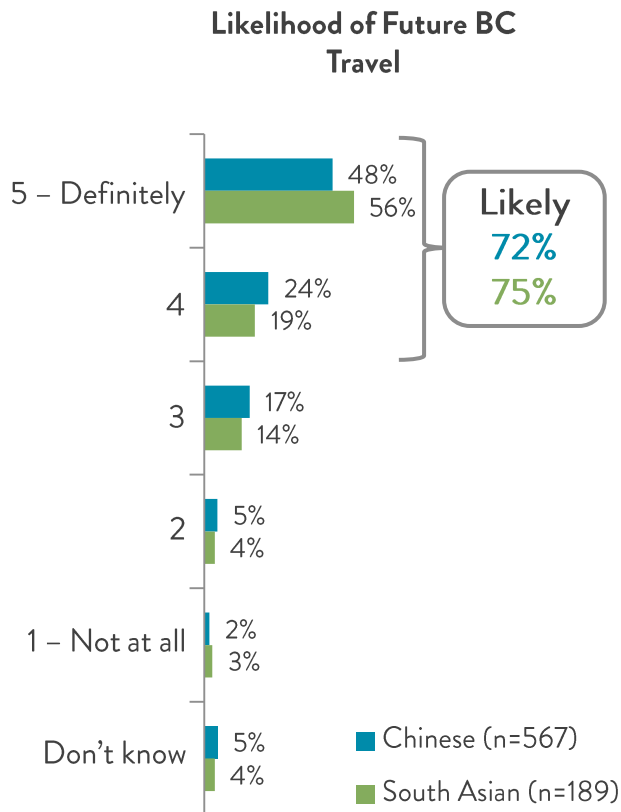
For the Chinese New Canadians, the desire to see other places first is stronger for 1st generations (47%) compared to 2nd generations (28%).

82% of General BC travellers have taken at least one BC trip in 2016.

*Small base size, interpret with caution.
**Only statements mentioned 5% or higher for both groups are presented.

The majority of New Canadians are likely to take an overnight leisure trip in BC in the next 2 years.

- Around three-quarter are likely to travel in BC in the next 2 years.
- The most common reasons for being unlikely to travel in BC in the next 2 years is not being interested in BC travel for Chinese, and preference for travelling elsewhere and/or being too busy for South Asians.



79% of General BC travellers are likely to travel in BC in 2017.

*Small base size, interpret with caution.

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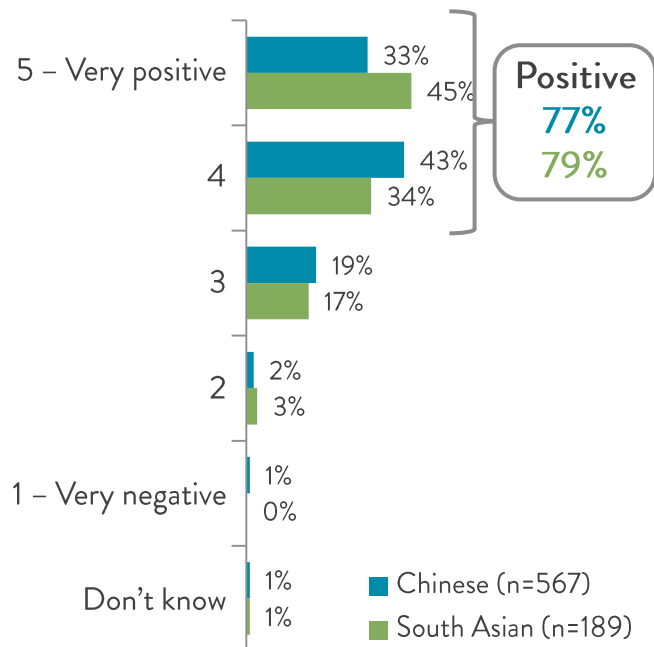
A man and a woman are in an orchard at sunset. The man is standing on a white step ladder, reaching into a tree. The woman is standing next to him, looking up. The sun is low in the sky, creating a warm, golden glow. The orchard is filled with trees and green grass.

FAMILIARITY WITH AND IMPRESSION OF BC AS A TRAVEL DESTINATION

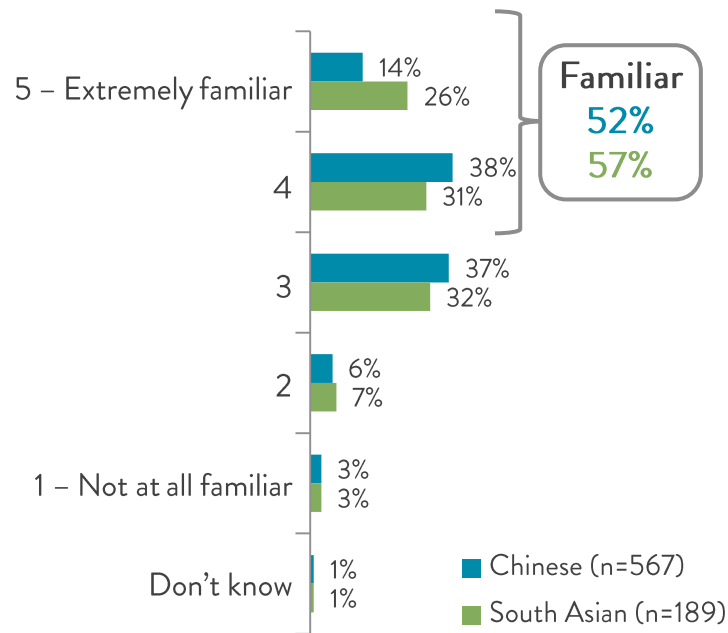
Chinese and South Asians have positive impressions of BC as a travel destination, yet familiarity with BC is low among both groups.

- Just over half consider themselves familiar with BC as a travel destination.
- Over three-quarters have a positive impression of BC as a travel destination.

Overall Impression of BC as Travel Destination



Familiarity with BC Travel Activities and Experiences



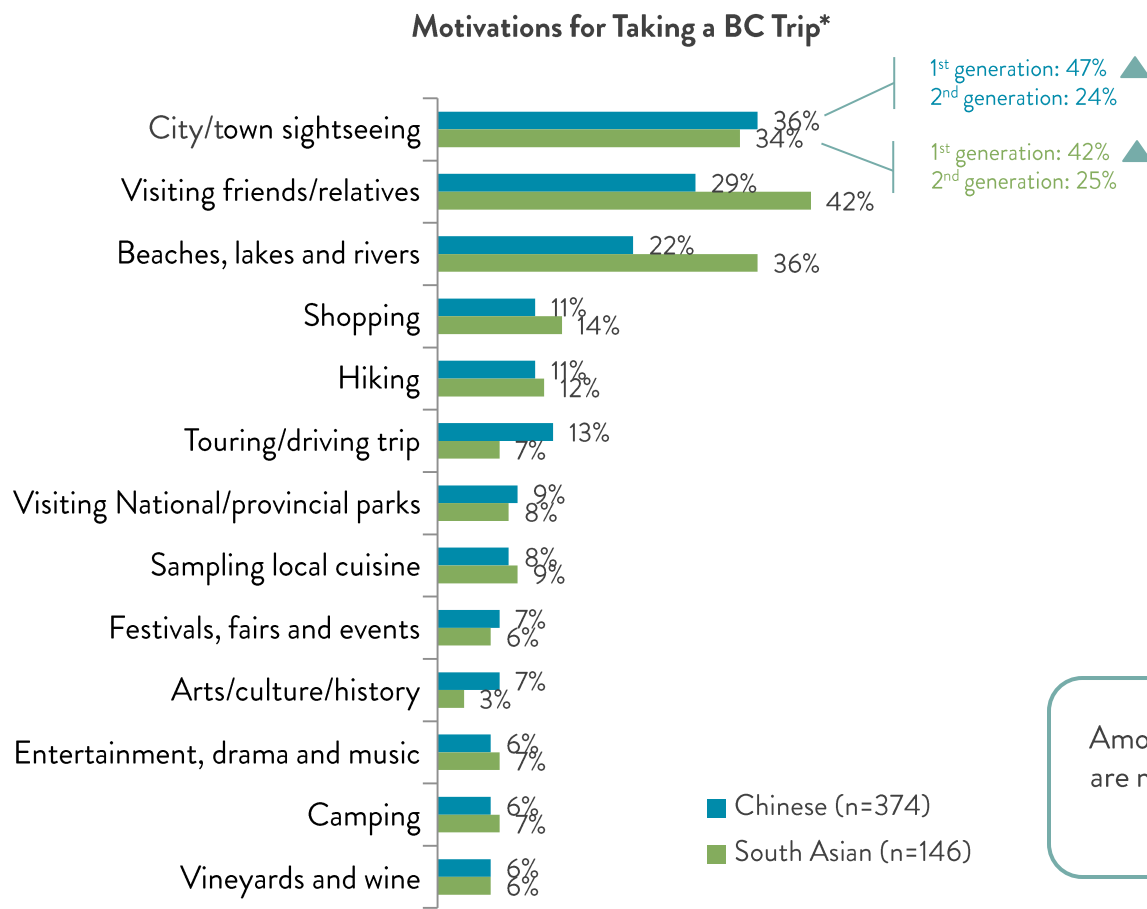
88% of General BC travellers have positive impression of BC as a travel destination and 68% are familiar with the activities and experiences that BC has to offer.

A person is captured mid-dive, falling horizontally into a calm lake. The background features a dense forest of evergreen trees and a large, rugged mountain with patches of snow under a clear sky. The water's surface is textured with small ripples and reflects the light.

BC TRAVEL CHARACTERISTICS AND MOTIVATIONS

City or town sightseeing is the main motivation for taking a BC trip.

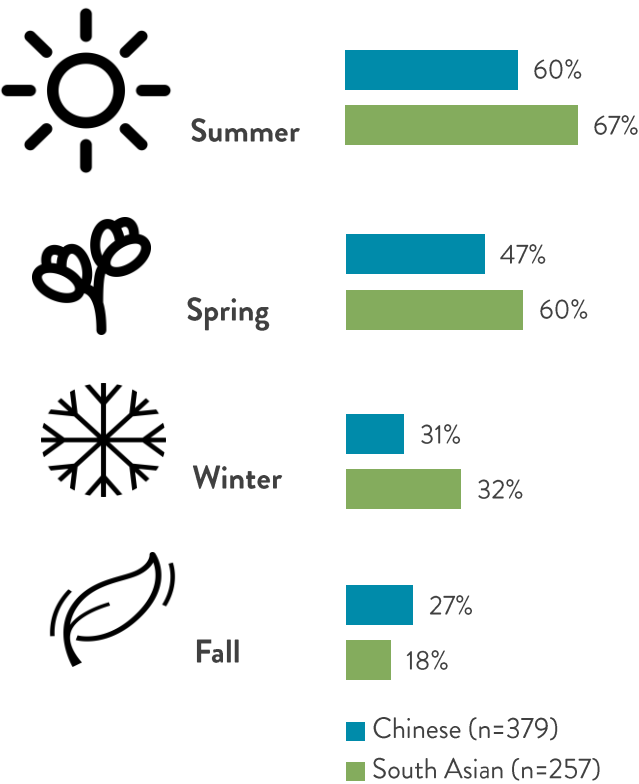
- Followed by visiting friends or relatives and visiting beaches, lakes, and rivers.



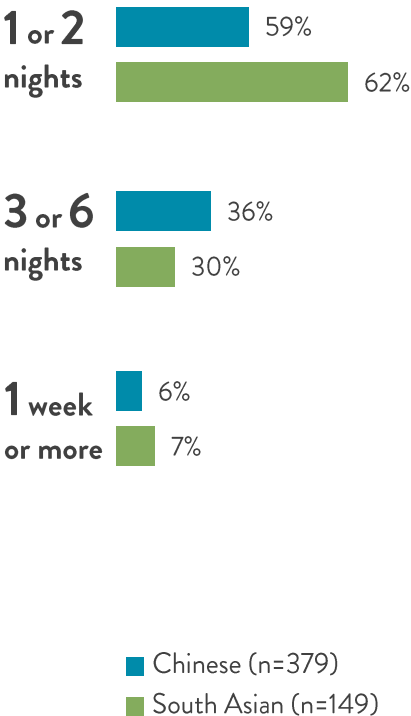
Among New Canadians, 1st generations are more interested in sightseeing than 2nd generations.

BC travels most commonly involve short 1 or 2 night trips in the summer or spring.

BC Travel Season



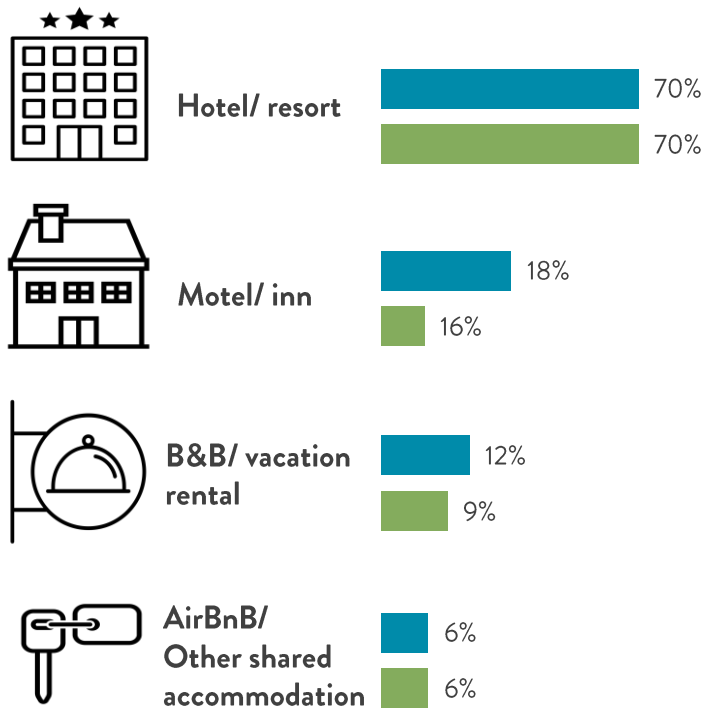
Length of BC Travel



Summer is the most popular season for general BC travellers (56%), followed by fall (43%), Spring (36%) and winter (26%). On average, they take 6 days long BC trips.

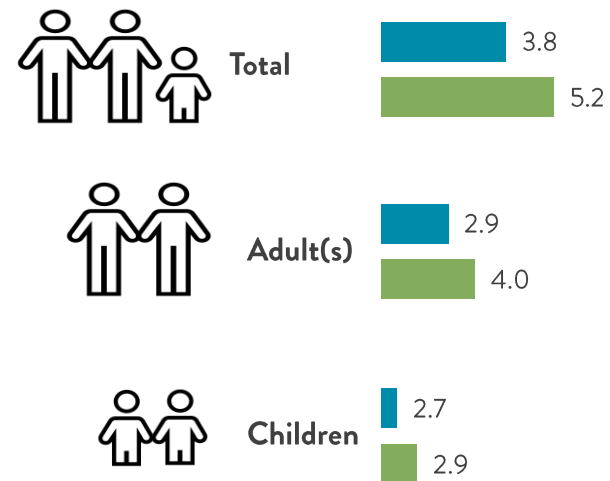
BC travelers most commonly stay at a hotel or resort and travel with multiple people.

BC Travel Season**



■ Chinese (n=312)
■ South Asian (n=99*)

Travel Party Average Size



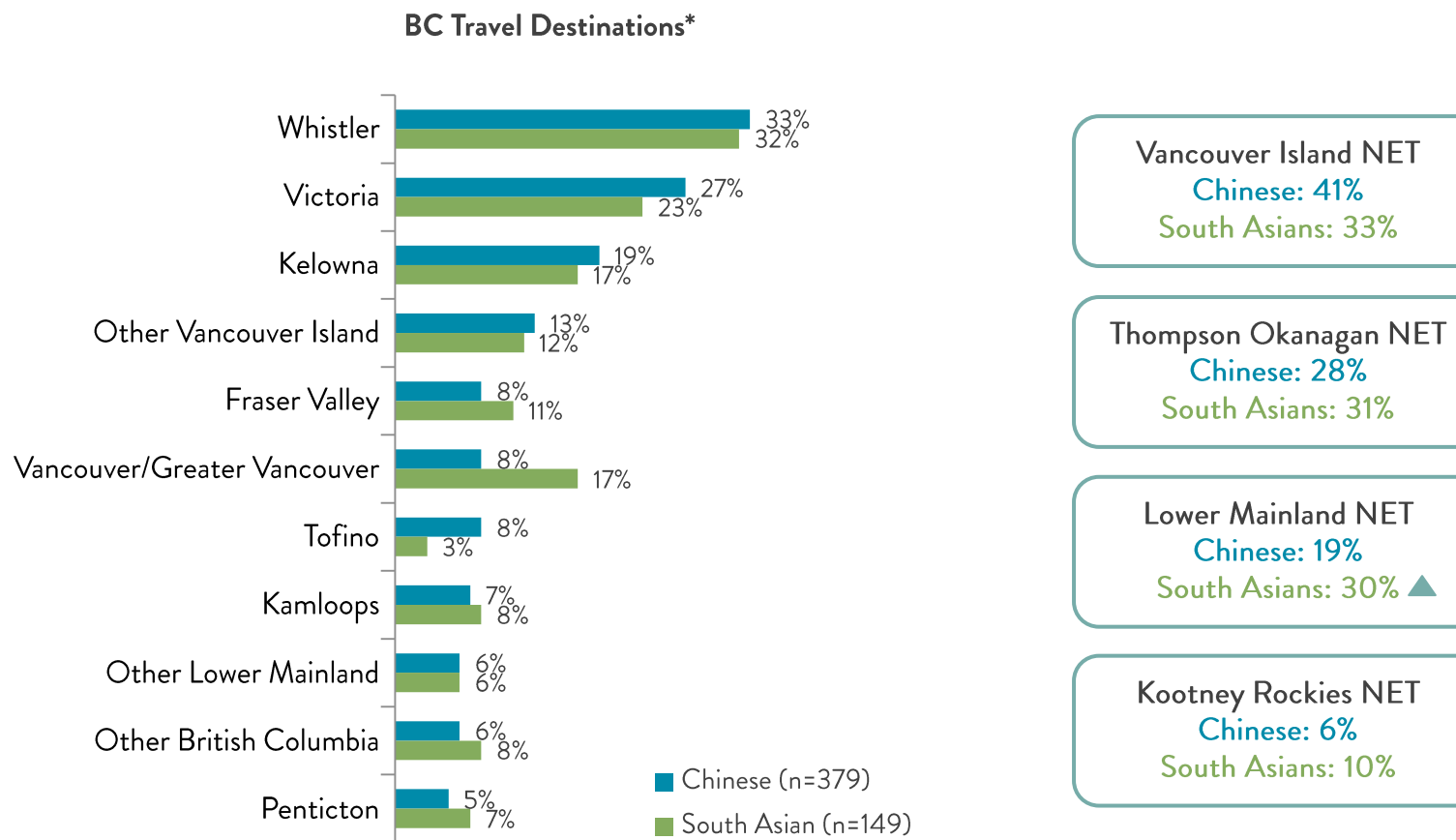
■ Chinese (n=379)
■ South Asian (n=149)

*Small base size, interpret with caution.

**Only statements mentioned 5% or higher for both groups are presented.

Vancouver Island, Whistler and Okanagan are the most popular destinations for BC travels.

- Please note all respondents are metro Vancouver residents, hence travelling in Vancouver is not considered a trip.

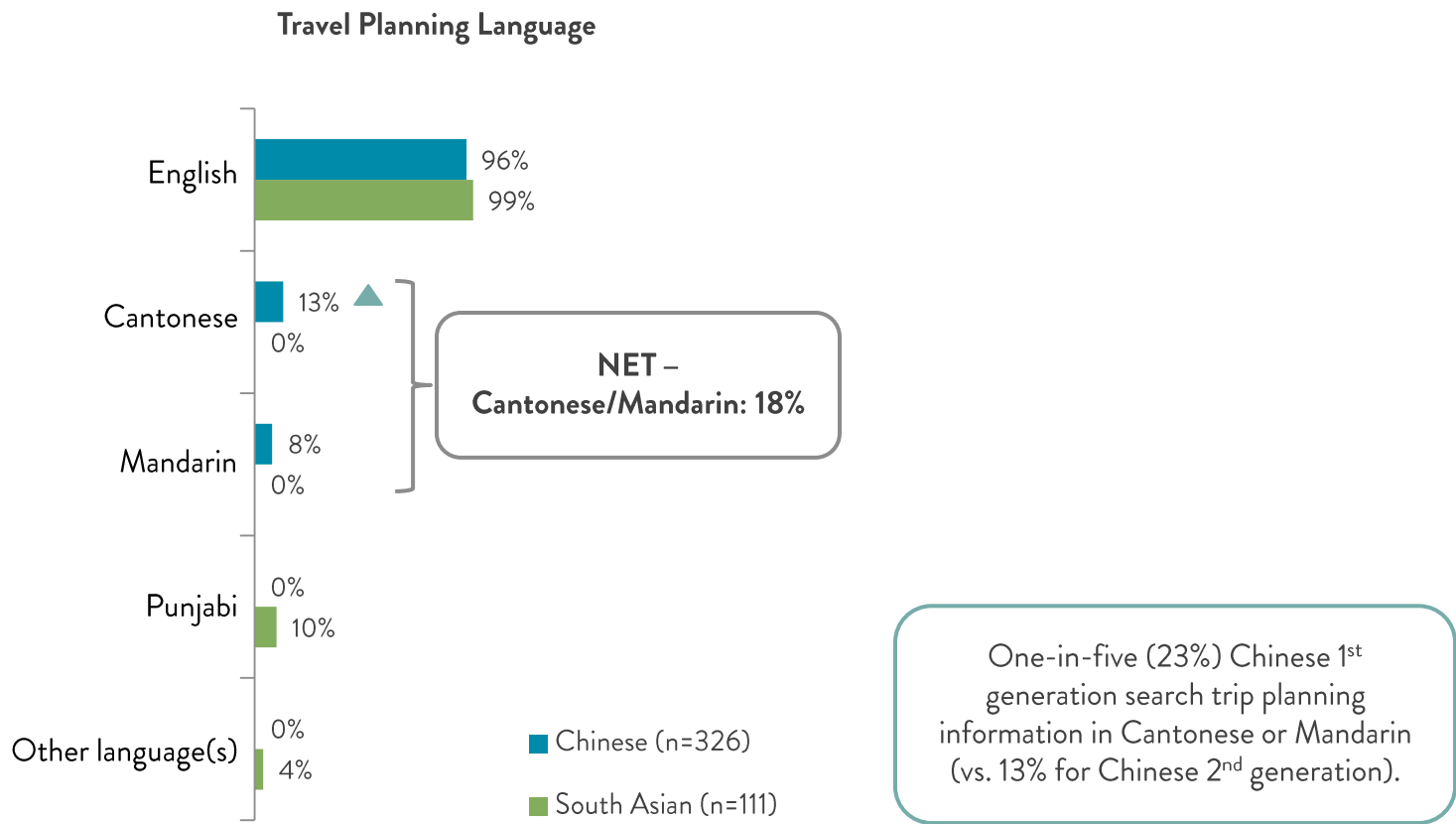


A person in a black wetsuit is seen from behind, carrying a surfboard with a blue and white pattern. They are standing on a dark, rocky shore. A large, weathered log lies horizontally across the middle ground. The background features a steep, dark rock face on the left and a cloudy, overcast sky. The overall mood is adventurous and scenic.

TRIP PLANNING TOOLS

The majority of Chinese and South Asians use trip planning tools in English.

- While Chinese and South Asians mainly use trip planning tools in English, a small portion also use the tools in other languages to supplement.



An aerial photograph of a mountain valley. In the foreground, a dense forest of evergreen trees covers the slopes. A large, turquoise-colored lake is nestled in the valley, surrounded by smaller ponds and streams. In the background, rugged mountains with patches of snow rise against a clear blue sky with a few wispy clouds. The text "MORE ABOUT THE RESPONDENTS..." is overlaid in white, sans-serif capital letters across the middle of the image.

MORE ABOUT THE RESPONDENTS...

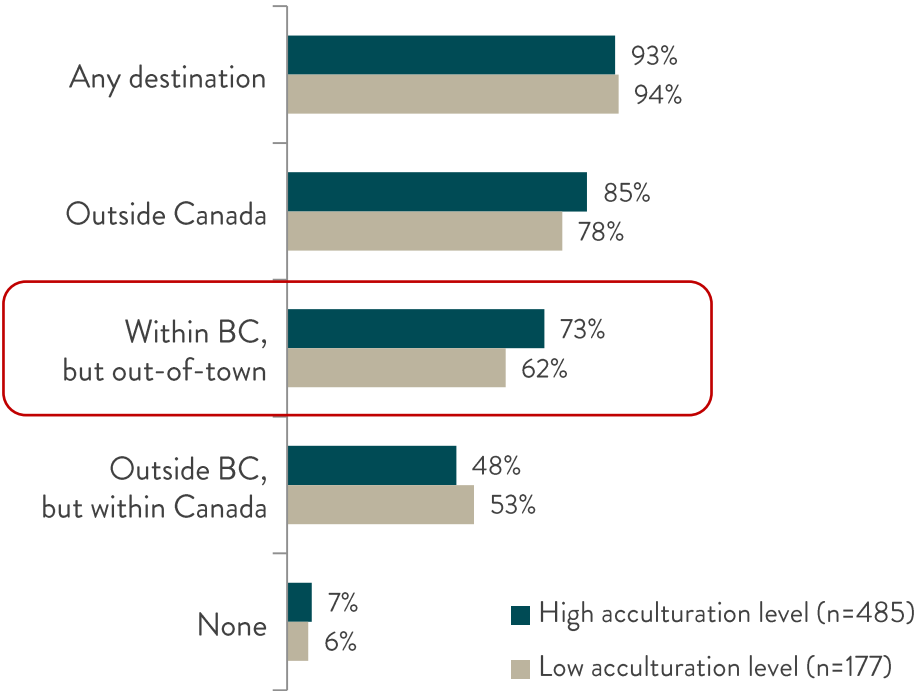
More about the respondents...

- To better understand the travel behaviour of 1st and 2nd generation members of the Chinese and South Asian communities in BC, influence of other factors such as length of residency in Canada, as well as acculturation score was explored.
- Results indicated that there is no meaningful relationship between length of residency of 1st generations and any of the key metrics measured in this report.
- Acculturation is the process of adopting the cultural traits or social patterns of another group (Canadians). Level of acculturation has been measured by using an adjusted version of the Vancouver Index of Acculturation (the index uses 20 items to measure level of acculturation – adjusted list is reduced to 10 items).
- Those with high level of acculturation agreed with most of the measures such as “I often participate in North American cultural traditions” and “I enjoy social activities with typical North American people”.

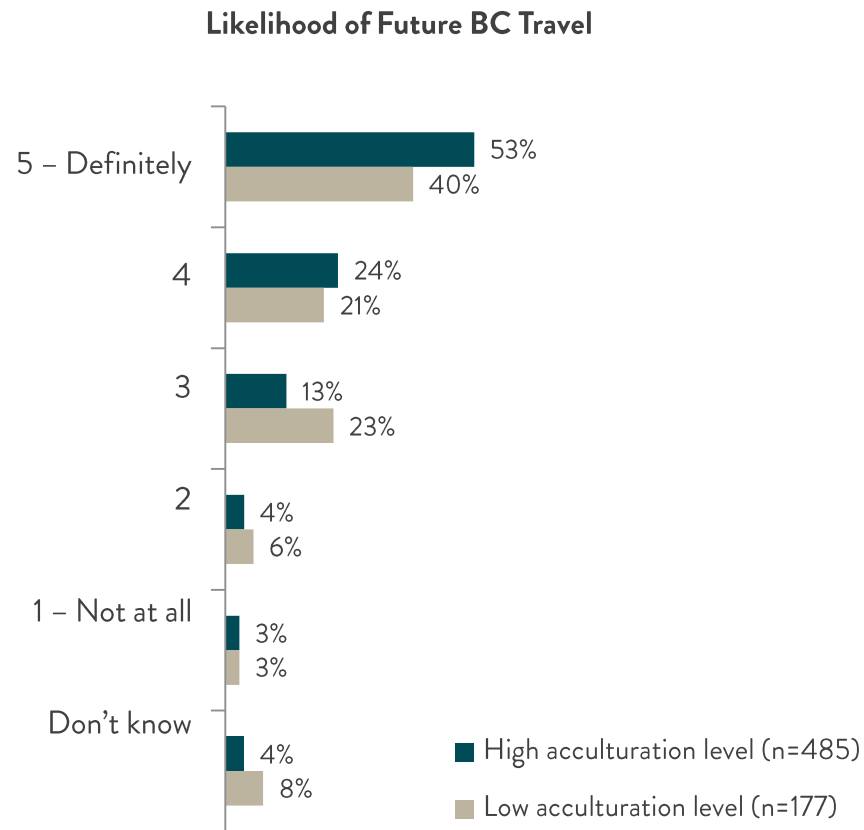
Sample Size	Total	Chinese	South Asians
High Acculturation	485	354	131
Medium Acculturation	93	72	22
Low Acculturation	177	141	36
Total	755	567	189

New Canadians with a high level of acculturation have taken more trips within BC in the past year and a half, compared to those with a low level.

% Who Have Taken at Least 1 Overnight Trip Outside Canada

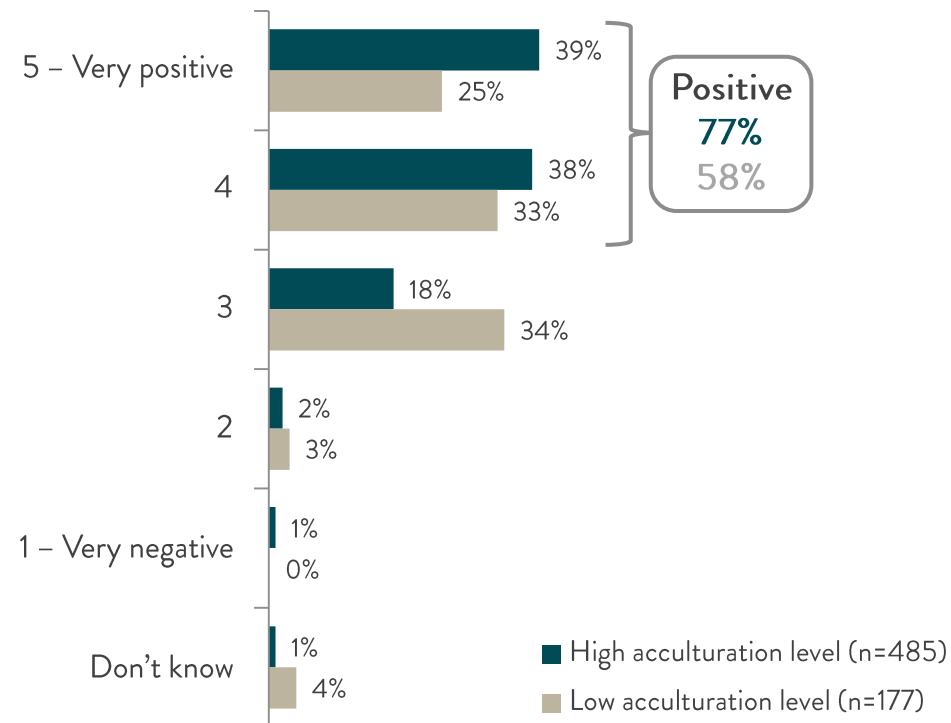


Those who are highly acculturated are more likely to travel in BC in the next 2 years.



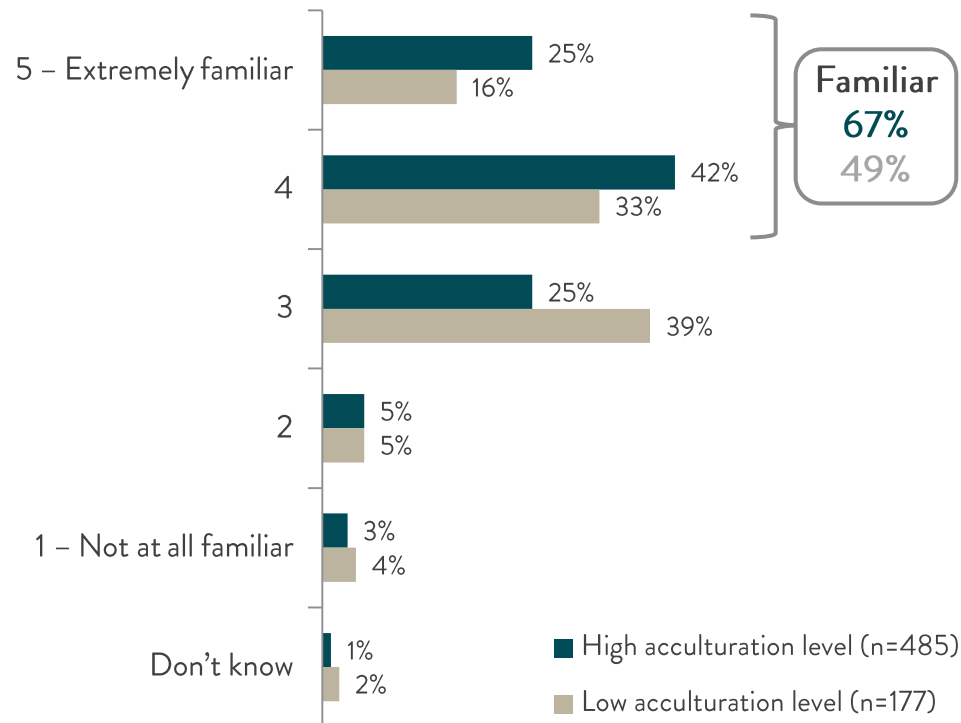
New Canadians with a high level of acculturation have more positive impression of BC as travel destination compared to those with a low level of acculturation.

Overall Impression of BC as Travel Destination

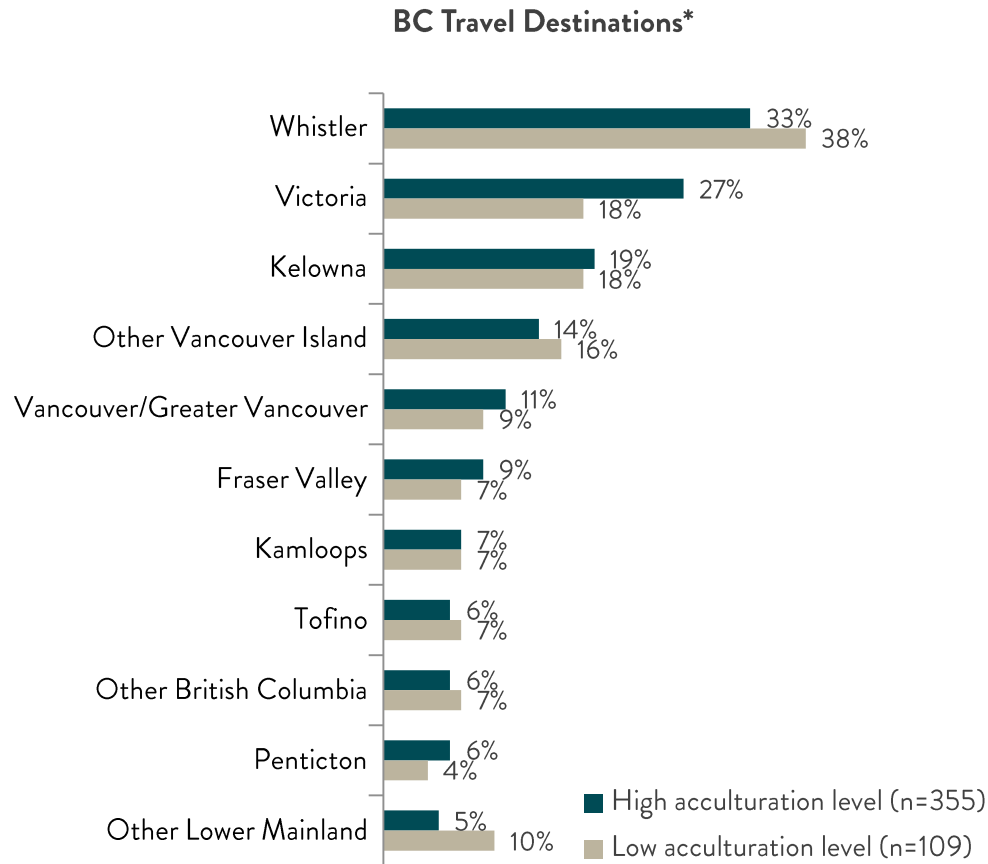


Those who are highly acculturated are more familiar with BC than those with a low level of acculturation.

Familiarity with BC Travel Activities and Experiences



The most popular destination for highly acculturated New Canadians is Vancouver Island, while Whistler is the most popular destination for those with a low level of acculturation.



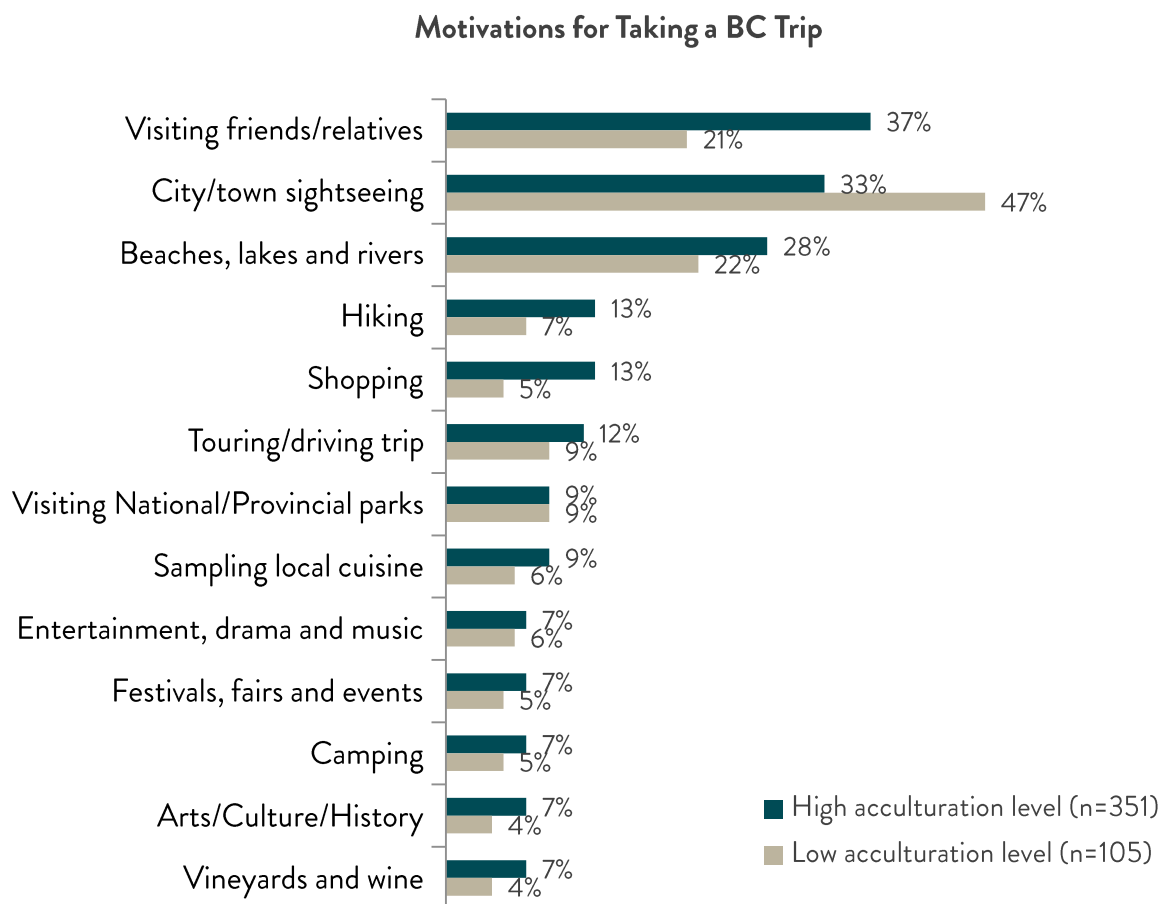
Vancouver Island NET
High Acculturation Level: 40% ▲
Low Acculturation Level : 29%

Thompson Okanagan NET
High Acculturation Level: 30%
Low Acculturation Level : 28%

Lower Mainland NET
High Acculturation Level: 21%
Low Acculturation Level : 22%

Kootney Rockies NET
High Acculturation Level: 6%
Low Acculturation Level : 12%

While visiting friends and relatives is the main motivator for those with a high level of acculturation, sightseeing is the main motivator for those with a low level to take a trip in BC.



CONTACT

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