

THE CHINESE TRAVELLER

THERE ARE OVER **350,000**
CHINESE SPEAKERS IN BC.

SOURCE STATS CAN 2011

TRIPS TO CANADA FROM CHINA
FORECASTED TO INCREASE

18.2% → IN 2014

WITH SPENDING IN CANADA RISING

20.3%

SOURCE CTC

TRIP PURPOSE

35% of Chinese travellers came
to Canada to visit friends
and relatives

28% visited for pleasure,
a surge of 85%

15% travelled for business

23% travelled for other purposes,
including for study and education

in
2012

THE BULK OF TRAVEL OCCURRED DURING SUMMER
(JULY TO SEPTEMBER)

WHEN **39%** OF CHINESE TRAVELLERS
VISITED CANADA.

TOP INTERESTS

ACCORDING TO CTC 2012 RESEARCH



1

Seeing beautiful
scenery



2

Exploring nature with
city amenities nearby



3

Seeing historical and
cultural attractions



4

Sampling local flavors
(regional cuisine)



5

Exploring vibrant cities
that are in close
proximity to nature.