

## CHINESE TRAVELLER



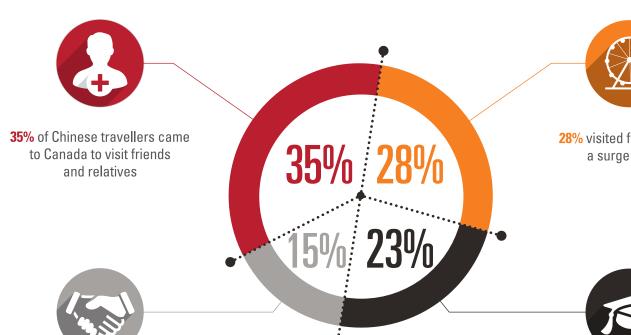
THERE ARE OVER **350,000** CHINESE SPEAKERS IN BC.





WITH SPENDING IN CANADA RISING

## **TRIP PURPOSE**





28% visited for pleasure, a surge of 85%



**15%** travelled for business

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



THE BULK OF TRAVEL OCCURRED DURING SUMMER

(JULY TO SEPTEMBER)

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



## **TOP INTERESTS**



Seeing beautiful scenery



Exploring nature with city amenities nearby



Seeing historical and cultural attractions



Sampling local flavors (regional cuisine)



**Exploring vibrant cities** that are in close proximity to nature.

