



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



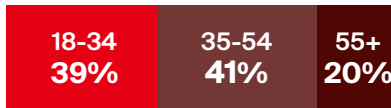
69%
are definitely/very likely to visit
Canada in the next 2 years



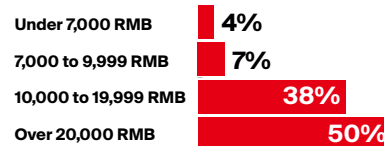
9,551,000
Canada's immediate potential in
the next 2 years

Demographics¹

Age



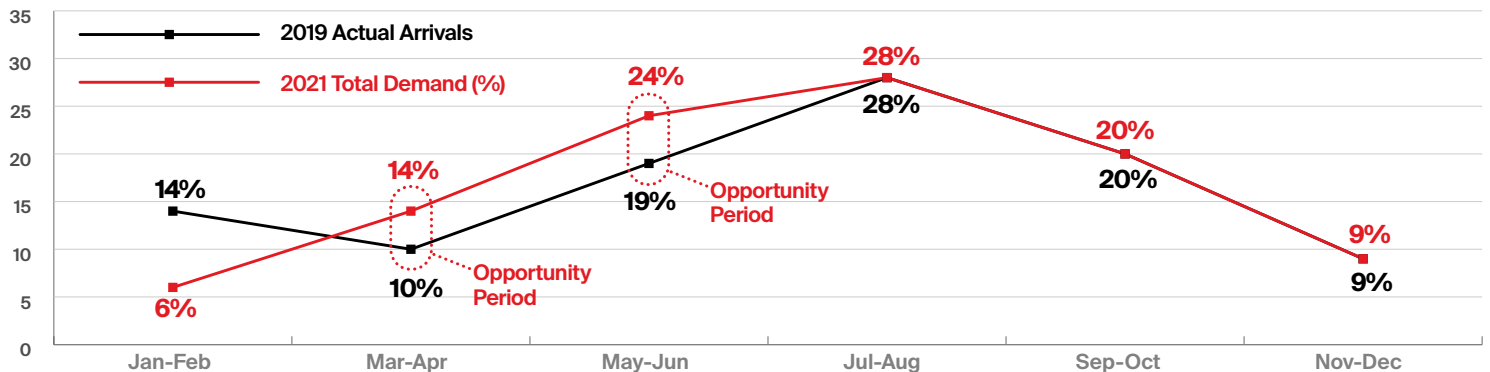
Monthly Household Income



Children



Seasonal Demand^{1,2}



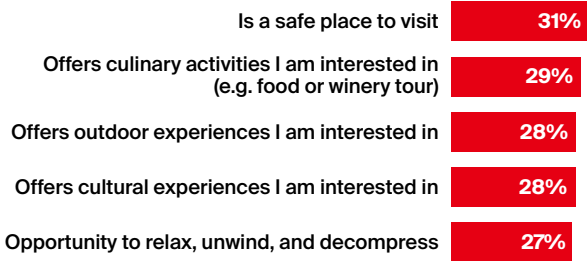
¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.

*As Chinese outbound travel is current restricted, figures represent level of interest to travel to Canada if there were no restrictions in place.



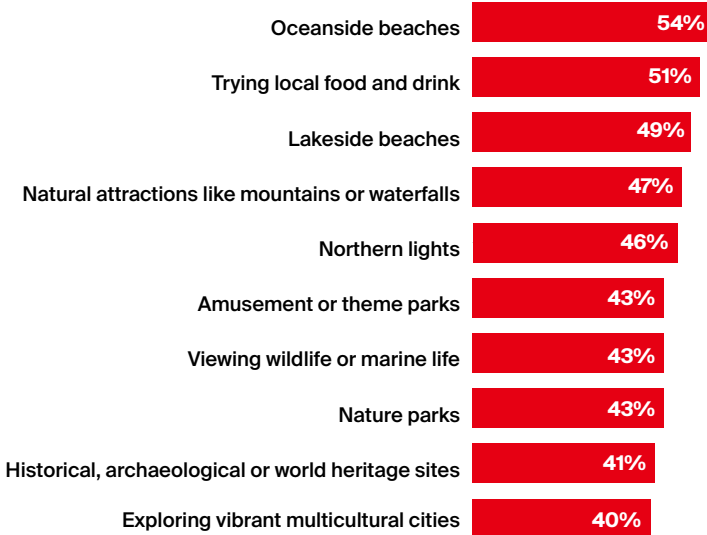
Top Motivators for Future Trip to Canada¹



Top Barriers to Canada¹



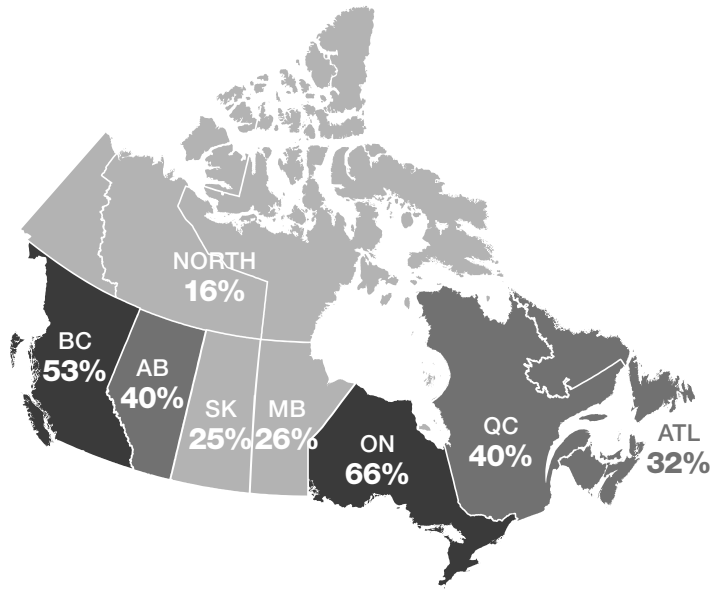
Top Activities of Interest for Future Trip to Canada¹



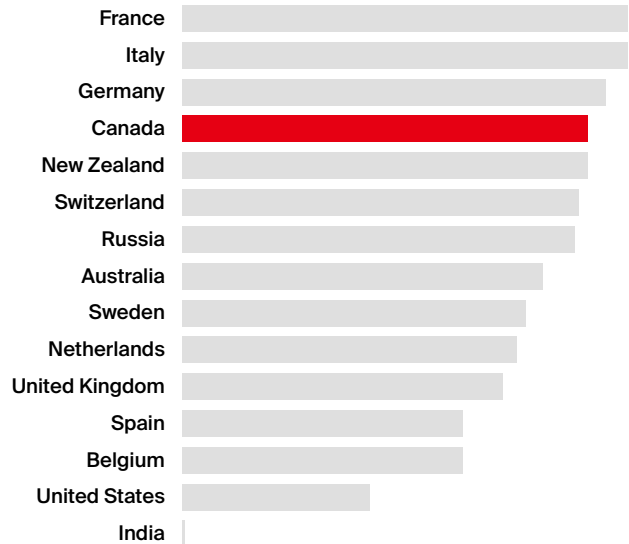
Travel Agent Usage for Future Trip to Canada¹

NET Definitely / Very / Somewhat Likely
97%

Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)¹



Net Promoter Score (Normalized)¹



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¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.