

What do American Travellers interested in Vancouver look like?

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The United States is the largest source of international visitors to Vancouver – generating over 2.3 million overnight visitors in 2016, with the majority of visitors coming from California and Washington. Although growth from the U.S. has slowed in 2017, this continues to be a key origin market for Vancouver as a destination.

Consumer analysis was conducted on the U.S. via the Portrait of American Travelers – an annual travel survey conducted by MMGY based on a nationally representative sample of active leisure travellers.¹ Specifically, the analysis included a comparison of the subset of U.S. travellers interested in visiting Vancouver relative to those leisure travellers not interested in Vancouver. Statistically significant differences and highlights are summarized in this brief.²

American Millennials are Interested in Visiting Vancouver

A segmentation by generation suggests that American travellers interested in visiting Vancouver tend to be younger compared to other travellers – the highest proportion of interest was from millennials.

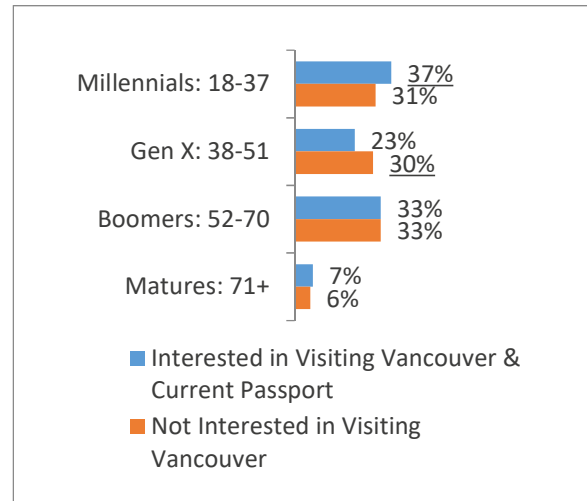
According to the U.S. Census Bureau, millennials have surpassed baby boomers as the largest generation construct in the United States and now number 75.4 million (compared to 74.9

¹ The survey was conducted by MMGY Global and is based on a sample of 2,948 leisure travellers in the U.S. who have an annual income of \$50,000 or more, and have taken at least one leisure overnight trip of 75 miles or more away from home during the past 12 months (average was four such trips).

² Statistical significance was conducted at the 95% confidence level.

million baby boomers). This segment of the population is projected to continue to grow.

Chart 1: Interest in Vancouver by Generation



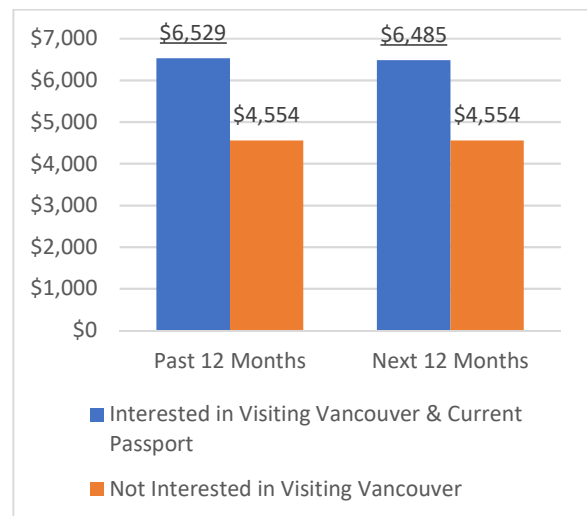
Notes: Statistically significant differences between the subsets at 95% confidence are underlined.

Source: MMGY and Tourism Vancouver.

In addition, the analysis shows that those interested in visiting Vancouver are generally more highly educated with 48% having a graduate level education.

The American travellers interested in visiting Vancouver also tend to spend more on travel compared to other travellers from the U.S.

Chart 2: Travel Spending (USD)



Source: MMGY and Tourism Vancouver.

Travel Attitudes and Motivation – Desire to Connect

Approximately 45% of American travellers interested in visiting Vancouver believe that the destinations they visit say a lot about who they are (39% for other travellers).

To many of these potential customers, travel also provides an opportunity to connect with family, friends and others. Specifically, 86% of Vancouver prospects indicate that going on vacation together helps them feel closer to their spouse, while 85% would like more opportunities to connect with people they already know while travelling (compared to 73% and 50% respectively for other travellers).

Other key motivational factors for travel include a desire for exploration, experiencing different cultures and cuisines and self-discovery, amongst others.

Chart 3: Travel Motivation



Notes: Statistically significant differences between the subsets at 95% confidence are underlined.

Source: MMGY and Tourism Vancouver.

In terms of decision making and travel planning, many American travellers are relying on more sources of advice and information than ever before when making travel decisions. For example, the destination website was identified as one of the top sources of travel ideas and inspiration for those interested in visiting Vancouver.

Implications and Applications

The research and analysis suggest that there is a significant level of interest and market opportunity for Vancouver as a travel destination amongst the American millennial traveller - a market segment currently under-represented amongst U.S. travel to Vancouver.

The results of the research also show that travel choice and destination are important to the self-identity of those American travellers interested in visiting Vancouver and a reflection of who they are (or desire to be) as a person.

Vancouver is viewed as a naturally beautiful, diverse, progressive and liberal destination with plenty of active and foodie options; which is also how many of the American travellers (especially amongst millennials) interested in Vancouver describe their own personas and interests – so there is a good fit here.

The next step is to build on these research findings and destination attributes by developing an appropriate brand strategy and marketing programs to ensure that we are capitalizing on these market opportunities, and maximizing the potential of visitation from the United States.

If you have any questions about this article, please contact:

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