

途牛发布《加拿大旅游消费分析及预测》 2017 年高速增长 2018 年渐入“加”境

Tuniu.com Releases Analysis and Prediction of Tourism
Consumption in Canada
Rapid Growth in 2017
Proliferation into Canadian Tourism Market in 2018

文 / 途牛 图 / 途牛、全景





当地时间 2018 年 3 月 21 日，“中加旅游年”开幕式活动于加拿大首府渥太华举行，位于大洋彼端的“枫叶之国”已做好迎接中国游客到来的准备。随着“旅游年”品牌效应的显现，中加旅游合作进一步深化，2018 年加拿大旅游市场将开启全新篇章。

在中加旅游年开幕之际，途牛对外发布《加拿大旅游消费分析及预测》，基于 2017 年加拿大旅游大数据，对赴加游客消费行为进行了分析，并对消费趋势做出相应预测。

赴加旅游客户画像：女性游客居多人均旅游消费同比增长25%

位于北美大陆，东临大西洋、西接太平洋的加拿大是多文化的聚集地。自 2010 年《中加旅游目的地谅解备忘录》签署以来，中国游客赴加旅游热度提升显著，中国已成为加拿大增速最快的入境客源市场。根据加拿大统计局数据，2017 年 1 至 10 月，中国赴加游客总人数为 61 万人次，同比增长 10.8%，中国位列加拿大第三大入境客源市场。

中国位列加拿大第三大入境客源市场



近年来，加拿大推出多项对华利好政策，尤其是 2017 年恰逢加拿大建国 150 周年，众多精彩纷呈的庆祝活动和观光福利更是掀起了加拿大全年的旅游热。截至 2017 年年底，通过途牛网预订加拿大方向旅游产品的游客人次同比增长达 100%。此外，赴加旅游人均消费金额同比上升近 25%，这与游客出游天数增加、游客个性化需求增加、旅游服务质量提升等因素有关。

从赴加游客性别特征来看，2017 年赴加旅游女性游客居多，占赴加旅游总人次的 59%。在年龄段方面，36-45 岁、有较强消费能力且对出游体验需求较高的人群是赴加旅游的主要客群，占比为 38%。

从 2017 年赴加拿大旅游的游客出行时间来看，6-10 月出游的人次占全年出游总人次的比例为 61%。受益于“枫叶之国”的美誉，9-10 月前往魁北克省及安大略省赏枫的游客较多。从出游频次来看，由于中国赴加拿大飞行时间较长，旅游花费较高，2017 年大部分游客仅出游 1 次。值得一提的是，随着主题游被越来越多的游客青睐，预计 2018 年加拿大旅游

市场将得益于户外、游学、冰雪等主题游类别的发展，进一步覆盖更多年轻游客群体。

2017 赴加旅游出行时间分布



2017 年赴加拿大旅游的国内客源地前十名分别为北京、上海、天津、南京、深圳、广州、重庆、杭州、成都和沈阳。由此可见，一二线城市是包括加拿大在内的出境长线旅游主要客源地，这些城市人口聚集，居民收入较高，旅游意愿及消费能力较强。此外，签证办理的便捷度以及直飞航班开通也是影响国内游客出游的重要因素。目前，加拿大在中国境内共设立北京、上海、广州、重庆 4 个签证中心，并计划新增成都、杭州、济南、昆明、南京、沈阳、武汉等 7 个签证中心。同时，目前中国已有 13 座城市开通了前往加拿大主要城市的直达航班。在 2017 年夏秋旺季，每周都有 185 班航班前往温哥华、多伦多、蒙特利尔和卡尔加里。预计 2018 年中加直航班次还将有所增加，这将进一步刺激国内消费者赴加旅游的热情。

2017 赴加旅游客源地分布



游学、户外景点最受欢迎 高星酒店增速快

城市观光是加拿大旅游的主要玩法之一，其风格迥异的综合性国际都市可以为出境游客提供多样的旅游体验。途牛旅游网监测数据显示，2017 年，加拿大热门目的地城市有温哥华、维多利亚、魁北克城、渥太华、埃德蒙顿、多伦多、蒙特利尔、卡尔加里、哈利法克斯、汉密尔顿。排名靠前的热门目的地城市多交通便捷、经济实力强、自然人文景观丰富，其中，西海岸的温哥华凭借山海相接的自然环境，屡次被评为世界最宜居城市，而毗邻落基山脉的卡尔加里则享有“牛仔之城”的美誉，吸引了户外游爱好者蜂拥前往。

2017加拿大热门目的地城市



2017年，最受国内游客欢迎的加拿大景点有班夫国家公园、尼亚加拉大瀑布、多伦多大学、班夫小镇、魁北克古城、多伦多电视塔、不列颠哥伦比亚大学、加拿大文化博物馆、史丹利公园、哥伦比亚冰原。高等学府、博物馆等人文景点与北美狂野的地理风貌各占半壁江山，吸引了大量中国游客的目光。

2017加拿大热门景点



此外，在预订2017年途牛加拿大酒店产品的游客中，三星酒店占比最高，达48%；4-5星酒店占比达26%，同比增幅超过50%。中国赴加旅游的游客中，选择中高端酒店的游客比例逐年增加，游客消费能力不断提升，更注重旅游体验与舒适度。

三星级酒店最受青睐



由于加拿大幅员辽阔，行程超过10天以上的加拿大一地玩法成为主流，出游人次占比超过80%，热门产品主要以

“加拿大东西海岸12-14天”玩法为主。其次，选择“美国-加拿大”连线游的用户人次占比也达到了8%，“美国-加拿大-墨西哥-大瀑布17-23日游”“美国-加拿大-墨西哥-大瀑布17-23日游”等美加连线产品受到客人青睐。

一地玩法占主流



目的地合作进一步深化 2018渐入“加”境

近年来，加拿大相关机构不断从签证、航班和交通方面做出努力，渥太华还从完善旅游线路、强化中文网站、增加汉语导游、提供中文资讯等多方面做了更好迎接中国游客的周密准备。

为了让更多国内消费者了解和认知加拿大，早在2017年2月，作为在线休闲旅游行业的领先者，途牛已与加拿大魁北克省旅游局签署了战略合作协议备忘录，双方一起策划开展了丰富多彩的营销活动，打造了品类齐全的魁北克旅游度假产品。同年4月，途牛还携手加拿大旅游局推出“加拿大150周年西你更‘加’”、“加你一起”等一系列营销活动，进一步助推了途牛用户赴加拿大旅游的热度。

目的地合作渐入佳境

途牛&加拿大旅游局



2018年，途牛将进一步加强与加拿大旅游局之间的合作。与2017年相比，活动覆盖2018全年度，将分别打造4-5月

大西洋四省目的地专题、6月加拿大自驾游专题、7-9月加拿大赏枫专题、10-12月浪漫旅拍专题特色优质产品。同时，2018年，途牛还计划在国内推出四场加拿大线下沙龙活动，为游客推介优质的加拿大旅游产品，进一步升温加拿大旅游市场，为更多前往加拿大的客人提供多元化出游服务，帮助游客更好地游览和体验加拿大的美景与风土人情。

On March 21, 2018, the opening ceremony of the "China-Canada Tourism Year" was held in Ottawa, the capital of Canada. The "Land of Maple" on the other side of the ocean is ready to welcome Chinese tourists. In the wake of the brand effect of "Tourism Year" and the further cooperation between China and Canada in tourism development, the Canadian tourism market will usher in a new era of development in 2018.

On the occasion of the opening of the China-Canada Tourism Year, Tuniu.com published "Analysis and Prediction of Tourism Consumption in Canada", which analyzed the consumption behavior of tourists to Canada and accordingly predicted the consumption trend based on the big data of Canadian tourism in 2017.

Information about the tourists to Canada: Female Tourists outnumbered male tourists and per capita tourism consumption increased by 25% year-on-year

Canada is a multicultural nation in the North American continent, facing the Atlantic Ocean to the east and the Pacific Ocean to the west. Since the signing of the Sino-Canada Approved Destination Status in 2010, the number of Chinese tourists to Canada has increased significantly, and China has become the fastest growing tourist source for Canada. According to Statistics Canada, between January and October 2017, the total number of Chinese visitors to Canada was 610,000, up 10.8 percent year-on-year, with China ranking as Canada's third-largest source of inbound tourists.

In recent years, Canada has released a number of favorable policies to China, especially in 2017, the 150th anniversary of the founding of Canada, many exciting celebrations and tourism incentives have aroused a wave of Canadian tourism in the year. By the end of 2017, the number of visitors booking Canadian-destined tourism products through Tuniu.com had increased by 100 per cent year-on-year. In addition, the per-capita

consumption of tourists to Canada had increased by nearly 25 percent year-on-year due to the increase of days the tourists spent on travelling, the growing tourists' individual needs, and the improvement of tourism services.

In terms of gender of the tourists to Canada, more women visited Canada in 2017, accounting for 59% of the total number of tourists to Canada. In terms of age of the tourists to Canada, most of the tourists to Canada are 36 to 45 years old deep pocket people who have more demand for travel experience, accounting for 38% of the total number of the tourists to Canada.

In terms of the time travelers traveled to Canada in 2017, the trips between June and October made up of 61 per cent of the total number of trips throughout the year. Renowned as the "Land of Maple", Canada received more visitors to watch maple in Quebec and Ontario from September to October. In terms of the frequency of trips, most tourists only made one trip in 2017 because of the long flight time to Canada and the high cost of travel. It is worth mentioning that, as theme tours become more popular among tourists, it is expected that the Canadian tourism market in 2018 will receive more young visitors as a result of the development of theme tours, such as outdoor tours, study tours, winter tour, etc.

In 2017, most of the tourists to Canada came from Beijing, Shanghai, Tianjin, Nanjing, Shenzhen, Guangzhou, Chongqing, Hangzhou, Chengdu and Shenyang. It is obvious that the first and second-tier cities with dense population of higher income and more enthusiasm for travel and consumption are the main source of outbound tourists to far-away countries including Canada. In addition, the convenience of visa processing and the opening of direct flights are also important factors affecting domestic tourists' travel. In addition to visa centers established in Beijing, Shanghai, Guangzhou and Chongqing, Canada is planning to establish visa centers in Chengdu, Hangzhou, Jinan, Kunming, Nanjing, Shenyang and Wuhan. At the same time, 13 cities in China have opened direct flights to major Canadian cities. During the peak period in the summer and autumn of 2017, 185 flights a week would

fly to Vancouver, Toronto, Montreal and Calgary. Direct flights between China and Canada are expected to increase in 2018, which will further stimulate the enthusiasm of domestic consumers to travel to Canada.

Study tour and outdoor scenic spots are more popular and more star hotels have been built up.

Urban sightseeing is one of the main tourism programs in Canada. Its comprehensive international metropolises in different styles can provide a variety of tourism experiences for outbound tourists. In 2017, Canadian hot tourism destinations include Vancouver, Victoria, Quebec City, Ottawa, Edmonton, Toronto, Montreal, Calgary, Halifax and Hamilton, according to Tuniu.com. The popular destination cities ranked higher in the list are well-known for their well-developed traffic and economic systems and abundant cultural and natural resources. For example, Vancouver, on the west coast of Canada, is repeatedly rated as the most livable city in the world because of its natural environment of mountains and sea waters, and Calgary, adjacent to the Rocky Mountains, is known as the "Cowboy City" because it is a popular destination for outdoor sports lovers.

In 2017, the most popular tourist attractions in Canada are Banff National Park, Niagara Falls, the University of Toronto, Banff Town, the Old City of Quebec, the CN Tower, the University of British Columbia, the Canadian Cultural Museum, Stanley Park, and the Columbia Icefield. The tourism resources composed of both the cultural attractions such as colleges and museums and the wild geographical features of North America have attracted a large number of Chinese tourists.

In addition, of all the travelers booking Canadian hotels through Tuniu.com in 2017, most travelers booked three-star hotels, accounting for 48%; those booked 4-5-star hotels accounted for 26%, an increase of more than 50% over the same period last year. Among Chinese tourists to Canada, the proportion of tourists choosing medium and high-end hotels has been increasing year by year, and the tourists having more money to spend are more particular about tourist experience and comfort.

Due to Canada's vast territory, most tourists choose

to travel more than 10 days in Canada, accounting for more than 80% of the total number of tourists to Canada. The "12-14 days Travel along Canada's East-West Coast" is a tourism product favored by most tourists. Additionally, 8% of the tourists chose "USA-Canada Package Tour", and the tourism products of "17-23 Days USA-Canada-Mexico-Great Falls Tour" and other package tours are also favored by tourists.

The cooperation between tourism destinations of China and Canada are growing steadily in 2018.

In recent years, relevant Canadian agencies have made continuous efforts to facilitate visas application, flights and transportation. Ottawa has also made better preparations to attract Chinese tourists by improving tourist routes, increasing Chinese websites and Chinese-speaking guides, and providing information in Chinese. In order to let more domestic consumers know and understand Canada, early in February 2017, as the leader of online leisure tourism industry, Tuniu.com and Quebec Tourism Bureau of Canada jointly carried out exciting promotions and created a full range of Quebec tourism vacation products under the memorandum of strategic cooperation signed by the two parties. In April of the same year, Tuniu.com also joined hands with the Canadian Tourism Bureau to launch a series of marketing promotions, such as the events themed "Welcome to Canada on its 150th National Day" and "You and Me in Canada", which further boosted the enthusiasm of Tuniu.com users to travel to Canada.

In 2018, Tuniu.com will further strengthen cooperation with the Canadian Tourism Bureau. Compared with 2017, for the whole year of 2018, the event will promote special quality products such as the tour to the four Atlantic province destinations from April to May, self-drive in Canada in June, watching Maple in Canada from July to September, and romantic travel in Canada from October to December. At the same time, in 2018, Tuniu.com also plans to launch four off-line salons in China to promote high-quality Canadian tourism products and further stimulate the enthusiasm of tourists to Canada by providing diversified travel services for more tourists, and facilitating their visit to the beautiful scenery and customs of Canada with better experience.