



Market Profile: **Germany**

June 2007

Estimated Outbound Travel from Germany (2003): 74.6 million	Population (2005): 82.4 million
Direct Customs Entries to BC (2006): 80,538	Unemployment Rate (2005): 9.1%
BC's Share of German Custom Entries (2006): 26.6%	Real GDP (2006 est.): \$2.0 Trillion US*
Germany as a Share of BC's Total Int'l Customs Entries (2006): 1.7%	GDP Growth (2004 vs 2005): 0.9%
Europe as a Share of BC's Total Int'l Customs Entries (2006): 10.1%	GDP Growth (2006 est.): 2.7%
Germany as a Share of BC's European Customs Entries (2006): 16.7%	Forecasted GDP Growth (2007): 1.8%

Sources: Statistics Canada, OECD, Federal Statistics Office Germany, Mintel Report

*\$US at 2000 prices and exchange rates.

In 2006, Germany continued to be one of BC's top ten largest international markets ranking eighth largest in terms of direct customs entries. Similarly, Germany continued to be a large international market for Canada ranking fifth for visitation.

Germany ranked second to the United Kingdom in the European markets and third, following the UK (1st) and France (2nd) for the largest European markets to Canada in 2006.

Germany held 16.7% of BC's European market share and 13.3% of Canada's European market share.

Top 10 Countries to BC

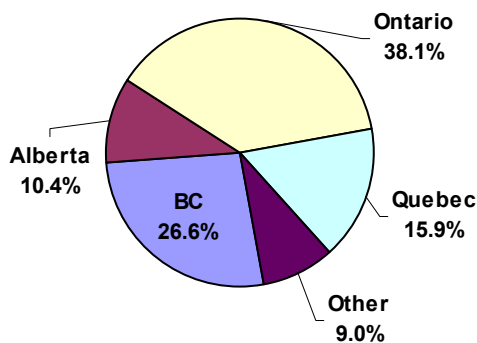
U.S.A. Overnight	1
United Kingdom	2
Japan	3
Australia	4
South Korea	5
China	6
Taiwan	7
Germany	8
Hong Kong	9
Mexico	10

Based on 2006 customs entries data

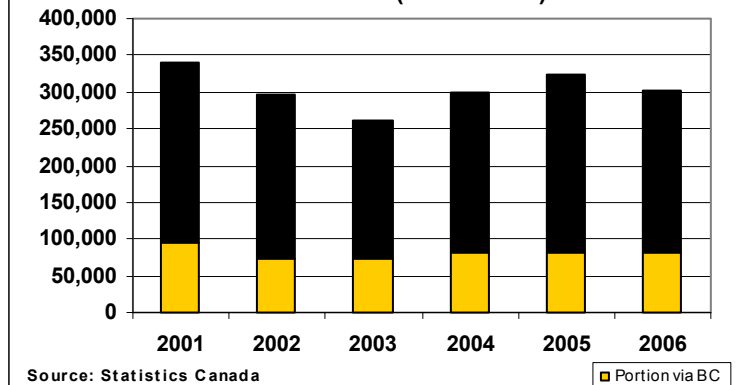
SIZE & REVENUE OF GERMAN MARKET:

- In 2006, over 302,000 German travellers visited Canada, of whom, over 80,000 entered directly through British Columbia (26.6%).
- When compared to 2005, 2004 and 2001, German custom entries to BC in 2006 exhibited decreases of 2.9%, 2.6% and 15.0% respectively. German custom entries to BC were up 8.3% and 10.1% in 2006 when compared to 2003 and 2002 respectively.
- Tourism BC forecasts that European overnight visitor revenue will increase 14.6% by 2009 and German overnight visitor revenue will increase by 14.3%.

German Overnight Customs Entries to Canada 2006



German Overnight Customs Entries to Canada (2001 - 2006)



Source: Statistics Canada

■ Portion via BC

*Reader Alert: Several information sources were used to compile this profile. Readers should exercise caution because definitions and methodologies may differ across sources, leading to inconsistencies in information from different sources.

THE GERMAN TRAVELLER:

- According to the December 2005 Mintel report on the World's Leading Outbound Markets, Germans were the number one outbound market worldwide in terms of outbound numbers and expenditure in 2003. In the past, the US had held first place for tourism expenditure.
- Holidays abroad of 13-15 days were most popular in 2003.
- The average duration of German holidays is much longer compared to Western European nations, where the average length of stay is usually less (from eight to ten days).
- Germans are allocated a high amount of annual leave (five to six weeks).

Top 10 German Long-Haul Destinations in 2003	
1	USA
2	Egypt
3	Thailand
4	Brazil
5	Canada
6	South Africa
7	China
8	Kenya
9	Australia
10	Indonesia

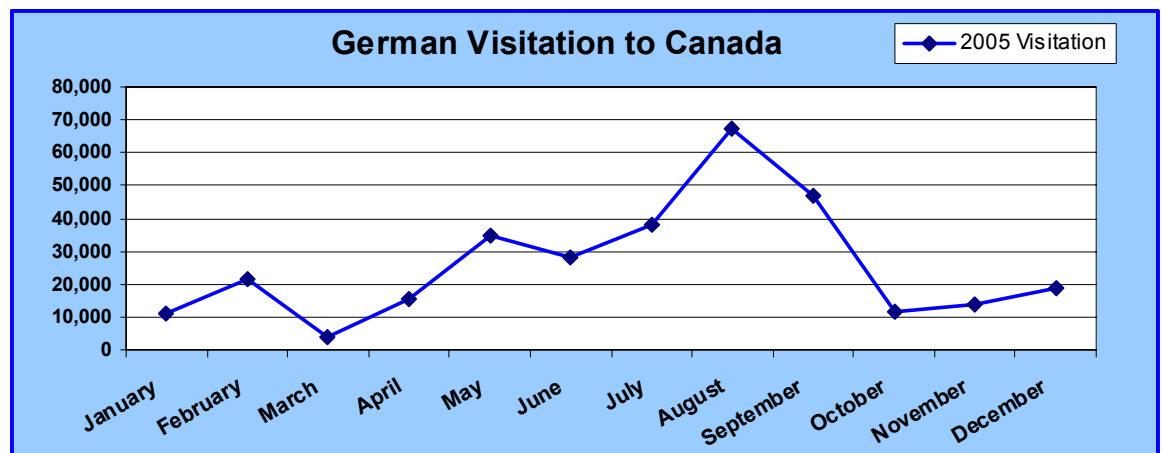
Source: Mintel International Group Ltd.; World's Leading Outbound Markets - International Travel & Tourism Intelligence, December 2005 Report

Holidays Abroad - Length of Stay - 2003	
2003	Average Length of Stay
under 5 days	3%
6-8 days	23%
9-12 days	15%
13-15 days	39%
16-19 days	4%
20-22 days	10%
23-26 days	1%
27-29 days	2%
30+ days	3%

Source: Mintel International Group Ltd.; World's Leading Outbound Markets - International Travel & Tourism Intelligence, December 2005 Report

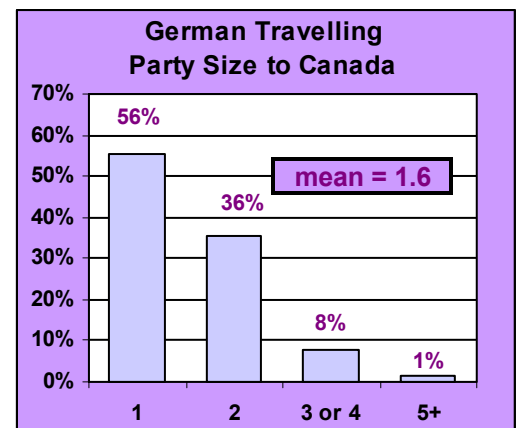
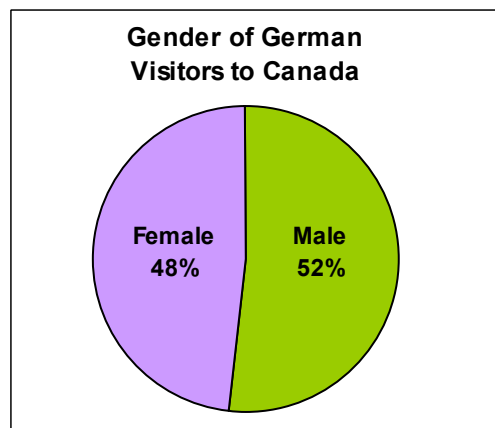
INTERNATIONAL TRAVEL SURVEY (2005) & THE GERMAN TRAVELLER:

- The International Travel Survey (ITS) is an ongoing survey conducted by Statistics Canada in partnership with the Canadian Tourism Commission



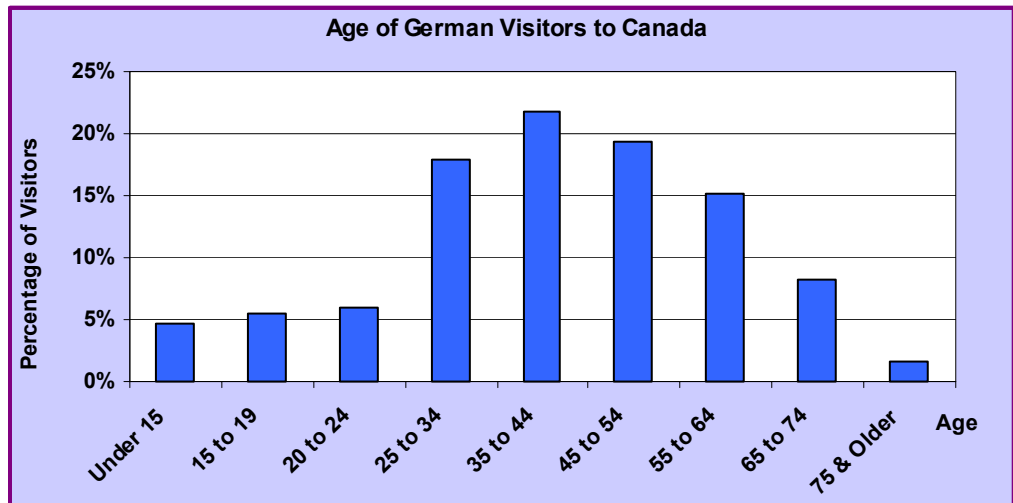
and some provinces, including BC. The survey contains questions designed to collect data on the characteristics of travellers. The ITS provides statistics on the volume of international travellers and on characteristics of their trips such as expenditures, activities, places visited, accommodations and length of stay.

- In 2005, German visitation to Canada peaked in August with almost 70,000 German visitors.
- Canada saw slightly more female visitors from Germany (52%) than male (48%) in 2005.



- Fifty-six percent of Germans came to Canada alone; parties of 2 were the next largest group of travellers (36%).

- Over 20% of the visitors to Canada were between the 35 to 44 year age-range. The 45 to 54 year old group was the second largest age group to visit Canada, followed by 25 to 34 year olds.



- Aside from shopping (92.2%) and sightseeing (88.6%), visiting a national or provincial nature park ranked most popular activity participated in by German travellers to Canada who spent a minimum of 1 night in BC. Visiting historic sites is also very popular and a market which with increased development could increase Canada's desirability as a long-haul destination for the German market.

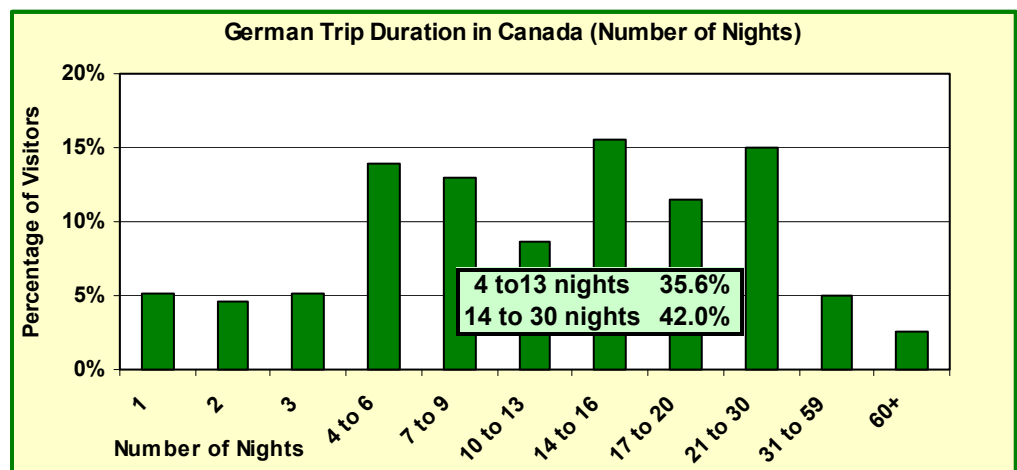
BC Visitors Methods of Transportation Used While in Canada		
	Number	Percentage
Rented Automobile	70,554	63.3%
Boat	40,725	36.5%
Bus	36,116	32.4%
Plane	25,108	22.5%
Private Automobile	23,026	20.7%
Train	7,332	6.6%
Private Boat	1,126	1.0%
Private Plane	0	0.0%
Other	37,572	33.7%

German Visitors Overnight to BC: Activities Participated in While in Canada		
		Percentage
1	Visit a national or provincial nature park	75.7%
2	Visit a historic site	59.8%
3	Visit a museum or art gallery	51.1%
4	hunting	50.0%
5	Participate in sports or outdoor activities	49.6%
6	Visit friends or relatives	42.3%
7	Visit a zoo, aquarium or botanical garden	39.4%
8	Go to a bar or nightclub	29.2%
9	Boating (motor boat, sail boat, kayak, canoe or other)	19.6%
10	Attend a sports event	14.0%

* Excludes shopping and sightseeing.

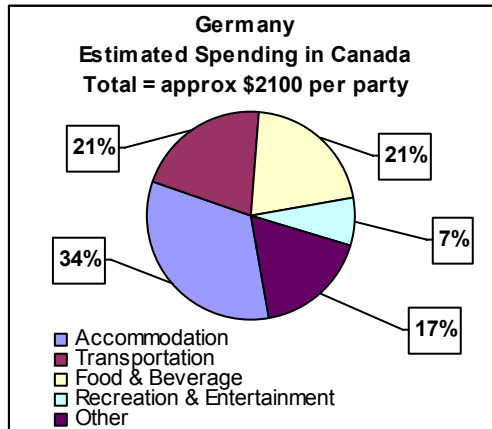
- While traveling in Canada, Germans (63.3% of all German visitors) who spent at least 1 night in BC travelled by rented automobiles more than any other mode of transportation. Travel by boat and bus were the second and third most popular modes of transportation.

- The most common number of nights spent in Canada by German visitors was 14 to 16 nights.

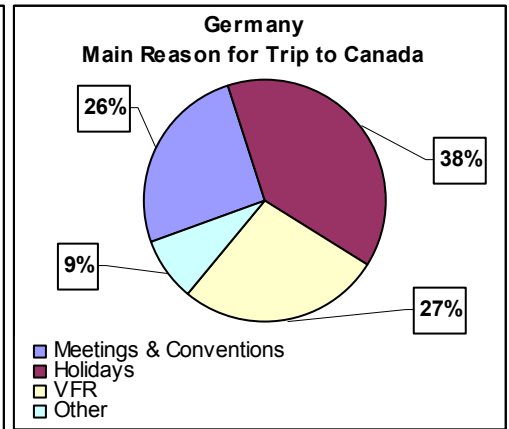


- An estimated 38% of Germans visiting Canada in 2005 did so for a holiday, while 27% came to Canada to visit friends and relatives, 26% for meetings and conventions and 9% for other reasons.

- Germans spent an estimated average of \$2,100 per party during their visit to Canada in 2005.



- Aside from shopping (92.2% of visitors) and sightseeing (88.6%), visiting a national or provincial nature park (80.6%) was the most



popular activity participated in by German travellers to Canada spending a minimum of 1 night in BC. Visiting a historic site (64.8%), visiting a museum or art gallery (55.1%), participating in sports or outdoor activities (52.6%), visiting a zoo, aquarium or botanical garden (41.6%) and visiting friends and relatives (39.8%) were all also popular activities for the German traveller to Canada.

- As can be seen in the accompanying table, German visitors who spent a minimum of 1 night in BC while visiting Canada were generally satisfied with their experiences in Canada.

German Visitor Satisfaction		overnight in BC
Transportation services		
	Good	78.5%
	Average	17.6%
	Poor	3.9%
Accommodation services		
	Good	82.2%
	Average	14.8%
	Poor	2.9%
Hospitality of local people		
	Good	98.0%
	Average	2.0%
	Poor	0.0%
Value for your money		
	Good	49.4%
	Average	45.3%
	Poor	5.2%
Variety of things to see and do		
	Good	87.0%
	Average	11.7%
	Poor	1.3%

EMERGING TRENDS IN THE TRAVEL TRADE:

- The tourism market trend towards short-term bookings has slowed down; on the increase is the trend for early bookings and special prices.
- German interest in visiting historical sites and learning about native culture may entice German travellers to choose Canada as their long-haul destination

ECONOMIC PROFILE:

- GDP growth is at a low for the German economy and forecasts (1.8%) for 2007.

