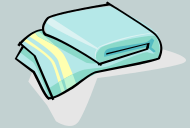


October 2007

**“Just 13 percent would be willing to pay higher rates or fares to use suppliers who demonstrate environmental responsibility .”**

## American Travellers Turning Green (But Not At Any Cost)

Co-authored by the Travel Industry Association and Ypartnership



More than half of all U.S. adults say they would be more likely to select an airline, rental car or hotel that uses more environmentally friendly products and processes, according to the results of the latest travelhorizons(TM) survey by the Travel Industry Association (TIA) and Ypartnership.

But while more than half of U.S. adults may be advocates of environmental responsibility, only 14 percent of respondents said their actual selection of a travel service supplier would be influenced by that supplier's efforts to preserve and protect the environment. Just 13 percent would be willing to pay higher rates or fares to use suppliers who demonstrate environmental responsibility (although fully 56 percent said they might).

The amount of the rate or fare premium appears to be the source of their hesitation: 76 percent would pay less than 10 percent more per usage (e.g., room night, airline flight, car rental, etc.), with the majority of respondents indicating they would pay less than 5 percent more.

## Visitor Inquiries Year-To-Date

Year-to-date our office has received 15,968 inquiries. This is an increase of 37% over last year. BC inquiries represented a whopping 88% of the total Canadian inquiries! This was due in large part to the very successful ‘In BC’ campaign spearheaded by Tourism BC.

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TOURISM VANCOUVER ISLAND VISITOR INQUIRIES			
Long-Haul Markets	Year-to Date % Change	Short-Haul Markets	Year-to Date % Change
Florida	47%	British Columbia	515 %
Pennsylvania	37%	Alberta	128%
Illinois	29%	Idaho	4%
Quebec	20%	Washington	-20%
Ontario	18%	Oregon	-27%
Saskatchewan	18%		
Texas	4%		
		International Markets	Year-to Date %
Manitoba	-4%	Australia & New Zealand	65%
Minnesota	-7%	United Kingdom	37%
Arizona	-20%	Germany	23%
Colorado	-30%	Netherlands	14%
California	-48%		

**“The most popular optional tour activity among the Korean package traveler to British Columbia was Butchart Gardens...”**

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Selected research documents are also available online:  
[www.tourismvi.ca](http://www.tourismvi.ca)

Everyone needs  
a little Island time.

## South Koreans On The Move

Written by Jody Young

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It is hard to believe that before 1989 South Koreans could only travel outside their country while on business. Times have changed, and travel has since grown. South Korean travelers are on the move and pose as a huge potential market for British Columbia and more specifically, Vancouver Island. According to Statistics Canada in 2006, over 193,000 South Korean Travelers visited Canada. Over 126,000 of these visitors entered Canada directly through British Columbia (65.1%). Characteristics of a typical South Korean visitor to Canada include:

- ◆ College educated
- ◆ Married or living with a partner
- ◆ 40 years of age or older
- ◆ Income in the range of 50,000 – 70,000 CDN
- ◆ Middle/Upper class
- ◆ 50% have family in Canada
- ◆ Average party size of 5.7 individuals
- ◆ 50% of Korean overseas travelers use the services of a travel agent



The principal reason for travel to Canada for South Koreans is sightseeing. Top destinations that come to mind for this market is Vancouver, Victoria, and Whistler, as they have beautiful nature and well established tourist infrastructure. The most popular optional tour activity among the Korean package traveler to British Columbia was Butchart Gardens followed by the Capilano Suspension Bridge tour. For those Koreans that have traveled to Canada, Canada has exceeded their expectations. The Canadian image is viewed positive as a clean, healthy, good place to live and travel.

Current barriers to travel for those South Koreans who have not yet visited British Columbia include low awareness, image, lack of information, lack of product development, and high price. The average South Korean consumer does not know much about British Columbia or Vancouver Island and all that it has to offer in terms of scenery and tourist infrastructure. British Columbia is viewed as a destination for elderly travelers. Not enough Korean language collateral has been produced for travel agents or consumers. South Korean travelers are seeking diversity among tour packages that have not yet been developed. Lastly, lengthy travel time and the high Canadian dollar compared to the Korean won act as barriers to travel.

Recommendations for Vancouver Island tourism stakeholders to improve this current situation and capitalize on South Korean travelers include:

- ◆ Work with tour operators to create new and diverse tour packages
- ◆ Pay attention to introducing luxurious and high-quality aspects of Vancouver Island
- ◆ Promote special events in British Columbia and on Vancouver Island
- ◆ Develop Korean language collateral for the Korean consumer market and travel agent
- ◆ Include a Korean aspect as part of a tour or package (visiting a Korean restaurant)

(References) or Further Information:

South Korea Consumer & Travel Trade Research, Canadian Tourism Commission

[http://www.corporate.canada.travel/docs/research\\_and\\_statistics/market\\_knowledge/AsiaPacific/SouthKoreaProjectSummary\\_eng.pdf](http://www.corporate.canada.travel/docs/research_and_statistics/market_knowledge/AsiaPacific/SouthKoreaProjectSummary_eng.pdf)

South Korea Consumer & Travel Trade Research, Tourism British Columbia

<http://www.tourismbc.com/PDF/2006%20South%20Korea%20CTC%20Research%20Updated.pdf>

Market Profile: South Korea, Tourism Vancouver Island

[http://www.tourismvi.ca/research/pdf/MarketProfile\\_SouthKorea\\_2007.pdf](http://www.tourismvi.ca/research/pdf/MarketProfile_SouthKorea_2007.pdf)