CHINA | 2025 MARKET HIGHLIGHTS

DESTINATION CANADA

Although recovery from China was delayed, visitor spending saw the largest year-over-year growth among all international markets in 2024. Spending is expected to return to 2019 levels by 2026, with China projected to become one of Canada's top international markets.

China is the slowest of Destination Canada's markets to recover, but signs of progress are emerging. Additional flight capacity resumed in 2024, and while volumes are still below 2019 levels, the outlook is promising. Regaining Approved Destination Status—anticipated by 2025 or 2026—would unlock significant long-term potential.

- The Yuan has weakened slightly in recent years but is expected to stabilize by 2026. Economic growth is forecasted to remain modest but steady.
- Spending by Chinese visitors is expected to reach 136% of 2019 levels by 2026.
- Visitor volumes will grow 22.1% between 2025 and 2026, with full recovery projected in 2027.
- In 2026, Canada is expected to welcome 653,400 Chinese visitors, generating $2.6 billion in spending — the second-highest international spend projection.

Spending and visitation levels (% relative to 2019)[1]

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Spend	100	16	9	15	40	60	84	136	166	188	210	232
Visitation	100	13	6	9	28	40	58	92	111	122	134	145

0%-50% 51%-75% 76%-100% 101%-120% 121%+

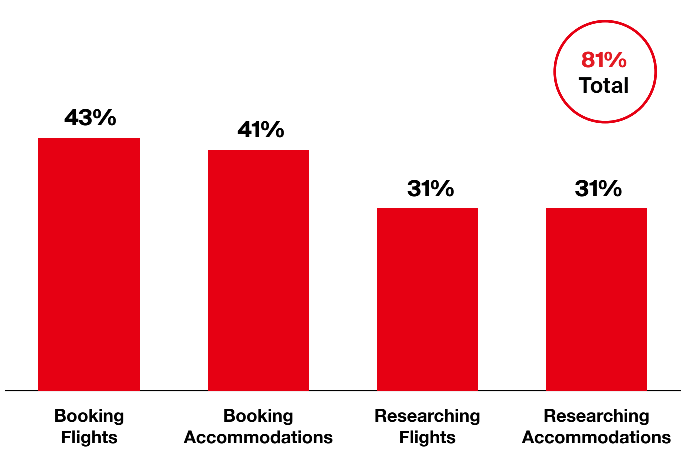
There is an unprecedented economic opportunity from a growing tourism industry, but there is significant potential for disruption in 2025. To remain resilient, our industry must reinforce that Canada remains open and friendly.

Potential Market Size[2]

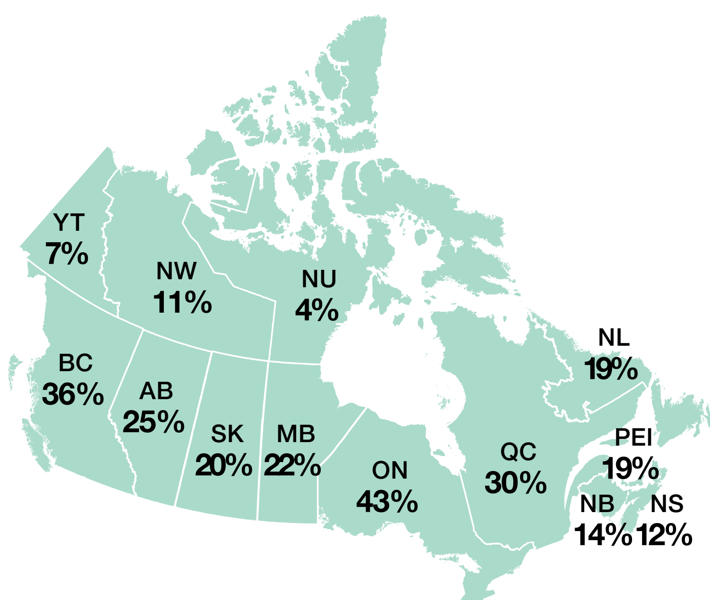
28,522,500
Total potential for long-haul travellers

18,835,000
Canada's immediate potential

Use Travel Agent on Canada Trip[2]



Likelihood to Visit Canadian Regions (Next 2 Years)



The DC Tourism Outlook Fall 2023 has been adjusted from 2023 to 2025 to reflect the latest arrival numbers.

[1] Destination Canada Tourism Outlook 2025-2030
[2] Destination Canada Global Traveller Research Program 2024

*Population is only for 11 target cities = Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Hangzhou, Suzhou, Xian, Qingdao, Nanjing.

CHINA | 2025 MARKET HIGHLIGHTS

DESTINATION CANADA

In China, there are two key priority segments selected through advanced analysis of their alignment to Canada's product offerings, their potential economic impact, brand alignment, and their ability to benefit Canadian communities.

China Priority Segment	% Of China Adult Population	% Of China Visitors to Canada	% Of China Spend to Canada
REFINED GLOBETROTTERS	12%	31%	40%

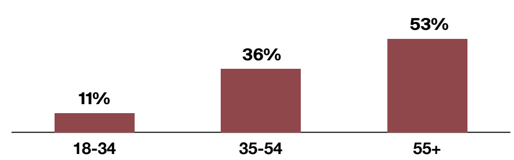
We prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. We are experienced travellers who are always on the lookout for new, unique places to cross of our list.

TOP CANADA ACTIVITIES

- Local Cuisine
- Cultural Experiences & Attractions
- Shopping
- Nature Experiences
- Health & Wellness

Type of Travel Trade	Level of Use (compared to rest of market)
Travel Trade for group travel	★★★★☆ (High)
Travel Trade for non-group travel	★★★★★ (Very High)

AGE



China Priority Segment	% Of China Adult Population	% Of China Visitors to Canada	% Of China Spend to Canada
OUTDOOR EXPLORERS	8%	20%	22%

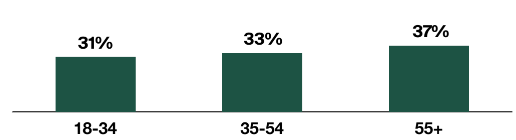
We are nature explorers who crave the thrill of unknown landscapes and overcoming challenges. Adventure travel allows us to grow, learn new skills, and establish personal traditions.

TOP CANADA ACTIVITIES

- Nature Experiences
- Water Based Sports
- Casual Sports

Type of Travel Trade	Level of Use (compared to rest of market)
Travel Trade for group travel	★★★☆☆ (Average)
Travel Trade for non-group travel	★☆☆☆☆ (Very Low)

AGE



Source: Destination Canada Traveller Segmentation Program 2024

Note: Segment sizing estimates will differ from those in the Global Traveller Research Program (GTRP), which applies stricter screening criteria—specifically a more narrowly defined long-haul traveller profile.

*Population sizing is only for 11 target cities = Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Hangzhou, Suzhou, Xian, Qingdao, Nanjing That

For further information, please contact:

Wei Li | Regional Managing Director Asia Pacific | T +86 (10) 8529 9066-33 | li.wei@destinationcanada.com