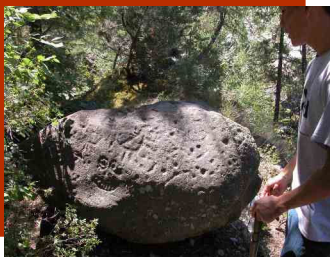


# Europe



Culture travelers in the forest by Fort St. James, B.C.

*The 2001 Germany Consumer Research study found that “approximately 20% of German long haul pleasure travelers participated in aboriginal culture activities on their most recent trip, while 44% rate it as an important motivating factor for destination selection”.*



Petroglyphs at Xat’su’ll Heritage Village near Williams Lake, B.C.

Thinking about exploring new markets for your tourism experience/product? The potential offered by the European market regarding Aboriginal tourism has been found to be one of the strongest for Aboriginal cultural tourism products. The U.K., Germany, Switzerland and the Netherlands are some of the strongest potential inbound tourism markets. We are taking a closer look at each of these four markets below.

## U.K.

The U.K. is one of Canada’s primary European markets for volume and receipts. U.K. residents who recently traveled within Canada are often older, retired individuals who travel either by themselves or with a spouse for the purpose of visiting friends or family. Over the last few years the U.K. has consistently moved towards a solid outbound market supported by a strong currency and extended holiday leave. U.K. travelers appear to be well aware of international tourism destinations such as Canada. They are particularly intrigued to learn about the host cultures of their

**U.K. Aboriginal Culture Travelers are:**

- slightly more likely to be male than female
- between 45-64 years old
- married
- from the southern parts of the U.K.

travel destinations. This includes an enthusiasm to learn about local cultures, try local products and services, as well as meeting their hosts. Visitors from the U.K. appreciate experiencing small towns and villages, scenic landmarks, national parks, and generally enjoy a variety of things to do while they travel. According to the Canadian Tourism Commission (CTC) there are about 2,719,000 potential U.K. Aboriginal culture travelers to Canada.

## Germany

Germany has long been considered one of the primary potential markets for Aboriginal cultural tourism. In the past, Germans have exhibited great interest and participation in tourism activities related to Canada’s Aboriginal population and culture. In fact, market research has found that 70% were likely to base their destination choice on the accessibility of Aboriginal attractions. However, recently Germany has struggled with weakened economic conditions resulting in a slow down in the long haul

travel market over the last few years. Despite this unfavourable economic climate Canada can still expect up to 5.6 million potential German travelers to visit the country over the coming five years.



Tipis at Xat’su’ll Heritage Village near Williams Lake, B.C.

**German Aboriginal Culture Travelers are:**

- Older (45-64 years)
- Higher educated
- More likely to be male than female
- Middle to high income earners

# Switzerland



Metlakatla First Nation guide at Pike Island, Prince Rupert, B.C.

Switzerland is characterized by a healthy economy and a high standard of living. As a result of the strong economy, outbound travel has continued to rise annually. Interestingly, the Swiss long-haul pleasure traveler appears to be comparatively young and of higher than aver-

age social status. Canada ranks third on the Swiss long haul destination list, with summer being the most popular season for travel. It is worth noting that French-speaking Swiss appear to be attracted to Eastern Canada, whereas German-speaking Swiss tend to travel to Western Canada. CTC and ATTC (2000) found that Aboriginal culture was an important influencing factor on destination selection for 57% of Swiss long haul pleasure

travelers and 45% took part in Aboriginal culture activities on their latest trip to Canada. Because Canada is seen by many Swiss travelers as a destination offering nature experiences rather than cultural tourism, marketing a cultural image of Canada to Swiss travelers could raise awareness of this opportunity.

*The opportunity to experience Aboriginal culture is an important factor influencing destination selection for 57% of Swiss long haul travelers.*

## Swiss Aboriginal Culture Travelers are:

- under the age of 45 years (60%)
- more likely to be female than male
- likely to have children (32%)
- middle to high income earners
- higher educated

# The Netherlands

The Dutch economy is strong and supports a strong outbound travel market. Leisure experiences are the primary reason for Dutch travelers to travel to Canada and Canada is valued for its nature and impressive landscape as well as security and environmental quality. CTC and ATTC (2000) report that 35% of Dutch long haul pleasure travelers took

part in Aboriginal culture activities on their most recent trip, while 40% indicated Aboriginal culture as a motivating factor in destination selection. The Dutch Aboriginal Culture traveler is more likely to be affluent and 46% are under 45 years of age.

## Dutch Aboriginal Culture Travelers are:

- generally between 35 and 64 years of age (50%)
- more likely to be male than female
- more likely to be high income earners
- likely from the western regions of the Netherlands (36%)



Tourists learning about the fur trade at Fort St. James National Historic Site, Fort St. James, B.C.