

Not All Chinese Immigrants Are Homogenous: Domestic Travel Behaviour Patterns in Canada

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Domestic travel in Canada has seen a significant increase in recent years, however surprisingly little attention has been paid to it. As an important part of the Canadian population, immigrants, who bring both opportunities and challenges to the Canadian tourism industry, have seldom been studied in previous research, and the heterogeneity of immigrants is usually neglected. Therefore, this study examined the travel behaviour patterns of three segments of Chinese immigrants based on their country or region of birth: Canada, Hong Kong and mainland China. The findings evidenced that the Chinese immigrant market in Canada is not homogenous, although the travel patterns of native Canadians are similar to Chinese immigrants born in Canada. This research enables Destination Management Organizations (DMOs) to understand the differences between the three groups of immigrants, and provides insights into potential marketing approaches for DMOs to better attract and satisfy these markets.