

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

**BRITISH COLUMBIA, ALBERTA & CANADA**



# Monthly Visitor Highlights

BRITISH COLUMBIA

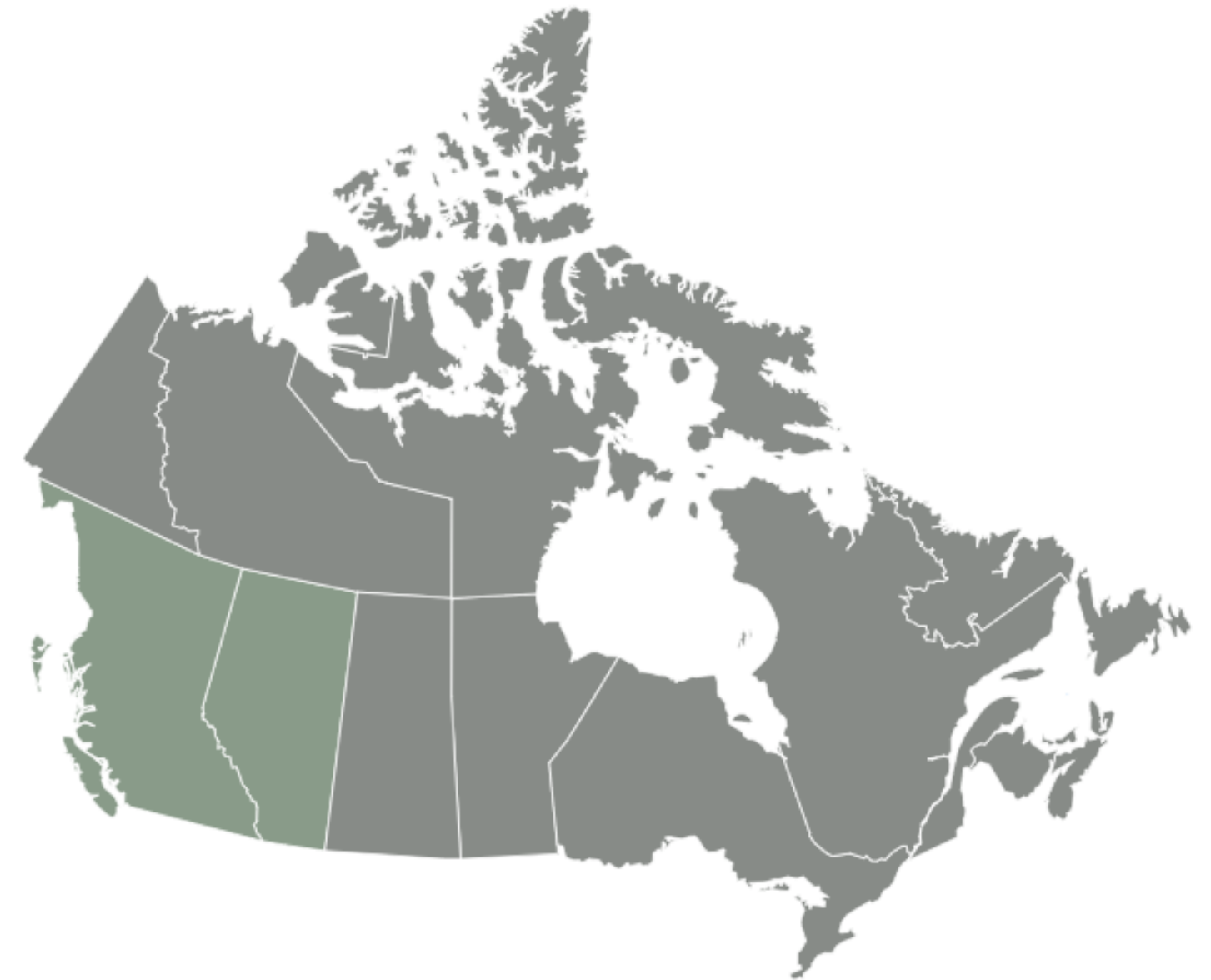
2021 DATA VINTAGE



SYMPHONY  
TOURISM  
SERVICES

# PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to **British Columbia**



# RESEARCH OVERVIEW

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces** and **territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada
- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data  
Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

## Methodology

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

# HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces, territories, and tourism regions**
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2018, 2019 and 2020
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



# CANADA INSIGHTS

# Q1 2019/2020 VS. Q1 2021: DOMESTIC VISITORS BY QUARTER

## BRITISH COLUMBIA



Q1 = January | February | March  
 Note: All counts have been rounded to the nearest 100

### Overview

- In Q1 2019 British Columbia saw an average of **2,206,800** Domestic Visitors. In Q1 2020 the Region saw **1,983,700** Domestic Visitors and in Q1 2021 **1,441,100** Domestic Visitors. A **decrease** of **-35%** compared to 2019 and **-27%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Newfoundland in 2019 and Nunavut in 2019 and 2020 when compared to 2019 and 2020.

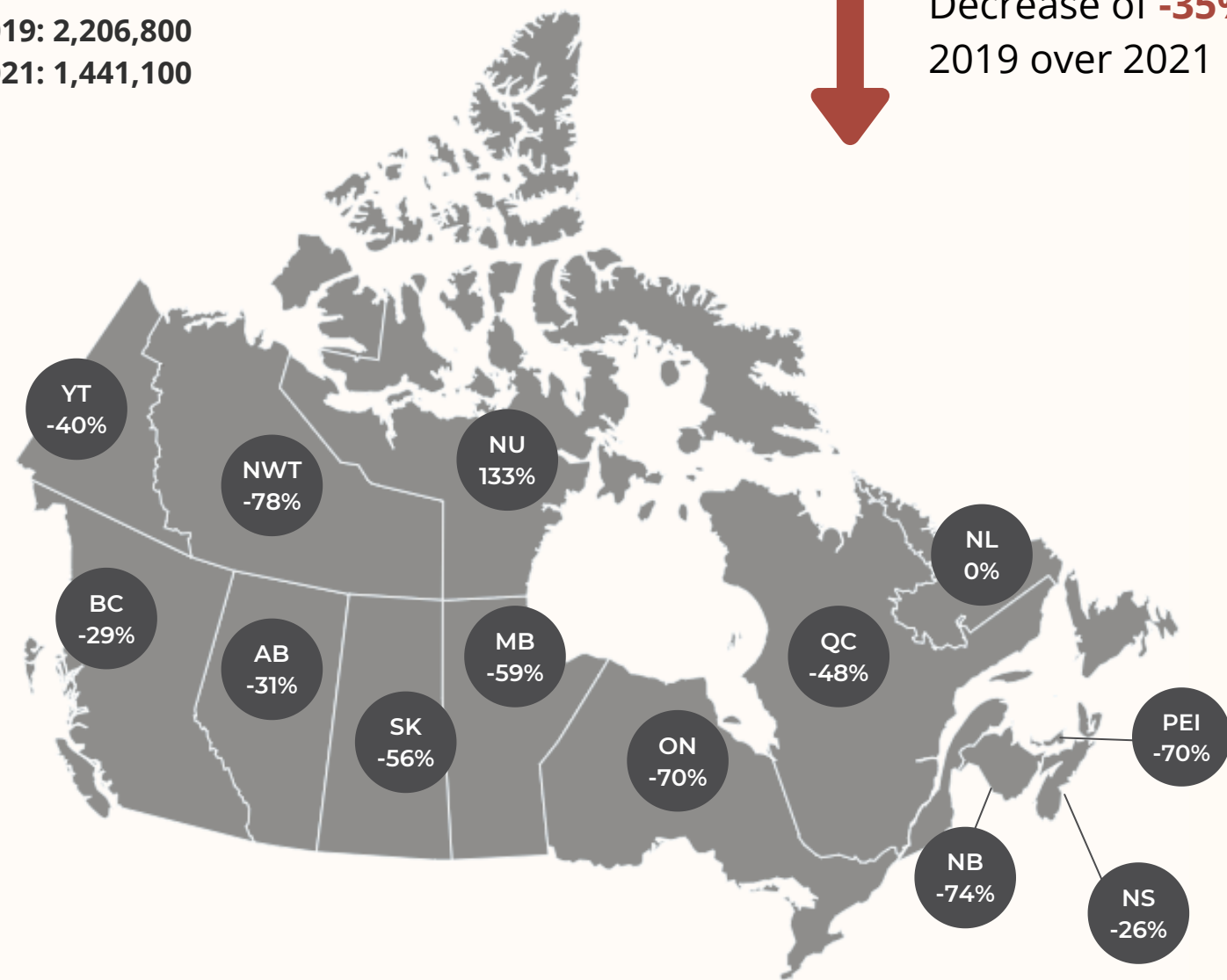
**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to British Columbia  
 2019 vs. 2021

2019: 2,206,800  
 2021: 1,441,100

**Canada**  
 Decrease of **-35%**  
 2019 over 2021

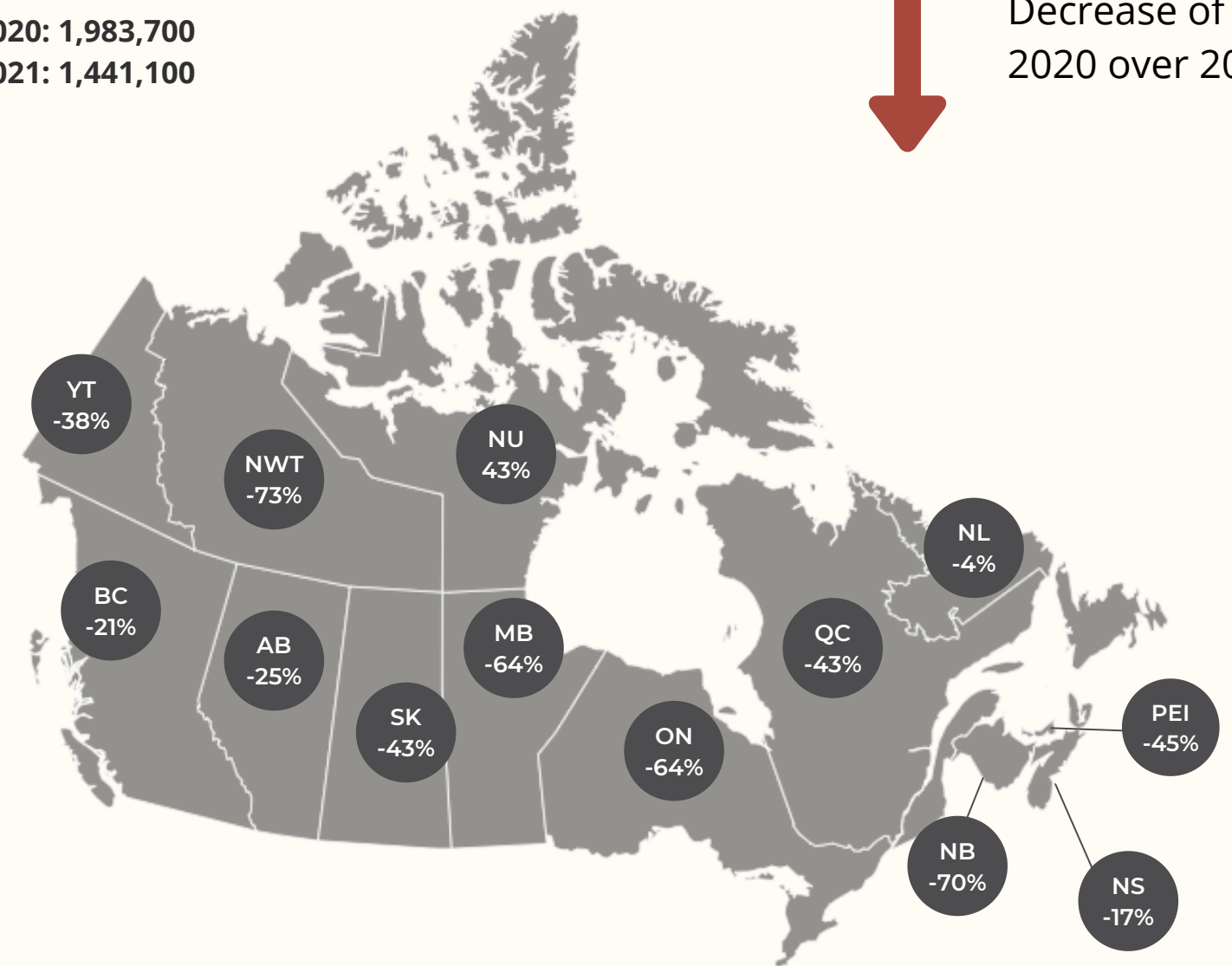


### 2020 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to British Columbia  
 2020 vs. 2021

2020: 1,983,700  
 2021: 1,441,100

**Canada**  
 Decrease of **-27%**  
 2020 over 2021



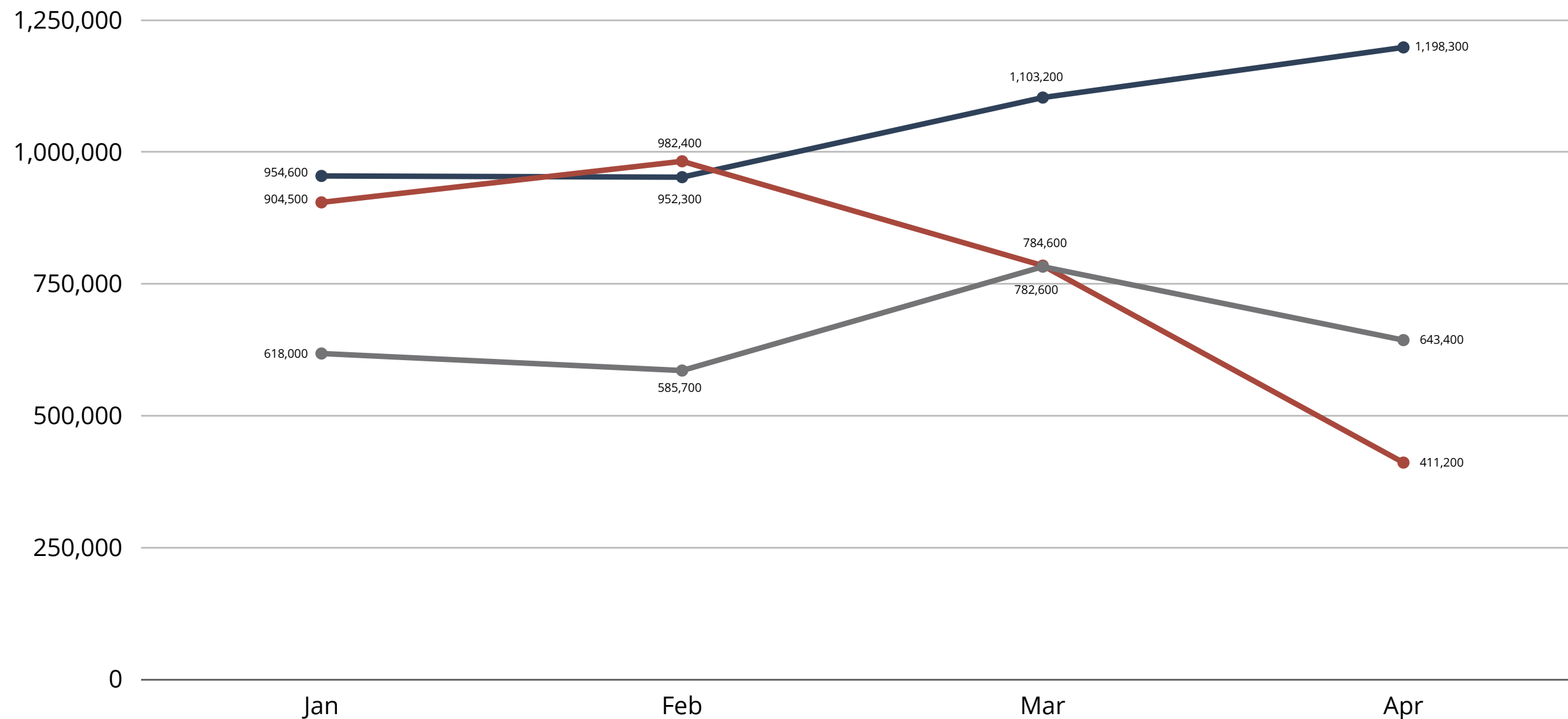
\*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin



# CANADIAN VISITATION

## CANADIAN VISITORS TRAVELLING TO BRITISH COLUMBIA BY MONTH



### KEY FINDINGS

- January 2021 saw a **-32%** decrease in visits compared to January 2020 and a **-35%** decrease compared to 2019.
- February 2021 saw a **-40%** decrease compared to February 2020 and a **-38%** decrease compared to 2019.
- March 2021 saw a **0%** change compared to March 2020 and a **-29%** decrease compared to 2019.
- April 2021 saw a **56%** increase compared to April 2020 and a **-46%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

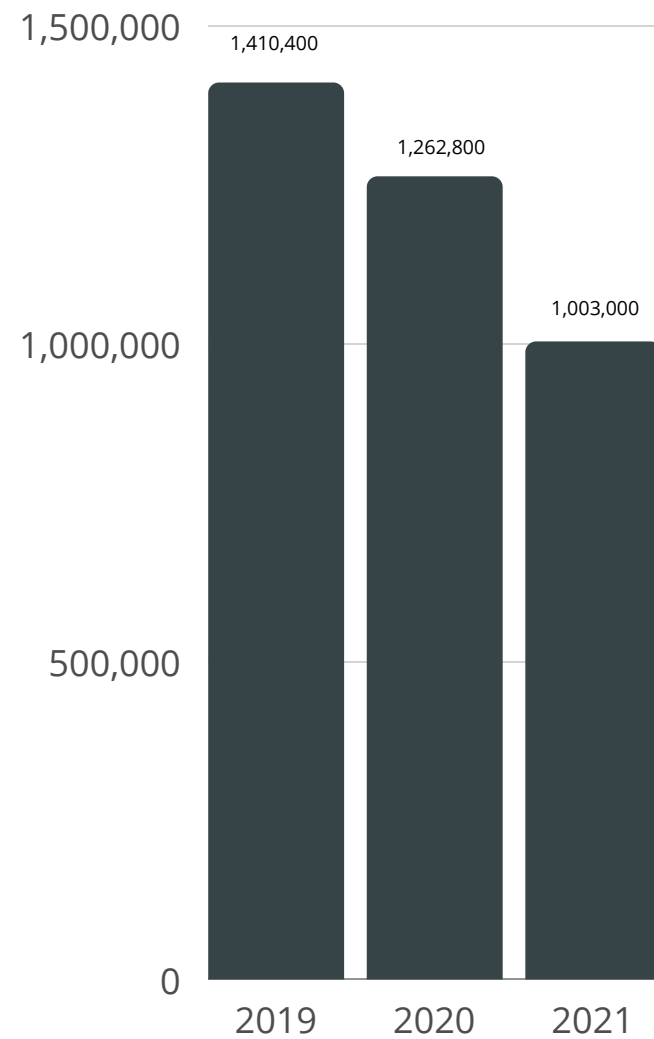
# BRITISH COLUMBIA INSIGHTS



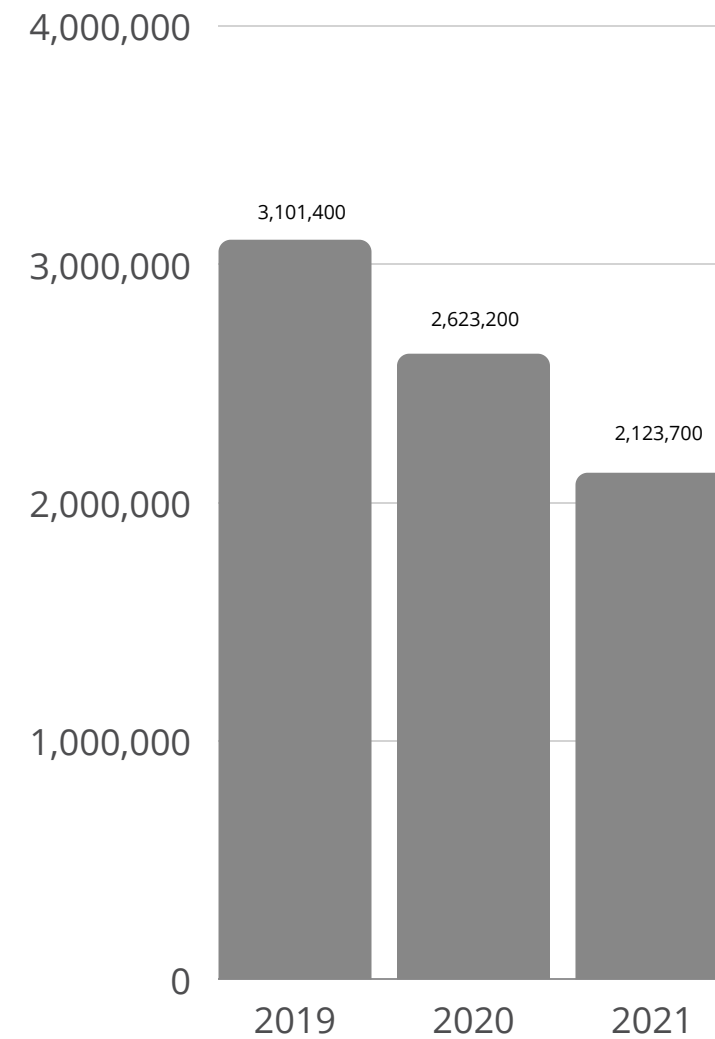
# BRITISH COLUMBIA VISITATION - Q1

## BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

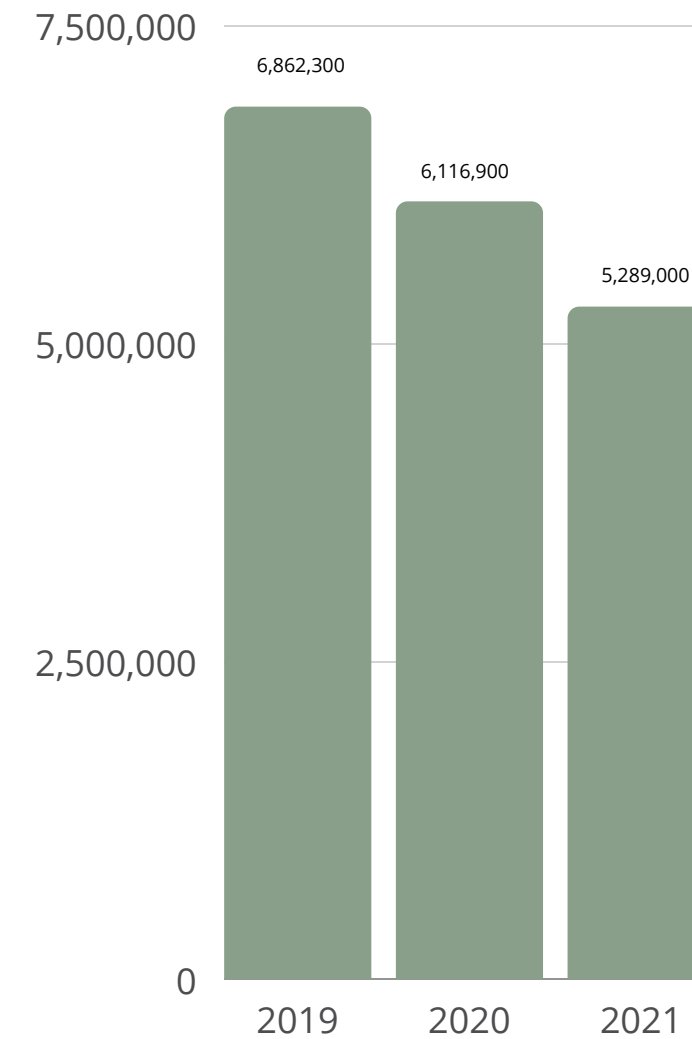
Number of Visitors to BC from BC in Q1



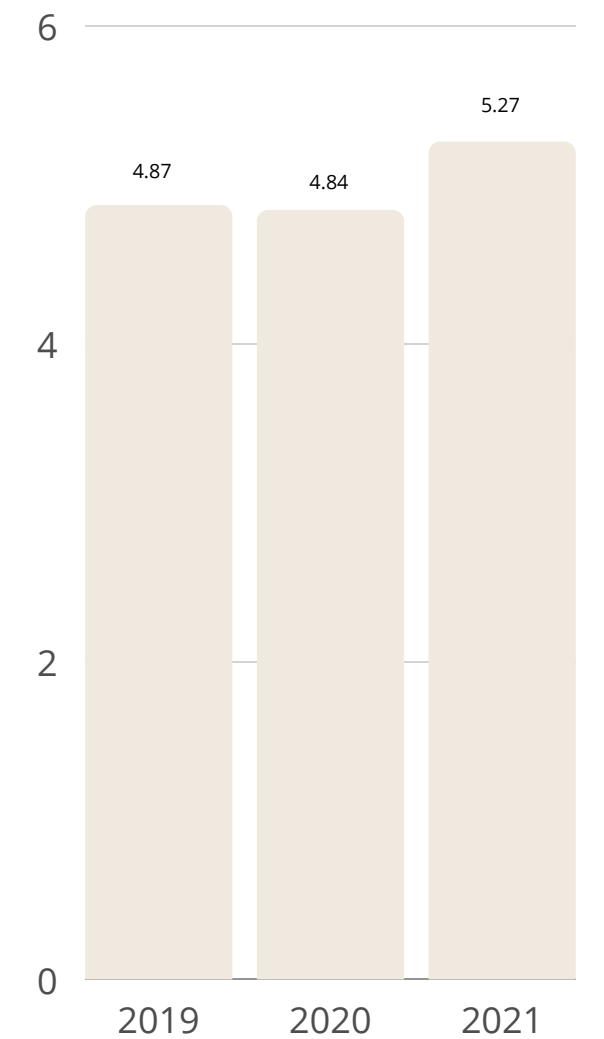
Number of Trips to BC from BC in Q1



Number of Nights Stayed in BC from BC in Q1



Night Stays/Visits to BC from BC in Q1



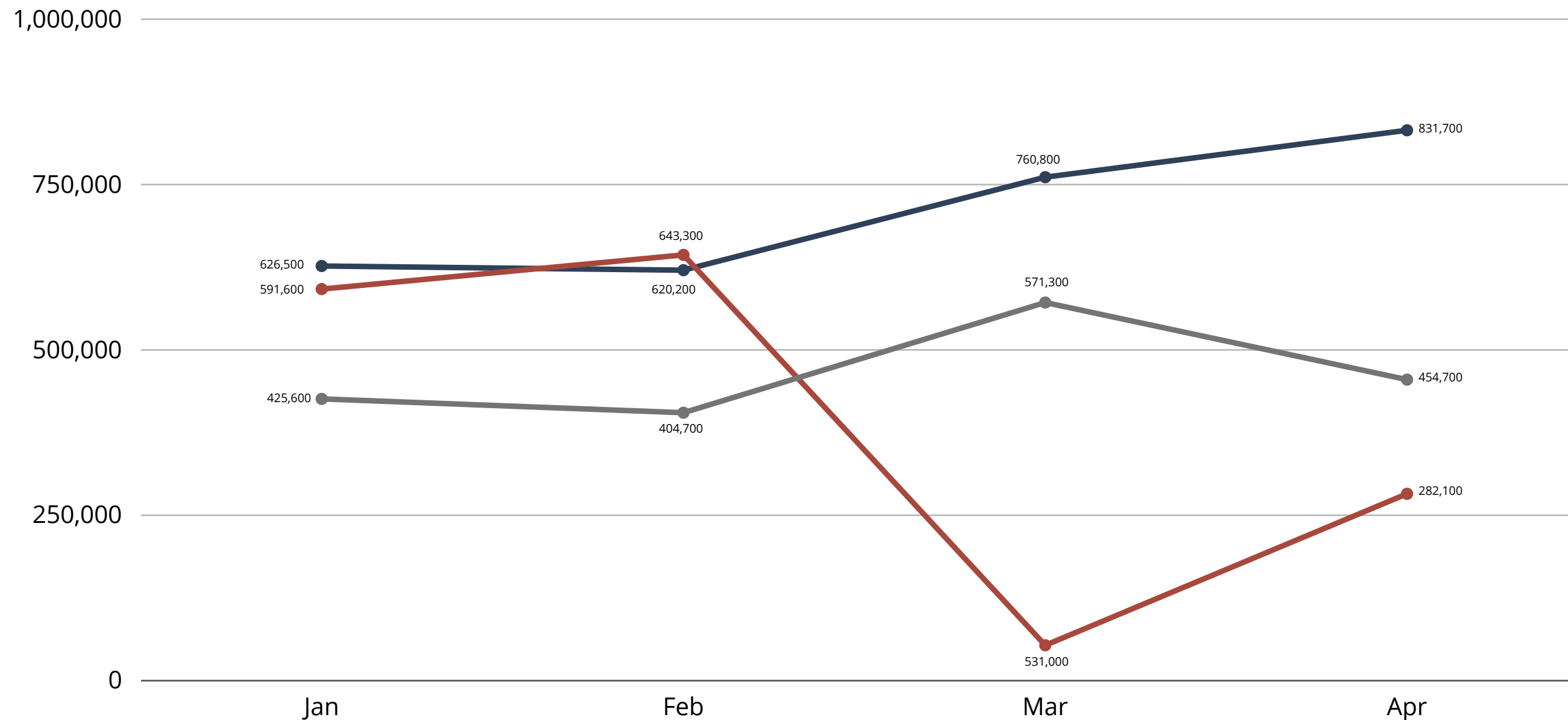
# BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	129,900	Vancouver	109,800	Vancouver	95,400
Surrey	81,200	Surrey	72,600	Surrey	66,700
Abbotsford	50,000	Kelowna	43,500	Abbotsford	36,200
Kelowna	48,800	Abbotsford	41,500	Kelowna	34,000
Saanich	46,700	Kamloops	40,000	Kamloops	32,500
Nanaimo	43,200	Nanaimo	39,900	Nanaimo	28,500
Kamloops	41,500	Saanich	38,900	Burnaby	27,300
Burnaby	38,300	Burnaby	31,200	Saanich	26,000
Victoria	34,300	Prince George	29,500	Chilliwack	24,500
Richmond	35,500	Victoria	29,200	Richmond	22,400

# BRITISH COLUMBIA VISITATION

## BC VISITORS TRAVELLING WITHIN BC BY MONTH



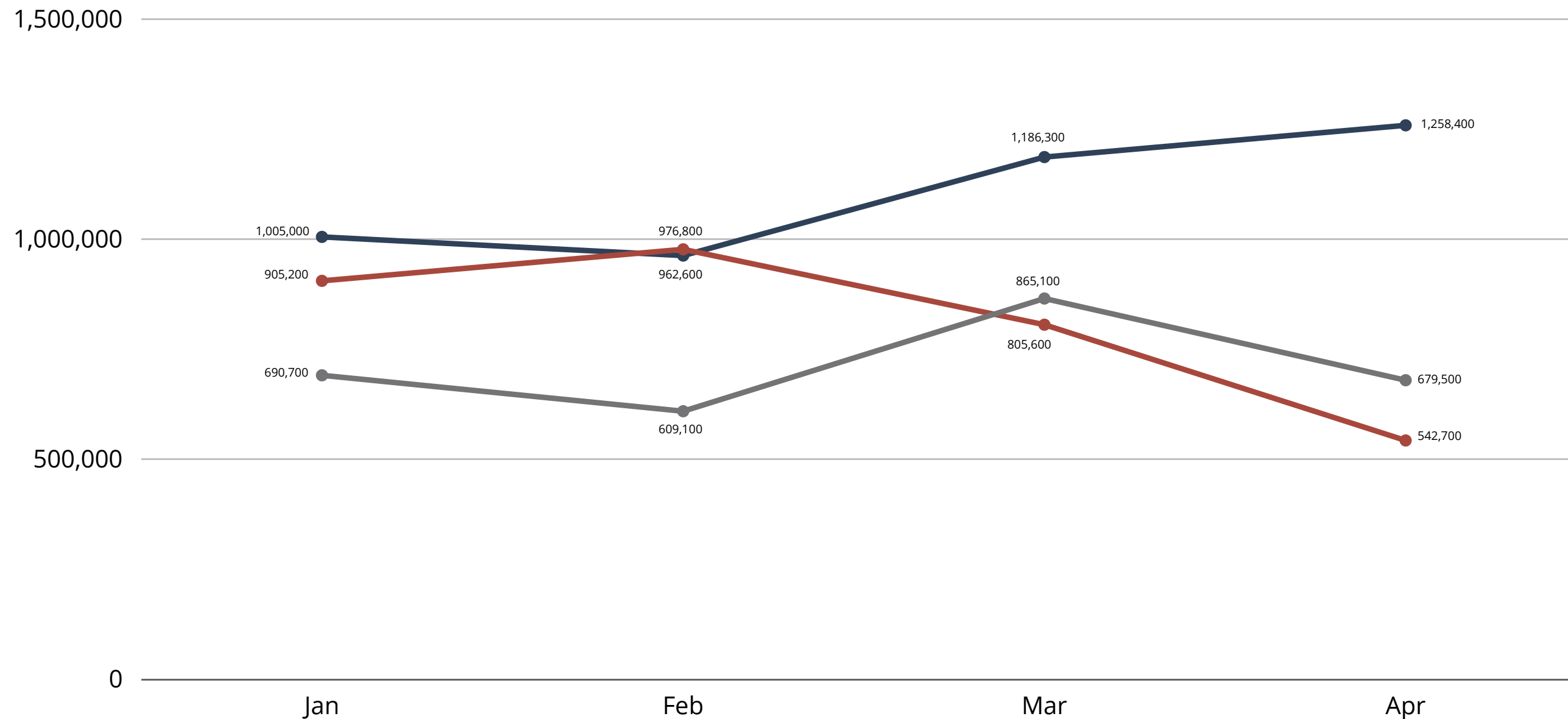
### KEY FINDINGS

- January 2021 saw a **-28%** decrease in visits compared to January 2020 and a **-32%** decrease compared to 2019.
- February 2021 saw a **-37%** decrease compared to February 2020 and a **-35%** decrease compared to 2019.
- March 2021 saw a **8%** increase compared to March 2020 and a **-25%** decrease compared to 2019.
- April 2021 saw a **61%** increase compared to April 2020 and a **-45%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

# BRITISH COLUMBIA VISITATION

## BC TRIPS WITHIN BC BY MONTH



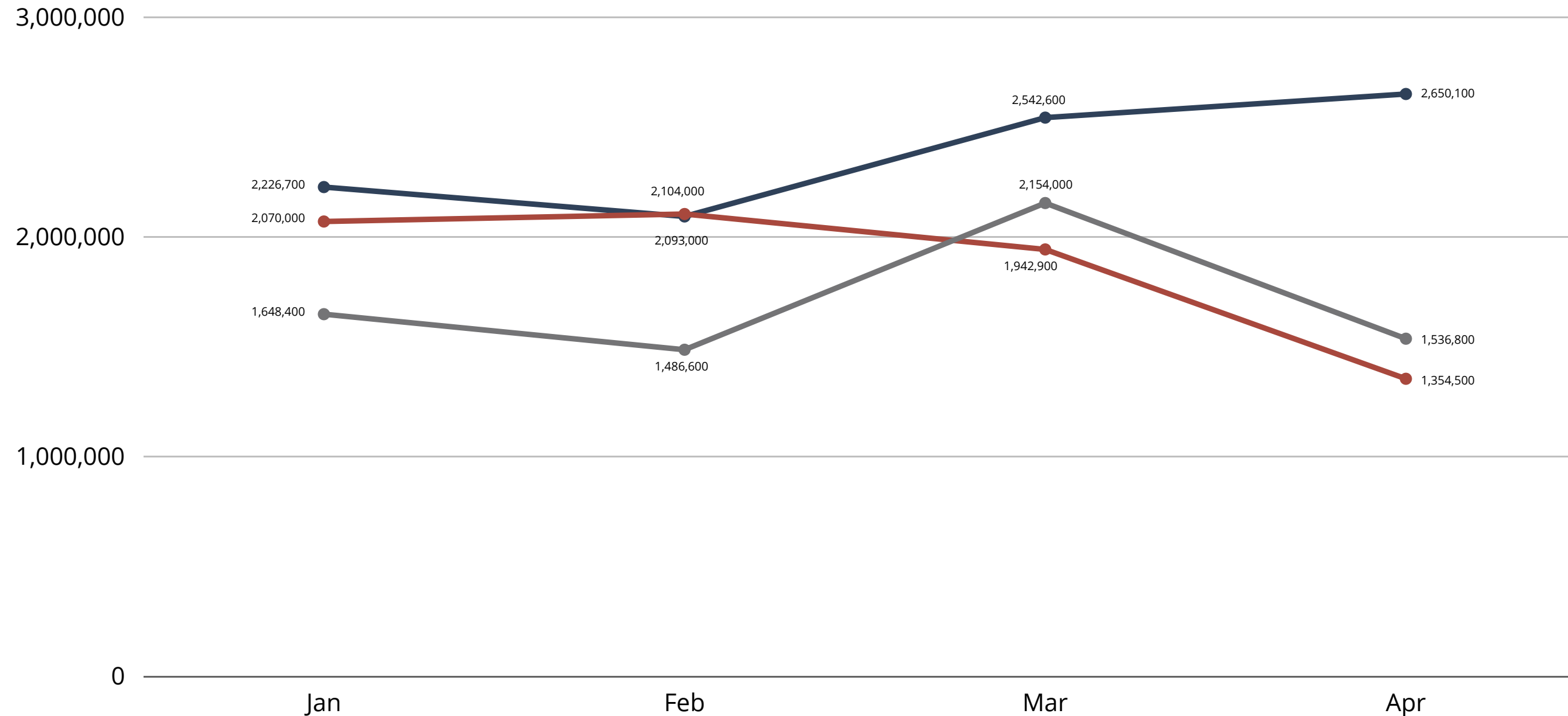
### KEY FINDINGS

- January 2021 saw a **-24%** decrease in trips compared to January 2020 and a **-31%** decrease compared to 2019.
- February 2021 saw a **-38%** decrease compared to February 2020 and a **-37%** decrease compared to 2019.
- March 2021 saw a **7%** increase compared to March 2020 and a **-27%** decrease compared to 2019.
- April 2021 saw a **25%** increase compared to April 2020 and a **-46%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

# BRITISH COLUMBIA VISITATION

## BC OVERNIGHT STAYS WITHIN BC BY MONTH



### KEY FINDINGS

- January 2021 saw a **-20%** decrease in Overnight Stays compared to January 2020 and a **-26%** decrease compared to 2019.
- February 2021 saw a **-29%** decrease compared to February 2020 and a **-29%** decrease compared to 2019.
- March 2021 saw a **11%** increase compared to March 2020 and a **-15%** decrease compared to 2019.
- April 2021 saw **13%** increase compared to April 2020 and a **-42%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

# JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

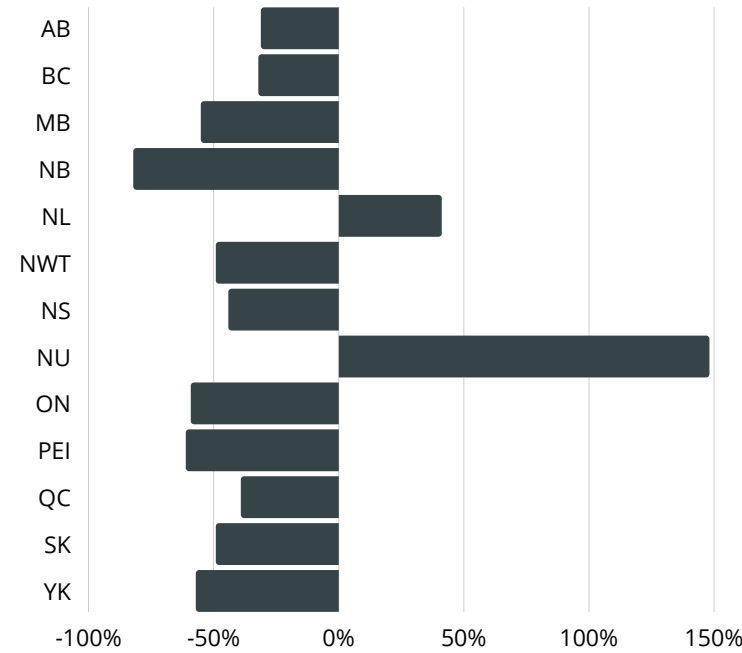
- The number of visits to British Columbia from Canadian travellers dropped by **-35%** when comparing January 2019 to January 2021.
  - Trips decreased by **-33%** and Overnight Stays decreased by **-26%** from January 2019 to January 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **-32%** when comparing January 2020 to January 2021.
  - Trips decreased by **-25%** and Overnight Stays decreased by **-19%** from January 2020 to January 2021.
- Visits to British Columbia from Newfoundland and Nunavut increased in January 2021 when compared to January 2019.
- Visits to British Columbia from PEI and Nunavut increased in January 2021 when compared to January 2020. All other Provinces decreased.

### January 2019 Provincial and National Visitation

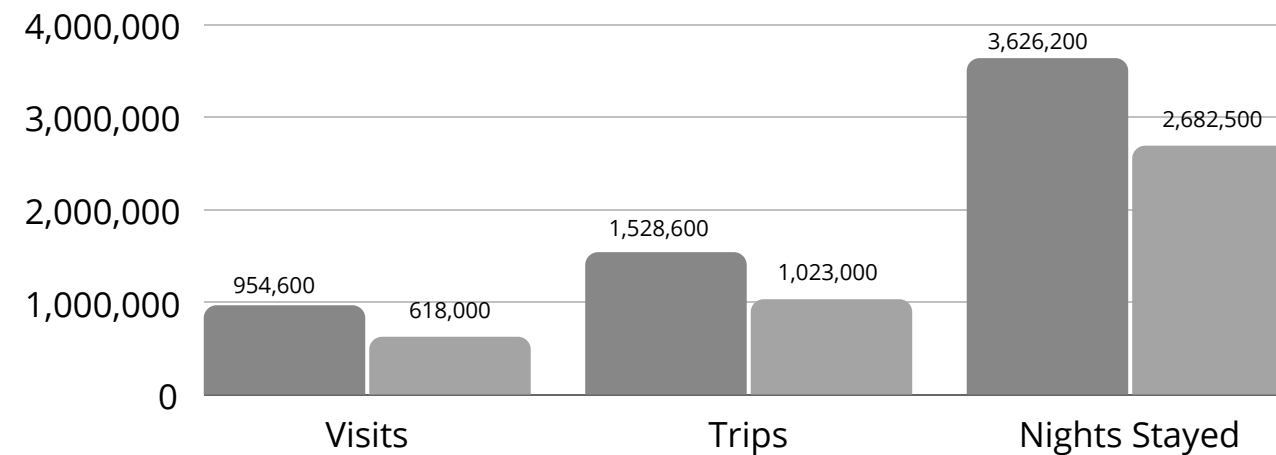
#### Canadian Visitation

- Canadian Visits to BC decreased by **-35%** from 954,600 in January 2019 to 618,000 in 2021.
- Canadian Trips to BC decreased by **-33%** from 1,528,600 in January 2019 to 1,023,000 in 2021.
- Canadian Night Stays in BC decreased by **-26%** from 3,626,200 in January 2019 to 2,682,500 in 2021.

#### Provincial Visits to British Columbia January 2019 vs. January 2021



#### Canadian Visitation to British Columbia- January 2019/2021

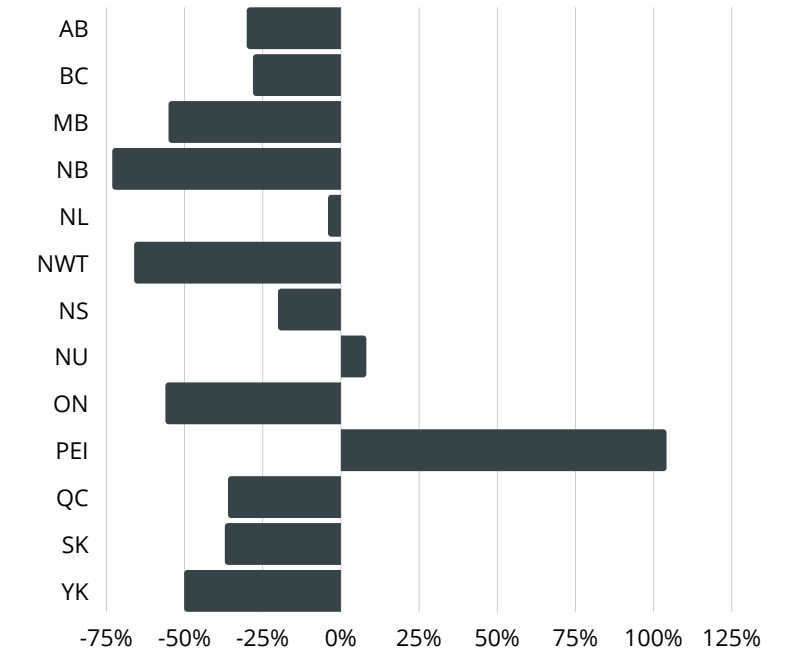


### January 2021 Provincial and National Visitation

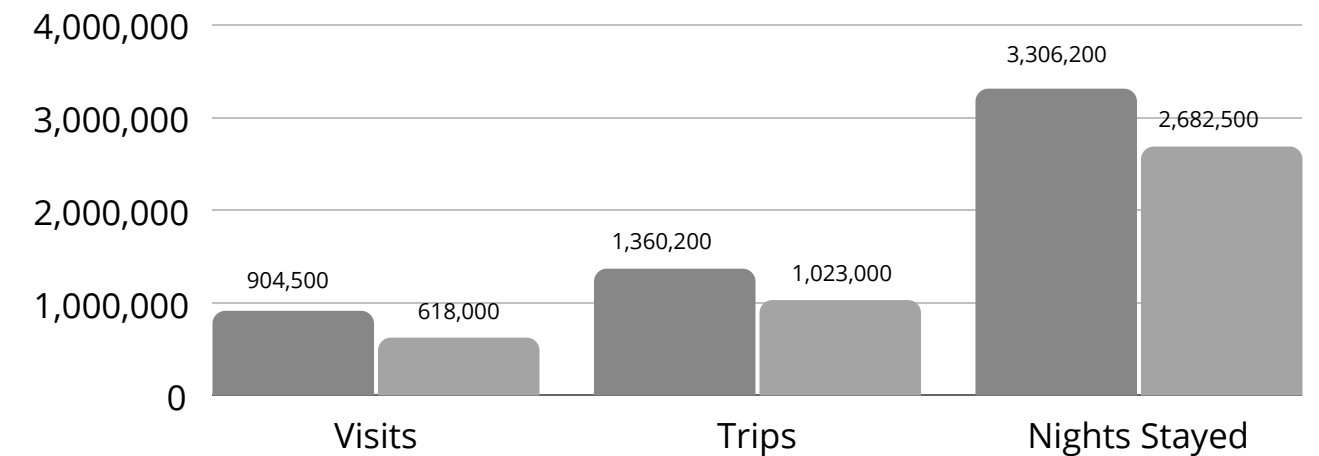
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- Canadian Trips to BC decreased by **-25%** from 1,360,200 in January 2020 to 1,023,000 in 2021.
- Canadian Night Stays in BC decreased by **-19%** from 3,306,200 in January 2020 to 2,682,500 in 2021.

#### Provincial Visits to British Columbia January 2020 vs. January 2021



#### Canadian Visitation to British Columbia- January 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

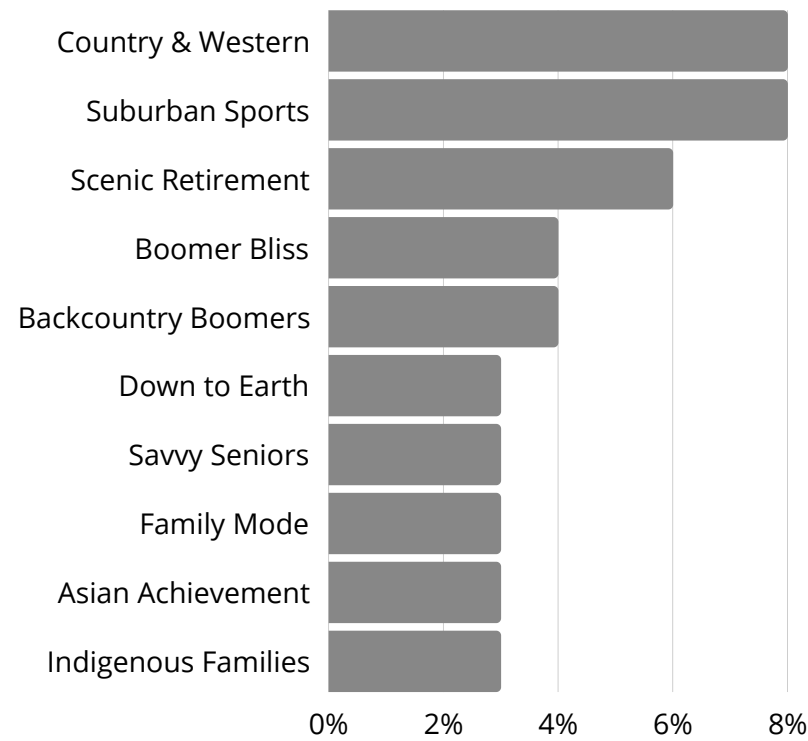
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in January 2019 and January 2021.

### January 2019 BC Visits to BC by PRIZM Segment

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western** rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)

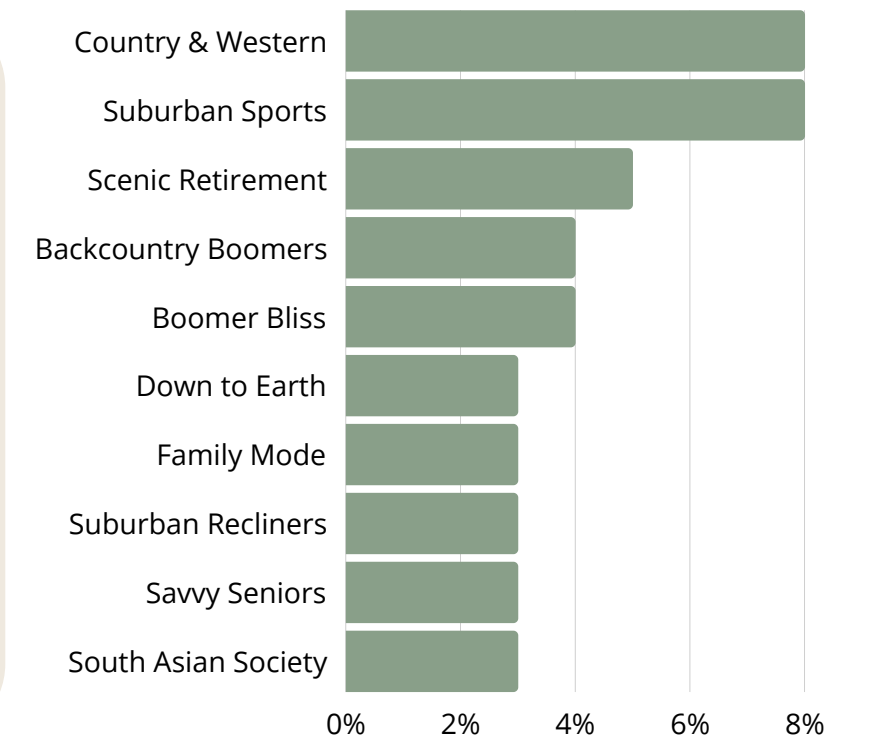


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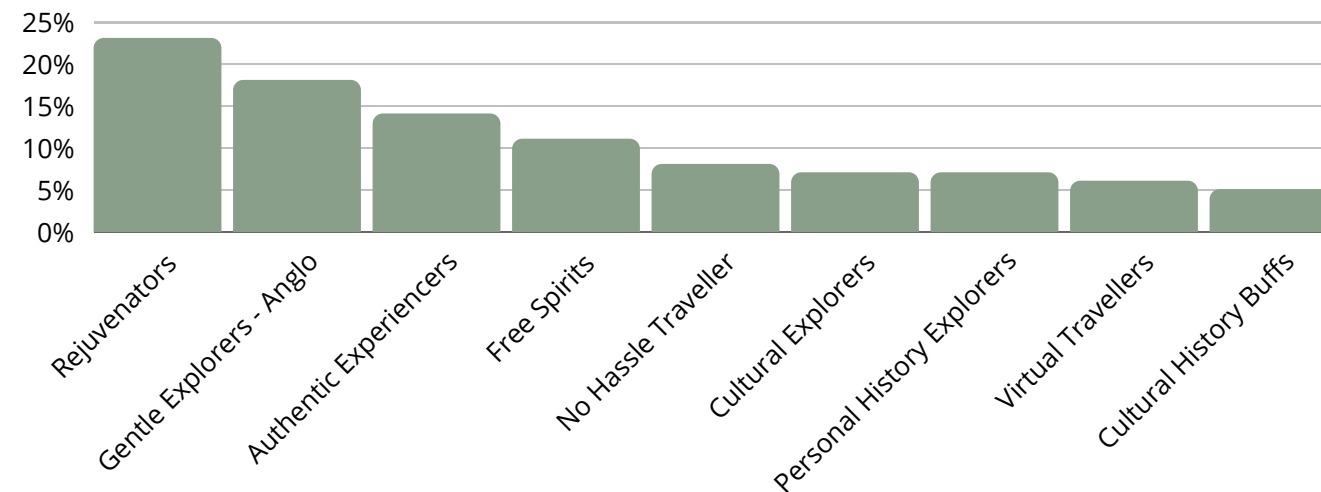
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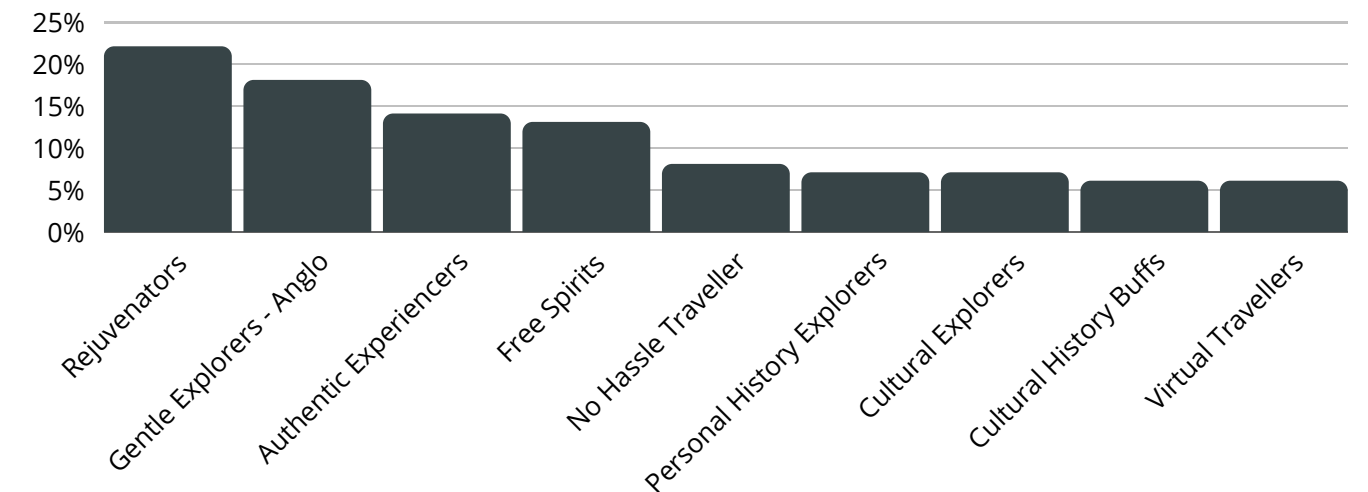
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### January 2019 Visits by EQ Type



### January 2021 Visits by EQ Type



# FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

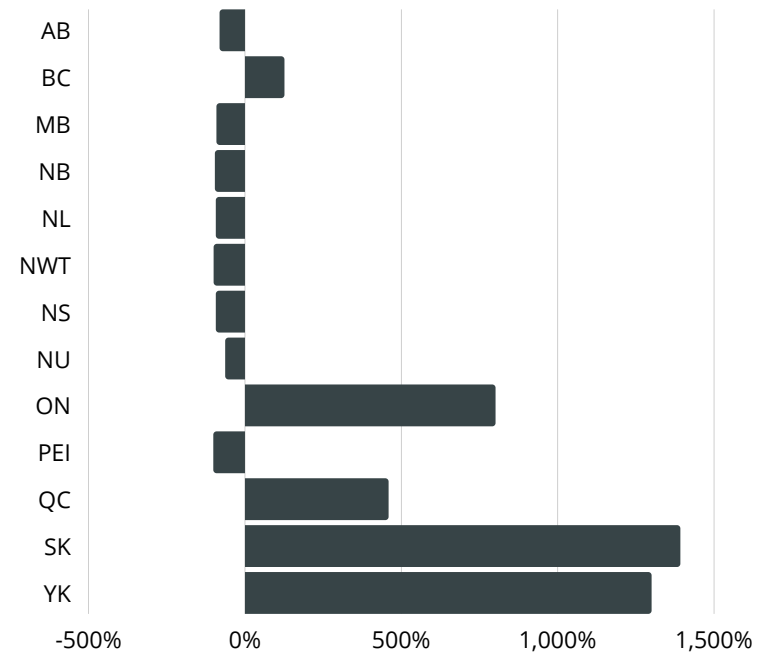
- The number of visits to British Columbia from Canadian travellers dropped by **-38%** when comparing February 2019 to February 2021.
  - Trips decreased by **-40%** and Overnight Stays decreased by **-30%** from February 2019 to February 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **-40%** when comparing February 2020 to February 2021.
  - Trips decreased by **-41%** and Overnight Stays decreased by **-30%** from February 2020 to February 2021.
- Visits to British Columbia from British Columbia, Ontario, Quebec, Saskatchewan, and Yukon increased in February 2021 when compared to February 2019.
- Visits to British Columbia from Nunavut increased in February 2021 when compared to February 2020.
- All other Provinces decreased when compared to February 2019 and 2020.

### February 2019 Provincial and National Visitation

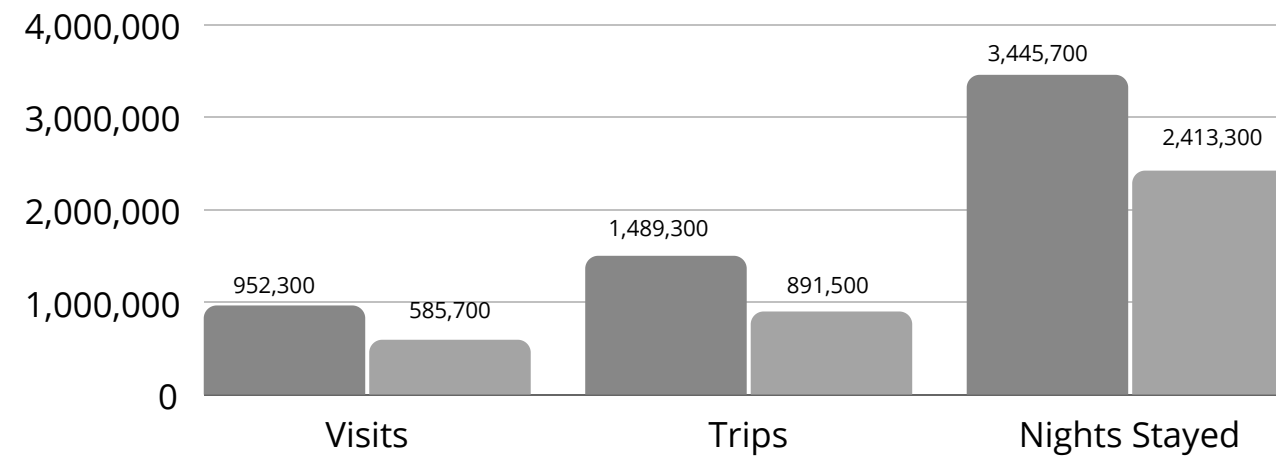
#### Canadian Visitation

- Canadian Visits to BC decreased by **-38%** from 952,300 in February 2019 to 585,700 in 2021.
- Canadian Trips to BC decreased by **-40%** from 1,489,300 in February 2019 to 891,500 in 2021.
- Canadian Night Stays in BC decreased by **-30%** from 3,445,700 in February 2019 to 2,413,300 in 2021.

#### Provincial Visits to British Columbia February 2019 vs. February 2021



#### Canadian Visitation to British Columbia - February 2019/2021

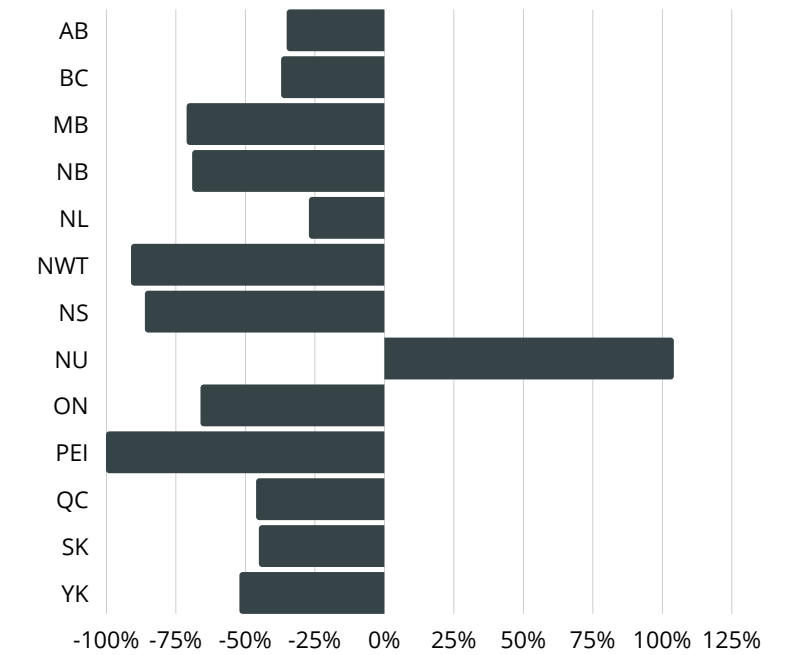


### February 2021 BC Provincial and National Visitation

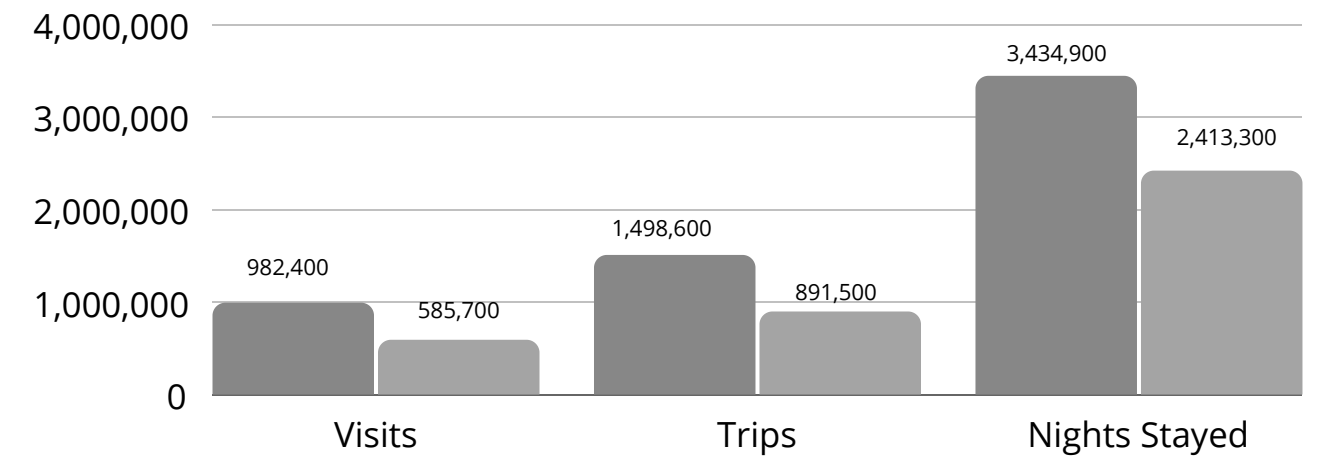
#### Canadian Visitation

- Canadian Visits to BC decreased by **-40%** from 982,400 in February 2020 to 585,700 in 2021.
- Canadian Trips to BC decreased by **-41%** from 1,498,600 in February 2020 to 891,500 in 2021.
- Canadian Night Stays in BC decreased by **-30%** from 3,434,900 in February 2020 to 2,413,300 in 2021.

#### Provincial Visits to British Columbia February 2020 vs. February 2021



#### Canadian Visitation to British Columbia - February 2020/2021





# FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

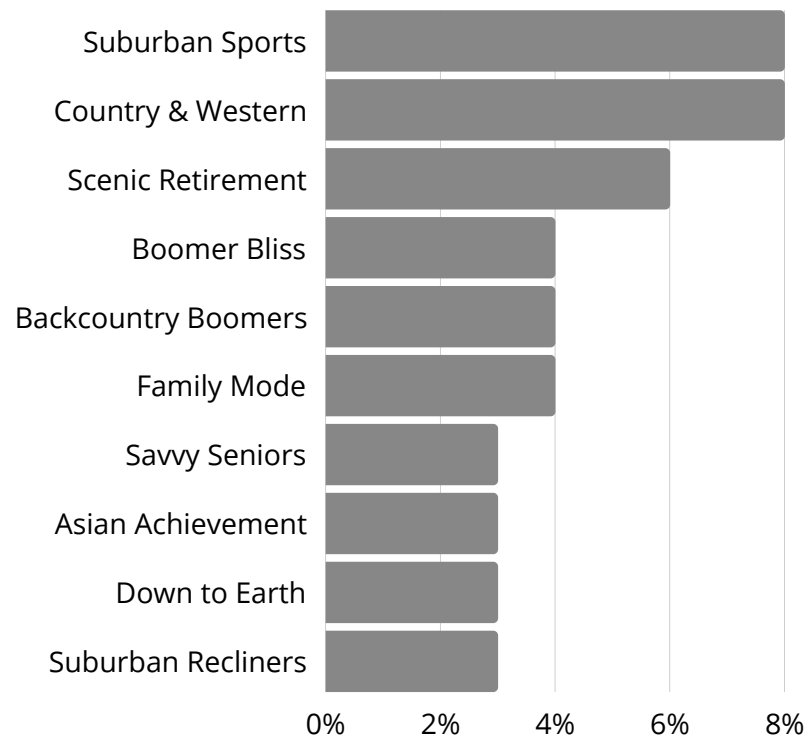
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in February 2019 and February 2021.

### February 2019 Provincial and National Visitation

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
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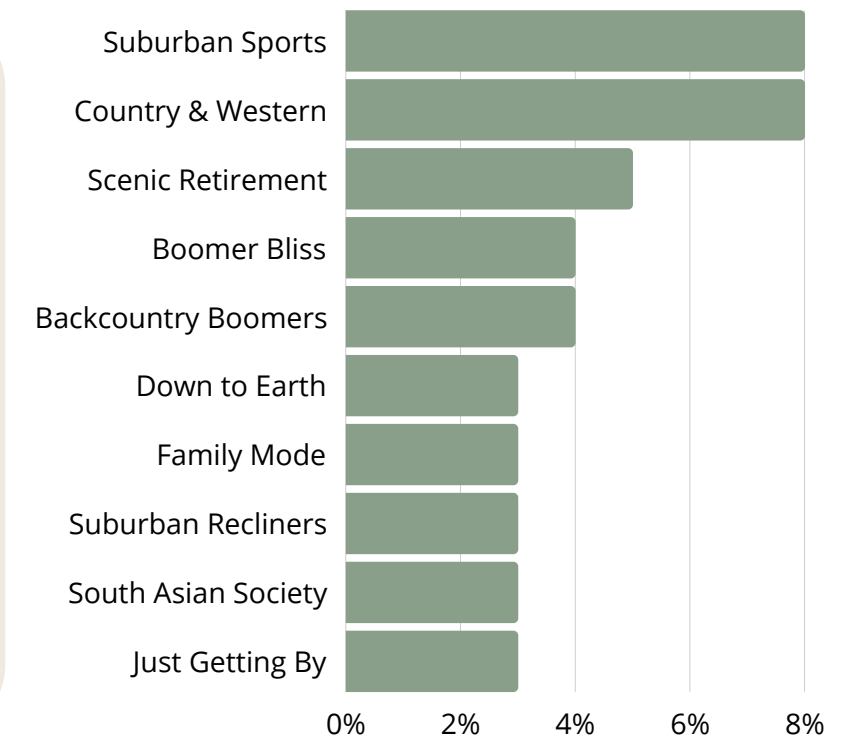


### February 2021 BC Visits to BC by PRIZM Segment

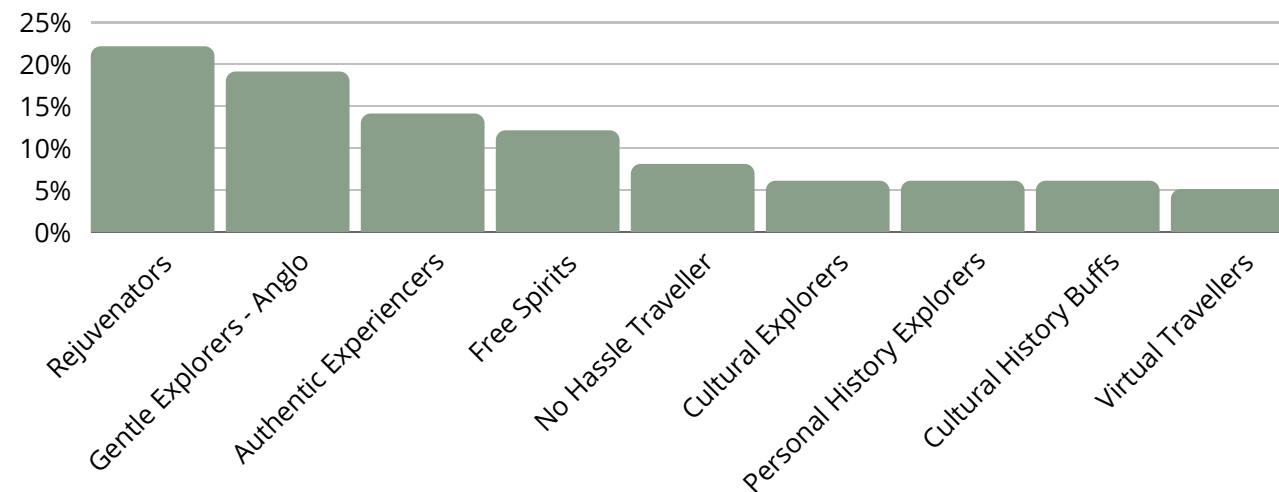
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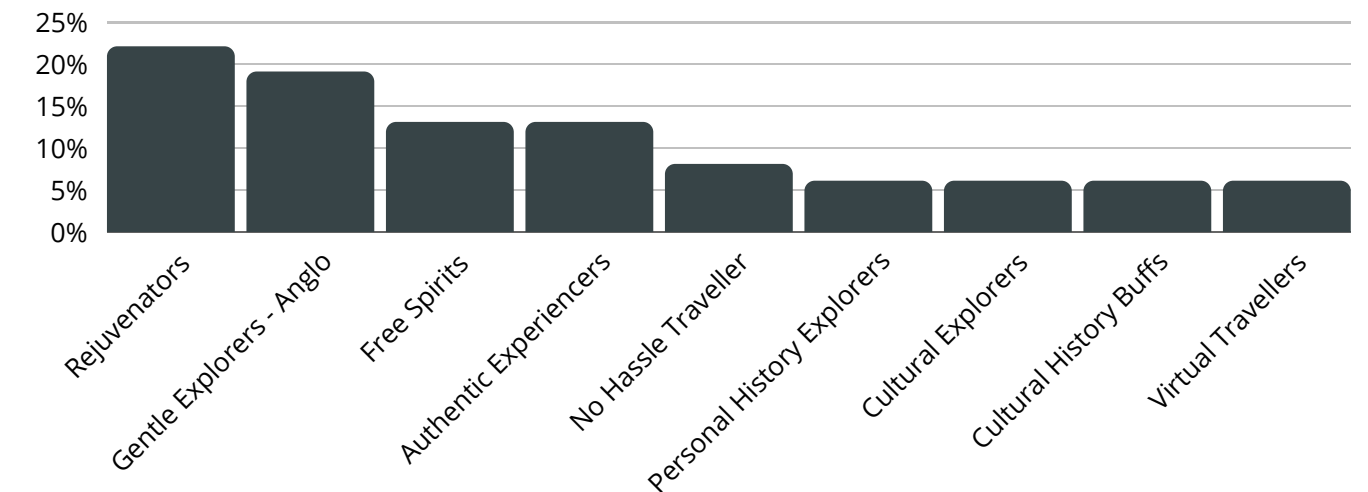
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### February 2019 Visits by EQ Type



### February 2021 Visits by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

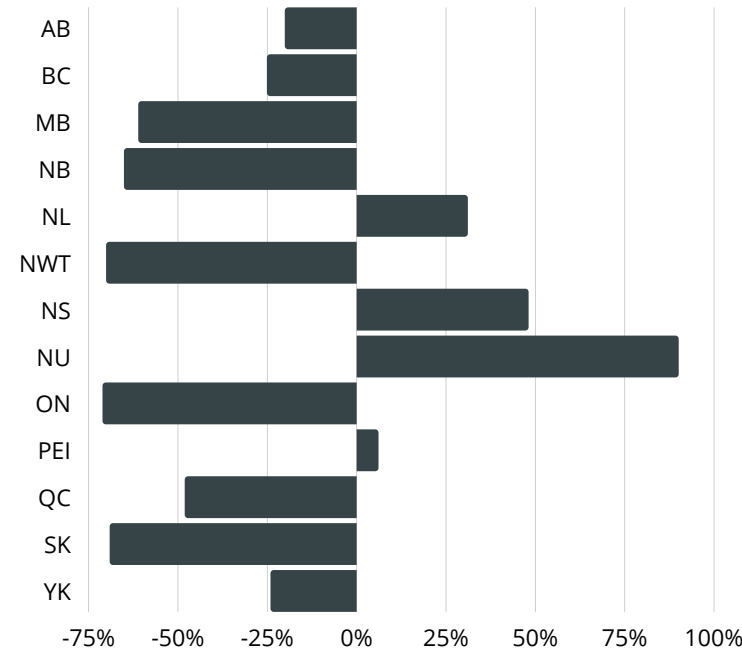
- The number of visits to British Columbia from Canadian travellers dropped by **-29%** when comparing March 2019 to March 2021.
  - Trips decreased by **-30%** and Overnight Stays decreased by **-17%** from March 2019 to March 2021.
- The number of visits to British Columbia from Canadian travellers changed by **0%** when comparing March 2020 to March 2021.
  - Trips increased by **2%** and Overnight Stays increased by **9%** from March 2020 to March 2021.
- Visits to British Columbia from Newfoundland, Nova Scotia, Nunavut, and PEI increased in March 2021 when compared to March 2019.
- Visits to British Columbia from Alberta, British Columbia, Newfoundland, Nova Scotia, Nunavut, and PEI increased in March 2021 when compared to March 2020.
- All other Provinces decreased when compared to March 2019 and 2020.

### March 2019 Provincial and National Visitation

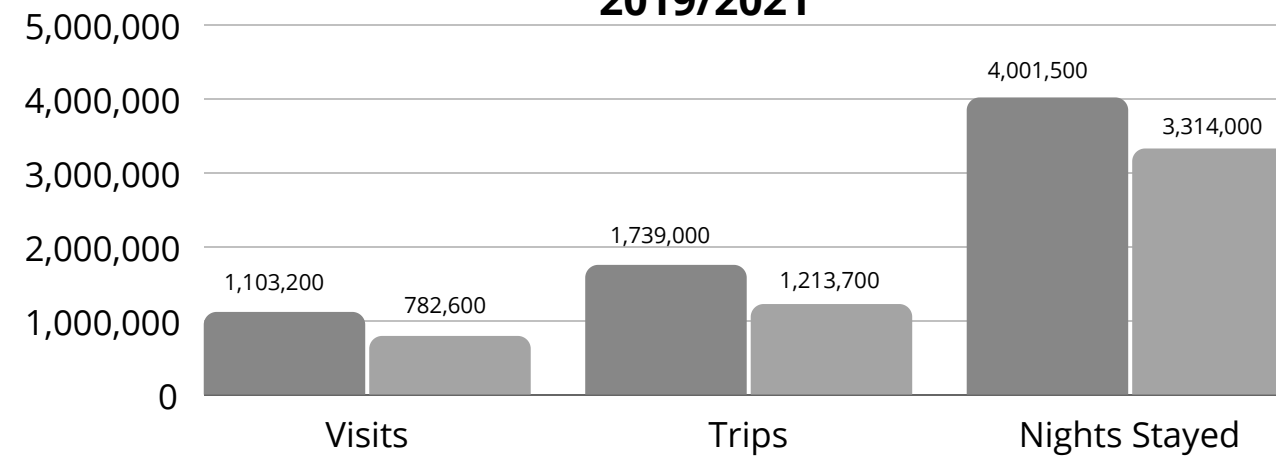
#### Canadian Visitation

- Canadian Visits to BC decreased by **-29%** from 1,103,200 in March 2019 to 782,600 in 2021.
- Canadian Trips to BC decreased by **-30%** from 1,739,000 in March 2019 to 1,213,700 in 2021.
- Canadian Night Stays in BC decreased by **-17%** from 4,001,500 in March 2019 to 3,314,000 in 2021.

#### Provincial Visits to British Columbia March 2019 vs. March 2021



#### Canadian Visitation to British Columbia - March 2019/2021

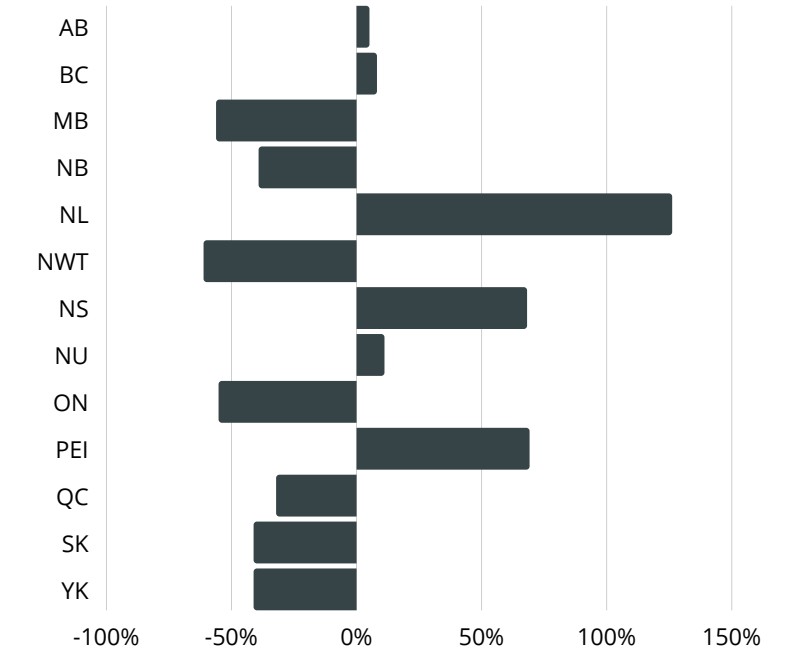


### March 2021 Provincial and National Visitation

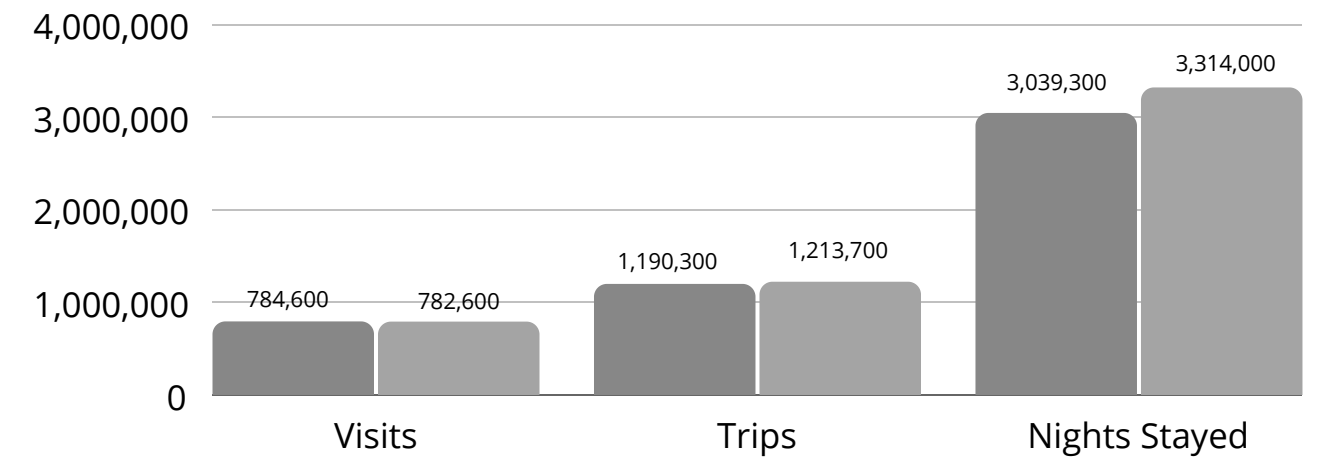
#### Canadian Visitation

- Canadian Visits to BC changed by **0%** from 784,600 in March 2020 to 782,600 in 2021.
- Canadian Trips to BC increased by **2%** from 1,190,300 in March 2020 to 1,213,700 in 2021.
- Canadian Night Stays in BC increased by **9%** from 3,039,300 in March 2020 to 3,314,000 in 2021.

#### Provincial Visits to British Columbia March 2020 vs. March 2021



#### Canadian Visitation to British Columbia - March 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

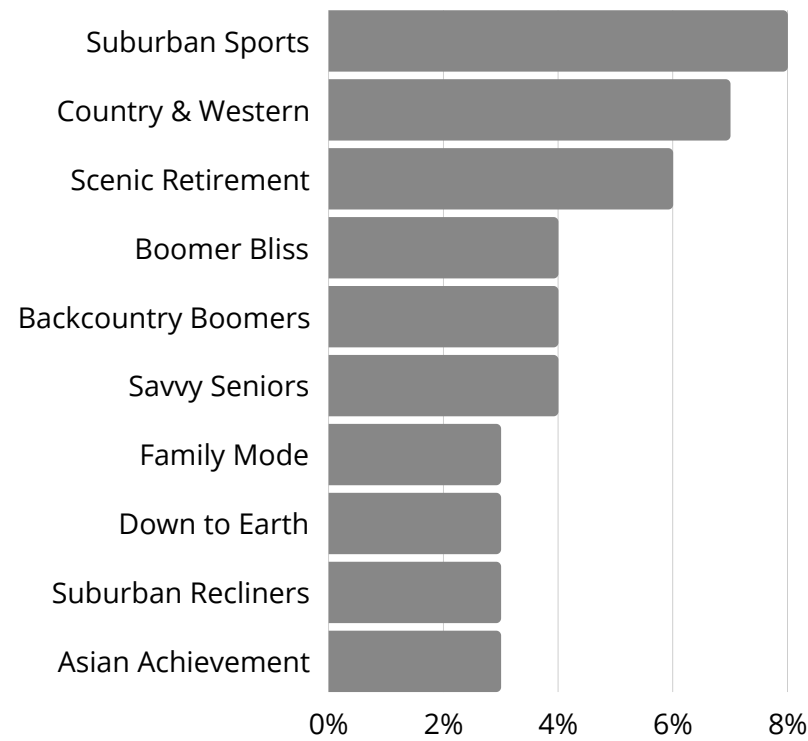
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in March 2019 and March 2021.

### March 2019 BC Visits to BC by PRIZM Segment

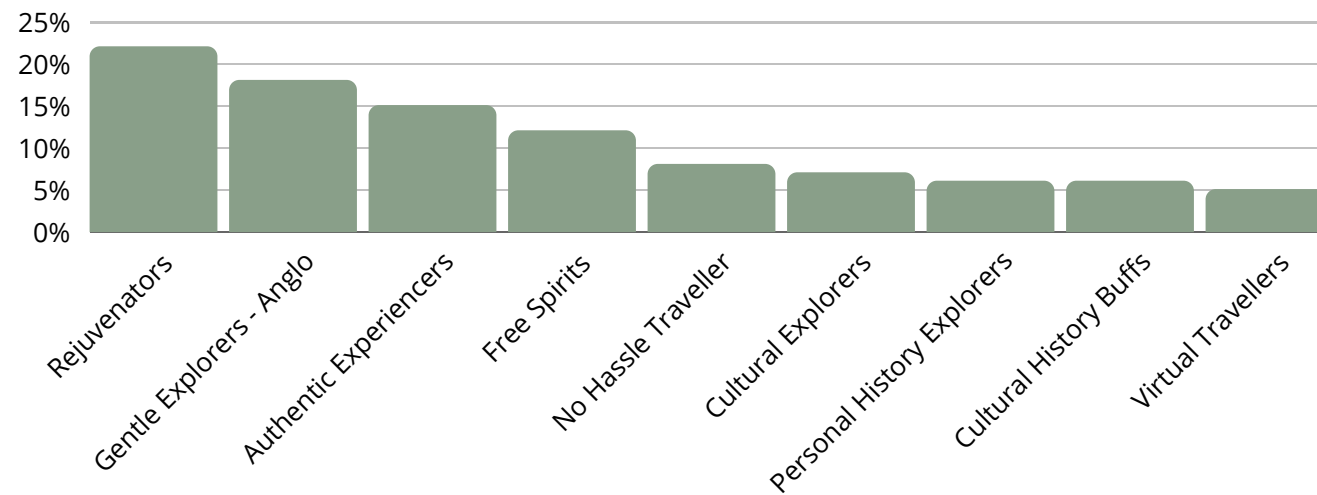
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### Canadian Visitation to British Columbia - March

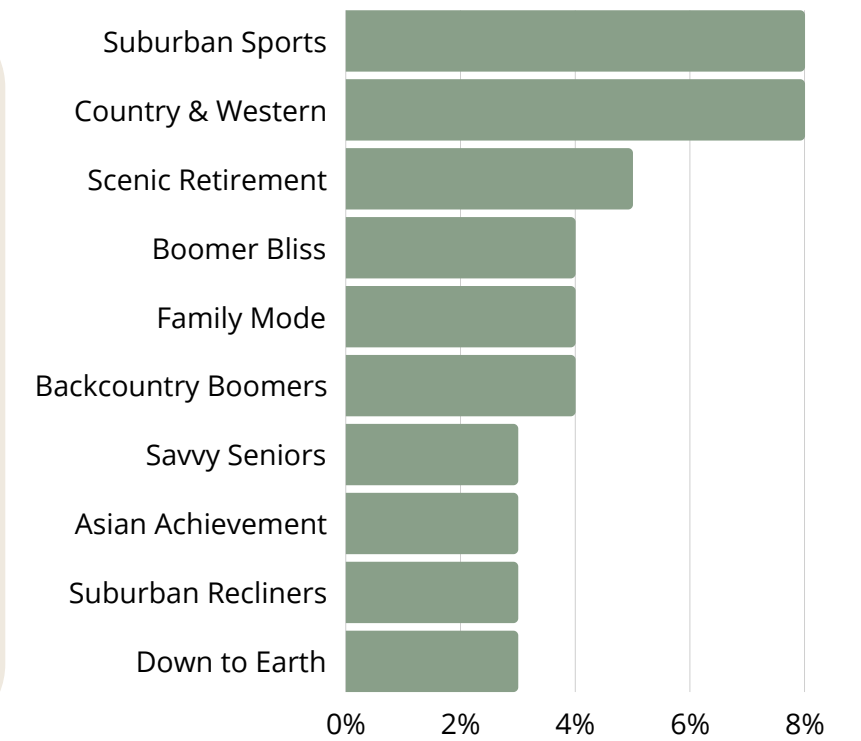


### March 2021 BC Visits to BC by PRIZM Segment

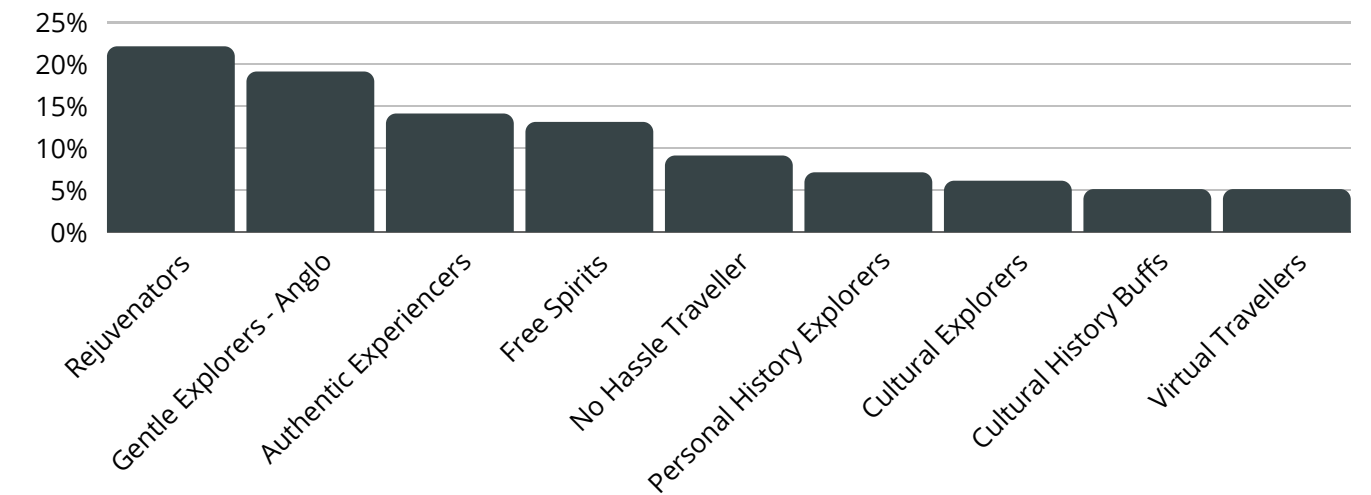
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Country & Western** rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



### Canadian Visitation to British Columbia - March



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

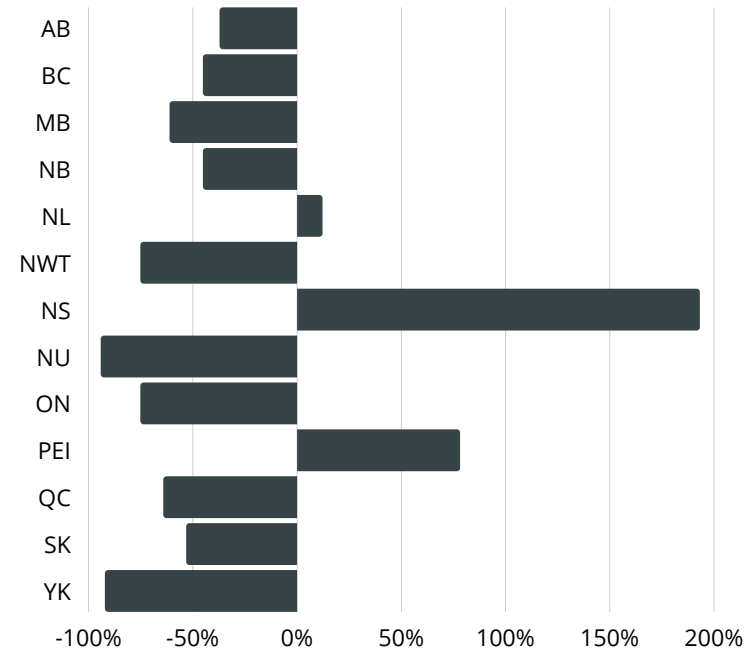
- The number of visits to British Columbia from Canadian travellers dropped by **-46%** when comparing April 2019 to April 2021.
  - Trips decreased by **-45%** and Overnight Stays decreased by **-42%** from April 2019 to April 2021.
- The number of visits to British Columbia from Canadian travellers increased by **56%** when comparing April 2020 to April 2021.
  - Trips increased by **23%** and Overnight Stays increased by **17%** from April 2020 to April 2021.
- Visits to British Columbia from Newfoundland, Nova Scotia, Nunavut, and PEI increased in April 2021 when compared to April 2019.
- Visits to British Columbia from all provinces with the exception of Manitoba, Nunavut and the Yukon increased in April 2021 when compared to April 2020.

### April 2019 Provincial and National Visitation

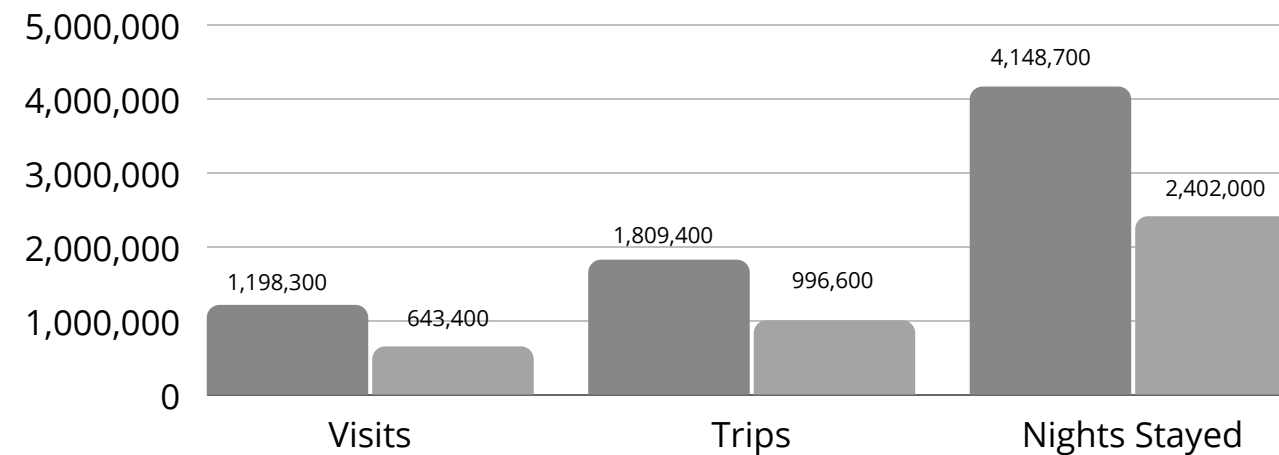
#### Canadian Visitation

- Canadian Visits to BC decreased by **-46%** from 1,198,300 in April 2019 to 643,400 in 2021.
- Canadian Trips to BC decreased by **-45%** from 1,809,400 in April 2019 to 996,600 in 2021.
- Canadian Night Stays in BC decreased by **-42%** from 4,148,700 in April 2019 to 2,402,000 in 2021.

#### Provincial Visits to British Columbia April 2019 vs. April 2021



#### Canadian Visitation to British Columbia - April 2019/2021

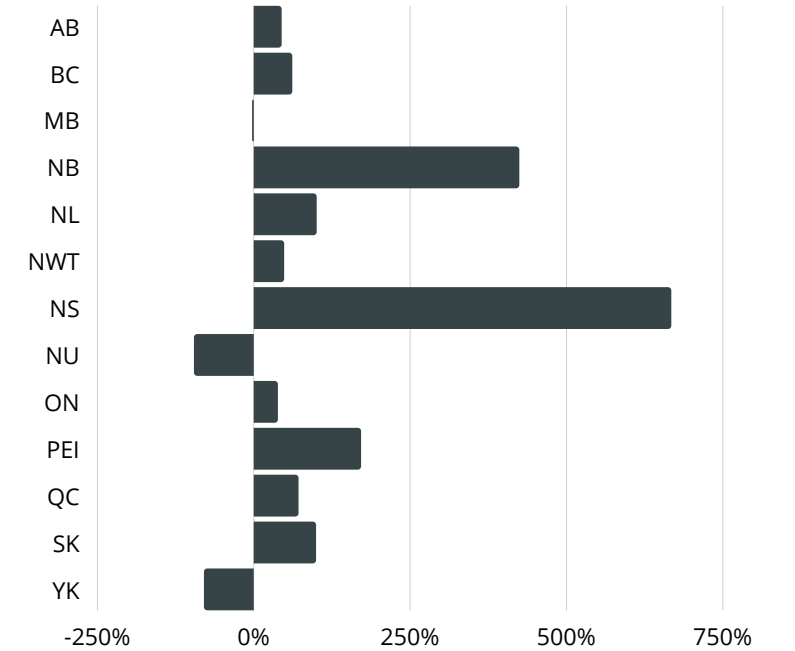


### April 2021 Provincial and National Visitation

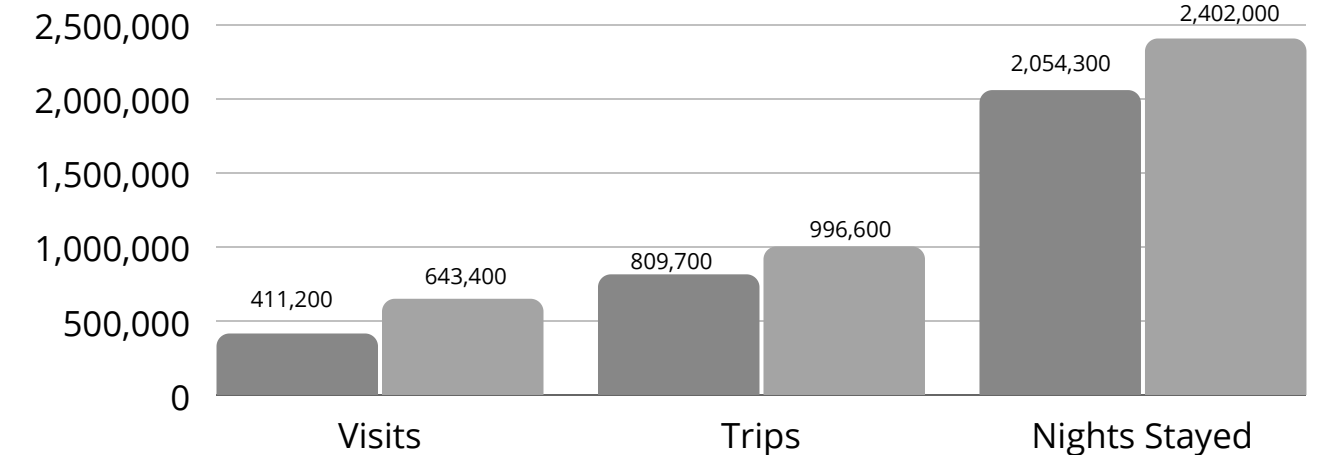
#### Canadian Visitation

- Canadian Visits to BC increased by **56%** from 411,200 in April 2020 to 643,400 in 2021.
- Canadian Trips to BC increased by **23%** from 809,700 in April 2020 to 996,600 in 2021.
- Canadian Night Stays in BC increased by **17%** from 2,054,300 in April 2020 to 2,402,000 in 2021.

#### Provincial Visits to British Columbia April 2020 vs. April 2021



#### Canadian Visitation to British Columbia - April 2020/2021



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

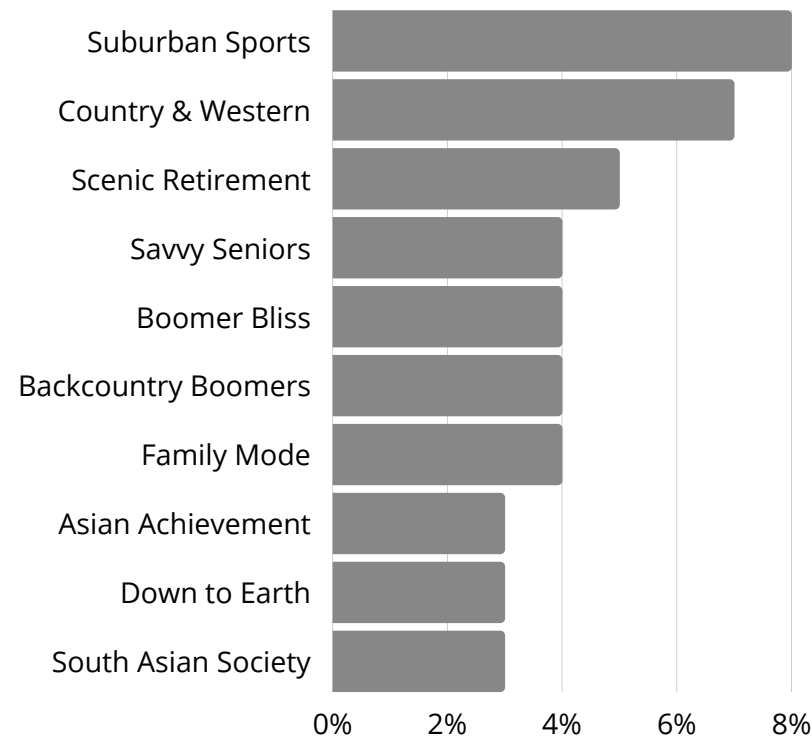
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in April 2019 and April 2021.

### April 2019 BC Visits to BC by PRIZM Segment

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Country & Western** rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)

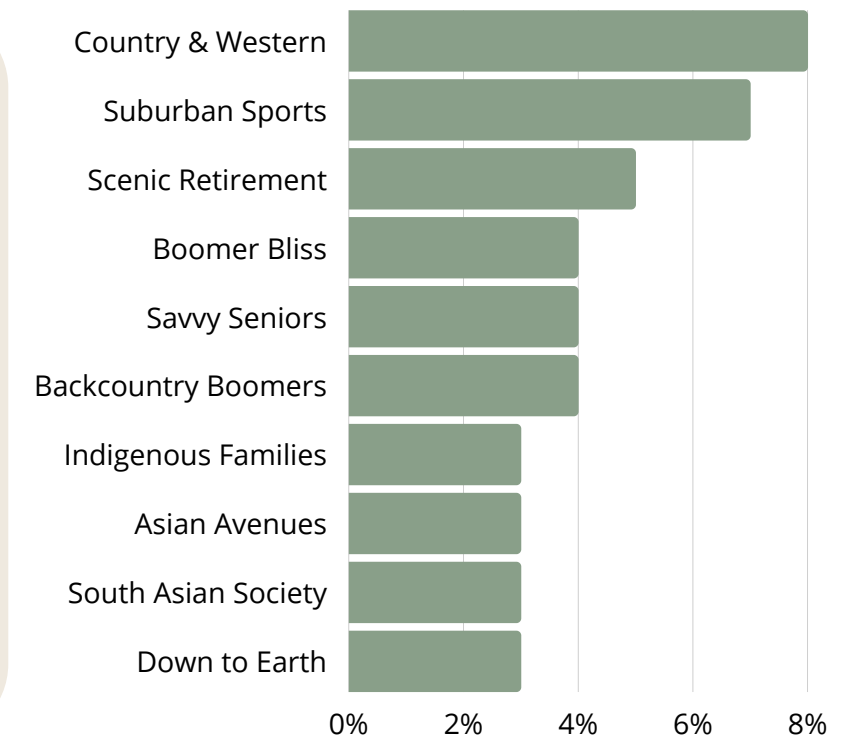


### April 2021 BC Visits to BC by PRIZM Segment

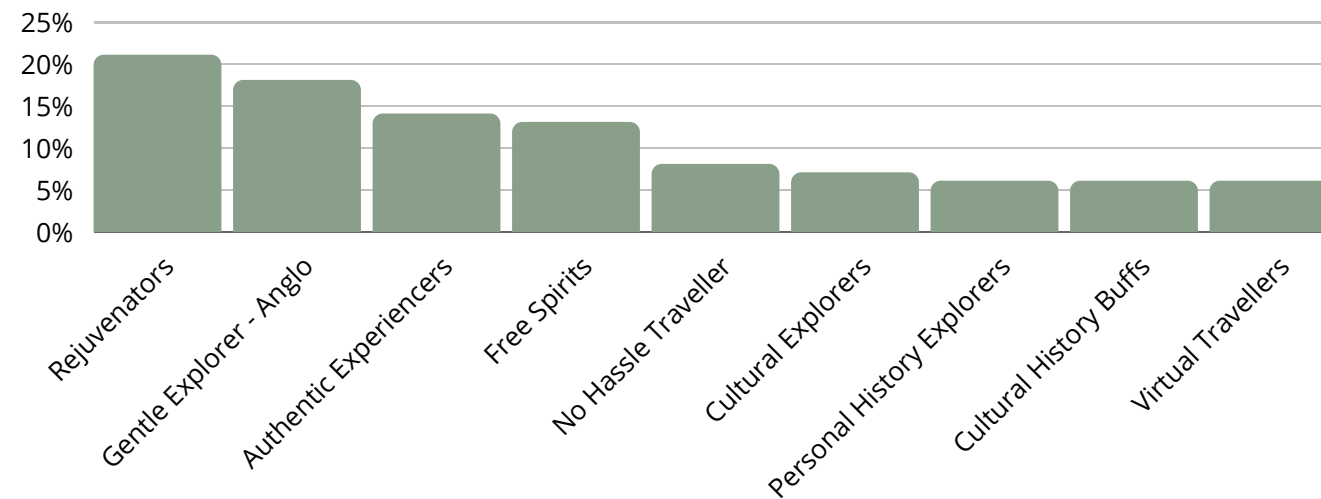
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

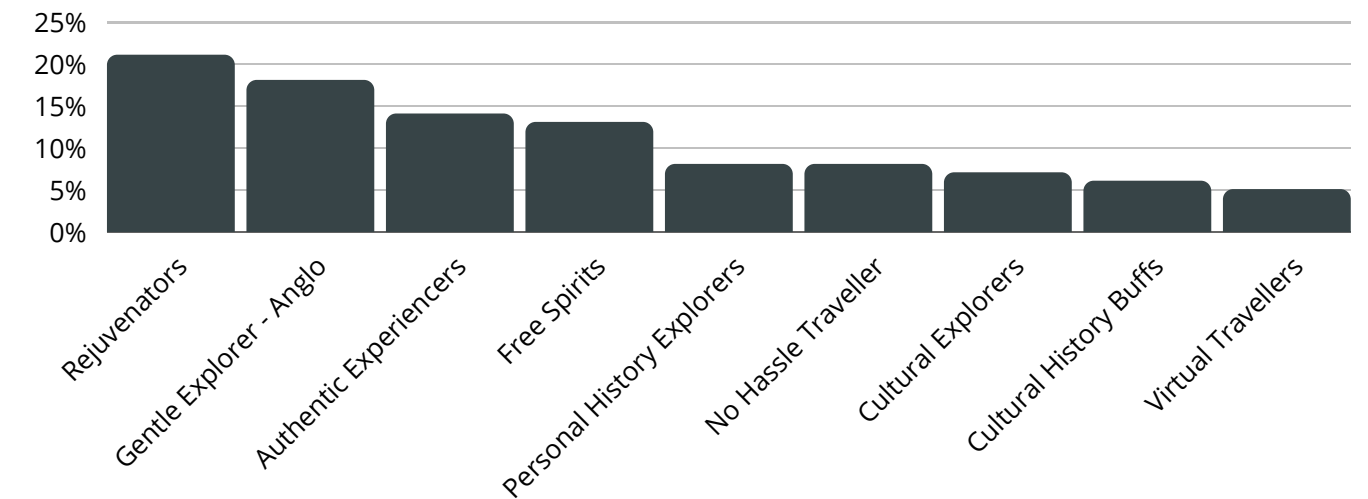
- Country & Western** rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



### Canadian Visitation to British Columbia - April



### Canadian Visitation to British Columbia - April



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

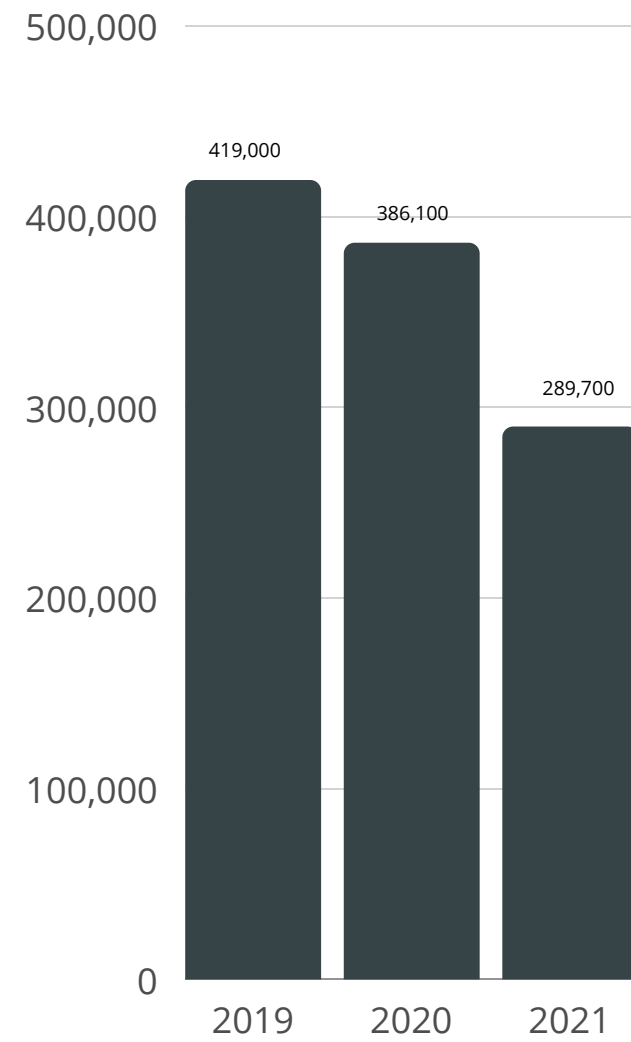
Note: All counts have been rounded to the nearest 100

# ALBERTA INSIGHTS

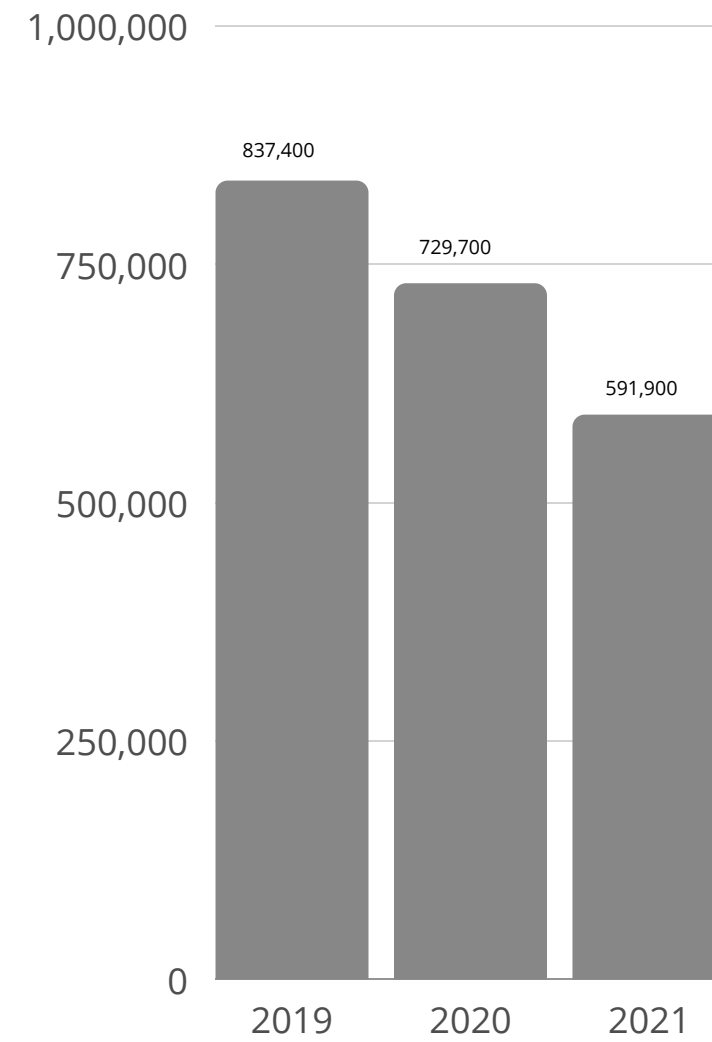
# BRITISH COLUMBIA VISITATION - Q1

## ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

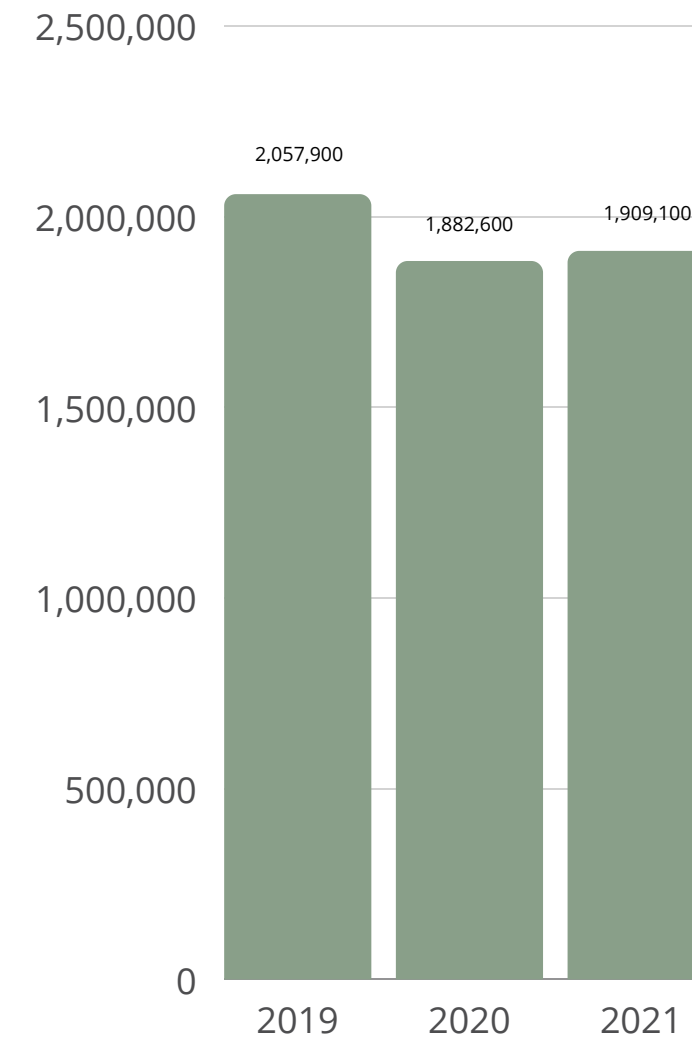
Number of Visitors to BC from AB in Q1



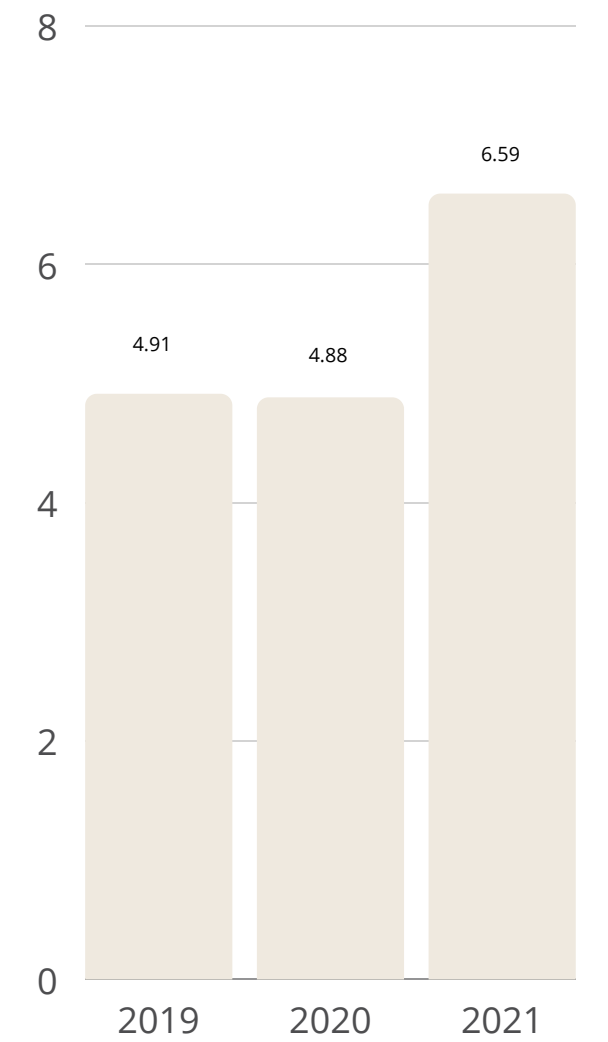
Number of Trips to BC from AB in Q1



Number of Nights Stayed in BC from AB in Q1



Night Stays/Visits to BC from AB in Q1



# AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

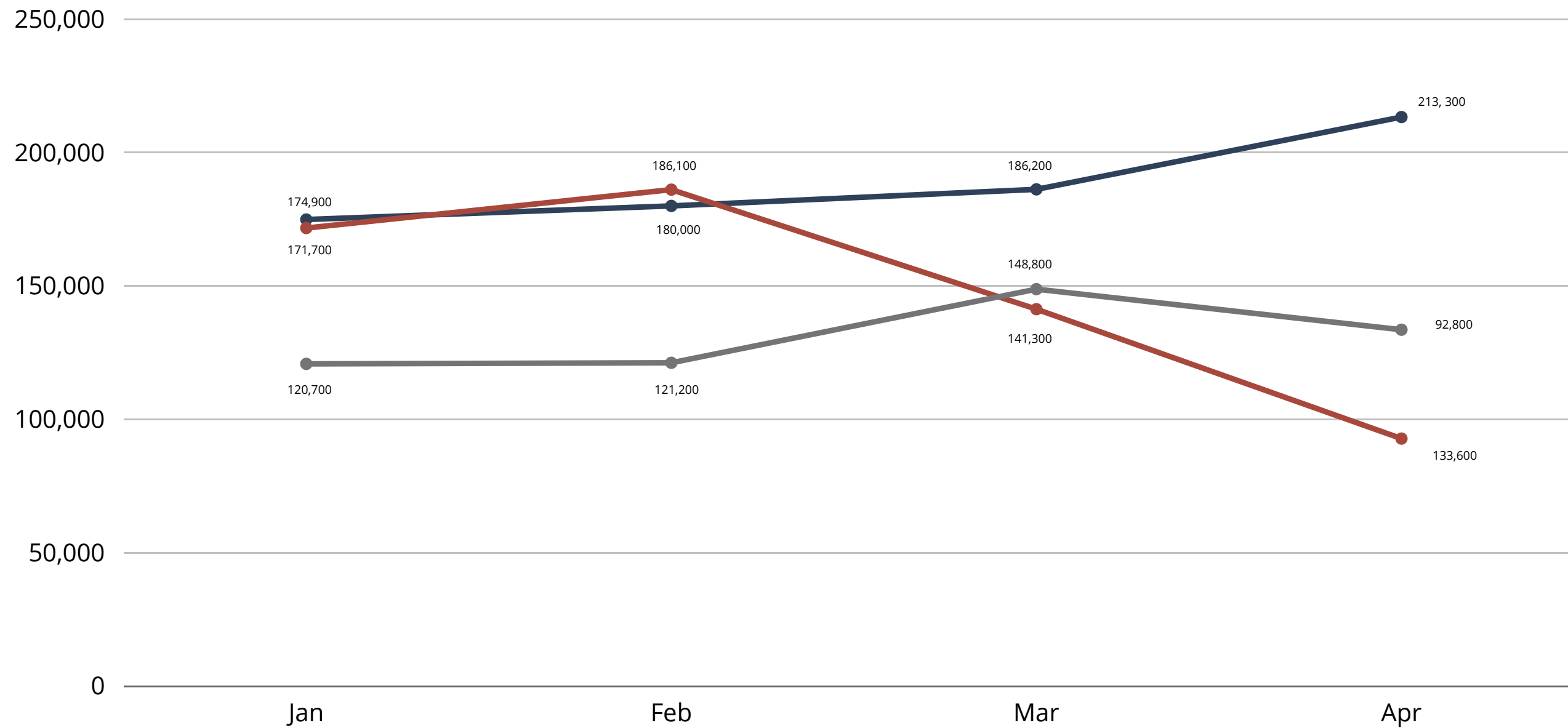
## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	144,300	Calgary	130,000	Calgary	91,100
Edmonton	79,900	Edmonton	74,800	Edmonton	45,600
Grande Prairie	12,900	Grande Prairie	10,800	Grande Prairie	8,600
Red Deer	9,500	Strathcona	9,300	Strathcona	7,600
Strathcona	9,300	Red Deer	8,900	Red Deer	6,900
Rocky View	7,400	Lethbridge	7,500	Airdrie	5,600
Airdrie	7,300	Airdrie	6,900	St. Albert	5,000
Wood Buffalo	7,200	Rocky View	6,000	Rocky View	4,800
St. Albert	6,700	St. Albert	6,000	Canmore	3,800
Lethbridge	6,200	Wood Buffalo	5,000	Wood Buffalo	3,600



# ALBERTA VISITATION

## ALBERTA VISITORS TRAVELLING TO BC BY MONTH



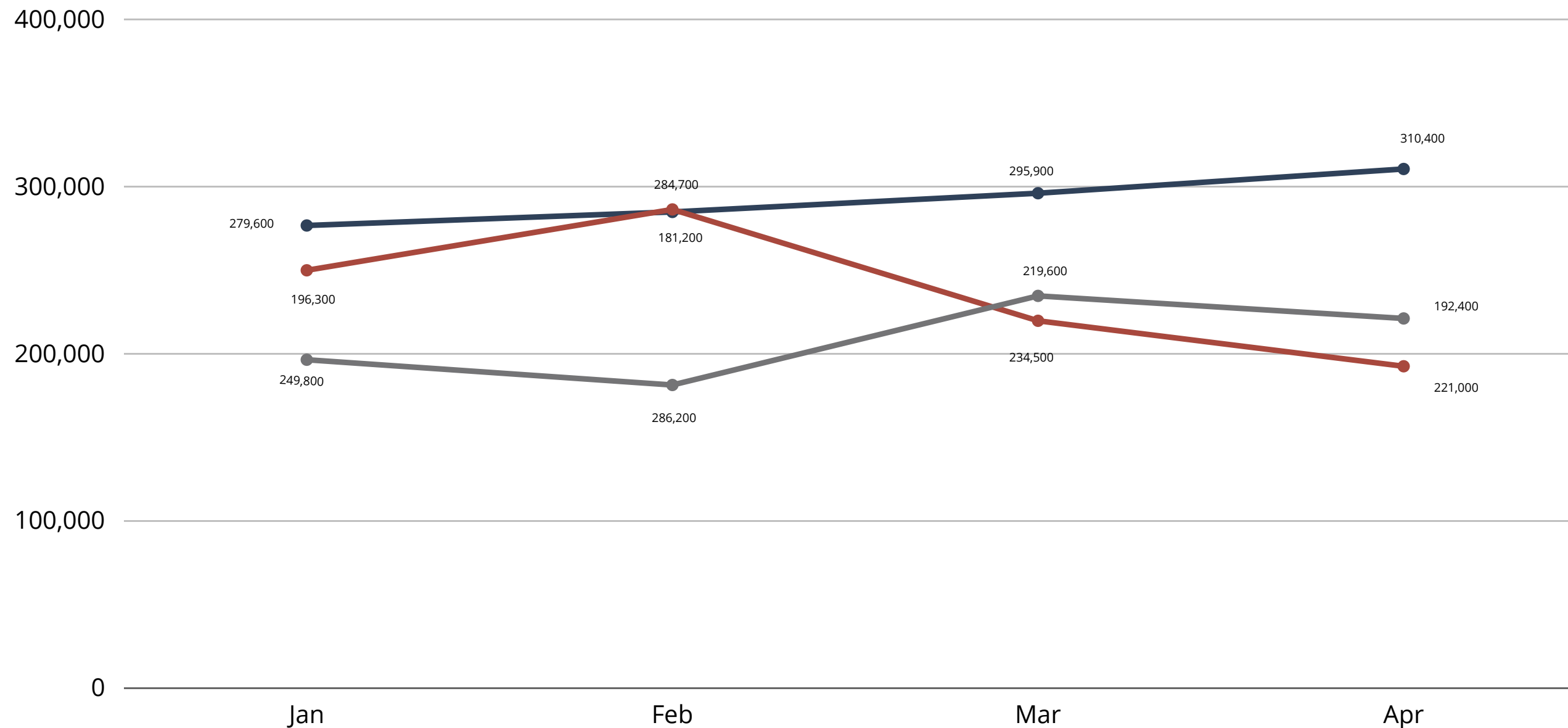
### KEY FINDINGS

- February 2021 saw a **-35%** decrease compared to February 2020 and a **-33%** decrease compared to 2019.
- March 2021 saw a **5%** increase compared to March 2020 and a **-21%** decrease compared to 2019.
- April 2021 saw a **44%** increase compared to April 2020 and a **-37%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

# ALBERTA VISITATION

## ALBERTA TRIPS TO BC BY MONTH



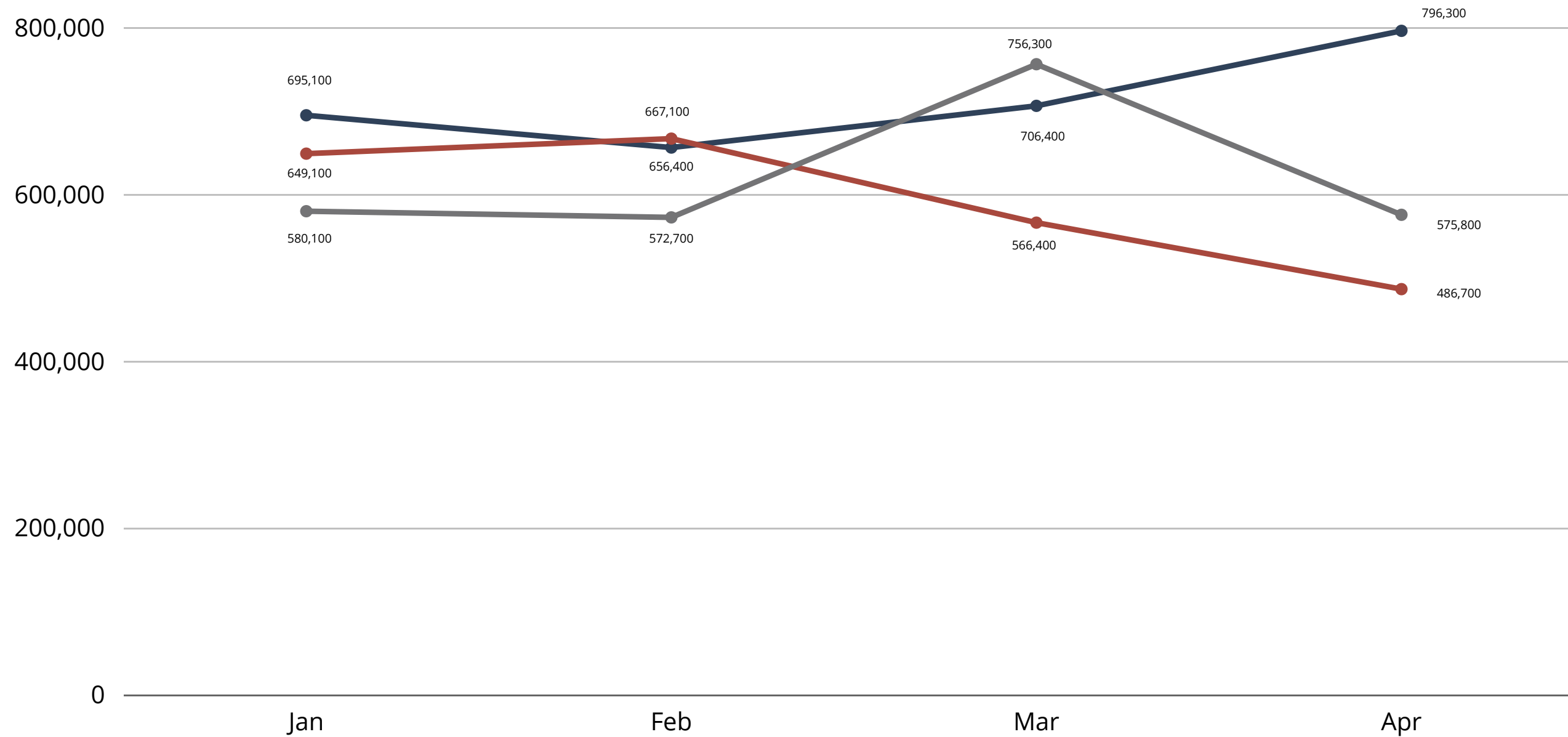
### KEY FINDINGS

- February 2021 saw a **-37%** decrease compared to February 2021 and a **-37%** decrease compared to 2019.
- March 2021 saw a **7%** increase compared to March 2020 and a **-21%** decrease compared to 2019.
- April 2021 saw a **15%** increase compared to April 2020 and a **-29%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

# ALBERTA VISITATION

## ALBERTA OVERNIGHT STAYS IN BC BY MONTH



### KEY FINDINGS

- February 2021 saw a **-14%** decrease compared to February 2020 and a **-13%** decrease compared to 2019.
- March 2021 saw a **34%** increase compared to March 2020 and a **7%** increase compared to 2019.
- April 2021 saw a **18%** increase compared to April 2020 and a **-28%** decrease compared to 2019.

**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

# JANUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

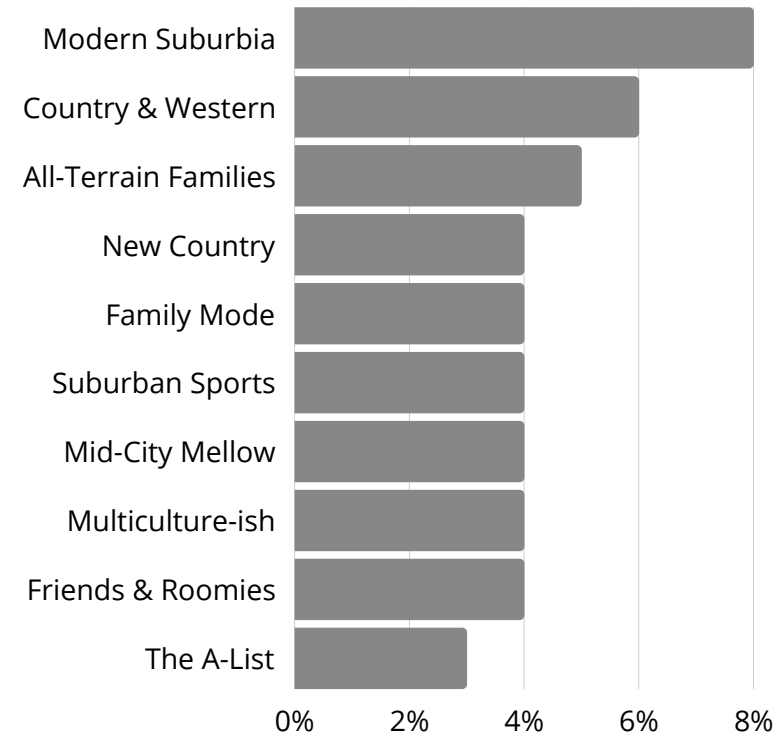
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Country & Western, and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to BC in January 2019.
- Modern Suburbia, All-Terrain Families, and Country & Western were the top visiting PRIZM Segments in January 2021.

### January 2019 AB Visits to BC by PRIZM Segment

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221)
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)

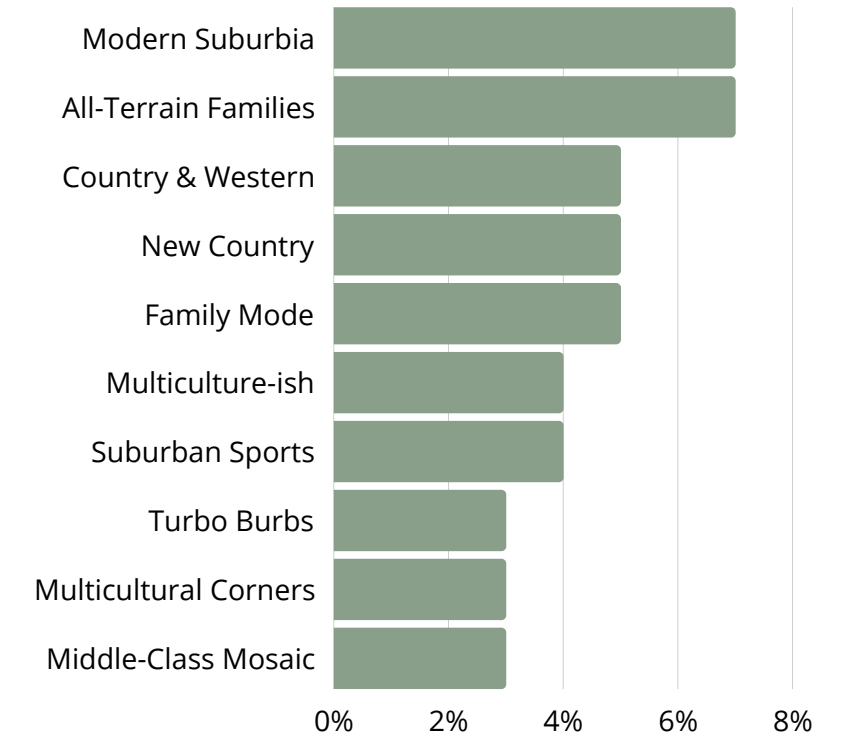


### January 2021 AB Visits to BC by PRIZM Segment

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

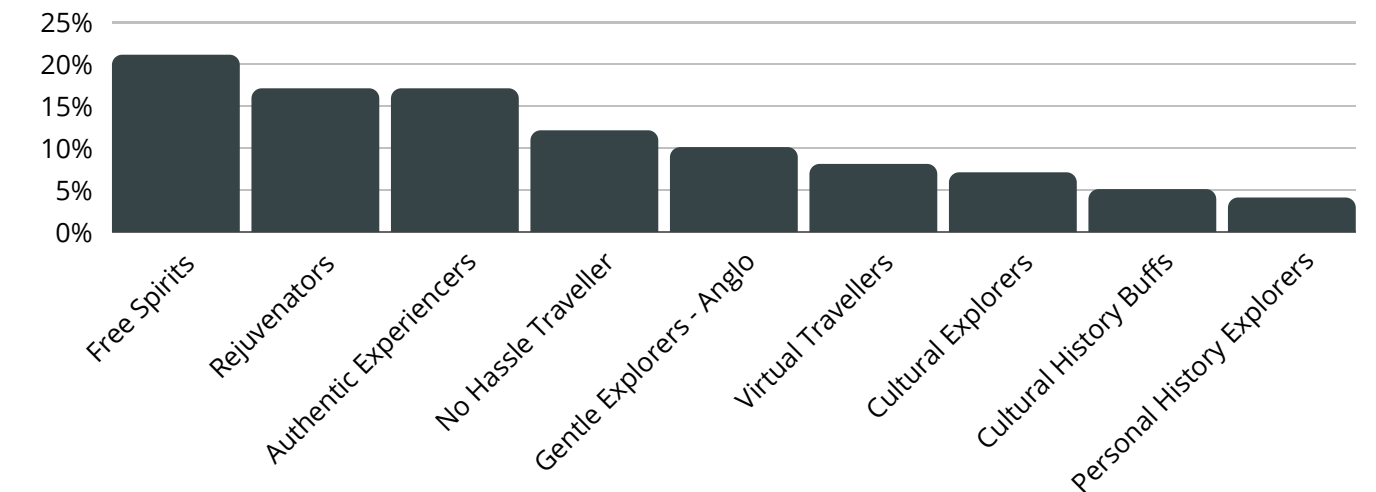
- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221)



### January 2019 Visits by EQ Type



### January 2021 Visits by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# FEBRUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

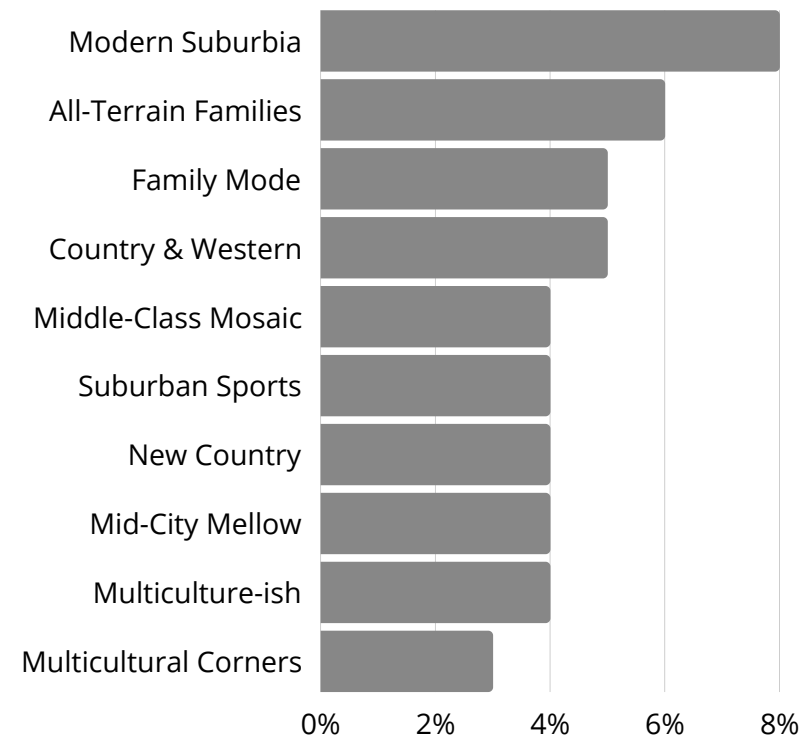
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to BC in February 2019.
- Country & Western, Modern Suburbia, and All-Terrain Families were the top visiting PRIZM Segments in February 2021.
  - Family Mode ranked 3rd in 2019 and 4th in 2021.
  - Country & Western ranked 1st in 2021 and 4th in 2019.

### February 2019 AB Visits to BC by PRIZM Segment

#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- **Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221)

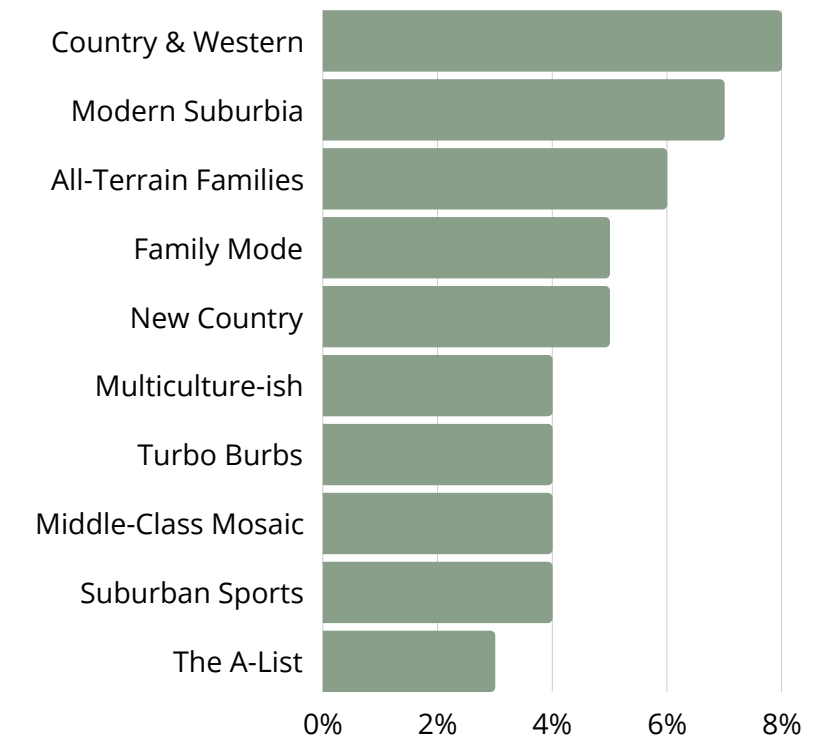


### February 2021 AB Visits to BC by PRIZM Segment

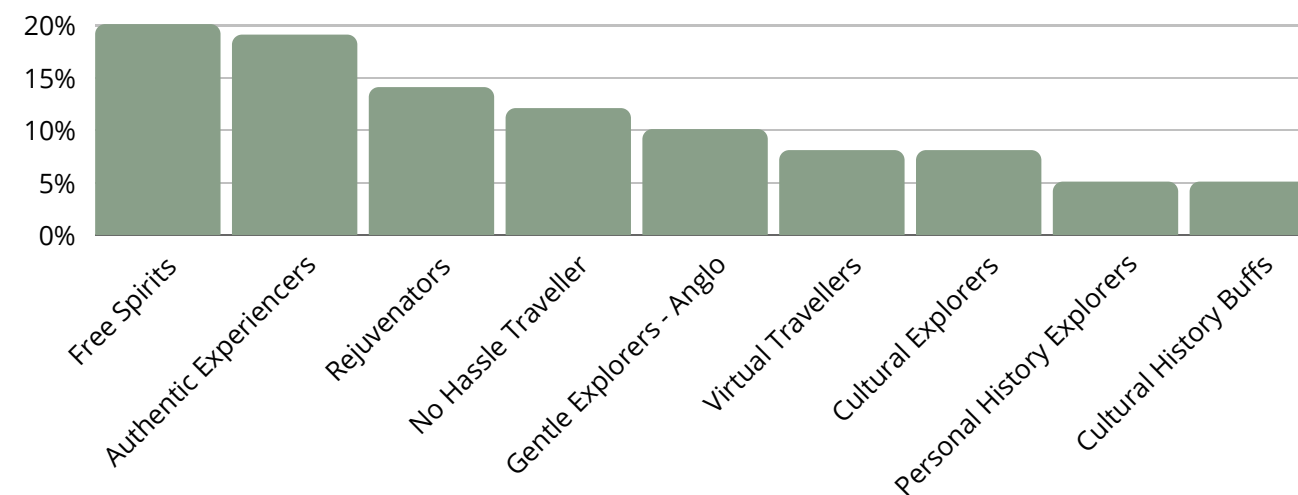
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

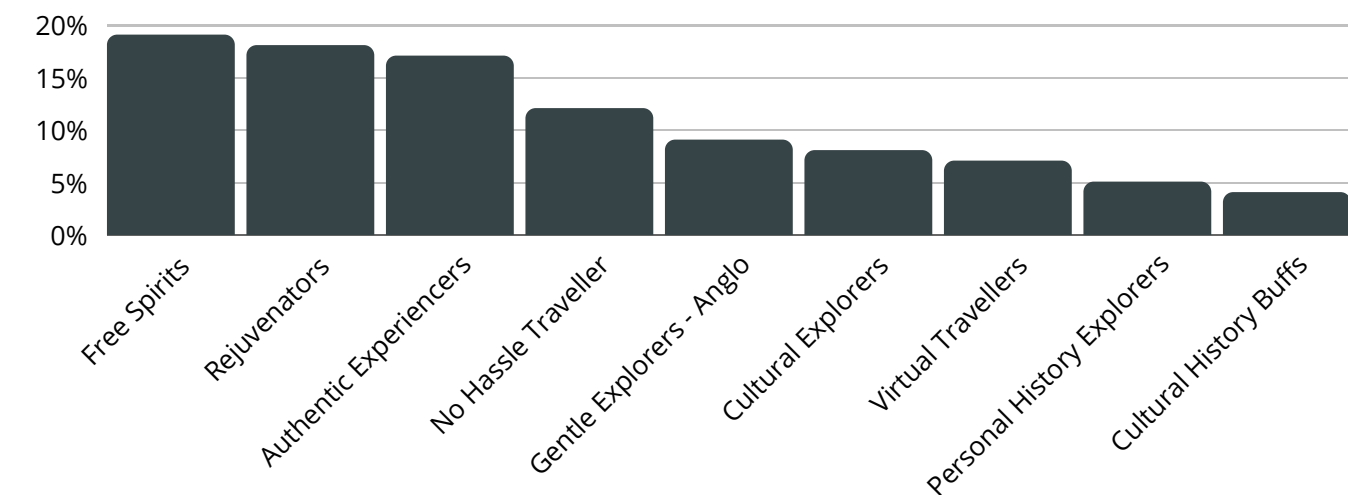
- **Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221)
- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)



### February 2019 Visits by EQ Type



### February 2021 Visits by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

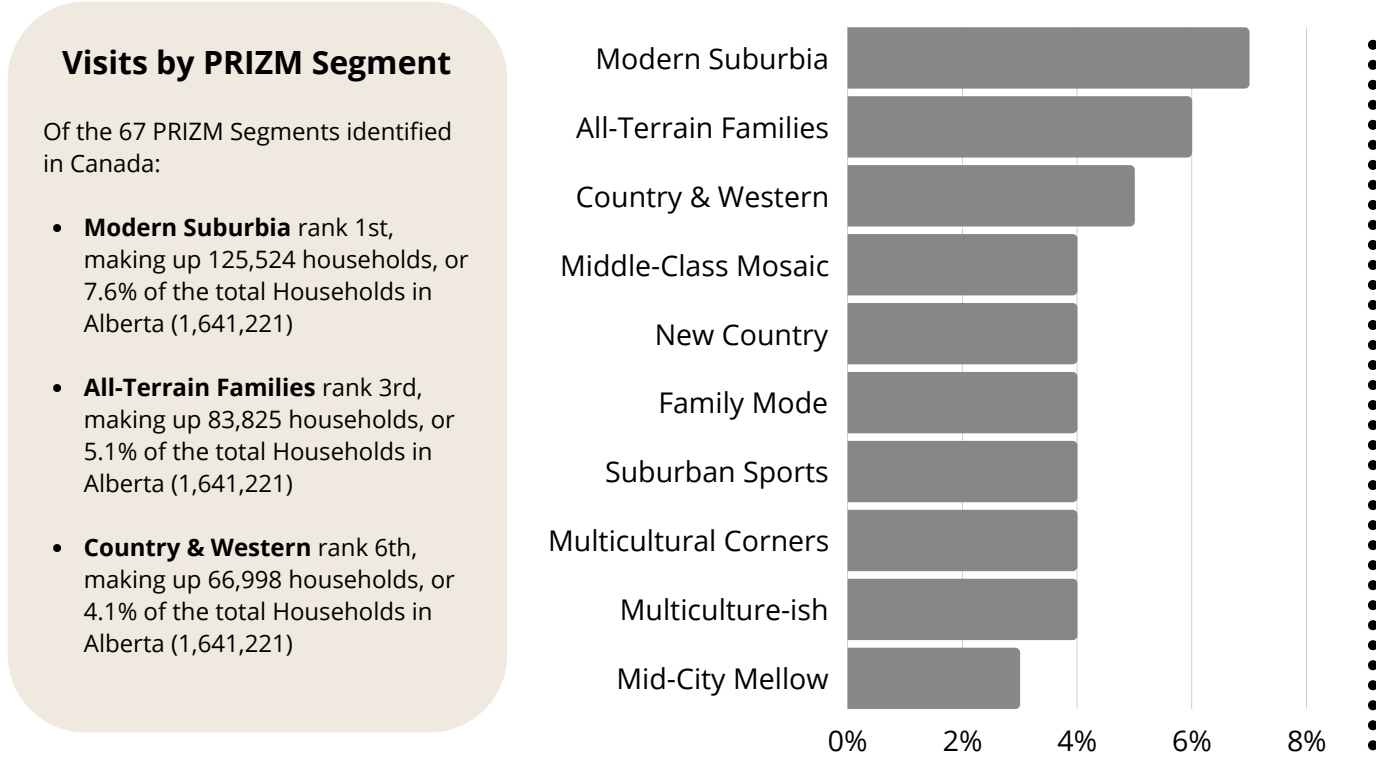
# MARCH 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

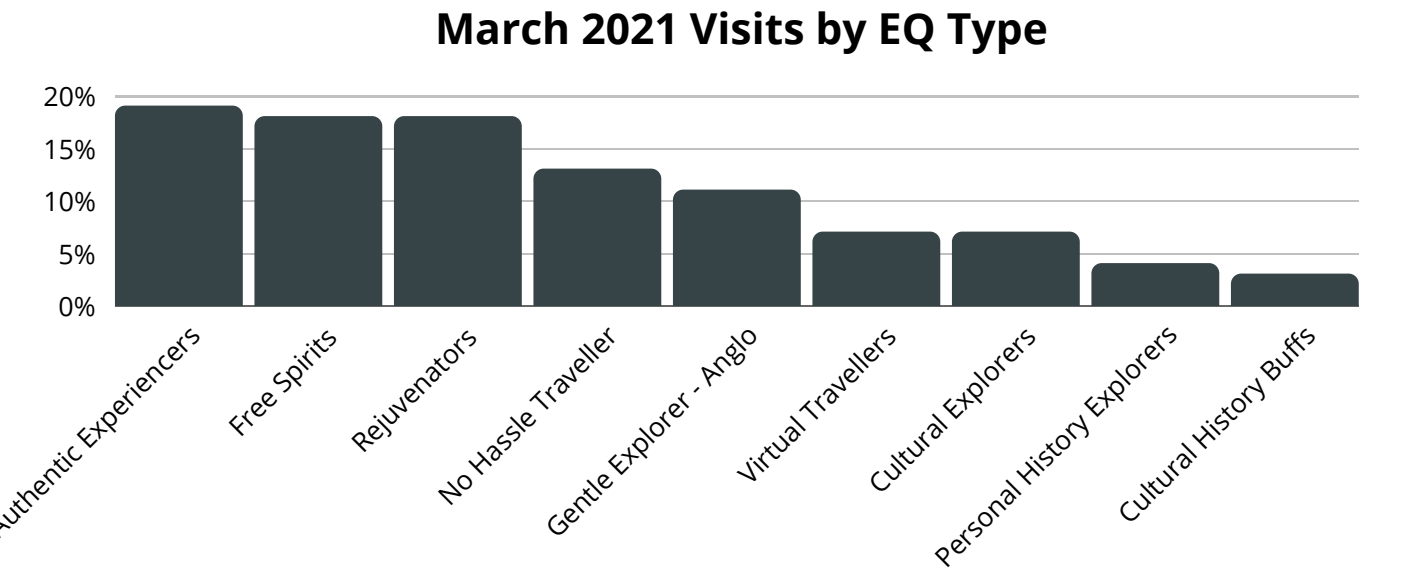
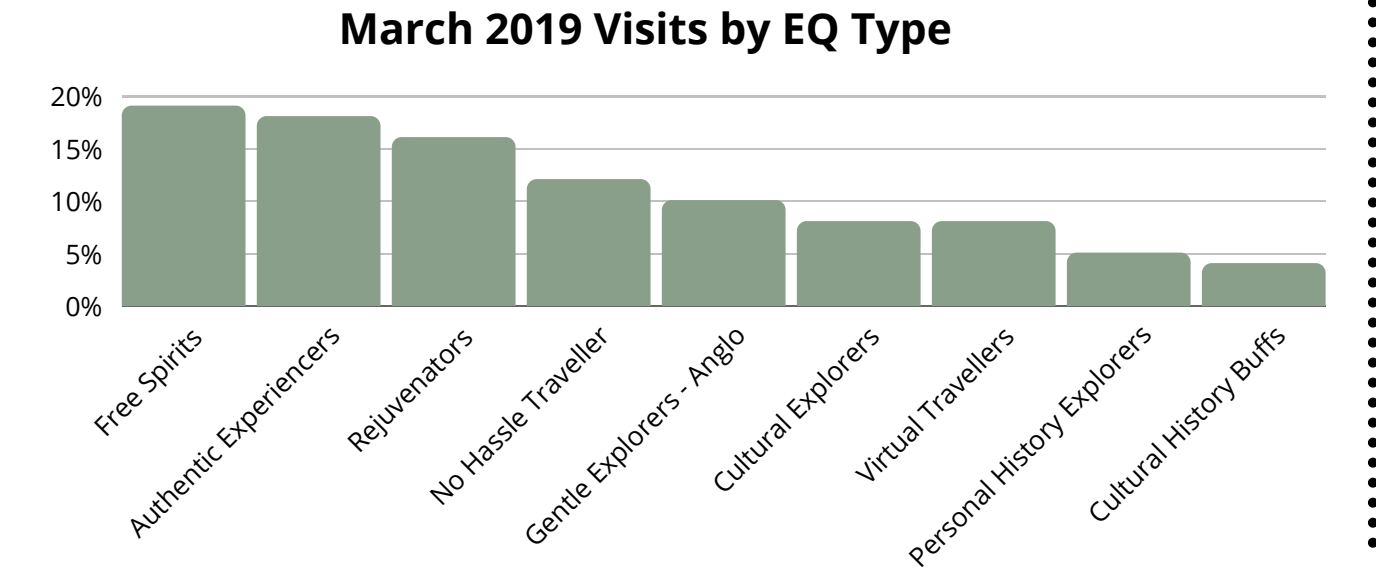
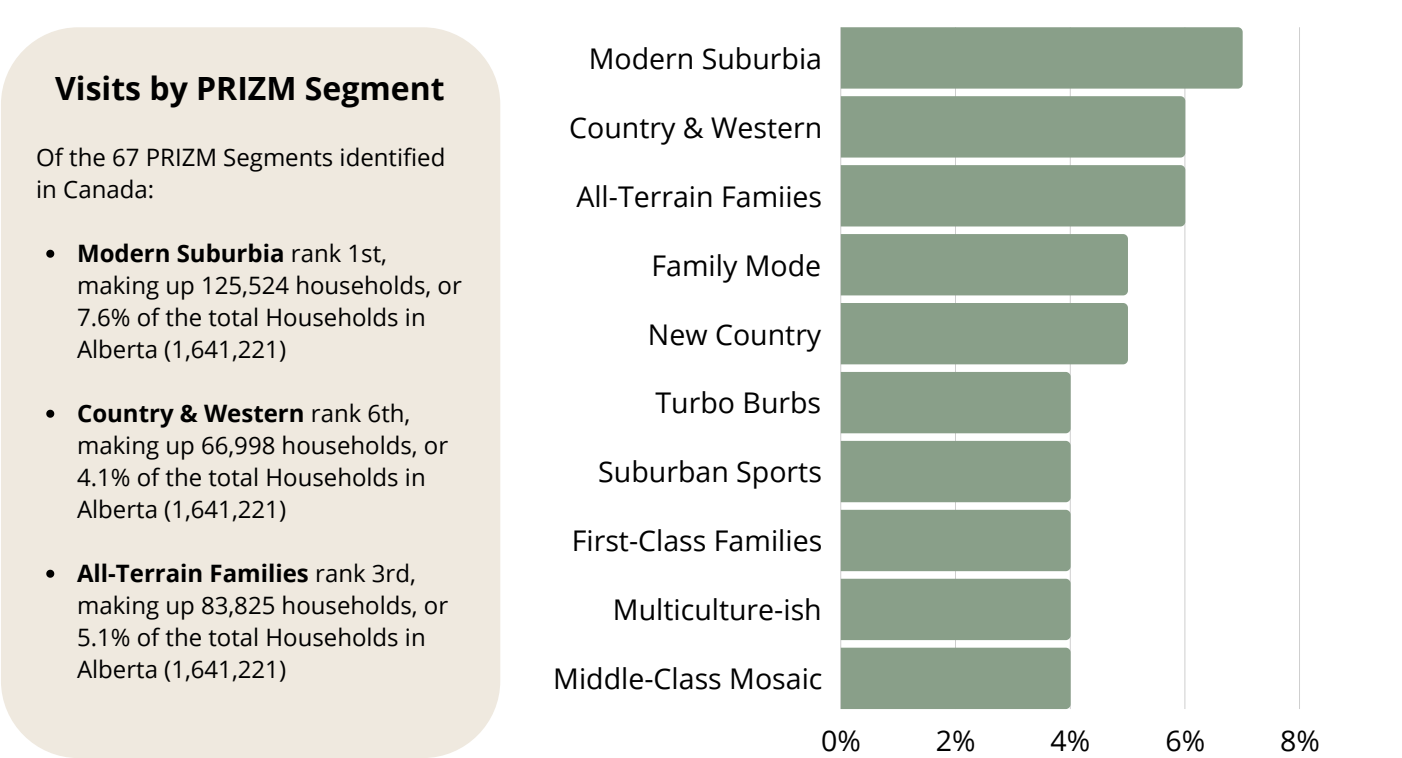
### Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to BC in March 2019.
- Modern Suburbia, Country & Western, and All-Terrain Families and Multicultural Corners were the top visiting PRIZM Segments in March 2021.

### March 2019 AB Visits to BC by PRIZM Segment



### March 2021 AB Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2020 to March 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# APRIL 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

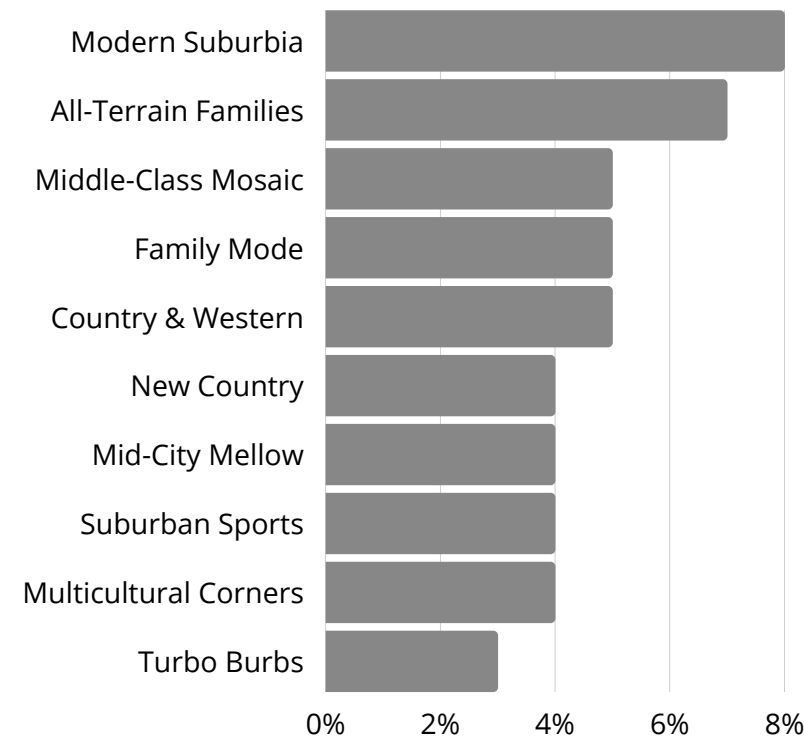
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in April 2019.
- Country & Western, Modern Suburbia and All-Terrain Families and Multicultural Corners were the top visiting PRIZM Segments in April 2021.

### April 2019 AB Visits to BC by PRIZM Segment

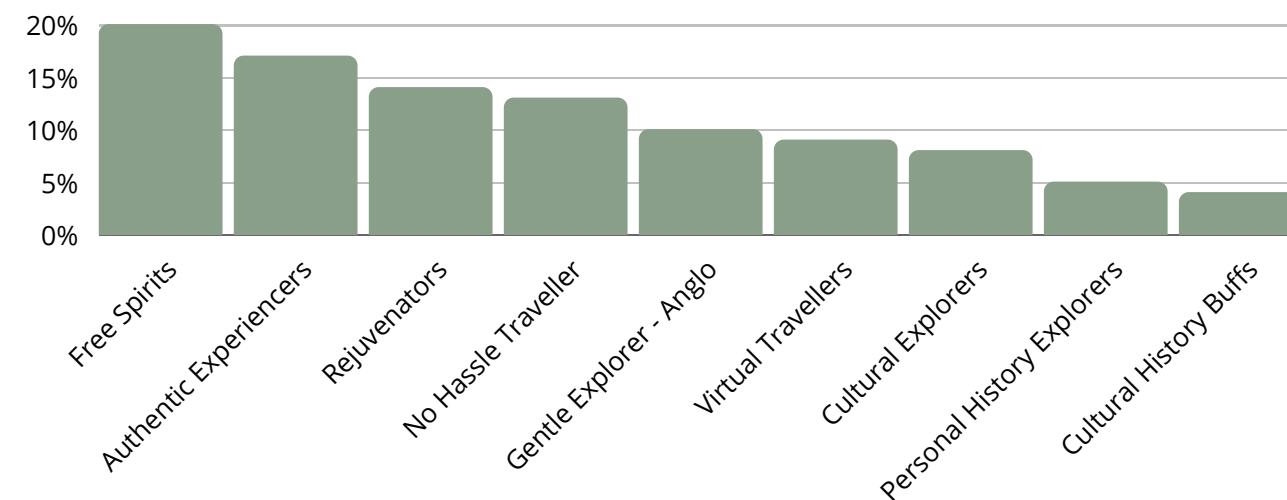
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- Middle-Class Mosaic** rank 4th, making up 81,980 households, or 5% of the total Households in Alberta (1,644,476)



### April 2019 Visits by EQ Type

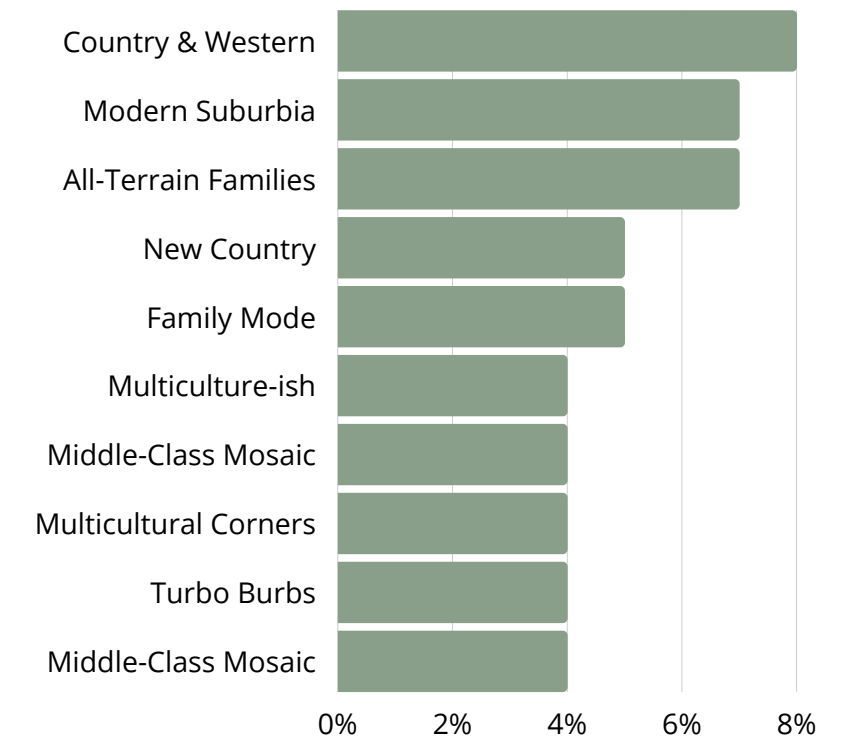


### April 2021 AB Visits to BC by PRIZM Segment

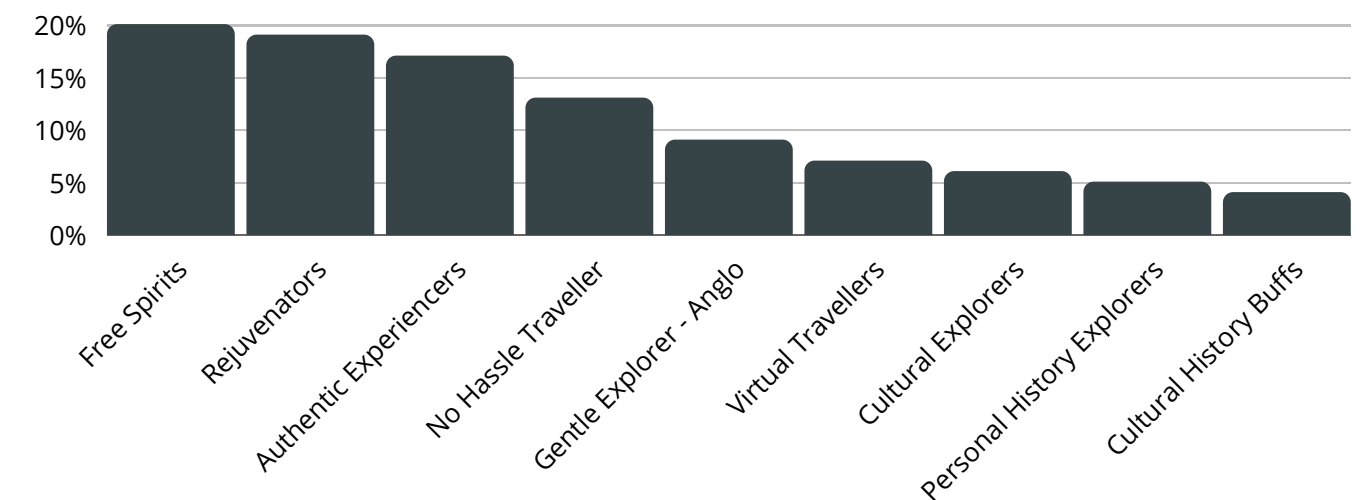
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221)
- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)



### April 2021 Visits by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2020 to April 2021.  
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
 Note: All counts have been rounded to the nearest 100

# CONTACT US

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SERVICES