



bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

Canada, British Columbia & Alberta

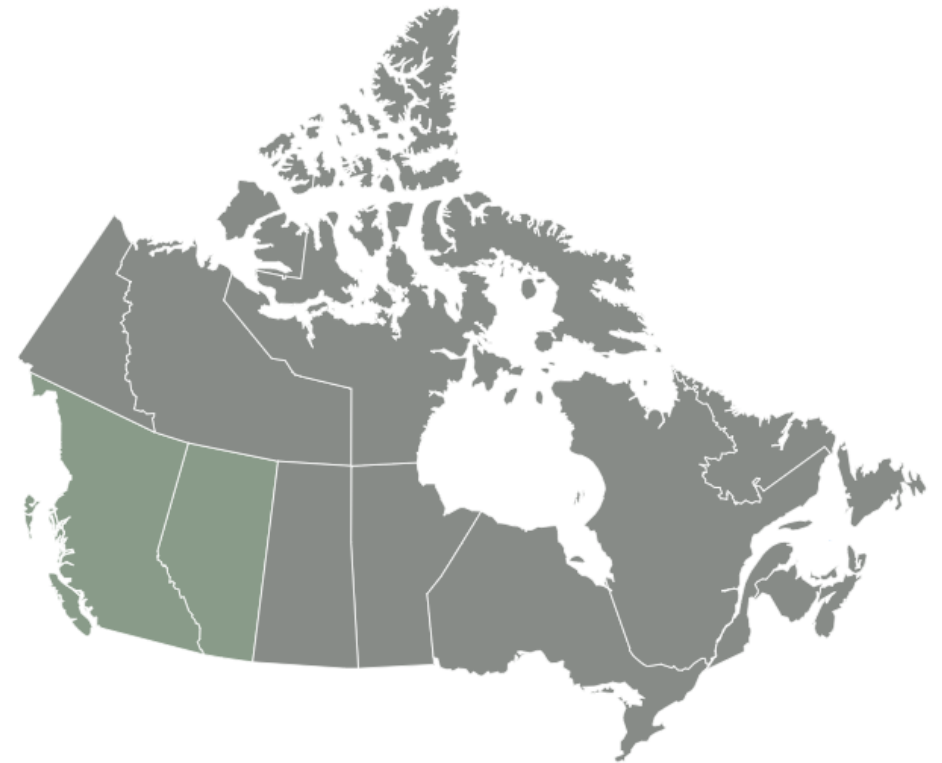
Monthly Visitor Highlights | 2022

British Columbia ~ October Update

2022 DATA VINTAGE

PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, 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 our 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

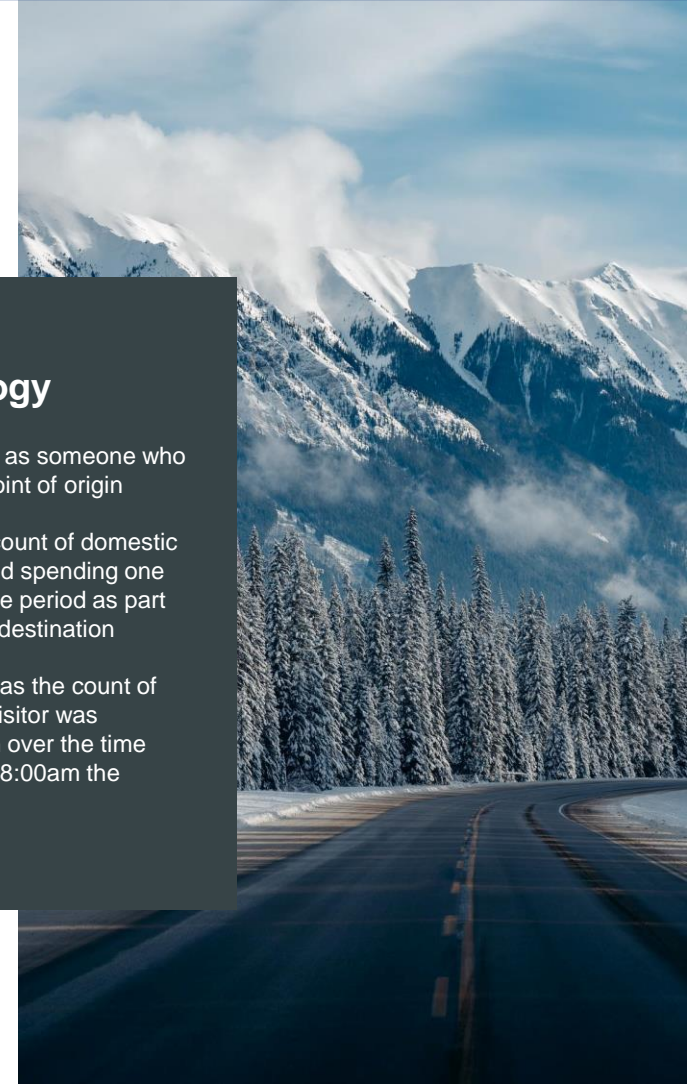
2022 Visitor
Highlights

bcrts

- 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, and grow their business with Canadian travelers
- 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 2019 to allow for analysis of historical trends

Methodology

- **Visitor:** 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)



RESEARCH OVERVIEW

2022 Visitor
Highlights

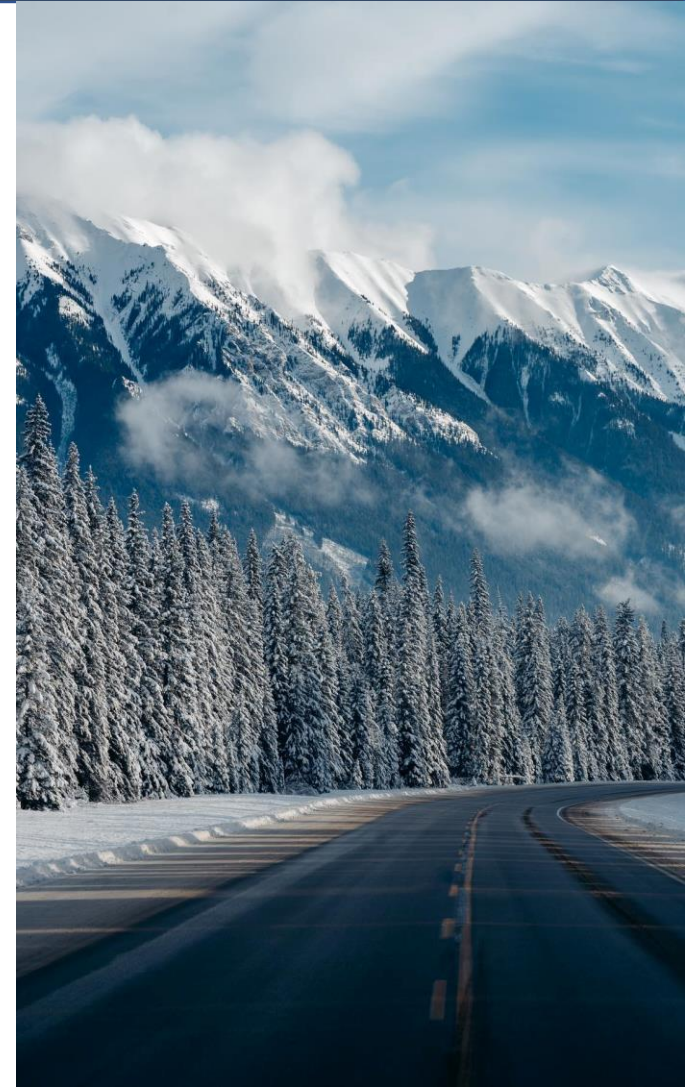
bcrts

- 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 2019, 2020, 2021 & 2022
- 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



NEW Visitor View Data Updates

- There have been methodology changes to Visitor View Canada to Canada supplied by Environics Analytics in a continued effort to improve the product. It has been rebuilt using telecom source data; this methodology change is to improve the stability and reliability of visitor estimates and the previous methodology which leveraged SDK source data.
- Visitor Estimates for this report have been produced using the new Visitor View solution (not including 2019).
- Environics is not able to reproduce 2019 estimates using the new methodology, but the original 2019 estimates have been retained. They caution against performing any direct volumetric comparisons to 2019 estimates and recommend limiting analysis using 2019 data to PRIZM profile and relative change comparisons. To maintain the consistency of this report and the finish of 2022, we have kept it included. Please review comparisons to 2019 with this in mind. For future reports in 2023, 2019 will not be included.





Canada Insights

Q1 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

British Columbia

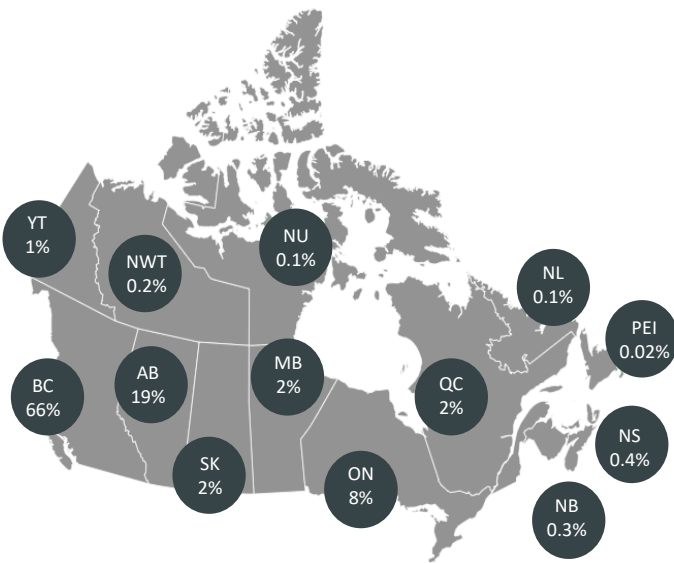
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

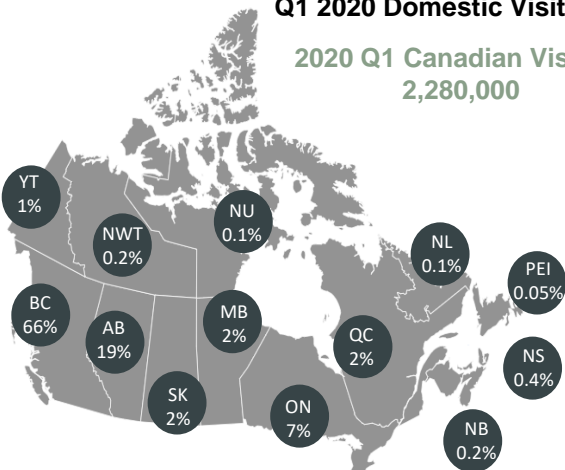
During Q1 2019 British Columbia saw an average of **2,649,500** Domestic Visitors. During Q1 2020 the province saw **2,280,000** Domestic Visitors, in Q1 2021 **1,643,500** Domestic Visitors and in Q1 2022 **2,839,100** Domestic Visitors. An increase of **7%** compared to 2019, increase of **25%** compared to 2020 and an increase of **73%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination

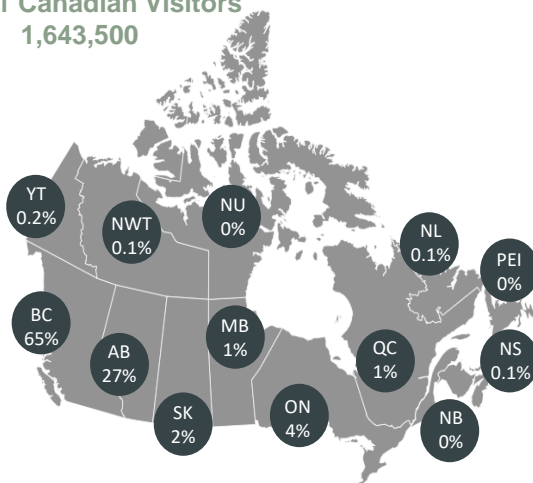
Q1 2019 Domestic Visitation
2019 Q1 Canadian Visitors
2,649,500



Q1 2020 Domestic Visitation
2020 Q1 Canadian Visitors
2,280,000

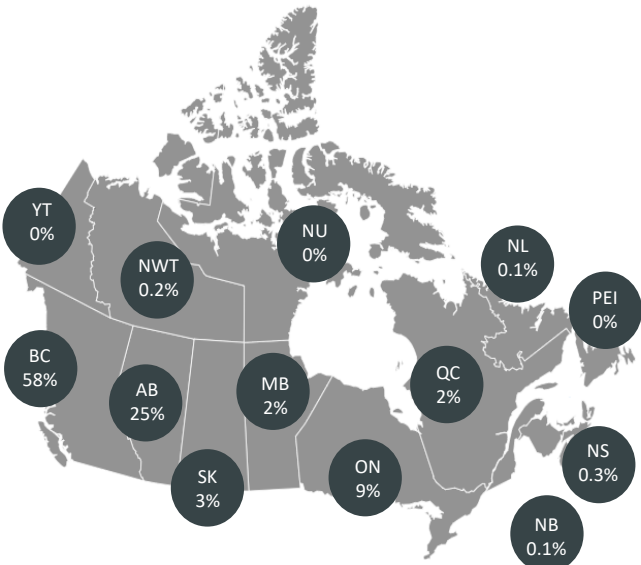


Q1 2021 Domestic Visitation
2021 Q1 Canadian Visitors
1,643,500



Q1 2022 Domestic Visitation
2022 Q1 Canadian Visitors
2,839,100

Increase of **7%** 2022 compared to 2019
Increase of **25%** 2022 compared to 2020
Increase of **73%** 2022 compared to 2021



Q2 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

British Columbia

Q2 = April | May | June

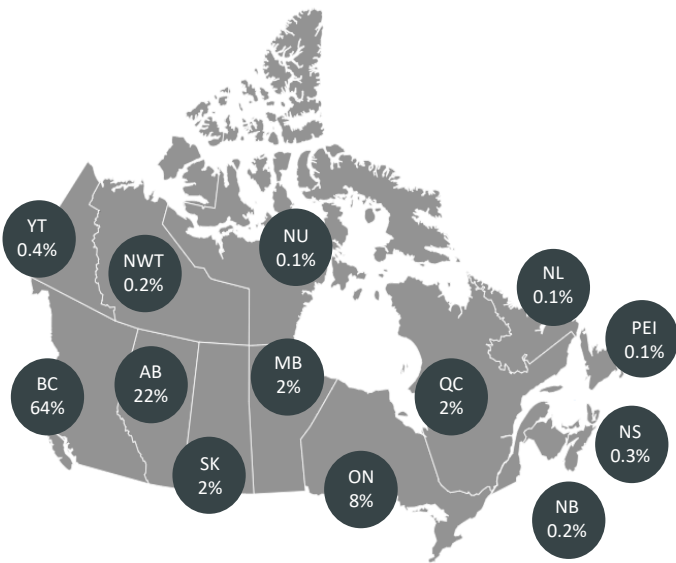
Note: All counts have been rounded to the nearest 100

Overview

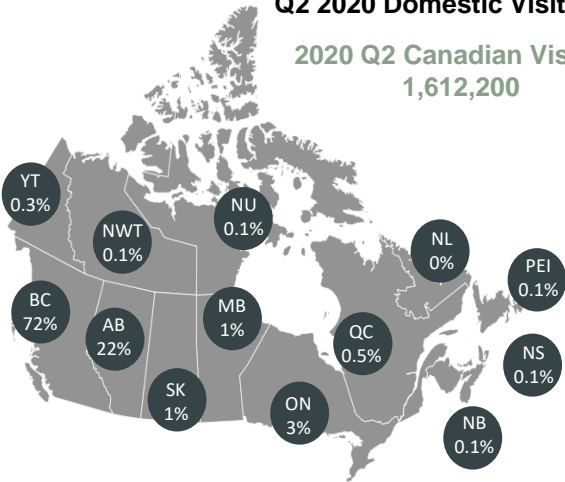
During Q2 2019 British Columbia saw an average of **3,014,400** Domestic Visitors. During Q2 2020 the province saw **1,612,200** Domestic Visitors, in Q2 2021 **2,326,100** Domestic Visitors and in Q2 2022 **4,028,600** Domestic Visitors. An increase of **34%** compared to 2019, an increase of **150%** compared to 2020, and an increase of **73%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination

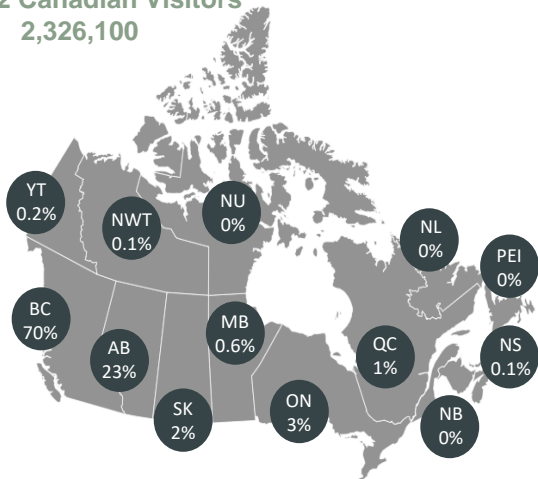
Q2 2019 Domestic Visitation
2019 Q2 Canadian Visitors
3,014,400



Q2 2020 Domestic Visitation
2020 Q2 Canadian Visitors
1,612,200

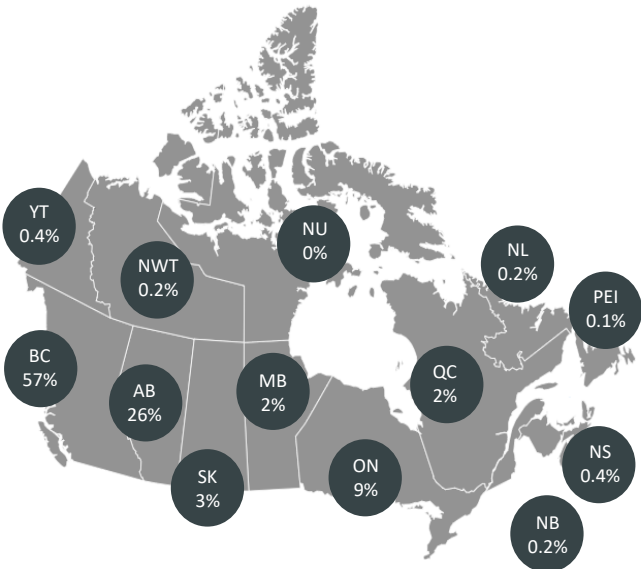


Q2 2021 Domestic Visitation
2021 Q2 Canadian Visitors
2,326,100



Q2 2022 Domestic Visitation
2022 Q2 Canadian Visitors
4,028,600

Increase of **34%** 2022 compared to 2019
Increase of **150%** 2022 compared to 2020
Increase of **73%** 2022 compared to 2021



Q3 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

British Columbia

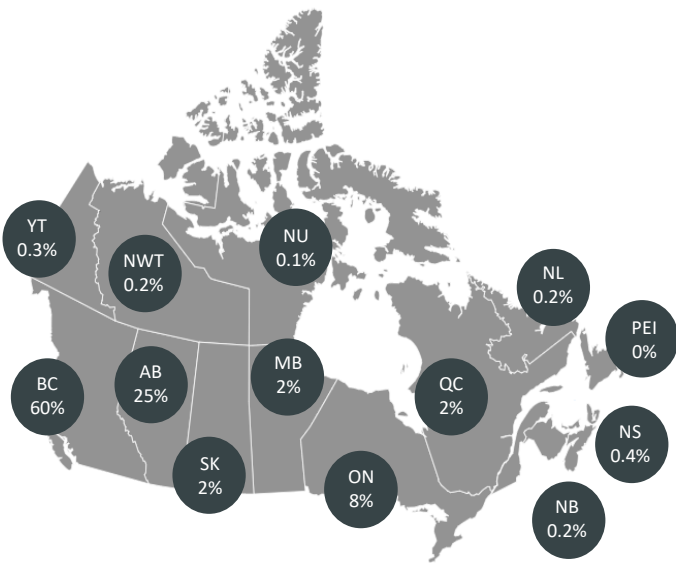
Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

Overview

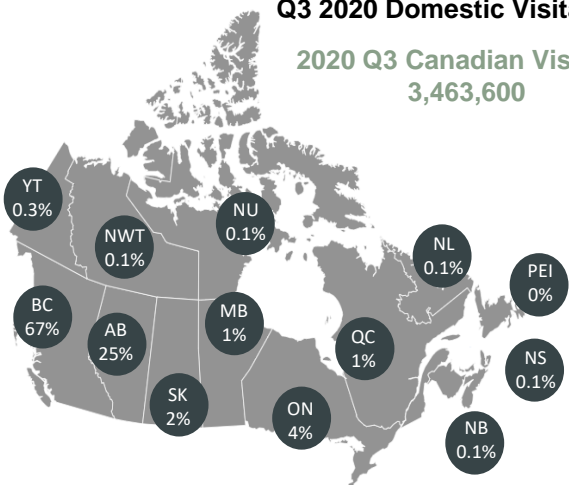
During Q3 2019 British Columbia saw an average of **3,847,900** Domestic Visitors. During Q3 2020 the province saw **3,463,600** Domestic Visitors, in Q3 2021 **5,054,000** Domestic Visitors and in Q3 2022 **5,492,400** Domestic Visitors. An increase of **43%** compared to 2019, an increase of **59%** compared to 2020, and an increase of **9%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination

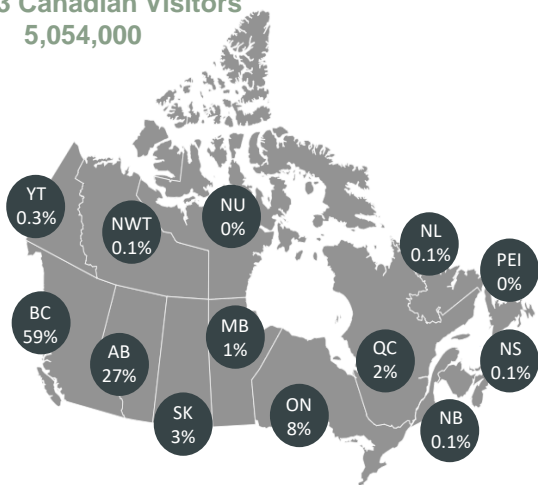
Q3 2019 Domestic Visitation
2019 Q3 Canadian Visitors
3,847,900



Q3 2020 Domestic Visitation
2020 Q3 Canadian Visitors
3,463,600

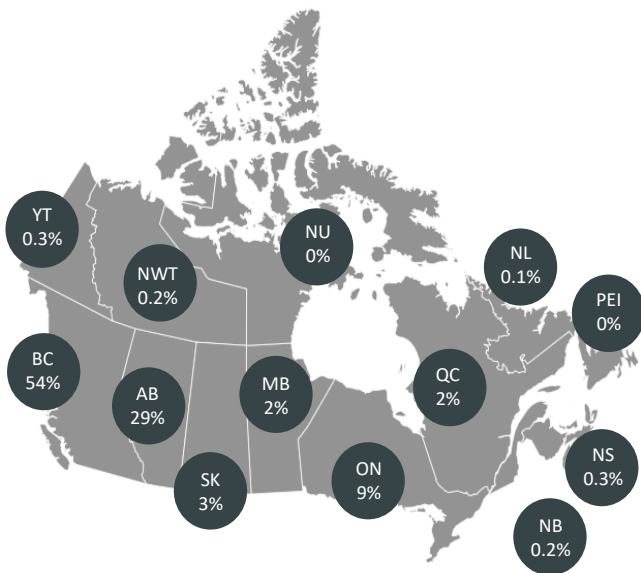


Q3 2021 Domestic Visitation
2021 Q3 Canadian Visitors
5,054,000



Q3 2022 Domestic Visitation
2022 Q3 Canadian Visitors
5,492,400

Increase of **43%** 2022 compared to 2019
Increase of **59%** 2022 compared to 2020
Increase of **9%** 2022 compared to 2021



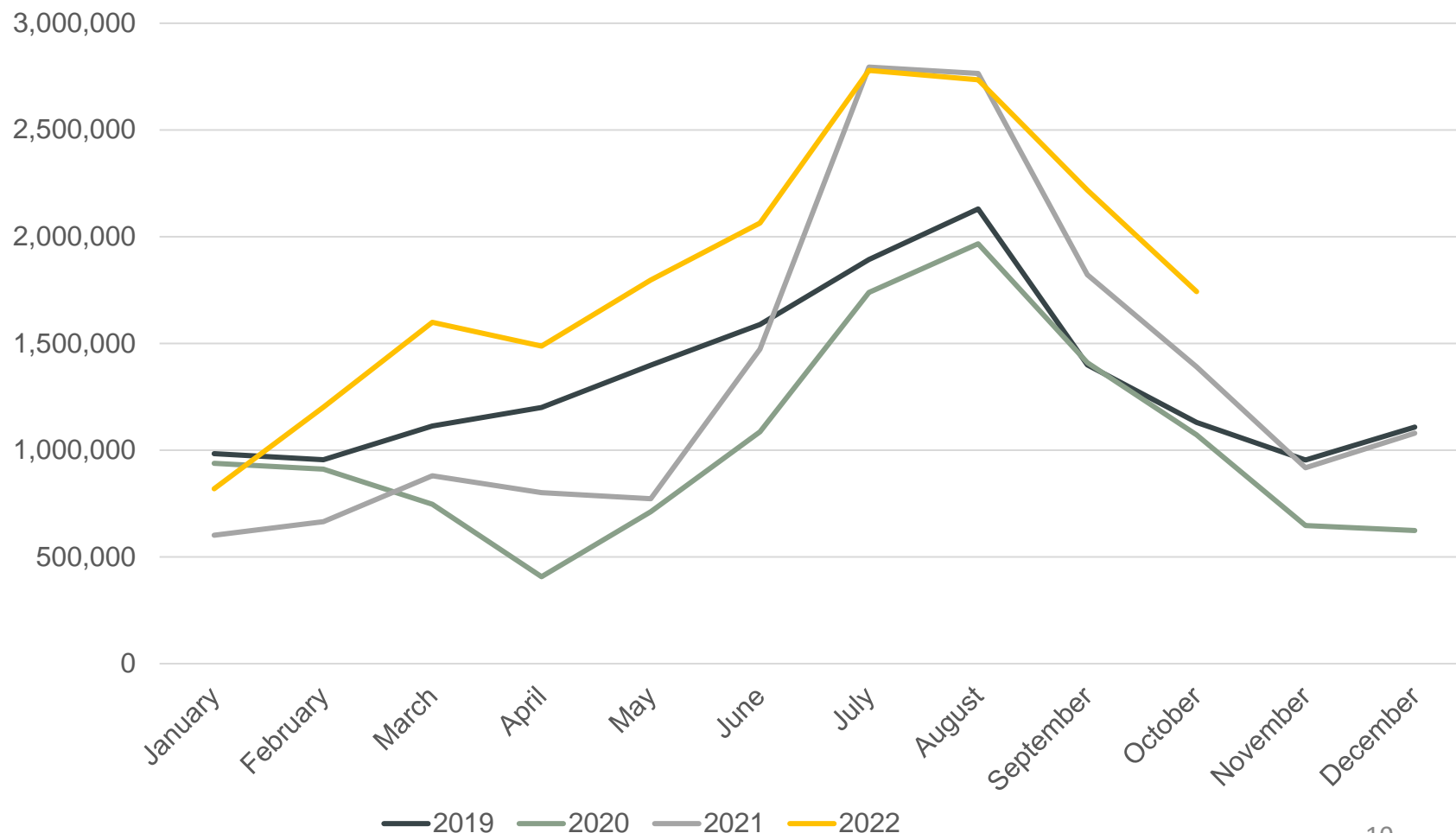
Canadian Visitation

CANADIAN VISITORS TRAVELLING TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a **47% increase** compared to 2019, a **60% increase** compared to 2020 and a **-1% decrease** compared to 2021
- August 2022 saw a **28% increase** compared to 2019, a **39% increase** compared to 2020 and a **-1% decrease** compared to 2021
- September 2022 saw a **58% increase** compared to 2019, a **57% increase** compared to 2020 and a **22% increase** compared to 2021
- October 2022 saw a **54% increase** compared to June 2019, a **63% increase** compared to 2020 and a **25% increase** compared to 2021



Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

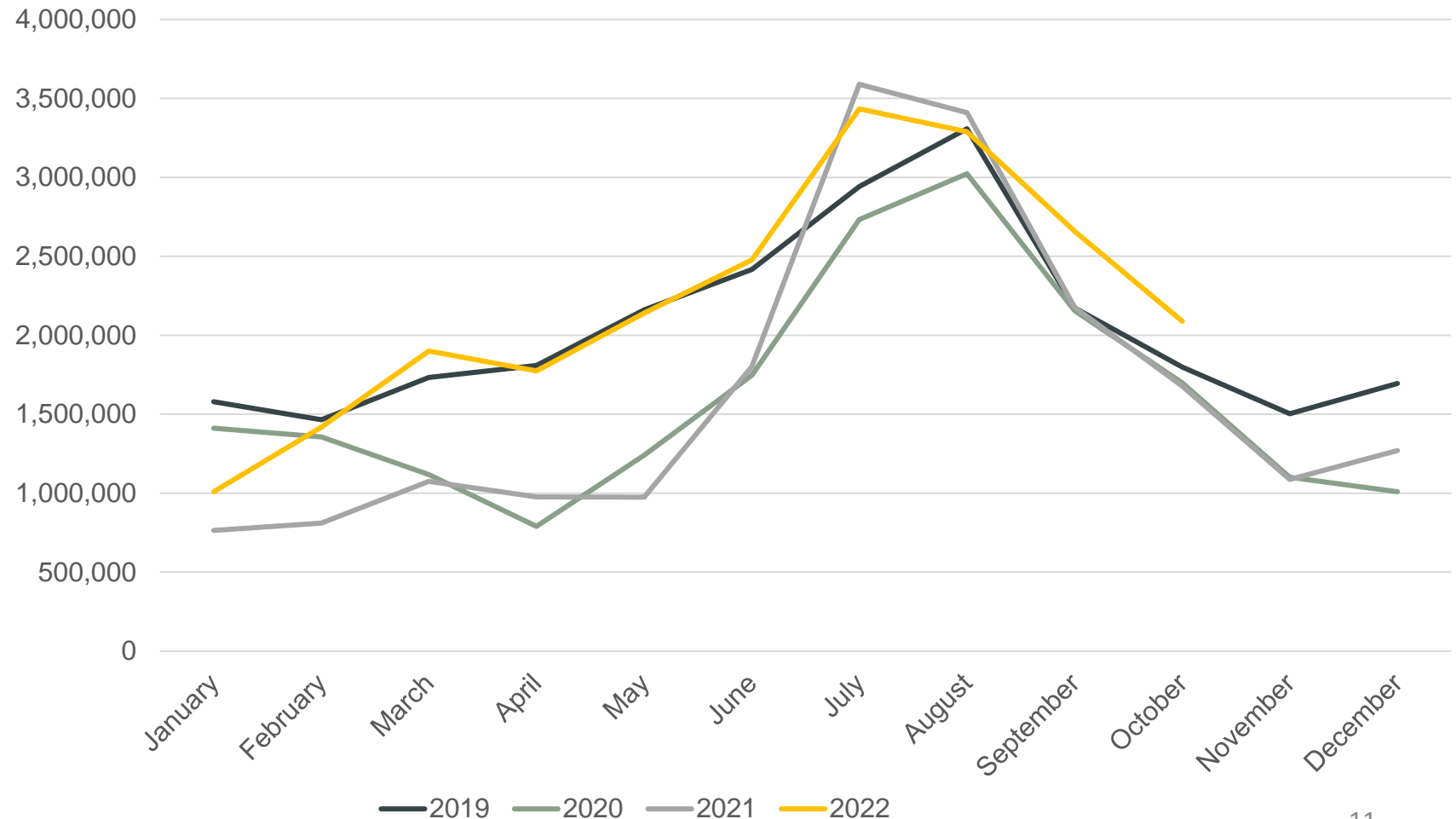
Canadian Visitation

CANADIAN TRIPS TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a **17% increase** compared to 2019, a **26% increase** compared to 2020 and a **-4% decrease** compared to 2021
- August 2022 saw a **-1% decrease** compared to 2019, a **9% increase** compared to 2020 and a **-4% decrease** compared to 2021
- September 2022 saw a **22% increase** compared to 2019, a **23% increase** compared to 2020 and a **22% increase** compared to 2021
- October 2022 saw a **16% increase** compared to June 2019, a **23% increase** compared to 2020 and a **25% increase** compared to 2021



Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.



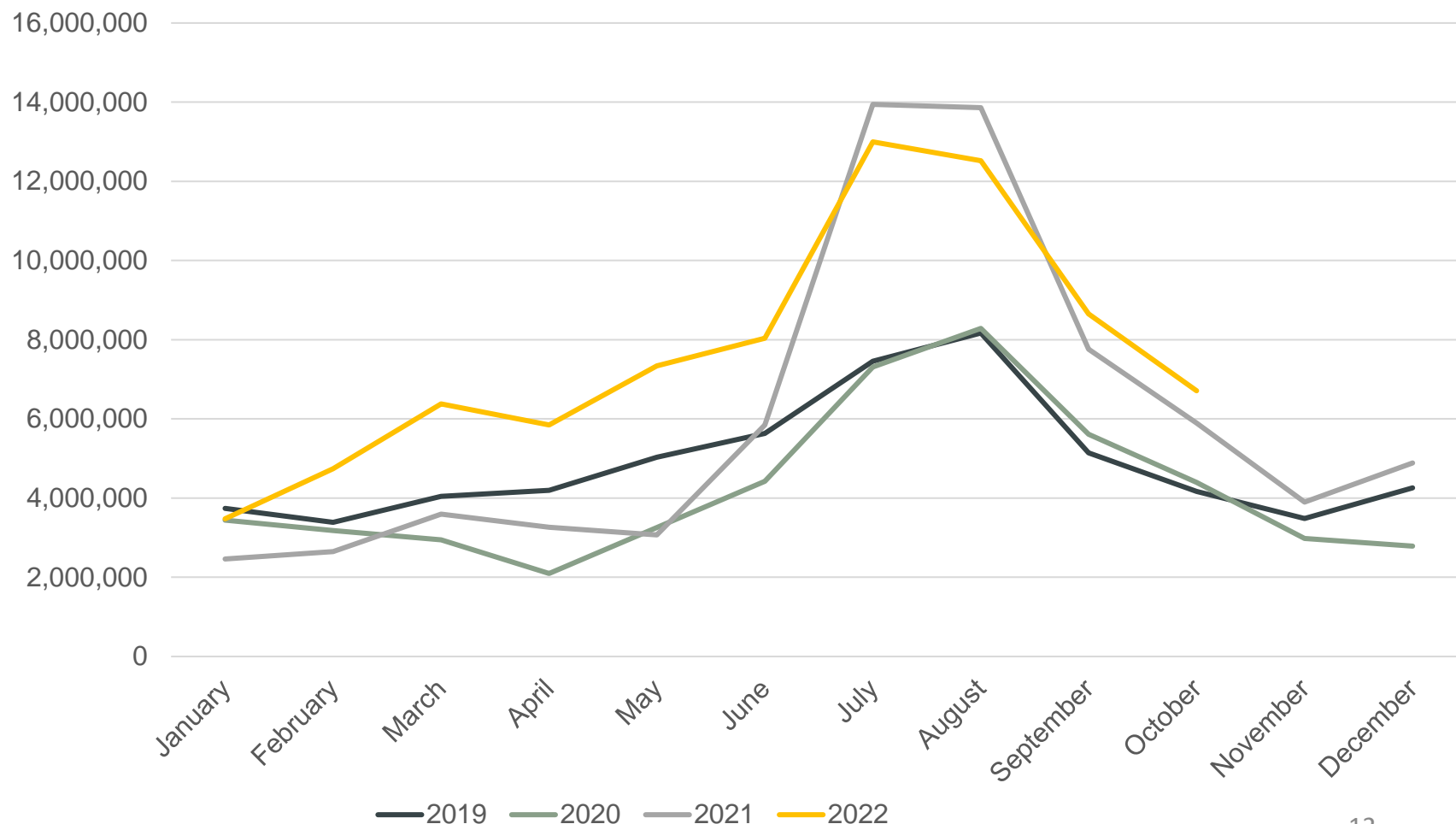
Canadian Visitation

CANADIAN OVERNIGHT STAYS TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a **74% increase** compared to 2019, a **78% increase** compared to 2020 and a **-7% decrease** compared to 2021
- August 2022 saw a **53% increase** compared to 2019, a **51% increase** compared to 2020 and a **-10% decrease** compared to 2021
- September 2022 saw a **68% increase** compared to 2019, a **54% increase** compared to 2020 and a **12% increase** compared to 2021
- October 2022 saw a **61% increase** compared to June 2019, a **53% increase** compared to 2020 and a **14% increase** compared to 2021



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period



British Columbia Insights

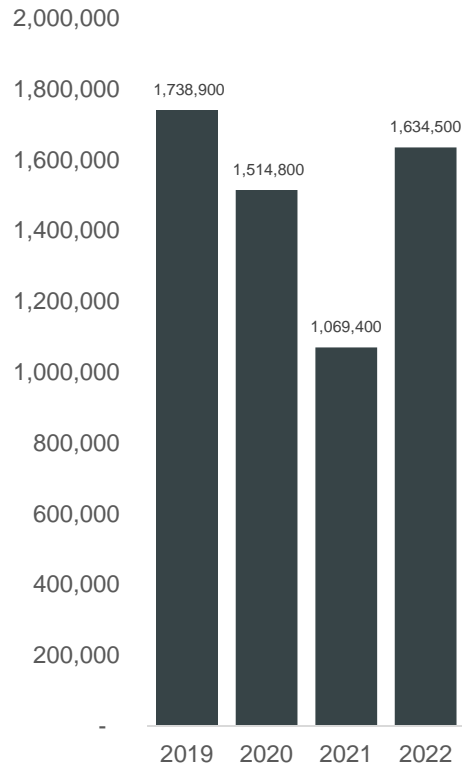
British Columbia Visitation

BC RESIDENTS TRAVELLING TO BC BY QUARTER

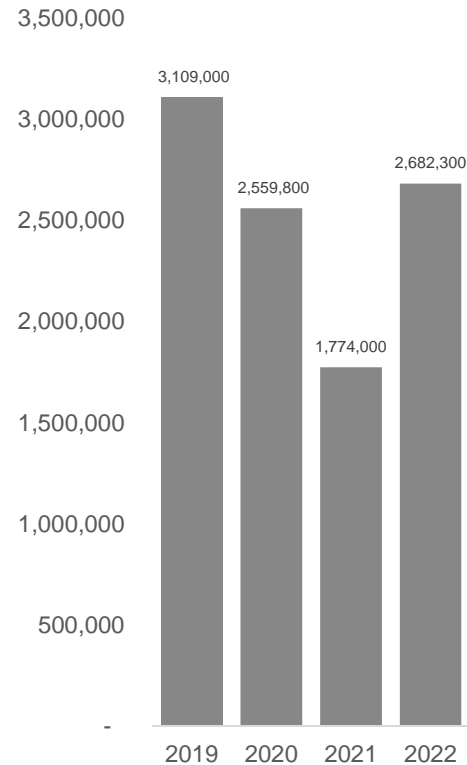
2022 Visitor
Highlights

bcrts

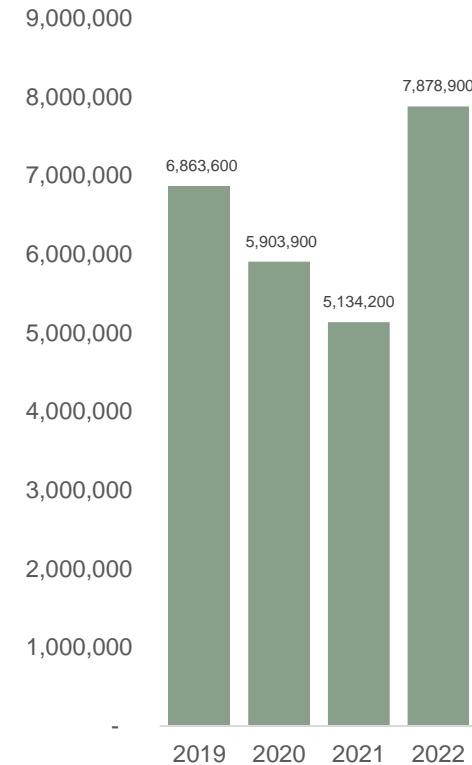
Number of Visitors to BC
from BC in Q1



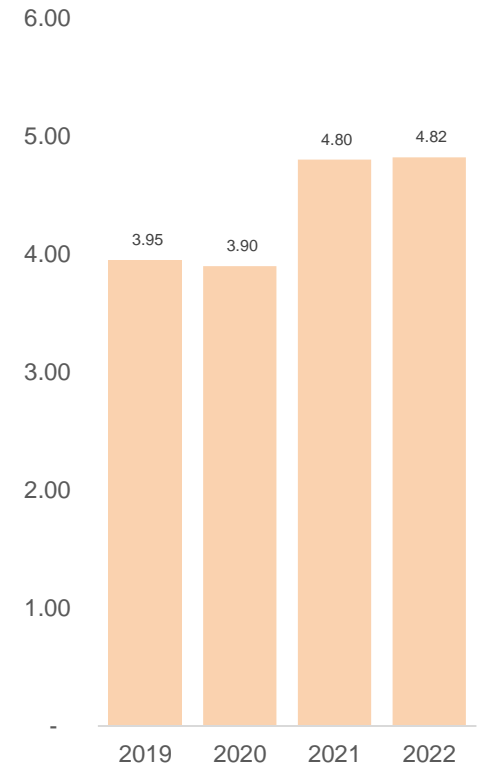
Number of Trips to BC
from BC in Q1



Number of Nights Stayed in BC
from BC in Q1



Length of Stay in BC
from BC in Q1



Q1 = January | February | March

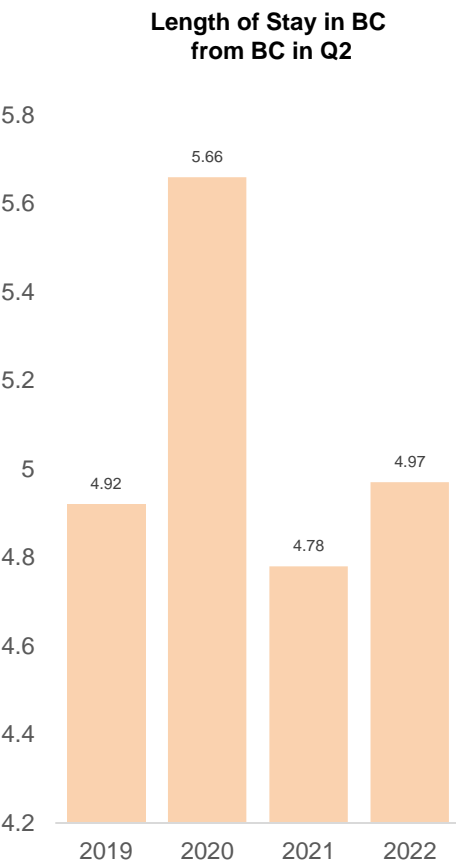
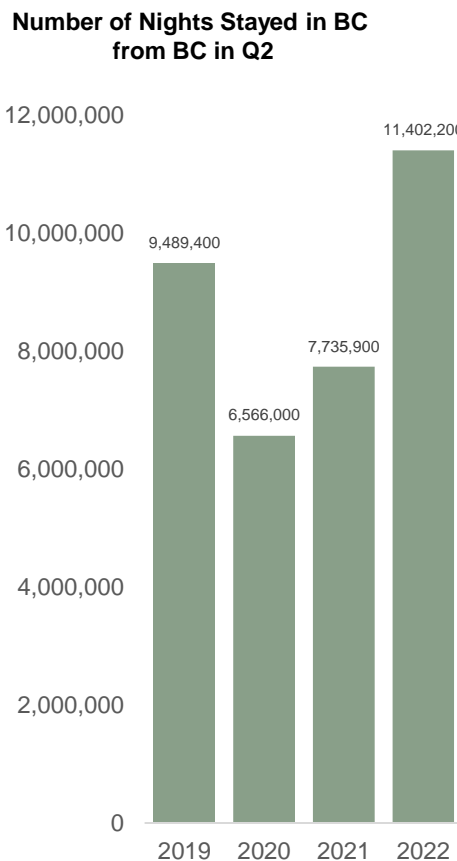
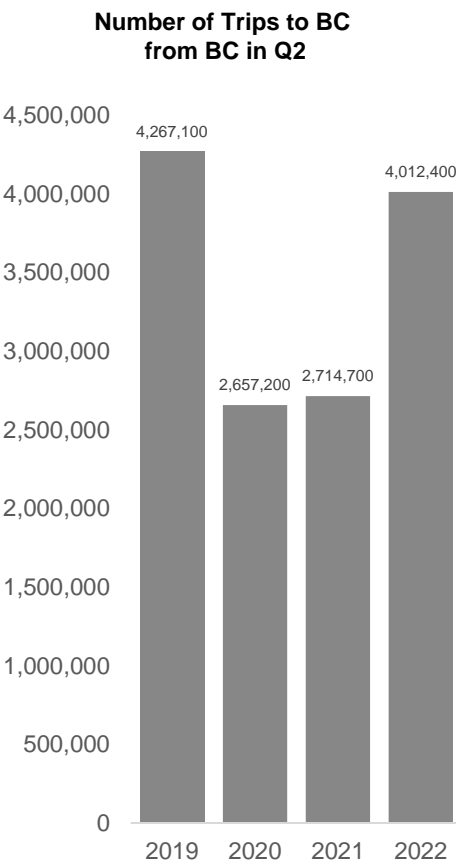
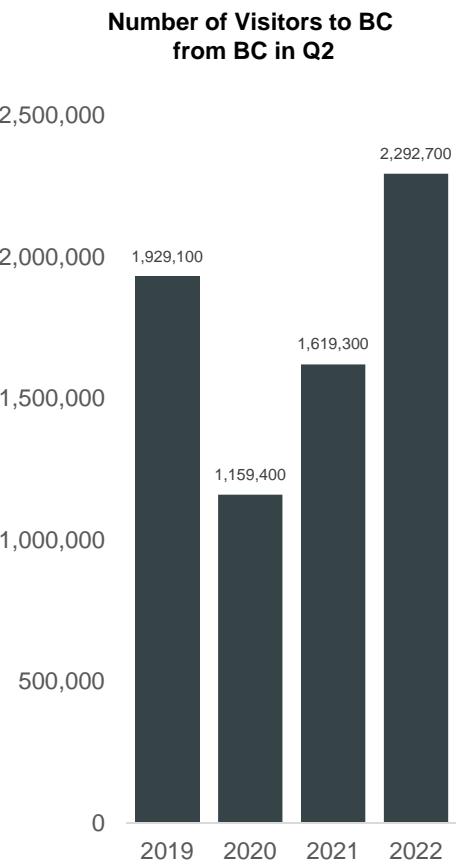
Note: All counts have been rounded to the nearest 100

British Columbia Visitation

BC RESIDENTS TRAVELLING TO BC BY QUARTER

2022 Visitor
Highlights

bcrts



Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

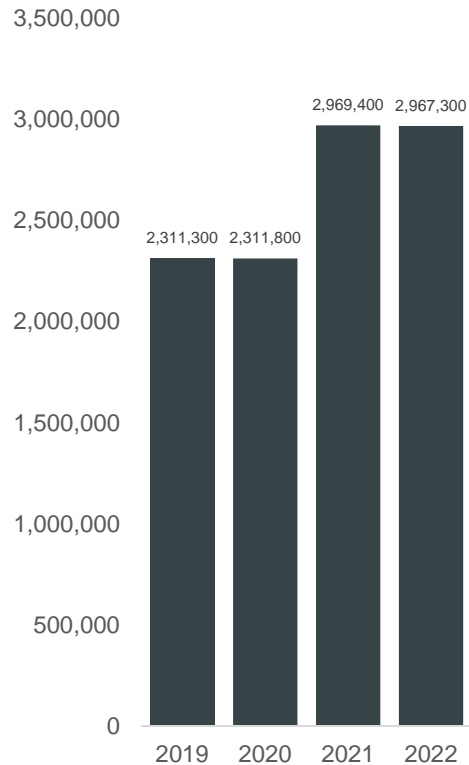
British Columbia Visitation

BC RESIDENTS TRAVELLING TO BC BY QUARTER

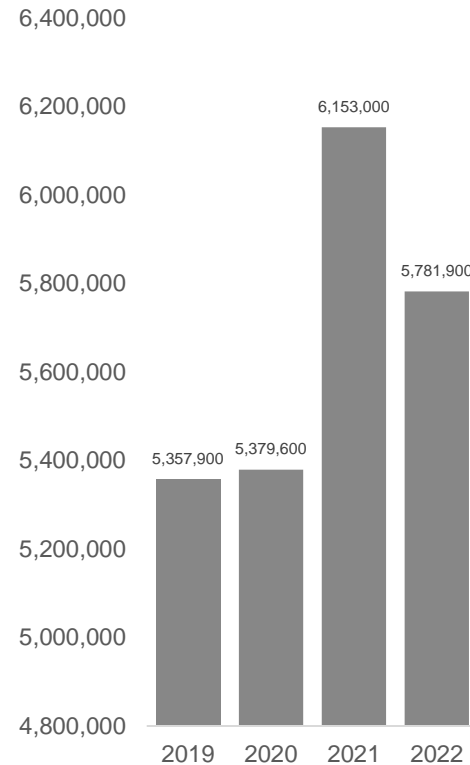
2022 Visitor
Highlights

bcrts

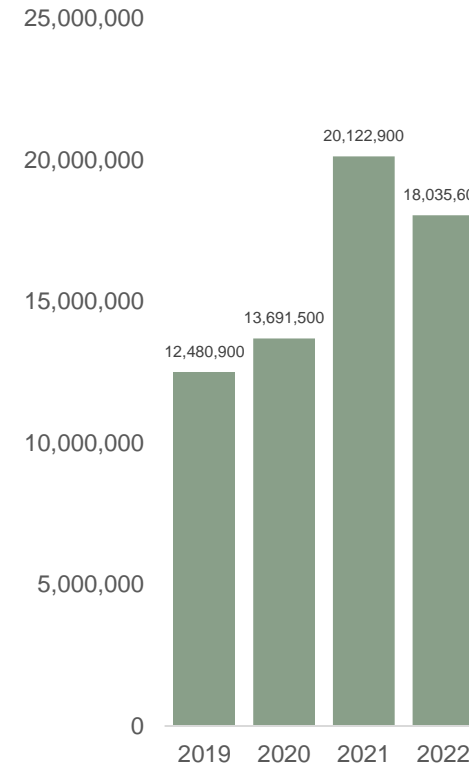
Number of Visitors to BC
from BC in Q3



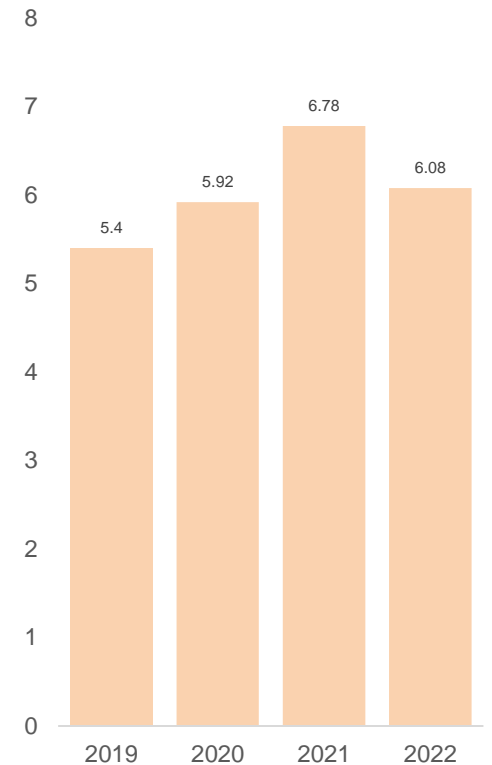
Number of Trips to BC
from BC in Q3



Number of Nights Stayed in BC
from BC in Q3



Length of Stay in BC
from BC in Q3



Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

BC VISITORS TO BC BY QUARTER – Q1

NUMBER OF VISITORS TO BC BY ORIGIN CITY

2022 Visitor
Highlights

bcrts

City	2019 Visitor Count
Vancouver	151,400
Surrey	93,100
Kelowna	59,300
Abbotsford	57,700
Saanich	57,700
Nanaimo	54,400
Kamloops	54,000
Burnaby	44,700
Victoria	42,800
Chilliwack	40,200

City	2020 Visitor Count
Vancouver	124,600
Surrey	79,000
Kelowna	53,100
Kamloops	49,900
Abbotsford	48,900
Nanaimo	47,700
Saanich	46,700
Burnaby	36,700
Prince George	36,000
Victoria	35,400

City	2021 Visitor Count
Vancouver	114,800
Surrey	85,200
Burnaby	35,700
Kelowna	35,100
Abbotsford	34,700
Richmond	30,100
Kamloops	29,000
Saanich	27,800
Nanaimo	26,400
Coquitlam	24,800

City	2022 Visitor Count
Vancouver	175,600
Surrey	129,600
Kelowna	57,200
Burnaby	57,100
Abbotsford	51,900
Saanich	51,200
Richmond	48,900
Kamloops	46,800
Nanaimo	41,400
Coquitlam	38,700

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

BC VISITORS TO BC BY QUARTER – Q2

NUMBER OF VISITORS TO BC BY ORIGIN CITY

2022 Visitor
Highlights

bcrts

City	2019 Visitor Count
Vancouver	196,400
Surrey	140,900
Kelowna	66,400
Abbotsford	64,200
Burnaby	63,600
Kamloops	56,000
Saanich	55,000
Richmond	54,600
Nanaimo	49,200
Langley	46,100

City	2020 Visitor Count
Vancouver	106,200
Surrey	85,400
Kelowna	42,400
Abbotsford	41,200
Kamloops	37,800
Burnaby	34,200
Prince George	31,700
Richmond	29,000
Langley	29,000
Saanich	28,900

City	2021 Visitor Count
Vancouver	170,600
Surrey	135,100
Kelowna	61,700
Burnaby	56,500
Kamloops	50,500
Richmond	48,100
Abbotsford	47,500
Saanich	41,900
Langley	38,700
Coquitlam	38,500

City	2022 Visitor Count
Vancouver	253,000
Surrey	199,600
Burnaby	87,400
Kelowna	82,700
Richmond	75,400
Abbotsford	73,800
Saanich	65,600
Kamloops	64,200
Coquitlam	58,600
Langley	57,000

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC VISITORS TO BC BY QUARTER – Q3

NUMBER OF VISITORS TO BC BY ORIGIN CITY

2022 Visitor
Highlights

bcrts

City	2019 Visitor Count
Vancouver	243,400
Surrey	190,400
Burnaby	82,200
Kelowna	78,200
Abbotsford	77,500
Richmond	72,000
Saanich	66,500
Kamloops	60,300
Langley	59,700
Coquitlam	58,000

City	2020 Visitor Count
Vancouver	262,300
Surrey	210,400
Burnaby	90,100
Richmond	79,700
Abbotsford	75,400
Kelowna	74,700
Langley	64,300
Coquitlam	64,000
Saanich	61,600
Kamloops	59,400

City	2021 Visitor Count
Vancouver	360,400
Surrey	292,100
Burnaby	128,800
Richmond	112,000
Kelowna	95,100
Abbotsford	92,100
Coquitlam	86,700
Langley	81,800
Saanich	79,200
Kamloops	74,200

City	2022 Visitor Count
Vancouver	349,600
Surrey	285,600
Burnaby	126,500
Richmond	110,400
Kelowna	100,800
Abbotsford	95,500
Coquitlam	84,900
Saanich	80,000
Langley	79,700
Kamloops	74,000

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

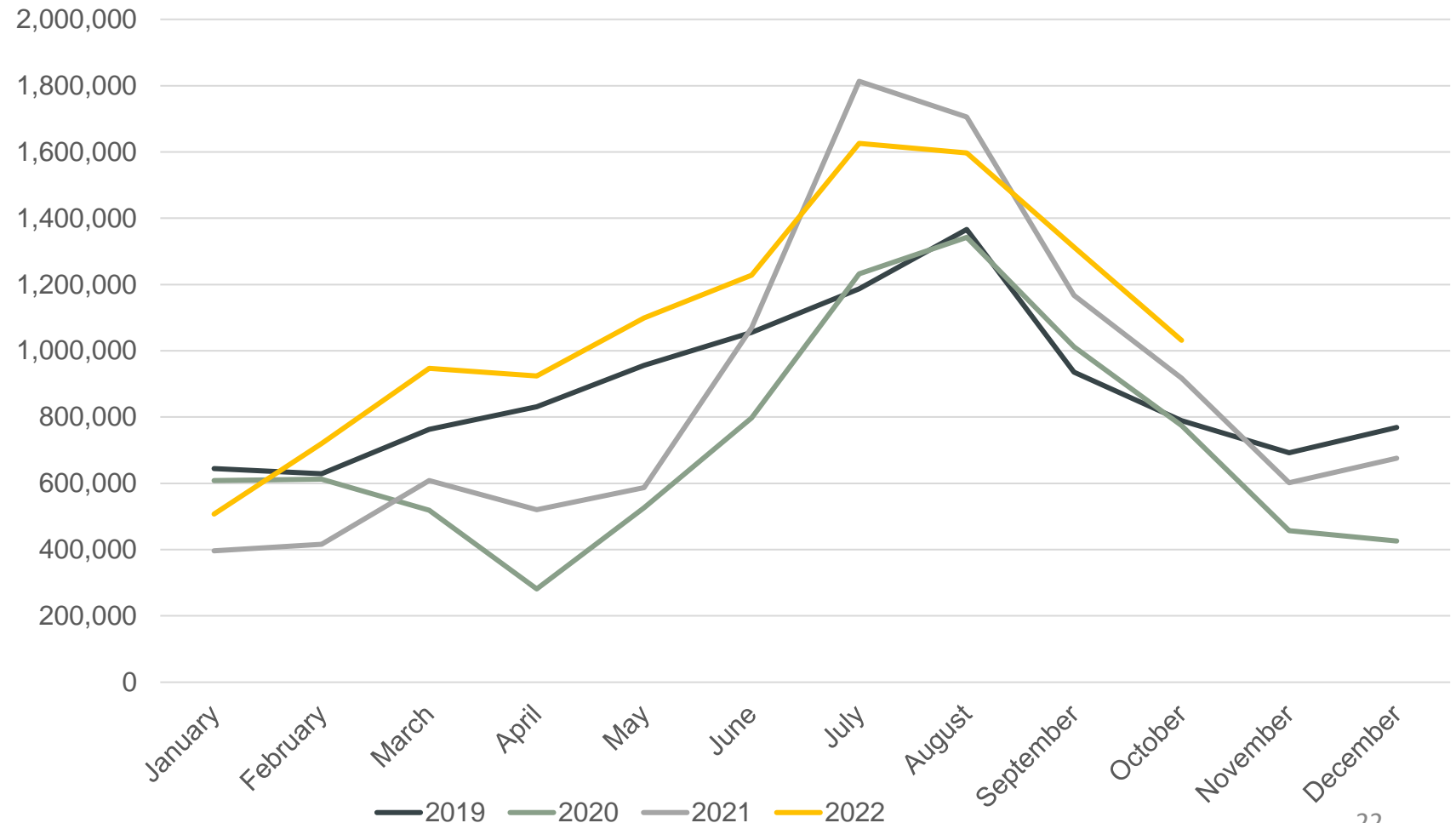
British Columbian Visitation

BC VISITORS TRAVELLING TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a **37% increase** compared to 2019, a **32% increase** compared to 2020 and a **-10% decrease** compared to 2021
- August 2022 saw a **17% increase** compared to 2019, a **19% increase** compared to 2020 and a **-6% decrease** compared to 2021
- September 2022 saw a **40% increase** compared to 2019, a **30% increase** compared to 2020 and a **13% increase** compared to 2021
- October 2022 saw a **31% increase** compared to June 2019, a **33% increase** compared to 2020 and a **12% increase** compared to 2021



Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

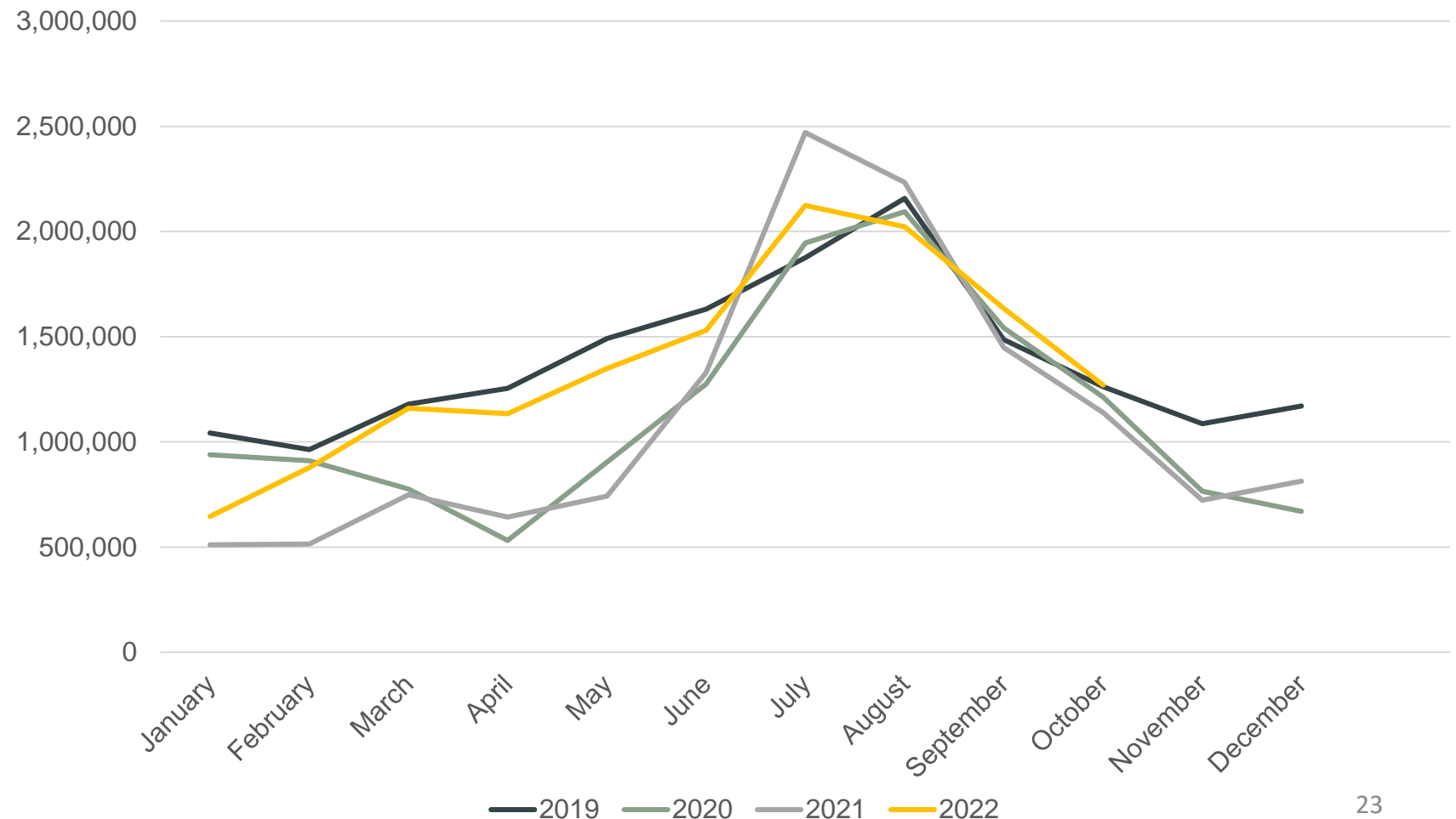
British Columbian Visitation

BC TRIPS TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a **13% increase** compared to 2019, a **9% increase** compared to 2020 and a **-14% decrease** compared to 2021
- August 2022 saw a **-6% decrease** compared to 2019, a **-3% decrease** compared to 2020 and a **-9% decrease** compared to 2021
- September 2022 saw a **10% increase** compared to 2019, a **6% increase** compared to 2020 and a **13% increase** compared to 2021
- October 2022 saw a **1% increase** compared to June 2019, a **5% increase** compared to 2020 and a **12% increase** compared to 2021



Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.



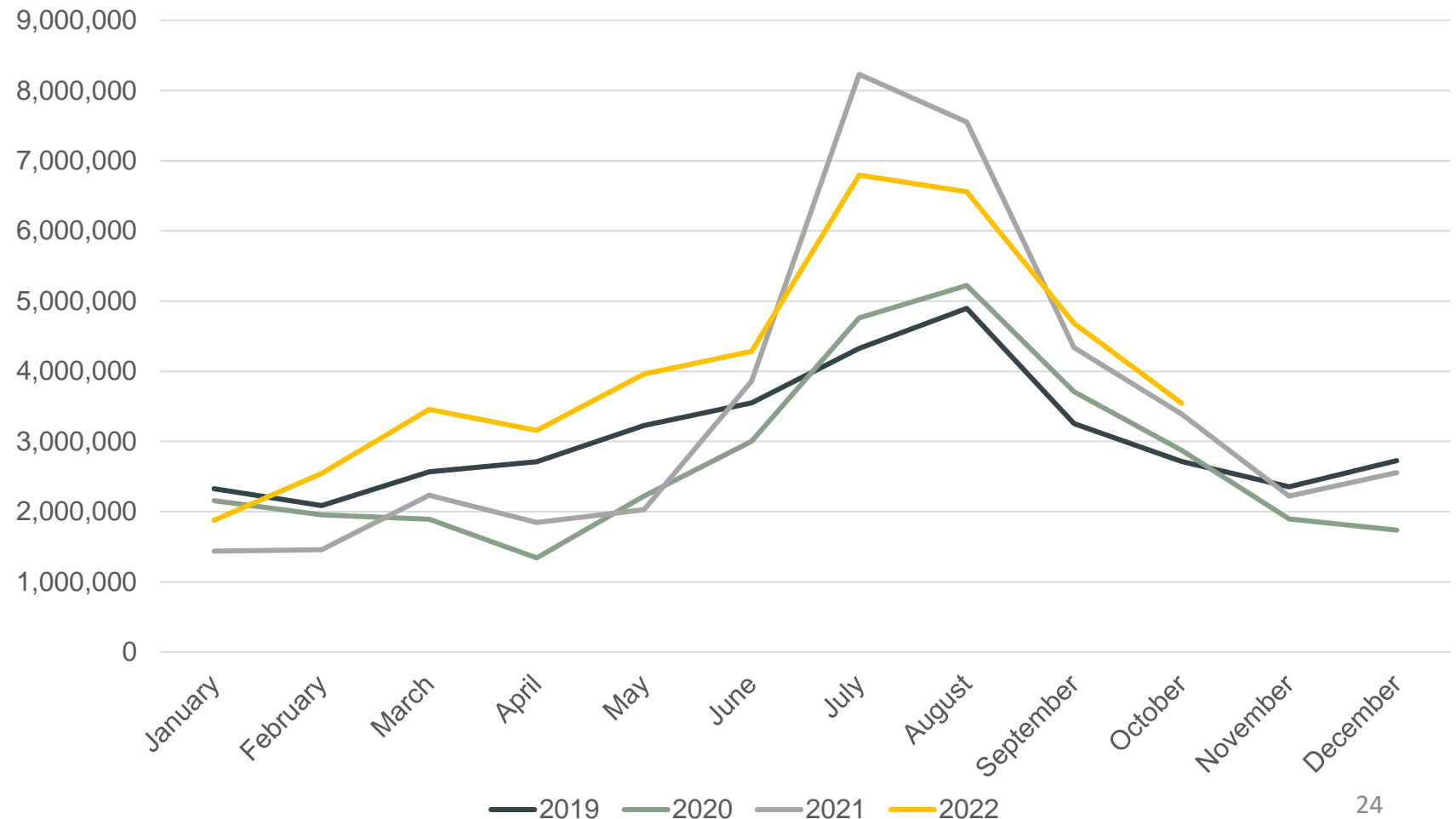
British Columbian Visitation

BC OVERNIGHT STAYS IN BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a **57% increase** compared to 2019, a **43% increase** compared to 2020 and a **-17% decrease** compared to 2021
- August 2022 saw a **34% increase** compared to 2019, a **26% increase** compared to 2020 and a **-13% decrease** compared to 2021
- September 2022 saw a **44% increase** compared to 2019, a **26% increase** compared to 2020 and a **8% increase** compared to 2021
- October 2022 saw a **31% increase** compared to June 2019, a **23% increase** compared to 2020 and a **5% increase** compared to 2021



January 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

bcrts

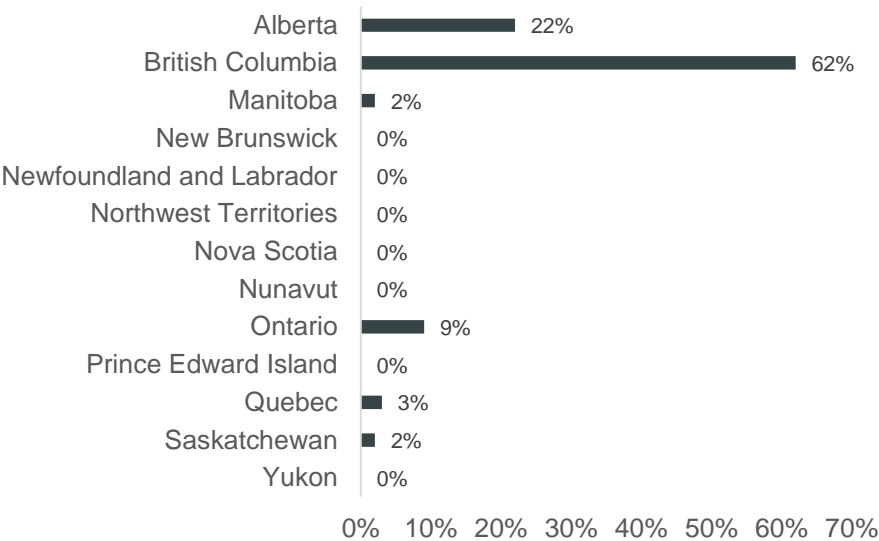
British Columbia

Overview

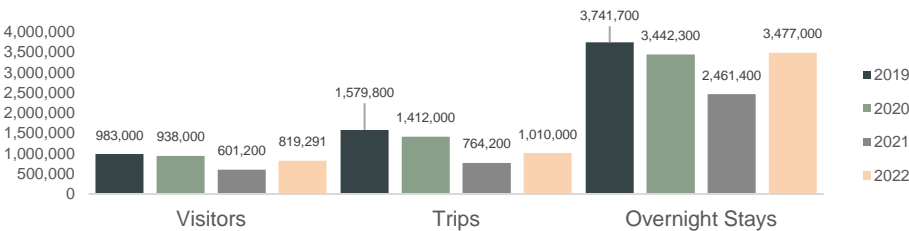
The number of visitors to British Columbia from Canadian travelers decreased by **-17%** when comparing January 2022 to January 2019.

Visitors decreased by **-13%** when compared to January 2020 and increased by **36%** when compared to January 2021.

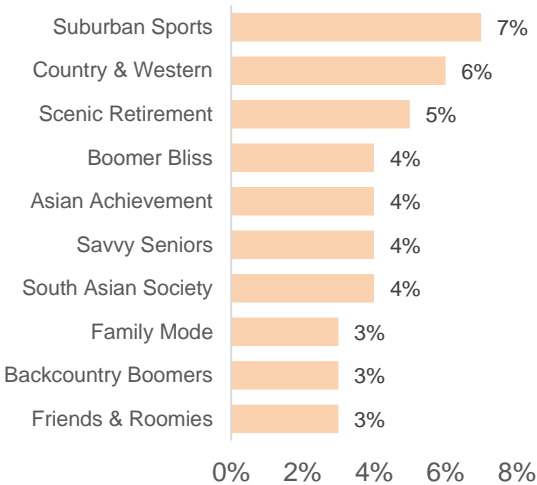
Percentage of Canadian Visitors to British Columbia by Province January 2022



Canadian Visitors to British Columbia January 2019-2022



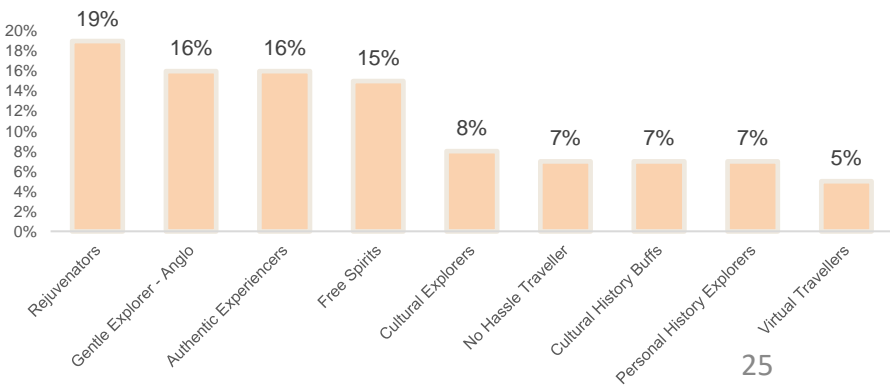
January 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

January 2022 BC Visitors by EQ Type



February 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

bcrts

British Columbia

Overview

The number of visitors to British Columbia from Canadian travelers increased by **26%** when comparing February 2022 to February 2019.

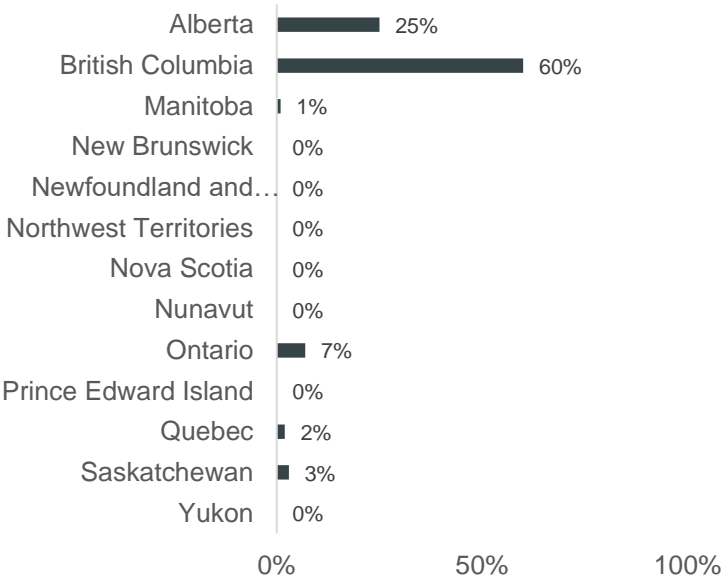
Visitors increased by **32%** when compared to February 2020 and increased by **81%** when compared to February 2021.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2022.

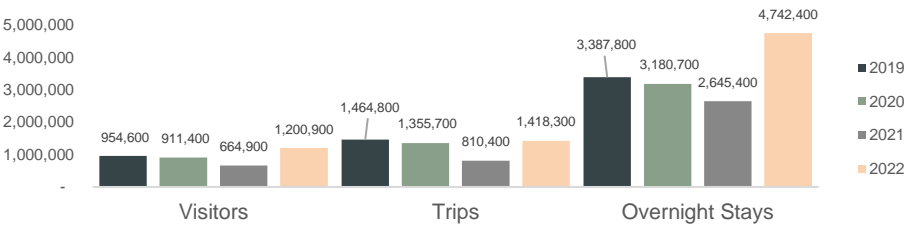
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

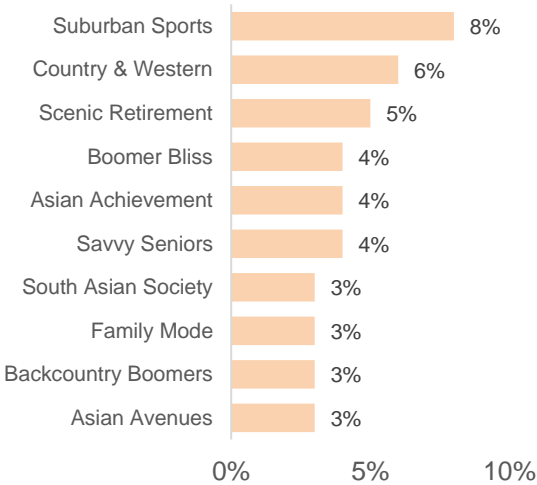
Percentage of Visitors to British Columbia
by Province February 2022



Canadian Visitors to British Columbia
February 2019-2022



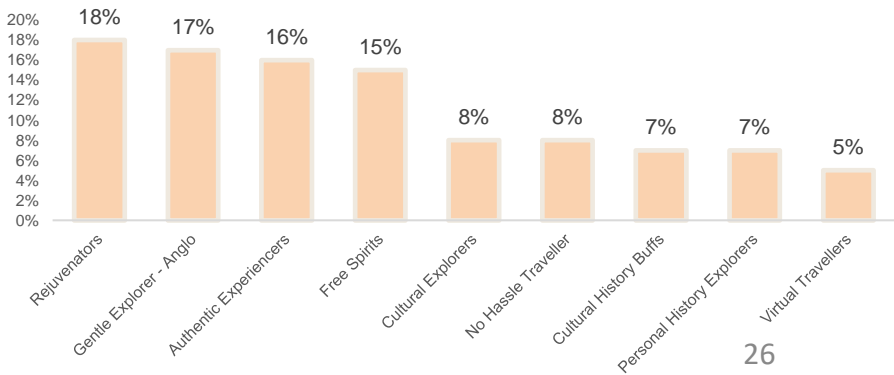
February 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

February 2022 BC Visitors by EQ Type



March 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

bcrts

British Columbia

Overview

The number of visitors to British Columbia from Canadian travelers increased by **44%** when comparing March 2022 to March 2019.

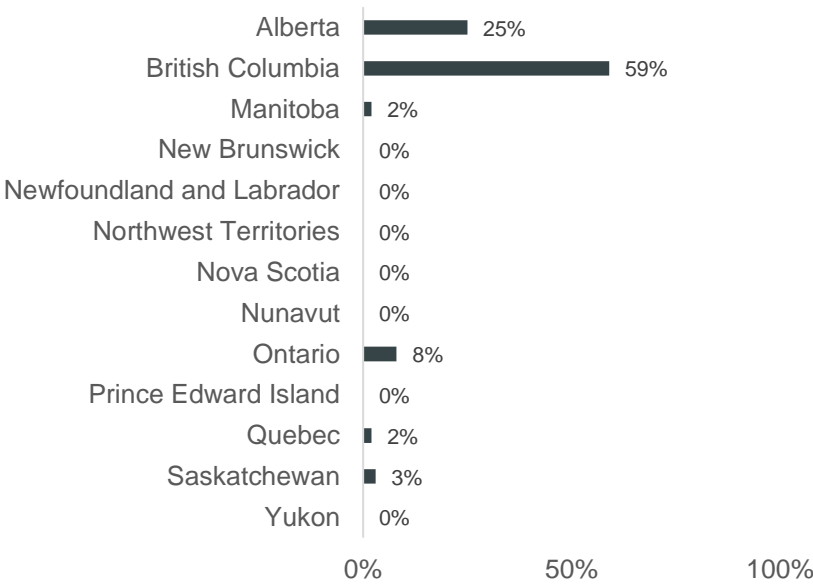
Visitors increased by **114%** when compared to March 2020 and increased by **82%** when compared to March 2021.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing March in previous years to March 2022.

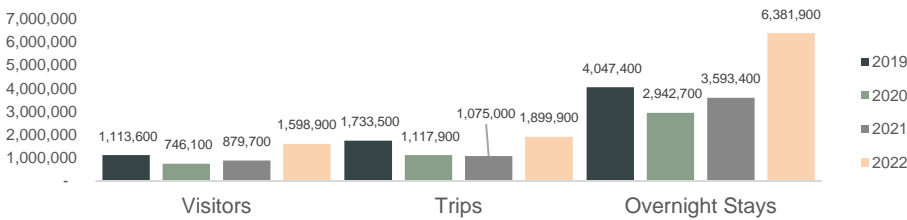
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

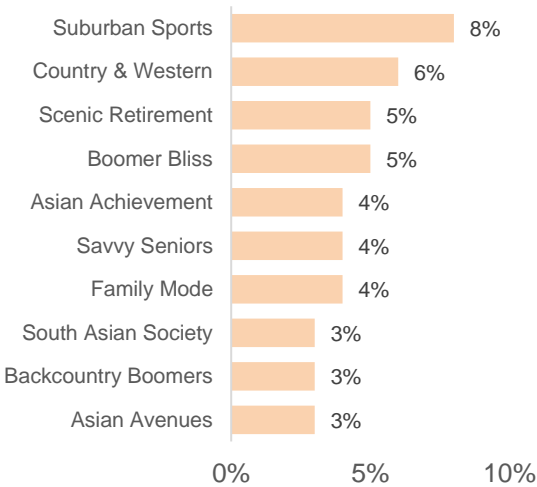
Percentage of Visitors to British Columbia
by Province March 2022



Canadian Visitors to British Columbia
March 2019-2022



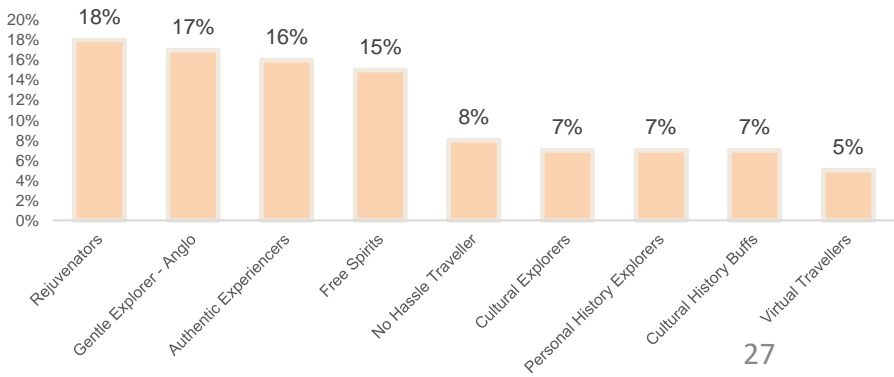
March 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

March 2022 BC Visitors by EQ Type



April 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

British Columbia

bcrts

Overview

The number of visitors to British Columbia from Canadian travelers increased by **24%** when comparing April 2022 to April 2019.

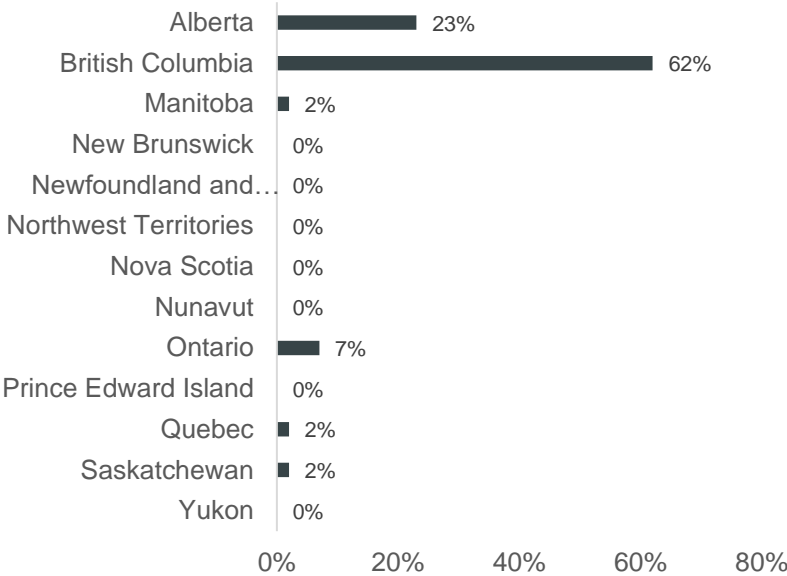
Visitors increased by **266%** when compared to April 2020 and increased by **86%** when compared to April 2021.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing April in previous years to April 2022.

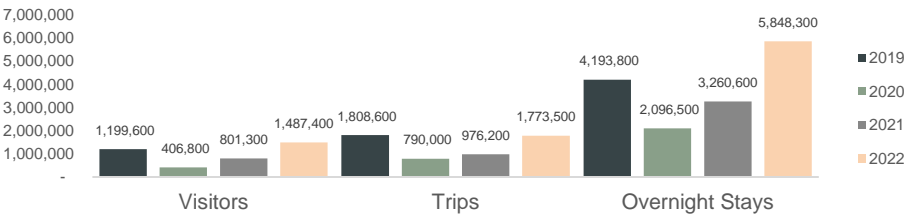
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

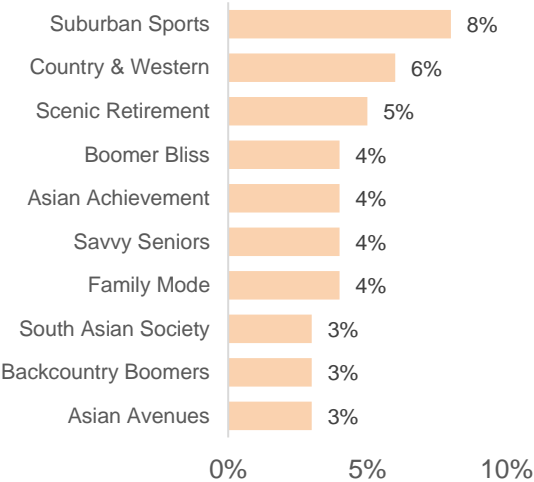
Percentage of Visitors to British Columbia
by Province April 2022



Canadian Visitors to British Columbia
April 2019-2022



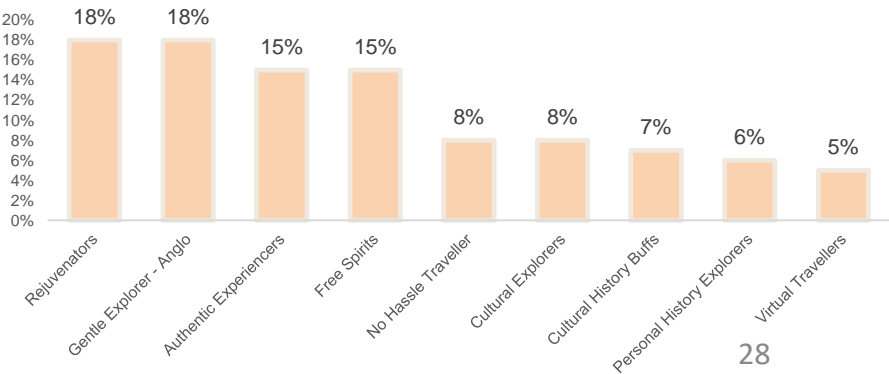
April 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

April 2022 BC Visitors by EQ Type



May 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

British Columbia

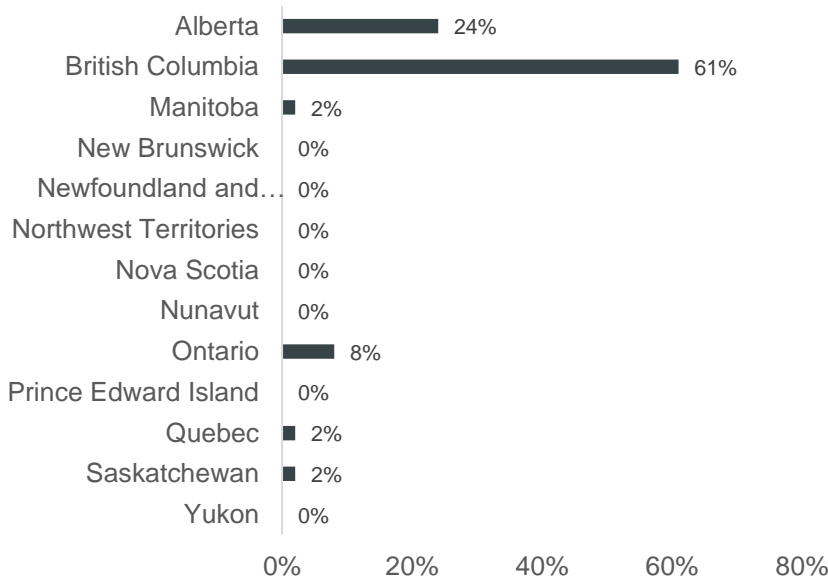
bcrts

Overview

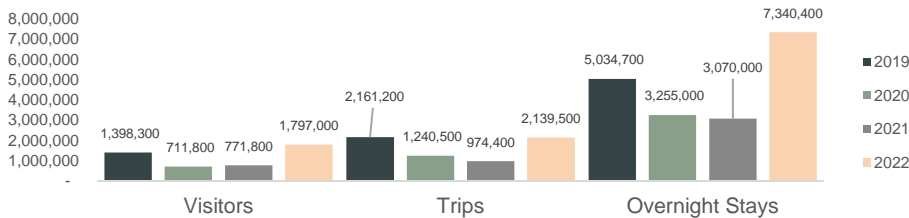
The number of visitors to British Columbia from Canadian travelers increased by **29%** when comparing May 2022 to May 2019.

Visitors increased by **152%** when compared to May 2020 and increased by **133%** when compared to May 2021.

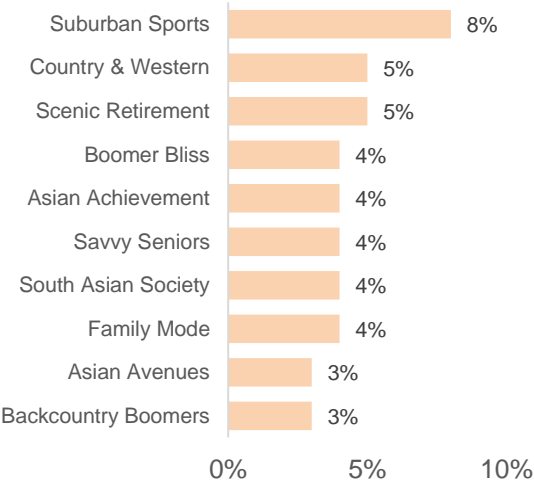
Percentage of Visitors to British Columbia by Province May 2022



Canadian Visitors to British Columbia May 2019-2022



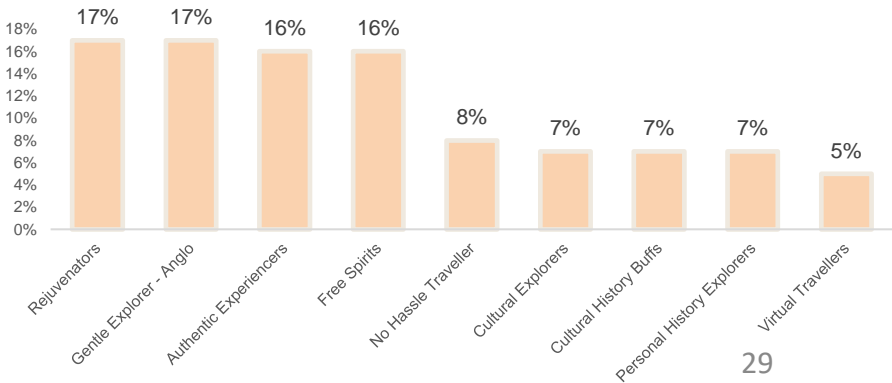
May 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

May 2022 BC Visitors by EQ Type



June 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

British Columbia

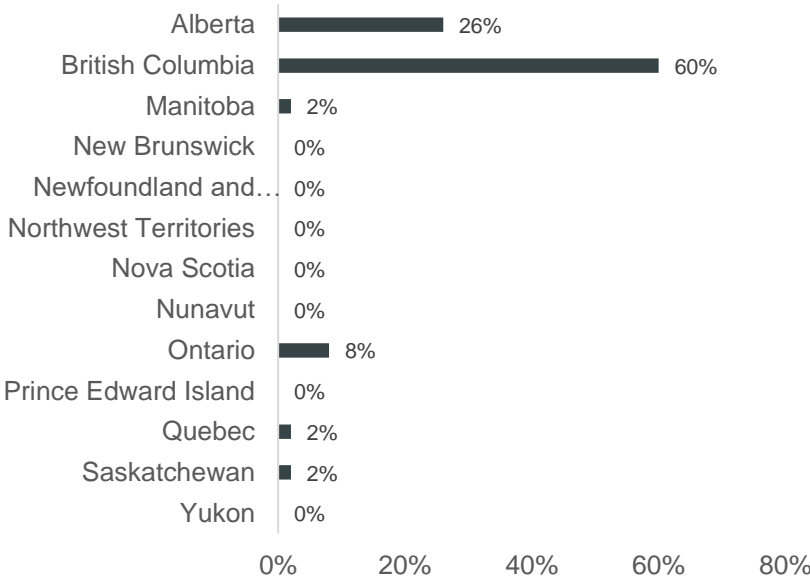
bcrts

Overview

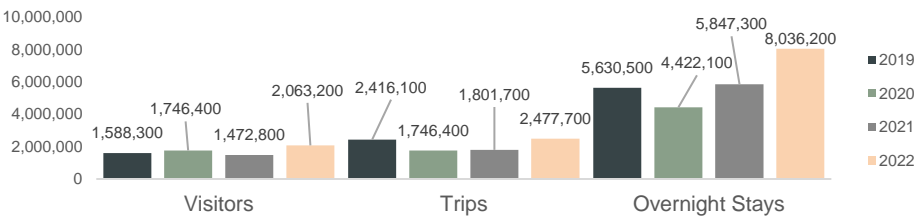
The number of visitors to British Columbia from Canadian travelers increased by **30%** when comparing June 2022 to June 2019.

Visitors increased by **90%** when compared to June 2020 and increased by **40%** when compared to June 2021.

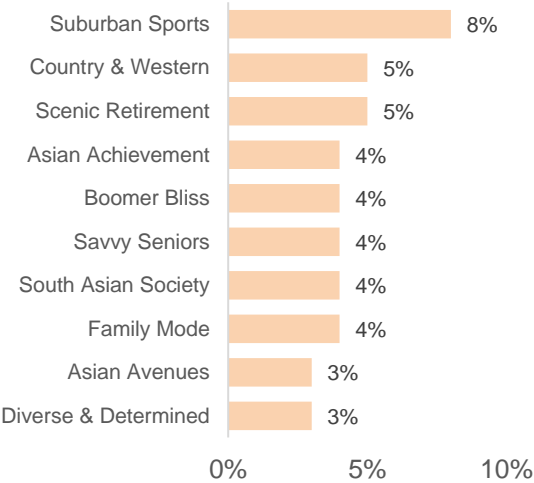
Percentage of Visitors to British Columbia by Province June 2022



Canadian Visitors to British Columbia June 2019-2022



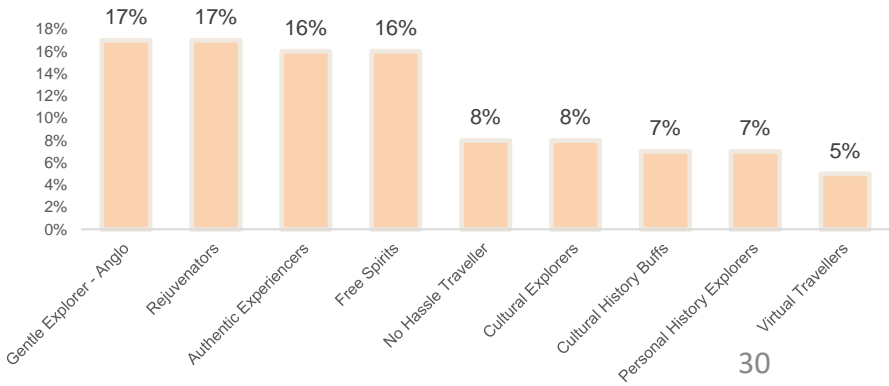
June 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

June 2022 BC Visitors by EQ Type



July 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

British Columbia

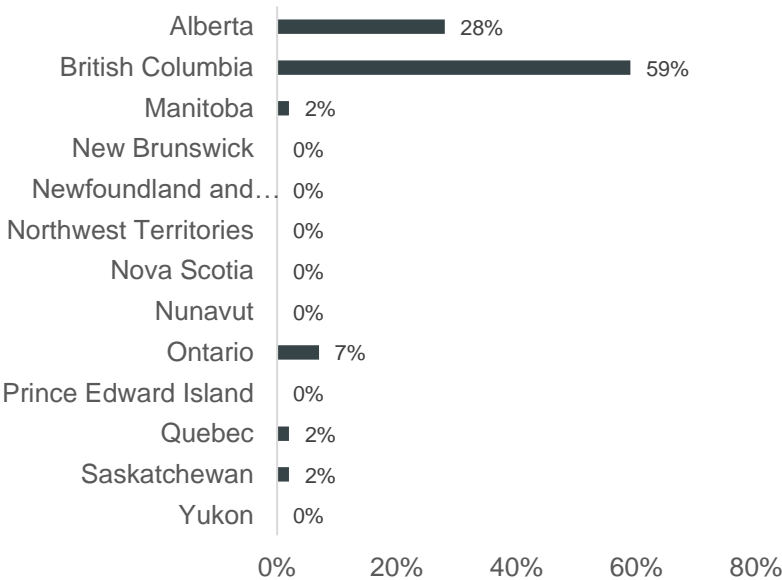
bcrts

Overview

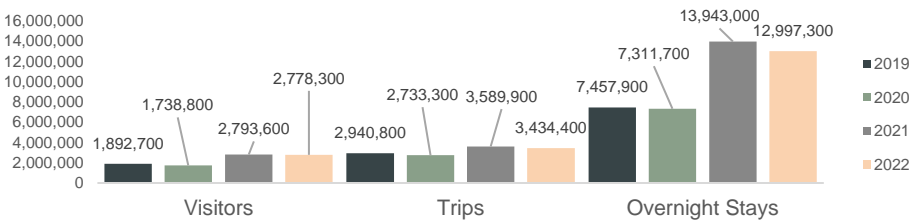
The number of visitors to British Columbia from Canadian travelers increased by **47%** when comparing July 2022 to July 2019.

Visitors increased by **60%** when compared to July 2020 and decreased by **-1%** when compared to July 2021.

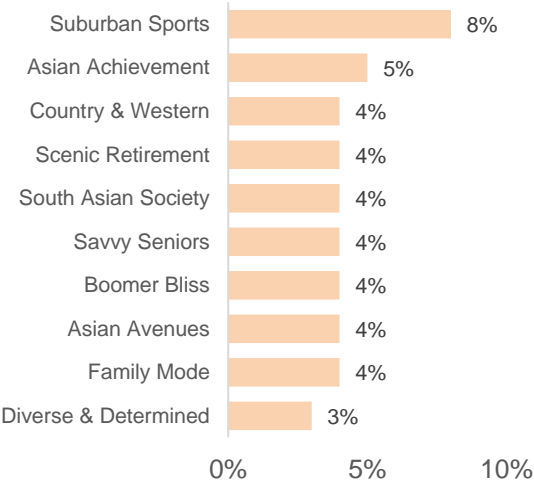
Percentage of Visitors to British Columbia by Province July 2022



Canadian Visitors to British Columbia July 2019-2022



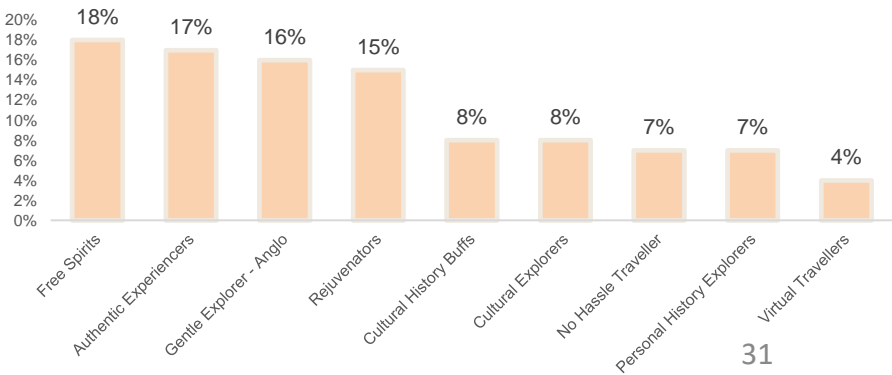
July 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Asian Achievement** make up 96,175 households, or 4.7% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).

July 2022 BC Visitors by EQ Type



August 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

bcrts

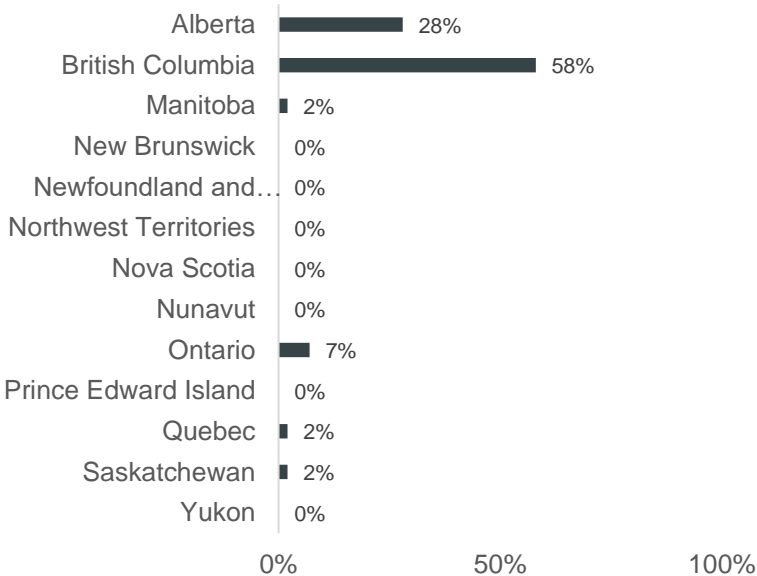
British Columbia

Overview

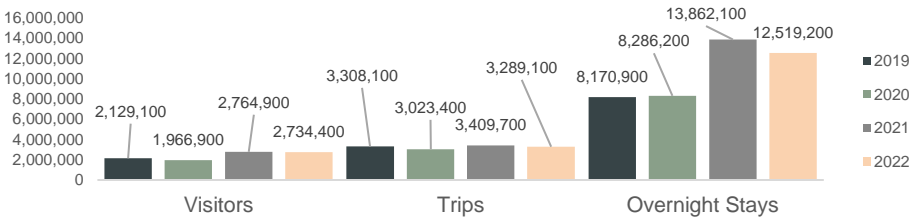
The number of visitors to British Columbia from Canadian travelers increased by **28%** when comparing August 2022 to August 2019.

Visitors increased by **39%** when compared to August 2020 and decreased by **-1%** when compared to August 2021.

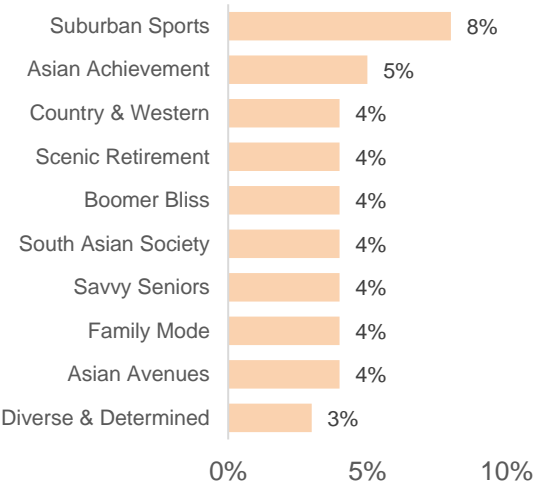
Percentage of Visitors to British Columbia by Province August 2022



Canadian Visitors to British Columbia August 2019-2022



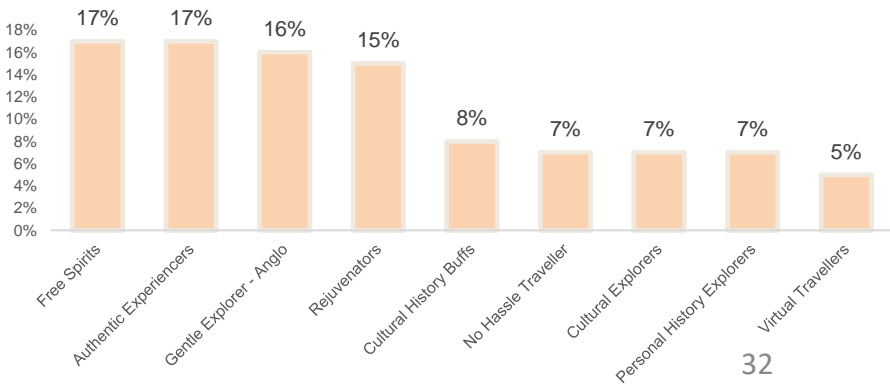
August 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Asian Achievement** make up 96,175 households, or 4.7% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).

August 2022 BC Visitors by EQ Type



September 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

British Columbia

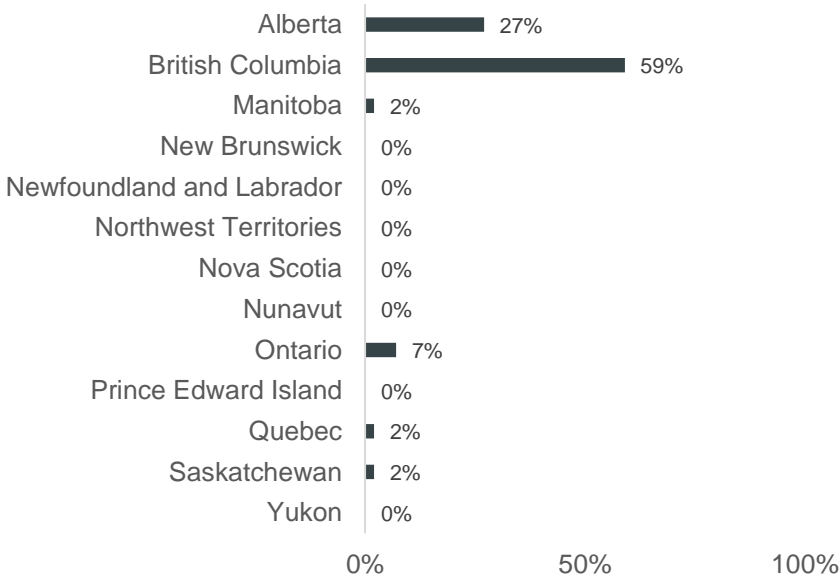
bcrts

Overview

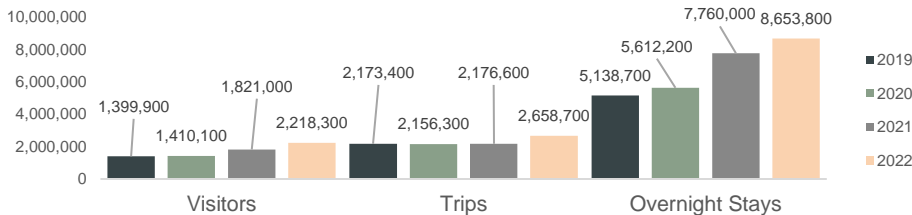
The number of visitors to British Columbia from Canadian travelers increased by **58%** when comparing September 2022 to September 2019.

Visitors increased by **57%** when compared to September 2020 and increased by **22%** when compared to September 2021.

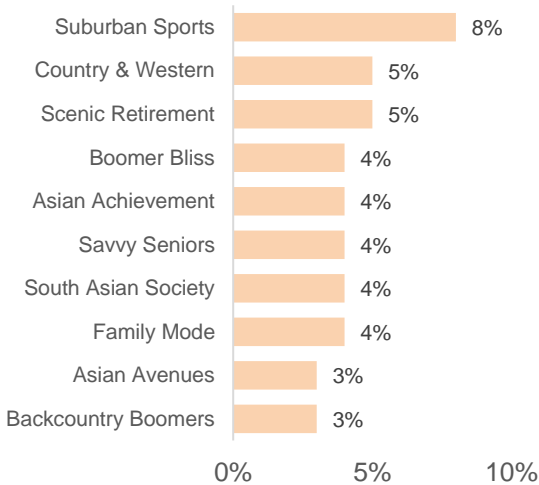
Percentage of Visitors to British Columbia by Province September 2022



Canadian Visitors to British Columbia September 2019-2022



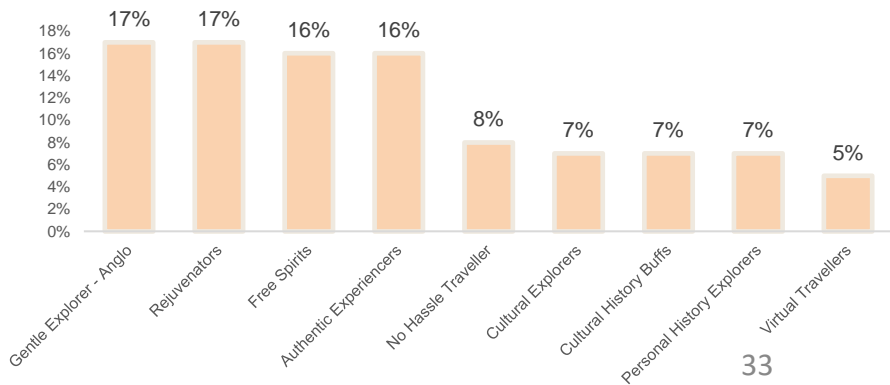
September 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** rank 4th, making up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

September 2022 BC Visitors by EQ Type



October 2022 Canada/British Columbia Visitation

2022 Visitor
Highlights

bcrts

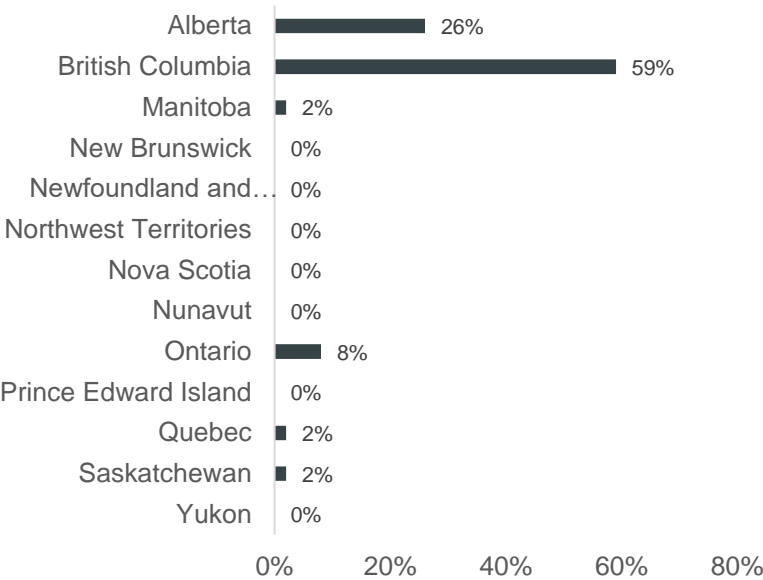
British Columbia

Overview

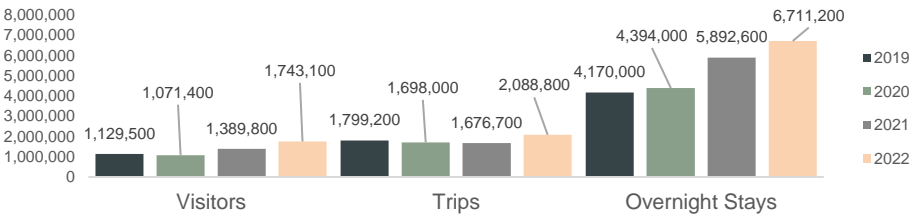
The number of visitors to British Columbia from Canadian travelers increased by **54%** when comparing October 2022 to October 2019.

Visitors increased by **63%** when compared to October 2020 and increased by **25%** when compared to October 2021.

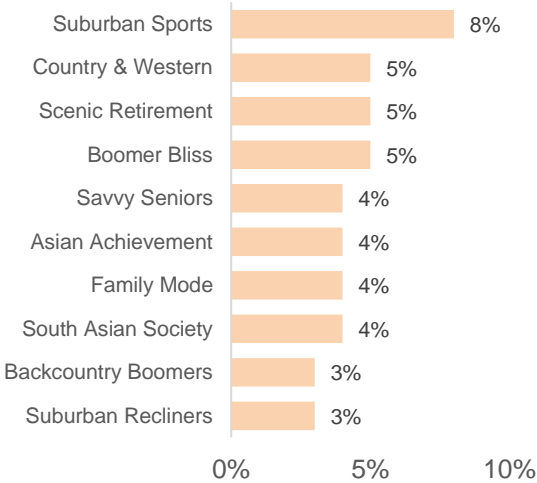
Percentage of Visitors to British Columbia by Province October 2022



Canadian Visitors to British Columbia October 2019-2022



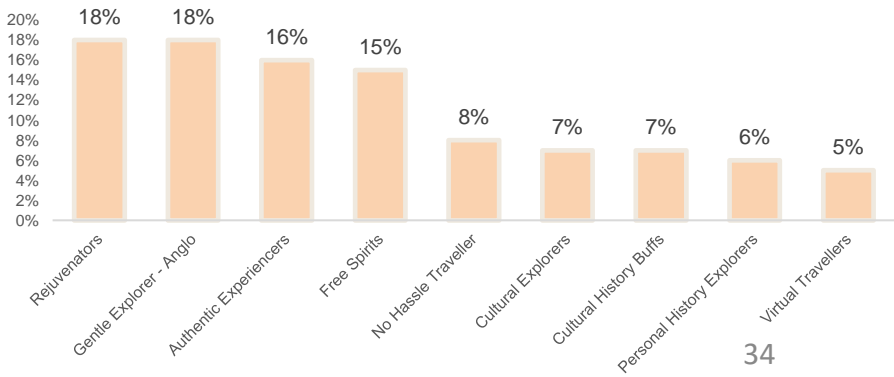
October 2022 BC Visitors by PRISM Segment



PRISM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** make up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

October 2022 BC Visitors by EQ Type





Alberta Insights

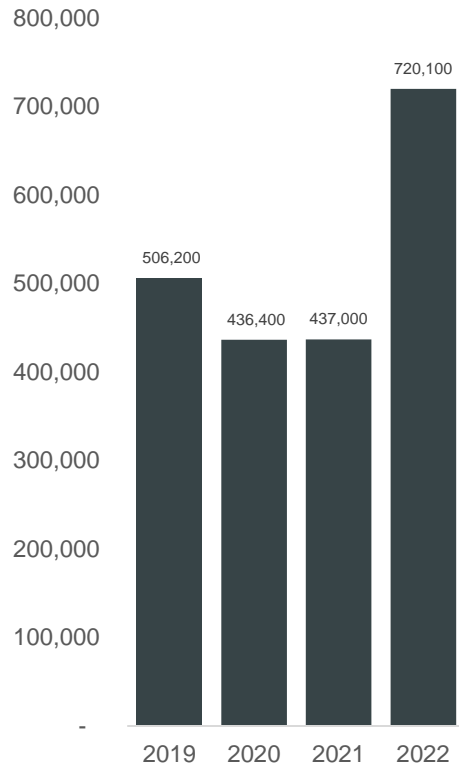
British Columbia Visitation

ALBERTA RESIDENTS TRAVELLING TO BC BY QUARTER

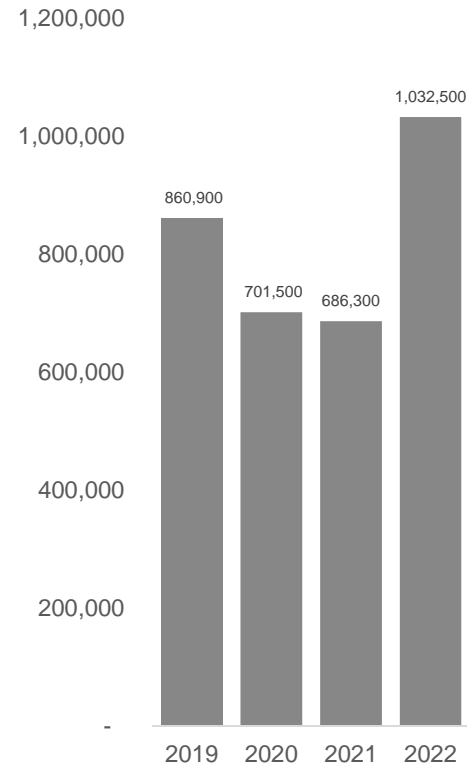
2022 Visitor
Highlights

bcrts

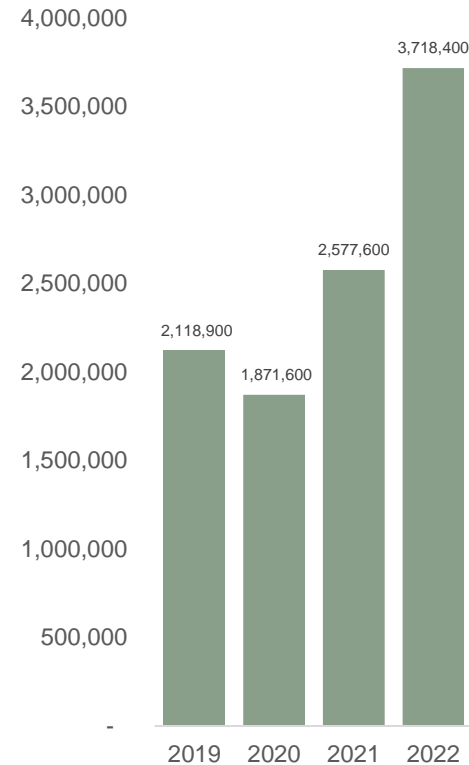
Number of Visitors to BC
from AB in Q1



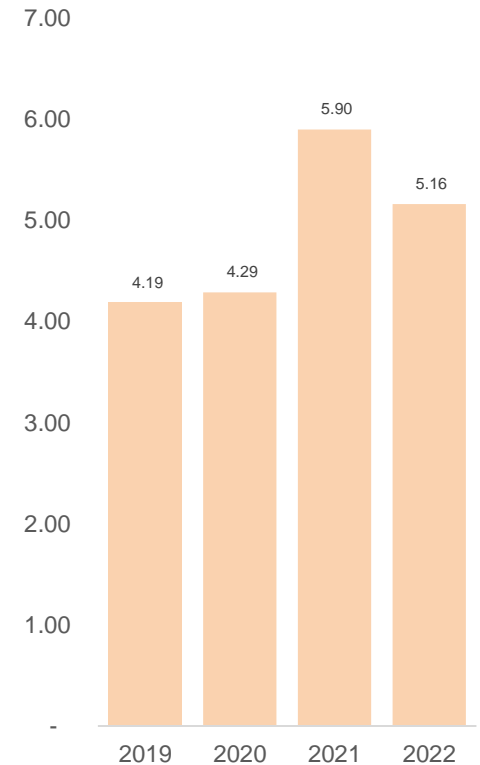
Number of Trips to BC
from AB in Q1



Number of Nights Stayed in BC
from AB in Q1



Length of Stay in BC
from AB in Q1



Q1 = January | February | March

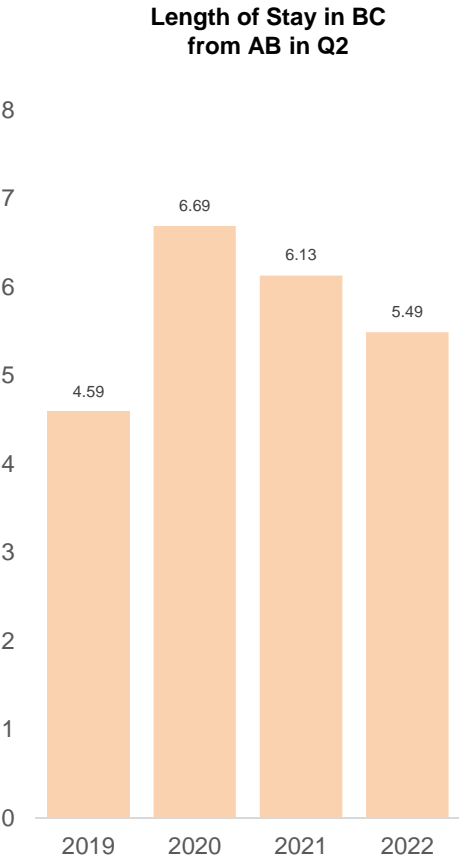
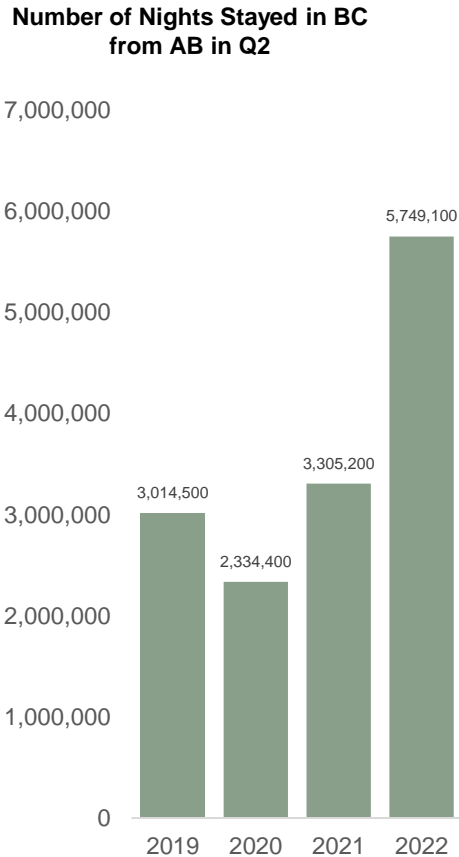
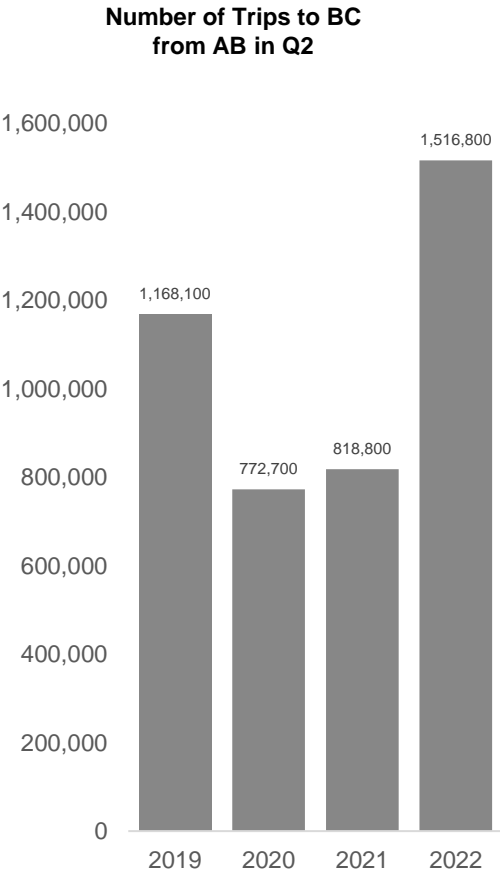
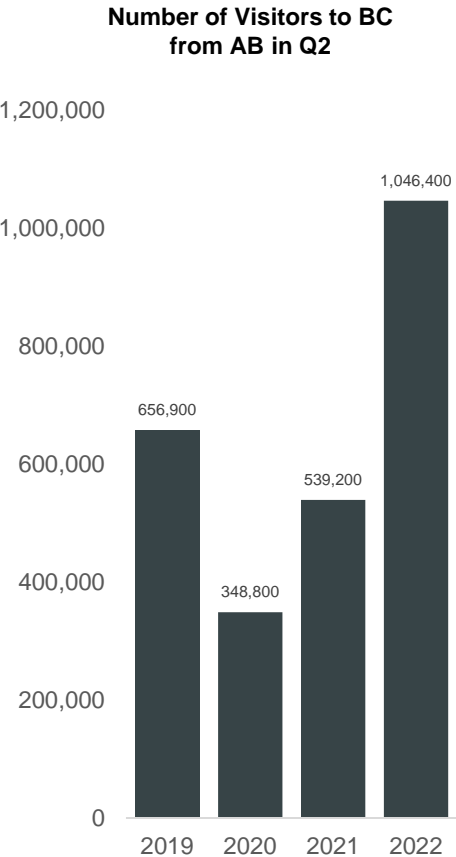
Note: All counts have been rounded to the nearest 100

British Columbia Visitation

ALBERTA RESIDENTS TRAVELLING TO BC BY QUARTER

2022 Visitor
Highlights

bcrts



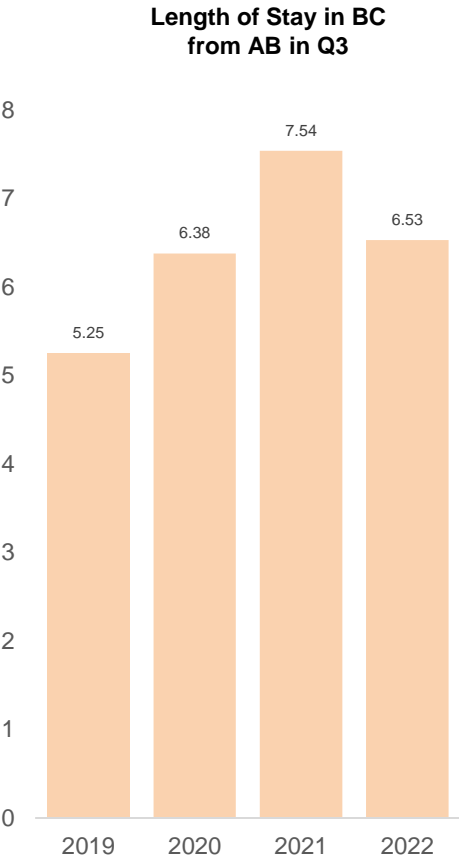
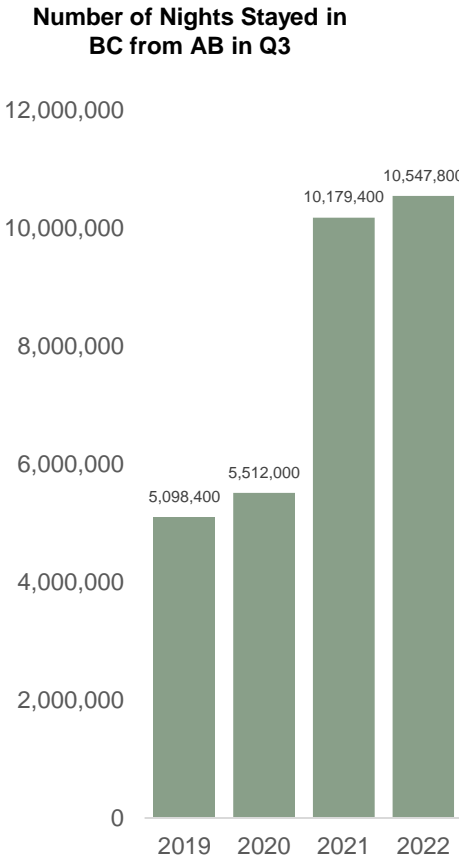
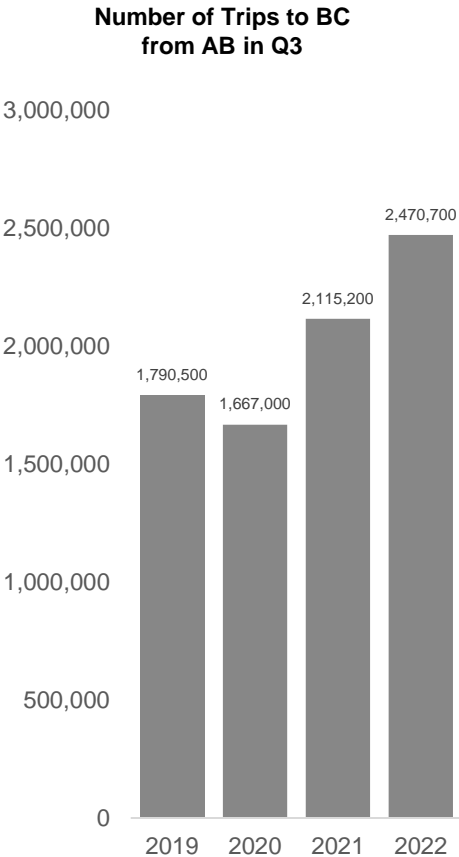
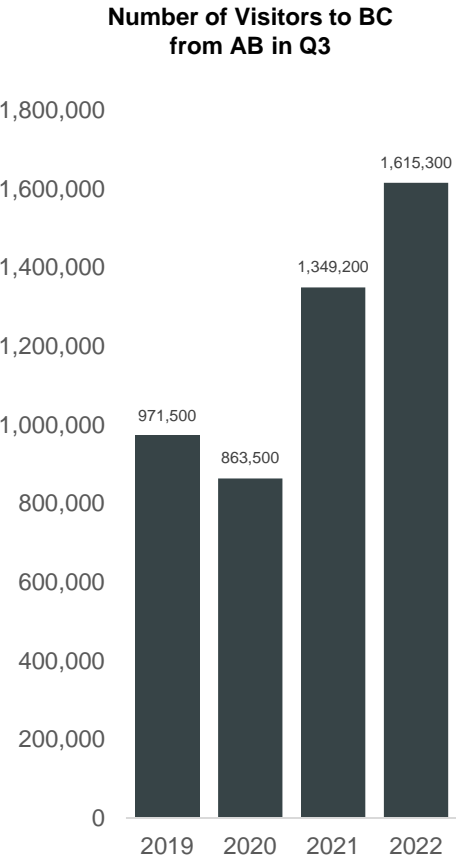
Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

British Columbia Visitation

ALBERTA RESIDENTS TRAVELLING TO BC BY QUARTER

2022 Visitor
Highlights

bcrts



Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO BC BY QUARTER – Q1

NUMBER OF VISITORS TO BC BY ORIGIN CITY

2022 Visitor
Highlights

bcrts

City	2019 Visitor Count
Calgary	177,700
Edmonton	97,100
Grande Prairie	14,600
Red Deer	11,500
Strathcona County	11,400
Rocky View County	9,300
Airdrie	9,200
Lethbridge	8,200
St. Albert	7,900
Wood Buffalo	7,300

City	2020 Visitor Count
Calgary	152,700
Edmonton	80,800
Grande Prairie	13,000
Strathcona County	10,000
Red Deer	9,300
Lethbridge	8,700
Airdrie	8,200
Rocky View County	7,700
St. Albert	6,600
Wood Buffalo	6,100

City	2021 Visitor Count
Calgary	164,500
Edmonton	77,200
Grande Prairie	10,200
Red Deer	10,200
Airdrie	10,000
Strathcona County	9,400
Lethbridge	8,000
Rocky View County	6,700
St. Albert	6,100
Grande Prairie County No. 1	4,500

City	2022 Visitor Count
Calgary	270,200
Edmonton	154,600
Strathcona County	17,100
Airdrie	15,200
Red Deer	14,900
Lethbridge	13,600
Grande Prairie	12,800
St. Albert	11,700
Rocky View County	10,300
Wood Buffalo	8,300

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO BC BY QUARTER – Q2

NUMBER OF VISITORS TO BC BY ORIGIN CITY

2022 Visitor
Highlights

bcrts

City	2019 Visitor Count
Calgary	248,700
Edmonton,	118,300
Airdrie	16,400
Grande Prairie	15,900
Red Deer	14,600
Strathcona County	13,600
Lethbridge	13,500
Rocky View County	10,600
St. Albert	9,300
Wood Buffalo	8,600

City	2020 Visitor Count
Calgary	124,900
Edmonton	51,500
Grande Prairie	12,500
Airdrie	9,000
Red Deer	8,700
Strathcona County	7,900
Lethbridge	7,200
Rocky View County	6,100
Wood Buffalo	5,500
St. Albert	4,800

City	2021 Visitor Count
Calgary	214,000
Edmonton	96,100
Grande Prairie	12,900
Airdrie	12,700
Red Deer	12,100
Lethbridge	11,000
Strathcona County	10,900
Rocky View County	8,400
St. Albert	7,400
Okotoks	5,300

City	2022 Visitor Count
Calgary	401,100
Edmonton	211,700
Airdrie	23,700
Strathcona County	23,100
Lethbridge	22,700
Red Deer	22,500
Grande Prairie	19,000
St. Albert	16,100
Rocky View County	15,100
Wood Buffalo	11,800

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO BC BY QUARTER – Q3

NUMBER OF VISITORS TO BC BY ORIGIN CITY

2022 Visitor
Highlights

bcrts

City	2019 Visitor Count
Calgary	361,200
Edmonton	181,500
Airdrie	24,300
Red Deer	23,800
Grande Prairie	22,600
Strathcona County	22,400
Lethbridge	19,400
St. Albert	15,700
Rocky View County	14,000
Wood Buffalo	13,000

City	2020 Visitor Count
Calgary	332,600
Edmonton	148,200
Airdrie	22,400
Strathcona County	20,300
Red Deer	18,900
Lethbridge	17,000
Grande Prairie	17,000
Rocky View County	15,200
St. Albert	13,300
Wood Buffalo	10,100

City	2021 Visitor Count
Calgary	537,000
Edmonton	266,700
Airdrie	32,700
Strathcona County	30,300
Lethbridge	28,900
Red Deer	28,300
Grande Prairie	24,100
St. Albert	20,600
Rocky View County	20,000
Medicine Hat	13,200

City	2022 Visitor Count
Calgary	597,800
Edmonton	327,800
Red Deer	38,600
Airdrie	37,800
Strathcona County	36,400
Lethbridge	34,600
Grande Prairie	30,200
St. Albert	24,900
Rocky View County	22,200
Wood Buffalo	17,700

Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

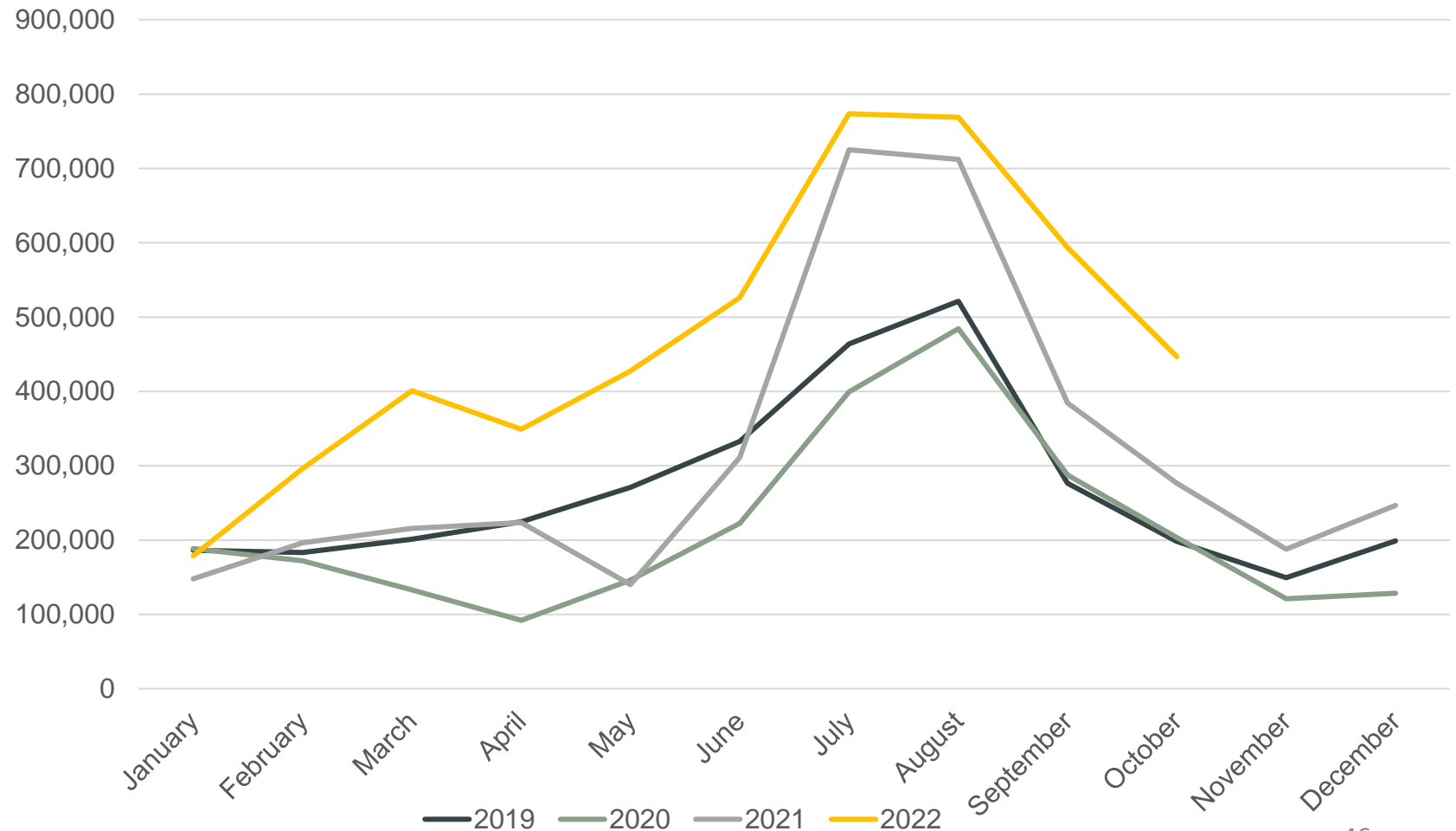
Alberta Visitation

ALBERTA VISITORS TRAVELLING TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a 67% increase compared to 2019, a 94% increase compared to 2020 and a 7% increase compared to 2021
- August 2022 saw a 48% increase compared to 2019, a 59% increase compared to 2020 and a 8% increase compared to 2021
- September 2022 saw a 115% increase compared to 2019, a 106% increase compared to 2020 and a 54% increase compared to 2021
- October 2022 saw a 126% increase compared to June 2019, a 120% increase compared to 2020 and a 62% increase compared to 2021



Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

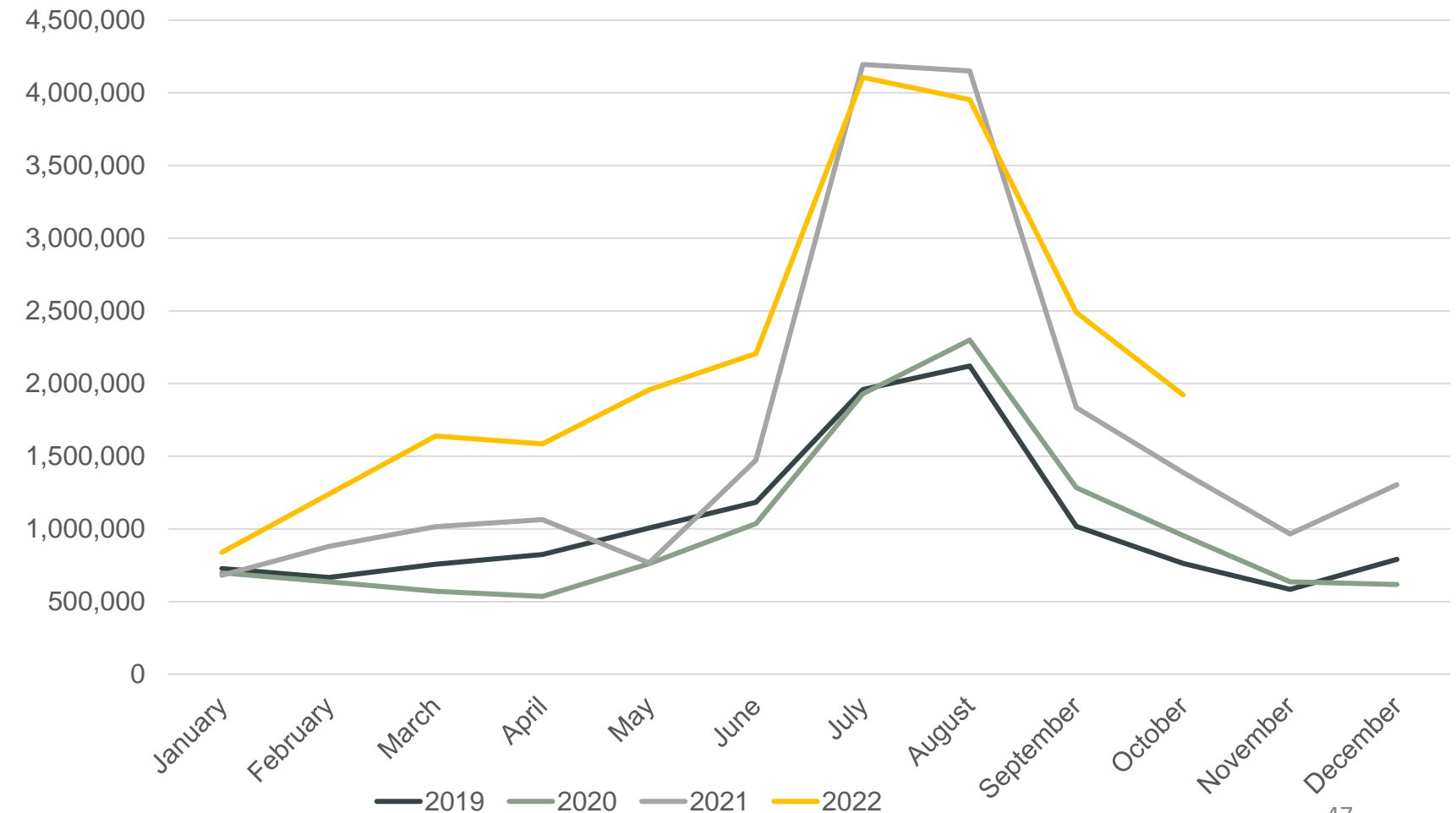
Alberta Visitation

ALBERTA TRIPS TO BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a 32% increase compared to 2019, a 48% increase compared to 2020 and a 6% increase compared to 2021
- August 2022 saw a 13% increase compared to 2019, a 23% increase compared to 2020 and a 8% increase compared to 2021
- September 2022 saw a 71% increase compared to 2019, a 59% increase compared to 2020 and a 55% increase compared to 2021
- October 2022 saw a 73% increase compared to June 2019, a 65% increase compared to 2020 and a 60% increase compared to 2021



Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.



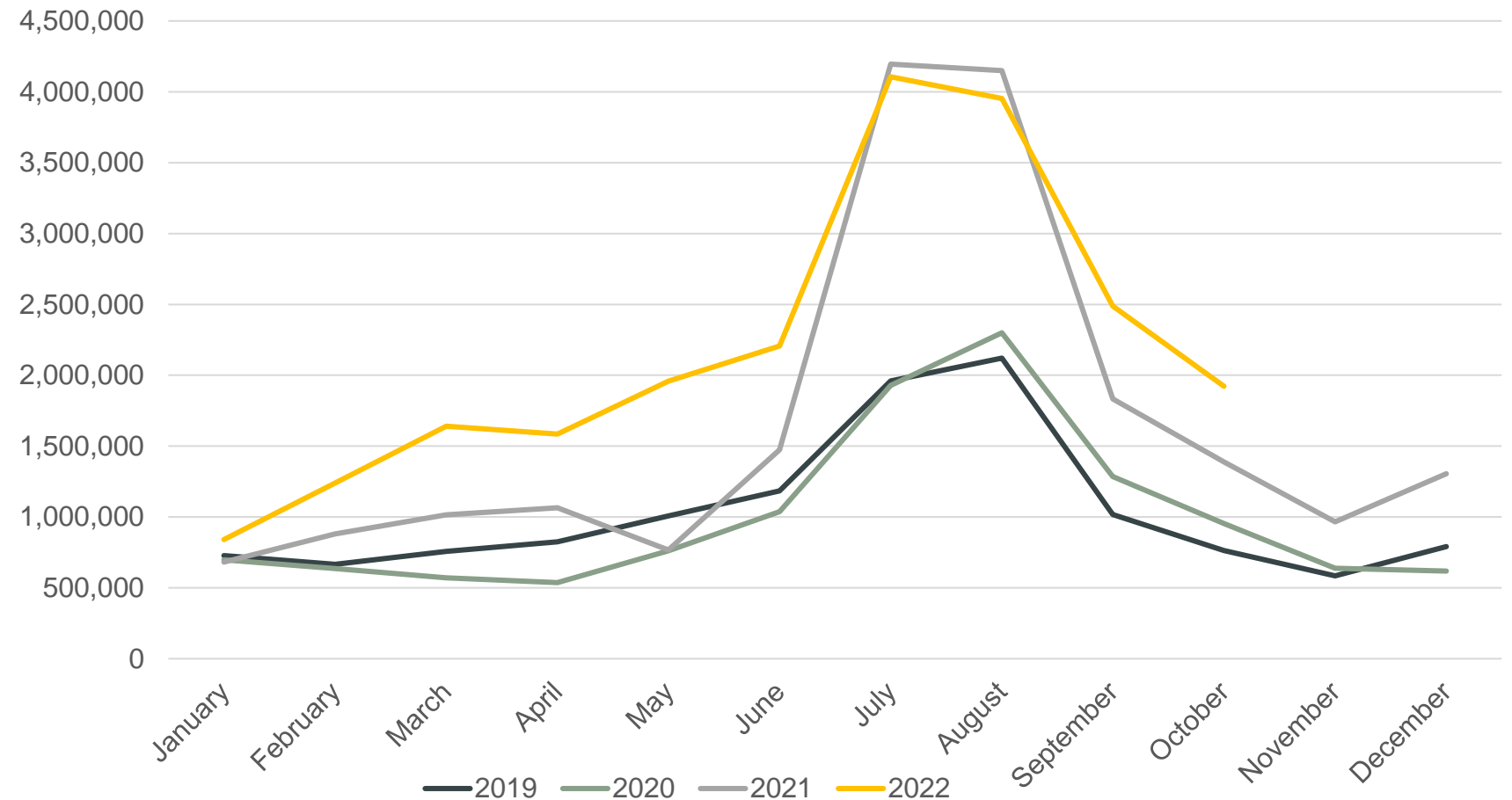
Alberta Visitation

ALBERTA OVERNIGHT STAYS IN BC BY MONTH

2022 Visitor
Highlights

bcrts

- July 2022 saw a 110% increase compared to 2019, a 113% increase compared to 2020 and a -2% decrease compared to 2021
- August 2022 saw a 86% increase compared to 2019, a 72% increase compared to 2020 and a -5% decrease compared to 2021
- September 2022 saw a 145% increase compared to 2019, a 94% increase compared to 2020 and a 36% increase compared to 2021
- October 2022 saw a 152% increase compared to June 2019, a 101% increase compared to 2020 and a 38% increase compared to 2021



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

January 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

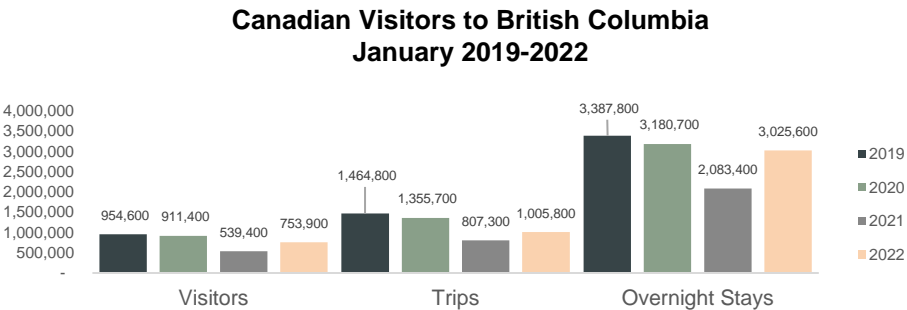
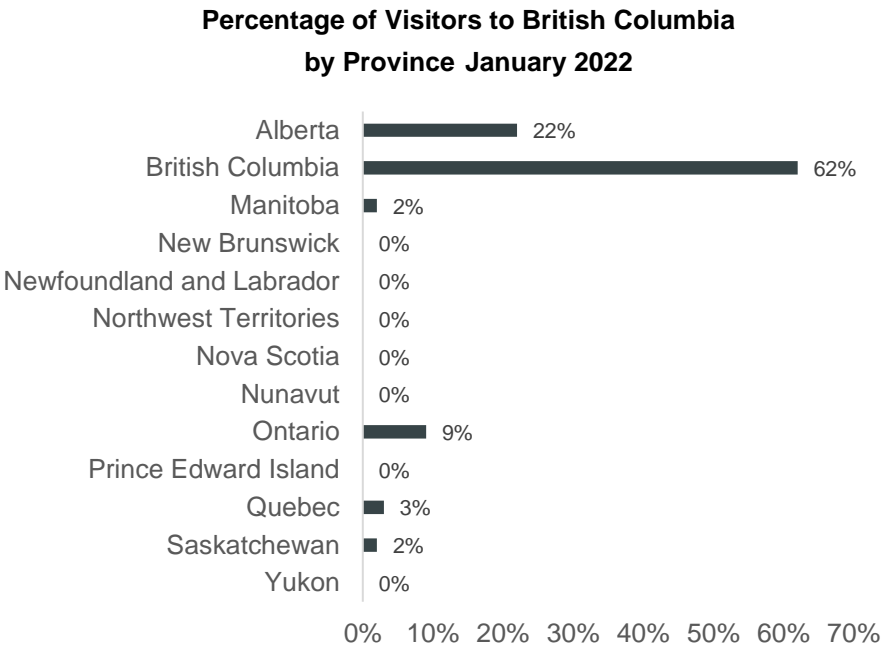
bcrts

British Columbia

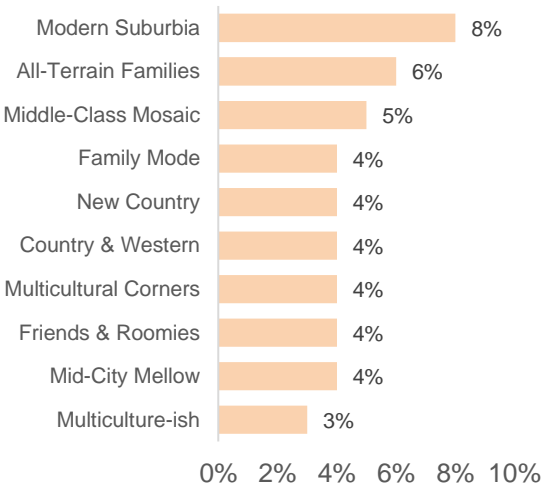
Overview

The number of visitors to British Columbia from Canadian travelers decreased by **-17%** when comparing January 2022 to January 2019.

Visitors decreased by **-13%** when compared to January 2020 and increased by **36%** when compared to January 2021.



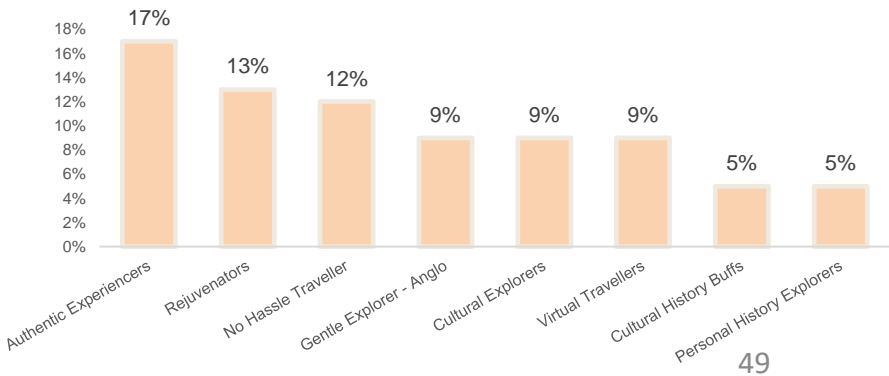
January 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

January 2022 Alberta Visitors by EQ Type



February 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

British Columbia

Overview

The number of visitors to British Columbia from Canadian travelers increased by **26%** when comparing February 2022 to February 2019.

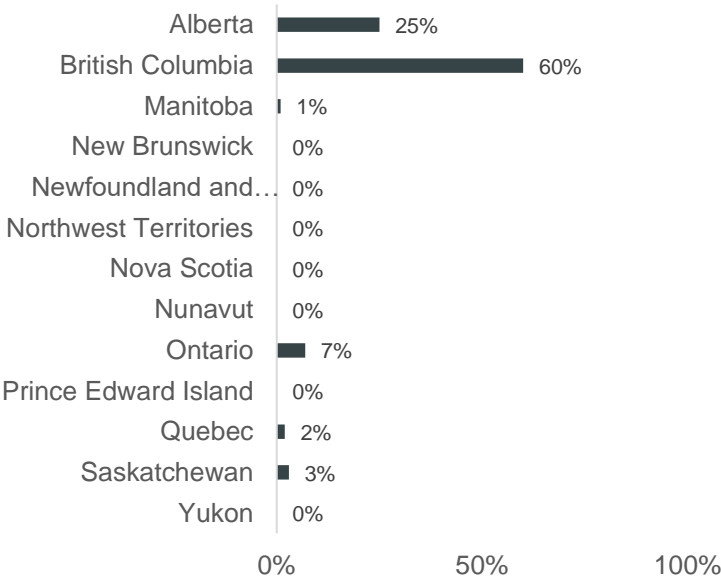
Visitors increased by **32%** when compared to February 2020 and increased by **81%** when compared to February 2021.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2022.

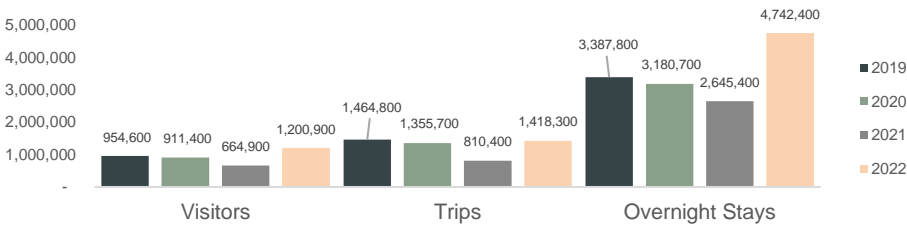
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

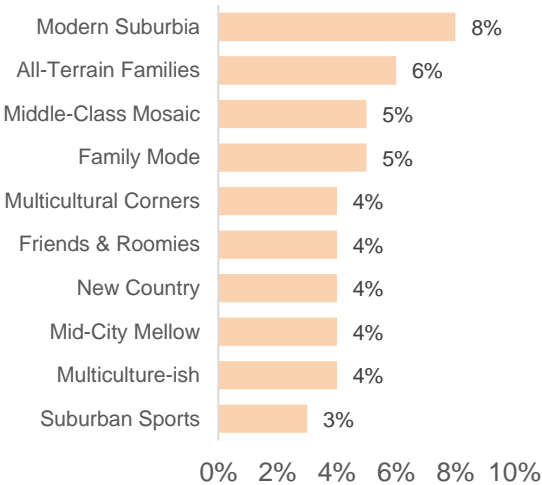
Percentage of Visitors to British Columbia by Province February 2022



Canadian Visitors to British Columbia February 2019-2022



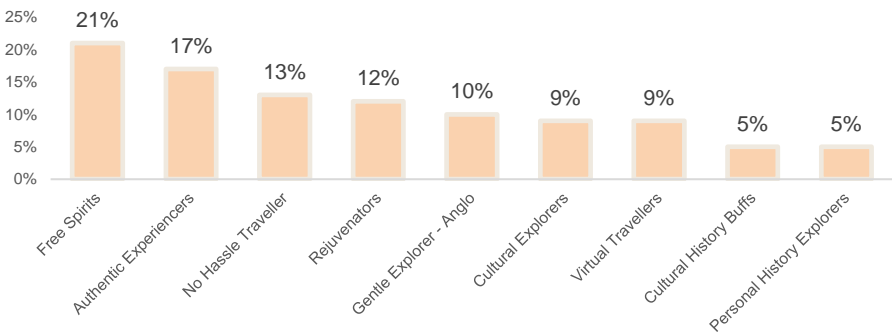
February 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

February 2022 Alberta Visitors by EQ Type



March 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

British Columbia

Overview

The number of visitors to British Columbia from Canadian travelers increased by **44%** when comparing March 2022 to March 2019.

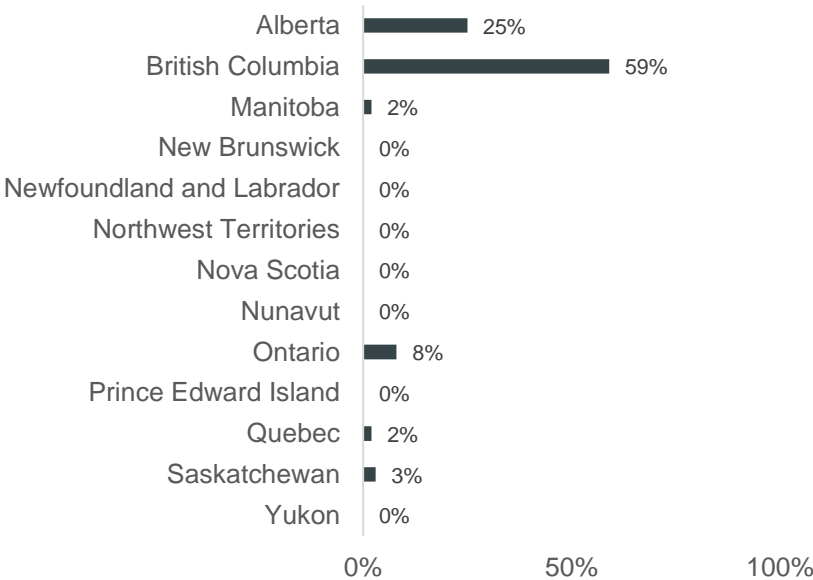
Visitors increased by **114%** when compared to March 2020 and increased by **82%** when compared to March 2021.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing March in previous years to March 2022.

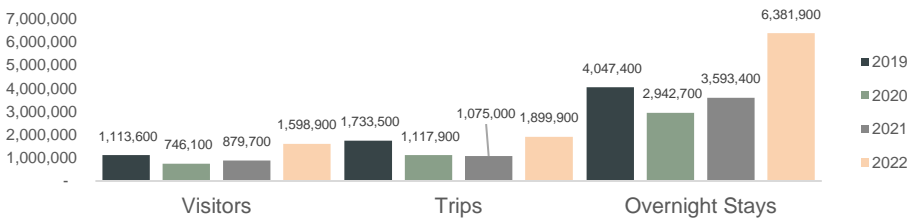
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

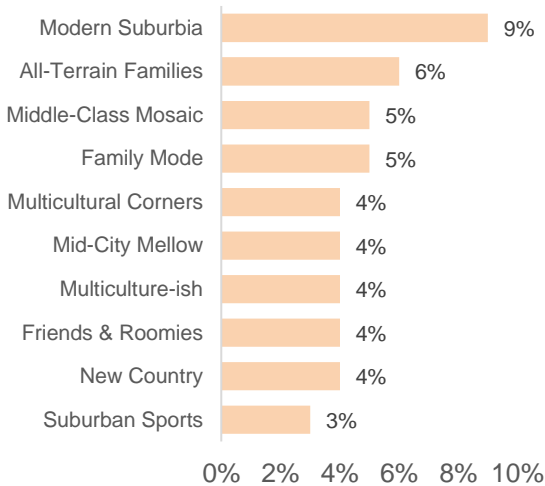
Percentage of Visitors to British Columbia
by Province March 2022



Canadian Visitors to British Columbia
March 2019-2022



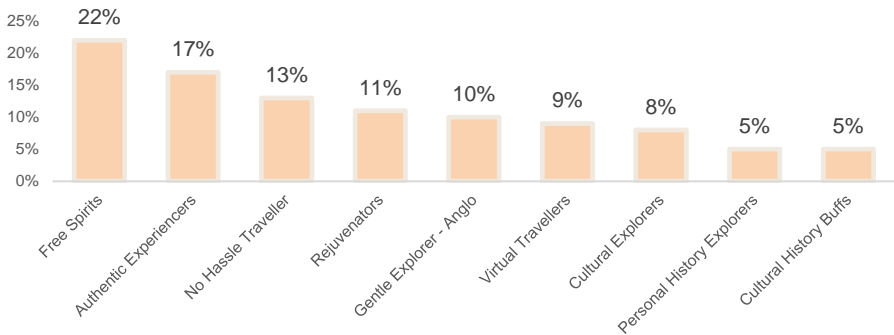
March 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

March 2022 Alberta Visitors by EQ Type



April 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

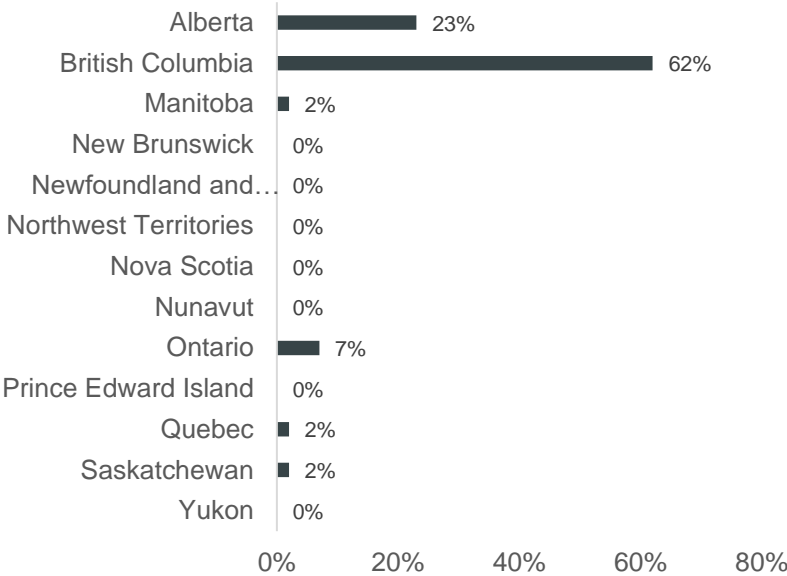
British Columbia

Overview

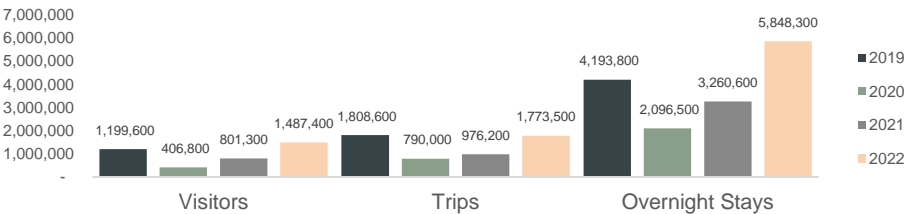
The number of visitors to British Columbia from Canadian travelers increased by **24%** when comparing April 2022 to April 2019.

Visitors increased by **266%** when compared to April 2020 and increased by **86%** when compared to April 2021.

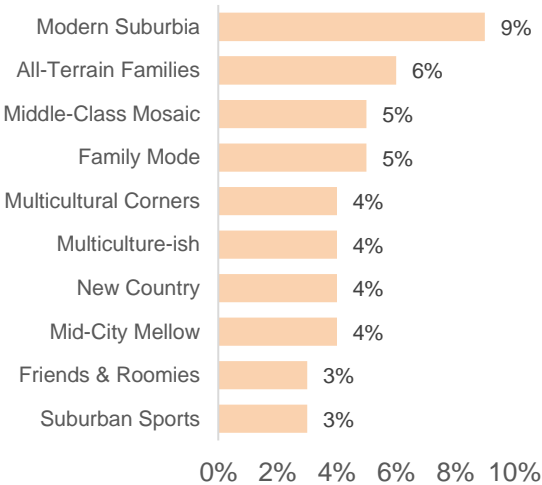
Percentage of Visitors to British Columbia
by Province April 2022



Canadian Visitors to British Columbia
April 2019-2022



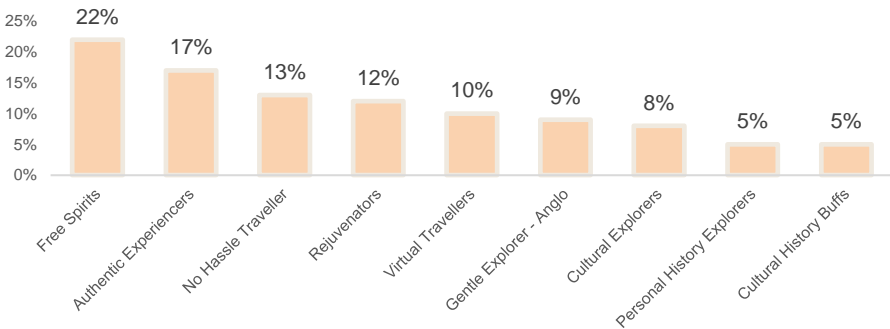
April 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

April 2022 Alberta Visitors by EQ Type



May 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

British Columbia

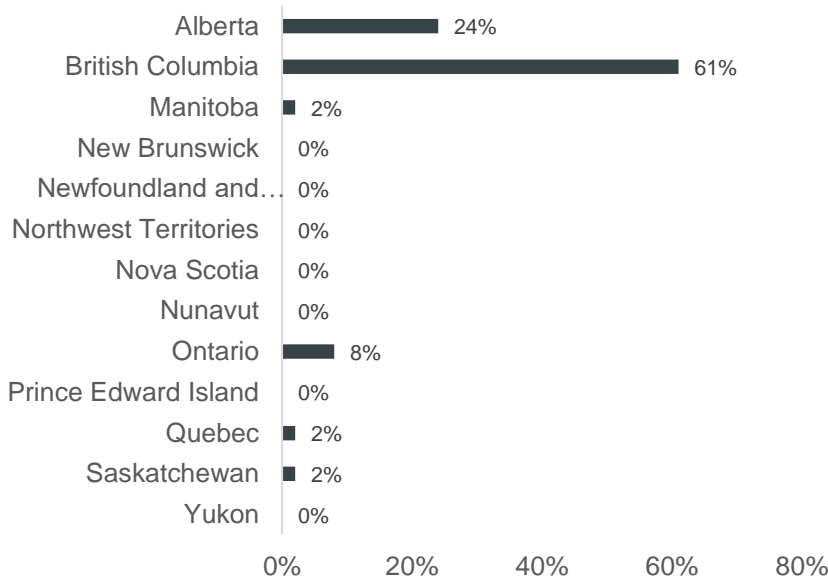
bcrts

Overview

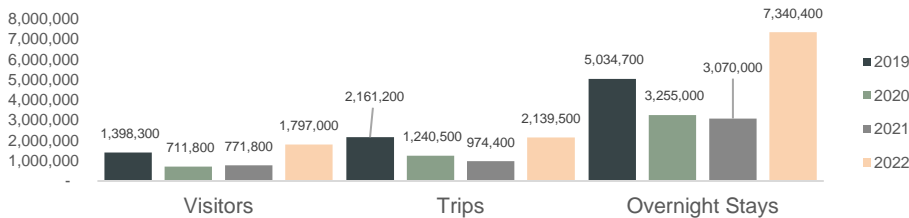
The number of visitors to British Columbia from Canadian travelers increased by **29%** when comparing May 2022 to May 2019.

Visitors increased by **152%** when compared to May 2020 and increased by **133%** when compared to May 2021.

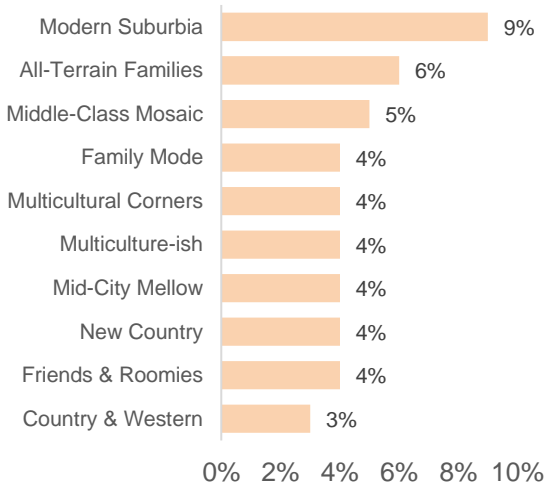
Percentage of Visitors to British Columbia by Province May 2022



Canadian Visitors to British Columbia May 2019-2022



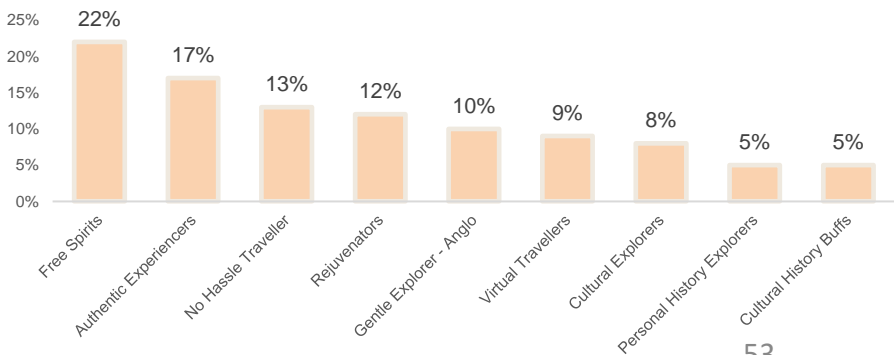
May 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

May 2022 Alberta Visitors by EQ Type



June 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

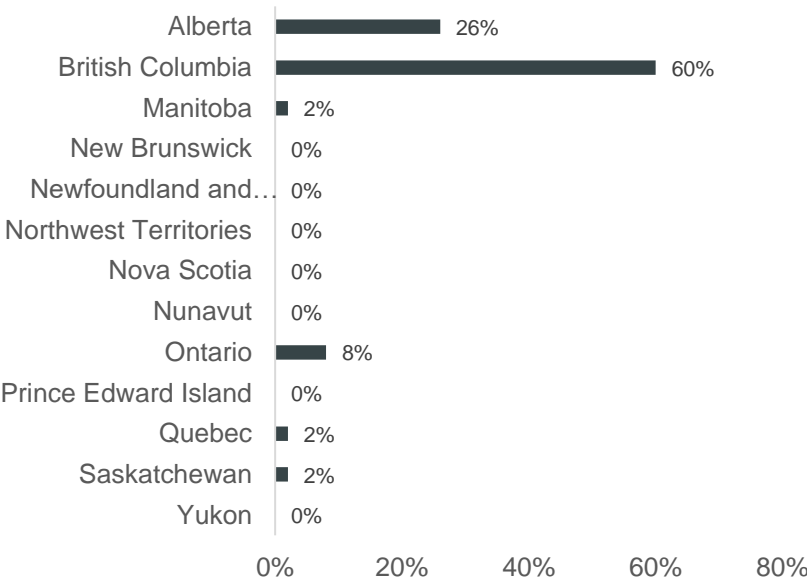
British Columbia

Overview

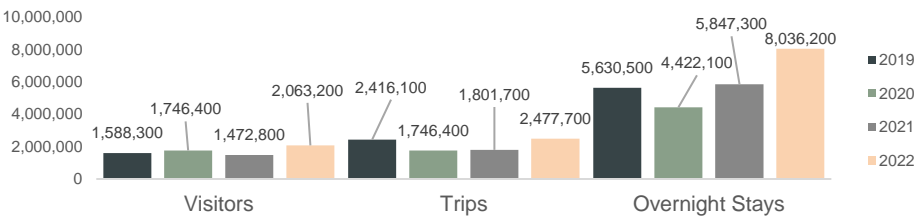
The number of visitors to British Columbia from Canadian travelers increased by **30%** when comparing June 2022 to June 2019.

Visitors increased by **90%** when compared to June 2020 and increased by **40%** when compared to June 2021.

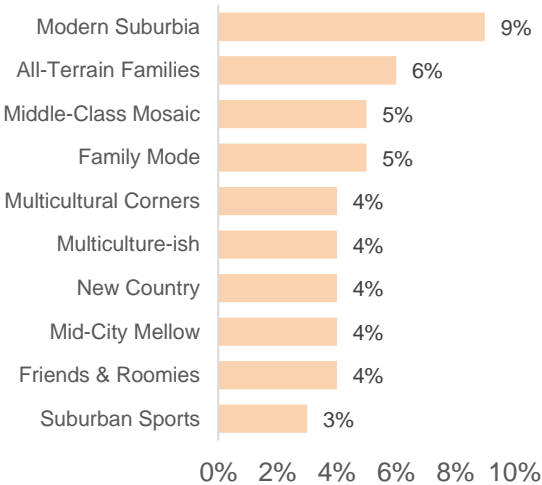
Percentage of Visitors to British Columbia by Province June 2022



Canadian Visitors to British Columbia June 2019-2022



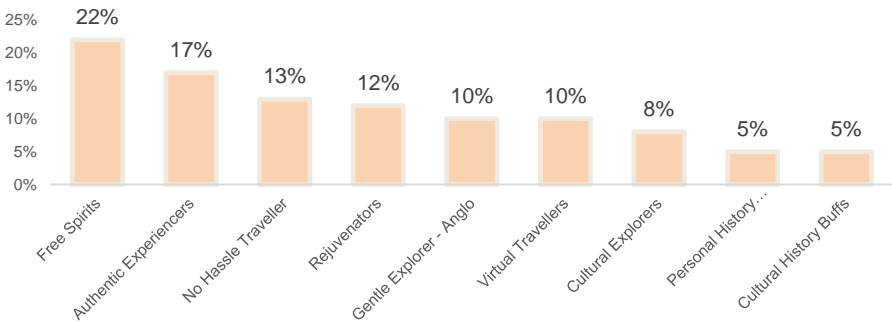
June 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

June 2022 Alberta Visitors by EQ Type



July 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

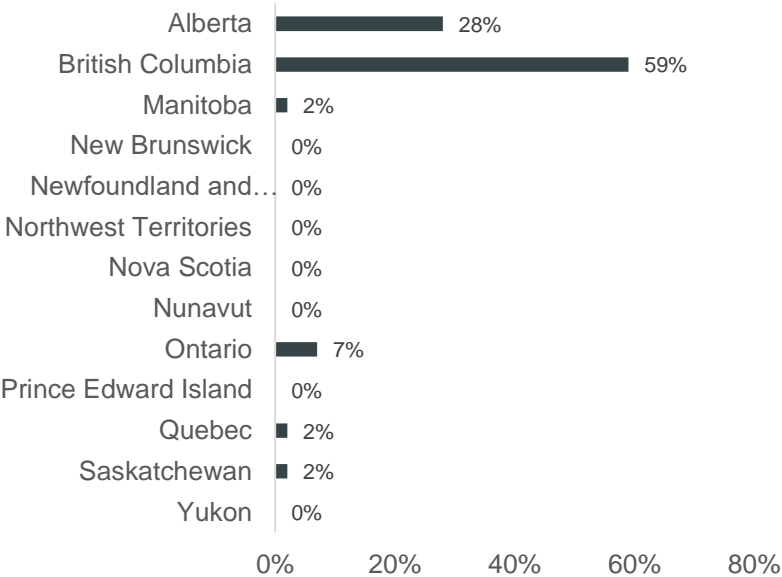
British Columbia

Overview

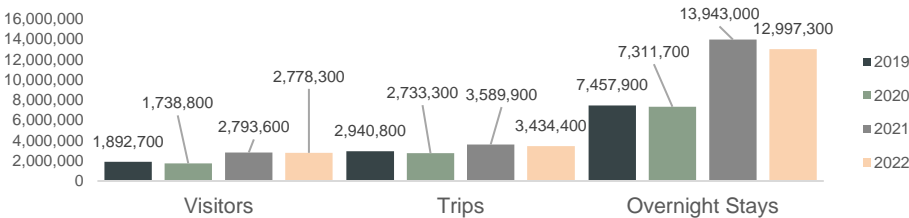
The number of visitors to British Columbia from Canadian travelers increased by **47%** when comparing July 2022 to July 2019.

Visitors increased by **60%** when compared to July 2020 and decreased by **-1%** when compared to July 2021.

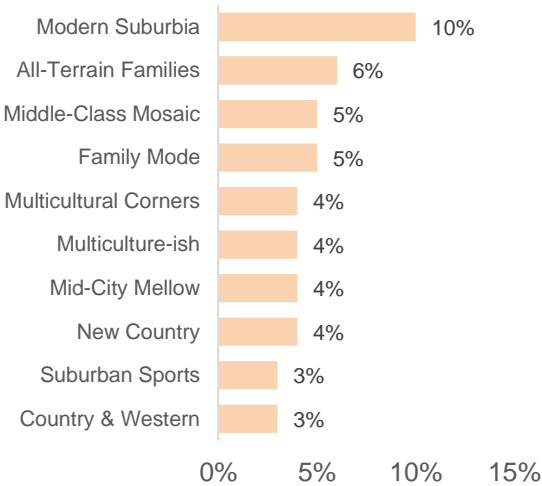
Percentage of Visitors to British Columbia
by Province July 2022



Canadian Visitors to British Columbia
July 2019-2022



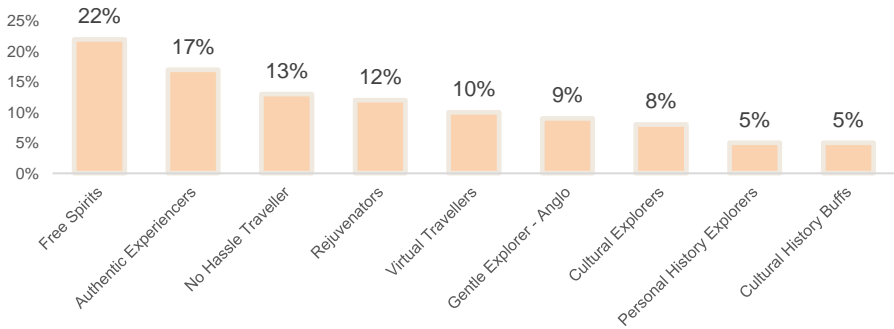
July 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

July 2022 Alberta Visitors by EQ Type



August 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

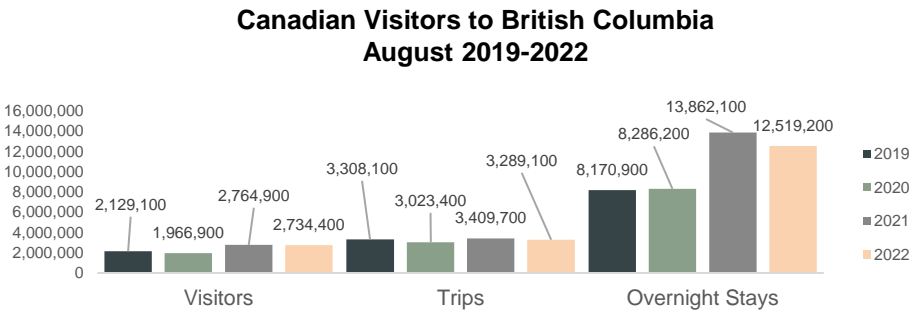
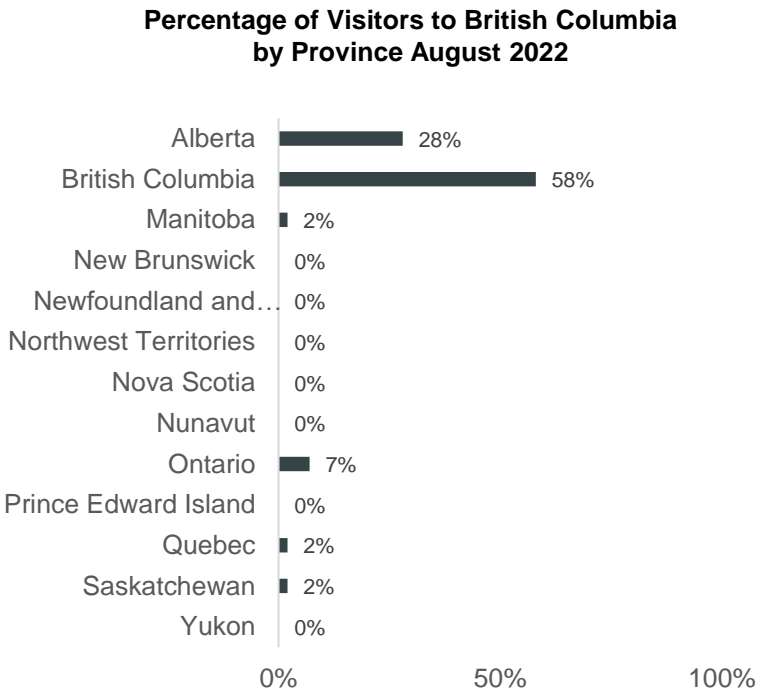
bcrts

British Columbia

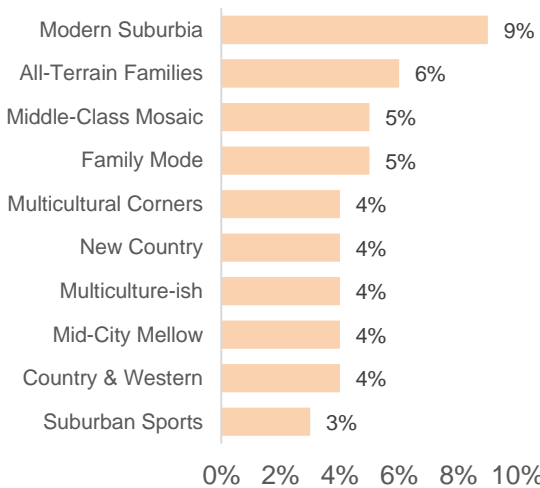
Overview

The number of visitors to British Columbia from Canadian travelers increased by **28%** when comparing August 2022 to August 2019.

Visitors increased by **39%** when compared to August 2020 and decreased by **-1%** when compared to August 2021.



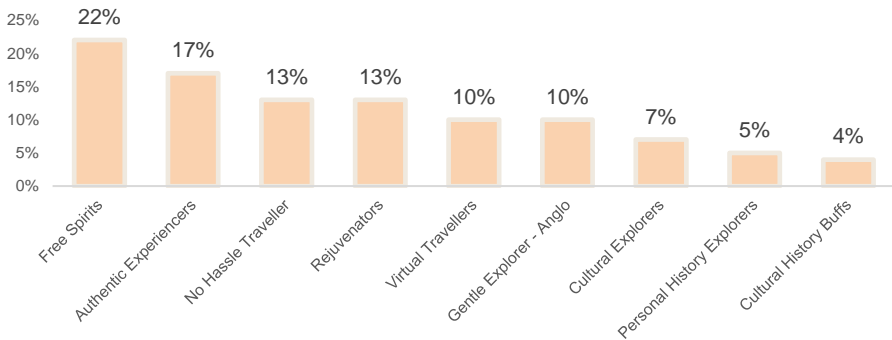
August 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

August 2022 Alberta Visitors by EQ Type



September 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

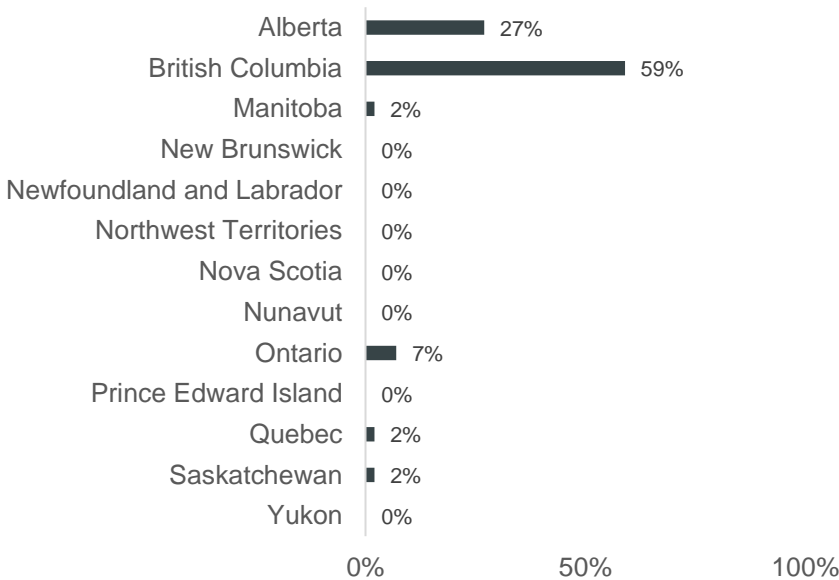
British Columbia

Overview

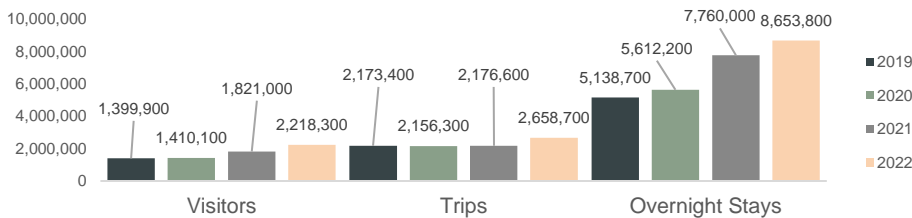
The number of visitors to British Columbia from Canadian travelers increased by **58%** when comparing September 2022 to September 2019.

Visitors increased by **57%** when compared to September 2020 and increased by **22%** when compared to September 2021.

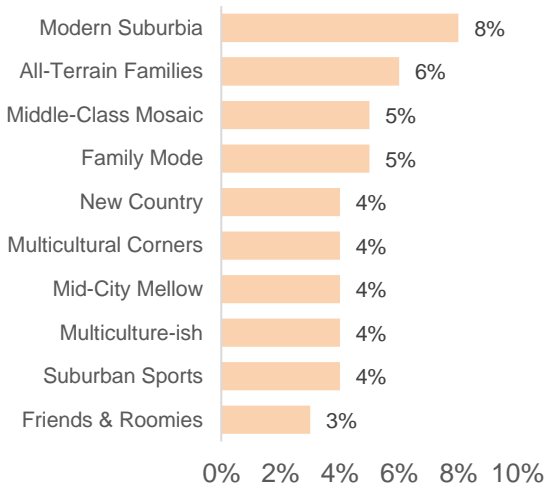
Percentage of Visitors to British Columbia
by Province September 2022



Canadian Visitors to British Columbia
September 2019-2022



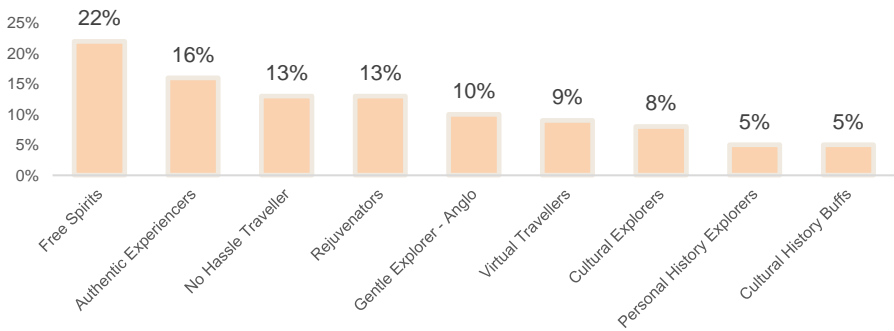
September 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

September 2022 Alberta Visitors by EQ Type



October 2022 Canada/Alberta Regional Visitation

2022 Visitor
Highlights

bcrts

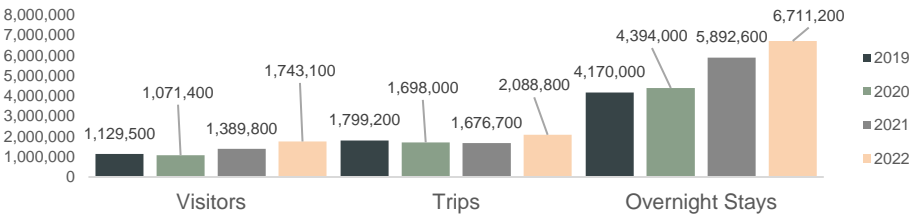
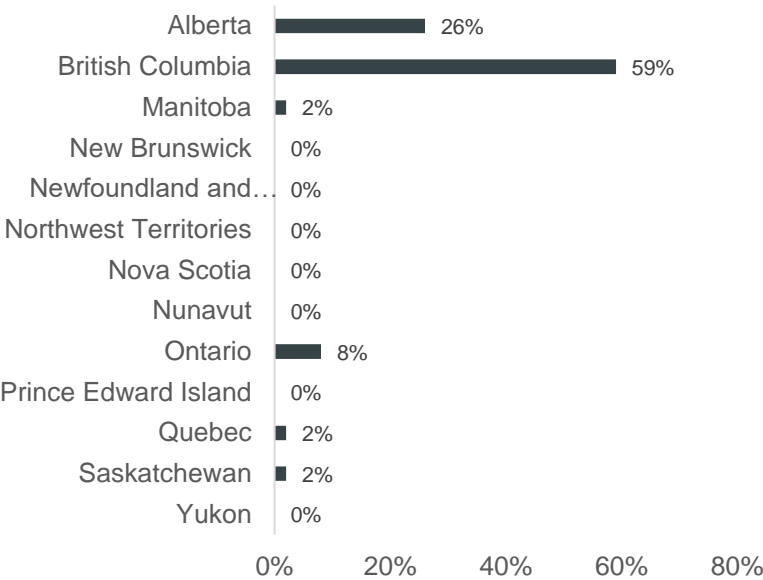
British Columbia

Overview

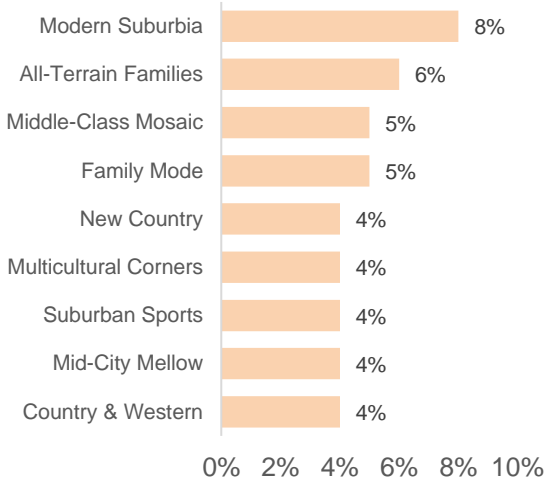
The number of visitors to British Columbia from Canadian travelers increased by **54%** when comparing October 2022 to October 2019.

Visitors increased by **63%** when compared to October 2020 and increased by **25%** when compared to October 2021.

Percentage of Visitors to British Columbia by Province October 2022



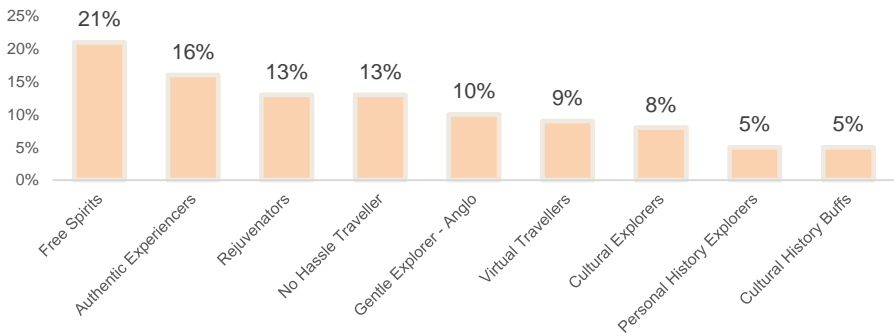
October 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- Modern Suburbia** make up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- Middle-Class Mosaic** make up 79,778 households, or 4.8% of the total Households in Alberta (1,642,696).

October 2022 Alberta Visitors by EQ Type



CONTACT US

2022 Visitor
Highlights

bcrts

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symphonytourismservices.com



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