



bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2023

British Columbia – *May Update*

2023 DATA VINTAGE

Purpose

2023 Visitor
Highlights

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- As the tourism industry navigates recovery from the COVID-19 global pandemic, the British Columbia Regional Tourism Secretariat (BCRTS) continues to provide baseline research to support the industry as it moves forward
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **BC Market** as the top priority followed by the **Alberta Market**
- This report focuses on visitor analysis to **British Columbia**



Research Overview

2023 Visitor
Highlights

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- **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 travellers
- Visitor View produces neighbourhood-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 2020 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

2023 Visitor
Highlights

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- Visitor View can help you measure the effectiveness of your marketing strategies to Canadian Visitors, as well as understand the Canadian travel and tourism industry and 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 in 2020, 2021, 2022 and 2023
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and the path to recovery
- Visitor View also allows us to identify the best regions and neighbourhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing





Canada Insights

Q1 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

British Columbia

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

Overview

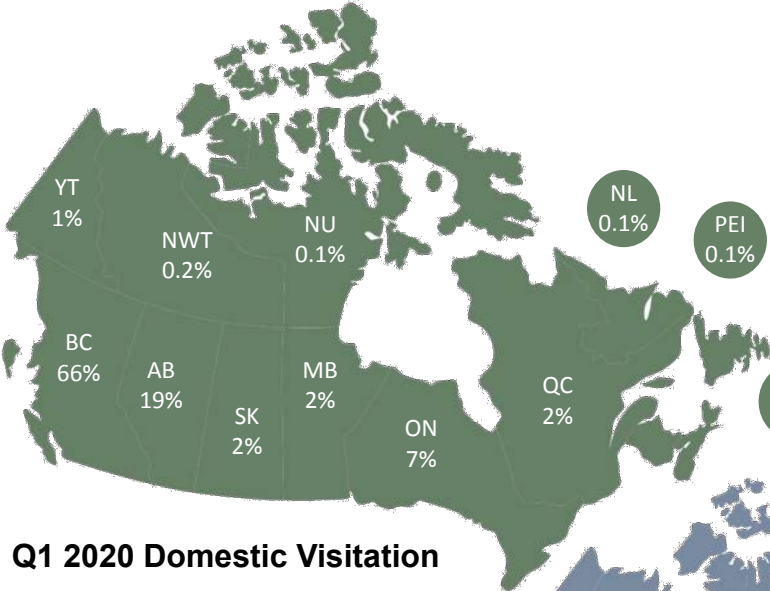
During Q1 2020 British Columbia saw an average of **2,280,000** Domestic Visitors. During Q1 2021 the region saw **1,643,500** Domestic Visitors, in Q1 2022, **2,839,100** Domestic Visitors and in Q1 2023, **3,759,700** Domestic Visitors.

- **Increase** of **65%** 2023 compared to 2020

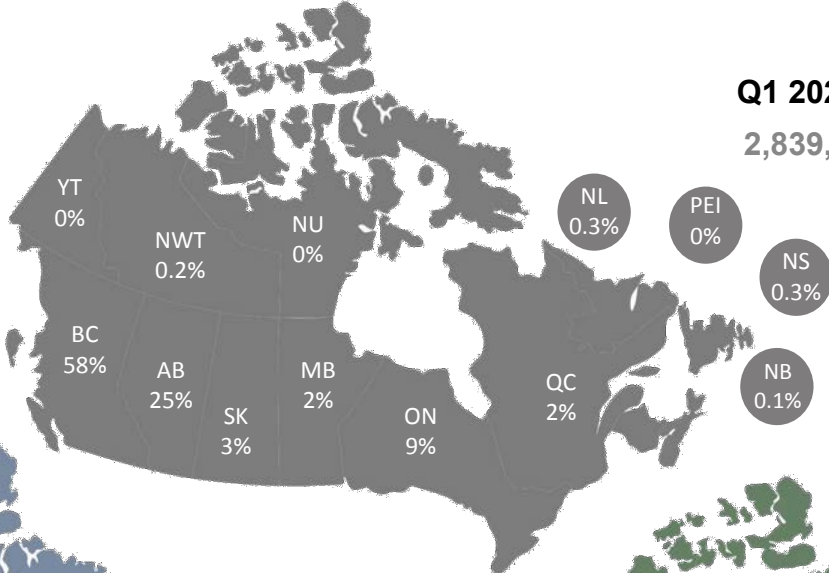
- **Increase** of **129%** 2023 compared to 2021

- **Increase** of **32%** 2023 compared to 2022

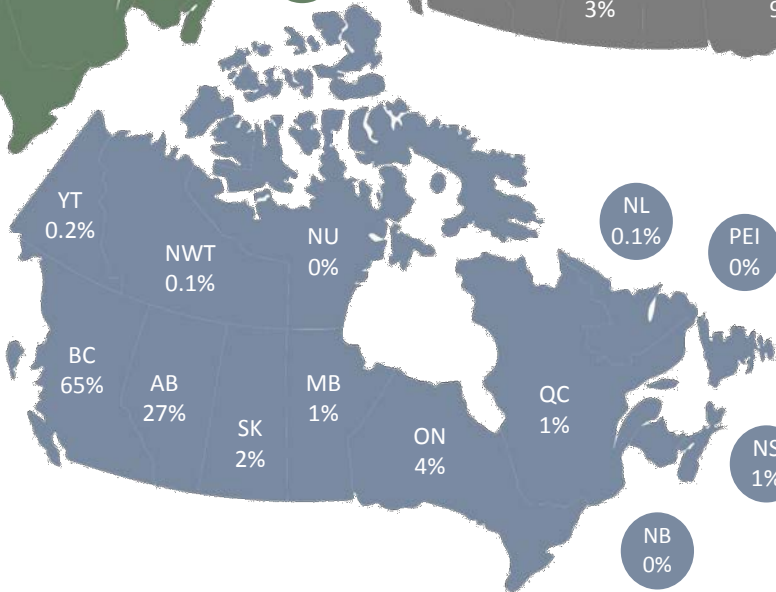
Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination



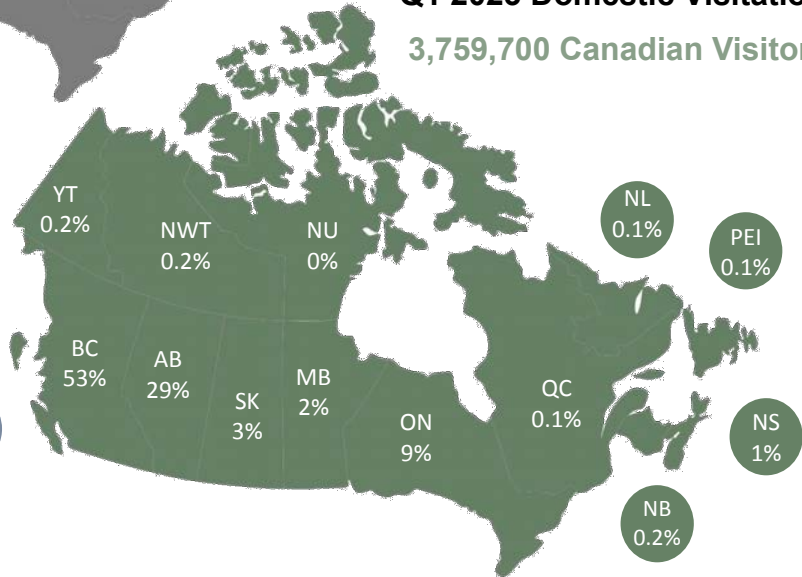
Q1 2020 Domestic Visitation
2,280,000 Canadian Visitors



Q1 2022 Domestic Visitation
2,839,100 Canadian Visitors



Q1 2021 Domestic Visitation
1,643,500 Canadian Visitors



Q1 2023 Domestic Visitation
3,759,700 Canadian Visitors

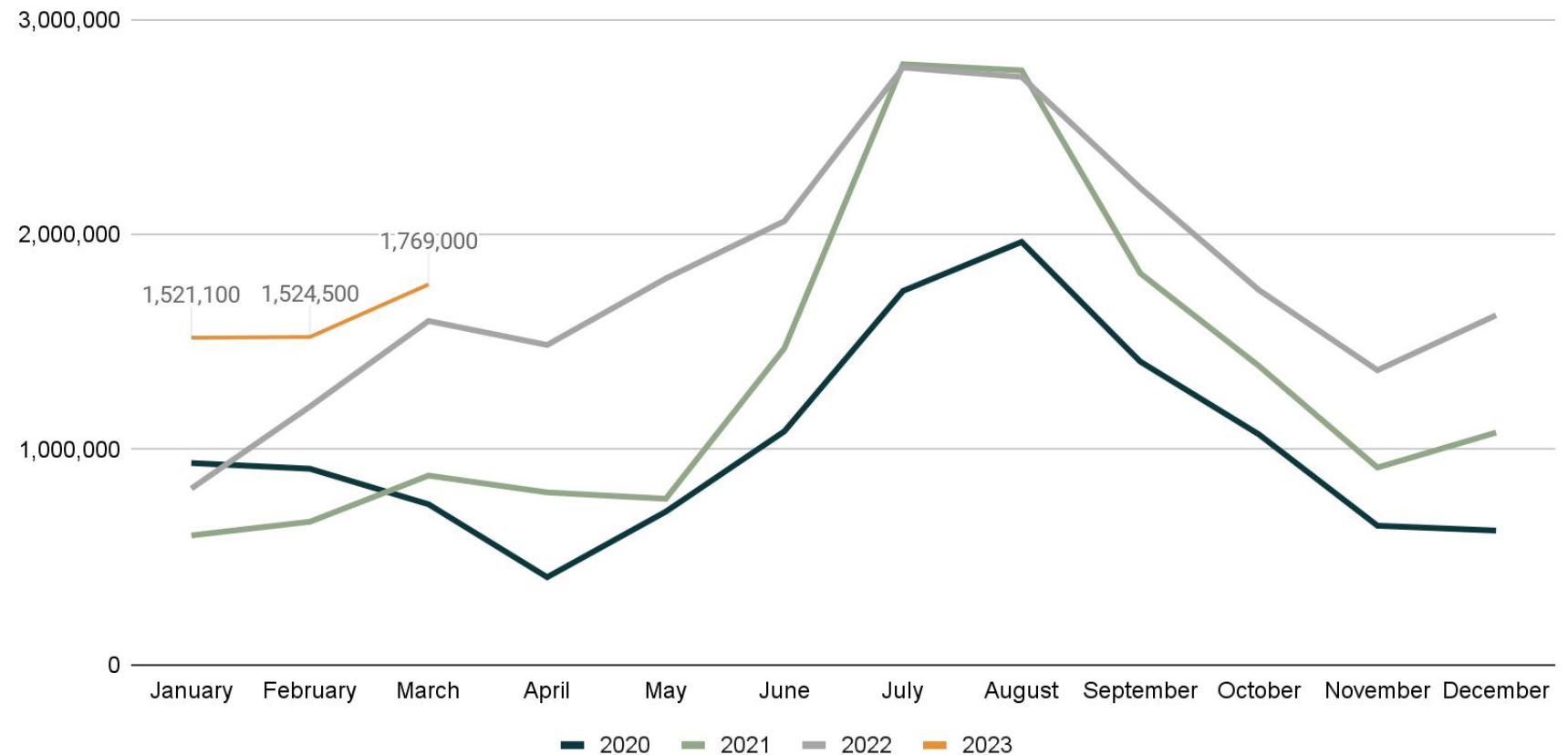
Canadian Visitation

Canadian Visitors Travelling to British Columbia by Month

2023 Visitor
Highlights

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- January 2023 saw a **62%** increase compared to 2020, a **153%** increase compared to 2021 and a **86%** increase compared to 2022
- February 2023 saw a **67%** increase compared to 2020, a **129%** increase compared to 2021 and a **27%** increase compared to 2022
- March 2023 saw a **137%** increase compared to 2020, a **101%** increase compared to 2021 and a **11%** increase compared to 2022



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 British Columbia By Month

2023 Visitor
Highlights

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- January 2023 saw a **30%** increase compared to 2020, a **139%** increase compared to 2021 and a **81%** increase compared to 2022
- February 2023 saw a **35%** increase compared to 2020, a **125%** increase compared to 2021 and a **29%** increase compared to 2022
- March 2023 saw a **91%** increase compared to 2020, a **98%** increase compared to 2021 and a **12%** increase compared to 2022



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

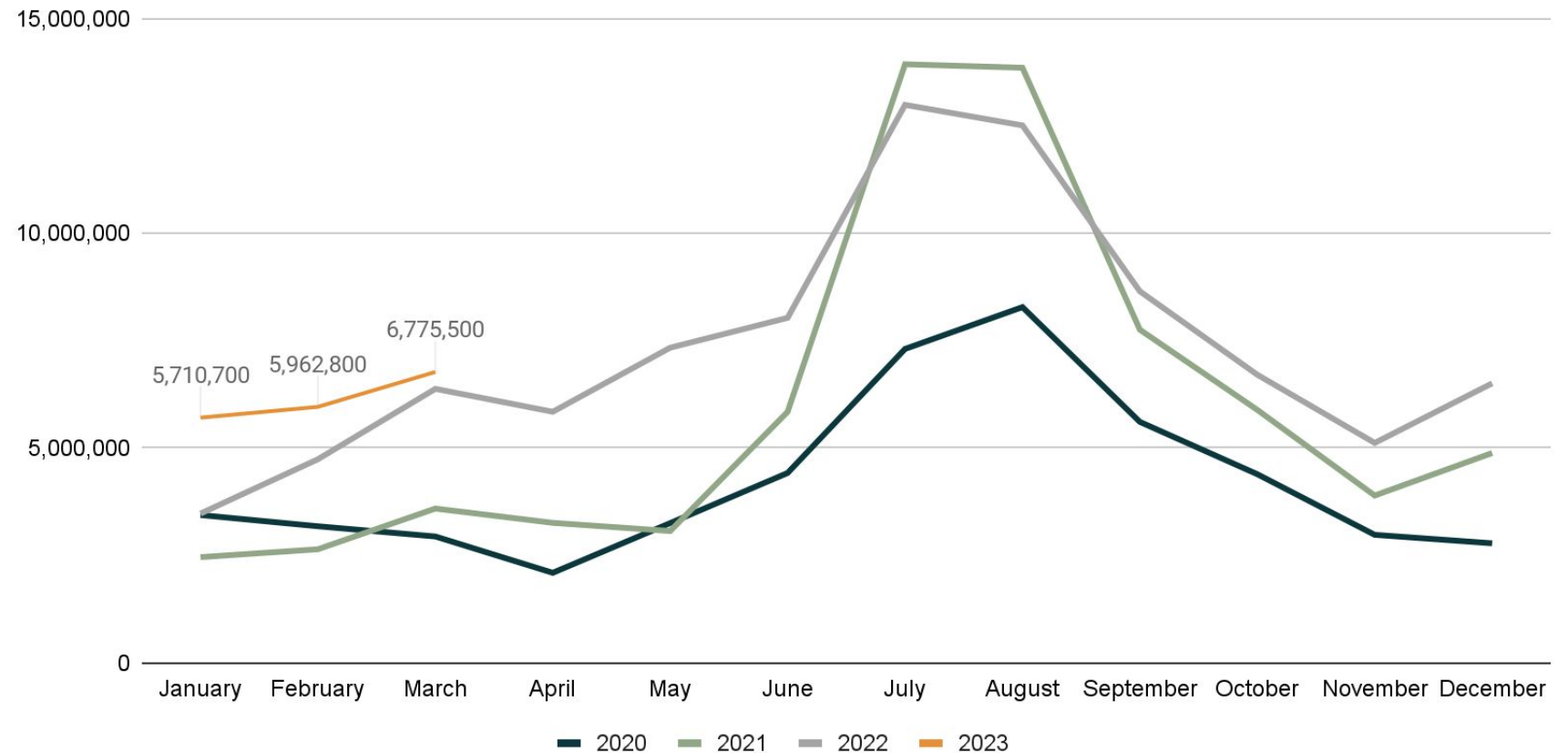
Canadian Visitation

Canadian Overnight Stays In British Columbia By Month

2023 Visitor
Highlights

bcrts

- January 2023 saw a **66%** increase compared to 2020, a **132%** increase compared to 2021 and a **64%** increase compared to 2022
- February 2023 saw a **87%** increase compared to 2020, a **125%** increase compared to 2021 and a **26%** increase compared to 2022
- March 2023 saw a **130%** increase compared to 2020, a **89%** increase compared to 2021 and a **6%** increase compared to 2022



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



British Columbia Insights

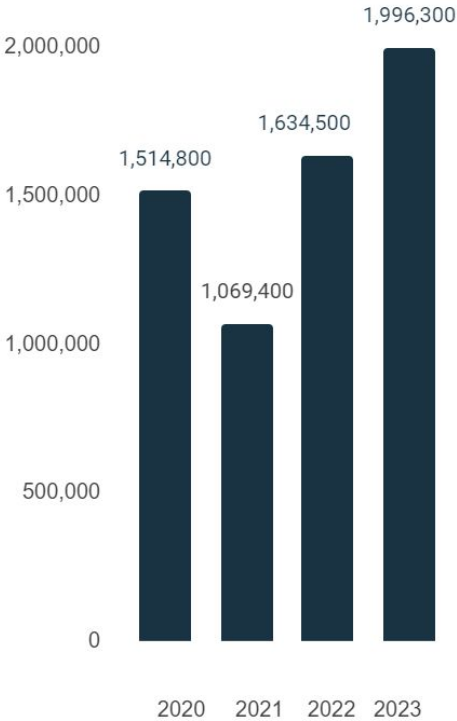
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

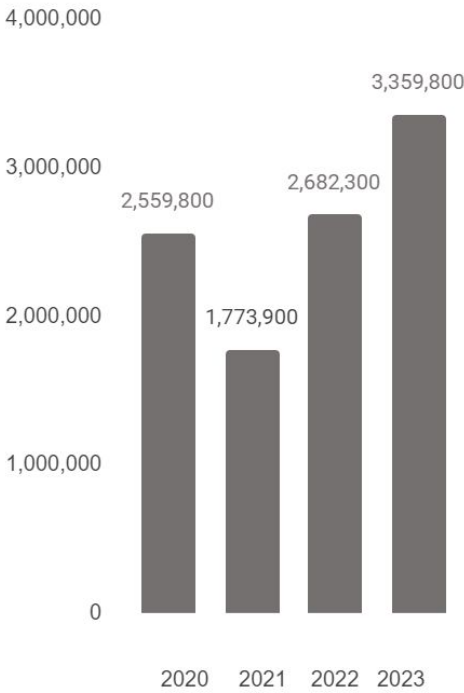
2023 Visitor
Highlights

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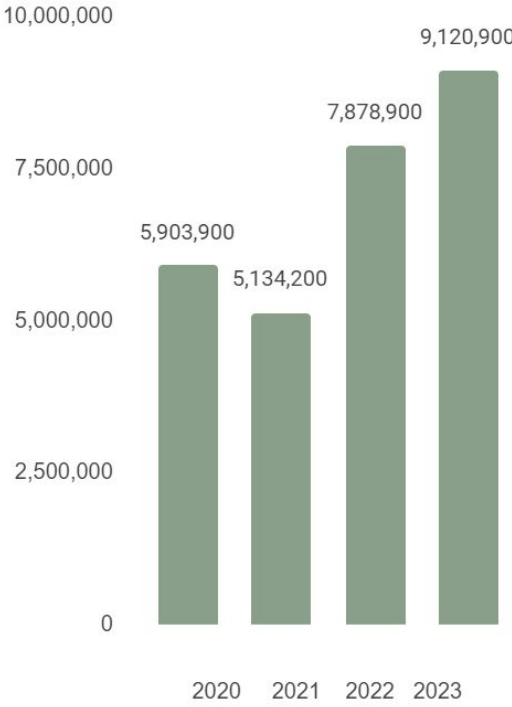
Number of Visitors to BC
from BC in Q1



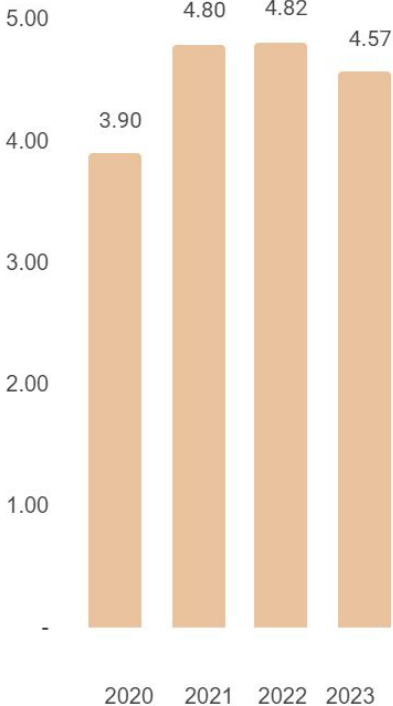
Number of Trips to BC
from BC in Q1



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

BC Visitors To British Columbia By Quarter – Q1

Number of Visitors To British Columbia By Origin City

2023 Visitor
Highlights

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| City | 2020 Visitor Count | City | 2021 Visitor Count | City | 2022 Visitor Count | City | 2023 Visitor Count |
|---------------|--------------------|------------|--------------------|------------|--------------------|------------|--------------------|
| Vancouver | 124,600 | Vancouver | 114,800 | Vancouver | 175,600 | Vancouver | 192,800 |
| Surrey | 79,000 | Surrey | 85,200 | Surrey | 129,600 | Surrey | 149,700 |
| Kelowna | 53,100 | Burnaby | 35,700 | Kelowna | 57,200 | Kelowna | 77,000 |
| Kamloops | 49,900 | Kelowna | 35,100 | Burnaby | 57,100 | Saanich | 68,900 |
| Abbotsford | 48,900 | Abbotsford | 34,700 | Abbotsford | 51,900 | Abbotsford | 67,200 |
| Nanaimo | 47,700 | Richmond | 30,100 | Saanich | 51,200 | Burnaby | 65,100 |
| Saanich | 46,700 | Kamloops | 29,000 | Richmond | 48,900 | Kamloops | 60,300 |
| Burnaby | 36,700 | Saanich | 27,800 | Kamloops | 46,800 | Richmond | 56,500 |
| Prince George | 36,000 | Nanaimo | 26,400 | Nanaimo | 41,400 | Nanaimo | 53,700 |
| Victoria | 35,400 | Coquitlam | 24,800 | Coquitlam | 38,700 | Victoria | 50,100 |

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

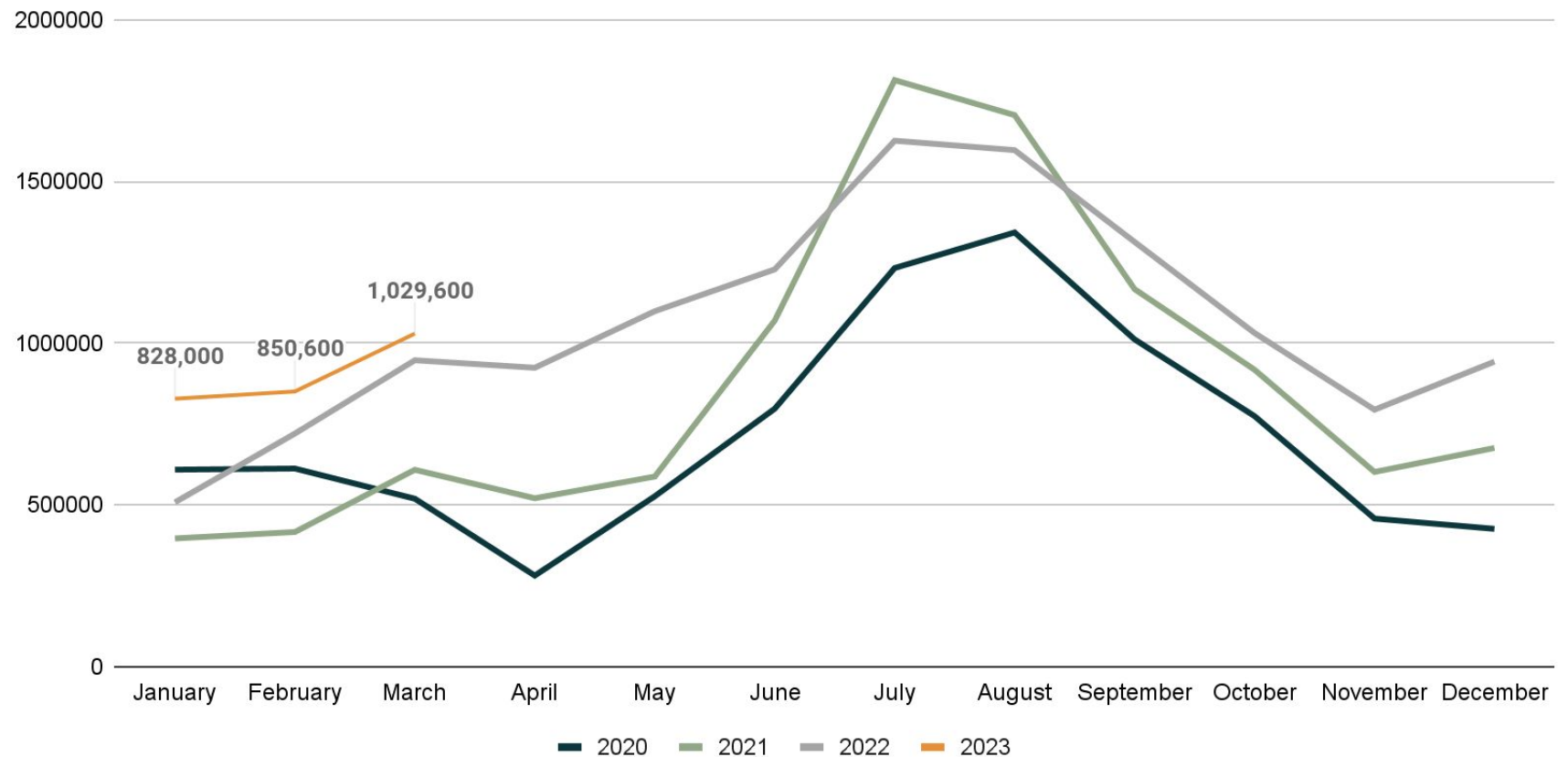
British Columbian Visitation

BC Visitors Travelling To British Columbia By Month

2023 Visitor
Highlights

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- January 2023 saw a **36%** increase compared to 2020, a **109%** increase compared to 2021 and a **63%** increase compared to 2022
- February 2023 saw a **39%** increase compared to 2020, a **105%** increase compared to 2021 and a **18%** increase compared to 2022
- March 2023 saw a **98%** increase compared to 2020, a **69%** increase compared to 2021 and a **9%** increase compared to 2022



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

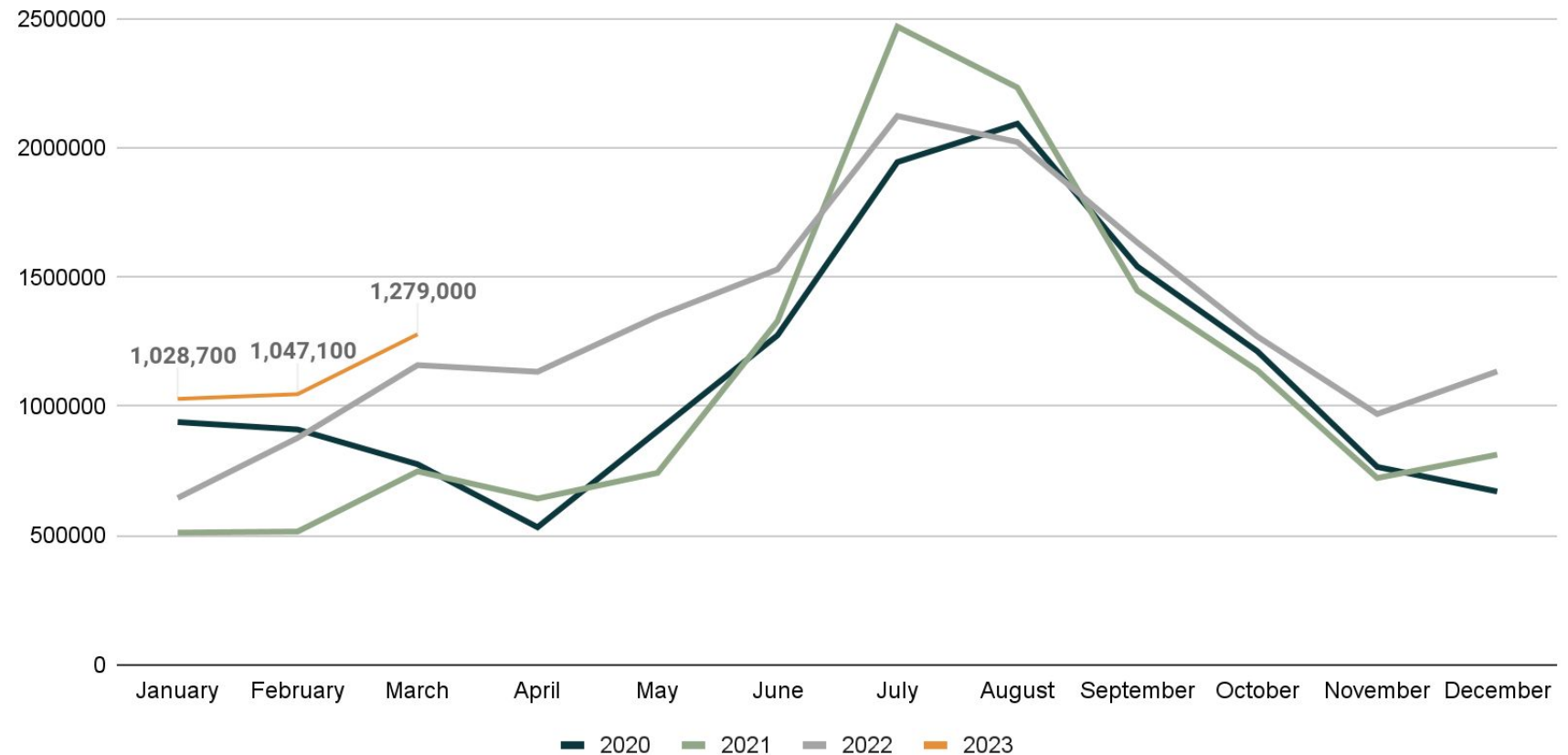
British Columbian Visitation

2023 Visitor
Highlights

BC Trips To British Columbia By Month

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- January 2023 saw a **10%** increase compared to 2020, a **101%** increase compared to 2021 and a **59%** increase compared to 2022
- February 2023 saw a **15%** increase compared to 2020, a **103%** increase compared to 2021 and a **19%** increase compared to 2022
- March 2023 saw a **65%** increase compared to 2020, a **71%** increase compared to 2021 and a **10%** increase compared to 2022



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.

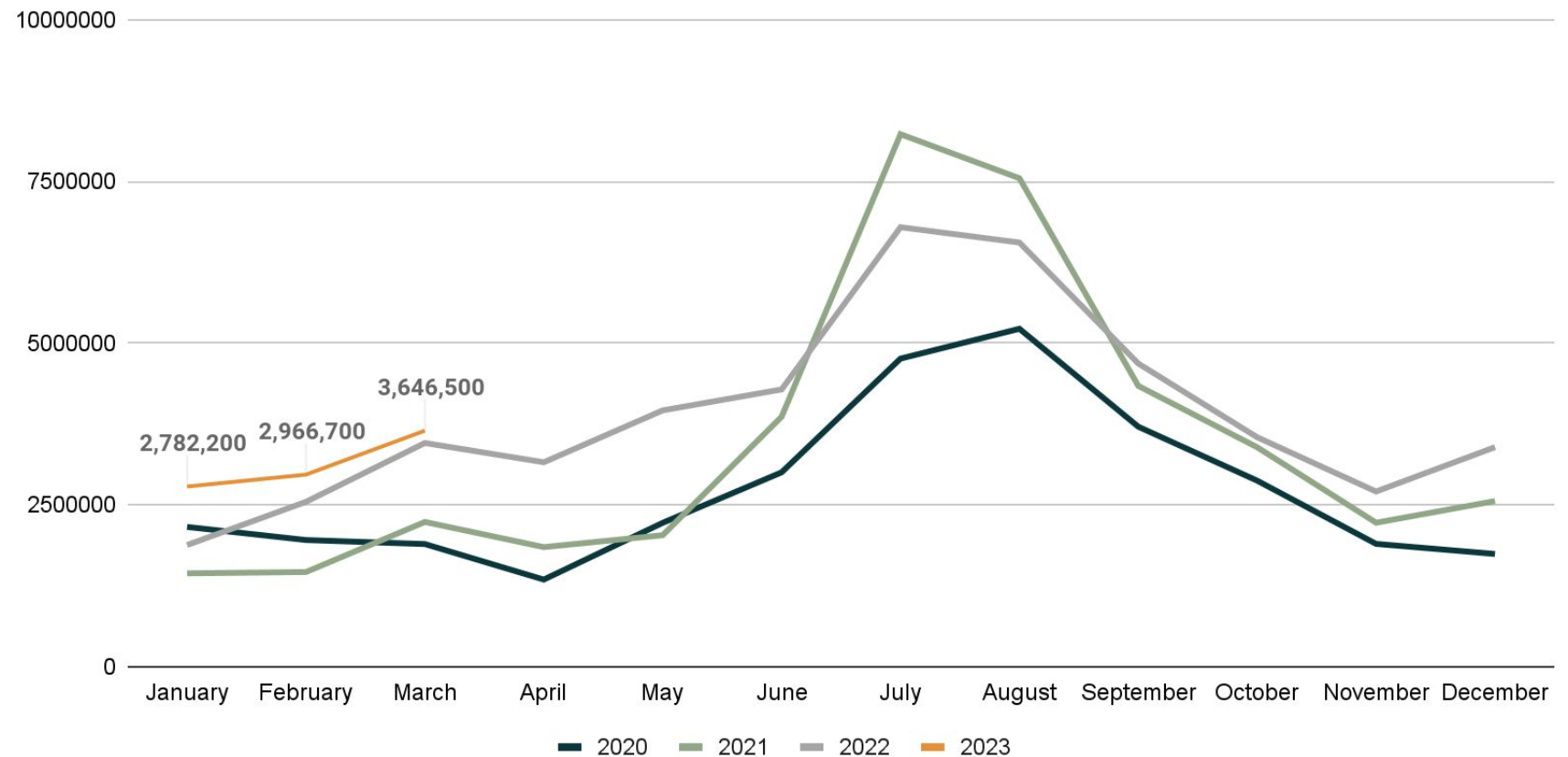
British Columbian Visitation

BC Overnight Stays In British Columbia By Month

2023 Visitor
Highlights

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- January 2023 saw a **29%** increase compared to 2020, a **93%** increase compared to 2021 and a **48%** increase compared to 2022
- February 2023 saw a **52%** increase compared to 2020, a **103%** increase compared to 2021 and a **17%** increase compared to 2022
- March 2023 saw a **93%** increase compared to 2020, a **63%** increase compared to 2021 and a **6%** increase compared to 2022



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

January 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights

British Columbia

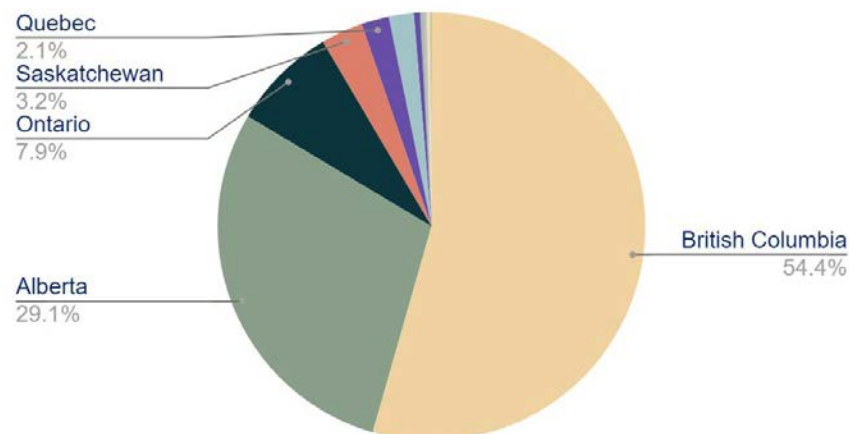
bcrts

Overview

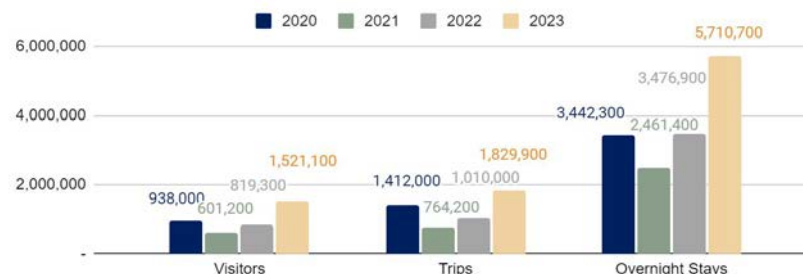
The number of visitors to British Columbia from Canadian travelers increased by **62%** when comparing January 2023 to January 2020.

Visitors increased by **153%** when compared to January 2021, and increased by **86%** when compared to January 2022.

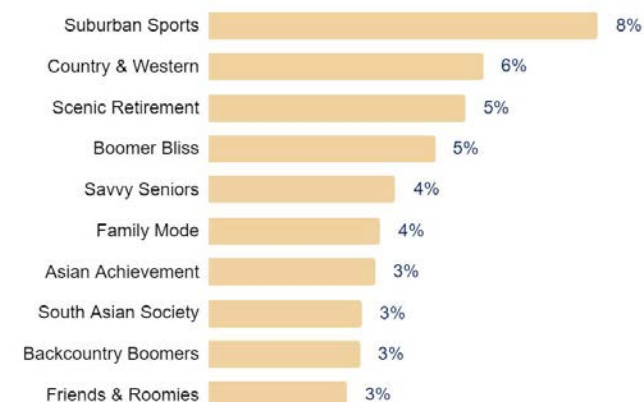
Percentage of Visitors to British Columbia
by Province January 2023



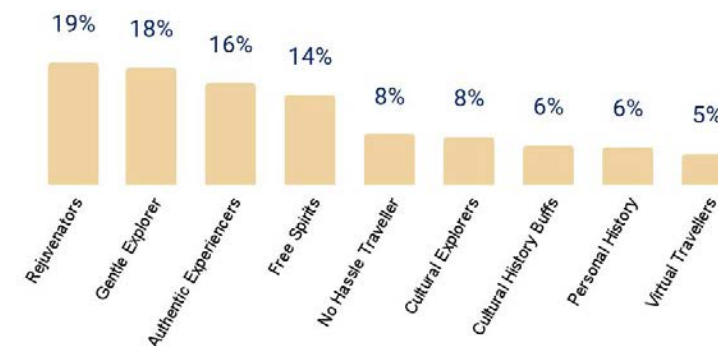
Canadian Visitors to British Columbia
January 2020-2023



January 2023 BC Visitors by PRIZM Segment



January 2023 BC Visitors by EQ Type



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

February 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights

British Columbia

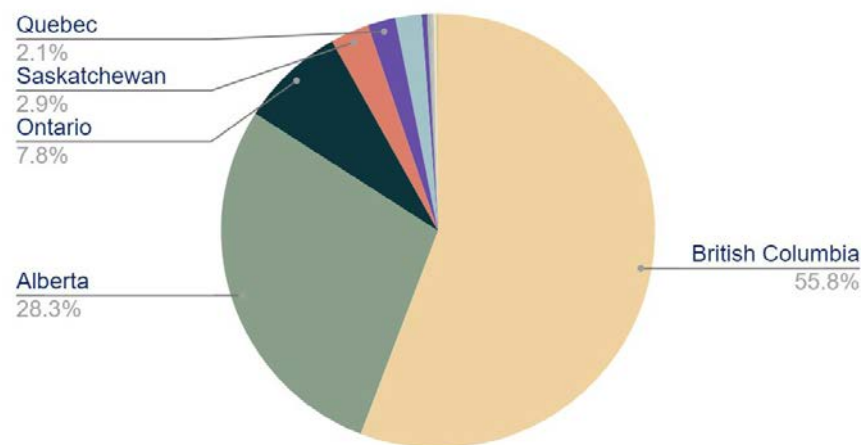
bcrts

Overview

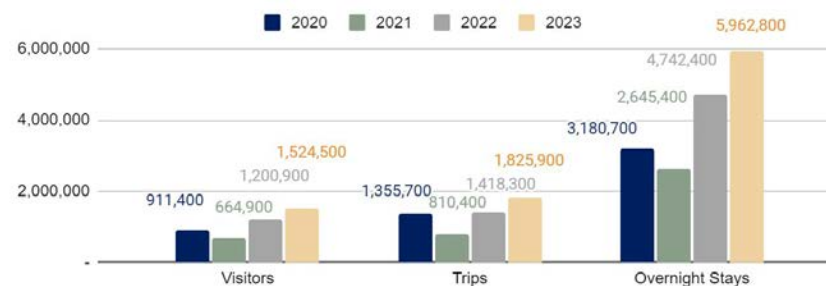
The number of visitors to British Columbia from Canadian travelers increased by **67%** when comparing February 2023 to February 2020.

Visitors increased by **129%** when compared to February 2021, and increased by **27%** when compared to February 2022.

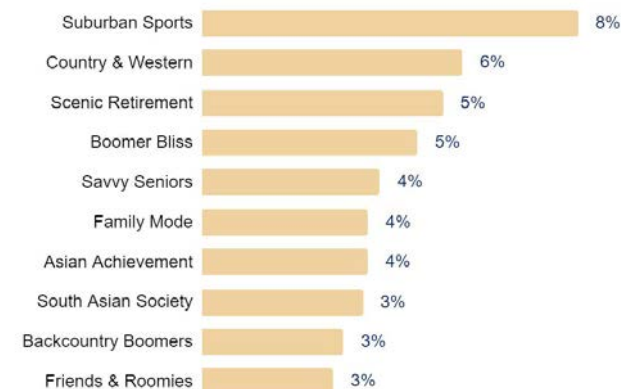
Percentage of Visitors to British Columbia
by Province February 2023



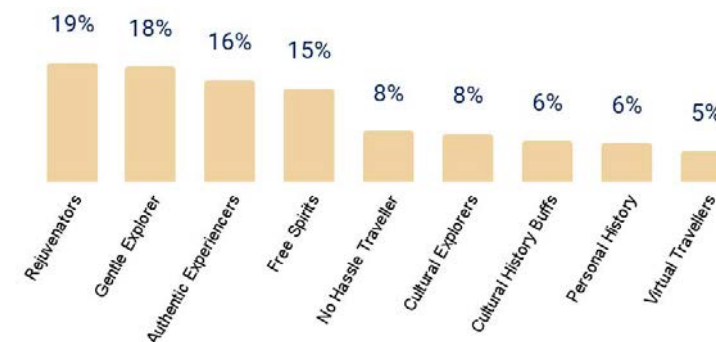
Canadian Visitors to British Columbia
February 2020-2023



February 2023 BC Visitors by PRIZM Segment



February 2023 BC Visitors by EQ Type



*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

March 2023 Canada/British Columbia Regional Visitation

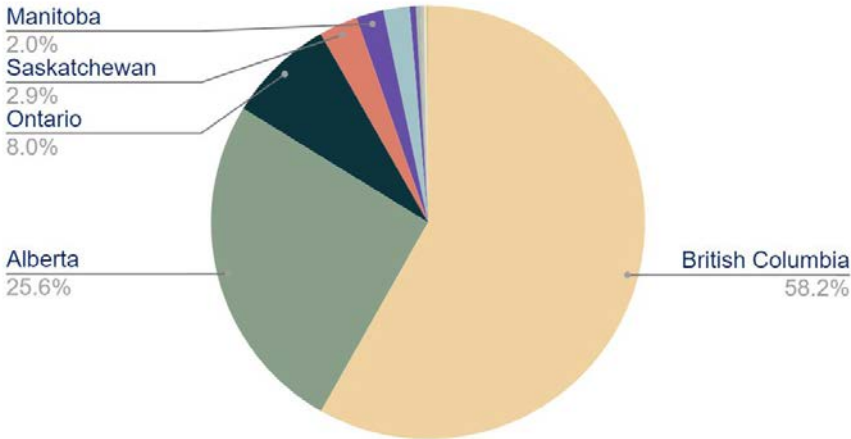
British Columbia

Overview

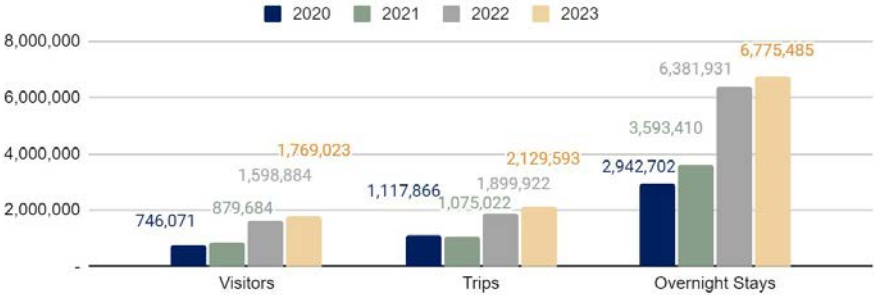
The number of visitors to British Columbia from Canadian travelers increased by **137%** when comparing March 2023 to March 2020.

Visitors increased by **101%** when compared to March 2021, and increased by **11%** when compared to March 2022.

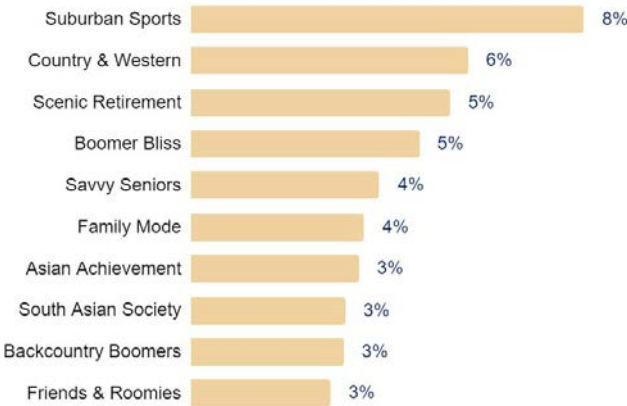
Percentage of Visitors to British Columbia
by Province March 2023



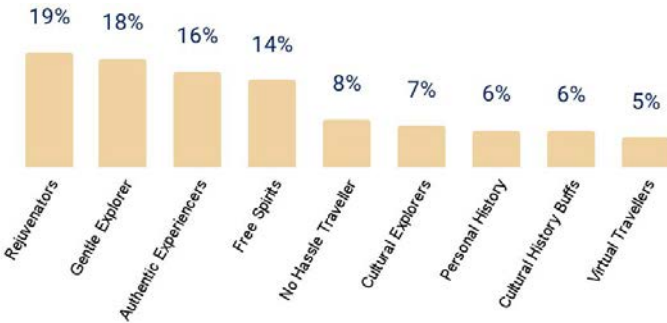
Canadian Visitors to British Columbia
March 2020-2023



March 2023 BC Visitors by PRIZM Segment



March 2023 BC Visitors by EQ Type



*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

A person with long brown hair, wearing a blue long-sleeved shirt, a red life vest, and a colorful knit beanie, is seen from behind while sitting in a white canoe. They are holding a yellow paddle and looking out over a calm lake. The lake's surface reflects the surrounding dense forest of evergreen trees and the distant, hazy mountains under a blue sky with scattered white clouds. The text "Alberta Insights" is overlaid in white on the bottom left of the image.

Alberta Insights

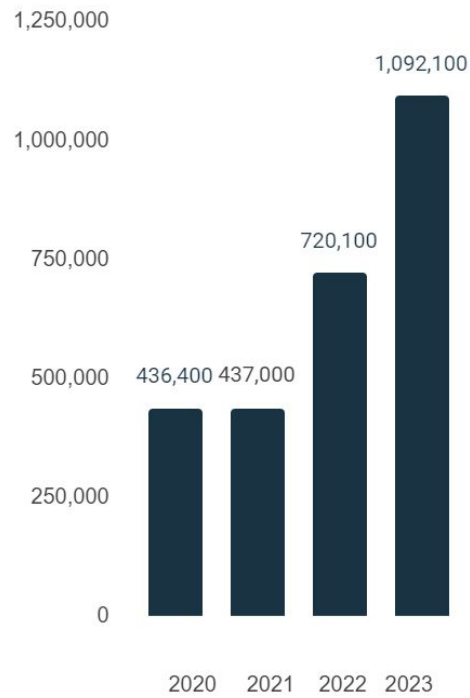
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

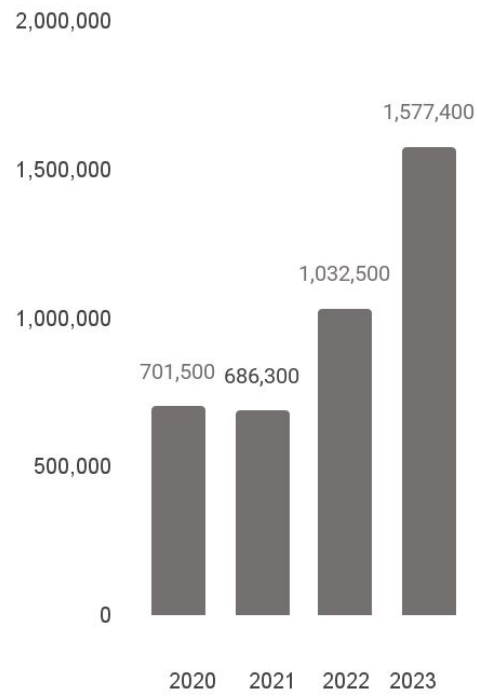
2023 Visitor
Highlights

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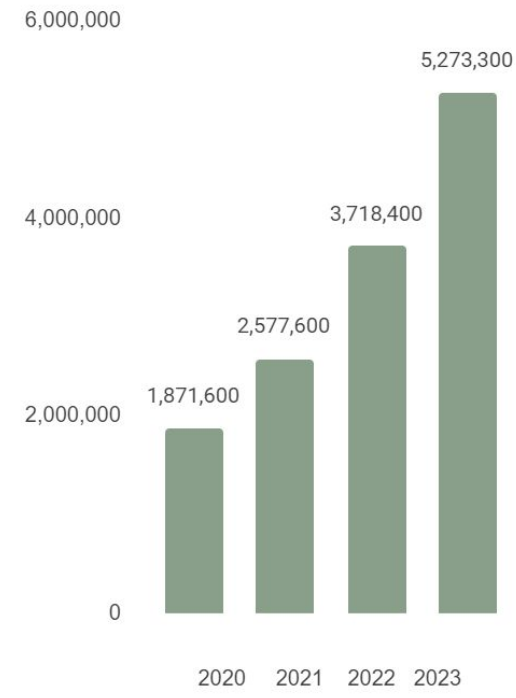
Number of Visitors to BC
from AB in Q1



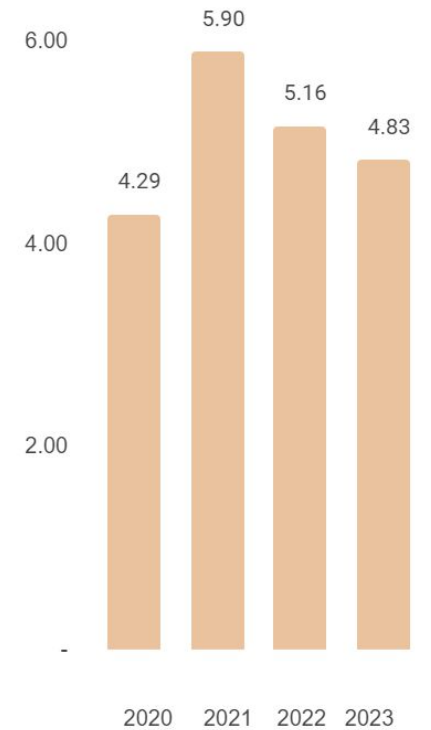
Number of Trips to BC
from AB in Q1



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

Alberta Visitors To British Columbia By Quarter - Q1

Number of Visitors To British Columbia By Origin City

2023 Visitor
Highlights

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| 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 |

| City | 2023 Visitor Count |
|-------------------|--------------------|
| Calgary | 340,100 |
| Edmonton | 221,500 |
| Red Deer | 31,500 |
| Lethbridge | 26,600 |
| Strathcona County | 26,600 |
| Airdrie | 23,600 |
| Grande Prairie | 23,300 |
| Wood Buffalo | 18,300 |
| St. Albert | 18,100 |
| Medicine Hat | 15,100 |

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

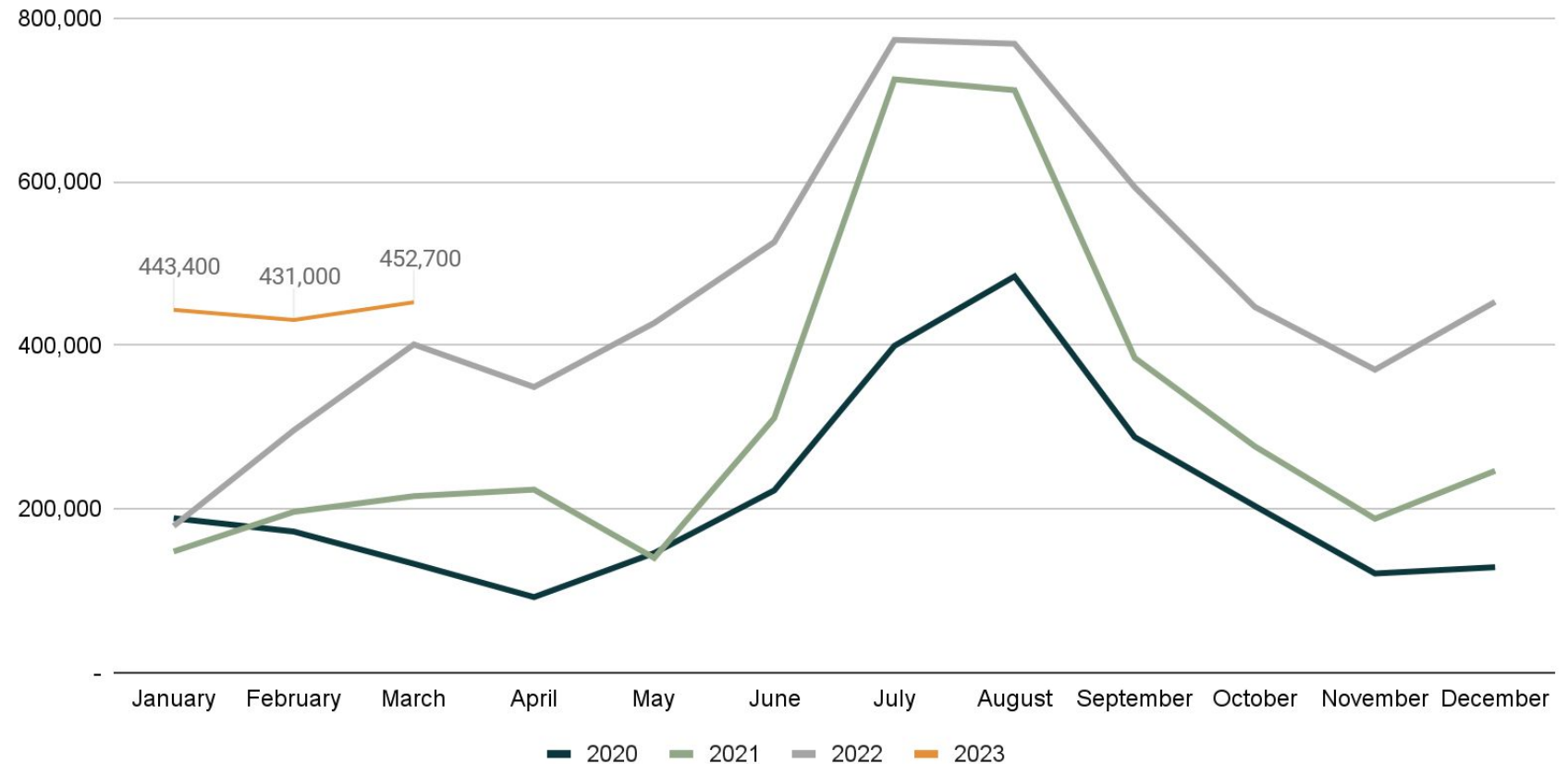
Alberta Visitation

Alberta Visitors Travelling To British Columbia By Month

2023 Visitor
Highlights

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- January 2023 saw a **135%** increase compared to 2020, a **200%** increase compared to 2021 and a **148%** increase compared to 2022
- February 2023 saw a **150%** increase compared to 2020, a **120%** increase compared to 2021 and a **46%** increase compared to 2022
- March 2023 saw a **241%** increase compared to 2020, a **110%** increase compared to 2021 and a **13%** increase compared to 2022



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

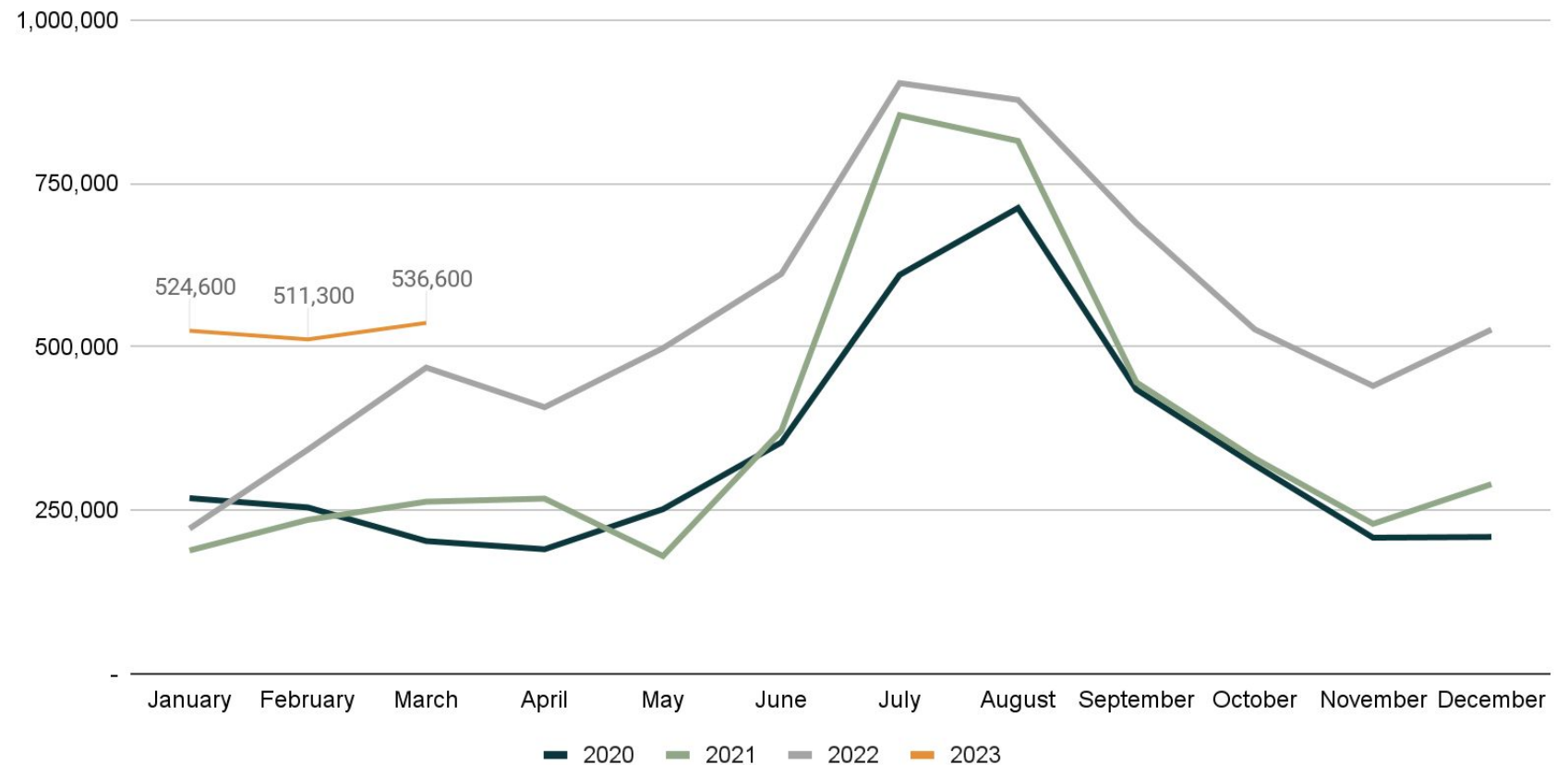
Alberta Visitation

2023 Visitor
Highlights

bcrts

Alberta Trips to British Columbia By Month

- January 2023 saw a **96%** increase compared to 2020, a **197%** increase compared to 2021 and a **137%** increase compared to 2022
- February 2023 saw a **101%** increase compared to 2020, a **117%** increase compared to 2021 and a **49%** increase compared to 2022
- March 2023 saw a **165%** increase compared to 2020, a **104%** increase compared to 2021 and a **15%** increase compared to 2022



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.

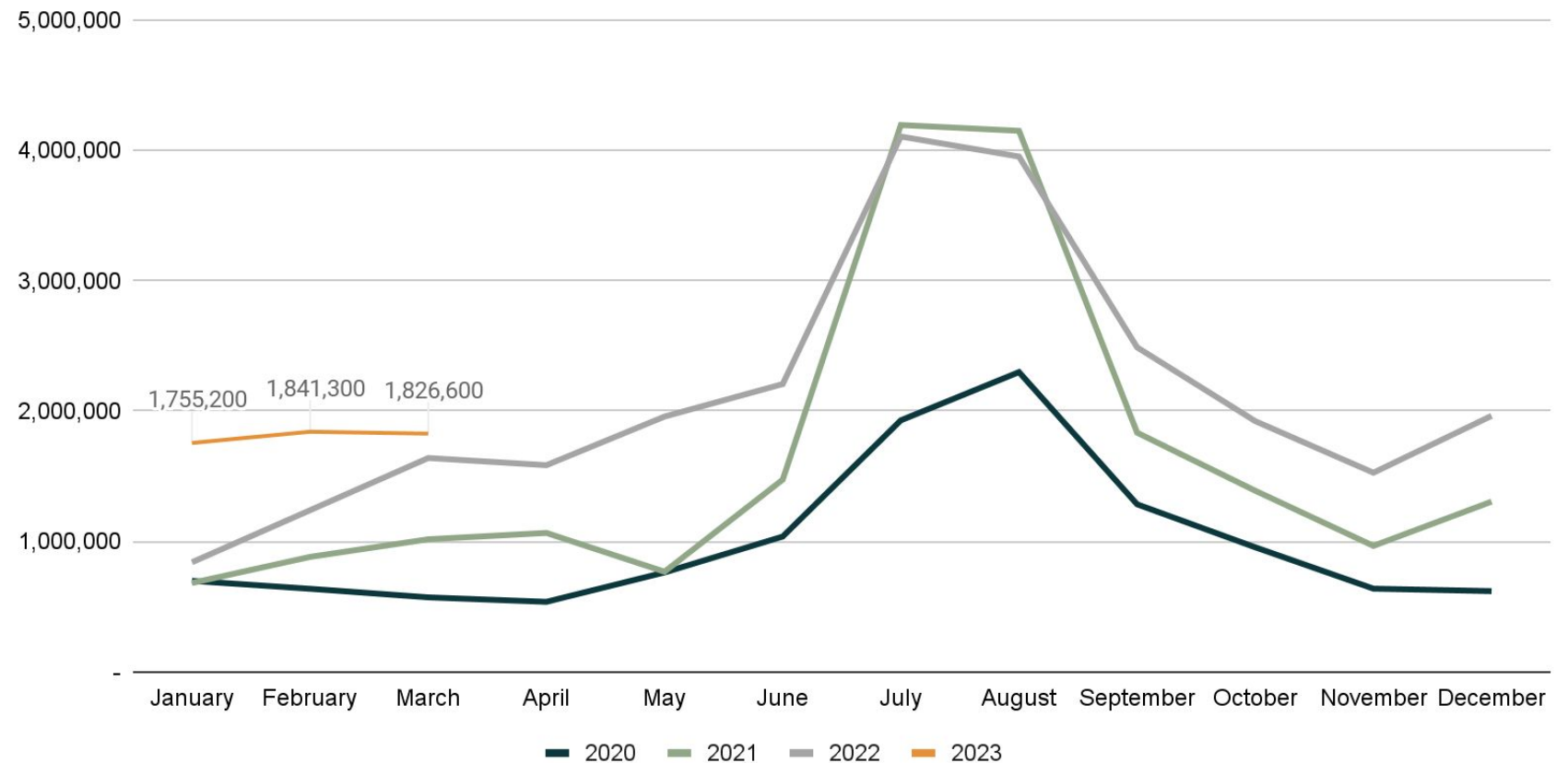
Alberta Visitation

2023 Visitor
Highlights

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Alberta Overnight Stays In British Columbia By Month

- January 2023 saw a **152%** increase compared to 2020, a **158%** increase compared to 2021 and a **109%** increase compared to 2022
- February 2023 saw a **189%** increase compared to 2020, a **109%** increase compared to 2021 and a **49%** increase compared to 2022
- March 2023 saw a **220%** increase compared to 2020, a **80%** increase compared to 2021 and a **11%** increase compared to 2022



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

January 2023 Canada/Alberta Regional Visitation

2023 Visitor
Highlights

British Columbia

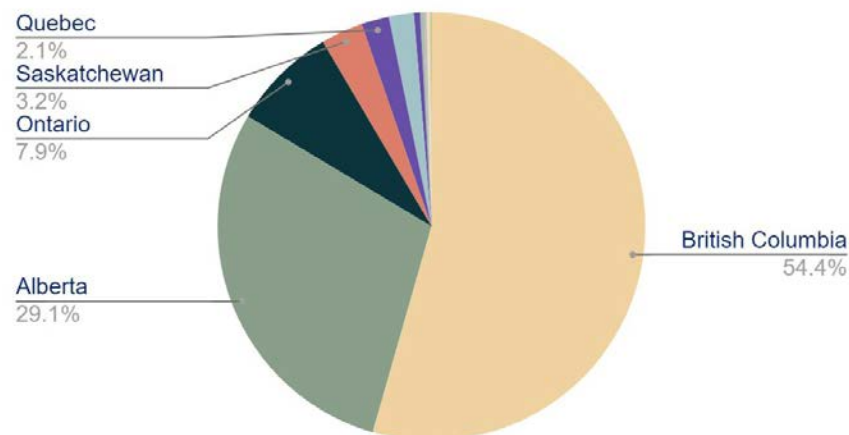
bcrts

Overview

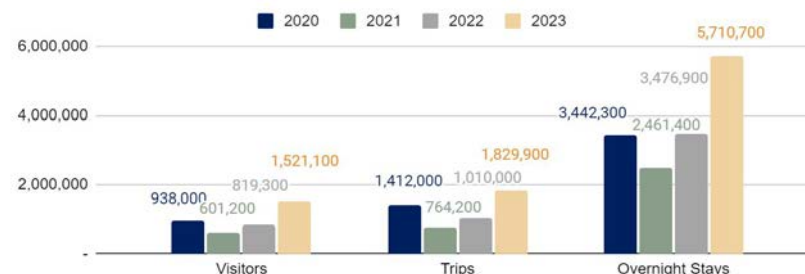
The number of visitors to British Columbia from Canadian travelers increased by **62%** when comparing January 2023 to January 2020.

Visitors increased by **153%** when compared to January 2021, and increased by **86%** when compared to January 2022.

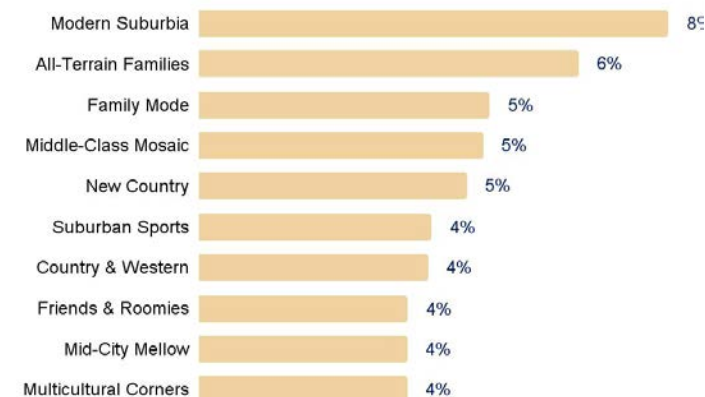
Percentage of Visitors to British Columbia
by Province January 2023



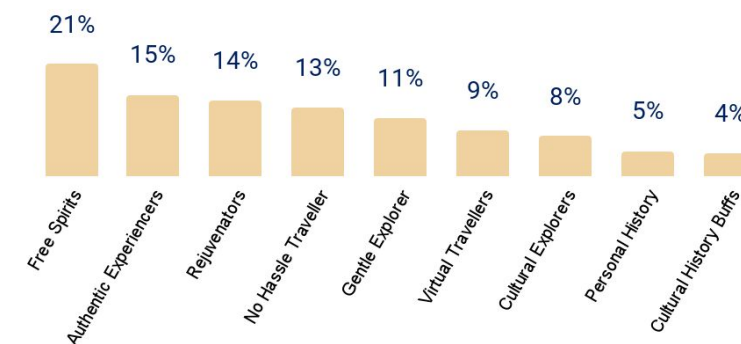
Canadian Visitors to British Columbia
January 2020-2023



January 2023 AB Visitors by PRIZM Segment



January 2023 AB Visitors by EQ Type



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

February 2023 Canada/Alberta Regional Visitation

2023 Visitor
Highlights

British Columbia

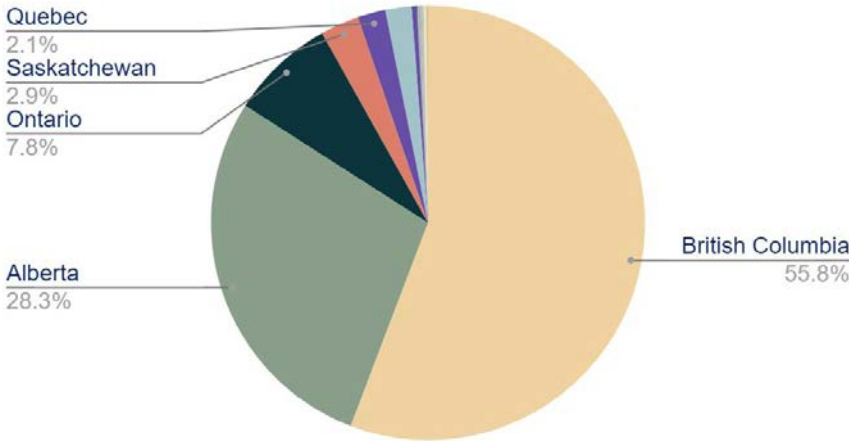
bcrts

Overview

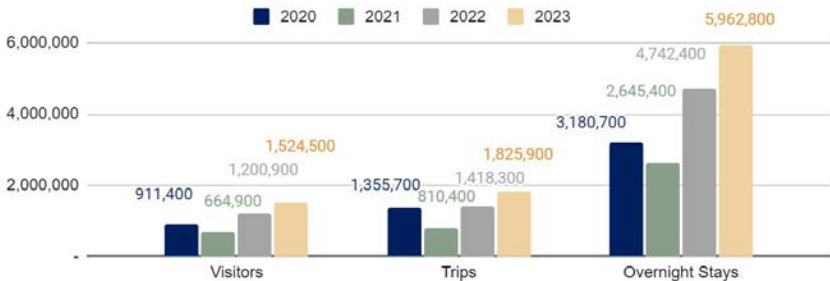
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Visitors increased by **129%** when compared to February 2021, and increased by **27%** when compared to February 2022.

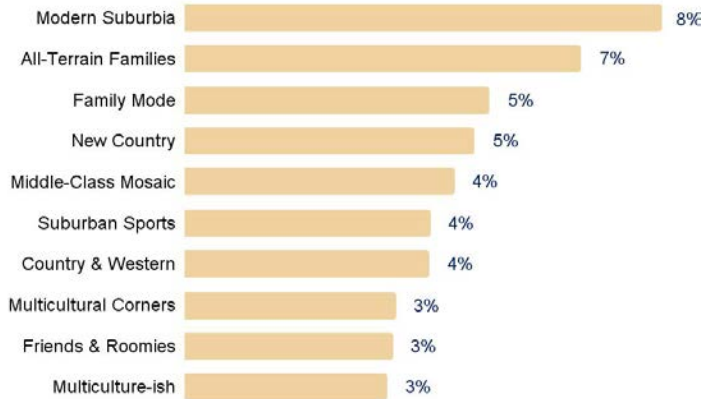
Percentage of Visitors to British Columbia by Province February 2023



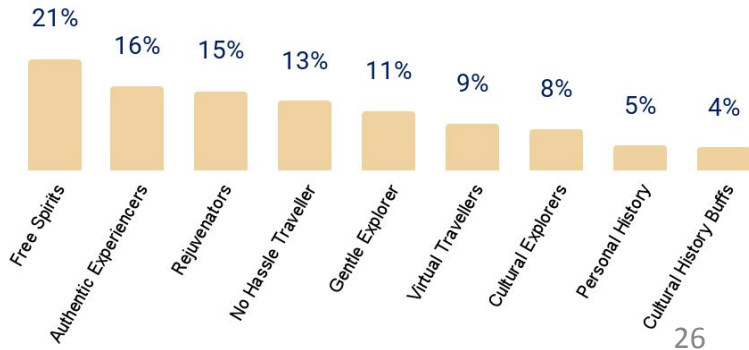
Canadian Visitors to British Columbia February 2020-2023



February 2023 AB Visitors by PRIZM Segment



February 2023 AB Visitors by EQ Type



*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

March 2023 Canada/Alberta Regional Visitation

2023 Visitor
Highlights

British Columbia

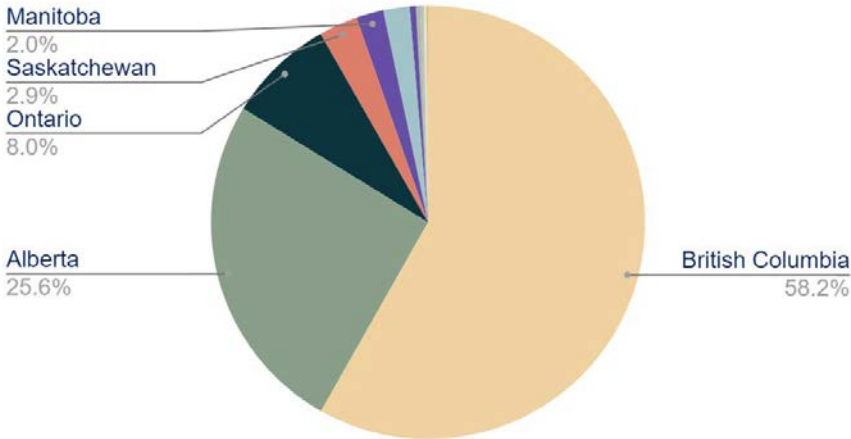
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Overview

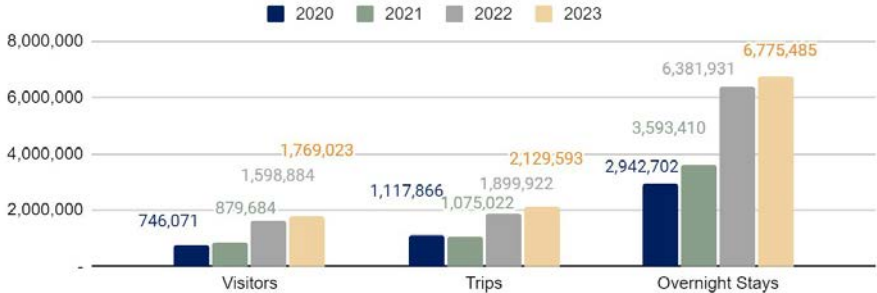
The number of visitors to British Columbia from Canadian travelers increased by **137%** when comparing March 2023 to March 2020.

Visitors increased by **101%** when compared to March 2021, and increased by **11%** when compared to March 2022.

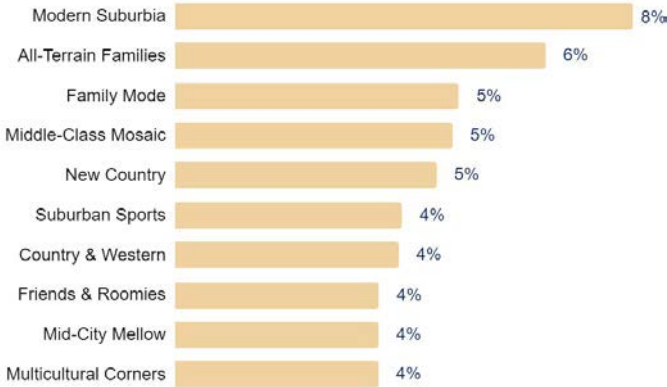
Percentage of Visitors to British Columbia
by Province March 2023



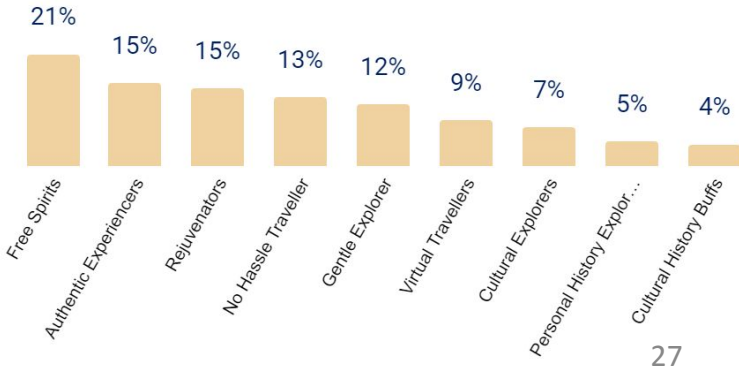
Canadian Visitors to British Columbia
March 2020-2023



March 2023 AB Visitors by PRIZM Segment



March 2023 AB Visitors by EQ Type



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

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Note: All counts have been rounded to the nearest 100

CONTACT US

2023 Visitor
Highlights

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