



bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2023

British Columbia Jan - June Update

2023 DATA VINTAGE

Purpose

2023 Visitor
Highlights

bcrts

- 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

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 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

bcrts

- 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

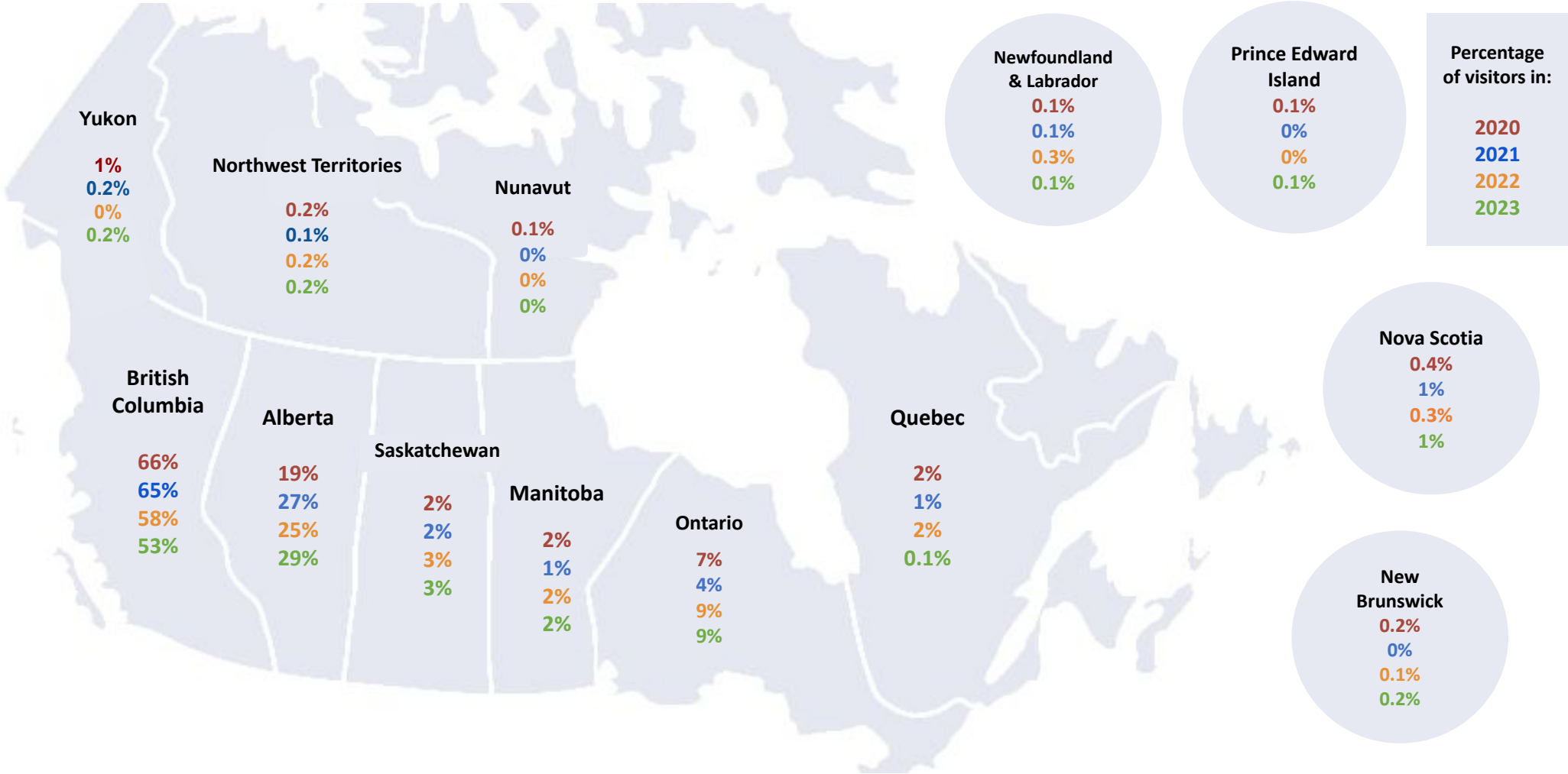
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

During Q1 2020 British Columbia saw an average of **3,605,900** Domestic Visitors. During Q1 2021 BC saw **1,657,100** Domestic Visitors, in Q1 2022, **2,865,900** Domestic Visitors and in Q1 2023, **3,814,200** Domestic Visitors.

- Increase of **6%** 2023 compared to 2020
- Increase of **130%** 2023 compared to 2021
- Increase of **33%** 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



Q2 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

British Columbia

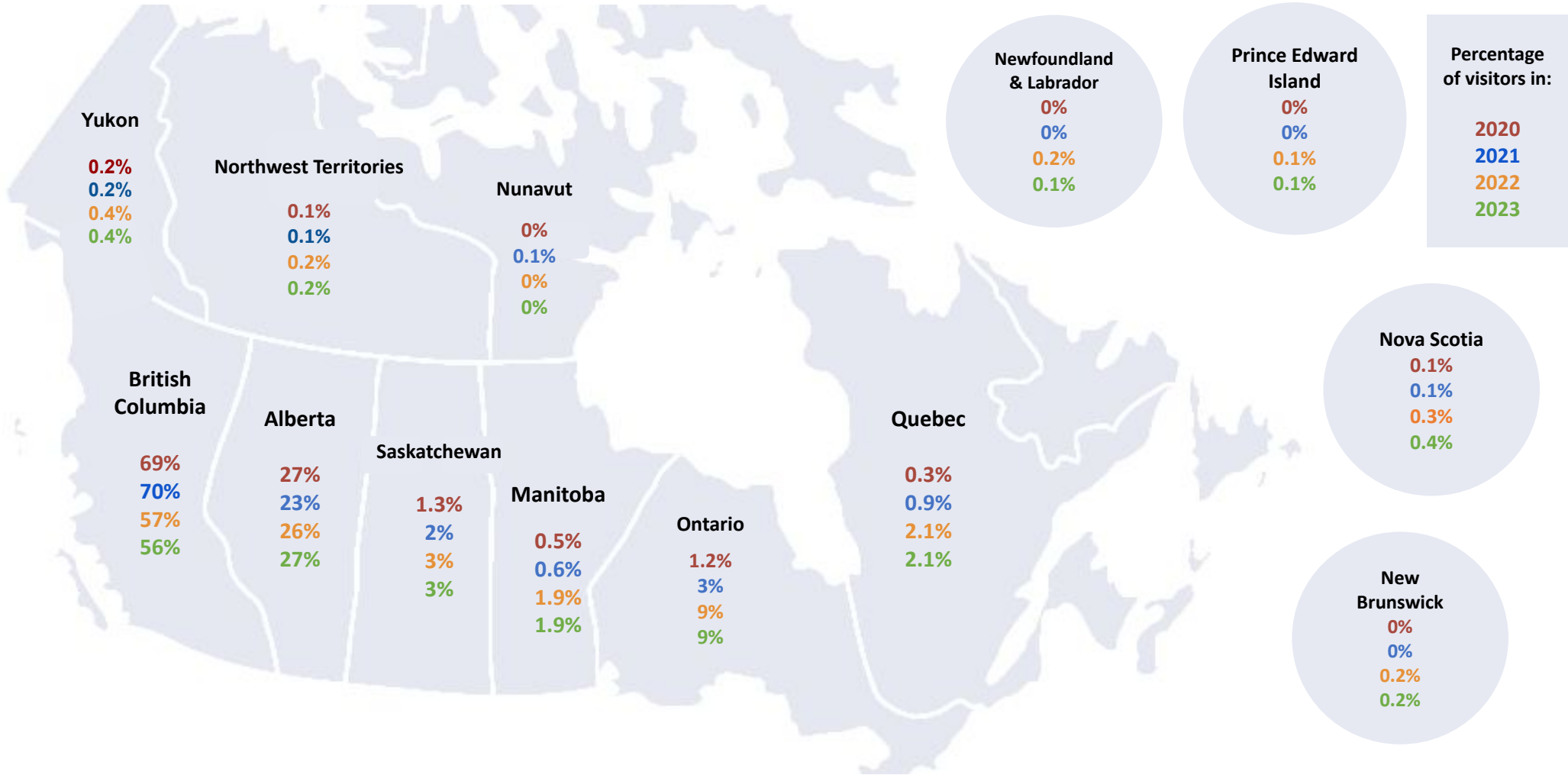
Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

Overview

During Q2 2020 British Columbia saw an average of **2,323,650** Domestic Visitors. During Q2 2021 the region saw **2,347,621** Domestic Visitors, in Q2 2022, **4,078,362** Domestic Visitors and in Q2 2023, **4,570,132** Domestic Visitors.

- **Increase** of **97%** 2023 compared to 2020
- **Increase** of **95%** 2023 compared to 2021
- **Increase** of **12%** 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



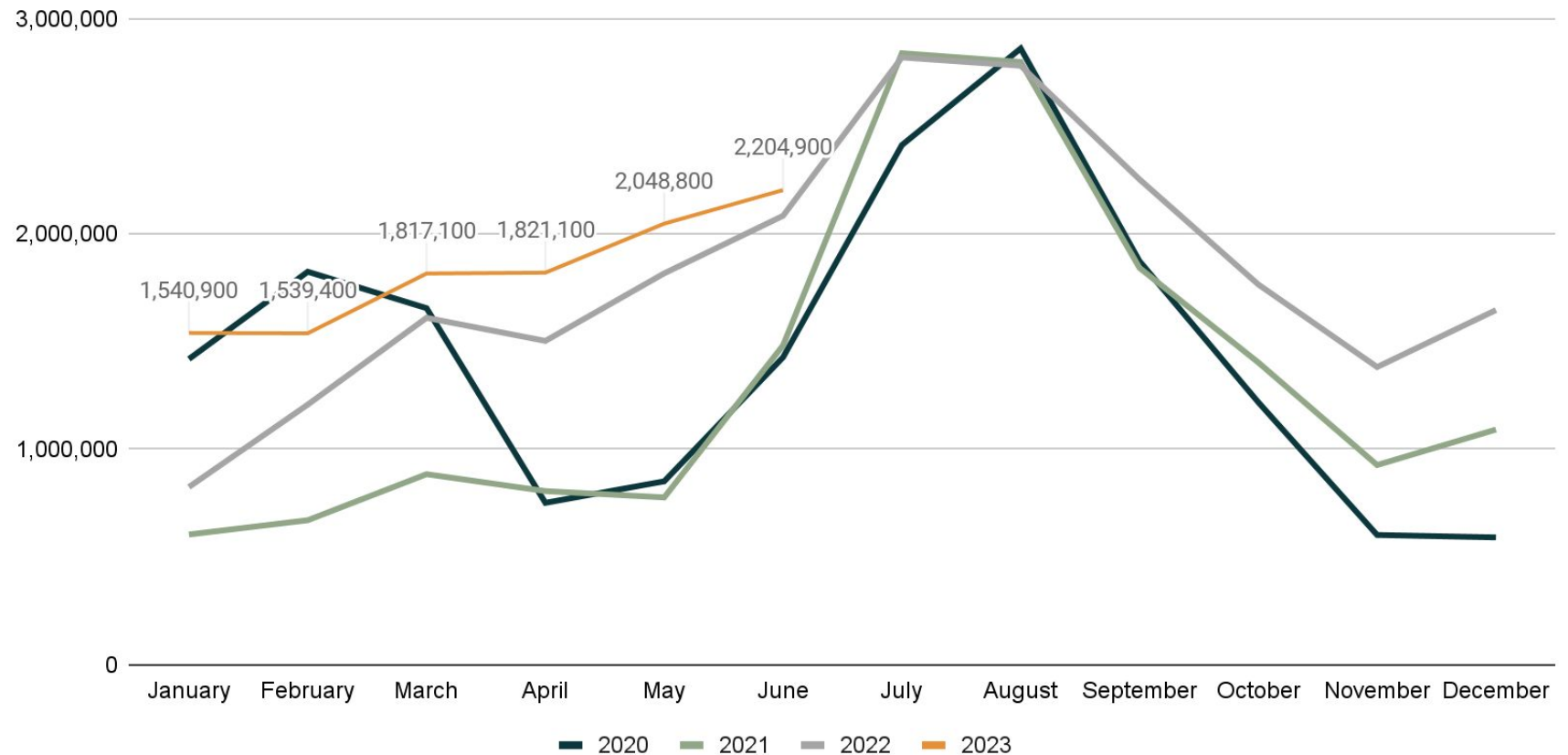
Canadian Visitation

Canadian Visitors Travelling to British Columbia by Month

2023 Visitor
Highlights

bcrts

- April 2023 saw a **142%** increase compared to 2020, a **126%** increase compared to 2021 and a **21%** increase compared to 2022
- May 2023 saw a **141%** increase compared to 2020, a **164%** increase compared to 2021 and a **13%** increase compared to 2022
- June 2023 saw a **54%** increase compared to 2020, a **49%** 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.

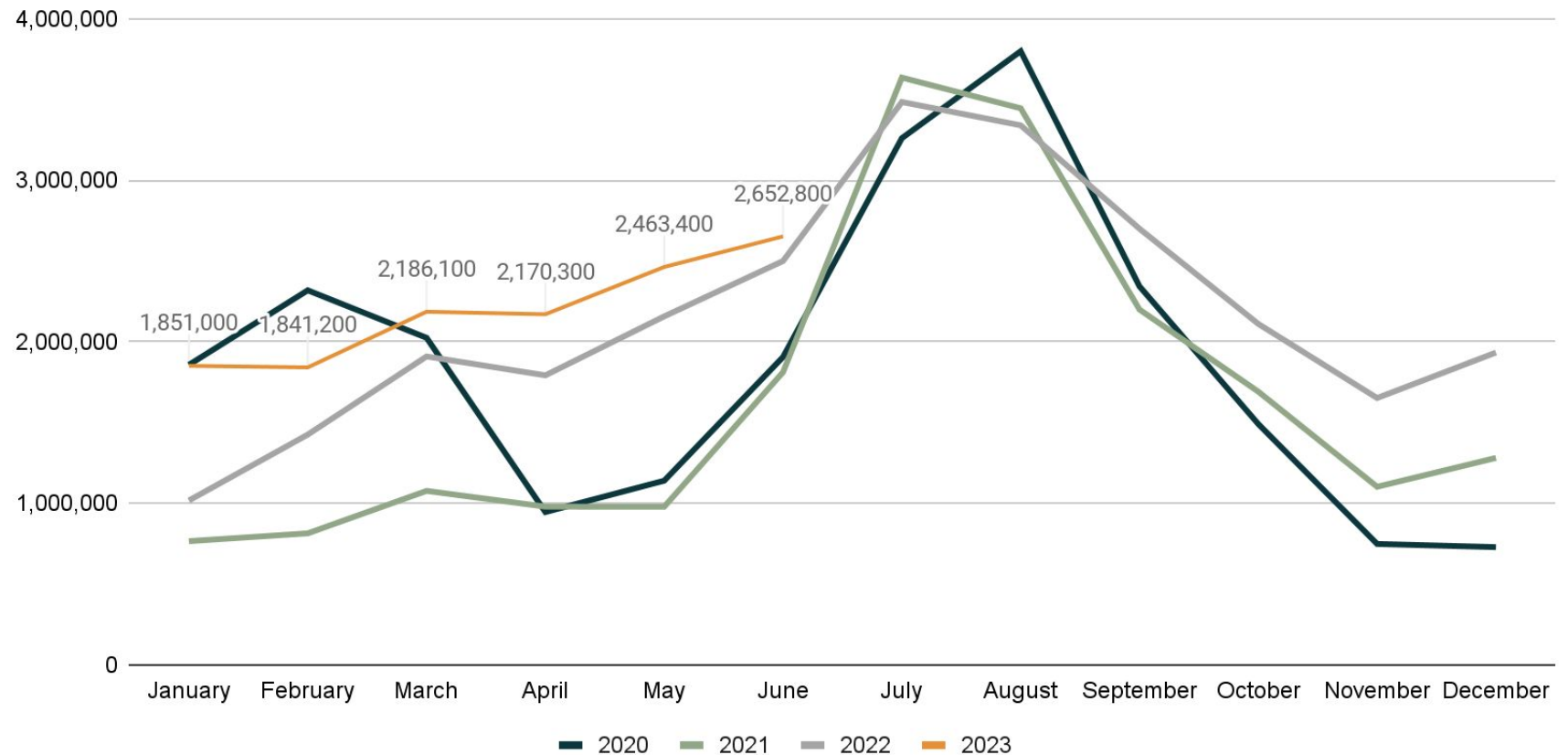
Canadian Visitation

Canadian Trips To British Columbia By Month

2023 Visitor
Highlights

bcrts

- April 2023 saw a **130%** increase compared to 2020, a **122%** increase compared to 2021 and a **21%** increase compared to 2022
- May 2023 saw a **116%** increase compared to 2020, a **152%** increase compared to 2021 and a **14%** increase compared to 2022
- June 2023 saw a **39%** increase compared to 2020, a **46%** 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.

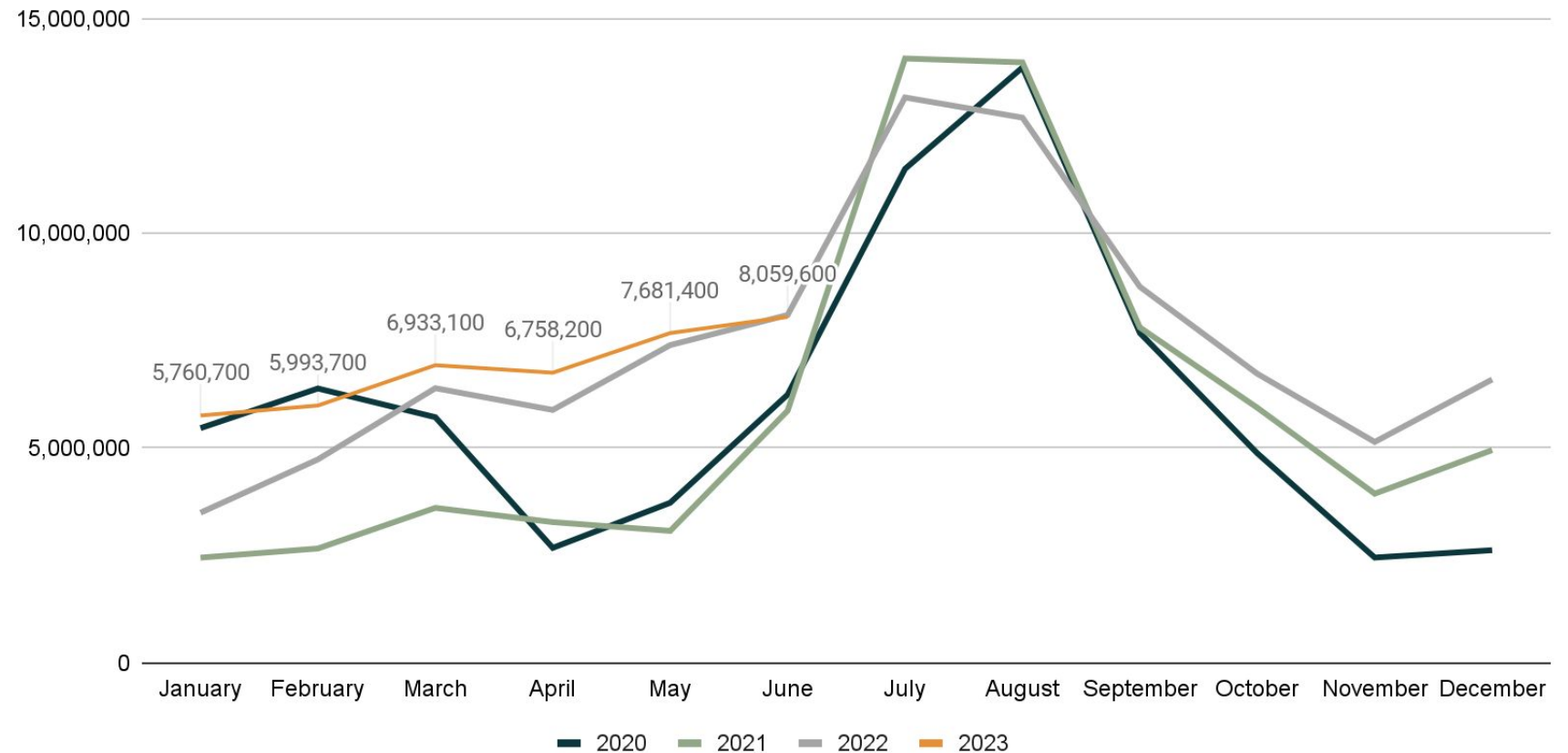
Canadian Visitation

Canadian Overnight Stays In British Columbia By Month

2023 Visitor
Highlights

bcrts

- April 2023 saw a **152%** increase compared to 2020, a **106%** increase compared to 2021 and a **15%** increase compared to 2022
- May 2023 saw a **106%** increase compared to 2020, a **150%** increase compared to 2021 and a **4%** increase compared to 2022
- June 2023 saw a **29%** increase compared to 2020, a **37%** increase compared to 2021 and a **1%** decrease 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

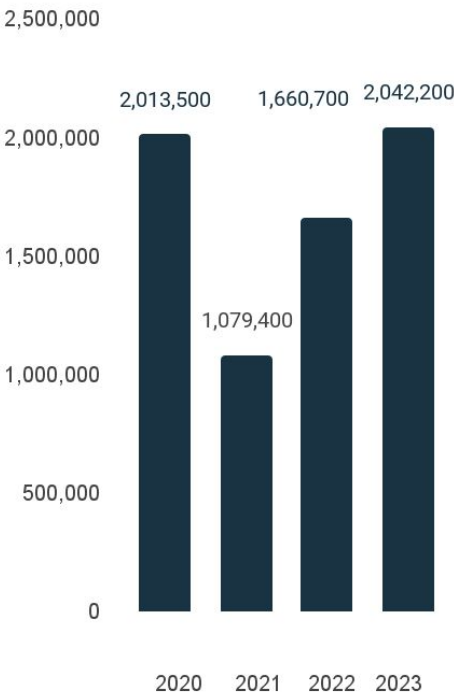
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

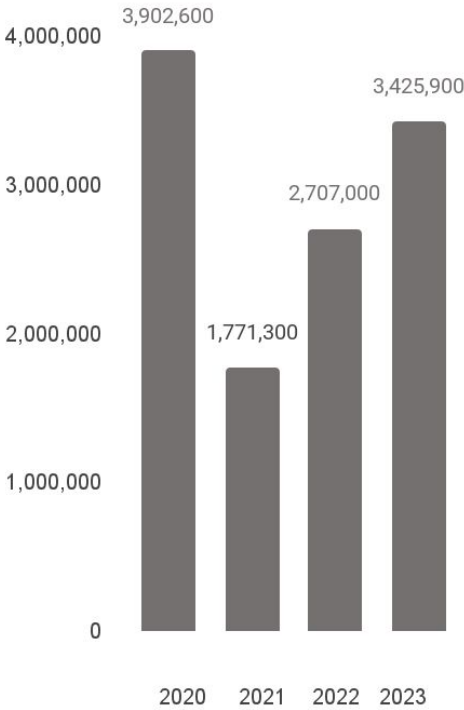
2023 Visitor
Highlights

bcrts

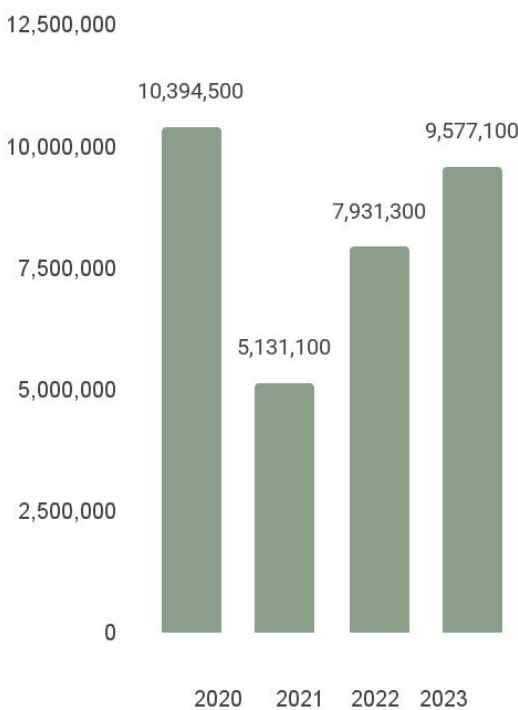
Number of Visitors to BC
from BC in Q1



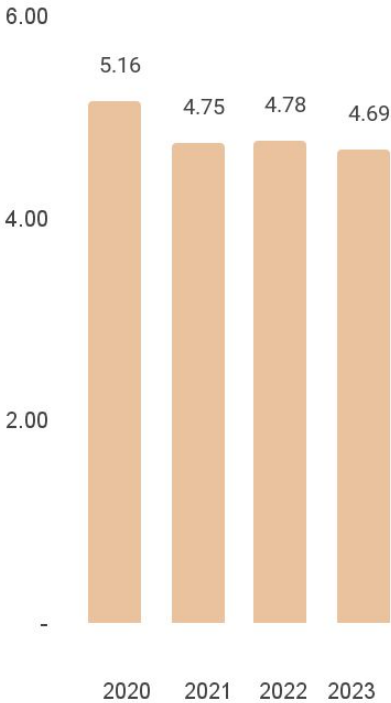
Number of Trips to BC
from BC in Q1



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

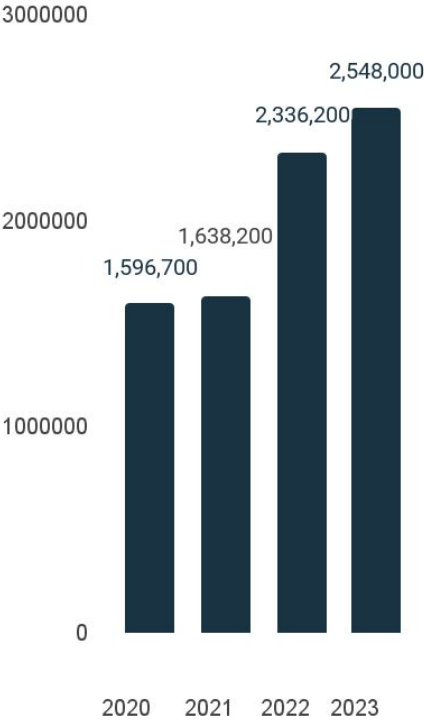
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

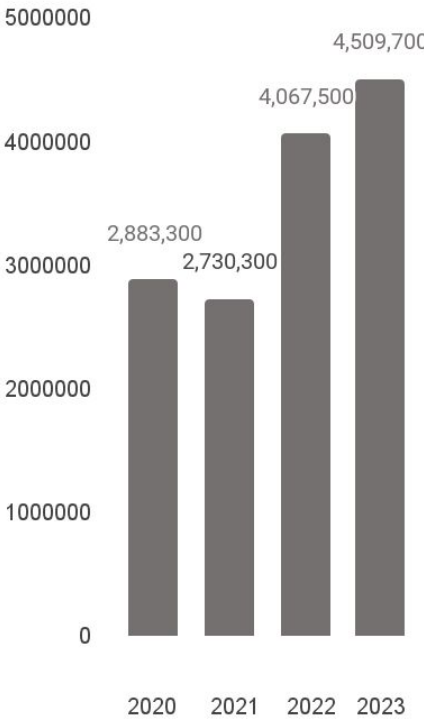
2023 Visitor
Highlights

bcrts

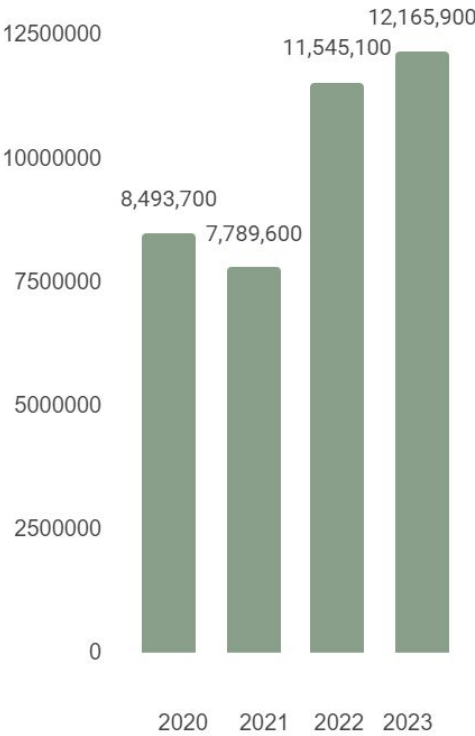
Number of Visitors to BC
from BC in Q2



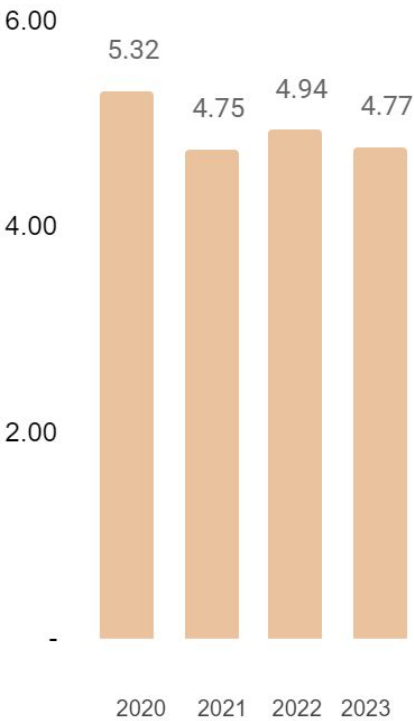
Number of Trips to BC
from BC in Q2



Number of Nights Stayed in BC
from BC in Q2



Length of Stay in BC
from BC in Q2



Q2 = April | May | June
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

bcrts

City	2020 Visitor Count
Vancouver	192,300
Surrey	131,500
Kelowna	82,100
Saanich	72,100
Abbotsford	65,700
Kamloops	65,500
Nanaimo	59,500
Burnaby	58,200
Richmond	53,000
Victoria	51,600

City	2021 Visitor Count
Vancouver	119,400
Surrey	84,700
Kelowna	36,900
Burnaby	34,800
Abbotsford	34,400
Richmond	30,600
Kamloops	29,700
Saanich	28,300
Nanaimo	26,600
Langley	25,500

City	2022 Visitor Count
Vancouver	184,900
Surrey	126,300
Kelowna	59,700
Burnaby	57,100
Abbotsford	51,700
Saanich	51,600
Richmond	50,600
Kamloops	47,800
Nanaimo	42,400
Coquitlam	39,600

City	2023 Visitor Count
Vancouver	199,700
Surrey	151,300
Kelowna	81,300
Saanich	69,900
Abbotsford	67,200
Burnaby	65,000
Kamloops	62,700
Richmond	57,900
Nanaimo	56,300
Victoria	50,400

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

BC Visitors To British Columbia By Quarter – Q2

Number of Visitors To British Columbia By Origin City

2023 Visitor
Highlights

bcrts

City	2020 Visitor Count	City	2021 Visitor Count	City	2022 Visitor Count	City	2023 Visitor Count
Vancouver	174,700	Vancouver	175,200	Vancouver	258,700	Vancouver	276,000
Surrey	132,100	Surrey	133,800	Surrey	199,600	Surrey	216,000
Kelowna	61,900	Kelowna	64,600	Burnaby	88,400	Kelowna	100,700
Burnaby	54,800	Burnaby	55,700	Kelowna	86,800	Burnaby	96,800
Kamloops	50,900	Kamloops	52,100	Richmond	78,200	Richmond	84,500
Richmond	49,000	Richmond	48,700	Abbotsford	73,600	Abbotsford	80,900
Abbotsford	48,700	Abbotsford	47,000	Saanich	66,900	Saanich	75,600
Saanich	45,000	Saanich	41,800	Kamloops	65,600	Kamloops	74,000
Langley	40,300	Langley	39,800	Coquitlam	61,200	Coquitlam	65,000
Coquitlam	40,300	Coquitlam	39,200	Langley	58,900	Nanaimo	63,400

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

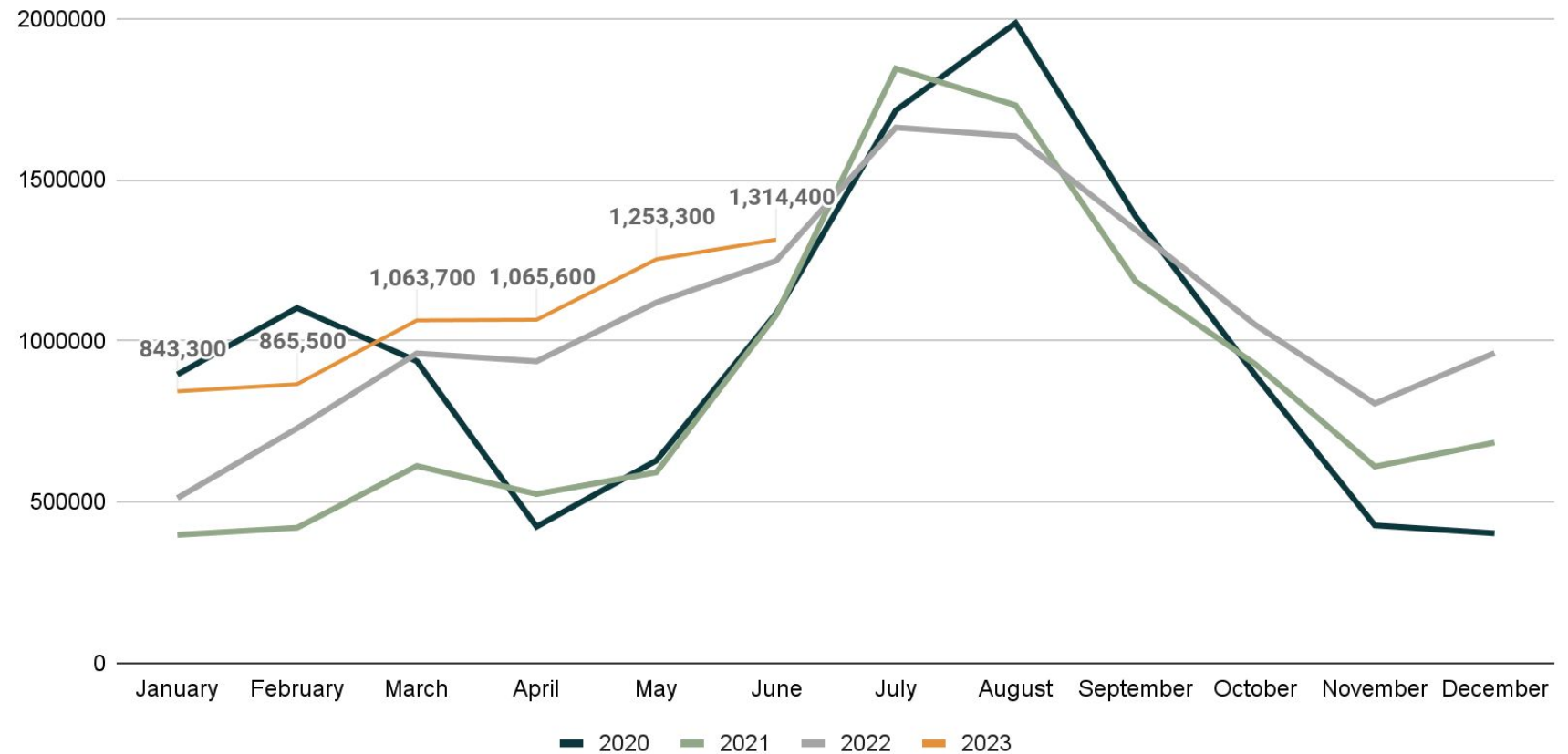
British Columbian Visitation

BC Visitors Travelling To British Columbia By Month

2023 Visitor
Highlights

bcrts

- April 2023 saw a **152%** increase compared to 2020, a **103%** increase compared to 2021 and a **14%** increase compared to 2022
- May 2023 saw a **99%** increase compared to 2020, a **112%** increase compared to 2021 and a **12%** increase compared to 2022
- June 2023 saw a **21%** increase compared to 2020, a **22%** increase compared to 2021 and a **55%** 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.

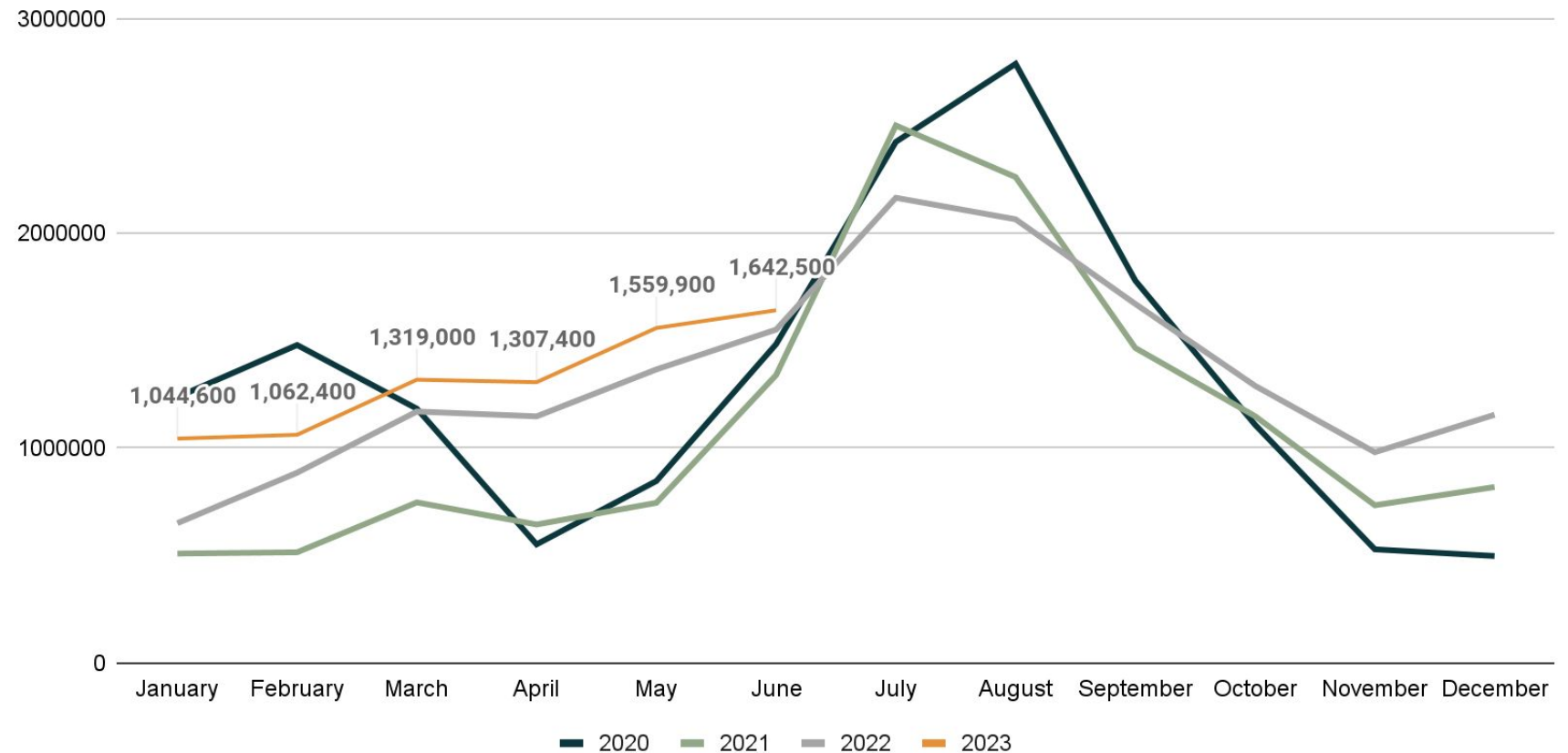
British Columbian Visitation

2023 Visitor
Highlights

bcrts

BC Trips To British Columbia By Month

- April 2023 saw a **137%** increase compared to 2020, a **103%** increase compared to 2021 and a **14%** increase compared to 2022
- May 2023 saw a **84%** increase compared to 2020, a **109%** increase compared to 2021 and a **14%** increase compared to 2022
- June 2023 saw a **11%** increase compared to 2020, a **23%** increase compared to 2021 and a **6%** 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.

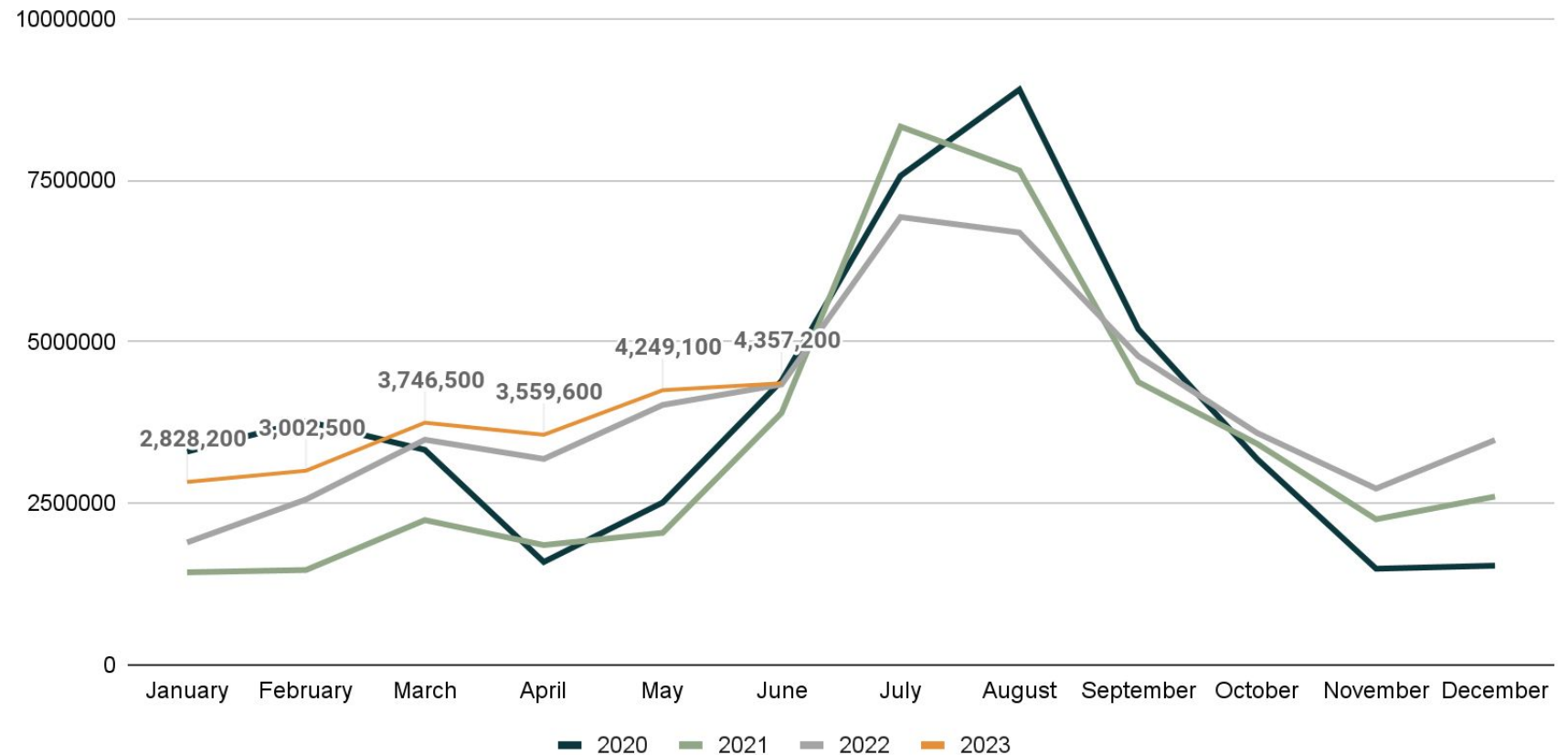
British Columbian Visitation

BC Overnight Stays In British Columbia By Month

2023 Visitor
Highlights

bcrts

- April 2023 saw a **124%** increase compared to 2020, a **92%** increase compared to 2021 and a **12%** increase compared to 2022
- May 2023 saw a **69%** increase compared to 2020, a **108%** increase compared to 2021 and a **6%** increase compared to 2022
- June 2023 saw a **1%** decrease compared to 2020, a **12%** increase compared to 2021 and a **0%** 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

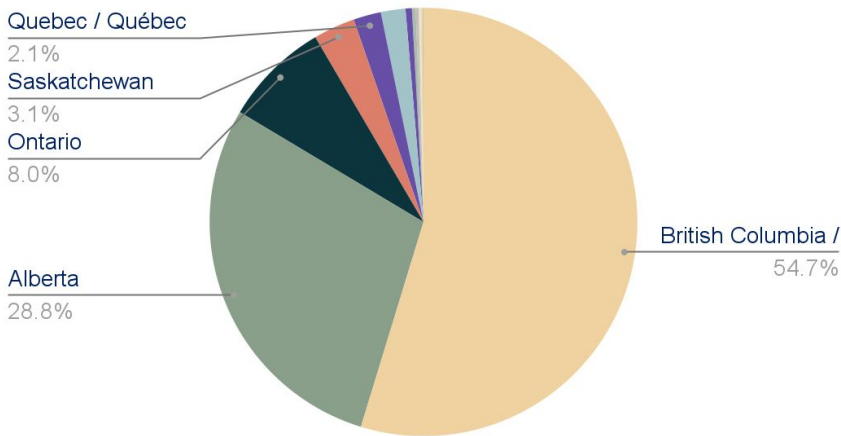
bcrts

Overview

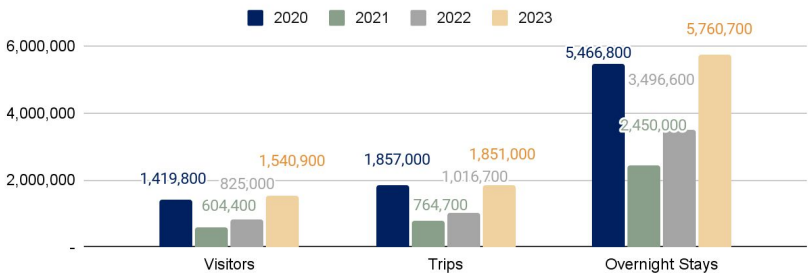
The number of visitors to British Columbia from Canadian travelers increased by **9%** when comparing January 2023 to January 2020.

Visitors increased by **155%** when compared to January 2021, and increased by **87%** when compared to January 2022.

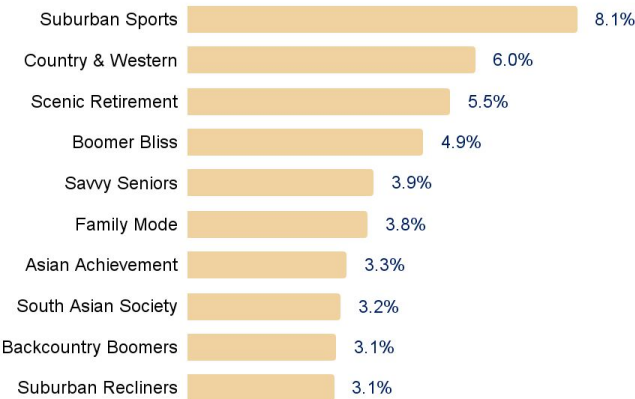
Percentage of Visitors to British Columbia
by Province January 2023



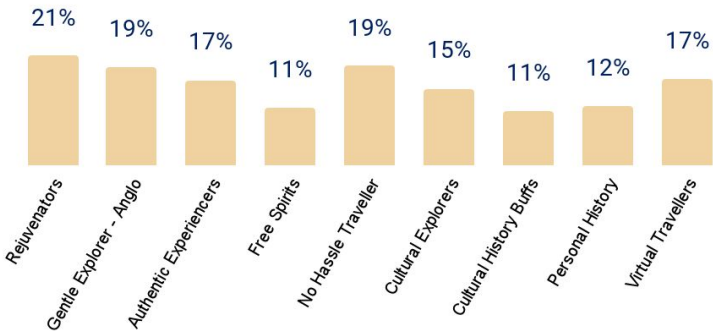
Canadian Visitors to British Columbia
January 2020-2023



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

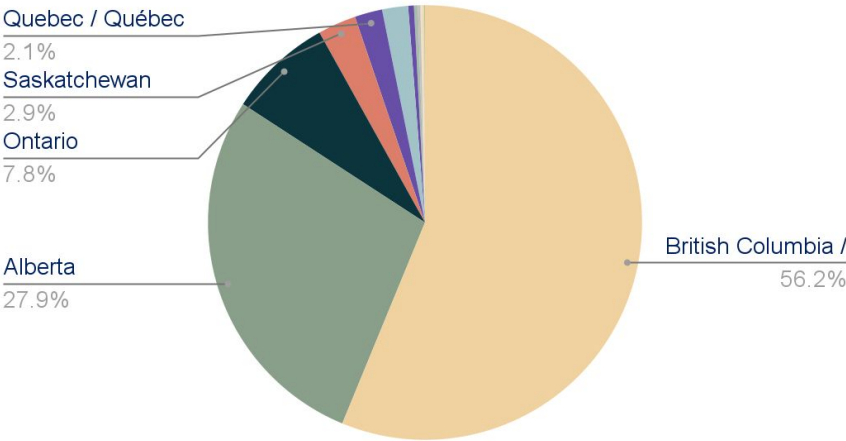
bcrts

Overview

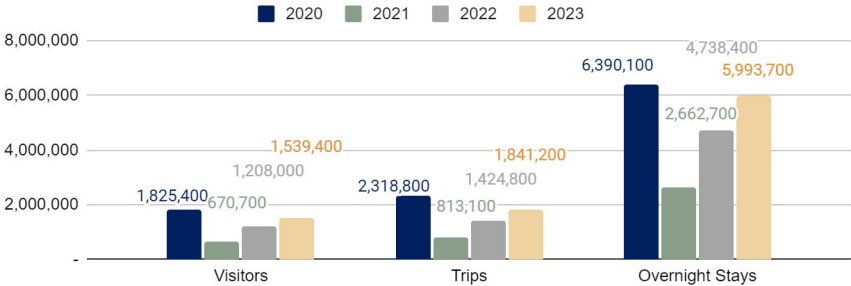
The number of visitors to British Columbia from Canadian travelers decreased by **16%** when comparing February 2023 to February 2020.

Visitors increased by **130%** when compared to February 2021, and increased by **27%** when compared to February 2022.

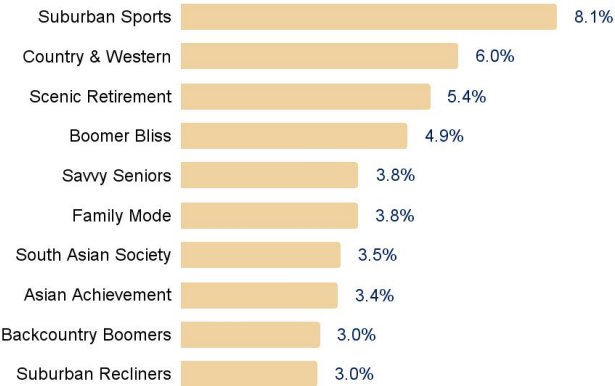
Percentage of Visitors to British Columbia
by Province February 2023



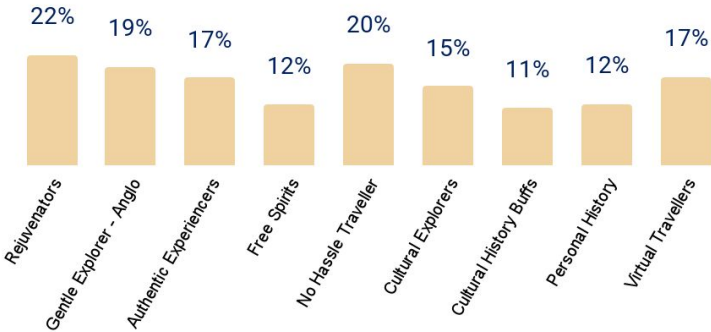
Canadian Visitors to British Columbia
February 2020-2023



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

2023 Visitor
Highlights

British Columbia

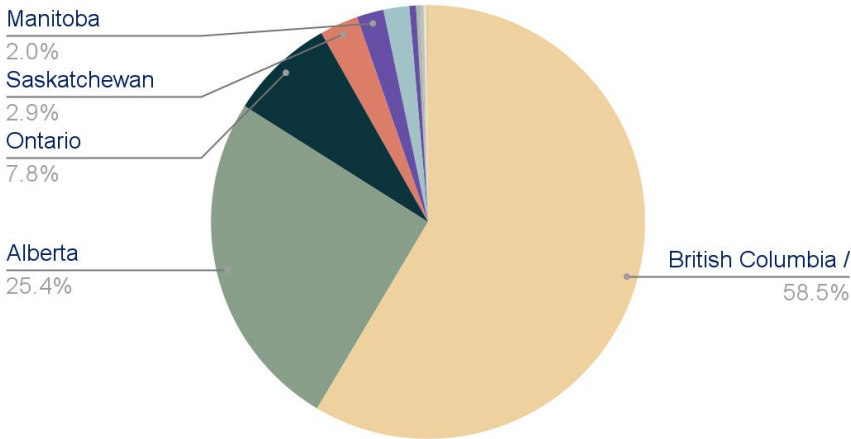
bcrts

Overview

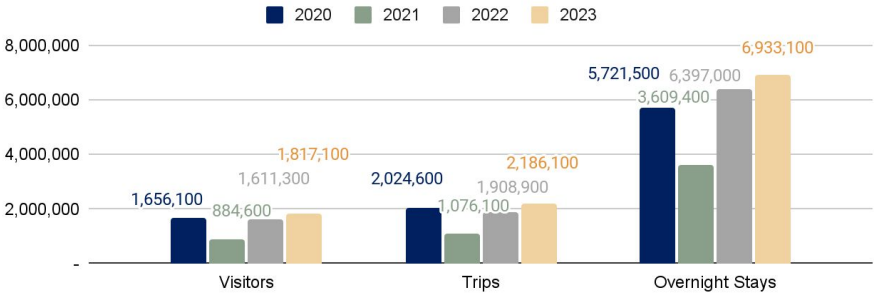
The number of visitors to British Columbia from Canadian travelers increased by **10%** when comparing March 2023 to March 2020.

Visitors increased by **105%** when compared to March 2021, and increased by **13%** when compared to March 2022.

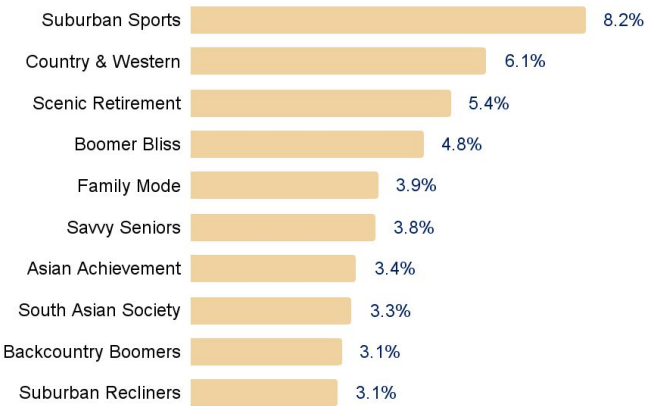
Percentage of Visitors to British Columbia
by Province March 2023



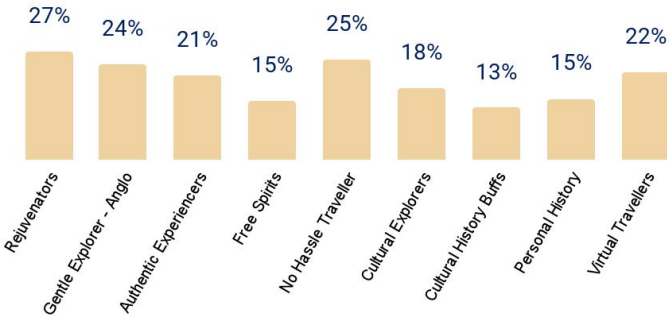
Canadian Visitors to British Columbia
March 2020-2023



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

April 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights

British Columbia

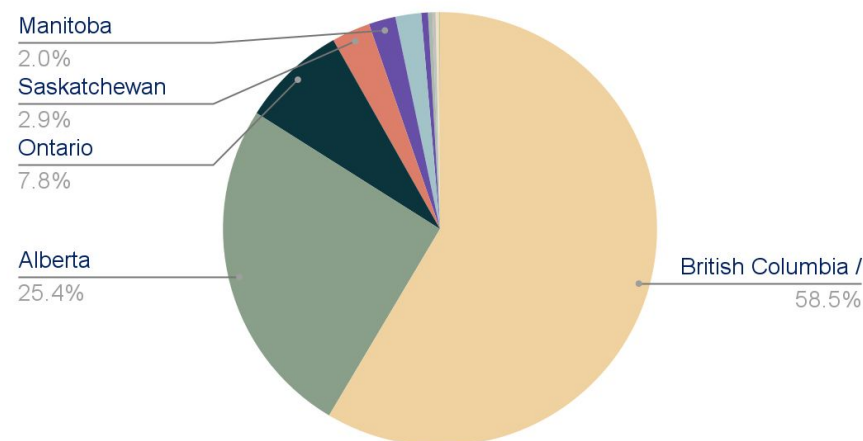
bcrts

Overview

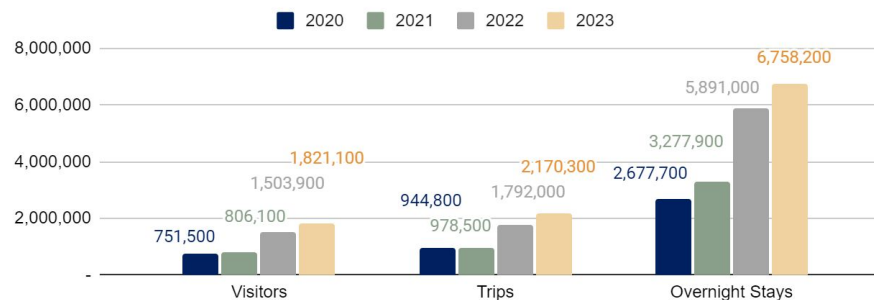
The number of visitors to British Columbia from Canadian travelers increased by **142%** when comparing April 2023 to April 2020.

Visitors increased by **126%** when compared to April 2021, and increased by **21%** when compared to April 2022.

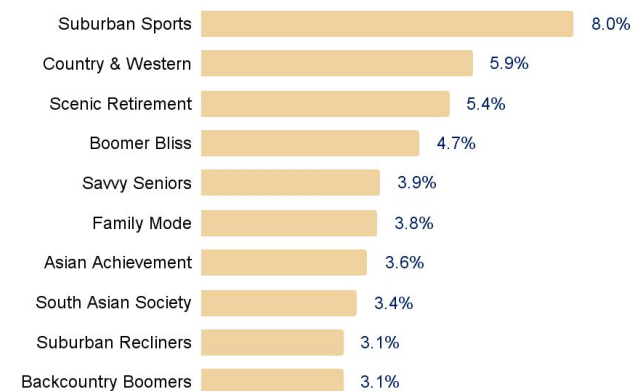
Percentage of Visitors to British Columbia
by Province April 2023



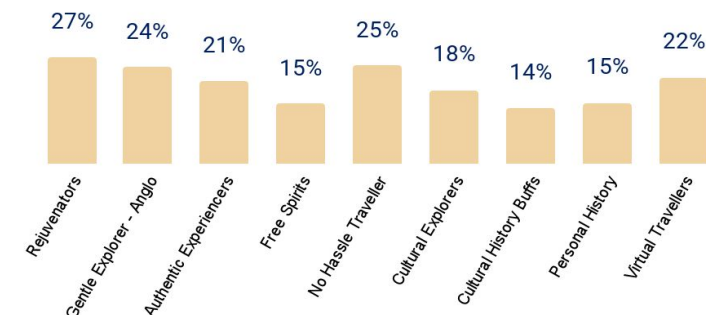
Canadian Visitors to British Columbia
April 2020-2023



April 2023 BC Visitors by PRIZM Segment



April 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

May 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights

British Columbia

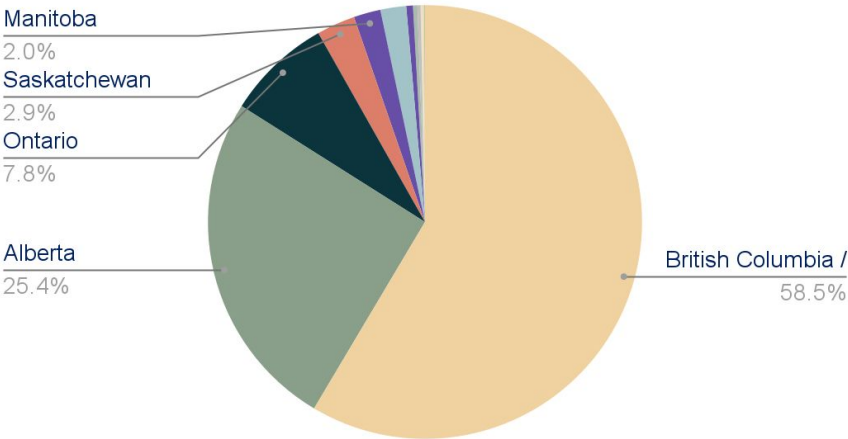
bcrts

Overview

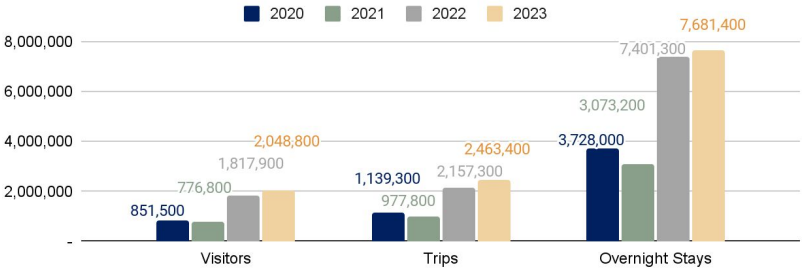
The number of visitors to British Columbia from Canadian travelers increased by **141%** when comparing May 2023 to May 2020.

Visitors increased by **164%** when compared to May 2021, and increased by **13%** when compared to May 2022.

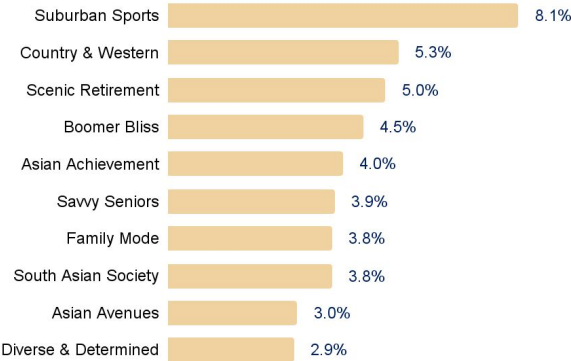
Percentage of Visitors to British Columbia
by Province May 2023



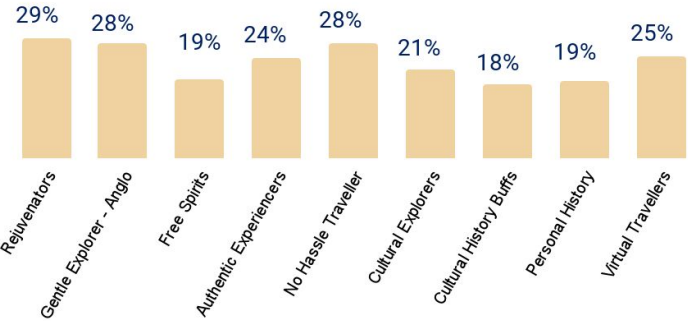
Canadian Visitors to British Columbia
May 2020-2023



May 2023 BC Visitors by PRIZM Segment



May 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

June 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights

British Columbia

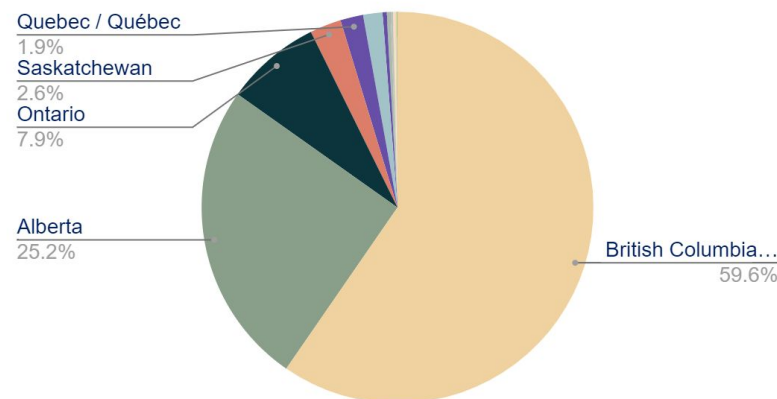
bcrts

Overview

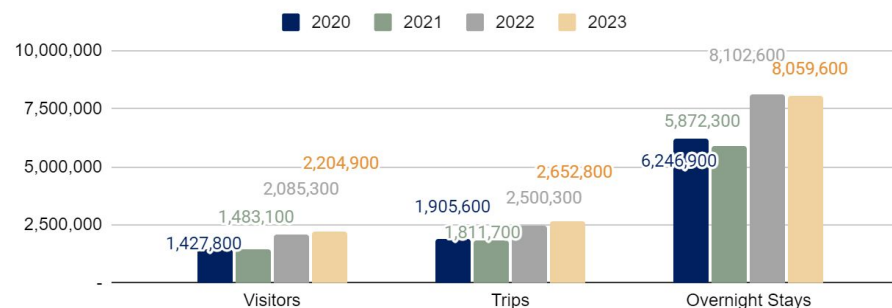
The number of visitors to British Columbia from Canadian travelers increased by **54%** when comparing June 2023 to June 2020.

Visitors increased by **49%** when compared to June 2021, and increased by **6%** when compared to June 2022.

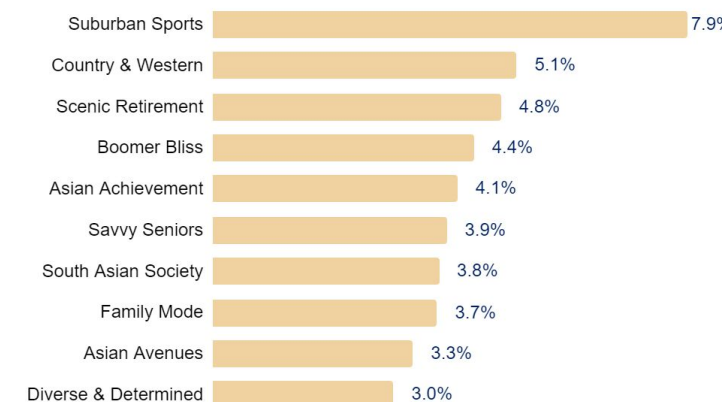
Percentage of Visitors to British Columbia
by Province June 2023



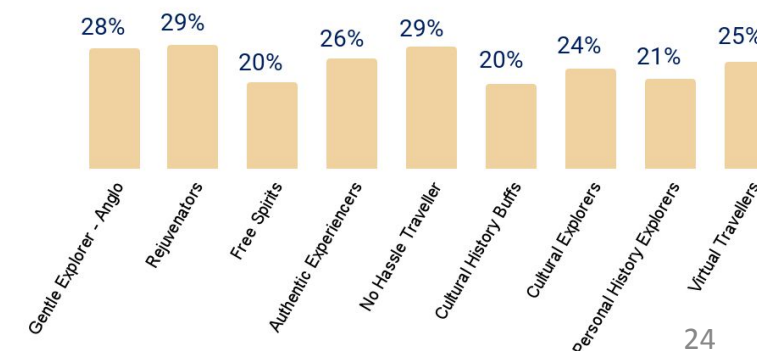
Canadian Visitors to British Columbia
June 2020-2023



June 2023 BC Visitors by PRIZM Segment



June 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



Alberta Insights

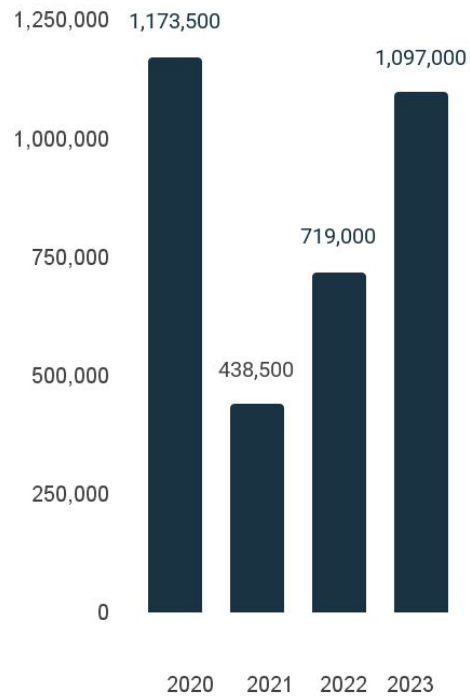
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

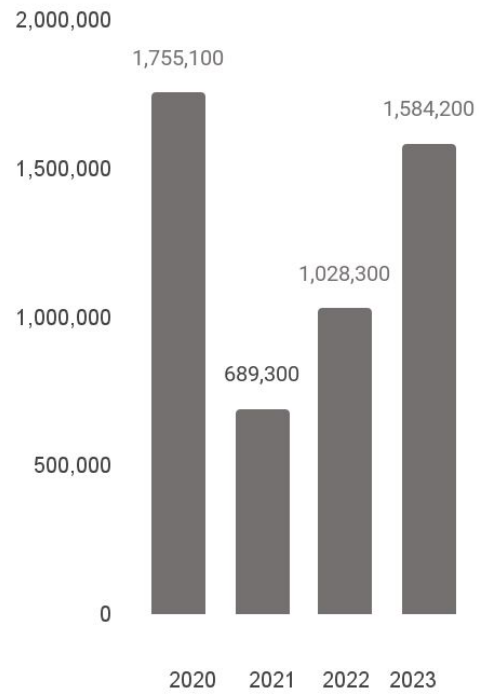
2023 Visitor
Highlights

bcrts

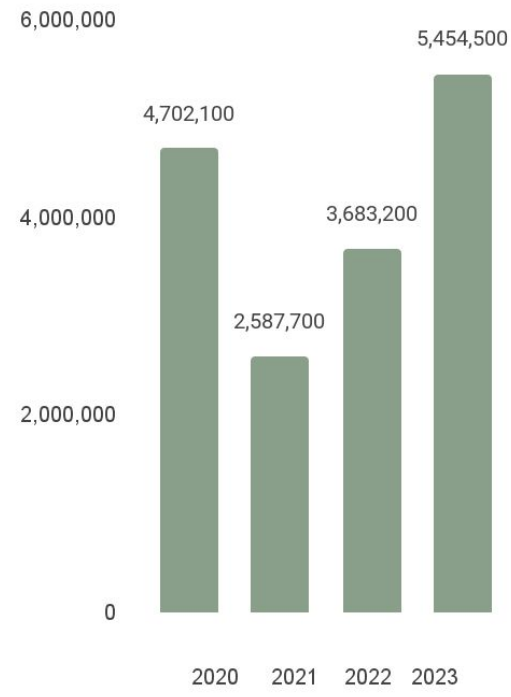
Number of Visitors to BC
from AB in Q1



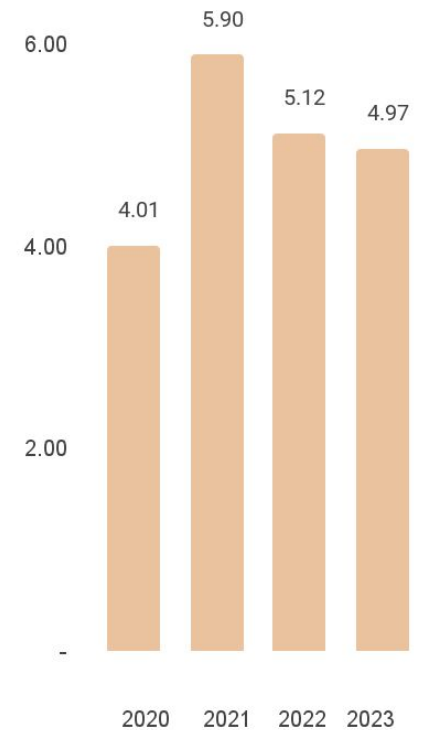
Number of Trips to BC
from AB in Q1



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

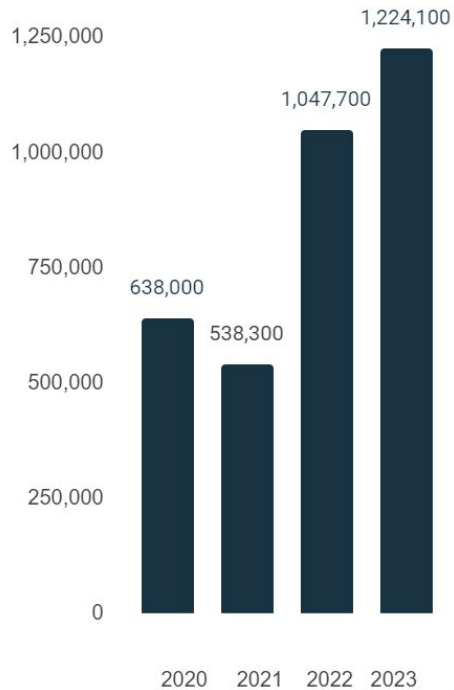
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

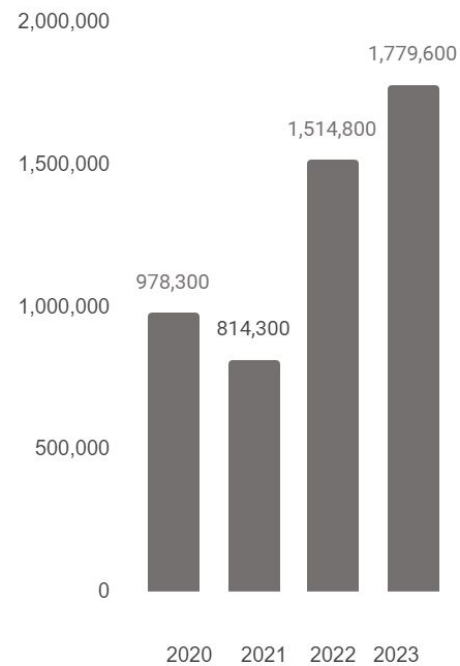
2023 Visitor
Highlights

bcrts

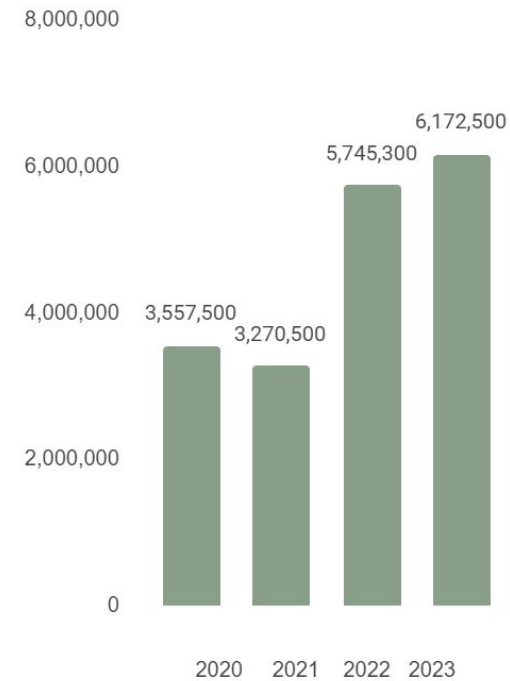
Number of Visitors to BC
from AB in Q2



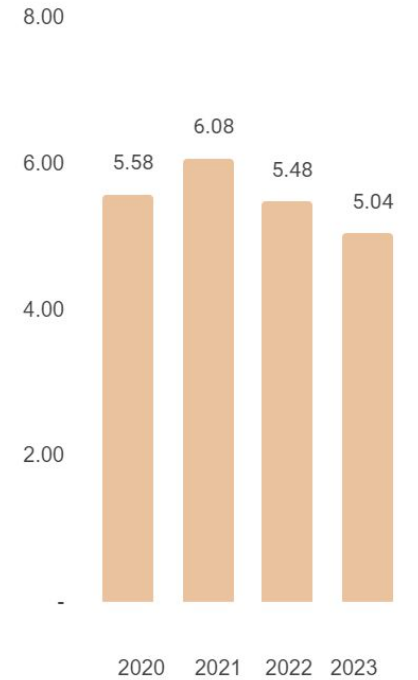
Number of Trips to BC
from AB in Q2



Number of Nights Stayed in BC
from AB in Q2



Length of Stay in BC
from AB in Q2



Q2 = April | May | June

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

bcrts

City	2020 Visitor Count	City	2021 Visitor Count	City	2022 Visitor Count	City	2023 Visitor Count
Calgary	445,800	Calgary	166,600	Calgary	272,000	Calgary	345,700
Edmonton	271,000	Edmonton	78,100	Edmonton	156,300	Edmonton	221,900
Strathcona County	28,800	Grande Prairie	10,200	Strathcona County	17,500	Red Deer	31,300
Airdrie	25,400	Red Deer	10,100	Airdrie	15,200	Lethbridge	27,400
Lethbridge	23,200	Airdrie	9,900	Red Deer	14,800	Strathcona County	27,300
Red Deer	22,600	Strathcona County	9,400	Lethbridge	13,700	Airdrie	24,200
Grande Prairie	21,800	Lethbridge	8,000	Grande Prairie	12,800	Grande Prairie	23,600
St. Albert	19,200	Rocky View County	6,600	St. Albert	11,600	Wood Buffalo	18,800
Rocky View County	15,500	St. Albert	6,100	Rocky View County	10,100	St. Albert	18,400
Wood Buffalo	13,300	Wood Buffalo	4,100	Wood Buffalo	8,500	Medicine Hat	15,500

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

Alberta Visitors To British Columbia By Quarter - Q2

Number of Visitors To British Columbia By Origin City

2023 Visitor
Highlights

bcrts

City	2020 Visitor Count	City	2021 Visitor Count	City	2022 Visitor Count	City	2023 Visitor Count
Calgary	252,900	Calgary	214,800	Calgary	404,600	Calgary	413,700
Edmonton	127,200	Edmonton	97,400	Edmonton	215,900	Edmonton	230,500
Grande Prairie	16,200	Airdrie	12,900	Airdrie	24,400	Red Deer	34,100
Airdrie	15,400	Grande Prairie	12,800	Strathcona County	23,300	Lethbridge	32,700
Red Deer	14,100	Red Deer	12,500	Lethbridge	23,000	Grande Prairie	28,500
Lethbridge	14,100	Lethbridge	11,200	Red Deer	22,600	Airdrie	27,700
Strathcona County	12,900	Strathcona County	10,700	Grande Prairie	18,700	Strathcona County	25,600
Rocky View County	9,200	Rocky View County	8,000	St. Albert	15,900	Wood Buffalo	20,700
St. Albert	8,600	St. Albert	7,200	Rocky View County	14,300	Medicine Hat	18,600
Wood Buffalo	6,800	Okotoks	5,200	Wood Buffalo	11,900	St. Albert	17,300

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

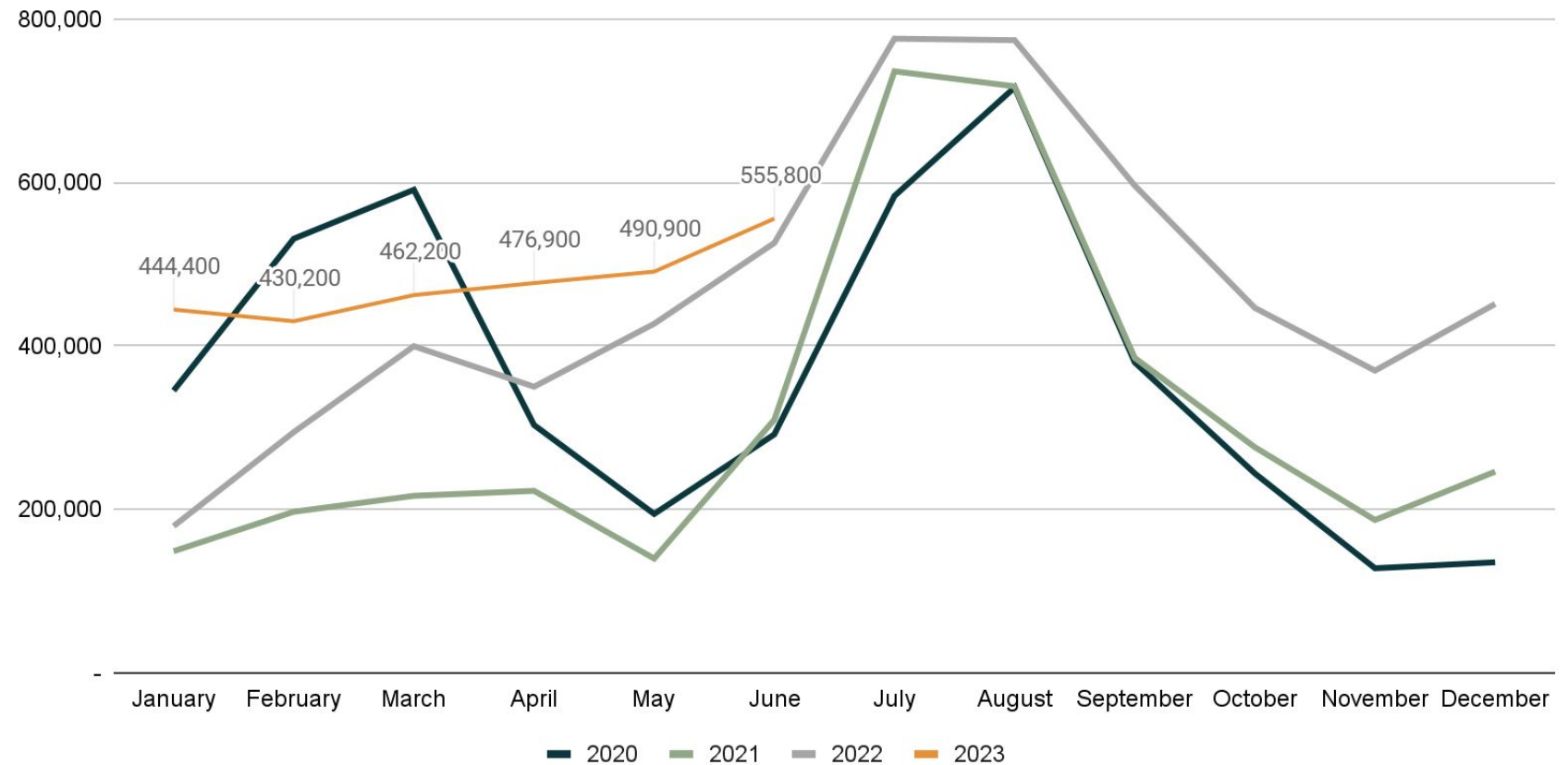
Alberta Visitation

2023 Visitor
Highlights

bcrts

Alberta Visitors Travelling To British Columbia By Month

- April 2023 saw a **57%** increase compared to 2020, a **114%** increase compared to 2021 and a **36%** increase compared to 2022
- May 2023 saw a **153%** increase compared to 2020, a **252%** increase compared to 2021 and a **15%** increase compared to 2022
- June 2023 saw a **91%** increase compared to 2020, a **80%** 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.

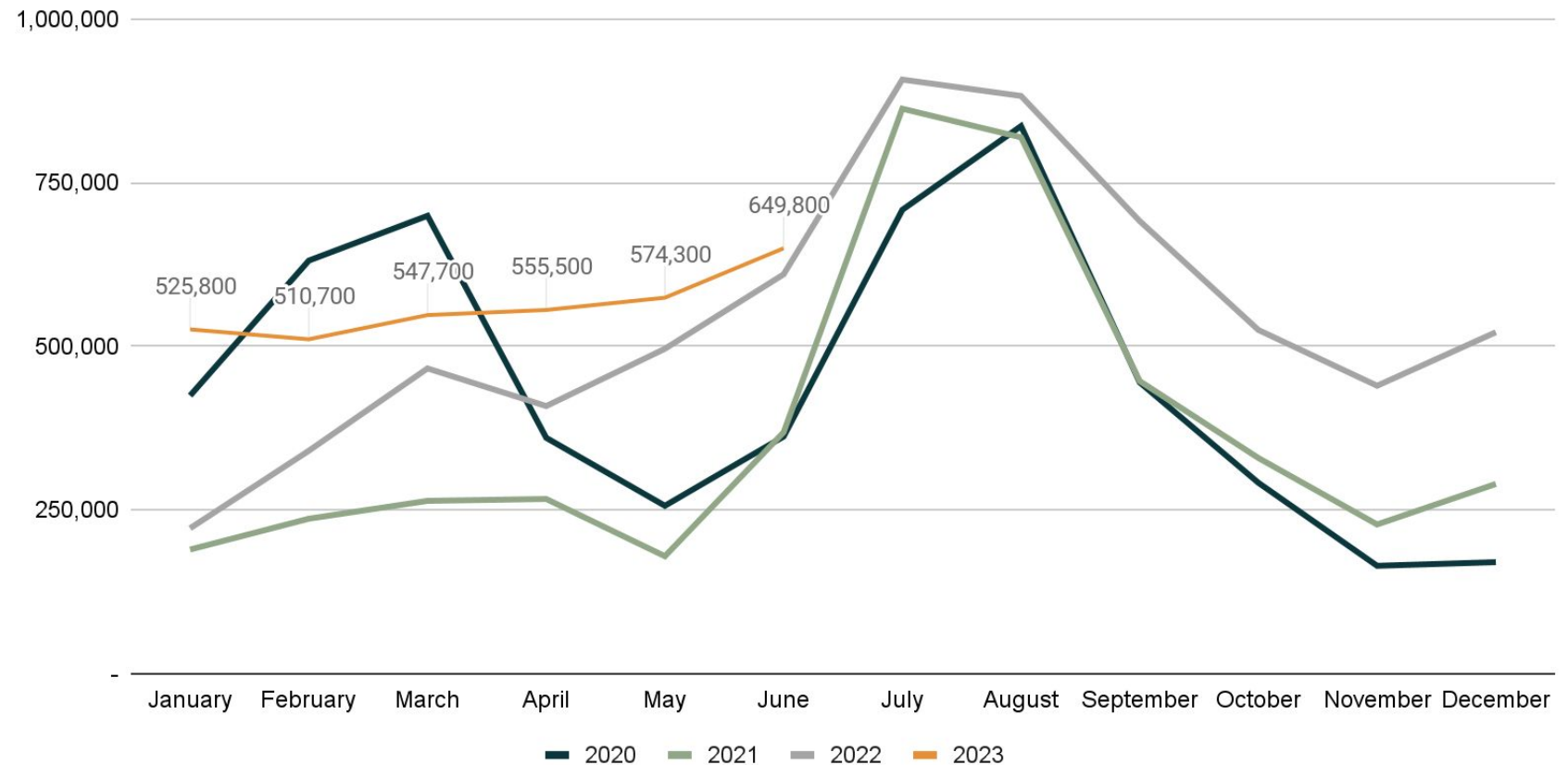
Alberta Visitation

2023 Visitor
Highlights

bcrts

Alberta Trips to British Columbia By Month

- April 2023 saw a **54%** increase compared to 2020, a **108%** increase compared to 2021 and a **36%** increase compared to 2022
- May 2023 saw a **124%** increase compared to 2020, a **221%** increase compared to 2021 and a **16%** increase compared to 2022
- June 2023 saw a **80%** increase compared to 2020, a **76%** increase compared to 2021 and a **7%** 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.

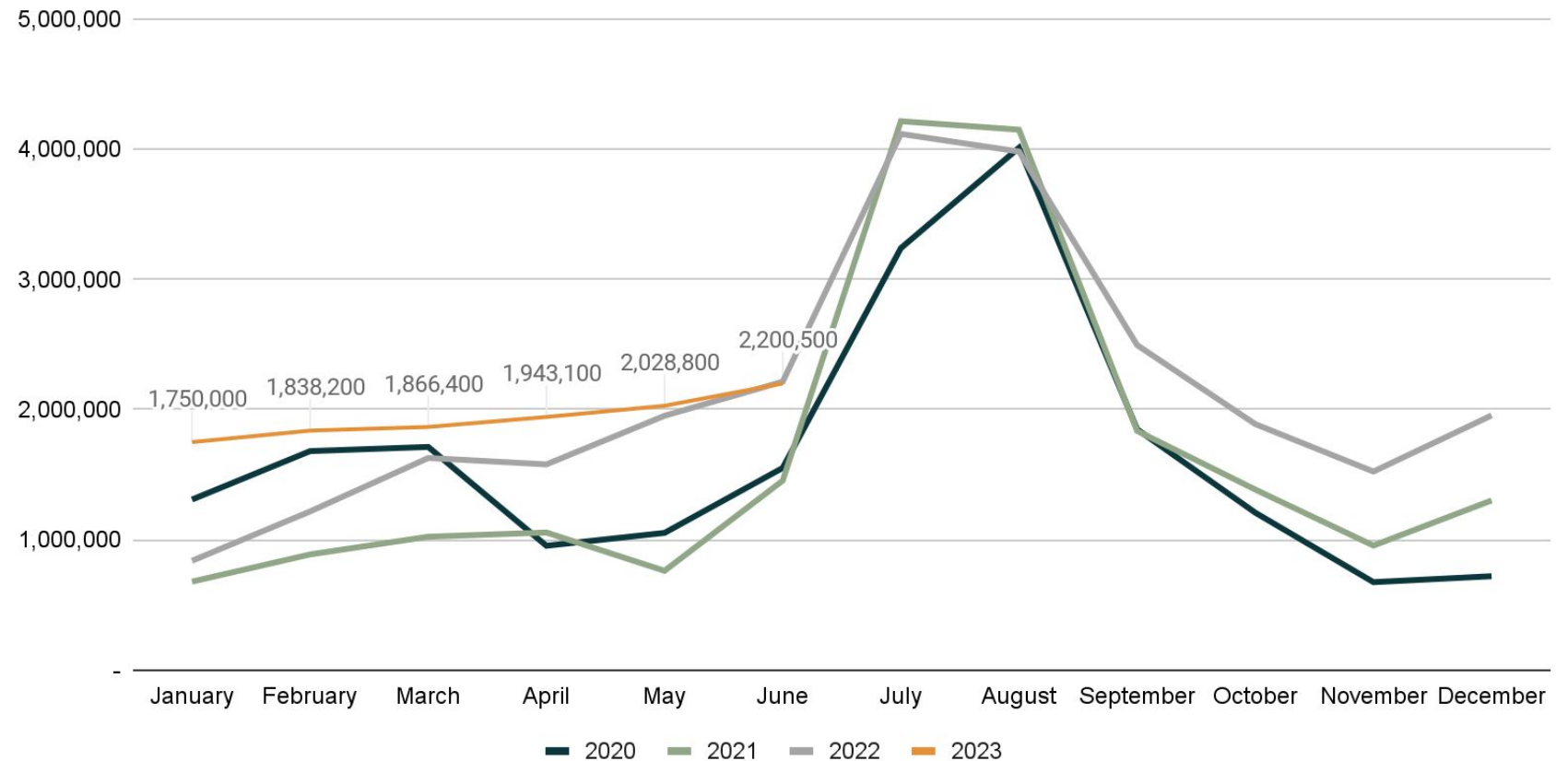
Alberta Visitation

2023 Visitor
Highlights

bcrts

Alberta Overnight Stays In British Columbia By Month

- April 2023 saw a **104%** increase compared to 2020, a **84%** increase compared to 2021 and a **23%** increase compared to 2022
- May 2023 saw a **93%** increase compared to 2020, a **167%** increase compared to 2021 and a **4%** increase compared to 2022
- June 2023 saw a **42%** increase compared to 2020, a **51%** increase compared to 2021 and a **1%** decrease 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

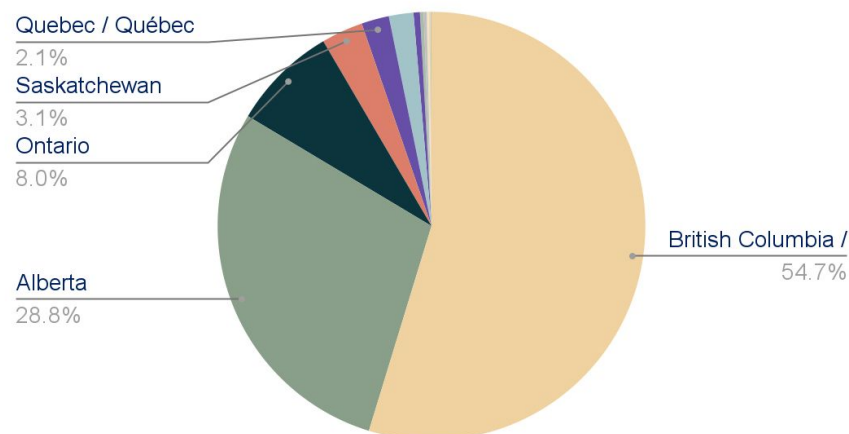
bcrts

Overview

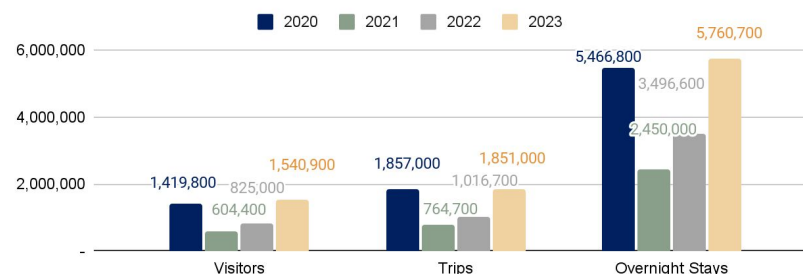
The number of visitors to British Columbia from Canadian travelers increased by **9%** when comparing January 2023 to January 2020.

Visitors increased by **155%** when compared to January 2021, and increased by **87%** when compared to January 2022.

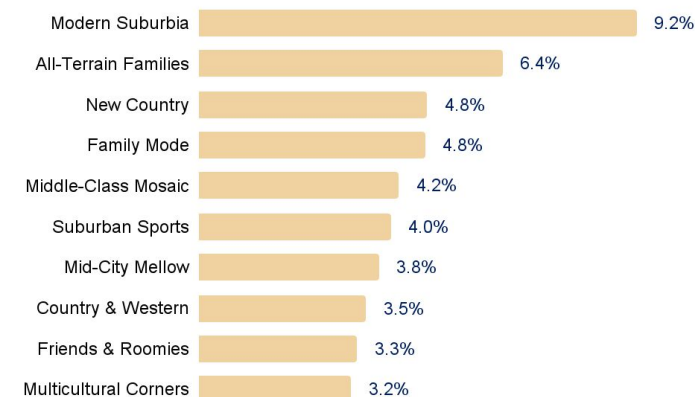
Percentage of Visitors to British Columbia
by Province January 2023



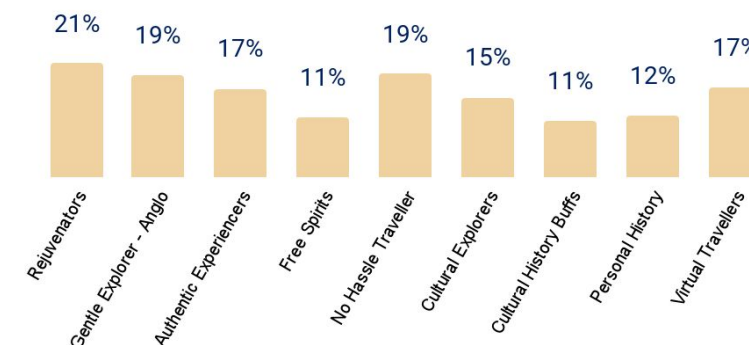
Canadian Visitors to British Columbia
January 2020-2023



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

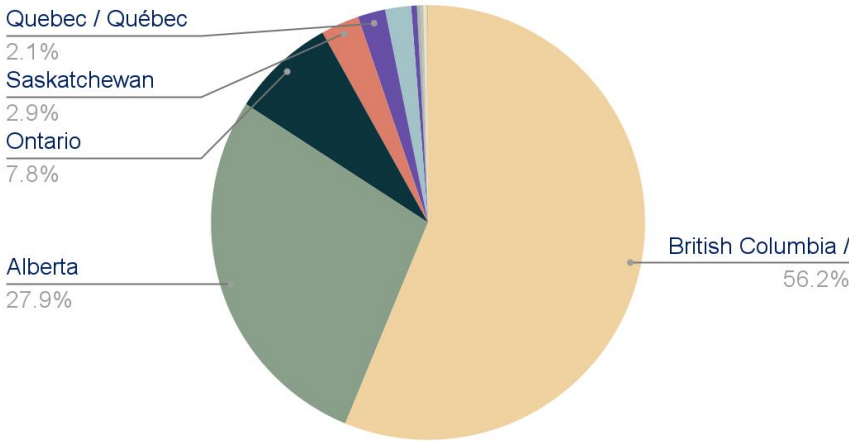
bcrts

Overview

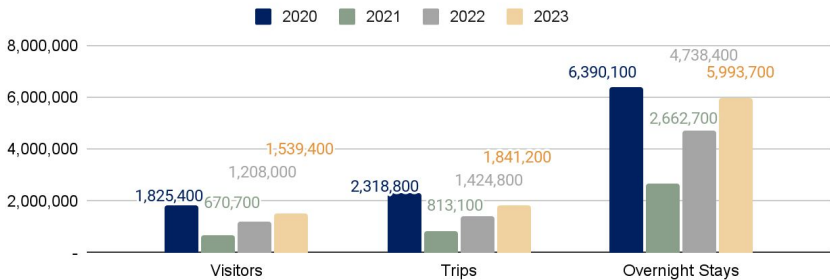
The number of visitors to British Columbia from Canadian travelers decreased by **16%** when comparing February 2023 to February 2020.

Visitors increased by **130%** when compared to February 2021, and increased by **27%** when compared to February 2022.

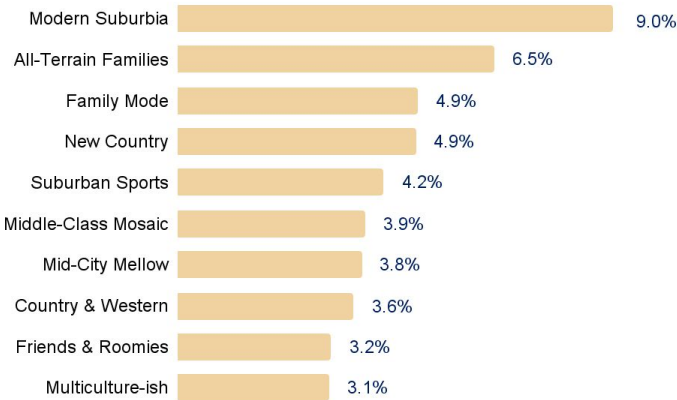
Percentage of Visitors to British Columbia by Province February 2023



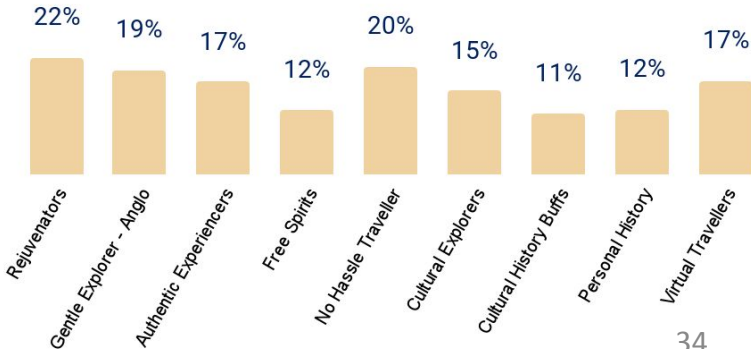
Canadian Visitors to British Columbia February 2020-2023



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

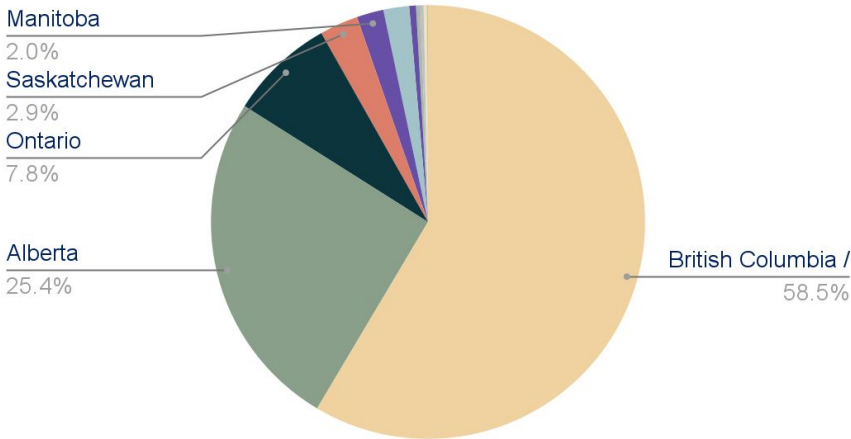
bcrts

Overview

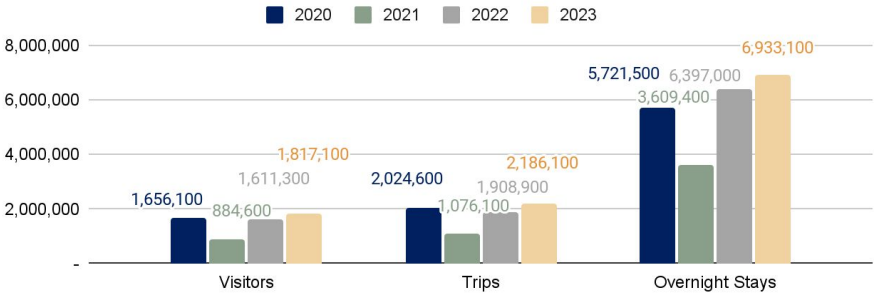
The number of visitors to British Columbia from Canadian travelers increased by **10%** when comparing March 2023 to March 2020.

Visitors increased by **105%** when compared to March 2021, and increased by **13%** when compared to March 2022.

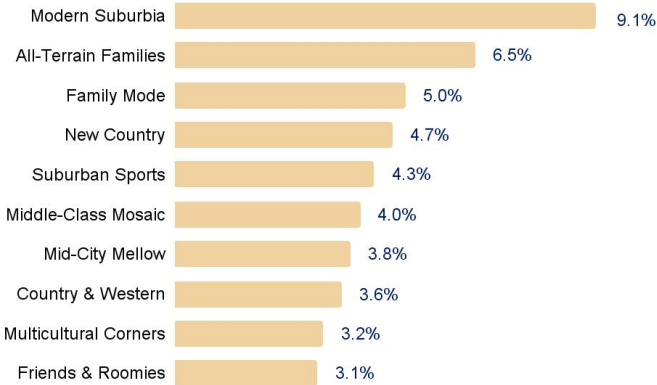
Percentage of Visitors to British Columbia
by Province March 2023



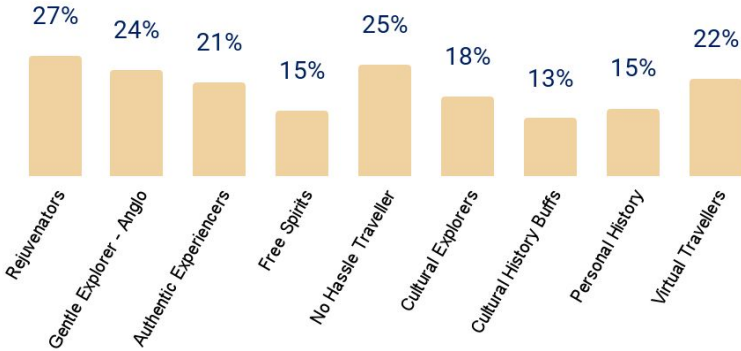
Canadian Visitors to British Columbia
March 2020-2023



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.

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

Note: All counts have been rounded to the nearest 100

April 2023 Canada/Alberta Regional Visitation

2023 Visitor
Highlights

British Columbia

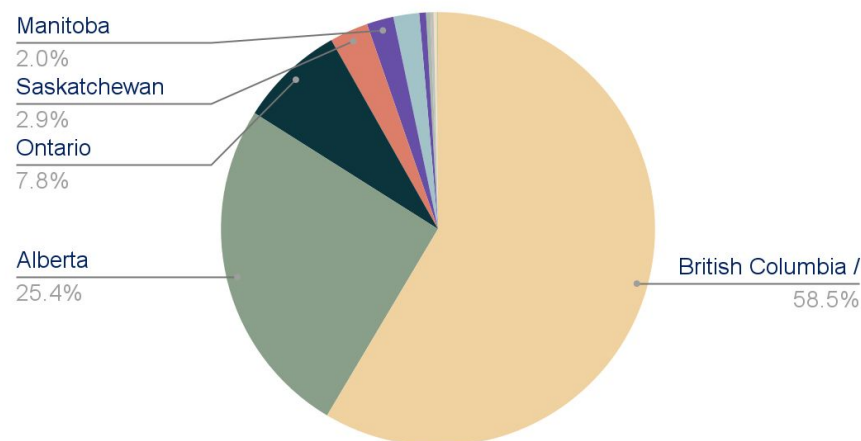
bcrts

Overview

The number of visitors to British Columbia from Canadian travelers increased by **142%** when comparing April 2023 to April 2020.

Visitors increased by **126%** when compared to April 2021, and increased by **21%** when compared to April 2022.

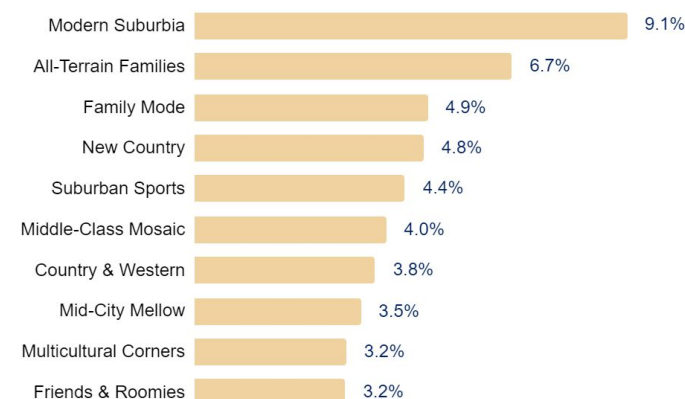
Percentage of Visitors to British Columbia
by Province April 2023



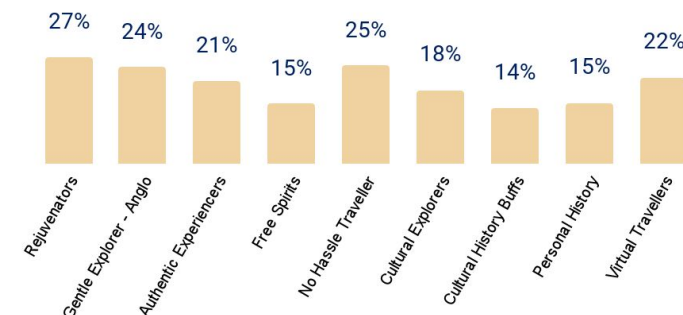
Canadian Visitors to British Columbia
April 2020-2023



April 2023 BC Visitors by PRIZM Segment



April 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

May 2023 Canada/Alberta Regional Visitation

2023 Visitor
Highlights

British Columbia

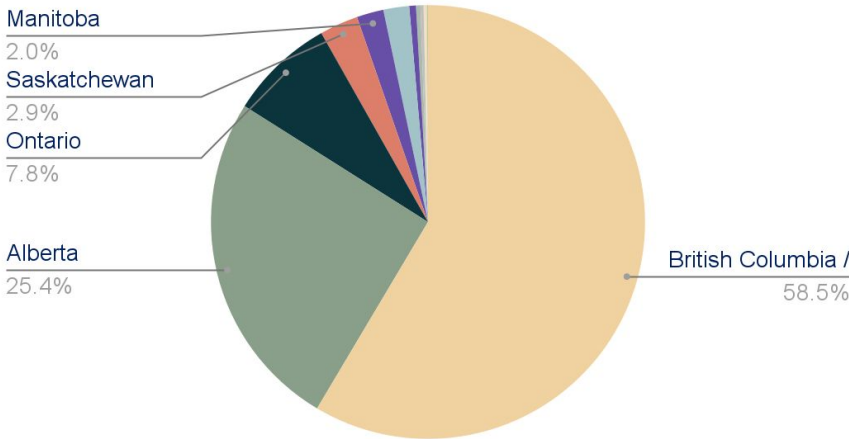
bcrts

Overview

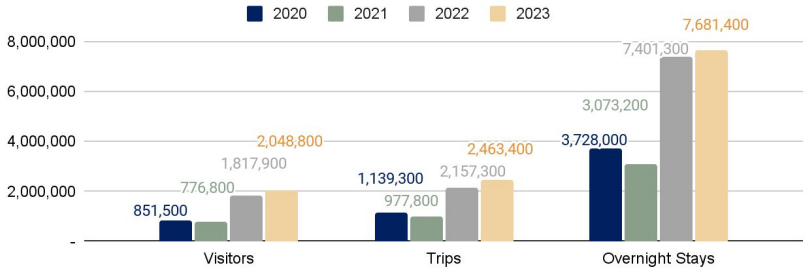
The number of visitors to British Columbia from Canadian travelers increased by **141%** when comparing May 2023 to May 2020.

Visitors increased by **164%** when compared to May 2021, and increased by **13%** when compared to May 2022.

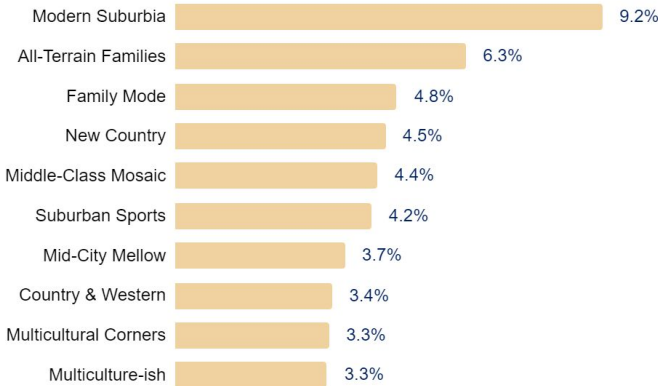
Percentage of Visitors to British Columbia
by Province May 2023



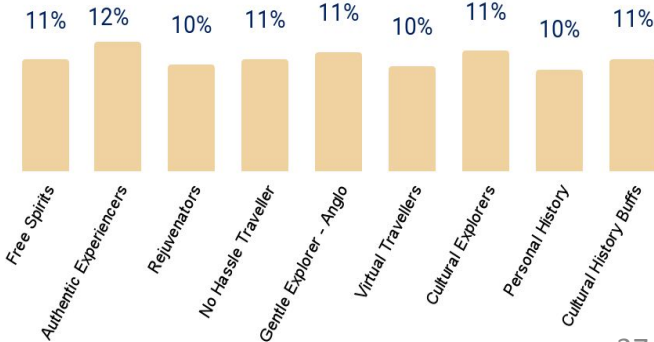
Canadian Visitors to British Columbia
May 2020-2023



May 2023 AB Visitors by PRIZM Segment



May 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

June 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights

British Columbia

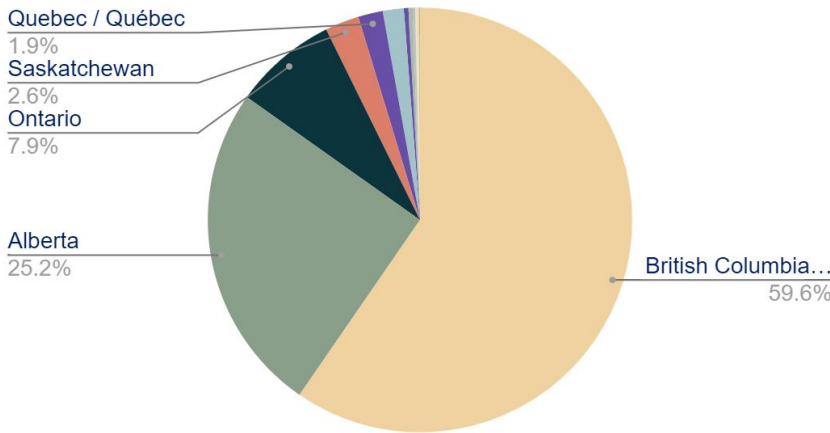
bcrts

Overview

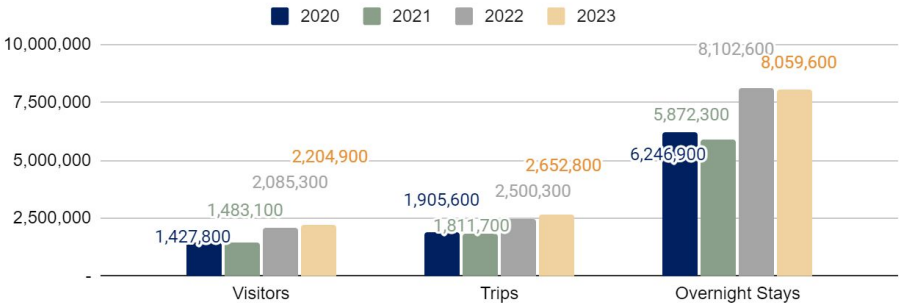
The number of visitors to British Columbia from Canadian travelers increased by **54%** when comparing June 2023 to June 2020.

Visitors increased by **49%** when compared to June 2021, and increased by **6%** when compared to June 2022.

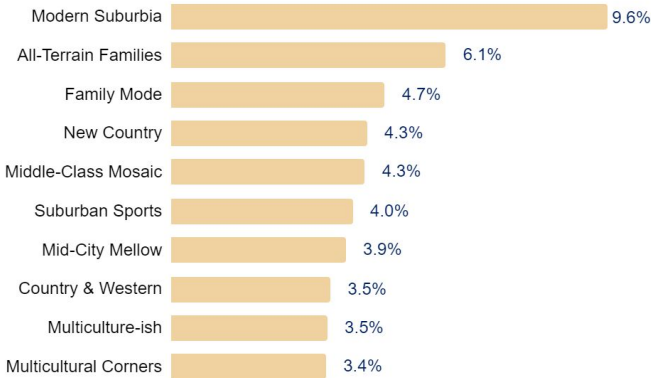
Percentage of Visitors to British Columbia by Province June 2023



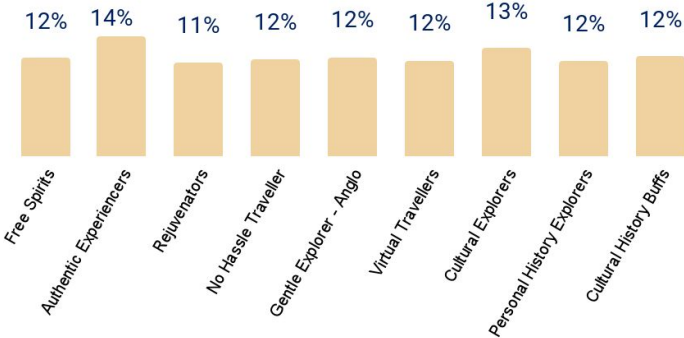
Canadian Visitors to British Columbia June 2020-2023



June 2023 AB Visitors by PRIZM Segment



June 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

CONTACT US

2023 Visitor
Highlights

bcrts

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@TOTABC.com

Phone: (778) 721-5448

symphonytourismservices.com



SYMPHONY
TOURISM
SERVICES