

bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

International

Yearly Visitor Highlights | 2023

British Columbia – *October Update*

2023 DATA VINTAGE

Purpose

- 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 the industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **International market** by **region** and **country**
- This report focuses on visitor analysis to **British Columbia**



Research Overview

- **Environics Analytics** (EA) is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- VisitorView provides insights the tourism industry needs to understand, market and grow their business with International travellers
- Estimates are provided for the **total number of trips** and the **number of nights spent** in each province or tourism region. Unlike Domestic or USA visitation, International has only trips and nights. Not unique visitors. EA assumes because of the great distance they're coming for a trip, they're a unique visitor.
- VisitorView 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
- Environics is certified **Privacy By Design**. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

Methodology

- **Trips:** Are defined as the count of 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)



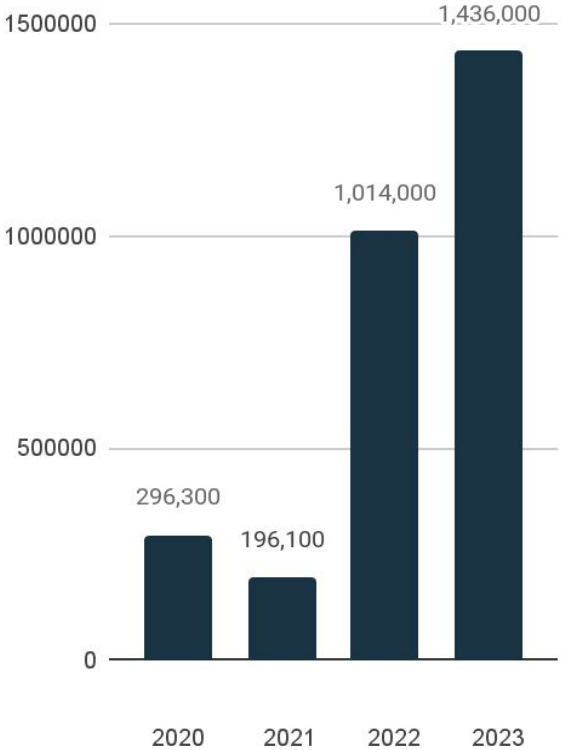
A photograph of a wooden boardwalk in a lush green forest. The boardwalk leads to a wooden platform overlooking a lake. Three people are on the platform: a man in a dark shirt, a person in a wheelchair, and a woman in a red jacket. The scene is framed by tall evergreen trees.

International Visitation

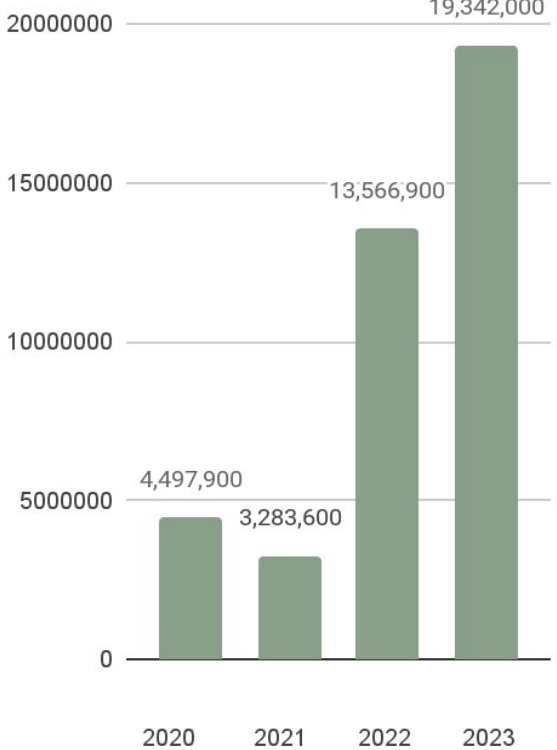
International Visitation

International Trips and Nights To British Columbia By Year

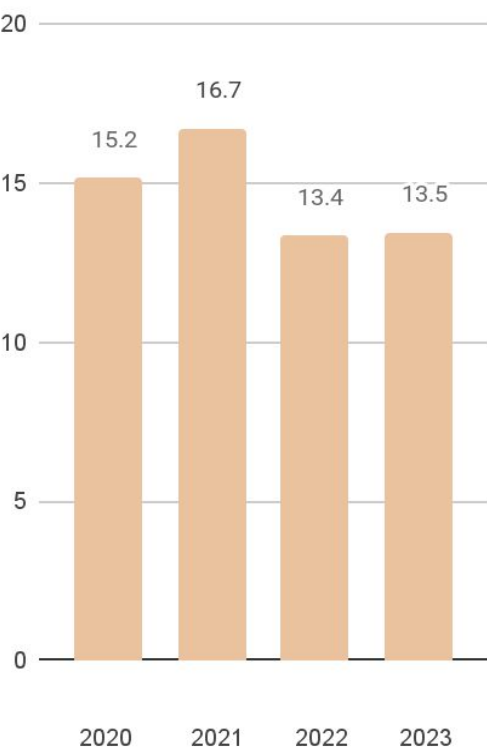
Number of International Trips to BC



Number of International Nights to BC



Average Length of Stay in BC

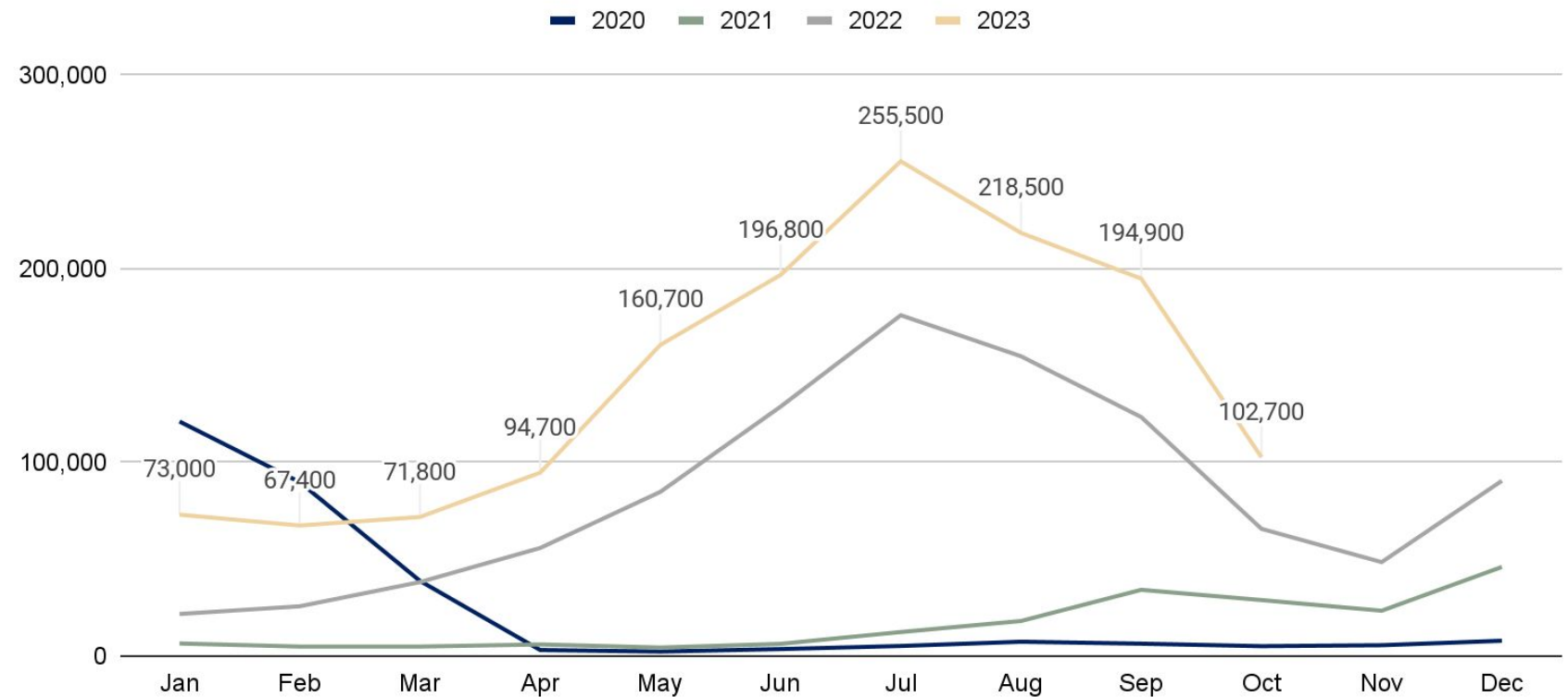


*2023 from January to October (Year to Date)

International Trips

International Trips Travelling to British Columbia by Month

- August 2023 saw a **1107%** increase compared to 2021, a **41%** increase compared to 2022
- September 2023 saw a **469%** increase compared to 2021, a **58%** increase compared to 2022
- October 2023 saw a **256%** increase compared to 2021, a **56%** increase compared to 2022

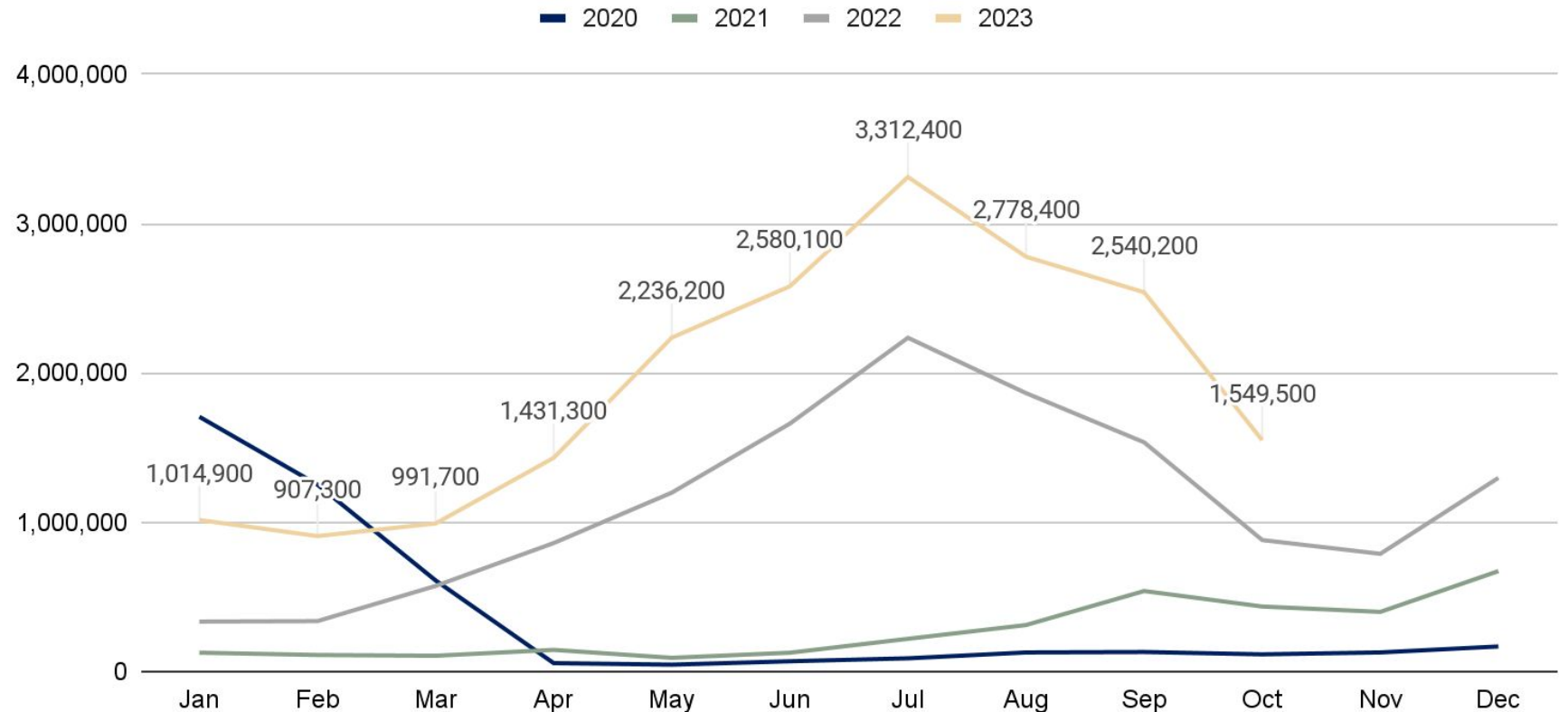


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

International Nights

International Nights in British Columbia By Month

- August 2023 saw a **792%** increase compared to 2021, a **49%** increase compared to 2022
- September 2023 saw a **371%** increase compared to 2021, a **65%** increase compared to 2022
- October 2023 saw a **256%** increase compared to 2021, a **76%** increase compared to 2022



Note: "Nights" 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)

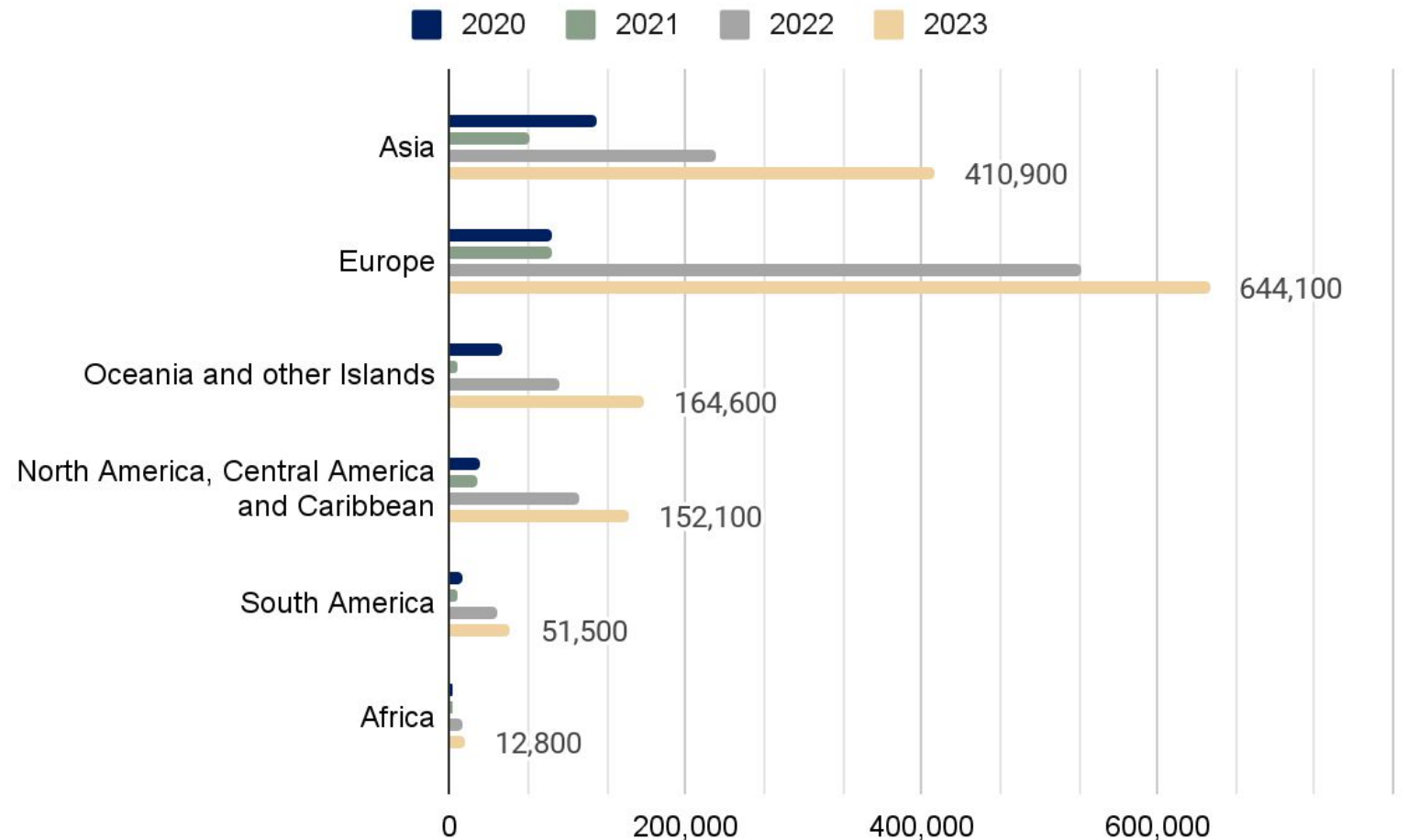
A scenic view of a winding road along a coastline. In the foreground, two motorcyclists are riding towards the camera on a paved road with double yellow lines. The road curves to the right. To the right of the road is a steep, green hillside with dense vegetation. A speed limit sign on the right side of the road reads "MAXIMUM 60 km/h". In the background, a large body of water stretches across the middle ground, with forested islands and mountains visible in the distance under a hazy sky. A utility pole with power lines is visible on the right side of the road.

International Regions

Yearly International Trips by Region

British Columbia

- Asia saw an increase of **82%** in 2023 compared to 2022
- Europe saw an increase of **20%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **75%** in 2023 compared to 2022
- North, Central America and Caribbean saw an increase of **40%** in 2023 compared to 2022
- South America saw an increase of **28%** in 2023 compared to 2022
- Africa saw an increase of **28%** in 2023 compared to 2022

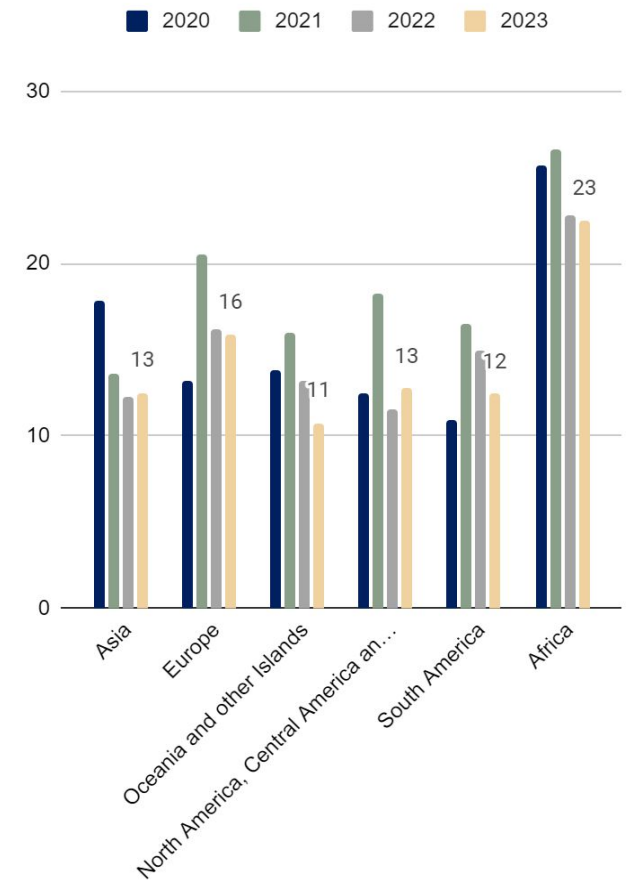
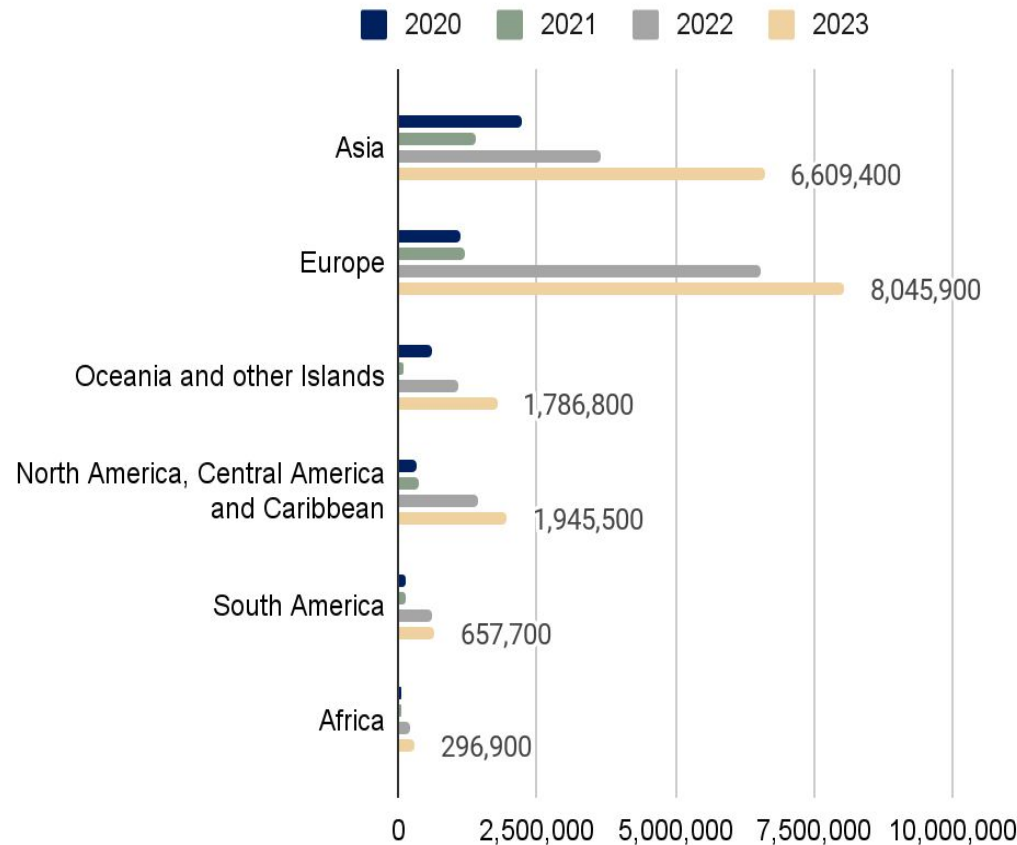


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

Yearly International Nights by Region

British Columbia

- Asia saw an increase of **81%** in 2023 compared to 2022
- Europe saw an increase of **23%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **64%** in 2023 compared to 2022
- North, Central America and Caribbean saw an increase of **35%** in 2023 compared to 2022
- South America saw a decrease of **9%** in 2023 compared to 2022
- Africa saw an increase of **30%** in 2023 compared to 2022



Note: "Nights" 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)

Average Nights by Trip

*2023 from January to October (Year to Date)

A brown bear stands in a lush green field near a calm lake. The background is a dense, misty forest of tall evergreen trees. The scene is framed by large, leafy trees on the left side.

International Countries

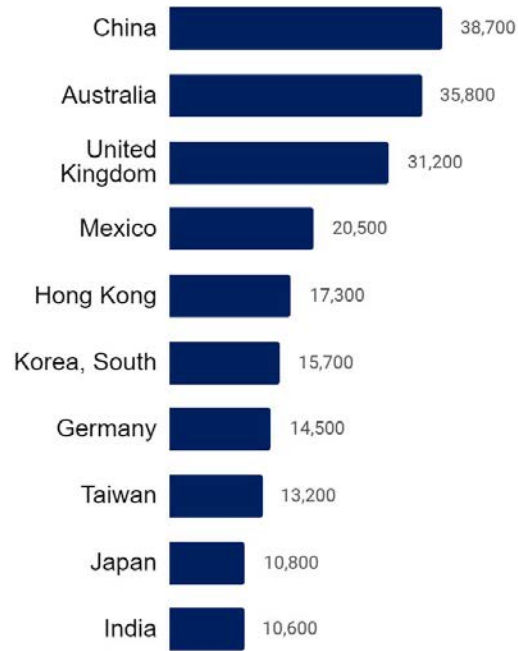
Yearly Top International Countries Trips

British Columbia

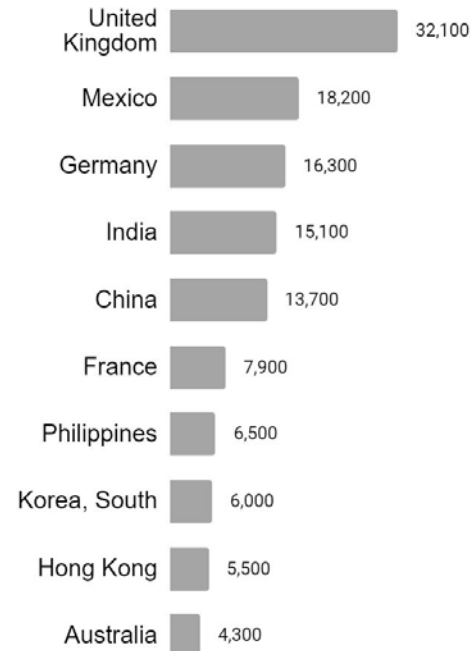
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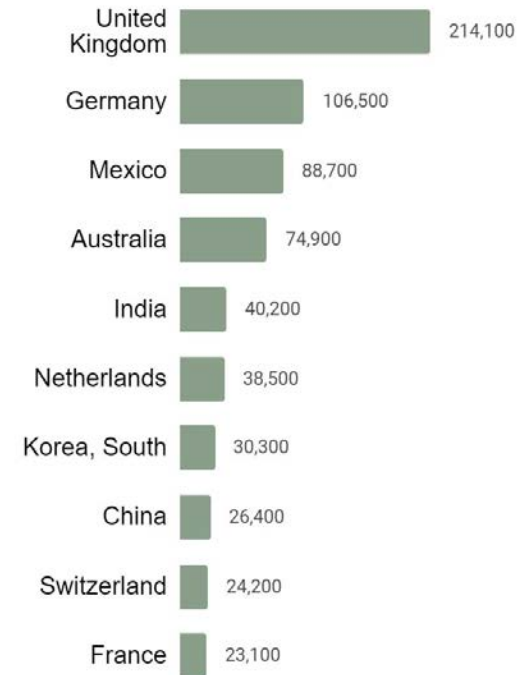
2020 Trips



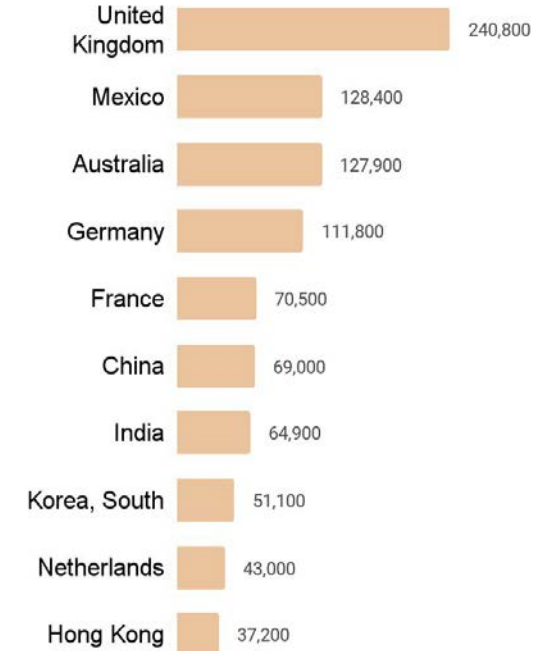
2021 Trips



2022 Trips



2023 Trips



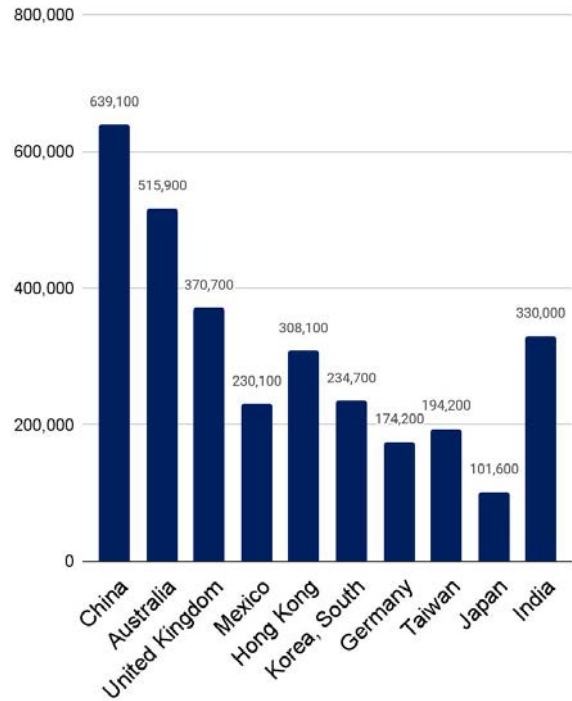
Yearly Top International Countries Nights

British Columbia

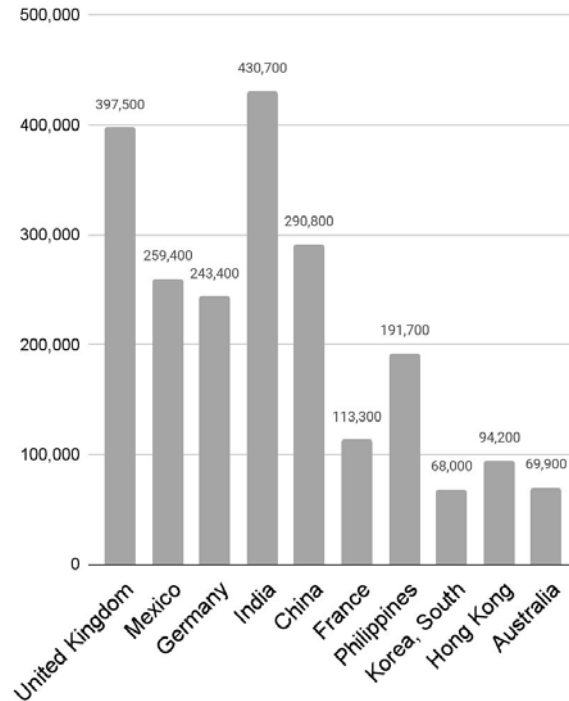
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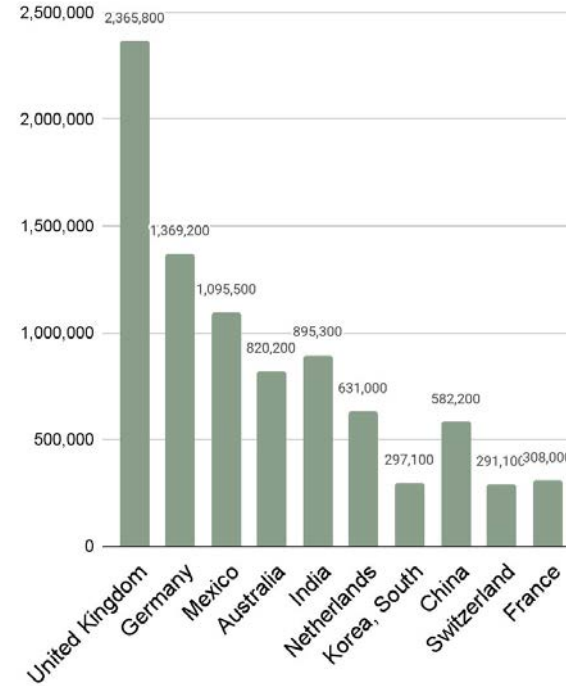
2020 Nights



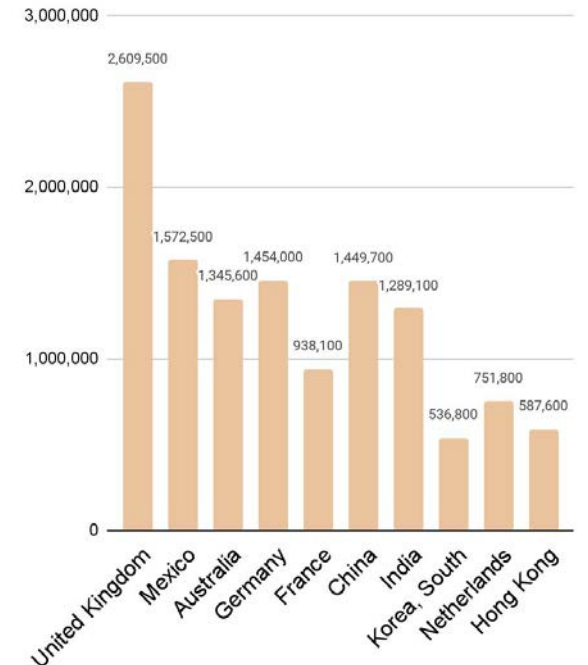
2021 Nights



2022 Nights



2023 Nights



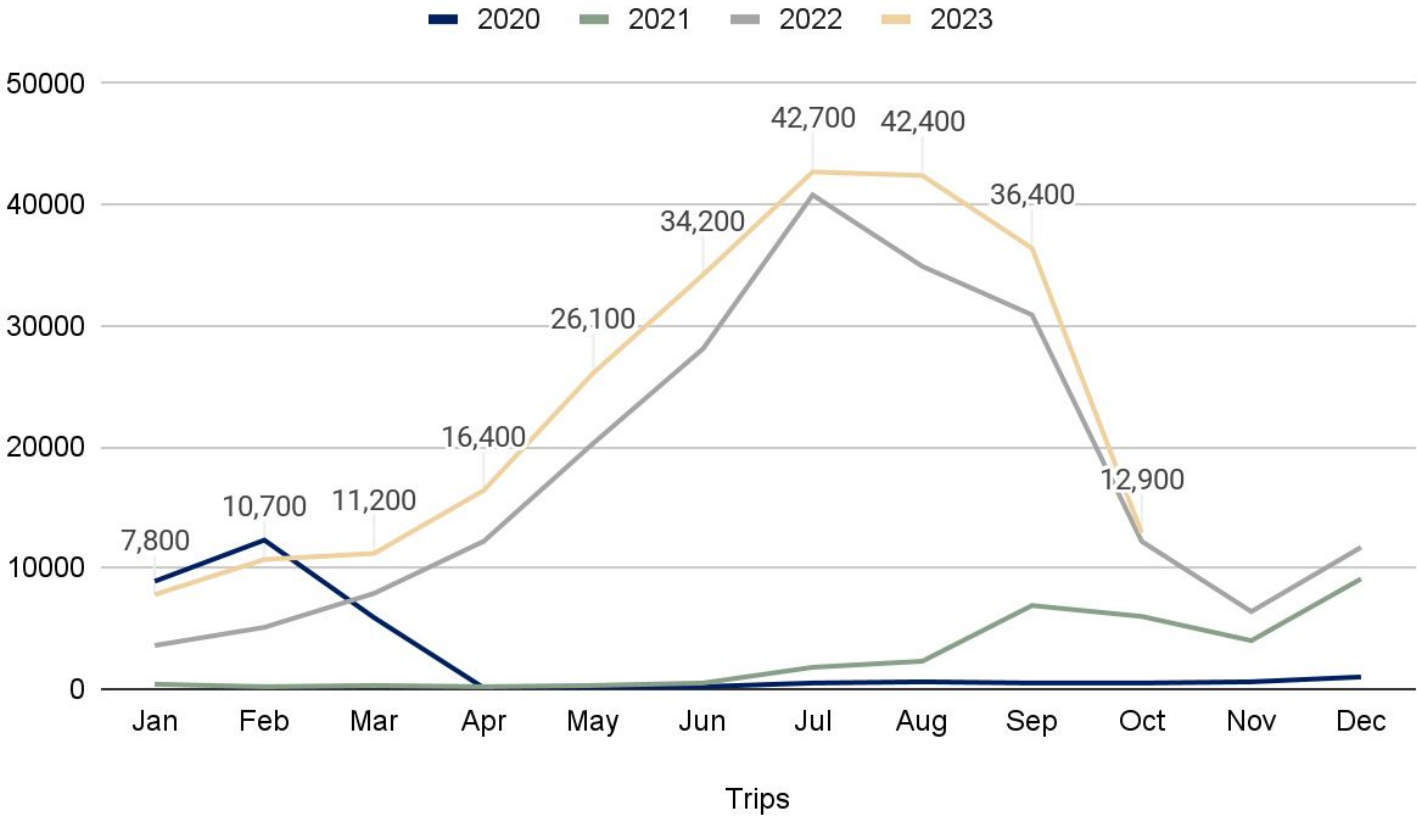
*2023 from January to October (Year to Date)

United Kingdom Year over Year Trips and Nights

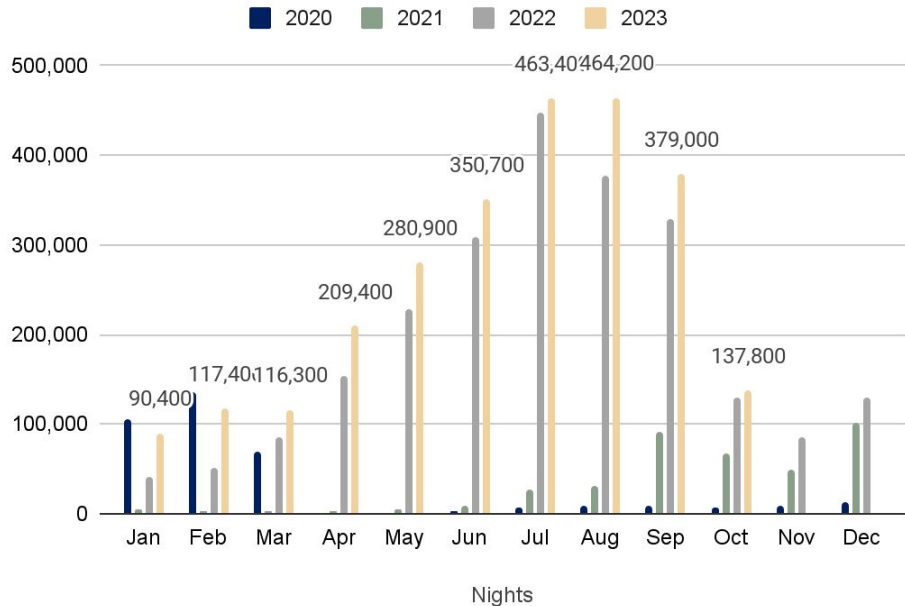
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2023* Total Trips: **240,800**
 2023* Total Nights: **2,609,500**



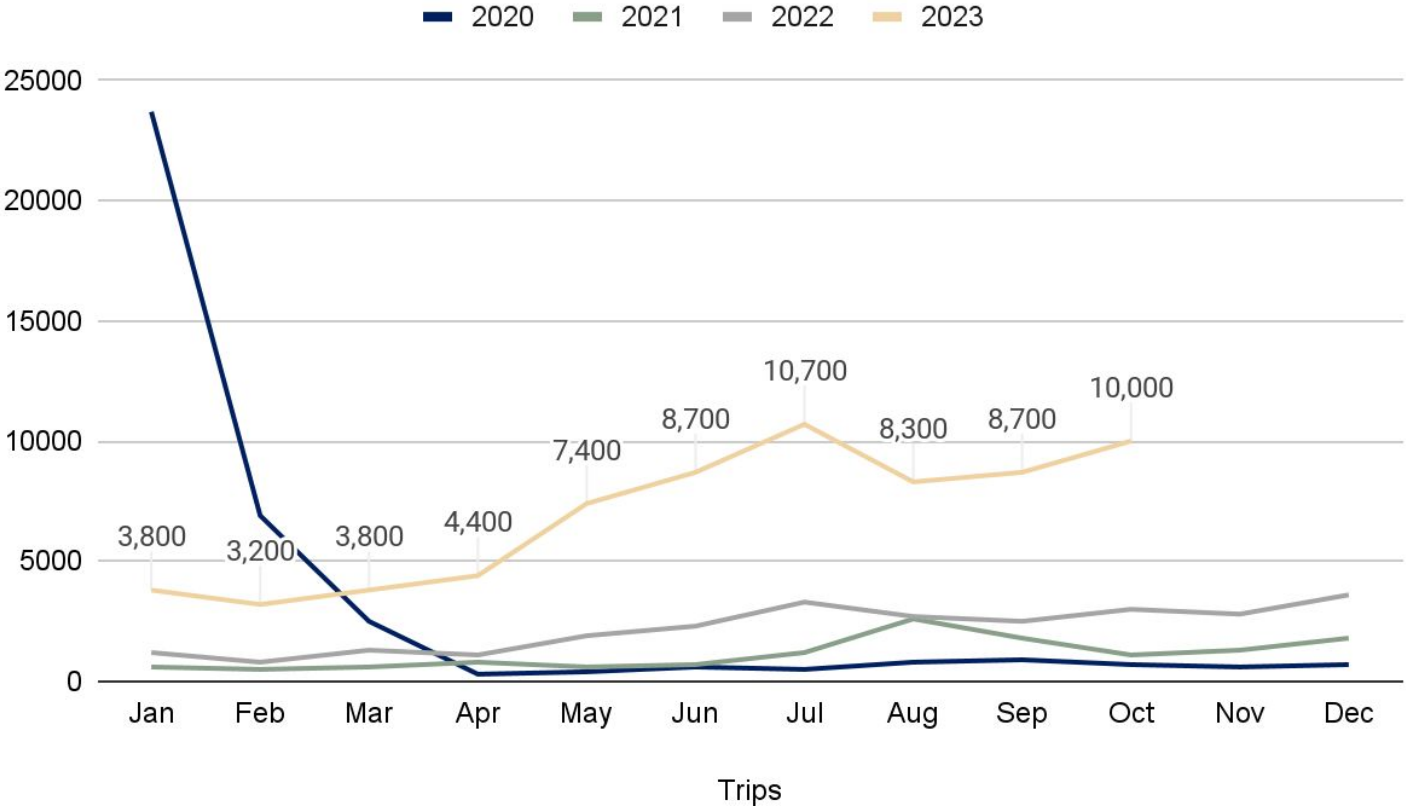
*2023 from January to October (Year to Date)

China Year over Year Trips and Nights

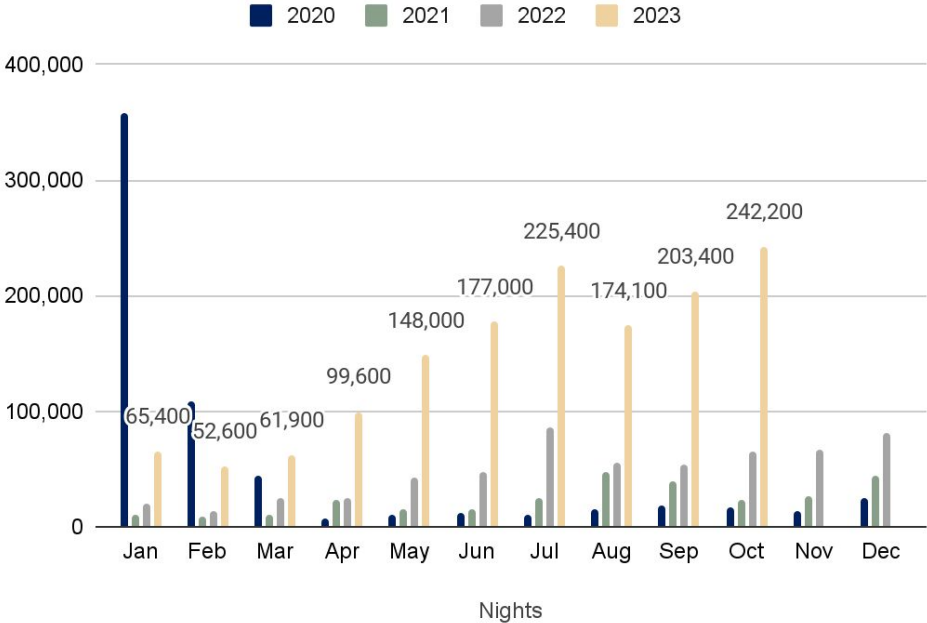
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2023* Total Trips: **69,000**
 2023* Total Nights: **1,449,700**



*2023 from January to October (Year to Date)

Mexico Year over Year Trips and Nights

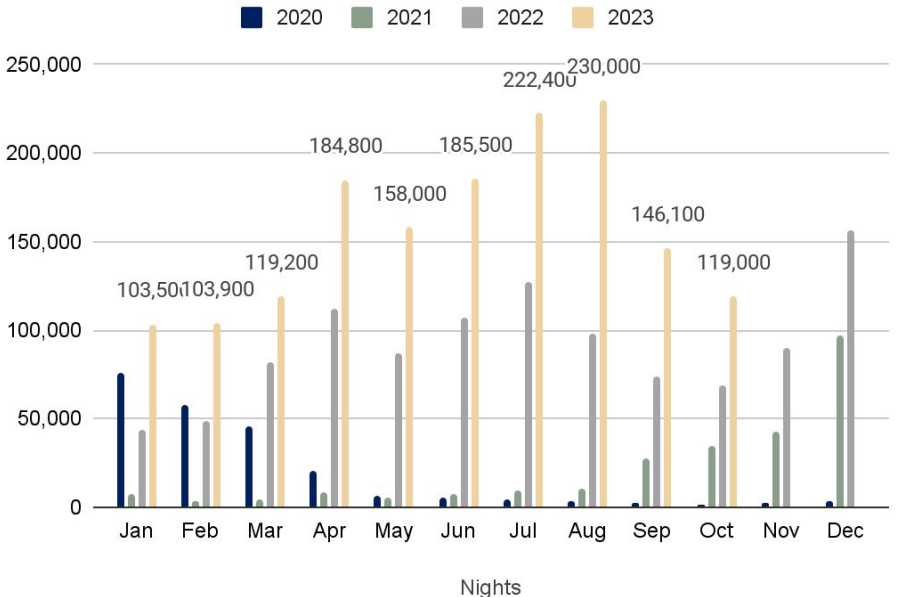
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2023* Total Trips: **128,400**
 2023* Total Nights: **1,453,500**



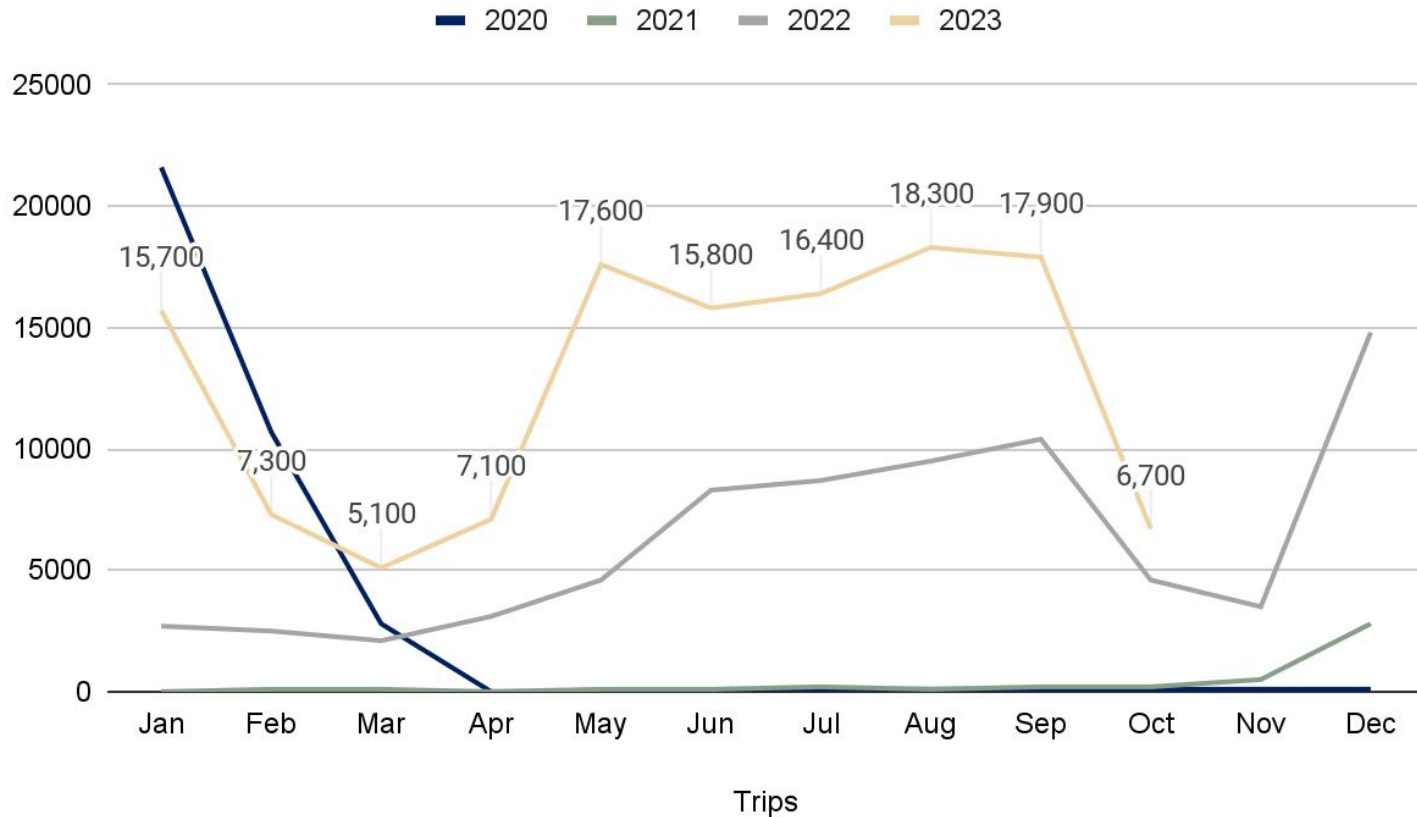
*2023 from January to October (Year to Date)

Australia Year over Year Trips and Nights

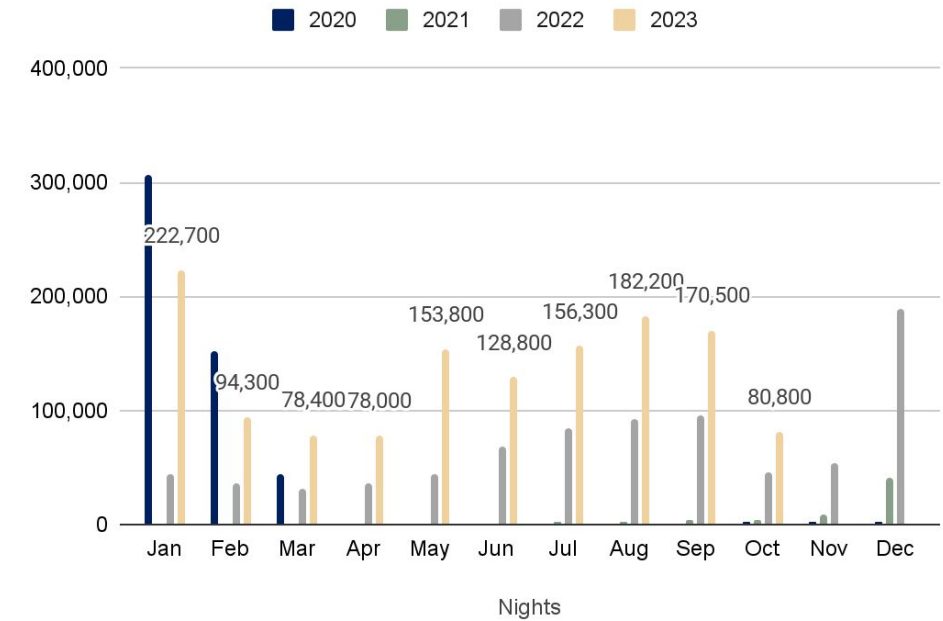
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2023* Total Trips: **127,900**
 2023* Total Nights: **1,345,600**



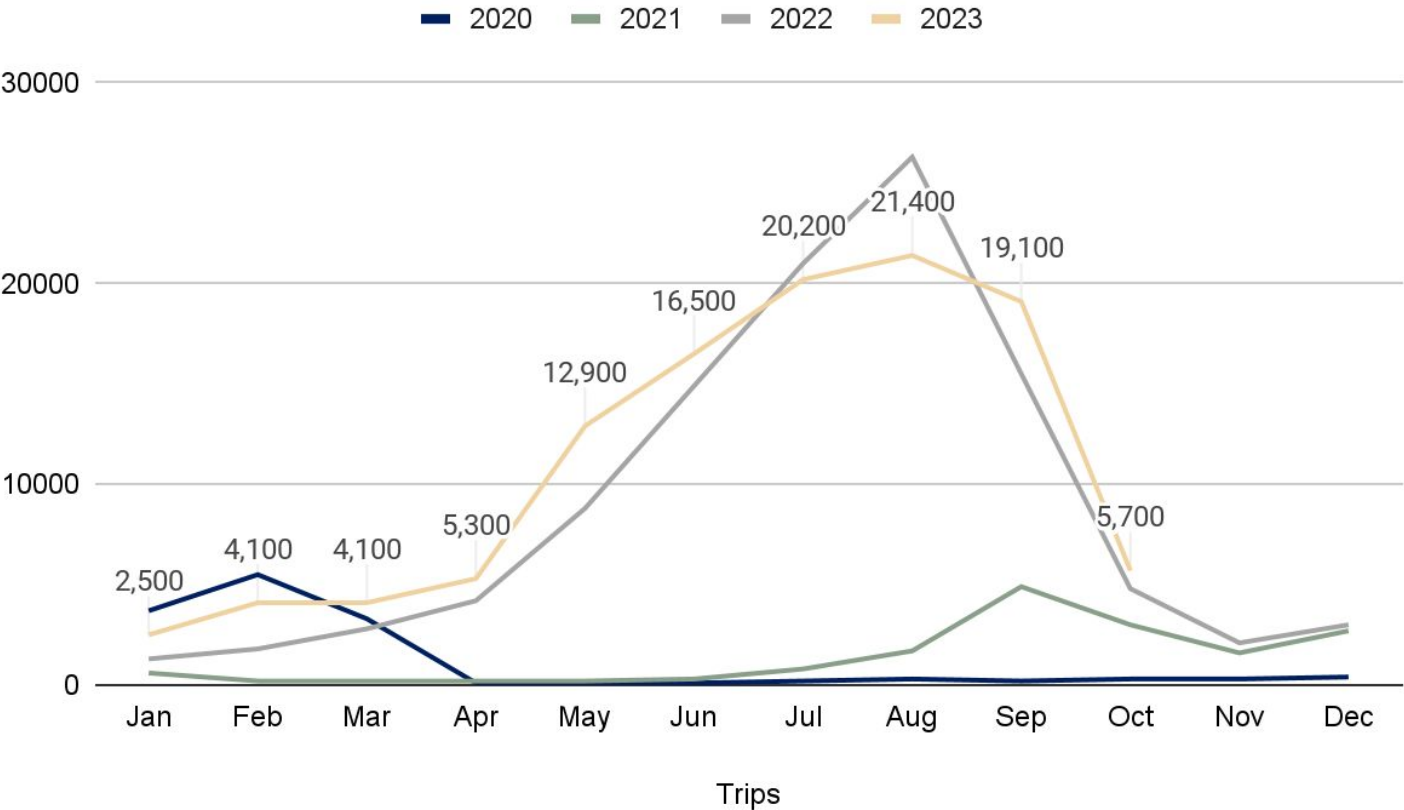
*2023 from January to October (Year to Date)

Germany Year over Year Trips and Nights

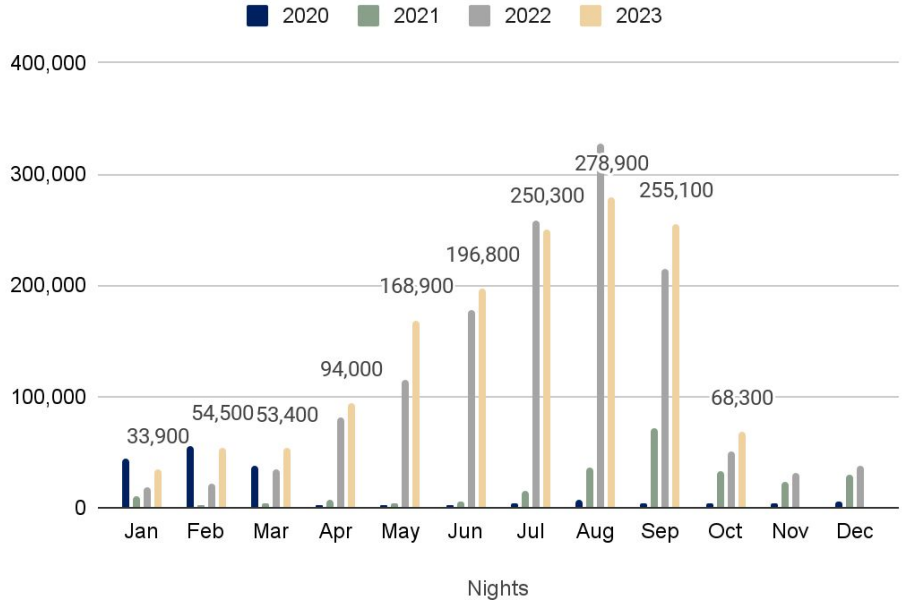
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2023* Total Trips: **111,800**
 2023* Total Nights: **1,454,000**



*2023 from January to October (Year to Date)

Contact Us

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