

**bcrts**

British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES

USA, Washington & California

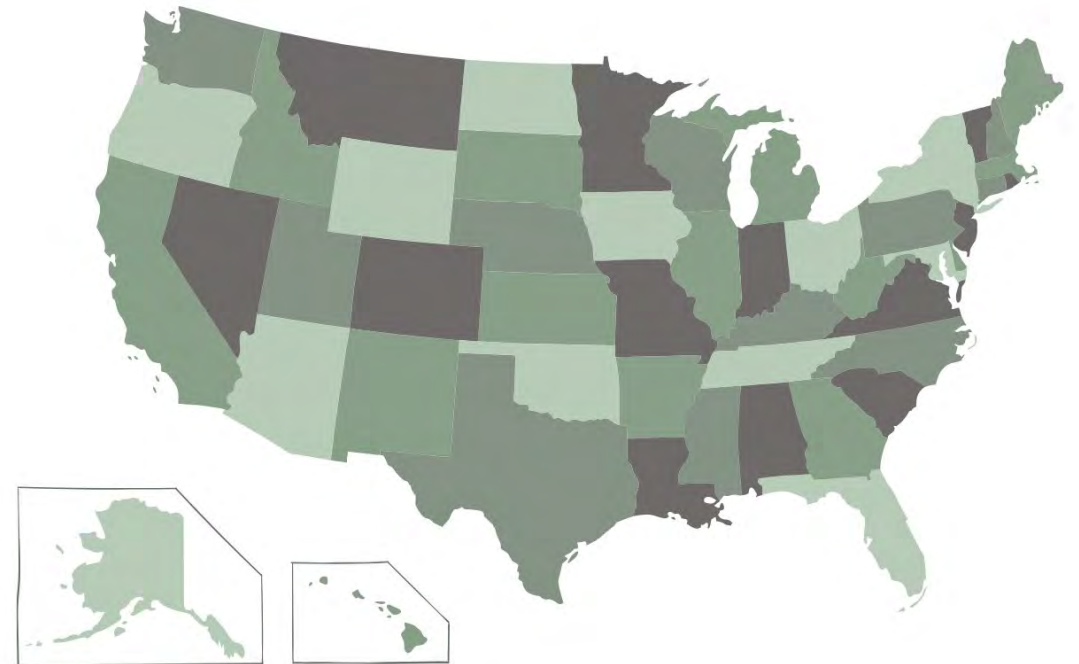
# Quarterly Visitor Highlights | 2023

British Columbia – *November 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 industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **USA Market** as the top priority
- This report focuses on visitor analysis to **British Columbia**



# Research Overview

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View USA provides insights the tourism industry needs to understand, market and grow their business with American travellers
- 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
- Environics is certified Privacy By Design. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

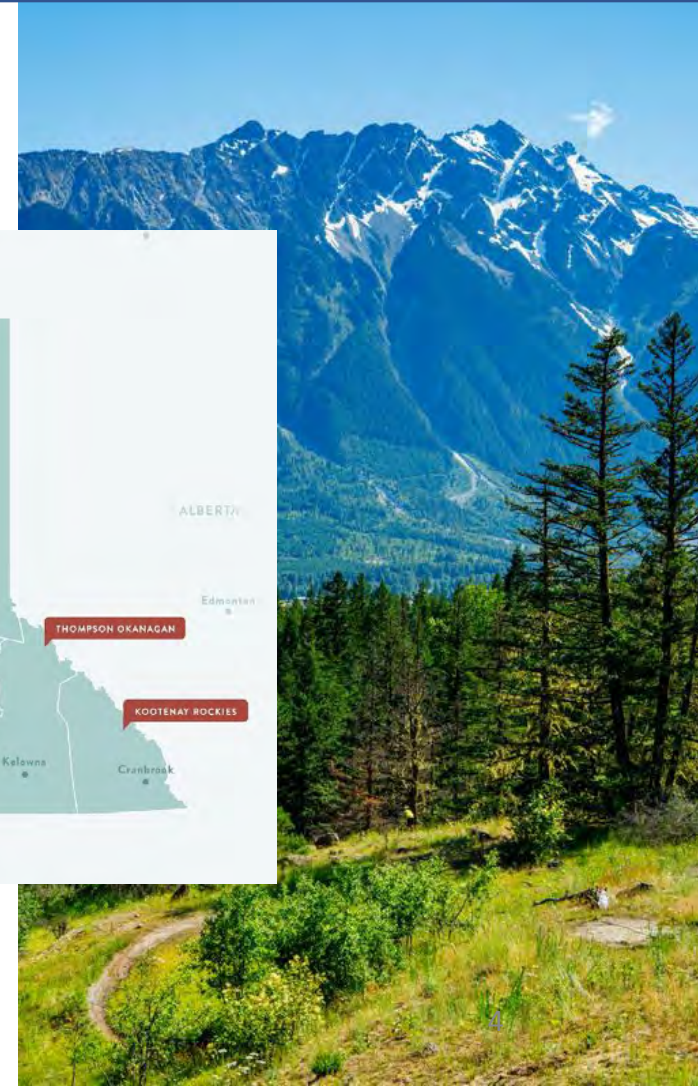
## Methodology

- **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

- 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.
- 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 USA to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing





# USA Insights

# Q1 2020, 2021, 2022 & 2023: US 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 **340,400** US Visitors. During Q1 2021 BC saw **7,300** US Visitors, in Q1 2022, **95,800** US Visitors and in Q1 2023, **220,900** US Visitors.

- **Decrease** of **35%** 2023 compared to 2020

- **Increase** of **2934%** 2023 compared to 2021

- **Increase** of **131%** 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

State	2020 Visitor %
Washington	42%
California	16%
Texas	4%
Oregon	4%
Colorado	2%
New York	2%
Florida	2%
Illinois	2%
Arizona	2%
Alaska	2%

State	2021 Visitor %
Washington	25%
California	15%
Alaska	10%
Texas	5%
Oregon	5%
Illinois	3%
Florida	3%
Colorado	3%
New York	2%
Idaho	2%

State	2022 Visitor %
Washington	30%
California	18%
Texas	4%
New York	3%
Oregon	3%
Colorado	3%
Hawaii	3%
Arizona	3%
Florida	2%
Massachusetts	2%

State	2023 Visitor %
Washington	39%
California	17%
Texas	4%
Oregon	4%
Arizona	3%
Florida	3%
Colorado	3%
Illinois	2%
Idaho	2%
Hawaii	2%

# Q2 2020, 2021, 2022 & 2023: US 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 **10,800** US Visitors. During Q2 2021 BC saw **14,000** US Visitors, in Q2 2022, **221,000** US Visitors and in Q2 2023, **352,400** US Visitors.

- **Increase** of **3168%** 2023 compared to 2020

- **Increase** of **2416%** 2023 compared to 2021

- **Increase** of **59%** 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

State	2020 Visitor %
Washington	26%
Alaska	19%
California	11%
Oregon	4%
Texas	3%
Idaho	3%
Illinois	3%
Arizona	3%
Florida	2%
Utah	2%

State	2021 Visitor %
Alaska	20%
Washington	20%
California	12%
Texas	4%
New York	4%
Oregon	3%
Illinois	3%
Wisconsin	2%
Idaho	2%
Montana	2%

State	2022 Visitor %
Washington	23%
California	21%
Arizona	7%
Texas	5%
Florida	5%
Oregon	4%
Hawaii	3%
New York	3%
Colorado	2%
Nevada	2%

State	2023 Visitor %
Washington	26%
California	14%
Texas	9%
Florida	7%
Oregon	5%
Massachusetts	4%
New York	3%
Colorado	2%
Arizona	2%
Ohio	2%

# Q3 2020, 2021, 2022 & 2023: US Visitors by Quarter

## British Columbia

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

### Overview

During Q3 2020 British Columbia saw an average of **13,400** US Visitors. During Q3 2021 BC saw **115,000** US Visitors, in Q3 2022, **325,700** US Visitors and in Q3 2023, **539,000** US Visitors.

- **Increase** of **3934%** 2023 compared to 2020

- **Increase** of **369%** 2023 compared to 2021

- **Increase** of **65%** 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

State	2020 Visitor %
Washington	27%
Alaska	20%
California	12%
Oregon	4%
Texas	3%
Arizona	3%
Idaho	2%
New York	2%
Florida	2%
Illinois	2%

State	2021 Visitor %
Washington	27%
California	23%
Alaska	6%
Arizona	3%
Texas	3%
New York	3%
Oregon	3%
Florida	2%
Colorado	2%
Montana	2%

State	2022 Visitor %
Washington	24%
California	21%
Texas	5%
Florida	5%
Arizona	5%
Oregon	4%
New York	3%
Colorado	3%
Hawaii	2%
Utah	2%

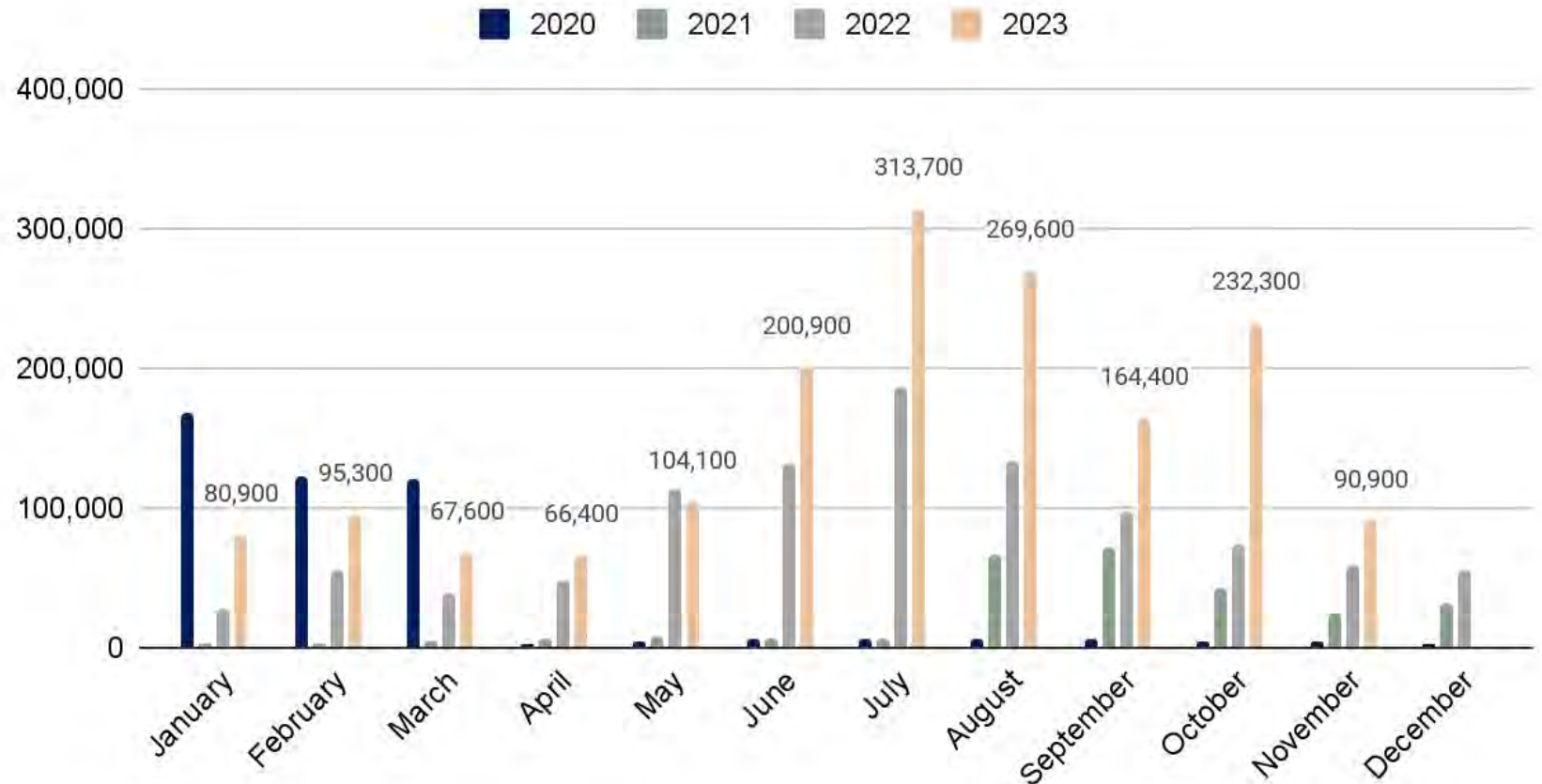
State	2023 Visitor %
Washington	29%
Florida	10%
California	9%
Texas	9%
New York	5%
Arizona	3%
Massachusetts	3%
Oregon	3%
Georgia	3%
Illinois	2%



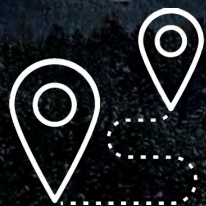
# US Visitation

## US Visitors Travelling to British Columbia by Month

- September 2023 saw a **71%** increase compared to 2022
- October 2023 saw a **216%** increase compared to 2022
- November 2023 saw a **56%** increase compared to 2022



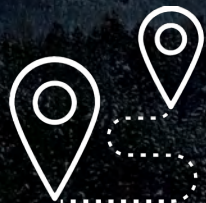
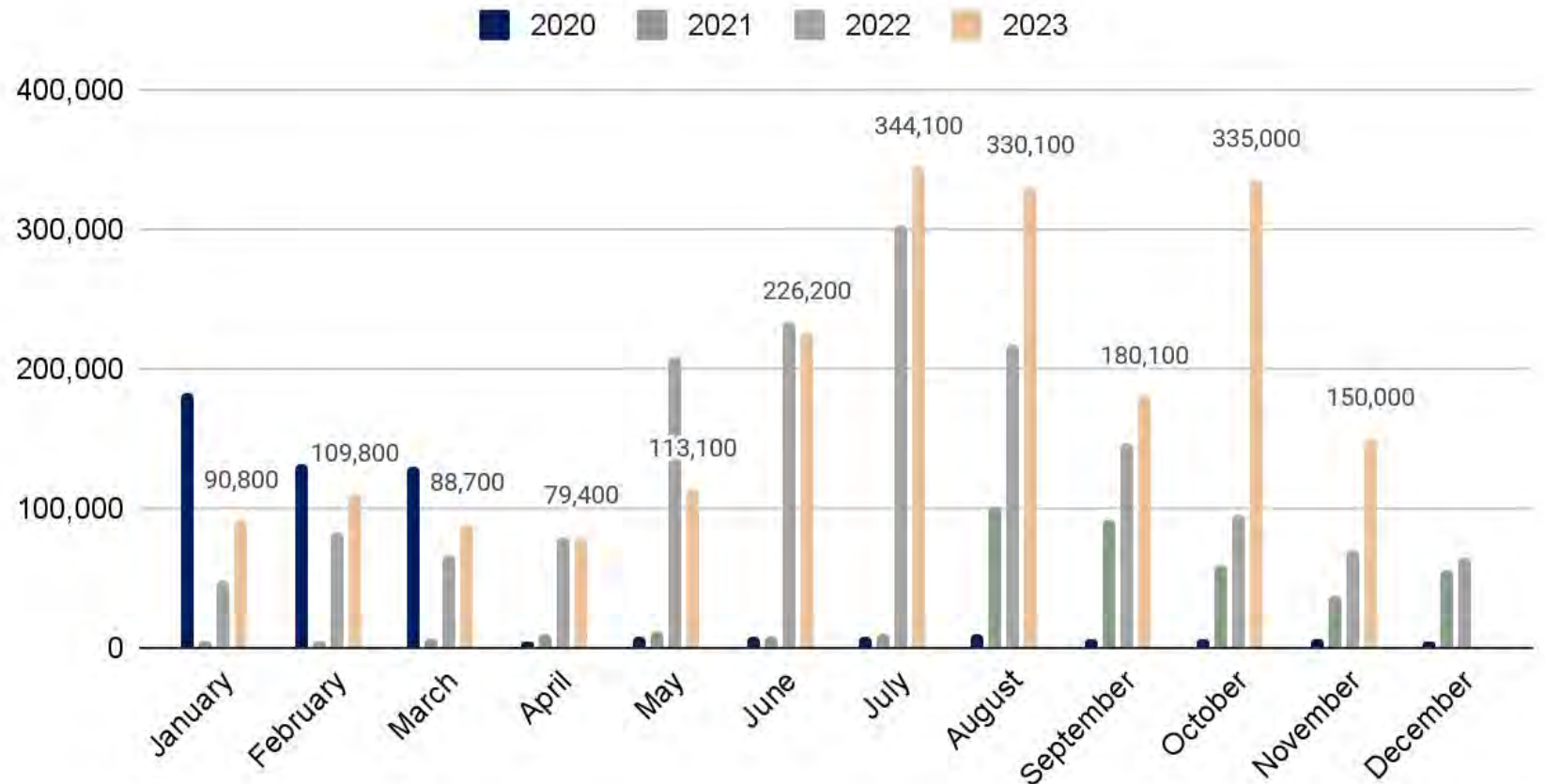
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.



# US Visitation

## US Trips To British Columbia By Month

- September 2023 saw a **23%** increase compared to 2022
- October 2023 saw a **249%** increase compared to 2022
- November 2023 saw a **114%** increase compared to 2022

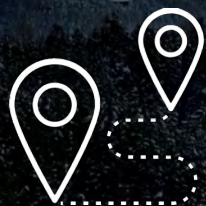
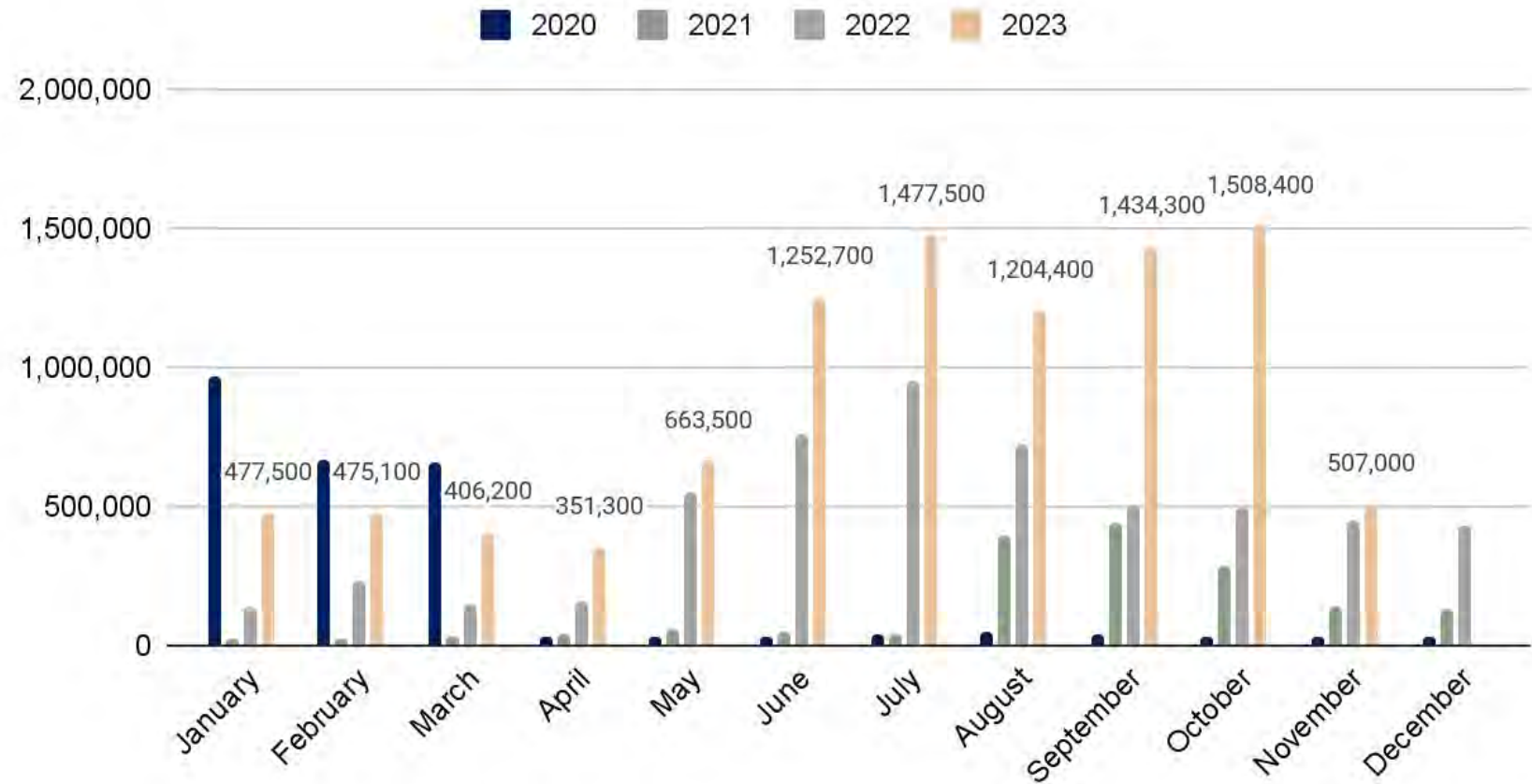


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# US Visitation

## US Overnight Stays In British Columbia By Month

- September 2023 saw a **186%** increase compared to 2022
- October 2023 saw a **203%** increase compared to 2022
- November 2023 saw a **14%** 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.



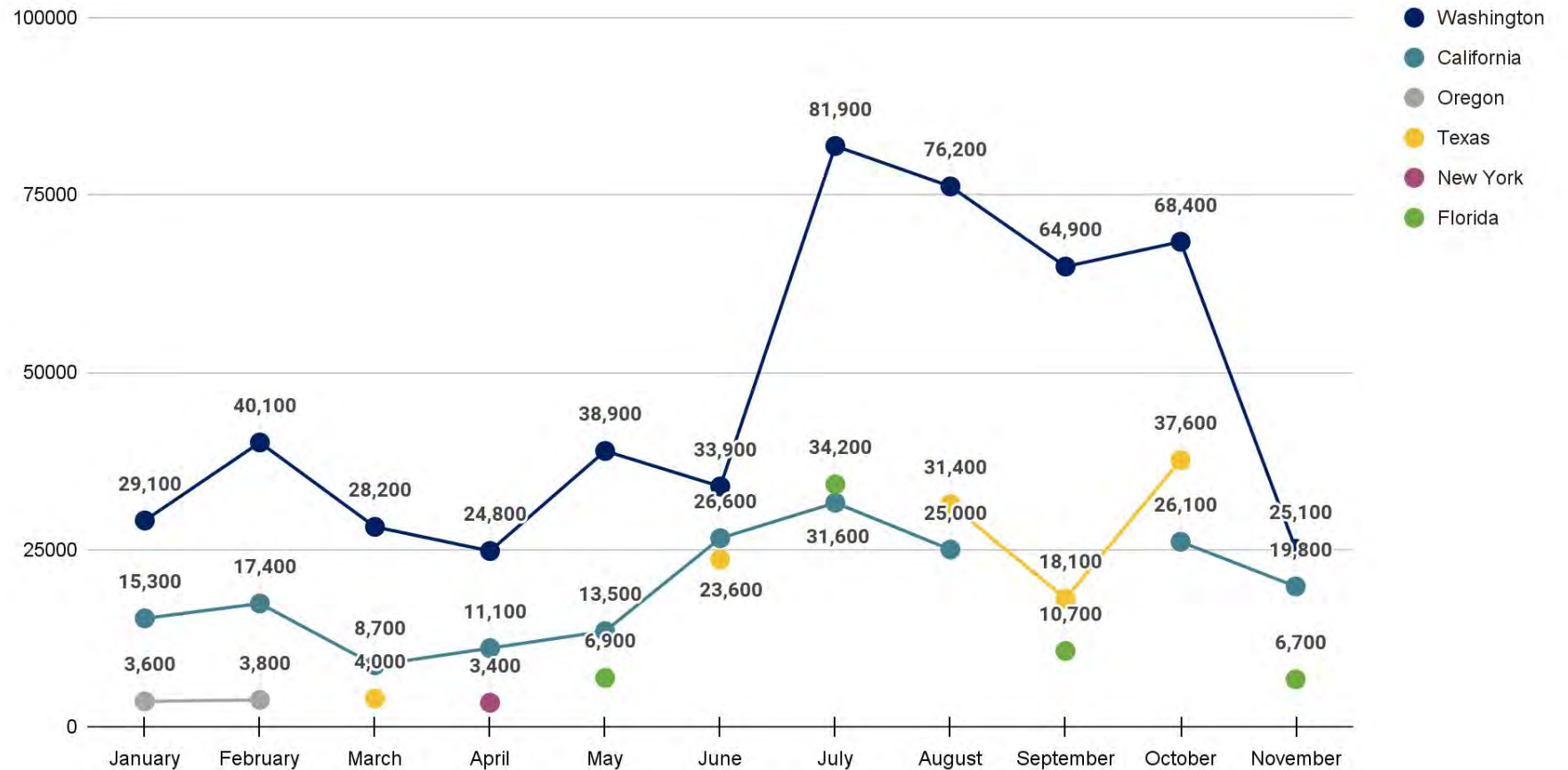
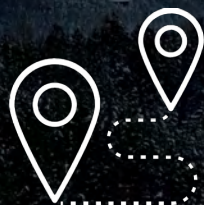
# Monthly Insights

# State Visitation

## Top 3 States Travelling To British Columbia By Month

Appearing in the top 3 visiting states across 2023 was:

- Washington
- California
- Oregon
- Texas
- New York
- Florida



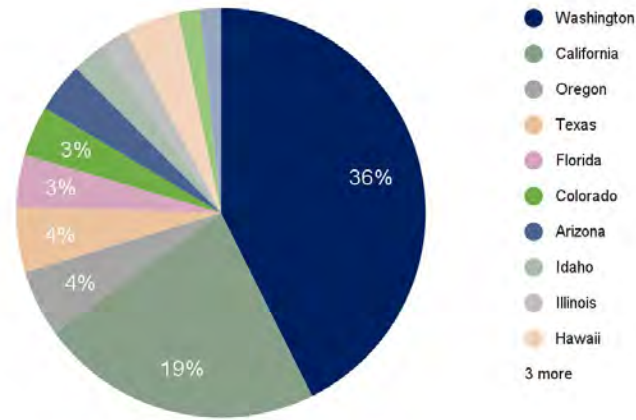
# January 2023 USA State Visitation

## British Columbia

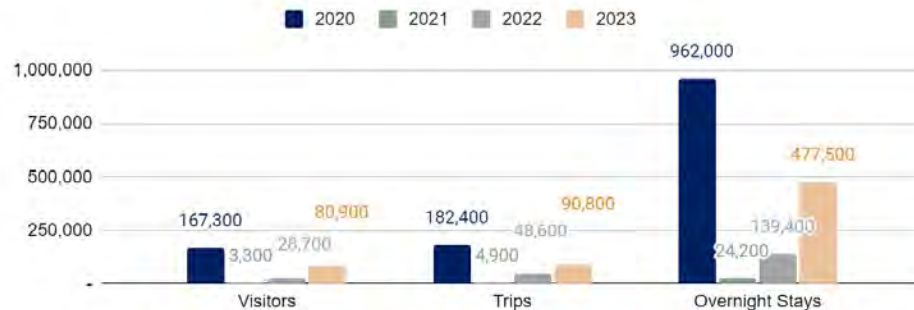
### Overview

The number of visitors to British Columbia from the United States increased by **182%** when comparing January 2023 to January 2022.

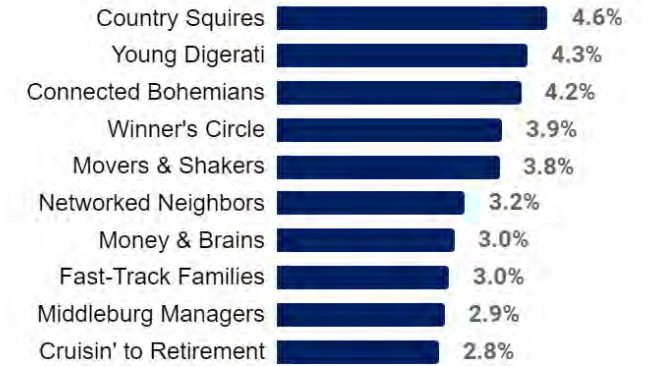
Percentage of Visitors to British Columbia by State January 2023



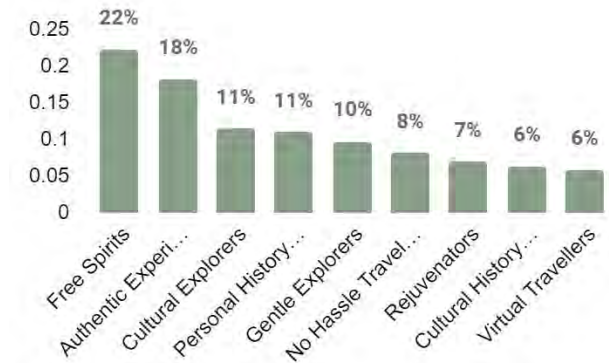
USA Visitors to British Columbia January 2020-2023



January 2023 USA Visitors by PRIZM Segment



January 2023 USA 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

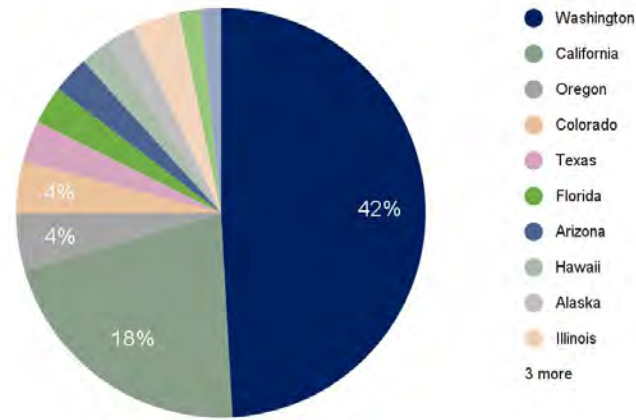
# February 2023 USA State Visitation

## British Columbia

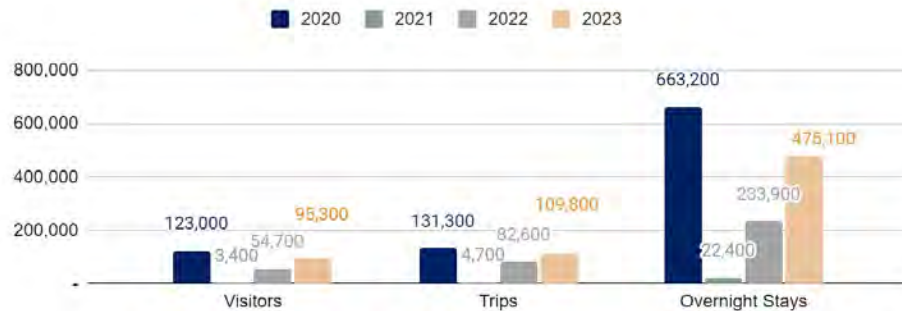
### Overview

The number of visitors to British Columbia from the United States increased by **74%** when comparing February 2023 to February 2022.

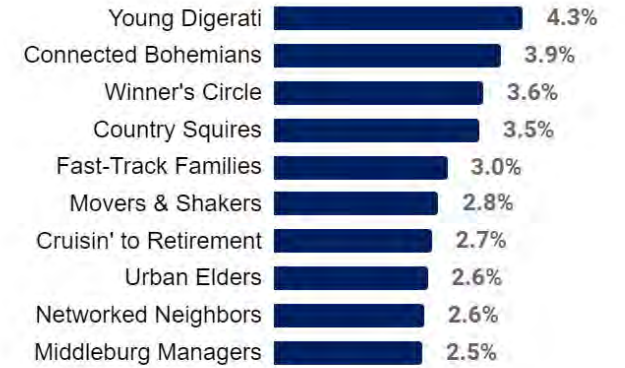
Percentage of Visitors to British Columbia by State February 2023



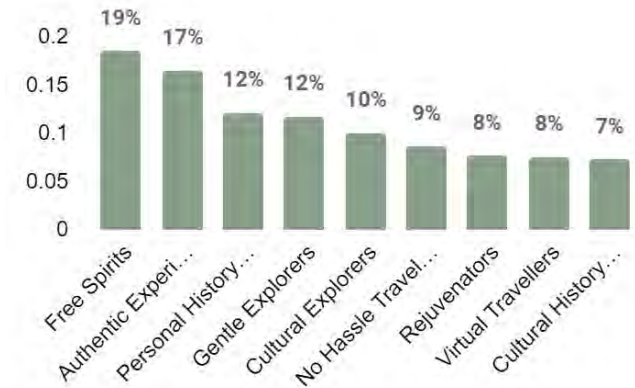
USA Visitors to British Columbia February 2020-2023



February 2023 USA Visitors by PRIZM Segment



February 2023 USA 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

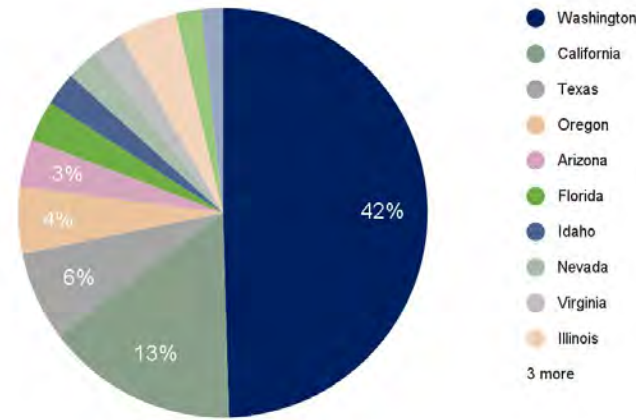
# March 2023 USA State Visitation

## British Columbia

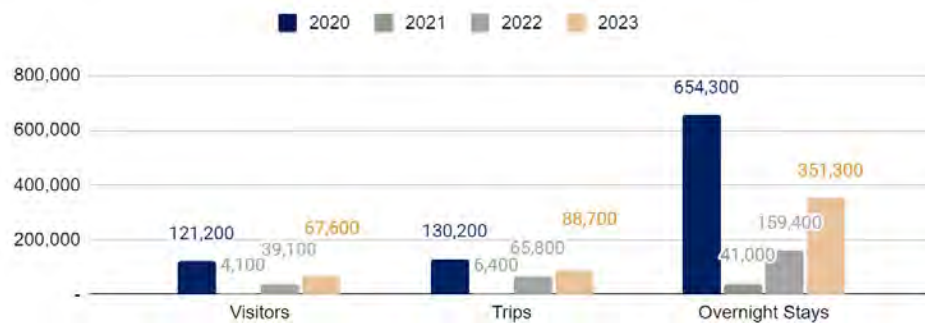
### Overview

The number of visitors to British Columbia from the United States increased by **73%** when comparing March 2023 to March 2022.

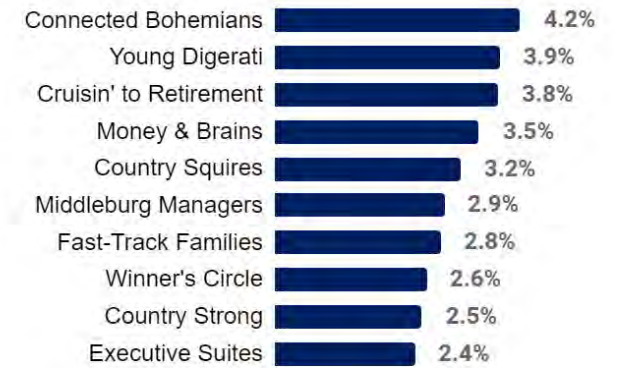
Percentage of Visitors to British Columbia by State March 2023



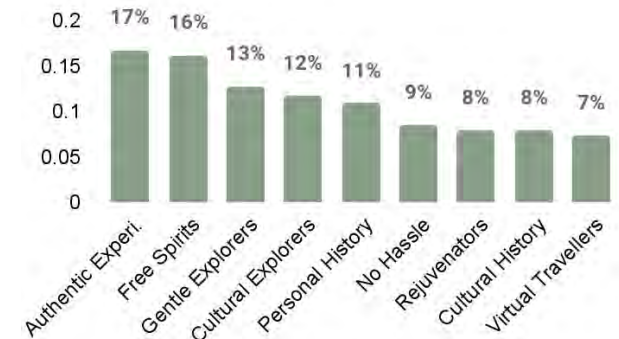
USA Visitors to British Columbia March 2020-2023



March 2023 USA Visitors by PRIZM Segment



March 2023 USA 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



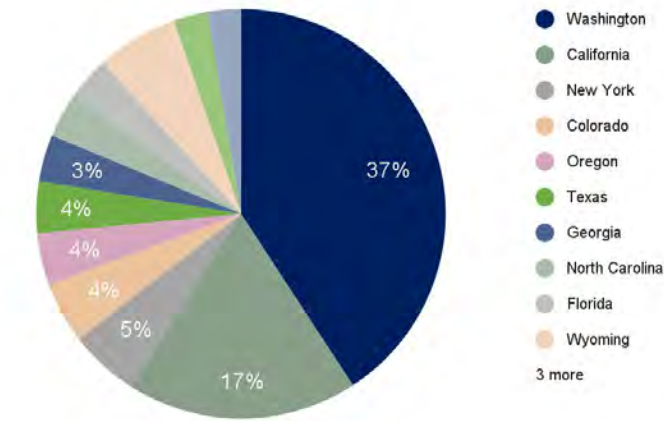
# April 2023 USA State Visitation

## British Columbia

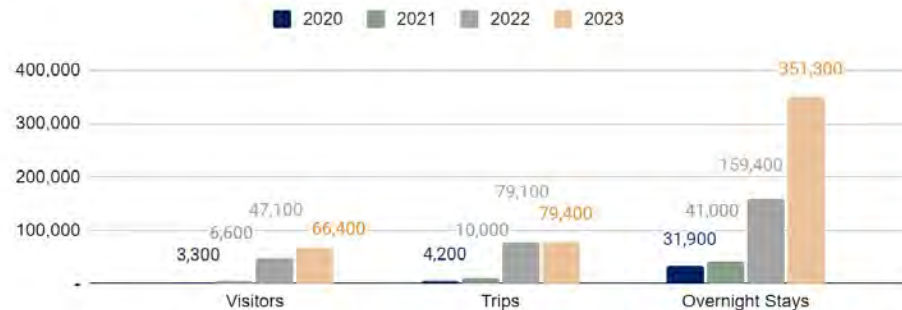
### Overview

The number of visitors to British Columbia from the United States increased by **41%** when comparing April 2023 to April 2022.

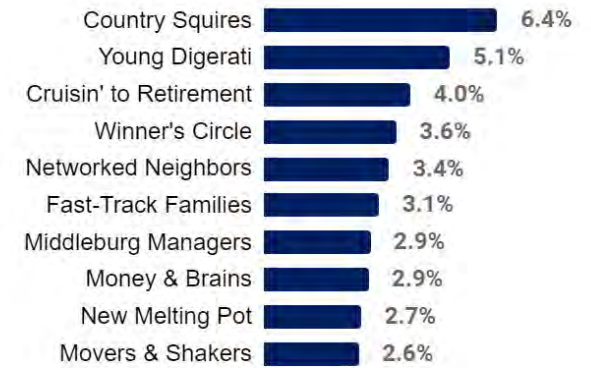
Percentage of Visitors to British Columbia by State April 2023



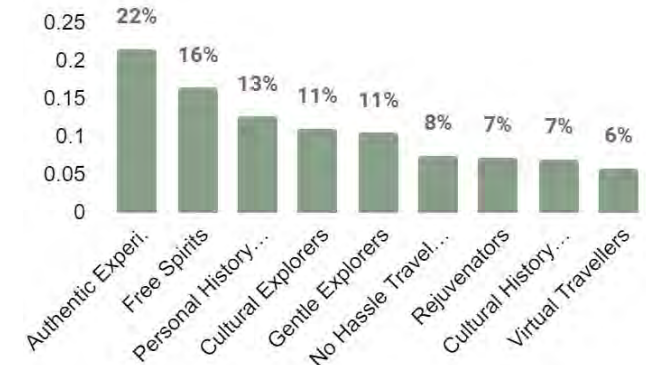
USA Visitors to British Columbia April 2020-2023



April 2023 USA Visitors by PRIZM Segment



April 2023 USA 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

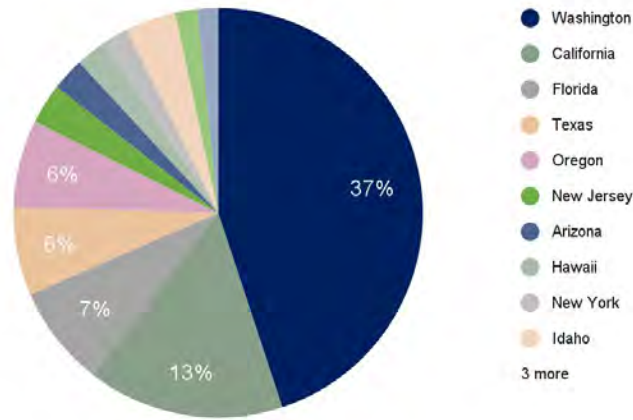
# May 2023 USA State Visitation

## British Columbia

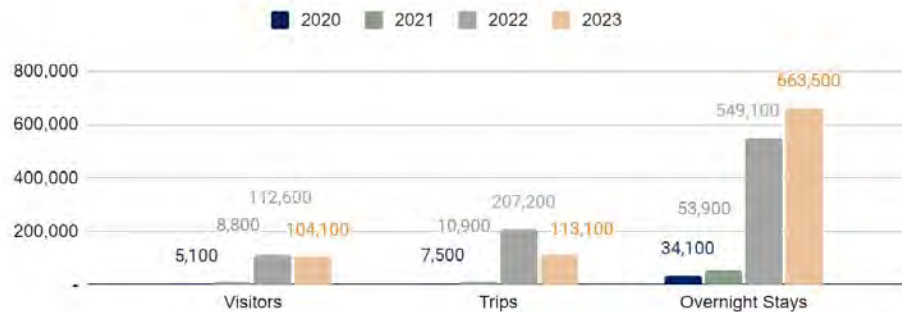
### Overview

The number of visitors to British Columbia from the United States decreased by **8%** when comparing May 2023 to May 2022.

Percentage of Visitors to British Columbia by State May 2023



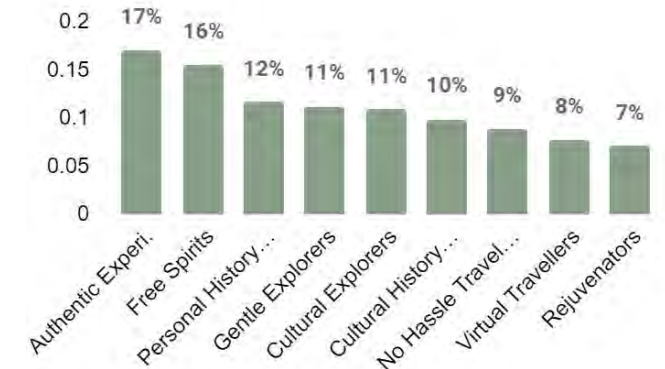
USA Visitors to British Columbia May 2020-2023



May 2023 USA Visitors by PRIZM Segment



May 2023 USA 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

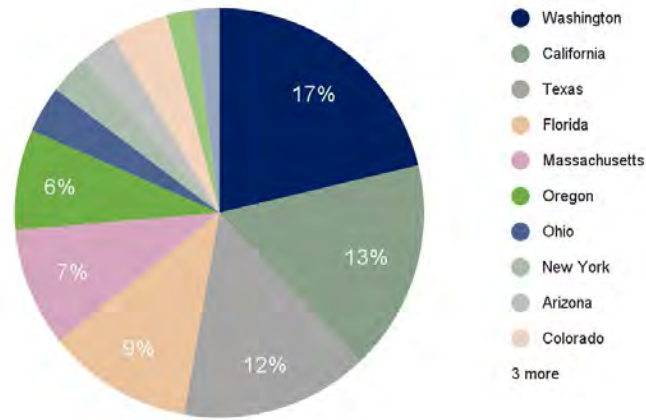
# June 2023 USA State Visitation

## British Columbia

### Overview

The number of visitors to British Columbia from the United States increased by **52%** when comparing June 2023 to June 2022.

Percentage of Visitors to British Columbia by State June 2023



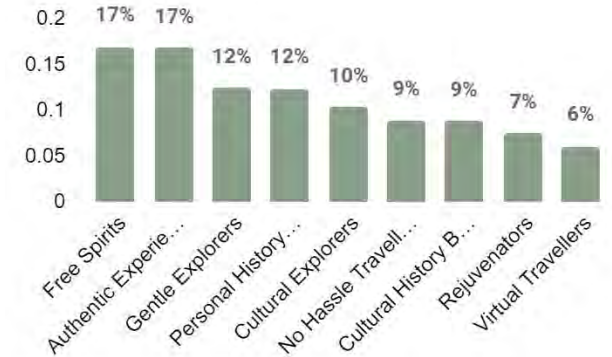
USA Visitors to British Columbia June 2020-2023



June 2023 USA Visitors by PRIZM Segment



June 2023 USA 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

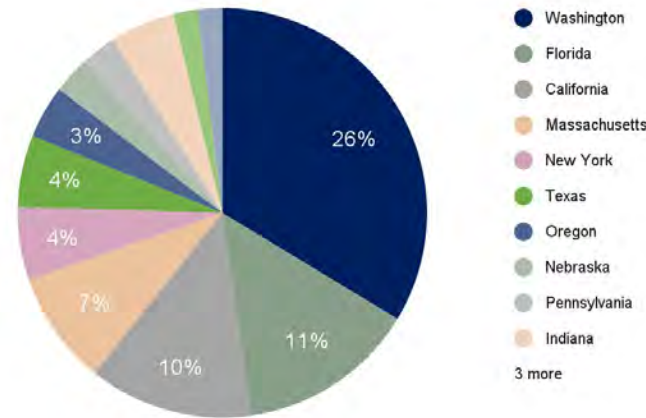
# July 2023 USA State Visitation

## British Columbia

### Overview

The number of visitors to British Columbia from the United States increased by **69%** when comparing July 2023 to July 2022.

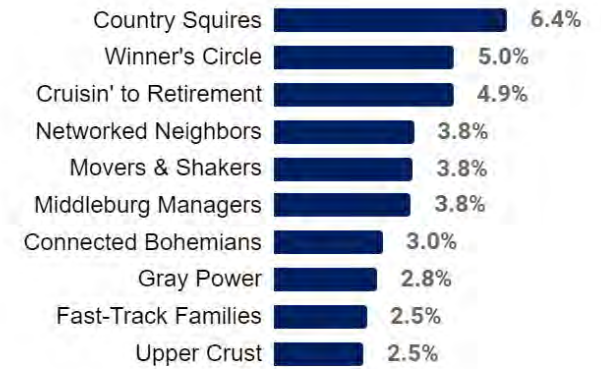
Percentage of Visitors to British Columbia by State July 2023



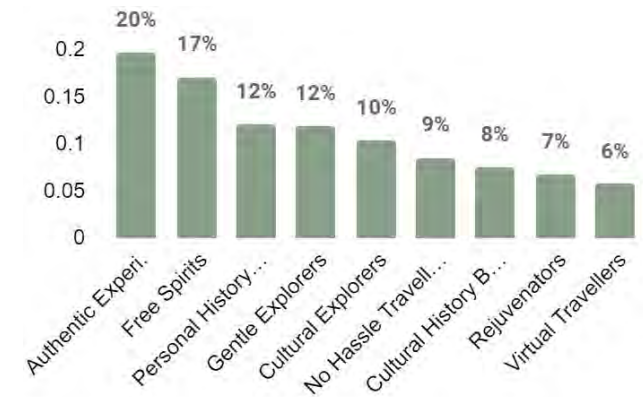
USA Visitors to British Columbia July 2020-2023



July 2023 USA Visitors by PRIZM Segment



July 2023 USA 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

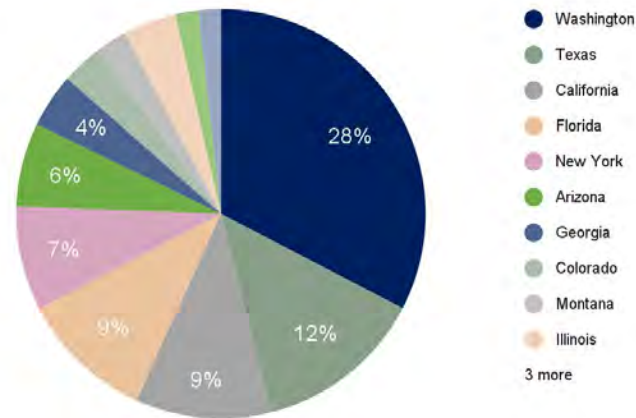
# August 2023 USA State Visitation

## British Columbia

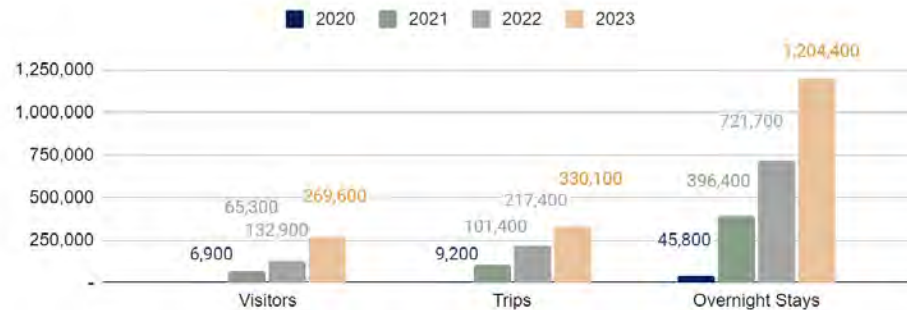
### Overview

The number of visitors to British Columbia from the United States increased by **103%** when comparing August 2023 to August 2022.

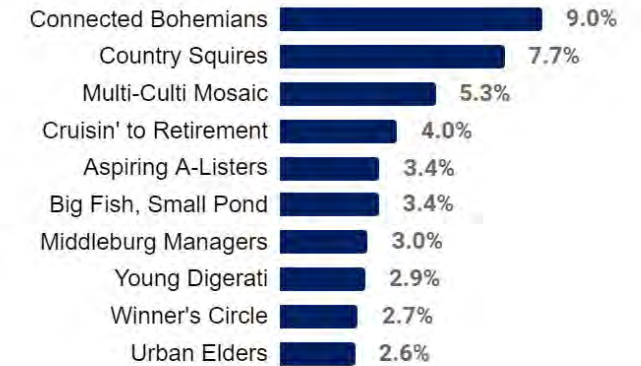
Percentage of Visitors to British Columbia by State August 2023



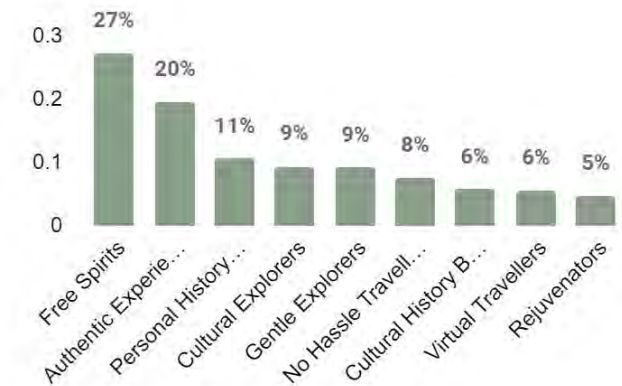
USA Visitors to British Columbia August 2020-2023



August 2023 USA Visitors by PRIZM Segment



August 2023 USA 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

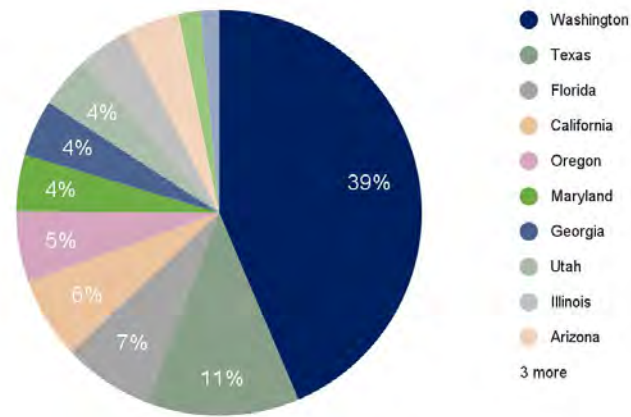
# September 2023 USA State Visitation

## British Columbia

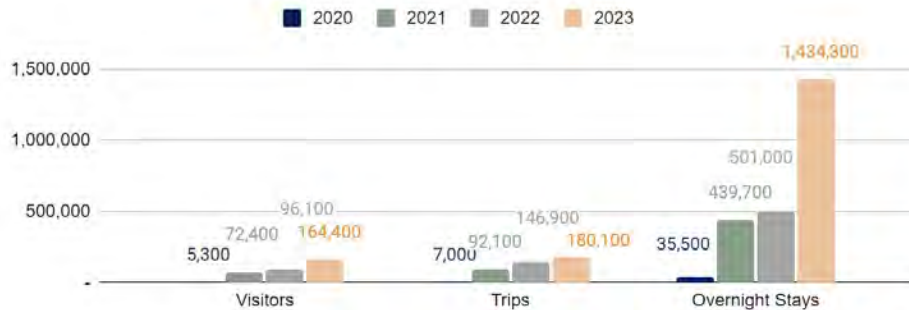
### Overview

The number of visitors to British Columbia from the United States increased by **71%** when comparing September 2023 to September 2022.

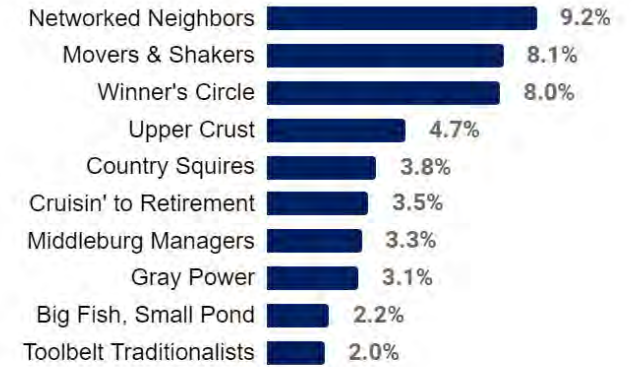
Percentage of Visitors to British Columbia by State September 2023



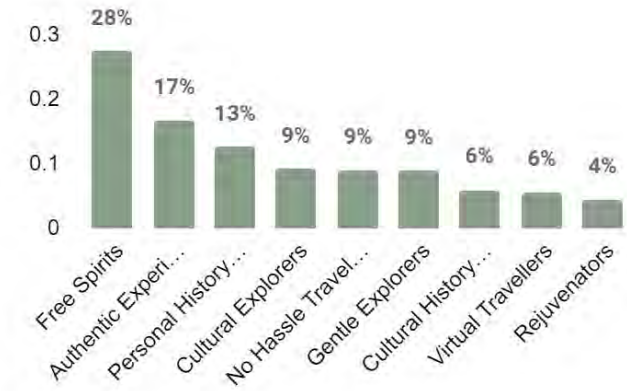
USA Visitors to British Columbia September 2020-2023



September 2023 USA Visitors by PRIZM Segment



September 2023 USA 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

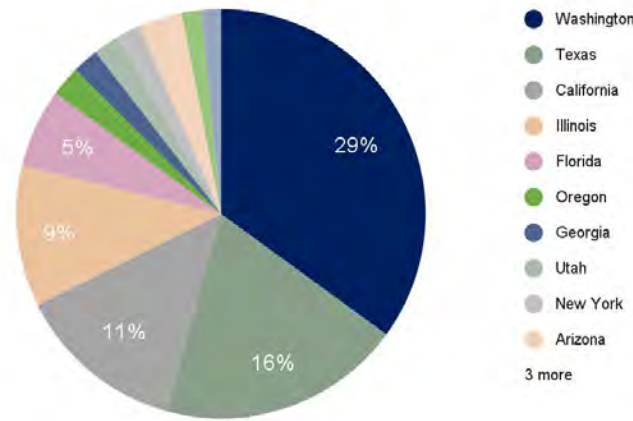
# October 2023 USA State Visitation

## British Columbia

### Overview

The number of visitors to British Columbia from the United States increased by **216%** when comparing October 2023 to October 2022.

Percentage of Visitors to British Columbia by State October 2023



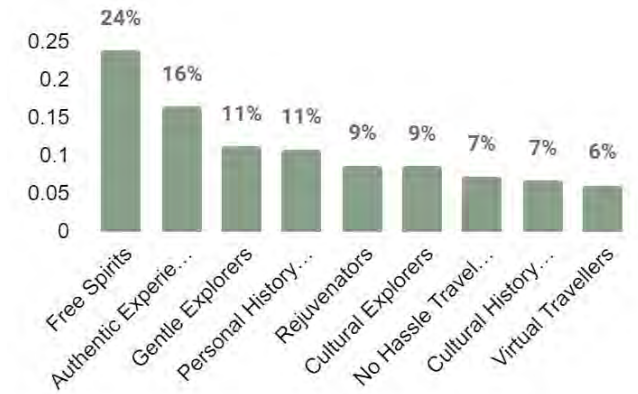
USA Visitors to British Columbia October 2020-2023



October 2023 USA Visitors by PRIZM Segment



October 2023 USA 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

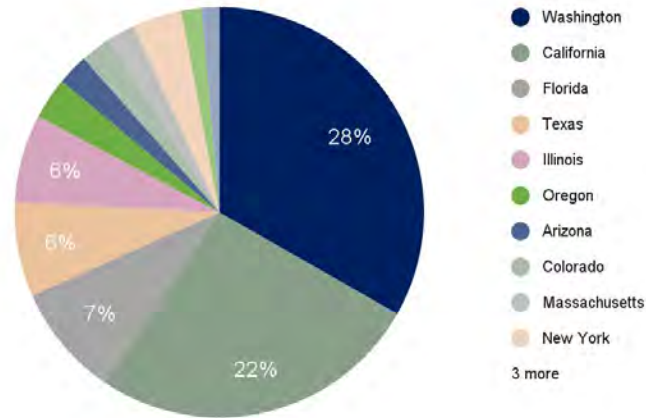
# November 2023 USA State Visitation

## British Columbia

### Overview

The number of visitors to British Columbia from the United States increased by **56%** when comparing November 2023 to November 2022.

Percentage of Visitors to British Columbia by State November 2023



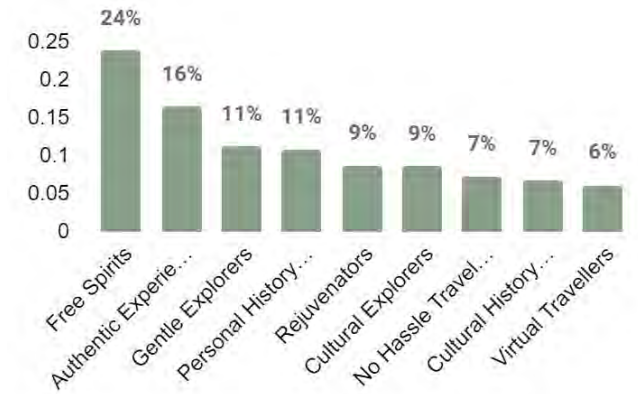
USA Visitors to British Columbia November 2020-2023



November 2023 USA Visitors by PRIZM Segment



November 2023 USA 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



# CONTACT US

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