

bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2023

British Columbia Jan - Dec 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 **BC Market** as the top priority followed by the **Alberta Market**
- 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
- VisitorView Canada provides insights the tourism industry needs to understand, market and grow their business with Canadian travellers
- VisitorView 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
- 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

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

- VisitorView 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 VisitorView, 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
- VisitorView 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

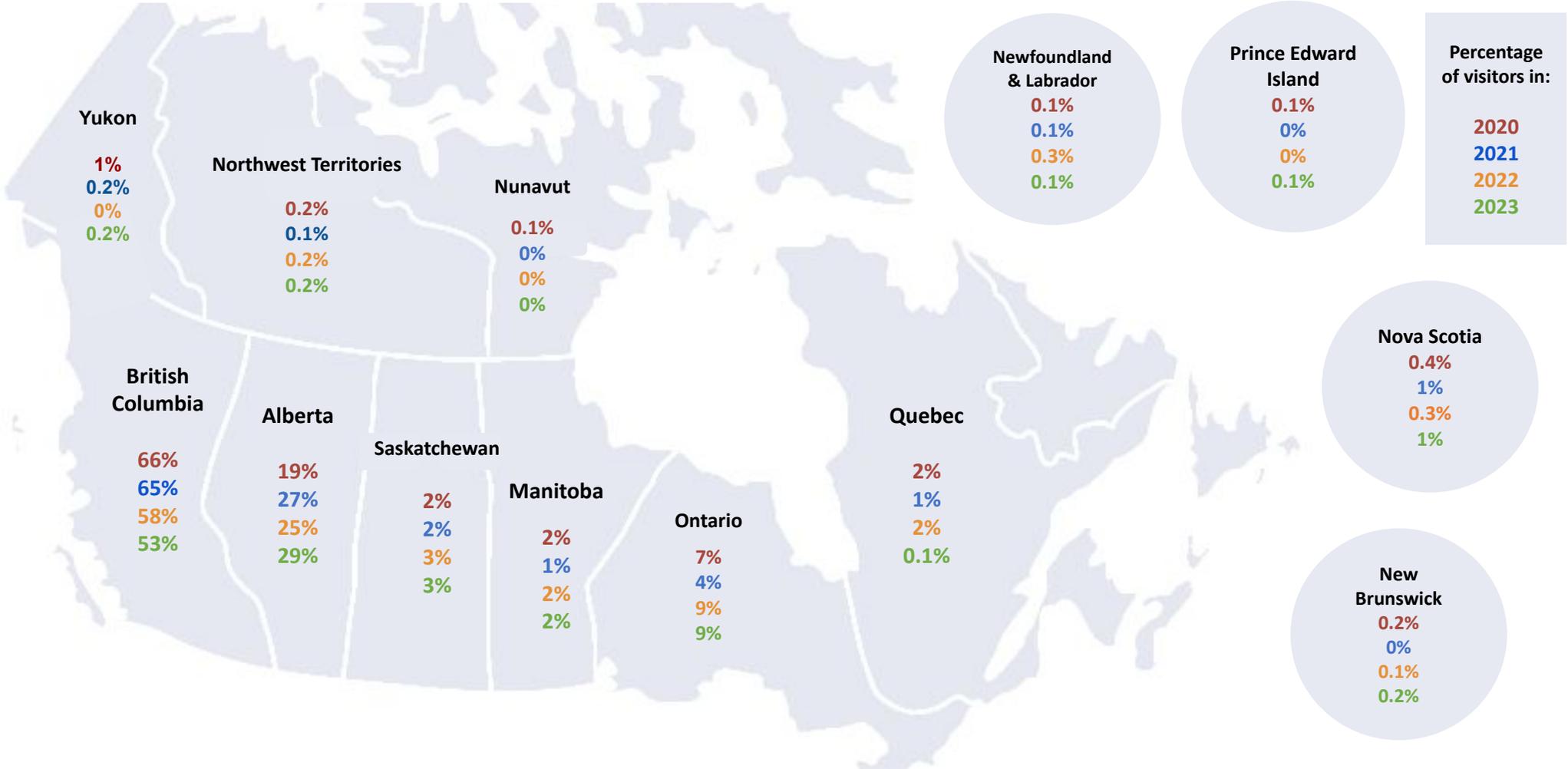
Q1 = January | February | March
 Note: All counts have been rounded to the nearest 100

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

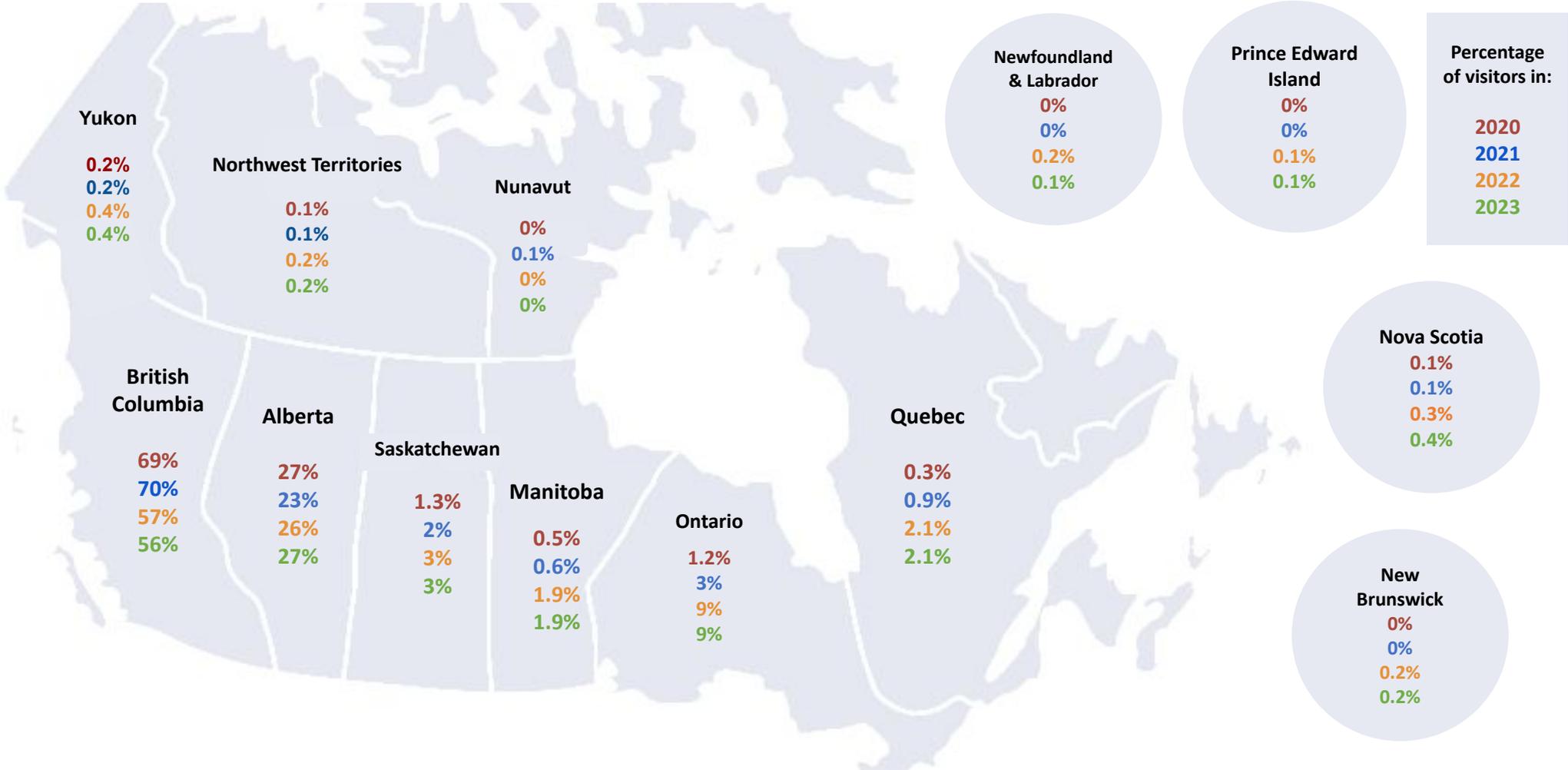
Q2 = April | May | June
 Note: All counts have been rounded to the nearest 100

Overview

During Q2 2020 British Columbia saw an average of **2,323,700** Domestic Visitors. During Q2 2021 the region saw **2,347,600** Domestic Visitors, in Q2 2022, **4,078,400** Domestic Visitors and in Q2 2023, **4,570,100** 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



Q3 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

British Columbia

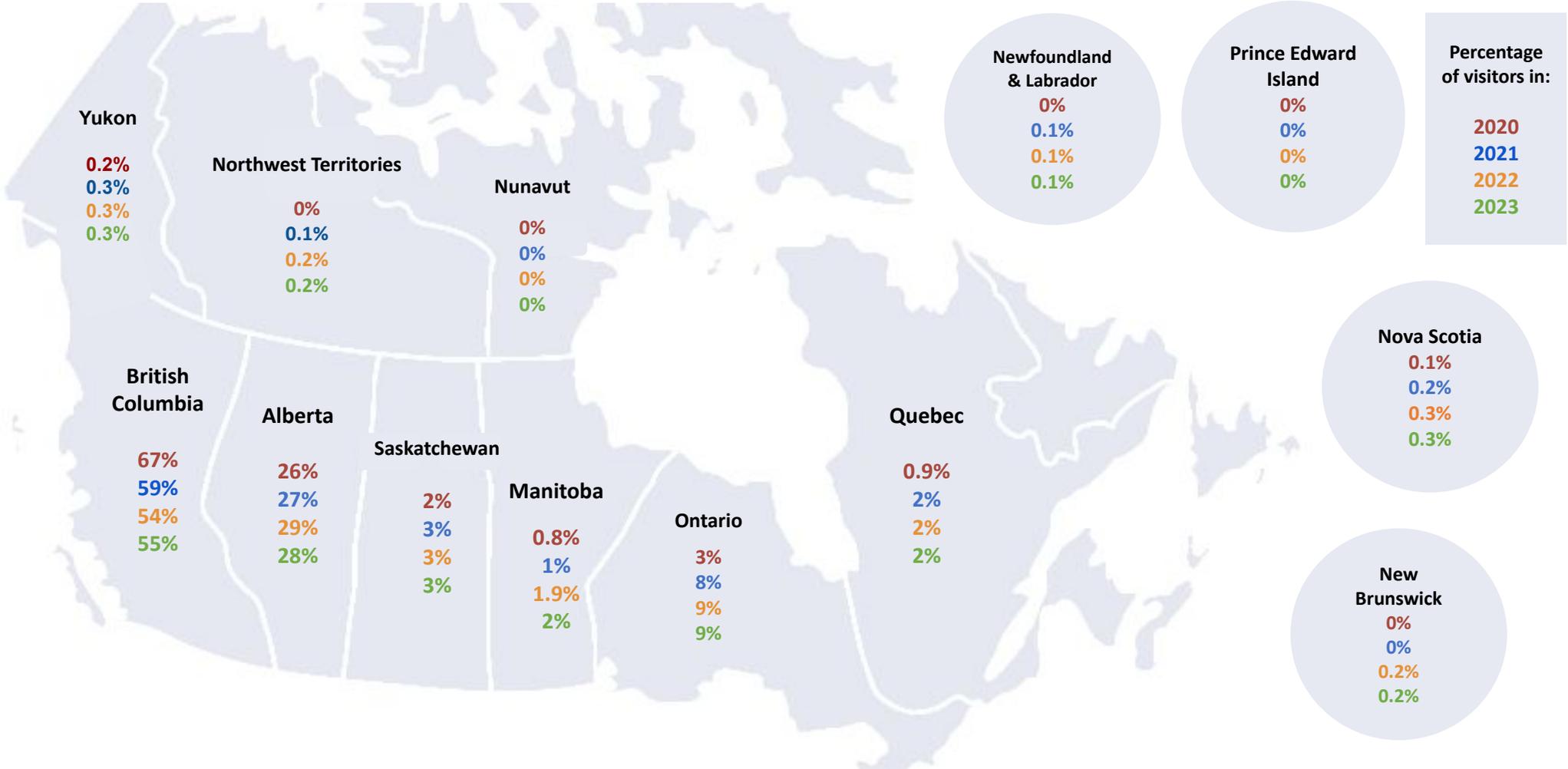
Q3 = July | August | September
 Note: All counts have been rounded to the nearest 100

Overview

During Q3 2020 British Columbia saw an average of **4,561,300** Domestic Visitors. During Q3 2021 the region saw **5,135,195** Domestic Visitors, in Q3 2022, **5,581,568** Domestic Visitors and in Q3 2023, **4,209,556** Domestic Visitors.

- **Decrease** of **8%** 2023 compared to 2020
- **Decrease** of **18%** 2023 compared to 2021
- **Decrease** of **25%** 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



Q4 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

British Columbia

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Overview

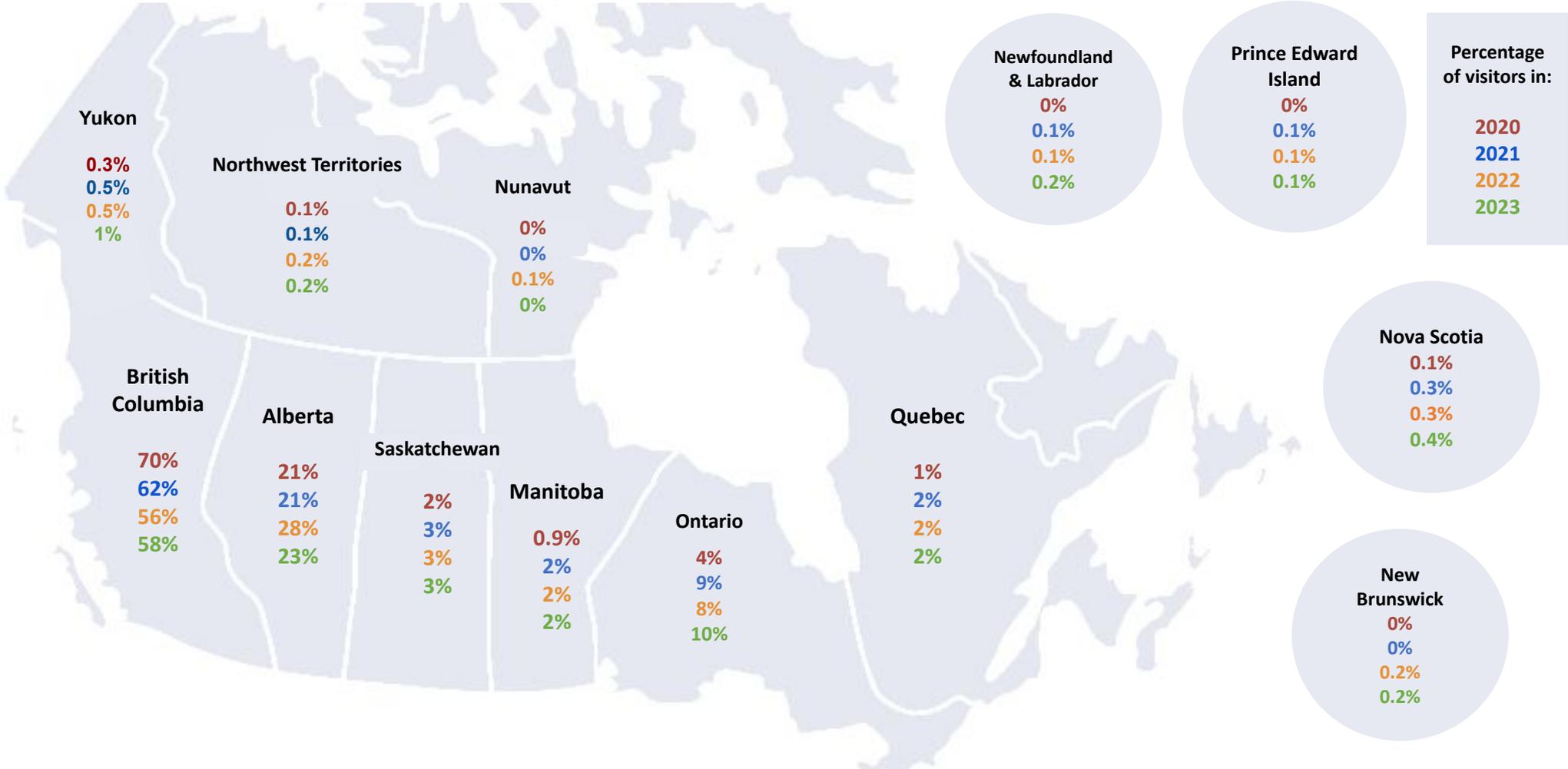
During Q4 2020 British Columbia saw an average of **1,890,100** Domestic Visitors. During Q4 2021 the region saw **2,671,400** Domestic Visitors, in Q4 2022, **3,759,200** Domestic Visitors and in Q4 2023, **2,880,700** Domestic Visitors.

- **Increase** of **52%** 2023 compared to 2020

- **Increase** of **8%** 2023 compared to 2021

- **Decrease** of **23%** 2023 compared to 2022

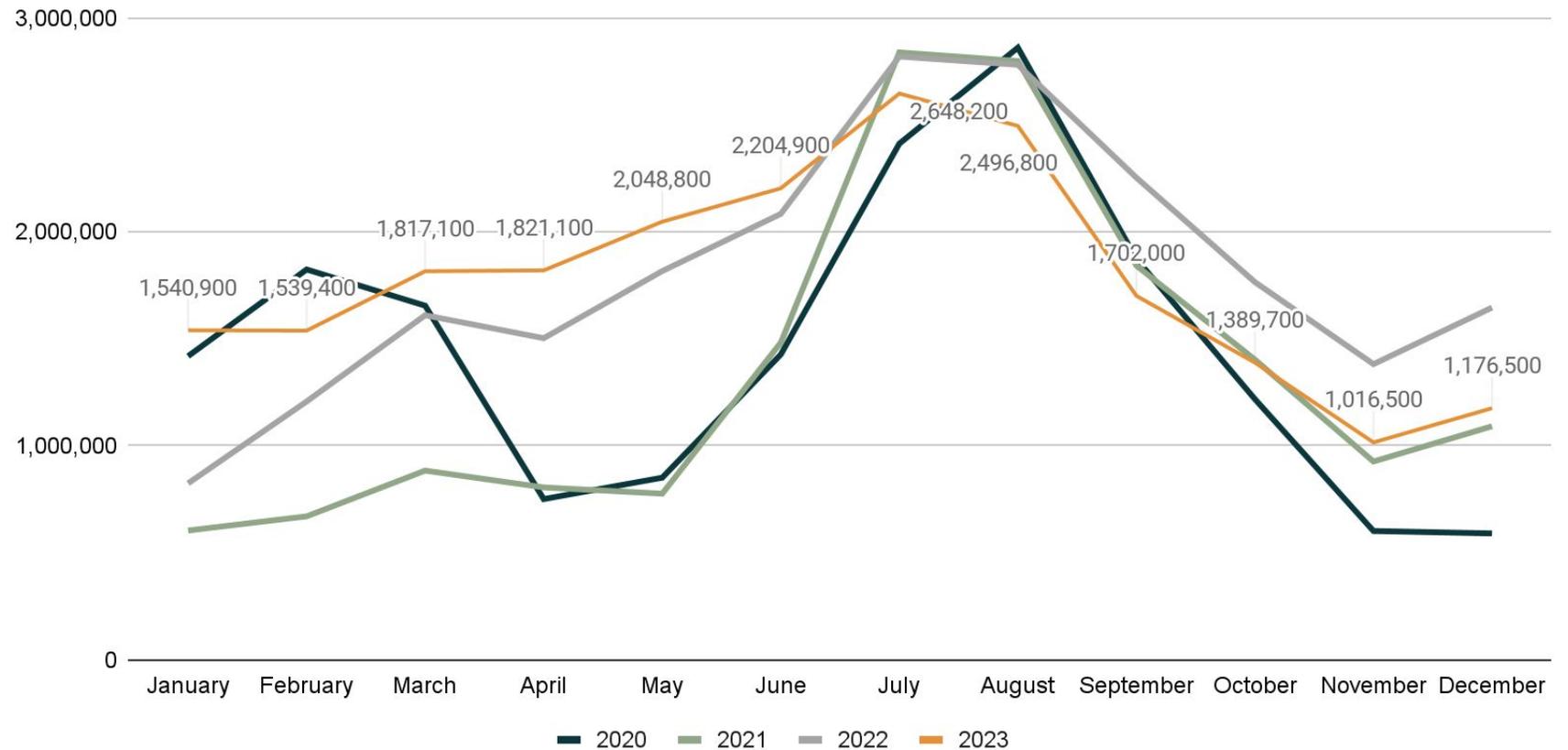
Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination



Canadian Visitation

Canadian Visitors Travelling to British Columbia by Month

- October 2023 saw a **14%** increase compared to 2020, a **1%** decrease compared to 2021 and a **21%** decrease compared to 2022
- November 2023 saw a **69%** increase compared to 2020, a **10%** increase compared to 2021 and a **26%** decrease compared to 2022
- December 2023 saw a **99%** increase compared to 2020, a **8%** increase compared to 2021 and a **29%** decrease compared to 2022

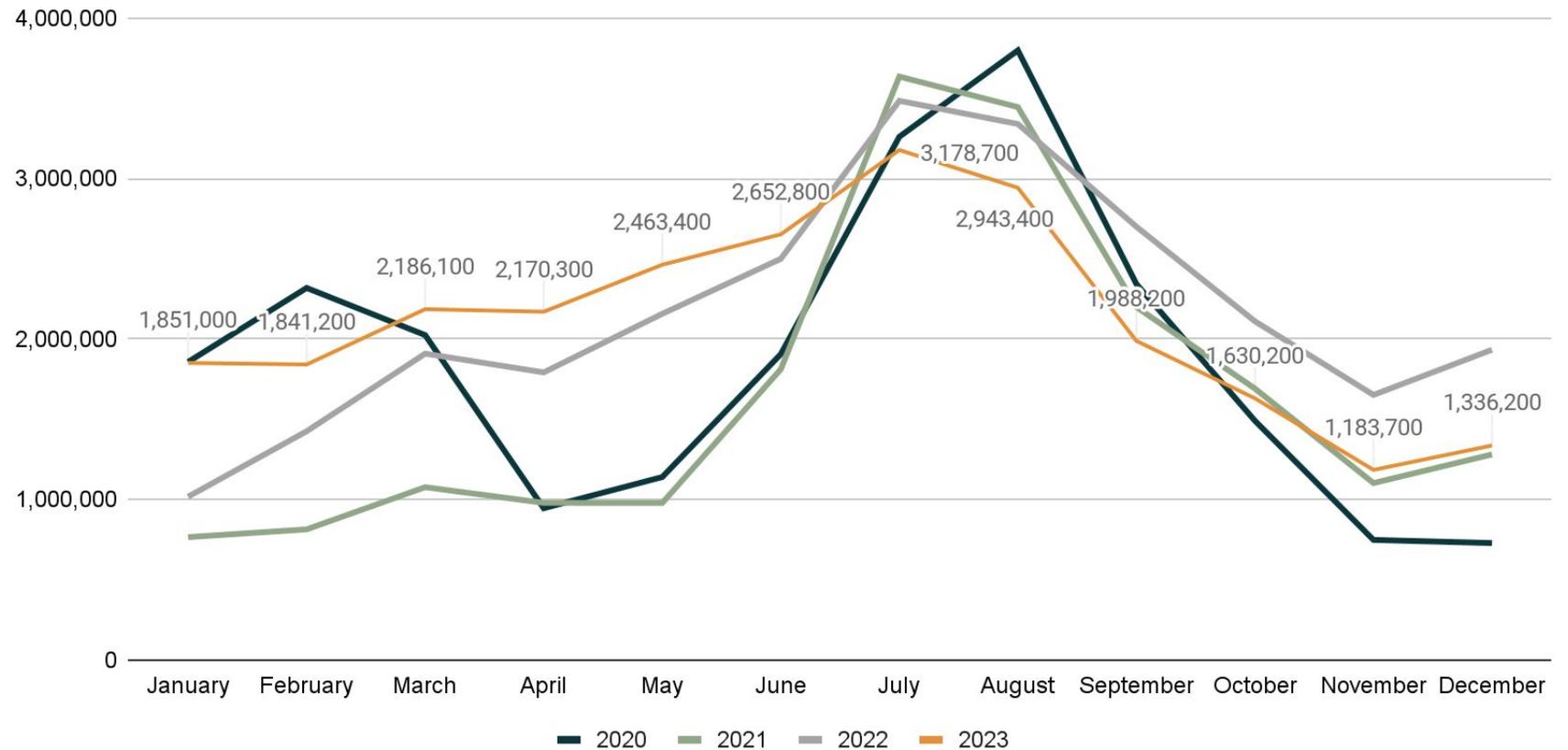


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Trips To British Columbia By Month

- October 2023 saw a **9%** increase compared to 2020, a **4%** decrease compared to 2021 and a **23%** decrease compared to 2022
- November 2023 saw a **58%** increase compared to 2020, a **7%** increase compared to 2021 and a **28%** decrease compared to 2022
- December 2023 saw a **84%** increase compared to 2020, a **4%** increase compared to 2021 and a **31%** decrease compared to 2022

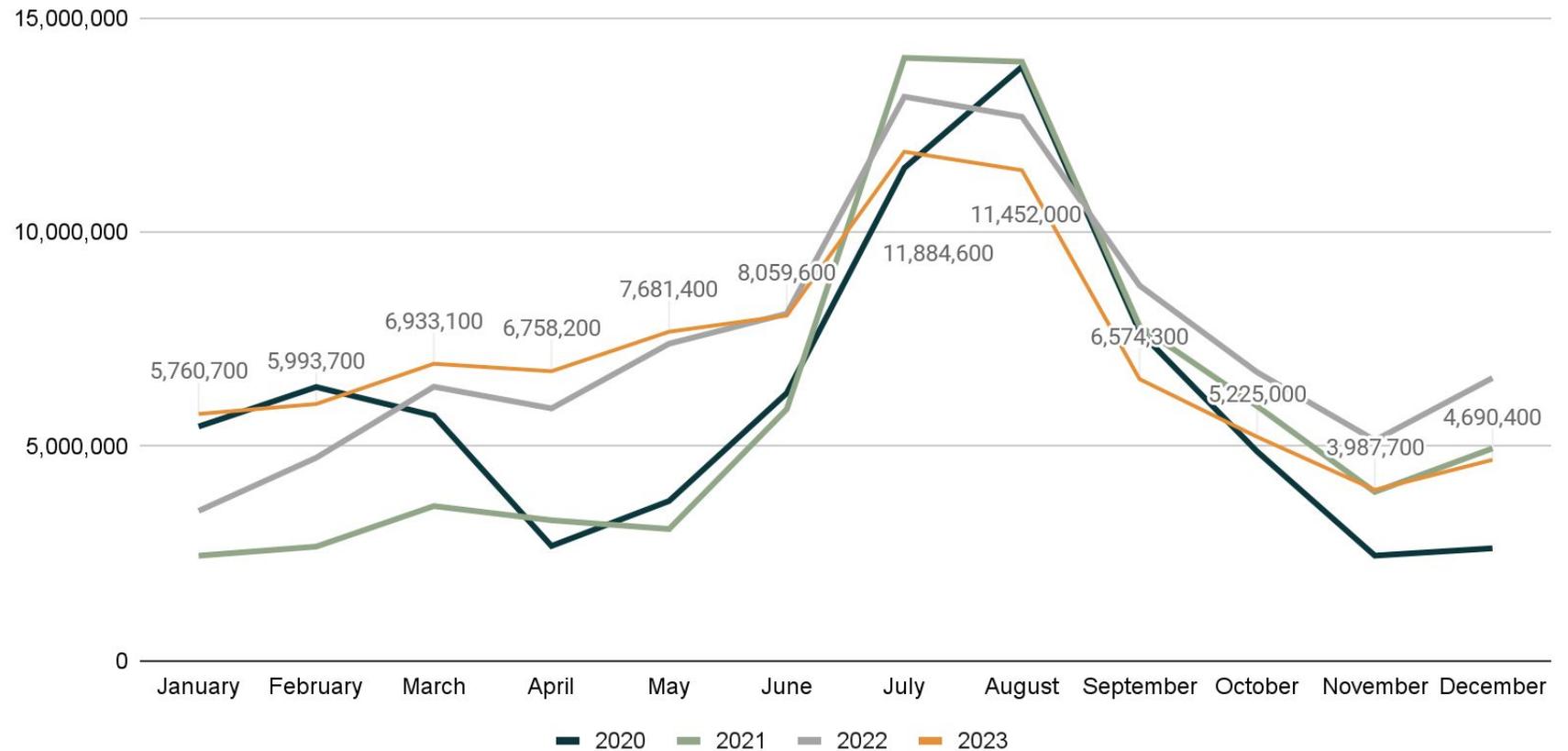


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Overnight Stays In British Columbia By Month

- October 2023 saw a **7%** increase compared to 2020, a **12%** decrease compared to 2021 and a **22%** decrease compared to 2022
- November 2023 saw a **63%** increase compared to 2020, a **1%** increase compared to 2021 and a **22%** decrease compared to 2022
- December 2023 saw a **79%** increase compared to 2020, a **10%** increase compared to 2021 and a **26%** 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.

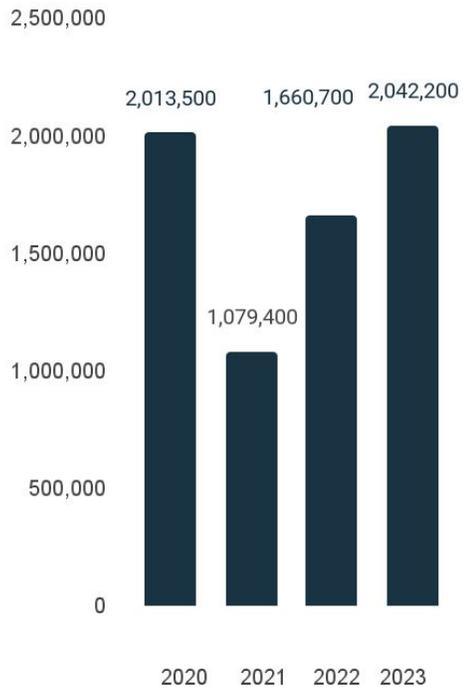


British Columbia Insights

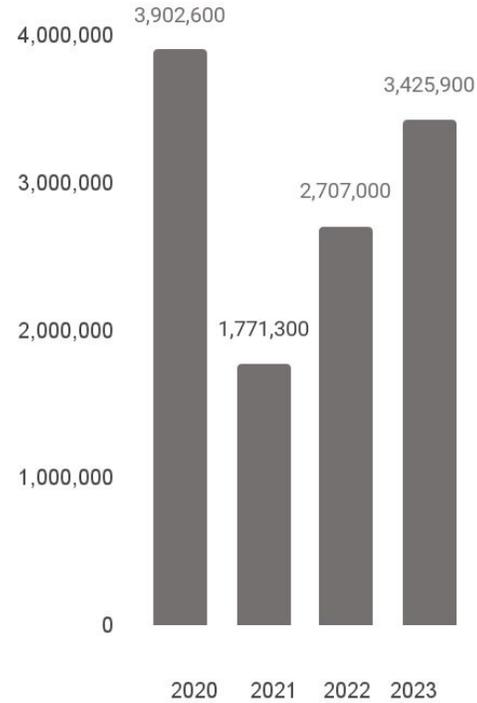
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

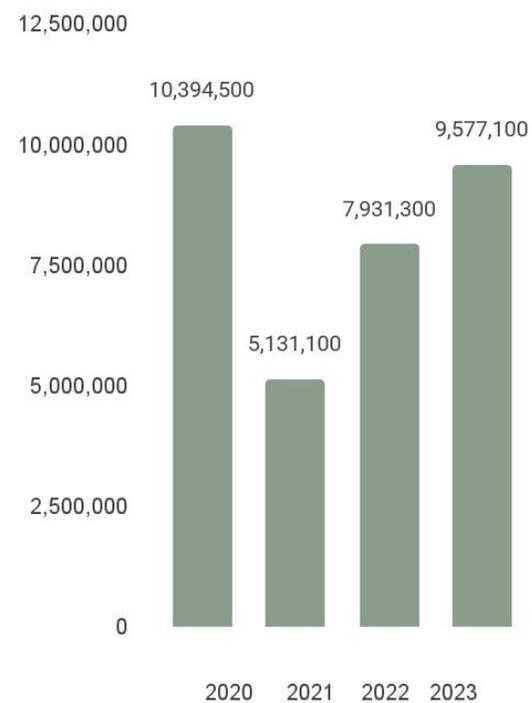
Number of Visitors to BC from BC in Q1



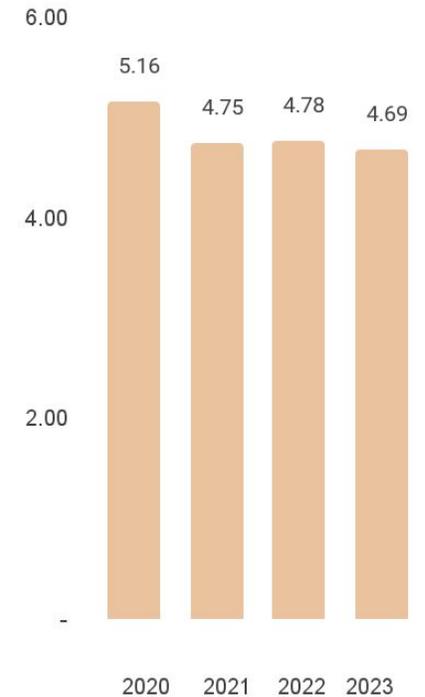
Number of Trips to BC from BC in Q1



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

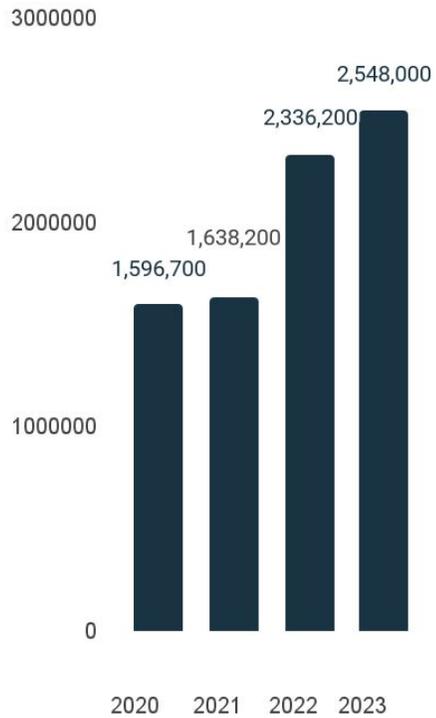
British Columbia Visitation

2023 Visitor Highlights

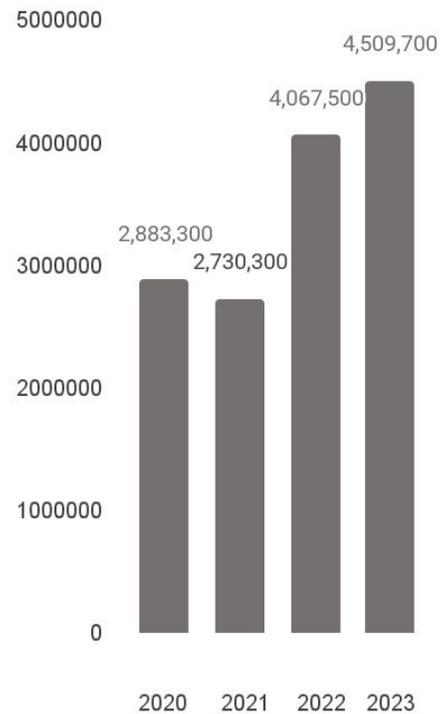
BC Residents Travelling To British Columbia By Quarter

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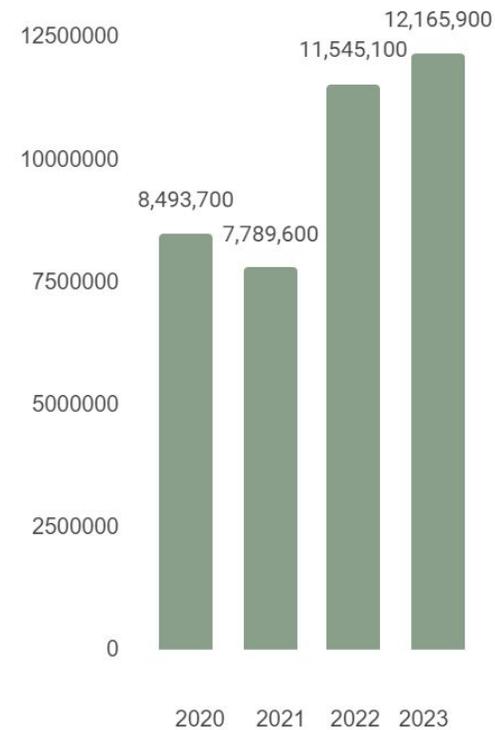
Number of Visitors to BC from BC in Q2



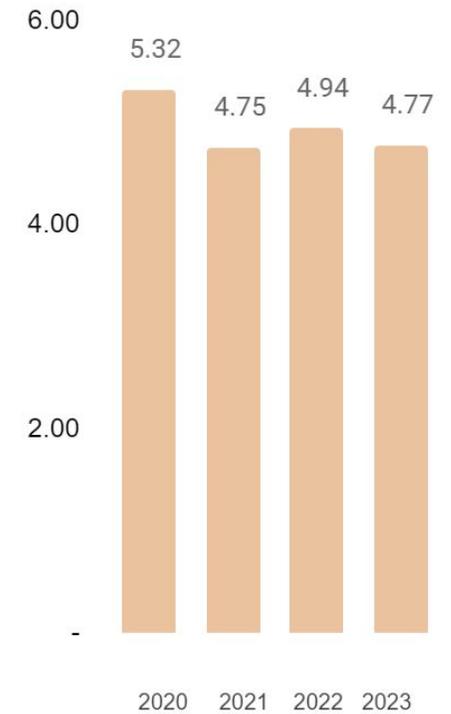
Number of Trips to BC from BC in Q2



Number of Nights Stayed in BC from BC in Q2



Length of Stay in BC from BC in Q2



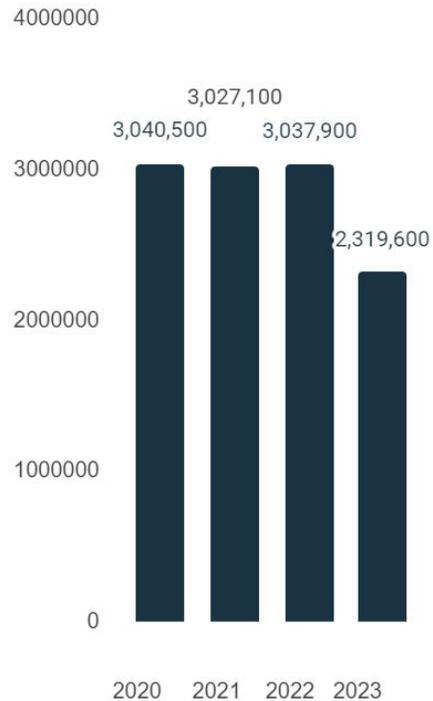
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

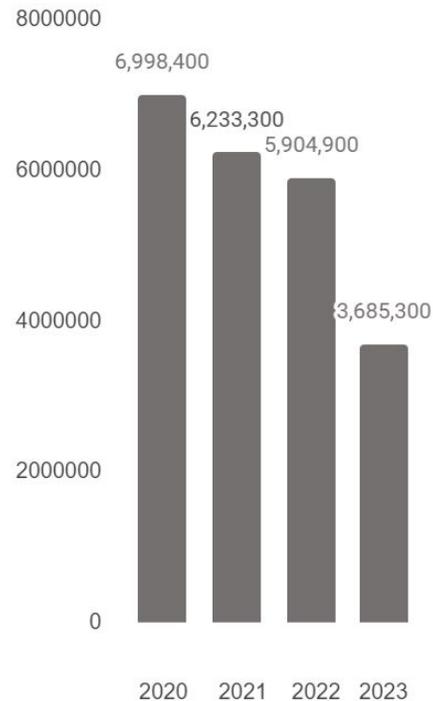
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

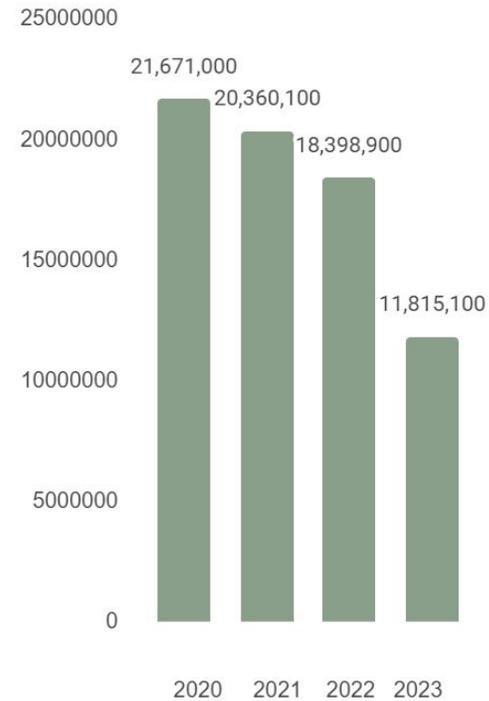
Number of Visitors to BC from BC in Q3



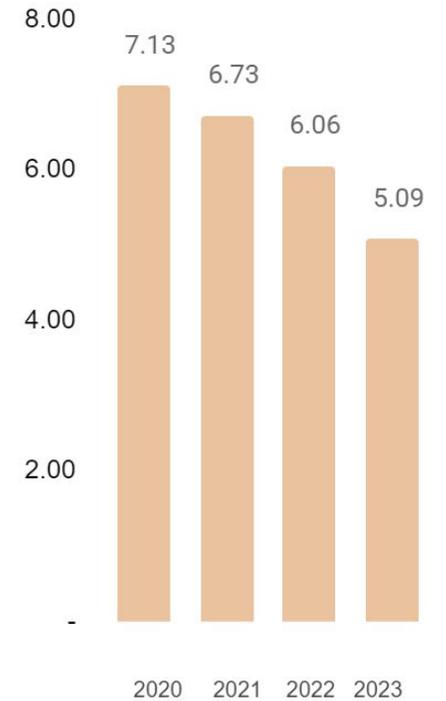
Number of Trips to BC from BC in Q3



Number of Nights Stayed in BC from BC in Q3



Length of Stay in BC from BC in Q3



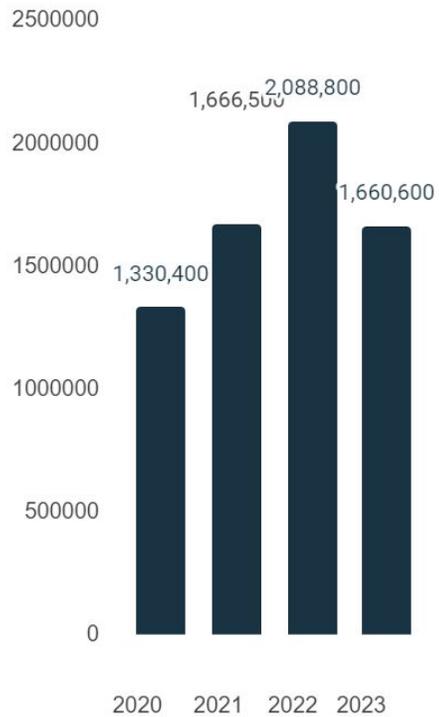
Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

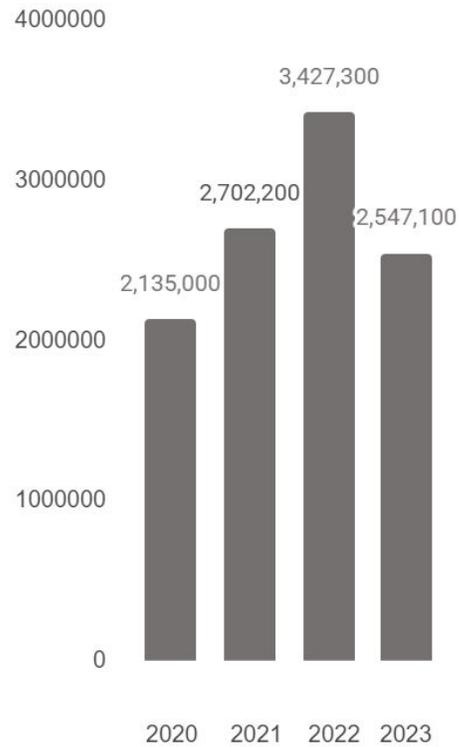
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

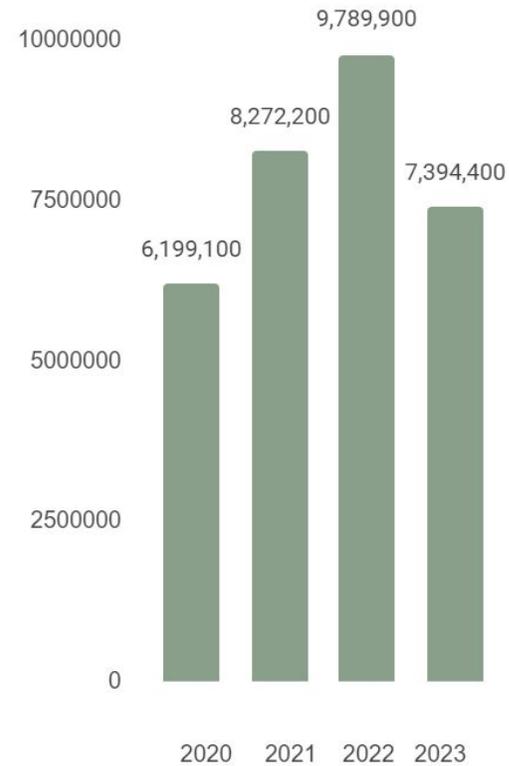
Number of Visitors to BC
from BC in Q4



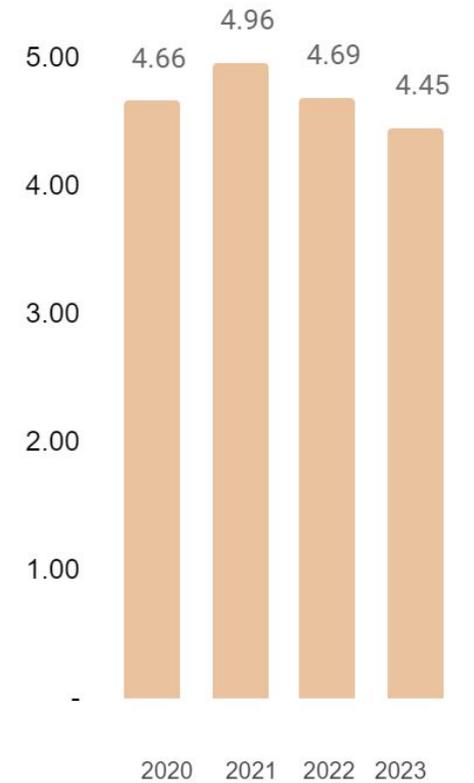
Number of Trips to BC
from BC in Q4



Number of Nights Stayed in BC
from BC in Q4



Length of Stay in BC
from BC in Q4



Q4 = October | November | December

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
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
Vancouver	174,700
Surrey	132,100
Kelowna	61,900
Burnaby	54,800
Kamloops	50,900
Richmond	49,000
Abbotsford	48,700
Saanich	45,000
Langley	40,300
Coquitlam	40,300

City	2021 Visitor Count
Vancouver	175,200
Surrey	133,800
Kelowna	64,600
Burnaby	55,700
Kamloops	52,100
Richmond	48,700
Abbotsford	47,000
Saanich	41,800
Langley	39,800
Coquitlam	39,200

City	2022 Visitor Count
Vancouver	258,700
Surrey	199,600
Burnaby	88,400
Kelowna	86,800
Richmond	78,200
Abbotsford	73,600
Saanich	66,900
Kamloops	65,600
Coquitlam	61,200
Langley	58,900

City	2023 Visitor Count
Vancouver	276,000
Surrey	216,000
Kelowna	100,700
Burnaby	96,800
Richmond	84,500
Abbotsford	80,900
Saanich	75,600
Kamloops	74,000
Coquitlam	65,000
Nanaimo	63,400

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC Visitors To British Columbia By Quarter – Q3

Number of Visitors To British Columbia By Origin City

2023 Visitor Highlights

bcrts

City	2020 Visitor Count
Vancouver	377,000
Surrey	292,000
Burnaby	130,400
Richmond	115,900
Kelowna	98,100
Coquitlam	92,100
Abbotsford	90,500
Langley	85,800
Saanich	78,800
Kamloops	76,700

City	2021 Visitor Count
Vancouver	368,000
Surrey	291,100
Burnaby	129,400
Richmond	116,200
Kelowna	100,900
Abbotsford	93,000
Coquitlam	90,800
Langley	84,300
Saanich	80,900
Kamloops	76,900

City	2022 Visitor Count
Vancouver	360,900
Surrey	284,900
Burnaby	129,500
Richmond	115,500
Kelowna	106,500
Abbotsford	96,400
Coquitlam	89,000
Saanich	82,400
Langley	82,000
Kamloops	76,200

City	2023 Visitor Count
Vancouver	278,400
Surrey	221,500
Burnaby	98,600
Richmond	87,900
Kelowna	80,500
Abbotsford	71,700
Coquitlam	69,400
Langley	63,800
Saanich	61,000
Kamloops	60,100

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

BC Visitors To British Columbia By Quarter – Q4

Number of Visitors To British Columbia By Origin City

2023 Visitor Highlights

bcrts

City	2020 Visitor Count
Vancouver	156,300
Surrey	106,700
Nanaimo	46,300
Saanich	45,600
Victoria	41,000
Burnaby	39,900
Richmond	37,900
Coquitlam	33,900
Langley	33,100
Campbell River	32,500

City	2021 Visitor Count
Vancouver	186,800
Surrey	126,300
Nanaimo	59,000
Burnaby	58,100
Richmond	53,300
Saanich	51,700
Coquitlam	49,000
Victoria	45,800
Langley	43,600
North Vancouver	40,700

City	2022 Visitor Count
Vancouver	209,600
Surrey	157,600
Burnaby	81,400
Nanaimo	70,100
Richmond	69,200
Saanich	69,200
Coquitlam	63,500
Langley	61,000
Victoria	56,300
Abbotsford	50,000

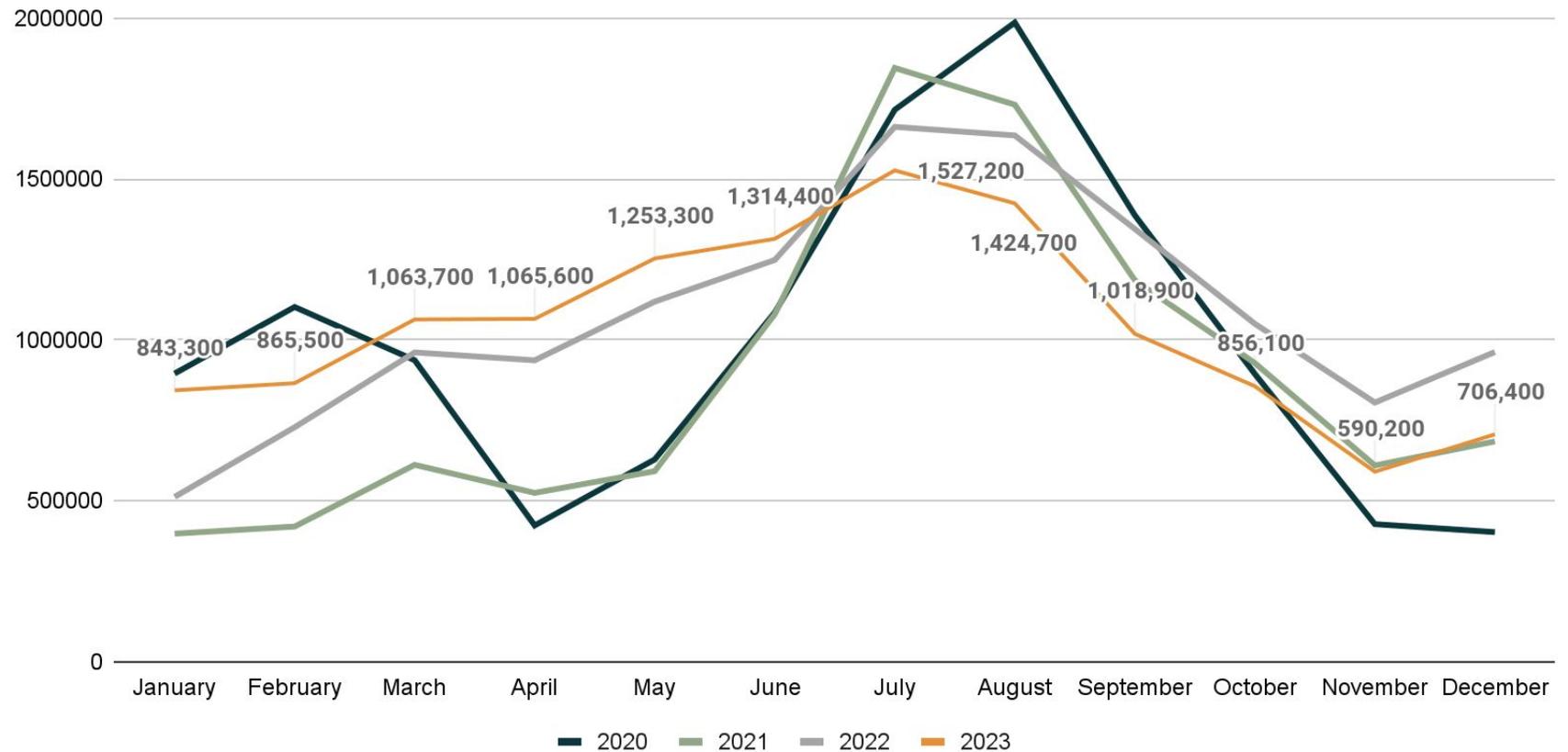
City	2023 Visitor Count
Vancouver	177,700
Surrey	125,600
Kelowna	61,200
Burnaby	57,700
Abbotsford	55,300
Richmond	49,900
Kamloops	49,200
Saanich	47,200
Nanaimo	45,000
Coquitlam	38,700

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

British Columbian Visitation

BC Visitors Travelling To British Columbia By Month

- October 2023 saw a **4%** decrease compared to 2020, a **8%** decrease compared to 2021 and a **18%** decrease compared to 2022
- November 2023 saw a **38%** increase compared to 2020, a **3%** decrease compared to 2021 and a **27%** decrease compared to 2022
- December 2023 saw a **76%** increase compared to 2020, a **3%** increase compared to 2021 and a **27%** decrease compared to 2022

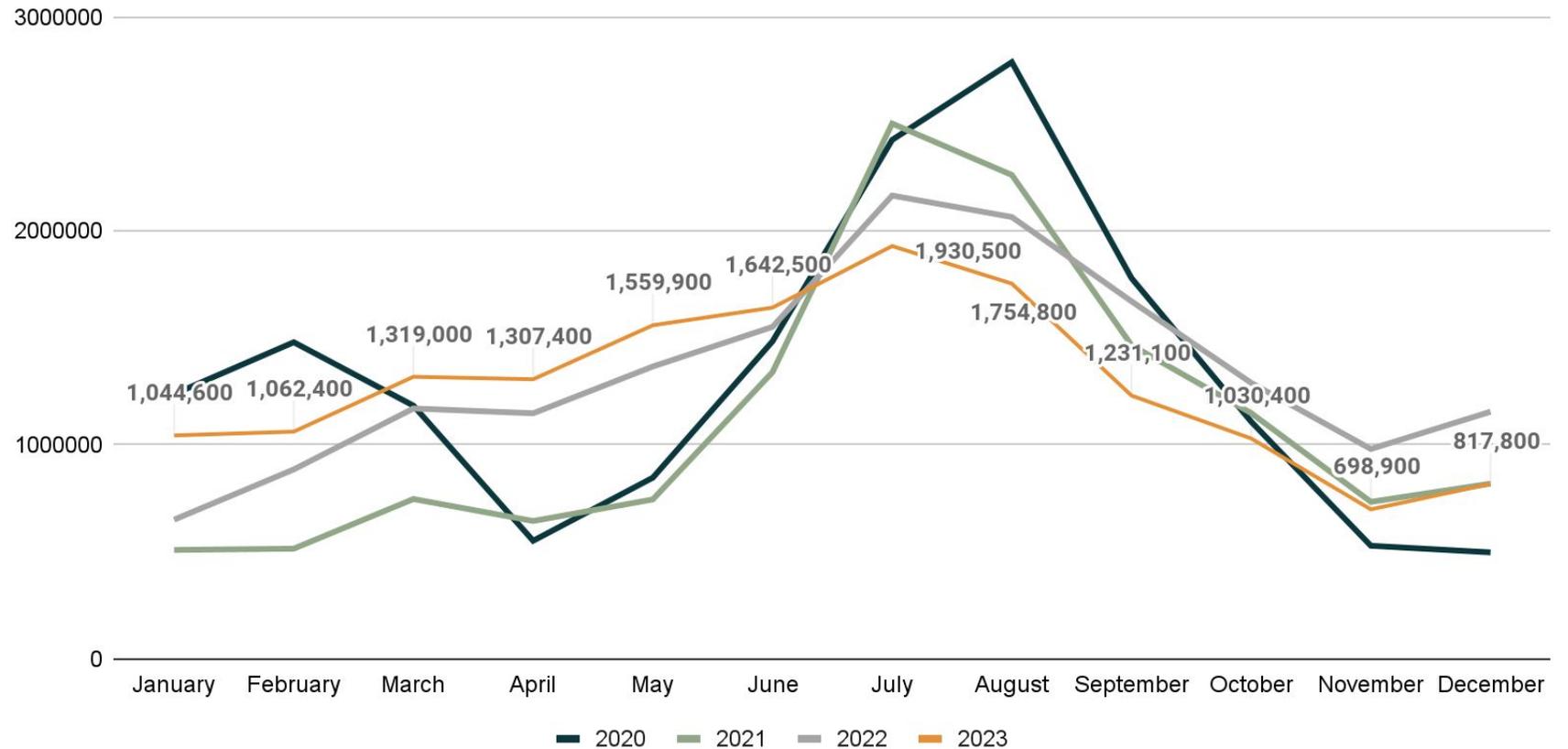


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

British Columbian Visitation

BC Trips To British Columbia By Month

- October 2023 saw a **4%** decrease compared to 2020, a **10%** decrease compared to 2021 and a **20%** decrease compared to 2022
- November 2023 saw a **32%** increase compared to 2020, a **5%** decrease compared to 2021 and a **29%** decrease compared to 2022
- December 2023 saw a **64%** increase compared to 2020, a **0.2%** decrease compared to 2021 and a **29%** decrease compared to 2022

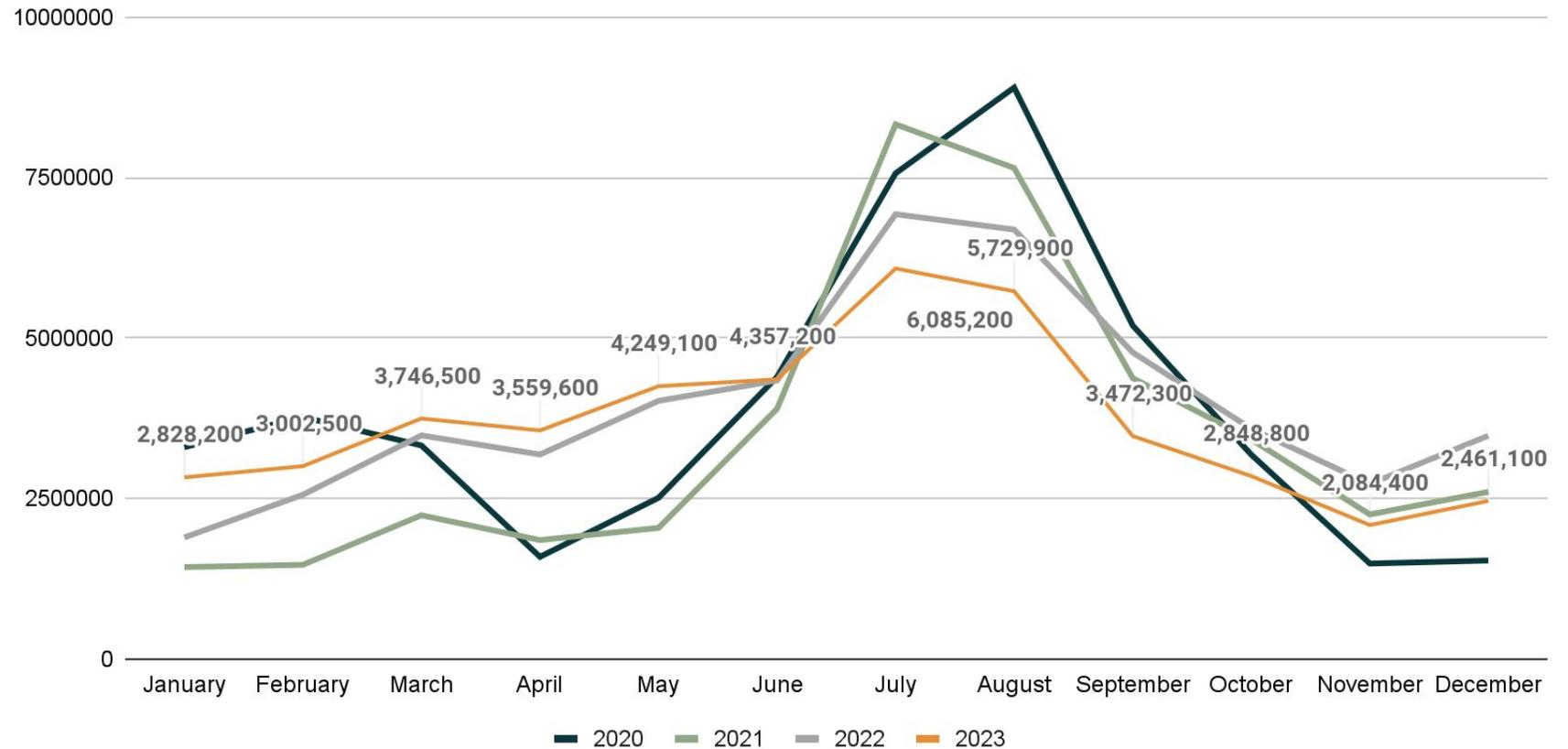


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

British Columbian Visitation

BC Overnight Stays In British Columbia By Month

- October 2023 saw a **10%** decrease compared to 2020, a **17%** decrease compared to 2021 and a **21%** decrease compared to 2022
- November 2023 saw a **40%** increase compared to 2020, a **7%** decrease compared to 2021 and a **24%** decrease compared to 2022
- December 2023 saw a **61%** increase compared to 2020, a **5%** decrease compared to 2021 and a **29%** 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/British Columbia Regional Visitation

2023 Visitor Highlights

British Columbia

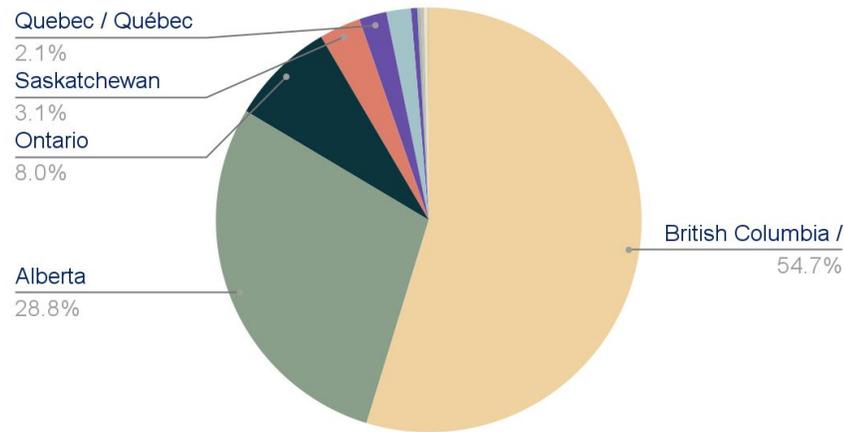
bcrts

Overview

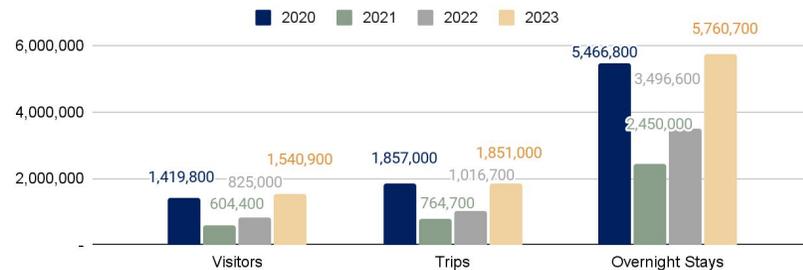
The number of visitors to British Columbia from Canadian travelers increased by **9%** when comparing January 2023 to January 2020.

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

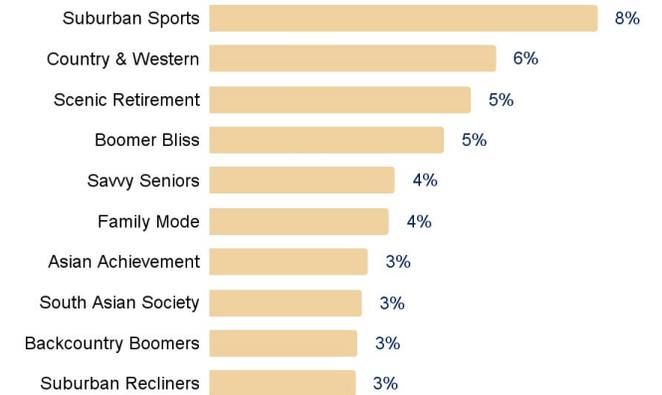
Percentage of Visitors to British Columbia by Province January 2023



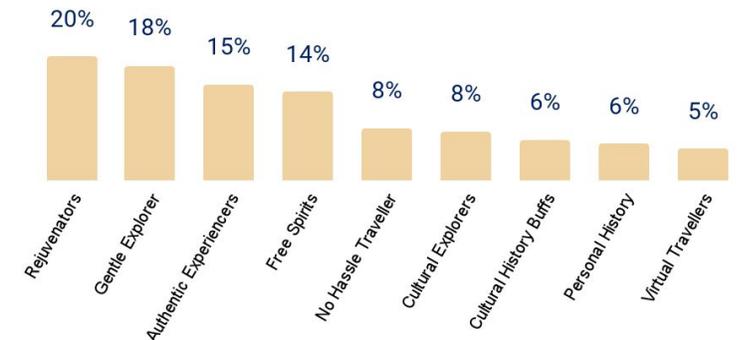
Canadian Visitors to British Columbia January 2020-2023



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

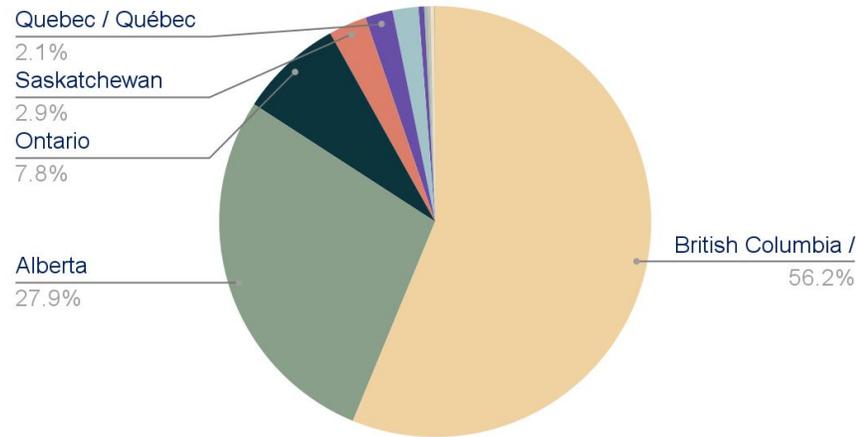
British Columbia

Overview

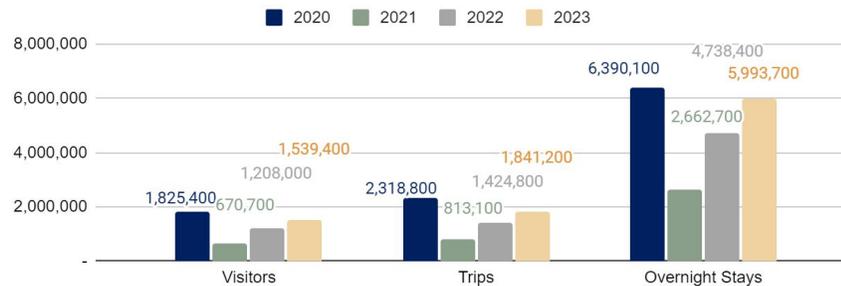
The number of visitors to British Columbia from Canadian travelers decreased by **-16%** when comparing February 2023 to February 2020.

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

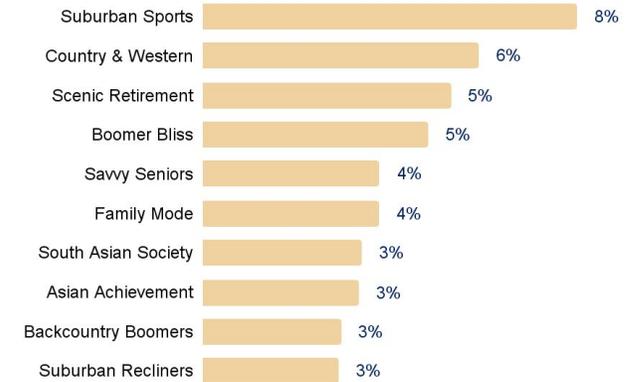
Percentage of Visitors to British Columbia by Province February 2023



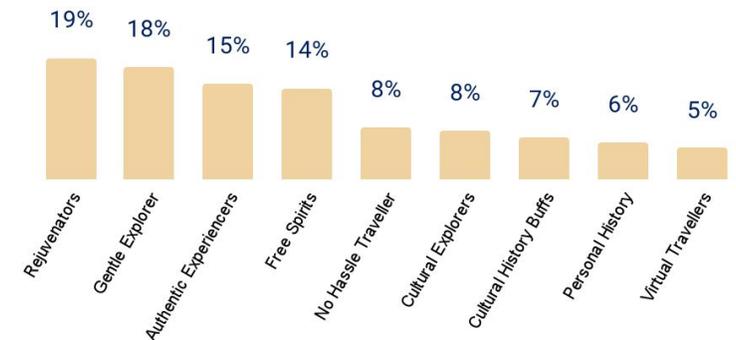
Canadian Visitors to British Columbia February 2020-2023



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

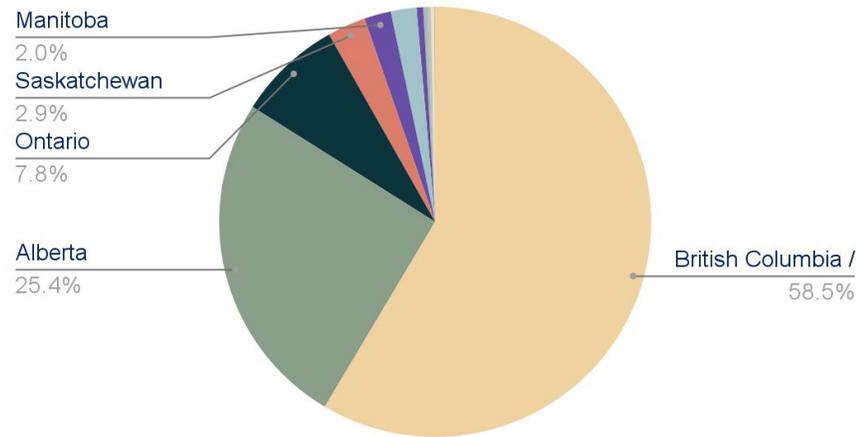
British Columbia

Overview

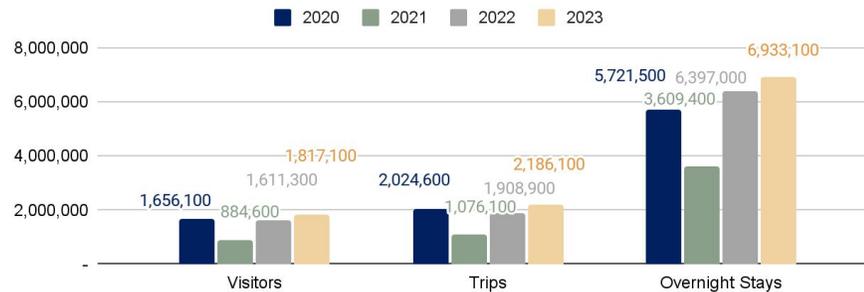
The number of visitors to British Columbia from Canadian travelers increased by **10%** when comparing March 2023 to March 2020.

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

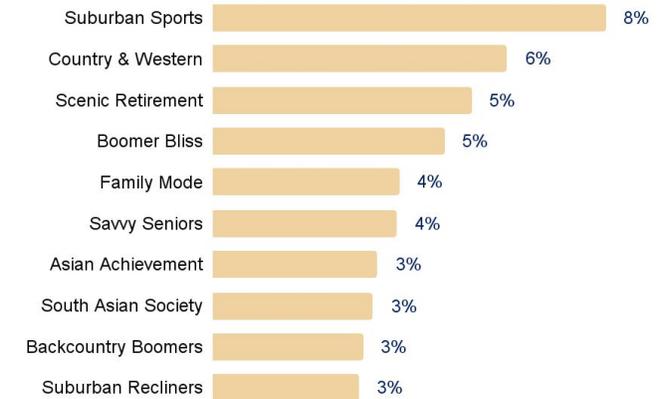
Percentage of Visitors to British Columbia by Province March 2023



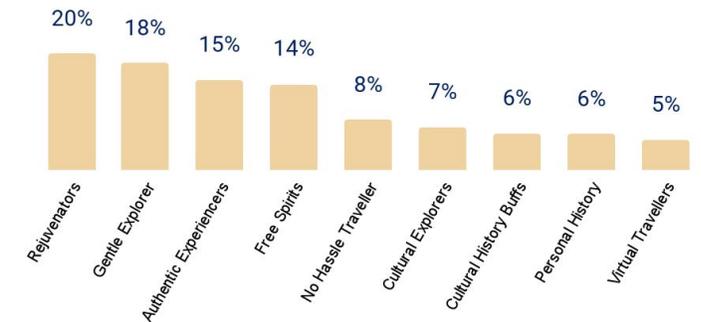
Canadian Visitors to British Columbia March 2020-2023



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

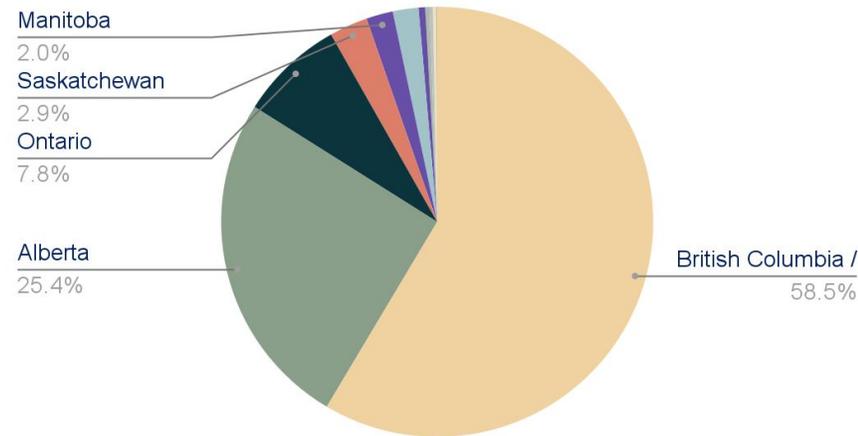
British Columbia

Overview

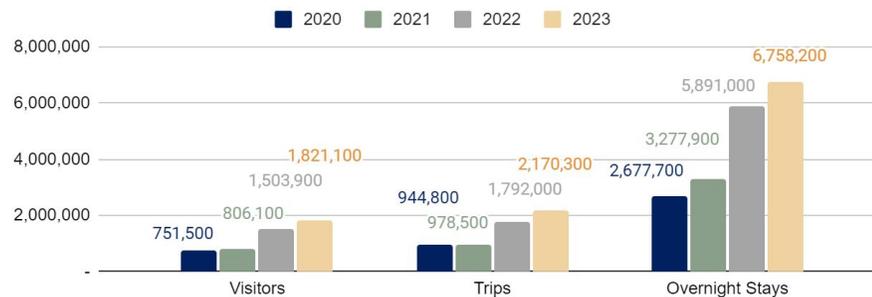
The number of visitors to British Columbia from Canadian travelers increased by **142%** when comparing April 2023 to April 2020.

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

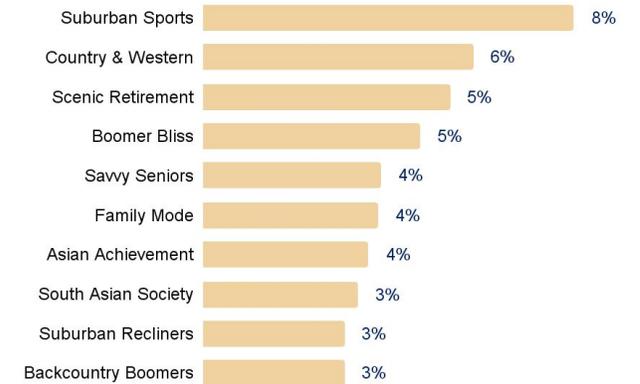
Percentage of Visitors to British Columbia by Province April 2023



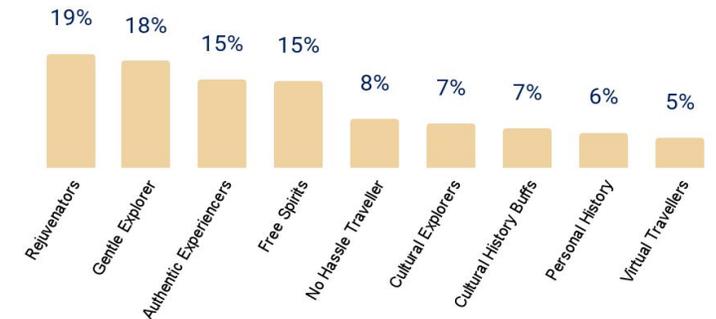
Canadian Visitors to British Columbia April 2020-2023



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

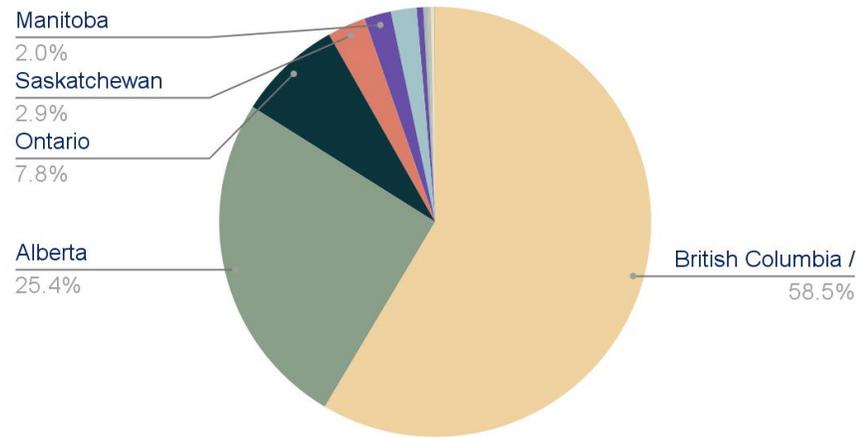
bcrts

Overview

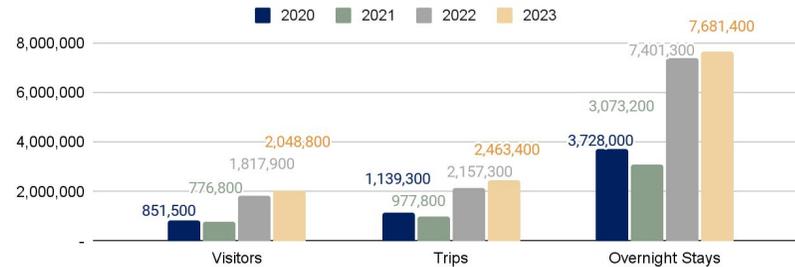
The number of visitors to British Columbia from Canadian travelers increased by **141%** when comparing May 2023 to May 2020.

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

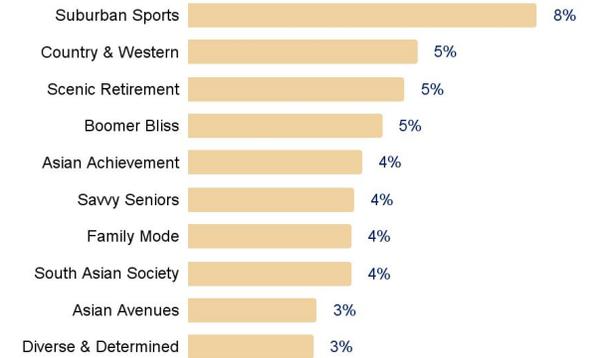
Percentage of Visitors to British Columbia by Province May 2023



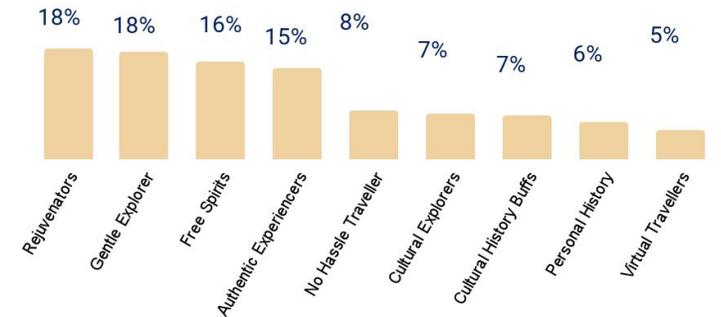
Canadian Visitors to British Columbia May 2020-2023



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

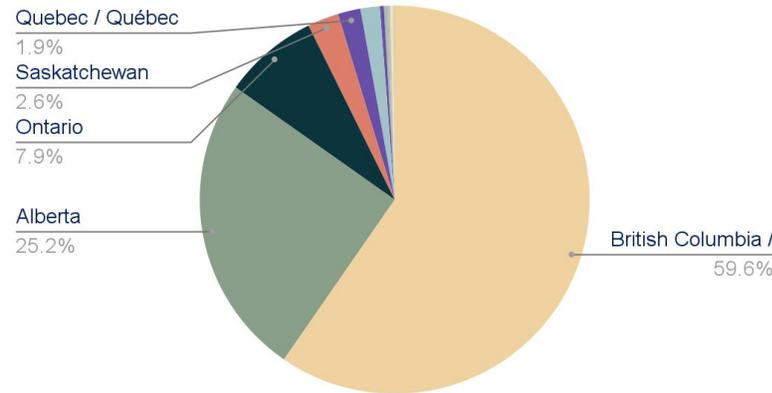
British Columbia

Overview

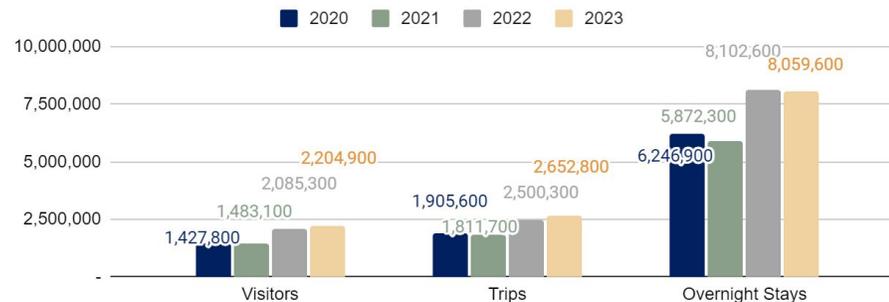
The number of visitors to British Columbia from Canadian travelers increased by **54%** when comparing June 2023 to June 2020.

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

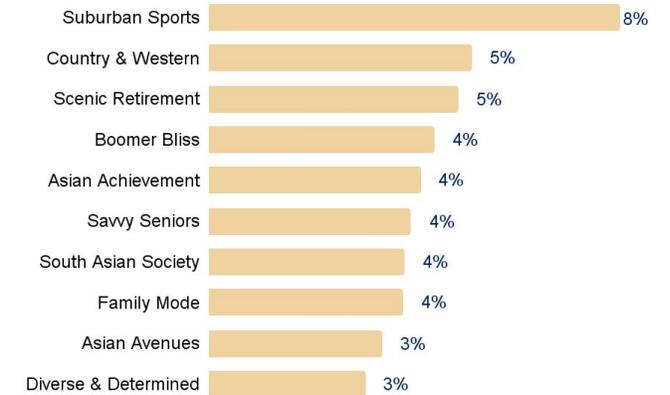
Percentage of Visitors to British Columbia by Province June 2023



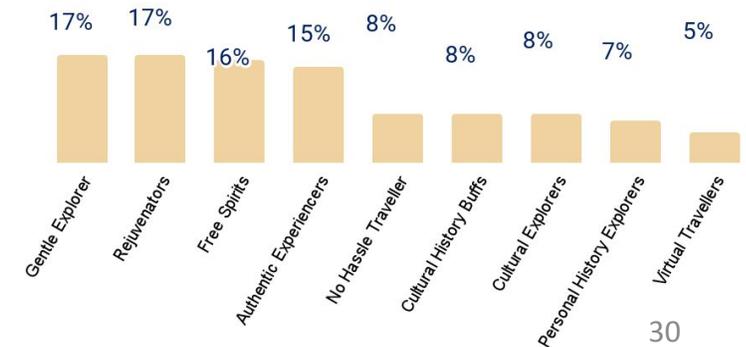
Canadian Visitors to British Columbia June 2020-2023



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

July 2023 Canada/British Columbia Regional Visitation

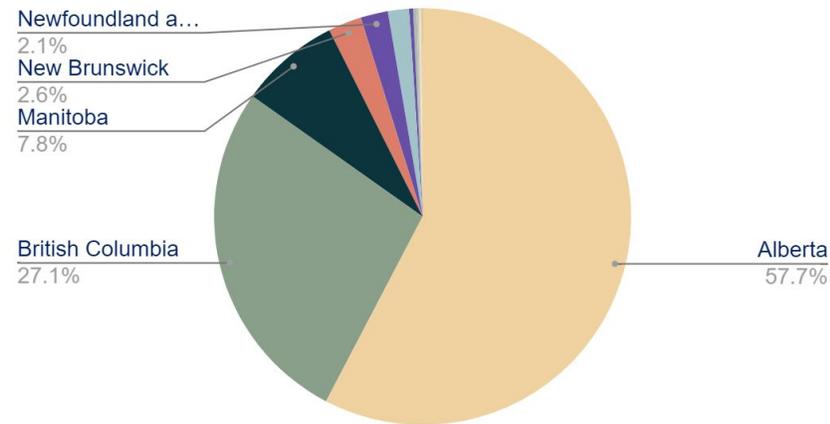
British Columbia

Overview

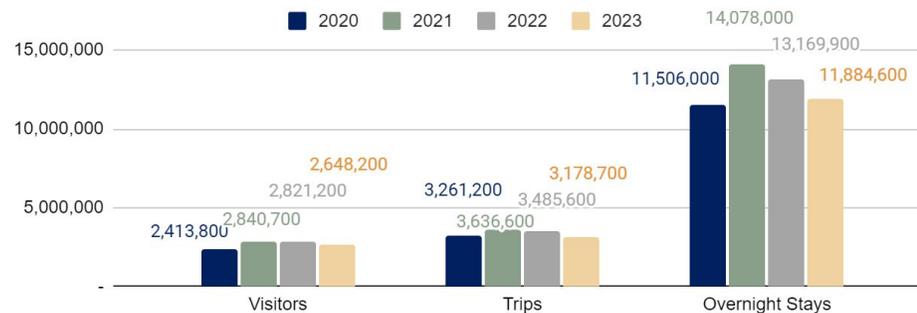
The number of visitors to British Columbia from Canadian travelers increased by **10%** when comparing July 2023 to July 2020.

Visitors decreased by **-7%** when compared to July 2021, and decreased by **-6%** when compared to July 2022.

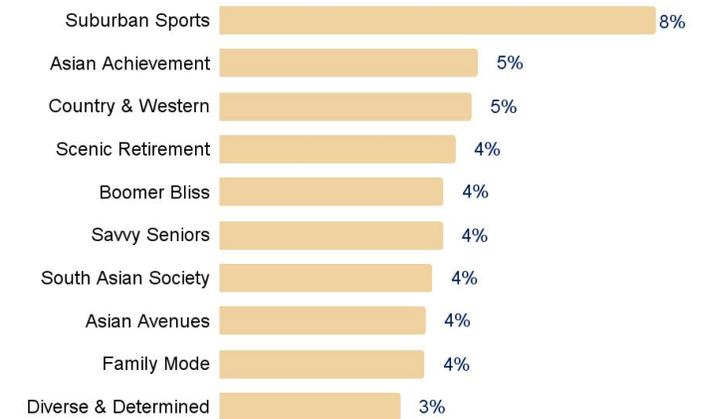
Percentage of Visitors to British Columbia by Province July 2023



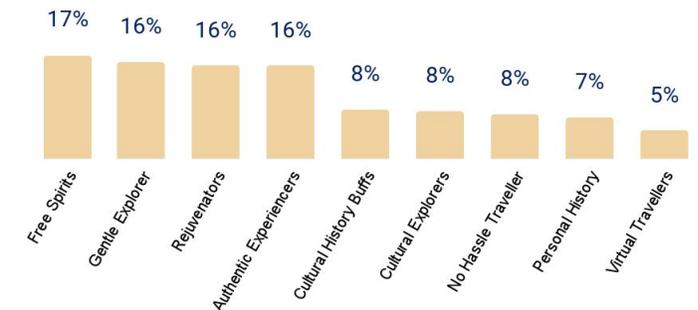
Canadian Visitors to British Columbia July 2020-2023



July 2023 BC Visitors by PRIZM Segment



July 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

August 2023 Canada/British Columbia Regional Visitation

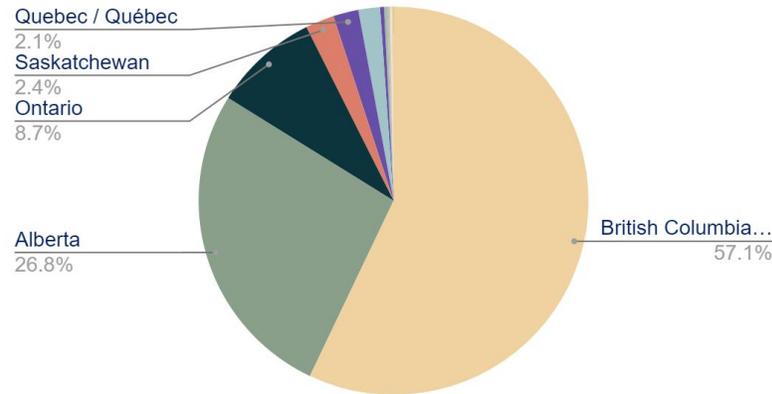
British Columbia

Overview

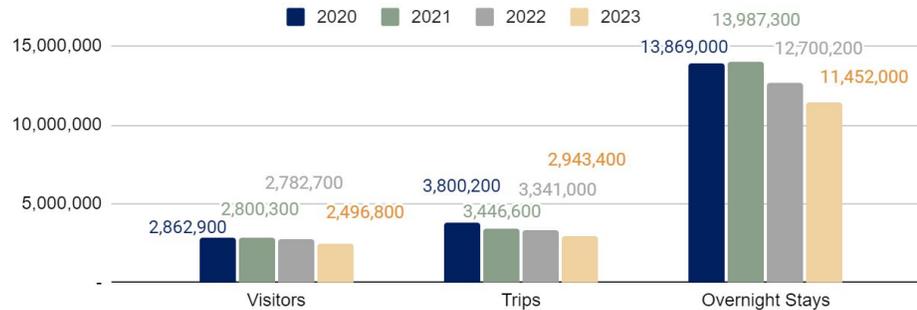
The number of visitors to British Columbia from Canadian travelers decreased by **-13%** when comparing August 2023 to August 2020.

Visitors decreased by **-11%** when compared to August 2021, and decreased by **-10%** when compared to August 2022.

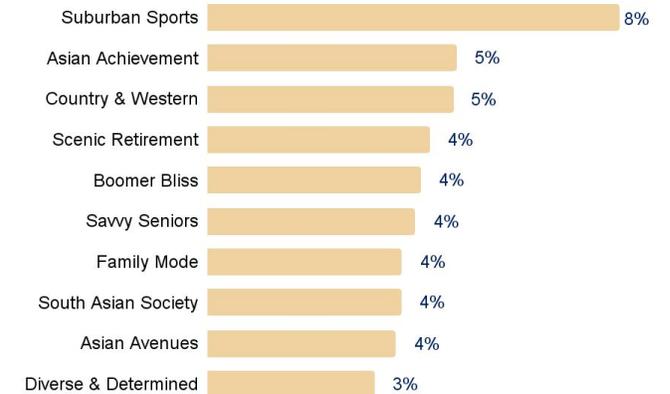
Percentage of Visitors to British Columbia by Province August 2023



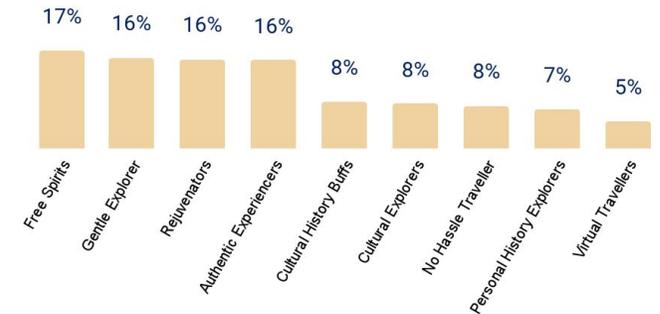
Canadian Visitors to British Columbia August 2020-2023



August 2023 BC Visitors by PRIZM Segment



August 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

Sept 2023 Canada/British Columbia Regional Visitation

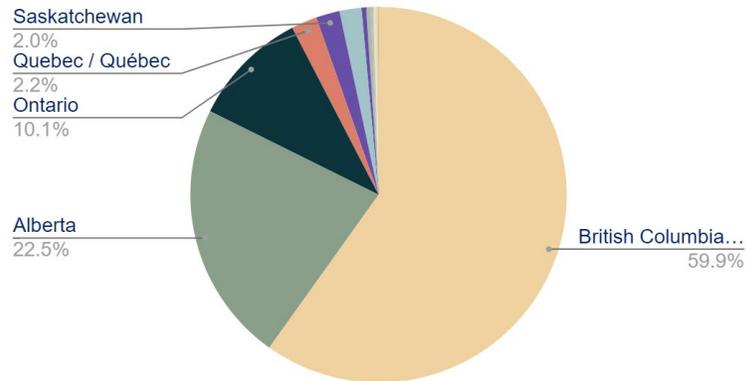
British Columbia

Overview

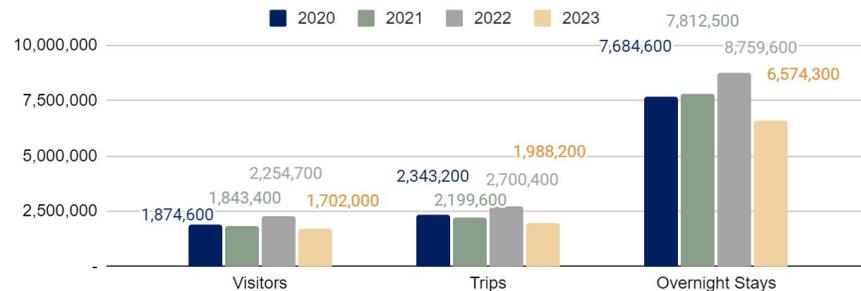
The number of visitors to British Columbia from Canadian travelers decreased by **-9%** when comparing September 2023 to September 2020.

Visitors decreased by **-8%** when compared to September 2021, and decreased by **-25%** when compared to September 2022.

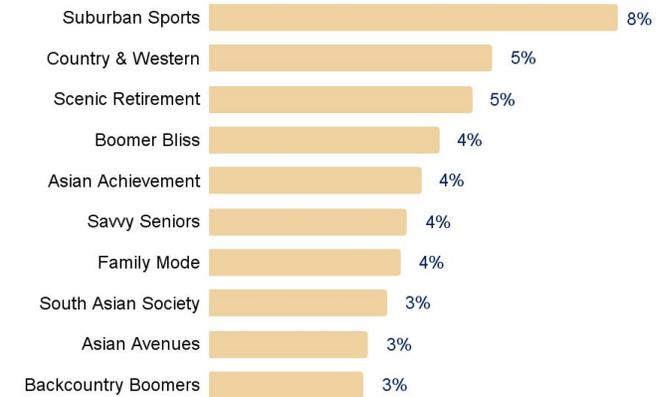
Percentage of Visitors to British Columbia by Province September 2023



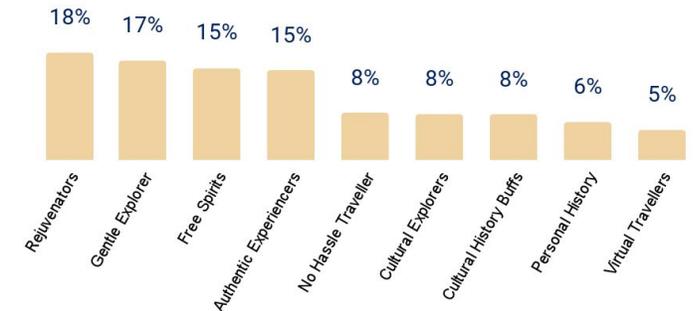
Canadian Visitors to British Columbia September 2020-2023



September 2023 BC Visitors by PRIZM Segment



September 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

Oct 2023 Canada/British Columbia Regional Visitation

2023 Visitor Highlights

British Columbia

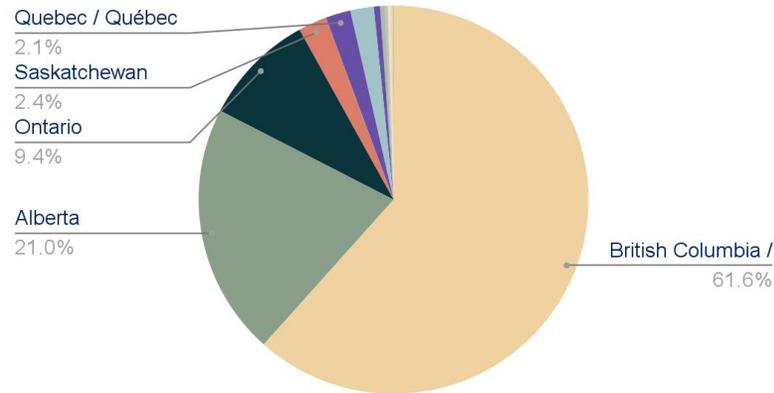
bcrts

Overview

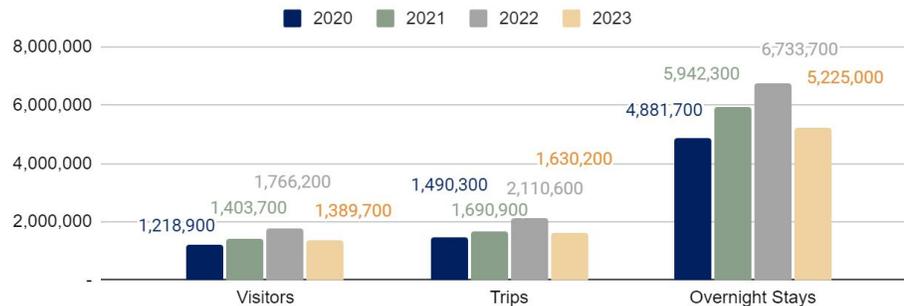
The number of visitors to British Columbia from Canadian travelers increased by **14%** when comparing October 2023 to October 2020.

Visitors decreased by **-1%** when compared to October 2021, and decreased by **-21%** when compared to October 2022.

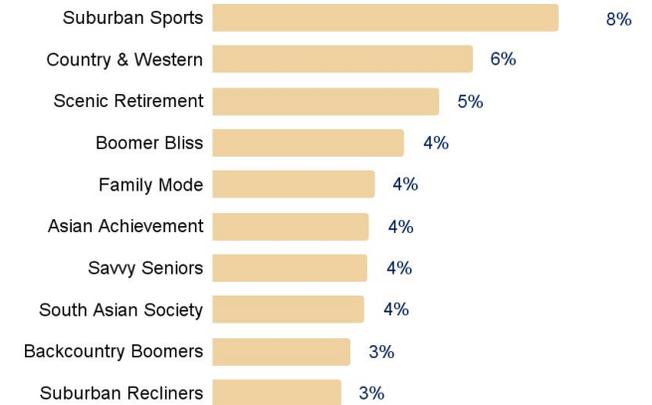
Percentage of Visitors to British Columbia by Province October 2023



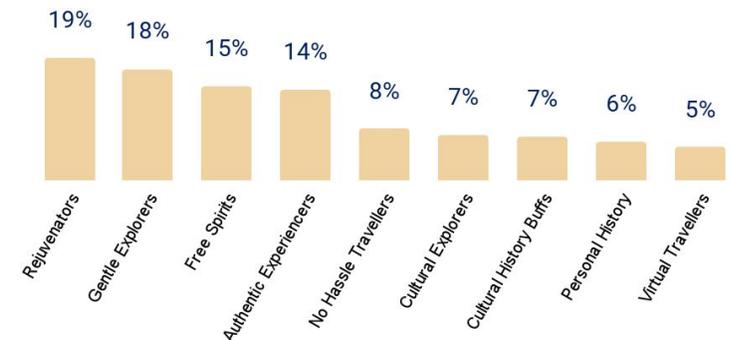
Canadian Visitors to British Columbia October 2020-2023



October 2023 BC Visitors by PRIZM Segment



October 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

Nov 2023 Canada/British Columbia Regional Visitation

2023 Visitor Highlights

British Columbia

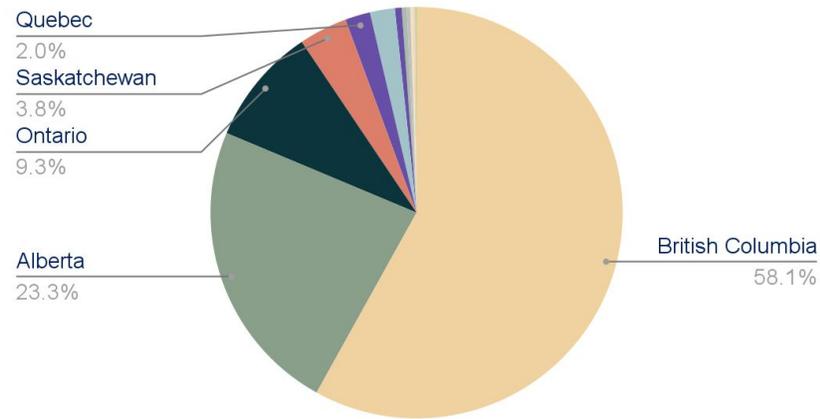
bcrts

Overview

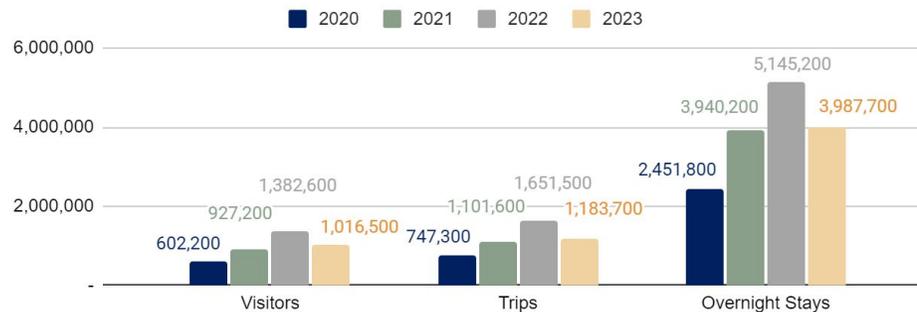
The number of visitors to British Columbia from Canadian travelers increased by **69%** when comparing November 2023 to November 2020.

Visitors increased by **10%** when compared to November 2021, and decreased by **-26%** when compared to November 2022.

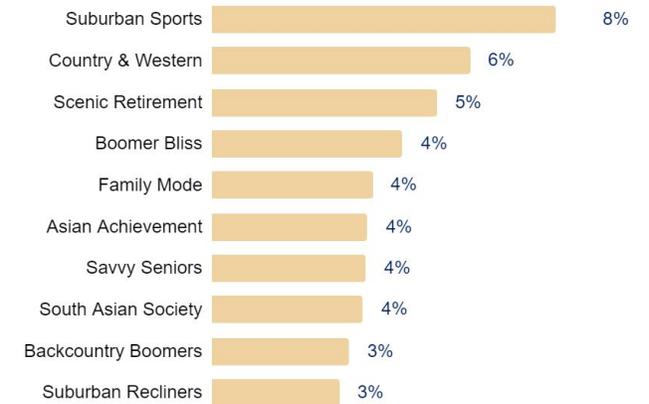
Percentage of Visitors to British Columbia by Province November 2023



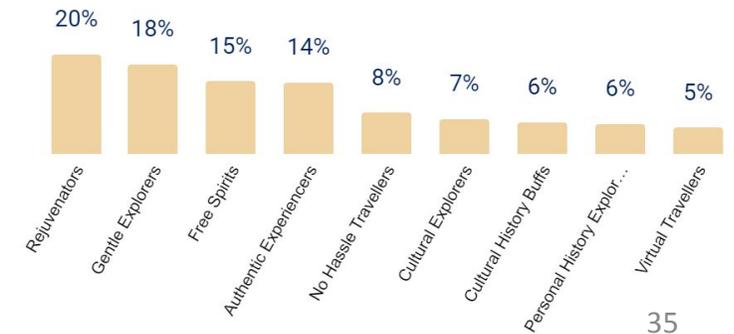
Canadian Visitors to British Columbia November 2020-2023



November 2023 BC Visitors by PRIZM Segment



November 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

Dec 2023 Canada/British Columbia Regional Visitation

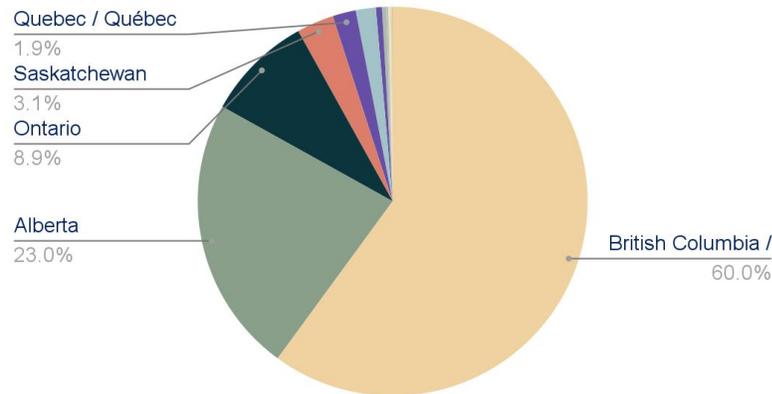
British Columbia

Overview

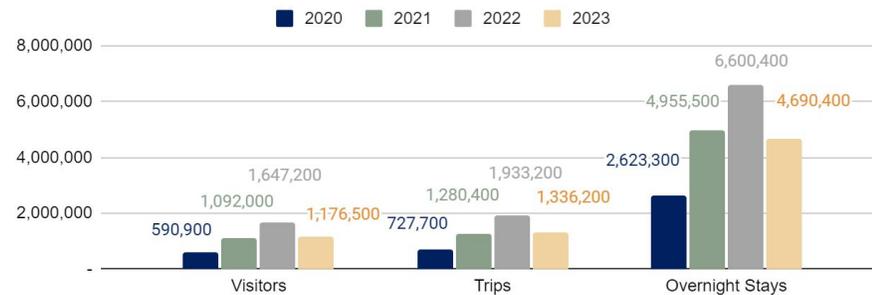
The number of visitors to British Columbia from Canadian travelers increased by **99%** when comparing December 2023 to December 2020.

Visitors increased by **8%** when compared to December 2021, and decreased by **-29%** when compared to December 2022.

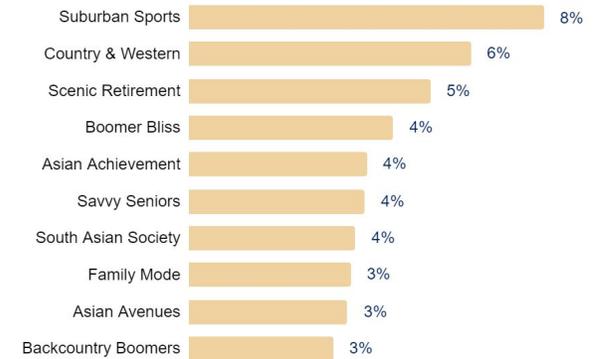
Percentage of Visitors to British Columbia by Province December 2023



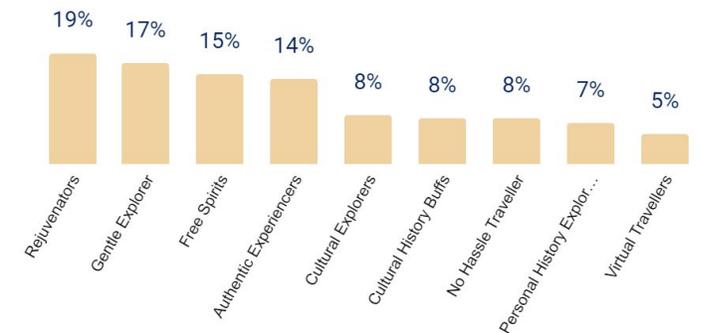
Canadian Visitors to British Columbia December 2020-2023



December 2023 BC Visitors by PRIZM Segment



December 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

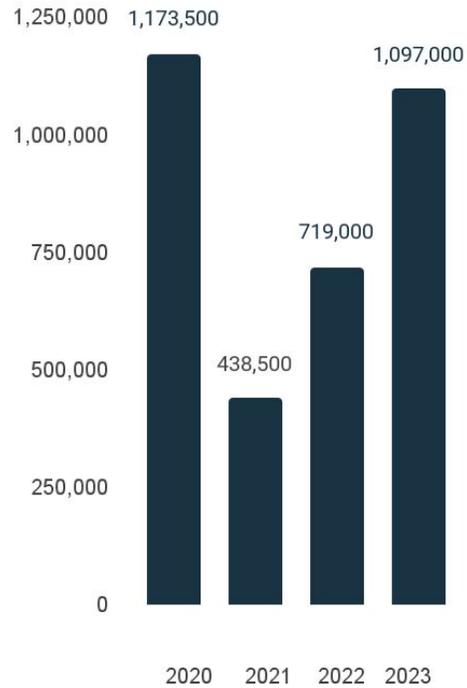
A person is seen from behind, sitting in a canoe on a calm lake. They are wearing a blue long-sleeved shirt, a red life vest, and a colorful knit hat. The person's right hand is raised to their face, possibly shielding their eyes from the sun. The lake is surrounded by a dense forest of evergreen trees, and in the distance, there are several mountain peaks under a blue sky with light clouds. The water is still, reflecting the surrounding greenery and mountains.

Alberta Insights

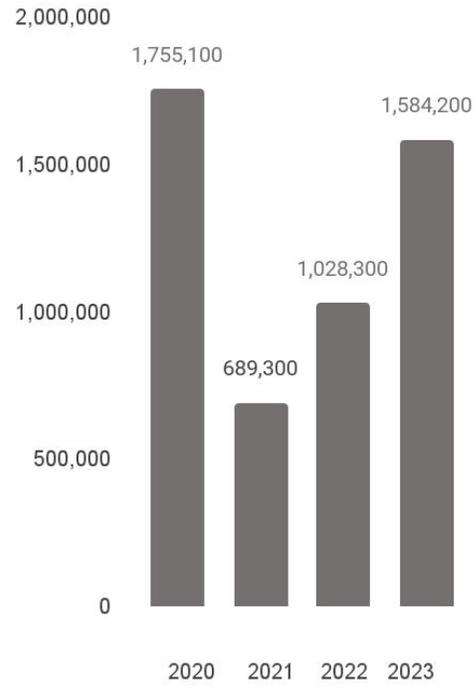
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

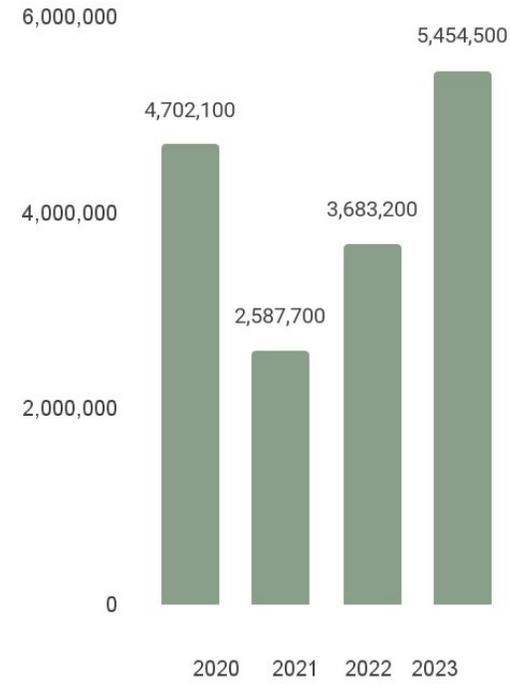
Number of Visitors to BC from AB in Q1



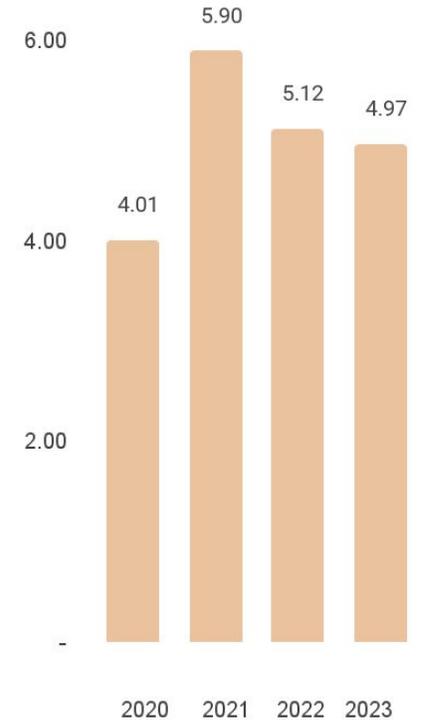
Number of Trips to BC from AB in Q1



Number of Nights Stayed in BC from AB in Q1



Length of Stay in BC from AB in Q1



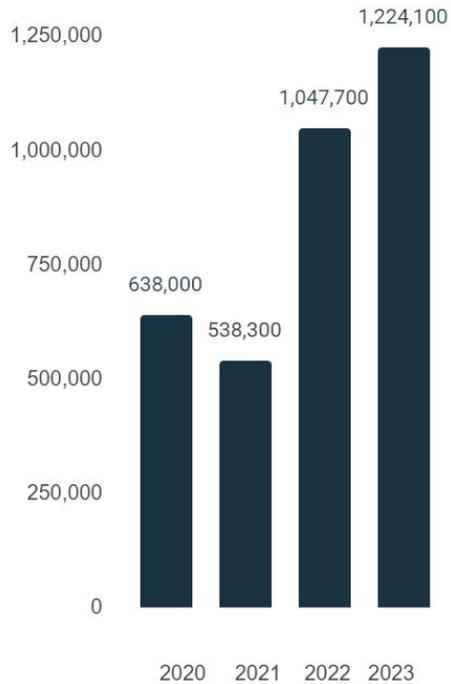
Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

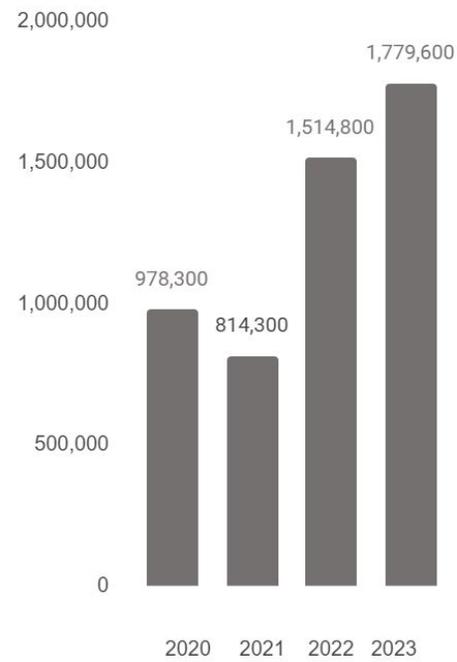
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

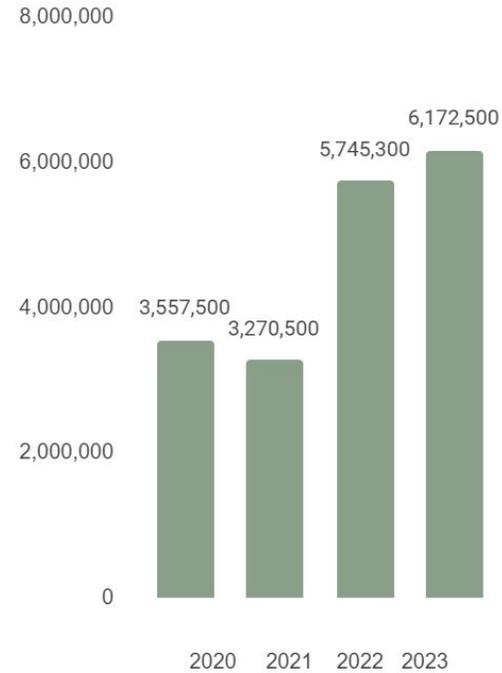
Number of Visitors to BC from AB in Q2



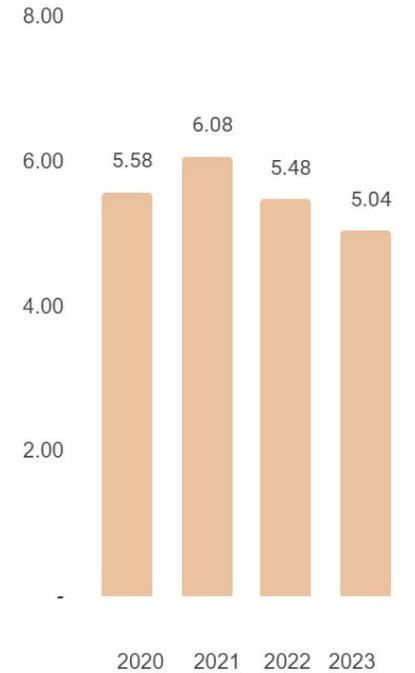
Number of Trips to BC from AB in Q2



Number of Nights Stayed in BC from AB in Q2



Length of Stay in BC from AB in Q2



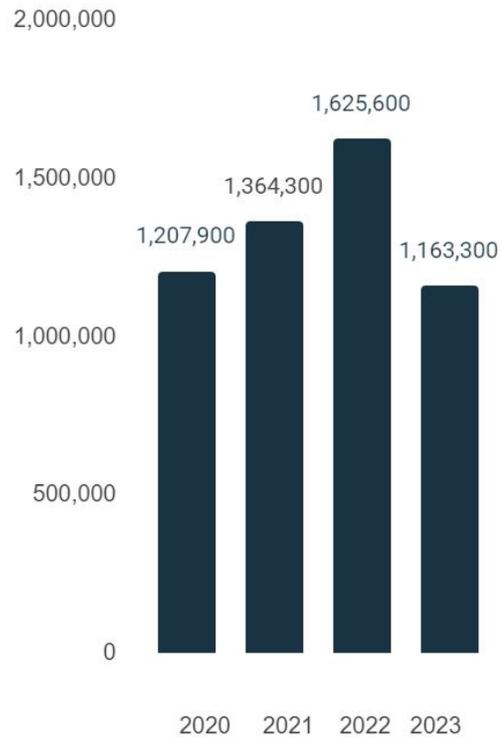
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

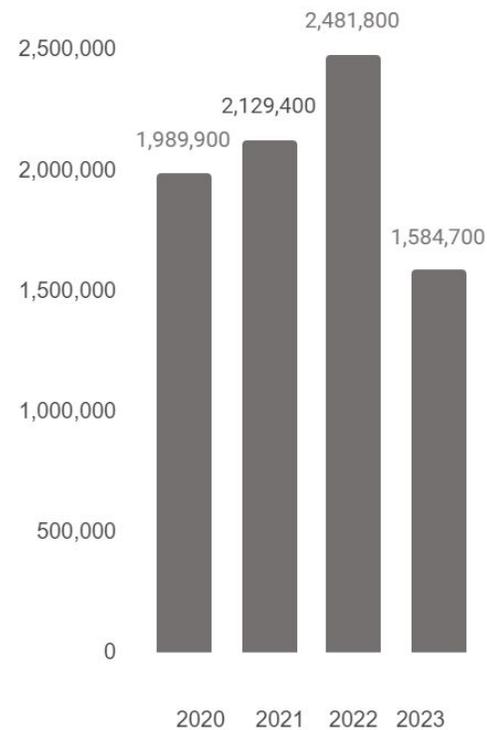
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

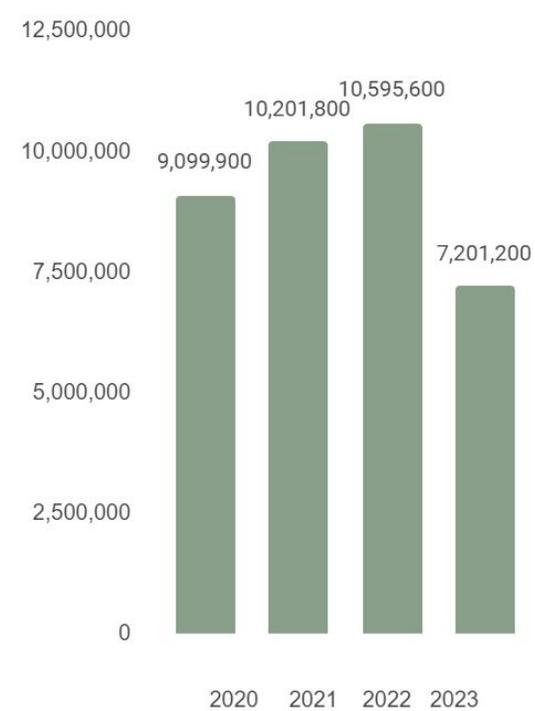
Number of Visitors to BC from AB in Q3



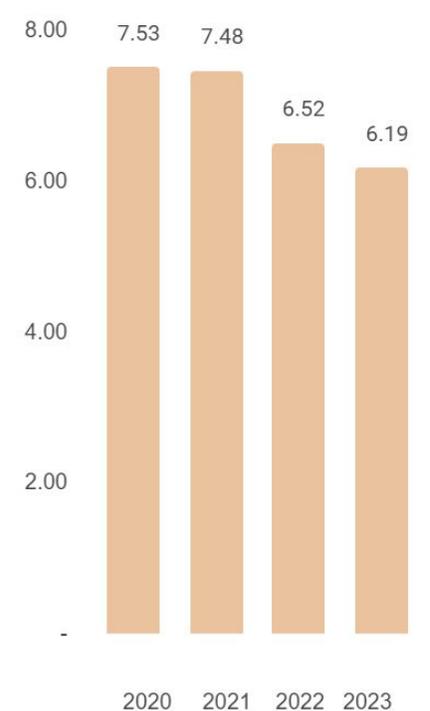
Number of Trips to BC from AB in Q3



Number of Nights Stayed in BC from AB in Q3



Length of Stay in BC from AB in Q3



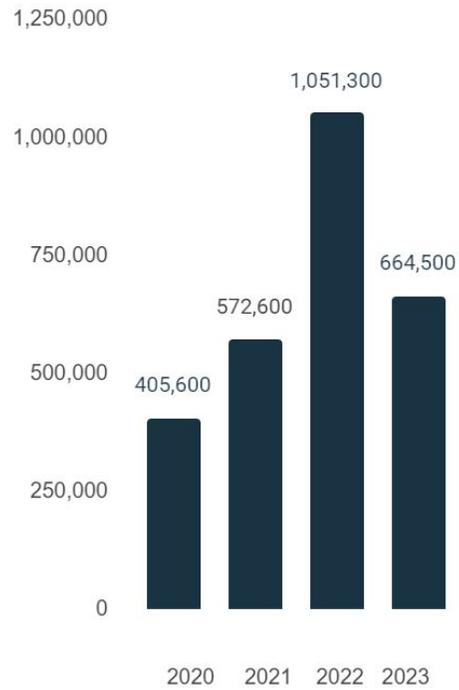
Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

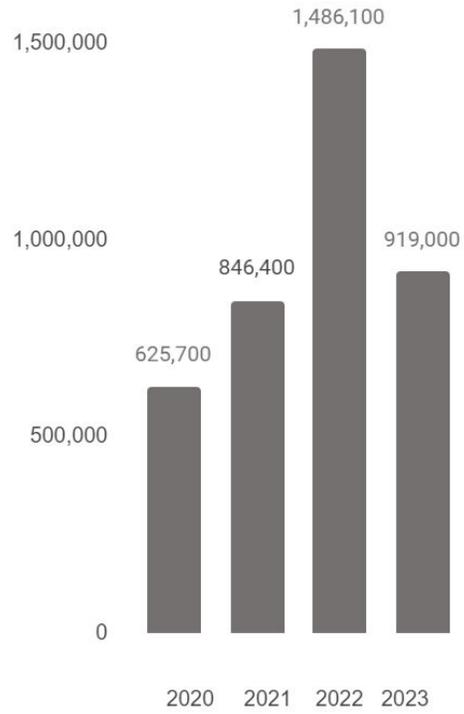
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

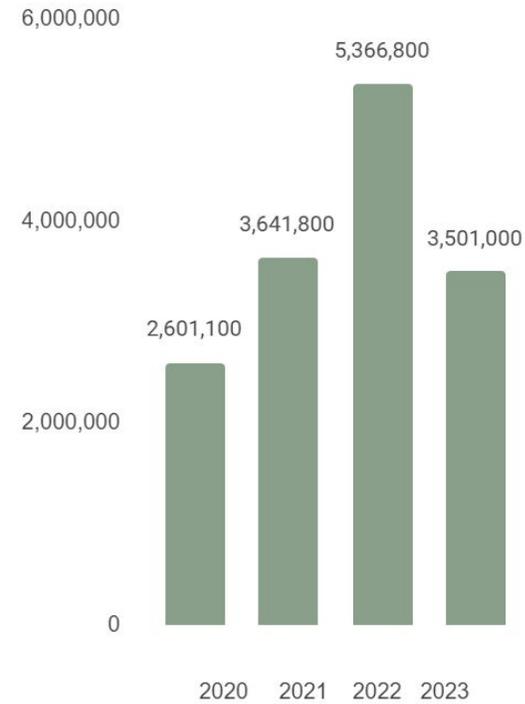
Number of Visitors to BC from AB in Q4



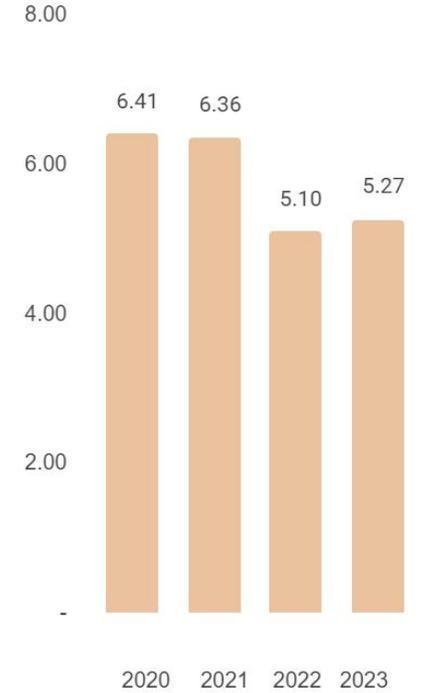
Number of Trips to BC from AB in Q4



Number of Nights Stayed in BC from AB in Q4



Length of Stay in BC from AB in Q4



Q4 = October | November | December

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
Calgary	445,800
Edmonton	271,000
Strathcona County	28,800
Airdrie	25,400
Lethbridge	23,200
Red Deer	22,600
Grande Prairie	21,800
St. Albert	19,200
Rocky View County	15,500
Wood Buffalo	13,300

City	2021 Visitor Count
Calgary	166,600
Edmonton	78,100
Grande Prairie	10,200
Red Deer	10,100
Airdrie	9,900
Strathcona County	9,400
Lethbridge	8,000
Rocky View County	6,600
St. Albert	6,100
Wood Buffalo	4,100

City	2022 Visitor Count
Calgary	272,000
Edmonton	156,300
Strathcona County	17,500
Airdrie	15,200
Red Deer	14,800
Lethbridge	13,700
Grande Prairie	12,800
St. Albert	11,600
Rocky View County	10,100
Wood Buffalo	8,500

City	2023 Visitor Count
Calgary	345,700
Edmonton	221,900
Red Deer	31,300
Lethbridge	27,400
Strathcona County	27,300
Airdrie	24,200
Grande Prairie	23,600
Wood Buffalo	18,800
St. Albert	18,400
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
Calgary	252,900
Edmonton	127,200
Grande Prairie	16,200
Airdrie	15,400
Red Deer	14,100
Lethbridge	14,100
Strathcona County	12,900
Rocky View County	9,200
St. Albert	8,600
Wood Buffalo	6,800

City	2021 Visitor Count
Calgary	214,800
Edmonton	97,400
Airdrie	12,900
Grande Prairie	12,800
Red Deer	12,500
Lethbridge	11,200
Strathcona County	10,700
Rocky View County	8,000
St. Albert	7,200
Okotoks	5,200

City	2022 Visitor Count
Calgary	404,600
Edmonton	215,900
Airdrie	24,400
Strathcona County	23,300
Lethbridge	23,000
Red Deer	22,600
Grande Prairie	18,700
St. Albert	15,900
Rocky View County	14,300
Wood Buffalo	11,900

City	2023 Visitor Count
Calgary	413,700
Edmonton	230,500
Red Deer	34,100
Lethbridge	32,700
Grande Prairie	28,500
Airdrie	27,700
Strathcona County	25,600
Wood Buffalo	20,700
Medicine Hat	18,600
St. Albert	17,300

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

Alberta Visitors To British Columbia By Quarter - Q3

Number of Visitors To British Columbia By Origin City

2023 Visitor Highlights

bcrts

City	2020 Visitor Count
Calgary	495,900
Edmonton	219,600
Airdrie	31,700
Lethbridge	27,900
Red Deer	26,600
Strathcona County	24,900
Grande Prairie	22,900
Rocky View County	18,200
St. Albert	17,000
Okotoks	12,600

City	2021 Visitor Count
Calgary	546,000
Edmonton	273,500
Airdrie	33,900
Strathcona County	30,200
Lethbridge	29,800
Red Deer	29,400
Grande Prairie	23,800
St. Albert	21,100
Rocky View County	19,600
Medicine Hat	13,400

City	2022 Visitor Count
Calgary	604,800
Edmonton	334,300
Airdrie	38,900
Red Deer	38,900
Strathcona County	36,700
Lethbridge	36,000
Grande Prairie	30,200
St. Albert	25,000
Rocky View County	21,800
Wood Buffalo	18,200

City	2023 Visitor Count
Calgary	426,100
Edmonton	240,800
Red Deer	27,800
Airdrie	27,700
Strathcona County	27,400
Lethbridge	26,000
Grande Prairie	22,000
St. Albert	18,900
Rocky View County	15,800
Medicine Hat	12,800

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

Alberta Visitors To British Columbia By Quarter - Q4

Number of Visitors To British Columbia By Origin City

2023 Visitor Highlights

bcrts

City	2020 Visitor Count
Vancouver	161,300
Surrey	73,700
Nanaimo	9,900
Saanich	9,800
Victoria	9,600
Burnaby	7,900
Richmond	7,800
Coquitlam	6,500
Langley	5,300
Campbell River	4,200

City	2021 Visitor Count
Vancouver	221,200
Surrey	118,900
Nanaimo	13,300
Burnaby	13,000
Richmond	12,700
Saanich	11,000
Coquitlam	10,900
Victoria	9,000
Langley	8,400
North Vancouver	5,300

City	2022 Visitor Count
Vancouver	345,400
Surrey	213,800
Burnaby	30,500
Nanaimo	25,400
Richmond	25,000
Saanich	24,800
Coquitlam	21,000
Langley	17,600
Victoria	16,500
Abbotsford	13,700

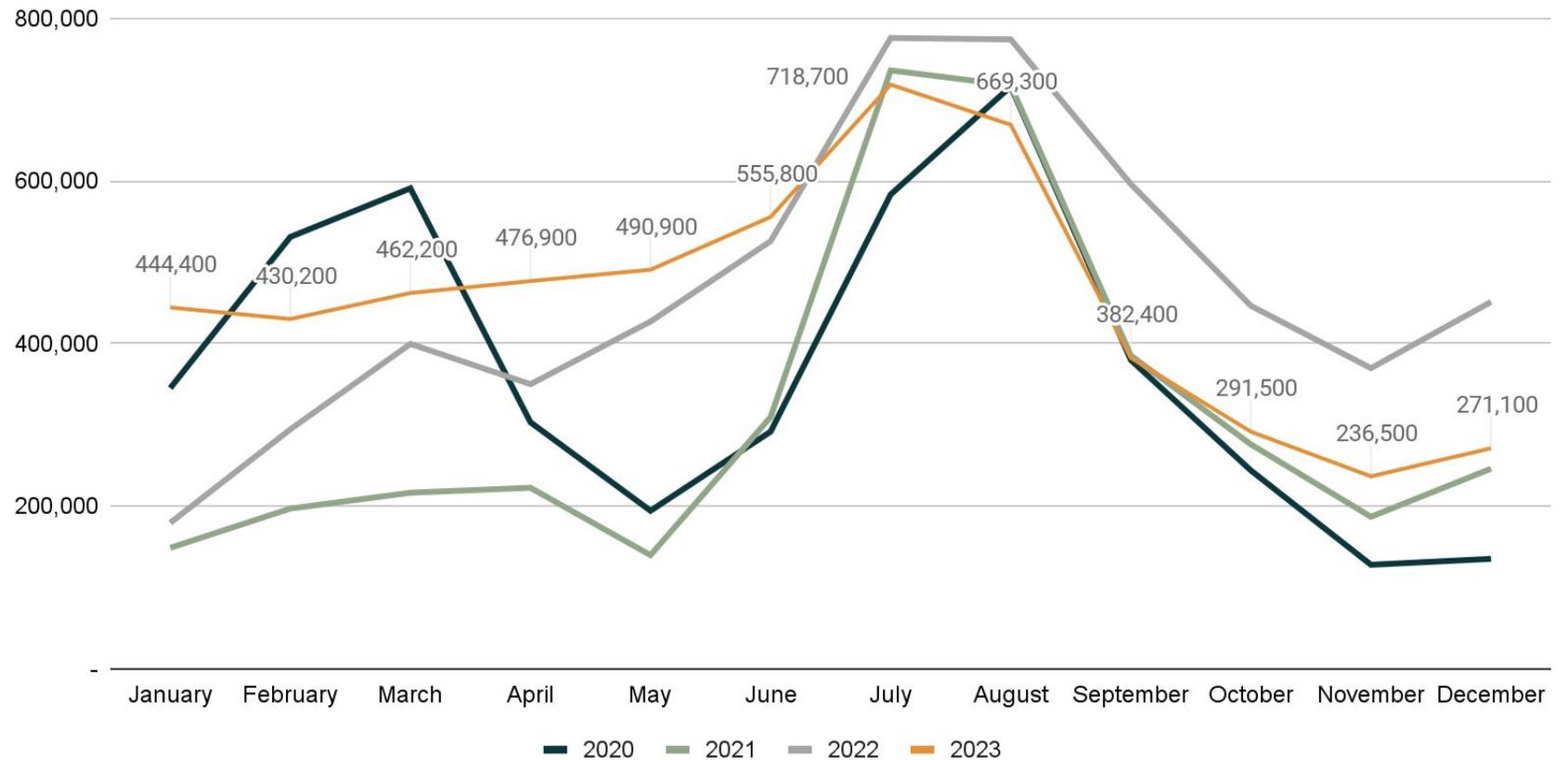
City	2023 Visitor Count
Calgary	237,700
Edmonton	137,100
Red Deer	17,100
Lethbridge	15,200
Strathcona County	14,600
Airdrie	14,300
Grande Prairie	13,900
St. Albert	10,100
Wood Buffalo	8,700
Rocky View County	8,500

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Alberta Visitation

Alberta Visitors Travelling To British Columbia By Month

- October 2023 saw a **20%** increase compared to 2020, a **6%** increase compared to 2021 and a **35%** decrease compared to 2022
- November 2023 saw a **85%** increase compared to 2020, a **27%** increase compared to 2021 and a **36%** decrease compared to 2022
- December 2023 saw a **101%** increase compared to 2020, a **10%** increase compared to 2021 and a **40%** decrease compared to 2022

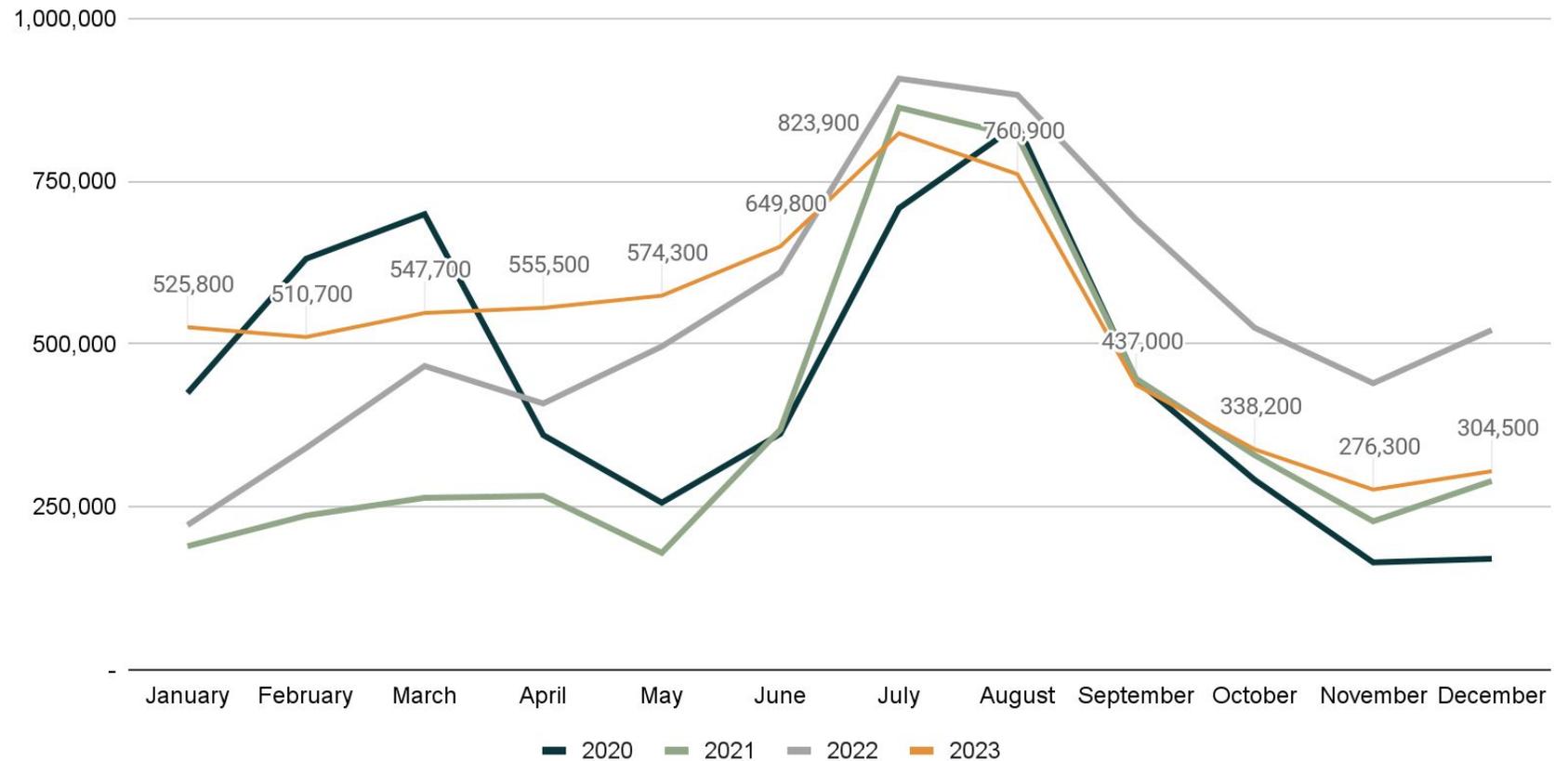


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Alberta Visitation

Alberta Trips to British Columbia By Month

- October 2023 saw a **16%** increase compared to 2020, a **3%** increase compared to 2021 and a **36%** decrease compared to 2022
- November 2023 saw a **68%** increase compared to 2020, a **21%** increase compared to 2021 and a **37%** decrease compared to 2022
- December 2023 saw a **79%** increase compared to 2020, a **5%** increase compared to 2021 and a **42%** decrease compared to 2022

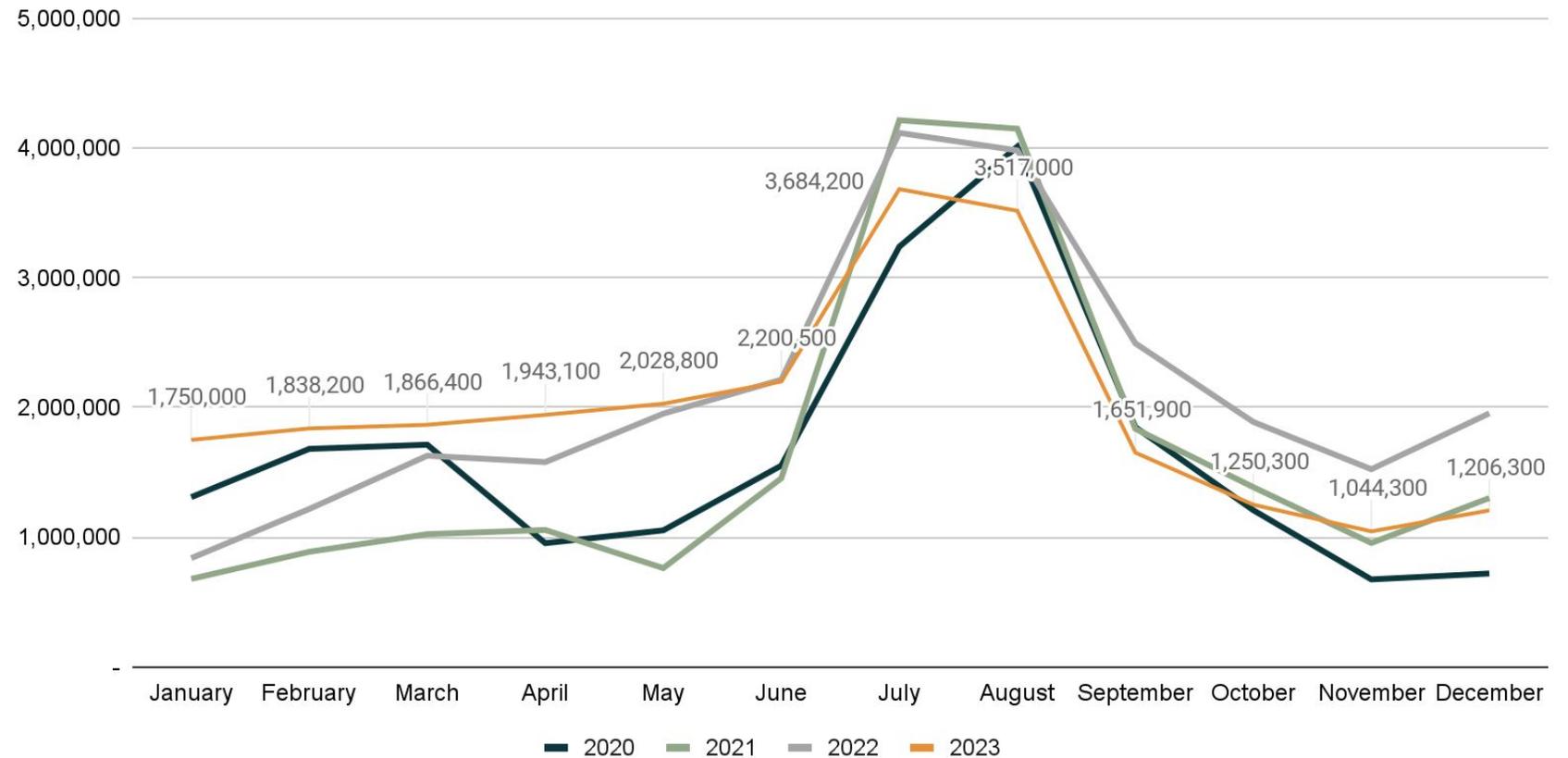


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

Alberta Visitation

Alberta Overnight Stays In British Columbia By Month

- October 2023 saw a **4%** increase compared to 2020, a **10%** decrease compared to 2021 and a **34%** decrease compared to 2022
- November 2023 saw a **55%** increase compared to 2020, a **9%** increase compared to 2021 and a **31%** decrease compared to 2022
- December 2023 saw a **68%** increase compared to 2020, a **7%** decrease compared to 2021 and a **38%** 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

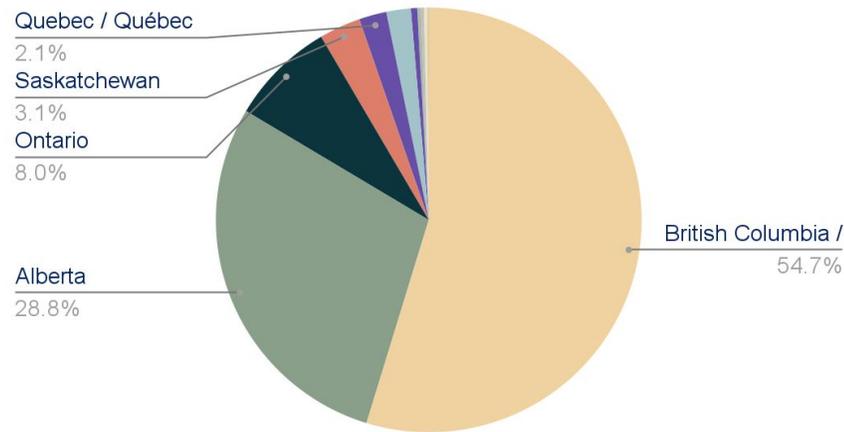
British Columbia

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.

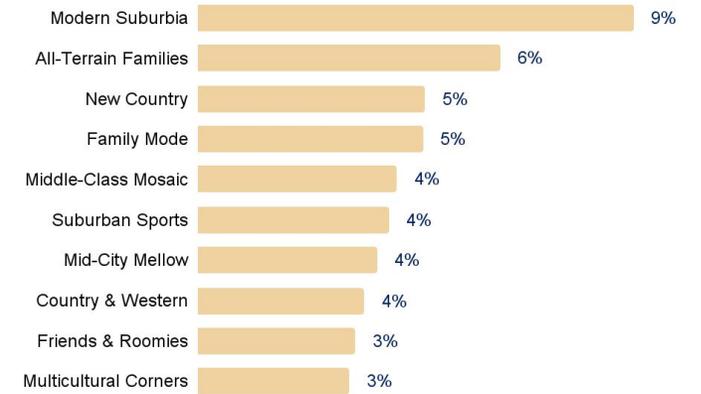
Percentage of Visitors to British Columbia by Province January 2023



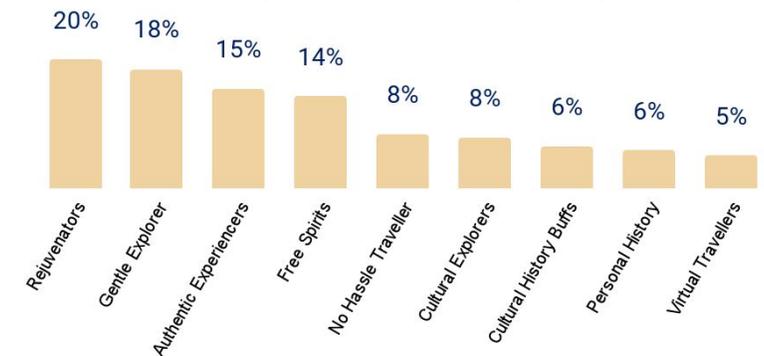
Canadian Visitors to British Columbia January 2020-2023



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

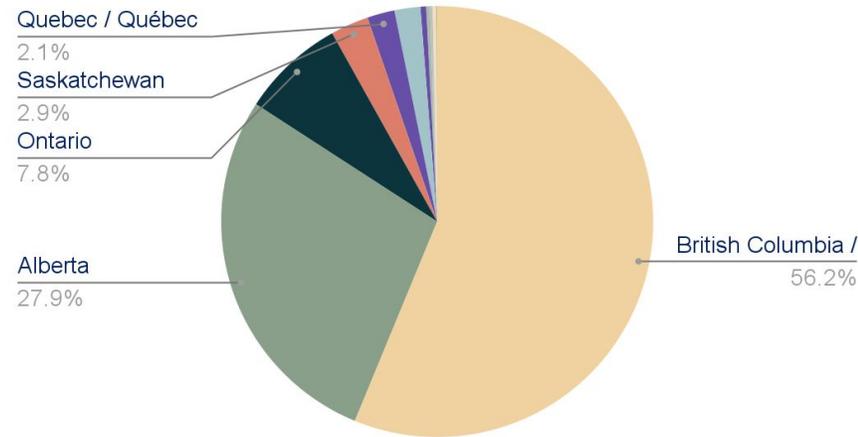
British Columbia

Overview

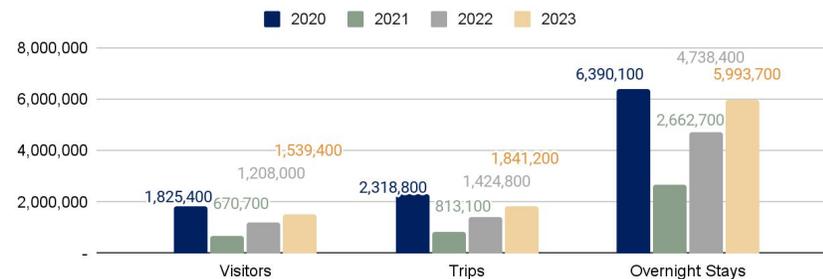
The number of visitors to British Columbia from Canadian travelers decreased by **-16%** when comparing February 2023 to February 2020.

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

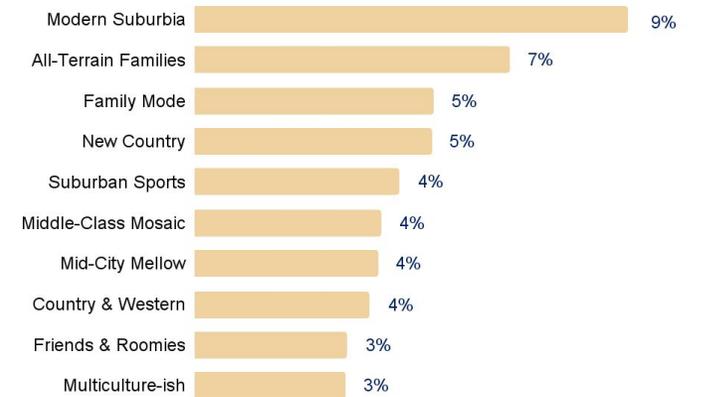
Percentage of Visitors to British Columbia by Province February 2023



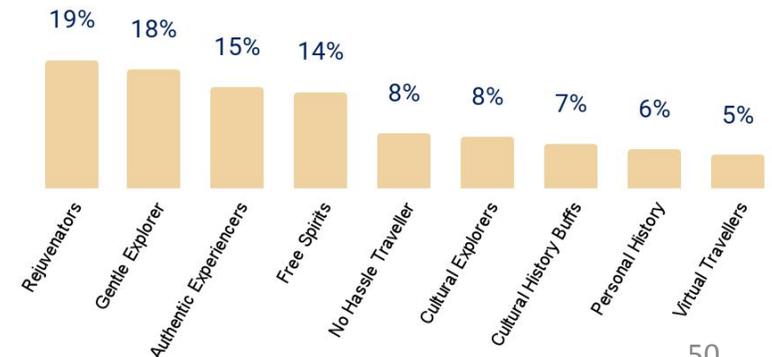
Canadian Visitors to British Columbia February 2020-2023



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

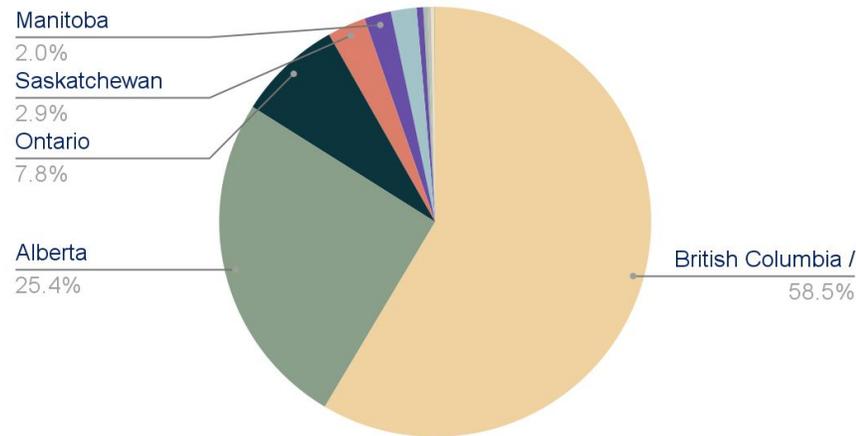
British Columbia

Overview

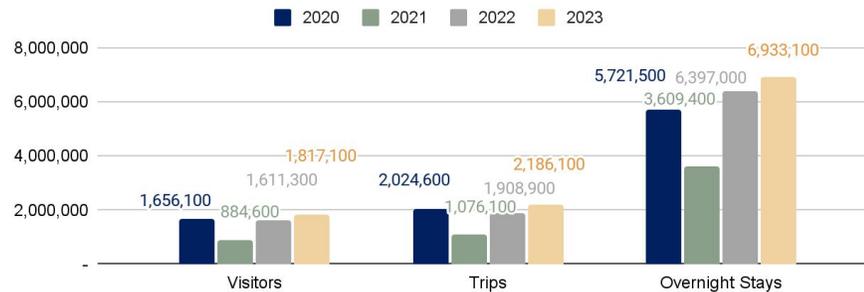
The number of visitors to British Columbia from Canadian travelers increased by **10%** when comparing March 2023 to March 2020.

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

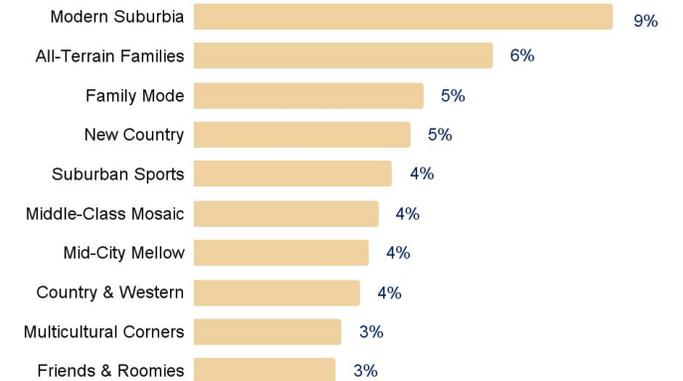
Percentage of Visitors to British Columbia by Province March 2023



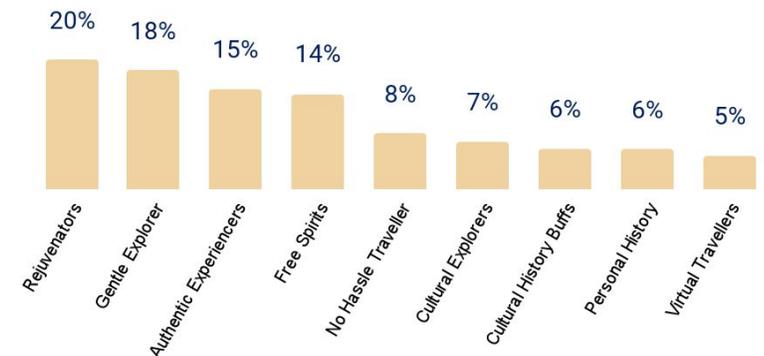
Canadian Visitors to British Columbia March 2020-2023



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

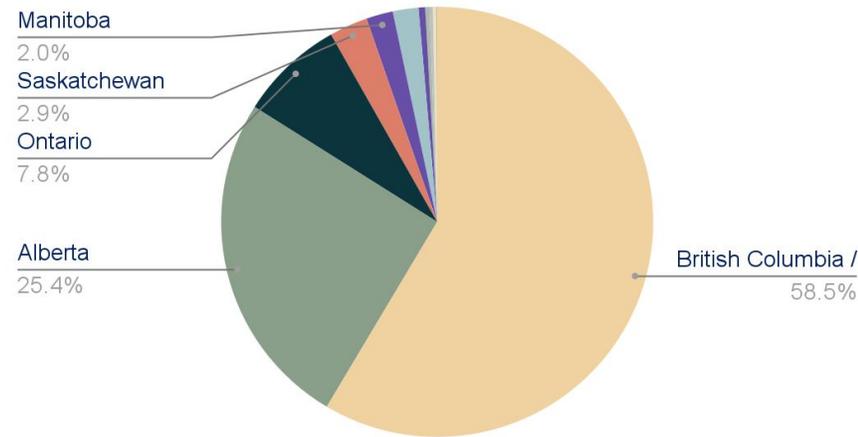
bcrts

Overview

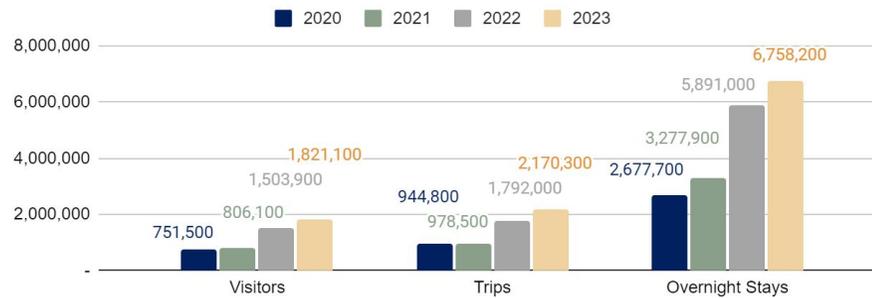
The number of visitors to British Columbia from Canadian travelers increased by **142%** when comparing April 2023 to April 2020.

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

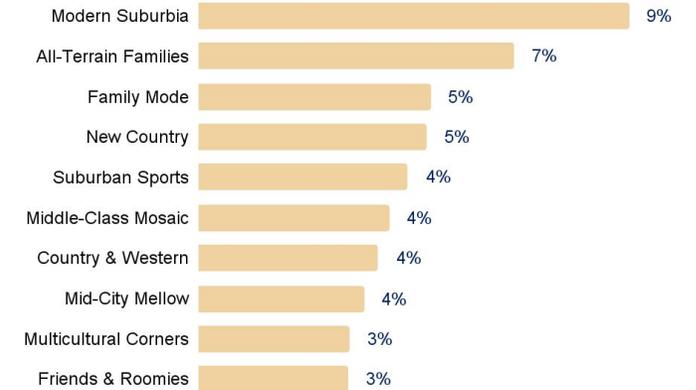
Percentage of Visitors to British Columbia by Province April 2023



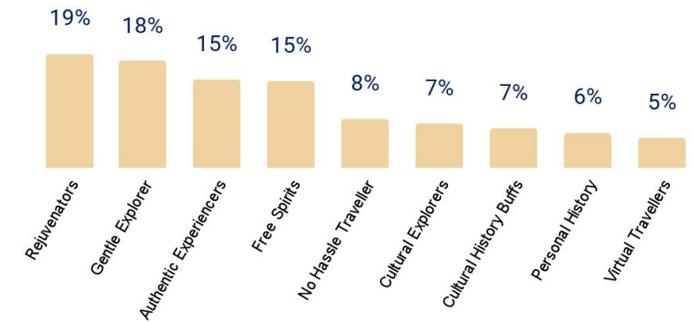
Canadian Visitors to British Columbia April 2020-2023



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

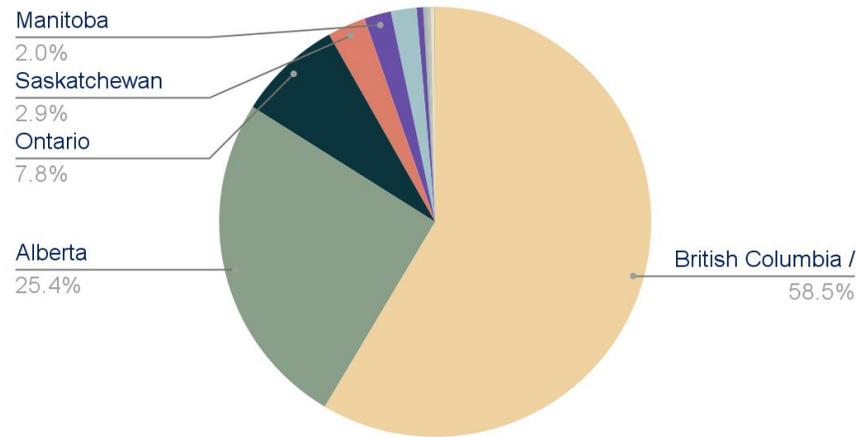
British Columbia

Overview

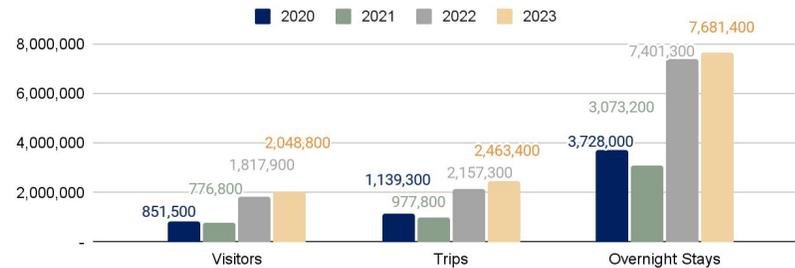
The number of visitors to British Columbia from Canadian travelers increased by **141%** when comparing May 2023 to May 2020.

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

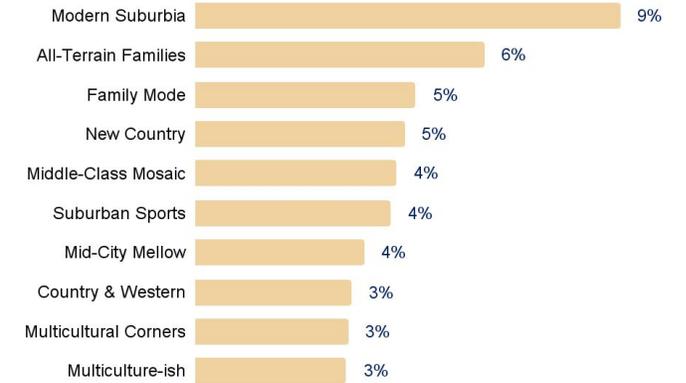
Percentage of Visitors to British Columbia by Province May 2023



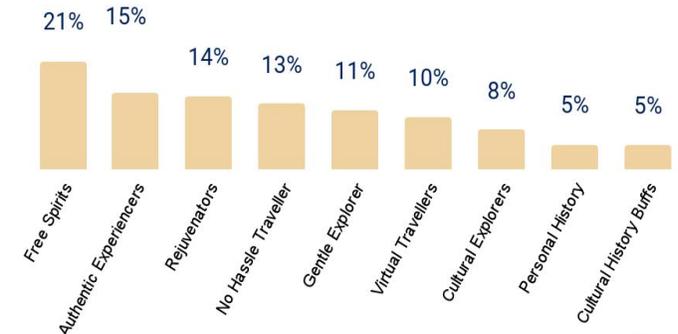
Canadian Visitors to British Columbia May 2020-2023



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/Alberta Regional Visitation

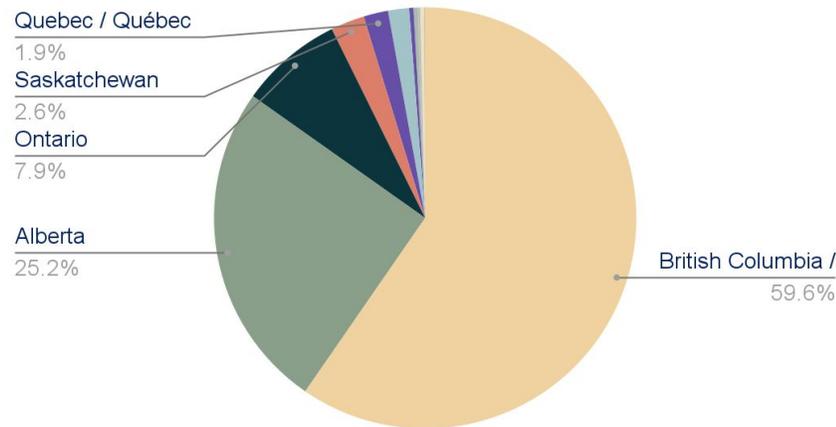
British Columbia

Overview

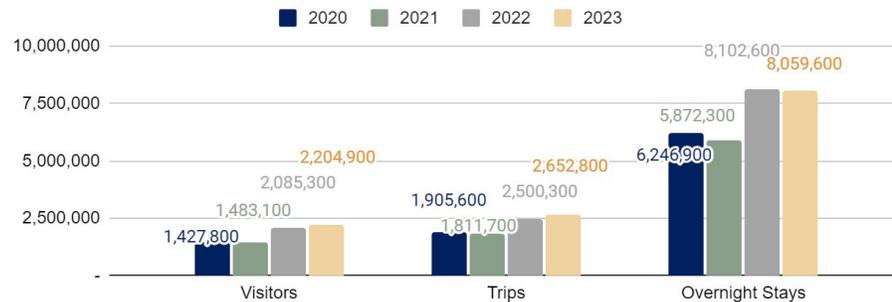
The number of visitors to British Columbia from Canadian travelers increased by **54%** when comparing June 2023 to June 2020.

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

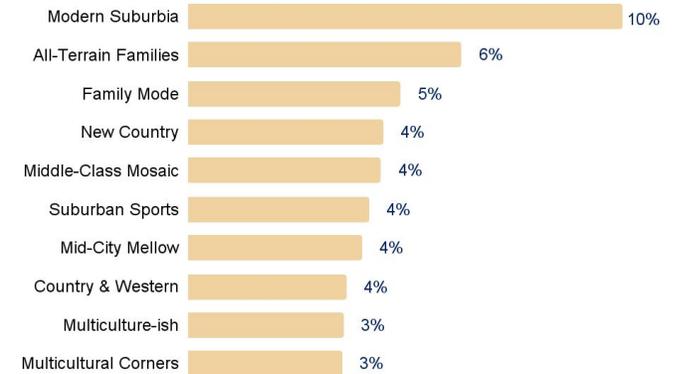
Percentage of Visitors to British Columbia by Province June 2023



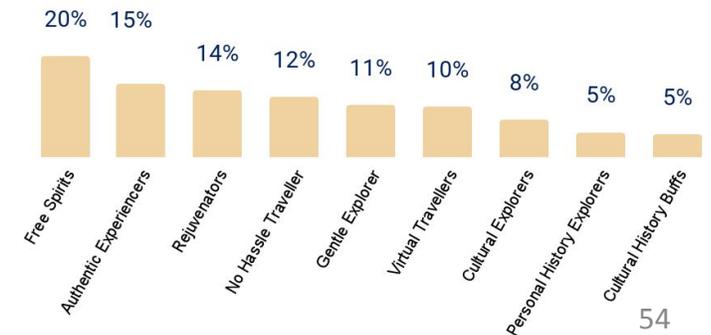
Canadian Visitors to British Columbia June 2020-2023



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

July 2023 Canada/Alberta Regional Visitation

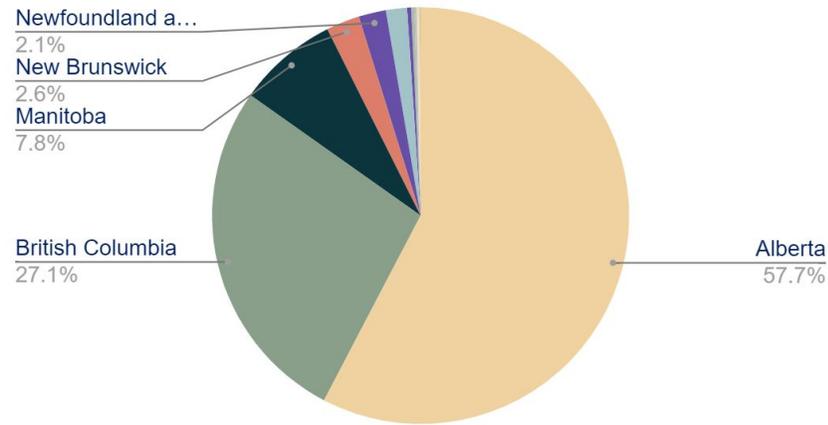
British Columbia

Overview

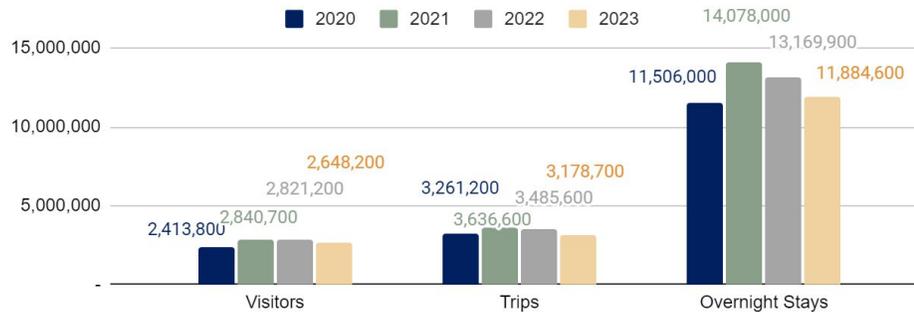
The number of visitors to British Columbia from Canadian travelers increased by **10%** when comparing July 2023 to July 2020.

Visitors decreased by **-7%** when compared to July 2021, and decreased by **-6%** when compared to July 2022.

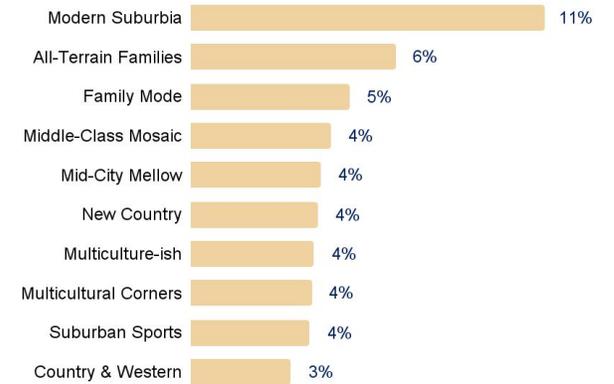
Percentage of Visitors to British Columbia by Province July 2023



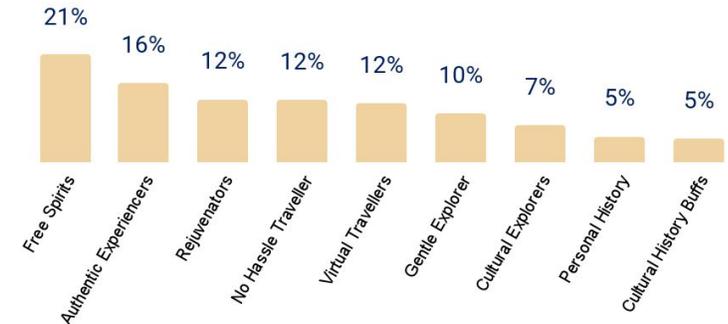
Canadian Visitors to British Columbia July 2020-2023



July 2023 AB Visitors by PRIZM Segment



July 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

August 2023 Canada/Alberta Regional Visitation

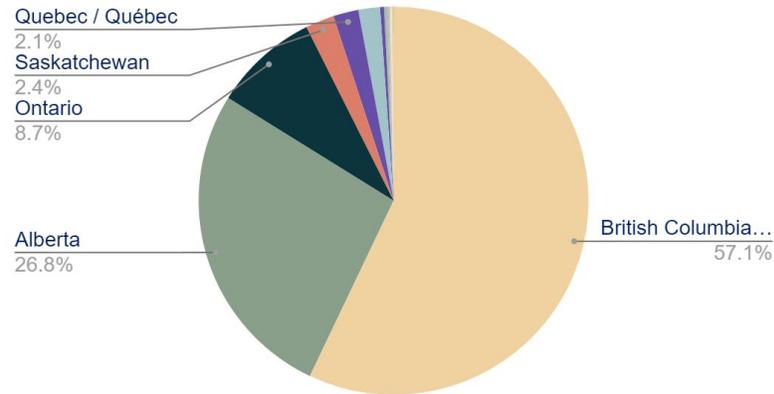
British Columbia

Overview

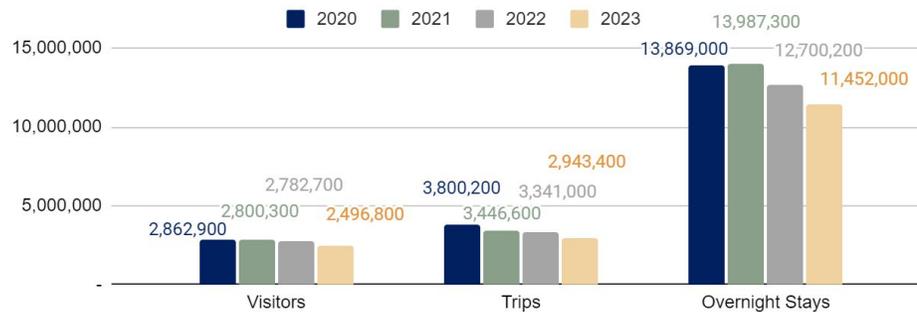
The number of visitors to British Columbia from Canadian travelers decreased by **-13%** when comparing August 2023 to August 2020.

Visitors decreased by **-11%** when compared to August 2021, and decreased by **-10%** when compared to August 2022.

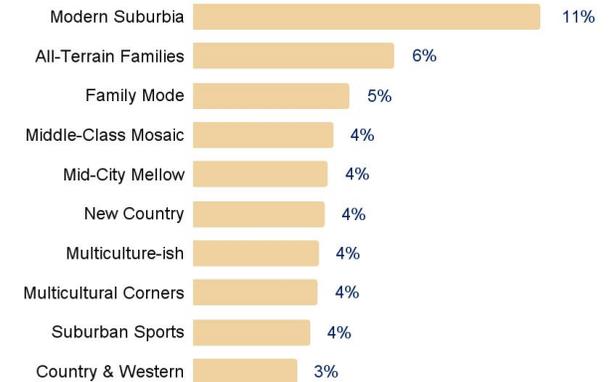
Percentage of Visitors to British Columbia by Province August 2023



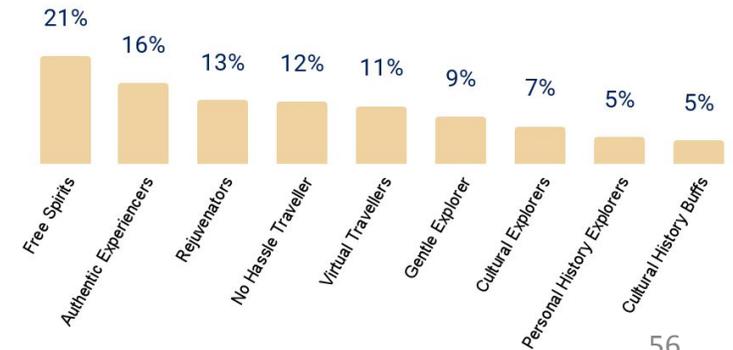
Canadian Visitors to British Columbia August 2020-2023



August 2023 AB Visitors by PRIZM Segment



August 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

September 2023 Canada/Alberta Regional Visitation

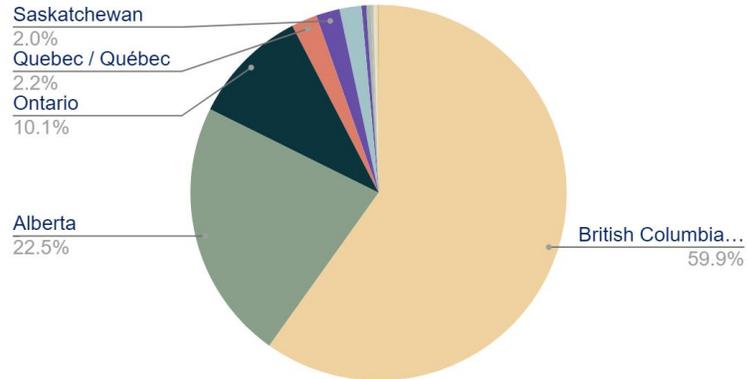
British Columbia

Overview

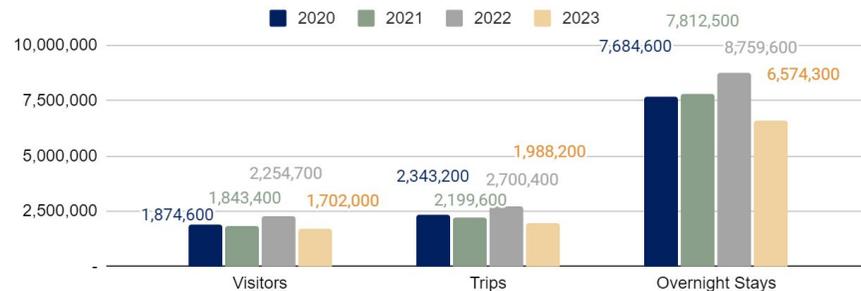
The number of visitors to British Columbia from Canadian travelers decreased by **-9%** when comparing September 2023 to September 2020.

Visitors decreased by **-8%** when compared to September 2021, and decreased by **-25%** when compared to September 2022.

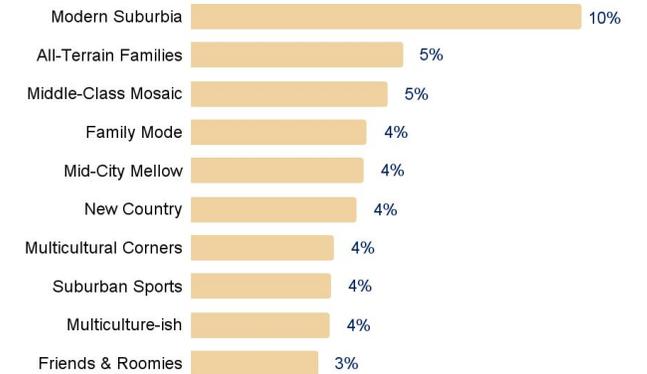
Percentage of Visitors to British Columbia by Province September 2023



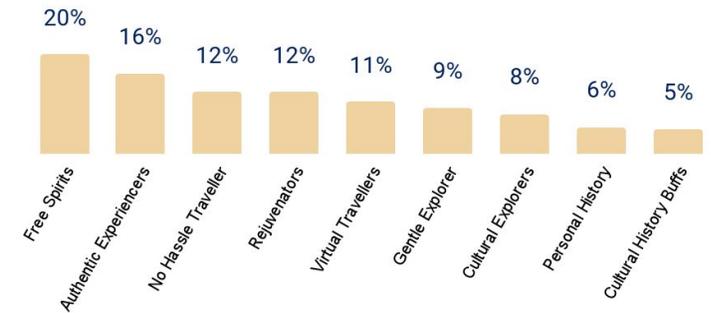
Canadian Visitors to British Columbia September 2020-2023



September 2023 AB Visitors by PRIZM Segment



September 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

October 2023 Canada/Alberta Regional Visitation

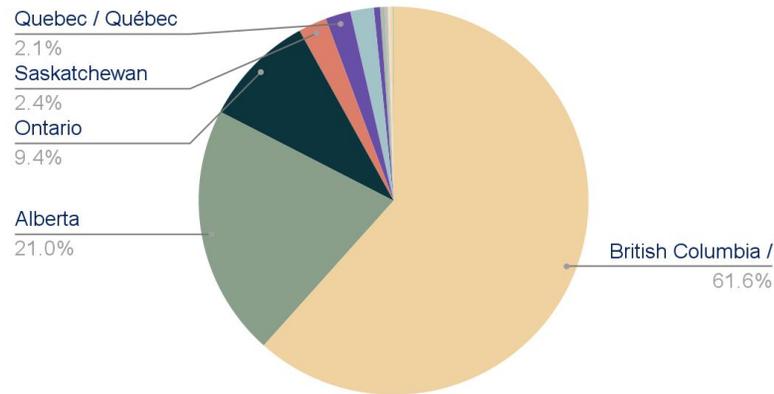
British Columbia

Overview

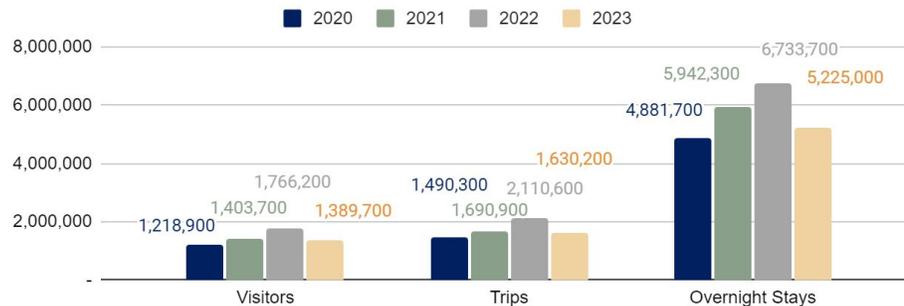
The number of visitors to British Columbia from Canadian travelers increased by **14%** when comparing October 2023 to October 2020.

Visitors decreased by **-1%** when compared to October 2021, and decreased by **-21%** when compared to October 2022.

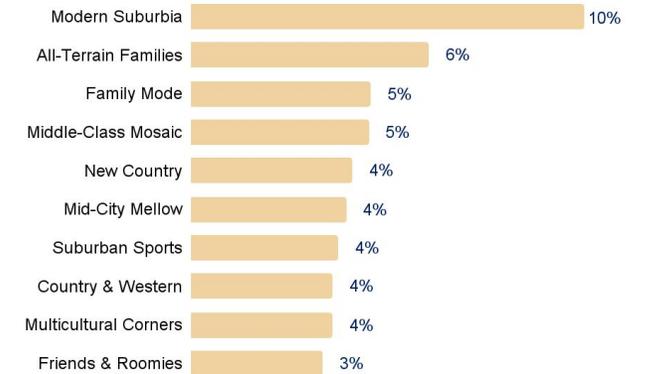
Percentage of Visitors to British Columbia by Province October 2023



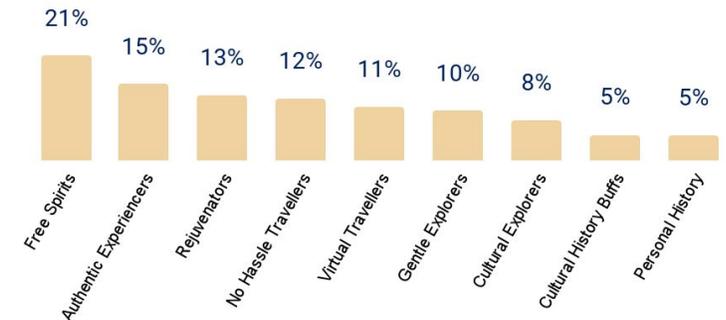
Canadian Visitors to British Columbia October 2020-2023



October 2023 AB Visitors by PRIZM Segment



October 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

Nov 2023 Canada/Alberta Regional Visitation

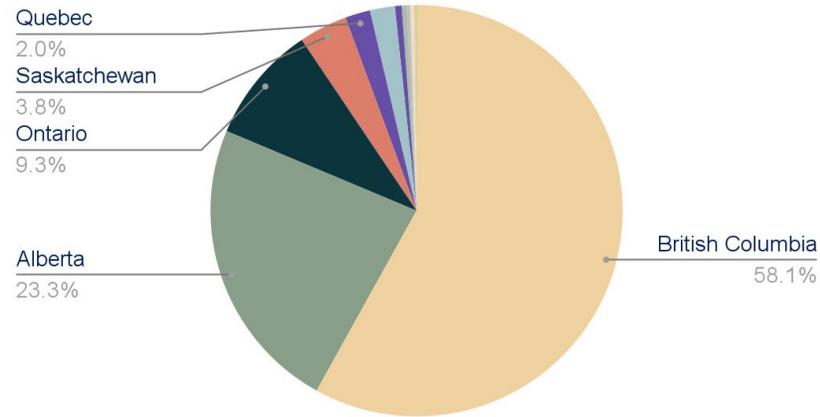
British Columbia

Overview

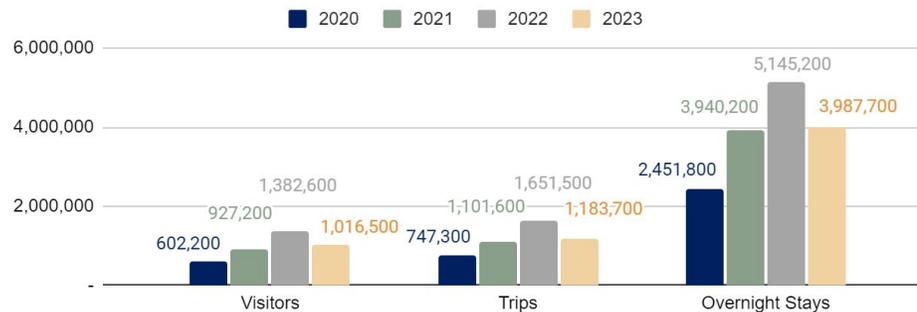
The number of visitors to British Columbia from Canadian travelers increased by **69%** when comparing November 2023 to November 2020.

Visitors increased by **10%** when compared to November 2021, and decreased by **-26%** when compared to November 2022.

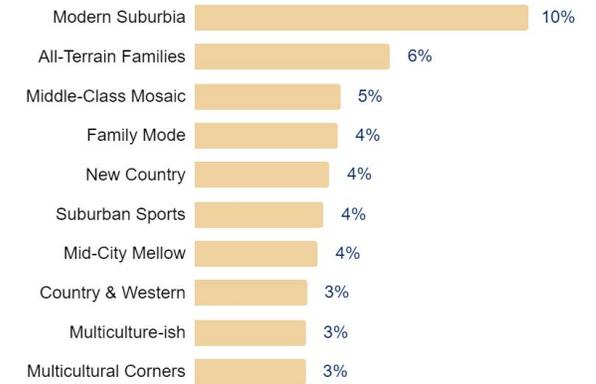
Percentage of Visitors to British Columbia by Province November 2023



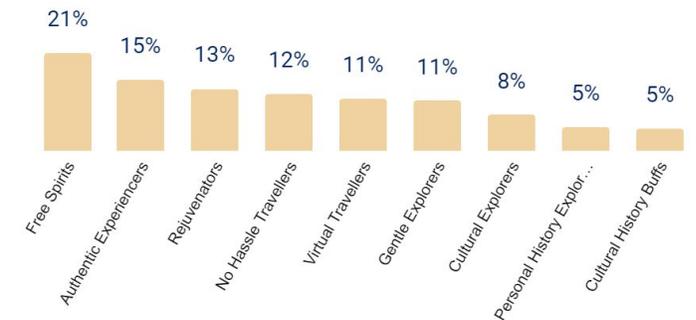
Canadian Visitors to British Columbia November 2020-2023



November 2023 AB Visitors by PRIZM Segment



November 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

Dec 2023 Canada/Alberta Regional Visitation

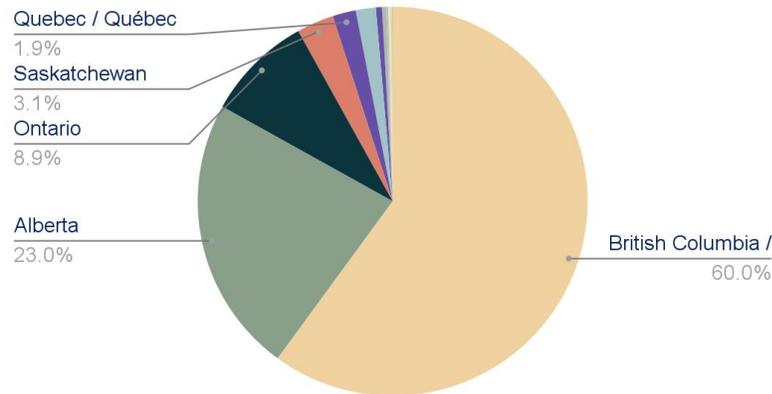
British Columbia

Overview

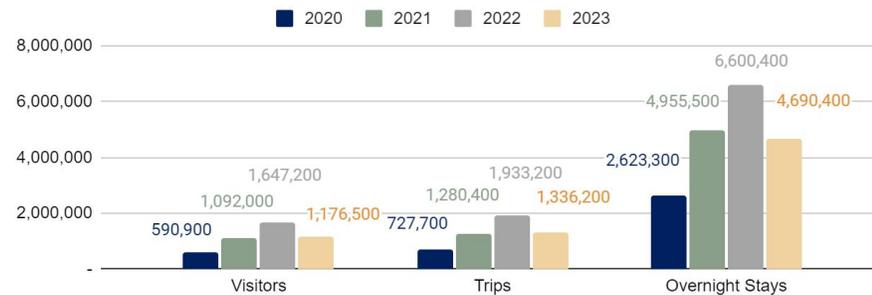
The number of visitors to British Columbia from Canadian travelers increased by **99%** when comparing December 2023 to December 2020.

Visitors increased by **8%** when compared to December 2021, and decreased by **-29%** when compared to December 2022.

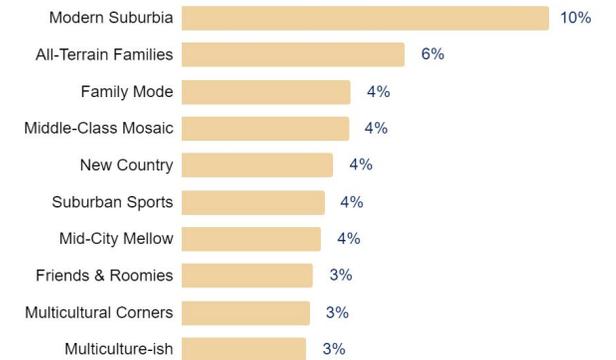
Percentage of Visitors to British Columbia by Province December 2023



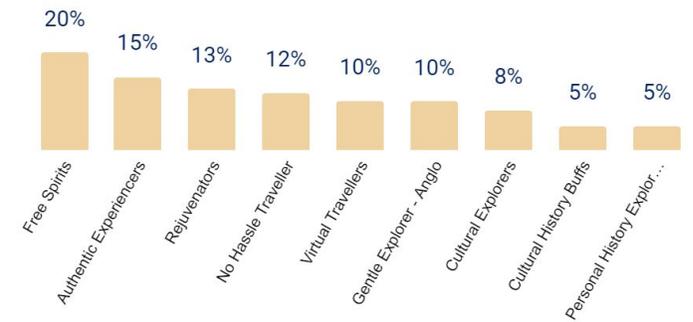
Canadian Visitors to British Columbia December 2020-2023



December 2023 AB Visitors by PRIZM Segment



December 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

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