



**bcrts**

British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES

International

# Yearly Visitor Highlights | 2023

British Columbia – *December Update*

2023 DATA VINTAGE

# Purpose

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



# Research Overview

- **Environics Analytics** (EA) is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- VisitorView provides insights the tourism industry needs to understand, market and grow their business with International travellers
- Estimates are provided for the **total number of trips** and the **number of nights spent** in each province or tourism region. Unlike Domestic or USA visitation, International has only trips and nights. Not unique visitors. EA assumes because of the great distance they're coming for a trip, they're a unique visitor.
- VisitorView is based on anonymized, consent-based mobile location data. Monthly, quarterly and annual estimate data is available starting with January 2020 to allow for analysis of historical trends
- Environics is certified **Privacy By Design**. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

## Methodology

- **Trips:** Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)



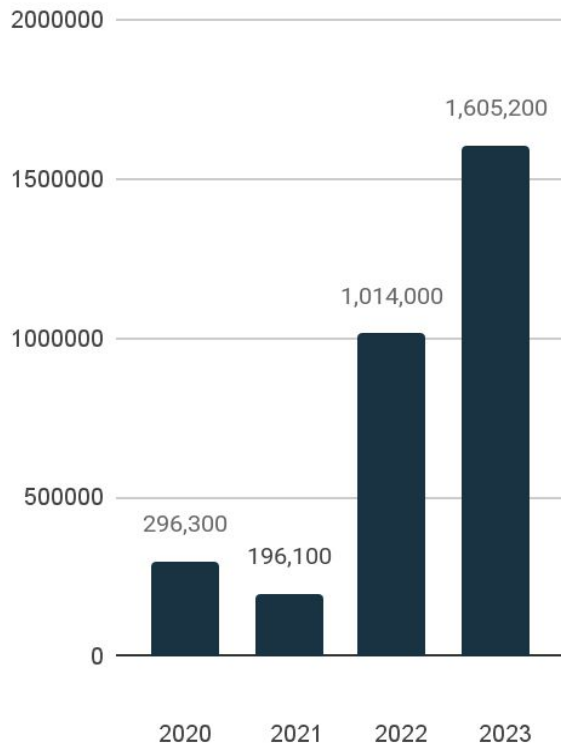


# International Visitation

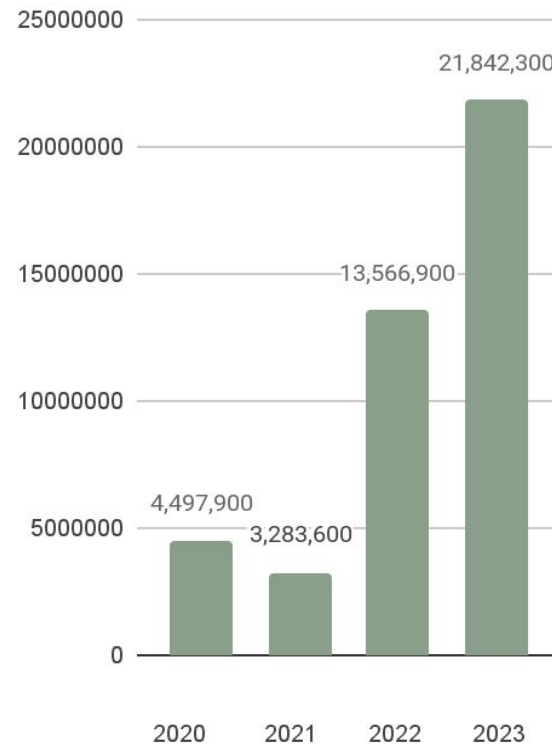
# International Visitation

## International Trips and Nights To British Columbia By Year

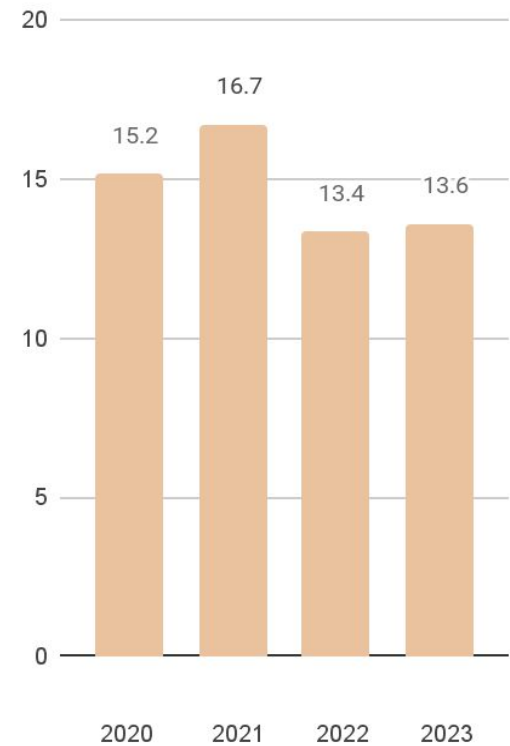
Number of International Trips to BC



Number of International Nights to BC



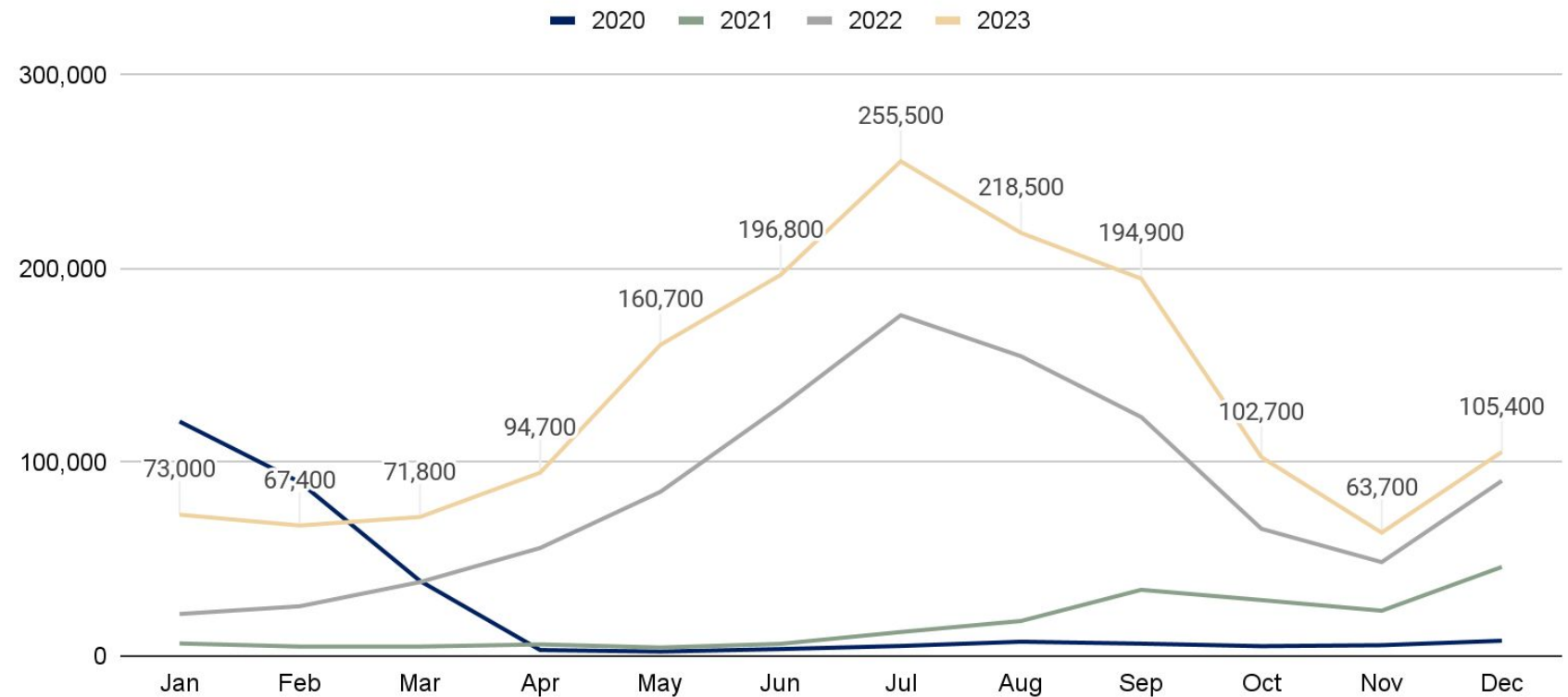
Average Length of Stay in BC



# International Trips

## International Trips Travelling to British Columbia by Month

- October 2023 saw a **256%** increase compared to 2021, a **56%** increase compared to 2022
- November 2023 saw a **172%** increase compared to 2021, a **31%** increase compared to 2022
- December 2023 saw a **129%** increase compared to 2021, a **16%** increase compared to 2022

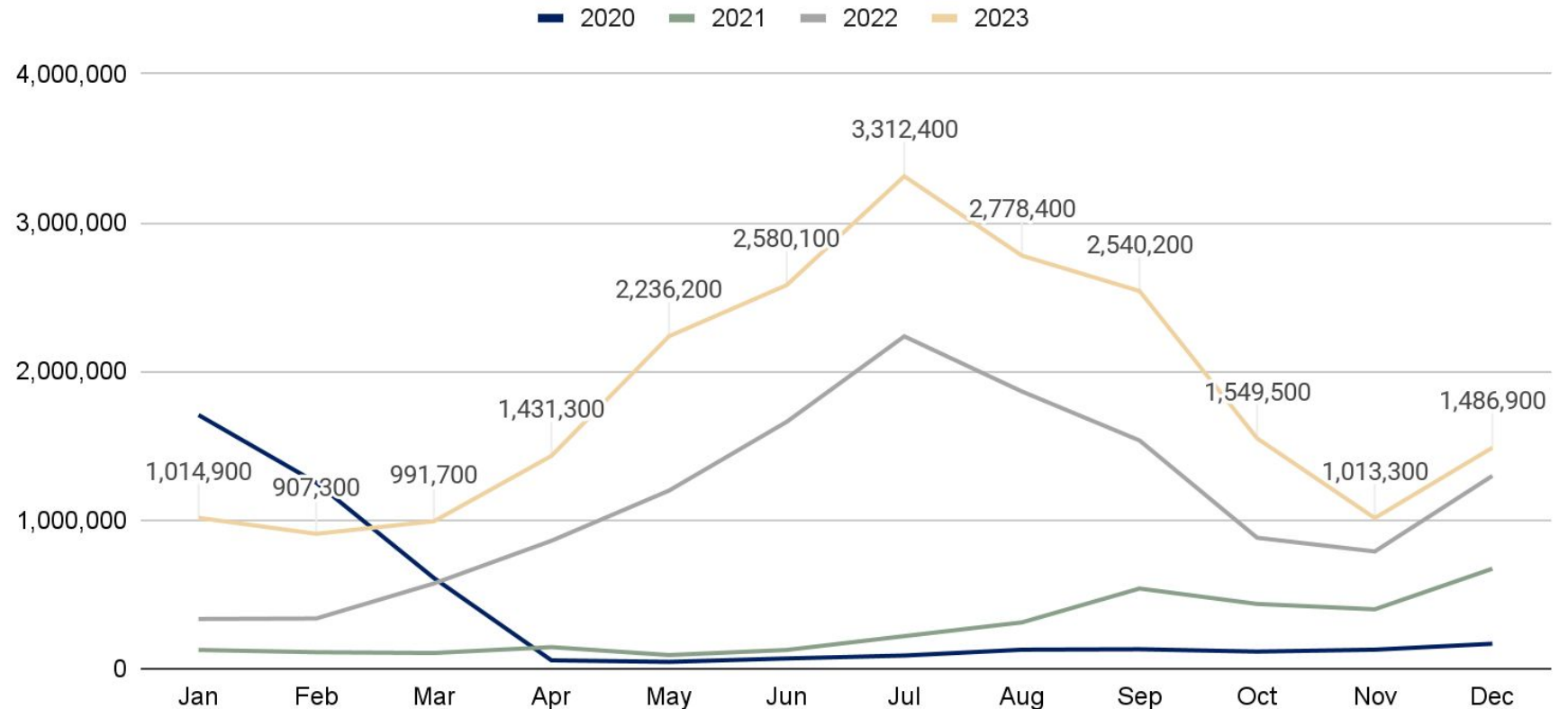


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# International Nights

## International Nights in British Columbia By Month

- October 2023 saw a **256%** increase compared to 2021, a **76%** increase compared to 2022
- November 2023 saw a **156%** increase compared to 2021, a **28%** increase compared to 2022
- December 2023 saw a **121%** increase compared to 2021, a **15%** increase compared to 2022



**Note:** "Nights" is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

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

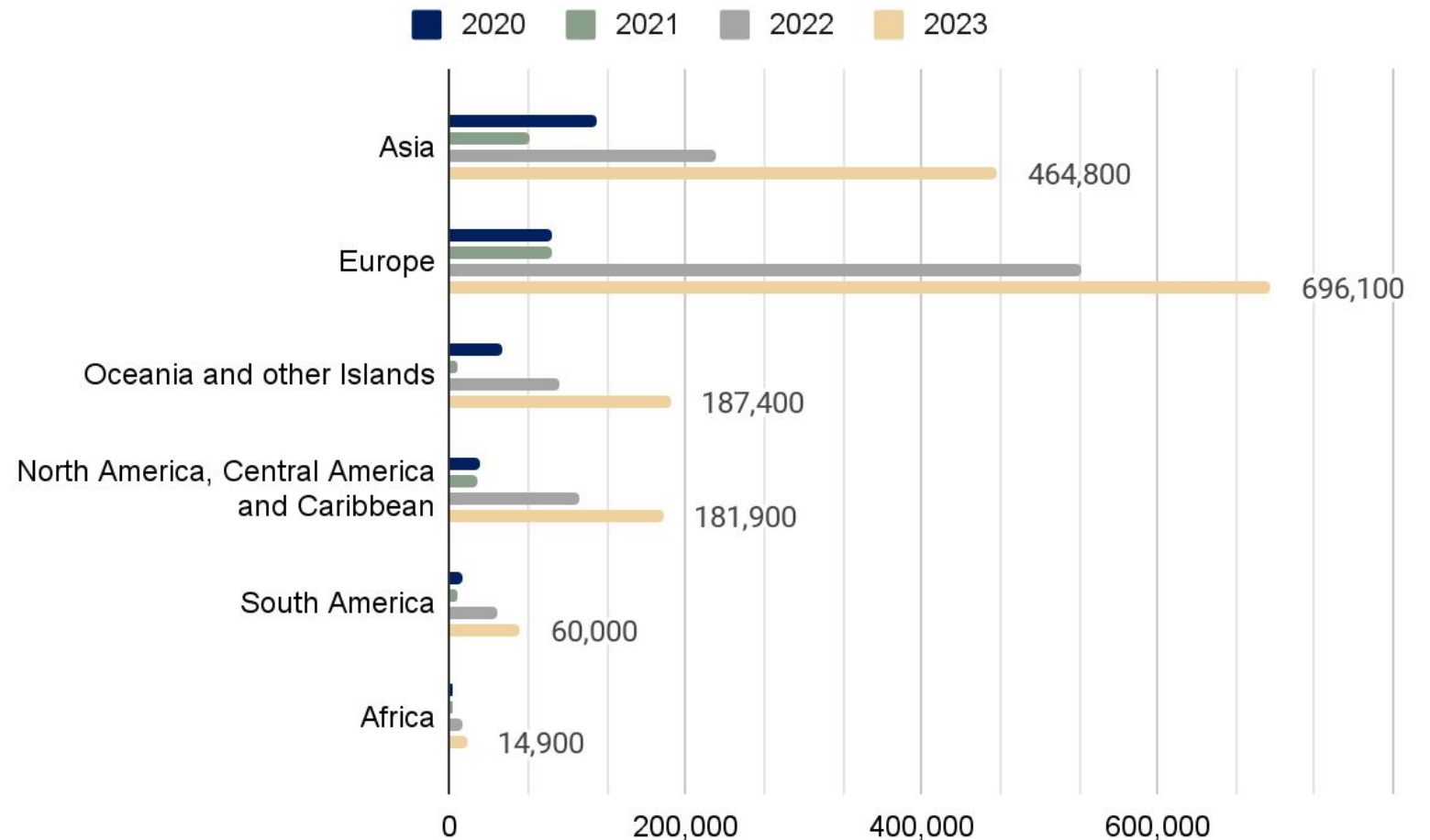
# International Regions



# Yearly International Trips by Region

## British Columbia

- Asia saw an increase of **106%** in 2023 compared to 2022
- Europe saw an increase of **30%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **100%** in 2023 compared to 2022
- North, Central America and Caribbean saw an increase of **67%** in 2023 compared to 2022
- South America saw an increase of **49%** in 2023 compared to 2022
- Africa saw an increase of **49%** in 2023 compared to 2022

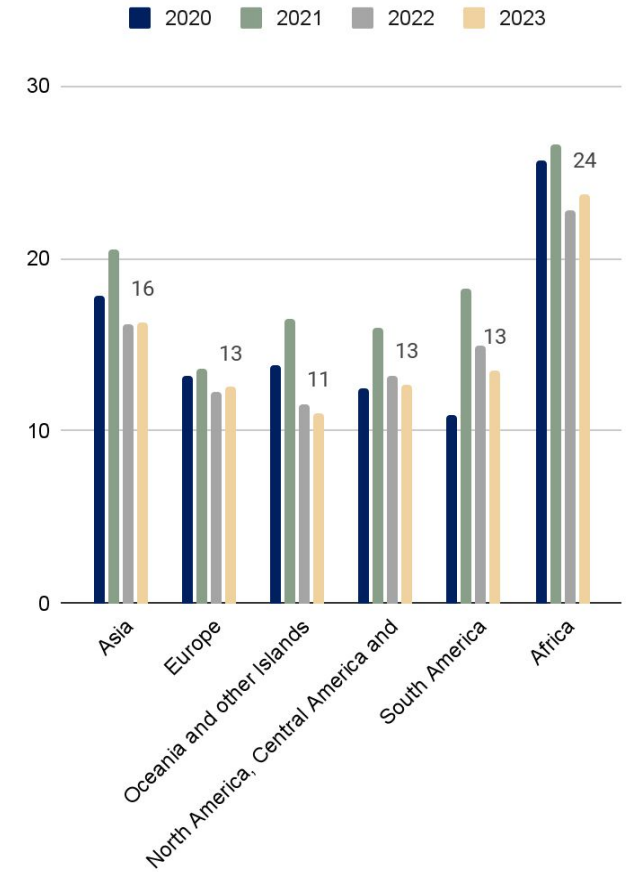
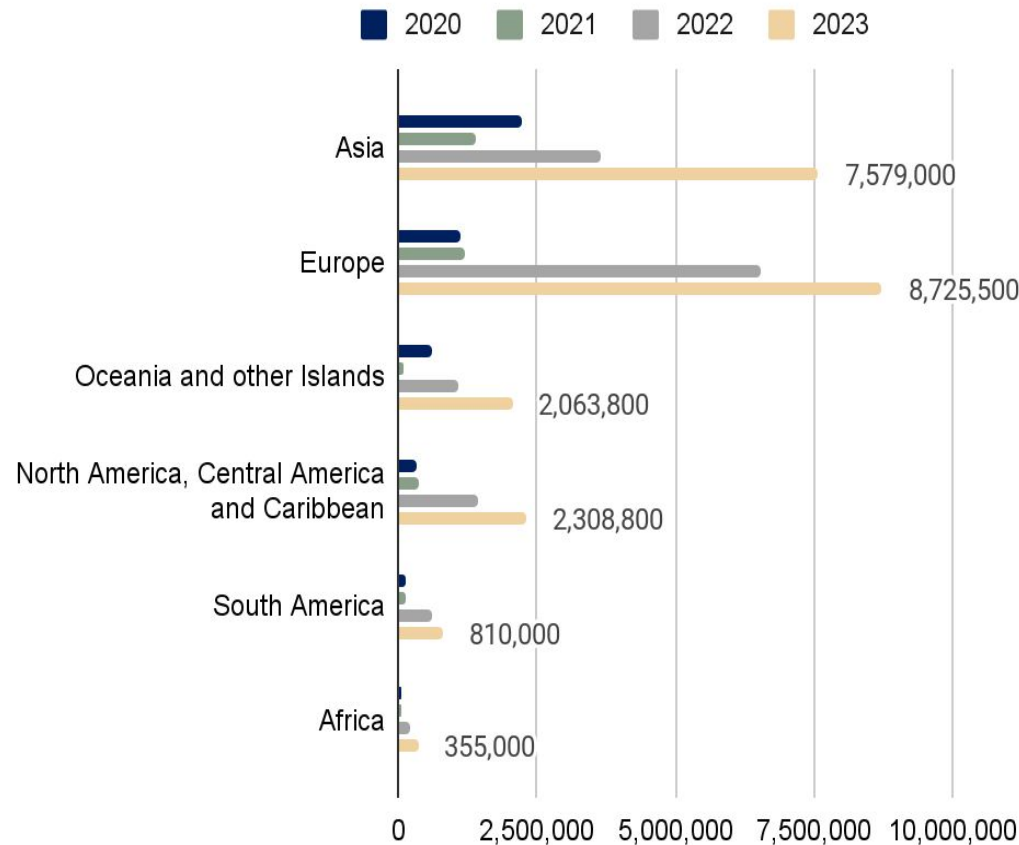


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# Yearly International Nights by Region

## British Columbia

- Asia saw an increase of **108%** in 2023 compared to 2022
- Europe saw an increase of **33%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **90%** in 2023 compared to 2022
- North, Central America and Caribbean saw an increase of **60%** in 2023 compared to 2022
- South America saw a decrease of **34%** in 2023 compared to 2022
- Africa saw an increase of **56%** in 2023 compared to 2022



Note: "Nights" is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

Average Nights by Trip

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

# International Countries

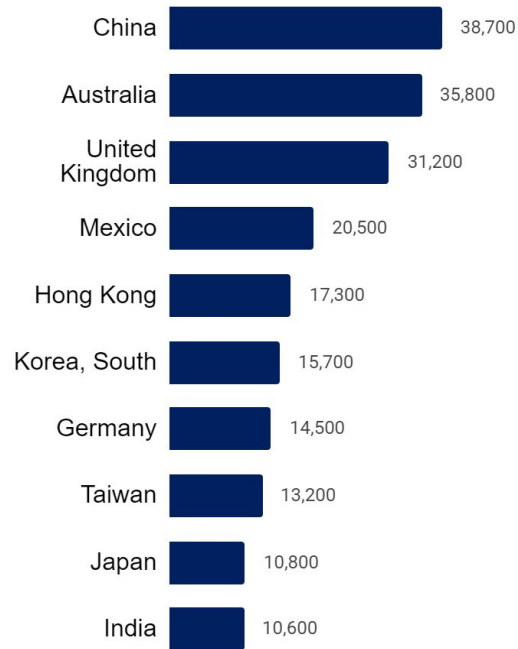
# Yearly Top International Countries Trips

British Columbia

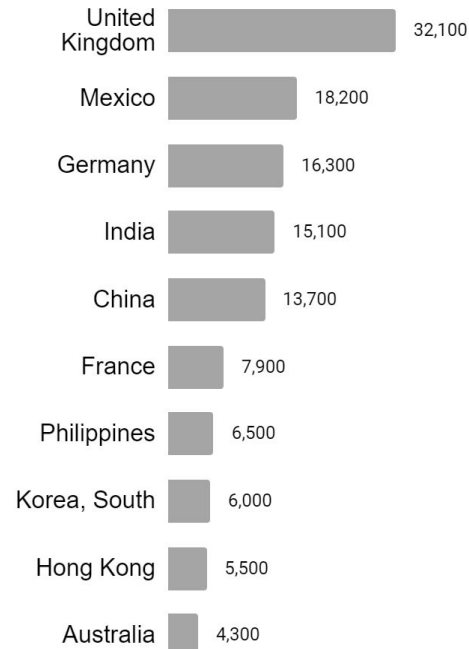
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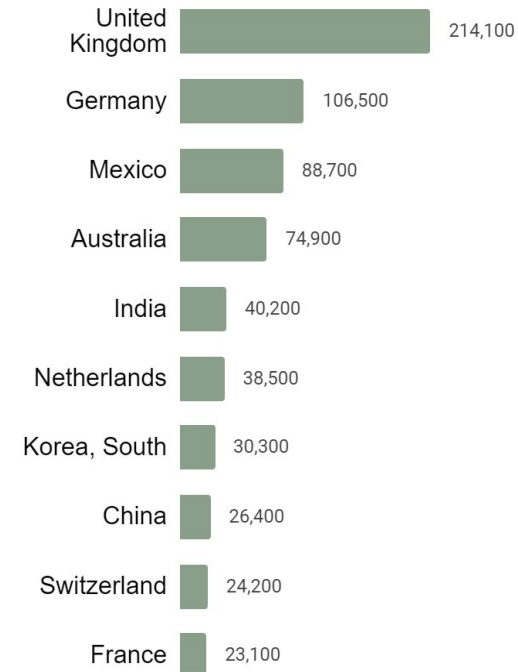
## 2020 Trips



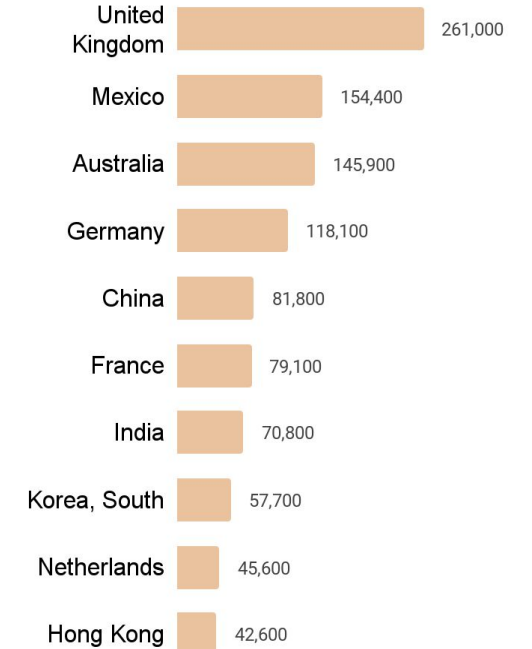
## 2021 Trips



## 2022 Trips



## 2023 Trips



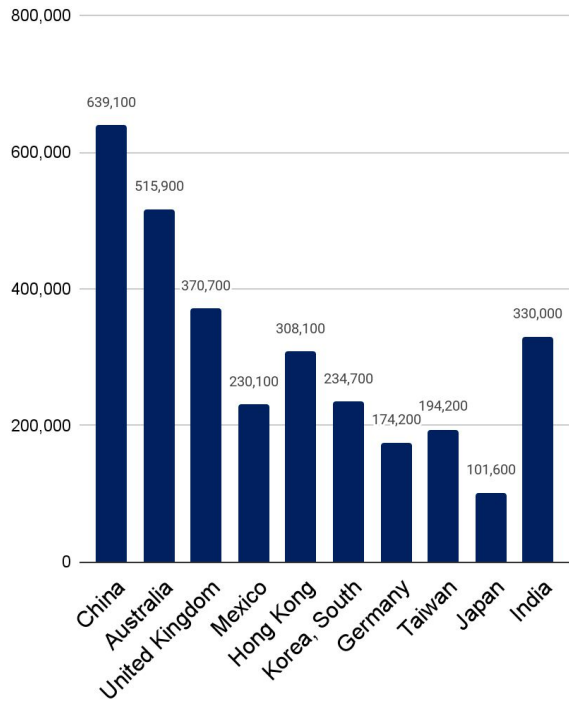
# Yearly Top International Countries Nights

British Columbia

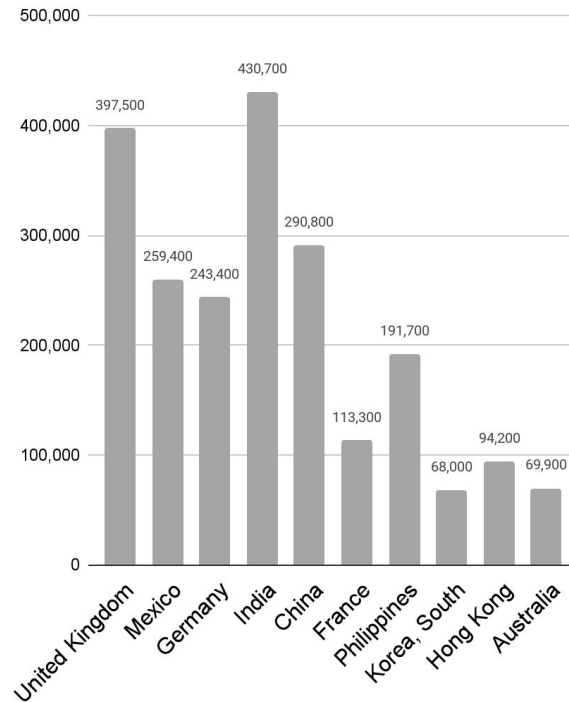
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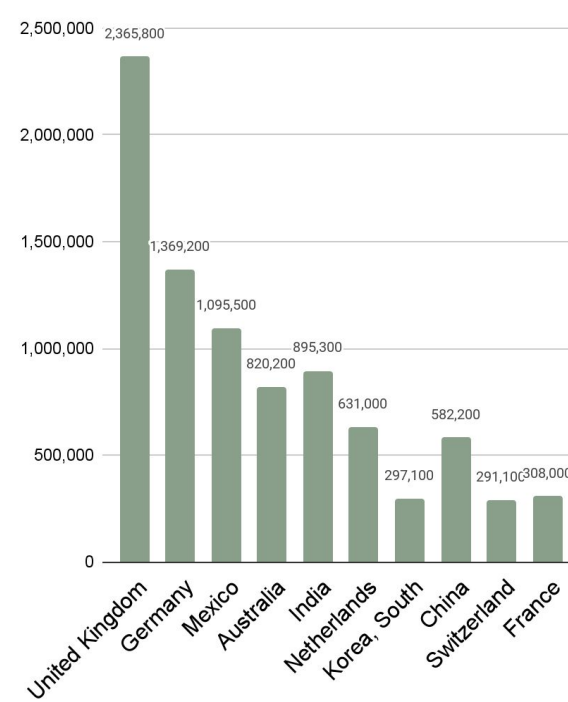
### 2020 Nights



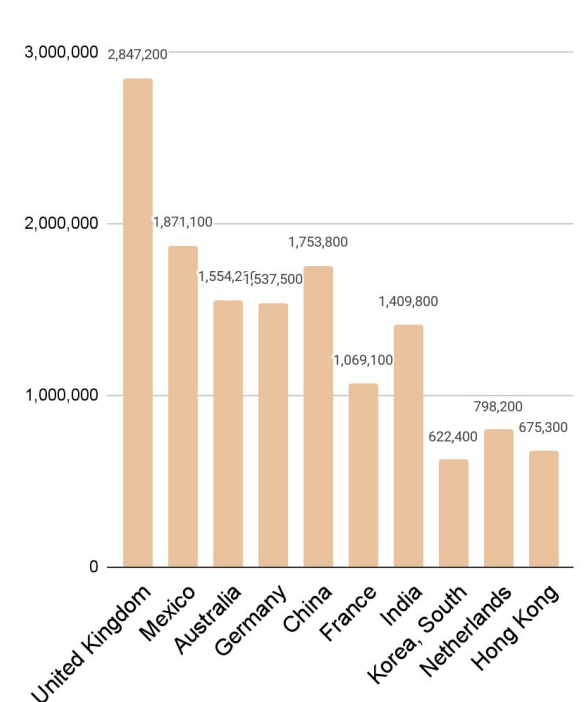
### 2021 Nights



### 2022 Nights



### 2023 Nights

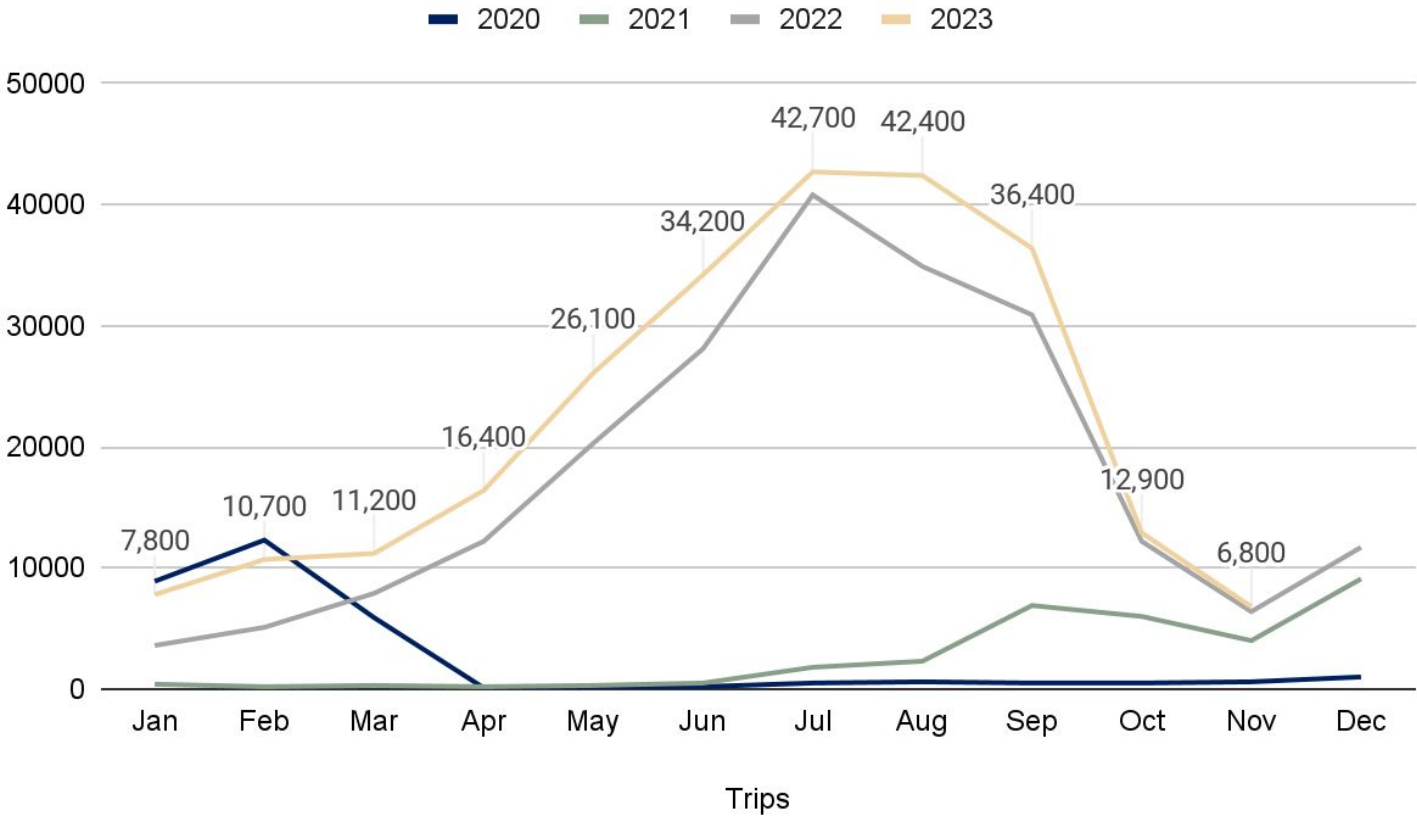


# United Kingdom Year over Year Trips and Nights

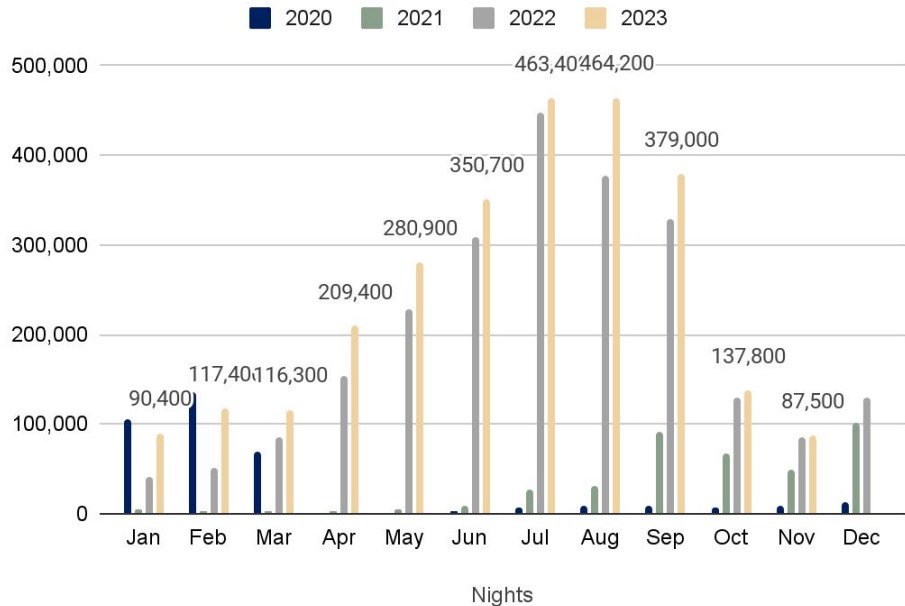
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2023\* Total Trips: **240,800**  
 2023\* Total Nights: **2,609,500**

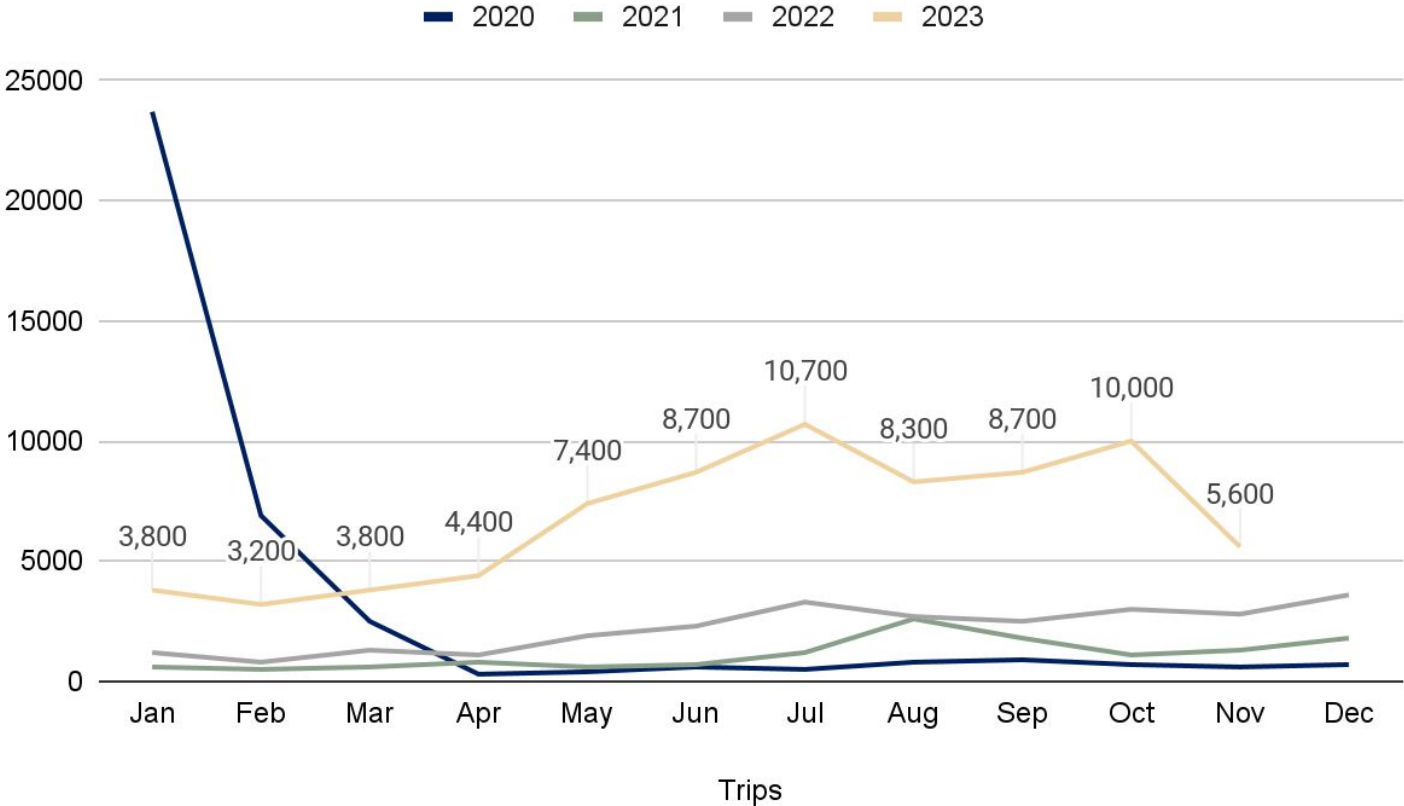


# China Year over Year Trips and Nights

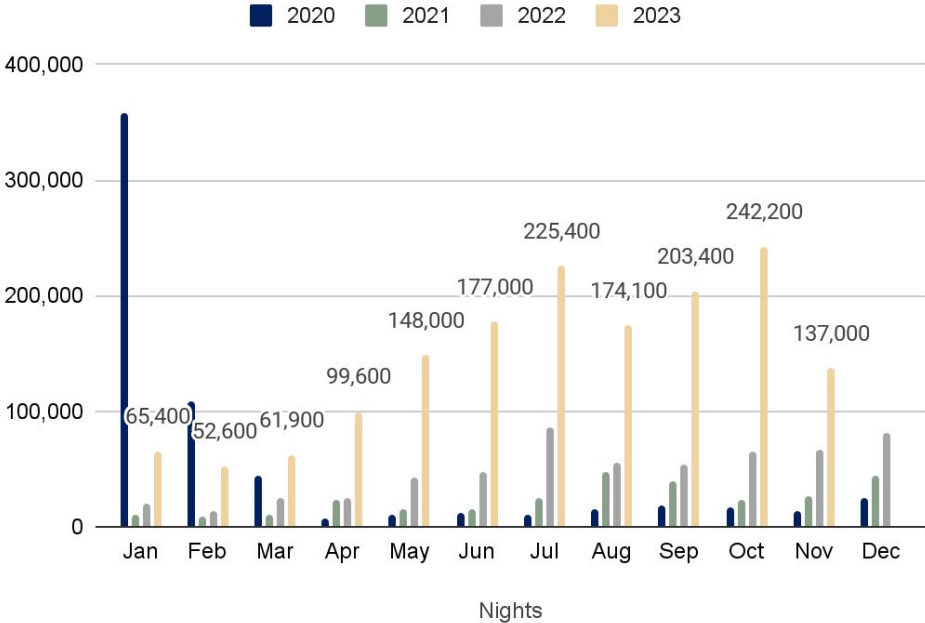
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2023\* Total Trips: **69,000**  
 2023\* Total Nights: **1,449,700**

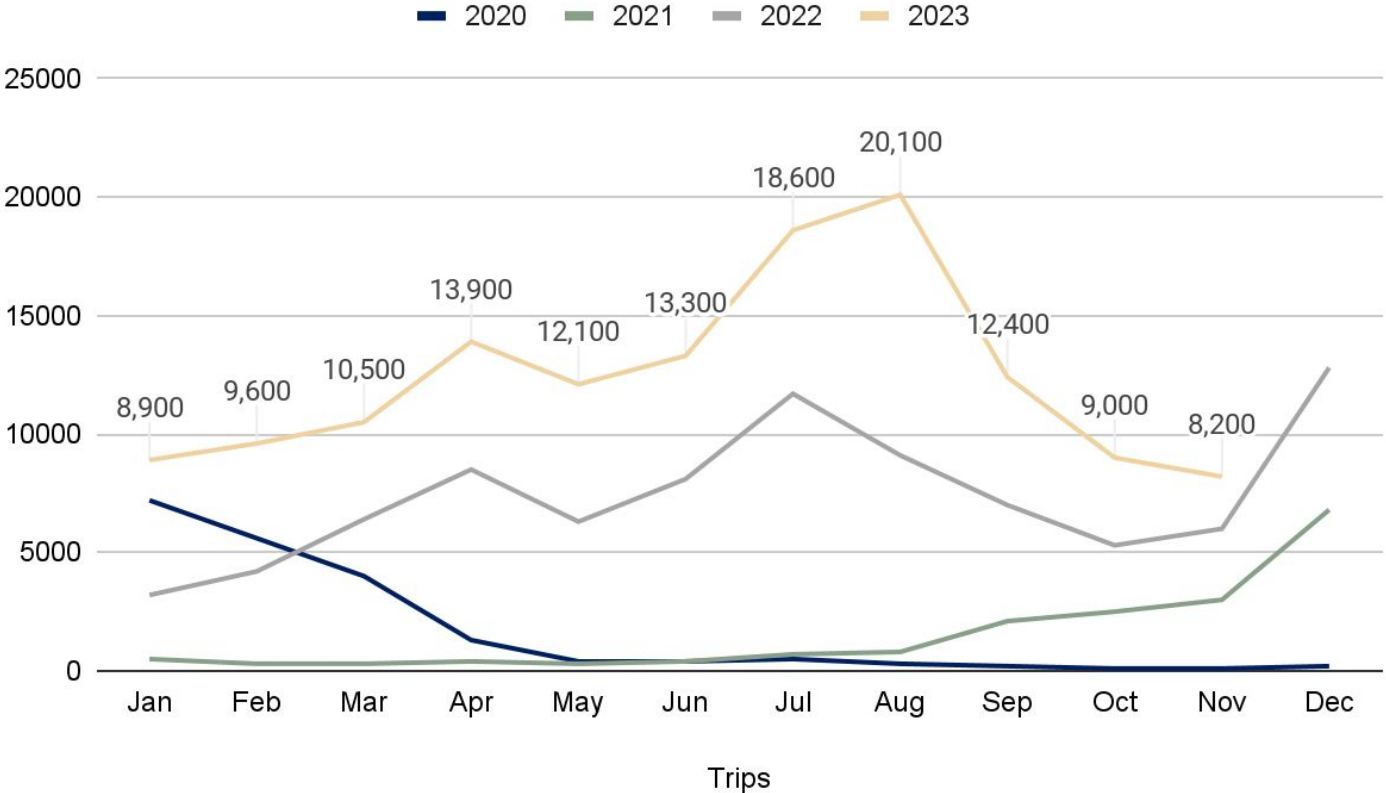


# Mexico Year over Year Trips and Nights

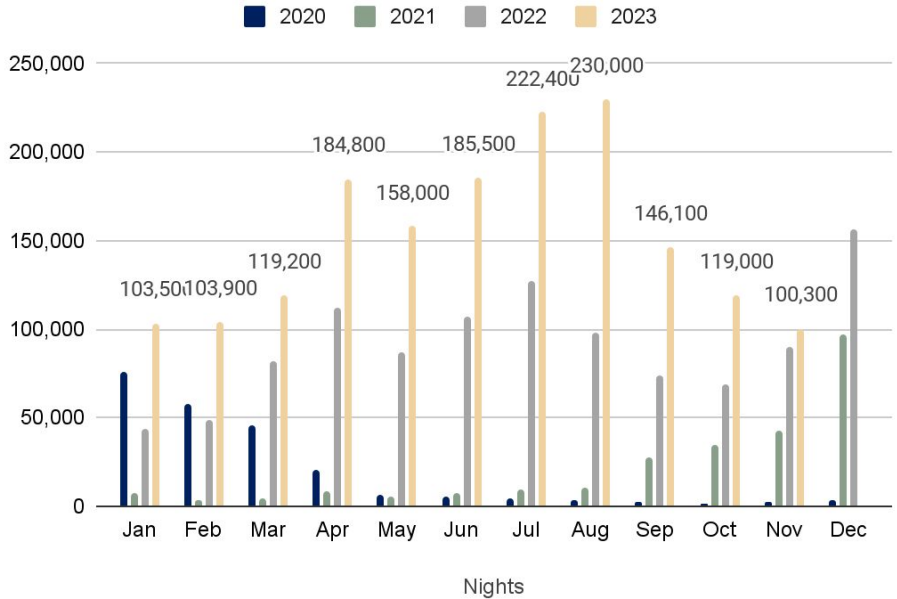
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2023\* Total Trips: **128,400**  
 2023\* Total Nights: **1,453,500**



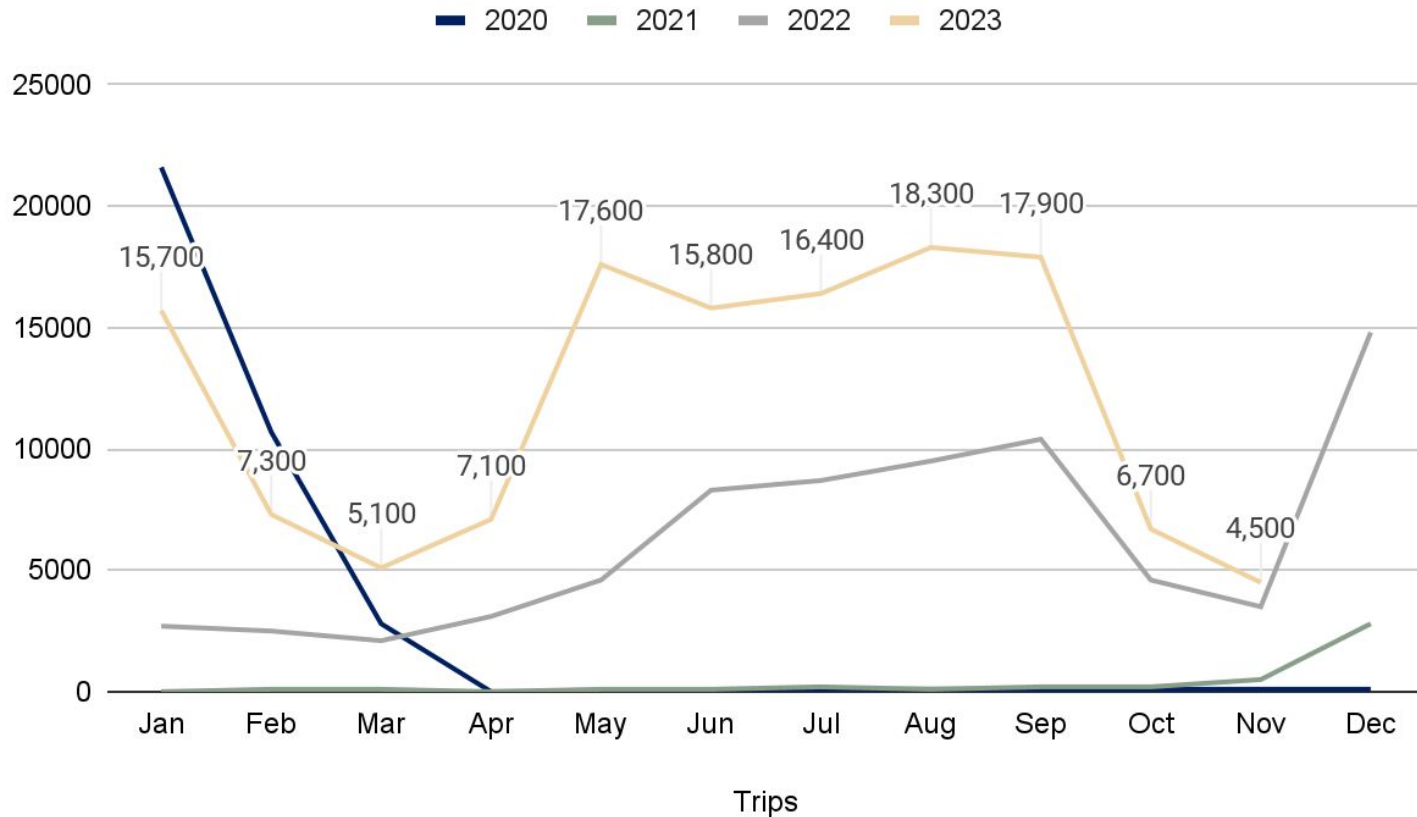


# Australia Year over Year Trips and Nights

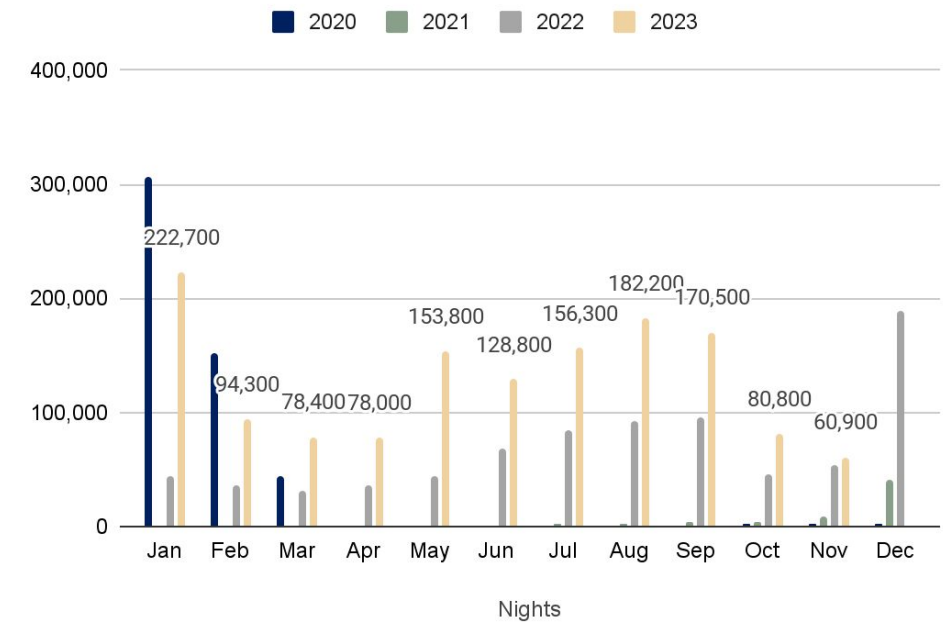
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2023\* Total Trips: **127,900**  
 2023\* Total Nights: **1,345,600**

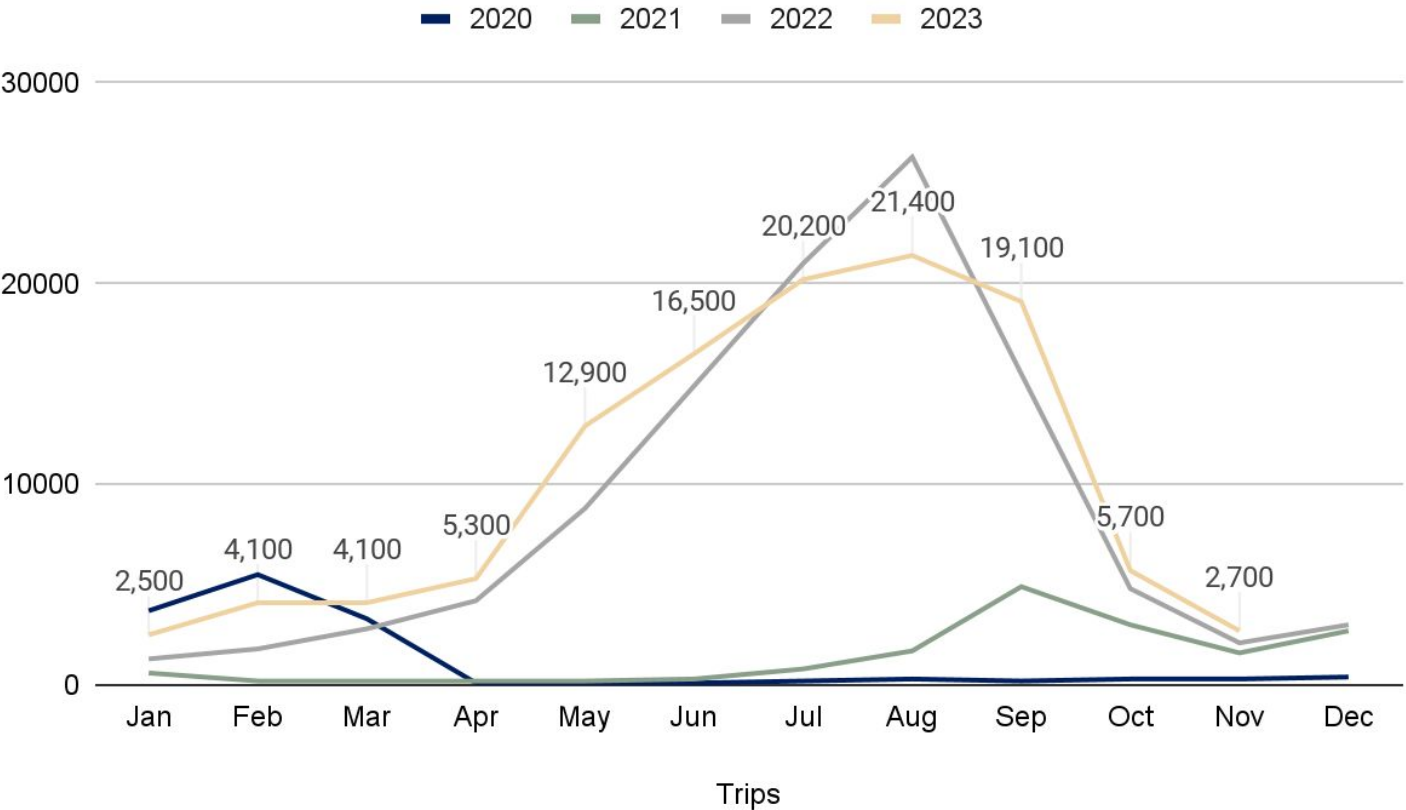


# Germany Year over Year Trips and Nights

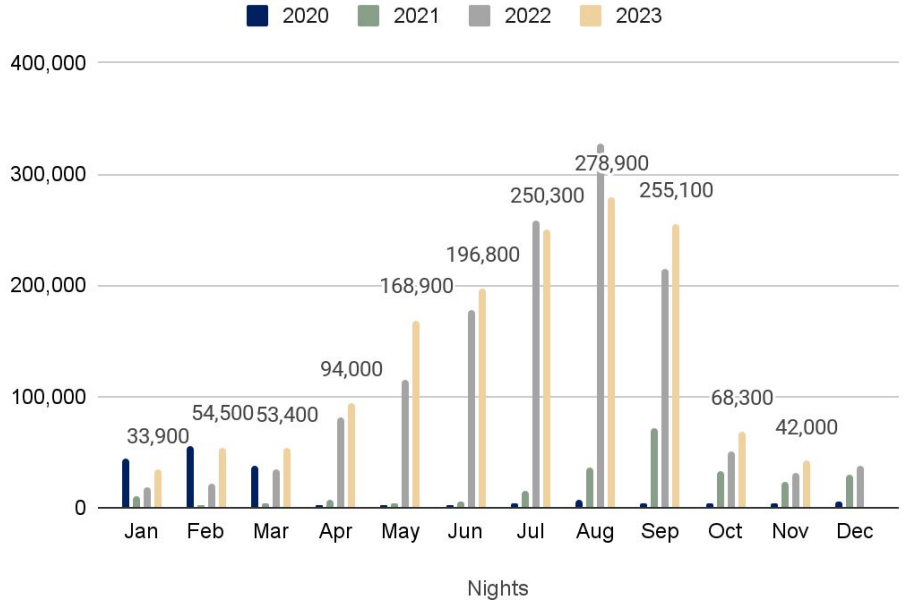
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2023\* Total Trips: **111,800**  
 2023\* Total Nights: **1,454,000**



# Contact Us

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