

bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

Canada, United States & International

Year In Review | 2023

British Columbia

2023 DATA VINTAGE

Purpose

2023 Year In
Review

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- As the tourism industry recovers 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 **Domestic Market (BC and AB)** as the top priority followed by the **United States and International Markets**
- 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
- Domestic and USA 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
- For International Research: Estimates are provided for the **total 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. VisitorView provides insights the tourism industry needs to understand, market and grow their business with **Canadian, USA or International** travellers
- 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

- 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
- Definitions:
 - **Visitors:** A visitor is defined as someone who travels 60+km from their point of origin. (The numbers include those who have travelled within the region 60km from home, as well as those who have travelled from outside the region)
 - **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 visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)



Note: For international visitation, only Trips and Nights are considered as they measure continuous visitation to the destination.



Canada Insights

Canadian Visitation

2023 Year In Review

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Canadian Provinces Travelling to British Columbia By Year

Overview

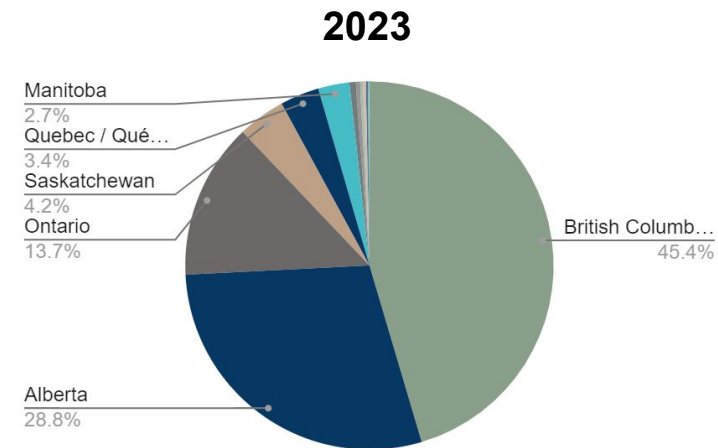
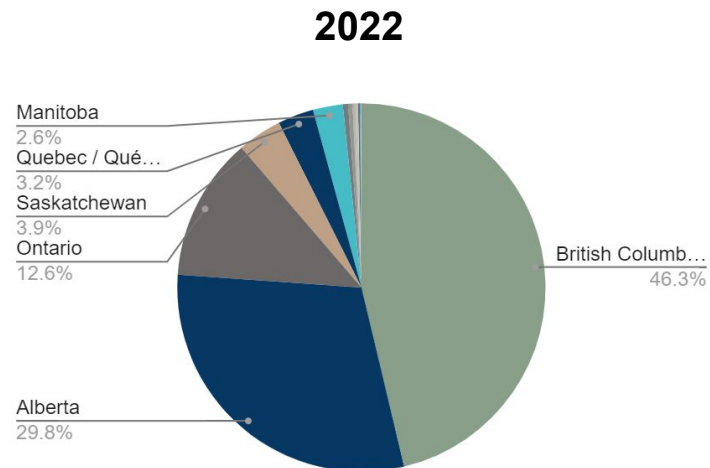
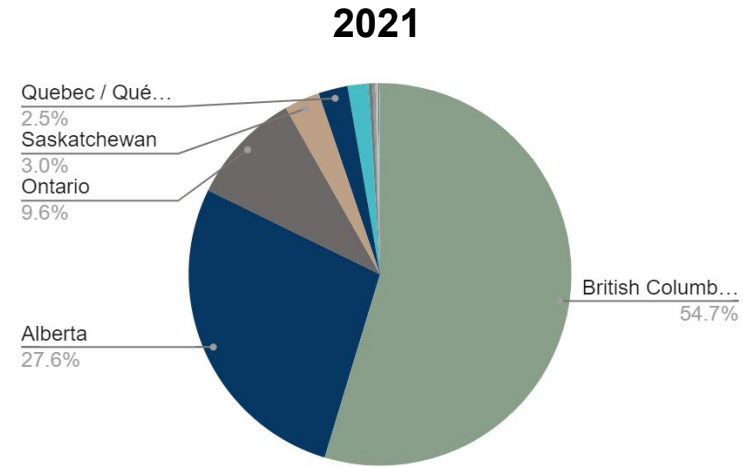
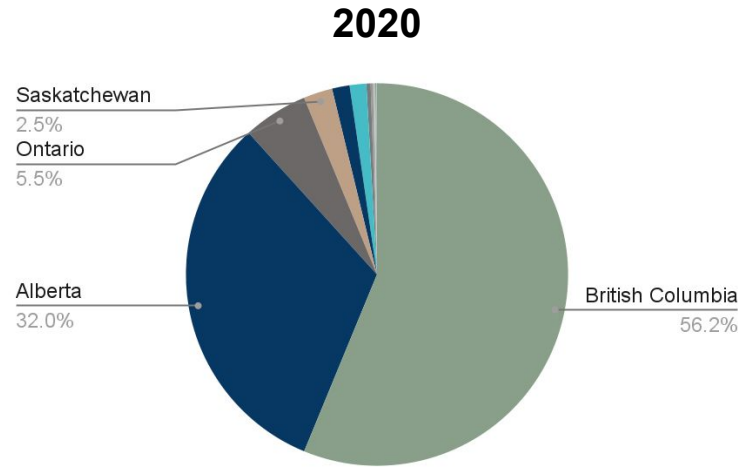
In 2020 British Columbia saw an average of **7,063,900** Domestic Visitors. In 2021 the province saw **7,097,800** Domestic Visitors. In 2022, **9,300,300** Domestic Visitors and in 2023, **9,406,700** Domestic Visitors.

- **Increase** of **33.2%** 2023 compared to 2020

- **Increase** of **33.5%** 2023 compared to 2021

- **Increase** of **1%** 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



- British Columbia
- Alberta
- Ontario
- Saskatchewan
- Quebec
- Manitoba
- Yukon
- Nova Scotia
- Northwest Territories
- New Brunswick
- Newfoundland and Labrador
- Nunavut
- Prince Edward Island

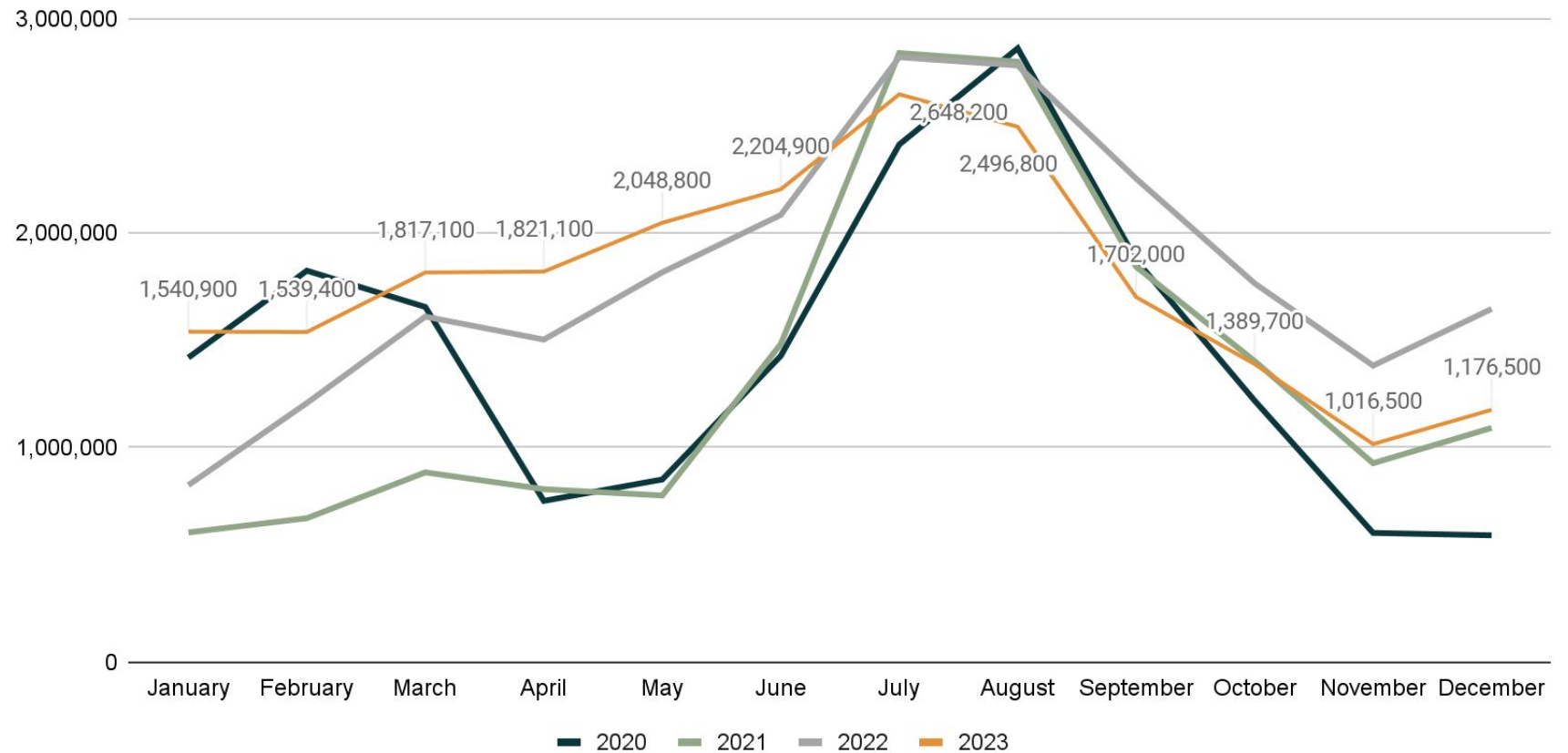
Canadian Visitation

2023 Year In Review

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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.

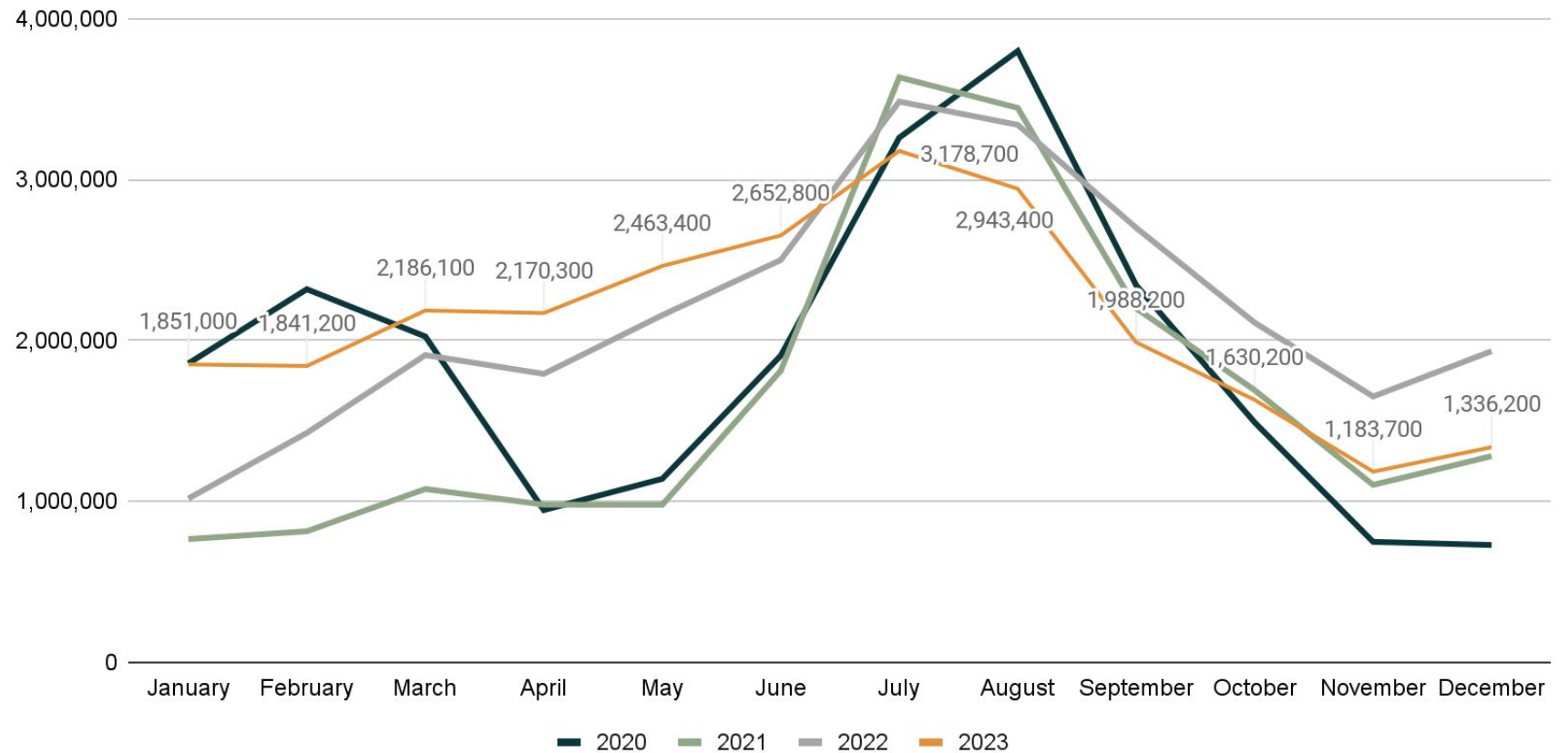
Canadian Visitation

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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.

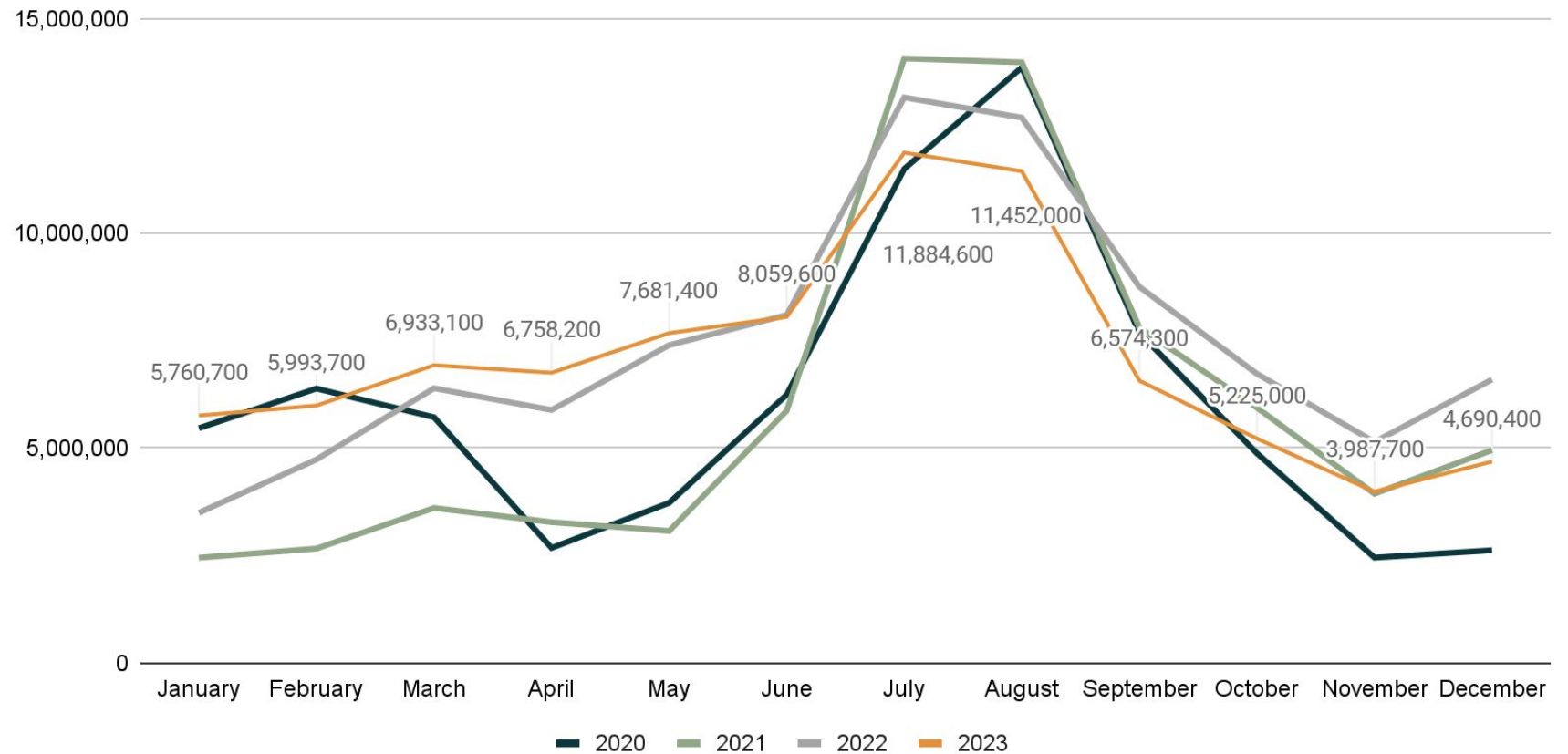
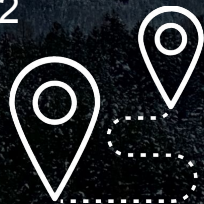
Canadian Visitation

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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.

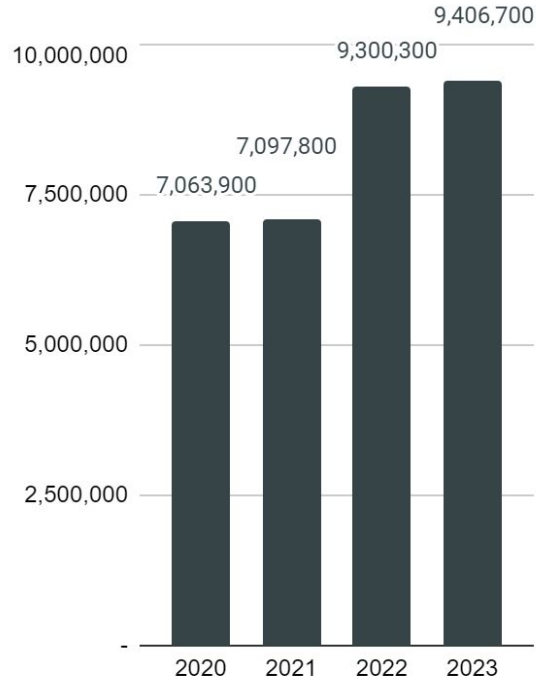
Canadian Visitation

2023 Year In Review

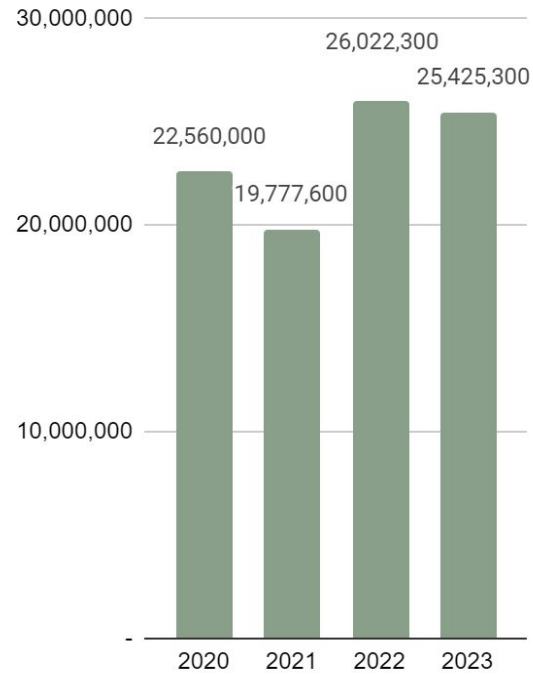
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Canadian Residents Traveling To British Columbia By Year

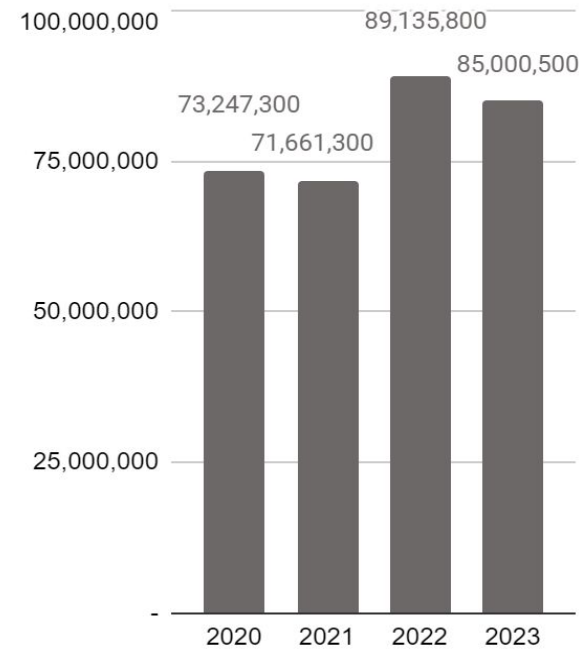
Number of Visitors to BC



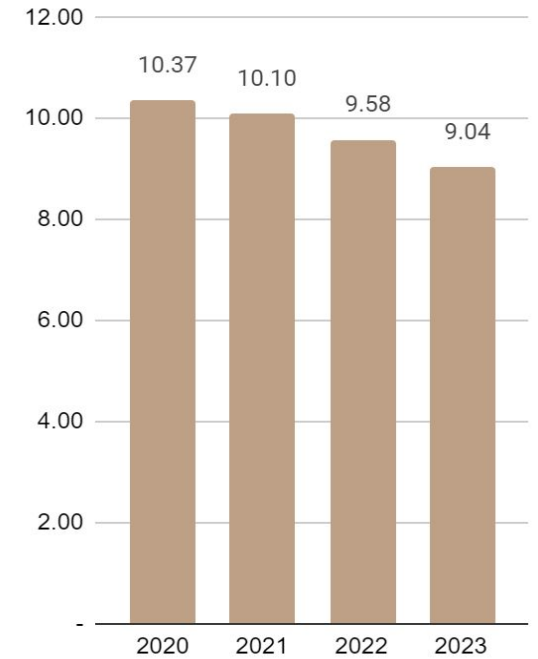
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC





Canada: British Columbia Insights

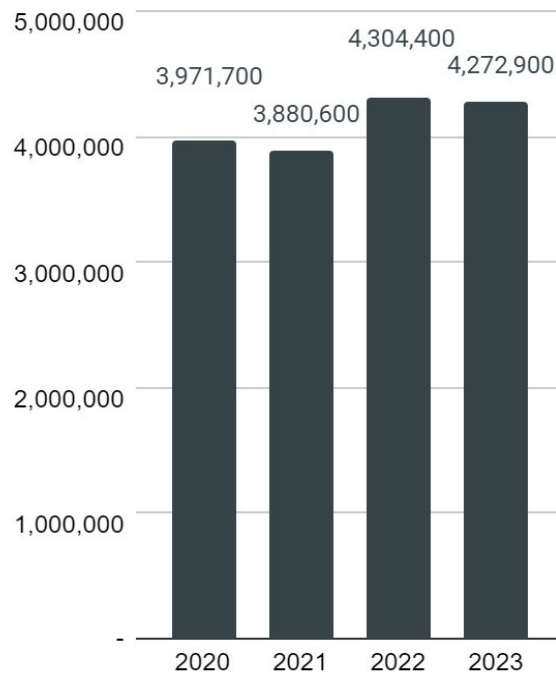
British Columbia Visitation

2023 Year In Review

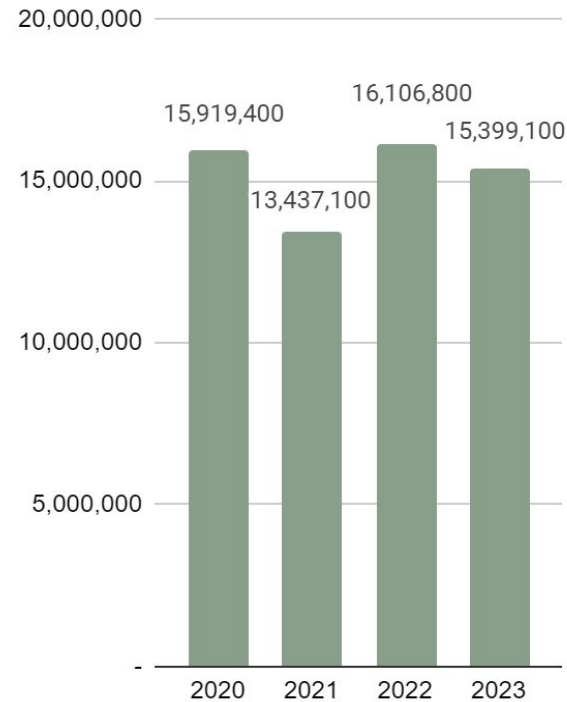
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British Columbia Residents Traveling To British Columbia By Year

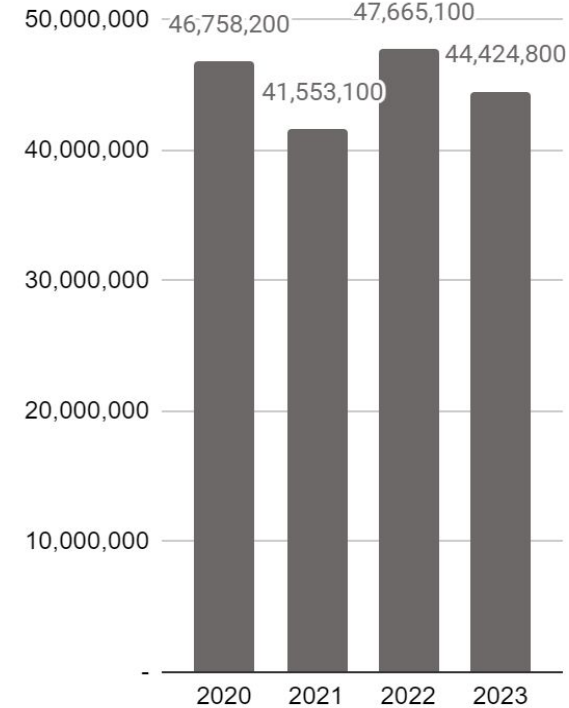
Number of Visitors to BC



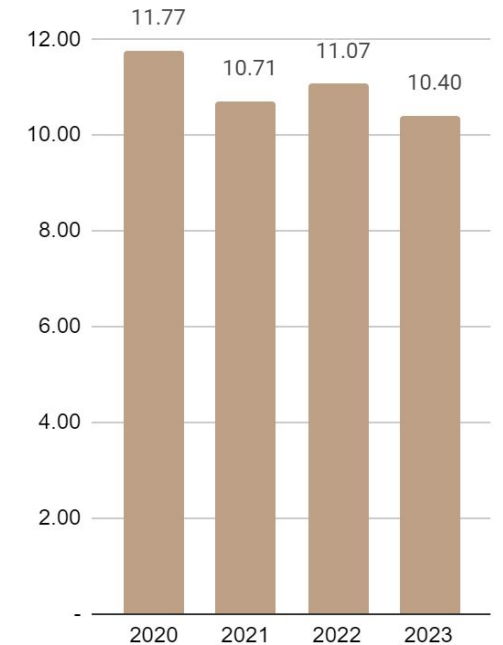
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



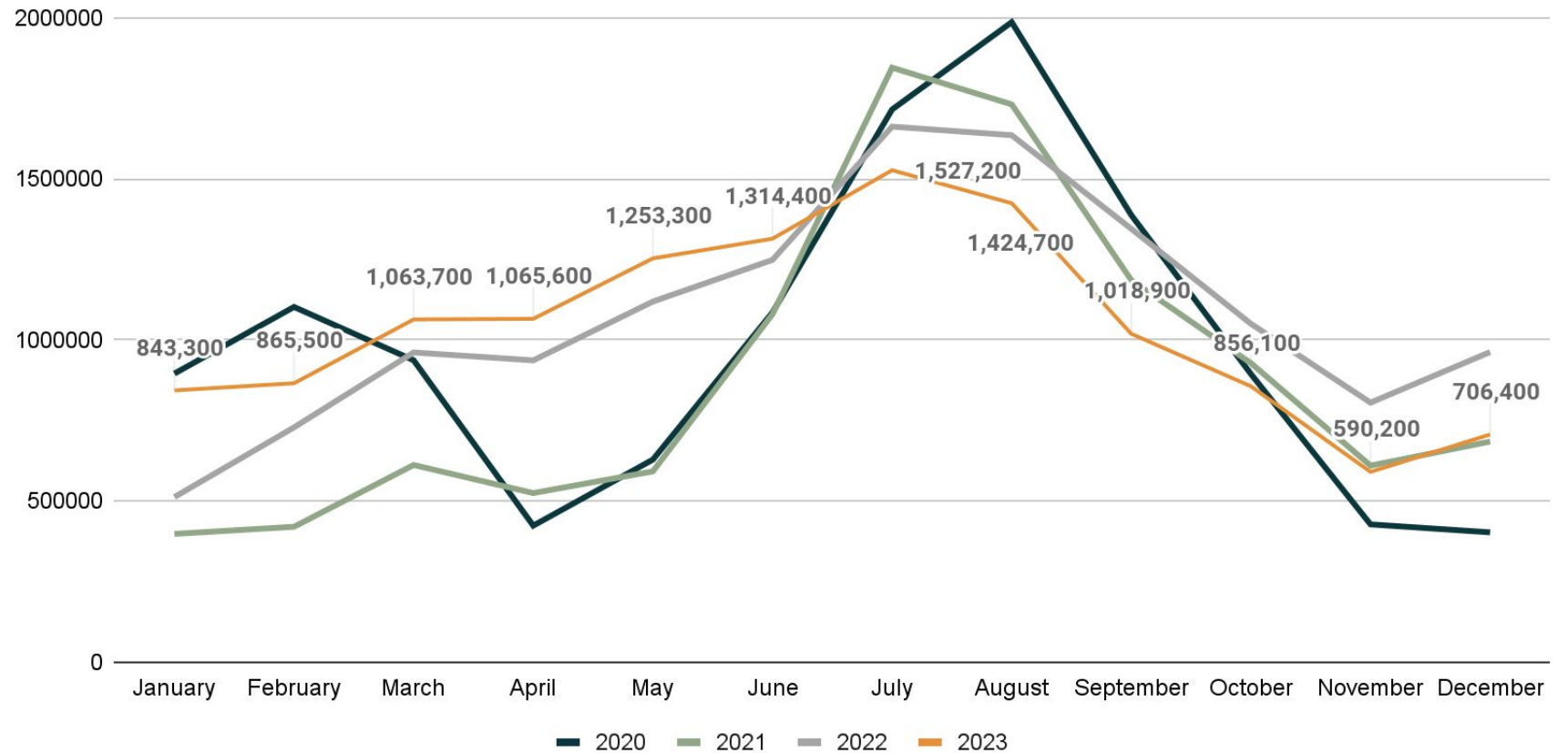
British Columbian Visitation

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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.

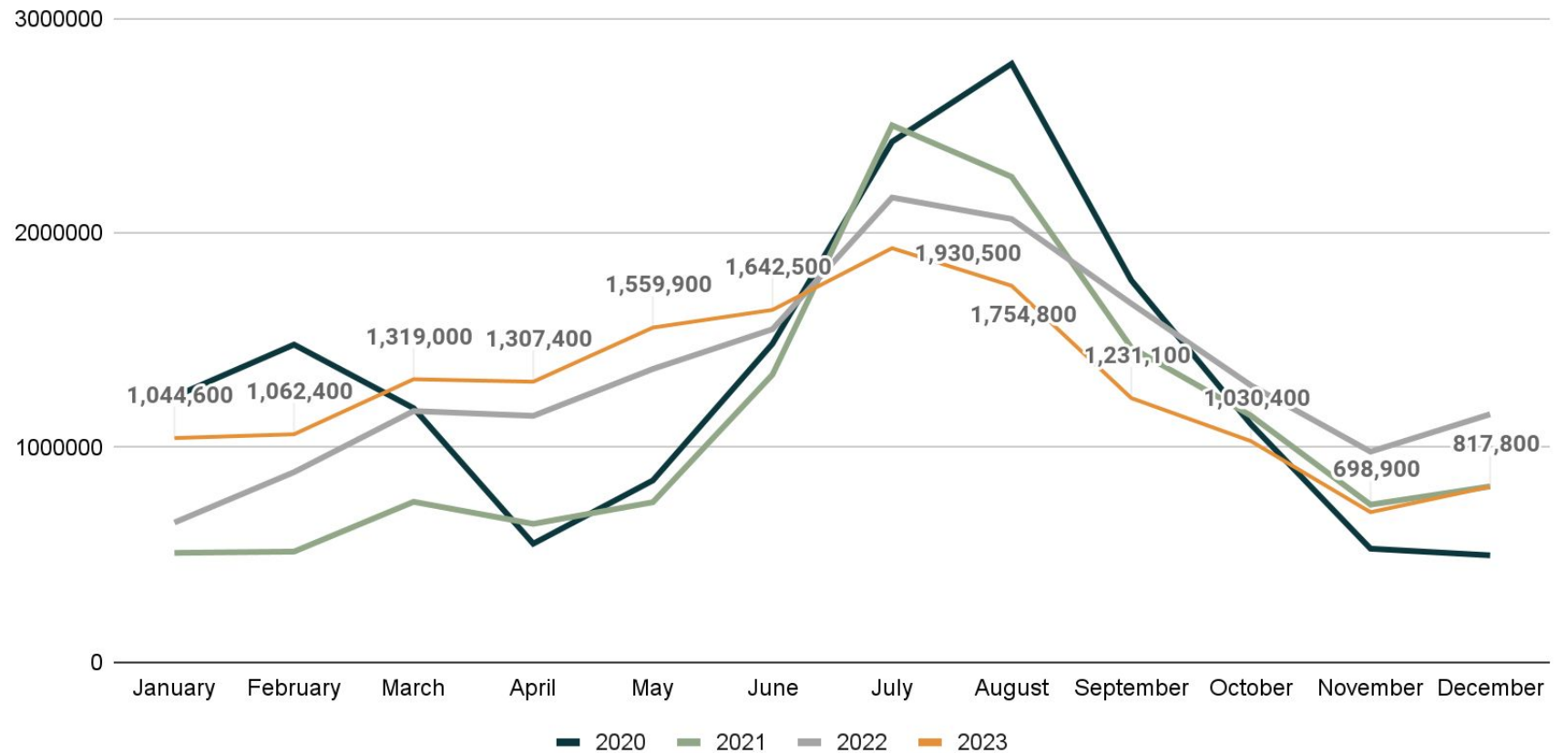
British Columbian Visitation

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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.

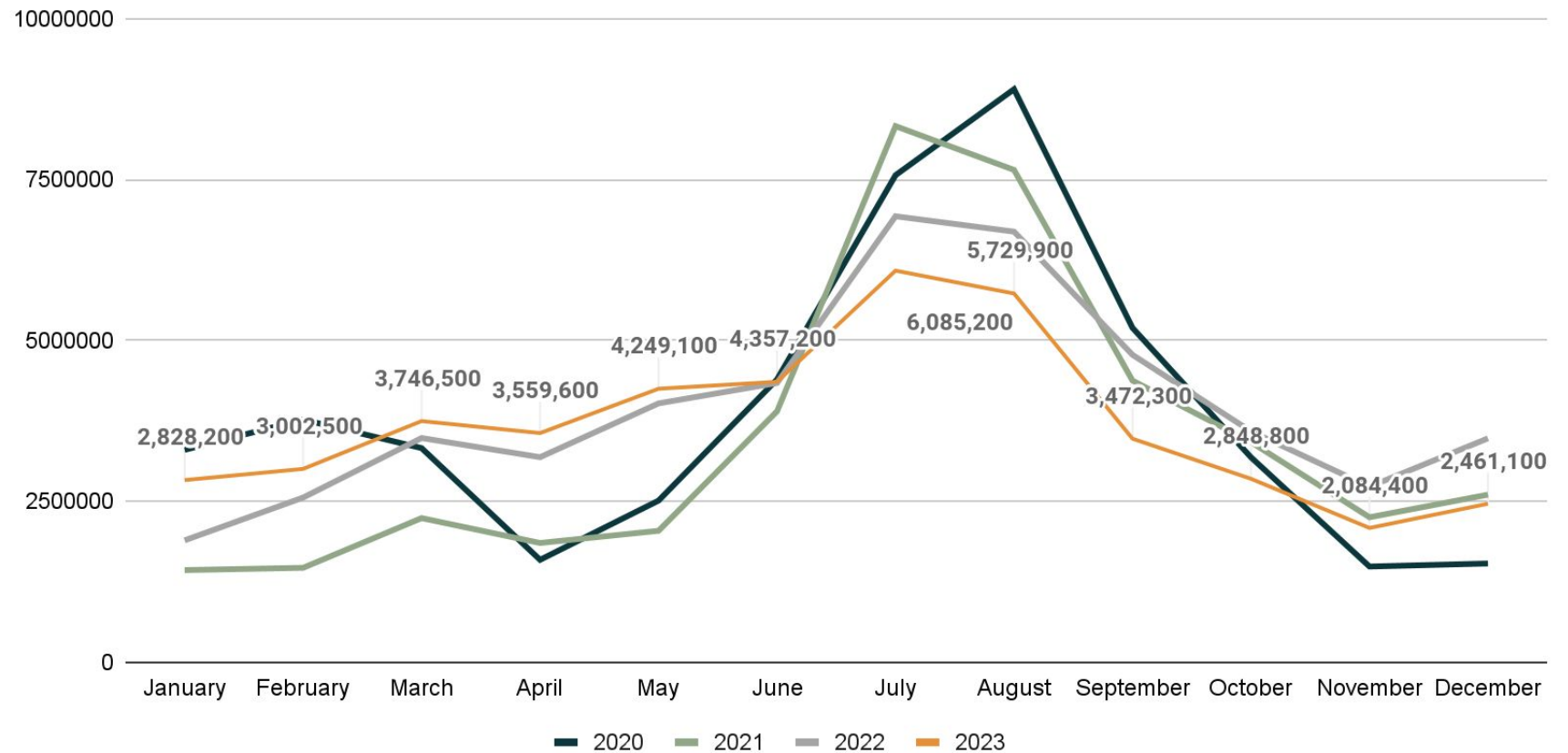
British Columbian Visitation

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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

British Columbian Visitation

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Number of Visitors To British Columbia By Origin City

City	2020 Visitor Count
Vancouver	477,100
Surrey	371,100
Burnaby	167,500
Richmond	147,400
Kelowna	132,000
Abbotsford	121,500
Coquitlam	114,700
Saanich	107,600
Langley	104,400
Kamloops	96,500

City	2021 Visitor Count
Vancouver	472,000
Surrey	370,000
Burnaby	167,300
Richmond	147,300
Kelowna	126,300
Abbotsford	119,400
Coquitlam	113,600
Langley	103,100
Saanich	102,000
Kamloops	93,600

City	2022 Visitor Count
Vancouver	529,800
Surrey	413,300
Burnaby	192,900
Richmond	168,300
Kelowna	141,200
Abbotsford	134,800
Coquitlam	127,400
Saanich	114,300
Langley	111,500
Kamloops	99,800

City	2023 Visitor Count
Vancouver	517,300
Surrey	407,800
Burnaby	189,100
Richmond	164,600
Kelowna	142,600
Abbotsford	134,900
Coquitlam	125,000
Saanich	114,900
Langley	108,900
Kamloops	100,500

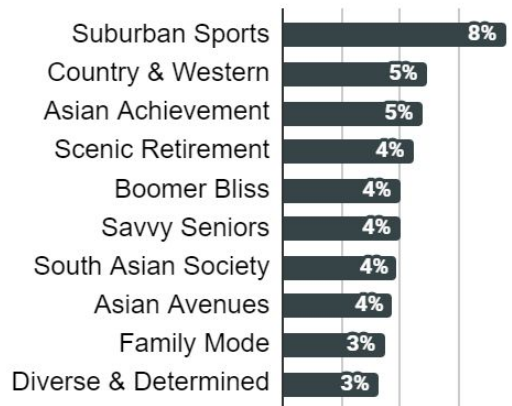
British Columbia Market

2023 Year In Review

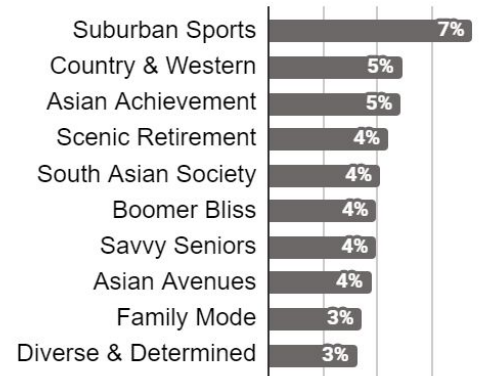
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BC Visitation to British Columbia by PRIZM Segment & EQ Type

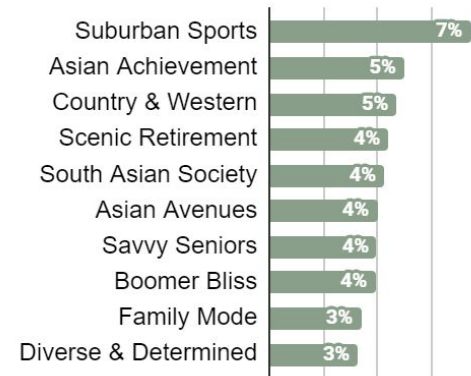
2020 BC Visitors by PRIZM



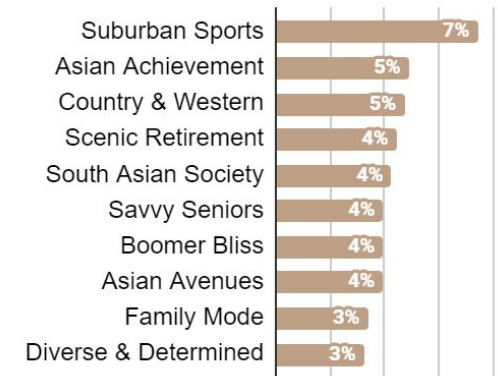
2021 BC Visitors by PRIZM



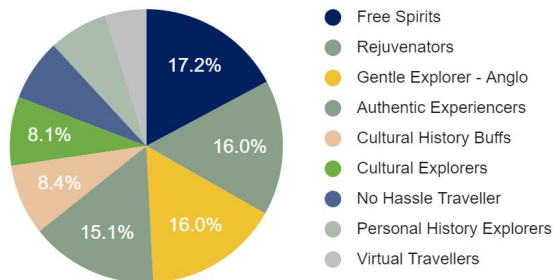
2022 BC Visitors by PRIZM



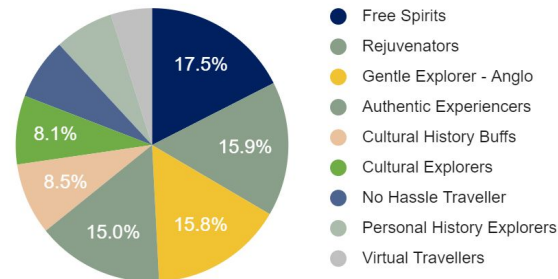
2022 BC Visitors by PRIZM



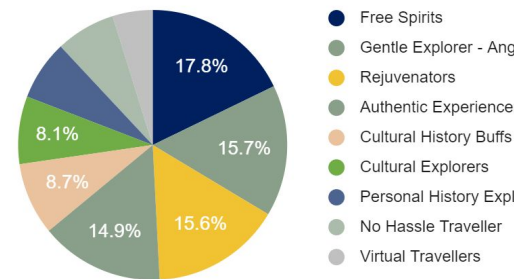
2020 BC Visitors by EQ



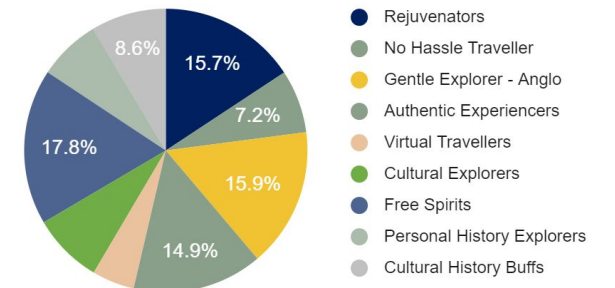
2021 BC Visitors by EQ



2022 BC Visitors by EQ



2022 BC Visitors by EQ



A person wearing a blue long-sleeved shirt, a red life vest, and a colorful knit hat is seen from behind, sitting in a canoe on a calm lake. The person is holding a yellow paddle. The lake reflects the surrounding green forest and distant mountains under a blue sky with light clouds. The scene is peaceful and scenic.

Canada: Alberta Insights

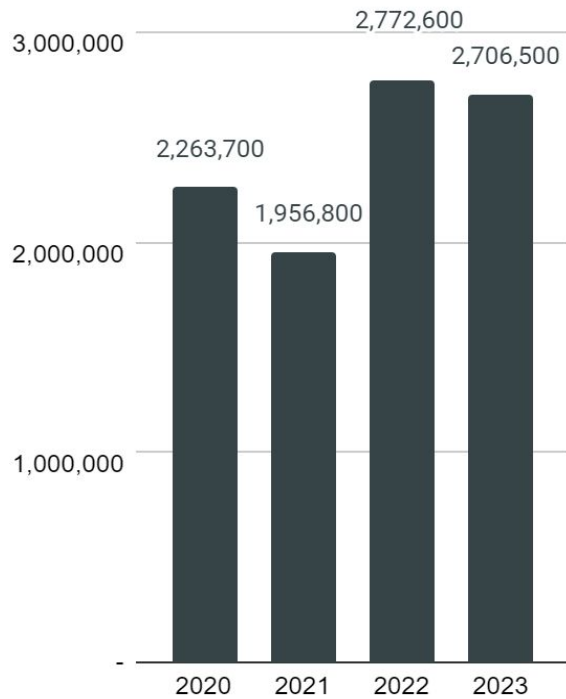
Alberta Visitation

2023 Year In Review

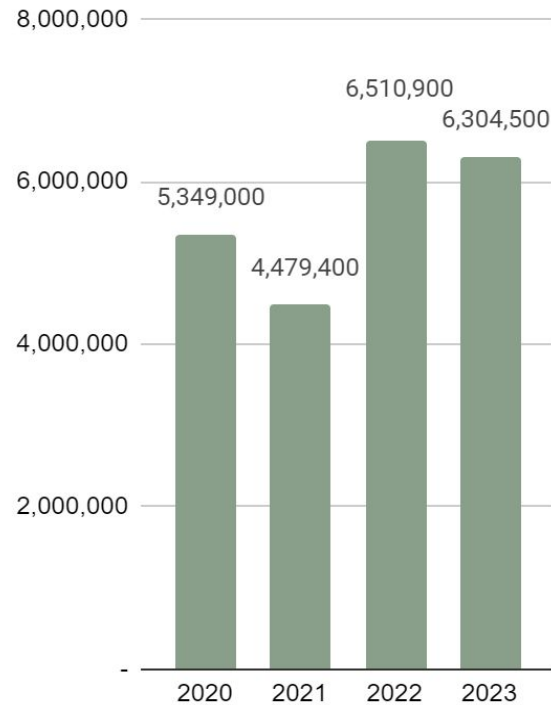
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Alberta Residents Traveling To British Columbia By Year

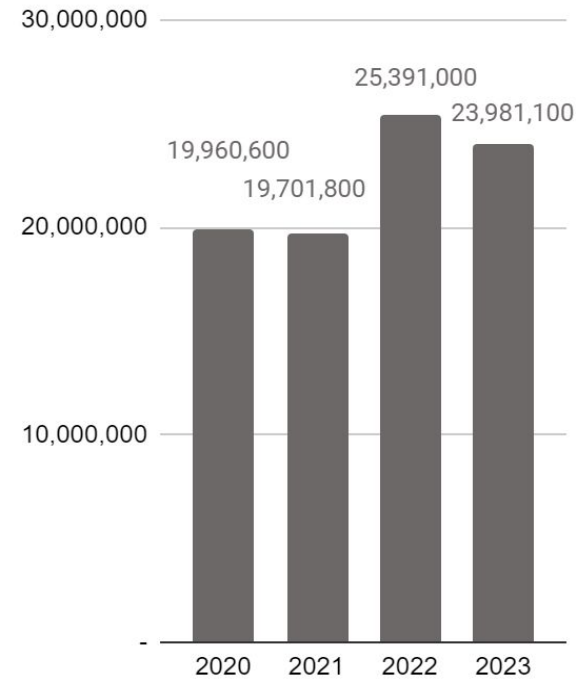
Number of Visitors to BC



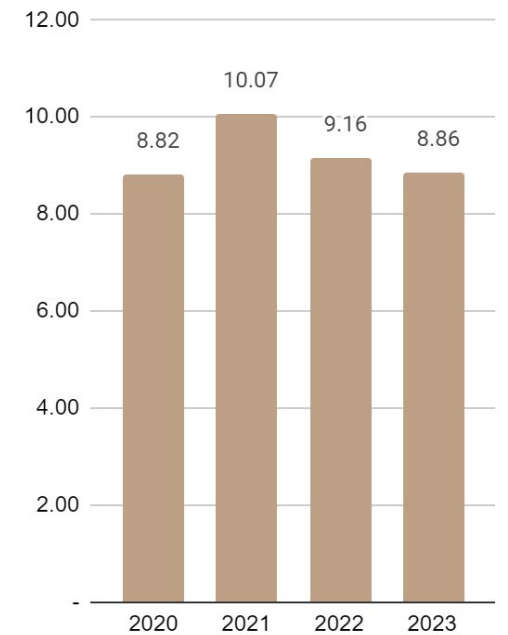
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



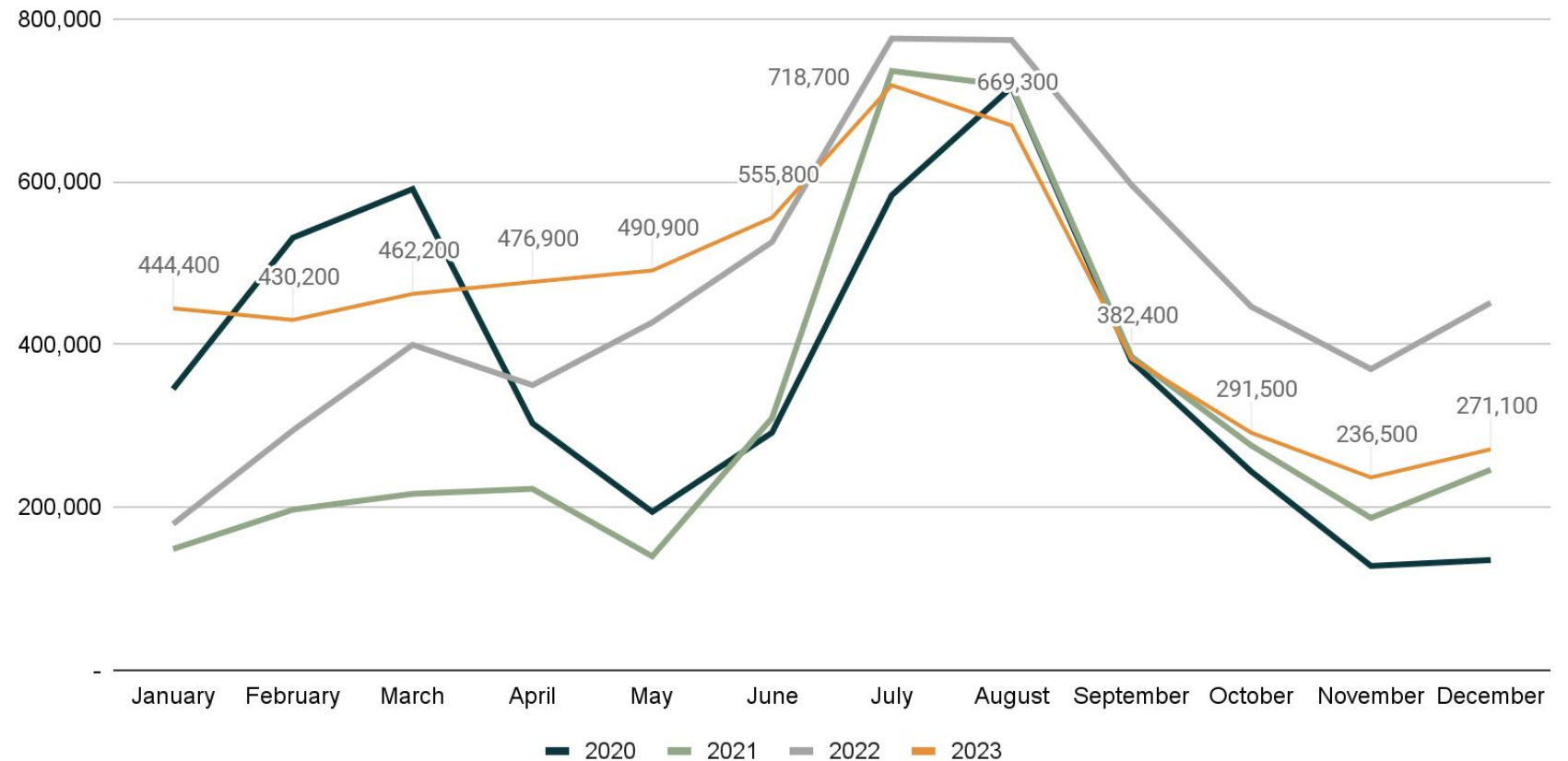
Alberta Visitation

2023 Year In Review

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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.

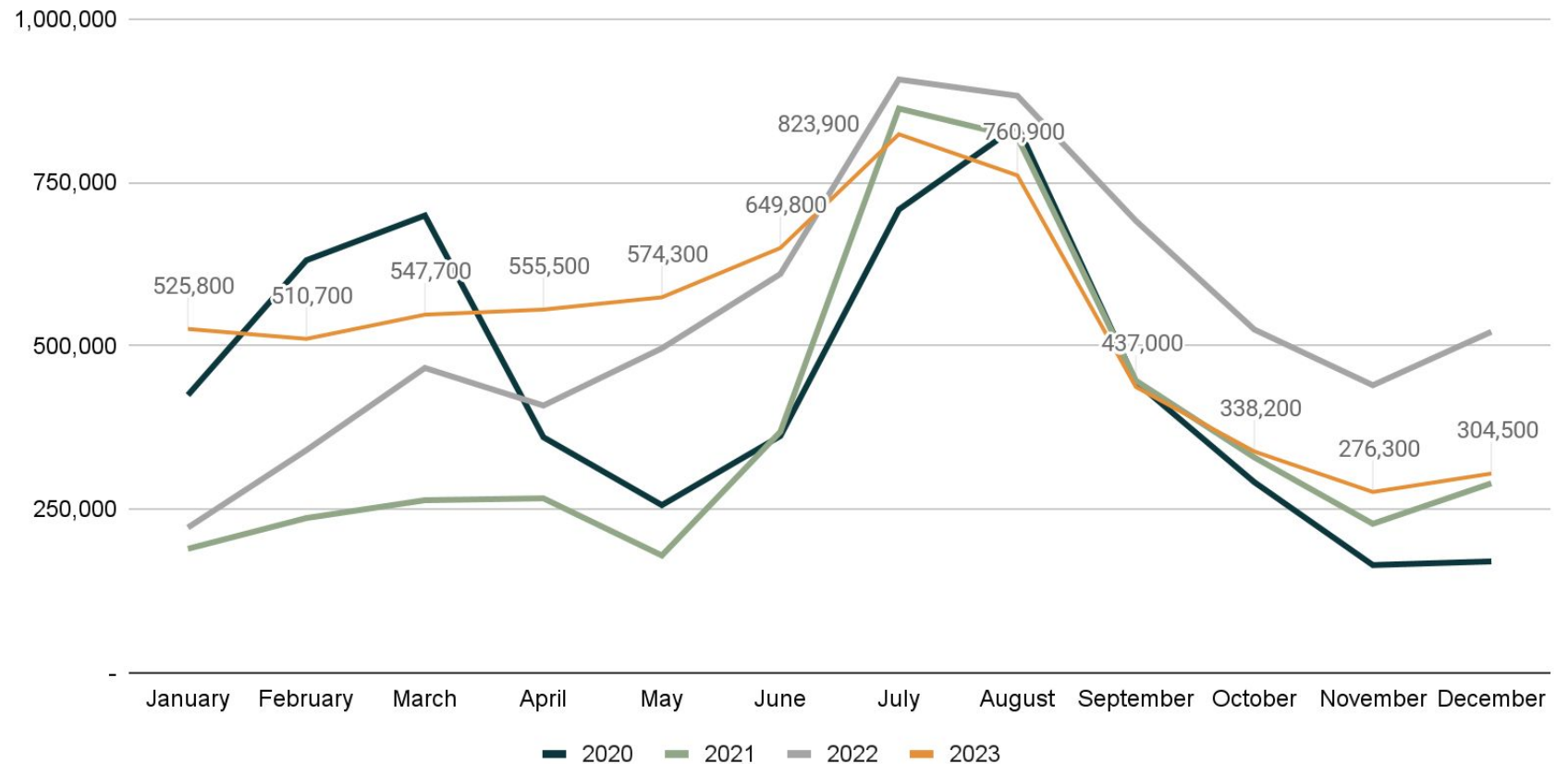
Alberta Visitation

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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.

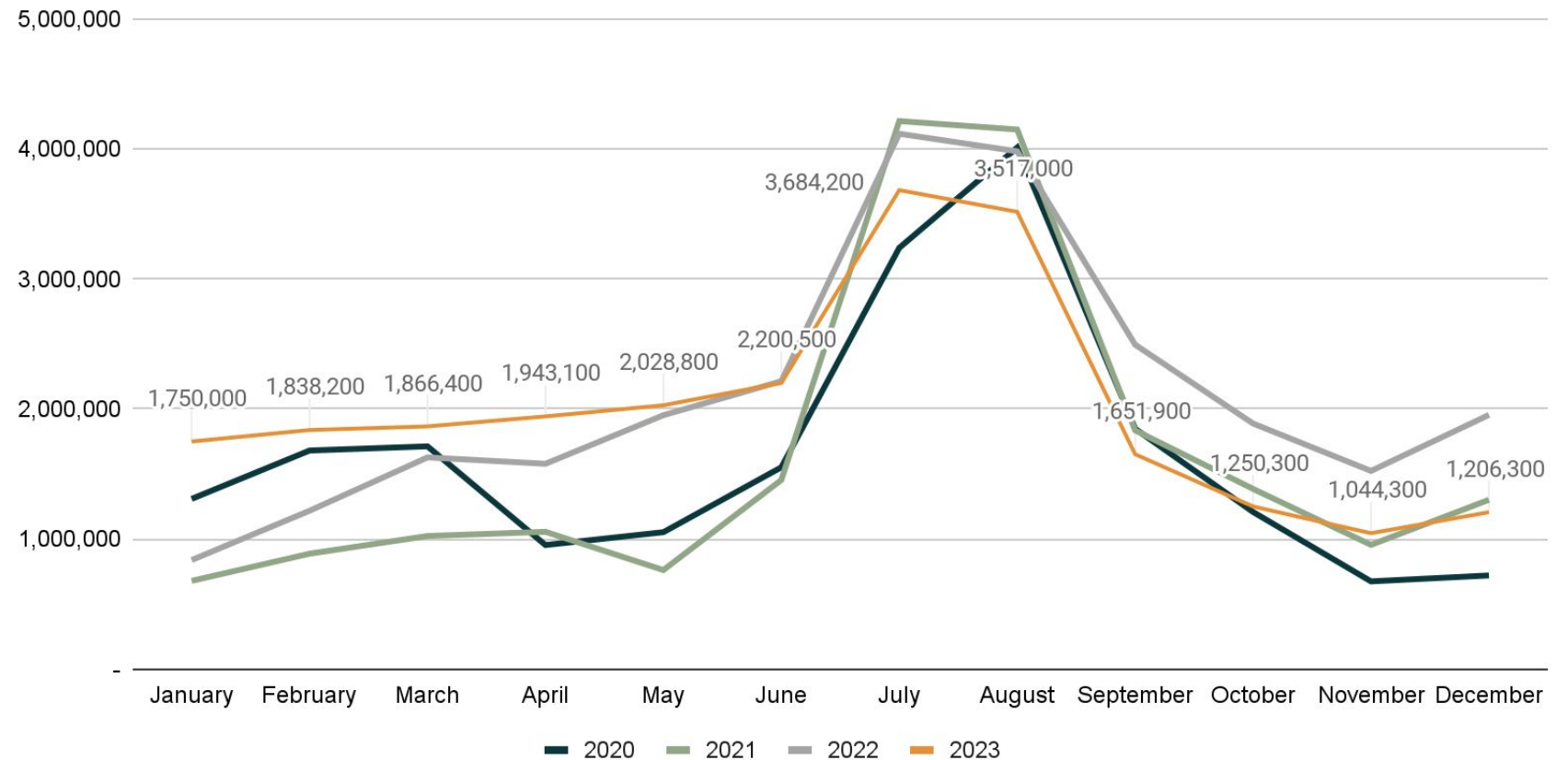
Alberta Visitation

2023 Year In Review

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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

Alberta Visitation

2023 Year In Review

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Number of Visitors To British Columbia By Origin City

City	2020 Visitor Count
Calgary	844,600
Edmonton	493,400
Strathcona County	51,800
Airdrie	51,500
Lethbridge	49,100
Red Deer	49,000
Grande Prairie	41,800
St. Albert	35,100
Rocky View County	29,000
Wood Buffalo	26,900

City	2021 Visitor Count
Calgary	745,400
Edmonton	404,300
Airdrie	45,500
Red Deer	43,800
Strathcona County	43,700
Lethbridge	41,700
Grande Prairie	35,900
St. Albert	30,000
Rocky View County	26,500
Medicine Hat	19,800

City	2022 Visitor Count
Calgary	964,100
Edmonton	606,900
Red Deer	67,300
Strathcona County	64,700
Lethbridge	62,300
Airdrie	60,700
Grande Prairie	48,900
St. Albert	44,400
Wood Buffalo	39,000
Medicine Hat	34,100

City	2023 Visitor Count
Calgary	894,100
Edmonton	573,400
Red Deer	70,500
Lethbridge	66,500
Strathcona County	62,800
Airdrie	58,500
Grande Prairie	51,500
St. Albert	42,800
Wood Buffalo	42,600
Medicine Hat	38,100

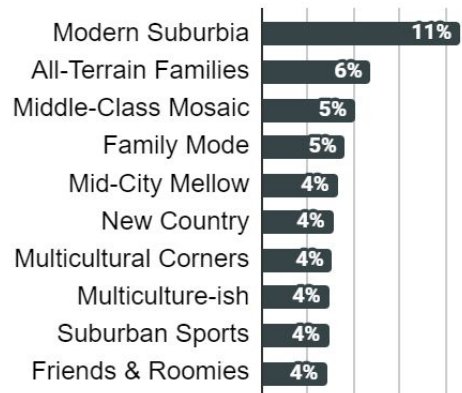
Alberta Market

2023 Year In Review

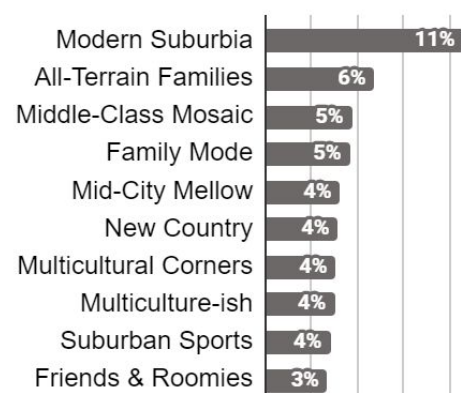
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AB Visitation to British Columbia by PRIZM Segment & EQ Type

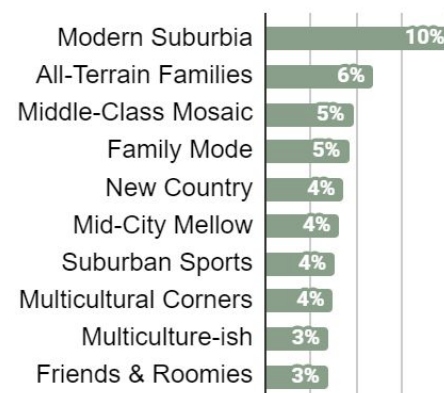
2020 AB Visitors by PRIZM



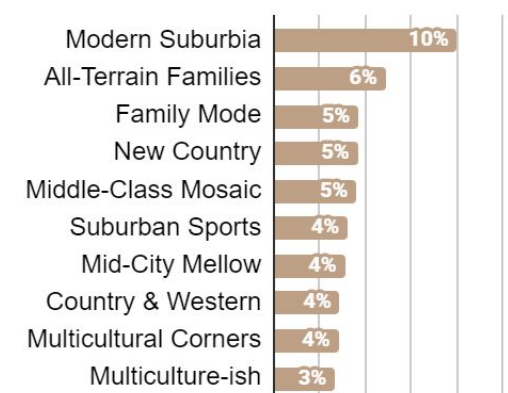
2021 AB Visitors by PRIZM



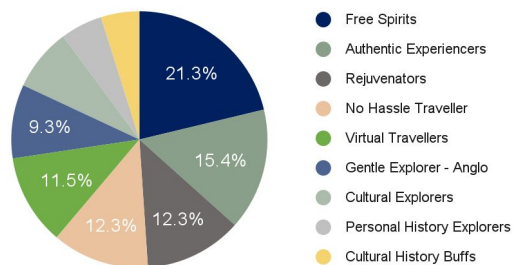
2022 AB Visitors by PRIZM



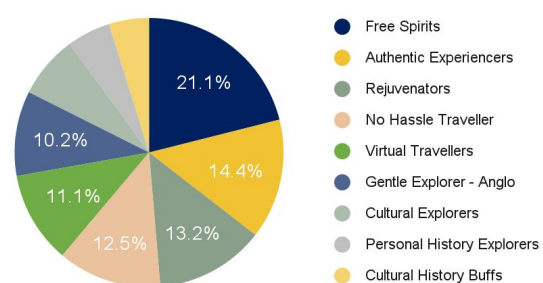
2022 AB Visitors by PRIZM



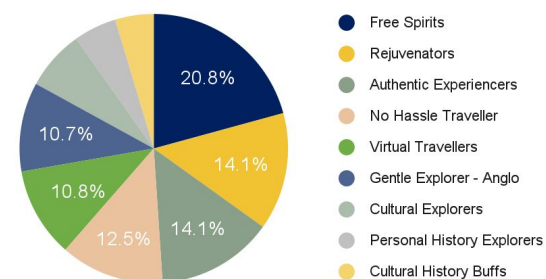
2020 AB Visitors by EQ



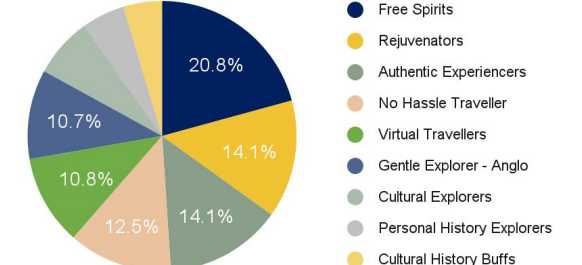
2021 AB Visitors by EQ



2022 AB Visitors by EQ



2022 AB Visitors by EQ





USA Insights

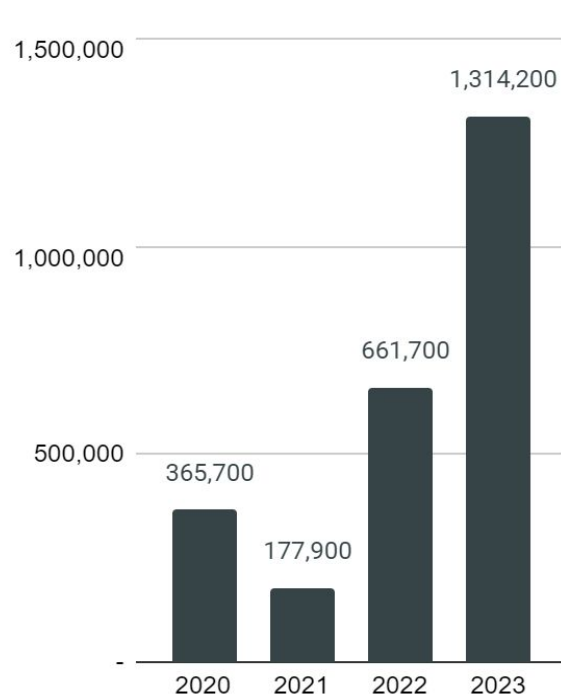
USA Visitation

2023 Year In Review

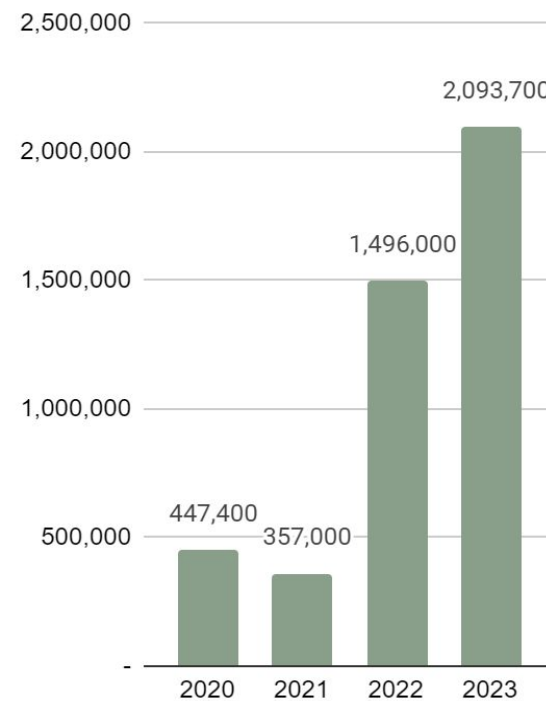
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US Residents Traveling To British Columbia By Year

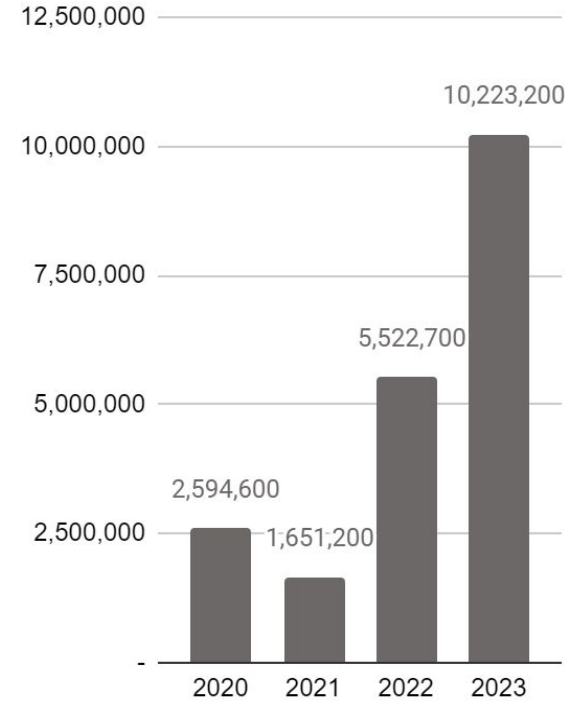
Number of Visitors to BC



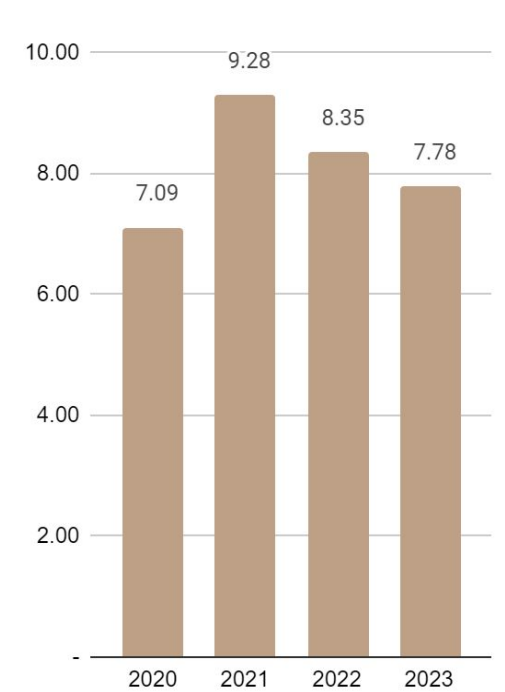
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



USA Visitation

2023 Year In Review

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States Travelling To British Columbia By Year

Overview

In 2020 British Columbia saw an average of **365,700** US Visitors. In 2021 the province saw **177,900** US Visitors. In 2022, **661,700** US Visitors and in 2023, **1,314,200** US Visitors.

- **Increase** of **259%** 2023 compared to 2020

- **Increase** of **639%** 2023 compared to 2021

- **Increase** of **99%** 2023 compared to 2022

State	2020 Visitor %
Washington	41%
California	16%
Texas	4%
Oregon	4%
Alaska	3%
New York	2%
Colorado	2%
Florida	2%
Illinois	2%
Arizona	2%

State	2021 Visitor %
Washington	27%
California	21%
Alaska	5%
Texas	4%
Oregon	3%
New York	3%
Arizona	3%
Florida	2%
Illinois	2%
Colorado	2%

State	2022 Visitor %
Washington	25%
California	20%
Texas	5%
Florida	5%
Oregon	4%
Arizona	4%
New York	3%
Colorado	3%
Hawaii	2%
Illinois	2%

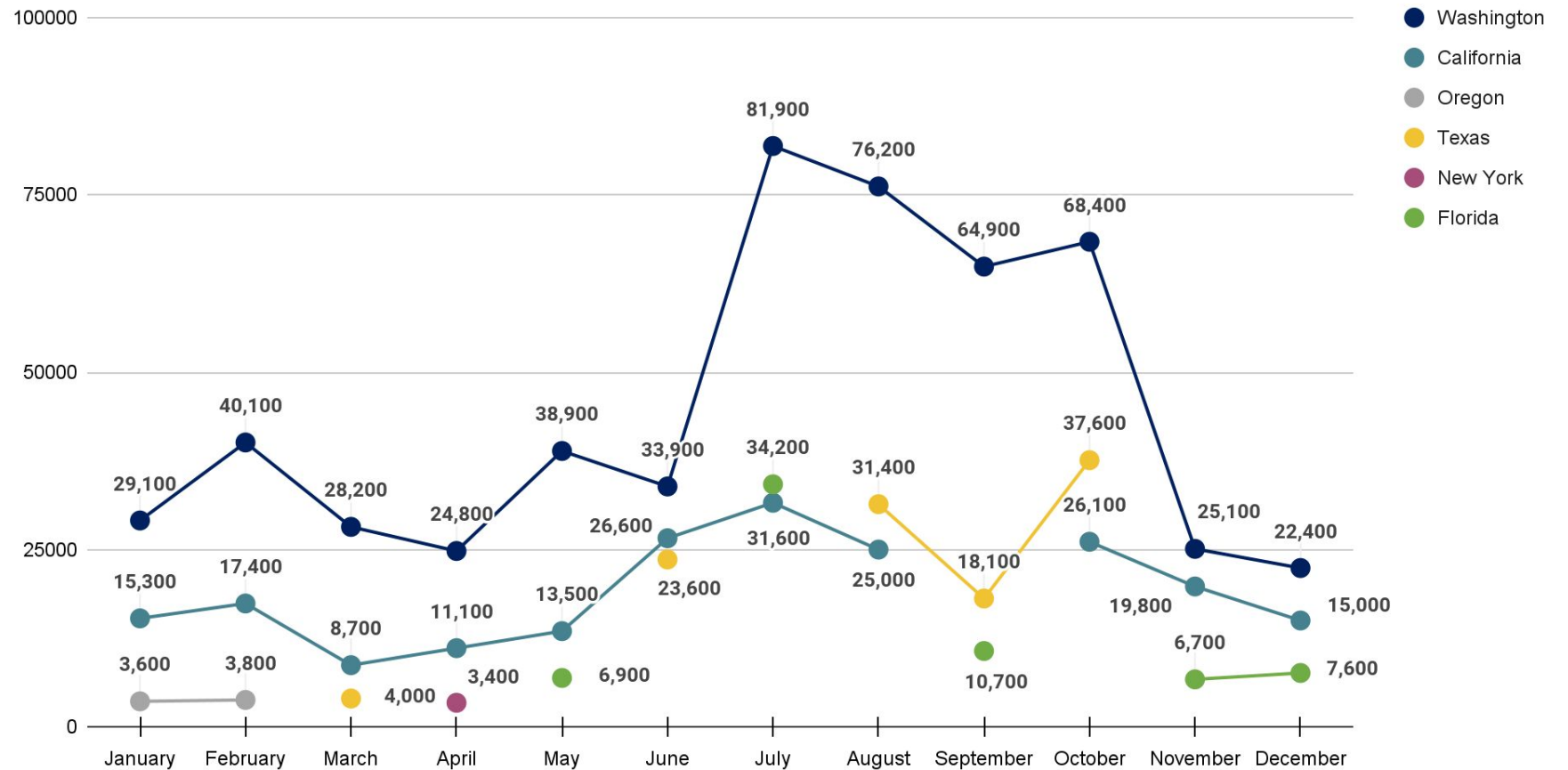
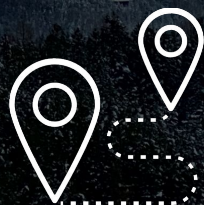
State	2023 Visitor %
Washington	27%
California	13%
Texas	9%
Florida	8%
Oregon	3%
New York	3%
Illinois	3%
Arizona	3%
Massachusetts	2%
Colorado	2%

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



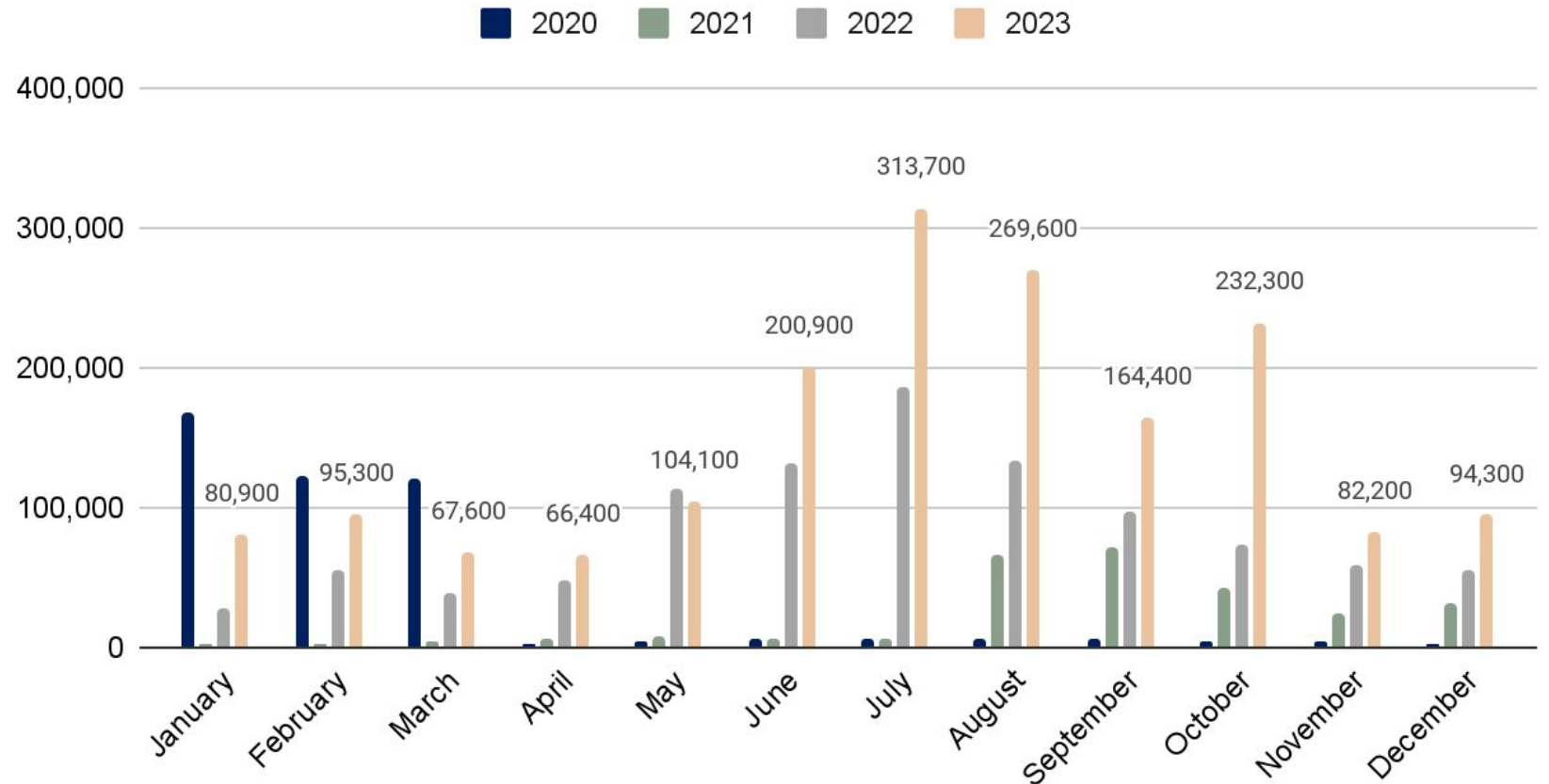
US Visitation

2023 Year In Review

bcrts

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 **41%** increase compared to 2022
- December 2023 saw a **71%** 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.

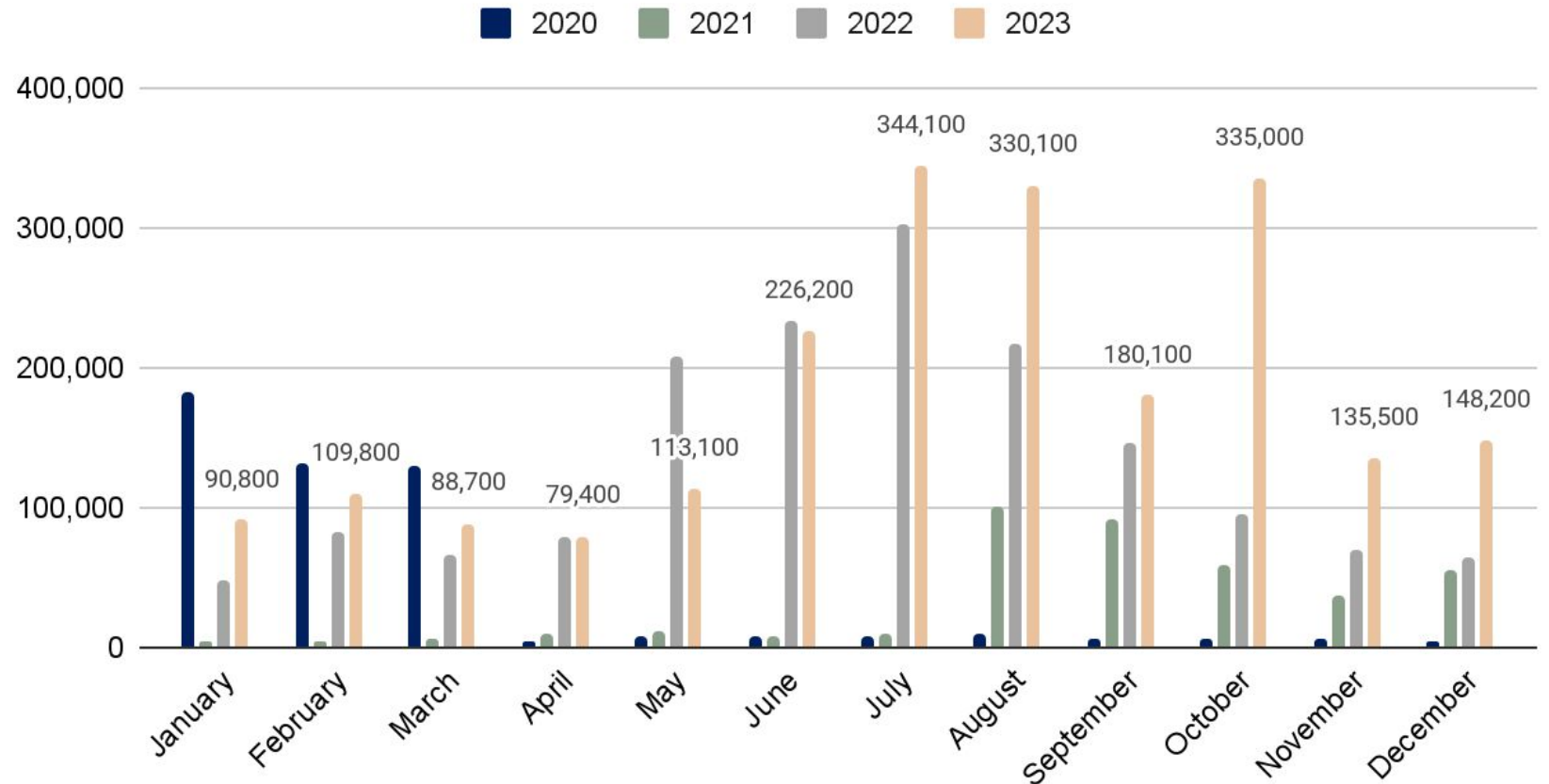
US Visitation

2023 Year In Review

bcrts

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 **93%** increase compared to 2022
- December 2023 saw a **131%** 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.

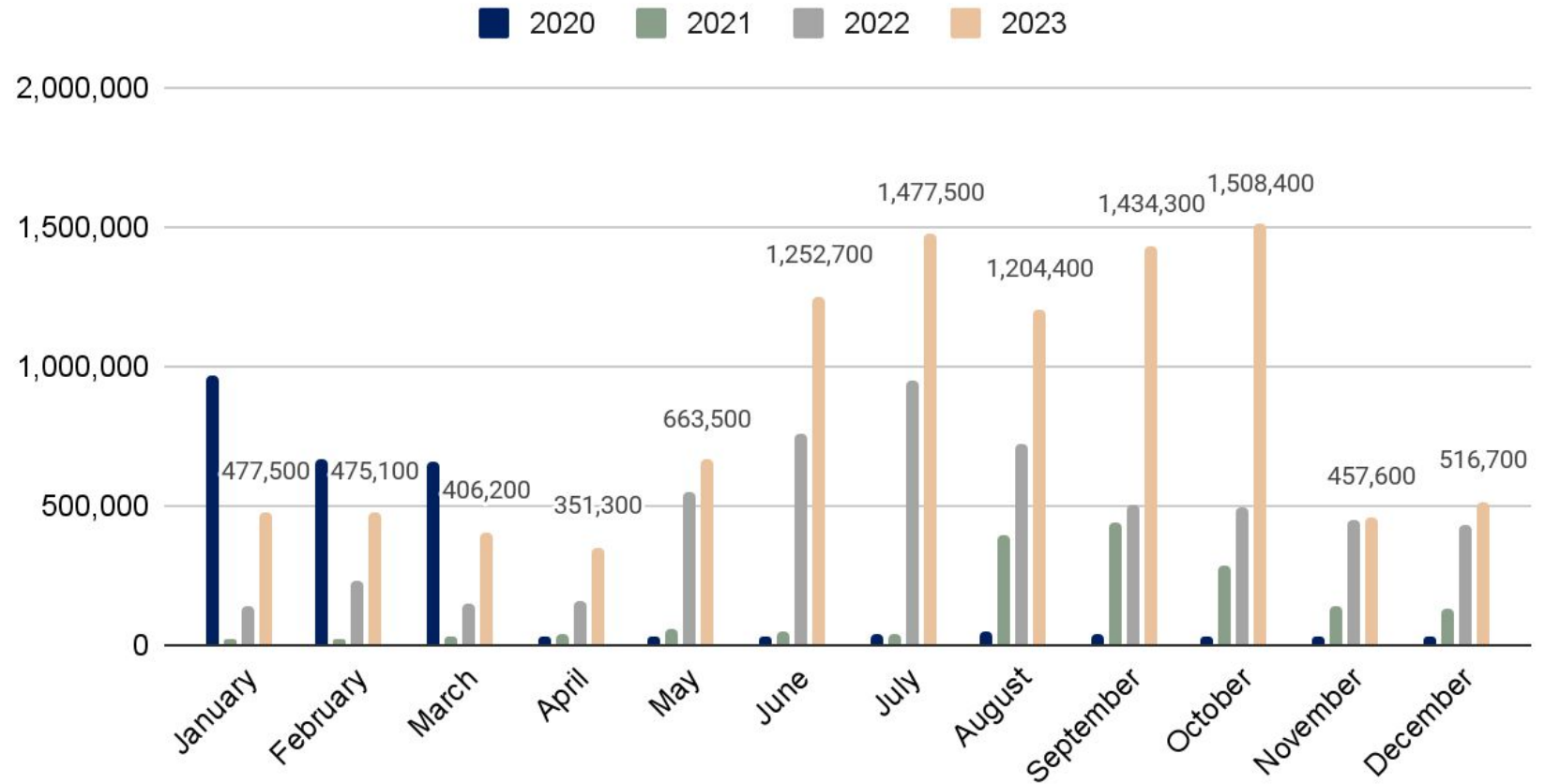
US Visitation

2023 Year In Review

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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 **2%** increase compared to 2022
- December 2023 saw a **21%** 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.

USA Visitation

2023 Year In Review

bcrts

Number of Visitors To British Columbia By Origin City

City	2020 Visitor Count
Seattle	37,200
Seattle East	20,600
Bellingham	7,100
Edmonds	6,500
Tacoma	5,200
San Diego	4,600
San Jose	4,300
Spokane	4,000
Everett	4,000
Los Angeles	3,600

City	2021 Visitor Count
Seattle	10,500
Seattle East	6,700
Kenai-Cook Inlet	5,000
San Jose	2,700
San Diego	2,600
Bellingham	2,400
Phoenix	2,300
Manhattan borough	1,800
Edmonds	1,600
Anaheim-Santa Ana-Garden Grove	1,500

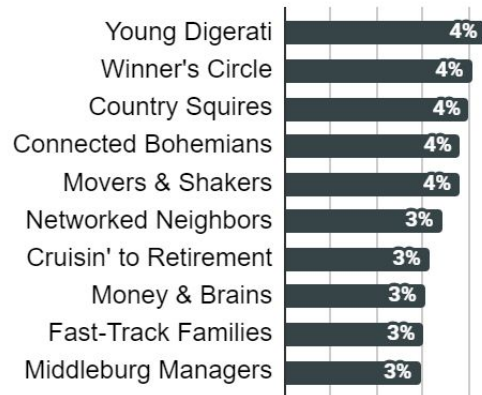
City	2022 Visitor Count
Seattle	36,900
Seattle East	22,000
Phoenix	11,000
San Jose	10,400
San Diego	9,100
Edmonds	7,500
Bellingham	7,300
Los Angeles	7,200
San Fernando Valley	6,000
Las Vegas	5,800

City	2023 Visitor Count
Seattle	92,400
Seattle East	68,100
Phoenix	22,100
San Jose	19,900
Houston	19,800
Tacoma	17,400
Los Angeles	15,700
Chicago	15,700
Brooklyn borough	15,500
Northeast Dallas	14,000

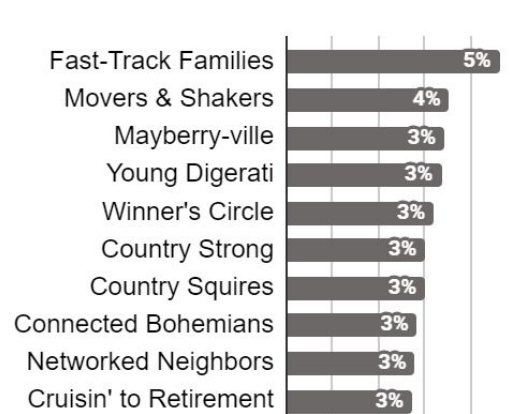
USA Market

US Visitation To British Columbia By PRIZM Segment & EQ Type

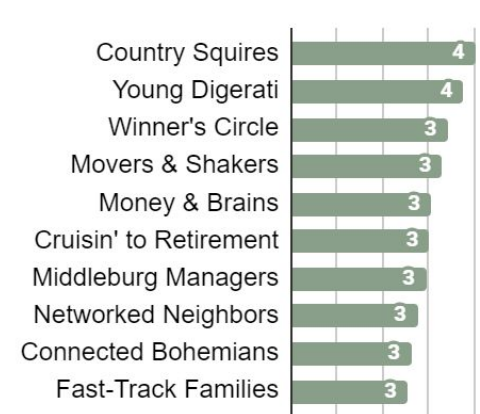
2020 US Visitors by PRIZM



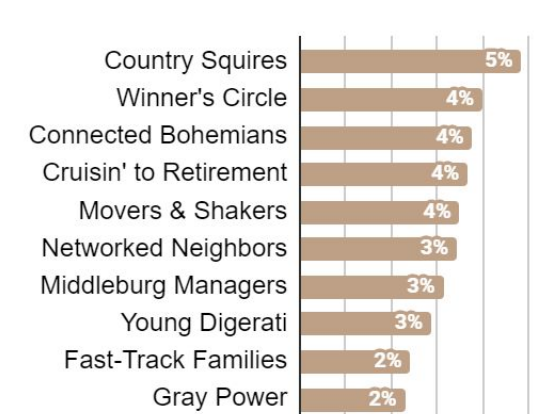
2021 US Visitors by PRIZM



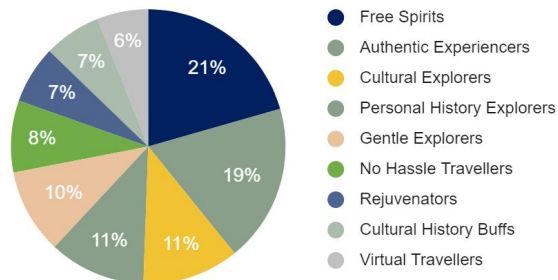
2022 US Visitors by PRIZM



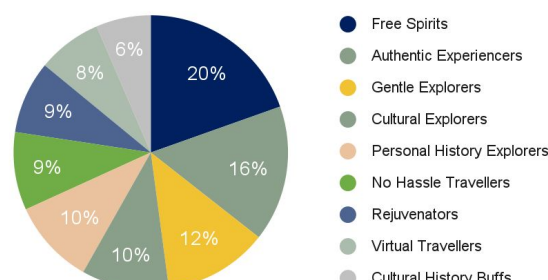
2022 US Visitors by PRIZM



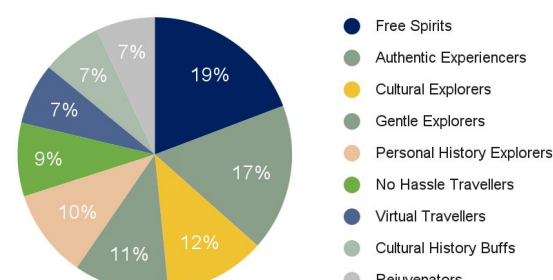
2020 US Visitors by EQ



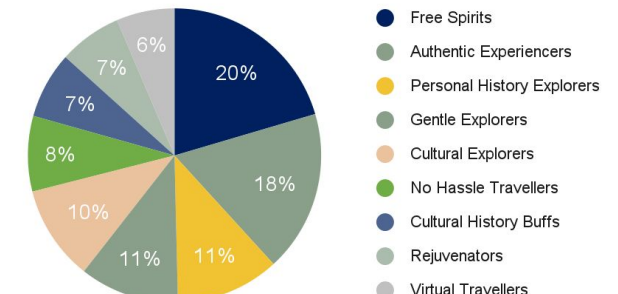
2021 US Visitors by EQ



2022 US Visitors by EQ



2022 US Visitors by EQ



A photograph of a wooden boardwalk in a lush green forest. Three people are on the boardwalk: a man in a dark shirt, a person in a wheelchair, and a woman in a red jacket. They are looking out over a body of water. The scene is framed by tall trees and dense foliage.

International Visitation

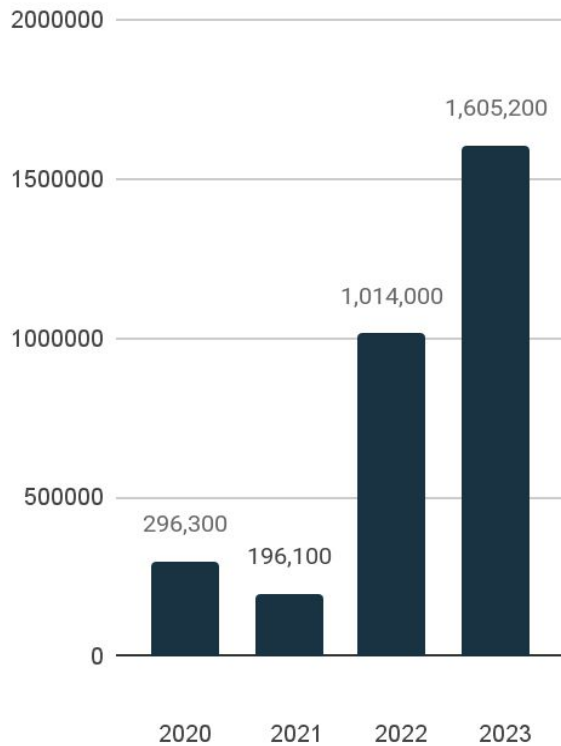
International Visitation

2023 Year In Review

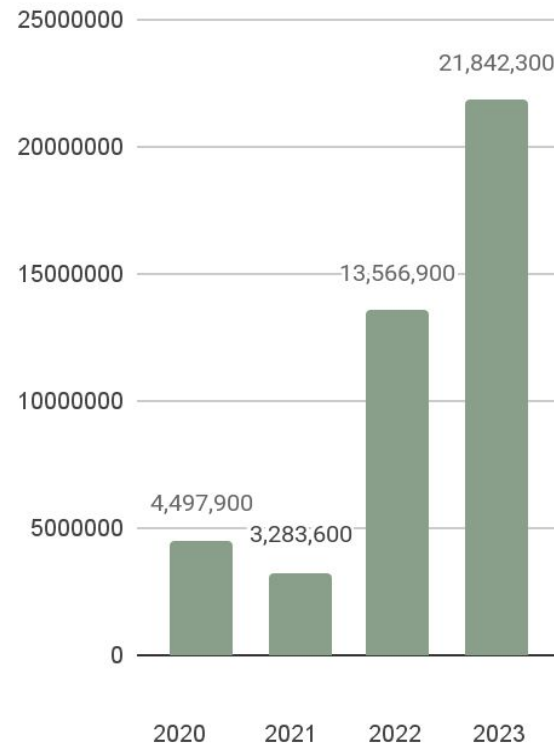
bcrts

International Trips and Nights To British Columbia By Year

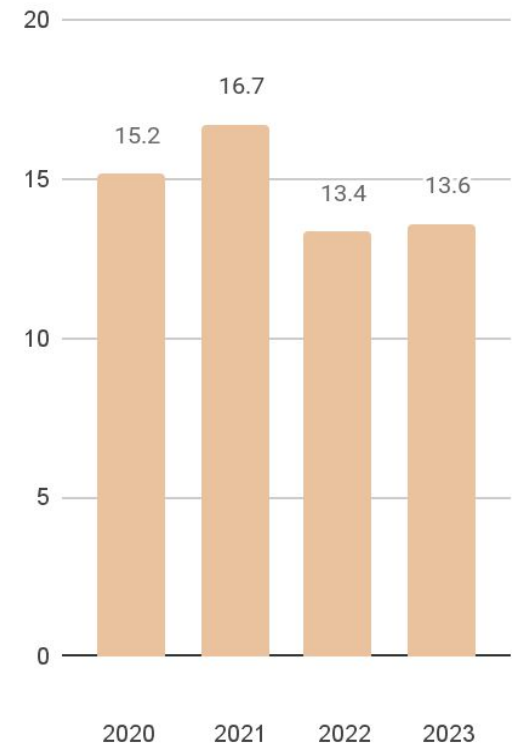
Number of International Trips to BC



Number of International Nights to BC



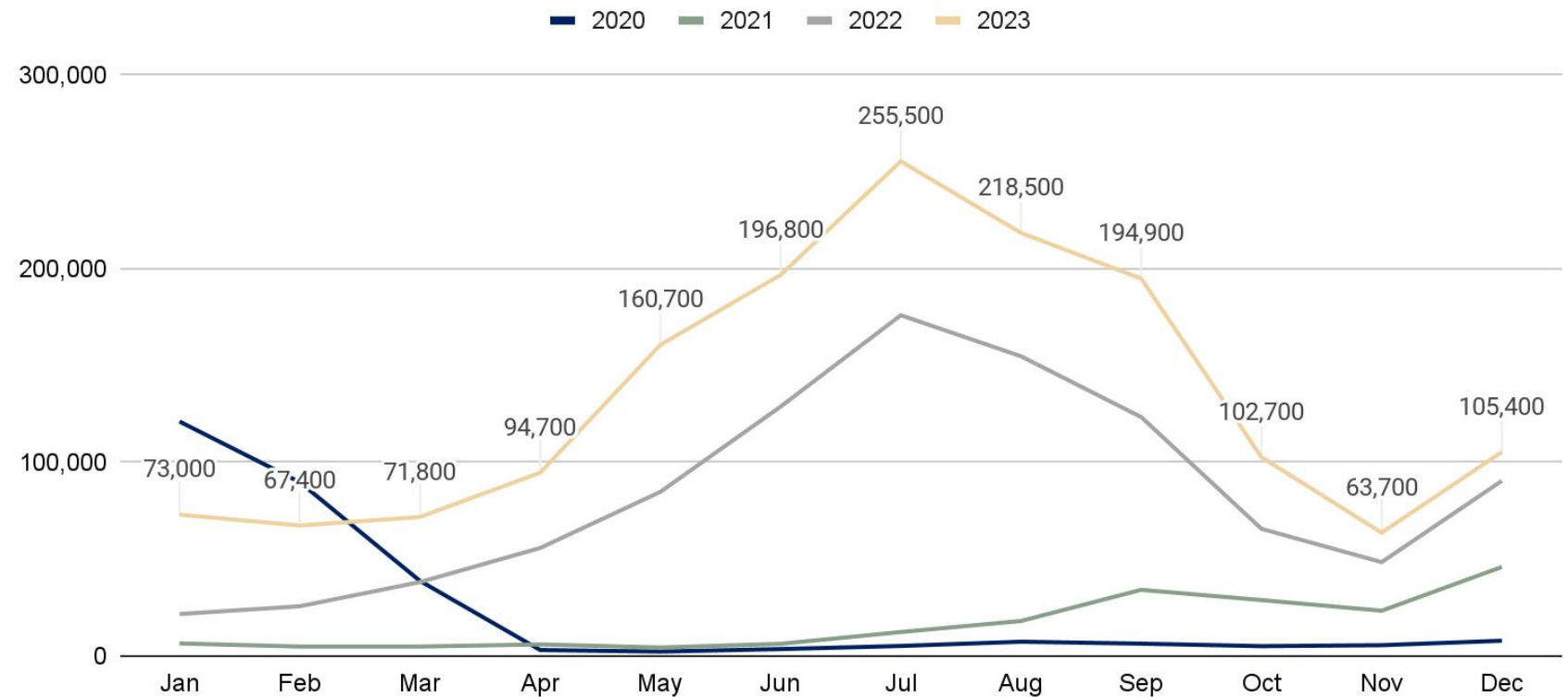
Average Length of Stay in BC



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

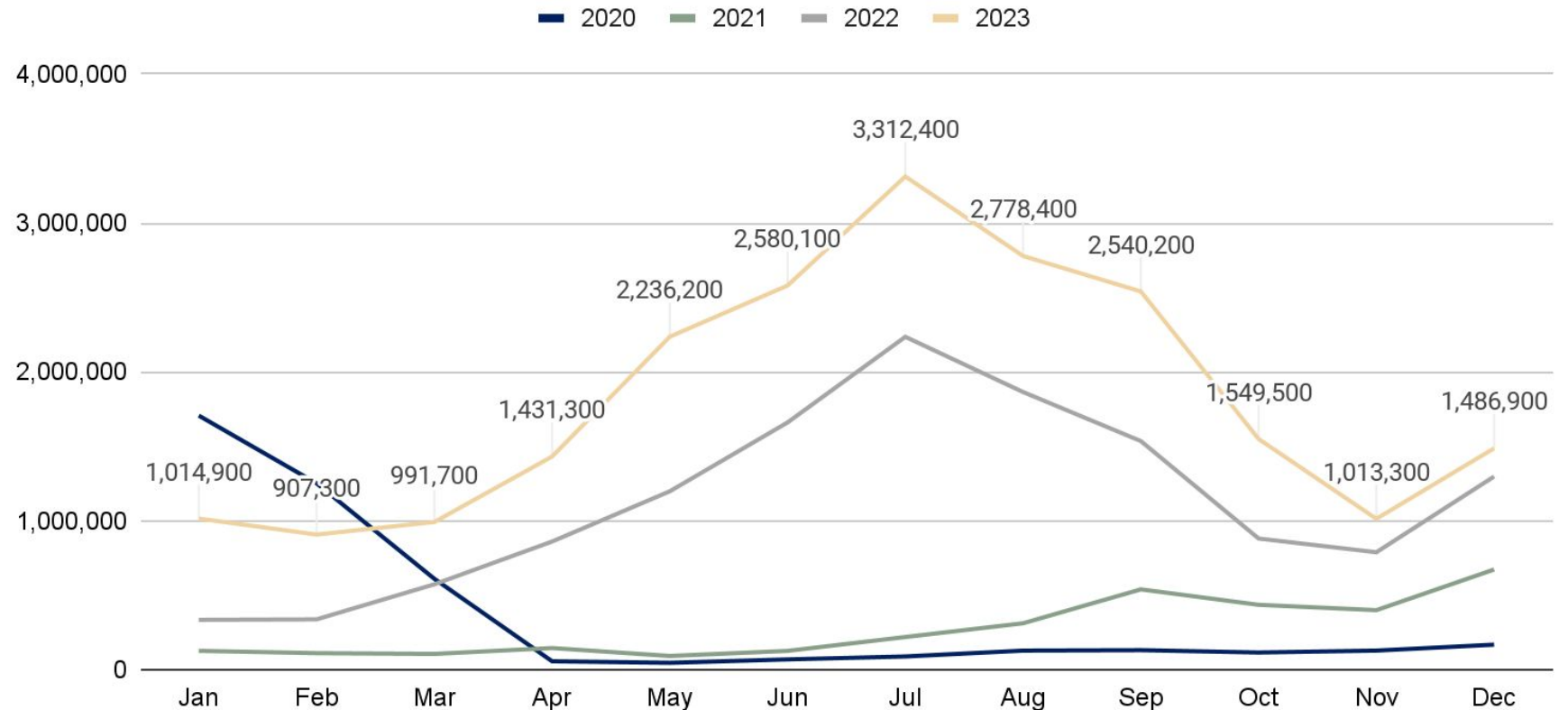


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

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

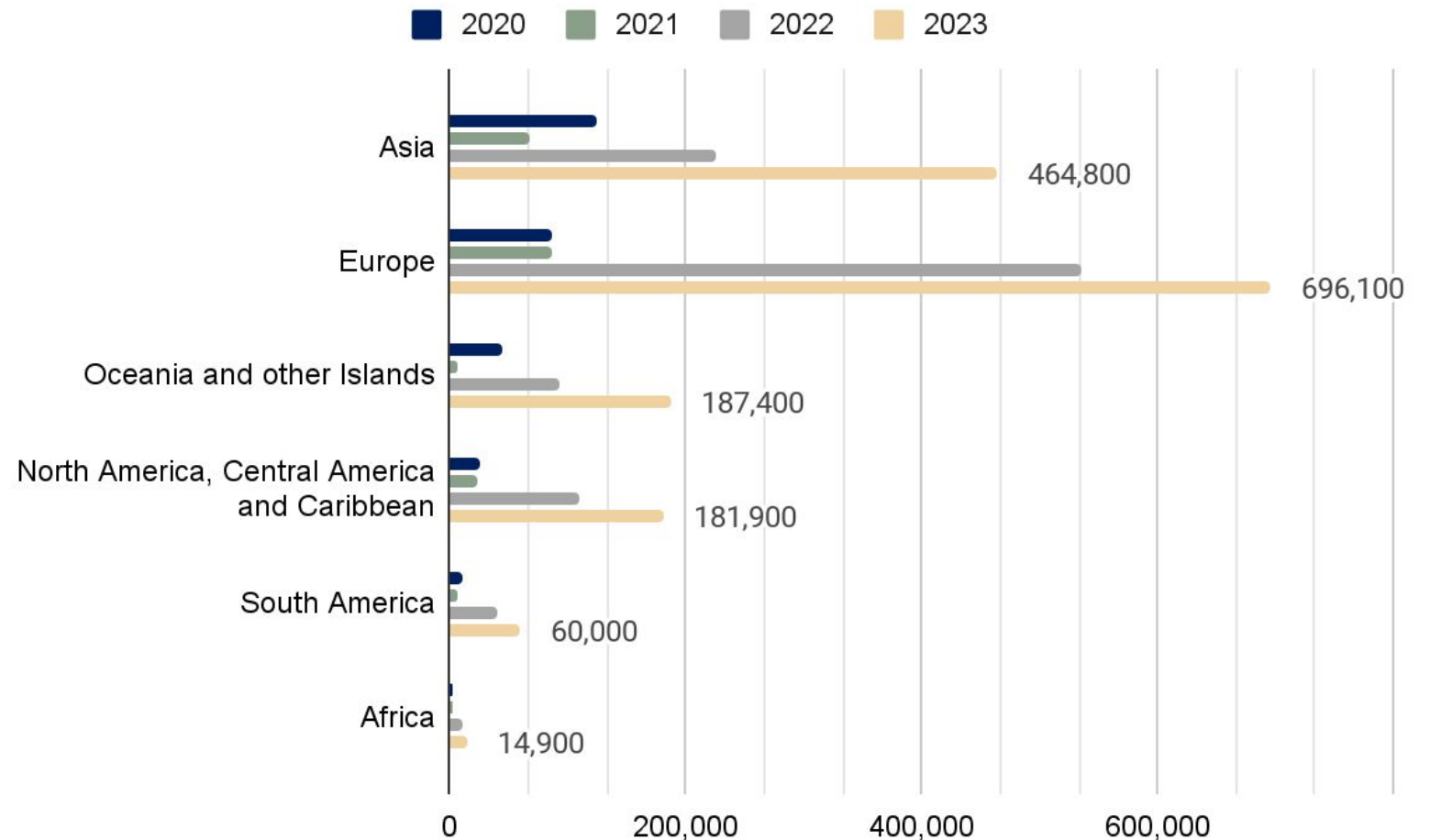


Note: "Nights" is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

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

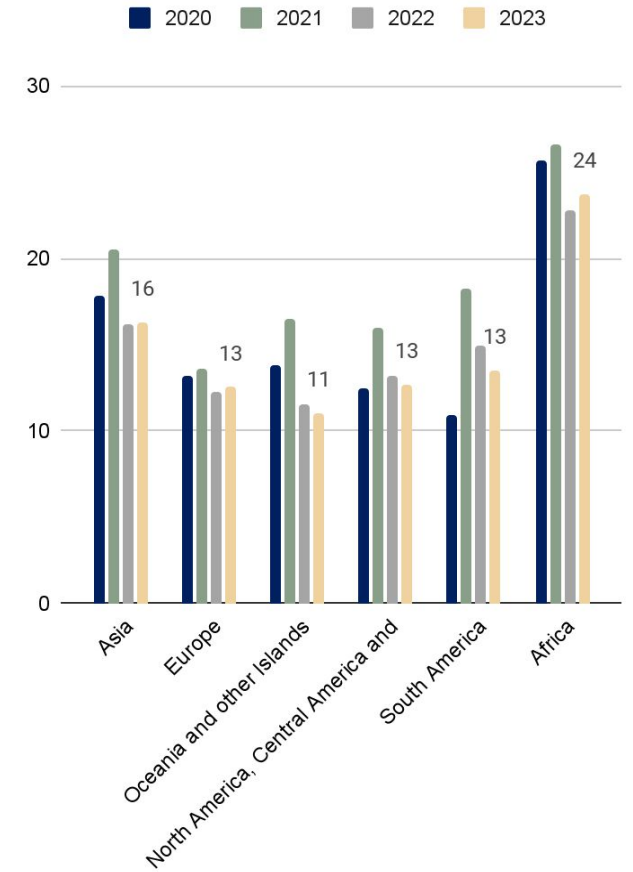
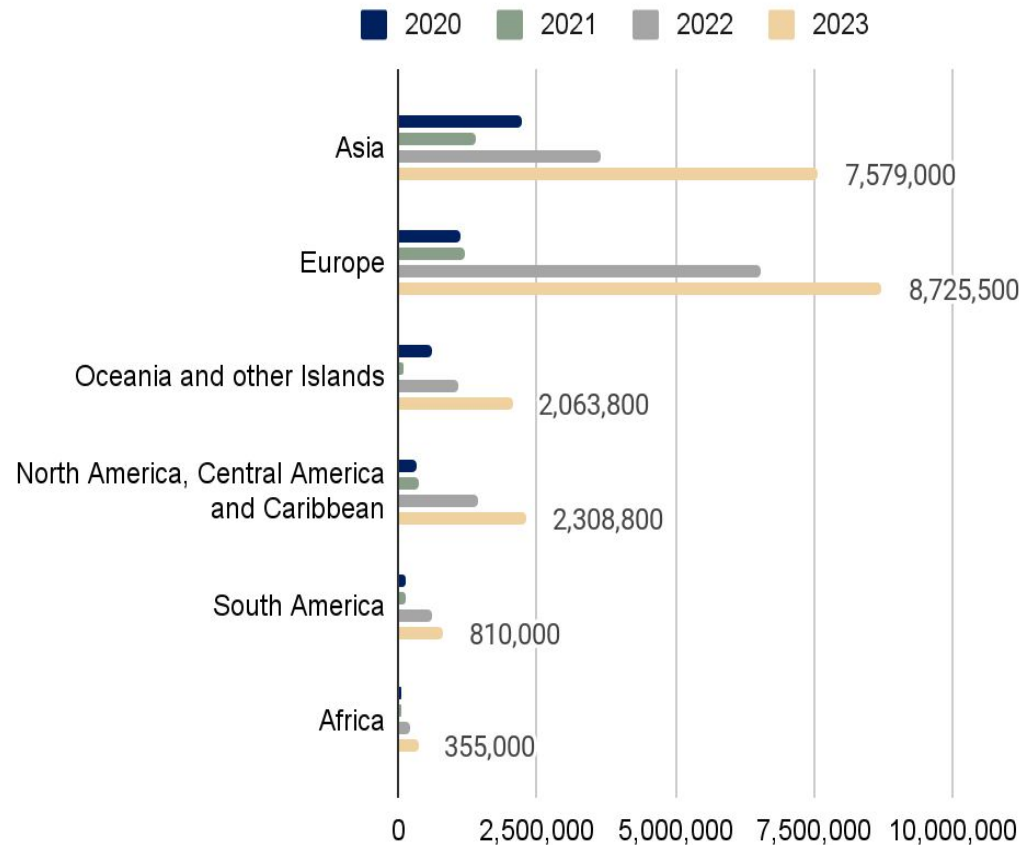


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

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

CONTACT US

2023 Year In
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