

bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

International

Monthly Visitor Highlights | 2024

British Columbia – Jan - April Update

2024 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 2021 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)



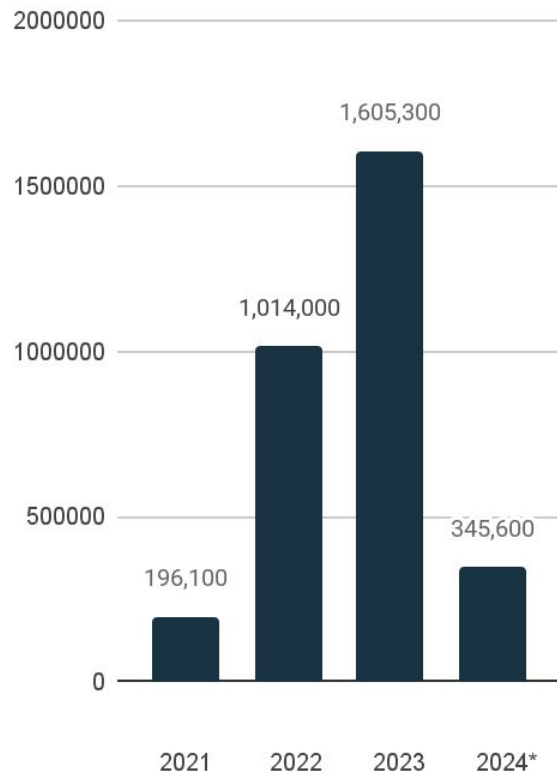


International Visitation

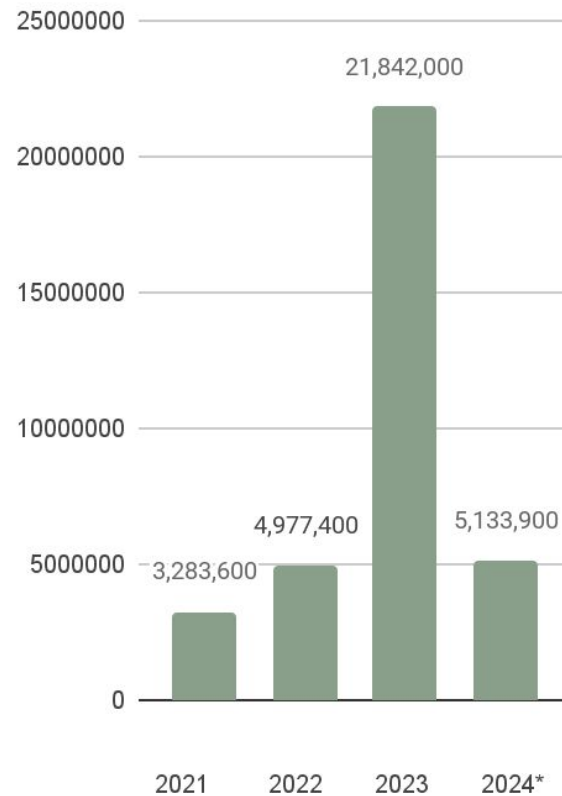
International Visitation

International Trips and Nights To British Columbia By Year

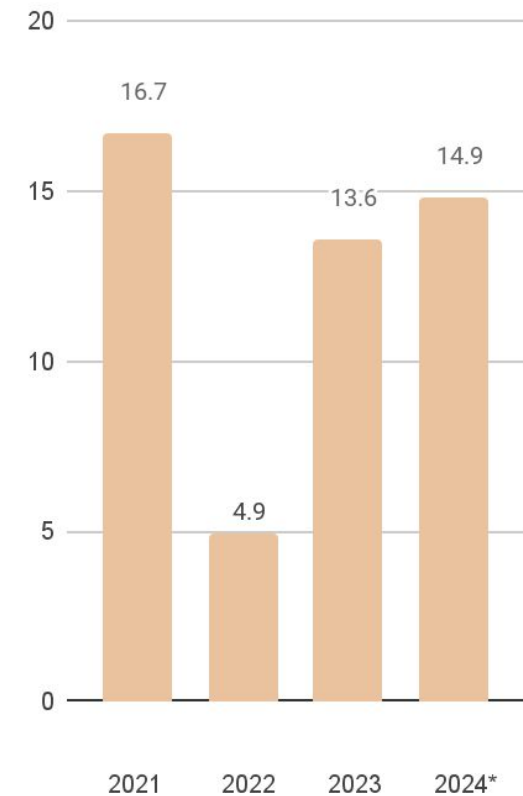
Number of International Trips to BC



Number of International Nights to BC



Average Length of Stay in BC

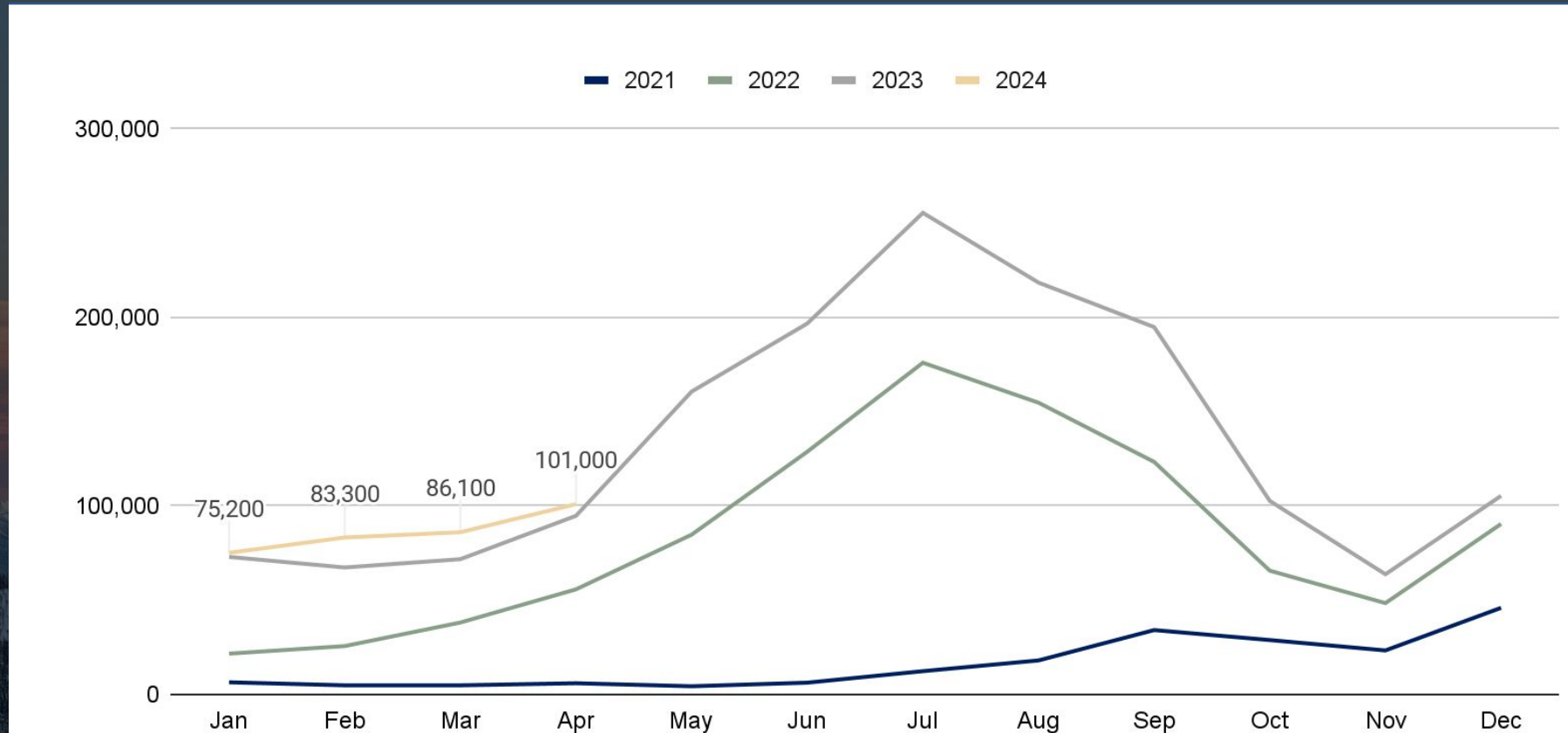


*Year to Date

International Trips

International Trips Travelling to British Columbia by Month

- February 2024 saw a **224%** increase compared to 2022, a **24%** increase compared to 2023
- March 2024 saw a **125%** increase compared to 2022, a **20%** increase compared to 2023
- April 2024 saw a **81%** increase compared to 2022, a **7%** increase compared to 2023

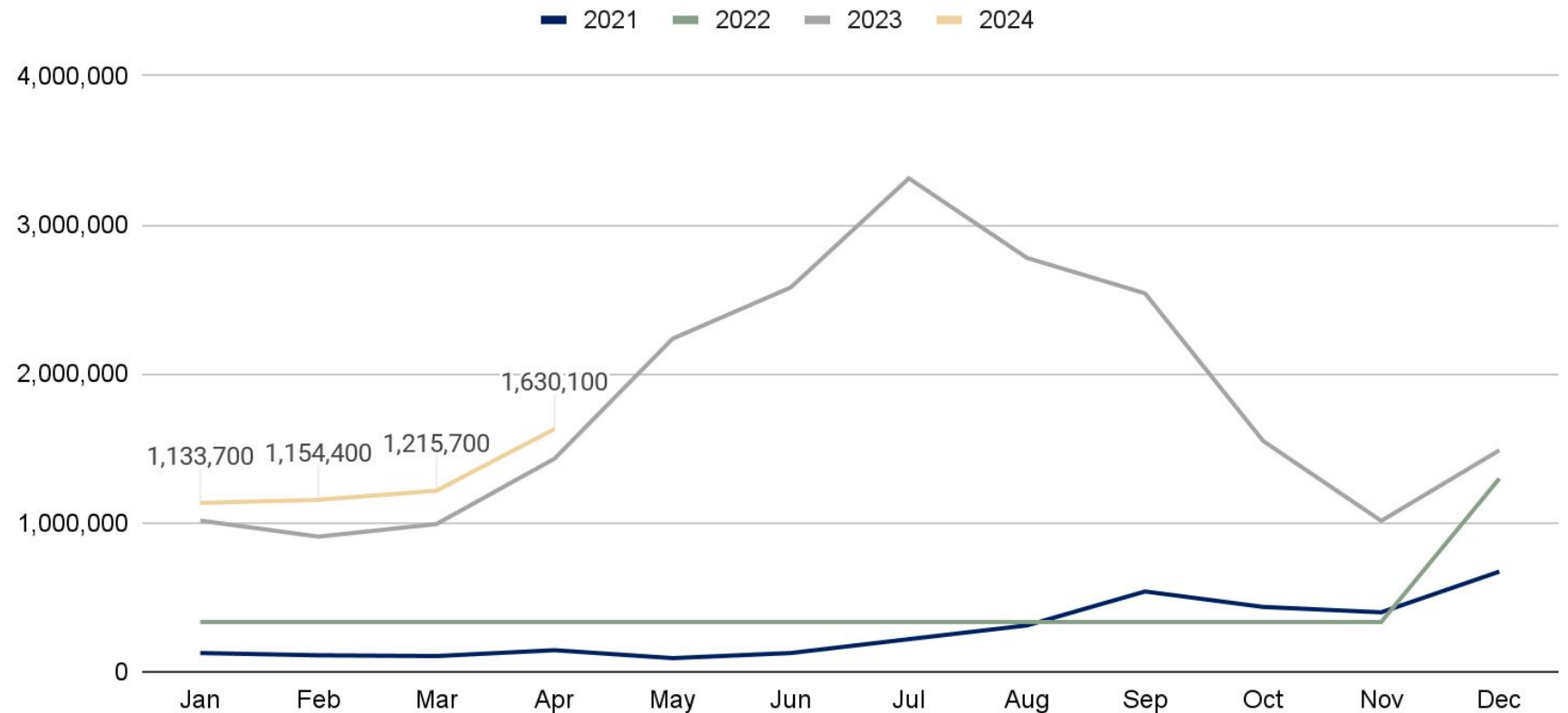


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

International Nights

International Nights in British Columbia By Month

- February 2024 saw a **224%** increase compared to 2022, a **27%** increase compared to 2023
- March 2024 saw a **263%** increase compared to 2022, a **23%** increase compared to 2023
- April 2024 saw a **387%** increase compared to 2022, a **14%** increase compared to 2023



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)

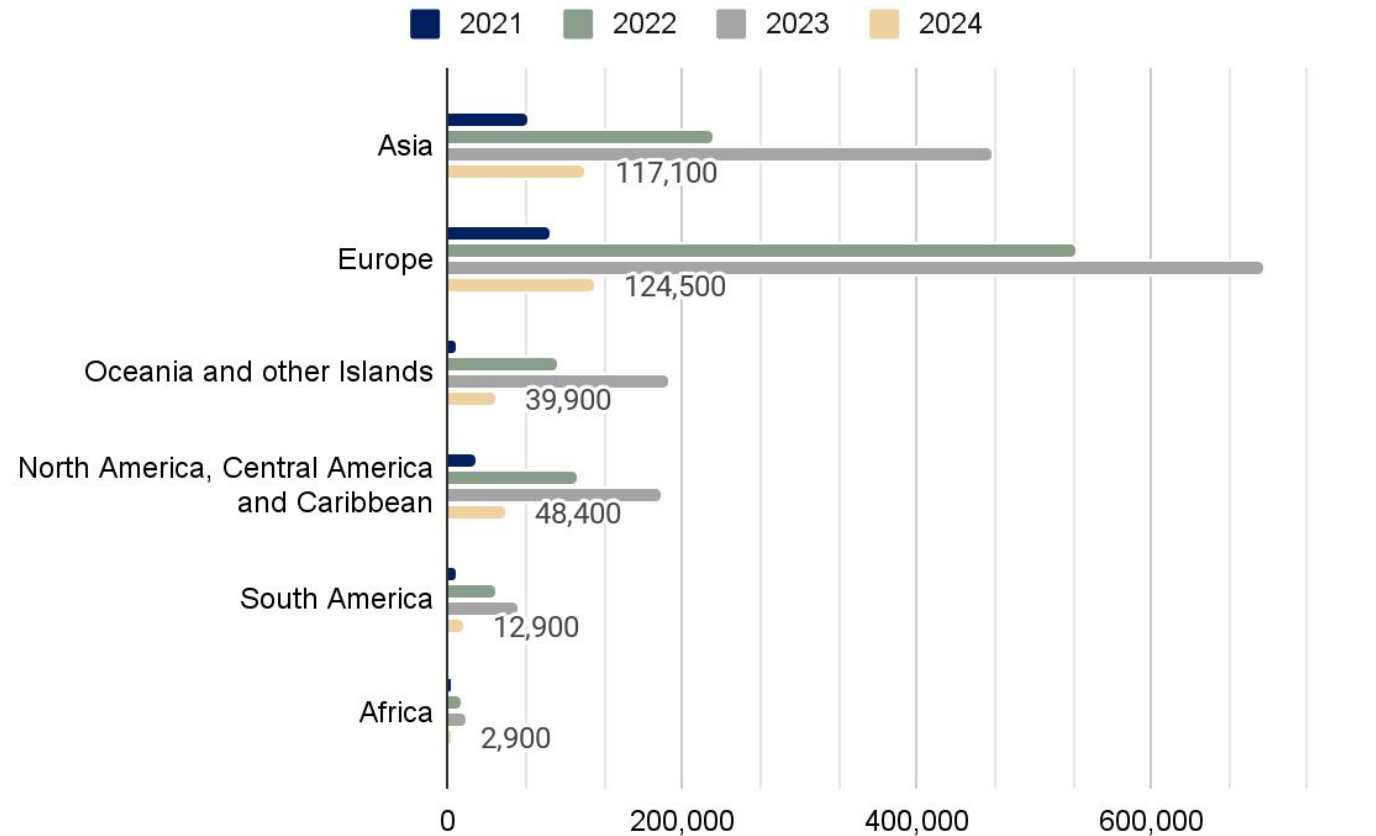
A scenic view of a winding road along a coastline. In the foreground, two motorcyclists are riding towards the camera on a paved road with double yellow lines. The road curves to the right. To the right of the road is a lush green hillside with a utility pole and power lines. In the background, a large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

International Regions

Yearly International Trips by Region

British Columbia

- Asia saw a decrease of **-75%** in 2024 compared to 2023
- Europe saw a decrease of **-82%** in 2024 compared to 2023
- Oceania and other Islands saw a decrease of **-79%** in 2024 compared to 2023
- North, Central America and Caribbean saw a decrease of **-73%** in 2024 compared to 2023
- South America saw a decrease of **-78%** in 2024 compared to 2023
- Africa saw a decrease of **-81%** in 2024 compared to 2023



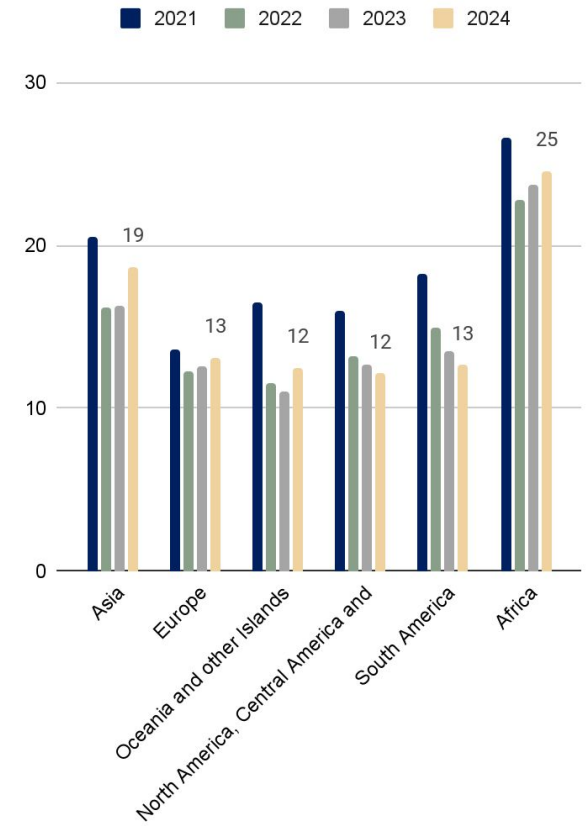
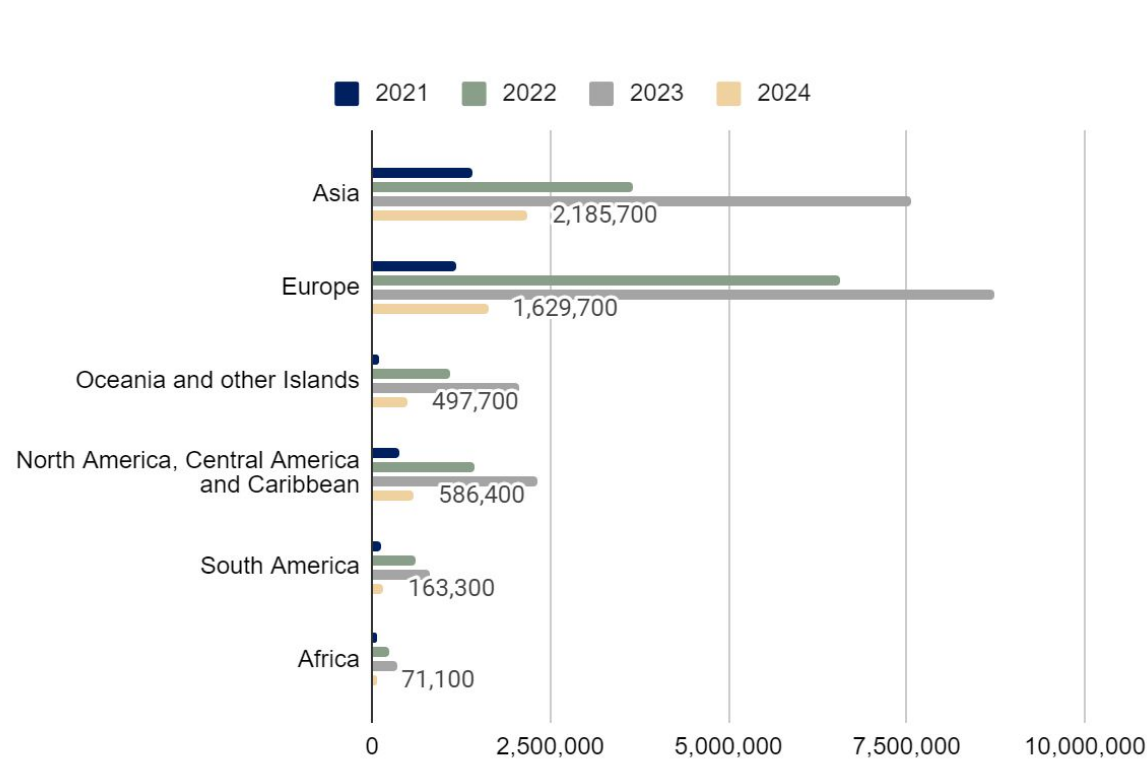
Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

*2024 Year to Date

Yearly International Nights by Region

British Columbia

- Asia saw a decrease of **-71%** in 2024 compared to 2023
- Europe saw a decrease of **-81%** in 2024 compared to 2023
- Oceania and other Islands saw a decrease of **-76%** in 2024 compared to 2023
- North, Central America and Caribbean saw a decrease of **-75%** in 2024 compared to 2023
- South America saw a decrease of **-80%** in 2024 compared to 2023
- Africa saw a decrease of **-80%** in 2024 compared to 2023



Average Nights by Trip

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)

*2024 Year to Date

A brown bear stands in a lush green field near a calm lake. The background is a dense, misty forest of tall evergreen trees. A large tree with thick branches is on the left side of the frame. The scene is peaceful and natural.

International Countries

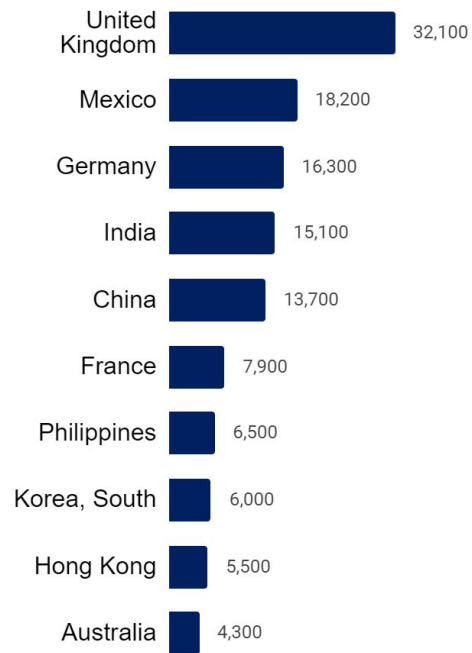
Yearly Top International Countries Trips

British Columbia

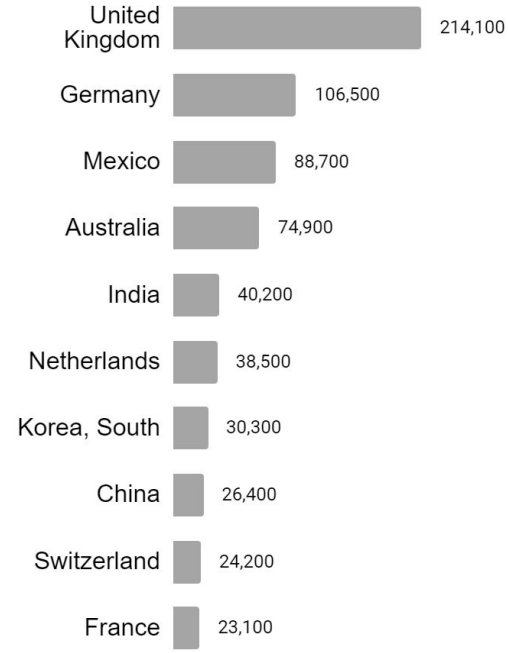
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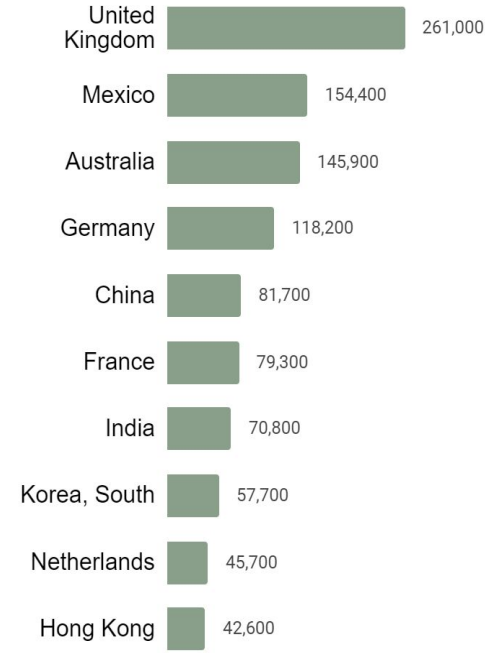
2021 Trips



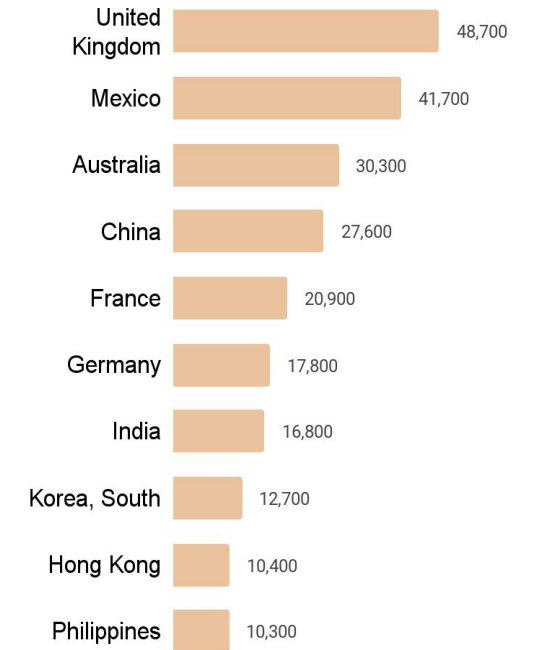
2022 Trips



2023 Trips



2024* Trips



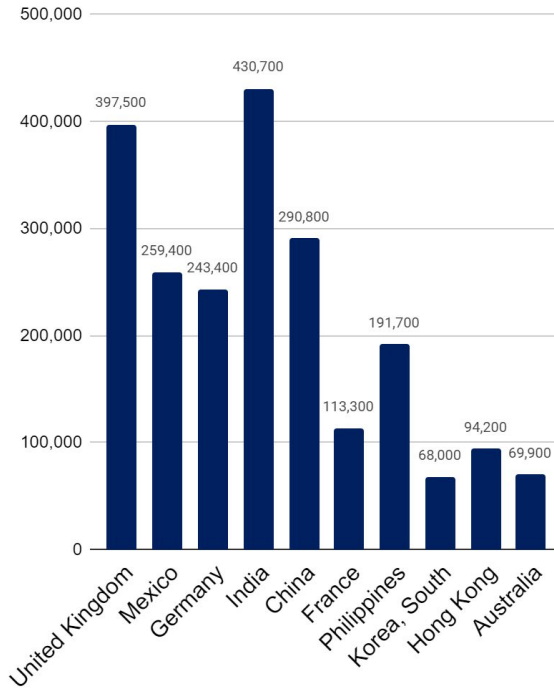
Yearly Top International Countries Nights

British Columbia

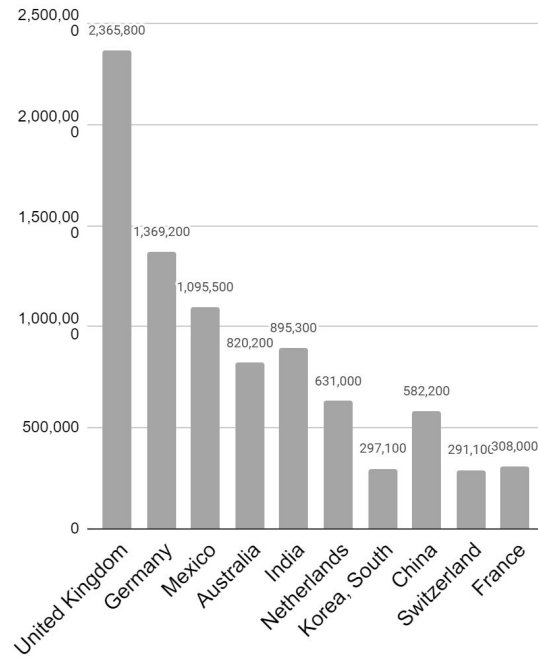
2024 Visitor Highlights

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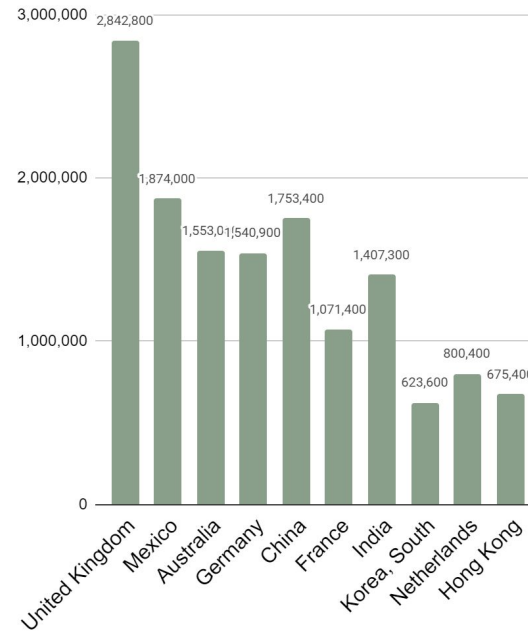
2021 Nights



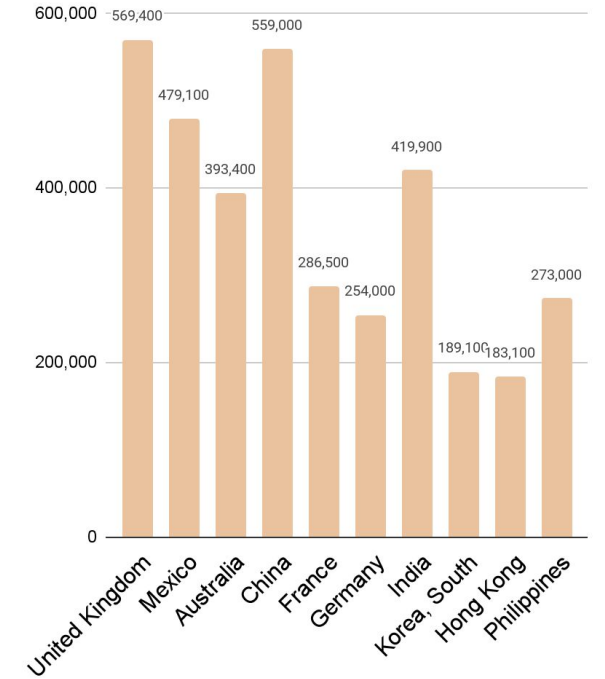
2022 Nights



2023 Nights



2024* Nights



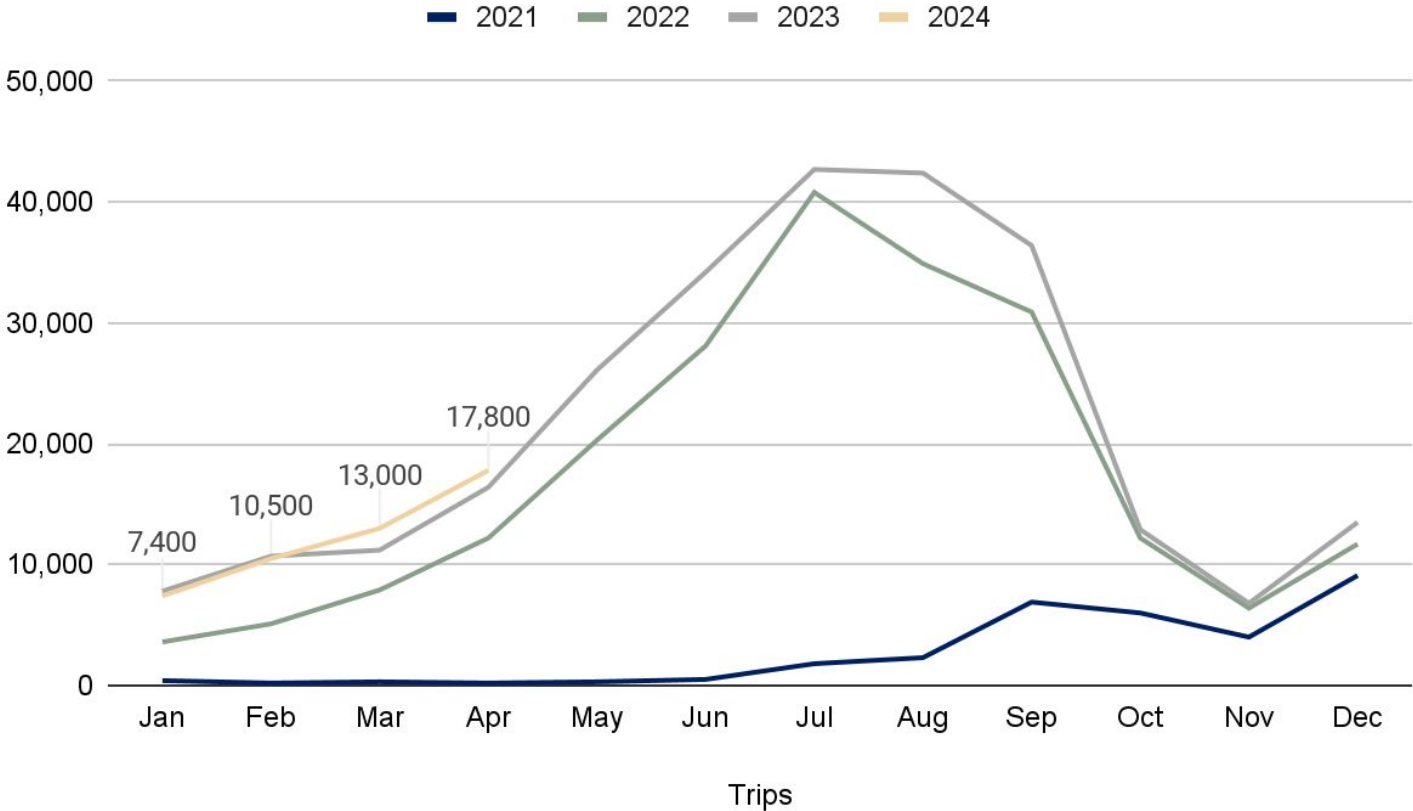
*2024 Year to Date

United Kingdom Year over Year Trips and Nights

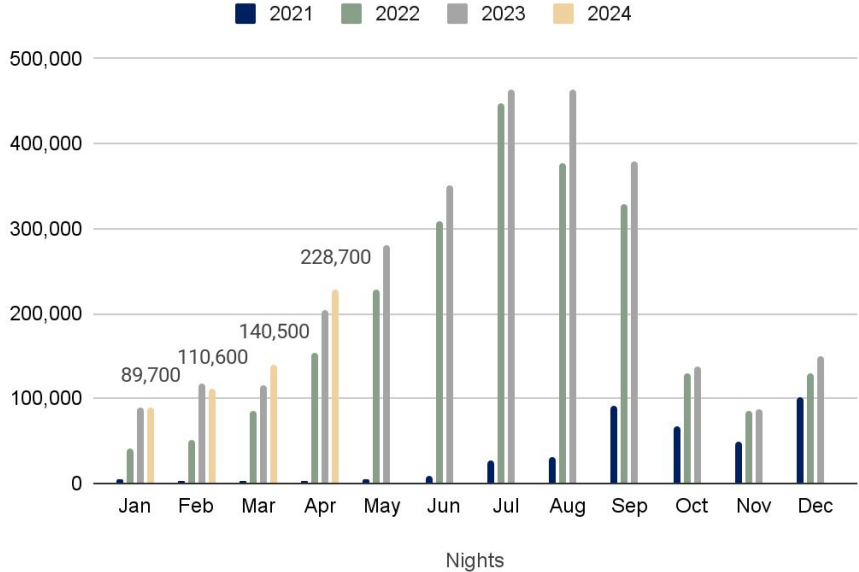
British Columbia

2024 Visitor Highlights

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2024* Total Trips: **48,700**
 2024* Total Nights: **569,400**



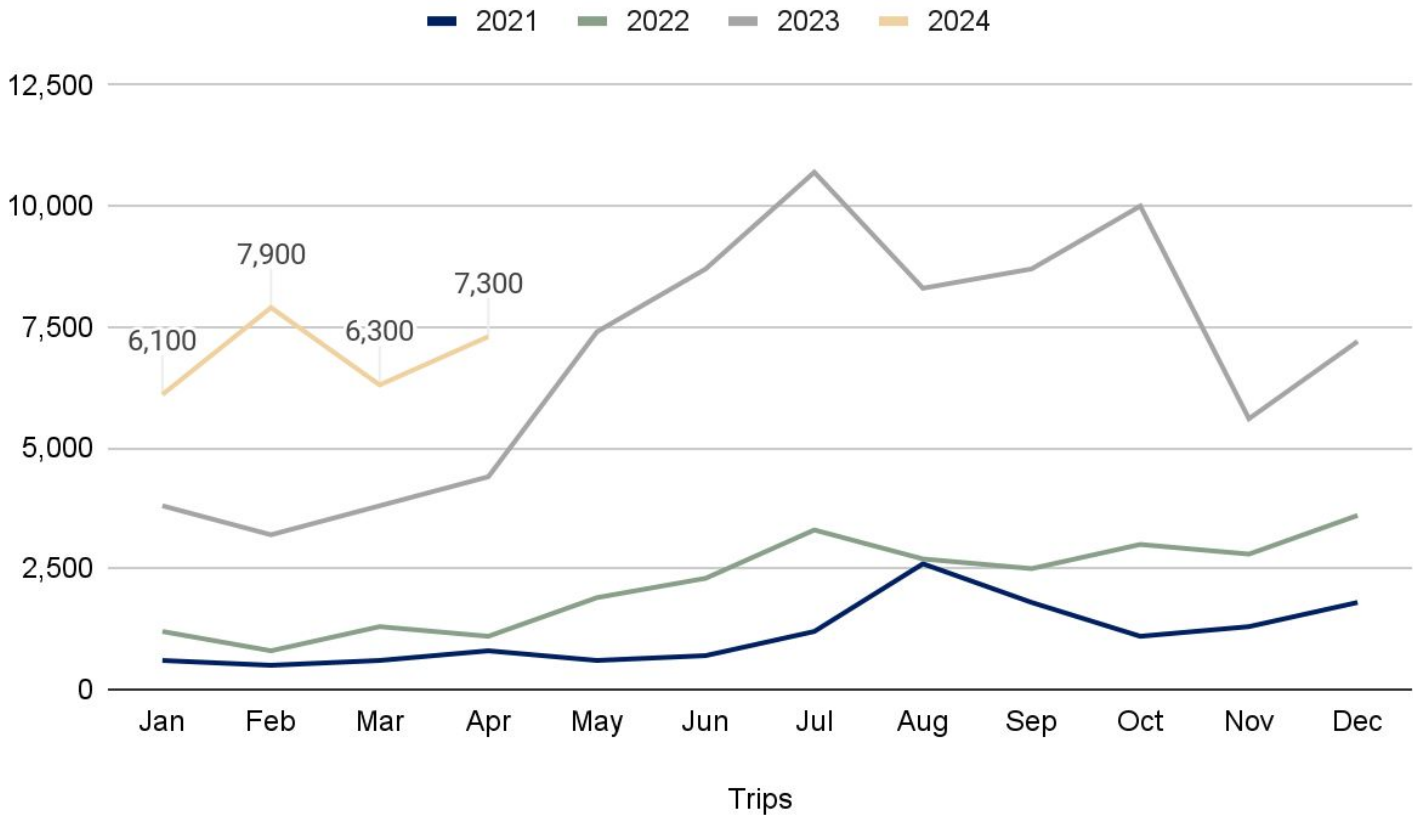
*2024 Year to Date

China Year over Year Trips and Nights

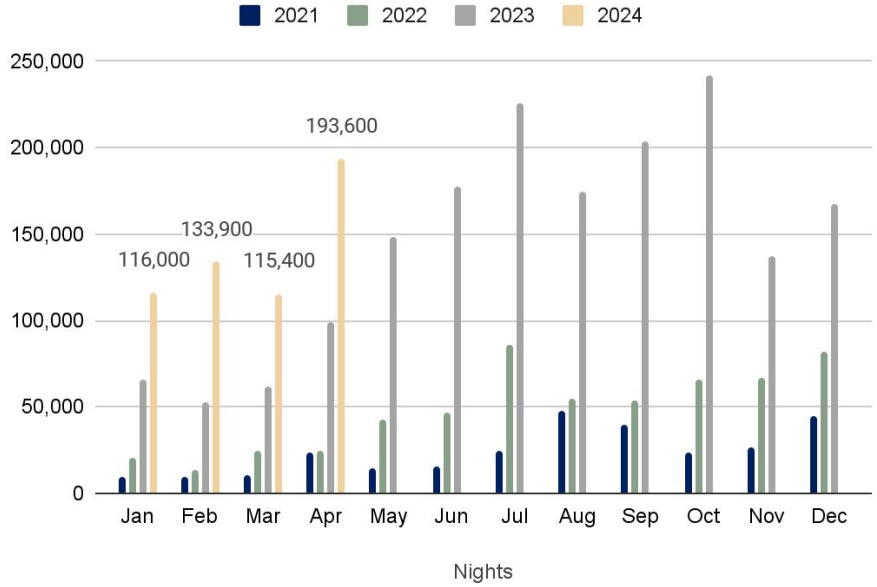
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2024* Total Trips: **27,600**
 2024* Total Nights: **559,000**



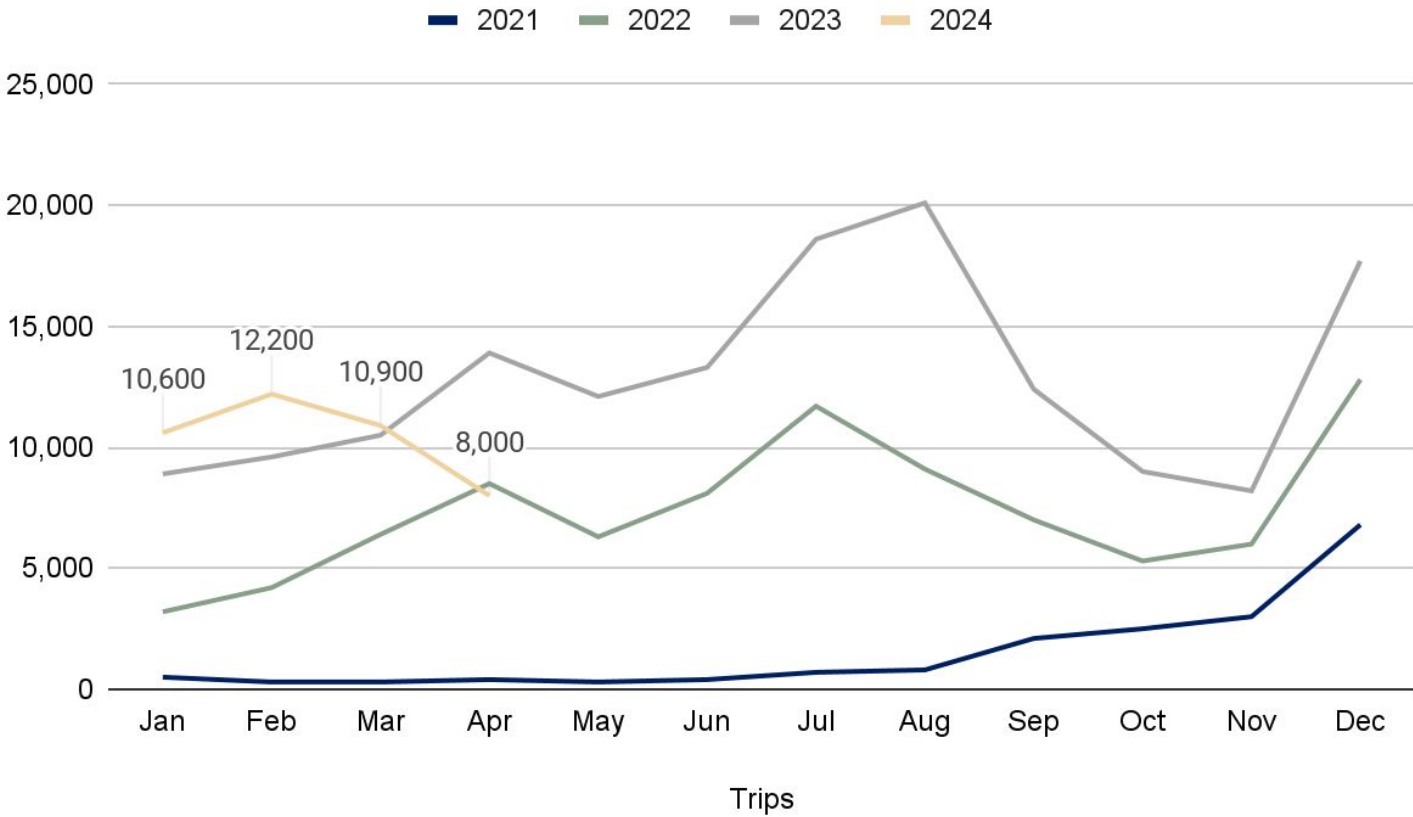
*2024 Year to Date

Mexico Year over Year Trips and Nights

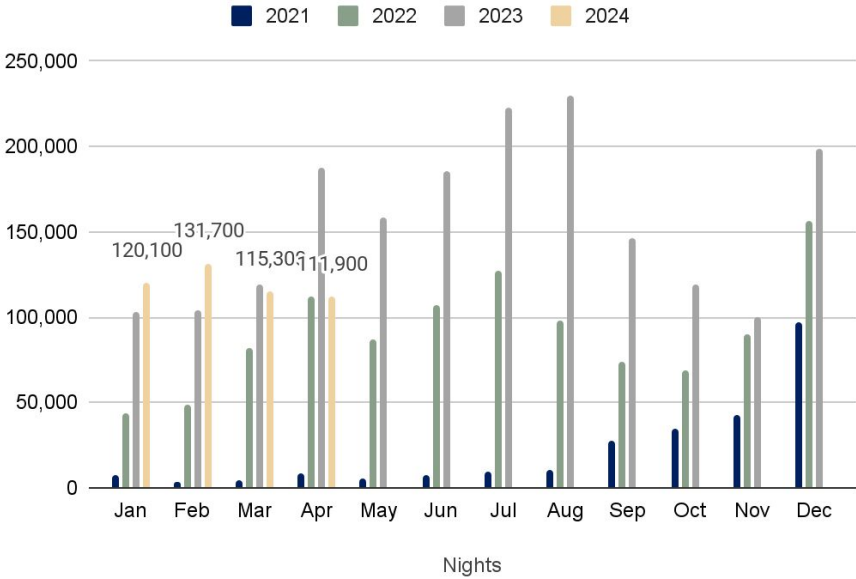
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2024* Total Trips: **41,700**
 2024* Total Nights: **479,100**



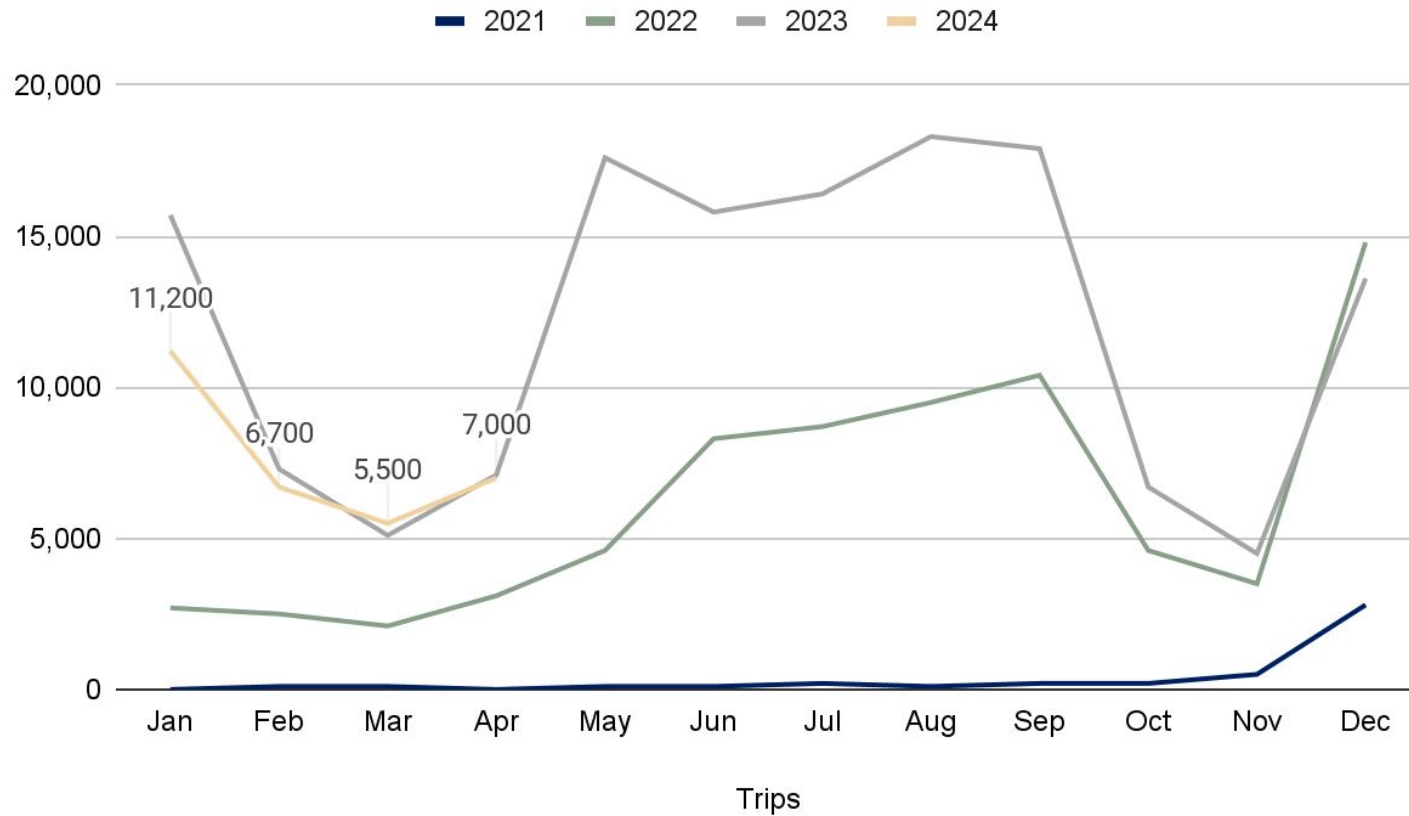
*2024 Year to Date

Australia Year over Year Trips and Nights

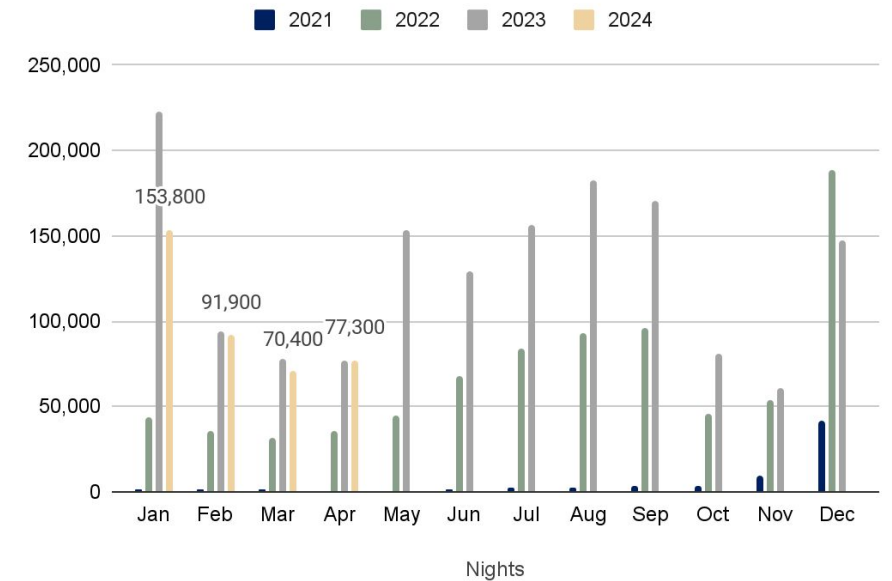
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2024* Total Trips: **30,300**
 2024* Total Nights: **393,400**

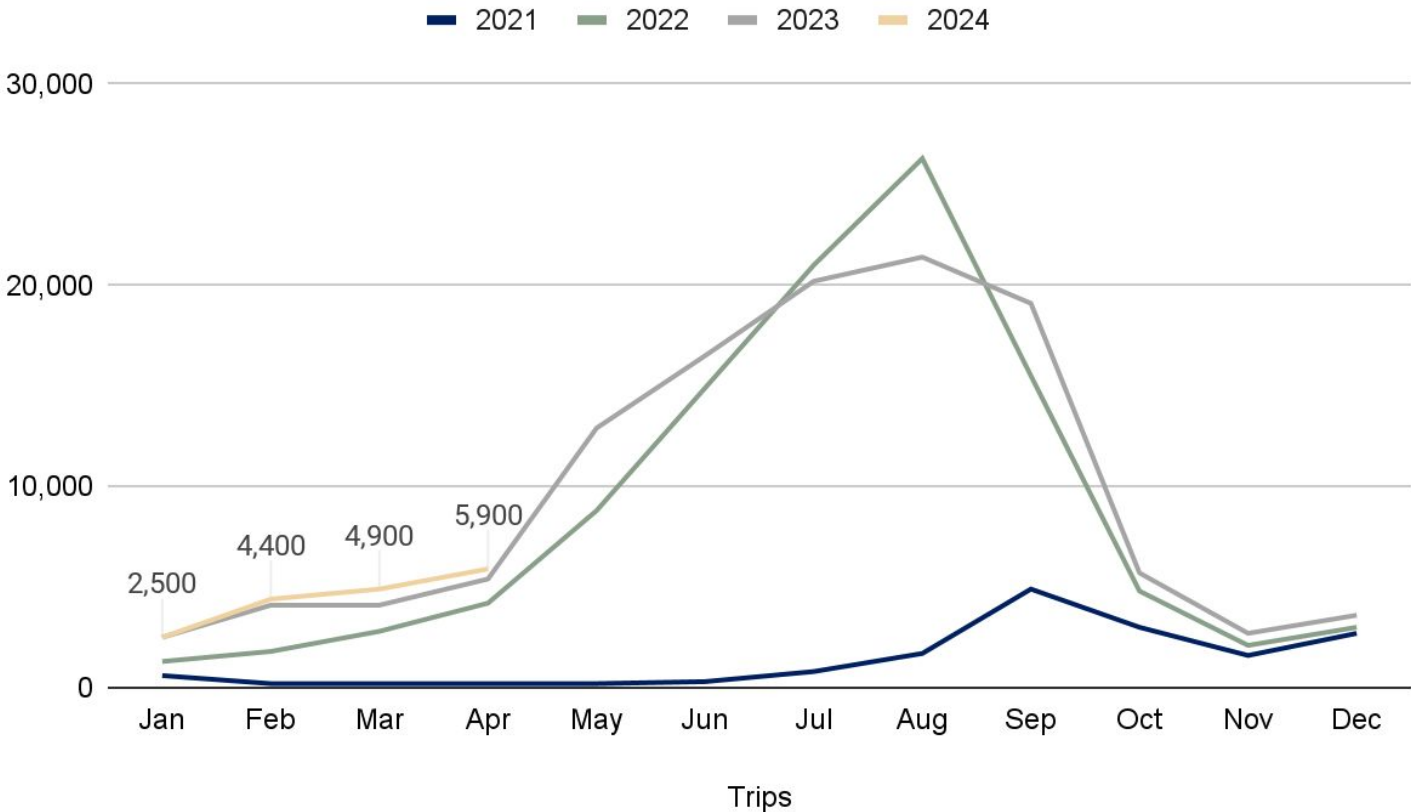


Germany Year over Year Trips and Nights

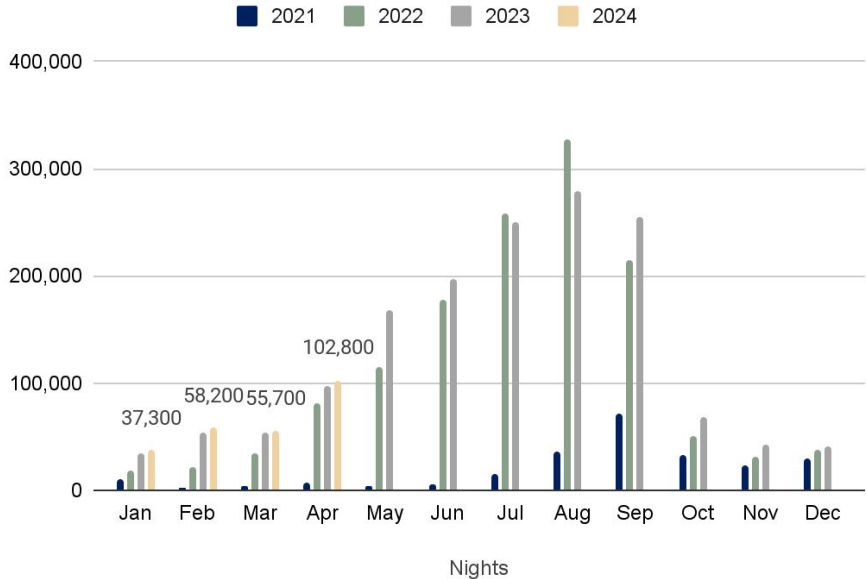
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2024* Total Trips: **17,800**
 2024* Total Nights: **254,000**



*2024 Year to Date

Contact Us

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