

bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2024

British Columbia Jan - May Update

2024 DATA VINTAGE

Purpose

- 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**
- VisitorView Canada provides insights the tourism industry needs to understand, market and grow their business with Canadian travellers



Research Overview

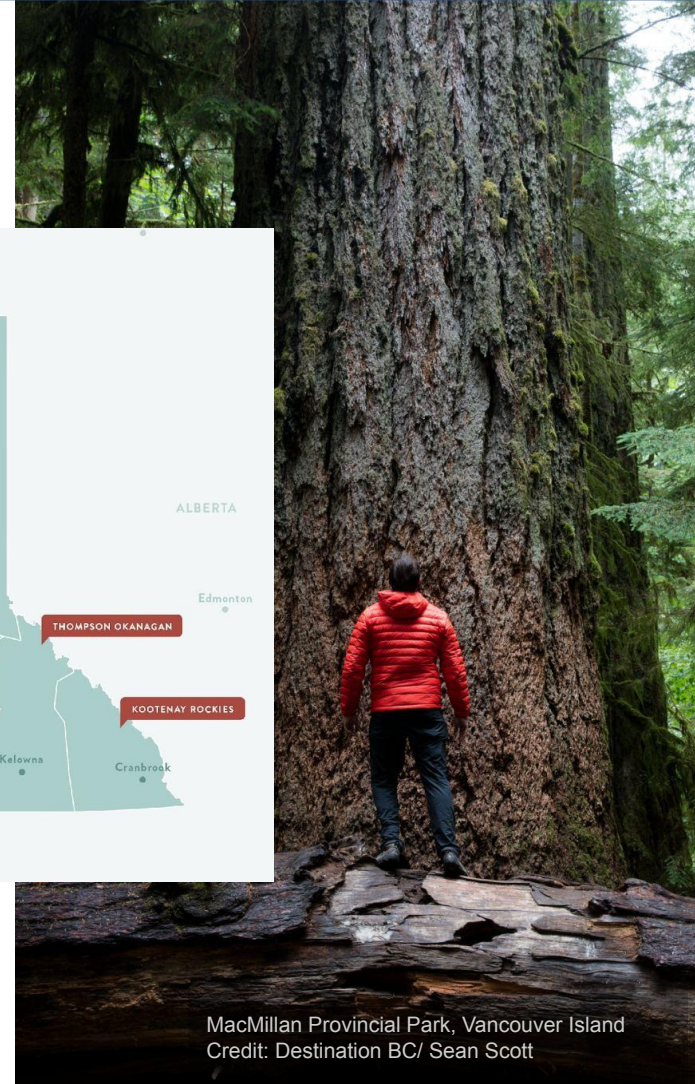
- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- VisitorView produces neighbourhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces** and **territories**, or one 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 2021, 2022, 2023 and 2024
- 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 2021, 2022, 2023 & 2024: Domestic Visitors by Quarter

British Columbia

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

Overview

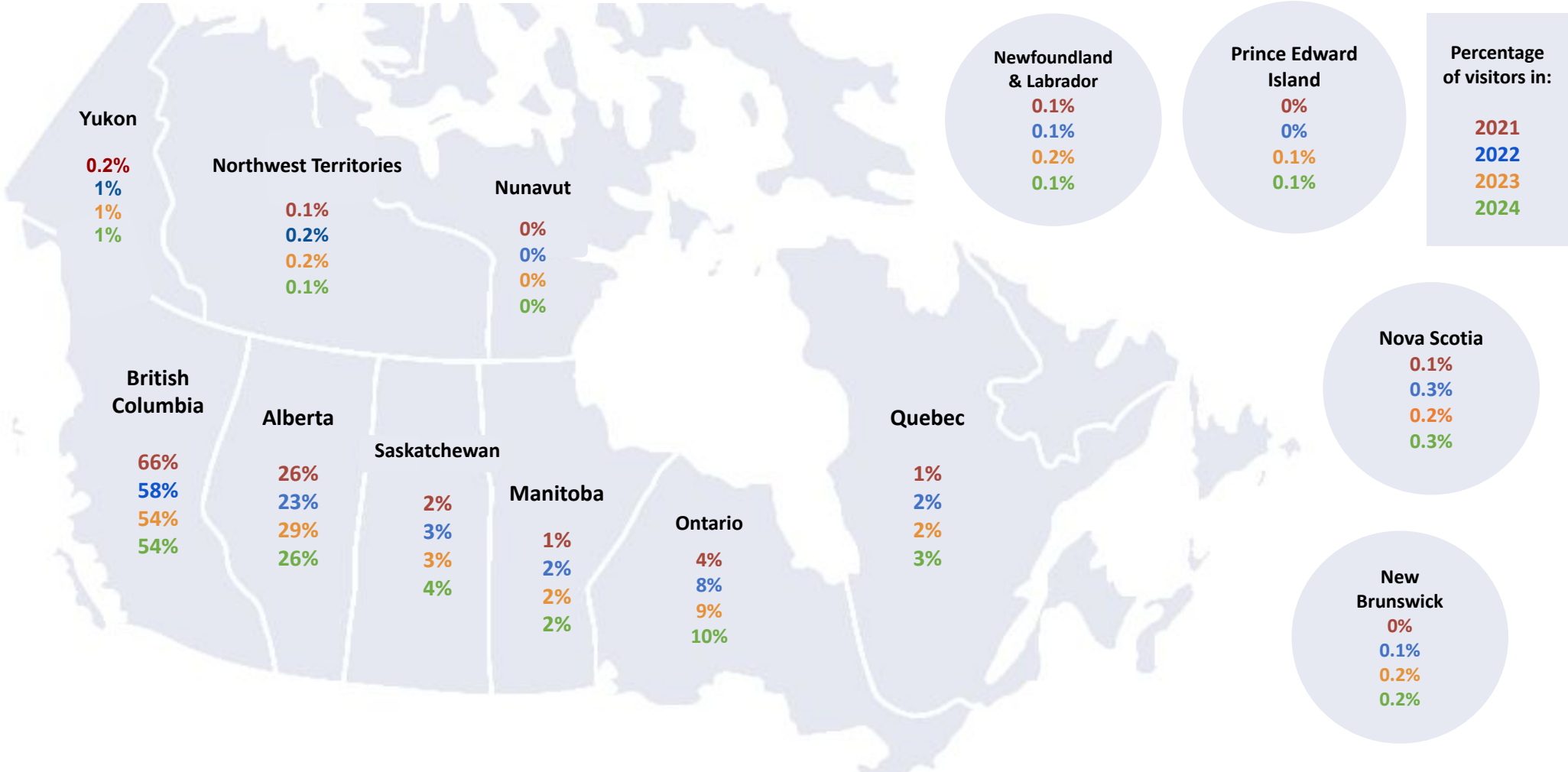
During Q1 2021 British Columbia saw an average of **1,737,500** Domestic Visitors. During Q1 2022 the region saw **3,004,100** Domestic Visitors, in Q1 2023, **3,986,100** Domestic Visitors and in Q1 2024, **3,045,300** Domestic Visitors.

- **Increase** of **75%** 2024 compared to 2021

- **Increase** of **1%** 2024 compared to 2022

- **Decrease** of **-24%** 2024 compared to 2023

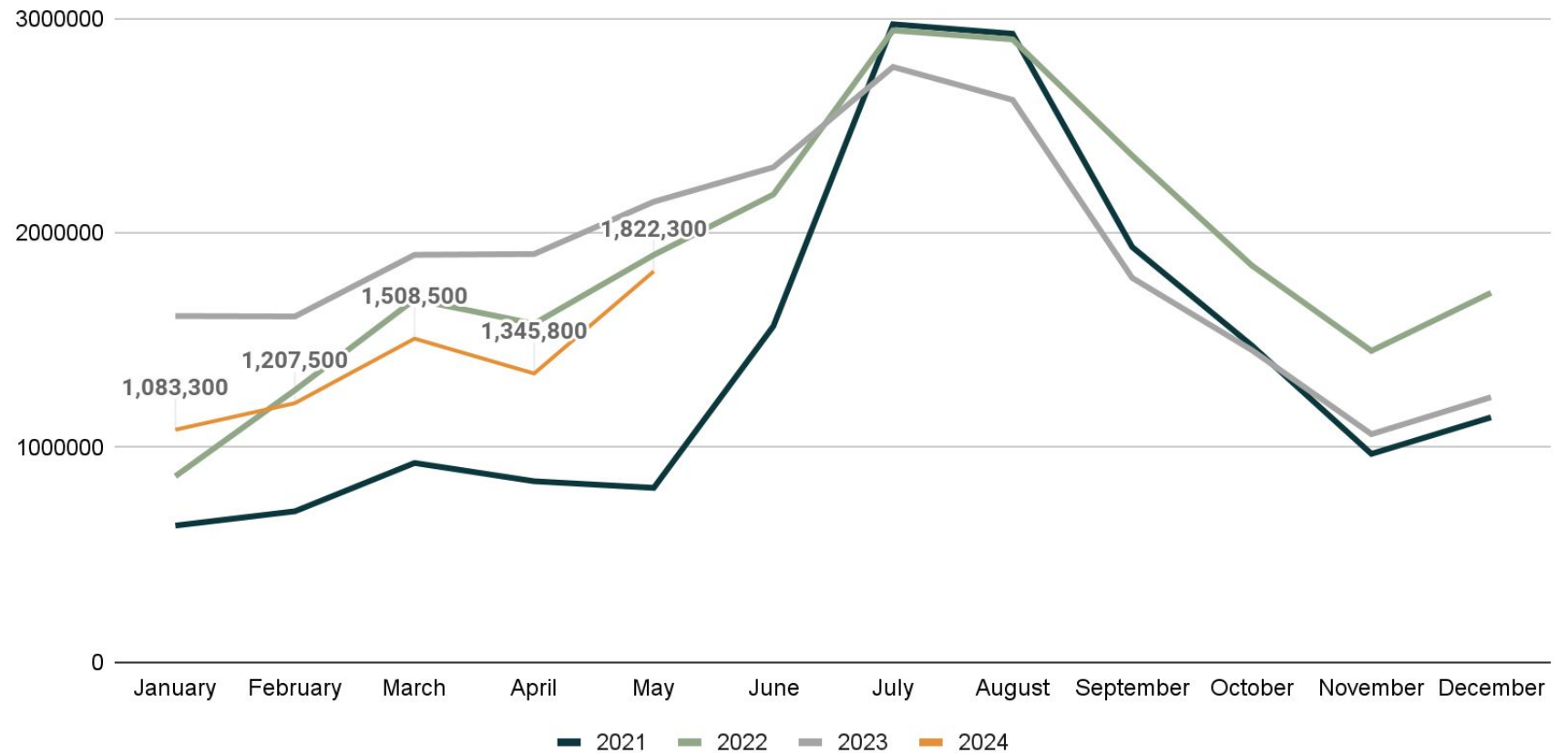
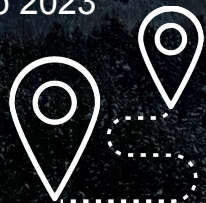
Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination



Canadian Visitation

Canadian Visitors Travelling to British Columbia by Month

- February 2024 saw a **72%** increase compared to 2021, a **-5%** decrease compared to 2022 and a **-25%** decrease compared to 2023
- March 2024 saw a **62%** increase compared to 2021, a **-11%** decrease compared to 2022 and a **-21%** decrease compared to 2023
- April 2024 saw a **60%** increase compared to 2021, a **-15%** decrease compared to 2022 and a **-29%** decrease compared to 2023
- May 2024 saw a **124%** increase compared to 2021, a **-4%** decrease compared to 2022 and a **-15%** decrease compared to 2023

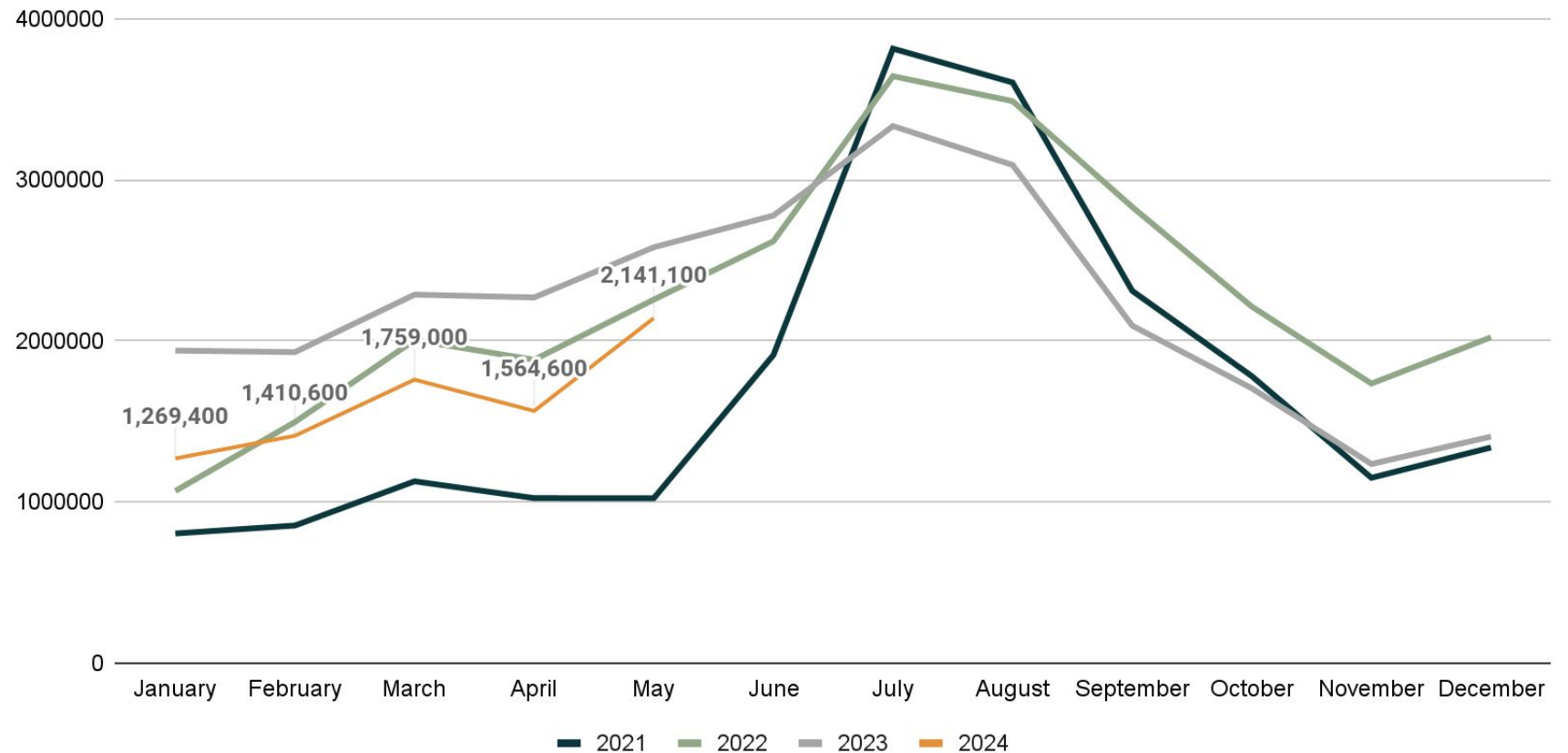
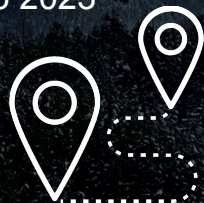


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Trips To British Columbia By Month

- February 2024 saw a **65%** increase compared to 2021, a **-6%** decrease compared to 2022 and a **-27%** decrease compared to 2023
- March 2024 saw a **56%** increase compared to 2021, a **-12%** decrease compared to 2022 and a **-23%** decrease compared to 2023
- April 2024 saw a **53%** increase compared to 2021, a **-17%** decrease compared to 2022 and a **-31%** decrease compared to 2023
- May 2024 saw a **109%** increase compared to 2021, a **-5%** decrease compared to 2022 and a **-17%** decrease compared to 2023



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

- February 2024 saw a **71%** increase compared to 2021, a **-5%** decrease compared to 2022 and a **-25%** decrease compared to 2023
- March 2024 saw a **57%** increase compared to 2021, a **-12%** decrease compared to 2022 and a **-18%** decrease compared to 2023
- April 2024 saw a **46%** increase compared to 2021, a **-19%** decrease compared to 2022 and a **-29%** decrease compared to 2023
- May 2024 saw a **118%** increase compared to 2021, a **-9%** decrease compared to 2022 and a **-13%** decrease compared to 2023



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

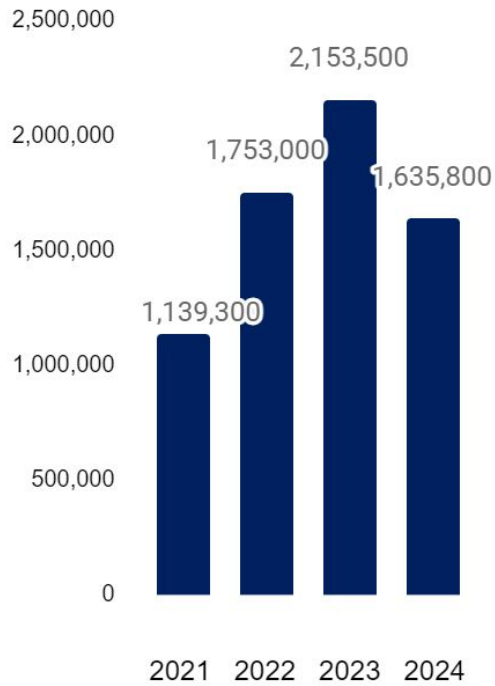


British Columbia Insights

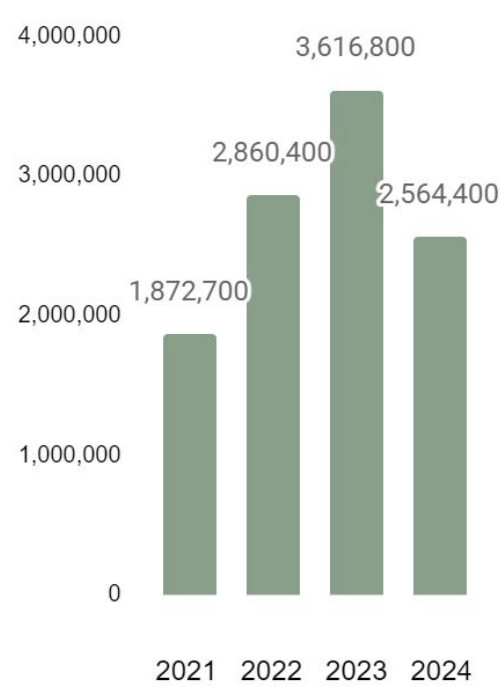
British Columbia Visitation

BC Residents Travelling To British Columbia By Quarter

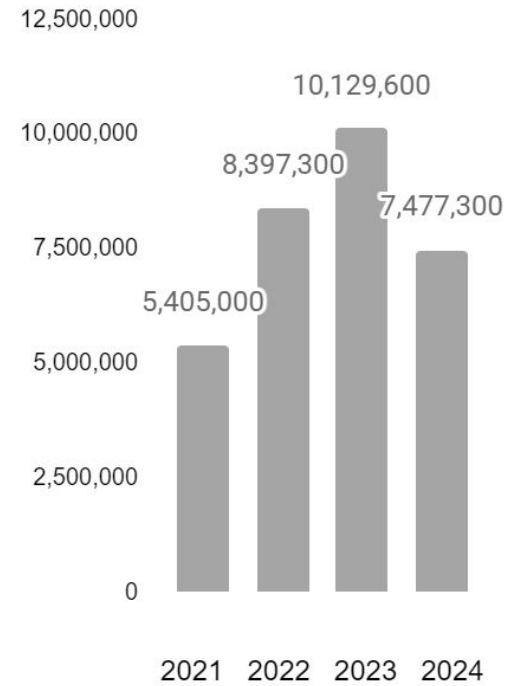
Number of Visitors to BC from BC in Q1



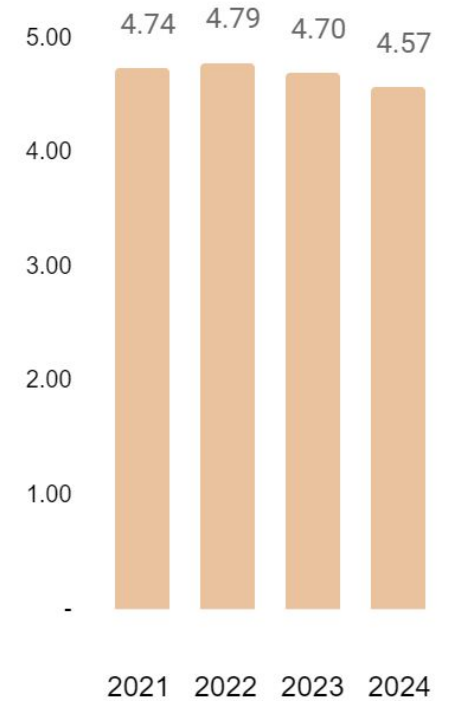
Number of Trips to BC from BC in Q1



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

BC Visitors To British Columbia By Quarter – Q1

Number of Visitors To British Columbia By Origin City

2024 Visitor Highlights

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City	2021 Visitor Count
Vancouver	125,200
Surrey	97,100
Kelowna	39,100
Abbotsford	35,900
Burnaby	35,600
Kamloops	30,000
Richmond	29,900
Langley	28,200
Saanich	28,000
Nanaimo	27,500

City	2022 Visitor Count
Vancouver	194,000
Surrey	145,000
Kelowna	64,100
Burnaby	59,000
Abbotsford	54,100
Saanich	51,000
Richmond	50,200
Kamloops	48,700
Nanaimo	44,600
Langley	40,900

City	2023 Visitor Count
Vancouver	211,800
Surrey	172,900
Kelowna	86,300
Abbotsford	69,900
Saanich	69,300
Burnaby	67,000
Kamloops	63,400
Nanaimo	58,200
Richmond	57,700
Victoria	53,700

City	2024 Visitor Count
Vancouver	174,300
Surrey	127,700
Kelowna	59,400
Abbotsford	53,400
Burnaby	53,000
Kamloops	47,600
Saanich	47,100
Richmond	45,000
Nanaimo	43,500
Victoria	36,600

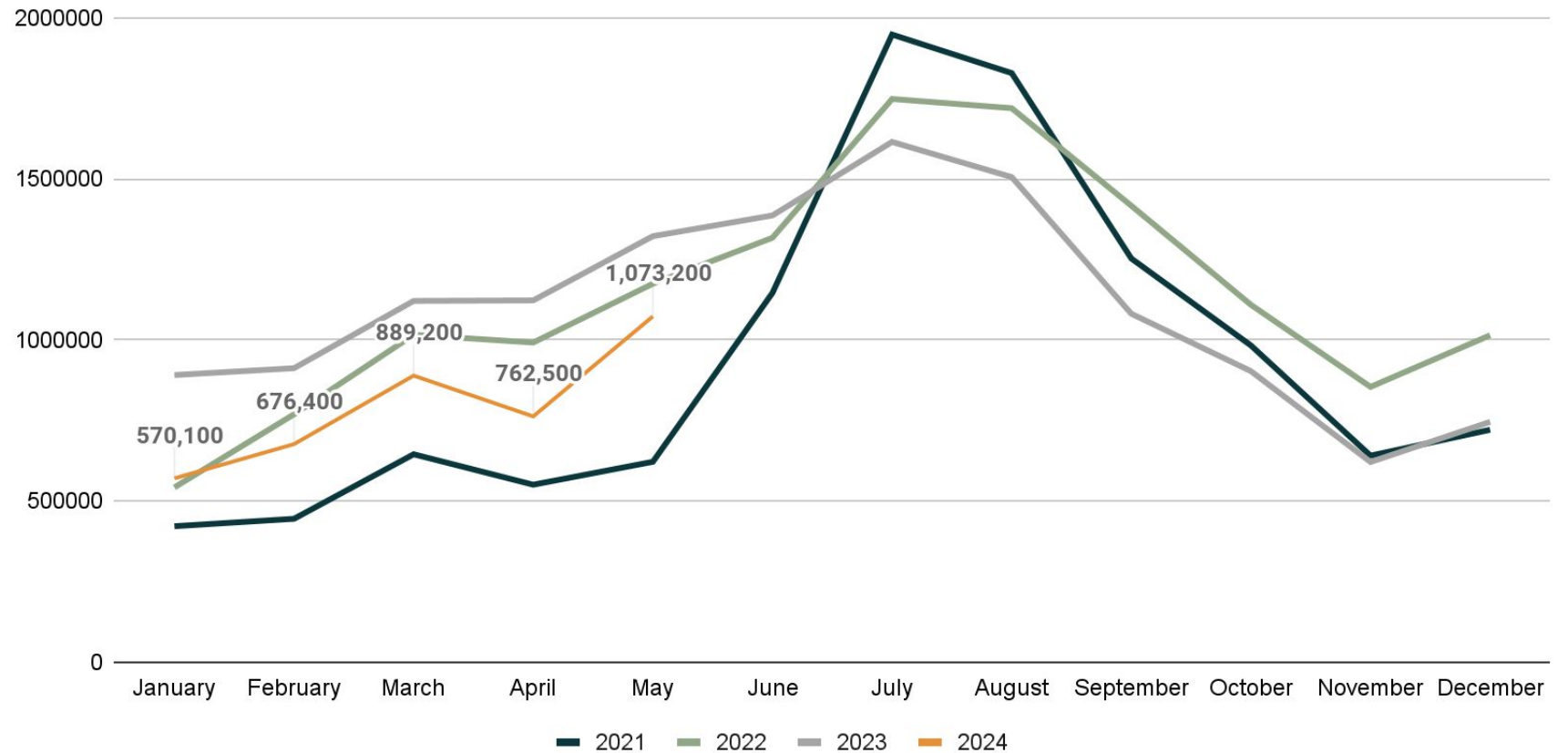
Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

British Columbian Visitation

BC Visitors Travelling To British Columbia By Month

- February 2024 saw a **52%** increase compared to 2021, a **-12%** decrease compared to 2022 and a **-26%** decrease compared to 2023
- March 2024 saw a **38%** increase compared to 2021, a **-12%** decrease compared to 2022 and a **-21%** decrease compared to 2023
- April 2024 saw a **39%** increase compared to 2021, a **-23%** decrease compared to 2022 and a **-32%** decrease compared to 2023
- May 2024 saw a **73%** increase compared to 2021, a **-9%** decrease compared to 2022 and a **-19%** decrease compared to 2023

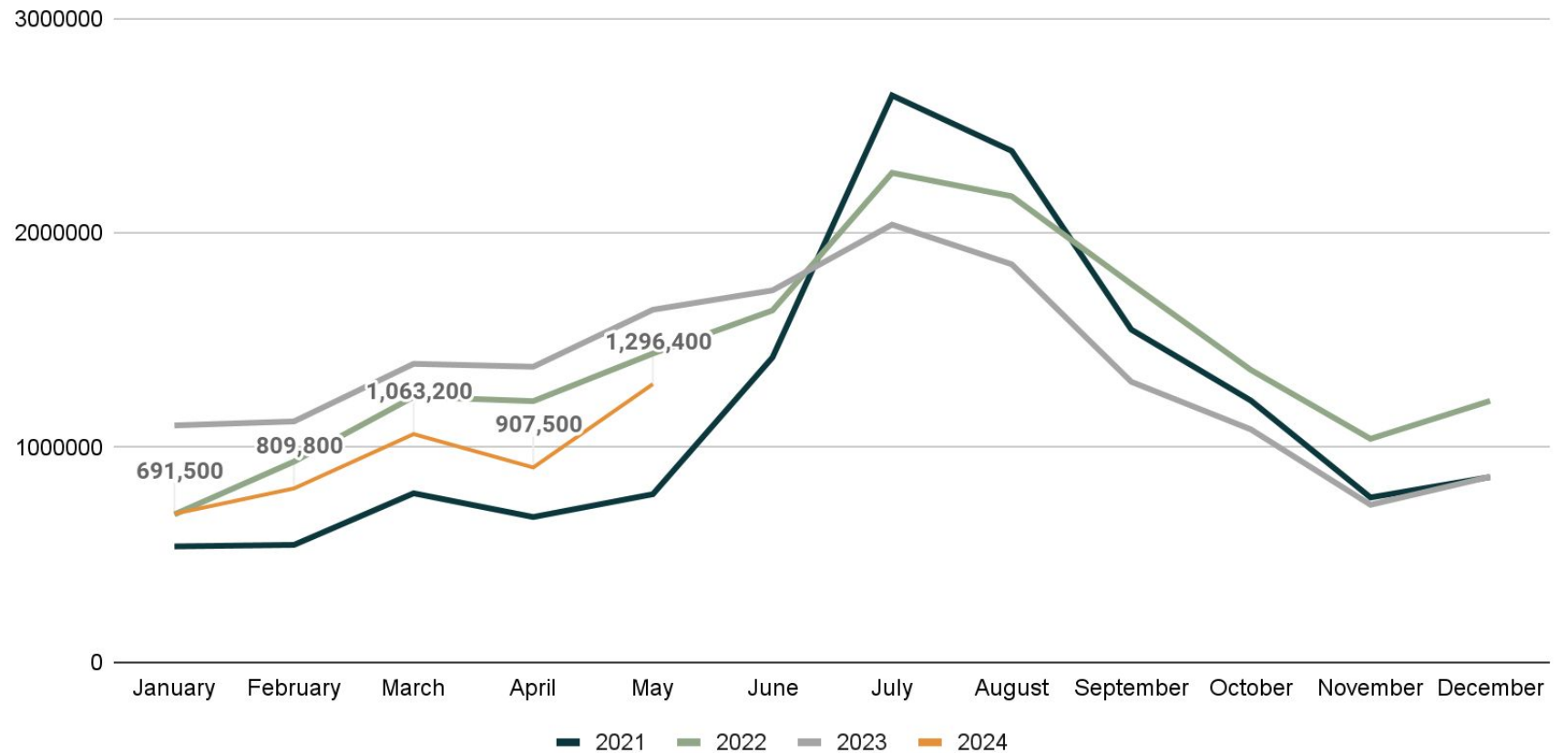


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

British Columbian Visitation

BC Trips To British Columbia By Month

- February 2024 saw a **48%** increase compared to 2021, a **-13%** decrease compared to 2022 and a **-28%** decrease compared to 2023
- March 2024 saw a **35%** increase compared to 2021, a **-14%** decrease compared to 2022 and a **-24%** decrease compared to 2023
- April 2024 saw a **34%** increase compared to 2021, a **-25%** decrease compared to 2022 and a **-34%** decrease compared to 2023
- May 2024 saw a **66%** increase compared to 2021, a **-10%** decrease compared to 2022 and a **-21%** decrease compared to 2023

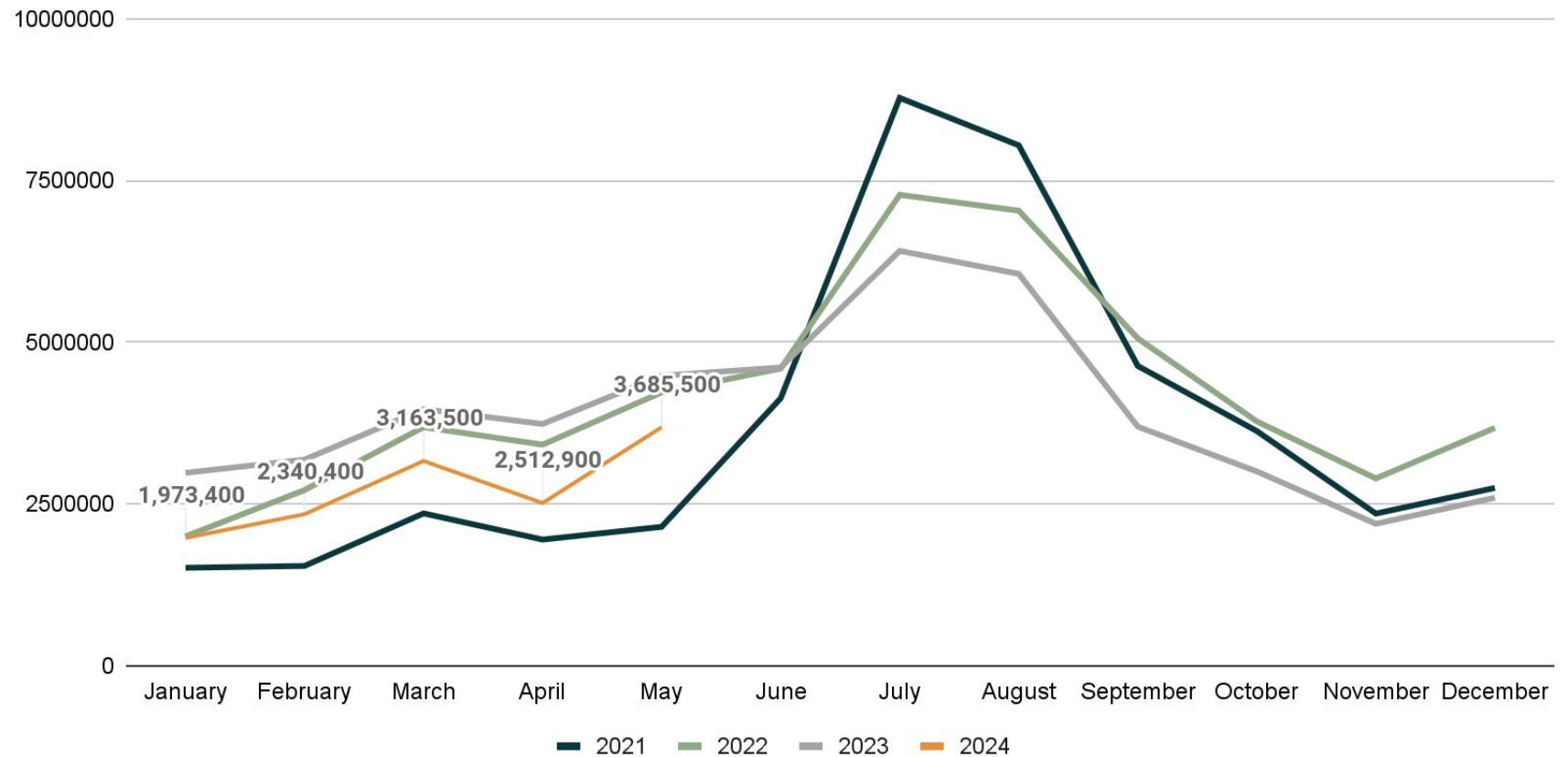


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

British Columbian Visitation

BC Overnight Stays In British Columbia By Month

- February 2024 saw a **52%** increase compared to 2021, a **-14%** decrease compared to 2022 and a **-27%** decrease compared to 2023
- March 2024 saw a **34%** increase compared to 2021, a **-14%** decrease compared to 2022 and a **-20%** decrease compared to 2023
- April 2024 saw a **29%** increase compared to 2021, a **-26%** decrease compared to 2022 and a **-33%** decrease compared to 2023
- May 2024 saw a **72%** increase compared to 2021, a **-13%** decrease compared to 2022 and a **-18%** decrease compared to 2023



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

January 2024 Canada/British Columbia Regional Visitation

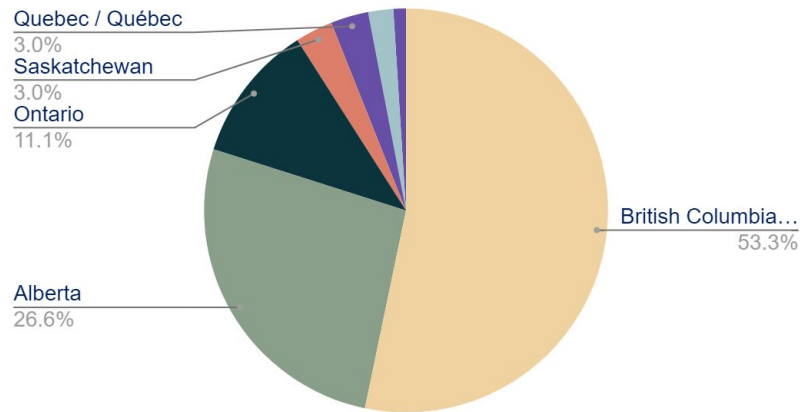
British Columbia

Overview

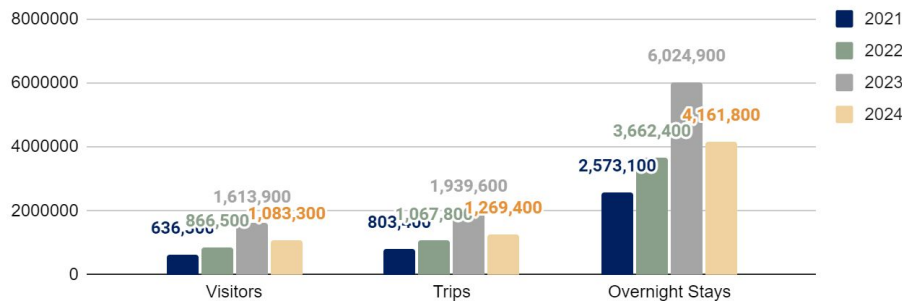
The number of visitors to British Columbia from Canadian travelers increased by **70%** when comparing January 2024 to January 2021.

Visitors increased by **25%** when compared to January 2022, and decreased by **-33%** when compared to January 2023.

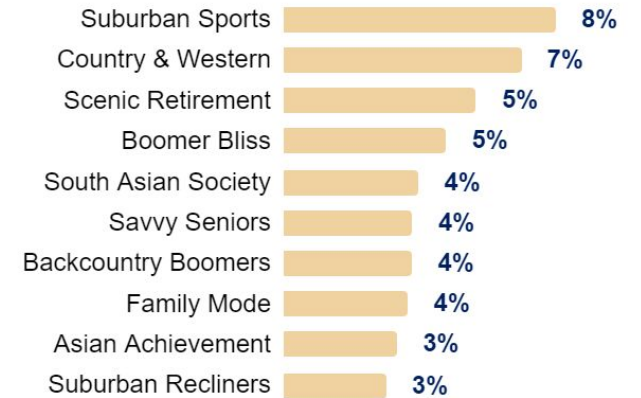
Percentage of Visitors to British Columbia by Province January 2024



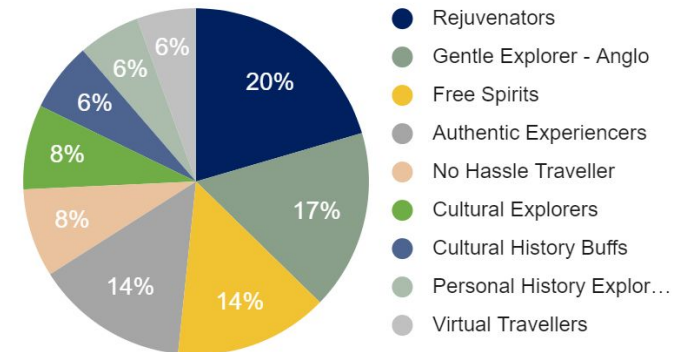
Canadian Visitors to British Columbia January 2021-2024



January 2024 BC Visitors by PRIZM Segment



January 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2023.

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 2024 Canada/British Columbia Regional Visitation

2024 Visitor Highlights

British Columbia

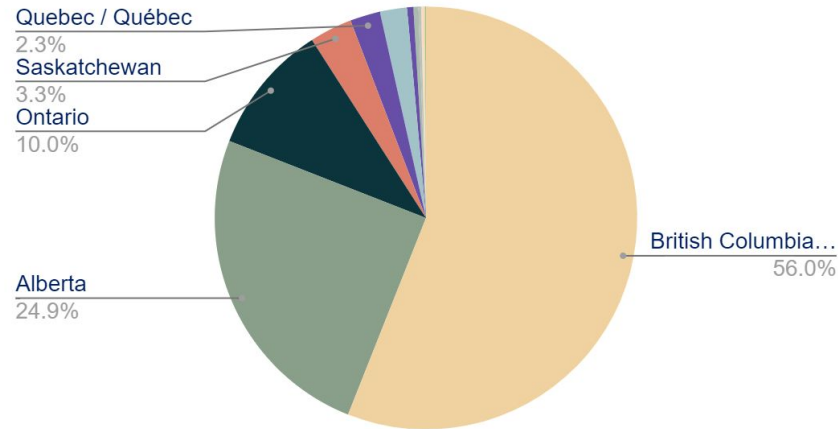
bcrts

Overview

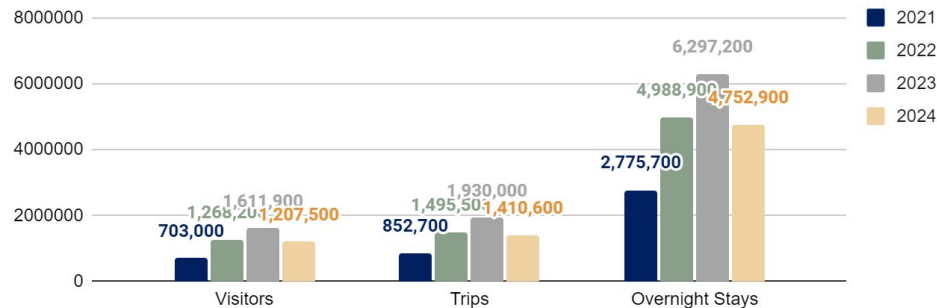
The number of visitors to British Columbia from Canadian travelers increased by **72%** when comparing February 2024 to February 2021.

Visitors decreased by **-5%** when compared to February 2022, and decreased by **-25%** when compared to February 2023.

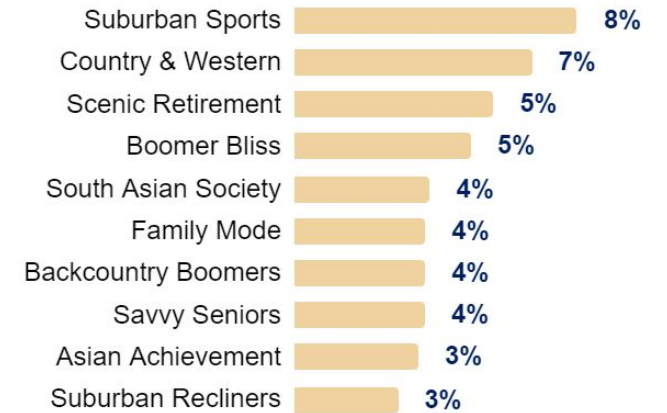
Percentage of Visitors to British Columbia by Province February 2024



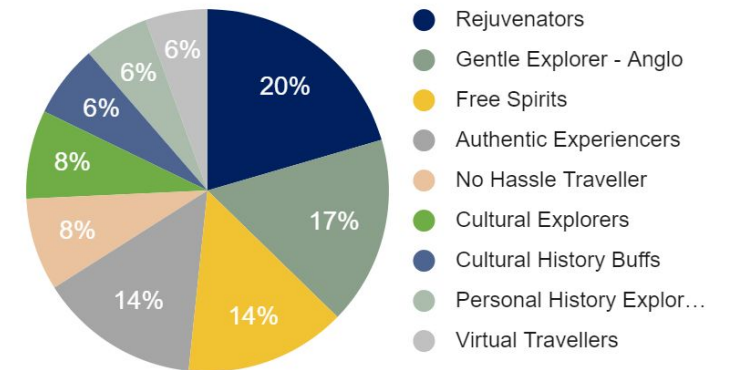
Canadian Visitors to British Columbia February 2021-2024



February 2024 BC Visitors by PRIZM Segment



February 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2023.

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 2024 Canada/British Columbia Regional Visitation

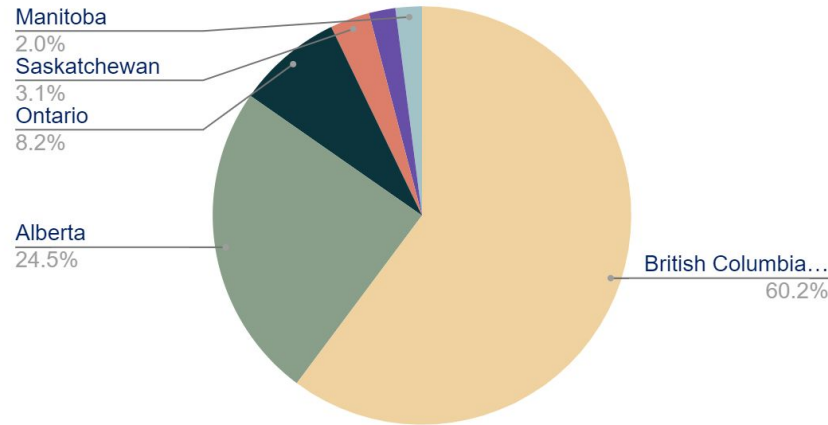
British Columbia

Overview

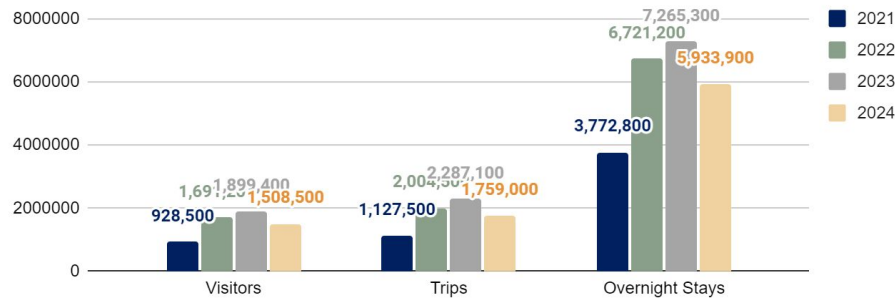
The number of visitors to British Columbia from Canadian travelers increased by **62%** when comparing March 2024 to March 2021.

Visitors decreased by **-11%** when compared to March 2022, and decreased by **-21%** when compared to March 2023.

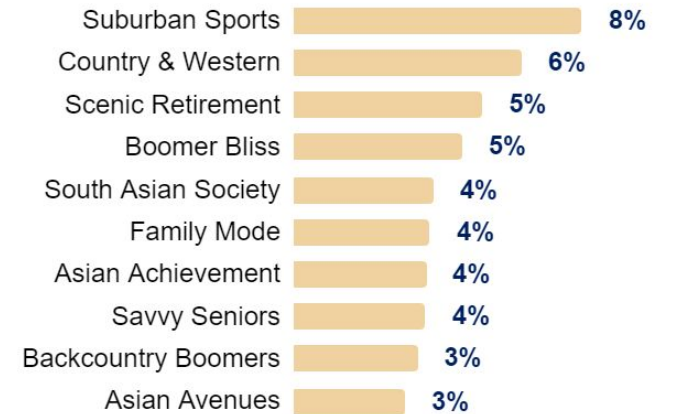
Percentage of Visitors to British Columbia by Province March 2024



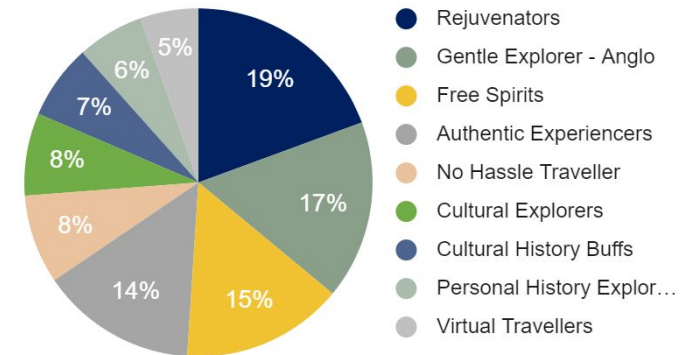
Canadian Visitors to British Columbia March 2021-2024



March 2024 BC Visitors by PRIZM Segment



March 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March in previous years to March 2023.

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 2024 Canada/British Columbia Regional Visitation

2024 Visitor Highlights

British Columbia

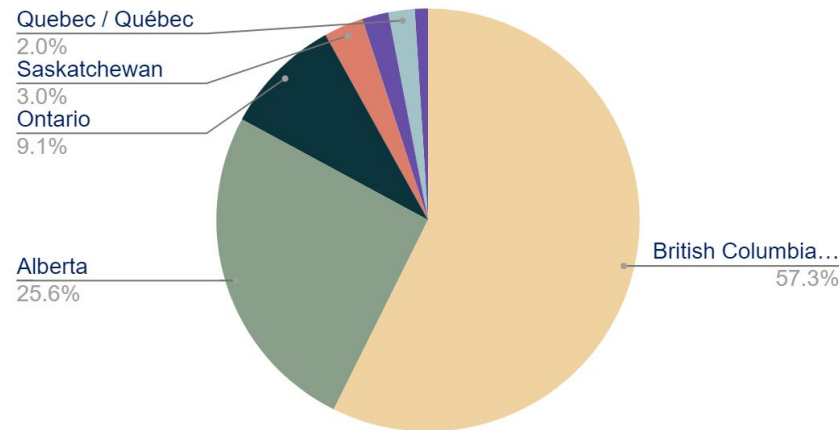
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Overview

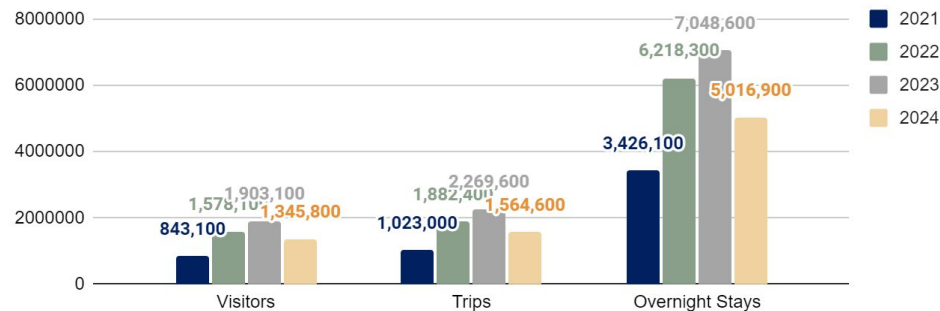
The number of visitors to British Columbia from Canadian travelers increased by **60%** when comparing April 2024 to April 2021.

Visitors decreased by **-15%** when compared to April 2022, and decreased by **-29%** when compared to April 2023.

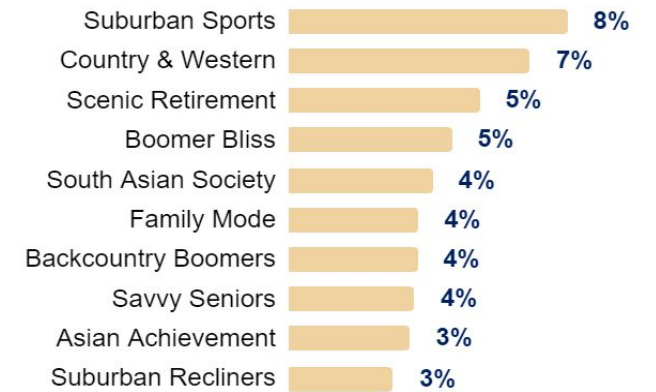
Percentage of Visitors to British Columbia by Province April 2024



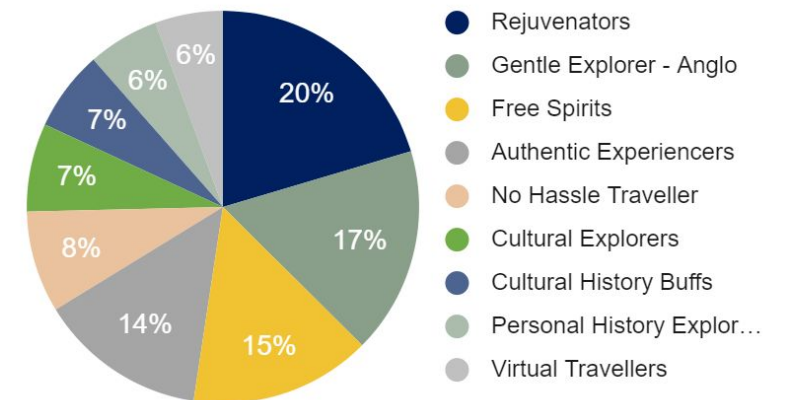
Canadian Visitors to British Columbia April 2021-2024



April 2024 BC Visitors by PRIZM Segment



April 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing April in previous years to April 2023.

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 2024 Canada/British Columbia Regional Visitation

2024 Visitor Highlights

British Columbia

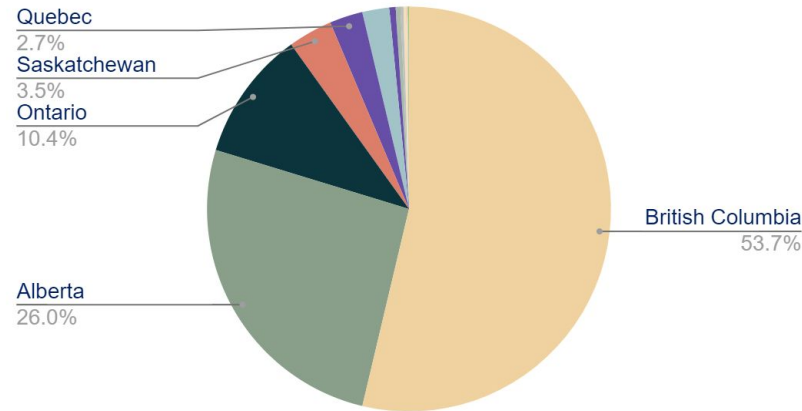
bcrts

Overview

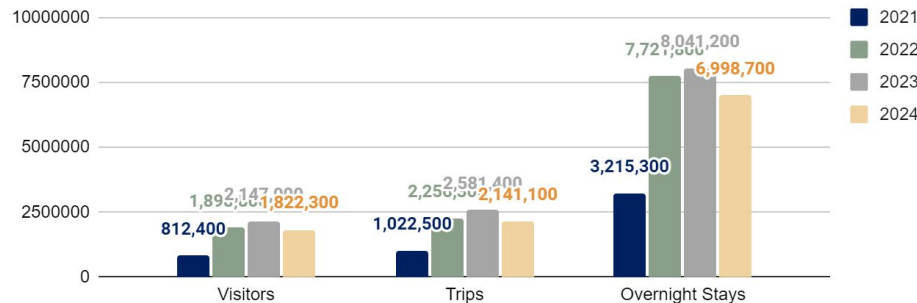
The number of visitors to British Columbia from Canadian travelers increased by **124%** when comparing May 2024 to May 2021.

Visitors decreased by **-4%** when compared to May 2022, and decreased by **-15%** when compared to May 2023.

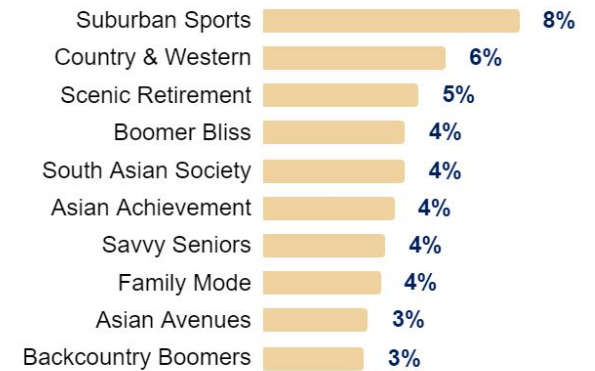
Percentage of Visitors to British Columbia by Province May 2024



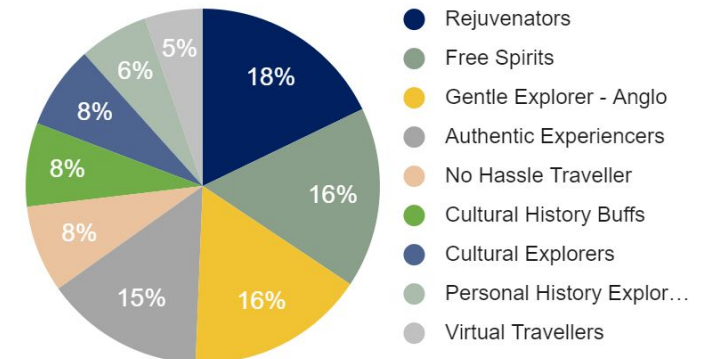
Canadian Visitors to British Columbia May 2021-2024



May 2024 BC Visitors by PRIZM Segment



May 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing May in previous years to May 2023.

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

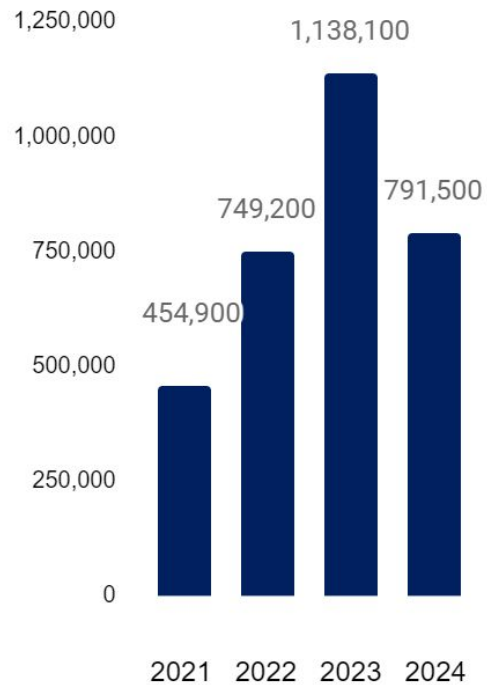
A person wearing a blue long-sleeved shirt, a red life vest, and a colorful knit hat is seen from behind, sitting in a canoe on a calm lake. The person is holding a yellow paddle. The lake reflects the surrounding green forest and distant mountains under a blue sky with light clouds. The text "Alberta Insights" is overlaid in white on the lower left portion of the image.

Alberta Insights

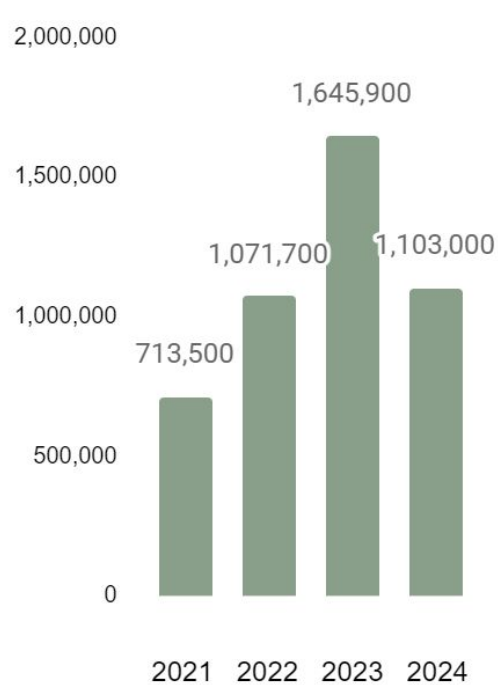
Alberta Visitation

Alberta Residents Traveling To British Columbia By Quarter

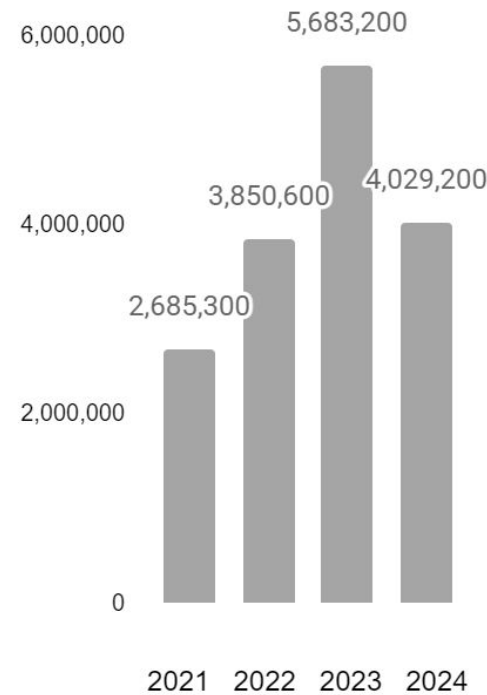
Number of Visitors to BC from AB in Q1



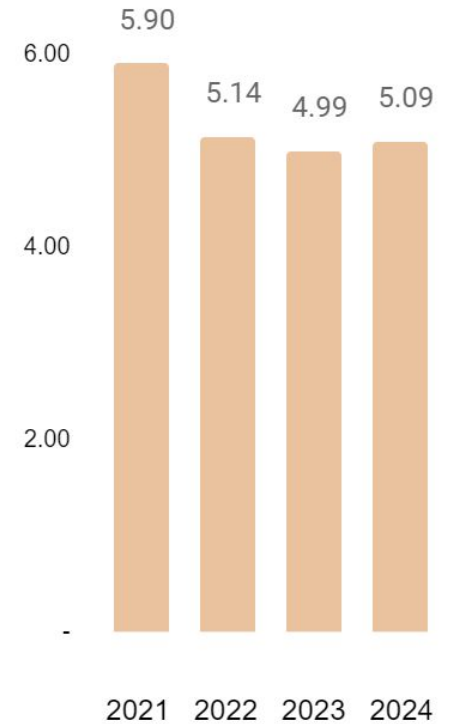
Number of Trips to BC from AB in Q1



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 Visitors To British Columbia By Quarter - Q1

Number of Visitors To British Columbia By Origin City

2024 Visitor Highlights

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City	2021 Visitor Count
Calgary	170,800
Edmonton	81,100
Airdrie	10,300
Red Deer	10,300
Grande Prairie	9,900
Strathcona County	9,500
Lethbridge	8,400
Rocky View County	7,100
St. Albert	6,300
Cochrane	4,800

City	2022 Visitor Count
Calgary	281,600
Edmonton	163,600
Strathcona County	17,200
Airdrie	15,900
Red Deer	14,900
Lethbridge	14,600
Grande Prairie	12,600
St. Albert	12,000
Rocky View County	10,300
Wood Buffalo	8,600

City	2023 Visitor Count
Calgary	358,500
Edmonton	230,500
Red Deer	31,200
Lethbridge	28,700
Strathcona County	27,400
Airdrie	25,300
Grande Prairie	22,700
Wood Buffalo	19,200
St. Albert	18,800
Medicine Hat	15,600

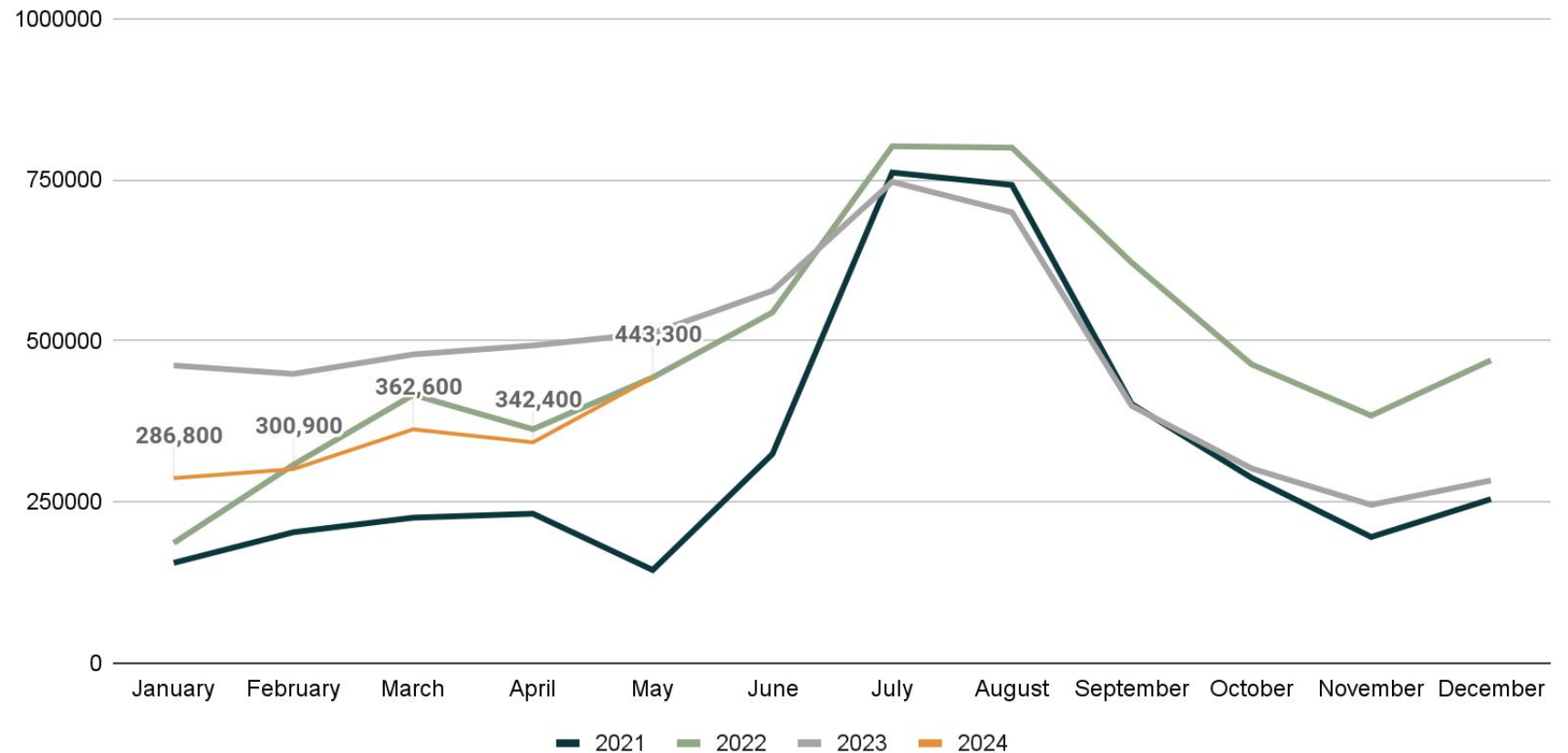
City	2024 Visitor Count
Calgary	291,500
Edmonton	170,900
Strathcona County	17,600
Airdrie	17,400
Red Deer	16,600
Lethbridge	15,000
Grande Prairie	13,300
St. Albert	12,400
Rocky View County	10,700
Wood Buffalo	8,700

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

Alberta Visitation

Alberta Visitors Travelling To British Columbia By Month

- February 2024 saw a **48%** increase compared to 2021, a **-2%** decrease compared to 2022 and a **-33%** decrease compared to 2023
- March 2024 saw a **61%** increase compared to 2021, a **-13%** decrease compared to 2022 and a **-24%** decrease compared to 2023
- April 2024 saw a **48%** increase compared to 2021, a **-6%** decrease compared to 2022 and a **-31%** decrease compared to 2023
- May 2024 saw a **208%** increase compared to 2021, a **-0.05%** decrease compared to 2022 and a **-13%** decrease compared to 2023

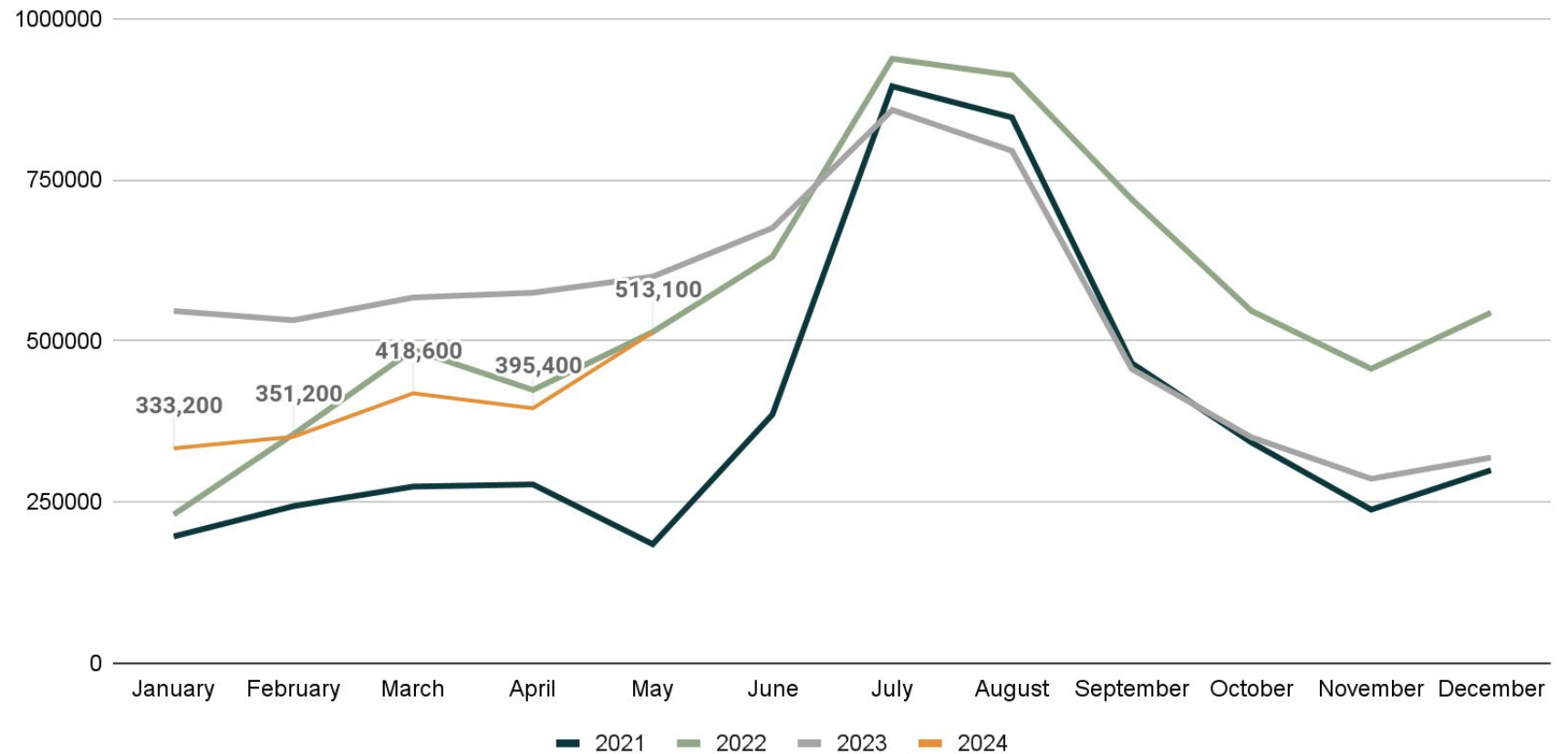


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Alberta Visitation

Alberta Trips to British Columbia By Month

- February 2024 saw a **44%** increase compared to 2021, a **-1%** decrease compared to 2022 and a **-34%** decrease compared to 2023
- March 2024 saw a **53%** increase compared to 2021, a **-14%** decrease compared to 2022 and a **-26%** decrease compared to 2023
- April 2024 saw a **43%** increase compared to 2021, a **-7%** decrease compared to 2022 and a **-31%** decrease compared to 2023
- May 2024 saw a **178%** increase compared to 2021, a **-0.1%** decrease compared to 2022 and a **-14%** decrease compared to 2023

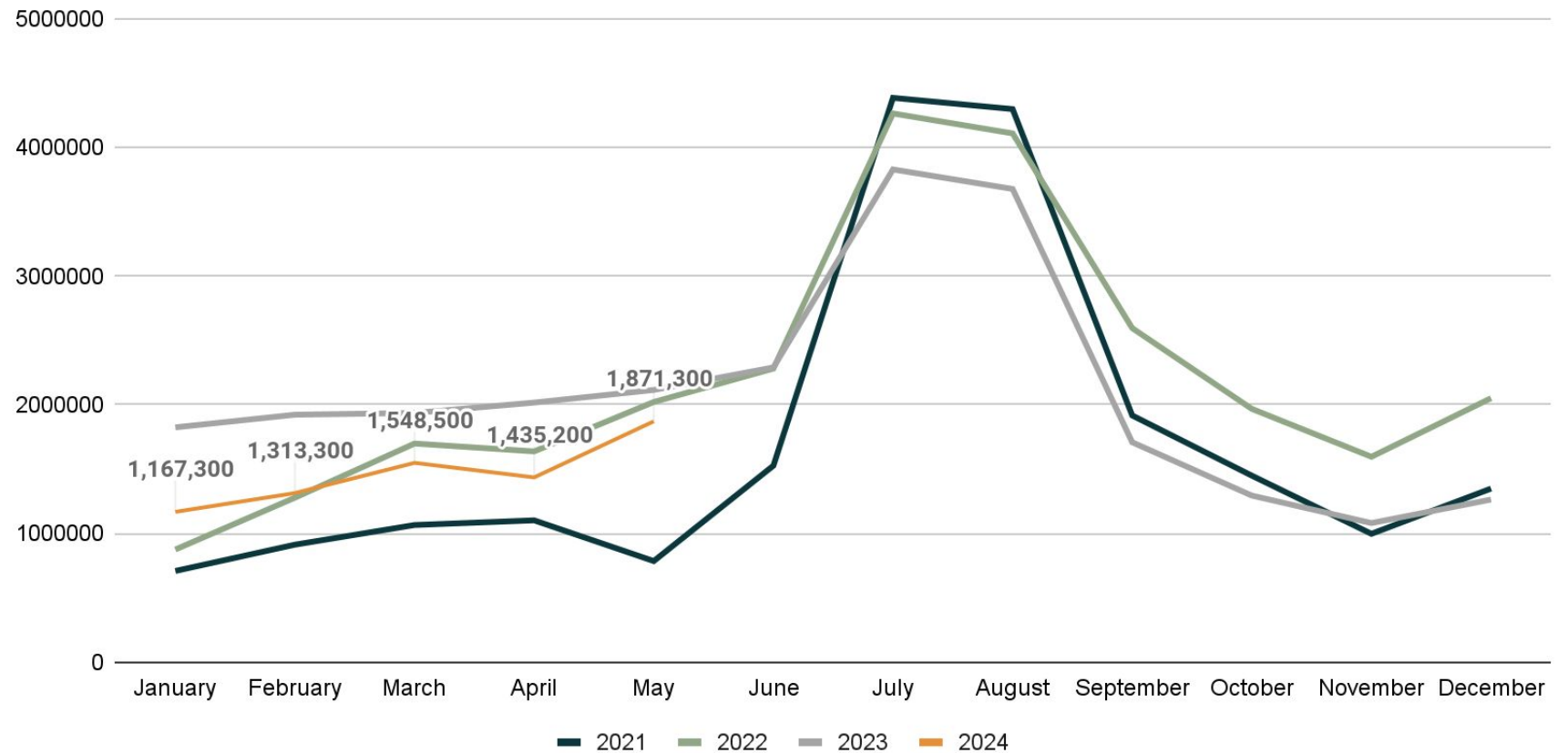


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

Alberta Visitation

Alberta Overnight Stays In British Columbia By Month

- February 2024 saw a **44%** increase compared to 2021, a **3%** increase compared to 2022 and a **-32%** decrease compared to 2023
- March 2024 saw a **45%** increase compared to 2021, a **-9%** decrease compared to 2022 and a **-20%** decrease compared to 2023
- April 2024 saw a **30%** increase compared to 2021, a **-12%** decrease compared to 2022 and a **-29%** decrease compared to 2023
- May 2024 saw a **138%** increase compared to 2021, a **-7%** decrease compared to 2022 and a **-12%** decrease compared to 2023



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

January 2024 Canada/Alberta Regional Visitation

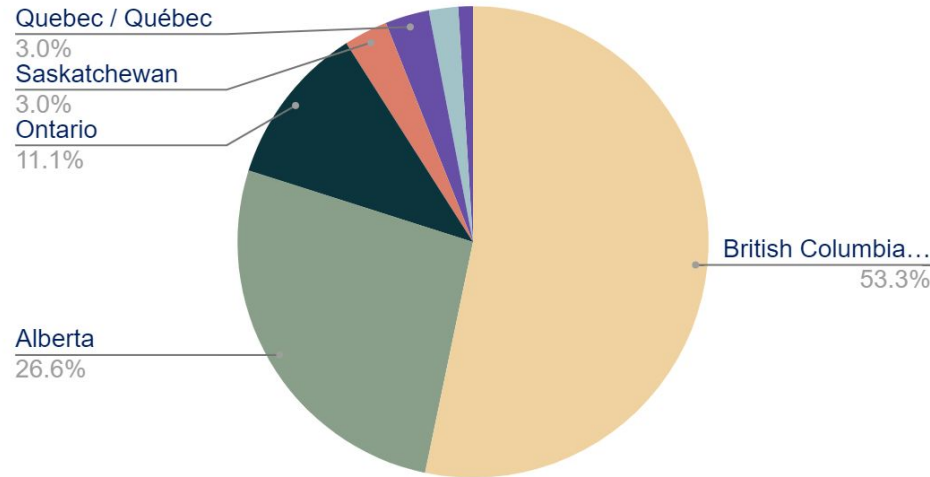
British Columbia

Overview

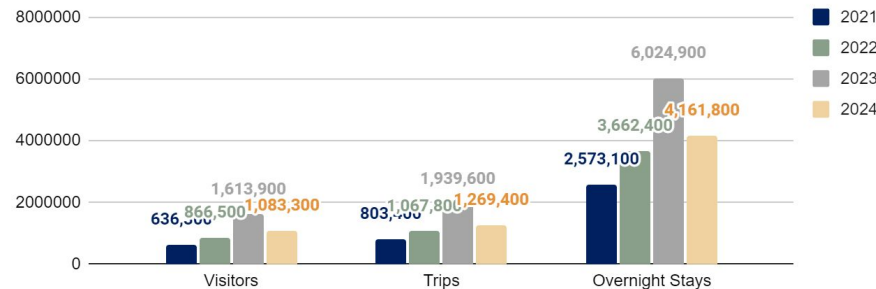
The number of visitors to British Columbia from Canadian travelers increased by **70%** when comparing January 2024 to January 2021.

Visitors increased by **25%** when compared to January 2022, and decreased by **-33%** when compared to January 2023.

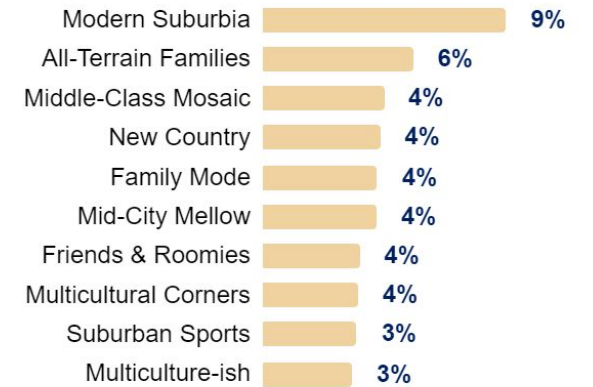
Percentage of Visitors to British Columbia by Province January 2024



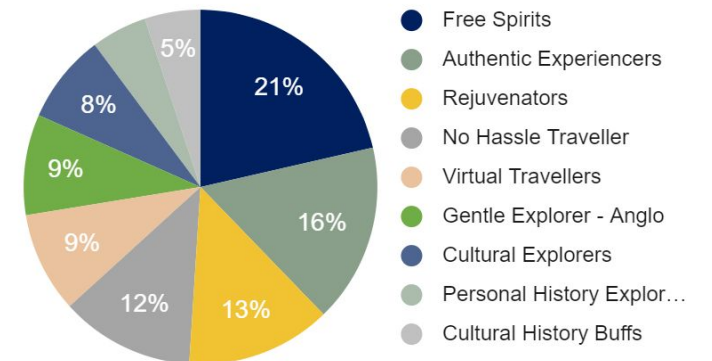
Canadian Visitors to British Columbia January 2021-2024



January 2024 AB Visitors by PRIZM Segment



January 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2023.

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 2024 Canada/Alberta Regional Visitation

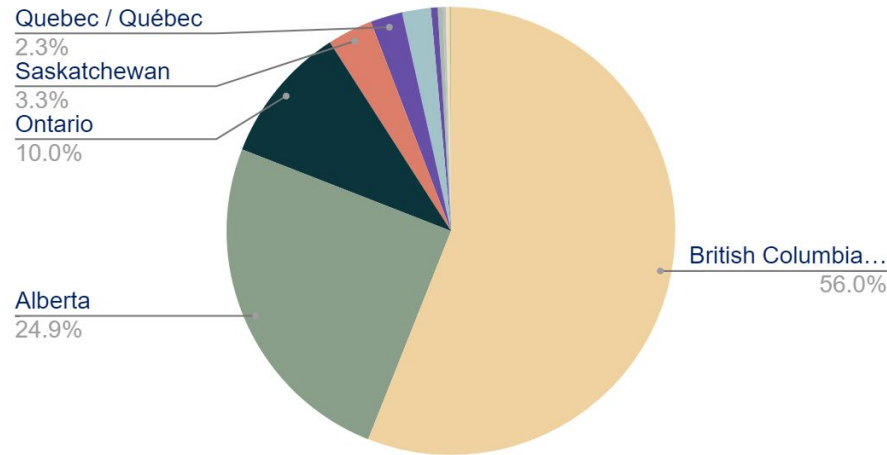
British Columbia

Overview

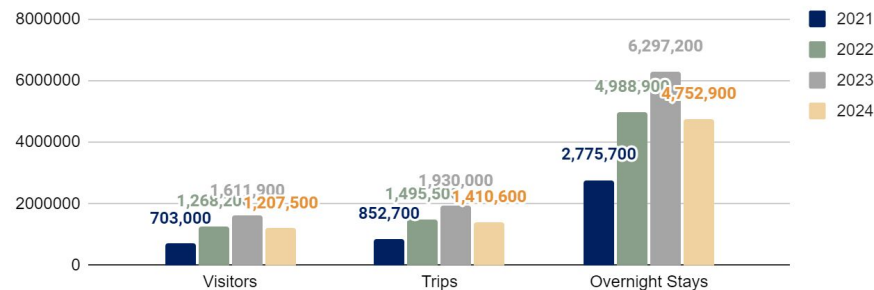
The number of visitors to British Columbia from Canadian travelers increased by **72%** when comparing February 2024 to February 2021.

Visitors decreased by **-5%** when compared to February 2022, and decreased by **-25%** when compared to February 2023.

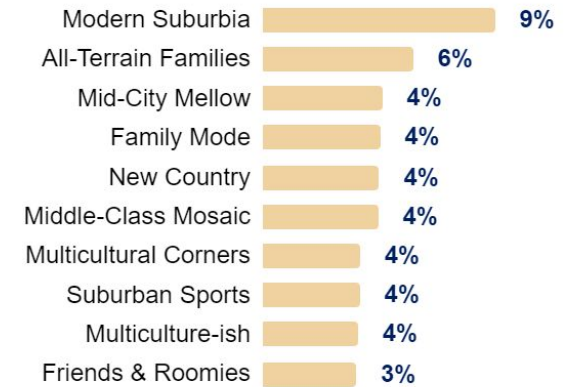
Percentage of Visitors to British Columbia by Province February 2024



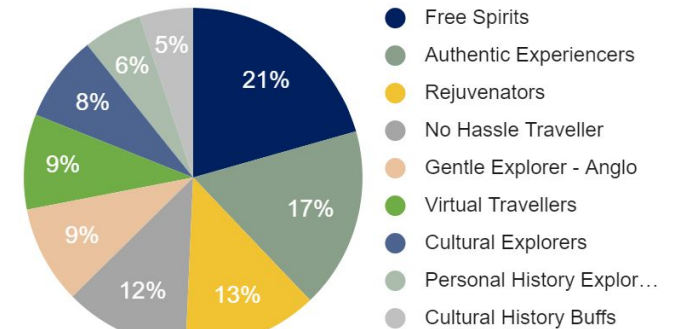
Canadian Visitors to British Columbia February 2021-2024



February 2024 AB Visitors by PRIZM Segment



February 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2023.

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 2024 Canada/Alberta Regional Visitation

2024 Visitor Highlights

British Columbia

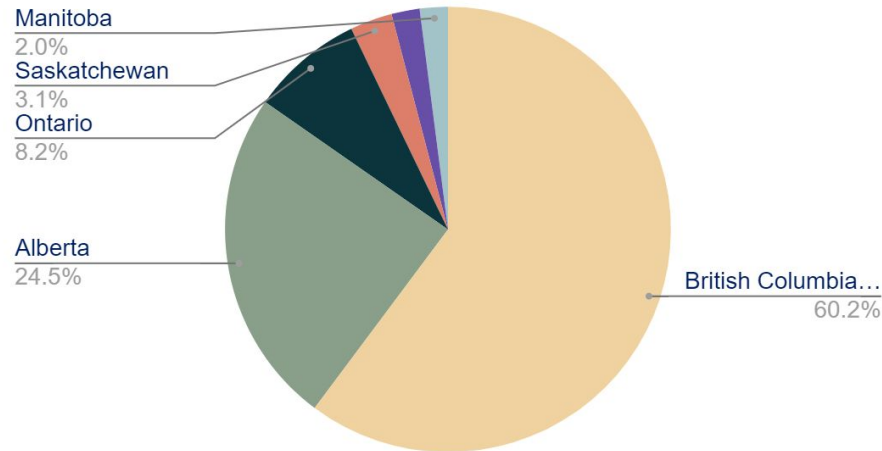
bcrts

Overview

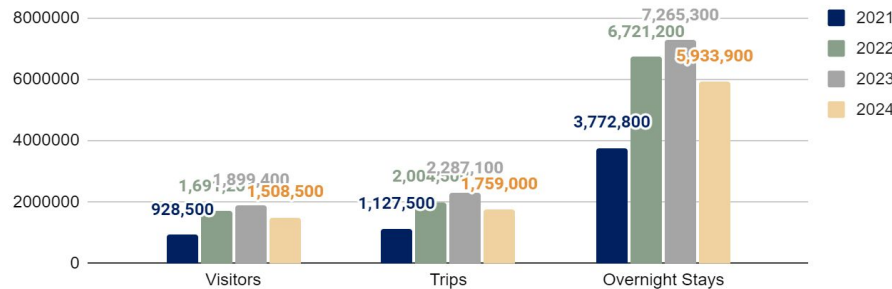
The number of visitors to British Columbia from Canadian travelers increased by **62%** when comparing March 2024 to March 2021.

Visitors decreased by **-11%** when compared to March 2022, and decreased by **-21%** when compared to March 2023.

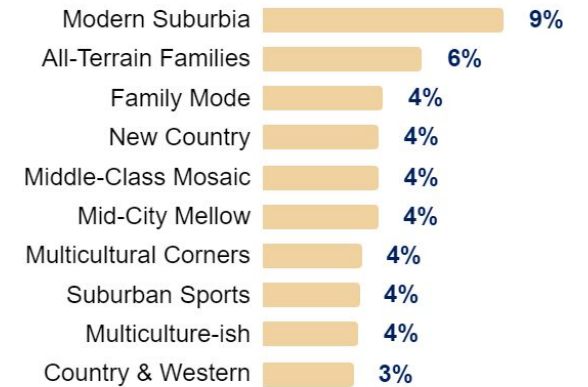
Percentage of Visitors to British Columbia by Province March 2024



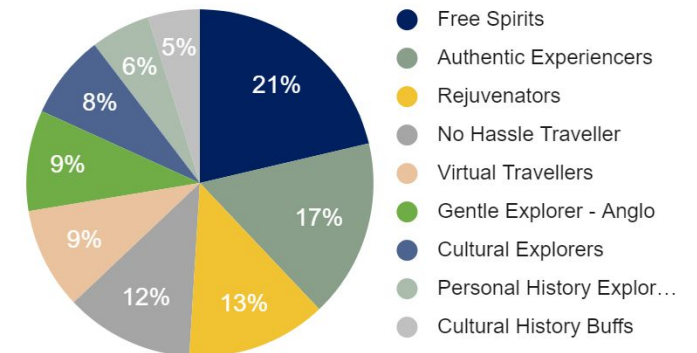
Canadian Visitors to British Columbia March 2021-2024



March 2024 AB Visitors by PRIZM Segment



March 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March in previous years to March 2023.

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 2024 Canada/Alberta Regional Visitation

2024 Visitor Highlights

British Columbia

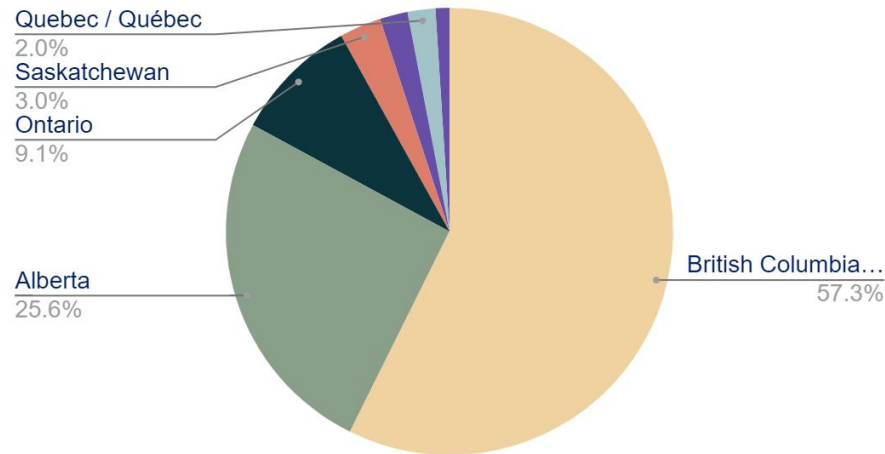
bcrts

Overview

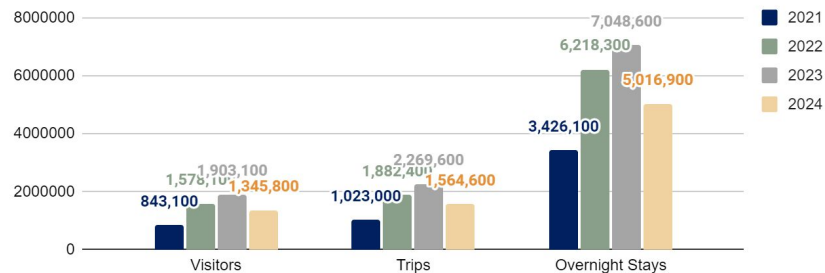
The number of visitors to British Columbia from Canadian travelers increased by **60%** when comparing April 2024 to April 2021.

Visitors decreased by **-15%** when compared to April 2022, and decreased by **-29%** when compared to April 2023.

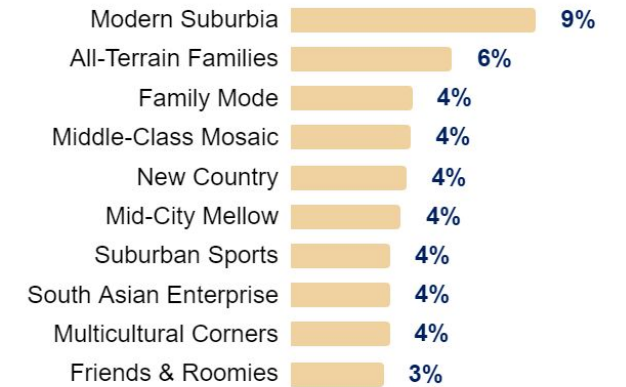
Percentage of Visitors to British Columbia by Province April 2024



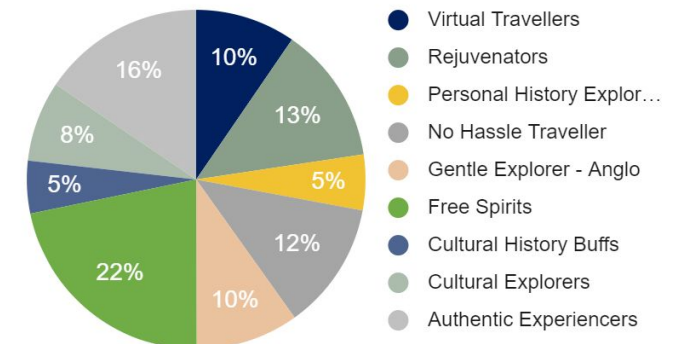
Canadian Visitors to British Columbia April 2021-2024



April 2024 AB Visitors by PRIZM Segment



April 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing April in previous years to April 2023.

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 2024 Canada/Alberta Regional Visitation

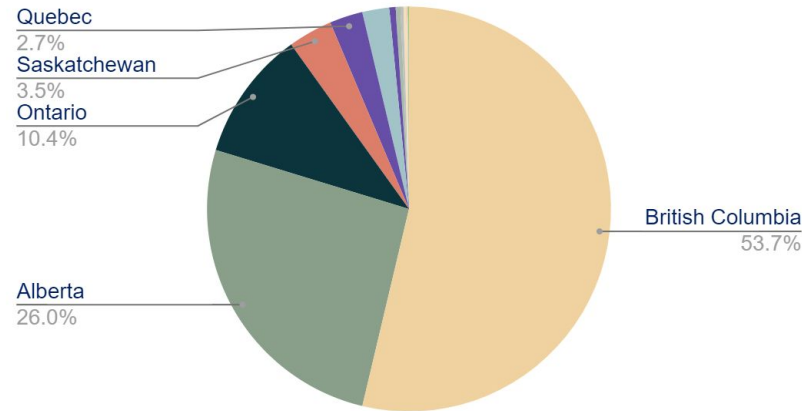
British Columbia

Overview

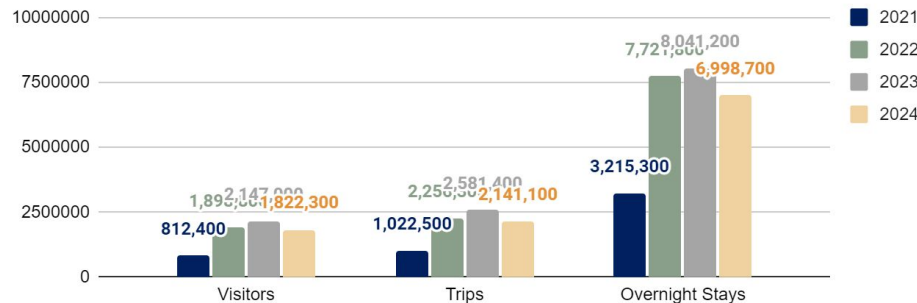
The number of visitors to British Columbia from Canadian travelers increased by **124%** when comparing May 2024 to May 2021.

Visitors decreased by **-4%** when compared to May 2022, and decreased by **-15%** when compared to May 2023.

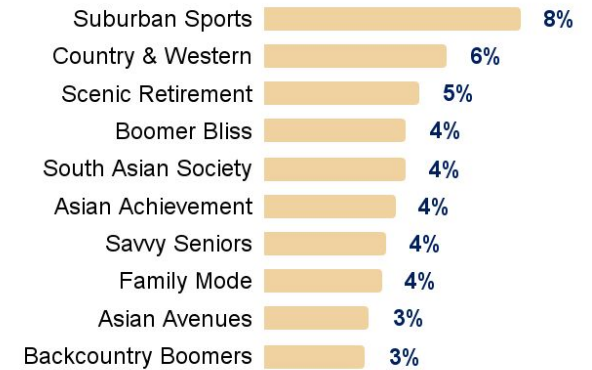
Percentage of Visitors to British Columbia by Province May 2024



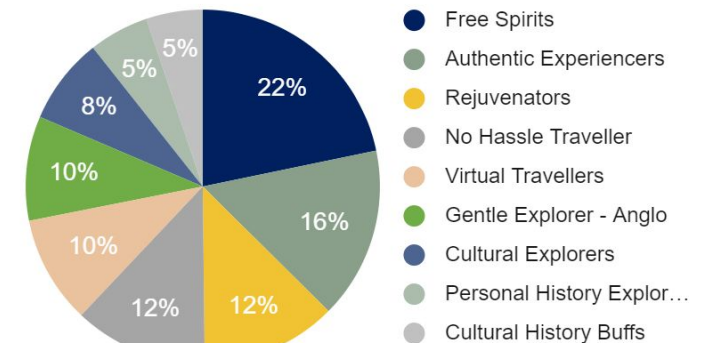
Canadian Visitors to British Columbia May 2021-2024



May 2024 AB Visitors by PRIZM Segment



May 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing May in previous years to May 2023.

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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