



2021 Year in Review

BRITISH COLUMBIA, ALBERTA & CANADA

NORTHERN BC REGION

2021 DATA VINTAGE

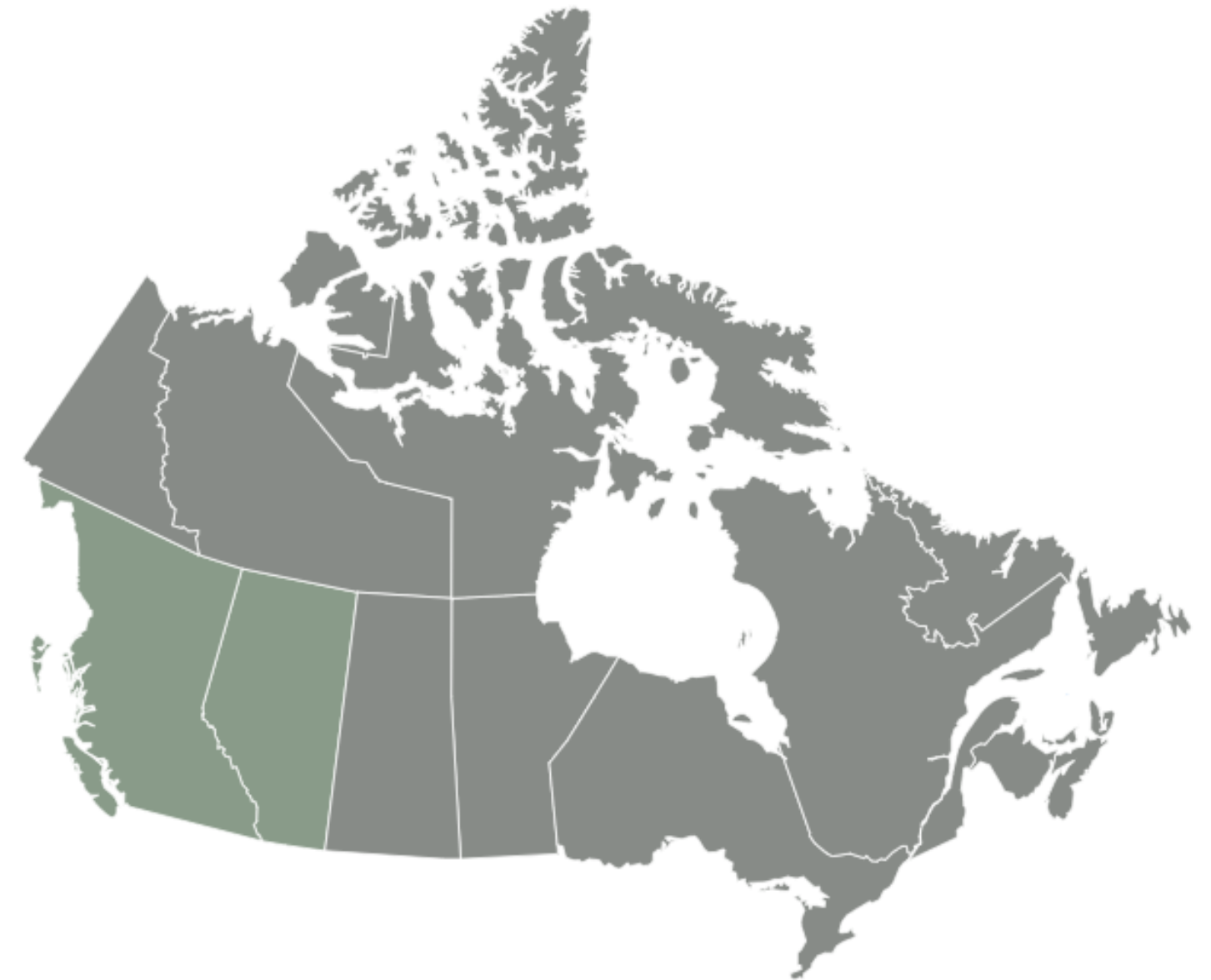
TABLE OF CONTENTS

• <u>Introduction and methodology</u>	3
• <u>Canada Insights</u>	6
◦ Provincial visits and YOY percent change	
• <u>British Columbia Insights</u>	10
◦ Number of visits, trips, nights stayed and average length of stay	
◦ Visitor numbers by top cities in BC	
◦ Top PRIZM Segments and EQ Types by Year	
• <u>Alberta Insights</u>	17
◦ Number of visits, trips, nights stayed and average length of stay	
◦ Visitor numbers by top cities in Alberta	
◦ Top PRIZM Segments and EQ Types by Year	



PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to the **Northern BC Region**



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
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-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
- Visitor View is based on anonymized, consent-based mobile location data
Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

Methodology

- **Visits:** 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)

HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand 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 Visitor View we can compare the number of visitors and their travel patterns by month in 2019, 2020 and 2021
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



CANADA INSIGHTS

2019, 2020 & 2021: CANADIAN VISITORS BY YEAR

NORTHERN BC



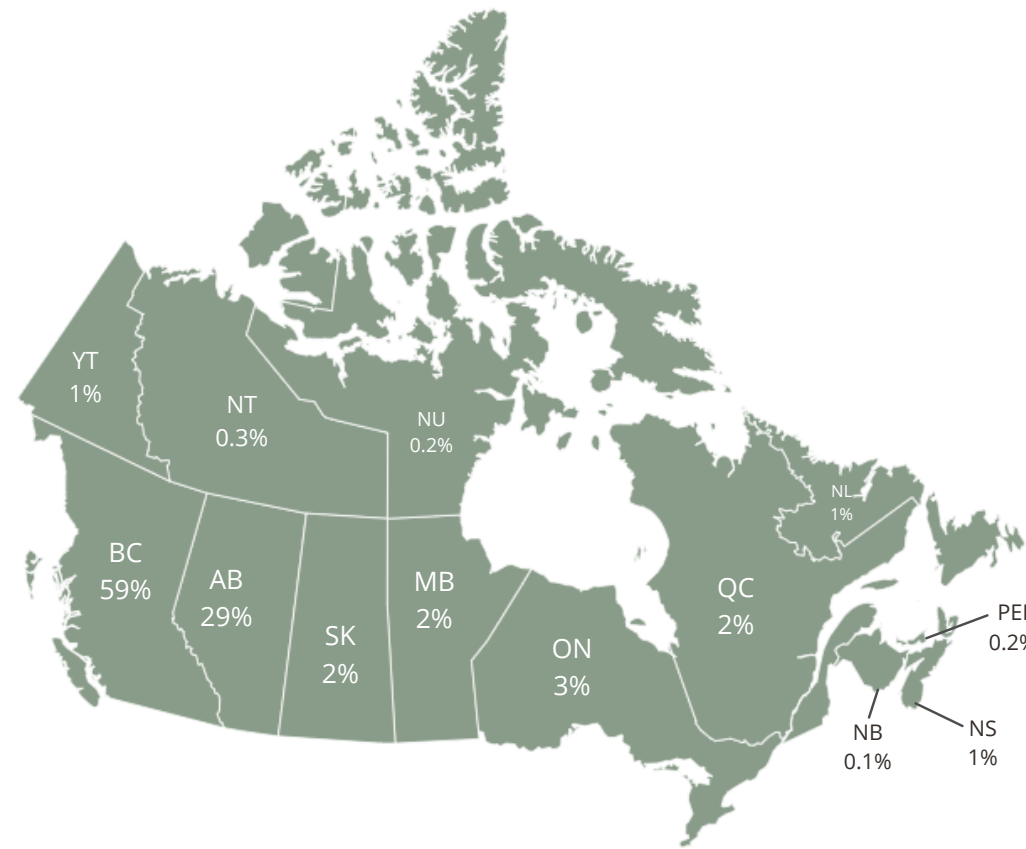
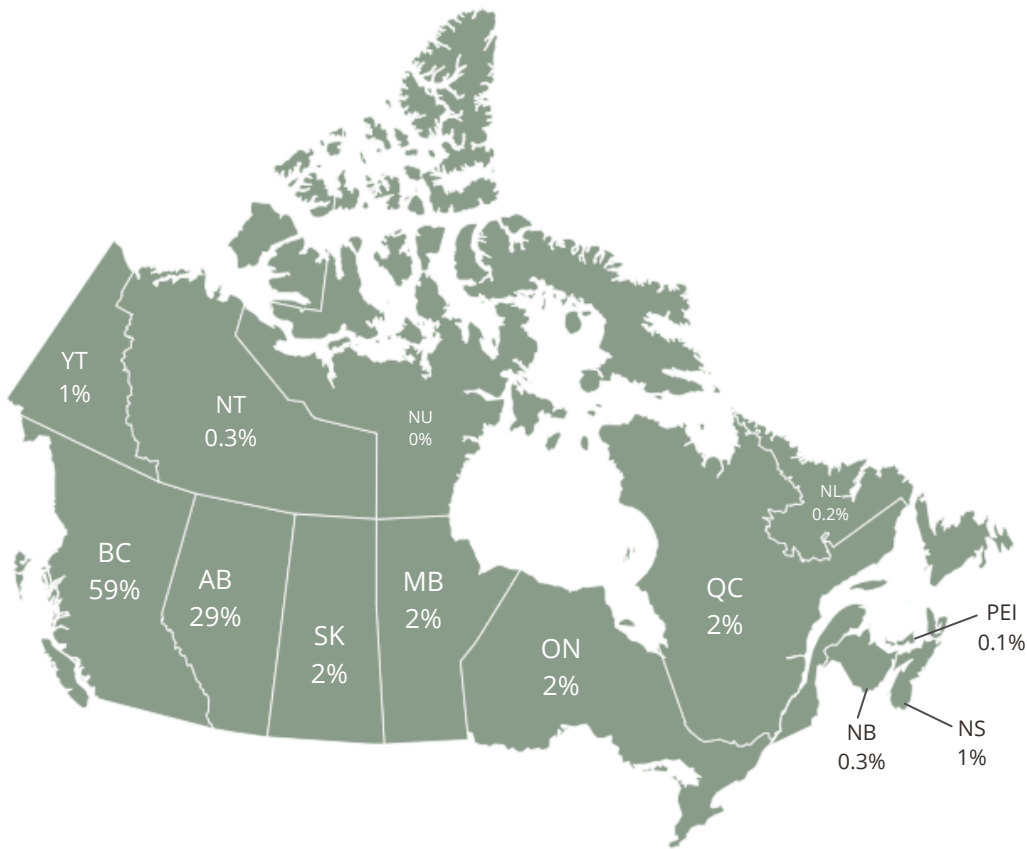
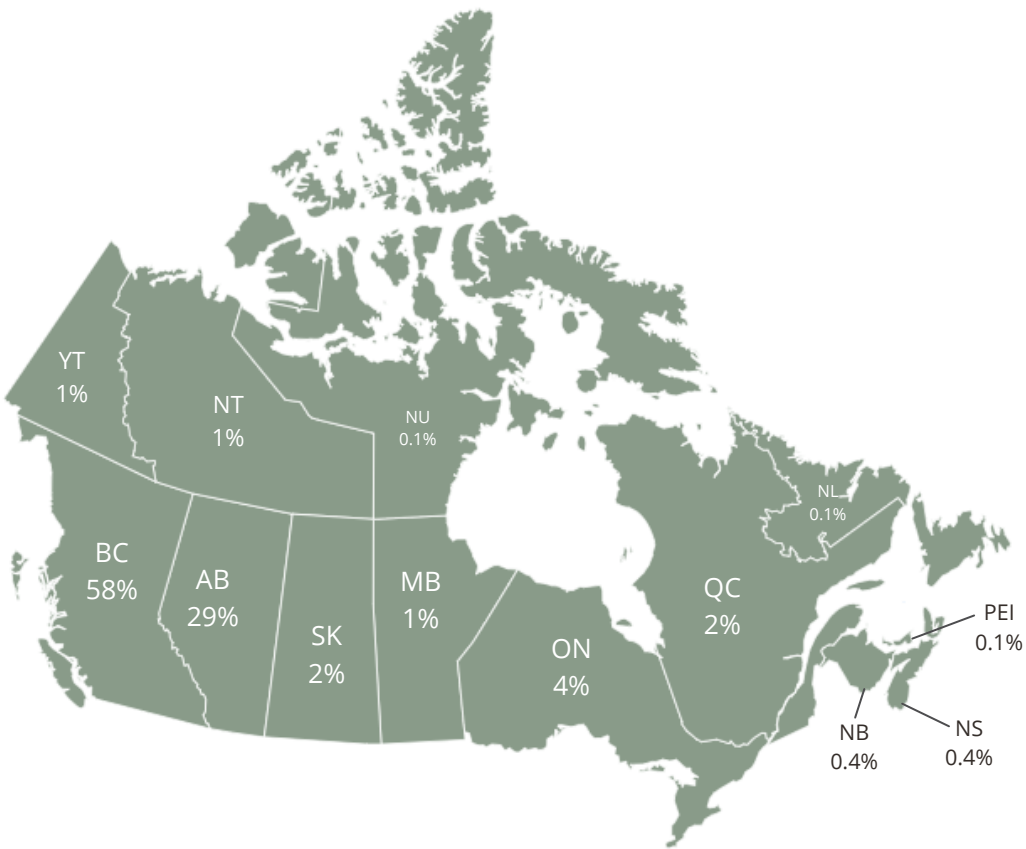
Overview

2019 Domestic Vistation

2020 Domestic Vistation

2021 Domestic Vistation

- In 2019 Northern BC saw an average of **859,300** Domestic Visitors. In 2020 the Region saw **775,900** Domestic Visitors and in 2021 **732,300** Domestic Visitors. A **decrease** of **-15%** compared to 2019 and a **decrease** of **-6%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.



*All Percentages relate to provincial Unique Visitor Counts in 2019, 2020 and 2021

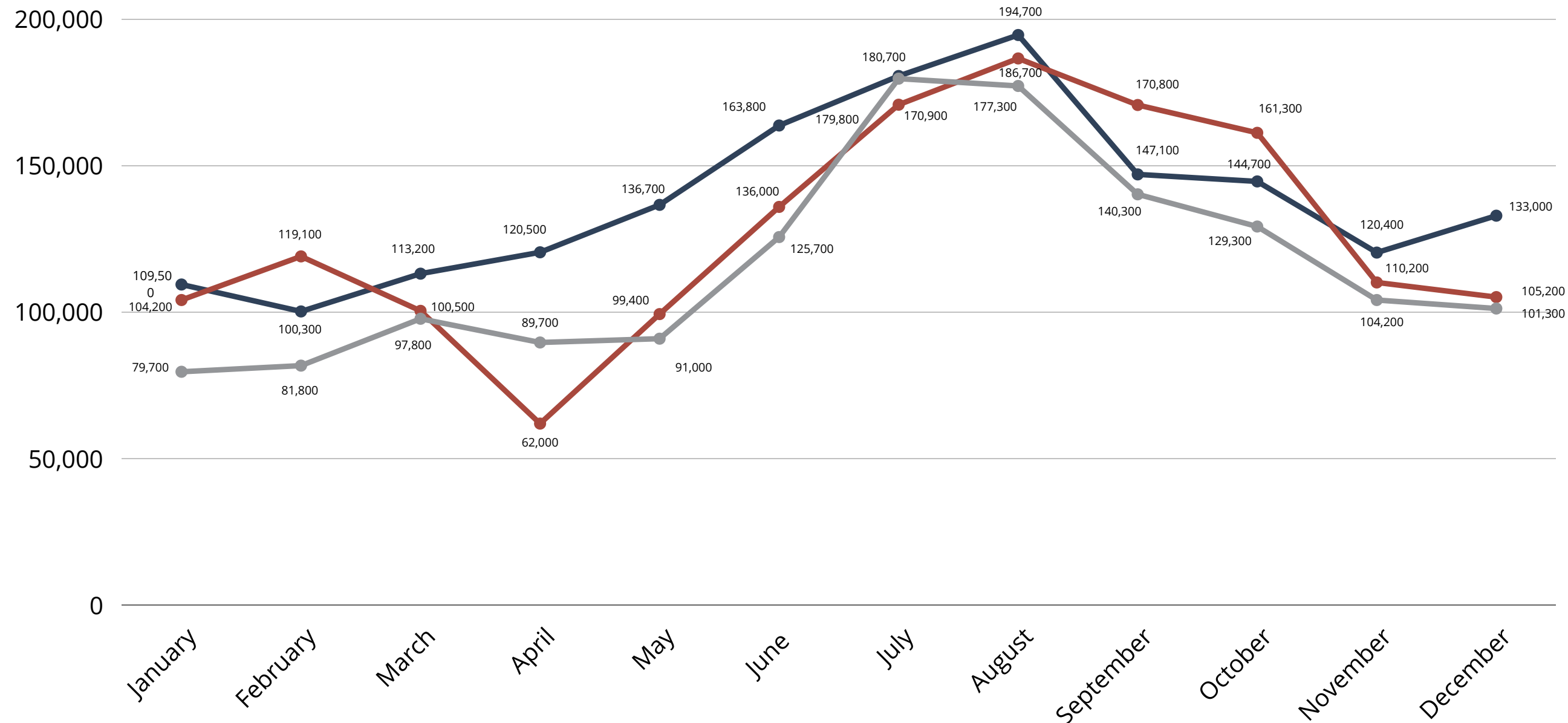
Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Note: British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020 as a result of the COVID-19 Global Pandemic, another on July 20, 2021 as a result of severe wildfire activity and another on November 17, 2021 as a result of severe provincial flooding.

CANADIAN VISITATION



CANADIAN VISITORS TRAVELLING TO NORTHERN BC BY MONTH

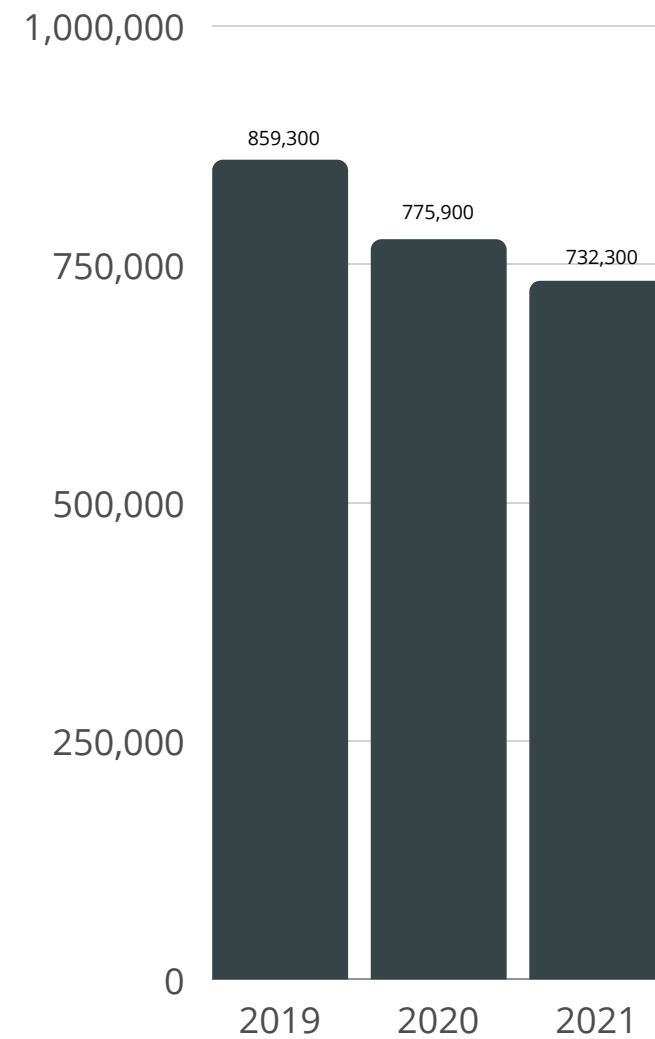




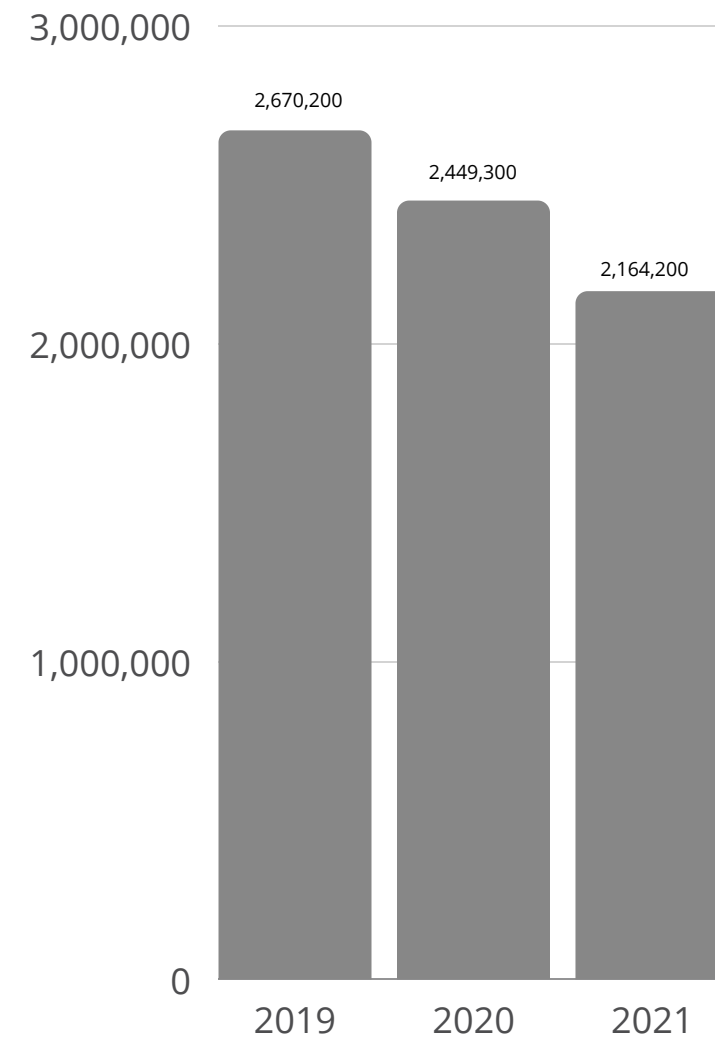
CANADIAN VISITATION BY YEAR

CANADIAN RESIDENTS TRAVELLING TO NORTHERN BC

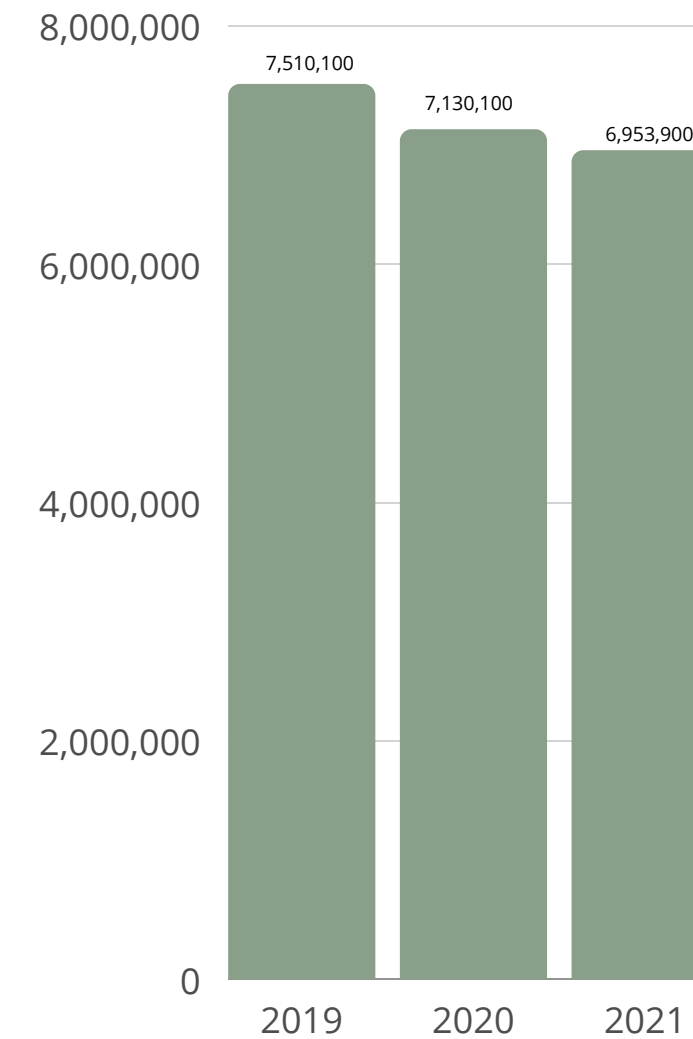
**Number of Visitors to
Northern BC from Canada**



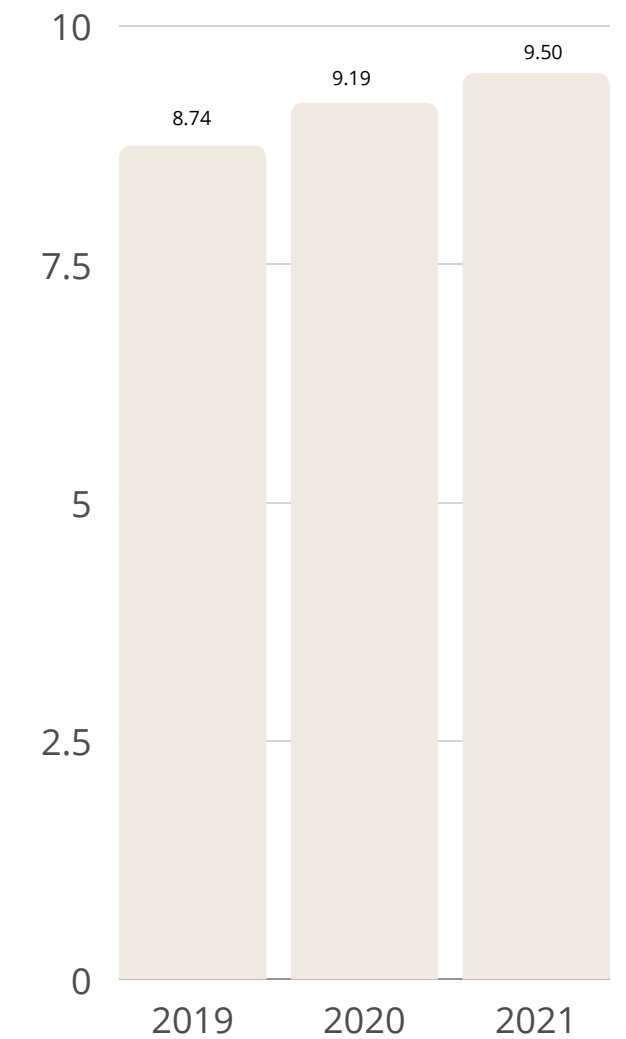
**Number of Trips to
Northern BC from Canada**



**Number of Nights Stayed in
Northern BC from Canada**



**Average Length of Stay in
Northern BC from Canada**

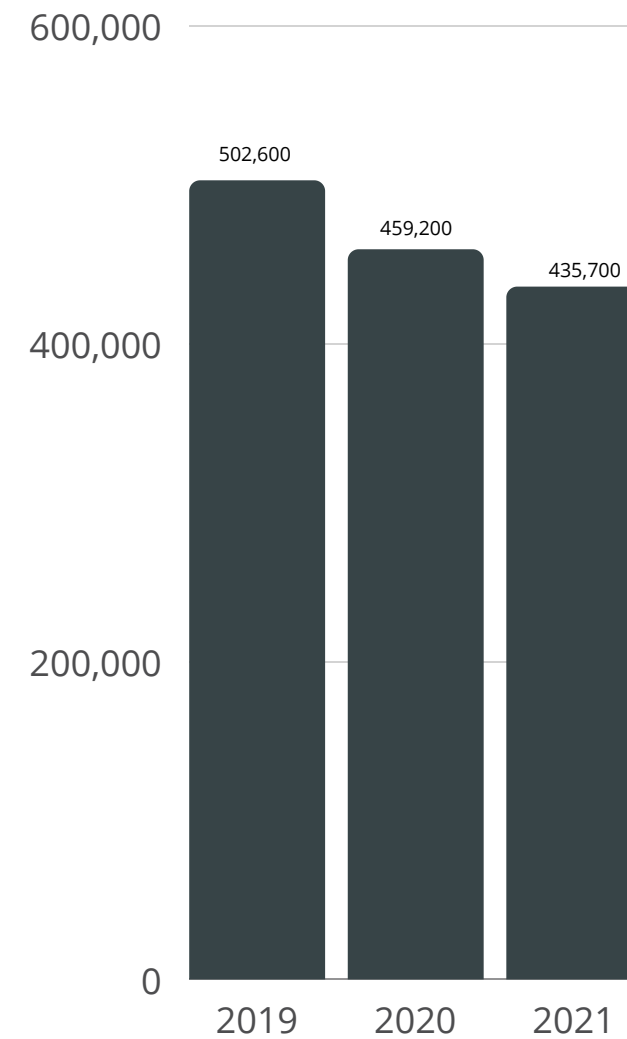


BRITISH COLUMBIA INSIGHTS

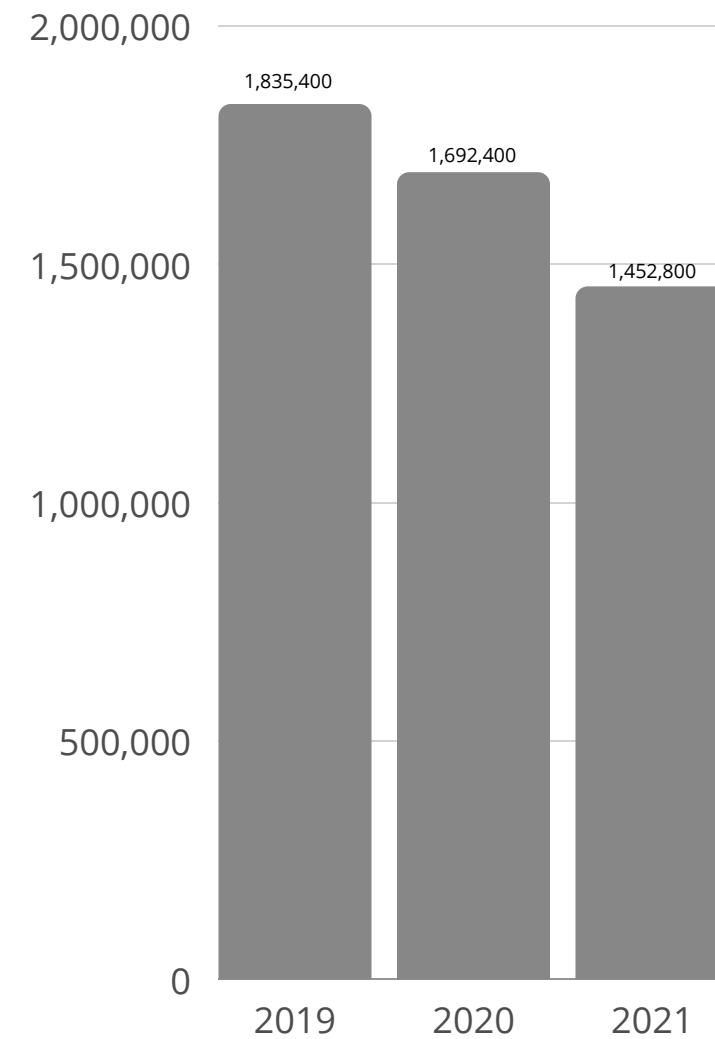
BRITISH COLUMBIA VISITATION BY YEAR

BRITISH COLUMBIA RESIDENTS TRAVELLING TO NORTHERN BC

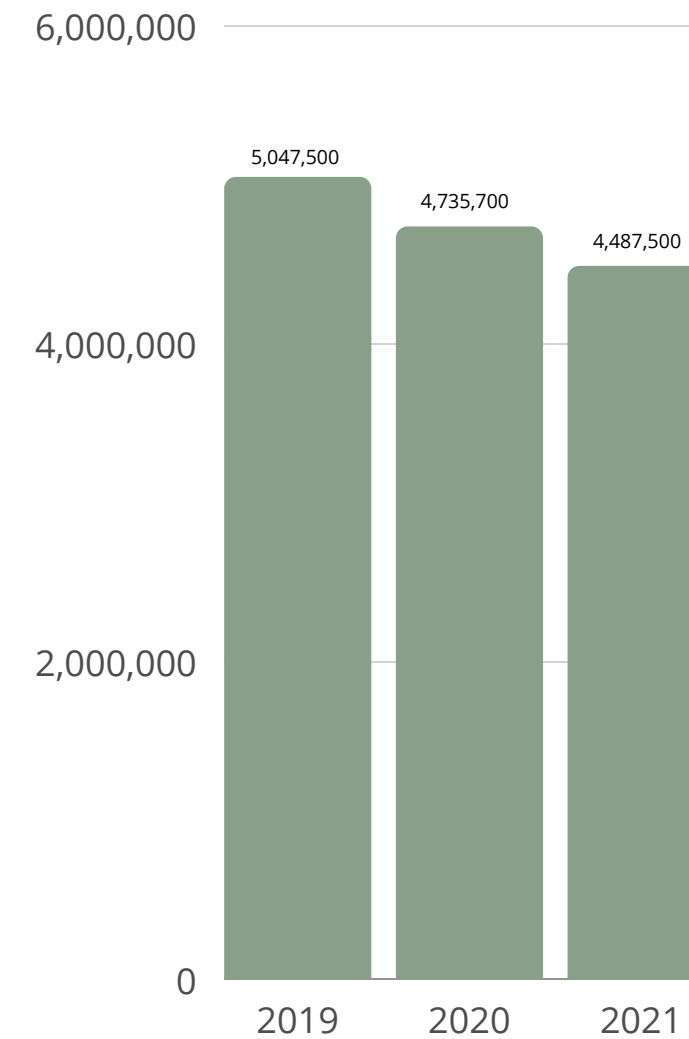
**Number of Visitors to
Northern BC from BC**



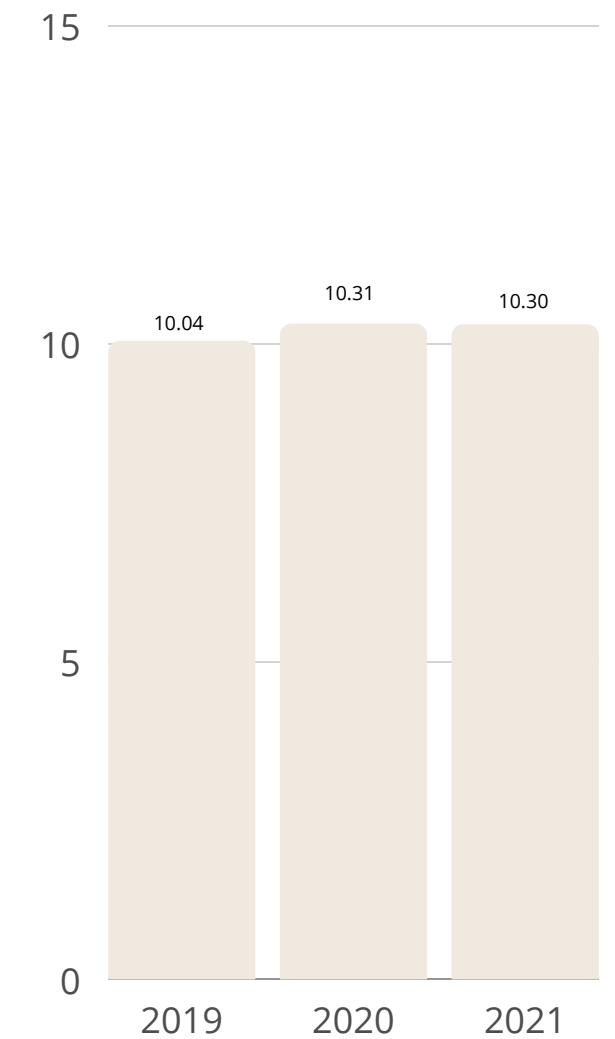
**Number of Trips to
Northern BC from BC**



**Number of Nights Stayed in
Northern BC from BC**



**Average Length of Stay
in Northern BC from BC**



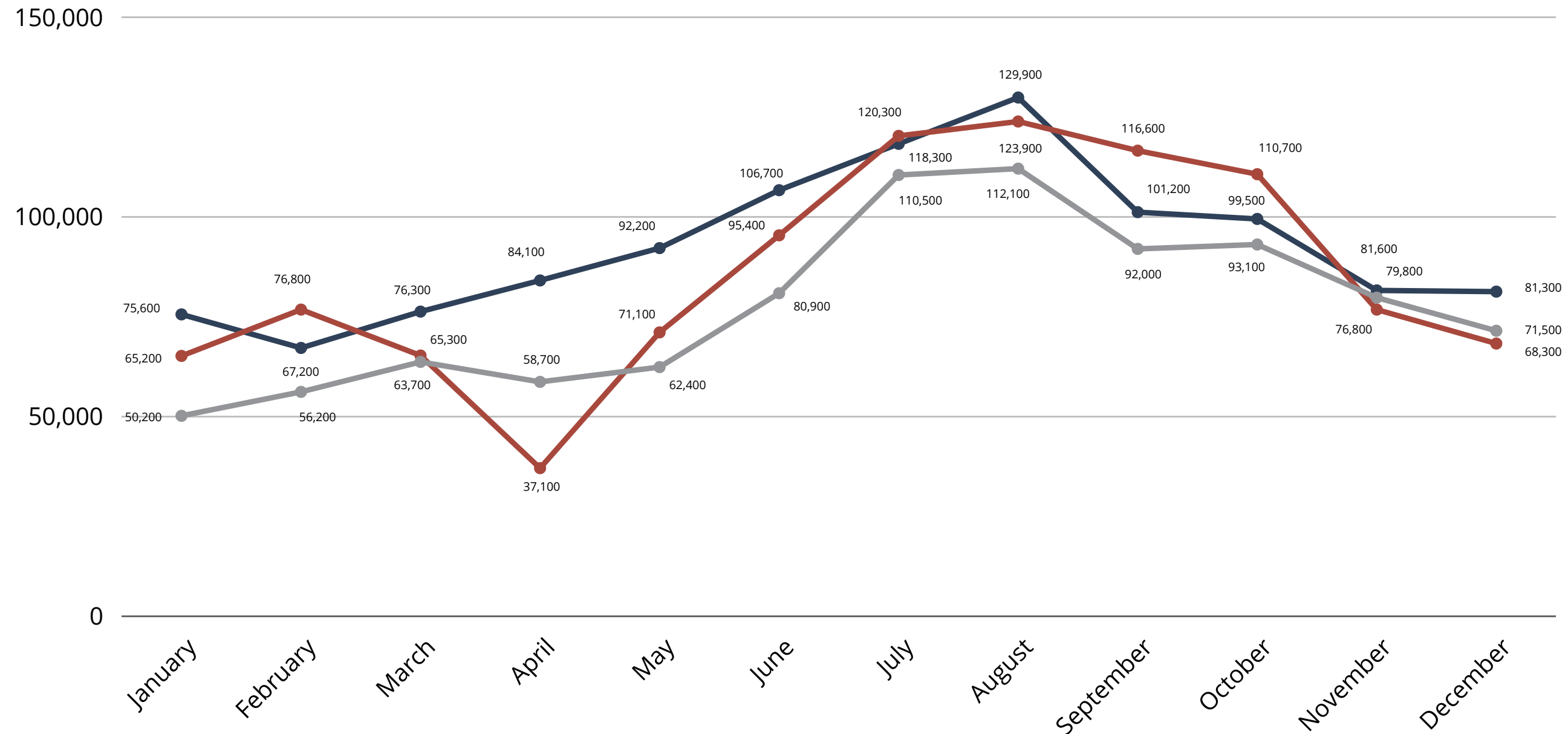
BC VISITS TO NORTHERN BC BY YEAR

NUMBER OF VISITS TO NORTHERN BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Prince George	42,400	Prince George	42,500	Prince George	43,200
Vancouver	27,100	Vancouver	21,400	Vancouver	20,600
Surrey	20,300	Surrey	20,100	Fort St. John	15,200
Kamloops	16,800	Kamloops	14,400	Surrey	14,800
Fort St. John	15,000	Fort St. John	14,000	Kamloops	11,600
Kelowna	13,500	Kelowna	11,200	Prince Rupert	10,600
Abbotsford	11,500	Prince Rupert	10,600	Kelowna	10,500
Prince Rupert	10,500	Abbotsford	10,300	Terrace	9,000
Terrace	9,500	Terrace	9,400	Dawson Creek	8,900
Dawson Creek	8,800	Dawson Creek	8,500	Saanich	8,800

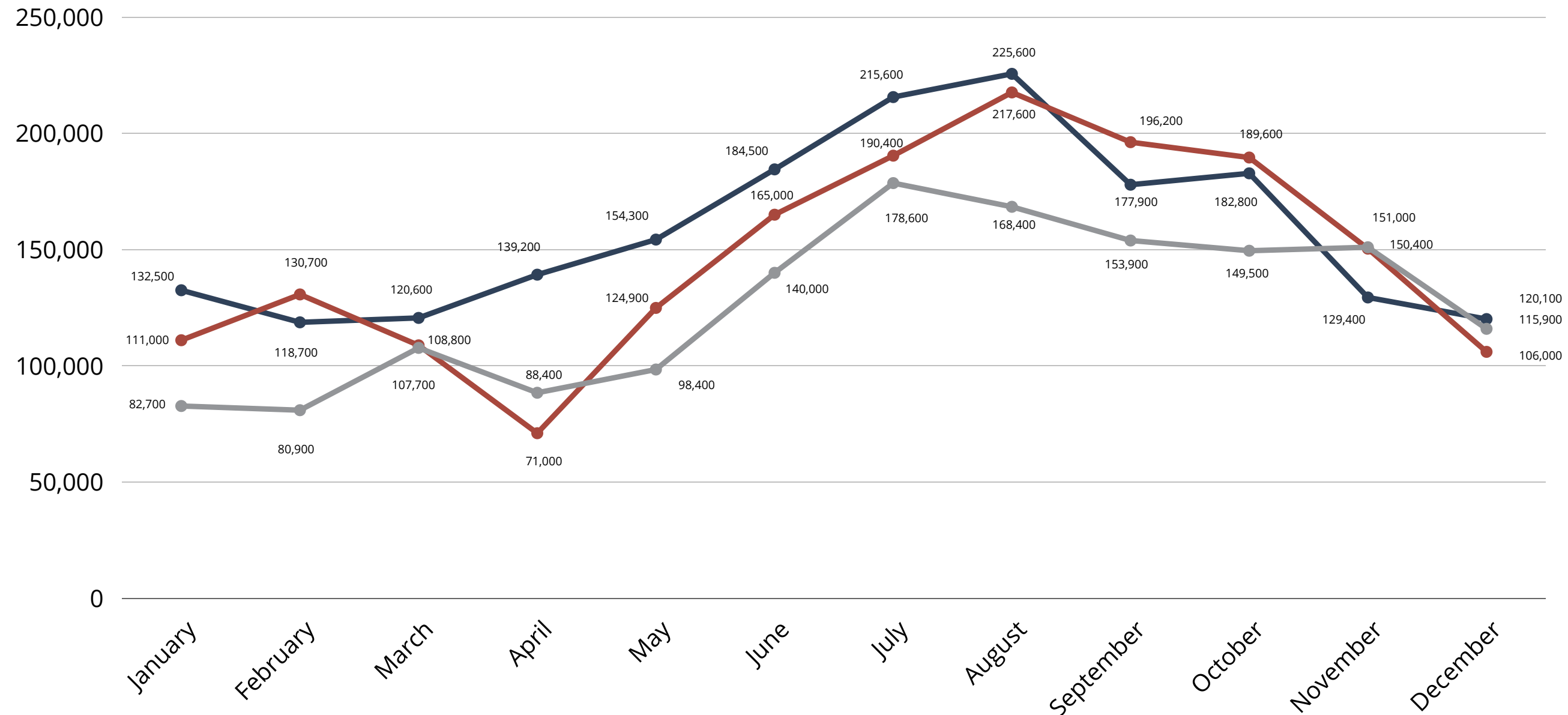
BRITISH COLUMBIA VISITATION

BC VISITORS TRAVELLING TO NORTHERN BC BY MONTH



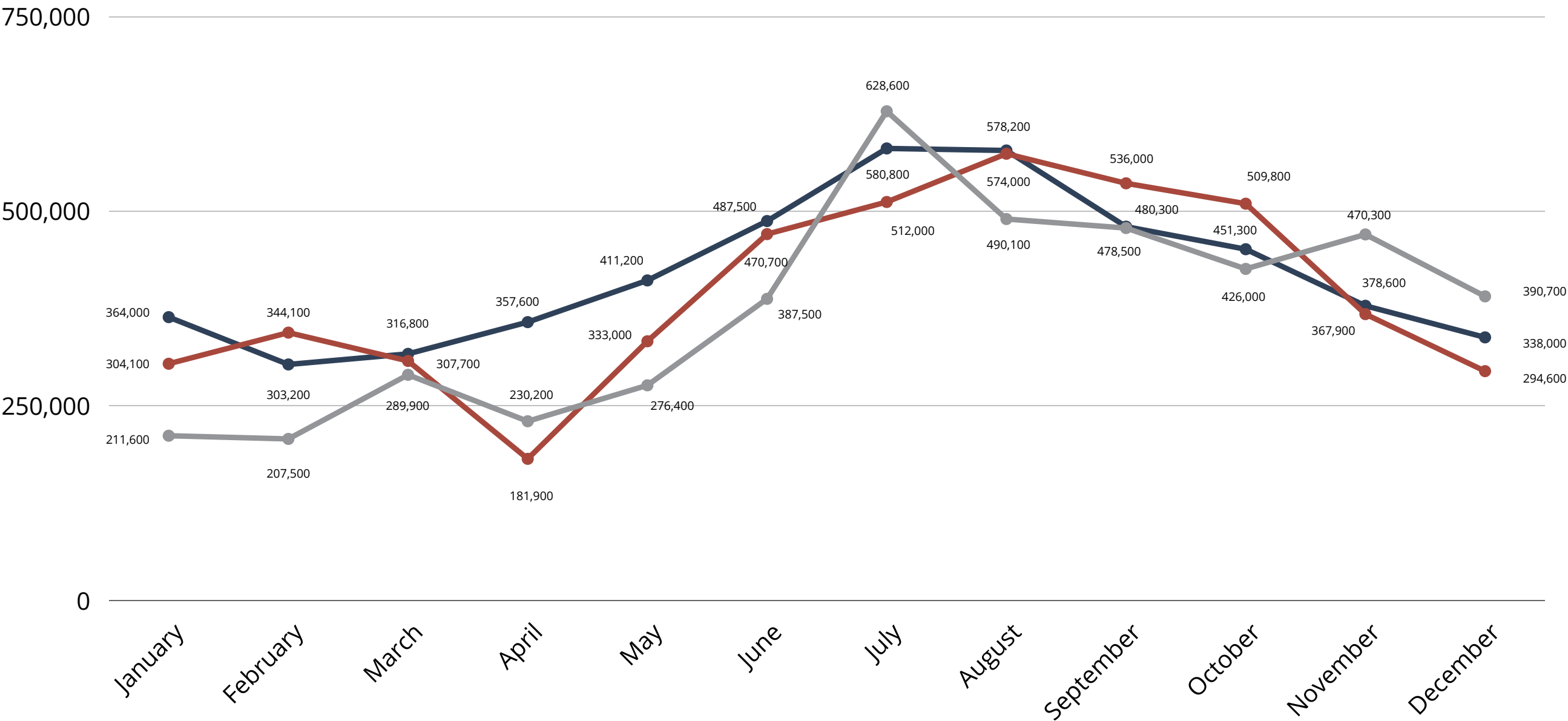
BRITISH COLUMBIA VISITATION

BC TRIPS TO NORTHERN BC BY MONTH



BRITISH COLUMBIA VISITATION

BC OVERNIGHT STAYS IN NORTHERN BC BY MONTH



BRITISH COLUMBIAN VISITATION TO NORTHERN BC BY PRIZM SEGMENT AND EQ TYPE

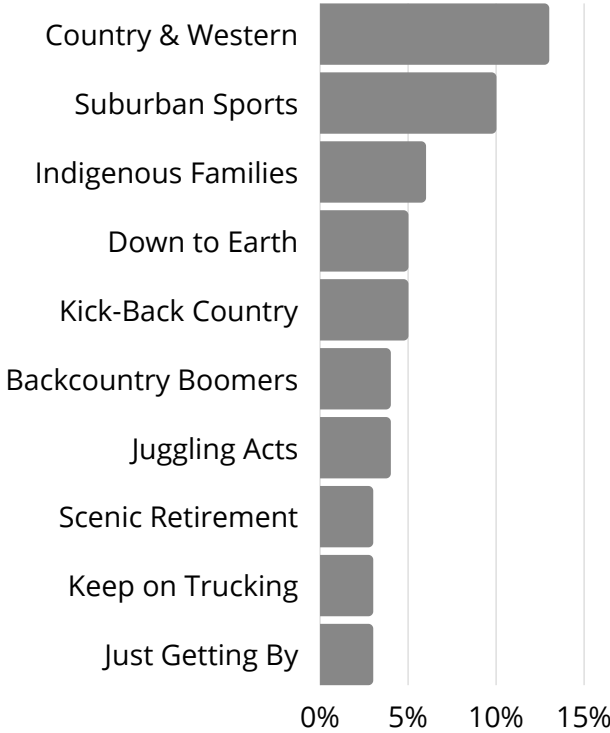
BRITISH COLUMBIA

2019 BC Visitors to Northern BC by PRIZM Segment

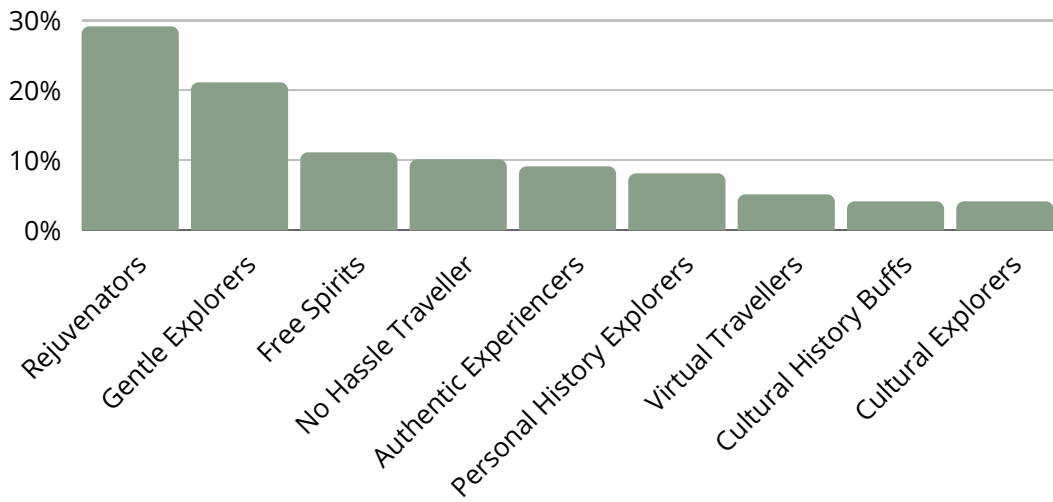
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Indigenous Families** rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).



2019 Visitors by EQ Type

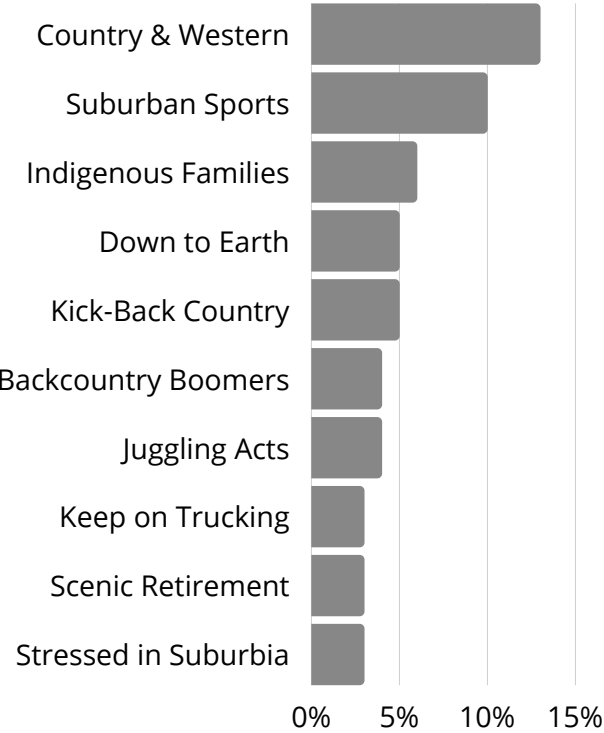


2020 BC Visitors to Northern BC by PRIZM Segment

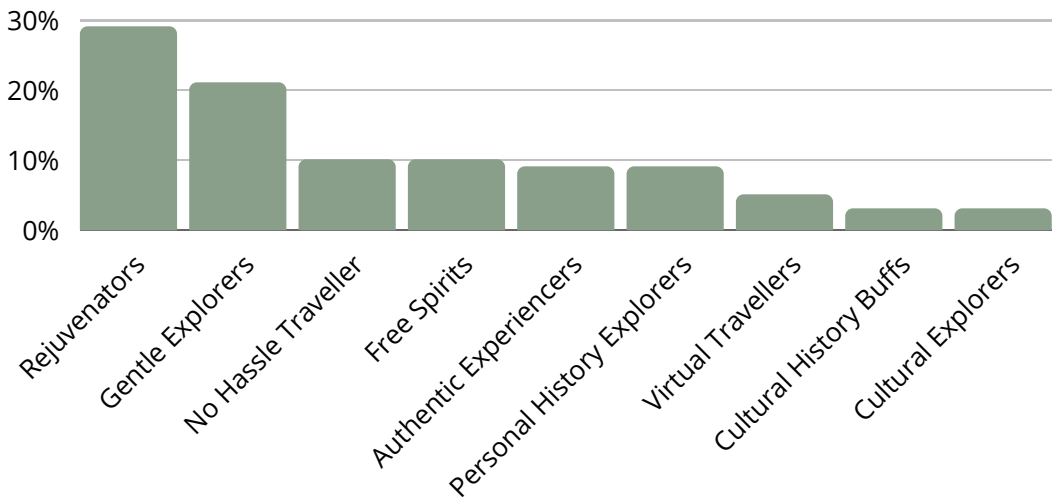
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Indigenous Families** rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).



2020 Visitors by EQ Type

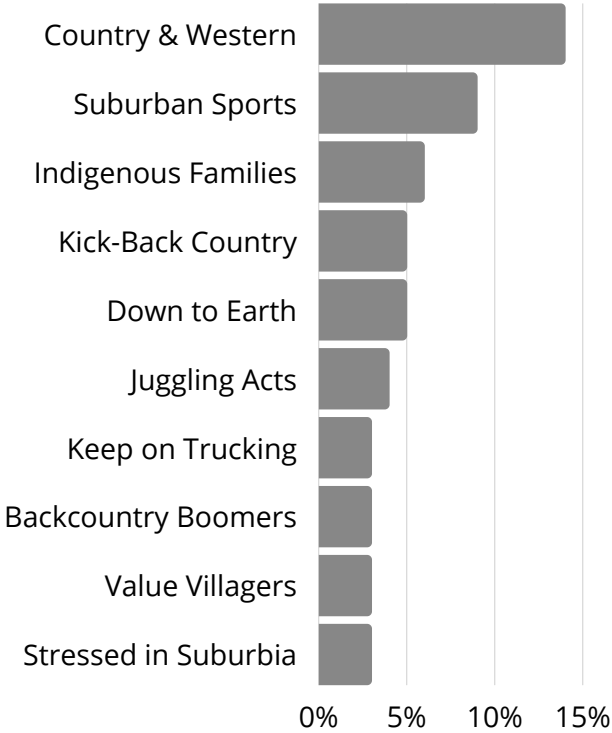


2021 BC Visitors to Northern BC by PRIZM Segment

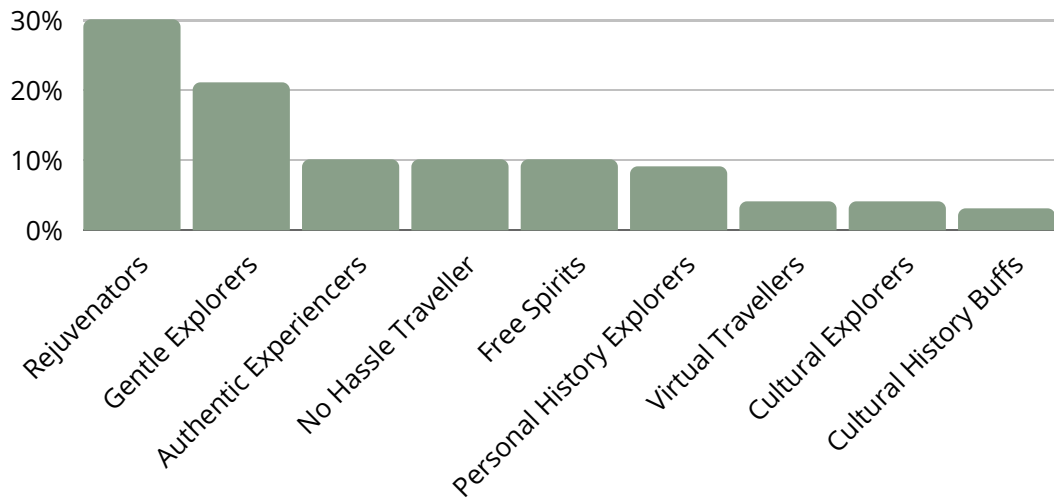
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Indigenous Families** rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).



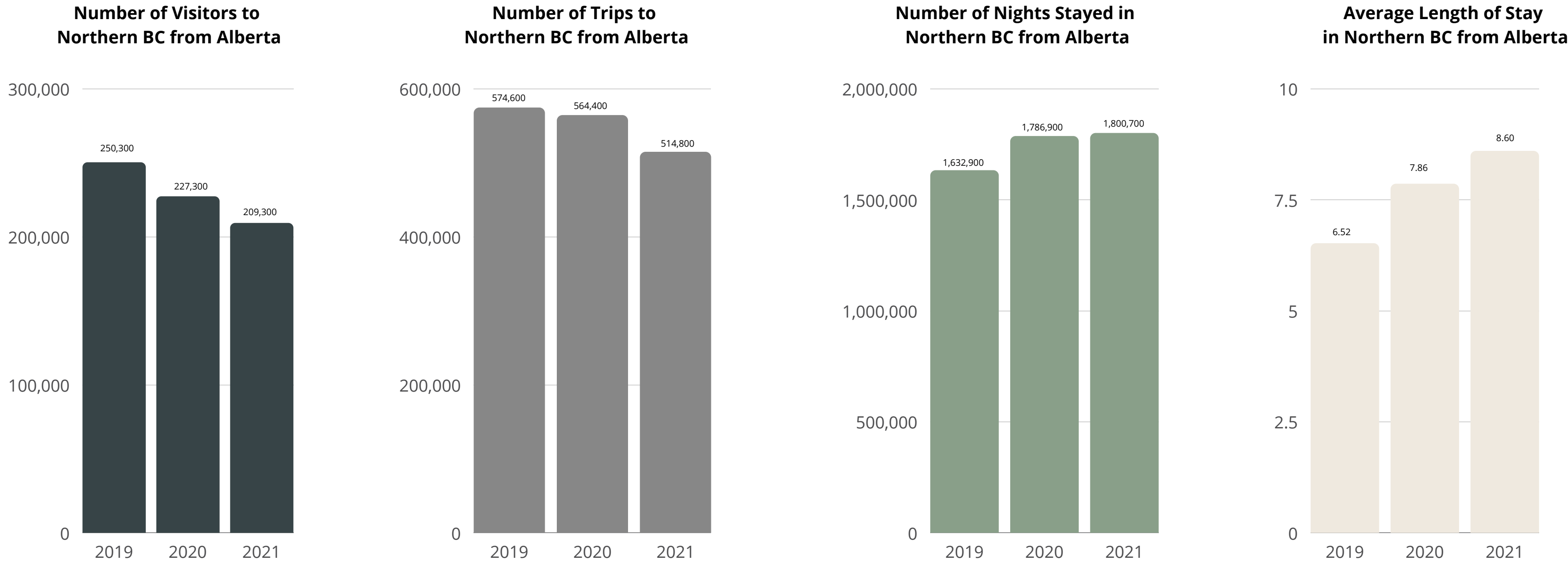
2021 Visitors by EQ Type



ALBERTA INSIGHTS

ALBERTA VISITATION BY YEAR

ALBERTA RESIDENTS TRAVELLING TO NORTHERN BC



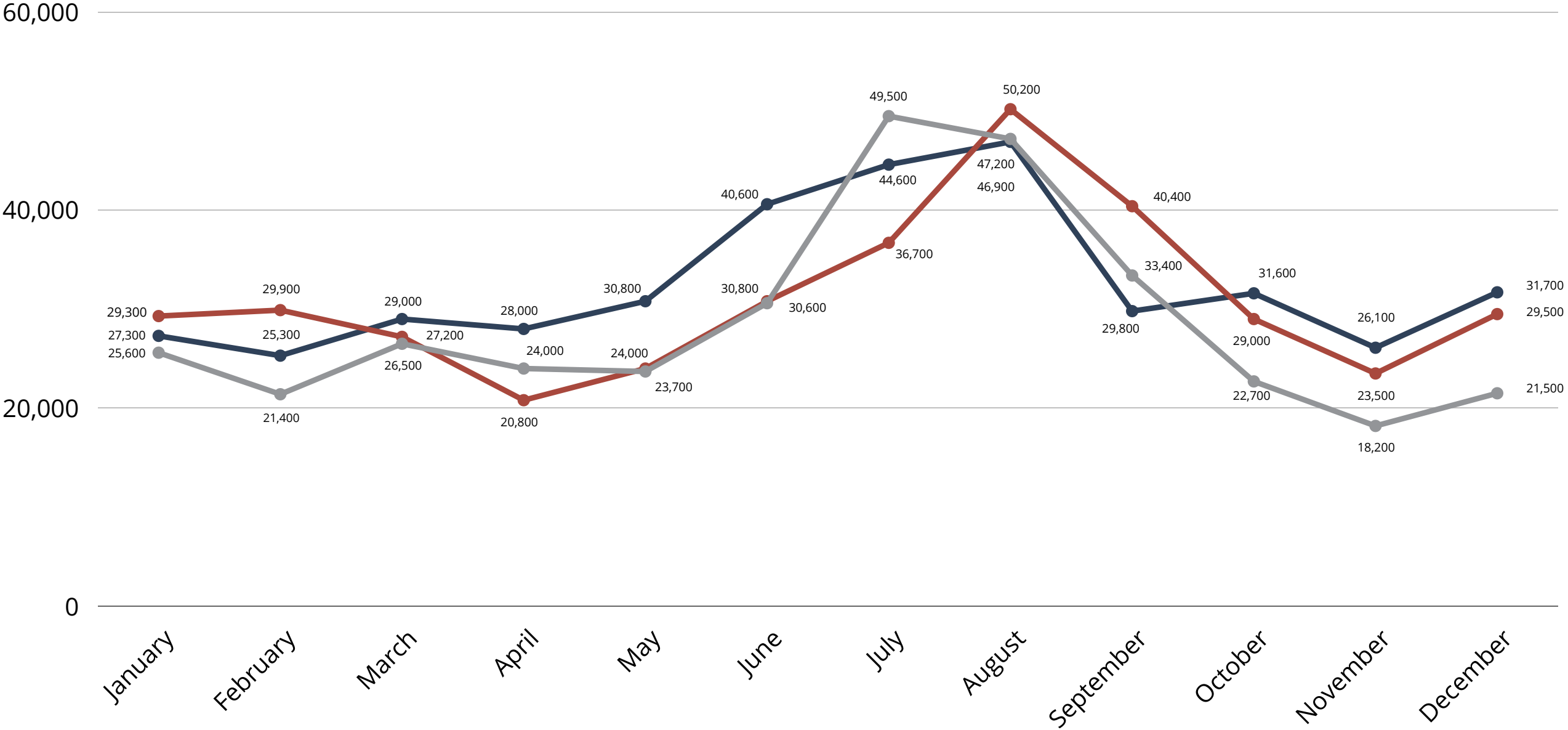
ALBERTA VISITS TO NORTHERN BC BY YEAR

NUMBER OF VISITS TO NORTHERN BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Edmonton	48,700	Edmonton	43,000	Edmonton	39,100
Calgary	35,600	Calgary	28,400	Calgary	28,600
Grande Prairie	26,600	Grande Prairie	20,600	Grande Prairie	20,600
Grande Prairie County	11,000	Red Deer	10,400	Grande Prairie County	7,700
Red Deer	9,000	Grande Prairie County	7,400	Strathcona County	6,500
Strathcona County	7,000	Strathcona County	5,900	Red Deer	6,500
St. Albert	3,800	St. Albert	3,500	St. Albert	3,500
Parkland County	3,600	Mackenzie County	3,200	Parkland County	3,500
Peace River	2,600	Banff	2,900	Wood Buffalo	2,900
Wood Buffalo	2,600	Red Deer County	2,600	Mackenzie County	2,800

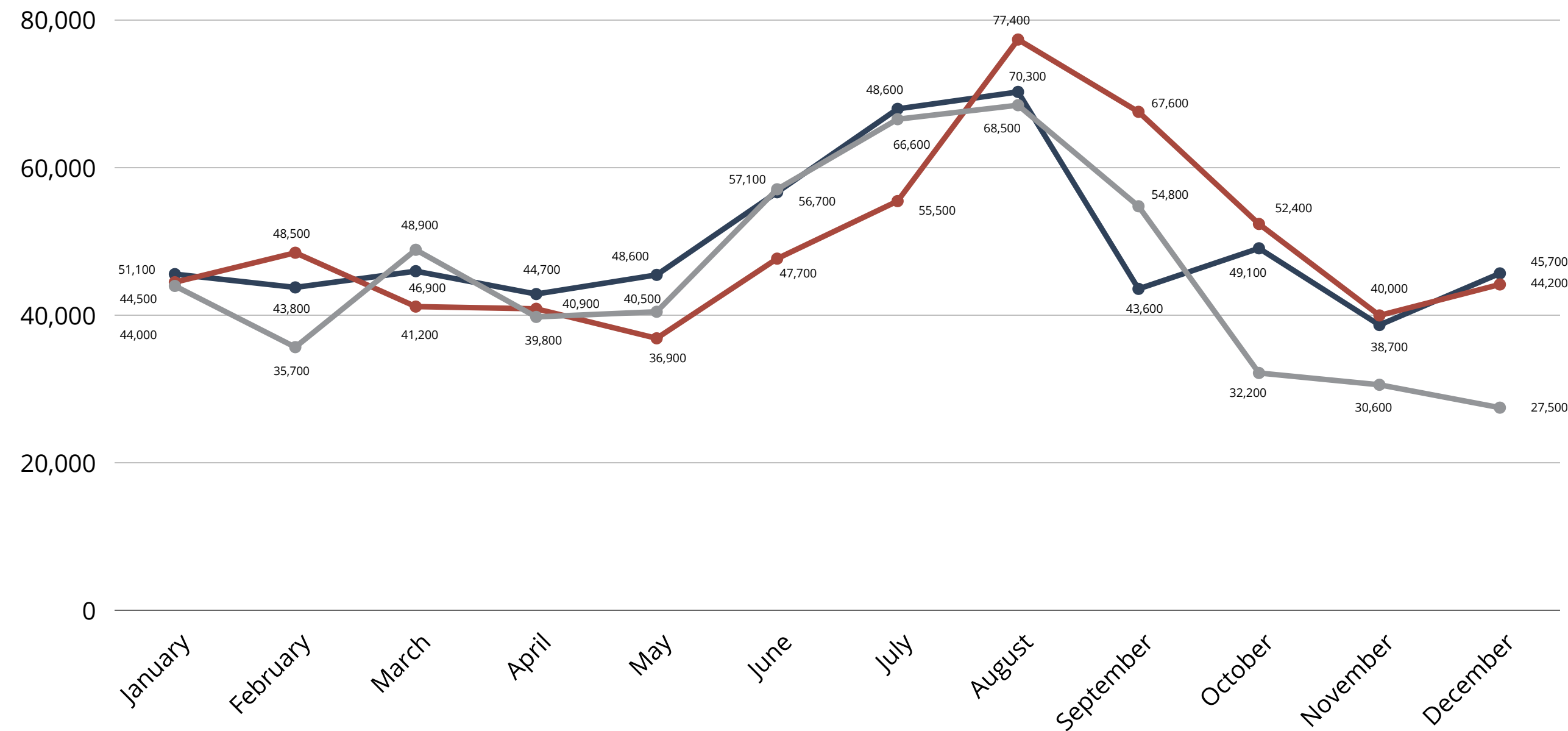
ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO NORTHERN BC BY MONTH



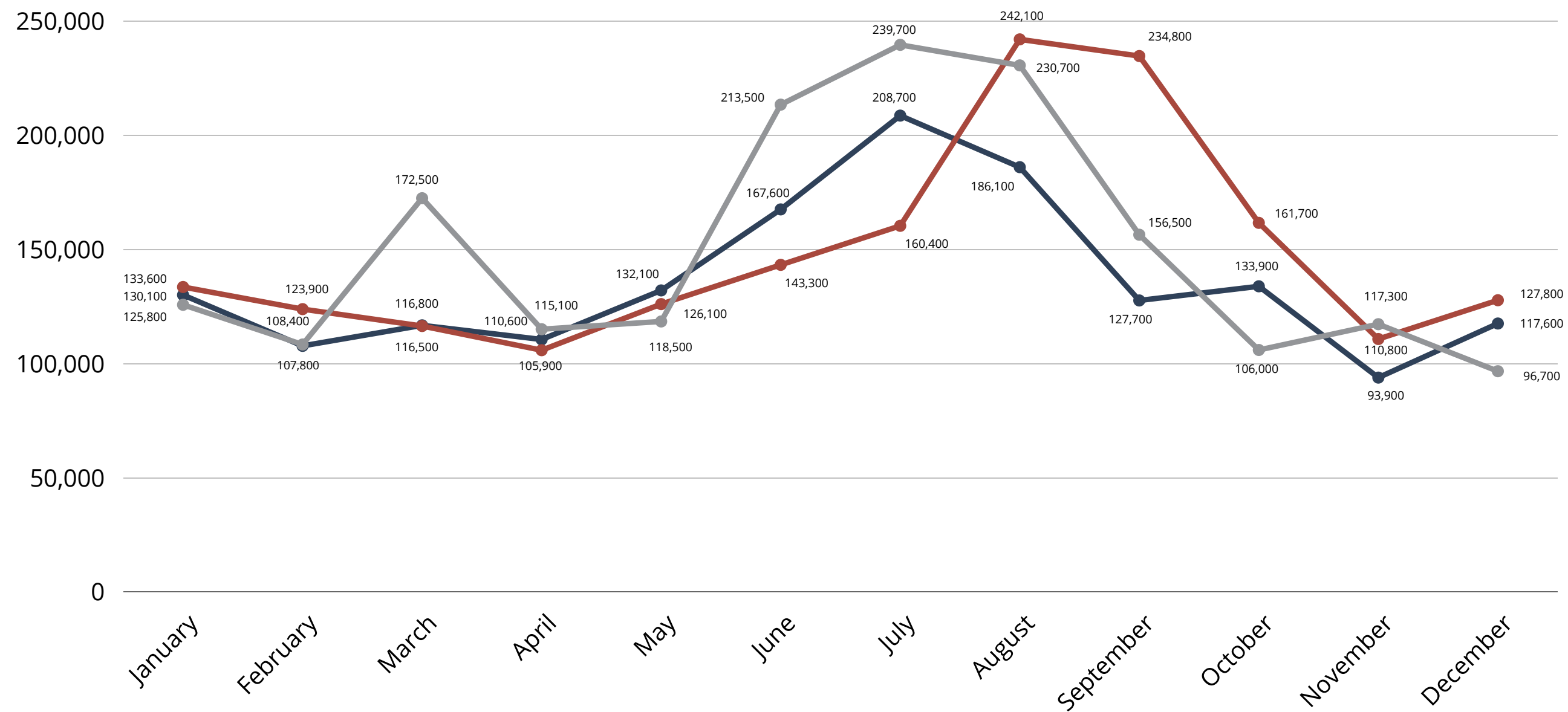
ALBERTA VISITATION

ALBERTA TRIPS TO NORTHERN BC BY MONTH



ALBERTA VISITATION

ALBERTA OVERNIGHT STAYS IN NORTHERN BC BY MONTH



ALBERTA VISITATION TO NORTHERN BC BY PRIZM SEGMENT AND EQ TYPE

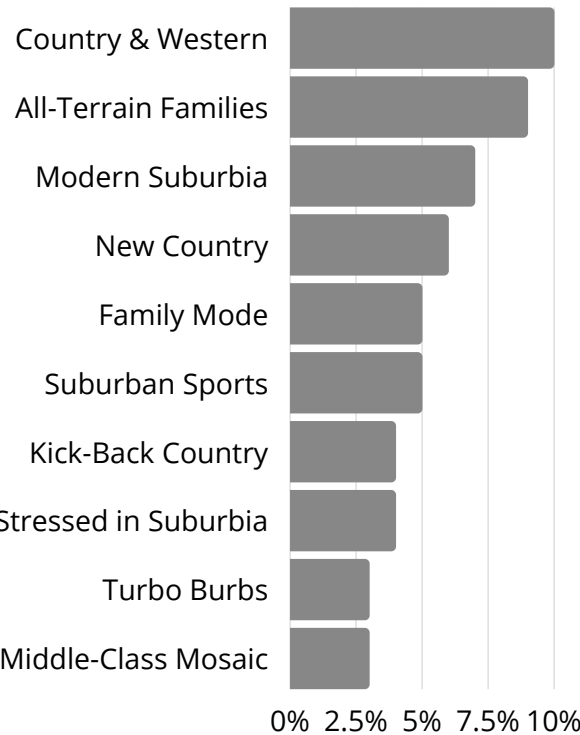
BRITISH COLUMBIA

2019 Alberta Visitors to Northern BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).

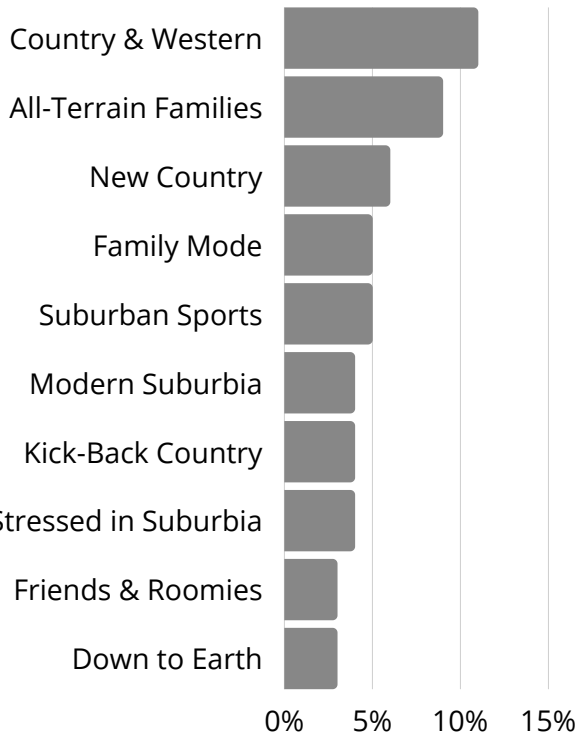


2020 Alberta Visitors to Northern BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **New Country** rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).

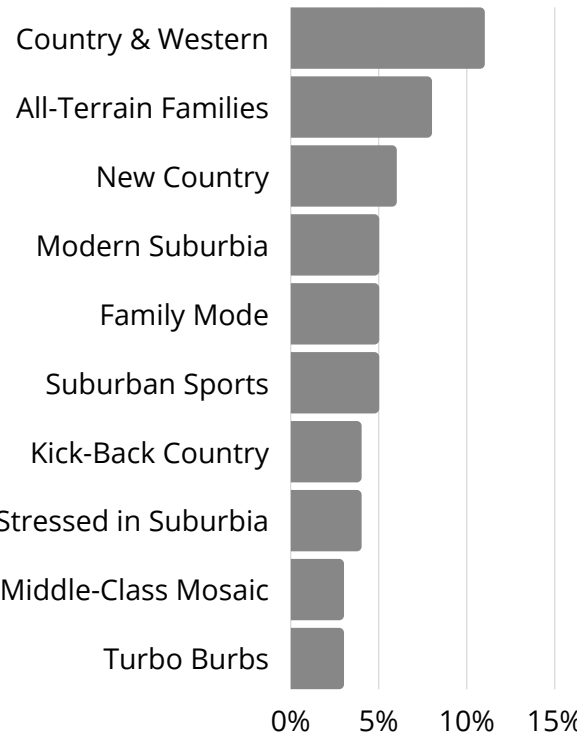


2021 Alberta Visitors to Northern BC by PRIZM Segment

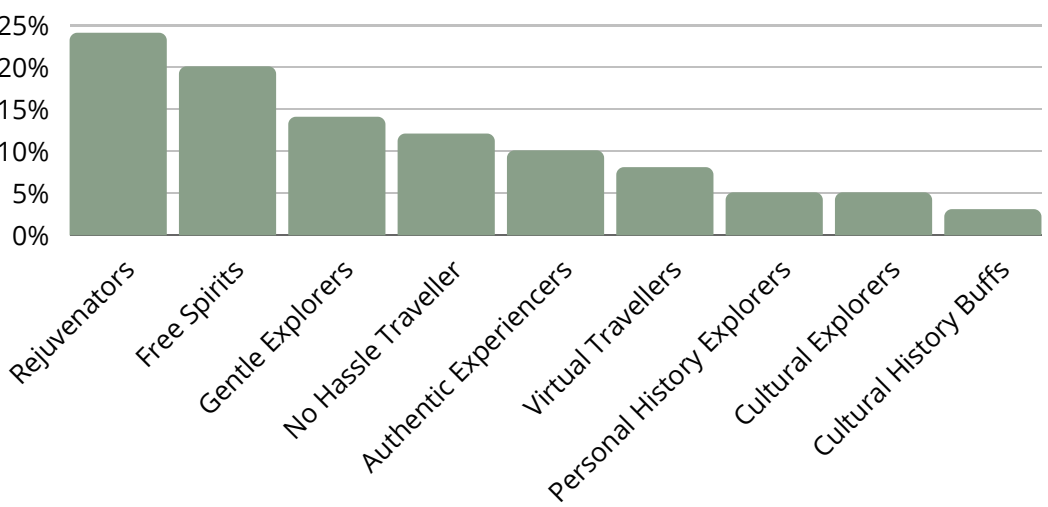
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

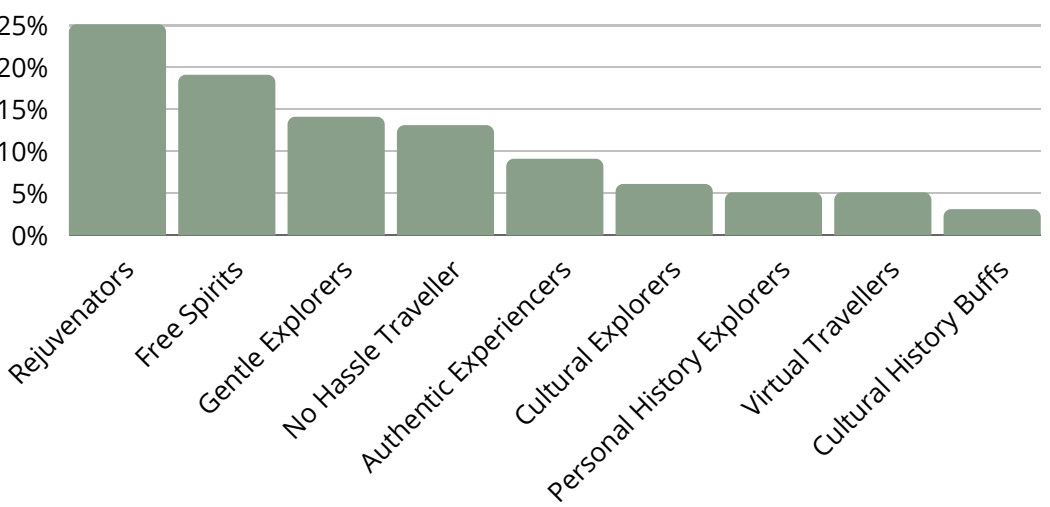
- **Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **New Country** rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).



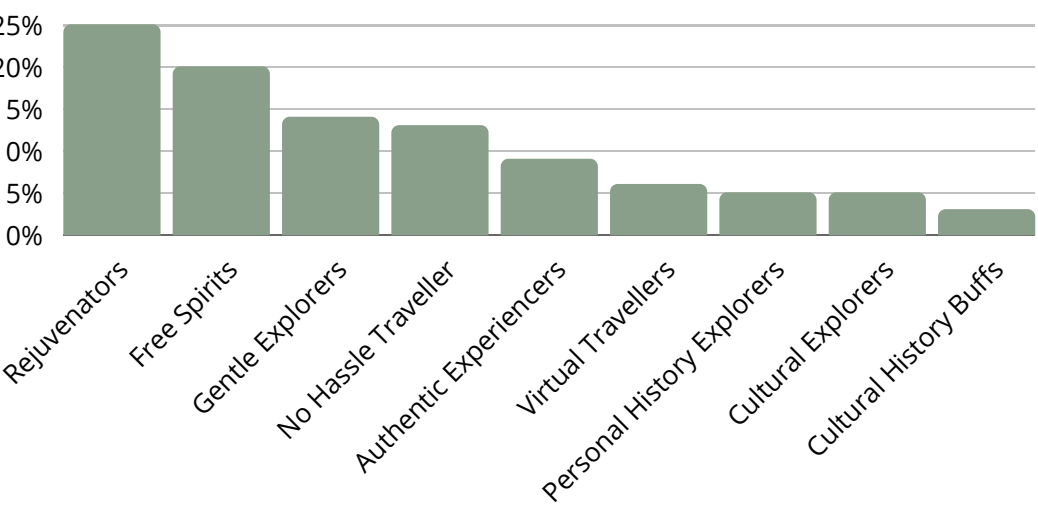
2019 Visitors by EQ Type



2020 Visitors by EQ Type



2021 Visitors by EQ Type



CONTACT US

Karen Chalmers

Managing Director, Symphony Tourism Services

Email: karen@totabc.com

Phone: 778.721.5448

symphonytourismservices.com

