



**bcrts**

British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES

Canada, British Columbia & Alberta

**2022 Year In Review**

**Northern BC**

2022 DATA VINTAGE

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- Top PRIZM Segments and EQ Types by Year

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- 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

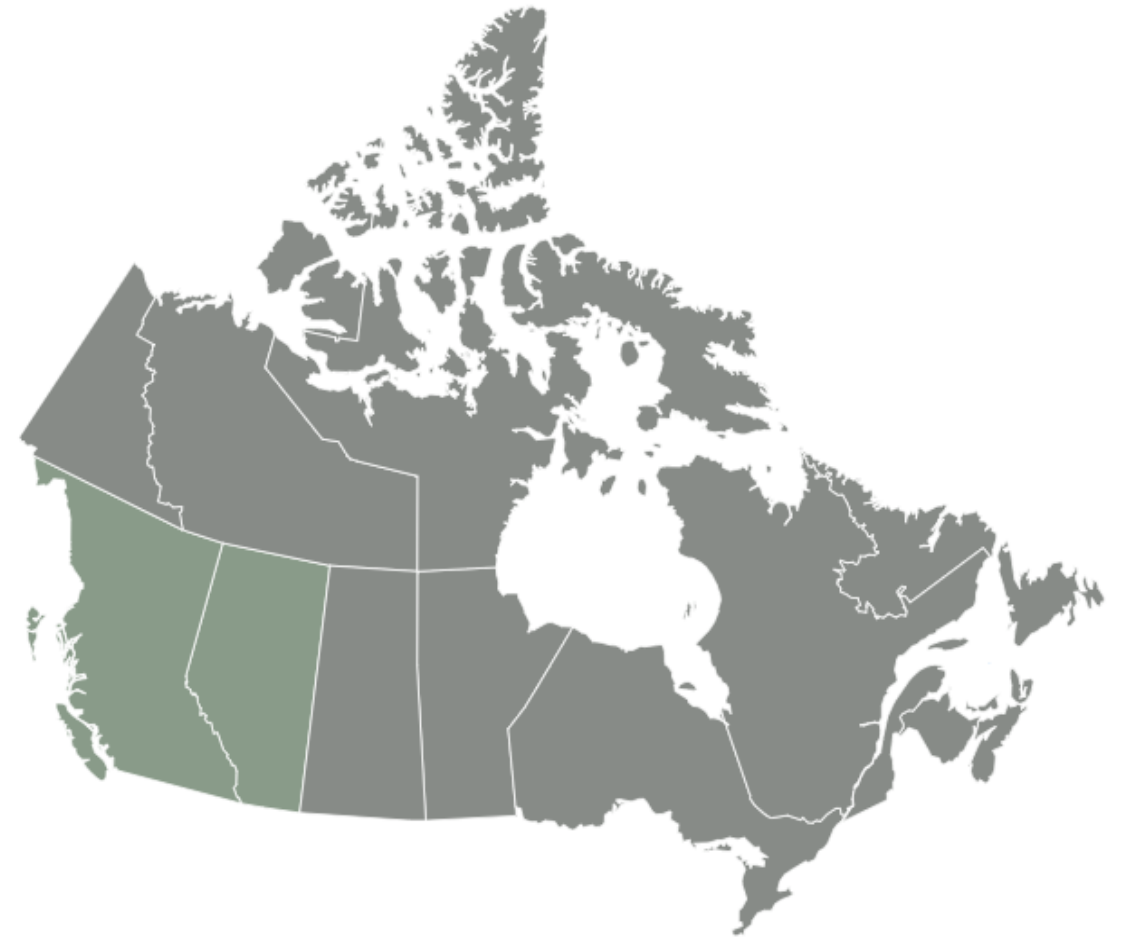


# Purpose

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- As the tourism industry navigates through the global pandemic of COVID-19, 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 our 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 **Northern BC**





# Research Overview

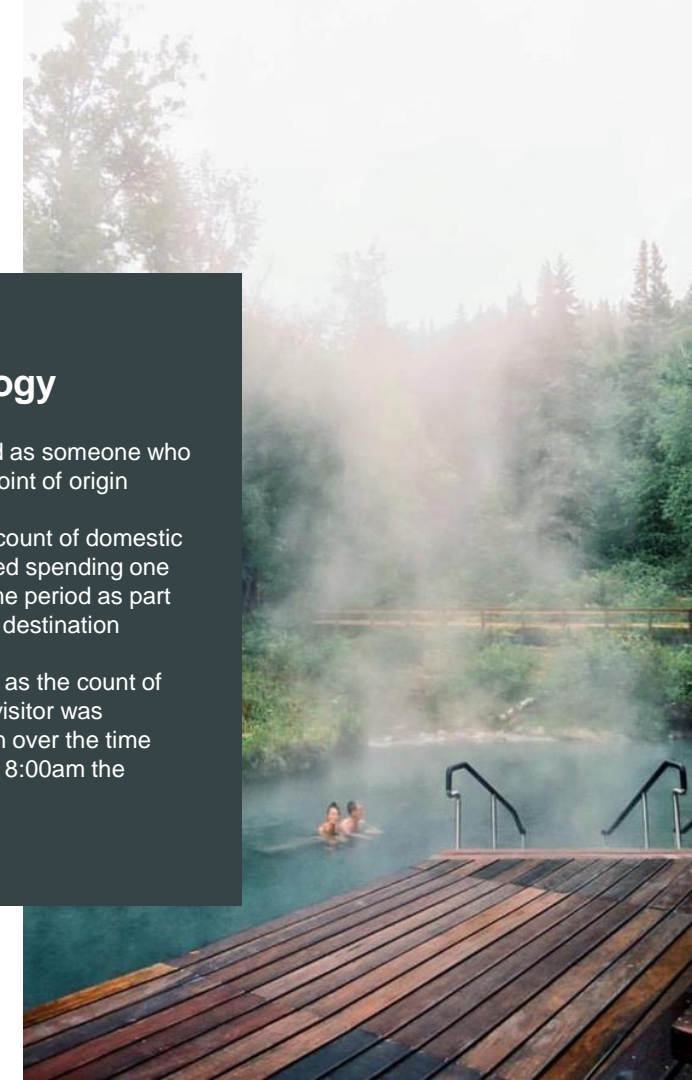
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- Environics Analytics is a Canadian-based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market, and grow their business with Canadian travelers
- 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 2019 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)

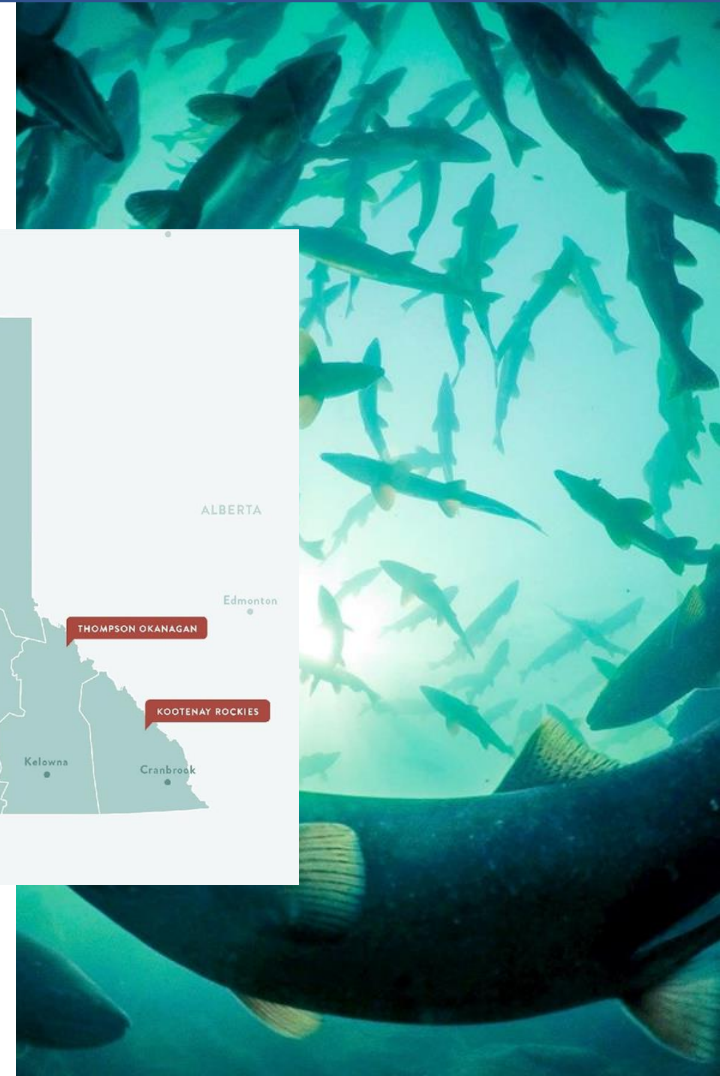


# Research Overview

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- 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, 2021 & 2022
- 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

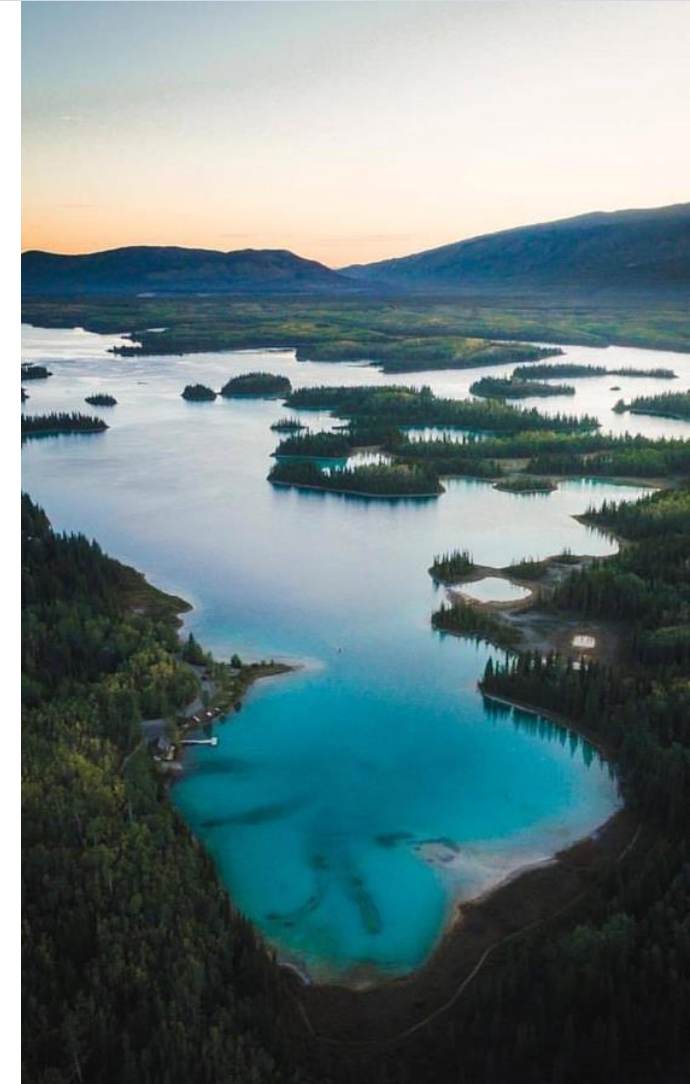


# NEW Visitor View Data Updates

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- There have been methodology changes to Visitor View Canada to Canada supplied by Environics Analytics in a continued effort to improve the product. It has been rebuilt using telecom source data; this methodology change is to improve the stability and reliability of visitor estimates and the previous methodology which leveraged SDK source data.
- Visitor Estimates for this report have been produced using the new Visitor View solution (not including 2019).
- Environics is not able to reproduce 2019 estimates using the new methodology, but the original 2019 estimates have been retained. They caution against performing any direct volumetric comparisons to 2019 estimates and recommend limiting analysis using 2019 data to PRIZM profile and relative change comparisons. To maintain the consistency of this report and the finish of 2022, we have kept it included. Please review comparisons to 2019 with this in mind. For future reports in 2023, 2019 will not be included.







# Canada Insights

# 2019, 2020 & 2021: Canadian Visitors By Year

## Northern BC

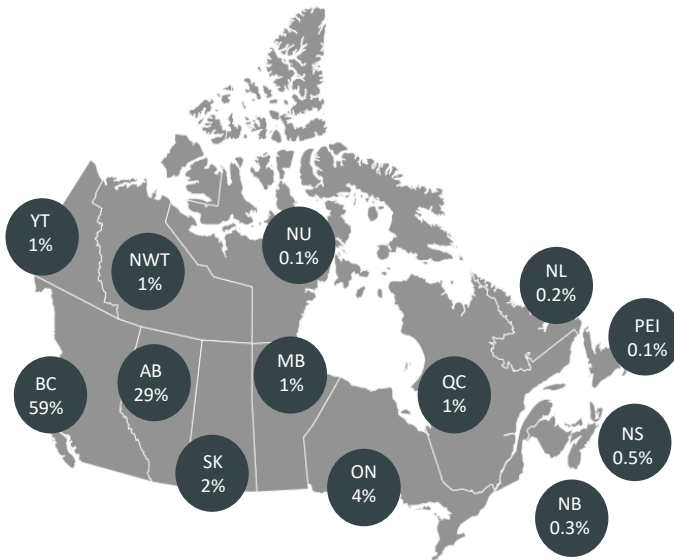
### Overview

During 2019 Northern BC saw an average of **840,700** Domestic Visitors. During 2020 the province saw **832,000** Domestic Visitors, in 2021 **818,400** Domestic Visitors and in 2022 **1,140,400** Domestic Visitors. An increase of **36%** compared to 2019, increase of **54%** compared to 2020 and an increase of **79%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

**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

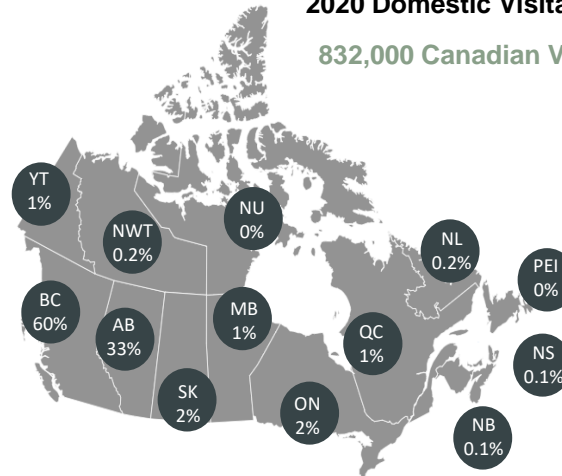
### 2019 Domestic Visitation

840,700 Canadian Visitors



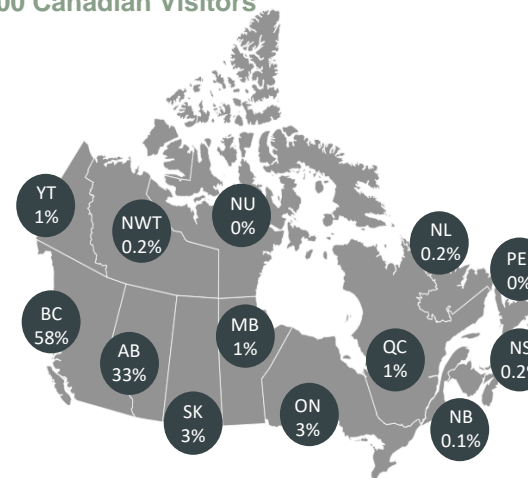
### 2020 Domestic Visitation

832,000 Canadian Visitors



### 2021 Domestic Visitation

818,400 Canadian Visitors



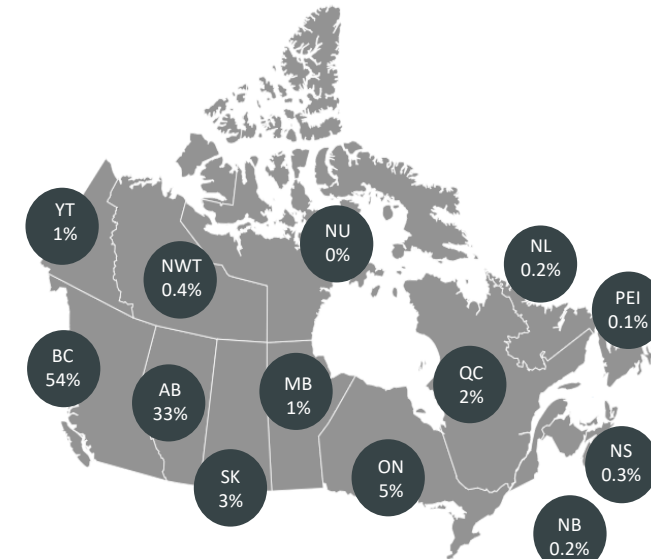
### 2022 Domestic Visitation

1,140,400 Canadian Visitors

Increase of **36%**  
2022 compared to  
2019

Increase of **54%**  
2022 compared to  
2020

Increase of **79%**  
2022 compared to  
2021





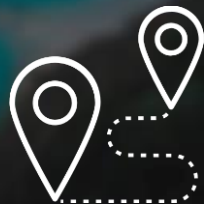
# Canadian Visitation

## CANADIAN VISITORS TRAVELLING TO NORTHERN BC BY MONTH

2022 Year  
In Review

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- July and August saw the most visitation in 2022.
- July 2021 saw a **31%** increase compared to 2019, **25%** increase compared to 2020, and **0.1%** increase compared to 2021.
- August 2022 saw a **24%** increase compared to 2019, **5%** increase compared to 2020, and **3%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **30%** decrease compared to 2019, **32%** decrease compared to 2020, and **14%** increase compared to 2021.



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

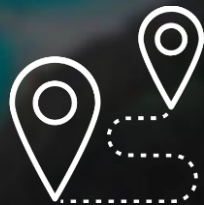
# Canadian Visitation

## CANADIAN TRIPS TO NORTHERN BC BY MONTH

2022 Year  
In Review

bcrts

- July and August saw the most trips in 2022.
- July 2021 saw a **8%** decrease compared to 2019, **24%** increase compared to 2020, and **5%** decrease compared to 2021.
- August 2022 saw a **12%** decrease compared to 2019, **2%** increase compared to 2020, and **6%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **49%** decrease compared to 2019, **28%** decrease compared to 2020, and **12%** increase compared to 2021.



**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.

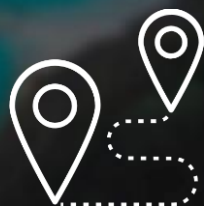
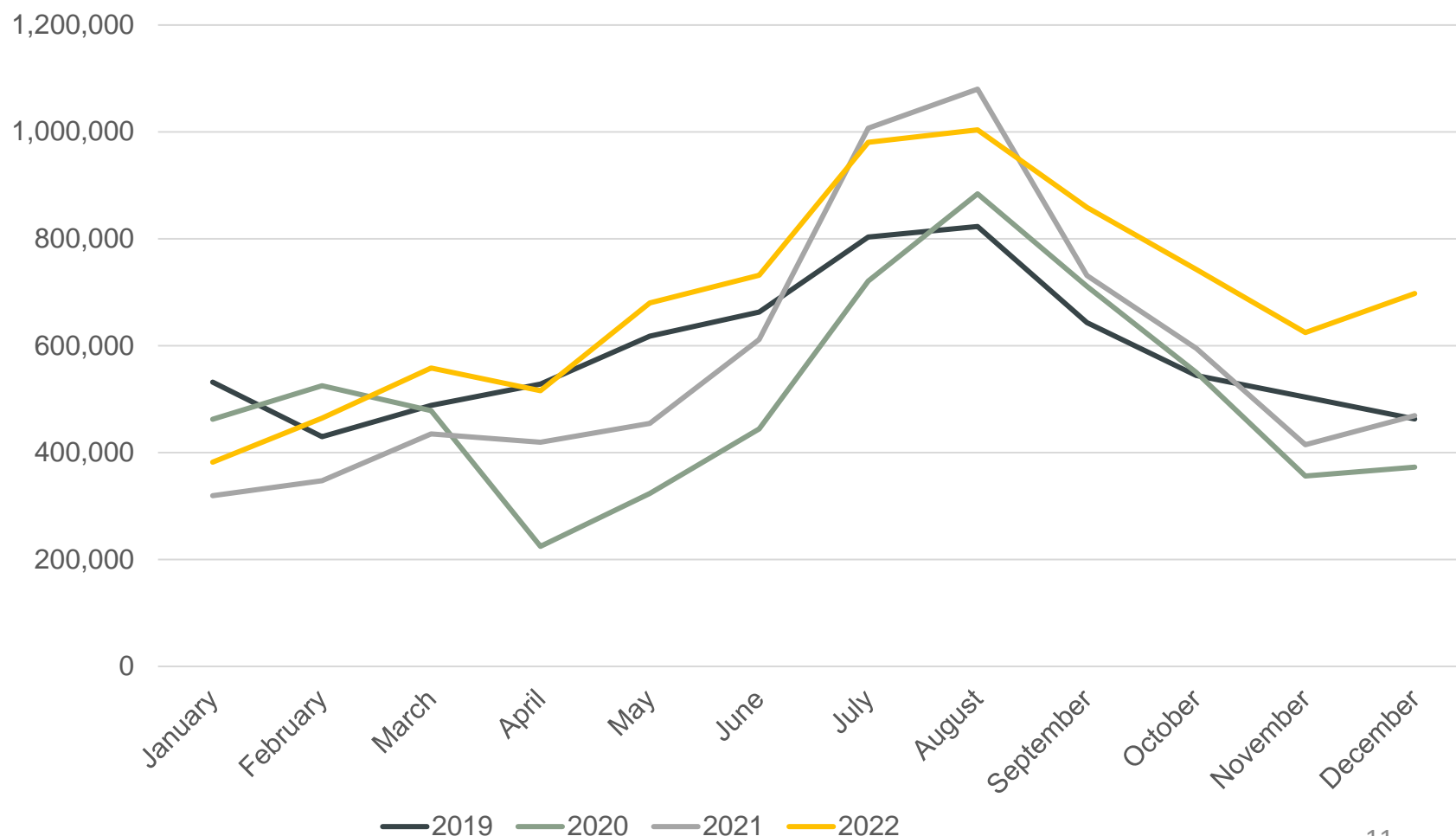
# Canadian Visitation

## CANADIAN OVERNIGHT STAYS TO NORTHERN BC BY MONTH

2022 Year  
In Review

bcrts

- July and August saw the most overnight stays in 2022.
- July 2021 saw a **22%** increase compared to 2019, **36%** increase compared to 2020, and **3%** decrease compared to 2021.
- August 2022 saw a **22%** increase compared to 2019, **14%** increase compared to 2020, and **7%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **28%** decrease compared to 2019, **17%** decrease compared to 2020, and **20%** increase compared to 2021.



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



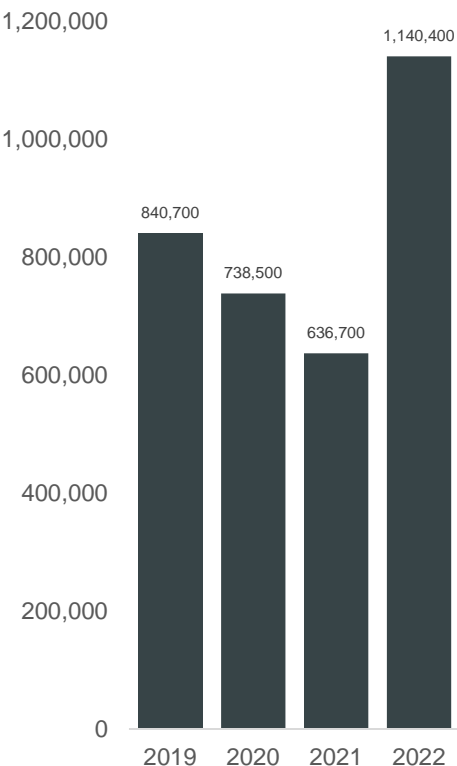
# Canadian Visitation By Year

## CANADIAN RESIDENTS TRAVELLING TO NORTHERN BC

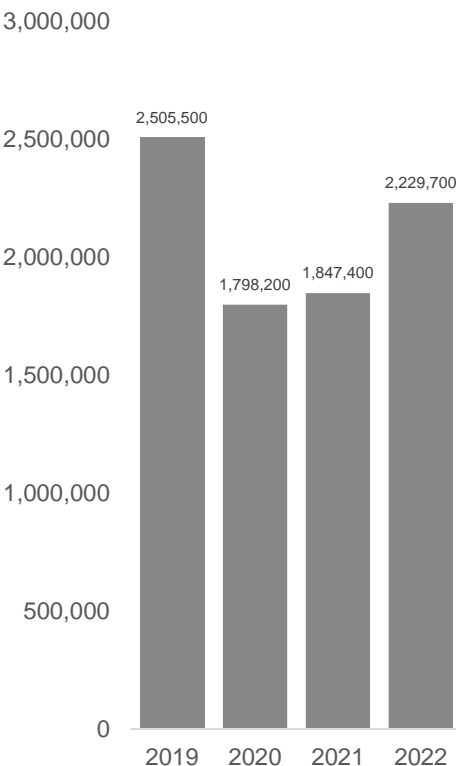
2022 Year  
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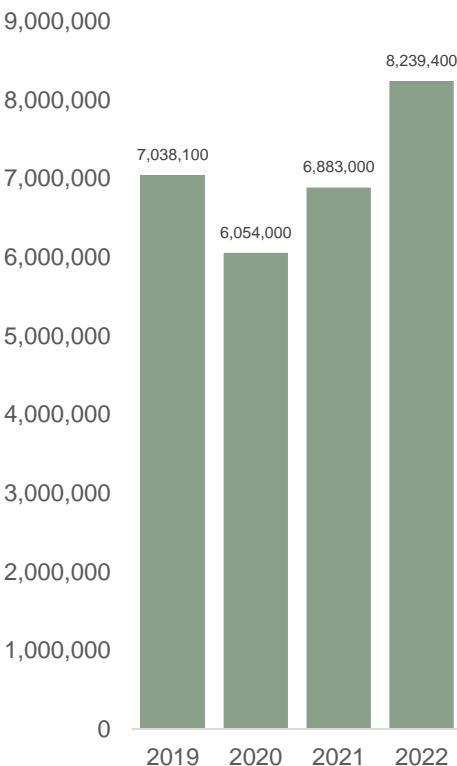
Number of Visitors to NBC  
from Canada



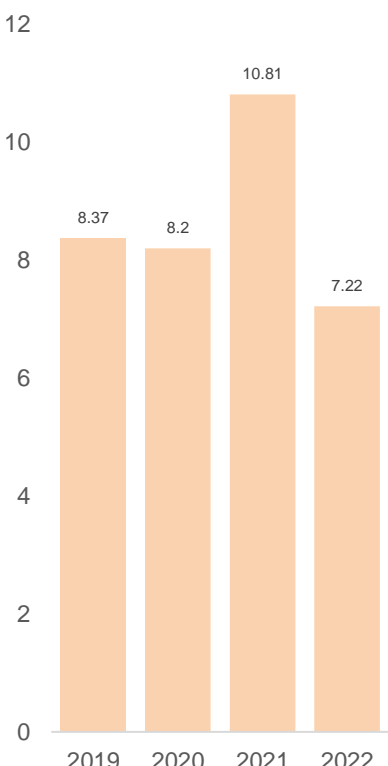
Number of Trips to NBC  
from Canada



Number of Nights Stayed in NBC  
from Canada



Average Length of Stay to  
NBC from Canada



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100



# British Columbia Insights



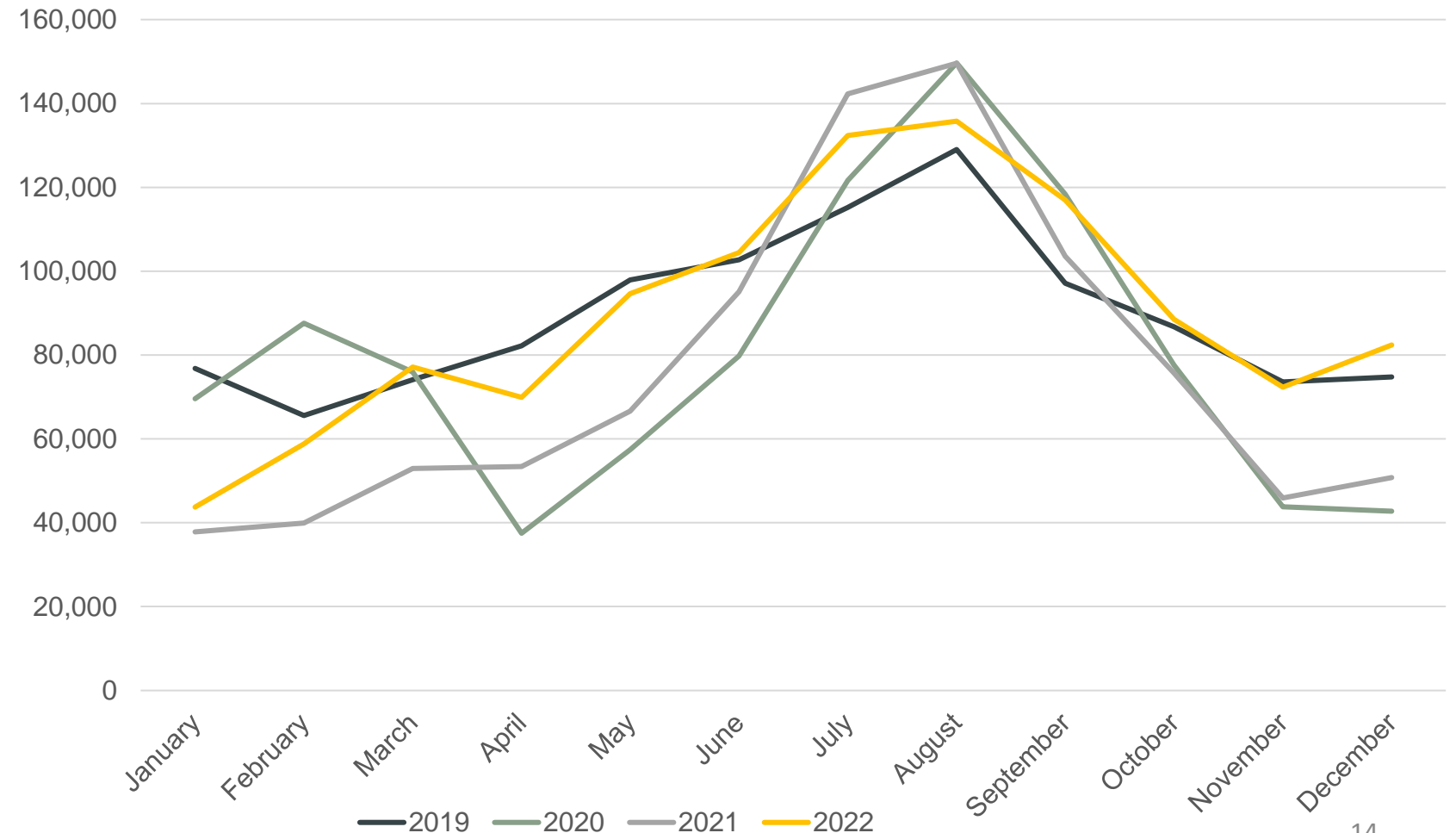
# British Columbian Visitation

## BC VISITORS TRAVELLING TO NORTHERN BC BY MONTH

2022 Year  
In Review

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- July and August saw the most visitation in 2022.
- July 2021 saw a **15%** increase compared to 2019, **9%** increase compared to 2020, and **7%** decrease compared to 2021.
- August 2022 saw a **5%** increase compared to 2019, **9%** decrease compared to 2020, and **9%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **43%** decrease compared to 2019, **37%** decrease compared to 2020, and **16%** increase compared to 2021.



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



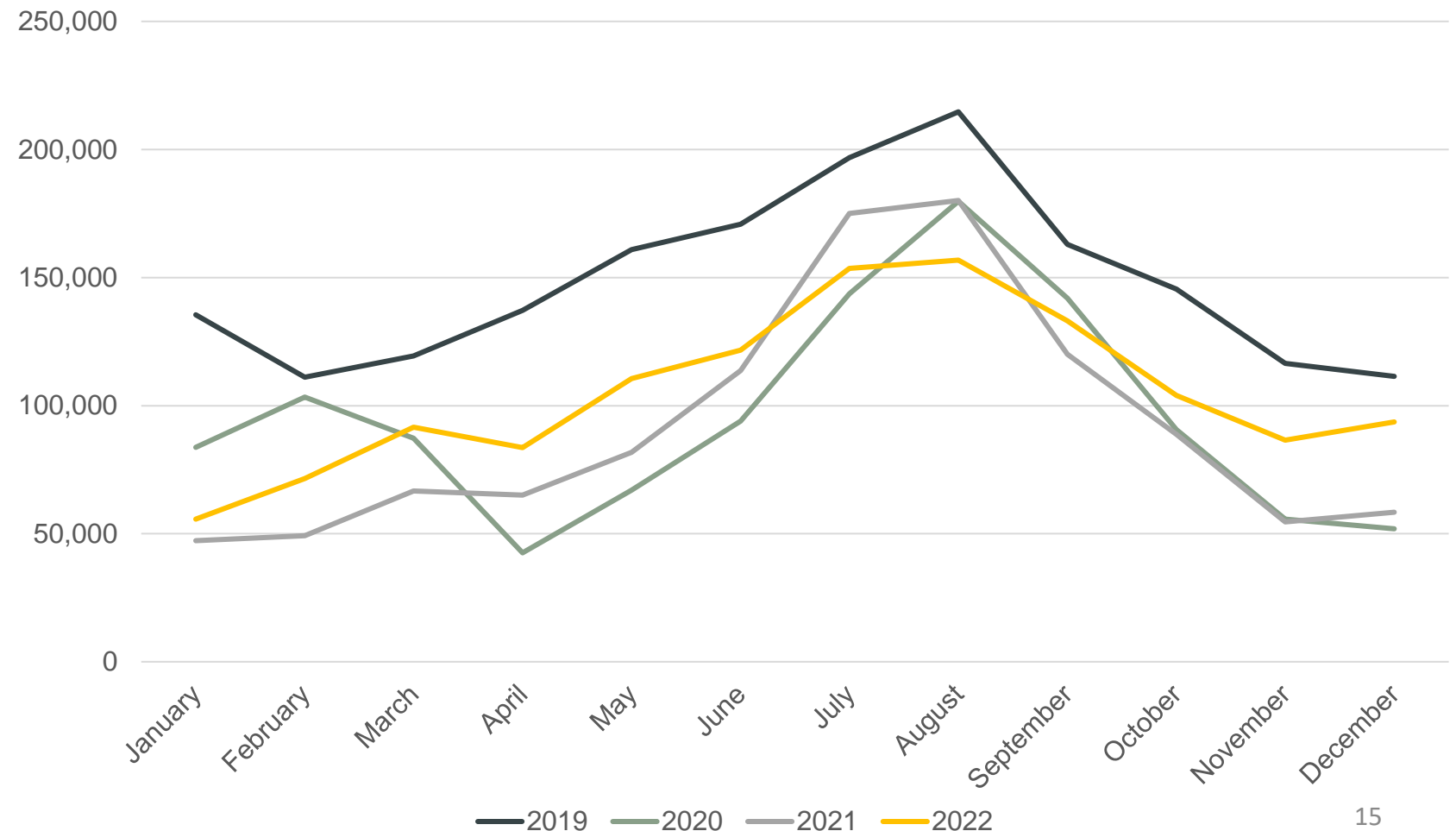
# British Columbian Visitation

## BC TRIPS TO NORTHERN BC BY MONTH

2022 Year  
In Review

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- July and August saw the most trips in 2022.
- July 2021 saw a **22%** decrease compared to 2019, **7%** increase compared to 2020, and **12%** decrease compared to 2021.
- August 2022 saw a **27%** decrease compared to 2019, **13%** decrease compared to 2020, and **13%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **59%** decrease compared to 2019, **33%** decrease compared to 2020, and **18%** increase compared to 2021.



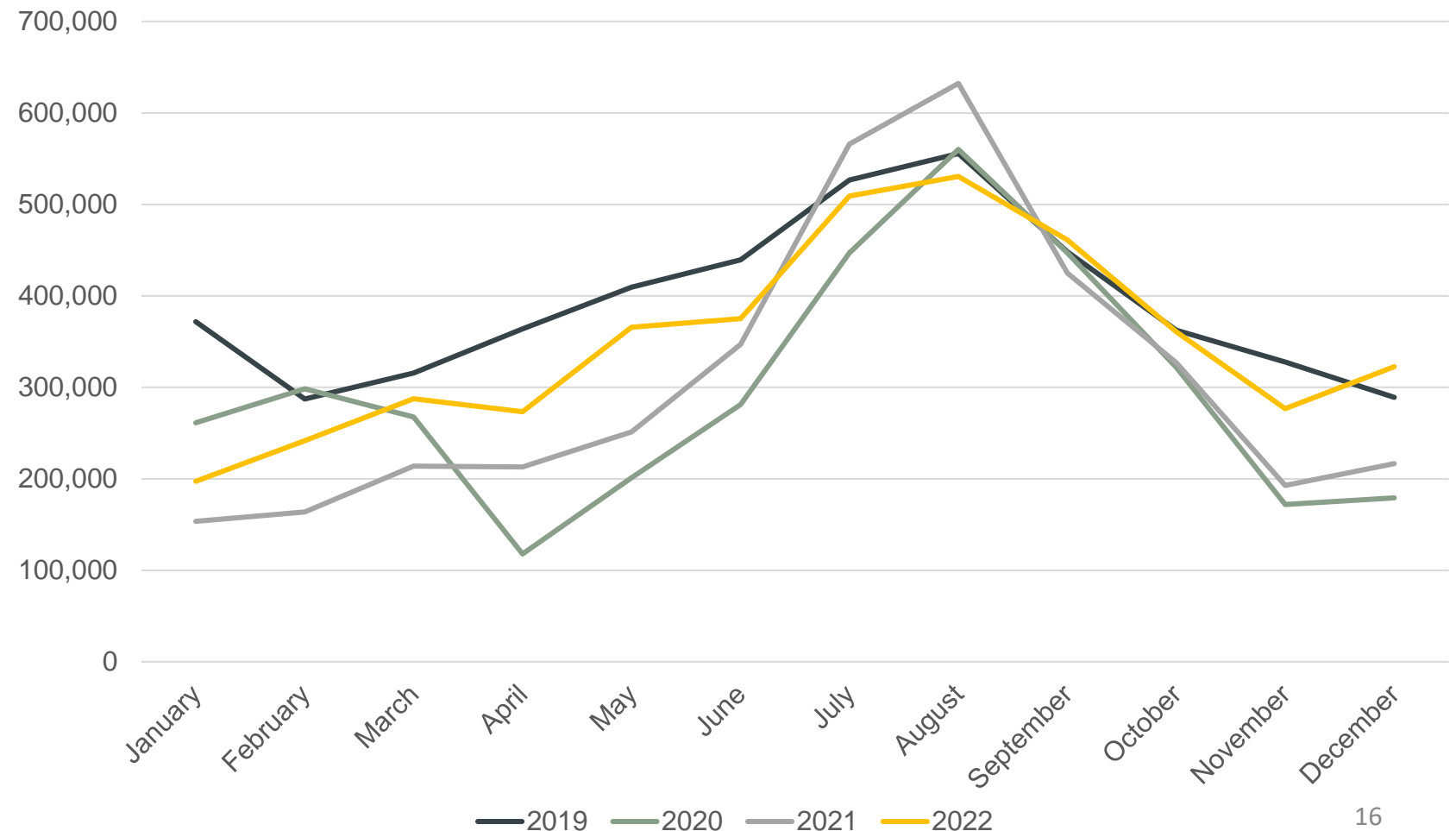
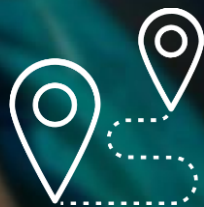
# British Columbian Visitation

## BC OVERNIGHT STAYS IN NORTHERN BC BY MONTH

2022 Year  
In Review

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- July and August saw the most overnight stays in 2022.
- July 2021 saw a **3%** decrease compared to 2019, **14%** increase compared to 2020, and **10%** decrease compared to 2021.
- August 2022 saw a **4%** decrease compared to 2019, **5%** decrease compared to 2020, and **16%** increase compared to 2021.
- January saw the lowest visitation of 2022 with a **47%** decrease compared to 2019, **25%** decrease compared to 2020, and **28%** increase compared to 2021.



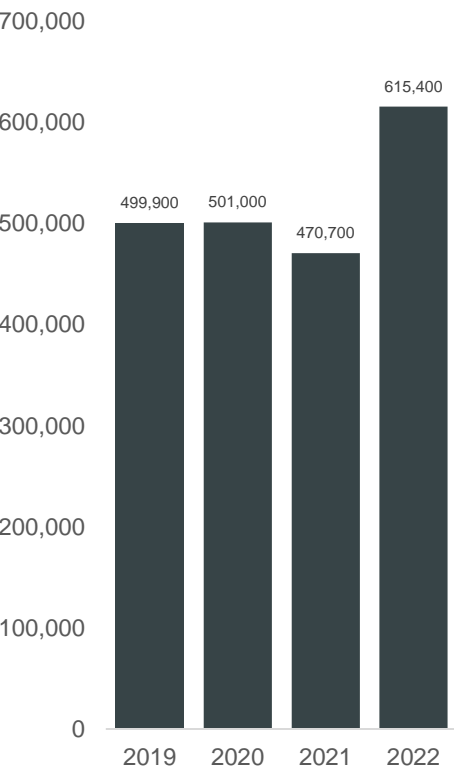
# British Columbia Visitation By Year

## BRITISH COLUMBIA RESIDENTS TRAVELLING TO NORTHERN BC

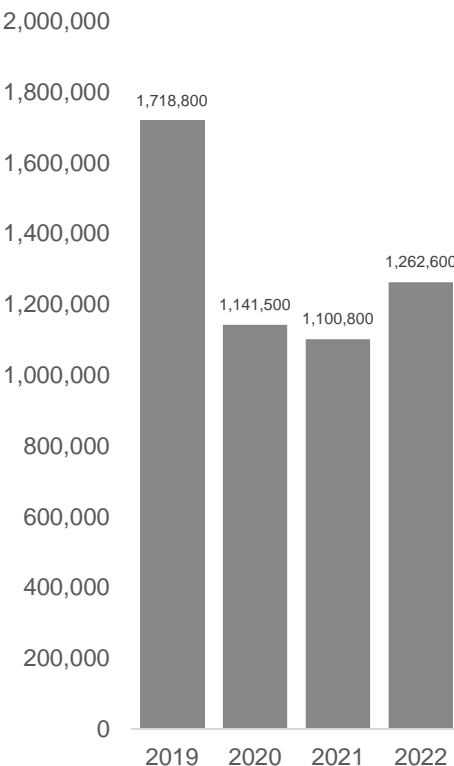
2022 Year  
In Review

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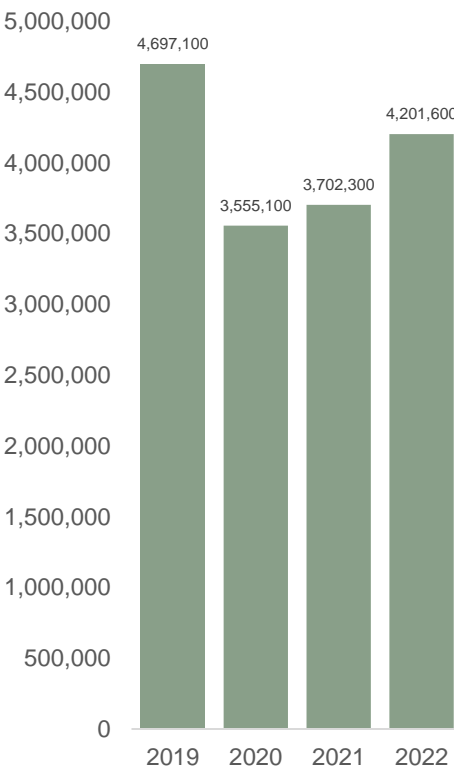
Number of Visitors to NBC  
from BC



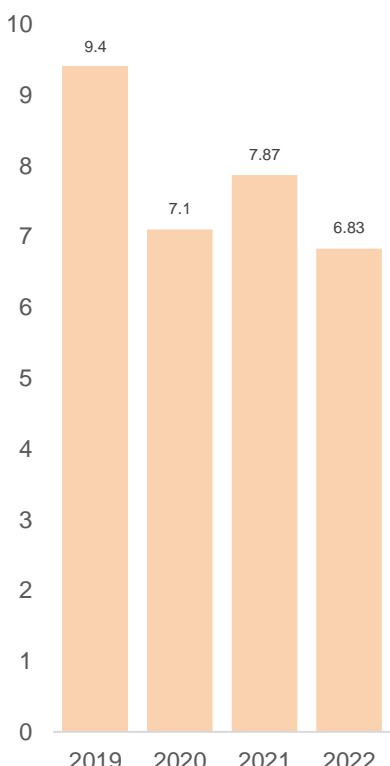
Number of Trips to NBC  
from BC



Number of Nights Stayed in NBC  
from BC



Average Length of Stay to  
NBC from BC



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



# BC Visits To British Columbia By Year

2022 Year  
In Review

## VISITS TO NORTHERN BC BY ORIGIN CITY

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City	2019 Visitor Count
Prince George	40,800
Vancouver	27,900
Surrey	20,200
Kamloops	15,600
Fort St. John	15,400
Kelowna	12,800
Prince Rupert	11,200
Abbotsford	9,200
Burnaby	9,000
Terrace	8,800

City	2020 Visitor Count
Prince George	42,800
Vancouver	33,300
Surrey	29,500
Fort St. John	15,200
Kamloops	14,700
Abbotsford	13,600
Kelowna	12,300
Burnaby	11,800
Prince Rupert	9,900
Richmond	9,700

City	2021 Visitor Count
Prince George	42,900
Vancouver	25,700
Surrey	22,800
Kamloops	15,600
Fort St. John	14,800
Abbotsford	12,000
Kelowna	11,300
Prince Rupert	10,300
Burnaby	9,300
Terrace	9,000

City	2022 Visitor Count
Vancouver	47,100
Prince George	41,300
Surrey	41,200
Kamloops	17,700
Burnaby	16,800
Kelowna	16,200
Abbotsford	15,800
Fort St. John	14,700
Richmond	14,400
Coquitlam	11,400

# BC Visitation to Northern BC by PRIZM Segment and EQ Type

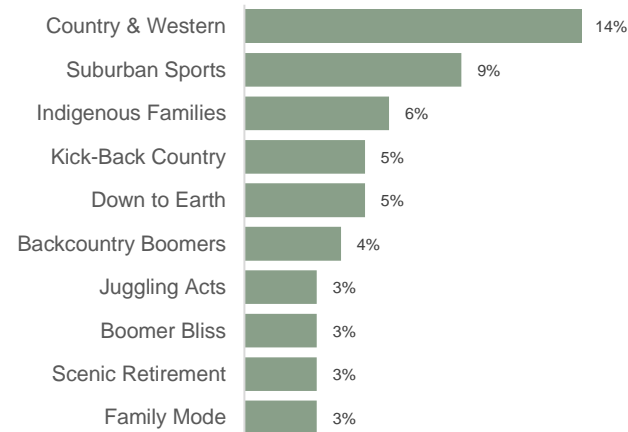
2022 Year  
In Review

bcrts

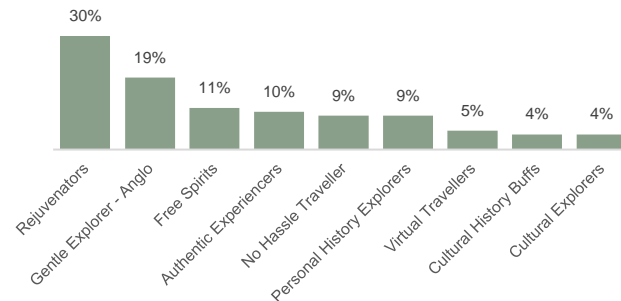
## PRIZM Overview

- **Suburban Sports** rank 34<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 122,725 (6.0%) of the total Households in British Columbia (2,030,007).
- **Country & Western** rank 5<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 87,422 (4.3%) of the total Households in British Columbia (2,030,007).
- **Indigenous Families** rank 28<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 27,550 (1.3%) of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** rank 21<sup>st</sup> of the 67 PRIZM Clusters identified in Canada, making up 35,955 (1.7%) of the total Households in British Columbia (2,030,007).

## 2019 BC Visitors by PRIZM Segment



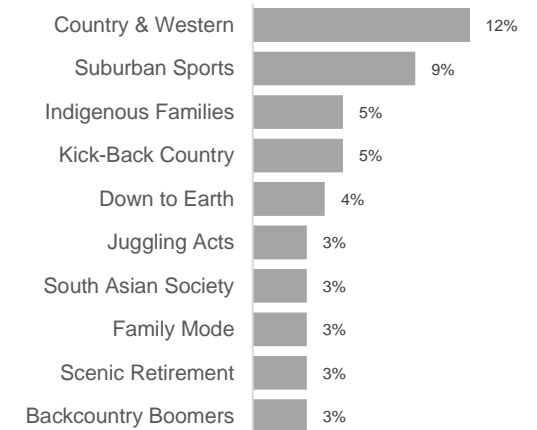
## 2019 BC Visitors by EQ Type



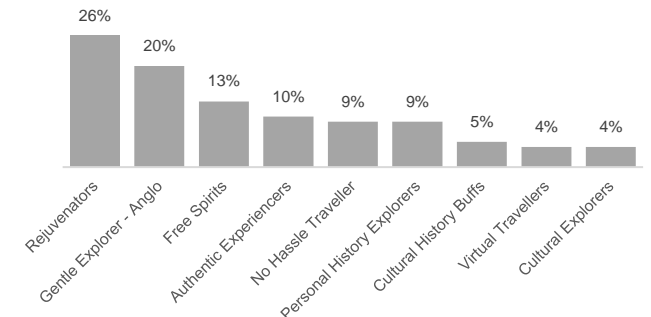
## EQ Overview

- **Rejuvenators** rank 3<sup>rd</sup> of the 9 EQ Traveler Types identified in Canada, making up 297,620 (14.7%) of the total Households in British Columbia (2,030,007).
- **Gentle Explorers** rank 2<sup>nd</sup> of the 9 EQ Traveler Types identified in Canada, making up 320,690 (15.5%) of the total Households in British Columbia (2,030,007).
- **Authentic Experiencers** rank 4<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 291,751 (14.3%) of the total Households in British Columbia (2,030,007).
- **Free Spirits** rank 1<sup>st</sup> of the 9 EQ Traveler Types identified in Canada, making up 320,690 (15.8%) of the total Households in British Columbia (2,030,007).
- **No Hassle Travellers** rank 8<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 119,355 (5.9%) of the total Households in British Columbia (2,030,007).

## 2020 BC Visitors by PRIZM Segment



## 2020 BC Visitors by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2022.

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

# BC Visitation to NORTHERN BC by PRIZM Segment and EQ Type

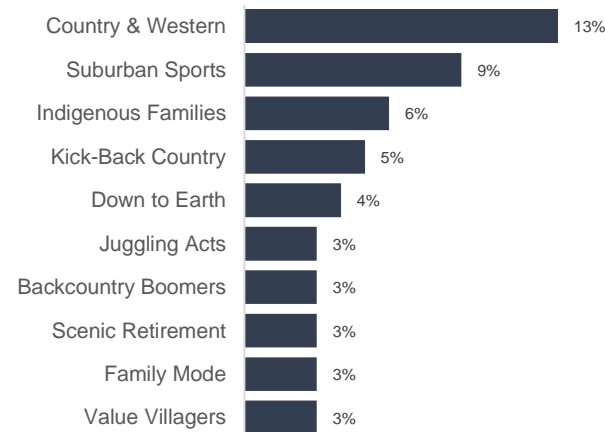
2022 Year  
In Review

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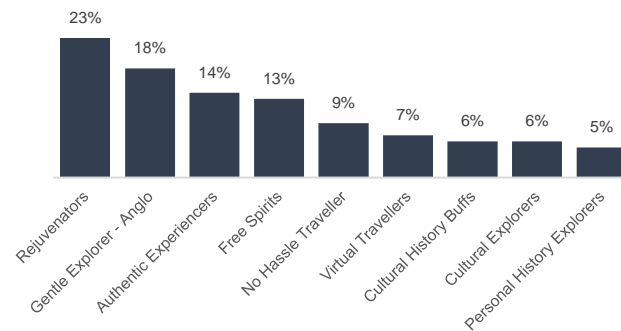
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- **Kick-Back Country** rank 21<sup>st</sup> of the 67 PRIZM Clusters identified in Canada, making up 35,955 (1.7%) of the total Households in British Columbia (2,030,007).

## 2021 BC Visitors by PRIZM Segment



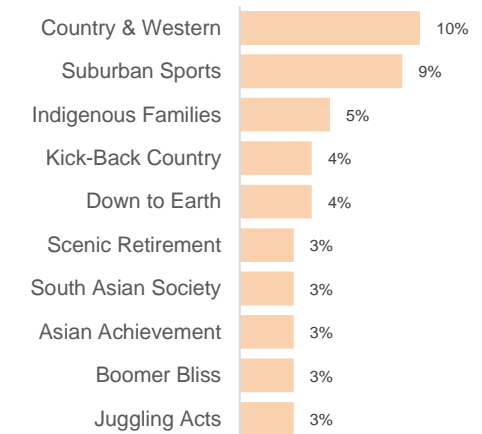
## 2021 BC Visitors by EQ Type



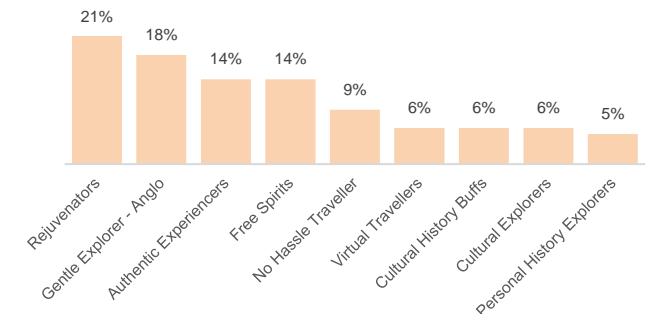
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## 2022 BC Visitors by PRIZM Segment



## 2022 BC Visitors by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2022.

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





# Alberta Insights



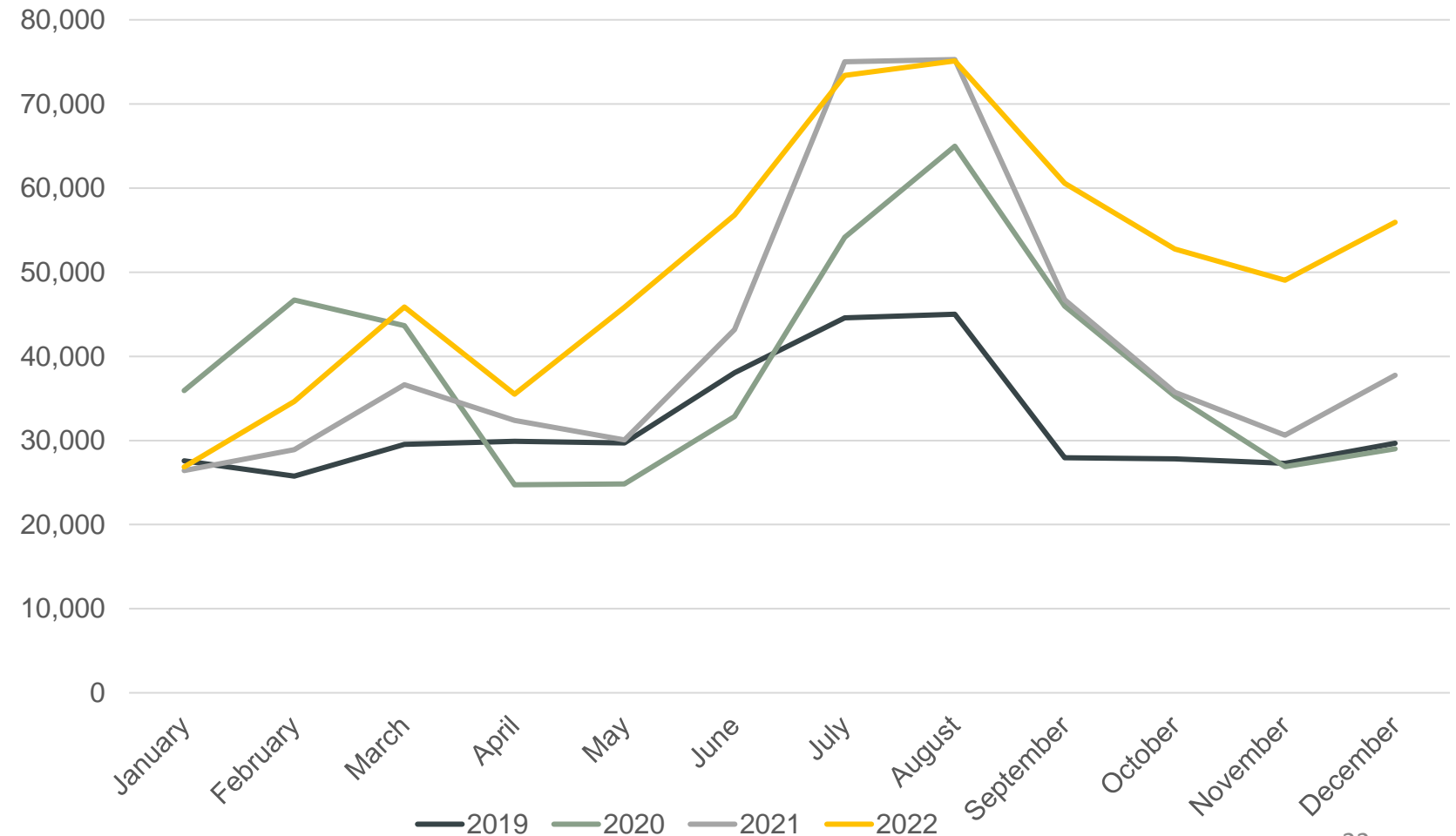
# Alberta Visitation

## ALBERTA VISITORS TRAVELLING TO NORTHERN BC BY MONTH

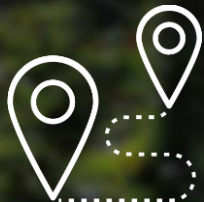
2022 Visitor  
Highlights

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- July and August saw the most visitation in 2022.
- July 2021 saw a **65%** increase compared to 2019, **36%** increase compared to 2020, and **2%** decrease compared to 2021.
- August 2022 saw a **67%** increase compared to 2019, **16%** increase compared to 2020, and **0.2%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **3%** decrease compared to 2019, **25%** decrease compared to 2020, and **2%** increase compared to 2021.



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



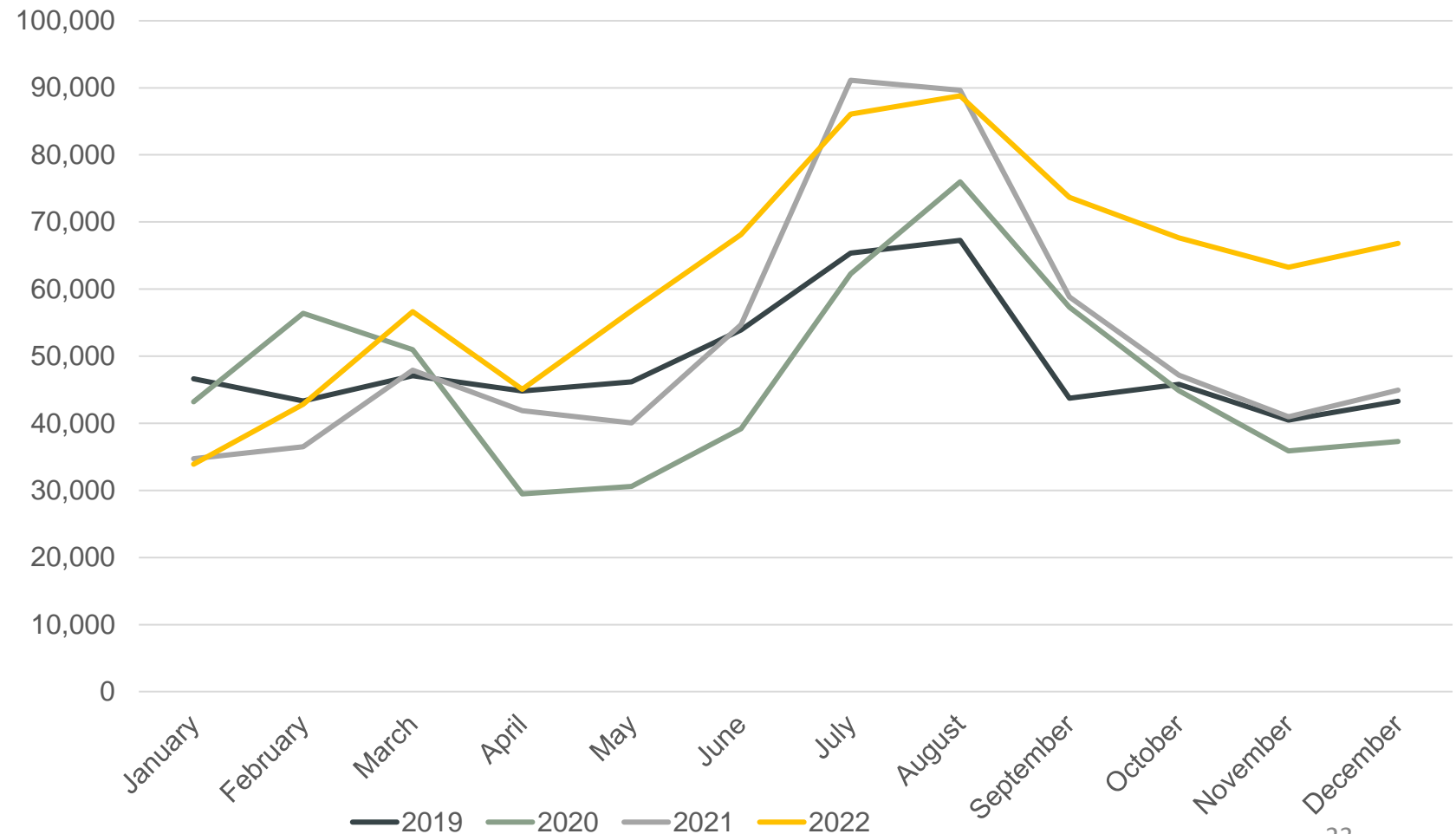
# Alberta Visitation

## ALBERTA TRIPS TO NORTHERN BC BY MONTH

2022 Visitor  
Highlights

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- July and August saw the most trips in 2022.
- July 2021 saw a **32%** increase compared to 2019, **38%** increase compared to 2020, and **6%** decrease compared to 2021.
- August 2022 saw a **32%** increase compared to 2019, **17%** increase compared to 2020, and **1%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **27%** decrease compared to 2019, **22%** decrease compared to 2020, and **2%** decrease compared to 2021.





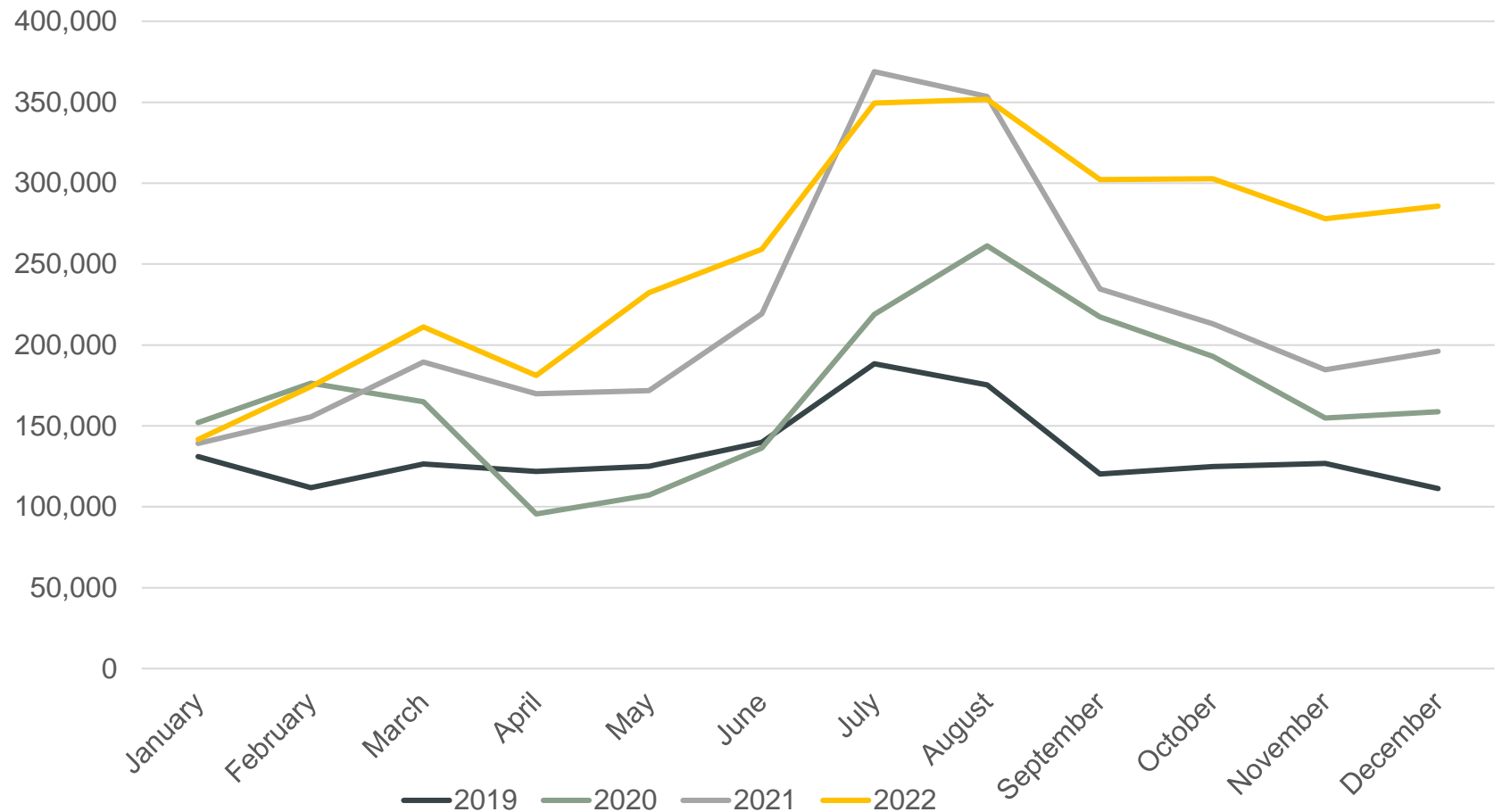
# Alberta Visitation

## ALBERTA OVERNIGHT STAYS IN NORTHERN BC BY MONTH

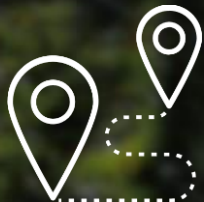
2022 Visitor  
Highlights

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- July and August saw the most overnight stays in 2022.
- July 2021 saw a **85%** increase compared to 2019, **60%** increase compared to 2020, and **5%** decrease compared to 2021.
- August 2022 saw a **101%** increase compared to 2019, **35%** decrease compared to 2020, and **1%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **8%** increase compared to 2019, **7%** decrease compared to 2020, and **2%** increase compared to 2021.



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



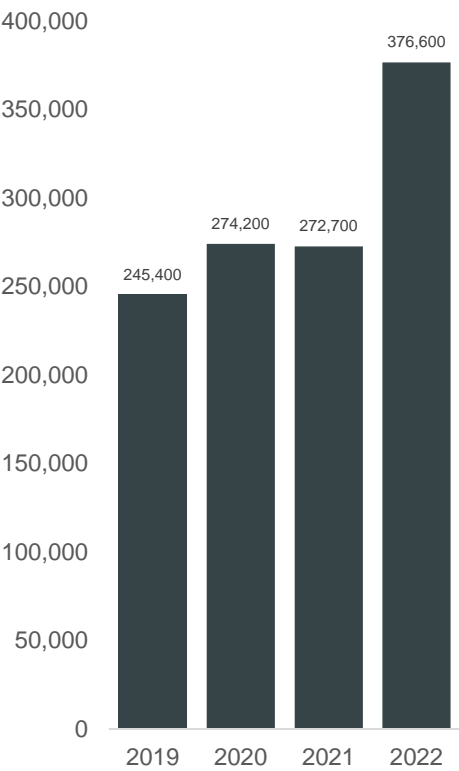
# Alberta Visitation By Year

## ALBERTA RESIDENTS TRAVELLING TO NORTHERN BC

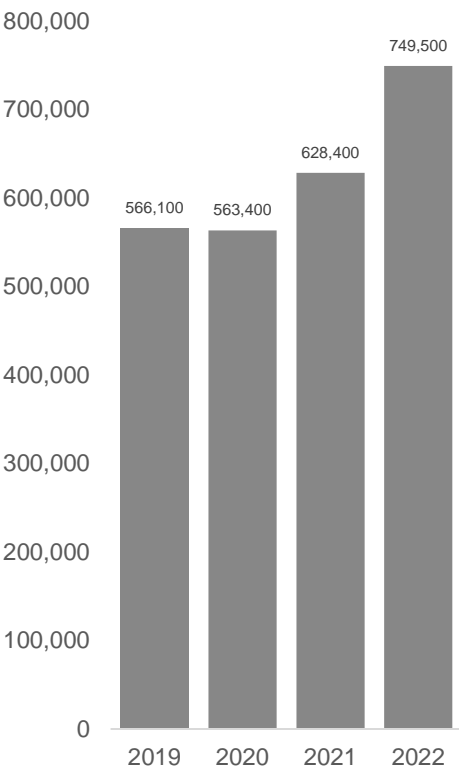
2022 Year  
In Review

bcrts

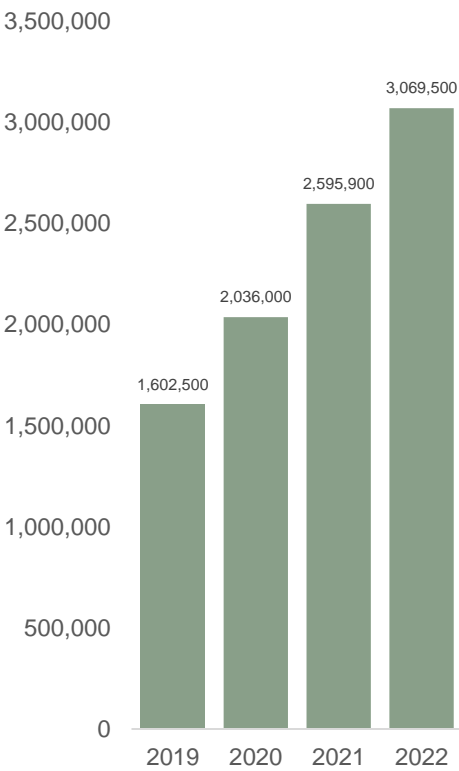
Number of Visitors to NBC  
from Alberta



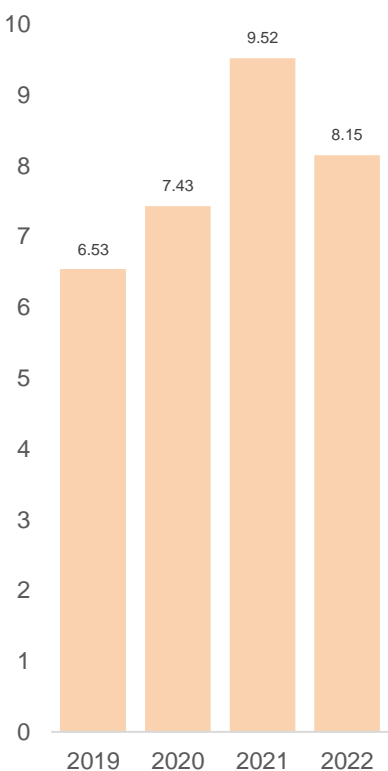
Number of Trips to NBC  
from Alberta



Number of Nights Stayed in NBC  
from Alberta



Average Length of Stay to  
NBC from Alberta



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

# Alberta Visits To British Columbia By Year

2022 Year  
In Review

## VISITS TO NORTHERN BC BY ORIGIN CITY

bcrts

City	2019 Visitor Count
Edmonton	45,400
Calgary	35,100
Grande Prairie	26,500
Grande Prairie County No. 1	11,200
Red Deer	8,600
Strathcona County	7,300
St. Albert	4,000
Parkland County	3,400
Wood Buffalo	3,000
Airdrie	2,800

City	2020 Visitor Count
Edmonton	65,000
Calgary	51,100
Grande Prairie	23,400
Grande Prairie County No. 1	8,400
Strathcona County	7,700
Red Deer	6,800
St. Albert	4,900
Airdrie	3,500
Spruce Grove	3,000
Wood Buffalo	3,000

City	2021 Visitor Count
Edmonton	65,300
Calgary	42,200
Grande Prairie	24,000
Grande Prairie County No. 1	9,600
Red Deer	7,800
Strathcona County	7,700
St. Albert	5,000
Airdrie	3,200
Spruce Grove	3,100
Parkland County	2,900

City	2022 Visitor Count
Edmonton	90,800
Calgary	75,200
Grande Prairie	25,900
Red Deer	11,000
Grande Prairie County No. 1	10,800
Strathcona County	10,300
St. Albert	6,700
Airdrie	5,400
Wood Buffalo	4,600
Lethbridge	4,300



# AB Visitation to Northern BC by PRIZM Segment and EQ Type

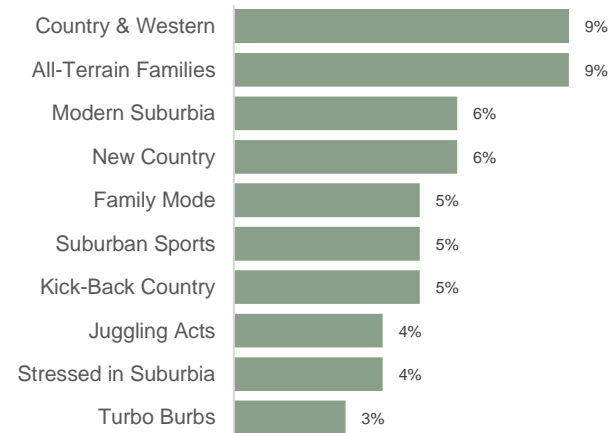
2022 Year  
In Review

bcrts

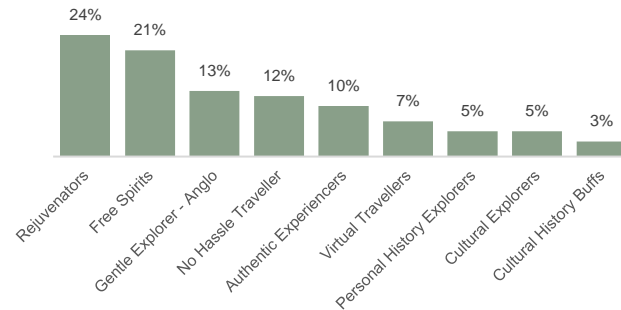
## PRIZM Overview

- **Modern Suburbia** rank 1<sup>st</sup> of the 67 PRIZM Clusters identified in Canada, making up 127,141 (7.7%) of the total Households in Alberta (1,642,696).
- **All-Terrain Families** rank 2<sup>nd</sup> of the 67 PRIZM Clusters identified in Canada, making up 84,128 (5.1%) of the total Households in Alberta (1,642,696).
- **Country & Western** rank 6<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 63,337 (3.8%) of the total Households in Alberta (1,642,696).
- **New Country** rank 5<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 71,319 (4.3%) of the total Households in Alberta (1,642,696).

## 2019 AB Visitors by PRIZM Segment



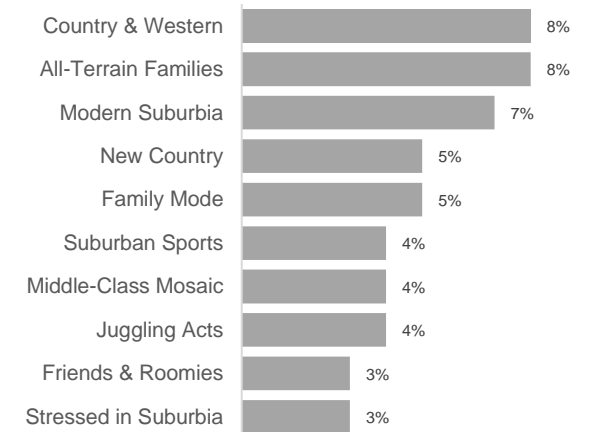
## 2019 AB Visitors by EQ Type



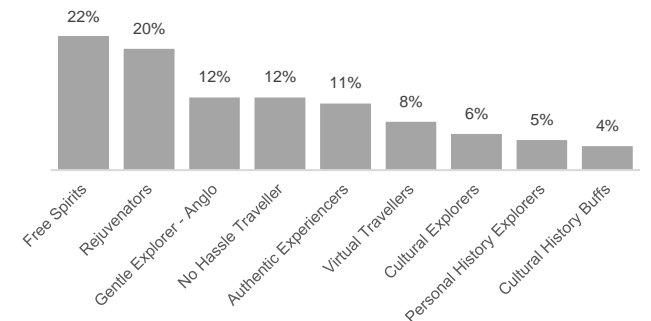
## EQ Overview

- **Free Spirits** rank 1<sup>st</sup> of the of the 9 EQ Traveler Types identified in Canada, making up 316,197 (19.3%) of the total Households in Alberta (1,642,696).
- **Authentic Experiencers** rank 3<sup>rd</sup> of the of the 9 EQ Traveler Types identified in Canada, making up 213,895 (13.0%) of the total Households in Alberta (1,642,696).
- **Rejuvenators** rank 2<sup>nd</sup> of the of the 9 EQ Traveler Types identified in Canada, making up 229,710 (13.9%) of the total Households in Alberta (1,642,696).
- **No Hassle Travellers** rank 5<sup>th</sup> of the of the 9 EQ Traveler Types identified in Canada, making up 193,954 (11.8%) of the total Households in Alberta (1,642,696).
- **Gentle Explorers** rank 4<sup>th</sup> of the of the 9 EQ Traveler Types identified in Canada, making up 200,784 (12.2%) of the total Households in Alberta (1,642,696).

## 2020 AB Visitors by PRIZM Segment



## 2020 AB Visitors by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2022.

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

# AB Visitation to Northern BC by PRIZM Segment and EQ Type

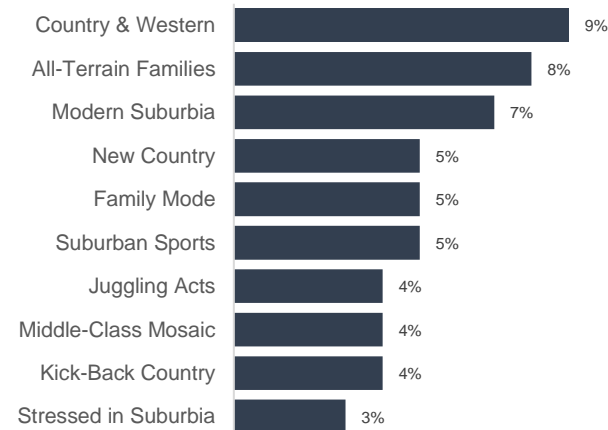
2022 Year  
In Review

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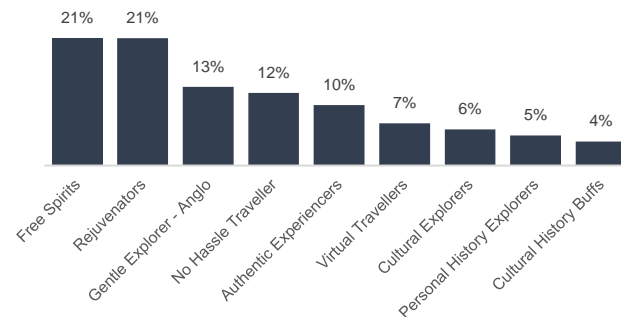
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## 2021 BC Visitors by PRIZM Segment



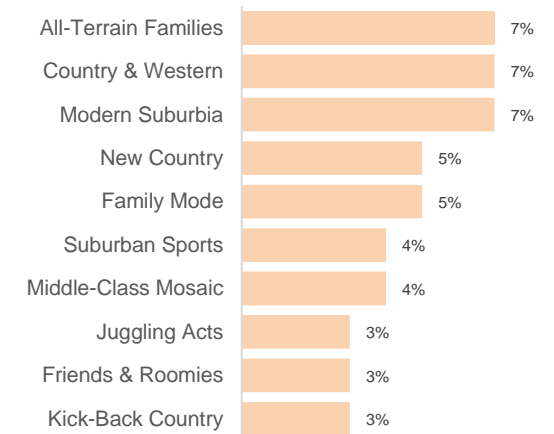
## 2021 BC Visitors by EQ Type



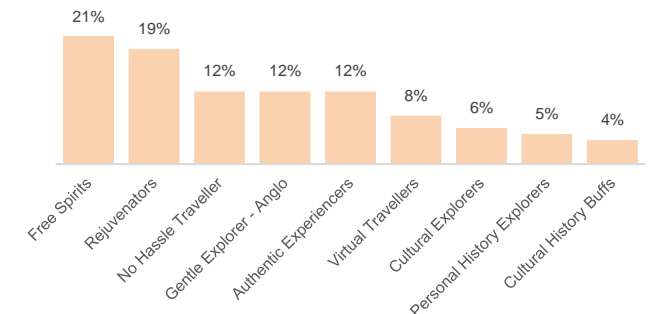
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## 2022 BC Visitors by PRIZM Segment



## 2022 BC Visitors by EQ Type



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# CONTACT US

2022 Visitor  
Highlights

**bcrts**

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