



# bcrts

British Columbia  
Regional Tourism  
Secretariat

Canada, British Columbia & Alberta

## **Monthly Visitor Highlights | 2023**

**Northern BC Region – *June Update***



SYMPHONY  
TOURISM  
SERVICES



NORTHERN BC  
TOURISM ASSOCIATION

2023 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 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 **Northern BC Region**



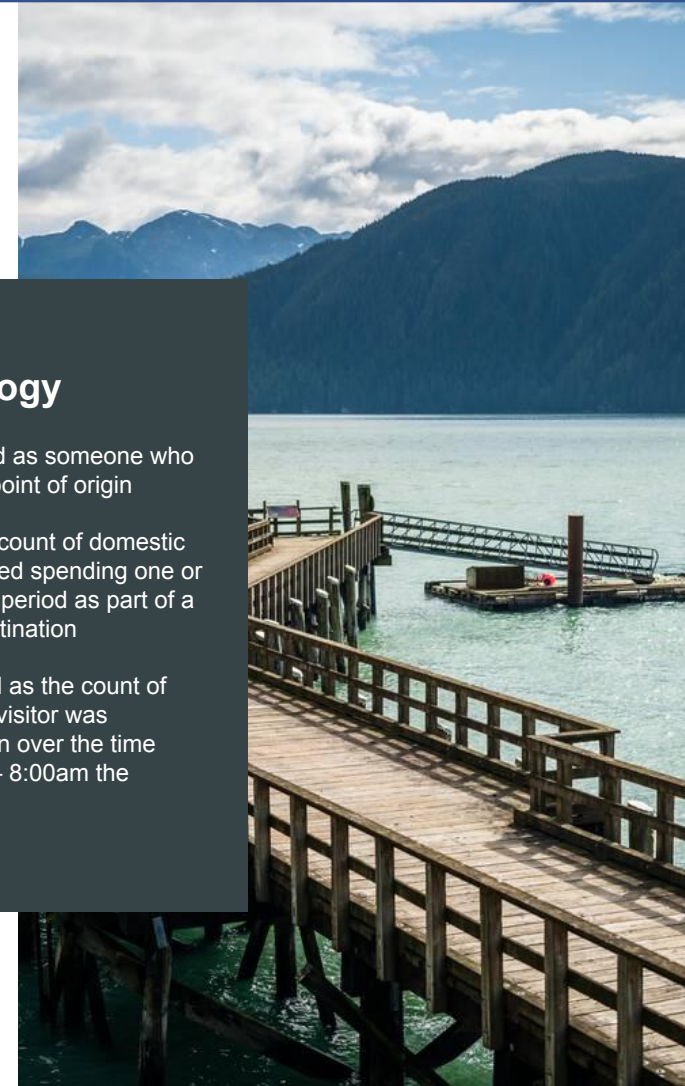
# Research Overview



- **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 and grow their business with Canadian travellers
- Visitor View 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
- Visitor View 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

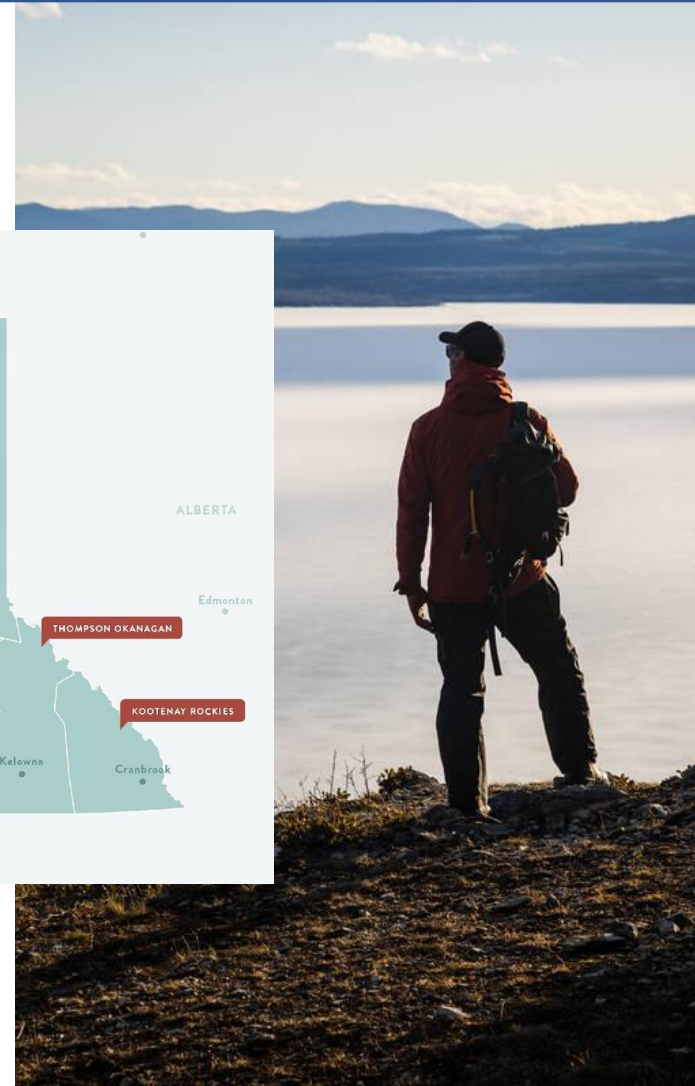
- **Visitor:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined 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



- Visitor View 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 Visitor View, we can compare the number of visitors and their travel patterns in 2020, 2021, 2022 and 2023
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and the path to recovery
- Visitor View 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 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

## Northern BC

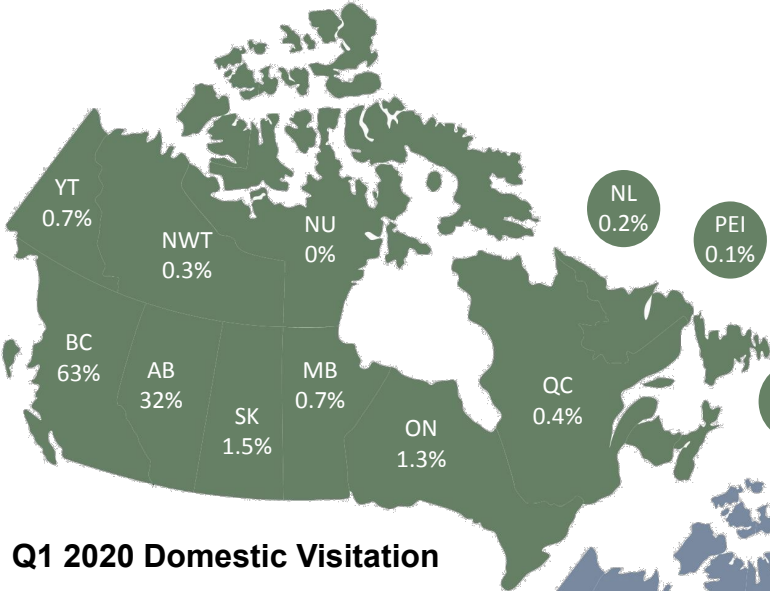
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### Overview

During Q1 2020 Northern BC saw an average of **337,400** Domestic Visitors. During Q1 2021 the region saw **180,900** Domestic Visitors, in Q1 2022, **253,000** Domestic Visitors and in Q1 2023, **364,800** Domestic Visitors.

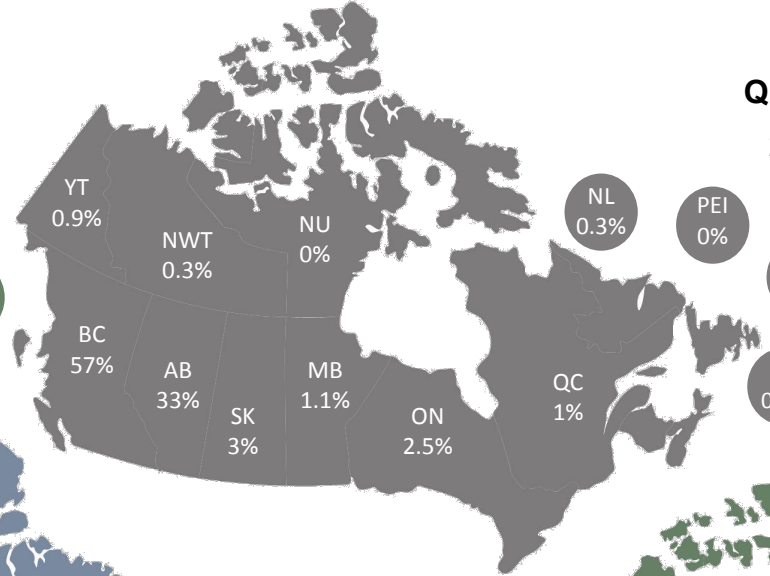
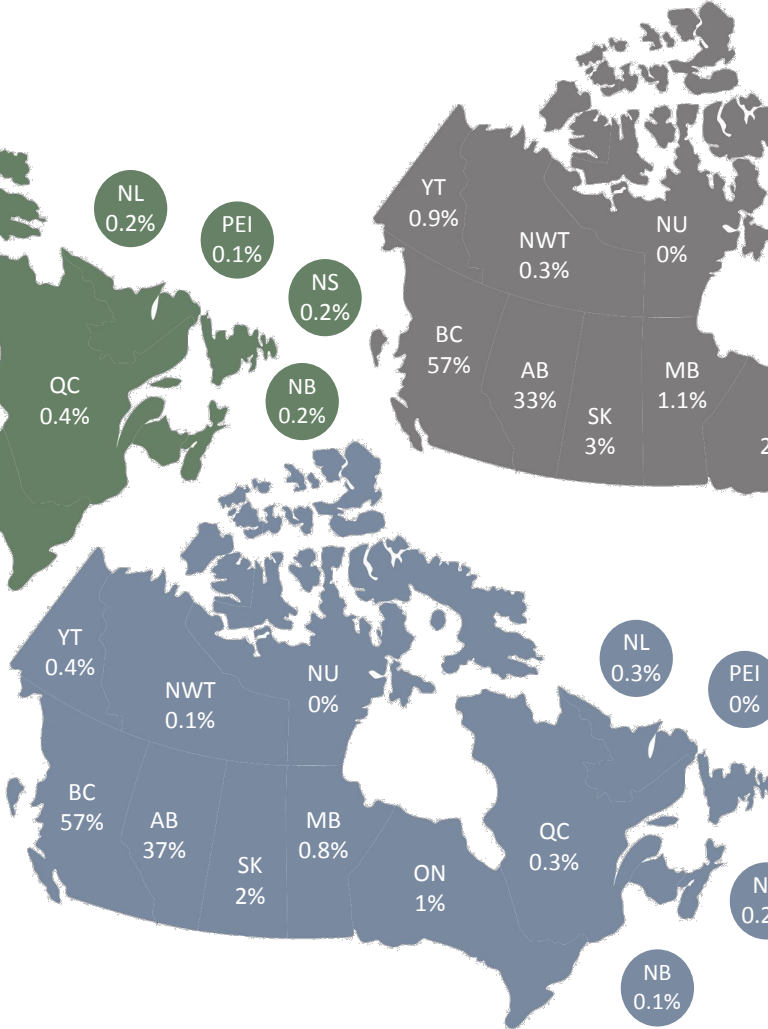
- Increase of **8%** 2023 compared to 2020
- Increase of **102%** 2023 compared to 2021
- Increase of **44%** 2023 compared to 2022

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

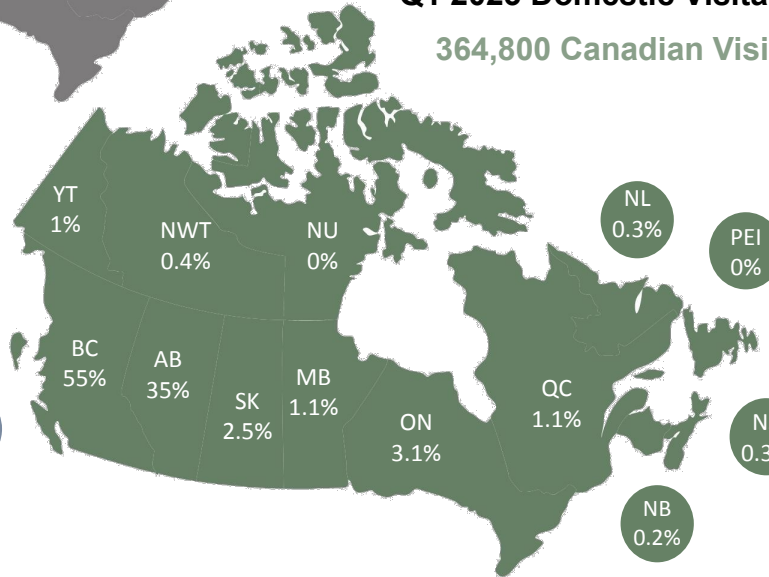


Q1 2020 Domestic Visitation  
337,400 Canadian Visitors

Q1 2021 Domestic Visitation  
180,900 Canadian Visitors



Q1 2022 Domestic Visitation  
253,000 Canadian Visitors



Q1 2023 Domestic Visitation  
364,800 Canadian Visitors

# Canadian Visitation

## Canadian Visitors Travelling to Northern BC by Month

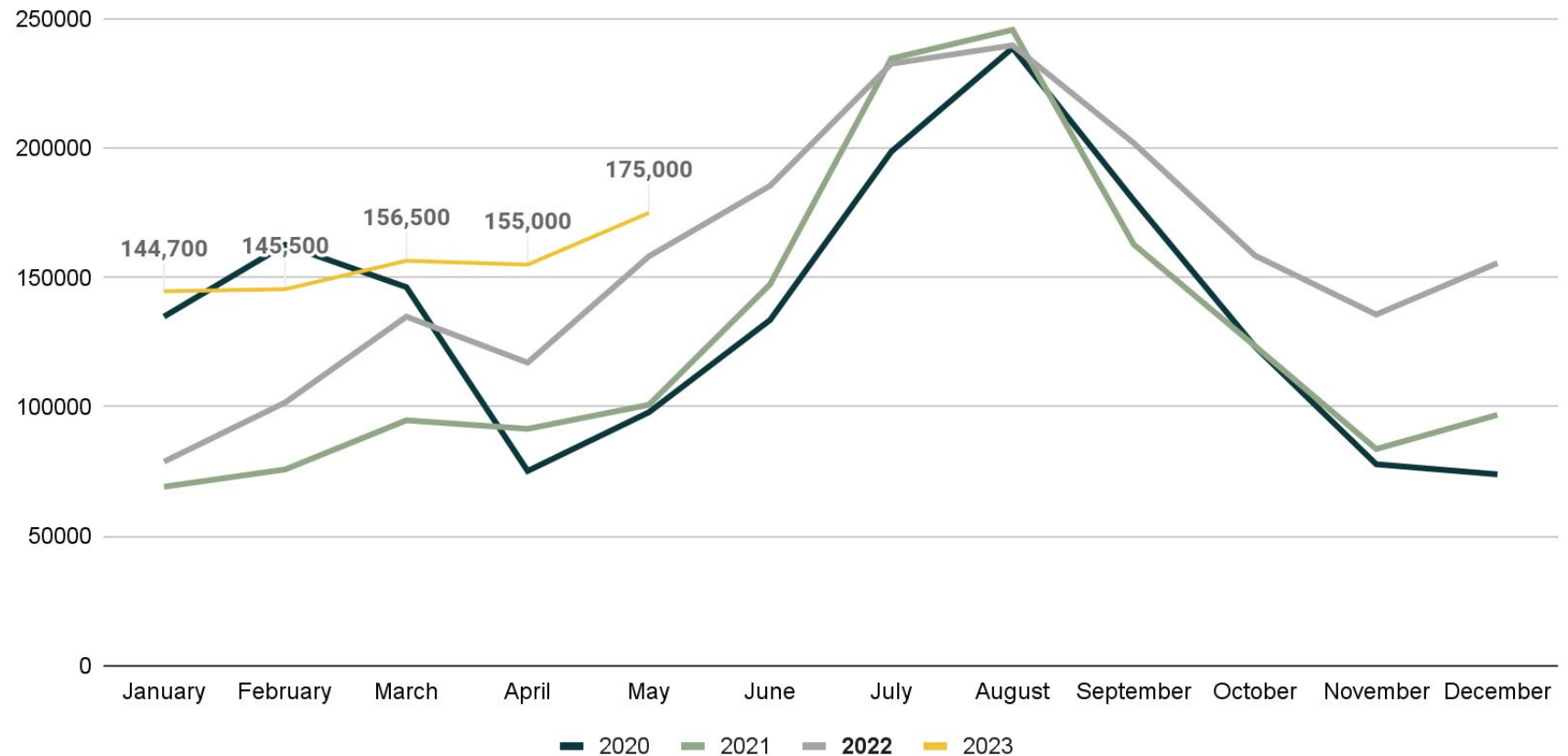
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

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- March 2023 saw a **7%** increase compared to 2020, a **65%** increase compared to 2021 and a **16%** increase compared to 2022
- April 2023 saw a **106%** increase compared to 2020, a **69%** increase compared to 2021 and a **32%** increase compared to 2022
- May 2023 saw a **79%** increase compared to 2020, a **74%** increase compared to 2021 and a **11%** increase compared to 2022



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

# Canadian Visitation

## Canadian Trips To Northern BC By Month

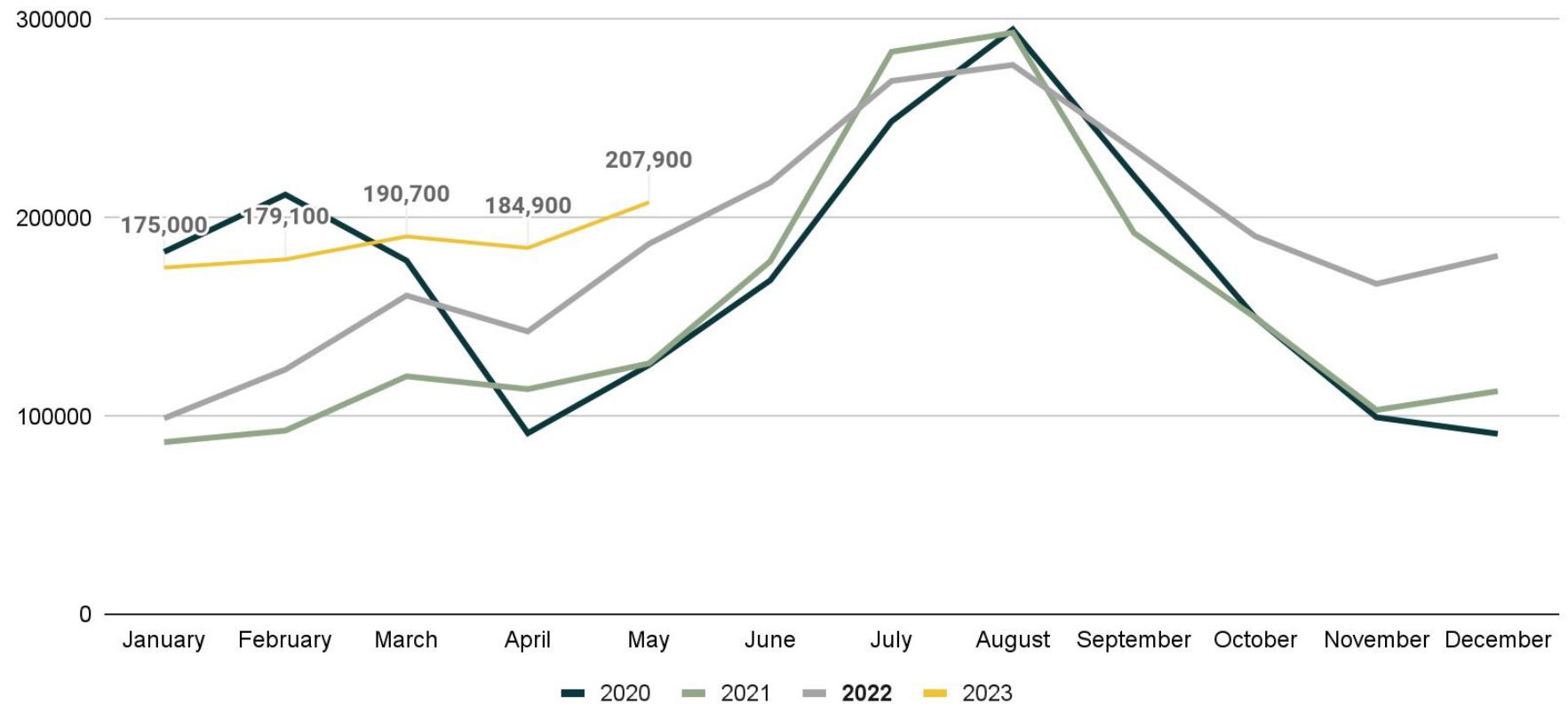
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

- March 2023 saw a **7%** increase compared to 2020, a **59%** increase compared to 2021 and a **19%** increase compared to 2022
- April 2023 saw a **102%** decrease compared to 2020, a **63%** increase compared to 2021 and a **29%** increase compared to 2022
- May 2023 saw a **65%** increase compared to 2020, a **64%** increase compared to 2021 and a **11%** increase compared to 2022



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

# Canadian Visitation

## Canadian Overnight Stays In Northern BC By Month

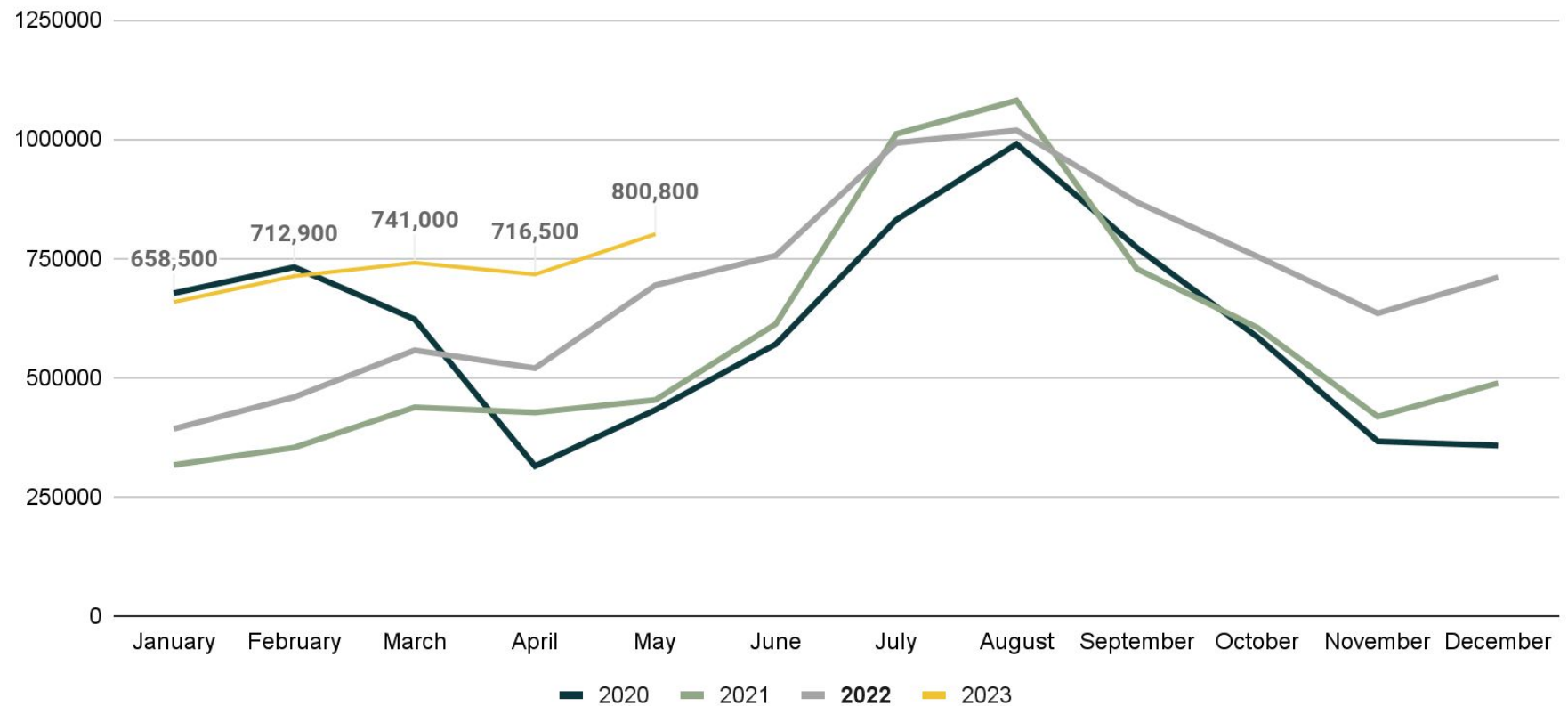
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

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- March 2023 saw a **19%** increase compared to 2020, a **69%** increase compared to 2021 and a **33%** increase compared to 2022
- April 2023 saw a **128%** increase compared to 2020, a **68%** increase compared to 2021 and a **38%** increase compared to 2022
- May 2023 saw a **85%** increase compared to 2020, a **77%** increase compared to 2021 and a **15%** increase compared to 2022



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



# British Columbia Insights

# Northern BC Visitation - Q1

## BC Residents Travelling To Northern BC By Quarter

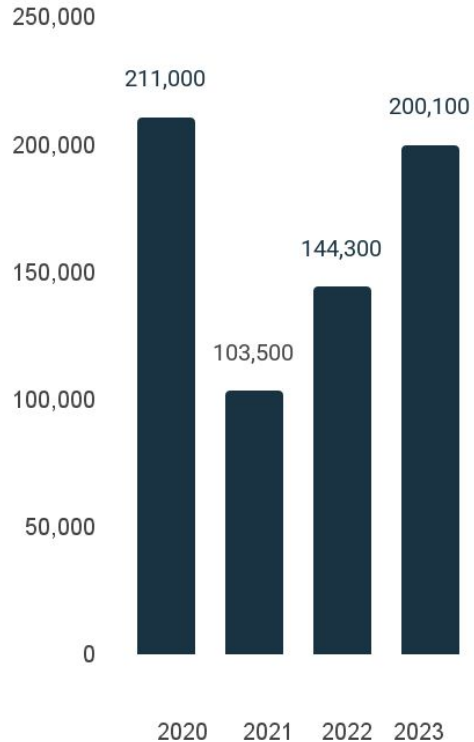
2023 Visitor  
Highlights



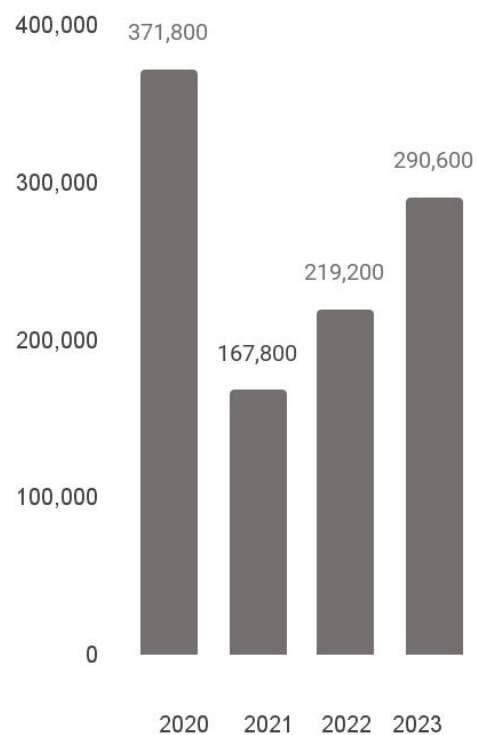
NORTHERN BC  
TOURISM ASSOCIATION

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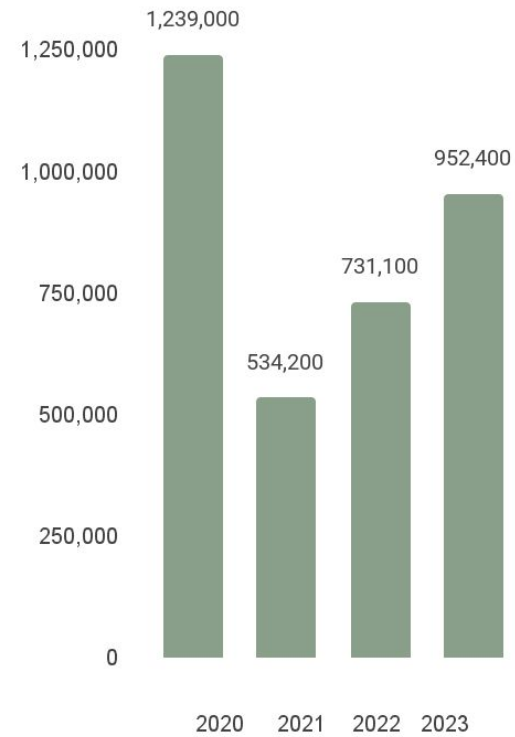
Number of Visitors to Northern BC  
from BC in Q1



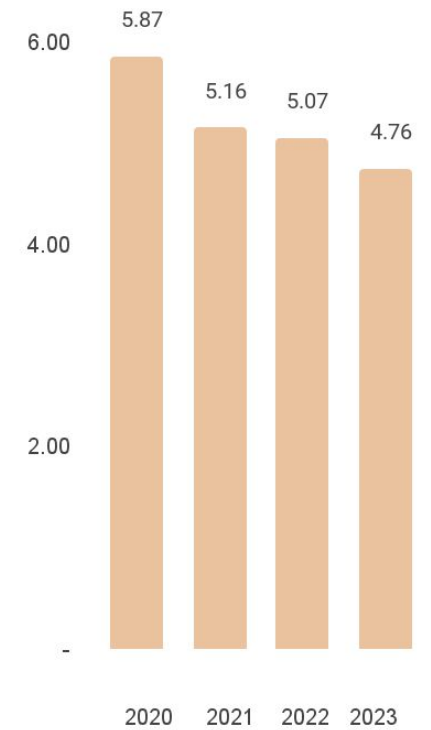
Number of Trips to Northern BC  
from BC in Q1



Number of Nights Stayed in Northern BC  
from BC in Q1



Length of Stay in Northern BC  
from BC in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# BC Visitors To Northern BC By Quarter – Q1

## Number of Visitors To Northern BC By Origin City

2023 Visitor  
Highlights



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City	2020 Visitor Count
Prince George	15,000
Vancouver	13,700
Surrey	12,200
Fort St. John	7,800
Abbotsford	5,200
Kamloops	4,900
Burnaby	4,500
Terrace	4,500
Prince Rupert	4,100
Kelowna	4,100

City	2021 Visitor Count
Prince George	7,500
Surrey	4,300
Vancouver	4,100
Fort St. John	3,300
Prince Rupert	3,000
Kamloops	2,900
Terrace	2,700
Abbotsford	2,700
Kelowna	2,300
Burnaby	2,000

City	2022 Visitor Count
Prince George	10,100
Surrey	7,600
Vancouver	7,300
Fort St. John	4,700
Prince Rupert	3,800
Kamloops	3,700
Terrace	3,600
Abbotsford	3,500
Kelowna	3,200
Burnaby	2,700

City	2023 Visitor Count
Vancouver	14,800
Surrey	14,600
Prince George	11,200
Fort St. John	5,900
Kamloops	5,600
Abbotsford	5,300
Burnaby	5,200
Richmond	4,500
Kelowna	4,400
Prince Rupert	4,000

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# British Columbian Visitation

## BC Visitors Travelling To Northern BC By Month

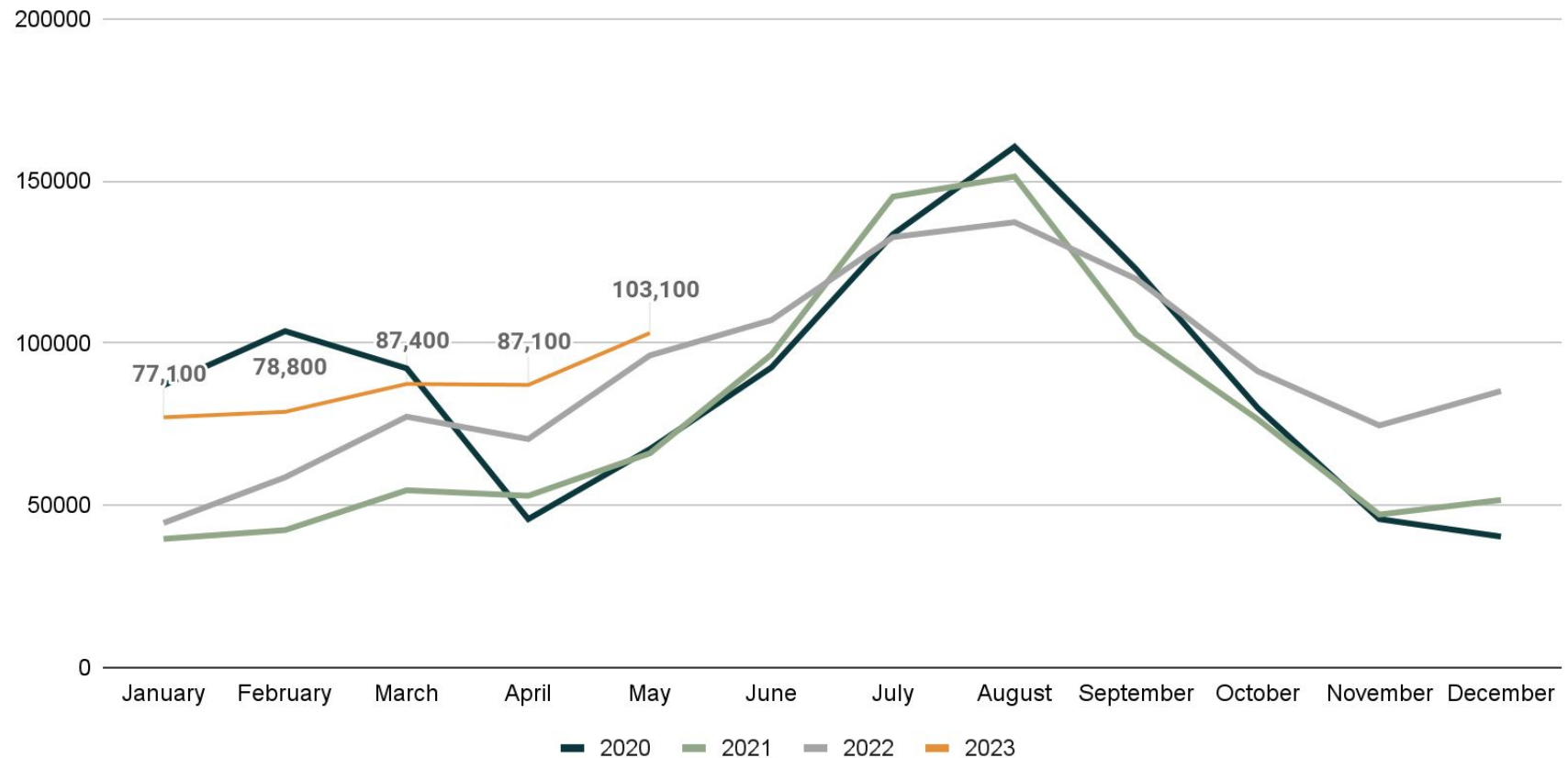
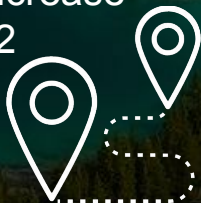
2023 Visitor  
Highlights



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- March 2023 saw a **5%** decrease compared to 2020, a **60%** increase compared to 2021 and a **13%** increase compared to 2022
- April 2023 saw a **90%** increase compared to 2020, a **65%** increase compared to 2021 and a **24%** increase compared to 2022
- May 2023 saw a **53%** increase compared to 2020, a **56%** increase compared to 2021 and a **7%** increase compared to 2022



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

# British Columbian Visitation

## BC Trips To Northern BC By Month

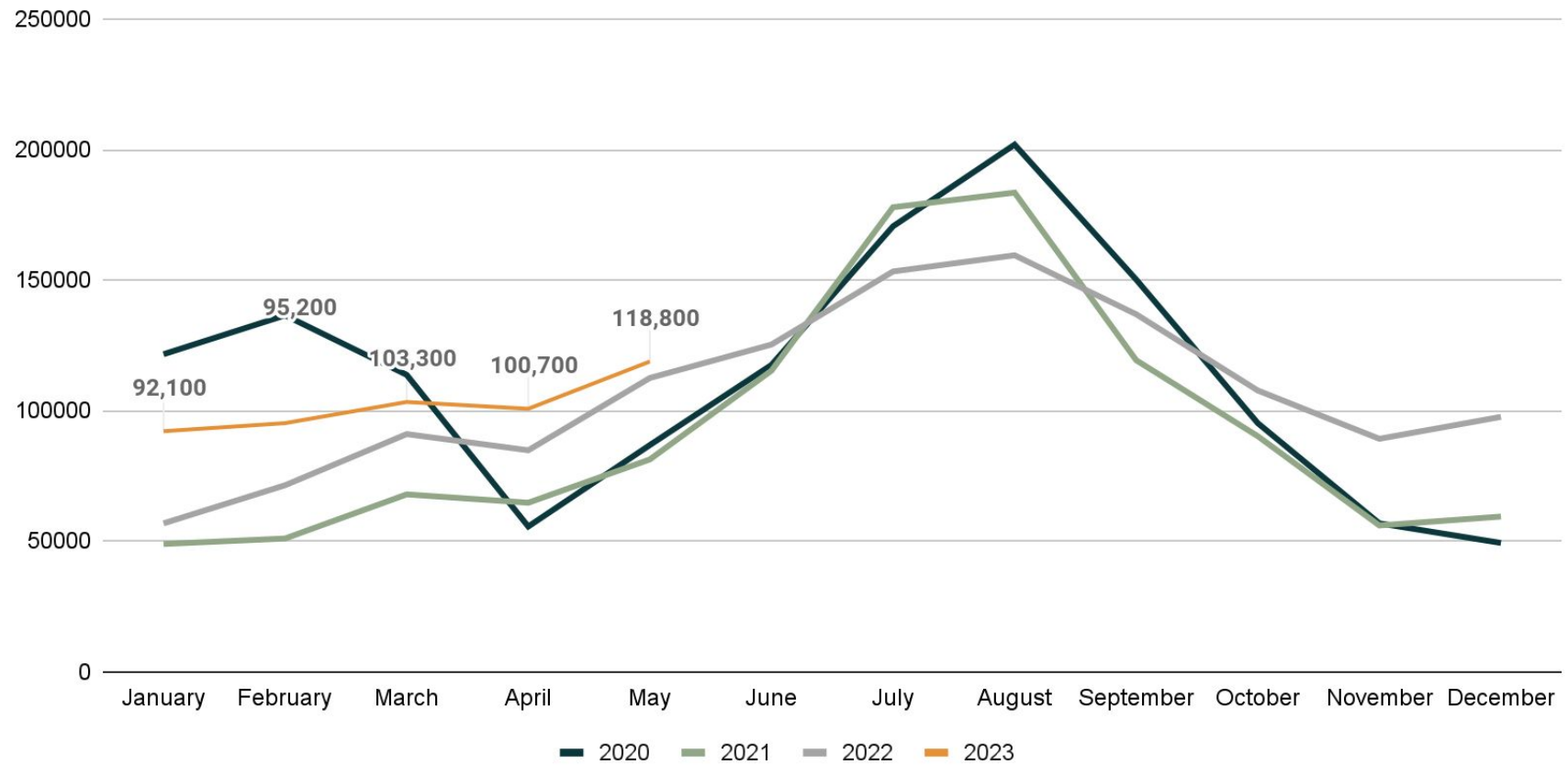
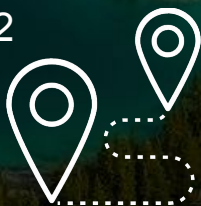
2023 Visitor  
Highlights



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- March 2023 saw a **9%** decrease compared to 2020, a **52%** increase compared to 2021 and a **14%** increase compared to 2022
- April 2023 saw a **81%** increase compared to 2020, a **56%** increase compared to 2021 and a **19%** increase compared to 2022
- May 2023 saw a **37%** increase compared to 2020, a **46%** increase compared to 2021 and a **6%** increase compared to 2022



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

# British Columbian Visitation

## BC Overnight Stays In Northern BC By Month

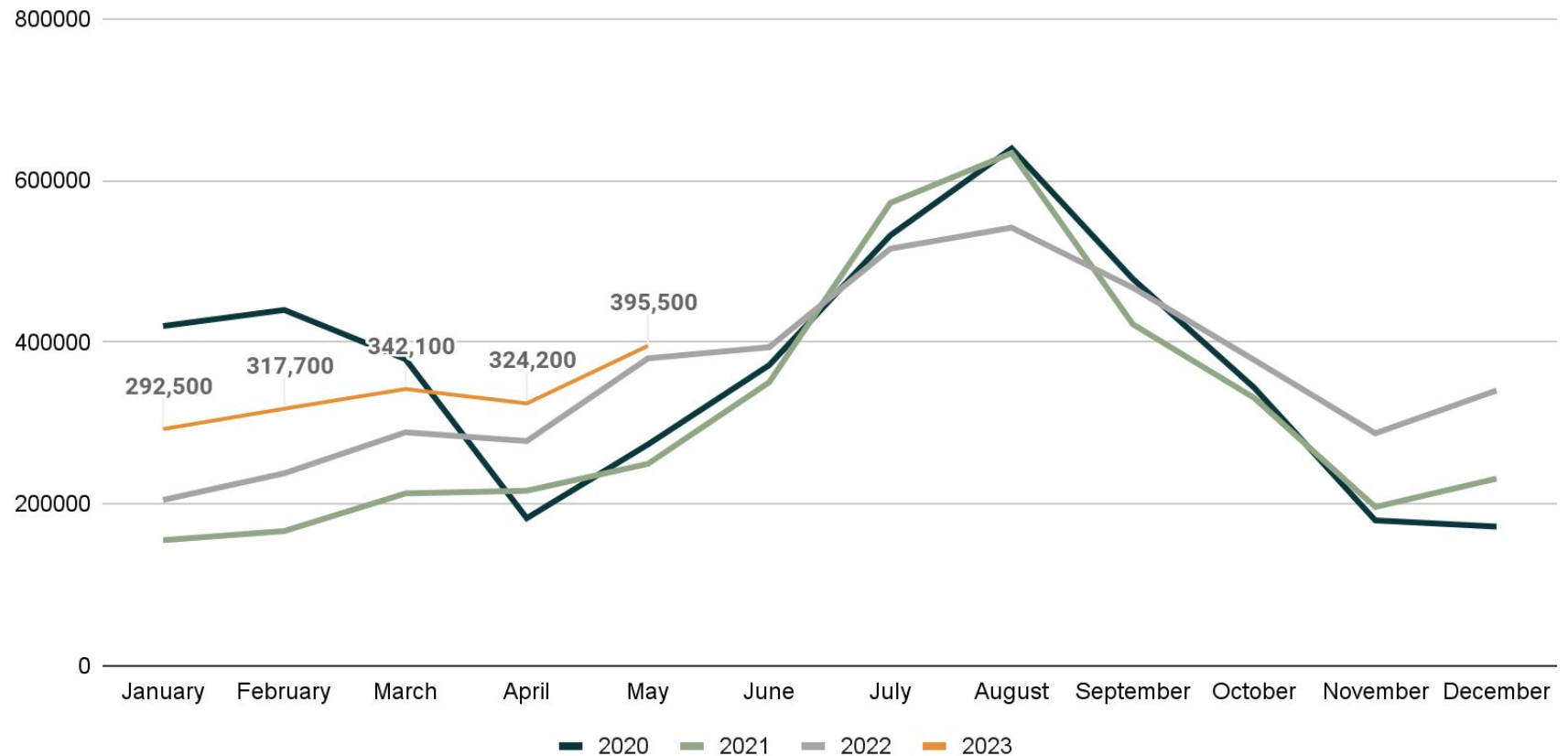
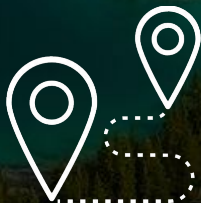
2023 Visitor  
Highlights



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- March 2023 saw a **10%** decrease compared to 2020, a **61%** increase compared to 2021 and a **19%** increase compared to 2022
- April 2023 saw a **78%** increase compared to 2020, a **50%** increase compared to 2021 and a **17%** increase compared to 2022
- May 2023 saw a **45%** increase compared to 2020, a **59%** increase compared to 2021 and a **4%** increase compared to 2022



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

# January 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



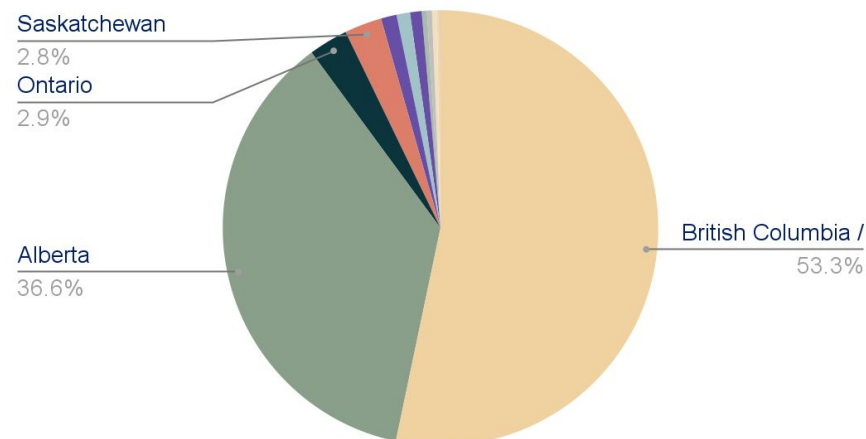
bcrts

### Overview

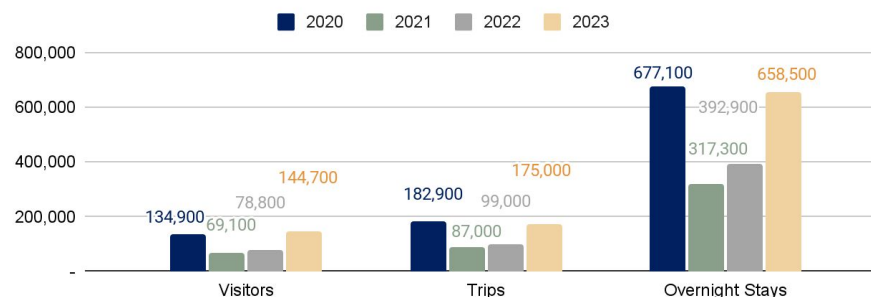
The number of visitors to British Columbia from Canadian travelers increased by **7%** when comparing January 2023 to January 2020.

Visitors increased by **109%** when compared to January 2021, and increased by **84%** when compared to January 2022.

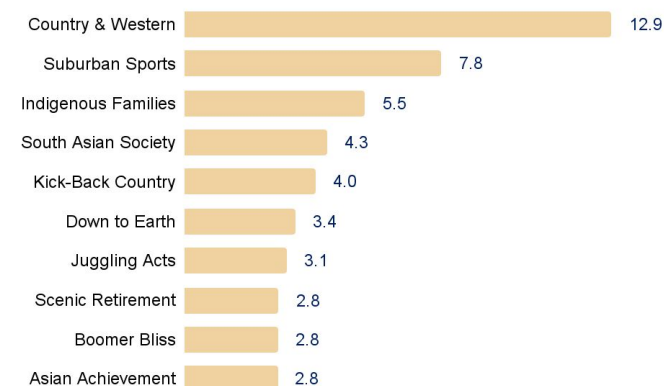
Percentage of Visitors to Northern BC  
by Province January 2023



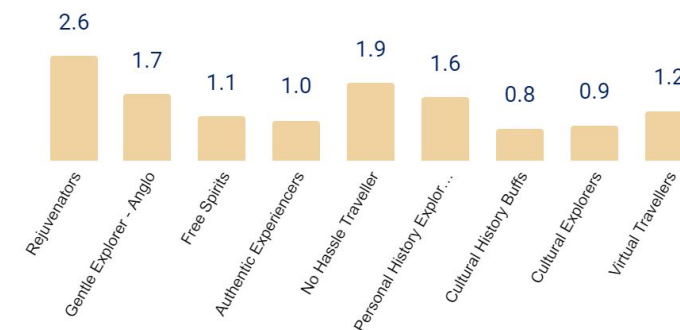
Canadian Visitors to Northern BC  
January 2020-2023



January 2023 BC Visitors by PRIZM Segment



January 2023 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

# February 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



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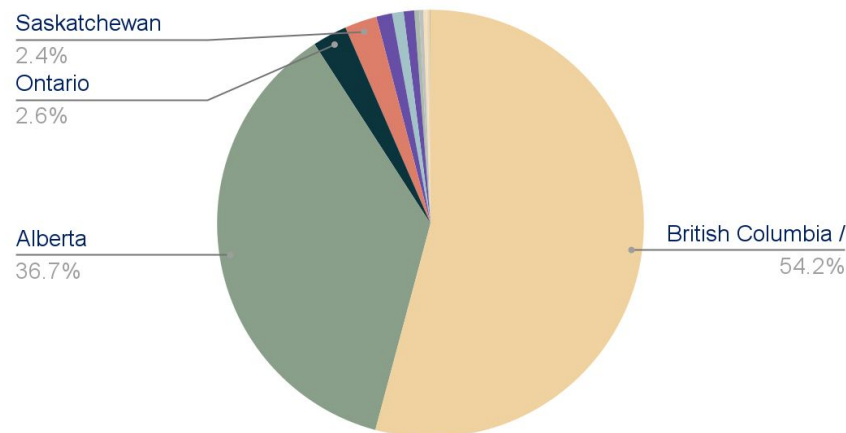
bcrts

### Overview

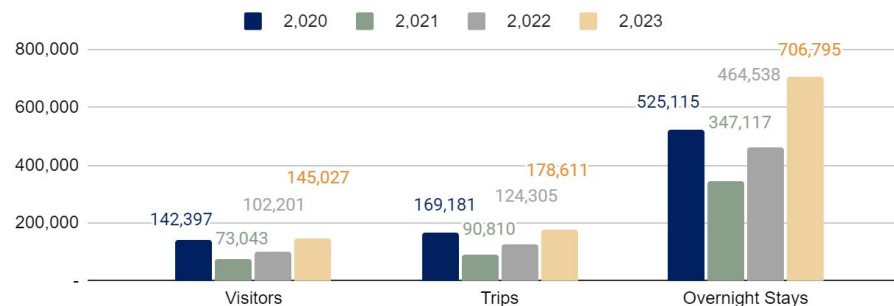
The number of visitors to British Columbia from Canadian travelers decreased by **11%** when comparing February 2023 to February 2020.

Visitors increased by **92%** when compared to February 2021, and increased by **43%** when compared to February 2022.

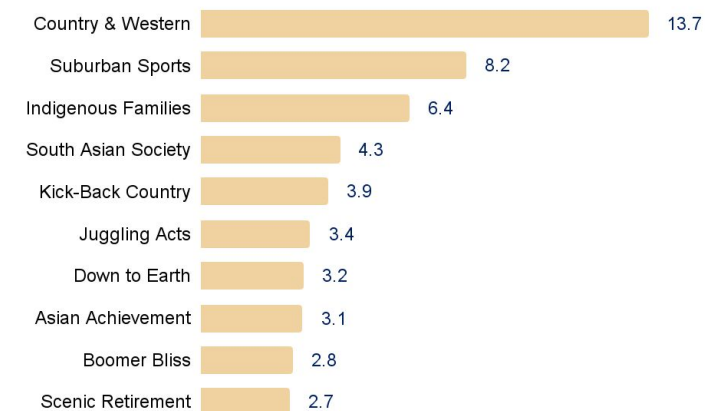
Percentage of Visitors to Northern BC  
by Province February 2023



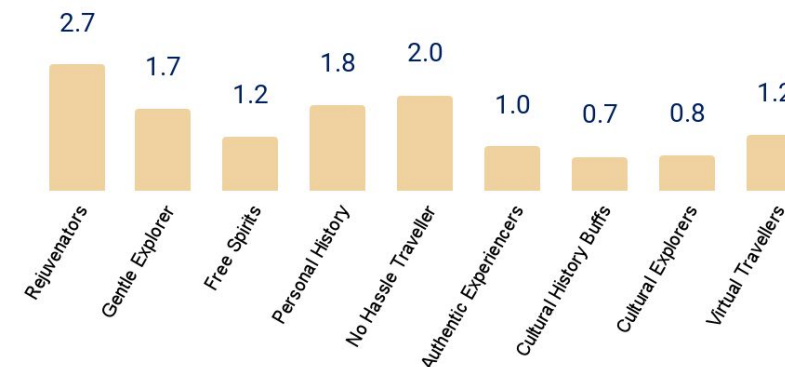
Canadian Visitors to Northern BC  
February 2020-2023



February 2023 BC Visitors by PRIZM Segment



February 2023 BC Visitors by EQ Type



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

# March 2023 Canada/British Columbia Regional Visitation

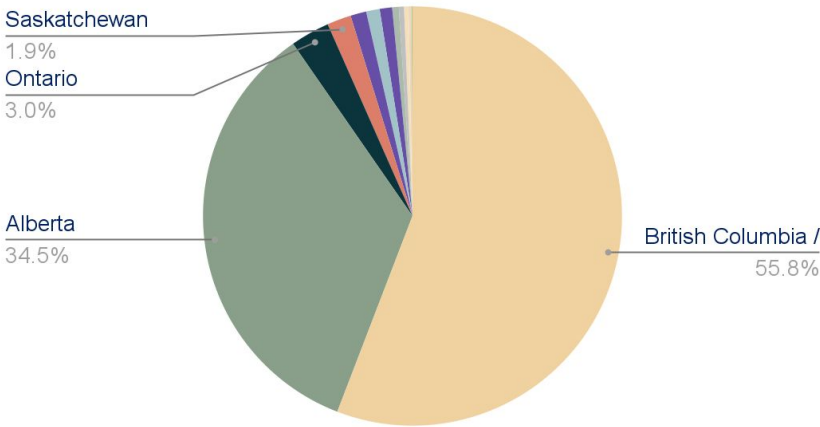
## Northern BC

### Overview

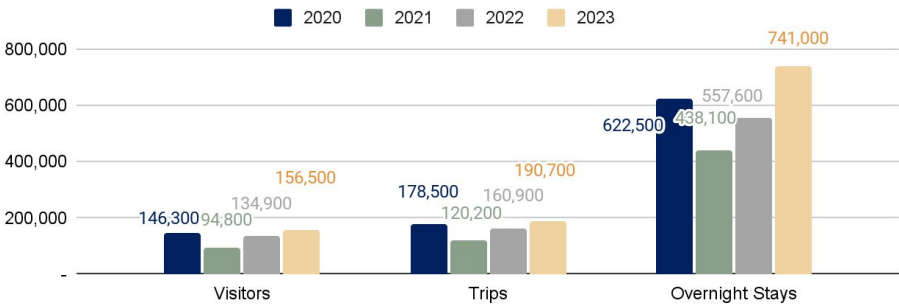
The number of visitors to British Columbia from Canadian travelers increased by **7%** when comparing March 2023 to March 2020.

Visitors increased by **65%** when compared to March 2021, and increased by **16%** when compared to March 2022.

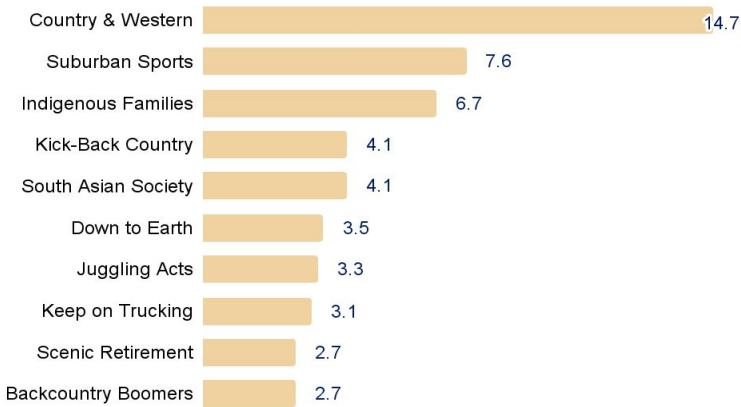
Percentage of Visitors to Northern BC  
by Province March 2023



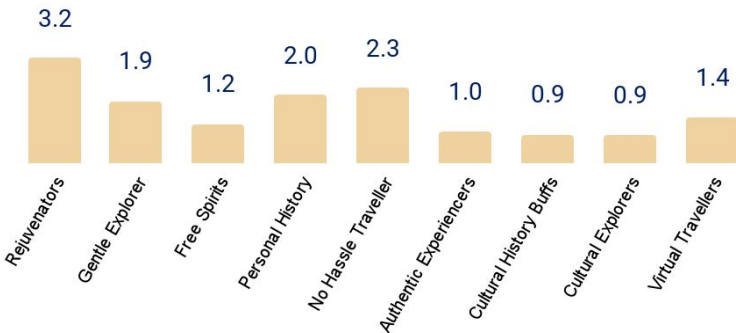
Canadian Visitors to Northern BC  
March 2020-2023



March 2023 BC Visitors by PRIZM Segment



March 2023 BC Visitors by EQ Type



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

# April 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



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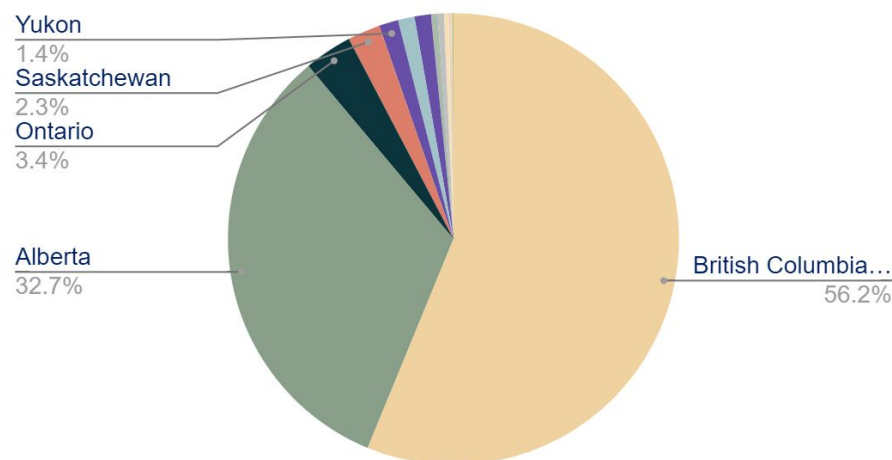
bcrts

### Overview

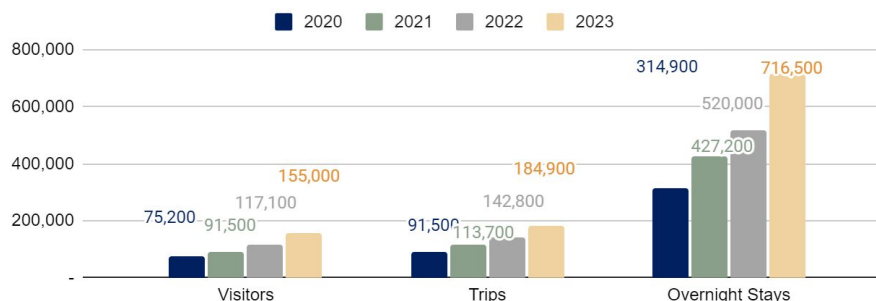
The number of visitors to British Columbia from Canadian travelers increased by **106%** when comparing April 2023 to April 2020.

Visitors increased by **69%** when compared to April 2021, and increased by **32%** when compared to April 2022.

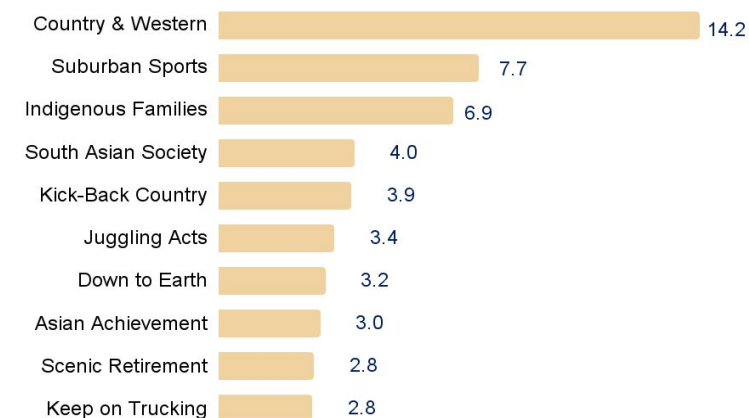
Percentage of Visitors to Northern BC  
by Province April 2023



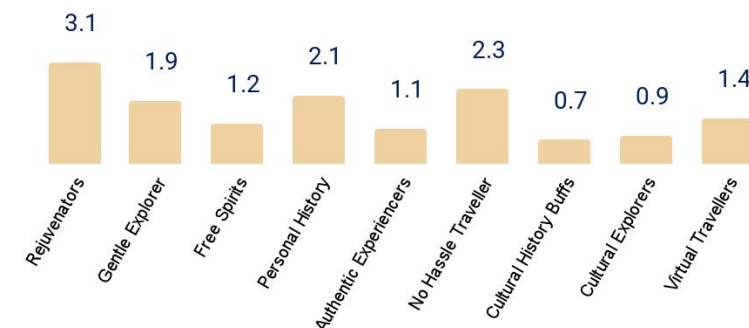
Canadian Visitors to Northern BC  
April 2020-2023



April 2023 BC Visitors by PRIZM Segment



April 2023 BC Visitors by EQ Type



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

# May 2023 Canada/British Columbia Regional Visitation

2023 Visitor  
Highlights



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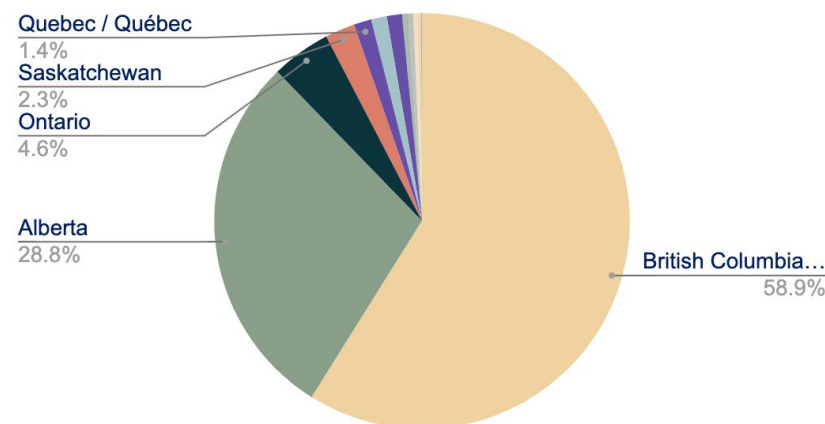
## Northern BC

### Overview

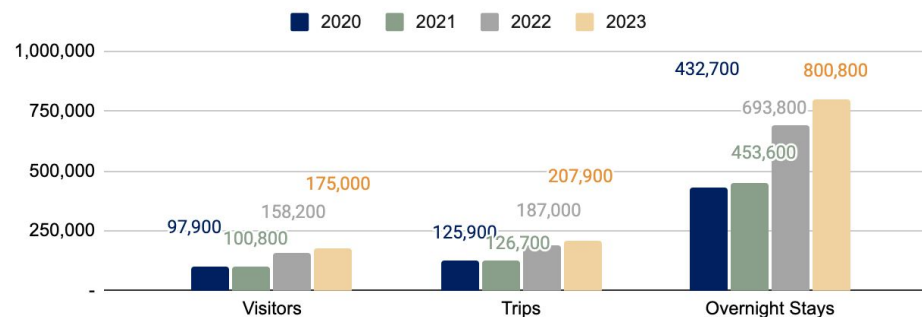
The number of visitors to British Columbia from Canadian travelers increased by **79%** when comparing May 2023 to May 2020.

Visitors increased by **74%** when compared to May 2021, and increased by **11%** when compared to May 2022.

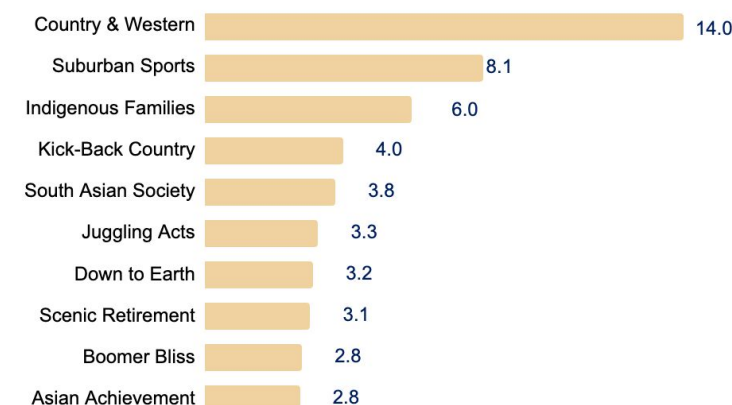
Percentage of Visitors to Northern BC  
by Province May 2023



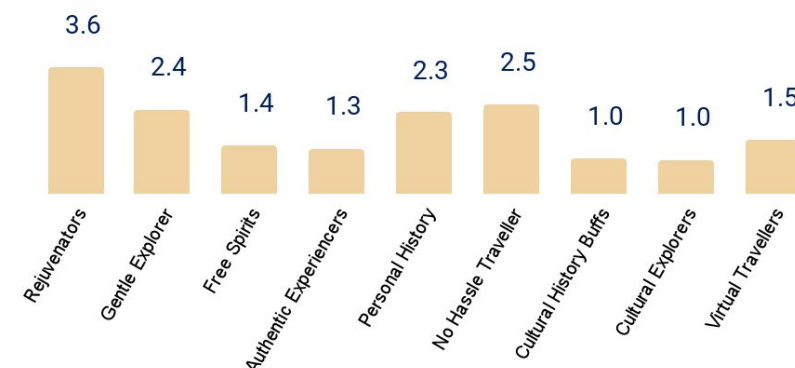
Canadian Visitors to Northern BC  
May 2020-2023



May 2023 BC Visitors by PRIZM Segment



May 2023 BC Visitors by EQ Type



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

# Northern BC Visitation - Q1

## Alberta Residents Travelling To Northern BC By Quarter

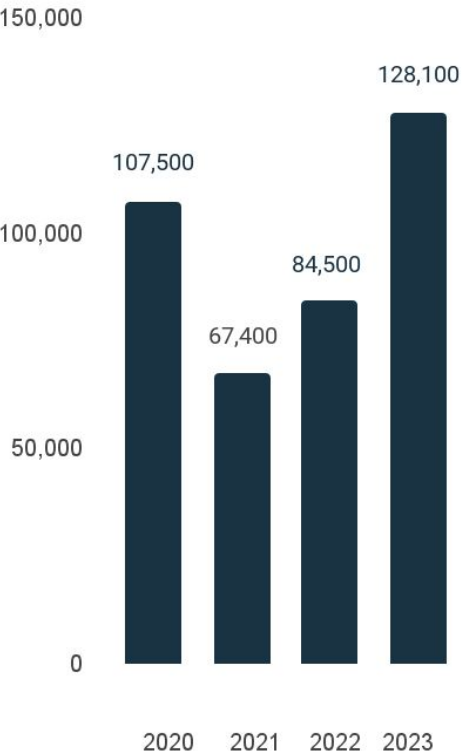
2023 Visitor  
Highlights



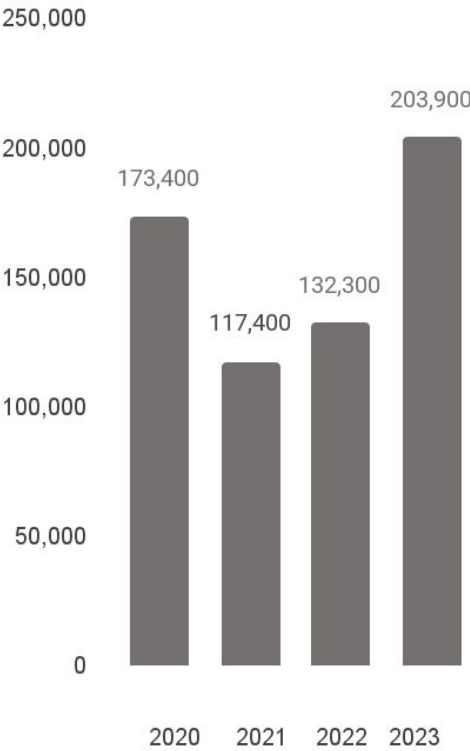
NORTHERN BC  
TOURISM ASSOCIATION

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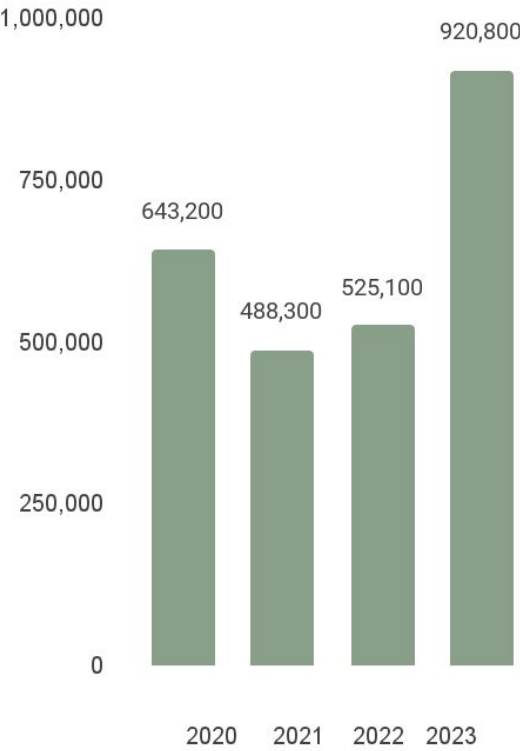
Number of Visitors to Northern BC  
from AB in Q1



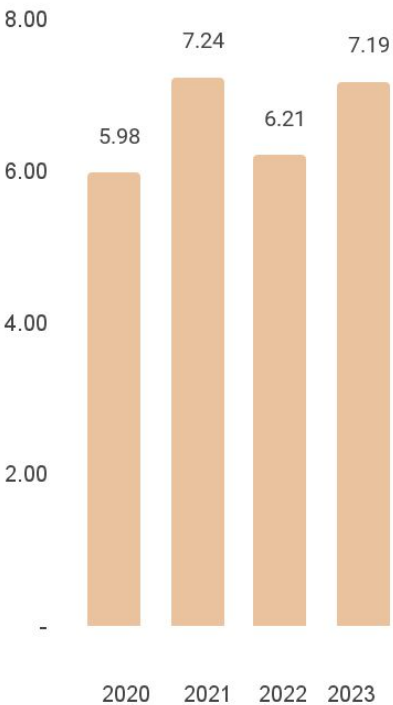
Number of Trips to Northern BC  
from AB in Q1



Number of Nights Stayed in Northern BC  
from AB in Q1



Length of Stay in Northern BC  
from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# Alberta Visitors to Northern BC By Quarter - Q1

## Number Of Visitors To Northern BC By Origin City

2023 Visitor  
Highlights



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City	2020 Visitor Count
Calgary	25,500
Edmonton	24,400
Grande Prairie	8,800
Red Deer	2,800
Strathcona County	2,800
Grande Prairie County No. 1	2,700
St. Albert	1,700
Airdrie	1,700
Wood Buffalo	1,200
Spruce Grove	1,200

City	2021 Visitor Count
Edmonton	15,000
Calgary	9,000
Grande Prairie	6,900
Red Deer	2,600
Grande Prairie County No. 1	2,300
Strathcona County	1,800
St. Albert	1,100
Parkland County	900
Mackenzie County	900
Spruce Grove	800

City	2022 Visitor Count
Edmonton	19,700
Calgary	16,600
Grande Prairie	6,400
Red Deer	2,800
Grande Prairie County No. 1	2,300
Strathcona County	2,200
St. Albert	1,400
Airdrie	1,100
Wood Buffalo	1,000
Spruce Grove	1,000

City	2023 Visitor Count
Edmonton	30,700
Calgary	24,200
Grande Prairie	8,600
Red Deer	4,900
Strathcona County	3,500
Grande Prairie County No. 1	3,000
St. Albert	2,300
Airdrie	2,000
Lethbridge	1,900
Spruce Grove	1,400

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# Alberta Visitation

## Alberta Visitors Travelling To Northern BC By Month

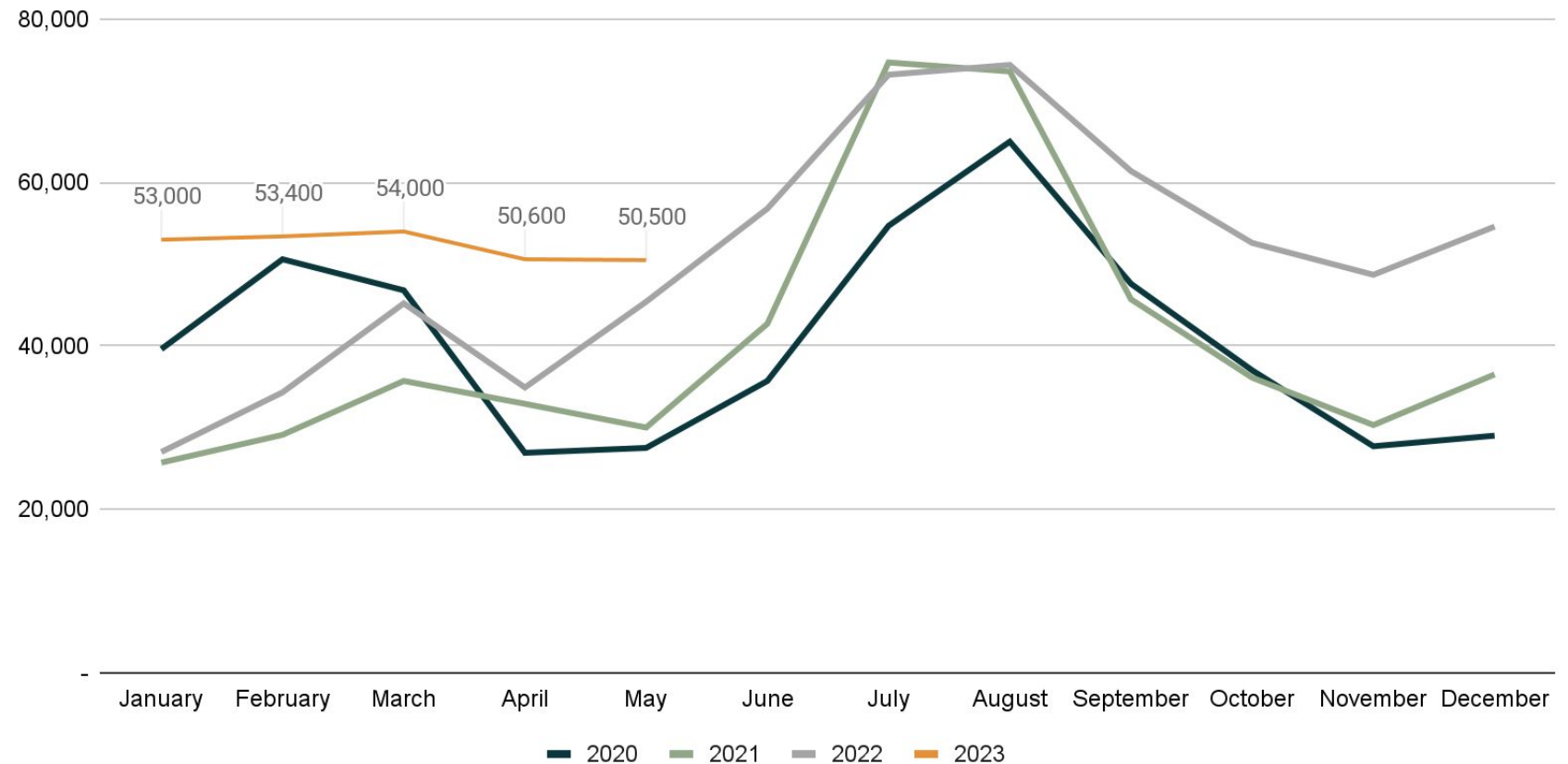
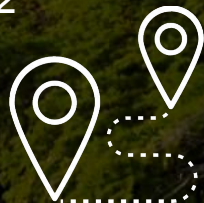
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

- March 2023 saw a **15%** increase compared to 2020, a **51%** increase compared to 2021 and a **19%** increase compared to 2022
- April 2023 saw a **88%** increase compared to 2020, a **54%** increase compared to 2021 and a **45%** increase compared to 2022
- May 2023 saw a **84%** increase compared to 2020, a **68%** increase compared to 2021 and a **11%** increase compared to 2022



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

# Alberta Visitation

## Alberta Trips to Northern BC By Month

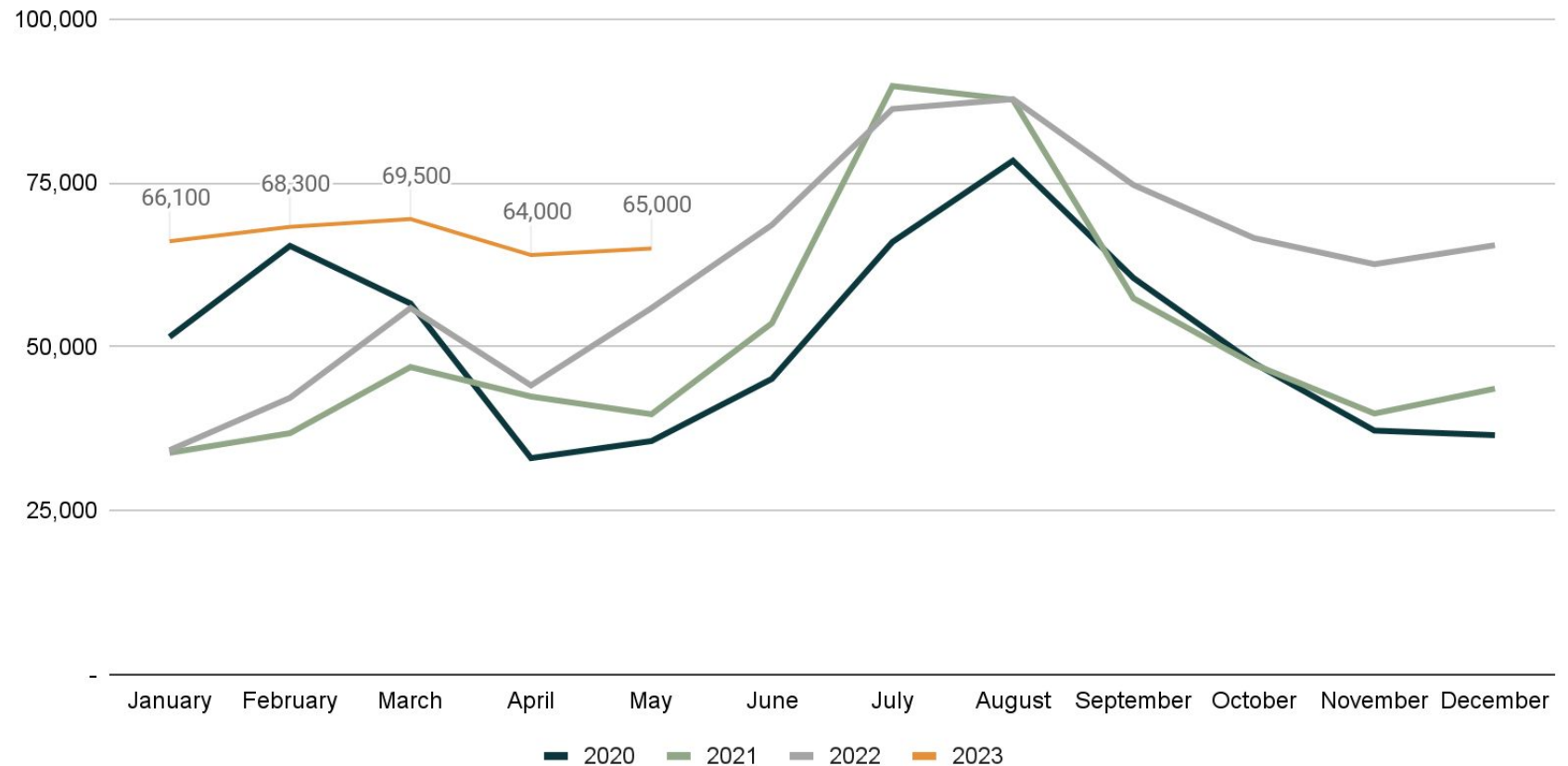
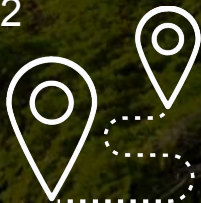
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

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- March 2023 saw a **23%** increase compared to 2020, a **48%** increase compared to 2021 and a **24%** increase compared to 2022
- April 2023 saw a **23%** increase compared to 2020, a **48%** increase compared to 2021 and a **24%** increase compared to 2022
- May 2023 saw a **83%** increase compared to 2020, a **64%** increase compared to 2021 and a **16%** increase compared to 2022



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

# Alberta Visitation

## Alberta Overnight Stays In Northern BC By Month

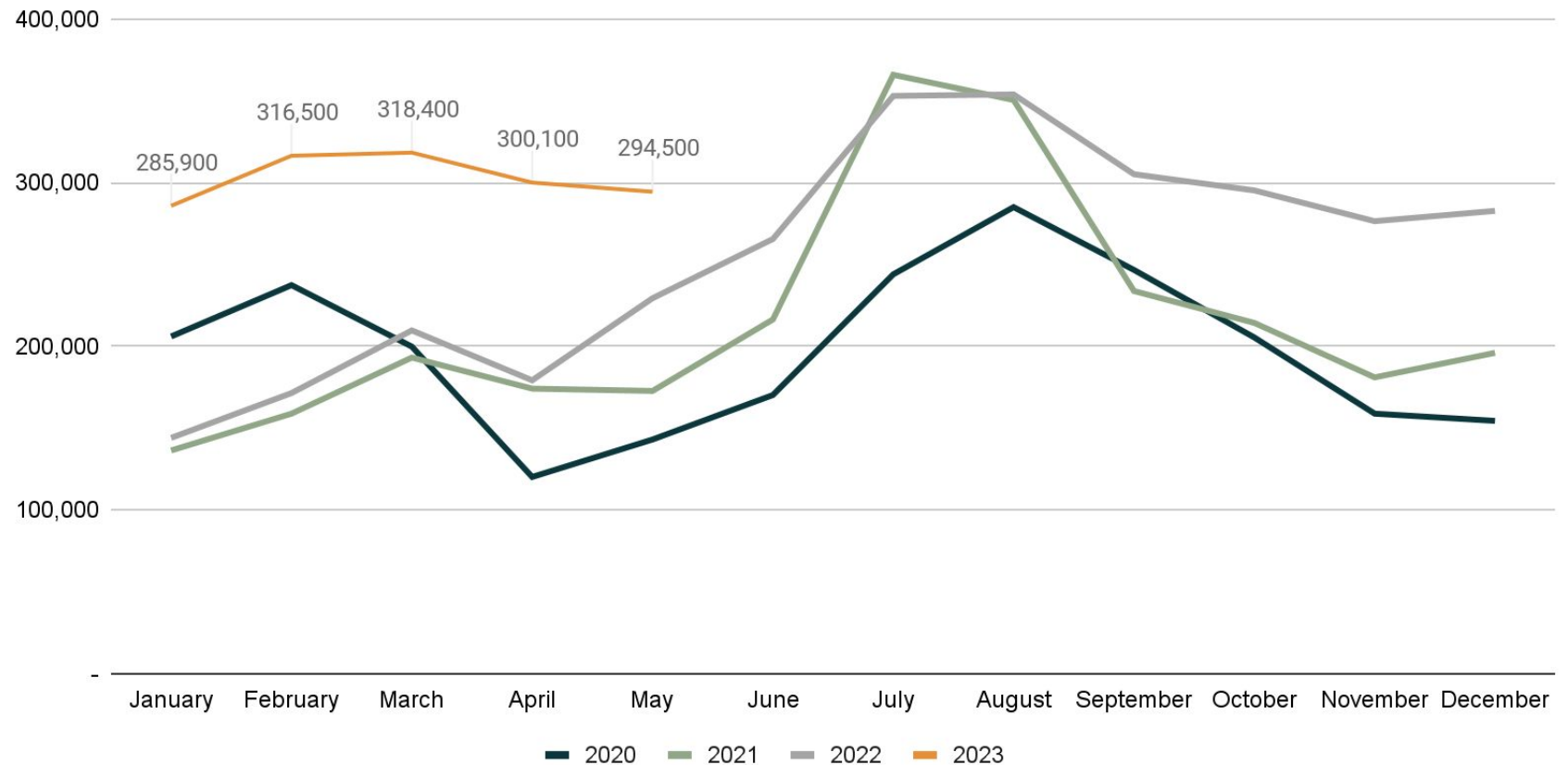
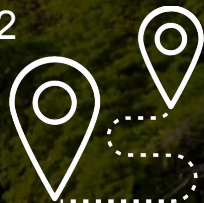
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

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- March 2023 saw a **59%** increase compared to 2020, a **65%** increase compared to 2021 and a **52%** increase compared to 2022
- April 2023 saw a **150%** increase compared to 2020, a **72%** increase compared to 2021 and a **67%** increase compared to 2022
- May 2023 saw a **106%** increase compared to 2020, a **71%** increase compared to 2021 and a **28%** increase compared to 2022



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

# January 2023 Canada/Alberta Regional Visitation

## Northern BC

### 2023 Visitor Highlights



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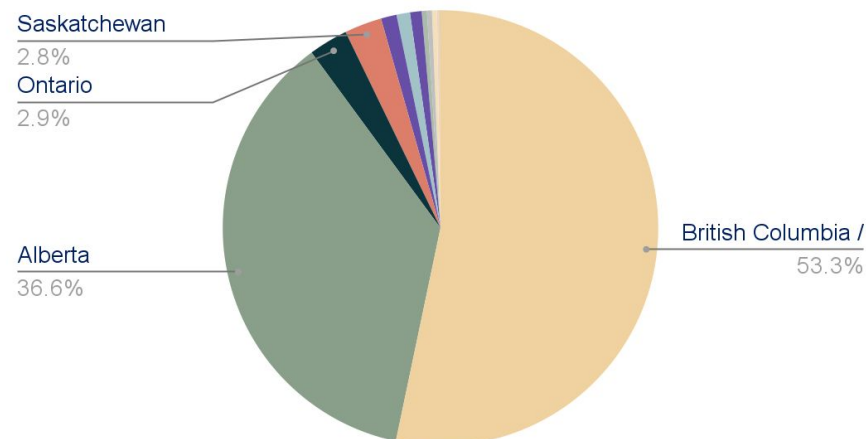
bcrts

### Overview

The number of visitors to British Columbia from Canadian travelers increased by **7%** when comparing January 2023 to January 2020.

Visitors increased by **109%** when compared to January 2021, and increased by **84%** when compared to January 2022.

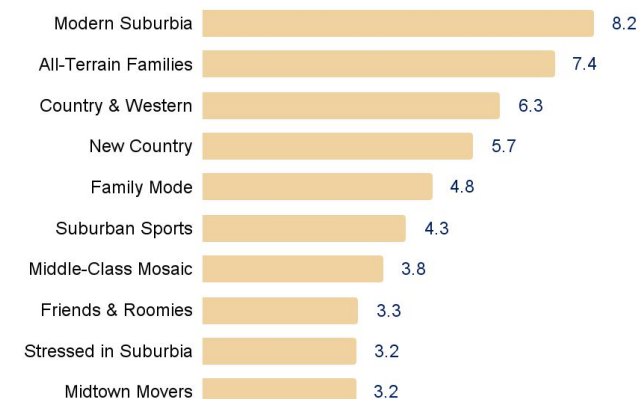
Percentage of Visitors to Northern BC by Province January 2023



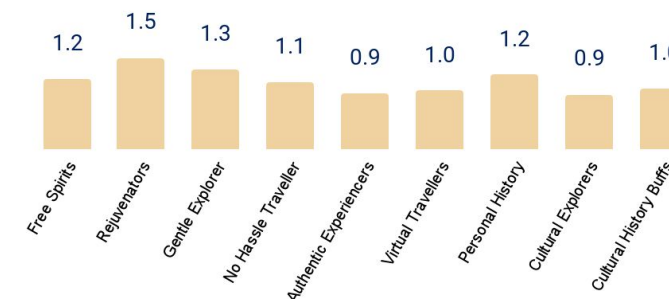
Canadian Visitors to Northern BC January 2020-2023



January 2023 AB Visitors by PRIZM Segment



January 2023 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

# February 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



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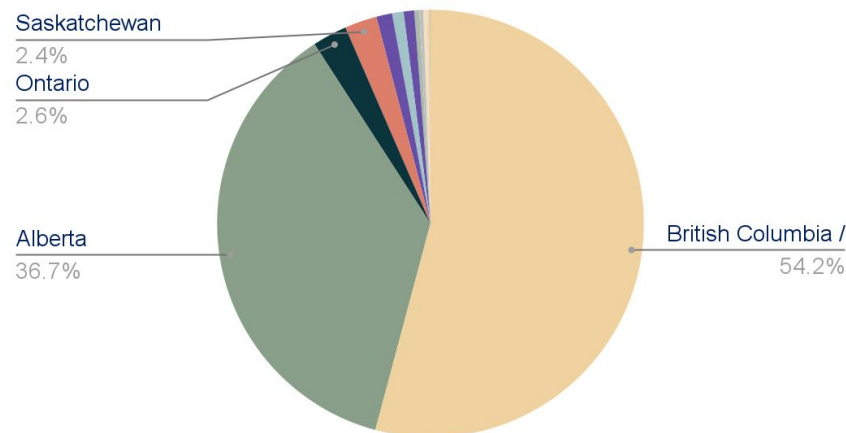
bcrts

### Overview

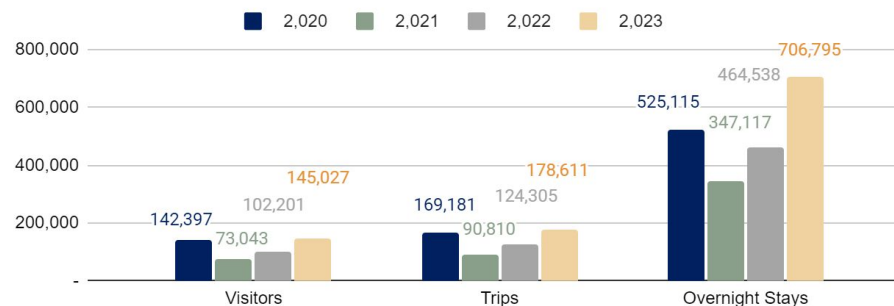
The number of visitors to British Columbia from Canadian travelers decreased by **11%** when comparing February 2023 to February 2020.

Visitors increased by **92%** when compared to February 2021, and increased by **43%** when compared to February 2022.

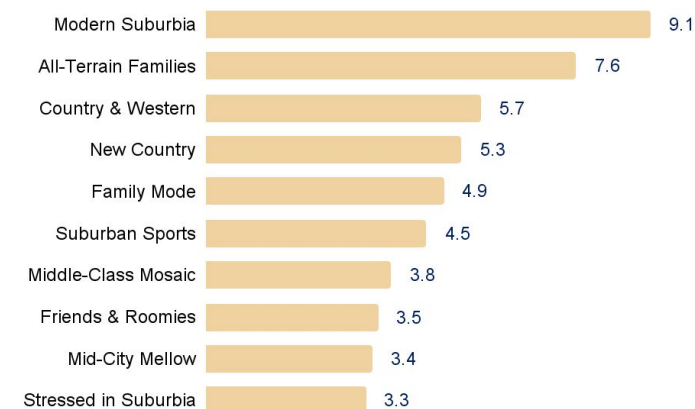
Percentage of Visitors to Northern BC  
by Province February 2023



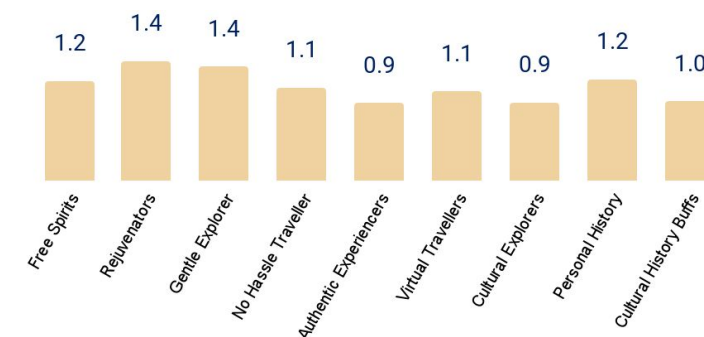
Canadian Visitors to Northern BC  
February 2020-2023



February 2023 AB Visitors by PRIZM Segment



February 2023 AB Visitors by EQ Type



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

# March 2023 Canada/Alberta Regional Visitation



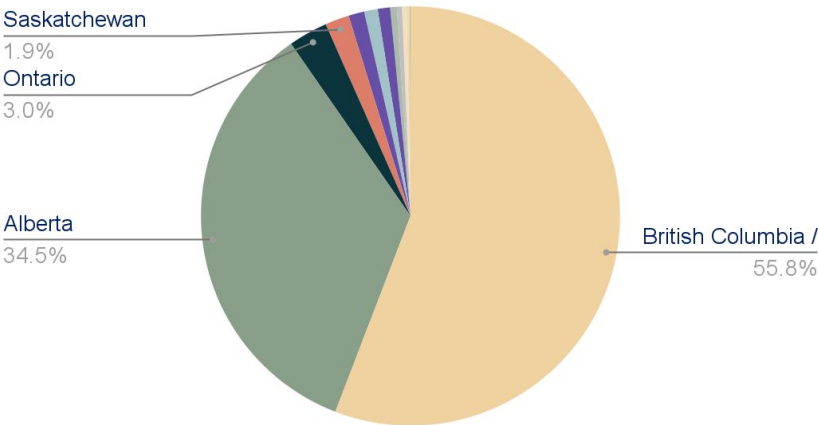
## Northern BC

### Overview

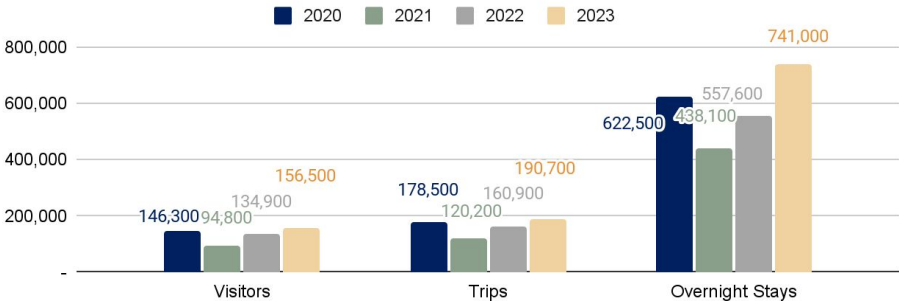
The number of visitors to British Columbia from Canadian travelers increased by **7%** when comparing March 2023 to March 2020.

Visitors increased by **65%** when compared to March 2021, and increased by **16%** when compared to March 2022.

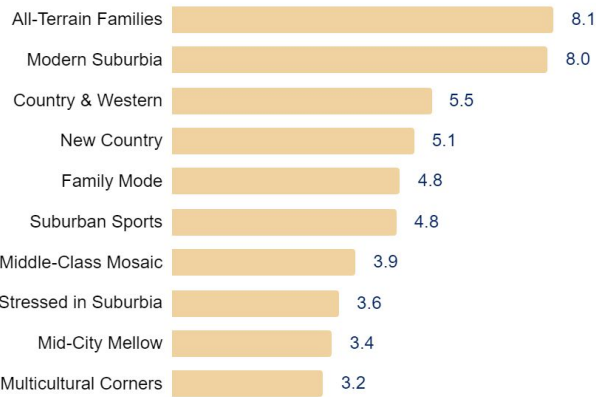
Percentage of Visitors to Northern BC by Province March 2023



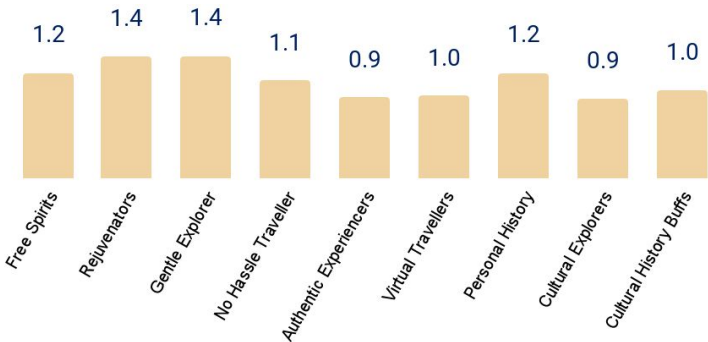
Canadian Visitors to Northern BC March 2020-2023



March 2023 AB Visitors by PRIZM Segment



March 2023 AB Visitors by EQ Type



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

# April 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



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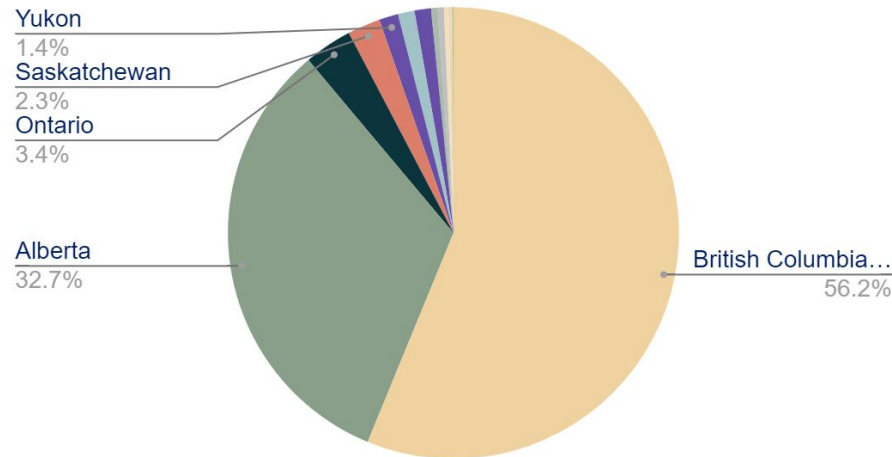
bcrts

### Overview

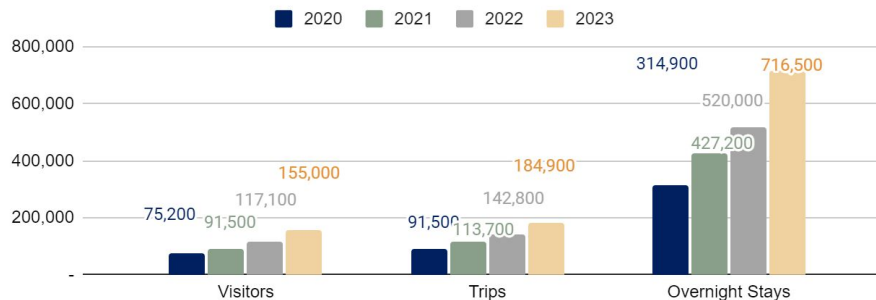
The number of visitors to British Columbia from Canadian travelers increased by **106%** when comparing April 2023 to April 2020.

Visitors increased by **69%** when compared to April 2021, and increased by **32%** when compared to April 2022.

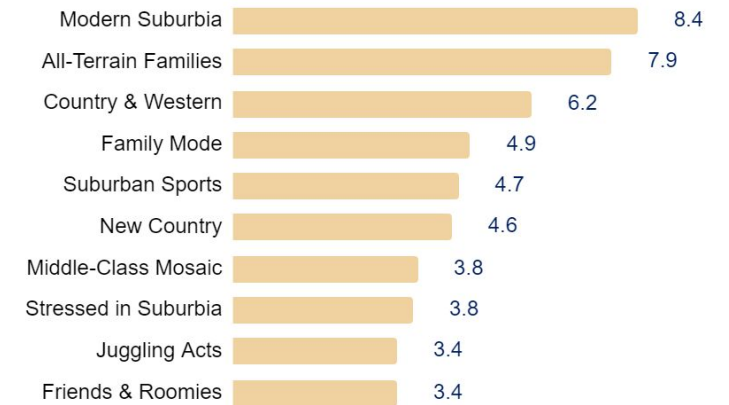
Percentage of Visitors to Northern BC  
by Province April 2023



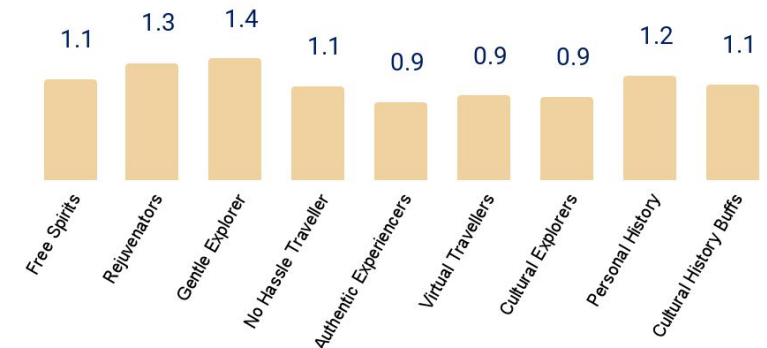
Canadian Visitors to Northern BC  
April 2020-2023



April 2023 AB Visitors by PRIZM Segment



April 2023 AB Visitors by EQ Type



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

# May 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



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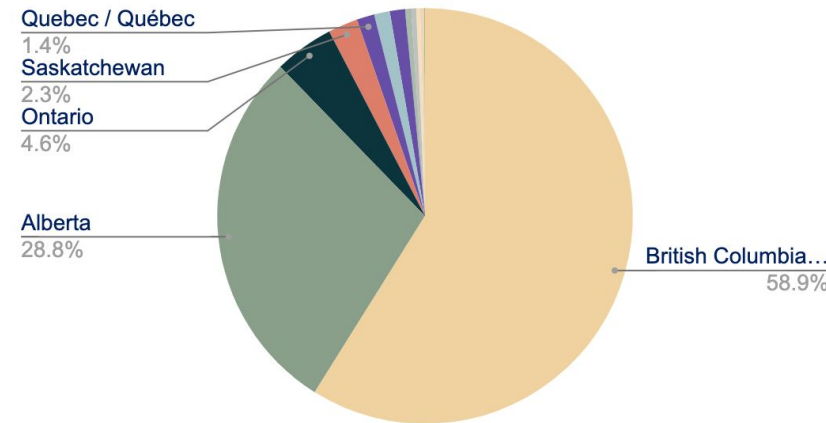
bcrts

### Overview

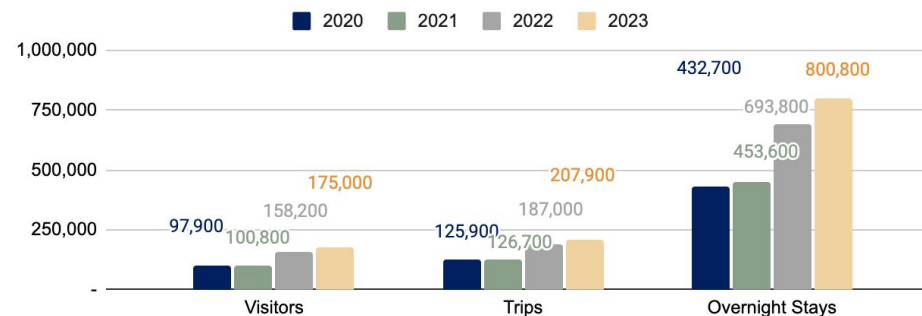
The number of visitors to British Columbia from Canadian travelers increased by **79%** when comparing May 2023 to May 2020.

Visitors increased by **74%** when compared to May 2021, and increased by **11%** when compared to May 2022.

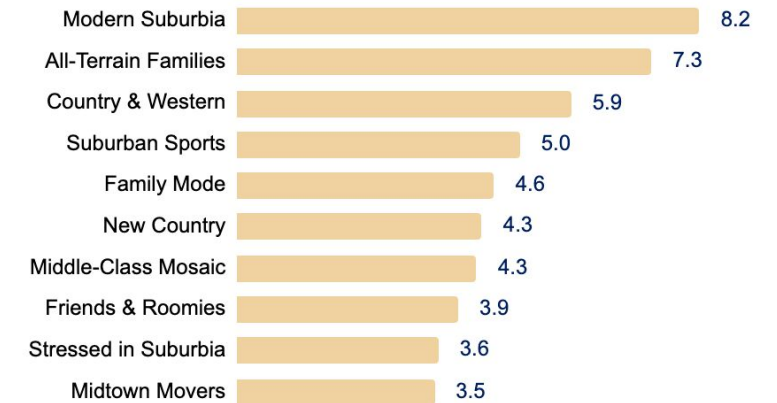
Percentage of Visitors to Northern BC  
by Province May 2023



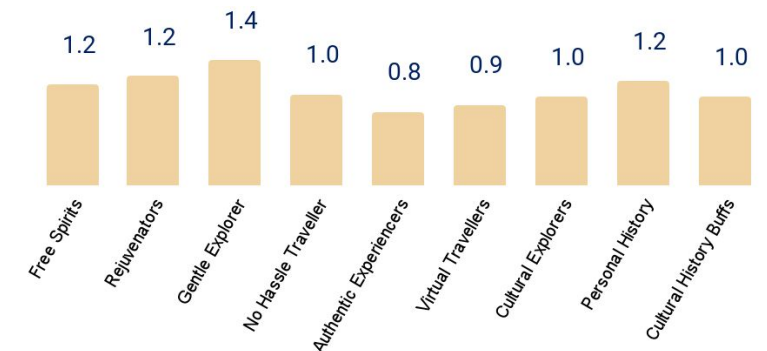
Canadian Visitors to Northern BC  
May 2020-2023



May 2023 AB Visitors by PRIZM Segment



May 2023 AB Visitors by EQ Type



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

# CONTACT US

2023 Visitor  
Highlights



NORTHERN BC  
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