



TOURISM ESTIMATED SPEND INSIGHTS

DOMO

Visitor Intelligence Platform

Northern BC 2021/2022



SYMPHONY
TOURISM
SERVICES



DESTINATION
CANADA

PURPOSE & CONTENTS OF REPORT

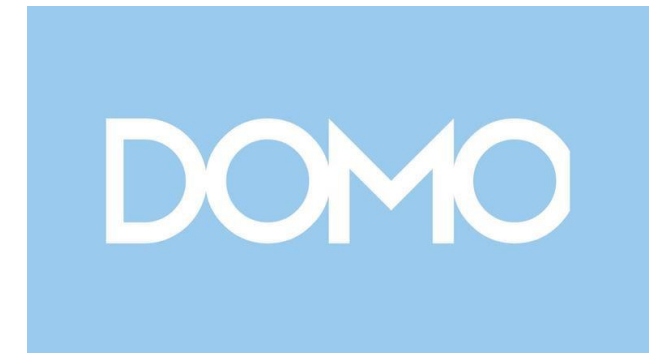
- The Visitor Intelligence Platform (VIP) from Domo Inc. provides estimated spend on tourism in Canada from International, US States, and Domestic travellers. The ability to track and estimate spend on a Domestic and International level is important to gauge the tourism recovery process. The total international spend on tourism in Canada is published by [Statistics Canada](#) and then modelled to provide more details at a lower geographic level by Destination Canada, using credit and debit card data.

CONTENTS OF THE REPORT

- Estimated Domestic Spend in Northern BC
- Estimated Domestic Spend in British Columbia

Visitor spend data for Northern BC is outlined by the following:

- Month for 12 months of 2021 and 2022 and YOY percent changes
- Top Source Markets (Canadian provinces)
- Top Source Markets (Tourism Regions)
- Spend by NBC tourism regions
- Category (Accommodation, retail, etc.)

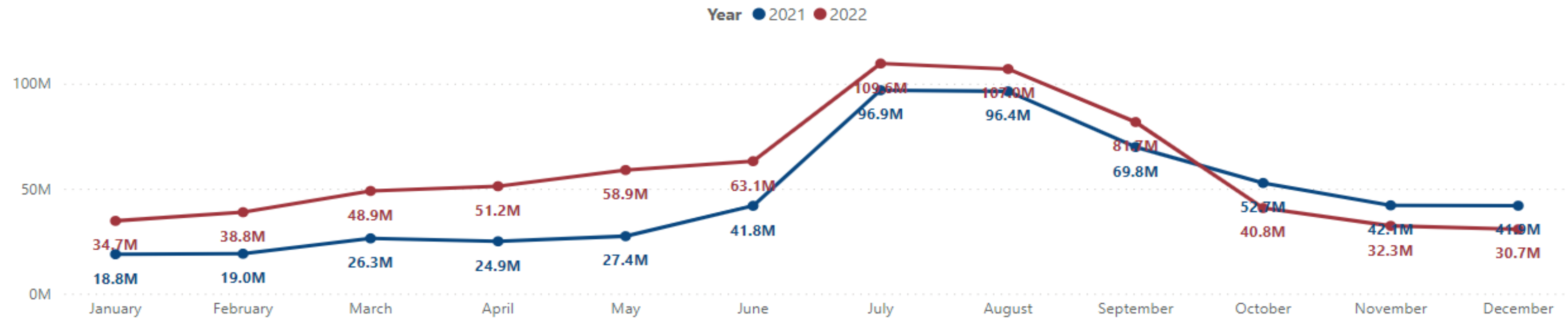


METHODOLOGY - MODELLED CANADIAN DOMESTIC SPEND

- Domestic spend is modelled from two main data sources:
 - Statistics Canada National Travel Survey (NTS): provides domestic spend on tourism - displays Canada level spend in 6 spending categories in provinces and north.
 - Domestic credit and debit cards: provides domestic tourism spend in 89 regions across Canada.
- Domestic credit and debit card data provides monthly spend in 19 spend categories in 89 regions in Canada.
- Since NTS uses 6 spend categories, the credit and debit card data is aggregated to 6 categories and NTS data is used as a benchmark to divide the total Canadian spend into 89 regions across Canada.
- Result: the credit/debit card data proportionate spend is first used to calculate the spend in territories, the result is further divided into 89 destination regions across Canada followed by distributing quarterly spend to monthly spend and eventually into 89 origin regions across Canada.

**DOMESTIC
ESTIMATED SPEND
IN NORTHERN BC**

TOTAL ESTIMATED DOMESTIC SPEND - 2021/2022



Key Findings:

- Total Estimated Domestic Spend in Northern BC for 2021 was **\$558,088,679**.
- Total Estimated Domestic Spend in Northern BC for 2022 was **\$697,621,943**, which increased by **25%** compared to 2021.
- Estimated Domestic Spend was **highest** in Northern BC in July 2021 (\$96,903,495) and July 2022 (\$109,610,817).
- Estimated Domestic Spend was **lowest** in Northern BC in January 2021 (\$18,795,561) and December 2022 (\$30,661,862).

Notes:

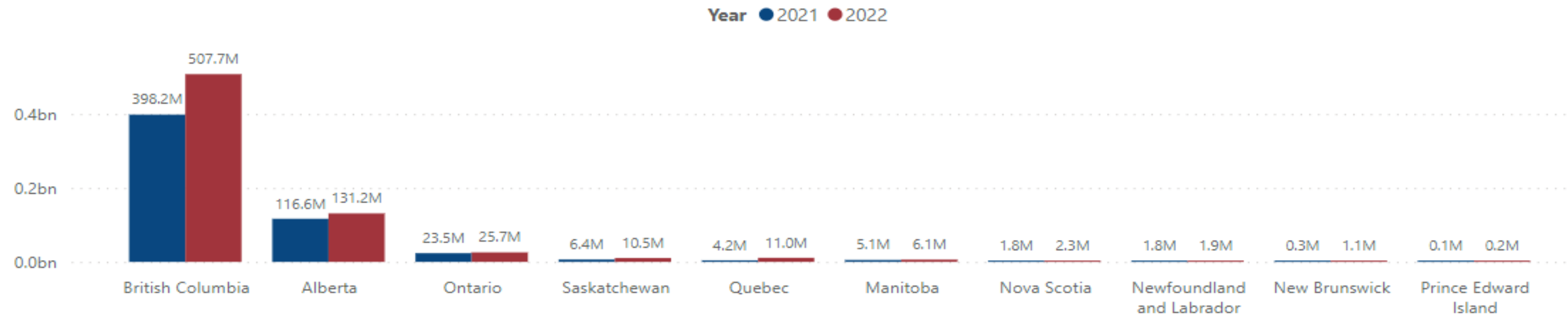
The Northern BC is defined as the grouping of the following regions:

- Northern BC Rural
- Prince George
- North Coast

- All counts have been rounded to the nearest 100.
- Source: Destination Canada



TOP PROVINCE DOMESTIC ESTIMATED SPEND - 2021/2022



Key Findings:

- The Top Estimated Spend by Province in Northern BC in 2021 was:
 - British Columbia (\$398,199,966)
 - Alberta (\$116,569,124)
 - Ontario (\$23,540,825)
 - Saskatchewan (\$6,432,186)
 - Quebec (\$5,089,141)
- The Top Estimated Spend by Province in Northern BC in 2022 was:
 - British Columbia (\$507,726,546) - **27%** increase from 2021
 - Alberta (\$131,161,306) - **13%** increase from 2021
 - Ontario (\$25,655,723) - **9%** increase from 2021
 - Quebec (\$11,025,430) - **162%** increase from 2021
 - Saskatchewan (\$10,461,652) - **64%** increase from 2021

Notes:

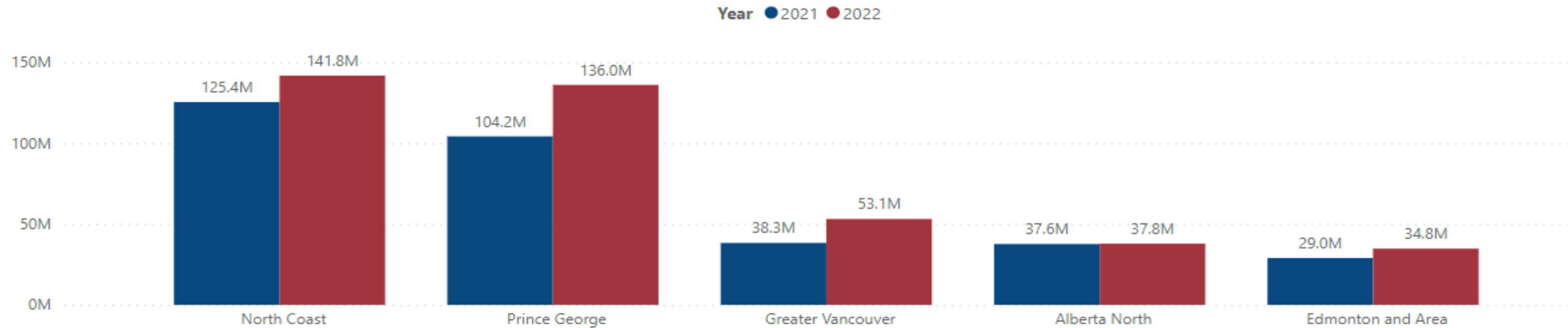
The Northern BC is defined as the grouping of the following regions:

- Northern BC Rural
- Prince George
- North Coast

- All counts have been rounded to the nearest 100.
- Source: Destination Canada



TOP 5 TOURISM REGIONS DOMESTIC ESTIMATED SPEND - 2021/2022



Key Findings:

- The Top Estimated Spend by Tourism Region in Northern BC in 2021 was:
 - North Coast (\$125,389,320)
 - Prince George (\$104,191,868)
 - Greater Vancouver (\$38,305,902)
 - Alberta North (\$37,621,671)
 - Edmonton and Area (\$28,967,903)
- The Top Estimated Spend by Province in Northern BC in 2022 was:
 - North Coast (\$141,753,194) - **13%** increase from 2021
 - Prince George (\$136,022,660) - **31%** increase from 2021
 - Greater Vancouver (\$ 53,113,444) - **39%** increase from 2021
 - Alberta North (\$37,830,707) - **1%** increase from 2021
 - Edmonton and Area (\$34,761,925) - **20%** increase from 2021

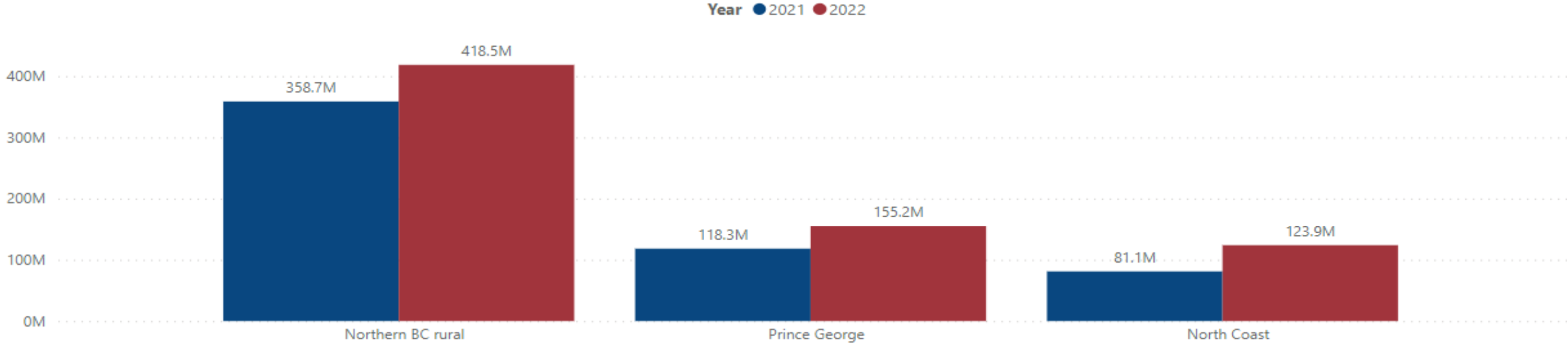
Notes:

The Northern BC is defined as the grouping of the following regions:

- Northern BC Rural
- Prince George
- North Coast

- All counts have been rounded to the nearest 100.
- Source: Destination Canada

DOMESTIC ESTIMATED SPEND IN NORTHERN BC TOURISM REGIONS - 2021/2022



Key Findings:

- The Top Estimated Spend by Tourism Region in Northern BC in 2021 was:
 - Northern Rural BC (\$358,700,238)
 - Prince George (\$118,283,476)
 - North Coast (\$81,104,965)

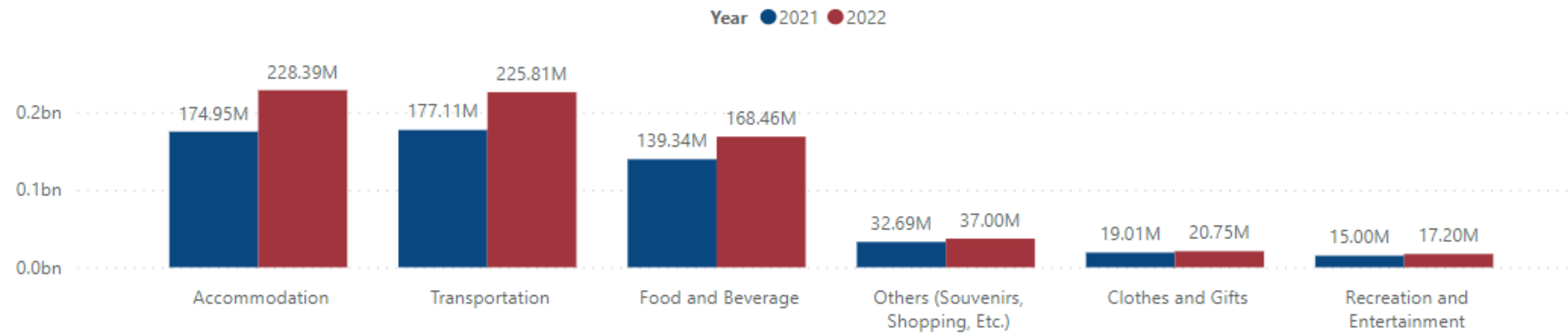
- The Top Estimated Spend by Tourism Region in Northern BC in 2022 was:
 - North Coast (\$418,504,606) - 17% increase from 2021
 - Prince George (\$155,177,424) - 31% increase from 2021
 - North Coast (\$123,939,911) - 53% increase from 2021

Notes:

- The Northern BC is defined as the grouping of the following regions:
- Northern BC Rural
 - Prince George
 - North Coast
- All counts have been rounded to the nearest 100.
 - Source: Destination Canada



DOMESTIC ESTIMATED SPEND CATEGORIES - 2021/2022



Key Findings:

- The Domestic Estimated Spend in each Spend Category in Northern BC in 2021 was:
 - Transportation (\$177,108,542)
 - Accommodation (\$174,946,560)
 - Food and Beverage (\$139,336,819)
 - Others (Souvenirs, Shopping, Etc.) (\$32,690,166)
 - Clothes and Gifts (Souvenirs, Shopping, Etc.) (\$18,009,226)
 - Recreation and Entertainment (\$14,997,365)
- The Domestic Estimated Spend in each Spend Category in Northern BC in 2022 was:
 - Accommodation (\$228,393,869) - **31%** increase from 2021
 - Transportation (\$255,814,571) - **27%** increase from 2021
 - Food and Beverage (\$168,458,070) - **21%** increase from 2021
 - Others (Souvenirs, Shopping, Etc.) (\$37,004,910) - **13%** decrease from 2021
 - Clothes and Gifts (\$20,750,190) - **9%** decrease from 2021
 - Recreation and Entertainment (\$17,200,333) - **15%** increase from 2021

Notes:

The Northern BC is defined as the grouping of the following regions:

- Northern BC Rural
- Prince George
- North Coast

- All counts have been rounded to the nearest 100.
- Source: Destination Canada



TOP 10 DOMESTIC MARKETS IN NORTHERN BC - 2021/2022

Tourism Region	2021
North Coast	125,389,320
Prince George	104,191,868
Greater Vancouver	38,305,902
Alberta North	37,621,671
Edmonton and Area	28,967,903
Northern BC rural	25,969,372
Alberta Central	24,927,965
Calgary and Area	20,216,496
Cariboo	18,213,810
Thompson-Nicola	15,793,515

Tourism Region	2022
North Coast	141,753,197
Prince George	136,022,660
Greater Vancouver	53,113,445
Alberta North	37,830,708
Edmonton and Area	34,761,926
Northern BC rural	34,475,727
Alberta Central	28,435,687
Cariboo	26,564,586
Calgary and Area	24,171,395
Thompson-Nicola	22,320,473

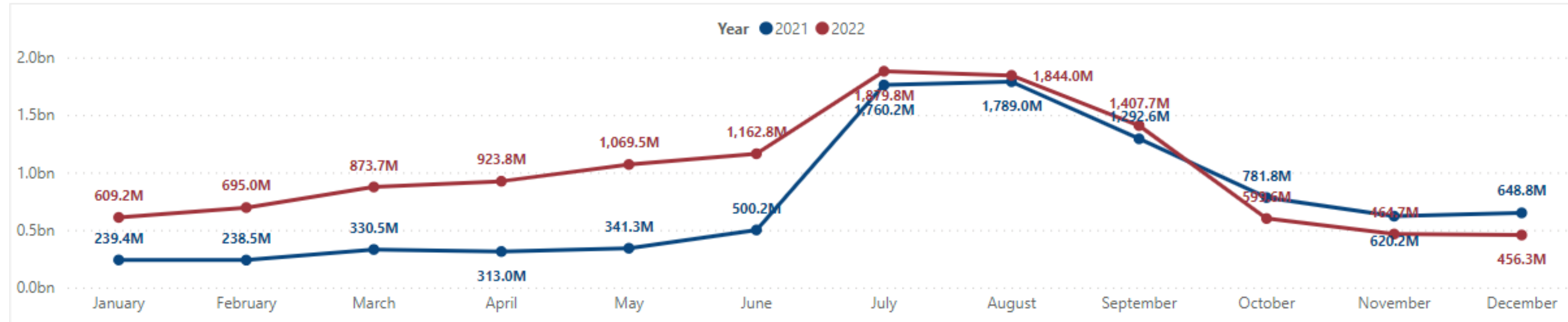
Notes:

- The Northern BC is defined as the grouping of the following regions:
 - Northern BC Rural
 - Prince George
 - North Coast
- All counts have been rounded to the nearest 100.
- Source: Destination Canada



**DOMESTIC
ESTIMATED SPEND
IN
BRITISH COLUMBIA**

TOTAL ESTIMATED DOMESTIC SPEND IN BC - 2021/2022



Key Findings:

- Total Estimated Domestic Spend in BC for 2021 was **\$8,855,340,000**.
- Total Estimated Domestic Spend in BC for 2022 was **\$11,986,072,185**, which increased by **35%** compared to 2021.
- Estimated Domestic Spend was **highest** in BC in August 2021 (\$1,788,968,704) and July 2022 (\$1,879,800,630).
- Estimated Domestic Spend was **lowest** in BC in February 2021 (\$238,466,675) and December 2022 (\$456,273,958).

• All counts have been rounded to the nearest 100.
 • Source: Destination Canada



TOP 10 DOMESTIC MARKETS IN BC - 2021/2022

Tourism Region	2021
Greater Vancouver	2,025,925,576
Calgary and Area	761,236,865
Capital	577,901,147
Fraser Valley	449,595,161
Edmonton and Area	437,438,952
Greater Toronto Area	422,490,215
Nanaimo	320,364,529
Central Okanagan	267,096,050
Prince George	186,891,749
Alberta Central	179,385,752

Tourism Region	2022
Greater Vancouver	2,442,974,951
Calgary and Area	896,600,112
Capital	847,369,657
Fraser Valley	618,144,734
Edmonton and Area	530,687,455
Greater Toronto Area	501,992,818
Nanaimo	496,577,831
Central Okanagan	380,650,698
Prince George	262,810,569
Strathcona	245,330,866

- All counts have been rounded to the nearest 100.
- Source: Destination Canada



CONTACT US

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@totabc.com

Phone: 778.721.5448(ext:214)



SYMPHONY
TOURISM
SERVICES