



bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

International

Yearly Visitor Highlights | 2023

Northern BC – *September Update*

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 the industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **International market** by **region** and **country**
- This report focuses on visitor analysis to **Northern BC**



Research Overview

- Environics Analytics (EA) is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- VisitorView provides insights the tourism industry needs to understand, market and grow their business with International travellers
- Estimates are provided for the **total number of trips** and the **number of nights spent** in each province or tourism region. Unlike Domestic or USA visitation, International has only trips and nights. Not unique visitors. EA assumes because of the great distance they're coming for a trip, they're a unique visitor.
- VisitorView is based on anonymized, consent-based mobile location data. Monthly, quarterly and annual estimate data is available starting with January 2020 to allow for analysis of historical trends
- Environics is certified Privacy By Design. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

Methodology

- **Trips:** Are defined as the count of 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)



An aerial photograph of a stunning landscape featuring a large, turquoise lake with numerous small, forested islands. The water is a vibrant blue-green color, and the surrounding land is covered in dense evergreen forests. In the background, there are rugged mountains under a clear sky. The text "International Visitation" is overlaid in large white letters on the lower left side of the image.

International Visitation

Tā Ch'ilā Provincial Park (Boya Lake), Northern BC
Credit: Northern BC Tourism / Andrew Strain

International Visitation

International Trips and Nights To Northern BC By Year

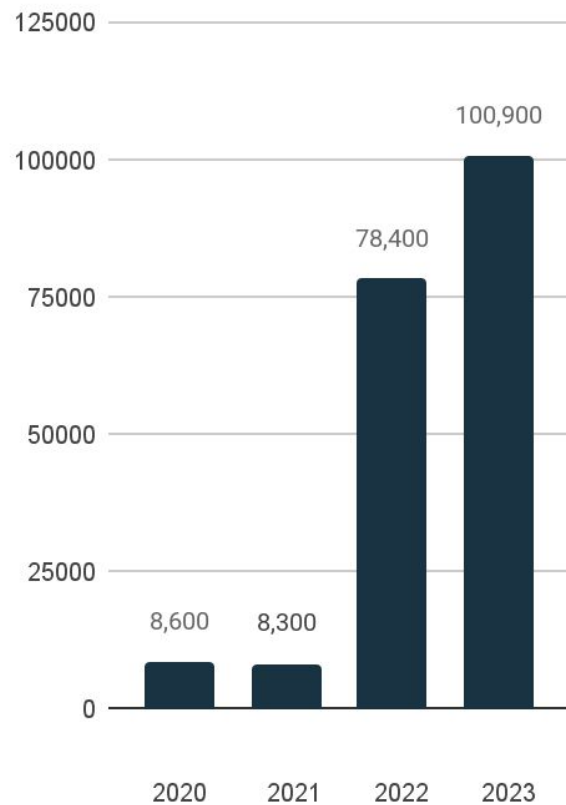
2023 Visitor
Highlights



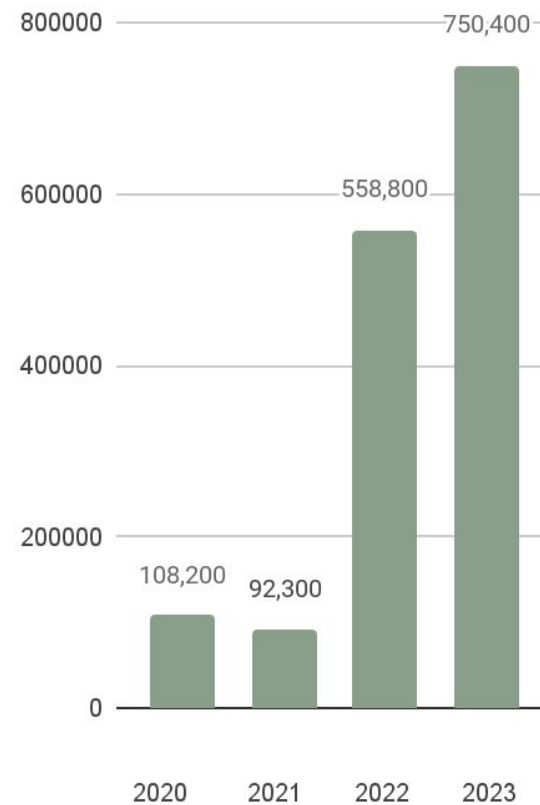
NORTHERN BC
TOURISM ASSOCIATION

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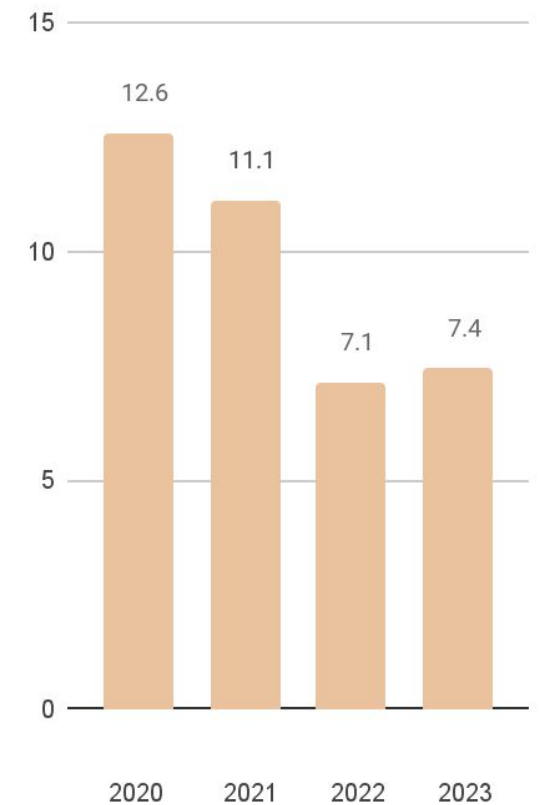
Number of International Trips to BC



Number of International Nights to BC



Average Length of Stay in BC



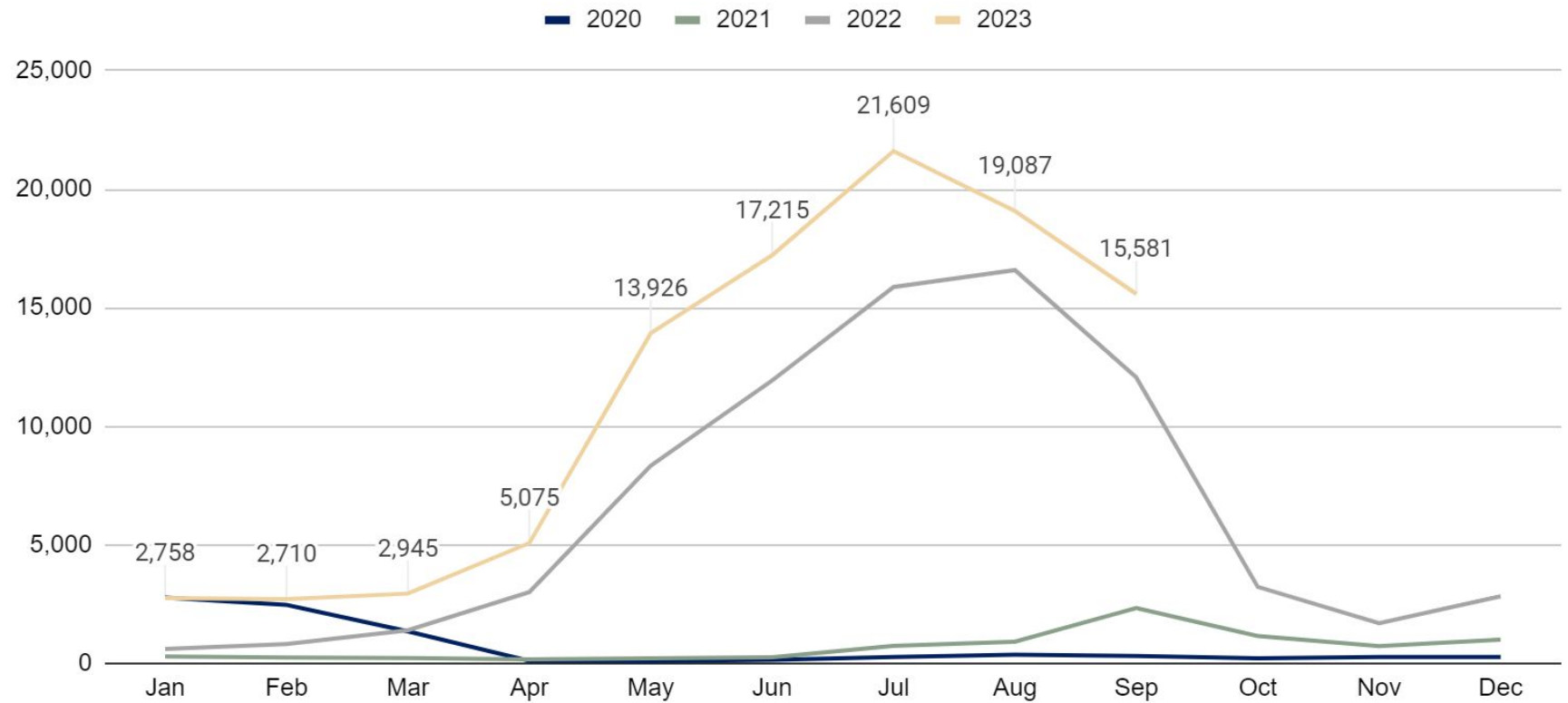
International Trips

International Trips Travelling to Northern BC by Month

2023 Visitor
Highlights



- July 2023 saw a **2828%** increase compared to 2021, a **36%** increase compared to 2022
- August 2023 saw a **1975%** increase compared to 2021, a **15%** increase compared to 2022
- September 2023 saw a **568%** increase compared to 2021, a **29%** increase compared to 2022



Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

*2023 from January to September (Year to Date)

International Nights

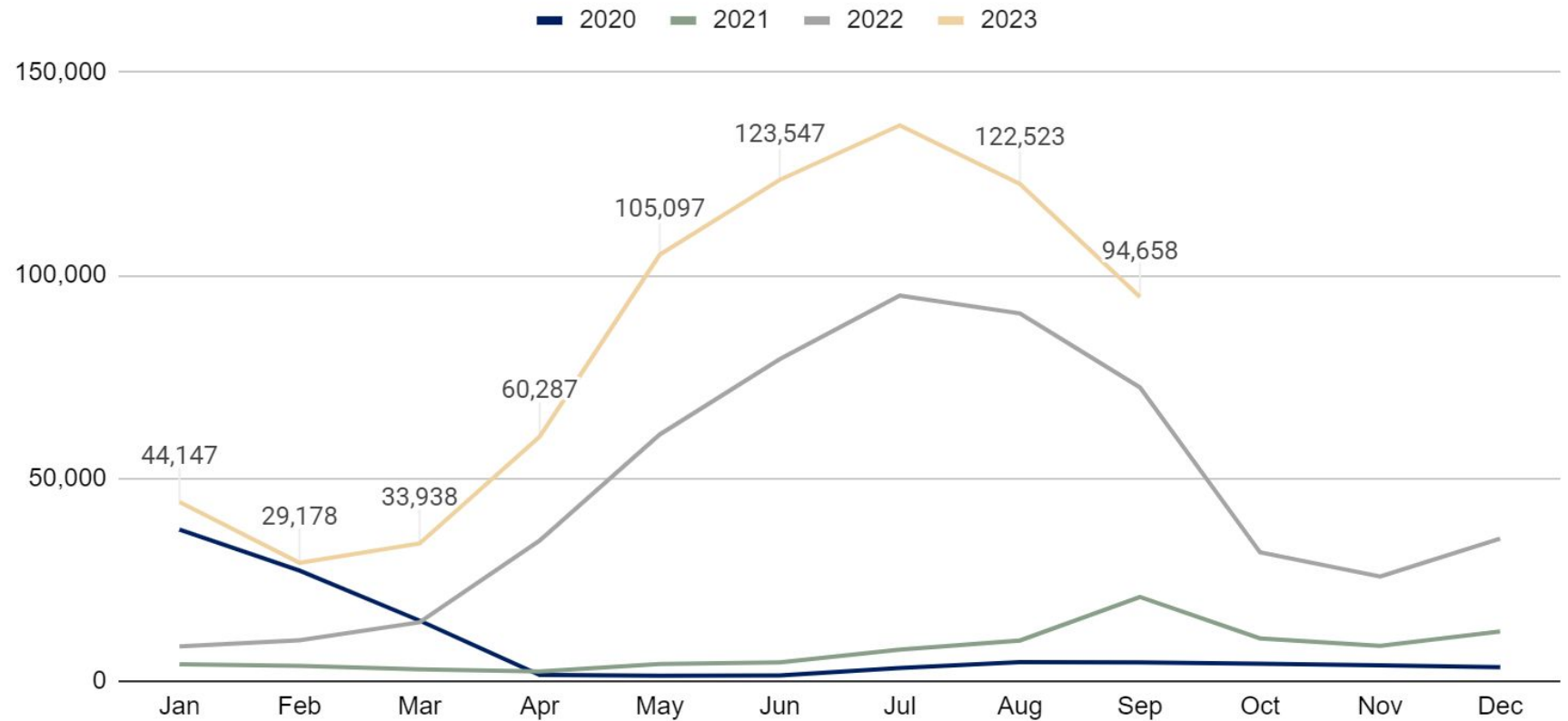
International Nights in Northern BC By Month

2023 Visitor
Highlights



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- July 2023 saw a **1655%** increase compared to 2021, a **44%** increase compared to 2022
- August 2023 saw a **1121%** increase compared to 2021, a **35%** increase compared to 2022
- September 2023 saw a **355%** increase compared to 2021, a **31%** increase compared to 2022



Note: "Nights" 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)

*2023 from January to September (Year to Date)

A scenic landscape photograph of a golf course. In the foreground, a calm body of water reflects the surrounding scenery. A golf cart with two people is parked on a path near the water. The middle ground is filled with a dense forest of tall evergreen trees and some deciduous trees with autumn-colored foliage. In the background, a range of rugged mountains with some snow patches is visible under a clear sky.

International Regions

Yearly International Trips by Region

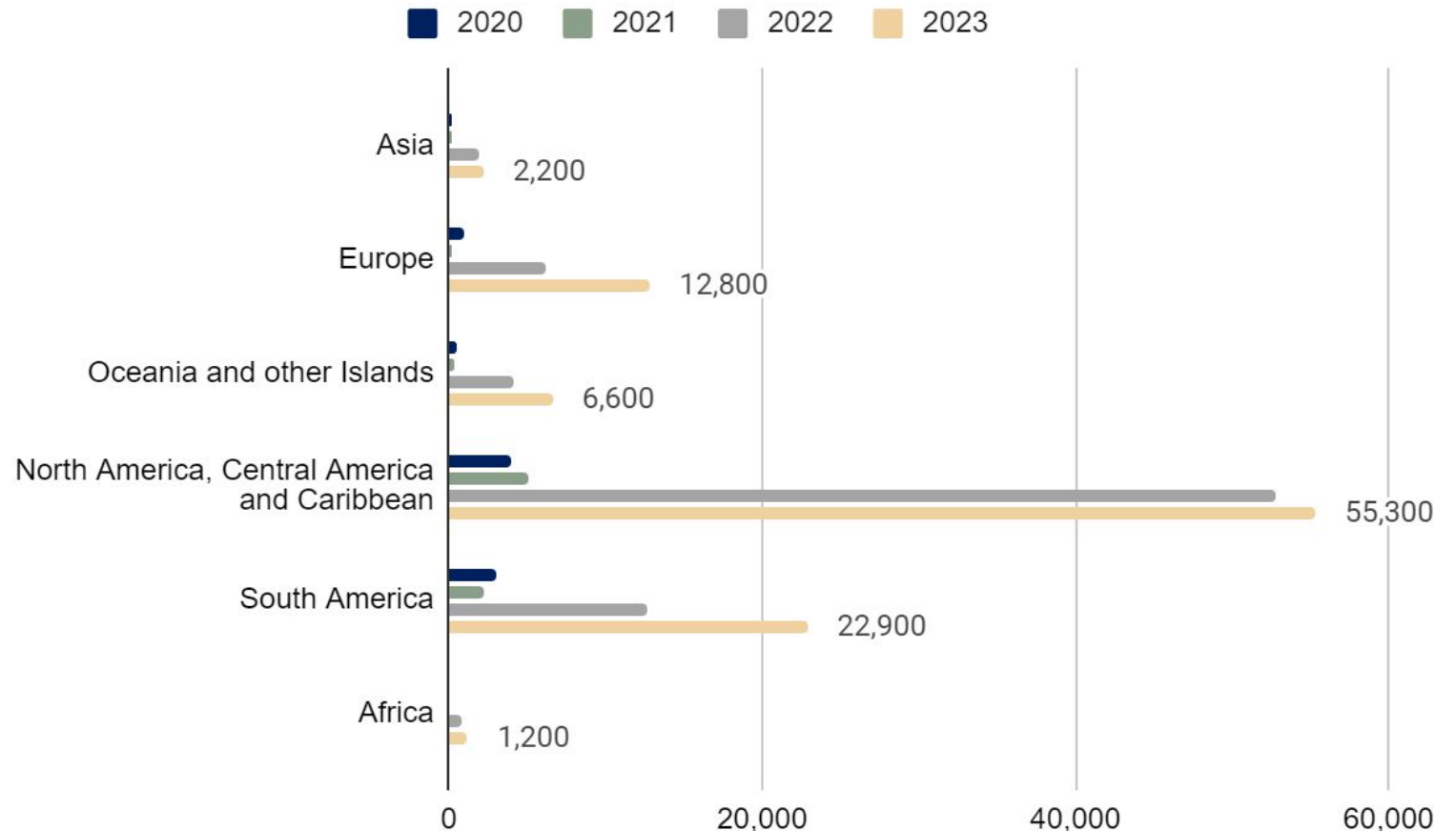
Northern BC

2023 Visitor
Highlights



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- South America saw an increase of **14%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **108%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **63%** in 2023 compared to 2022
- Europe saw an increase of **5%** in 2023 compared to 2022
- Asia saw an increase of **81%** in 2023 compared to 2022
- Africa saw a decrease of **47%** in 2023 compared to 2022



Yearly International Nights by Region

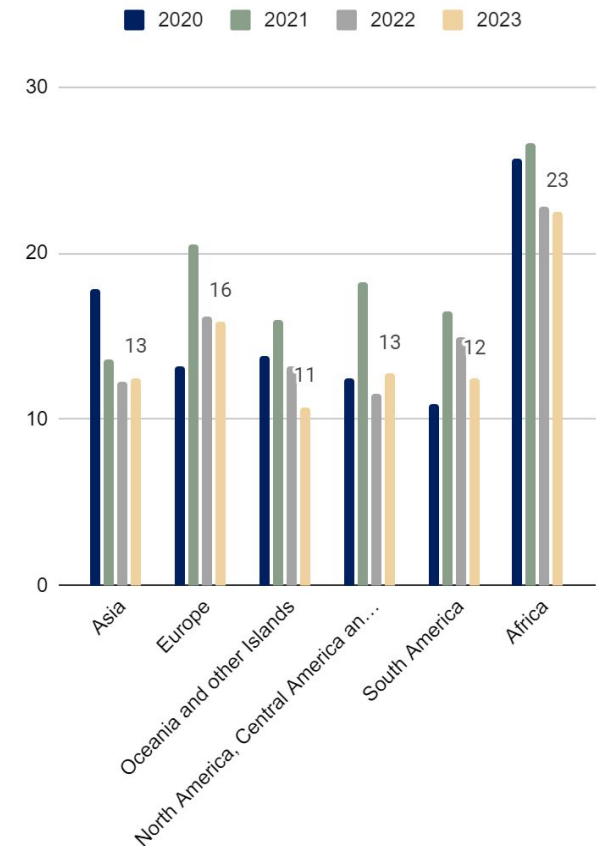
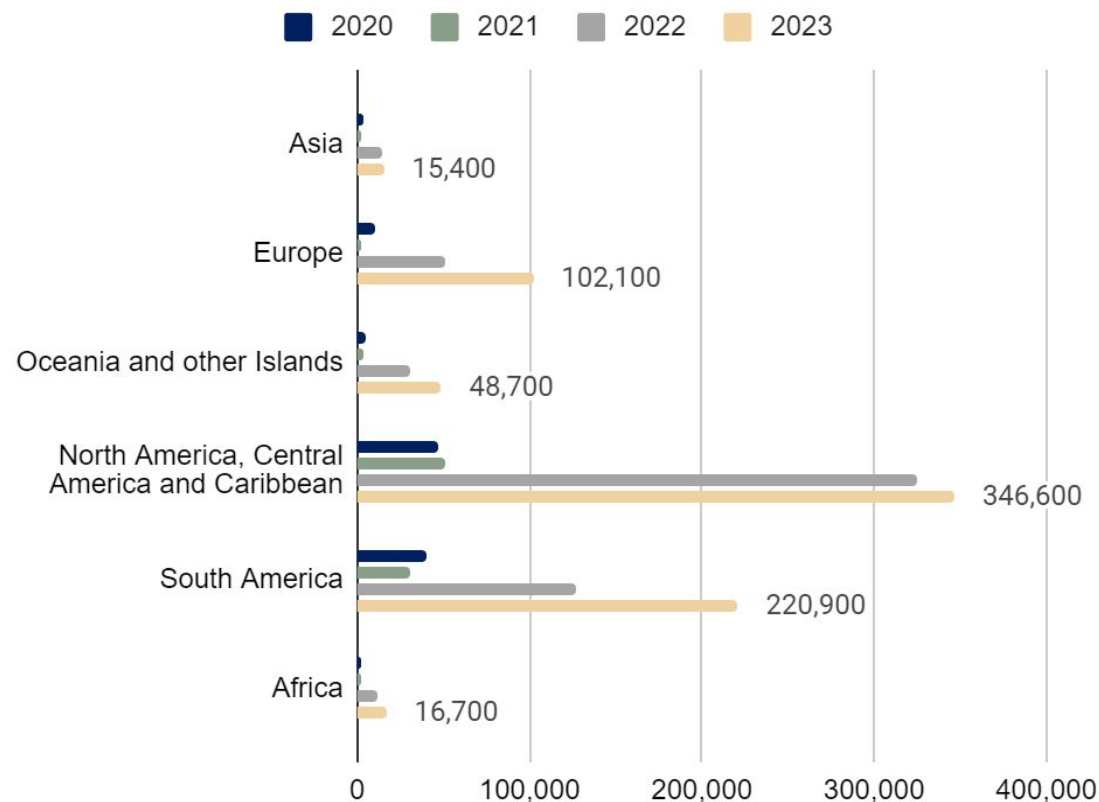
Northern BC

2023 Visitor
Highlights



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- South America saw an increase of **11%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **100%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **60%** in 2023 compared to 2022
- Europe saw an increase of **7%** in 2023 compared to 2022
- Asia saw an decrease of **73%** in 2023 compared to 2022
- Africa saw an increase of **43%** in 2023 compared to 2022



Average Nights by Trip

A wide-angle landscape photograph capturing a serene yet dramatic scene. In the foreground, a dark-colored SUV is seen from behind, driving along a two-lane asphalt road that curves along the right edge of a large, vibrant turquoise lake. The lake's water is exceptionally clear, reflecting the sky and the surrounding greenery. To the left of the lake, a steep hillside is densely packed with dark evergreen trees. In the background, a series of rugged, rocky mountains rise against a sky filled with heavy, grey clouds. A patch of lighter, golden light breaks through the clouds on the right side, suggesting the sun is low on the horizon. The overall mood is one of natural grandeur and tranquility.

International Countries

Yearly Top Countries International Trips and Nights

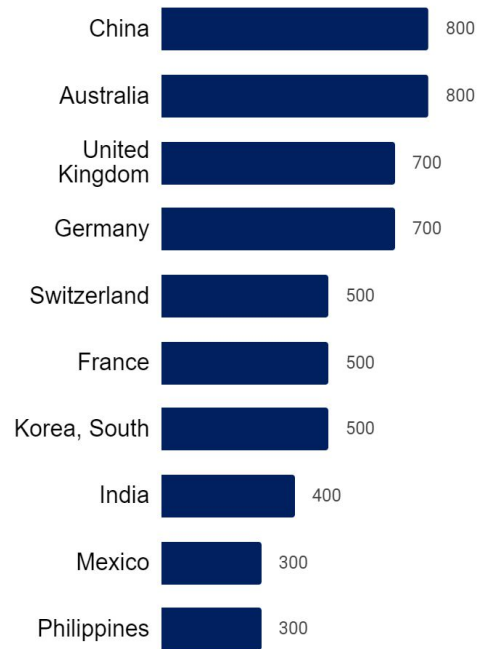
Northern BC

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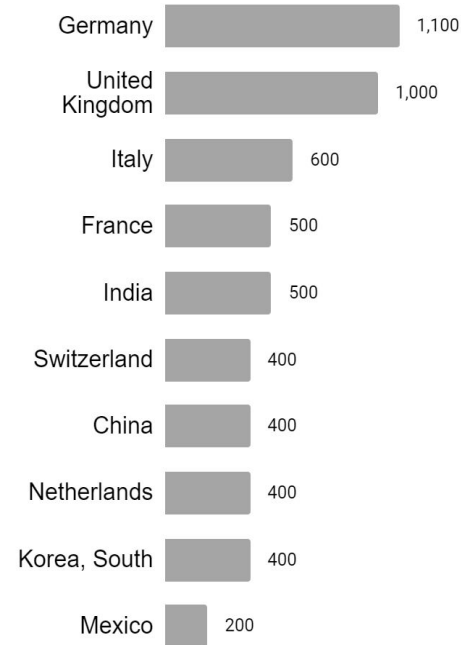


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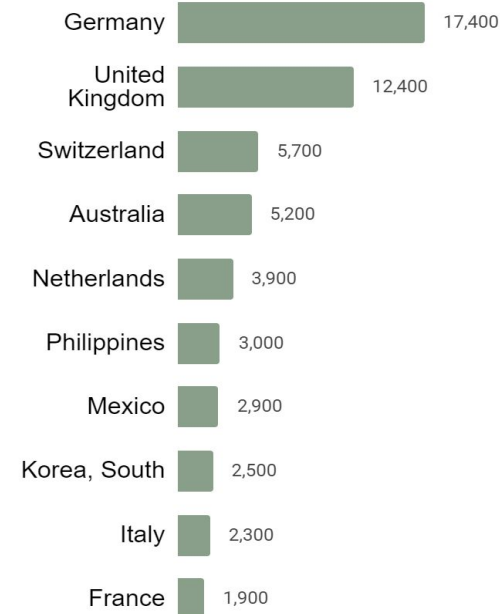
2020 Trips



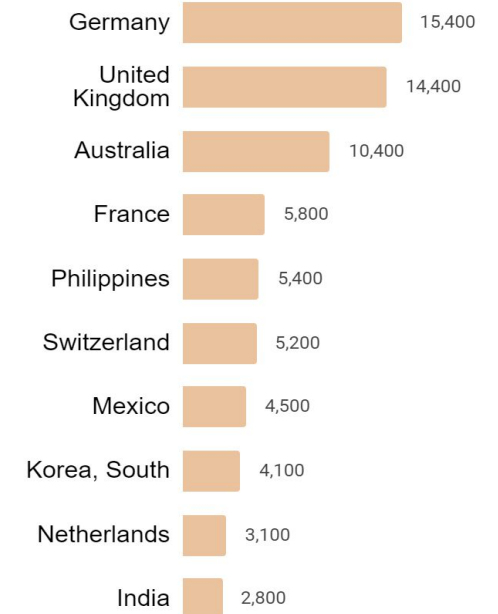
2021 Trips



2022 Trips



2023* Trips



Yearly Top Countries International Trips and Nights

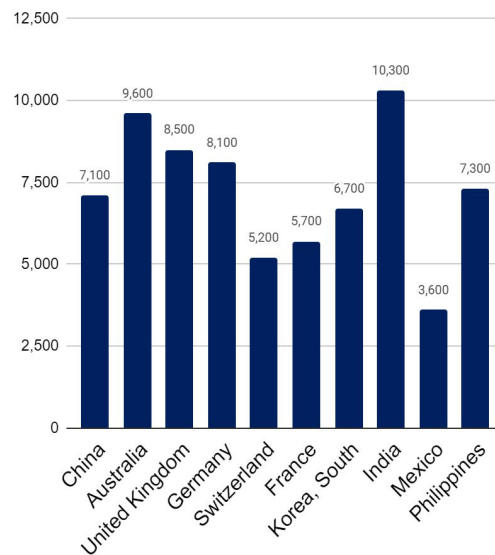
Northern BC

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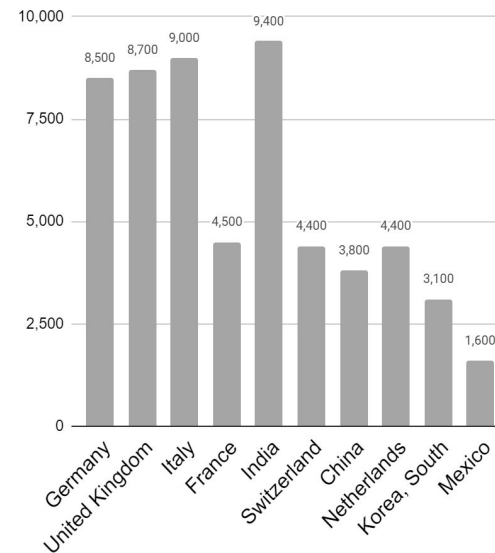


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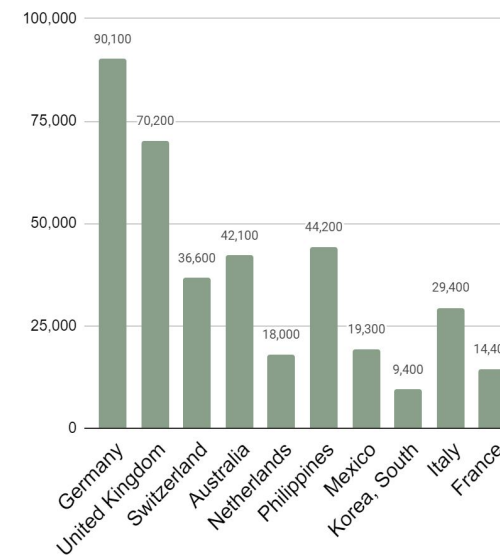
2020 Nights



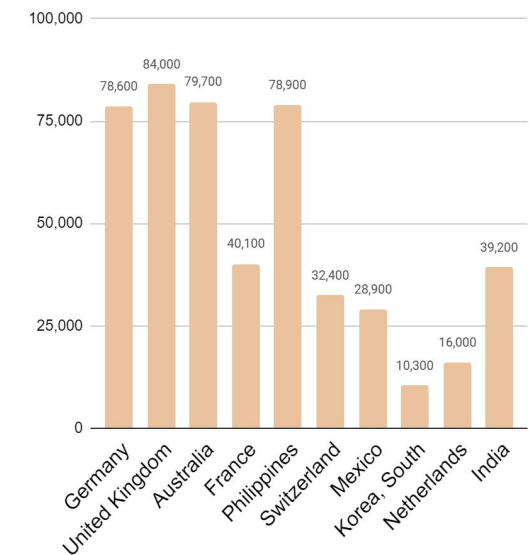
2021 Nights



2022 Nights



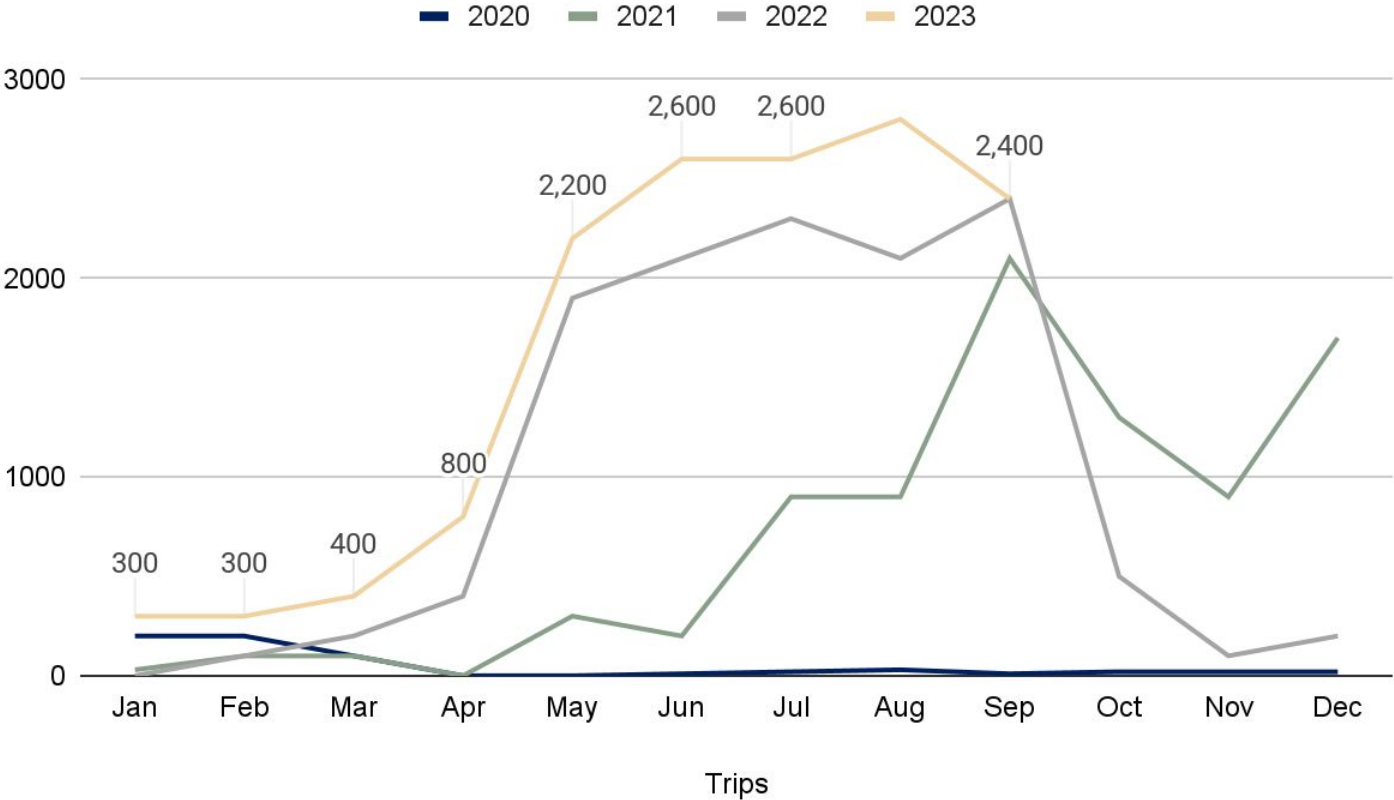
2023* Nights



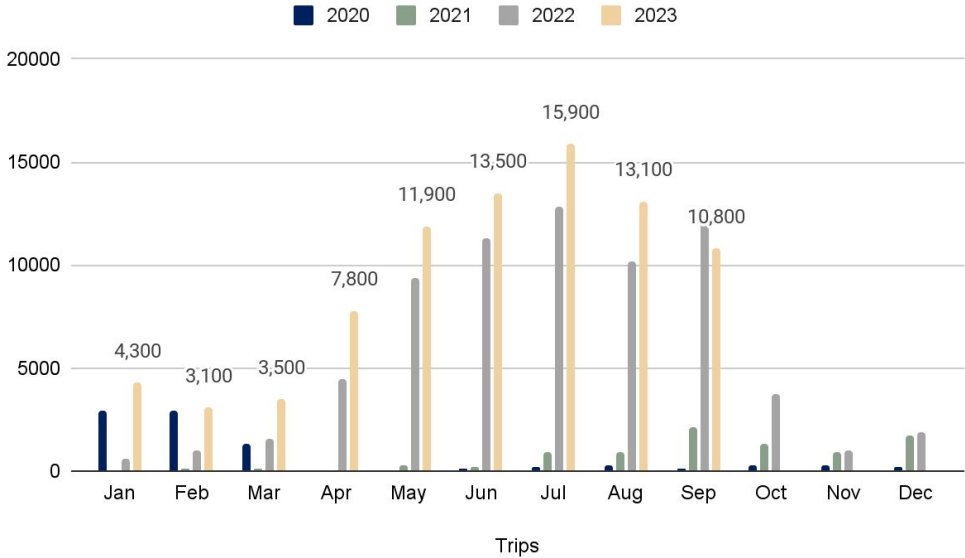
United Kingdom Year over Year Trips and Nights

Northern BC

2023 Visitor
Highlights



2023* Total Trips: 14,400
2023* Total Nights: 84,000

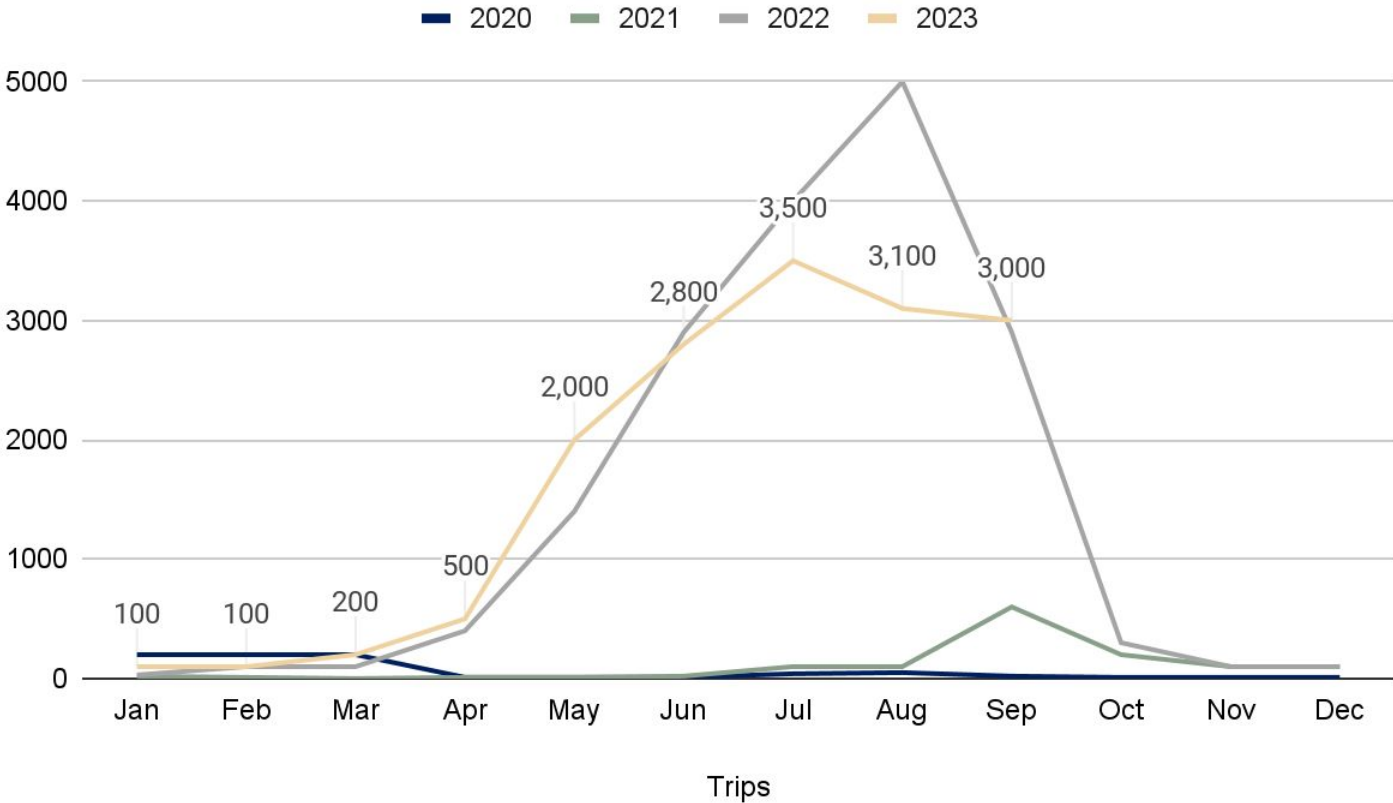


*2023 from January to September (Year to Date)

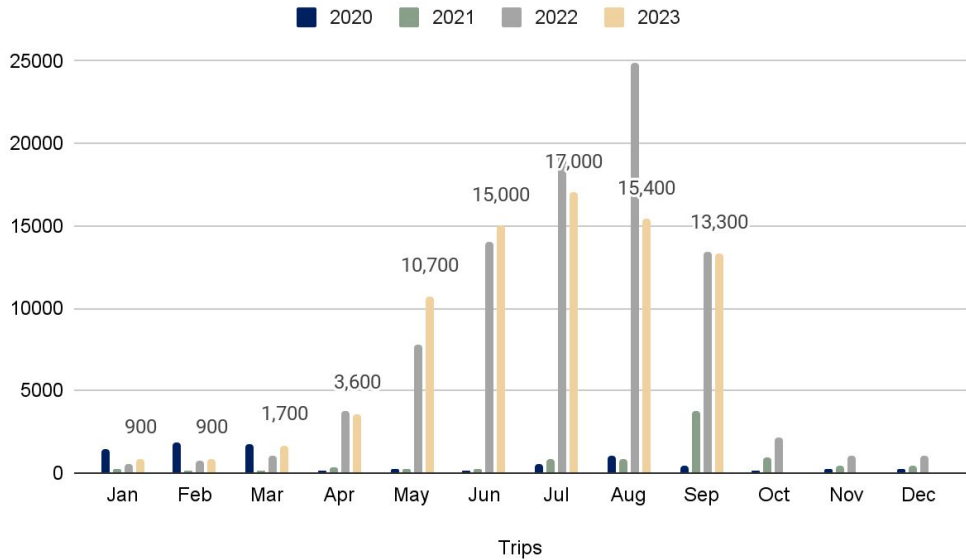
Germany Year over Year Trips and Nights

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2023 Visitor
Highlights



2023* Total Trips: 15,400
2023* Total Nights: 78,600

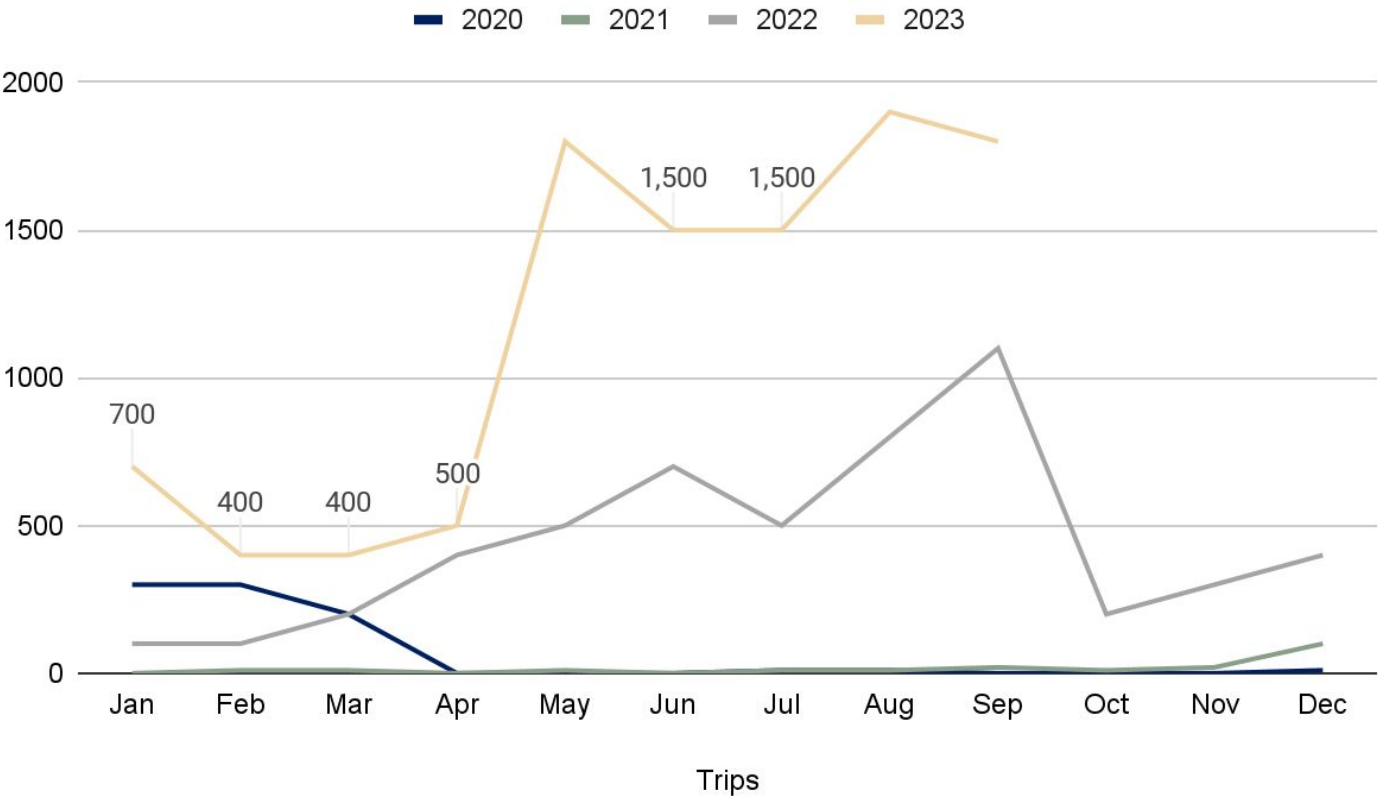


*2023 from January to September (Year to Date)

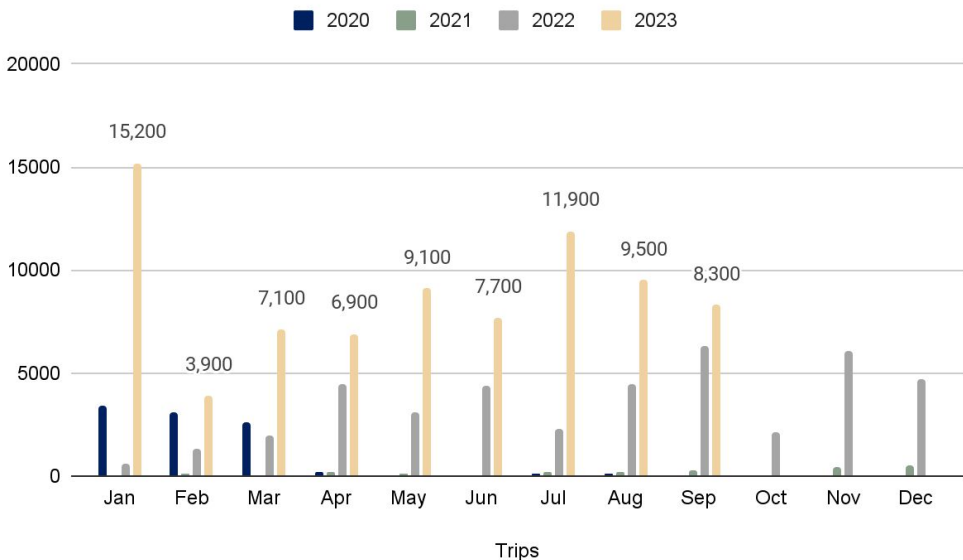
Australia Year over Year Trips and Nights

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2023 Visitor
Highlights



2023* Total Trips: **10,400**
2023* Total Nights: **79,700**

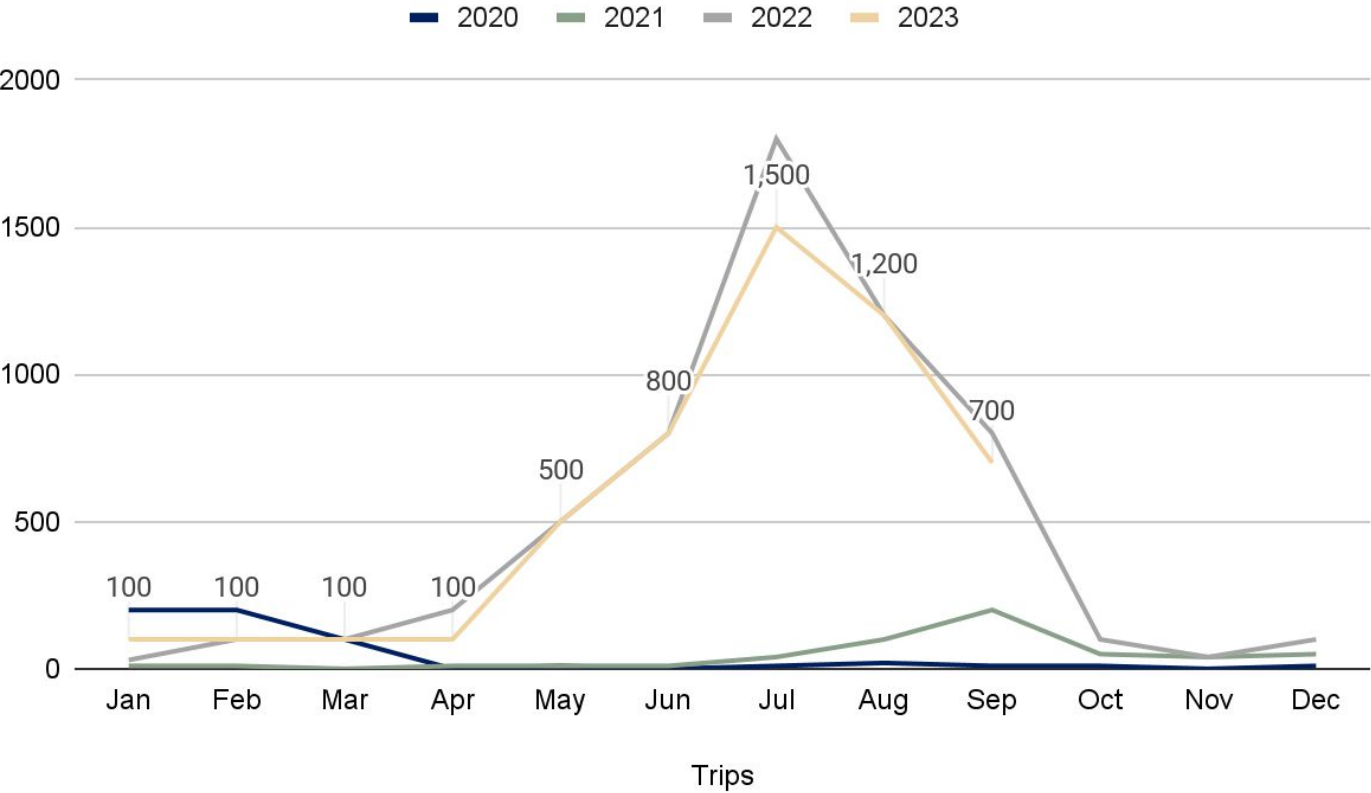


*2023 from January to September (Year to Date)

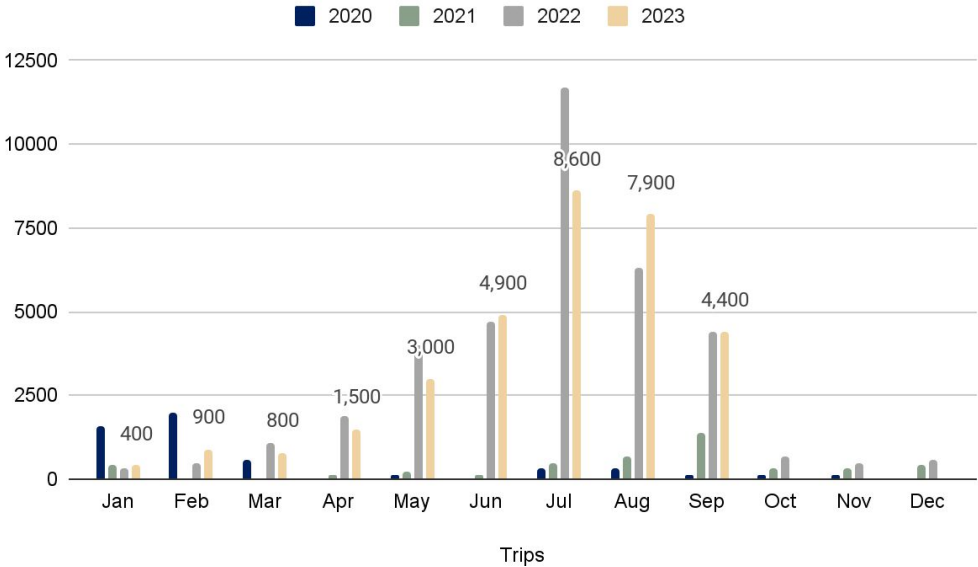
Switzerland Year over Year Trips and Nights

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2023 Visitor
Highlights



2023* Total Trips: 5,200
2023* Total Nights: 32,400

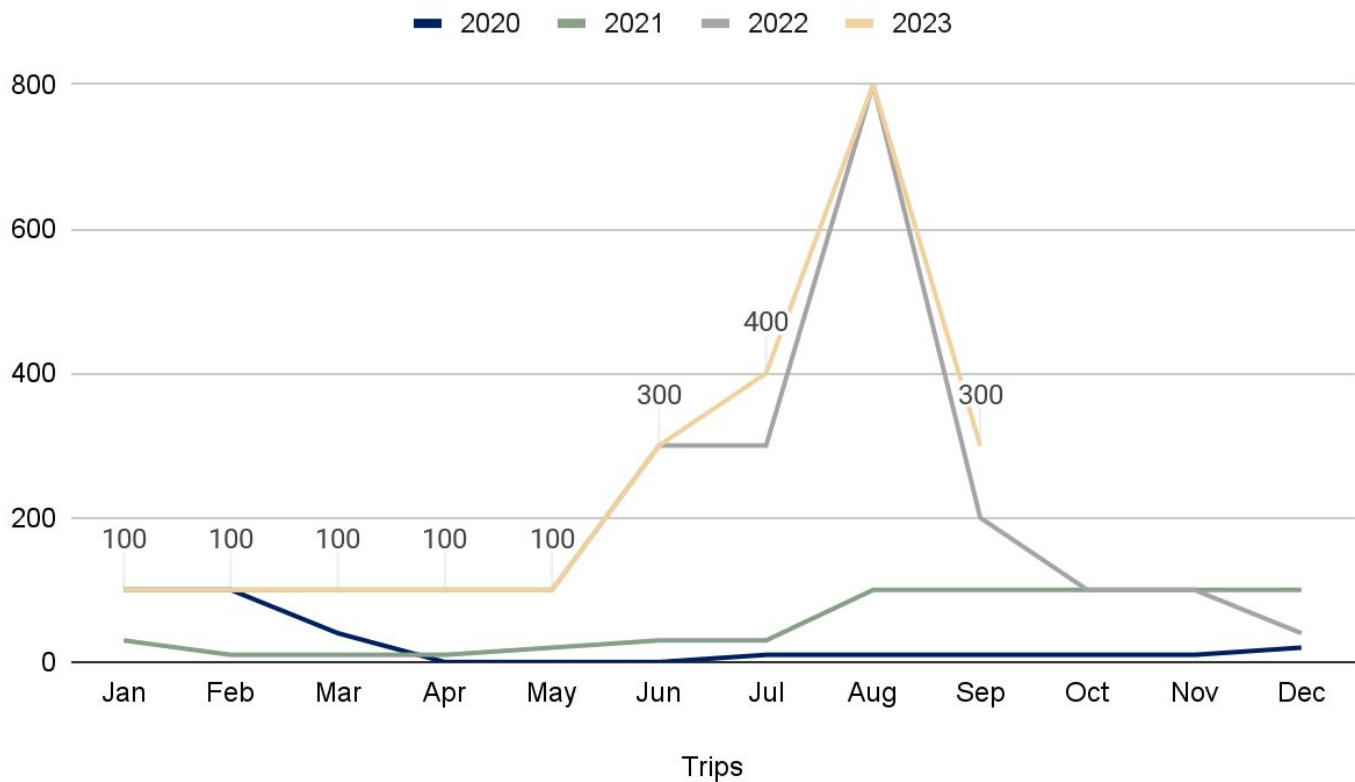


*2023 from January to September (Year to Date)

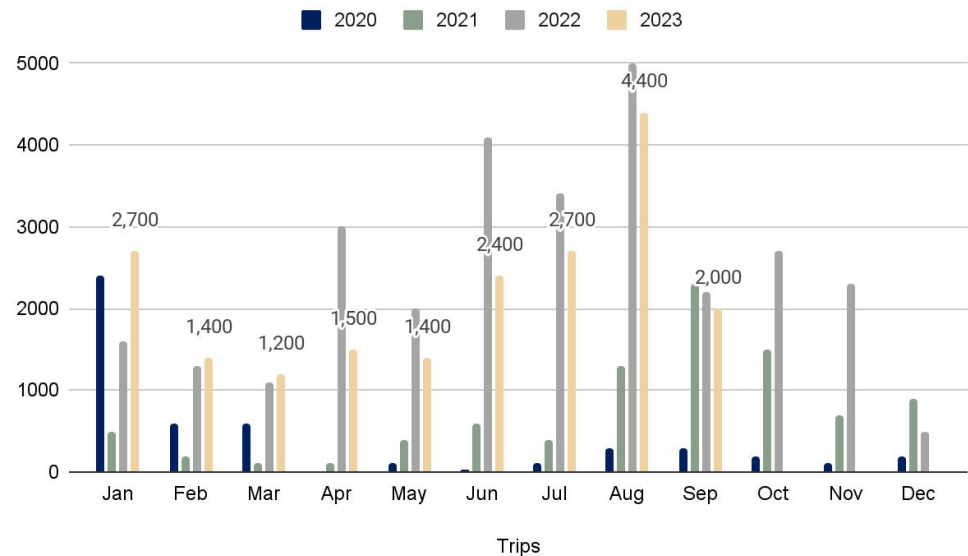
Italy Year over Year Trips and Nights

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2023* Total Trips: 2,164
2023* Total Nights: 19,490

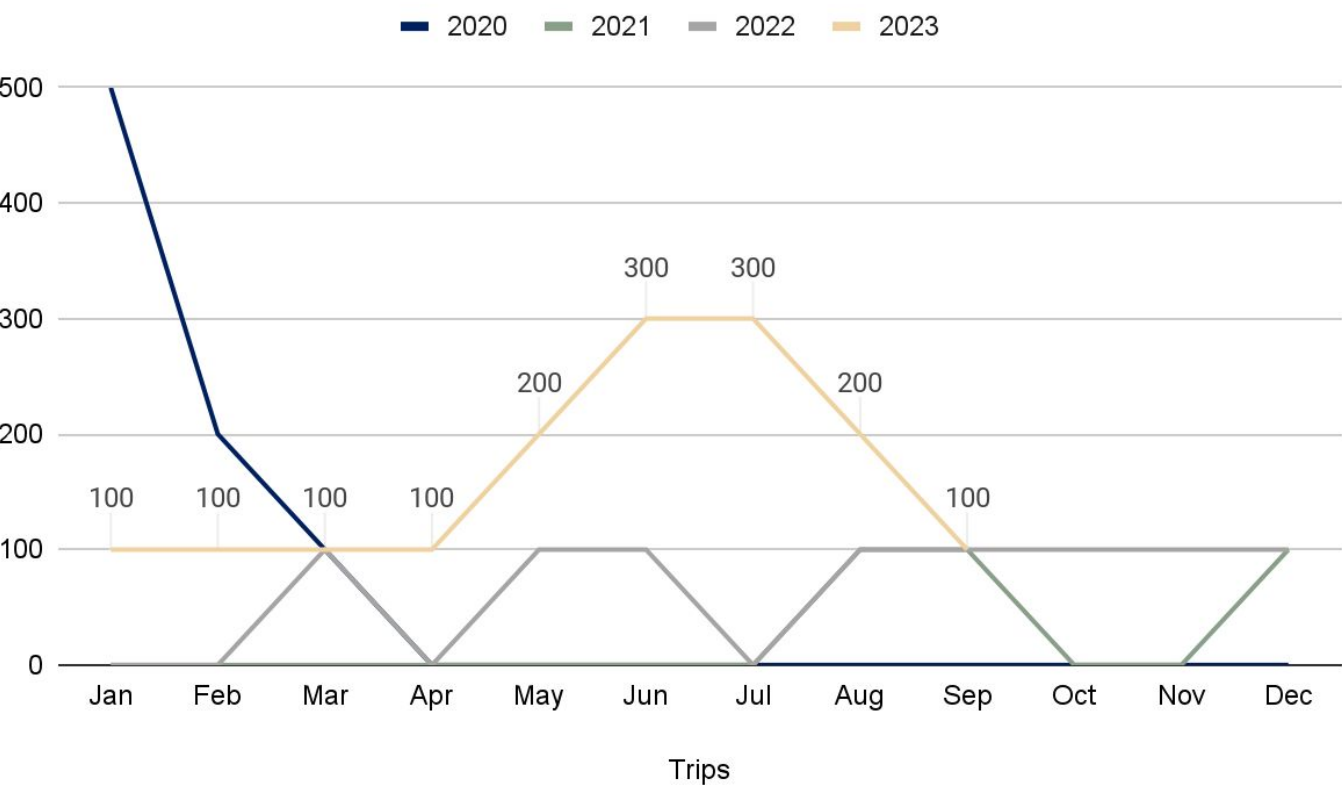


*2023 from January to September (Year to Date)

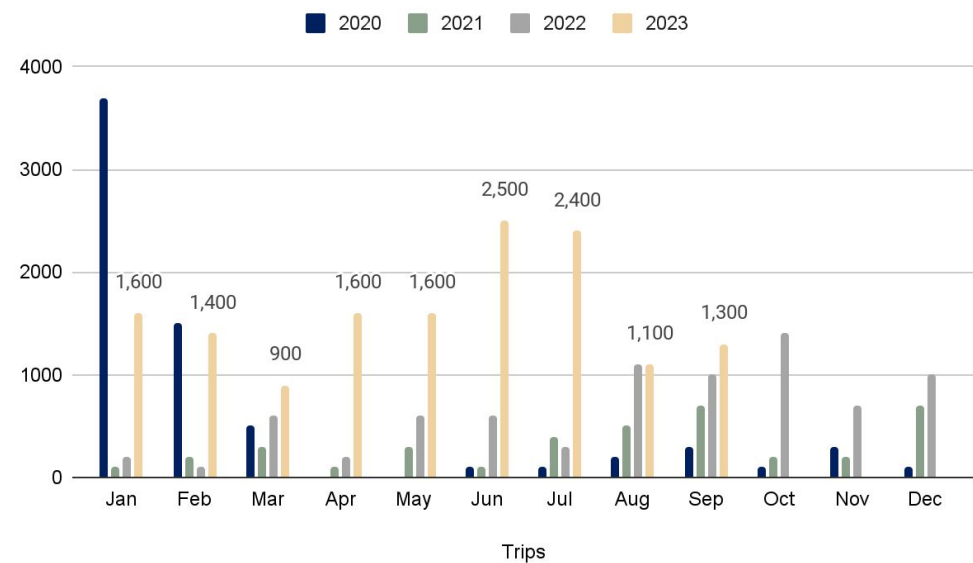
China Year over Year Trips and Nights

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2023 Visitor
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2023* Total Trips: 1,700
2023* Total Nights: 14,300



*2023 from January to September (Year to Date)

Contact Us

2023 Visitor
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