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British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES

USA, Washington & California

# **Quarterly Visitor Highlights | 2023**

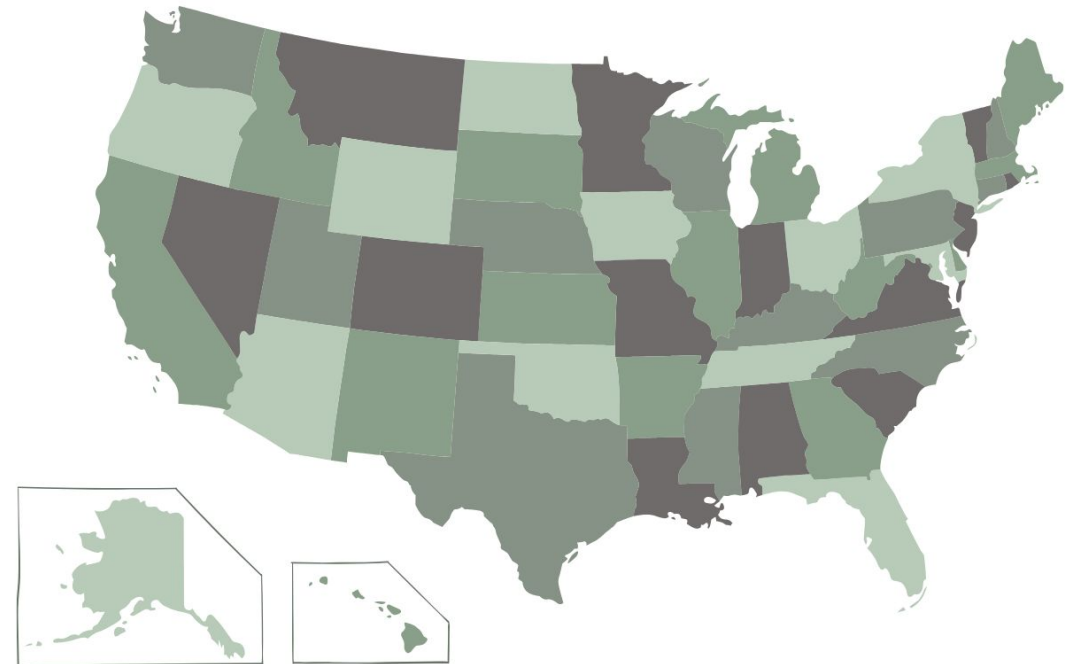
**Northern BC – *November Update***

**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 industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **USA Market** as the top priority
- This report focuses on visitor analysis to **Northern BC**



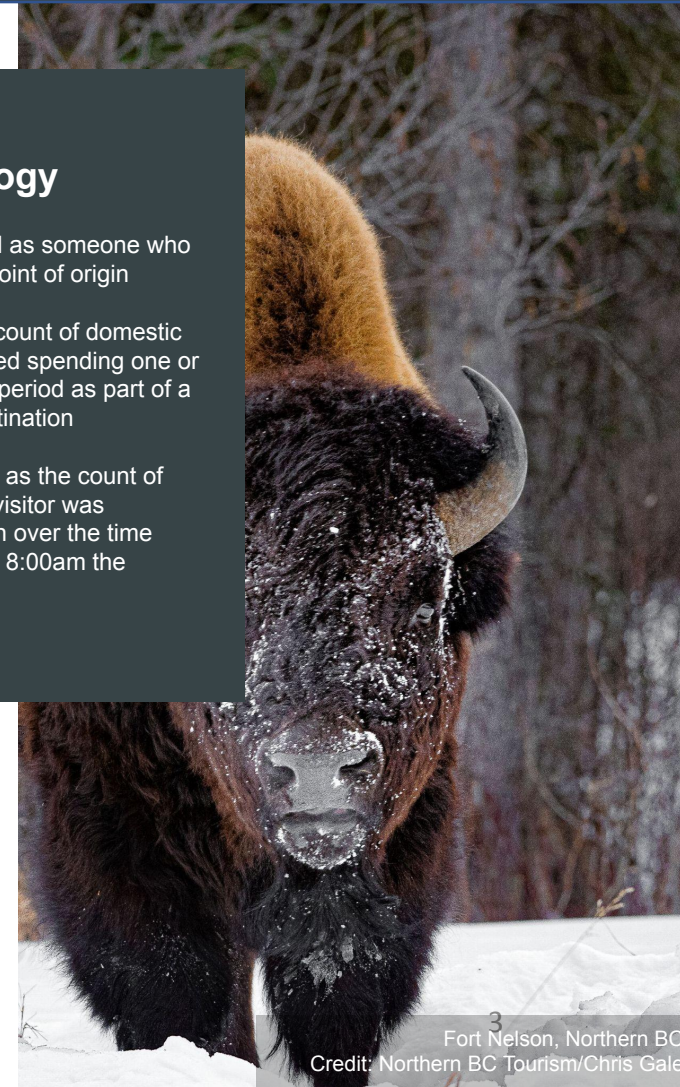
# Research Overview



- **Environics Analytix** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View USA provides insights the tourism industry needs to understand, market and grow their business with American travellers
- 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
- Environics is certified Privacy By Design. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

## 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

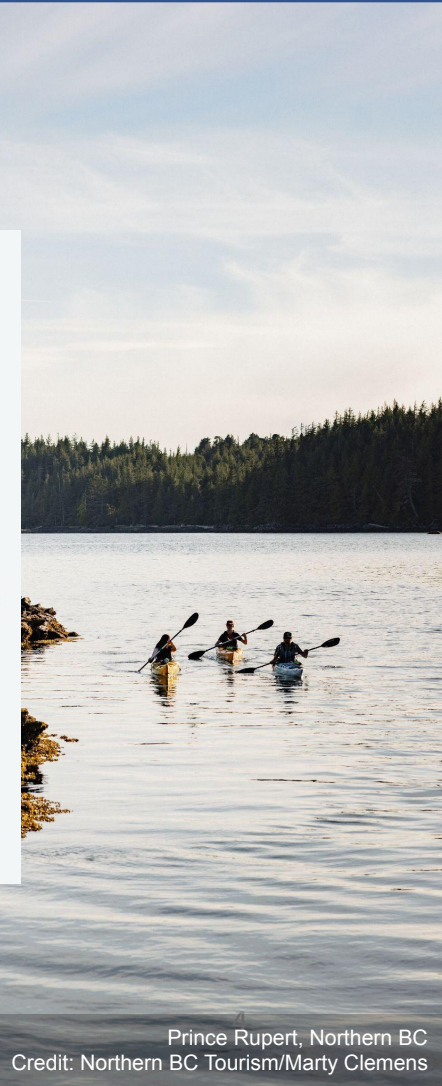
2023 Visitor  
Highlights



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- 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.
- 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 USA to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



Prince Rupert, Northern BC  
Credit: Northern BC Tourism/Marty Clemens

# USA Insights

# Q1 2020, 2021, 2022 & 2023: US 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 **11,100** US Visitors. During Q1 2021 Northern BC saw **1,700** US Visitors, in Q1 2022, **4,300** US Visitors and in Q1 2023, **6,300** US Visitors.

- **Decrease** of **-44%** 2023 compared to 2020

- **Increase** of **267%** 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

State	2020 Visitor %
Alaska	34%
Washington	14%
California	8%
Montana	3%
Texas	3%
Illinois	3%
Georgia	3%
Oregon	3%
Florida	2%
Nevada	2%

State	2021 Visitor %
Alaska	37%
Washington	18%
California	6%
Texas	4%
Oregon	4%
New York	3%
Vermont	3%
Arizona	3%
Massachusetts	2%
Missouri	2%

State	2022 Visitor %
Texas	13%
Washington	12%
Alaska	12%
California	10%
New York	8%
North Dakota	4%
Colorado	4%
Montana	3%
Pennsylvania	3%
North Carolina	3%

State	2023 Visitor %
Washington	32%
Nevada	19%
Alaska	15%
California	11%
Hawaii	5%
Texas	3%
Louisiana	2%
Wisconsin	2%
Arizona	2%
New York	2%

# Q2 2020, 2021, 2022 & 2023: US Visitors by Quarter

## Northern BC

Q2 = April | May | June  
Note: All counts have been rounded to the nearest 100

### Overview

During Q2 2020 Northern BC saw an average of **3,500** US Visitors. During Q2 2021 Northern BC saw **4,000** US Visitors, in Q2 2022, **14,100** US Visitors and in Q2 2023, **25,700** US Visitors.

- **Increase** of **627%** 2023 compared to 2020

- **Increase** of **538%** 2023 compared to 2021

- **Increase** of **81%** 2023 compared to 2022

**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

State	2020 Visitor %
Alaska	49%
Washington	16%
California	5%
Arizona	3%
Oregon	3%
Texas	3%
Idaho	2%
Nevada	2%
Utah	2%
Florida	1%

State	2021 Visitor %
Alaska	65%
Washington	7%
California	2%
Texas	2%
New York	2%
Illinois	2%
Florida	1%
Missouri	1%
Montana	1%
Ohio	1%

State	2022 Visitor %
California	18%
Washington	14%
Alaska	11%
Arizona	9%
Florida	5%
Texas	5%
Oregon	3%
Michigan	2%
Colorado	2%
North Carolina	2%

State	2023 Visitor %
Florida	14%
California	13%
Texas	13%
Washington	10%
Nebraska	7%
New York	5%
Virginia	4%
Ohio	3%
Alabama	3%
Alaska	3%

# Q3 2020, 2021, 2022 & 2023: US Visitors by Quarter

## Northern BC

Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

During Q3 2020 Northern BC saw an average of **4,400** US Visitors. During Q3 2021 Northern BC saw **12,900** US Visitors, in Q3 2022, **14,400** US Visitors and in Q3 2023, **69,300** US Visitors.

- Increase of **1472%** 2023 compared to 2020

- Increase of **436%** 2023 compared to 2021

- Increase of **383%** 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

State	2020 Visitor %
Alaska	55%
Washington	13%
Texas	3%
Arizona	3%
Oregon	2%
California	2%
Florida	2%
Idaho	2%
Utah	1%
Virginia	1%

State	2021 Visitor %
Alaska	49%
Washington	9%
California	7%
Colorado	5%
Illinois	3%
New York	3%
Wisconsin	2%
Texas	2%
Arizona	2%
Ohio	2%

State	2022 Visitor %
California	14%
Washington	12%
Alaska	8%
Arizona	7%
Texas	6%
Florida	6%
Colorado	5%
New York	2%
Illinois	2%
New Jersey	2%

State	2023 Visitor %
California	16%
Washington	16%
Florida	12%
Nebraska	9%
Texas	8%
Montana	5%
Tennessee	4%
New York	4%
Michigan	4%
Oregon	4%

# US Visitation

## US Visitors Travelling to Northern BC by Month

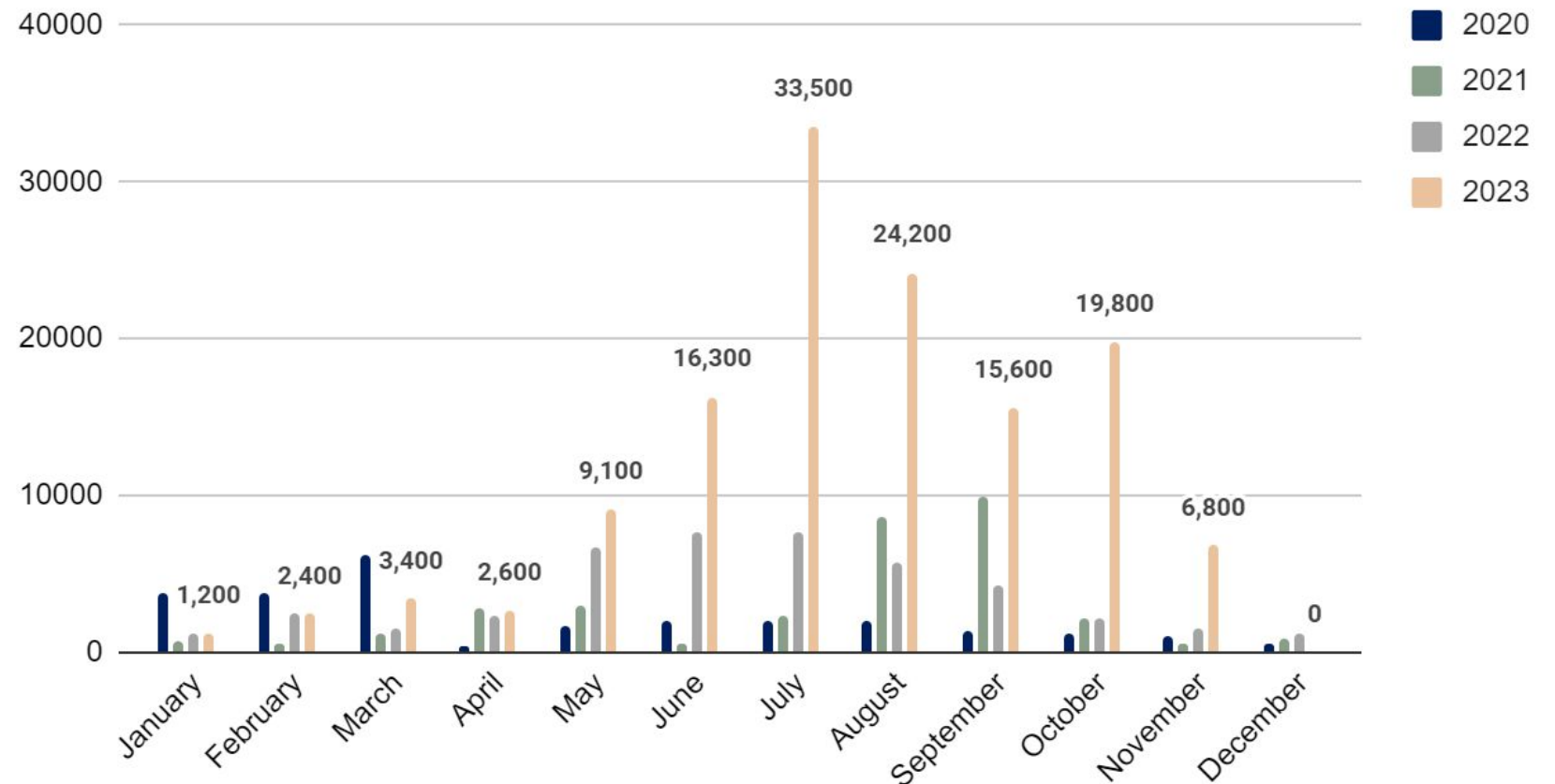
### 2023 Visitor Highlights



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- September 2023 saw a **267%** increase compared to 2022
- October 2023 saw a **825%** increase compared to 2022
- November 2023 saw a **342%** 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.

# US Visitation

## US Trips To Northern BC By Month

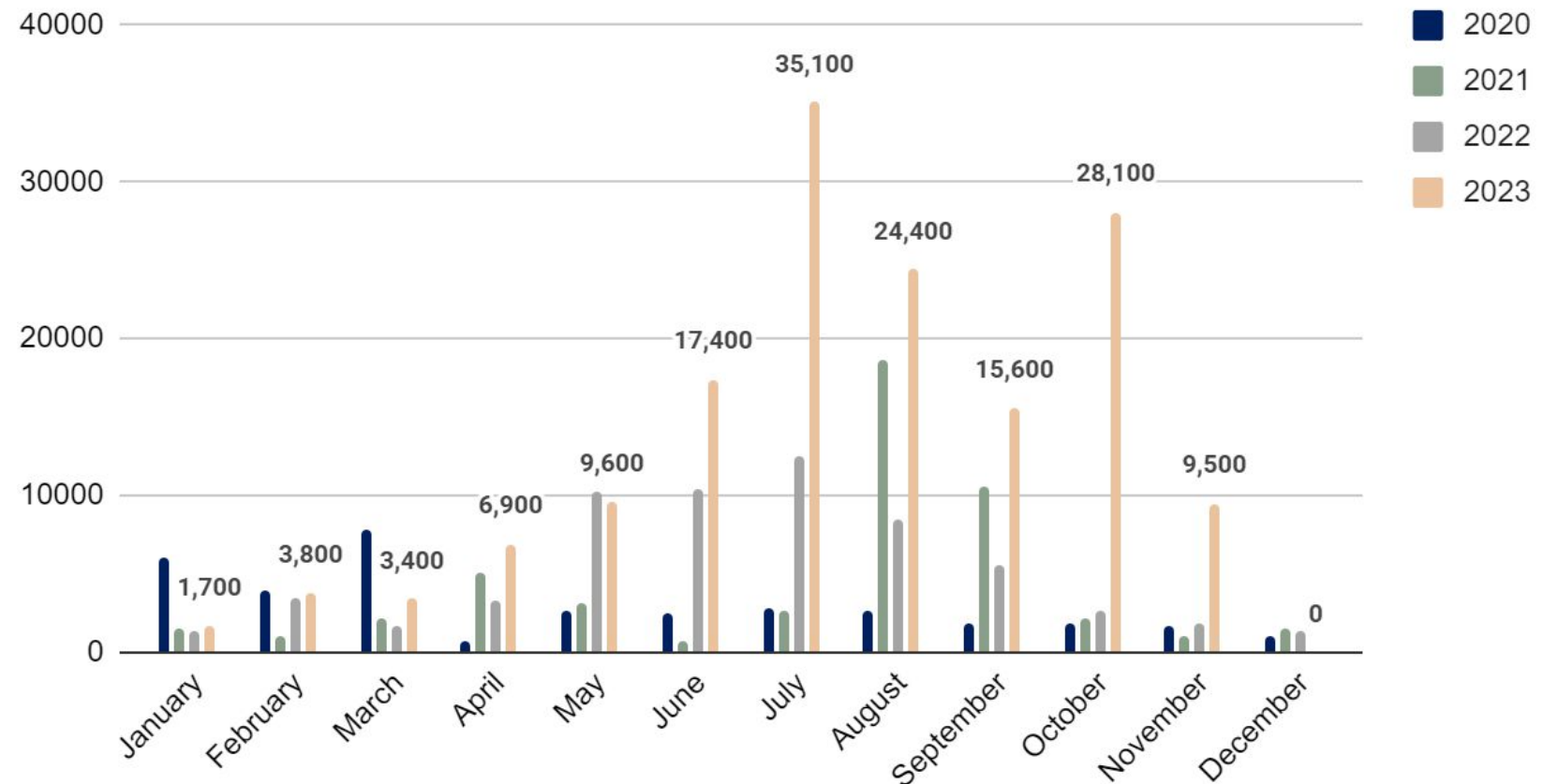
2023 Visitor  
Highlights



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- September 2023 saw a **181%** increase compared to 2022
- October 2023 saw a **956%** increase compared to 2022
- November 2023 saw a **435%** 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.

# US Visitation

## US Overnight Stays In Northern BC By Month

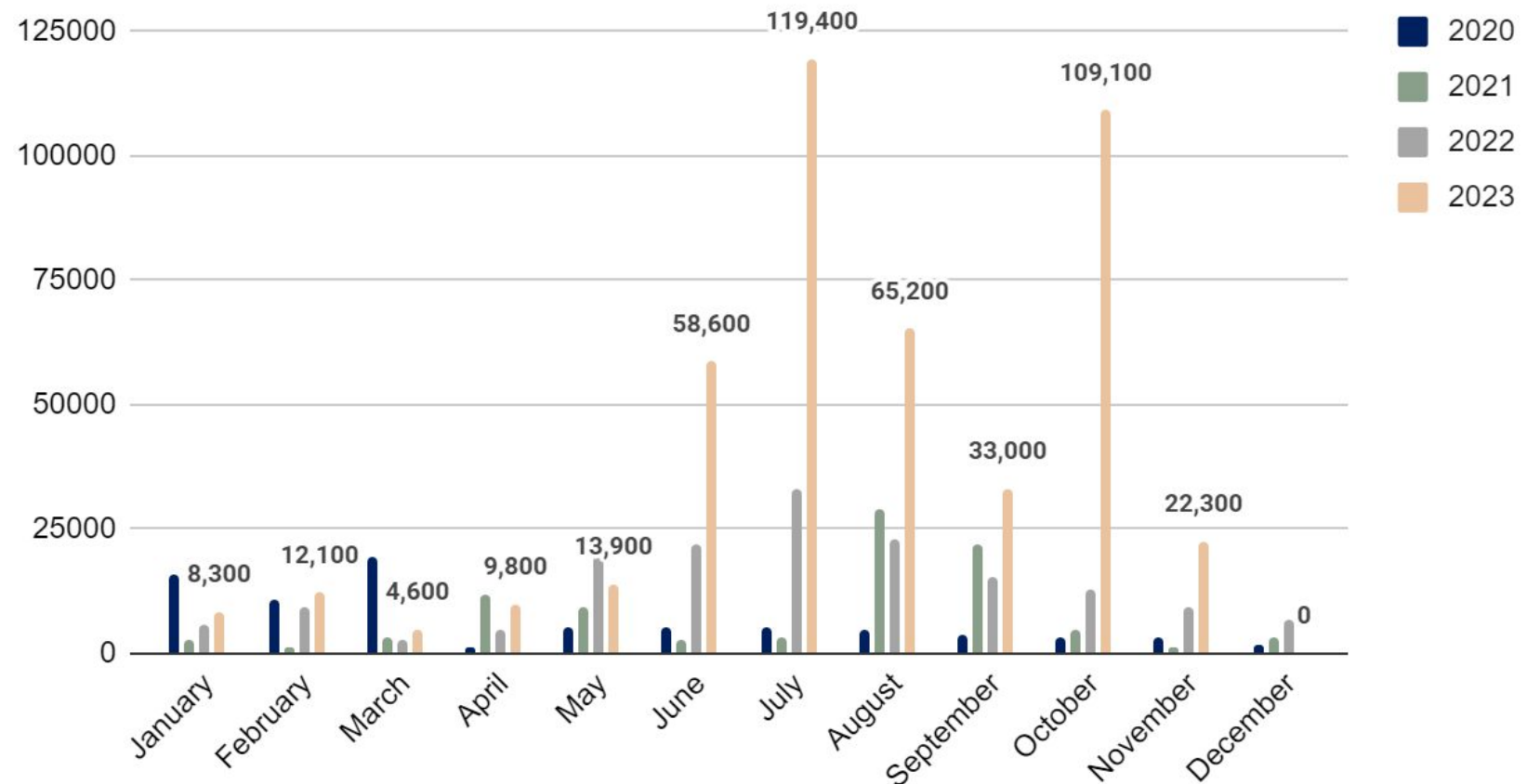
### 2023 Visitor Highlights



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- September 2023 saw a **115%** increase compared to 2022
- October 2023 saw a **739%** increase compared to 2022
- November 2023 saw a **135%** 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.



# Monthly Insights

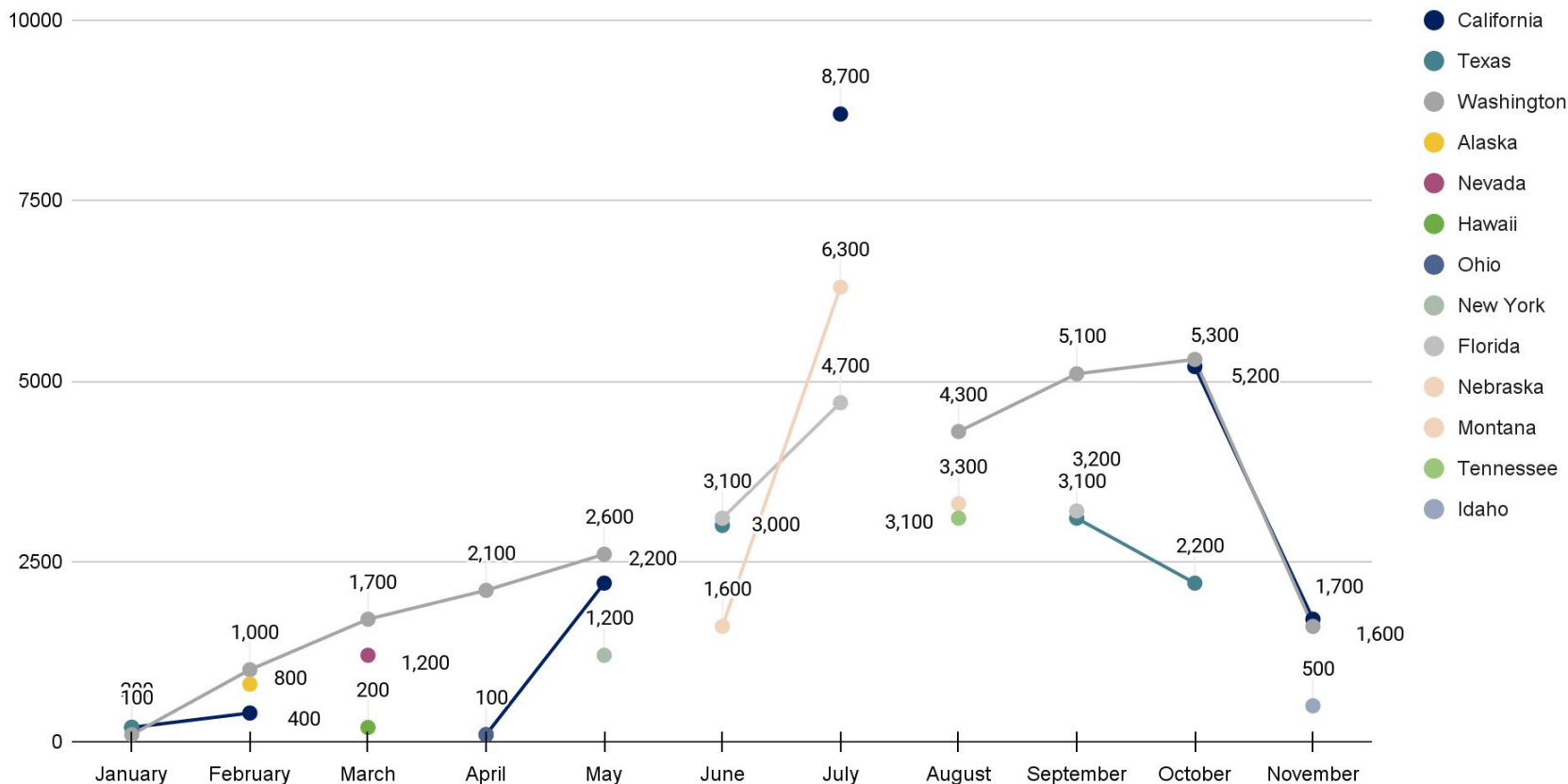
# State Visitation

## Top 3 States Travelling To Northern BC By Month



Appearing in the top 3 visiting  
states across 2023 was:

- California
- Texas
- Washington
- Alaska
- Nevada
- Hawaii
- Ohio
- New York
- Florida
- Nebraska
- Montana
- Tennessee
- Idaho



# January 2023 USA State Visitation

## Northern BC

### 2023 Visitor Highlights



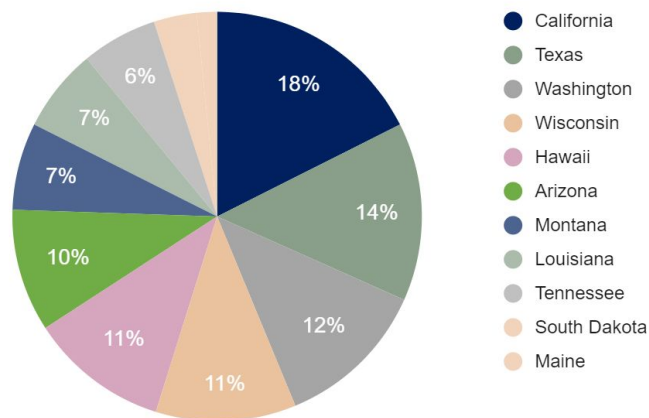
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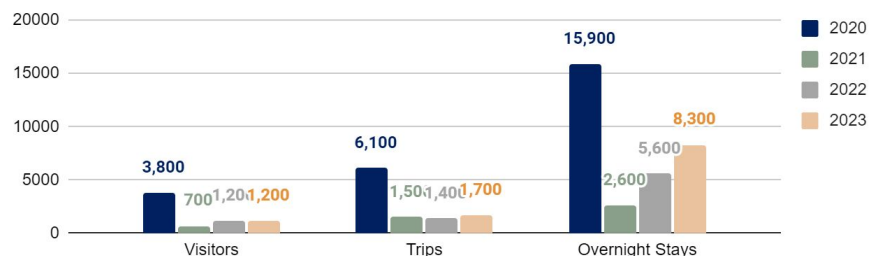
### Overview

The number of visitors to Northern BC from the United States in January 2023 was an estimated **1,200** visitors; a decrease of **-2%** when comparing January 2023 to January 2022.

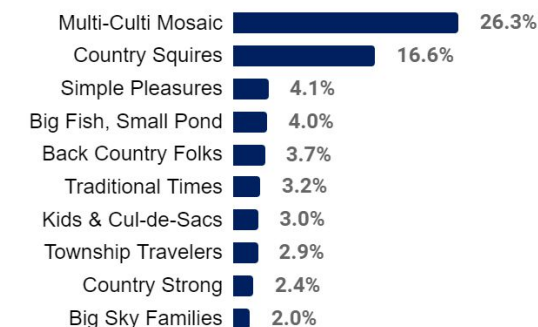
Percentage of Visitors to British Columbia by State January 2023



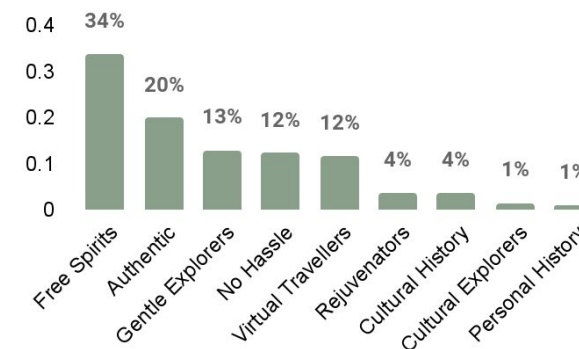
USA Visitors to British Columbia January 2020-2023



January 2023 USA Visitors by PRIZM Segment



January 2023 USA 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 USA State Visitation

## Northern BC

2023 Visitor  
Highlights



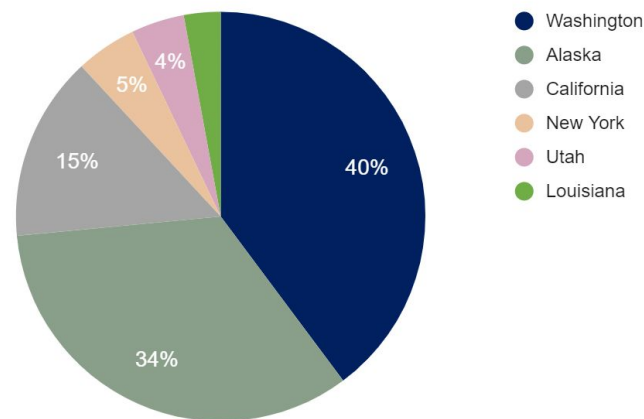
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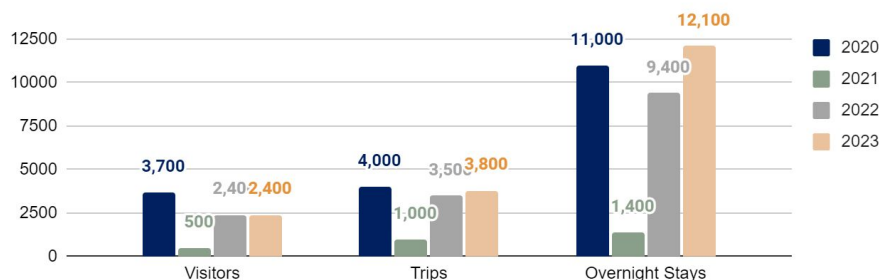
### Overview

The number of visitors to Northern BC from the United States in February 2023 was an estimated **2,400** visitors; an increase of **2%** when comparing February 2023 to February 2022.

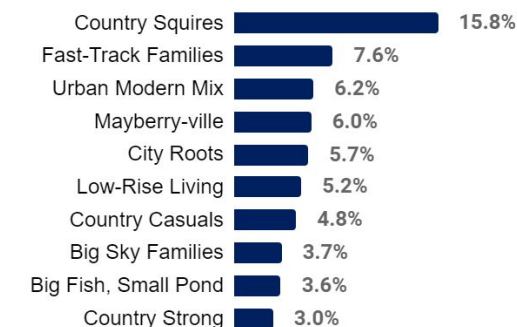
Percentage of Visitors to British Columbia  
by State February 2023



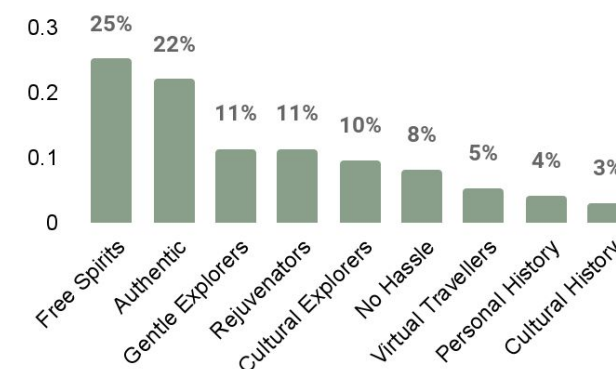
USA Visitors to British Columbia  
February 2020-2023



February 2023 USA Visitors by PRIZM Segment



February 2023 USA 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

# March 2023 USA State Visitation

## Northern BC

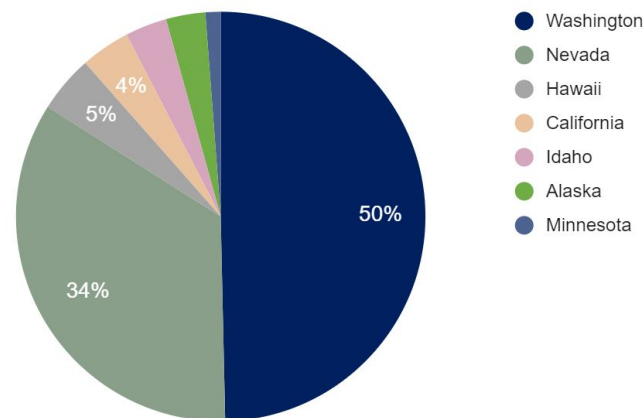
### 2023 Visitor Highlights



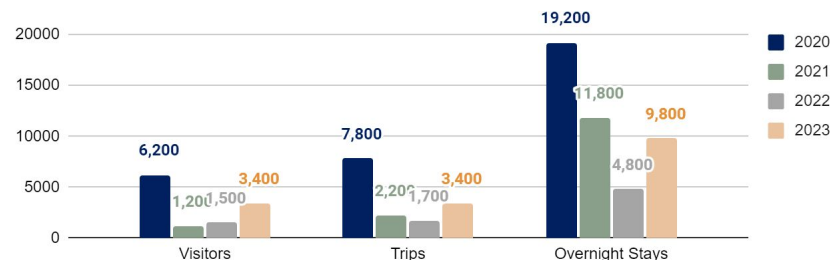
#### Overview

The number of visitors to Northern BC from the United States in March 2023 was an estimated **3,400** visitors; an increase of **123%** when comparing March 2023 to March 2022.

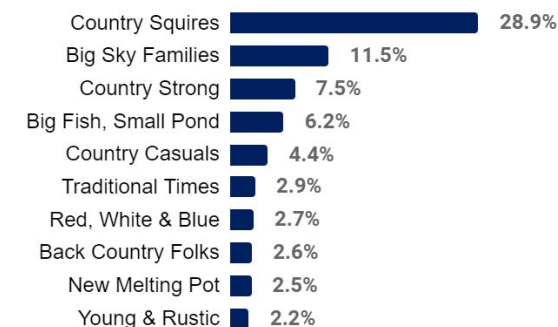
Percentage of Visitors to British Columbia by State March 2023



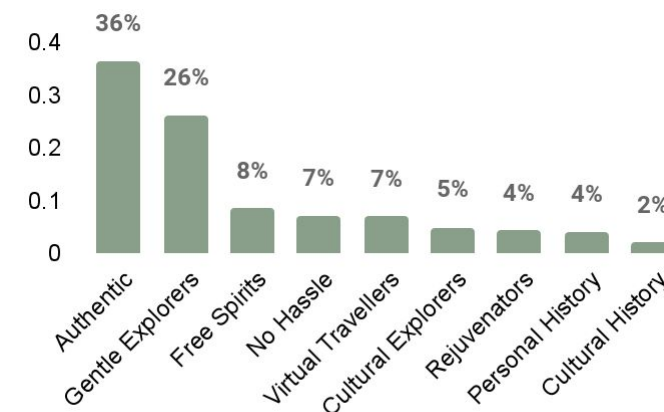
USA Visitors to British Columbia March 2020-2023



March 2023 USA Visitors by PRIZM Segment



March 2023 USA 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

# April 2023 USA State Visitation

## Northern BC

### 2023 Visitor Highlights



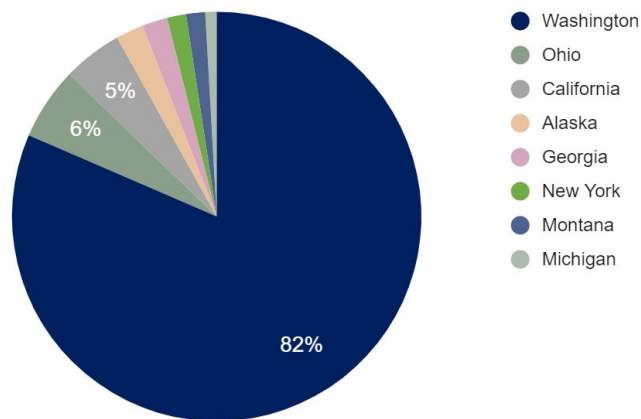
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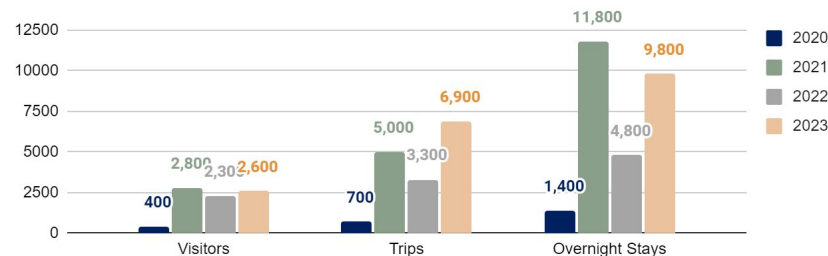
### Overview

The number of visitors to Northern BC from the United States in April 2023 was an estimated **2,600** visitors; an increase of **12%** when comparing April 2023 to April 2022.

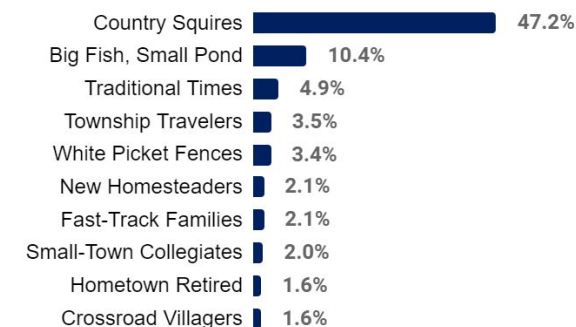
Percentage of Visitors to British Columbia by State April 2023



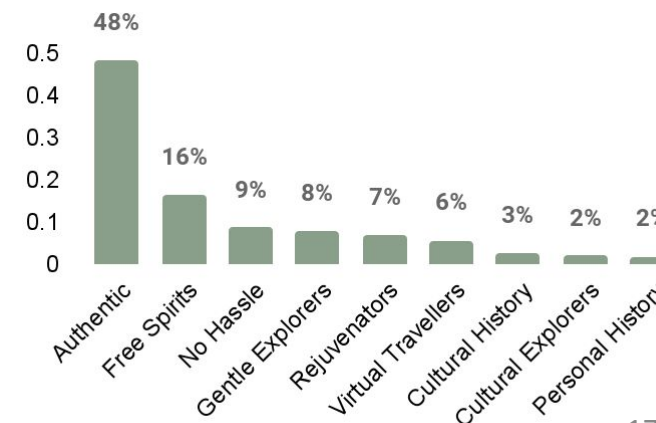
USA Visitors to British Columbia April 2020-2023



April 2023 USA Visitors by PRIZM Segment



April 2023 USA 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

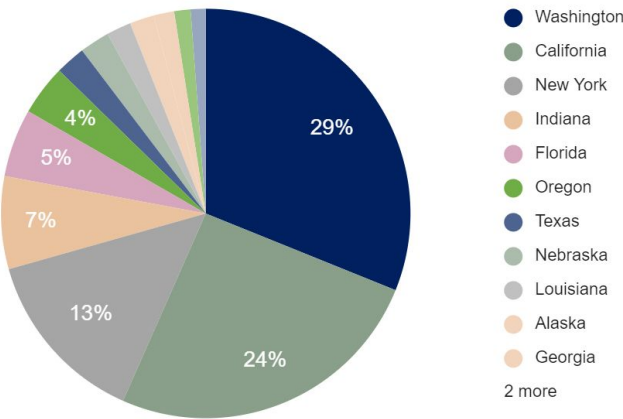
# May 2023 USA State Visitation

## Northern BC

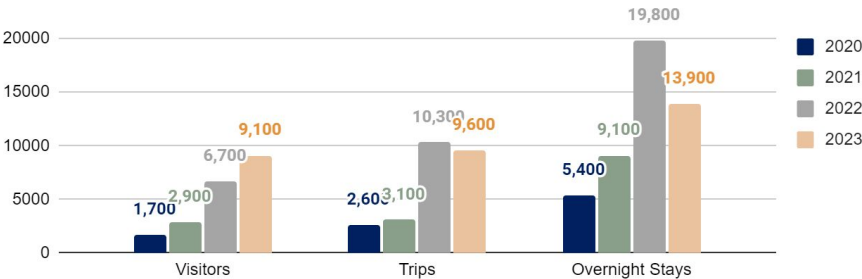
### Overview

The number of visitors to Northern BC from the United States in May 2023 was an estimated **9,100** visitors; an increase of **36%** when comparing May 2023 to May 2022.

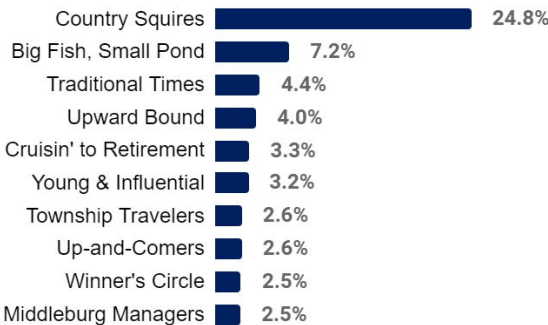
Percentage of Visitors to British Columbia  
by State May 2023



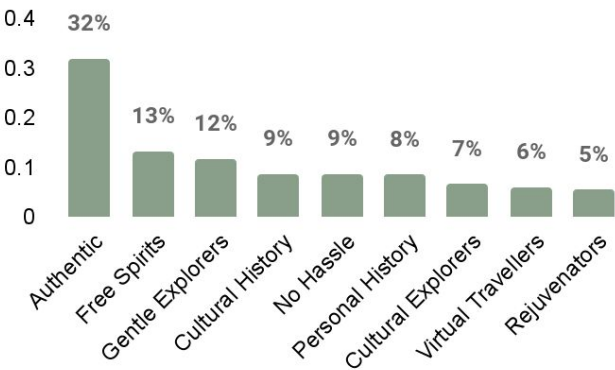
USA Visitors to British Columbia  
May 2020-2023



May 2023 USA Visitors by PRIZM Segment



May 2023 USA 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

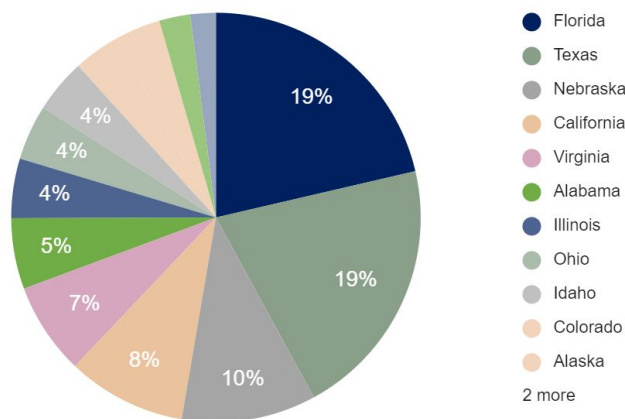
# June 2023 USA State Visitation

## Northern BC

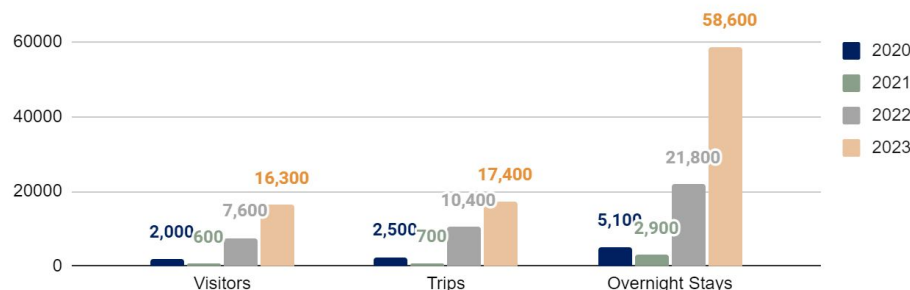
### Overview

The number of visitors to Northern BC from the United States in June 2023 was an estimated **16,300** visitors; an increase of **114%** when comparing June 2023 to June 2022.

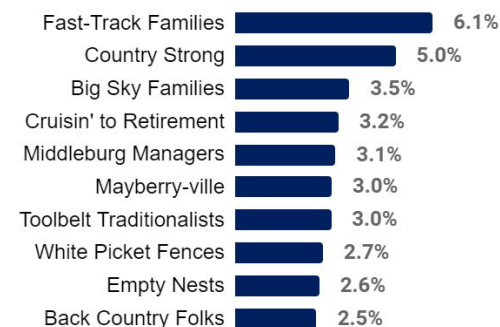
Percentage of Visitors to British Columbia  
by State June 2023



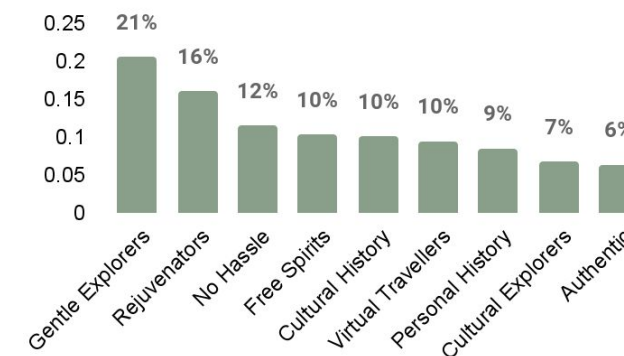
USA Visitors to British Columbia  
June 2020-2023



June 2023 USA Visitors by PRIZM Segment



June 2023 USA 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

# July 2023 USA State Visitation

## Northern BC

### 2023 Visitor Highlights



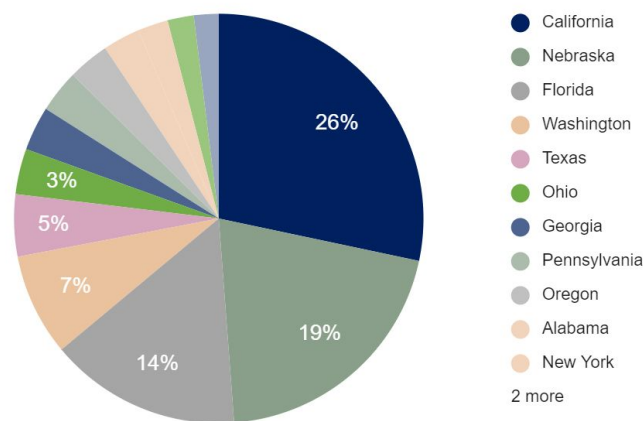
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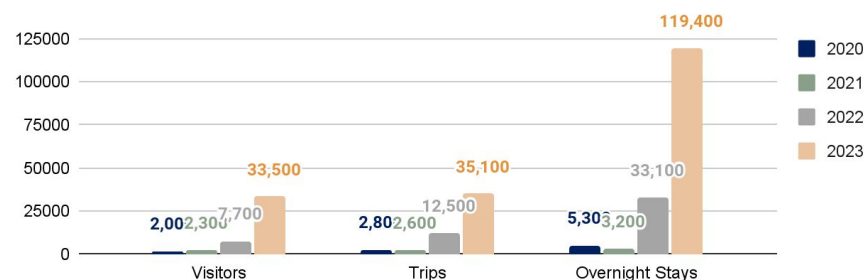
### Overview

The number of visitors to Northern BC from the United States in July 2023 was an estimated **33,500** visitors; an increase of **335%** when comparing July 2023 to July 2022.

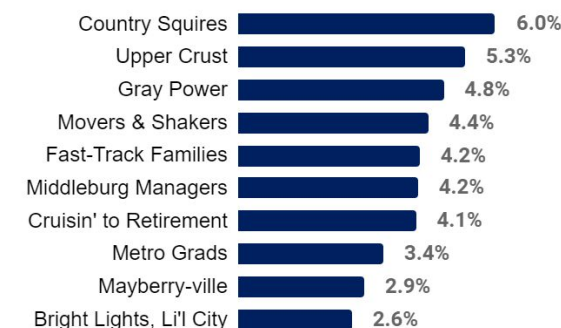
Percentage of Visitors to British Columbia by State July 2023



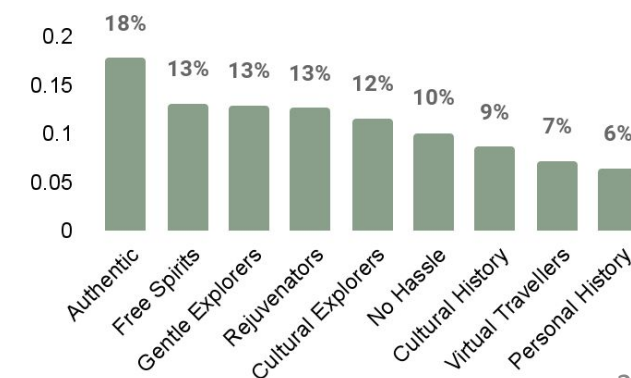
USA Visitors to British Columbia July 2020-2023



July 2023 USA Visitors by PRIZM Segment



July 2023 USA 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

# August 2023 USA State Visitation

## Northern BC

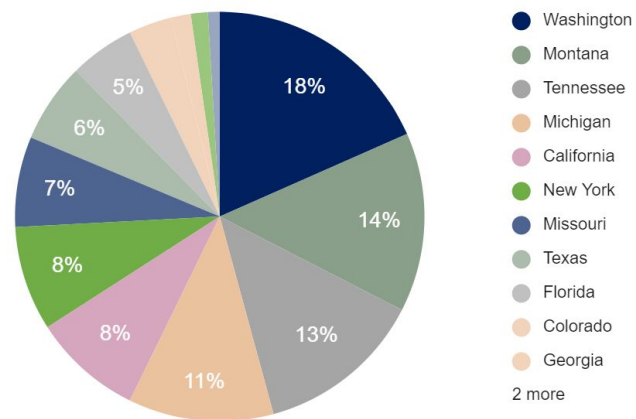
### 2023 Visitor Highlights



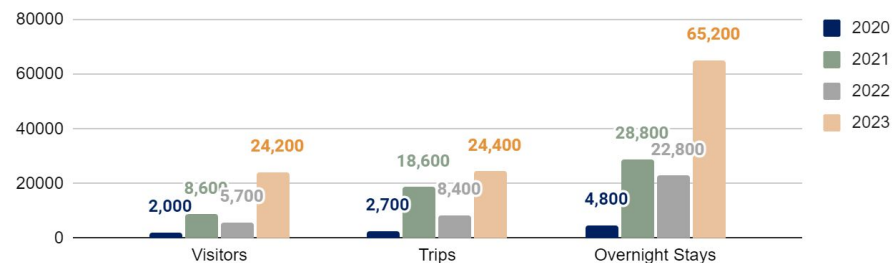
#### Overview

The number of visitors to Northern BC from the United States in August 2023 was an estimated **24,200** visitors; an increase of **322%** when comparing August 2023 to August 2022.

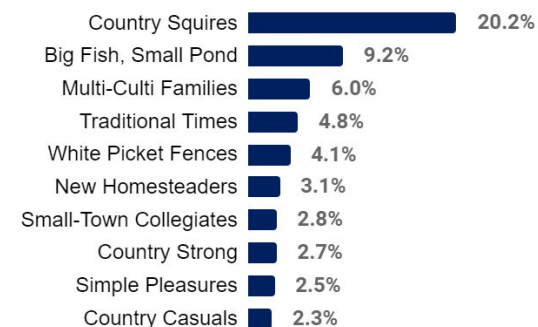
Percentage of Visitors to British Columbia by State August 2023



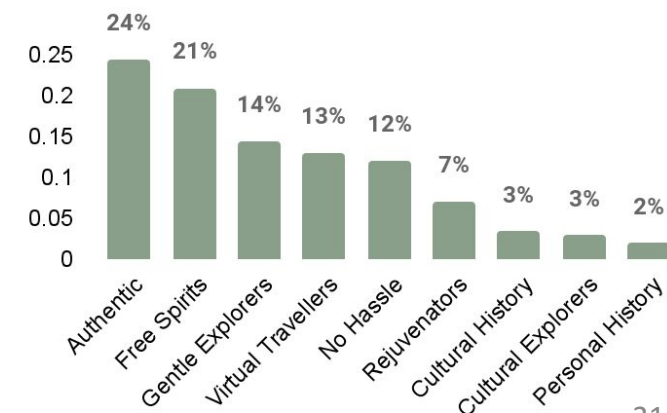
USA Visitors to British Columbia August 2020-2023



August 2023 USA Visitors by PRIZM Segment



August 2023 USA 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

# September 2023 USA State Visitation

## Northern BC

### 2023 Visitor Highlights



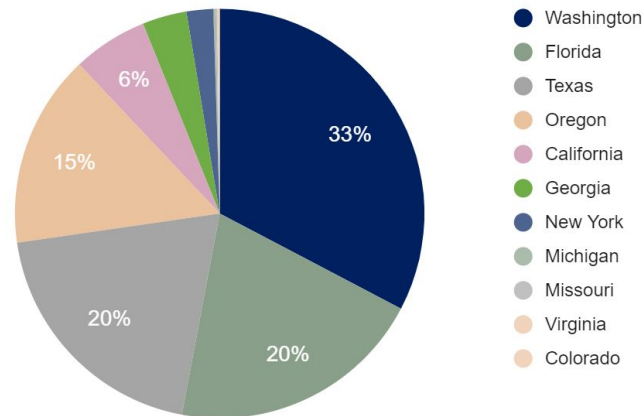
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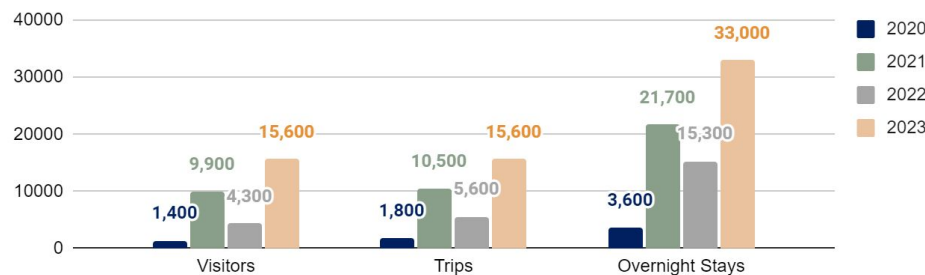
### Overview

The number of visitors to Northern BC from the United States in September 2023 was an estimated **15,600** visitors; an increase of **267%** when comparing September 2023 to September 2022.

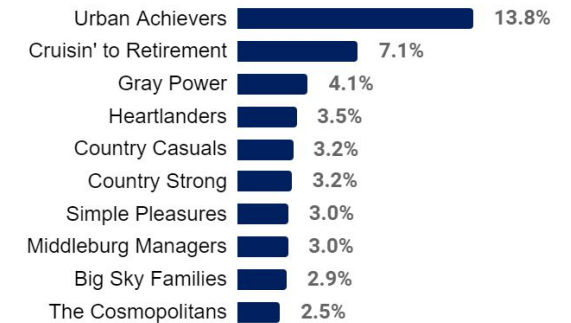
Percentage of Visitors to British Columbia by State September 2023



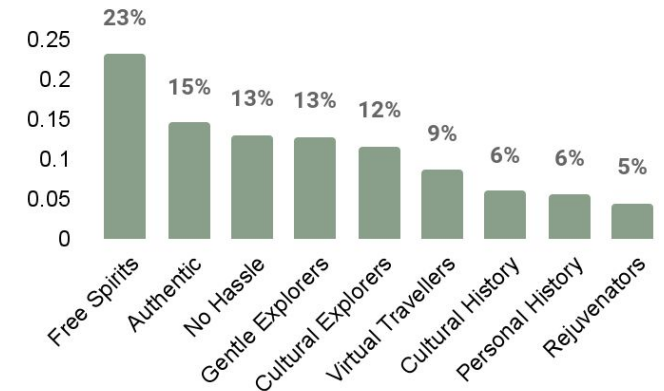
USA Visitors to British Columbia September 2020-2023



September 2023 USA Visitors by PRIZM Segment



September 2023 USA Visitors by EQ Type



# October 2023 USA State Visitation

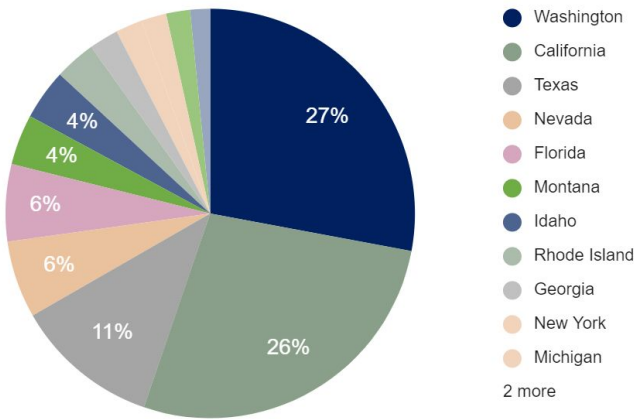
## Northern BC



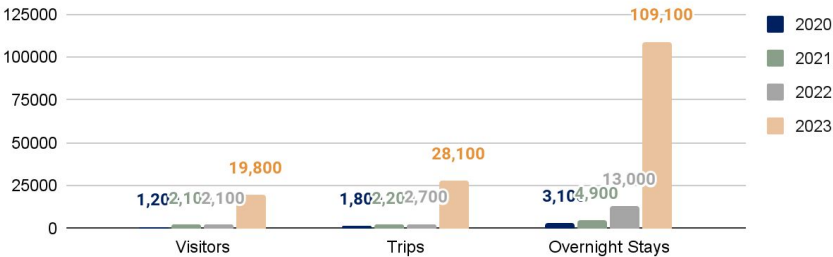
### Overview

The number of visitors to Northern BC from the United States in October 2023 was an estimated **19,800** visitors; an increase of **825%** when comparing October 2023 to October 2022.

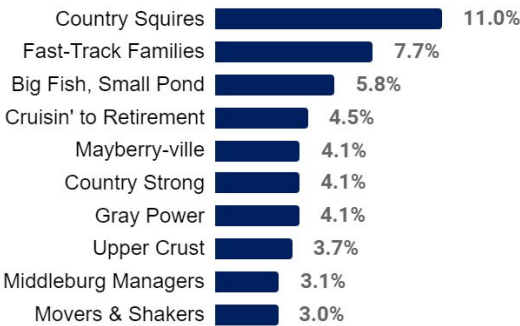
Percentage of Visitors to British Columbia  
by State October 2023



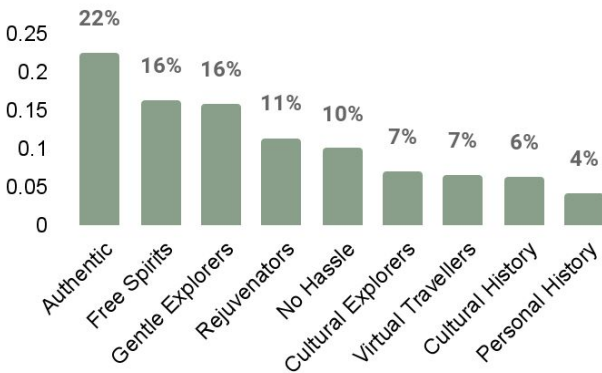
USA Visitors to British Columbia  
October 2020-2023



October 2023 USA Visitors by PRIZM Segment



October 2023 USA 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

# November 2023 USA State Visitation

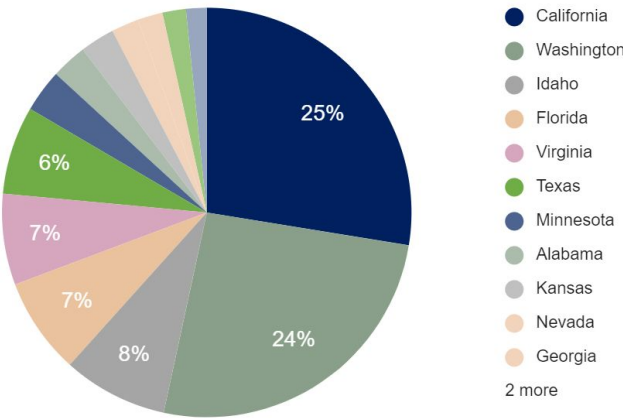
## Northern BC



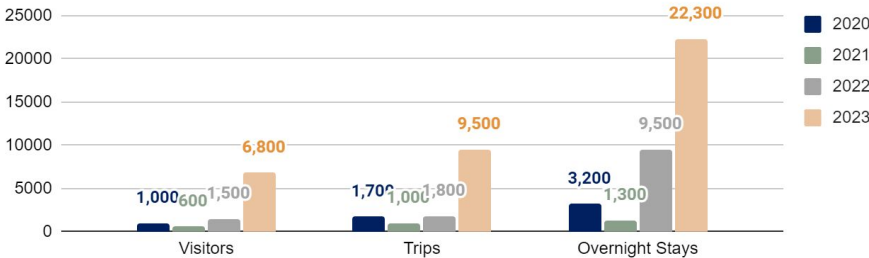
### Overview

The number of visitors to Northern BC from the United States in November 2023 was an estimated **6,800** visitors; an increase of **342%** when comparing November 2023 to November 2022.

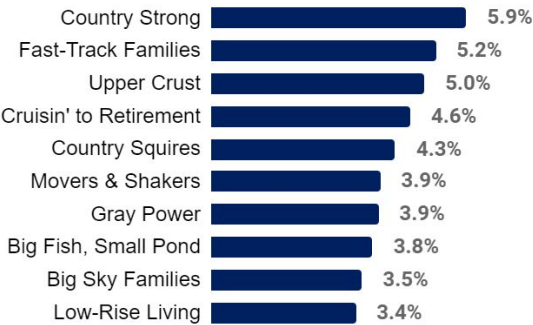
Percentage of Visitors to British Columbia  
by State November 2023



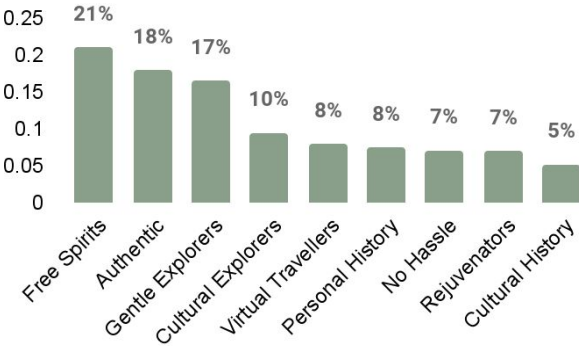
USA Visitors to British Columbia  
November 2020-2023



November 2023 USA Visitors by PRIZM Segment



November 2023 USA 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

# CONTACT US

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

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