



**bcrts**

British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES



NORTHERN BC  
TOURISM ASSOCIATION

Canada, British Columbia & Alberta

# Monthly Visitor Highlights | 2023

Northern BC Region *Jan - Nov 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 **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
- VisitorView Canada provides insights the tourism industry needs to understand, market and grow their business with Canadian travellers
- VisitorView 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
- 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

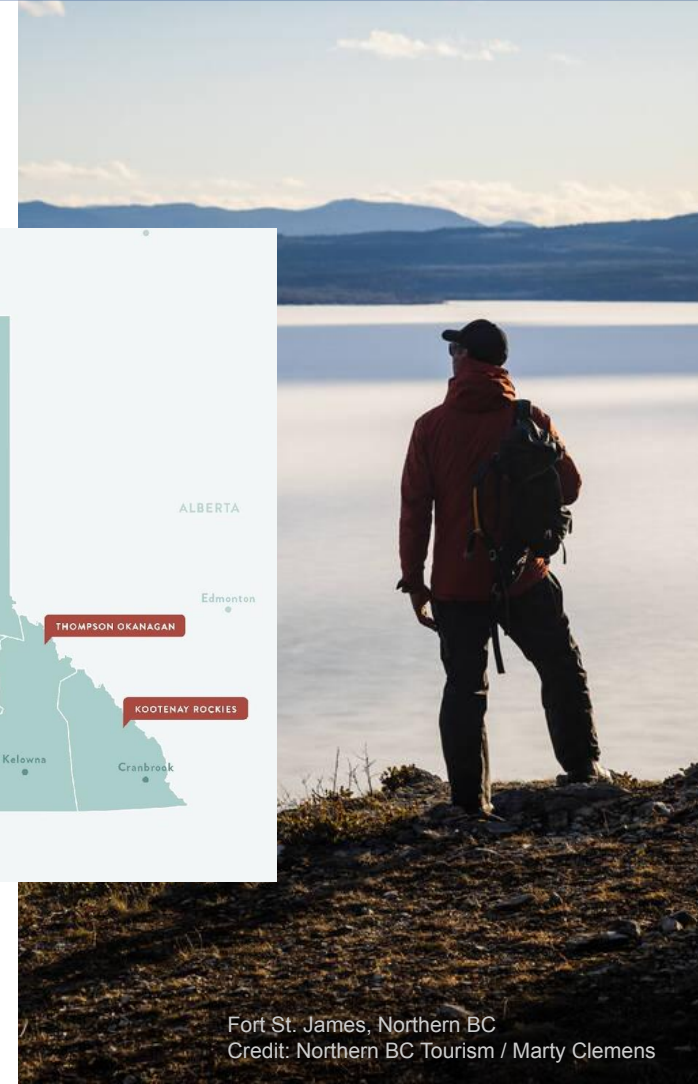
## Methodology

- **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



- VisitorView 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 VisitorView, 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
- VisitorView 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





A full-page background image showing two skiers from behind, standing on a snowy mountain ridge. The skier on the left wears a blue jacket and a dark backpack, while the skier on the right wears an orange jacket and a red backpack. They are both holding ski poles. The landscape is a vast, snow-covered mountain range under a blue sky with light clouds. The foreground and middle ground are filled with snow and small evergreen trees.

# Canada Insights

Terrace, Northern BC  
Credit: Northern BC Tourism / Marty Clemens

# Q1 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

## Northern BC

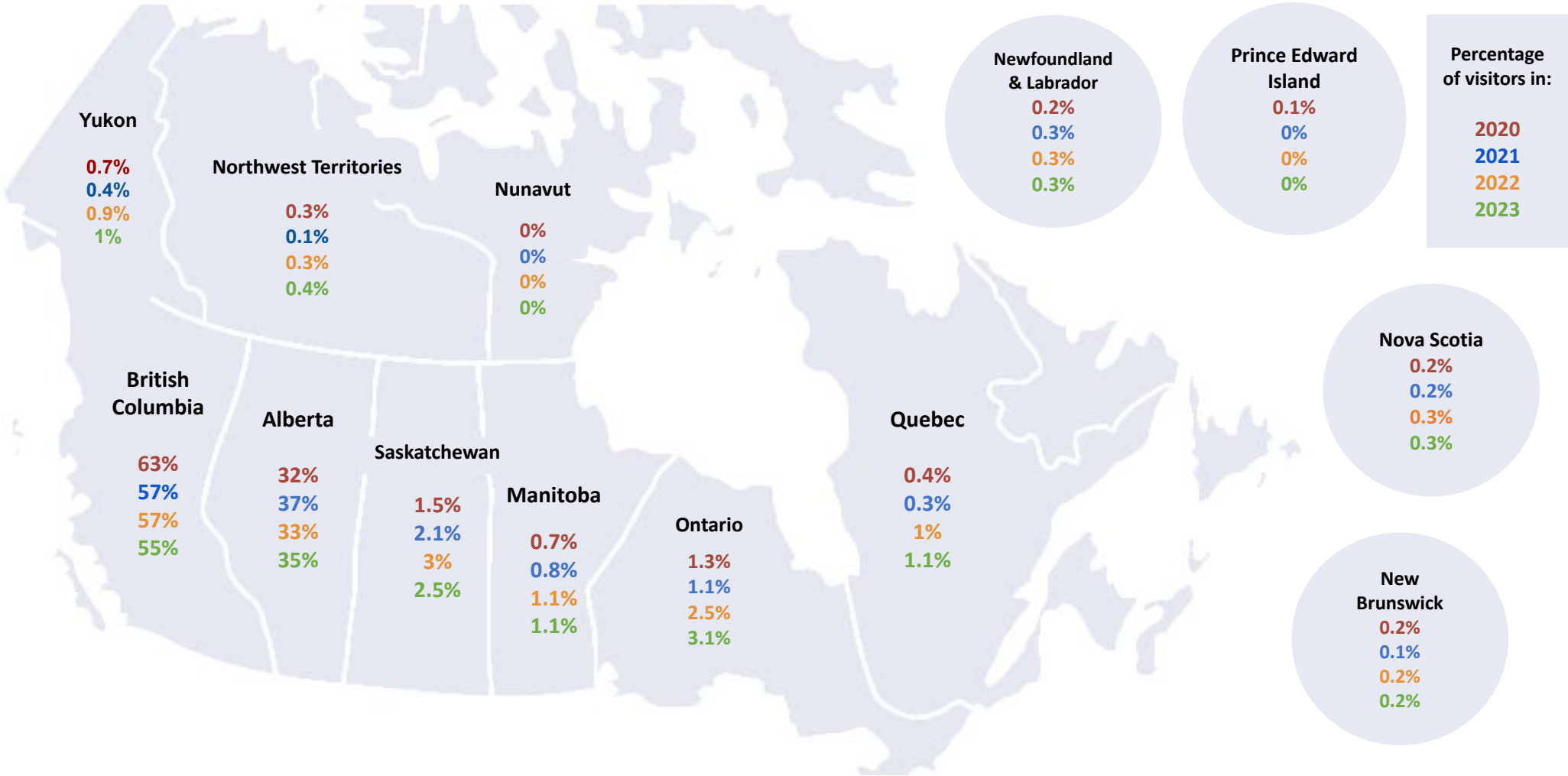
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### 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





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

## Northern BC

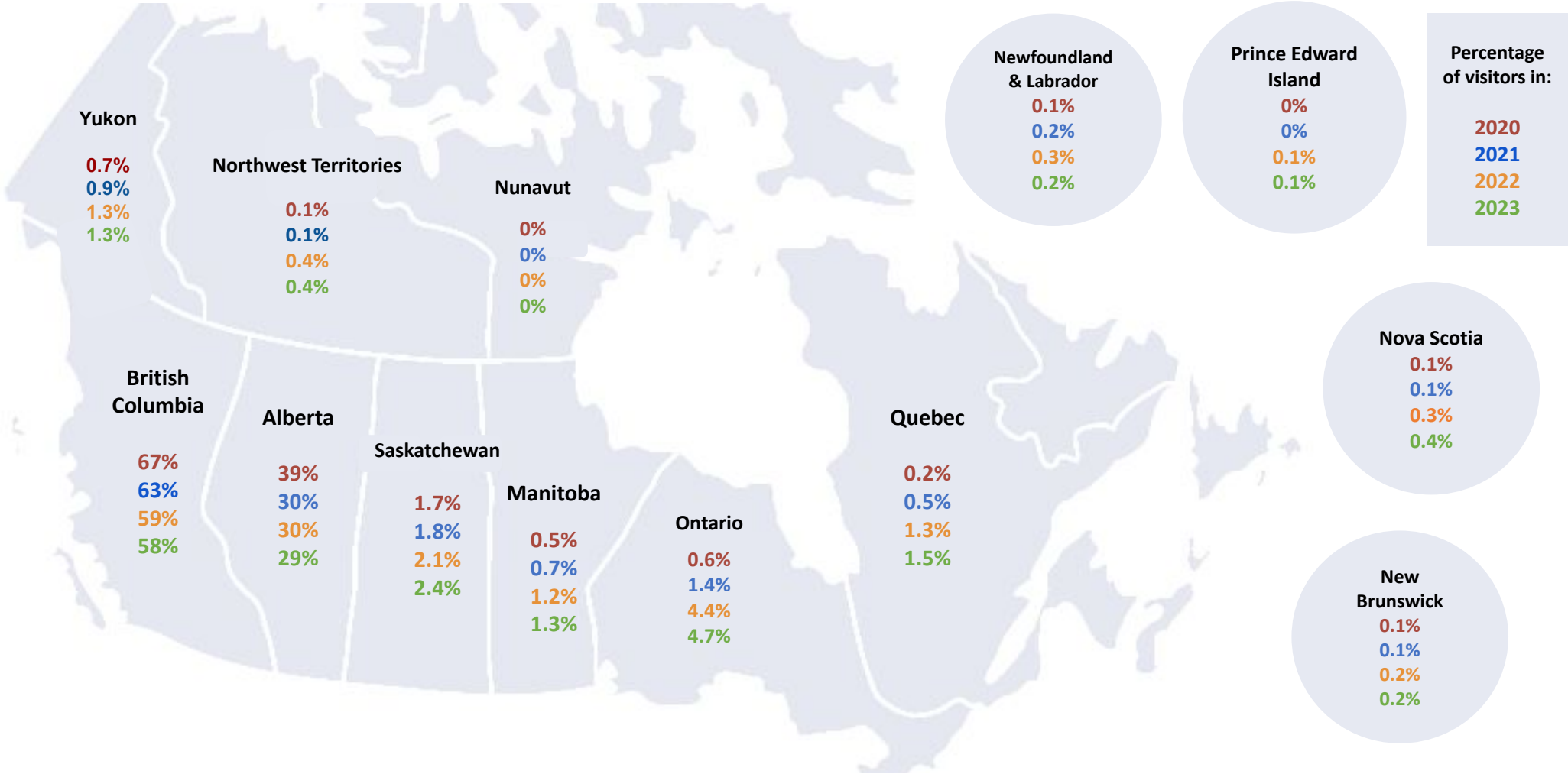
Q2 = April | May | June  
Note: All counts have been rounded to the nearest 100

### Overview

During Q2 2020 Northern BC saw an average of **241,300** Domestic Visitors. During Q2 2021 the region saw **263,100** Domestic Visitors, in Q2 2022, **375,900** Domestic Visitors and in Q2 2023, **417,400** Domestic Visitors.

- Increase of **73%** 2023 compared to 2020
- Increase of **59%** 2023 compared to 2021
- Increase of **11%** 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



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

## Northern BC

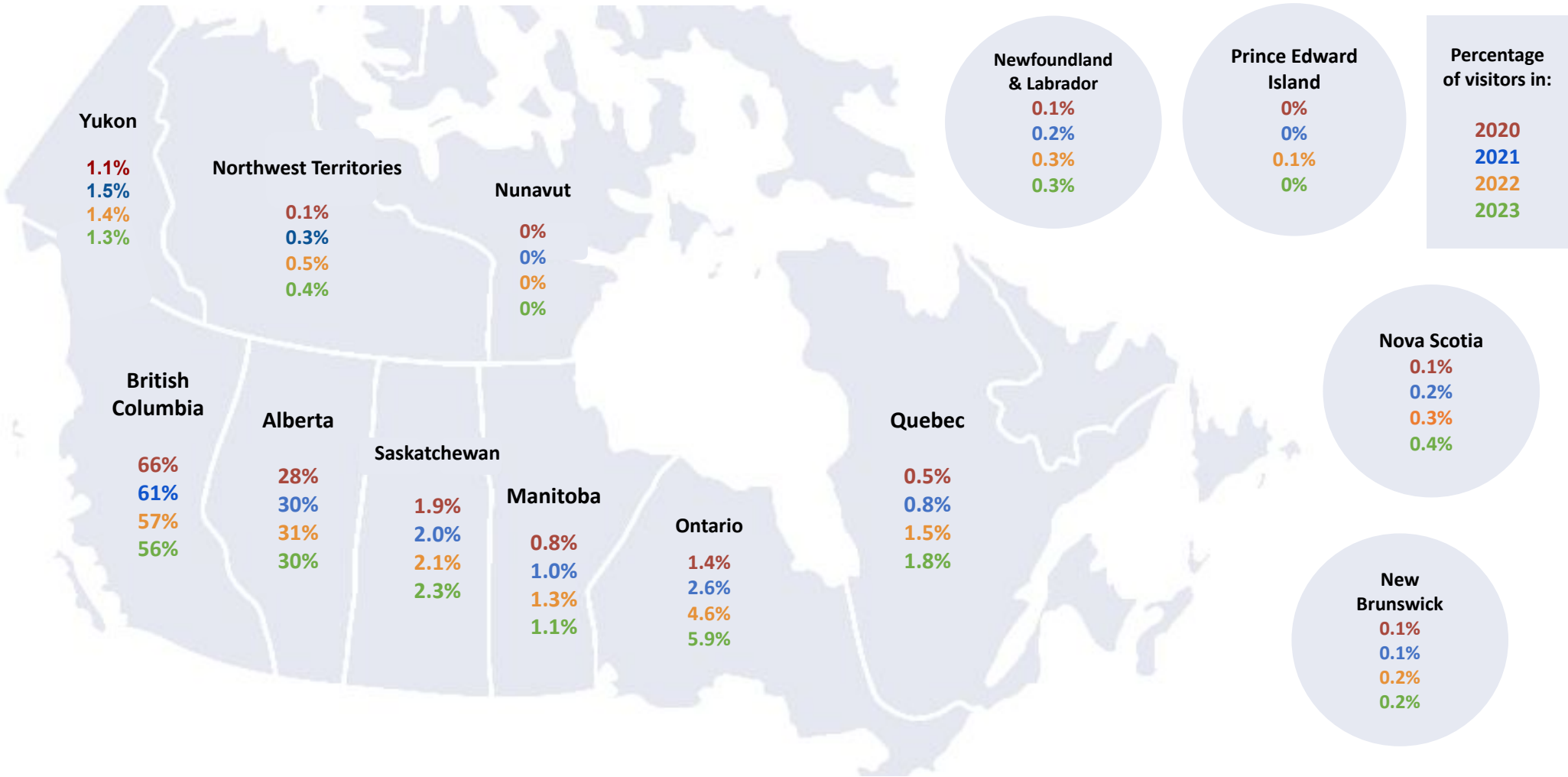
Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

During Q3 2020 Northern BC saw an average of **455,500** Domestic Visitors. During Q3 2021 the region saw **494,400** Domestic Visitors, in Q3 2022, **550,300** Domestic Visitors and in Q3 2023, **477,200** Domestic Visitors.

- Increase of **5%** 2023 compared to 2020
- Decrease of **3%** 2023 compared to 2021
- Decrease of **13%** 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





# Canadian Visitation

## Canadian Visitors Travelling to Northern BC by Month

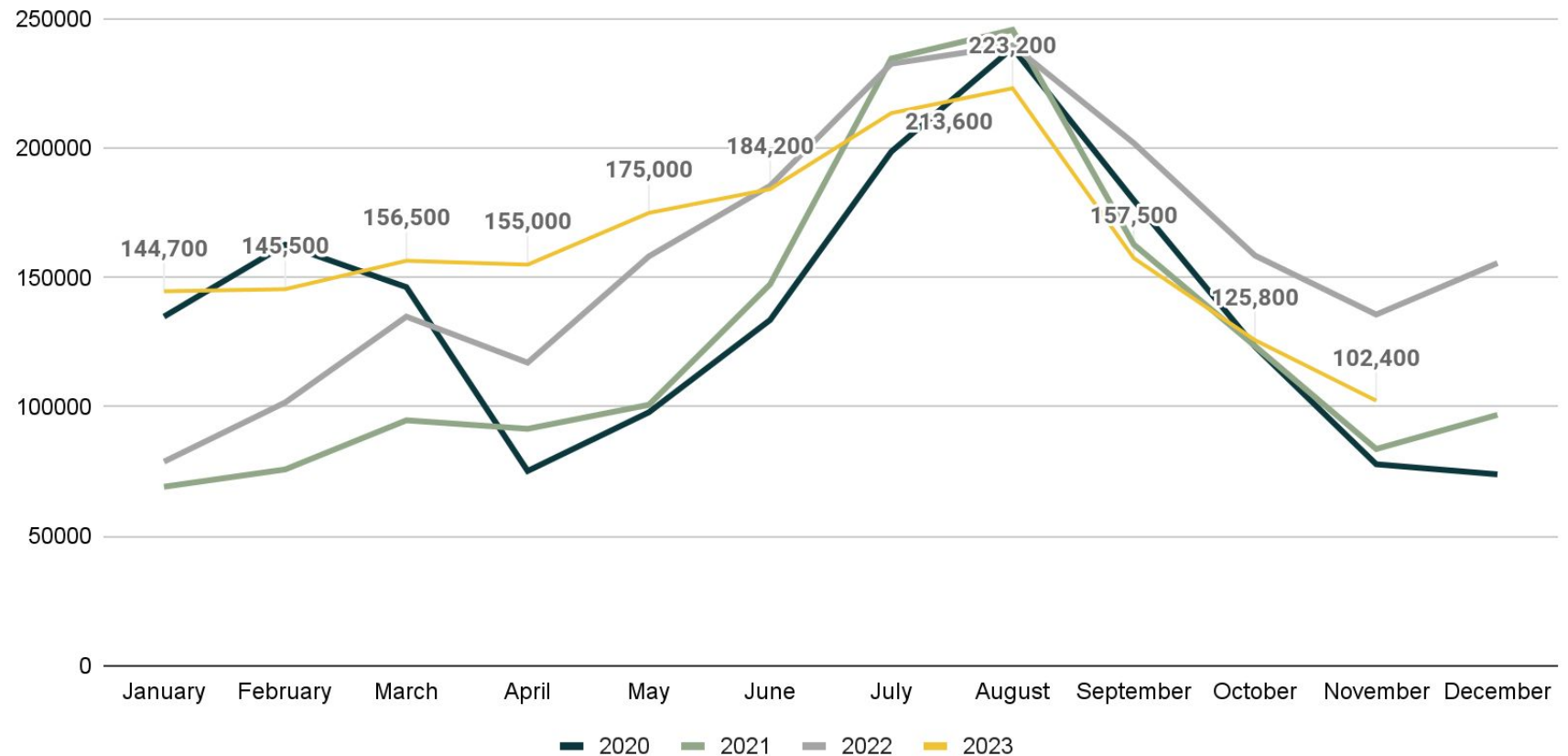
2023 Visitor  
Highlights



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- September 2023 saw a **12%** decrease compared to 2020, a **3%** decrease compared to 2021 and a **22%** decrease compared to 2022
- October 2023 saw a **2%** increase compared to 2020, a **2%** increase compared to 2021 and a **21%** decrease compared to 2022
- November 2023 saw a **32%** increase compared to 2020, a **22%** increase compared to 2021 and a **25%** decrease 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

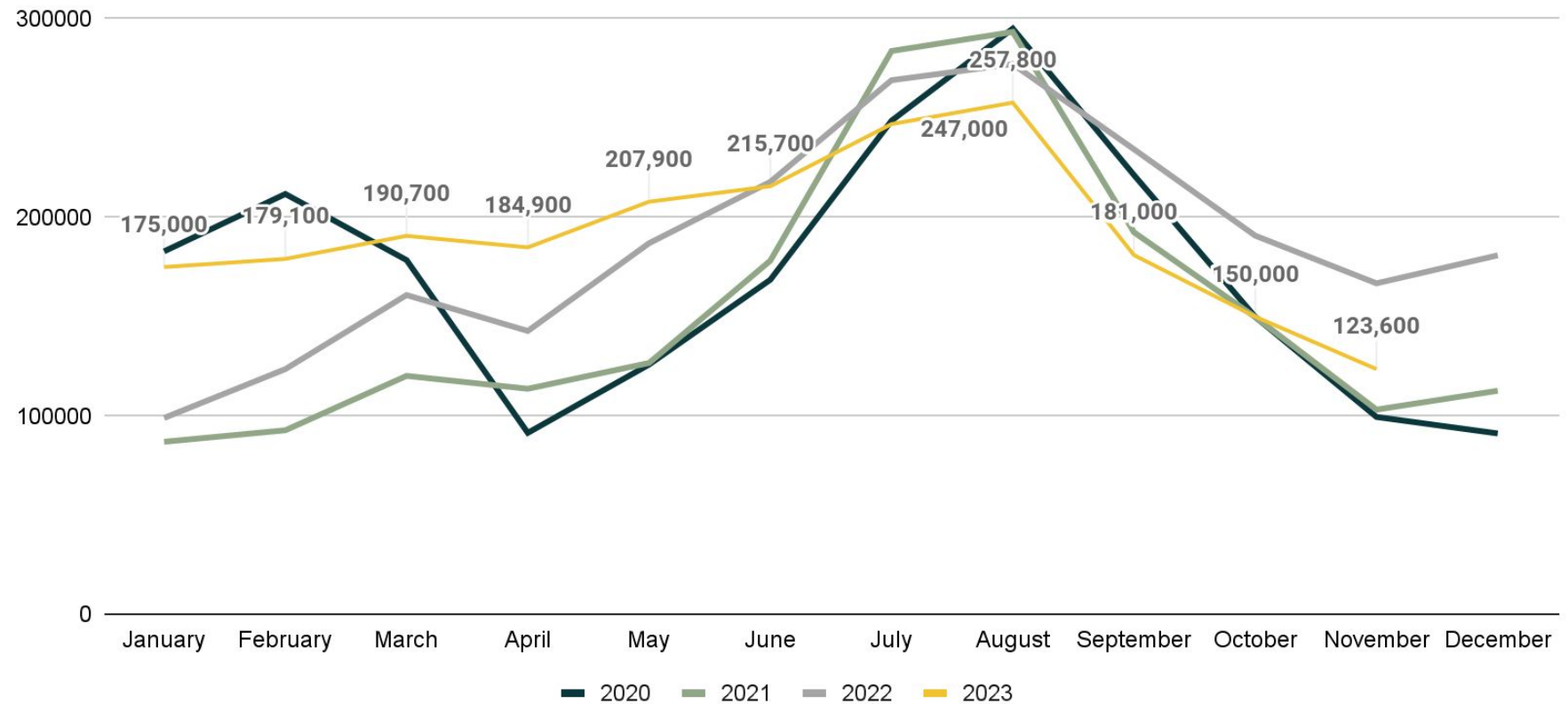
2023 Visitor  
Highlights



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- September 2023 saw a **18%** decrease compared to 2020, a **6%** decrease compared to 2021 and a **23%** decrease compared to 2022
- October 2023 saw a **0.1%** increase compared to 2020, a **0.1%** increase compared to 2021 and a **21%** decrease compared to 2022
- November 2023 saw a **24%** increase compared to 2020, a **20%** increase compared to 2021 and a **26%** decrease 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

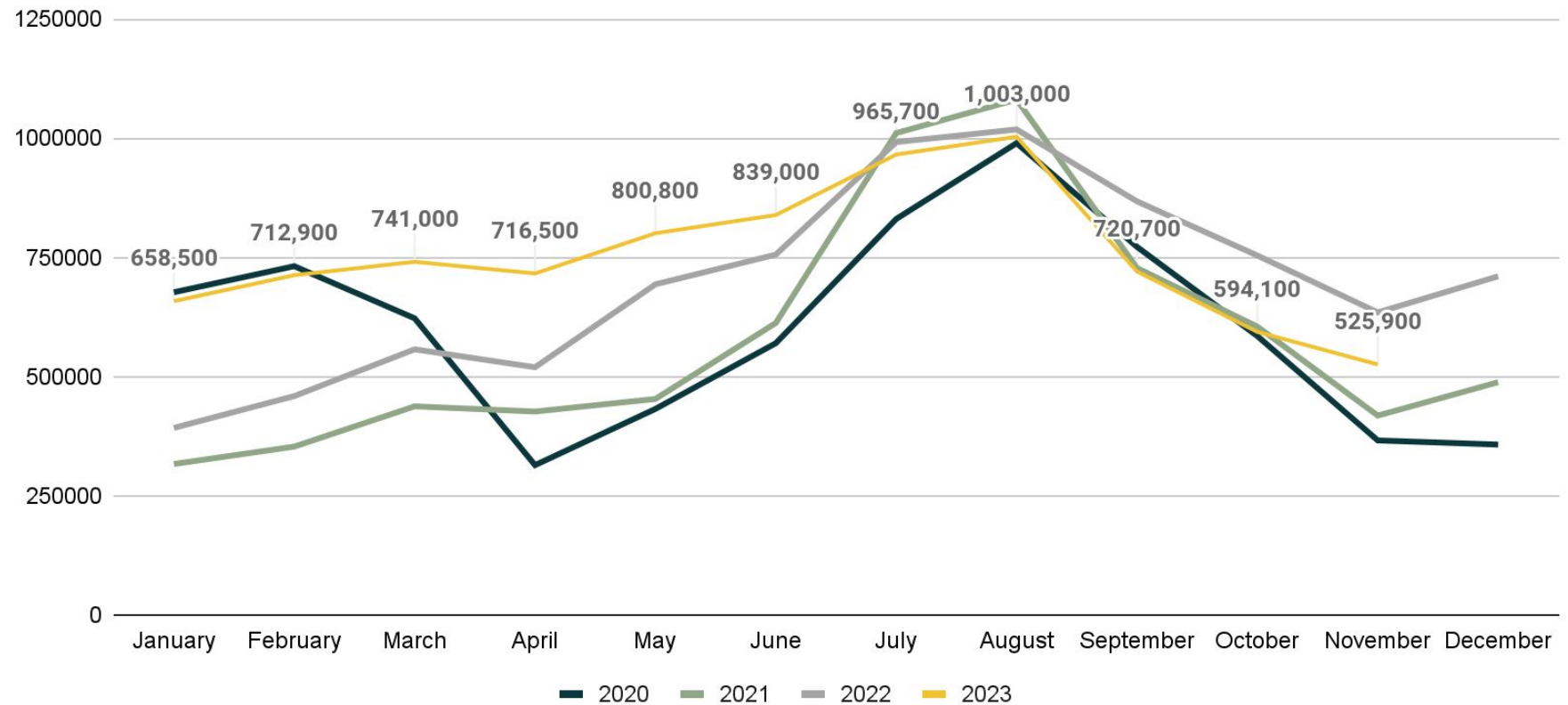
2023 Visitor  
Highlights



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- September 2023 saw a **7%** decrease compared to 2020, a **1%** decrease compared to 2021 and a **17%** decrease compared to 2022
- October 2023 saw a **2%** increase compared to 2020, a **2%** decrease compared to 2021 and a **21%** decrease compared to 2022
- November 2023 saw a **43%** increase compared to 2020, a **26%** increase compared to 2021 and a **17%** decrease 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.



An aerial photograph showing a paved road that winds through a vast, deep blue lake. The road is flanked by dense, green coniferous forests. In the distance, more forested hills and mountains are visible under a clear sky. The water reflects the surrounding greenery and the road. The overall scene is serene and scenic, typical of the natural beauty of British Columbia.

# British Columbia Insights

Jade City, Northern BC  
Credit: Northern BC Tourism / Andrew Strain



# Northern BC Visitation - Q1

## BC Residents Travelling To Northern BC By Quarter

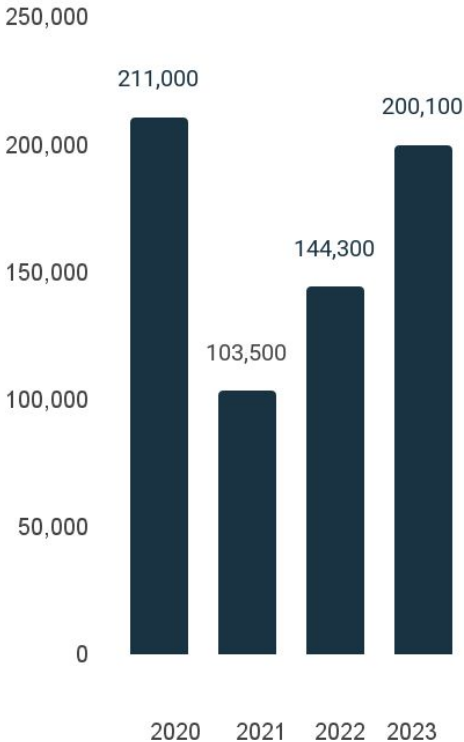
2023 Visitor  
Highlights



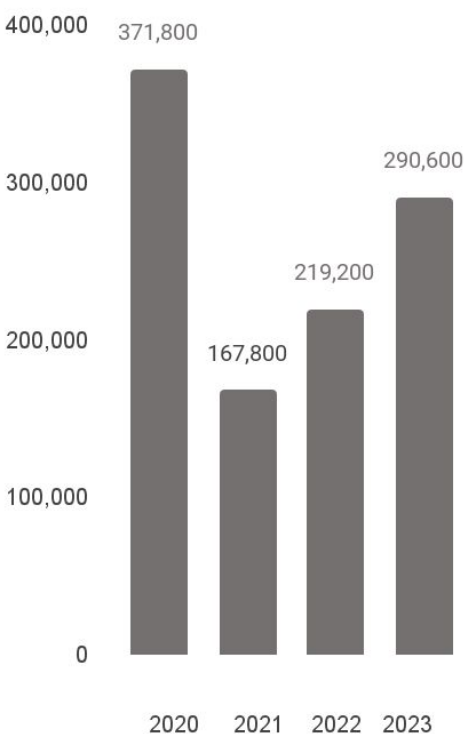
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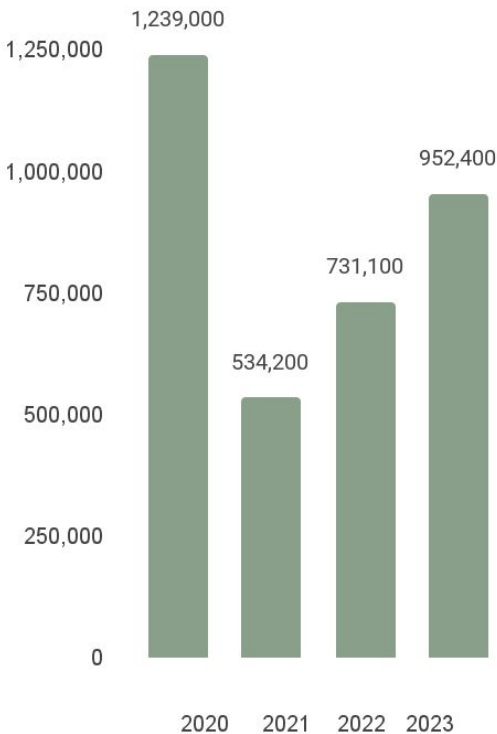
Number of Visitors to Northern BC  
from BC in Q1



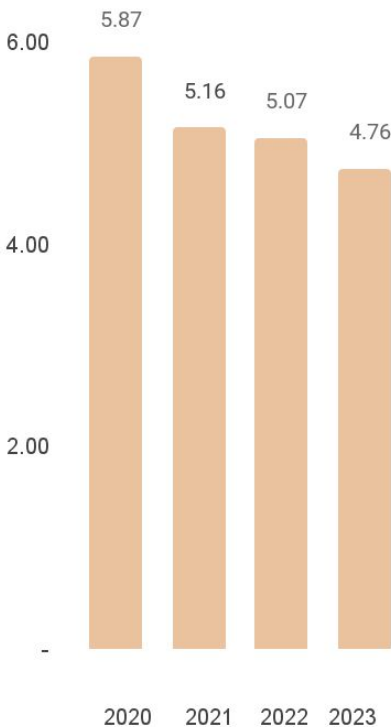
Number of Trips to Northern BC  
from BC in Q1



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

# Northern BC Visitation - Q2

## BC Residents Travelling To Northern BC By Quarter

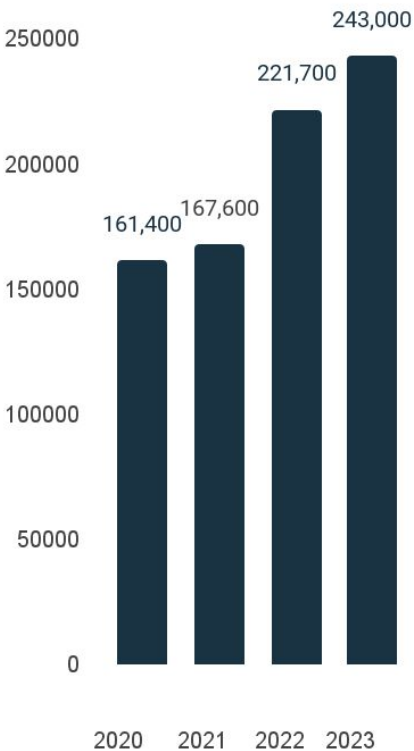
2023 Visitor  
Highlights



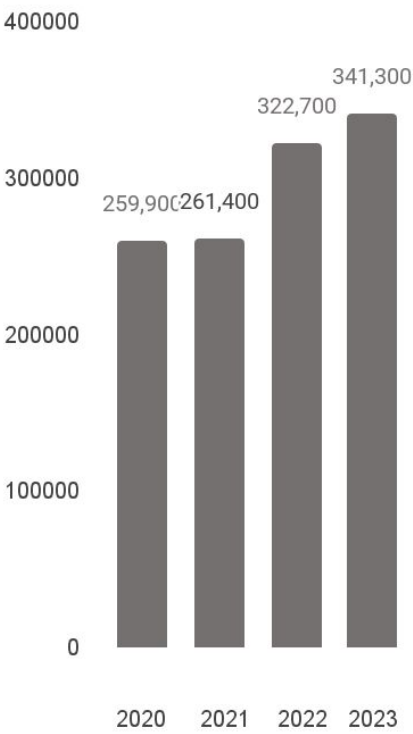
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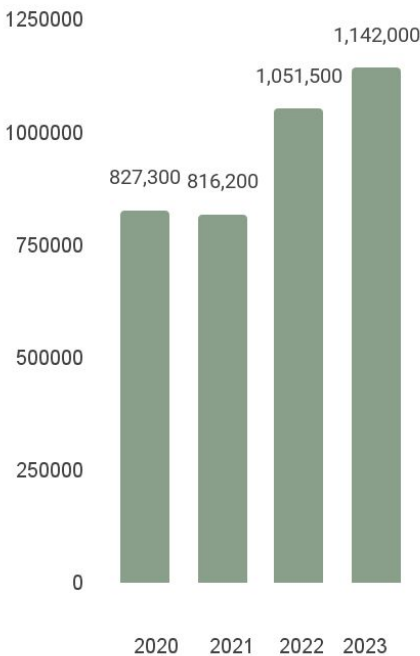
Number of Visitors to Northern BC  
from BC in Q2



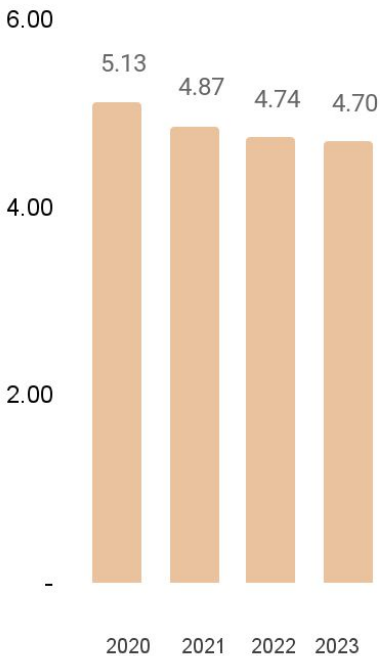
Number of Trips to Northern BC  
from BC in Q2



Number of Nights Stayed in Northern BC  
from BC in Q2



Length of Stay in Northern BC  
from BC in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100



# Northern BC Visitation - Q3

## BC Residents Travelling To Northern BC By Quarter

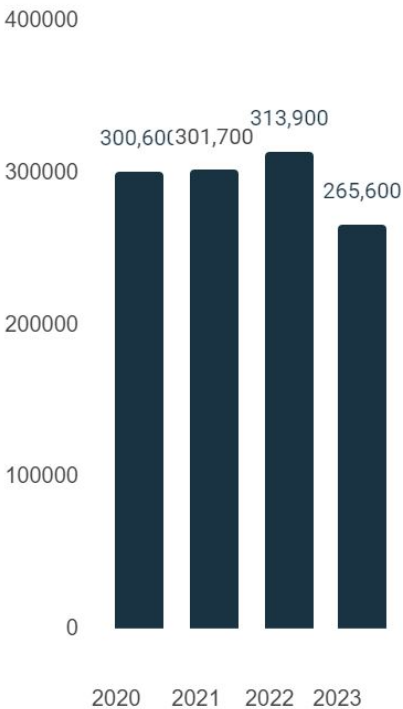
2023 Visitor  
Highlights



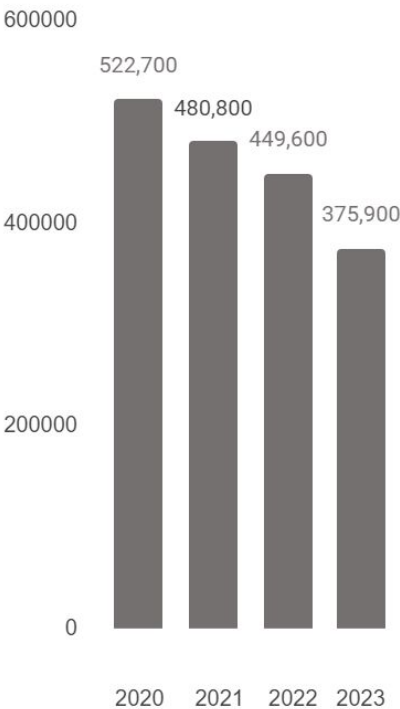
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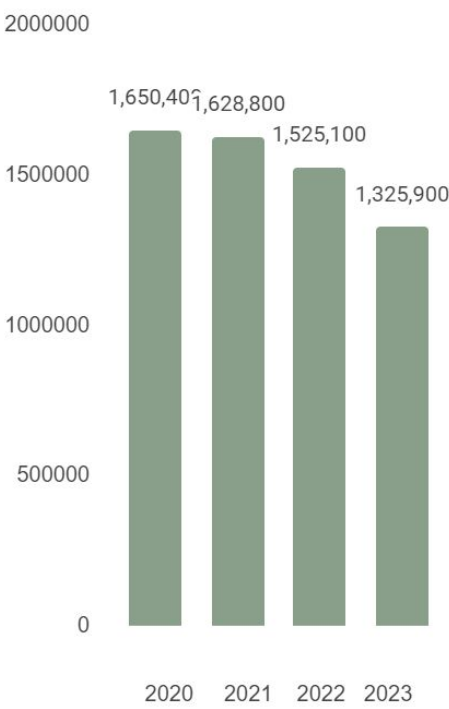
Number of Visitors to Northern BC  
from BC in Q3



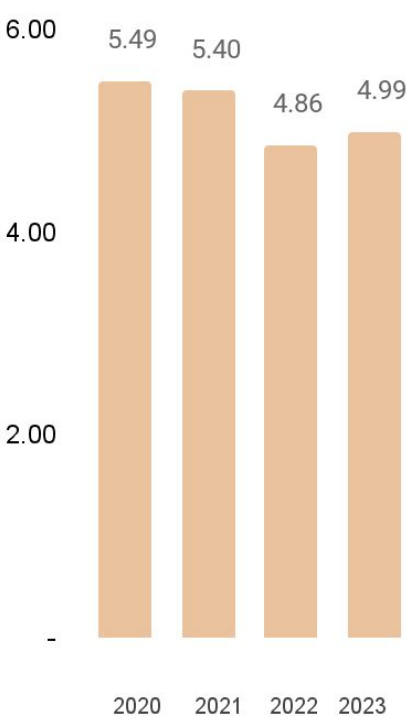
Number of Trips to Northern BC  
from BC in Q3



Number of Nights Stayed in Northern BC  
from BC in Q3



Length of Stay in Northern BC  
from BC in Q3



Q3 = July | August | September

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



# BC Visitors To Northern BC By Quarter – Q2

## Number of Visitors To Northern BC By Origin City

2023 Visitor  
Highlights



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| City          | 2020 Visitor Count |
|---------------|--------------------|
| Prince George | 19,400             |
| Fort St. John | 7,600              |
| Surrey        | 7,000              |
| Vancouver     | 6,900              |
| Prince Rupert | 4,900              |
| Abbotsford    | 4,200              |
| Kamloops      | 4,000              |
| Dawson Creek  | 3,800              |
| Terrace       | 3,800              |
| Kelowna       | 3,100              |

| City          | 2021 Visitor Count |
|---------------|--------------------|
| Prince George | 18,500             |
| Fort St. John | 7,200              |
| Surrey        | 6,700              |
| Vancouver     | 5,900              |
| Prince Rupert | 5,700              |
| Kamloops      | 5,000              |
| Terrace       | 4,500              |
| Abbotsford    | 4,000              |
| Dawson Creek  | 3,900              |
| Kelowna       | 3,600              |

| City          | 2022 Visitor Count |
|---------------|--------------------|
| Prince George | 16,900             |
| Vancouver     | 13,300             |
| Surrey        | 12,100             |
| Fort St. John | 6,700              |
| Kamloops      | 6,400              |
| Prince Rupert | 5,500              |
| Abbotsford    | 5,000              |
| Kelowna       | 4,900              |
| Terrace       | 4,800              |
| Burnaby       | 4,700              |

| City          | 2023 Visitor Count |
|---------------|--------------------|
| Prince George | 17,700             |
| Vancouver     | 17,000             |
| Surrey        | 15,500             |
| Kamloops      | 7,100              |
| Fort St. John | 7,000              |
| Burnaby       | 6,200              |
| Abbotsford    | 6,100              |
| Kelowna       | 5,600              |
| Richmond      | 5,400              |
| Prince Rupert | 5,000              |

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# BC Visitors To Northern BC By Quarter – Q3

## Number of Visitors To Northern BC By Origin City

2023 Visitor  
Highlights



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| City          | 2020 Visitor Count |
|---------------|--------------------|
| Prince George | 34,300             |
| Vancouver     | 14,100             |
| Surrey        | 13,600             |
| Fort St. John | 11,900             |
| Prince Rupert | 8,400              |
| Kamloops      | 8,200              |
| Terrace       | 7,000              |
| Abbotsford    | 6,800              |
| Kelowna       | 6,500              |
| Dawson Creek  | 6,400              |

| City          | 2021 Visitor Count |
|---------------|--------------------|
| Prince George | 30,100             |
| Vancouver     | 14,600             |
| Surrey        | 14,000             |
| Fort St. John | 10,100             |
| Kamloops      | 10,000             |
| Prince Rupert | 8,000              |
| Abbotsford    | 7,400              |
| Kelowna       | 6,500              |
| Terrace       | 6,400              |
| Dawson Creek  | 5,500              |

| City          | 2022 Visitor Count |
|---------------|--------------------|
| Prince George | 24,400             |
| Vancouver     | 20,600             |
| Surrey        | 19,000             |
| Kamloops      | 9,400              |
| Fort St. John | 9,000              |
| Abbotsford    | 7,800              |
| Kelowna       | 7,500              |
| Burnaby       | 7,400              |
| Prince Rupert | 7,200              |
| Richmond      | 6,800              |

| City          | 2023 Visitor Count |
|---------------|--------------------|
| Prince George | 21,300             |
| Vancouver     | 18,200             |
| Surrey        | 15,300             |
| Kamloops      | 8,700              |
| Fort St. John | 7,200              |
| Kelowna       | 6,500              |
| Abbotsford    | 6,400              |
| Burnaby       | 6,000              |
| Terrace       | 5,800              |
| Prince Rupert | 5,500              |

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100



# British Columbian Visitation

## BC Visitors Travelling To Northern BC By Month

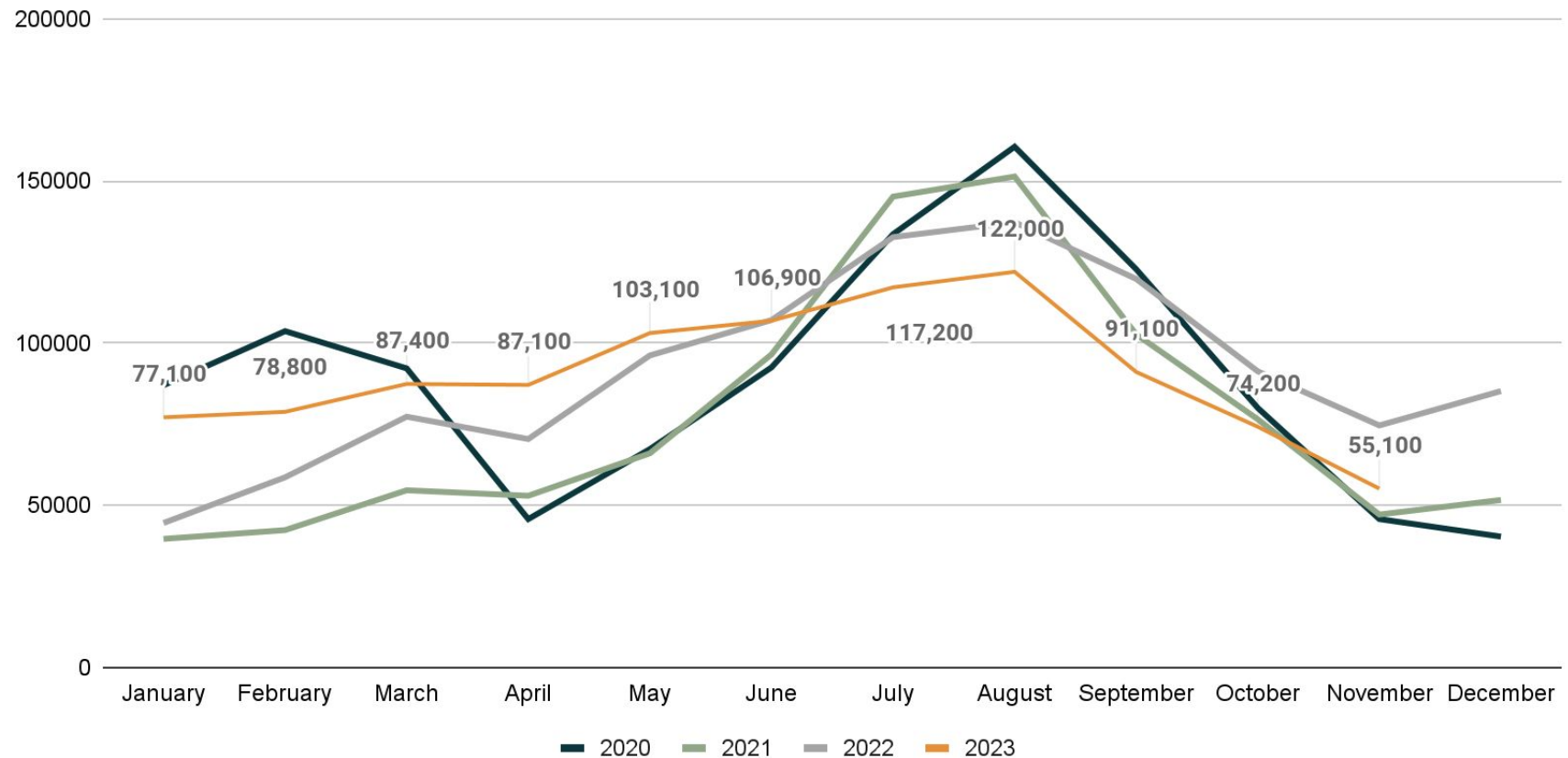
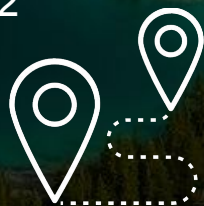
2023 Visitor  
Highlights



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- September 2023 saw a **26%** decrease compared to 2020, a **11%** decrease compared to 2021 and a **24%** decrease compared to 2022
- October 2023 saw a **7%** decrease compared to 2020, a **3%** decrease compared to 2021 and a **19%** decrease compared to 2022
- November 2023 saw a **21%** increase compared to 2020, a **17%** increase compared to 2021 and a **26%** decrease 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

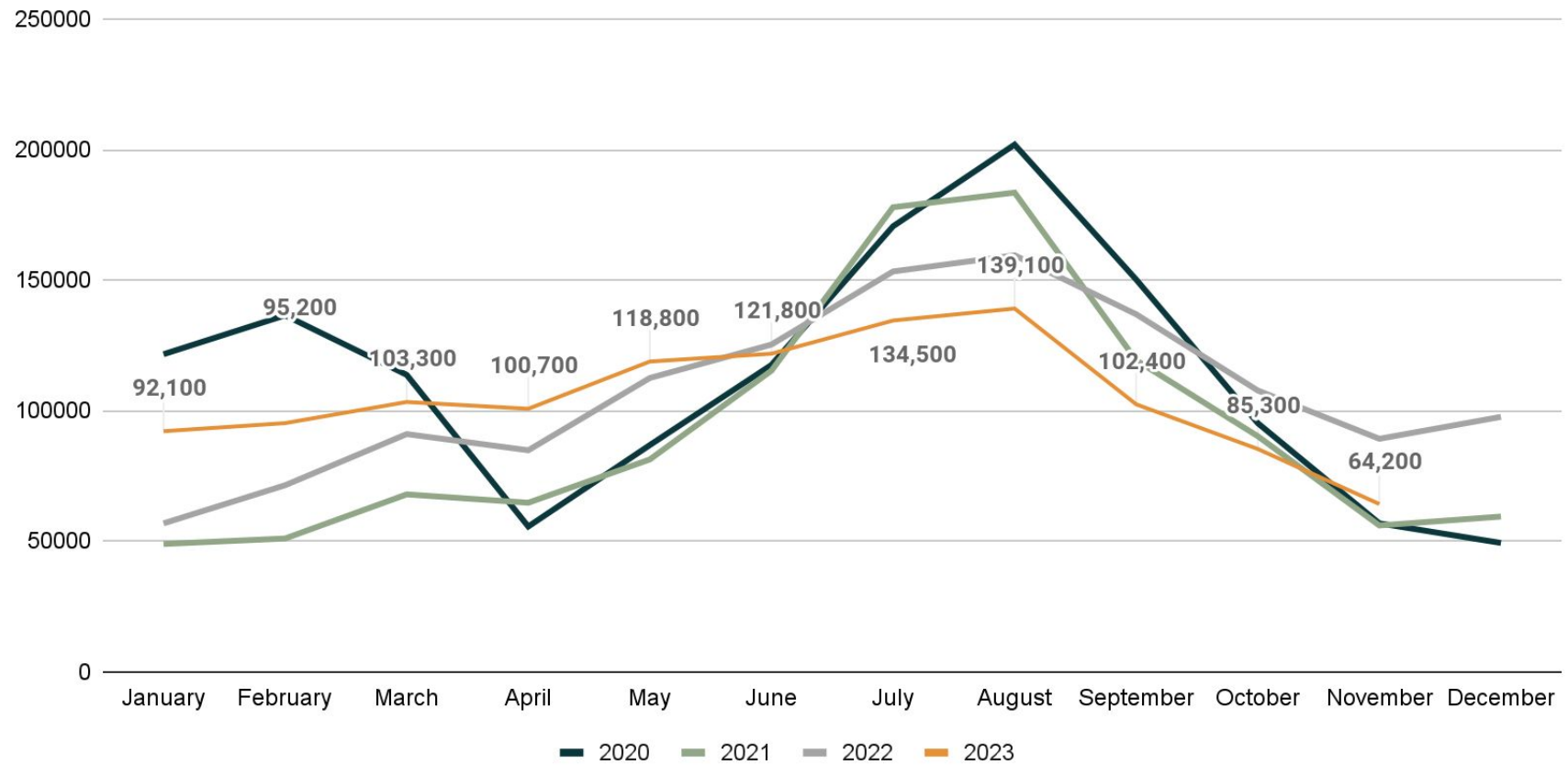
2023 Visitor  
Highlights



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- September 2023 saw a **32%** decrease compared to 2020, a **14%** decrease compared to 2021 and a **25%** decrease compared to 2022
- October 2023 saw a **10%** decrease compared to 2020, a **5%** decrease compared to 2021 and a **21%** decrease compared to 2022
- November 2023 saw a **13%** increase compared to 2020, a **15%** increase compared to 2021 and a **28%** decrease 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

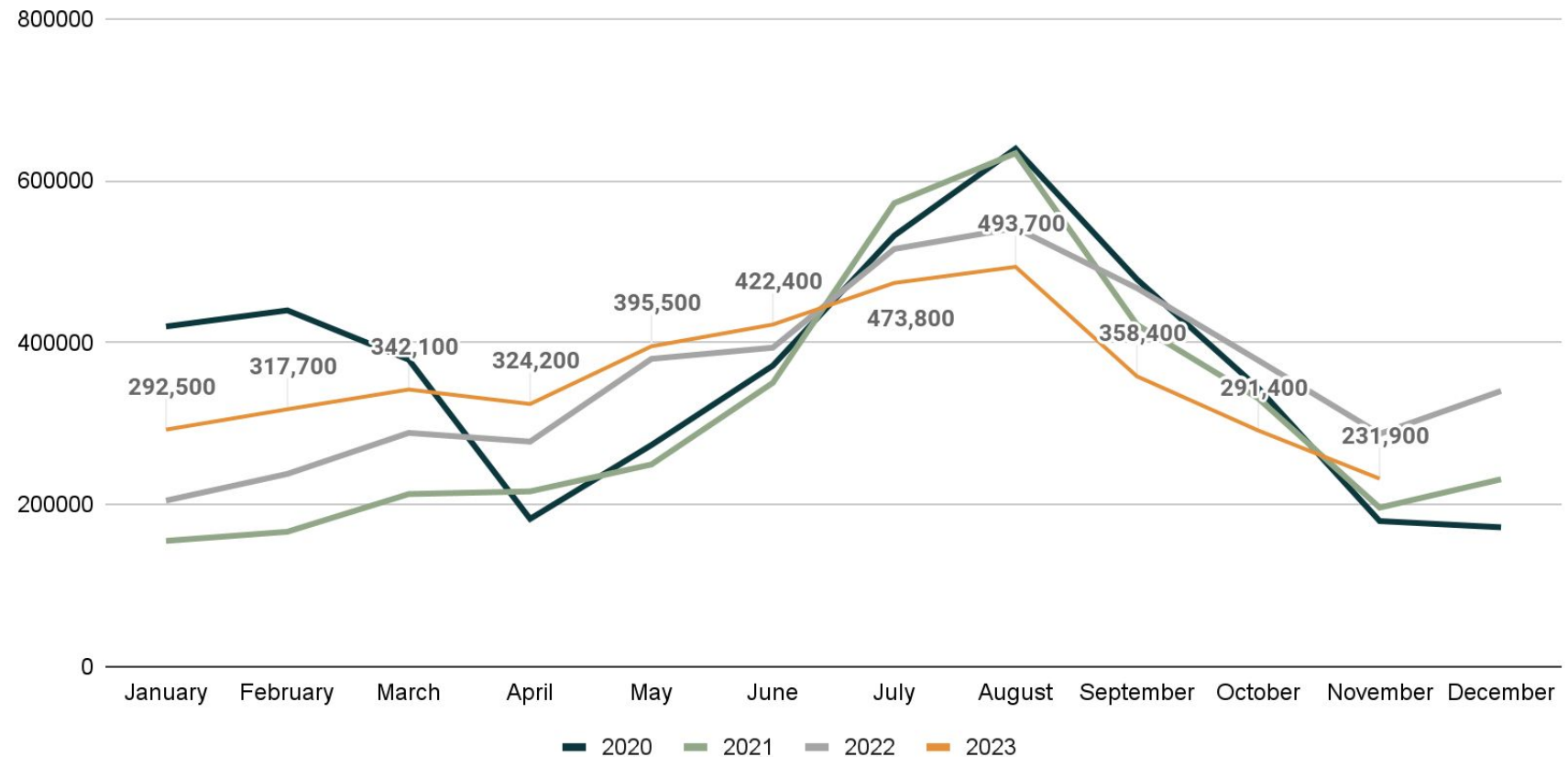
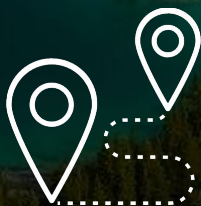
2023 Visitor  
Highlights



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- September 2023 saw a **25%** decrease compared to 2020, a **15%** decrease compared to 2021 and a **23%** decrease compared to 2022
- October 2023 saw a **15%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **23%** decrease compared to 2022
- November 2023 saw a **29%** increase compared to 2020, a **18%** increase compared to 2021 and a **19%** decrease 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



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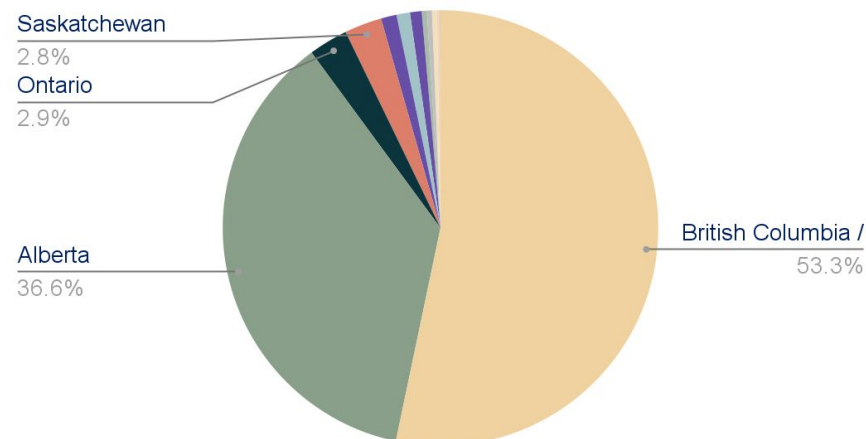
bcrts

### Overview

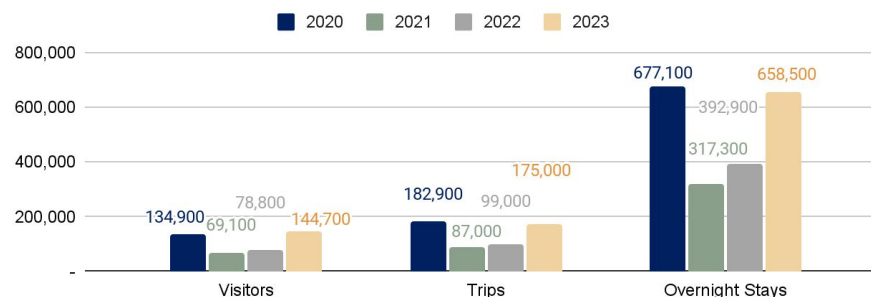
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing January 2023 to January 2020.

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

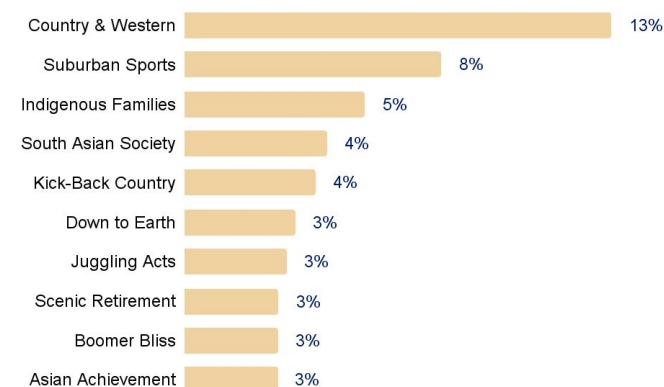
Percentage of Visitors to Northern BC  
by Province January 2023



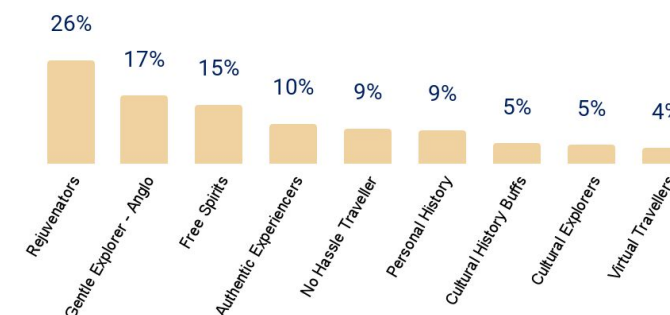
Canadian Visitors to Northern BC  
January 2020-2023



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

2023 Visitor  
Highlights



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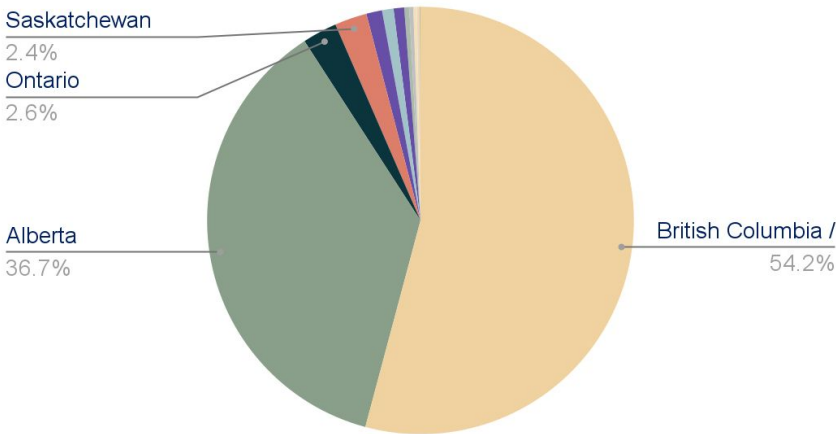
## Northern BC

### Overview

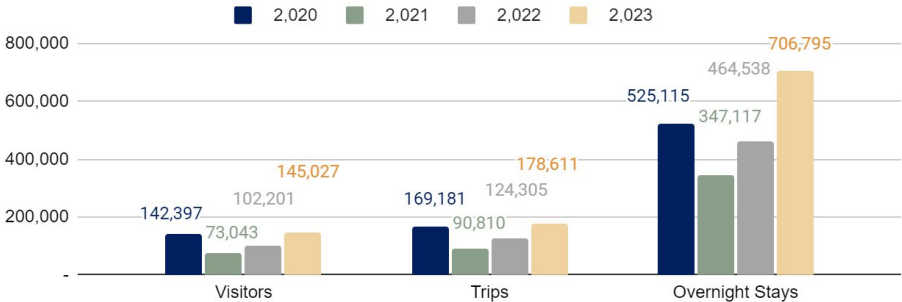
The number of visitors to Northern BC from Canadian travelers decreased by **11%** when comparing February 2023 to February 2020.

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

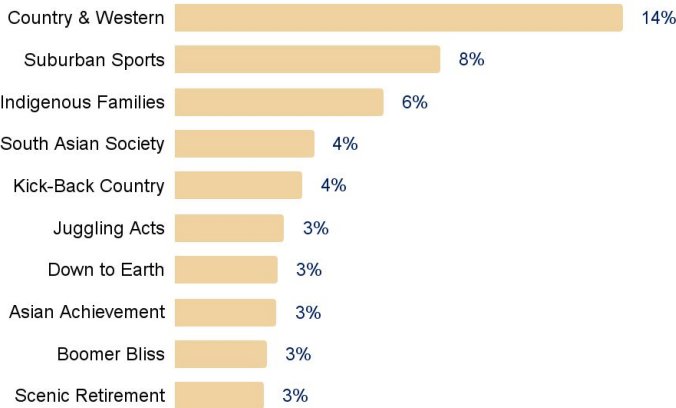
Percentage of Visitors to Northern BC  
by Province February 2023



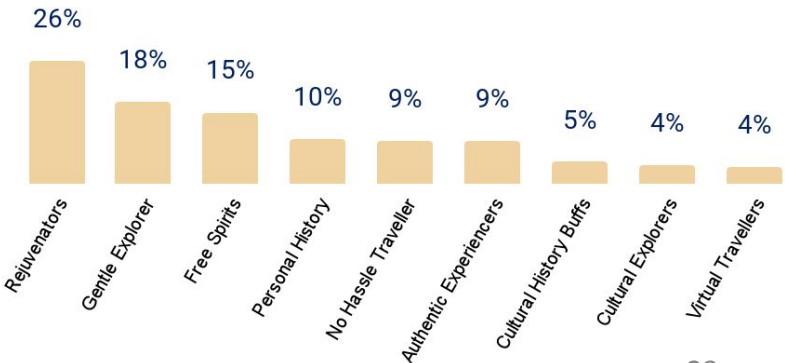
Canadian Visitors to Northern BC  
February 2020-2023



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

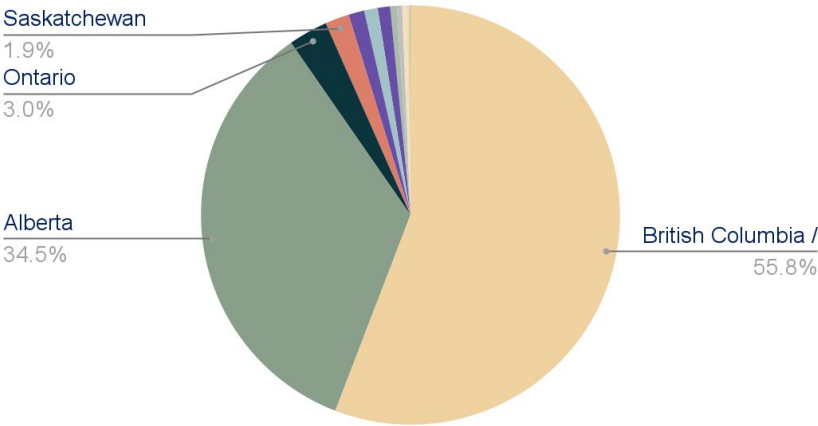
## Northern BC

### Overview

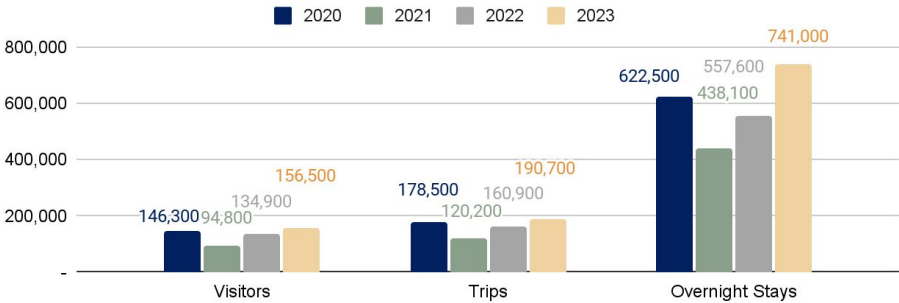
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing March 2023 to March 2020.

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

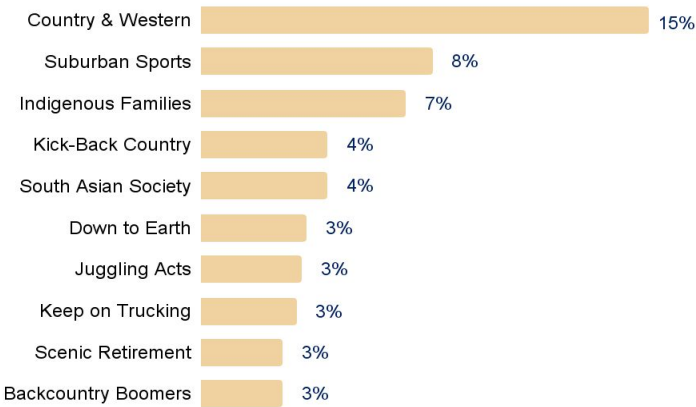
Percentage of Visitors to Northern BC  
by Province March 2023



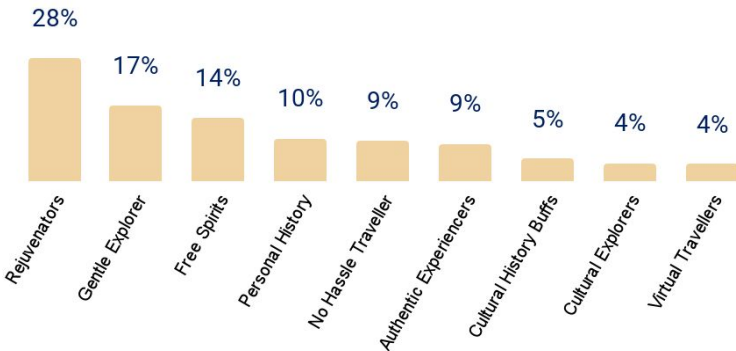
Canadian Visitors to Northern BC  
March 2020-2023



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

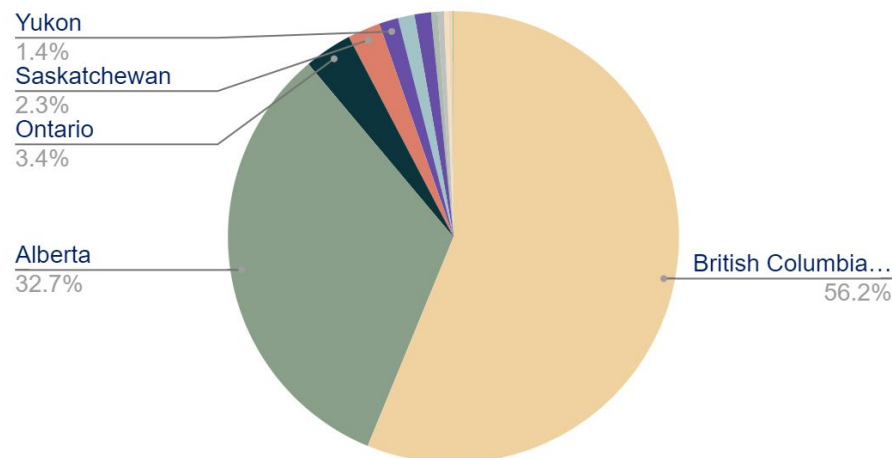


#### Overview

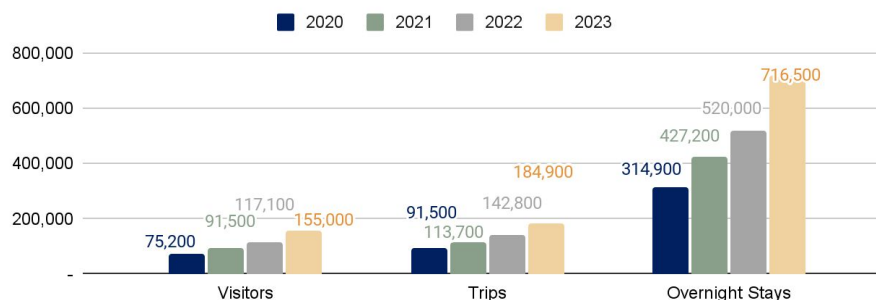
The number of visitors to Northern BC from Canadian travelers increased by **106%** when comparing April 2023 to April 2020.

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

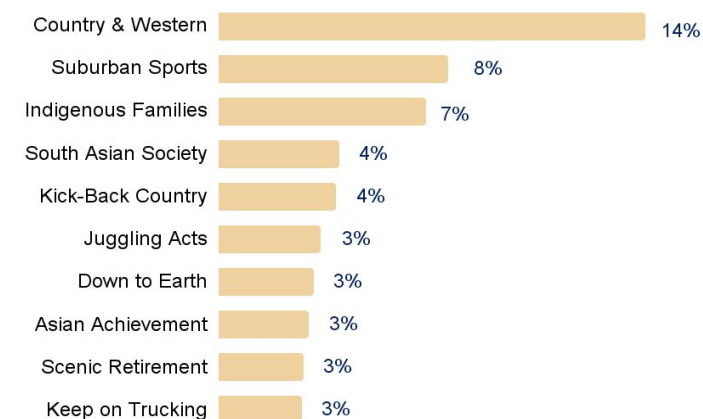
Percentage of Visitors to Northern BC by Province April 2023



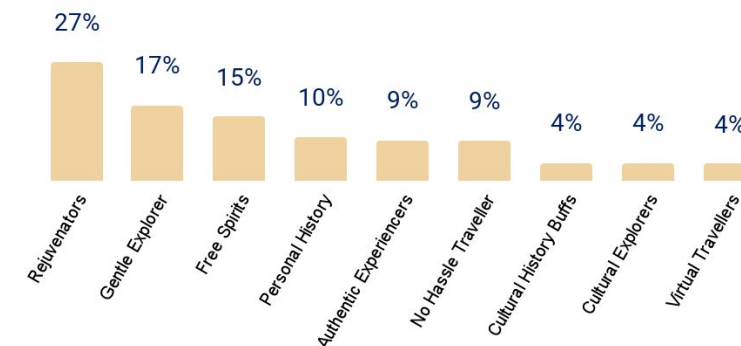
Canadian Visitors to Northern BC April 2020-2023



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



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

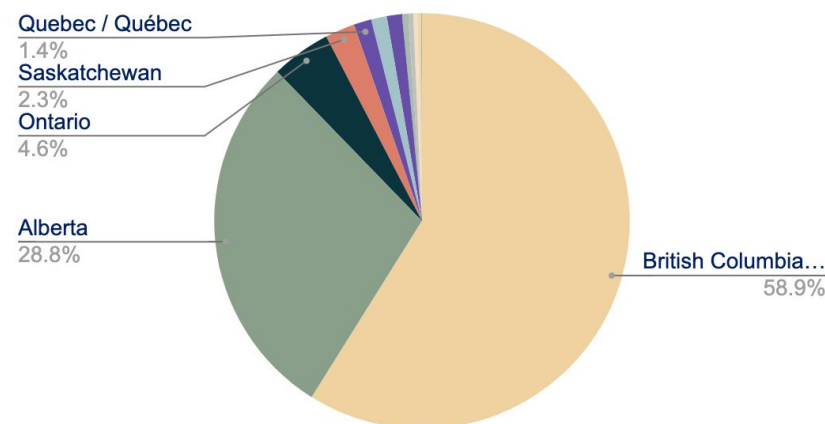
## Northern BC

### Overview

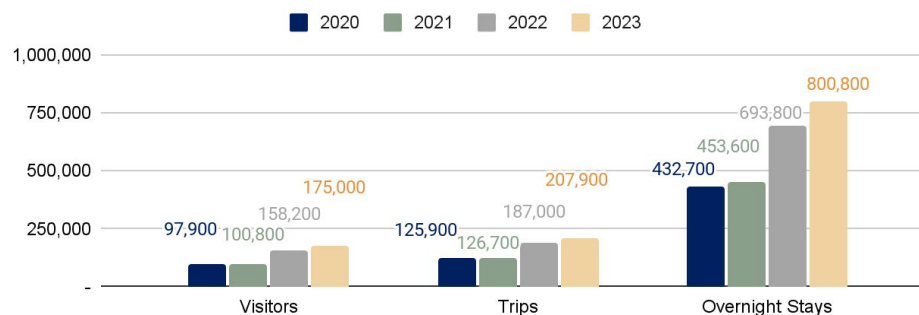
The number of visitors to Northern BC from Canadian travelers increased by **79%** when comparing May 2023 to May 2020.

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

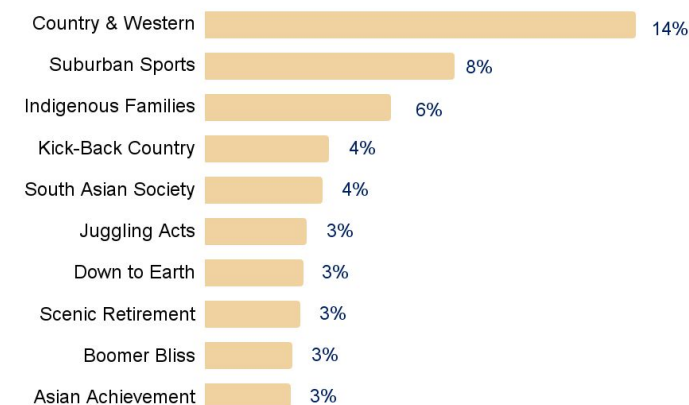
Percentage of Visitors to Northern BC  
by Province May 2023



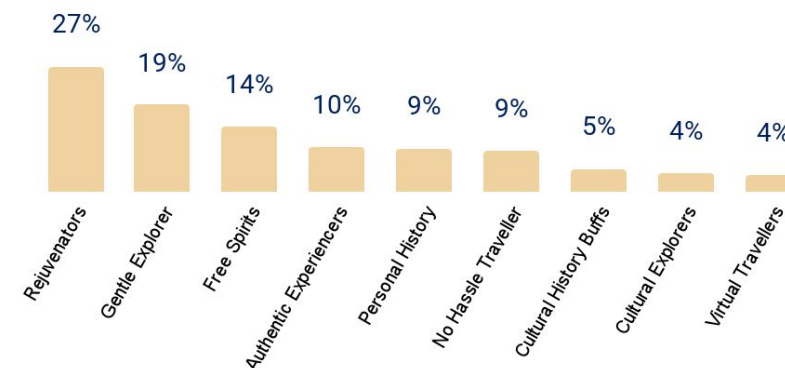
Canadian Visitors to Northern BC  
May 2020-2023



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

# June 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

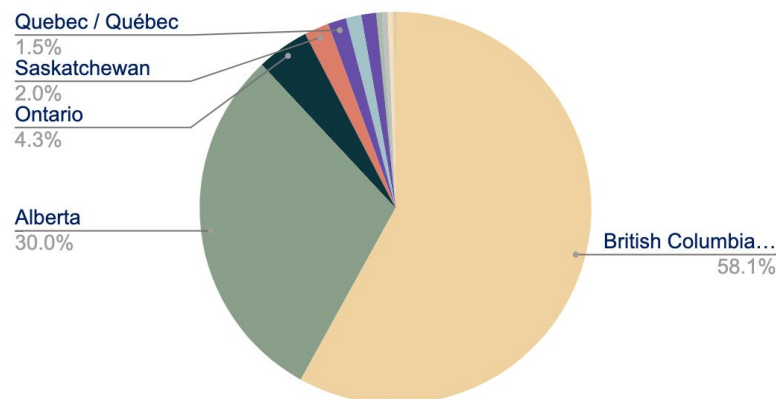
bcrts

### Overview

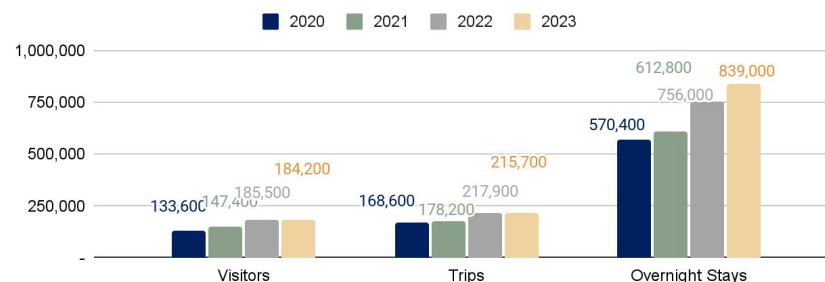
The number of visitors to Northern BC from Canadian travelers increased by **38%** when comparing June 2023 to June 2020.

Visitors increased by **25%** when compared to June 2021, and decreased by **1%** when compared to June 2022.

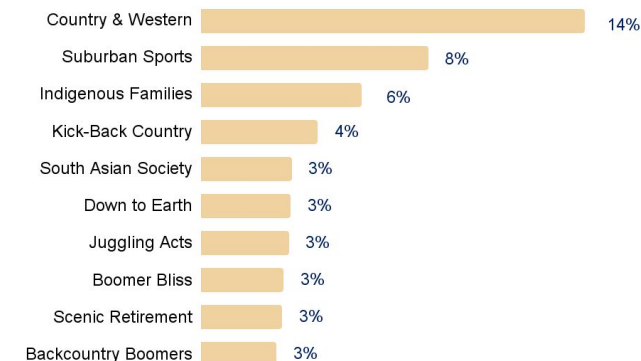
Percentage of Visitors to Northern BC  
by Province June 2023



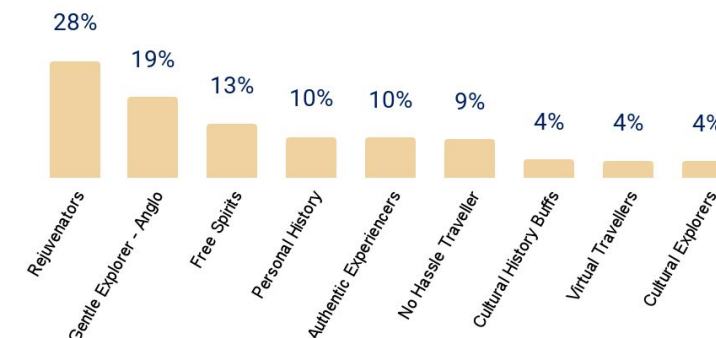
Canadian Visitors to Northern BC  
June 2020-2023



June 2023 BC Visitors by PRIZM Segment



June 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



# July 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

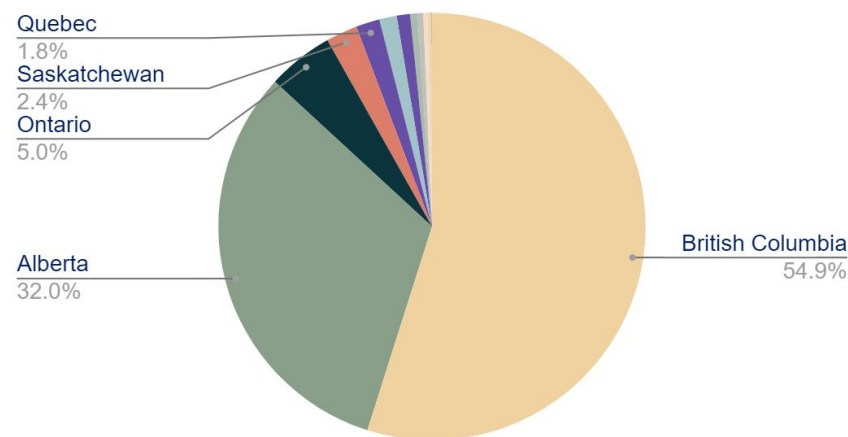
bcrts

### Overview

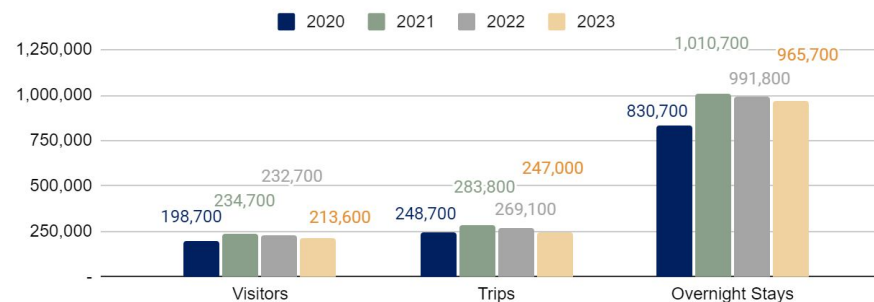
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing July 2023 to July 2020.

Visitors decreased by **9%** when compared to July 2021, and decreased by **8%** when compared to July 2022.

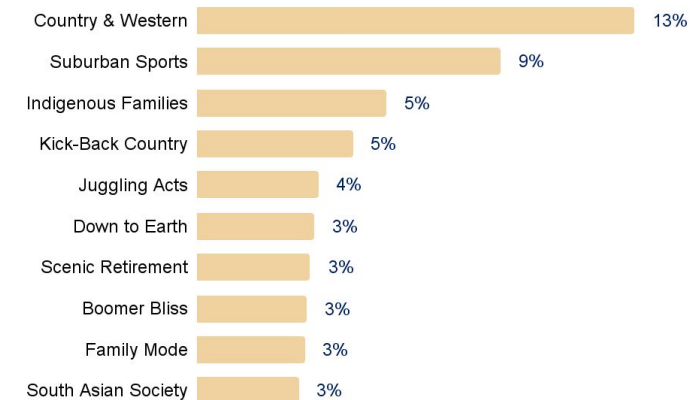
Percentage of Visitors to Northern BC  
by Province July 2023



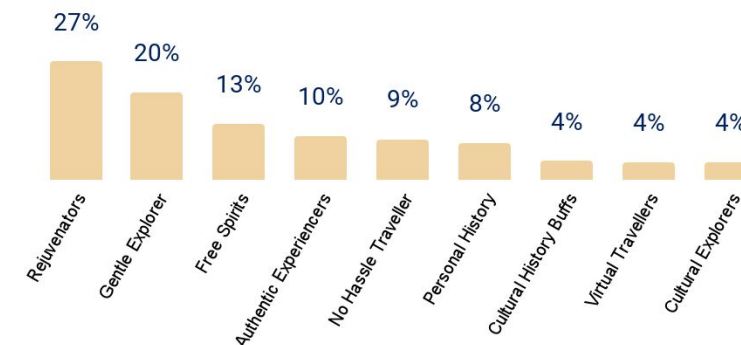
Canadian Visitors to Northern BC  
July 2020-2023



July 2023 BC Visitors by PRIZM Segment



July 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

# August 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



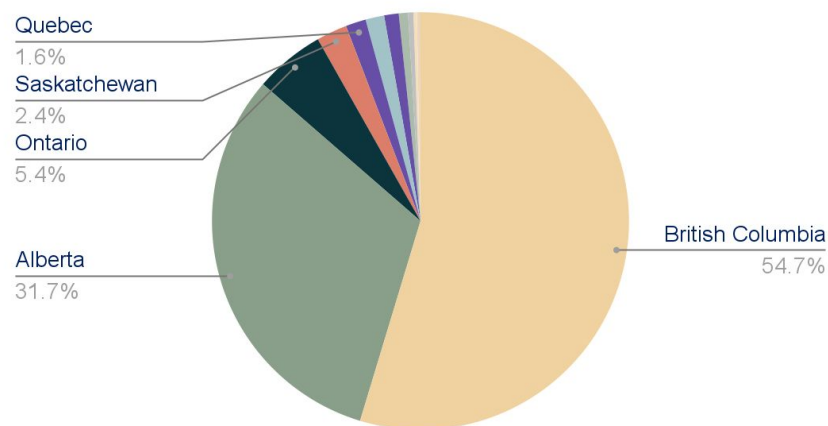
bcrts

### Overview

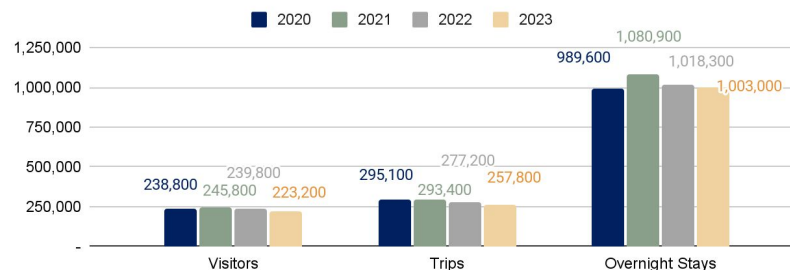
The number of visitors to Northern BC from Canadian travelers decreased by **7%** when comparing August 2023 to August 2020.

Visitors decreased by **9%** when compared to August 2021, and decreased by **7%** when compared to August 2022.

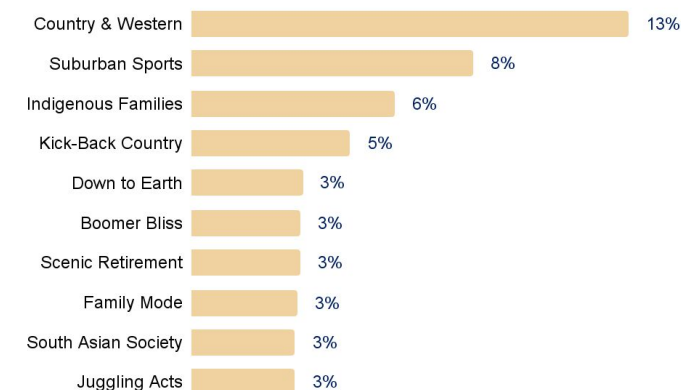
Percentage of Visitors to Northern BC  
by Province August 2023



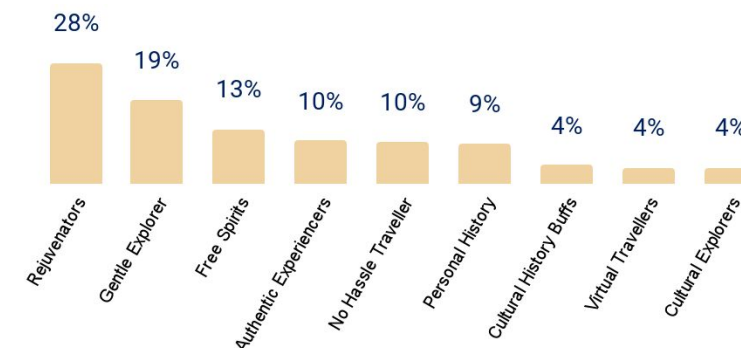
Canadian Visitors to Northern BC  
August 2020-2023



August 2023 BC Visitors by PRIZM Segment



August 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

# Sept 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

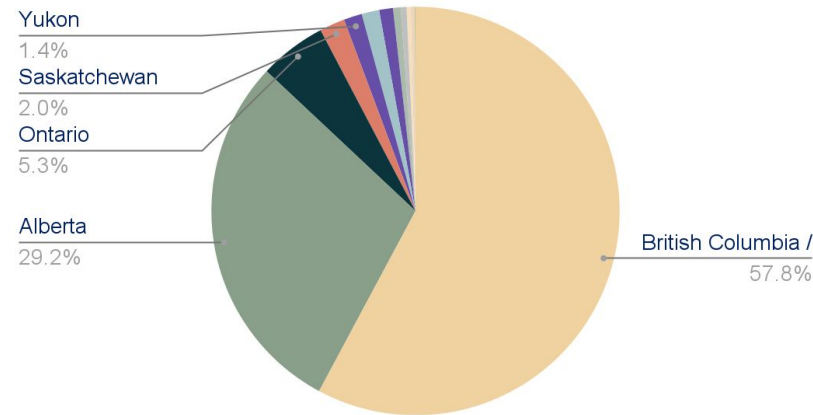
bcrts

### Overview

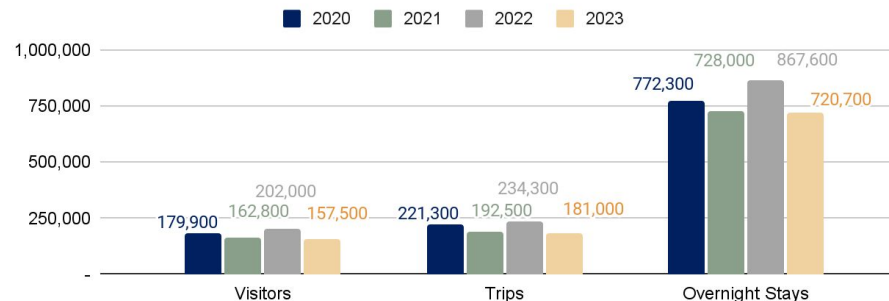
The number of visitors to Northern BC from Canadian travelers decreased by **12%** when comparing September 2023 to September 2020.

Visitors decreased by **3%** when compared to September 2021, and decreased by **22%** when compared to September 2022.

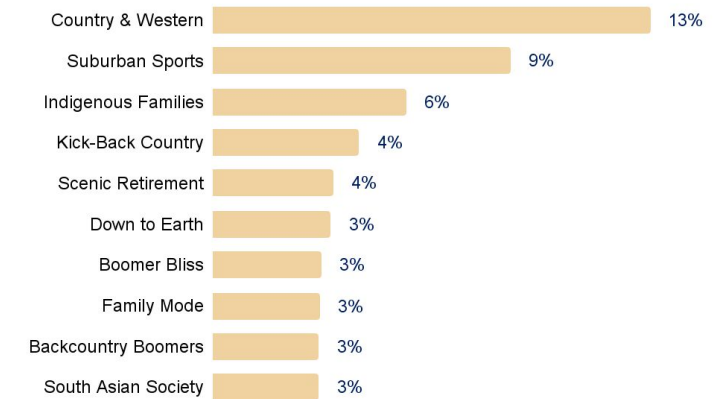
Percentage of Visitors to Northern BC  
by Province September 2023



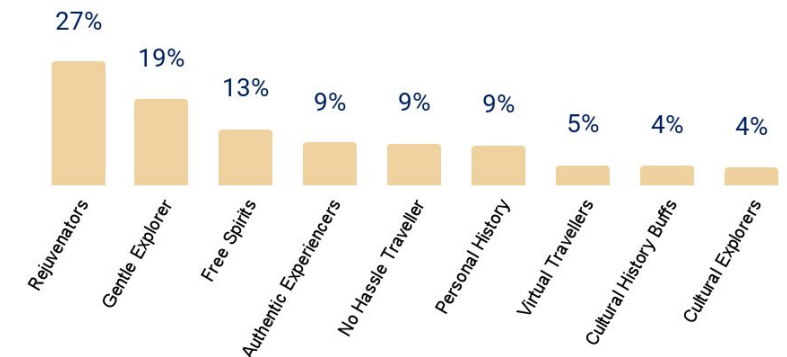
Canadian Visitors to Northern BC  
September 2020-2023



September 2023 BC Visitors by PRIZM Segment



September 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



# Oct 2023 Canada/British Columbia Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

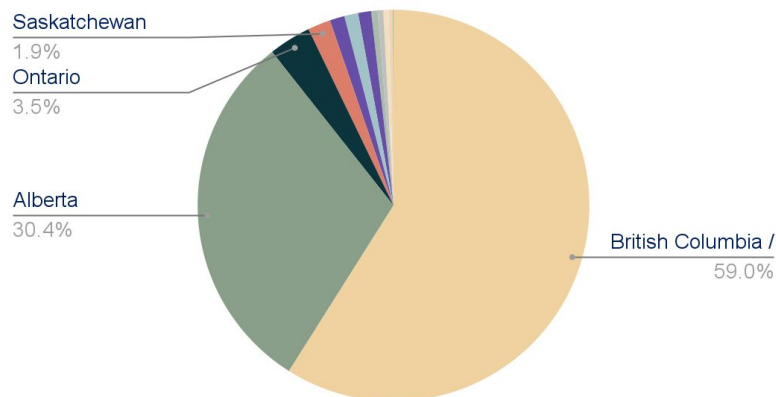
bcrts

### Overview

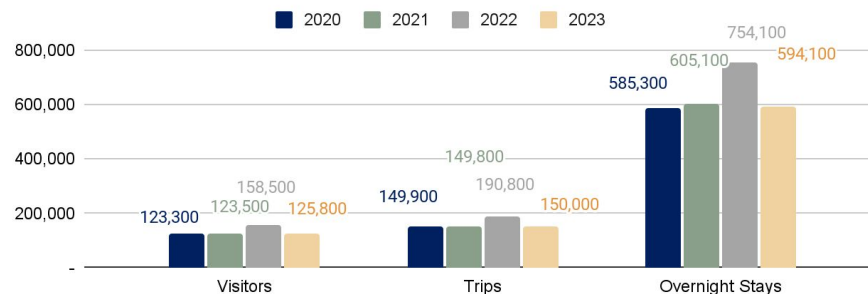
The number of visitors to Northern BC from Canadian travelers decreased by **2%** when comparing October 2023 to October 2020.

Visitors decreased by **2%** when compared to October 2021, and decreased by **21%** when compared to October 2022.

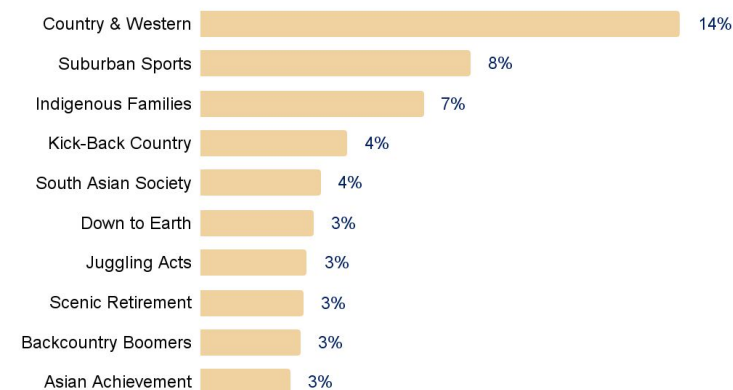
Percentage of Visitors to Northern BC  
by Province October 2023



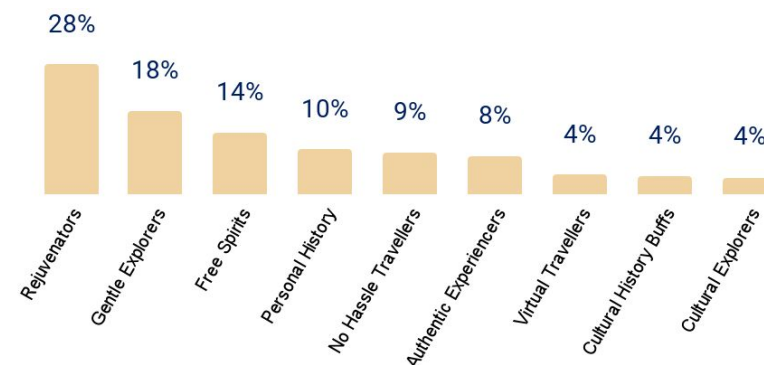
Canadian Visitors to Northern BC  
October 2020-2023



October 2023 BC Visitors by PRIZM Segment



October 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

# Nov 2023 Canada/British Columbia Regional Visitation

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

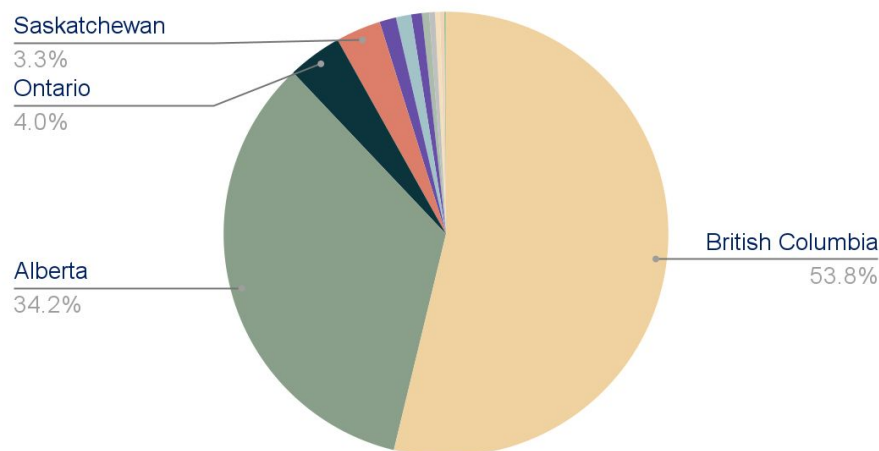
## Northern BC

### Overview

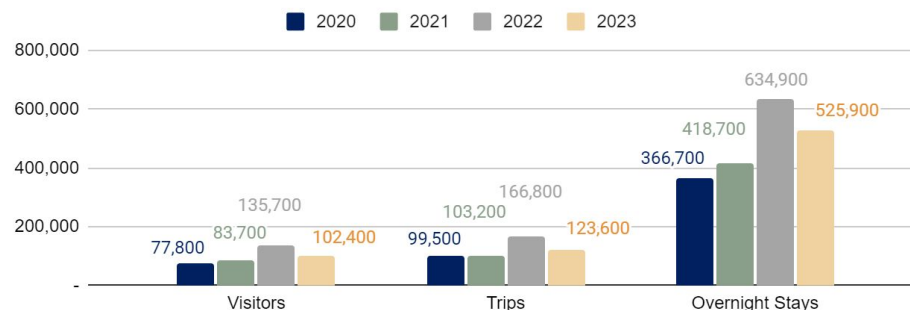
The number of visitors to Northern BC from Canadian travelers decreased by **32%** when comparing November 2023 to November 2020.

Visitors decreased by **22%** when compared to November 2021, and decreased by **25%** when compared to November 2022.

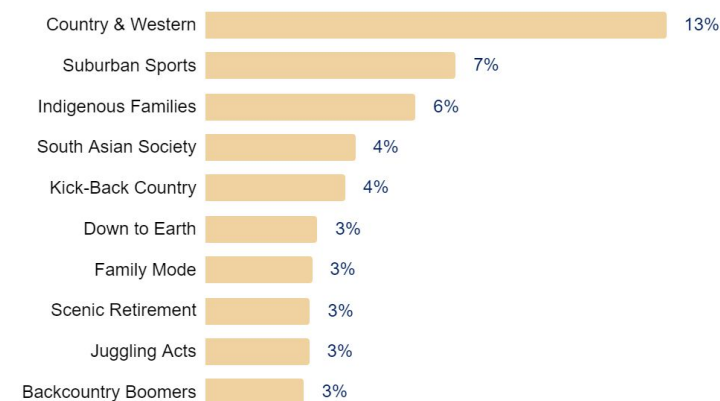
Percentage of Visitors to Northern BC  
by Province November 2023



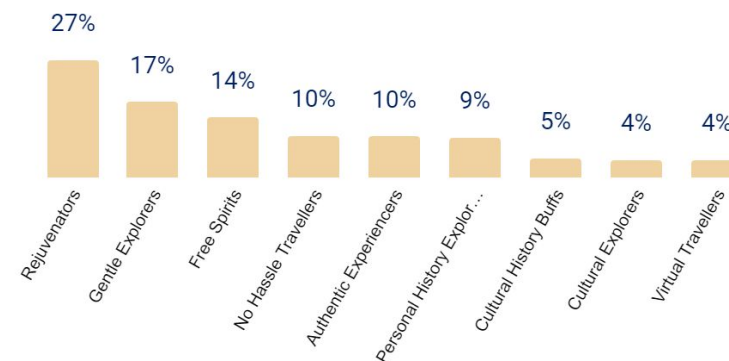
Canadian Visitors to Northern BC  
November 2020-2023



November 2023 BC Visitors by PRIZM Segment



November 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

Exchamsiks River Provincial Park, Northern BC  
Credit: Northern BC Tourism / Marty Clemens



# Northern BC Visitation - Q1

## Alberta Residents Travelling To Northern BC By Quarter

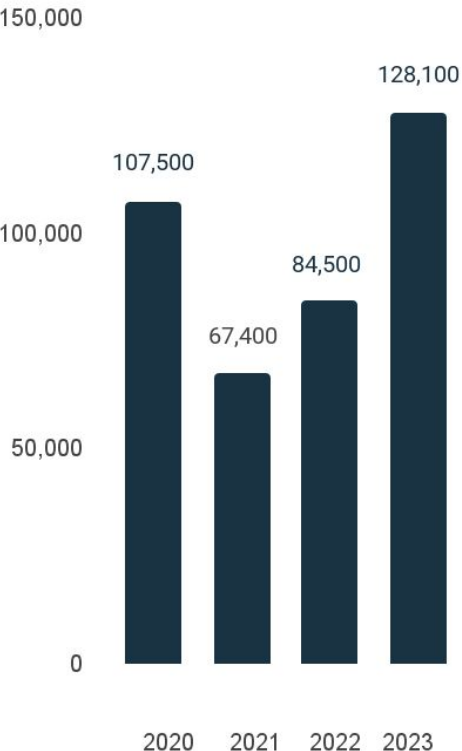
2023 Visitor  
Highlights



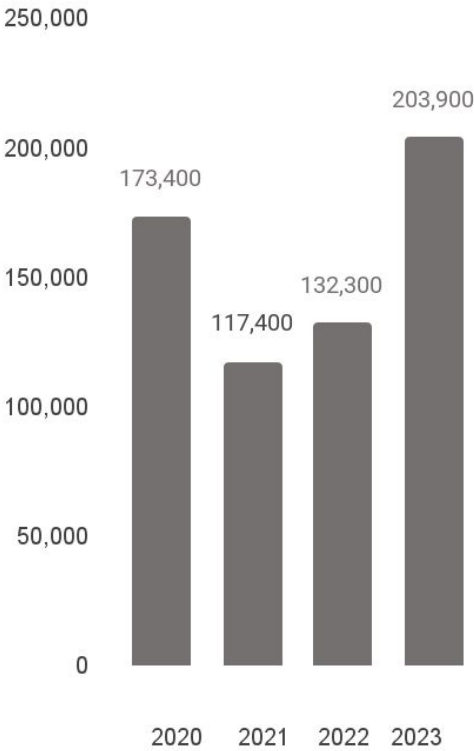
NORTHERN BC  
TOURISM ASSOCIATION

bcrts

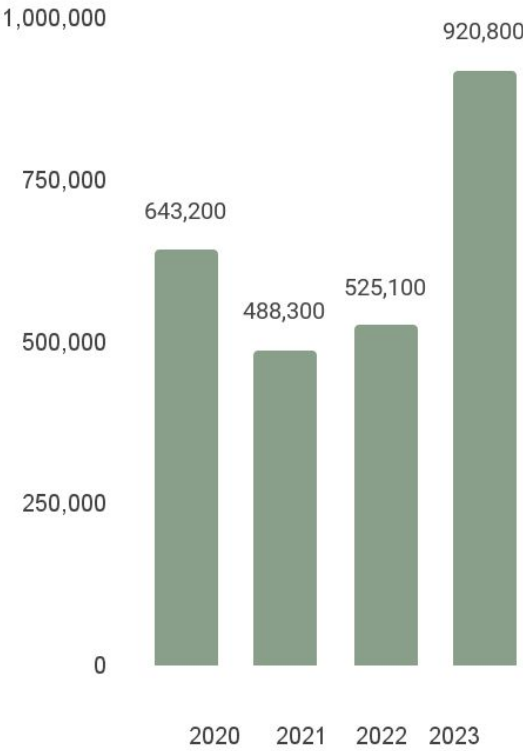
Number of Visitors to Northern BC  
from AB in Q1



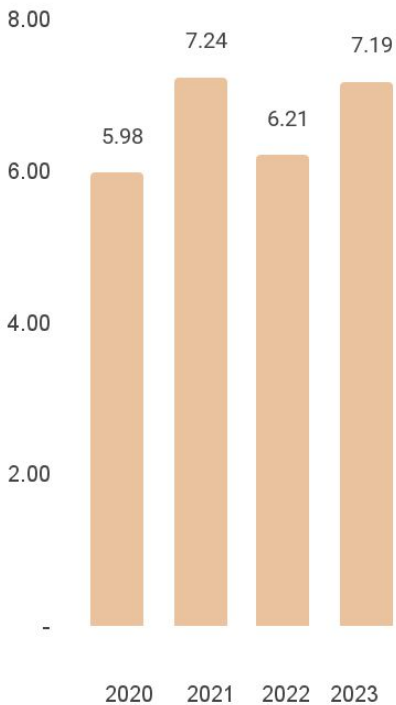
Number of Trips to Northern BC  
from AB in Q1



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

# Northern BC Visitation - Q2

## Alberta Residents Travelling To Northern BC By Quarter

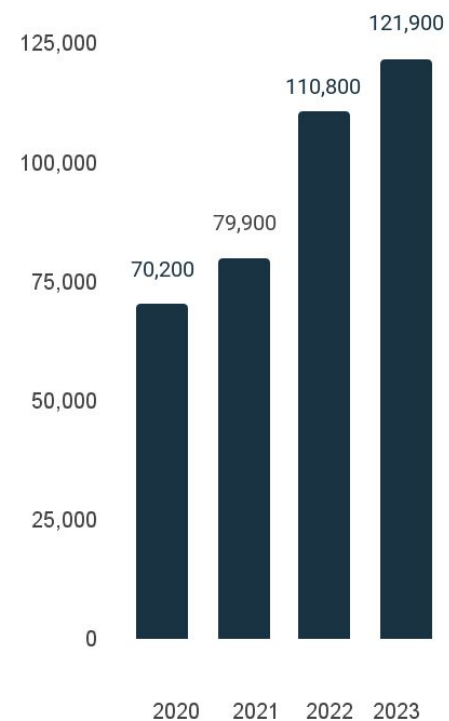
2023 Visitor  
Highlights



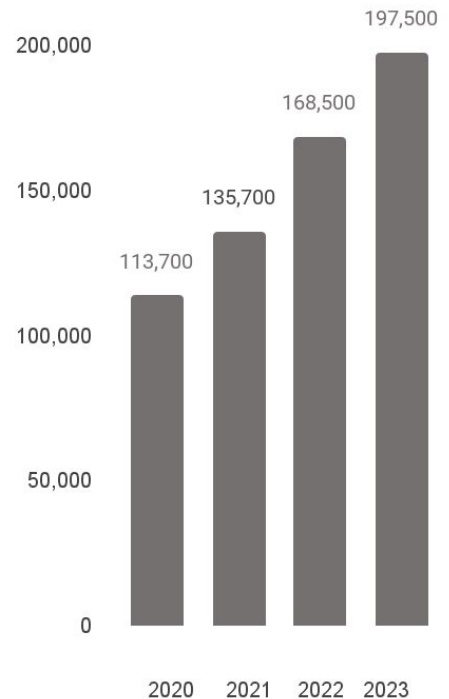
NORTHERN BC  
TOURISM ASSOCIATION

bcrts

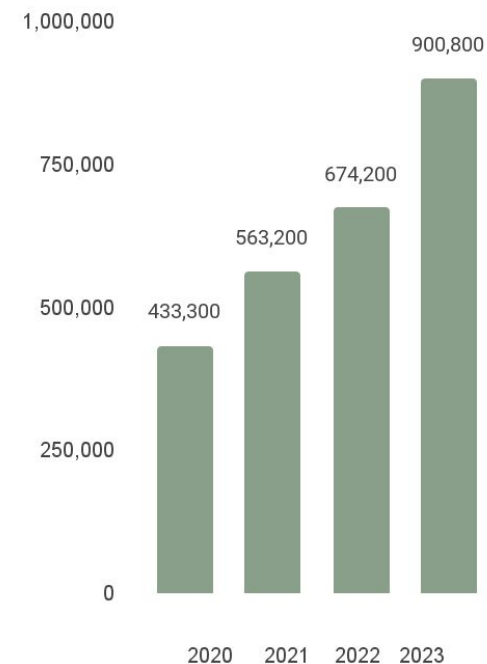
Number of Visitors to Northern BC  
from AB in Q2



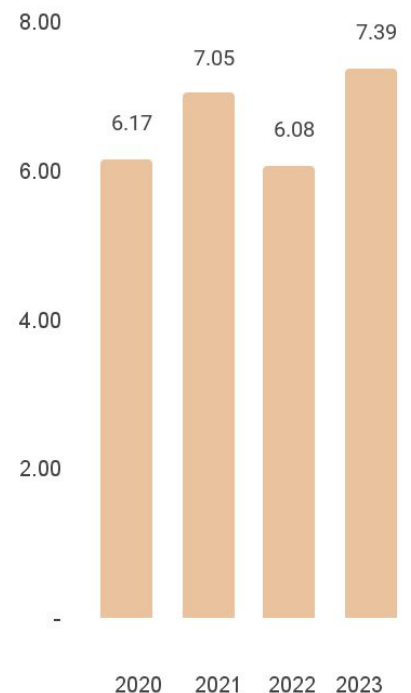
Number of Trips to Northern BC  
from AB in Q2



Number of Nights Stayed in Northern BC  
from AB in Q2



Length of Stay in Northern BC  
from AB in Q2



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

# Northern BC Visitation - Q3

## Alberta Residents Travelling To Northern BC By Quarter

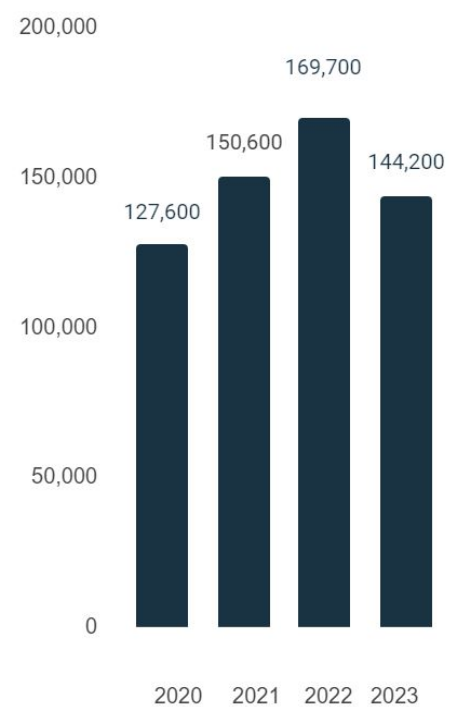
2023 Visitor  
Highlights



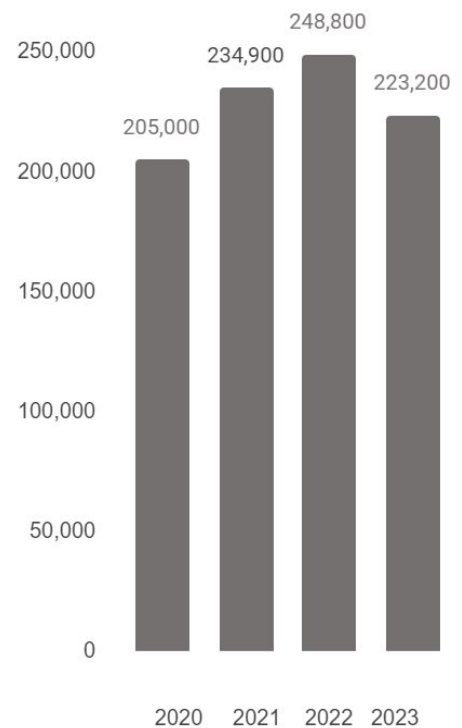
NORTHERN BC  
TOURISM ASSOCIATION

bcrts

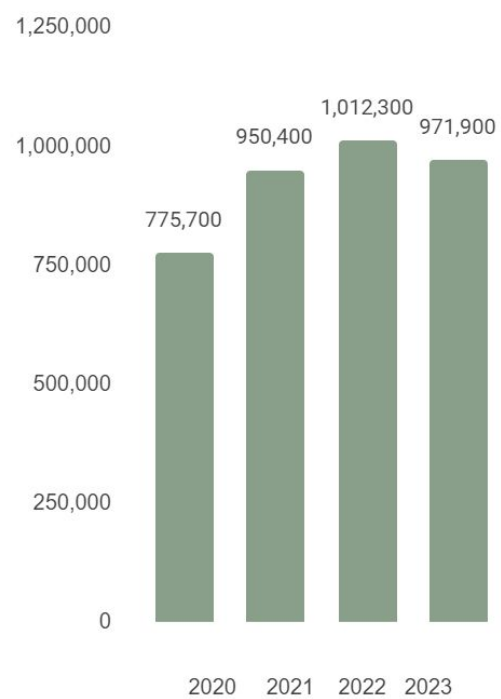
Number of Visitors to Northern BC  
from AB in Q3



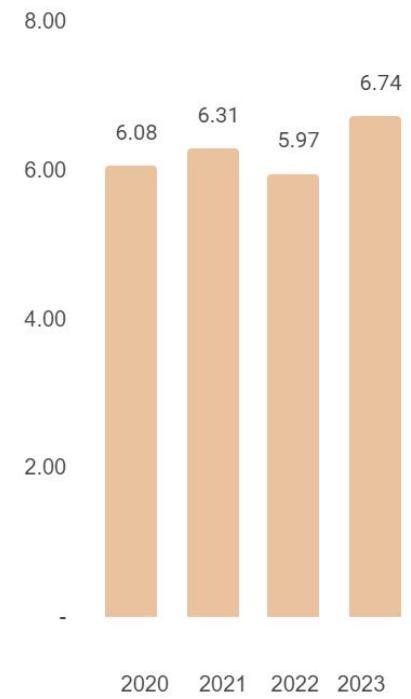
Number of Trips to Northern BC  
from AB in Q3



Number of Nights Stayed in Northern BC  
from AB in Q3



Length of Stay in Northern BC  
from AB in Q3



Q3 = July | August | September

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



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

| 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 Visitors to Northern BC By Quarter - Q2

## Number Of Visitors To Northern BC By Origin City

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

| City                        | 2020 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 16,200             |
| Calgary                     | 12,300             |
| Grande Prairie              | 8,300              |
| Red Deer                    | 2,200              |
| Grande Prairie County No. 1 | 2,200              |
| Strathcona County           | 1,600              |
| St. Albert                  | 1,000              |
| Mackenzie County            | 1,000              |
| Airdrie                     | 900                |
| Peace River                 | 800                |

| City                        | 2021 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 18,300             |
| Calgary                     | 12,000             |
| Grande Prairie              | 8,000              |
| Red Deer                    | 2,900              |
| Grande Prairie County No. 1 | 2,700              |
| Strathcona County           | 1,900              |
| Mackenzie County            | 1,100              |
| St. Albert                  | 1,100              |
| Airdrie                     | 900                |
| Spruce Grove                | 900                |

| City                        | 2022 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 26,100             |
| Calgary                     | 21,100             |
| Grande Prairie              | 8,500              |
| Grande Prairie County No. 1 | 3,400              |
| Red Deer                    | 3,400              |
| Strathcona County           | 2,900              |
| St. Albert                  | 1,800              |
| Airdrie                     | 1,500              |
| Lethbridge                  | 1,300              |
| Spruce Grove                | 1,200              |

| City                        | 2023 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 29,200             |
| Calgary                     | 23,900             |
| Grande Prairie              | 10,200             |
| Red Deer                    | 4,400              |
| Grande Prairie County No. 1 | 4,000              |
| Strathcona County           | 2,800              |
| St. Albert                  | 2,000              |
| Airdrie                     | 1,800              |
| Medicine Hat                | 1,400              |
| Wood Buffalo                | 1,300              |

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# Alberta Visitors to Northern BC By Quarter - Q3

## Number Of Visitors To Northern BC By Origin City

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

| City                        | 2020 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 31,500             |
| Calgary                     | 18,100             |
| Grande Prairie              | 13,500             |
| Strathcona County           | 3,900              |
| Grande Prairie County No. 1 | 3,800              |
| Red Deer                    | 3,500              |
| St. Albert                  | 2,500              |
| Mackenzie County            | 1,800              |
| Spruce Grove                | 1,500              |
| Parkland County             | 1,500              |

| City                        | 2021 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 36,700             |
| Calgary                     | 23,400             |
| Grande Prairie              | 14,000             |
| Grande Prairie County No. 1 | 4,400              |
| Red Deer                    | 4,300              |
| Strathcona County           | 4,100              |
| St. Albert                  | 2,700              |
| Mackenzie County            | 2,000              |
| Spruce Grove                | 1,800              |
| Airdrie                     | 1,700              |

| City                        | 2022 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 40,900             |
| Calgary                     | 29,700             |
| Grande Prairie              | 14,000             |
| Grande Prairie County No. 1 | 5,800              |
| Strathcona County           | 4,600              |
| Red Deer                    | 4,500              |
| St. Albert                  | 2,900              |
| Airdrie                     | 2,300              |
| Wood Buffalo                | 1,900              |
| Spruce Grove                | 1,800              |

| City                        | 2023 Visitor Count |
|-----------------------------|--------------------|
| Edmonton                    | 35,100             |
| Calgary                     | 23,900             |
| Grande Prairie              | 12,900             |
| Grande Prairie County No. 1 | 4,900              |
| Red Deer                    | 4,100              |
| Strathcona County           | 3,600              |
| St. Albert                  | 2,500              |
| Airdrie                     | 1,800              |
| Mackenzie County            | 1,700              |
| Spruce Grove                | 1,500              |

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100



# Alberta Visitation

## Alberta Visitors Travelling To Northern BC By Month

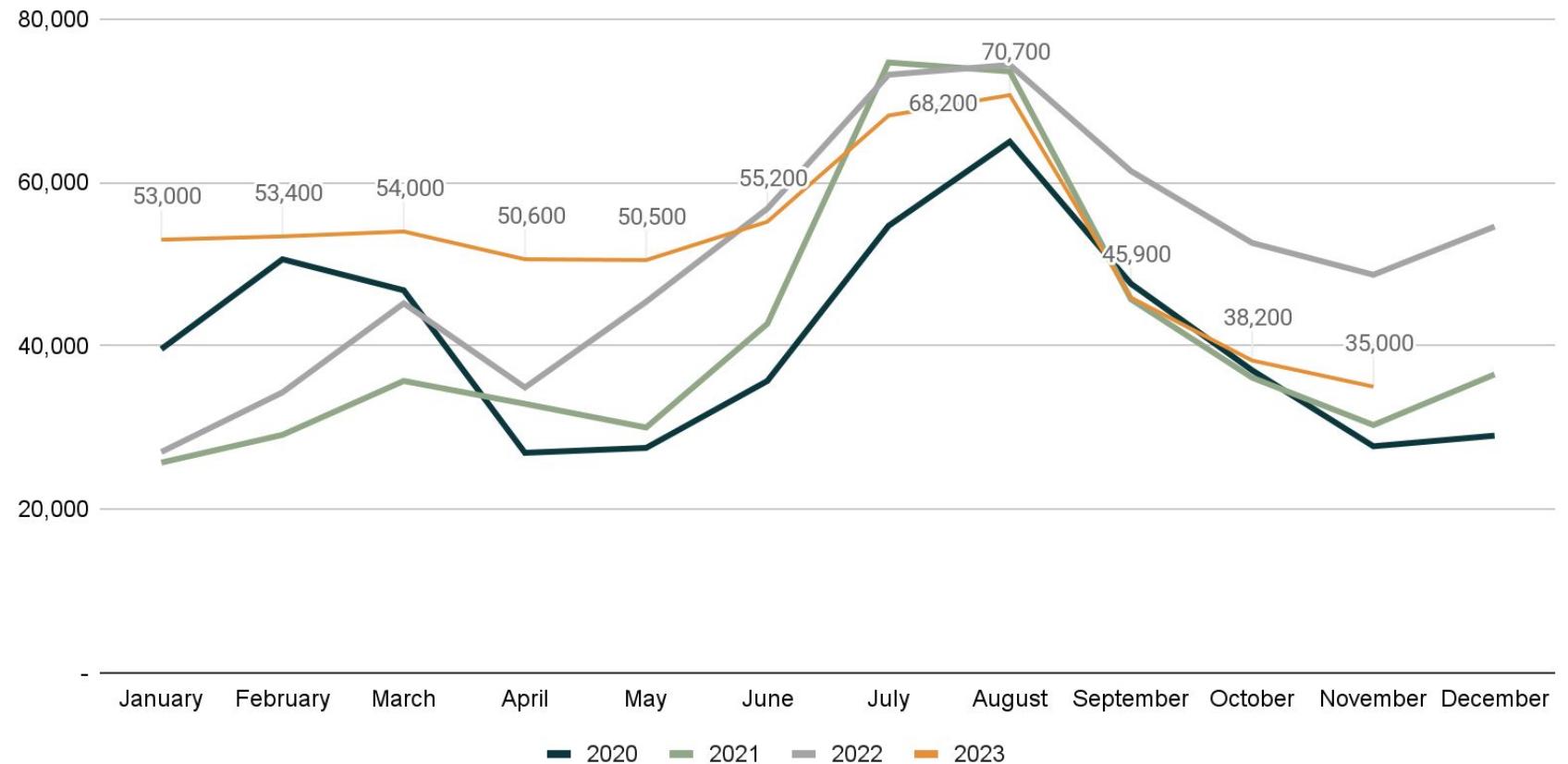
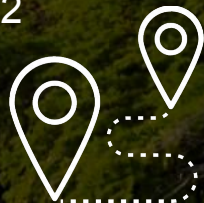
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

- September 2023 saw a **3%** increase compared to 2020, a **1%** decrease compared to 2021 and a **25%** decrease compared to 2022
- October 2023 saw a **3%** increase compared to 2020, a **6%** increase compared to 2021 and a **27%** decrease compared to 2022
- November 2023 saw a **26%** increase compared to 2020, a **15%** increase compared to 2021 and a **28%** decrease 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

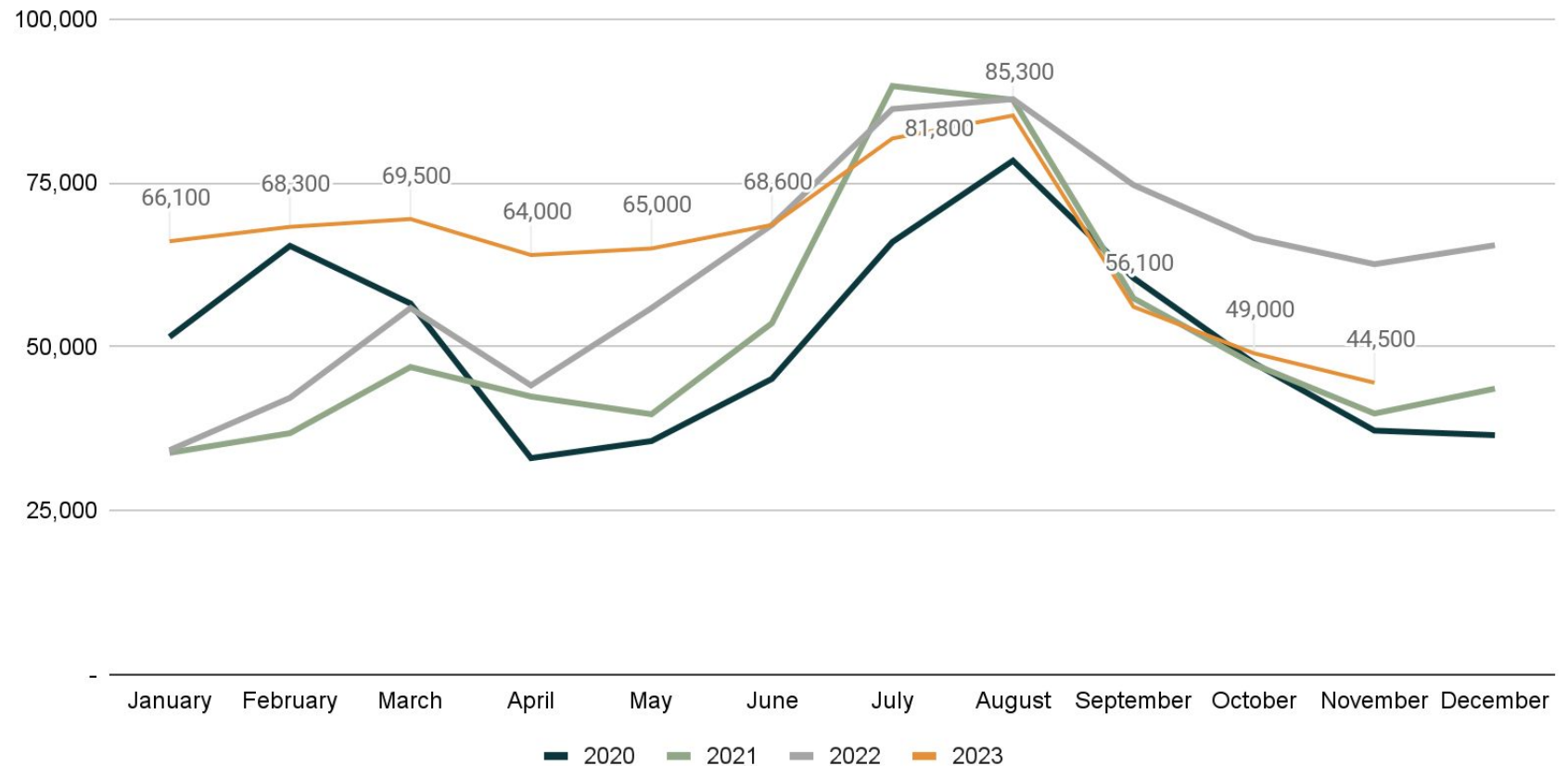
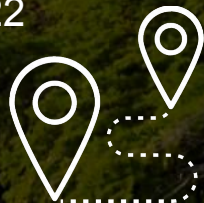
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

- September 2023 saw a **7%** decrease compared to 2020, a **2%** decrease compared to 2021 and a **25%** decrease compared to 2022
- October 2023 saw a **3%** increase compared to 2020, a **4%** increase compared to 2021 and a **26%** decrease compared to 2022
- November 2023 saw a **20%** increase compared to 2020, a **112%** increase compared to 2021 and a **26%** decrease 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

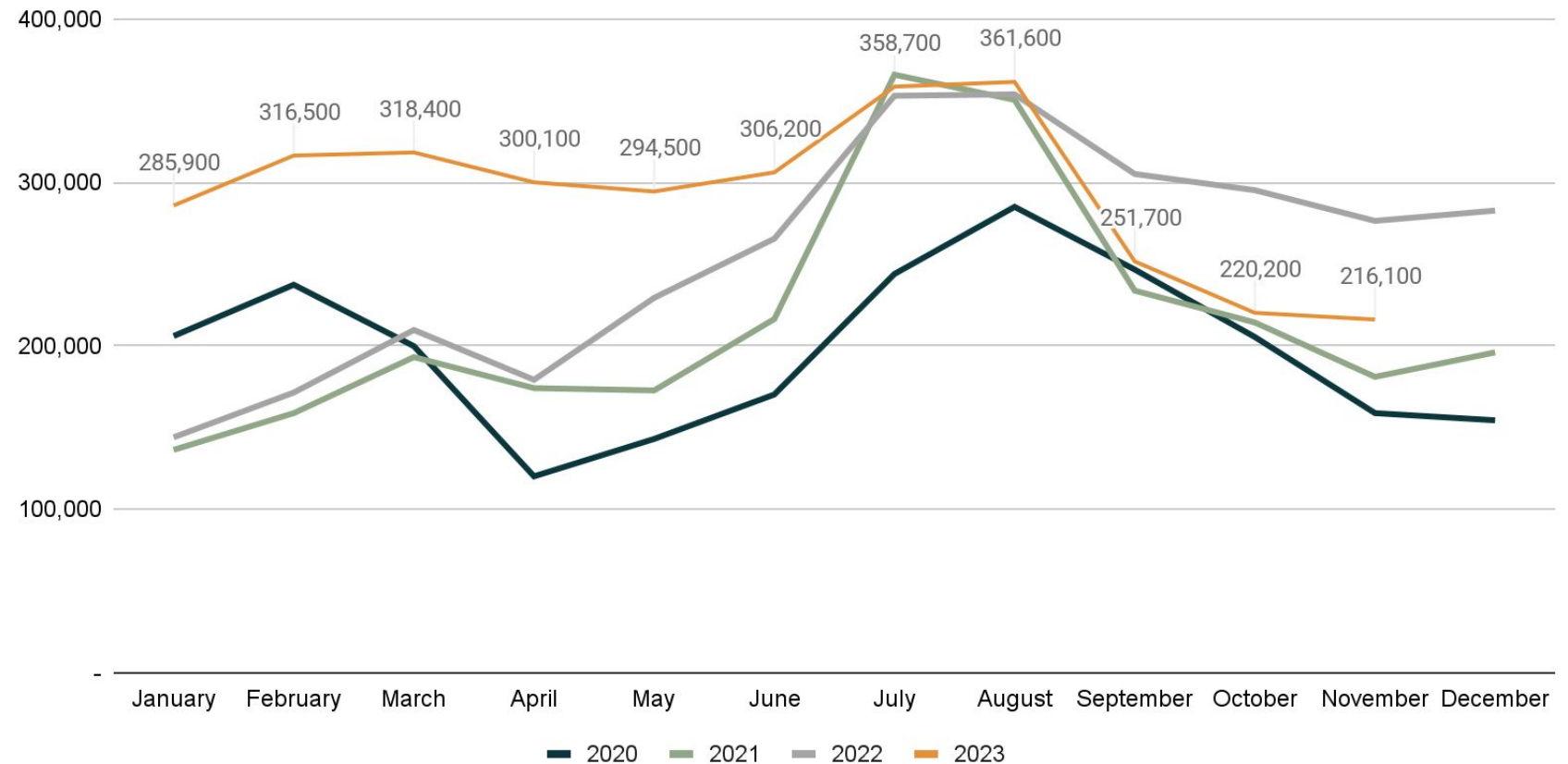
2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

- September 2023 saw a **2%** increase compared to 2020, a **8%** increase compared to 2021 and a **18%** decrease compared to 2022
- October 2023 saw a **7%** increase compared to 2020, a **3%** increase compared to 2021 and a **25%** decrease compared to 2022
- November 2023 saw a **36%** increase compared to 2020, a **19%** increase compared to 2021 and a **22%** decrease 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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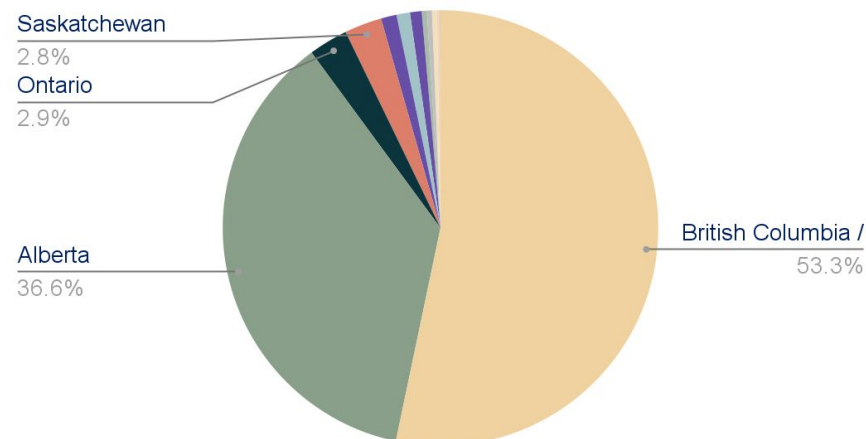
bcrts

### Overview

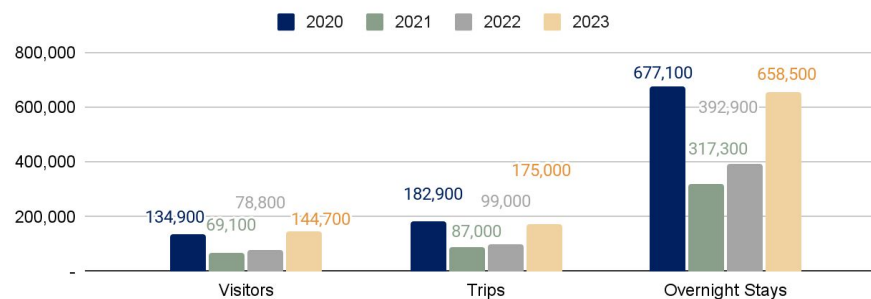
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing January 2023 to January 2020.

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

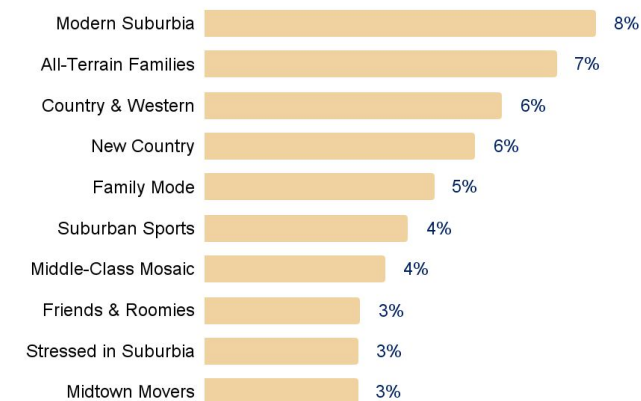
Percentage of Visitors to Northern BC by Province January 2023



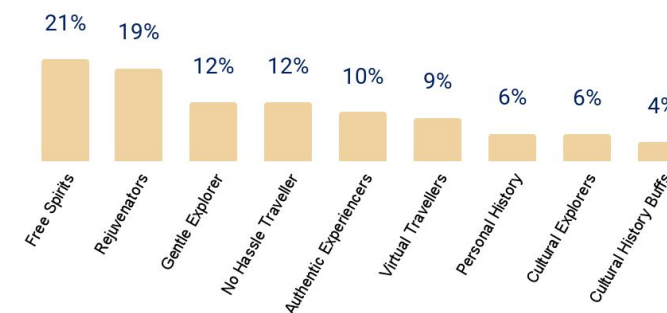
Canadian Visitors to Northern BC January 2020-2023



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



NORTHERN BC  
TOURISM ASSOCIATION

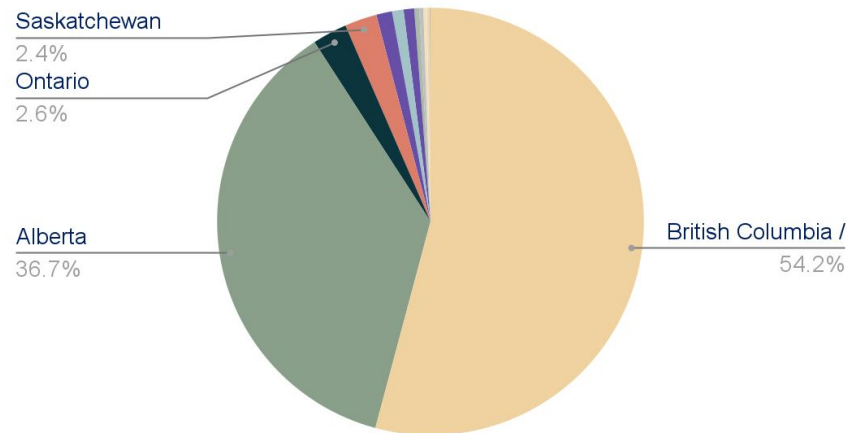
bcrts

### Overview

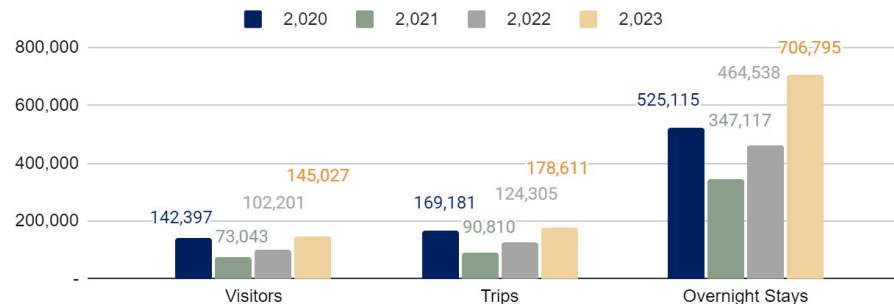
The number of visitors to Northern BC from Canadian travelers decreased by **11%** when comparing February 2023 to February 2020.

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

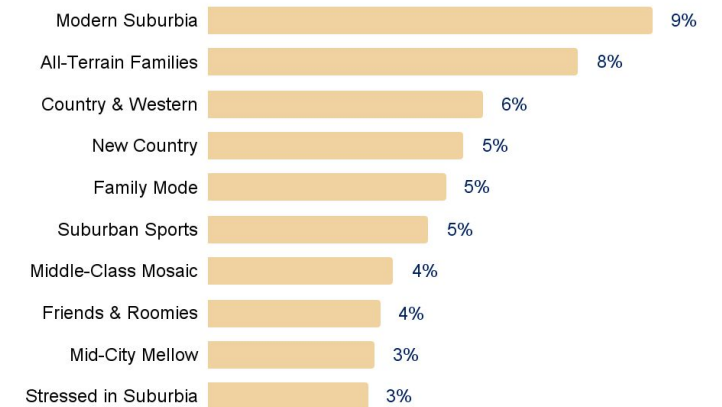
Percentage of Visitors to Northern BC  
by Province February 2023



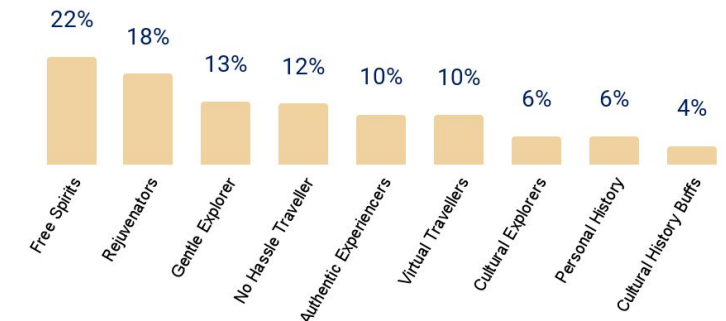
Canadian Visitors to Northern BC  
February 2020-2023



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

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

bcrts

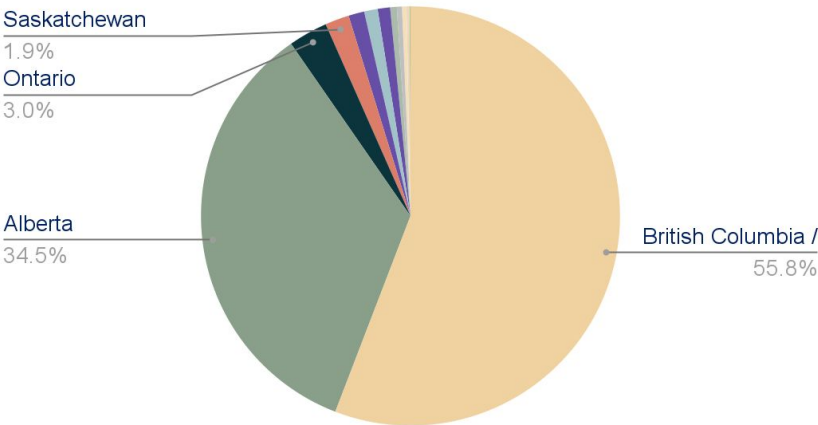
## Northern BC

### Overview

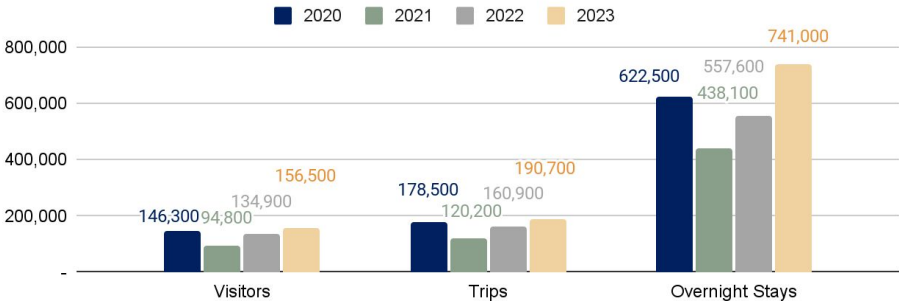
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing March 2023 to March 2020.

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

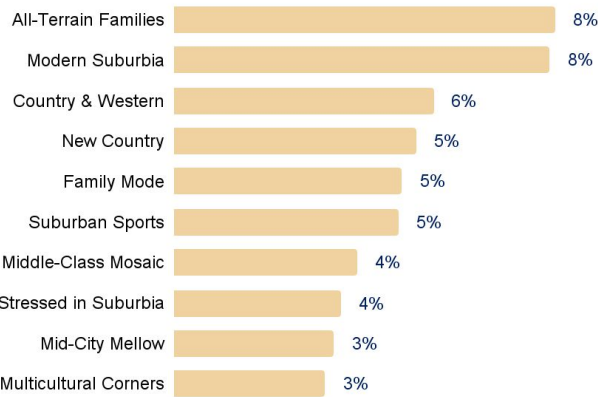
Percentage of Visitors to Northern BC  
by Province March 2023



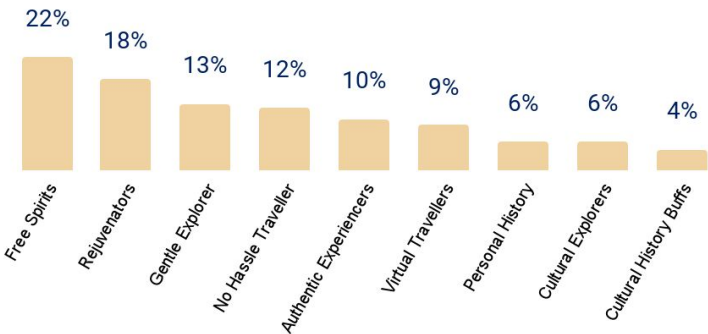
Canadian Visitors to Northern BC  
March 2020-2023



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

2023 Visitor  
Highlights



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TOURISM ASSOCIATION

bcrts

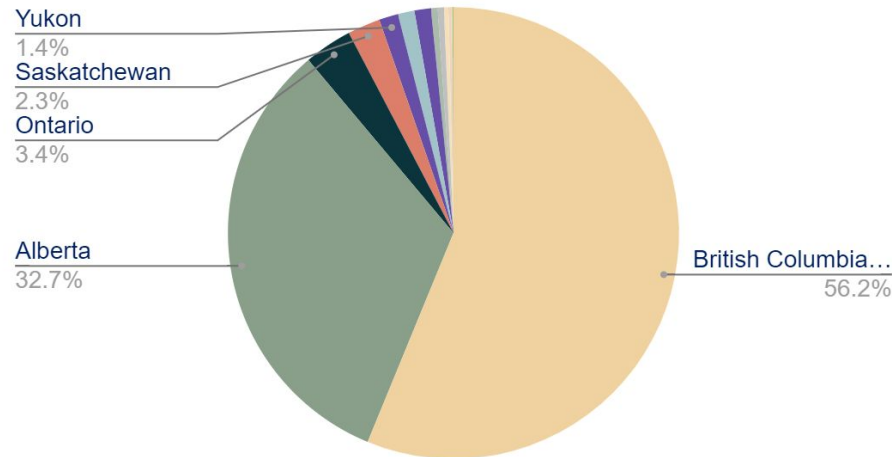
## Northern BC

### Overview

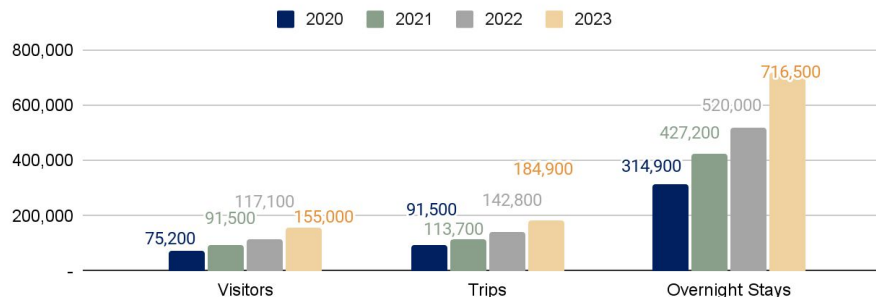
The number of visitors to Northern BC from Canadian travelers increased by **106%** when comparing April 2023 to April 2020.

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

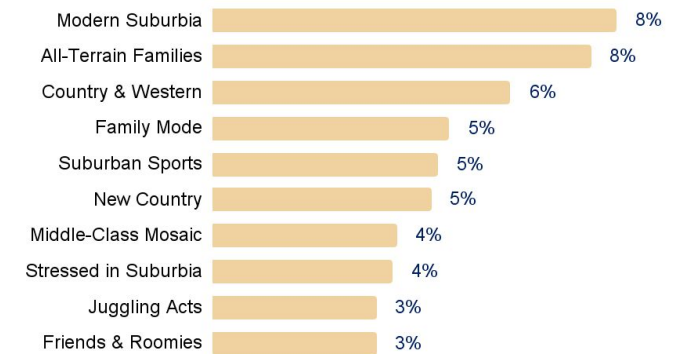
Percentage of Visitors to Northern BC  
by Province April 2023



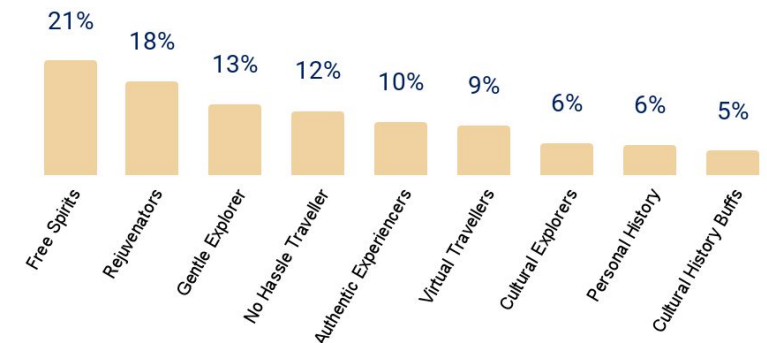
Canadian Visitors to Northern BC  
April 2020-2023



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

2023 Visitor  
Highlights



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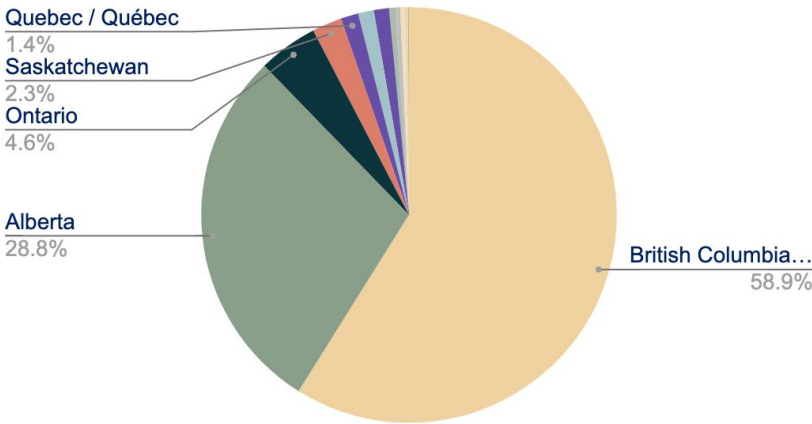
## Northern BC

### Overview

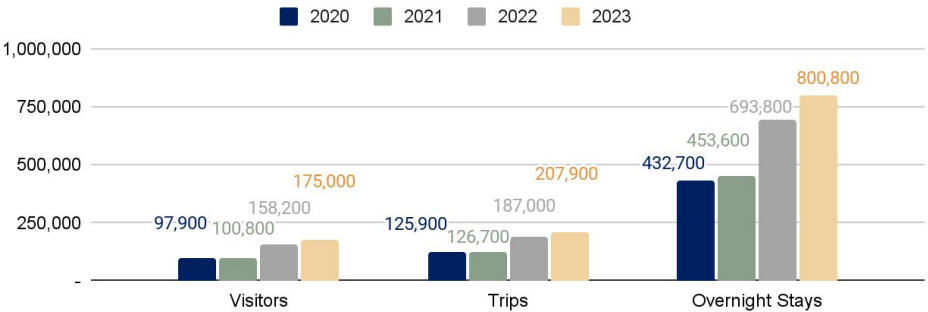
The number of visitors to Northern BC from Canadian travelers increased by **79%** when comparing May 2023 to May 2020.

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

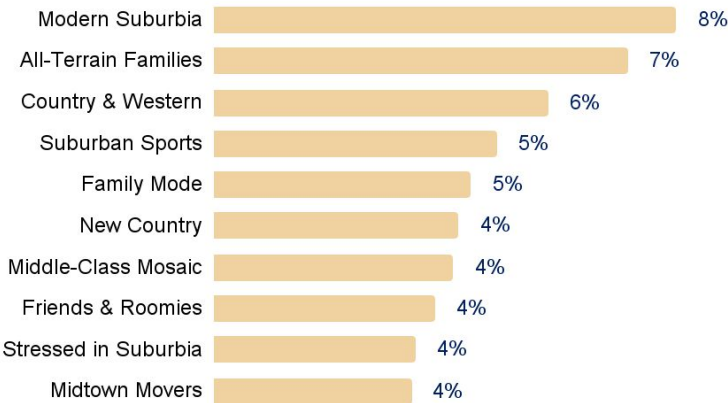
Percentage of Visitors to Northern BC  
by Province May 2023



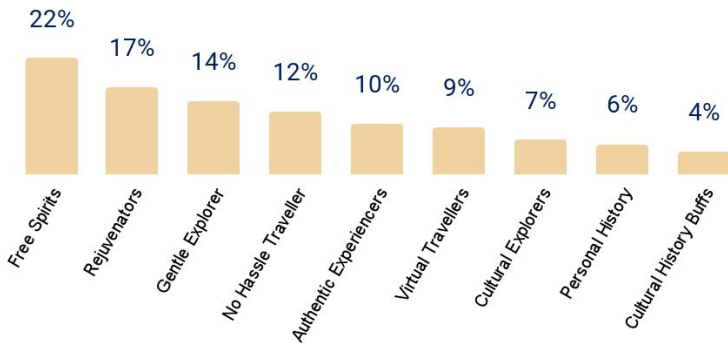
Canadian Visitors to Northern BC  
May 2020-2023



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

# June 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

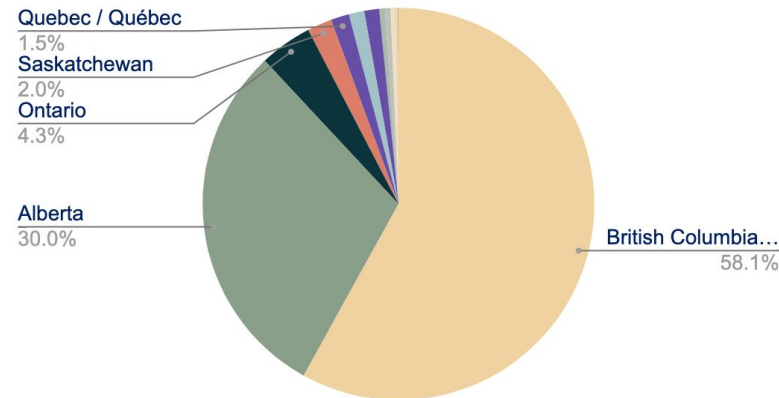
bcrts

### Overview

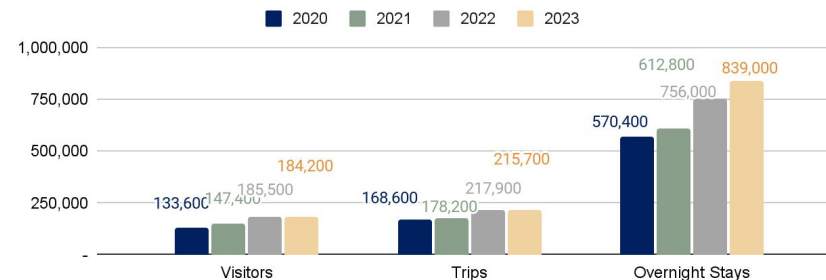
The number of visitors to Northern BC from Canadian travelers increased by **38%** when comparing June 2023 to June 2020.

Visitors increased by **25%** when compared to June 2021, and decreased by **1%** when compared to June 2022.

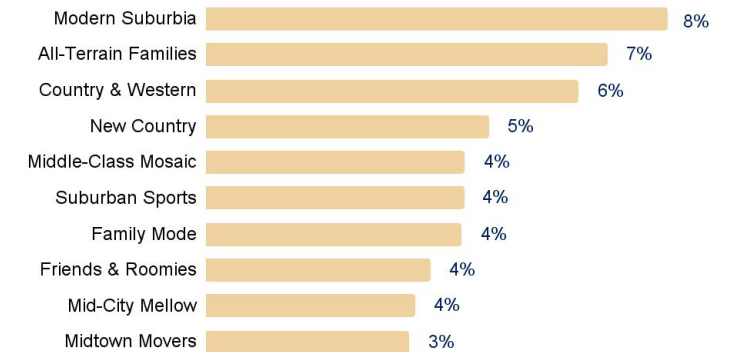
Percentage of Visitors to Northern BC  
by Province June 2023



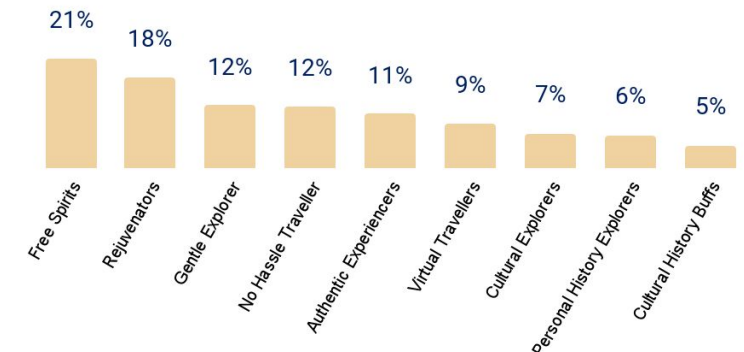
Canadian Visitors to Northern BC  
June 2020-2023



June 2023 AB Visitors by PRIZM Segment



June 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

# July 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

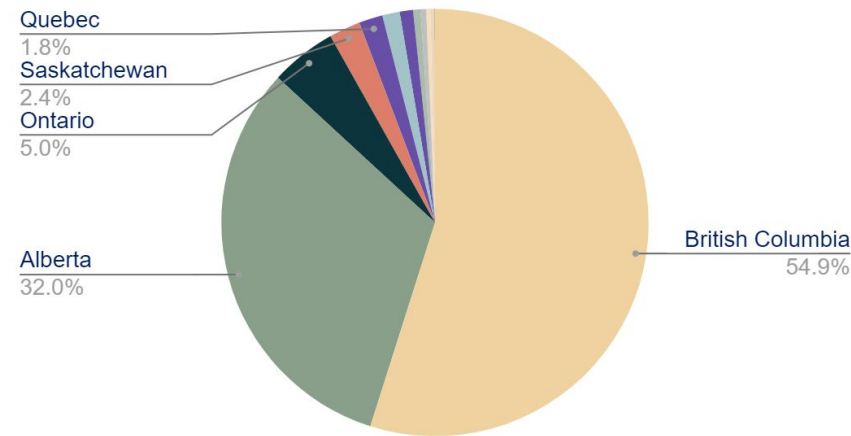
bcrts

### Overview

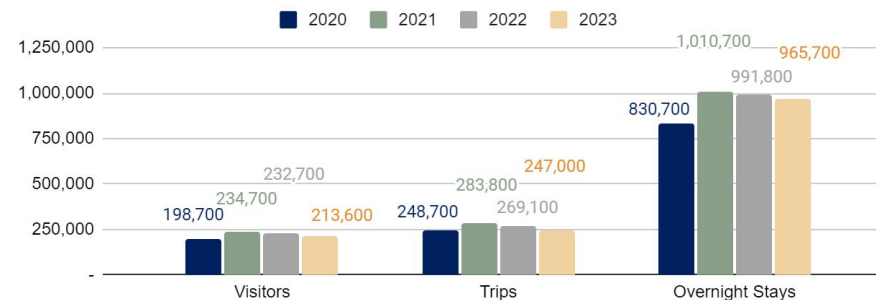
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing July 2023 to July 2020.

Visitors decreased by **9%** when compared to July 2021, and decreased by **8%** when compared to July 2022.

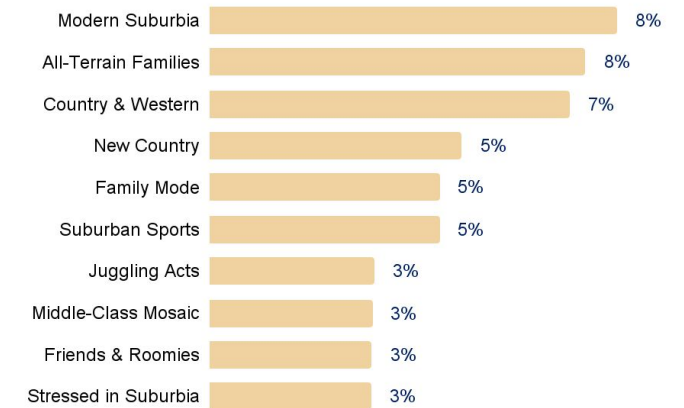
Percentage of Visitors to Northern BC  
by Province July 2023



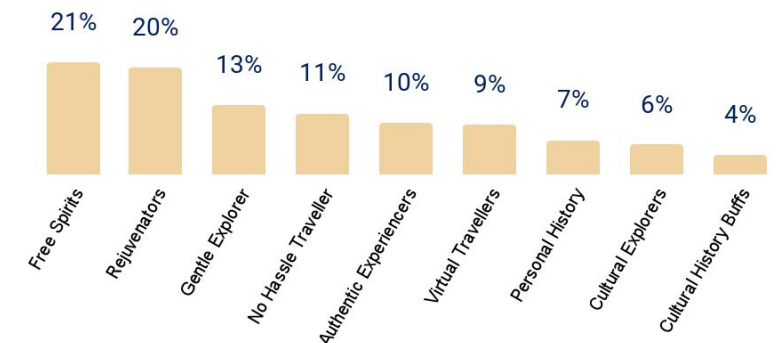
Canadian Visitors to Northern BC  
July 2020-2023



July 2023 AB Visitors by PRIZM Segment



July 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



# August 2023 Canada/Alberta Regional Visitation

## Northern BC

### 2023 Visitor Highlights



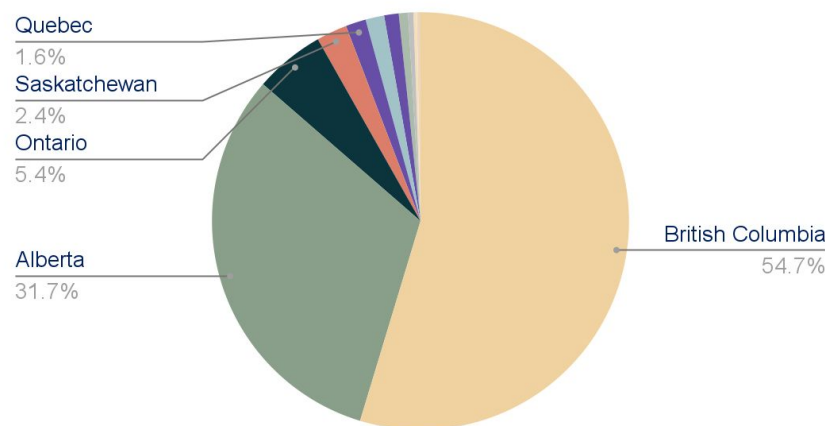
bcrts

#### Overview

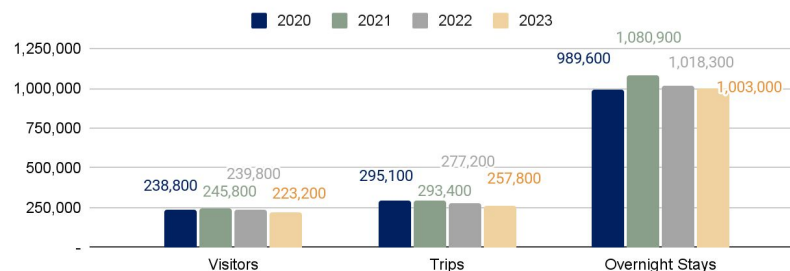
The number of visitors to Northern BC from Canadian travelers decreased by **7%** when comparing August 2023 to August 2020.

Visitors decreased by **9%** when compared to August 2021, and decreased by **7%** when compared to August 2022.

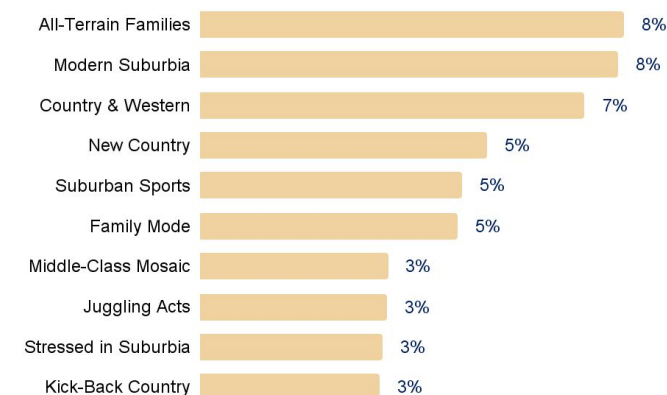
Percentage of Visitors to Northern BC by Province August 2023



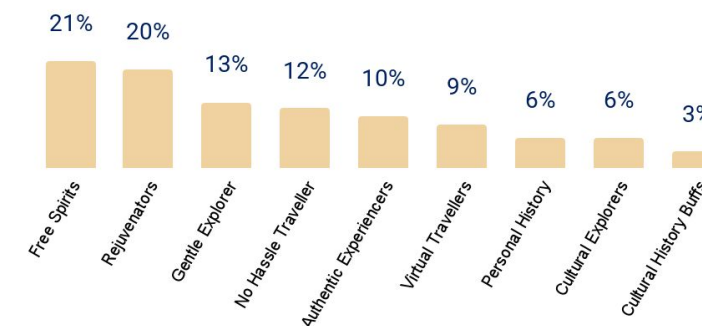
Canadian Visitors to Northern BC August 2020-2023



August 2023 AB Visitors by PRIZM Segment



August 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

# Sept 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

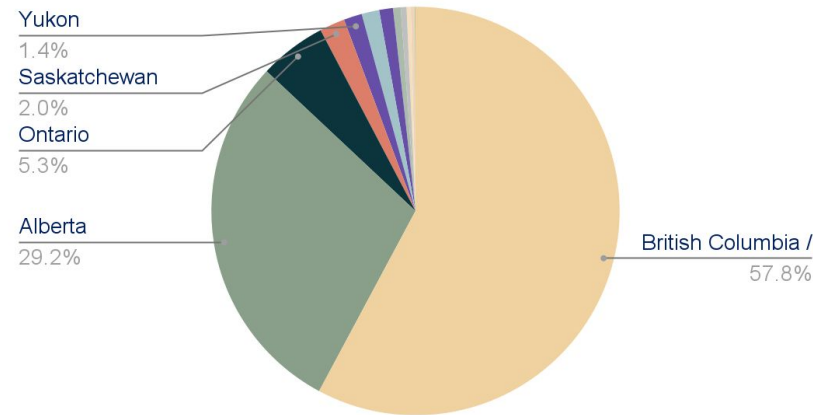
bcrts

### Overview

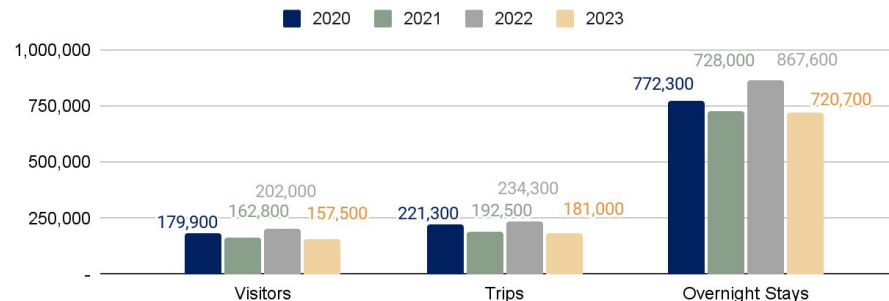
The number of visitors to Northern BC from Canadian travelers decreased by **12%** when comparing September 2023 to September 2020.

Visitors decreased by **3%** when compared to September 2021, and decreased by **22%** when compared to September 2022.

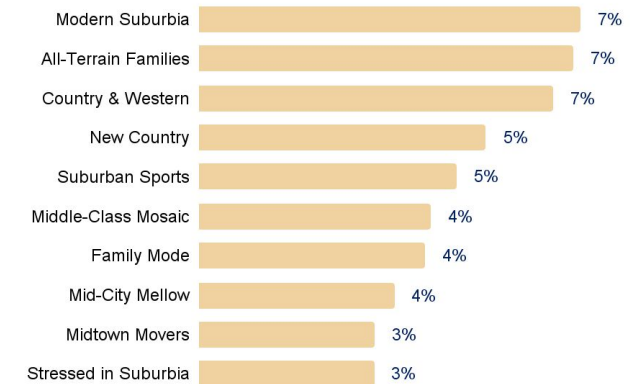
Percentage of Visitors to Northern BC  
by Province September 2023



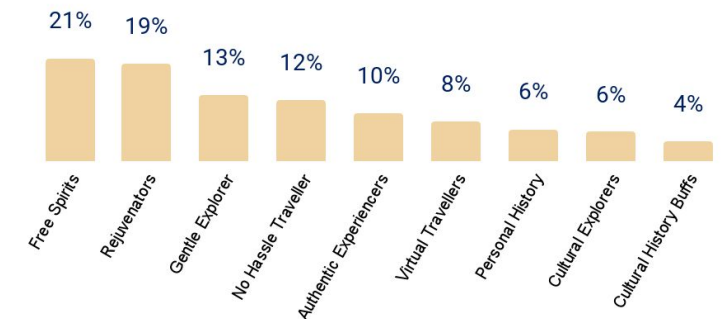
Canadian Visitors to Northern BC  
September 2020-2023



September 2023 AB Visitors by PRIZM Segment



September 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

# Oct 2023 Canada/Alberta Regional Visitation

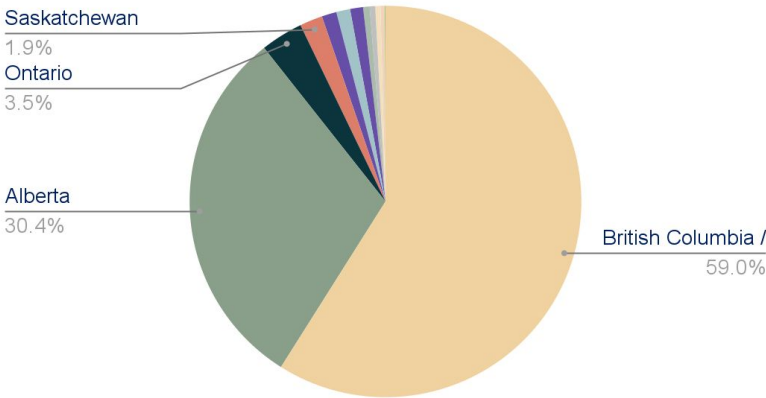
## Northern BC

### Overview

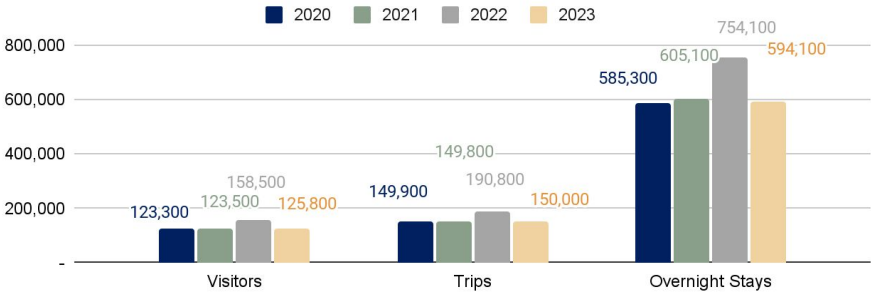
The number of visitors to Northern BC from Canadian travelers decreased by **2%** when comparing October 2023 to October 2020.

Visitors decreased by **2%** when compared to October 2021, and decreased by **21%** when compared to October 2022.

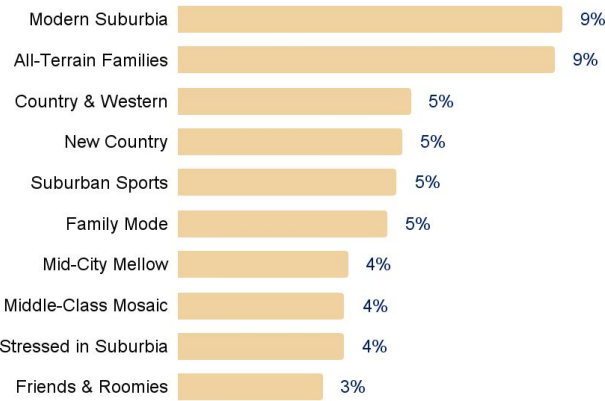
Percentage of Visitors to Northern BC  
by Province October 2023



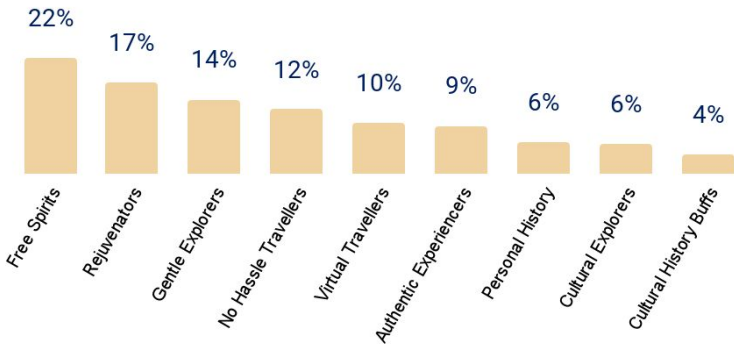
Canadian Visitors to Northern BC  
October 2020-2023



October 2023 AB Visitors by PRIZM Segment



October 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



# Nov 2023 Canada/Alberta Regional Visitation

## Northern BC

2023 Visitor  
Highlights



NORTHERN BC  
TOURISM ASSOCIATION

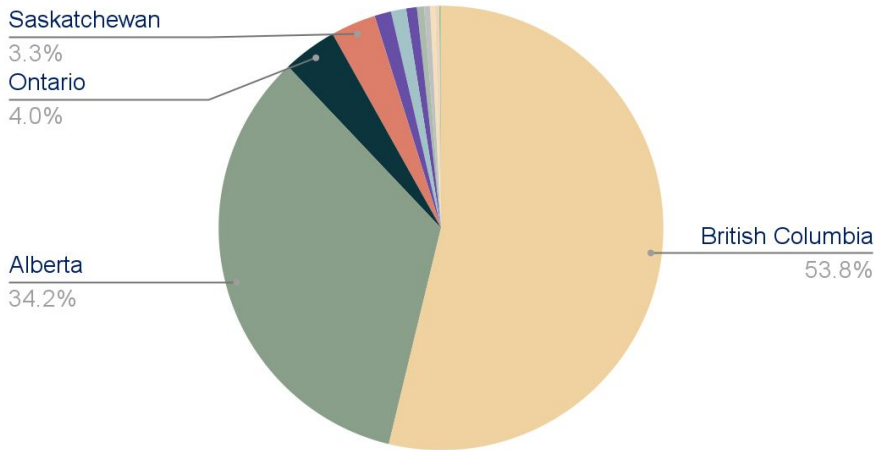
bcrts

### Overview

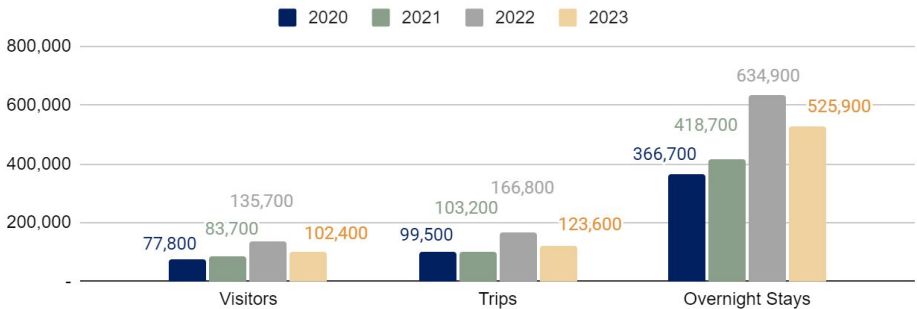
The number of visitors to Northern BC from Canadian travelers decreased by **32%** when comparing November 2023 to November 2020.

Visitors decreased by **22%** when compared to November 2021, and decreased by **25%** when compared to November 2022.

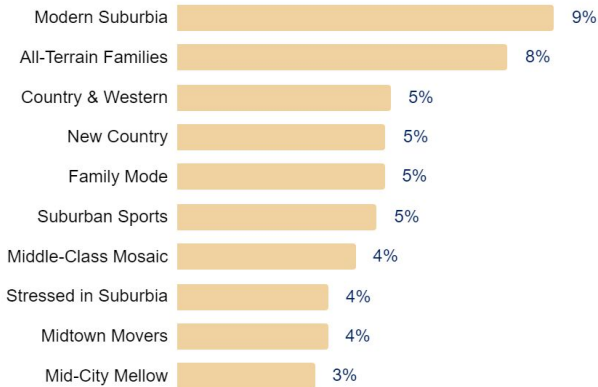
Percentage of Visitors to Northern BC  
by Province November 2023



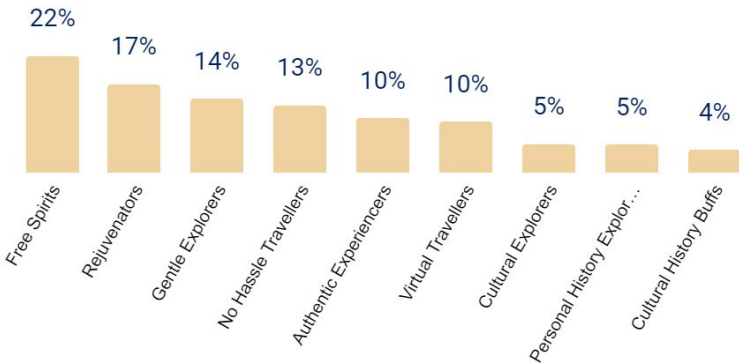
Canadian Visitors to Northern BC  
November 2020-2023



November 2023 AB Visitors by PRIZM Segment



November 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  
TOURISM ASSOCIATION

bcrts

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**Phone:** (778) 721-5448

[symphonytourismservices.com](https://symphonytourismservices.com)



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