



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 - Dec 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

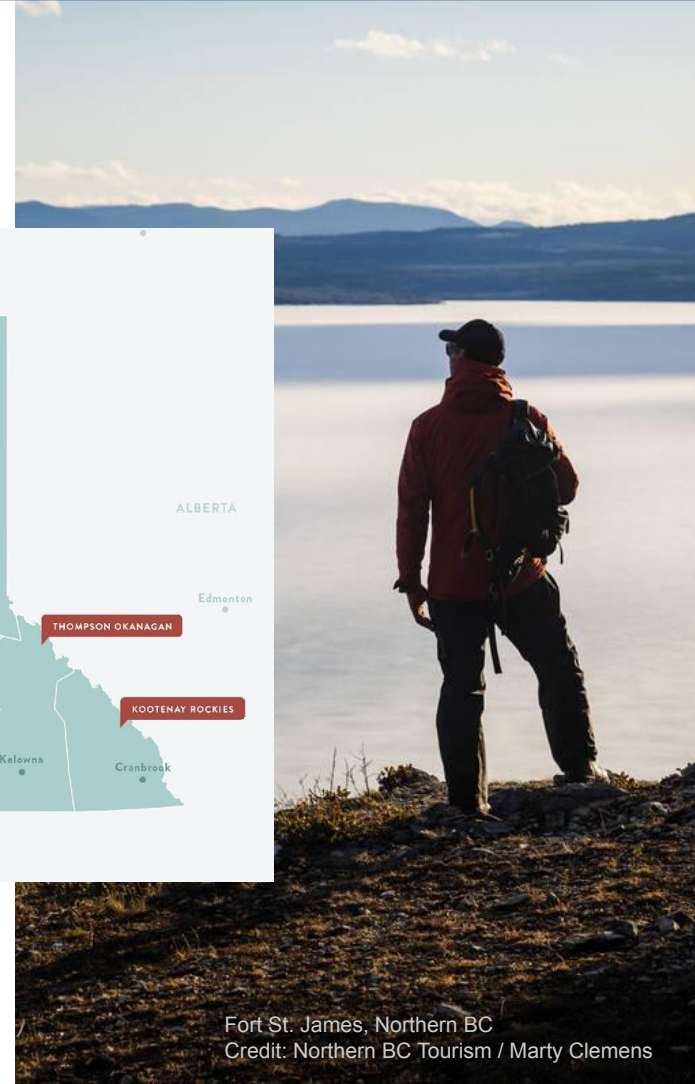
Methodology

- **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

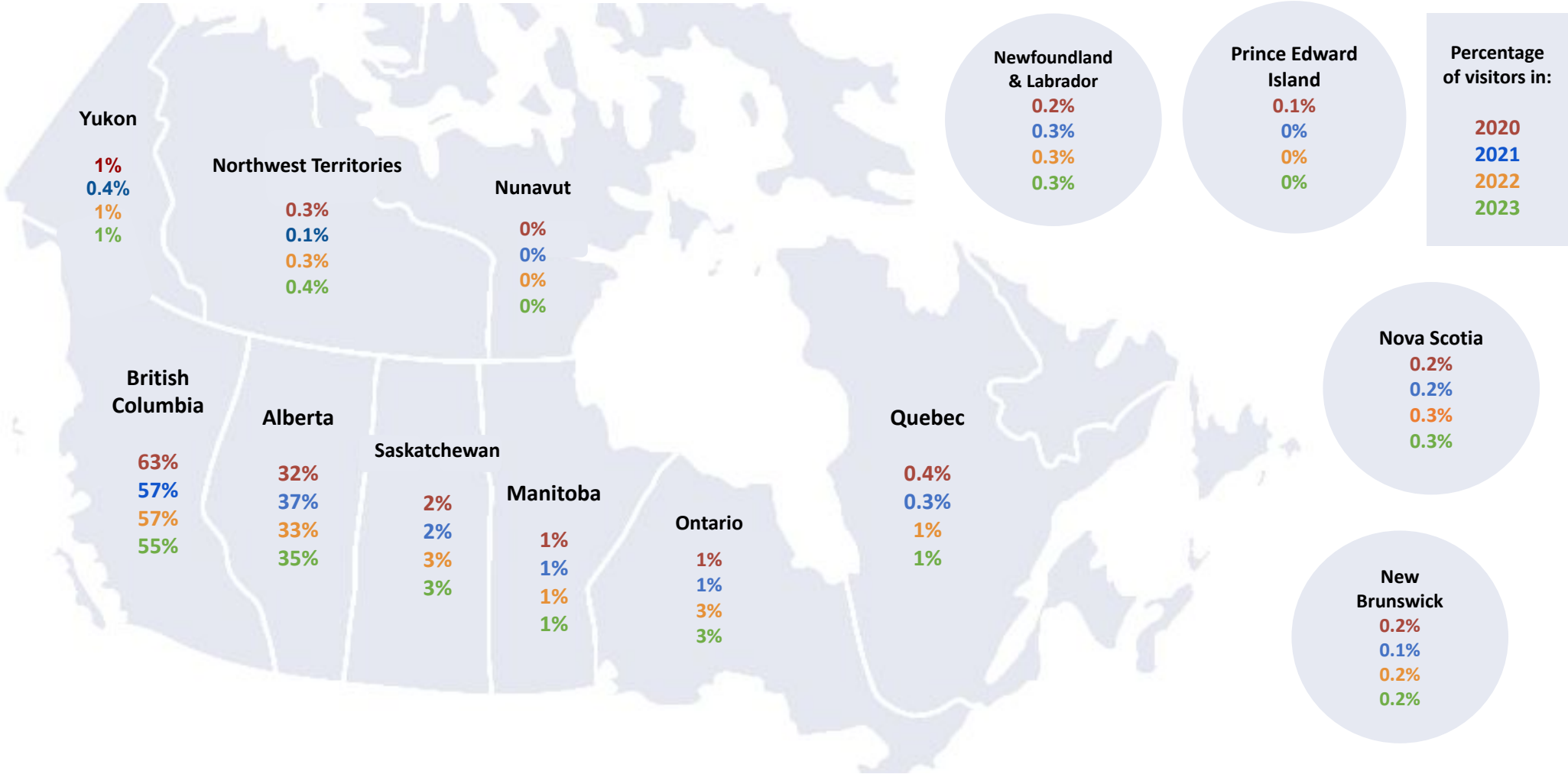
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

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

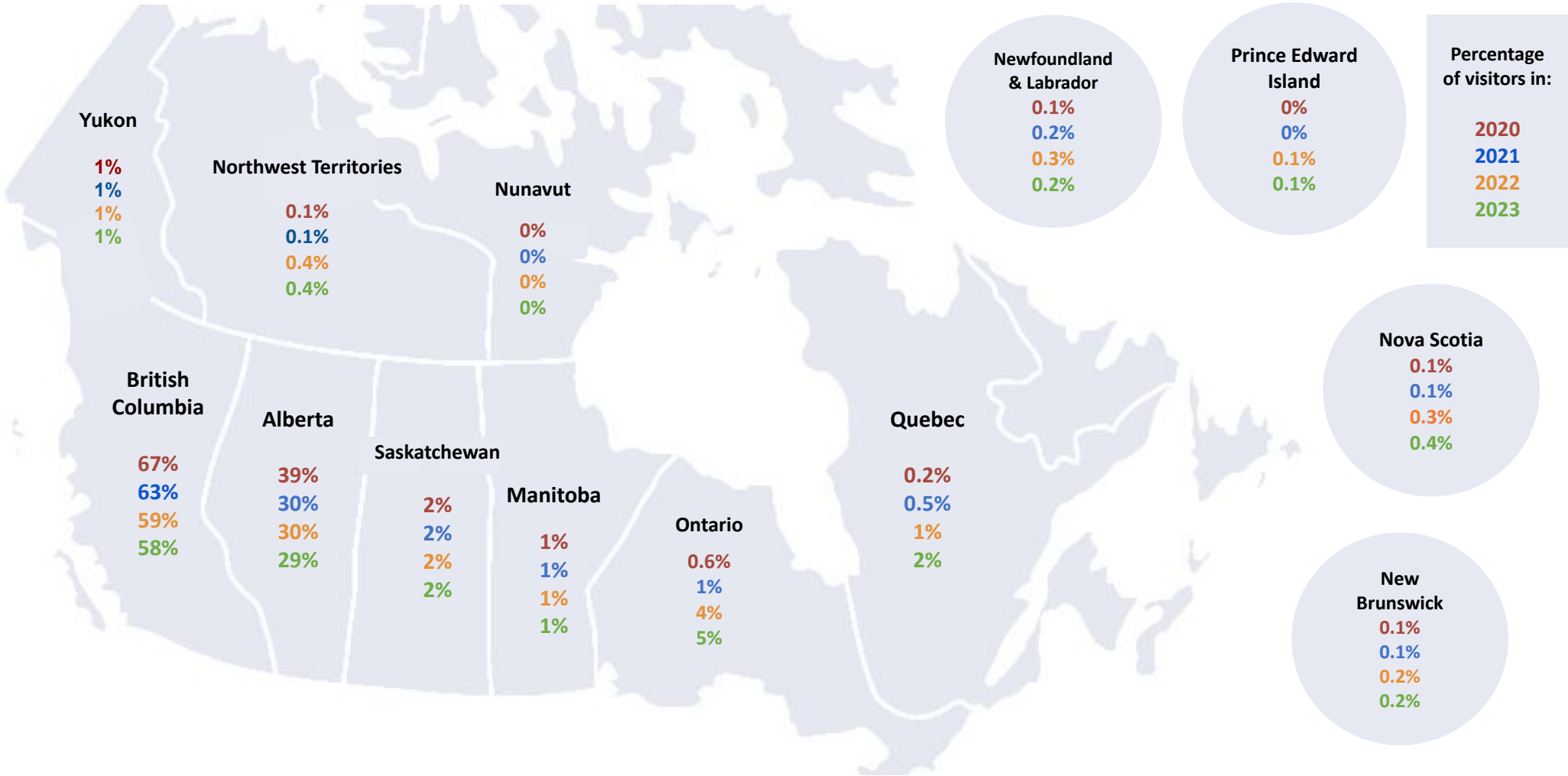
Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

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

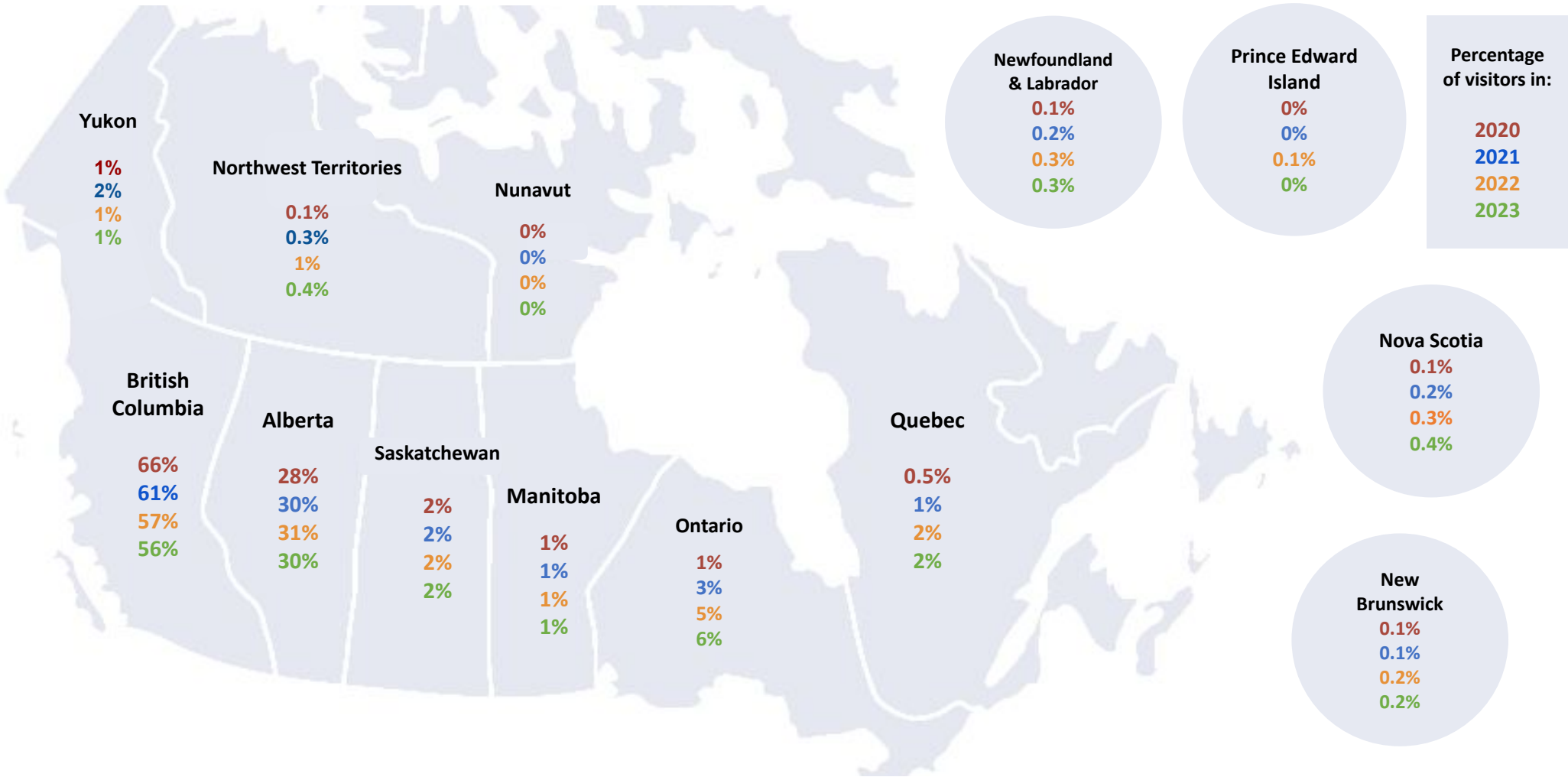
Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

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



Q4 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

Northern BC

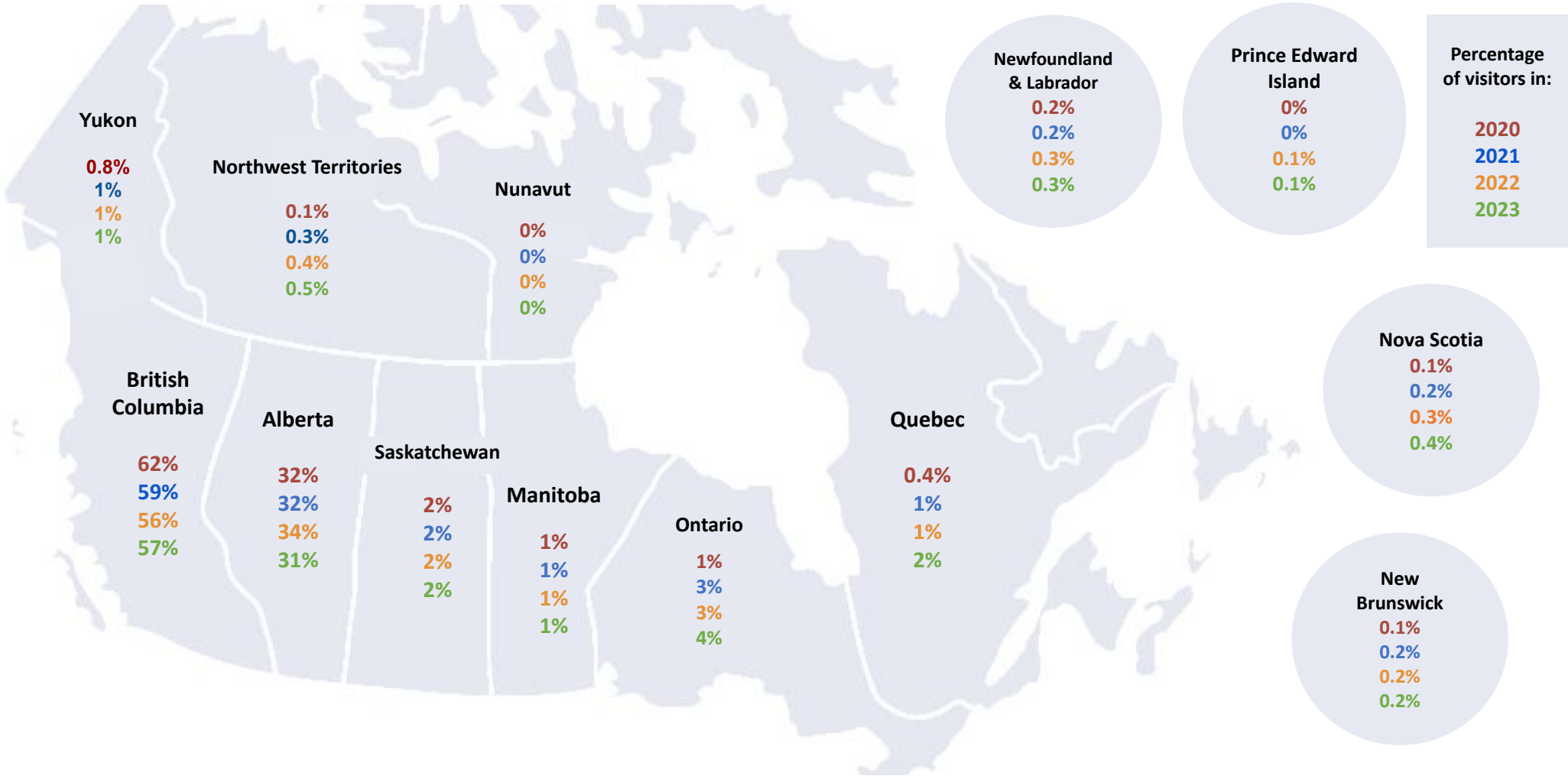
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Overview

During Q4 2020 Northern BC saw an average of **209,700** Domestic Visitors. During Q4 2021 the region saw **239,100** Domestic Visitors, in Q4 2022, **368,300** Domestic Visitors and in Q4 2023, **265,200** Domestic Visitors.

- Increase of **26%** 2023 compared to 2020
- Increase of **11%** 2023 compared to 2021
- Decrease of **28%** 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

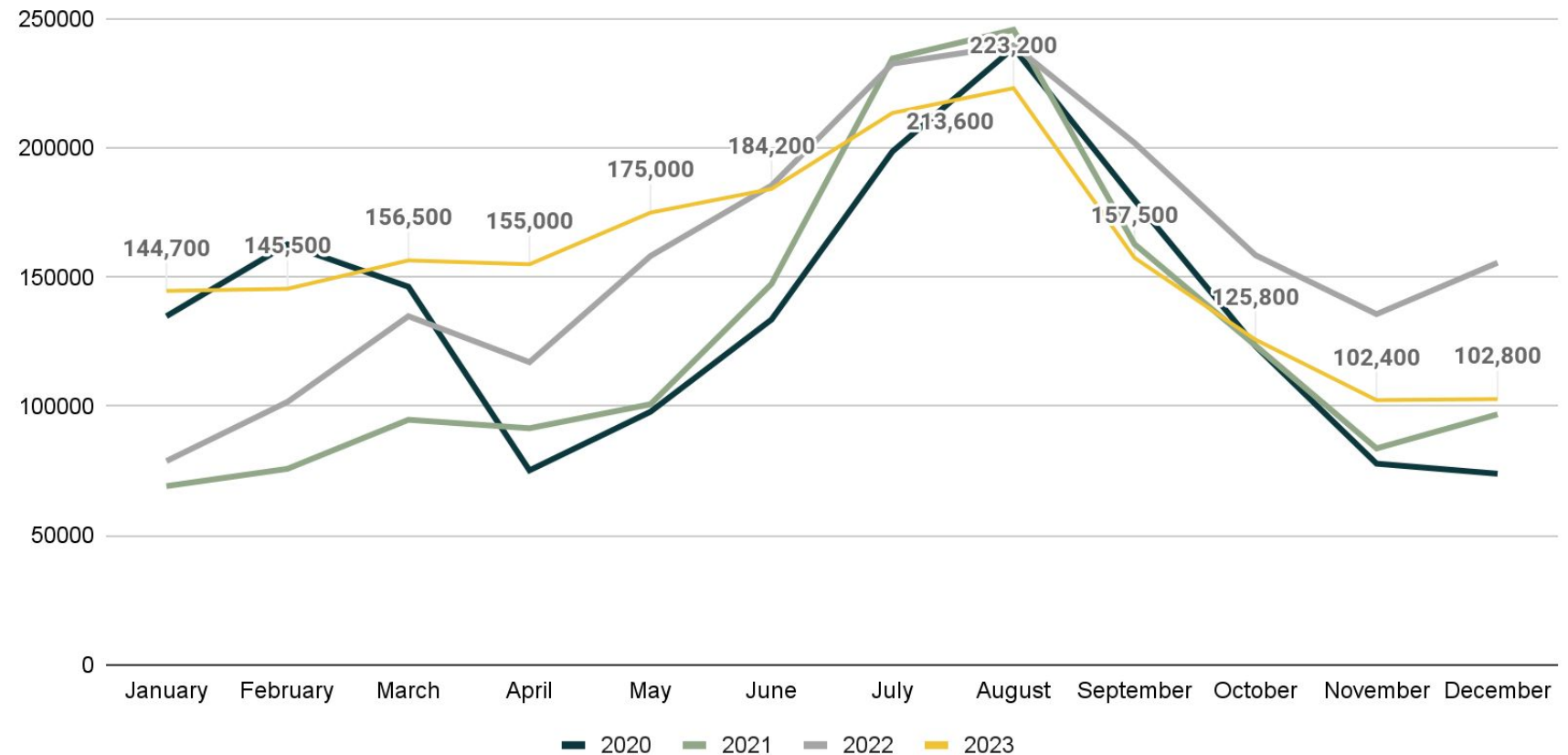
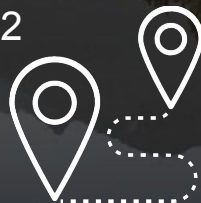
2023 Visitor
Highlights



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- 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
- December 2023 saw a **39%** increase compared to 2020, a **6%** increase compared to 2021 and a **34%** 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

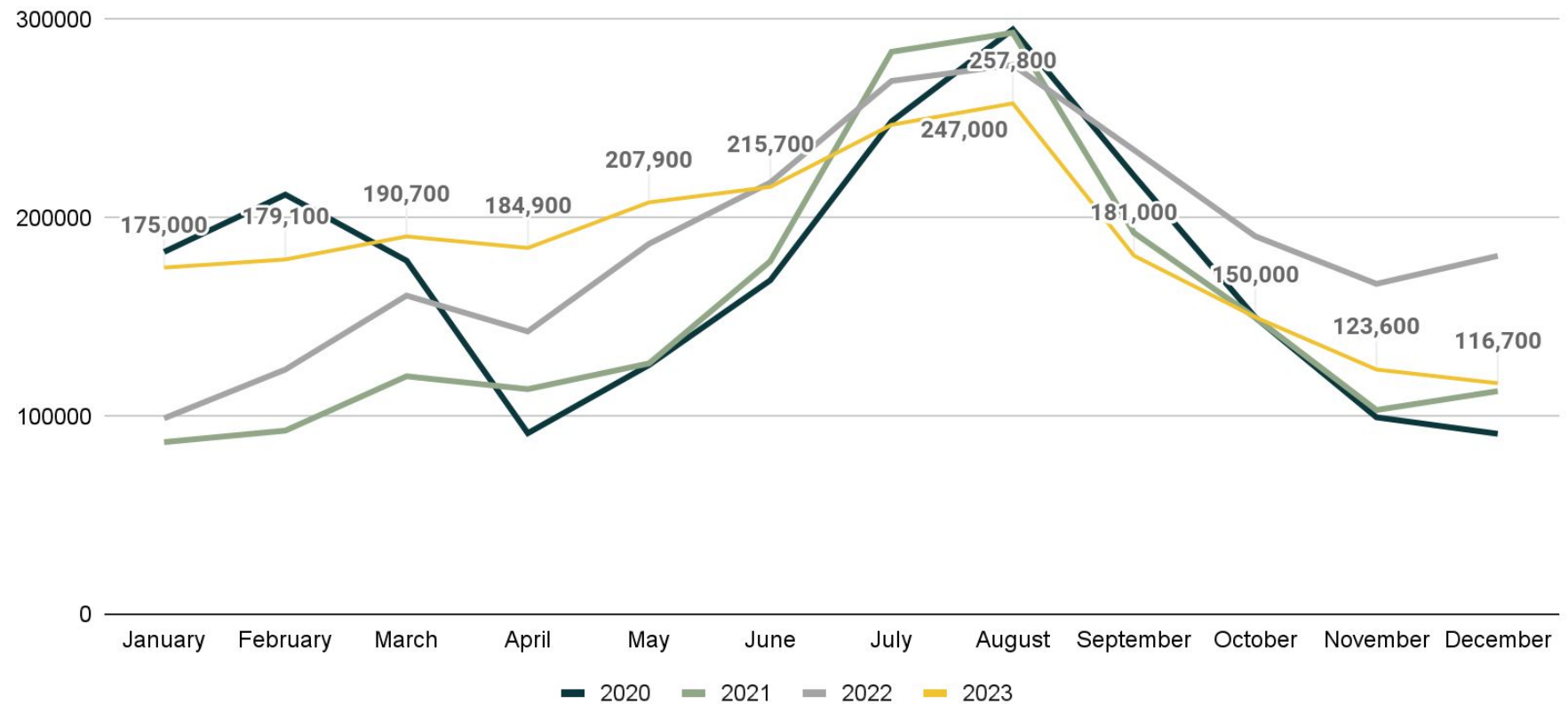
2023 Visitor
Highlights



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- 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
- December 2023 saw a **28%** increase compared to 2020, a **4%** increase compared to 2021 and a **36%** 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

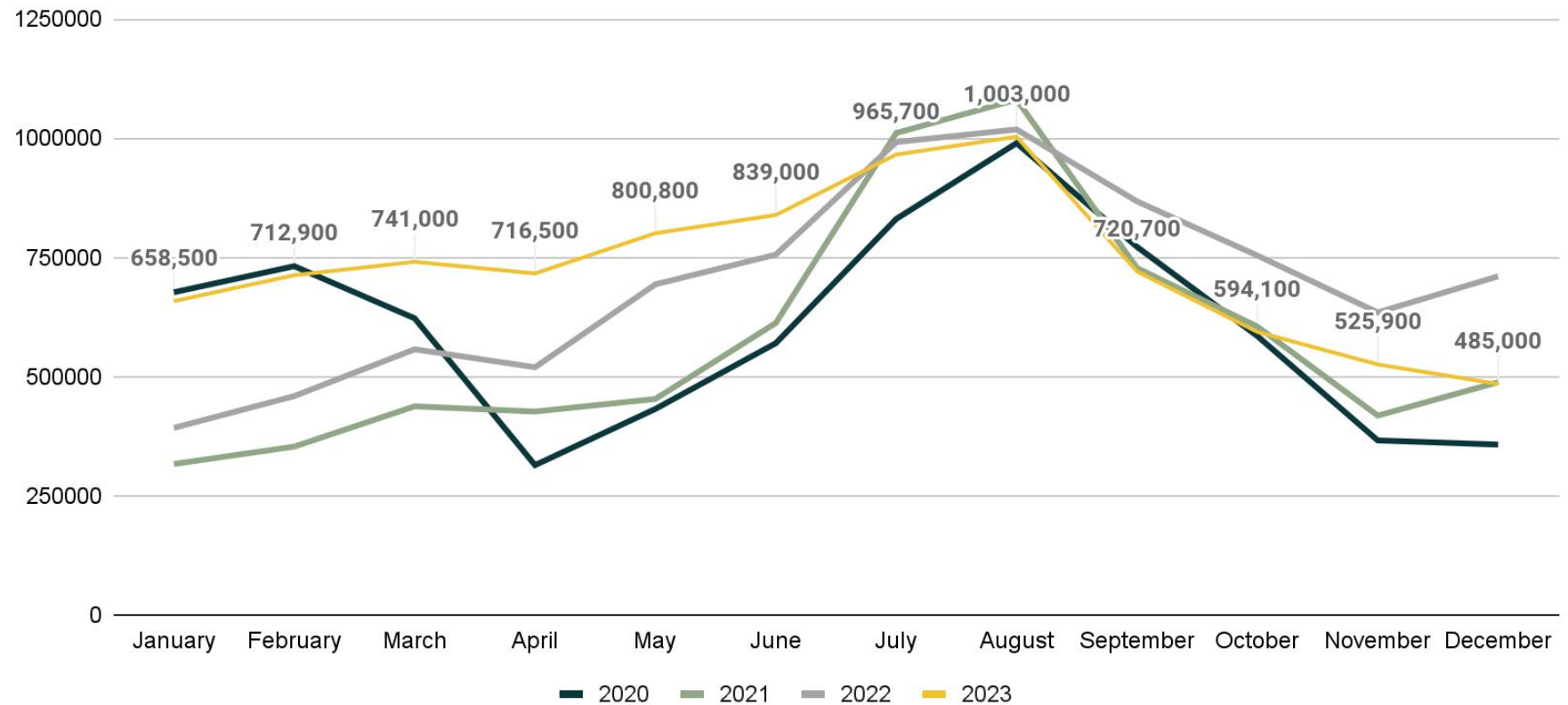
2023 Visitor
Highlights



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- 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
- December 2023 saw a **28%** increase compared to 2020, a **4%** increase compared to 2021 and a **36%** 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 lake is surrounded by dense, green coniferous forests. The road curves from the bottom left towards the upper right, with a small white vehicle visible on it. The water reflects the surrounding trees and the sky. In the background, more forested hills and mountains are visible under a clear sky.

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

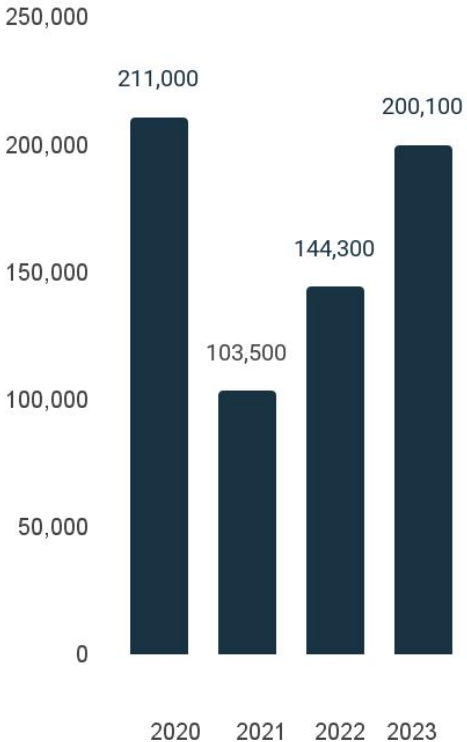
2023 Visitor
Highlights



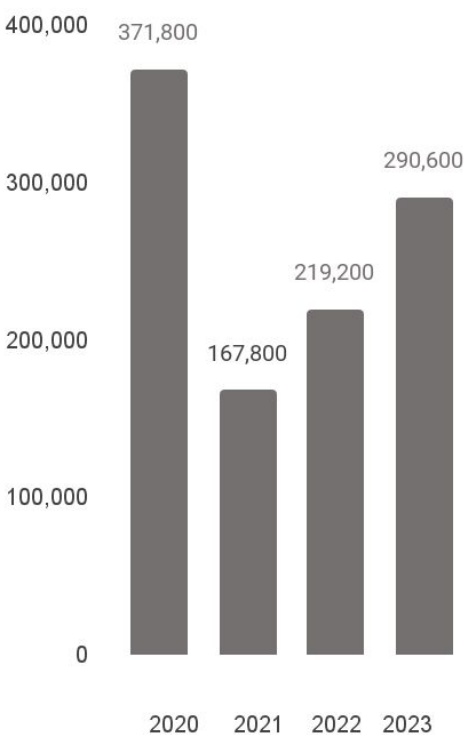
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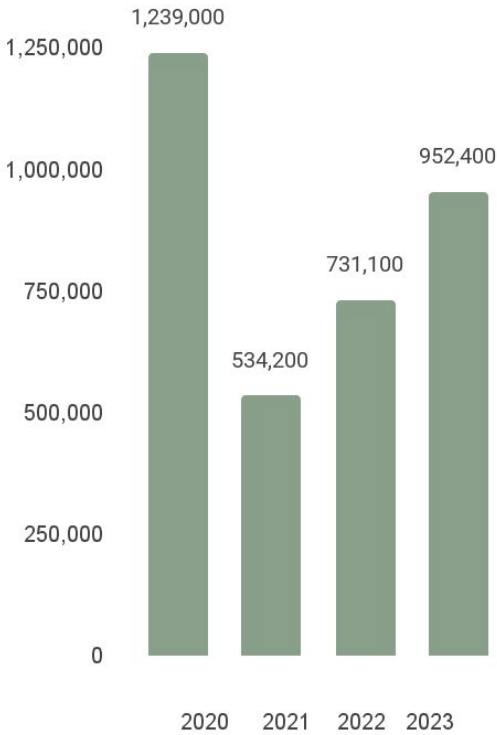
Number of Visitors to Northern BC
from BC in Q1



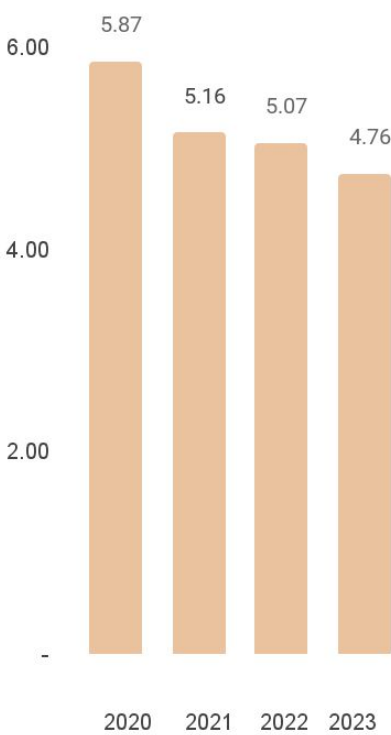
Number of Trips to Northern BC
from BC in Q1



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

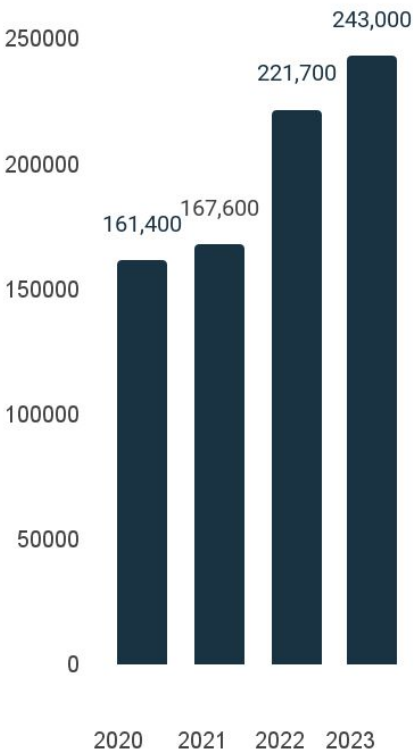
2023 Visitor
Highlights



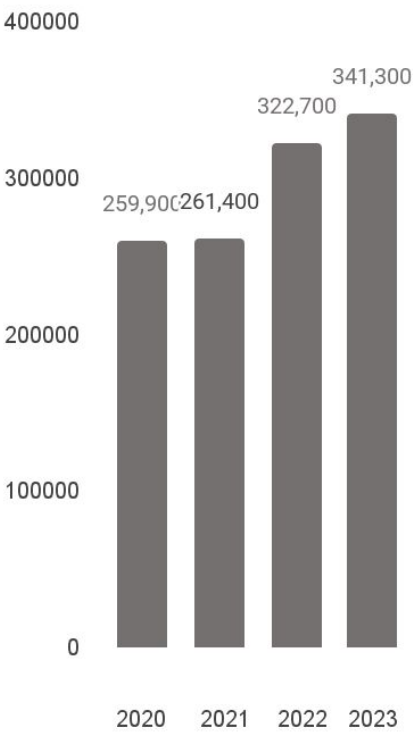
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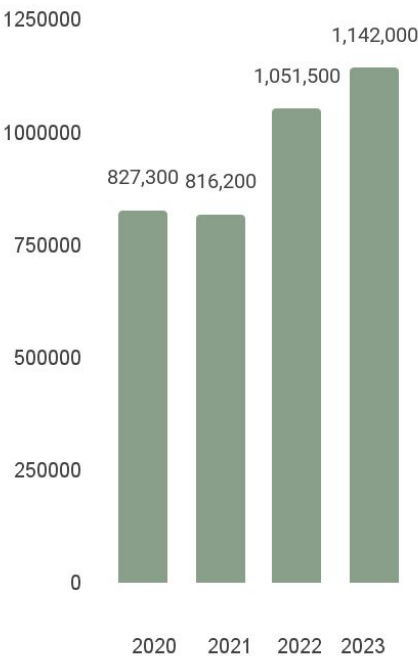
Number of Visitors to Northern BC
from BC in Q2



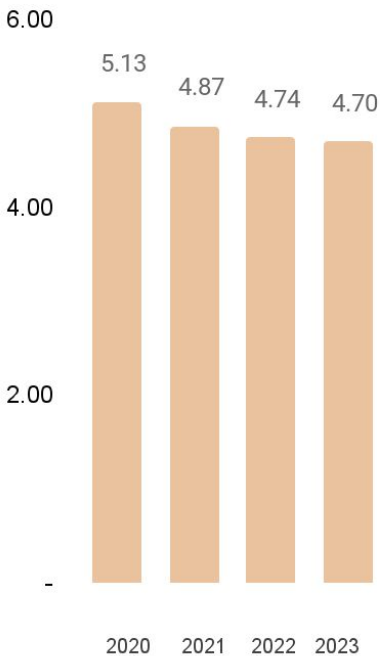
Number of Trips to Northern BC
from BC in Q2



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

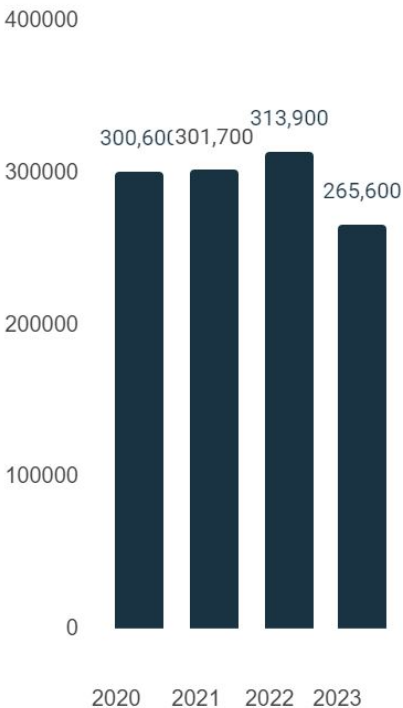
2023 Visitor
Highlights



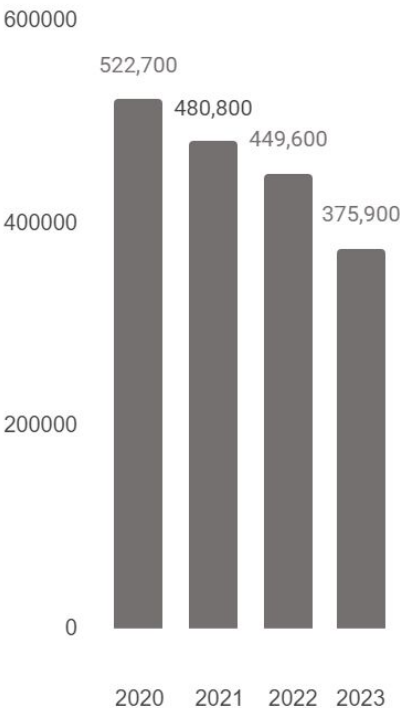
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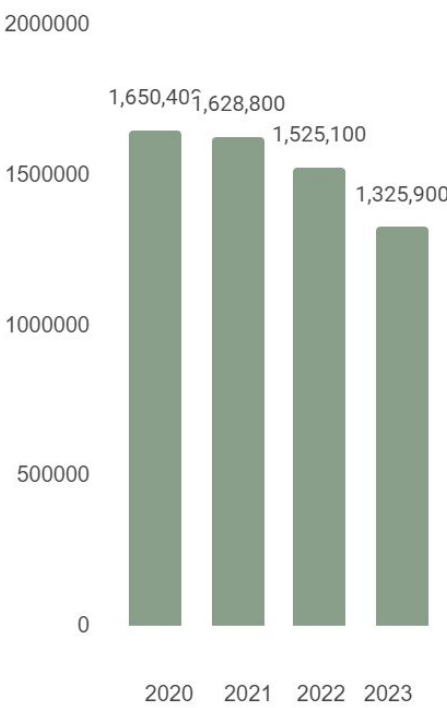
Number of Visitors to Northern BC
from BC in Q3



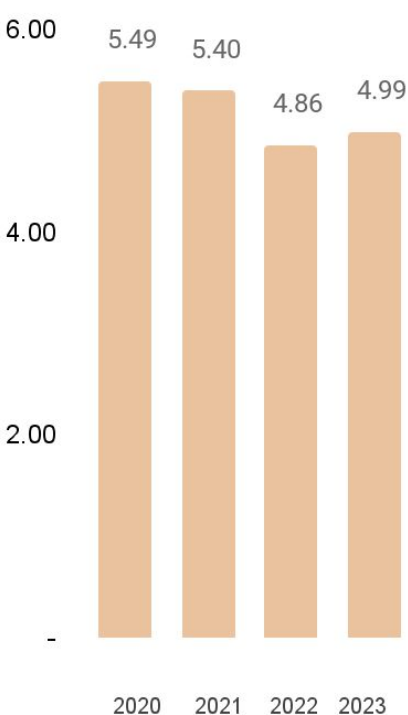
Number of Trips to Northern BC
from BC in Q3



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

Northern BC Visitation - Q4

BC Residents Travelling To Northern BC By Quarter

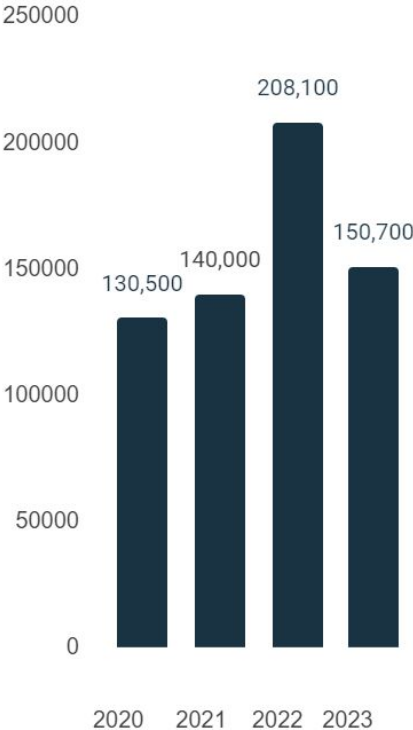
2023 Visitor
Highlights



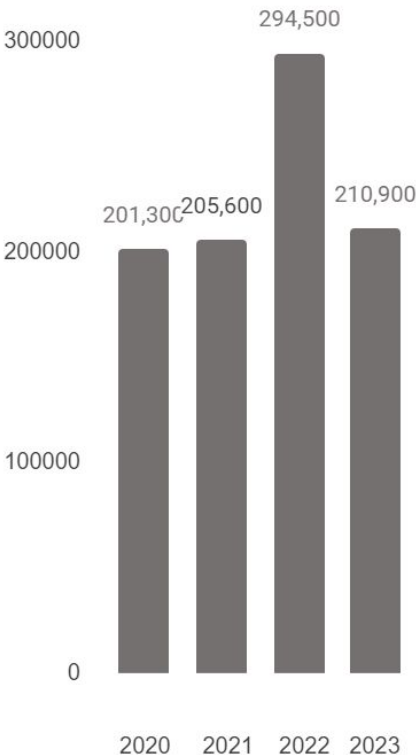
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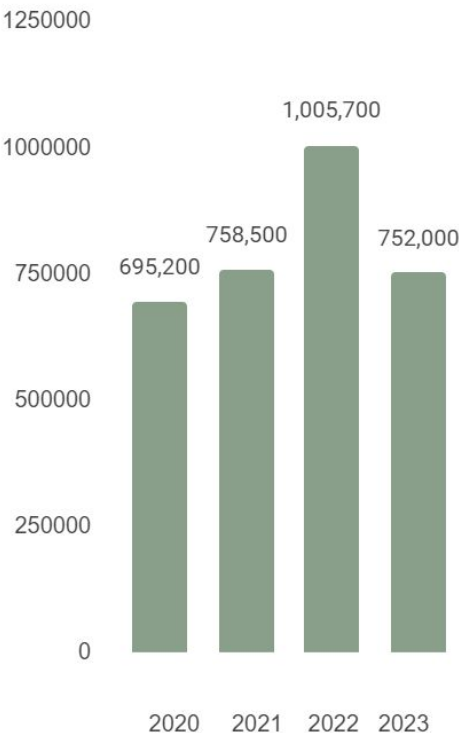
Number of Visitors to Northern BC
from BC in Q4



Number of Trips to Northern BC
from BC in Q4



Number of Nights Stayed in Northern BC
from BC in Q4



Length of Stay in Northern BC
from BC in Q4



Q4 = October | November | December
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

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

BC Visitors To Northern BC By Quarter – Q4

Number of Visitors To Northern BC By Origin City

2023 Visitor
Highlights



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City	2020 Visitor Count
Prince George	9,700
Surrey	6,100
Vancouver	5,600
Fort St. John	4,900
Kamloops	4,000
Abbotsford	4,000
Prince Rupert	3,700
Terrace	3,400
Kelowna	2,700
Dawson Creek	2,600

City	2021 Visitor Count
Prince George	9,500
Vancouver	7,100
Surrey	6,600
Kamloops	4,900
Fort St. John	4,200
Prince Rupert	3,700
Kelowna	3,600
Abbotsford	3,500
Terrace	3,200
Dawson Creek	2,400

City	2022 Visitor Count
Surrey	14,500
Vancouver	13,600
Prince George	11,600
Kamloops	6,000
Abbotsford	5,800
Kelowna	5,700
Fort St. John	5,400
Burnaby	4,900
Richmond	4,500
Prince Rupert	4,200

City	2023 Visitor Count
Vancouver	10,300
Prince George	9,300
Surrey	9,200
Kamloops	4,700
Fort St. John	4,000
Abbotsford	3,900
Kelowna	3,600
Burnaby	3,300
Terrace	3,000
Prince Rupert	3,000

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

British Columbian Visitation

BC Visitors Travelling To Northern BC By Month

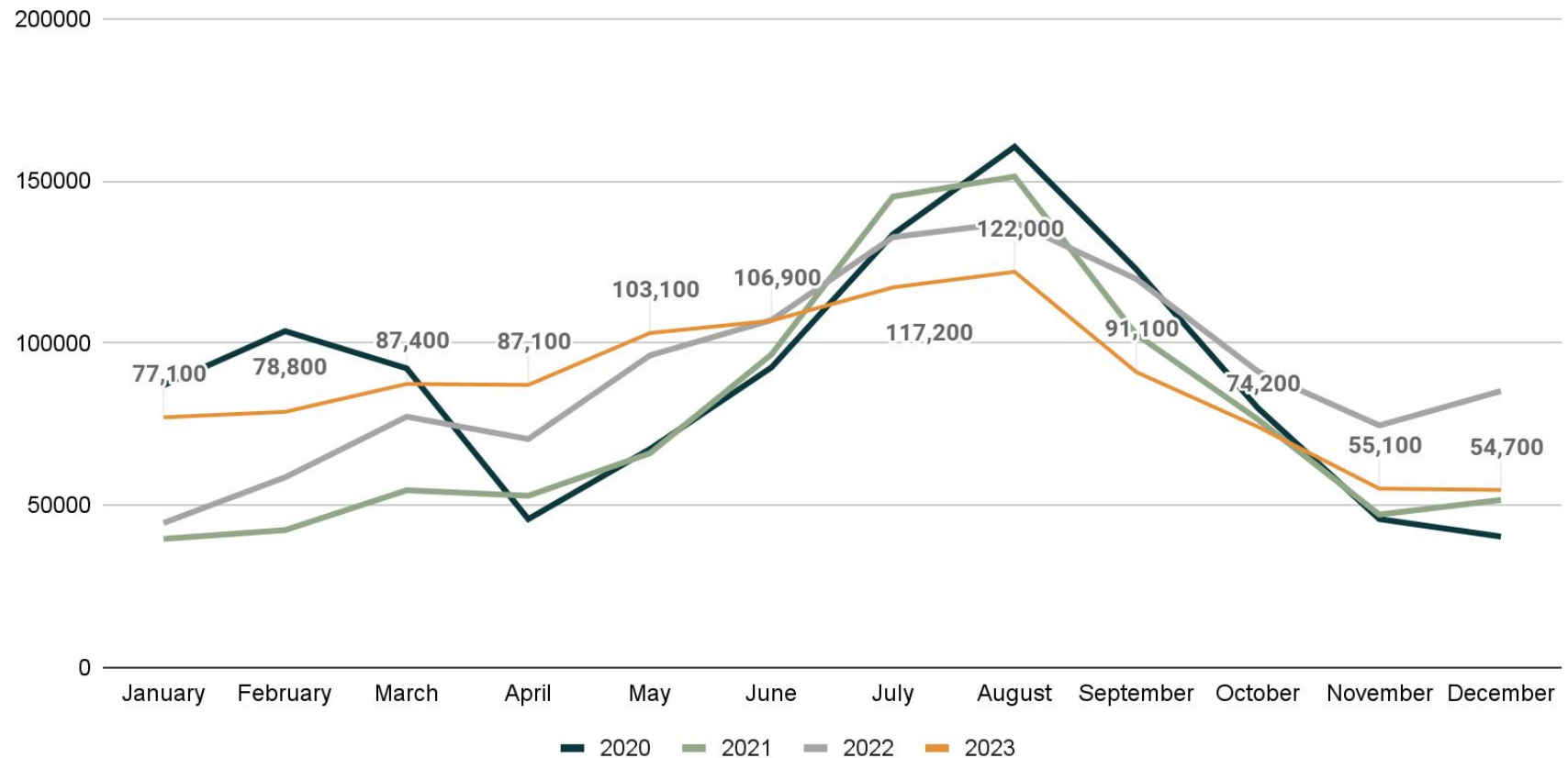
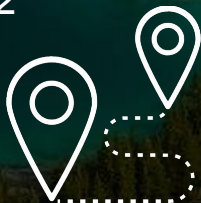
2023 Visitor
Highlights



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- 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
- December 2023 saw a **36%** increase compared to 2020, a **6%** increase compared to 2021 and a **36%** 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

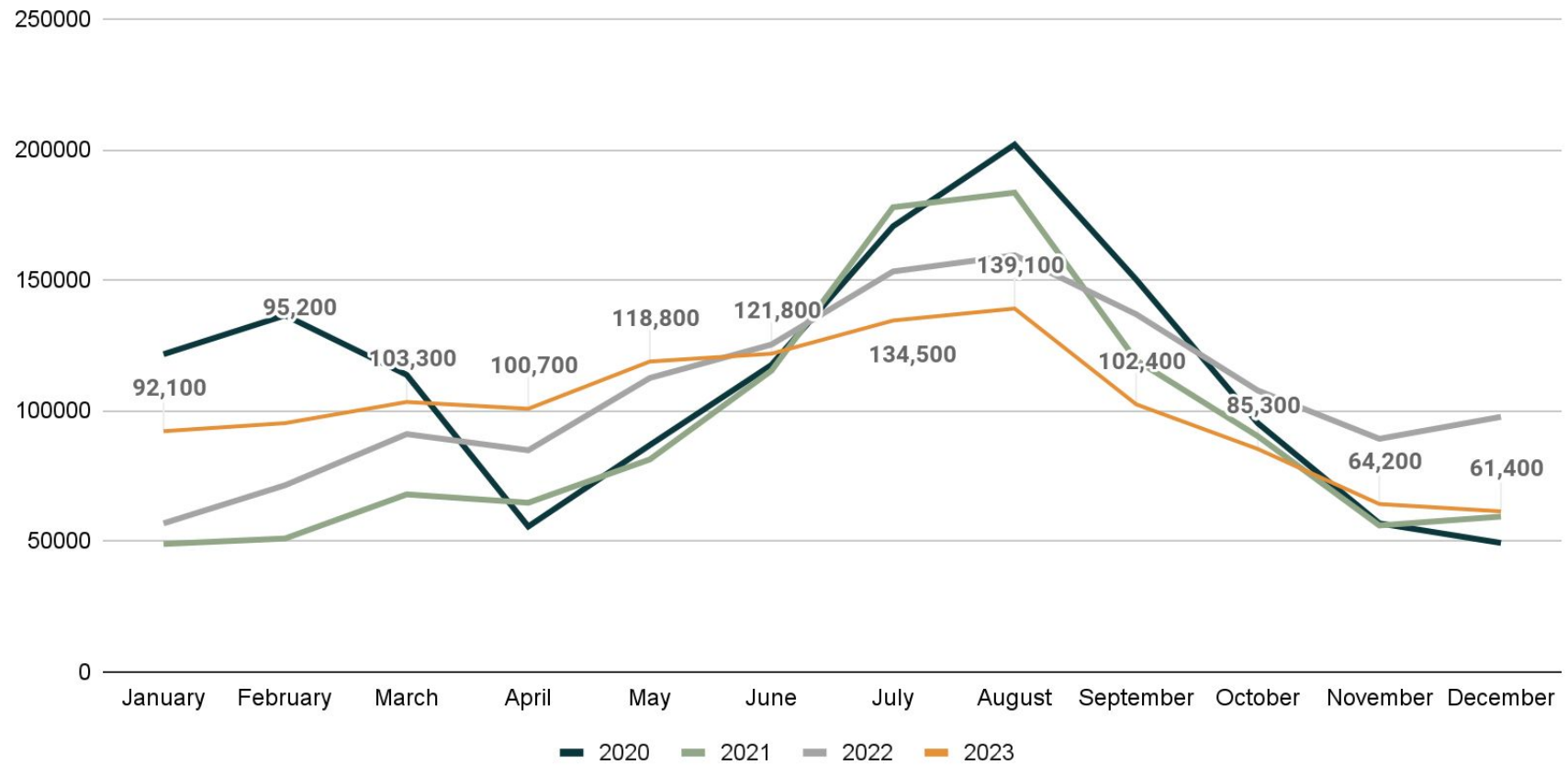
2023 Visitor
Highlights



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- 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
- December 2023 saw a **25%** increase compared to 2020, a **3%** increase compared to 2021 and a **37%** 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

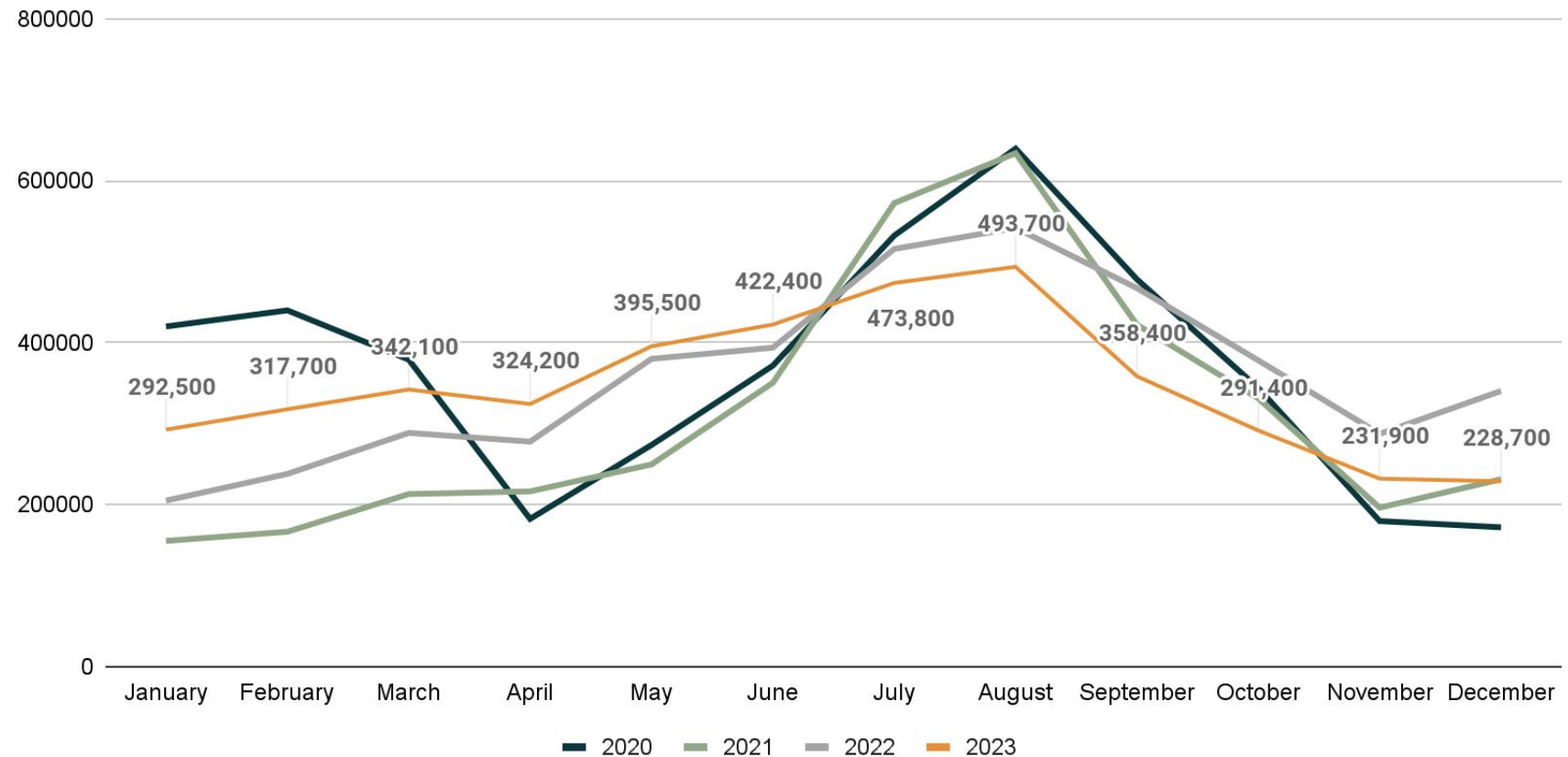
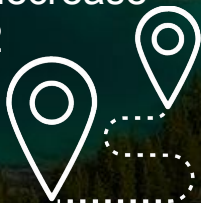
2023 Visitor
Highlights



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- 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
- December 2023 saw a **33%** increase compared to 2020, a **1%** decrease compared to 2021 and a **33%** 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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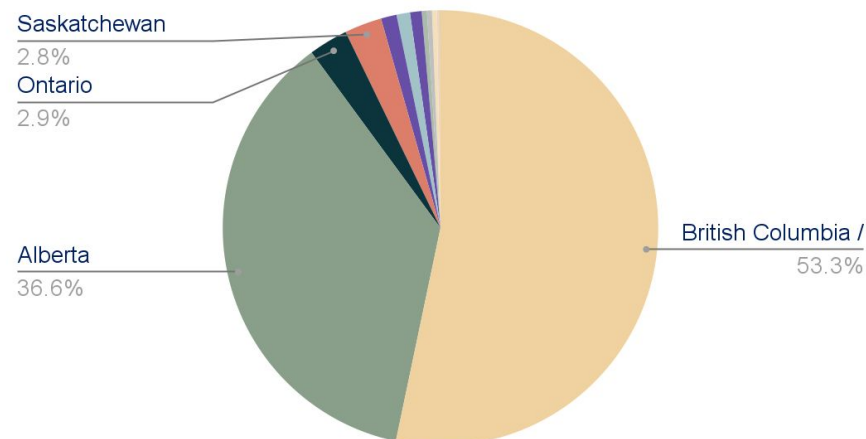
bcrts

Overview

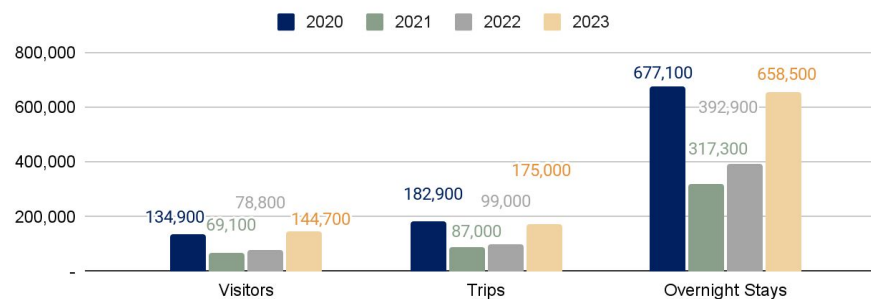
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing January 2023 to January 2020.

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

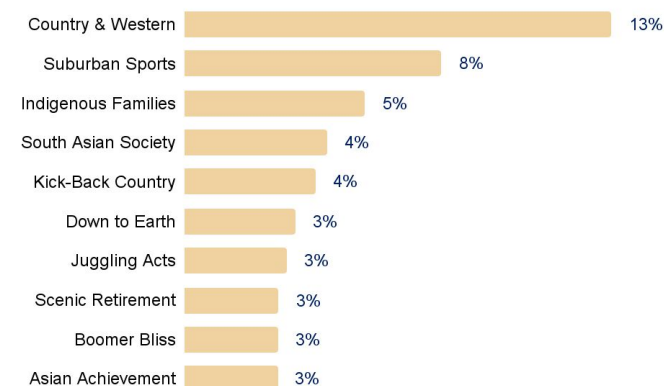
Percentage of Visitors to Northern BC
by Province January 2023



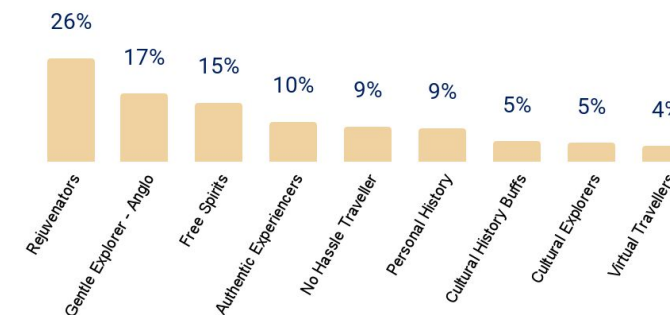
Canadian Visitors to Northern BC
January 2020-2023



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

Northern BC

2023 Visitor
Highlights



NORTHERN BC
TOURISM ASSOCIATION

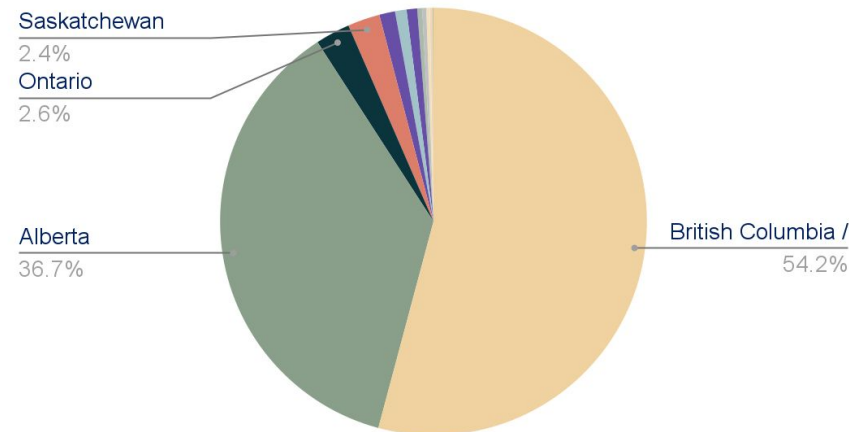
bcrts

Overview

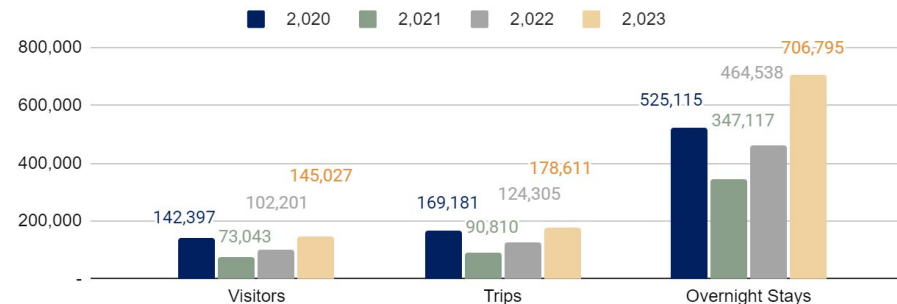
The number of visitors to Northern BC from Canadian travelers decreased by **11%** when comparing February 2023 to February 2020.

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

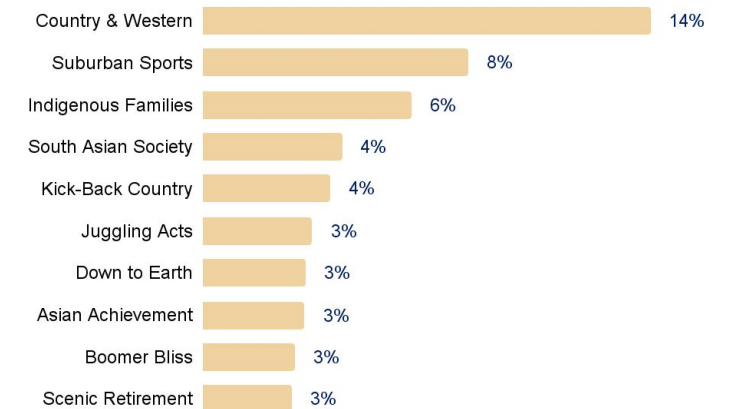
Percentage of Visitors to Northern BC
by Province February 2023



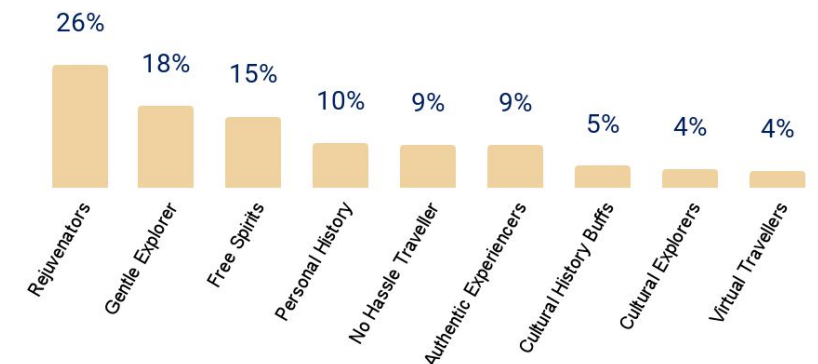
Canadian Visitors to Northern BC
February 2020-2023



February 2023 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

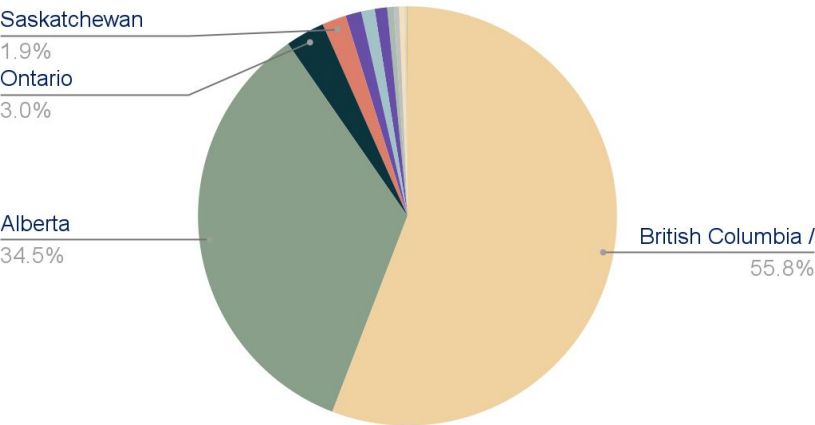
Northern BC

Overview

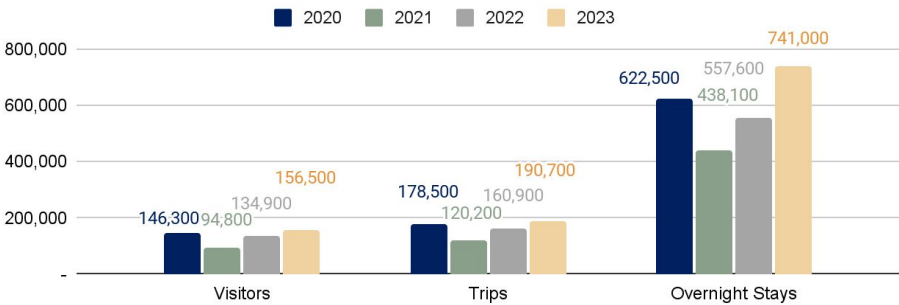
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing March 2023 to March 2020.

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

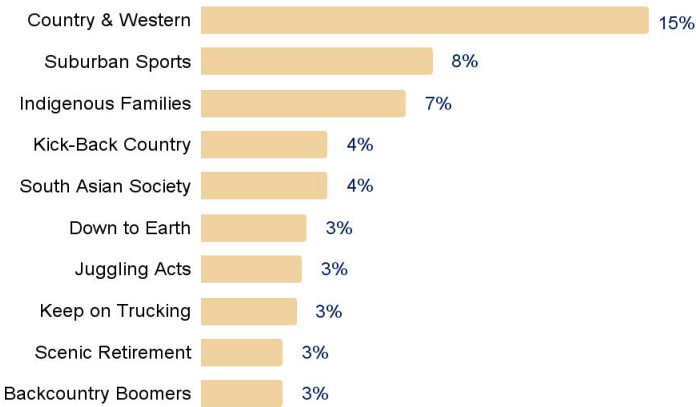
Percentage of Visitors to Northern BC
by Province March 2023



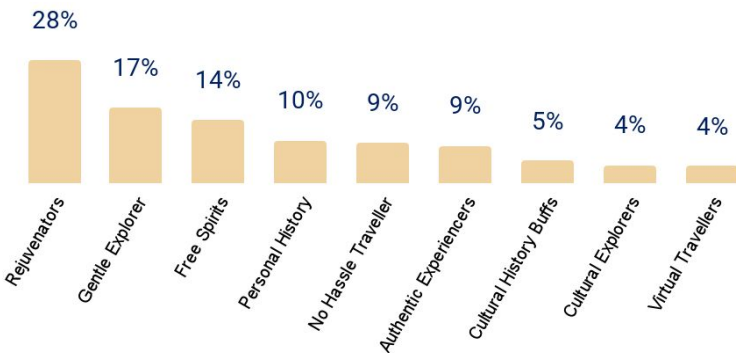
Canadian Visitors to Northern BC
March 2020-2023



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



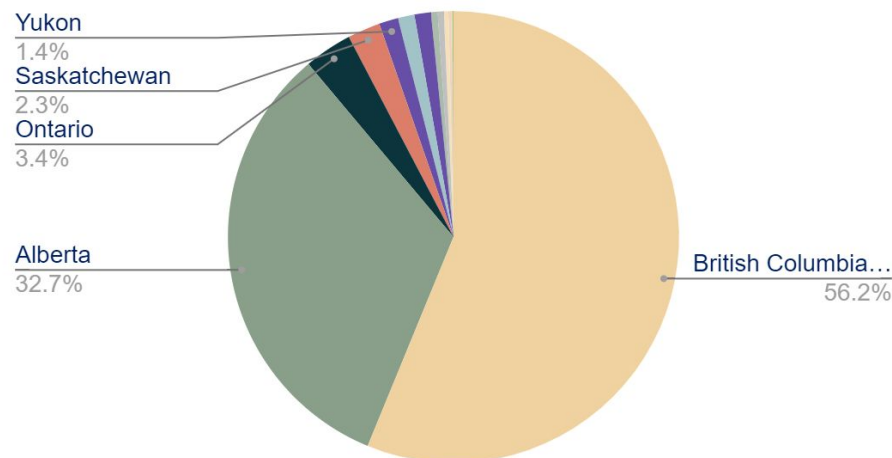
bcrts

Overview

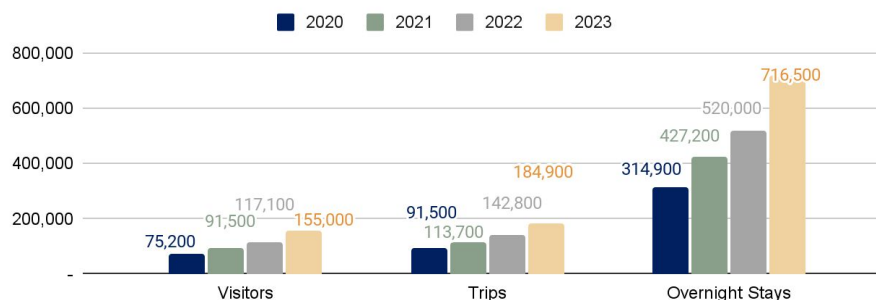
The number of visitors to Northern BC from Canadian travelers increased by **106%** when comparing April 2023 to April 2020.

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

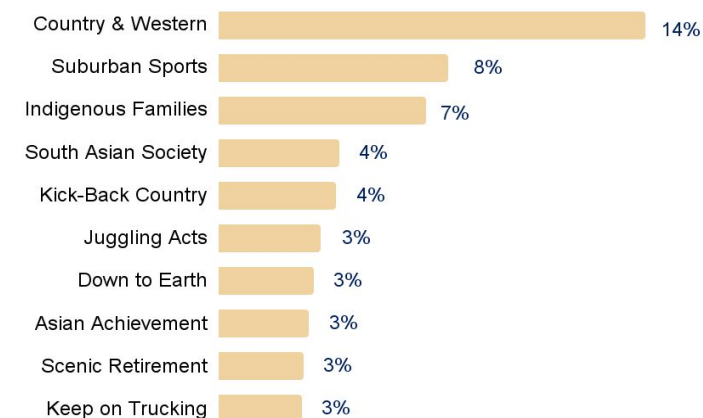
Percentage of Visitors to Northern BC by Province April 2023



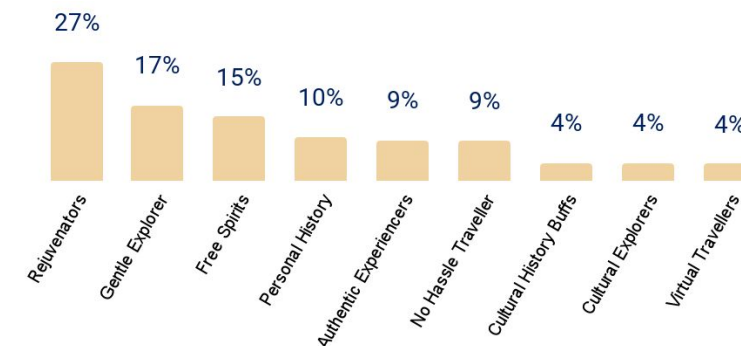
Canadian Visitors to Northern BC April 2020-2023



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

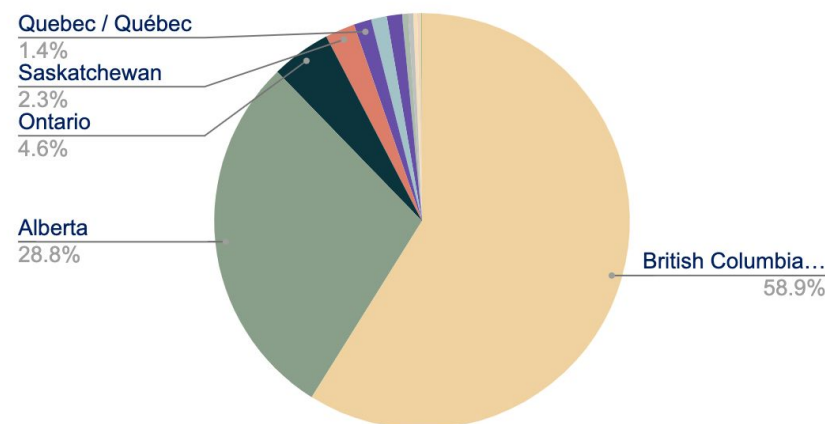
Northern BC

Overview

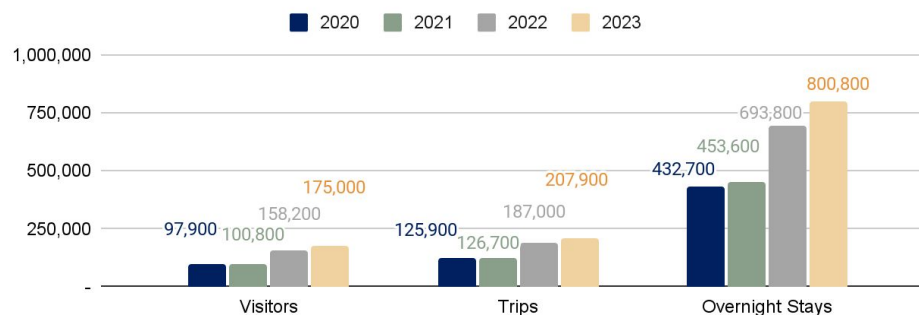
The number of visitors to Northern BC from Canadian travelers increased by **79%** when comparing May 2023 to May 2020.

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

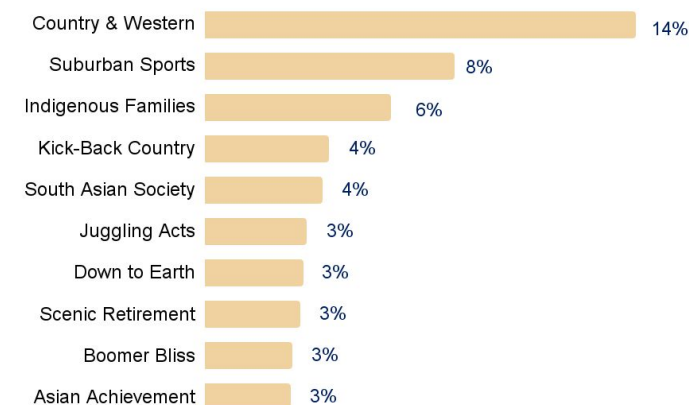
Percentage of Visitors to Northern BC
by Province May 2023



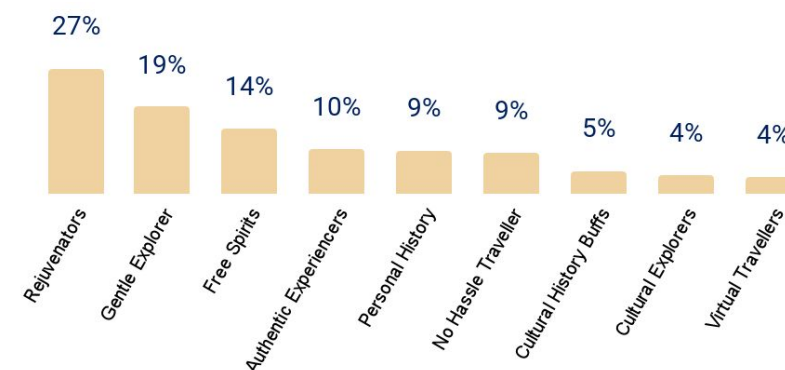
Canadian Visitors to Northern BC
May 2020-2023



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

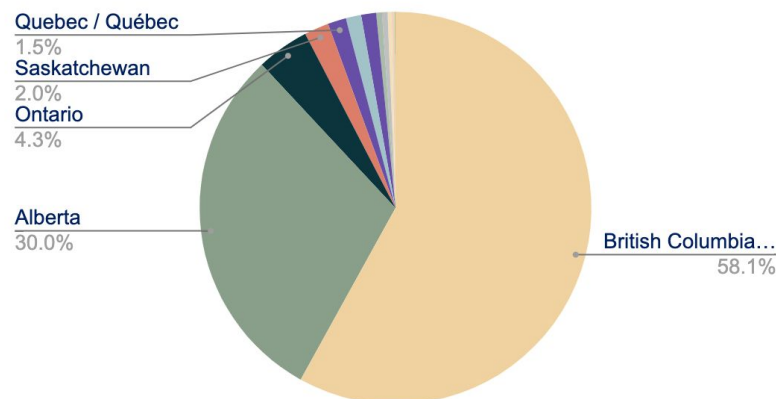
bcrts

Overview

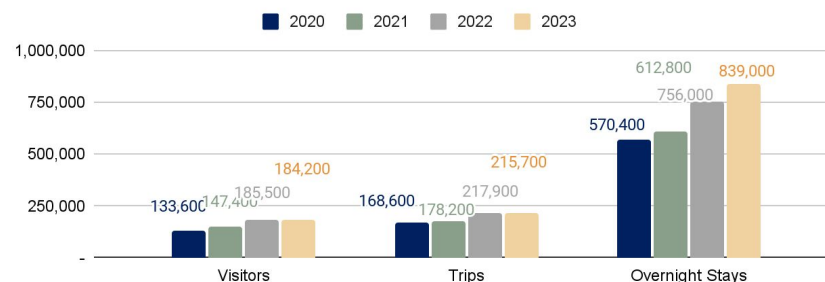
The number of visitors to Northern BC from Canadian travelers increased by **38%** when comparing June 2023 to June 2020.

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

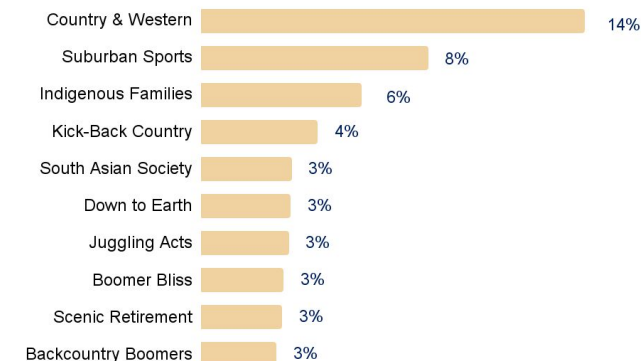
Percentage of Visitors to Northern BC by Province June 2023



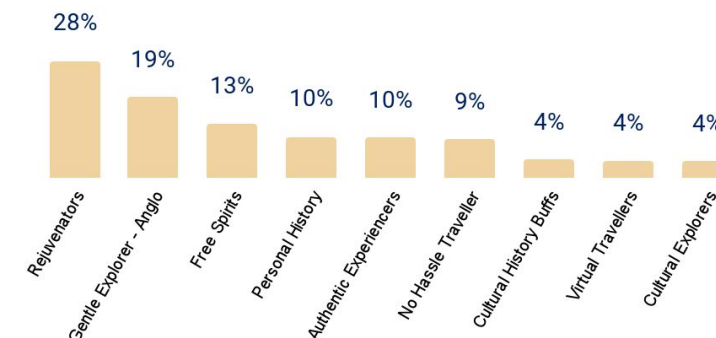
Canadian Visitors to Northern BC June 2020-2023



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

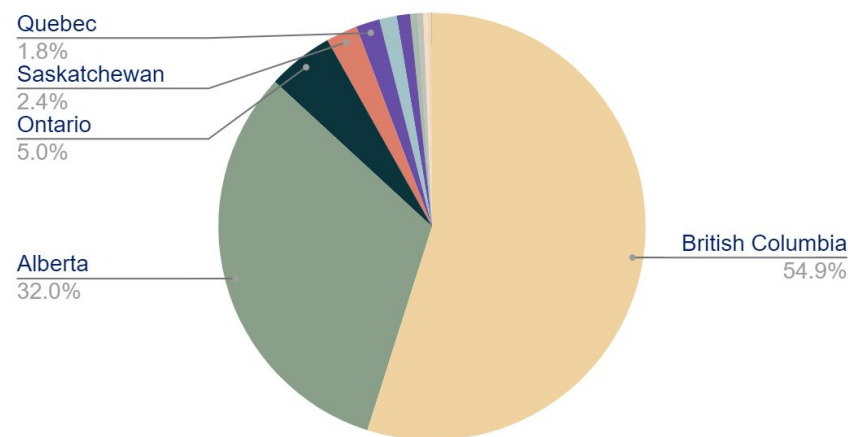
bcrts

Overview

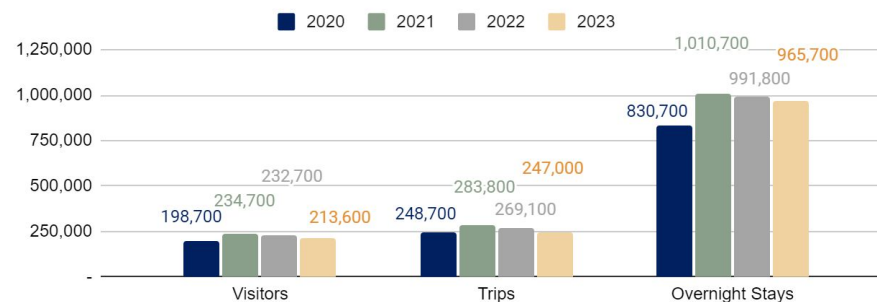
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing July 2023 to July 2020.

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

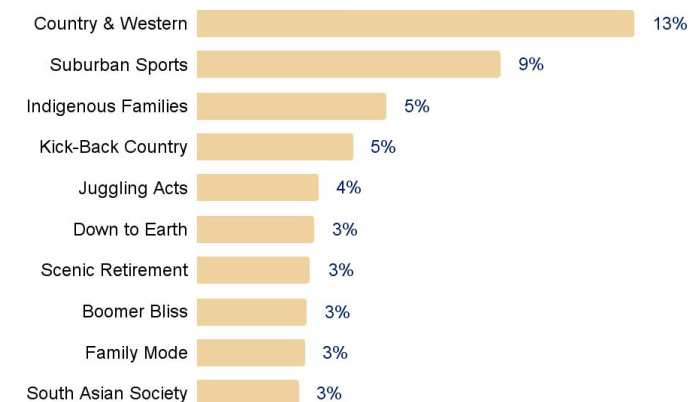
Percentage of Visitors to Northern BC
by Province July 2023



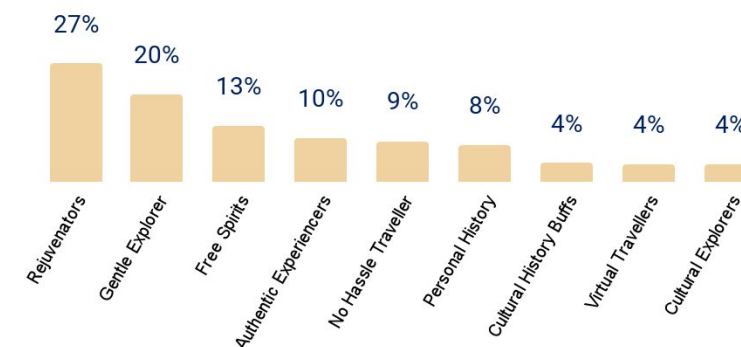
Canadian Visitors to Northern BC
July 2020-2023



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



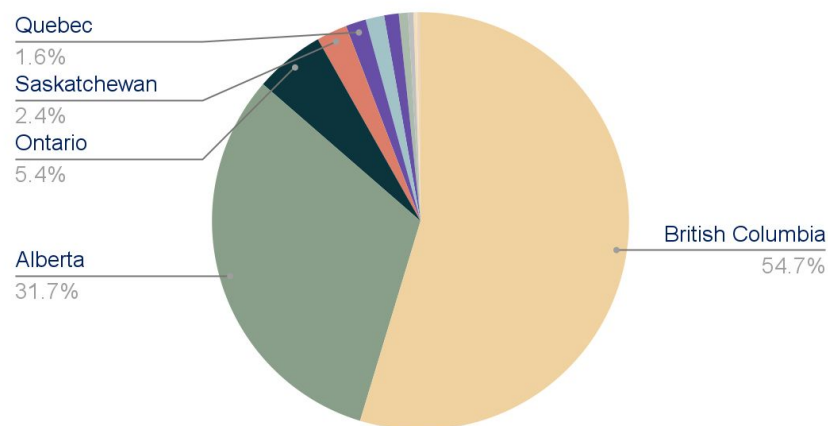
bcrts

Overview

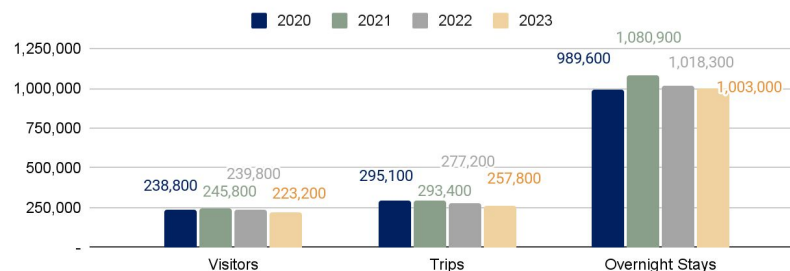
The number of visitors to Northern BC from Canadian travelers decreased by **7%** when comparing August 2023 to August 2020.

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

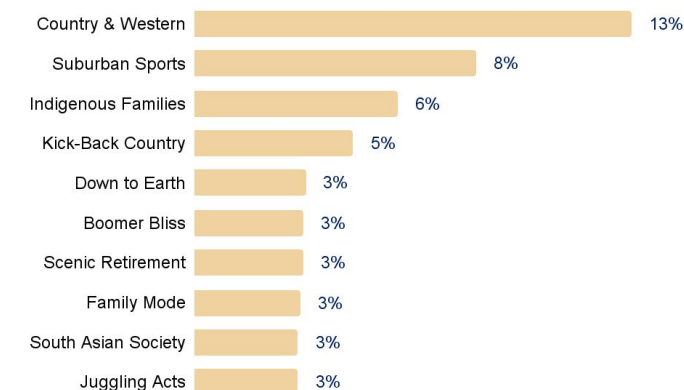
Percentage of Visitors to Northern BC
by Province August 2023



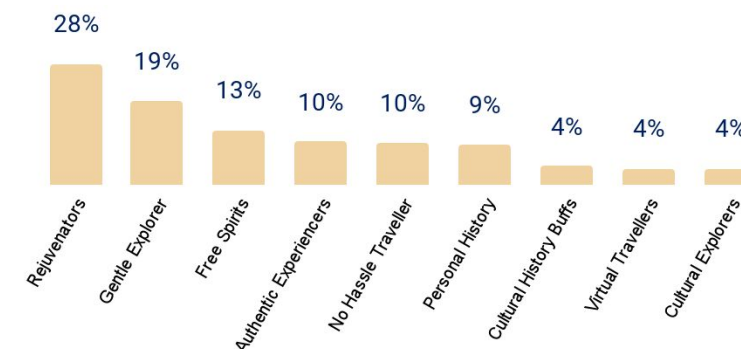
Canadian Visitors to Northern BC
August 2020-2023



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
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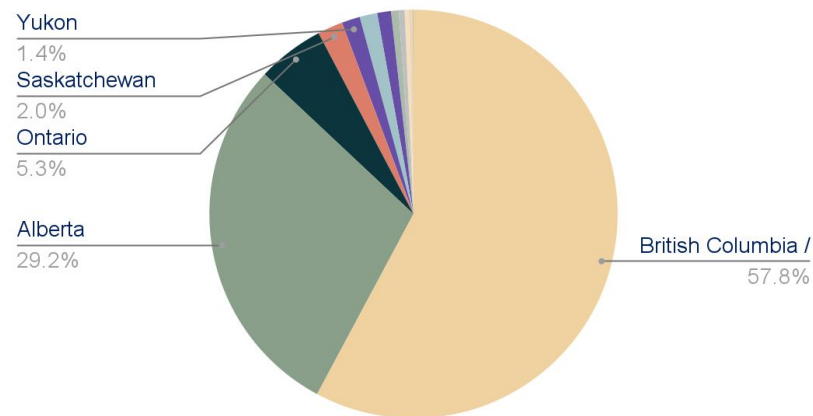
bcrts

Overview

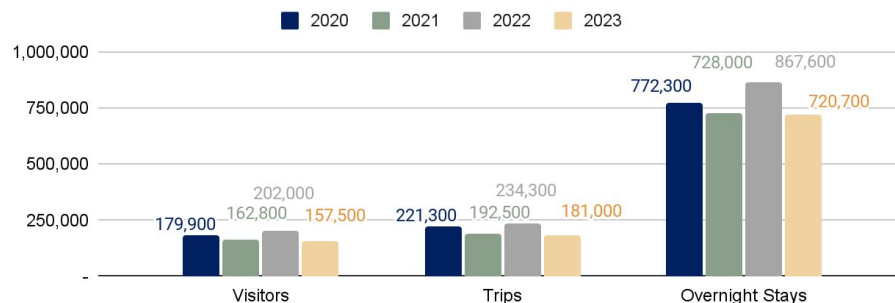
The number of visitors to Northern BC from Canadian travelers decreased by **12%** when comparing September 2023 to September 2020.

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

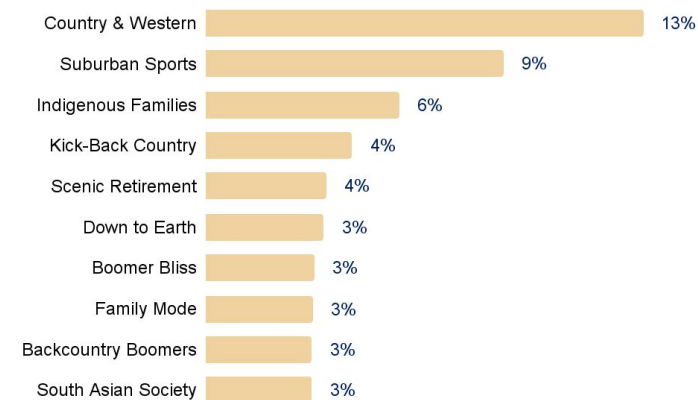
Percentage of Visitors to Northern BC
by Province September 2023



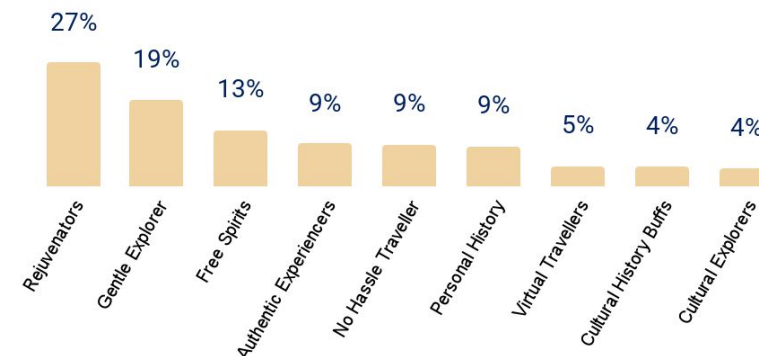
Canadian Visitors to Northern BC
September 2020-2023



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

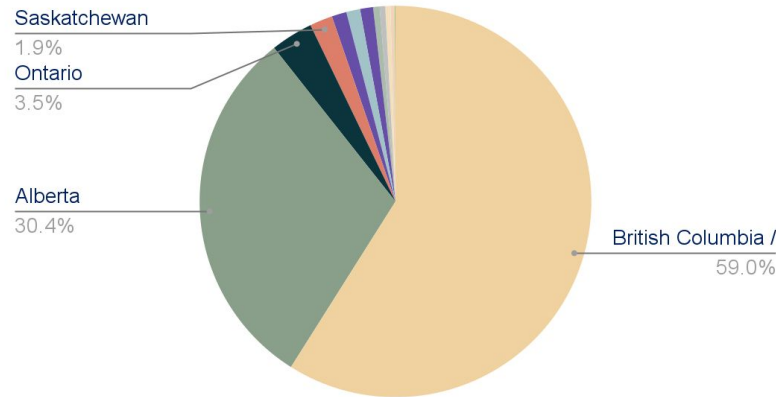
bcrts

Overview

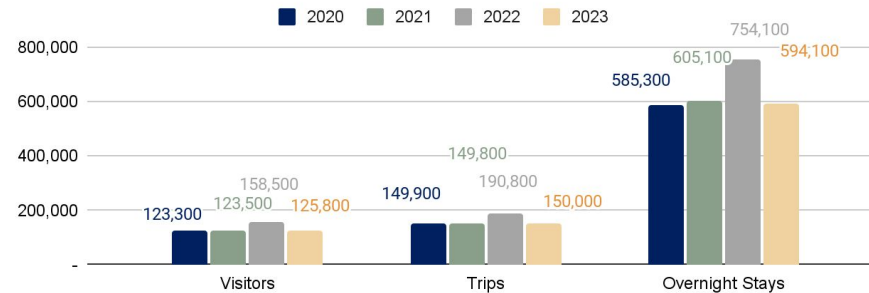
The number of visitors to Northern BC from Canadian travelers decreased by **2%** when comparing October 2023 to October 2020.

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

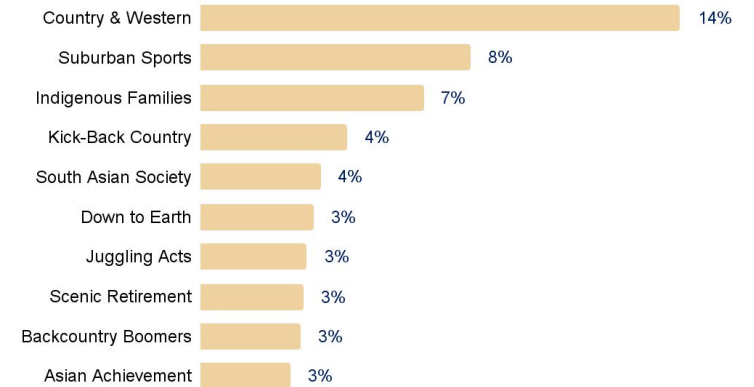
Percentage of Visitors to Northern BC
by Province October 2023



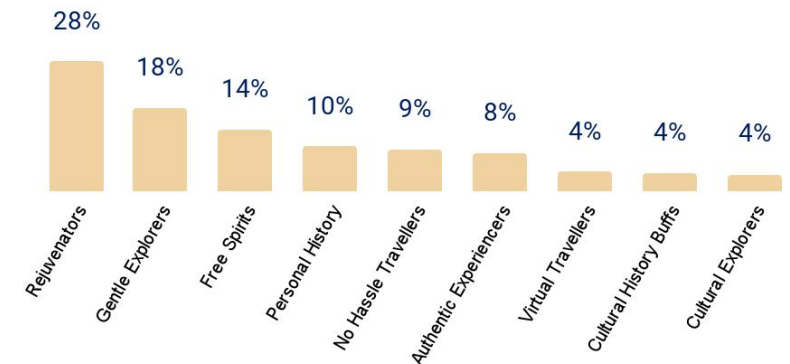
Canadian Visitors to Northern BC
October 2020-2023



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



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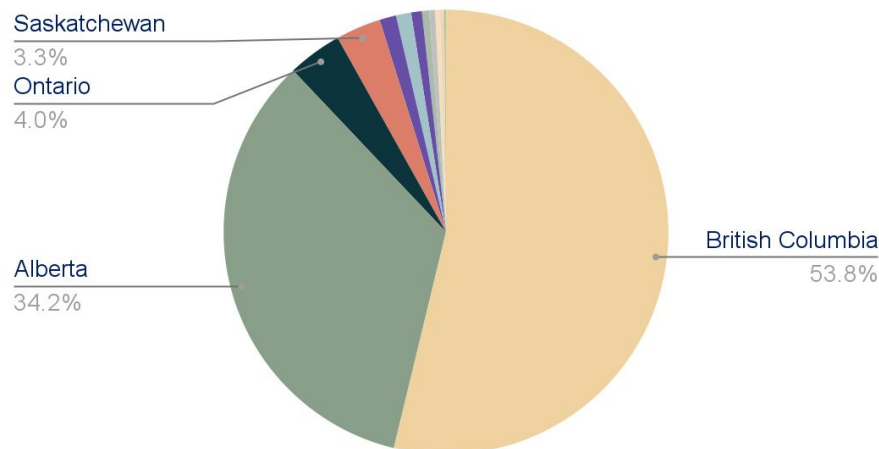
Northern BC

Overview

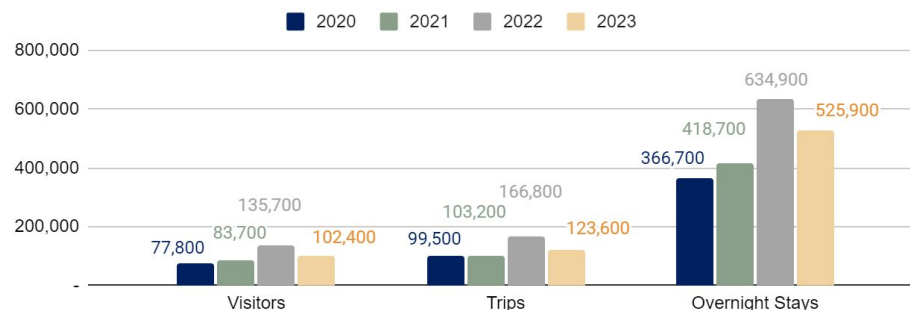
The number of visitors to Northern BC from Canadian travelers decreased by **32%** when comparing November 2023 to November 2020.

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

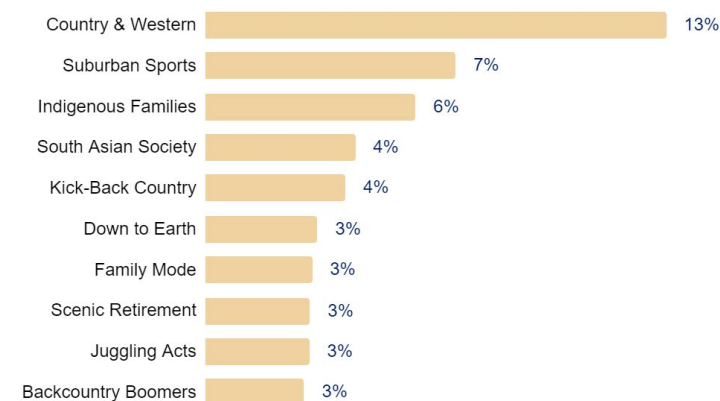
Percentage of Visitors to Northern BC
by Province November 2023



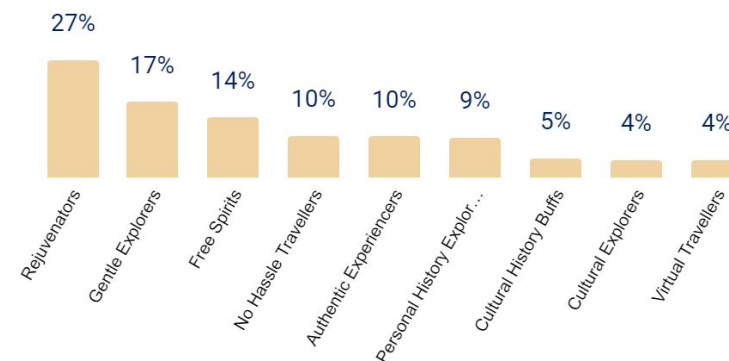
Canadian Visitors to Northern BC
November 2020-2023



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

Dec 2023 Canada/British Columbia Regional Visitation

2023 Visitor
Highlights



NORTHERN BC
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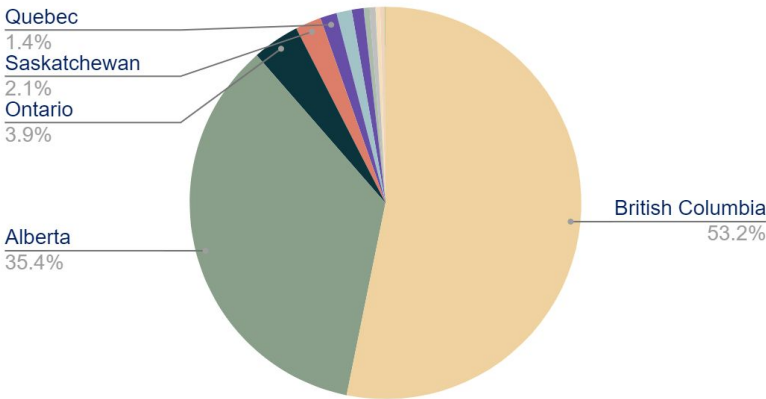
Northern BC

Overview

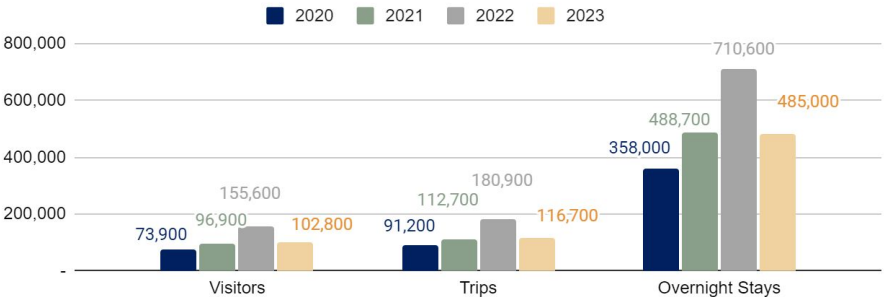
The number of visitors to Northern BC from Canadian travelers decreased by **39%** when comparing December 2023 to December 2020.

Visitors decreased by **6%** when compared to December 2021, and decreased by **34%** when compared to December 2022.

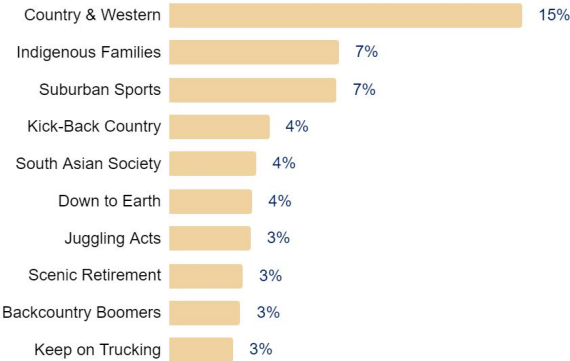
Percentage of Visitors to Northern BC
by Province December 2023



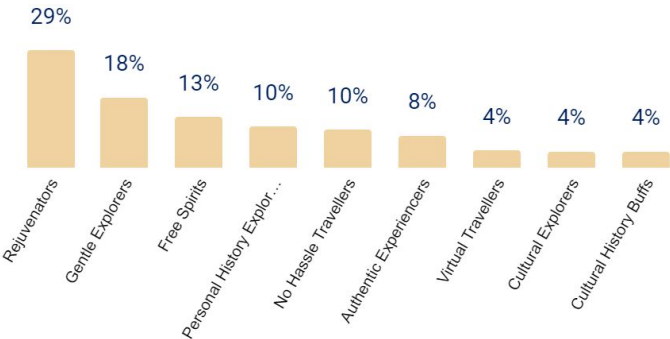
Canadian Visitors to Northern BC
December 2020-2023



December 2023 BC Visitors by PRIZM Segment



December 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

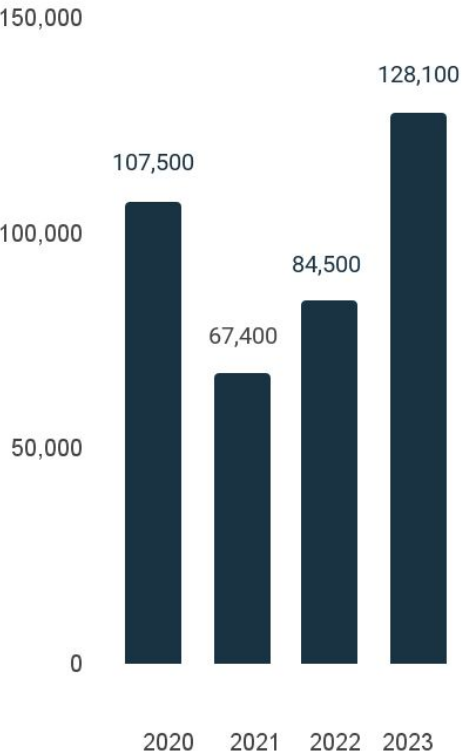
2023 Visitor
Highlights



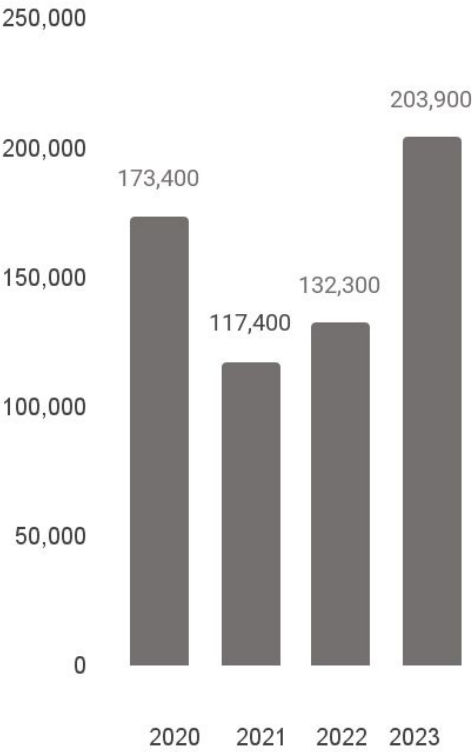
NORTHERN BC
TOURISM ASSOCIATION

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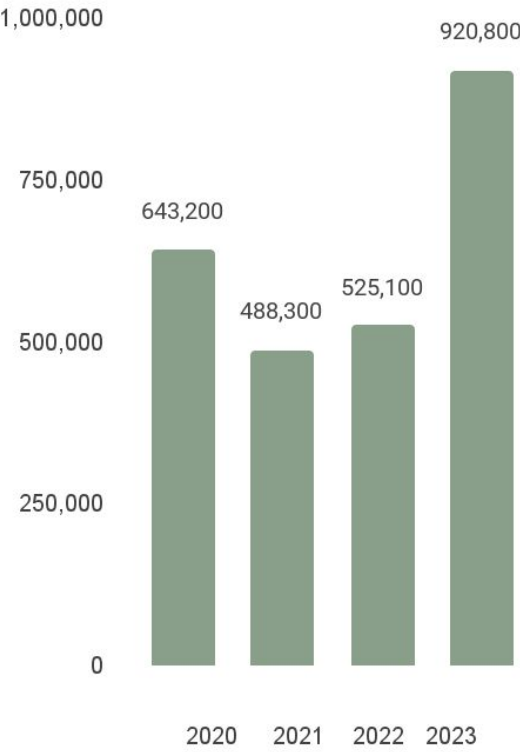
Number of Visitors to Northern BC
from AB in Q1



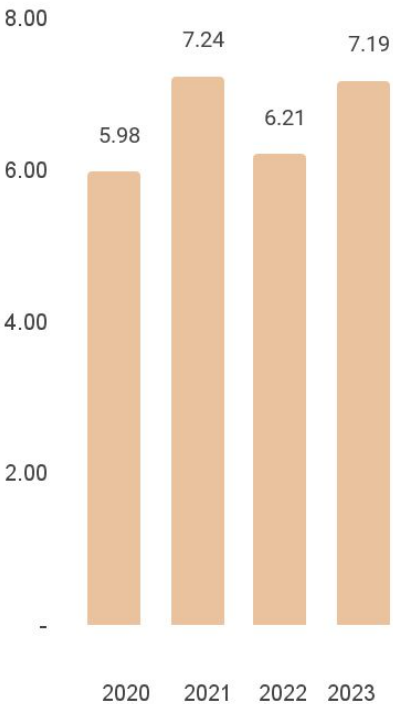
Number of Trips to Northern BC
from AB in Q1



Number of Nights Stayed in Northern BC
from AB in Q1



Length of Stay in Northern BC
from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Northern BC Visitation - Q2

Alberta Residents Travelling To Northern BC By Quarter

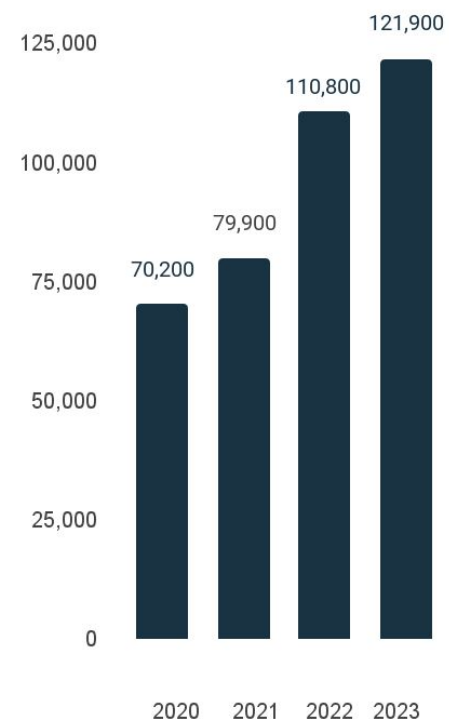
2023 Visitor
Highlights



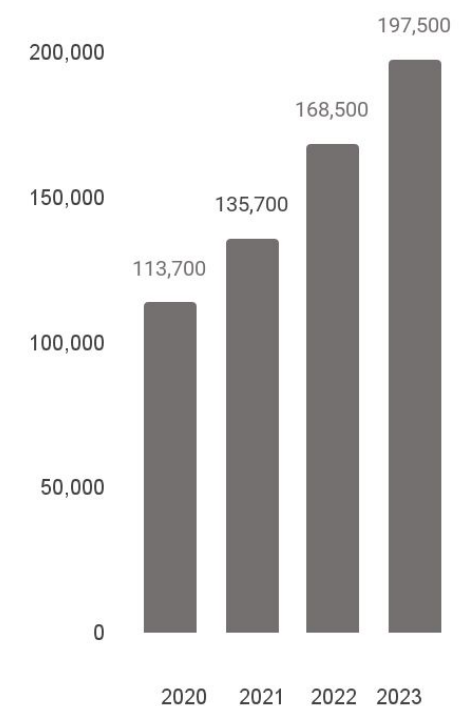
NORTHERN BC
TOURISM ASSOCIATION

bcrts

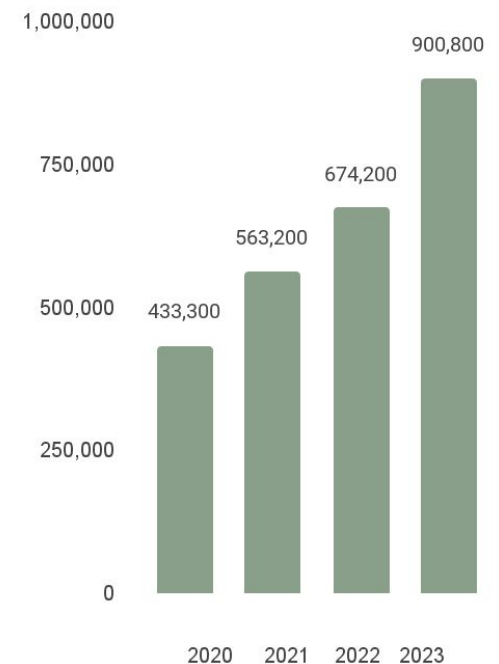
Number of Visitors to Northern BC
from AB in Q2



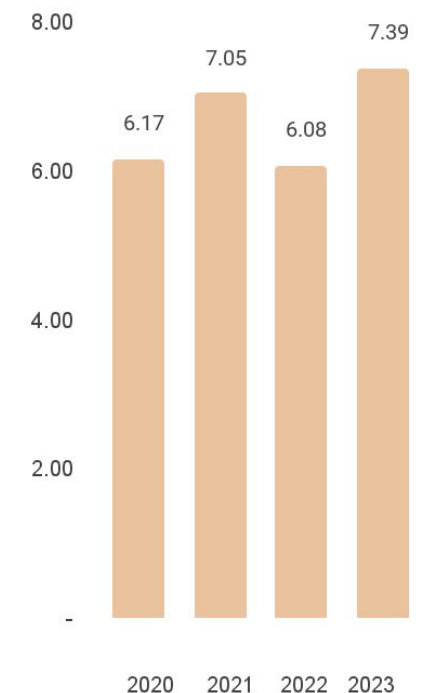
Number of Trips to Northern BC
from AB in Q2



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

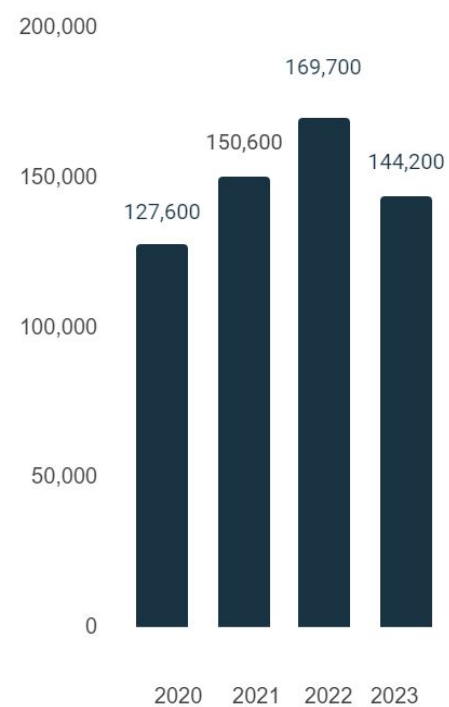
2023 Visitor
Highlights



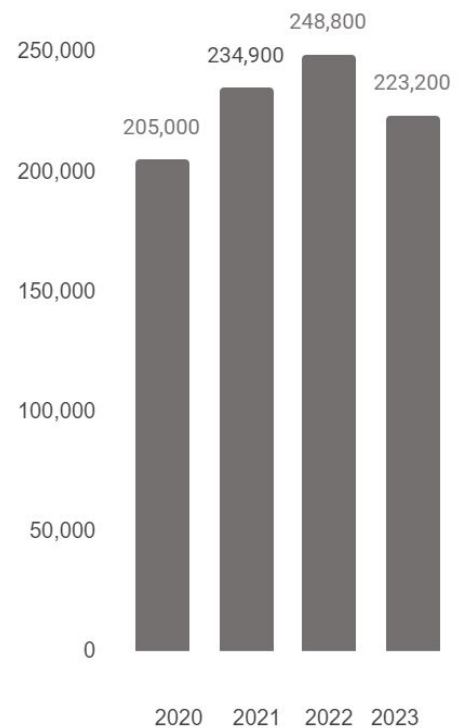
NORTHERN BC
TOURISM ASSOCIATION

bcrts

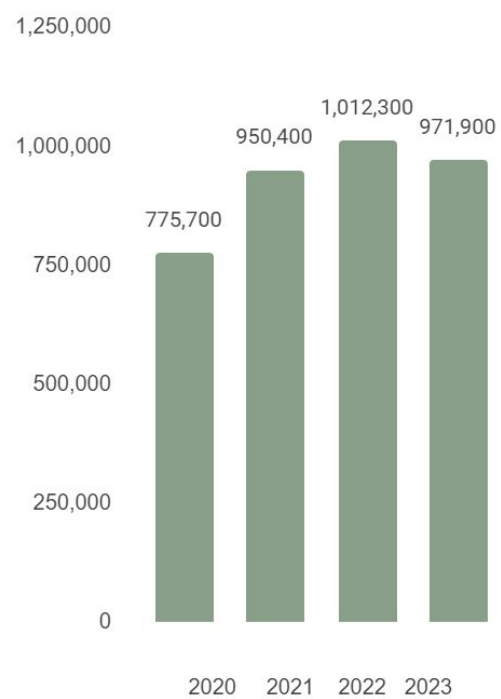
Number of Visitors to Northern BC
from AB in Q3



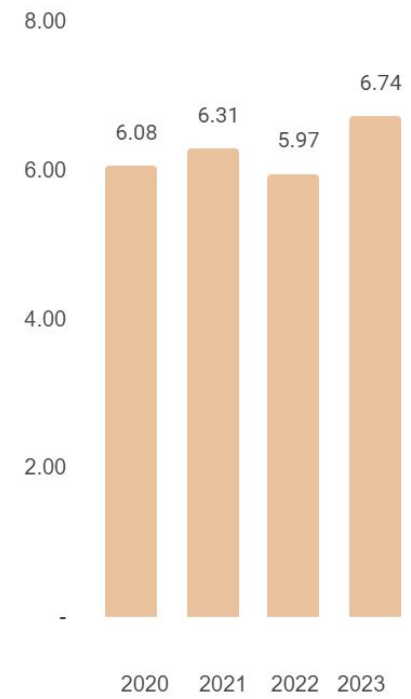
Number of Trips to Northern BC
from AB in Q3



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

Northern BC Visitation - Q4

Alberta Residents Travelling To Northern BC By Quarter

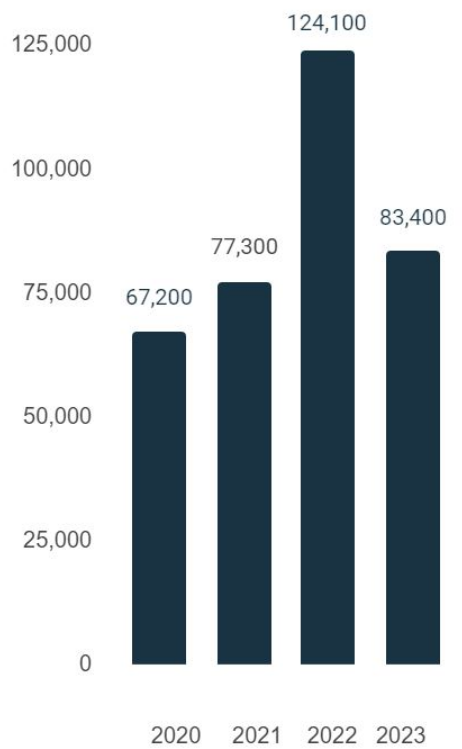
2023 Visitor
Highlights



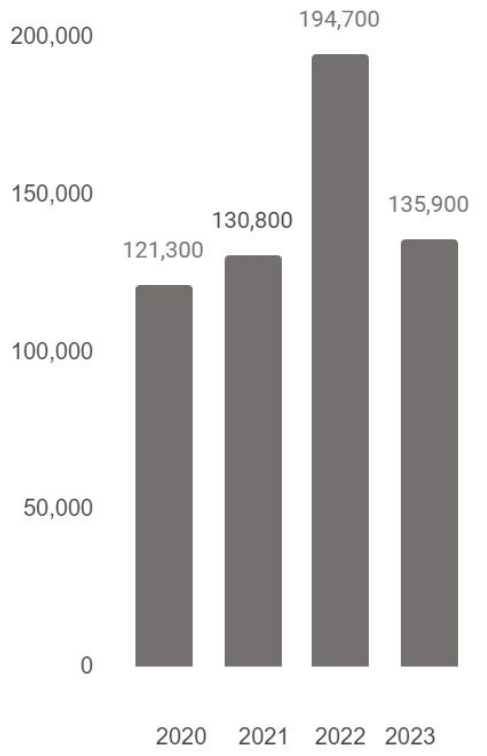
NORTHERN BC
TOURISM ASSOCIATION

bcrts

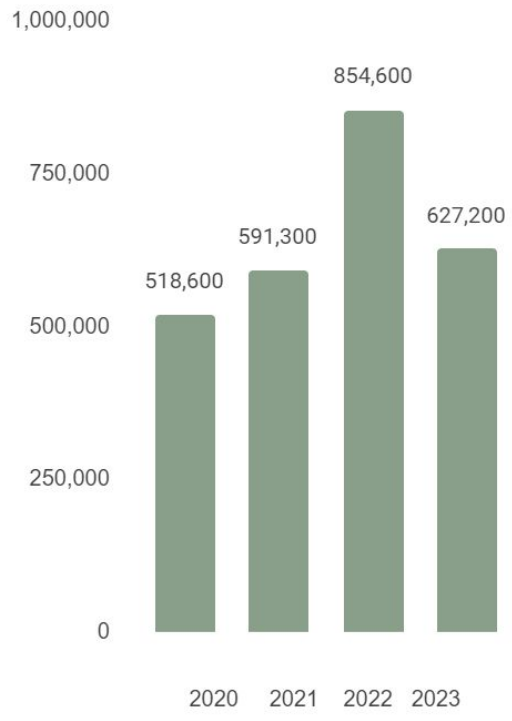
Number of Visitors to Northern BC
from AB in Q4



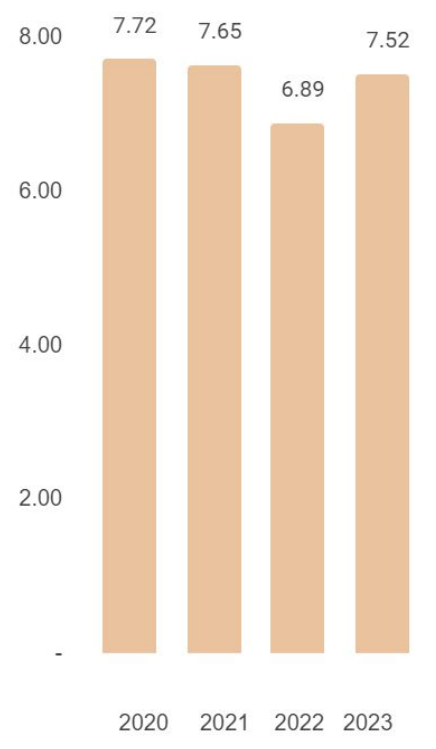
Number of Trips to Northern BC
from AB in Q4



Number of Nights Stayed in Northern BC
from AB in Q4



Length of Stay in Northern BC
from AB in Q4



Q4 = October | November | December
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
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City	2020 Visitor Count
Calgary	25,500
Edmonton	24,400
Grande Prairie	8,800
Red Deer	2,800
Strathcona County	2,800
Grande Prairie County No. 1	2,700
St. Albert	1,700
Airdrie	1,700
Wood Buffalo	1,200
Spruce Grove	1,200

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

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

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

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Alberta Visitors to Northern BC By Quarter - Q2

Number Of Visitors To Northern BC By Origin City

2023 Visitor
Highlights



NORTHERN BC
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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
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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 Visitors to Northern BC By Quarter - Q4

Number Of Visitors To Northern BC By Origin City

2023 Visitor
Highlights



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City	2020 Visitor Count
Edmonton	16,300
Calgary	10,300
Grande Prairie	6,700
Red Deer	2,400
Grande Prairie County No. 1	2,400
Strathcona County	1,700
St. Albert	1,100
Mackenzie County	900
Spruce Grove	800
Airdrie	800

City	2021 Visitor Count
Edmonton	17,700
Calgary	12,600
Grande Prairie	6,900
Red Deer	2,900
Strathcona County	1,900
Grande Prairie County No. 1	1,600
St. Albert	1,200
Mackenzie County	1,000
Airdrie	900
Spruce Grove	900

City	2022 Visitor Count
Edmonton	31,500
Calgary	24,600
Grande Prairie	8,500
Red Deer	4,500
Strathcona County	3,200
Grande Prairie County No. 1	3,000
St. Albert	2,000
Airdrie	1,900
Lethbridge	1,500
Wood Buffalo	1,400

City	2023 Visitor Count
Edmonton	19,900
Calgary	15,000
Grande Prairie	6,900
Red Deer	3,400
Grande Prairie County No. 1	2,100
Strathcona County	2,100
St. Albert	1,500
Airdrie	1,300
Medicine Hat	1,100
Spruce Grove	900

Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Alberta Visitation

Alberta Visitors Travelling To Northern BC By Month

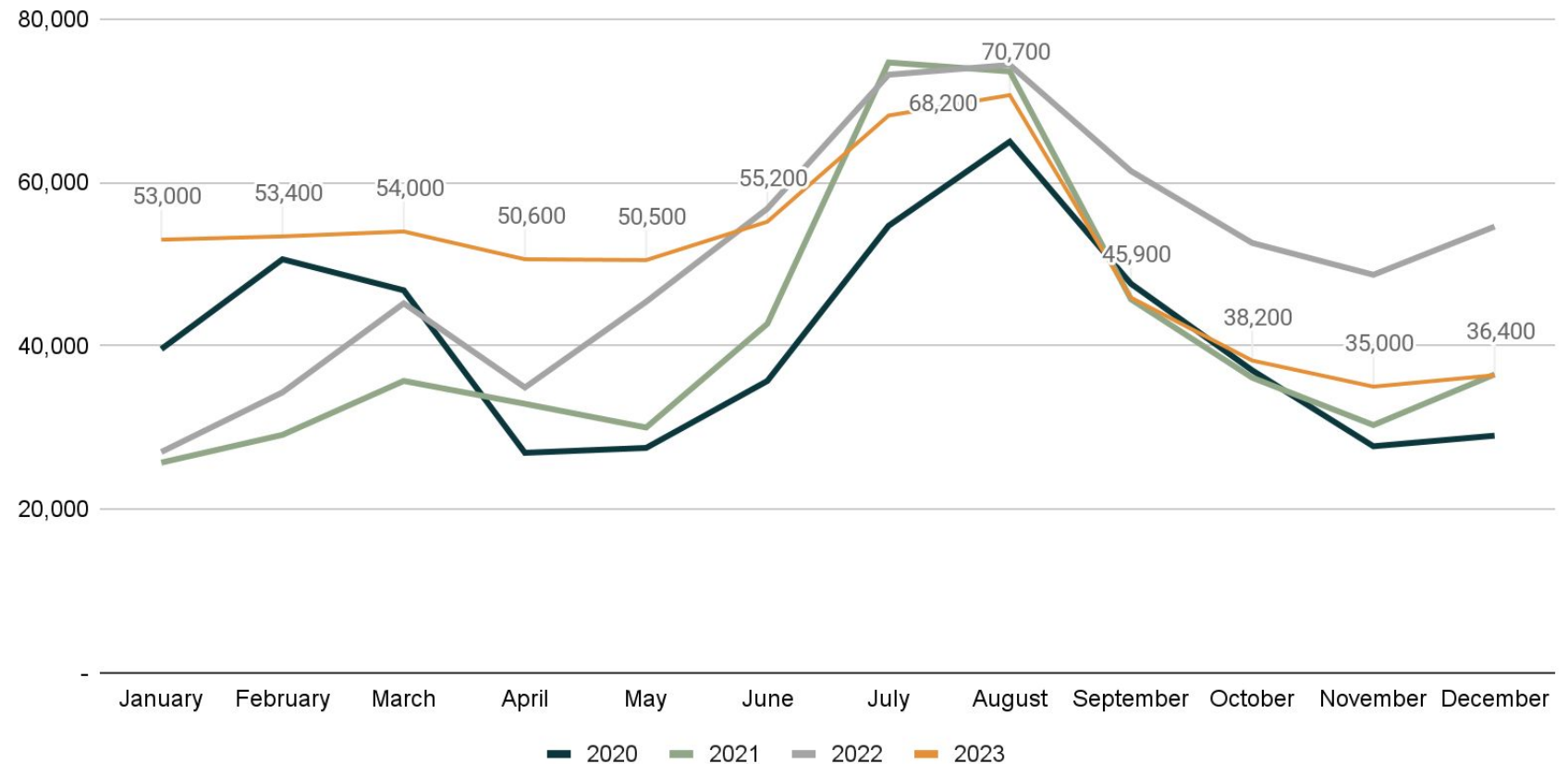
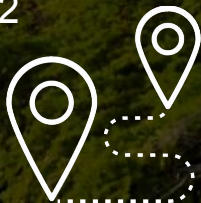
2023 Visitor
Highlights



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- 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
- December 2023 saw a **25%** increase compared to 2020, a **0.3%** decrease compared to 2021 and a **33%** 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

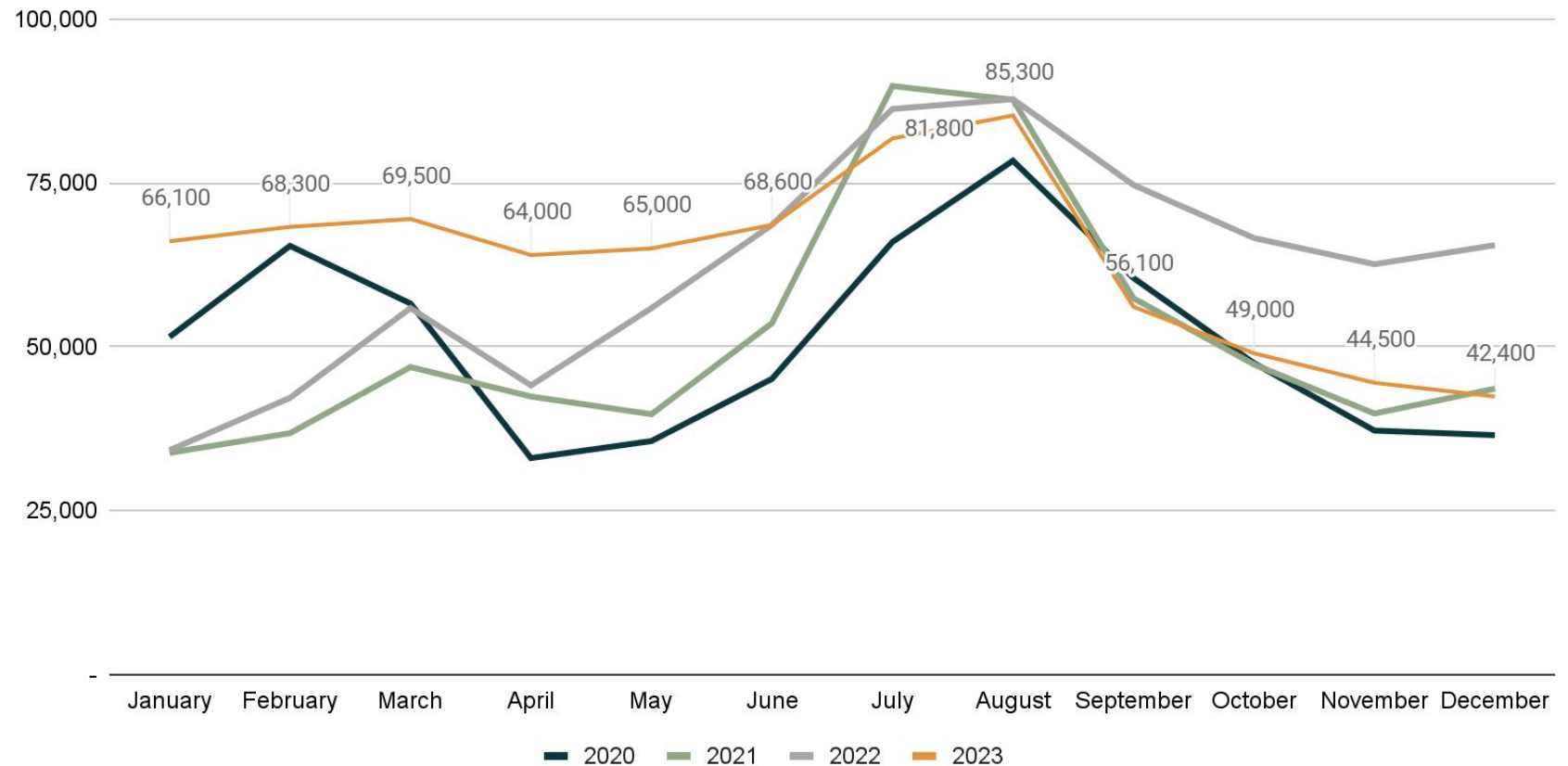
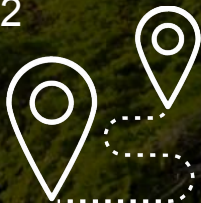
2023 Visitor
Highlights



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- 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
- December 2023 saw a **16%** increase compared to 2020, a **3%** decrease compared to 2021 and a **35%** 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

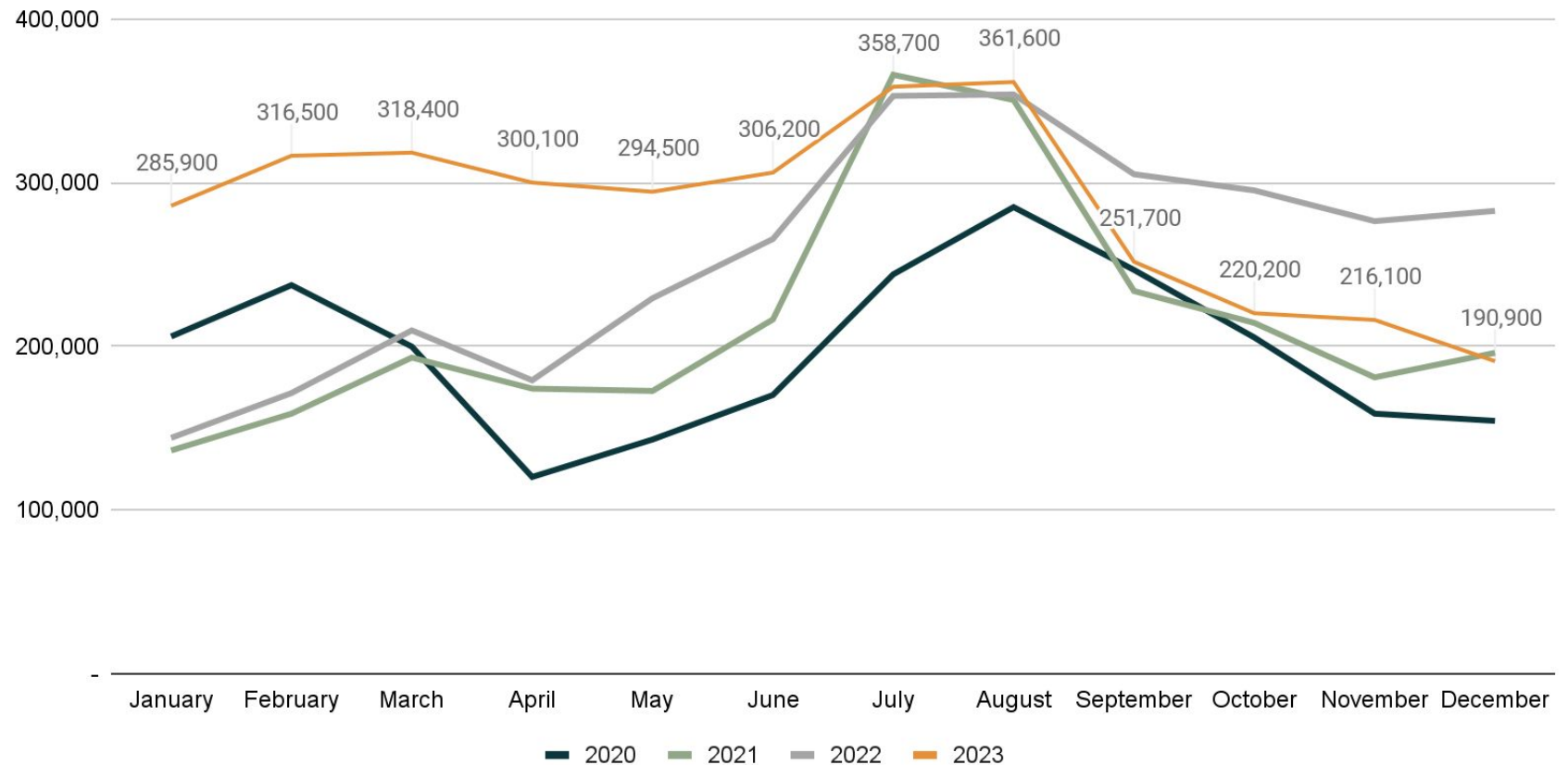
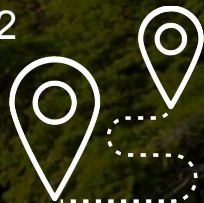
2023 Visitor
Highlights



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- 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
- December 2023 saw a **24%** increase compared to 2020, a **3%** decrease compared to 2021 and a **32%** 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



NORTHERN BC
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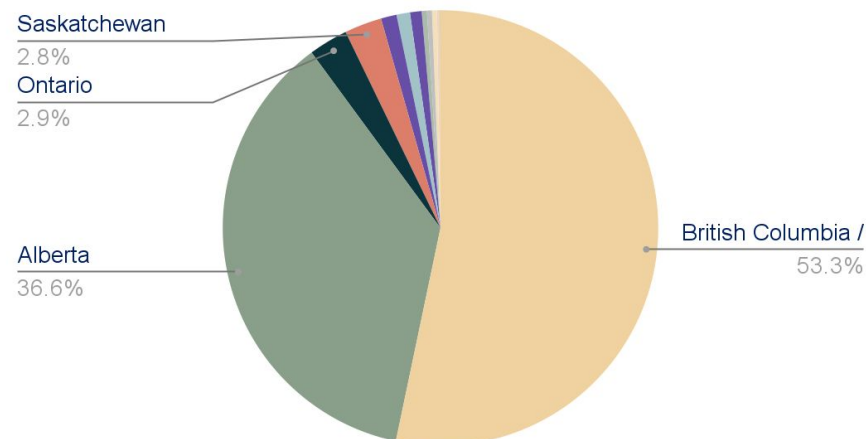
bcrts

Overview

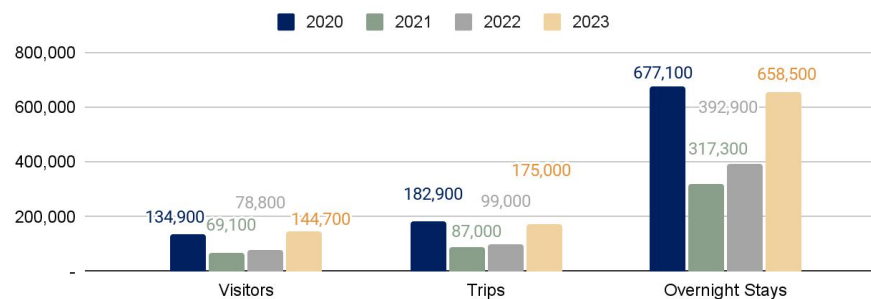
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing January 2023 to January 2020.

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

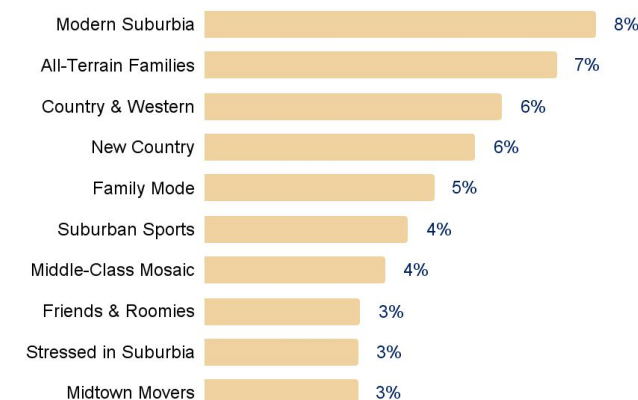
Percentage of Visitors to Northern BC by Province January 2023



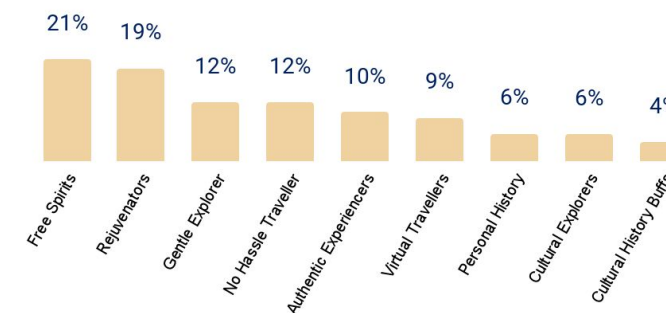
Canadian Visitors to Northern BC January 2020-2023



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

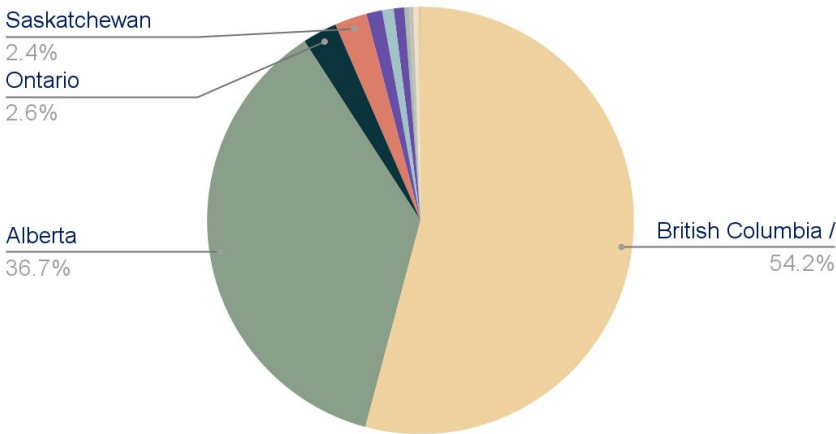


Overview

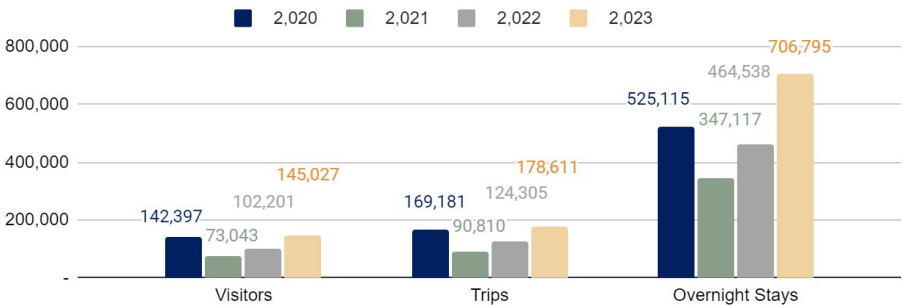
The number of visitors to Northern BC from Canadian travelers decreased by **11%** when comparing February 2023 to February 2020.

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

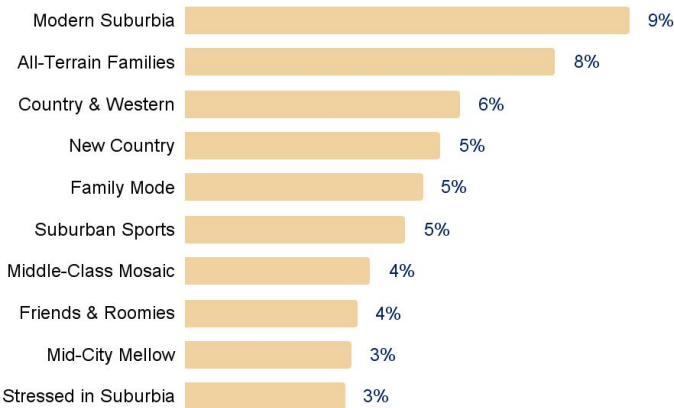
Percentage of Visitors to Northern BC
by Province February 2023



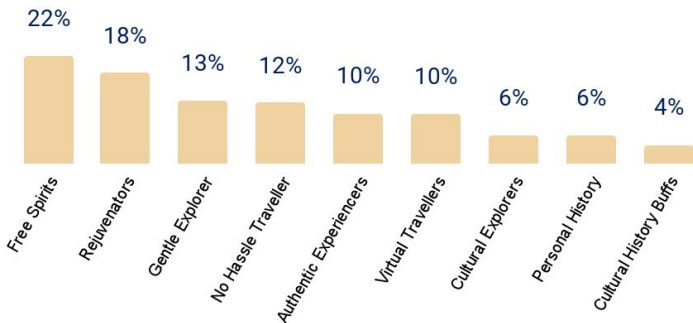
Canadian Visitors to Northern BC
February 2020-2023



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



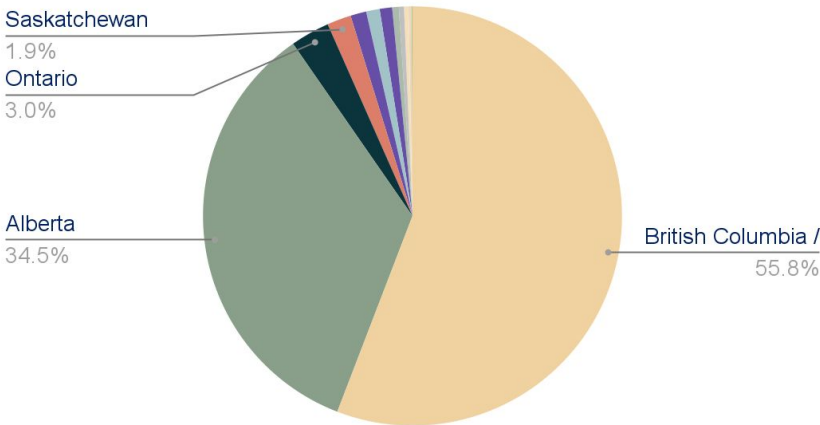
Northern BC

Overview

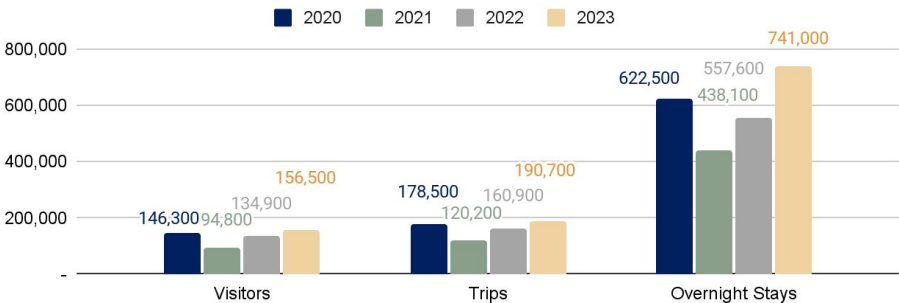
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing March 2023 to March 2020.

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

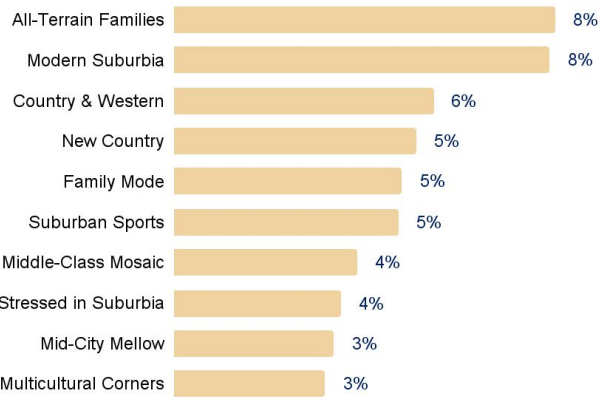
Percentage of Visitors to Northern BC by Province March 2023



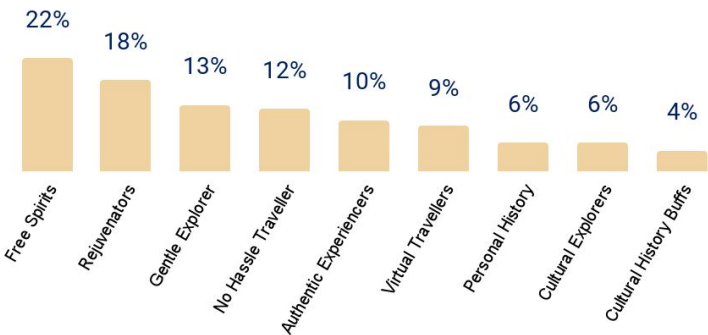
Canadian Visitors to Northern BC March 2020-2023



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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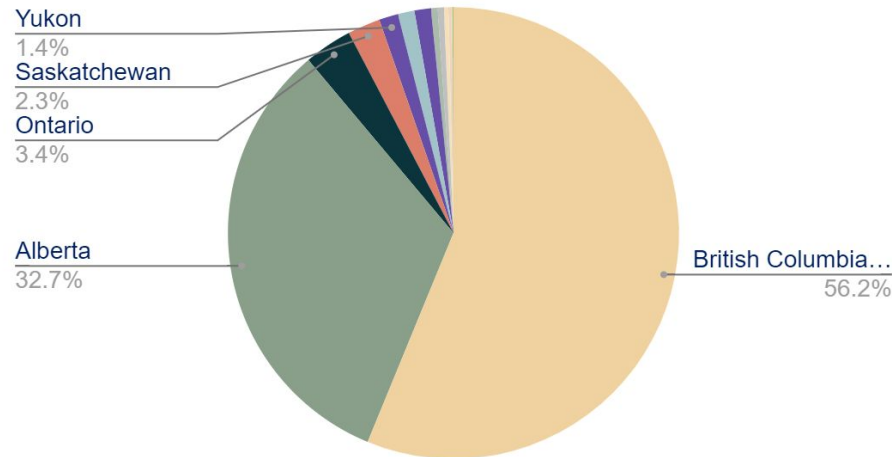
Northern BC

Overview

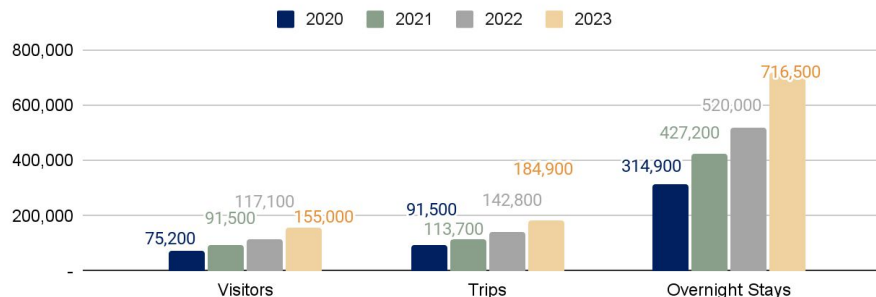
The number of visitors to Northern BC from Canadian travelers increased by **106%** when comparing April 2023 to April 2020.

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

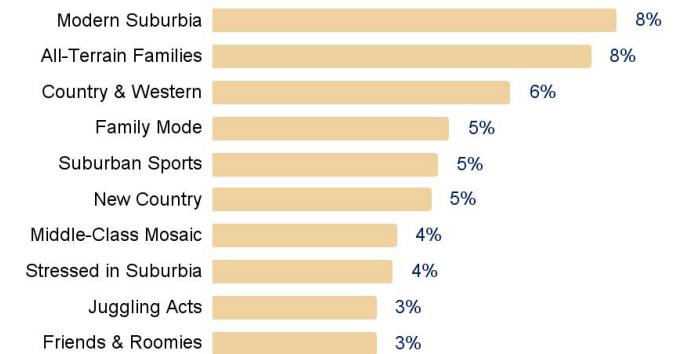
Percentage of Visitors to Northern BC
by Province April 2023



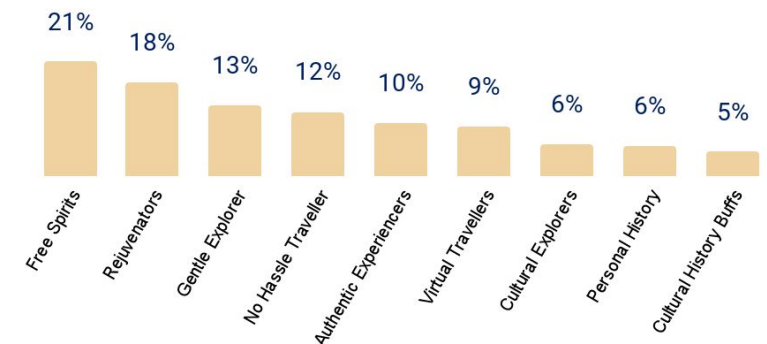
Canadian Visitors to Northern BC
April 2020-2023



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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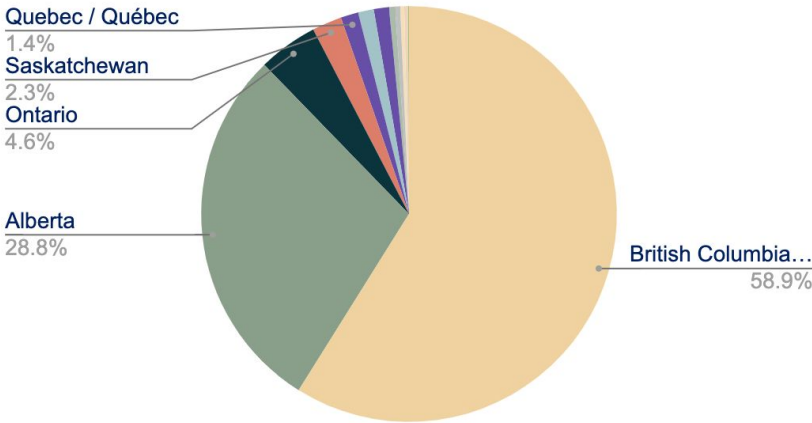
Northern BC

Overview

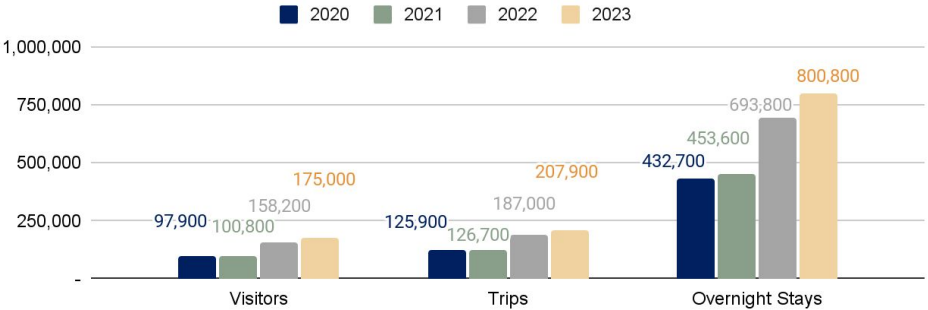
The number of visitors to Northern BC from Canadian travelers increased by **79%** when comparing May 2023 to May 2020.

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

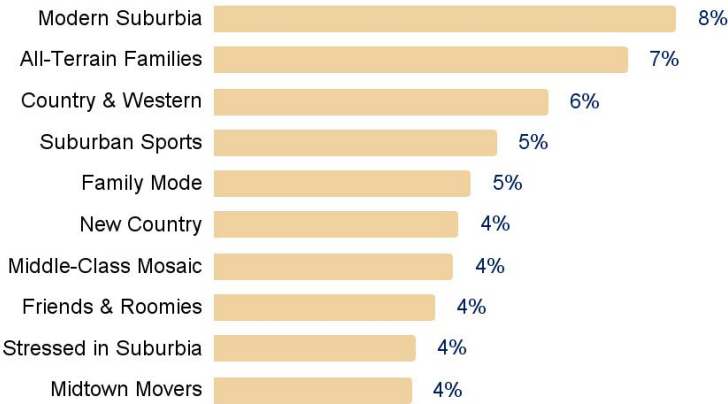
Percentage of Visitors to Northern BC by Province May 2023



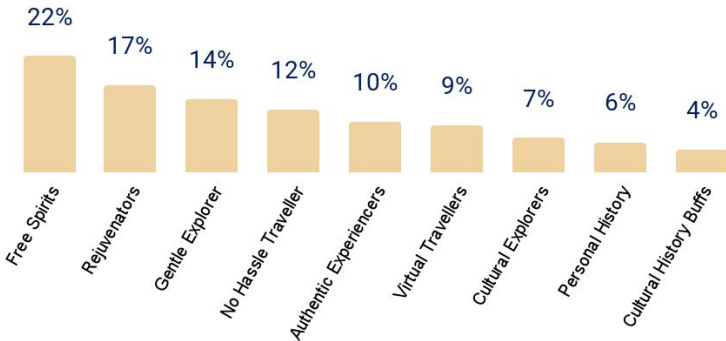
Canadian Visitors to Northern BC May 2020-2023



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



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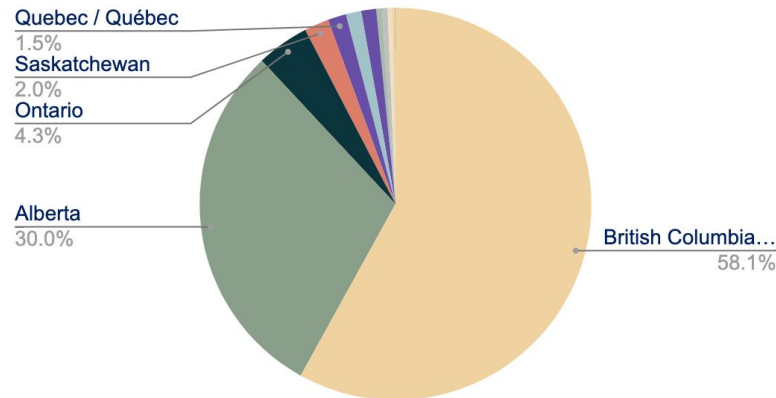
bcrts

Overview

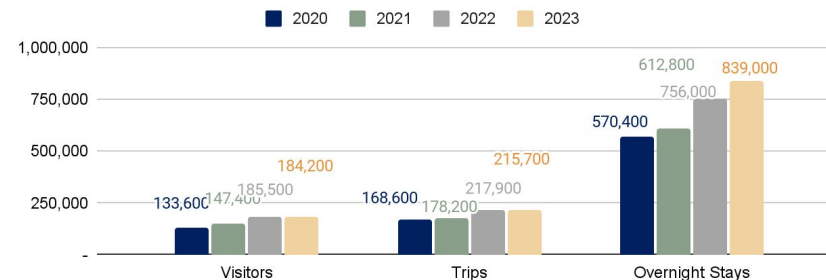
The number of visitors to Northern BC from Canadian travelers increased by **38%** when comparing June 2023 to June 2020.

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

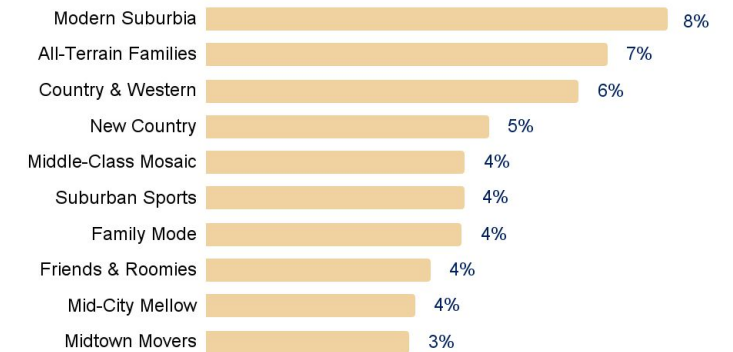
Percentage of Visitors to Northern BC
by Province June 2023



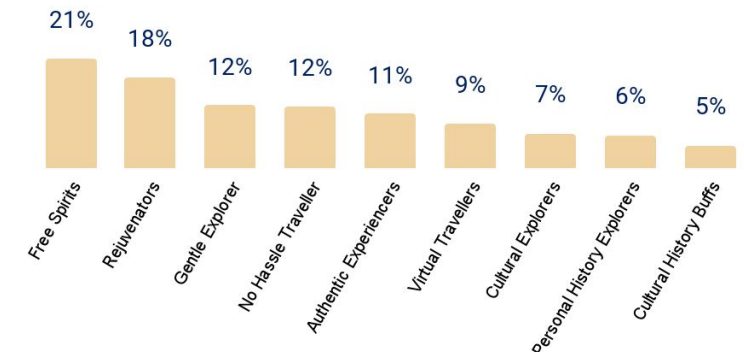
Canadian Visitors to Northern BC
June 2020-2023



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



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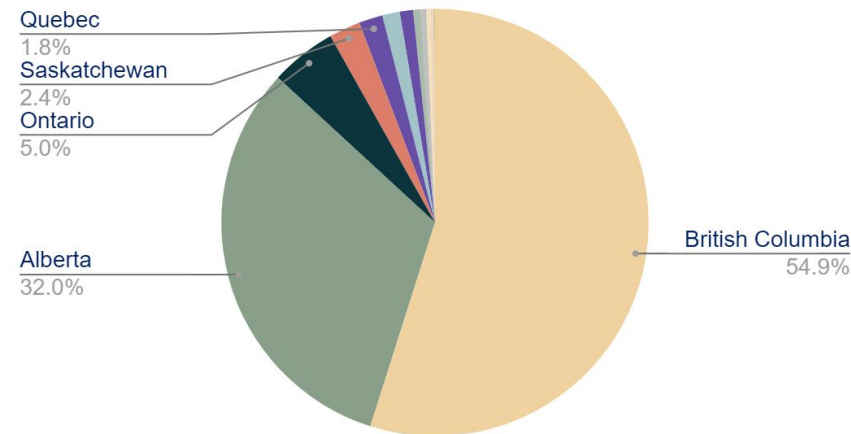
bcrts

Overview

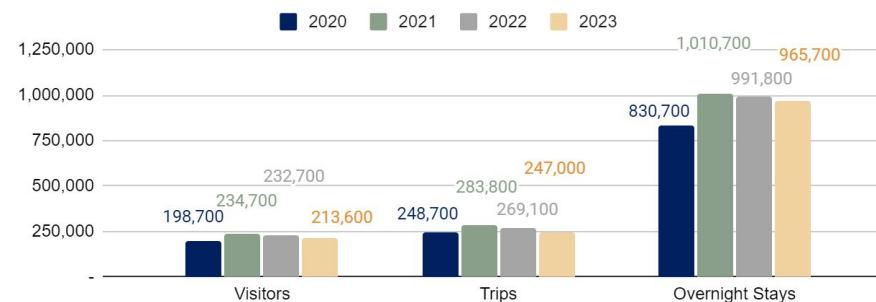
The number of visitors to Northern BC from Canadian travelers increased by **7%** when comparing July 2023 to July 2020.

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

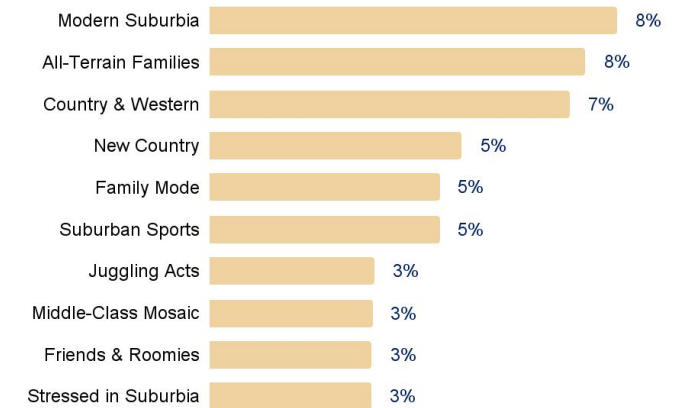
Percentage of Visitors to Northern BC
by Province July 2023



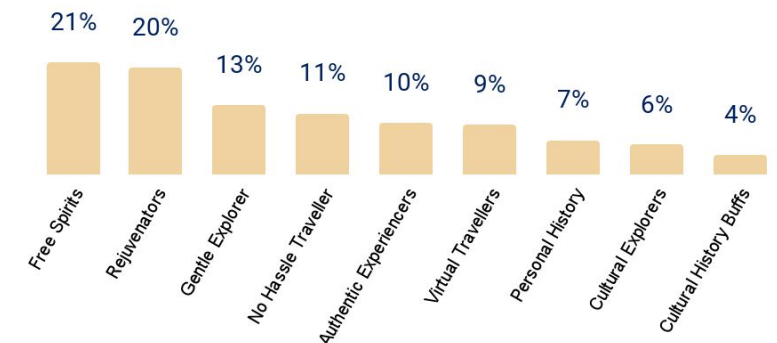
Canadian Visitors to Northern BC
July 2020-2023



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



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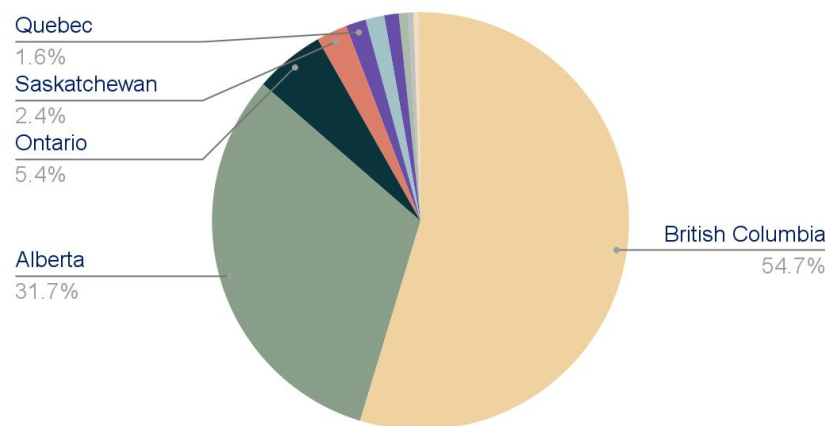
bcrts

Overview

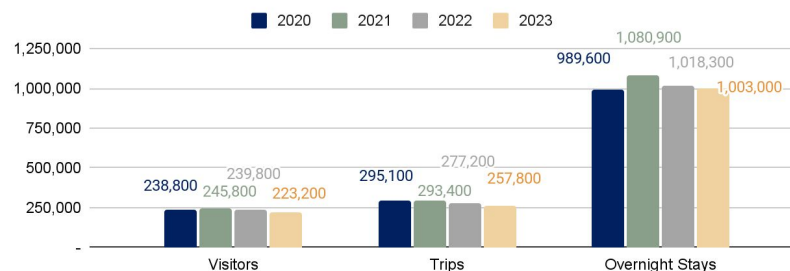
The number of visitors to Northern BC from Canadian travelers decreased by **7%** when comparing August 2023 to August 2020.

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

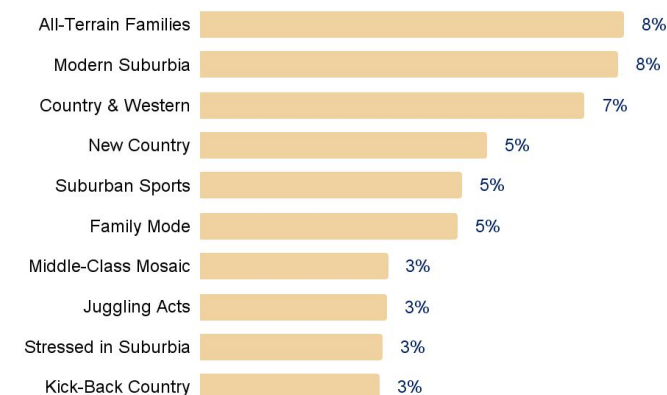
Percentage of Visitors to Northern BC by Province August 2023



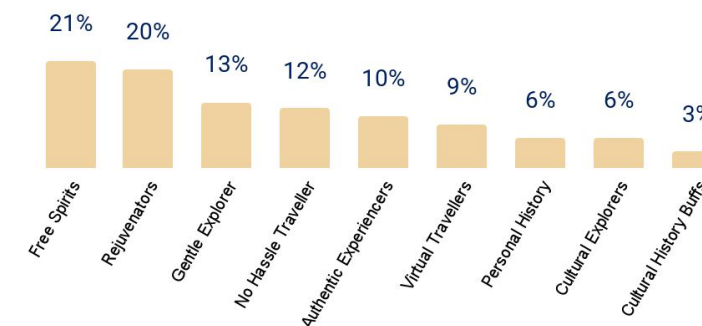
Canadian Visitors to Northern BC August 2020-2023



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
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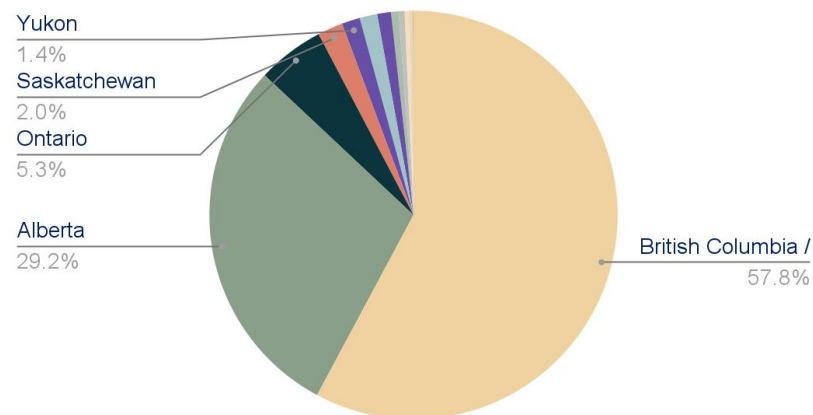
bcrts

Overview

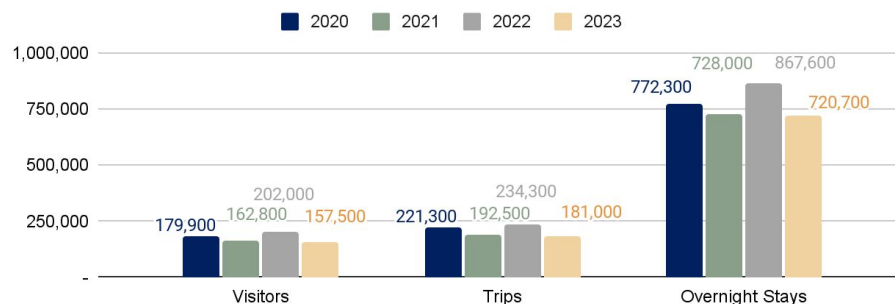
The number of visitors to Northern BC from Canadian travelers decreased by **12%** when comparing September 2023 to September 2020.

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

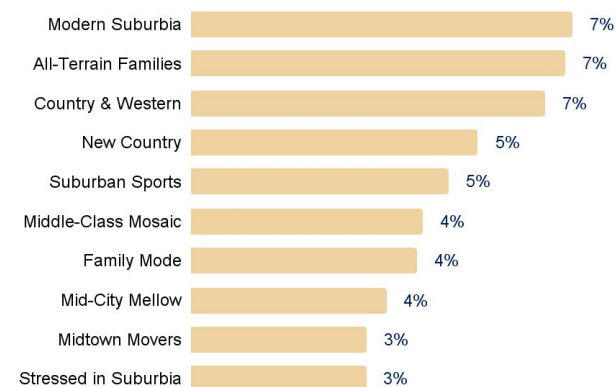
Percentage of Visitors to Northern BC
by Province September 2023



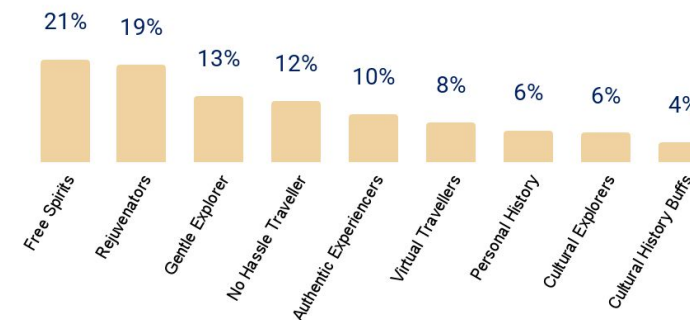
Canadian Visitors to Northern BC
September 2020-2023



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

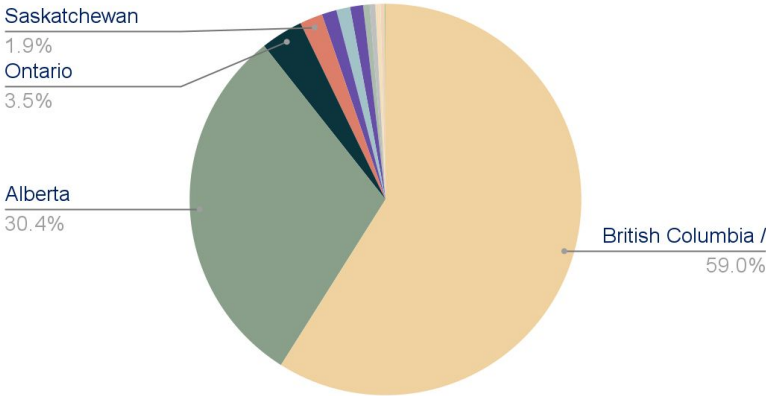
Northern BC

Overview

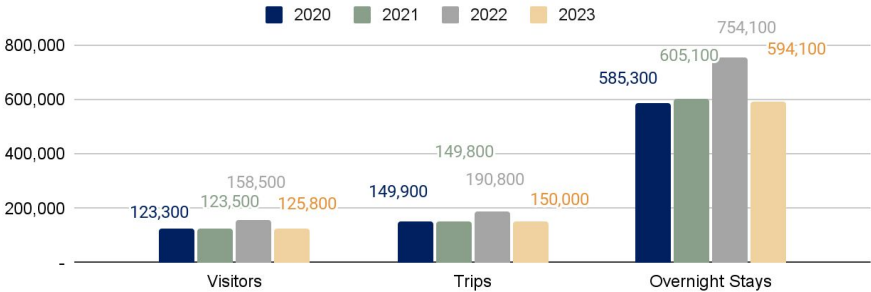
The number of visitors to Northern BC from Canadian travelers decreased by **2%** when comparing October 2023 to October 2020.

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

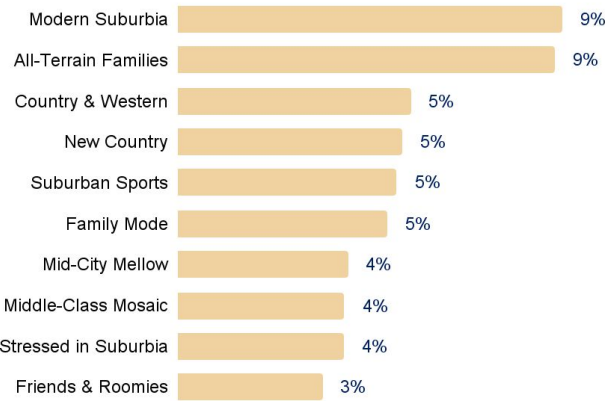
Percentage of Visitors to Northern BC
by Province October 2023



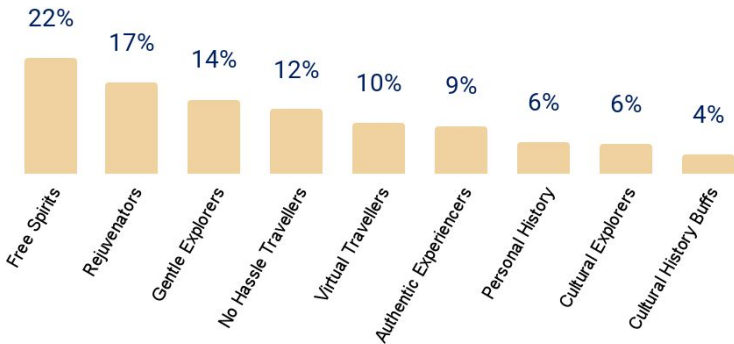
Canadian Visitors to Northern BC
October 2020-2023



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

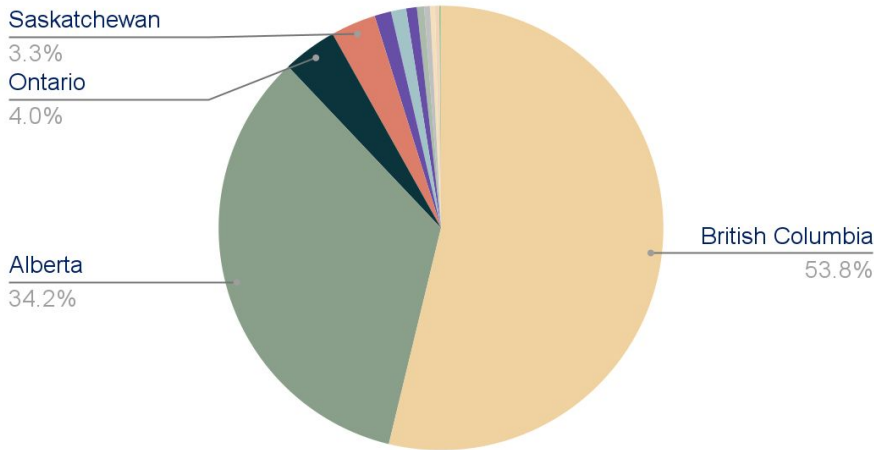


Overview

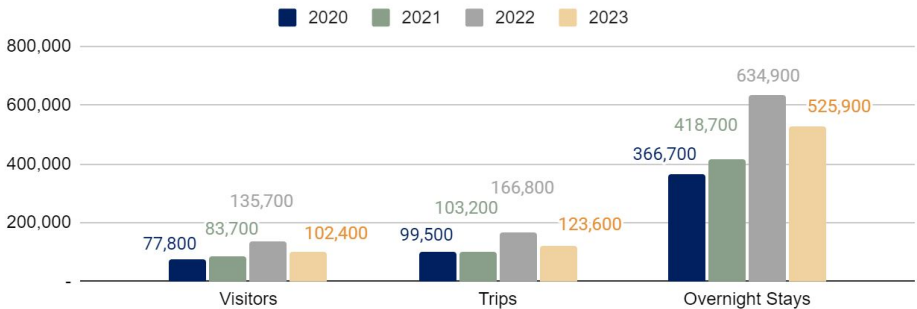
The number of visitors to Northern BC from Canadian travelers decreased by **32%** when comparing November 2023 to November 2020.

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

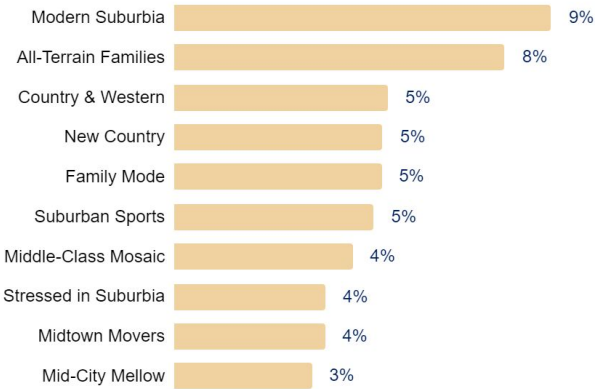
Percentage of Visitors to Northern BC
by Province November 2023



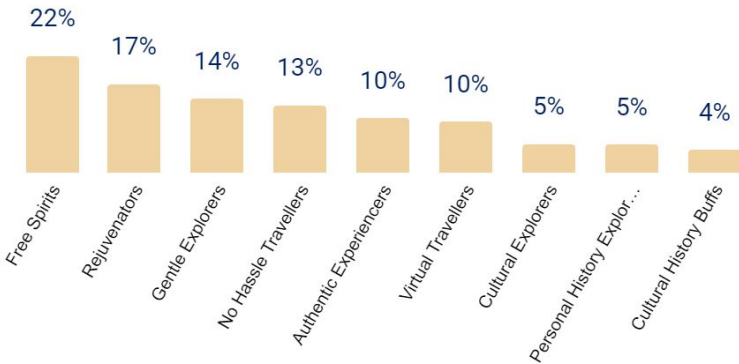
Canadian Visitors to Northern BC
November 2020-2023



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

Dec 2023 Canada/Alberta Regional Visitation

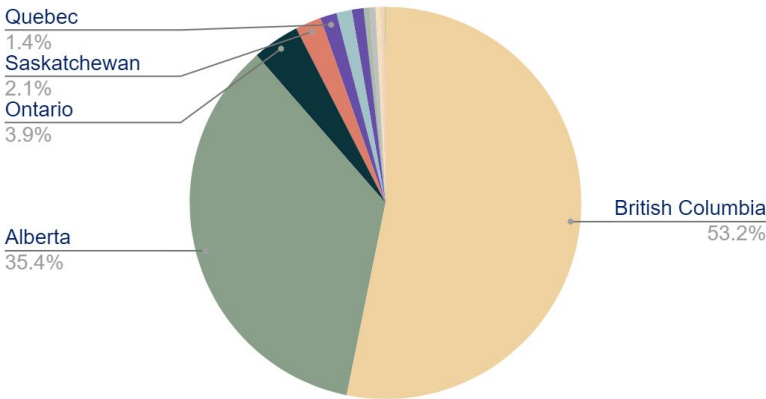
Northern BC

Overview

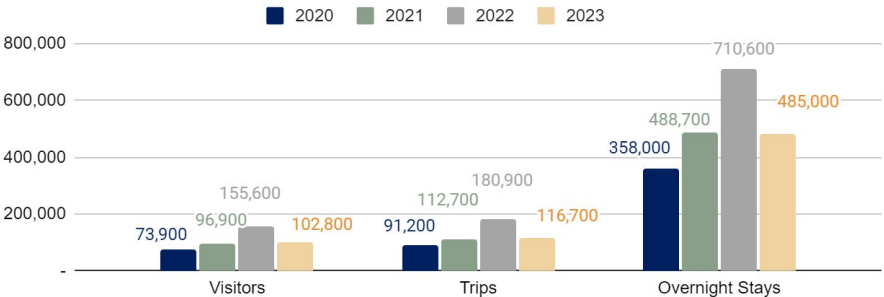
The number of visitors to Northern BC from Canadian travelers decreased by **39%** when comparing December 2023 to December 2020.

Visitors decreased by **6%** when compared to December 2021, and decreased by **34%** when compared to December 2022.

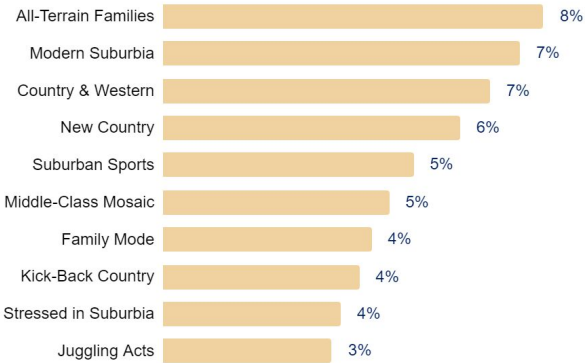
Percentage of Visitors to Northern BC
by Province December 2023



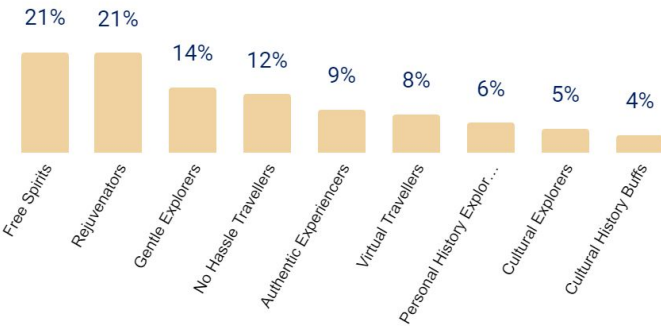
Canadian Visitors to Northern BC
December 2020-2023



December 2023 AB Visitors by PRIZM Segment



December 2023 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2022.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

CONTACT US

2023 Visitor
Highlights



NORTHERN BC
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