



bcrts

British Columbia
Regional Tourism
Secretariat

Canada, United States & International

Year In Review | 2023

Northern BC Region



SYMPHONY
TOURISM
SERVICES



NORTHERN BC
TOURISM ASSOCIATION

2023 DATA VINTAGE

Purpose

- As the tourism industry recovers 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 **Domestic Market (BC and AB)** as the top priority followed by the **United States and International Markets**
- This report focuses on visitor analysis to **Northern BC**



Research Overview

- **Environics Analytics** (EA) is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Domestic and USA 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
- For International Research: Estimates are provided for the **total 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. VisitorView provides insights the tourism industry needs to understand, market and grow their business with **Canadian, USA or International** travellers
- Environics is certified **Privacy By Design**. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.


Methodology

- **Visitor:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)



Research Overview

- 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
- Definitions:
 - **Visitors:** A visitor is defined as someone who travels 60+km from their point of origin. (The numbers include those who have travelled within the region 60km from home, as well as those who have travelled from outside the region)
 - **Trips:** Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.
 - **Nights Stayed:** Is defined as the count of unique nights a visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)



Note: For international visitation, only Trips and Nights are considered as they measure continuous visitation to the destination.

An aerial photograph of a golf course. The foreground shows a green fairway with a person walking. To the left, there are several sand traps. The middle ground is dominated by a thick forest of evergreen trees. In the background, a range of rugged mountains stretches across the horizon under a clear blue sky with a few wispy clouds.

Canada Insights

Canadian Visitation

Canadian Provinces Travelling to Northern BC By Year

Overview

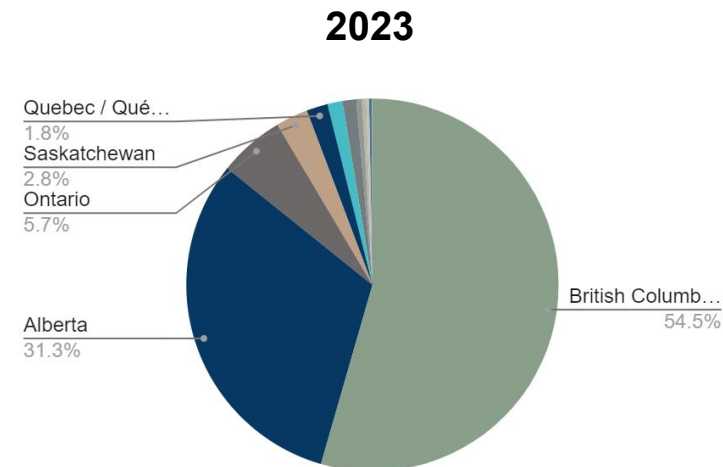
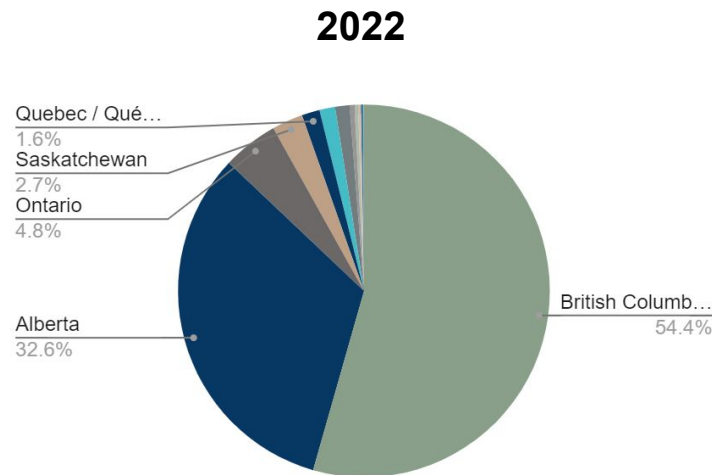
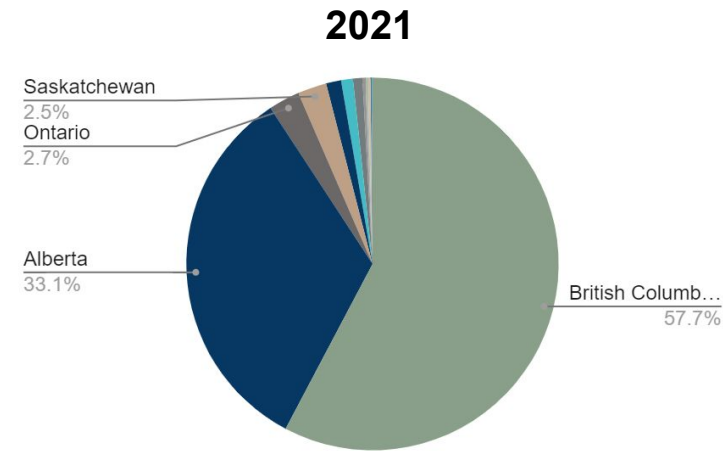
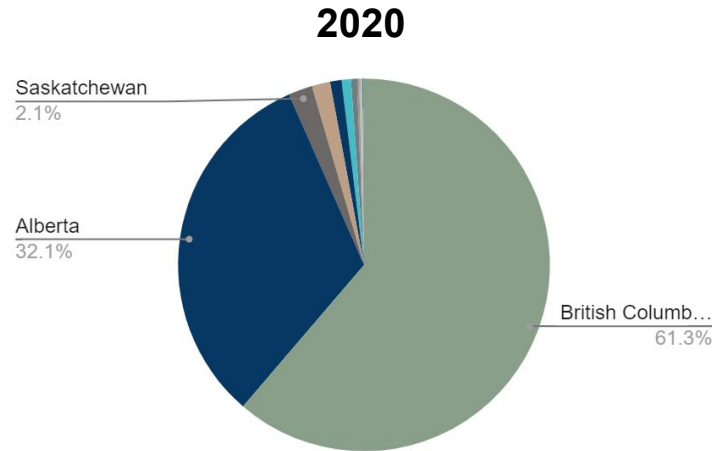
In 2020 Northern BC saw an average of **861,700** Domestic Visitors. In 2021 the region saw **825,700** Domestic Visitors. In 2022, **1,153,100** Domestic Visitors and in 2023, **1,135,500** Domestic Visitors.

- **Increase** of **32%** 2023 compared to 2020

- **Increase** of **38%** 2023 compared to 2021

- **Decrease** of **2%** 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

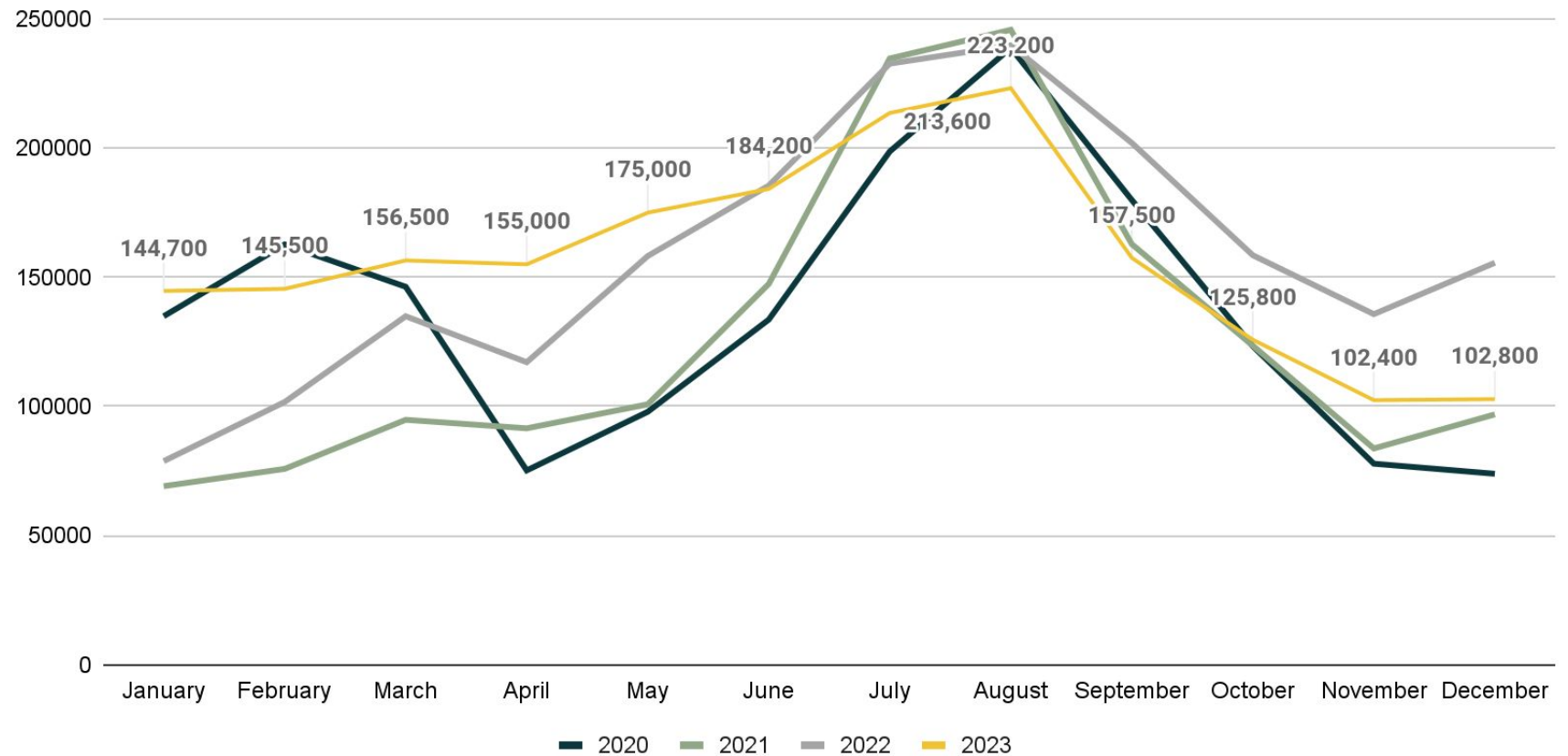


- British Columbia
- Alberta
- Ontario
- Saskatchewan
- Quebec
- Manitoba
- Yukon
- Nova Scotia
- Northwest Territories
- New Brunswick
- Newfoundland and Labrador
- Nunavut
- Prince Edward Island

Canadian Visitation

Canadian Visitors Travelling to Northern BC by Month

- 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

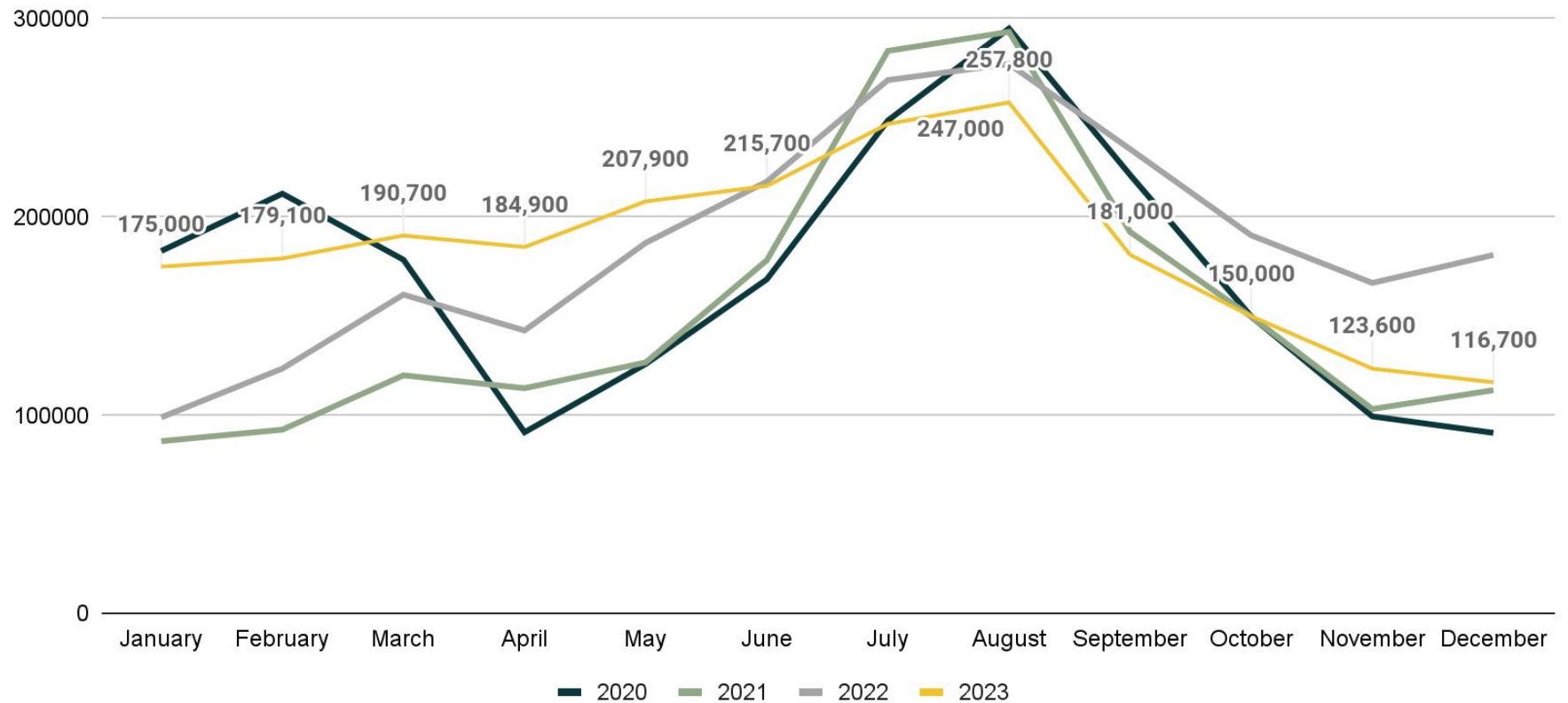


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Trips To Northern BC By Month

- 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

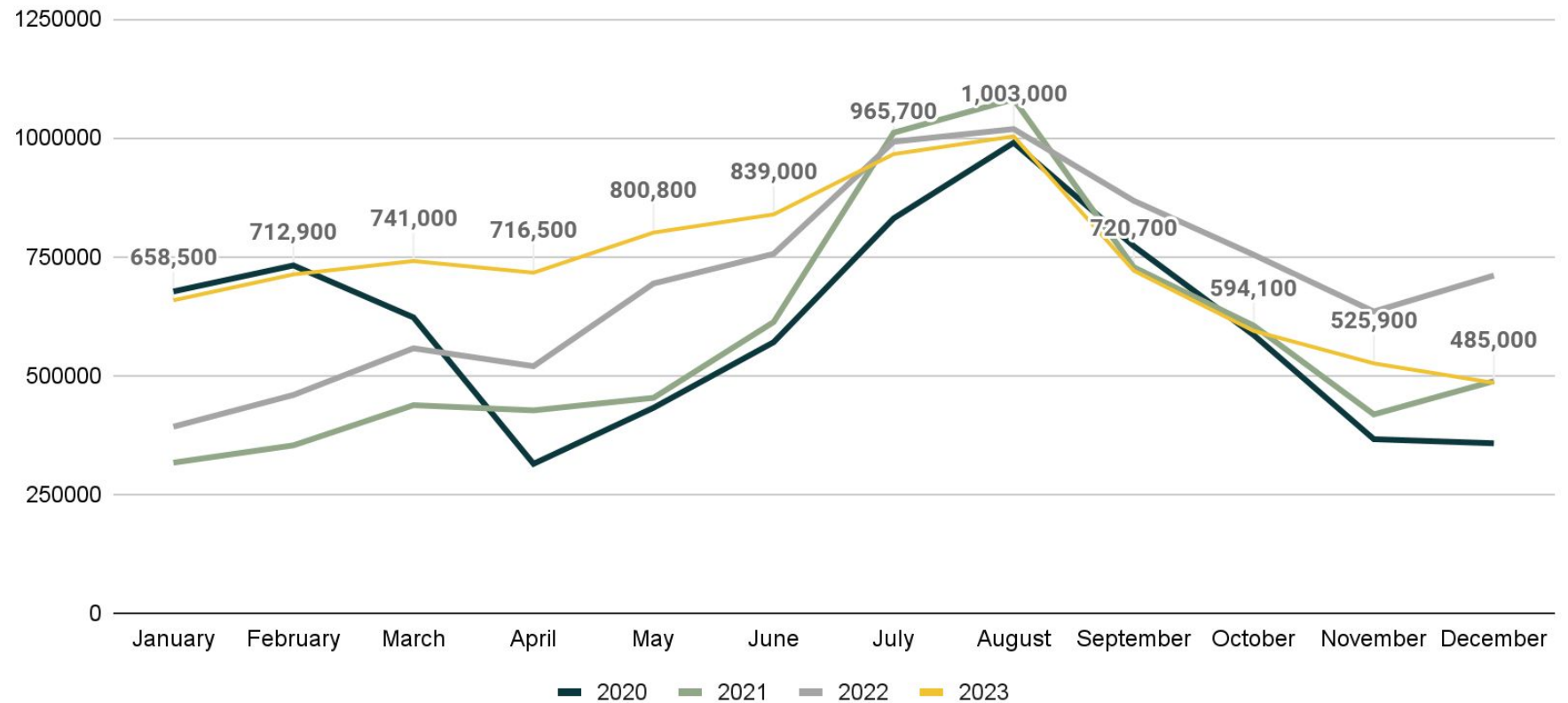


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Overnight Stays In Northern BC By Month

- 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

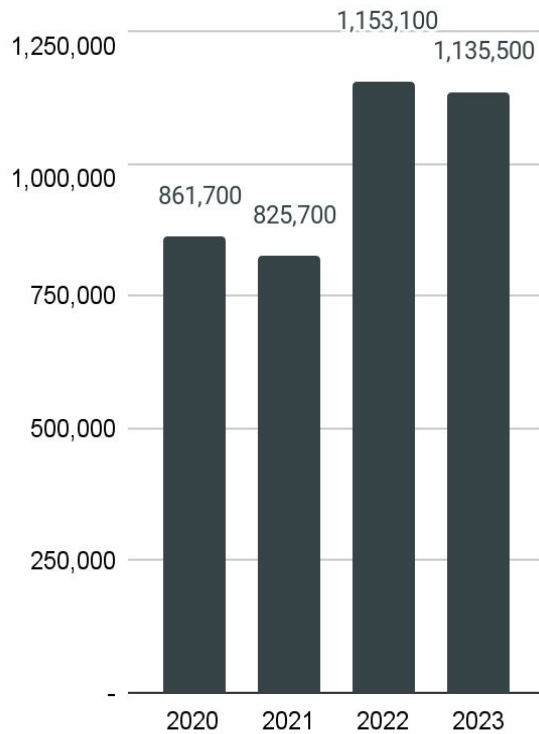


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

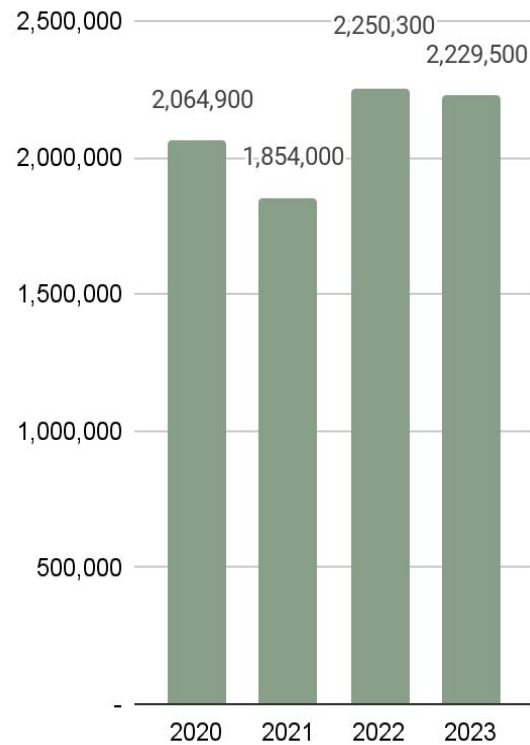
Canadian Visitation

Canadian Residents Traveling To Northern BC By Year

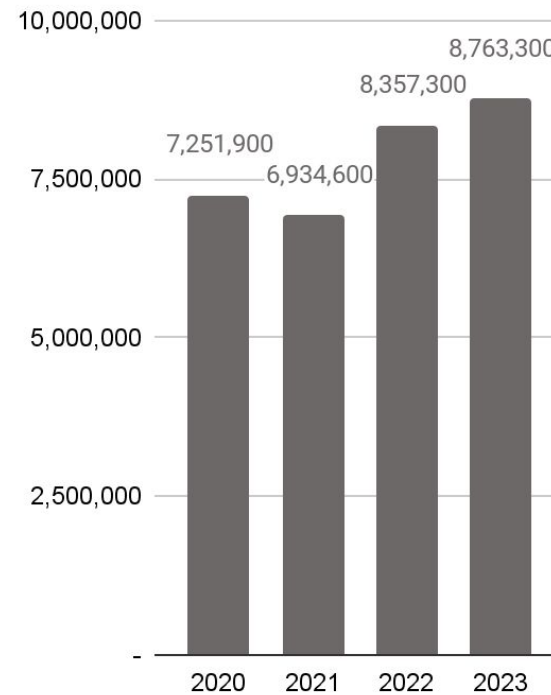
Number of Visitors to BC



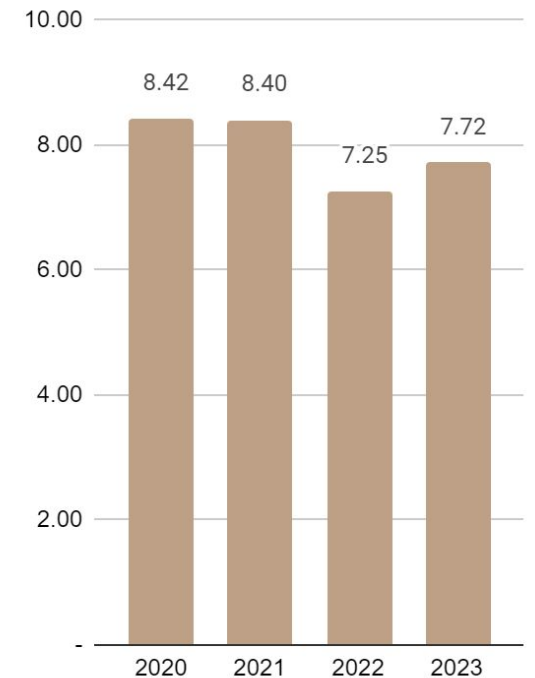
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



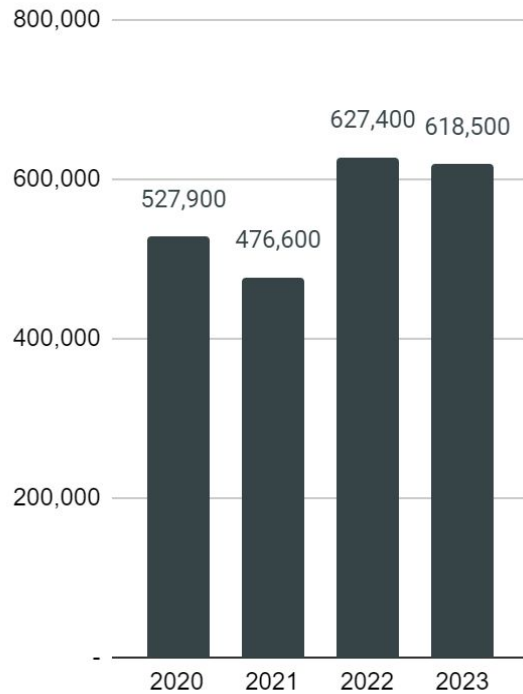
An aerial photograph showing a paved road that curves through a vast, dense forest of evergreen trees. The road is flanked by a large, calm lake that reflects the surrounding greenery and the sky. The scene is captured from a high angle, looking down at the road as it winds through the landscape. The lighting suggests a bright, sunny day, with shadows cast across the road and the forest floor.

Canada: British Columbia Insights

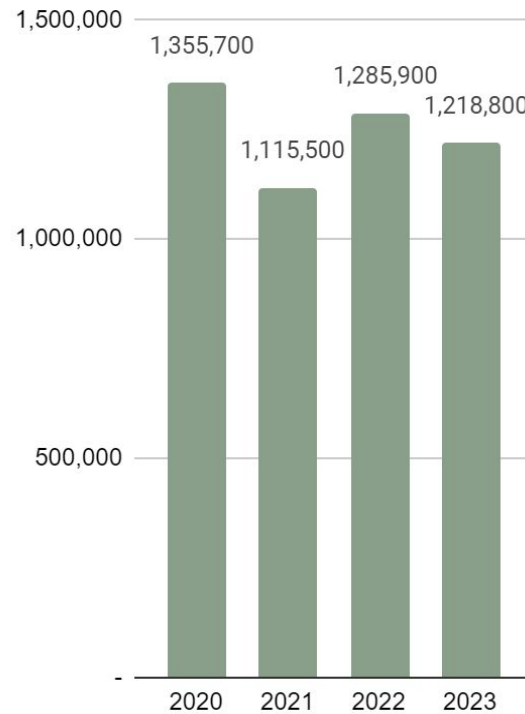
British Columbia Visitation

British Columbia Residents Traveling To Northern BC By Year

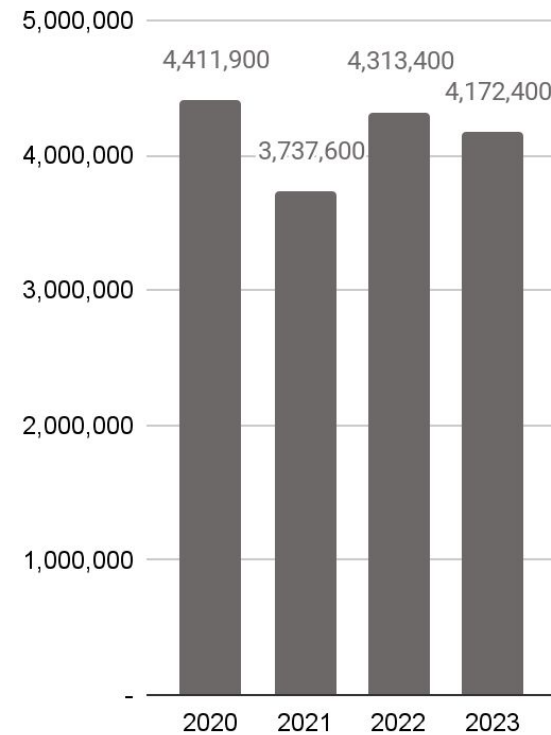
Number of Visitors to BC



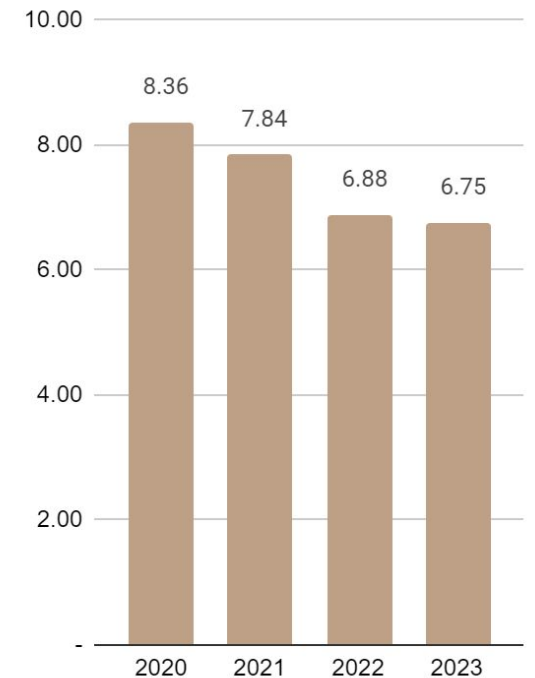
Number of Trips to BC



Number of Nights Stayed in BC



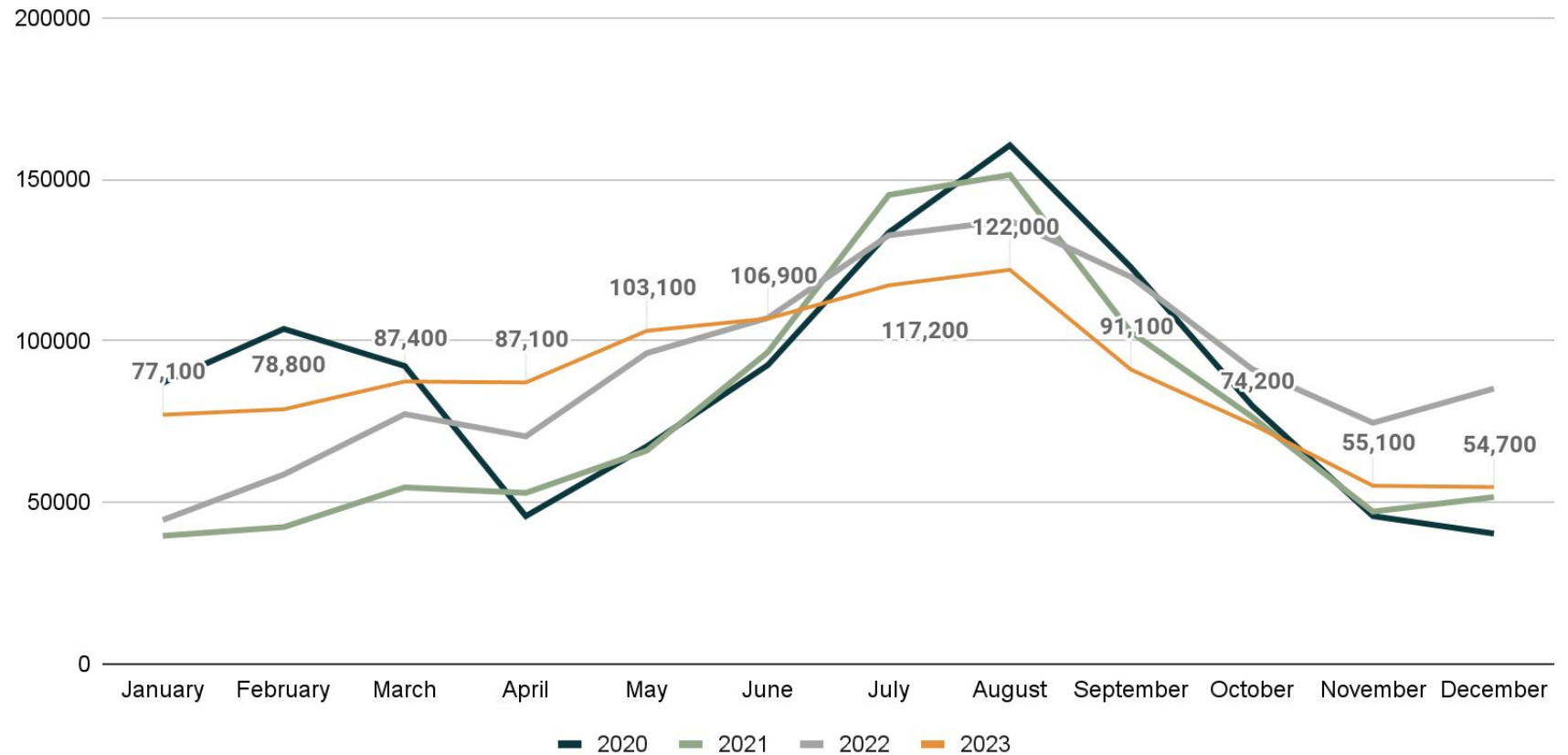
Average Length of Stay in BC



British Columbian Visitation

BC Visitors Travelling To Northern BC By Month

- 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

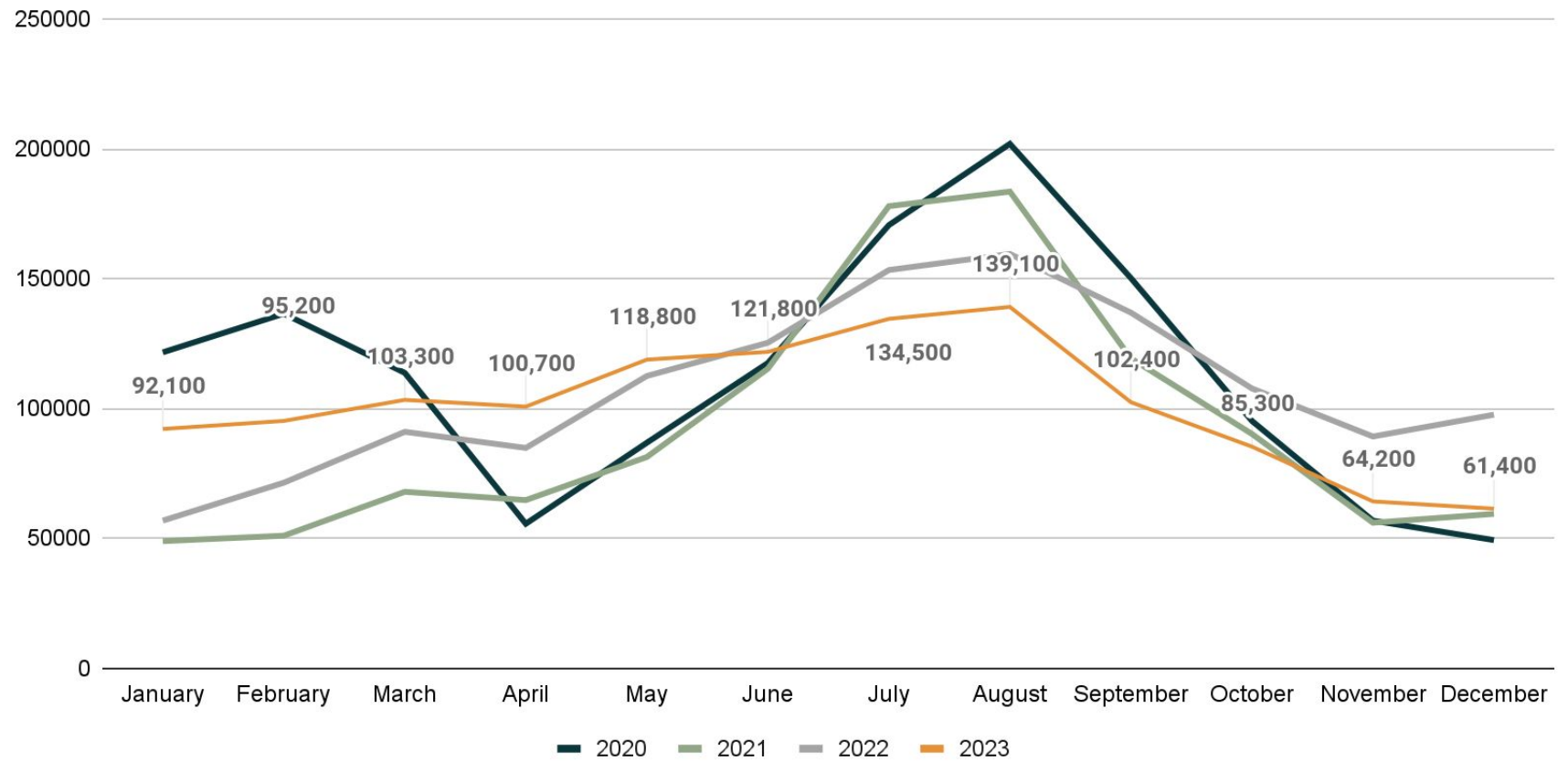


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

British Columbian Visitation

BC Trips To Northern BC By Month

- 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

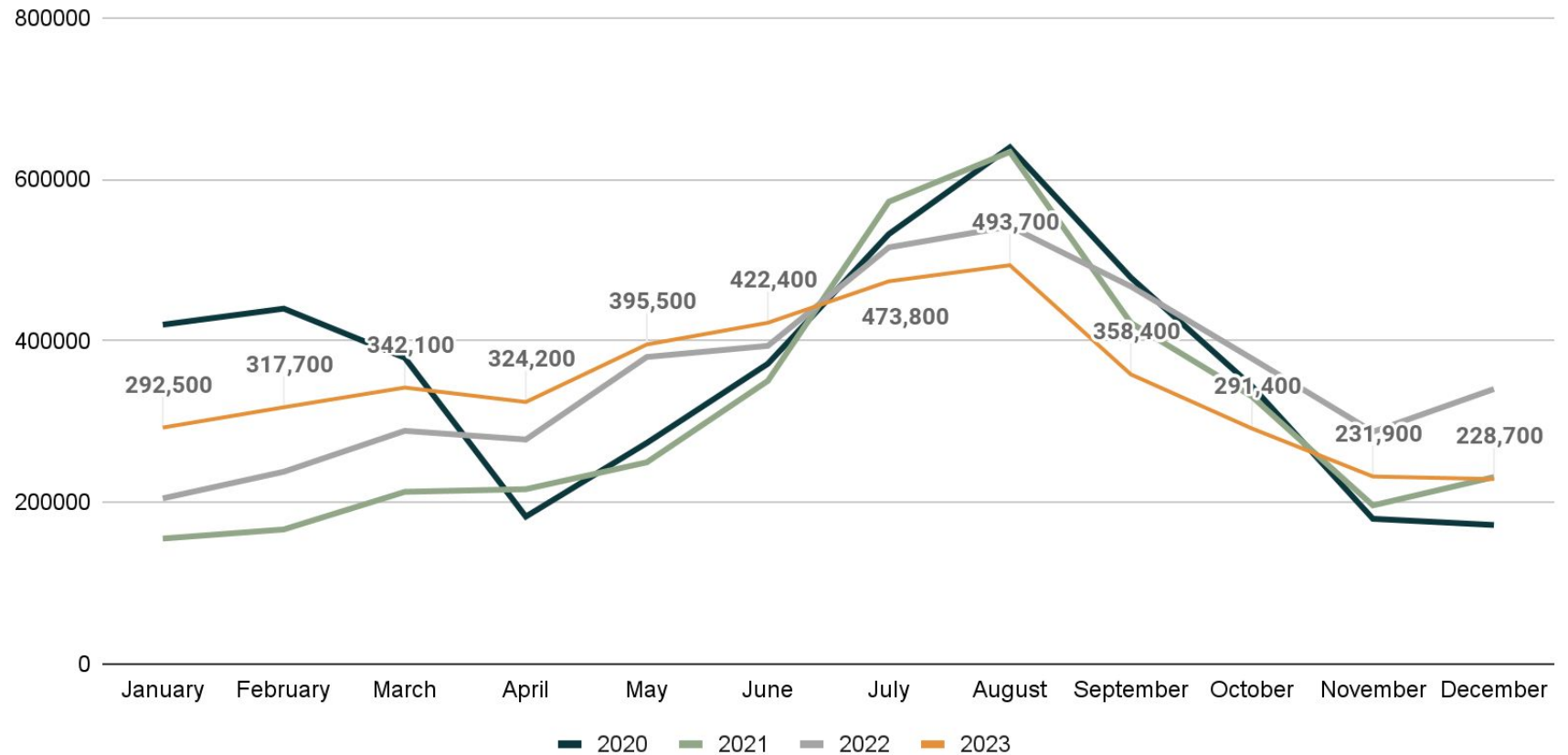


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

British Columbian Visitation

BC Overnight Stays In Northern BC By Month

- 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

British Columbia Visitation

Number of Visitors To Northern BC By Origin City

City	2020 Visitor Count
Prince George	46,900
Vancouver	33,800
Surrey	30,600
Fort St. John	17,000
Kamloops	15,600
Abbotsford	14,000
Kelowna	13,100
Burnaby	11,400
Prince Rupert	10,700
Richmond	10,100

City	2021 Visitor Count
Prince George	43,200
Vancouver	25,300
Surrey	23,800
Kamloops	16,500
Fort St. John	15,200
Abbotsford	12,100
Kelowna	11,800
Prince Rupert	10,600
Terrace	9,500
Burnaby	9,100

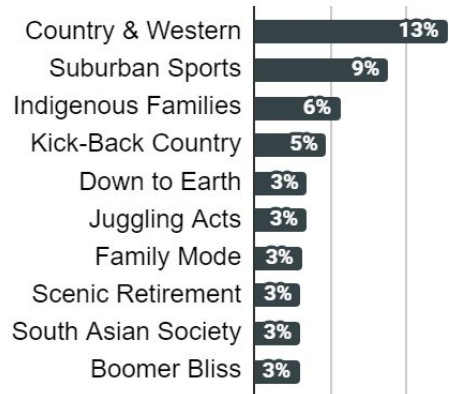
City	2022 Visitor Count
Vancouver	46,900
Surrey	42,900
Prince George	41,500
Kamloops	18,700
Kelowna	17,100
Burnaby	16,700
Abbotsford	16,000
Fort St. John	15,300
Richmond	14,900
Coquitlam	11,500

City	2023 Visitor Count
Vancouver	50,300
Surrey	43,700
Prince George	39,900
Kamloops	19,500
Burnaby	17,400
Kelowna	16,200
Abbotsford	16,200
Richmond	15,400
Fort St. John	14,400
Coquitlam	11,800

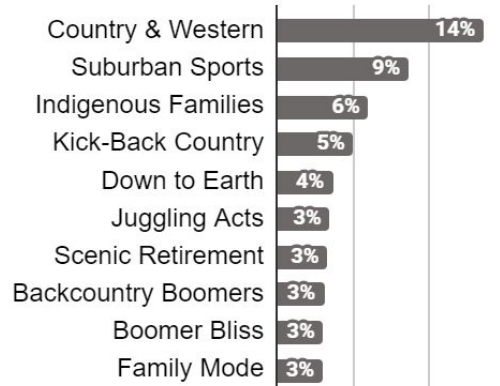
British Columbia Market

BC Visitation to Northern BC by PRIZM Segment & EQ Type

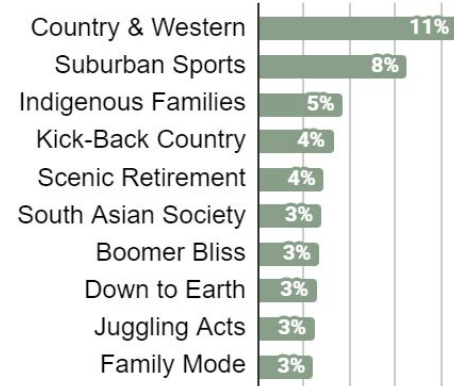
2020 BC Visitors by PRIZM



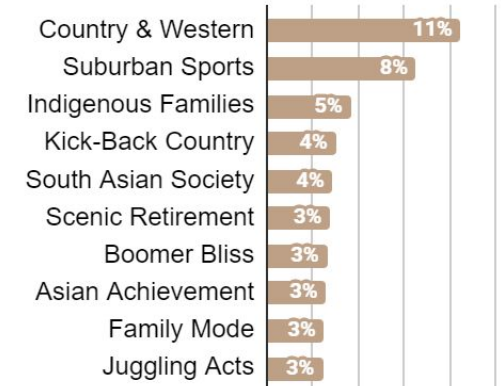
2021 BC Visitors by PRIZM



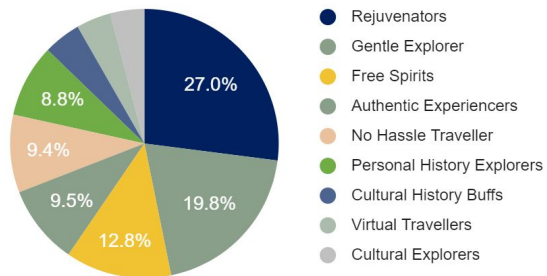
2022 BC Visitors by PRIZM



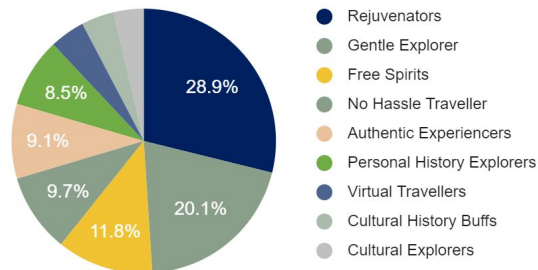
2022 BC Visitors by PRIZM



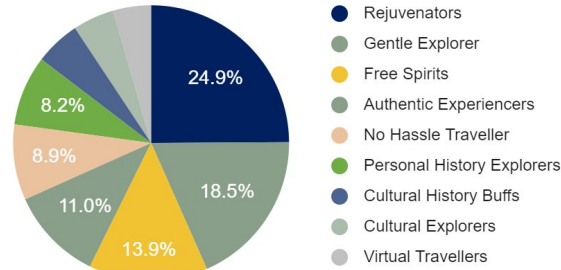
2020 BC Visitors by EQ



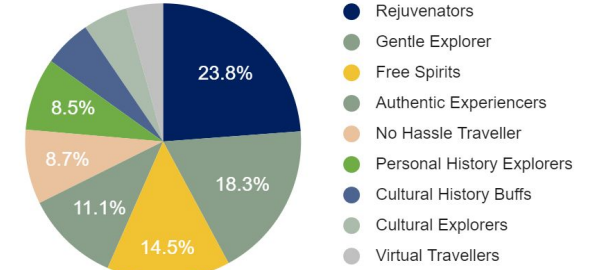
2021 BC Visitors by EQ



2022 BC Visitors by EQ



2022 BC Visitors by EQ



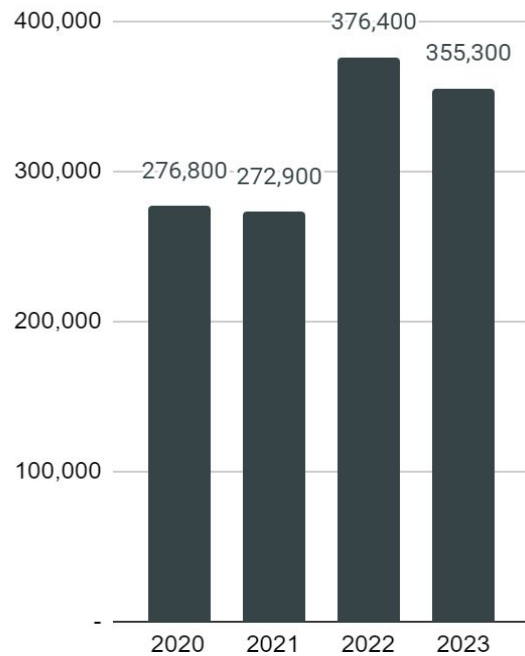
A lush forest scene with large, moss-covered trees and dense green foliage. Two people are sitting on a path in the lower right. The text "Canada: Alberta Insights" is overlaid in white.

Canada: Alberta Insights

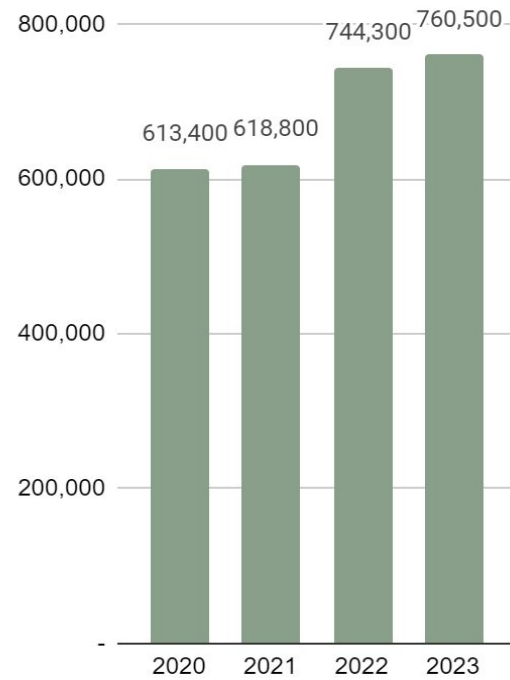
Alberta Visitation

Alberta Residents Traveling To Northern BC By Year

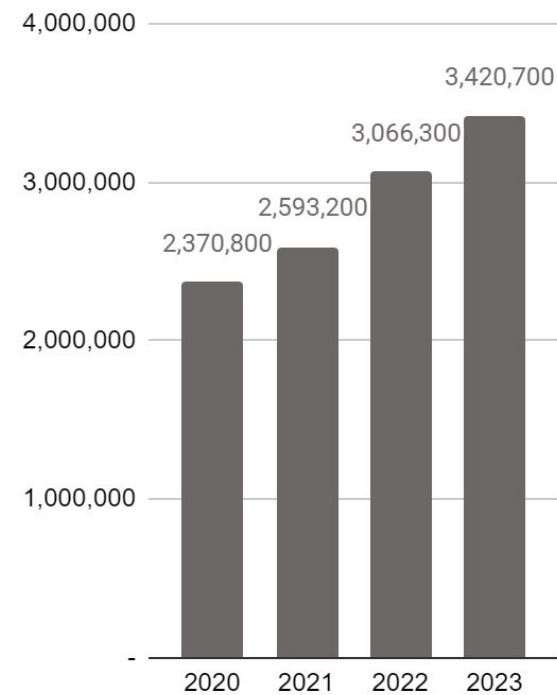
Number of Visitors to BC



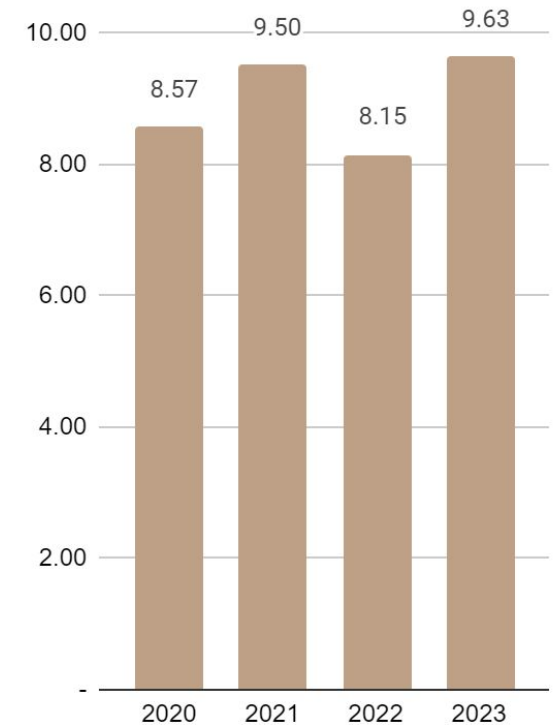
Number of Trips to BC



Number of Nights Stayed in BC



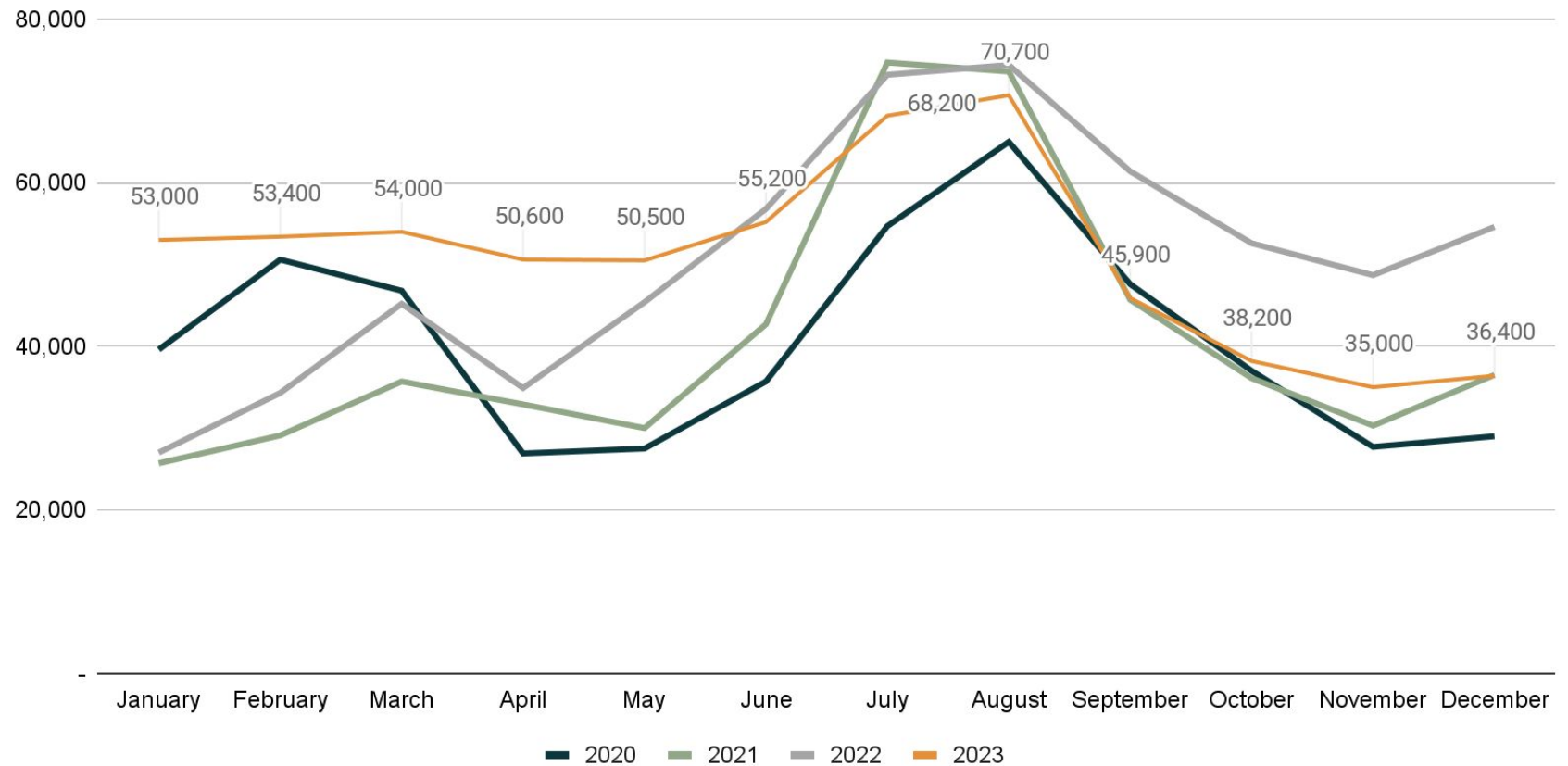
Average Length of Stay in BC



Alberta Visitation

Alberta Visitors Travelling To Northern BC By Month

- 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

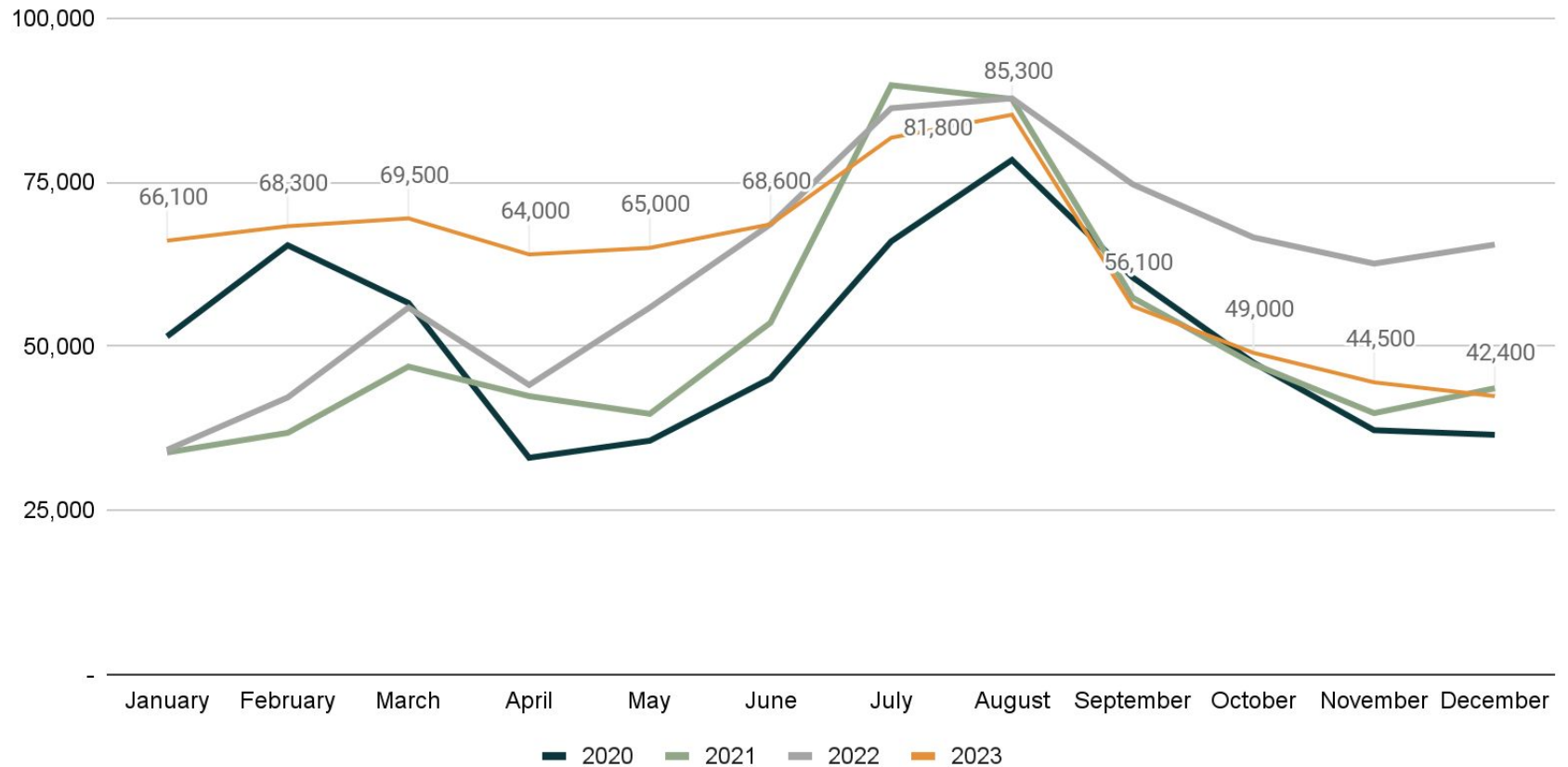
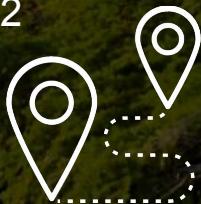


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Alberta Visitation

Alberta Trips to Northern BC By Month

- 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

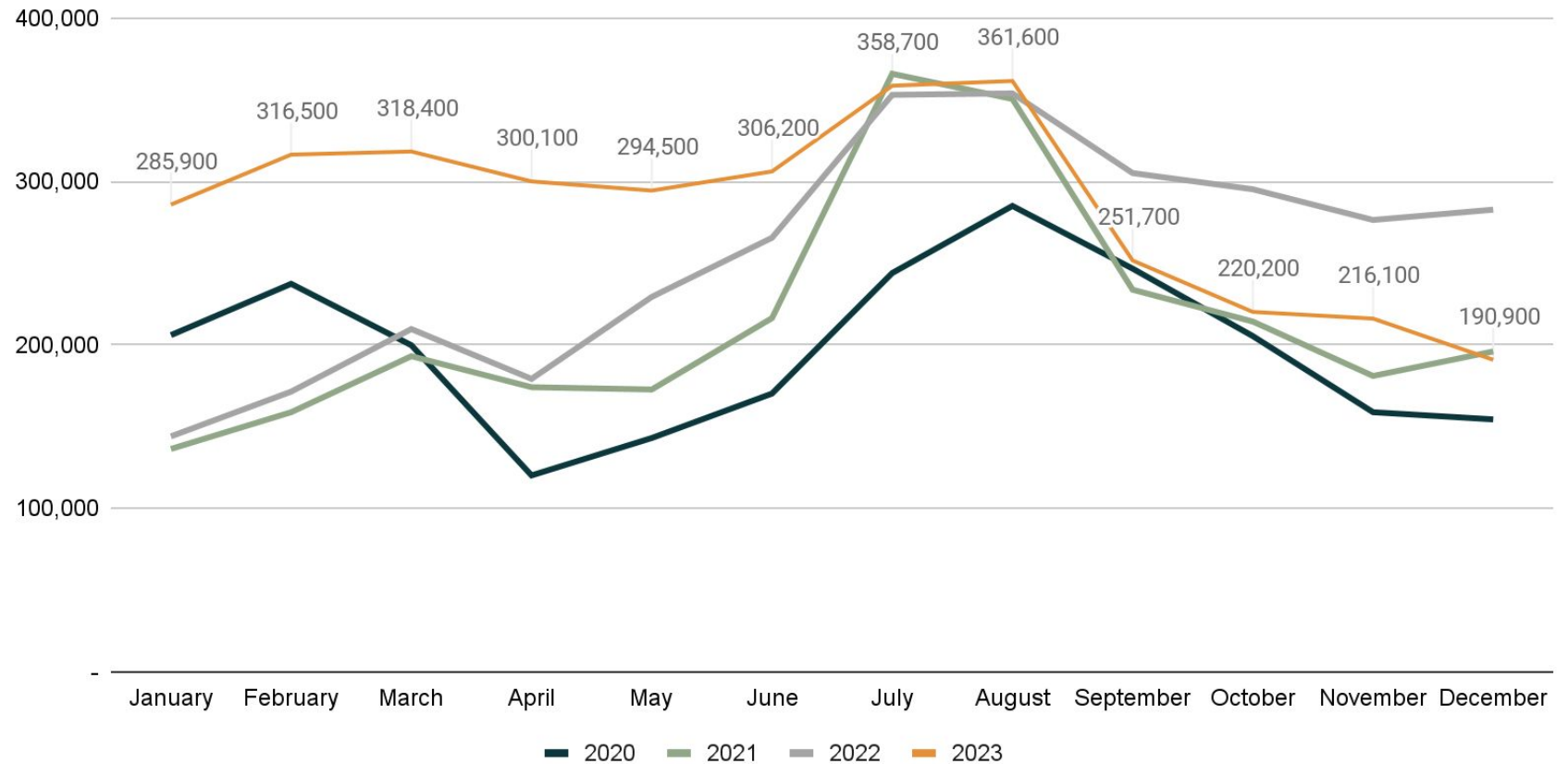


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

Alberta Visitation

Alberta Overnight Stays In Northern BC By Month

- 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

Alberta Visitation

Number of Visitors To Northern BC By Origin City

City	2020 Visitor Count
Edmonton	66,900
Calgary	52,800
Grande Prairie	23,700
Grande Prairie County No. 1	7,700
Strathcona County	7,700
Red Deer	7,200
St. Albert	5,000
Airdrie	3,700
Spruce Grove	3,200
Wood Buffalo	3,100

City	2021 Visitor Count
Edmonton	65,300
Calgary	43,100
Grande Prairie	24,000
Red Deer	7,900
Grande Prairie County No. 1	7,500
Strathcona County	7,400
St. Albert	4,800
Mackenzie County	3,400
Spruce Grove	3,300
Airdrie	3,100

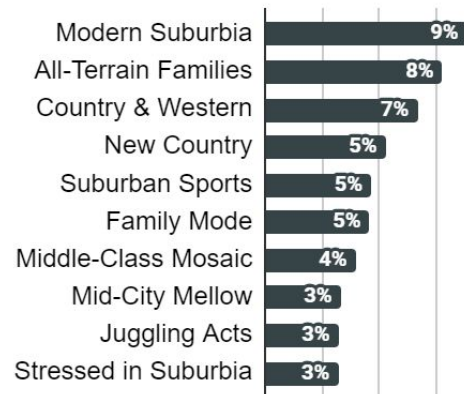
City	2022 Visitor Count
Edmonton	91,900
Calgary	76,100
Grande Prairie	25,900
Red Deer	10,900
Strathcona County	10,100
Grande Prairie County No. 1	9,800
St. Albert	6,500
Airdrie	5,400
Wood Buffalo	4,800
Lethbridge	4,500

City	2023 Visitor Count
Edmonton	84,600
Calgary	67,100
Grande Prairie	26,100
Red Deer	11,500
Grande Prairie County No. 1	9,500
Strathcona County	9,300
St. Albert	6,300
Airdrie	5,400
Lethbridge	4,700
Wood Buffalo	4,100

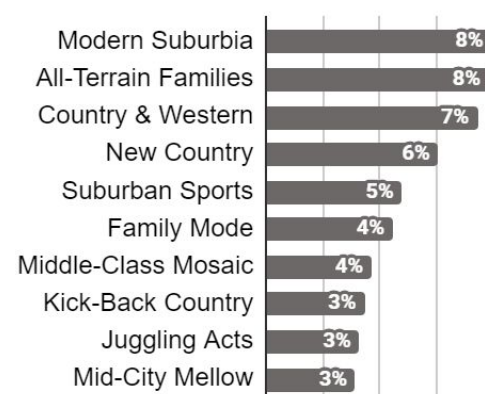
Alberta Market

AB Visitation to Northern BC by PRIZM Segment & EQ Type

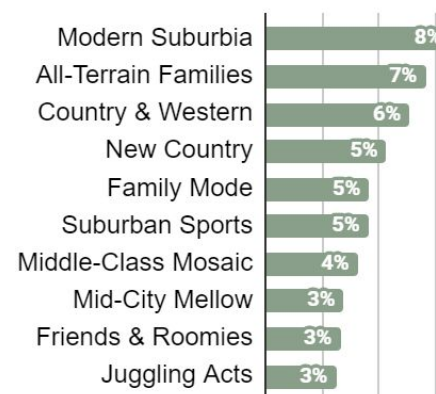
2020 AB Visitors by PRIZM



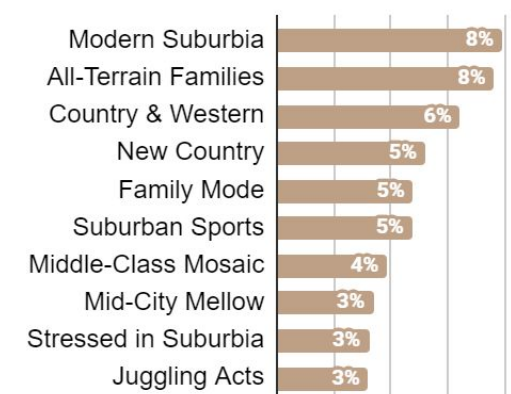
2021 AB Visitors by PRIZM



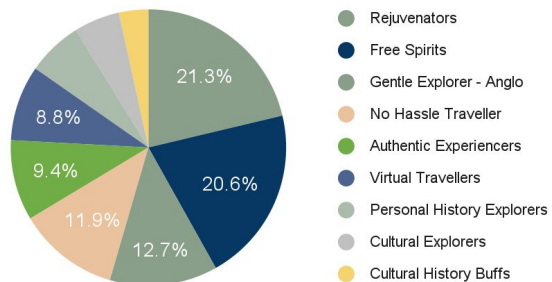
2022 AB Visitors by PRIZM



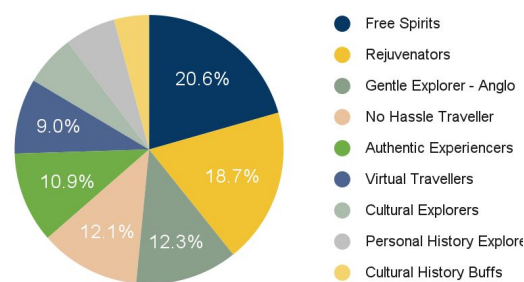
2022 AB Visitors by PRIZM



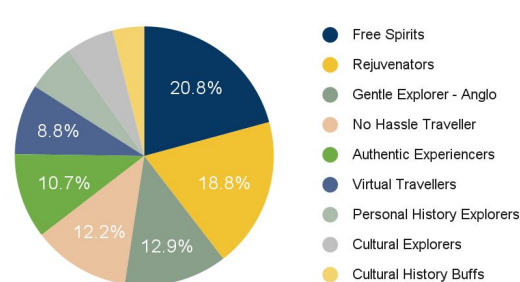
2020 AB Visitors by EQ



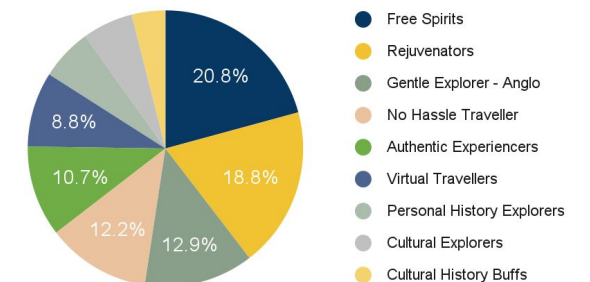
2021 AB Visitors by EQ



2022 AB Visitors by EQ



2022 AB Visitors by EQ



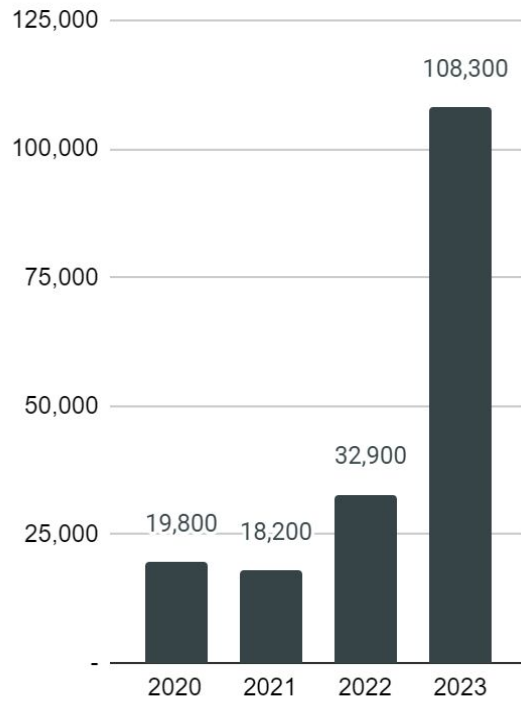


USA Insights

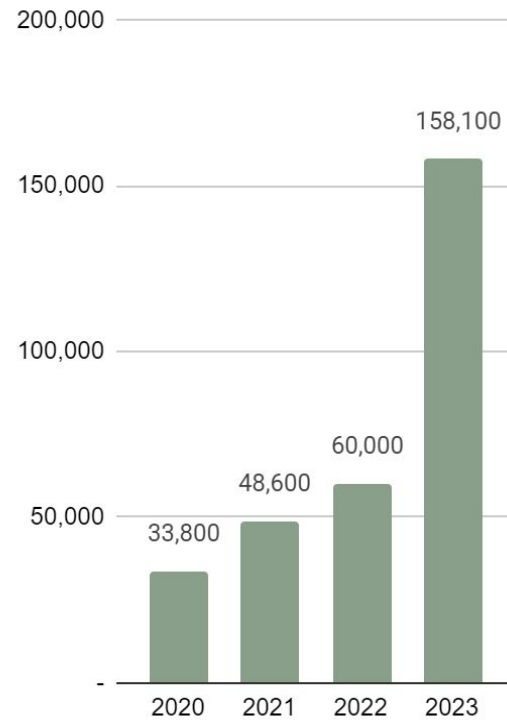
USA Visitation

US Residents Traveling To Northern BC By Year

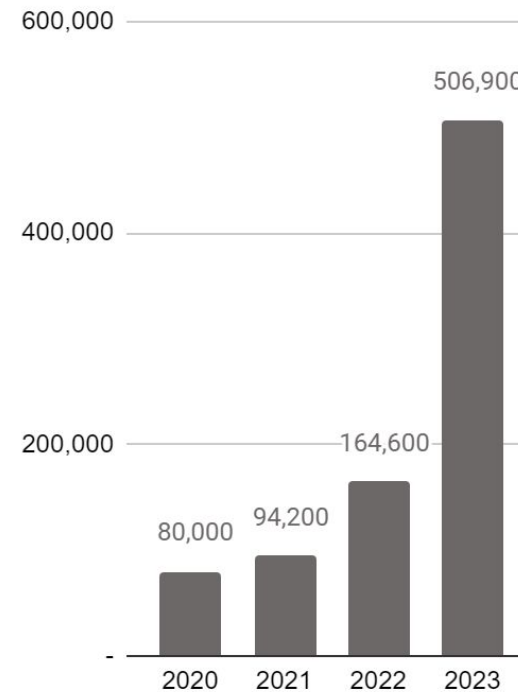
Number of Visitors to BC



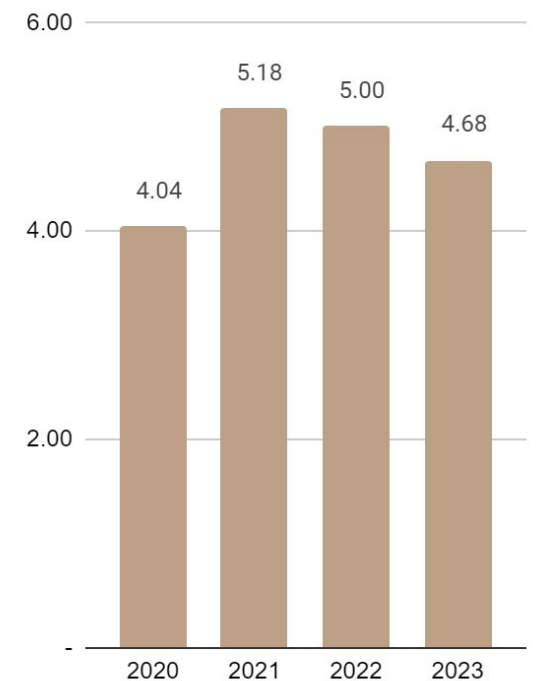
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



USA Visitation

States Travelling To Northern BC By Year

Overview

In 2020 Northern BC saw an average of **19,800** US Visitors. In 2021 the region saw **18,200** US Visitors. In 2022, **32,900** US Visitors and in 2023, **108,300** US Visitors.

- **Increase** of **447%** 2023 compared to 2020

- **Increase** of **495%** 2023 compared to 2021

- **Increase** of **229%** 2023 compared to 2022

State	2020 Visitor %
Alaska	42%
Washington	12%
California	6%
Texas	3%
Oregon	3%
Illinois	2%
Montana	2%
Georgia	2%
Florida	2%
Nevada	2%

State	2021 Visitor %
Alaska	44%
Washington	10%
California	6%
Colorado	4%
Illinois	3%
New York	3%
Ohio	3%
Texas	3%
Arizona	3%
Wisconsin	2%

State	2022 Visitor %
California	14%
Alaska	12%
Washington	12%
Texas	6%
Arizona	6%
Florida	5%
Colorado	3%
New York	2%
Pennsylvania	2%
Oregon	2%

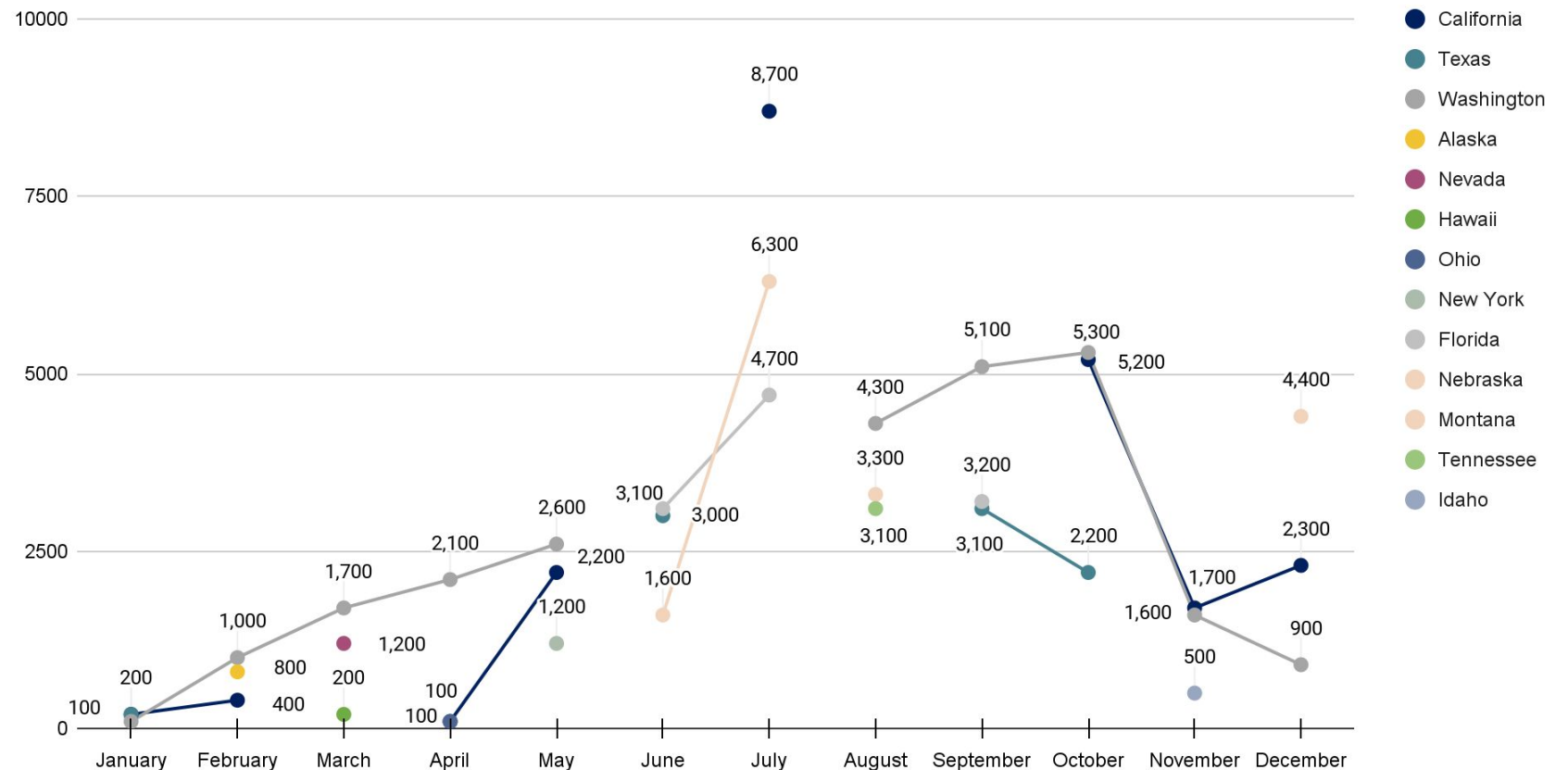
State	2023 Visitor %
California	17%
Washington	14%
Florida	11%
Texas	9%
Nebraska	6%
New York	4%
Montana	4%
Michigan	3%
Tennessee	3%
Oregon	3%

State Visitation

Top 3 States Travelling To Northern BC By Month

Appearing in the top 3 visiting states across 2023 was:

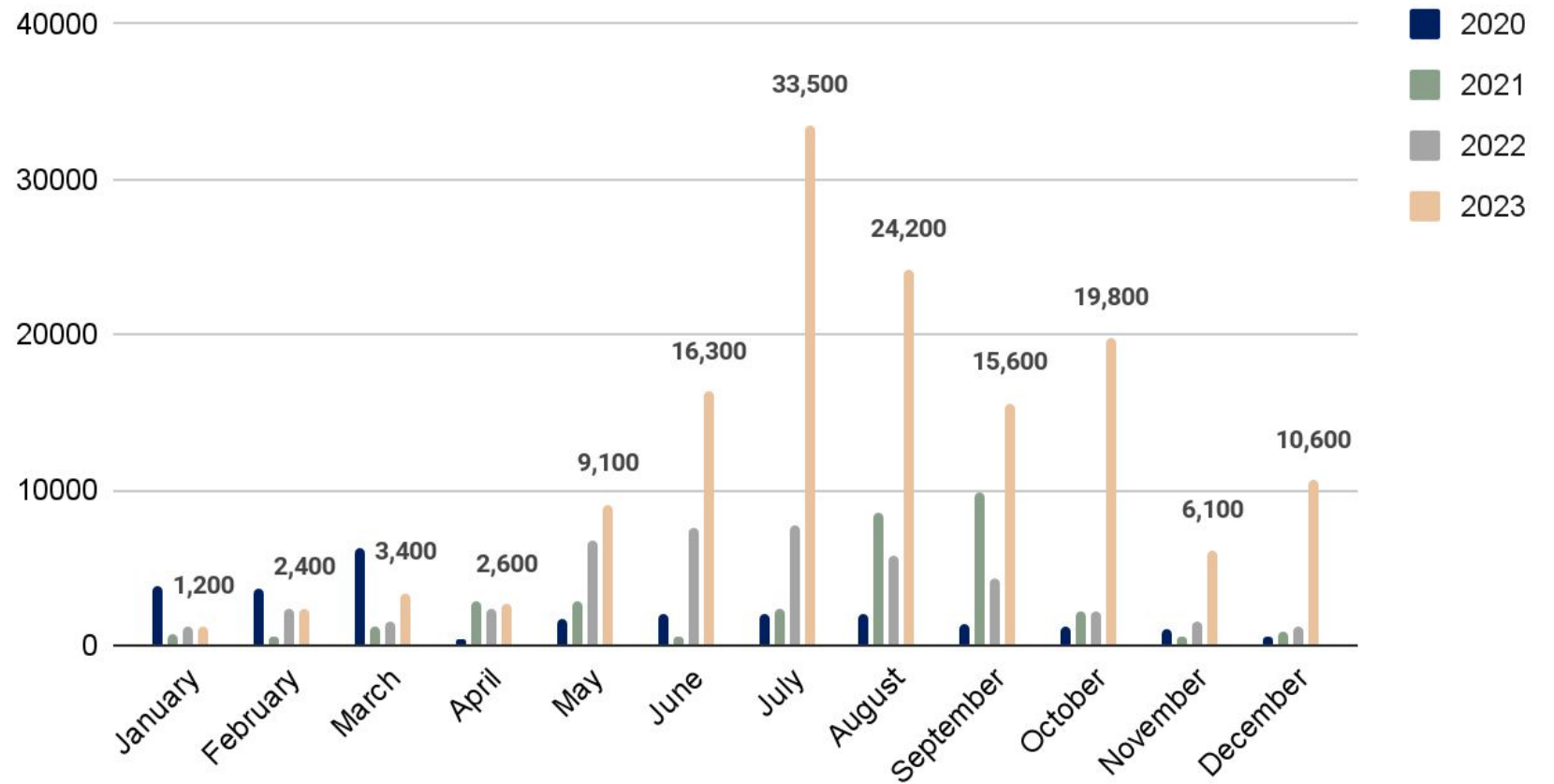
- California
- Texas
- Washington
- Alaska
- Nevada
- Hawaii
- Ohio
- New York
- Florida
- Nebraska
- Montana
- Tennessee
- Idaho



US Visitation

US Visitors Travelling To Northern BC By Month

- September 2023 saw a **267%** increase compared to 2022
- October 2023 saw a **825%** increase compared to 2022
- November 2023 saw a **300%** increase compared to 2022
- December 2023 saw a **776%** increase compared to 2022

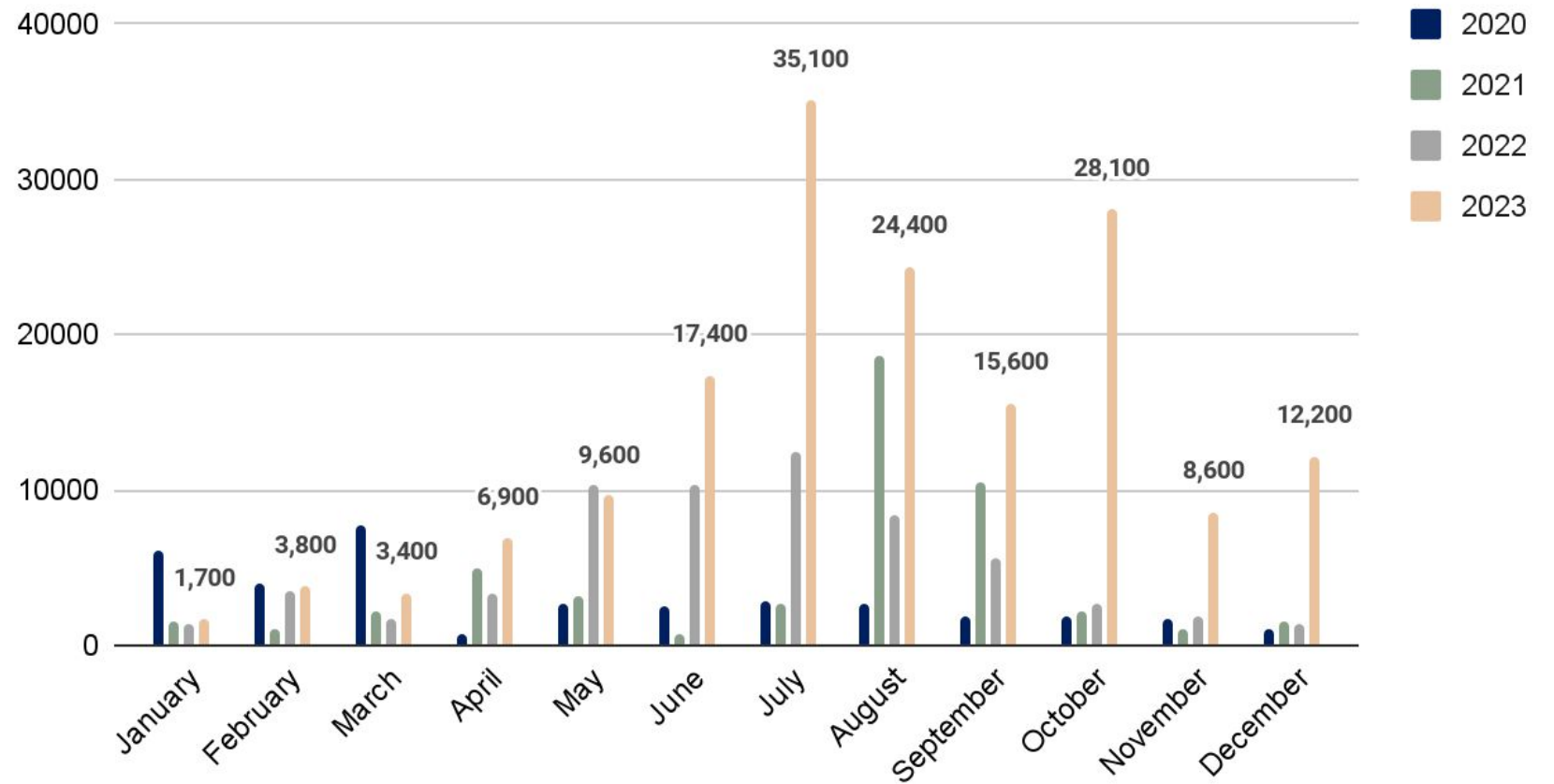


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

US Visitation

US Trips To Northern BC By Month

- September 2023 saw a **181%** increase compared to 2022
- October 2023 saw a **956%** increase compared to 2022
- November 2023 saw a **384%** increase compared to 2022
- December 2023 saw a **779%** increase compared to 2022

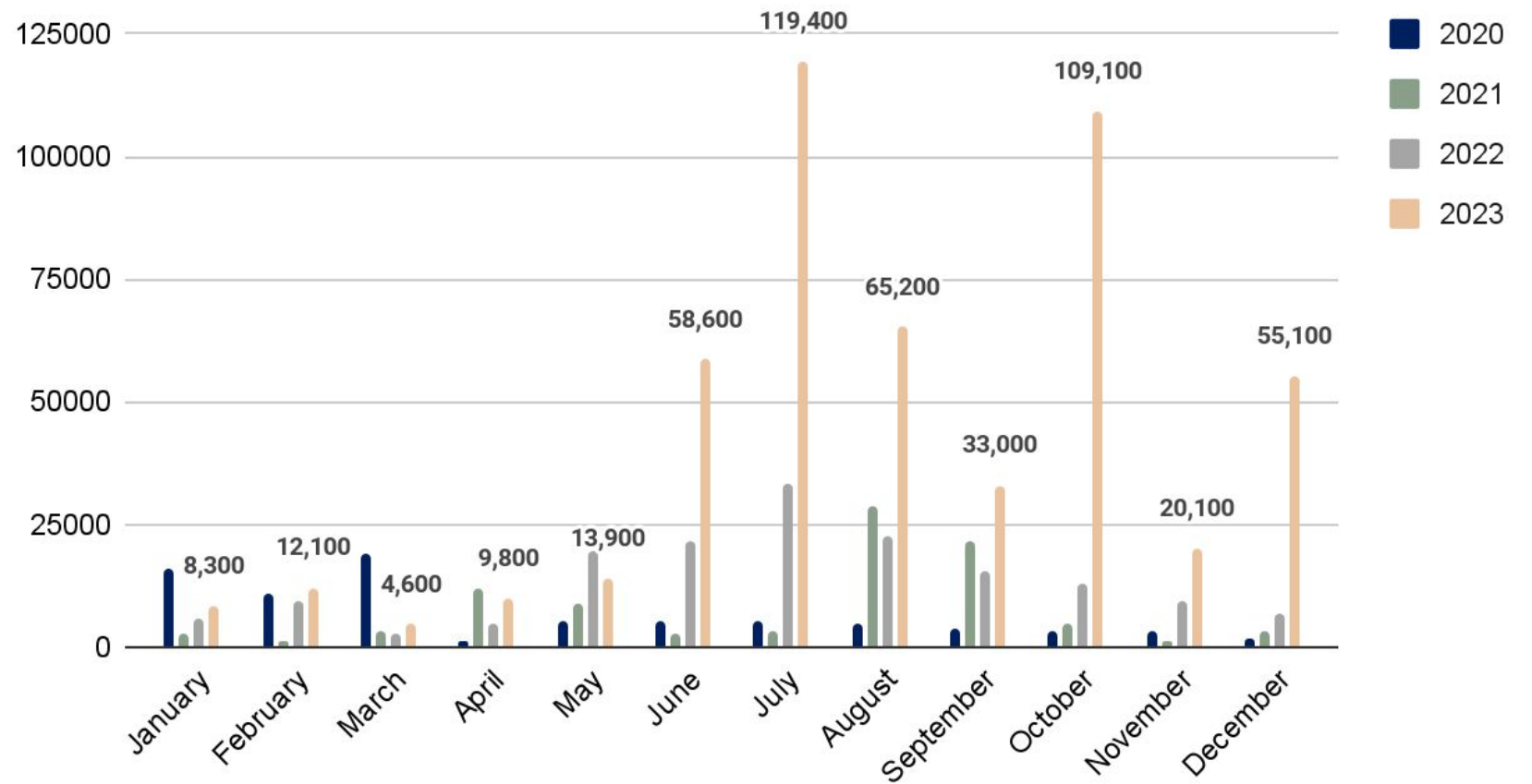


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

US Visitation

US Overnight Stays In Northern BC By Month

- September 2023 saw a **115%** increase compared to 2022
- October 2023 saw a **739%** increase compared to 2022
- November 2023 saw a **112%** increase compared to 2022
- December 2023 saw a **719%** increase compared to 2022



Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

USA Visitation

Number of Visitors To Northern BC By Origin City

City	2020 Visitor Count
Anchorage	2,600
Fairbanks North Star	1,500
Matanuska-Susitna	1,200
Kenai-Cook Inlet	700
Juneau	400
Tacoma	300
Seattle	300
Chicago	200
Everett	200
Lower Kuskokwim	200

City	2021 Visitor Count
Kenai-Cook Inlet	4,900
Anchorage	1,000
Fairbanks North Star	700
Matanuska-Susitna	600
Manhattan borough	200
Tacoma	200
Juneau	200
Everett	200
Santa Cruz	100
Ketchikan	100

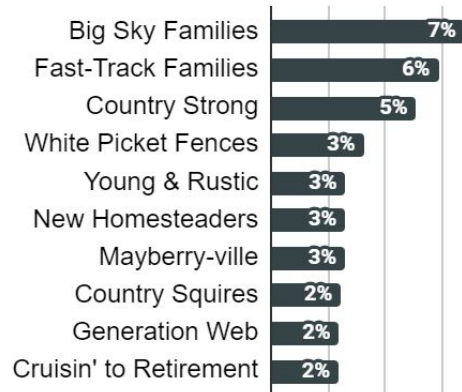
City	2022 Visitor Count
Anchorage	1,800
Fairbanks North Star	700
Phoenix	500
San Diego	500
Matanuska-Susitna	500
Seattle	400
Manhattan borough	400
Tacoma	400
Yuma	300
Las Vegas	300

City	2023 Visitor Count
Omaha	5,500
Gig Harbor Peninsula	4,700
Tacoma	3,500
Bozeman	2,200
San Fernando Valley	2,200
East San Gabriel Valley	1,800
San Diego	1,600
Puyallup	1,600
Las Vegas	1,300
Los Angeles	1,000

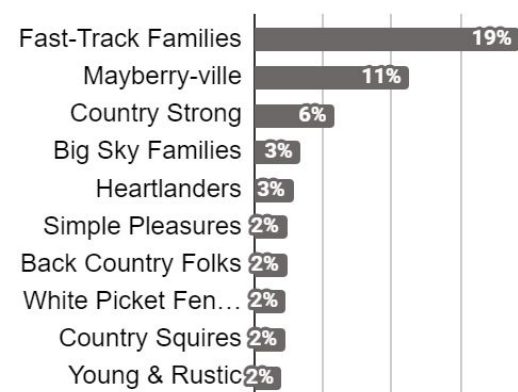
USA Market

US Visitation To Northern BC By PRIZM Segment & EQ Type

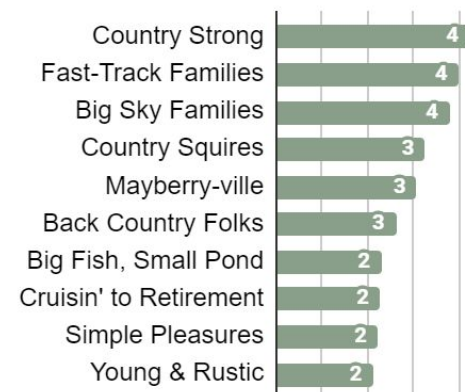
2020 US Visitors by PRIZM



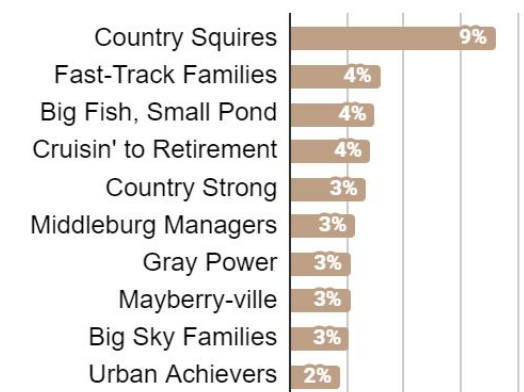
2021 US Visitors by PRIZM



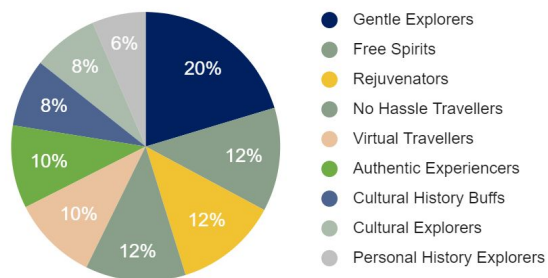
2022 US Visitors by PRIZM



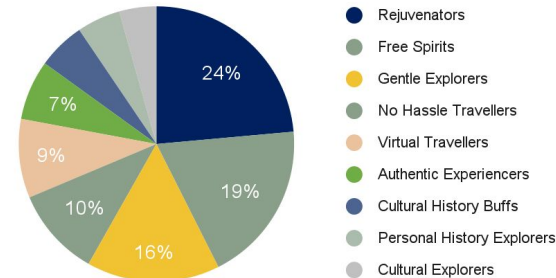
2022 US Visitors by PRIZM



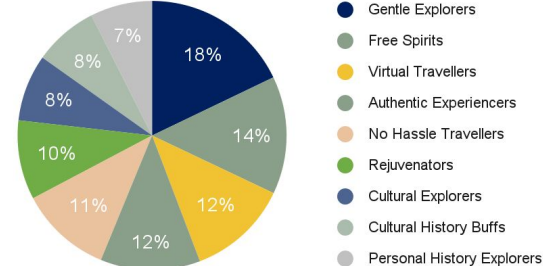
2020 US Visitors by EQ



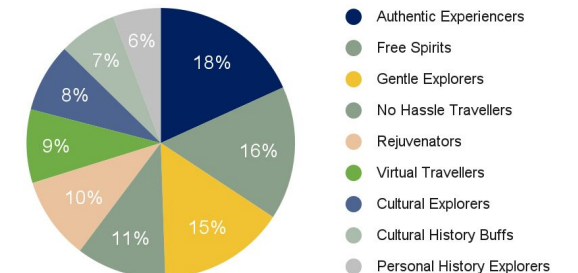
2021 US Visitors by EQ



2022 US Visitors by EQ



2022 US Visitors by EQ



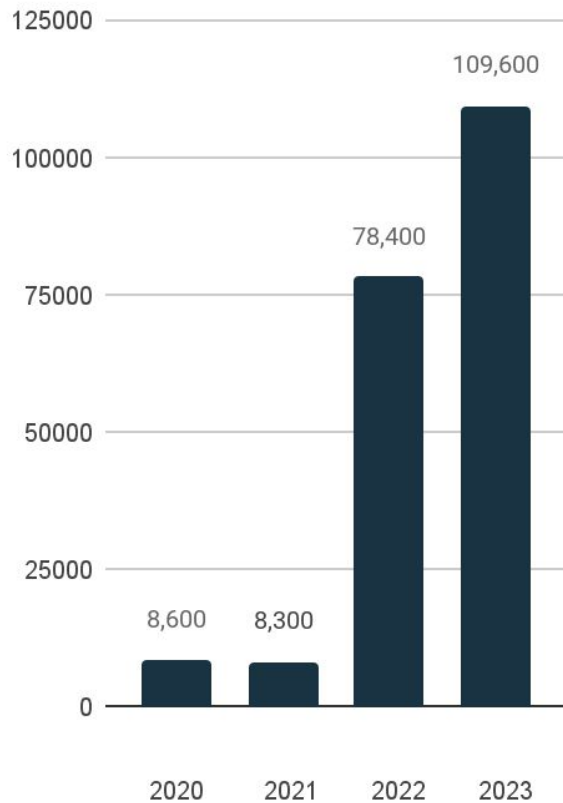


International Insights

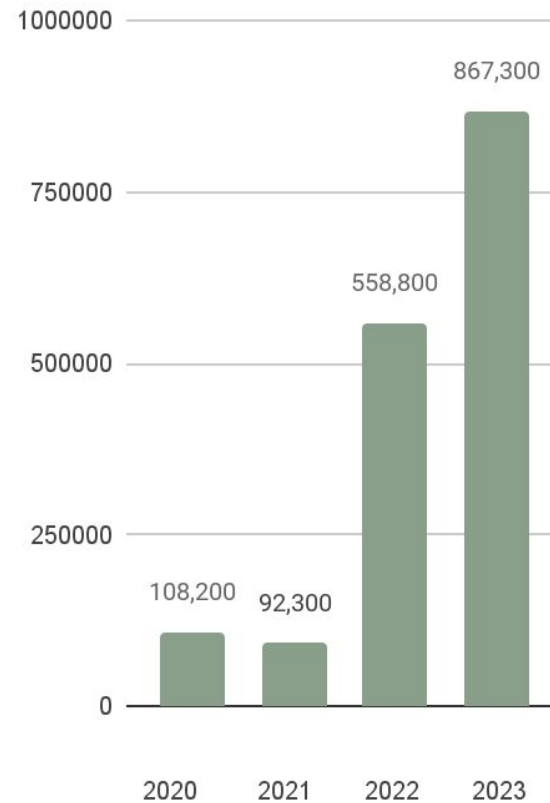
International Visitation

International Trips and Nights To Northern BC By Year

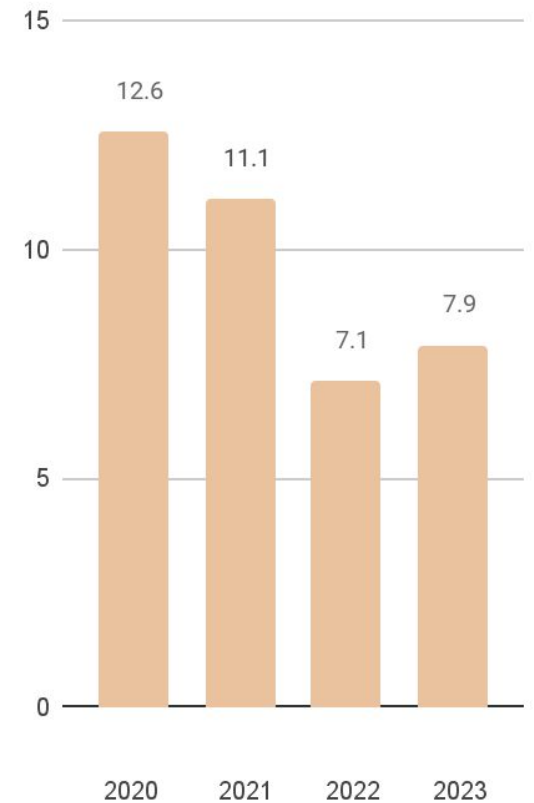
Number of International Trips to BC



Number of International Nights to BC



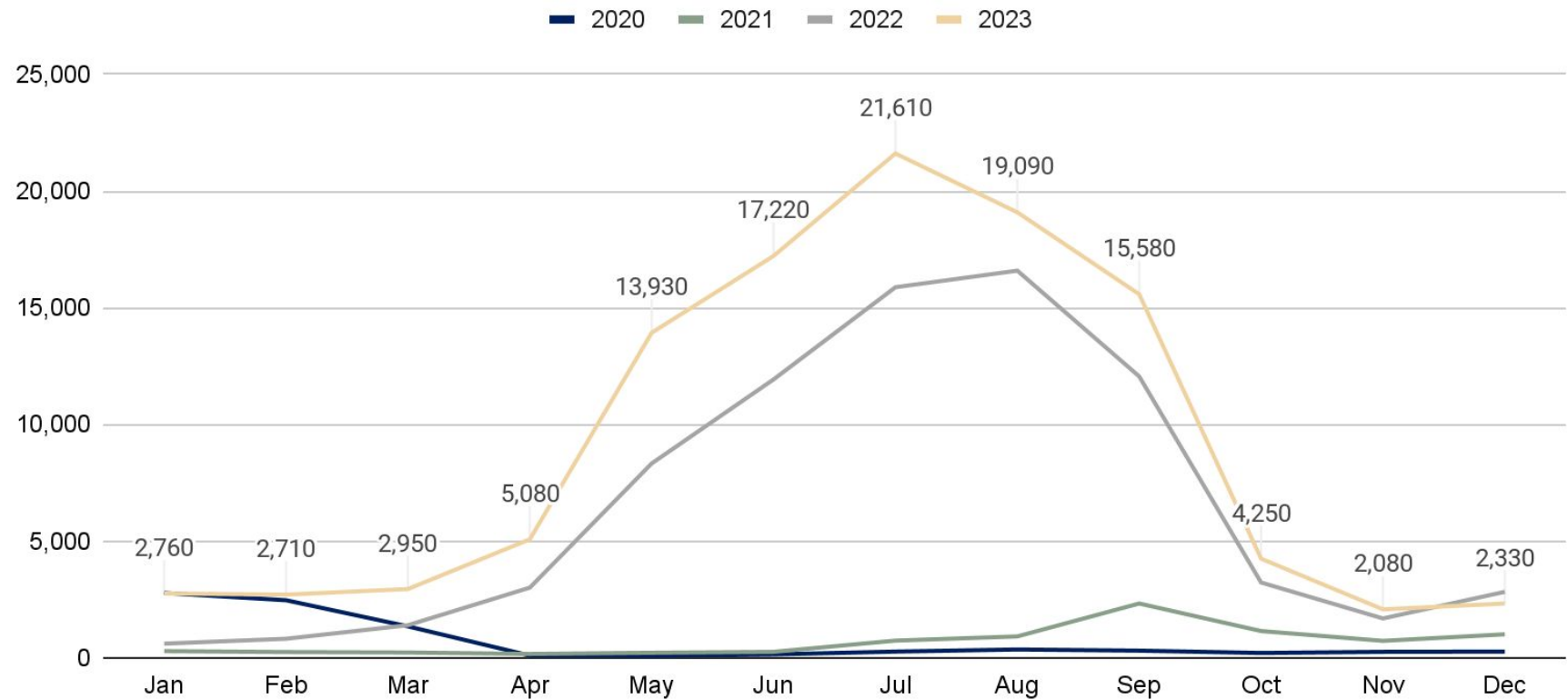
Average Length of Stay in BC



International Trips

International Trips Travelling To Northern BC By Month

- October 2023 saw a **269%** increase compared to 2021, a **31%** increase compared to 2022
- November 2023 saw a **186%** increase compared to 2021, a **23%** increase compared to 2022
- December 2023 saw a **131%** increase compared to 2021, a **18%** decrease compared to 2022



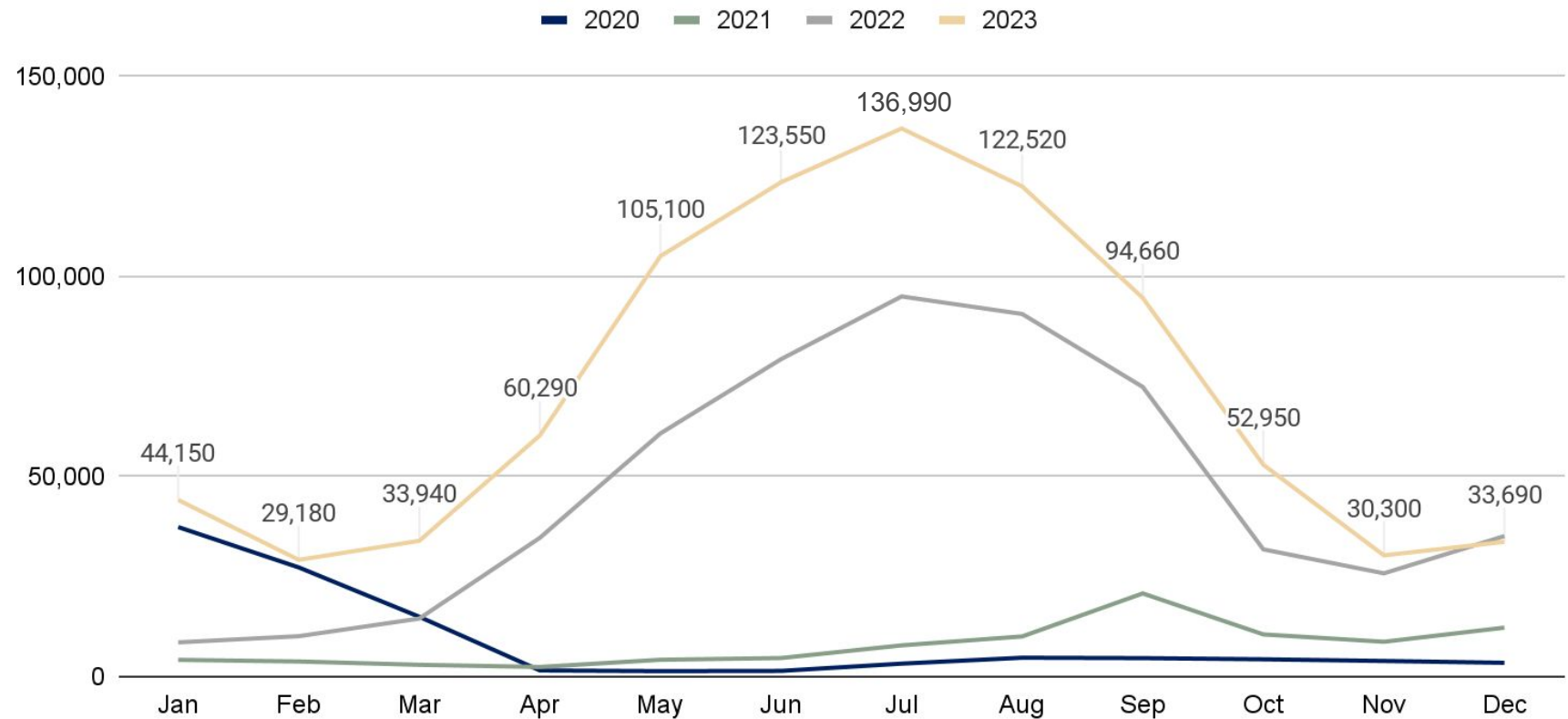
Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

*2023 from January to October (Year to Date)

International Nights

International Nights In Northern BC By Month

- October 2023 saw a **402%** increase compared to 2021, a **67%** increase compared to 2022
- November 2023 saw a **248%** increase compared to 2021, a **17%** increase compared to 2022
- December 2023 saw a **175%** increase compared to 2021, a **4%** decrease compared to 2022



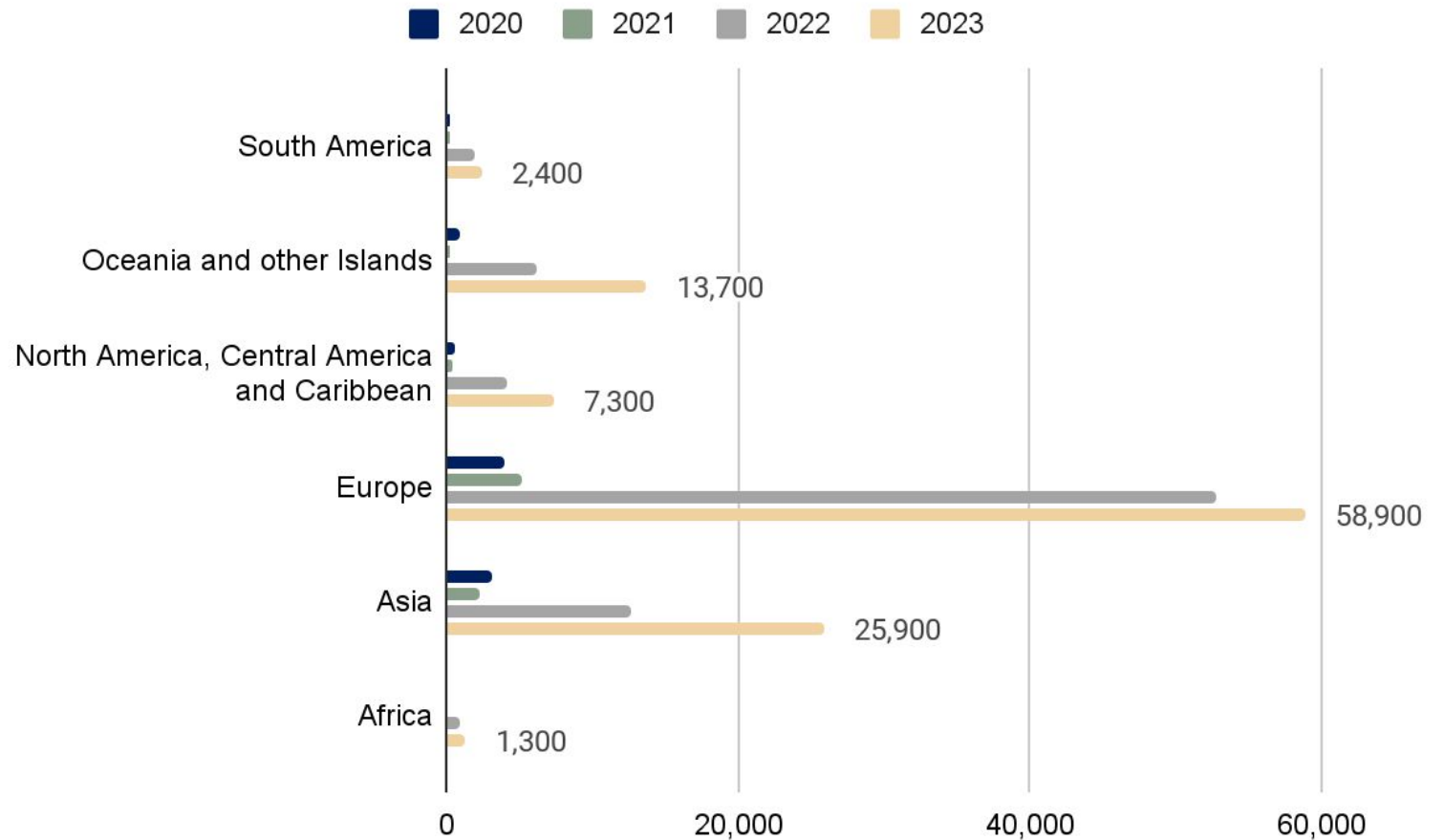
Note: "Nights" is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

*2023 from January to October (Year to Date)

Yearly International Trips by Region

Northern BC

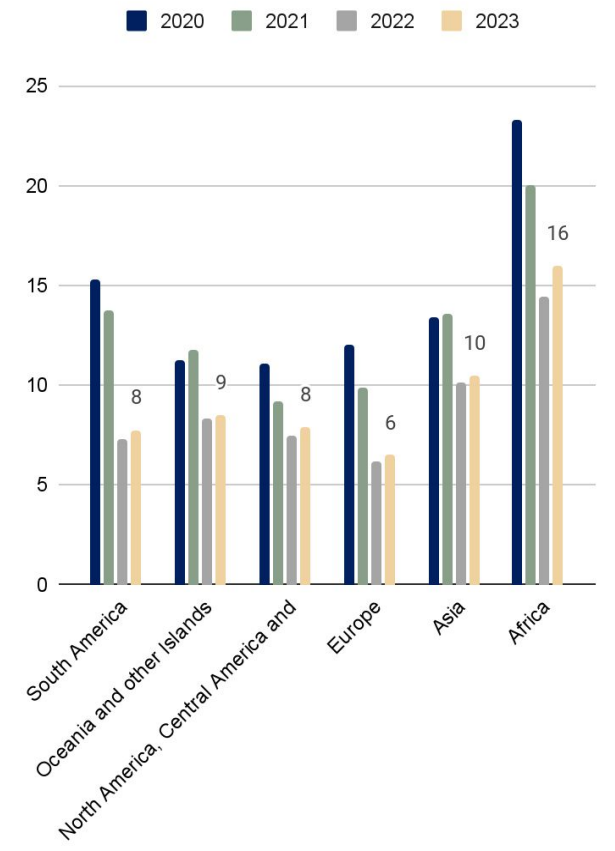
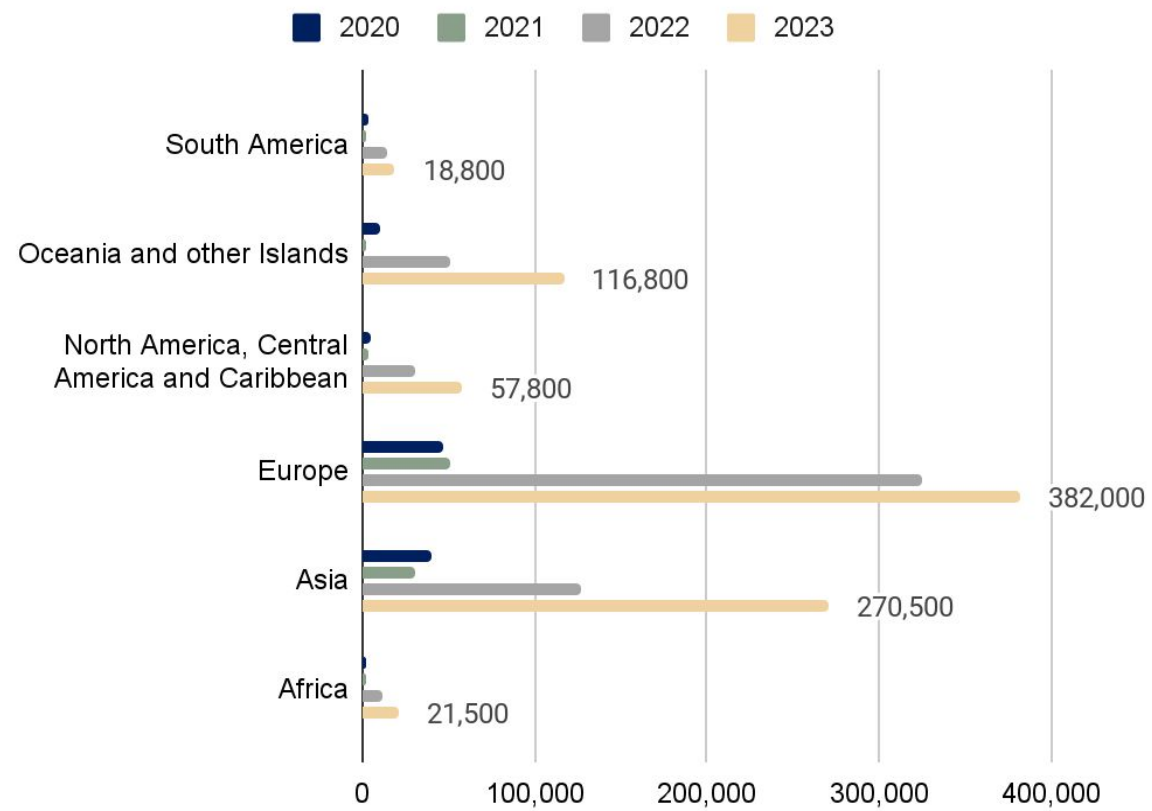
- South America saw an increase of **28%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **123%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **80%** in 2023 compared to 2022
- Europe saw an increase of **12%** in 2023 compared to 2022
- Asia saw an increase of **105%** in 2023 compared to 2022
- Africa saw an decrease of **66%** in 2023 compared to 2022



Yearly International Nights by Region

Northern BC

- South America saw an increase of **36%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **129%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **90%** in 2023 compared to 2022
- Europe saw an increase of **18%** in 2023 compared to 2022
- Asia saw a decrease of **112%** in 2023 compared to 2022
- Africa saw an increase of **85%** in 2023 compared to 2022



Average Nights by Trip

CONTACT US

2023 Year In
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