



bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES



NORTHERN BC
TOURISM ASSOCIATION

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2024

Northern BC Region – *Jan - May Update*

2024 DATA VINTAGE

Purpose

2023 Visitor
Highlights

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



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
- Visitor View Canada provides insights the tourism industry needs to understand, market and grow their business with Canadian travellers
- Visitor View 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
- Visitor View is based on anonymized, consent-based mobile location data. Monthly, quarterly and annual estimate data is available starting with January 2021 to allow for analysis of historical trends

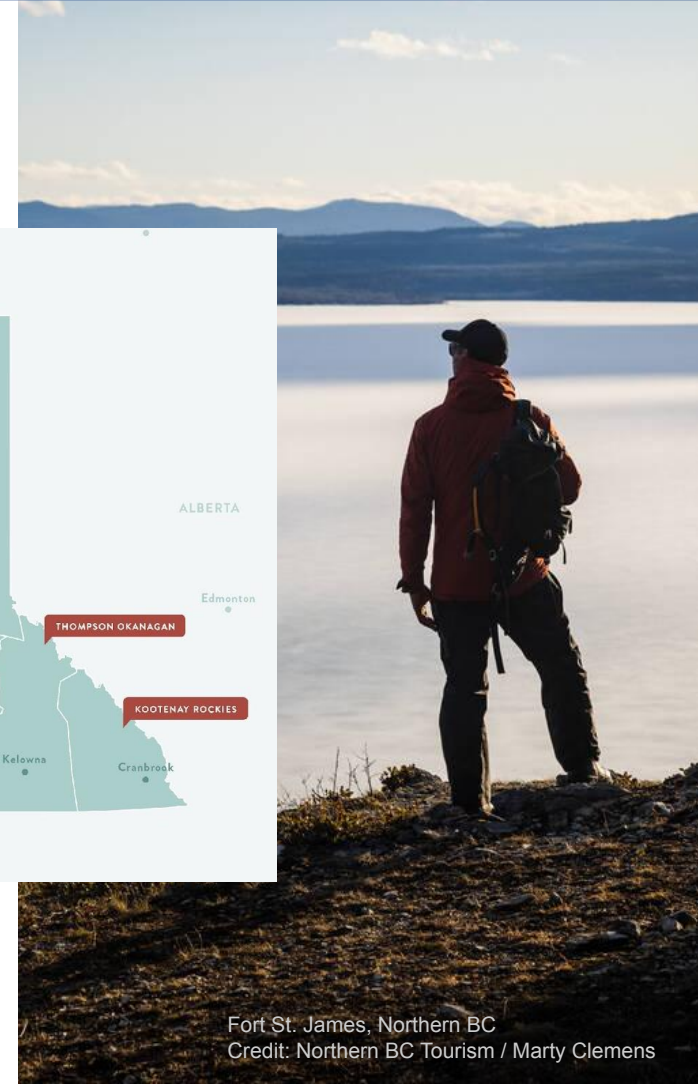
Methodology

- **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



- Visitor View can help you measure the effectiveness of your marketing strategies to Canadian Visitors, as well as understand the Canadian travel and tourism industry and the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces**, **territories**, and **tourism regions**
- Using Visitor View, we can compare the number of visitors and their travel patterns in 2021, 2022, 2023 and 2024
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and the path to recovery
- Visitor View also allows us to identify the best regions and neighbourhoods in 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

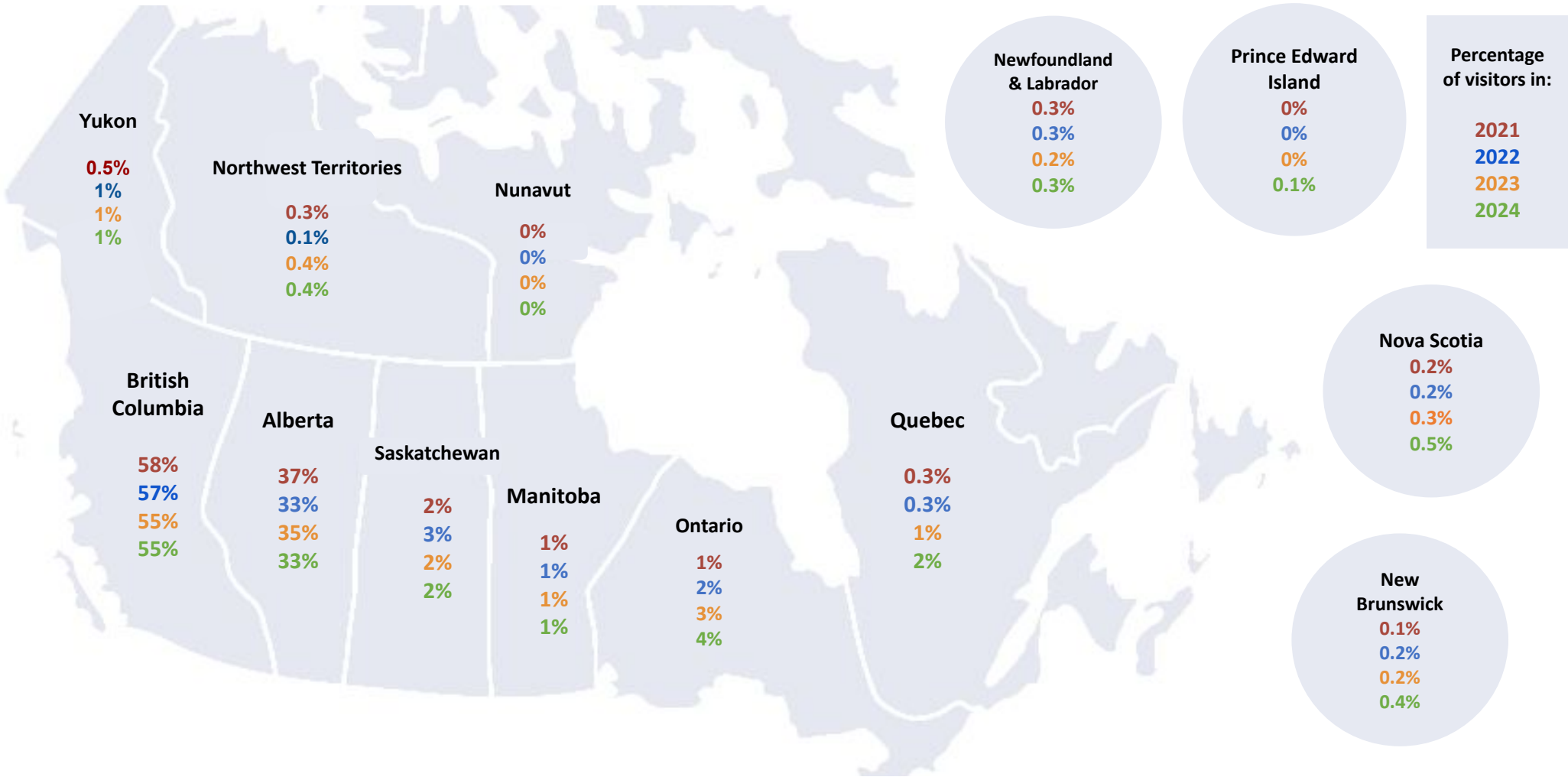
During Q1 2021 Northern BC saw an average of **184,800** Domestic Visitors. During Q1 2022 the region saw **264,200** Domestic Visitors, in Q1 2023, **377,600** Domestic Visitors and in Q1 2024, **244,600** Domestic Visitors.

- **Increase** of **32%** 2024 compared to 2021

- **Decrease** of **-7%** 2024 compared to 2022

- **Decrease** of **-35%** 2024 compared to 2023

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

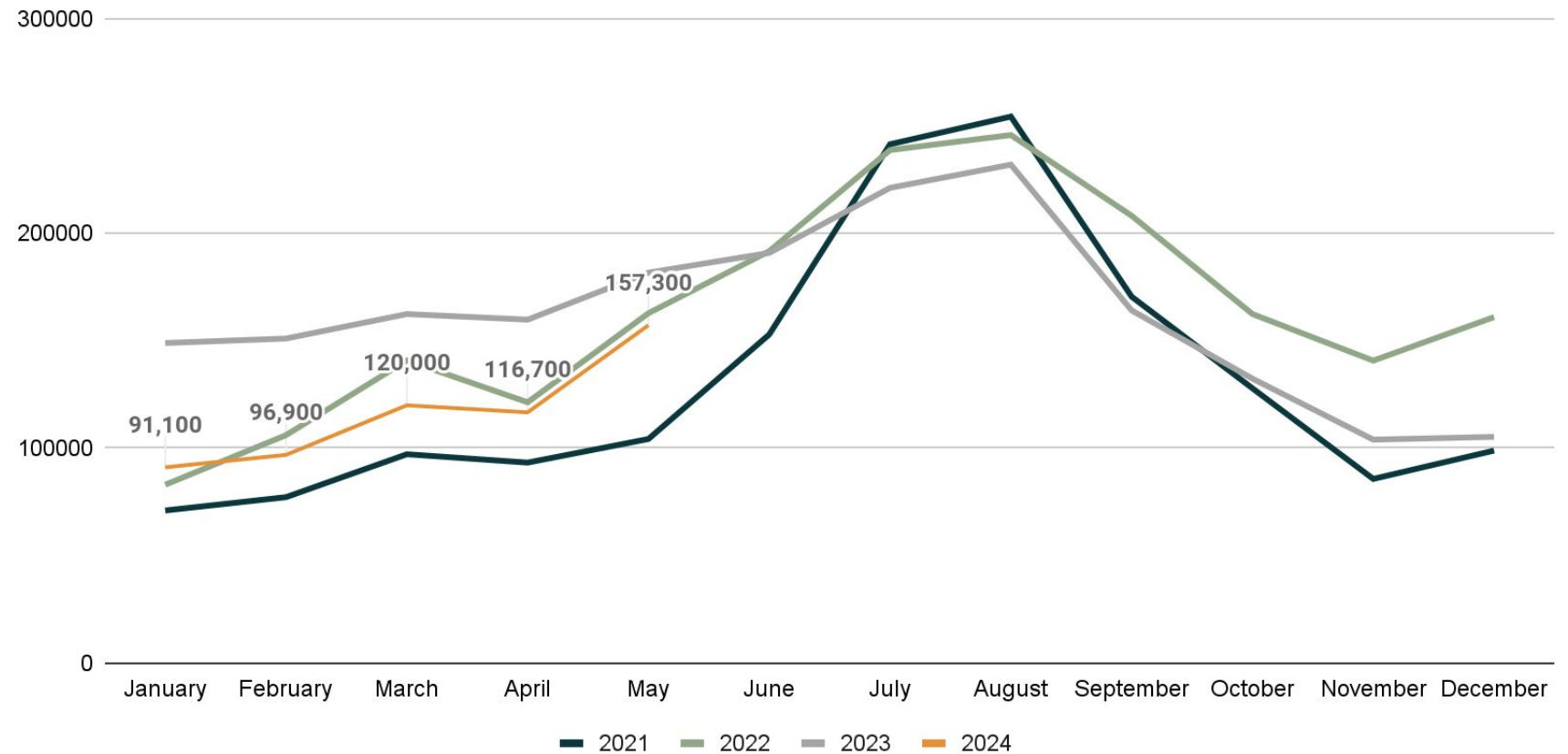
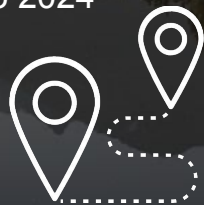
2024 Visitor
Highlights



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- February 2024 saw a **26%** increase compared to 2022, a **-9%** decrease compared to 2023 and a **-36%** decrease compared to 2024
- March 2024 saw a **24%** increase compared to 2022, a **-15%** decrease compared to 2023 and a **-26%** decrease compared to 2024
- April 2024 saw a **25%** increase compared to 2022, a **-4%** decrease compared to 2023 and a **-27%** decrease compared to 2024
- May 2024 saw a **51%** increase compared to 2022, a **-3%** decrease compared to 2023 and a **-14%** decrease compared to 2024



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

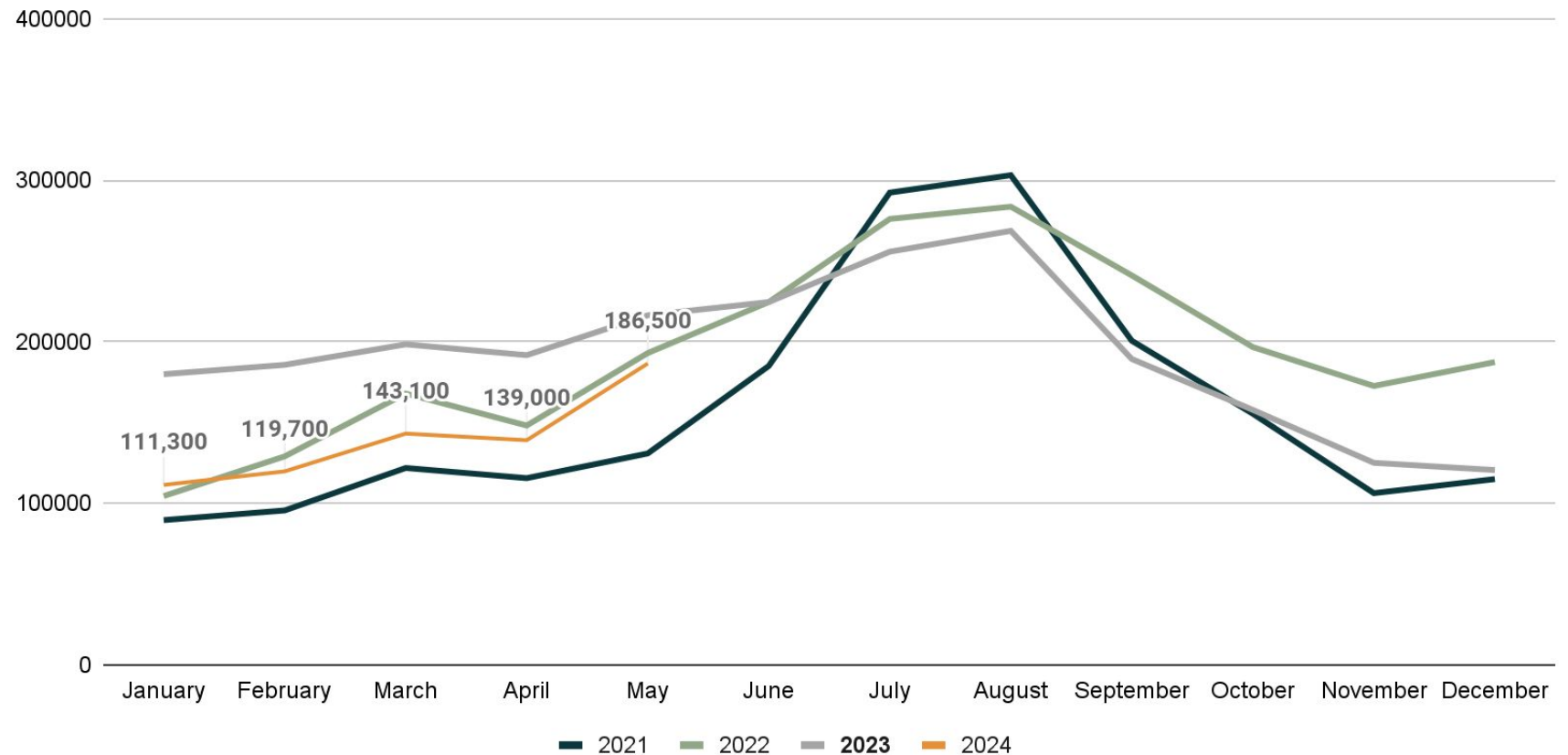
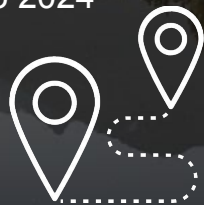
2024 Visitor
Highlights



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- February 2024 saw a **25%** increase compared to 2022, a **-7%** decrease compared to 2023 and a **-36%** decrease compared to 2024
- March 2024 saw a **17%** increase compared to 2022, a **-15%** decrease compared to 2023 and a **-28%** decrease compared to 2024
- April 2024 saw a **20%** increase compared to 2022, a **-6%** decrease compared to 2023 and a **-28%** decrease compared to 2024
- May 2024 saw a **43%** increase compared to 2022, a **-3%** decrease compared to 2023 and a **-14%** decrease compared to 2024



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

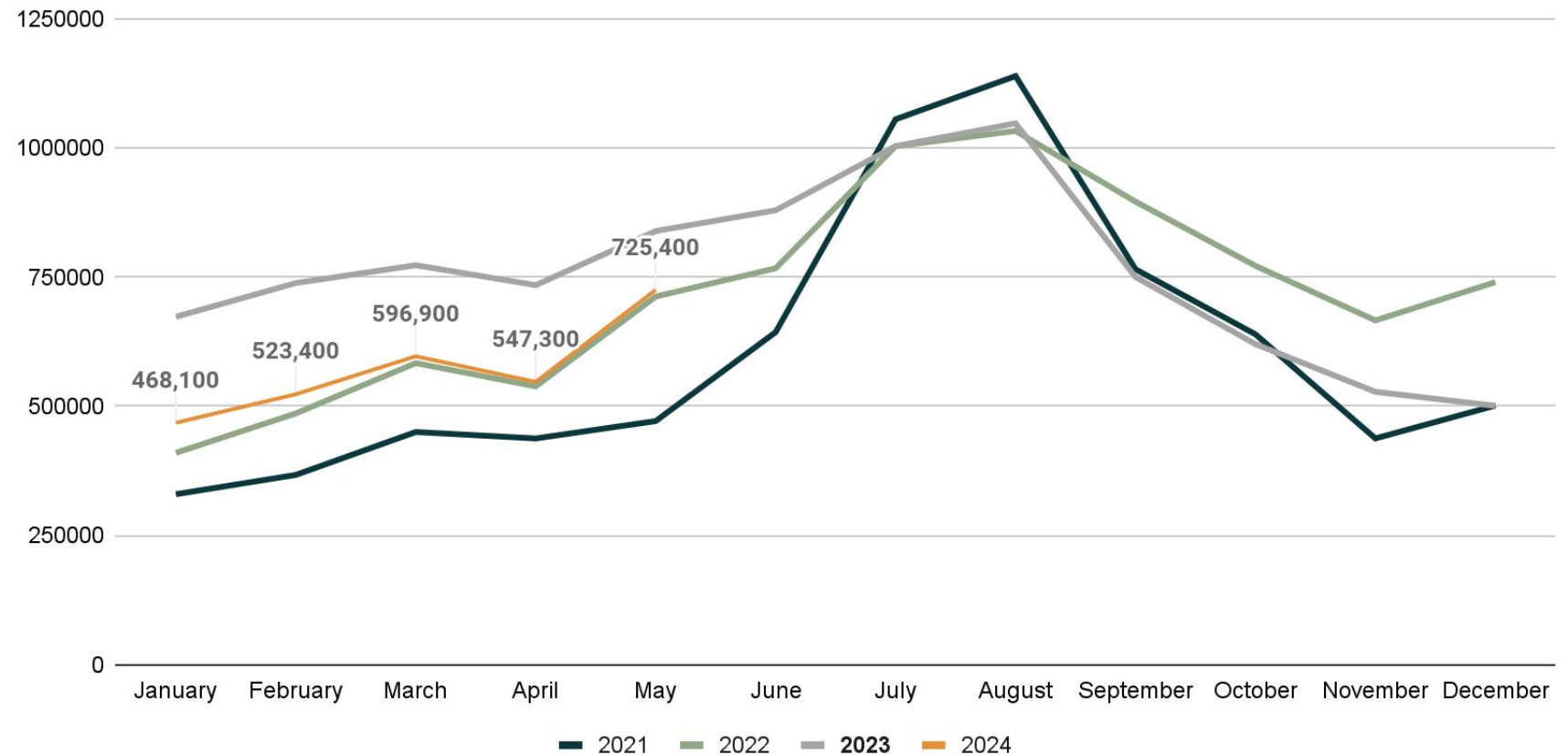
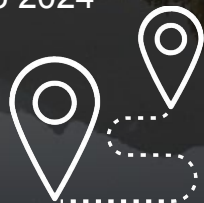
2024 Visitor
Highlights



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- February 2024 saw a **43%** increase compared to 2022, a **8%** increase compared to 2023 and a **-29%** decrease compared to 2024
- March 2024 saw a **33%** increase compared to 2022, a **2%** increase compared to 2023 and a **-23%** decrease compared to 2024
- April 2024 saw a **25%** increase compared to 2022, a **2%** increase compared to 2023 and a **-25%** decrease compared to 2024
- May 2024 saw a **54%** increase compared to 2022, a **2%** increase compared to 2023 and a **-14%** decrease compared to 2024



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

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

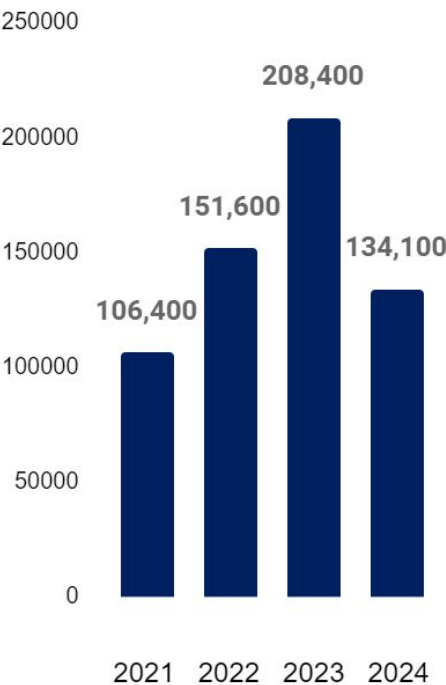
2024 Visitor
Highlights



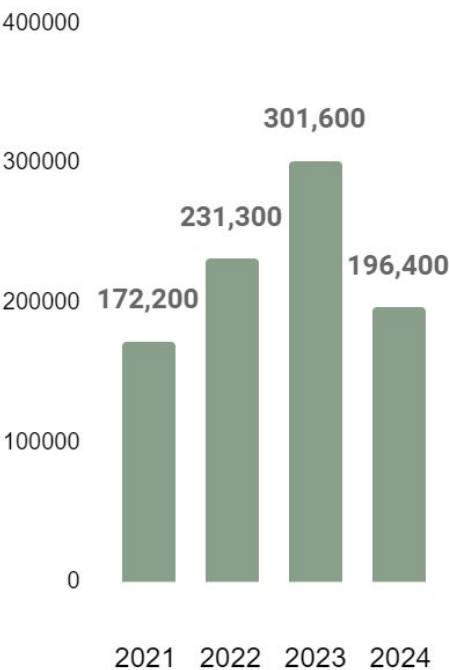
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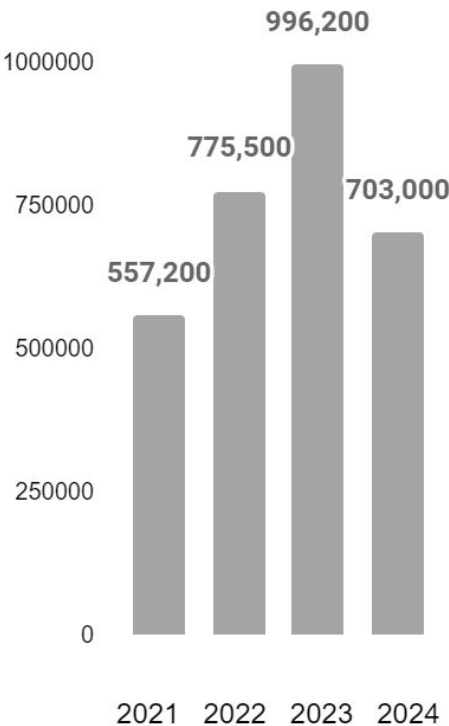
Number of Visitors to Northern BC
from BC in Q1



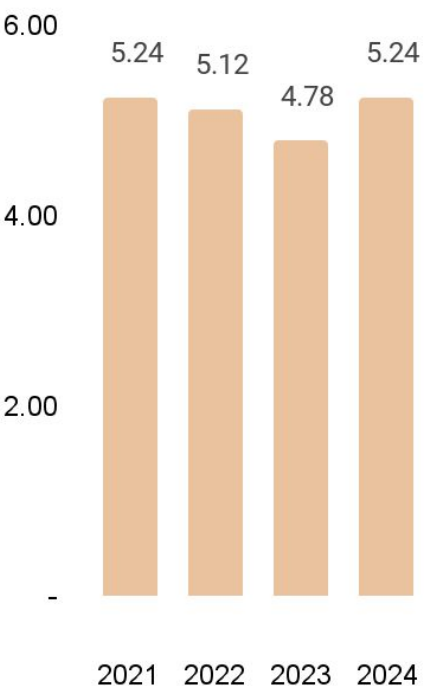
Number of Trips to Northern BC
from BC in Q1



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

BC Visitors To Northern BC By Quarter – Q1

Number of Visitors To Northern BC By Origin City

City	2021 Visitor Count
Prince George	7,600
Surrey	4,900
Fort St. John	4,400
Vancouver	3,500
Abbotsford	3,100
Terrace	2,800
Kamloops	2,600
Prince Rupert	2,600
Dawson Creek	2,400
Kitimat	1,900

City	2022 Visitor Count
Prince George	10,000
Surrey	8,800
Vancouver	8,000
Fort St. John	5,100
Kamloops	3,900
Prince Rupert	3,900
Abbotsford	3,700
Terrace	3,600
Kelowna	3,500
Burnaby	2,900

City	2023 Visitor Count
Surrey	16,500
Vancouver	15,300
Prince George	11,400
Fort St. John	6,300
Kamloops	5,500
Abbotsford	5,500
Burnaby	5,300
Kelowna	4,700
Richmond	4,500
Prince Rupert	3,900

City	2024 Visitor Count
Vancouver	8,000
Prince George	7,800
Surrey	7,800
Fort St. John	4,000
Terrace	3,300
Kelowna	3,300
Abbotsford	3,300
Prince Rupert	3,200
Kamloops	3,200
Burnaby	2,400

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

British Columbian Visitation

BC Visitors Travelling To Northern BC By Month

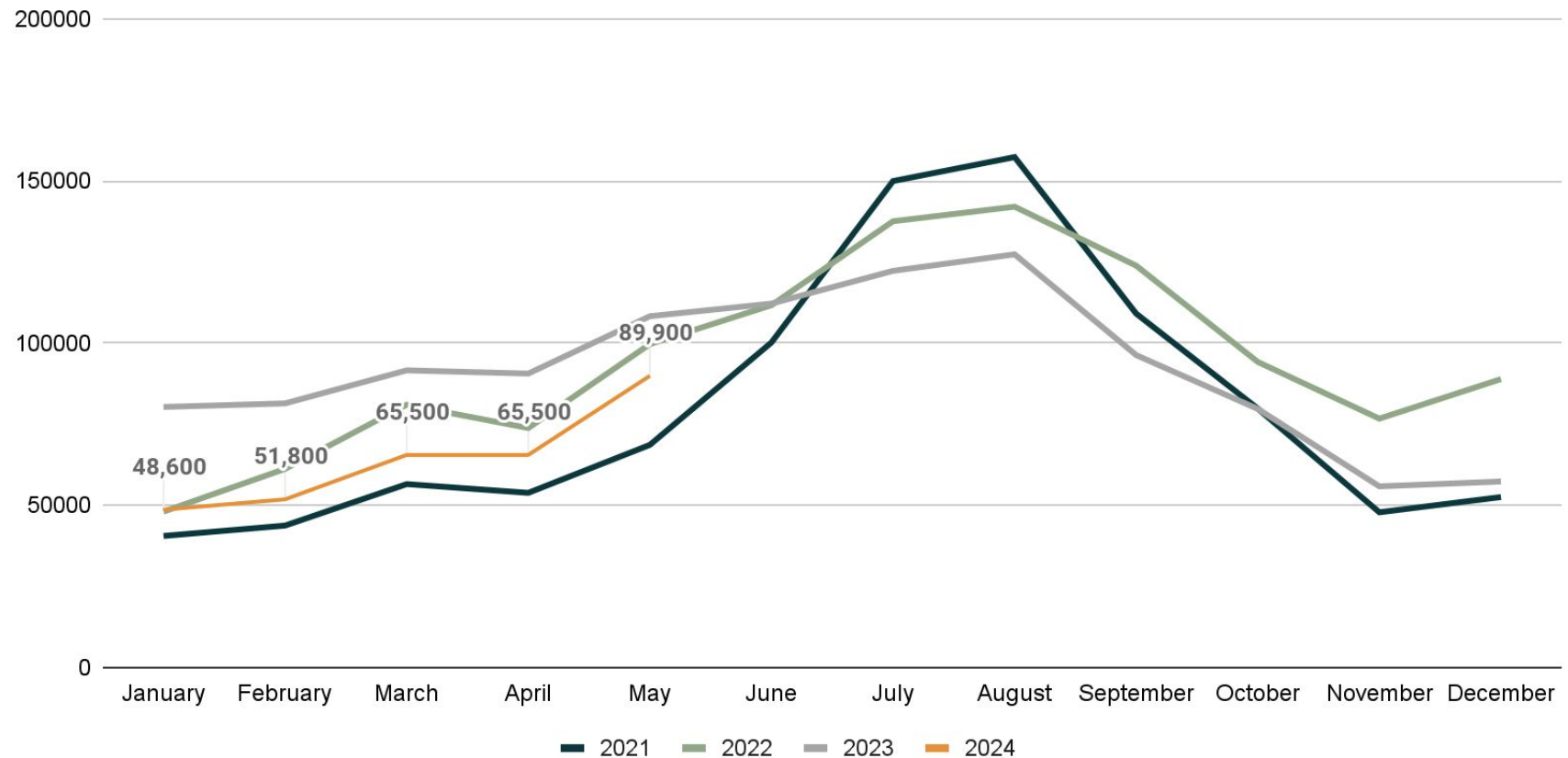
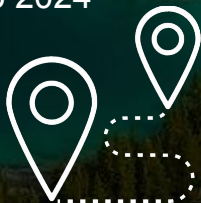
2024 Visitor
Highlights



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- February 2024 saw a **19%** increase compared to 2022, a **-15%** decrease compared to 2023 and a **-36%** decrease compared to 2024
- March 2024 saw a **16%** increase compared to 2022, a **-19%** decrease compared to 2023 and a **-29%** decrease compared to 2024
- April 2024 saw a **22%** increase compared to 2022, a **-11%** increase compared to 2023 and a **-28%** decrease compared to 2024
- May 2024 saw a **31%** increase compared to 2022, a **-10%** increase compared to 2023 and a **-17%** decrease compared to 2024



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

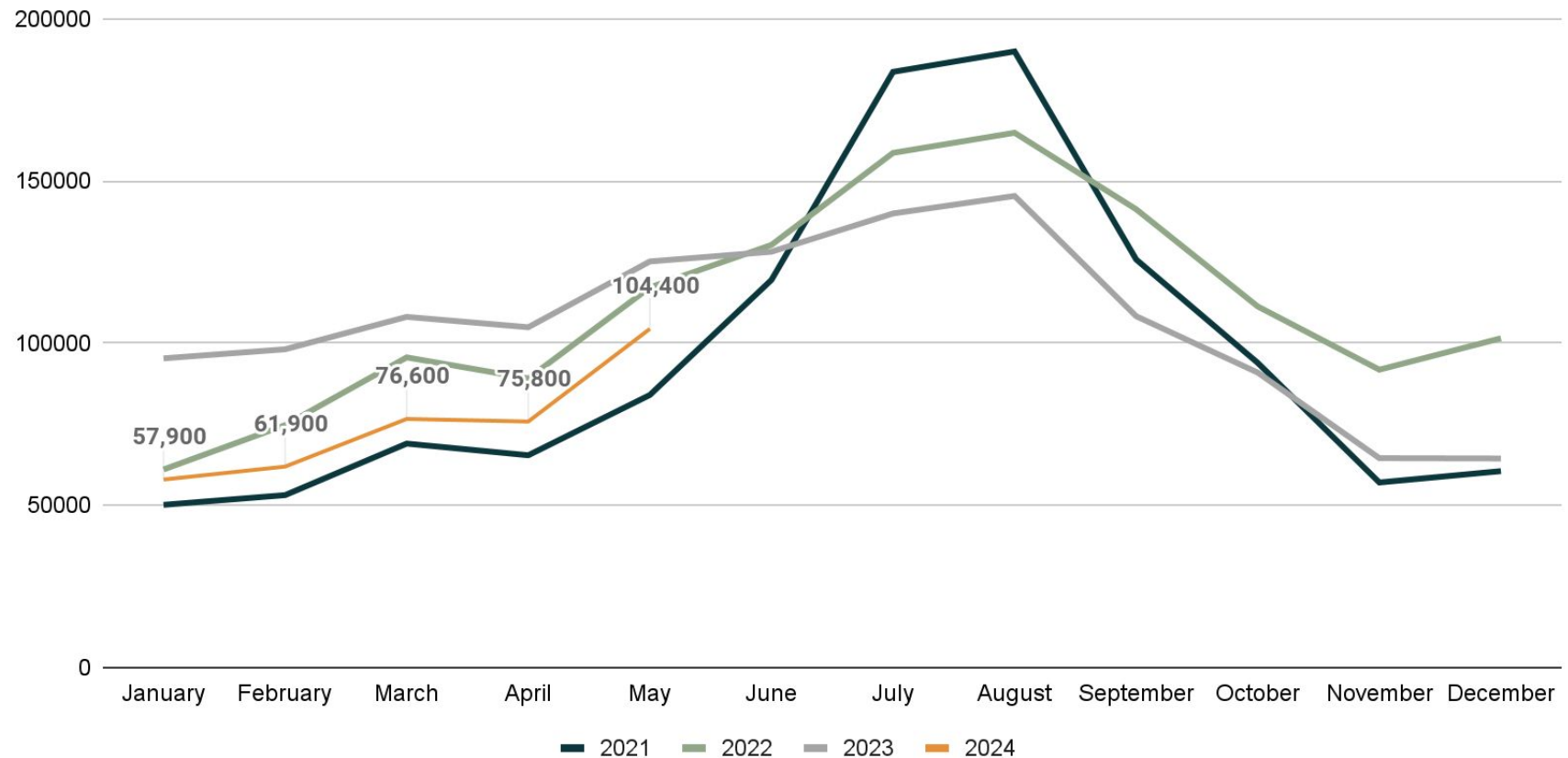
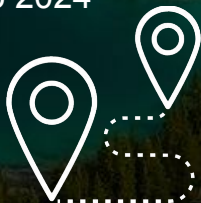
2024 Visitor
Highlights



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- February 2024 saw a **17%** increase compared to 2022, a **-17%** decrease compared to 2023 and a **-37%** decrease compared to 2024
- March 2024 saw a **11%** increase compared to 2022, a **-20%** decrease compared to 2023 and a **-29%** decrease compared to 2024
- April 2024 saw a **16%** increase compared to 2022, a **-15%** decrease compared to 2023 and a **-28%** decrease compared to 2024
- May 2024 saw a **24%** increase compared to 2022, a **-11%** increase compared to 2023 and a **-17%** decrease compared to 2024



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

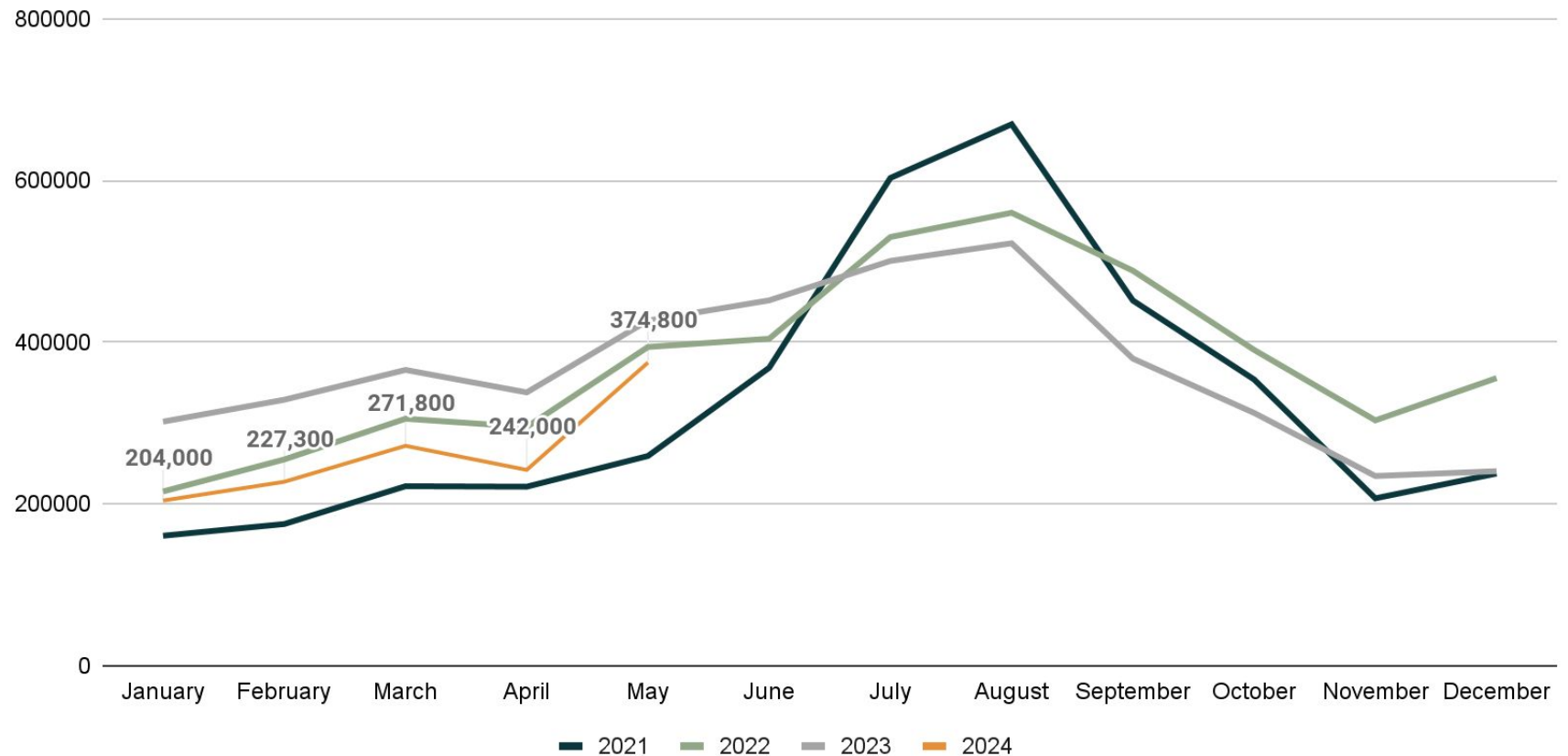
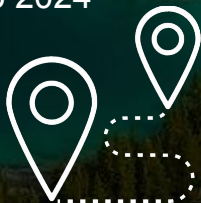
2024 Visitor
Highlights



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- February 2024 saw a **30%** increase compared to 2022, a **-11%** decrease compared to 2023 and a **-31%** decrease compared to 2024
- March 2024 saw a **23%** increase compared to 2022, a **-11%** decrease compared to 2023 and a **-26%** decrease compared to 2024
- April 2024 saw a **9%** increase compared to 2022, a **-18%** decrease compared to 2023 and a **-28%** decrease compared to 2024
- May 2024 saw a **45%** increase compared to 2022, a **-5%** increase compared to 2023 and a **-12%** decrease compared to 2024



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

January 2024 Canada/British Columbia Regional Visitation

Northern BC

2024 Visitor Highlights



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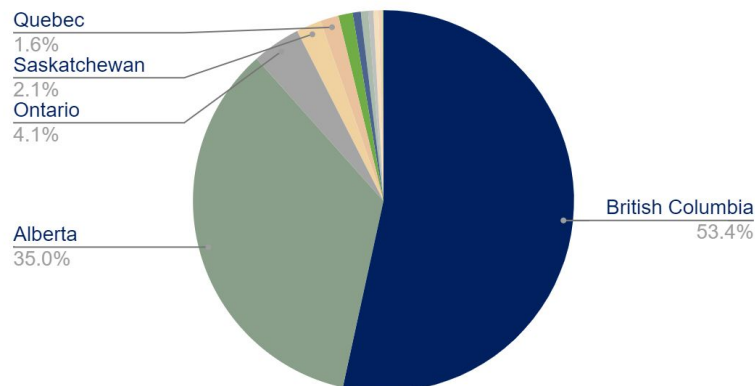
bcrts

Overview

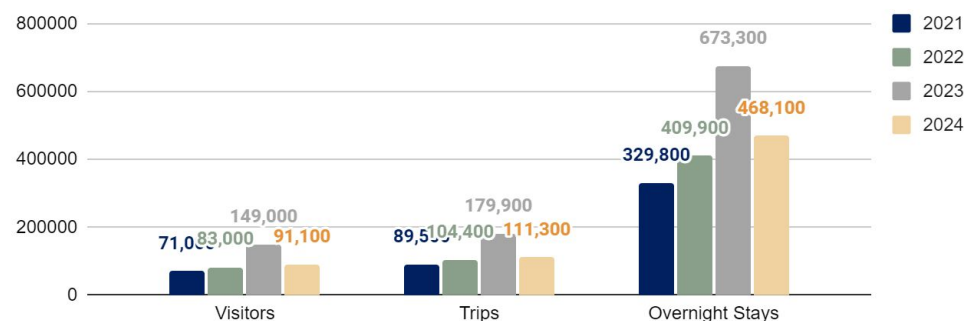
The number of visitors to British Columbia from Canadian travelers increased by **28%** when comparing January 2024 to January 2021.

Visitors increased by **10%** when compared to January 2022, and decreased by **-39%** when compared to January 2023.

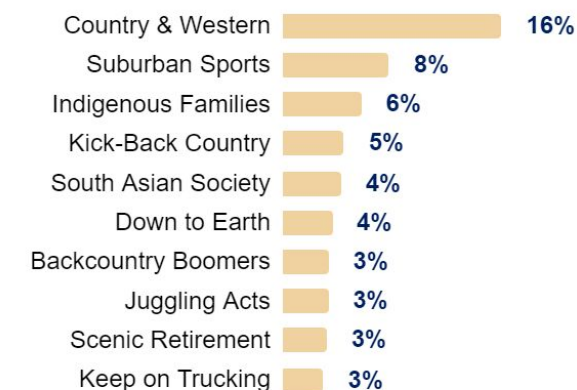
Percentage of Visitors to Northern BC by Province January 2024



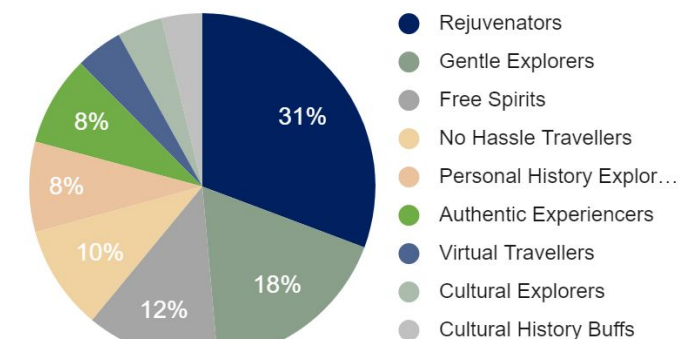
Canadian Visitors to Northern BC January 2021-2024



January 2024 BC Visitors by PRIZM Segment



January 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2023.

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 2024 Canada/British Columbia Regional Visitation

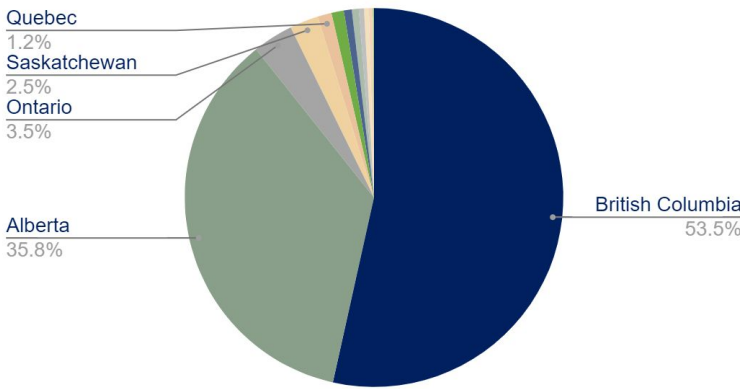
Northern BC

Overview

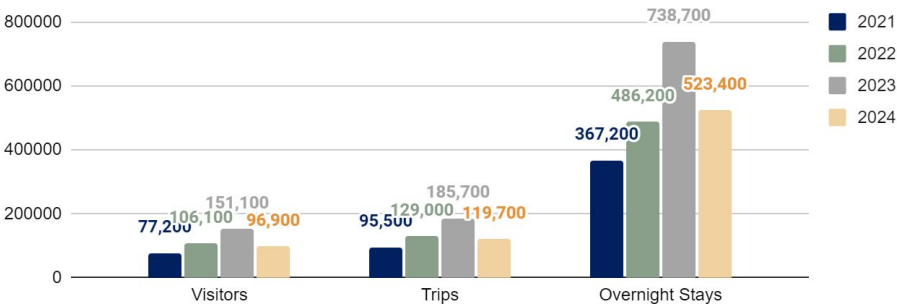
The number of visitors to British Columbia from Canadian travelers increased by **26%** when comparing February 2024 to February 2021.

Visitors decreased by **-9%** when compared to February 2022, and decreased by **-36%** when compared to February 2023.

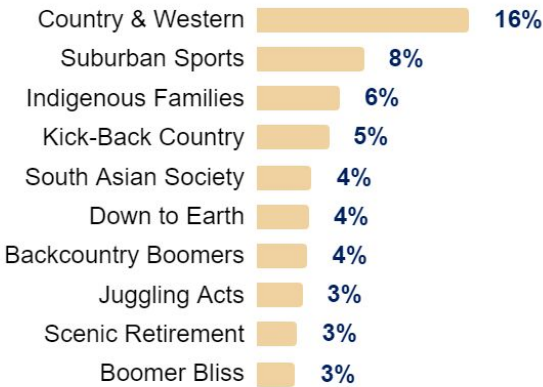
Percentage of Visitors to Northern BC
by Province February 2024



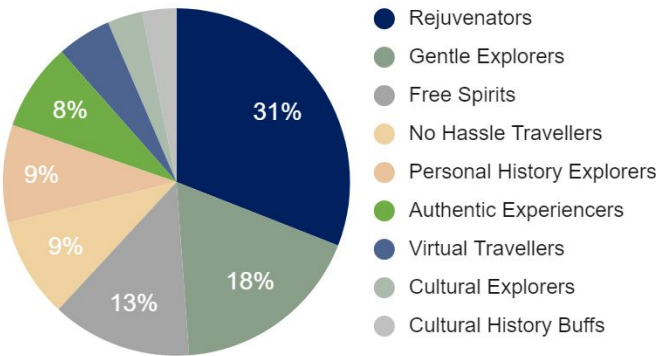
Canadian Visitors to Northern BC
February 2021-2024



February 2024 BC Visitors by PRIZM Segment



February 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2023.

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 2024 Canada/British Columbia Regional Visitation



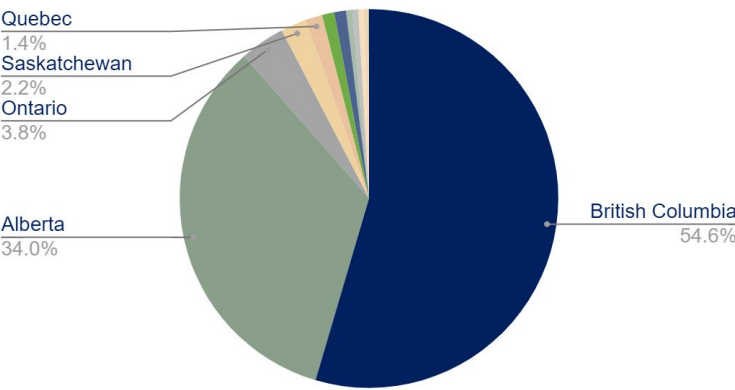
Northern BC

Overview

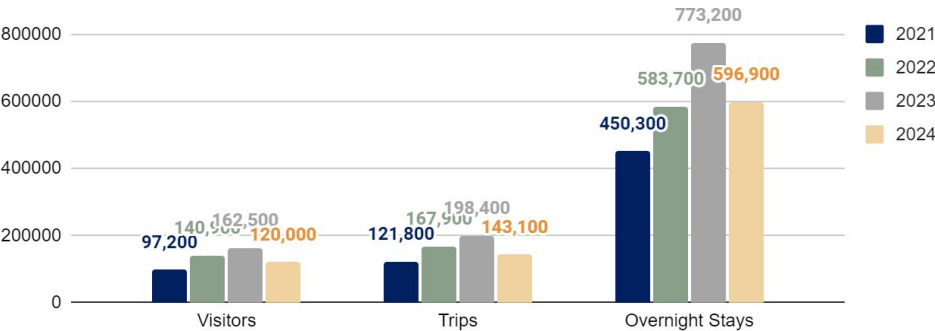
The number of visitors to British Columbia from Canadian travelers increased by **24%** when comparing March 2024 to March 2021.

Visitors decreased by **-15%** when compared to March 2022, and decreased by **-26%** when compared to March 2023.

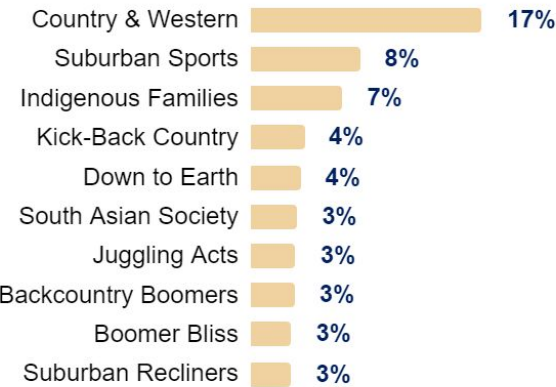
Percentage of Visitors to Northern BC by Province March 2024



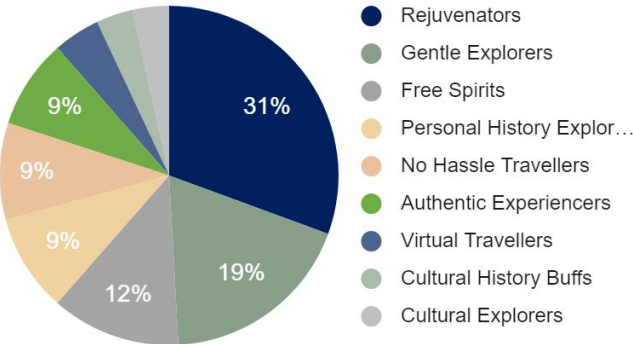
Canadian Visitors to Northern BC March 2021-2024



March 2024 BC Visitors by PRIZM Segment



March 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March in previous years to March 2023.

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 2024 Canada/British Columbia Regional Visitation

2024 Visitor
Highlights



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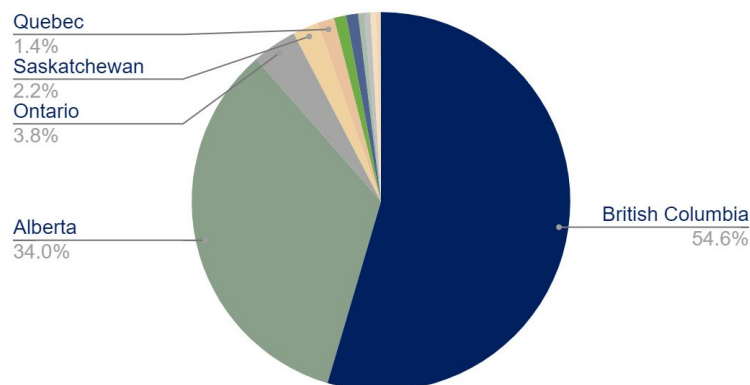
Northern BC

Overview

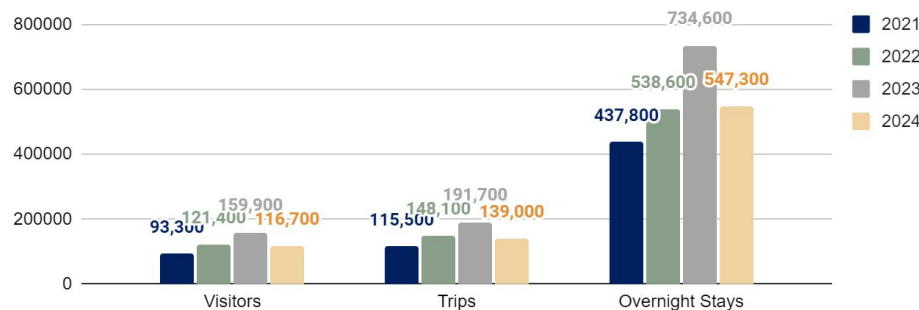
The number of visitors to British Columbia from Canadian travelers increased by **25%** when comparing April 2024 to April 2021.

Visitors decreased by **-4%** when compared to April 2022, and decreased by **-27%** when compared to April 2023.

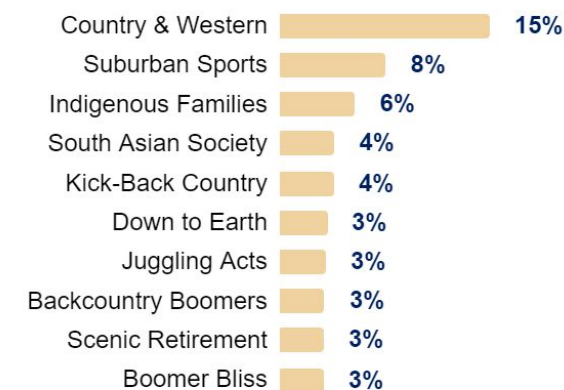
Percentage of Visitors to Northern BC
by Province April 2024



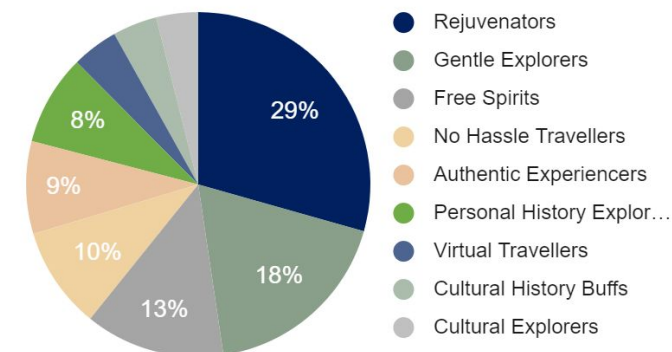
Canadian Visitors to Northern BC
April 2021-2024



April 2024 BC Visitors by PRIZM Segment



April 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing April in previous years to April 2023.

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 2024 Canada/British Columbia Regional Visitation

2024 Visitor
Highlights



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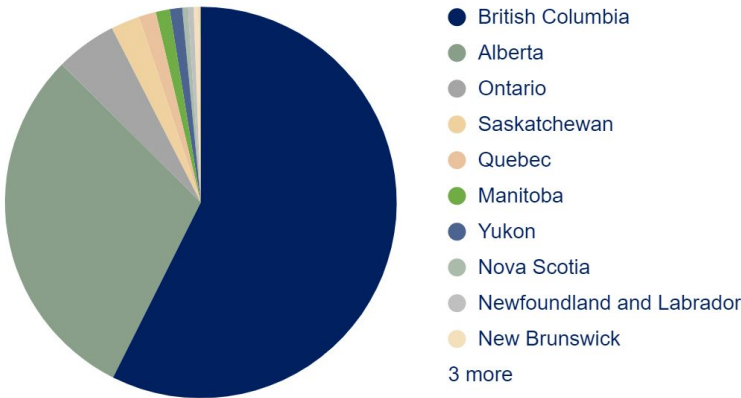
Northern BC

Overview

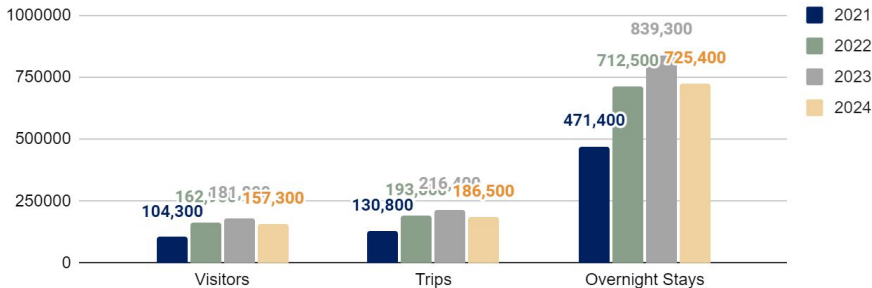
The number of visitors to British Columbia from Canadian travelers increased by **51%** when comparing May 2024 to May 2021.

Visitors decreased by **-3%** when compared to May 2022, and decreased by **-14%** when compared to May 2023.

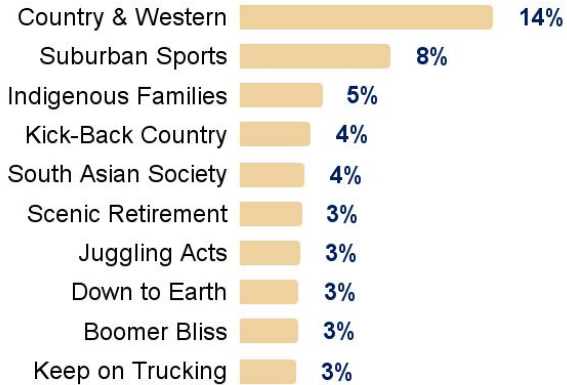
Percentage of Visitors to Northern BC
by Province May 2024



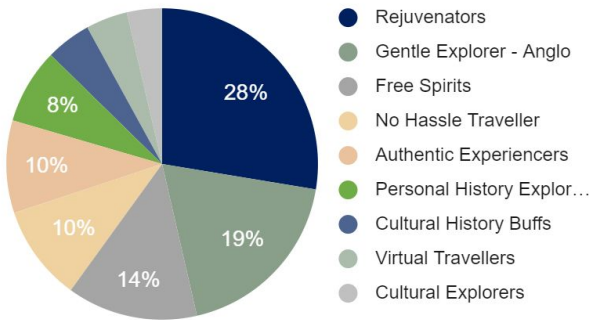
Canadian Visitors to Northern BC
May 2021-2024



May 2024 BC Visitors by PRIZM Segment



May 2024 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing May in previous years to May 2023.

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

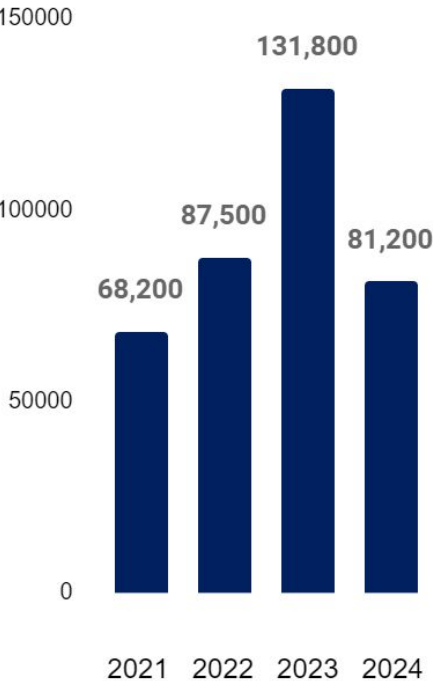
2024 Visitor
Highlights



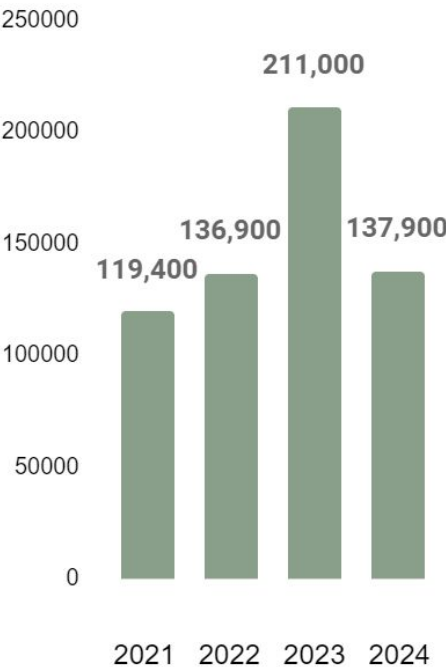
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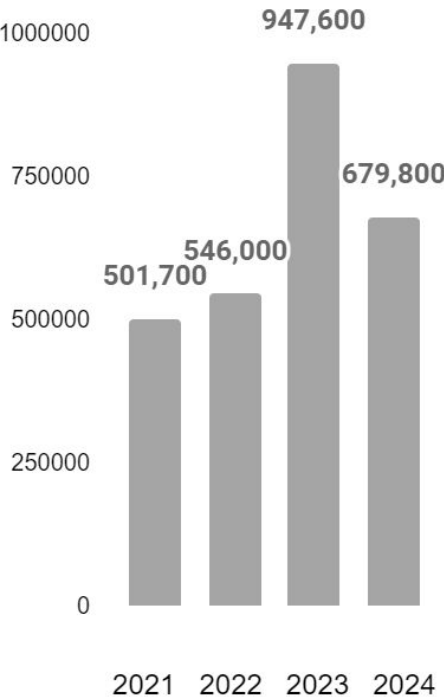
Number of Visitors to Northern BC
from AB in Q1



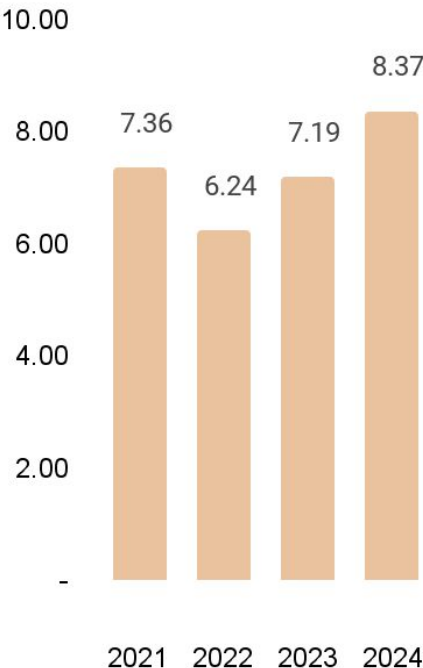
Number of Trips to Northern BC
from AB in Q1



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

Alberta Visitors to Northern BC By Quarter - Q1

Number Of Visitors To Northern BC By Origin City

2024 Visitor
Highlights



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City	2021 Visitor Count
Edmonton	15,200
Calgary	9,000
Grande Prairie	6,700
Red Deer	2,600
Grande Prairie County No. 1	2,400
Strathcona County	1,900
St. Albert	1,100
Mackenzie County	800
Spruce Grove	800
Parkland County	800

City	2022 Visitor Count
Edmonton	20,700
Calgary	17,200
Grande Prairie	6,200
Red Deer	2,800
Grande Prairie County No. 1	2,500
Strathcona County	2,200
St. Albert	1,400
Airdrie	1,100
Wood Buffalo	1,100
Lethbridge	1,000

City	2023 Visitor Count
Edmonton	31,900
Calgary	24,900
Grande Prairie	8,400
Red Deer	5,000
Strathcona County	3,500
Grande Prairie County No. 1	3,300
St. Albert	2,200
Airdrie	1,900
Lethbridge	1,900
Wood Buffalo	1,400

City	2024 Visitor Count
Edmonton	20,700
Calgary	15,300
Grande Prairie	6,500
Grande Prairie County No. 1	3,000
Red Deer	2,800
Strathcona County	1,800
St. Albert	1,300
Airdrie	1,100
Spruce Grove	800
Leduc	800

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

Alberta Visitation

Alberta Visitors Travelling To Northern BC By Month

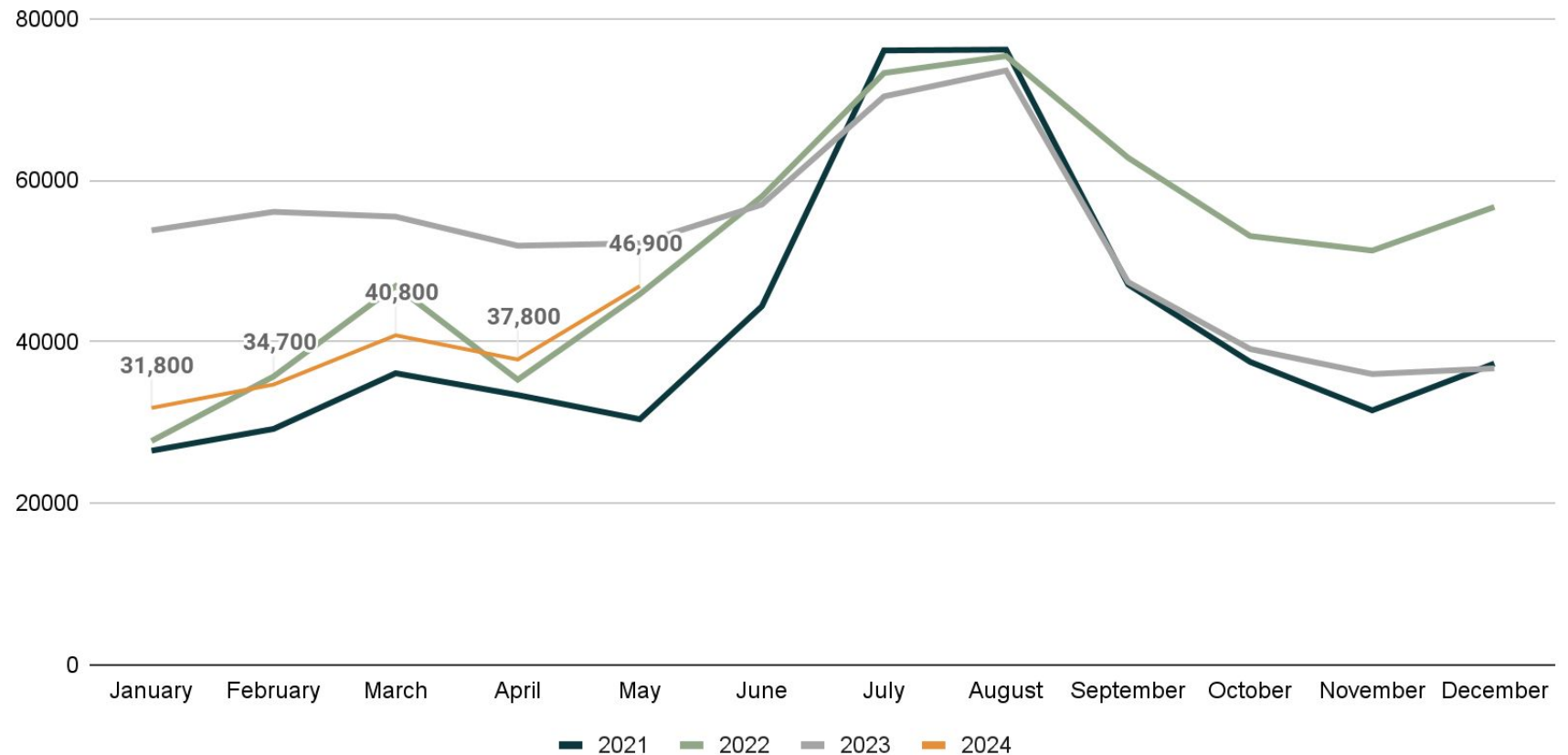
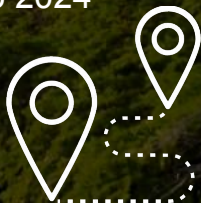
2024 Visitor
Highlights



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- February 2024 saw a **19%** increase compared to 2022, a **-3%** decrease compared to 2023 and a **-38%** decrease compared to 2024
- March 2024 saw a **13%** increase compared to 2022, a **-13%** decrease compared to 2023 and a **-26%** decrease compared to 2024
- April 2024 saw a **13%** increase compared to 2022, a **7%** increase compared to 2023 and a **-27%** decrease compared to 2024
- May 2024 saw a **55%** increase compared to 2022, a **2%** increase compared to 2023 and a **-10%** decrease compared to 2024



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

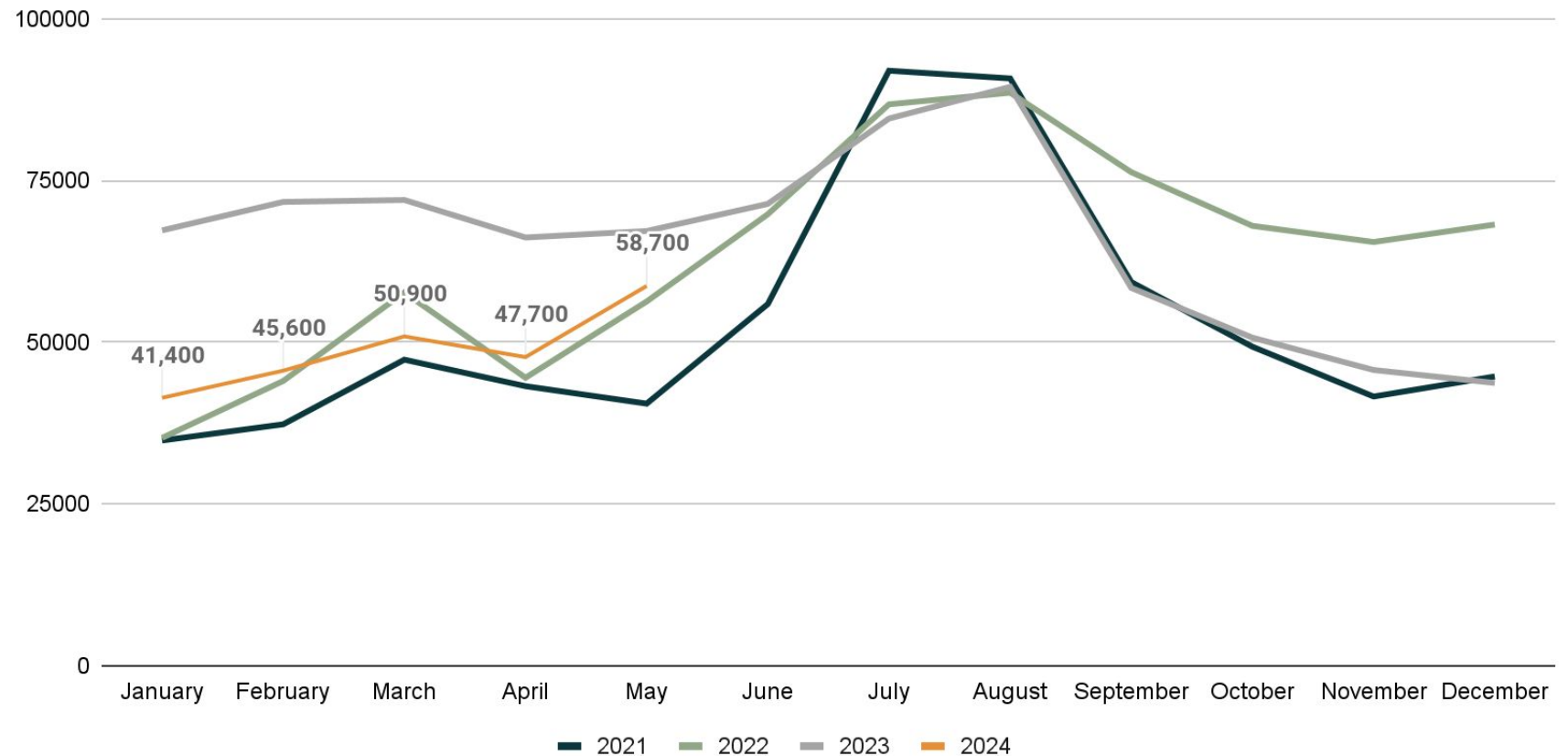
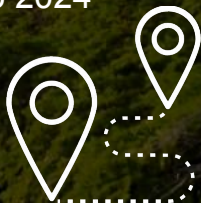
2024 Visitor
Highlights



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- February 2024 saw a **22%** increase compared to 2022, a **4%** increase compared to 2023 and a **-36%** decrease compared to 2024
- March 2024 saw a **7%** increase compared to 2022, a **-12%** decrease compared to 2023 and a **-29%** decrease compared to 2024
- April 2024 saw a **10%** increase compared to 2022, a **7%** increase compared to 2023 and a **-28%** decrease compared to 2024
- May 2024 saw a **45%** increase compared to 2022, a **4%** increase compared to 2023 and a **-13%** decrease compared to 2024



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

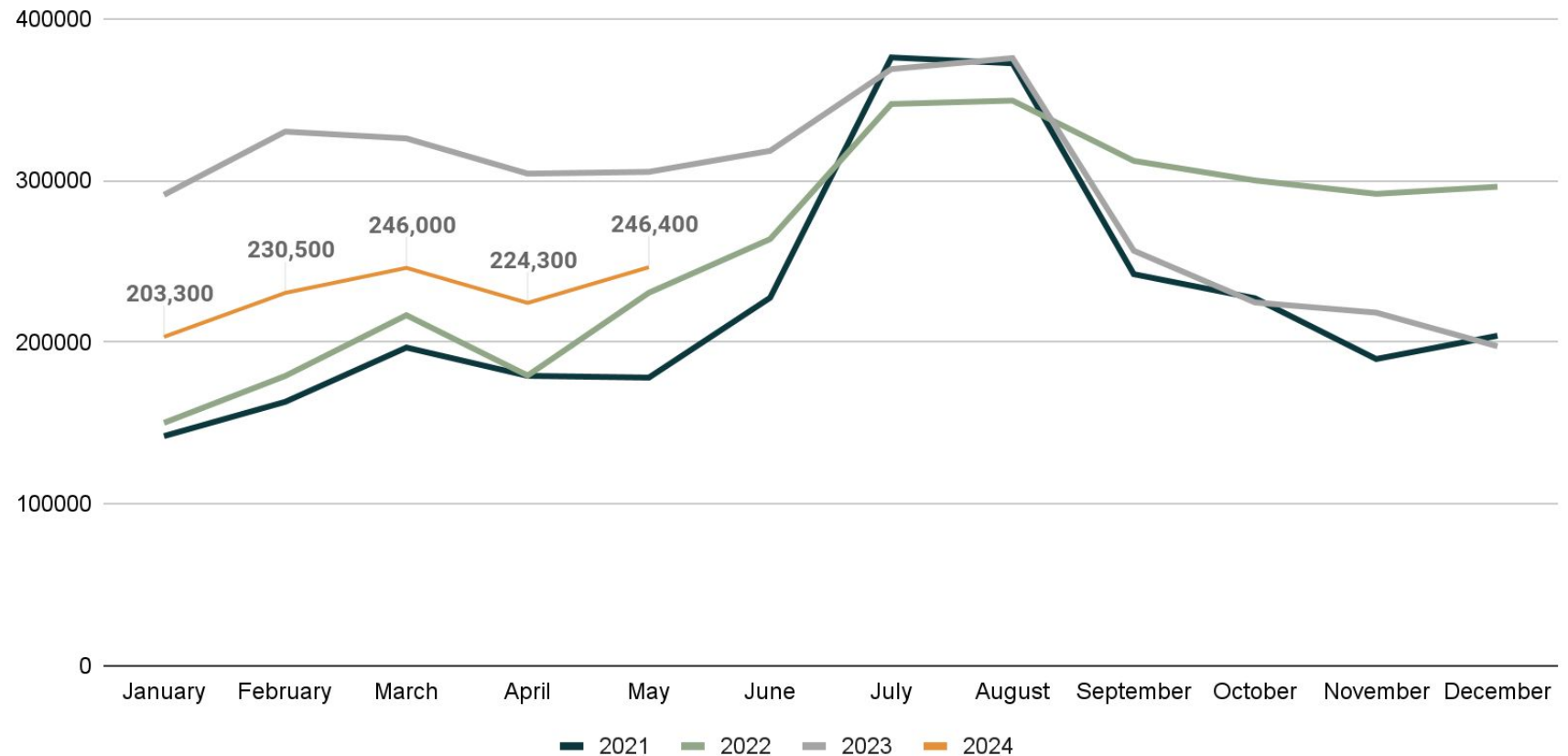
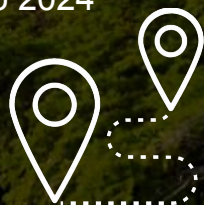
2024 Visitor
Highlights



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- February 2024 saw a **41%** increase compared to 2022, a **29%** increase compared to 2023 and a **-30%** decrease compared to 2024
- March 2024 saw a **25%** increase compared to 2022, a **14%** increase compared to 2023 and a **-25%** decrease compared to 2024
- April 2024 saw a **25%** increase compared to 2022, a **25%** increase compared to 2023 and a **-26%** decrease compared to 2024
- May 2024 saw a **38%** increase compared to 2022, a **25%** increase compared to 2023 and a **-26%** decrease compared to 2024



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

January 2024 Canada/Alberta Regional Visitation

Northern BC

2024 Visitor Highlights



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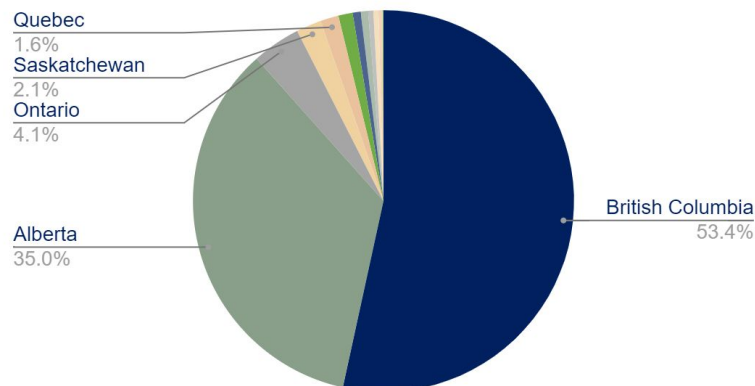
bcrts

Overview

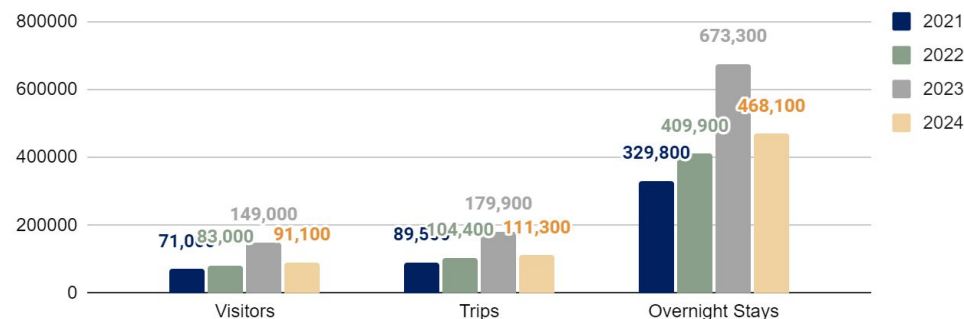
The number of visitors to British Columbia from Canadian travelers increased by **28%** when comparing January 2024 to January 2021.

Visitors increased by **10%** when compared to January 2022, and decreased by **-39%** when compared to January 2023.

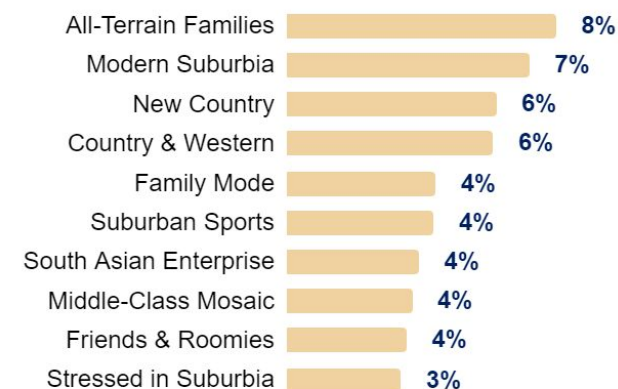
Percentage of Visitors to Northern BC by Province January 2024



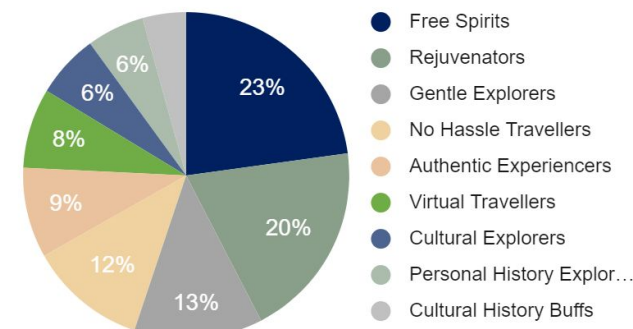
Canadian Visitors to Northern BC January 2021-2024



January 2024 AB Visitors by PRIZM Segment



January 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2023.

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 2024 Canada/Alberta Regional Visitation

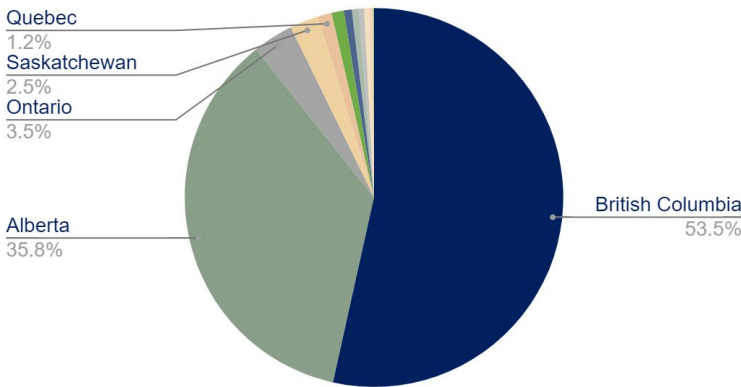
Northern BC

Overview

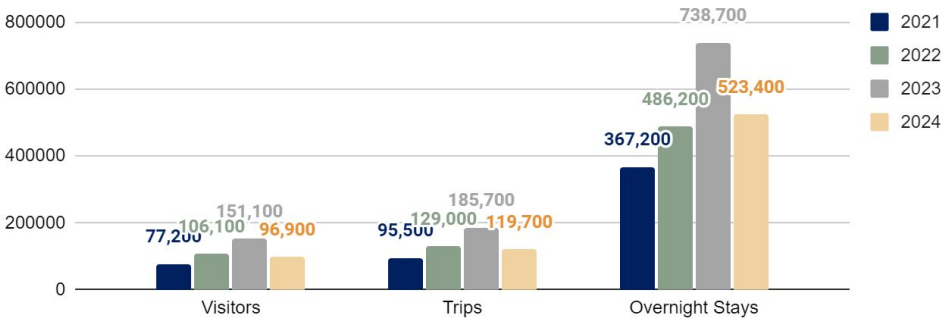
The number of visitors to British Columbia from Canadian travelers increased by **26%** when comparing February 2024 to February 2021.

Visitors decreased by **-9%** when compared to February 2022, and decreased by **-36%** when compared to February 2023.

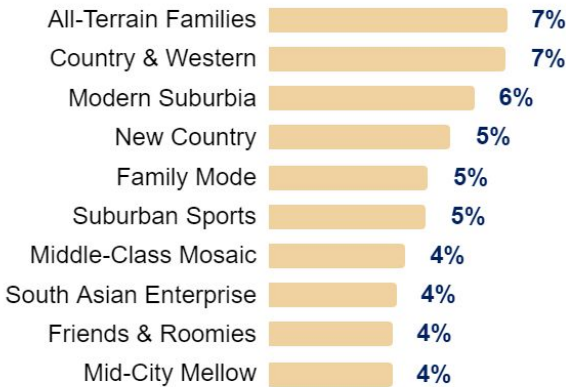
Percentage of Visitors to Northern BC
by Province February 2024



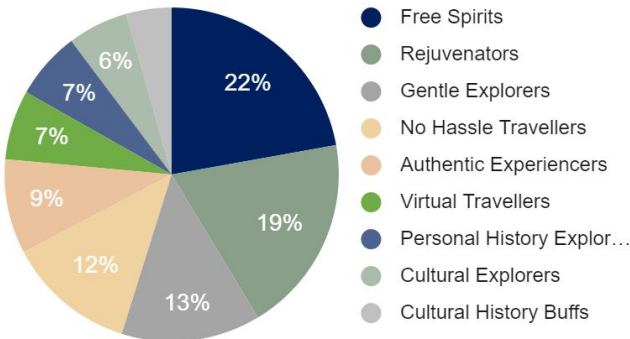
Canadian Visitors to Northern BC
February 2021-2024



February 2024 AB Visitors by PRIZM Segment



February 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February in previous years to February 2023.

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 2024 Canada/Alberta Regional Visitation

2024 Visitor Highlights



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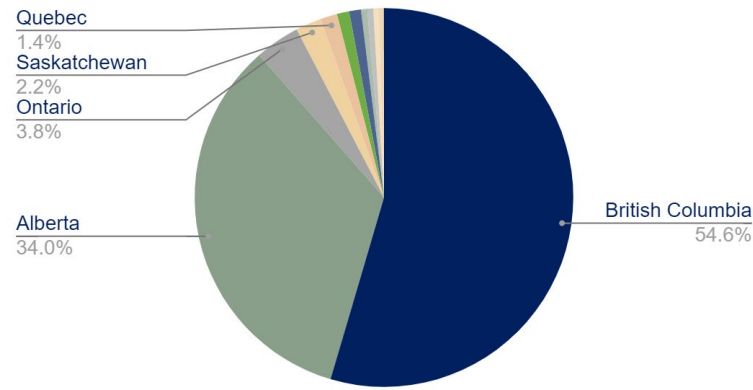
Northern BC

Overview

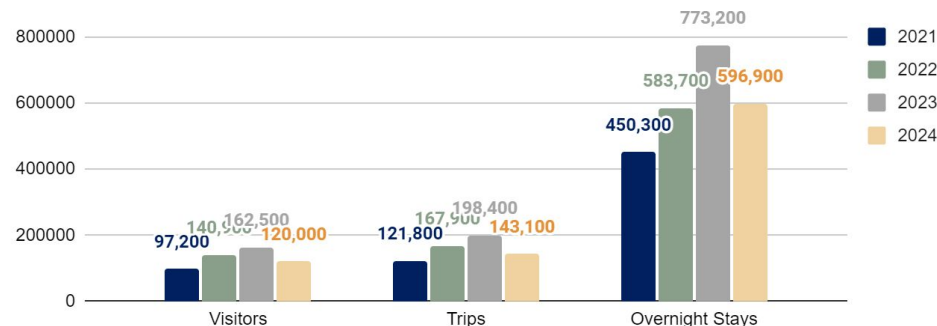
The number of visitors to British Columbia from Canadian travelers increased by **24%** when comparing March 2024 to March 2021.

Visitors decreased by **-15%** when compared to March 2022, and decreased by **-26%** when compared to March 2023.

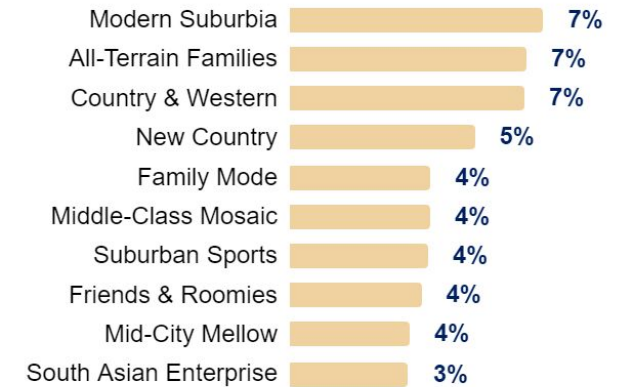
Percentage of Visitors to Northern BC by Province March 2024



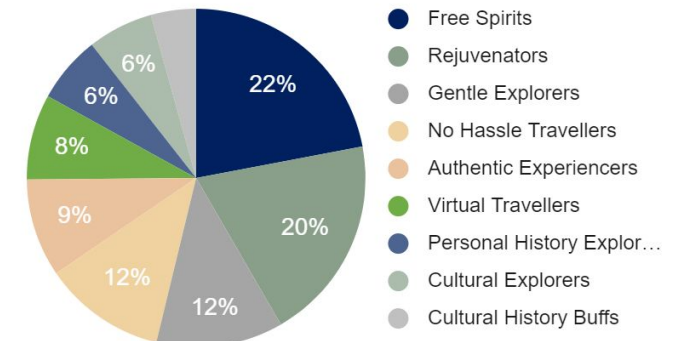
Canadian Visitors to Northern BC March 2021-2024



March 2024 AB Visitors by PRIZM Segment



March 2024 AB Visitors by EQ Type



April 2024 Canada/Alberta Regional Visitation

Northern BC

2024 Visitor Highlights



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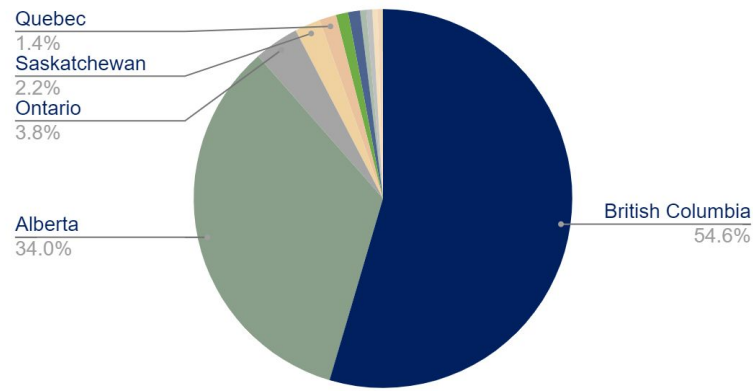
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Overview

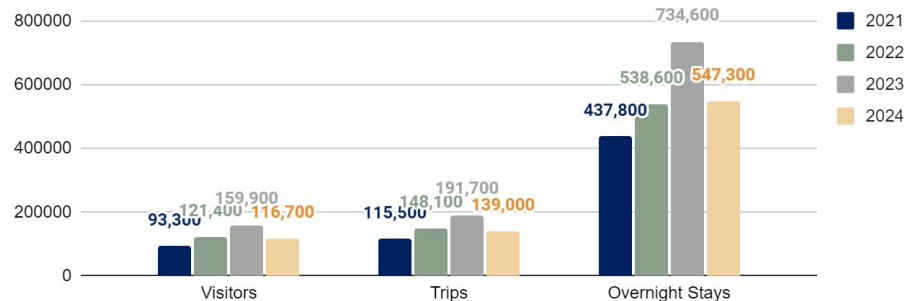
The number of visitors to British Columbia from Canadian travelers increased by **25%** when comparing April 2024 to April 2021.

Visitors decreased by **-4%** when compared to April 2022, and decreased by **-27%** when compared to April 2023.

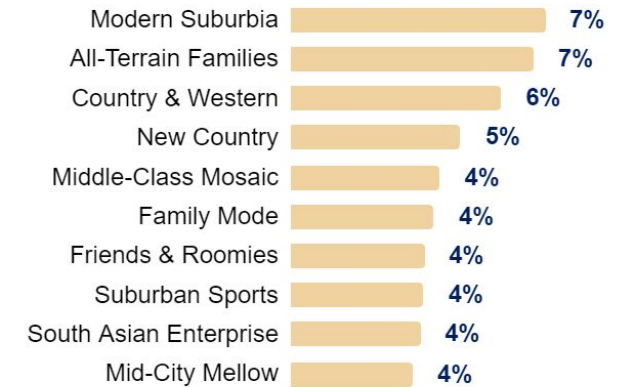
Percentage of Visitors to Northern BC by Province April 2024



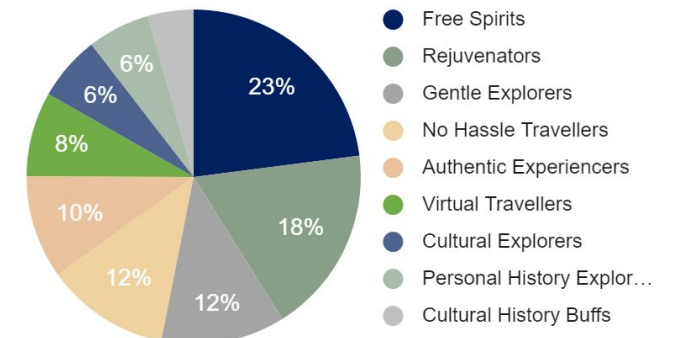
Canadian Visitors to Northern BC April 2021-2024



April 2024 AB Visitors by PRIZM Segment



April 2024 AB Visitors by EQ Type



May 2024 Canada/Alberta Regional Visitation

2024 Visitor Highlights



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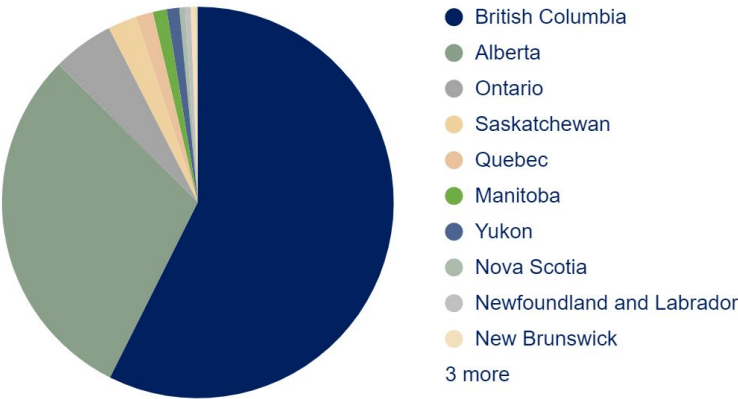
Northern BC

Overview

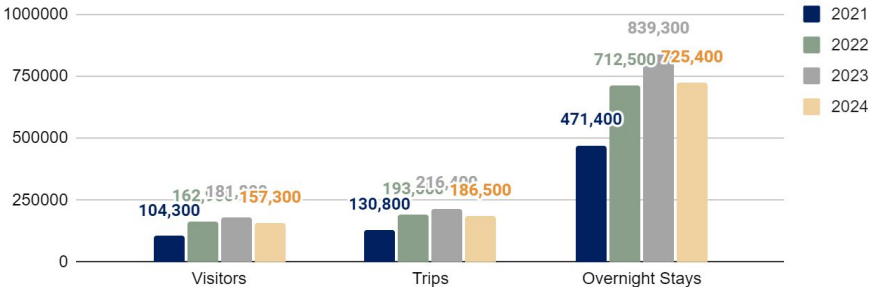
The number of visitors to British Columbia from Canadian travelers increased by **51%** when comparing May 2024 to May 2021.

Visitors decreased by **-3%** when compared to May 2022, and decreased by **-14%** when compared to May 2023.

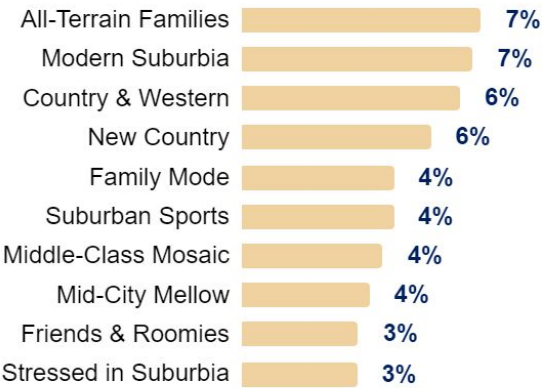
Percentage of Visitors to Northern BC by Province May 2024



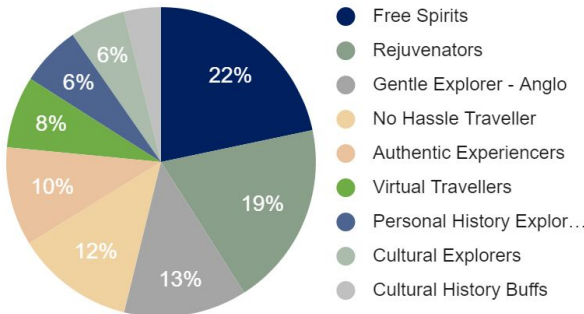
Canadian Visitors to Northern BC May 2021-2024



May 2024 AB Visitors by PRIZM Segment



May 2024 AB Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing May in previous years to May 2023.

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

2024 Visitor
Highlights



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