



bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

International

Monthly Visitor Highlights | 2024

Northern BC – *Jan - April Update*

2024 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 the industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **International market** by **region** and **country**
- 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
- VisitorView provides insights the tourism industry needs to understand, market and grow their business with International travellers
- Estimates are provided for the **total number of trips** and the **number of nights spent** in each province or tourism region. Unlike Domestic or USA visitation, International has only trips and nights. Not unique visitors. EA assumes because of the great distance they're coming for a trip, they're a unique visitor.
- VisitorView 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
- Environics is certified Privacy By Design. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

Methodology

- **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 domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)



An aerial photograph of a stunning landscape featuring a large, turquoise-colored lake with numerous small, forested islands. The water has a vibrant greenish-blue hue, likely due to glacial silt. The surrounding area is covered in dense evergreen forests. In the background, a range of rugged mountains with some snow-capped peaks is visible under a clear sky. The overall scene is serene and majestic.

International Visitation

Tā Ch'ilā Provincial Park (Boya Lake), Northern BC
Credit: Northern BC Tourism / Andrew Strain

International Visitation

International Trips and Nights To Northern BC By Year

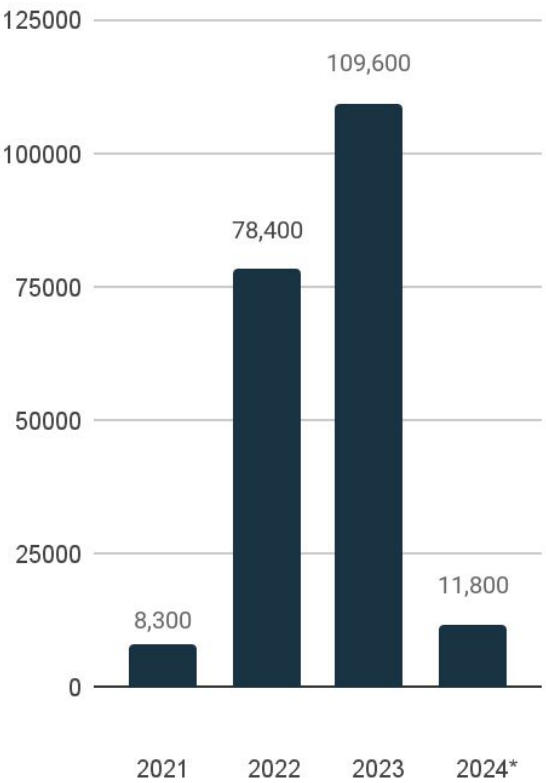
2024 Visitor
Highlights



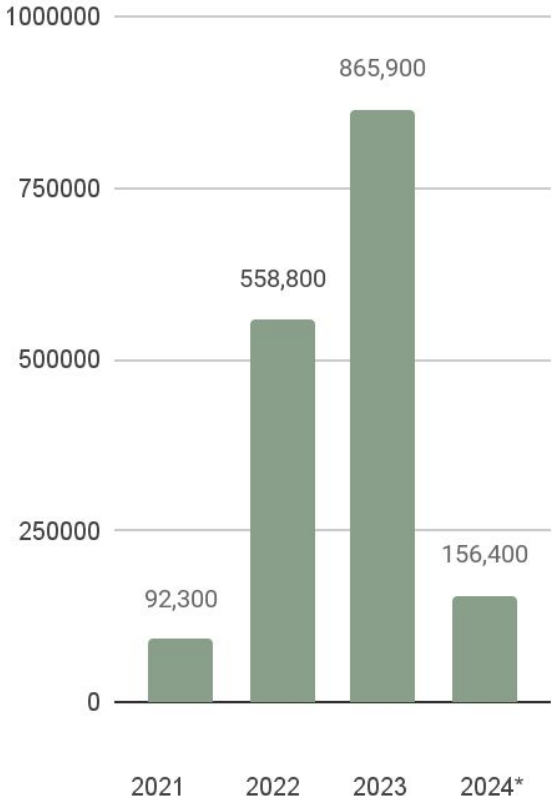
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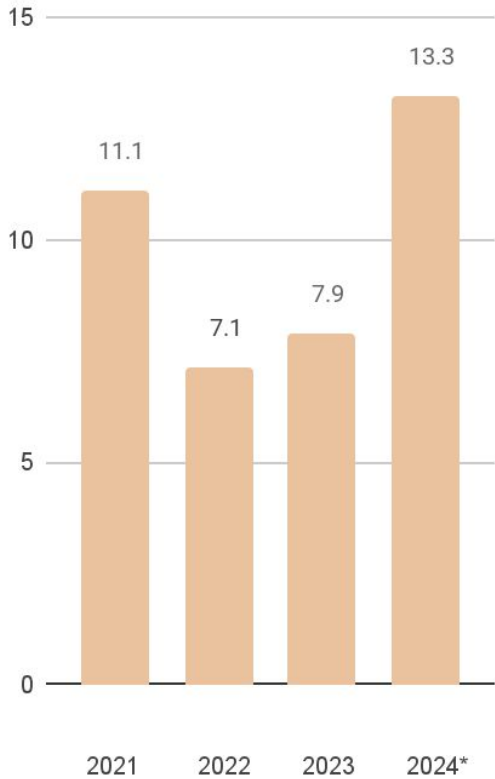
Number of International Trips to BC



Number of International Nights to BC



Average Length of Stay in BC



*2024 Year to Date

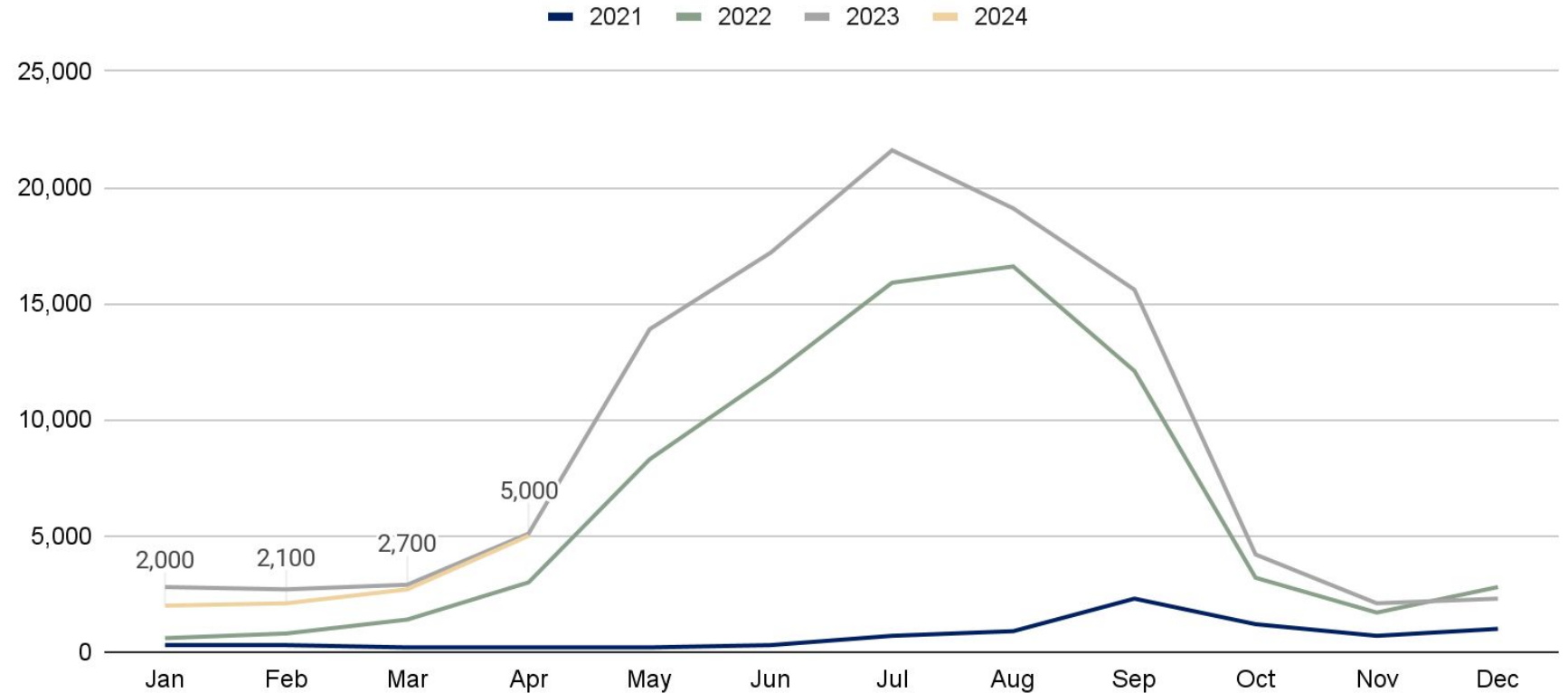
International Trips

International Trips Travelling to Northern BC by Month

2024 Visitor
Highlights



- February 2024 saw a **159%** increase compared to 2022, a **-22%** decrease compared to 2023
- March 2024 saw a **91%** increase compared to 2022, a **-9%** decrease compared to 2023
- April 2024 saw a **67%** increase compared to 2022, a **-1%** decrease compared to 2023



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.

*2024 Year to Date

International Nights

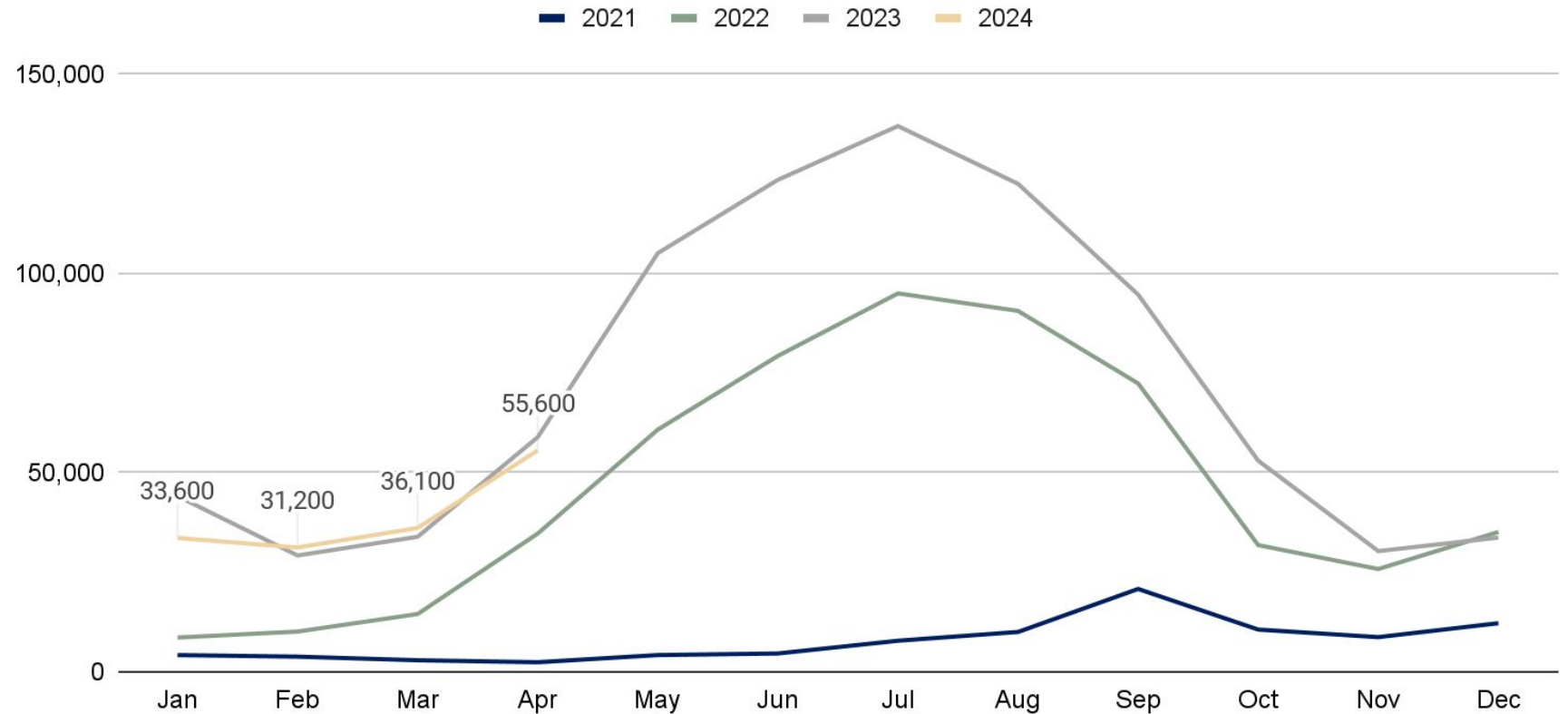
International Nights in Northern BC By Month

2024 Visitor
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- February 2024 saw a **209%** increase compared to 2022, a 7% increase compared to 2023
- March 2024 saw a **149%** increase compared to 2022, a 6% increase compared to 2023
- April 2024 saw a **60%** increase compared to 2022, a -6% decrease compared to 2023



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)

*2024 Year to Date

A scenic landscape photograph of a golf course. In the foreground, a calm pond reflects the surrounding scenery. A golf cart with two people inside is positioned on a path that runs along the edge of the pond. The middle ground features a lush green golf course with scattered trees, some of which have autumn-colored foliage. In the background, a dense forest of tall evergreen trees stands before a range of large, rugged mountains under a clear sky. The overall atmosphere is peaceful and scenic.

International Regions

Yearly International Trips by Region

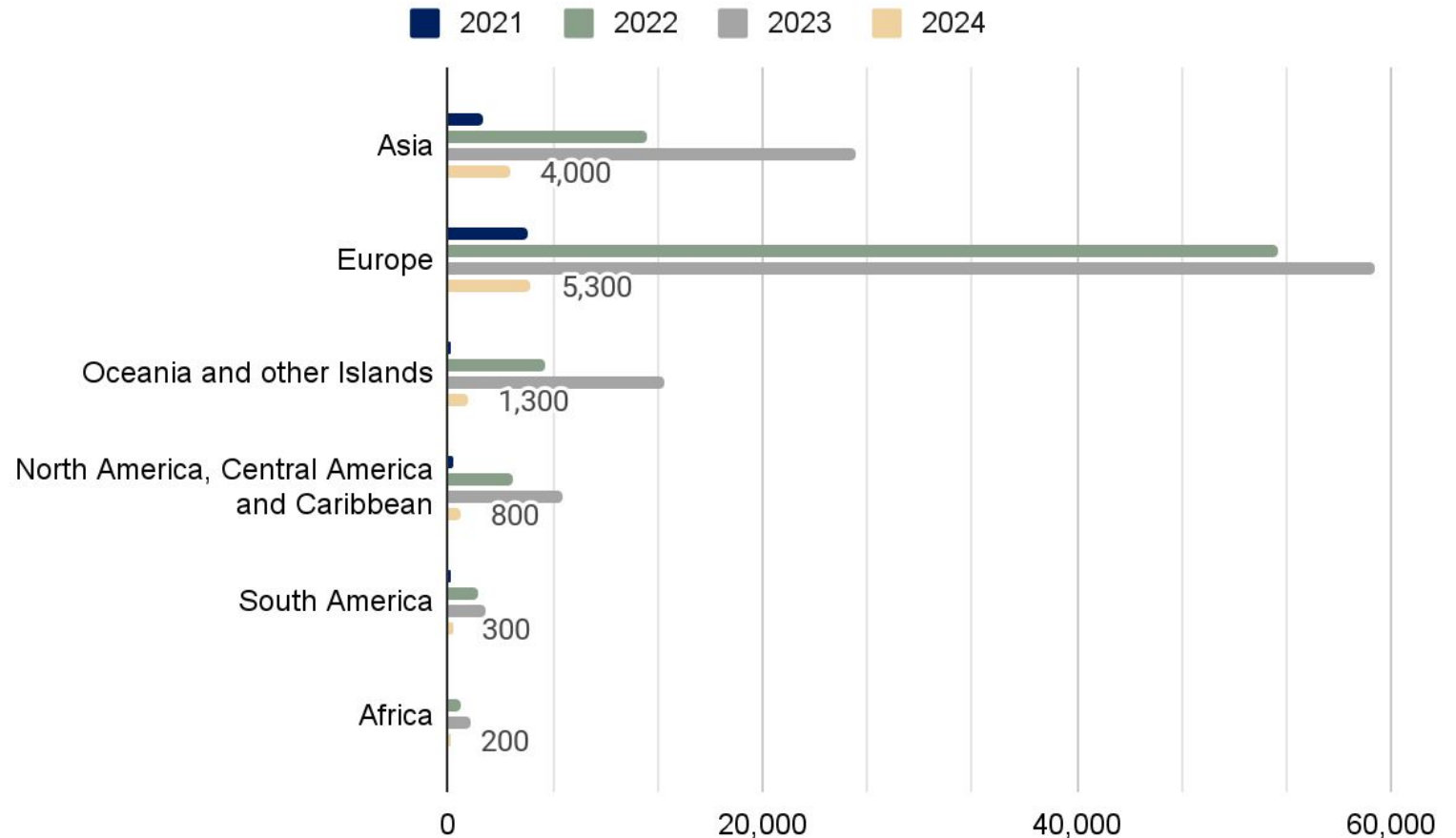
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2024 Visitor
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- Asia saw a decrease of **-84%** in 2024 compared to 2023
- Europe saw a decrease of **-91%** in 2024 compared to 2023
- Oceania and other Islands saw a decrease of **-91%** in 2024 compared to 2023
- North, Central America and Caribbean saw a decrease of **-89%** in 2024 compared to 2023
- South America saw a decrease of **-87%** in 2024 compared to 2023
- Africa saw a decrease of **-84%** in 2024 compared to 2023



*2024 Year to Date

Yearly International Nights by Region

Northern BC

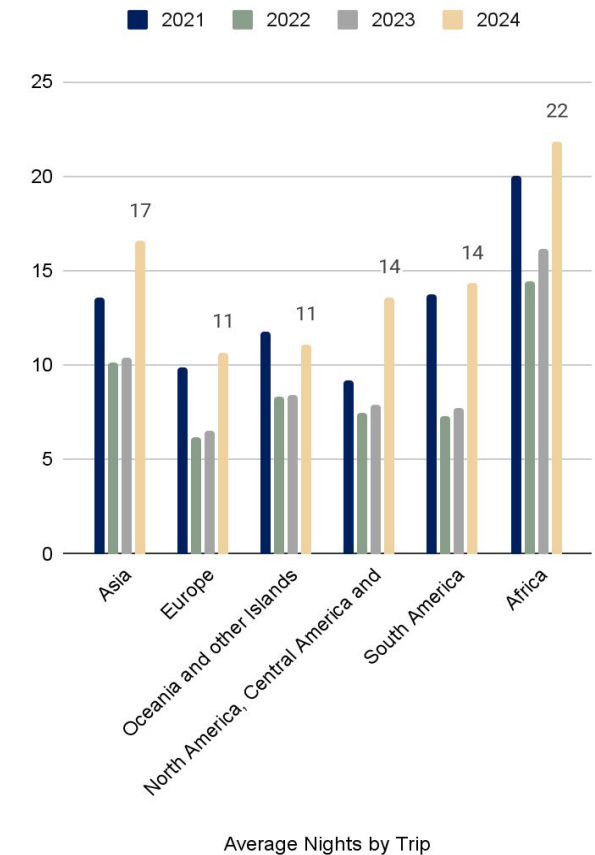
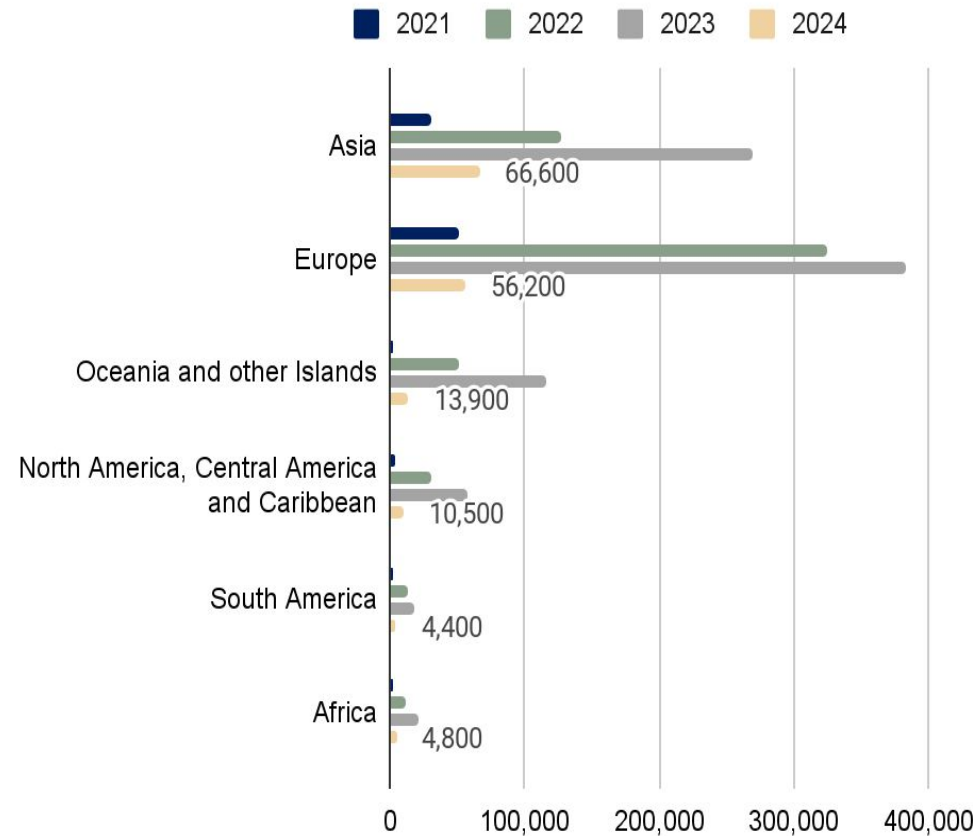
2024 Visitor
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- Asia saw a decrease of **-75%** in 2024 compared to 2023
- Europe saw a decrease of **-85%** in 2024 compared to 2023
- Oceania and other Islands saw a decrease of **-88%** in 2024 compared to 2023
- North, Central America and Caribbean saw a decrease of **-82%** in 2024 compared to 2023
- South America saw a decrease of **-76%** in 2024 compared to 2023
- Africa saw a decrease of **-78%** in 2024 compared to 2023

*2024 Year to Date



A wide-angle landscape photograph capturing a serene yet dramatic scene. In the foreground, a dark-colored SUV is seen from behind, driving along a two-lane asphalt road that curves along the right edge of a vibrant turquoise lake. The lake's water is exceptionally clear, reflecting the sky and the surrounding greenery. To the left of the road, a steep, forested hillside rises, covered in dense evergreen trees. In the background, a series of rugged, rocky mountain peaks are visible, some partially shrouded in mist or low-hanging clouds. The sky above is filled with heavy, dark clouds, with a bright patch of light breaking through on the right side, suggesting a sunset or sunrise. The overall mood is majestic and tranquil.

International Countries

Yearly Top Countries International Trips and Nights

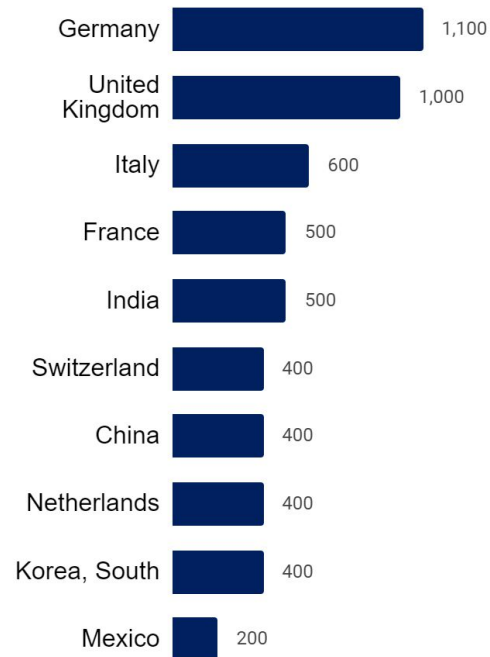
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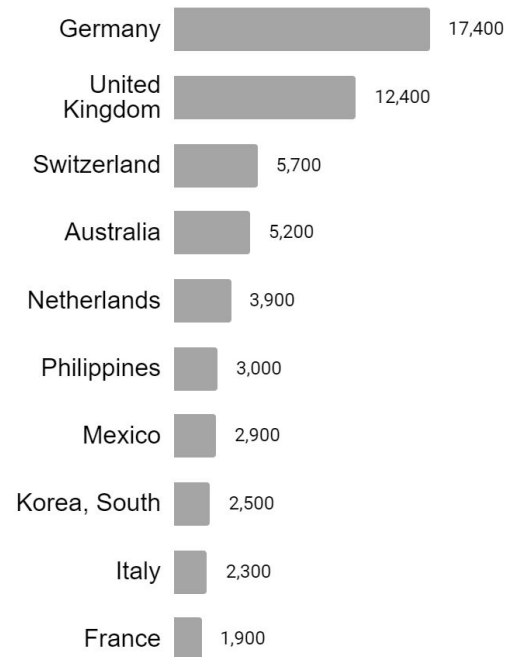


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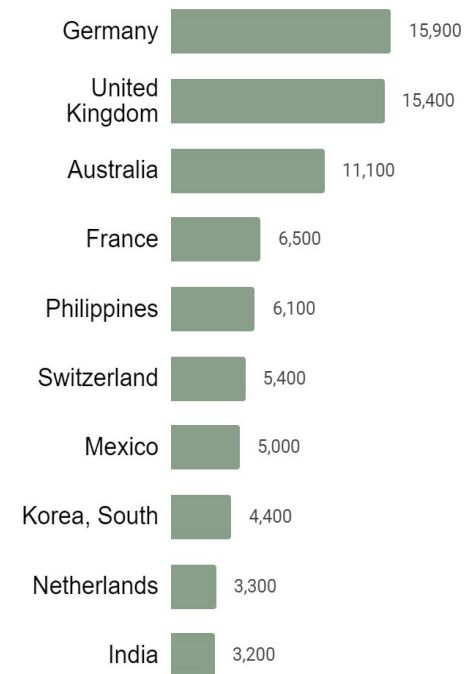
2021 Trips



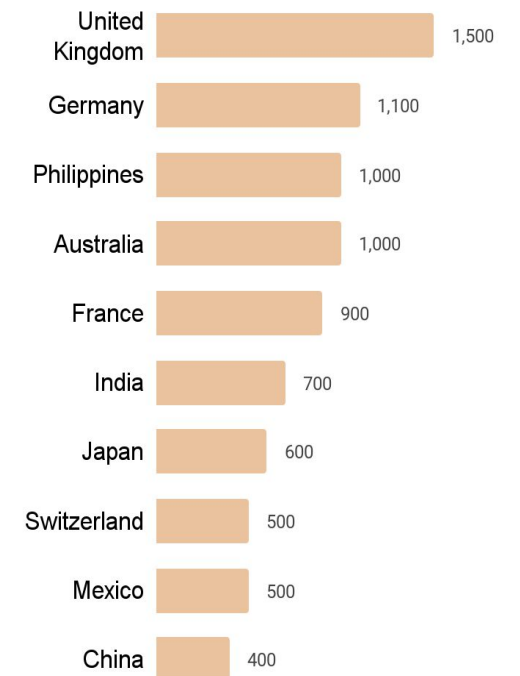
2022 Trips



2023 Trips



2024* Trips



Yearly Top Countries International Trips and Nights

Northern BC

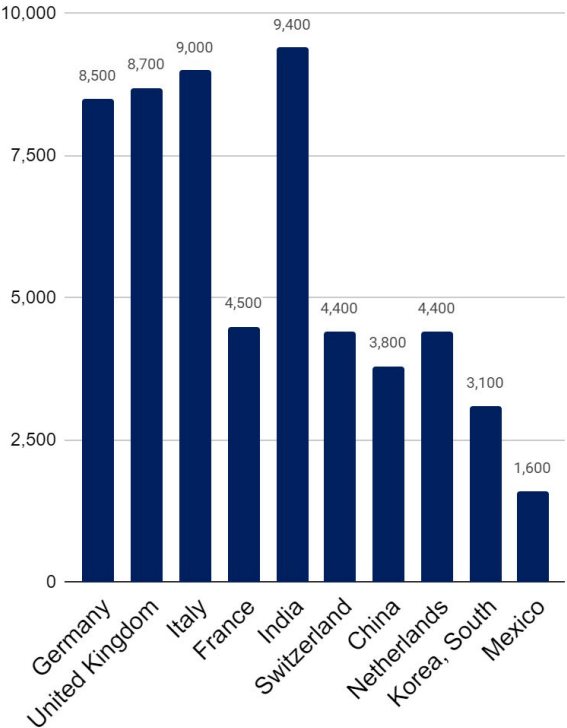
2024 Visitor
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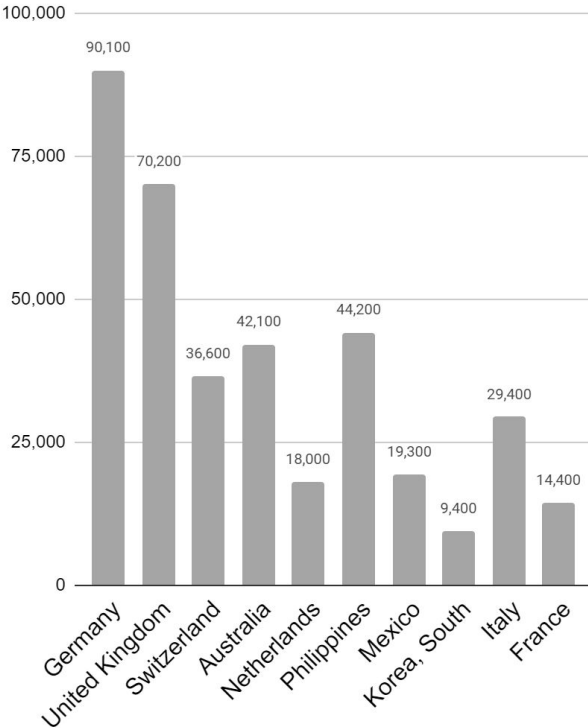
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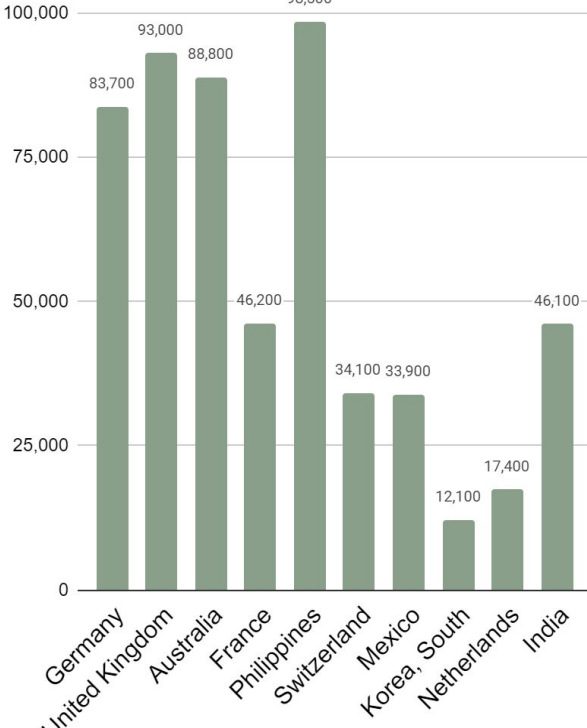
2021 Nights



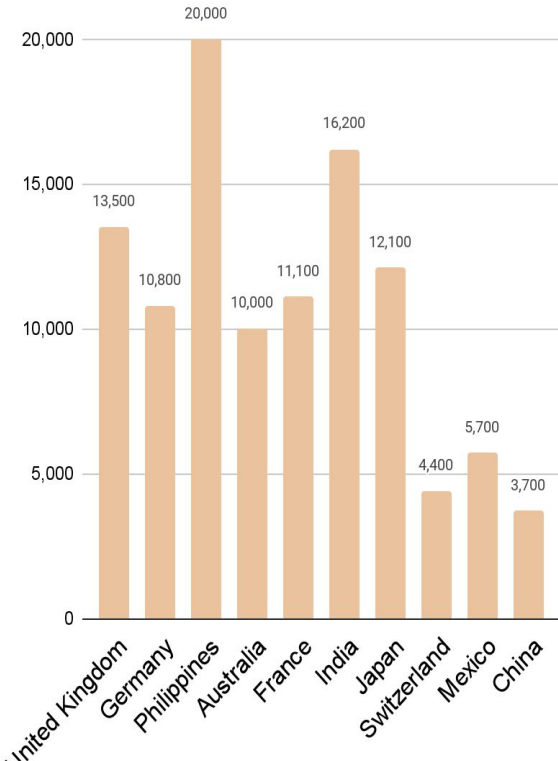
2022 Nights



2023 Nights



2024* Nights



*2024 Year to Date

United Kingdom Year over Year Trips and Nights

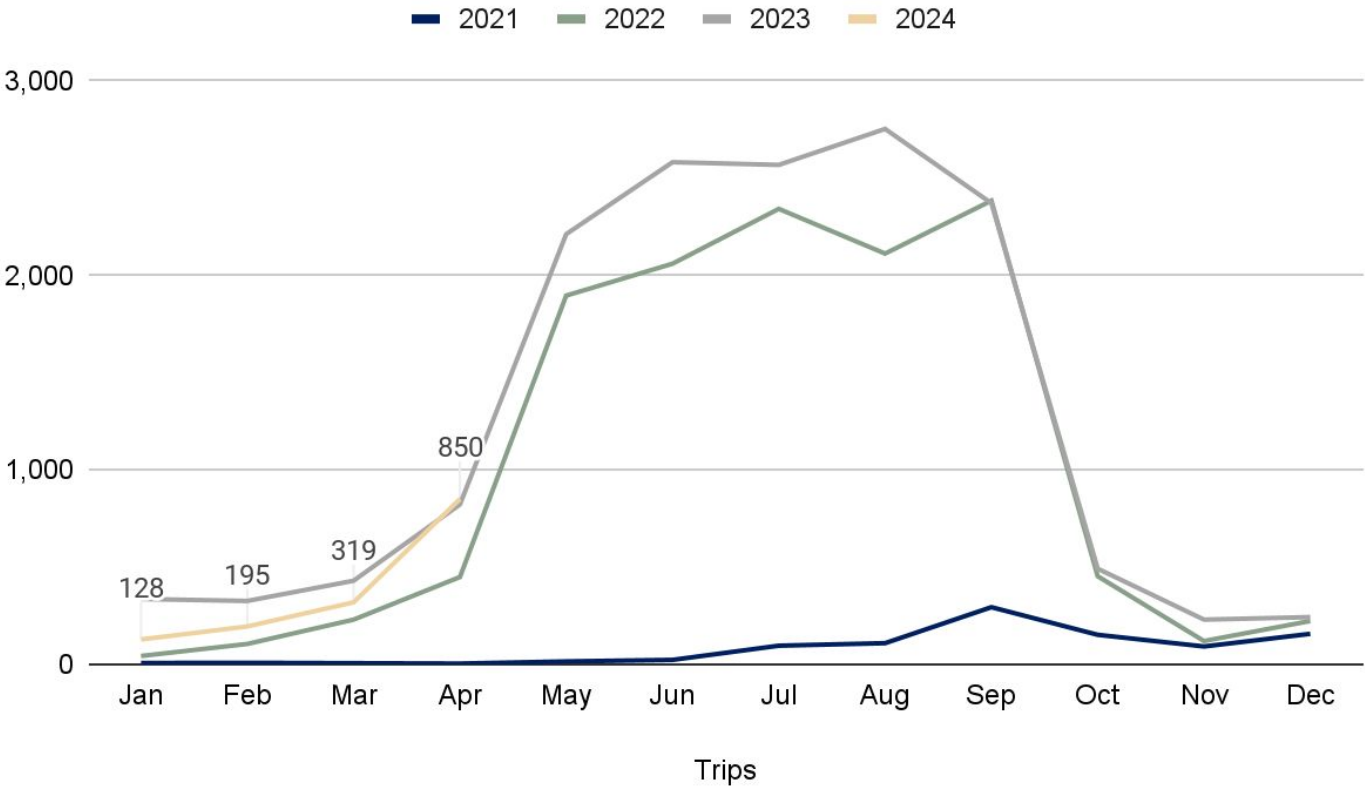
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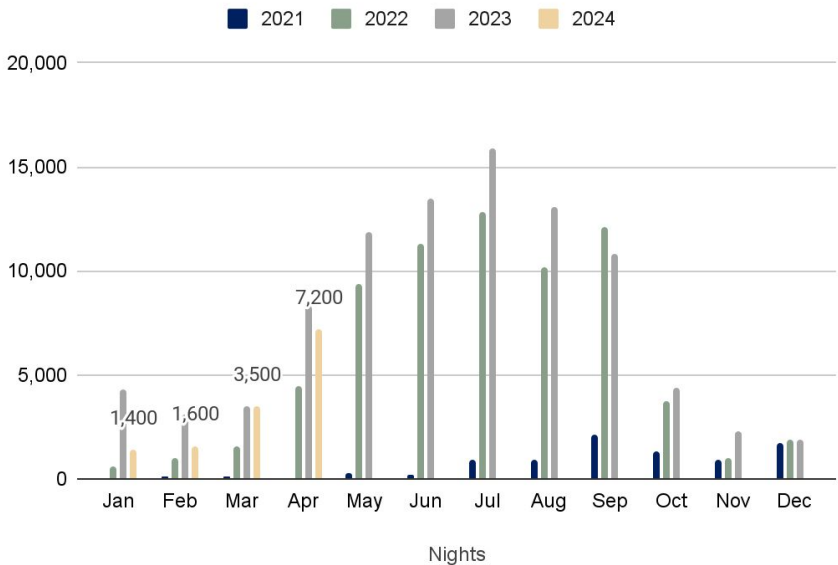


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2024* Total Trips: **1,500**
2024* Total Nights: **13,500**



*2024 Year to Date

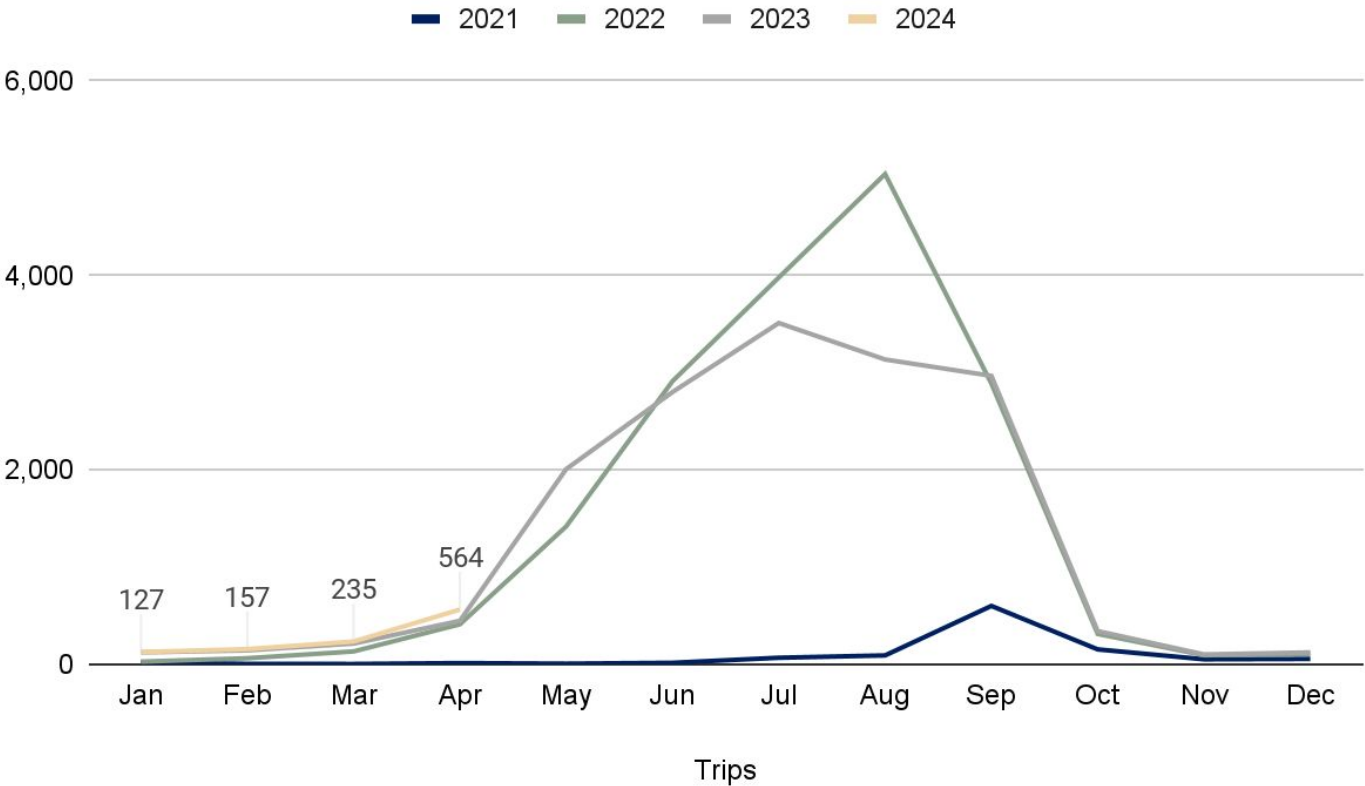
Germany Year over Year Trips and Nights

Northern BC

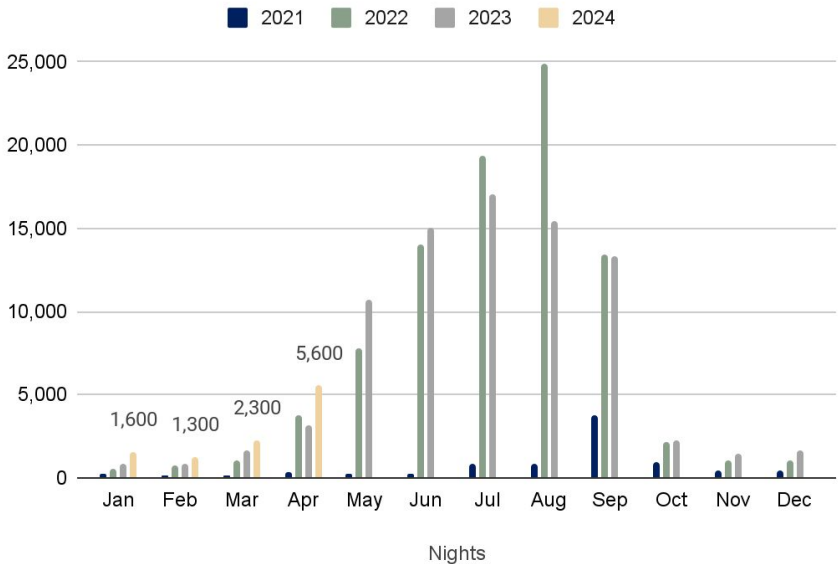
2024 Visitor
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2024* Total Trips: **1,100**
2024* Total Nights: **10,800**

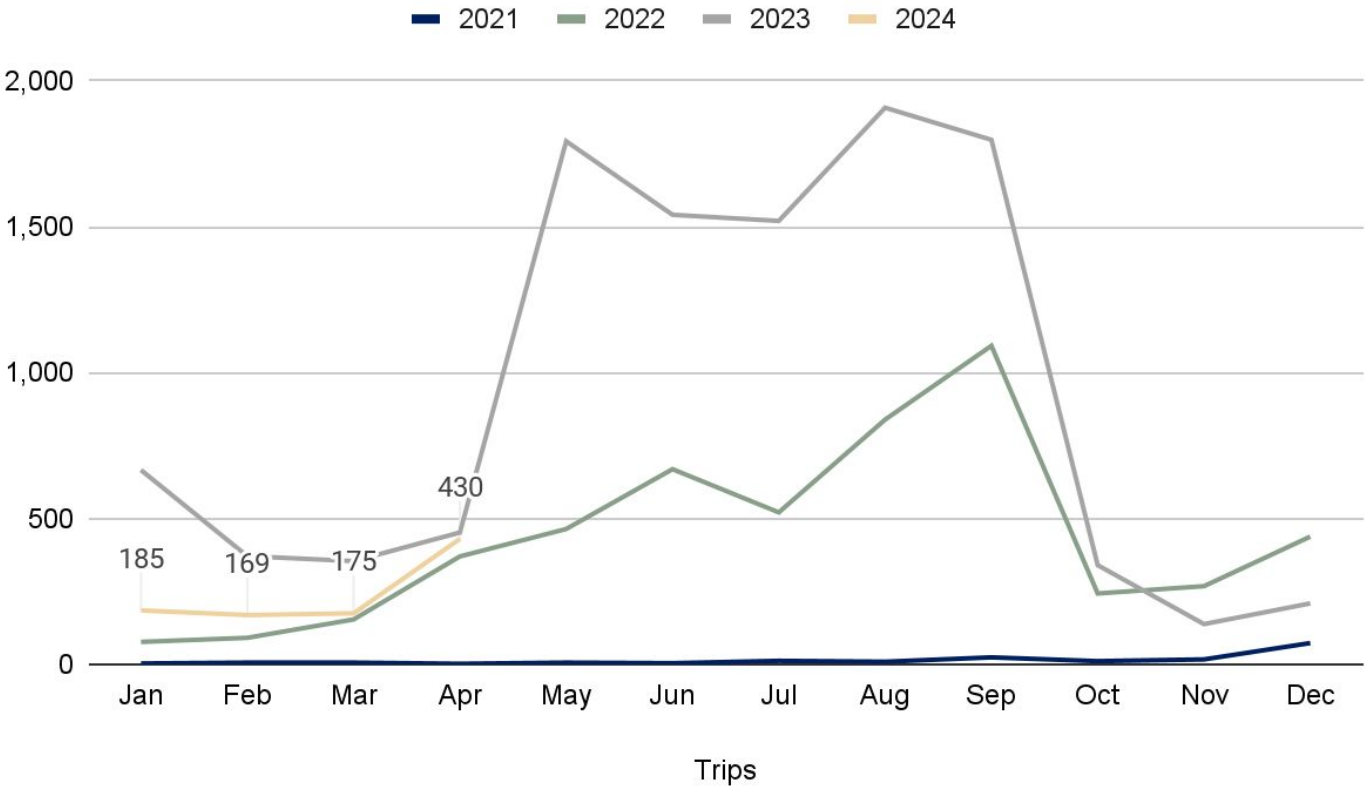


*2024 Year to Date

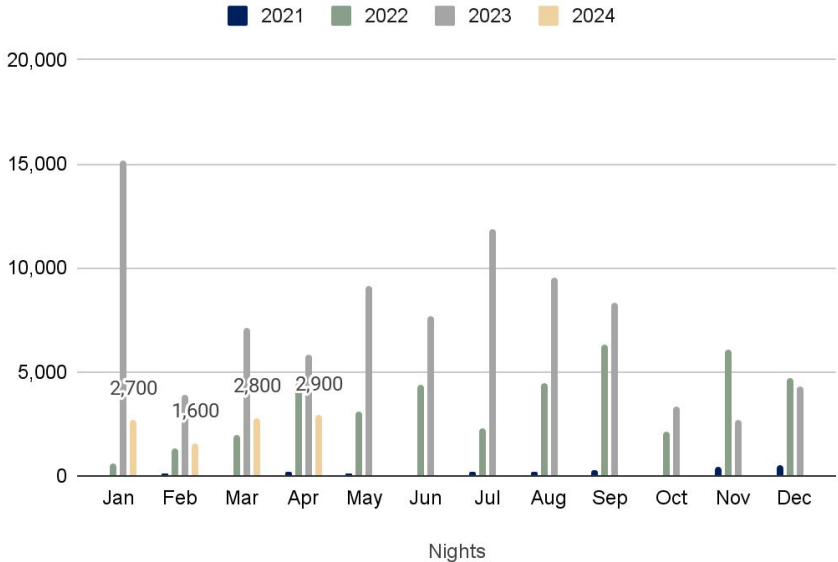
Australia Year over Year Trips and Nights

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2024* Total Trips: **1,000**
2024* Total Nights: **10,000**

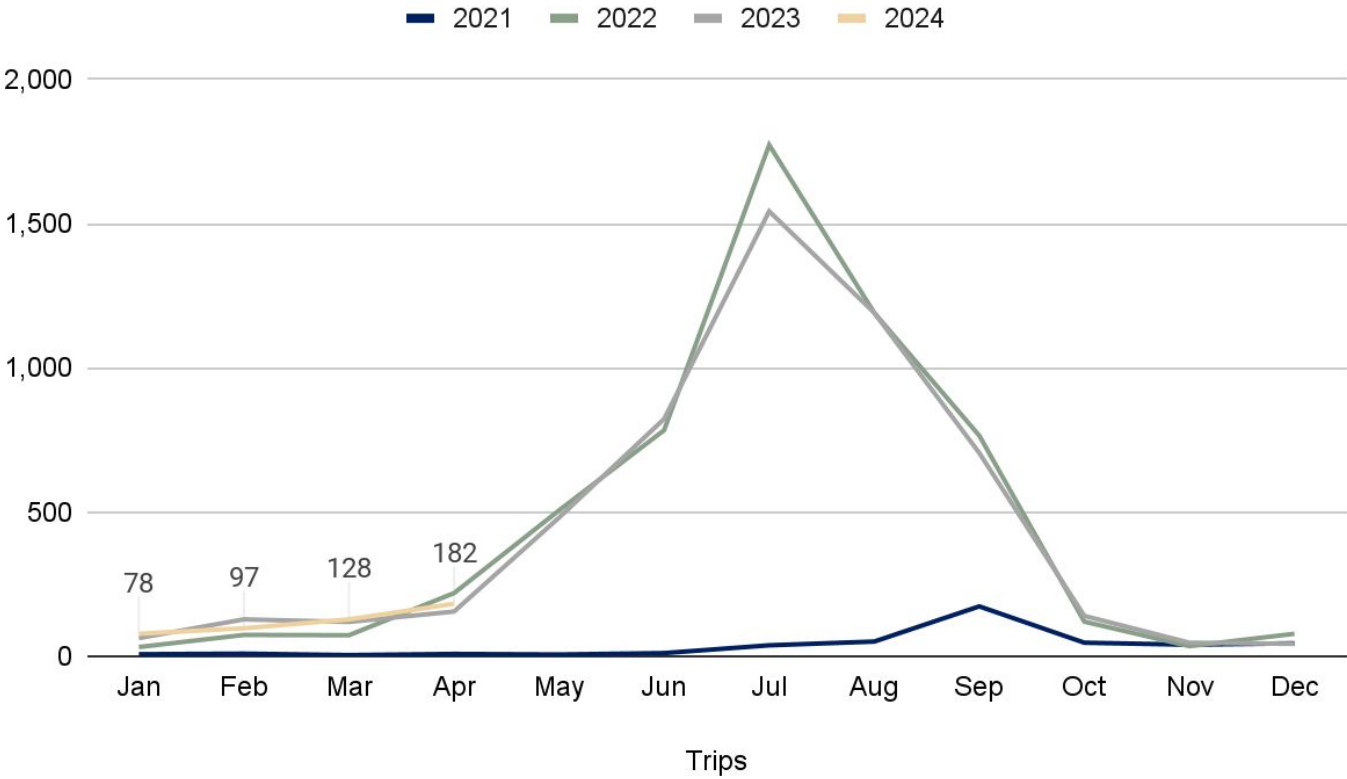


*2024 Year to Date

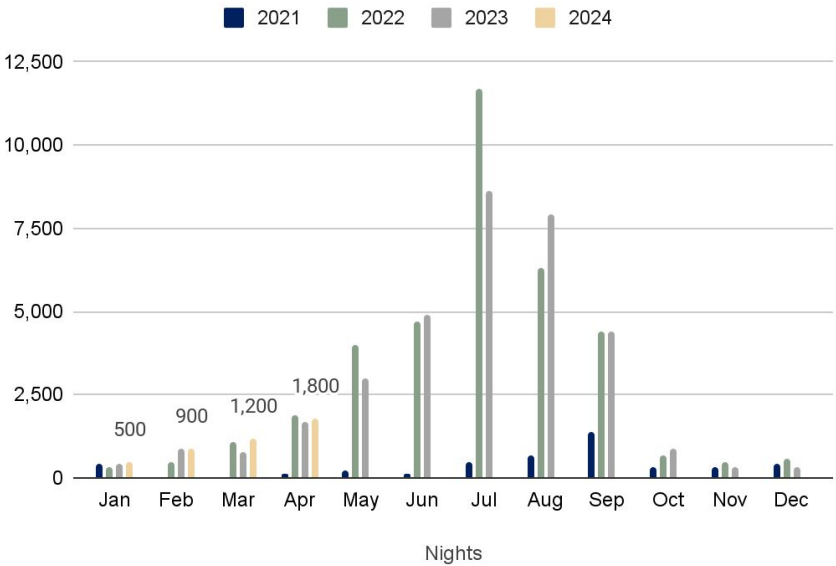
Switzerland Year over Year Trips and Nights

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2024* Total Trips: 500
2024* Total Nights: 4,400



*2024 Year to Date

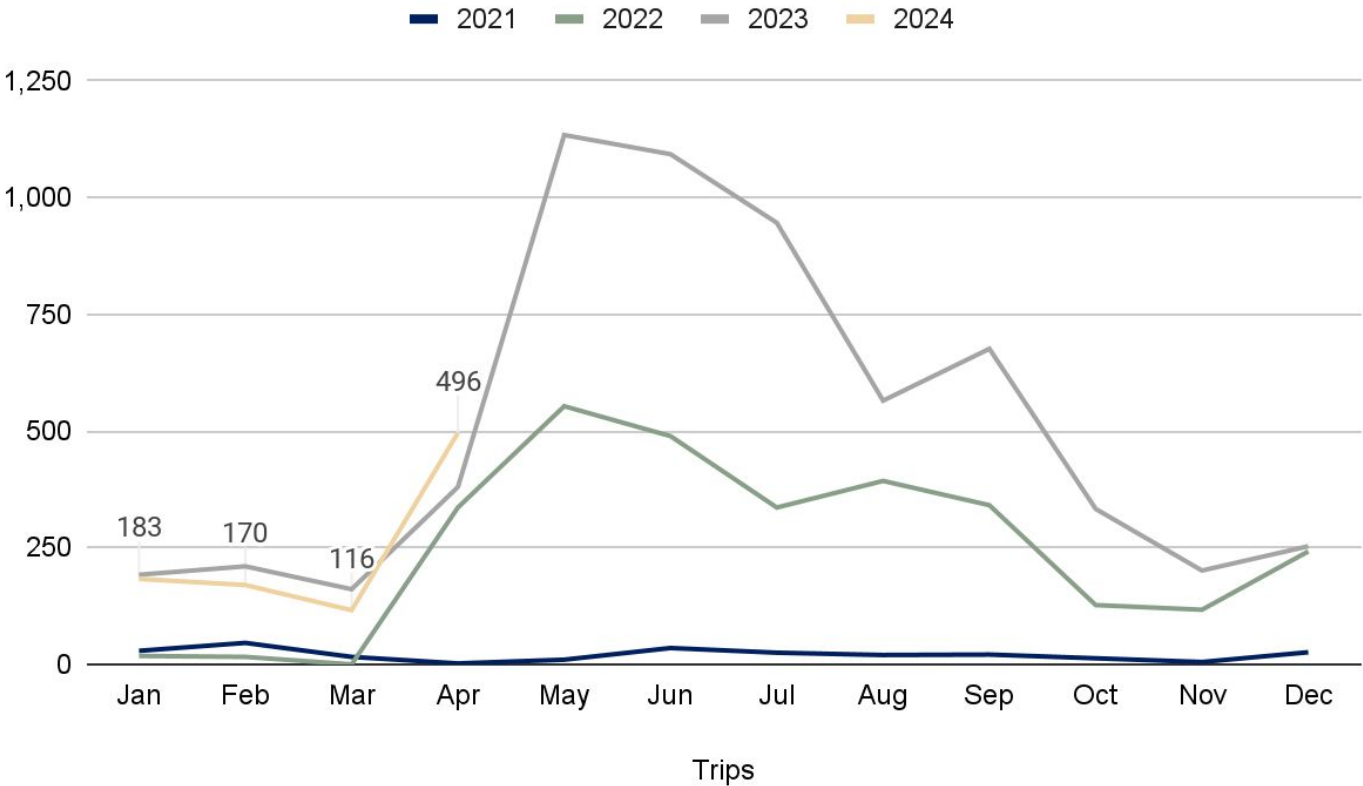
Philippines Year over Year Trips and Nights

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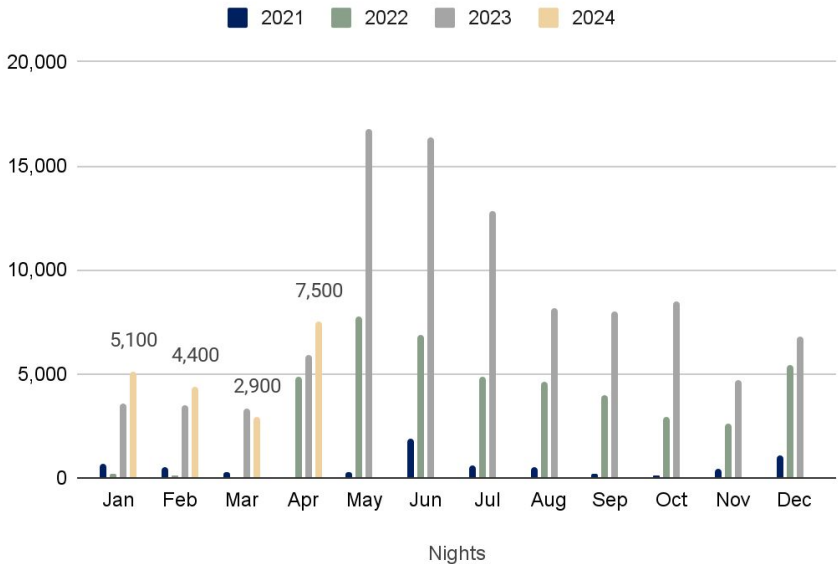
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2024* Total Trips: 1,000
2024* Total Nights: 20,000



*2024 Year to Date

Contact Us

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Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@TOTABC.com

Phone: (778) 721-5448

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