



# 2021 Year in Review

**BRITISH COLUMBIA, ALBERTA & CANADA**

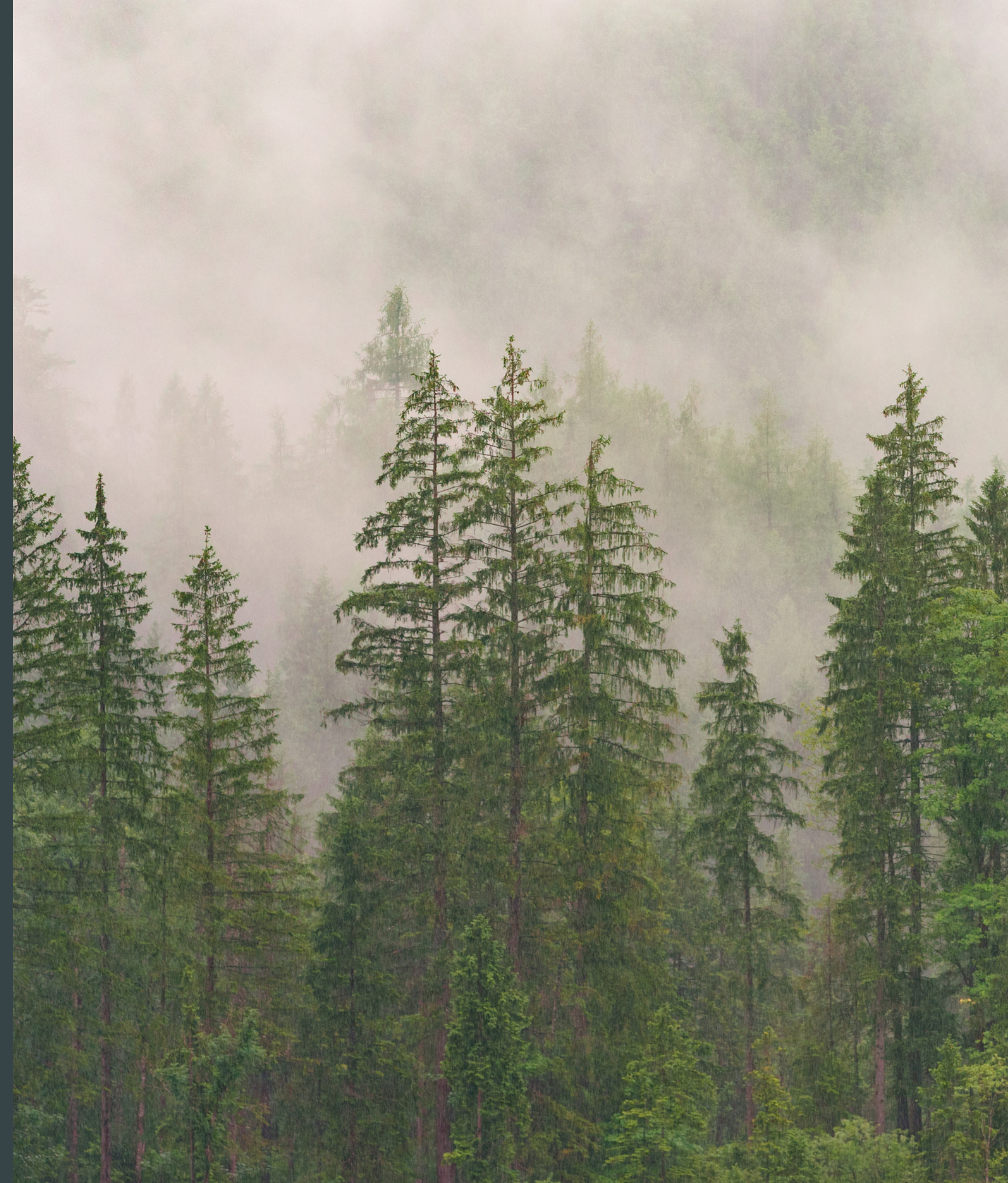
**BRITISH COLUMBIA**

**2021 DATA VINTAGE**



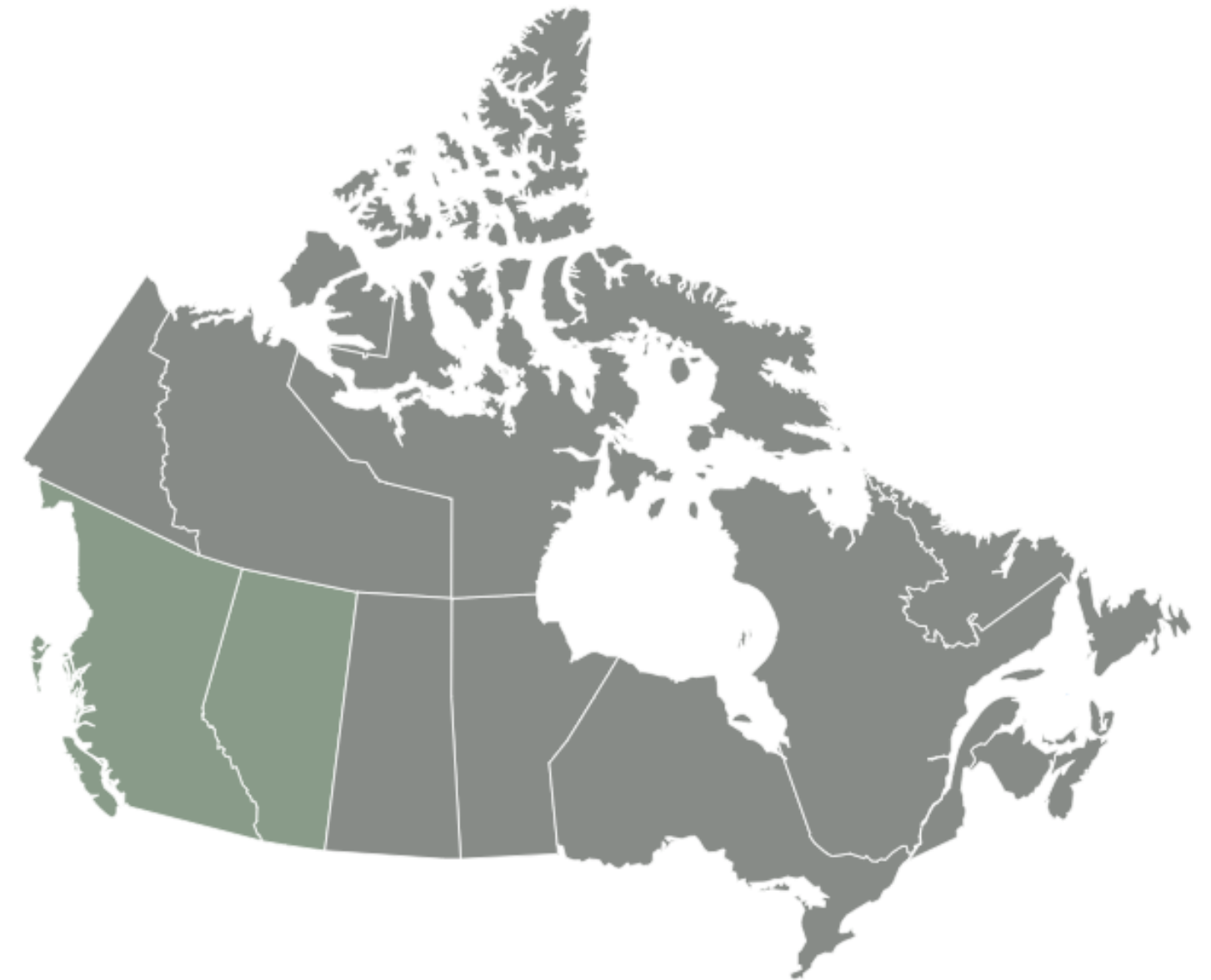
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  - Number of visits, trips, nights stayed and average length of stay
  - Visitor numbers by top cities in Alberta
  - Top PRIZM Segments and EQ Types by Year



# PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to **British Columbia**



# 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 to and grow their business with Canadian travellers
- Visitor View produces neighborhood-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 2018 to allow for analysis of historical trends

## Methodology

- **Visits:** 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)

# HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand 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 by month in 2019, 2020 and 2021
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



# CANADA INSIGHTS

# 2019, 2020 & 2021: CANADIAN VISITORS BY YEAR

## BRITISH COLUMBIA



### Overview

### 2019 Domestic Vistation

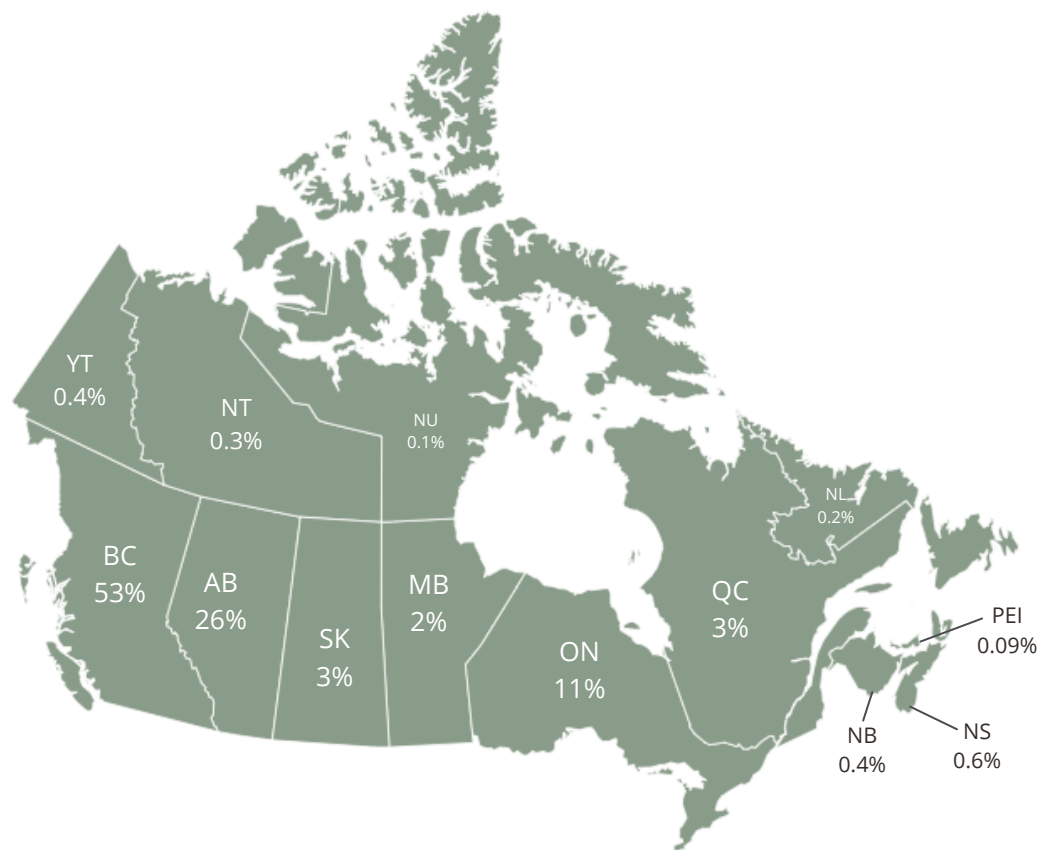
### 2020 Domestic Vistation

### 2021 Domestic Vistation

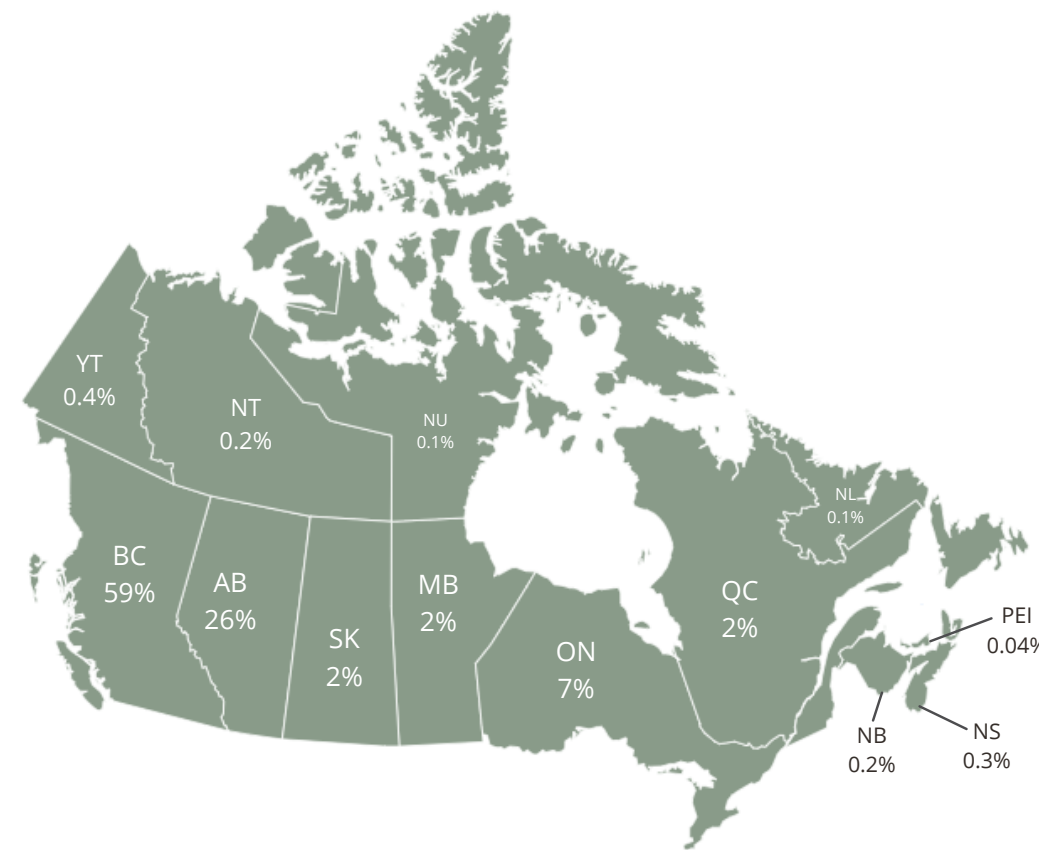
- In 2019 British Columbia saw an average of **7,045,900** Domestic Visitors. In 2020 the Province saw **5,669,500** Domestic Visitors and in 2021 **5,738,500** Domestic Visitors. A **decrease** of **-19%** compared to 2019 and an **increase** of **1%** compared to 2020 visitation.

- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

**2019 Visitors**  
**7,045,900**



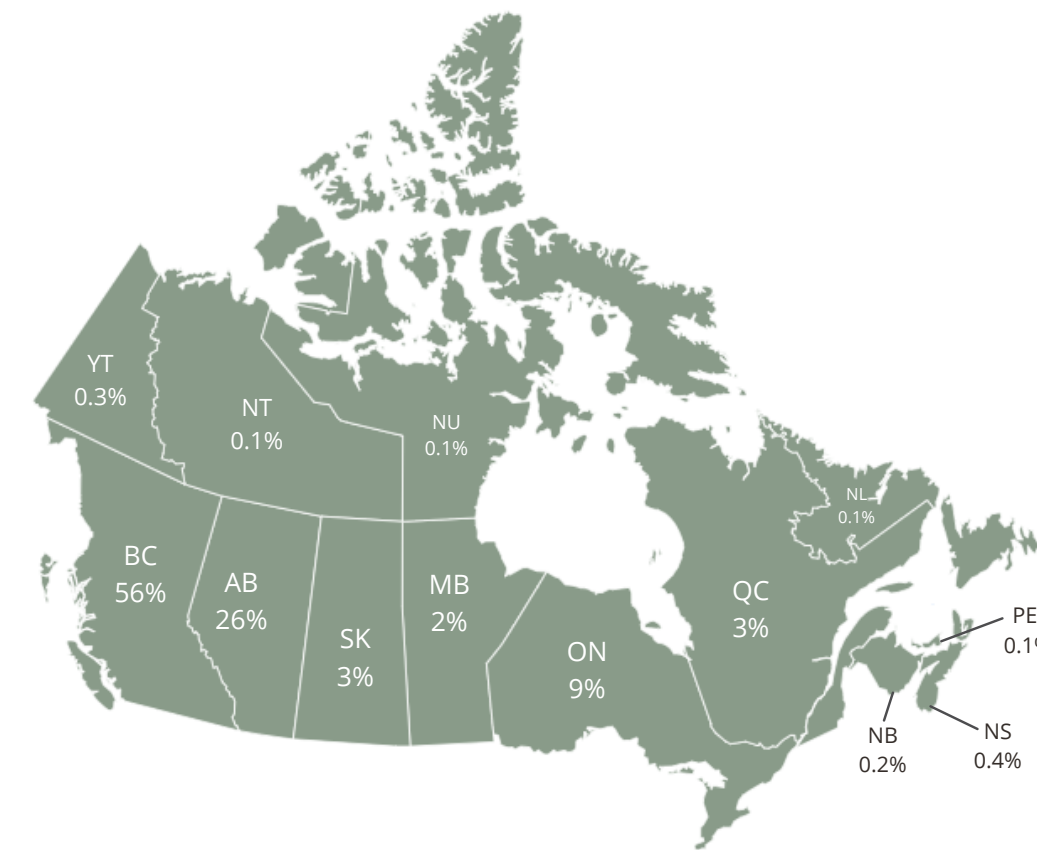
**2020 Visitors**  
**5,669,500**



**2021 Visitors**  
**5,738,500**

Decrease of **-19%**  
2021 compared to  
2019

Increase of **1%**  
2021 compared to  
2020



\*All Percentages relate to provincial Unique Visitor Counts in 2019, 2020 and 2021

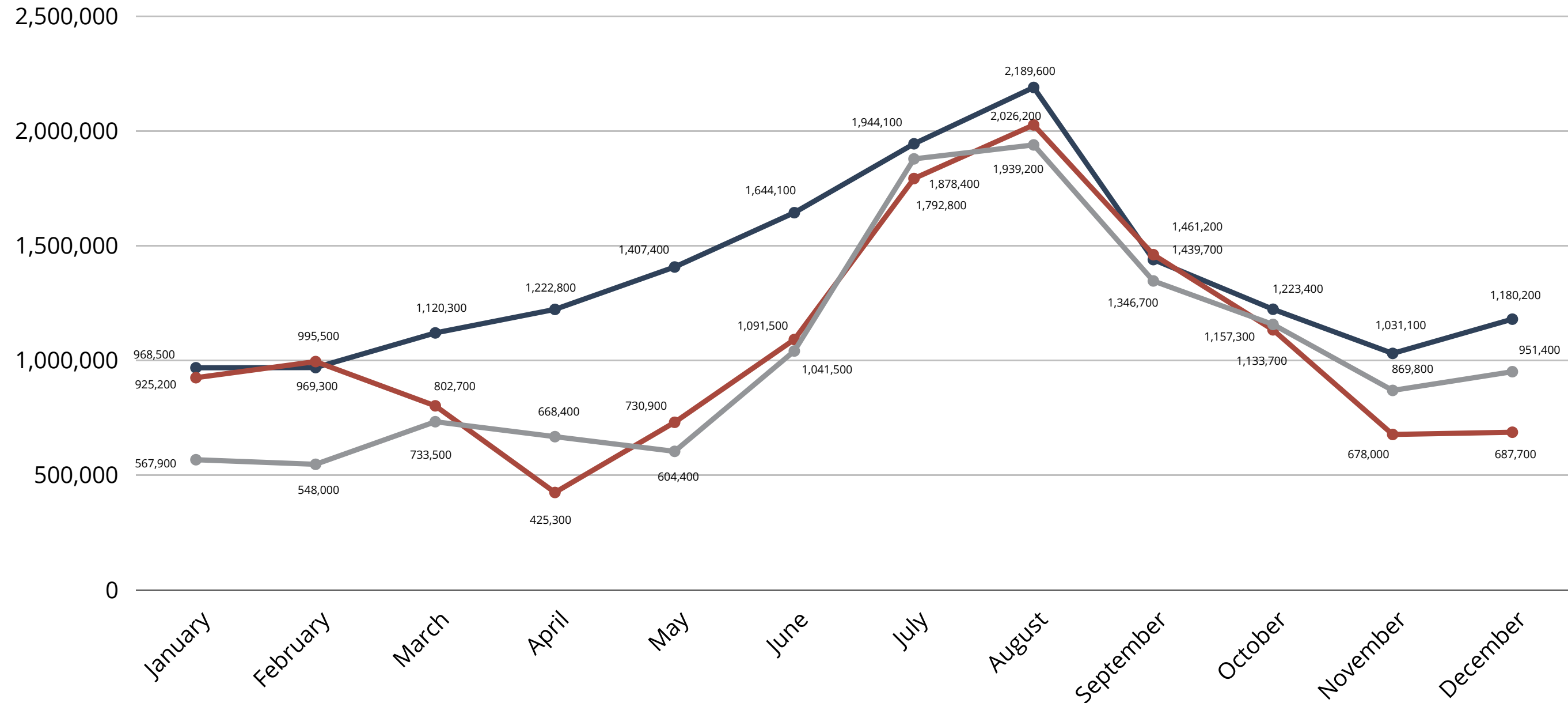
**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin

**Note:** British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020 as a result of the COVID-19 Global Pandemic, another on July 20, 2021 as a result of severe wildfire activity and another on November 17, 2021 as a result of severe provincial flooding.



# CANADIAN VISITATION

## CANADIAN VISITORS TRAVELLING TO BRITISH COLUMBIA BY MONTH



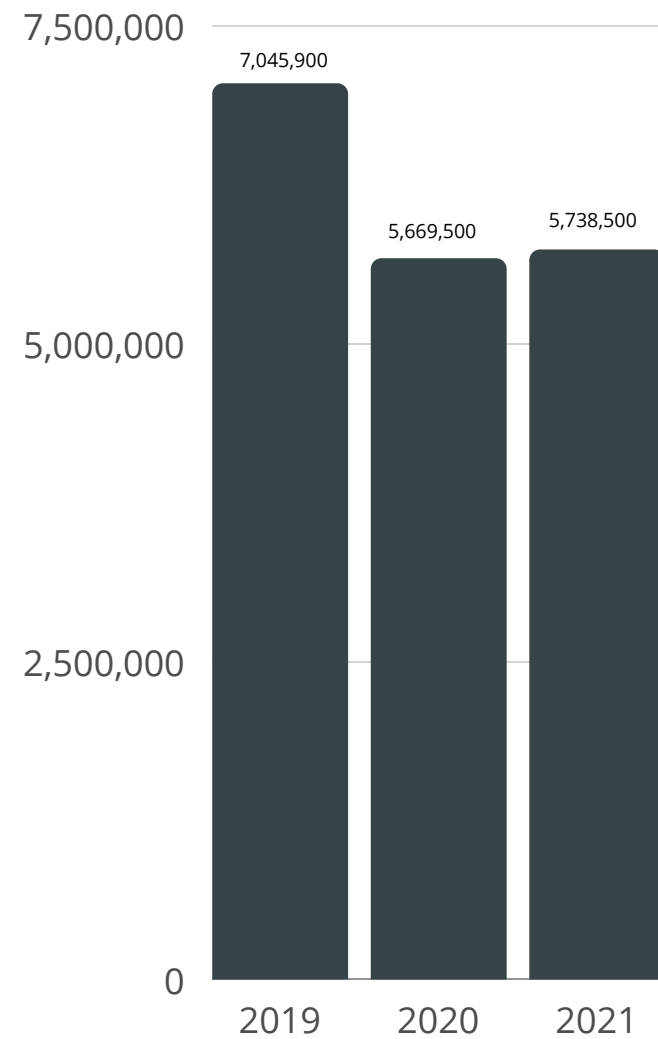




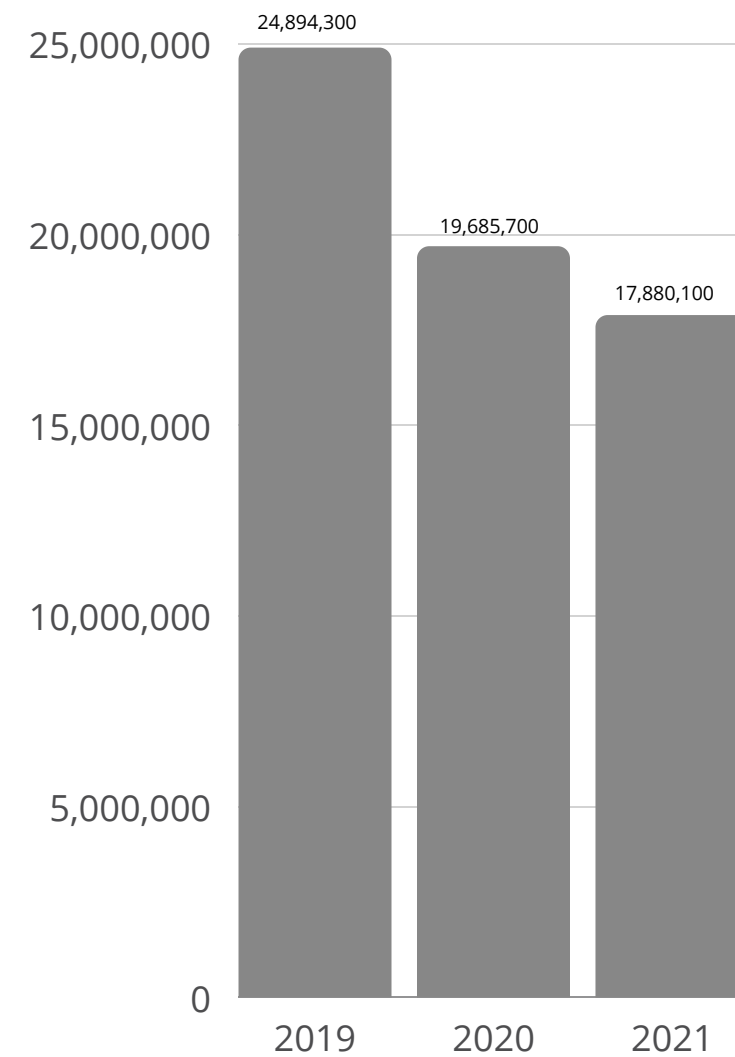
# CANADIAN VISITATION BY YEAR

## CANADIAN RESIDENTS TRAVELLING TO BRITISH COLUMBIA

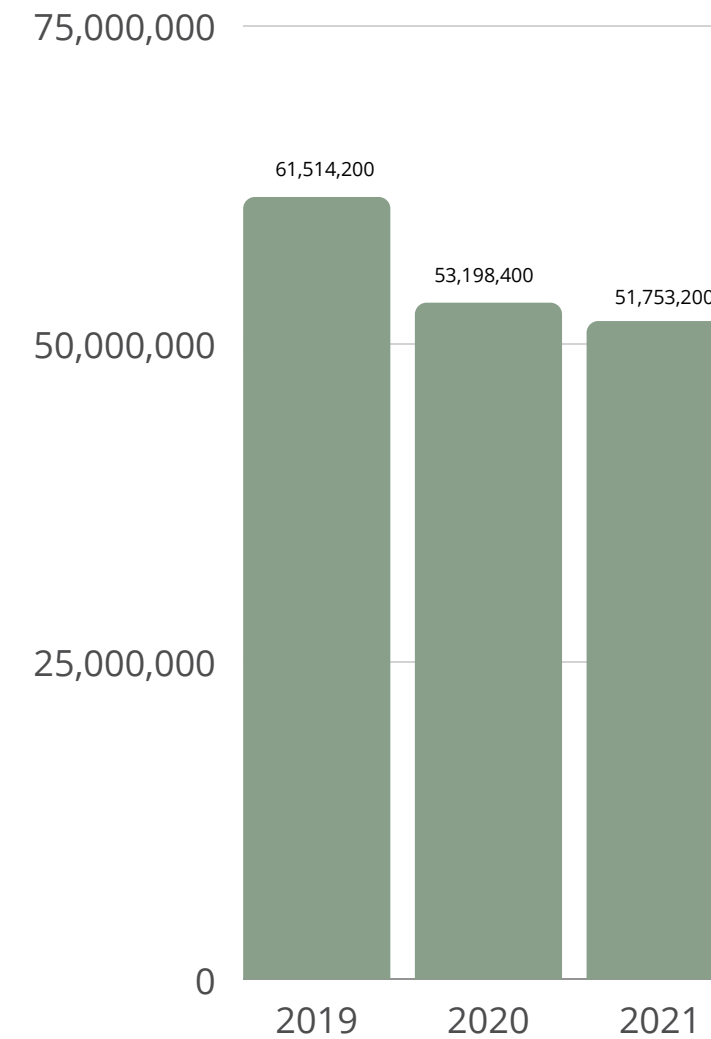
Number of Visitors to BC from Canada



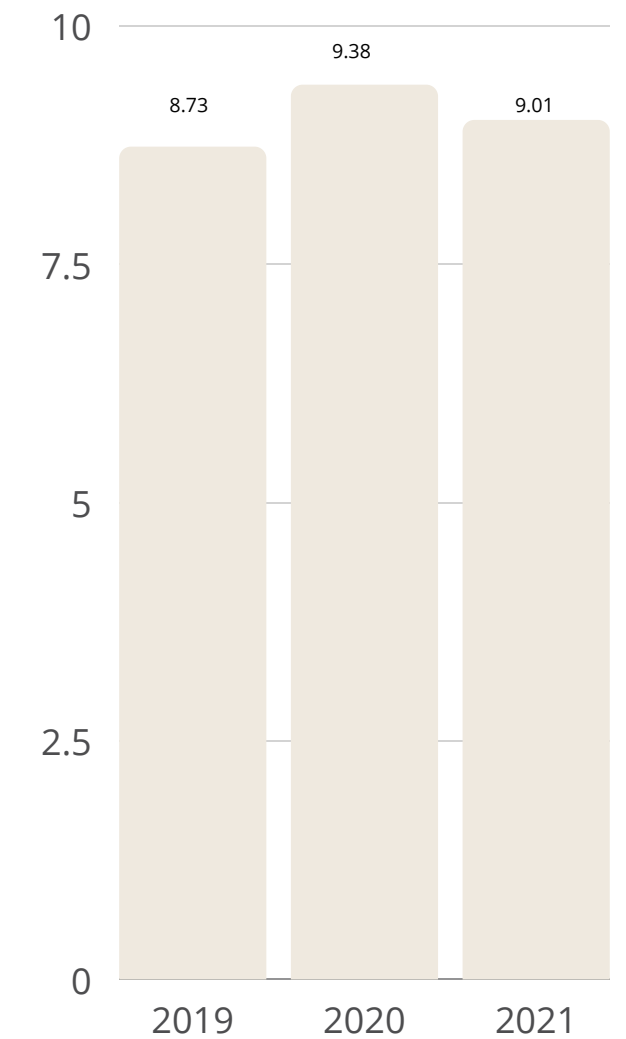
Number of Trips to BC from Canada



Number of Nights Stayed in BC from Canada



Average Length of Stay to BC from Canada

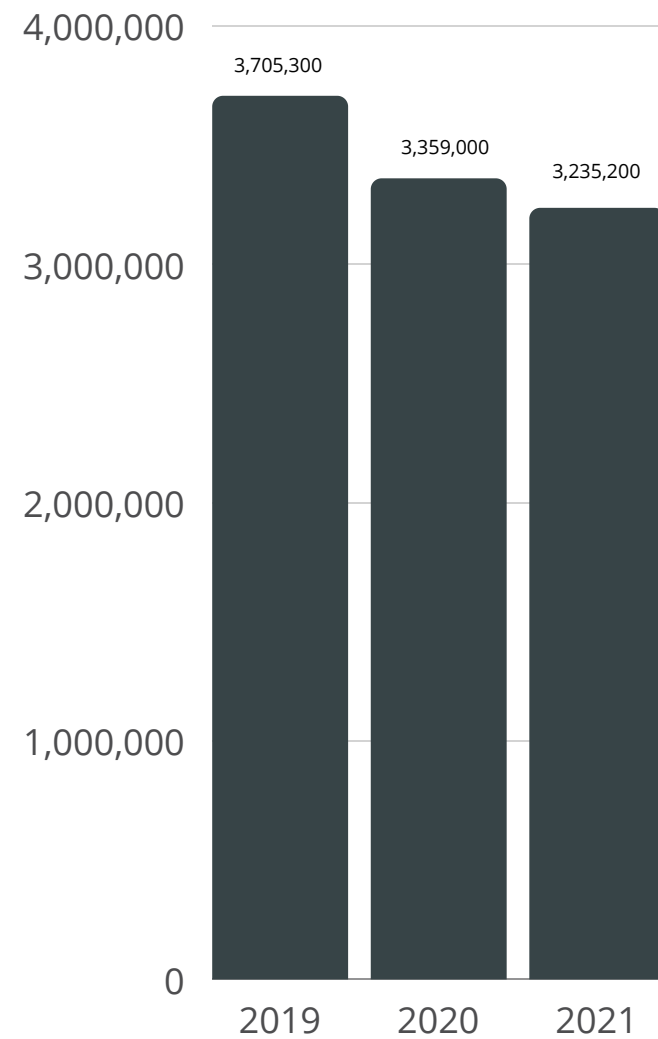


# BRITISH COLUMBIA INSIGHTS

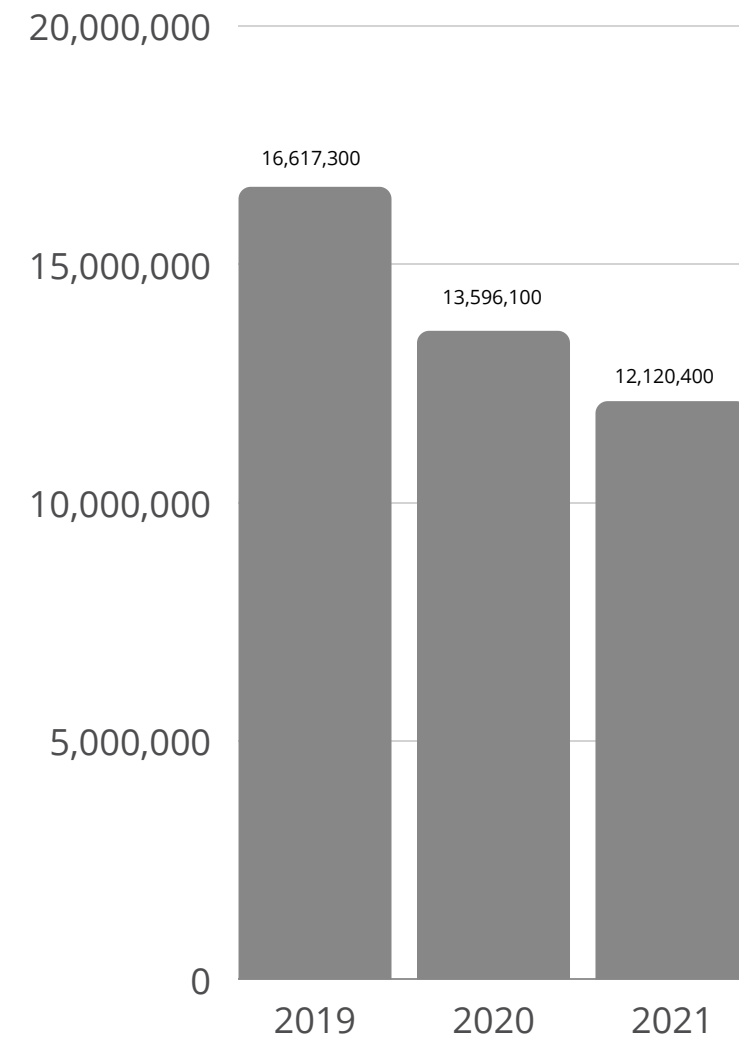
# BRITISH COLUMBIA VISITATION BY YEAR

## BRITISH COLUMBIA RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

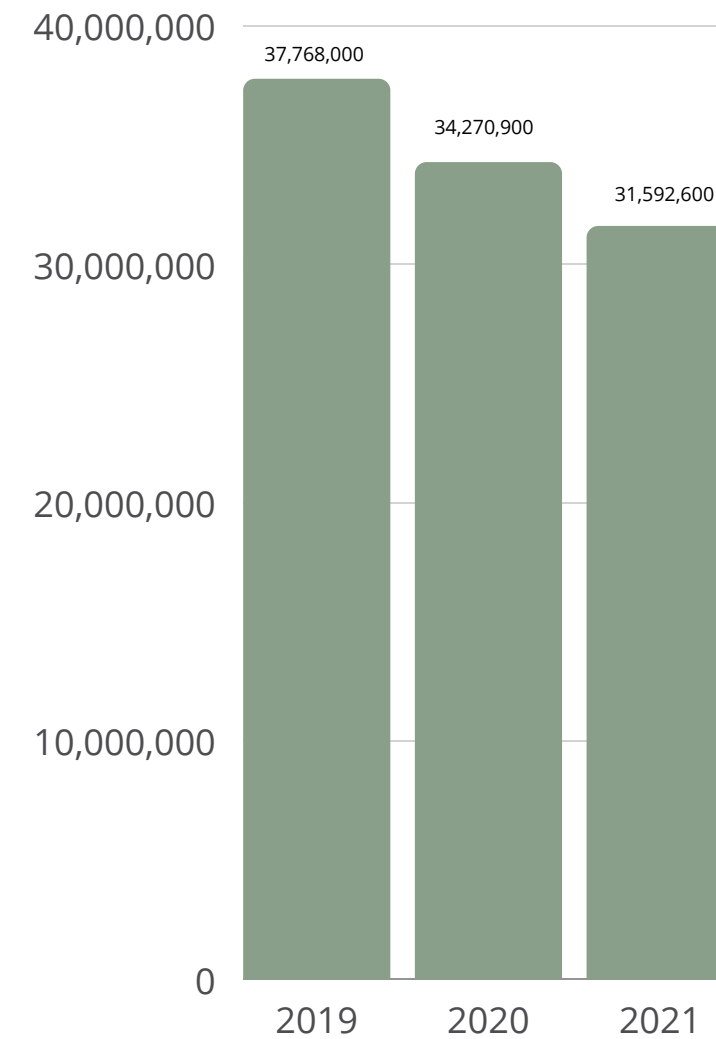
Number of Visitors to BC from BC



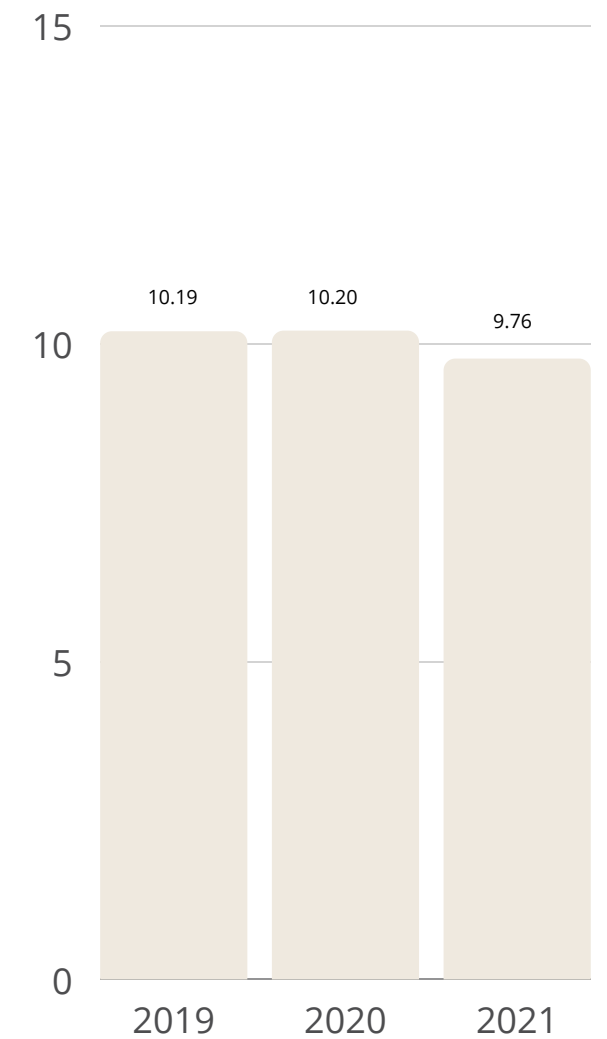
Number of Trips to BC from BC



Number of Nights Stayed in BC from BC



Average Length of Stay to BC from BC



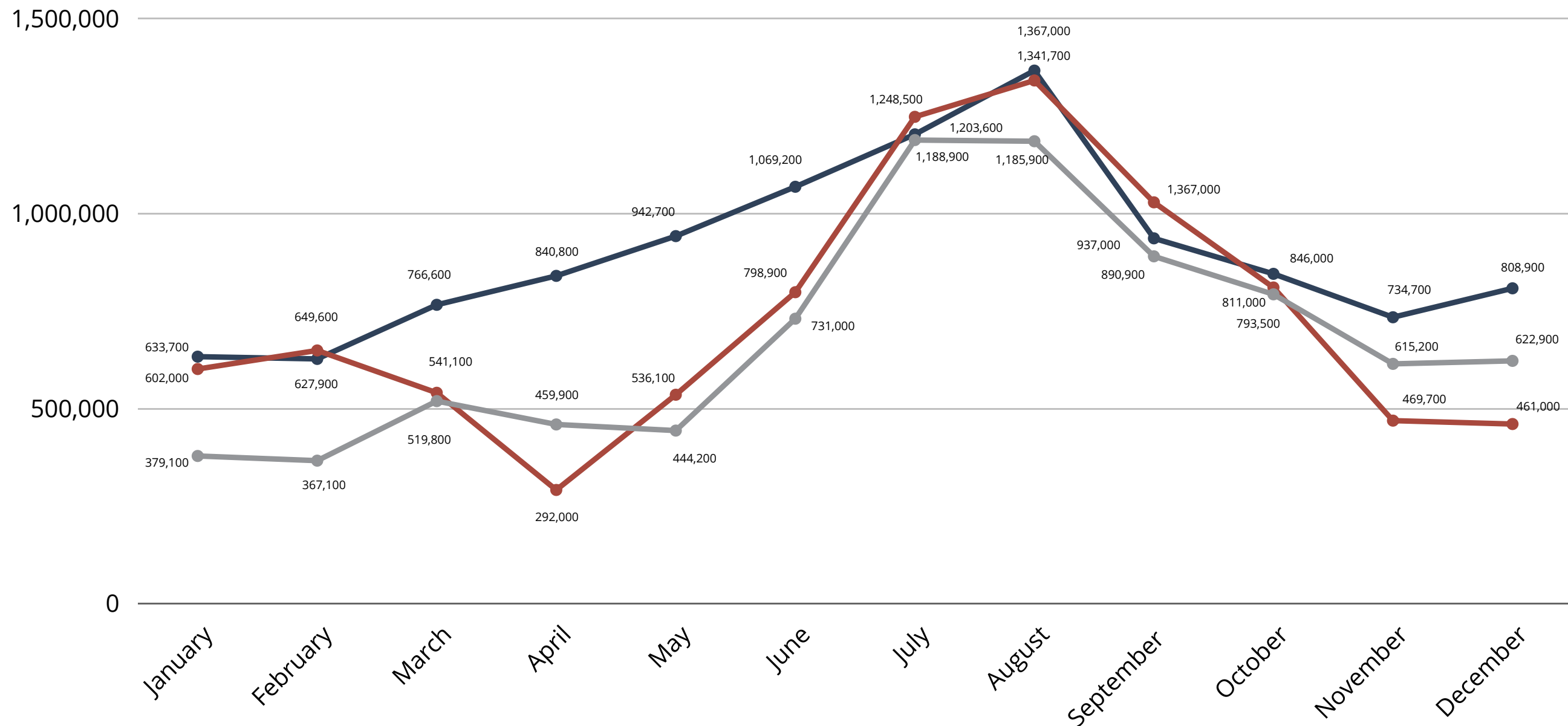
# BC VISITS TO BRITISH COLUMBIA BY YEAR

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	429,300	Vancouver	389,100	Vancouver	359,500
Surrey	318,200	Surrey	298,400	Surrey	285,100
Burnaby	141,500	Burnaby	124,100	Burnaby	115,700
Abbotsford	130,500	Abbotsford	113,700	Kelowna	105,600
Richmond	123,900	Richmond	107,200	Abbotsford	101,000
Kelowna	119,000	Kelowna	104,500	Richmond	99,700
Saanich	106,600	Saanich	93,300	Saanich	93,800
Coquitlam	93,600	Coquitlam	84,600	Kamloops	85,600
Langley	91,600	Kamloops	83,00	Coquitlam	78,300
Kamloops	88,800	Langley	82,500	Langley	77,900

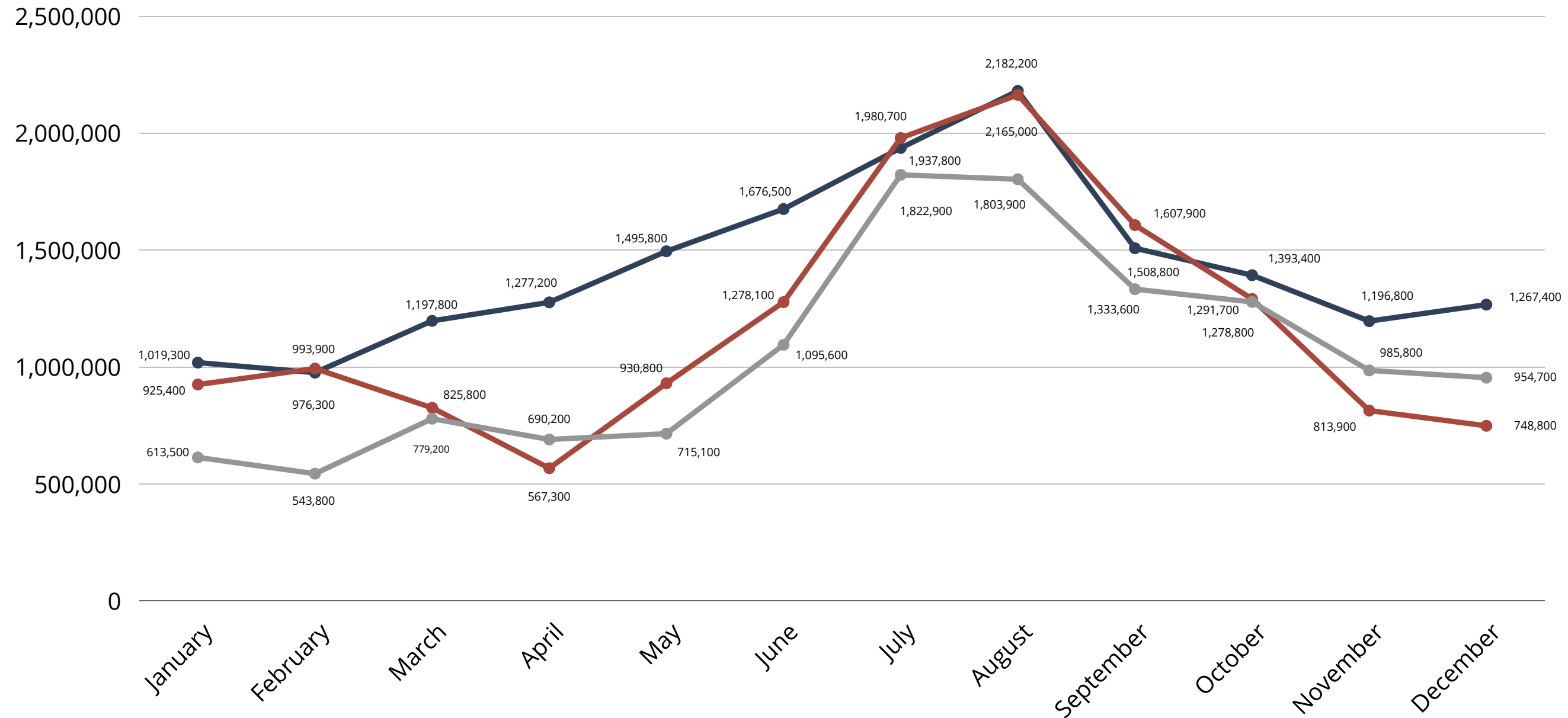
# BRITISH COLUMBIA VISITATION

## BC VISITORS TRAVELLING WITHIN BC BY MONTH



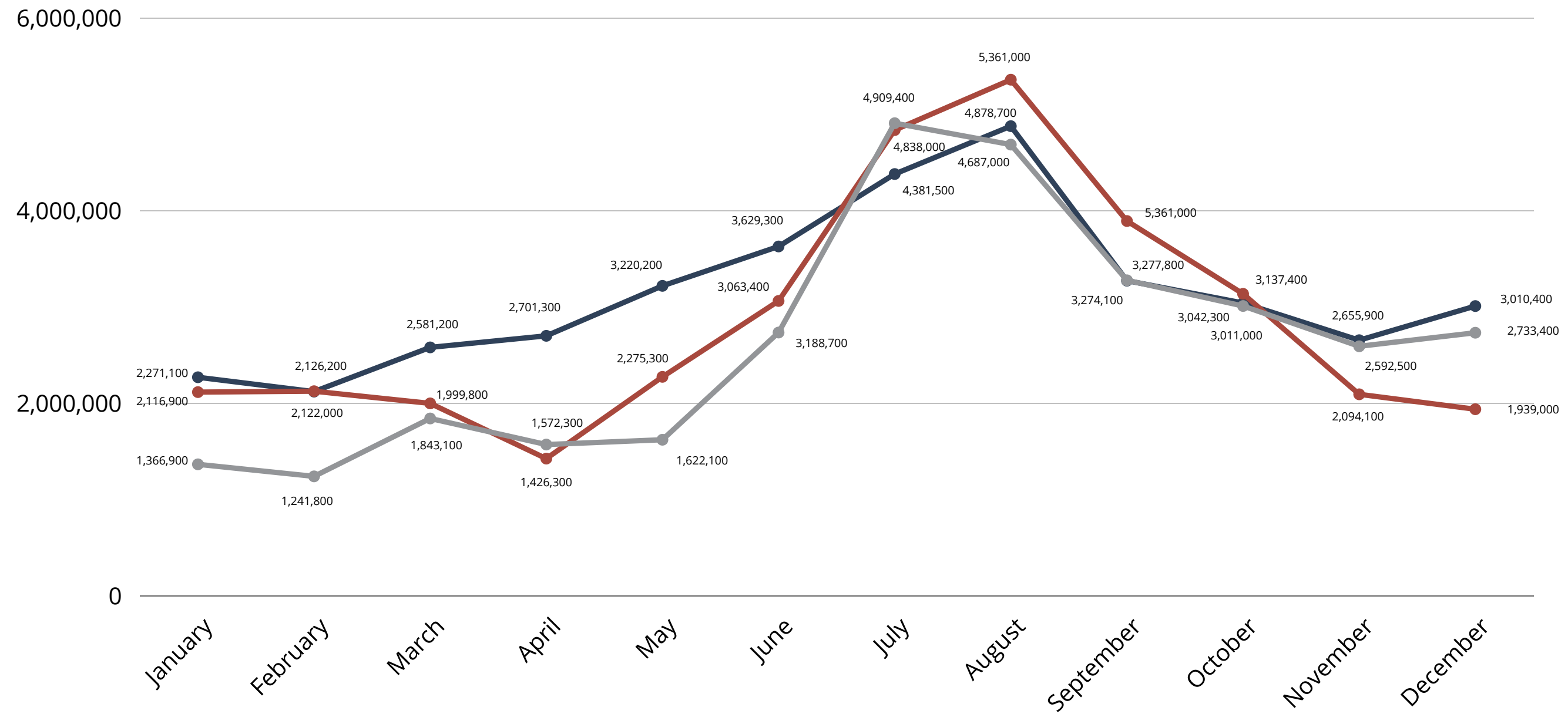
# BRITISH COLUMBIA VISITATION

## BC TRIPS WITHIN BC BY MONTH



# BRITISH COLUMBIA VISITATION

## BC OVERNIGHT STAYS WITHIN BC BY MONTH



# BRITISH COLUMBIAN VISITATION TO BRITISH COLUMBIA BY PRIZM SEGMENT AND EQ TYPE

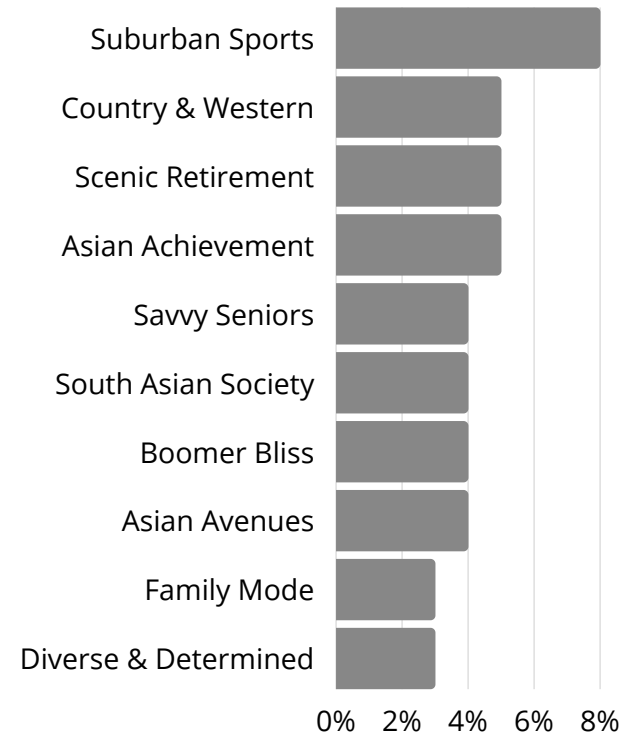
## BRITISH COLUMBIA

2019 BC Visitors to BC by PRIZM Segment

### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).

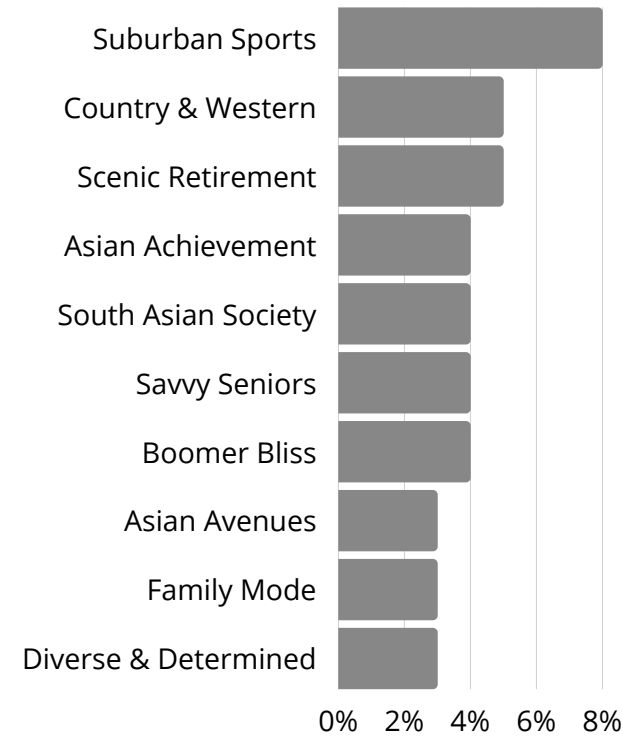


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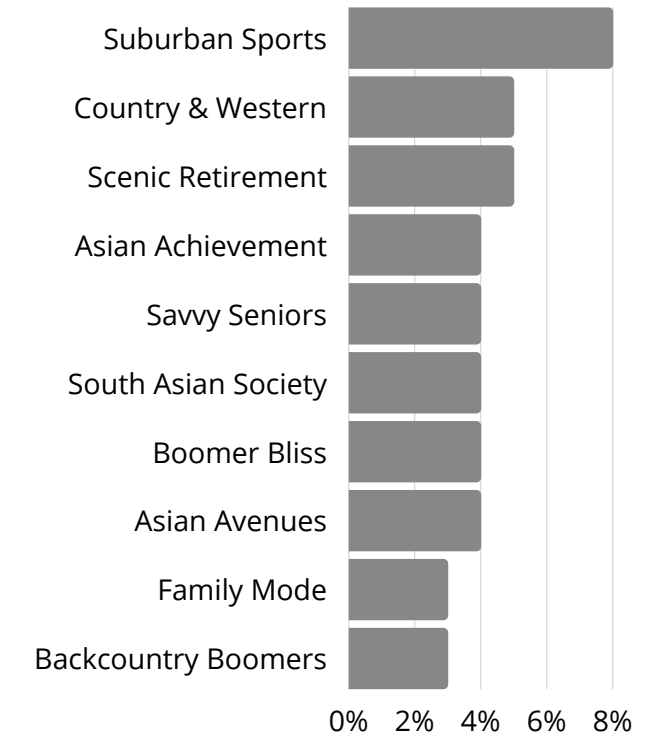


2021 BC Visitors to BC by PRIZM Segment

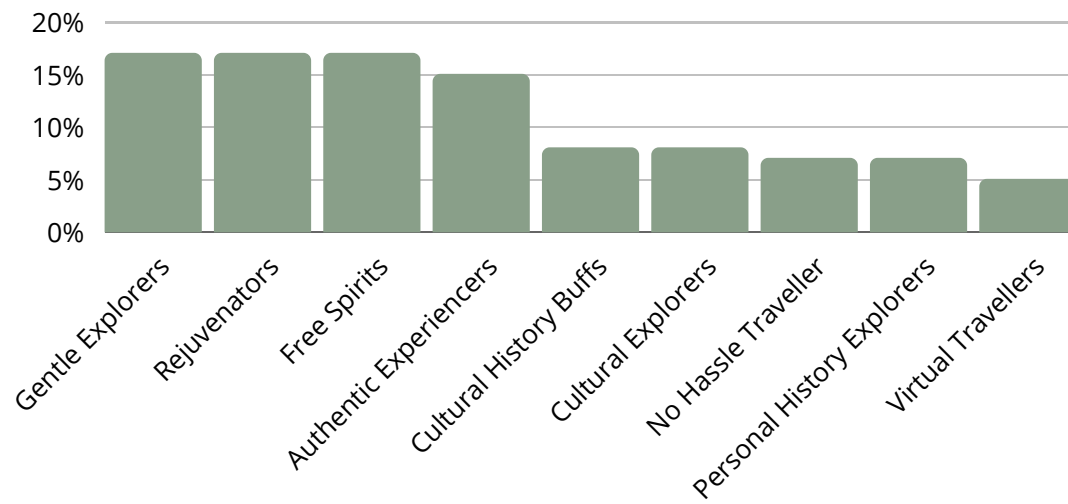
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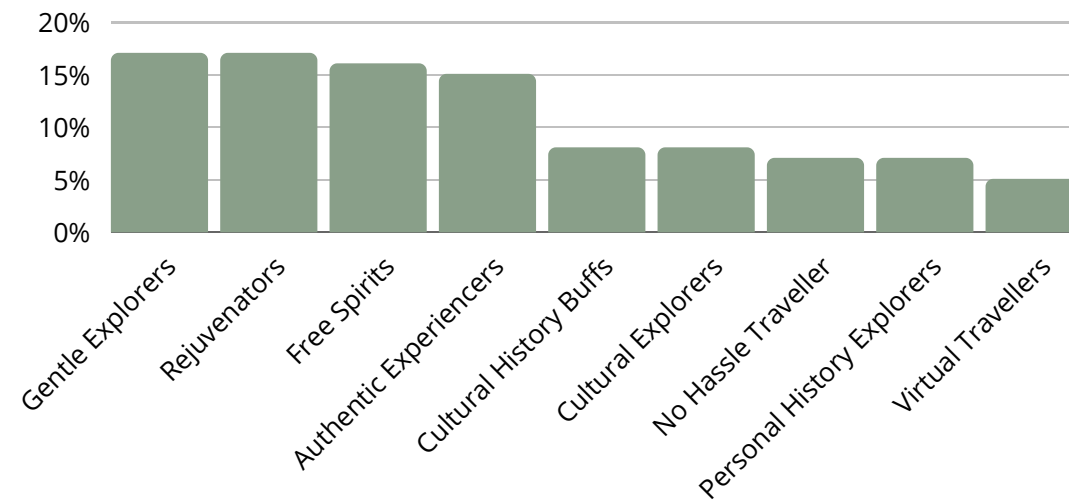
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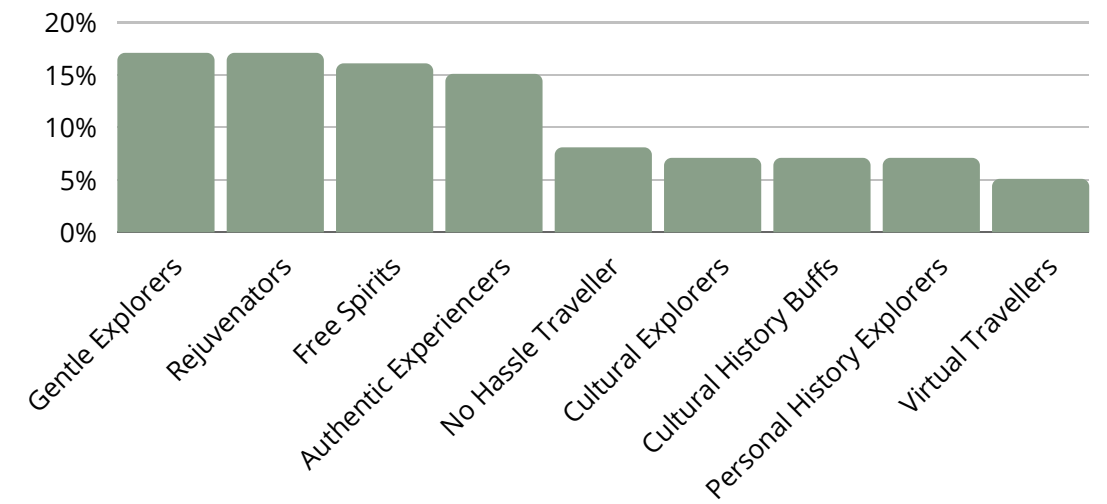
2019 Visitors by EQ Type



2020 Visitors by EQ Type



2021 Visitors by EQ Type



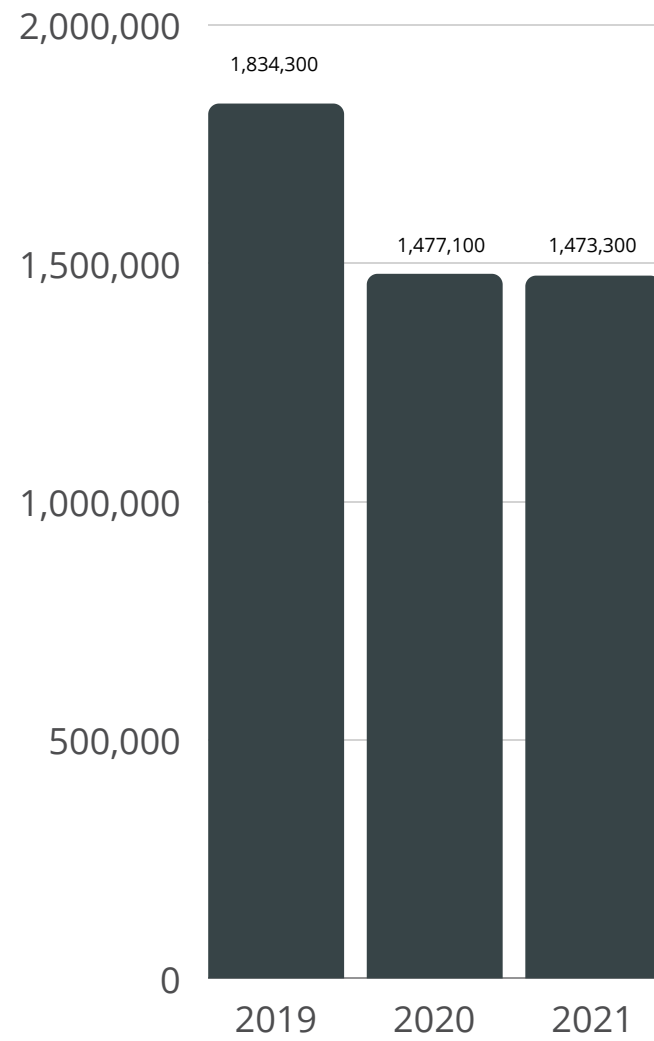


# ALBERTA INSIGHTS

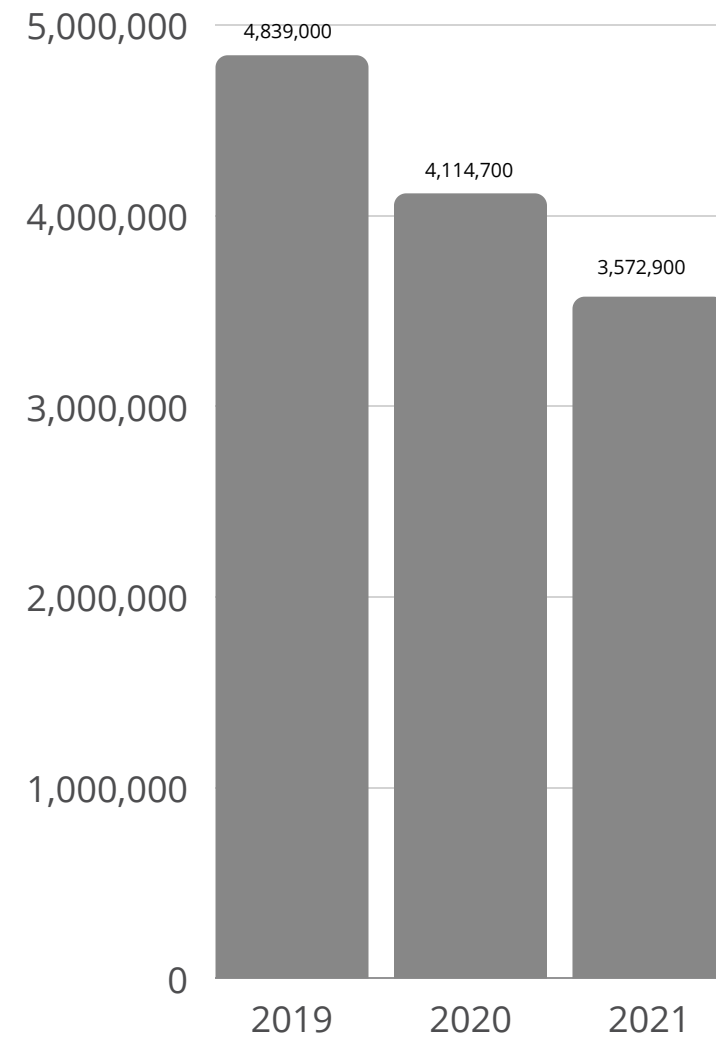
# ALBERTA VISITATION BY YEAR

## ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

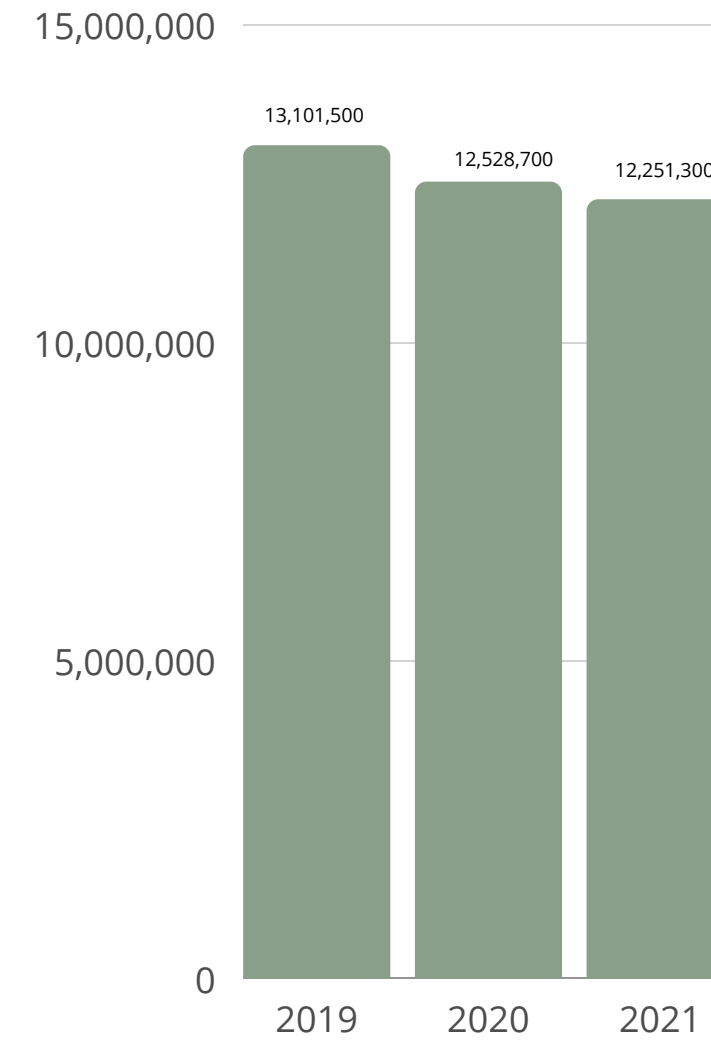
Number of Visitors to BC from Alberta



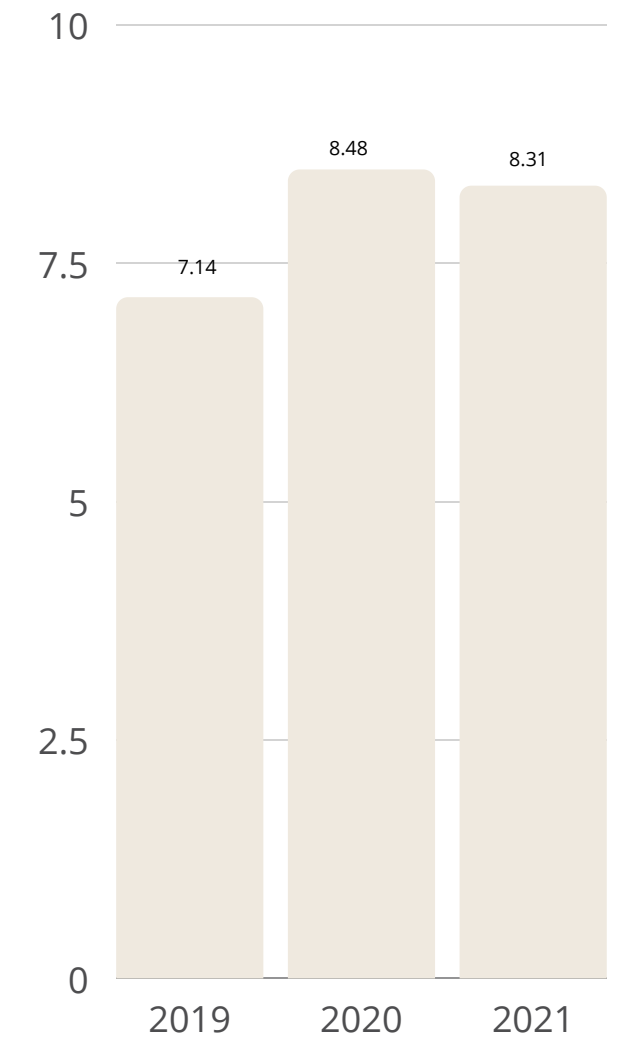
Number of Trips to BC from Alberta



Number of Nights Stayed in BC from Alberta



Average Length of Stay to BC from Alberta



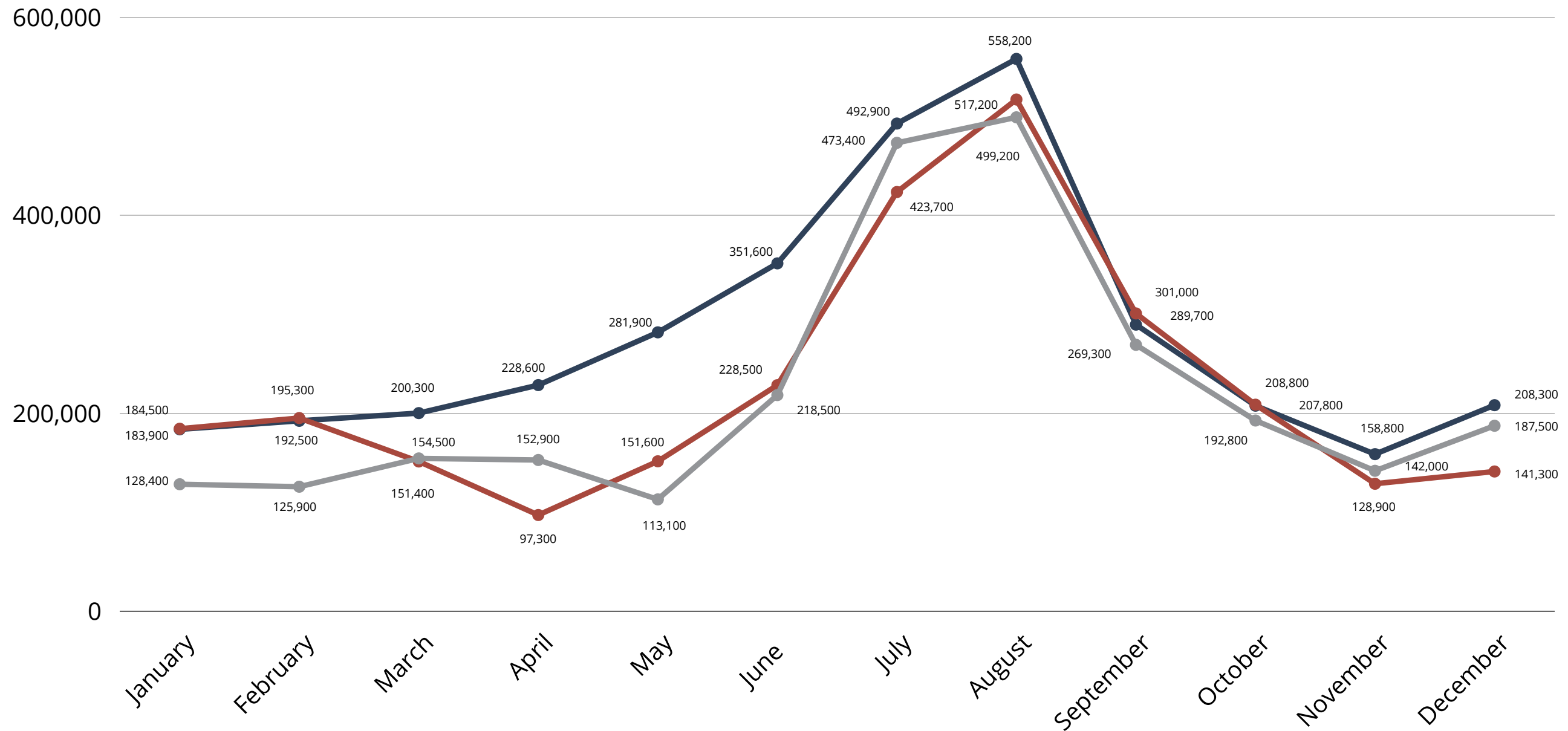
# ALBERTA VISITS TO BRITISH COLUMBIA BY YEAR

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	655,600	Calgary	533,000	Calgary	518,500
Edmonton	373,700	Edmonton	278,700	Edmonton	296,100
Red Deer	43,100	Red Deer	34,900	Strathcona County	35,500
Strathcona County	41,100	Grande Prairie	34,600	Grande Prairie	31,800
Grande Prairie	40,100	Strathcona County	34,500	Lethbridge	31,500
Airdrie	37,800	Airdrie	32,200	Airdrie	30,600
Lethbridge	35,800	Lethbridge	28,600	Red Deer	28,200
St. Albert	28,500	St. Albert	22,900	St. Albert	22,100
Wood Buffalo	26,100	Rocky View County	21,200	Rocky View County	20,600
Rocky View County	24,800	Wood Buffalo	20,000	Wood Buffalo	15,200

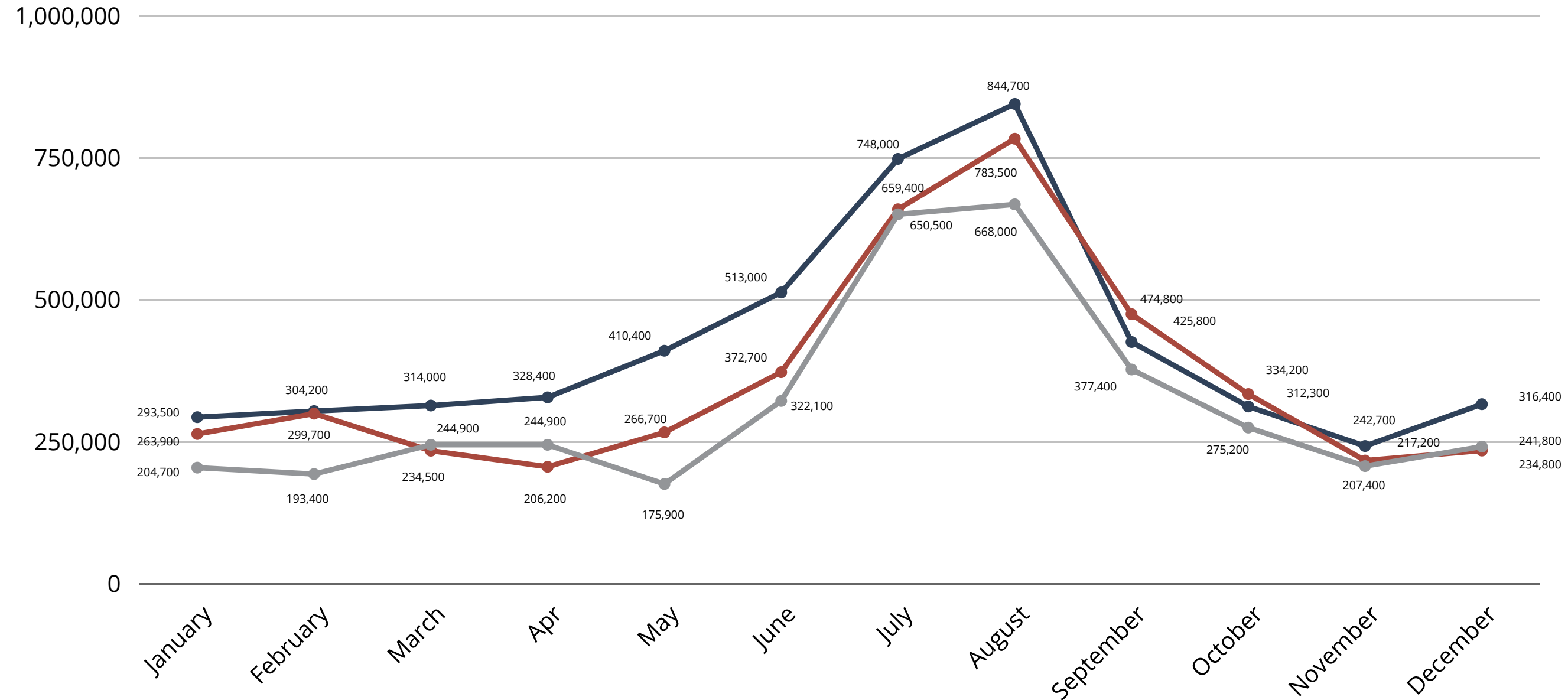
# ALBERTA VISITATION

## ALBERTA VISITORS TRAVELLING TO BC BY MONTH



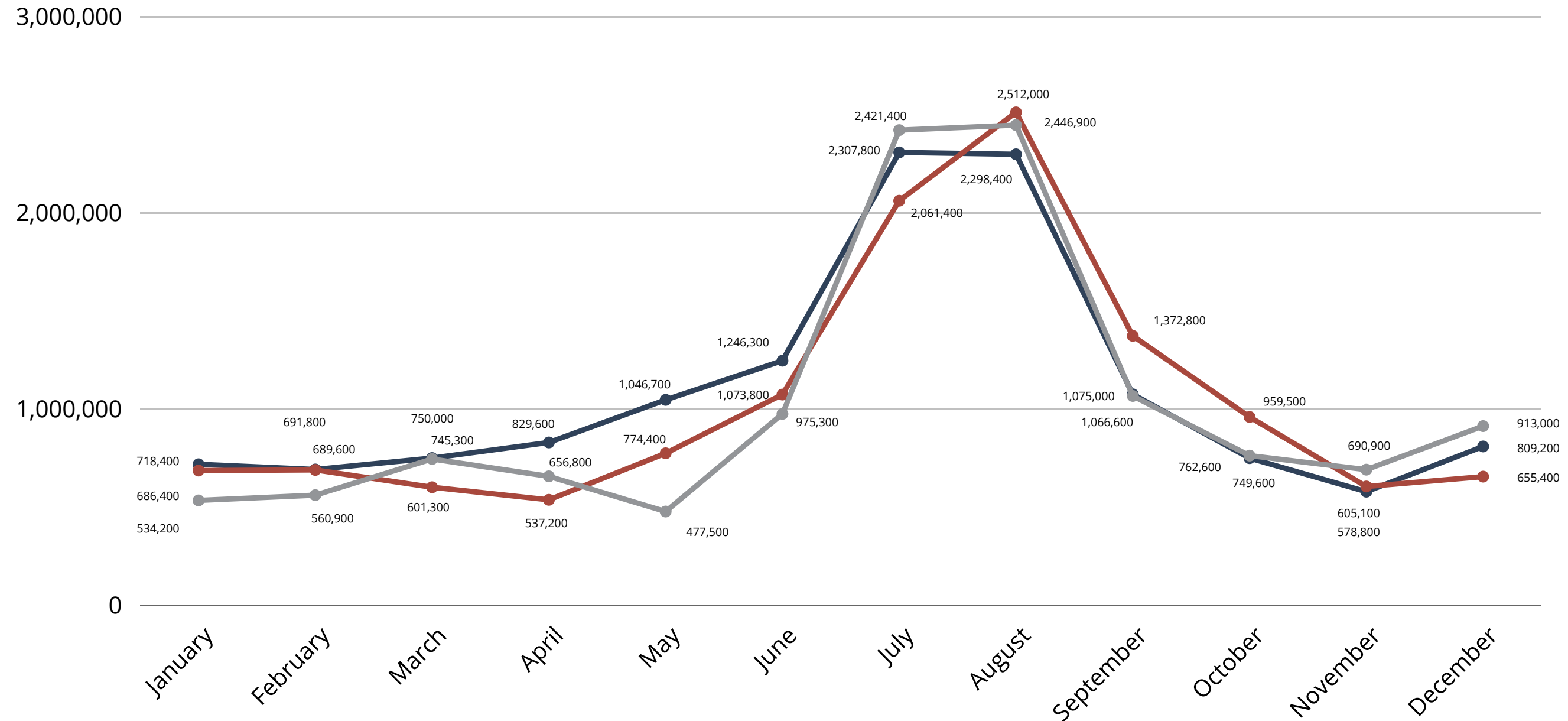
# ALBERTA VISITATION

## ALBERTA TRIPS TO BC BY MONTH



# ALBERTA VISITATION

## ALBERTA OVERNIGHT STAYS IN BC BY MONTH



# ALBERTA VISITATION TO BRITISH COLUMBIA BY PRIZM SEGMENT AND EQ TYPE

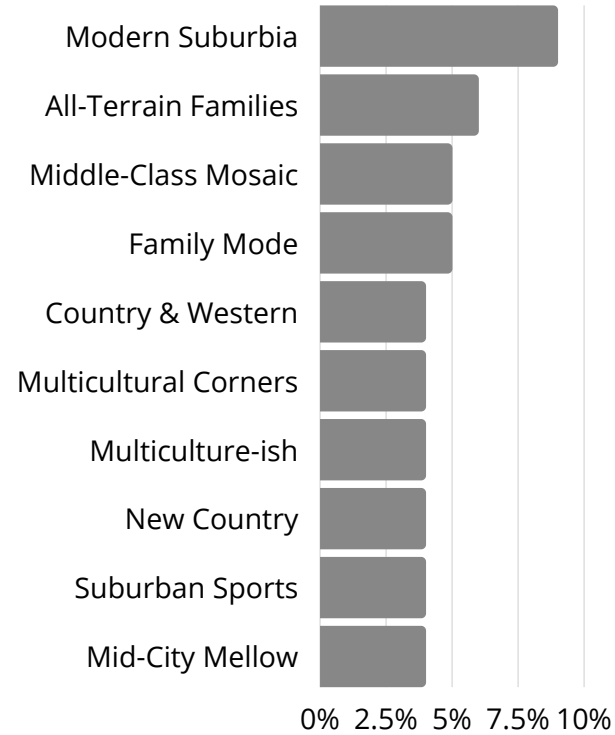
## BRITISH COLUMBIA

2019 Alberta Visitors to BC by PRIZM Segment

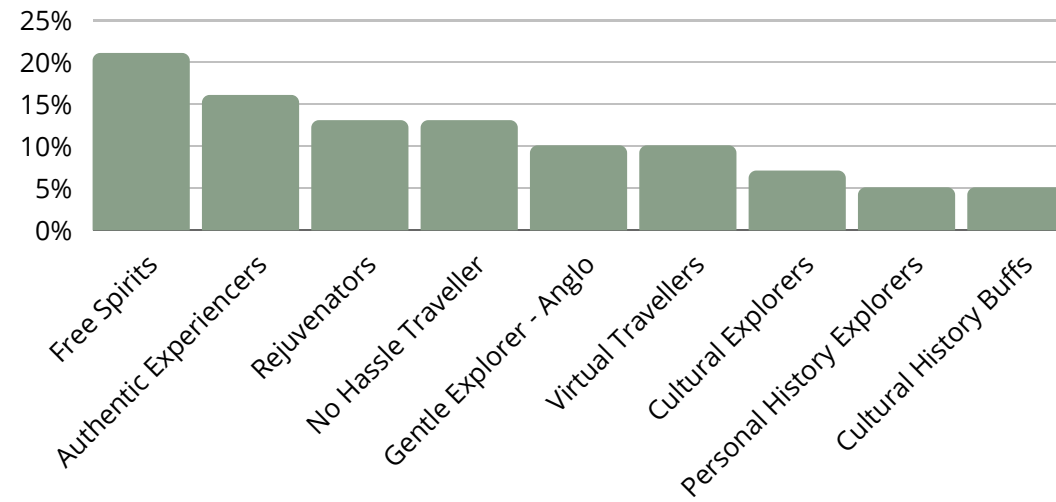
### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).



2019 Visitors by EQ Type

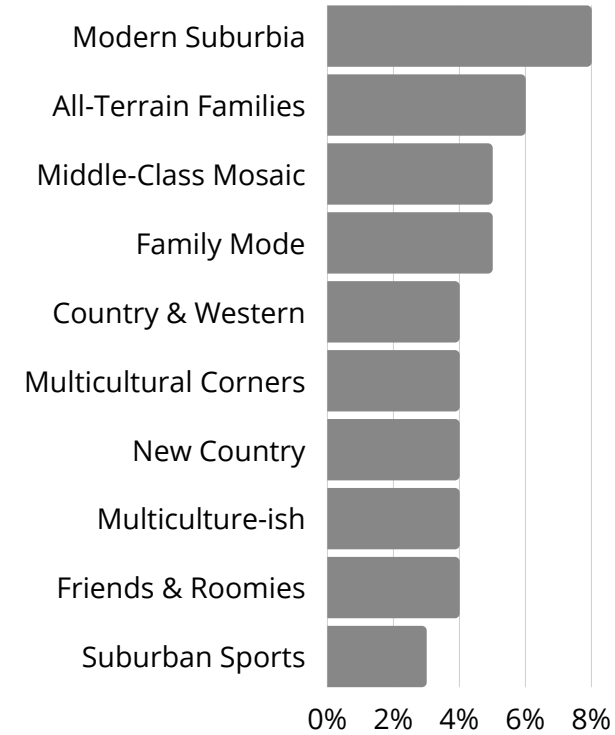


2020 Alberta Visitors to BC by PRIZM Segment

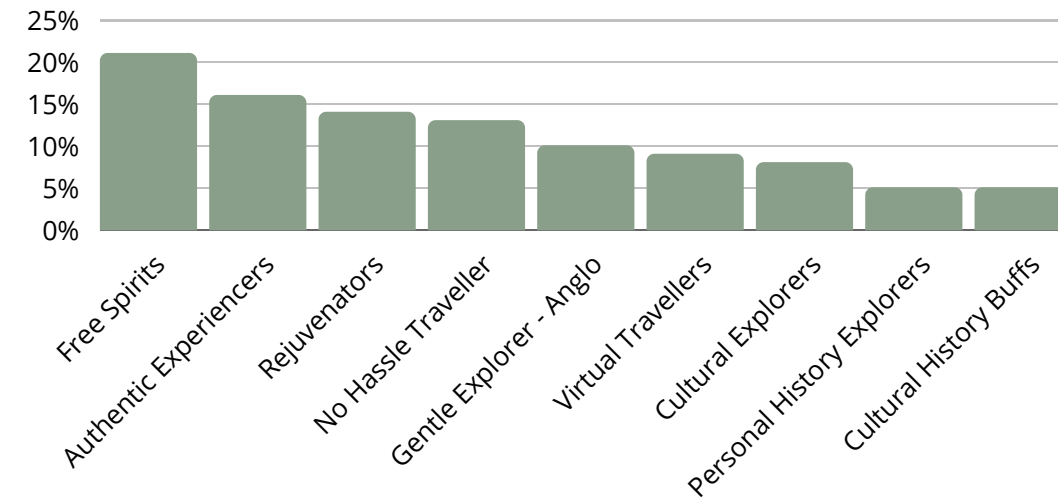
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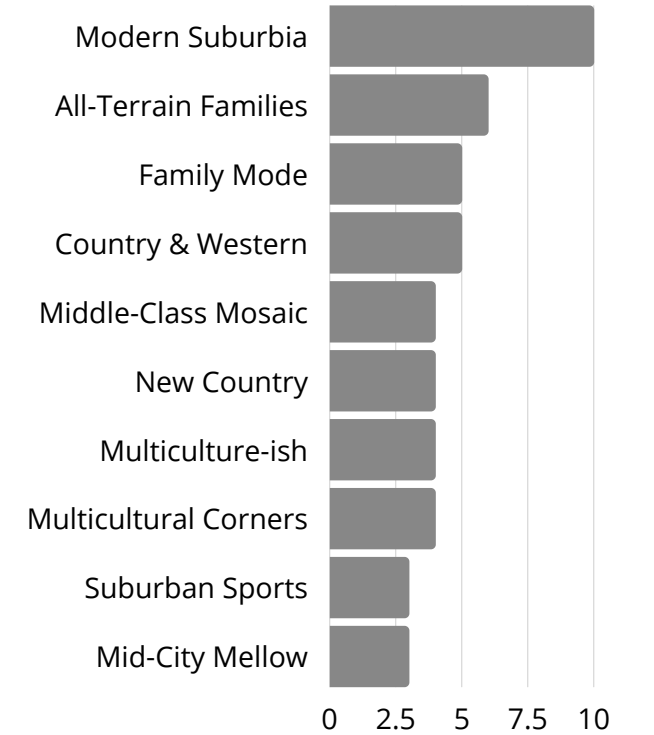


2021 Alberta Visitors to BC by PRIZM Segment

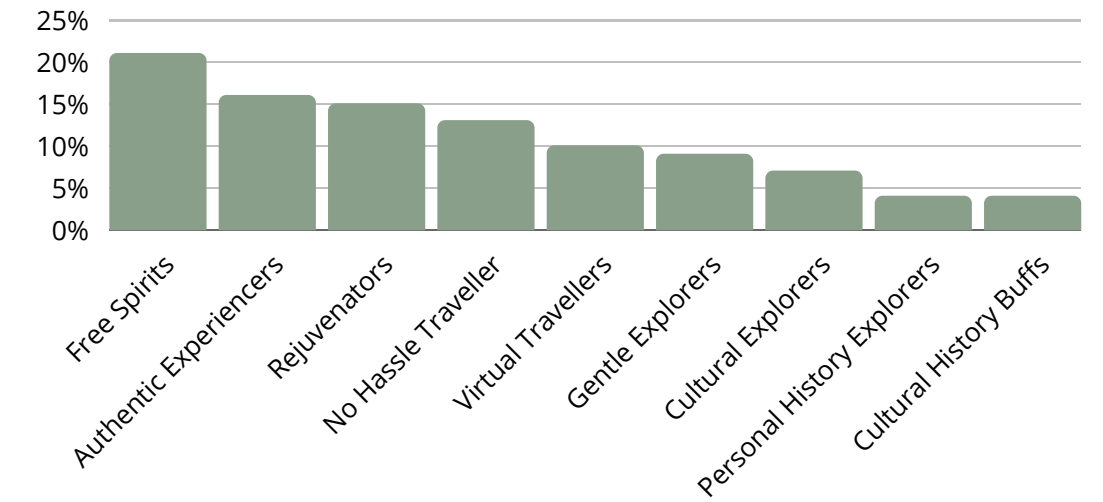
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- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).



2021 Visitors by EQ Type



# CONTACT US

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