



bcrts

British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2023

Thompson Okanagan Region – *April Update*



SYMPHONY
TOURISM
SERVICES

TOTA

2023 DATA VINTAGE

Purpose

- As the tourism industry navigates recovery from the COVID-19 global pandemic, the British Columbia Regional Tourism Secretariat (BCRTS) continues to provide baseline research to support the industry as it moves forward
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **BC Market** as the top priority followed by the **Alberta Market**
- This report focuses on visitor analysis to **Thompson Okanagan Region**



Research Overview

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- 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 2020 to allow for analysis of historical trends

Methodology

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



Research Overview

2023 Visitor
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- 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 2020, 2021, 2022 and 2023
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and the path to recovery
- 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





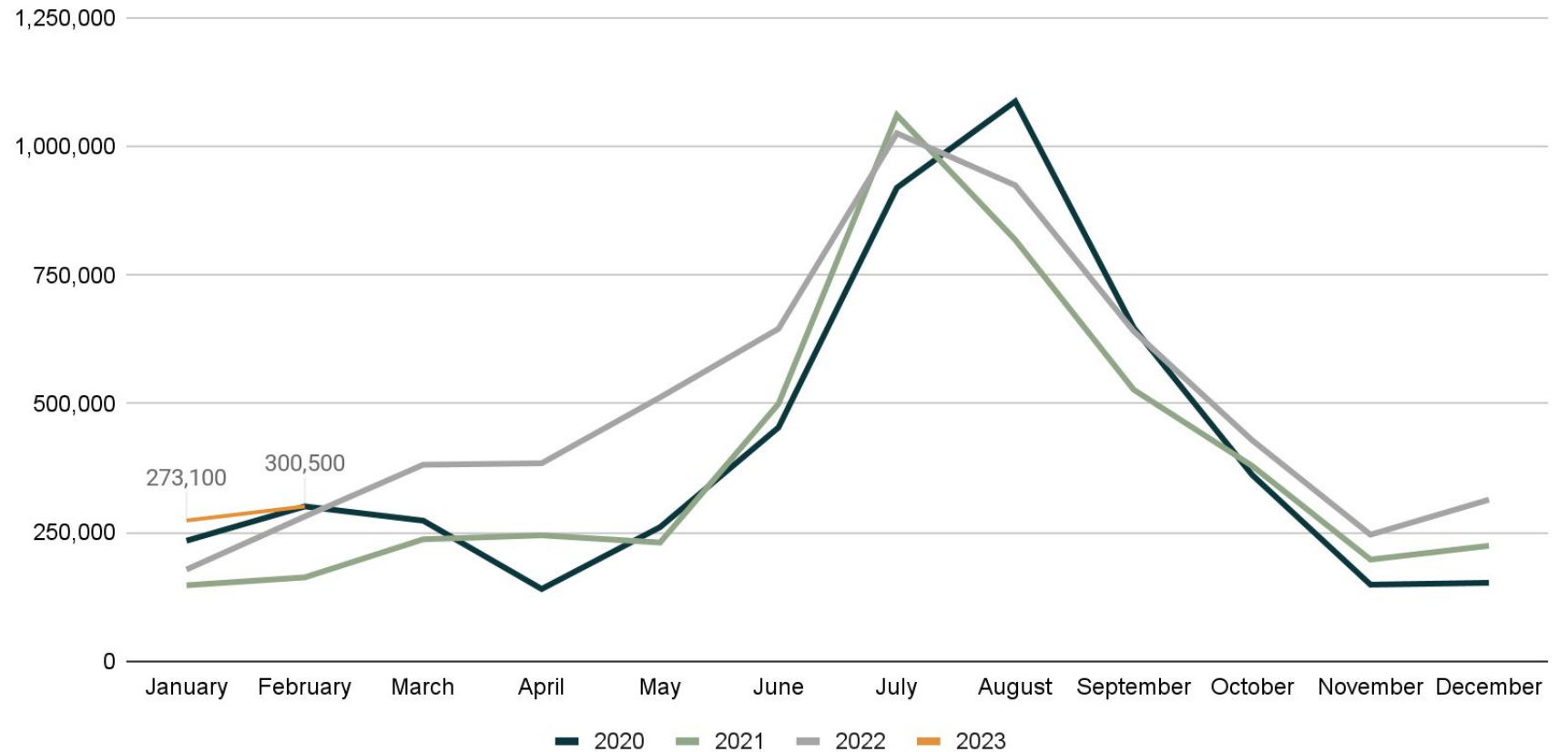
Canada Insights

Canadian Visitation

Canadian Visitors Travelling to Thompson Okanagan by Month

2023 Visitor
Highlights
TOTAL
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- January 2023 saw a **17%** increase compared to 2020, a **85%** increase compared to 2021 and a **54%** increase compared to 2022
- February 2023 saw a **0.001%** increase compared to 2020, a **85%** increase compared to 2021 and a **7%** increase compared to 2022



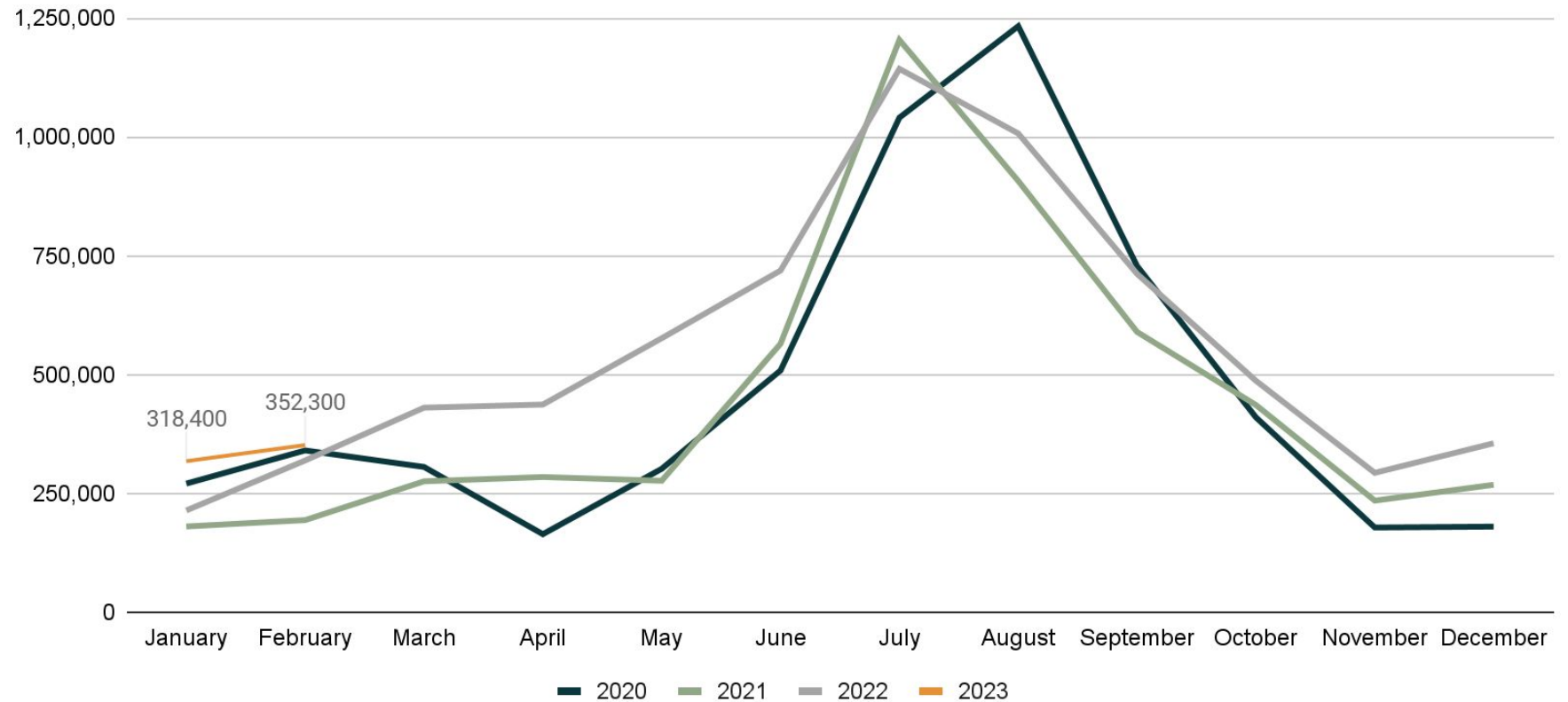
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Trips To Thompson Okanagan By Month

2023 Visitor
Highlights
TOTAL
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- January 2023 saw a **17%** increase compared to 2020, a **76%** increase compared to 2021 and a **48%** increase compared to 2022
- February 2023 saw a **3%** increase compared to 2020, a **81%** increase compared to 2021 and a **10%** increase compared to 2022



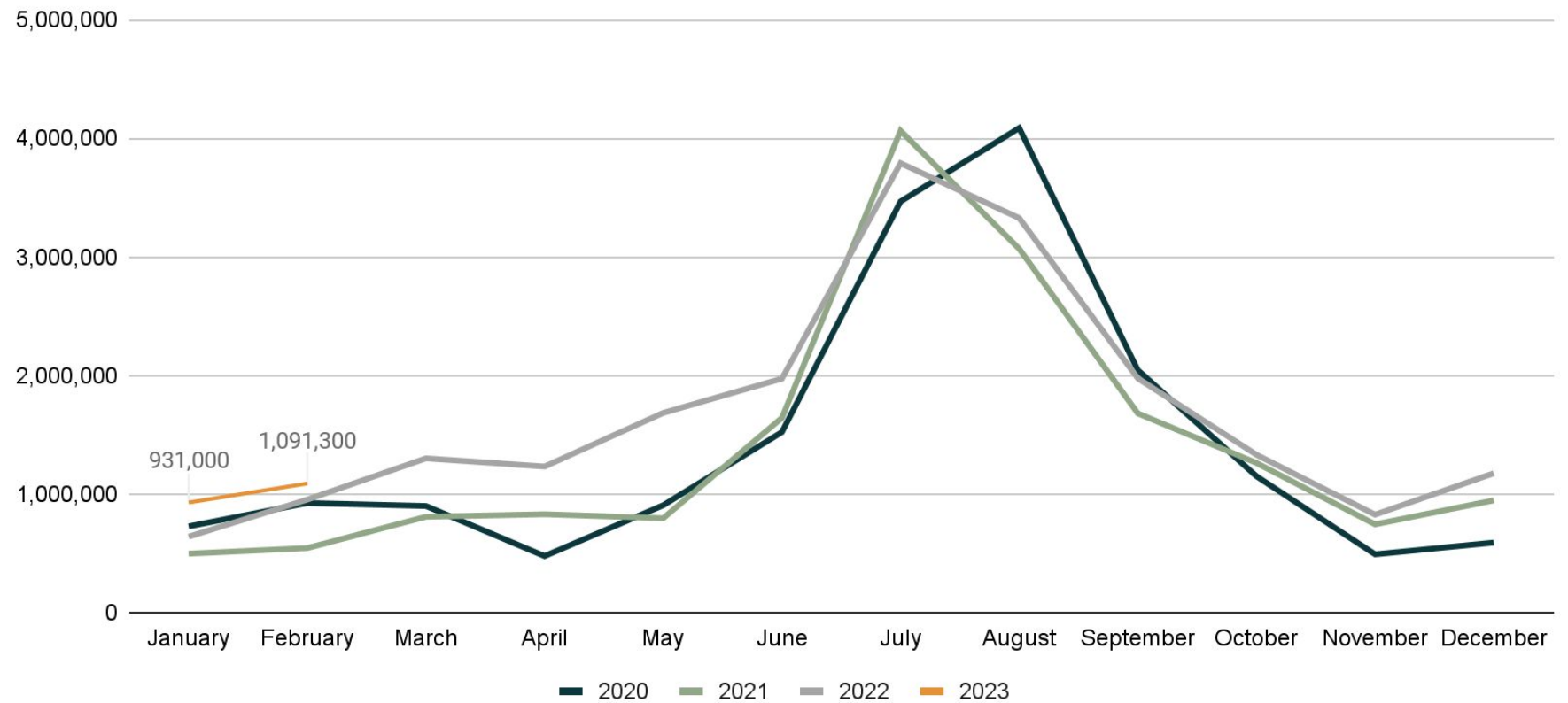
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Overnight Stays In Thompson Okanagan By Month

2023 Visitor
Highlights
TOTAL
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- January 2023 saw a **28%** increase compared to 2020, a **86%** increase compared to 2021 and a **45%** increase compared to 2022
- February 2023 saw a **18%** increase compared to 2020, a **99%** increase compared to 2021 and a **14%** 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.



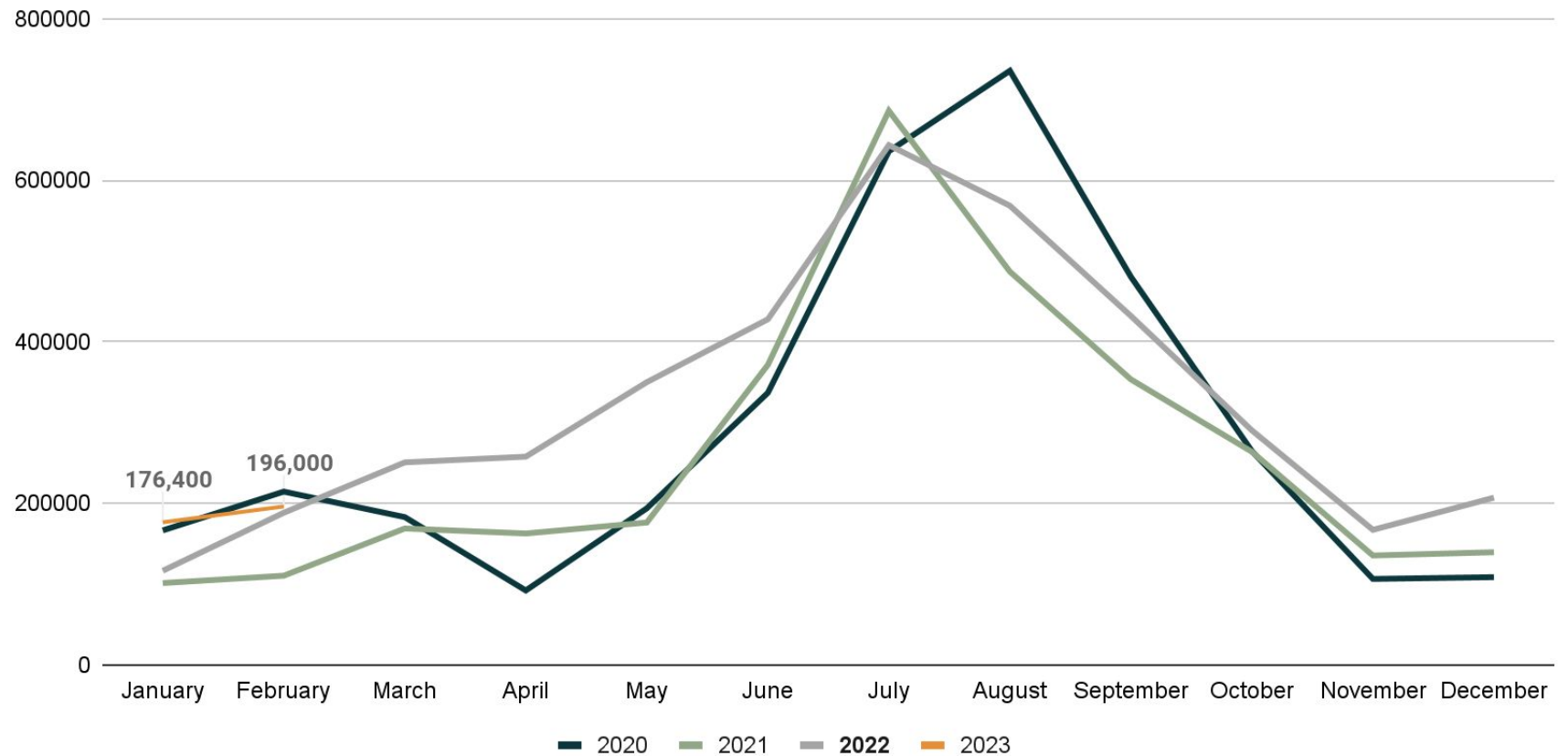
British Columbia Insights

British Columbian Visitation

BC Visitors Travelling To Thompson Okanagan By Month

2023 Visitor
Highlights
TOTAL
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- January 2023 saw a **6%** increase compared to 2020, a **74%** increase compared to 2021 and a **52%** increase compared to 2022
- February 2023 saw a **-9%** decrease compared to 2020, a **78%** increase compared to 2021 and a **4%** increase compared to 2022

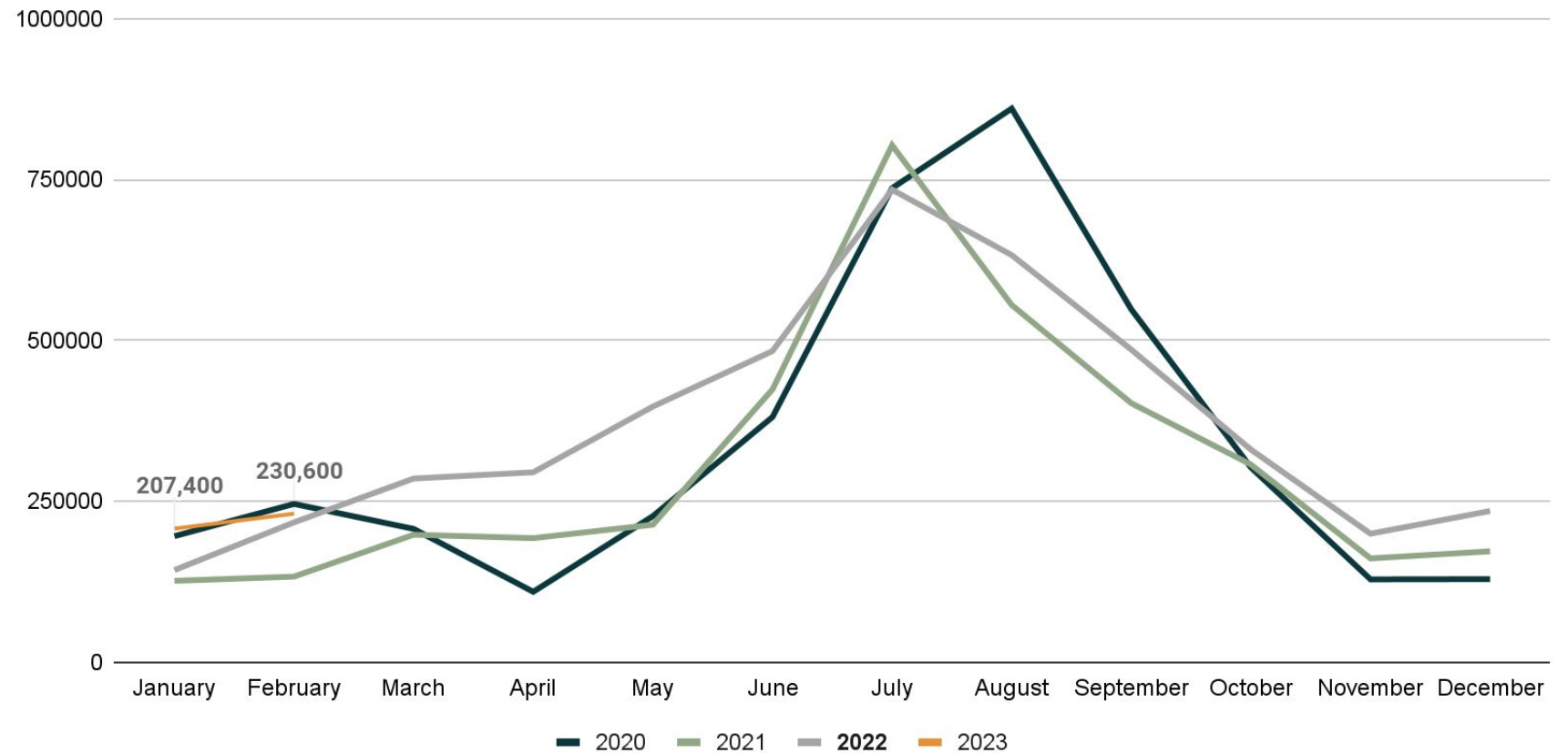


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

British Columbian Visitation

BC Trips To Thompson Okanagan By Month

- January 2023 saw a **6%** increase compared to 2020, a **64%** increase compared to 2021 and a **45%** increase compared to 2022
- February 2023 saw a **-6%** decrease compared to 2020, a **74%** increase compared to 2021 and a **6%** increase compared to 2022



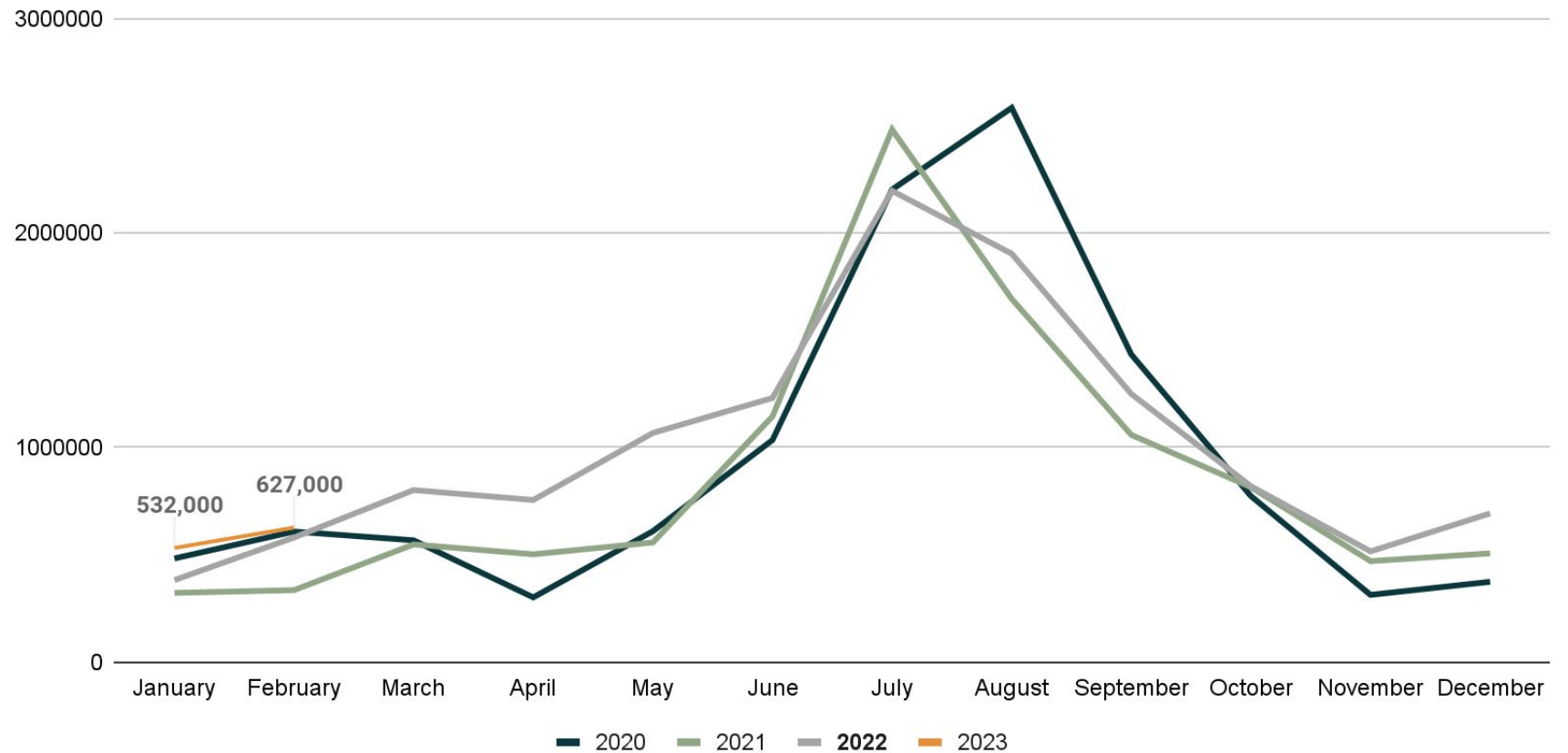
Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

British Columbian Visitation

BC Overnight Stays In Thompson Okanagan By Month

2023 Visitor
Highlights
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- January 2023 saw a **10%** increase compared to 2020, a **65%** increase compared to 2021 and a **39%** increase compared to 2022
- February 2023 saw a **3%** increase compared to 2020, a **87%** increase compared to 2021 and a **8%** increase compared to 2022



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

January 2023 Canada/British Columbia Regional Visitation

Thompson Okanagan

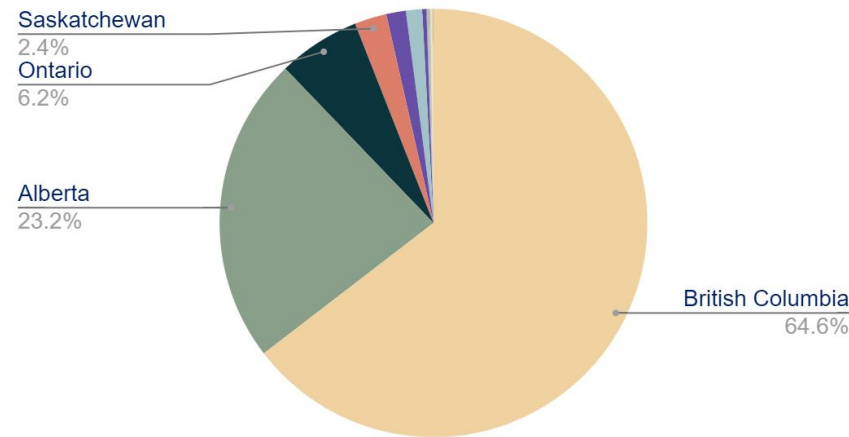
2023 Visitor Highlights
TOTAL
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Overview

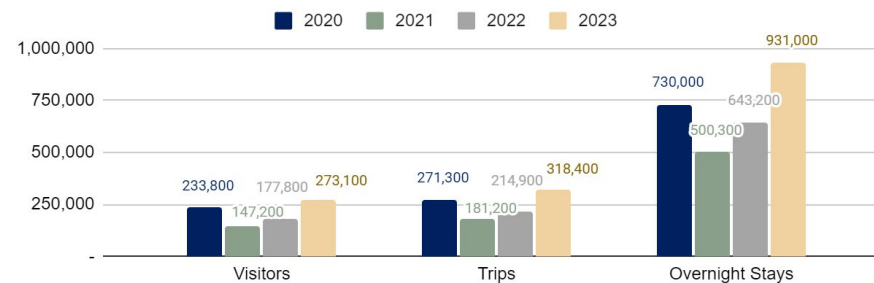
The number of visitors to British Columbia from Canadian travelers increased by **17%** when comparing January 2023 to January 2020.

Visitors increased by **85%** when compared to January 2021, and increased by **54%** when compared to January 2022.

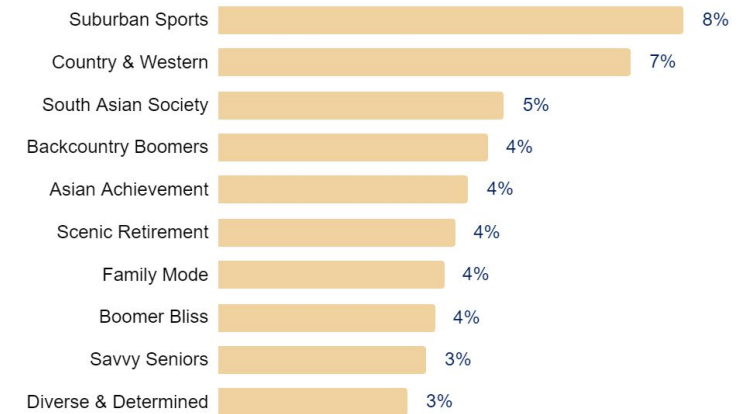
Percentage of Visitors to Thompson Okanagan by Province January 2023



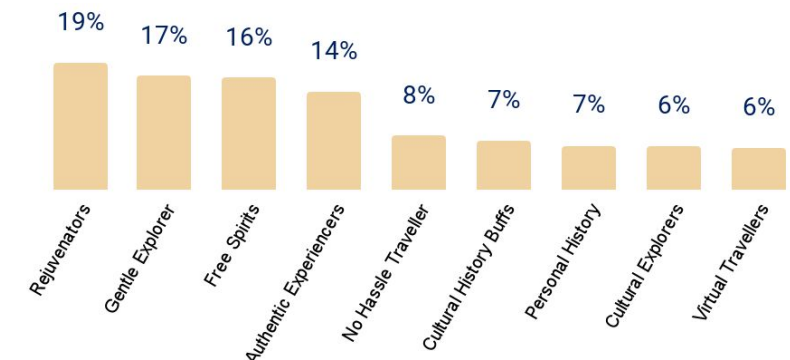
Canadian Visitors to Thompson Okanagan January 2020-2023



January 2023 BC Visitors by PRIZM Segment



January 2023 BC Visitors by EQ Type



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

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

Note: All counts have been rounded to the nearest 100

February 2023 Canada/British Columbia Regional Visitation

Thompson Okanagan

2023 Visitor Highlights

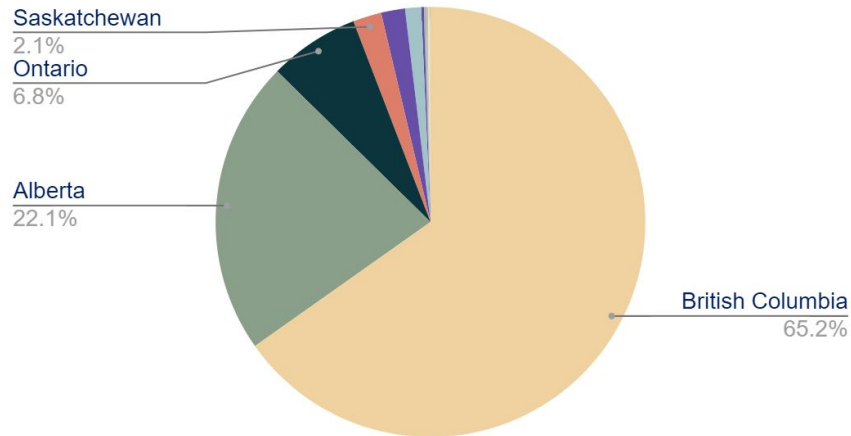
TOTAL
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Overview

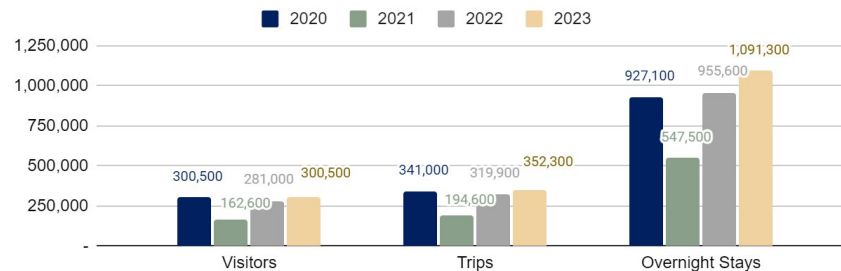
The number of visitors to British Columbia from Canadian travelers increased by **0.001%** when comparing February 2023 to February 2020.

Visitors increased by **85%** when compared to February 2021, and increased by **7%** when compared to February 2022.

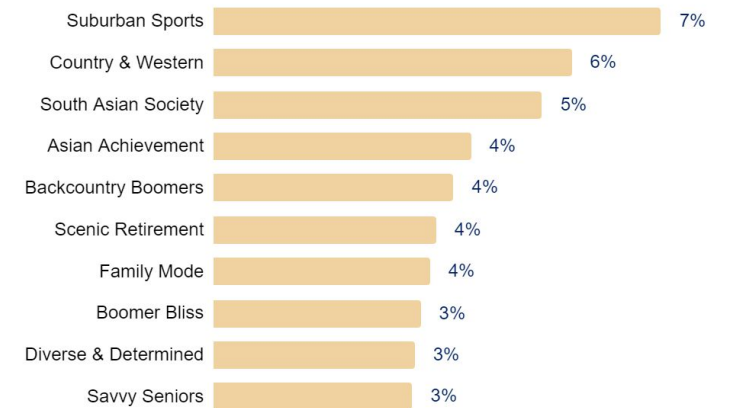
Percentage of Visitors to Thompson Okanagan by Province February 2023



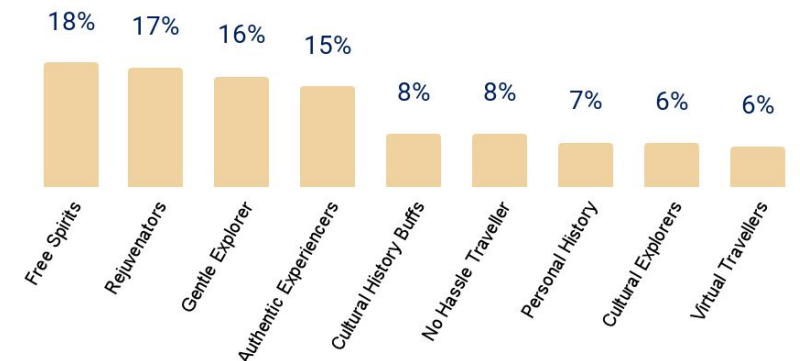
Canadian Visitors to Thompson Okanagan February 2020-2023



February 2023 BC Visitors by PRIZM Segment



February 2023 BC Visitors by EQ Type



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

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

Note: All counts have been rounded to the nearest 100

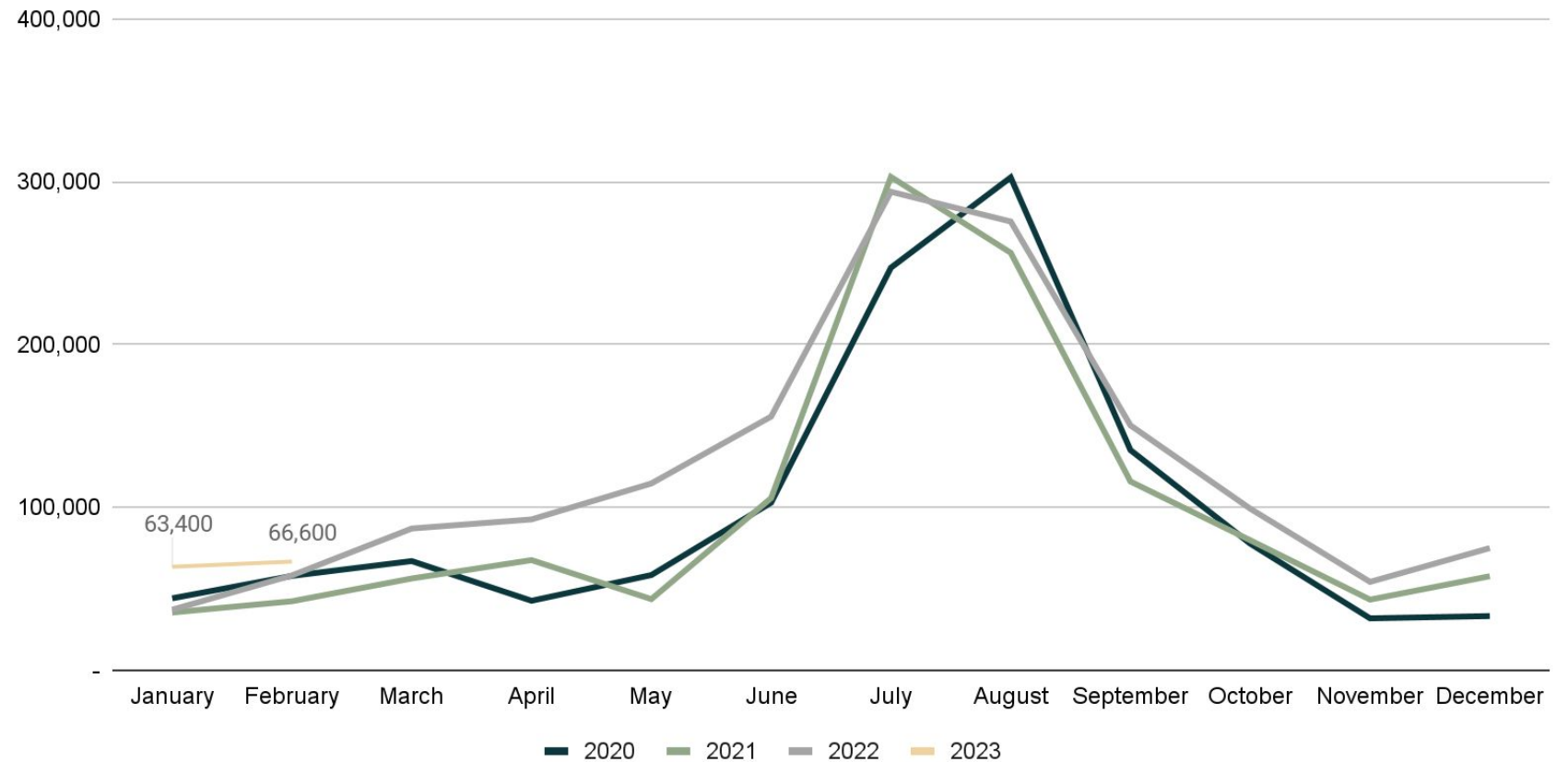


Alberta Insights

Alberta Visitation

Alberta Visitors Travelling To Thompson Okanagan By Month

- January 2023 saw a **44%** increase compared to 2020, a **79%** increase compared to 2021 and a **72%** increase compared to 2022
- February 2023 saw a **15%** increase compared to 2020, a **58%** increase compared to 2021 and a **14%** increase compared to 2022

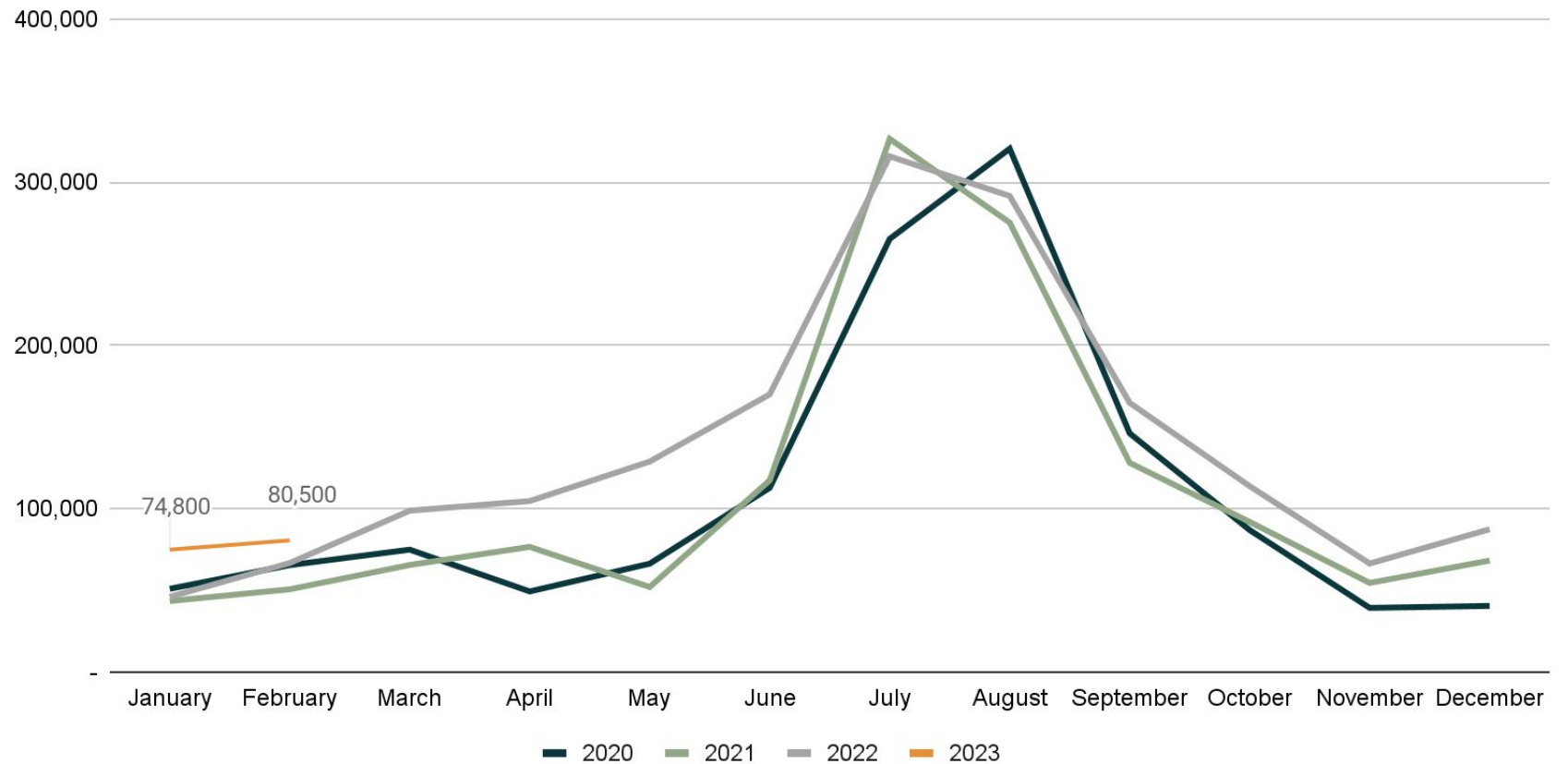


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Alberta Visitation

Alberta Trips to Thompson Okanagan By Month

- January 2023 saw a **47%** increase compared to 2020, a **73%** increase compared to 2021 and a **63%** increase compared to 2022
- February 2023 saw a **23%** increase compared to 2020, a **59%** increase compared to 2021 and a **21%** increase compared to 2022

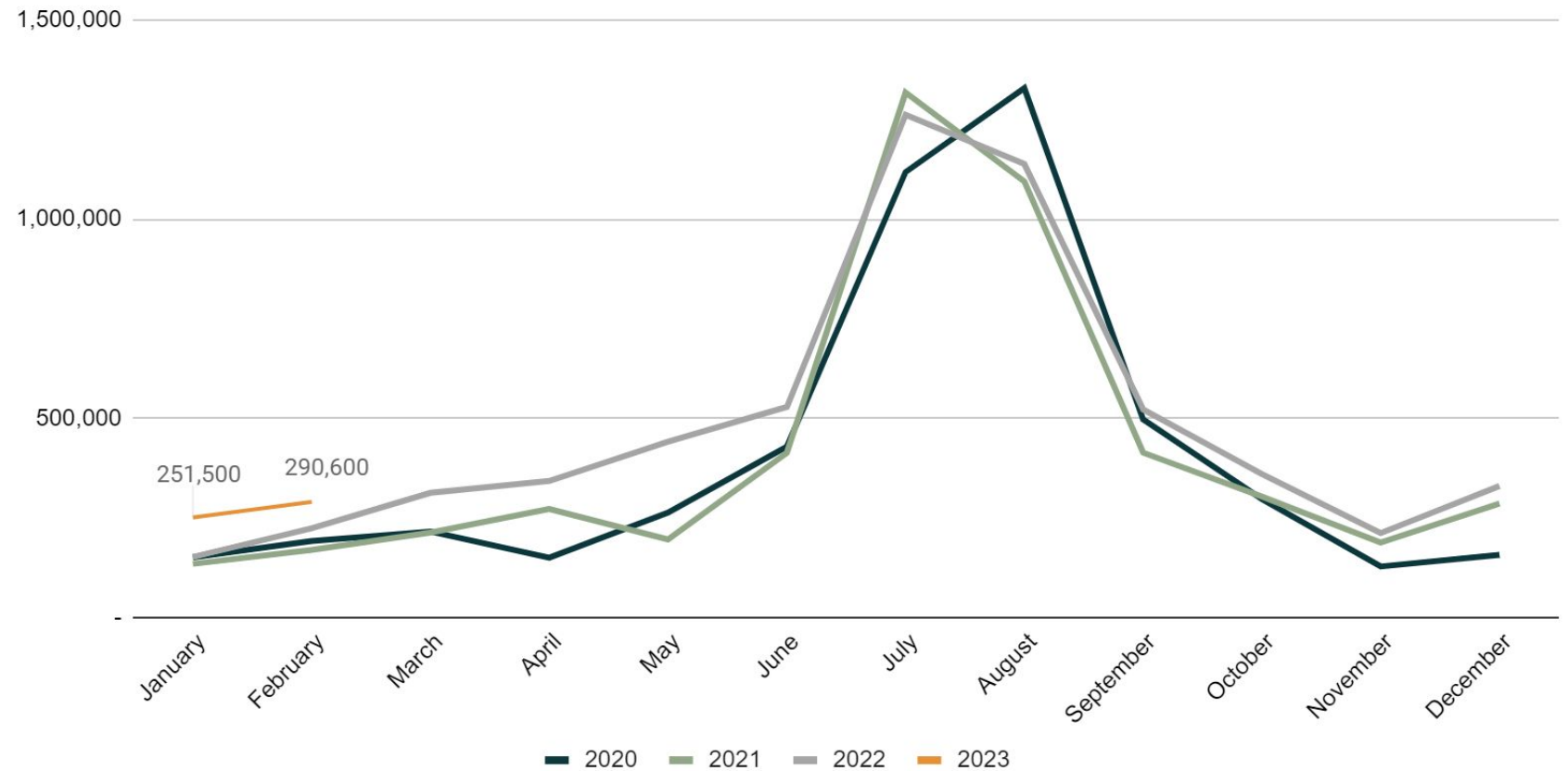


Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

Alberta Visitation

Alberta Overnight Stays In Thompson Okanagan By Month

- January 2023 saw a **66%** increase compared to 2020, a **86%** increase compared to 2021 and a **65%** increase compared to 2022
- February 2023 saw a **51%** increase compared to 2020, a **71%** increase compared to 2021 and a **29%** increase compared to 2022



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

January 2023 Canada/Alberta Regional Visitation

Thompson Okanagan

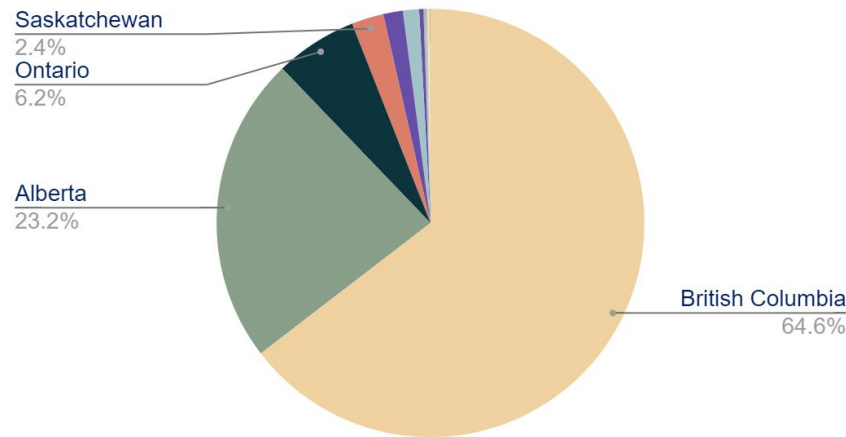
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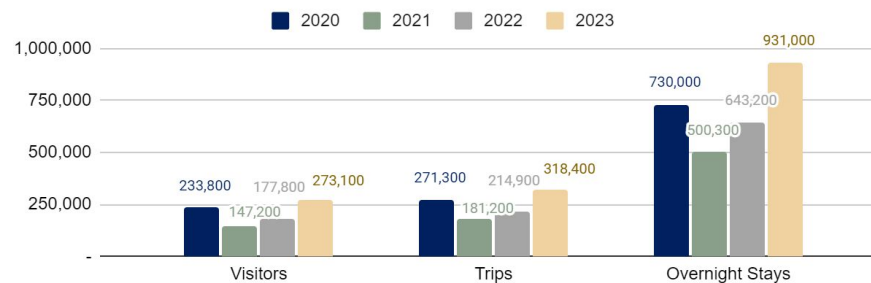
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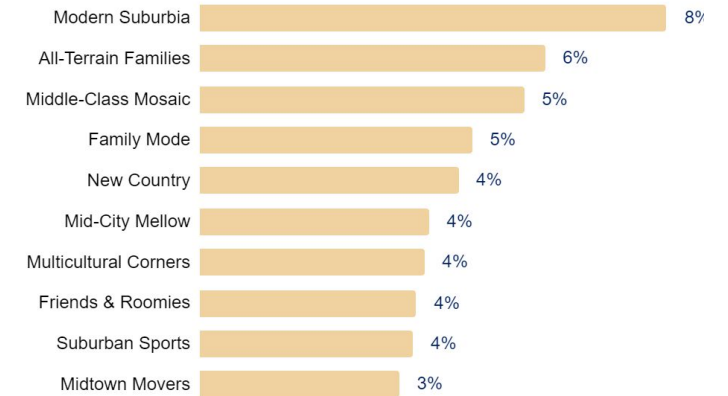
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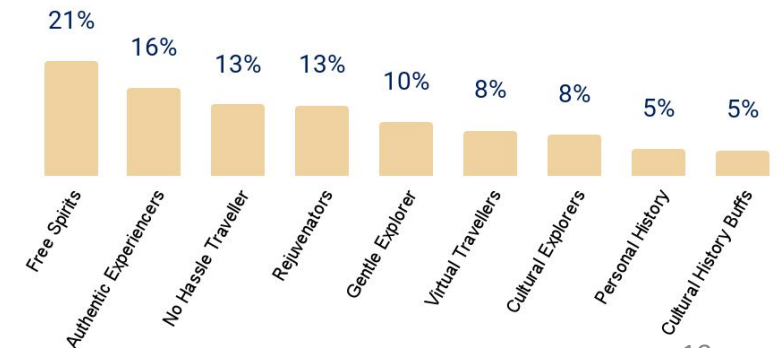
Canadian Visitors to Thompson Okanagan January 2020-2023



January 2023 AB Visitors by PRIZM Segment



January 2023 AB Visitors by EQ Type



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Note: All counts have been rounded to the nearest 100

February 2023 Canada/Alberta Regional Visitation

Thompson Okanagan

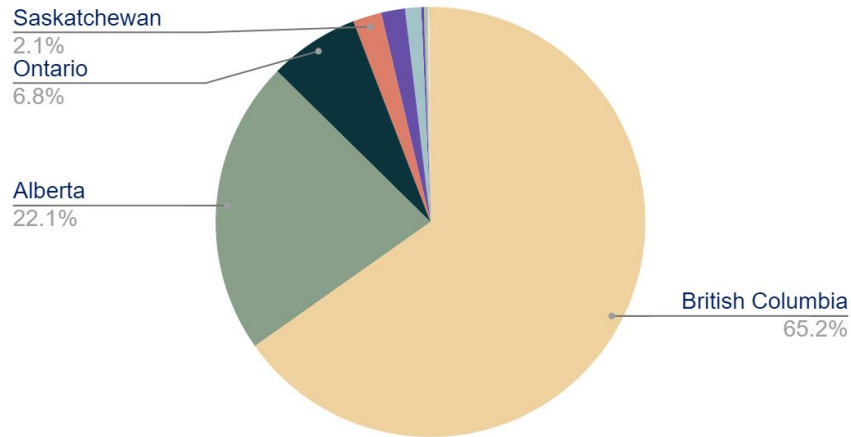
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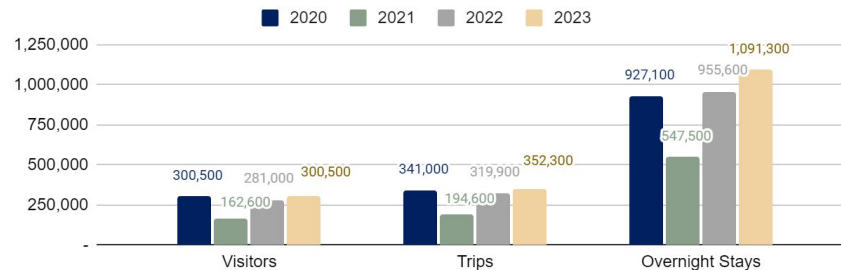
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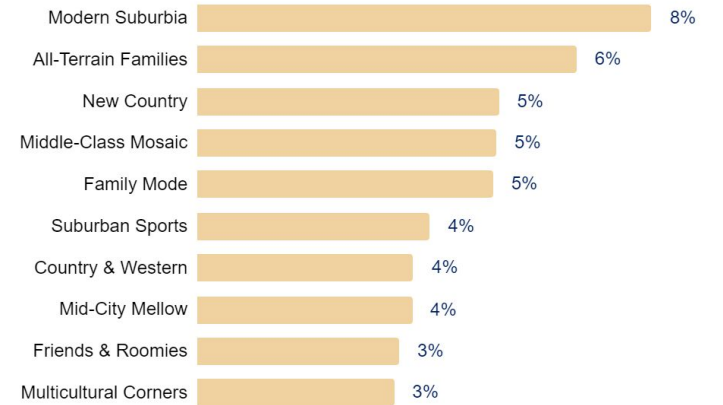
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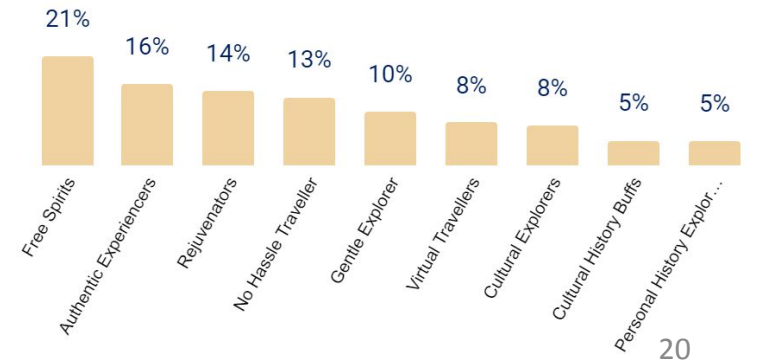
Canadian Visitors to Thompson Okanagan February 2020-2023



February 2023 AB Visitors by PRIZM Segment



February 2023 AB Visitors by EQ Type



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