



British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES

International

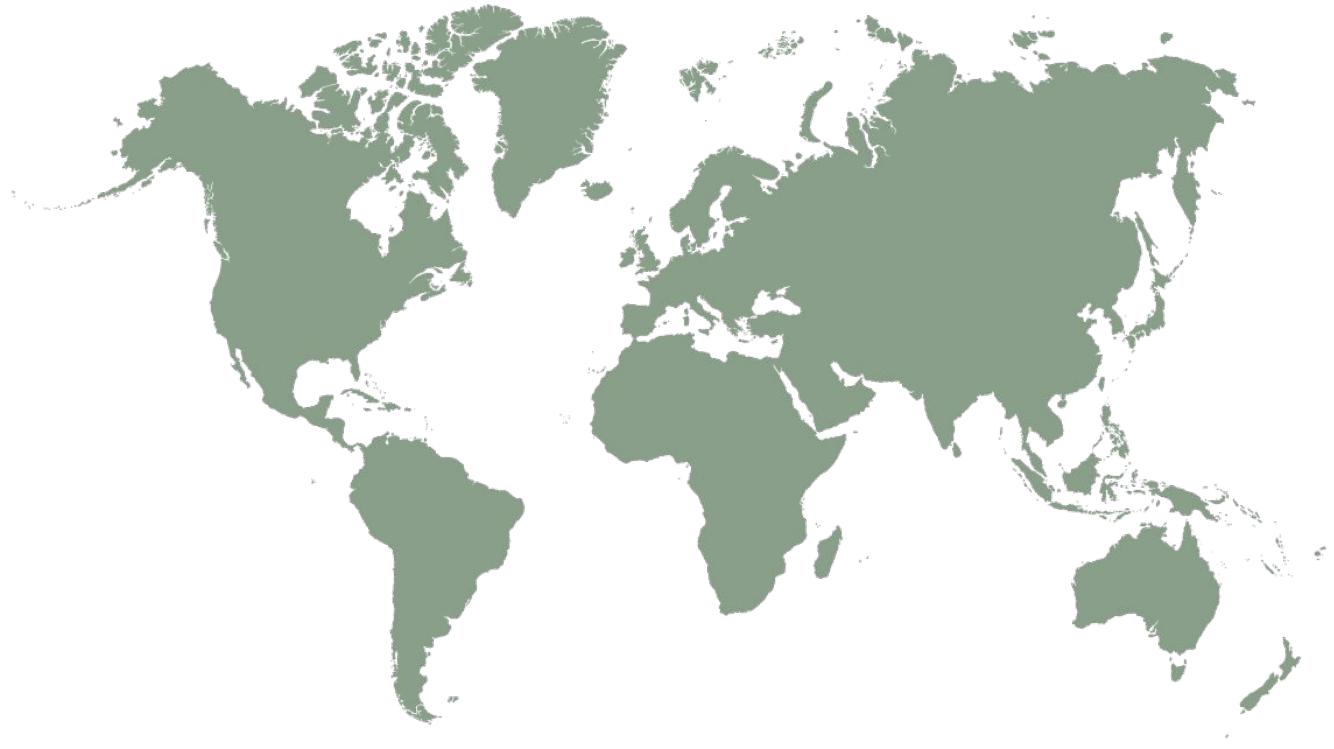
# Yearly Visitor Highlights | 2023

## Vancouver Island – September Update

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 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 **Vancouver Island**

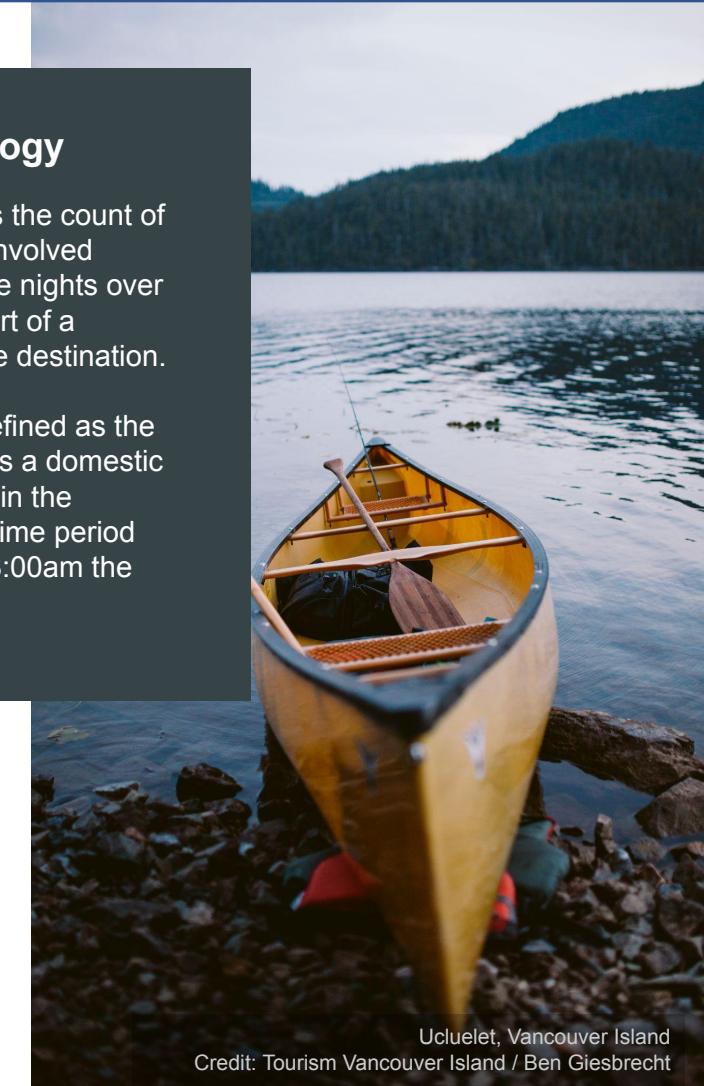


# Research Overview

- **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 2020 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)



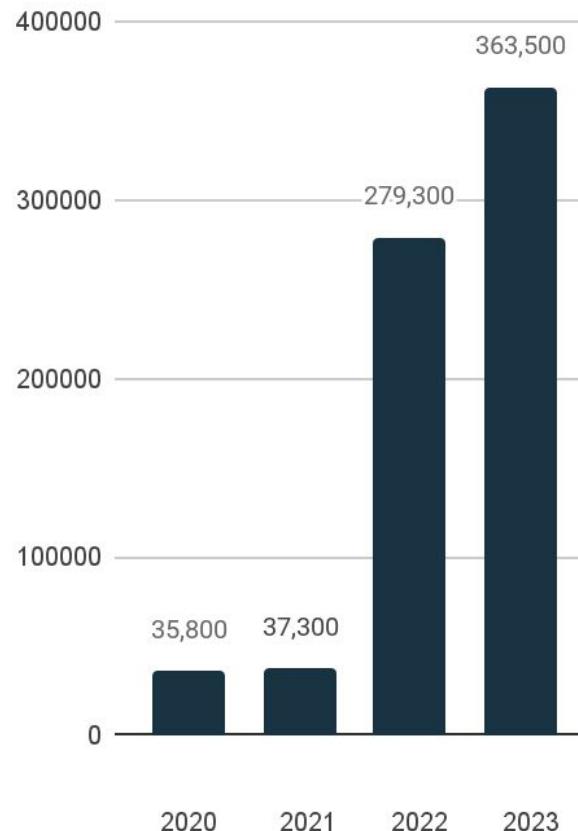
Ucluelet, Vancouver Island  
Credit: Tourism Vancouver Island / Ben Giesbrecht

# International Visitation

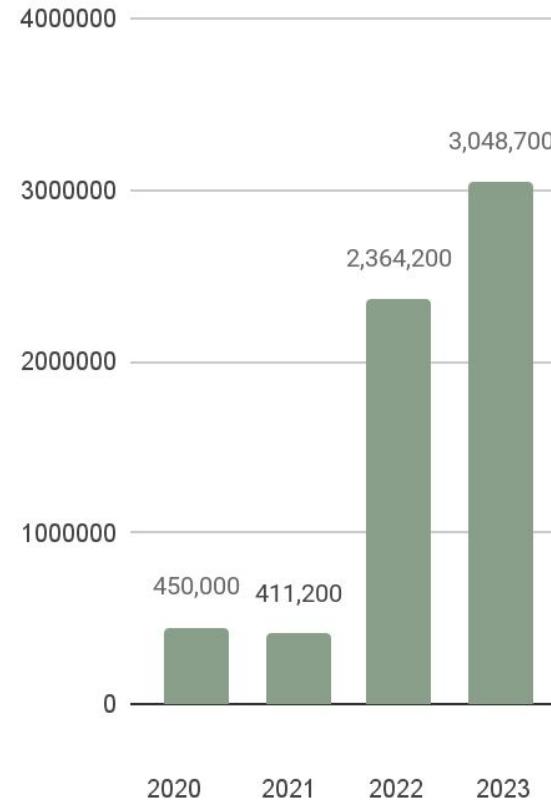
# International Visitation

## International Trips and Nights To Vancouver Island By Year

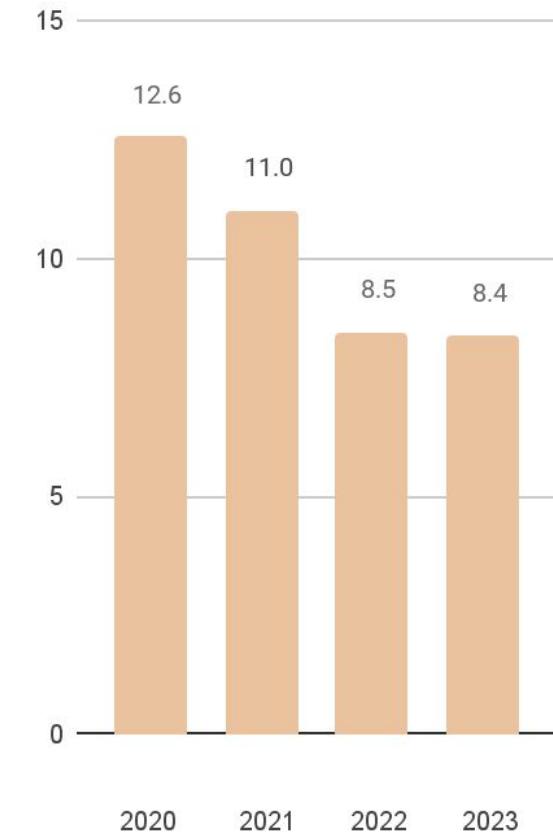
Number of International Trips to BC



Number of International Nights to BC



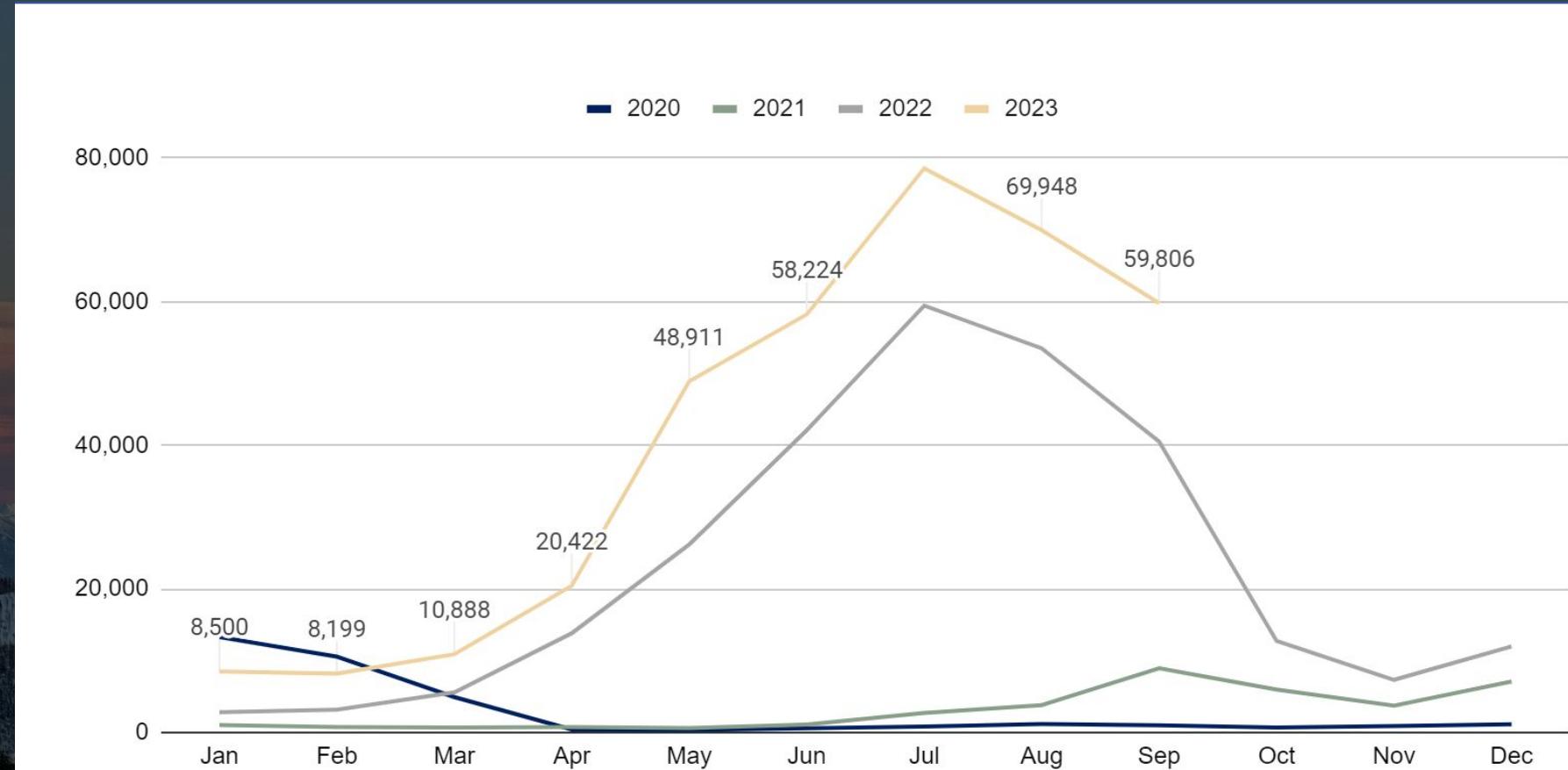
Average Length of Stay in BC



# International Trips

## International Trips Travelling to Vancouver Island by Month

- July 2023 saw a **2775%** increase compared to 2021, a **32%** increase compared to 2022
- August 2023 saw a **1739%** increase compared to 2021, a **31%** increase compared to 2022
- September 2023 saw a **568%** increase compared to 2021, a **486%** increase compared to 2022

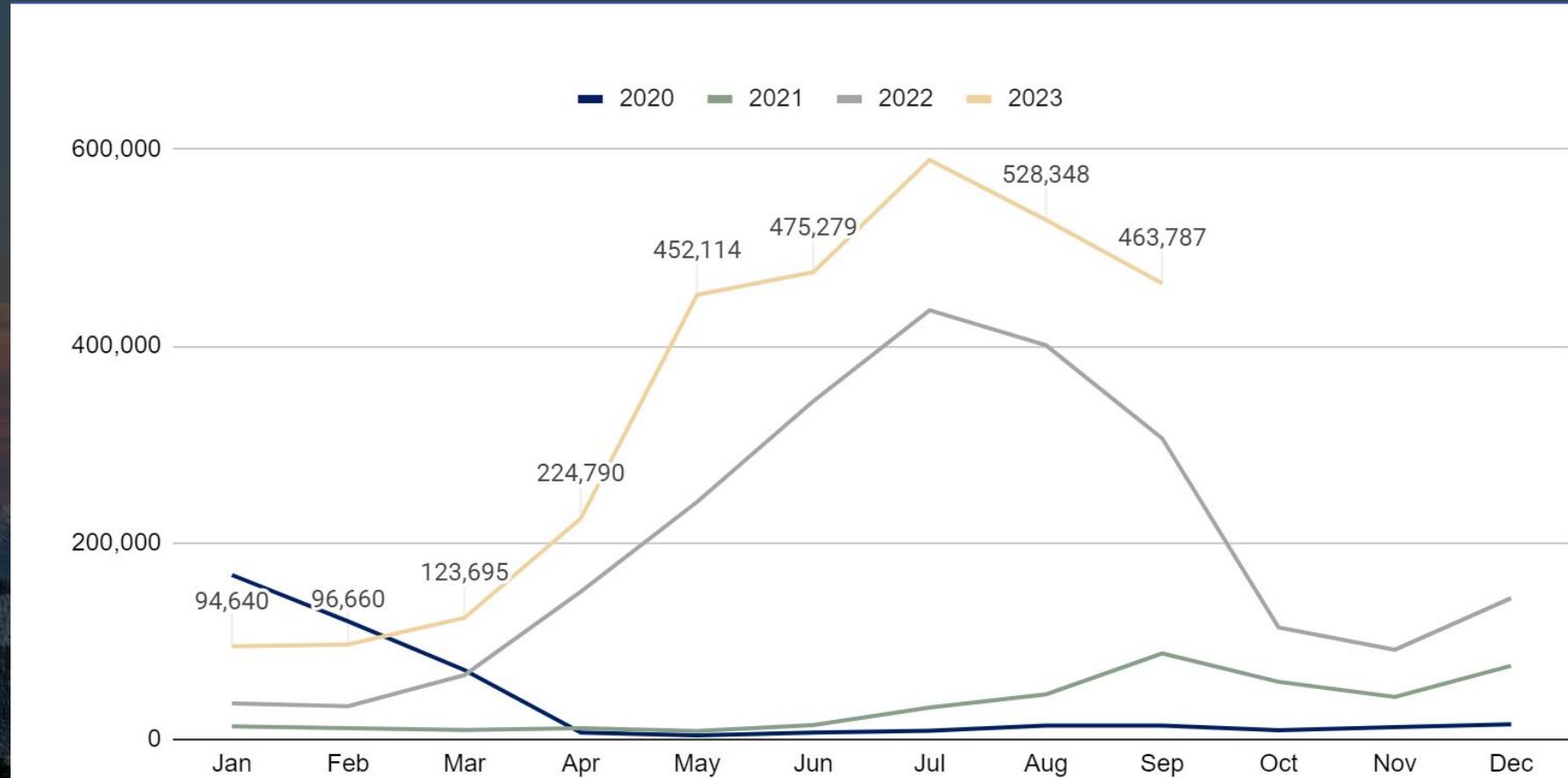


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# International Nights

## International Nights in Vancouver Island By Month

- July 2023 saw a **1719%** increase compared to 2021, a **35%** increase compared to 2022
- August 2023 saw a **1055%** increase compared to 2021, a **32%** increase compared to 2022
- September 2023 saw a **430%** increase compared to 2021, a **51%** increase 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)

# International Regions

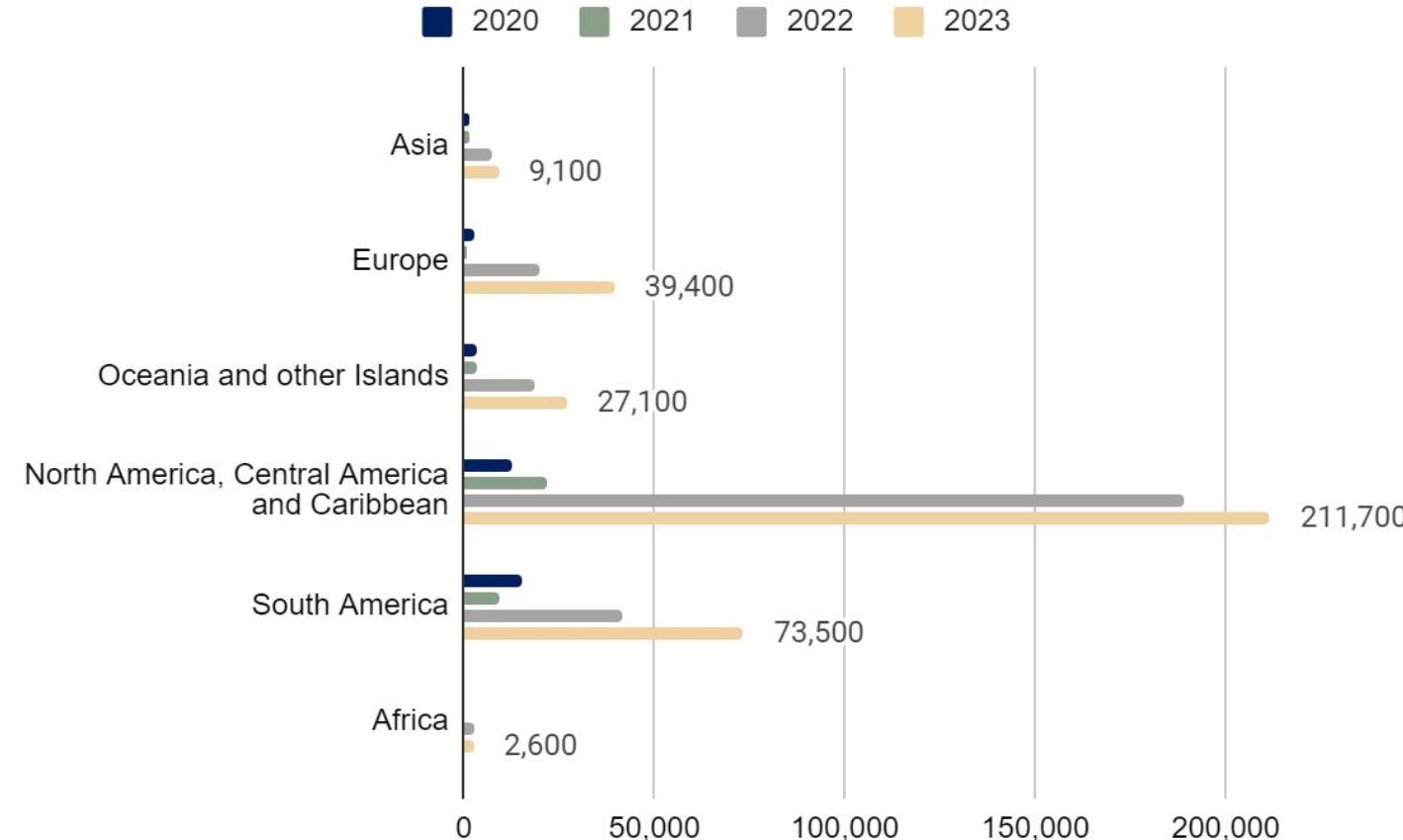
Shawnigan Lake, Vancouver Island  
Credit: Tourism Cowichan / Peter O'Hara

# Yearly International Trips by Region

## Vancouver Island

- South America saw an increase of **22%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **197%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **44%** in 2023 compared to 2022
- Europe saw an increase of **12%** in 2023 compared to 2022
- Asia saw an increase of **77%** in 2023 compared to 2022
- Africa saw an decrease of **6%** in 2023 compared to 2022

\*2023 from January to September (Year to Date)



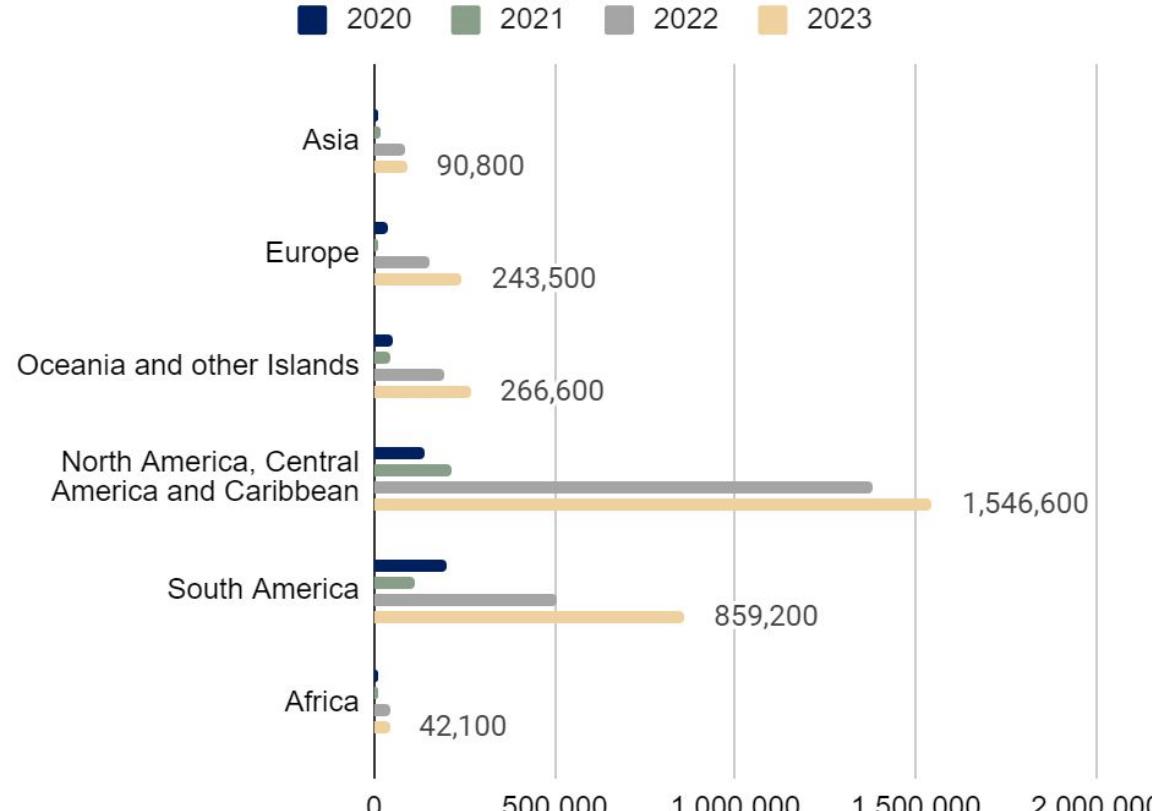
Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# Yearly International Nights by Region

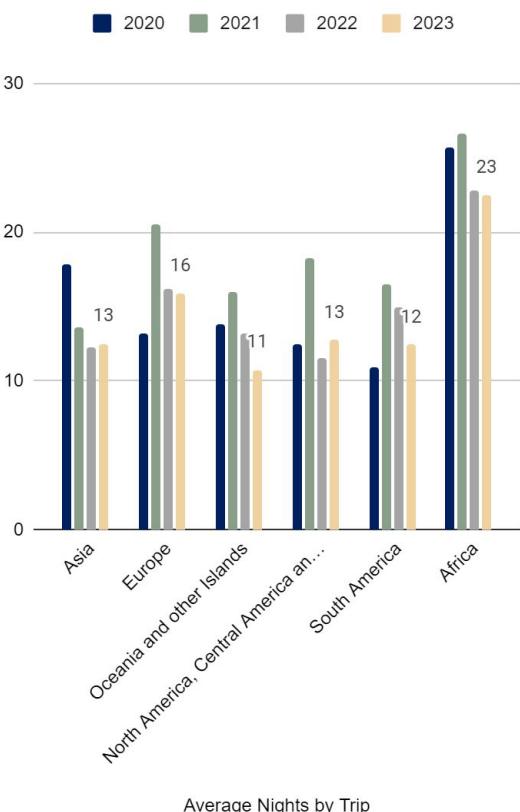
## Vancouver Island

- South America saw an increase of **5%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **59%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **37%** in 2023 compared to 2022
- Europe saw an increase of **2122%** in 2023 compared to 2022
- Asia saw an increase of **70%** in 2023 compared to 2022
- Africa saw an decrease of **37%** in 2023 compared to 2022

\*2023 from January to September (Year to Date)



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)



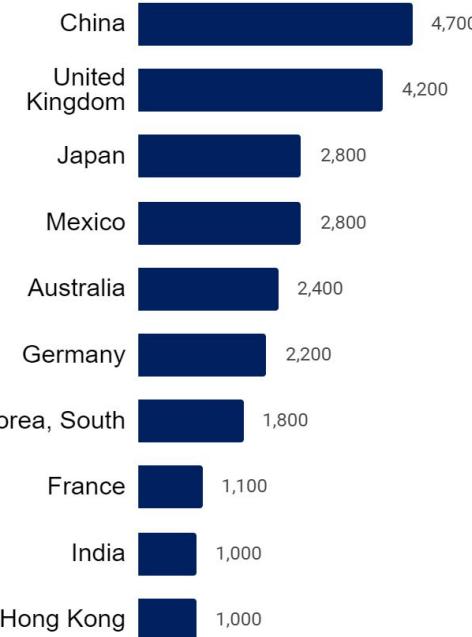
A dramatic photograph of two orcas leaping out of the water. The orcas are black with white markings, including a white patch on each side of their heads. They are creating a large splash as they jump. The background shows a dense forest on a hillside. The water in the foreground is calm.

# International Countries

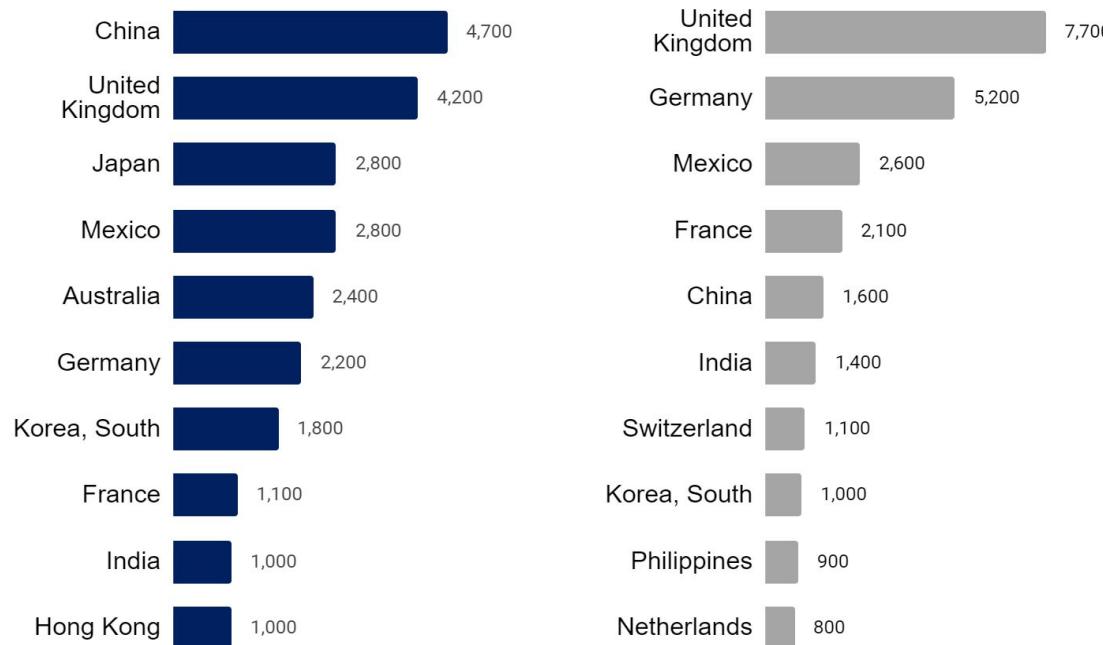
# Yearly Top Countries International Trips and Nights

Vancouver Island

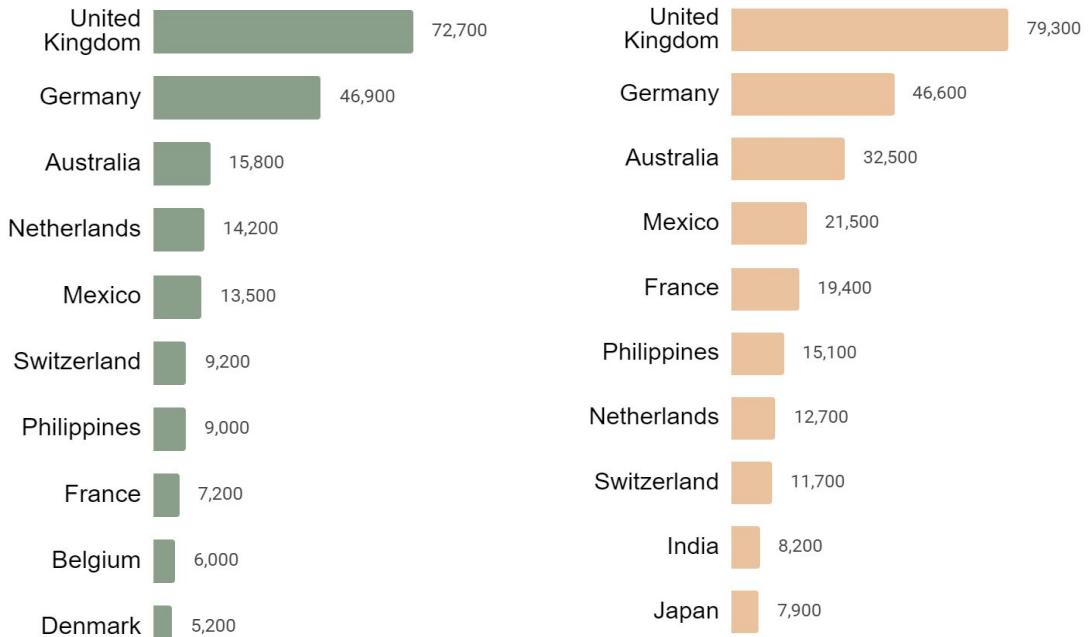
2020 Trips



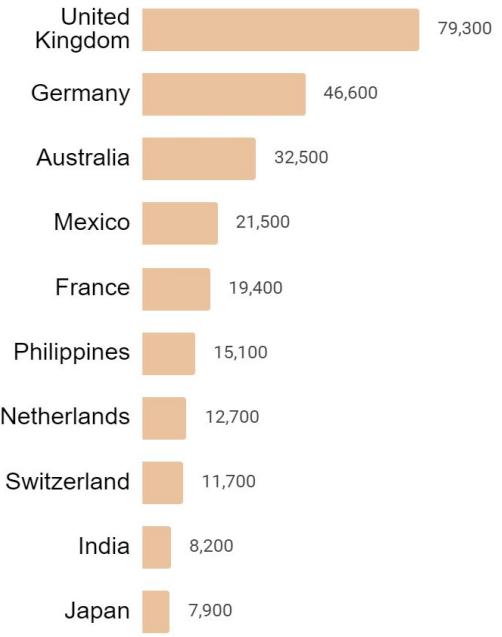
2021 Trips



2022 Trips



2023\* Trips

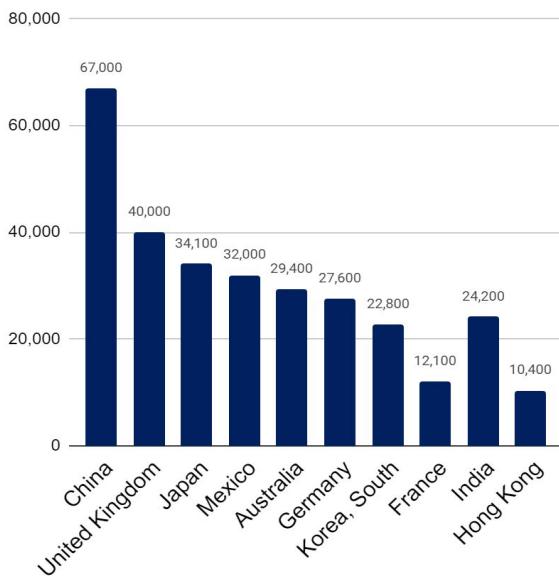


# Yearly Top Countries International Trips and Nights

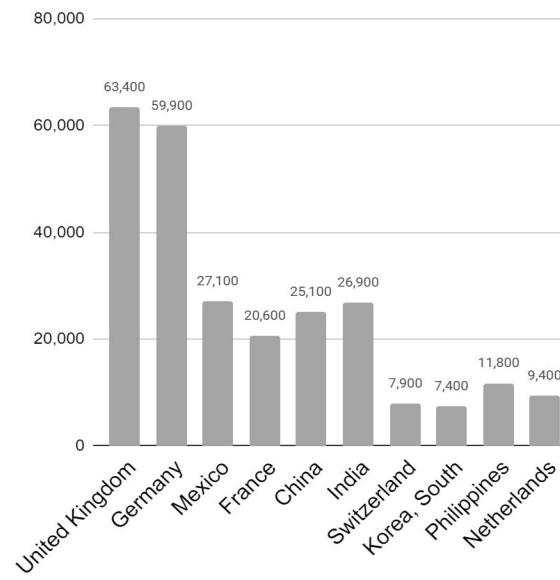
Vancouver Island

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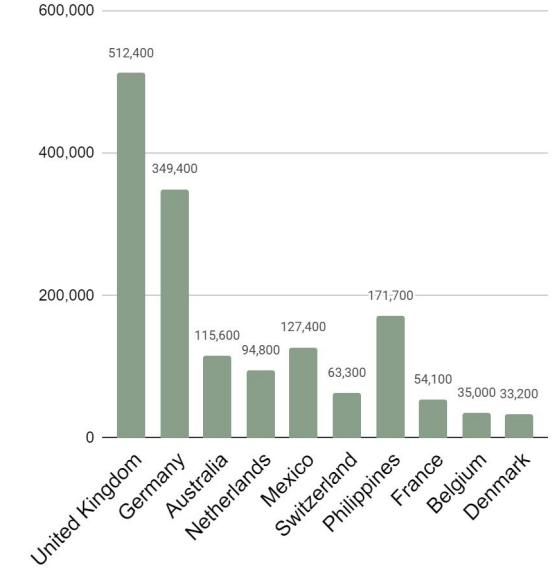
**2020 Nights**



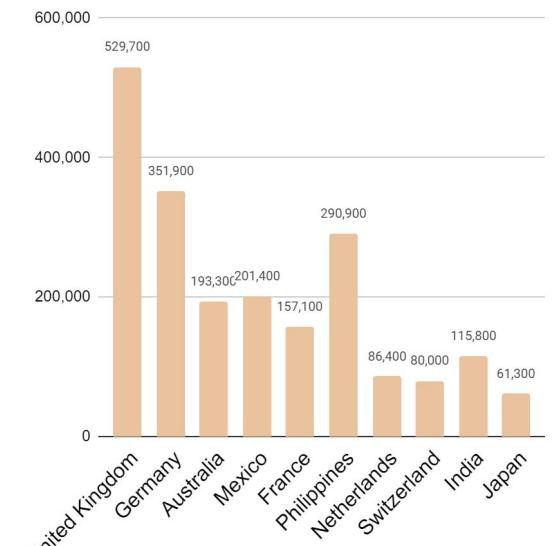
**2021 Nights**



**2022 Nights**



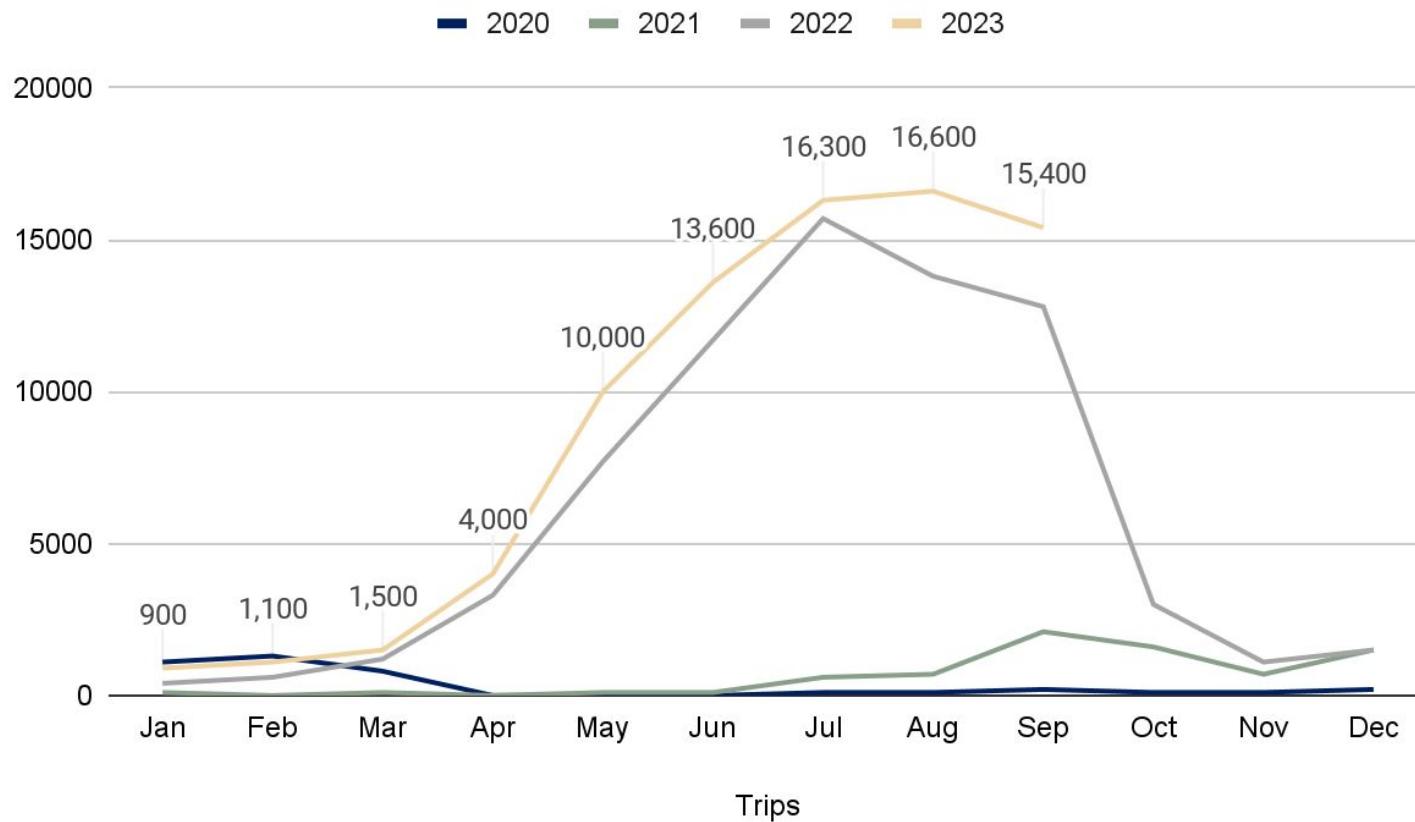
**2023\* Nights**



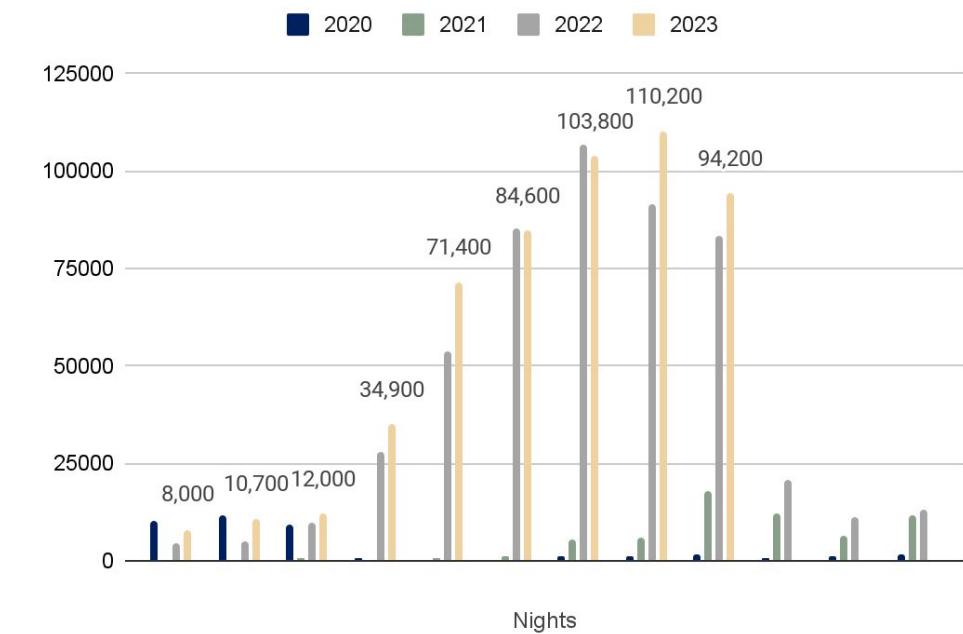
# United Kingdom Year over Year Trips and Nights

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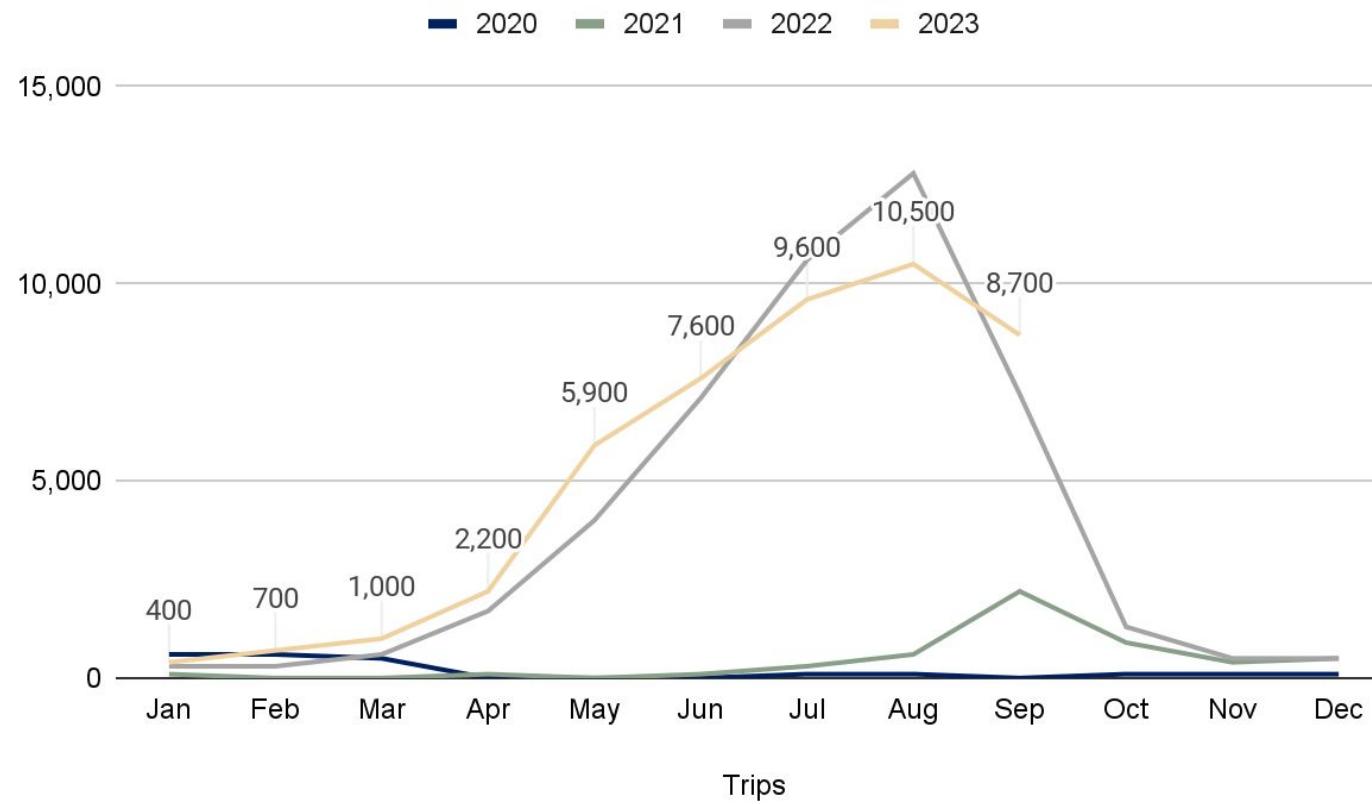
2023\* Total Trips: 79,300  
2023\* Total Nights: 529,700



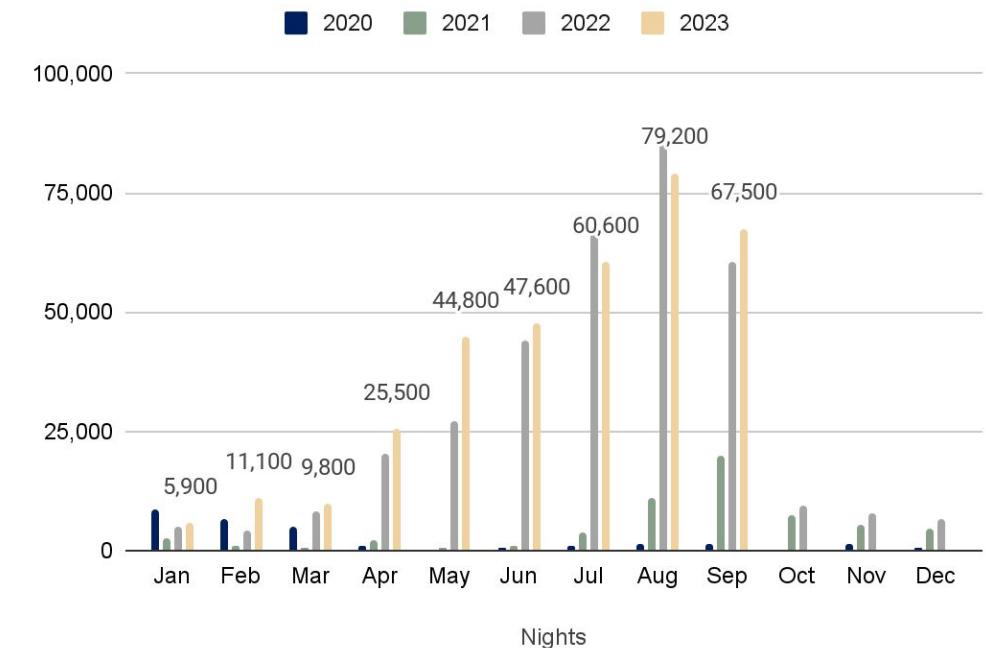
# Germany Year over Year Trips and Nights

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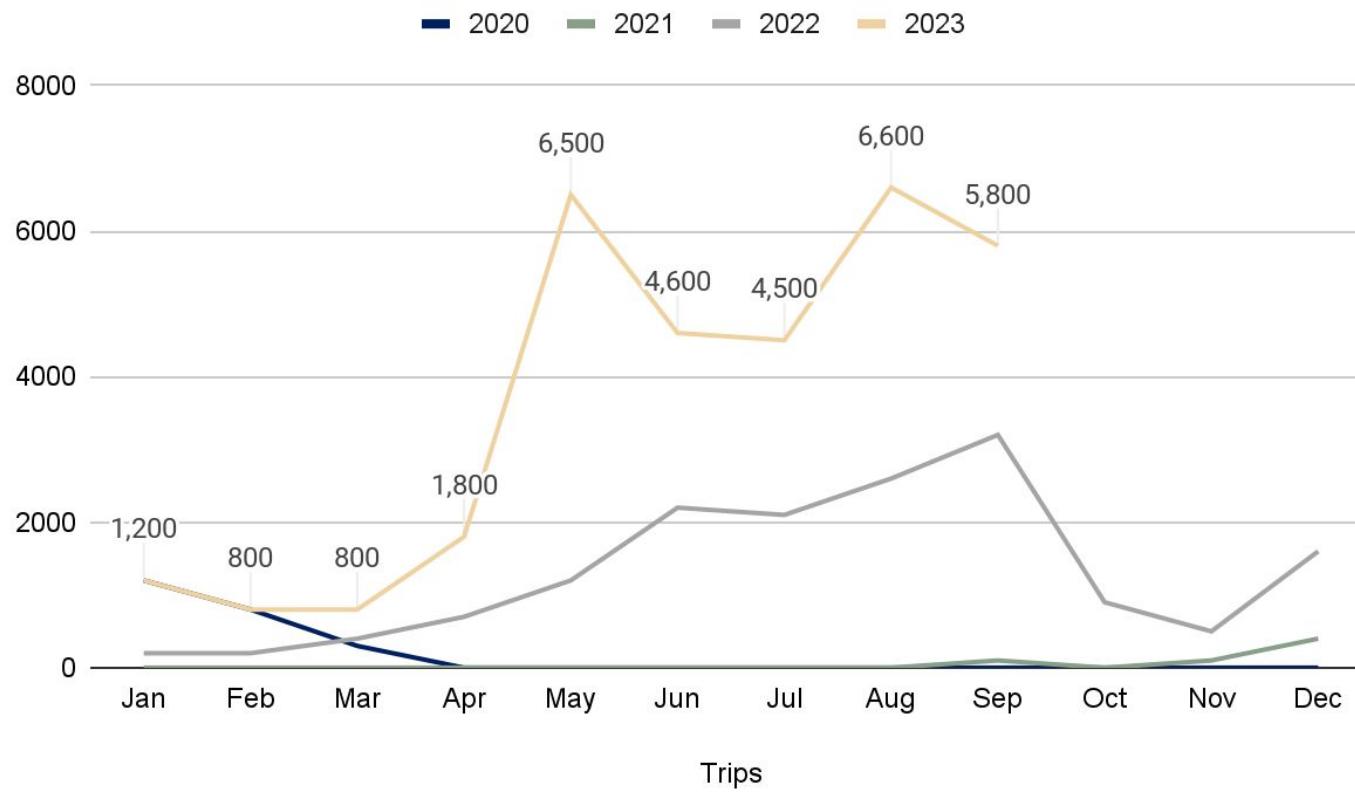
2023\* Total Trips: 46,600  
2023\* Total Nights: 351,900



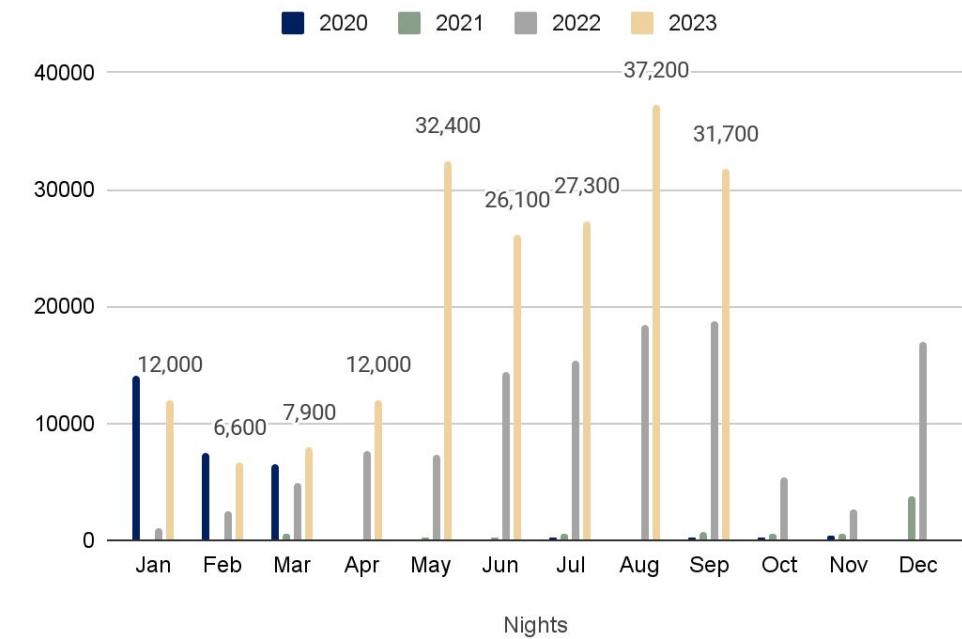
# Australia Year over Year Trips and Nights

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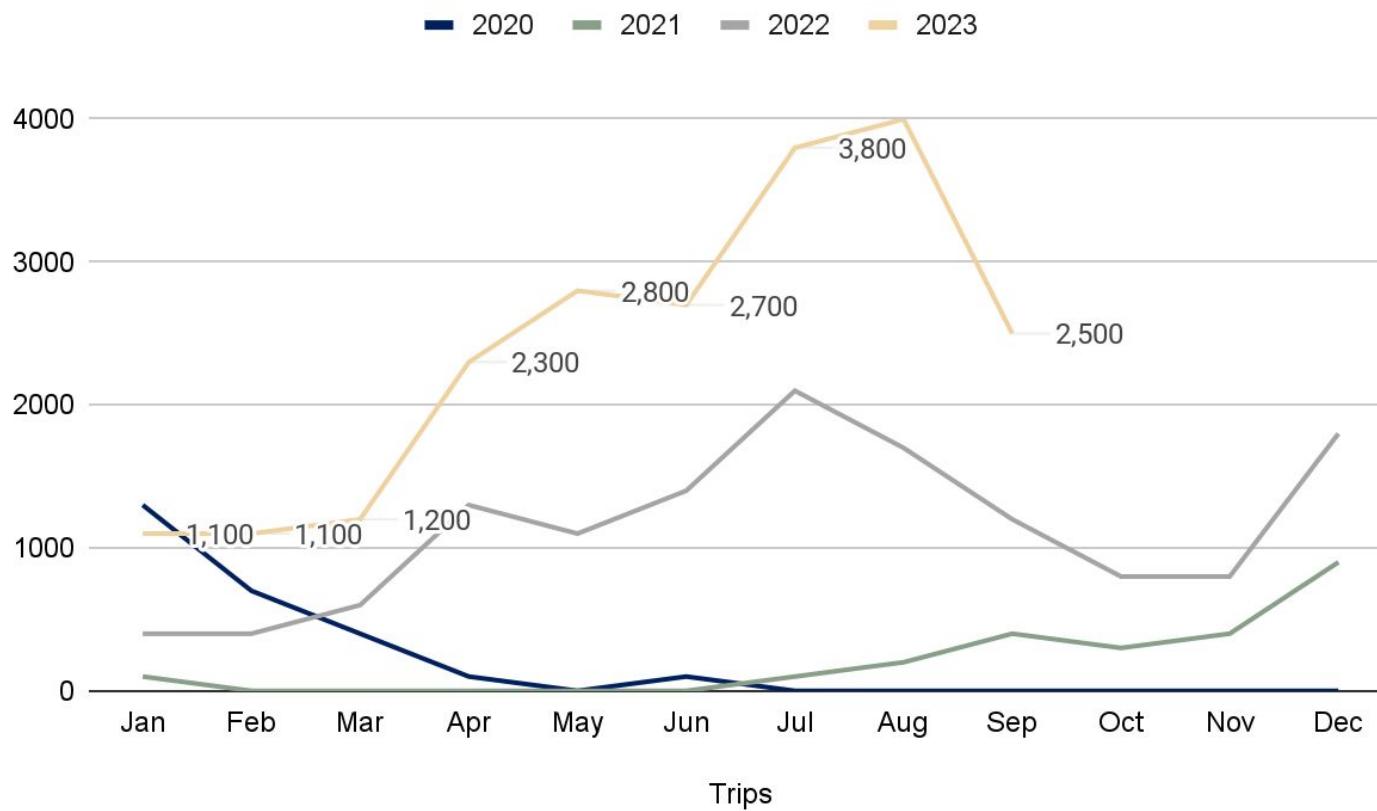
2023\* Total Trips: **32,500**  
2023\* Total Nights: **193,300**



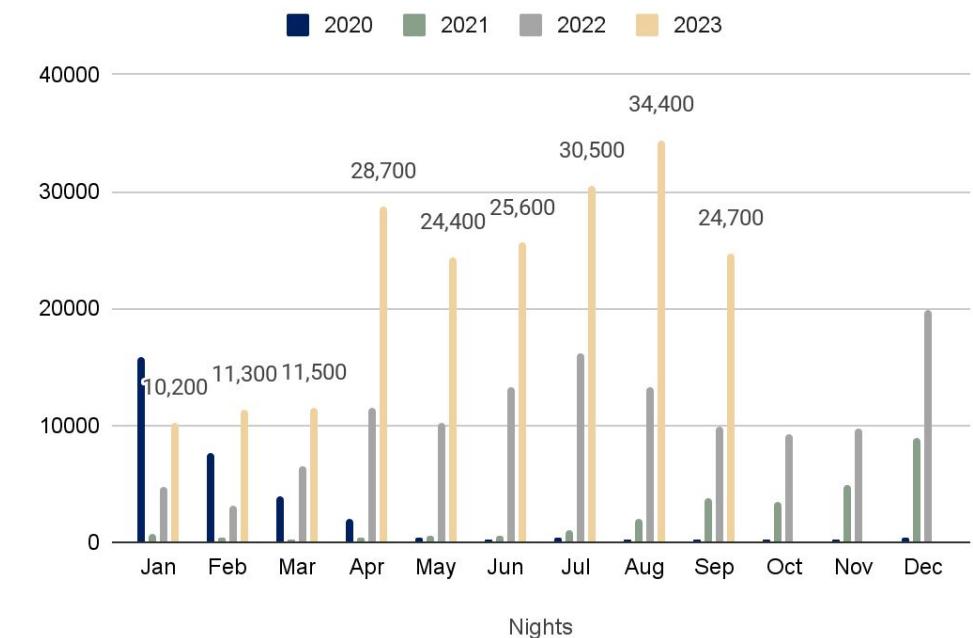
# Mexico Year over Year Trips and Nights

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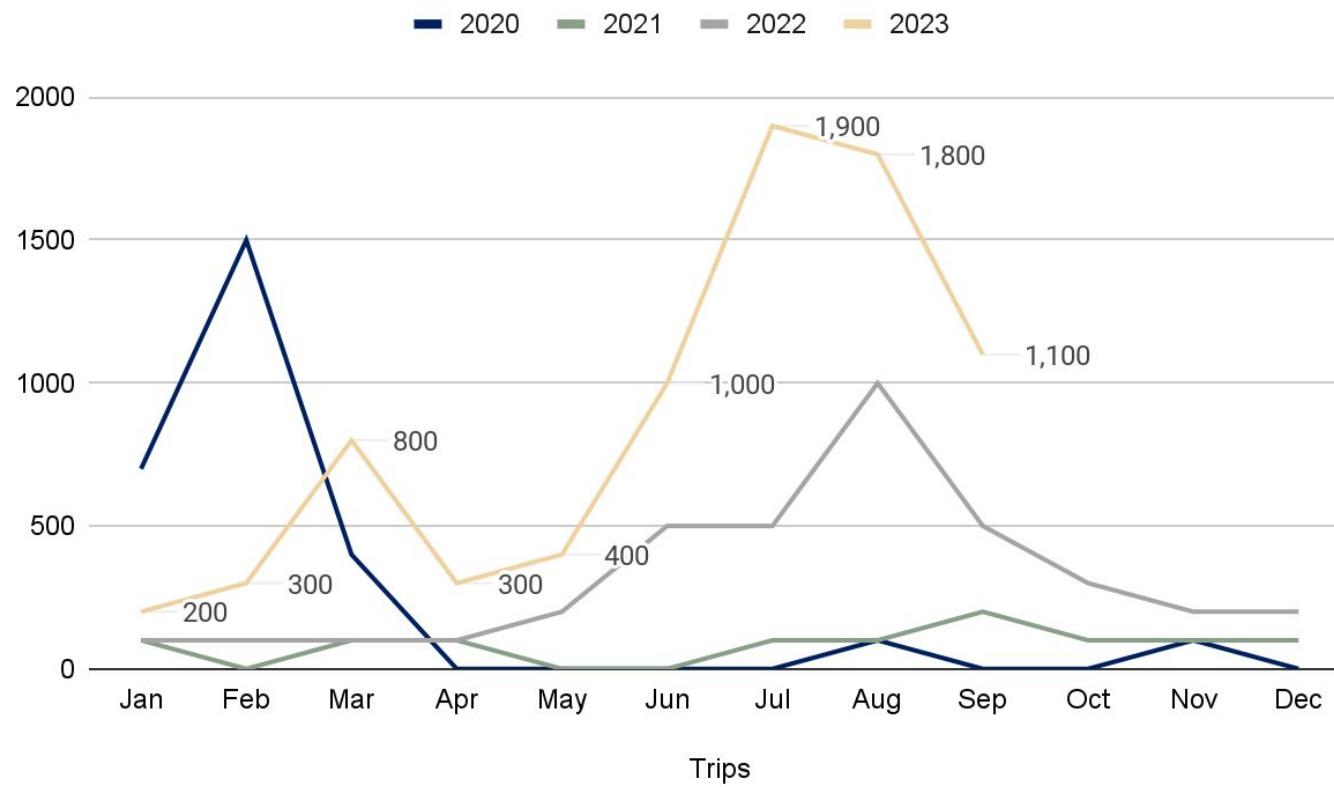
2023\* Total Trips: **21,500**  
2023\* Total Nights: **201,400**



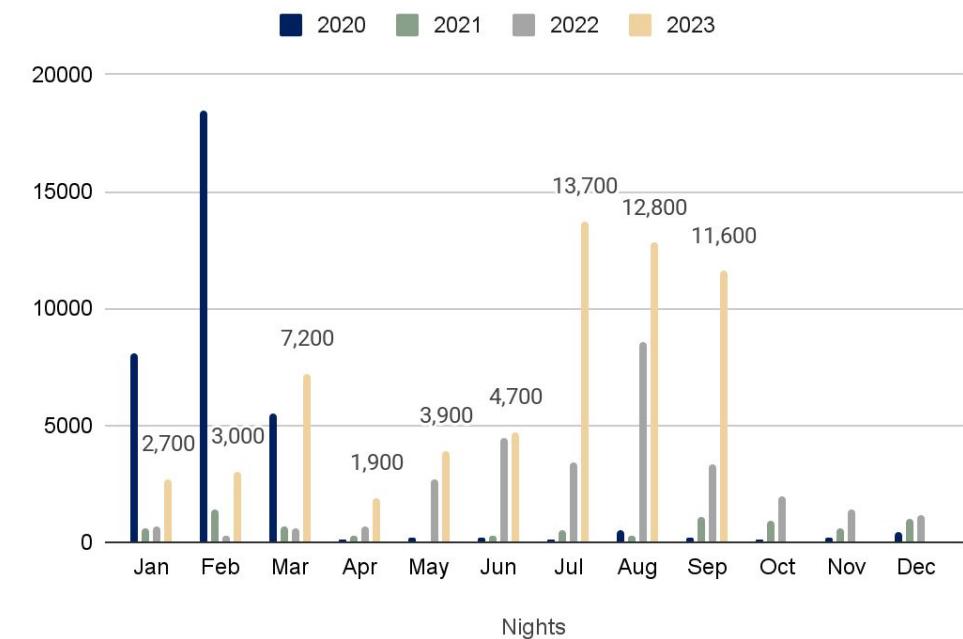
# Japan Year over Year Trips and Nights

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2023 Visitor  
Highlights  
  
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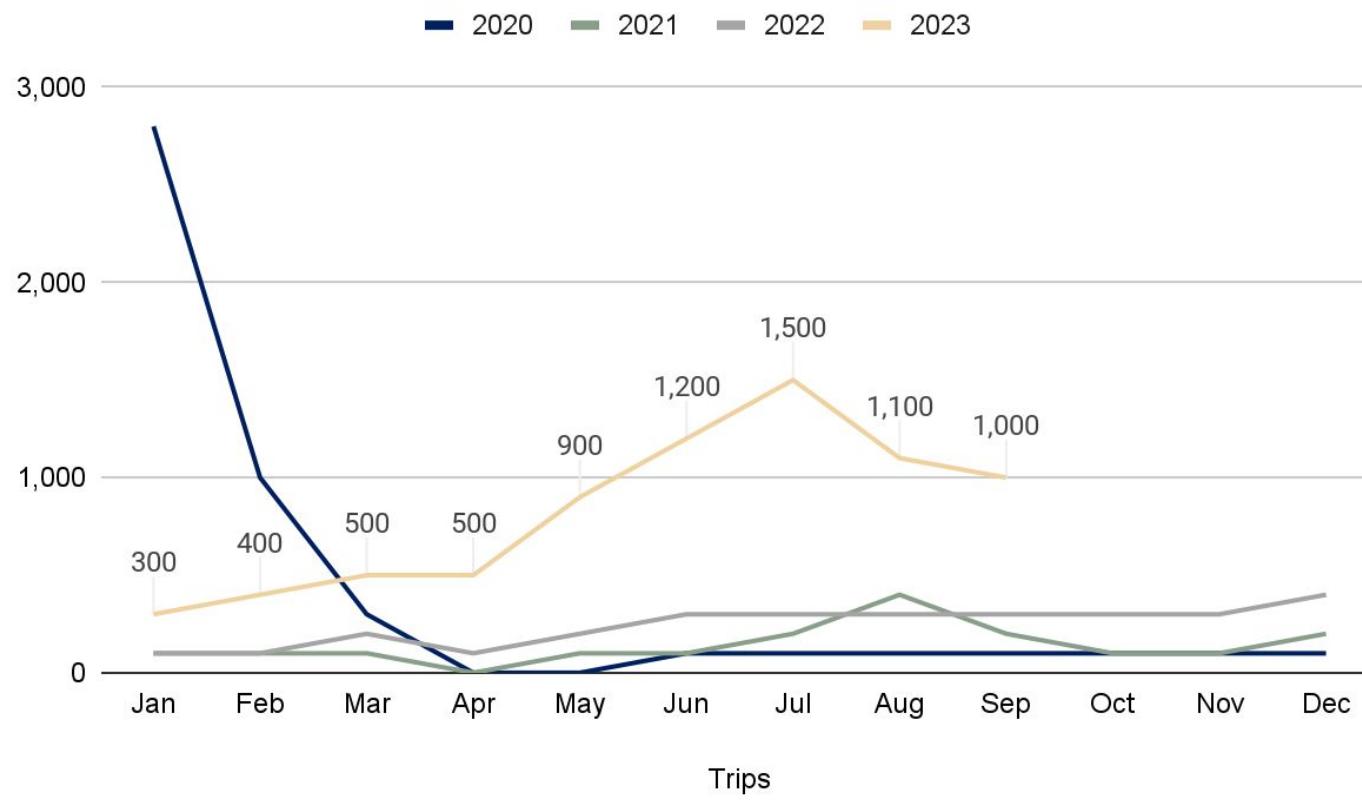
2023\* Total Trips: 7,900  
2023\* Total Nights: 61,300



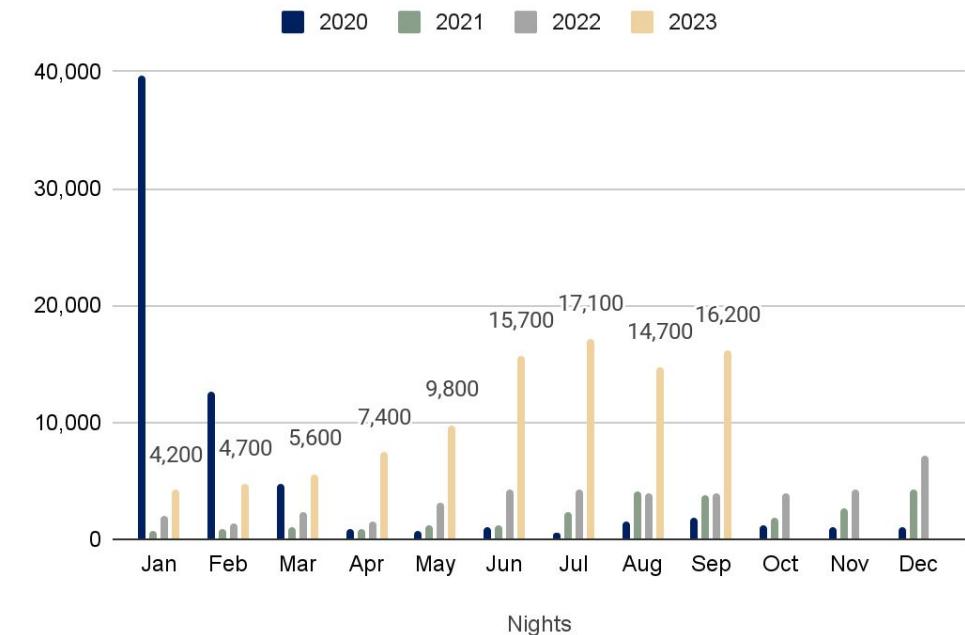
# China Year over Year Trips and Nights

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2023\* Total Trips: 7,500  
2023\* Total Nights: 95,400



# Contact Us

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