



bcrts

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

2023 Visitor
Highlights



- **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)



A photograph of a woman standing on a dirt path in a dense forest. The forest is filled with tall, moss-covered trees and lush green ferns. Sunlight filters through the canopy, creating dappled light on the path and foliage. The woman is wearing a pink shirt and blue pants, standing with her hands on her hips, looking towards the camera. The path curves through the forest, and the overall atmosphere is serene and natural.

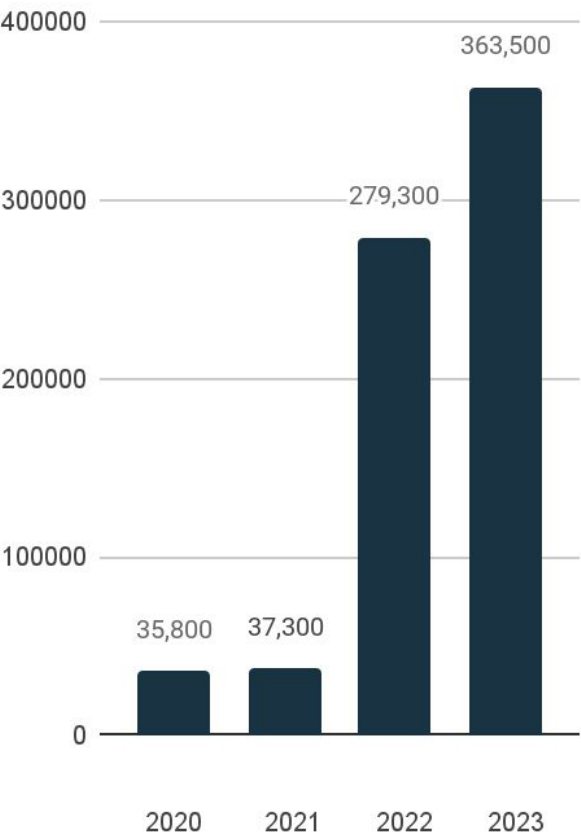
International Visitation

Sooke Hills Wilderness Regional Park, Vancouver Island
Credit: City of Langford / Landon Copplestone

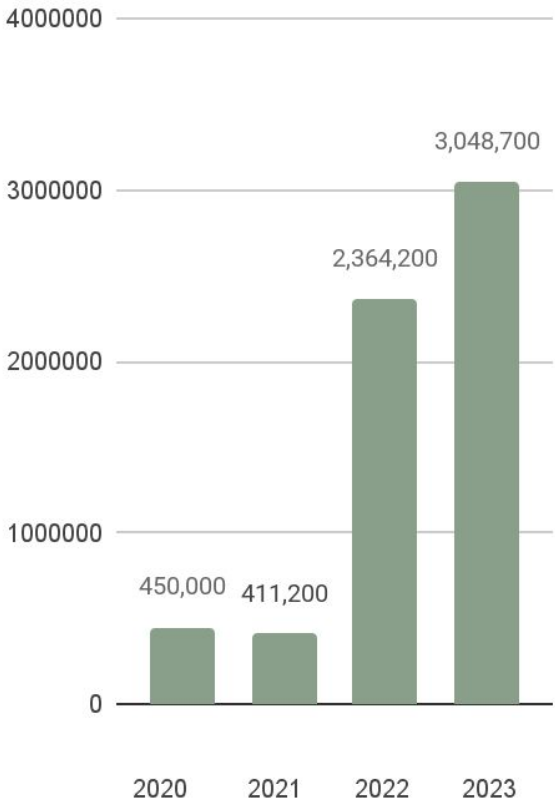
International Visitation

International Trips and Nights To Vancouver Island By Year

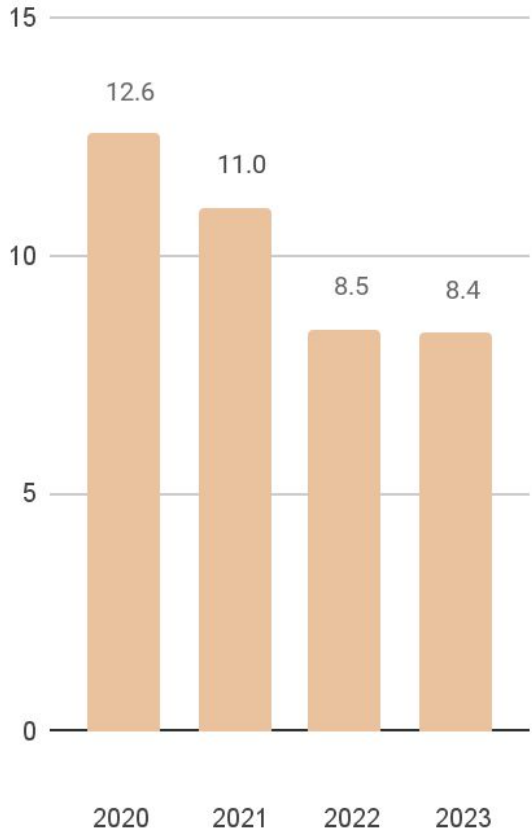
Number of International Trips to BC



Number of International Nights to BC



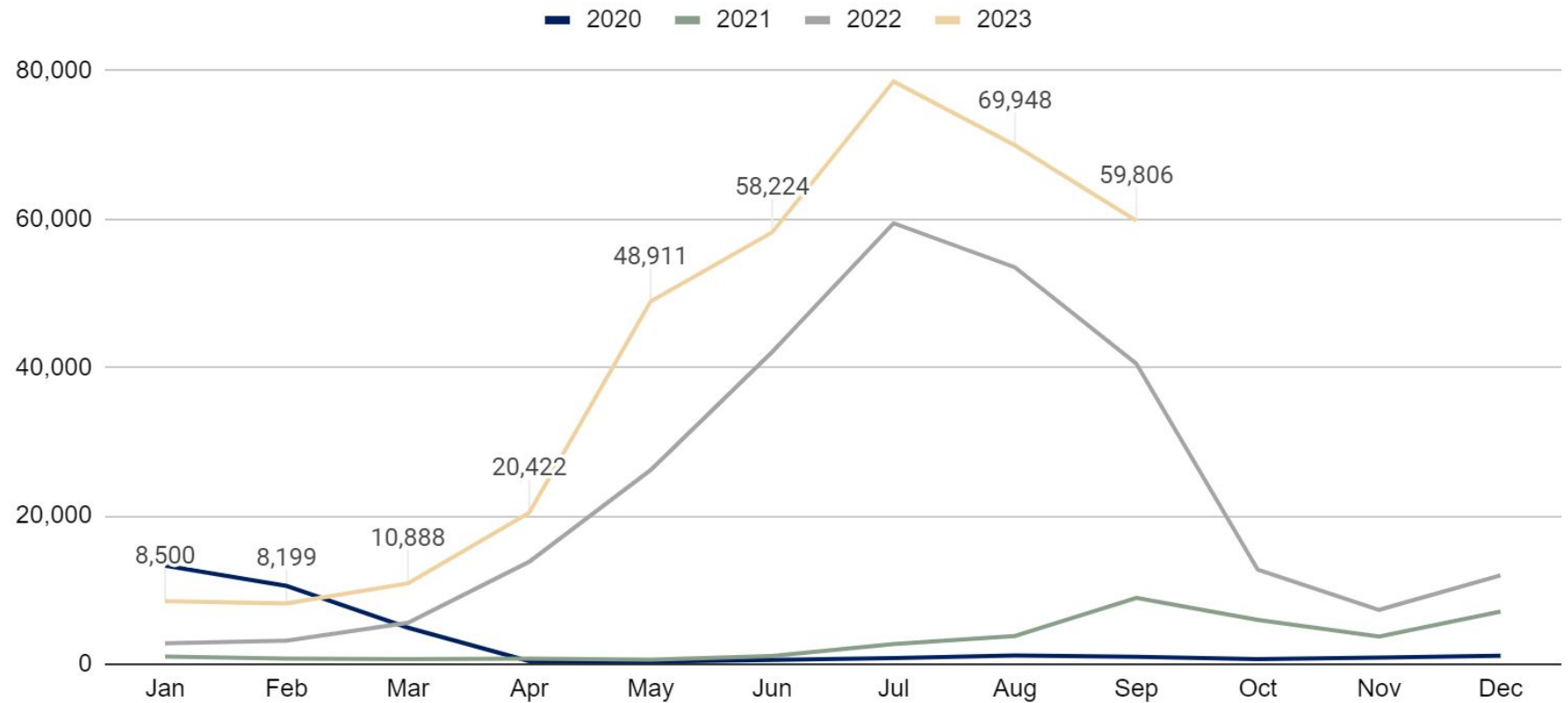
Average Length of Stay in BC



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

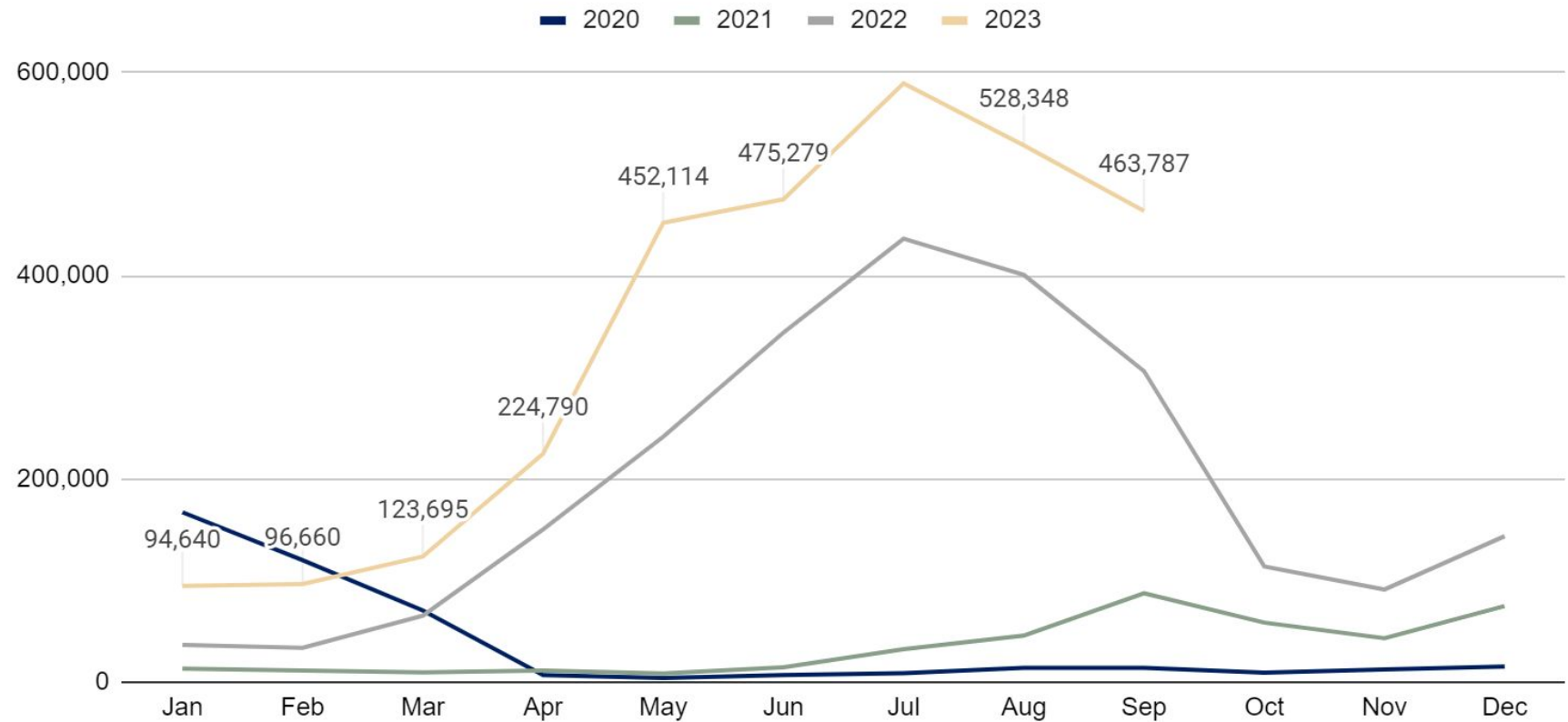


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

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)

A scenic landscape photograph showing two hikers in the foreground, walking along a rocky ridge. They are looking out over a large, calm lake surrounded by dense, forested hills. The sun is low in the sky, creating a warm, golden light. The hiker on the left is wearing a white hat and a backpack, while the hiker on the right is wearing a blue hat and a red backpack. The lake has several small, forested islands and peninsulas. In the distance, some buildings are visible on the shore.

International Regions

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

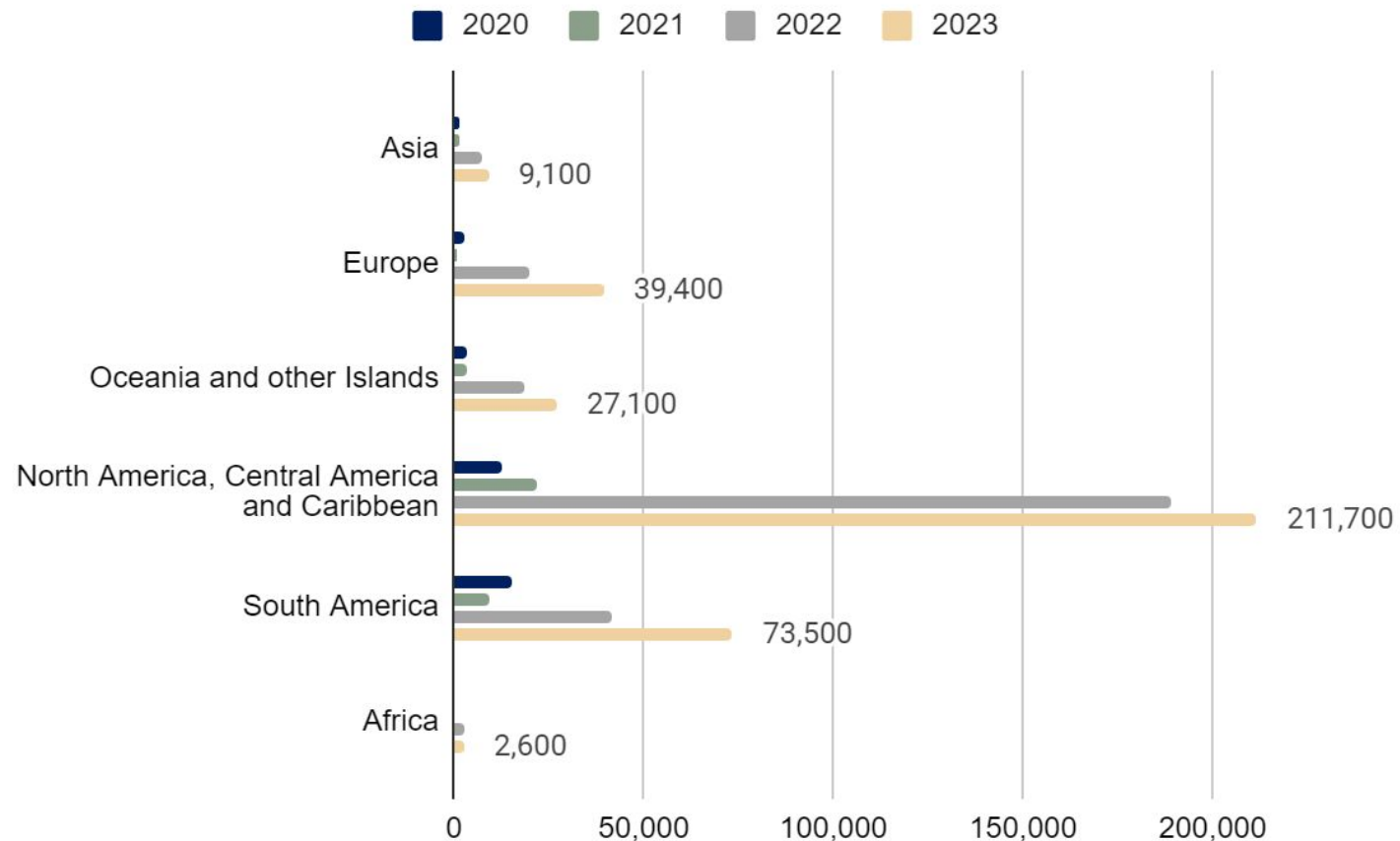
Yearly International Trips by Region

Vancouver Island

2023 Visitor
Highlights



- 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



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.

*2023 from January to September (Year to Date)

Yearly International Nights by Region

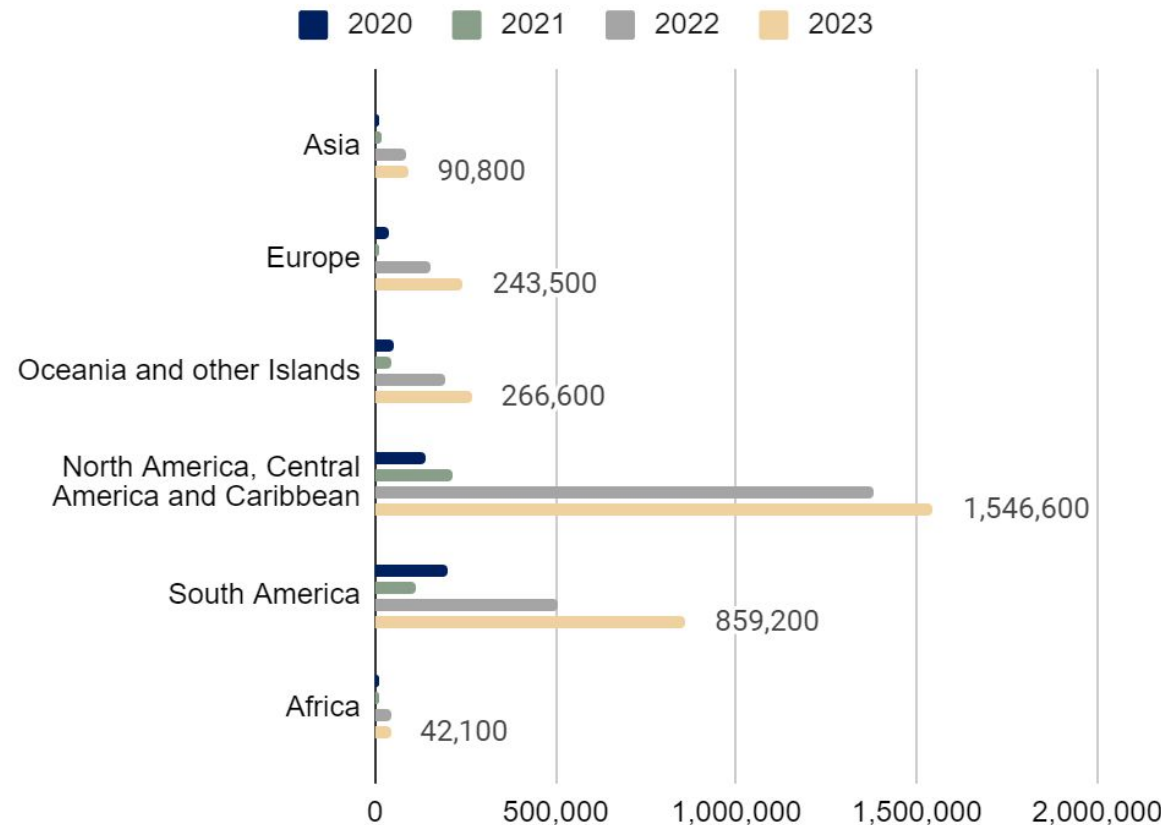
Vancouver Island

2023 Visitor
Highlights

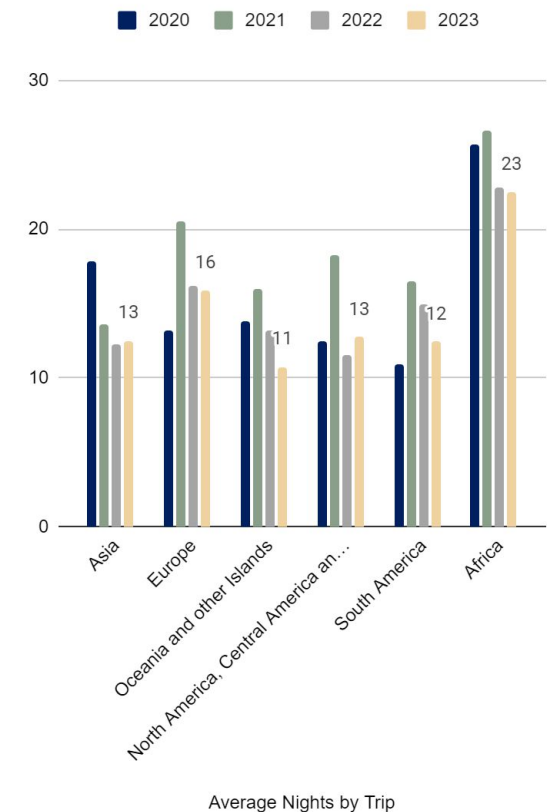


- South America saw an increase of **5%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **59%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **37%** in 2023 compared to 2022
- Europe saw an increase of **2122%** in 2023 compared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





International Countries

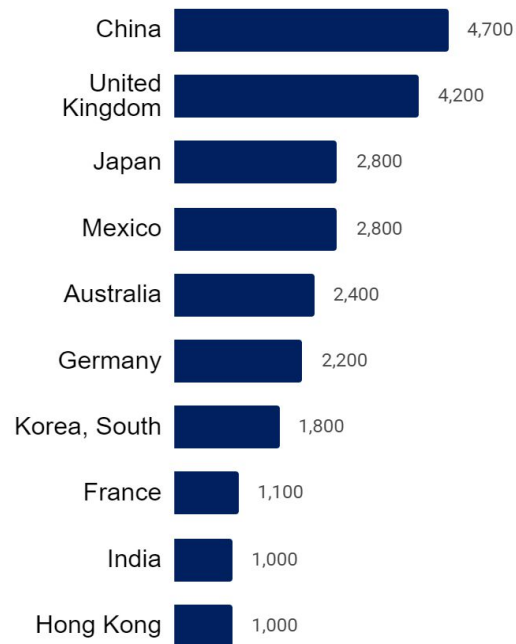
Yearly Top Countries International Trips and Nights

Vancouver Island

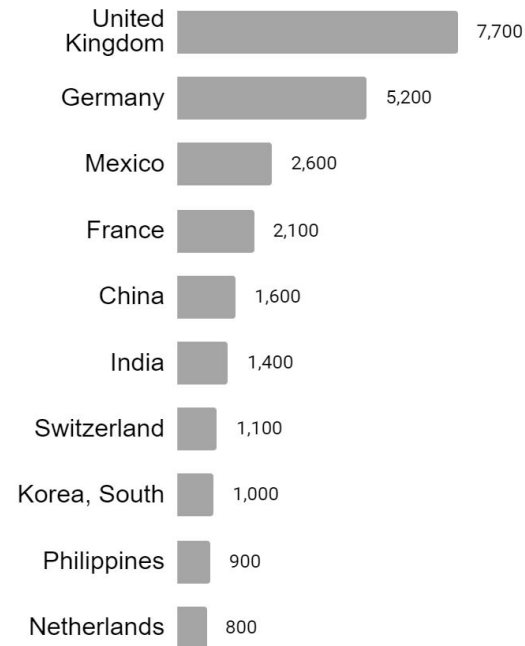
2023 Visitor
Highlights



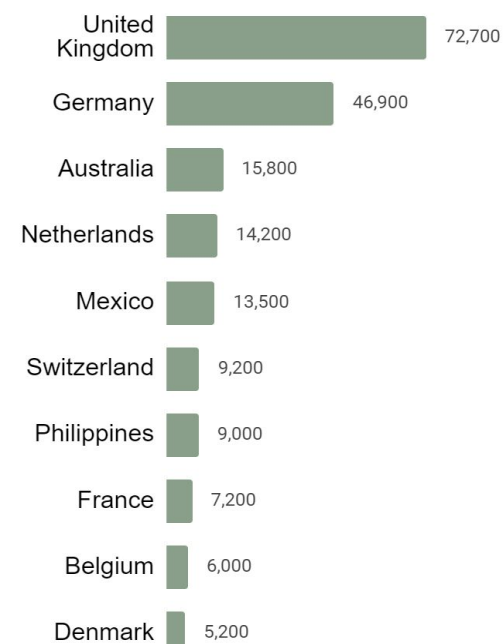
2020 Trips



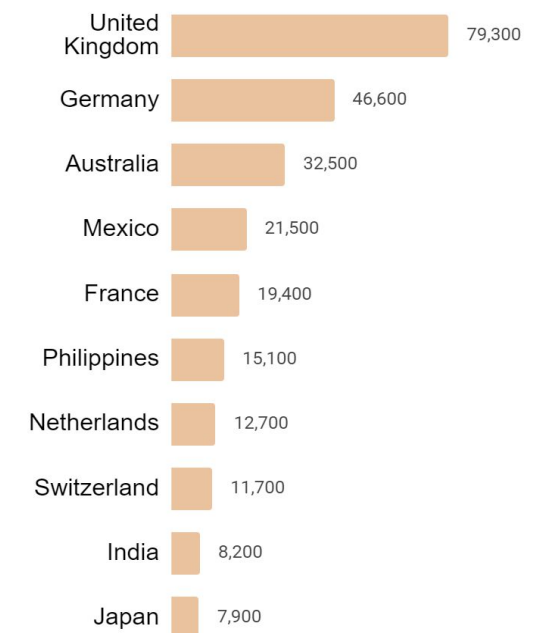
2021 Trips



2022 Trips



2023* Trips



*2023 from January to September (Year to Date)

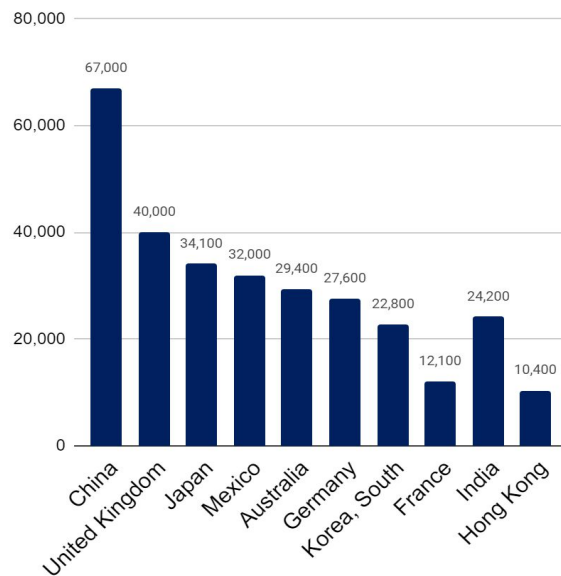
Yearly Top Countries International Trips and Nights

Vancouver Island

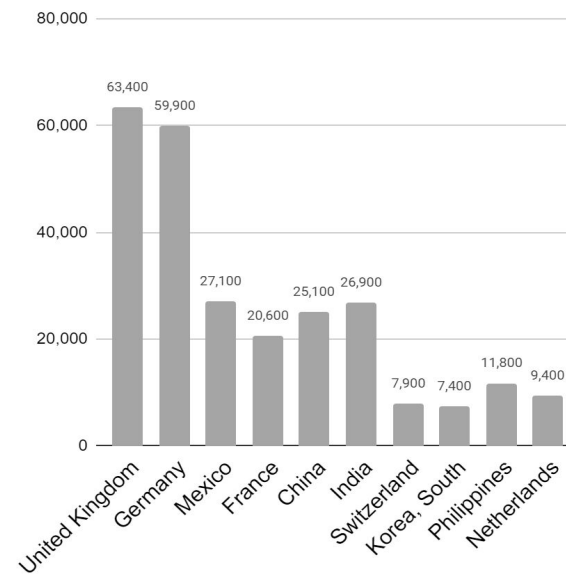
2023 Visitor
Highlights



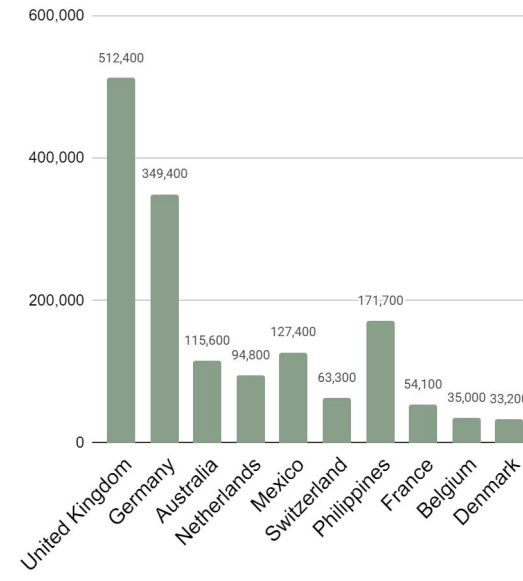
2020 Nights



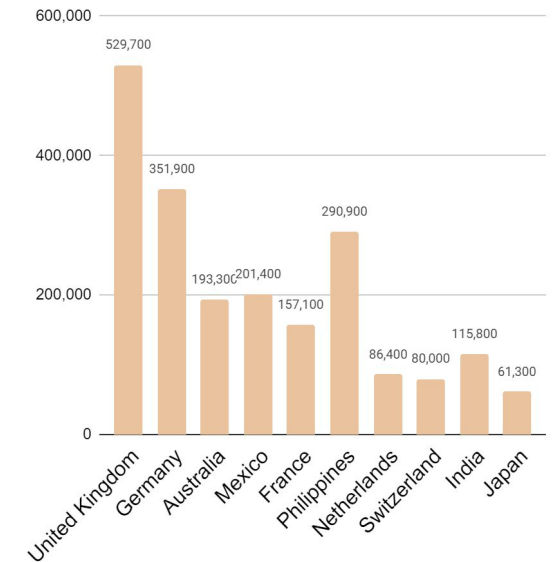
2021 Nights



2022 Nights



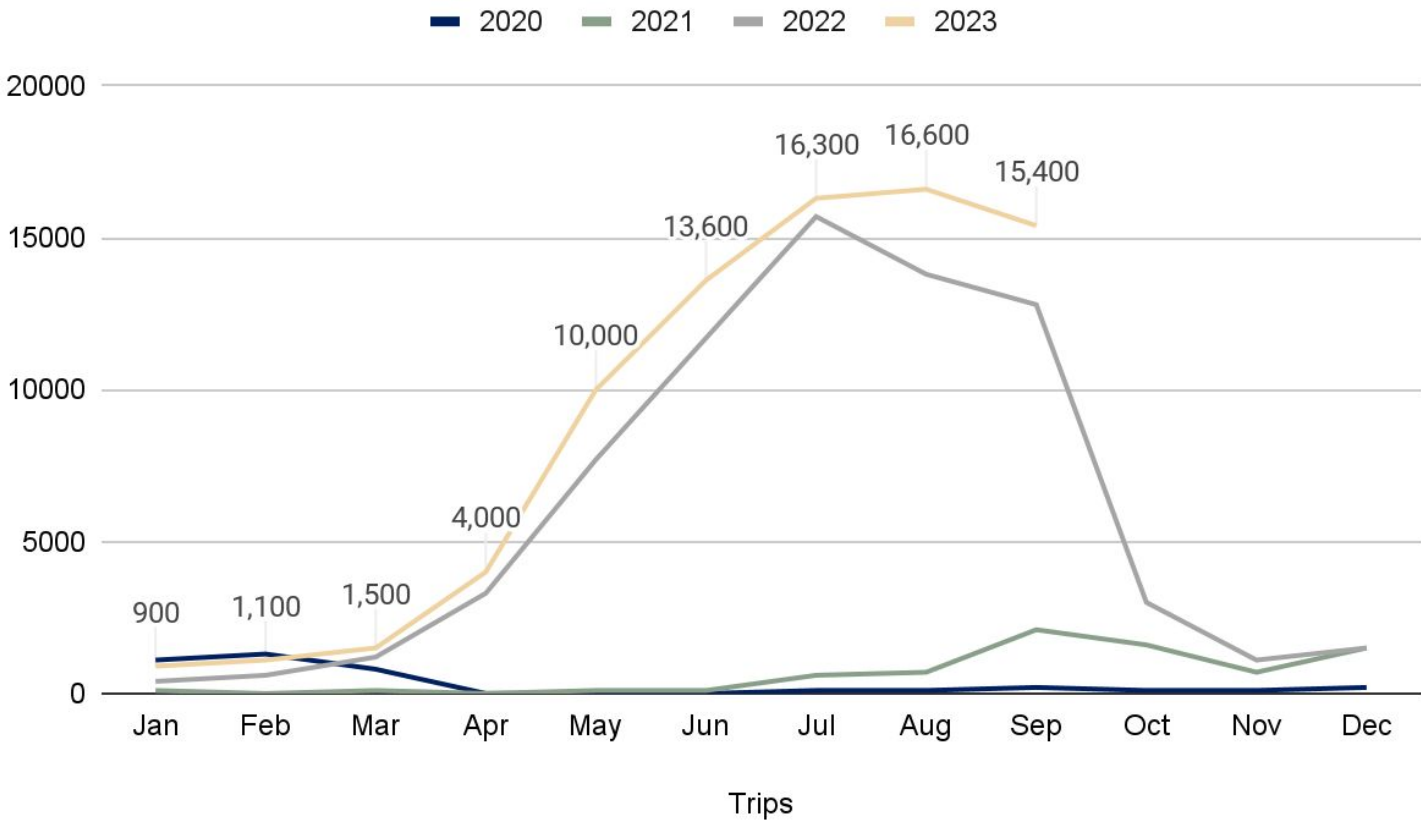
2023* Nights



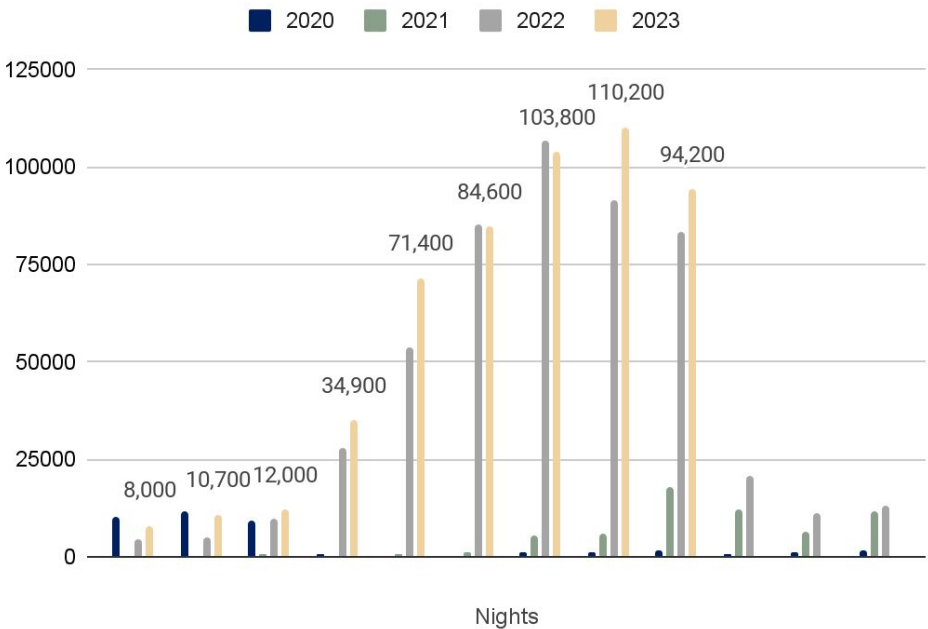
*2023 from January to September (Year to Date)

United Kingdom Year over Year Trips and Nights

Vancouver Island



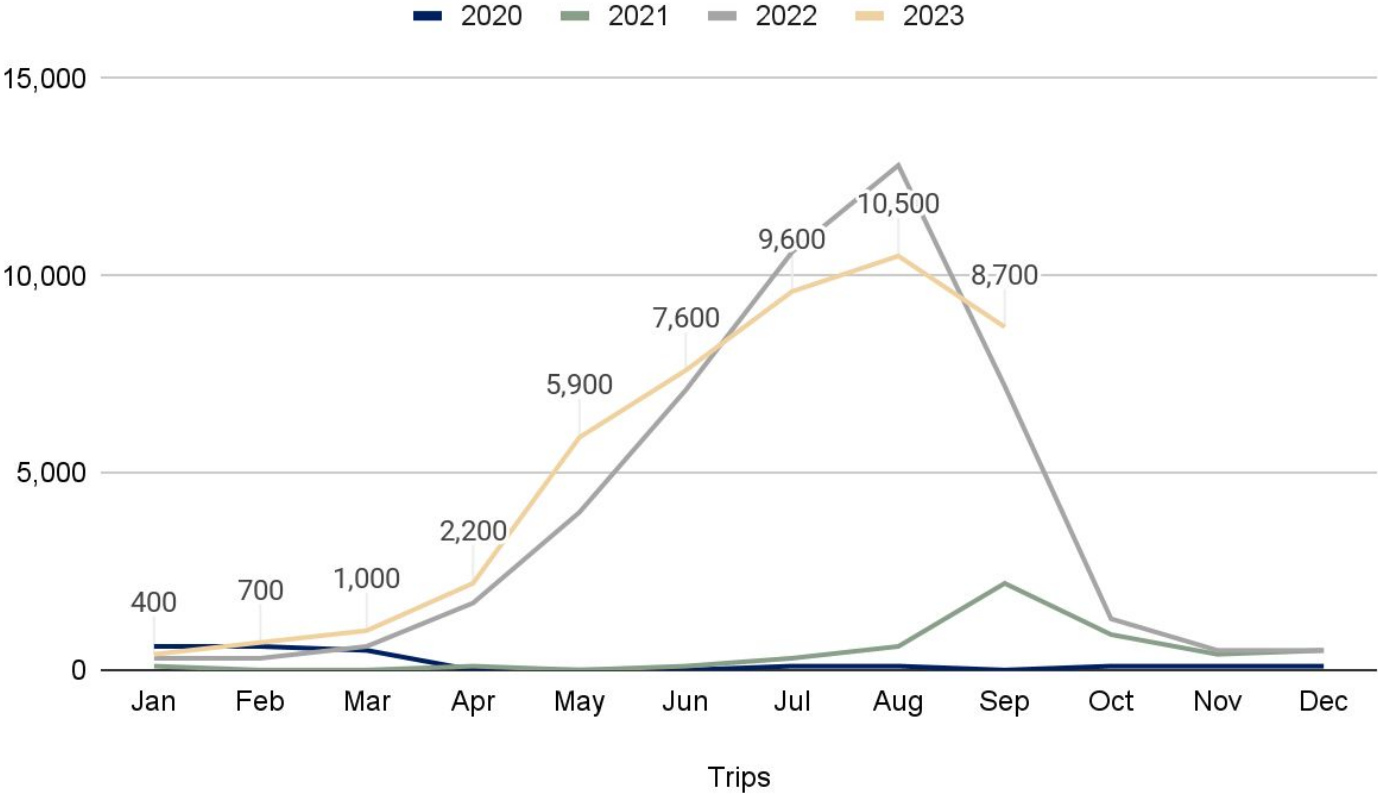
2023* Total Trips: **79,300**
2023* Total Nights: **529,700**



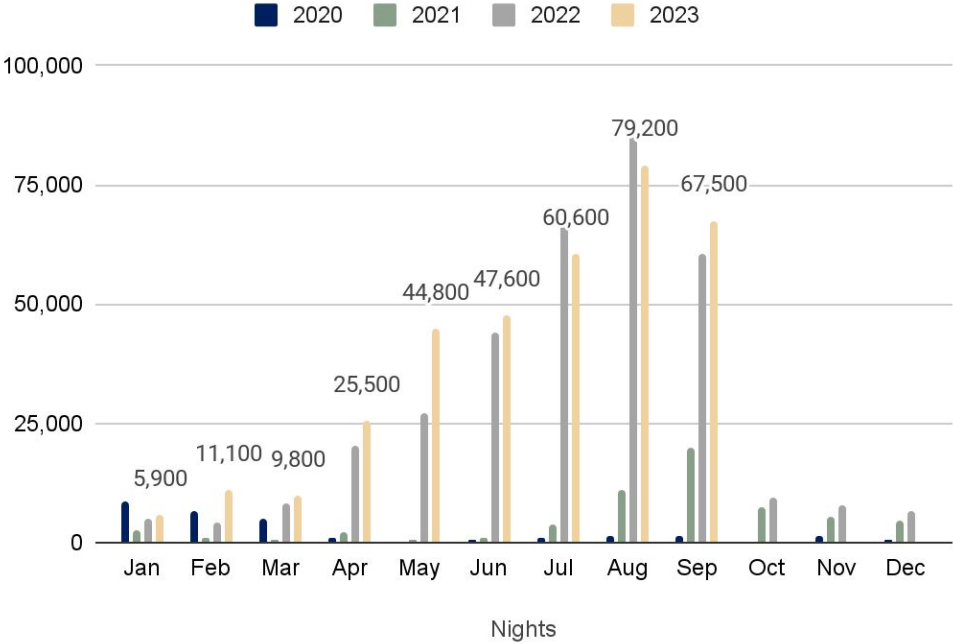
*2023 from January to September (Year to Date)

Germany Year over Year Trips and Nights

Vancouver Island



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

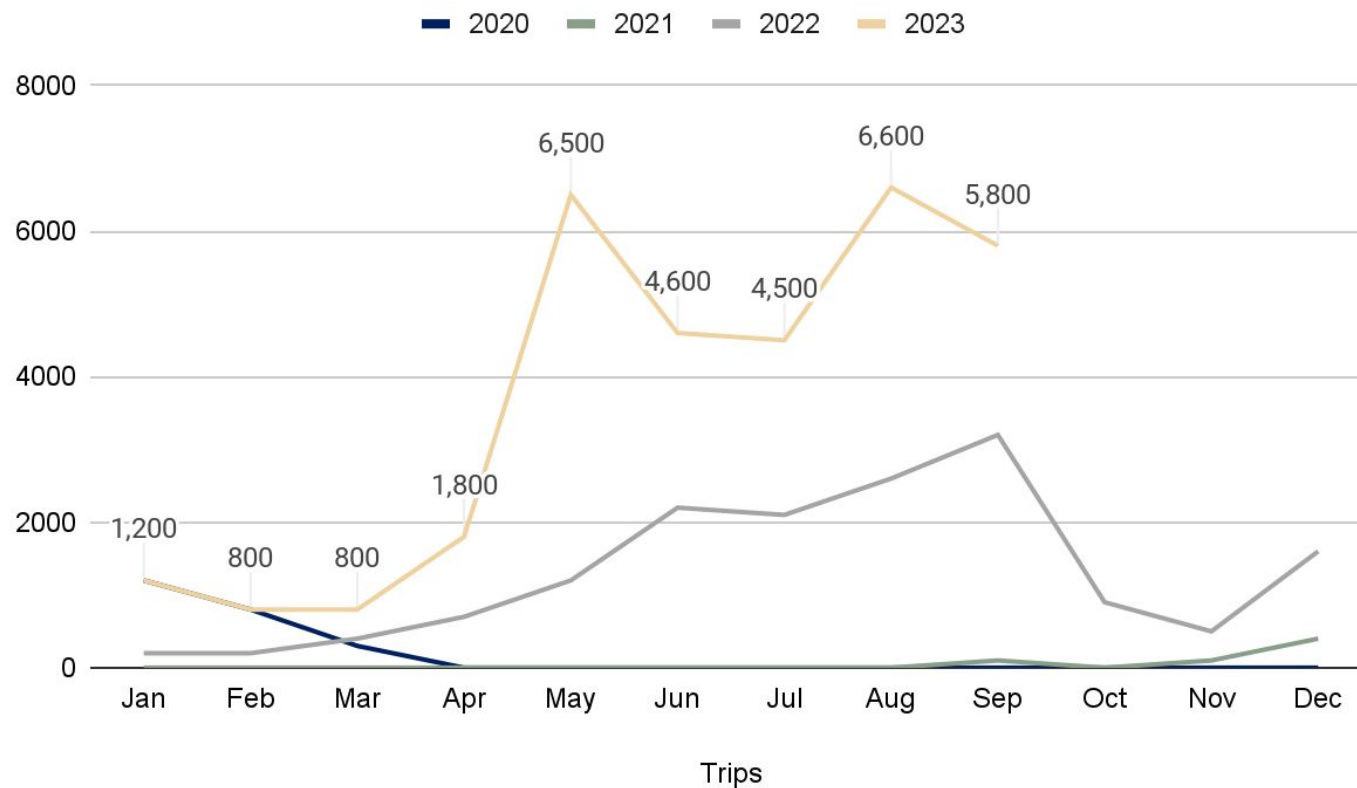


*2023 from January to September (Year to Date)

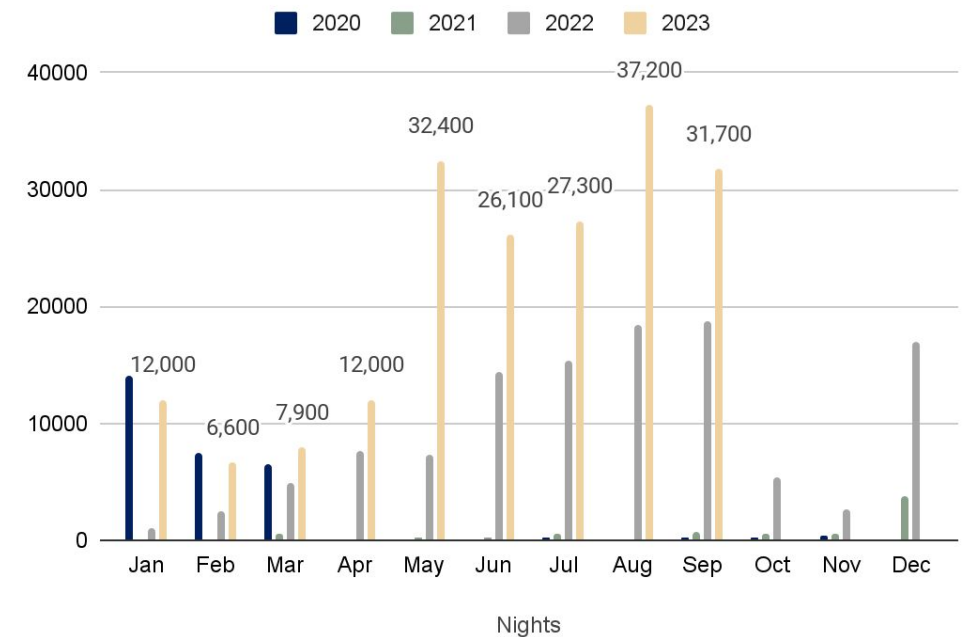
Australia Year over Year Trips and Nights

Vancouver Island

2023 Visitor
Highlights



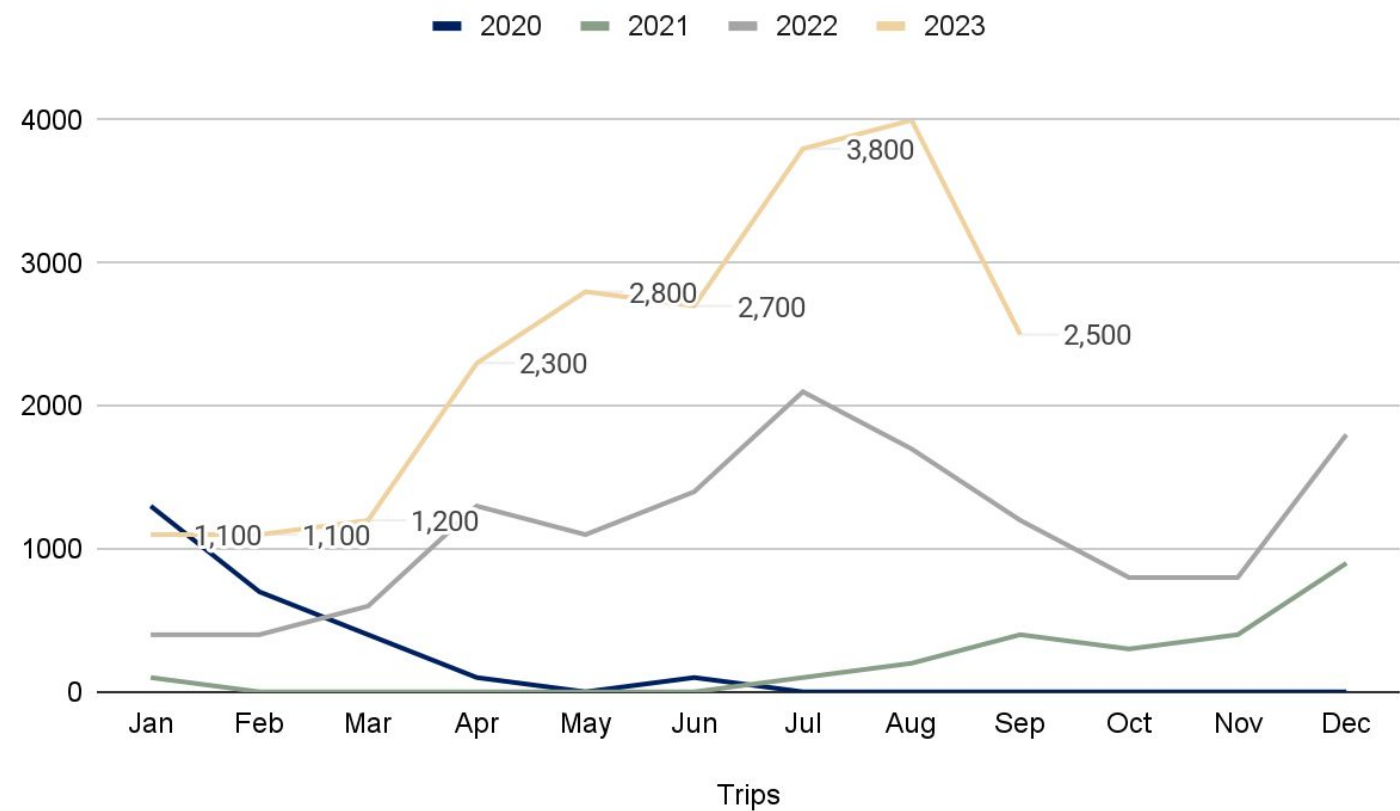
2023* Total Trips: **32,500**
2023* Total Nights: **193,300**



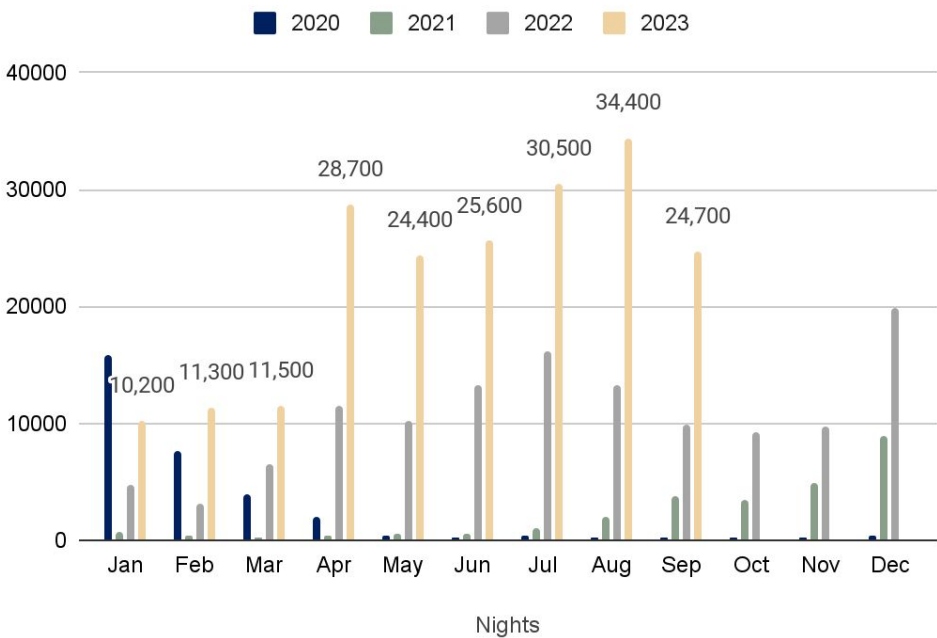
*2023 from January to September (Year to Date)

Mexico Year over Year Trips and Nights

Vancouver Island



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

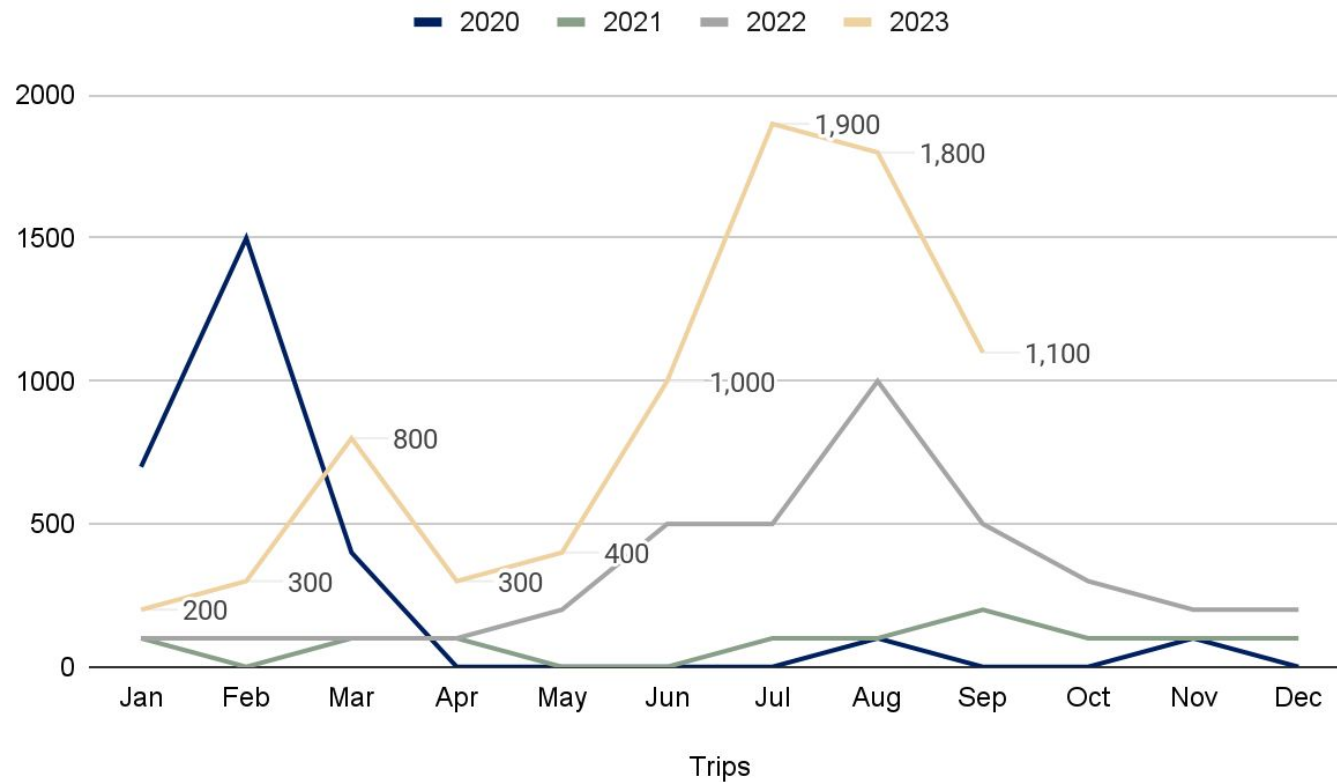


*2023 from January to September (Year to Date)

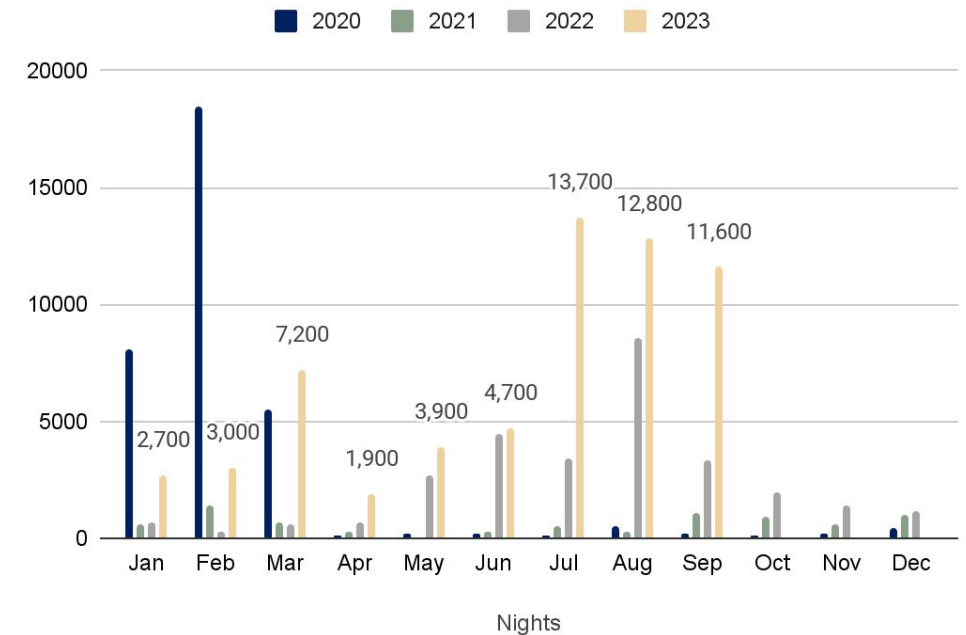
Japan Year over Year Trips and Nights

Vancouver Island

2023 Visitor
Highlights



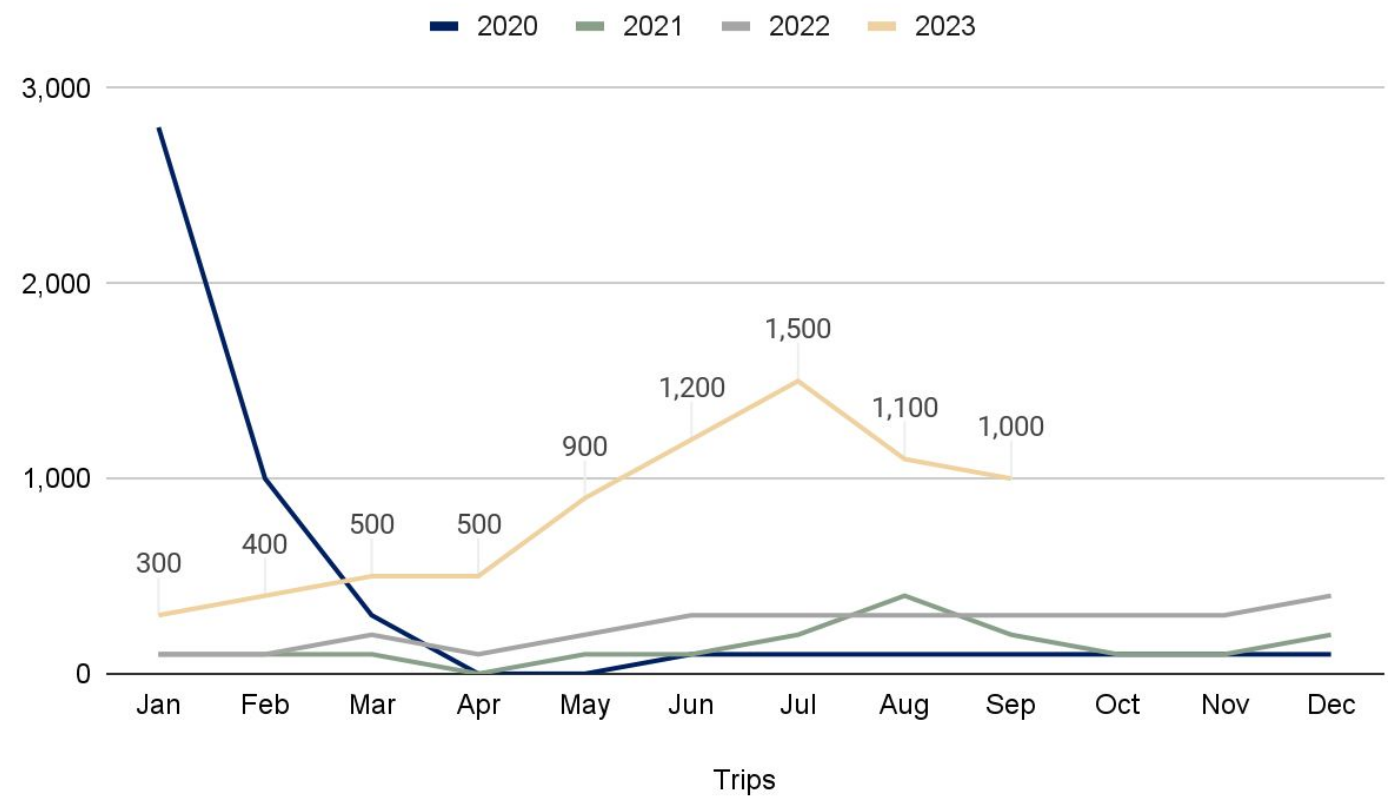
2023* Total Trips: **7,900**
2023* Total Nights: **61,300**



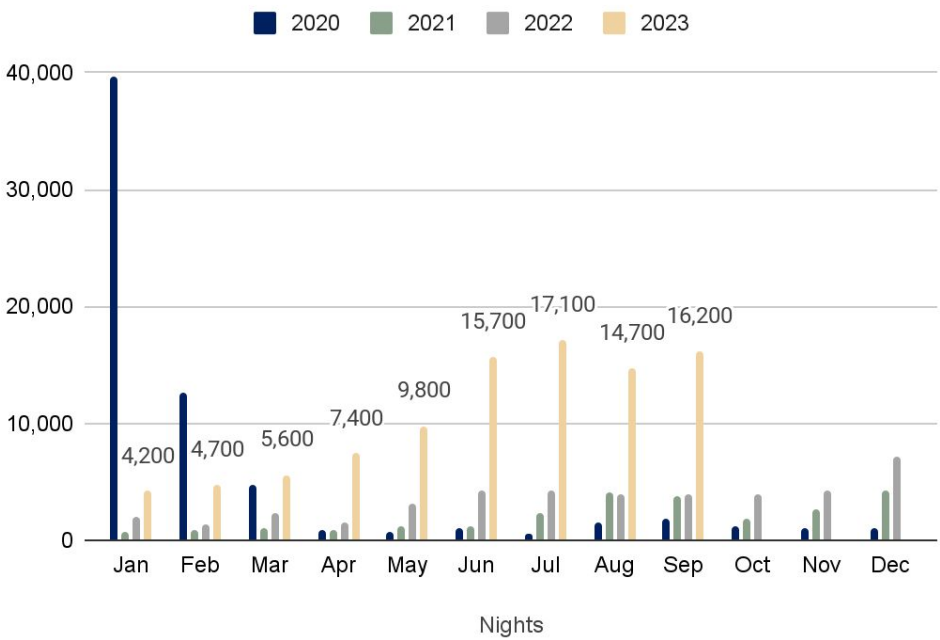
*2023 from January to September (Year to Date)

China Year over Year Trips and Nights

Vancouver Island



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



*2023 from January to September (Year to Date)

Contact Us

2023 Visitor
Highlights



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