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British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2022

Cariboo Chilcotin Coast Region - *December Update*



SYMPHONY
TOURISM
SERVICES

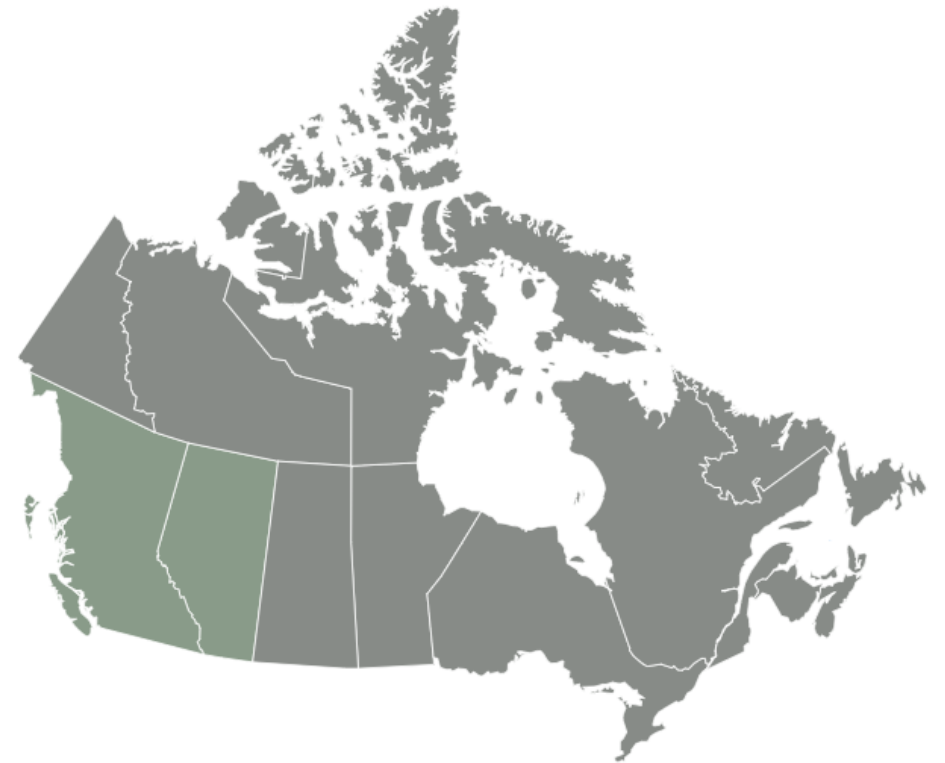
CARIBOO
CHILCOTIN
COAST



2022 DATA VINTAGE

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 our 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 the **Cariboo Chilcotin Coast Region**



RESEARCH OVERVIEW

2022 Visitor
Highlights

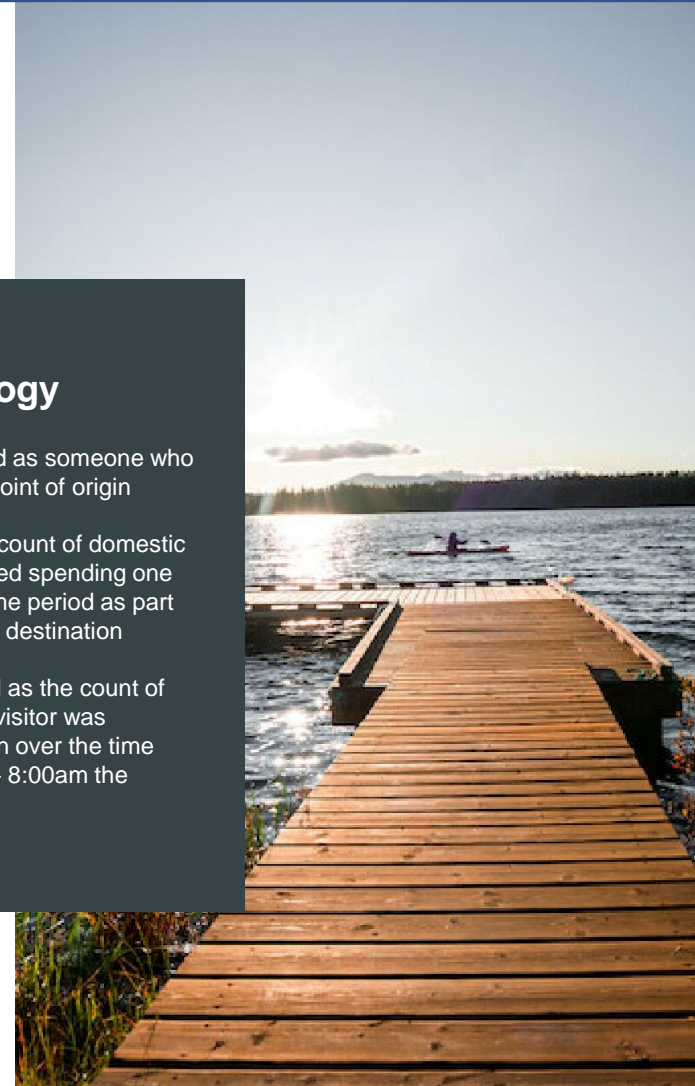
CARIBOO
CHILCOTIN
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- [Environics Analytics](#) is a Canadian-based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market, and grow their business with Canadian travelers
- 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 2019 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)



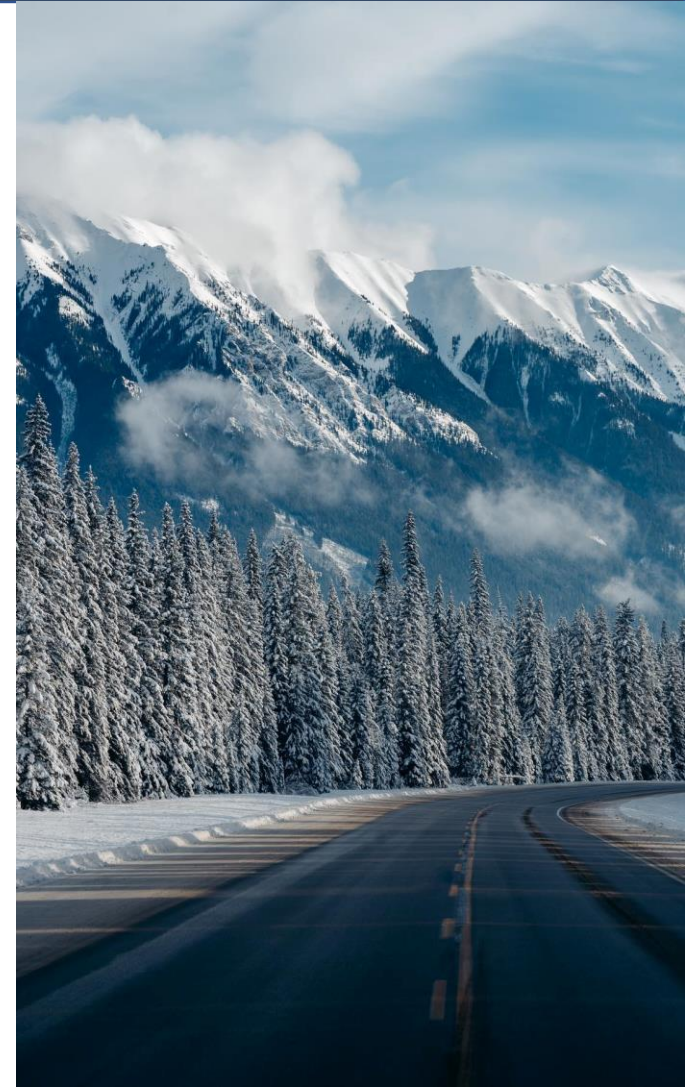
RESEARCH OVERVIEW

- 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



NEW Visitor View Data Updates

- There have been methodology changes to Visitor View Canada to Canada supplied by Environics Analytics in a continued effort to improve the product. It has been rebuilt using telecom source data; this methodology change is to improve the stability and reliability of visitor estimates and the previous methodology which leveraged SDK source data.
- Visitor Estimates for this report have been produced using the new Visitor View solution (not including 2019).
- Environics is not able to reproduce 2019 estimates using the new methodology, but the original 2019 estimates have been retained. They caution against performing any direct volumetric comparisons to 2019 estimates and recommend limiting analysis using 2019 data to PRIZM profile and relative change comparisons. To maintain the consistency of this report and the finish of 2022, we have kept it included. Please review comparisons to 2019 with this in mind. For future reports in 2023, 2019 will not be included.





Canada Insights

Q1 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

Cariboo Chilcotin Coast

Q1 = January | February | March
 Note: All counts have been rounded to the nearest 100

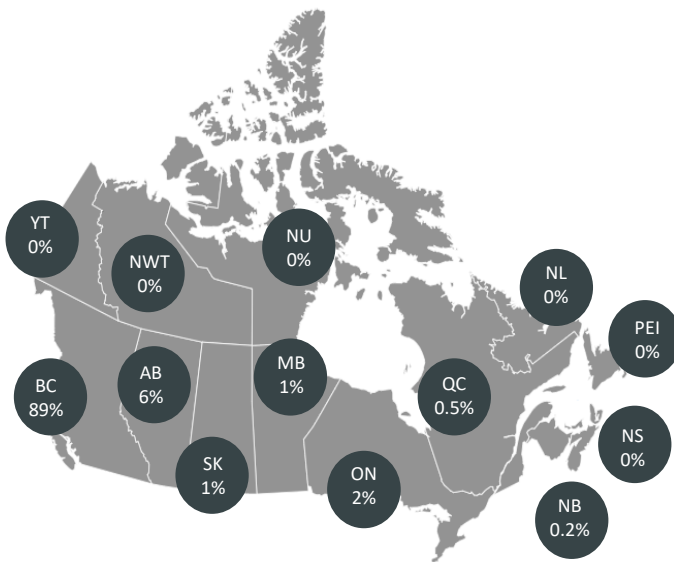
Overview

During Q1 2019 the Cariboo Chilcotin Coast saw an average of **75,400** Domestic Visitors. During Q1 2020 the region saw **71,200** Domestic Visitors, in Q1 2021 **60,000** Domestic Visitors and in Q1 2022 **89,400** Domestic Visitors. An **increase** of **18%** compared to 2019, **25%** **increase** compared to 2020 and an **increase** of **49%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Cariboo Chilcotin Coast resident visitors depending on point of origin and point of destination

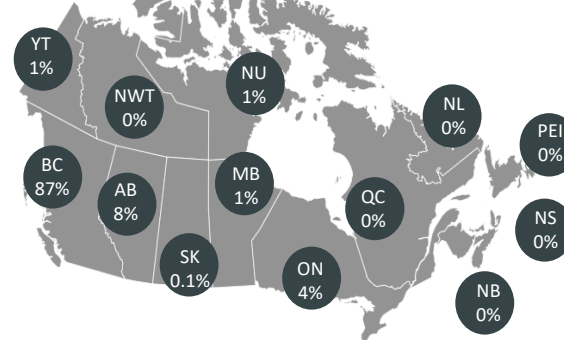
Q1 2019 Domestic Visitation

2019 Q1 Canadian Visitors
75,400



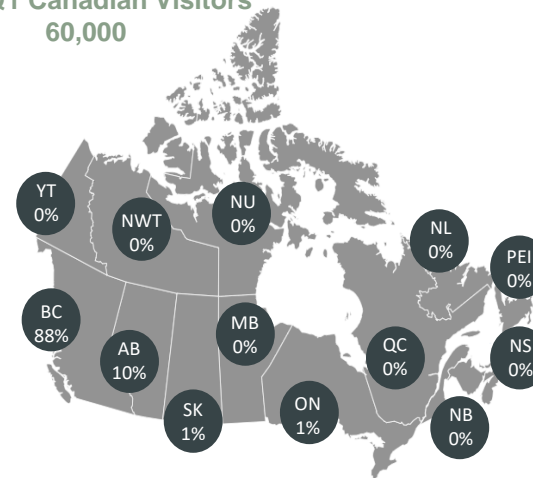
Q1 2020 Domestic Visitation

2020 Q1 Canadian Visitors
71,200



Q1 2021 Domestic Visitation

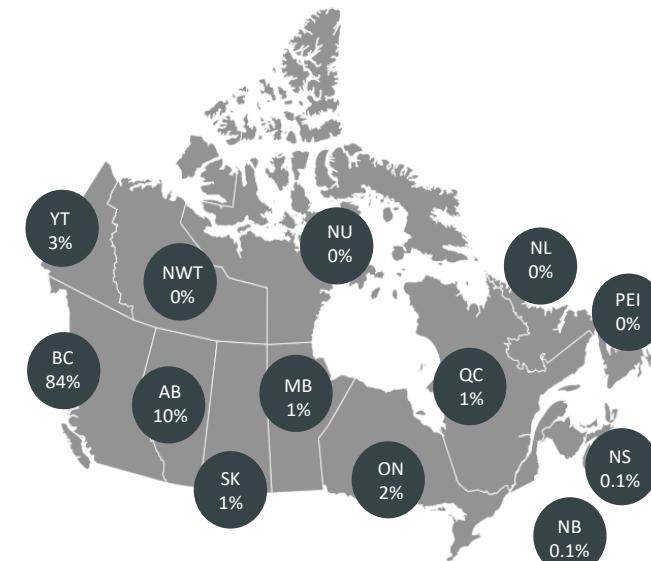
2021 Q1 Canadian Visitors
60,000



Q1 2022 Domestic Visitation

2022 Q1 Canadian Visitors
89,400

Increase of **18%** 2022 compared to 2019
 Increase of **25%** 2022 compared to 2020
 Increase of **49%** 2022 compared to 2021



Q2 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

Cariboo Chilcotin Coast

Q2 = April | May | June
 Note: All counts have been rounded to the nearest 100

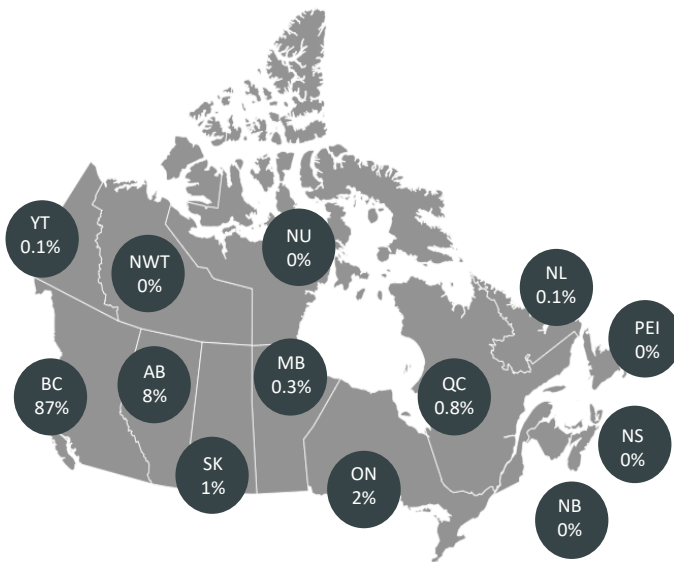
Overview

During Q2 2019 the Cariboo Chilcotin Coast saw an average of **136,100** Domestic Visitors. During Q2 2020 the region saw **101,600** Domestic Visitors, in Q2 2021 **86,600** Domestic Visitors and in Q2 2022 **184,500** Domestic Visitors. An **increase** of **36%** compared to 2019, **82%** **increase** compared to 2020 and an **increase** of **113%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Cariboo Chilcotin Coast resident visitors depending on point of origin and point of destination

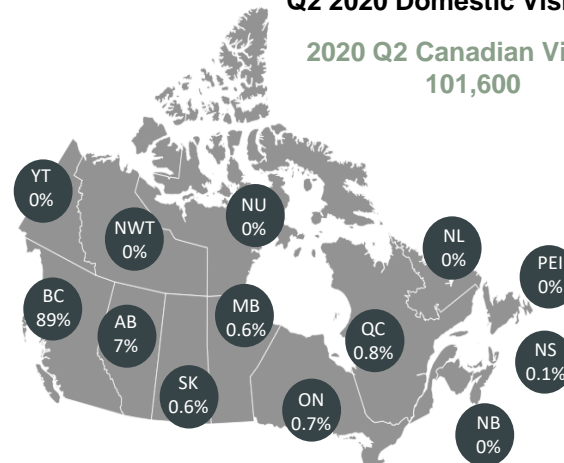
Q2 2019 Domestic Visitation

2019 Q2 Canadian Visitors
136,100



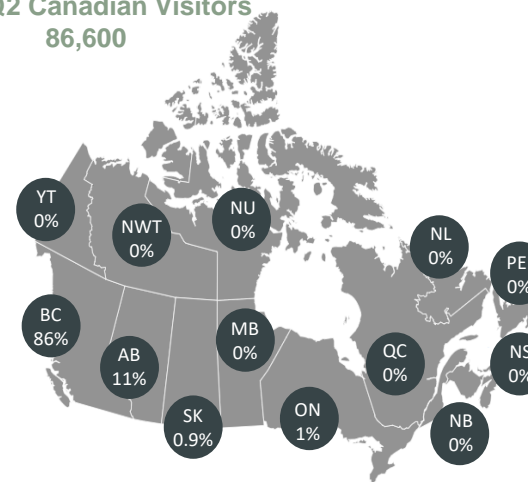
Q2 2020 Domestic Visitation

2020 Q2 Canadian Visitors
101,600



Q2 2021 Domestic Visitation

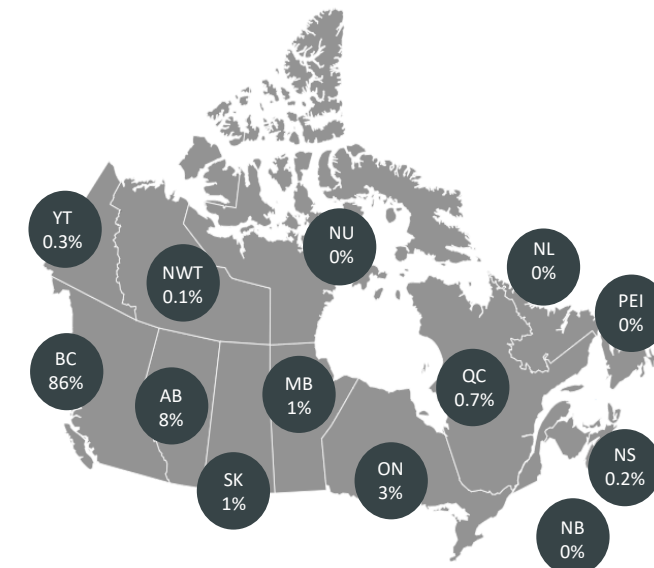
2021 Q2 Canadian Visitors
86,600



Q2 2022 Domestic Visitation

2022 Q2 Canadian Visitors
184,500

Increase of **36%** 2022 compared to 2019
 Increase of **82%** 2022 compared to 2020
 Increase of **113%** 2022 compared to 2021



Q3 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

Cariboo Chilcotin Coast

Q3 = July | August | September
 Note: All counts have been rounded to the nearest 100

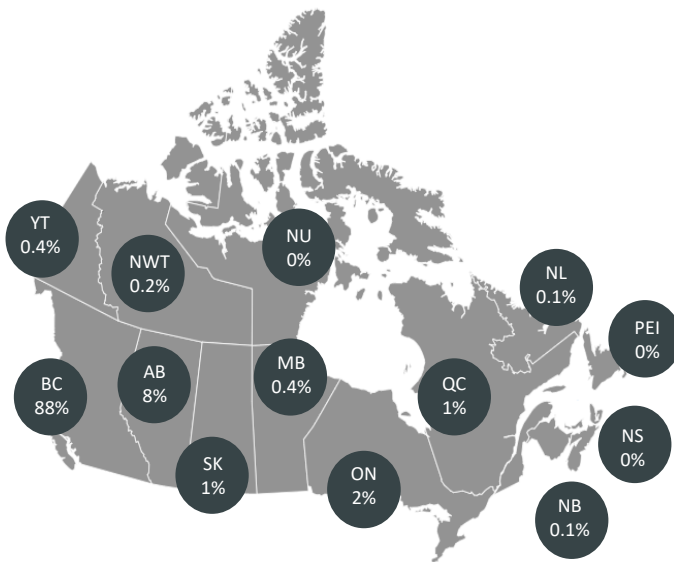
Overview

During Q3 2019 the Cariboo Chilcotin Coast saw an average of **190,000** Domestic Visitors. During Q3 2020 the region saw **220,500** Domestic Visitors, in Q3 2021 **152,500** Domestic Visitors and in Q3 2022 **301,700** Domestic Visitors. An **increase** of **59%** compared to 2019, **37%** **increase** compared to 2020 and an **increase** of **98%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Cariboo Chilcotin Coast resident visitors depending on point of origin and point of destination

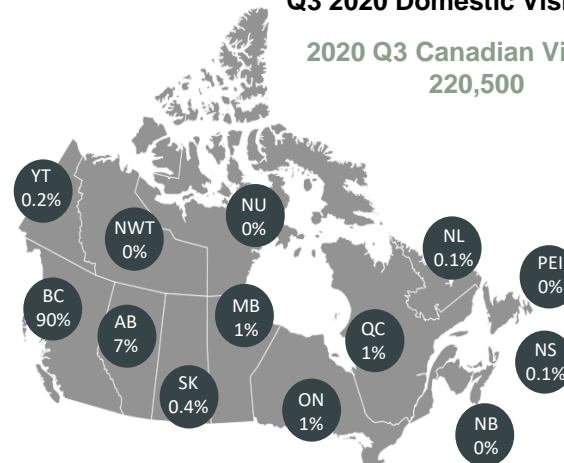
Q3 2019 Domestic Visitation

2019 Q3 Canadian Visitors
190,000



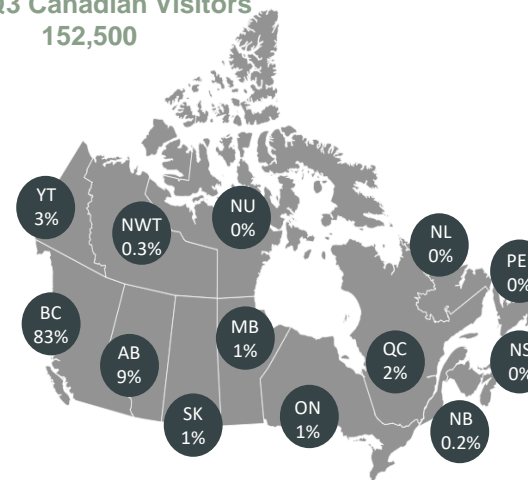
Q3 2020 Domestic Visitation

2020 Q3 Canadian Visitors
220,500



Q3 2021 Domestic Visitation

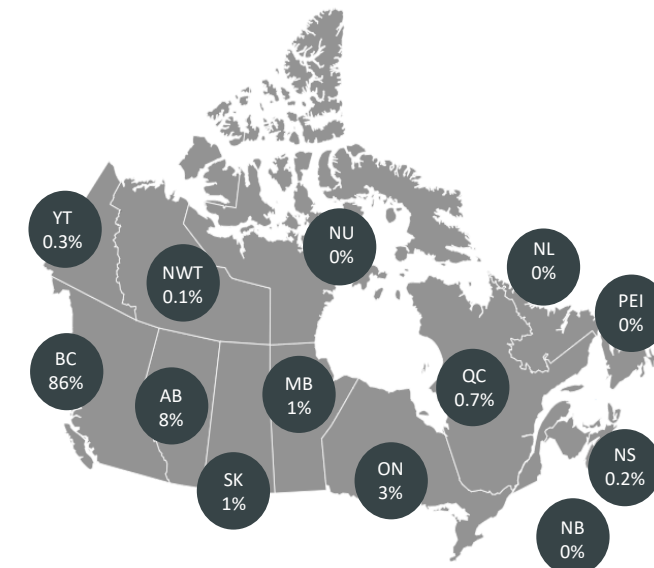
2021 Q3 Canadian Visitors
152,500



Q3 2022 Domestic Visitation

2022 Q3 Canadian Visitors
301,700

Increase of **59%** 2022 compared to 2019
 Increase of **37%** 2022 compared to 2020
 Increase of **98%** 2022 compared to 2021



Q4 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

Cariboo Chilcotin Coast

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

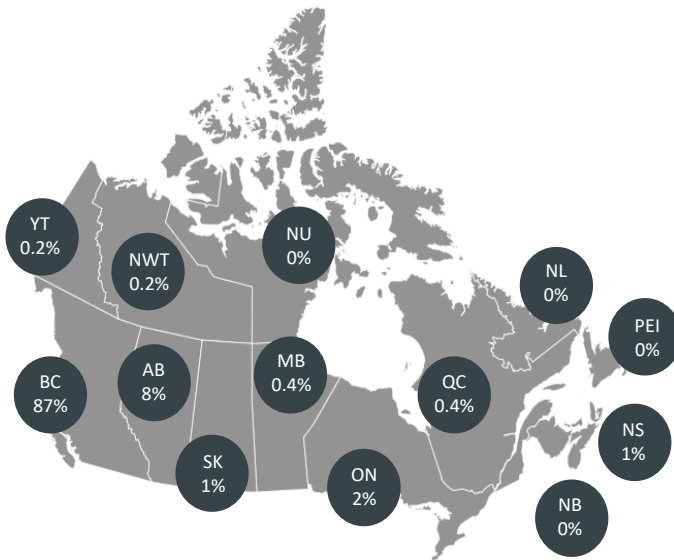
Overview

During Q4 2019 Cariboo Chilcotin Coast saw an average of **90,000** Domestic Visitors. During Q4 2020 the province saw **100,500** Domestic Visitors, in Q4 2021 **115,200** Domestic Visitors and in Q4 2022 **139,500** Domestic Visitors. An **increase** of **55%** compared to 2019, an **increase** of **39%** compared to 2020, and an **increase** of **21%** compared to 2021. Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include British Columbia resident visitors depending on point of origin and point of destination

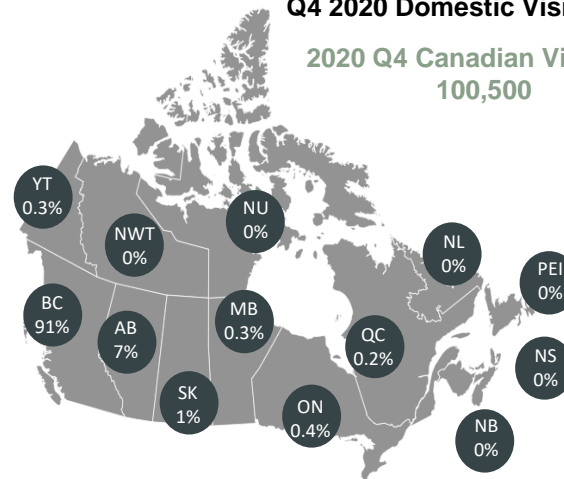
Q4 2019 Domestic Visitation

2019 Q4 Canadian Visitors
90,000



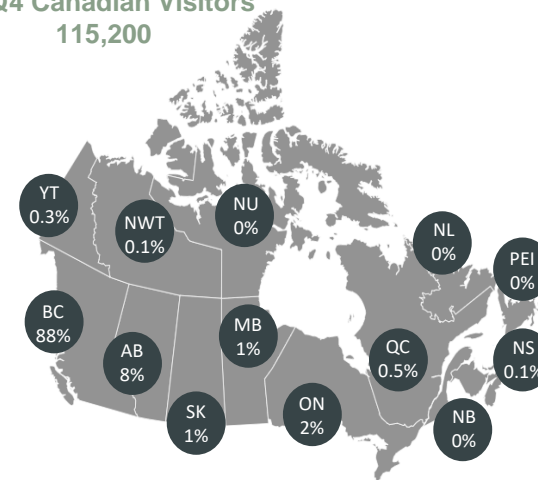
Q4 2020 Domestic Visitation

2020 Q4 Canadian Visitors
100,500



Q4 2021 Domestic Visitation

2021 Q4 Canadian Visitors
115,200



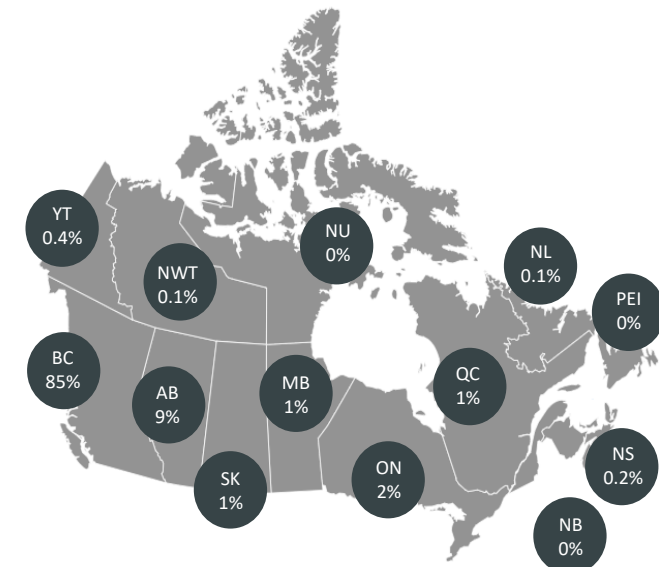
Q4 2022 Domestic Visitation

2022 Q4 Canadian Visitors
139,500

Increase of **55%**
 2022 compared to 2019

Increase of **39%**
 2022 compared to 2020

Increase of **21%**
 2022 compared to 2021



Canadian Visitation

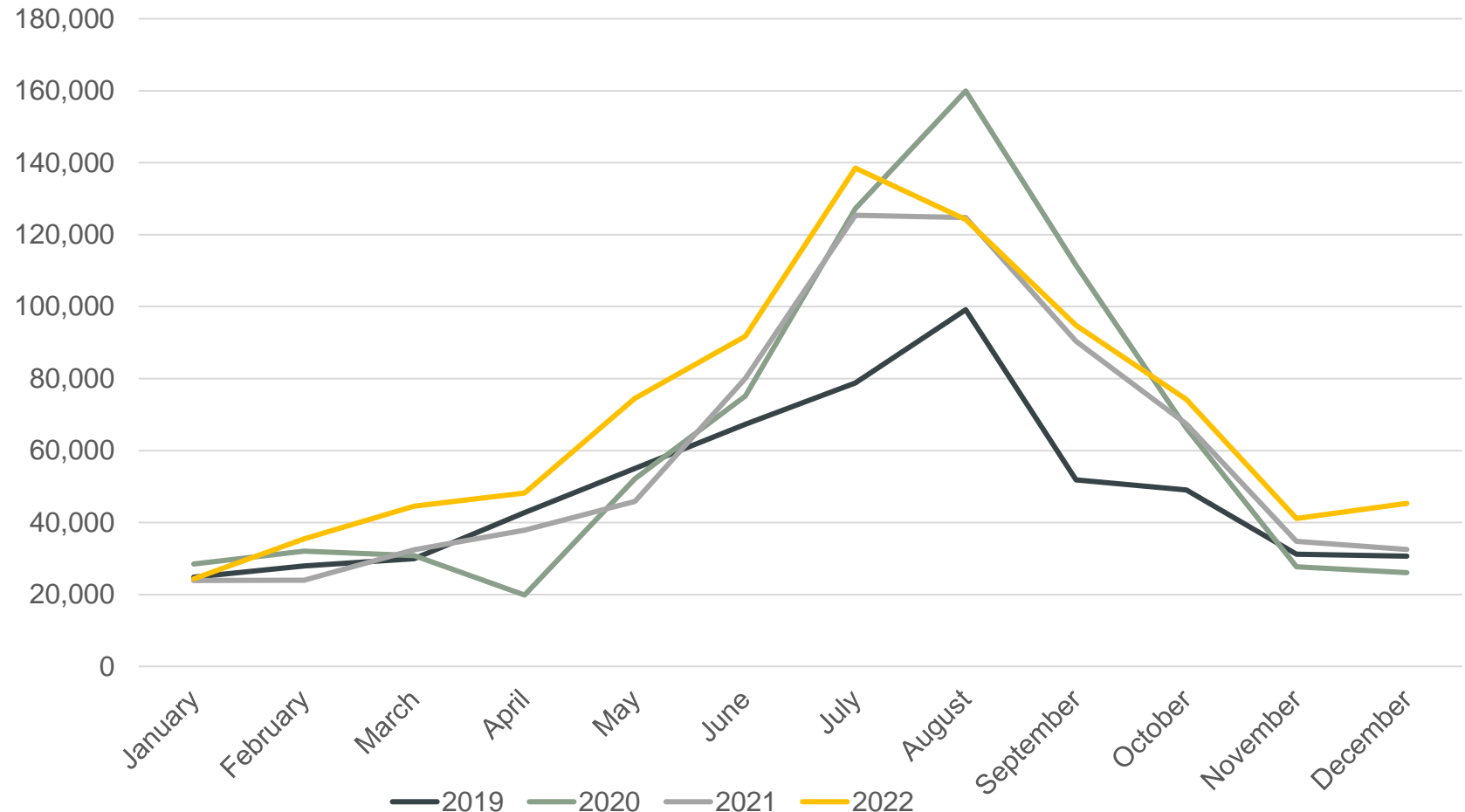
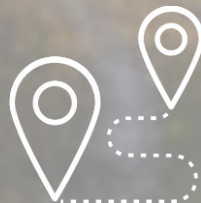
CANADIAN VISITORS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY MONTH

2022 Visitor Highlights



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- September 2022 saw a **83% increase** compared to 2019, a **15% decrease** compared to 2020 and a **5% increase** compared to 2021
- October 2022 saw a **51% increase** compared to 2019, a **12% increase** compared to 2020 and a **10% increase** compared to 2021
- November 2022 saw a **32% increase** compared to 2019, a **49% increase** compared to 2020 and a **18% increase** compared to 2021
- December 2022 saw a **48% increase** compared to 2019, a **74% increase** compared to 2020 and a **39% increase** compared to 2021



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

Cariboo Chilcotin Coast Visitation

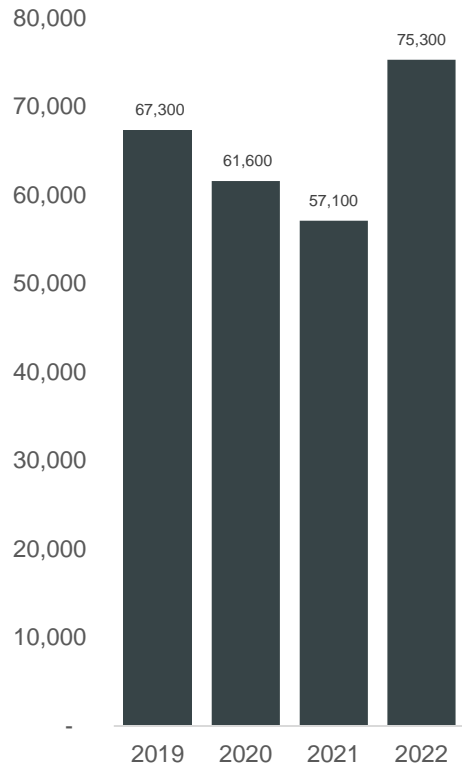
BC RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

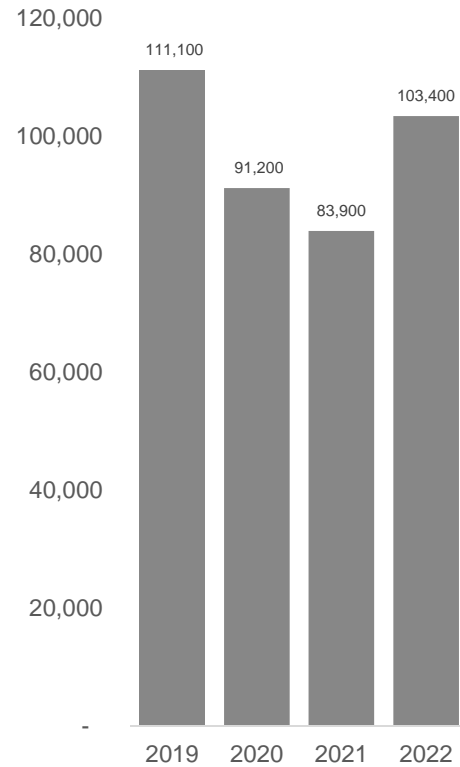


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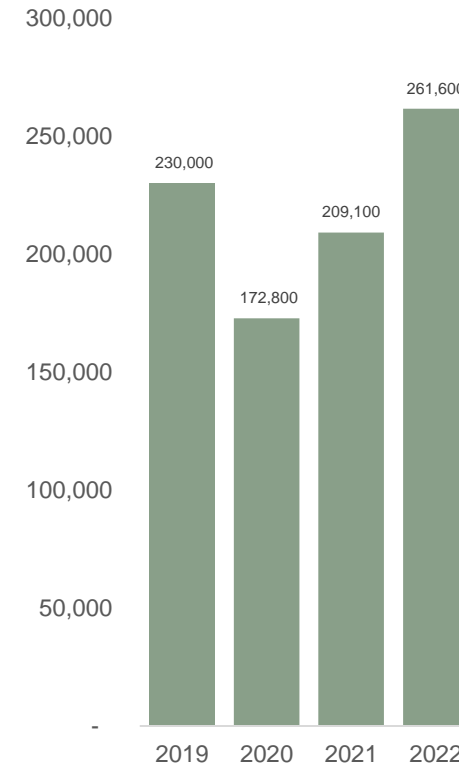
Number of Visitors to the CCC from BC in Q1



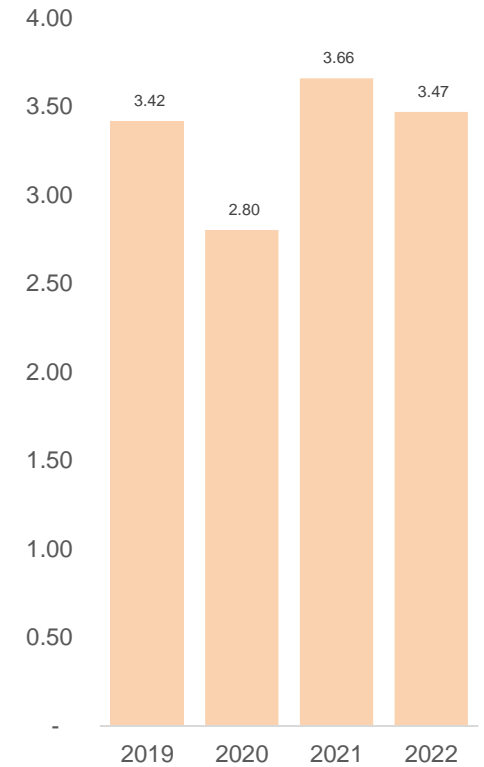
Number of Trips to the CCC from BC in Q1



Number of Nights Stayed in the CCC from BC in Q1



Length of Stay in the CCC from BC in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Cariboo Chilcotin Coast Visitation

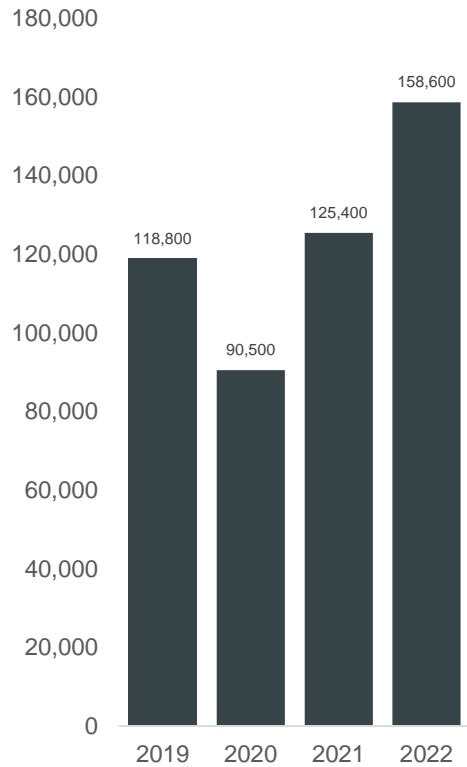
BC RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

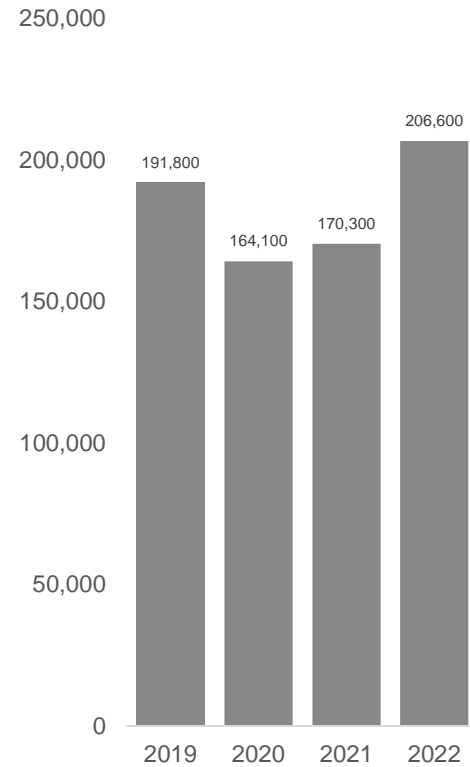


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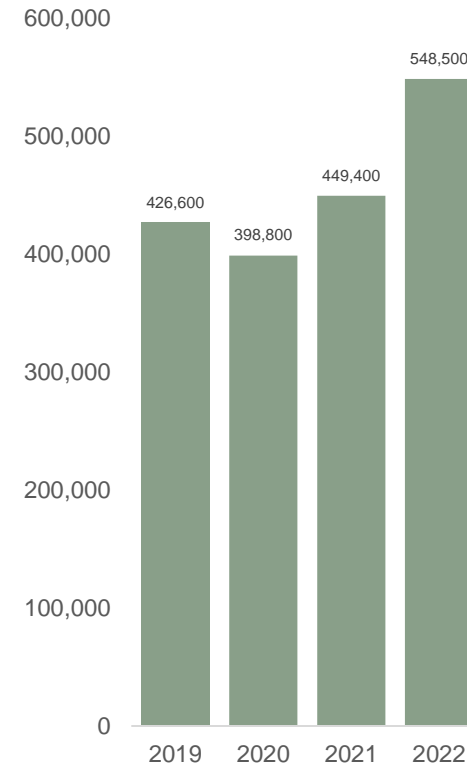
Number of Visitors to the CCC from BC in Q2



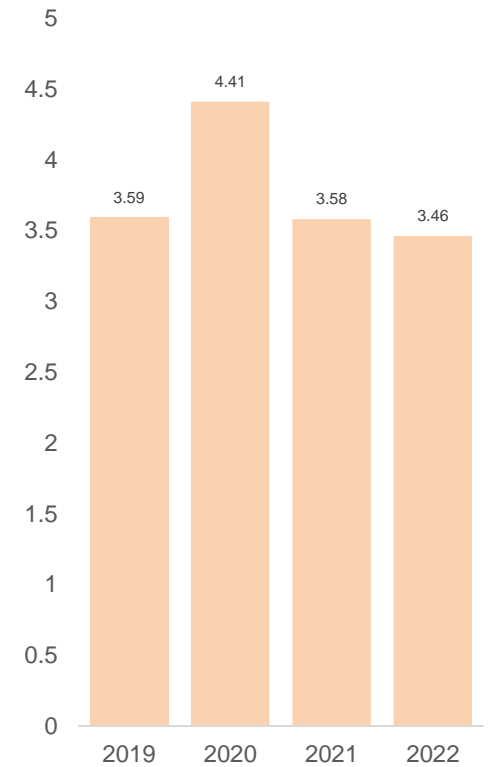
Number of Trips to the CCC from BC in Q2



Number of Nights Stayed in the CCC from BC in Q2



Length of Stay in the CCC from BC in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

Cariboo Chilcotin Coast Visitation

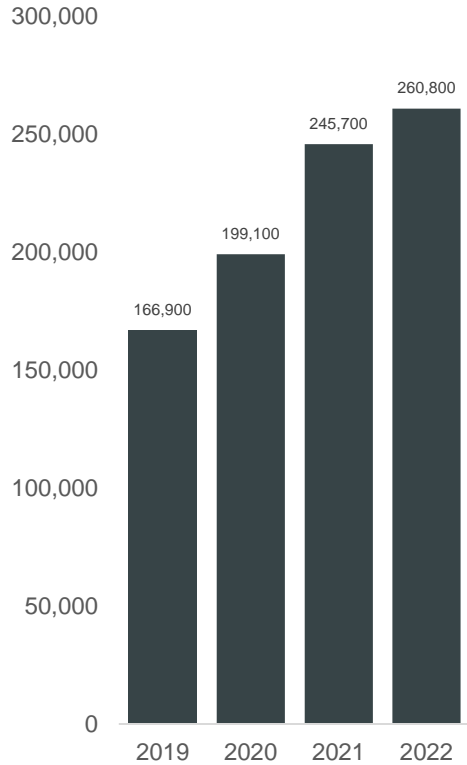
BC RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

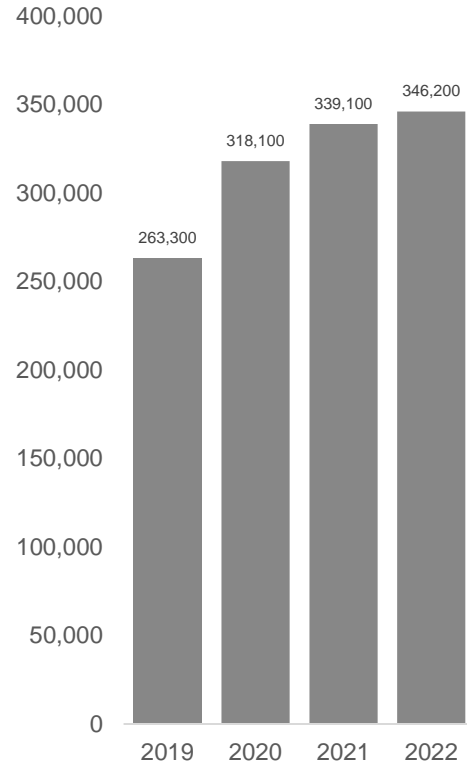


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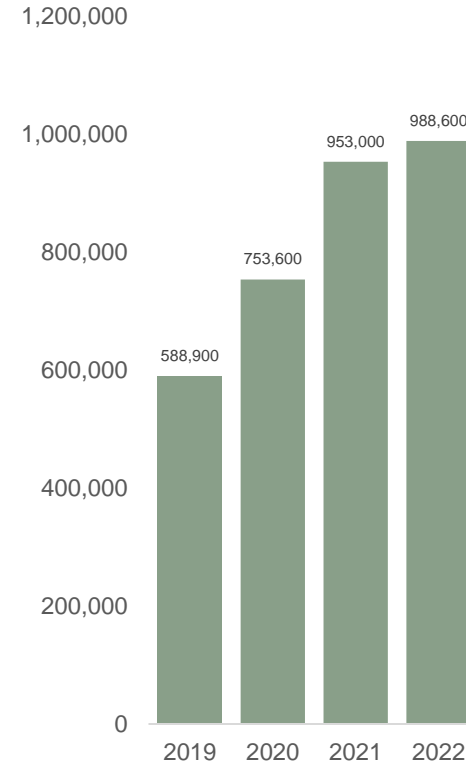
Number of Visitors to the CCC from BC in Q3



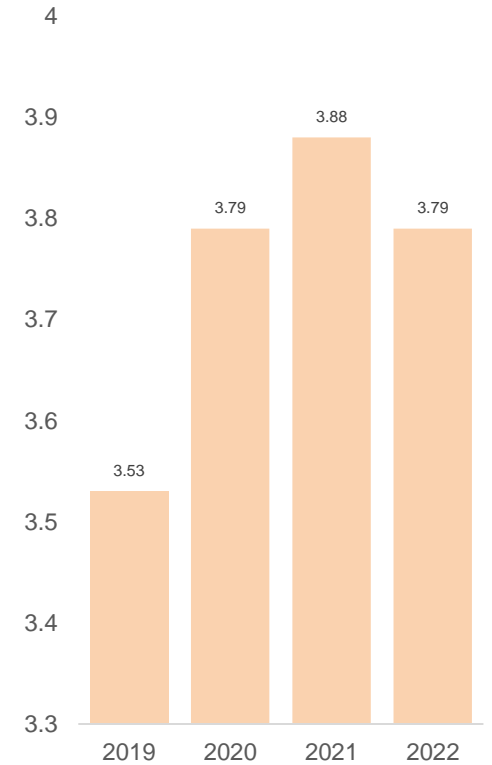
Number of Trips to the CCC from BC in Q3



Number of Nights Stayed in the CCC from BC in Q3



Length of Stay in the CCC from BC in Q3



Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

Cariboo Chilcotin Coast Visitation

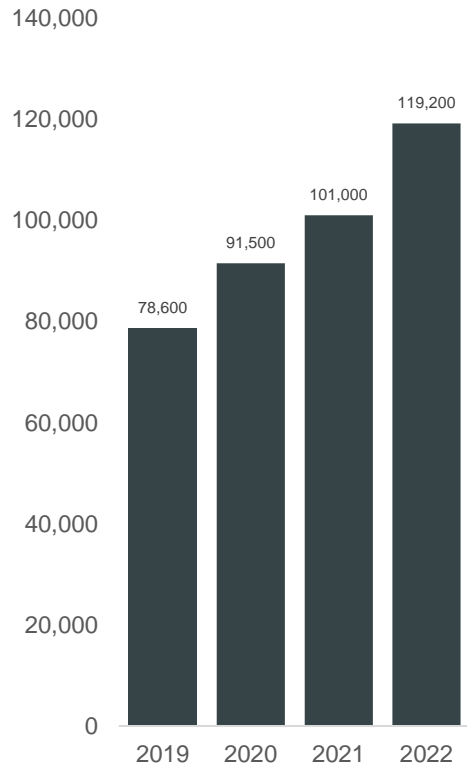
BC RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

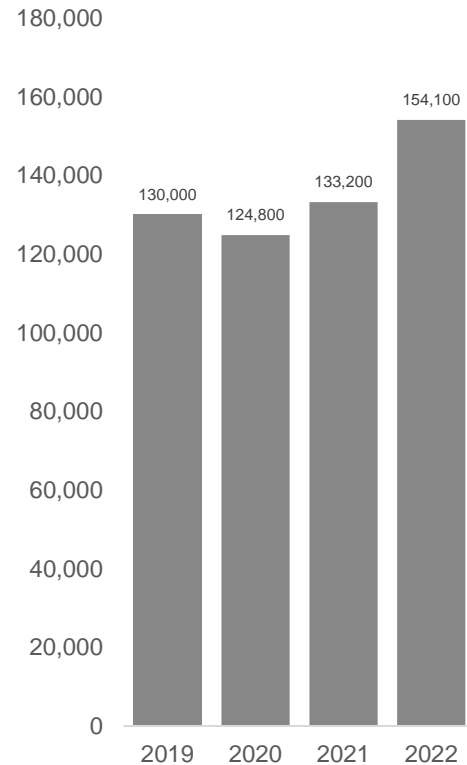


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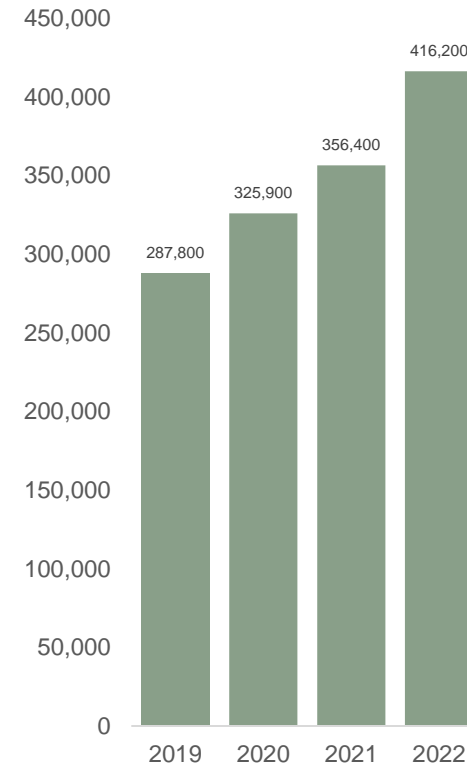
Number of Visitors to the CCC from BC in Q4



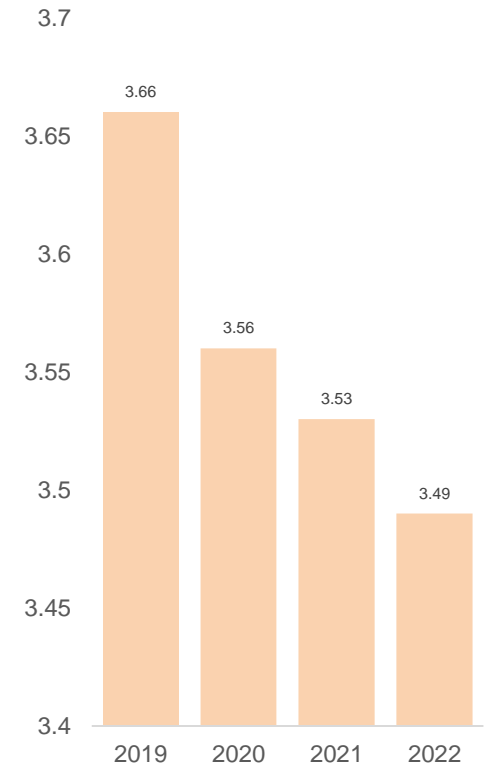
Number of Trips to the CCC from BC in Q4



Number of Nights Stayed in the CCC from BC in Q4



Length of Stay in the CCC from BC in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q1

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Prince George	5,800
Kamloops	4,700
Surrey	4,100
Vancouver	3,300
Williams Lake	2,200
Abbotsford	1,900
Quesnel	1,900
Kelowna	1,400
Burnaby	1,300
Richmond	1,300

City	2020 Visitor Count
Prince George	5,300
Kamloops	4,200
Surrey	3,300
Vancouver	2,200
Abbotsford	1,800
Kelowna	1,800
Chilliwack	1,500
Quesnel	1,200
Langley	1,100
Maple Ridge	1,100

City	2021 Visitor Count
Prince George	4,700
Kamloops	4,000
Surrey	3,700
Vancouver	2,600
Abbotsford	1,900
Chilliwack	1,800
Langley	1,600
Burnaby	1,100
Delta	1,100
Maple Ridge	1,000

City	2022 Visitor Count
Prince George	6,100
Surrey	5,000
Kamloops	4,600
Vancouver	4,600
Abbotsford	3,000
Kelowna	2,000
Chilliwack	1,800
Langley	1,700
Burnaby	1,600
Richmond	1,300

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q2

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Prince George	9,100
Surrey	8,400
Kamloops	7,500
Vancouver	6,600
Abbotsford	5,100
Chilliwack	3,500
Langley	3,400
Burnaby	2,300
Delta	2,300
Maple Ridge	2,300

City	2020 Visitor Count
Prince George	7,500
Surrey	6,700
Kamloops	5,100
Vancouver	4,600
Abbotsford	3,800
Langley	3,300
Chilliwack	2,600
Kelowna	2,500
Burnaby	2,300
Maple Ridge	2,100

City	2021 Visitor Count
Kamloops	5,100
Surrey	4,600
Prince George	4,300
Vancouver	3,500
Abbotsford	2,400
Kelowna	2,100
Langley	2,000
Chilliwack	2,000
Maple Ridge	1,500
Coquitlam	1,400

City	2022 Visitor Count
Surrey	11,800
Vancouver	11,800
Prince George	11,000
Kamloops	9,000
Abbotsford	6,700
Kelowna	4,600
Chilliwack	4,600
Burnaby	4,500
Langley	4,400
Richmond	3,800

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q3

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Surrey	12,800
Prince George	9,300
Vancouver	9,200
Kamloops	8,100
Abbotsford	7,500
Langley	5,300
Chilliwack	4,400
Kelowna	4,300
Maple Ridge	3,700
Burnaby	3,400

City	2020 Visitor Count
Surrey	15,200
Vancouver	14,100
Prince George	12,000
Kamloops	10,500
Abbotsford	9,000
Chilliwack	7,300
Langley	6,600
Kelowna	5,800
Burnaby	4,900
Maple Ridge	4,500

City	2021 Visitor Count
Surrey	8,900
Kamloops	8,100
Vancouver	7,200
Abbotsford	4,600
Prince George	4,300
Langley	4,200
Chilliwack	3,600
Maple Ridge	3,100
Burnaby	2,700
Delta	2,700

City	2022 Visitor Count
Surrey	20,900
Vancouver	20,600
Prince George	15,300
Kamloops	14,300
Abbotsford	10,800
Langley	8,200
Chilliwack	7,900
Burnaby	7,500
Richmond	6,600
Kelowna	6,500

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q4

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Kamloops	5,500
Prince George	5,400
Surrey	4,400
Abbotsford	4,100
Chilliwack	3,000
Vancouver	3,000
Kelowna	2,300
Langley	1,900
Mission	1,400
Burnaby	1,300

City	2020 Visitor Count
Surrey	6,900
Vancouver	6,500
Kamloops	5,700
Prince George	5,200
Abbotsford	4,800
Chilliwack	3,000
Langley	2,700
Burnaby	2,500
Kelowna	2,300
Richmond	2,200

City	2021 Visitor Count
Surrey	7,200
Prince George	6,800
Kamloops	6,400
Vancouver	6,300
Abbotsford	4,100
Kelowna	3,100
Chilliwack	2,900
Langley	2,600
Burnaby	2,400
Richmond	2,100

City	2022 Visitor Count
Vancouver	9,100
Surrey	8,600
Prince George	8,200
Kamloops	6,900
Abbotsford	5,200
Chilliwack	3,300
Burnaby	3,200
Langley	3,100
Kelowna	3,000
Richmond	2,700

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

British Columbian Visitation

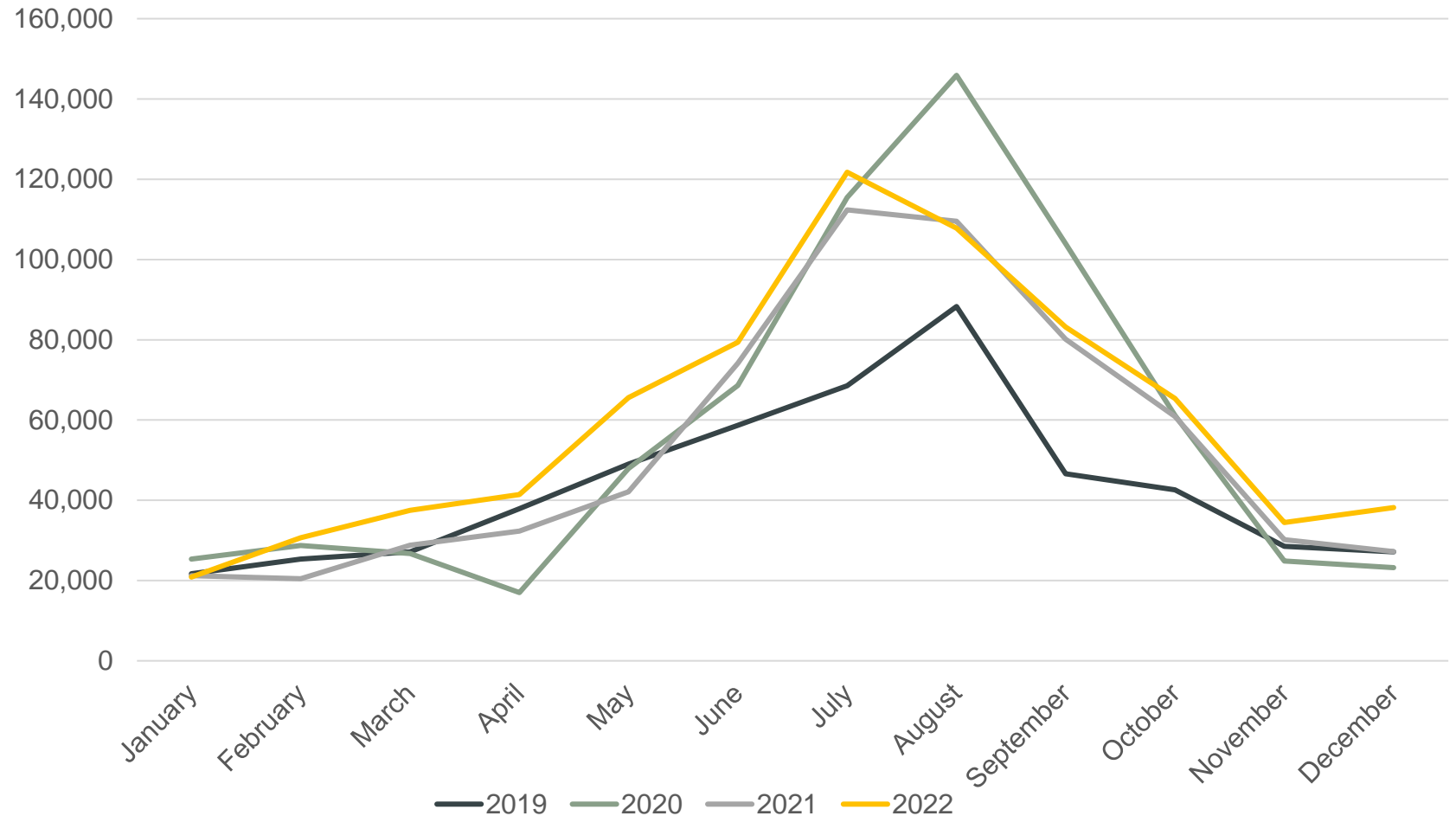
BC VISITORS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY MONTH

2022 Visitor Highlights



bcrts

- September 2022 saw a **78% increase** compared to 2019, a **20% decrease** compared to 2020 and a **4% increase** compared to 2021
- October 2022 saw a **53% increase** compared to 2019, a **7% increase** compared to 2020 and a **7% increase** compared to 2021
- November 2022 saw a **21% increase** compared to 2019, a **39% increase** compared to 2020 and a **14% increase** compared to 2021
- December 2022 saw a **41% increase** compared to 2019, a **65% increase** compared to 2020 and a **40% increase** compared to 2021



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 THE CARIBOO CHILCOTIN COAST BY MONTH

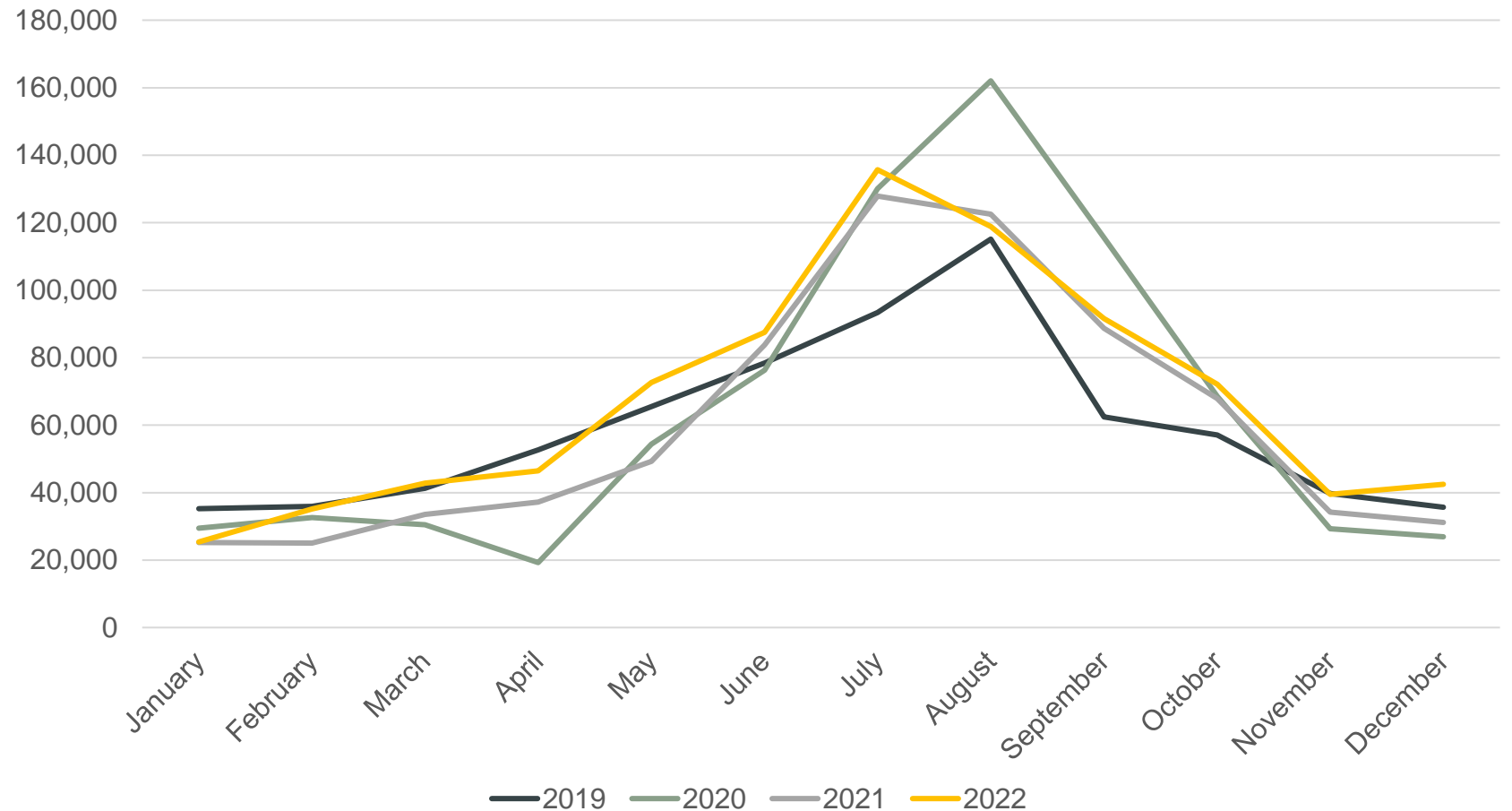
2022 Visitor Highlights

CARIBOO
CHILCOTIN
COAST



bcrts

- September 2022 saw a **47% increase** compared to 2019, a **21% decrease** compared to 2020 and a **3% increase** compared to 2021
- October 2022 saw a **26% increase** compared to 2019, a **5% increase** compared to 2020 and a **6% increase** compared to 2021
- November 2022 saw a **1% decrease** compared to 2019, a **35% increase** compared to 2020 and a **16% increase** compared to 2021
- December 2022 saw a **19% increase** compared to 2019, a **58% increase** compared to 2020 and a **36% increase** compared to 2021



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 THE CARIBOO CHILCOTIN COAST BY MONTH

2022 Visitor Highlights



bcrts

- September 2022 saw a **77% increase** compared to 2019, a **18% decrease** compared to 2020 and a **1% increase** compared to 2021
- October 2022 saw a **68% increase** compared to 2019, a **8% increase** compared to 2020 and a **6% increase** compared to 2021
- November 2022 saw a **16% decrease** compared to 2019, a **41% increase** compared to 2020 and a **13% increase** compared to 2021
- December 2022 saw a **43% increase** compared to 2019, a **64% increase** compared to 2020 and a **44% increase** compared to 2021



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

January 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



bcrts

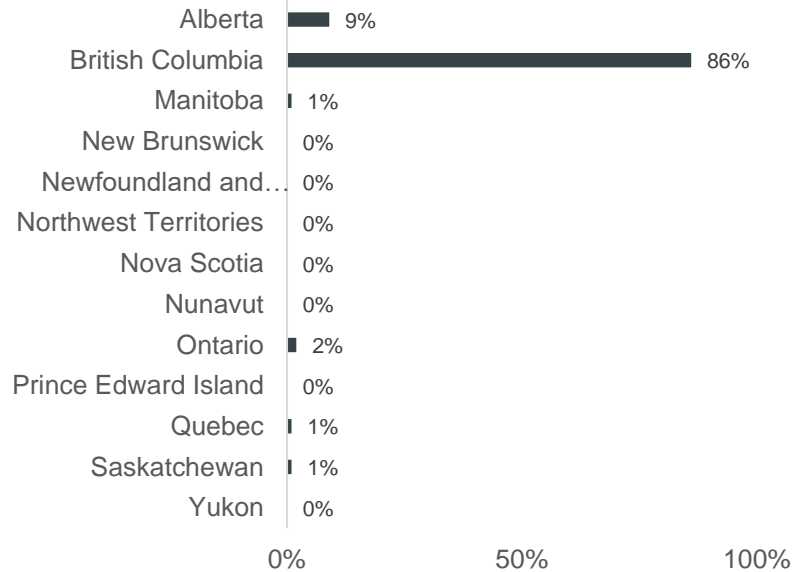
Cariboo Chilcotin Coast

Overview

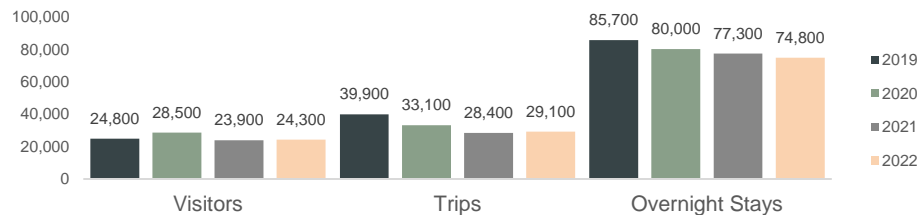
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers decreased by **-17%** when comparing January 2022 to January 2019.

Visitors decreased by **-15%** when compared to January 2020 and increased by **2%** when compared to January 2021.

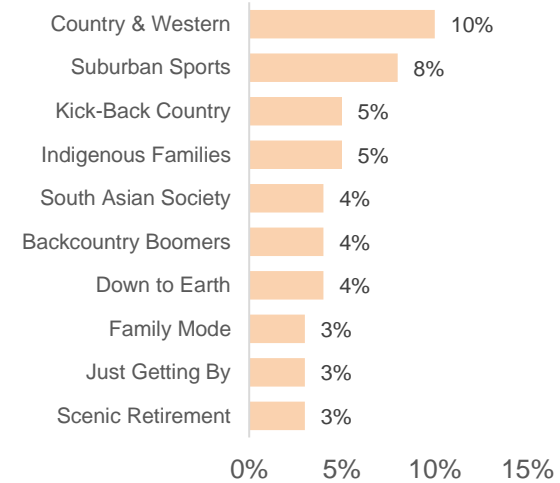
Percentage of Visitors to the Cariboo Chilcotin Coast by Province January 2022



Canadian Visitors to the Cariboo Chilcotin Coast January 2019-2022



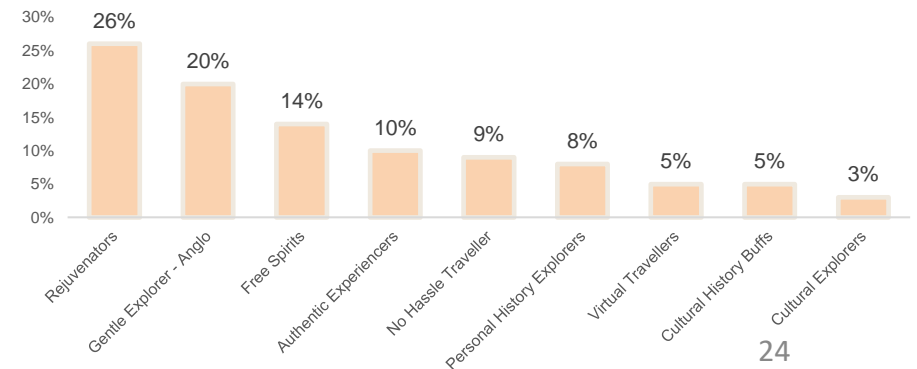
January 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

January 2022 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 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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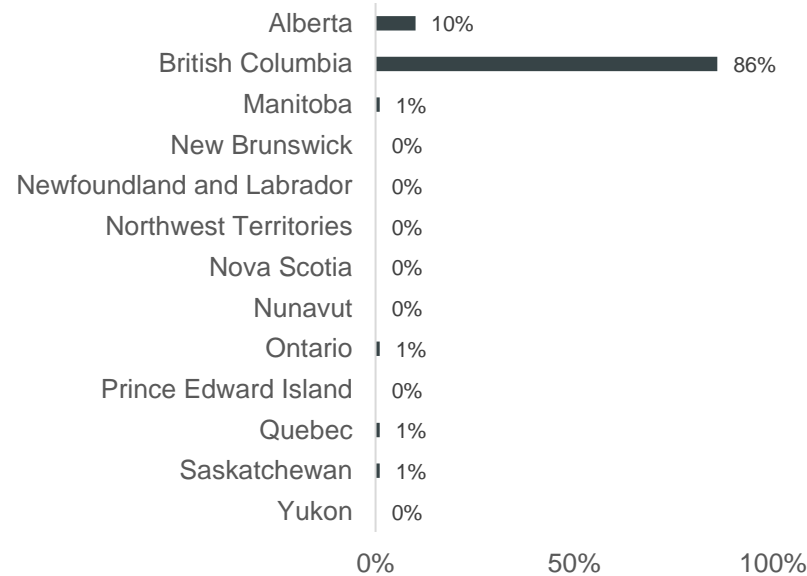
Cariboo Chilcotin Coast

Overview

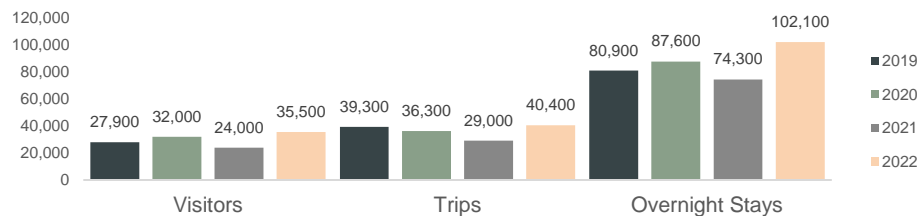
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **27%** when comparing February 2022 to February 2019.

Visitors increased by **11%** when compared to February 2020 and increased by **48%** when compared to February 2021.

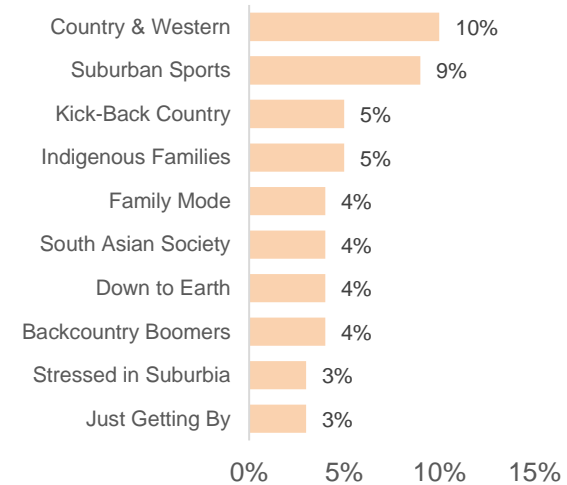
Percentage of Visitors to the Cariboo Chilcotin Coast by Province February 2022



Canadian Visitors to the Cariboo Chilcotin Coast February 2019-2022



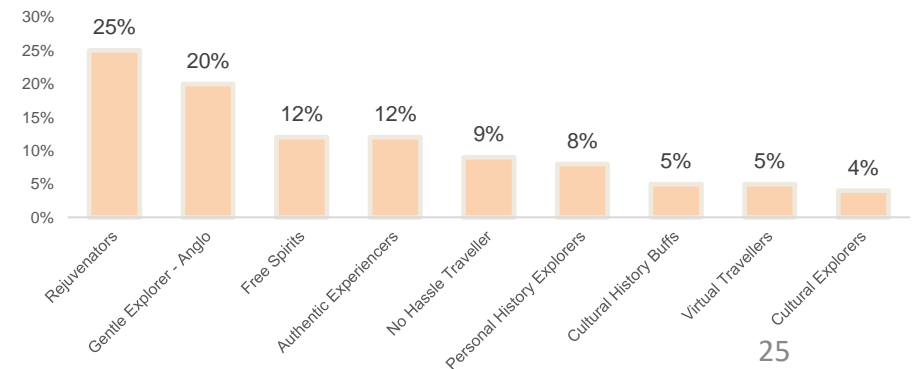
February 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

February 2022 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

March 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



bcrts

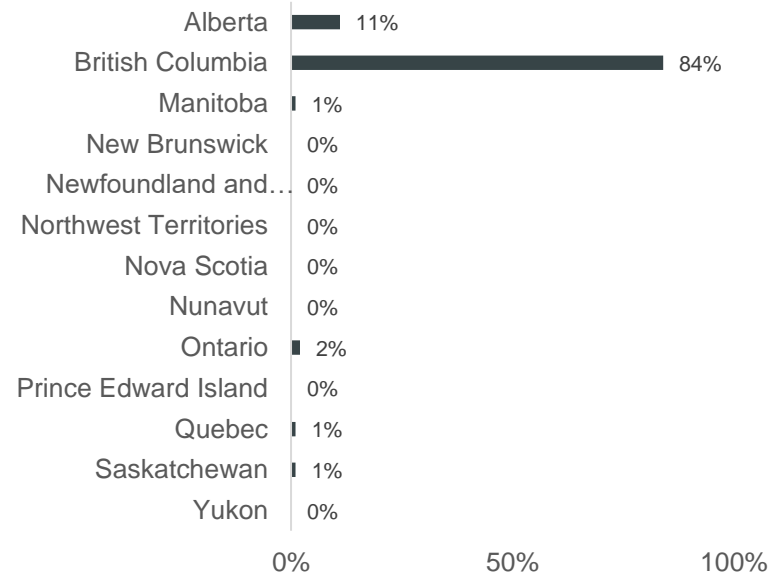
Cariboo Chilcotin Coast

Overview

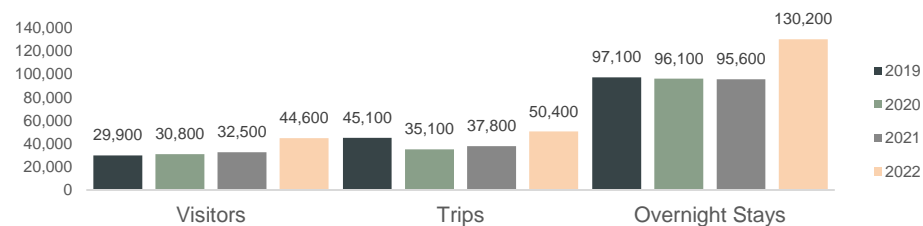
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **49%** when comparing March 2022 to March 2019.

Visitors increased by **45%** when compared to March 2020 and increased by **37%** when compared to March 2021.

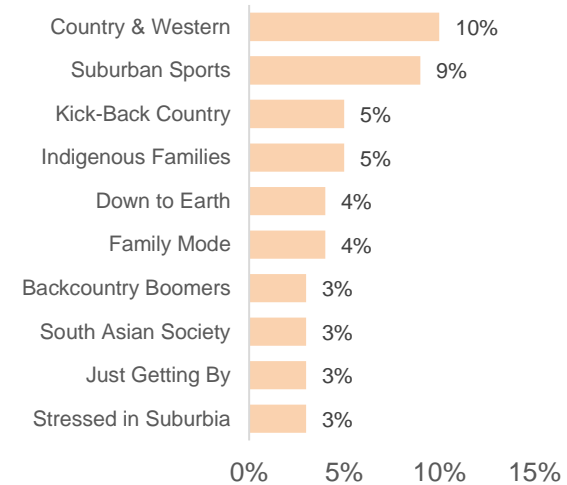
Percentage of Visitors to the Cariboo Chilcotin Coast by Province March 2022



Canadian Visitors to the Cariboo Chilcotin Coast March 2019-2022



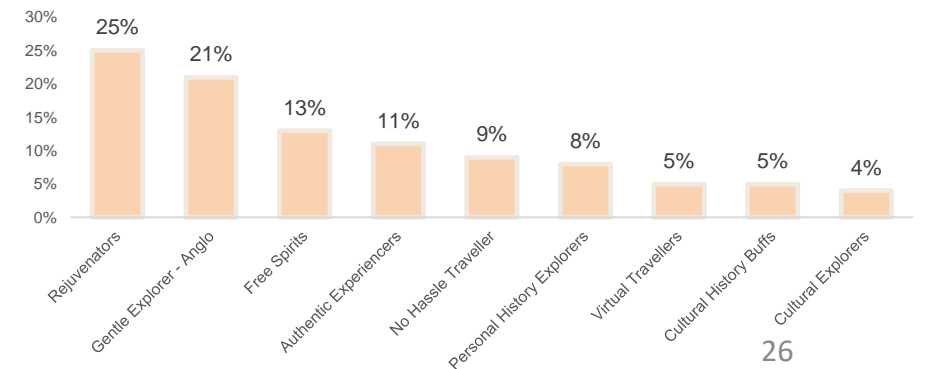
March 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

March 2022 BC Visitors by EQ Type



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

April 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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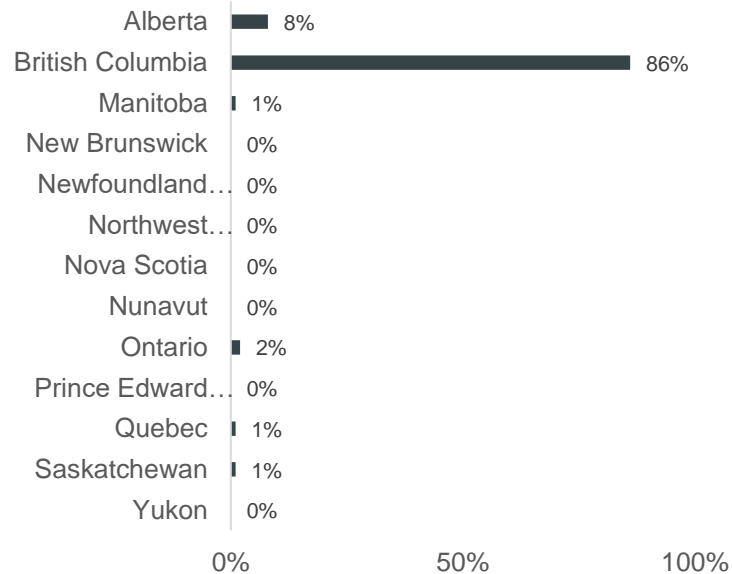
Cariboo Chilcotin Coast

Overview

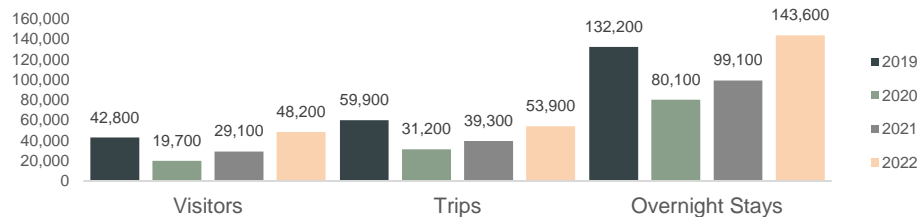
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **13%** when comparing April 2022 to April 2019.

Visitors increased by **145%** when compared to April 2020 and increased by **65%** when compared to April 2021.

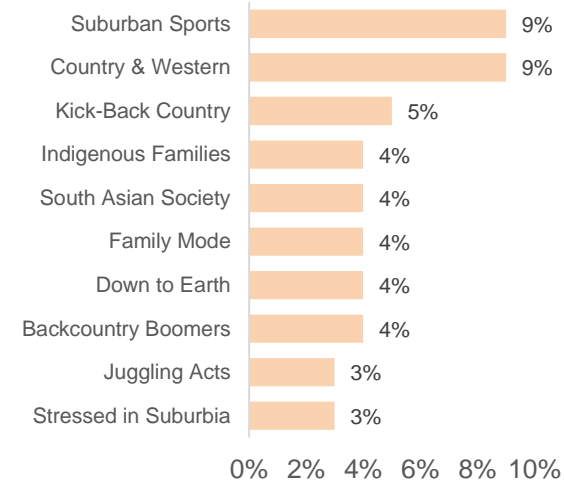
Percentage of Visitors to the Cariboo Chilcotin Coast by Province April 2022



Canadian Visitors to the Cariboo Chilcotin Coast April 2019-2022



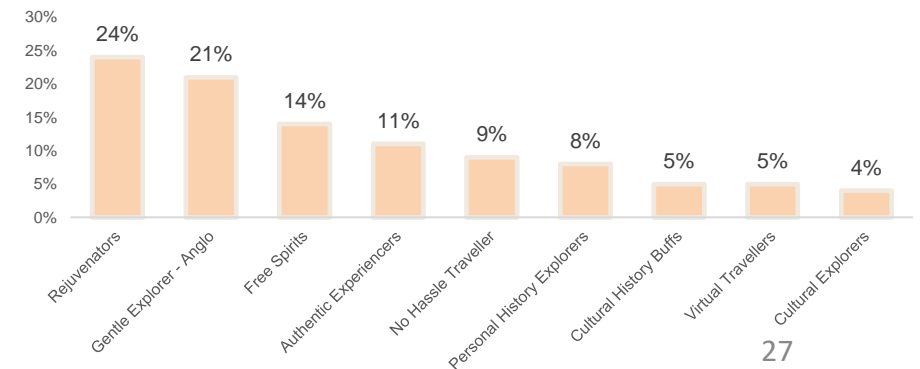
April 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

April 2022 BC Visitors by EQ Type



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

May 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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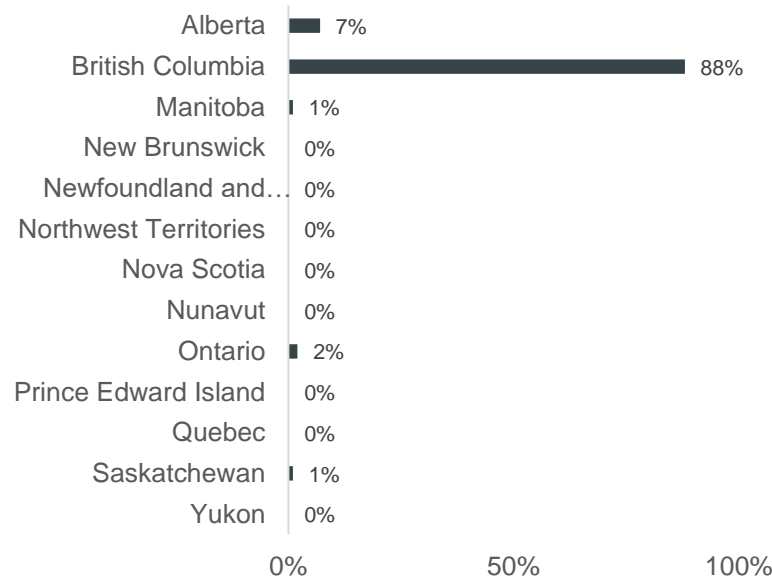
Cariboo Chilcotin Coast

Overview

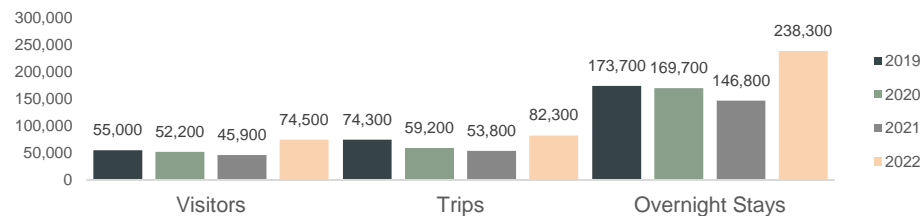
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **35%** when comparing May 2022 to May 2019.

Visitors increased by **43%** when compared to May 2020 and increased by **62%** when compared to May 2021.

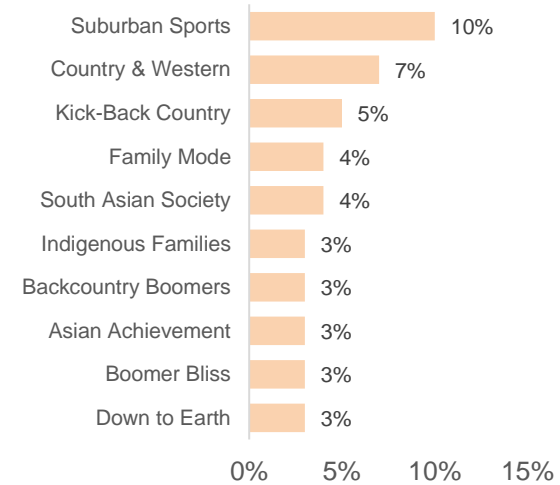
Percentage of Visitors to the Cariboo Chilcotin Coast by Province May 2022



Canadian Visitors to the Cariboo Chilcotin Coast May 2019-2022



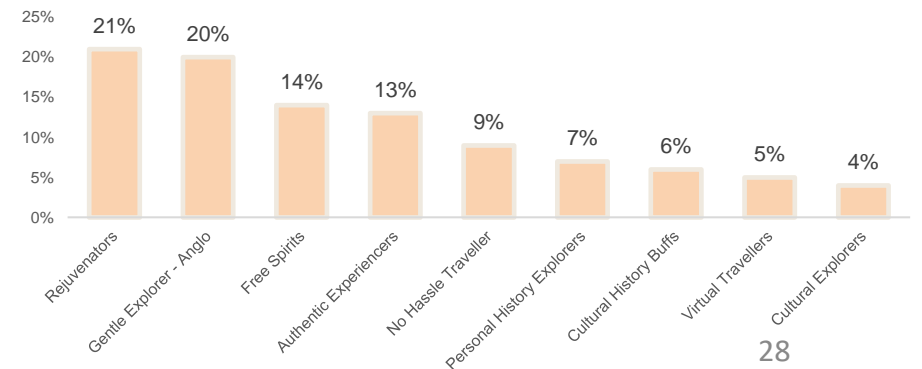
May 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

May 2022 BC Visitors by EQ Type



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

June 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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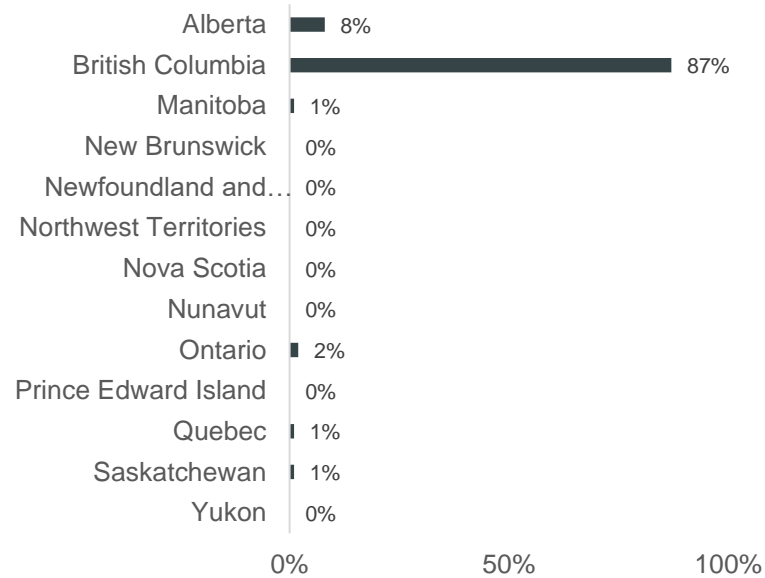
Cariboo Chilcotin Coast

Overview

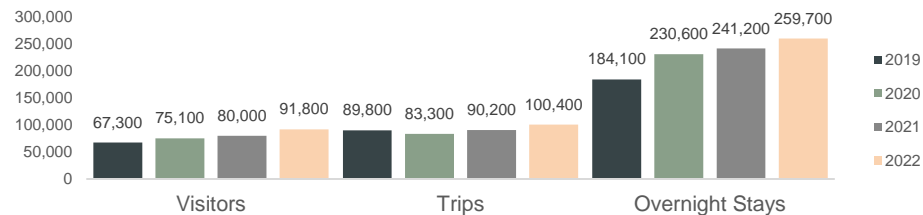
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **36%** when comparing June 2022 to June 2019.

Visitors increased by **22%** when compared to June 2020 and increased by **15%** when compared to June 2021.

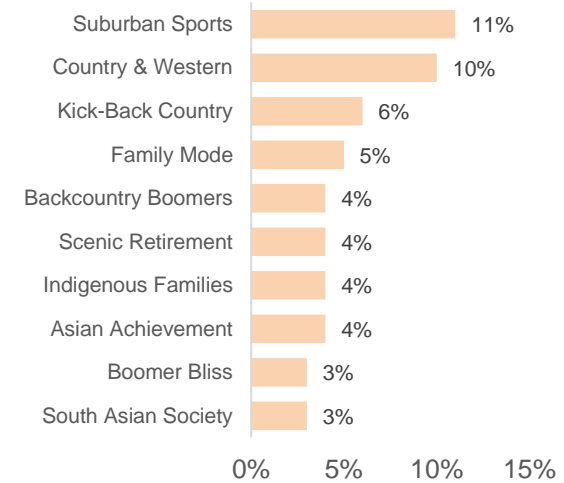
Percentage of Visitors to the Cariboo Chilcotin Coast by Province June 2022



Canadian Visitors to the Cariboo Chilcotin Coast June 2019-2022



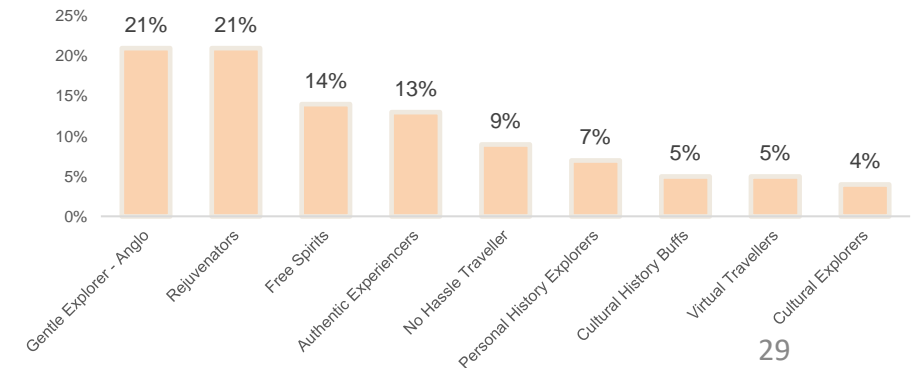
June 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

June 2022 BC Visitors by EQ Type



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

July 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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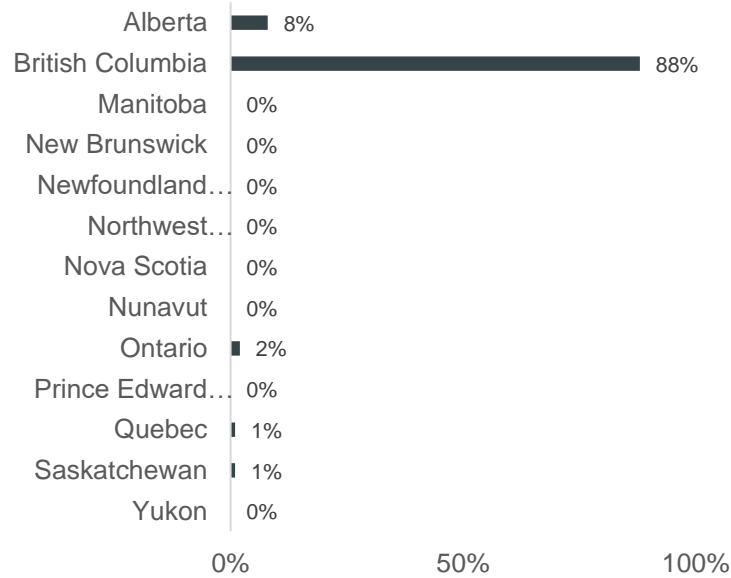
Cariboo Chilcotin Coast

Overview

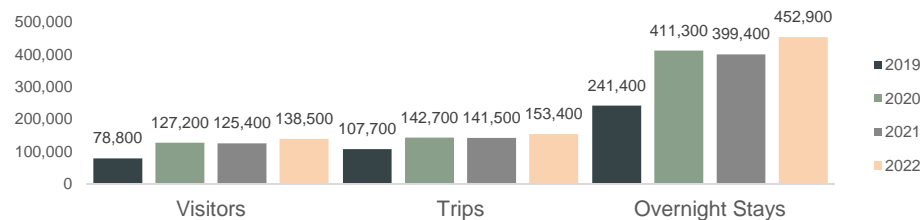
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **76%** when comparing July 2022 to July 2019.

Visitors increased by **9%** when compared to July 2020 and increased by **10%** when compared to July 2021.

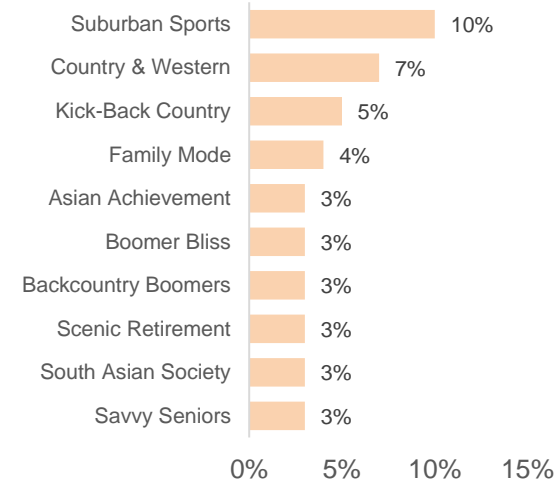
Percentage of Visitors to the Cariboo Chilcotin Coast by Province July 2022



Canadian Visitors to the Cariboo Chilcotin Coast July 2019-2022



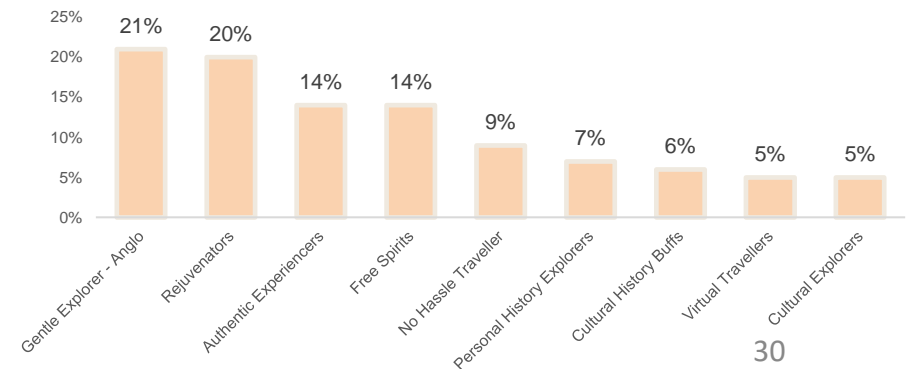
July 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

July 2022 BC Visitors by EQ Type



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

August 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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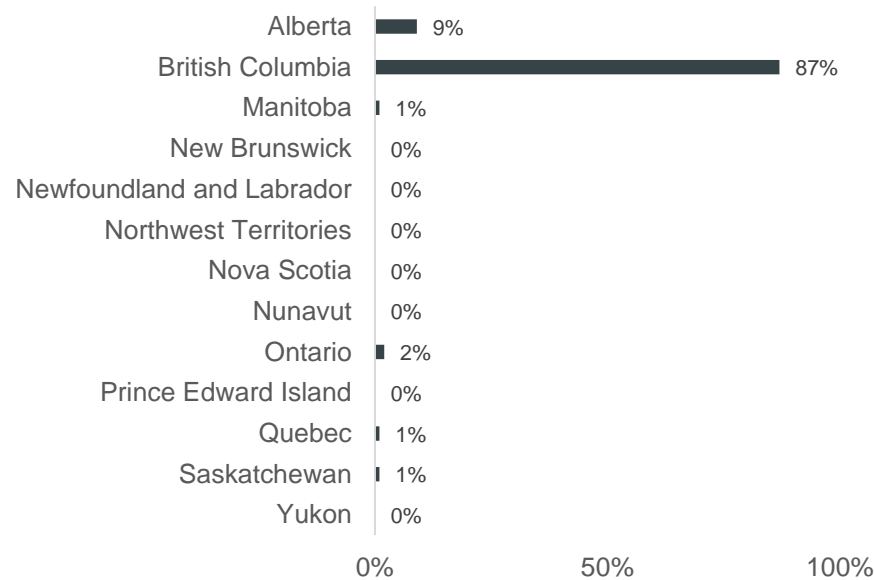
Cariboo Chilcotin Coast

Overview

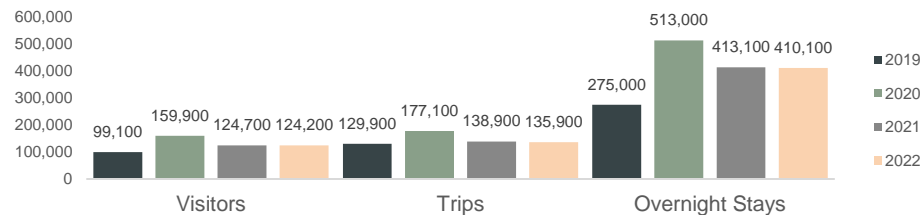
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **25%** when comparing August 2022 to August 2019.

Visitors decreased by **-22%** when compared to August 2020 and decreased by **-0.4%** when compared to August 2021.

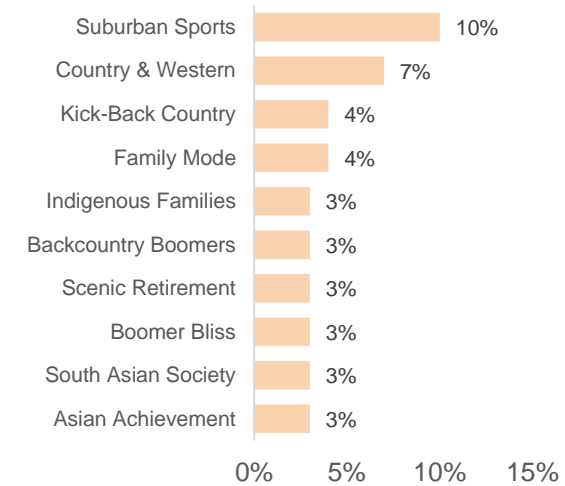
Percentage of Visitors to the Cariboo Chilcotin Coast by Province August 2022



Canadian Visitors to the Cariboo Chilcotin Coast August 2019-2022



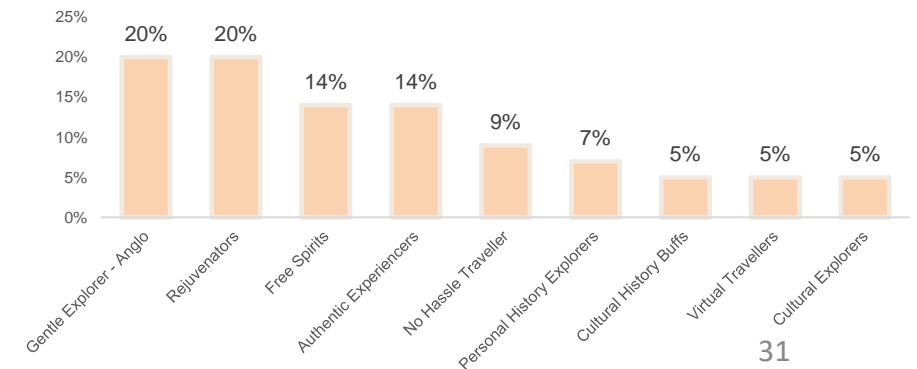
August 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

August 2022 BC Visitors by EQ Type



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

September 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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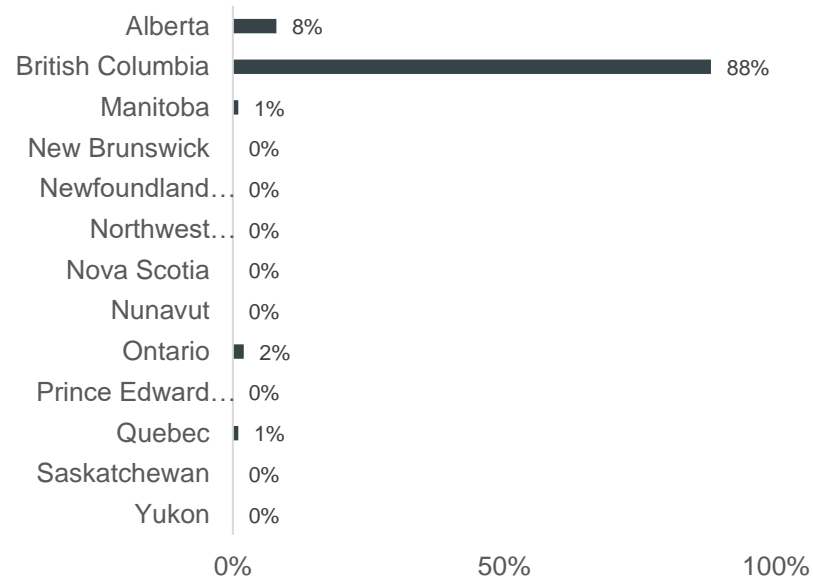
Cariboo Chilcotin Coast

Overview

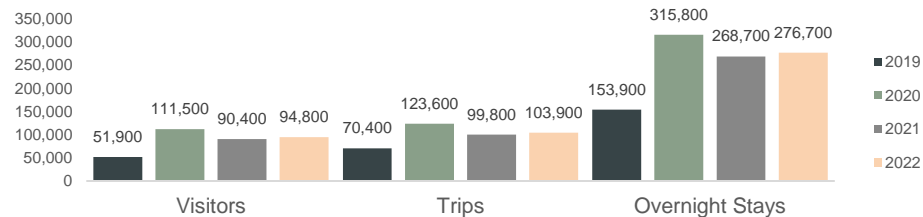
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **83%** when comparing September 2022 to September 2019.

Visitors decreased by **-15%** when compared to September 2020 and increased by **5%** when compared to September 2021.

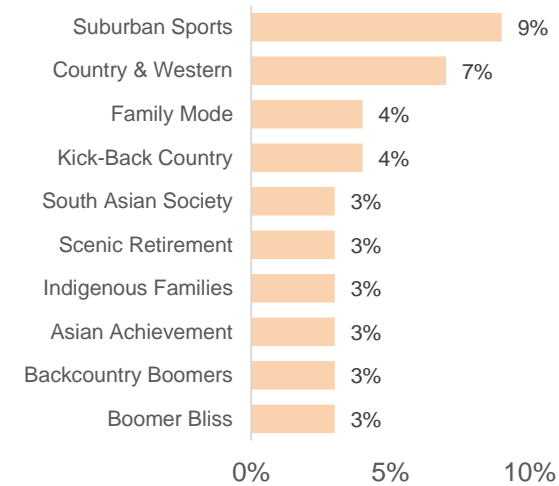
Percentage of Visitors to the Cariboo Chilcotin Coast by Province September 2022



Canadian Visitors to the Cariboo Chilcotin Coast September 2019-2022



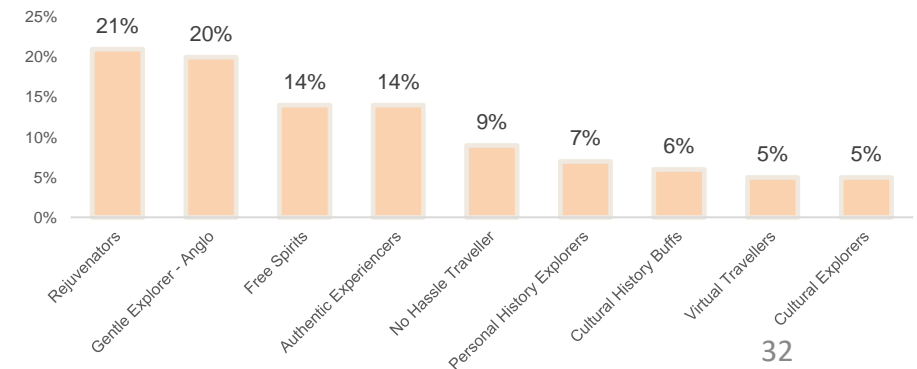
September 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Family Mode** make up 49,875 households, or 2.4% of the total Households in British Columbia (2,030,007).

September 2022 BC Visitors by EQ Type



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

October 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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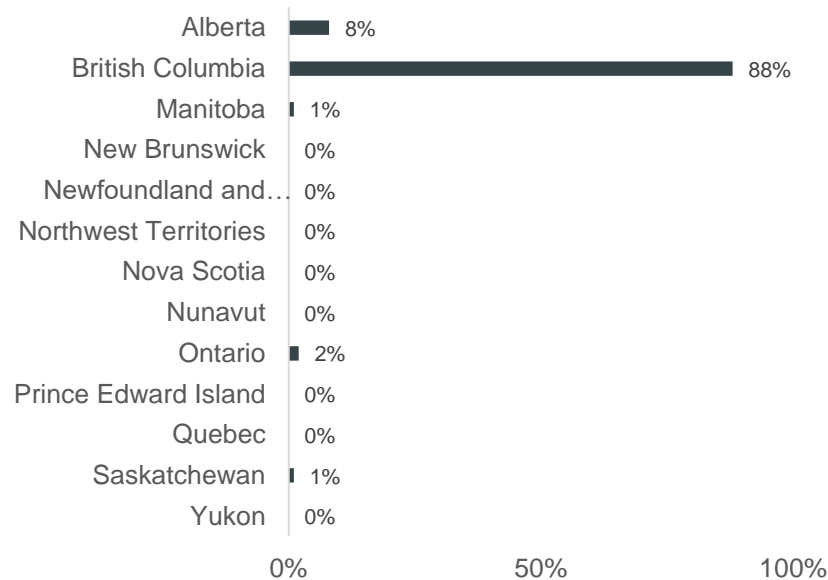
Cariboo Chilcotin Coast

Overview

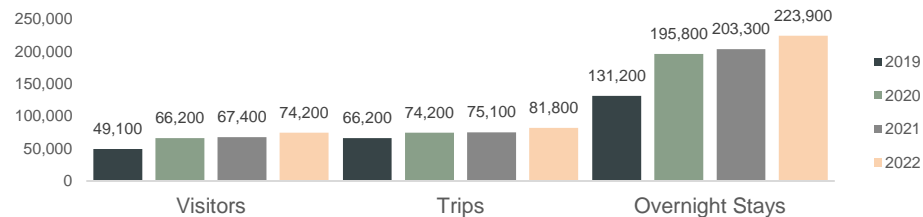
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **51%** when comparing October 2022 to October 2019.

Visitors increased by **12%** when compared to October 2020 and increased by **10%** when compared to October 2021.

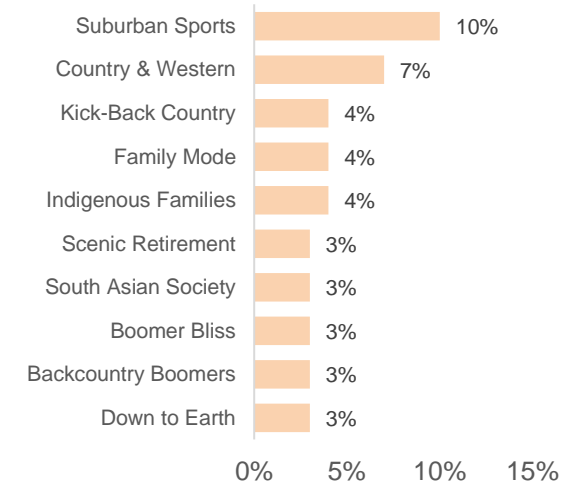
Percentage of Visitors to the Cariboo Chilcotin Coast by Province October 2022



Canadian Visitors to the Cariboo Chilcotin Coast October 2019-2022



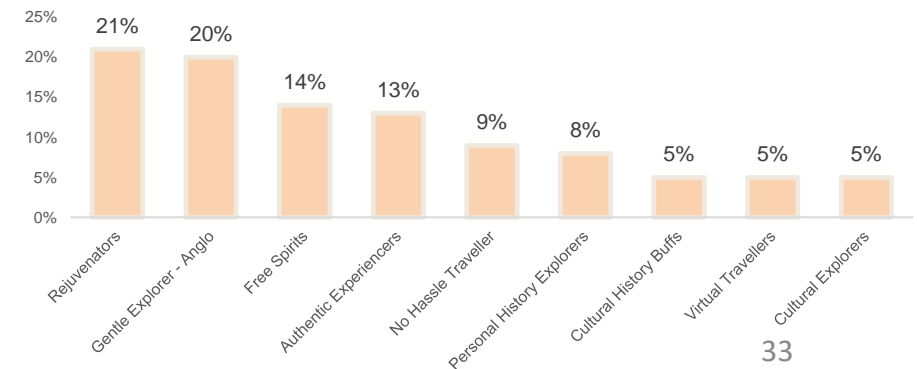
October 2022 BC Visitors by PRISM Segment



PRISM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

October 2022 BC Visitors by EQ Type



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

November 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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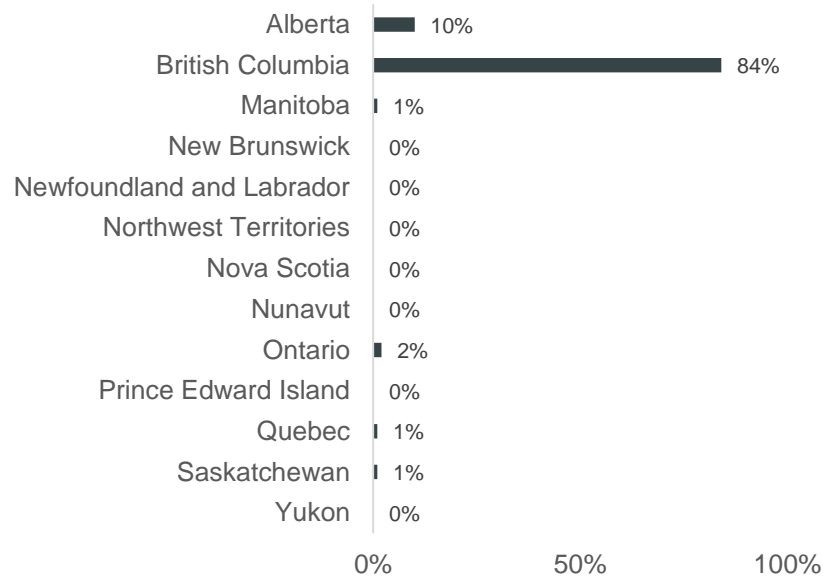
Cariboo Chilcotin Coast

Overview

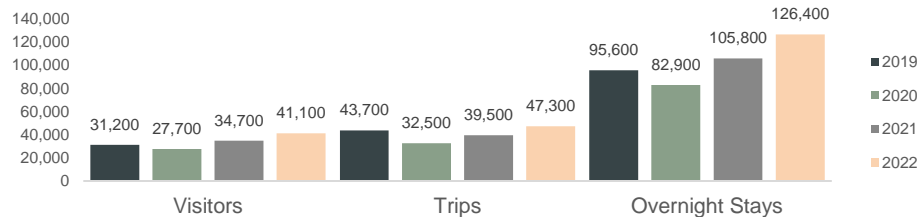
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **32%** when comparing November 2022 to November 2019.

Visitors increased by **49%** when compared to November 2020 and increased by **18%** when compared to November 2021.

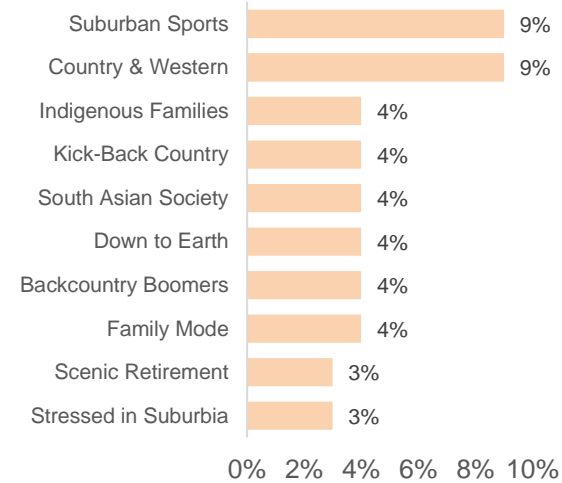
Percentage of Visitors to the Cariboo Chilcotin Coast by Province November 2022



Canadian Visitors to the Cariboo Chilcotin Coast November 2019-2022



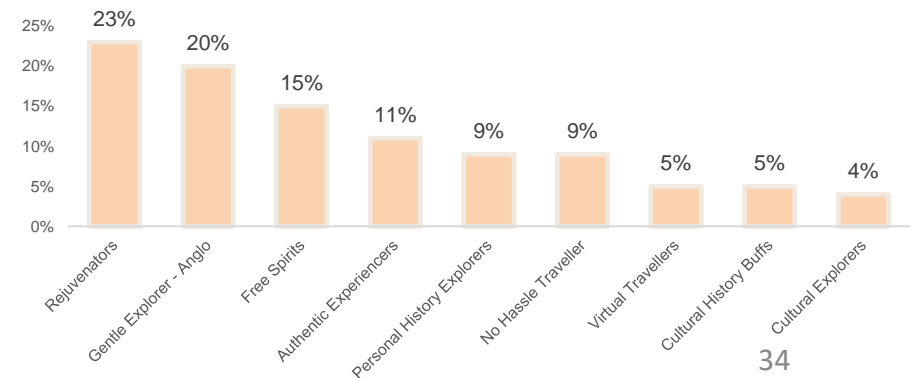
November 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Indigenous Families** make up 27,550 households, or 1.3% of the total Households in British Columbia (2,030,007).

November 2022 BC Visitors by EQ Type



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

December 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



bcrts

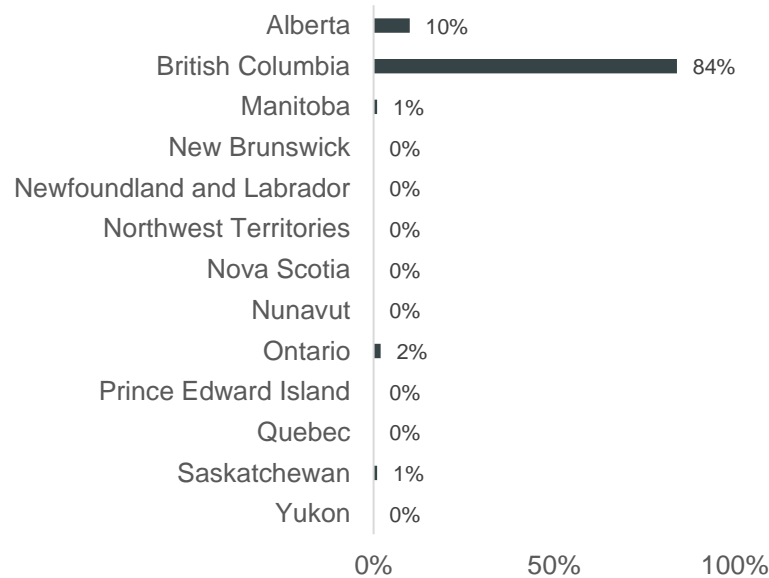
Cariboo Chilcotin Coast

Overview

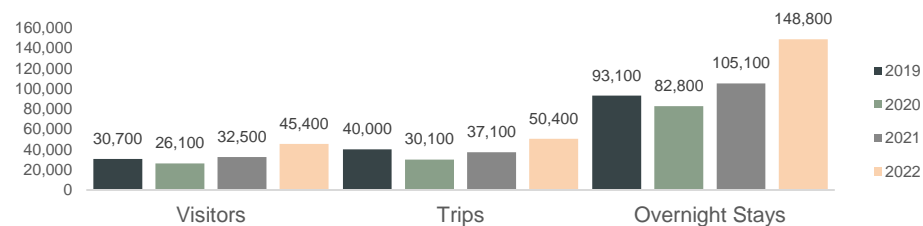
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **48%** when comparing December 2022 to January 2019.

Visitors increased by **74%** when compared to December 2020 and increased by **39%** when compared to December 2021.

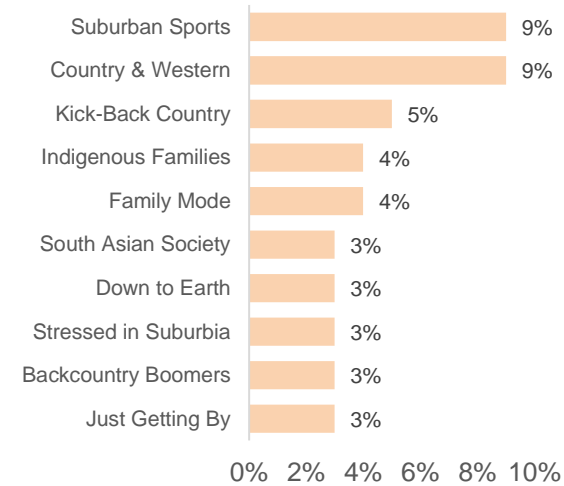
Percentage of Visitors to the Cariboo Chilcotin Coast by Province December 2022



Canadian Visitors to the Cariboo Chilcotin Coast December 2019-2022



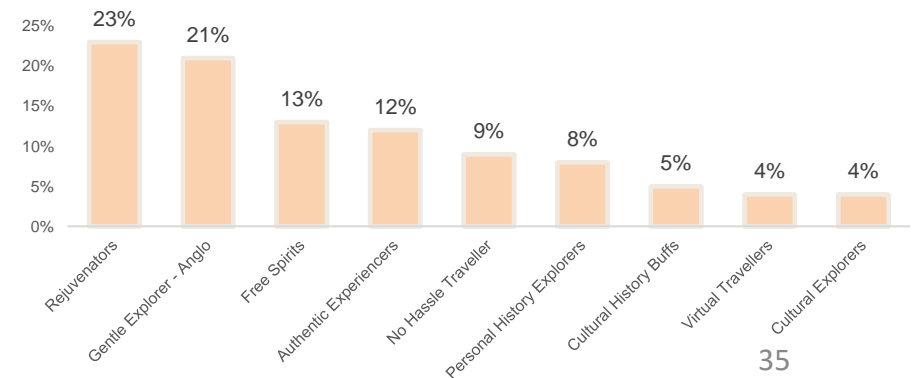
December 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** make up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** make up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Kick-Back Country** make up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007).

December 2022 BC Visitors by EQ Type



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



Cariboo Chilcotin Coast Visitation

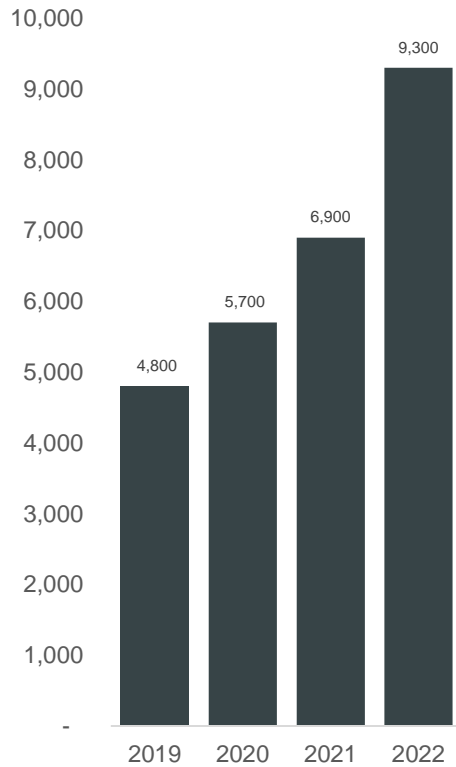
ALBERTA RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

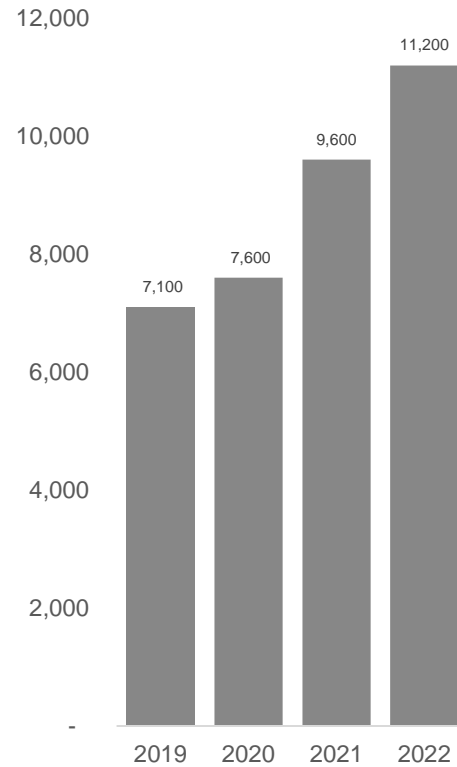


bcrts

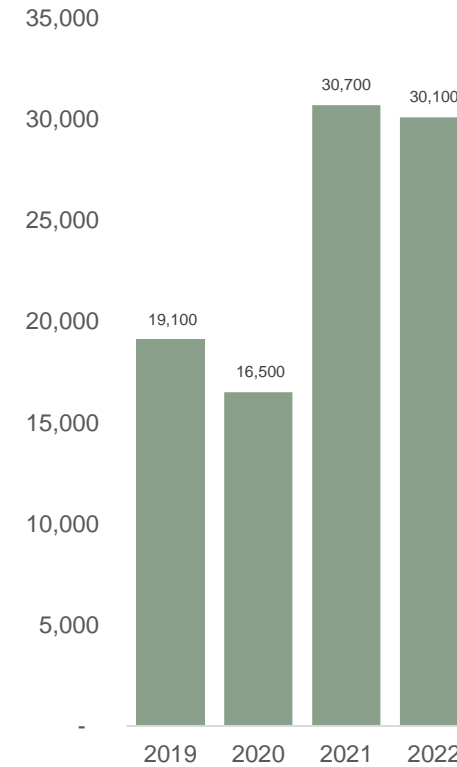
Number of Visitors to the CCC from AB in Q1



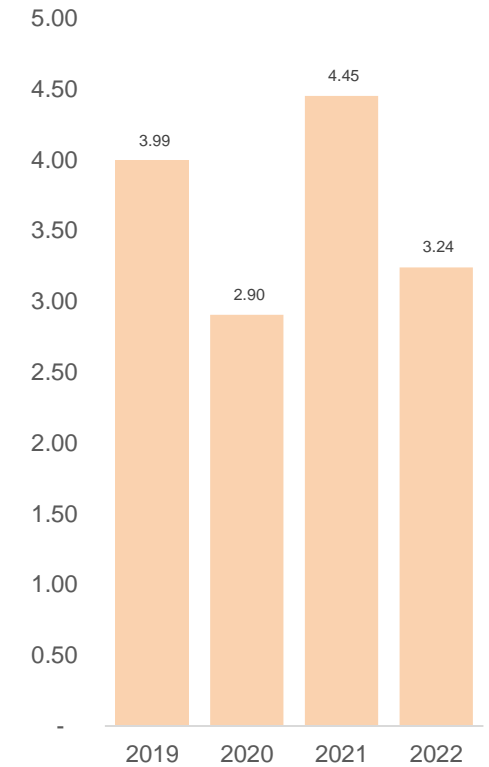
Number of Trips to the CCC from AB in Q1



Number of Nights Stayed in the CCC from AB in Q1



Length of Stay in the CCC from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Cariboo Chilcotin Coast Visitation

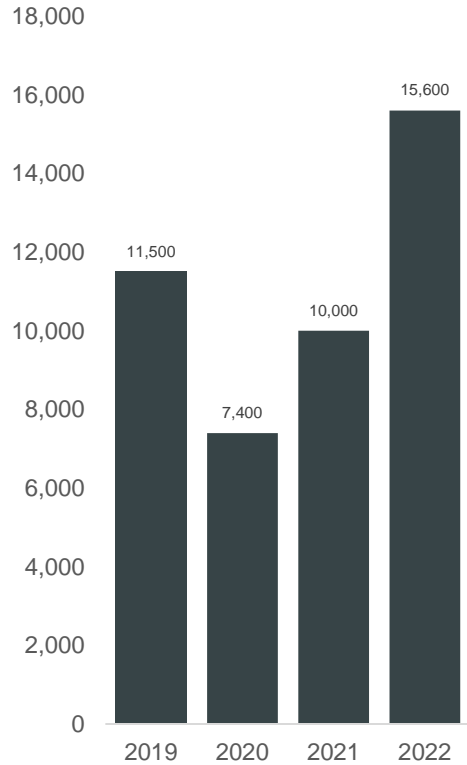
ALBERTA RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

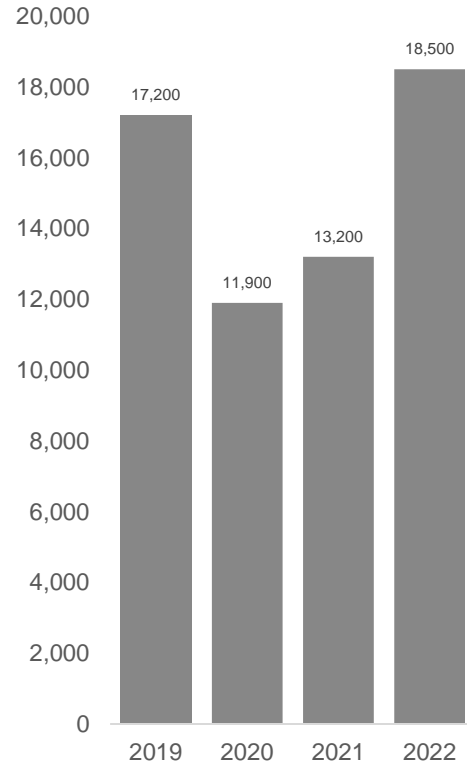


bcrts

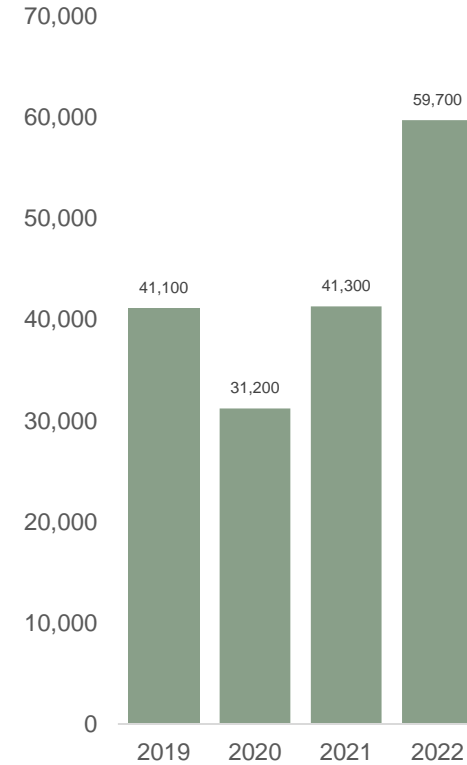
Number of Visitors to the CCC from AB in Q2



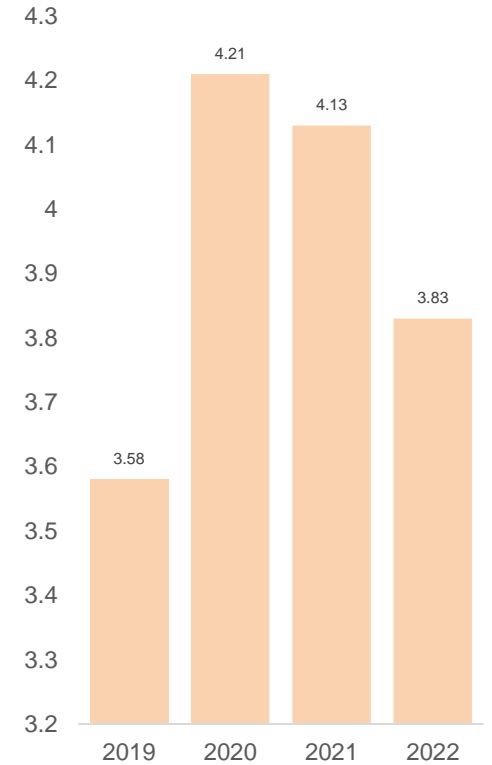
Number of Trips to the CCC from AB in Q2



Number of Nights Stayed in the CCC from AB in Q2



Length of Stay in the CCC from AB in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

Cariboo Chilcotin Coast Visitation

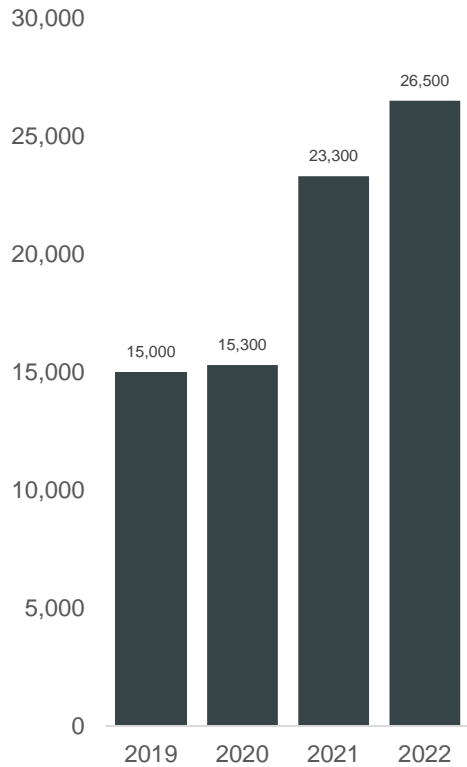
ALBERTA RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

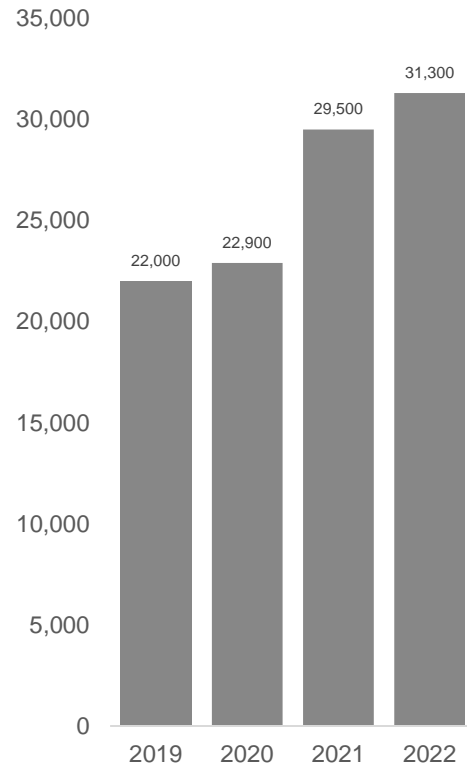


bcrts

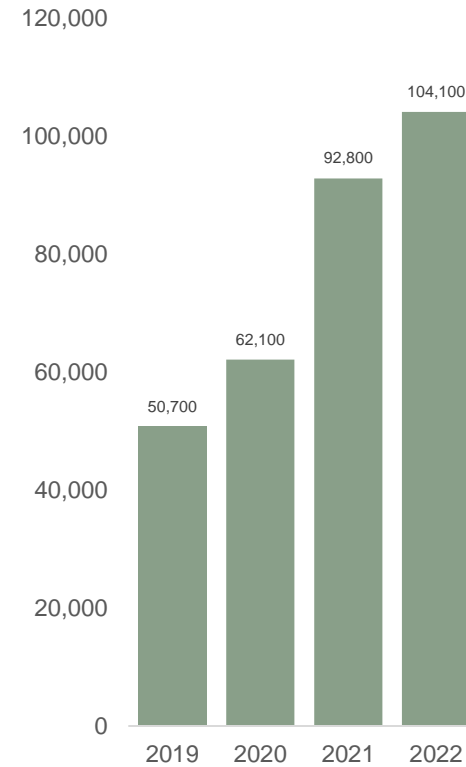
Number of Visitors to the CCC from AB in Q3



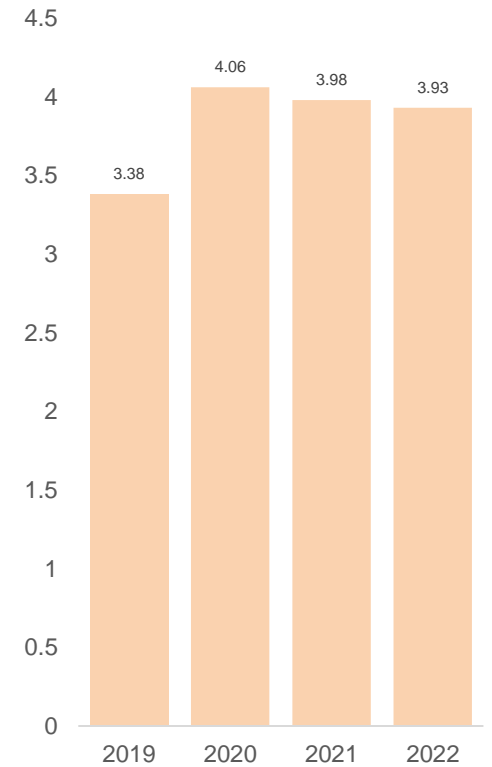
Number of Trips to the CCC from AB in Q3



Number of Nights Stayed in the CCC from AB in Q3



Length of Stay in the CCC from AB in Q3



Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

Cariboo Chilcotin Coast Visitation

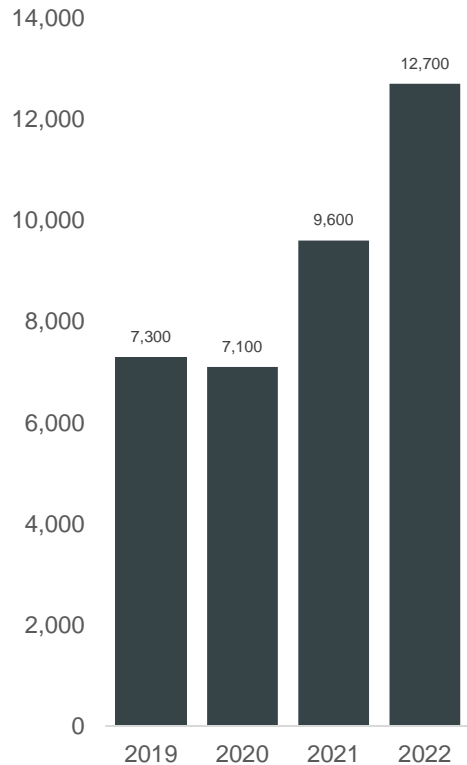
ALBERTA RESIDENTS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY QUARTER

2022 Visitor Highlights

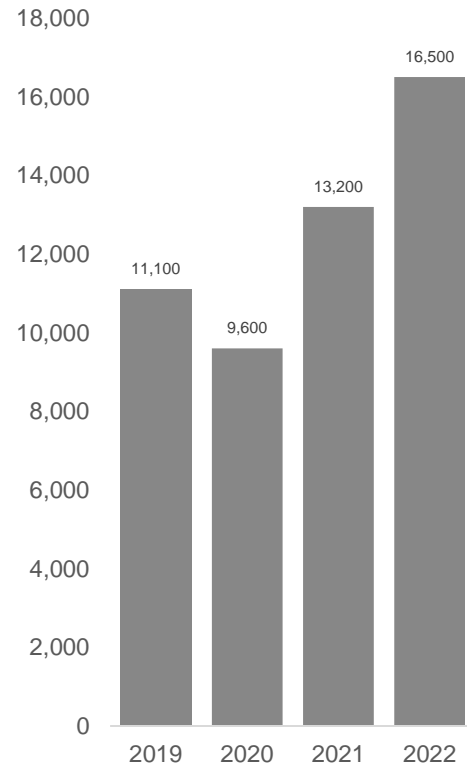


bcrts

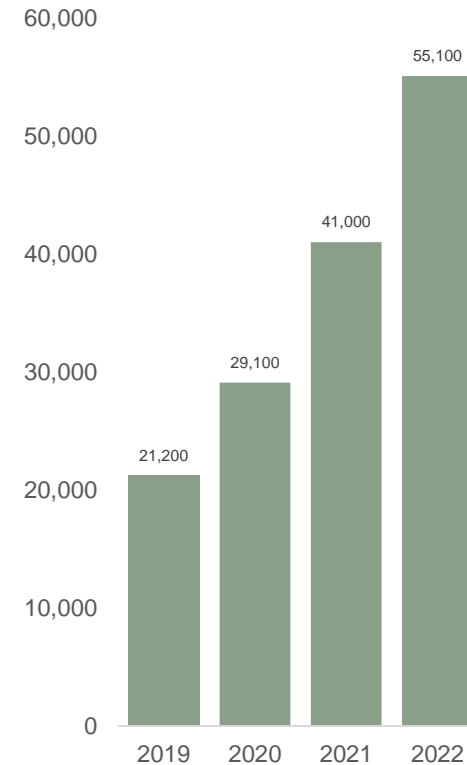
Number of Visitors to the CCC from AB in Q4



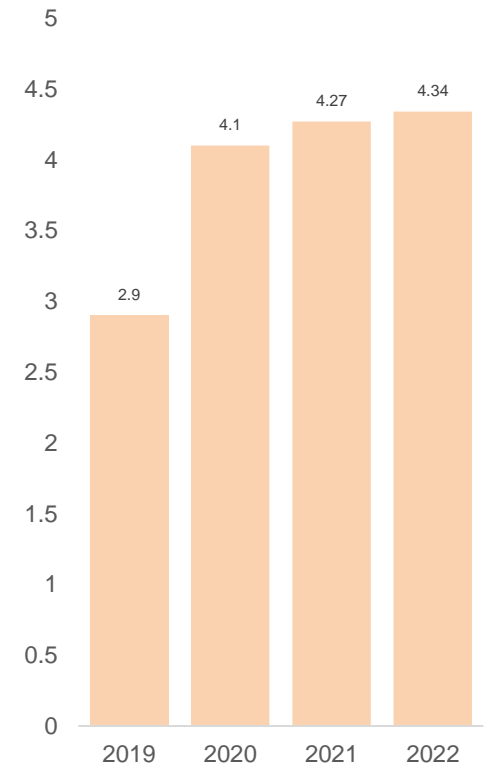
Number of Trips to the CCC from AB in Q4



Number of Nights Stayed in the CCC from AB in Q4



Length of Stay in the CCC from AB in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q1

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Calgary	1,100
Edmonton	500
Grande Prairie	400
Grande Prairie County No. 1	300
Greenview No. 16	200
Hinton	200
Edson	100
Airdrie	100
Wood Buffalo	100
Strathcona County	100

City	2020 Visitor Count
Calgary	1,600
Edmonton	1,200
Strathmore	200
Wood Buffalo	200
Grande Prairie	200
Wetaskiwin County No. 10	100
Parkland County	100
Red Deer County	100
Rocky View County	100
Grande Prairie County No. 1	100

City	2021 Visitor Count
Edmonton	1,400
Calgary	1,100
Grande Prairie	500
Crowsnest Pass	400
Red Deer	300
Grande Prairie County No. 1	200
Clearwater County	200
Samson 137	200
Strathcona County	100
Lethbridge	100

City	2022 Visitor Count
Calgary	2,600
Edmonton	2,200
Grande Prairie	400
Strathcona County	200
Lethbridge	200
Red Deer	200
Airdrie	200
St. Albert	200
Medicine Hat	100
Spruce Grove	100

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q2

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Calgary	2,000
Edmonton	1,800
Grande Prairie	1,000
Clearwater County	300
Stoney 142, 143, 144	300
Airdrie	300
Strathcona County	300
Drumheller	300
Yellowhead County	200
St. Albert	200

City	2020 Visitor Count
Edmonton	1,100
Calgary	800
Strathcona County	400
Grande Prairie	400
Canmore	400
Wood Buffalo	300
St. Albert	200
Parkland County	200
Cold Lake	200
Banff	200

City	2021 Visitor Count
Edmonton	1,800
Calgary	1,800
Grande Prairie County No. 1	400
Grande Prairie	300
Lethbridge	300
Yellowhead County	200
Brooks	200
Crowsnest Pass	200
Mackenzie County	200
Leduc County	100

City	2022 Visitor Count
Calgary	3,900
Edmonton	3,100
Grande Prairie	800
Strathcona County	400
St. Albert	300
Airdrie	300
Grande Prairie County No. 1	200
Red Deer	200
Lethbridge	200
Wood Buffalo	200

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q3

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Calgary	3,200
Edmonton	2,100
Grande Prairie	1,100
Wood Buffalo	700
Grande Prairie County No. 1	600
Strathcona County	400
Yellowhead County	300
Clearwater County	300
Greenview No. 16	200
St. Albert	200

City	2020 Visitor Count
Edmonton	3,200
Calgary	2,100
Grande Prairie	1,100
Strathcona County	700
St. Albert	600
Wood Buffalo	400
Airdrie	300
Lethbridge	300
Yellowhead County	200
Banff	200

City	2021 Visitor Count
Calgary	3,300
Edmonton	3,000
Wood Buffalo	700
Strathmore	500
Strathcona County	300
Grande Prairie County No. 1	300
Grande Prairie	300
Airdrie	300
Crowsnest Pass	200
Parkland County	200

City	2022 Visitor Count
Calgary	3,000
Edmonton	2,300
Grande Prairie	900
Strathcona County	700
Red Deer	600
St. Albert	600
Grande Prairie County No. 1	500
Lethbridge	500
Airdrie	400
Wood Buffalo	300

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE CARIBOO CHILCOTIN COAST BY QUARTER – Q4

NUMBER OF VISITORS TO THE CARIBOO CHILCOTIN COAST BY ORIGIN CITY

City	2019 Visitor Count
Calgary	1,600
Grande Prairie	1,100
Strathcona County	300
Clearwater County	300
St. Albert	300
Airdrie	200
Red Deer	200
Canmore	200
Greenview No. 16	200
Grande Prairie County No. 1	100

City	2020 Visitor Count
Calgary	1,800
Edmonton	1,400
Grande Prairie	300
Strathcona County	200
Red Deer	200
Grande Prairie County No. 1	100
Airdrie	100
Lethbridge	100
St. Albert	100
Parkland County	100

City	2021 Visitor Count
Edmonton	2,500
Calgary	2,200
Grande Prairie	500
Strathcona County	200
Red Deer	200
Airdrie	200
St. Albert	100
Lethbridge	100
Yellowhead County	100
Parkland County	100

City	2022 Visitor Count
Calgary	3,400
Edmonton	3,000
Grande Prairie	500
Strathcona County	300
Red Deer	300
Lethbridge	300
Airdrie	200
St. Albert	200
Parkland County	200
Spruce Grove	100

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

Alberta Visitation

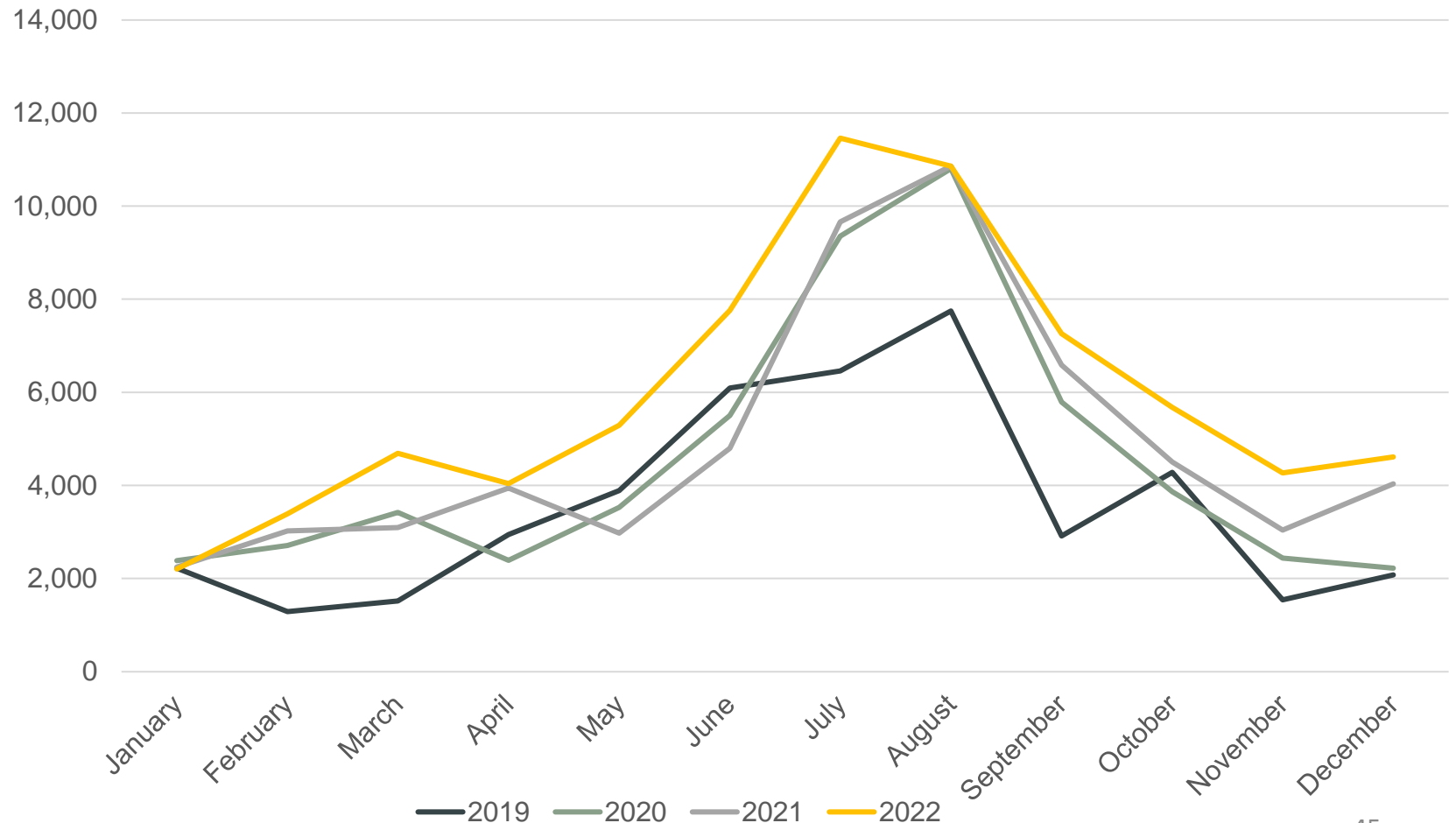
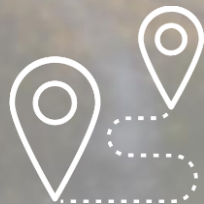
ALBERTA VISITORS TRAVELLING TO THE CARIBOO CHILCOTIN COAST BY MONTH

2022 Visitor Highlights



bcrts

- September 2022 saw a **149% increase** compared to 2019, a **25% increase** compared to 2020 and a **10% increase** compared to 2021
- October 2022 saw a **33% increase** compared to June 2019, a **47% increase** compared to 2020 and a **26% increase** compared to 2021
- November 2022 saw a **176% increase** compared to 2019, a **75% increase** compared to 2020 and a **40% increase** compared to 2021
- December 2022 saw a **112% increase** compared to 2019, a **107% increase** compared to 2020 and a **14% increase** compared to 2021



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

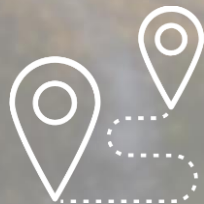
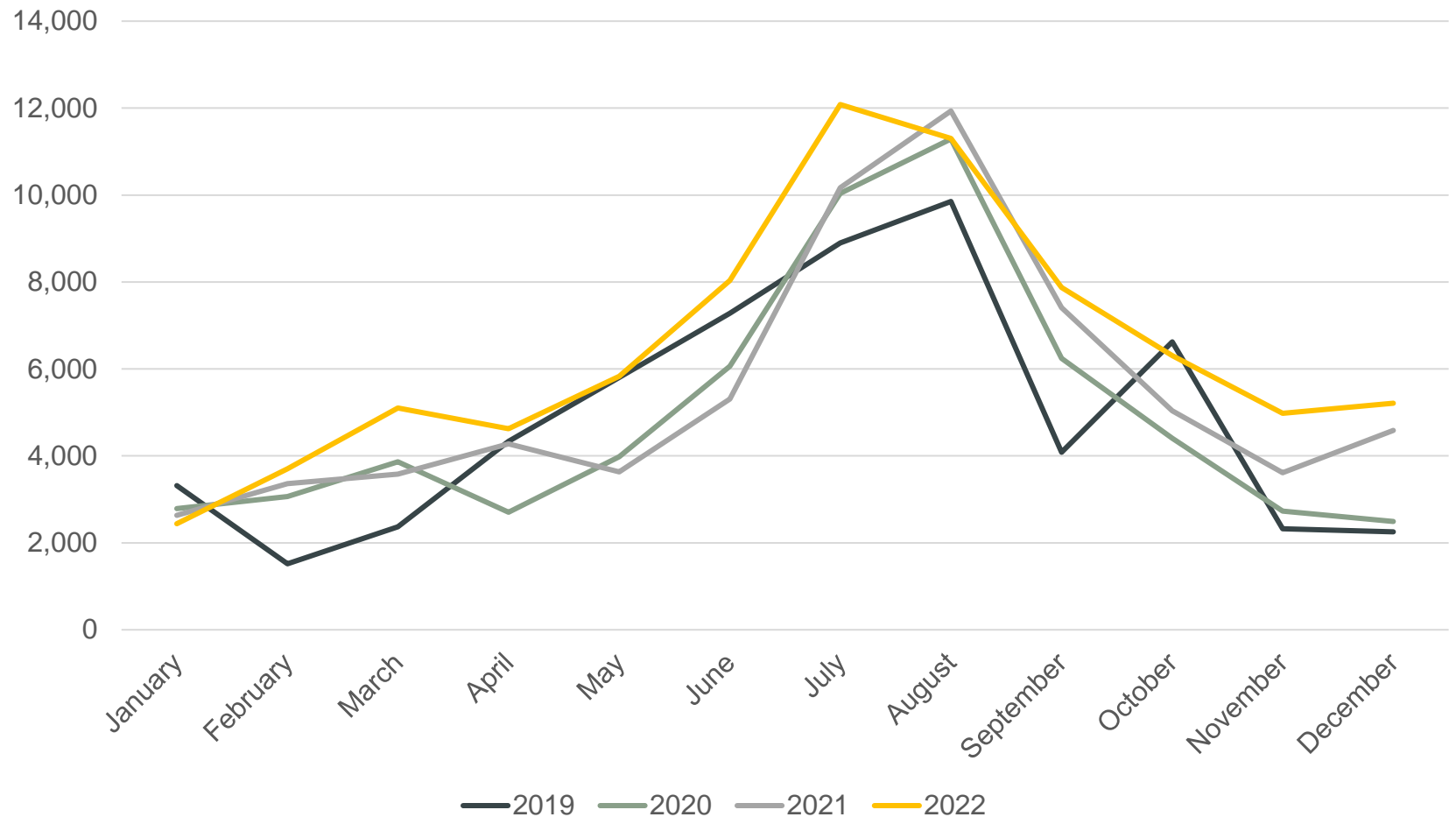
ALBERTA TRIPS TO THE CARIBOO CHILCOTIN COAST BY MONTH

2022 Visitor Highlights



bcrts

- September 2022 saw a **93% increase** compared to 2019, a **26% increase** compared to 2020 and a **6% increase** compared to 2021
- October 2022 saw a **-5% decrease** compared to June 2019, a **43% increase** compared to 2020 and a **25% increase** compared to 2021
- November 2022 saw a **114% increase** compared to 2019, a **82% increase** compared to 2020 and a **38% increase** compared to 2021
- December 2022 saw a **132% increase** compared to 2019, a **109% increase** compared to 2020 and a **14% increase** compared to 2021



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

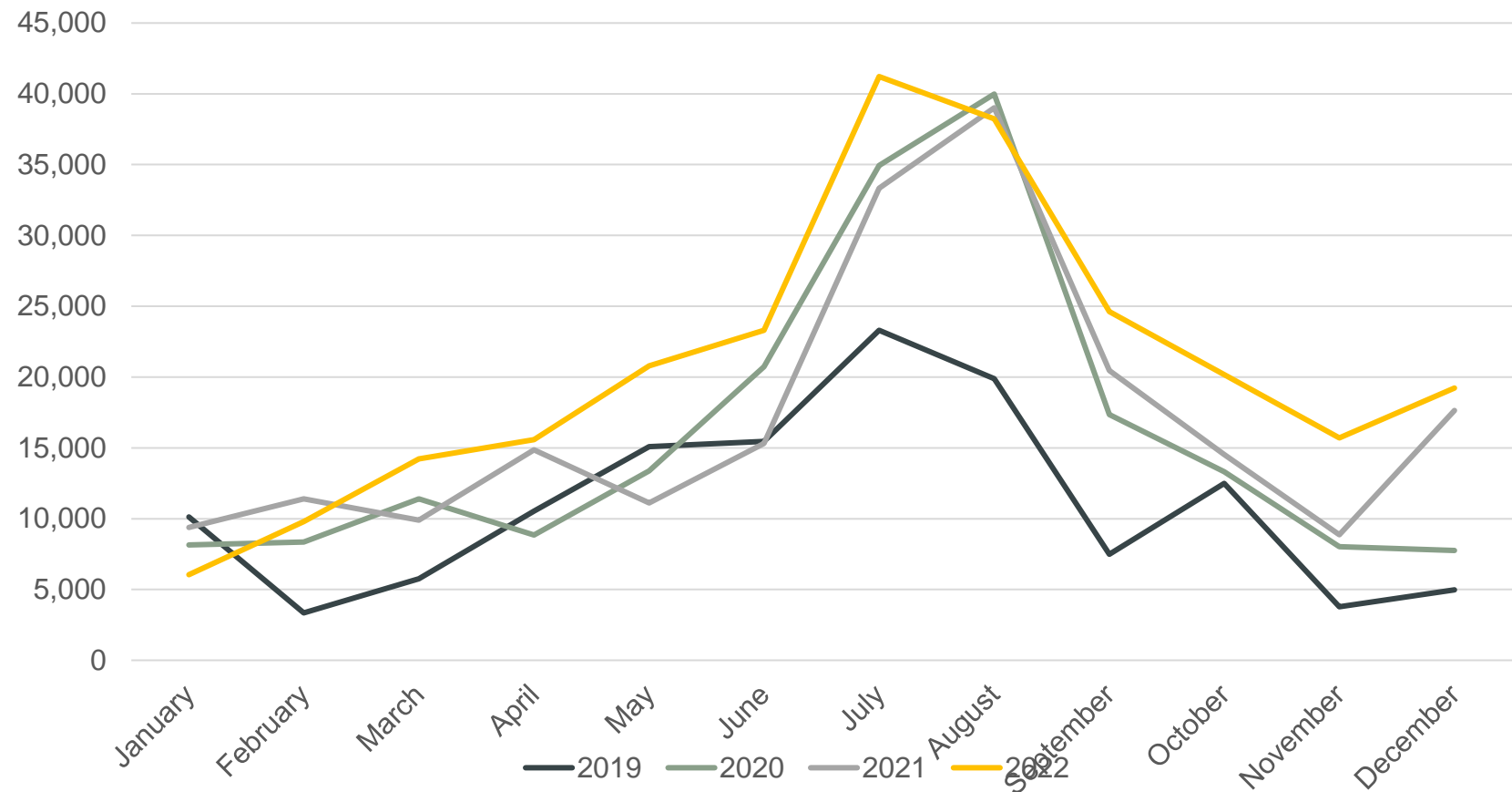
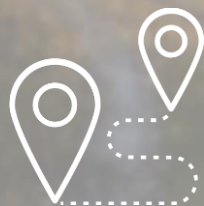
ALBERTA OVERNIGHT STAYS IN THE CARIBOO CHILCOTIN COAST BY MONTH

2022 Visitor Highlights



bcrts

- September 2022 saw a **229% increase** compared to 2019, a **42% increase** compared to 2020 and a **20% increase** compared to 2021
- October 2022 saw a **61% increase** compared to June 2019, a **52% increase** compared to 2020 and a **39% increase** compared to 2021
- November 2022 saw a **315% increase** compared to 2019, a **96% increase** compared to 2020 and a **77% increase** compared to 2021
- December 2022 saw a **287% increase** compared to 2019, a **148% increase** compared to 2020 and a **9% increase** compared to 2021



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

January 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



bcrts

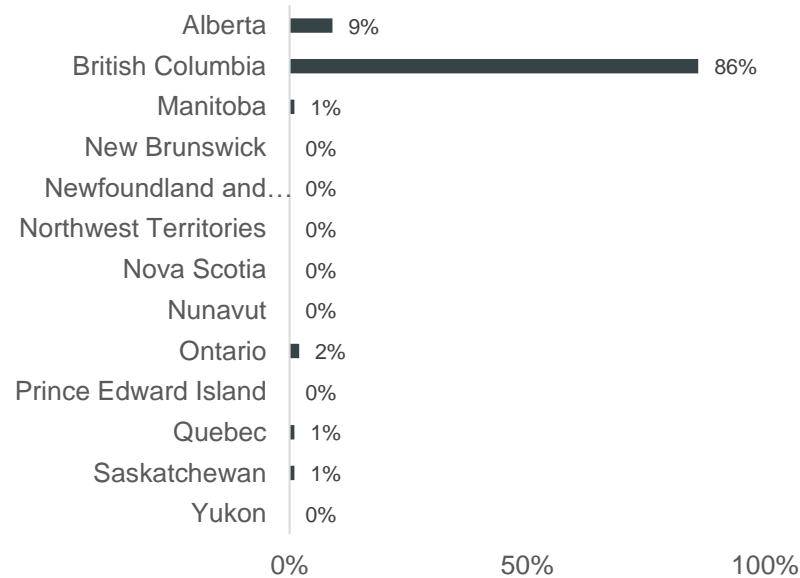
Cariboo Chilcotin Coast

Overview

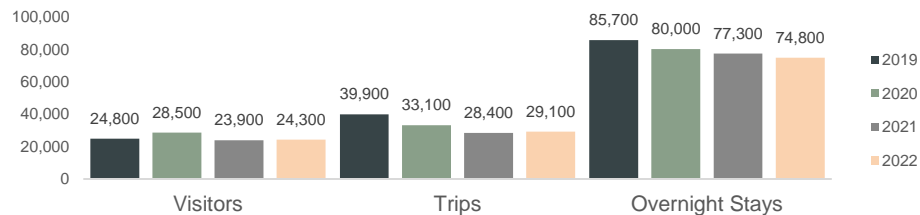
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers decreased by **-17%** when comparing January 2022 to January 2019.

Visitors decreased by **-15%** when compared to January 2020 and increased by **2%** when compared to January 2021.

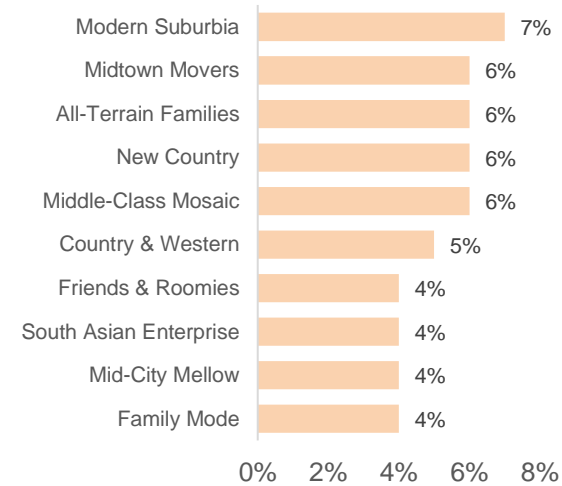
Percentage of Visitors to the Cariboo Chilcotin Coast by Province January 2022



Canadian Visitors to the Cariboo Chilcotin Coast January 2019-2022



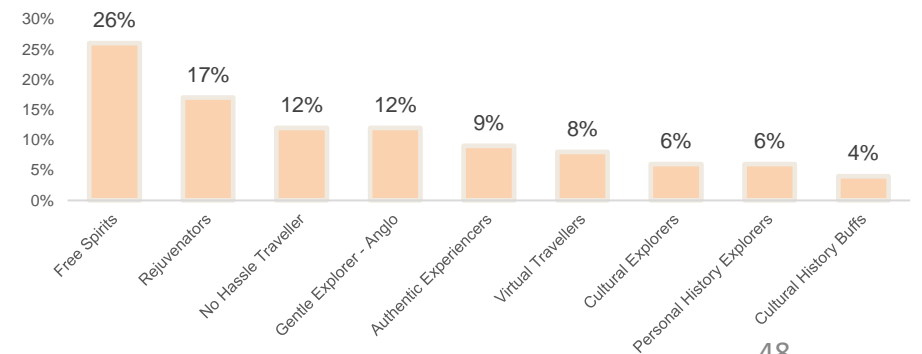
January 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).
- **Midtown Movers** make up 56,109 households, or 3.4% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).

January 2022 Alberta 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 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



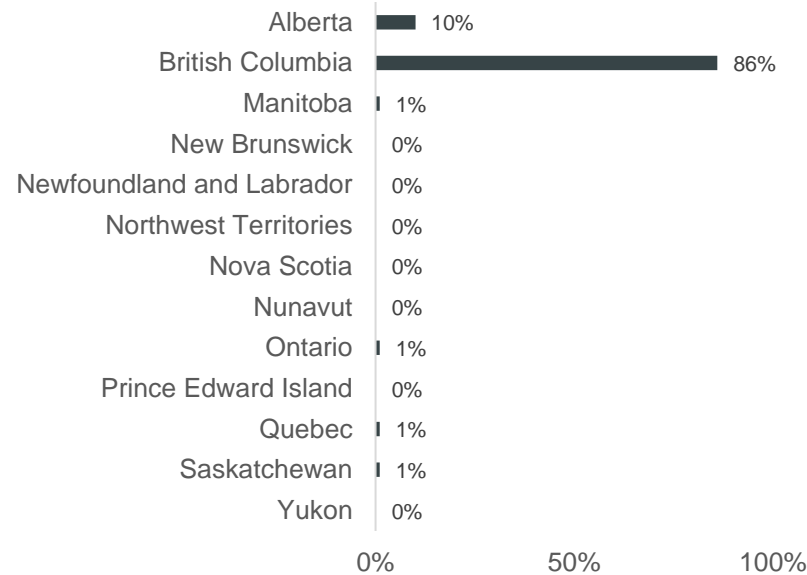
Cariboo Chilcotin Coast

Overview

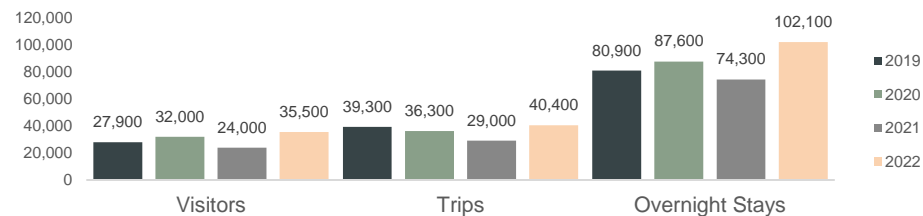
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **27%** when comparing February 2022 to February 2019.

Visitors increased by **11%** when compared to February 2020 and increased by **48%** when compared to February 2021.

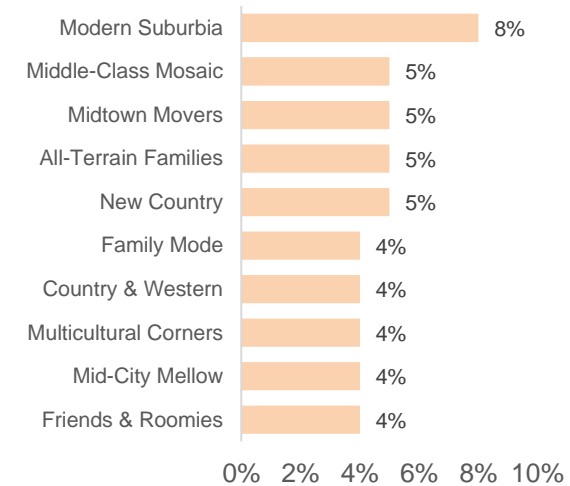
Percentage of Visitors to the Cariboo Chilcotin Coast by Province February 2022



Canadian Visitors to the Cariboo Chilcotin Coast February 2019-2022



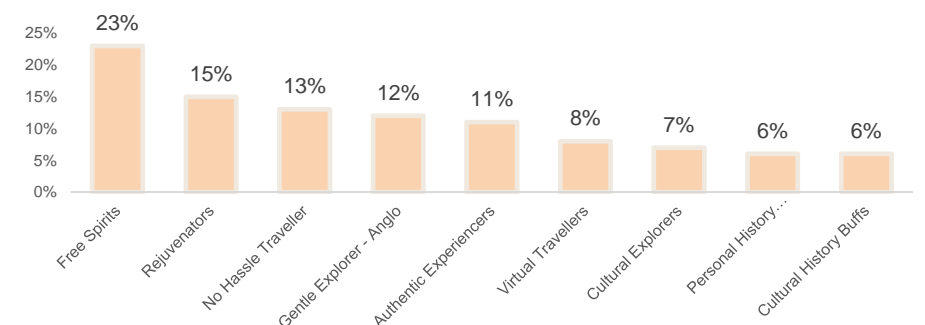
February 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79,778 households, or 4.9% of the total Households in Alberta (1,642,696).
- **Midtown Movers** make up 56,109 households, or 3.4% of the total Households in Alberta (1,642,696).

February 2022 Alberta 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

March 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



bcrts

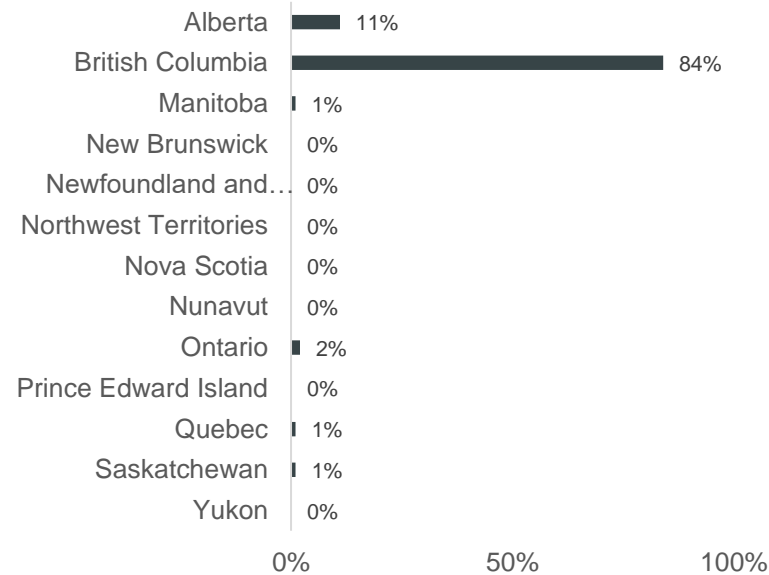
Cariboo Chilcotin Coast

Overview

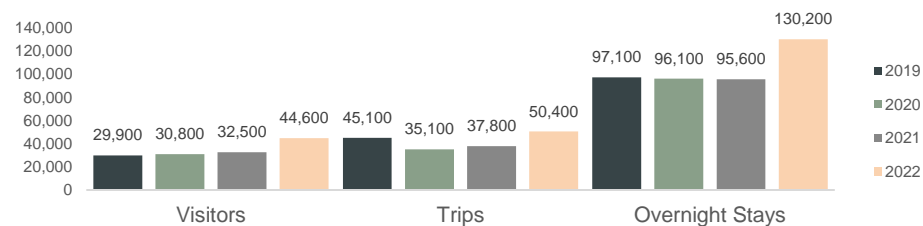
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **49%** when comparing March 2022 to March 2019.

Visitors increased by **45%** when compared to March 2020 and increased by **37%** when compared to March 2021.

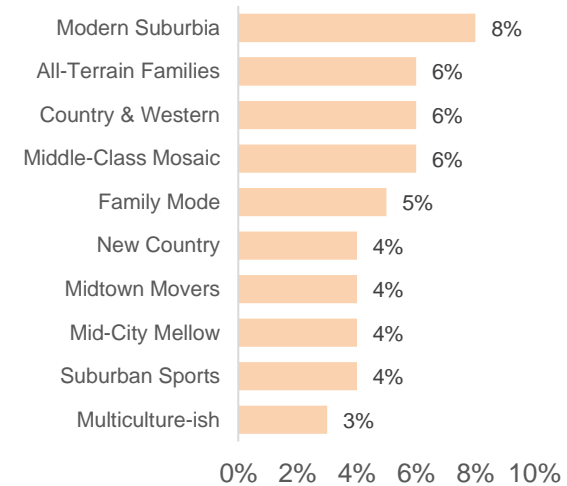
Percentage of Visitors to the Cariboo Chilcotin Coast by Province March 2022



Canadian Visitors to the Cariboo Chilcotin Coast March 2019-2022



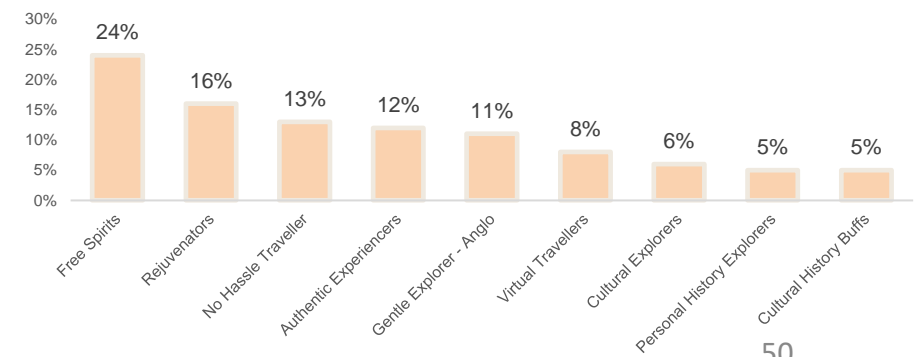
March 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).

March 2022 Alberta Visitors by EQ Type



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

April 2022 Canada/Alberta Regional Visitation

Cariboo Chilcotin Coast

2022 Visitor Highlights



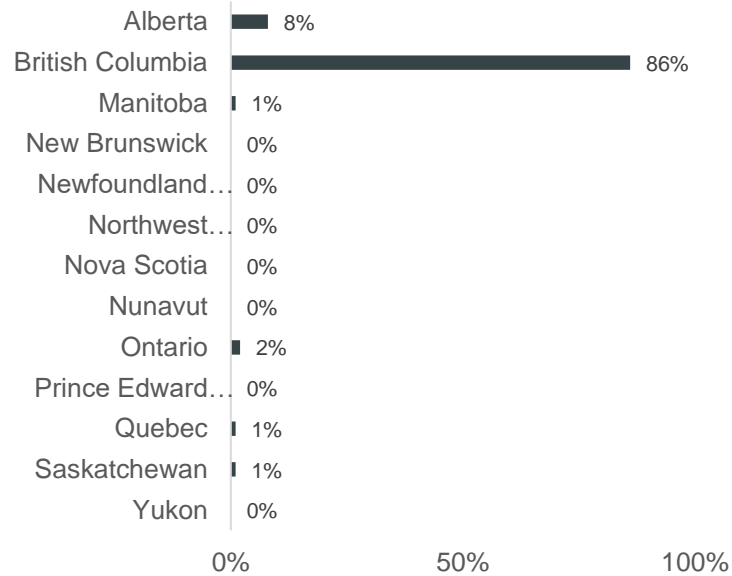
bcrts

Overview

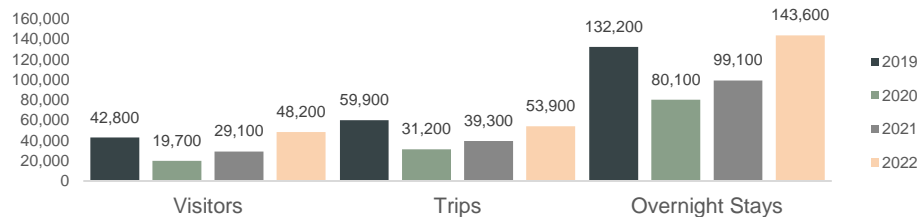
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **13%** when comparing April 2022 to April 2019.

Visitors increased by **145%** when compared to April 2020 and increased by **65%** when compared to April 2021.

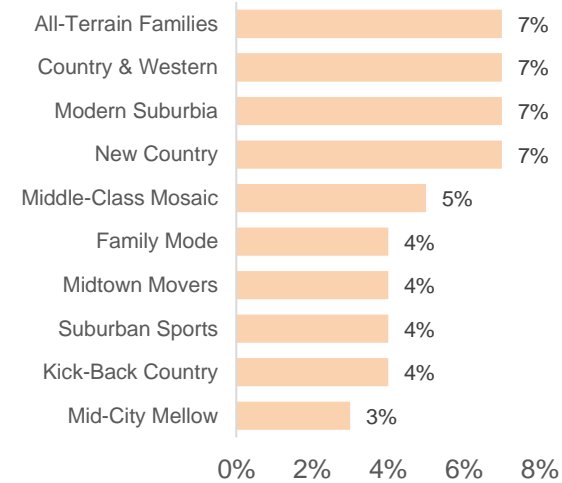
Percentage of Visitors to the Cariboo Chilcotin Coast by Province April 2022



Canadian Visitors to the Cariboo Chilcotin Coast April 2019-2022



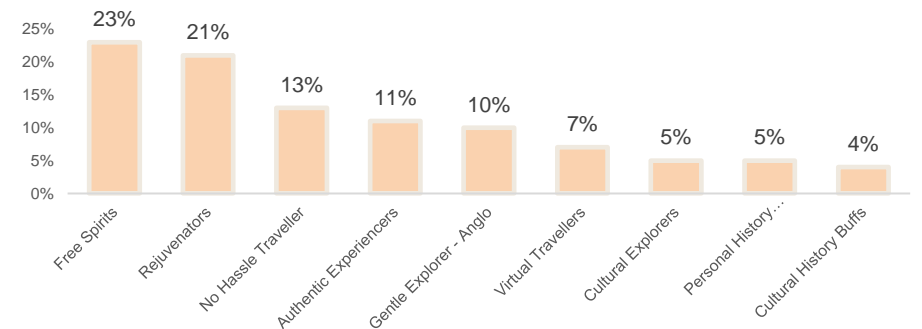
April 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).
- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).

April 2022 Alberta Visitors by EQ Type



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

May 2022 Canada/Alberta Regional Visitation

Cariboo Chilcotin Coast

2022 Visitor Highlights



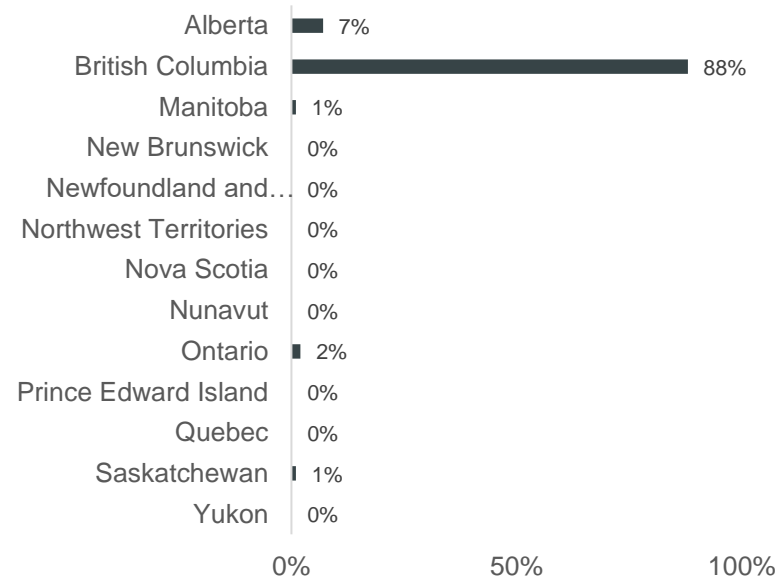
bcrts

Overview

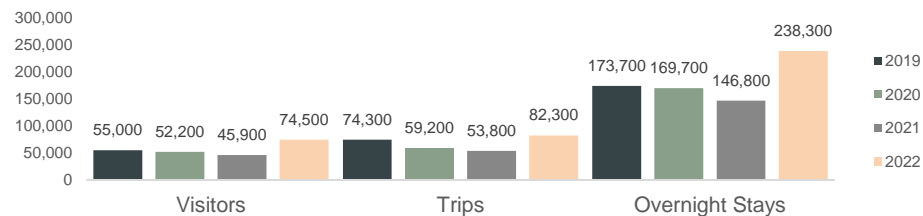
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **35%** when comparing May 2022 to May 2019.

Visitors increased by **43%** when compared to May 2020 and increased by **62%** when compared to May 2021.

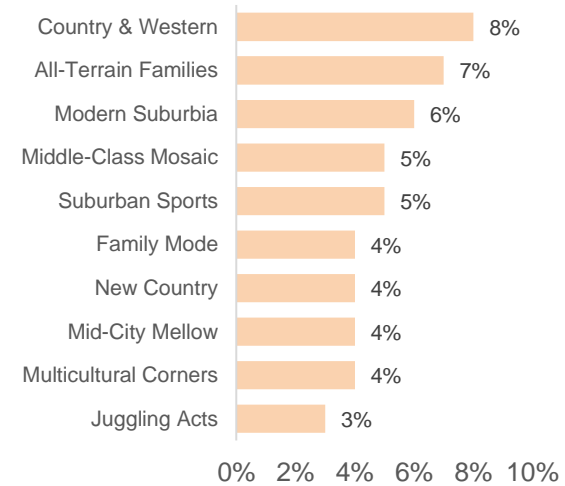
Percentage of Visitors to the Cariboo Chilcotin Coast by Province May 2022



Canadian Visitors to the Cariboo Chilcotin Coast May 2019-2022



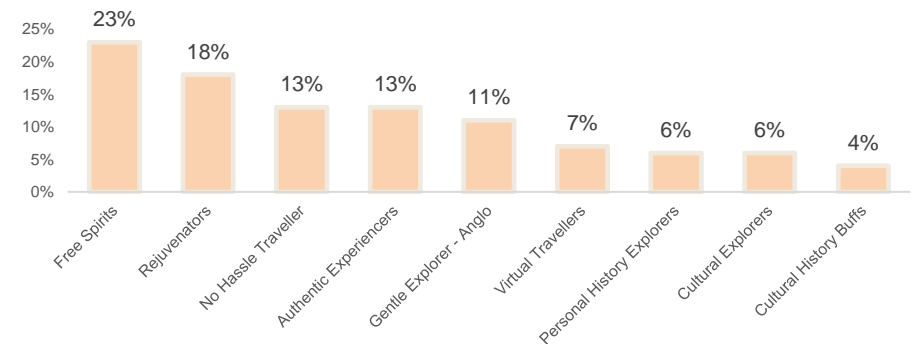
May 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).

May 2022 Alberta Visitors by EQ Type



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

June 2022 Canada/Alberta Regional Visitation

Cariboo Chilcotin Coast

2022 Visitor Highlights



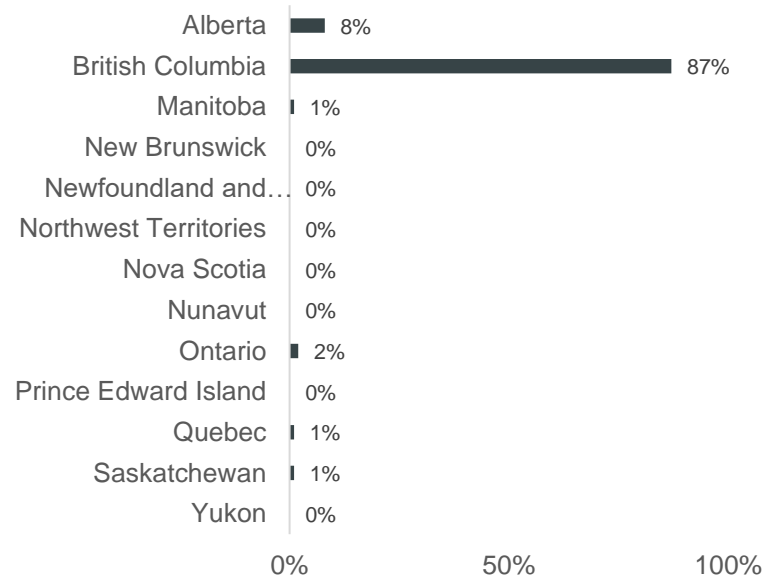
bcrts

Overview

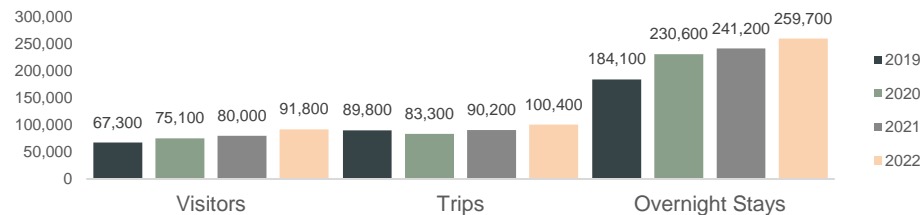
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **36%** when comparing June 2022 to June 2019.

Visitors increased by **22%** when compared to June 2020 and increased by **15%** when compared to June 2021.

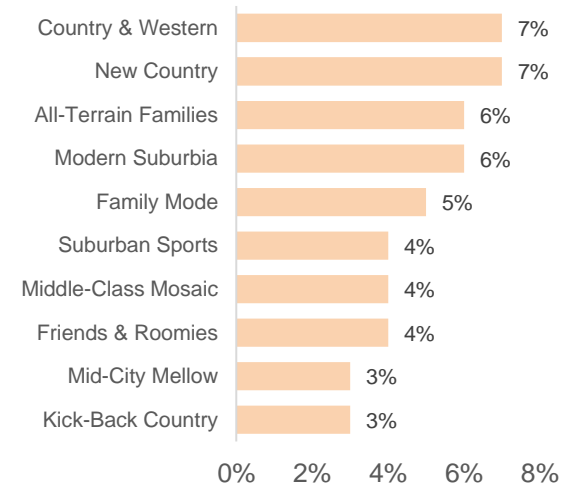
Percentage of Visitors to the Cariboo Chilcotin Coast by Province June 2022



Canadian Visitors to the Cariboo Chilcotin Coast June 2019-2022



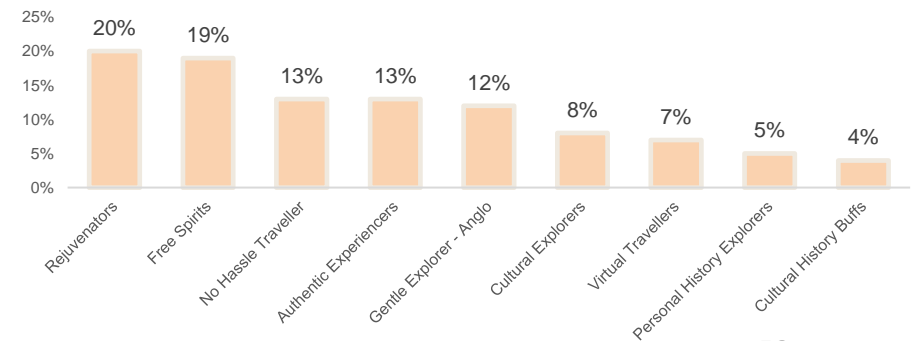
June 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696)
- **New Country** make up 71,319 households, or 4.3% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696)..

June 2022 Alberta Visitors by EQ Type



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

July 2022 Canada/Alberta Regional Visitation

Cariboo Chilcotin Coast

2022 Visitor Highlights



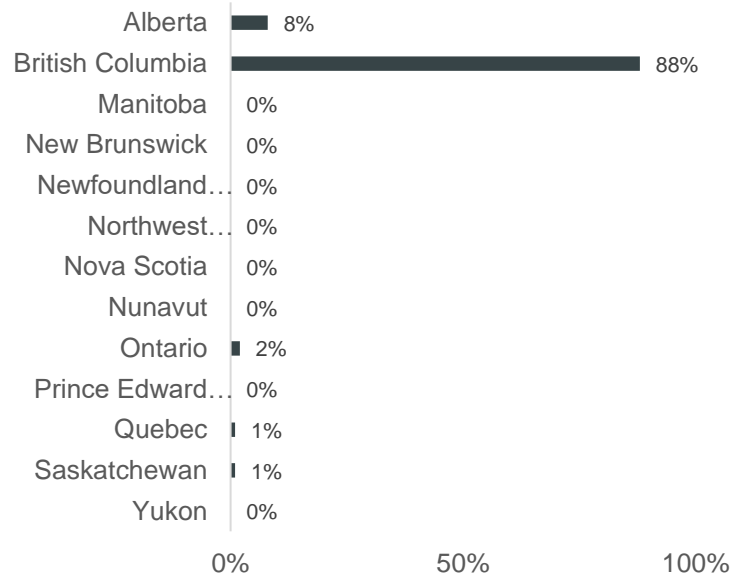
bcrts

Overview

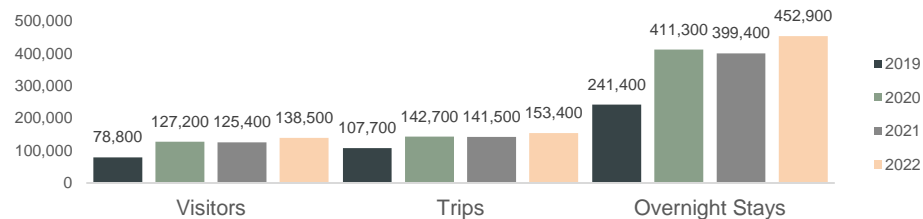
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **76%** when comparing July 2022 to July 2019.

Visitors increased by **9%** when compared to July 2020 and increased by **10%** when compared to July 2021.

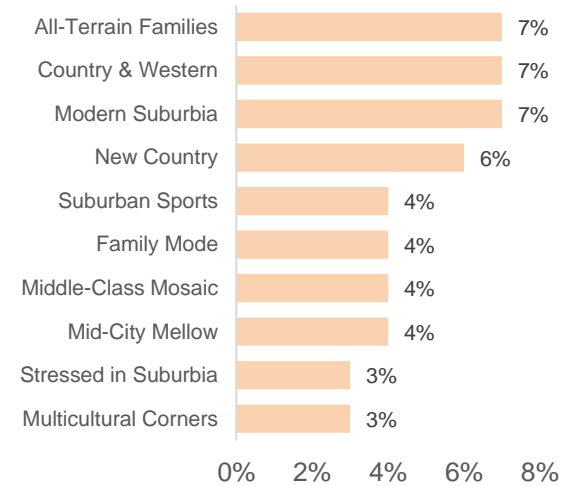
Percentage of Visitors to the Cariboo Chilcotin Coast by Province July 2022



Canadian Visitors to the Cariboo Chilcotin Coast July 2019-2022



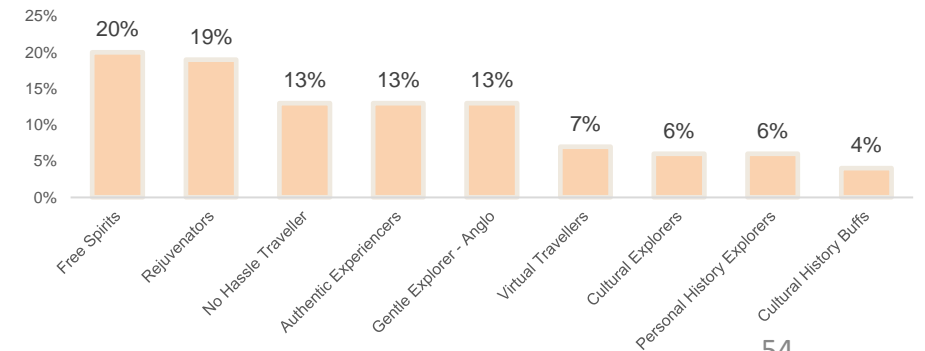
July 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).
- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).

July 2022 Alberta Visitors by EQ Type



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

August 2022 Canada/Alberta Regional Visitation

Cariboo Chilcotin Coast

2022 Visitor Highlights



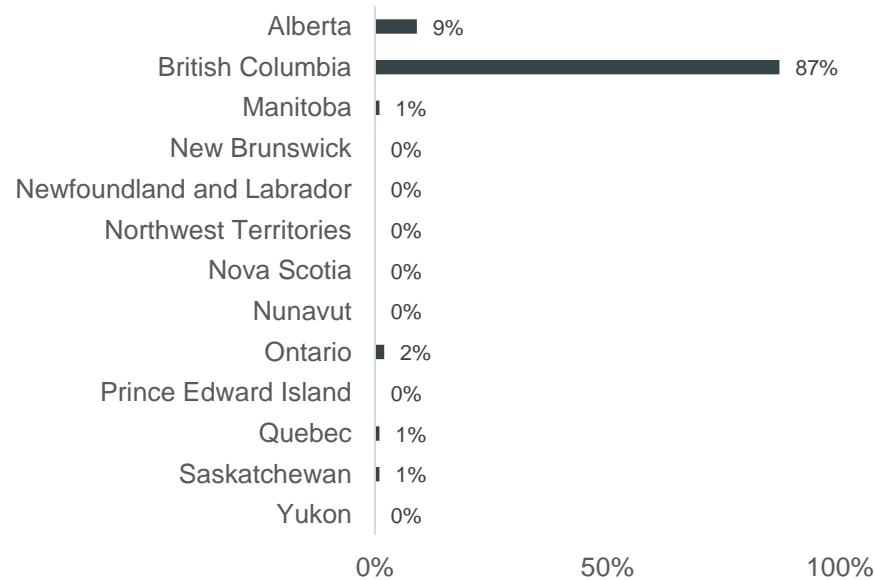
bcrts

Overview

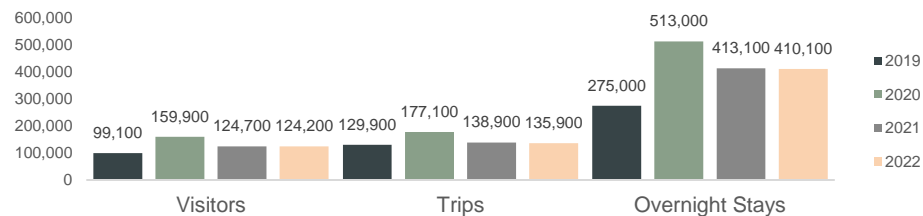
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **25%** when comparing August 2022 to August 2019.

Visitors decreased by **-22%** when compared to August 2020 and decreased by **-0.4%** when compared to August 2021.

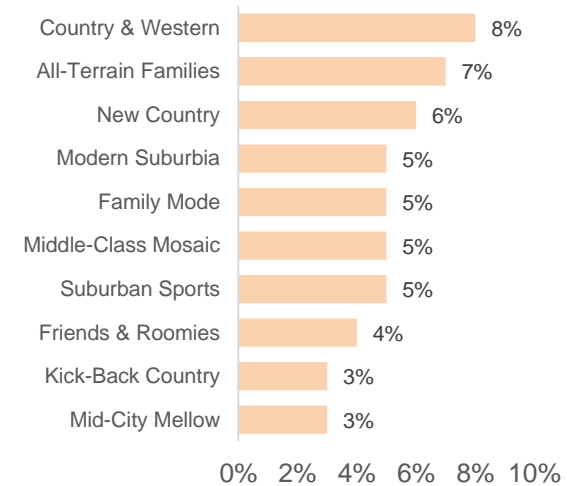
Percentage of Visitors to the Cariboo Chilcotin Coast by Province August 2022



Canadian Visitors to the Cariboo Chilcotin Coast August 2019-2022



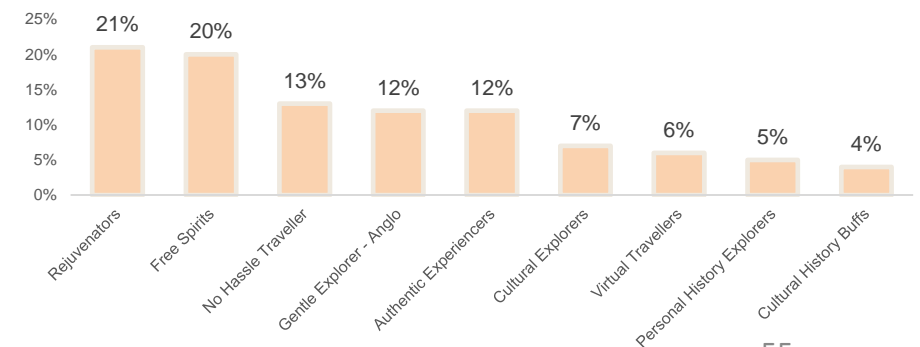
August 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **New Country** make up 71,319 households, or 4.3% of the total Households in Alberta (1,642,696).

August 2022 Alberta Visitors by EQ Type



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

September 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



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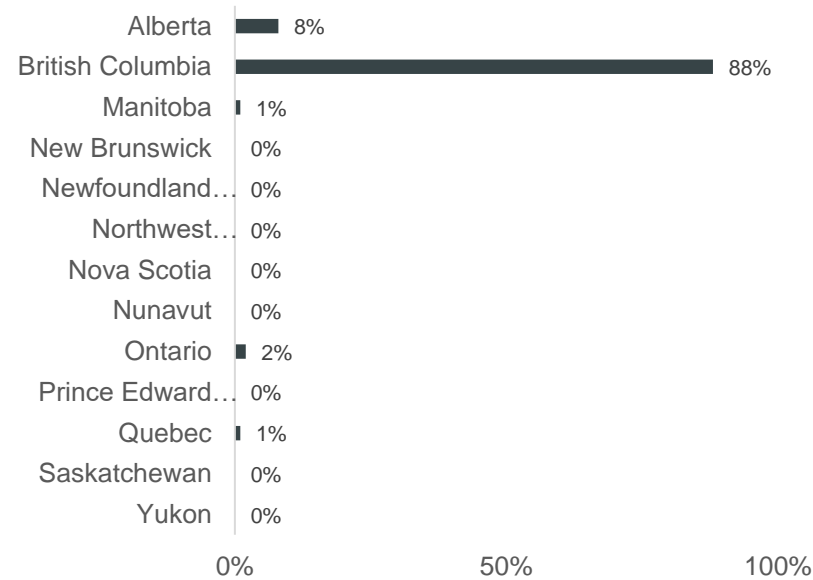
Cariboo Chilcotin Coast

Overview

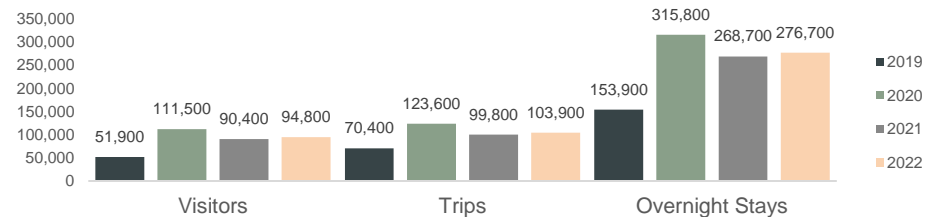
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **83%** when comparing September 2022 to September 2019.

Visitors decreased by **-15%** when compared to September 2020 and increased by **5%** when compared to September 2021.

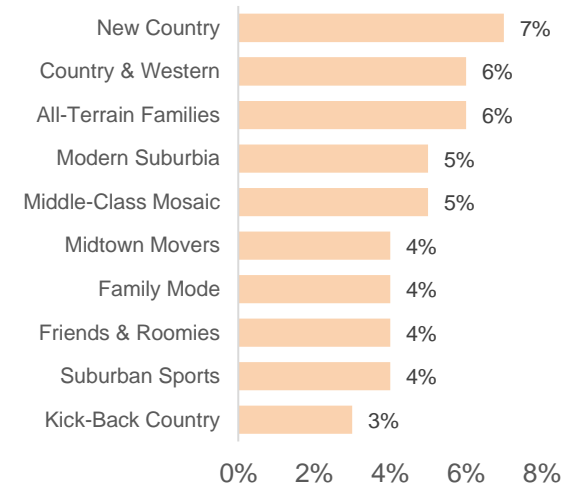
Percentage of Visitors to the Cariboo Chilcotin Coast by Province September 2022



Canadian Visitors to the Cariboo Chilcotin Coast September 2019-2022



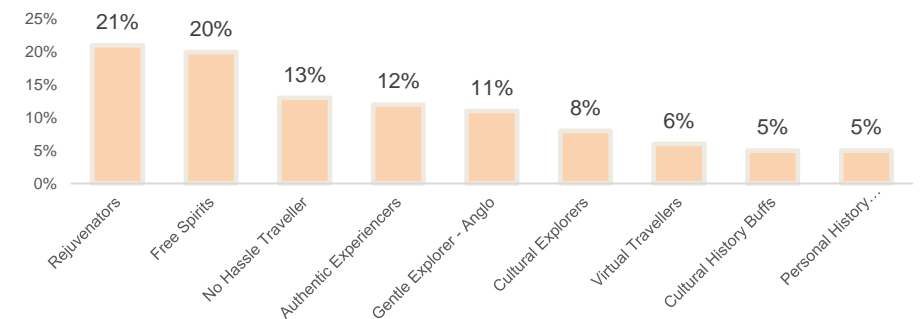
September 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **New Country** make up 71,319 households, or 4.3% of the total Households in Alberta (1,642,696).
- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).

September 2022 Alberta Visitors by EQ Type



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

October 2022 Canada/Alberta Regional Visitation

Cariboo Chilcotin Coast

2022 Visitor Highlights



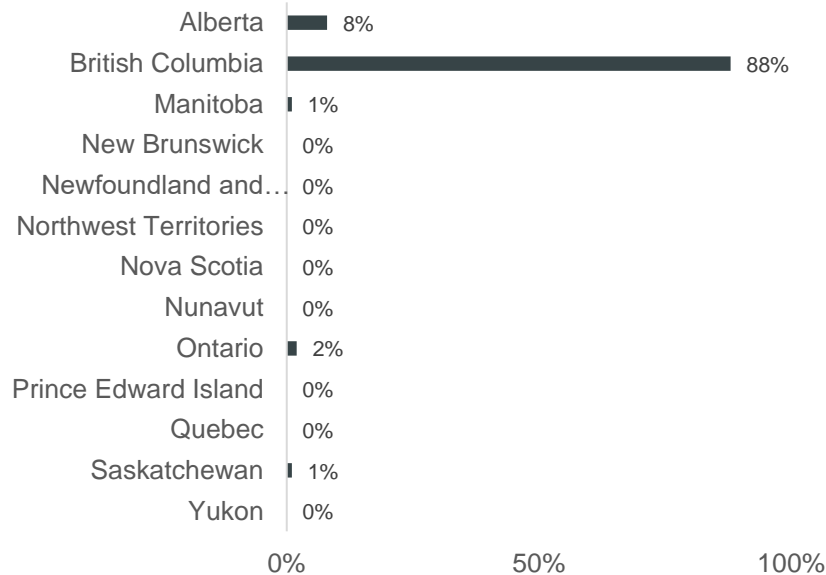
bcrts

Overview

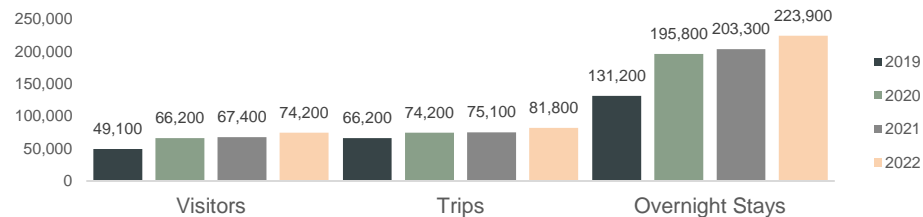
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **51%** when comparing October 2022 to October 2019.

Visitors increased by **12%** when compared to October 2020 and increased by **10%** when compared to October 2021.

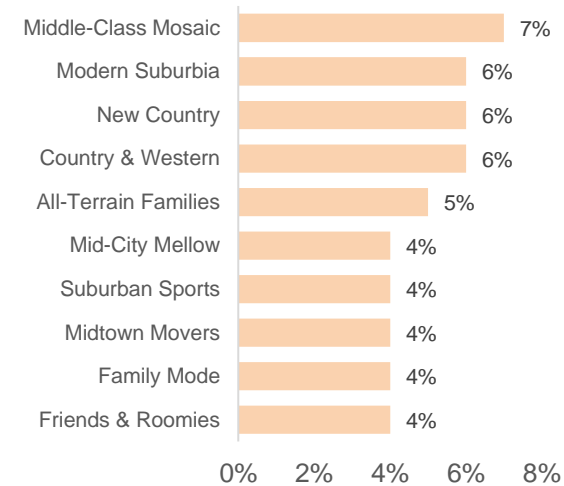
Percentage of Visitors to the Cariboo Chilcotin Coast by Province October 2022



Canadian Visitors to the Cariboo Chilcotin Coast October 2019-2022



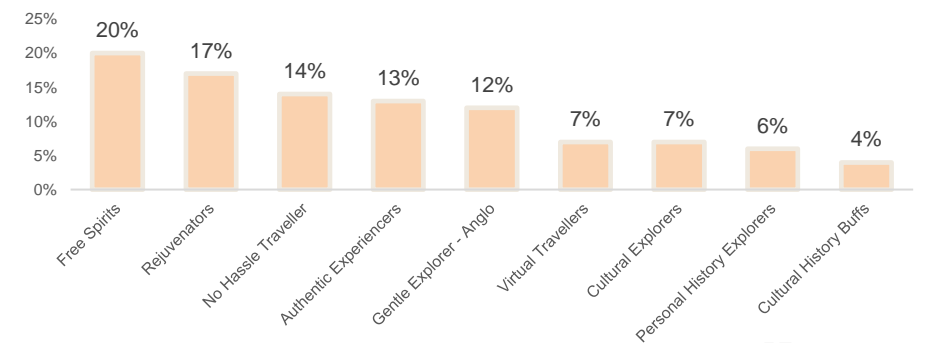
October 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Middle-Class Mosaic** make up 79,778 households, or 4.9% of the total Households in Alberta (1,642,696).
- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).
- **New Country** make up 71,319 households, or 4.3% of the total Households in Alberta (1,642,696).

October 2022 Alberta Visitors by EQ Type



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

November 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



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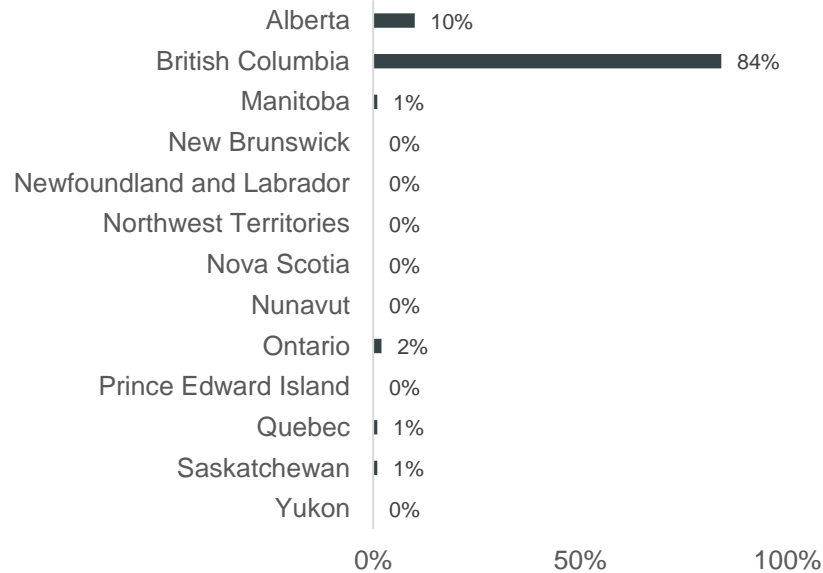
Cariboo Chilcotin Coast

Overview

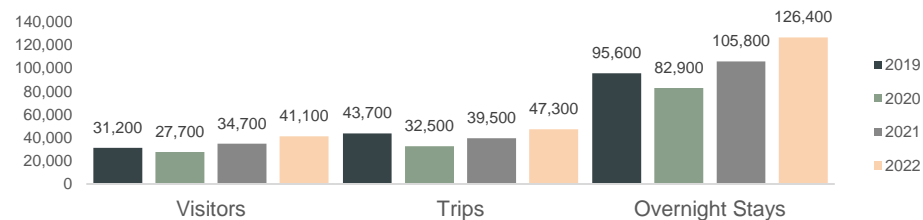
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **32%** when comparing November 2022 to November 2019.

Visitors increased by **49%** when compared to November 2020 and increased by **18%** when compared to November 2021.

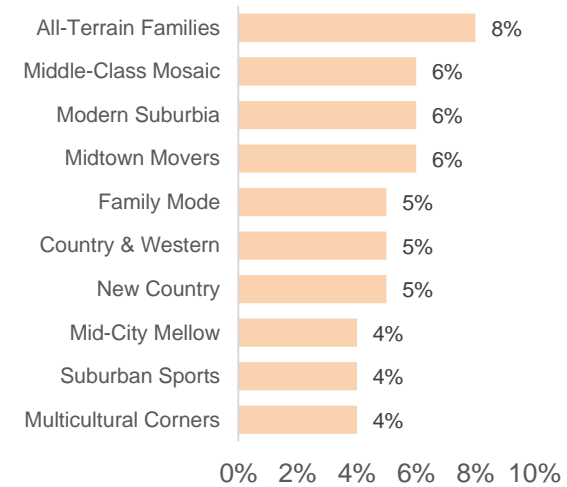
Percentage of Visitors to the Cariboo Chilcotin Coast by Province November 2022



Canadian Visitors to the Cariboo Chilcotin Coast November 2019-2022



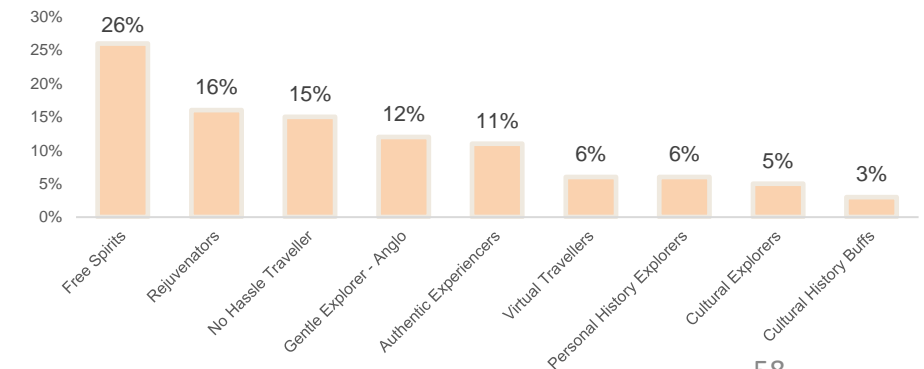
November 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79, 778 households, or 4.9% of the total Households in Alberta (1,642,696).
- **Modern Suburbia** make up 21,559 households, or 1.6% of the total Households in Alberta (1,642,696).

November 2022 Alberta Visitors by EQ Type



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

December 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



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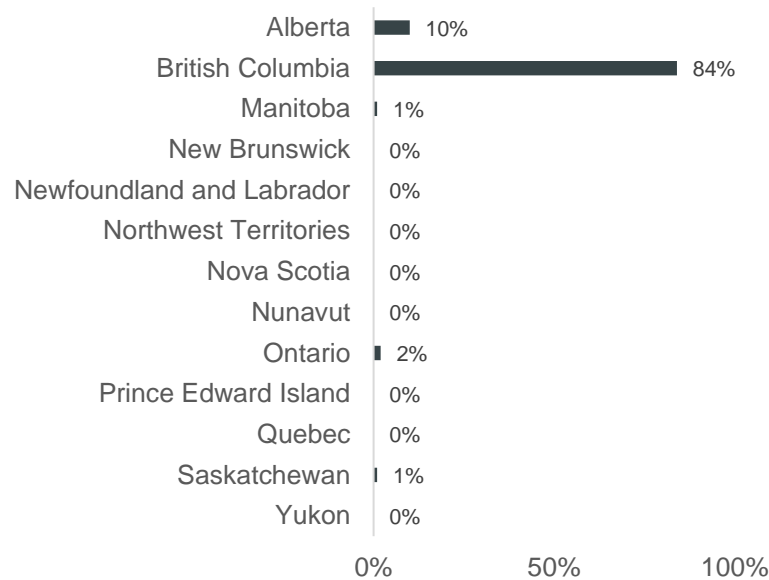
Cariboo Chilcotin Coast

Overview

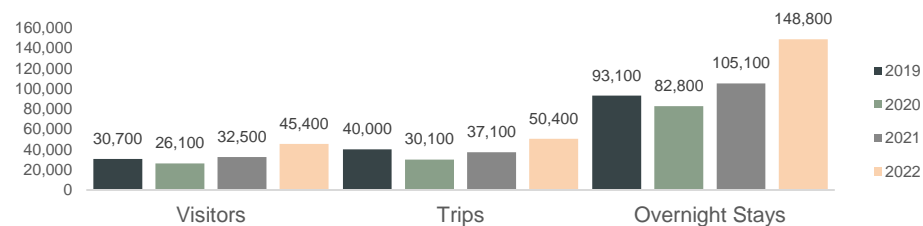
The number of visitors to the Cariboo Chilcotin Coast from Canadian travelers increased by **48%** when comparing December 2022 to January 2019.

Visitors increased by **74%** when compared to December 2020 and increased by **39%** when compared to December 2021.

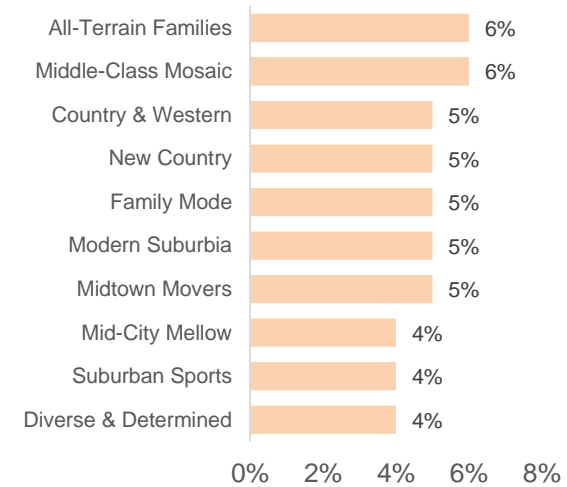
Percentage of Visitors to the Cariboo Chilcotin Coast by Province December 2022



Canadian Visitors to the Cariboo Chilcotin Coast December 2019-2022



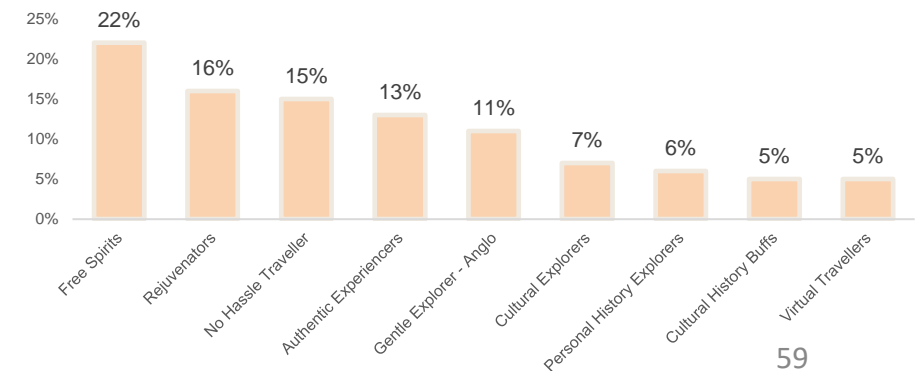
December 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **All-Terrain Families** make up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** make up 79, 778 households, or 4.9% of the total Households in Alberta (1,642,696).
- **Country & Western** make up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).

December 2022 Alberta Visitors by EQ Type



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

CONTACT US

2022 Visitor
Highlights

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