



bcrts

British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2022

Thompson Okanagan Region – *December Update*



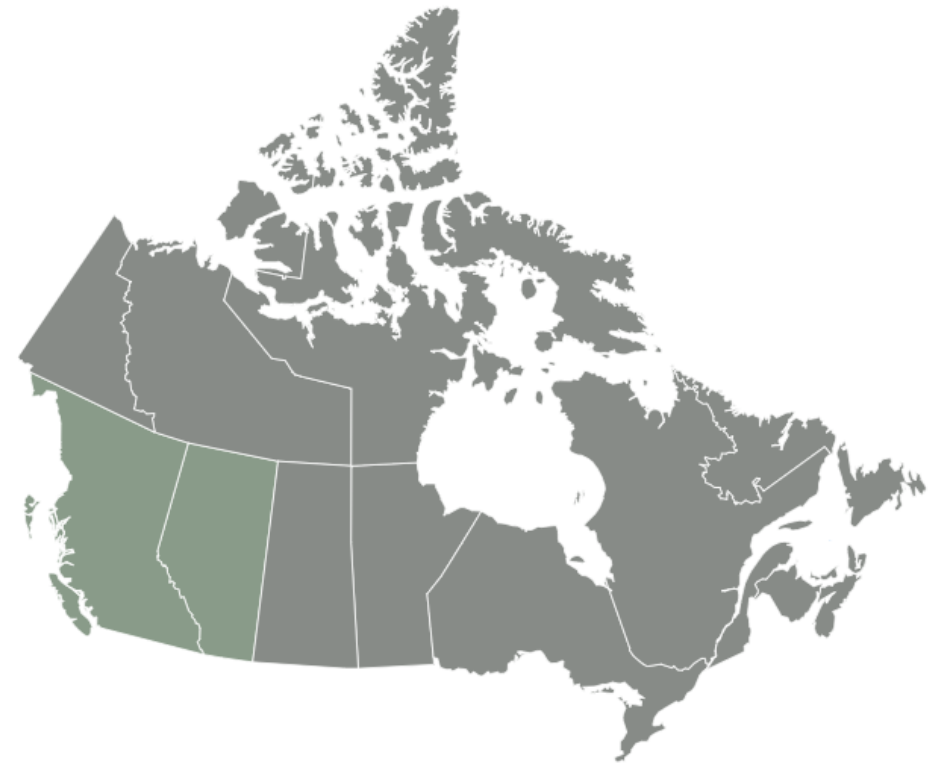
SYMPHONY
TOURISM
SERVICES

TOTA

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 **Thompson Okanagan Region**



RESEARCH OVERVIEW

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

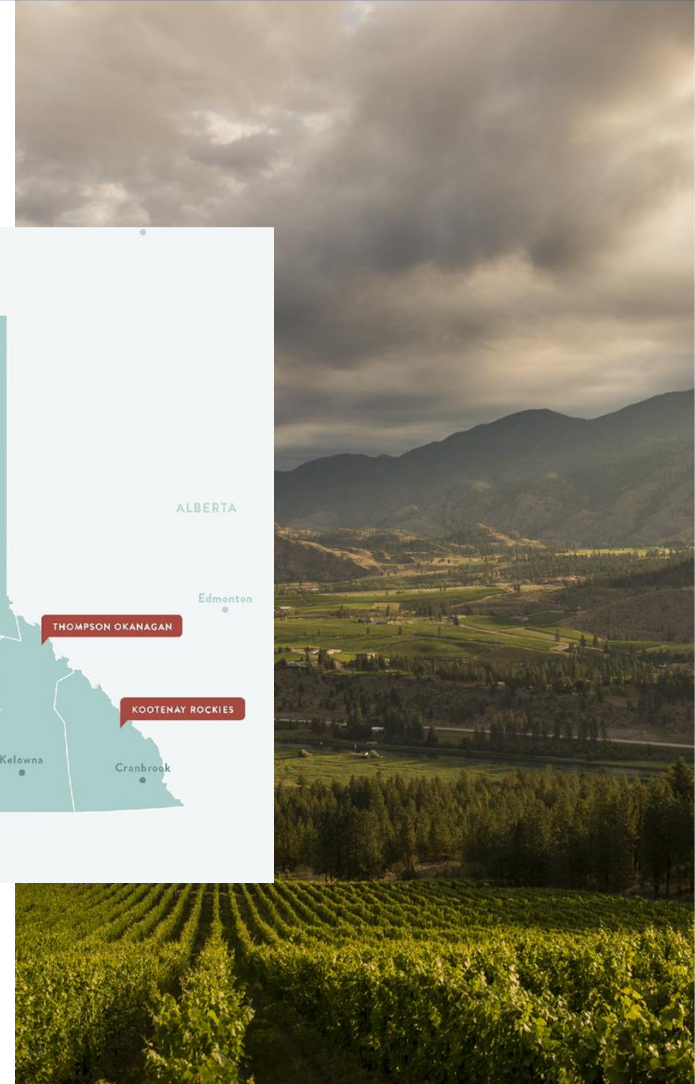
Methodology

- **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)



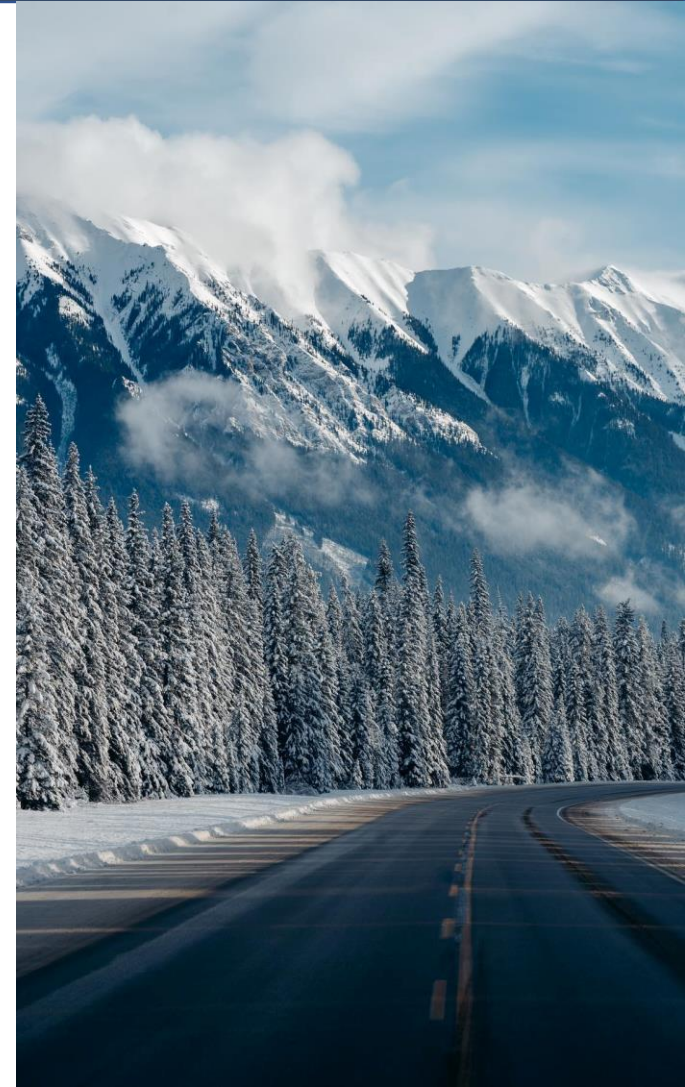
RESEARCH OVERVIEW

- 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

Thompson Okanagan

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

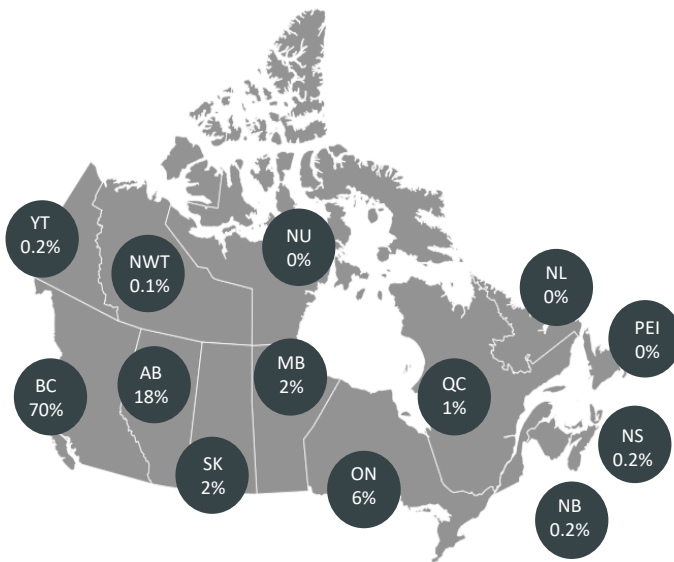
Overview

During Q1 2019 the Thompson Okanagan saw an average of **588,300** Domestic Visitors. During Q1 2020 the region saw **672,400** Domestic Visitors, in Q1 2021 **444,100** Domestic Visitors and in Q1 2022 **708,800** Domestic Visitors. An **increase** of **20%** compared to 2019, an **increase** of **5%** compared to 2020 and an **increase** of **60%** 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 Thompson Okanagan resident visitors depending on point of origin and point of destination

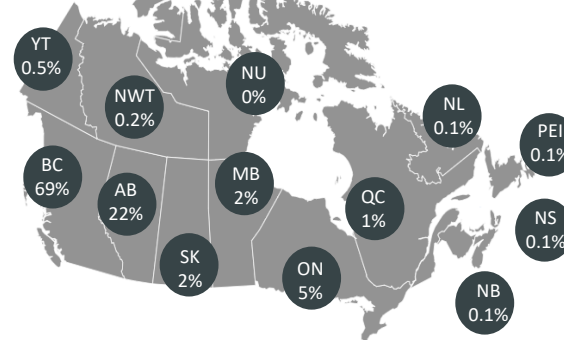
Q1 2019 Domestic Visitation

2019 Q1 Canadian Visitors
588,300



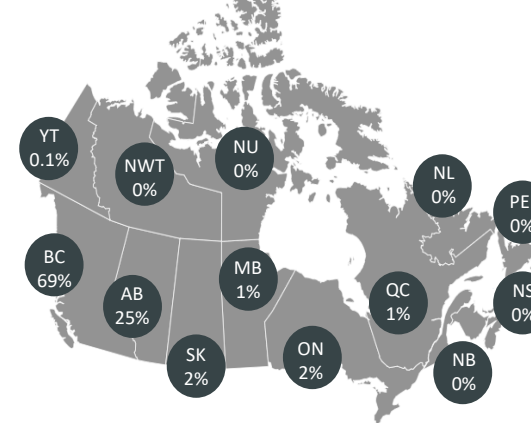
Q1 2020 Domestic Visitation

2020 Q1 Canadian Visitors
672,400



Q1 2021 Domestic Visitation

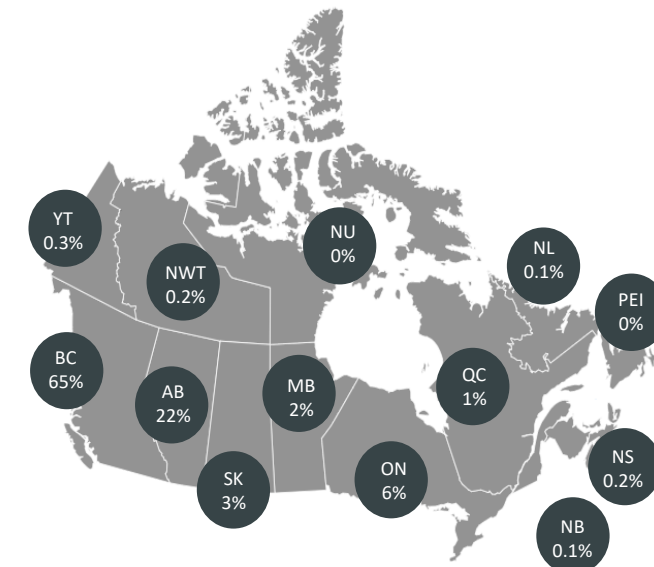
2021 Q1 Canadian Visitors
444,100



Q1 2022 Domestic Visitation

2022 Q1 Canadian Visitors
708,800

Increase of **20%** 2022 compared to 2019
 Increase of **5%** 2022 compared to 2020
 Increase of **60%** 2022 compared to 2021



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

Thompson Okanagan

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

Overview

During Q2 2019 the Thompson Okanagan saw an average of **957,100** Domestic Visitors.

During Q2 2020 the region saw **715,600** Domestic Visitors, in Q2 2021 **807,800**

Domestic Visitors and in Q2 2022 **1,300,700** Domestic Visitors. An **increase** of **36%**

compared to 2019, an **increase** of **82%** compared to 2020 and an **increase** of **61%**

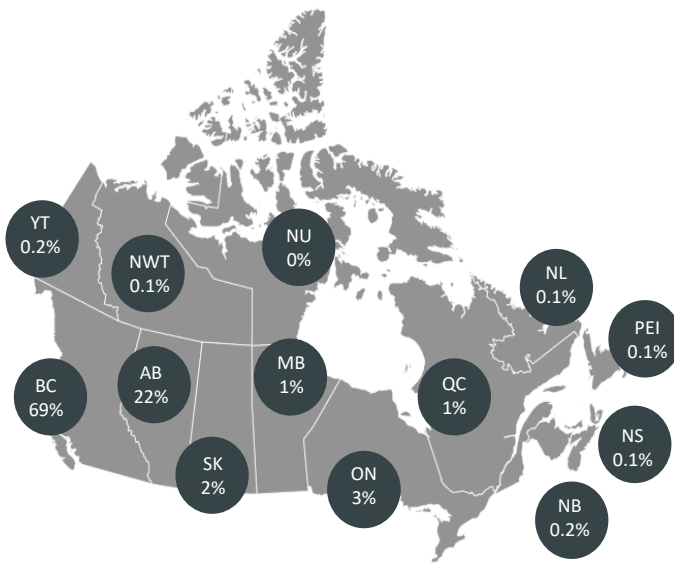
compared to 2021.

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 Thompson Okanagan resident visitors depending on point of origin and point of destination

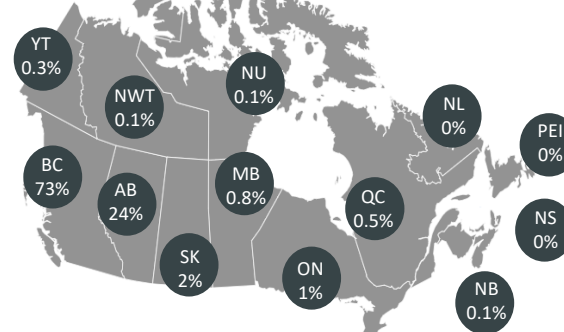
Q2 2019 Domestic Visitation

2019 Q2 Canadian Visitors
957,100



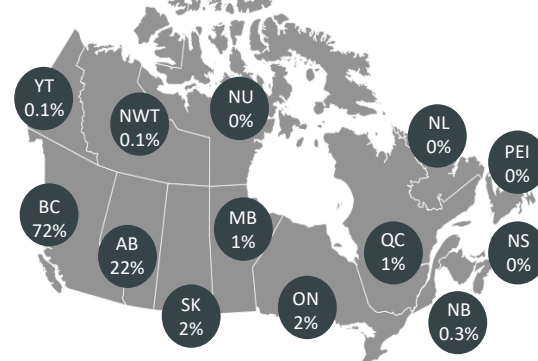
Q2 2020 Domestic Visitation

2020 Q2 Canadian Visitors
715,600



Q2 2021 Domestic Visitation

2021 Q2 Canadian Visitors
807,800



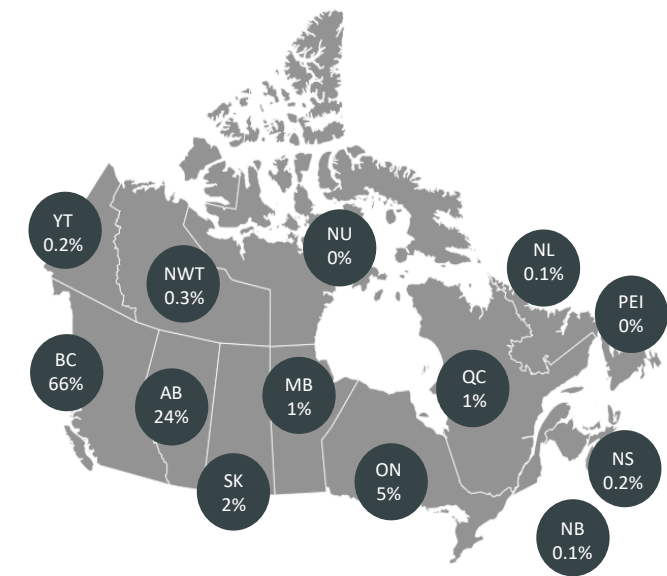
Q2 2022 Domestic Visitation

2022 Q2 Canadian Visitors
1,300,700

Increase of **36%**
 2022 compared to 2019

Increase of **82%**
 2022 compared to 2020

Increase of **61%**
 2022 compared to 2021



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

Thompson Okanagan

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

Overview

During Q3 2019 the Thompson Okanagan saw an average of **1,437,800** Domestic Visitors.

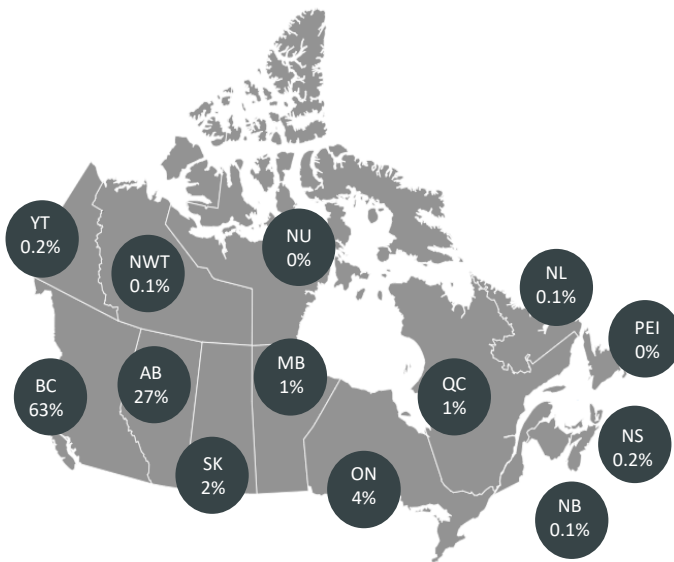
During Q3 2020 the region saw **2,015,900** Domestic Visitors, in Q3 2021 **1,934,800** Domestic Visitors and in Q3 2022 **2,124,700** Domestic Visitors. An **increase of 48%** compared to 2019, an **increase of 5%** compared to 2020 and an **increase of 10%** compared to 2021.

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 Thompson Okanagan resident visitors depending on point of origin and point of destination

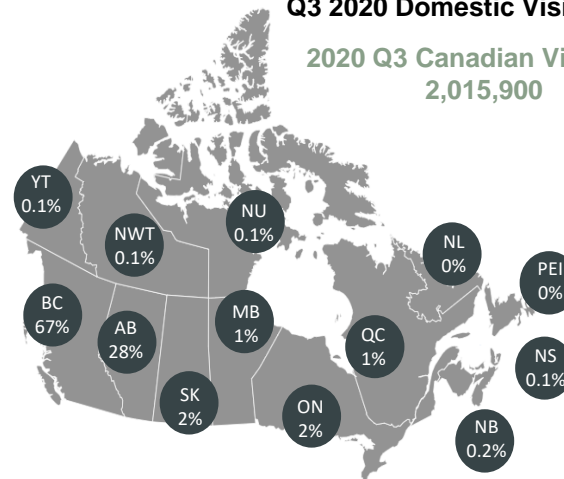
Q3 2019 Domestic Visitation

2019 Q3 Canadian Visitors
 1,437,800



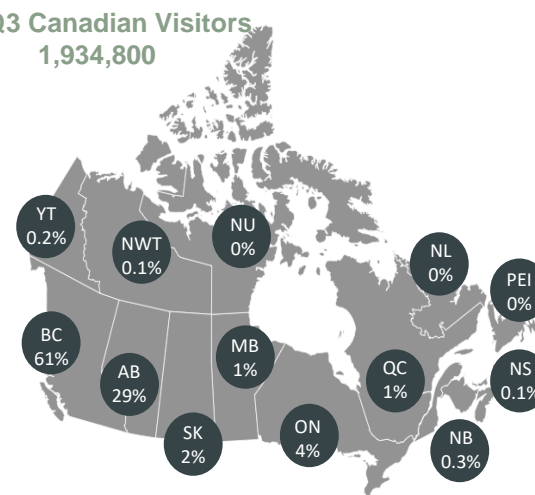
Q3 2020 Domestic Visitation

2020 Q3 Canadian Visitors
 2,015,900



Q3 2021 Domestic Visitation

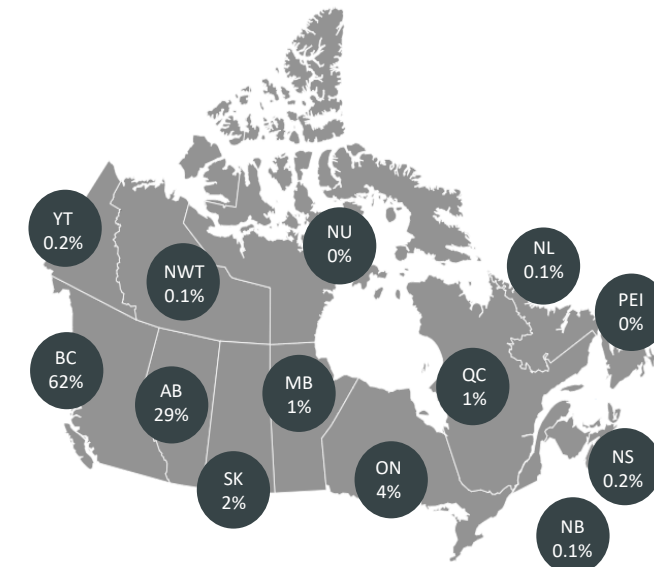
2021 Q3 Canadian Visitors
 1,934,800



Q3 2022 Domestic Visitation

2022 Q3 Canadian Visitors
 2,124,700

Increase of **48%** 2022 compared to 2019
 Increase of **5%** 2022 compared to 2020
 Increase of **10%** 2022 compared to 2021



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

Thompson Okanagan

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

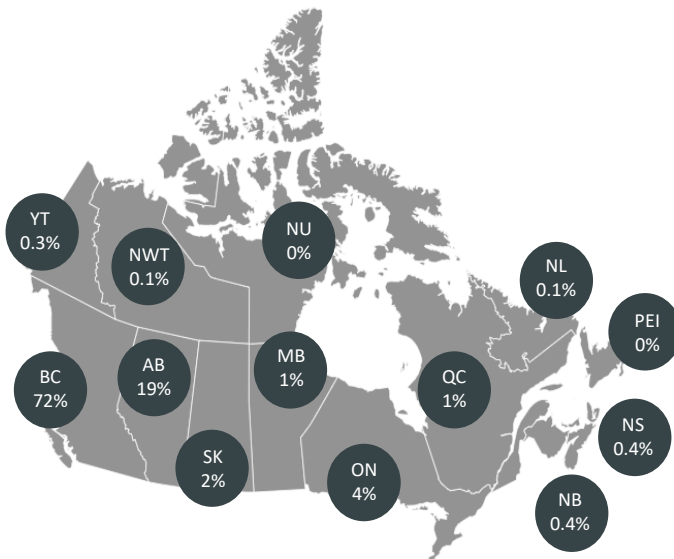
Overview

During Q4 2019 Thompson Okanagan saw an average of **579,600** Domestic Visitors. During Q4 2020 the province saw **553,100** Domestic Visitors, in Q4 2021 **665,400** Domestic Visitors and in Q4 2022 **849,100** Domestic Visitors. An **increase** of **47%** compared to 2019, an **increase** of **54%** compared to 2020, and an **increase** of **28%** 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

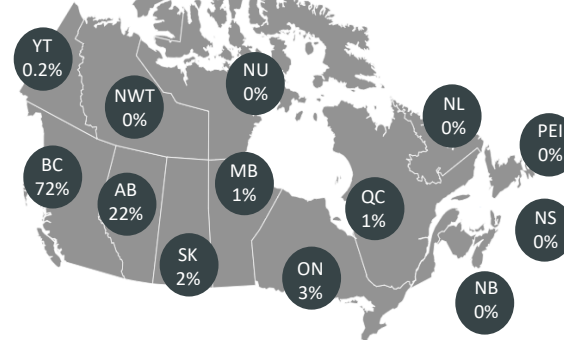
Q4 2019 Domestic Visitation

2019 Q4 Canadian Visitors
579,600



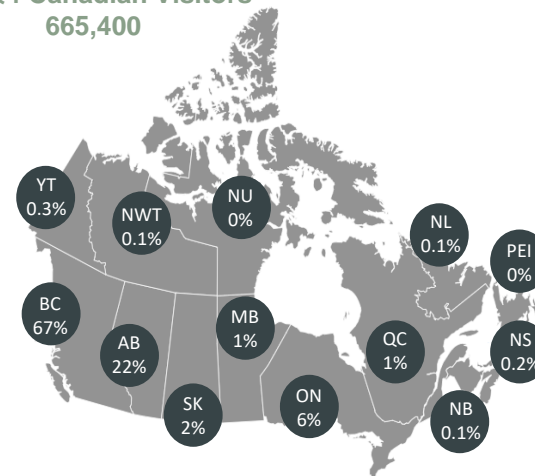
Q4 2020 Domestic Visitation

2020 Q4 Canadian Visitors
553,100



Q4 2021 Domestic Visitation

2021 Q4 Canadian Visitors
665,400



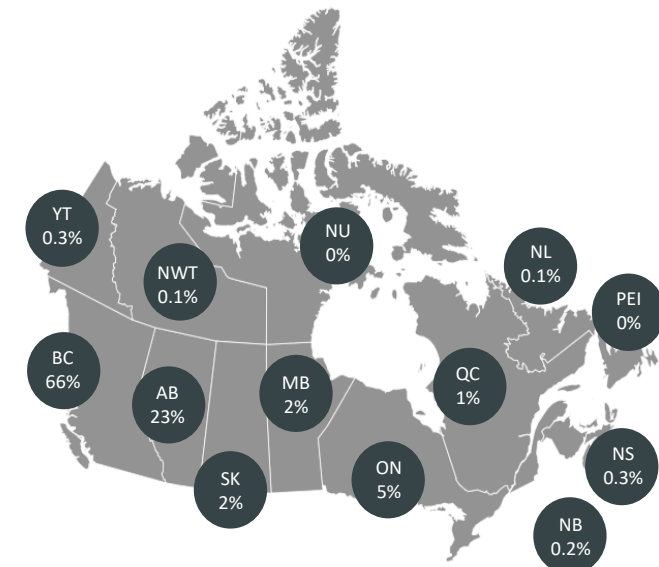
Q4 2022 Domestic Visitation

2022 Q4 Canadian Visitors
849,100

Increase of **47%**
 2022 compared to 2019

Increase of **54%**
 2022 compared to 2020

Increase of **28%**
 2022 compared to 2021



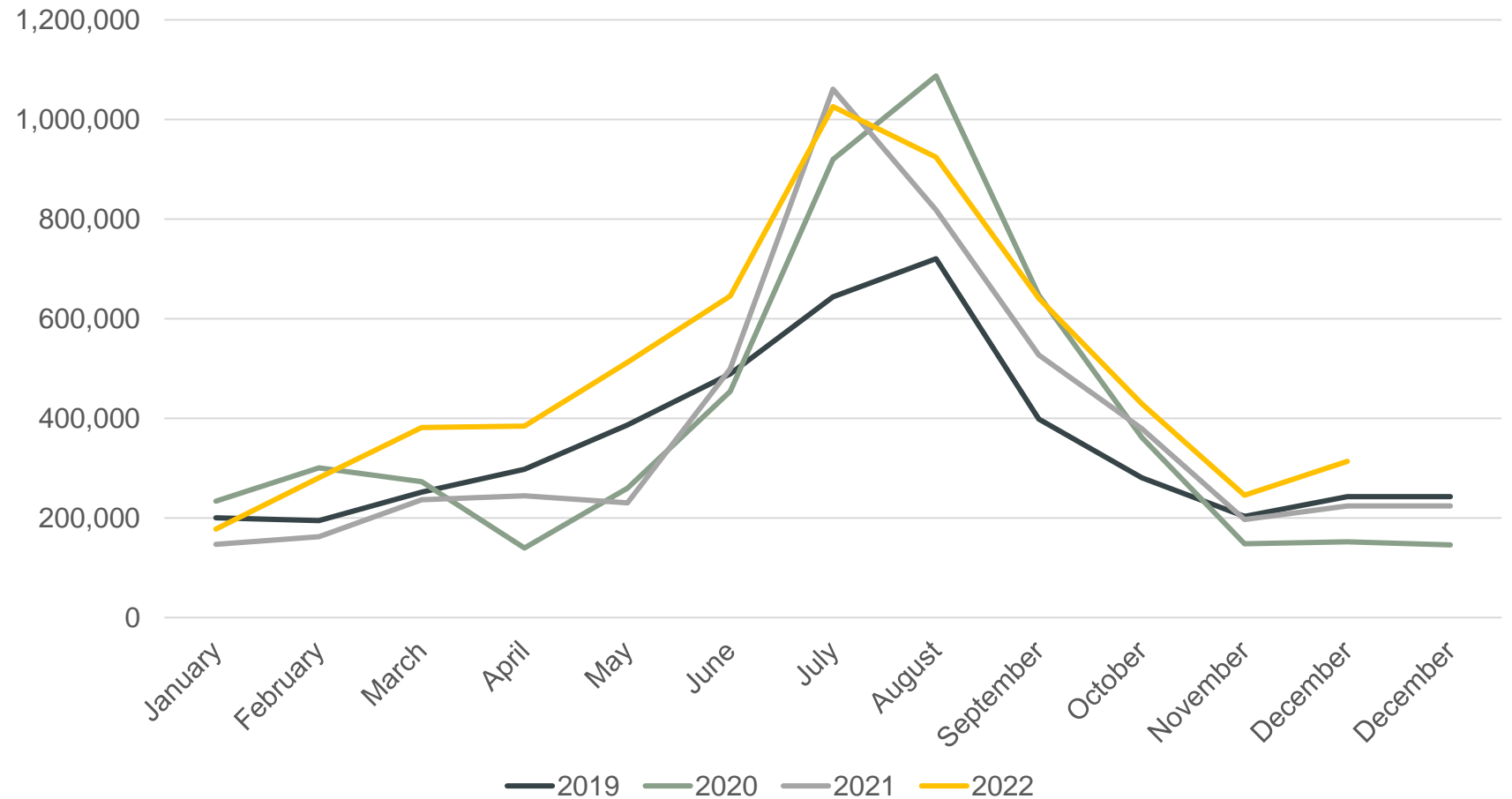
British Columbian Visitation

CANADIAN VISITORS TRAVELLING TO THE THOMPSON OKANAGAN BY MONTH

2022 Visitor Highlights

TOTAL
bcrts

- September 2022 saw a **61%** increase compared to 2019, a **1%** decrease compared to 2020 and a **22%** increase compared to 2021
- October 2022 saw a **53%** increase compared to 2019, a **19%** increase compared to 2020 and a **13%** increase compared to 2021
- November 2022 saw a **21%** increase compared to 2019, a **65%** increase compared to 2020 and a **25%** increase compared to 2021
- December 2022 saw a **29%** increase compared to 2019, a **106%** 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 Columbia Insights

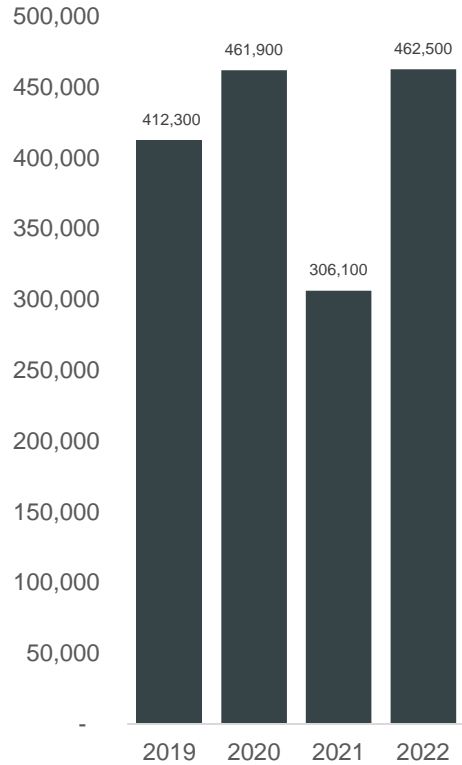
Thompson Okanagan Visitation

BC RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

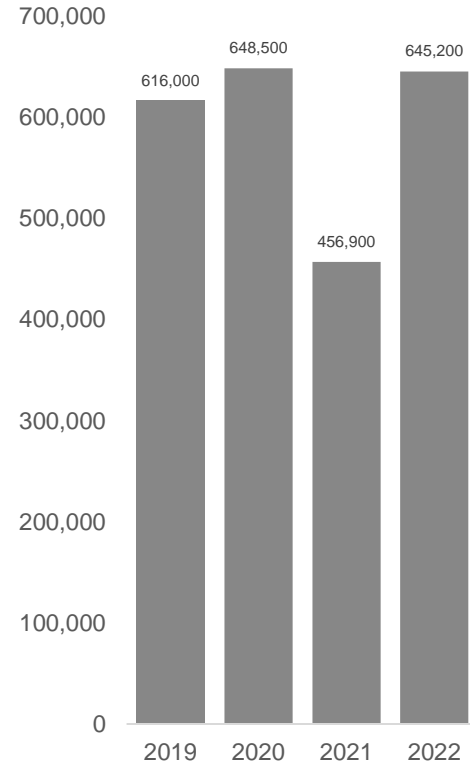
2022 Visitor
Highlights

TOTA
bcrts

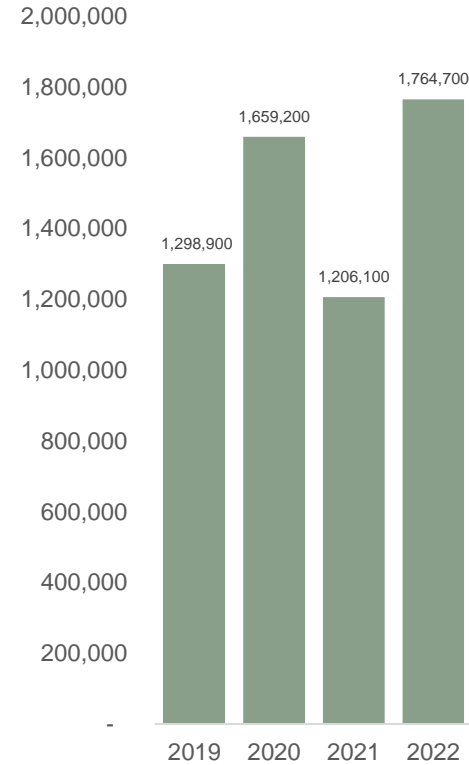
Number of Visitors to the Thompson Okanagan from BC in Q1



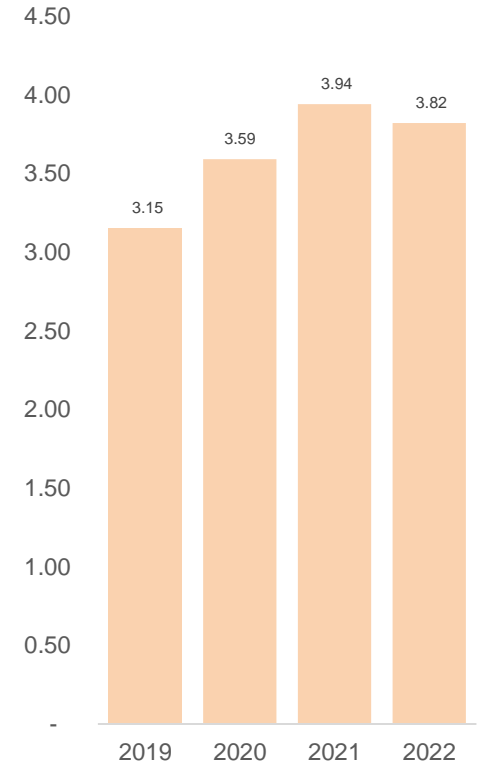
Number of Trips to the Thompson Okanagan from BC in Q1



Number of Nights Stayed in the Thompson Okanagan from BC in Q1



Length of Stay in the Thompson Okanagan from BC in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

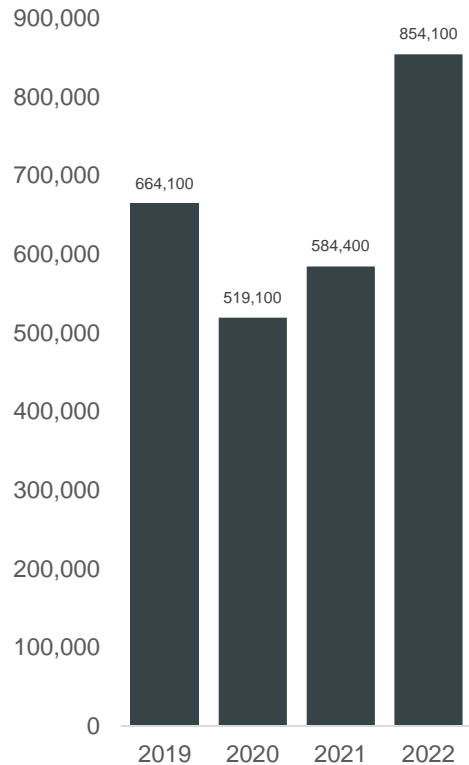
Thompson Okanagan Visitation

BC RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

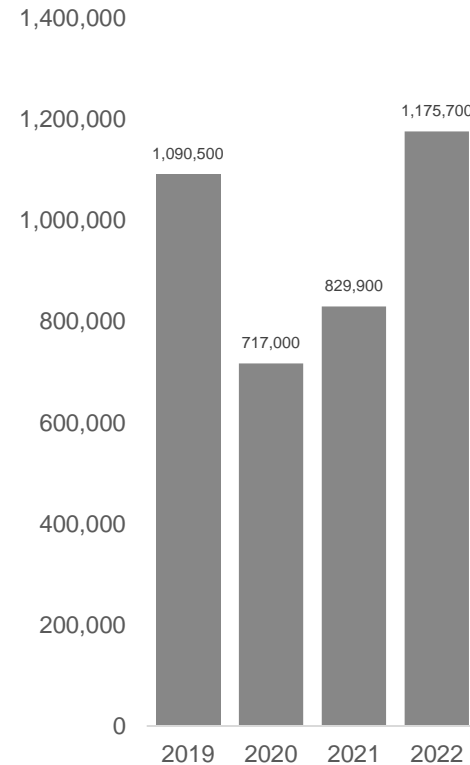
2022 Visitor
Highlights

TOTA
bcrts

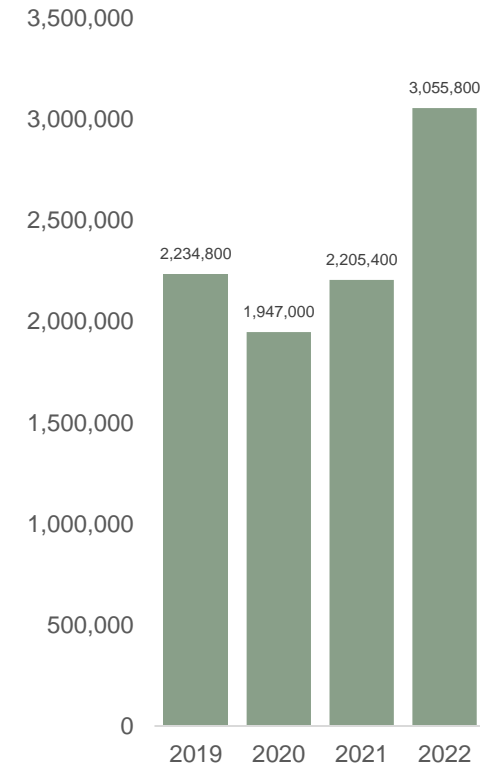
Number of Visitors to the Thompson Okanagan from BC in Q2



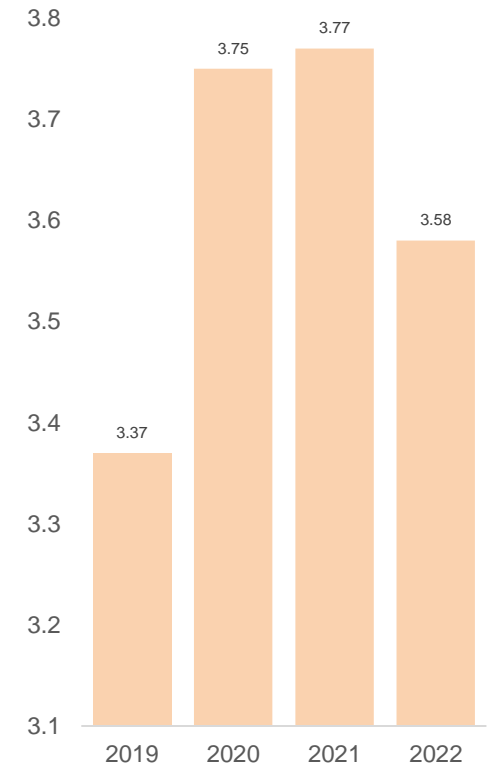
Number of Trips to the Thompson Okanagan from BC in Q2



Number of Nights Stayed in the Thompson Okanagan from BC in Q2



Length of Stay in the Thompson Okanagan from BC in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

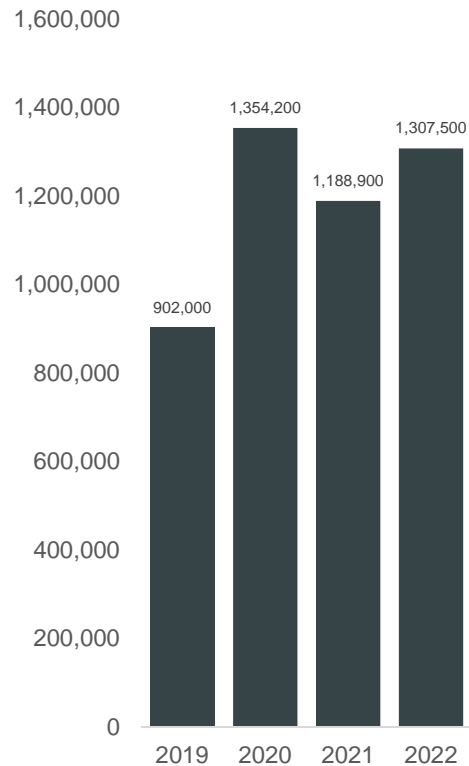
Thompson Okanagan Visitation

BC RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

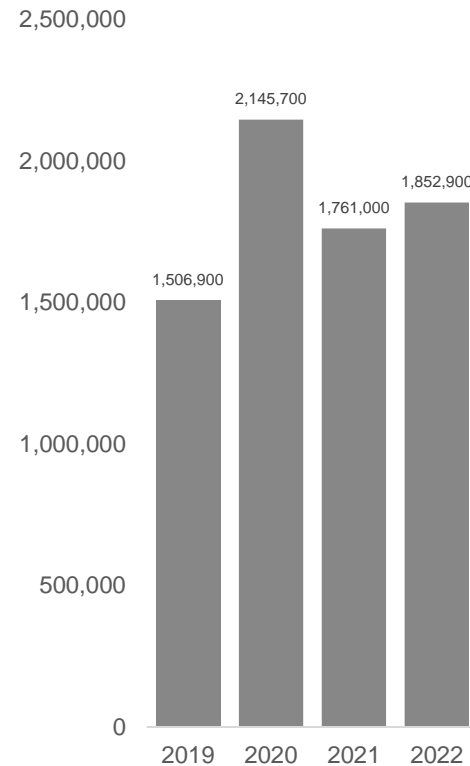
2022 Visitor
Highlights

TOTAL
bcrts

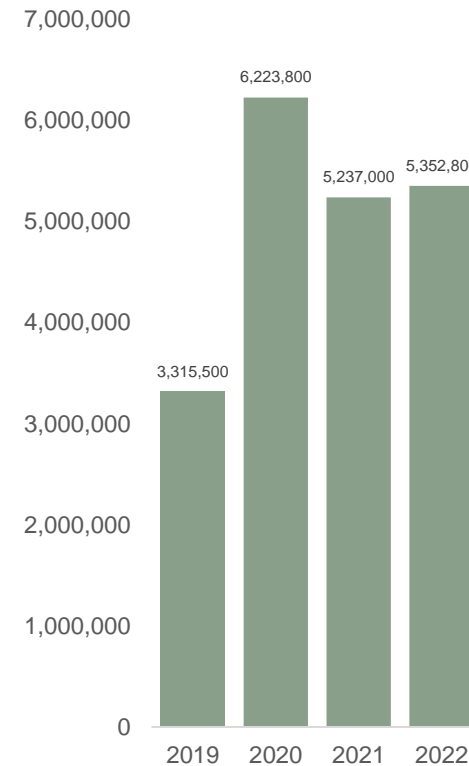
Number of Visitors to the Thompson Okanagan from BC in Q3



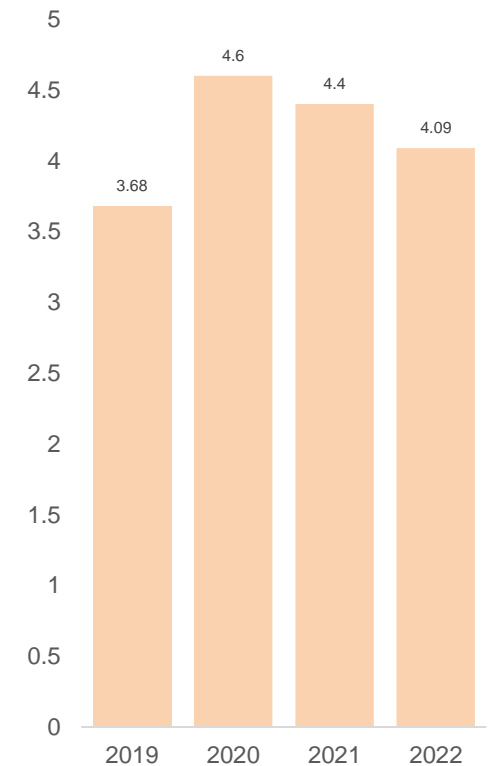
Number of Trips to the Thompson Okanagan from BC in Q3



Number of Nights Stayed in the Thompson Okanagan from BC in Q3



Length of Stay in the Thompson Okanagan from BC in Q3



Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

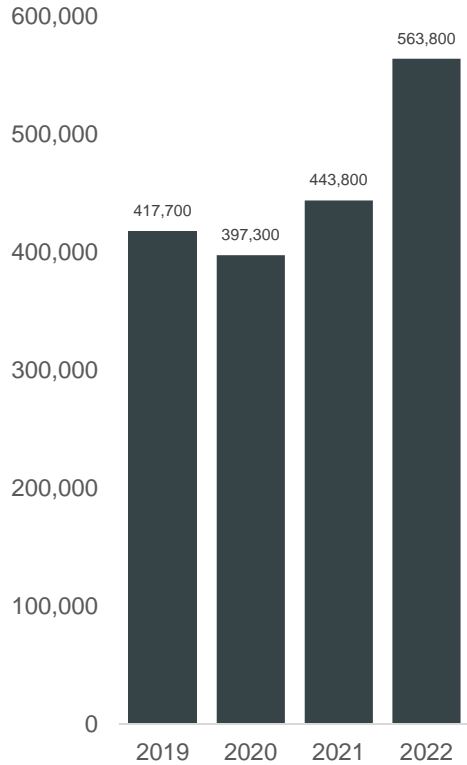
Thompson Okanagan Visitation

BC RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

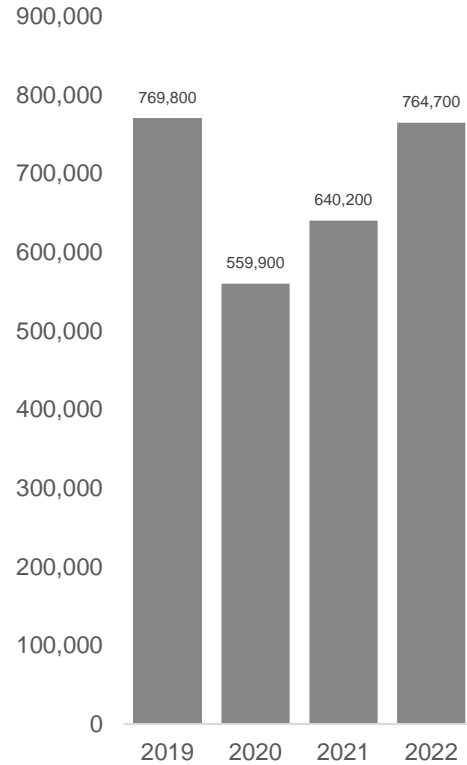
2022 Visitor
Highlights

TOTAL
bcrts

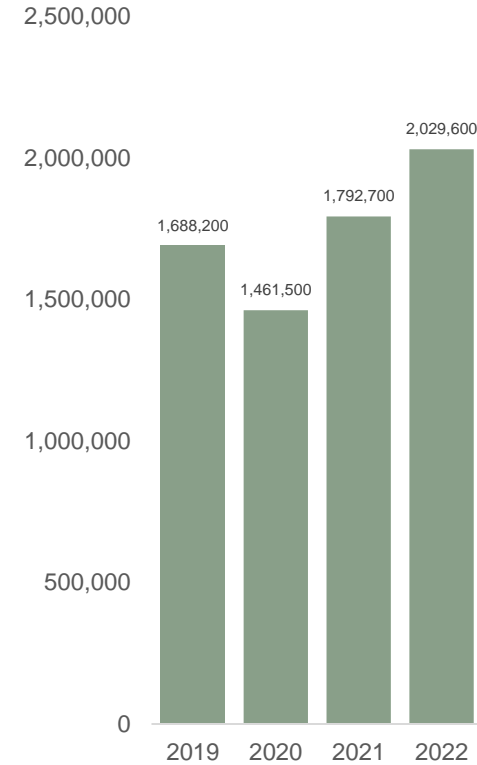
Number of Visitors to the Thompson Okanagan from BC in Q4



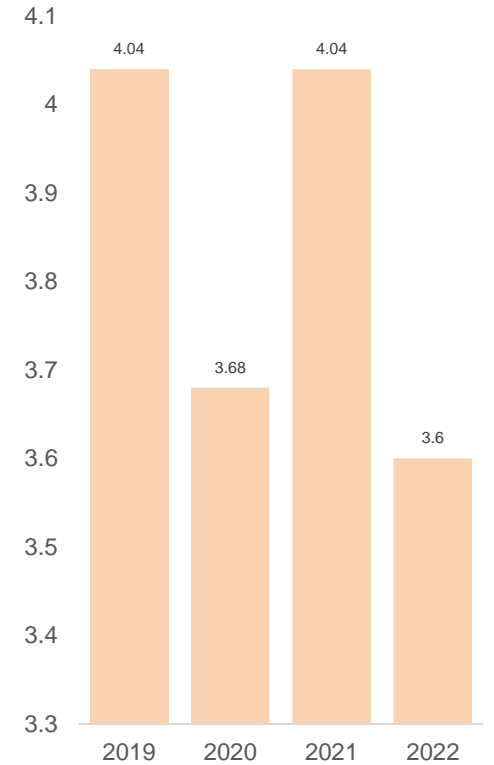
Number of Trips to the Thompson Okanagan from BC in Q4



Number of Nights Stayed in the Thompson Okanagan from BC in Q4



Length of Stay in the Thompson Okanagan from BC in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q1

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Vancouver	35,700
Surrey	27,700
Kamloops	25,800
Kelowna	18,700
Abbotsford	13,400
Burnaby	11,600
Langley	10,600
Richmond	10,500
Chilliwack	9,700
Prince George	8,900

City	2020 Visitor Count
Vancouver	47,300
Surrey	40,700
Kamloops	23,800
Kelowna	18,600
Abbotsford	17,000
Burnaby	15,700
Richmond	13,800
Langley	12,400
Coquitlam	11,700
Chilliwack	10,200

City	2021 Visitor Count
Vancouver	29,000
Surrey	26,800
Kamloops	14,200
Abbotsford	13,900
Kelowna	13,800
Burnaby	9,600
Langley	8,700
Richmond	8,500
Chilliwack	8,300
Coquitlam	7,200

City	2022 Visitor Count
Vancouver	47,700
Surrey	41,500
Kamloops	20,900
Kelowna	19,500
Abbotsford	17,400
Burnaby	16,500
Richmond	14,000
Langley	12,600
Coquitlam	11,400
Prince George	11,100

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q2

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Vancouver	66,500
Surrey	59,800
Kamloops	31,100
Kelowna	28,700
Abbotsford	27,900
Burnaby	23,200
Langley	21,000
Richmond	20,300
Coquitlam	16,900
Chilliwack	16,800
Vancouver	66,493

City	2020 Visitor Count
Vancouver	60,900
Surrey	55,000
Kelowna	25,600
Abbotsford	23,500
Kamloops	23,300
Burnaby	20,500
Richmond	17,600
Langley	17,500
Coquitlam	15,300
Chilliwack	14,700

City	2021 Visitor Count
Vancouver	57,900
Surrey	53,000
Kelowna	36,200
Kamloops	32,000
Abbotsford	22,900
Burnaby	19,500
Richmond	16,900
Langley	16,600
Chilliwack	14,400
Coquitlam	14,300

City	2022 Visitor Count
Vancouver	95,800
Surrey	86,400
Kelowna	34,800
Burnaby	34,100
Abbotsford	33,400
Kamloops	32,500
Richmond	29,800
Langley	26,900
Coquitlam	24,200
Chilliwack	21,100

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q3

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Vancouver	100,500
Surrey	87,100
Abbotsford	39,600
Kelowna	36,200
Burnaby	35,500
Kamloops	34,900
Langley	31,400
Richmond	31,000
Coquitlam	26,300
Chilliwack	23,600

City	2020 Visitor Count
Vancouver	100,500
Surrey	87,100
Burnaby	39,600
Kelowna	36,200
Abbotsford	35,500
Richmond	34,900
Kamloops	31,400
Langley	31,000
Coquitlam	26,300
Chilliwack	23,600

City	2021 Visitor Count
Vancouver	118,100
Surrey	104,400
Burnaby	43,600
Kelowna	39,800
Abbotsford	36,500
Kamloops	35,900
Richmond	34,300
Langley	33,300
Coquitlam	30,700
Chilliwack	28,100

City	2022 Visitor Count
Vancouver	141,800
Surrey	129,000
Burnaby	50,700
Richmond	49,400
Abbotsford	47,000
Kelowna	46,100
Langley	45,200
Coquitlam	41,000
Kamloops	37,100
Delta	29,500

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q4

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Vancouver	32,900
Surrey	29,600
Kamloops	22,600
Kelowna	20,700
Abbotsford	16,200
Burnaby	11,300
Langley	11,100
Chilliwack	10,800
Richmond	10,700
Coquitlam	8,600

City	2020 Visitor Count
Vancouver	41,100
Surrey	36,500
Abbotsford	18,000
Kamloops	18,000
Kelowna	17,600
Burnaby	13,600
Richmond	11,800
Langley	11,500
Chilliwack	10,900
Coquitlam	10,000

City	2021 Visitor Count
Vancouver	40,700
Surrey	36,400
Kamloops	21,800
Kelowna	21,000
Abbotsford	16,700
Burnaby	13,500
Richmond	11,700
Langley	11,100
Prince George	10,300
Chilliwack	10,000

City	2022 Visitor Count
Vancouver	57,700
Surrey	53,500
Kamloops	23,800
Kelowna	23,100
Abbotsford	21,000
Burnaby	20,300
Richmond	17,300
Langley	15,800
Coquitlam	14,500
Chilliwack	12,600

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

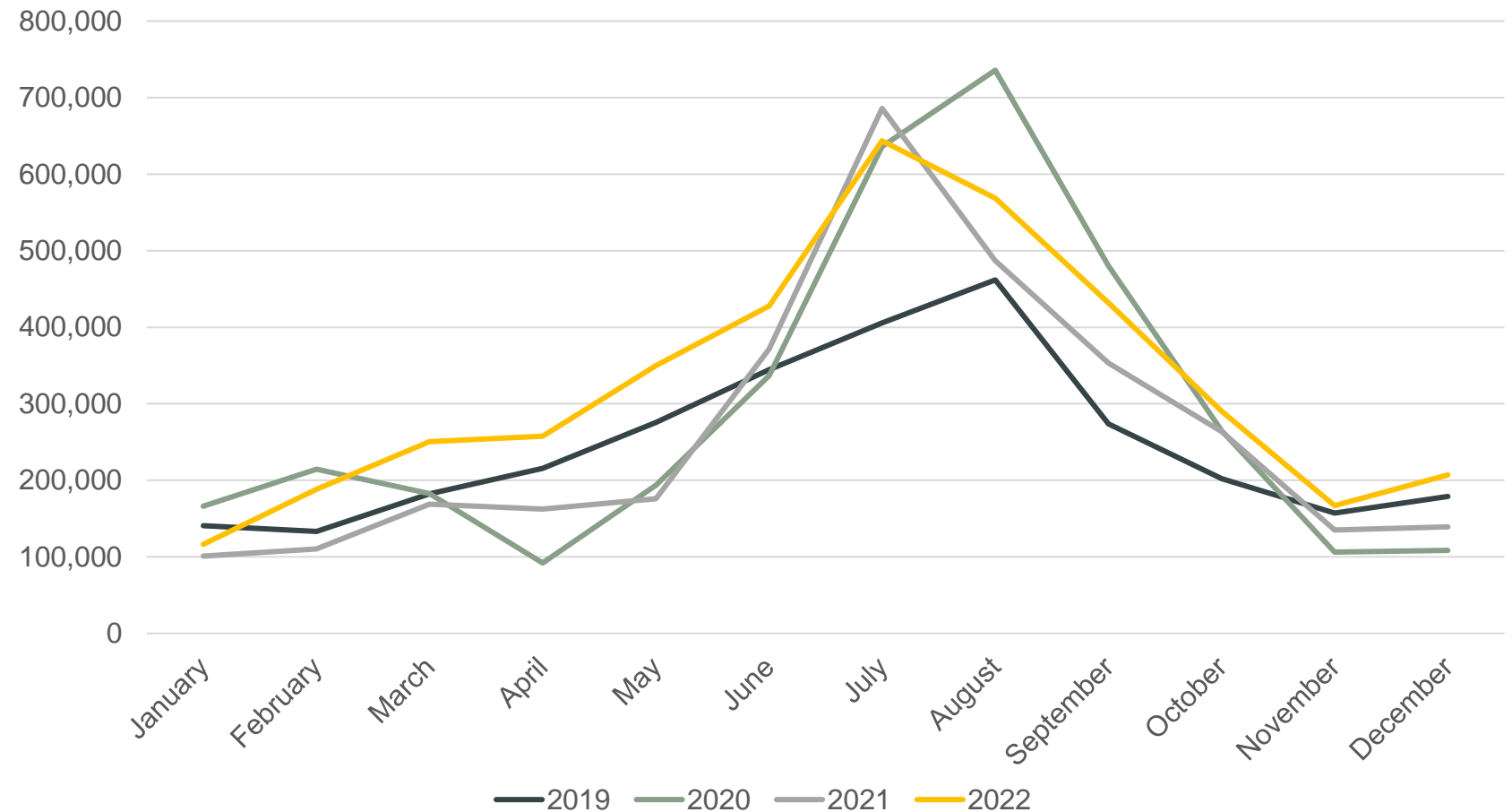
British Columbian Visitation

BC VISITORS TRAVELLING TO THE THOMPSON OKANAGAN BY MONTH

2022 Visitor Highlights

TOTAL
bcrts

- September 2022 saw a **58%** increase compared to 2019, a **10%** decrease compared to 2020 and a **22%** increase compared to 2021
- October 2022 saw a **44%** increase compared to 2019, a **10%** increase compared to 2020 and a **10%** increase compared to 2021
- November 2022 saw a **6%** increase compared to 2019, a **57%** increase compared to 2020 and a **24%** increase compared to 2021
- December 2022 saw a **15%** increase compared to 2019, a **91%** increase compared to 2020 and a **49%** 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 THOMPSON OKANAGAN BY MONTH

2022 Visitor
Highlights

TOTA
bcrts

- September 2022 saw a **27%** increase compared to 2019, a **11%** decrease compared to 2020 and a **21%** increase compared to 2021
- October 2022 saw a **13%** increase compared to 2019, a **9%** increase compared to 2020 and a **8%** increase compared to 2021
- November 2022 saw a **16%** decrease compared to 2019, a **57%** increase compared to 2020 and a **24%** increase compared to 2021
- December 2022 saw a **6%** increase compared to 2019, a **82%** 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 THOMPSON OKANAGAN BY MONTH

2022 Visitor Highlights

TOTA
bcrts

- September 2022 saw a **61%** increase compared to 2019, a **13%** decrease compared to 2020 and a **18%** increase compared to 2021
- October 2022 saw a **30%** increase compared to June 2019, a **6%** increase compared to 2020 and a **1%** increase compared to 2021
- November 2022 saw a **5%** increase compared to 2019, a **65%** increase compared to 2020 and a **10%** increase compared to 2021
- December 2022 saw a **22%** increase compared to 2019, a **82%** increase compared to 2020 and a **37%** 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

TOTAL
bcrts

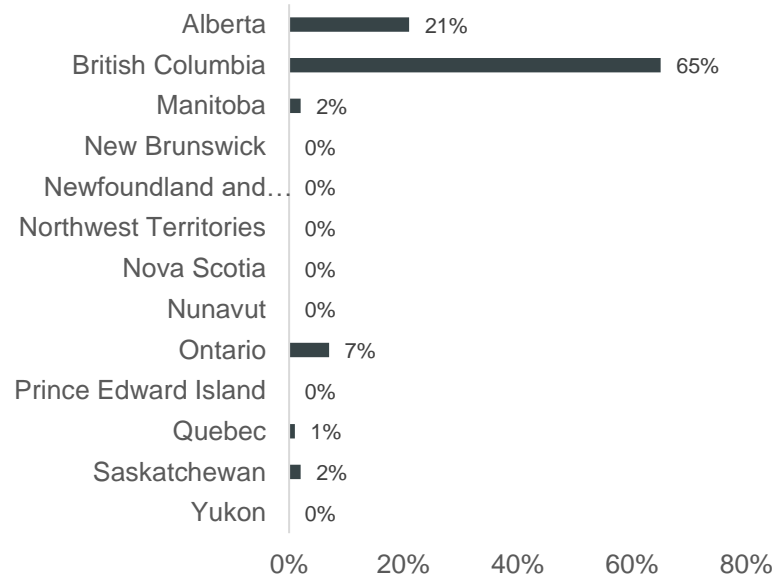
THOMPSON OKANAGAN

Overview

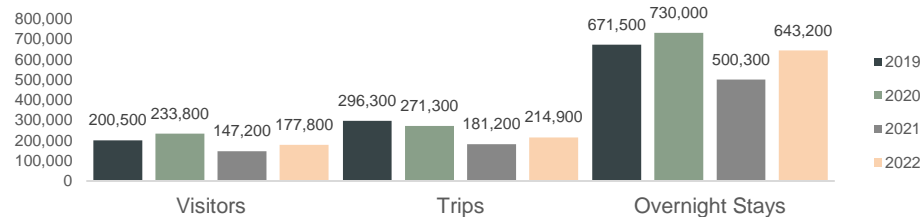
The number of visitors to British Columbia from Canadian travelers decreased by **-11%** when comparing January 2022 to January 2019.

Visitors decreased by **-24%** when compared to January 2020 and increased by **21%** when compared to January 2021.

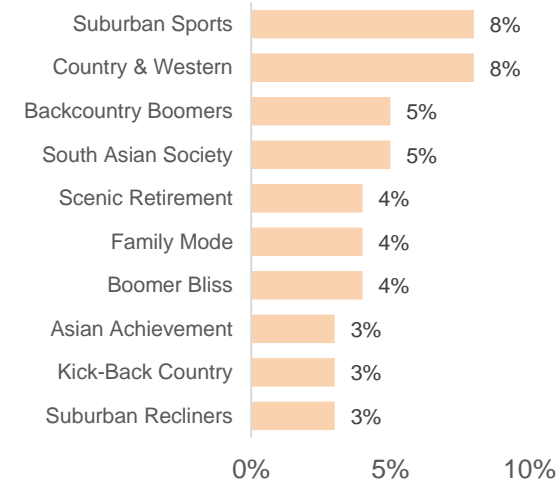
Percentage of Visitors to the Thompson Okanagan by Province January 2022



Canadian Visitors to the Thompson Okanagan January 2019-2022



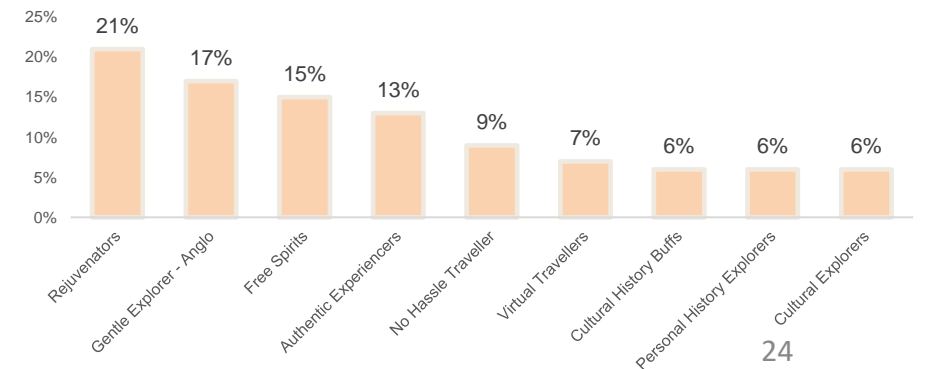
January 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Backcountry Boomers** makes up 54,768 households, or 2.7% 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

TOTAL
bcrts

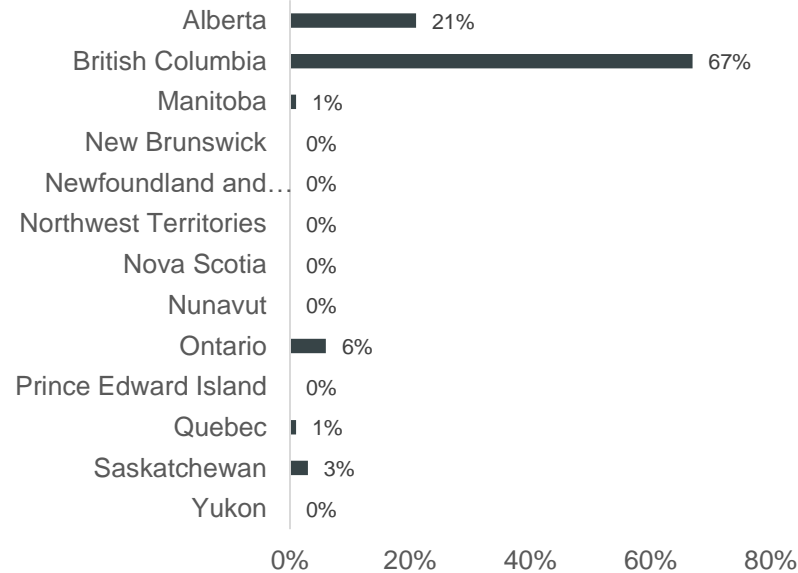
THOMPSON OKANAGAN

Overview

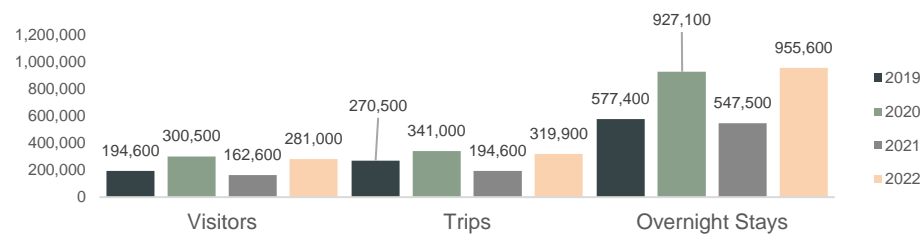
The number of visitors to British Columbia from Canadian travelers increased by **44%** when comparing February 2022 to February 2019.

Visitors decreased by **-7%** when compared to February 2020 and increased by **73%** when compared to February 2021.

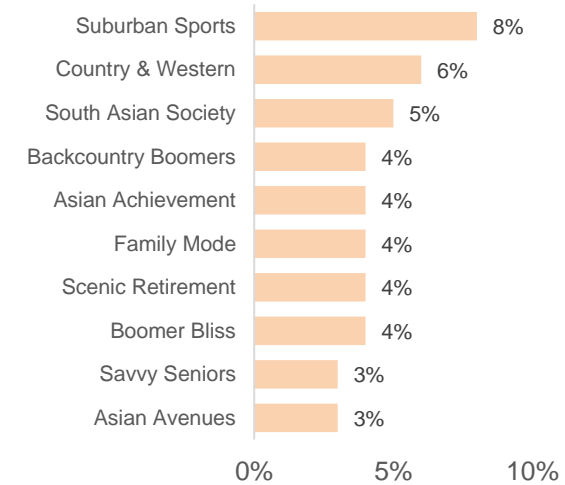
Percentage of Visitors to the Thompson Okanagan by Province February 2022



Canadian Visitors to the Thompson Okanagan February 2019-2022



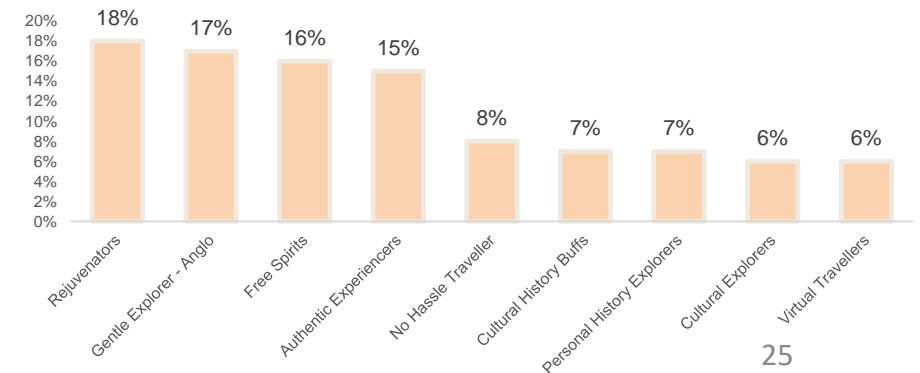
February 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

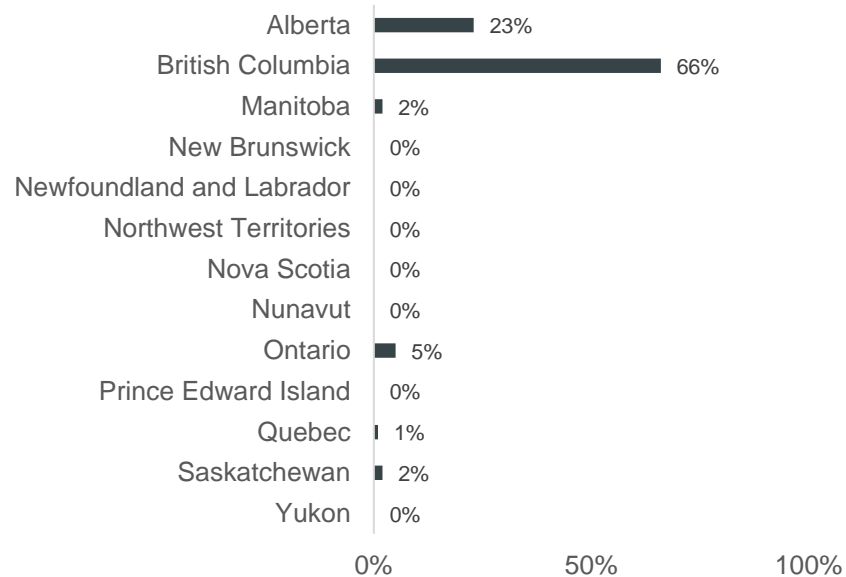
THOMPSON OKANAGAN

Overview

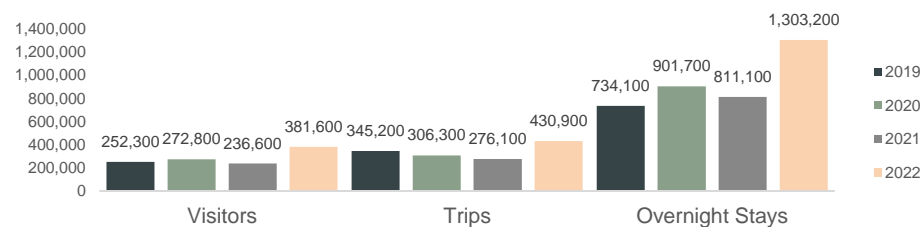
The number of visitors to British Columbia from Canadian travelers increased by **51%** when comparing March 2022 to March 2019.

Visitors increased by **40%** when compared to March 2020 and increased by **61%** when compared to March 2021.

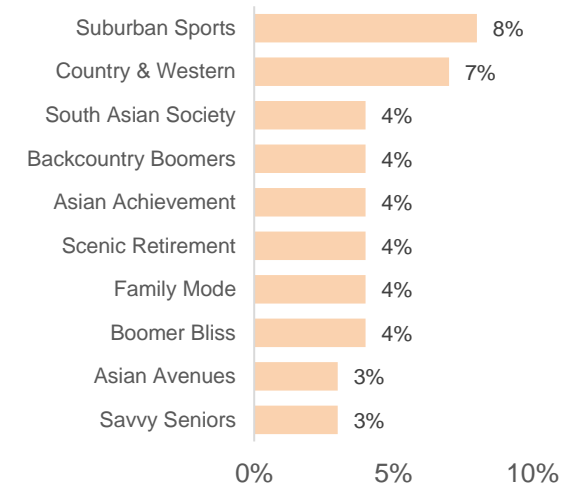
Percentage of Visitors to the Thompson Okanagan by Province March 2022



Canadian Visitors to the Thompson Okanagan March 2019-2022



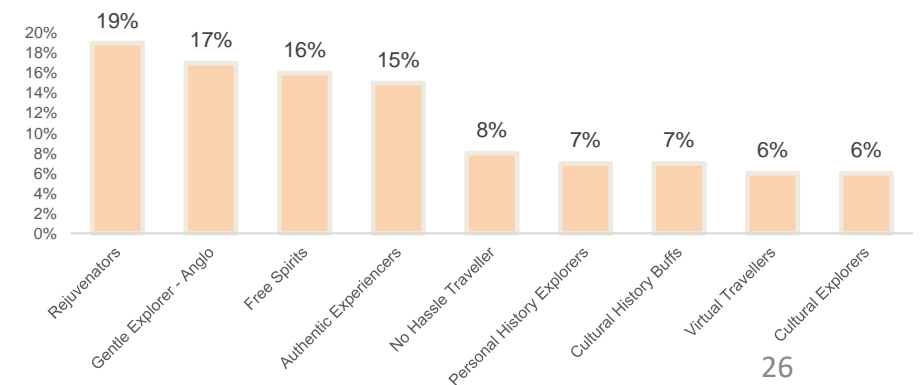
March 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

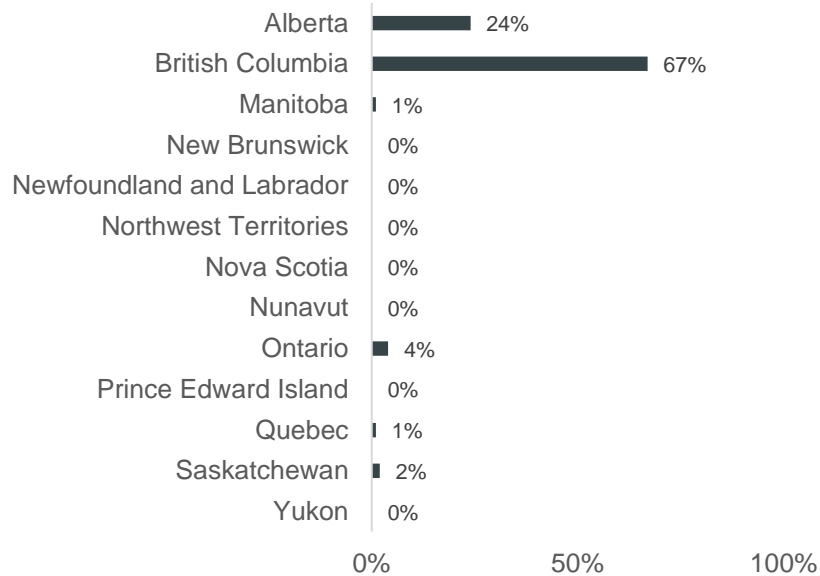
THOMPSON OKANAGAN

Overview

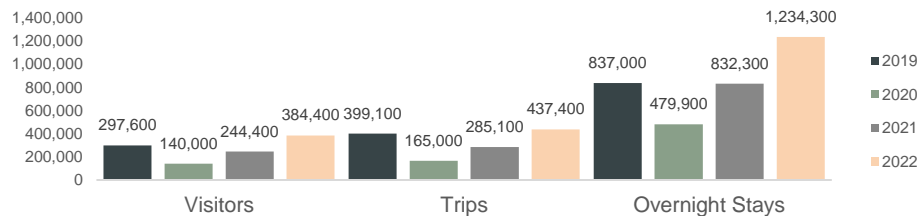
The number of visitors to British Columbia from Canadian travelers increased by **29%** when comparing April 2022 to April 2019.

Visitors increased by **175%** when compared to April 2020 and increased by **57%** when compared to April 2021.

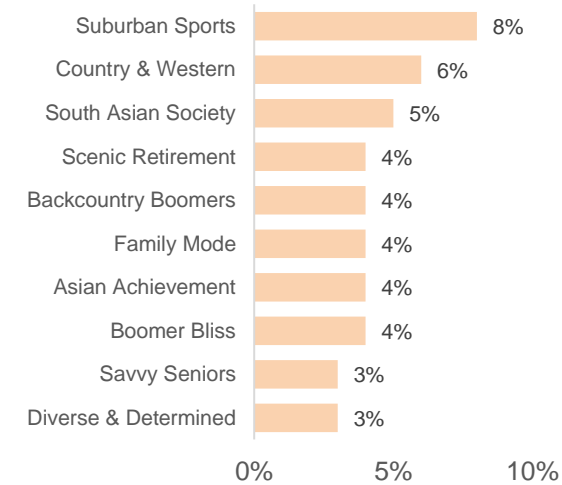
Percentage of Visitors to the Thompson Okanagan by Province April 2022



Canadian Visitors to the Thompson Okanagan April 2019-2022



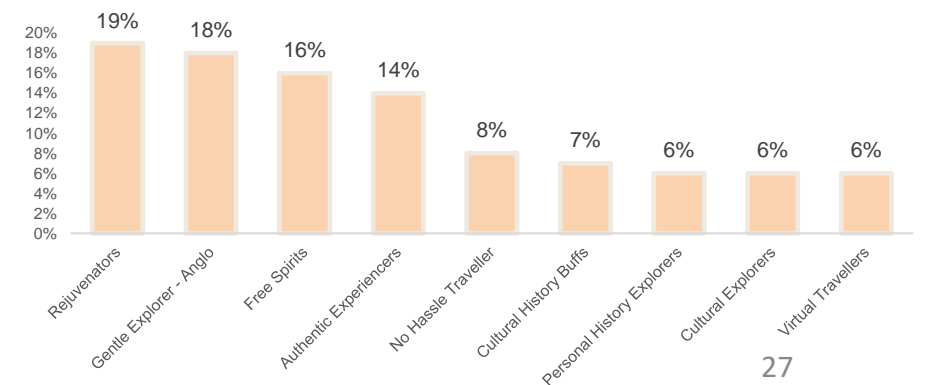
April 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

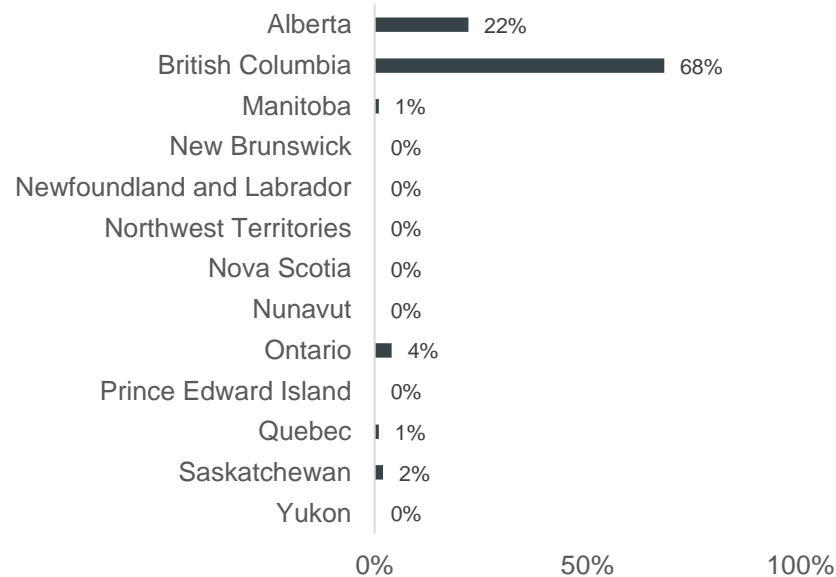
THOMPSON OKANAGAN

Overview

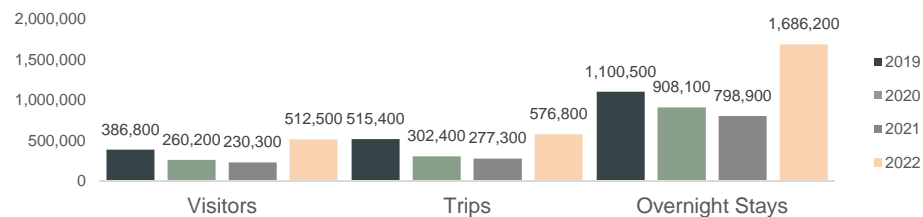
The number of visitors to British Columbia from Canadian travelers increased by **33%** when comparing May 2022 to May 2019.

Visitors increased by **97%** when compared to May 2020 and increased by **123%** when compared to May 2021.

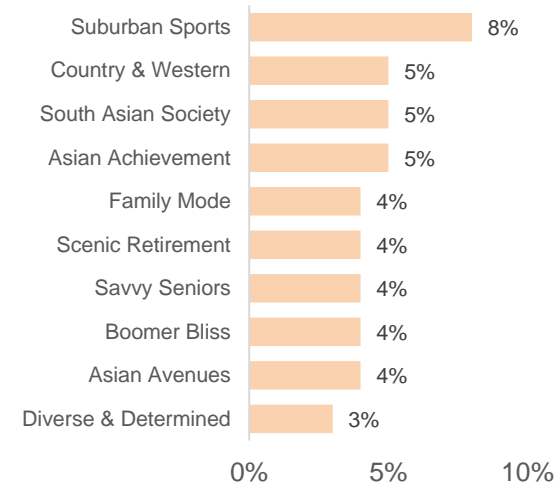
Percentage of Visitors to the Thompson Okanagan by Province May 2022



Canadian Visitors to the Thompson Okanagan May 2019-2022



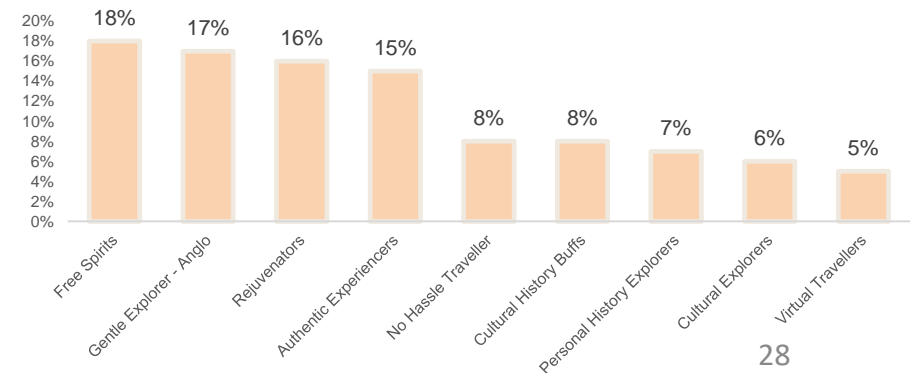
May 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

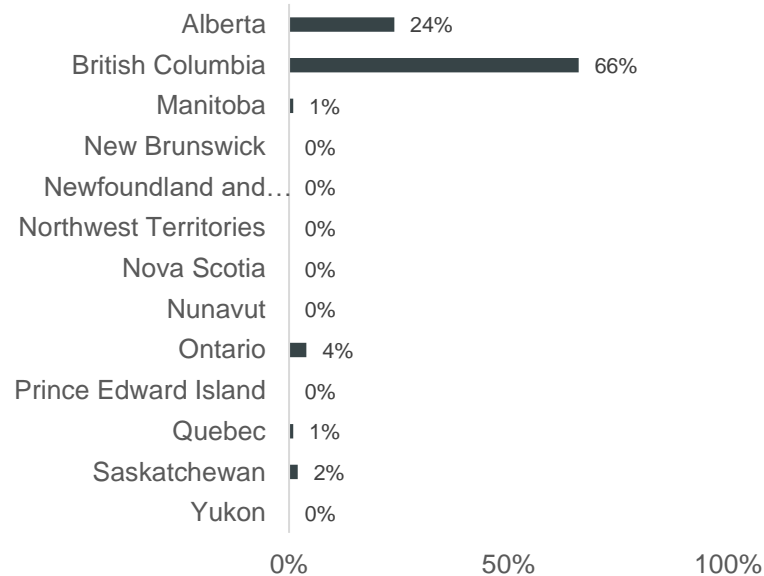
THOMPSON OKANAGAN

Overview

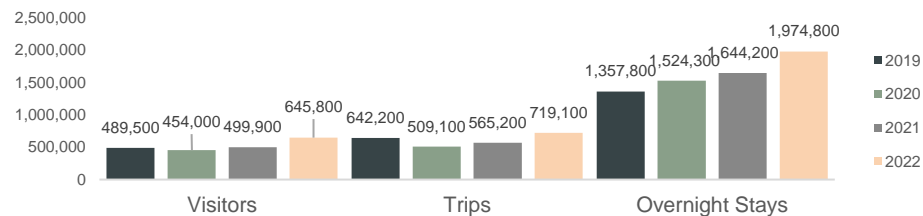
The number of visitors to British Columbia from Canadian travelers increased by **32%** when comparing June 2022 to June 2019.

Visitors increased by **42%** when compared to June 2020 and increased by **29%** when compared to June 2021.

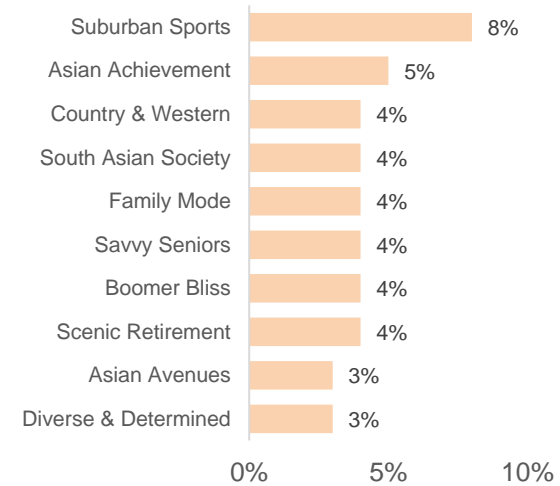
Percentage of Visitors to the Thompson Okanagan by Province June 2022



Canadian Visitors to the Thompson Okanagan June 2019-2022



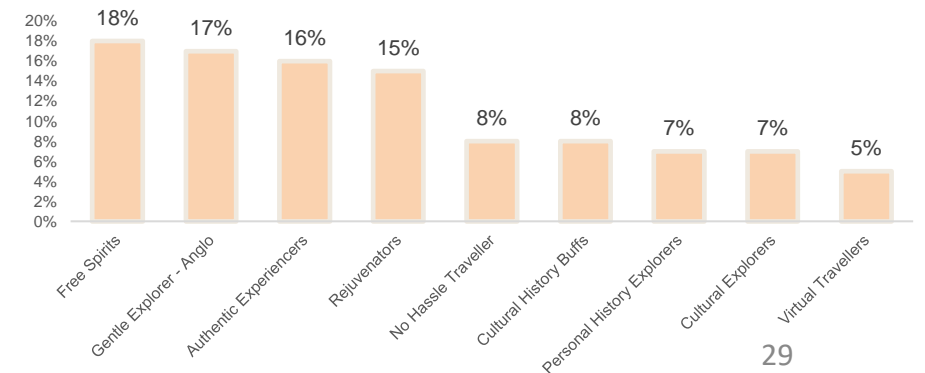
June 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **Asian Achievement** makes up 96,175 households, or 4.7% of the total Households in British Columbia (2,018,734).

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

TOTAL
bcrts

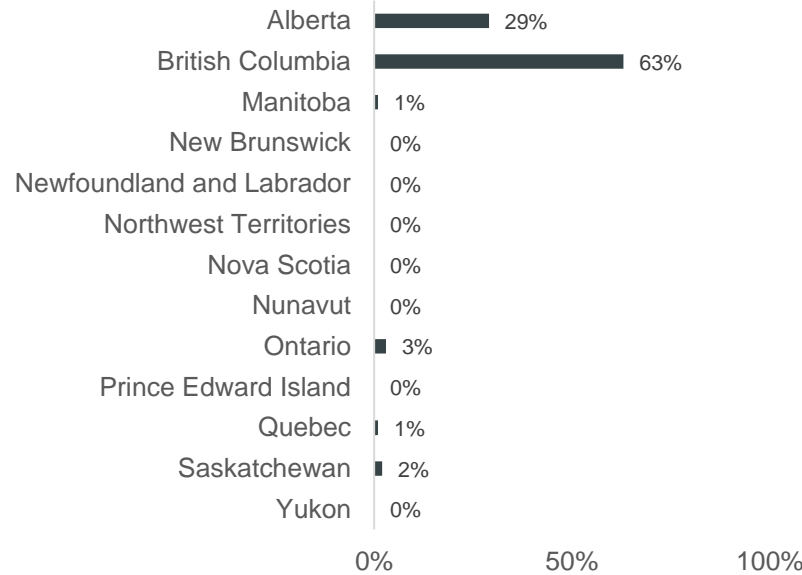
THOMPSON OKANAGAN

Overview

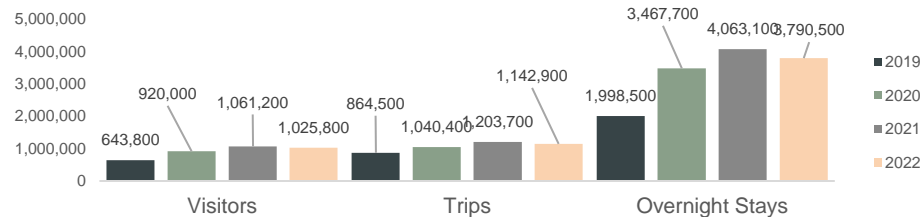
The number of visitors to British Columbia from Canadian travelers increased by **59%** when comparing July 2022 to July 2019.

Visitors increased by **11%** when compared to July 2020 and decreased by **-3%** when compared to July 2021.

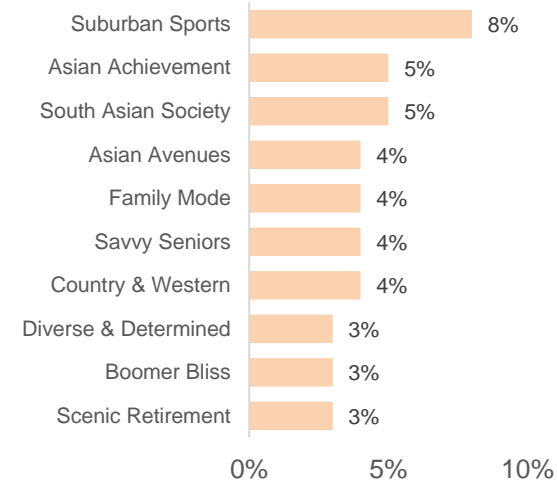
Percentage of Visitors to the Thompson Okanagan by Province July 2022



Canadian Visitors to the Thompson Okanagan July 2019-2022



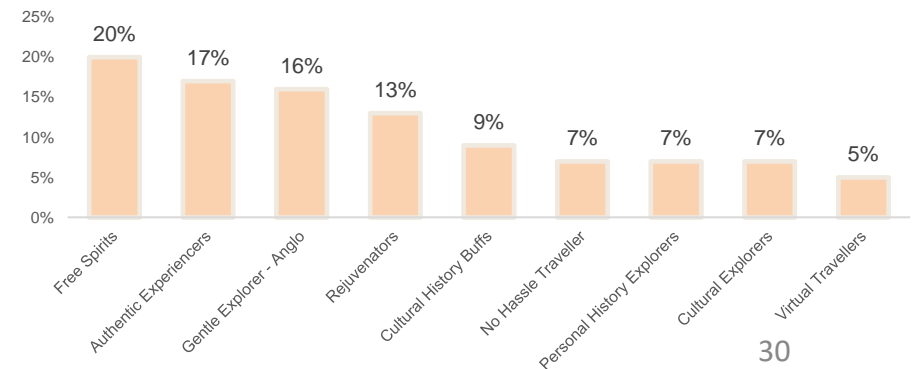
July 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% of the total Households in British Columbia (2,030,007).
- **Asian Achievement** makes up 96,175 households, or 4.7% of the total Households in British Columbia (2,018,734).

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

TOTAL
bcrts

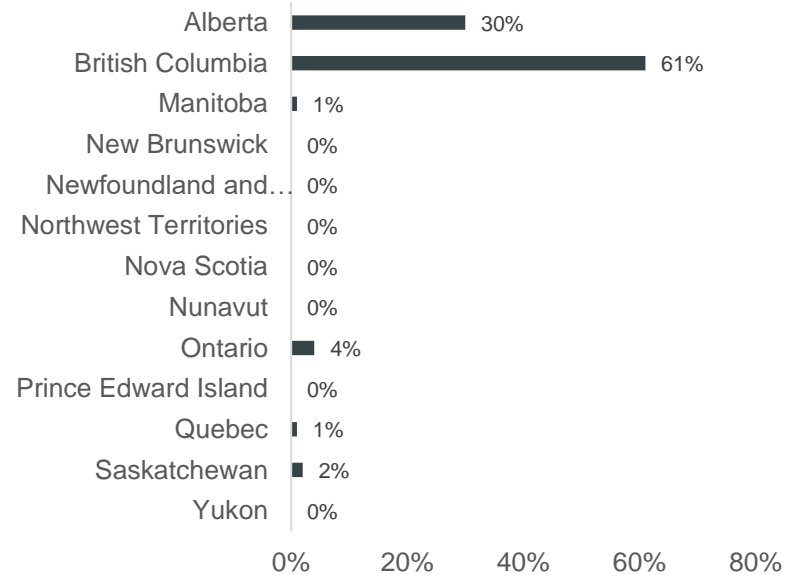
THOMPSON OKANAGAN

Overview

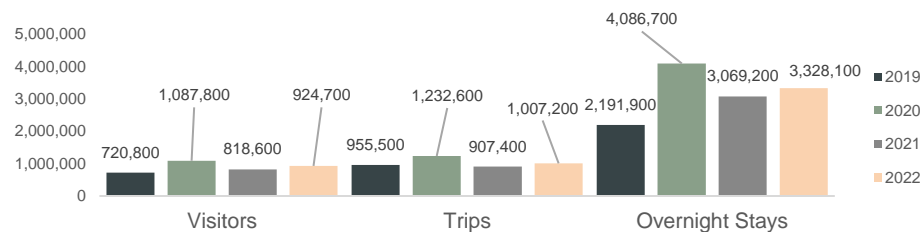
The number of visitors to British Columbia from Canadian travelers increased by **28%** when comparing August 2022 to August 2019.

Visitors increased by **-15%** when compared to August 2020 and increased by **13%** when compared to August 2021.

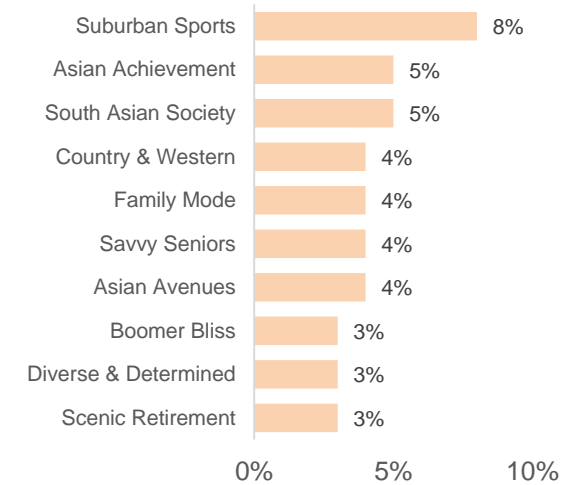
Percentage of Visitors to the Thompson Okanagan by Province August 2022



Canadian Visitors to the Thompson Okanagan August 2019-2022



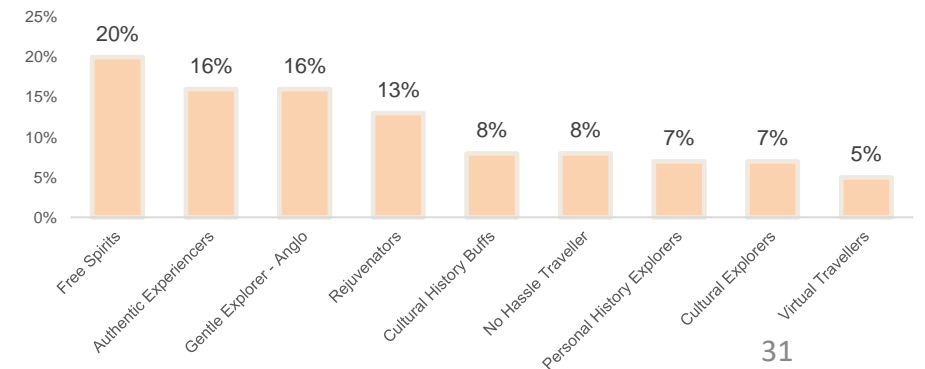
August 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% of the total Households in British Columbia (2,030,007).
- **Asian Achievement** makes up 96,175 households, or 4.7% of the total Households in British Columbia (2,018,734).

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

TOTAL
bcrts

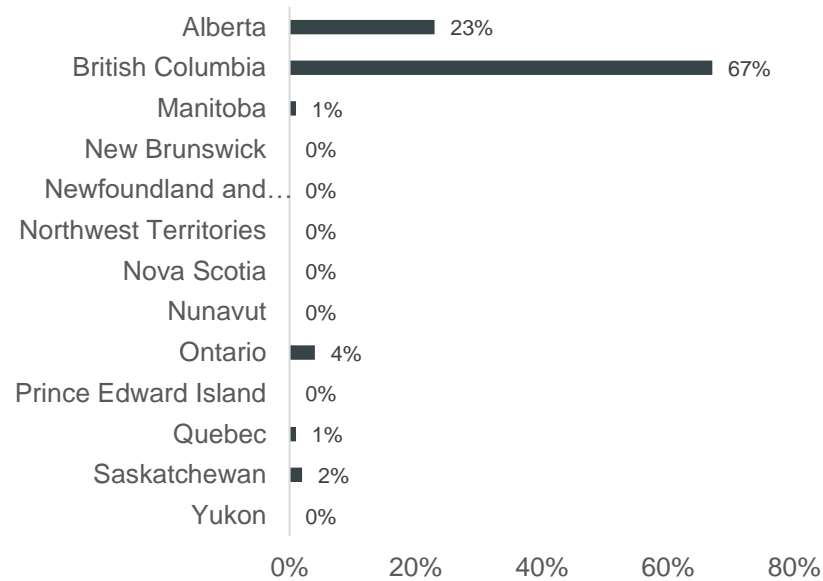
THOMPSON OKANAGAN

Overview

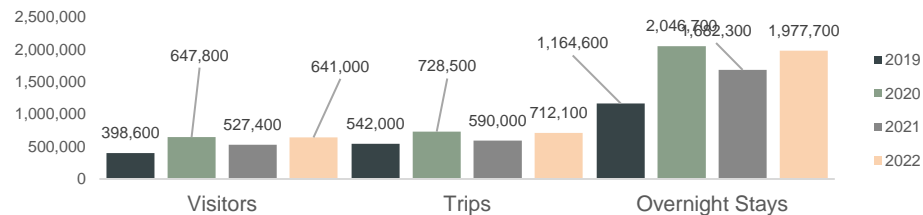
The number of visitors to British Columbia from Canadian travelers increased by **61%** when comparing September 2022 to September 2019.

Visitors increased by **-1%** when compared to September 2020 and increased by **22%** when compared to September 2021.

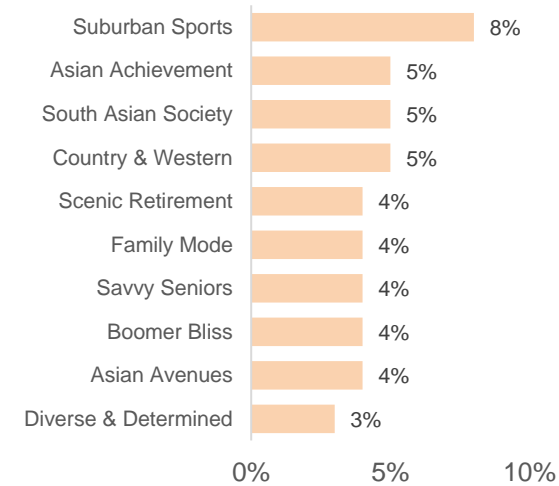
Percentage of Visitors to the Thompson Okanagan by Province September 2022



Canadian Visitors to the Thompson Okanagan September 2019-2022



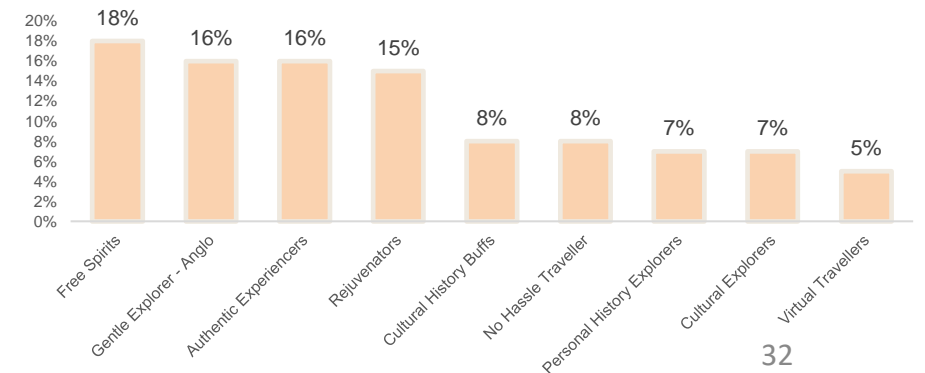
September 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Asian Achievement** makes up 96,175 households, or 4.7% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

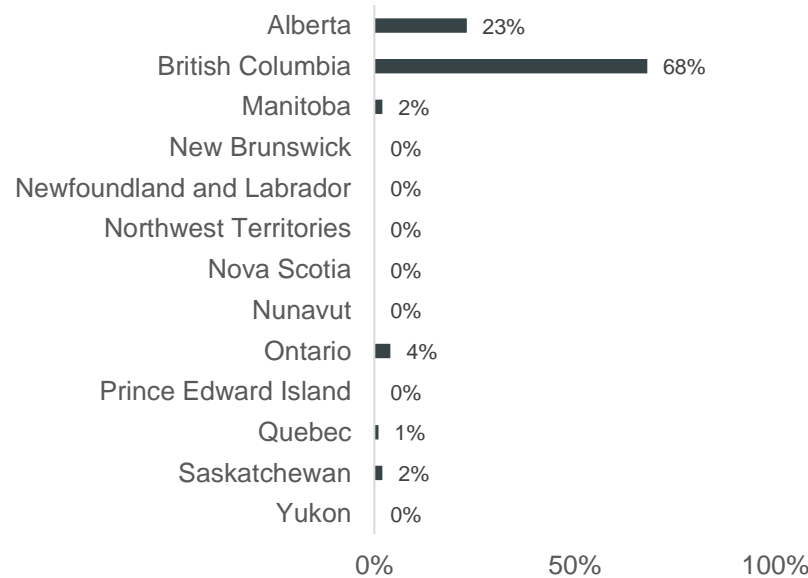
THOMPSON OKANAGAN

Overview

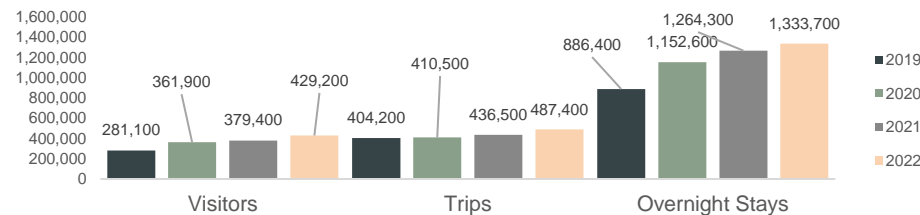
The number of visitors to British Columbia from Canadian travelers increased by **53%** when comparing October 2022 to October 2019.

Visitors increased by **19%** when compared to October 2020 and increased by **13%** when compared to October 2021.

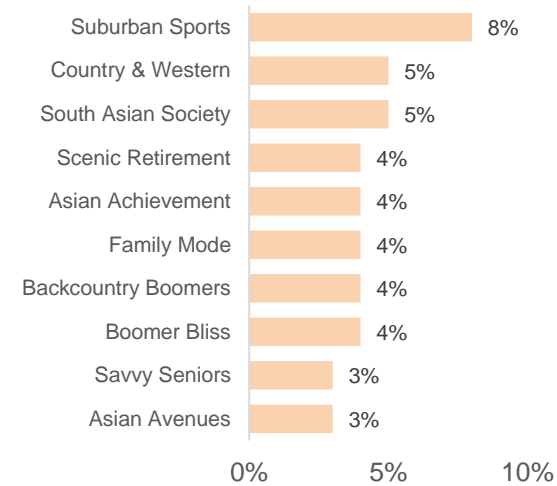
Percentage of Visitors to the Thompson Okanagan by Province October 2022



Canadian Visitors to the Thompson Okanagan October 2019-2022



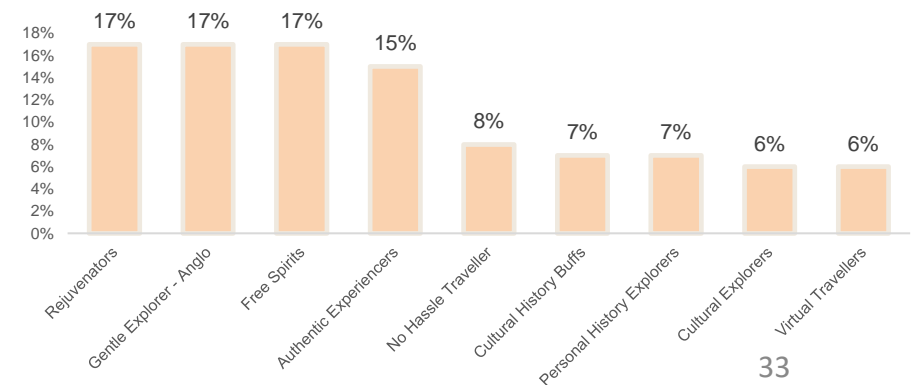
October 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

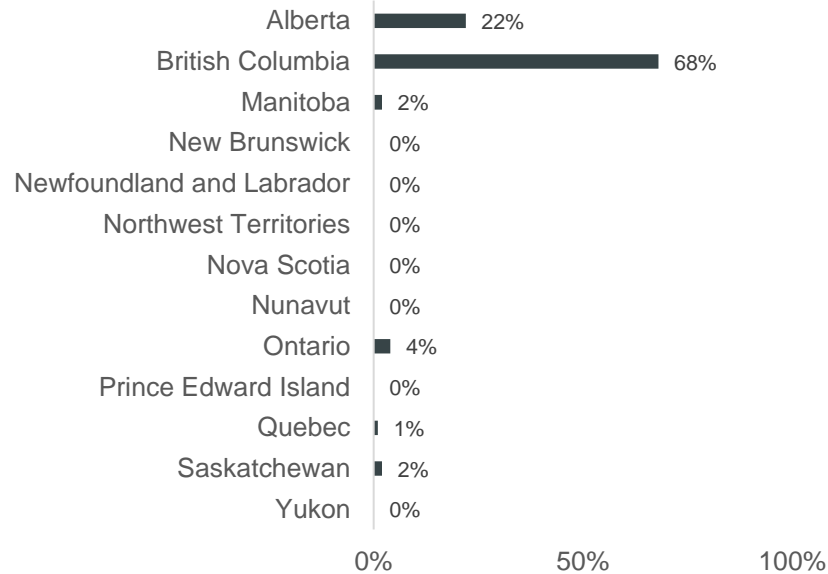
THOMPSON OKANAGAN

Overview

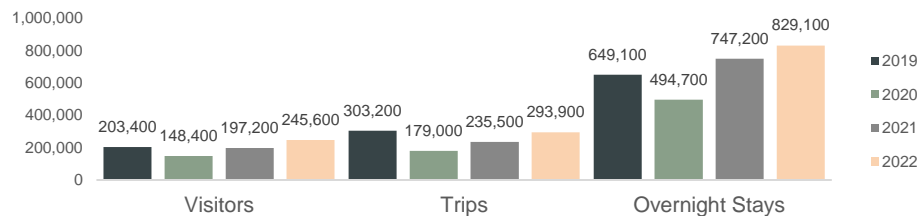
The number of visitors to British Columbia from Canadian travelers increased by **21%** when comparing November 2022 to November 2019.

Visitors increased by **65%** when compared to November 2020 and increased by **25%** when compared to November 2021.

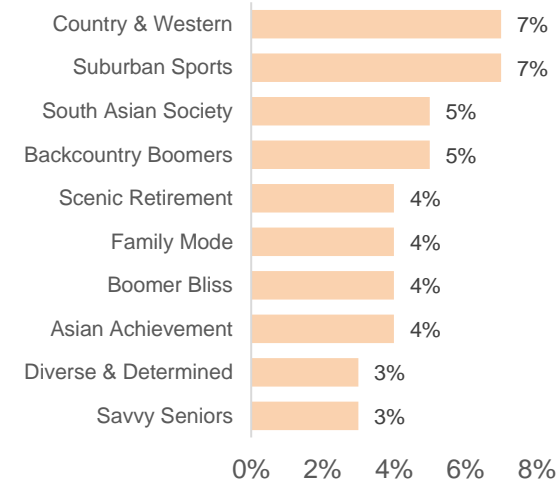
Percentage of Visitors to the Thompson Okanagan by Province November 2022



Canadian Visitors to the Thompson Okanagan November 2019-2022



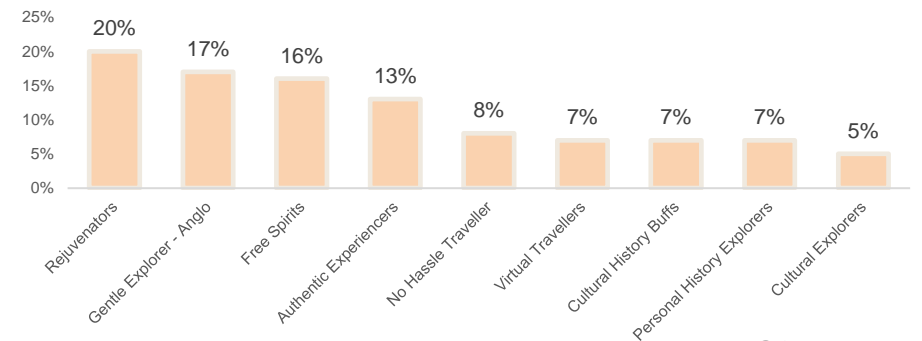
November 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

TOTAL
bcrts

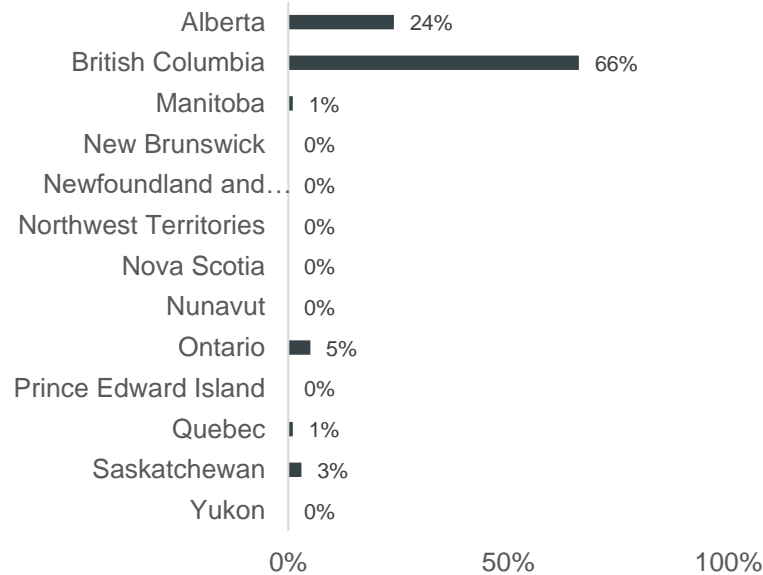
THOMPSON OKANAGAN

Overview

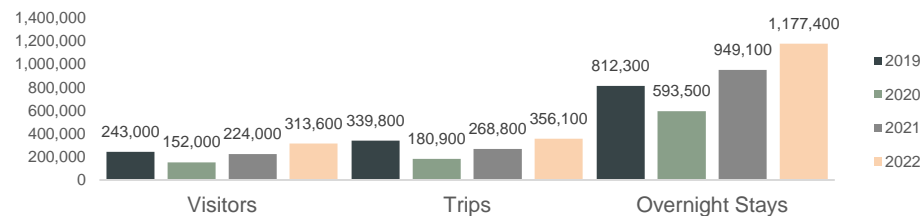
The number of visitors to British Columbia from Canadian travelers increased by **29%** when comparing December 2022 to December 2019.

Visitors increased by **106%** when compared to December 2020 and increased by **40%** when compared to December 2021.

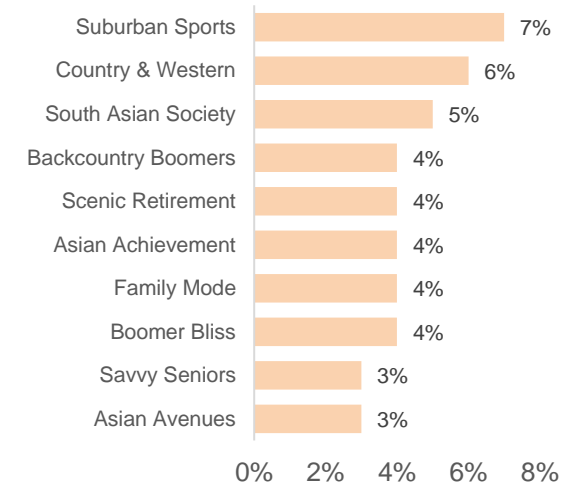
Percentage of Visitors to the Thompson Okanagan by Province December 2022



Canadian Visitors to the Thompson Okanagan December 2019-2022



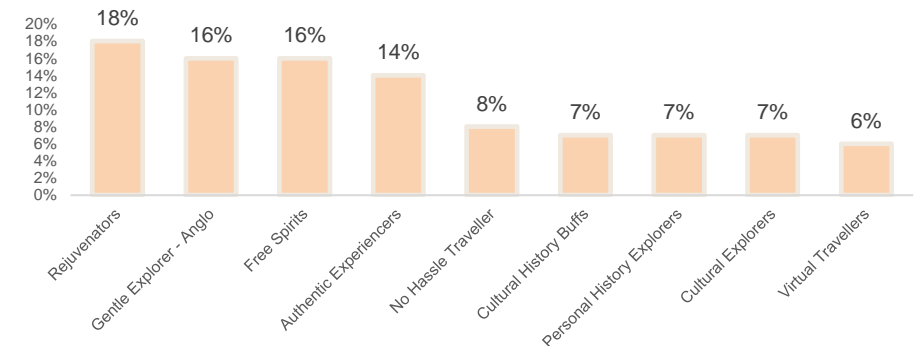
December 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- **Suburban Sports** makes up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- **Country & Western** makes up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- **South Asian Society** makes up 69,361 households, or 3.4% 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

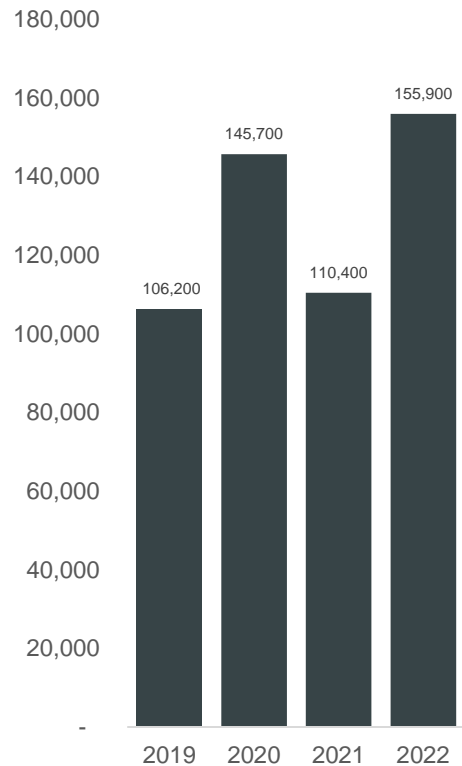
Thompson Okanagan Visitation

ALBERTA RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

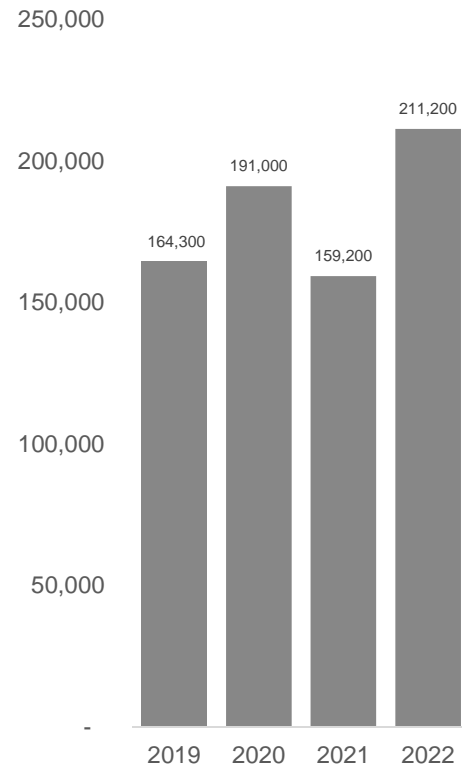
2022 Visitor
Highlights

TOTA
bcrts

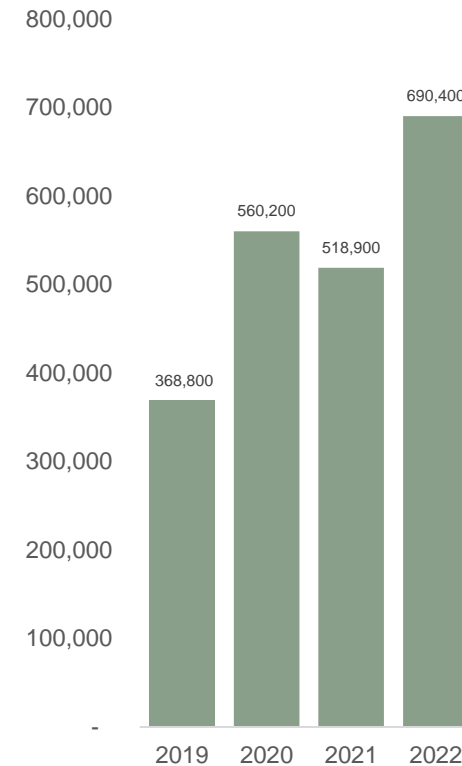
Number of Visitors to the Thompson Okanagan from AB in Q1



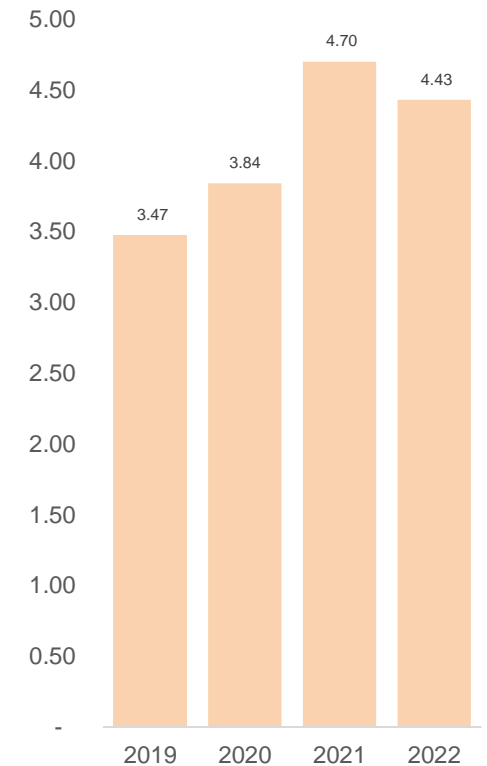
Number of Trips to the Thompson Okanagan from AB in Q1



Number of Nights Stayed in the Thompson Okanagan from AB in Q1



Length of Stay in the Thompson Okanagan from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

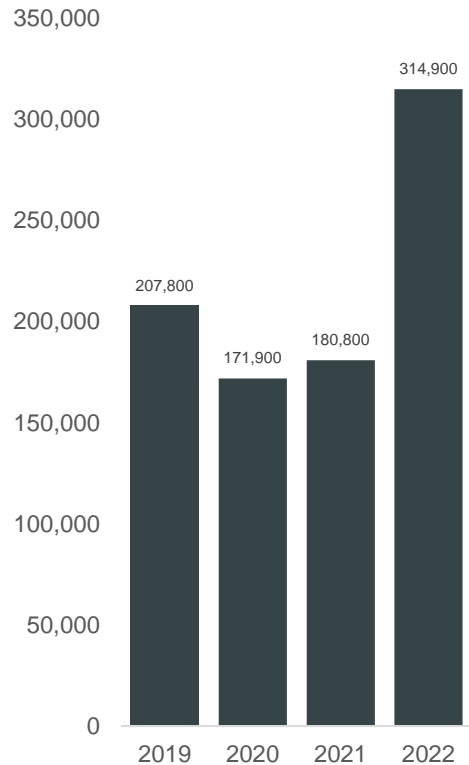
Thompson Okanagan Visitation

ALBERTA RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

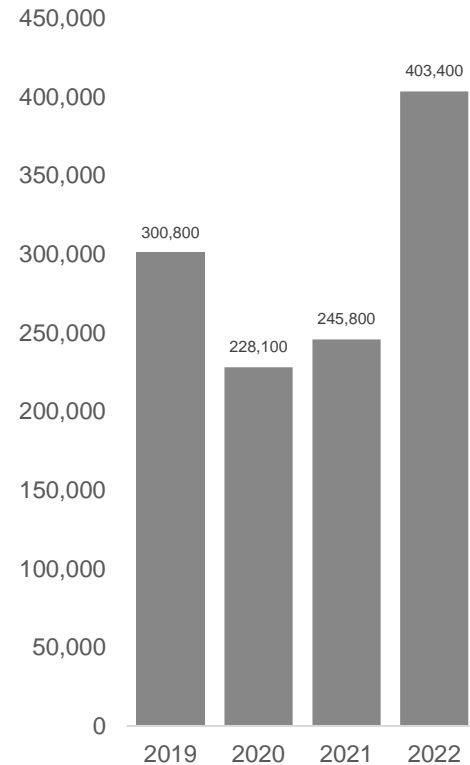
2022 Visitor
Highlights

TOTAL
bcrts

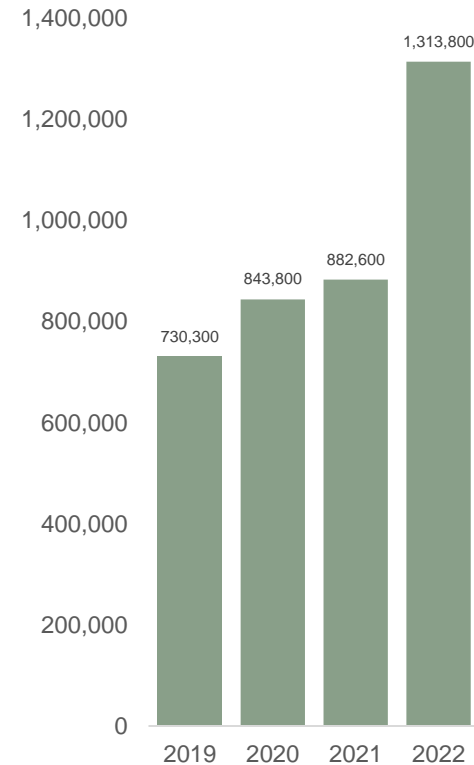
Number of Visitors to the Thompson Okanagan from AB in Q2



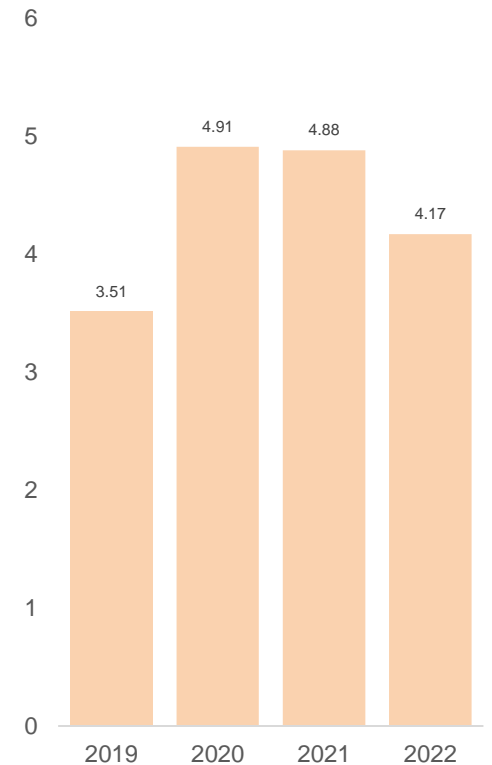
Number of Trips to the Thompson Okanagan from AB in Q2



Number of Nights Stayed in the Thompson Okanagan from AB in Q2



Length of Stay in the Thompson Okanagan from AB in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

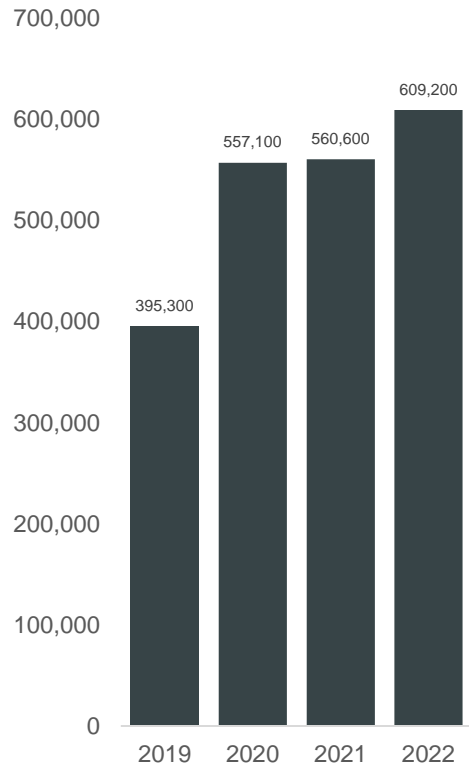
Thompson Okanagan Visitation

ALBERTA RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

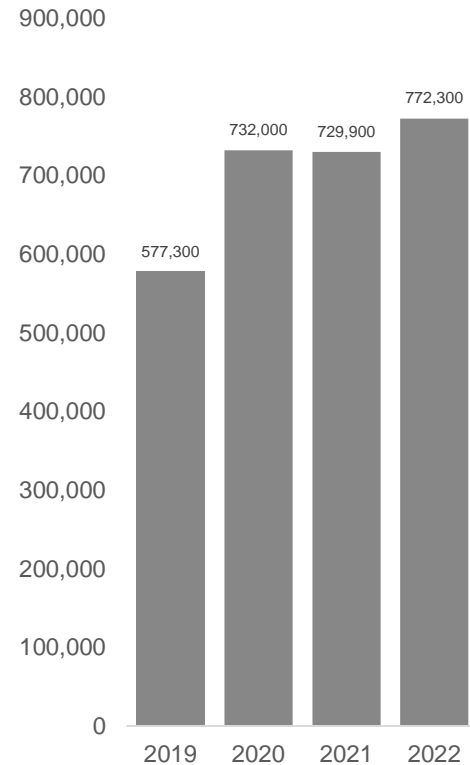
2022 Visitor
Highlights

TOTAL
bcrts

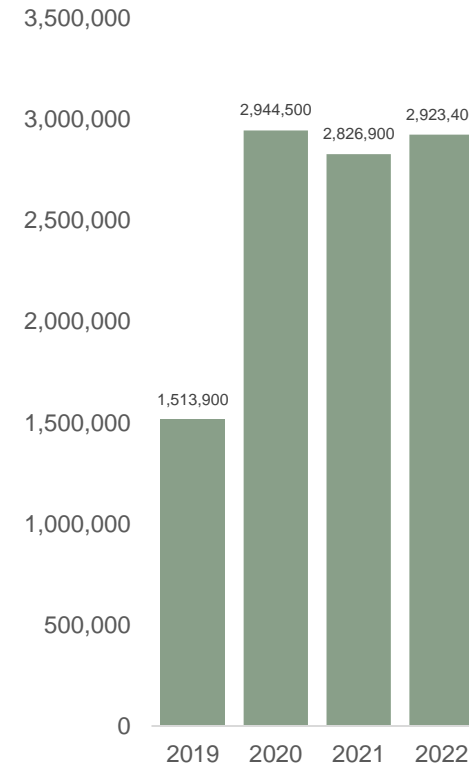
Number of Visitors to the Thompson Okanagan from AB in Q3



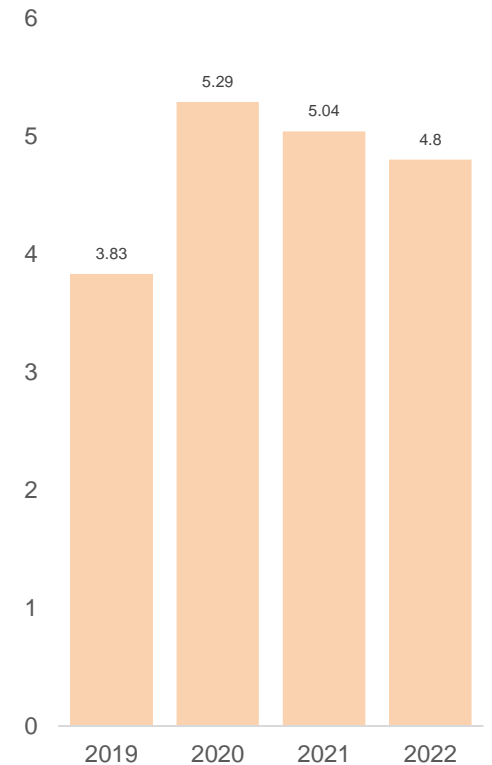
Number of Trips to the Thompson Okanagan from AB in Q3



Number of Nights Stayed in the Thompson Okanagan from AB in Q3



Length of Stay in the Thompson Okanagan from AB in Q3



Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

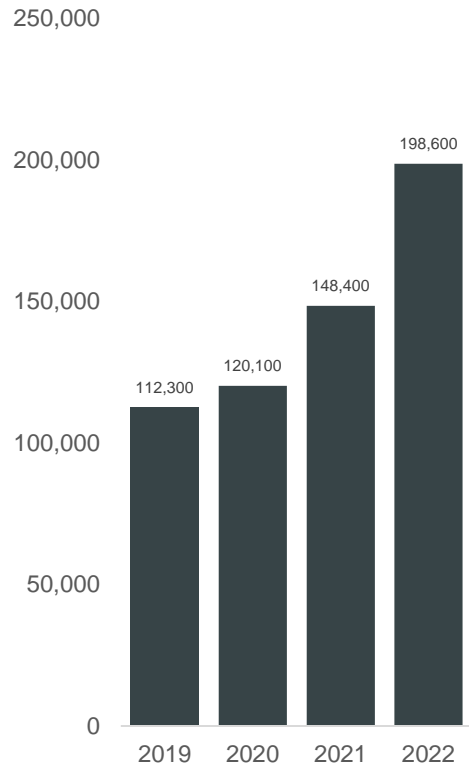
Thompson Okanagan Visitation

ALBERTA RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN BY QUARTER

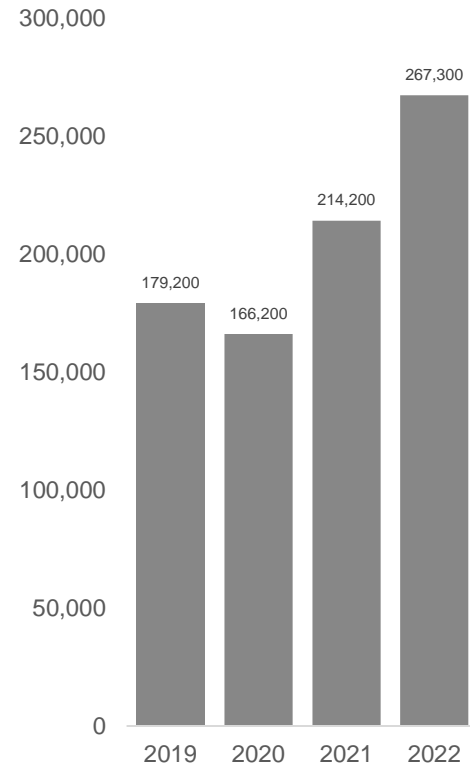
2022 Visitor
Highlights

TOTAL
bcrts

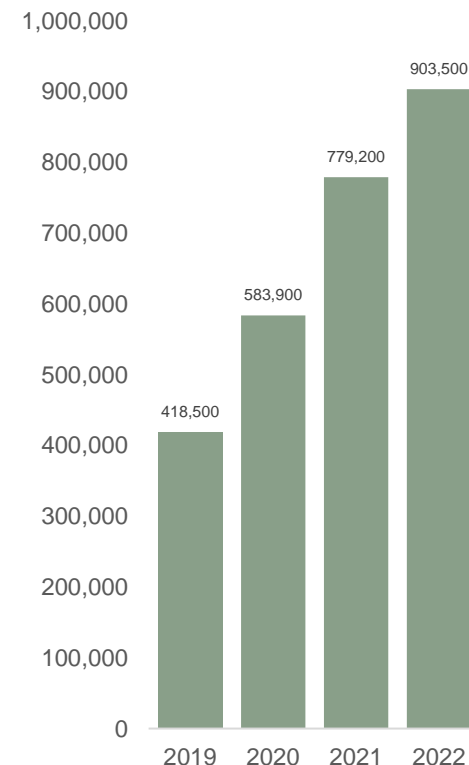
Number of Visitors to the Thompson Okanagan from AB in Q4



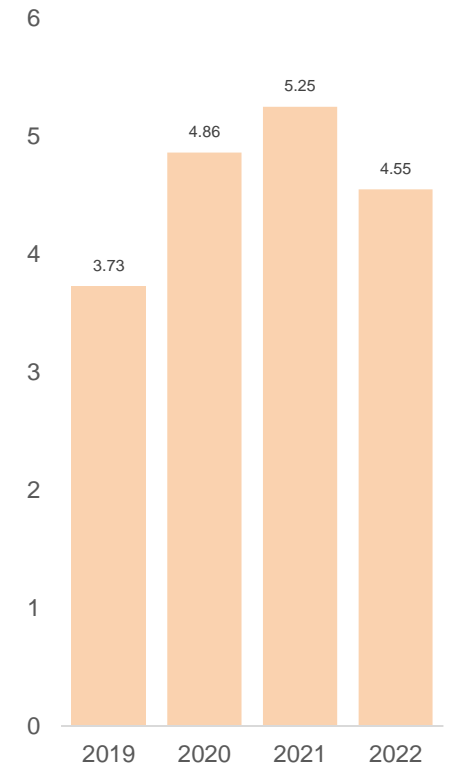
Number of Trips to the Thompson Okanagan from AB in Q4



Number of Nights Stayed in the Thompson Okanagan from AB in Q4



Length of Stay in the Thompson Okanagan from AB in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q1

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Calgary	30,600
Edmonton	22,600
Strathcona County	3,000
Grande Prairie	2,700
Wood Buffalo	2,100
Airdrie	2,000
St. Albert	1,900
Rocky View County	1,600
Red Deer	1,600
Canmore	1,500

City	2020 Visitor Count
Calgary	52,400
Edmonton	31,400
Strathcona County	3,700
Airdrie	3,400
Red Deer	3,000
St. Albert	2,400
Grande Prairie	2,300
Rocky View County	2,200
Wood Buffalo	1,800
Lethbridge	1,800

City	2021 Visitor Count
Calgary	36,500
Edmonton	23,100
Strathcona County	3,100
Red Deer	2,400
Airdrie	2,300
Grande Prairie	2,000
St. Albert	2,000
Rocky View County	1,400
Wood Buffalo	1,300
Parkland County	1,200

City	2022 Visitor Count
Calgary	52,300
Edmonton	35,500
Strathcona County	4,100
Red Deer	3,500
Airdrie	3,500
Grande Prairie	2,900
St. Albert	2,800
Wood Buffalo	2,100
Rocky View County	2,000
Lethbridge	1,900

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q2

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Calgary	78,800
Edmonton	36,700
Airdrie	5,900
Strathcona County	4,900
Red Deer	4,800
Grande Prairie	3,600
Rocky View County	3,300
St. Albert	3,200
Wood Buffalo	3,200
Lethbridge	3,000

City	2020 Visitor Count
Calgary	68,300
Edmonton	32,800
Red Deer	4,300
Airdrie	4,300
Grande Prairie	3,800
Strathcona County	3,700
Rocky View County	2,700
St. Albert	2,600
Lethbridge	2,300
Wood Buffalo	2,200

City	2021 Visitor Count
Calgary	69,500
Edmonton	34,200
Strathcona County	4,400
Airdrie	4,200
Red Deer	4,100
Grande Prairie	3,600
Rocky View County	2,900
St. Albert	2,900
Lethbridge	2,500
Okotoks	1,800

City	2022 Visitor Count
Calgary	117,700
Edmonton	62,400
Strathcona County	7,700
Airdrie	7,300
Red Deer	7,200
Grande Prairie	5,900
St. Albert	5,200
Lethbridge	4,800
Rocky View County	4,700
Wood Buffalo	3,600

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q3

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Calgary	150,800
Edmonton	73,400
Airdrie	10,700
Strathcona County	10,300
Red Deer	9,300
Grande Prairie	8,100
Wood Buffalo	7,300
St. Albert	6,900
Lethbridge	5,900
Rocky View County	5,300

City	2020 Visitor Count
Calgary	150,800
Edmonton	73,400
Airdrie	10,700
Strathcona County	10,300
Red Deer	9,300
Grande Prairie	8,100
St. Albert	7,300
Rocky View County	6,900
Lethbridge	5,900
Wood Buffalo	5,300

City	2021 Visitor Count
Calgary	144,800
Edmonton	67,100
Strathcona County	10,700
Airdrie	9,400
Red Deer	8,200
St. Albert	7,100
Grande Prairie	6,900
Rocky View County	5,700
Lethbridge	4,700
Okotoks	4,300

City	2022 Visitor Count
Calgary	220,700
Edmonton	115,400
Strathcona County	14,500
Airdrie	14,000
Red Deer	12,200
Grande Prairie	9,800
St. Albert	9,200
Rocky View County	8,500
Lethbridge	7,700
Wood Buffalo	5,600

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE THOMPSON OKANAGAN BY QUARTER – Q4

NUMBER OF VISITORS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

2022 Visitor
Highlights

TOTAL
bcrts

City	2019 Visitor Count
Calgary	36,200
Edmonton	20,304
Strathcona County	3,259
Grande Prairie	2,784
Red Deer	2,450
Airdrie	2,331
Wood Buffalo	2,019
St. Albert	1,963
Lethbridge	1,711
Parkland County	1,414

City	2020 Visitor Count
Calgary	44,500
Edmonton	20,304
Strathcona County	3,259
Red Deer	2,784
Airdrie	2,450
Grande Prairie	2,331
St. Albert	2,019
Rocky View County	1,963
Lethbridge	1,711
Canmore	1,414

City	2021 Visitor Count
Calgary	52,100
Edmonton	20,304
Strathcona County	3,259
Airdrie	2,784
Red Deer	2,450
Grande Prairie	2,331
St. Albert	2,019
Rocky View County	1,963
Lethbridge	1,711
Canmore	1,414

City	2022 Visitor Count
Calgary	70,300
Edmonton	20,304
Red Deer	3,259
Airdrie	2,784
Strathcona County	2,450
Grande Prairie	2,331
St. Albert	2,019
Lethbridge	1,963
Rocky View County	1,711
Wood Buffalo	1,414

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

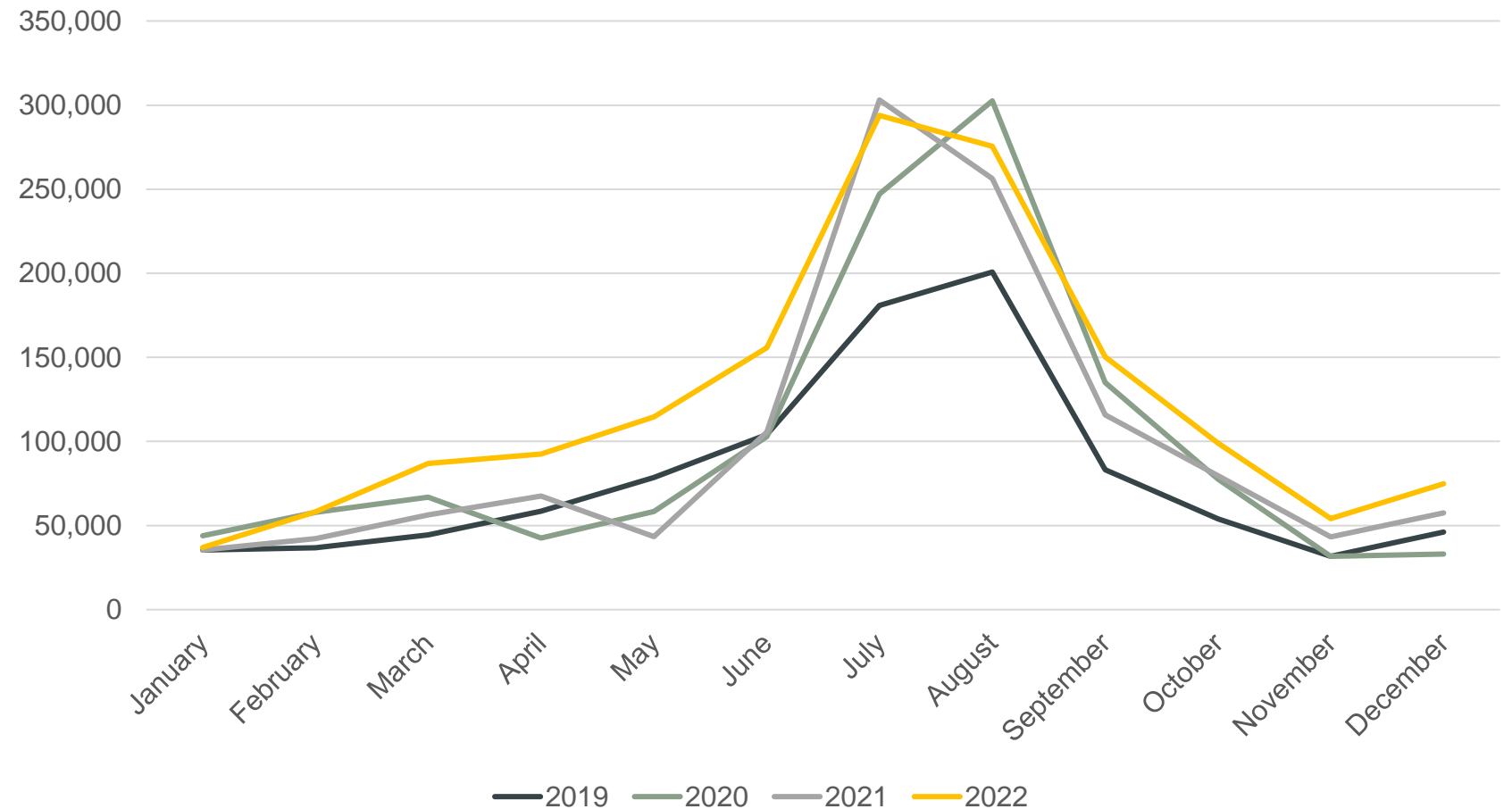
Alberta Visitation

ALBERTA VISITORS TRAVELLING TO THE THOMPSON OKANAGAN BY MONTH

2022 Visitor
Highlights

TOTA
bcrts

- September 2022 saw a **81%** increase compared to 2019, a **11%** increase compared to 2020 and a **30%** increase compared to 2021
- October 2022 saw a **83%** increase compared to 2019, a **28%** increase compared to 2020 and a **24%** increase compared to 2021
- November 2022 saw a **71%** increase compared to 2019, a **71%** increase compared to 2020 and a **25%** increase compared to 2021
- December 2022 saw a **62%** increase compared to 2019, a **126%** increase compared to 2020 and a **30%** 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 THOMPSON OKANAGAN BY MONTH

2022 Visitor
Highlights

TOTA
bcrts

- September 2022 saw a **55%** increase compared to 2019, a **13%** increase compared to 2020 and a **29%** increase compared to 2021
- October 2022 saw a **55%** increase compared to 2019, a **31%** increase compared to 2020 and a **24%** increase compared to 2021
- November 2022 saw a **51%** increase compared to 2019, a **70%** increase compared to 2020 and a **22%** increase compared to 2021
- December 2022 saw a **35%** increase compared to 2019, a **117%** increase compared to 2020 and a **28%** 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.

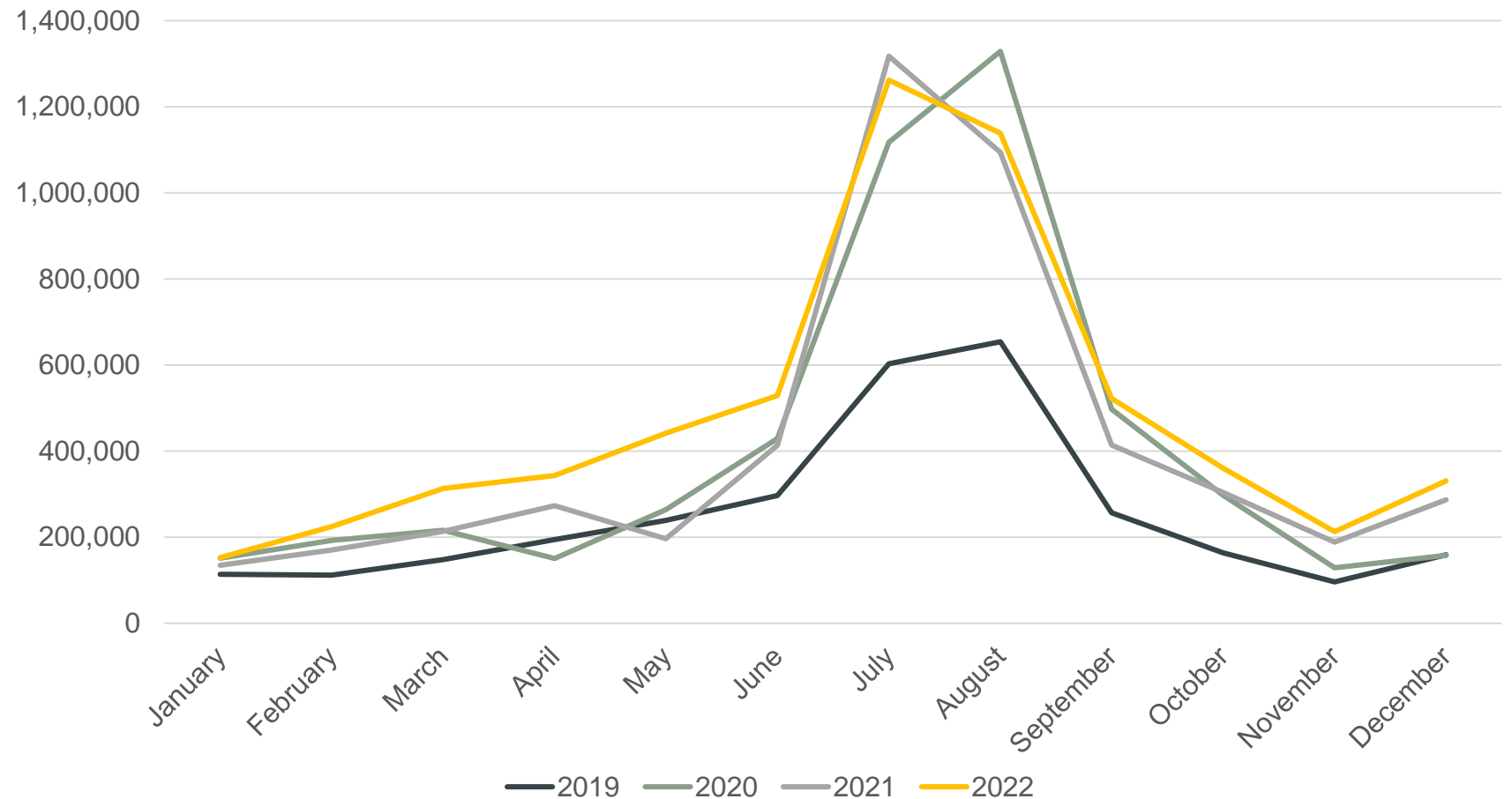
Alberta Visitation

ALBERTA OVERNIGHT STAYS IN THE THOMPSON OKANAGAN BY MONTH

2022 Visitor
Highlights

TOTA
bcrts

- September 2022 saw a **104%** increase compared to 2019, a **5%** increase compared to 2020 and a **26%** increase compared to 2021
- October 2022 saw a **120%** increase compared to 2019, a **21%** increase compared to 2020 and a **19%** increase compared to 2021
- November 2022 saw a **122%** increase compared to 2019, a **65%** increase compared to 2020 and a **13%** increase compared to 2021
- December 2022 saw a **108%** increase compared to 2019, a **110%** increase compared to 2020 and a **15%** 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

TOTAbcrts

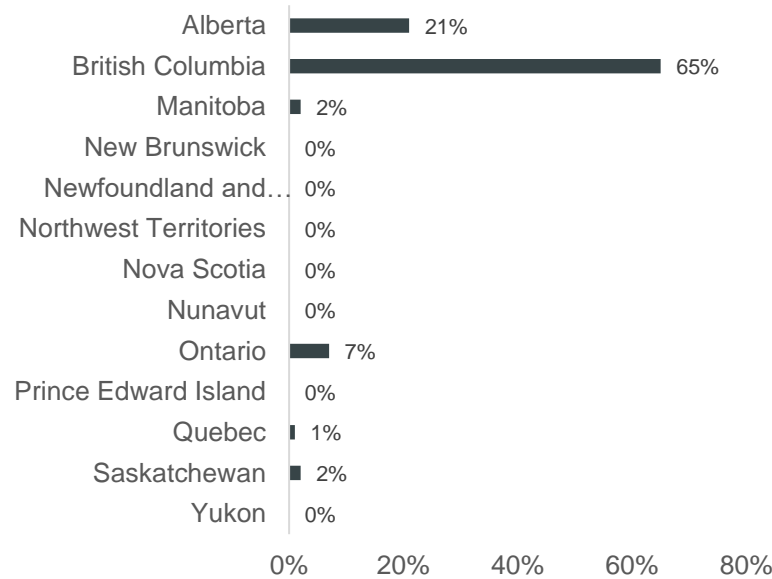
THOMPSON OKANAGAN

Overview

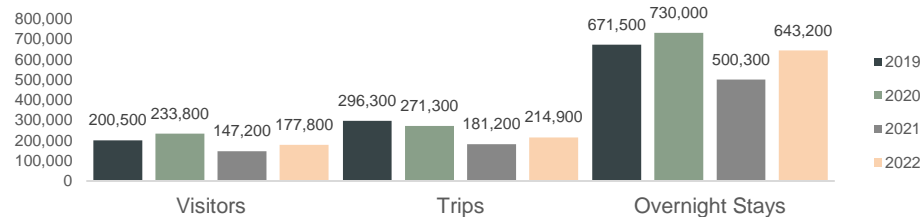
The number of visitors to British Columbia from Canadian travelers decreased by **-11%** when comparing January 2022 to January 2019.

Visitors decreased by **-24%** when compared to January 2020 and increased by **21%** when compared to January 2021.

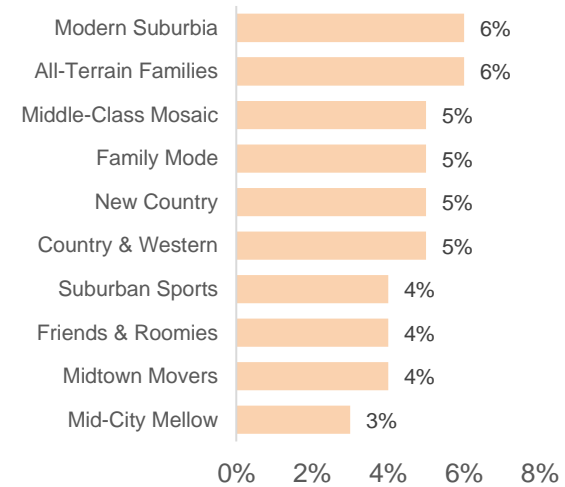
Percentage of Visitors to the Thompson Okanagan by Province January 2022



Canadian Visitors to the Thompson Okanagan January 2019-2022



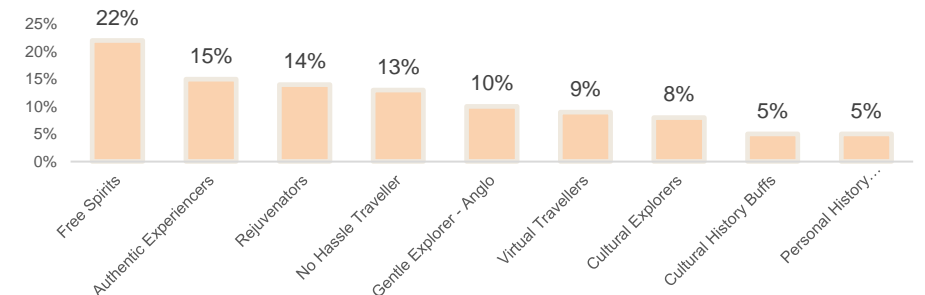
January 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

TOTAL
bcrts

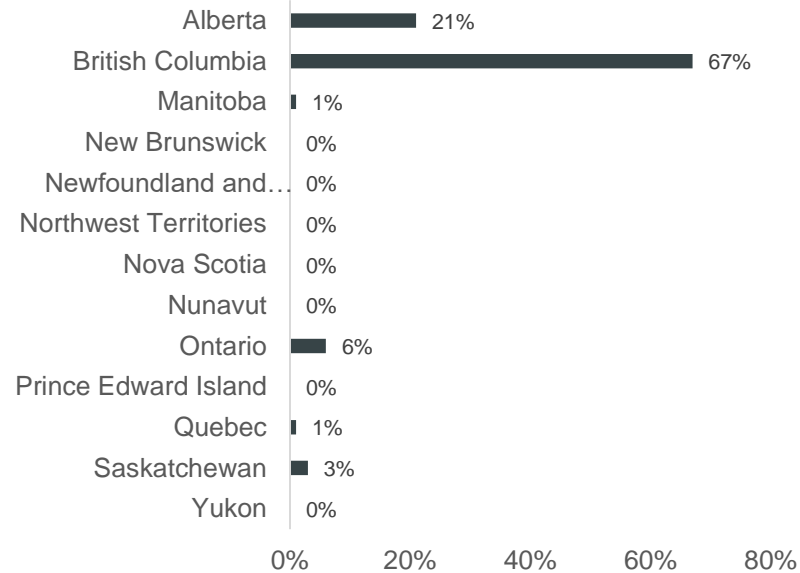
THOMPSON OKANAGAN

Overview

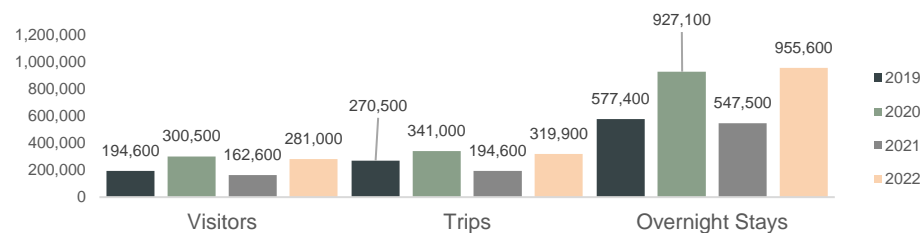
The number of visitors to British Columbia from Canadian travelers increased by **44%** when comparing February 2022 to February 2019.

Visitors decreased by **-7%** when compared to February 2020 and increased by **73%** when compared to February 2021.

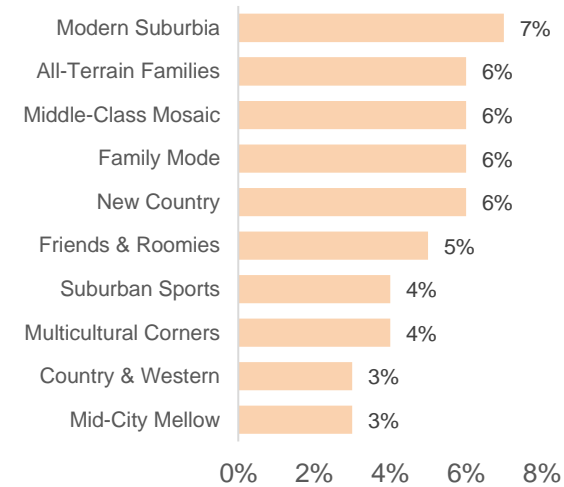
Percentage of Visitors to the Thompson Okanagan by Province February 2022



Canadian Visitors to the Thompson Okanagan February 2019-2022



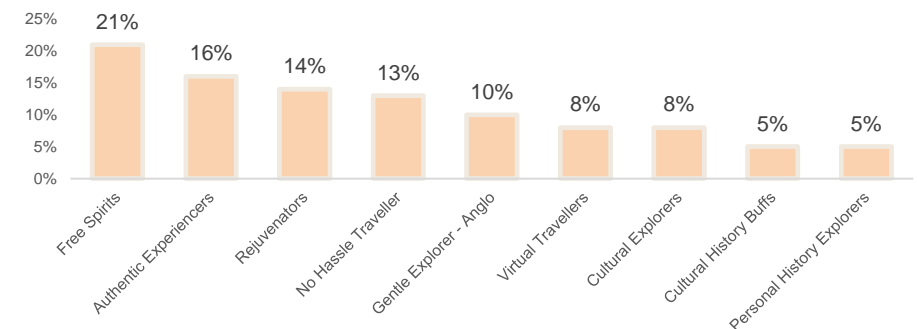
February 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

TOTAL
bcrts

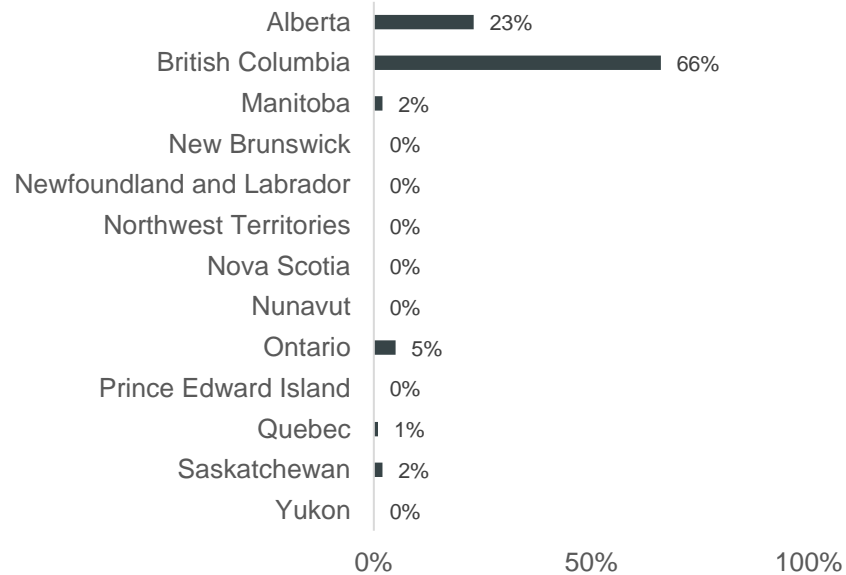
THOMPSON OKANAGAN

Overview

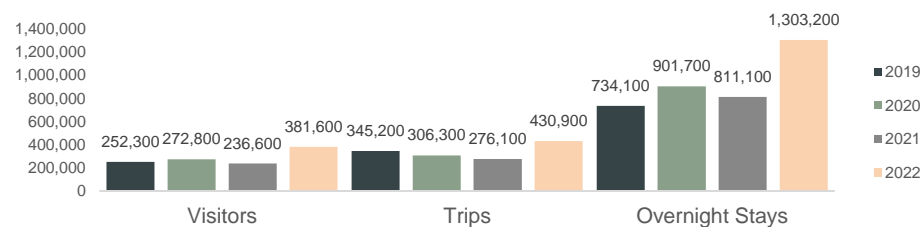
The number of visitors to British Columbia from Canadian travelers increased by **51%** when comparing March 2022 to March 2019.

Visitors increased by **40%** when compared to March 2020 and increased by **61%** when compared to March 2021.

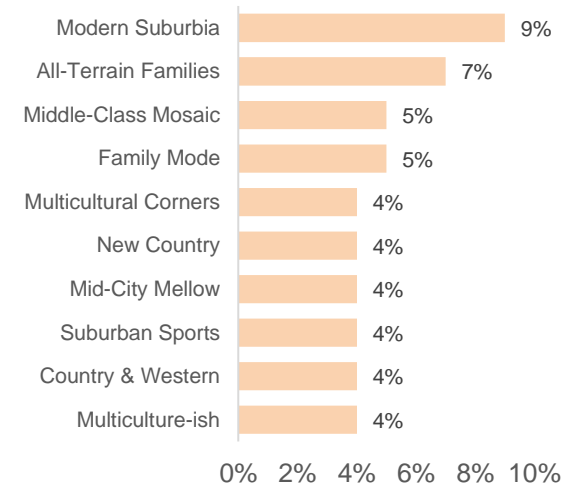
Percentage of Visitors to the Thompson Okanagan by Province March 2022



Canadian Visitors to the Thompson Okanagan March 2019-2022



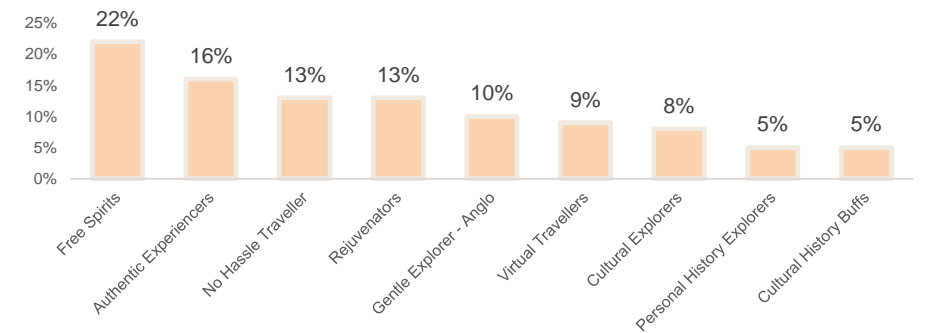
March 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

2022 Visitor Highlights

TOTAL
bcrts

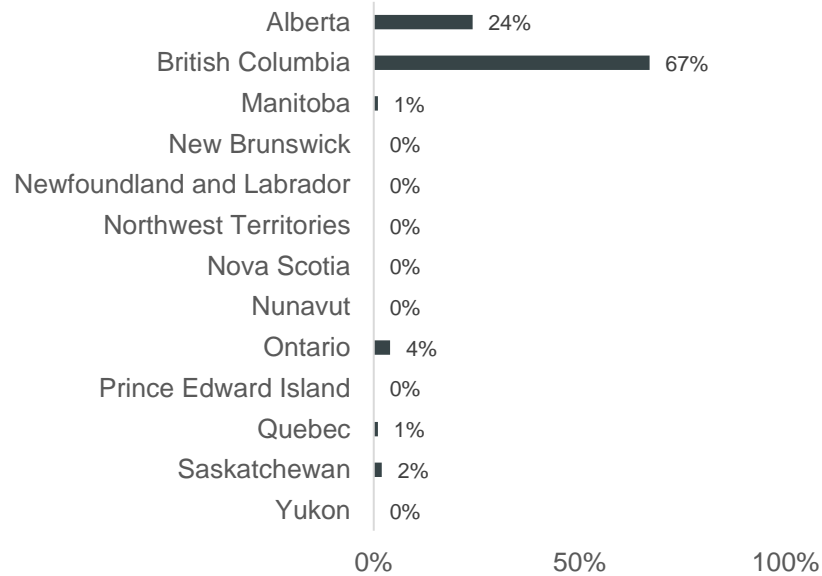
THOMPSON OKANAGAN

Overview

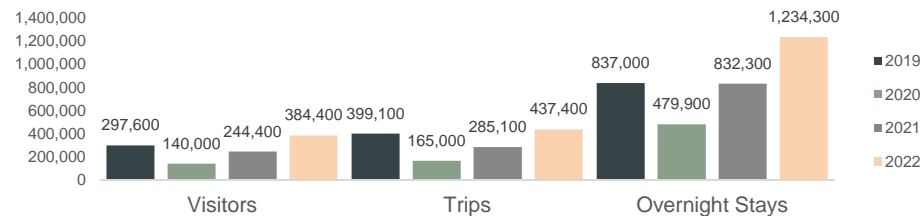
The number of visitors to British Columbia from Canadian travelers increased by **29%** when comparing April 2022 to April 2019.

Visitors increased by **175%** when compared to April 2020 and increased by **57%** when compared to April 2021.

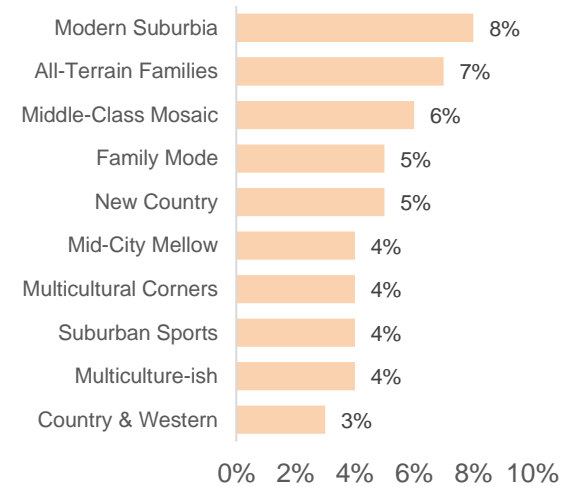
Percentage of Visitors to the Thompson Okanagan by Province April 2022



Canadian Visitors to the Thompson Okanagan April 2019-2022



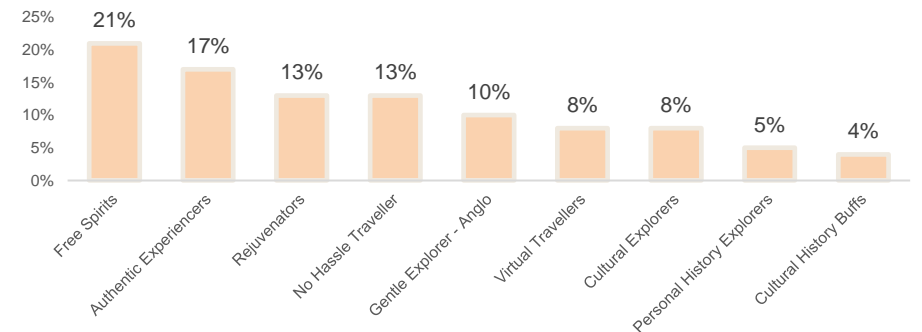
April 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

2022 Visitor Highlights

TOTAL
bcrts

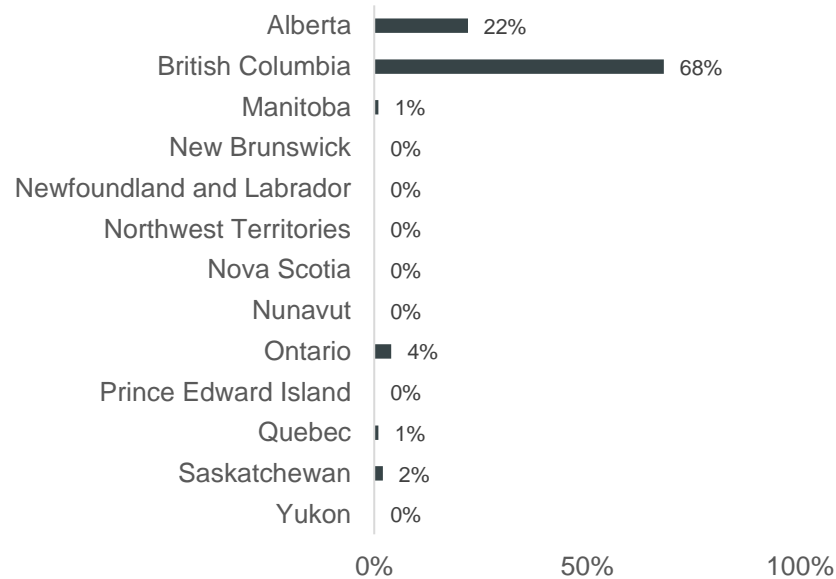
THOMPSON OKANAGAN

Overview

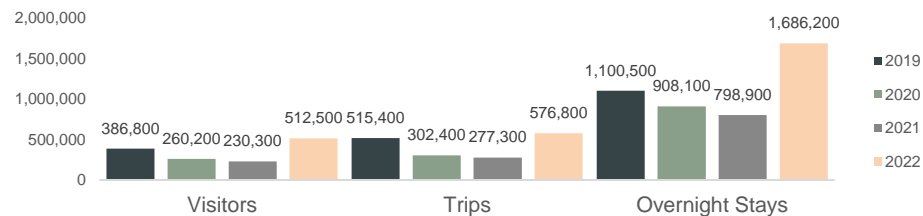
The number of visitors to British Columbia from Canadian travelers increased by **33%** when comparing May 2022 to May 2019.

Visitors increased by **97%** when compared to May 2020 and increased by **123%** when compared to May 2021.

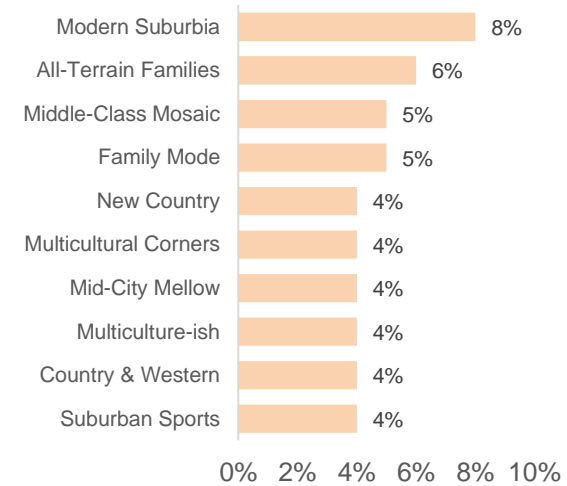
Percentage of Visitors to the Thompson Okanagan by Province May 2022



Canadian Visitors to the Thompson Okanagan May 2019-2022



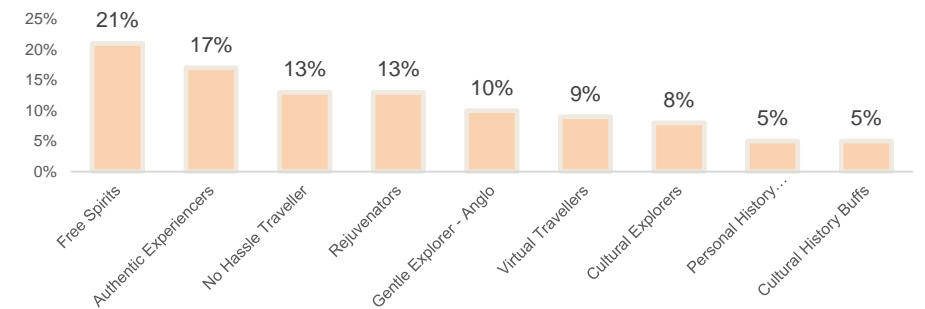
May 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

2022 Visitor Highlights

TOTAL
bcrts

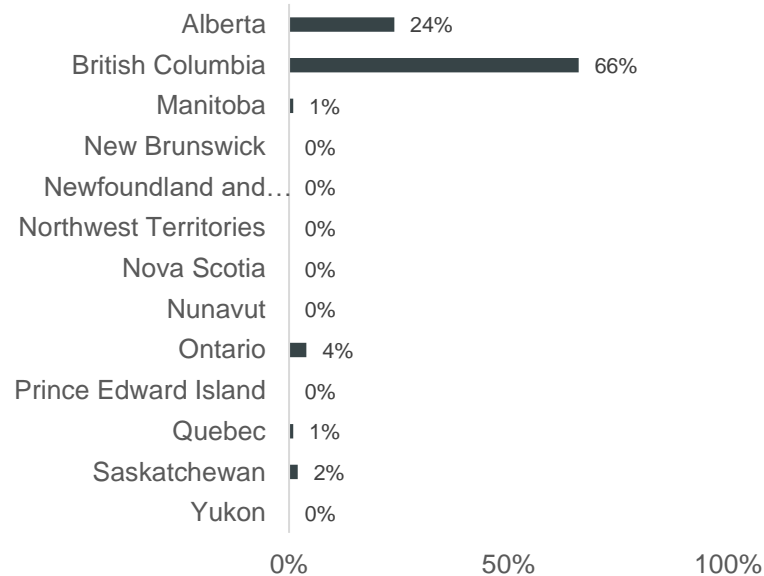
THOMPSON OKANAGAN

Overview

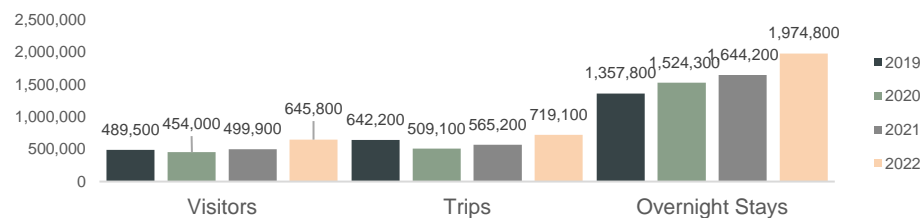
The number of visitors to British Columbia from Canadian travelers increased by **32%** when comparing June 2022 to June 2019.

Visitors increased by **42%** when compared to June 2020 and increased by **29%** when compared to June 2021.

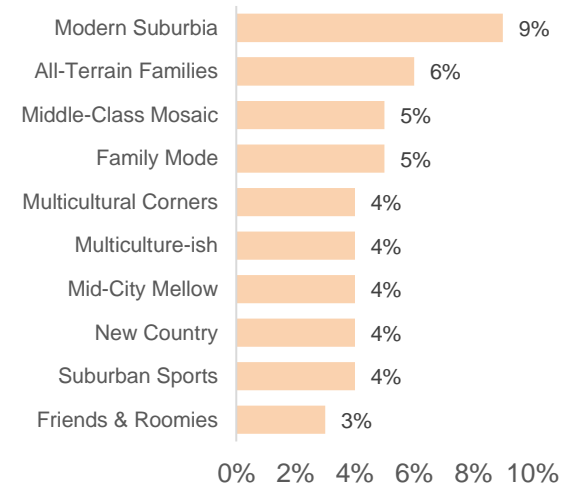
Percentage of Visitors to the Thompson Okanagan by Province June 2022



Canadian Visitors to the Thompson Okanagan June 2019-2022



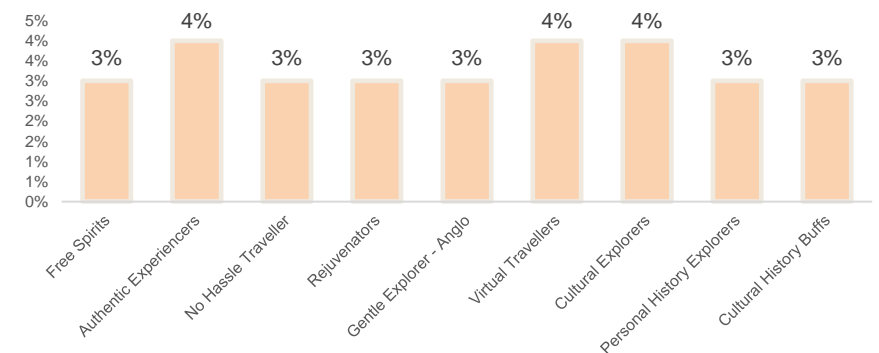
June 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

2022 Visitor Highlights

TOTAL
bcrts

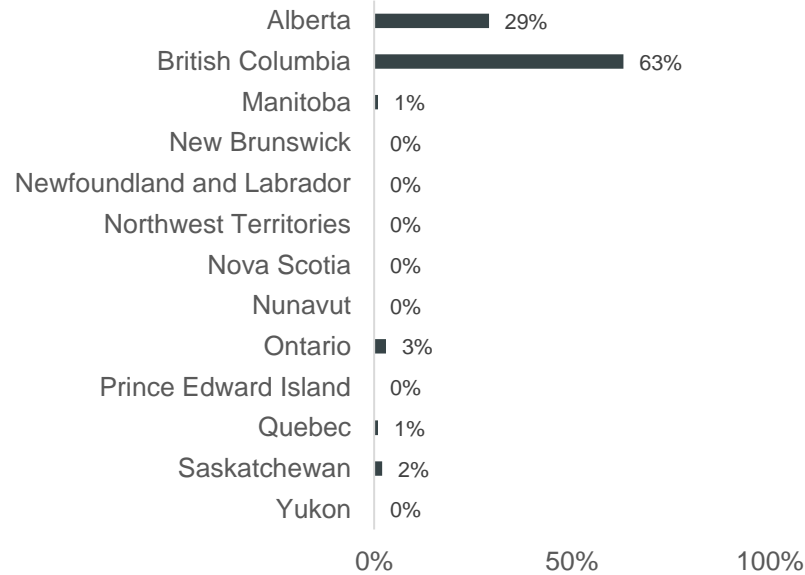
THOMPSON OKANAGAN

Overview

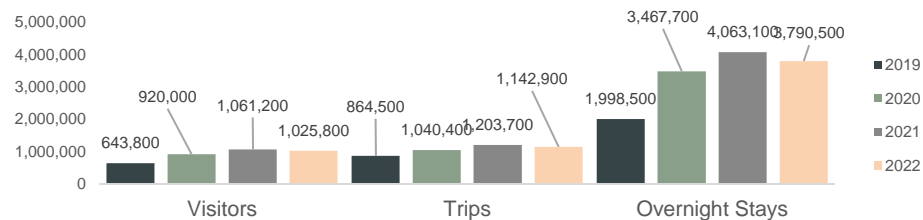
The number of visitors to British Columbia from Canadian travelers increased by **59%** when comparing July 2022 to July 2019.

Visitors increased by **11%** when compared to July 2020 and decreased by **-3%** when compared to July 2021.

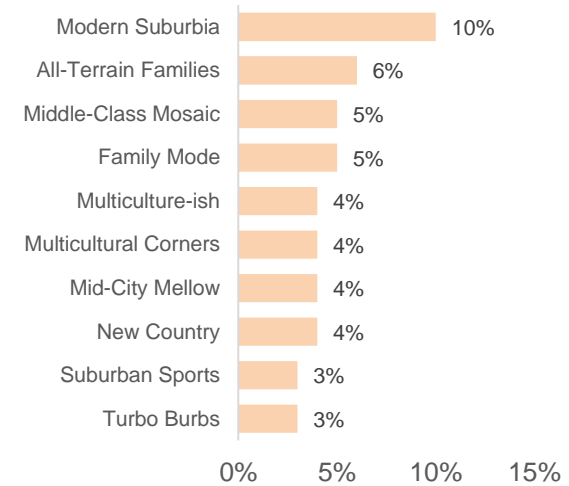
Percentage of Visitors to the Thompson Okanagan by Province July 2022



Canadian Visitors to the Thompson Okanagan July 2019-2022



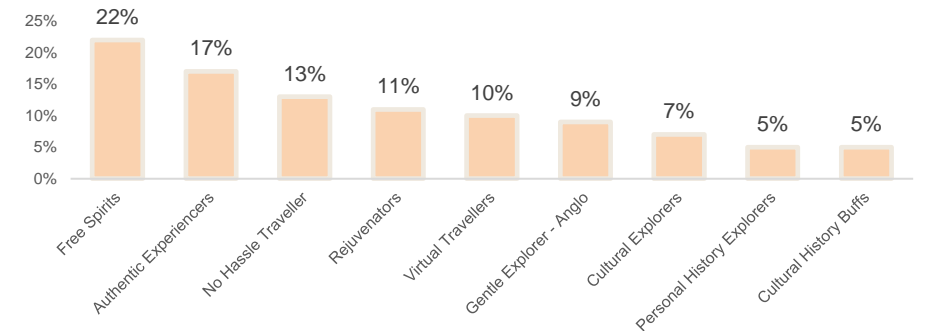
July 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

2022 Visitor Highlights

TOTAL
bcrts

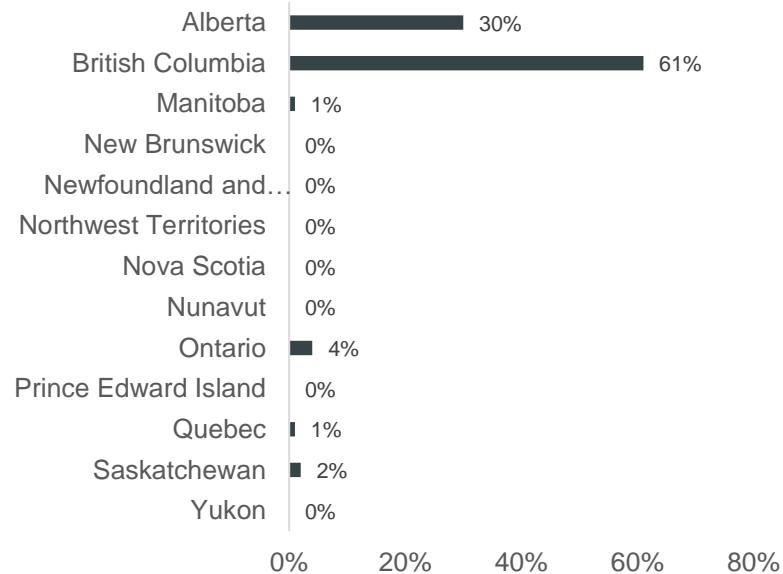
THOMPSON OKANAGAN

Overview

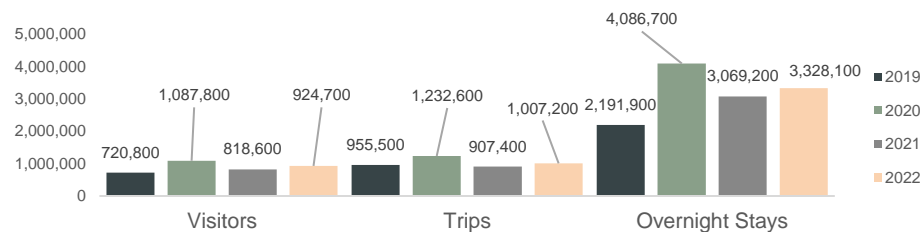
The number of visitors to British Columbia from Canadian travelers increased by **28%** when comparing August 2022 to August 2019.

Visitors increased by **-15%** when compared to August 2020 and increased by **13%** when compared to August 2021.

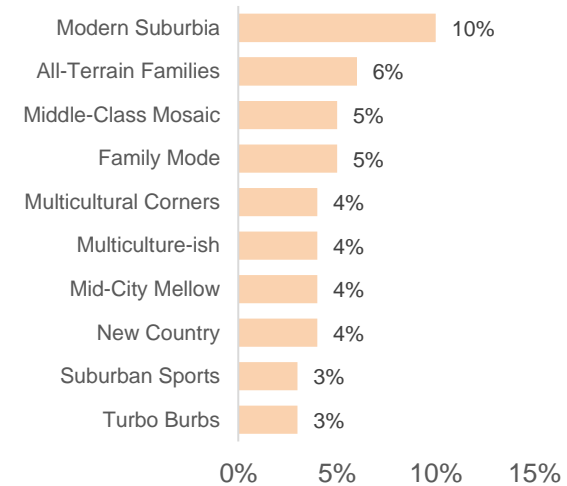
Percentage of Visitors to the Thompson Okanagan by Province August 2022



Canadian Visitors to the Thompson Okanagan August 2019-2022



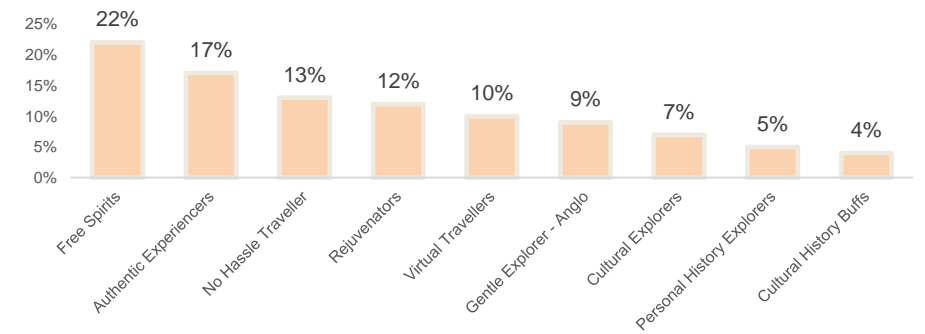
August 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

TOTAL
bcrts

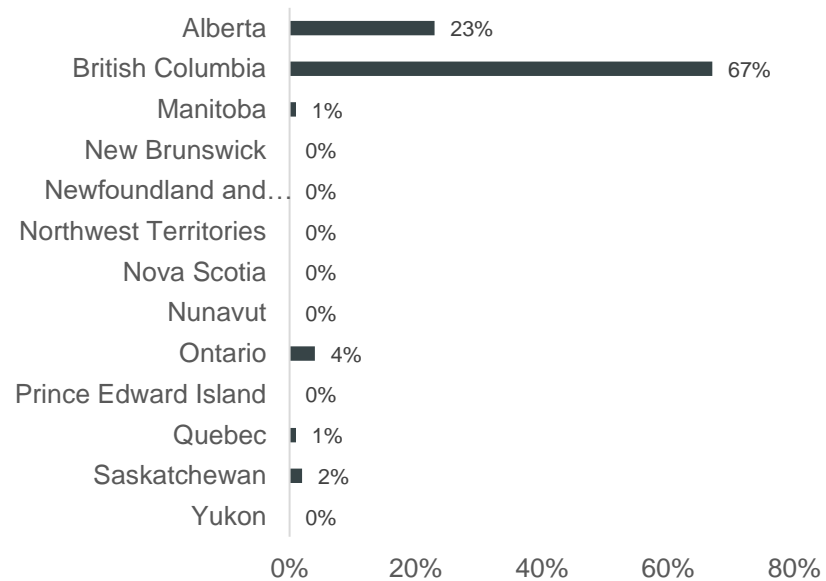
THOMPSON OKANAGAN

Overview

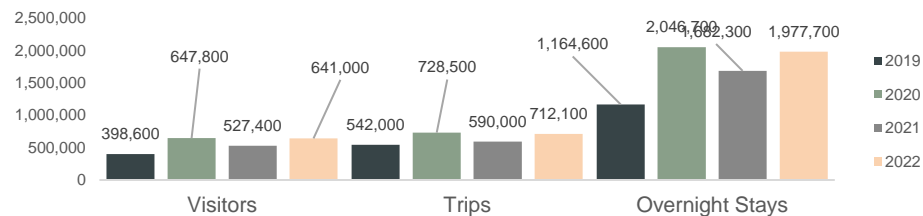
The number of visitors to British Columbia from Canadian travelers increased by **61%** when comparing September 2022 to September 2019.

Visitors increased by **-1%** when compared to September 2020 and increased by **22%** when compared to September 2021.

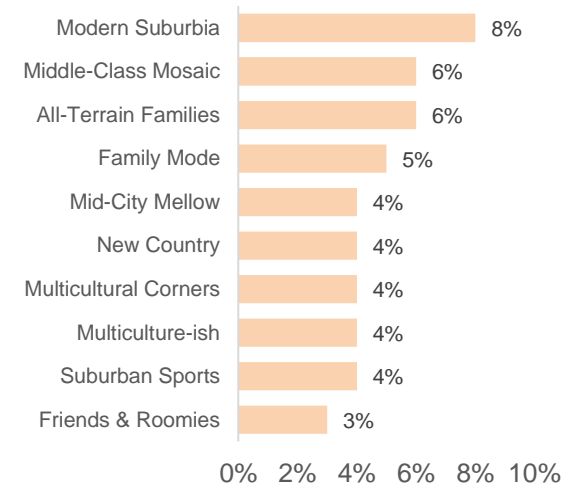
Percentage of Visitors to the Thompson Okanagan by Province September 2022



Canadian Visitors to the Thompson Okanagan September 2019-2022



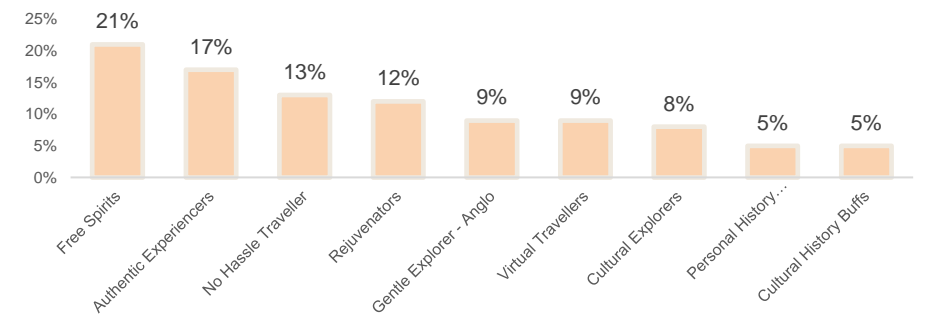
September 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

2022 Visitor Highlights

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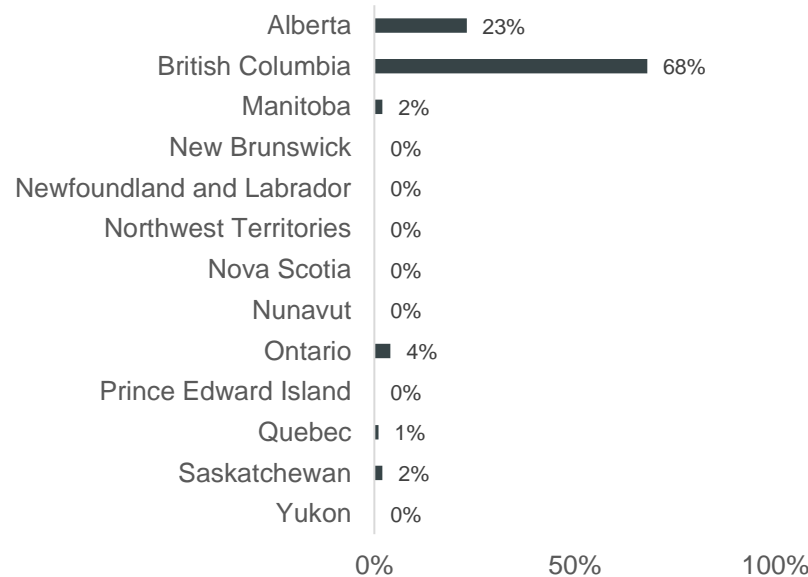
THOMPSON OKANAGAN

Overview

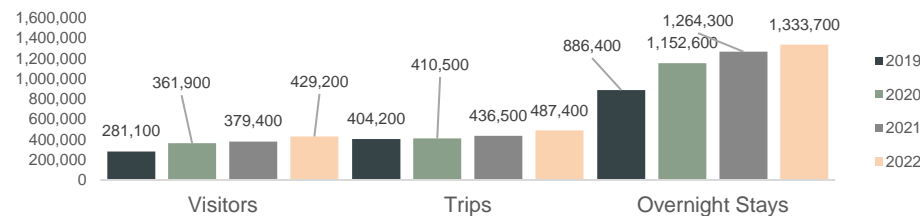
The number of visitors to British Columbia from Canadian travelers increased by **53%** when comparing October 2022 to October 2019.

Visitors increased by **19%** when compared to October 2020 and increased by **13%** when compared to October 2021.

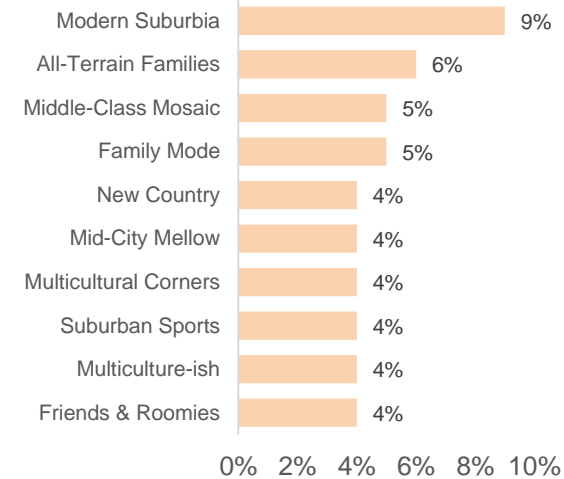
Percentage of Visitors to the Thompson Okanagan by Province October 2022



Canadian Visitors to the Thompson Okanagan October 2019-2022



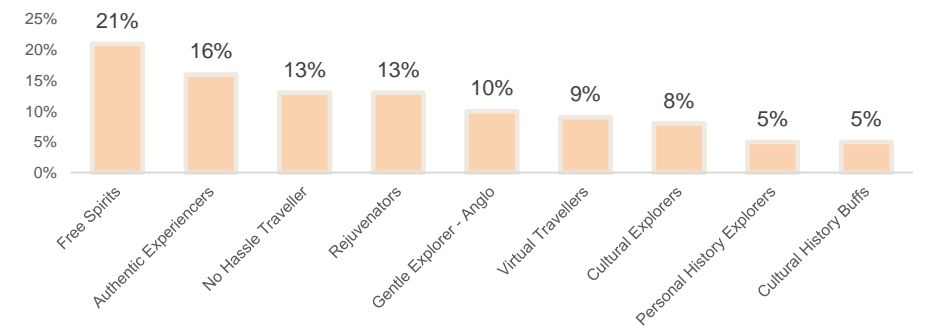
October 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

TOTAL
bcrts

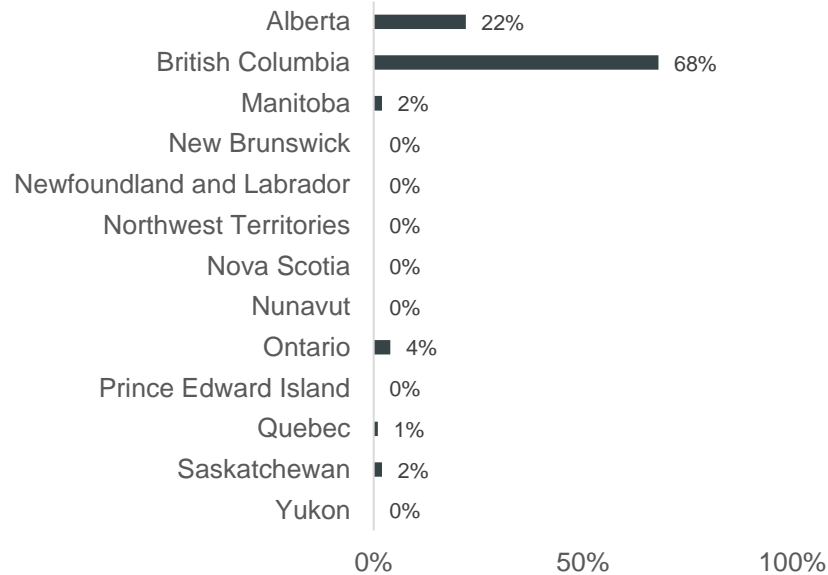
THOMPSON OKANAGAN

Overview

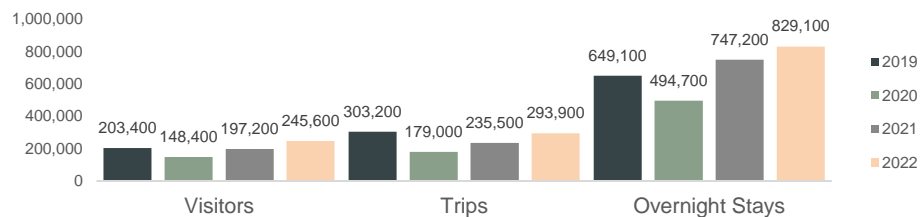
The number of visitors to British Columbia from Canadian travelers increased by **21%** when comparing November 2022 to November 2019.

Visitors increased by **65%** when compared to November 2020 and increased by **25%** when compared to November 2021.

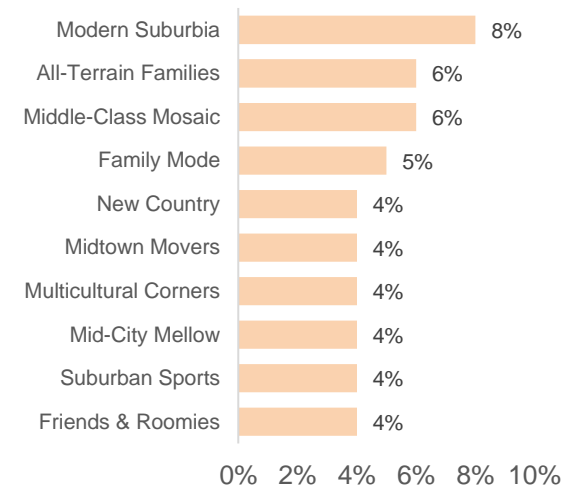
Percentage of Visitors to the Thompson Okanagan by Province November 2022



Canadian Visitors to the Thompson Okanagan November 2019-2022



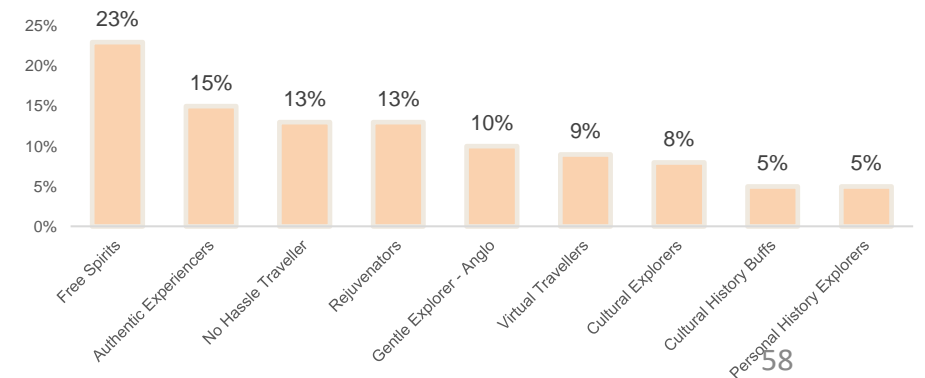
November 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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

TOTAbcrts

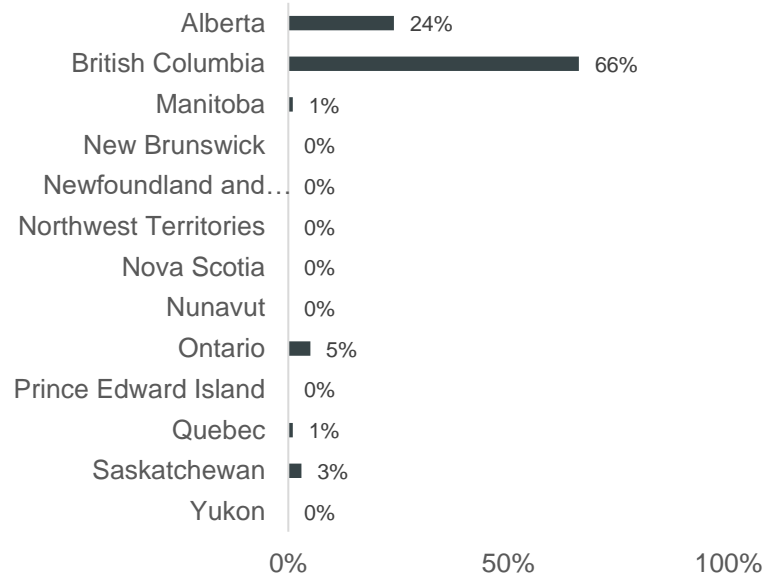
THOMPSON OKANAGAN

Overview

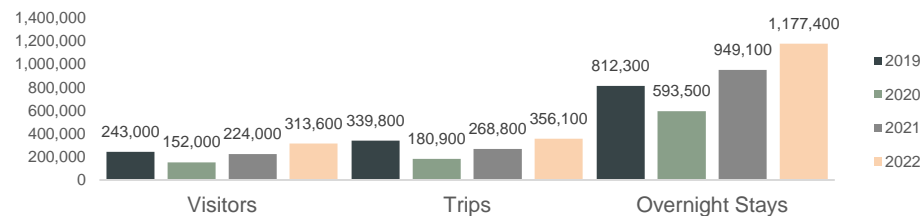
The number of visitors to British Columbia from Canadian travelers increased by **29%** when comparing December 2022 to December 2019.

Visitors increased by **106%** when compared to December 2020 and increased by **40%** when compared to December 2021.

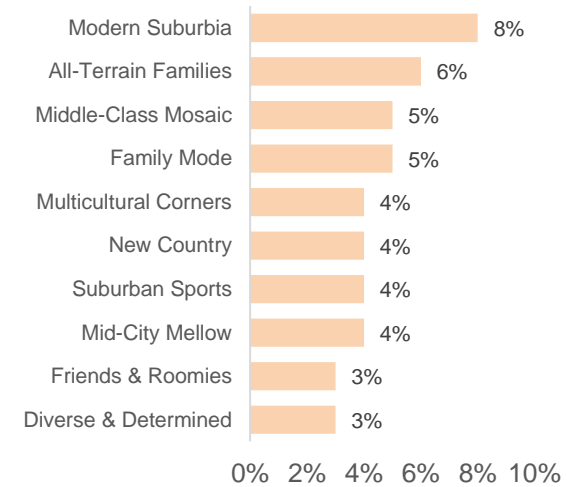
Percentage of Visitors to the Thompson Okanagan by Province December 2022



Canadian Visitors to the Thompson Okanagan December 2019-2022



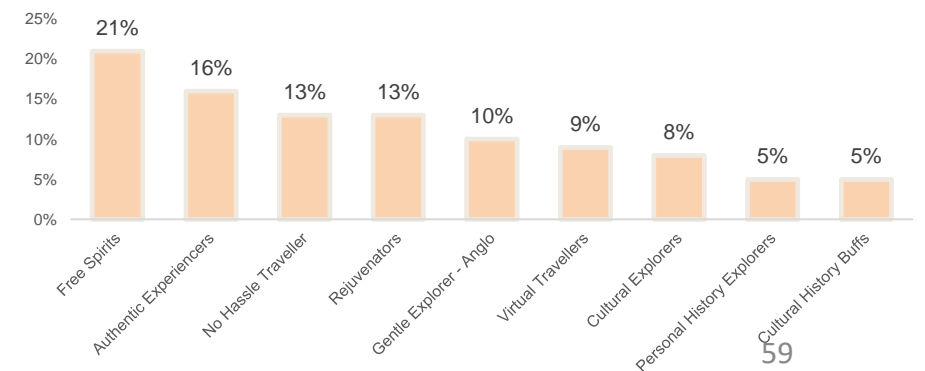
December 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** makes up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **All-Terrain Families** makes up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** makes up 79,778 households, or 4.9% 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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