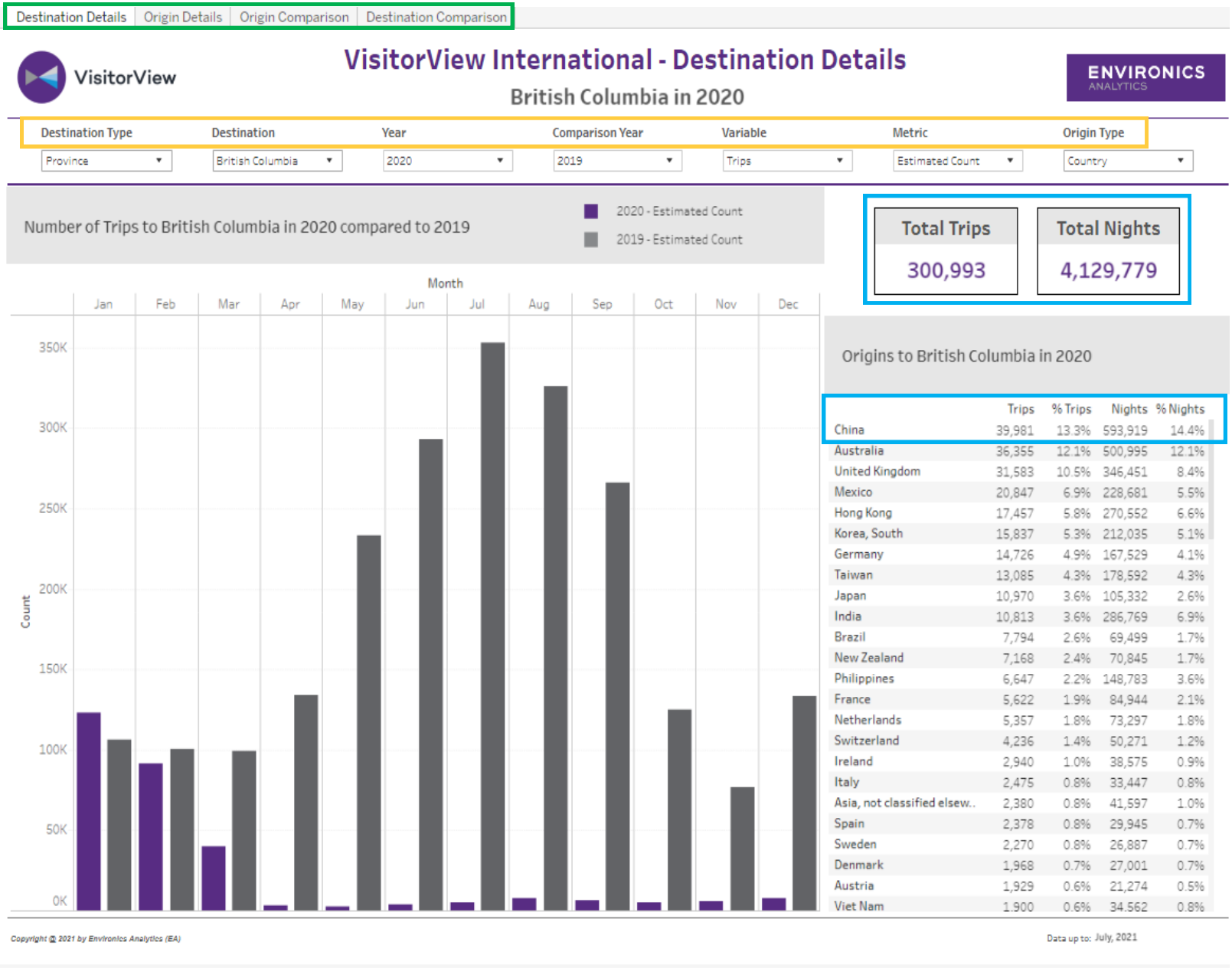
HOW TO READ

VisitorView International—Destination and Origin Details

VisitorView International provides estimates of total non-American and non-Canadian visitors' trips and nights to Canadian tourism regions, sub-regions, provinces, all CMAs, CDs and CSDs with 50,000+ population.



Four dashboards are available.

Destination Type: The level of geography used for the report.

Destination: The place visited.

Year: Temporal range used for report.

Comparison Year: Time range used to compare data.

Variable: Select from Nights, Trips, or Nights per Trip.

Metric: Data can be represented as Estimated Count, % Change-Month over Month, or % Change -Year over Year.

Origin Type: Select international origin countries or from broader global regions.

International visitors accounted for **300,993** trips and **4,129,779** total nights to **British Columbia** in 2020. During this time period, visitors from **China** took the most trips, **39,981** or **13.3%** of total trips. Visitors from China accounted for **593,919** total nights which accounts for **14.4%** of total nights spent by international visitors to this province. Compared to **2019,** total trips were down significantly year over year and month over month with the exception of January.

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VisitorView International—Destination and Origin Comparison

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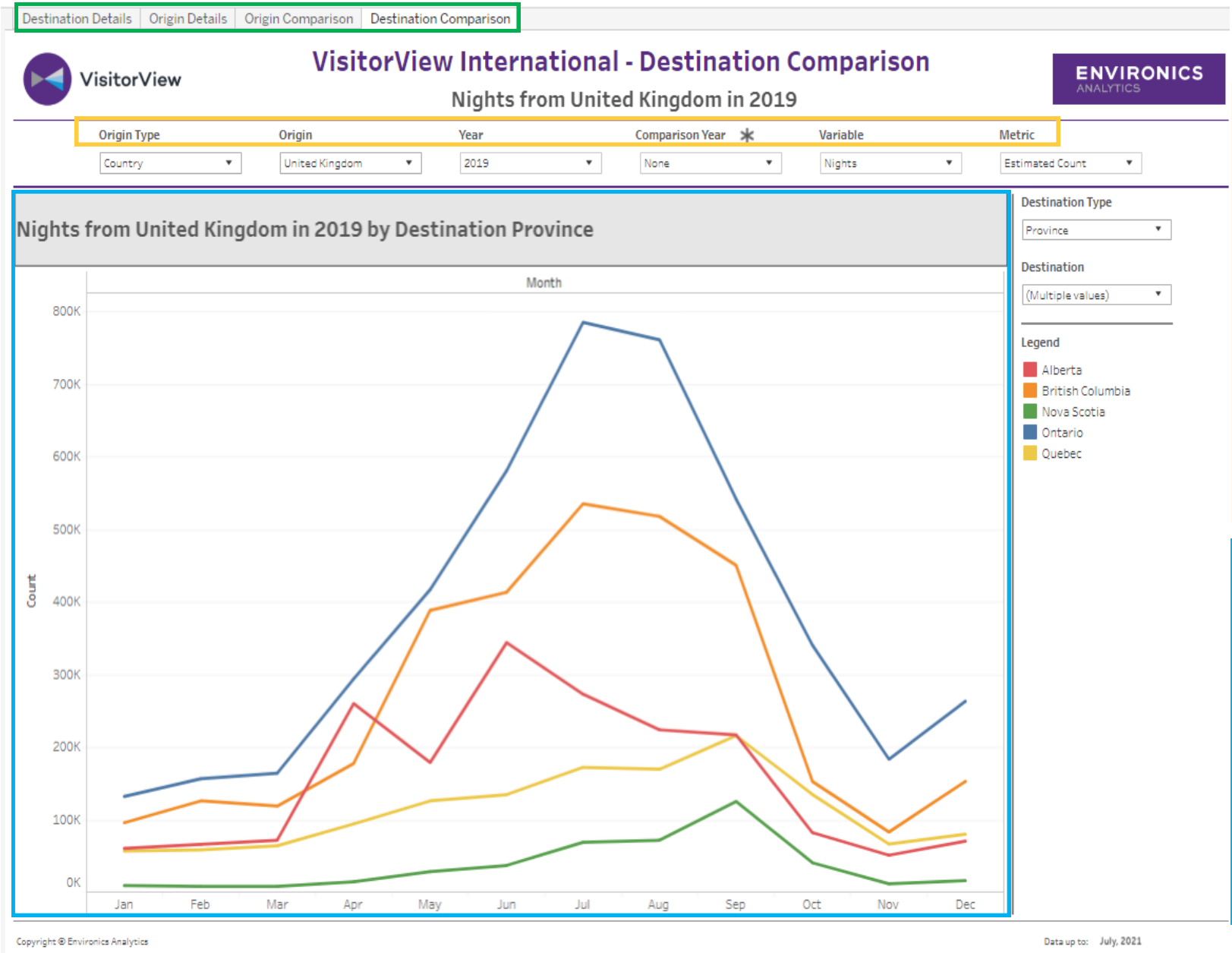

Four dashboards are available.

Origin Type: Select between country or region categories.

Origin: Select specific countries or global regions.

Year: Temporal range used for report.

Comparison Year: Time range used to compare data. Only applicable if the % Change-Year over Year metric is selected.

Variable: Select from Nights, Trips, or Nights per Trip.

Metric: Data can be represented as Estimated Count, % Change-Month over Month, or % Change -Year over Year.

This data shows the top five provinces in terms of nights spent by travelers from the **United Kingdom** in 2019. The majority of visitors from the United Kingdom travelled to these provinces during the summer months. **Ontario** and **British Columbia** account for the most nights spent, during the month of July, UK visitors spent nearly 800,000 and 575,000 nights in Ontario and British Columbia respectively.