



## Cariboo Chilcotin Coast Tourism Snapshot 2019 - 2021

The tourism industry in Cariboo Chilcotin Coast is still experiencing severe difficulties brought about by the COVID -19 pandemic. By September 2021, [nearly a third of businesses](#) (30%) reported that they were unable to pay 100% of their bills. Additionally, the [number of visitors to the region has remained low throughout the entirety of 2021](#) — only briefly surpassing 2019 levels during early April. It is likely that the absence of international visitors has caused a significant amount of hardship for tourism firms in the region.

The number of visitors in 2021 [has decreased by nearly 26% year to date](#) when compared to 2019. For reference, the number of visitors over the same period was nearly unchanged from 2019 to 2020. Possible factors contributing to the small variation in visitor numbers from 2019 to 2020 may also help explain the large decrease in visitor numbers from 2019 to 2021. In 2020, a decline in visitor numbers to the region during the spring was largely counteracted by higher visitor numbers in the summer months. [Visitors from many Lower Mainland cities](#) (Vancouver, Abbotsford, Chilliwack, Burnaby) as well as from other large nearby cities (Edmonton, Kelowna) increased from 2019 to 2020. While city -level data is unavailable for the summer of 2021, it could be the case that road closures and other complications due to wildfires in the region led to a lower volume of visitors from the Lower Mainland.

From March onwards, 2021 [occupancy rates](#) in the region have surpassed 2020 levels despite lower visitor volumes. Occupancy rates surpassed 2019 levels in July and August. [Average daily rates](#) appear to have followed occupancy patterns throughout 2021. It appears that the region is experiencing a “dual shock” to the supply and demand, whereby the supply of accommodation has been reduced by labour shortages and other factors related to COVID-19, and the demand for accommodation has been reduced by a decrease in international and interprovincial visitors to the region. With this being said, data surrounding occupancy, ADR, and RevPAR are often collected from accommodation firms that are characteristically different (generally larger chains) than most accommodation firms in the region.

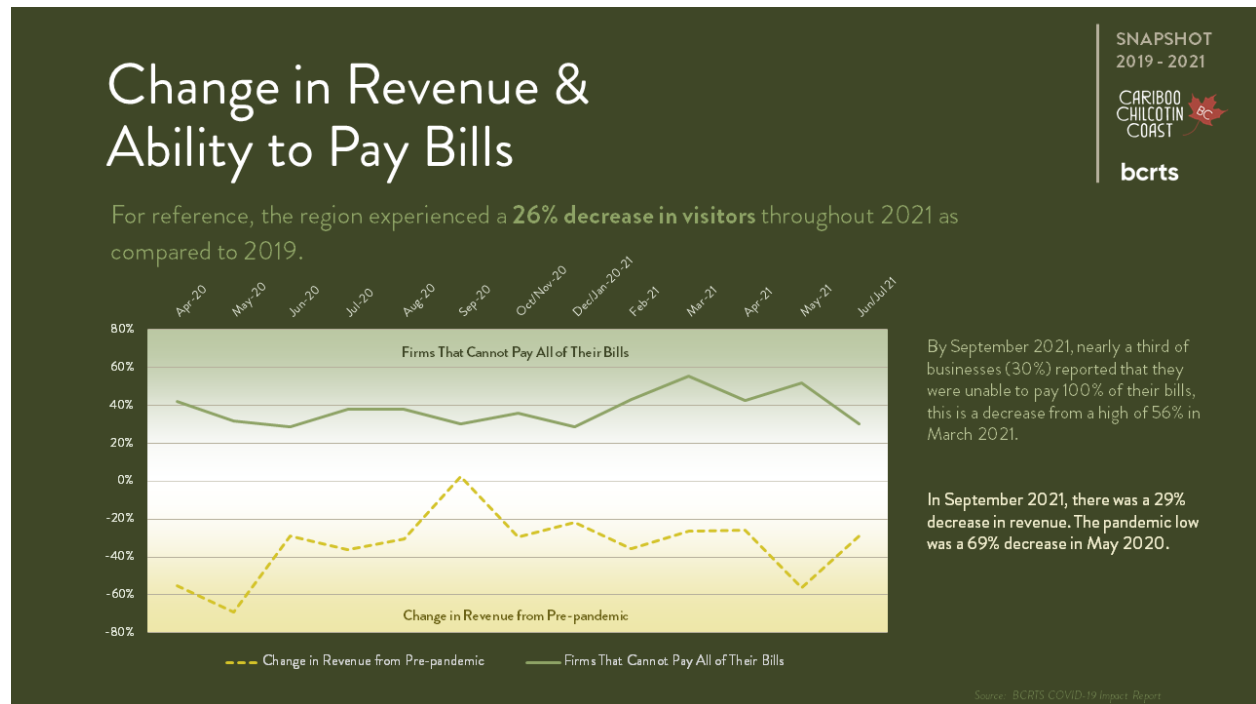
It appears that visitors to the region in 2020 were characteristically different from 2019. The [average](#) length of stay increased in the summer of 2020 when compared to the same months in 2019, which may be indicative that visitors to the region were more likely to be self-guided, and likely had lower spending across the region. This may explain why a higher

level of visitors in the region did not translate to greater business success or higher levels of occupancy. Additionally, it could be possible that a large proportion of visitors to the region are non-leisure visitors and therefore had different visitation and spending patterns than a typical visitor to the region.

By the beginning of September 2021, 30% of firms reported that they were unable to pay 100% of their bills, compared to 56% in March 2021 (the pandemic high), an improvement of 26 percentage points. The average reduction in previous month's revenue was 29% in September 2021, compared to the pandemic low of 69% in May 2020. While the number of firms that are reporting that they are operating with [business as usual](#) has increased as of September 2021, just over 1 in 5 (21%) of firms are reporting that they are [currently closed](#).

[Across firm types](#), activity firms suffered the sharpest decline in revenue compared to pre-pandemic years. It could be the case that there is a heterogeneous effect of the pandemic where the lack of international visitors means that there are less visitors who are engaging in the full spectrum of tourism services (i.e. less business for activity firms). It could also be the case that accommodation firms (as well as food & beverage firms) are supported by non-leisure tourism.

Looking ahead to reopening, business owners were most concerned about staffing shortages and lack of visitor confidence in travel. Staffing levels have remained low in the region.

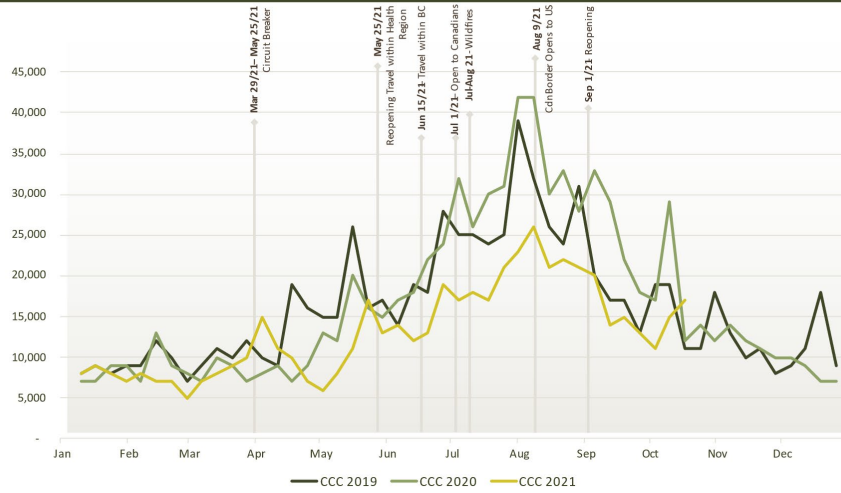
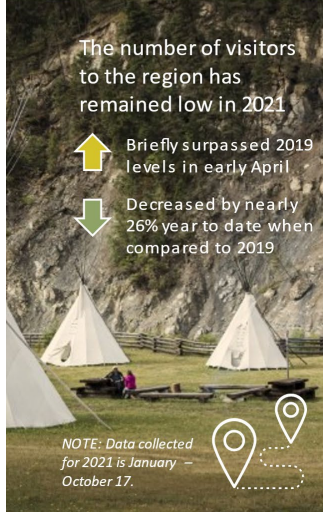


# Weekly Domestic Overnight Visitors

SNAPSHOT  
2019 - 2021



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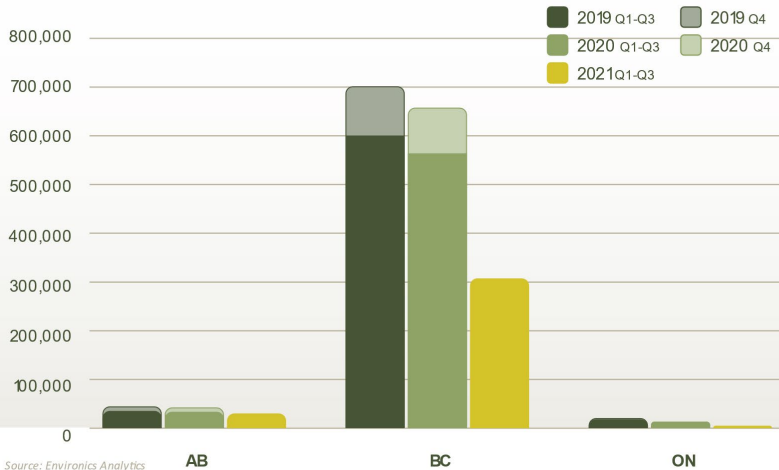


# Domestic Overnight Visitors

SNAPSHOT  
2019 - 2021



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The three largest markets for visitors to CCC, by province, are **Alberta, BC, and Ontario**.

Comparing 2020 to 2019, there was a drop in visitors of:

- ↓ 5% from AB
- ↓ 6% from BC
- ↓ 33% from ON

NOTE: Data collected for 2021 is January-September.

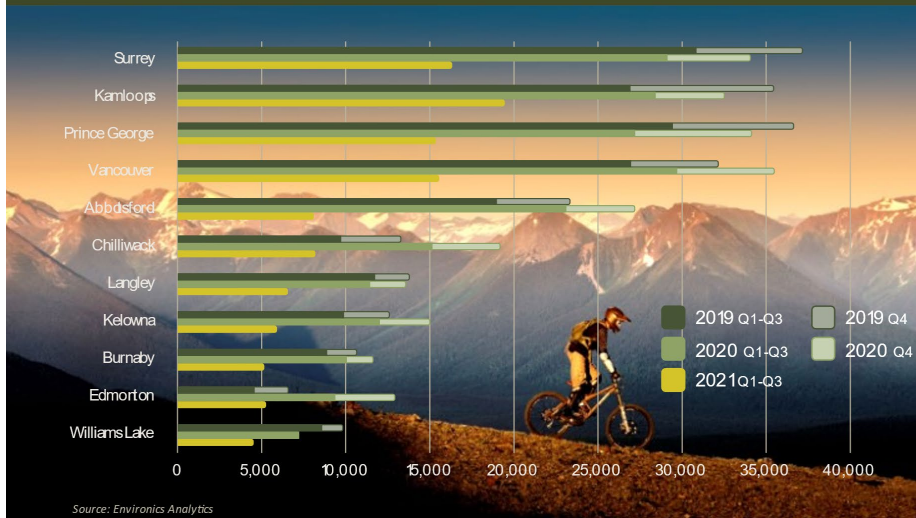
Source: Environics Analytics

# Annual Domestic Visitors by City

SNAPSHOT  
2019 - 2021



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↓ The number of visitors from the top three cities has declined from 2019 through 2021

↑ However, in 2020, the number of visitors increased from several cities in the Lower Mainland, along with Kelowna and Edmonton

Comparing the first 3 quarters, 2021 city visitors are down from previous years. It could be that road closures and other complications due to wildfires led to a lower volume of visitors from the Lower Mainland from Jan to Sept.

Source: Environics Analytics

# Occupancy Rate

SNAPSHOT  
2019 - 2021



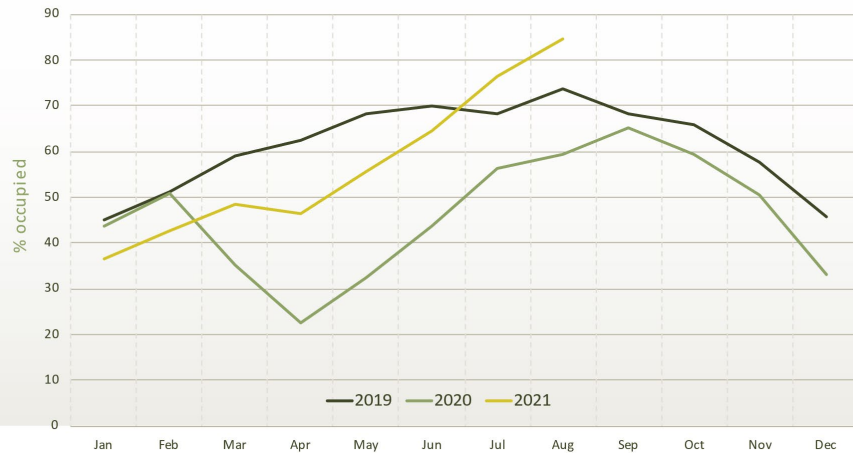
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From March 2021 onwards, occupancy rates:

↑ surpassed 2020 levels despite lower visitor volumes and

↑ surpassed 2019 levels in both July and August

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the region.



Source: STR

# Average Daily Rate

SNAPSHOT  
2019 - 2021



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The average daily rate appears to be moving in response to the reported occupancy rates.

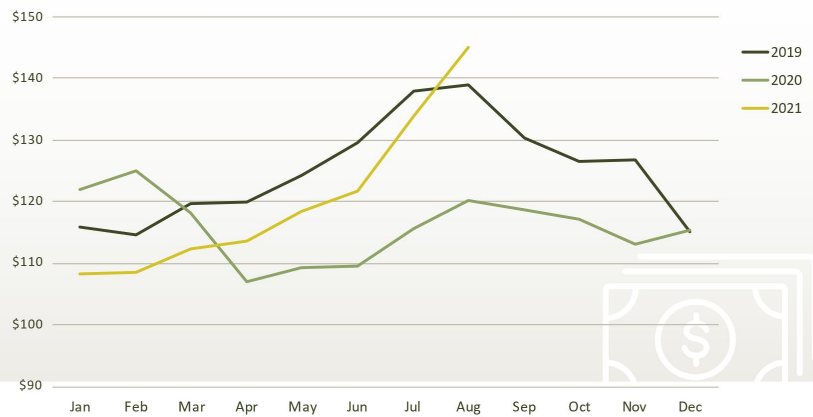
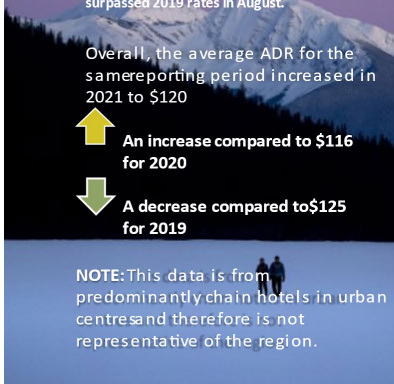
For the first half of 2021, the ADR was consistent with past years but then surpassed 2019 rates in August.

Overall, the average ADR for the same reporting period increased in 2021 to \$120

↑ An increase compared to \$116 for 2020

↓ A decrease compared to \$125 for 2019

**NOTE:** This data is from predominantly chain hotels in urban centres and therefore is not representative of the region.



Source: STR

# Decrease in Revenue from Pre-Pandemic

SNAPSHOT  
2019 - 2021



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# Average Length of Stay

SNAPSHOT  
2019 - 2021

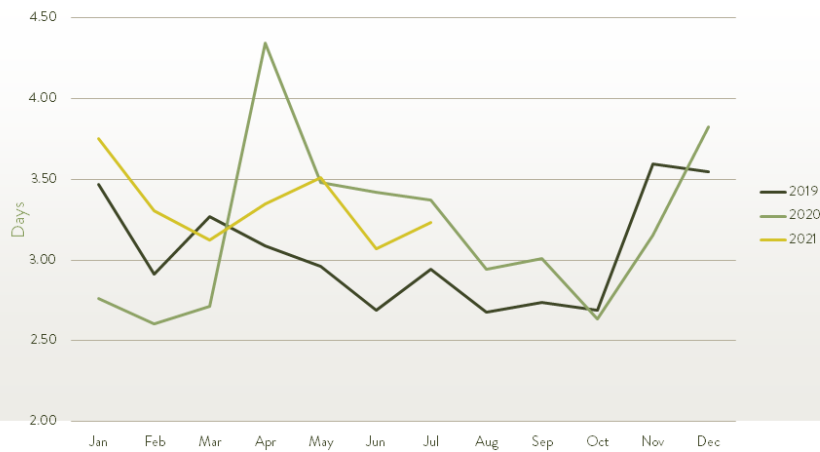


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Overall, the average length of stay for the same reporting period increased in 2021 to 3.33, compared to 3.25 for 2020 and 3.05 for 2019. Note: this data does not include the two busiest months of the year in July and August.

This could be due to visitors to the region being characteristically different in 2020 when compared to 2019. Visitors to the region in 2020 were more likely to be self-guided.

The longest length of stay was 4.35 and occurred in April of 2020.



Source: Envision Analytics

# Impact of COVID-19

SNAPSHOT  
2019 - 2021

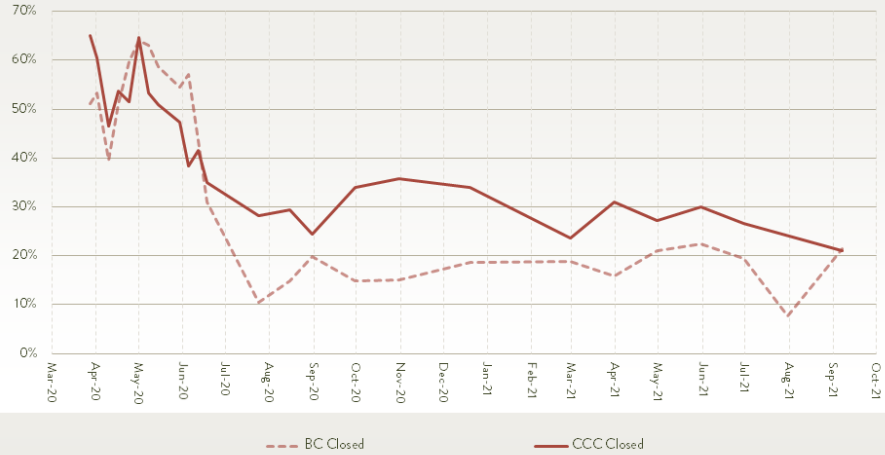


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As of September 2021  
21% of firms in CCC  
reported that they had  
closed

It is similar to 22%  
of other BC firms

Overall there are  
fewer businesses  
reporting that they  
are closed than any  
other time during  
the pandemic



Source: BCRTS COVID-19 Impact Report

# Impact of COVID-19

SNAPSHOT  
2019 - 2021

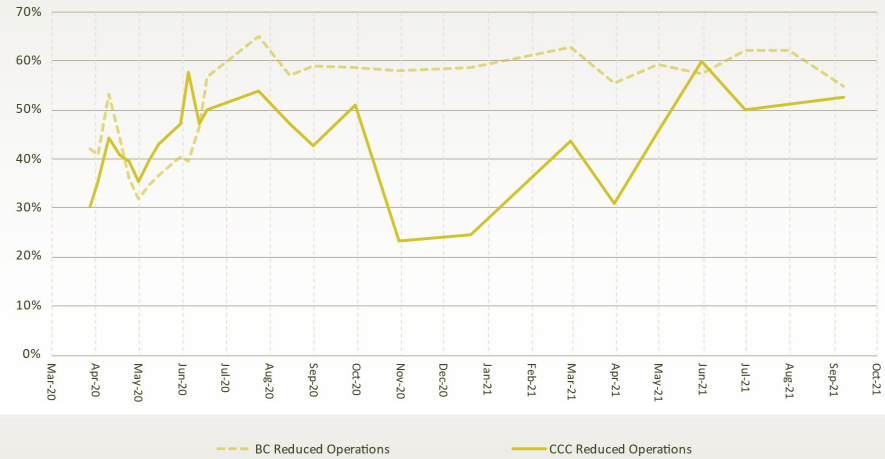


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As of September 2021  
53% of firms in CCC  
were reporting reduced  
operations

This is 2% lower  
than BC firms as  
a whole

2021 avg: 47%  
2021 high: 60%  
2021 low: 31%



Source: BCRTS COVID-19 Impact Report