

bcrts

British Columbia
Regional Tourism
Secretariat

WEEKLY VISITOR INSIGHTS



Measuring Canadian Travel Patterns

JANUARY 1 - DECEMBER 26, 2021

2021 DATA VINTAGE



SYMPHONY
TOURISM
SERVICES

PURPOSE

- The Measuring Canadian Travel Patterns dashboard created by Environics Analytics helps the Canadian travel and tourism industry understand the impact of the worldwide COVID-19 pandemic as it relates to Domestic Overnight Visitors within Canada, its **provinces, territories, and tourism regions**.
- With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).
- 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.



METHODOLOGY

- Environics Analytics uses privacy compliant, anonymized mobile movement data to identify devices whose **Daily Common Evening Location** is 60 km or more away from their *Yearly Common Evening Location*.
- Data is aggregated and compared on a weekly basis versus the previous year and week.
 - (**Note:** Year over year data may not compare the exact same date range).
- Data is limited to devices that we can reliably infer their *Daily* and *Yearly* Common Evening Locations.
- Data has been standardized and normalized leveraging demographic data and PRIZM, their neighbourhood classification system.



GLOSSARY

- **Timeframe:** The dashboard data starts the week of January 3, 2021 and is tracked on a weekly basis.
- **Domestic Overnight Visitors:** Extrapolated from a sample of mobile devices that spent at least one night more than 60KM away from their Yearly Common Evening Location.
- **Common Evening Location:** A location where the device is normally seen between 6PM and 8AM the following morning.



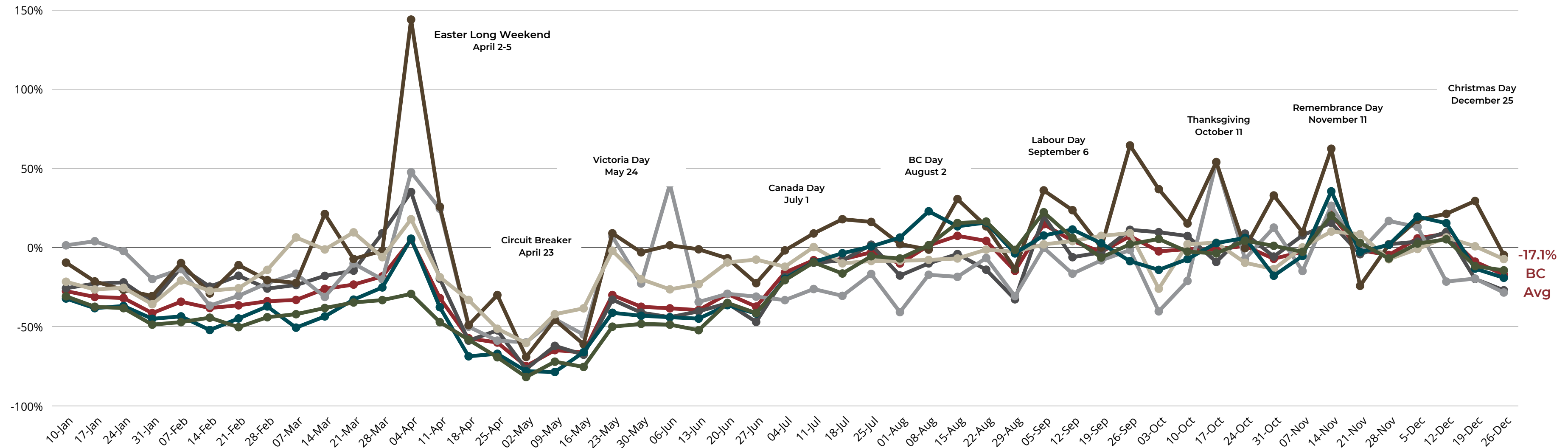
INTRODUCTION

- Environics Analytics' Weekly Tourism Tracker filters data by Canada, Province or Territory. R1 or Region 1 is selected as the region from which to make comparisons, in this case, the province of BC.
- R2 or Region 2 represents the comparison region, in this case each of the regions of BC.
- **BC Regions:**
 - Cariboo Chilcotin Coast
 - Kootenay Rockies
 - Northern B.C
 - Thompson-Okanagan
 - Vancouver Island
 - Vancouver, Coast & Mountains



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

B.C REGIONS



Key Findings:

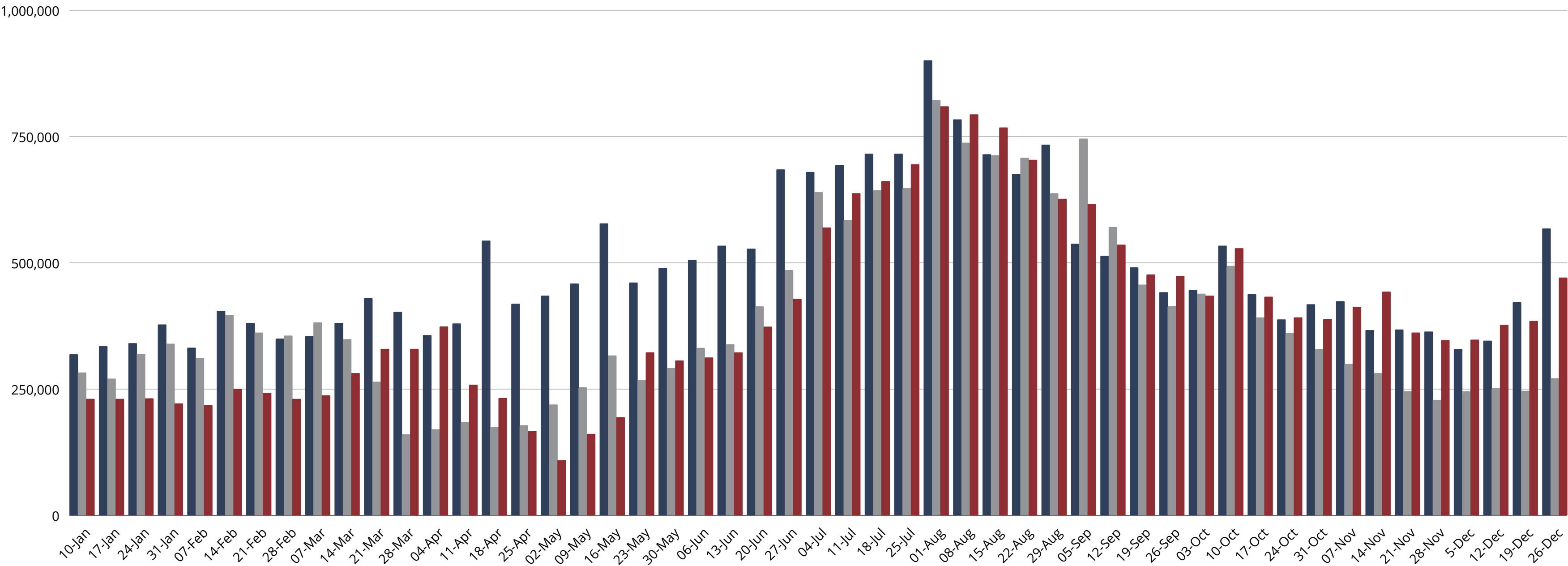
- Average Domestic Overnight Visitation to BC for Week 51 (Dec 20 - 26, 2021) is **down 17.1%** compared to the same week in 2019.
- All regions, including; Thompson Okanagan, Kootenay Rockies, Cariboo Chilcotin Coast, Northern BC and Vancouver Island, and Vancouver Coast & Mountains saw a **decrease** in visitation when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).
- British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

Notes:

- The baseline of comparison is now 2019, with percentages above 0% indicating higher rates of visitation in 2021 than 2019, and percentages below 0% indicating lower rates of visitation in 2021 than 2019.
- BC issued a new order to limit non-essential travel within the Province on April 23, 2021 resulting in a drop in visitation during the week ending May 2.
- The provincial reopening plan was announced on May 25, 2021 with recreational travel being allowed within travel regions, leading to slight increases the following weeks and further slight increases since Step 2 of reopening plan began on June 15.
- The Weeks of March 28 (Good Friday), April 4 (Easter Monday), May 23 (Victoria Day), July 4 (Canada Day), Aug 2 (BC Day), Sept 6 (Labour Day), Oct 11 (Thanksgiving), Nov 11 (Remembrance Day), Dec 25 (Christmas Day) were Long Weekends
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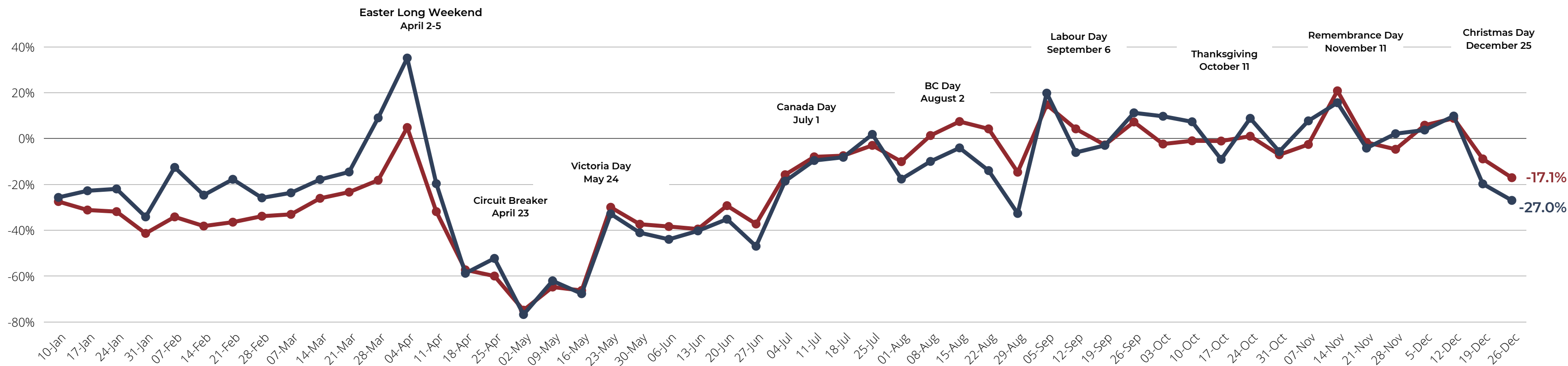
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

BRITISH COLUMBIA



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

THOMPSON OKANAGAN REGION



Key Findings:

- Domestic Overnight Visitation to the Thompson Okanagan for Week 51 (Dec 20 - 26, 2021) is **down 27%** compared to the same week in 2019.
- The Thompson Okanagan saw **9.9% less visitation** when compared to British Columbia during Week 51 (Dec 20 - 26, 2021).
- Visitation to the Thompson Okanagan **decreased by 8.2%** and British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

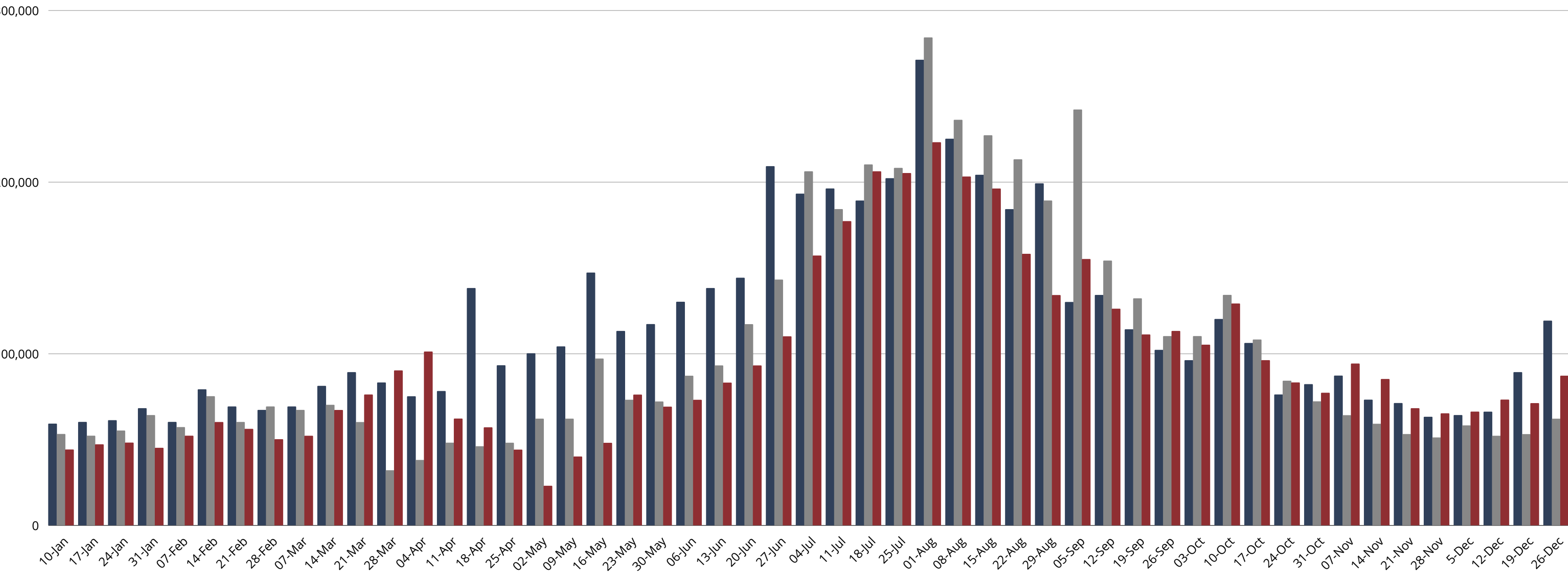
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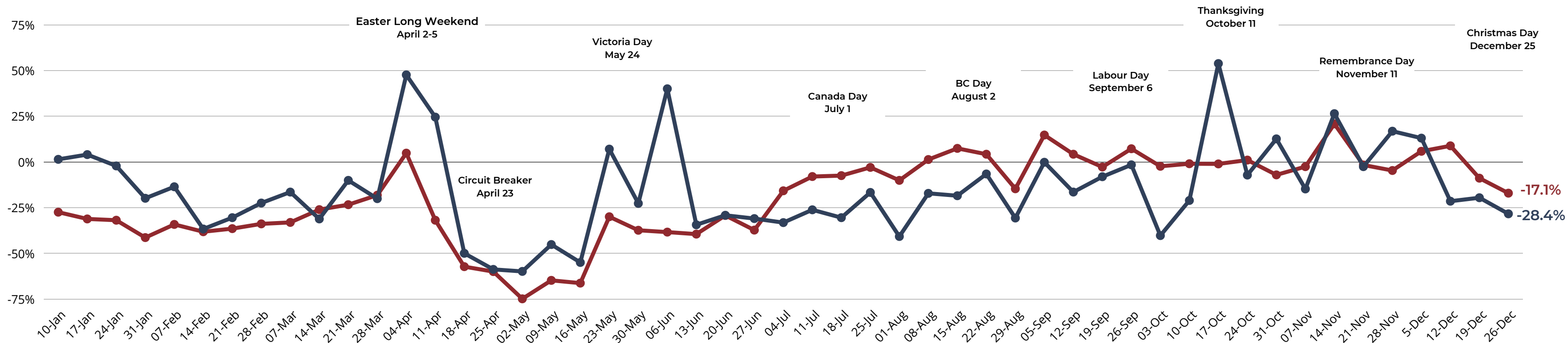
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

THOMPSON OKANAGAN REGION



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

CARIBOO CHILCOTIN COAST



Key Findings:

- Domestic Overnight Visitation to the Cariboo Chilcotin Coast for Week 51 (Dec 20 - 26, 2021) is **down 29.3%** compared to the same week in 2019.
- The Cariboo Chilcotin Coast saw **11.3% less visitation** when compared to British Columbia during Week 51 (Dec 20 - 26, 2021).
- Visitation to the Cariboo Chilcotin Coast **decreased by 8.8%** and British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

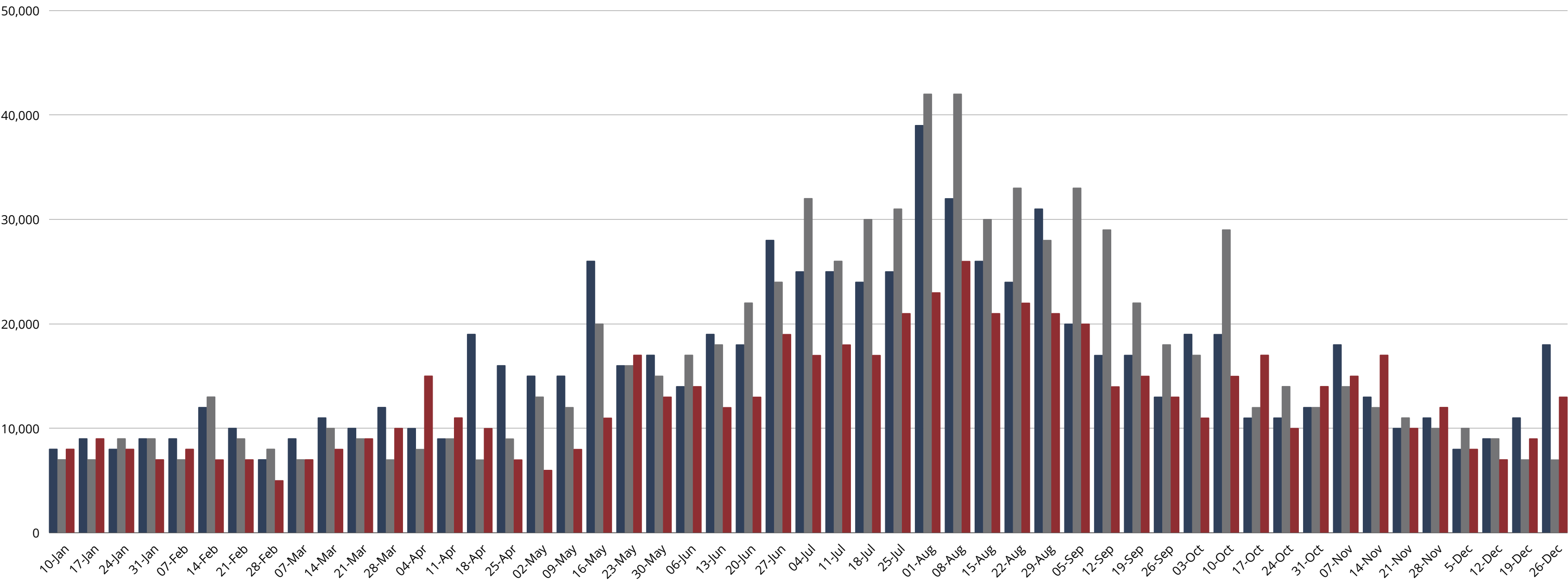
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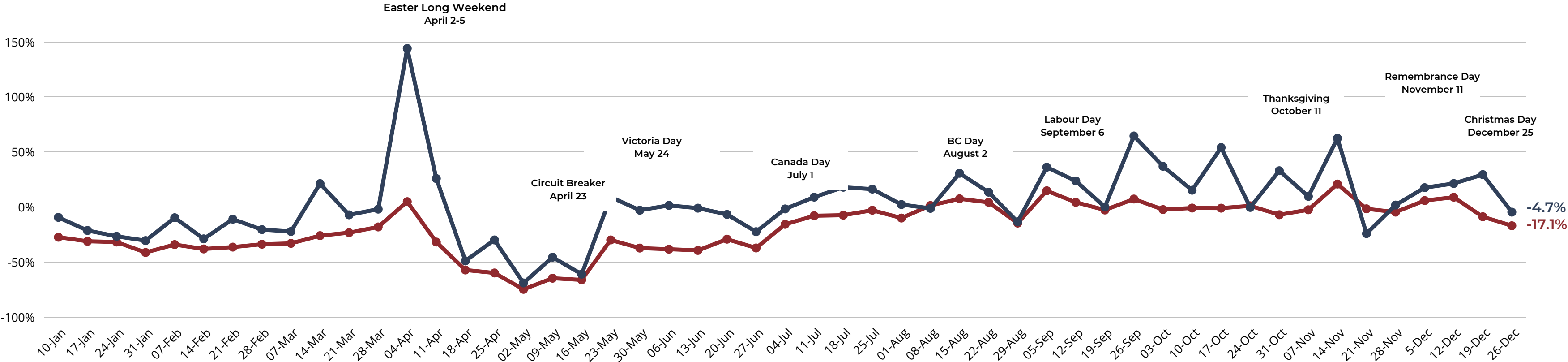
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

CARIBOO CHILCOTIN COAST



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

KOOTENAY ROCKIES



Key Findings:

- Domestic Overnight Visitation to the Kootenay Rockies for Week 51 (Dec 20 - 26, 2021) is **down 4.7%** compared to the same week in 2019
- The Kootenay Rockies saw **12.2% more visitation** when compared to British Columbia during Week 51 (Dec 20 - 26, 2021).
- Visitation to the Kootenay Rockies **decreased by 34.1%** and British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

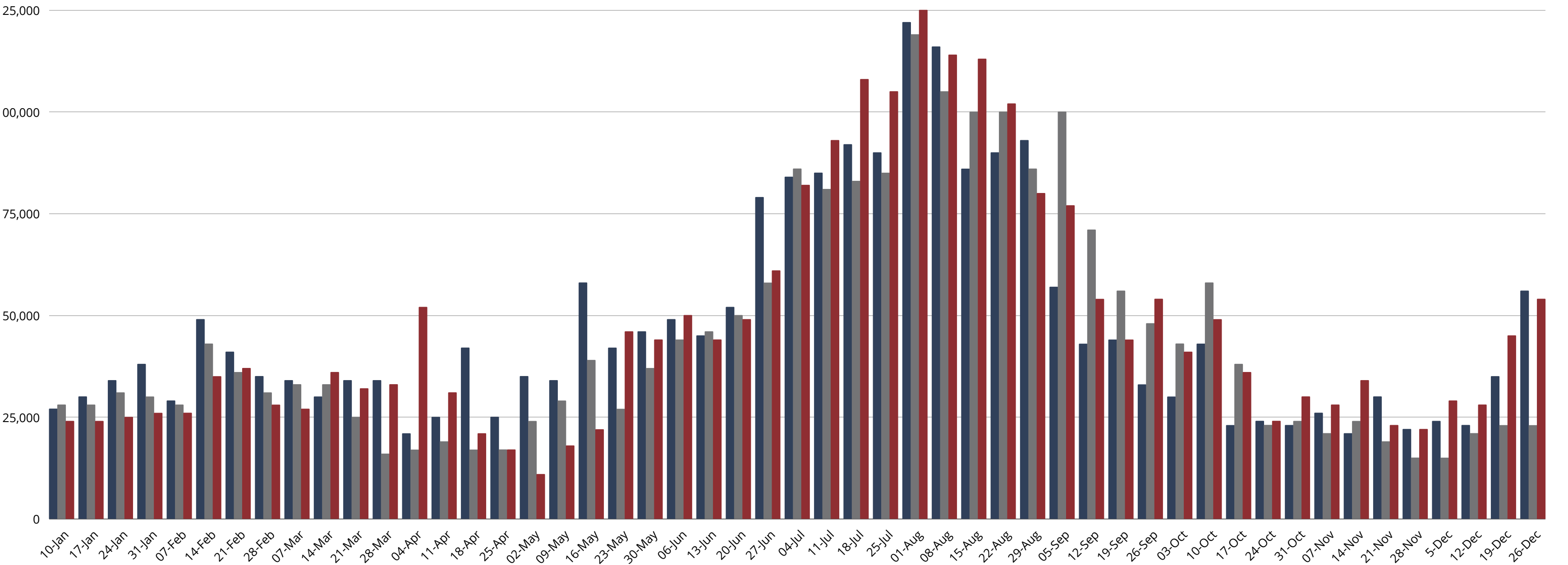
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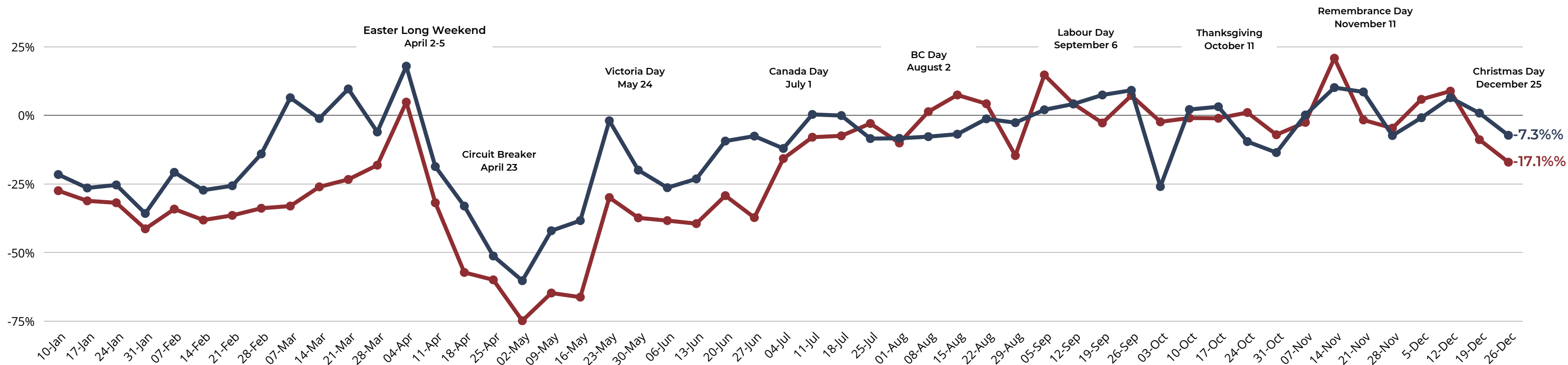
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

KOOTENAY ROCKIES



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

NORTHERN BC



Key Findings:

- Domestic Overnight Visitation to Northern BC for Week 51 (Dec 20 - 26, 2021) is **down 7.3%** compared to the same week in 2019.
- Northern BC saw **9.8% more visitation** when compared to British Columbia during Week 51 (Dec 20 - 26, 2021).
- Visitation to Northern BC **decreased 8.1%** and British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

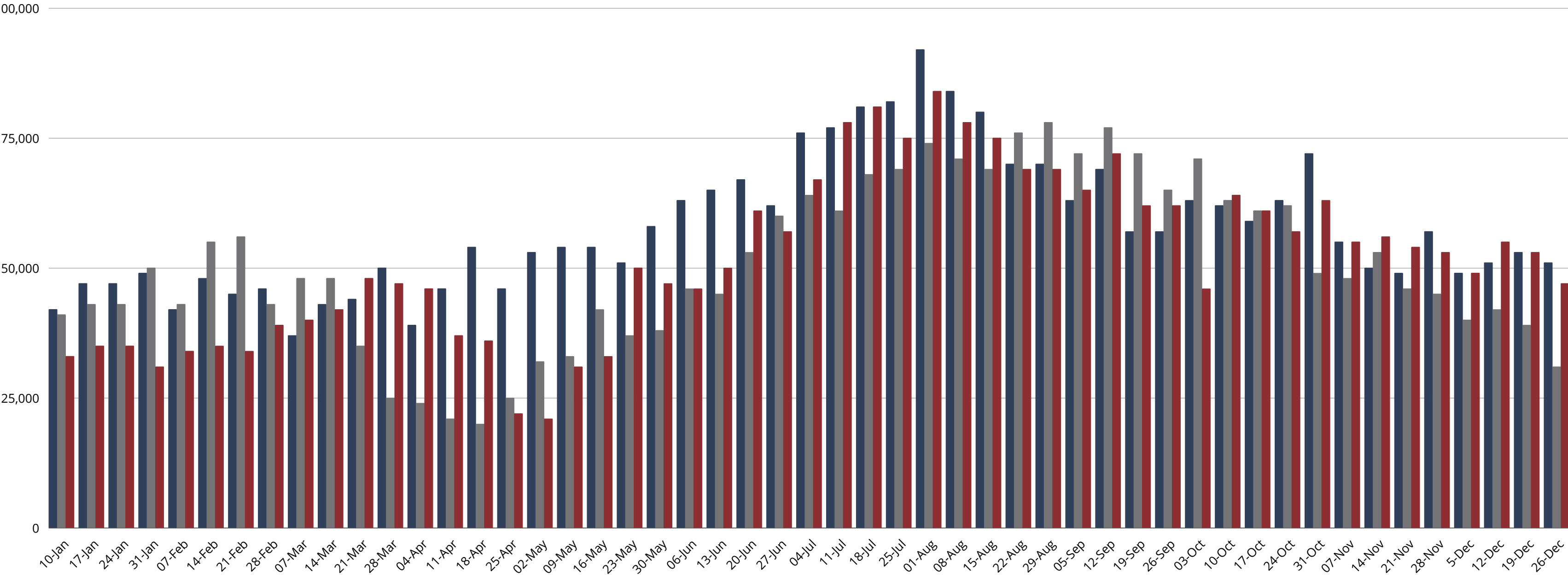
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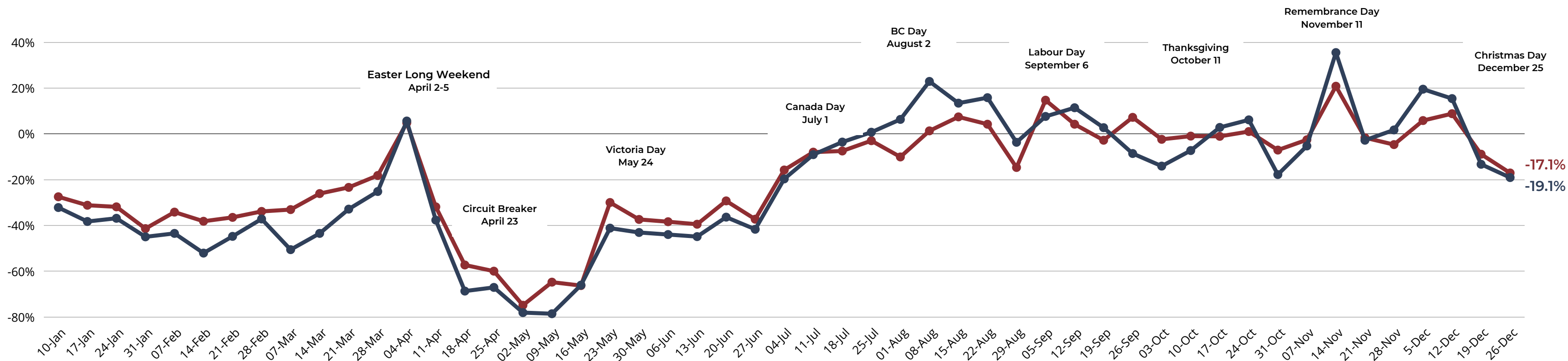
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

NORTHERN BC



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

VANCOUVER ISLAND



Key Findings:

- Domestic Overnight Visitation to Vancouver Island for Week 51 (Dec 20 - 26, 2021) is **down 19.1%** compared to the same week in 2019.
- Vancouver Island saw **2% less visitation** when compared to British Columbia during Week 51 (Dec 20 - 26, 2021).
- Visitation to Vancouver Island **decreased by 5.8%** and British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

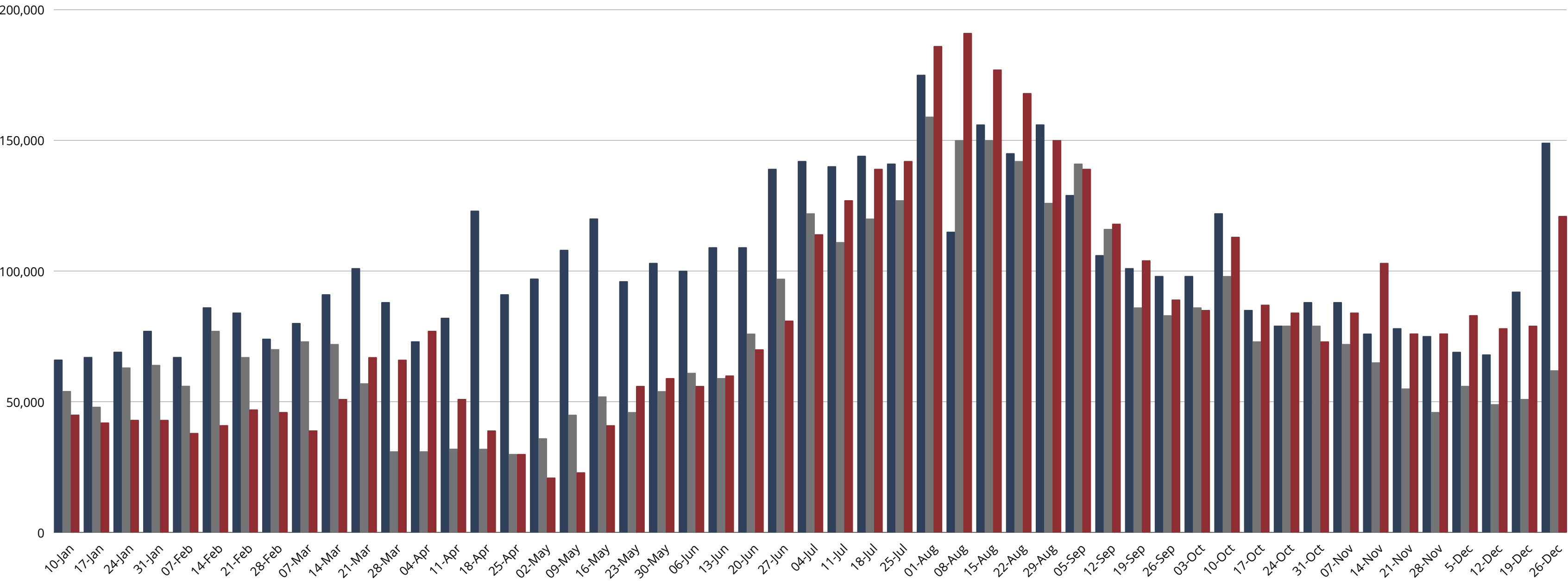
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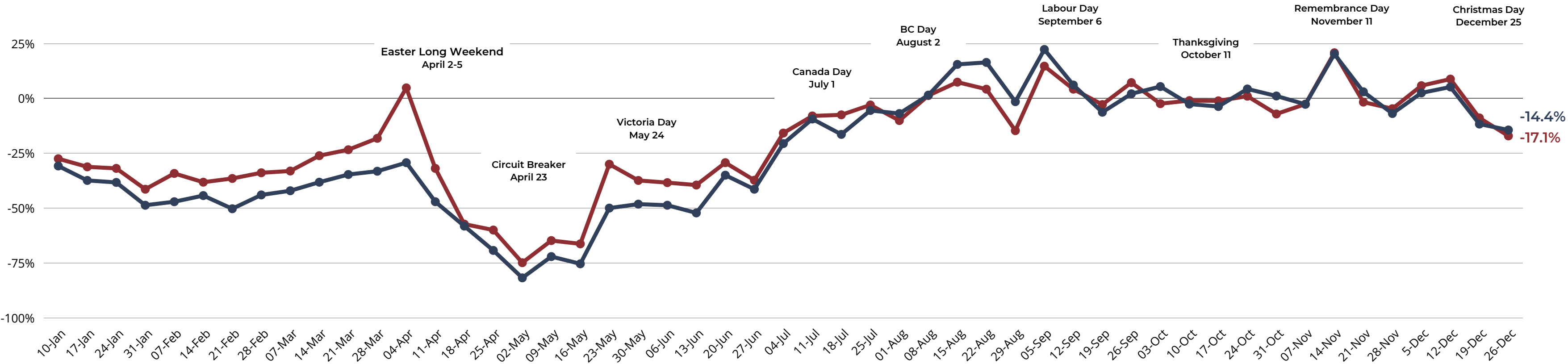
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

VANCOUVER ISLAND



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

VANCOUVER, COAST & MOUNTAINS



Key Findings:

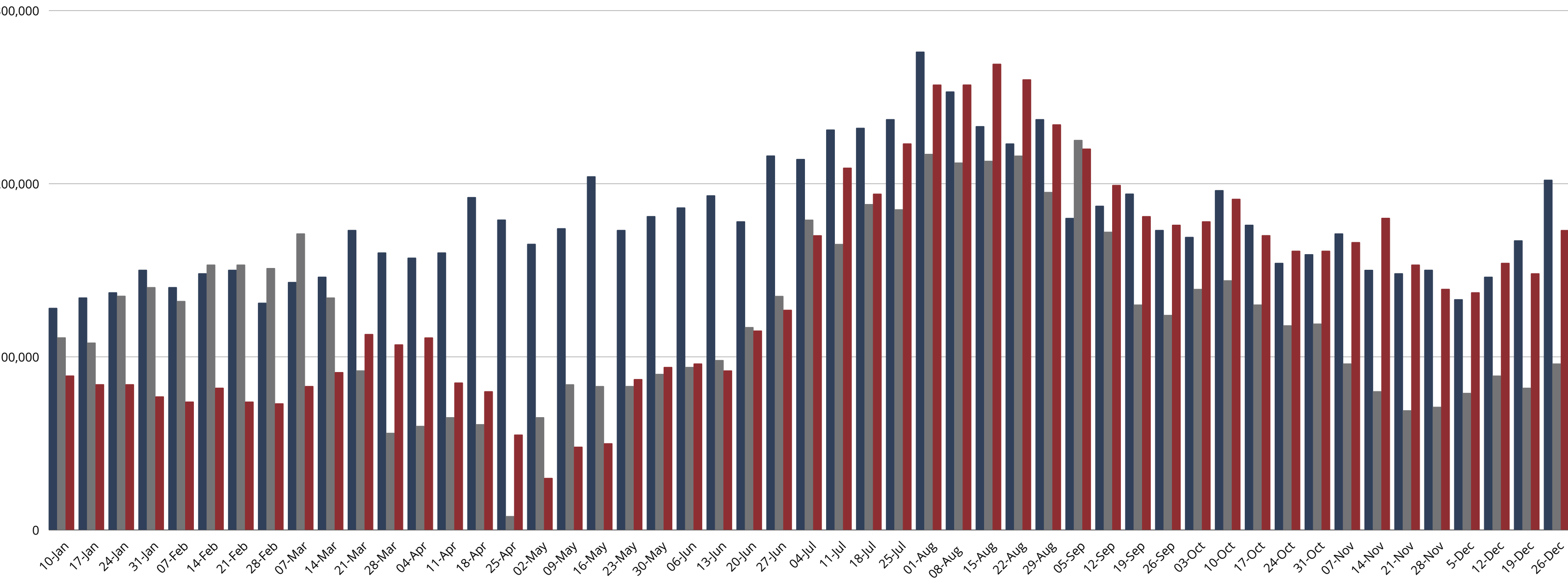
- Domestic Overnight Visitation to Vancouver Coast & Mountains for Week 51 (Dec 20 - 26, 2021) is **down 14.4%** compared to the same week in 2019.
- Vancouver, Coast & Mountains saw **2.7% more visitation** when compared to British Columbia Week 51 (Dec 20 - 26, 2021).
- Visitation to Vancouver, Coast & Mountains **decreased by 2.7%** and British Columbia **decreased by 8.2%** when comparing Week 50 (Dec 13 - 19, 2021) to Week 51 (Dec 20 - 26, 2021).

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DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

VANCOUVER, COAST & MOUNTAINS



STR Destination Report

December 19 - 25, 2021



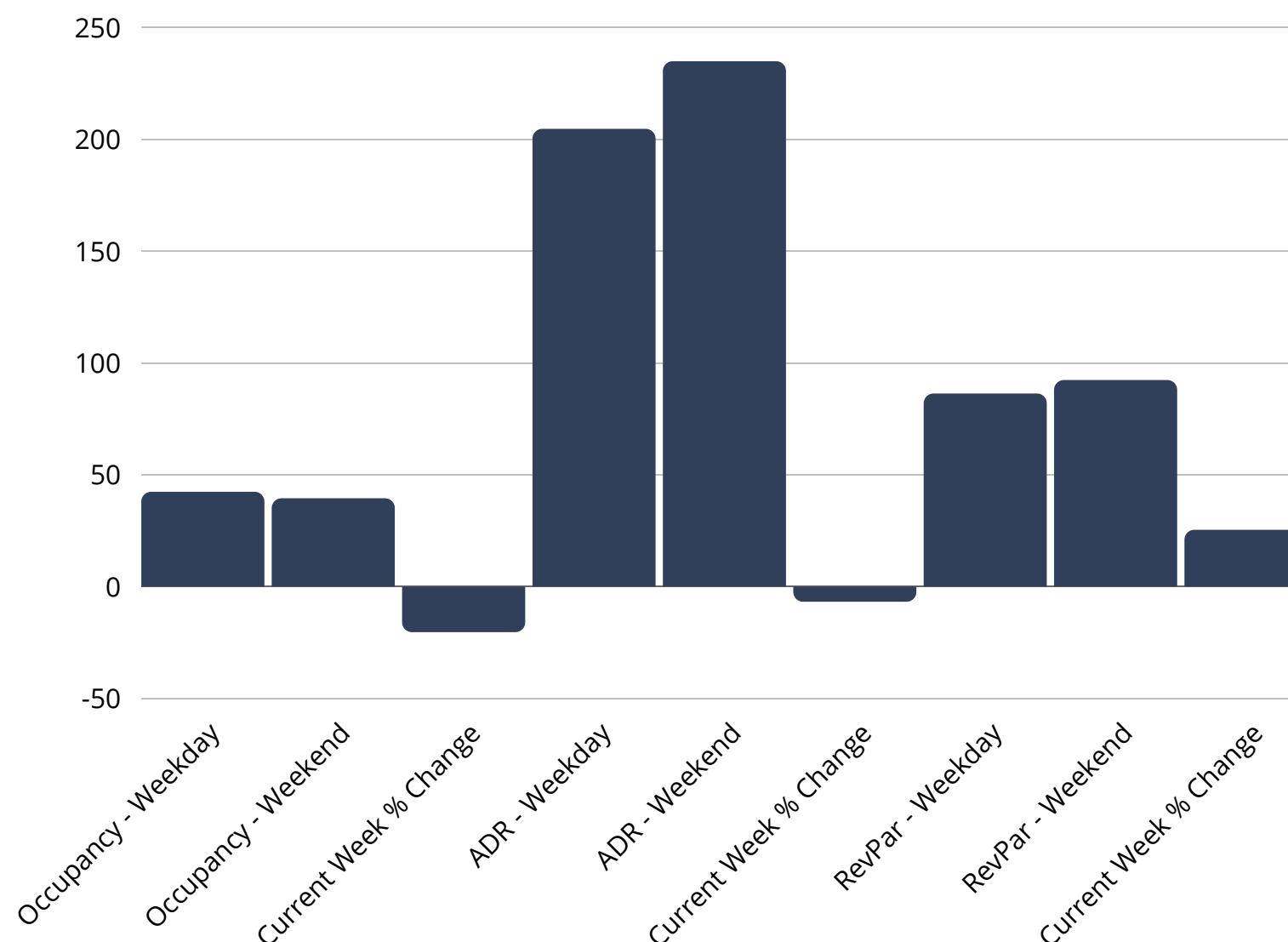
STR SUMMARY BC & REGIONS

DECEMBER 19-25, 2021

- British Columbia had a **42.1%** occupancy from Sunday-Thursday and a **39.2%** occupancy during the weekend, down **-20.0%** compared to the same week in 2019.
- British Columbia had an ADR of **\$204.33** from Sunday-Thursday and an ADR of **\$234.56** during the weekend, down **-6.4%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$86.03** from Sunday-Thursday and a RevPAR of **\$92.05** during the weekend, down **-25.1%** compared to the same week in 2019.

REGIONAL STATS WEEKEND OF December 24-25, 2021:

- Cariboo Chilcotin Coast: OCC 21.2% ADR \$165.71 REVPAR \$35.13
- Kootenay Rockies: OCC 21.5% ADR \$170.33 REVPAR \$36.63
- Northern BC: OCC 14.0% ADR \$116.09 REVPAR \$16.31
- Thompson Okanagan: OCC 28.4% ADR \$133.90 REVPAR \$38.01
- Vancouver Island: OCC 52.1% ADR \$192.82 REVPAR \$100.40
- Vancouver: OCC 46.3% ADR \$173.94 REVPAR \$80.55
- Whistler: OCC 63.5% ADR \$906.51 REVPAR \$575.78



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GLOSSARY

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a hotel
- **Average Daily Rate (ADR):** Represents the average rental income per paid occupied room in a given time period, however, ADR itself cannot be used to measure a hotel's performance
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a hotel's ADR by its occupancy rate, an increase in RevPAR most likely indicates an improvement in occupancy rate and can be used to measure a hotel's performance

CONTACT US



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