

Weekly Visitor Insights

Measuring Canadian Travel Patterns

February 14, 2022 - February 20, 2022

2022 Year to Date

bcrts
British Columbia
Regional Tourism
Secretariat



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 2022 and year over year 2019, 2020, 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.



A person in a dark jacket and pants stands on a rocky outcrop, looking out over a vast, hazy mountain range under a soft, orange-hued sky at sunset or sunrise.

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.



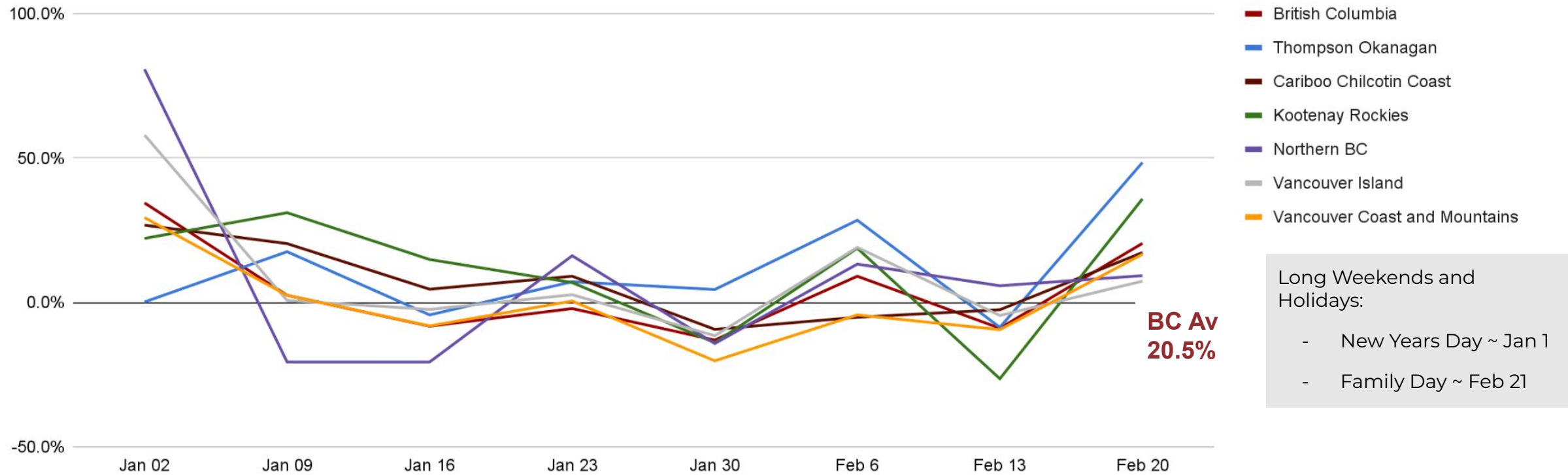
Introduction



- 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. 2022) Variation

B.C Regions



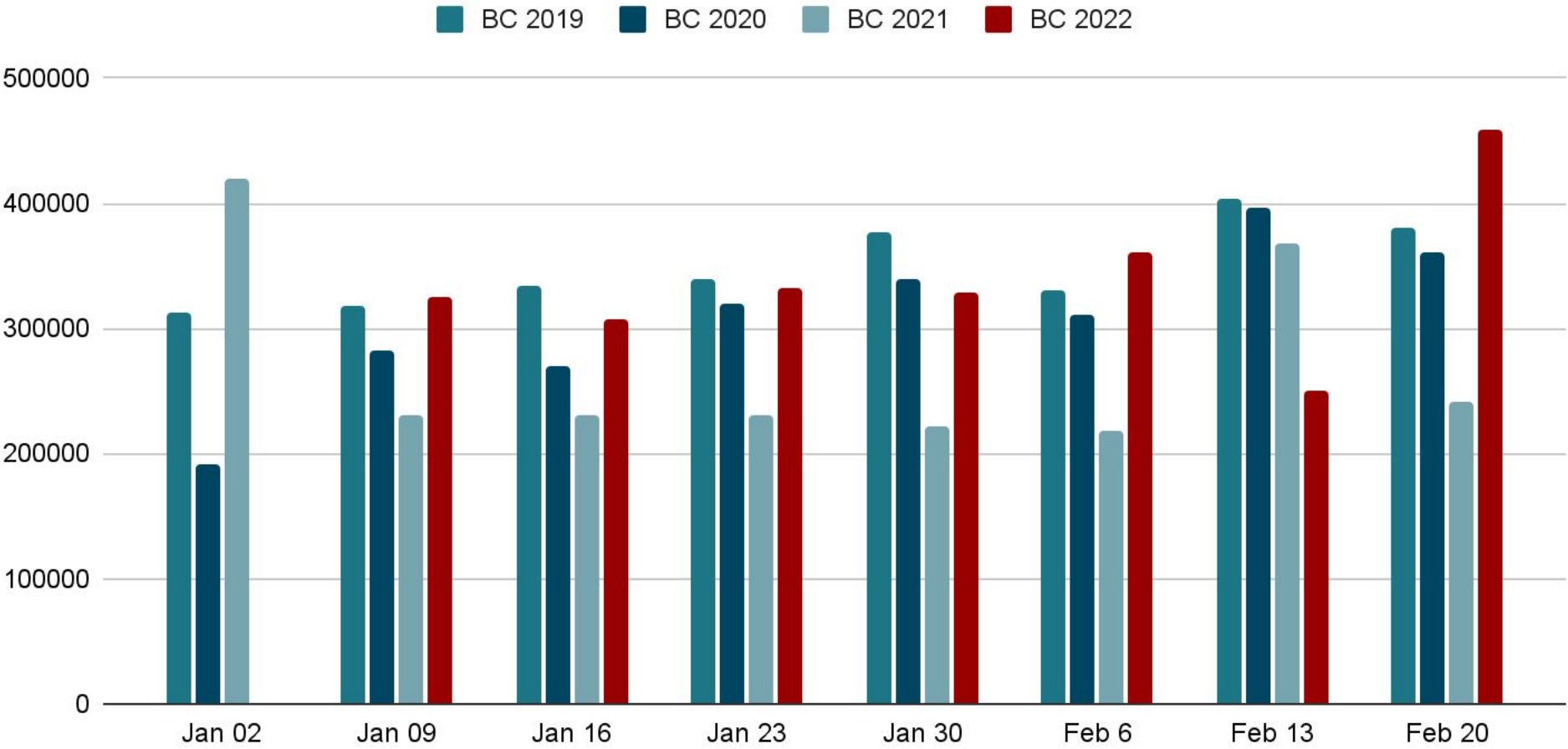
Key Findings

- Average Domestic Overnight Visitation to BC for Week 7 (Feb 14 - Feb 20, 2022) is **up 20.5%** compared to the same week in 2019
- When comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022) all regions saw an **increase** in visitation
- British Columbia **decreased 18%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Notes:

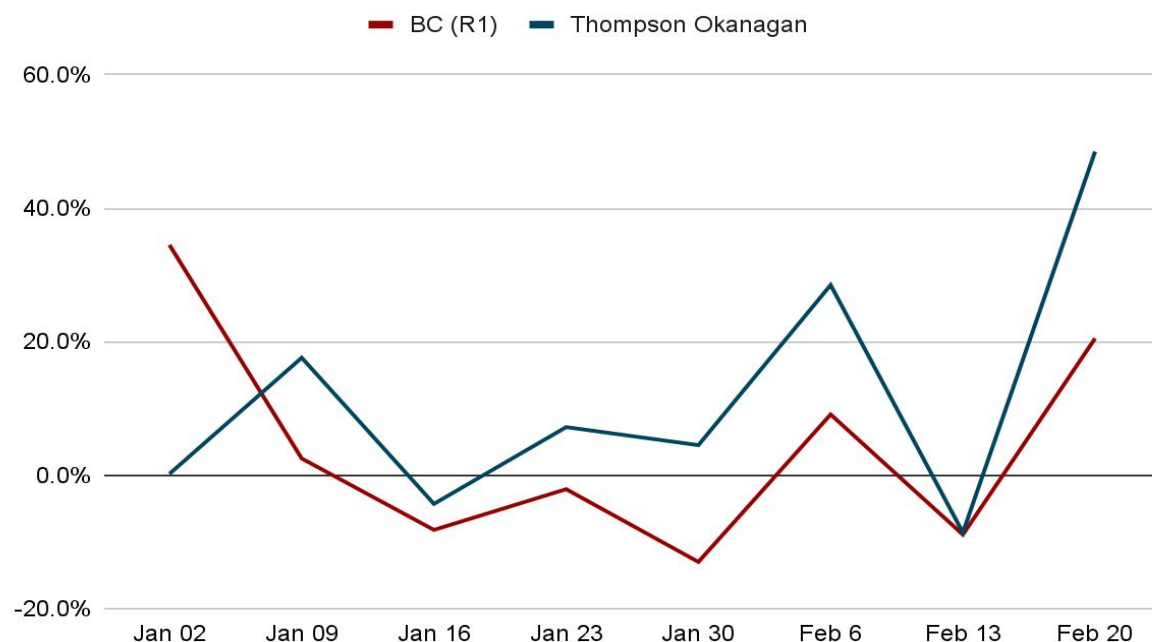
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- The baseline of comparison is 2019, with percentages above 0% indicating higher rates of visitation in 2022 than 2019, and percentages below 0% indicating lower rates of visitation in 2022 than 2019.
- Weekly comparisons may not reflect the exact same date between the two comparison years especially now they are 3 years apart. Therefore holiday weekends may fall on different weeks and result in higher peaks in the current year.

Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation British Columbia



Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Thompson Okanagan Region



Key Findings

- Domestic Overnight Visitation to the Thompson Okanagan for Week 7 (Feb 14 - Feb 20, 2022) is **up 48.5%** compared to the same week in 2019
- The Thompson Okanagan saw **28% more visitation** when compared to British Columbia Week 7 (Feb 14 - Feb 20, 2022)
- Visitation to the Thompson Okanagan **increased by 57.1%** and British Columbia **increased by 29.4%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Long Weekends and Holidays:

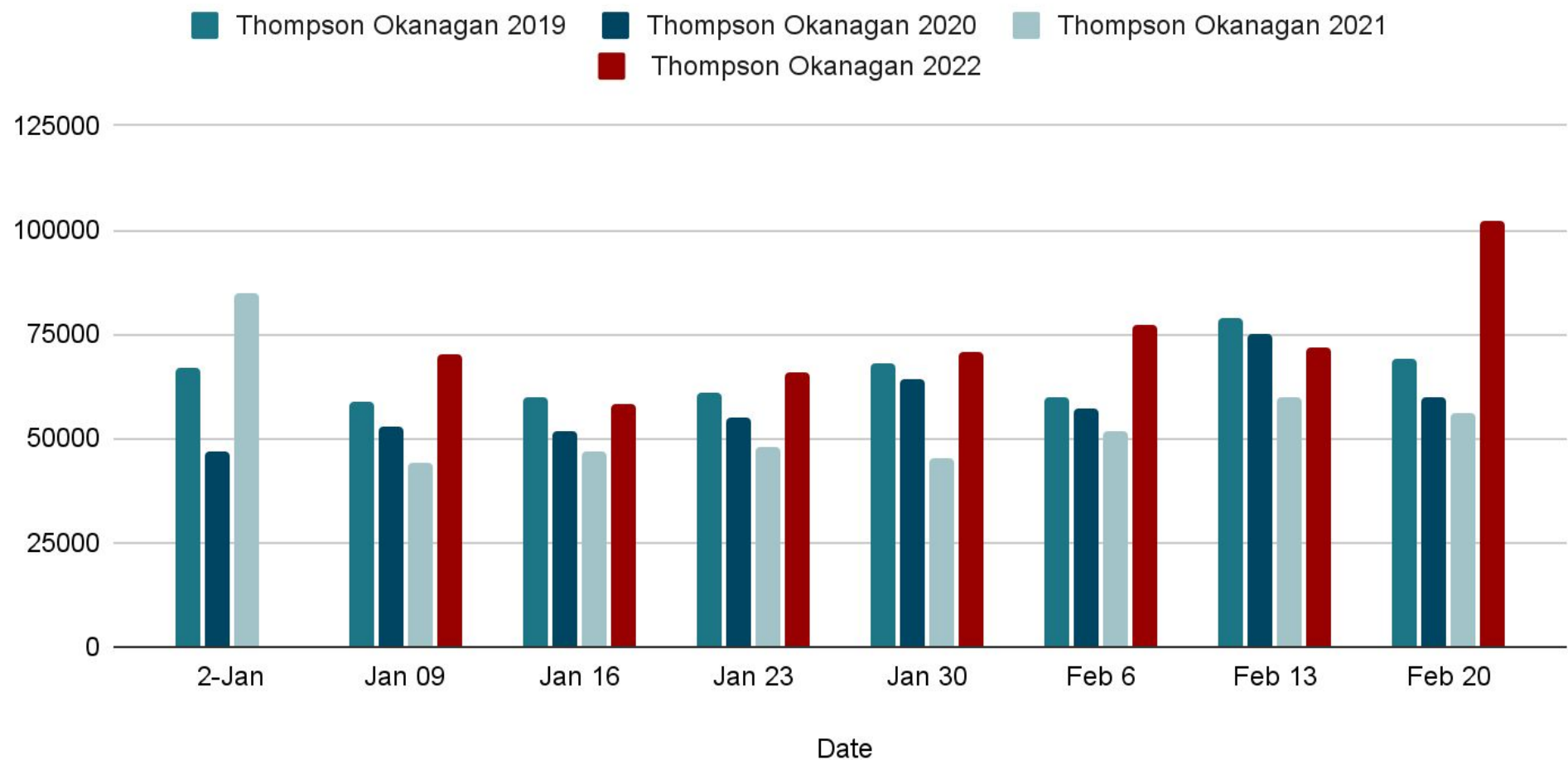
- New Years Day ~ Jan 1
- Family Day ~ Feb 21

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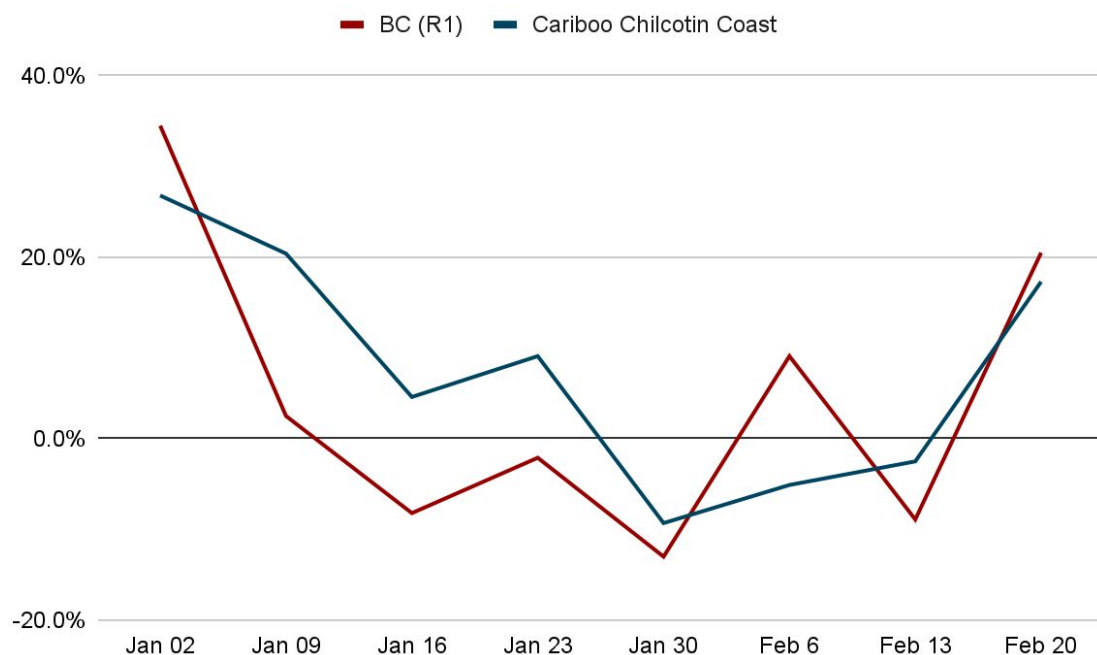
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Thompson Okanagan



Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Cariboo Chilcotin Coast



Key Findings

- Domestic Overnight Visitation to the Cariboo Chilcotin Coast for Week 7 (Feb 14 - Feb 20, 2022) is **up 17.3%** compared to the same week in 2019
- The Cariboo Chilcotin Coast saw **3.2% less visitation** when compared to British Columbia during Week 7 (Feb 14 - Feb 20, 2022)
- Visitation to the Cariboo Chilcotin Coast **increased 19.8%** and British Columbia **increased by 29.4%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Long Weekends and Holidays:

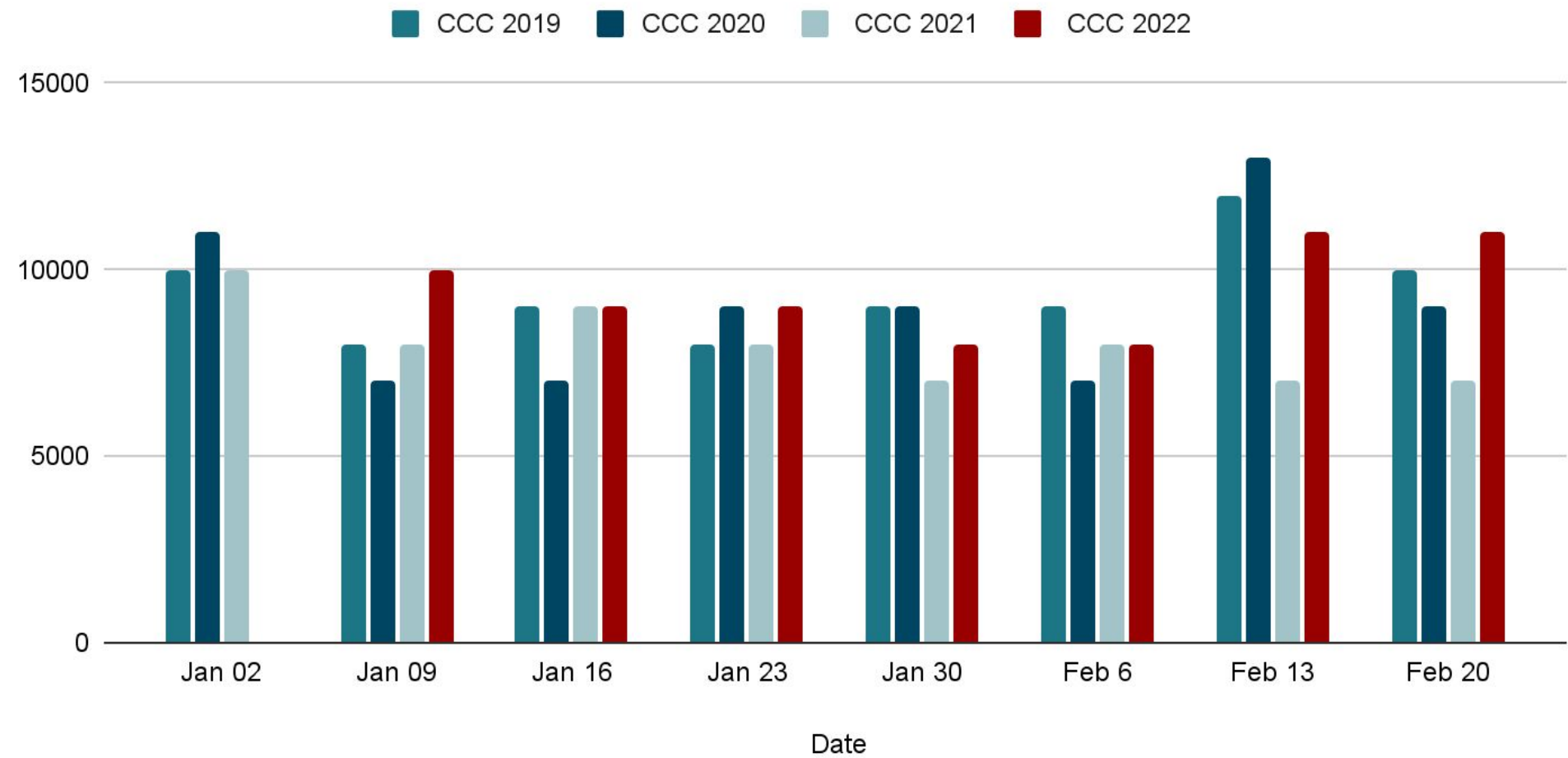
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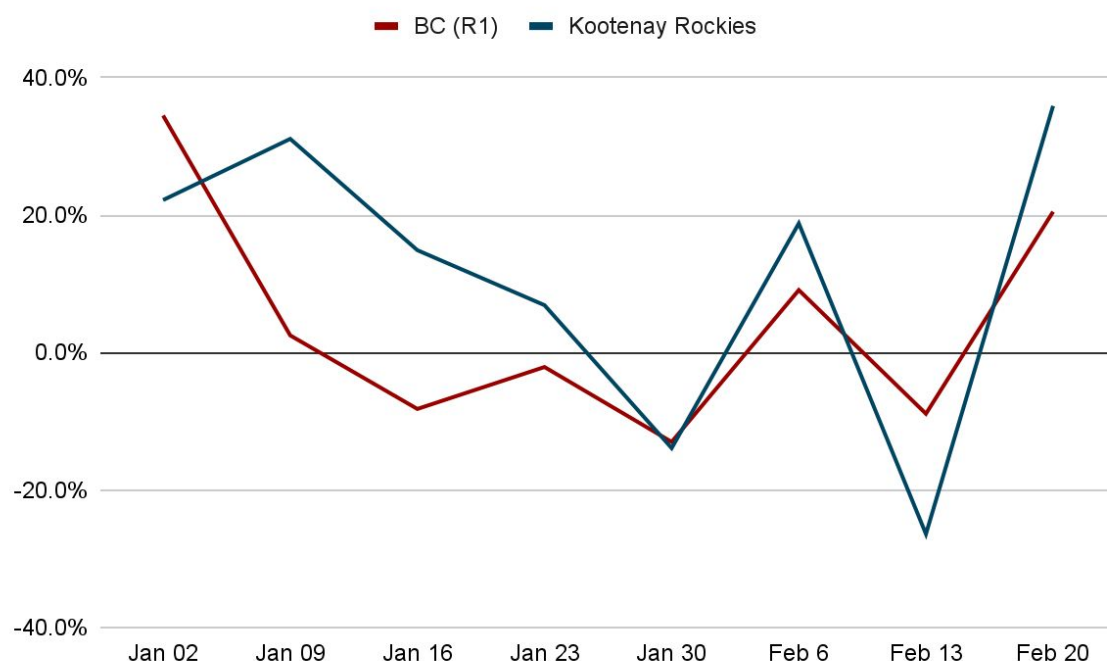
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Cariboo Chilcotin Coast



Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Kootenay Rockies



Key Findings

- Domestic Overnight Visitation to the Kootenay Rockies for Week 7 (Feb 14 - Feb 20, 2022) is **up 35.9%** compared to the same week in 2019
- The Kootenay Rockies saw **15.4% more visitation** when compared to British Columbia during Week 7 (Feb 14 - Feb 20, 2022)
- Visitation to the Kootenay Rockies **increased by 62.3%** and British Columbia **increased by 29.4%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Long Weekends and Holidays:

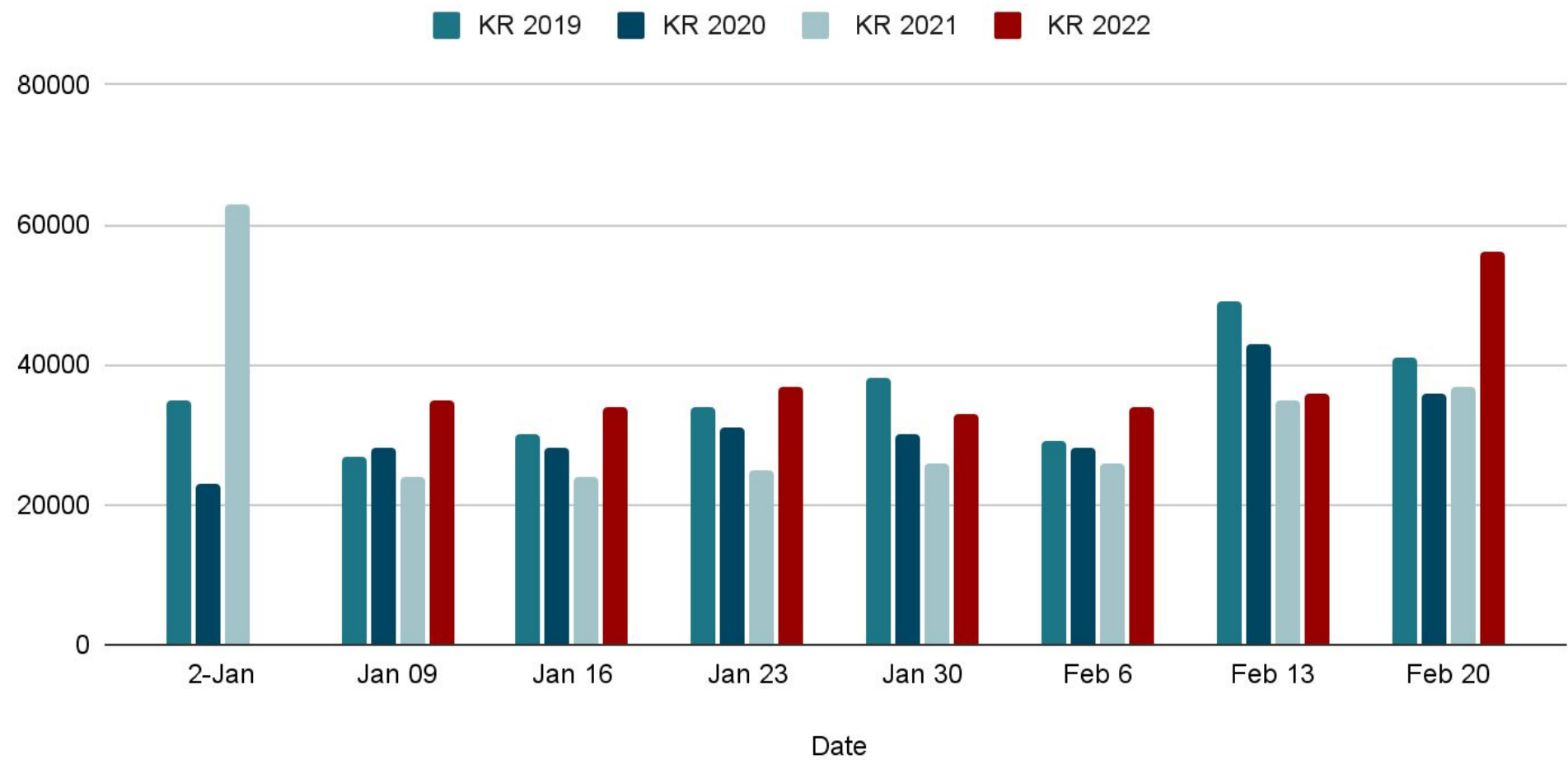
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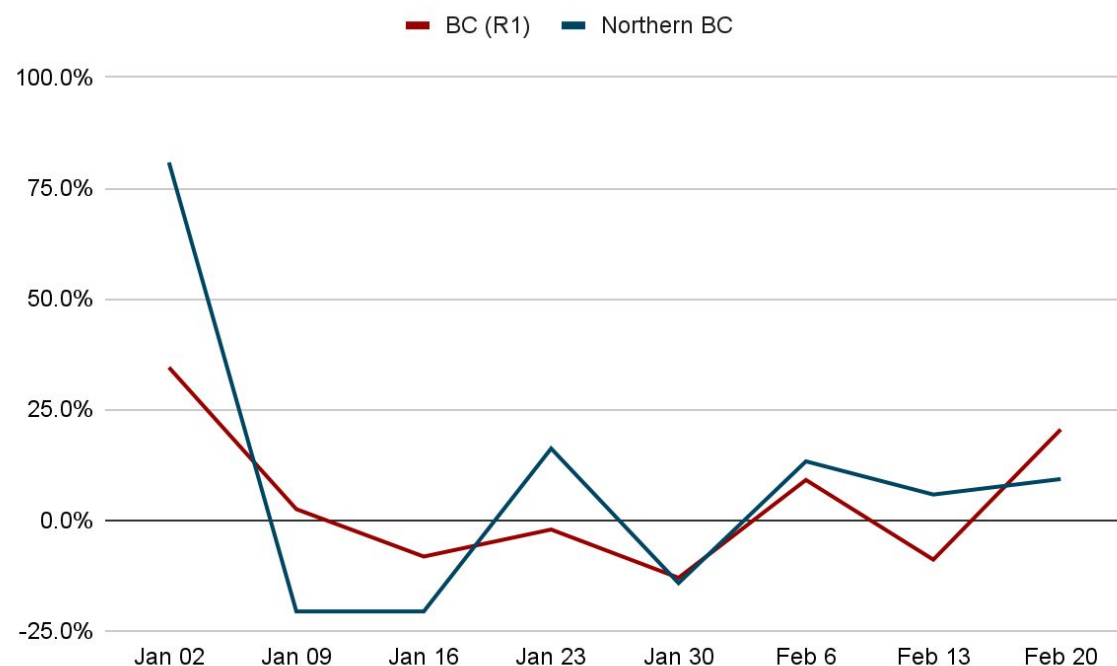
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Kootenay Rockies



Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Northern BC



Key Findings

- Domestic Overnight Visitation to Northern BC for Week 7 (Feb 14 - Feb 20, 2022) is **up 9.3%** compared to the same week in 2019
- Northern BC saw **11.2% less visitation** when compared to British Columbia during Week 7 (Feb 14 - Feb 20, 2022)
- Visitation to Northern BC **increased 3.5%** and British Columbia **increased by 29.4%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Long Weekends and Holidays:

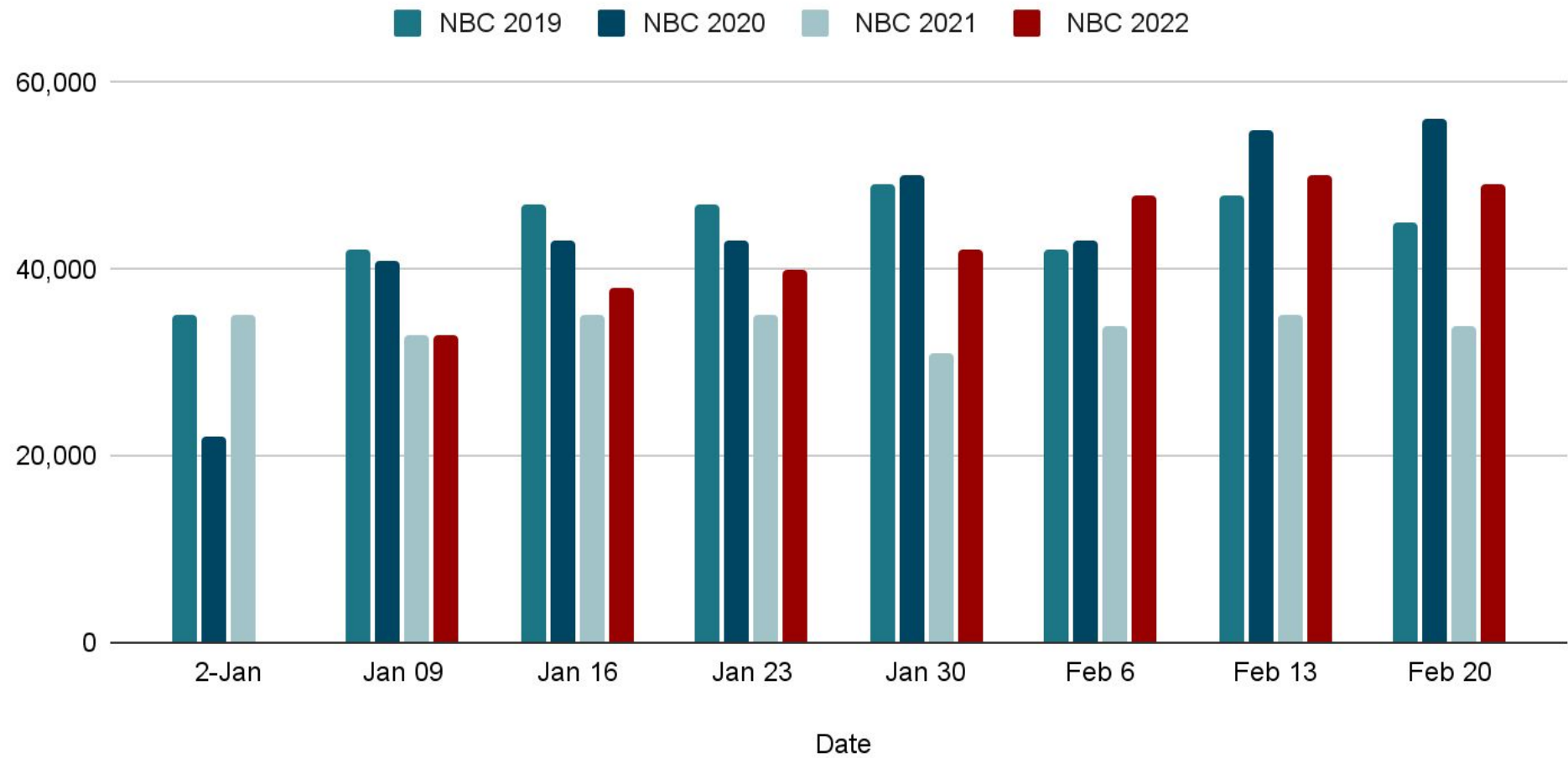
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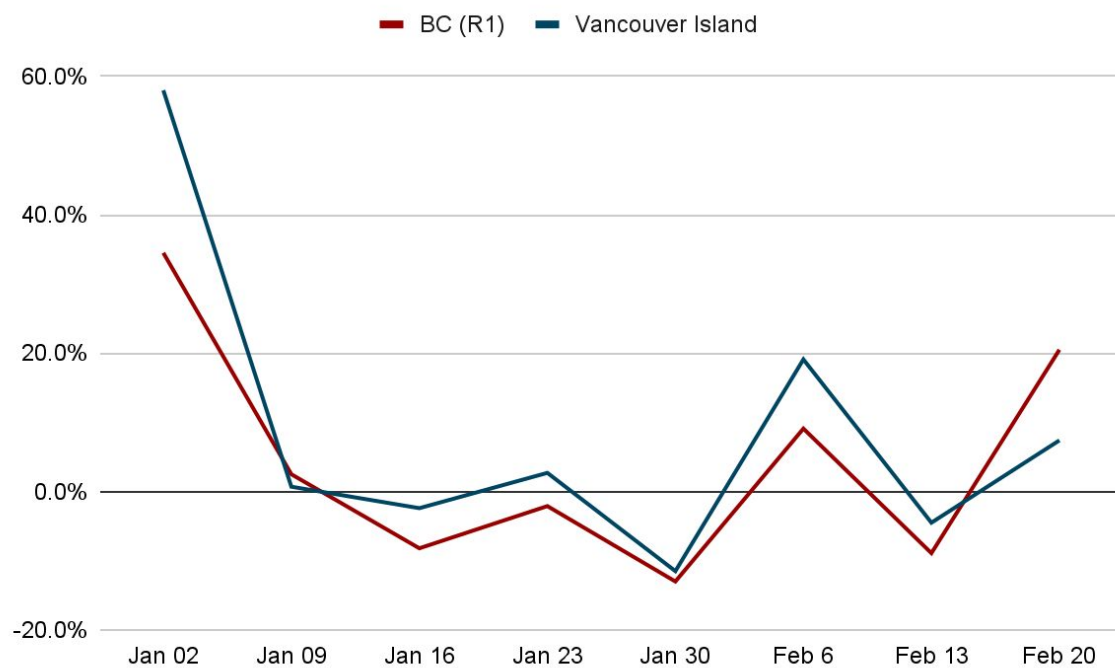
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Northern BC



Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Vancouver Island



Key Findings

- Domestic Overnight Visitation to Vancouver Island for Week 7 (Feb 14 - Feb 20, 2022) is **up 7.4%** compared to the same week in 2019
- Vancouver Island saw **13.1% less visitation** when compared to British Columbia during Week 7 (Feb 14 - Feb 20, 2022)
- Visitation to Vancouver Island **increased 11.9%** and British Columbia **increased by 29.4%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Long Weekends and Holidays:

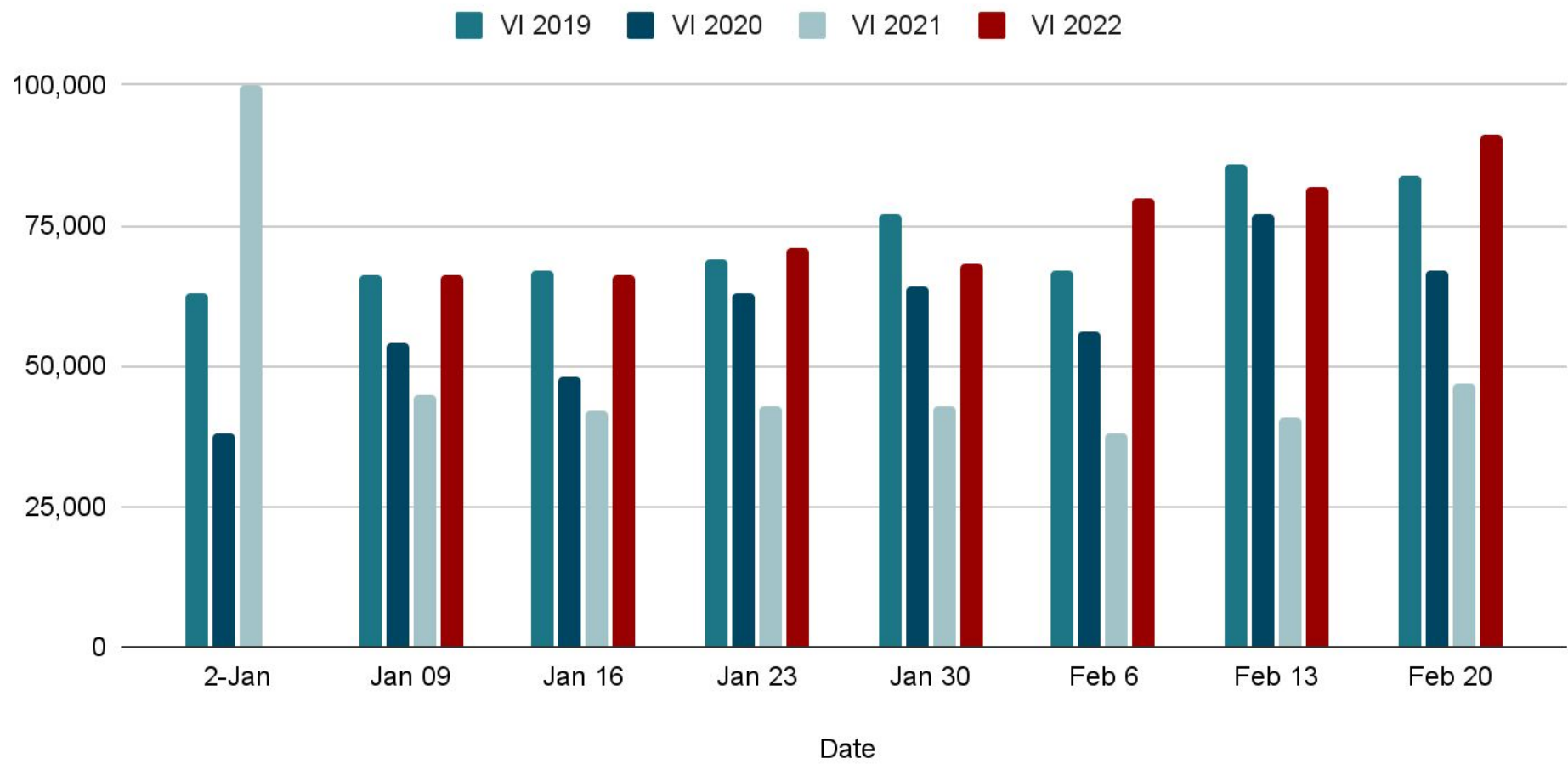
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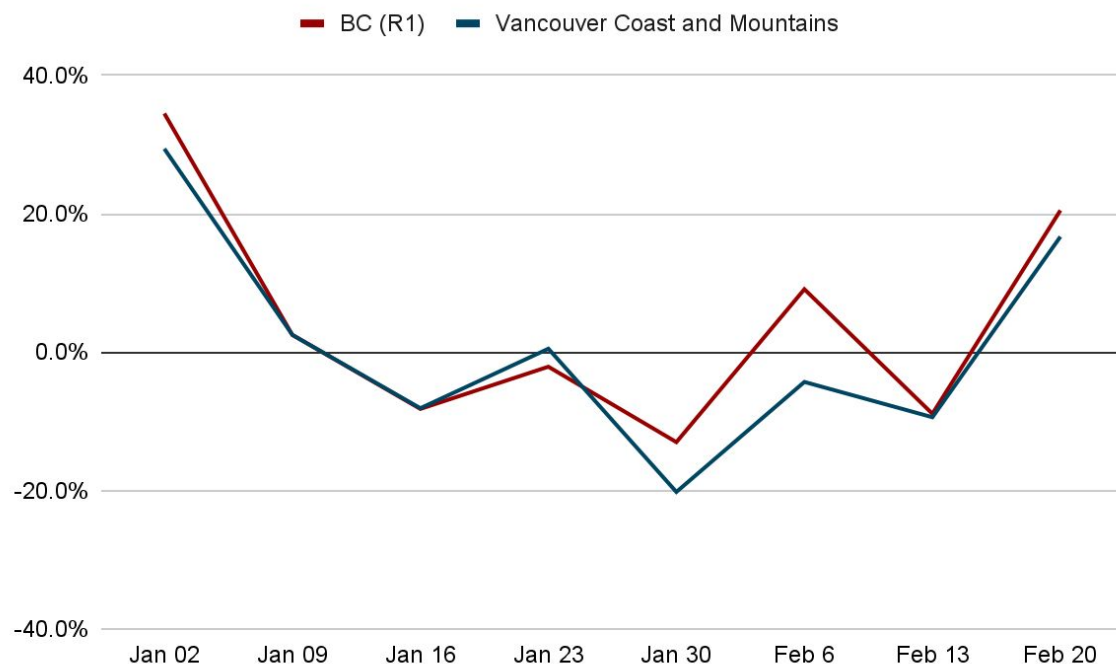
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Vancouver Island



Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Vancouver Coast & Mountains



Key Findings

- Domestic Overnight Visitation to Vancouver Coast & Mountains for Week 7 (Feb 14 - Feb 20, 2022) is **up 16.7%** compared to the same week in 2019.
- Vancouver, Coast & Mountains saw **3.8% less visitation** when compared to British Columbia Week 7 (Feb 14 - Feb 20, 2022)
- Visitation to Vancouver, Coast & Mountains **increased by 26.1%** and British Columbia **increased by 29.4%** when comparing Week 6 (Feb 7 - Feb 13, 2022) to Week 7 (Feb 14 - Feb 20, 2022)

Long Weekends and Holidays:

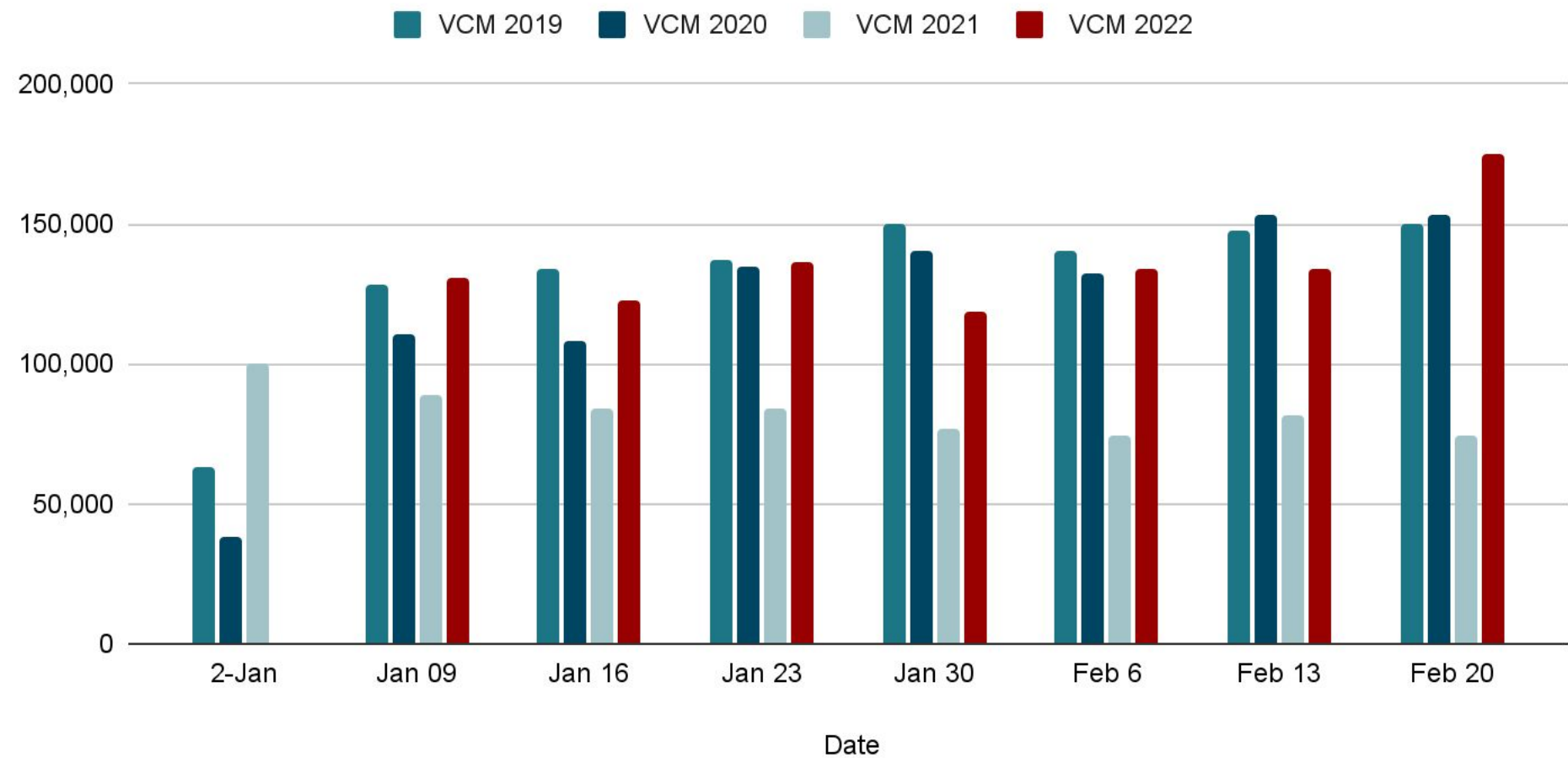
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Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Vancouver, Coast & Mountains



Weekly Visitor Insights

STR Destination Report

February 13 to February 19, 22

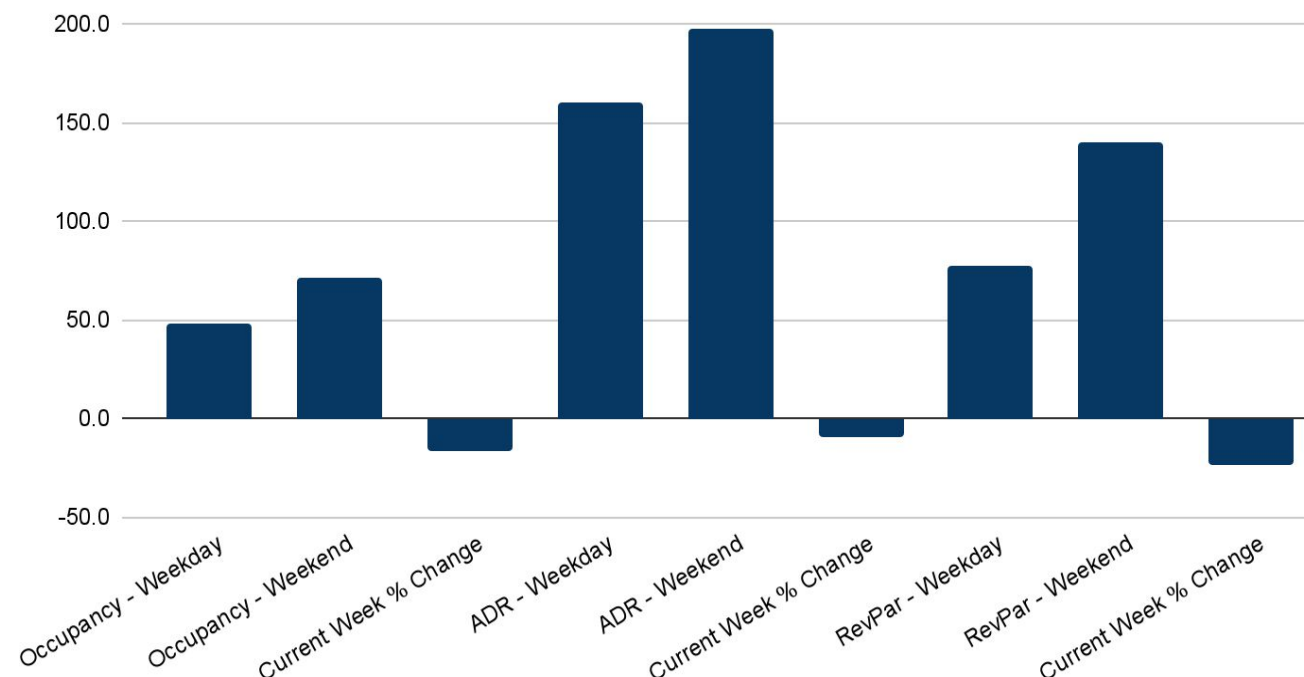
2022 Weekly Report



STR Summary BC & Regions

Feb 13 - Feb 20, 2022

- British Columbia had a **48.0%** occupancy from Sunday-Thursday and a **71.0%** occupancy during the weekend, down **-16.2%** compared to the same week in 2019.
- British Columbia had an ADR of **\$160.46** from Sunday-Thursday and an ADR of **\$197.70** during the weekend, down **-9.3%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$77.03** from Sunday-Thursday and a RevPAR of **\$140.44** during the weekend, down **-24.0%** compared to the same week in 2019.



Regional STATS the Weekend of February 19-20, 2022:

- Cariboo Chilcotin Coast: OCC **52.3%** ADR **\$160.01** REVPAR **\$83.73**
- Kootenay Rockies: OCC **69.4%** ADR **\$168.79** REVPAR **\$117.19**
- Northern BC: OCC **58.4%** ADR **\$126.82** REVPAR **\$74.04**
- North Thompson Okanagan: OCC **80.5%** ADR **\$193.27** REVPAR **\$155.51**
- Vancouver Island: OCC **79.4%** ADR **\$181.82** REVPAR **\$144.28**
- Vancouver: OCC **72.2%** ADR **\$179.18** REVPAR **\$129.31**
- Whistler: OCC **84.1%** ADR **\$719.60** REVPAR **\$605.19**

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<https://surveys.str.com/s3/Hotel-Enrollment-Form>



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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symphonytourismservices.com