

Weekly Visitor Insights

Measuring Canadian Travel Patterns

February 28, 2022 - March 6, 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 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.



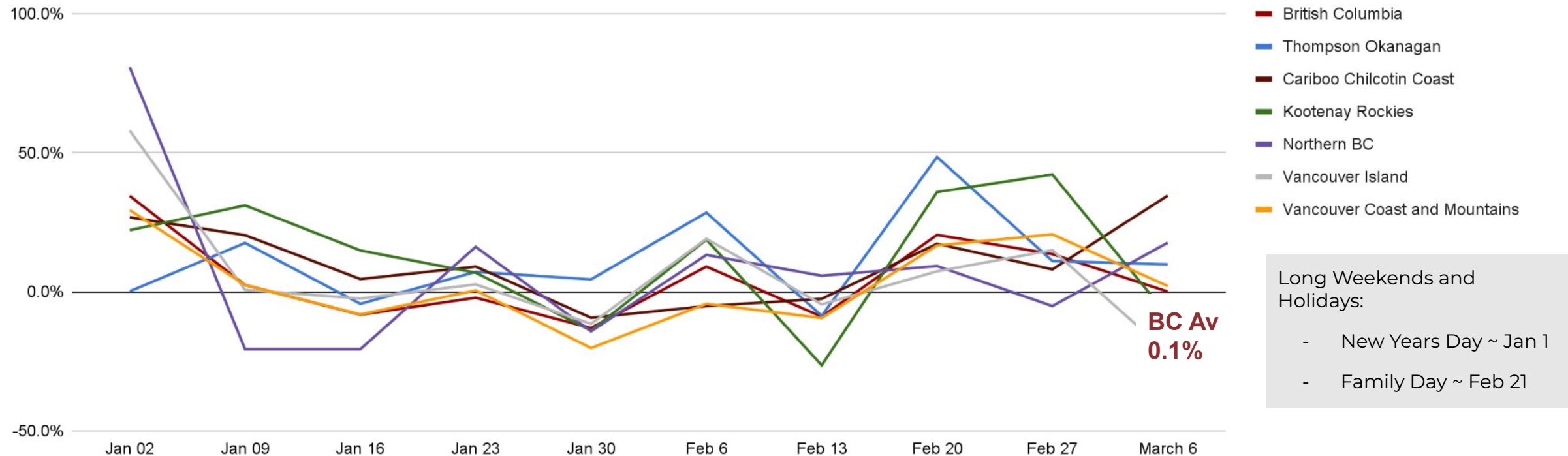
Introduction



- 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



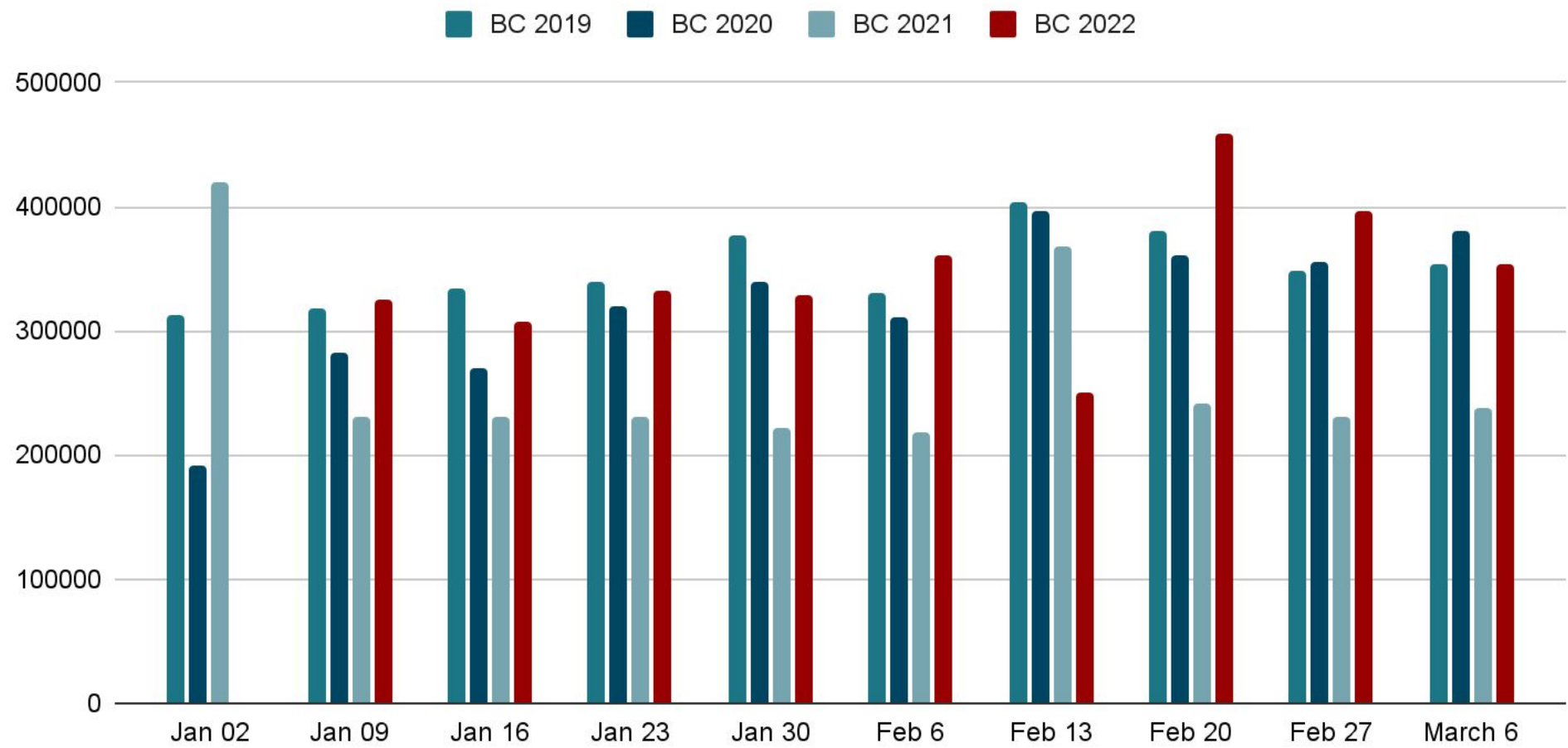
Key Findings

- Average Domestic Overnight Visitation to BC for Week 9 (Feb 28 - Mar 06, 2022) is **up 0.1%** compared to the same week in 2019
- When comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022). Kootenay Rockies, Vancouver Island, Cariboo Chilcotin Coast, and Northern BC saw an **increase** in visitation. Thompson Okanagan, Vancouver Coast & Mountains, and Kootenay Rockies saw a **decrease**.
- British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

Notes:

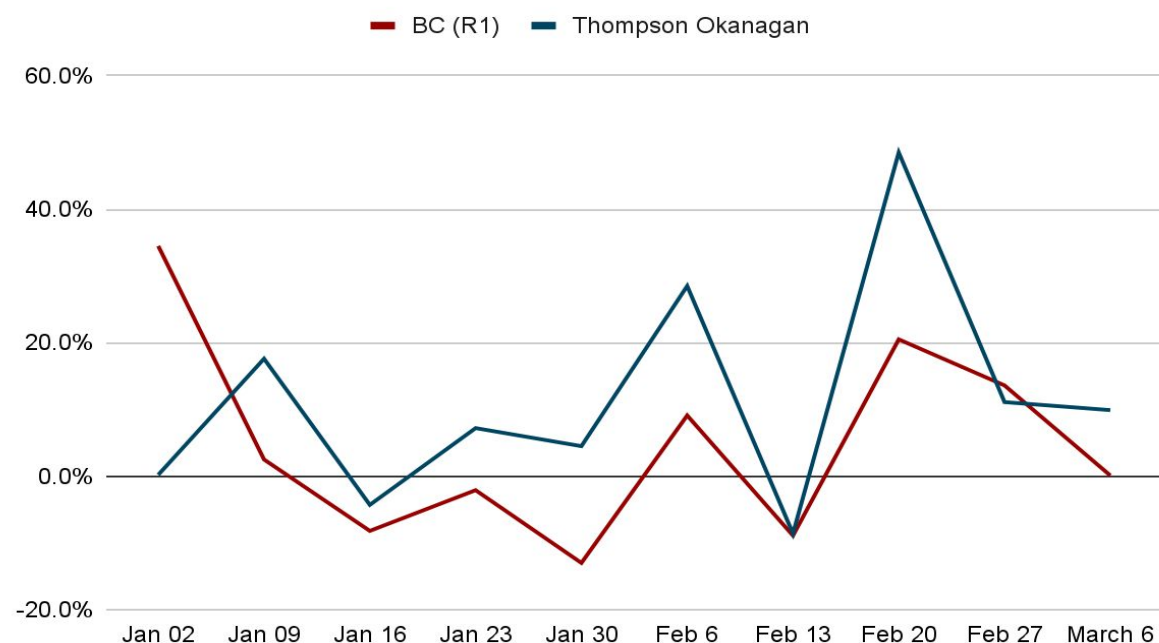
- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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 9 (Feb 28 - Mar 06, 2022) is **up 9.9%** compared to the same week in 2019
- The Thompson Okanagan saw **9.8% more visitation** when compared to British Columbia Week 9 (Feb 28 - Mar 06, 2022)
- Visitation to the Thompson Okanagan **decreased by 1.2%** and British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

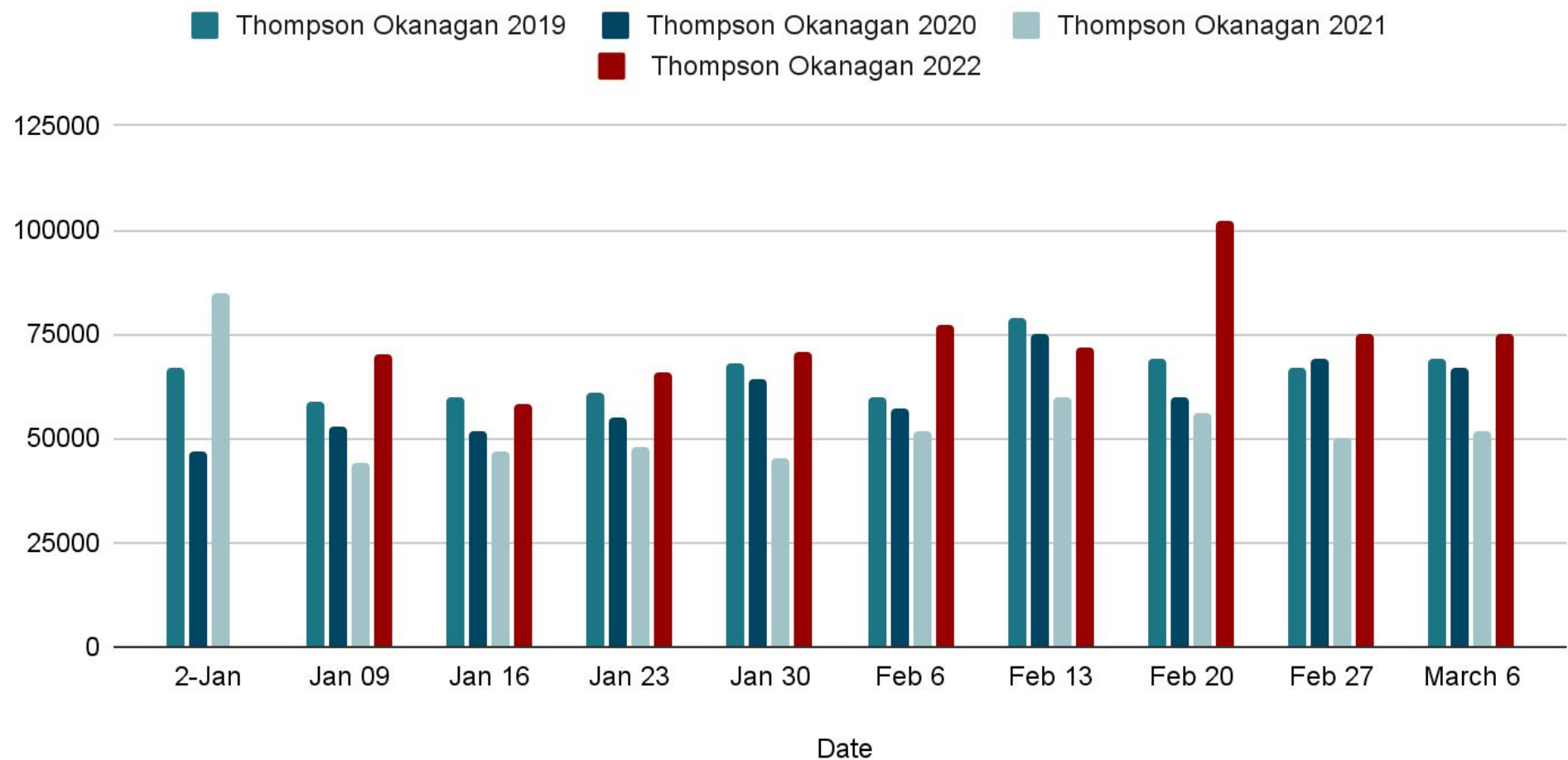
Long Weekends and Holidays:

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

Notes:

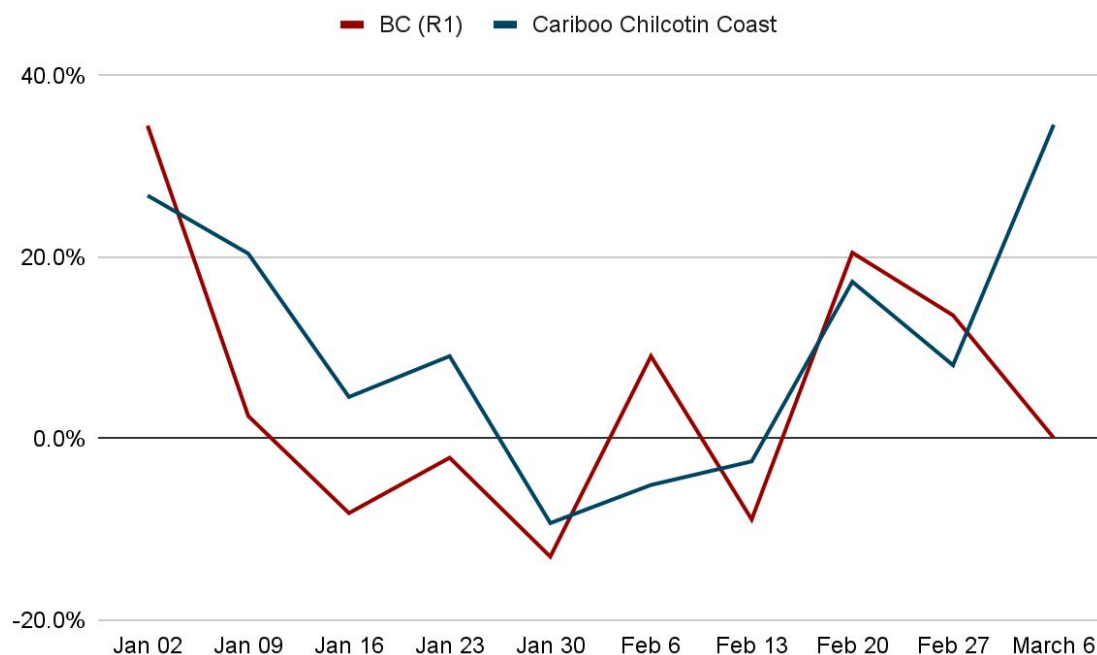
- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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 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 9 (Feb 28 - Mar 06, 2022) is **up 34.6%** compared to the same week in 2019
- The Cariboo Chilcotin Coast saw **34.5% more visitation** when compared to British Columbia during Week 9 (Feb 28 - Mar 06, 2022)
- Visitation to the Cariboo Chilcotin Coast **increased 26.5%** and British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

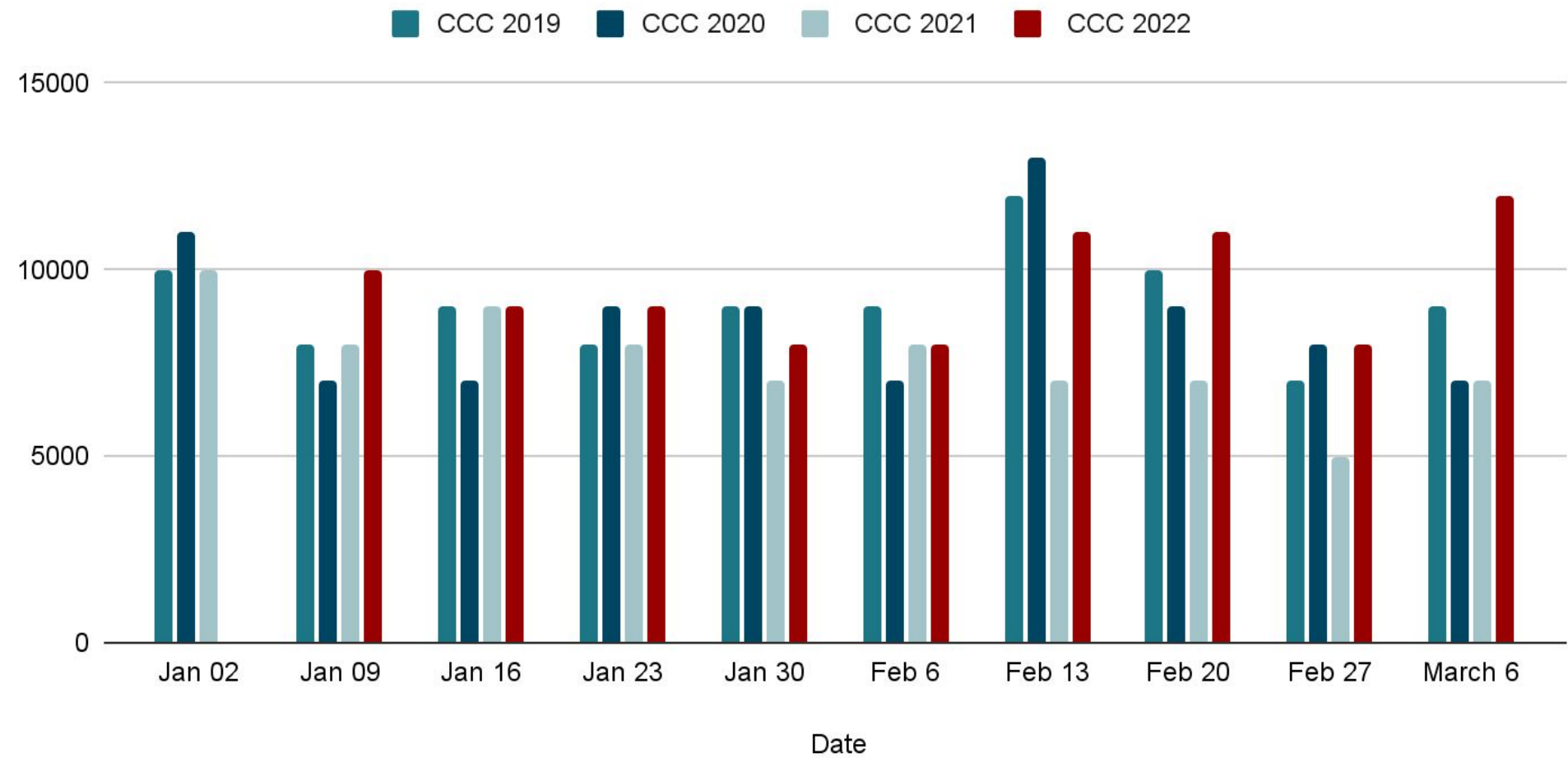
Long Weekends and Holidays:

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

Notes:

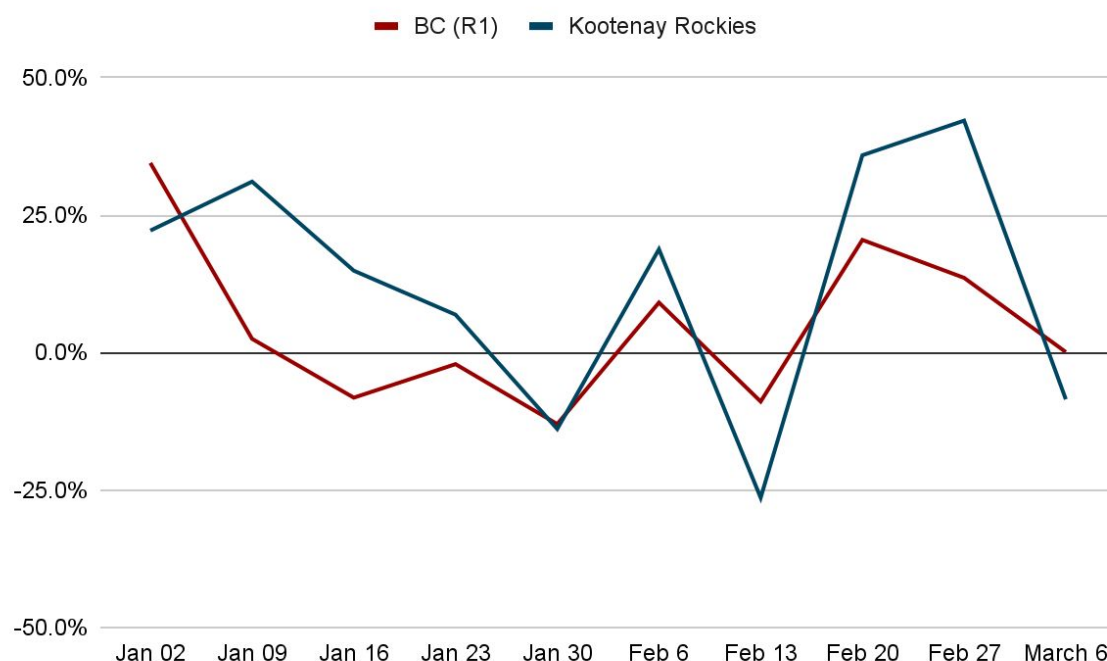
- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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 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 9 (Feb 28 - Mar 06, 2022) is **down -8.5%** compared to the same week in 2019
- The Kootenay Rockies saw **8.6% less visitation** when compared to British Columbia during Week 9 (Feb 28 - Mar 06, 2022)
- Visitation to the Kootenay Rockies **decreased by 50.7%** and British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

Long Weekends and Holidays:

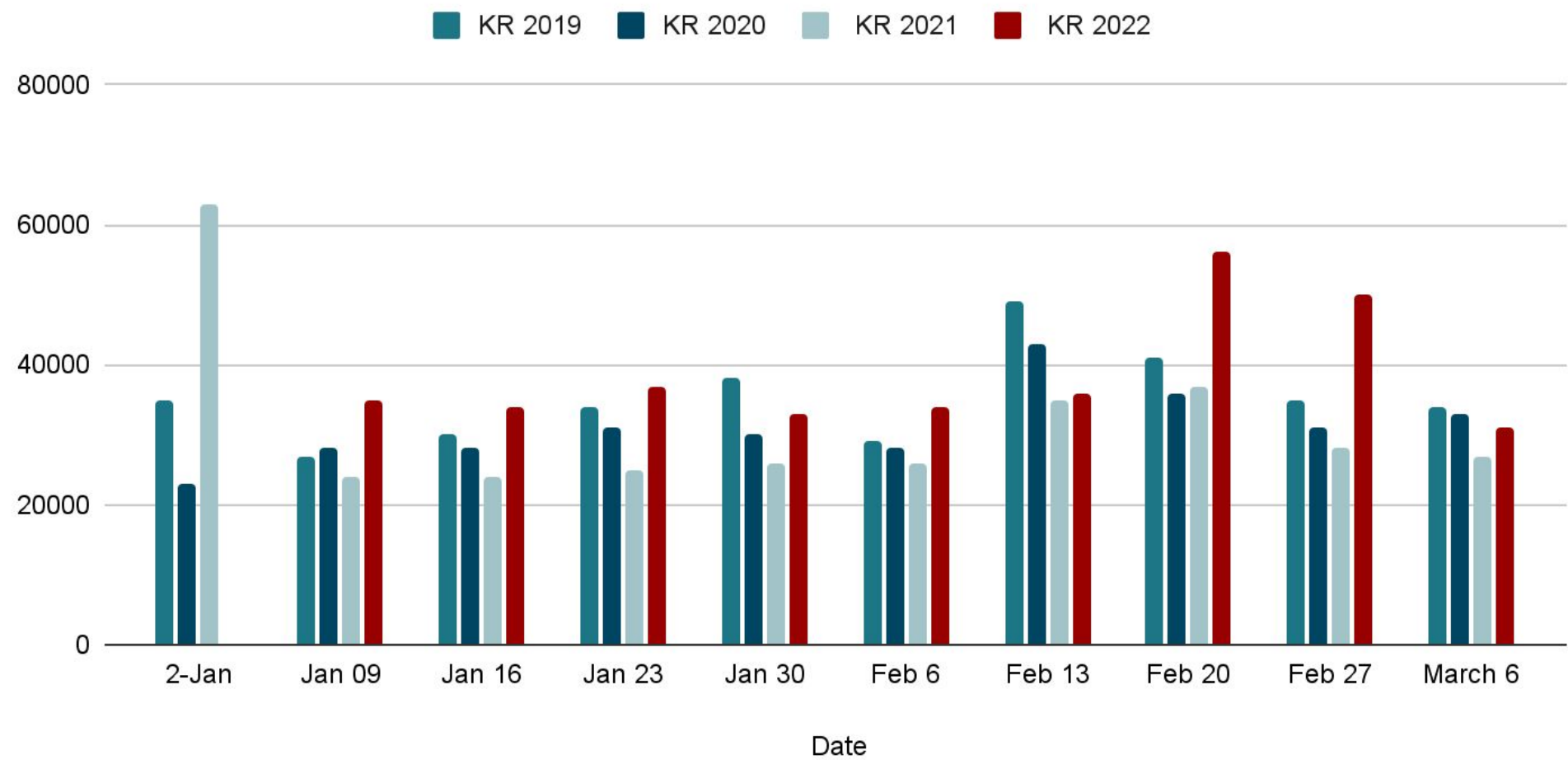
- New Years Day ~ Jan 1
- Family Day ~ Feb 21

Notes:

- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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.

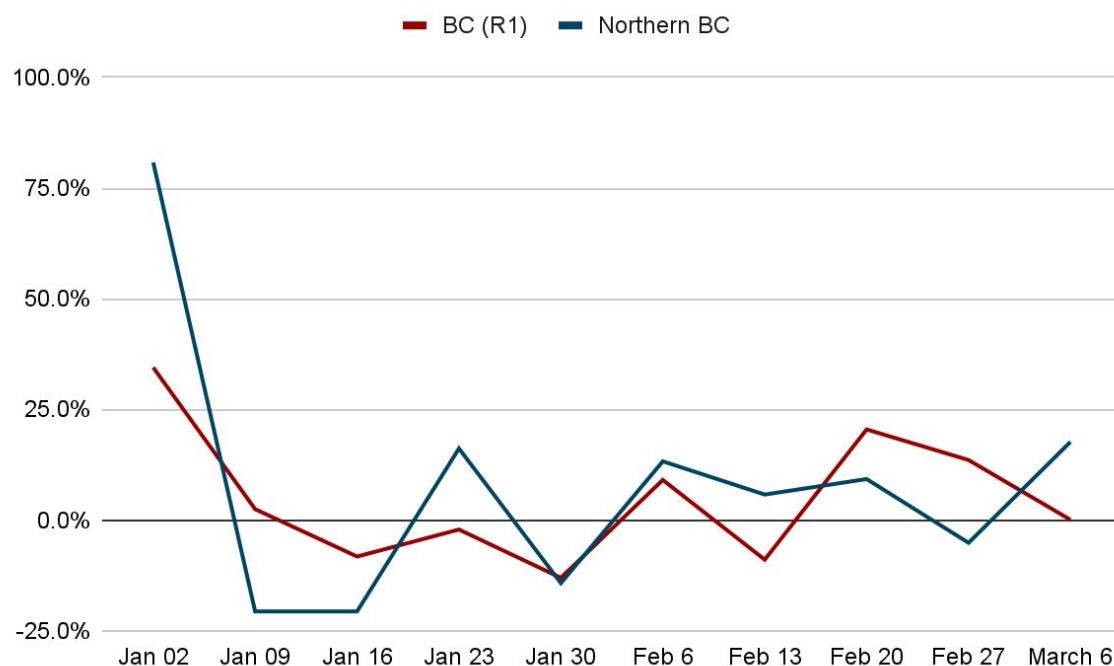
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 9 (Feb 28 - Mar 06, 2022) is **up 17.7%** compared to the same week in 2019
- Northern BC saw **17.6% more visitation** when compared to British Columbia during Week 9 (Feb 28 - Mar 06, 2022)
- Visitation to Northern BC **increased 22.8%** and British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

Long Weekends and Holidays:

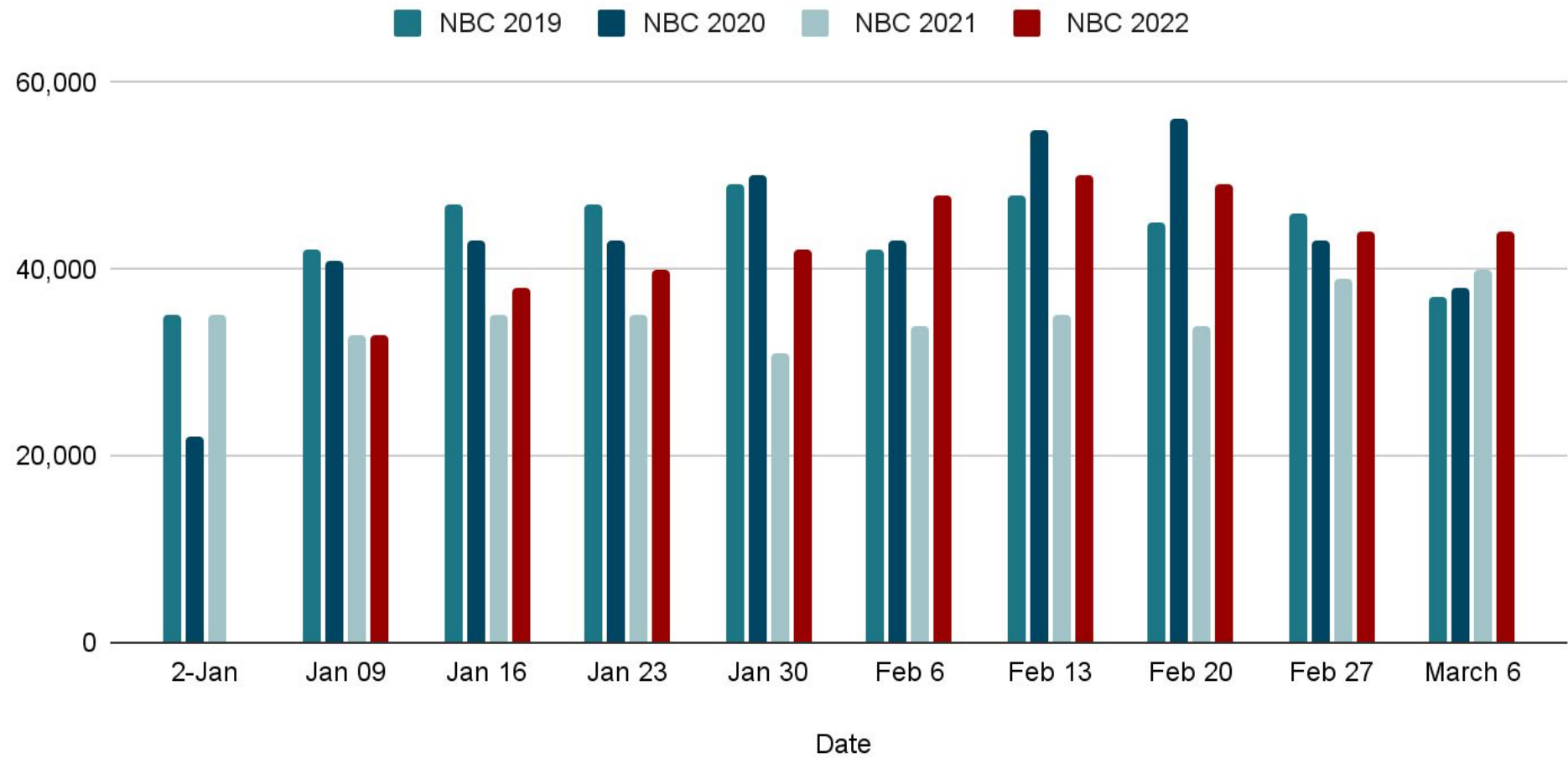
- New Years Day ~ Jan 1
- Family Day ~ Feb 21

Notes:

- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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.

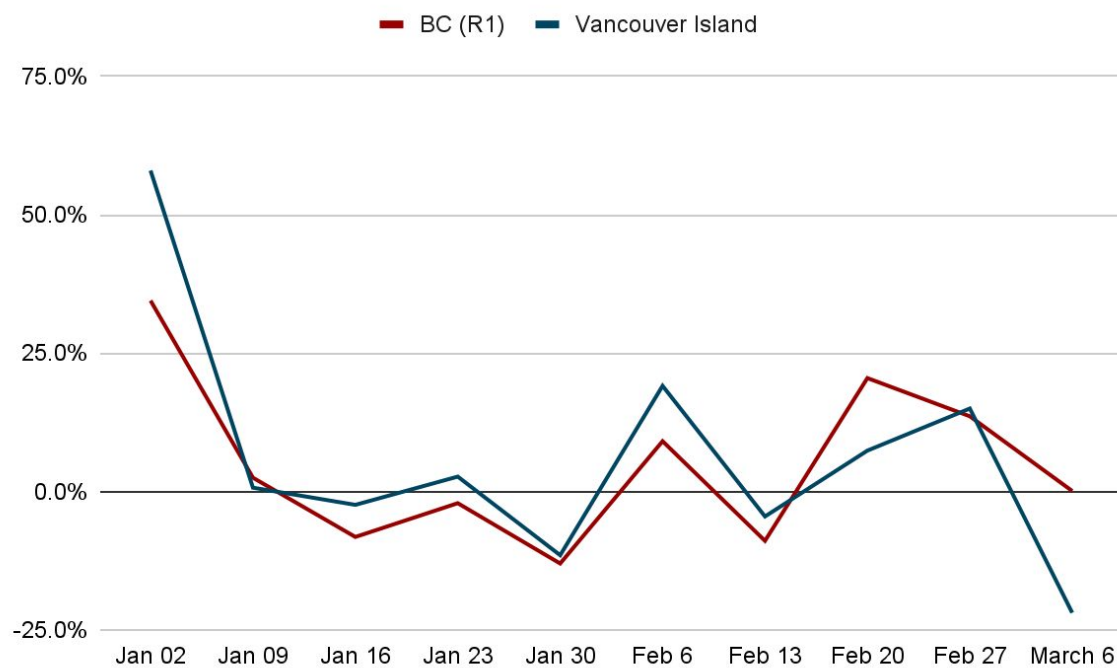
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 9 (Feb 28 - Mar 06, 2022) is **down -21.9%** compared to the same week in 2019
- Vancouver Island saw **22% less visitation** when compared to British Columbia during Week 9 (Feb 28 - Mar 06, 2022)
- Visitation to Vancouver Island **decreased 36.9%** and British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

Long Weekends and Holidays:

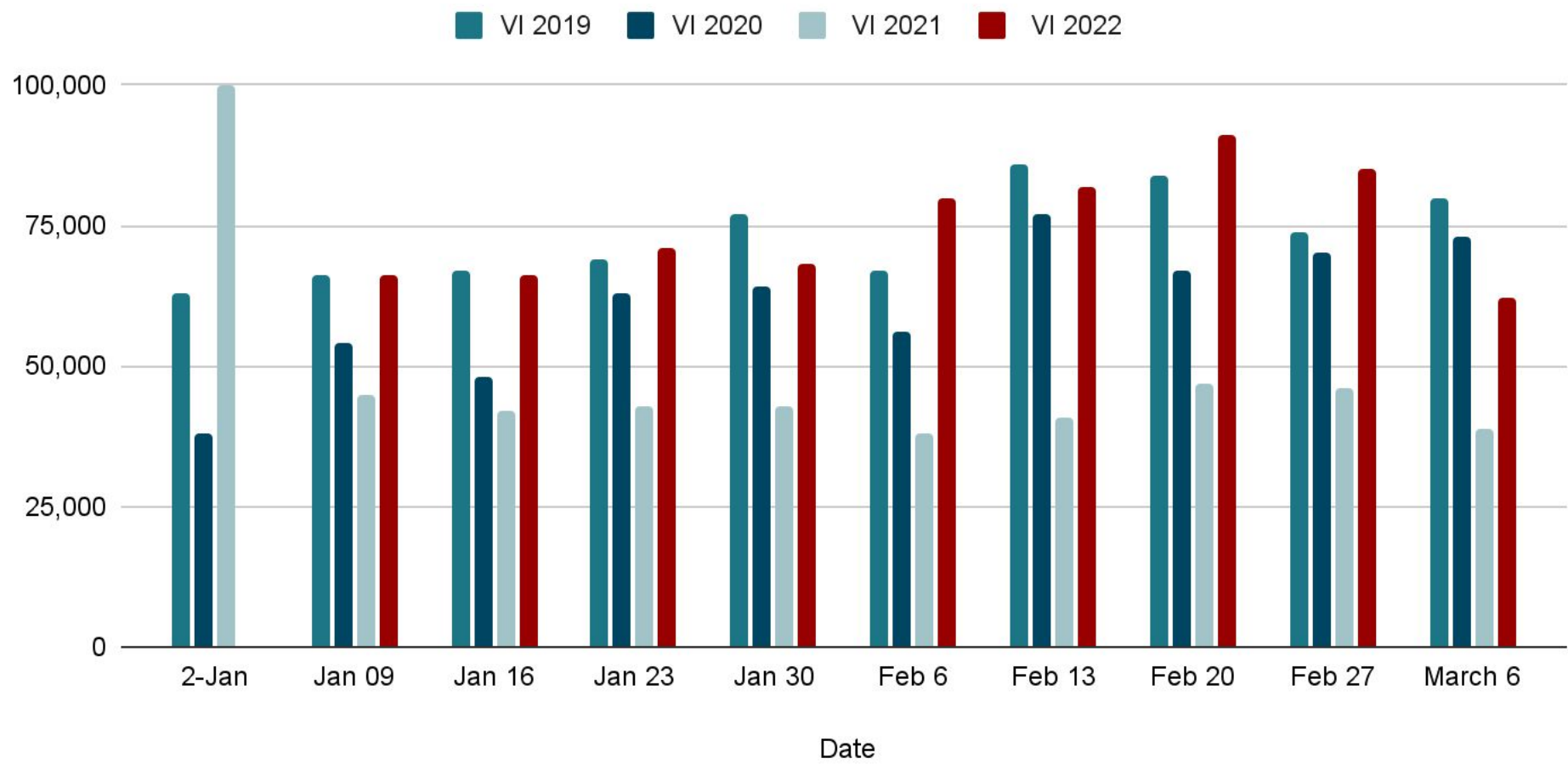
- New Years Day ~ Jan 1
- Family Day ~ Feb 21

Notes:

- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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.

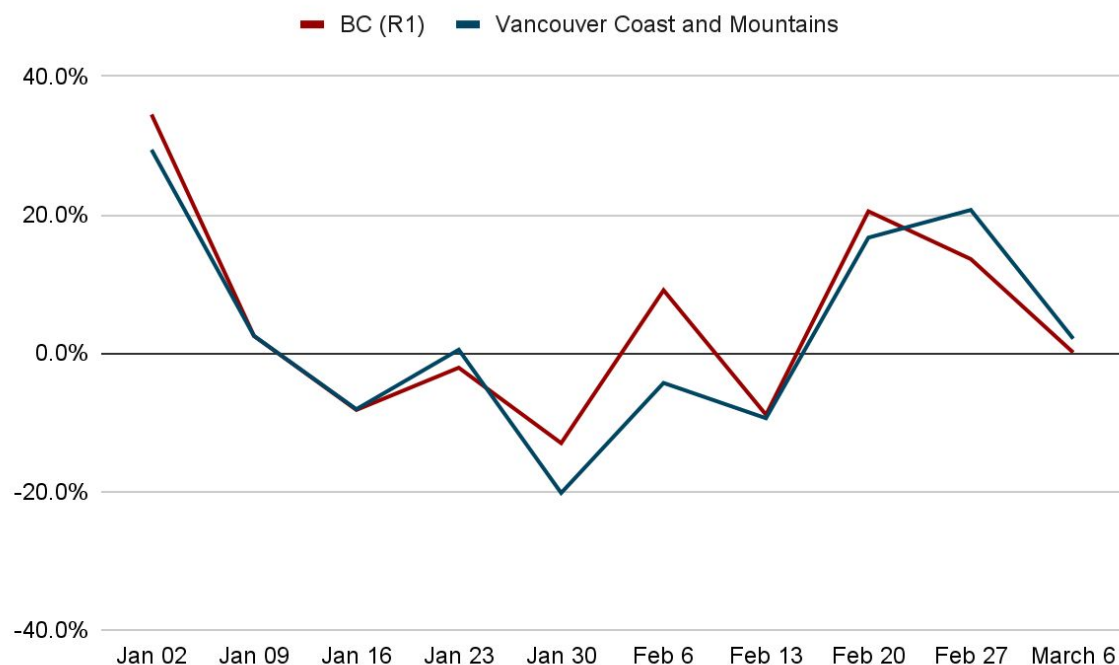
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 9 (Feb 28 - Mar 06, 2022) is **up 2.1%** compared to the same week in 2019.
- Vancouver, Coast & Mountains saw **2% more visitation** when compared to British Columbia Week 9 (Feb 28 - Mar 06, 2022)
- Visitation to Vancouver, Coast & Mountains **decreased by 18.6%** and British Columbia **decreased 13.5%** when comparing Week 8 (Feb 21 - Feb 27, 2022) to Week 9 (Feb 28 - Mar 06, 2022)

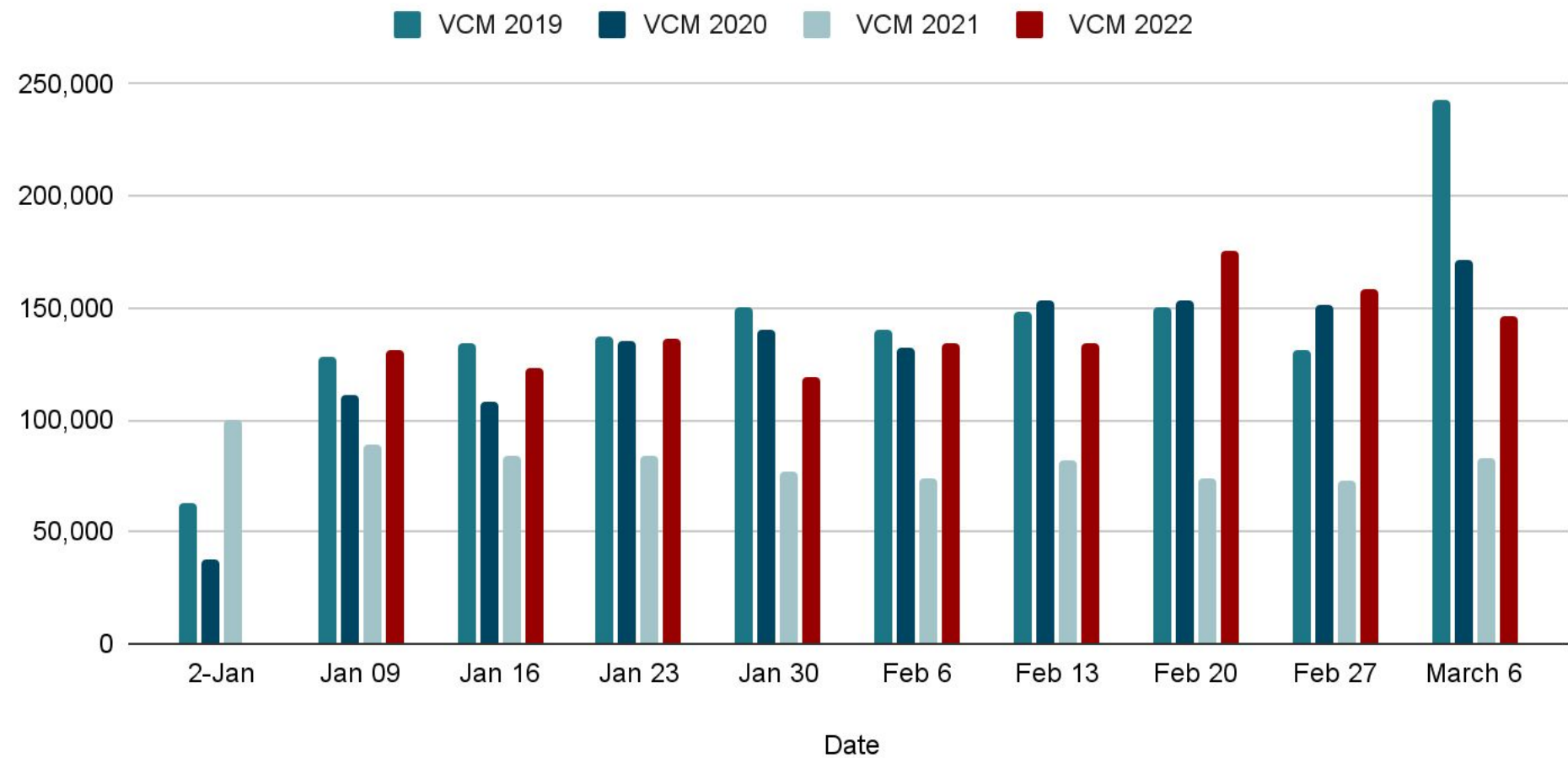
Long Weekends and Holidays:

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

Notes:

- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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 Vancouver, Coast & Mountains



Weekly Visitor Insights

STR Destination Report

February 27, 2022 to March 05, 2022

2022 Weekly Report



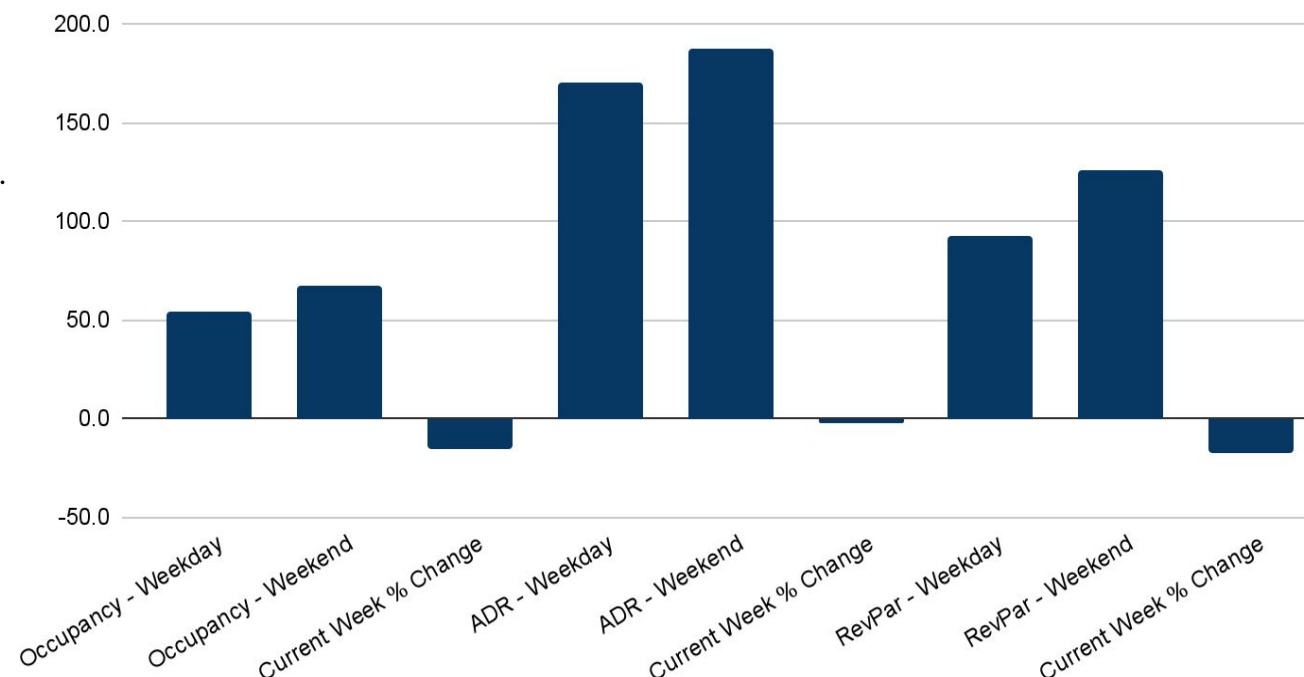
STR Summary BC & Regions

Feb 27 - March 05, 2022

- British Columbia had a **54.0%** occupancy from Sunday-Thursday and a **67.2%** occupancy during the weekend, down **-15.3%** compared to the same week in 2019.
- British Columbia had an ADR of **\$170.70** from Sunday-Thursday and an ADR of **\$187.43** during the weekend, down **-2.2%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$92.15** from Sunday-Thursday and a RevPAR of **\$125.91** during the weekend, down **-17.1%** compared to the same week in 2019.

Regional STATS the Weekend of March 5-6, 2022:

- Cariboo Chilcotin Coast: OCC **60.4%** ADR **\$138.41** REVPAR **\$83.60**
- Kootenay Rockies: OCC **60.7%** ADR **\$141.51** REVPAR **\$85.84**
- Northern BC: OCC **55.6%** ADR **\$122.77** REVPAR **\$68.29**
- North Thompson Okanagan: OCC **72.9%** ADR **\$174.07** REVPAR **\$126.85**
- Vancouver Island: OCC **70.6%** ADR **\$176.88** REVPAR **\$124.89**
- Vancouver: OCC **69.3%** ADR **\$176.33** REVPAR **\$122.16**
- Whistler: OCC **87.7%** ADR **\$521.30** REVPAR **\$457.04**



Participate in the STR "STAR" report: Submit your data and receive free reports benchmarking your performance against your market. Sign up today for free here: <https://surveys.str.com/s3/Hotel-Enrollment-Form>

Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending March 05, 2022

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



Karen Chalmers

Managing Director, Symphony Tourism Services

Email: karen@totabc.com

Phone: 778.721.5448

symphonytourismservices.com