

## Weekly Visitor Insights

# Measuring Canadian Travel Patterns

June 05 2022 to June 12, 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.

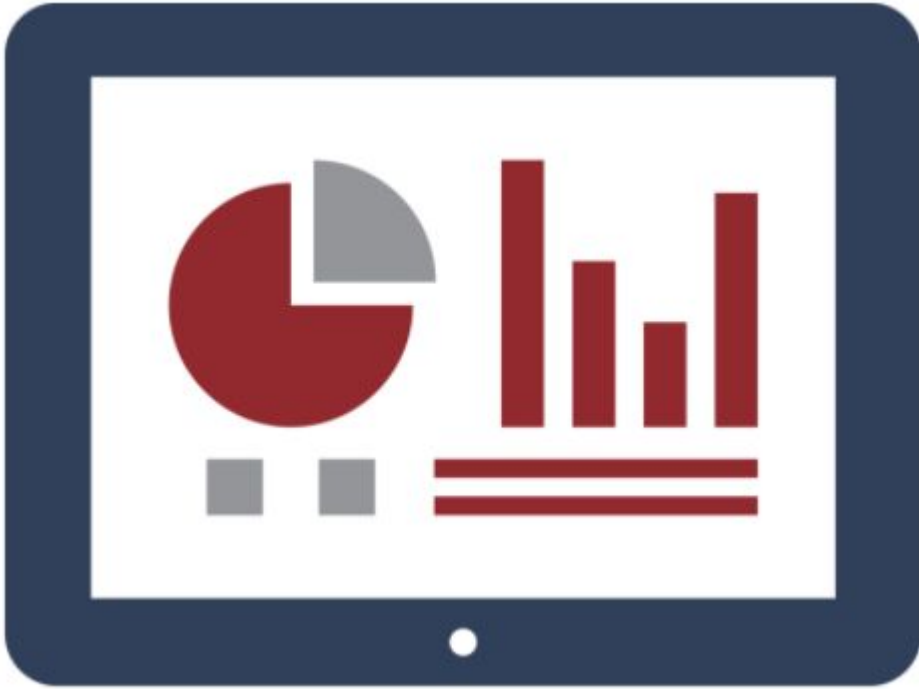
# Glossary

- **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.





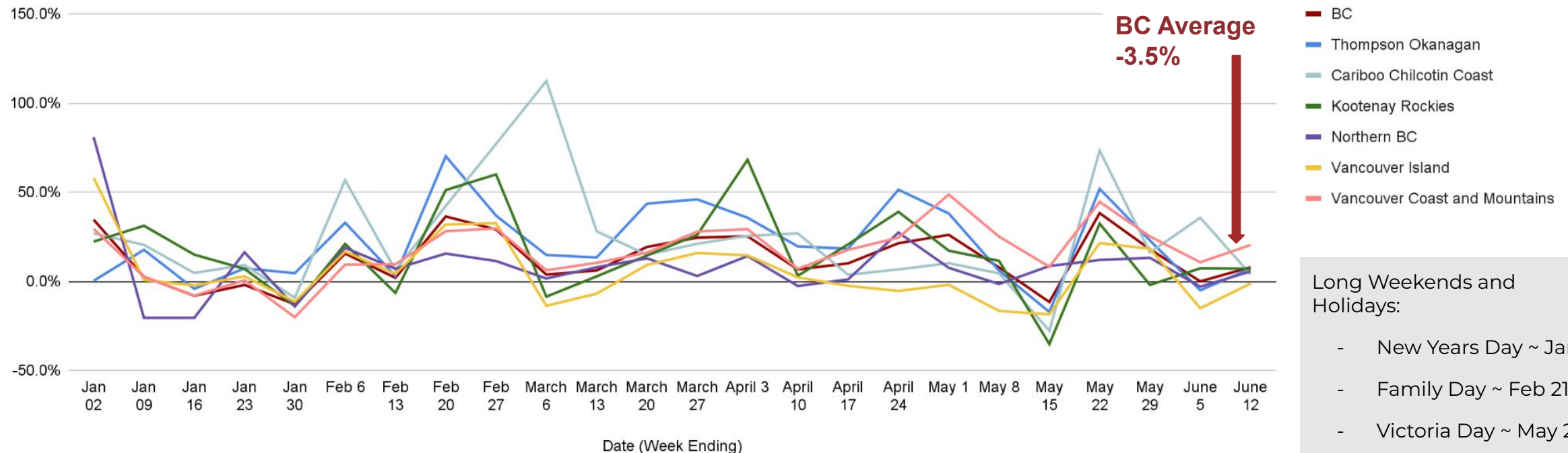
# Introduction



- 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



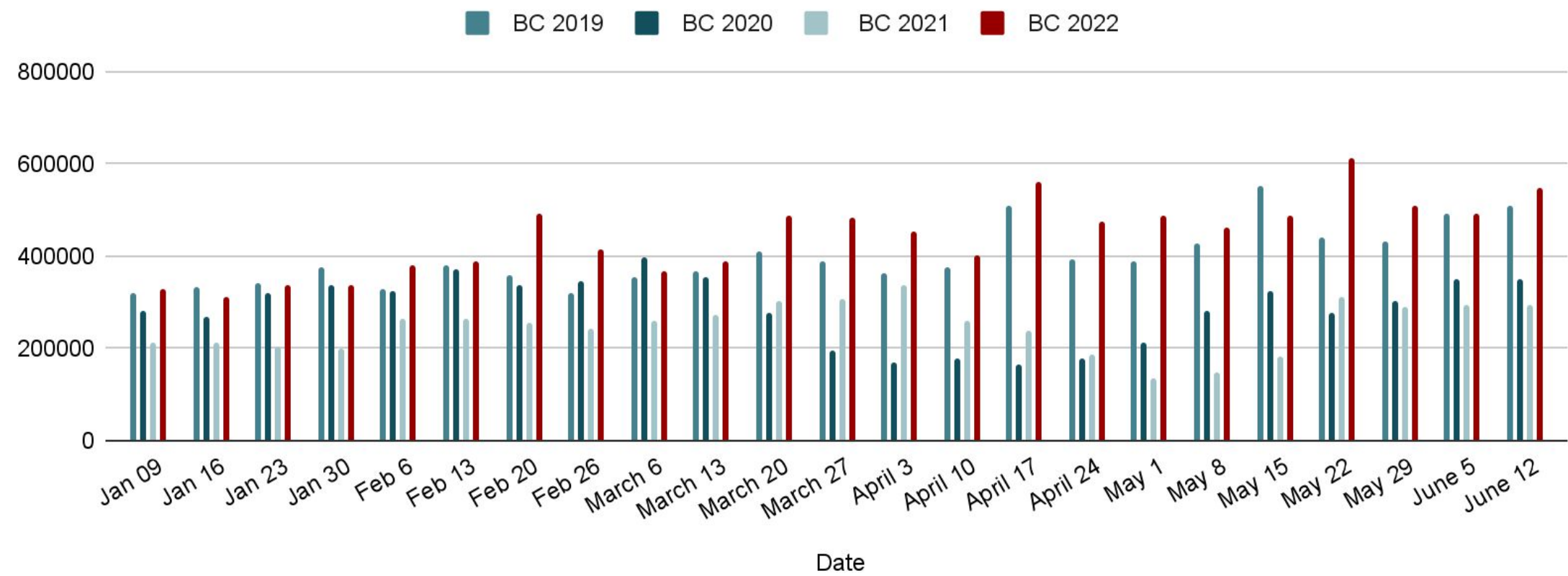
### Key Findings

- Average Domestic Overnight Visitation to BC for Week 23 (June 6 - June 12, 2022) is **up 7.8%** compared to the same week in 2019
- When comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022) Thompson Okanagan, Vancouver Coast & Mountains, and Northern BC saw an **increase** in visitation. Cariboo Chilcotin Coast, Kootenay Rockies, and Vancouver Island saw a **decrease**
- British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

### Notes:

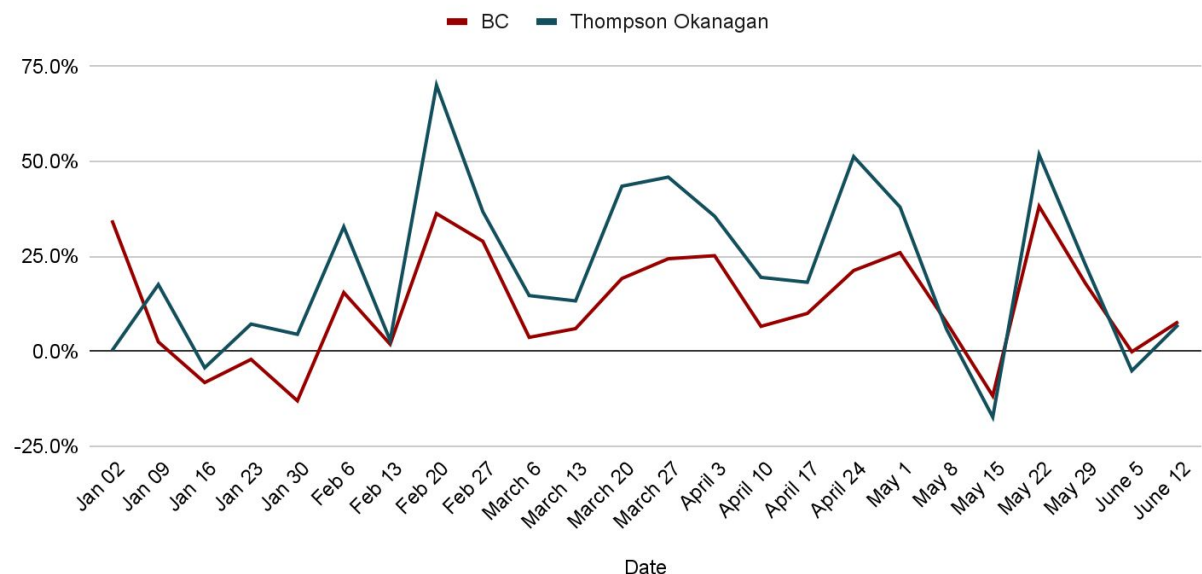
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- The baseline of comparison is 2019, with percentages above 0% indicating higher rates of visitation in 2022 than 2019, and percentages below 0% indicating lower rates of visitation in 2022 than 2019.
- Weekly comparisons may not reflect the exact 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 23 (June 6 - June 12, 2022) is **up 7.0%** compared to the same week in 2019
- The Thompson Okanagan saw **0.8% less visitation** when compared to British Columbia Week 23 (June 6 - June 12, 2022)
- Visitation to the Thompson Okanagan **increased by 12.1%** and British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

#### Long Weekends and Holidays:

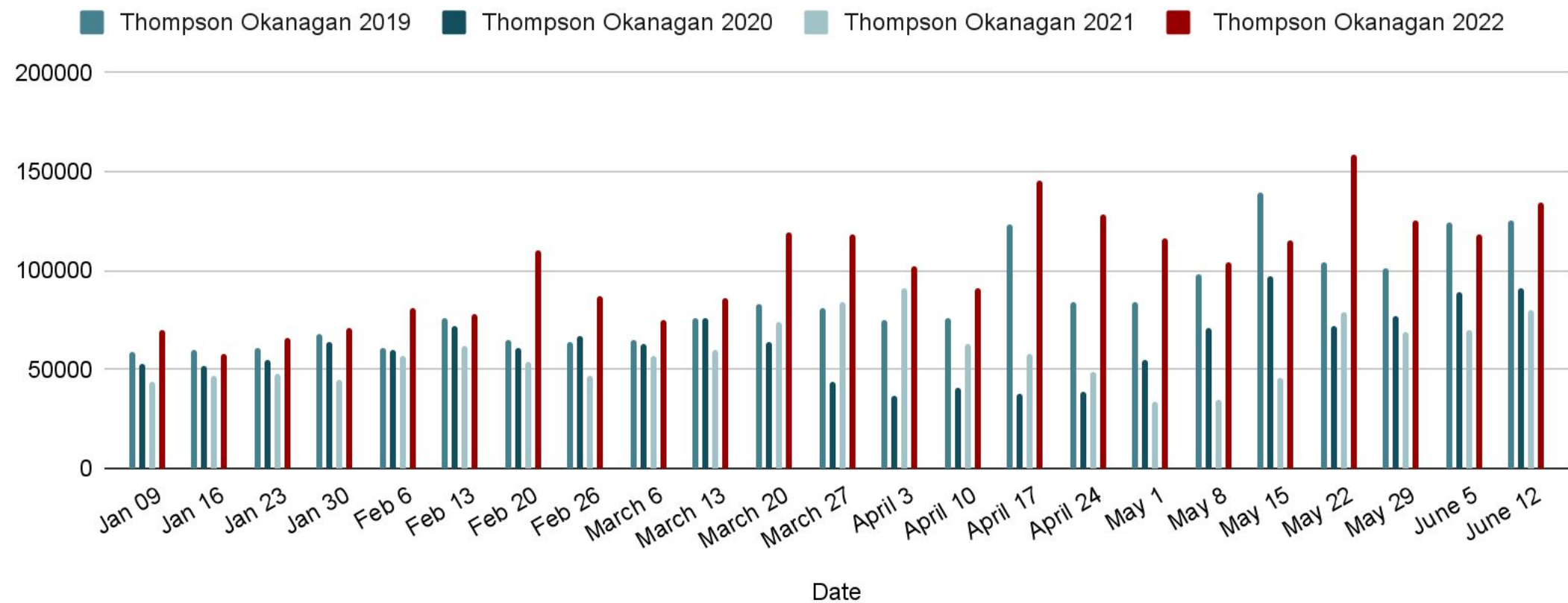
- New Years Day ~ Jan 1
- Family Day ~ Feb 21
- Victoria Day ~ May 24

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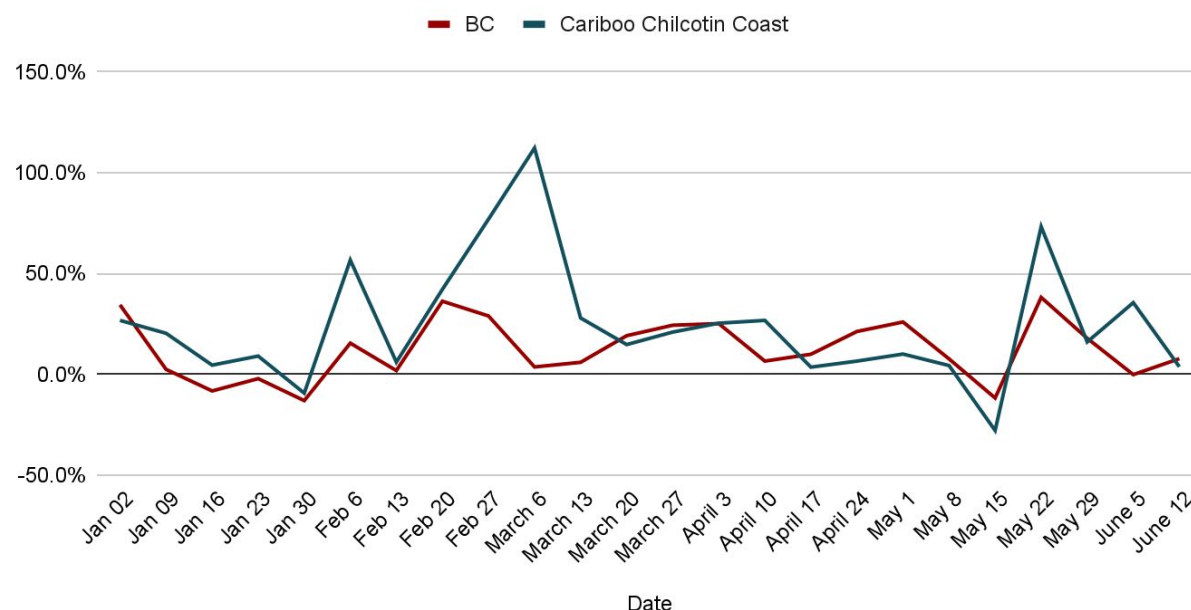


# Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation Thompson Okanagan



# 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 23 (June 6 - June 12, 2022) is **up 3.8%** compared to the same week in 2019
- The Cariboo Chilcotin Coast saw **4% less visitation** when compared to British Columbia during Week 23 (June 6 - June 12, 2022)
- Visitation to the Cariboo Chilcotin Coast **decreased 31.8%** and British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

#### Long Weekends and Holidays:

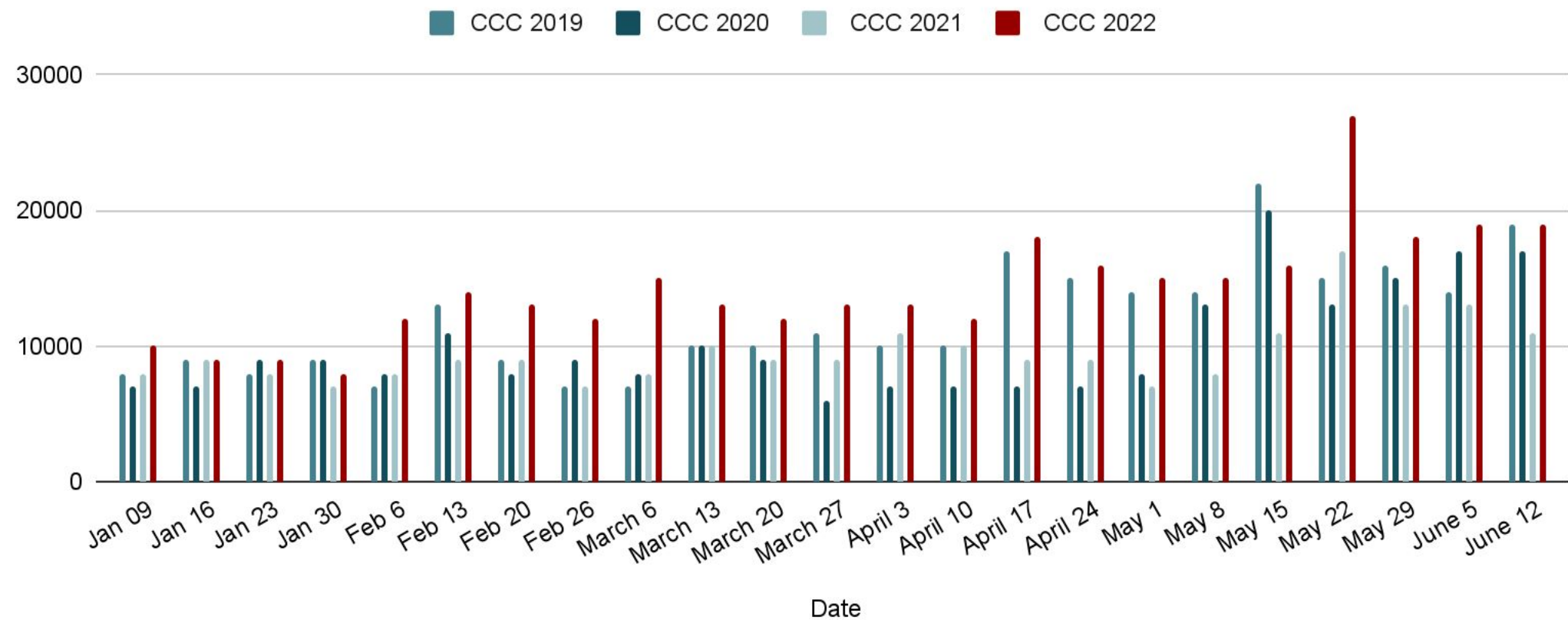
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- Victoria Day ~ May 24

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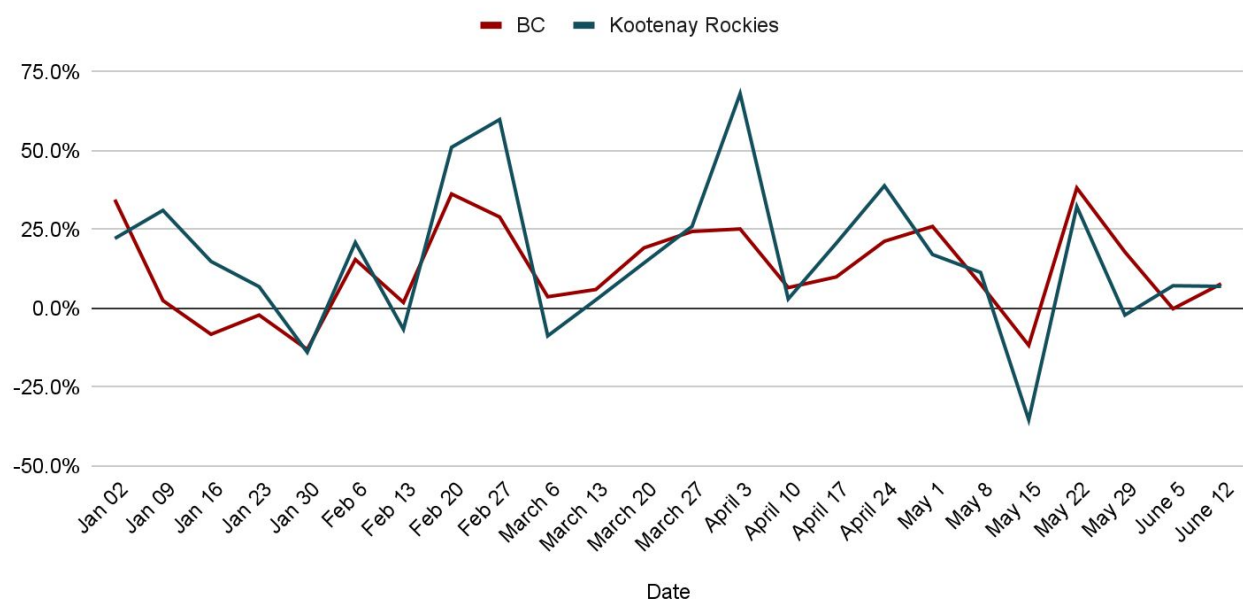
# Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

## 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 23 (June 6 - June 12, 2022) is **up 7.0%** compared to the same week in 2019
- The Kootenay Rockies saw **0.8% less visitation** when compared to British Columbia during Week 23 (June 6 - June 12, 2022)
- Visitation to the Kootenay Rockies **increased by 0.2%** and British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

#### Long Weekends and Holidays:

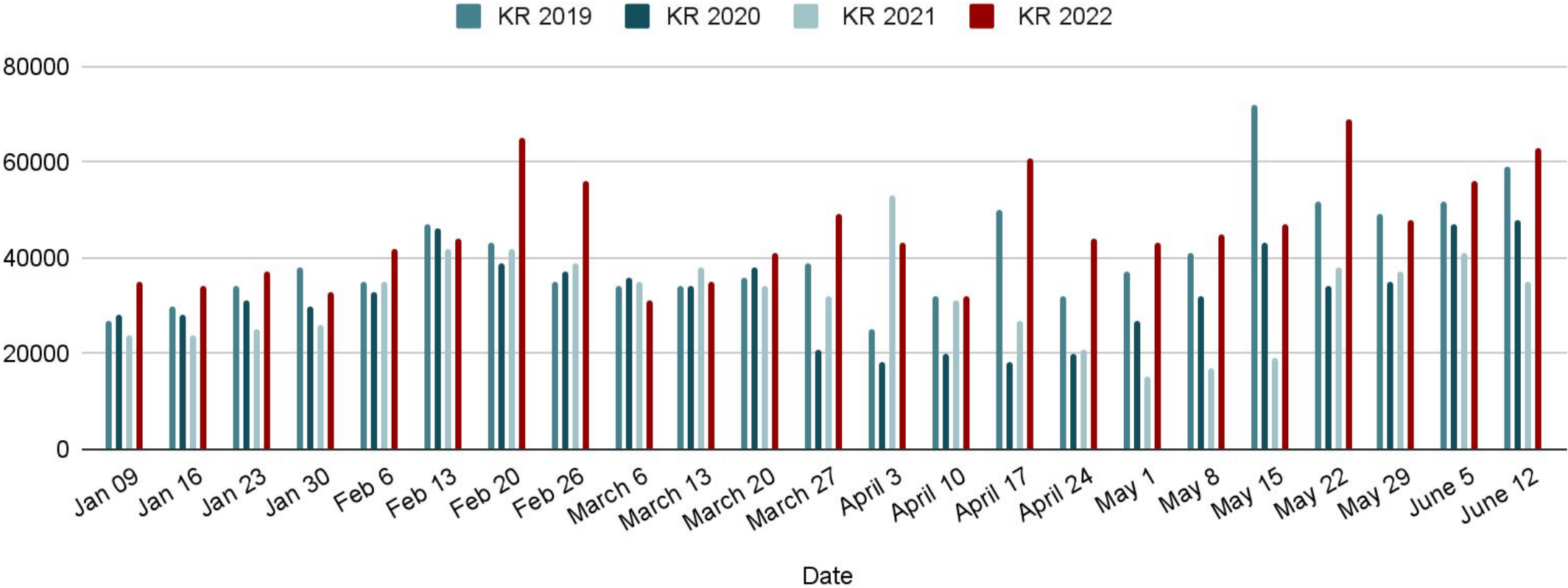
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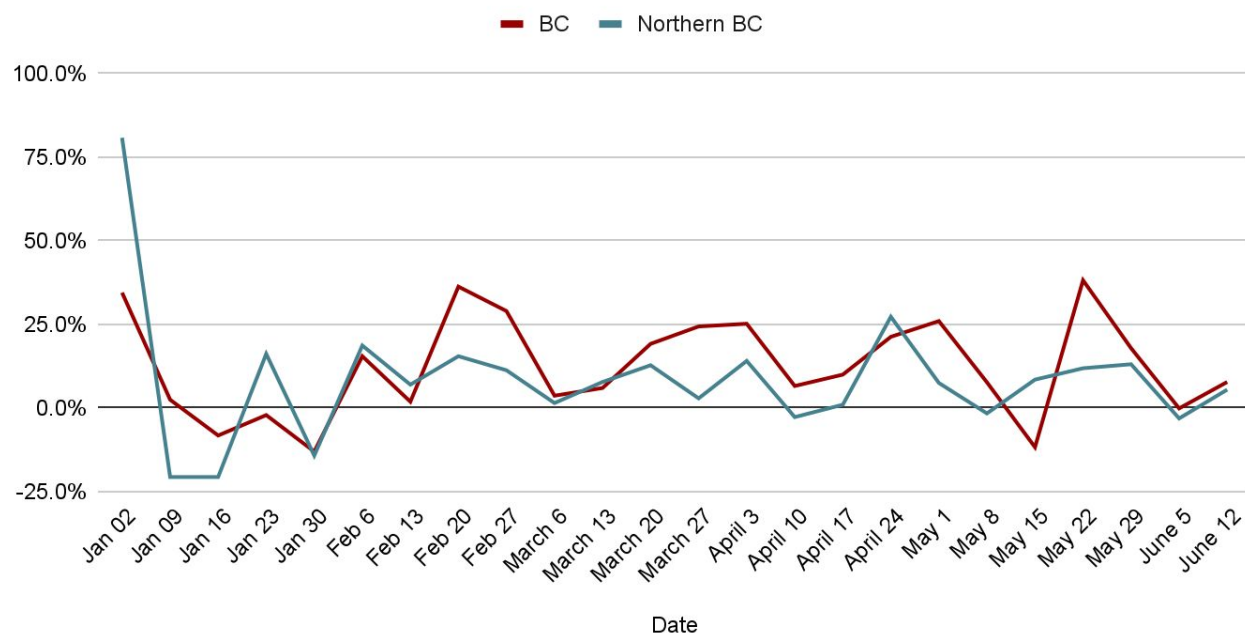
## Kootenay Rockies





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

## Northern BC



### Key Findings

- Domestic Overnight Visitation to Northern BC for Week 23 (June 6 - June 12, 2022) is **up 5.5%** compared to the same week in 2019
- Northern BC saw **2.3% less visitation** when compared to British Columbia during Week 23 (June 6 - June 12, 2022)
- Visitation to Northern BC **increased 8.6%** and British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

#### Long Weekends and Holidays:

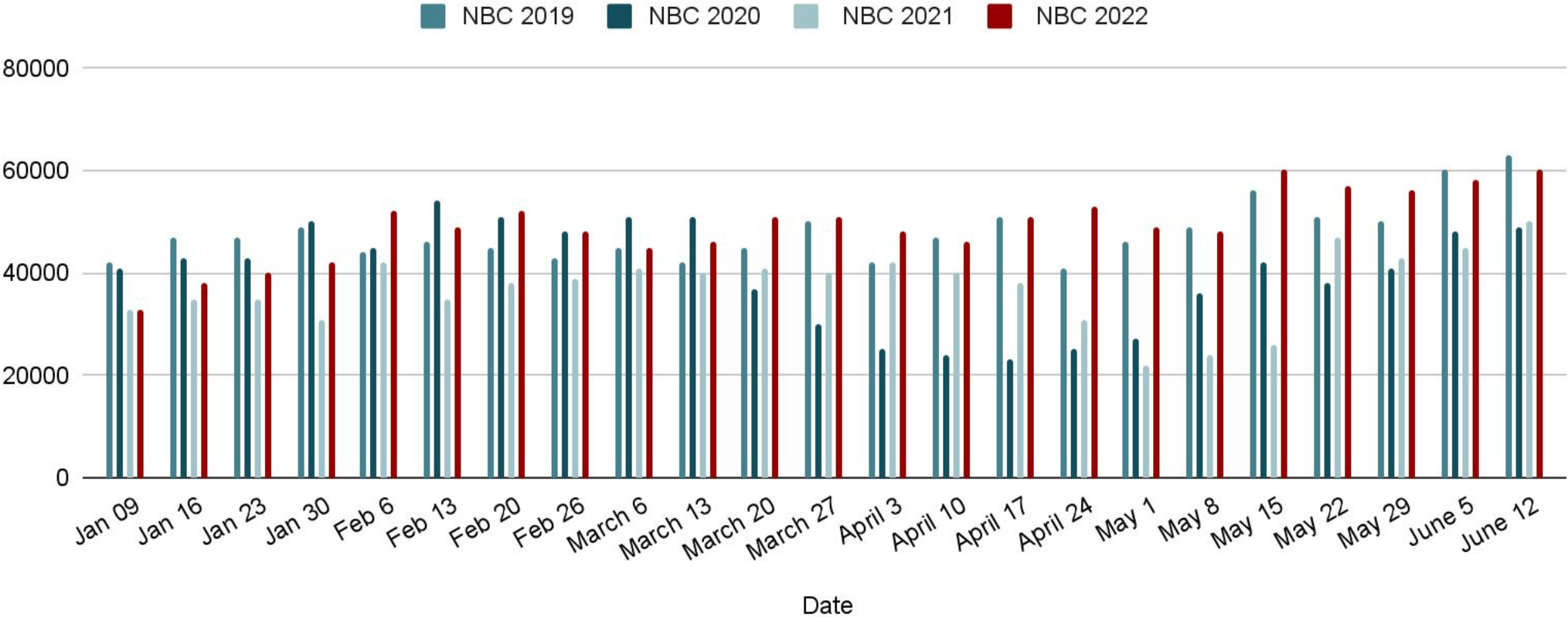
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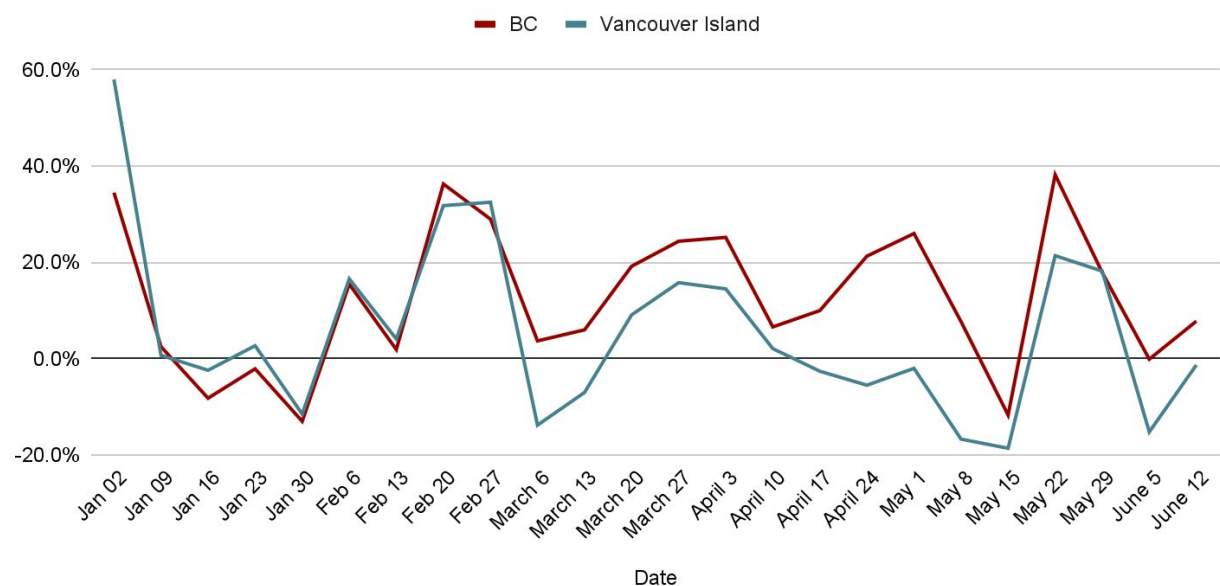
# Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

## 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 23 (June 6 - June 12, 2022) is **down -1.3%** compared to the same week in 2019
- Vancouver Island saw **9.1% less visitation** when compared to British Columbia during Week 23 (June 6 - June 12, 2022)
- Visitation to Vancouver Island **increased 13.9%** and British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

#### Long Weekends and Holidays:

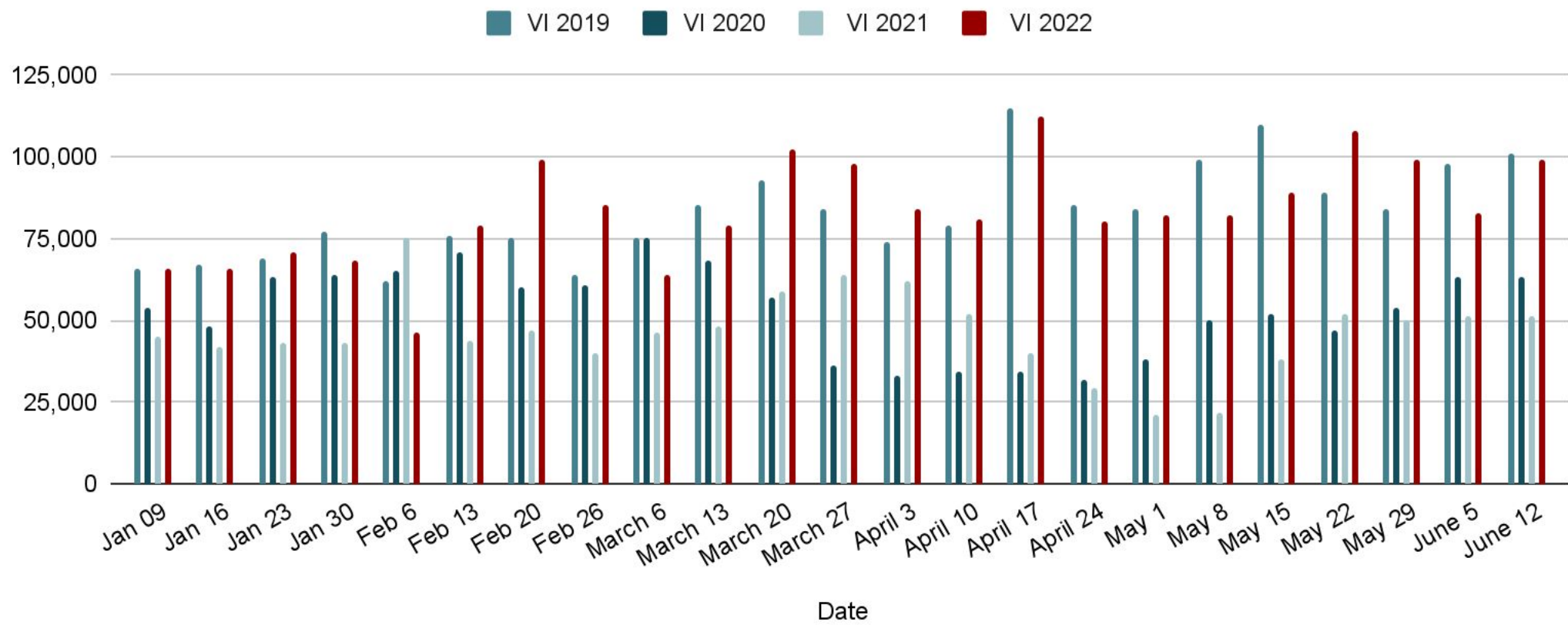
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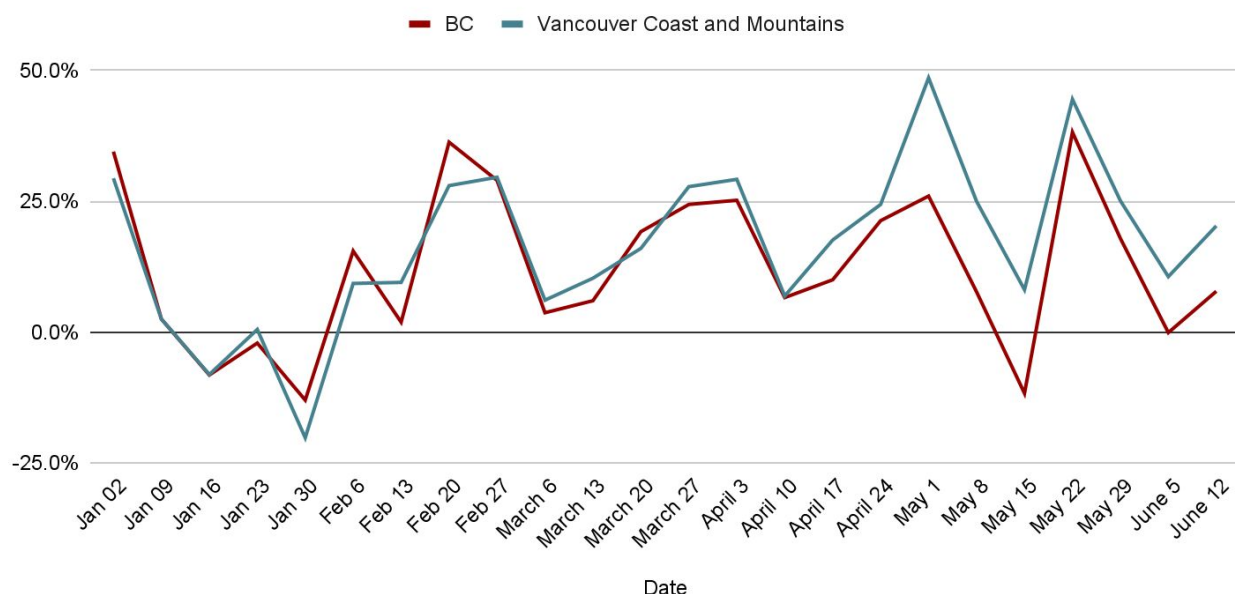
# Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

## 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 23 (June 6 - June 12, 2022) is **up 20.3%** compared to the same week in 2019.
- Vancouver, Coast & Mountains saw **12.5% more visitation** when compared to British Columbia Week 23 (June 6 - June 12, 2022)
- Visitation to Vancouver, Coast & Mountains **increased by 9.7%** and British Columbia **increased 7.9%** when comparing Week 22 (May 30 - June 5, 2022) to Week 23 (June 6 - June 12, 2022)

#### Long Weekends and Holidays:

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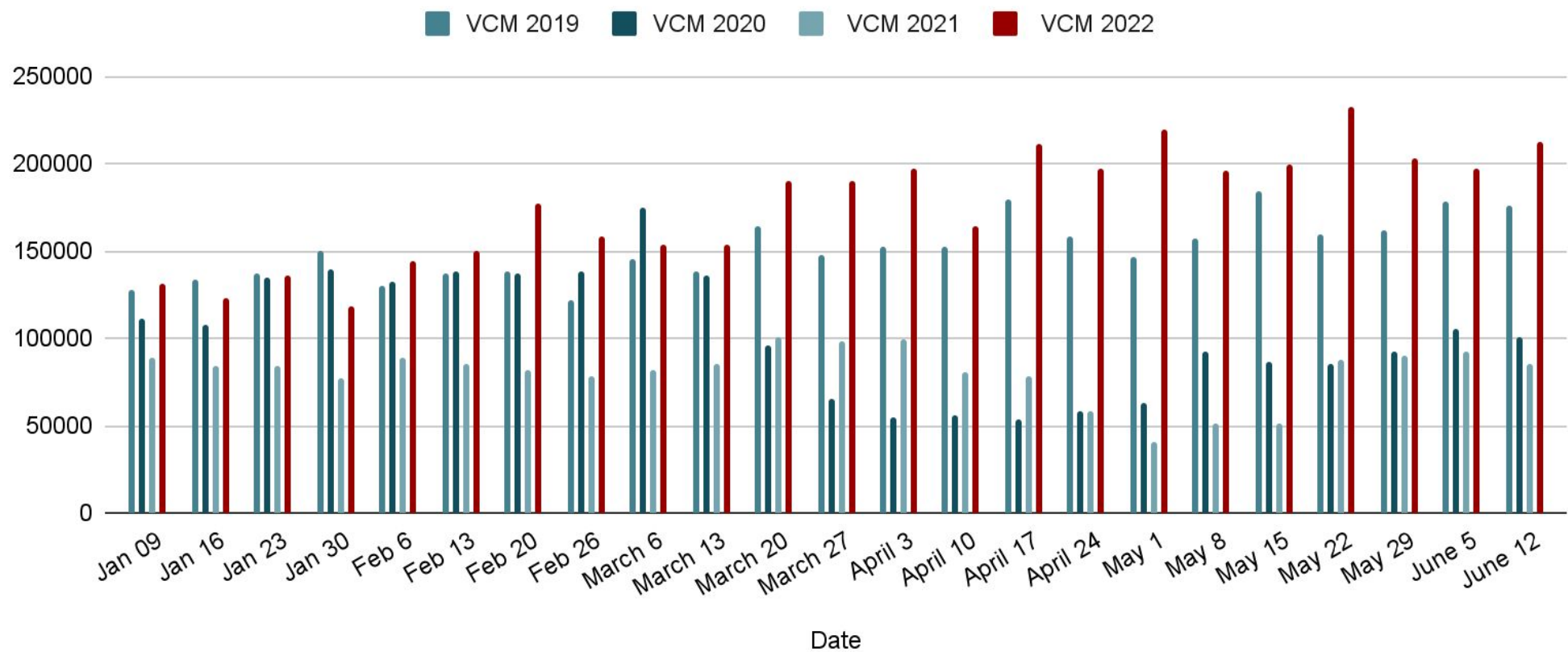
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## Vancouver, Coast & Mountains

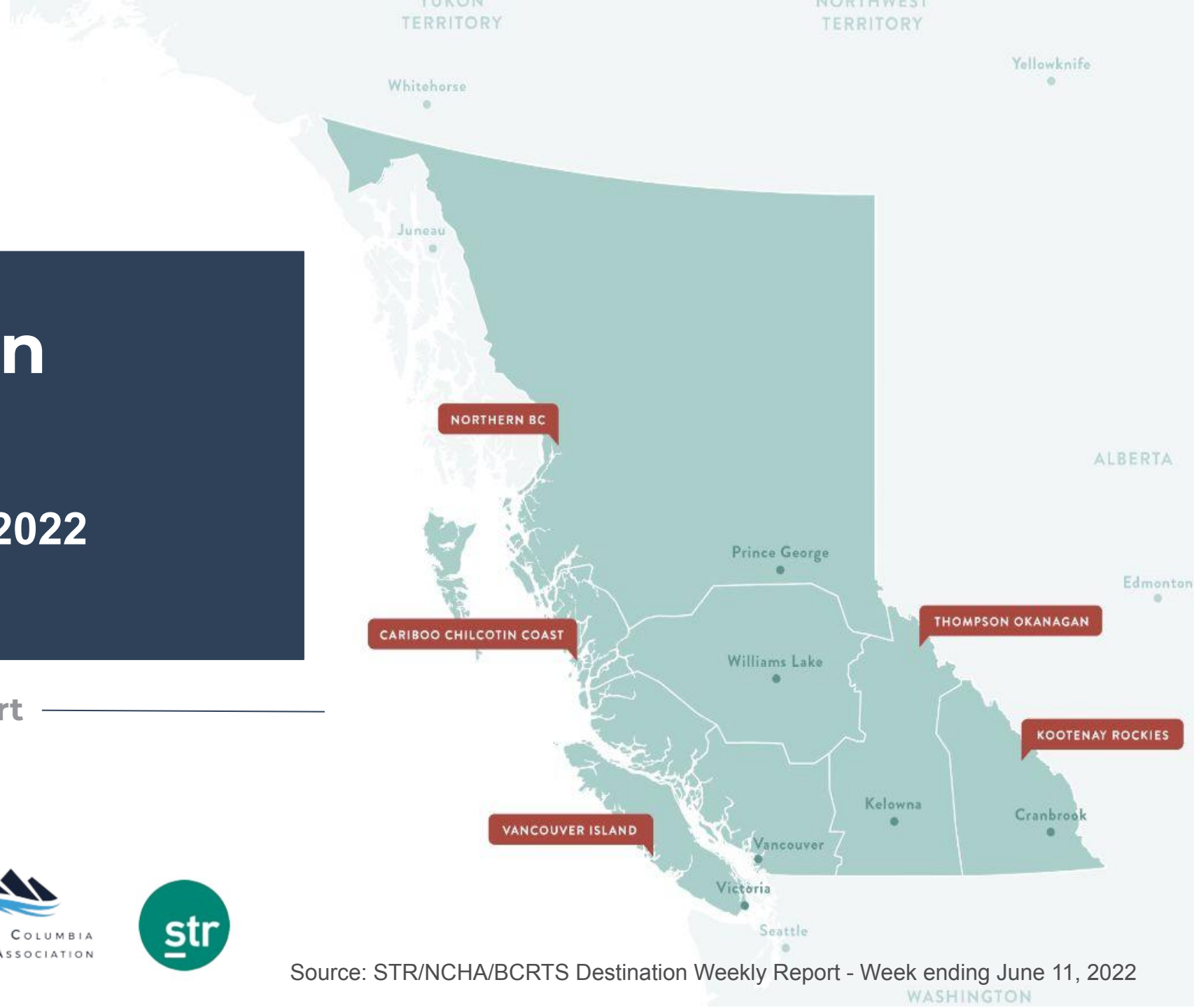


# Weekly Visitor Insights

## STR Destination Report

June 05, 2022 - June 11, 2022

2022 Weekly Report



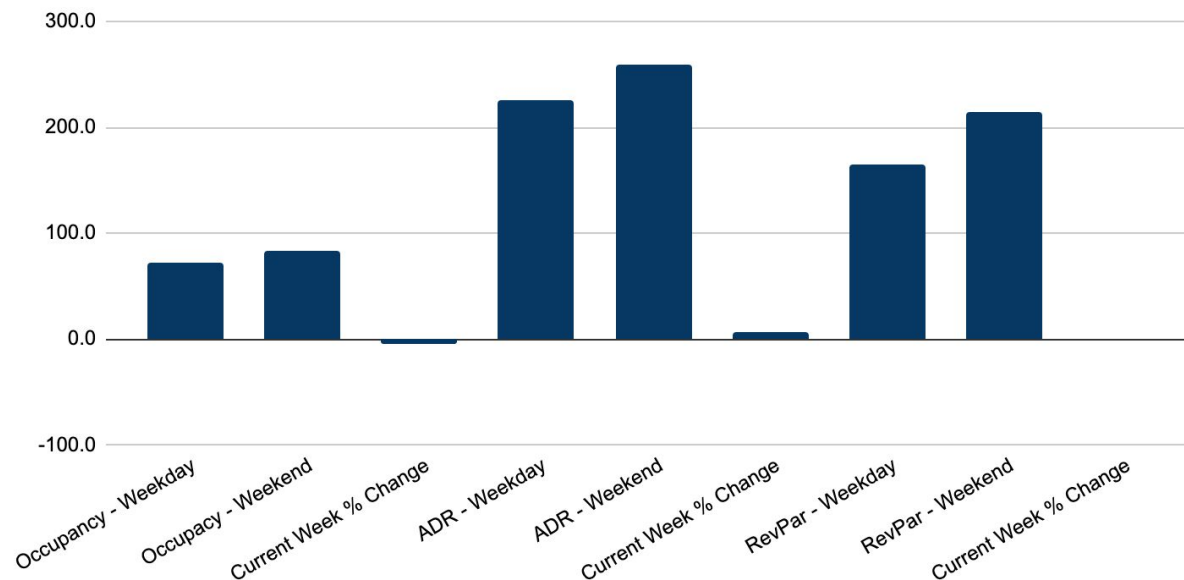
# STR Summary BC & Regions

## June 05 - June 11, 2022

- British Columbia had a **72.9%** occupancy from Sunday-Thursday and a **82.8%** occupancy during the weekend, down **-5.1%** compared to the same week in 2019.
- British Columbia had an ADR of **\$226.16** from Sunday-Thursday and an ADR of **\$258.58** during the weekend, up **5.9%** compared to the same week in 2019.
- British Columbia had a RevPAR of **\$164.98** from Sunday-Thursday and a RevPAR of **\$214.19** during the weekend, up **0.6%** compared to the same week in 2019.

### Regional STATS the Weekend of June 10-11, 2022:

- Cariboo Chilcotin Coast: OCC **70.6%** ADR **\$152.89** REVPAR **\$107.89**
- Kootenay Rockies: OCC **65.3%** ADR **\$160.87** REVPAR **\$105.08**
- Northern BC: OCC **66.5%** ADR **\$127.33** REVPAR **\$84.70**
- Thompson Okanagan: OCC **84.0%** ADR **\$196.33** REVPAR **\$164.97**
- Whistler: OCC **65.2%** ADR **\$310.86** REVPAR **\$202.53**
- Vancouver Island: OCC **78.4%** ADR **\$261.00** REVPAR **\$204.52**
- Vancouver: OCC **91.1%** ADR **\$310.59** REVPAR **\$283.06**



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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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