

bcrts

British Columbia
Regional Tourism
Secretariat

MEASURING CANADIAN TRAVEL PATTERNS

BC Weekly Domestic Overnight
Visitor Insights

Period: February 4 – June 7, 2020



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 visitors; travel patterns (to prior weeks in 2020 and year over year 2019). 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.
- 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.

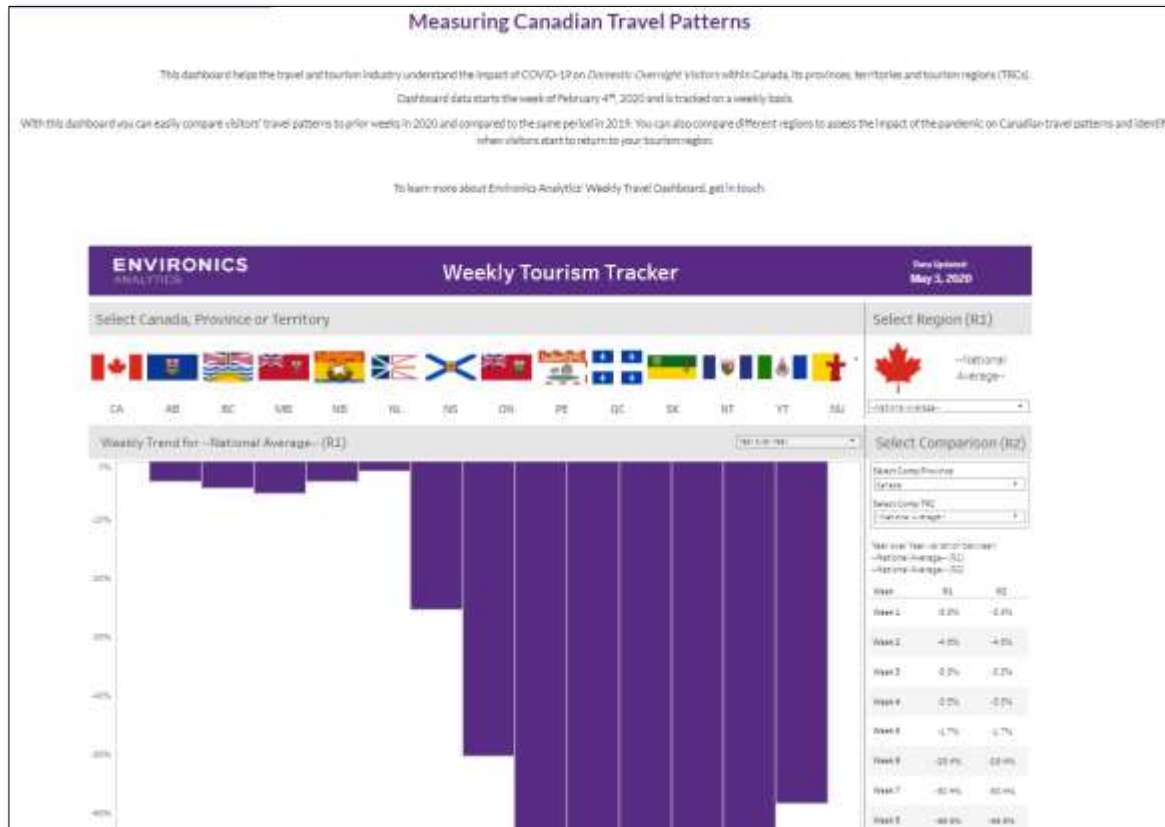


GLOSSARY

- **Timeframe:** The dashboard data starts the week of February 4th, 2020 and is tracked on a weekly basis. Data is currently available through to June 7th, 2020.
- **Domestic Overnight Visitors:** A device 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



<https://environicsanalytics.com/en-ca/measuring-canadian-travel-patterns>

- The Weekly Tourism Tracker filters data by Canada, Province or Territory. **R1** or Region 1 is selected by choosing a flag or by selecting a Province from the **R1** drop down menu. *R1 can also be a subregion.*
- **R2** or Region 2 compares the weekly data by Province and Subregion.
- **BC Subregions**
 - Cariboo Chilcotin Coast
 - Kootenay Rockies
 - Northern B.C
 - Thompson-Okanagan
 - Vancouver Island
 - Vancouver Coast and Mountains



DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

B.C. SUBREGIONS

Key Findings:

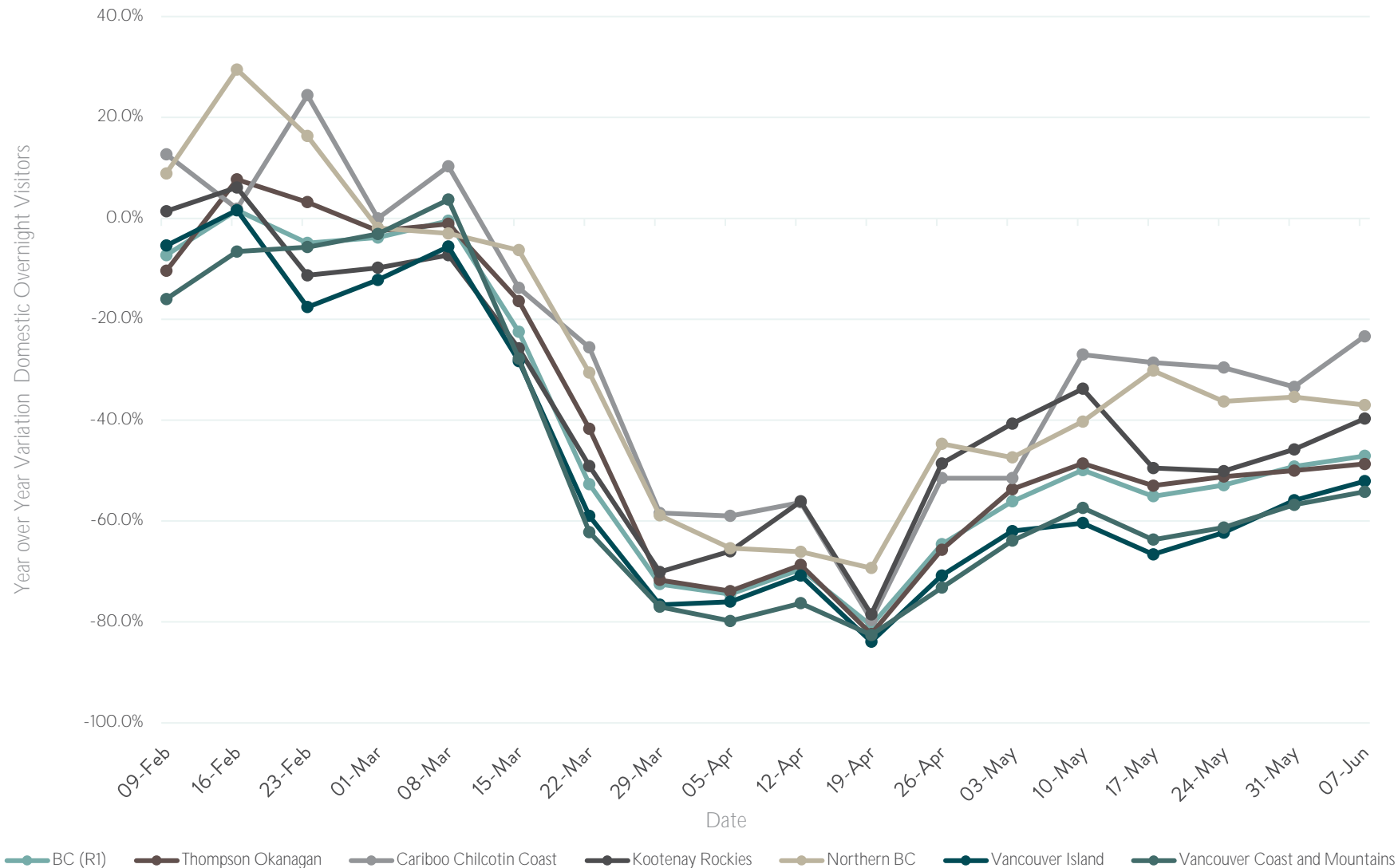
Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020**.

The week of **April 19 (Week 11)** saw the largest drop in domestic Overnight Visitors in British Columbia, dropping **81%** from the previous year. Findings are consistent across all BC Subregions.

While Overnight travel is significantly down compared to 2019, an upward trend in movement and overnight stays on a week over week bases was apparent during Weeks 12, 13, 14, 16, 17 and 18.

Visitation to the Thompson Okanagan, Kootenay Rockies, the Cariboo Chilcotin Coast, Vancouver Island and Vancouver Coast and Mountains increased visitation from **Week 17 (May 25-31) TO Week 18 (June 1-7)**, Northern BC saw a decrease from **Week 17 to Week 18**.

- Visitation to the Cariboo Chilcotin Coast, Kootenay Rockies and Northern BC saw an **increase** in visitation over British Columbia during **Week 18 (June 1-7)**.
- The Thompson Okanagan, Vancouver Island and Vancouver Coast and Mountains saw a **decrease** in visitation compared to BC during **Week 18 (June 1-7)**.



DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

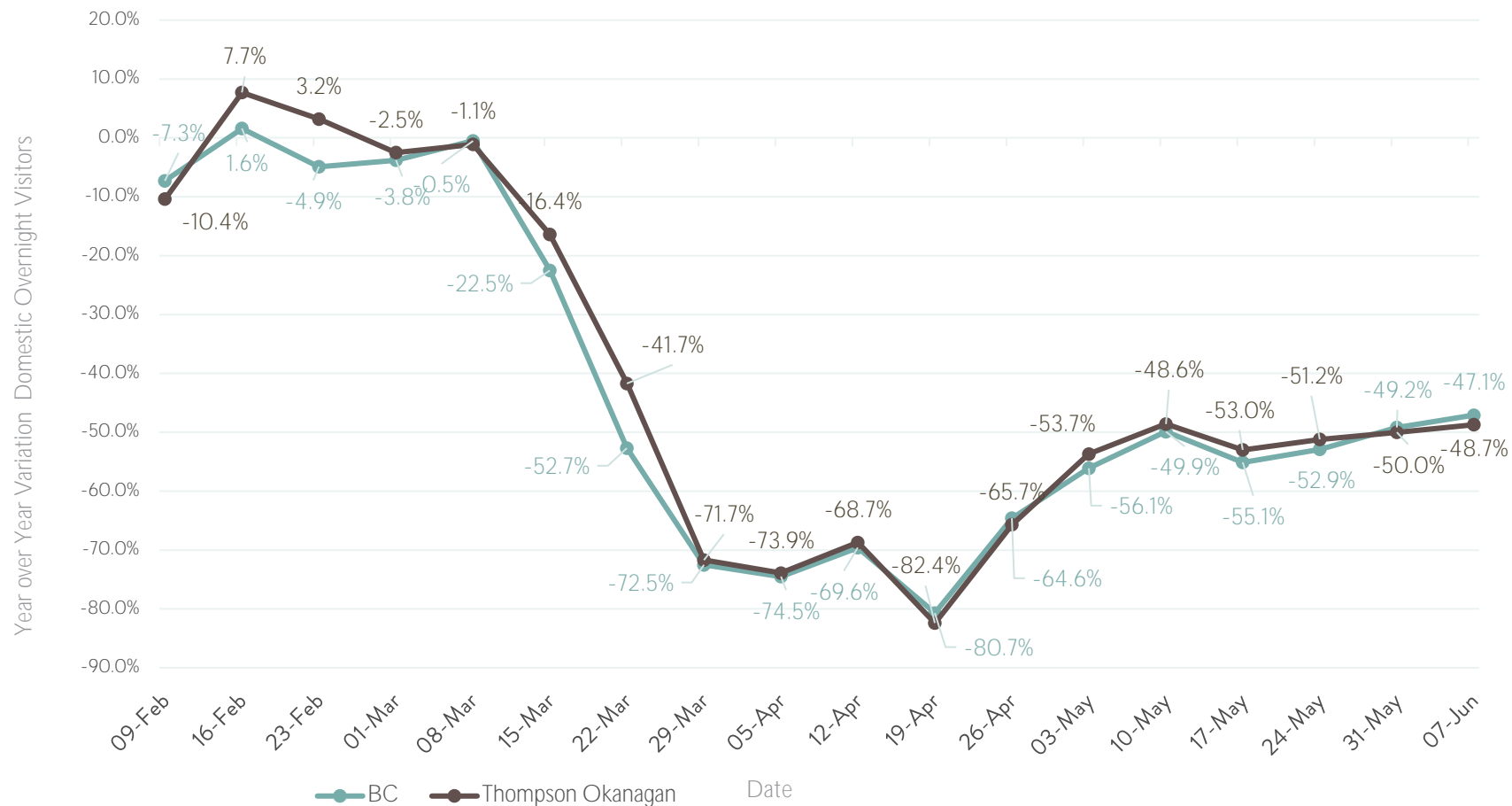
B.C. SUBREGIONS

Year over Year Variation: British Columbia (R1) and Subregion (R2)

Week Of:	Date (Week Ending)	BC (R1)	Thompson Okanagan	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Vancouver Island	Vancouver Coast and Mountains
Week 1 - February 3 - 9	09-Feb	-7.3%	-10.4%	12.7%	1.4%	8.9%	-5.4%	-16.0%
Week 2 - February 10 - 16	16-Feb	1.6%	7.7%	1.9%	6.1%	29.5%	1.6%	-6.6%
Week 3 - February 17 - 23	23-Feb	-4.9%	3.2%	24.4%	-11.3%	16.3%	-17.6%	-5.7%
Week 4 - February 24 - March 1	01-Mar	-3.8%	-2.5%	0.0%	-9.8%	-1.9%	-12.2%	-3.1%
Week 5 - March 2 - 8	08-Mar	-0.5%	-1.1%	10.3%	-7.3%	-3.0%	-5.6%	3.7%
Week 6 - March 9-15	15-Mar	-22.5%	-16.4%	-13.8%	-25.8%	-6.3%	-28.3%	-27.8%
Week 7 - March 16 - 22	22-Mar	-52.7%	-41.7%	-25.6%	-49.1%	-30.6%	-59.0%	-62.2%
Week 8 - March 23 - 29	29-Mar	-72.5%	-71.7%	-58.4%	-70.1%	-58.9%	-76.6%	-77.0%
Week 9 - March 30 - April 5	05-Apr	-74.5%	-73.9%	-59.0%	-66.0%	-65.4%	-76.0%	-79.8%
Week 10 - April 6 - 12	12-Apr	-69.6%	-68.7%	-56.3%	-56.1%	-66.1%	-70.8%	-76.3%
Week 11 - April 13 - 19	19-Apr	-80.7%	-82.4%	-79.6%	-78.5%	-69.3%	-83.9%	-82.6%
Week 12 - April 20-26	26-Apr	-64.6%	-65.7%	-51.5%	-48.6%	-44.7%	-70.8%	-73.2%
Week 13 - April 27 - May 3	03-May	-56.1%	-53.7%	-51.5%	-40.7%	-47.4%	-62.0%	-63.9%
Week 14 - May 4 - May 10	10-May	-49.9%	-48.6%	-27.0%	-33.8%	-40.3%	-60.4%	-57.4%
Week 15 - May 11 - May 17	17-May	-55.1%	-53.0%	-28.6%	-49.5%	-30.2%	-66.6%	-63.7%
Week 16 - May 18-May 24	24-May	-52.9%	-51.2%	-29.6%	-50.1%	-36.3%	-62.3%	-61.3%
Week 17 - May 25 - May 31	31-May	-49.2%	-50.0%	-33.4%	-45.8%	-35.4%	-55.9%	-56.8%
Week 18 - June 1 - June 7	07-Jun	-47.1%	-48.7%	-23.4%	-39.7%	-37.0%	-52.1%	-54.2%

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

THOMPSON OKANAGAN



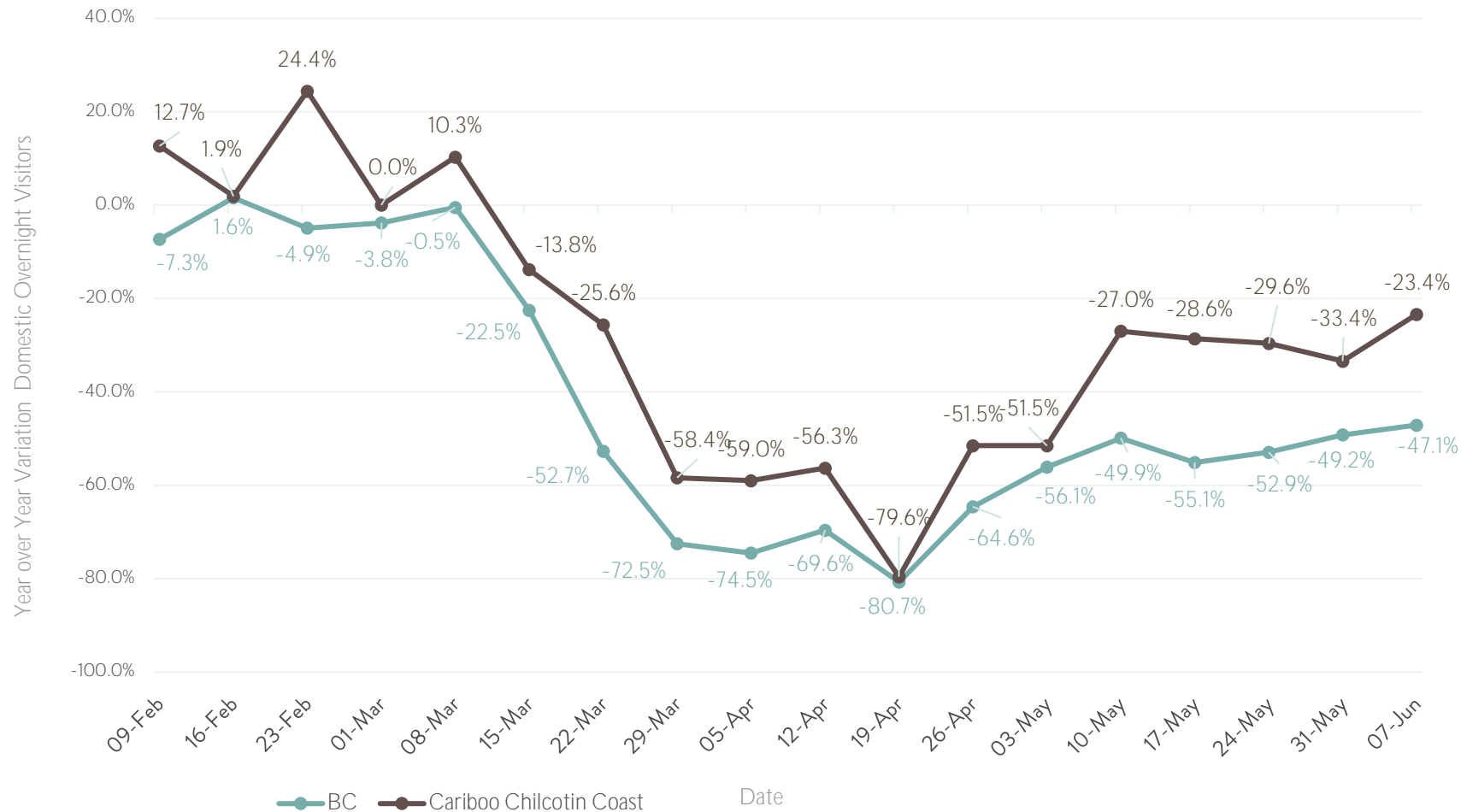
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020**.

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **82%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10) **Week 16** (May 18-24), **Week 17** (May 25-31) and **Week 18** (June 1-7).
- **Note:** Visitation to the Thompson Okanagan Region mirrors the British Columbia visitation trend line almost exactly. The Thompson Okanagan saw a **2%** decrease in visitation over British Columbia during **Week 18** (June 1-7).
- Visitation to the Thompson Okanagan increased by **1%**, British Columbia increased by **2%** when comparing **Week 17** (May 25-31) to **Week 18** (June 1-7).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

CARIBOO CHILCOTIN COAST



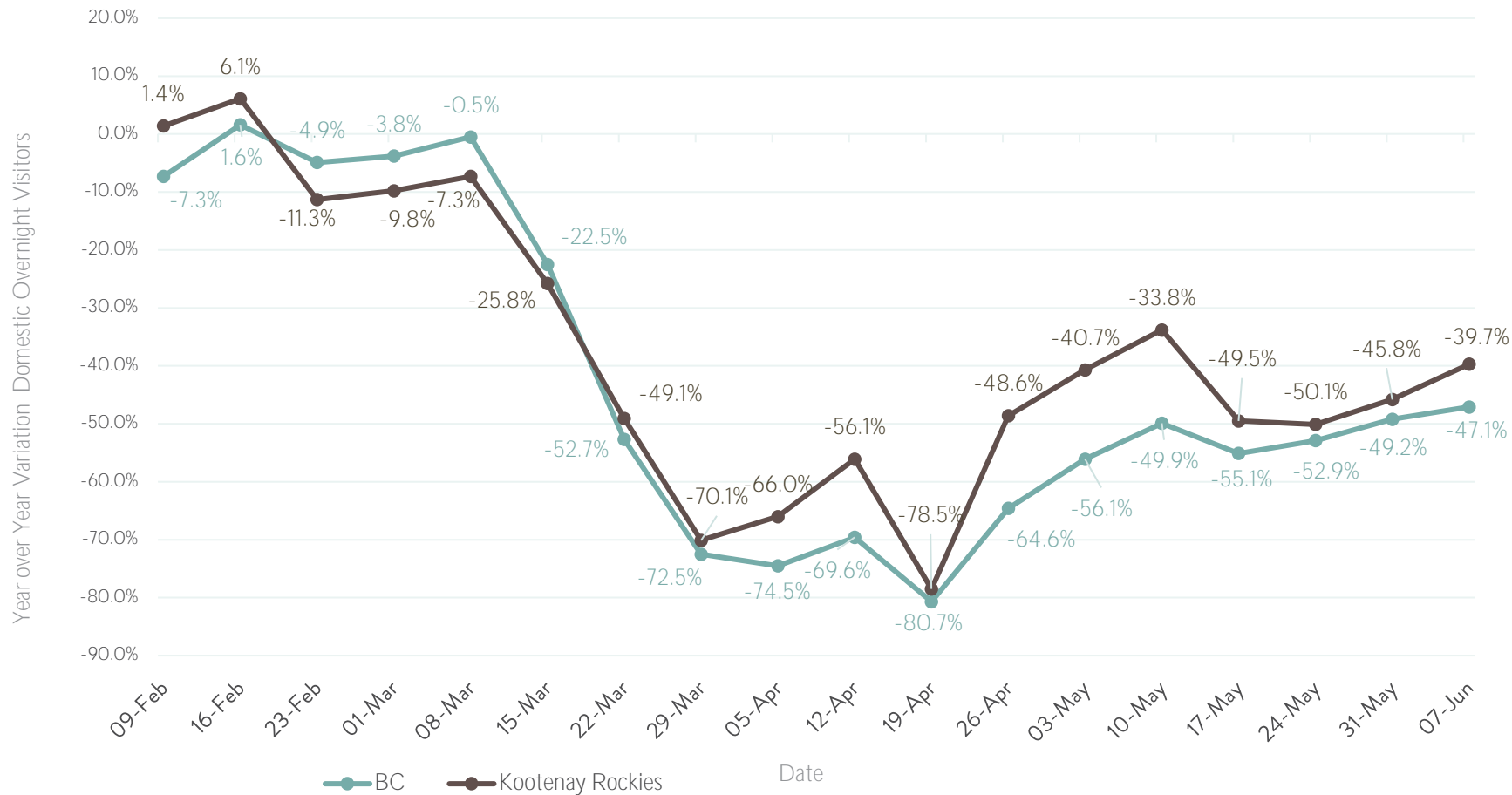
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020**.

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **80%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10) and **Week 18** (June 1-7).
- **Note:** The Cariboo Chilcotin Coast saw a **24%** increase in visitation over British Columbia during **Week 18** (June 1-7).
- Visitation to the Cariboo Chilcotin Coast increased by **10%**, British Columbia increased by **2%** when comparing **Week 17** (May 25-31) to **Week 18** (June 1-7).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

KOOTENAY ROCKIES

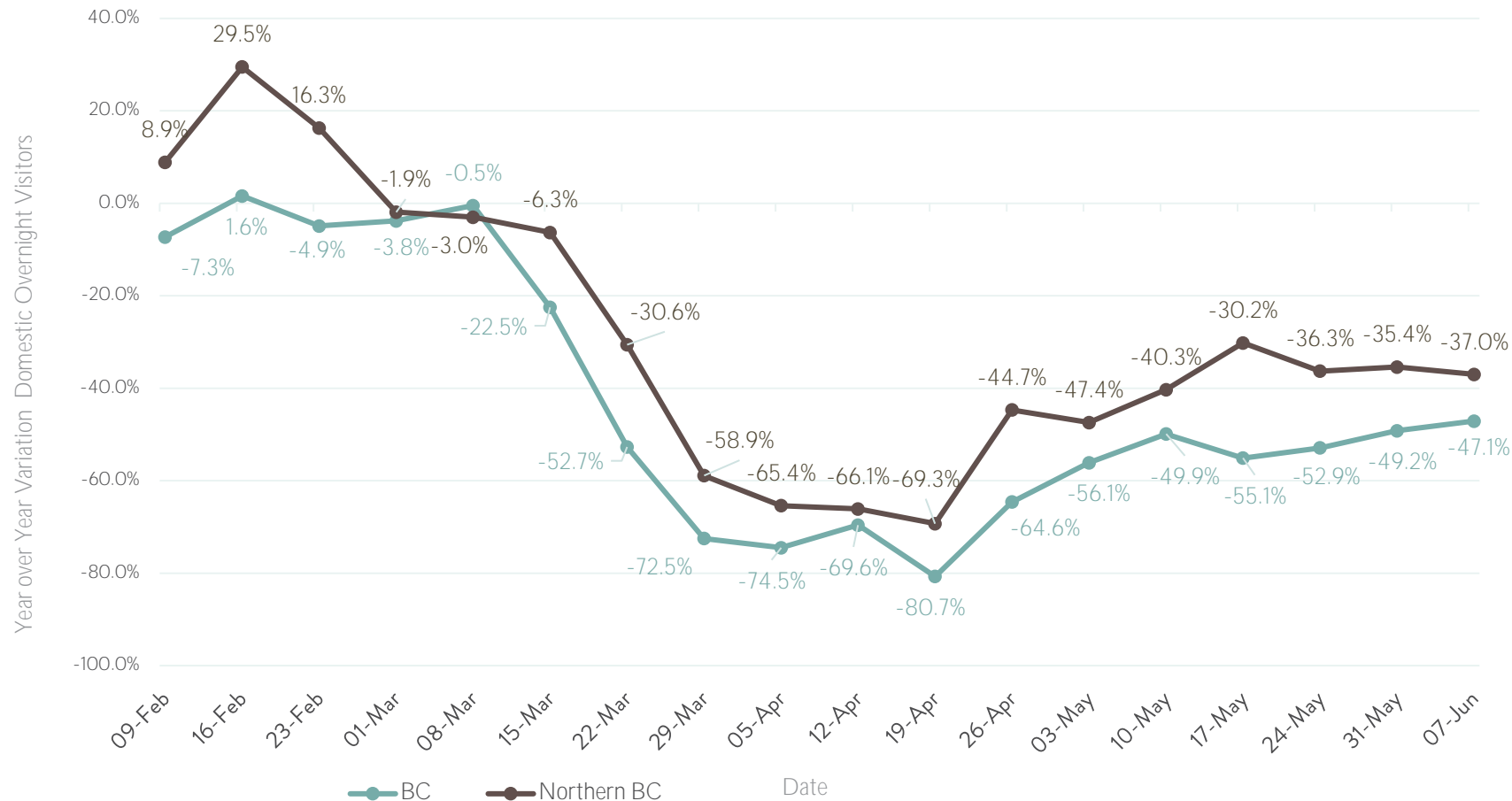


Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020**.

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 17** (May 25-31) and **Week 18** (June 1-7).
- **Note:** The Kootenay Rockies saw a **7%** increase in visitation over British Columbia during **Week 18** (June 1-7).
- Visitation to the Kootenay Rockies increased by **6%**, British Columbia increased by **2%** when comparing **Week 17** (May 25-31) to **Week 18** (June 1-7).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION NORTHERN B.C.



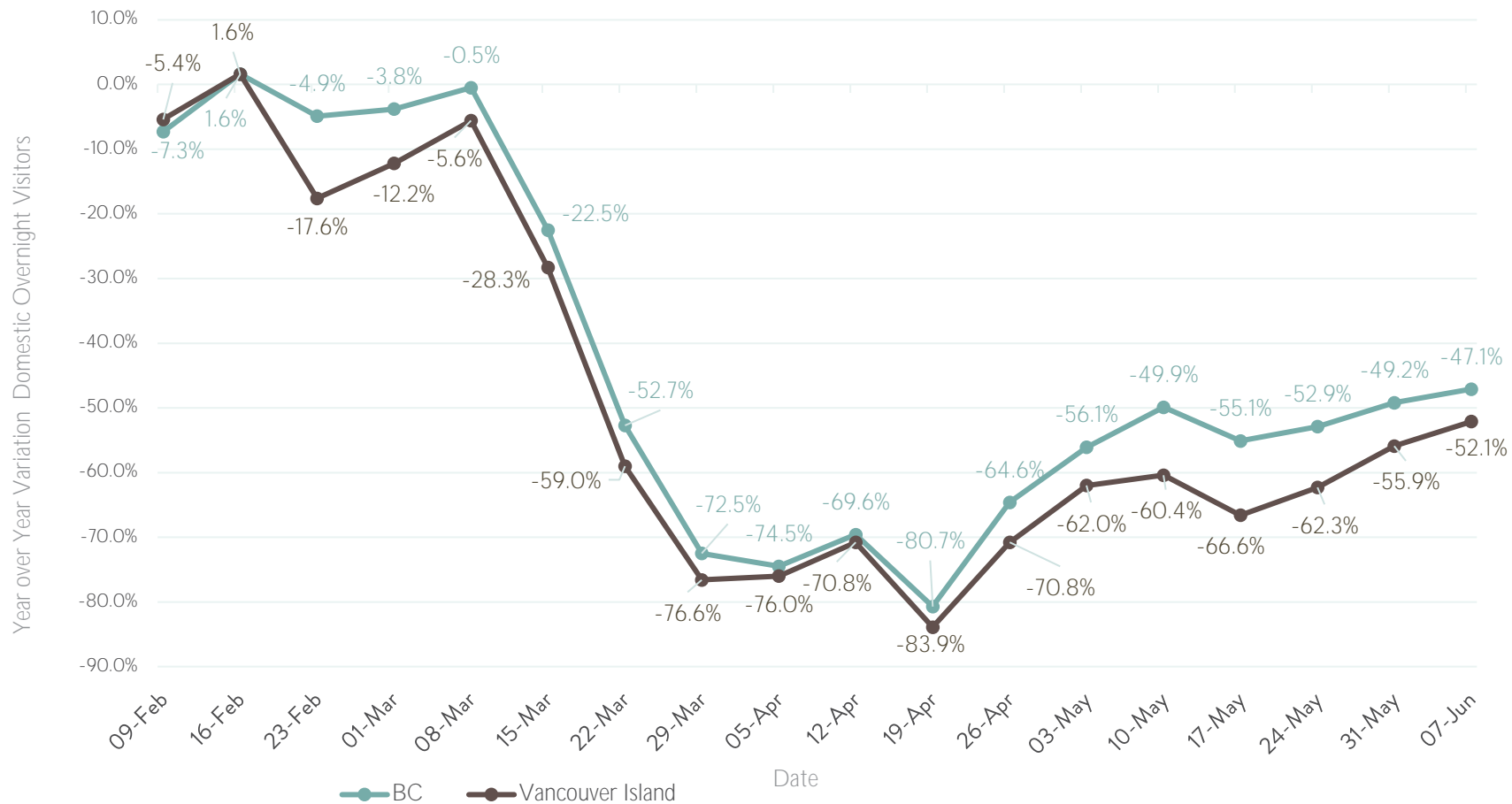
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020**.

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10) and **Week 17** (May 25-31).
- **Note:** Northern BC saw a **10%** increase in visitation over British Columbia during **Week 18** (June 1-7).
- Visitation to Northern BC decreased by **2%** when comparing **Week 17** (May 25-31) to **Week 18** (June 1-7). Visitation to British Columbia increased by **2%** during the same time frame.

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

VANCOUVER ISLAND



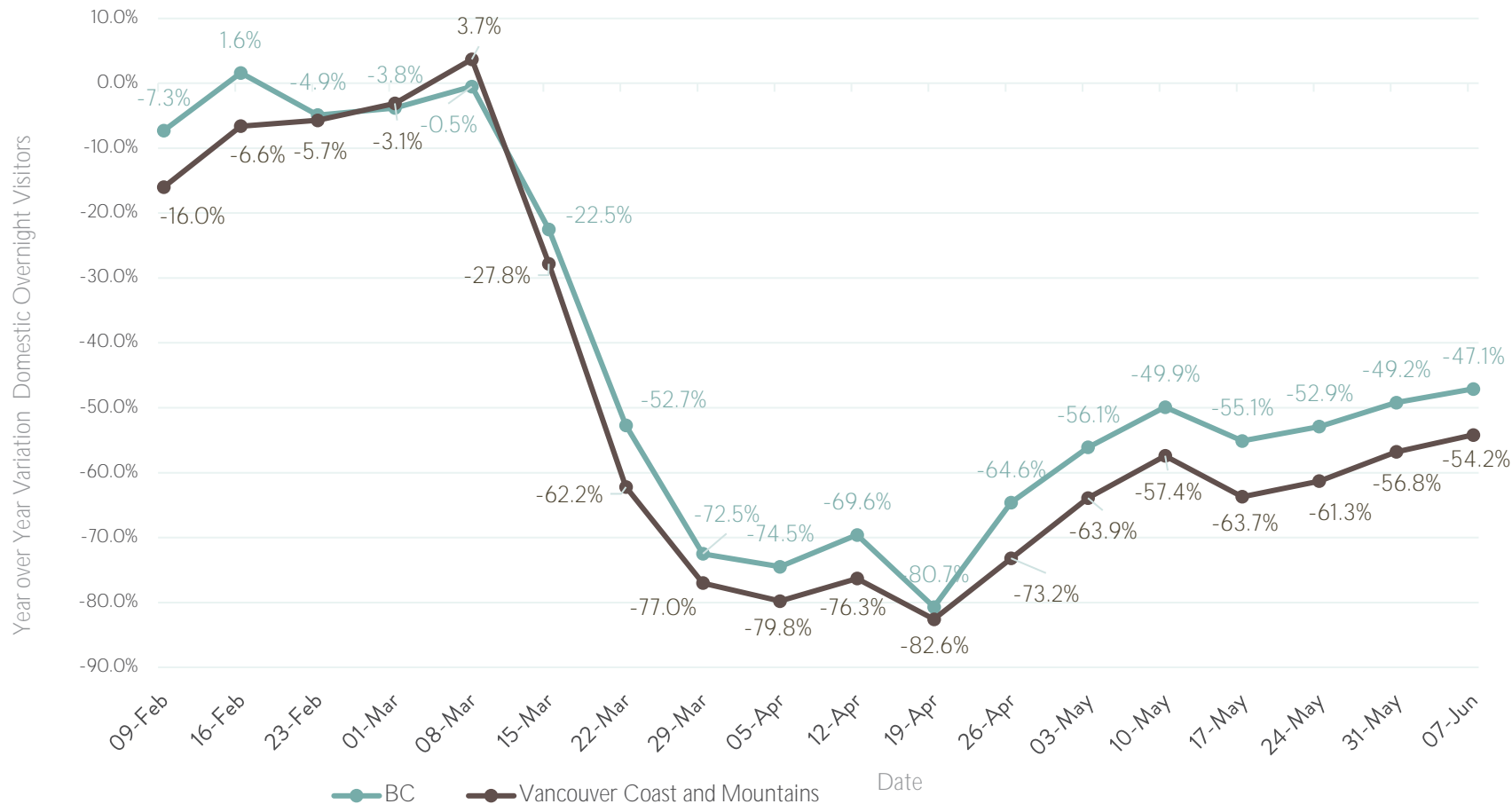
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020.**

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **84%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 16** (May 18-24), **Week 17** (May 25-31) and **Week 18** (June 1-7).
- **Note:** Vancouver Island saw a **5%** decrease in visitation compared to British Columbia during **Week 18** (June 1-7).
- Visitation to Vancouver Island increased by **4%** when comparing **Week 17** (May 25-31) to **Week 18** (June 1-7). Visitation to British Columbia increased by **2%** during the same time frame.

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

VANCOUVER COAST AND MOUNTAINS



Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday March 18, 2020**.

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **83%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 16** (May 18-24), **Week 17** (May 25-31) and **Week 18** (June 1-7).
- **Note:** Vancouver Coast and Mountains saw a **7%** decrease in visitation compared to British Columbia during **Week 18** (June 1-7).
- Visitation to Vancouver Coast and Mountains increased by **2%**, British Columbia also increased by **2%** when comparing **Week 17** (May 25-31) to **Week 18** (June 1-7).



SYMPHONY
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INSPIRED NAVIGATION

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