2021 Year to Date

bcrts
British Columbia
Regional Tourism
Secretariat

WEEKLY VISITOR INSIGHTS

SYMPHONY TOURISM SERVICES

Measuring Canadian Travel Patterns

JANUARY 1 - APRIL 25, 2021

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 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.

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, 2020 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

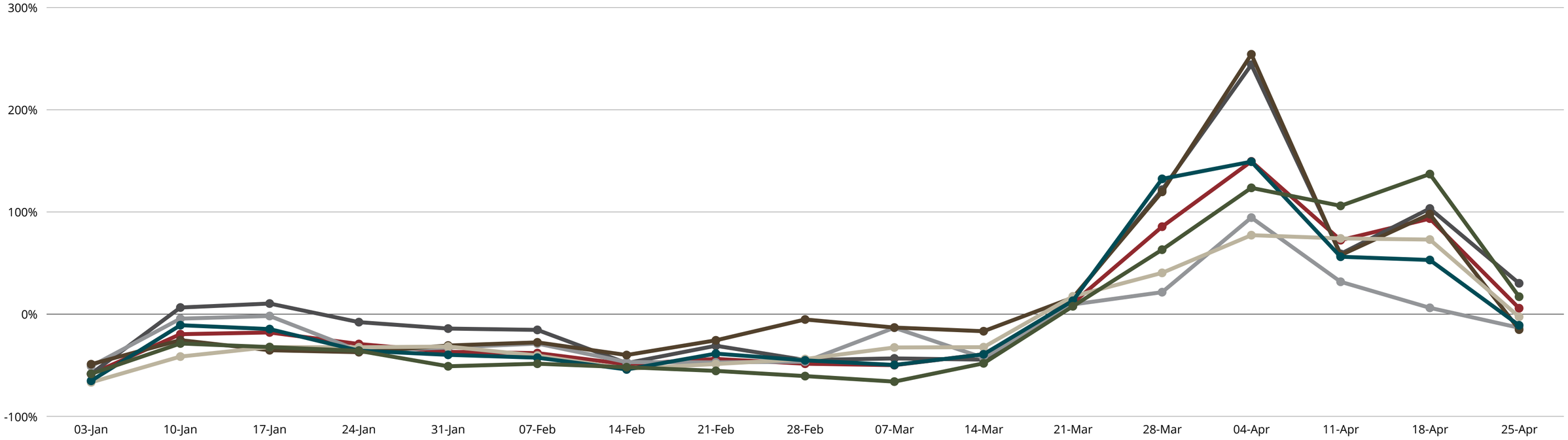
- Environics Analytics' Weekly Tourism Tracker filters data by Canada, Province or Territory. R1 or Region 1 is selected as the region from which to make comparisons, in this case, the province of BC.

- 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 VARIATION

B.C REGIONS



Key Findings:

- All of the Regions saw a decrease in visitation when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).
- British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

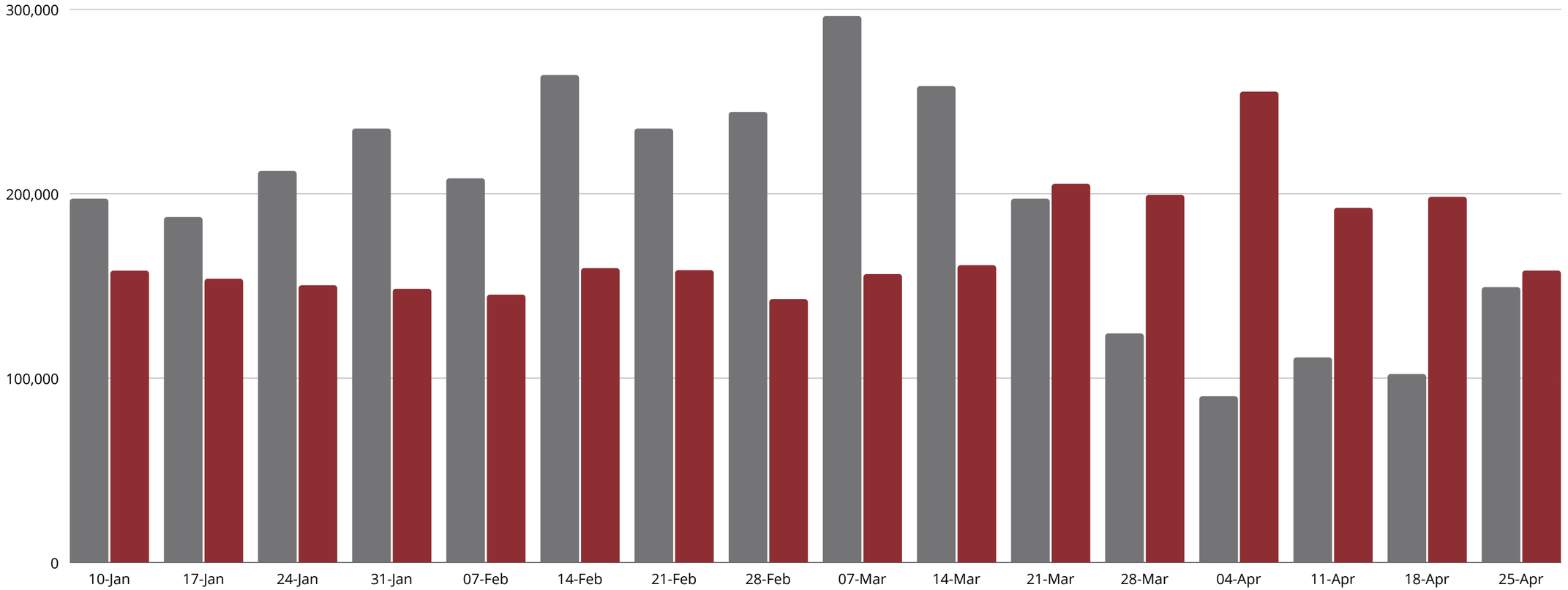
Notes:

- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel restrictions ongoing through current period.
- The weeks ending Mar 21, 28 and Apr 4 were Spring Break and Easter Holiday Weekends in 2021, and were the first three weeks of lockdown in 2020, therefore we saw much higher movement in comparison with last year, with the week ending Apr 25 reflecting Apr 19 travel restrictions.
- Data is compared on a week-by-week basis and may not reflect the exact same date range year over year. Increases and decreases are in the differential in visitor volume year over year.

British Columbia
Thompson Okanagan
Northern BC
Cariboo Chilcotin Coast
Vancouver Island
Kootenay Rockies
Vancouver, Coast & Mountains

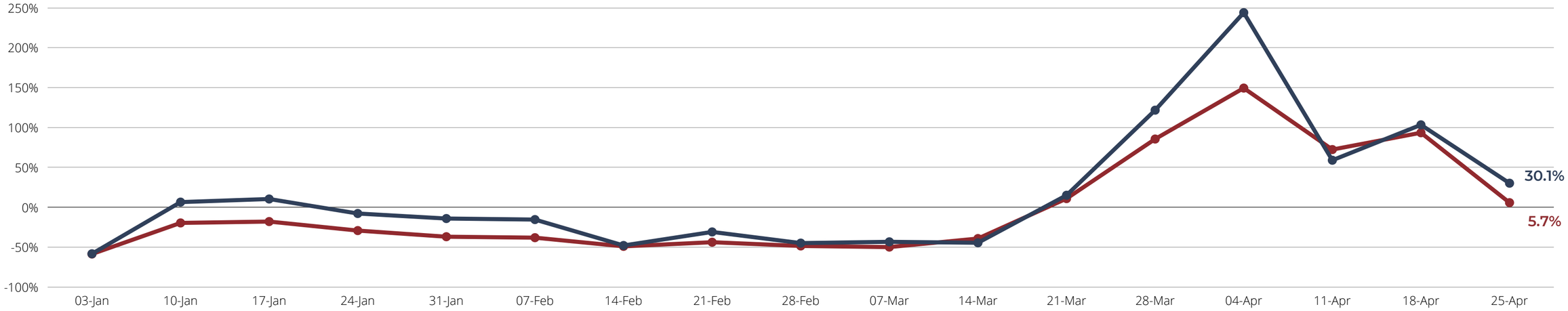
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

BRITISH COLUMBIA



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

THOMPSON OKANAGAN REGION



Key Findings:

- The Thompson Okanagan saw 24% more visitation when compared to British Columbia during Week 64 (April 19-25, 2021).
- Visitation to the Thompson Okanagan decreased by 73% and British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

Notes:

- British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020. Travel restrictions ongoing through current period.
- The weeks ending Mar 21, 28 and Apr 4 were Spring Break and Easter Holiday Weekends in 2021, and were the first three weeks of lockdown in 2020, therefore we are seeing much higher movement in comparison with last year, with the week ending Apr 25 reflecting Apr 19 travel restrictions.
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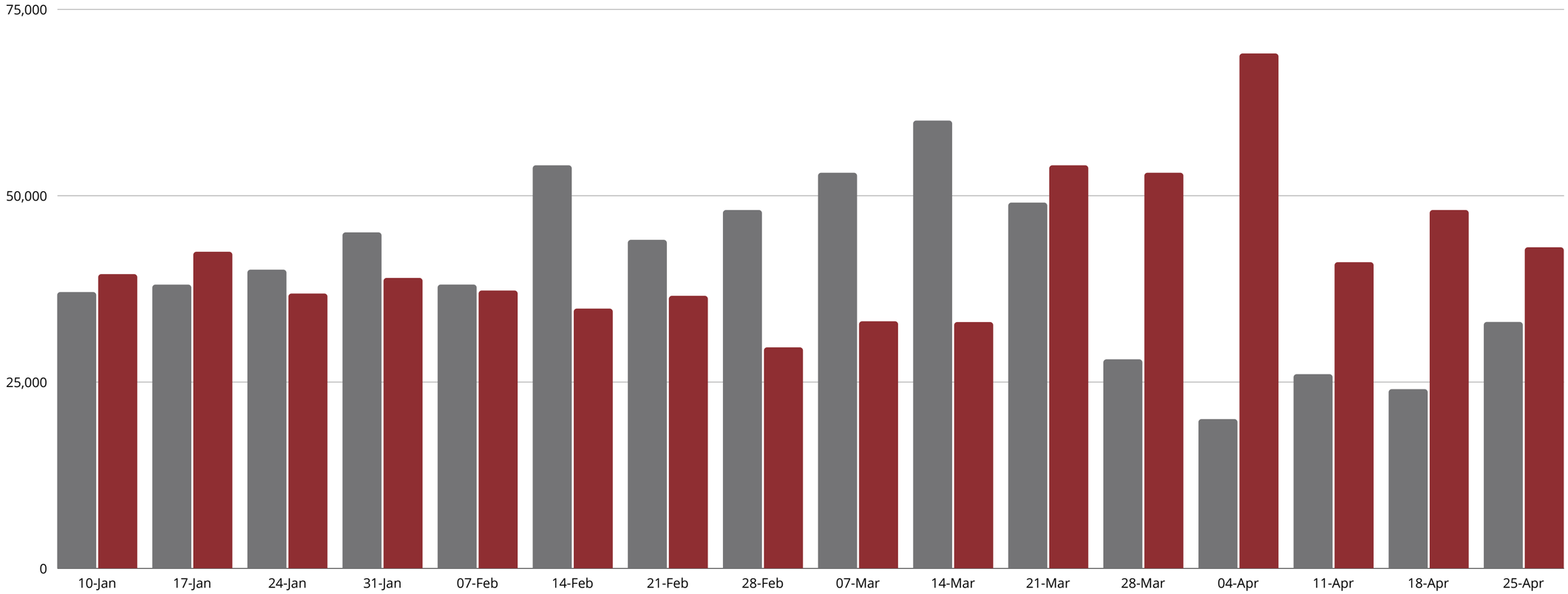
British Columbia (R1) Thompson Okanagan

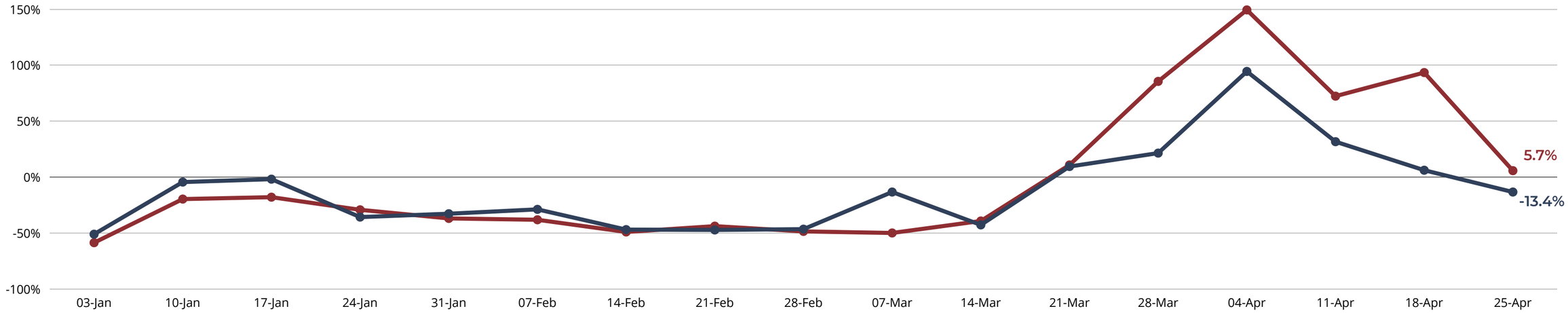
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

THOMPSON OKANAGAN REGION



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

CARIBOO CHILCOTIN COAST



Key Findings:

- The Cariboo Chilcotin Coast saw 19% less visitation when compared to British Columbia during Week 64 (April 19-25, 2021).
- Visitation to the Cariboo Chilcotin Coast decreased by 20% and British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

Notes:

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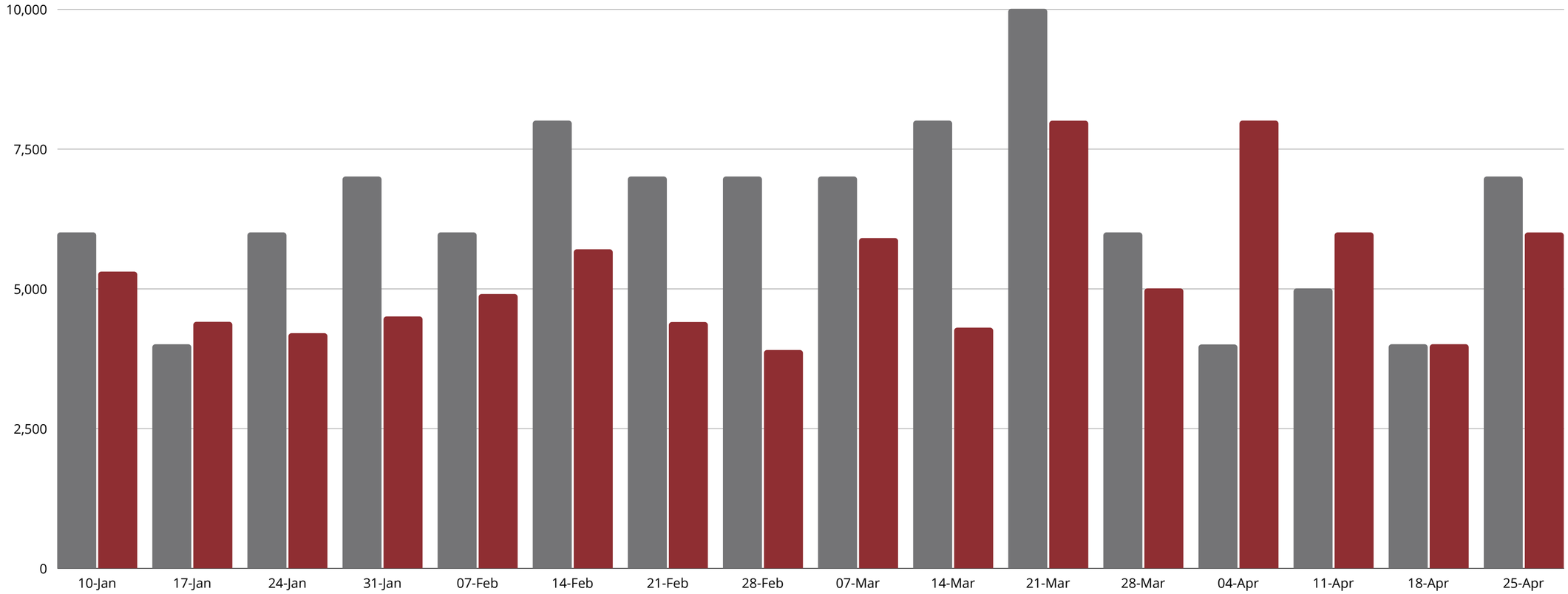
British Columbia (R1) Cariboo Chilcotin Coast

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

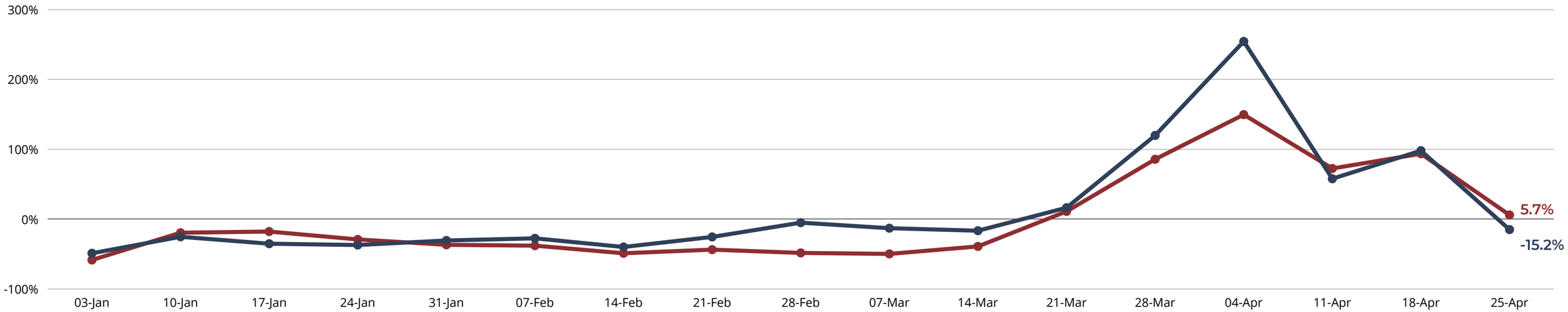
CARIBOO CHILCOTIN COAST



Cariboo Chilcotin Coast 2020

Cariboo Chilcotin Coast 2021

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION
KOOTENAY ROCKIES



Key Findings:

- The Kootenay Rockies saw 21% less visitation when compared to British Columbia during Week 64 (April 19-25, 2021).
- Visitation to the Kootenay Rockies decreased by 113% and British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

Notes:

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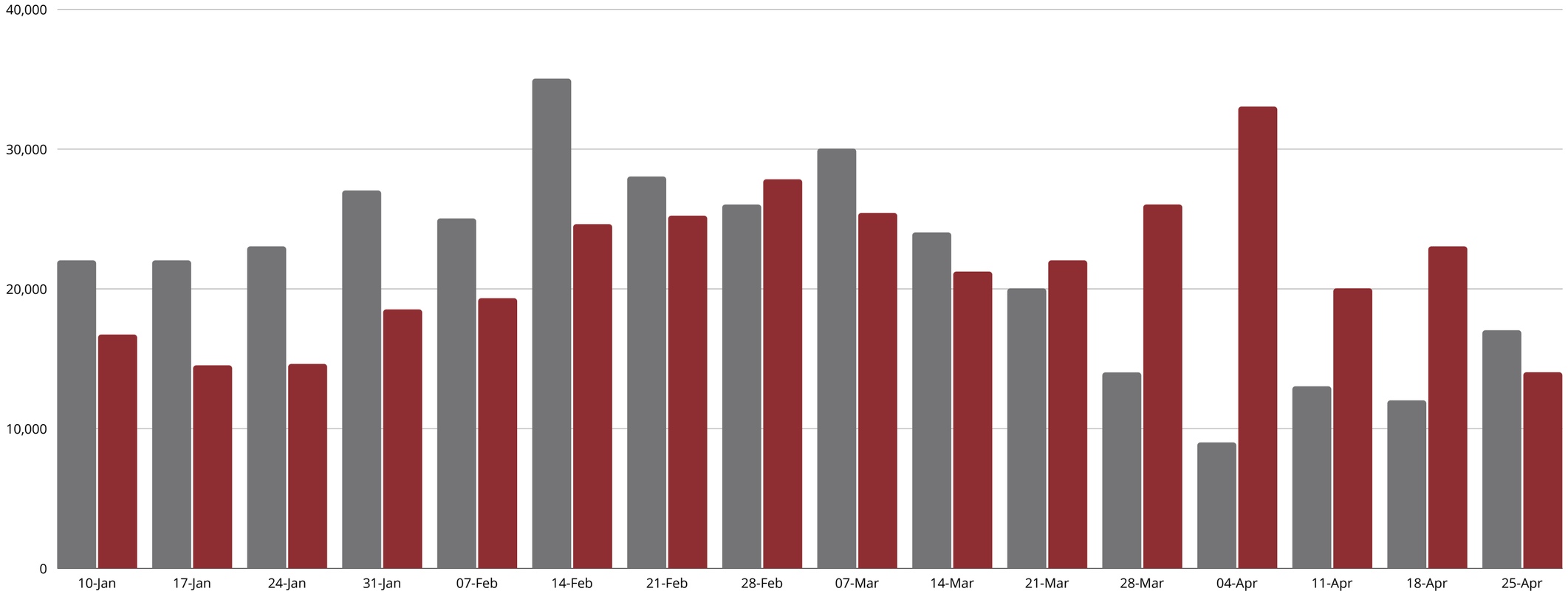
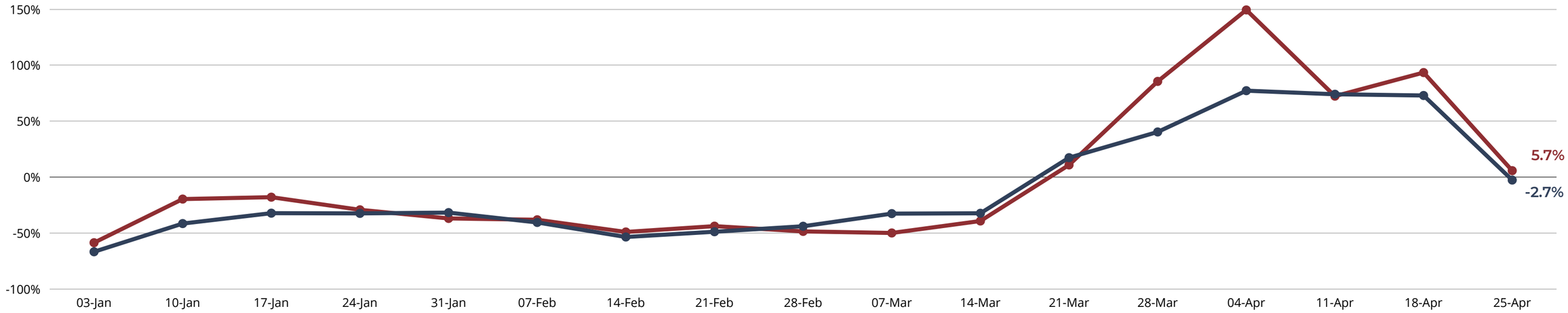
British Columbia (R1) Kootenay Rockies

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

KOOTENAY ROCKIES



DOMESTIC OVERNIGHT VISITORS - WEEEKLY YEAR OVER YEAR VARIATION
NORTHERN BC



Key Findings:

- Northern BC saw 8% less visitation when compared to British Columbia during Week 64 (April 19-25, 2021).
- Visitation to Northern BC decreased by 76% and British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

Notes:

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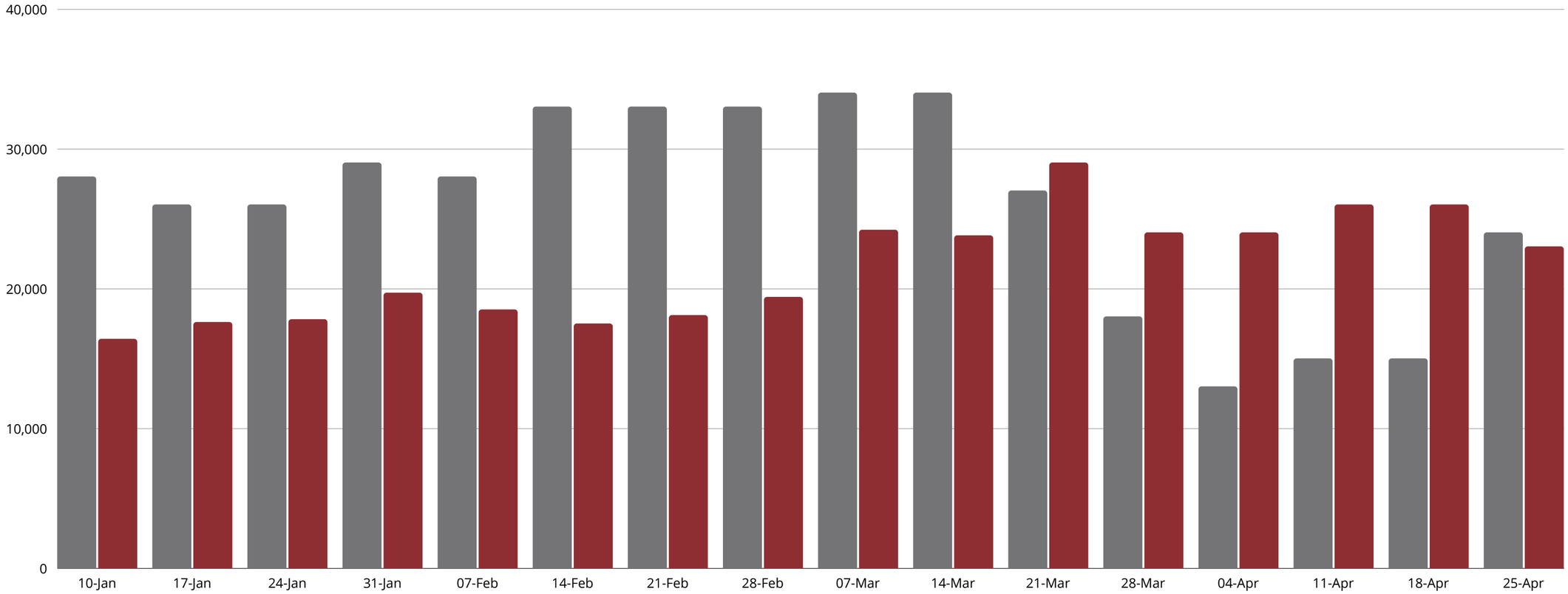
British Columbia (R1) Northern BC

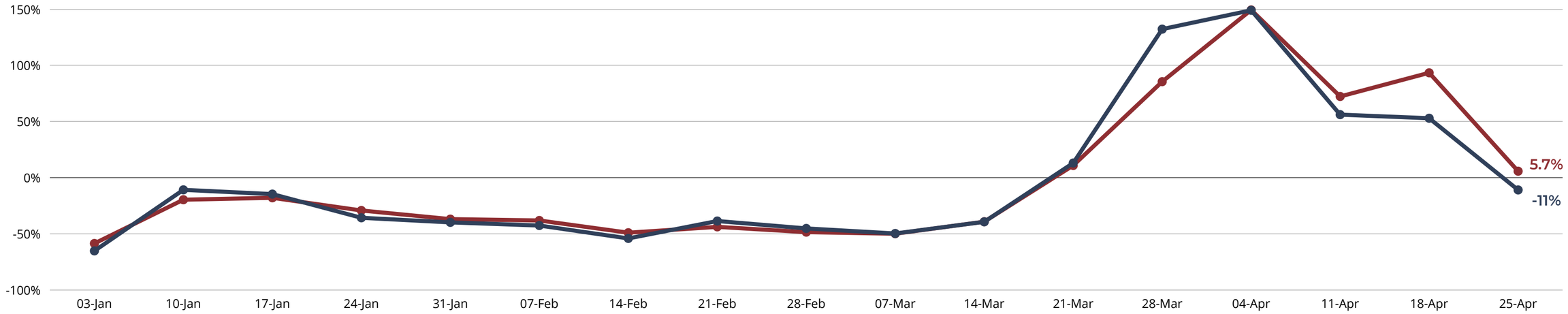
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

NORTHERN BC



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

VANCOUVER ISLAND



Key Findings:

- Vancouver Island saw 17% less visitation when compared to British Columbia during Week 64 (April 19-25, 2021).
- Visitation to Vancouver Island decreased by 64% and British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

Notes:

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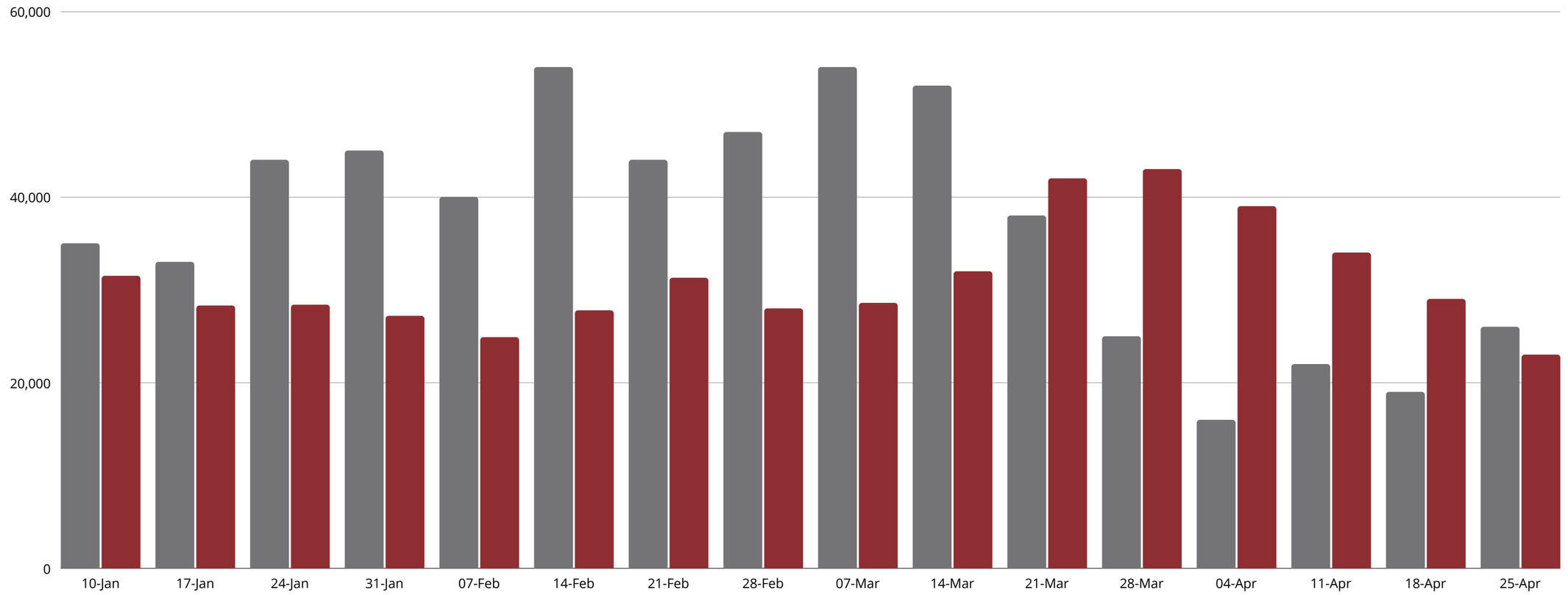
British Columbia (R1) Vancouver Island

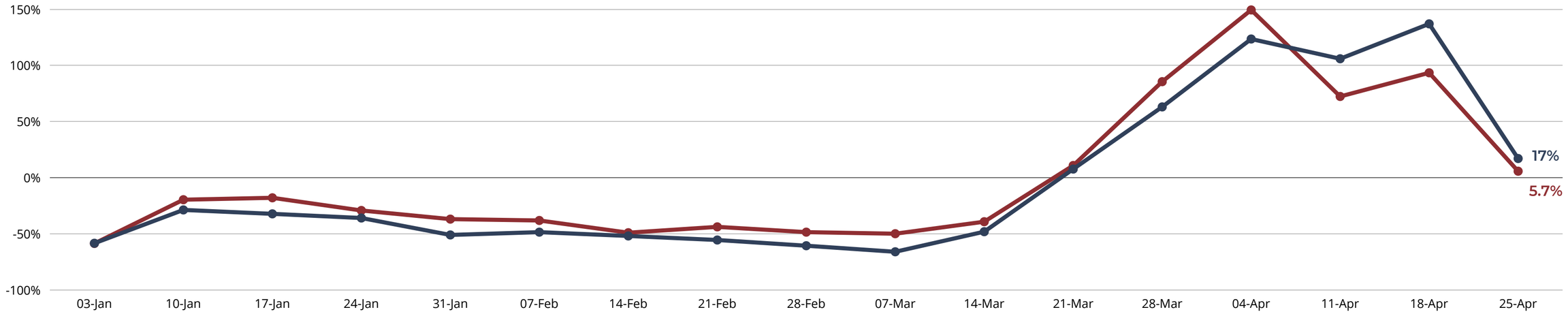
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

VANCOUVER ISLAND



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

VANCOUVER, COAST & MOUNTAINS



Key Findings:

- Vancouver, Coast & Mountains saw 11% more visitation when compared to British Columbia during Week 64 (April 19-25, 2021).
- Visitation to Vancouver, Coast & Mountains decreased by 120% and British Columbia decreased by 88% when comparing Week 63 (April 12-18, 2021) to Week 64 (April 19-25, 2021).

Notes:

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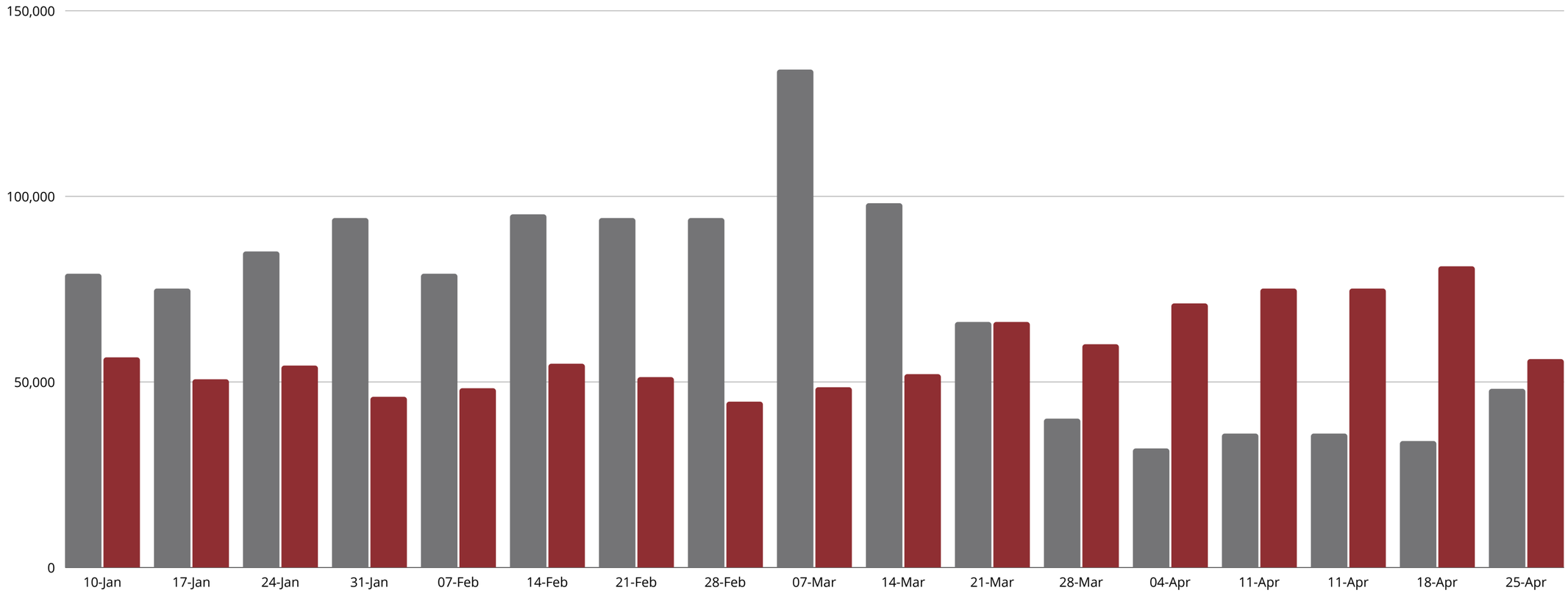
British Columbia (R1) Vancouver, Coast & Mountains

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

VANCOUVER, COAST & MOUNTAINS



Vancouver, Coast & Mountains 2020

Vancouver, Coast & Mountains 2021

2021 Weekly Report

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Secretariat

WEEKLY VISITOR INSIGHTS

STR Destination Report

APRIL 18-24, 2021

SYMPHONY TOURISM SERVICES
INSPIRED NAVIGATION

BRITISH COLUMBIA HOTEL ASSOCIATION

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Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending April 24, 2021

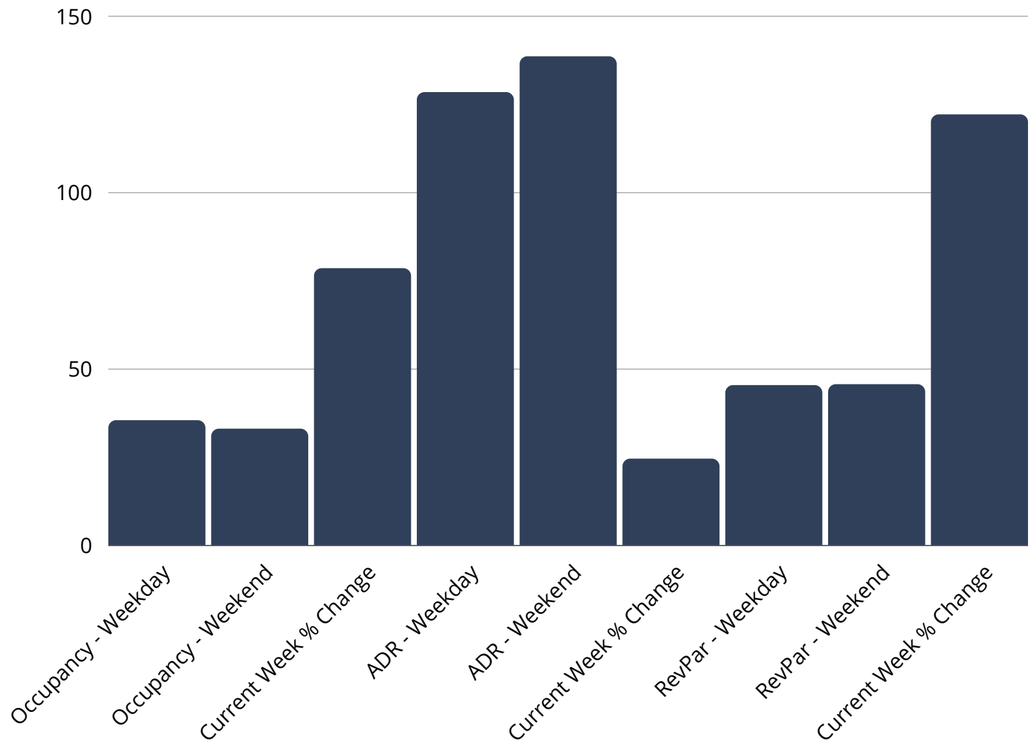
BRITISH COLUMBIA SUMMARY

APRIL 18-24, 2021

- British Columbia had a **35.3%** occupancy from Monday-Friday and a **32.9%** occupancy during the weekend
    - Compared to the week of April 19, 2020, total occupancy is up **78.4%**

- British Columbia had an ADR of **128.32** from Monday-Friday and an ADR of **138.47** during the weekend
    - Compared to the week of April 19, 2020, total ADR is up **24.4%**

- British Columbia had a RevPAR of **45.25** from Monday-Friday and a RevPAR of **45.51** during the weekend
    - Compared to the week of April 19, 2020, total RevPAR is up **122%**



Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending April 24, 2021

British Columbia Hotel Association

str

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British Columbia Regional Tourism Secretariat

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

Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending April 24, 2021

British Columbia Hotel Association
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