2021 Year to Date

bcrts
British Columbia
Regional Tourism
Secretariat

WEEKLY VISITOR INSIGHTS

Measuring Canadian Travel Patterns

JANUARY 1 - JUNE 20, 2021

2021 DATA VINTAGE

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 2021 and year over year 2019, and 2020).

- 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 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

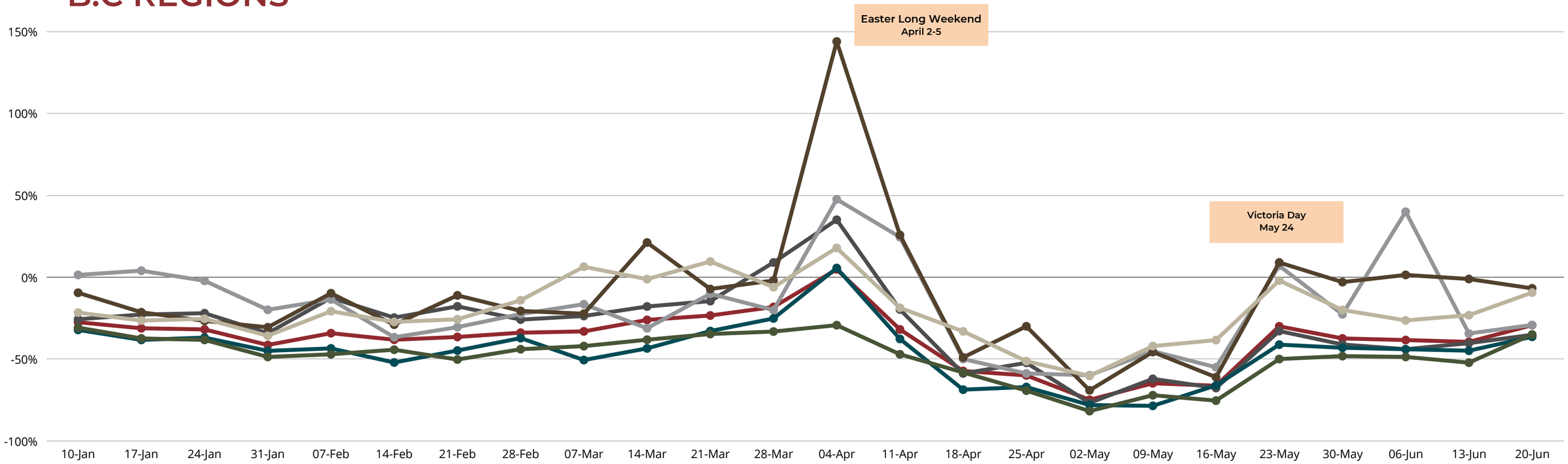
- Environics Analytics' Weekly Tourism Tracker filters data by Canada, Province or Territory. R1 or Region 1 is selected as the region from which to make comparisons, in this case, the province of BC.

- 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. 2021) VARIATION

B.C REGIONS



Key Findings:

- All Regions saw an increase in visitation when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021), with the exception of the Kootenay Rockies which saw a slight decrease.
- British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

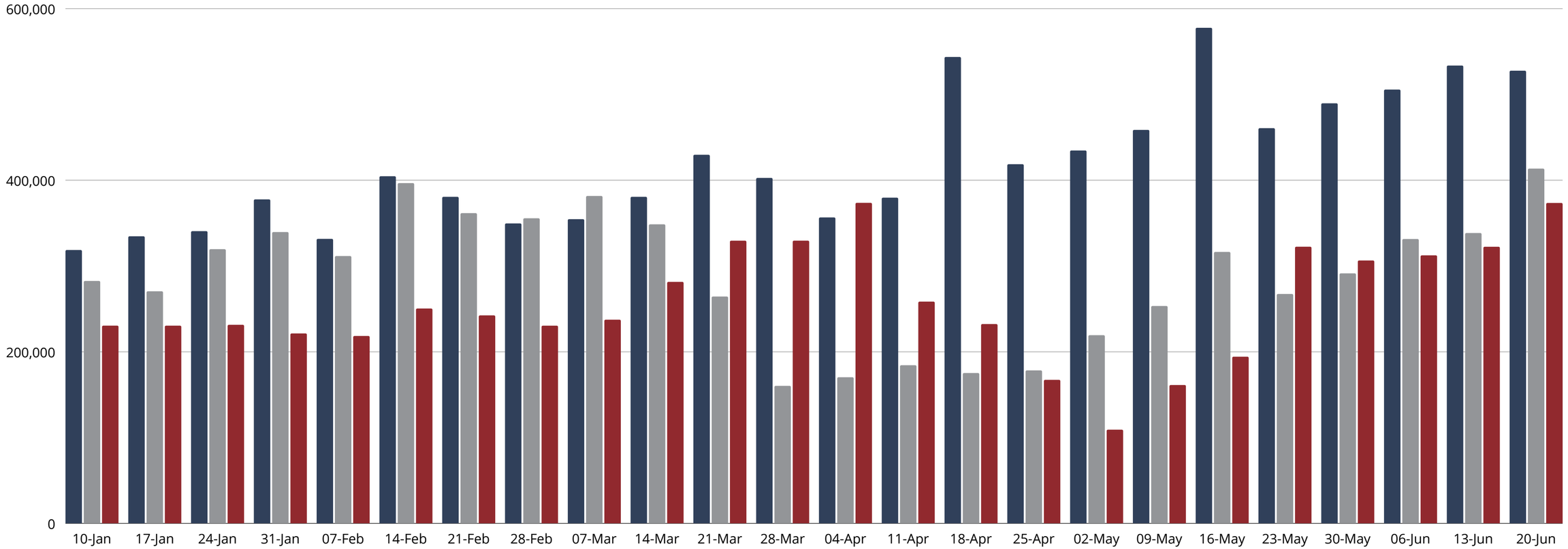
Notes:

- The baseline of comparison is now 2019, with percentages above 0% indicating higher rates of visitation in 2021 than 2019, and percentages below 0% indicating lower rates of visitation in 2021 than 2019.
- BC issued a new order to limit non-essential travel within the Province on April 23, 2021 resulting in a drop in visitation during the following weeks until the May long weekend where we saw an uptick.
- The provincial reopening plan was announced on May 25, 2021 with recreational travel being allowed within travel regions, leading to slight increases the following weeks and further slight increases since Step 2 of reopening plan began on June 15.
- The Weeks of March 28 (Good Friday), April 4 (Easter Monday) and May 23 (Victoria Day) were Long Weekends
- 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.

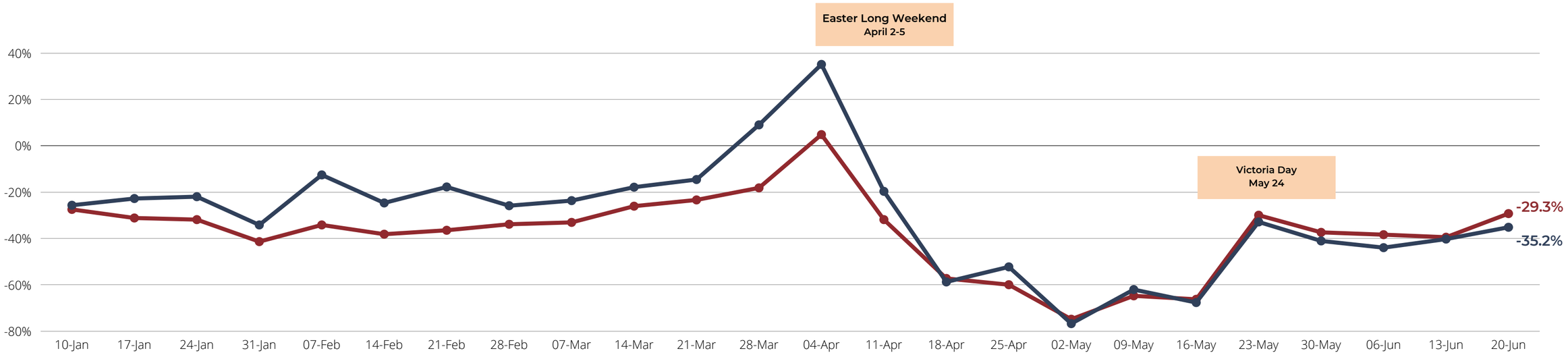
British Columbia
Thompson Okanagan
Northern BC
Cariboo Chilcotin Coast
Vancouver Island
Kootenay Rockies
Vancouver, Coast & Mountains

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

BRITISH COLUMBIA



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION
THOMPSON OKANAGAN REGION



Key Findings:

- The Thompson Okanagan saw 6% less visitation when compared to British Columbia during Week 24 (June 14-20, 2021).

- Visitation to the Thompson Okanagan increased by 5% and British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

Notes:

- The baseline of comparison is now 2019, with percentages above 0% indicating higher rates of visitation in 2021 than 2019, and percentages below 0% indicating lower rates of visitation in 2021 than 2019.
- BC issued a new order to limit non-essential travel within the Province on April 23, 2021 resulting in a drop in visitation during the week ending May 2.
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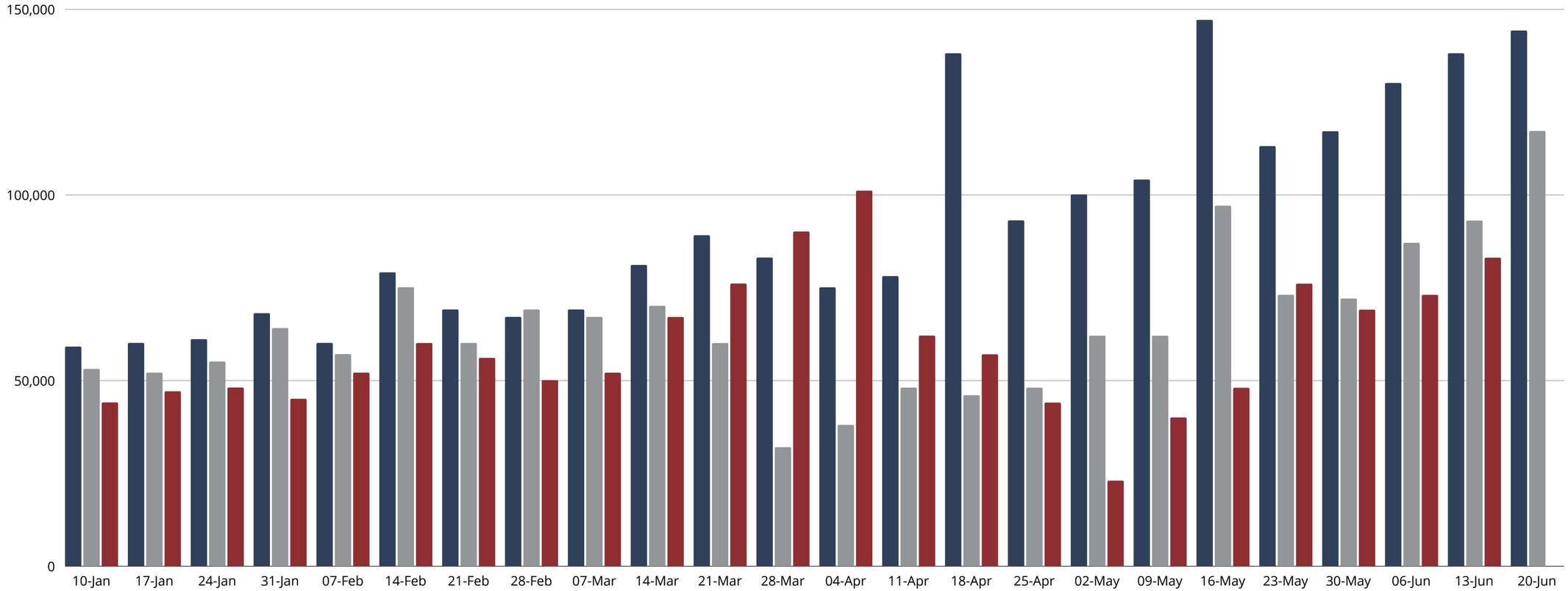
British Columbia (R1) Thompson Okanagan

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

THOMPSON OKANAGAN REGION



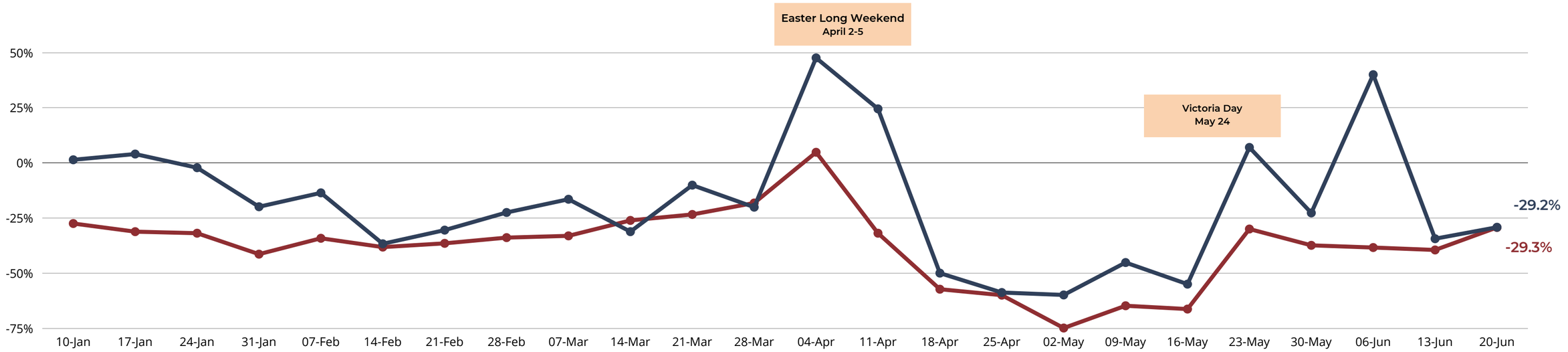
Thompson Okanagan 2019

Thompson Okanagan 2020

Thompson Okanagan 2021

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

CARIBOO CHILCOTIN COAST



Key Findings:

- The Cariboo Chilcotin Coast saw 0.1% more visitation when compared to British Columbia during Week 24 (June 14-20, 2021).
- Visitation to the Cariboo Chilcotin Coast increased by 5% and British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

Notes:

- The baseline of comparison is now 2019, with percentages above 0% indicating higher rates of visitation in 2021 than 2019, and percentages below 0% indicating lower rates of visitation in 2021 than 2019.
- BC issued a new order to limit non-essential travel within the Province on April 23, 2021 resulting in a drop in visitation during the week ending May 2.
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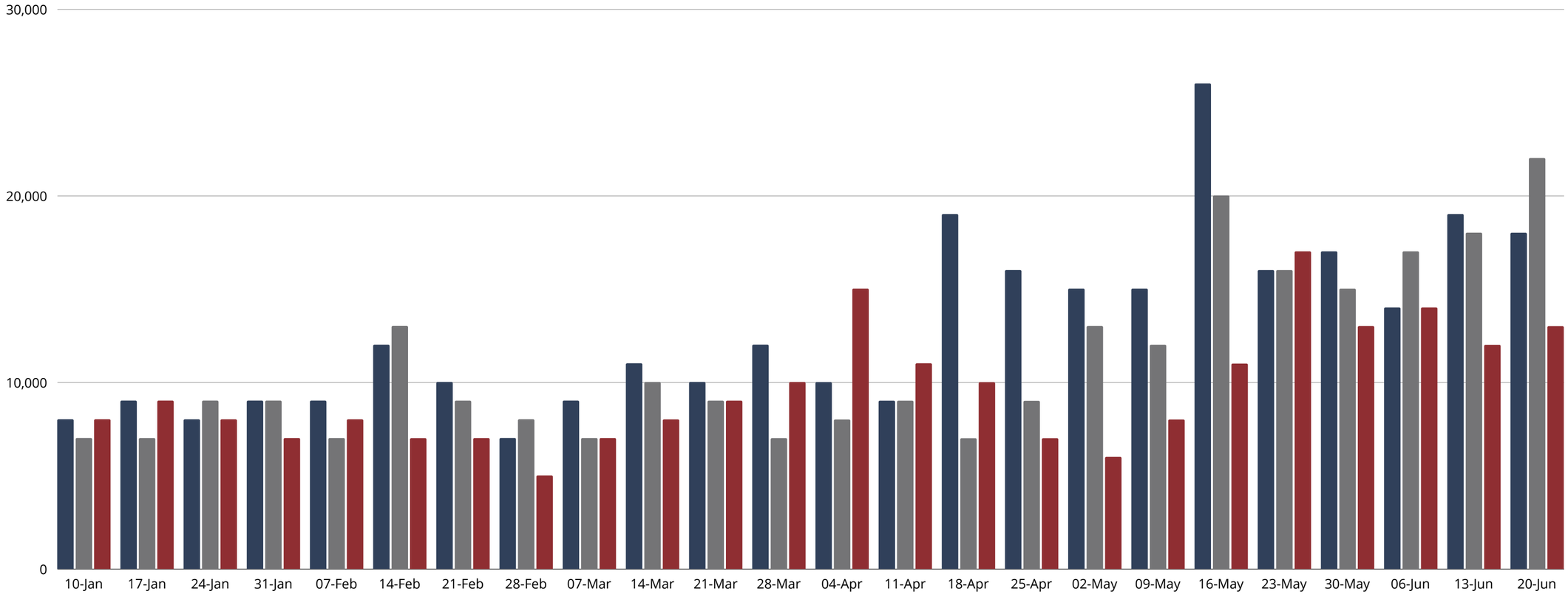
British Columbia (R1) Cariboo Chilcotin Coast

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

CARIBOO CHILCOTIN COAST



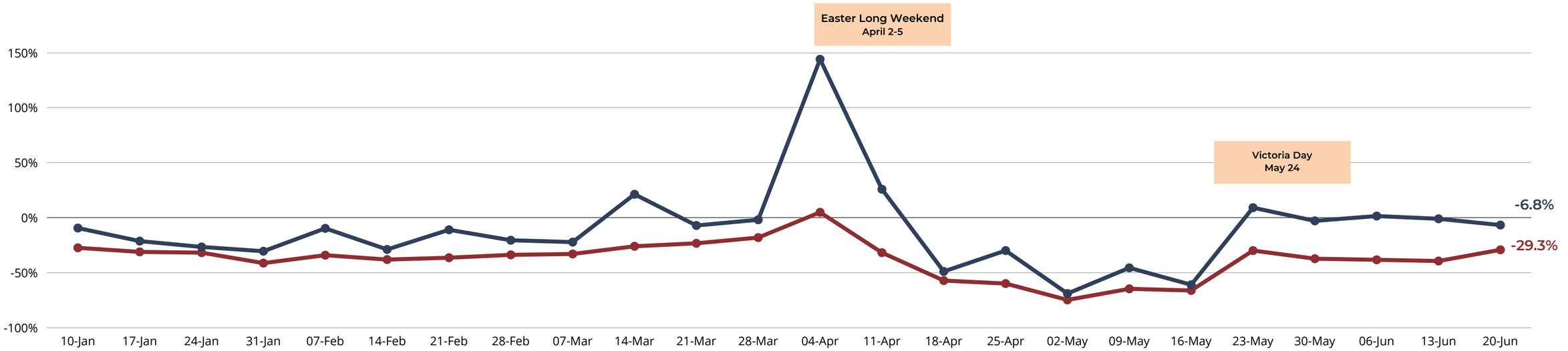
Cariboo Chilcotin Coast 2019

Cariboo Chilcotin Coast 2020

Cariboo Chilcotin Coast 2021

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

KOOTENAY ROCKIES



Key Findings:

- The Kootenay Rockies saw 23% more visitation when compared to British Columbia during Week 24 (June 14-20, 2021).
- Visitation to the Kootenay Rockies decreased by 6% and British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

Notes:

- The baseline of comparison is now 2019, with percentages above 0% indicating higher rates of visitation in 2021 than 2019, and percentages below 0% indicating lower rates of visitation in 2021 than 2019.
- BC issued a new order to limit non-essential travel within the Province on April 23, 2021 resulting in a drop in visitation during the week ending May 2.
- The provincial reopening plan was announced on May 25, 2021 with recreational travel being allowed within travel regions, leading to slight increases the following weeks and further slight increases since Step 2 of reopening plan began on June 15.
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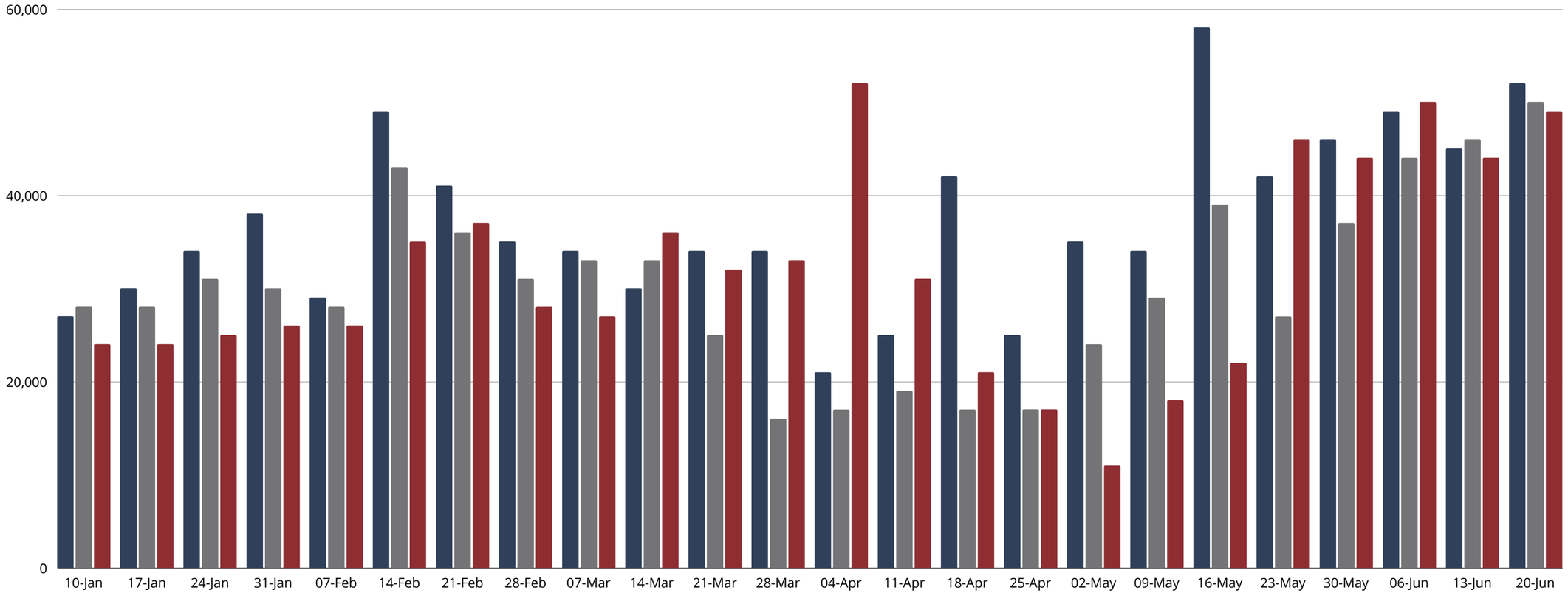
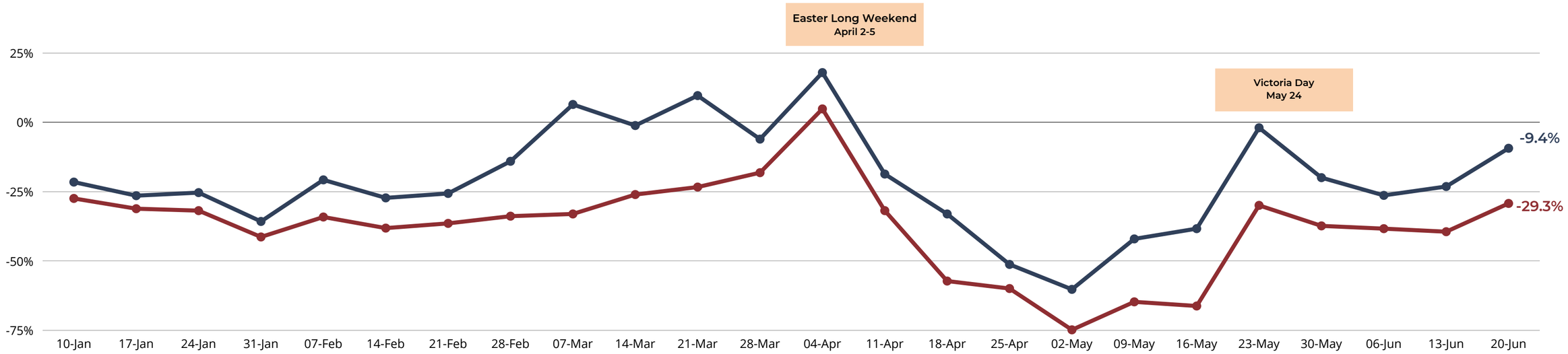
British Columbia (R1) Kootenay Rockies

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION
KOOTENAY ROCKIES



DOMESTIC OVERNIGHT VISITORS - WEEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION
NORTHERN BC



Key Findings:

- Northern BC saw 20% more visitation when compared to British Columbia during Week 24 (June 14-20, 2021).
- Visitation to Northern BC increased by 14% and British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

Notes:

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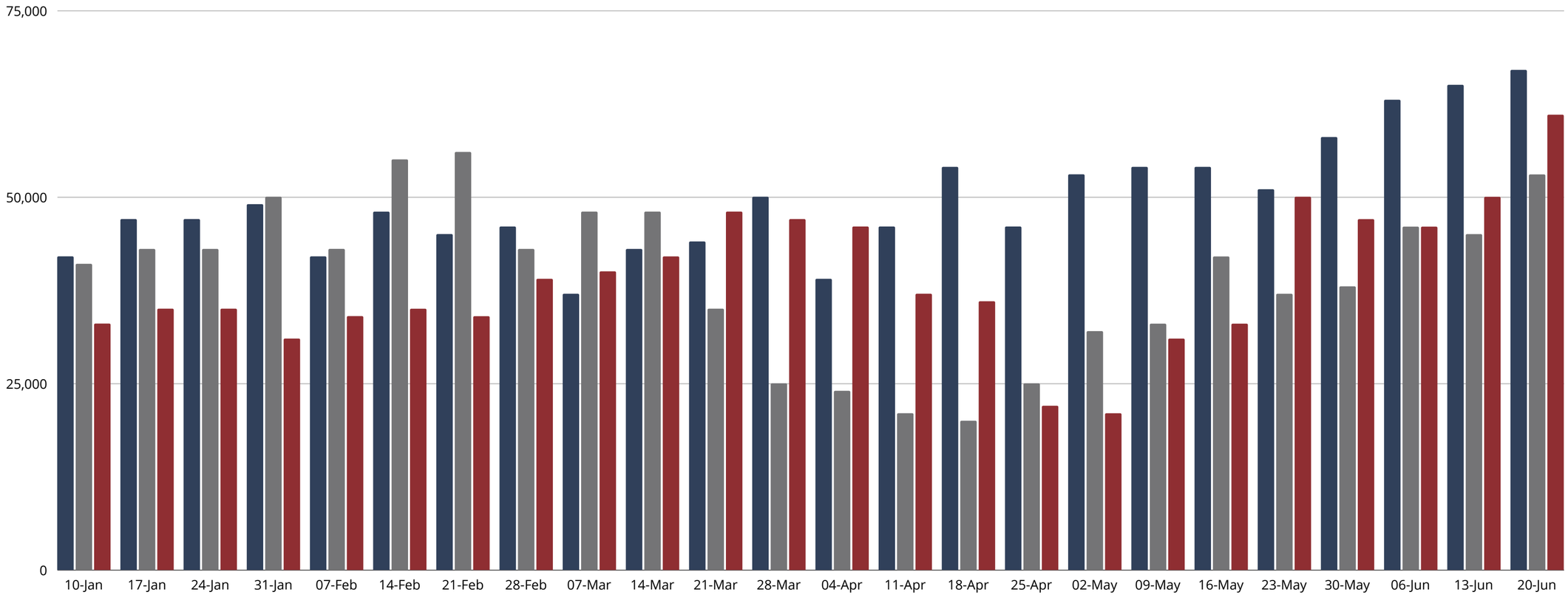
British Columbia (R1) Northern BC

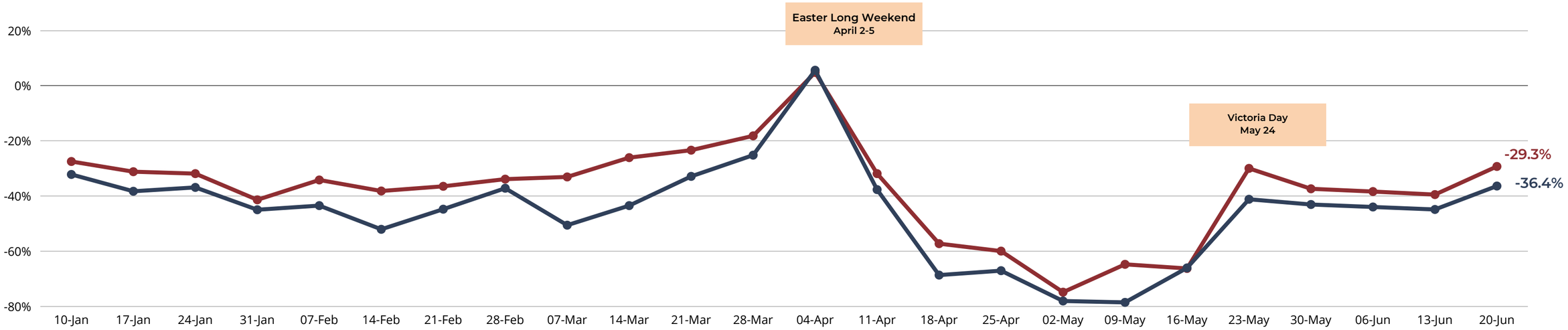
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

NORTHERN BC



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION

VANCOUVER ISLAND



Key Findings:

- Vancouver Island saw 7% less visitation when compared to British Columbia during Week 24 (June 14-20, 2021).
- Visitation to Vancouver Island increased by 9% and British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

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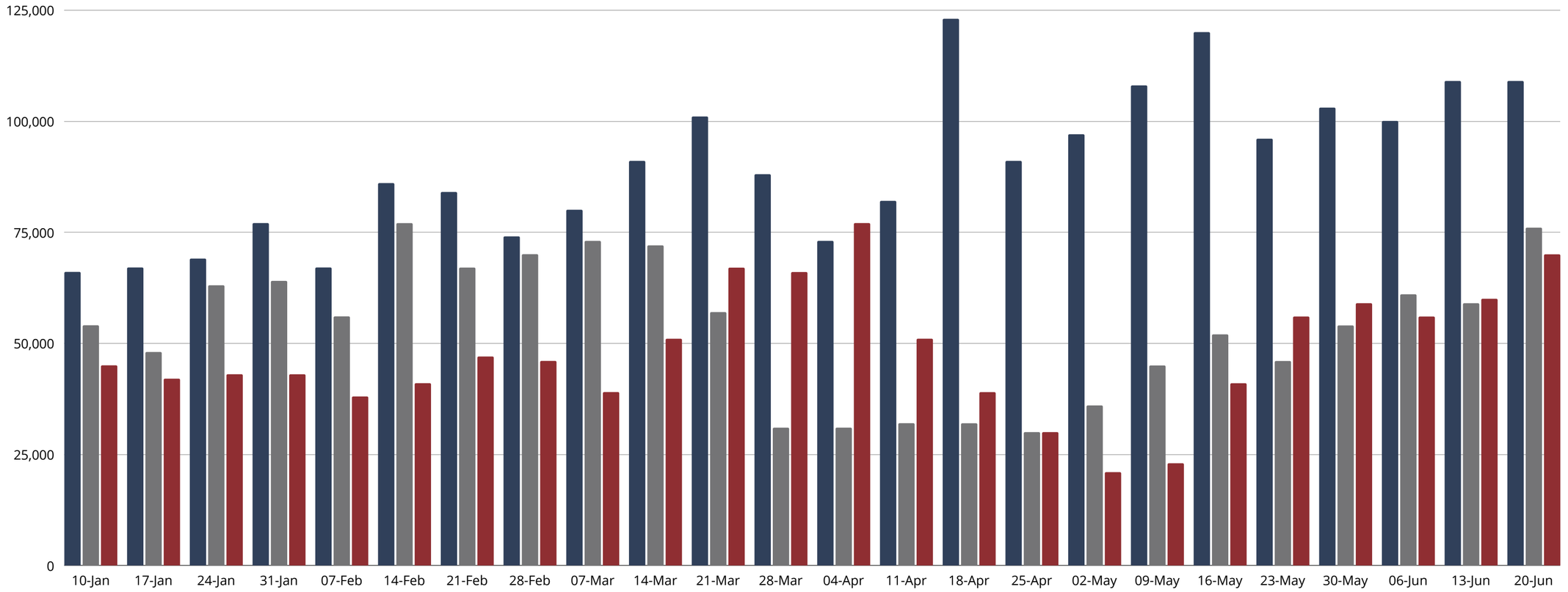
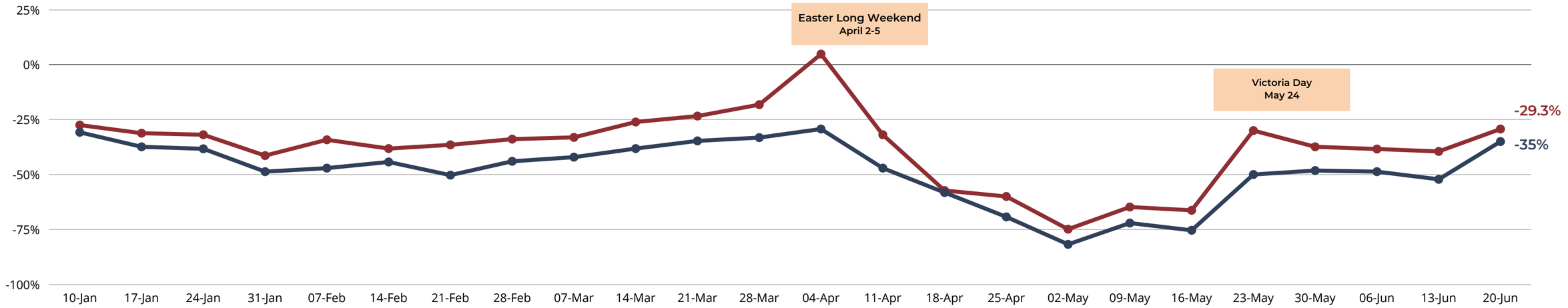
British Columbia (R1) Vancouver Island

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION
VANCOUVER ISLAND



Vancouver Island 2019 Vancouver Island 2020 Vancouver Island 2021

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019 VS. 2021) VARIATION
VANCOUVER, COAST & MOUNTAINS



Key Findings:

- Vancouver, Coast & Mountains saw 6% less visitation when compared to British Columbia during Week 24 (June 14-20, 2021).
- Visitation to Vancouver, Coast & Mountains increased by 17% and British Columbia increased by 10% when comparing Week 23 (June 7-13, 2021) to Week 24 (June 14-20, 2021).

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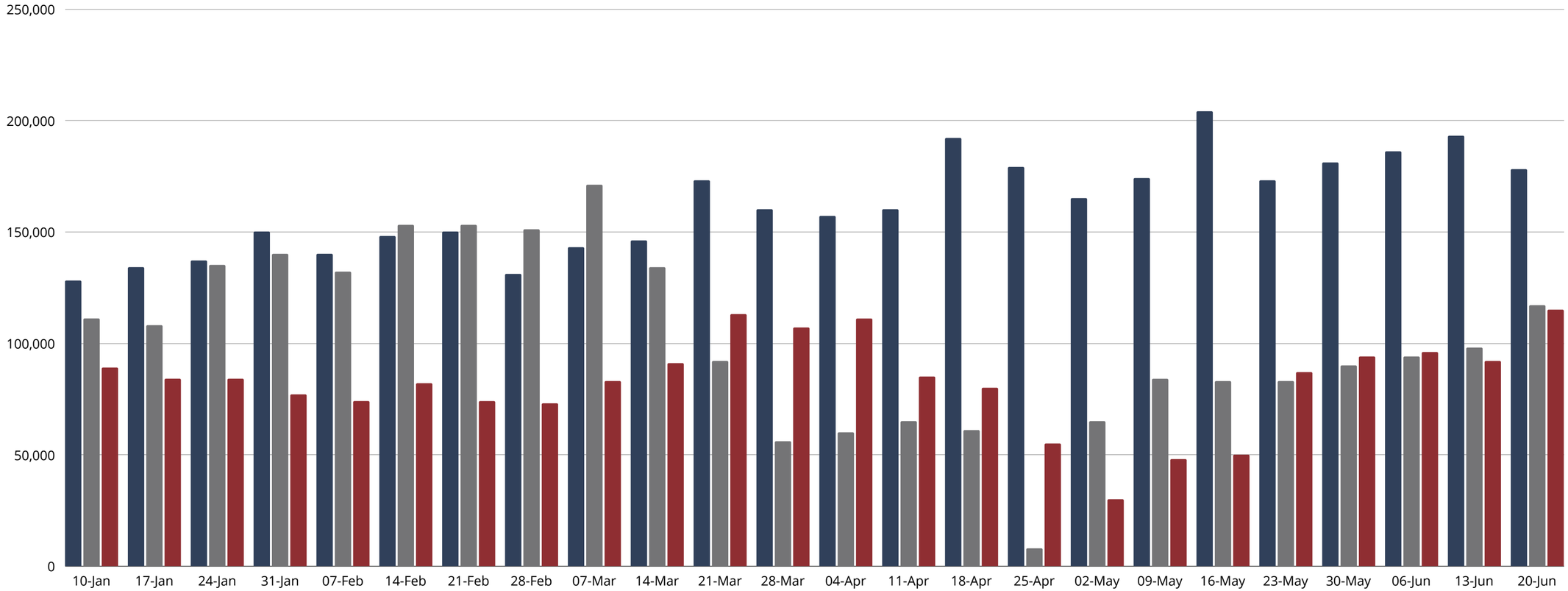
British Columbia (R1) Vancouver, Coast & Mountains

DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

VANCOUVER, COAST & MOUNTAINS



Vancouver, Coast & Mountains 2019

Vancouver, Coast & Mountains 2020

Vancouver, Coast & Mountains 2021

2021 Weekly Report

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Secretariat

WEEKLY VISITOR INSIGHTS

STR Destination Report

JUNE 13-19, 2021

SYMPHONY TOURISM SERVICES

BRITISH COLUMBIA HOTEL ASSOCIATION

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Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending June 19, 2021

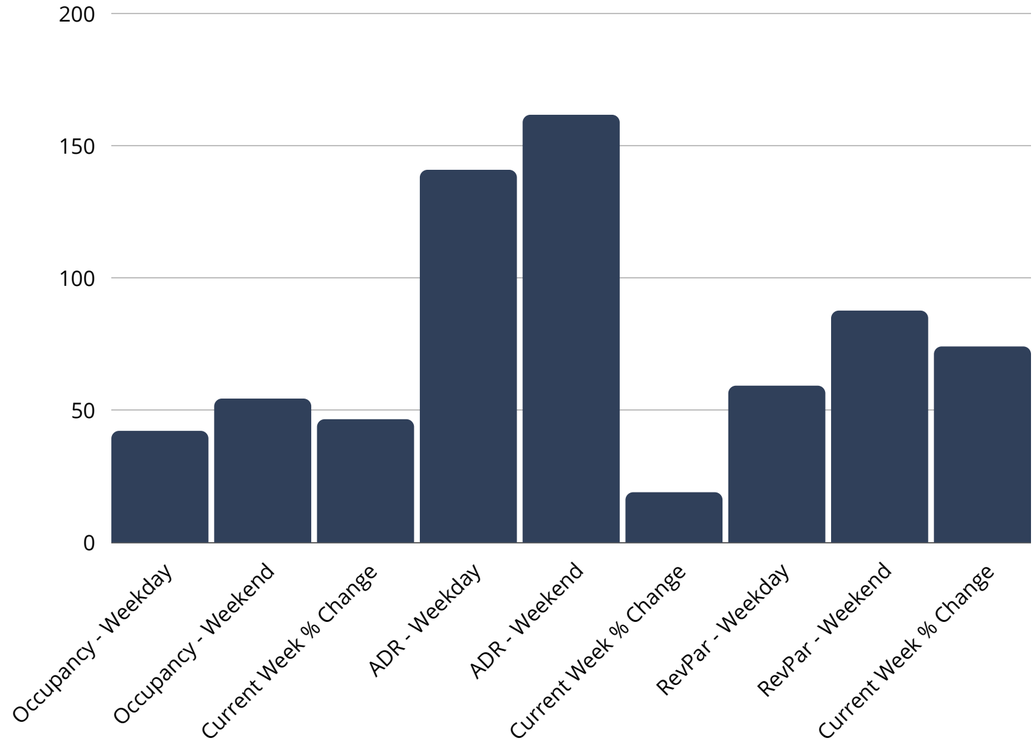
STR SUMMARY BC & REGIONS

JUNE 13-19, 2021

- British Columbia had a **42%** occupancy from Sunday-Thursday and a **54.2%** occupancy during the weekend, up **46.4%** compared to the same week in 2020.
- British Columbia had an ADR of **$140.68** from Sunday-Thursday and an ADR of **$161.48** during the weekend, up **18.8%** compared to the same week in 2020.
- British Columbia had a RevPAR of **$59.08** from Sunday-Thursday and a RevPAR of **$87.46** during the weekend, up **73.9%** compared to the same week in 2020.

REGIONAL STATS WEEKEND OF JUNE 13-19, 2021:

- Cariboo Chilcotin Coast: OCC 64.7% ADR $126.56 REVPAR $81.90
- Northern BC: OCC 47.1% ADR $118.59 REVPAR $55.82
- Thompson Okanagan: OCC 70.8% ADR $154.63 REVPAR $109.52
- Kootenay Rockies: OCC 38.2% ADR $152.40 REVPAR $58.27
- Vancouver: OCC 50.6% ADR $166.01 REVPAR $83.99
- Vancouver Island: OCC 52.1% ADR $167.04 REVPAR $87.01
- Whistler: OCC 46% ADR $234.32 REVPAR $117.09



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Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending June 19, 2021

BRITISH COLUMBIA HOTEL ASSOCIATION

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bcrts
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 June 19, 2021

CONTACT US

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