2021 Year to Date

bcrts
British Columbia
Regional Tourism
Secretariat

WEEKLY VISITOR INSIGHTS

Measuring Canadian Travel Patterns

JANUARY 1 - SEPTEMBER 26, 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

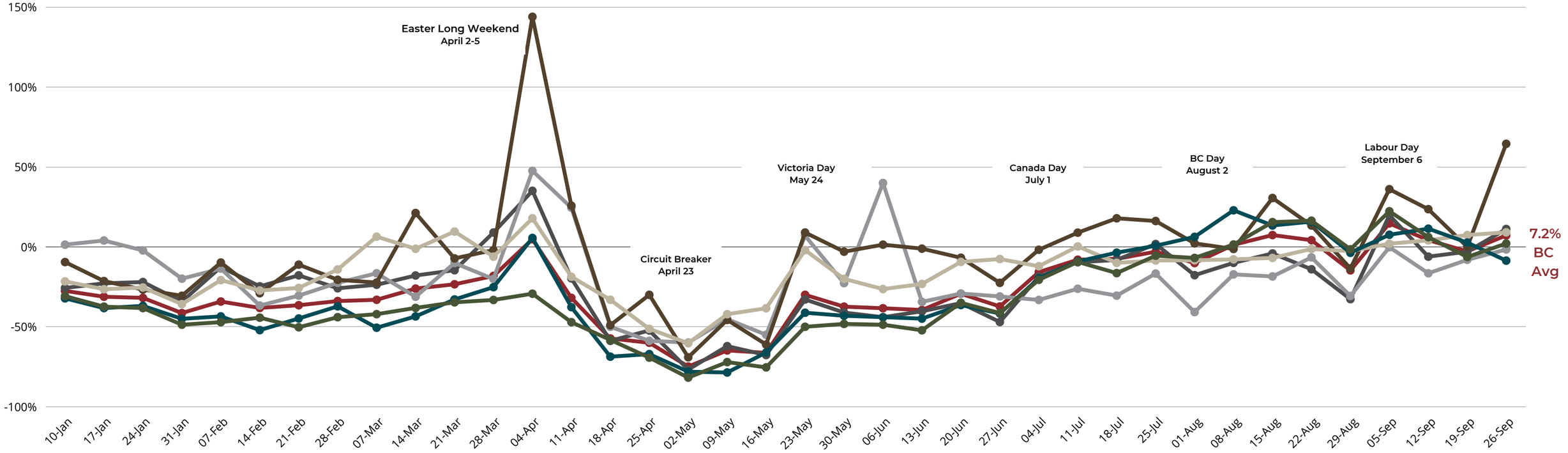
- Environics Analytics' Weekly Tourism Tracker filters data by Canada, Province or Territory. R1 or Region 1 is selected as the region from which to make comparisons, in this case, the province of BC.

- 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:

- Average Domestic Overnight Visitation to BC for Week 38 (Sept 20-26, 2021) is up 7.2% compared to the same week in 2019.
- All regions with the exception of Vancouver Island saw an increase in visitation when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 2021).
- British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 2021).

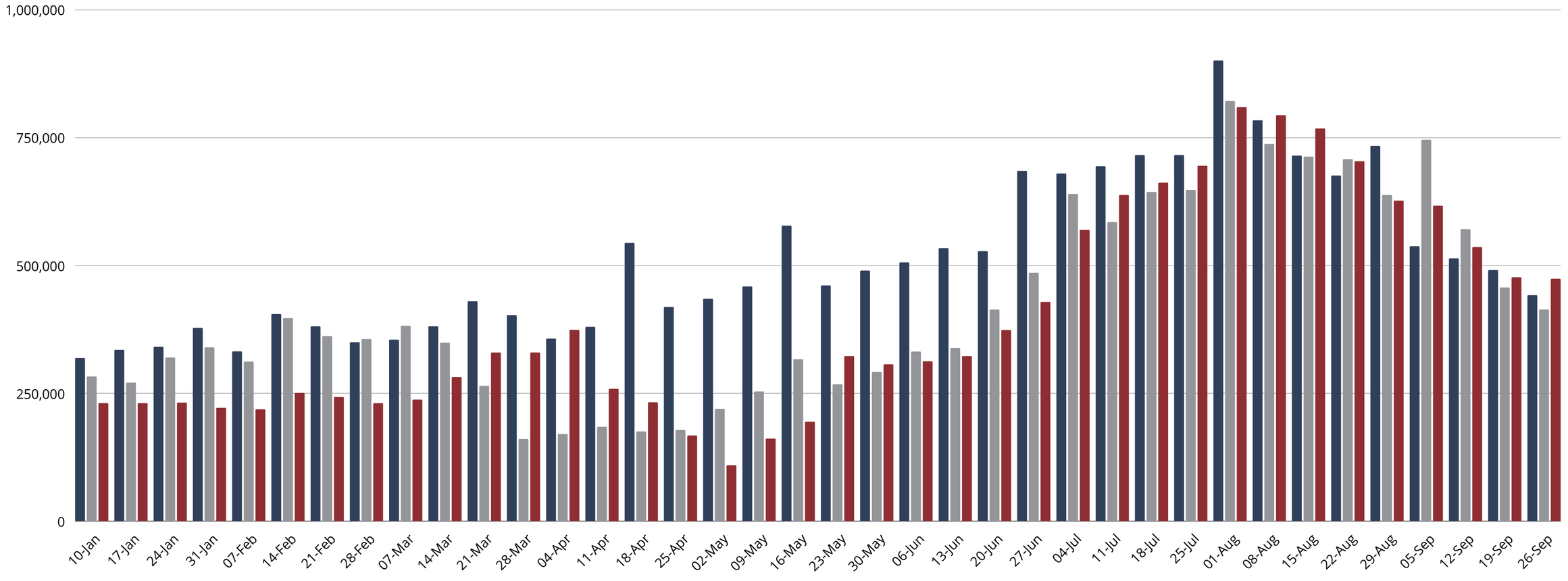
Notes:

- 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.
- The Weeks of March 28 (Good Friday), April 4 (Easter Monday) May 23 (Victoria Day), July 4 (Canada Day), August 2 (BC Day), September 6 (Labour 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

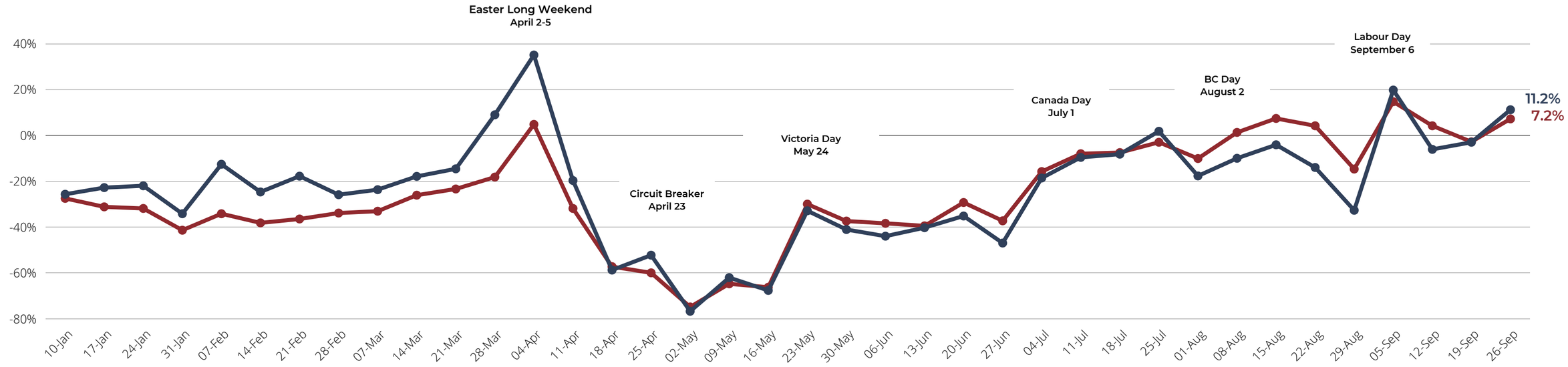
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR (2019, 2020, 2021) VARIATION

BRITISH COLUMBIA



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

THOMPSON OKANAGAN REGION



Key Findings:

- Domestic Overnight Visitation to the Thompson Okanagan for Week 38 (Sept 20-26, 2021) is up 11.2% compared to the same week in 2019.
- The Thompson Okanagan saw 4% more visitation when compared to British Columbia during Week 38 (Sept 20-26, 2021).
- Visitation to the Thompson Okanagan increased by 14.2% and British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 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.
- The Weeks of March 28 (Good Friday), April 4 (Easter Monday) May 23 (Victoria Day), July 4 (Canada Day), August 2 (BC Day), September 6 (Labour Day) were Long Weekends
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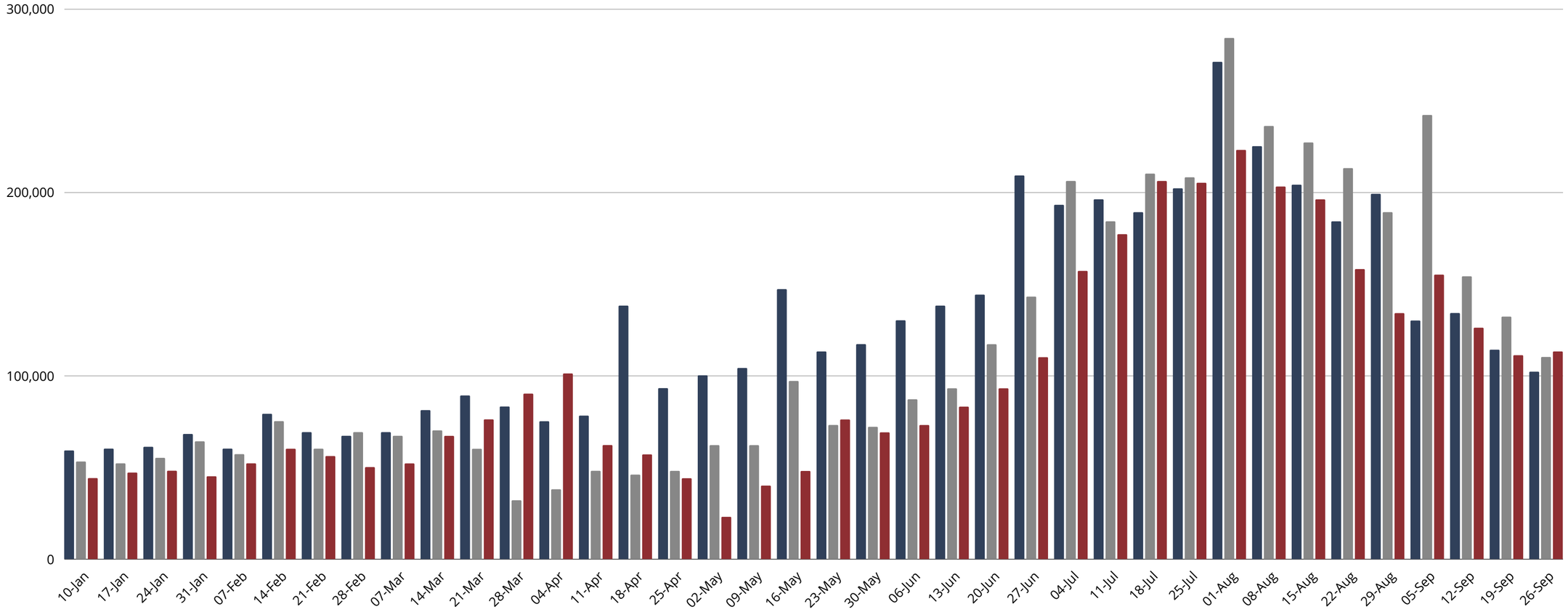
British Columbia (R1) Thompson Okanagan

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

THOMPSON OKANAGAN REGION



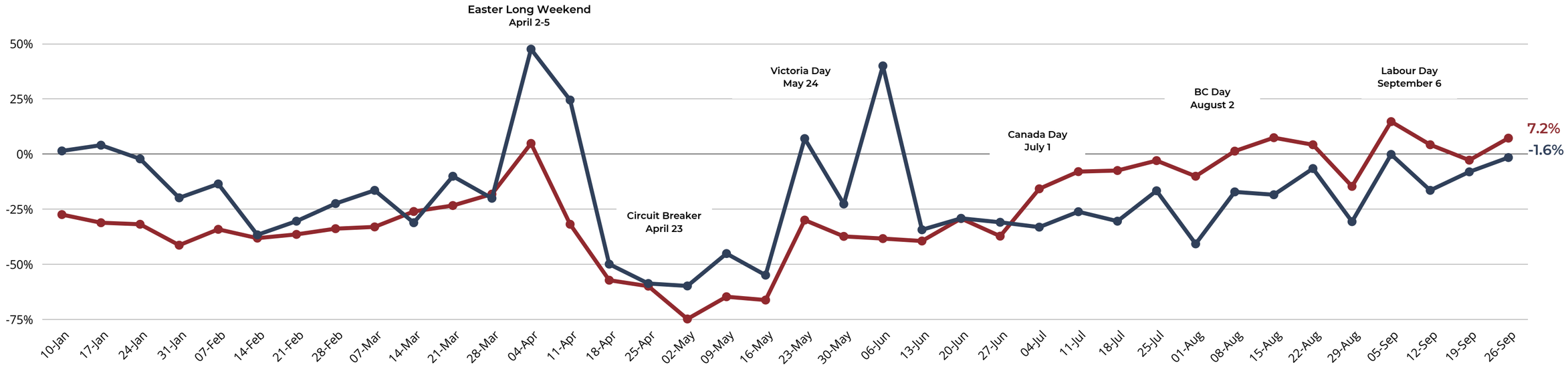
Thompson Okanagan 2019

Thompson Okanagan 2020

Thompson Okanagan 2021

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

CARIBOO CHILCOTIN COAST



Key Findings:

- Domestic Overnight Visitation to the Cariboo Chilcotin Coast for Week 38 (Sept 20-26, 2021) is down -1.6% compared to the same week in 2019.
- The Cariboo Chilcotin Coast saw 8.8% less visitation when compared to British Columbia during Week 38 (Sept 20-26, 2021).
- Visitation to the Cariboo Chilcotin Coast increased by 9.7% and British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 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.
- The Weeks of March 28 (Good Friday), April 4 (Easter Monday) May 23 (Victoria Day), July 4 (Canada Day), August 2 (BC Day), September 6 (Labour Day) were Long Weekends
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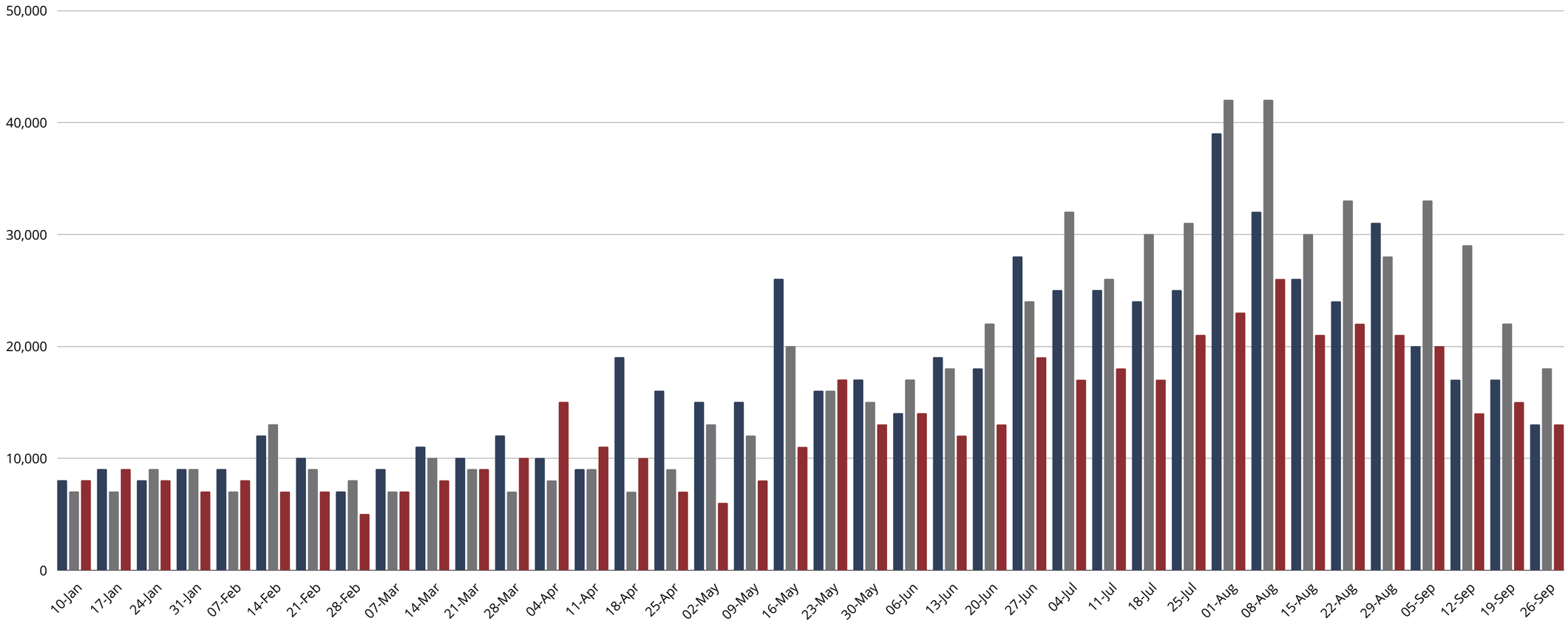
British Columbia (R1) Cariboo Chilcotin Coast

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

CARIBOO CHILCOTIN COAST



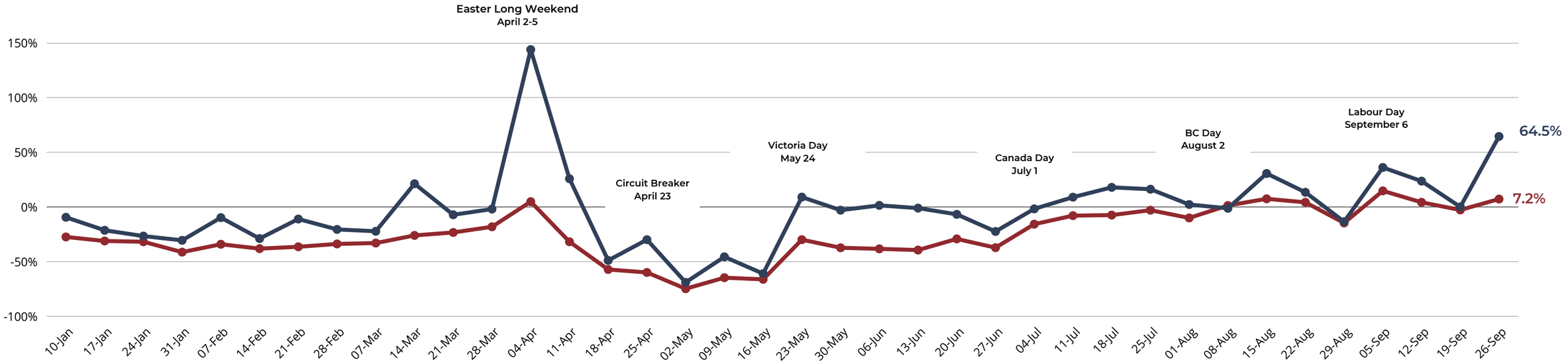
Cariboo Chilcotin Coast 2019

Cariboo Chilcotin Coast 2020

Cariboo Chilcotin Coast 2021

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

KOOTENAY ROCKIES



Key Findings:

- Domestic Overnight Visitation to the Kootenay Rockies for Week 38 (Sept 20-26, 2021) is up 64.5% compared to the same week in 2019
- The Kootenay Rockies saw 57.3% more visitation when compared to British Columbia during Week 38 (Sept 20-26, 2021).
- Visitation to the Kootenay Rockies increased by 22.7% and British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 2021).

Notes:

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- 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.
- The Weeks of March 28 (Good Friday), April 4 (Easter Monday) May 23 (Victoria Day), July 4 (Canada Day), August 2 (BC Day), September 6 (Labour Day) were Long Weekends
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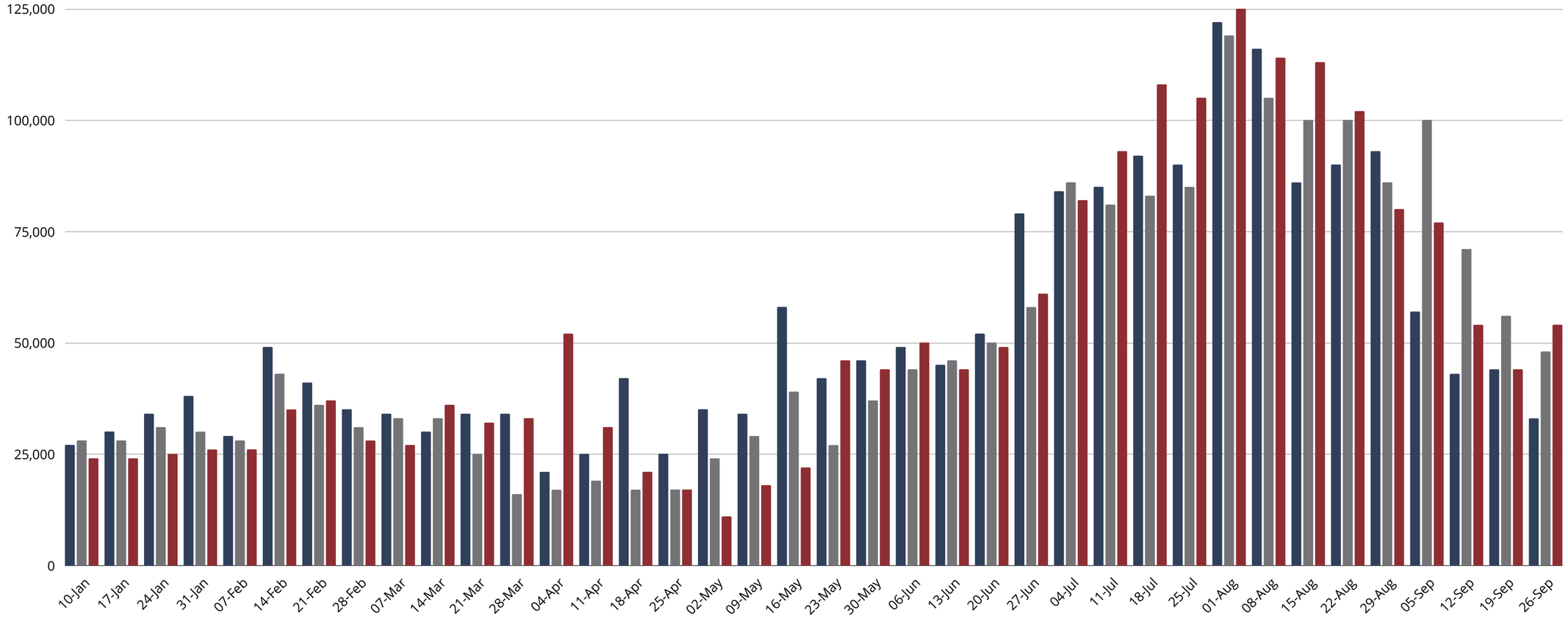
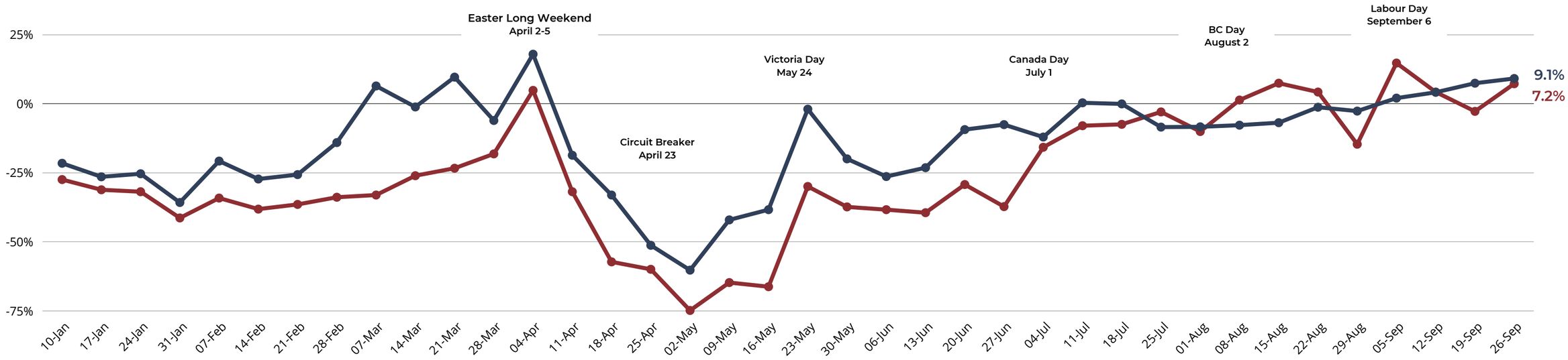
British Columbia (R1) Kootenay Rockies

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



Kootenay Rockies 2019 Kootenay Rockies 2020 Kootenay Rockies 2021

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



Key Findings:

- Domestic Overnight Visitation to Northern BC for Week 38 (Sept 20-26, 2021) is up 9.1% compared to the same week in 2019.
- Northern BC saw 1.9% more visitation when compared to British Columbia during Week 38 (Sept 20-26, 2021).
- Visitation to Northern BC increased by 1.7% and British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 2021).

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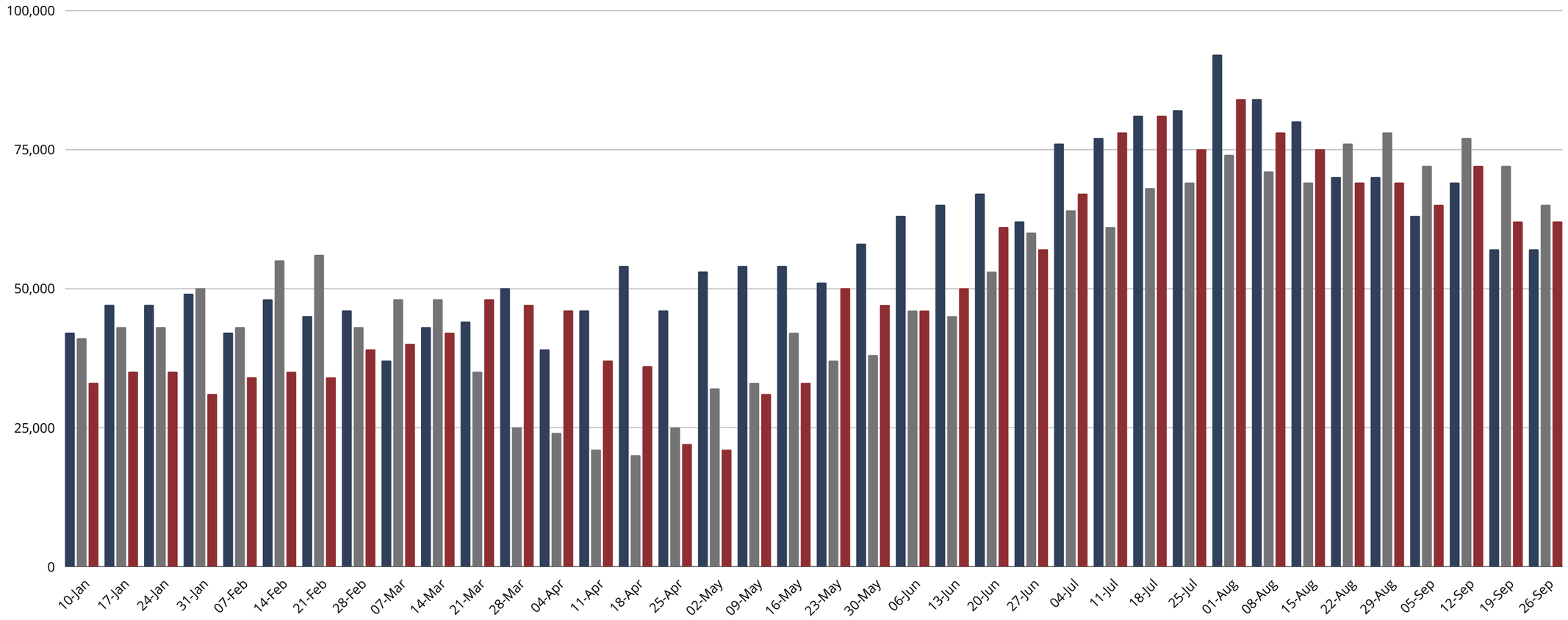
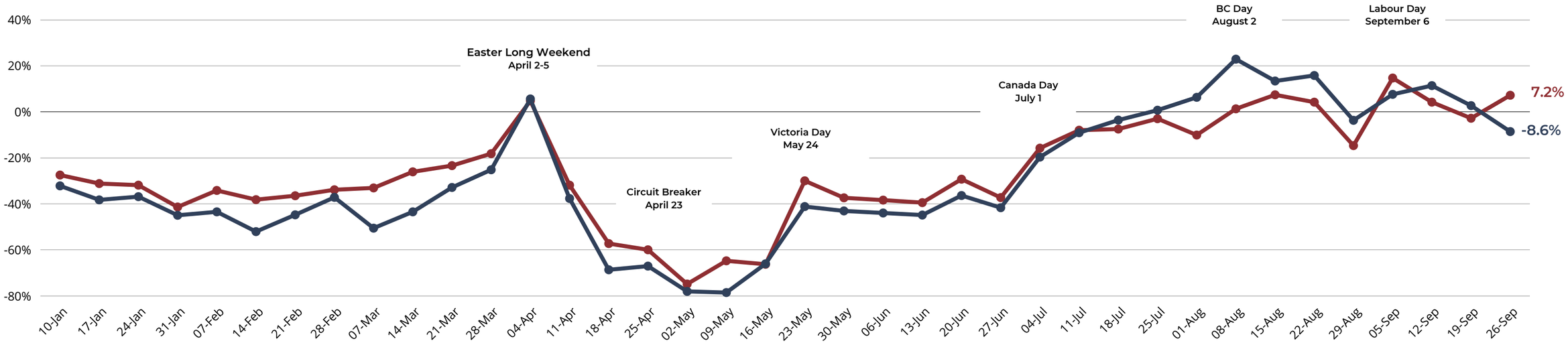
British Columbia (R1) Northern BC

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:

- Domestic Overnight Visitation to Vancouver Island for Week 38 (Sept 20-26, 2021) is down 8.6% compared to the same week in 2019.
- Vancouver Island saw 15.8% less visitation when compared to British Columbia during Week 38 (Sept 20-26, 2021).
- Visitation to Vancouver Island decreased by 11.3% and British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 2021).

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British Columbia (R1) Vancouver Island

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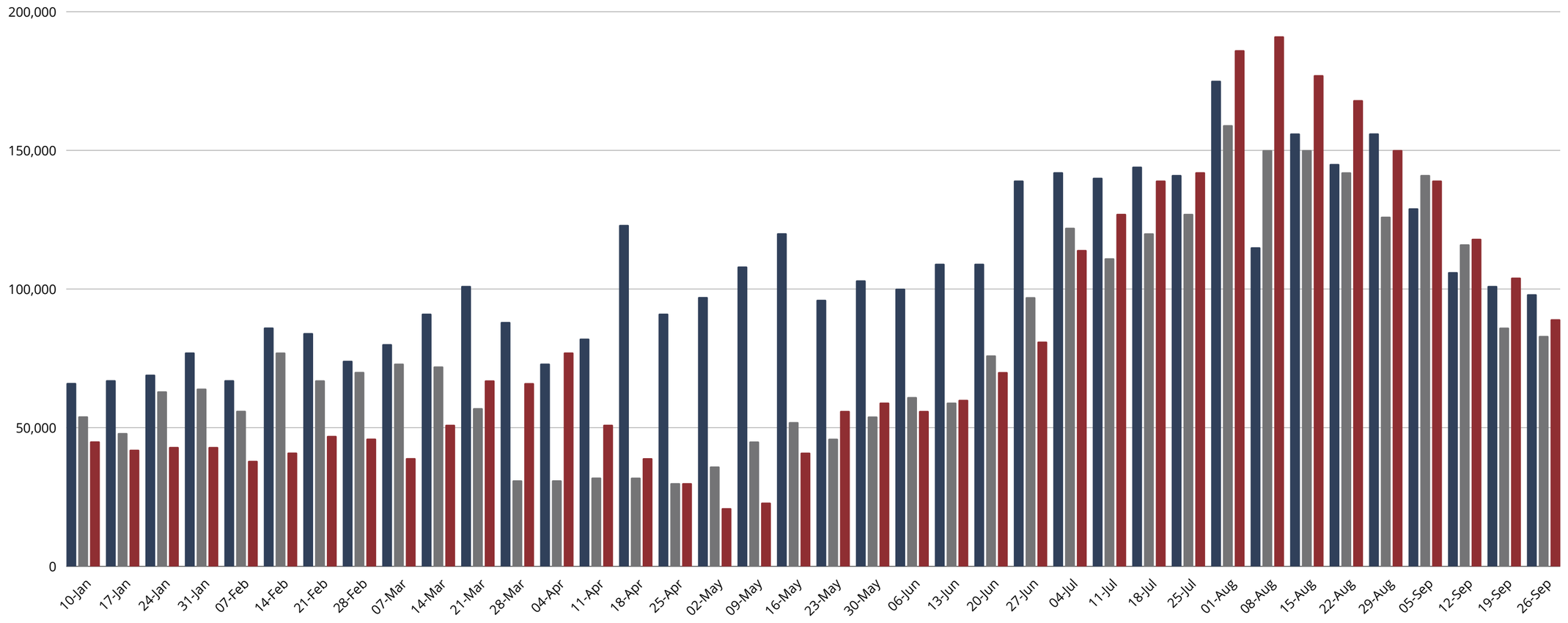
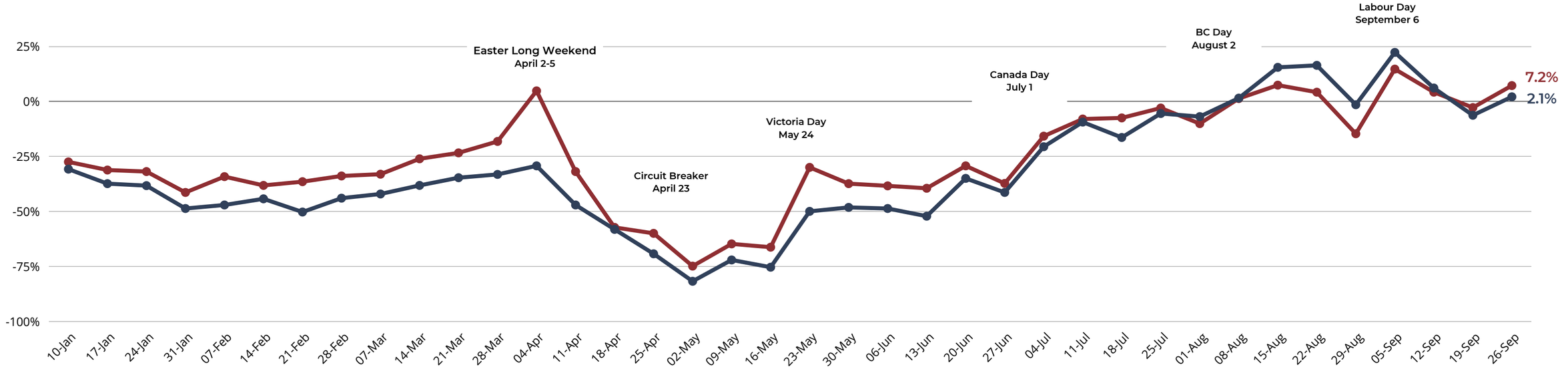
VANCOUVER ISLAND



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:

- Domestic Overnight Visitation to Vancouver Coast & Mountains for Week 38 (Sept 20-26, 2021) is up 2.1% compared to the same week in 2019.
- Vancouver, Coast & Mountains saw 9.3% less visitation when compared to British Columbia Week 38 (Sept 20-26, 2021).
- Visitation to Vancouver, Coast & Mountains increased by 8.4% and British Columbia increased by 10% when comparing Week 37 (Sept 13-19, 2021) to Week 38 (Sept 20-26, 2021).

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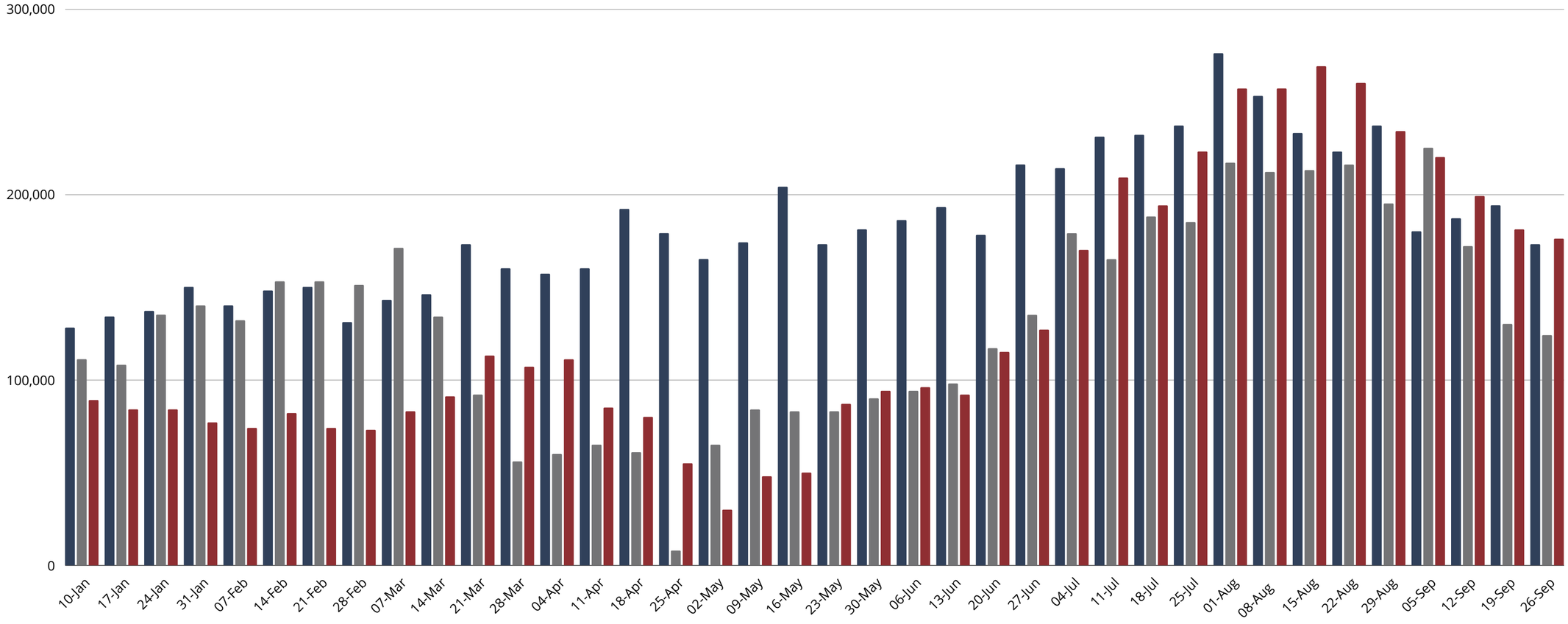
British Columbia (R1)

Vancouver, Coast & Mountains

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

VANCOUVER, COAST & MOUNTAINS



2021 Weekly Report

bcrts
British Columbia
Regional Tourism
Secretariat

WEEKLY VISITOR INSIGHTS

STR Destination Report

SEPTEMBER 19-25, 2021

SYMPHONY TOURISM SERVICES

BRITISH COLUMBIA HOTEL ASSOCIATION

str

Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending September 25, 2021

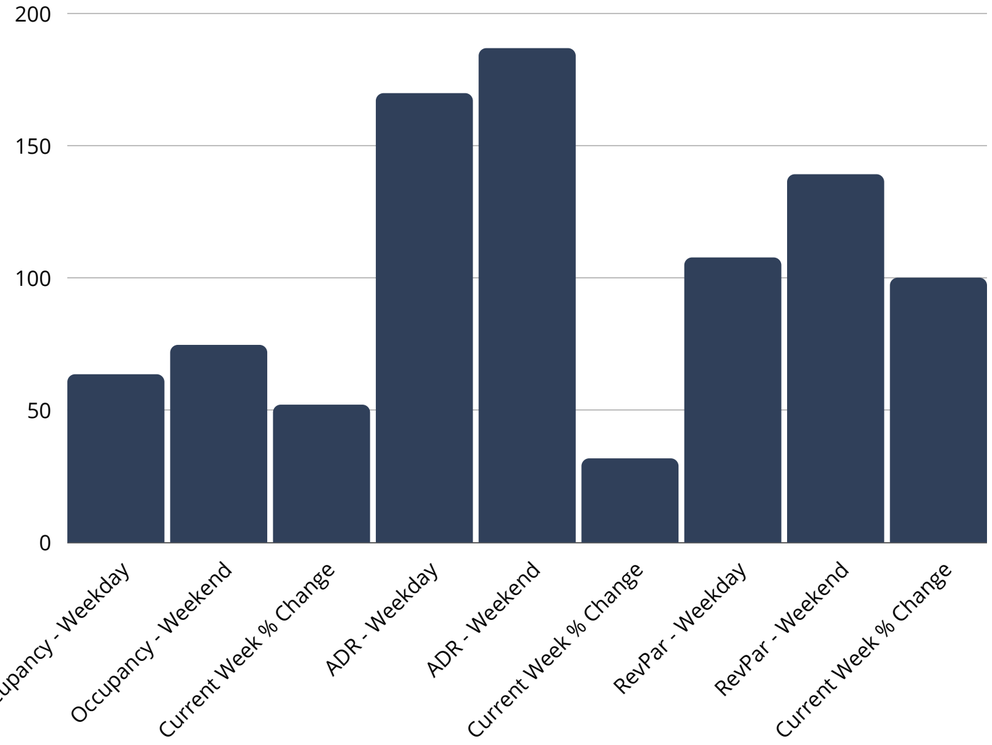
STR SUMMARY BC & REGIONS

SEPTEMBER 19-25, 2021

- British Columbia had a **63.4%** occupancy from Sunday-Thursday and a **74.5%** occupancy during the weekend, up **51.9%** compared to the same week in 2020.
- British Columbia had an ADR of **$169.66** from Sunday-Thursday and an ADR of **$186.67** during the weekend, up **31.6%** compared to the same week in 2020.
- British Columbia had a RevPAR of **$107.55** from Sunday-Thursday and a RevPAR of **$139.01** during the weekend, up **99.9%** compared to the same week in 2020.

REGIONAL STATS WEEKEND OF SEPTEMBER 24-25, 2021:

- Cariboo Chilcotin Coast: OCC 75.1% ADR $147.39 REVPAR $110.72
- Kootenay Rockies: OCC 56.6% ADR $151.71 REVPAR $85.85
- Northern BC: OCC 69.3% ADR $120.91 REVPAR $83.81
- Thompson Okanagan: OCC 77% ADR $155.83 REVPAR $119.94
- Vancouver Island: OCC 79.6% ADR $223.43 REVPAR $177.83
- Vancouver: OCC 76% ADR $199.22 REVPAR $151.36
- Whistler: OCC 65.3% ADR $288.69 REVPAR $188.51



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Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending September 25, 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 September 25, 2021

British Columbia Hotel Association
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British Columbia Regional Tourism Secretariat

CONTACT US

bcrts
British Columbia
Regional Tourism
Secretariat

Kelly Galaski
Managing Director, Symphony Tourism Services

Email: kelly@symphonytourism.ca
Phone: 778.721.5448
symphonytourismservices.com

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