Weekly Visitor Insights

Measuring Canadian Travel Patterns

January 31, 2022 - February 06, 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.

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.

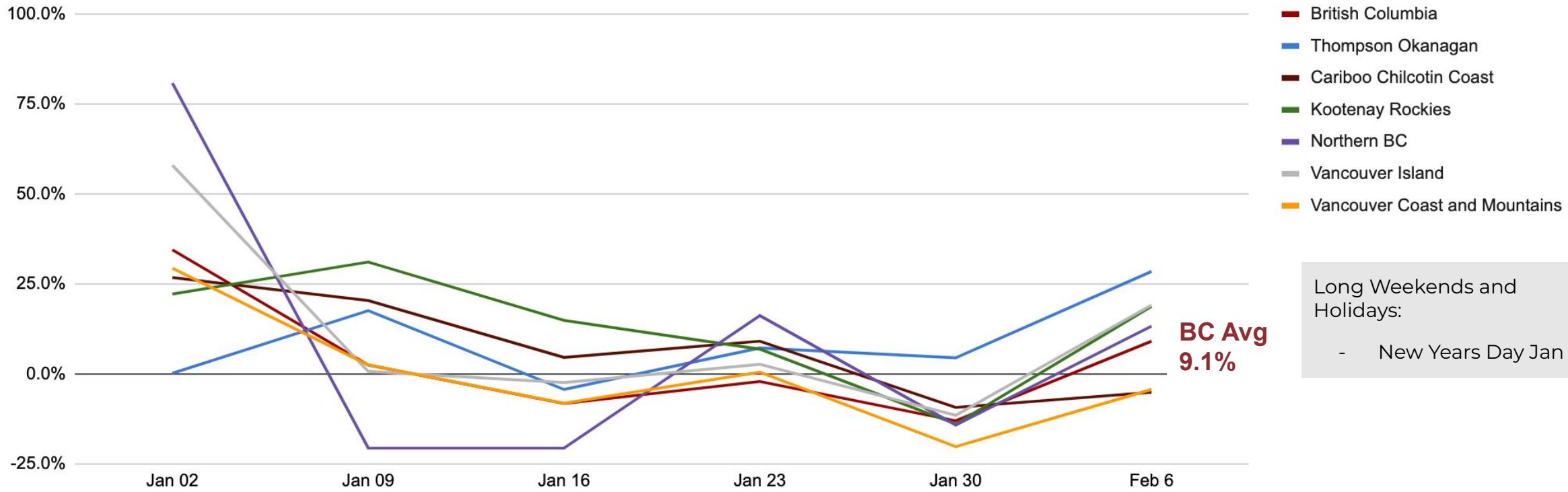
- **Common Evening Location:** A location where the device is normally seen between 6PM and 8AM the following morning.

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



Long Weekends and Holidays:

- New Years Day Jan 1

Key Findings

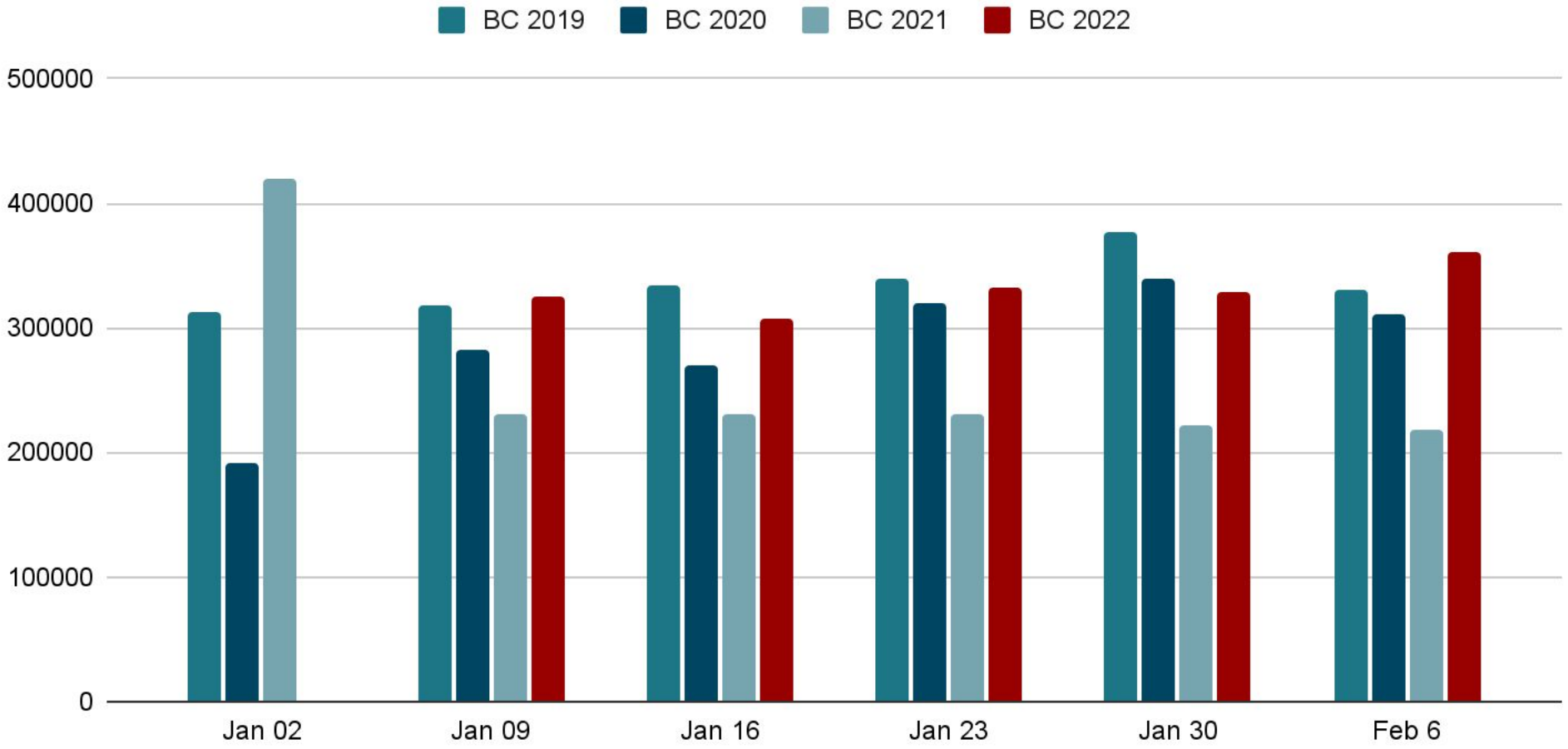
- Average Domestic Overnight Visitation to BC for Week 5 (Jan 31 - Feb 06, 2022) is **up 9.1%** compared to the same week in 2019
- When comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022) all regions saw an **increase** in visitation
- British Columbia **increased 22.1%** when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Notes:

- Data is based on the movement of mobile devices travelling within BC from BC or the rest of Canada who have spent one night 60 kms from their mobile device's home location. Therefore it includes all mobile movement - work and contractor travel, relocations within six months' time, visiting friends and relatives and people moving around their own regions.
- 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.

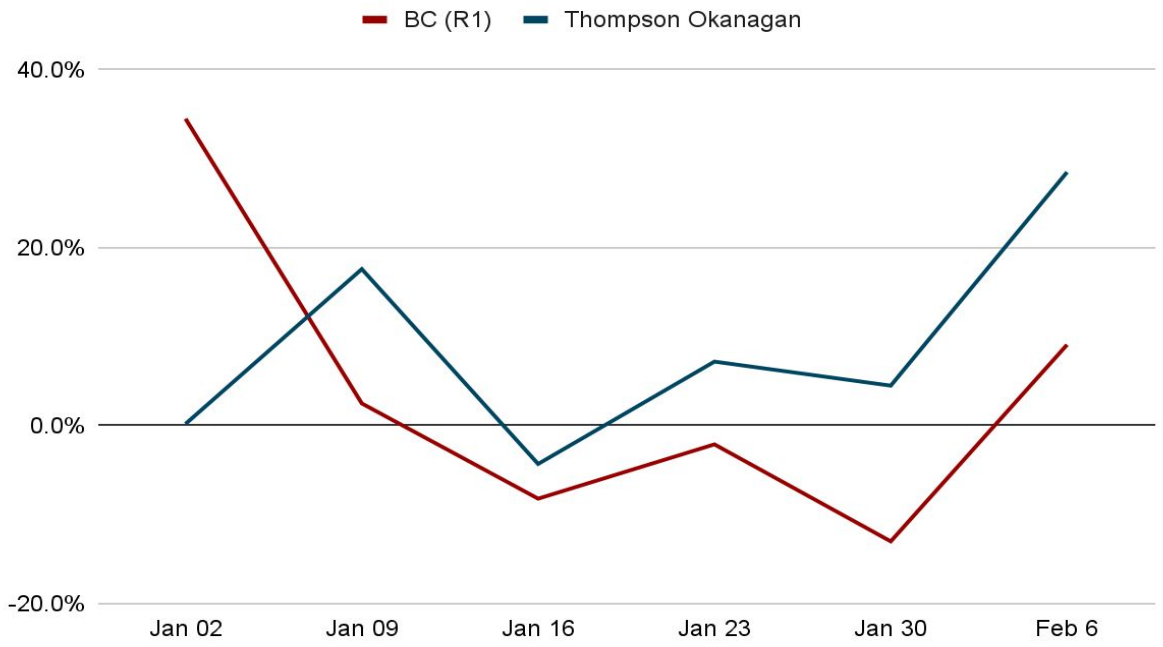
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 5 (Jan 31 - Feb 06, 2022) is **up 28.5%** compared to the same week in 2019
- The Thompson Okanagan saw **19.4% more visitation** when compared to British Columbia Week 5 (Jan 31 - Feb 06, 2022)
- Visitation to the Thompson Okanagan **increased by 24%** and British Columbia **increased by 22.1%** when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Long Weekends and Holidays:

- New Years Day Jan 1

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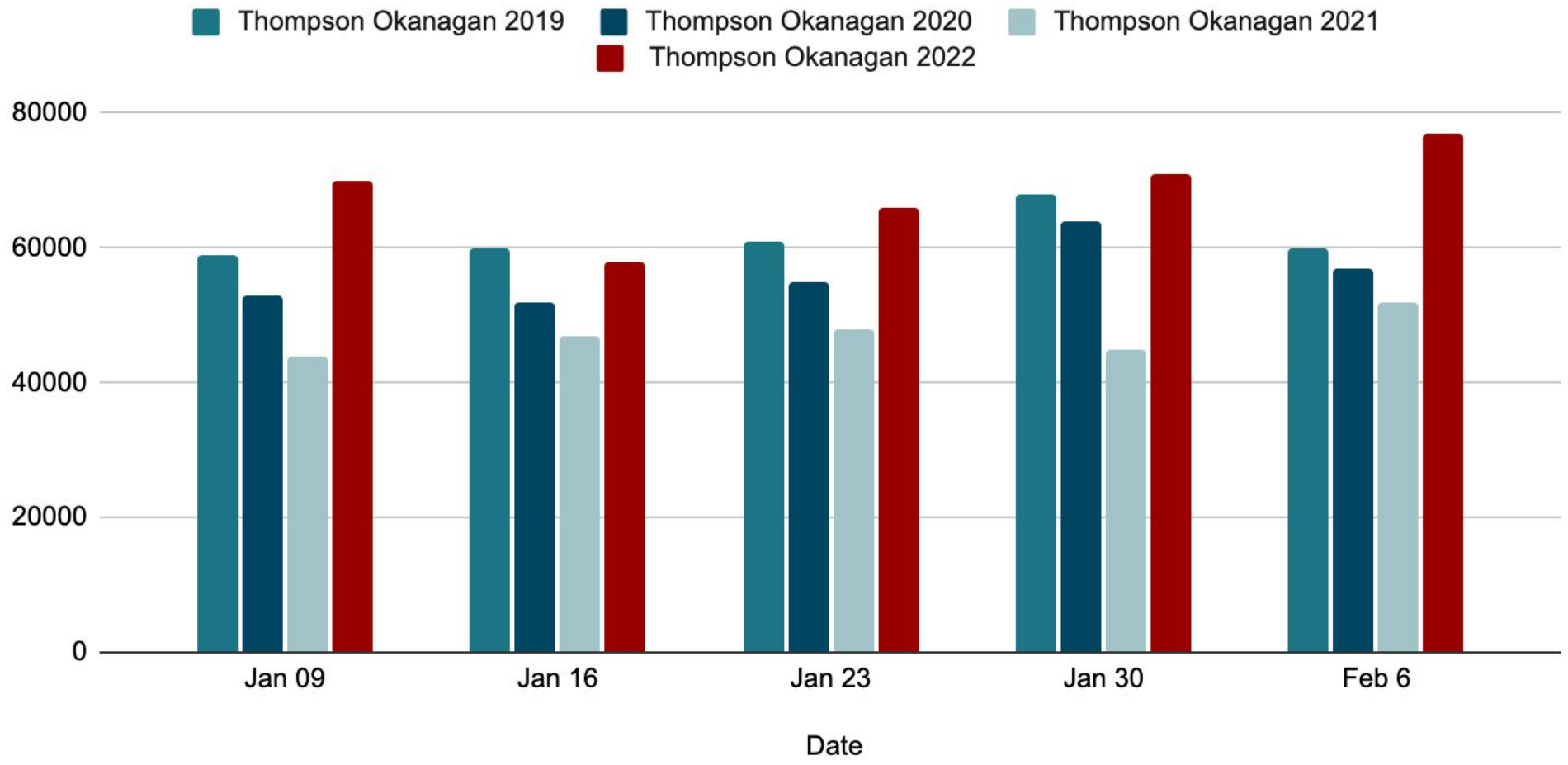
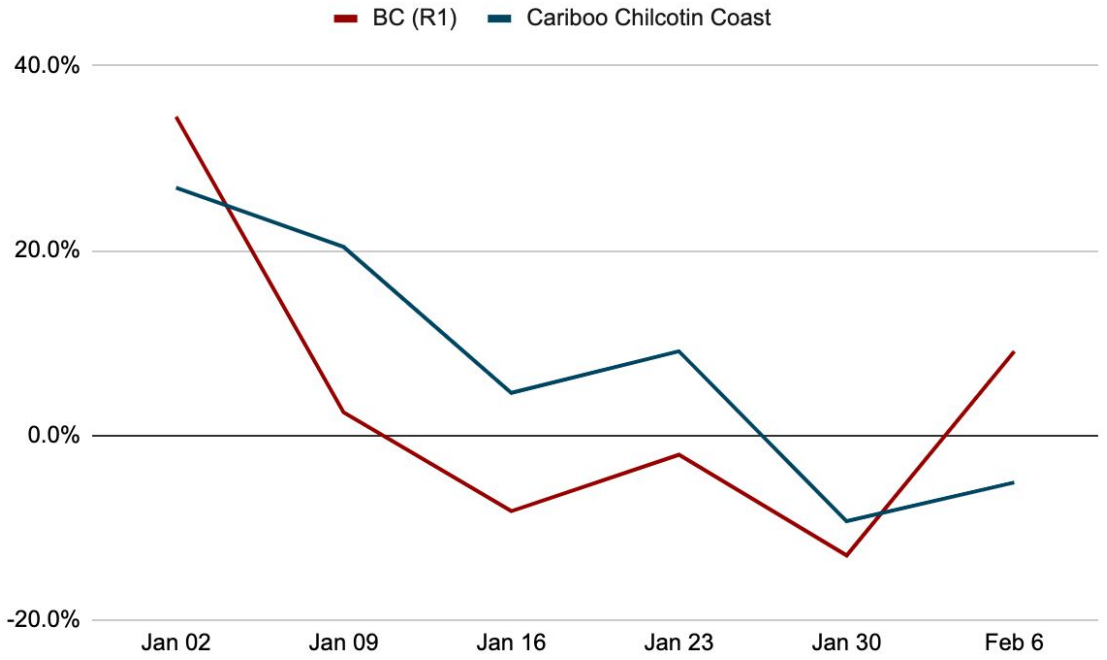
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 5 (Jan 31 - Feb 06, 2022) is **down -5.1%** compared to the same week in 2019
- The Cariboo Chilcotin Coast saw **14.2% less visitation** when compared to British Columbia during Week 5 (Jan 31 - Feb 06, 2022)
- Visitation to the Cariboo Chilcotin Coast **increased 4.2%** and British Columbia **increased by 22.1%**when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Long Weekends and Holidays:

- New Years Day Jan 1

Notes:

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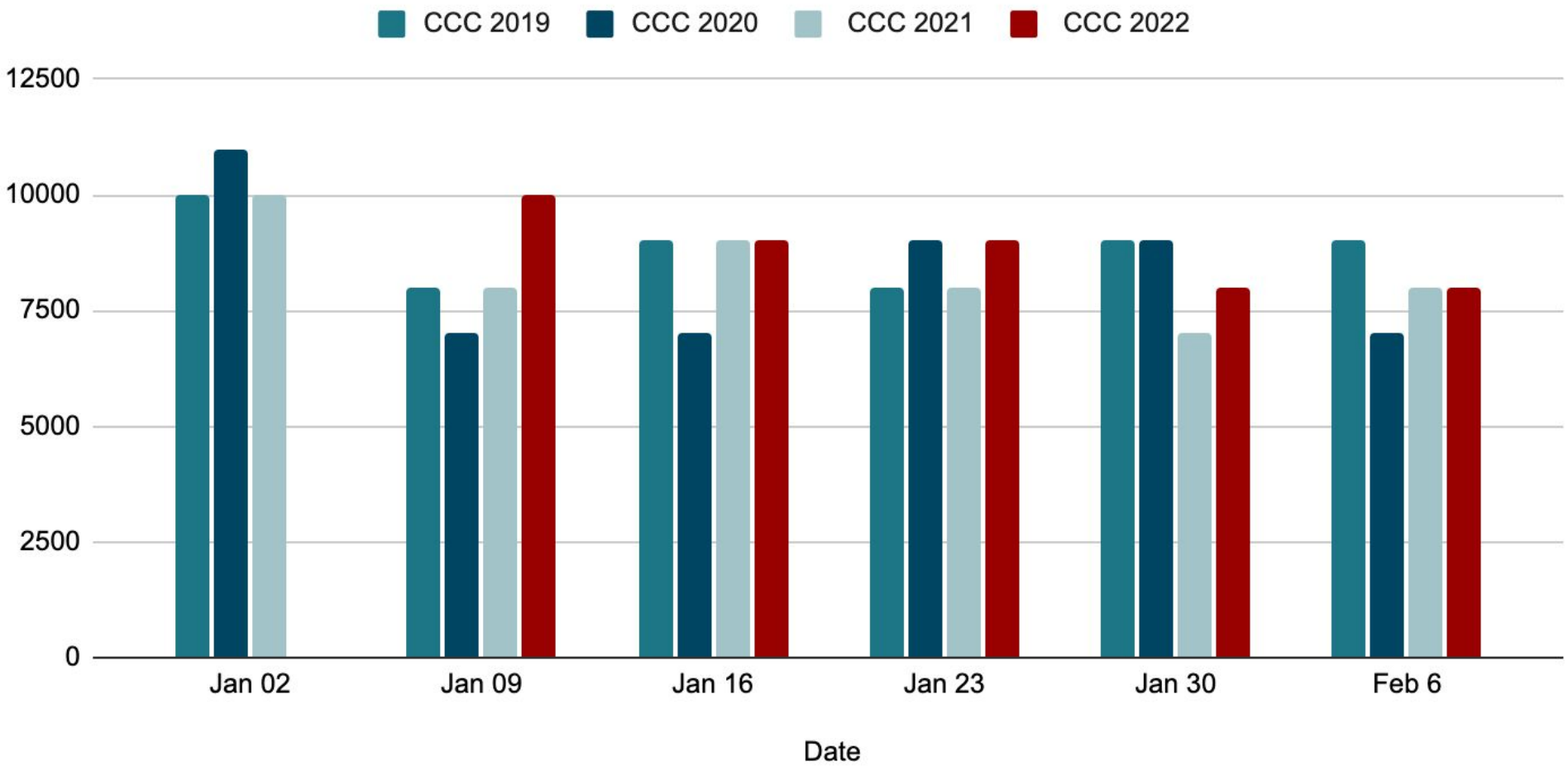
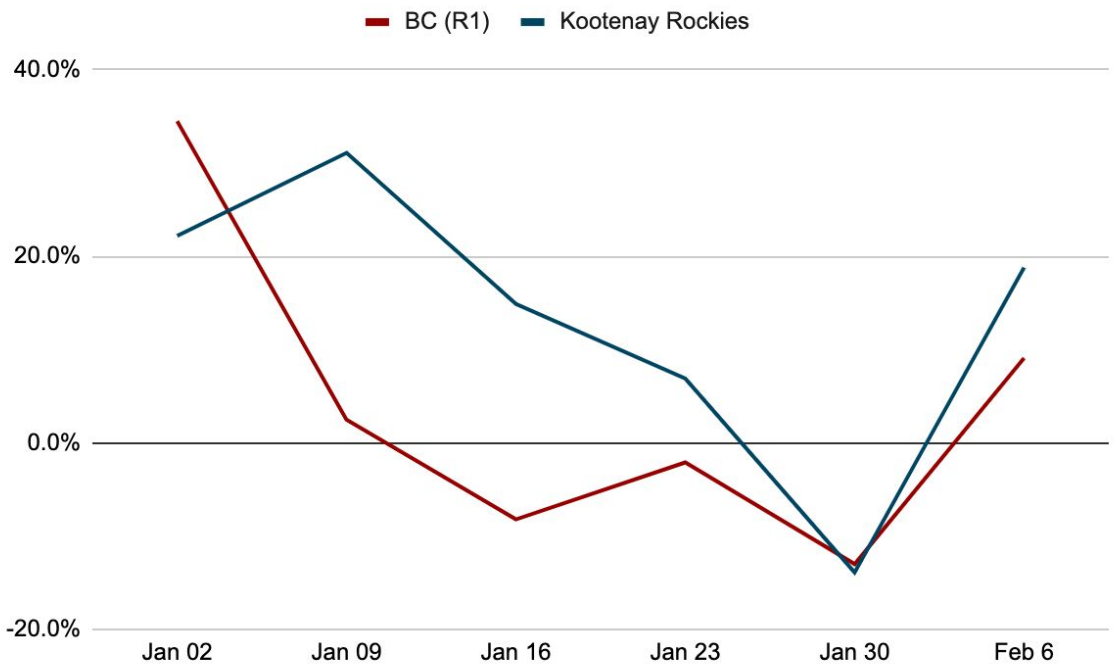


Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Kootenay Rockies



Key Findings

- Domestic Overnight Visitation to the Kootenay Rockies for Week 5 (Jan 31 - Feb 06, 2022)is **up 18.8%** compared to the same week in 2019
- The Kootenay Rockies saw **9.7% more visitation** when compared to British Columbia during Week 5 (Jan 31 - Feb 06, 2022)
- Visitation to the Kootenay Rockies **increased by 32.7%** and British Columbia **increased by 22.1%** when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Long Weekends and Holidays:

- New Years Day Jan 1

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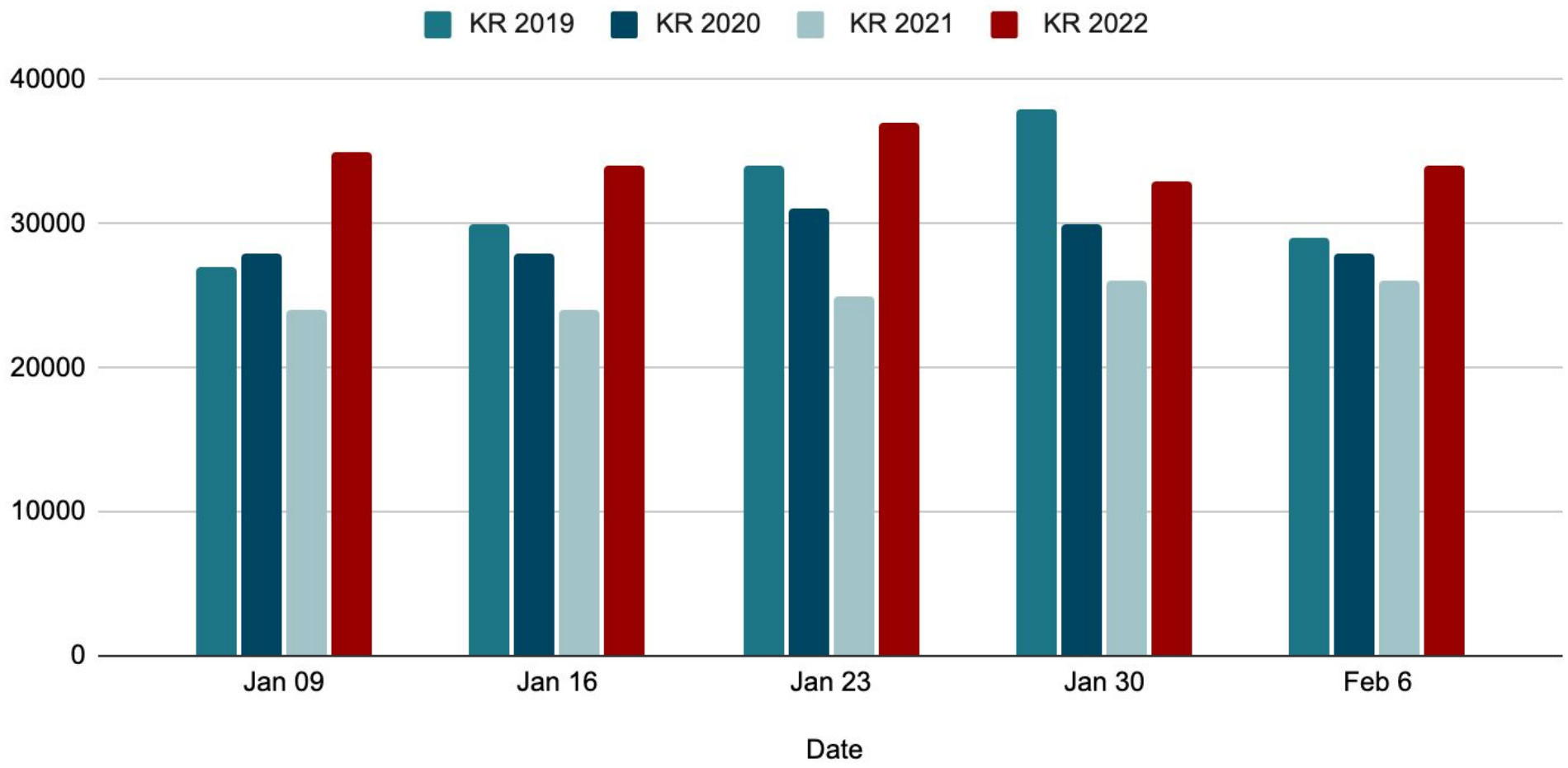
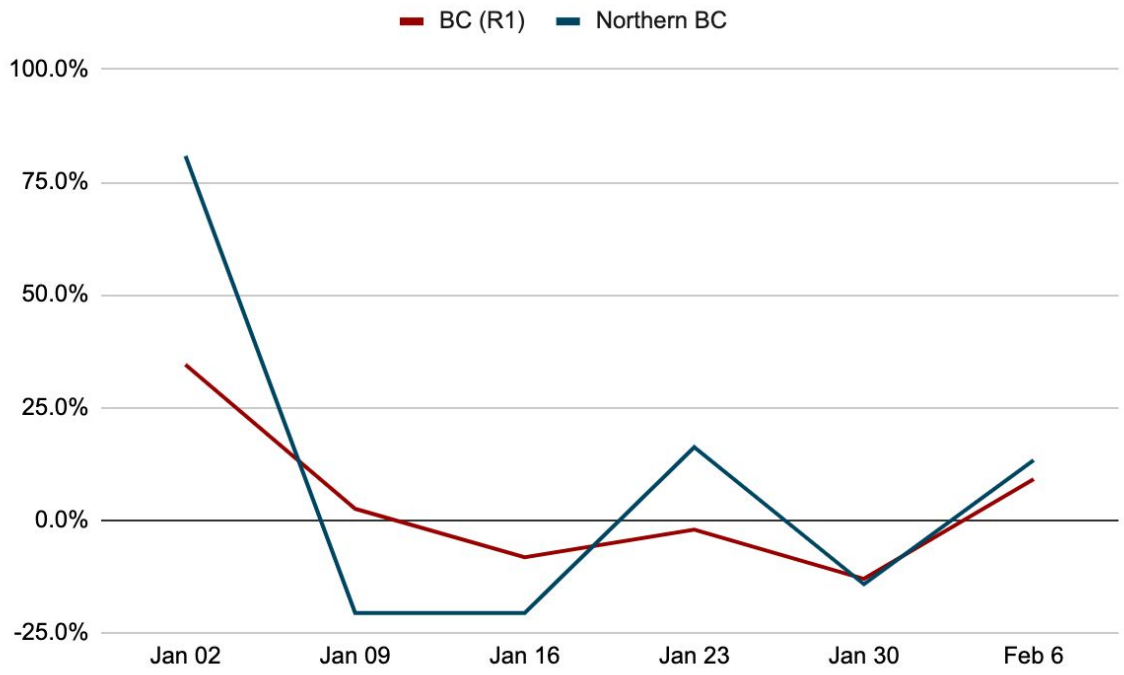
Kootenay Rockies



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

Northern BC



Key Findings

- Domestic Overnight Visitation to Northern BC for Week 5 (Jan 31 - Feb 06, 2022) is **up 13.3%** compared to the same week in 2019
- Northern BC saw **4.2% more visitation** when compared to British Columbia during Week 5 (Jan 31 - Feb 06, 2022)
- Visitation to Northern BC **increased 27.5%** and British Columbia **increased by 22.1%**when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Long Weekends and Holidays:

- New Years Day Jan 1

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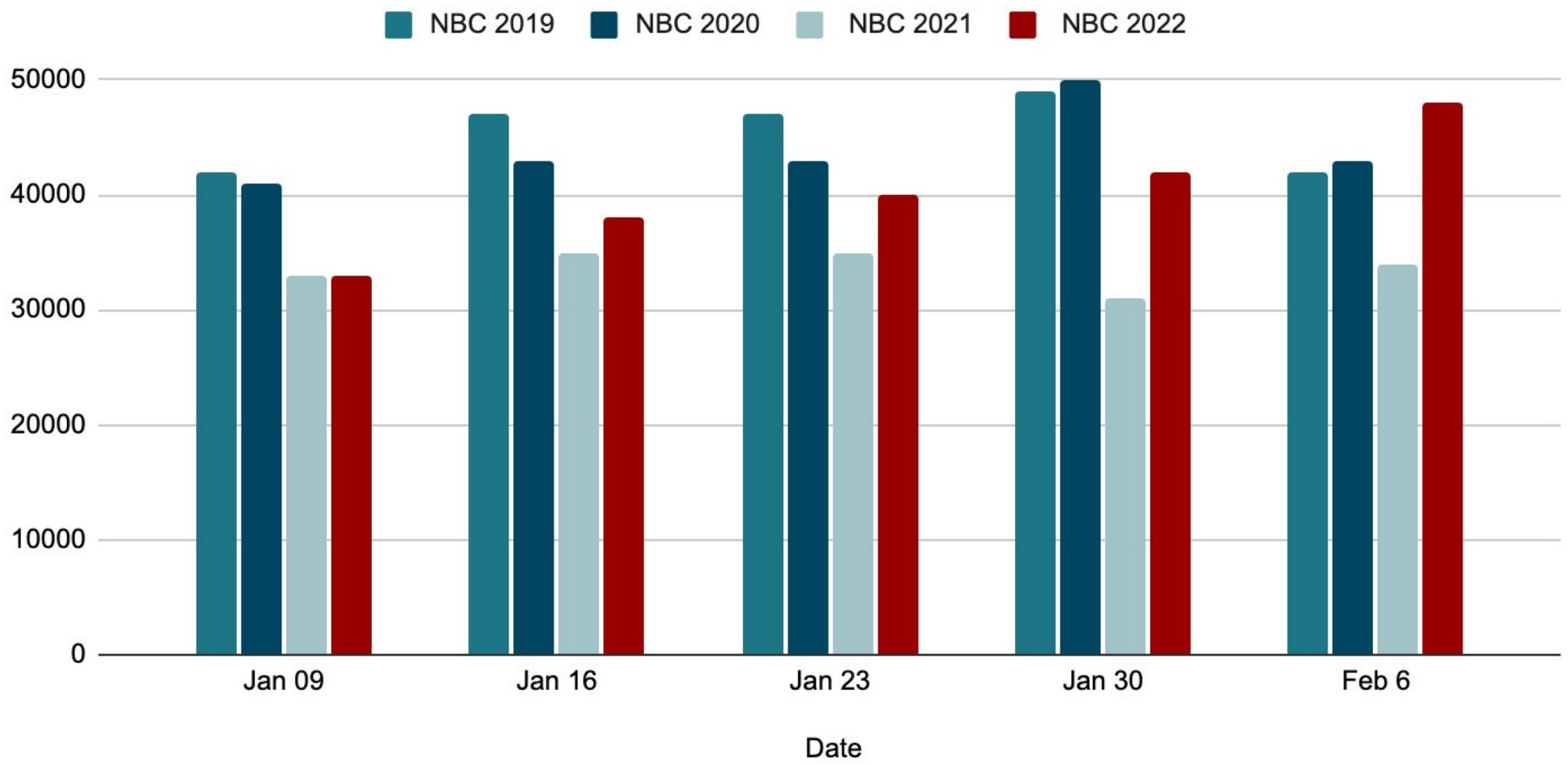
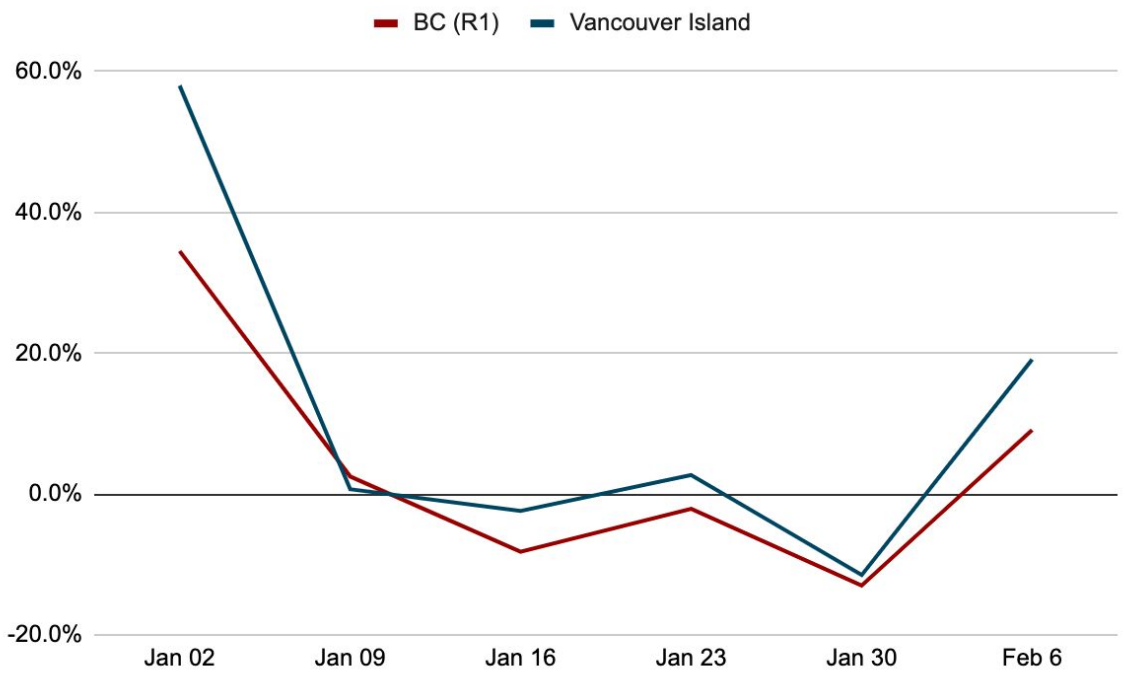
Northern BC



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

Vancouver Island



Key Findings

- Domestic Overnight Visitation to Vancouver Island for Week 5 (Jan 31 - Feb 06, 2022) is **up 19.1%** compared to the same week in 2019
- Vancouver Island saw **10% more visitation** when compared to British Columbia during Week 5 (Jan 31 - Feb 06, 2022)
- Visitation to Vancouver Island **increased 30.6%** and British Columbia **increased by 22.1%** when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Long Weekends and Holidays:

- New Years Day Jan 1

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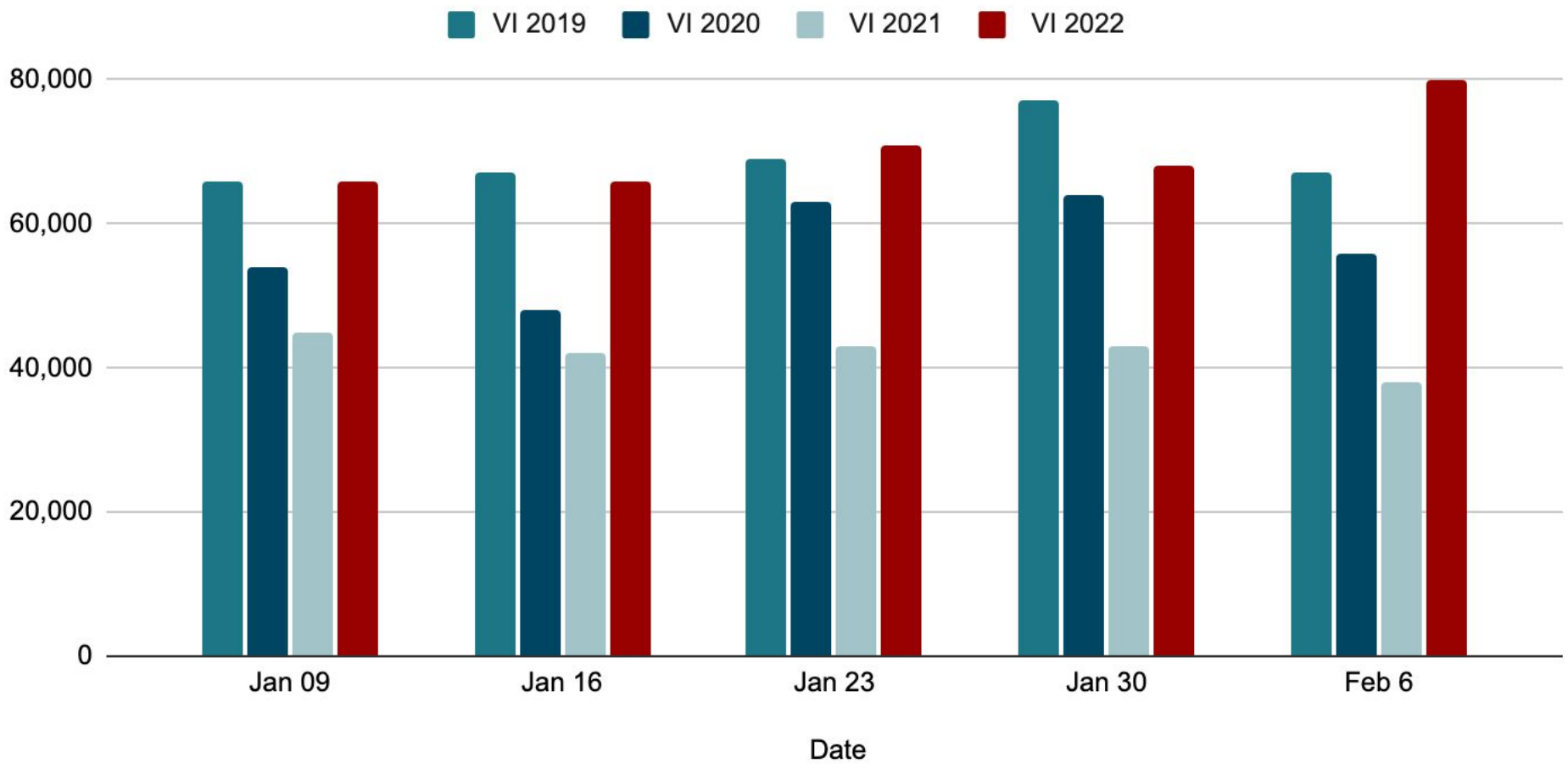
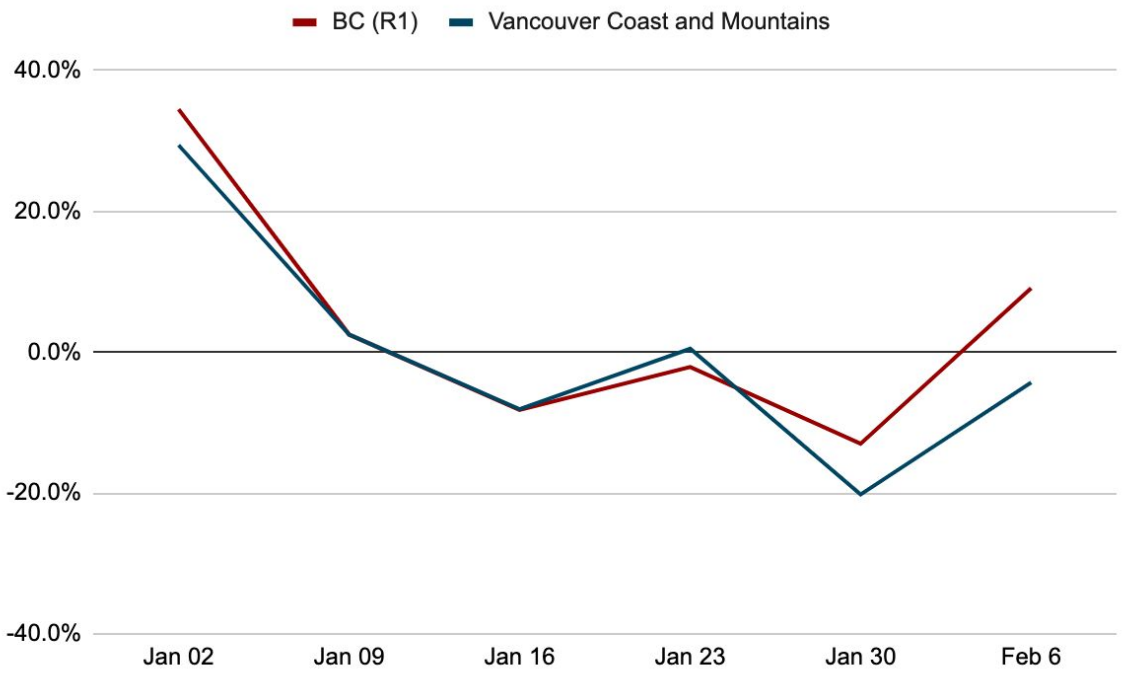


Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Vancouver Coast & Mountains



Key Findings

- Domestic Overnight Visitation to Vancouver Coast & Mountains for Week 5 (Jan 31 - Feb 06, 2022) is **down -4.3%** compared to the same week in 2019.
- Vancouver, Coast & Mountains saw **13.4% less visitation** when compared to British Columbia Week 5 (Jan 31 - Feb 06, 2022)
- Visitation to Vancouver, Coast & Mountains **increased by 15.9%** and British Columbia **increased by 22.1%** when comparing Week 4 (Jan 24 - 30, 2022) to Week 5 (Jan 31 - Feb 06, 2022)

Long Weekends and Holidays:

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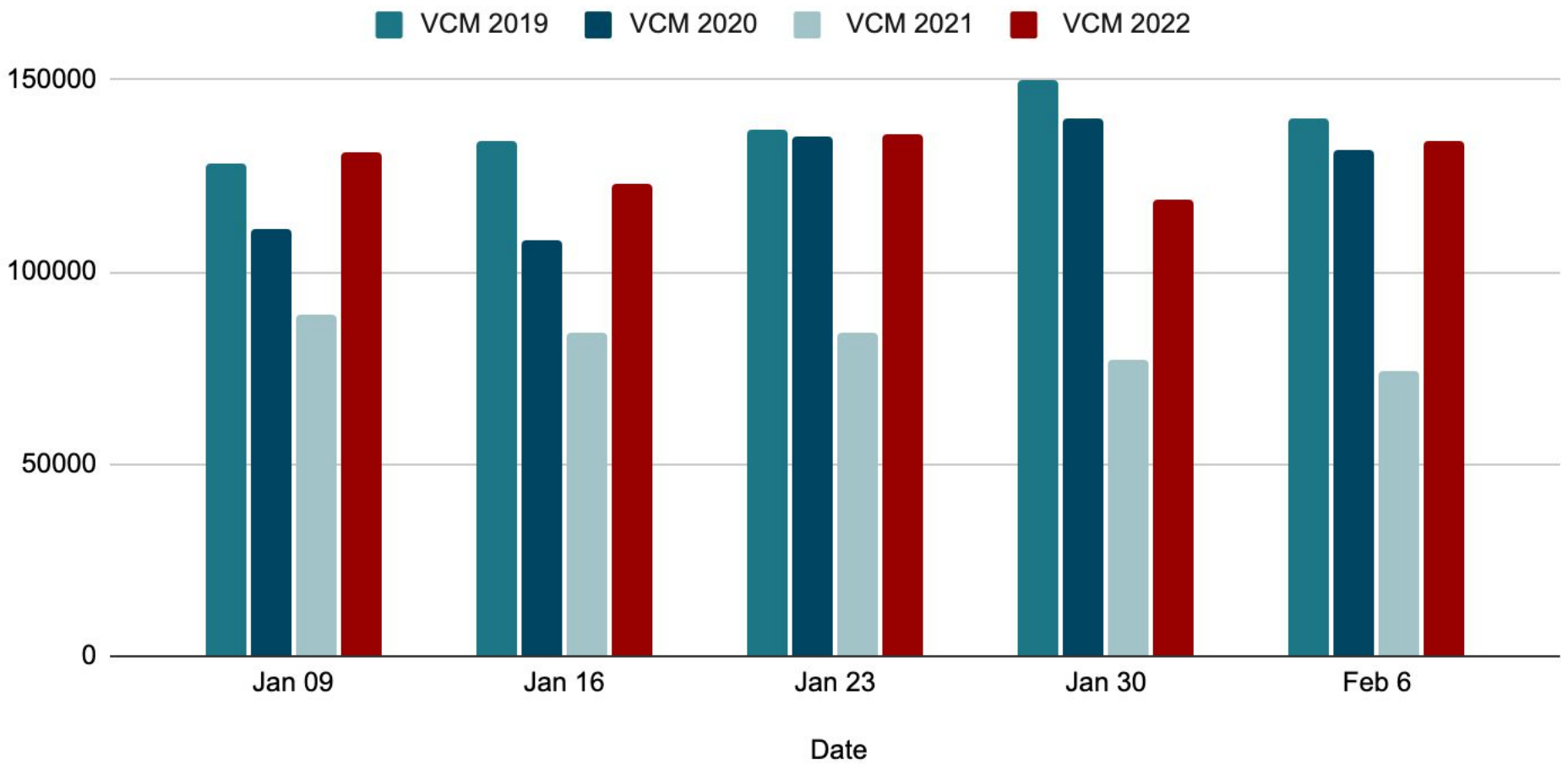


Weekly Visitor Insights

STR Destination Report

January 30 to February 05, 2022

2022 Weekly Report

bcrts
British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

BRITISH COLUMBIA HOTEL ASSOCIATION

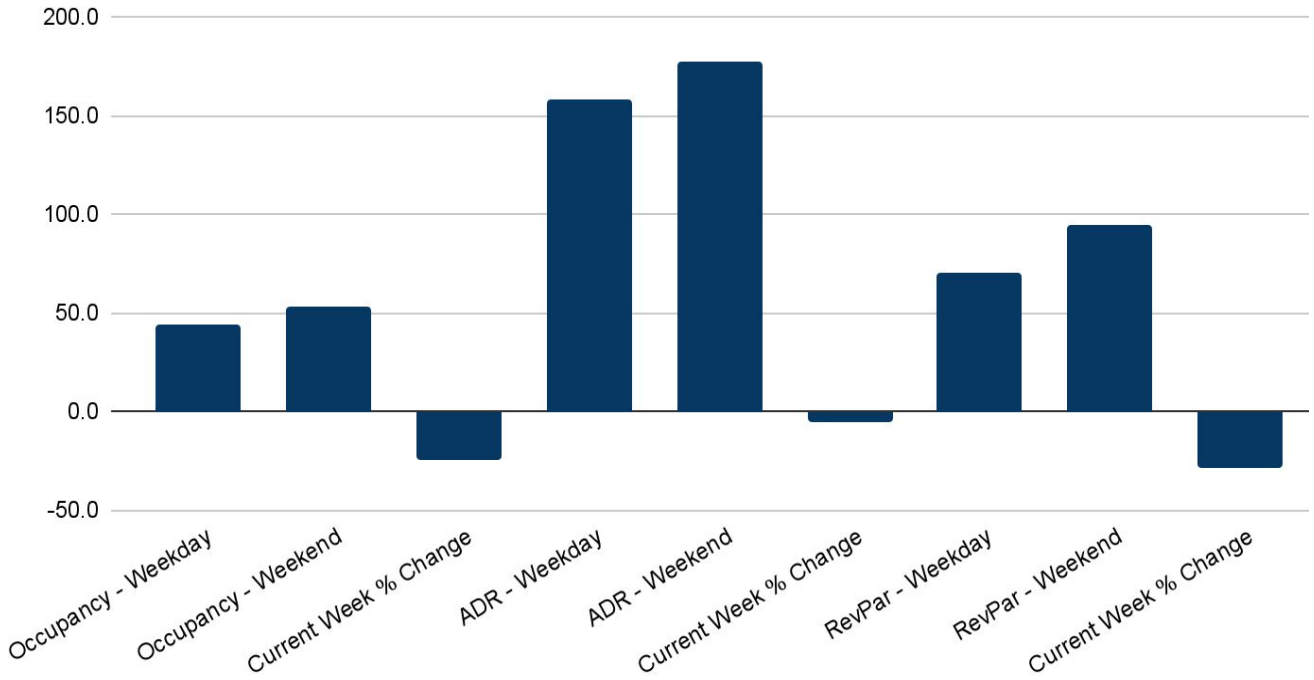
str

Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending February 05, 2021

STR Summary BC & Regions

Jan 30 - Feb 05, 2022

- British Columbia had a **44.2%** occupancy from Sunday-Thursday and a **53.5%** occupancy during the weekend, down **-25.1%** compared to the same week in 2019.
- British Columbia had an ADR of **$158.28** from Sunday-Thursday and an ADR of **$177.65** during the weekend, down **-5.1%** compared to the same week in 2019.
- British Columbia had a RevPAR of **$69.90** from Sunday-Thursday and a RevPAR of **$94.96** during the weekend, down **-28.8%** compared to the same week in 2019.



Regional STATS the Weekend of February 5-6, 2022:

- Cariboo Chilcotin Coast: OCC **61.2%** ADR **$133.31** REVPAR **$81.55**
- Kootenay Rockies: OCC **57.1%** ADR **$150.40** REVPAR **$85.92**
- Northern BC: OCC **47.8%** ADR **$126.11** REVPAR **$60.23**
- Thompson Okanagan: OCC **56.9%** ADR **$142.70** REVPAR **$81.17**
- Vancouver Island: OCC **48.7%** ADR **$156.57** REVPAR **$76.28**
- Vancouver: OCC **49.9%** ADR **$160.49** REVPAR **$80.08**
- Whistler: OCC **80.3%** ADR **$468.57** REVPAR **$376.27**

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Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending February 05, 2022

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

Contact Us

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