Weekly Visitor Insights

Measuring Canadian Travel Patterns

March 21, 2022 to March 27, 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.

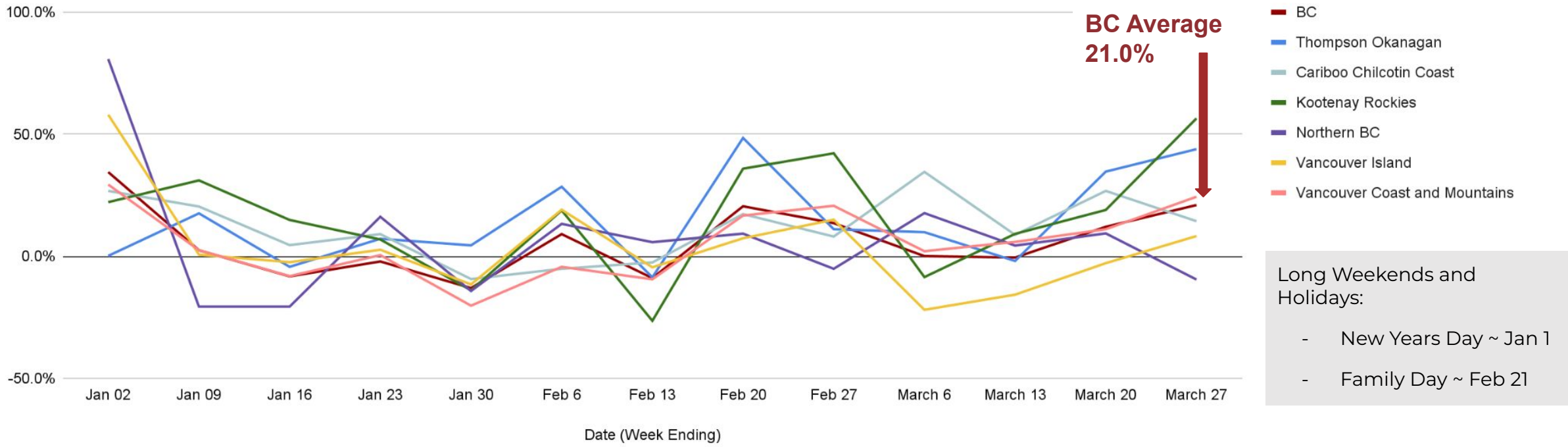
- **Common Evening Location:** A location where the device is normally seen between 6PM and 8AM the following morning.

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
- Family Day ~ Feb 21

Key Findings

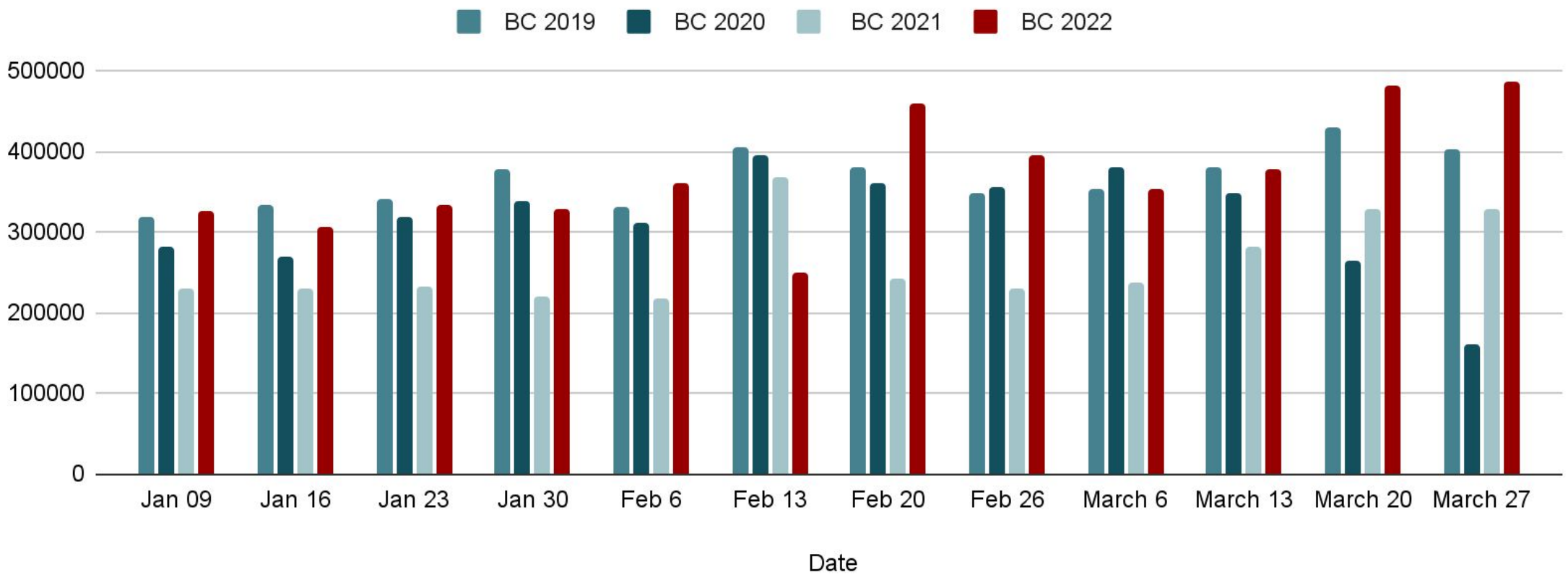
- Average Domestic Overnight Visitation to BC for Week 12 (Mar 21 - Mar 27, 2022) is **up 21.0%** compared to the same week in 2019
- When comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022) Thompson Okanagan, Kootenay Rockies, Vancouver Island, and Vancouver Coast & Mountains saw an **increase** in visitation. Cariboo Chilcotin Coast, and Northern BC saw a **decrease.**
- British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 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.

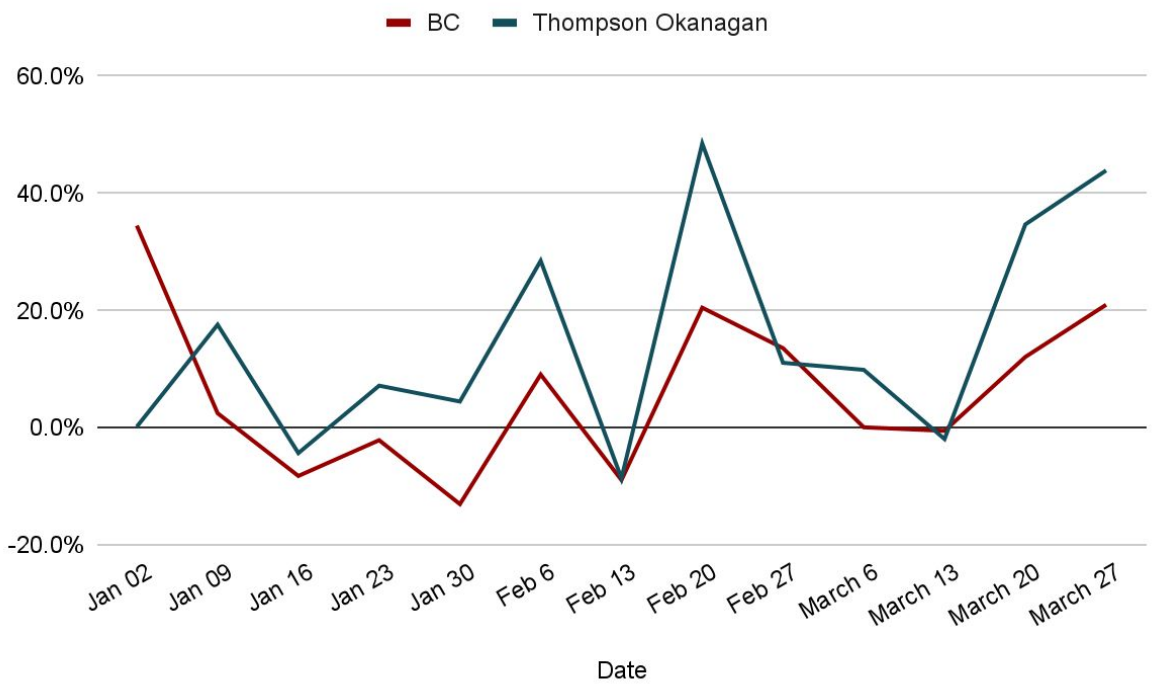
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 12 (Mar 21 - Mar 27, 2022) is **up 43.9%** compared to the same week in 2019
- The Thompson Okanagan saw **9.2% more visitation** when compared to British Columbia Week 12 (Mar 21 - Mar 27, 2022)
- Visitation to the Thompson Okanagan **increased by 36.6%** and British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022)

Long Weekends and Holidays:

- New Years Day ~ Jan 1
- Family Day ~ Feb 21

Notes:

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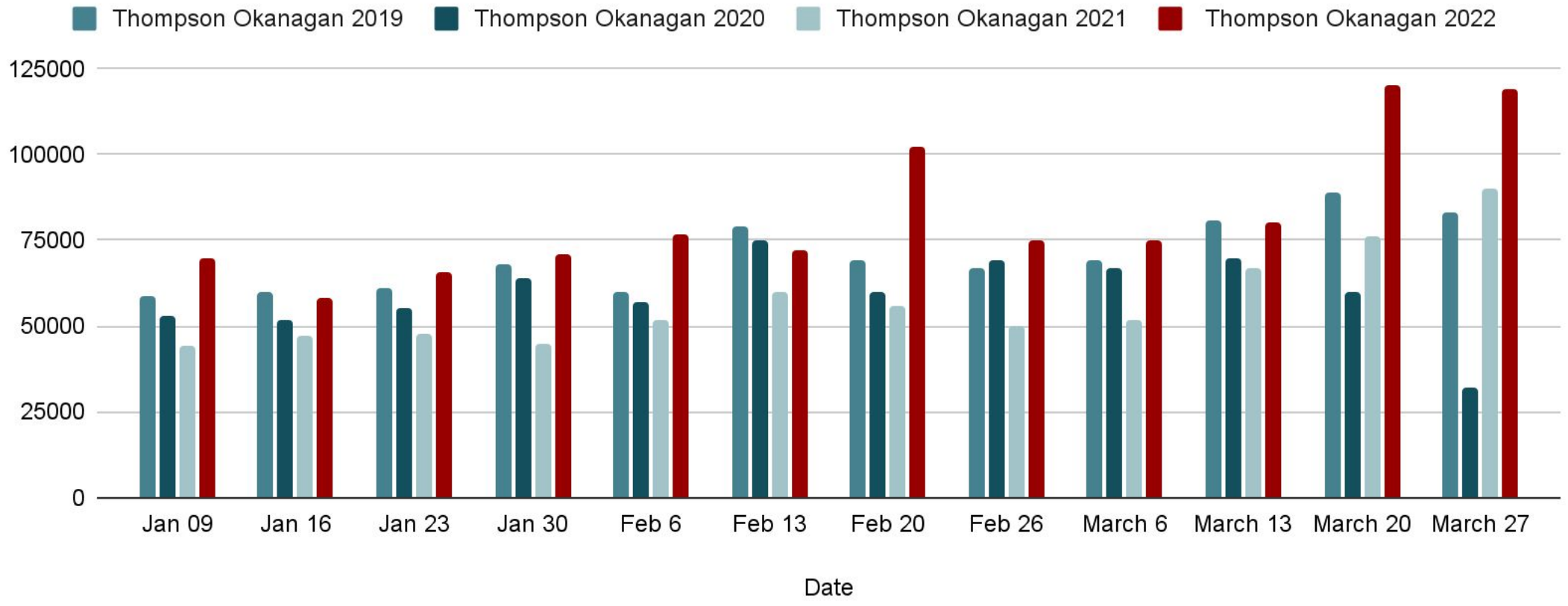
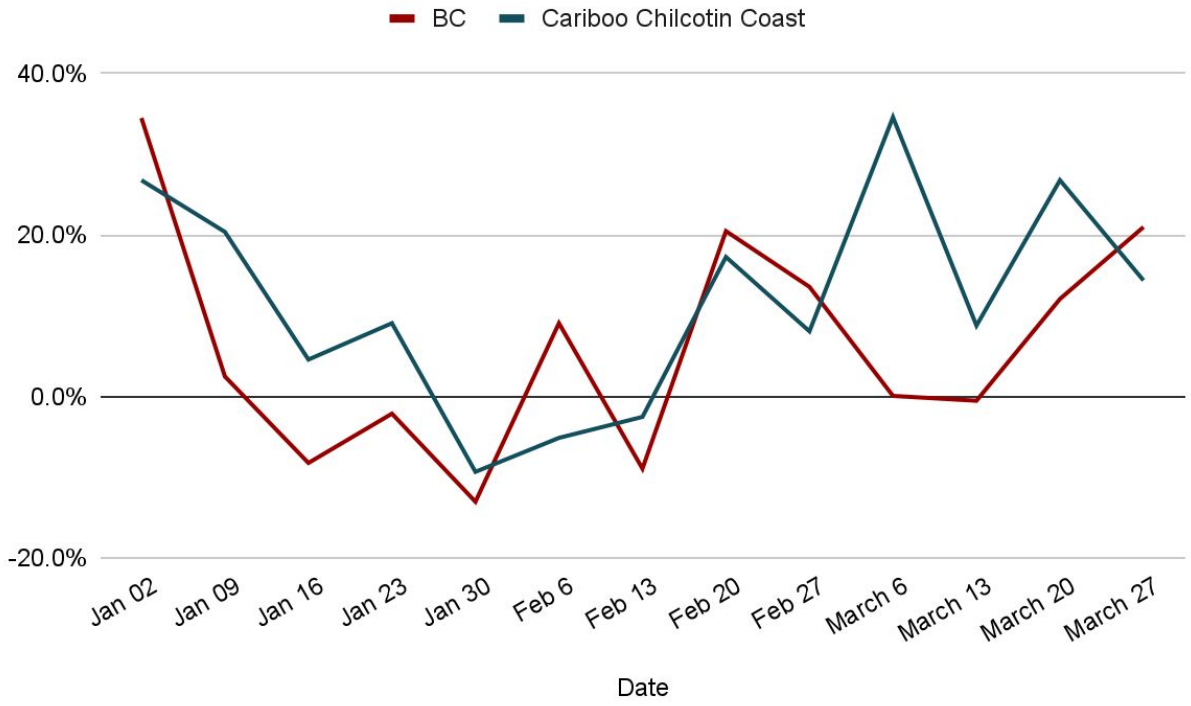
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 12 (Mar 21 - Mar 27, 2022) is **up 14.4%** compared to the same week in 2019
- The Cariboo Chilcotin Coast saw **12.4% more visitation** when compared to British Columbia during Week 12 (Mar 21 - Mar 27, 2022)
- Visitation to the Cariboo Chilcotin Coast **decreased 6.6%** and British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022)

Long Weekends and Holidays:

- New Years Day ~ Jan 1
- Family Day ~ Feb 21

Notes:

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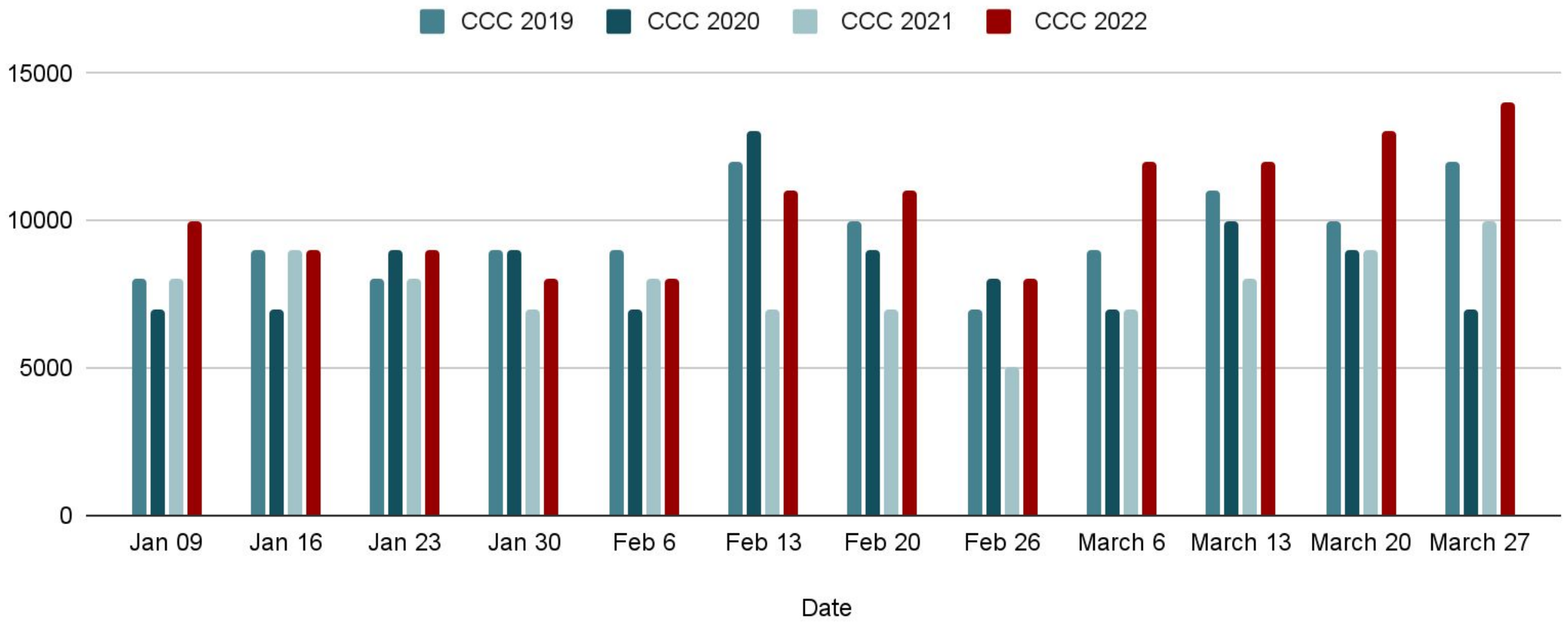
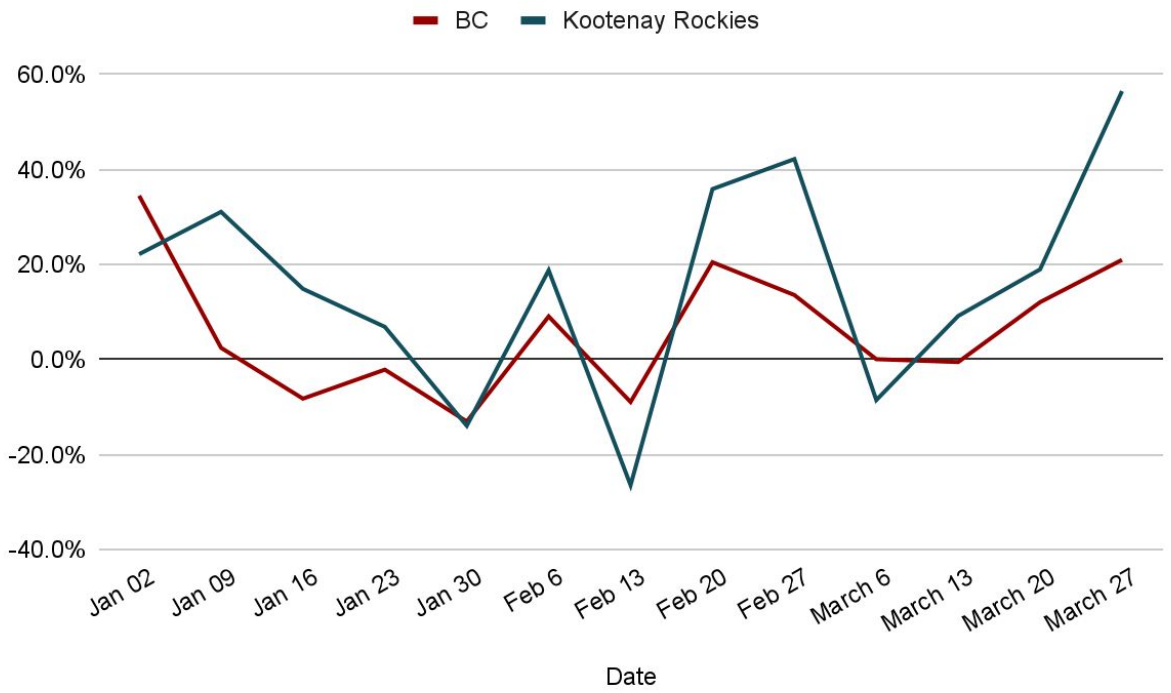
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Cariboo Chilcotin Coast



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 12 (Mar 21 - Mar 27, 2022) is **up 56.5%** compared to the same week in 2019
- The Kootenay Rockies saw **35.5% more visitation** when compared to British Columbia during Week 12 (Mar 21 - Mar 27, 2022)
- Visitation to the Kootenay Rockies **increased by 37.5%** and British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022)

Long Weekends and Holidays:

- New Years Day ~ Jan 1
- Family Day ~ Feb 21

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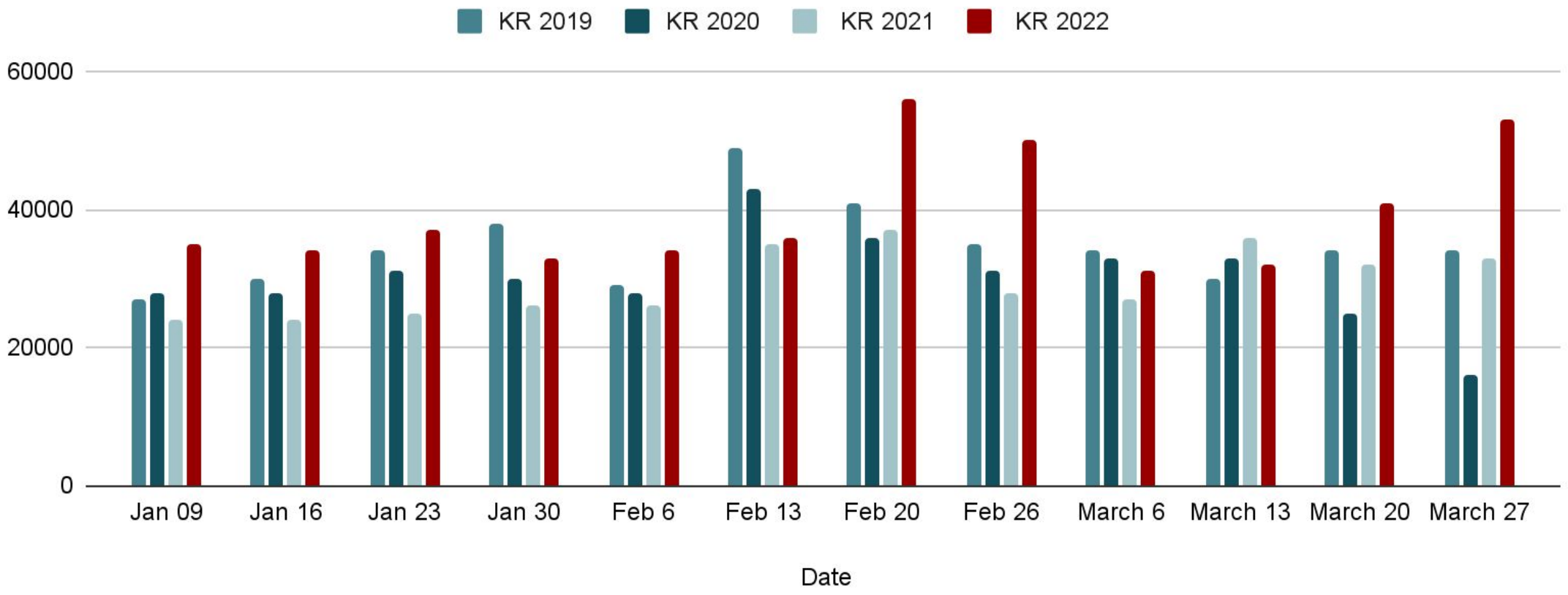
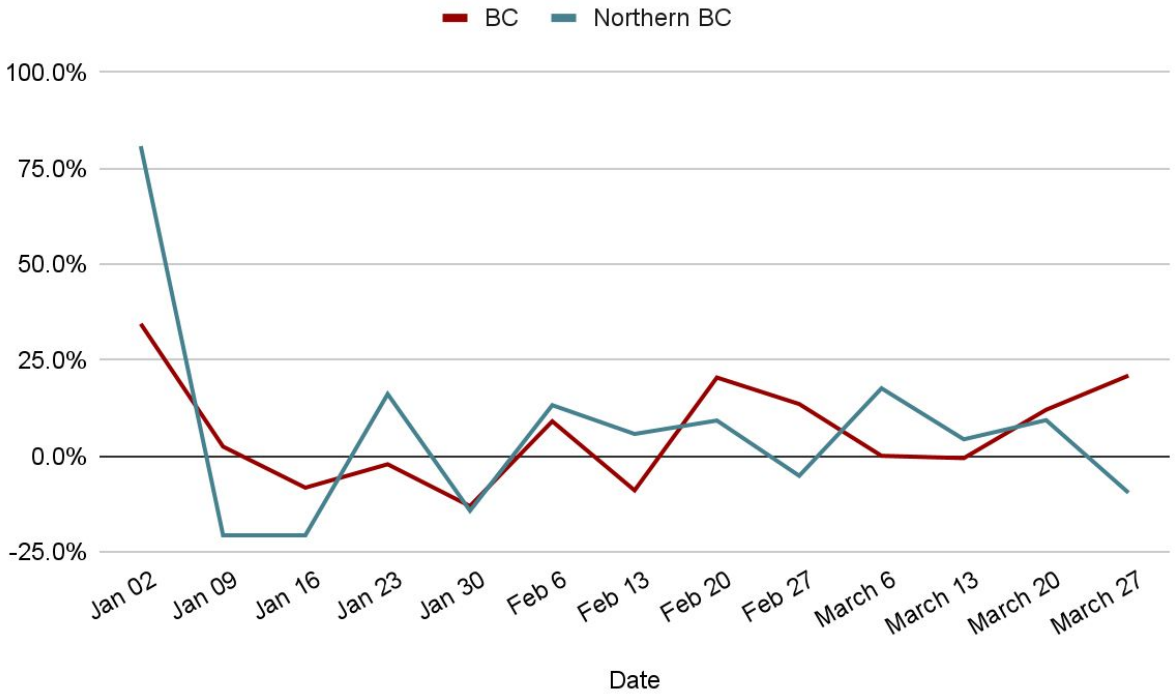
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 12 (Mar 21 - Mar 27, 2022) is **down -9.5%** compared to the same week in 2019
- Northern BC saw **30.5% less visitation** when compared to British Columbia during Week 12 (Mar 21 - Mar 27, 2022)
- Visitation to Northern BC **decreased 18.9%** and British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022)

Long Weekends and Holidays:

- New Years Day ~ Jan 1
- Family Day ~ Feb 21

Notes:

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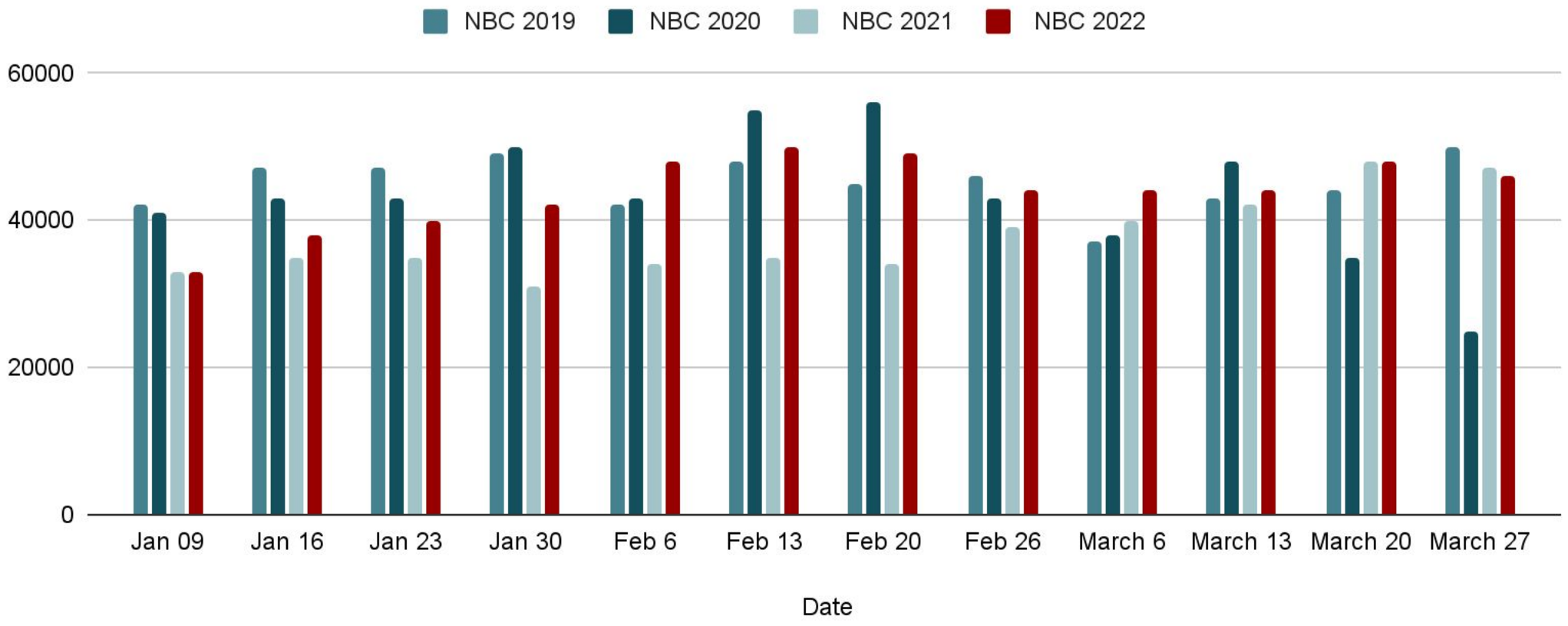
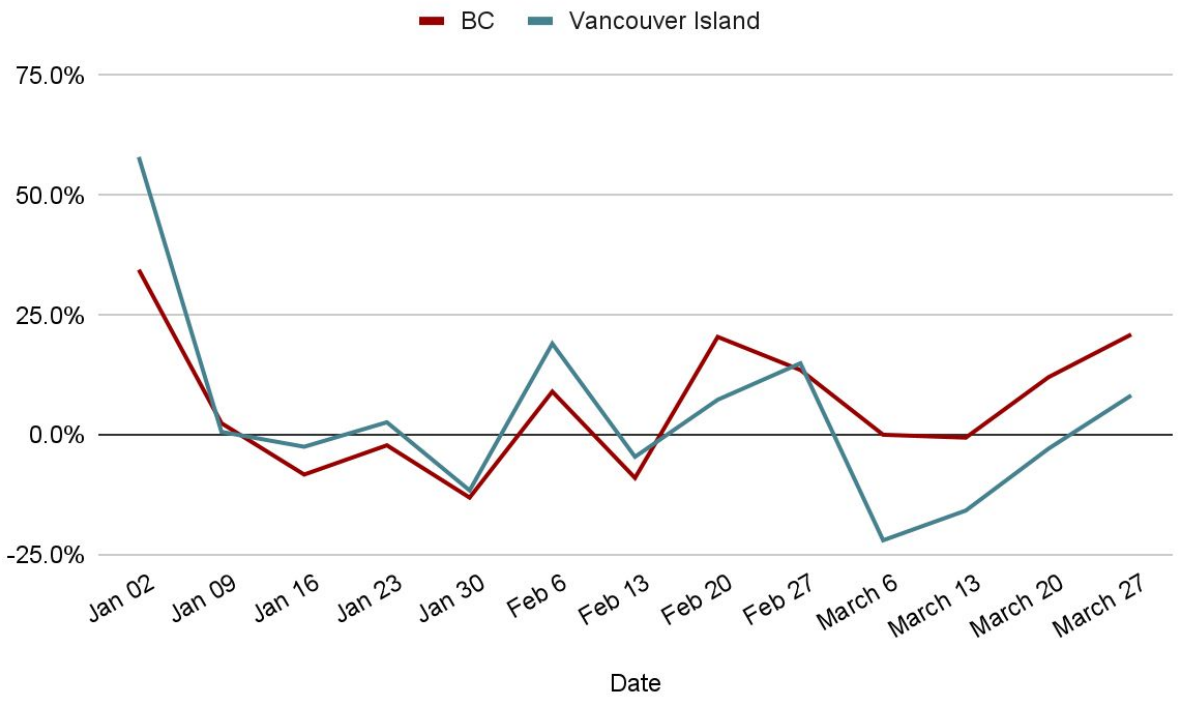
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

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 12 (Mar 21 - Mar 27, 2022) is **up 8.3%** compared to the same week in 2019
- Vancouver Island saw **12.7% less visitation** when compared to British Columbia during Week 12 (Mar 21 - Mar 27, 2022)
- Visitation to Vancouver Island **increased 11.1%** and British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022)

Long Weekends and Holidays:

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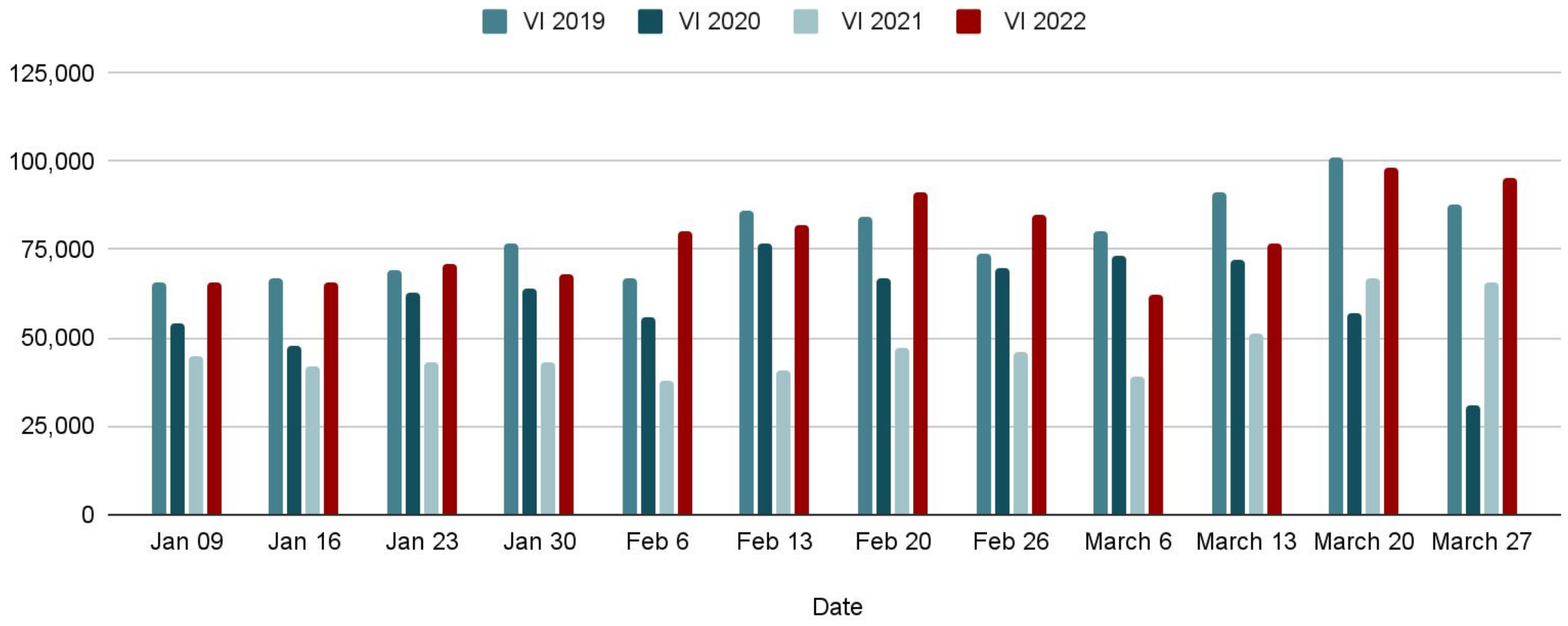
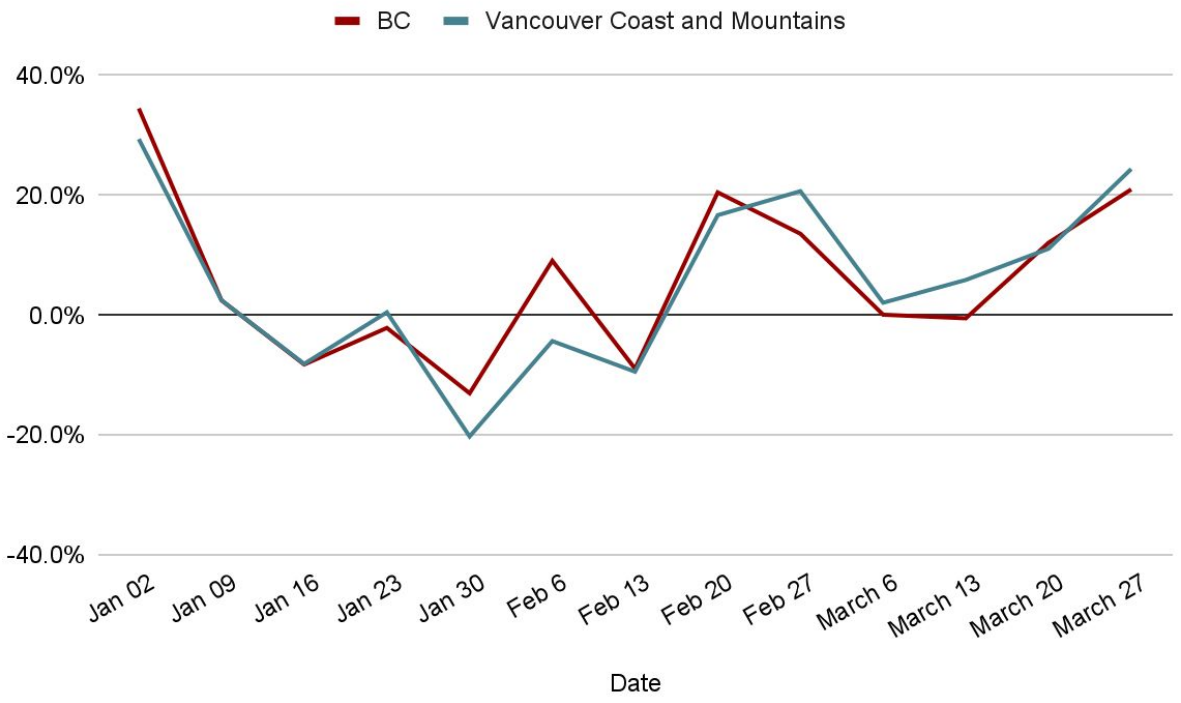
Vancouver Island



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 12 (Mar 21 - Mar 27, 2022) is **up 24.4%** compared to the same week in 2019.
- Vancouver, Coast & Mountains saw **3.4% more visitation** when compared to British Columbia Week 12 (Mar 21 - Mar 27, 2022)
- Visitation to Vancouver, Coast & Mountains **increased by 13.3%** and British Columbia **increased 8.9%** when comparing Week 11 (Mar 14 - Mar 20, 2022) to Week 12 (Mar 21 - Mar 27, 2022)

Long Weekends and Holidays:

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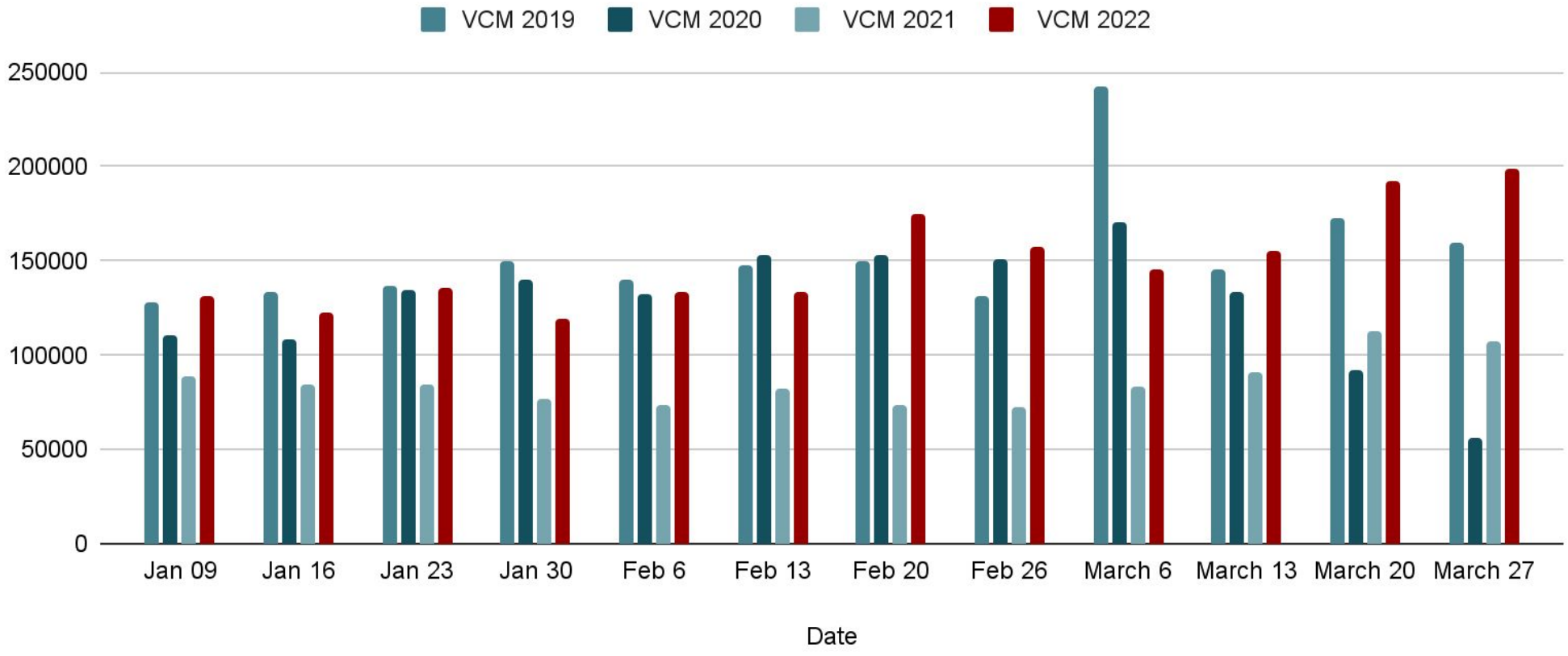
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation

Vancouver, Coast & Mountains



Weekly Visitor Insights

STR Destination Report

March 20, 2022 to March 26, 2022

2022 Weekly Report

bcrts British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

BRITISH COLUMBIA HOTEL ASSOCIATION

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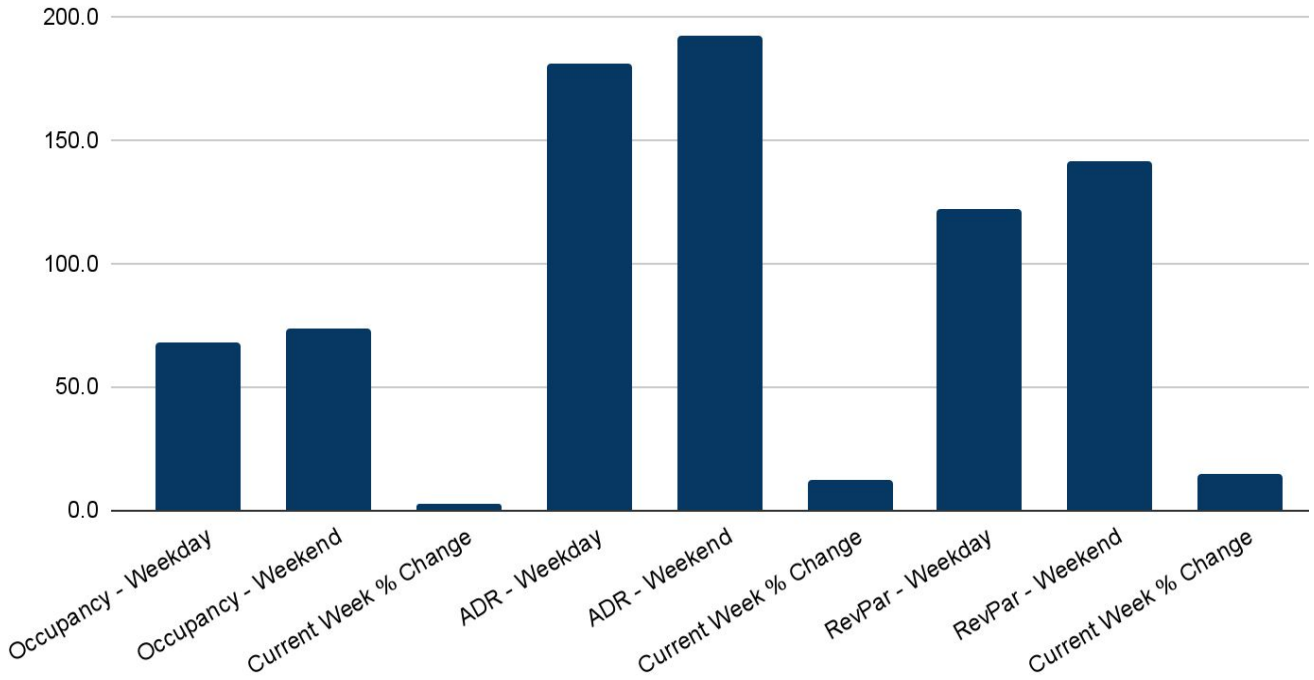
Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending March 26, 2022

STR Summary BC & Regions

March 20 - 26, 2022

- British Columbia had a **67.7%** occupancy from Sunday-Thursday and a **73.3%** occupancy during the weekend, up **2.2%** compared to the same week in 2019.
- British Columbia had an ADR of **$180.87** from Sunday-Thursday and an ADR of **$192.49** during the weekend, up **11.8%** compared to the same week in 2019.
- British Columbia had a RevPAR of **$122.41** from Sunday-Thursday and a RevPAR of **$141.08** during the weekend, up **14.3%** compared to the same week in 2019.



Regional STATS the Weekend of March 25-26, 2022:

- Cariboo Chilcotin Coast: OCC **55.5%** ADR **$141.47** REVPAR **$78.54**
- Kootenay Rockies: OCC **56.1%** ADR **$143.12** REVPAR **$80.22**
- Northern BC: OCC **59.2%** ADR **$129.81** REVPAR **$76.83**
- Thompson Okanagan: OCC **67.8%** ADR **$139.01** REVPAR **$94.29**
- Vancouver Island: OCC **82.0%** ADR **$201.73** REVPAR **$165.40**
- Vancouver: OCC **79.2%** ADR **$189.83** REVPAR **$150.31**
- Whistler: OCC **75.8%** ADR **$509.91** REVPAR **$386.62**

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Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending March 26, 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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