

# Measuring Canadian Travel Patterns

JANUARY 1 - MAY 2, 2021



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 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.





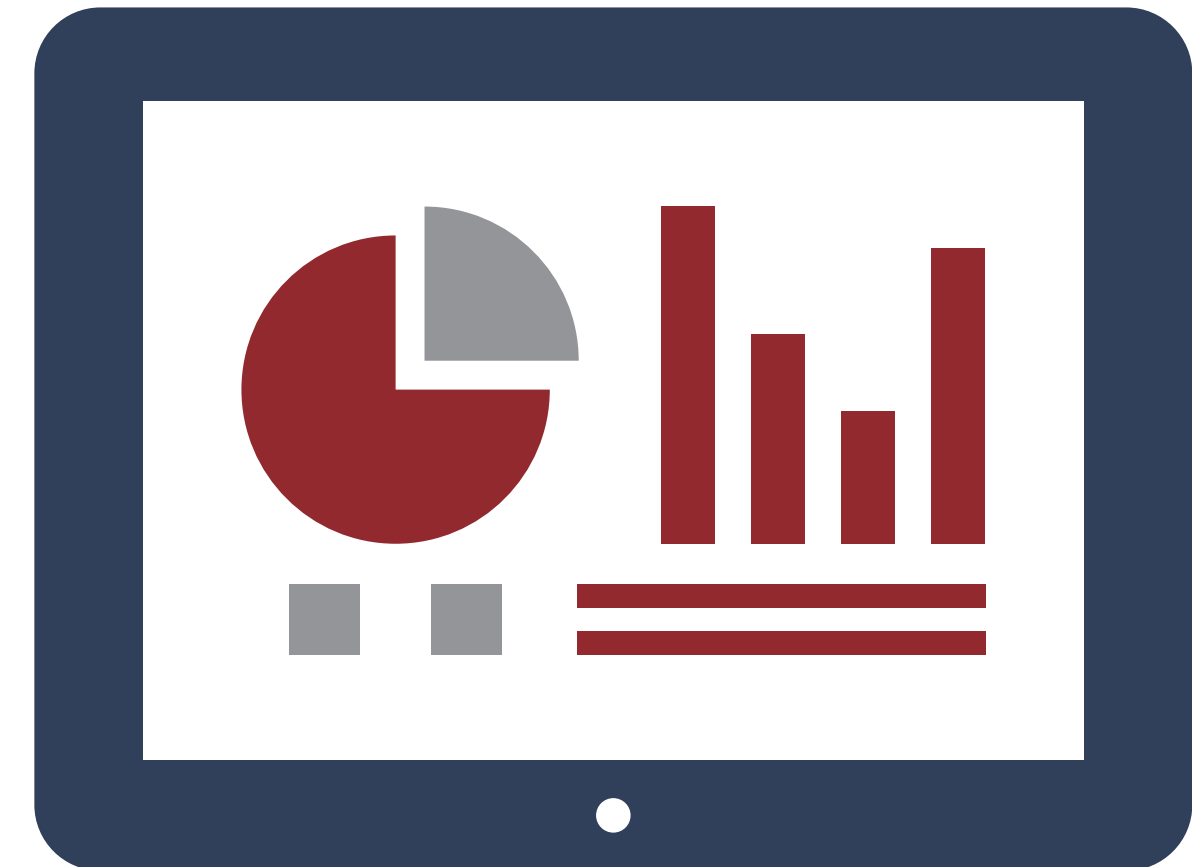
# GLOSSARY

- **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.



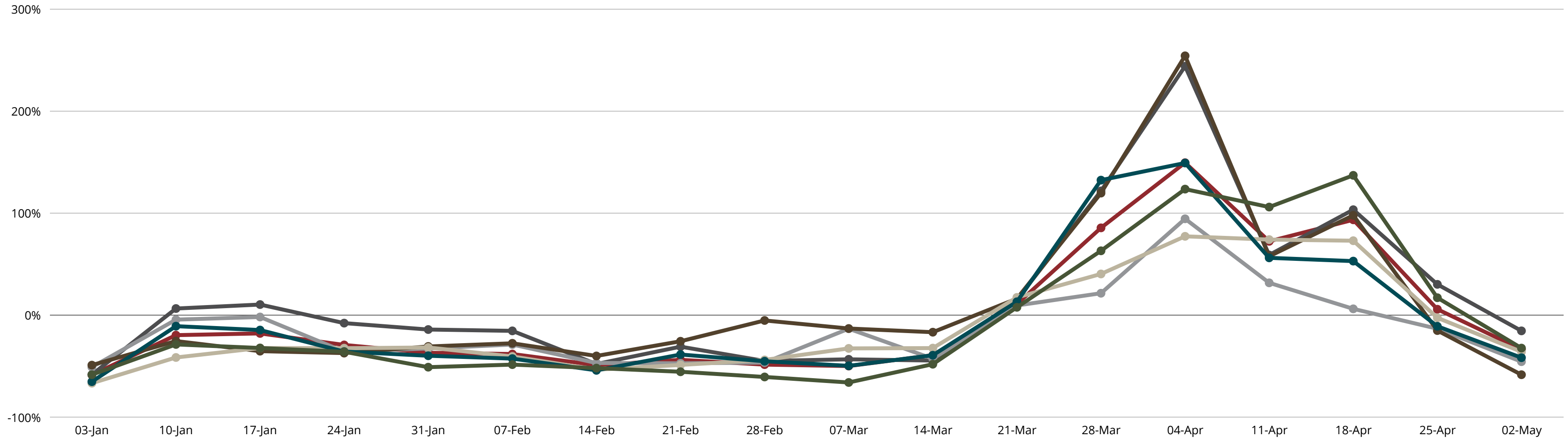
# INTRODUCTION

- 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

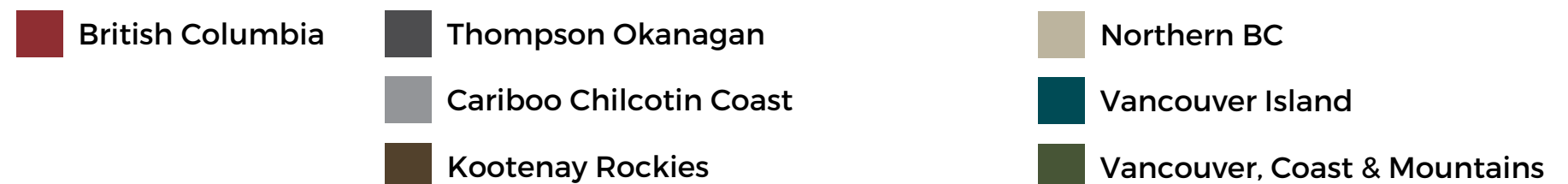


### Key Findings:

- All of the Regions saw a decrease in visitation when comparing Week Week 64 (April 19-25, 2021) to Week 65 (April 26-May 2, 2021).
- British Columbia **decreased by 39%** when comparing Week 64 (April 19-25, 2021) to Week 65 (April 26-May 2, 2021).

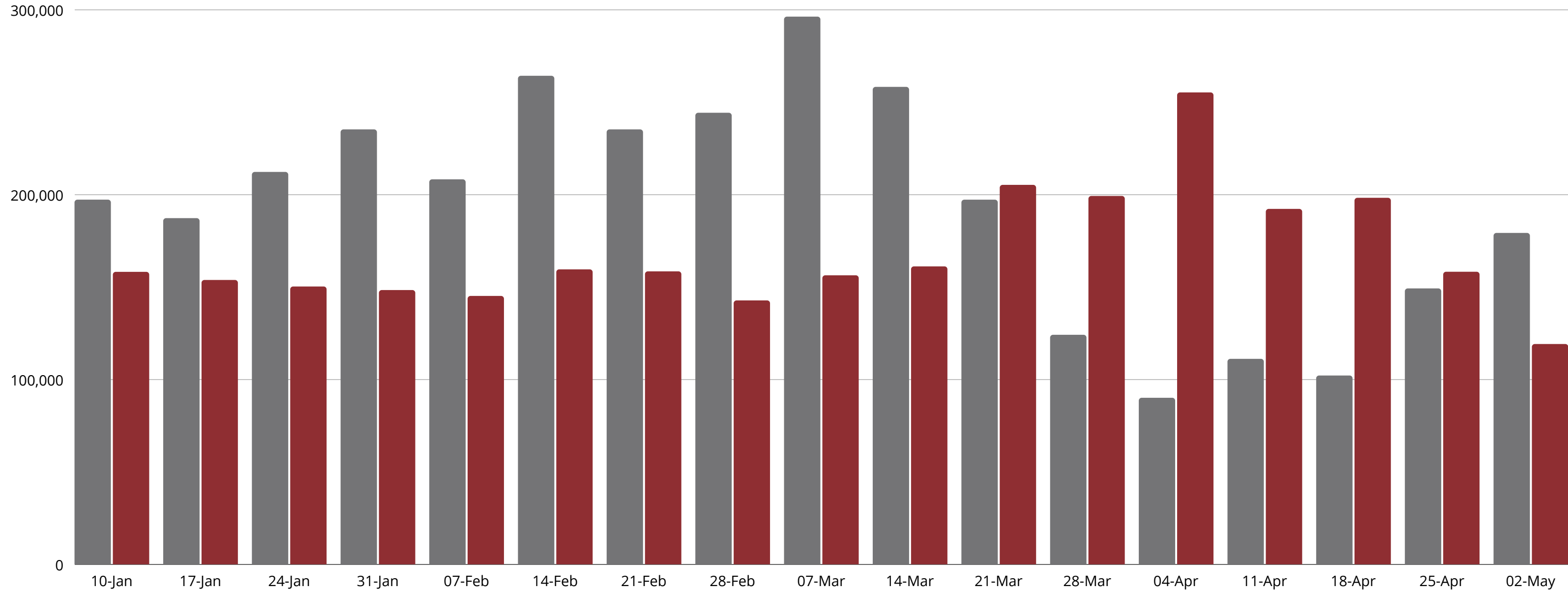
### Notes:

- 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 weeks ending Apr 25 & May 2 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.



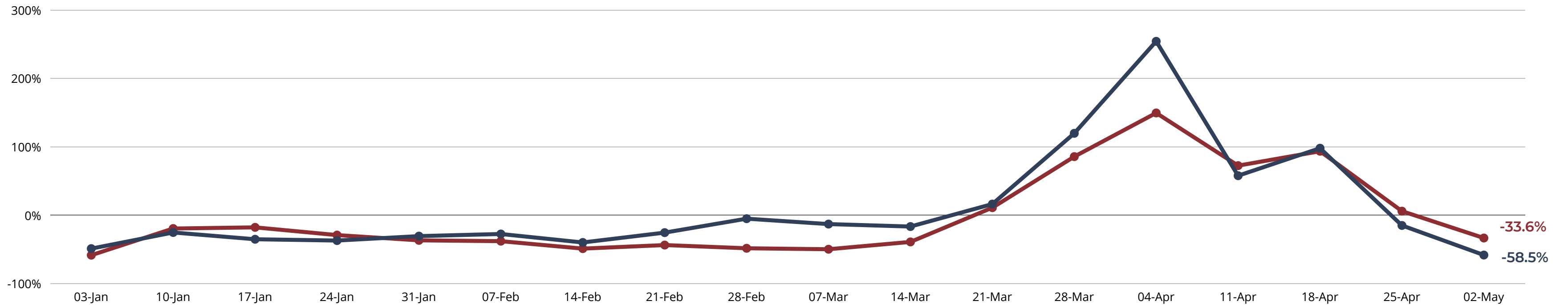
# DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

## BRITISH COLUMBIA



# DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

## KOOTENAY ROCKIES



### Key Findings:

- The Kootenay Rockies saw **25% less visitation** when compared to British Columbia during Week 65 (April 26-May 2, 2021).
- Visitation to the Kootenay Rockies **decreased by 43%** and British Columbia **decreased by 39%** when comparing Week 64 (April 19-25, 2021) to Week 65 (April 26-May 2, 2021).

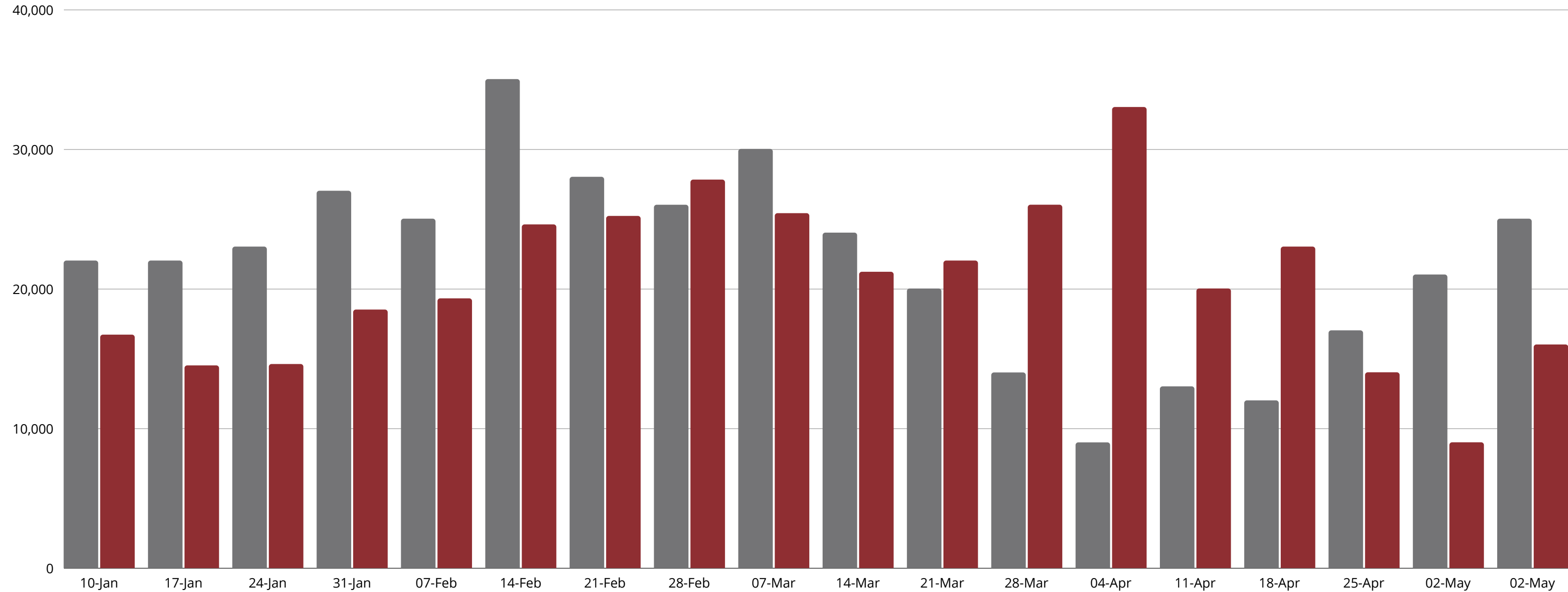
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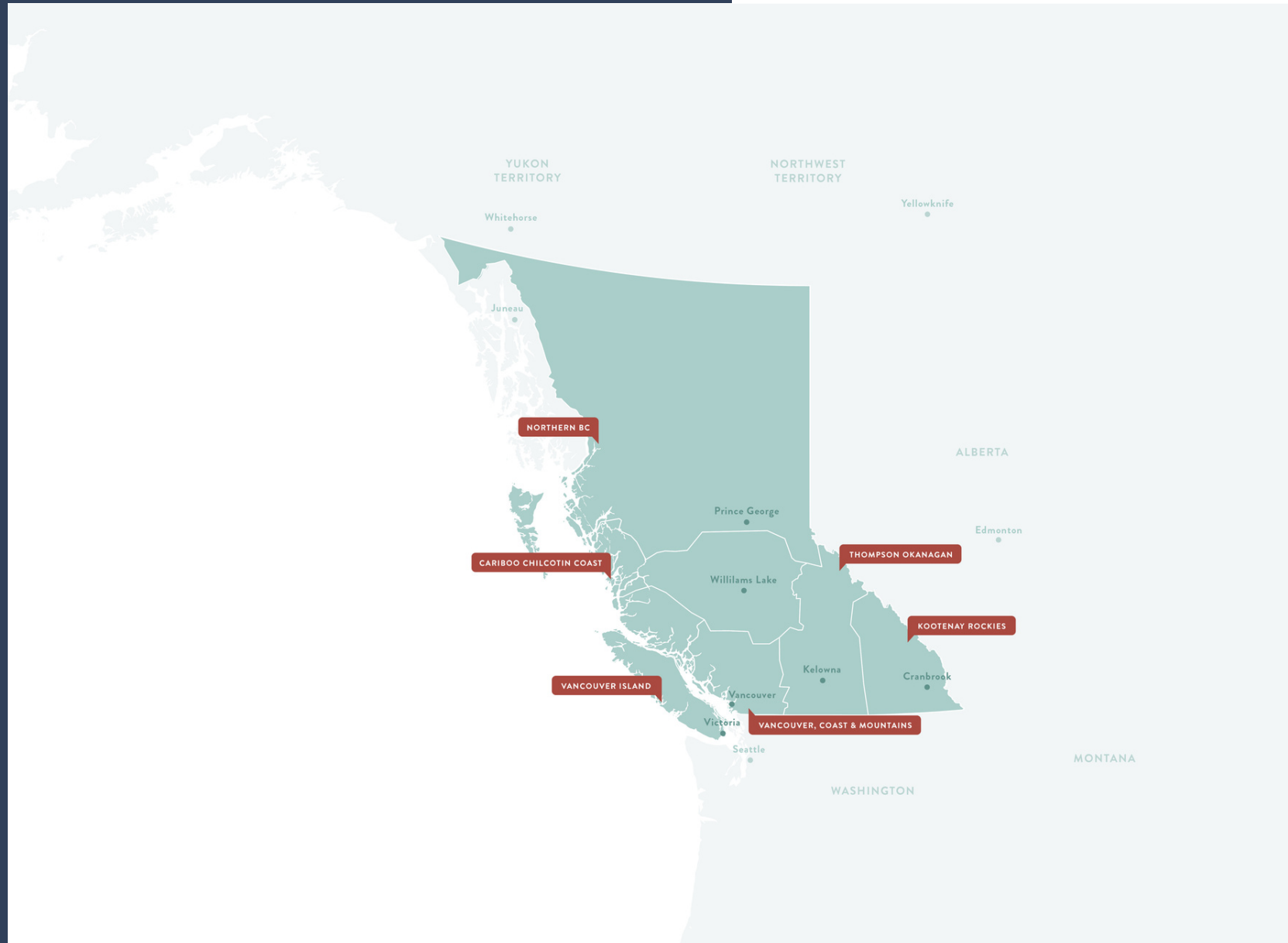
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# DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

## KOOTENAY ROCKIES





# STR Destination Report

APRIL 25-MAY 1, 2021



SYMPHONY  
TOURISM  
SERVICES  
INSPIRED NAVIGATION



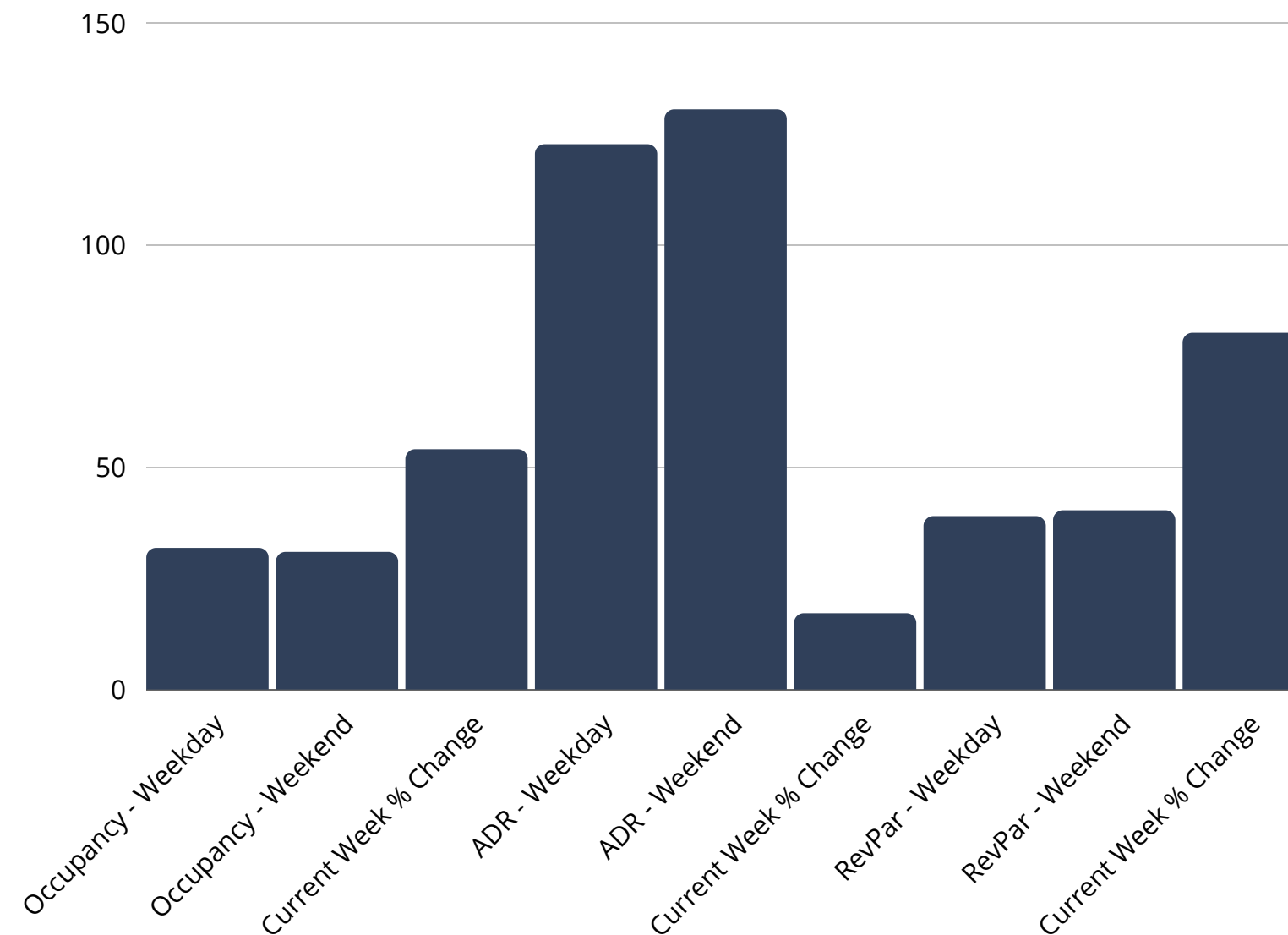
BRITISH COLUMBIA  
HOTEL ASSOCIATION



# BRITISH COLUMBIA SUMMARY

## APRIL 25-MAY 1, 2021

- British Columbia had a **31.7%** occupancy from Monday-Friday and a **30.8%** occupancy during the weekend
  - Compared to the week of April 26, 2020, total occupancy is up **53.9%**
- British Columbia had an ADR of **122.52** from Monday-Friday and an ADR of **130.37** during the weekend
  - Compared to the week of April 26, 2020, total ADR is up **17%**
- British Columbia had a RevPAR of **38.85** from Monday-Friday and a RevPAR of **40.16** during the weekend
  - Compared to the week of April 26, 2020, total RevPAR is up **80.1%**



Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending May 1, 2021

# 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

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

**Kelly Galaski**

*Managing Director, Symphony Tourism Services*

Email: [kelly@totabc.com](mailto:kelly@totabc.com)

Phone: 778.721.5448



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INSPIRED NAVIGATION