

Measuring Canadian Travel Patterns

JANUARY 1 - MAY 16, 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.



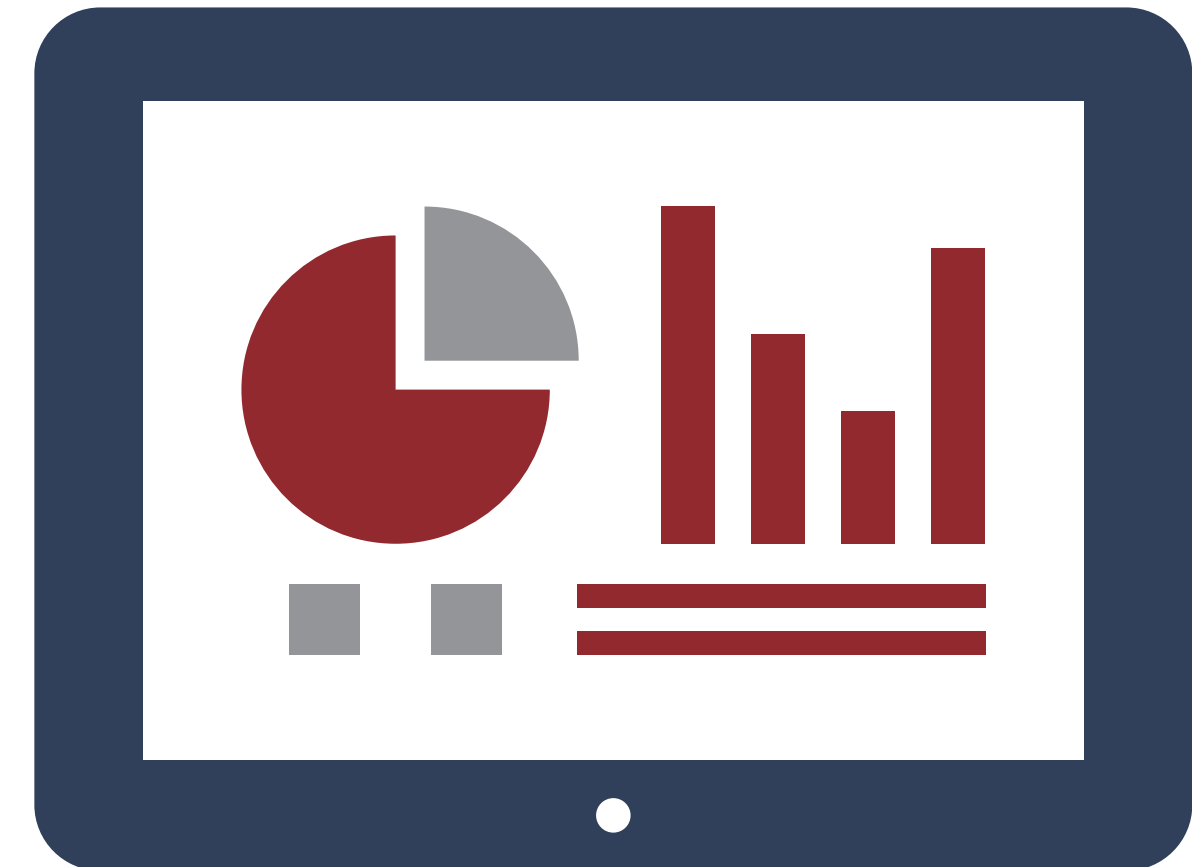
GLOSSARY

- **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.



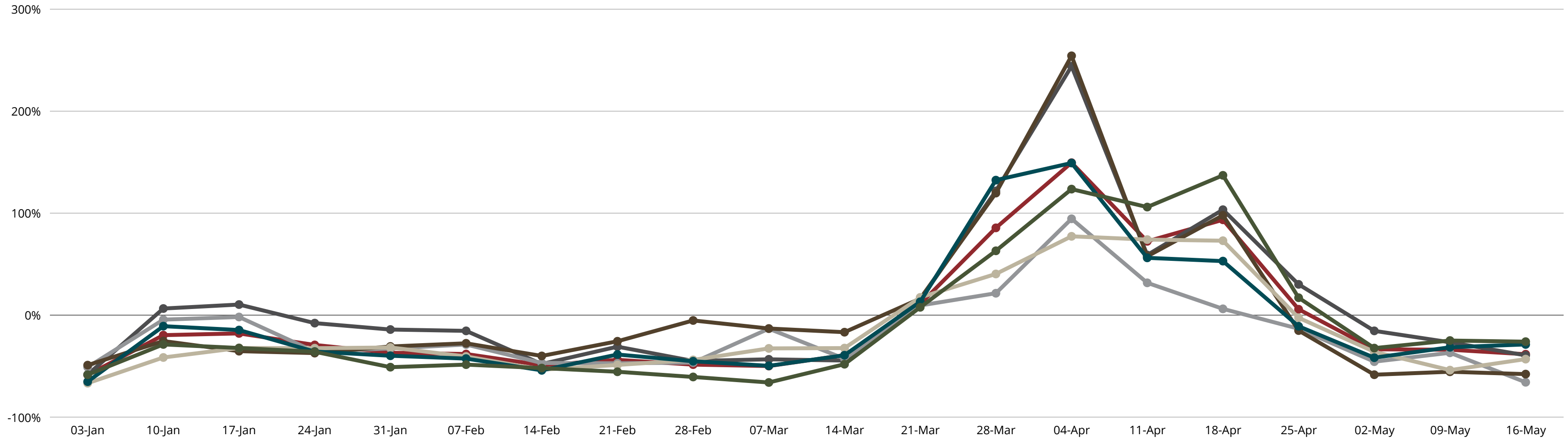
INTRODUCTION

- 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

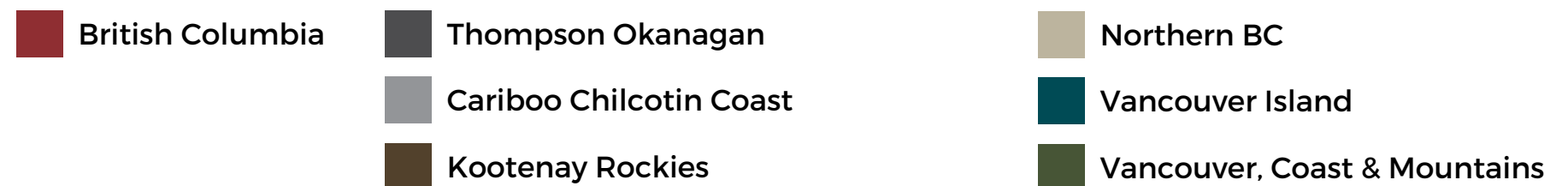


Key Findings:

- Northern BC, Vancouver Island and Vancouver, Coast & Mountains saw a slight increase in visitation when comparing Week 66 (May 3-9, 2021) to Week 67 (May 10-16, 2021). The Thompson Okanagan, Cariboo Chilcotin Coast and the Kootenay Rockies saw a decrease.
- British Columbia **decreased by 4%** when comparing Week 66 (May 3-9, 2021) to Week 67 (May 10-16, 2021).

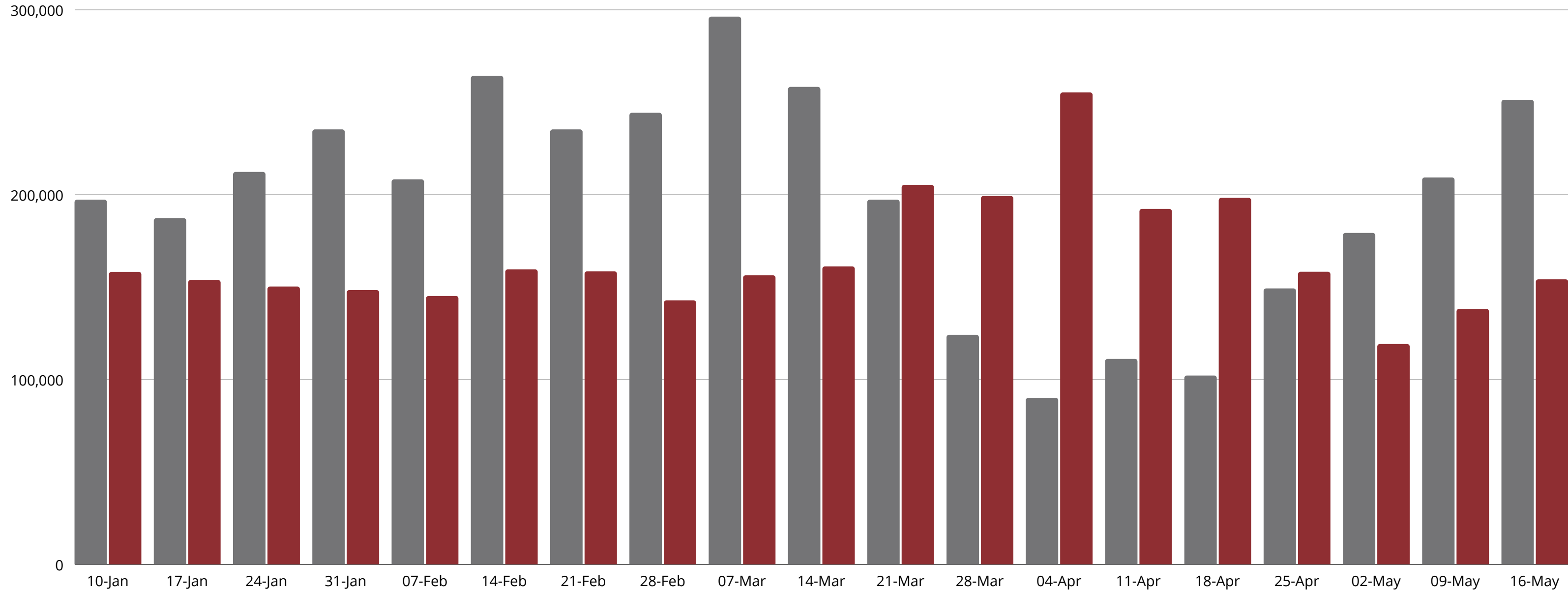
Notes:

- 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 since Apr 19 reflecting latest 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.



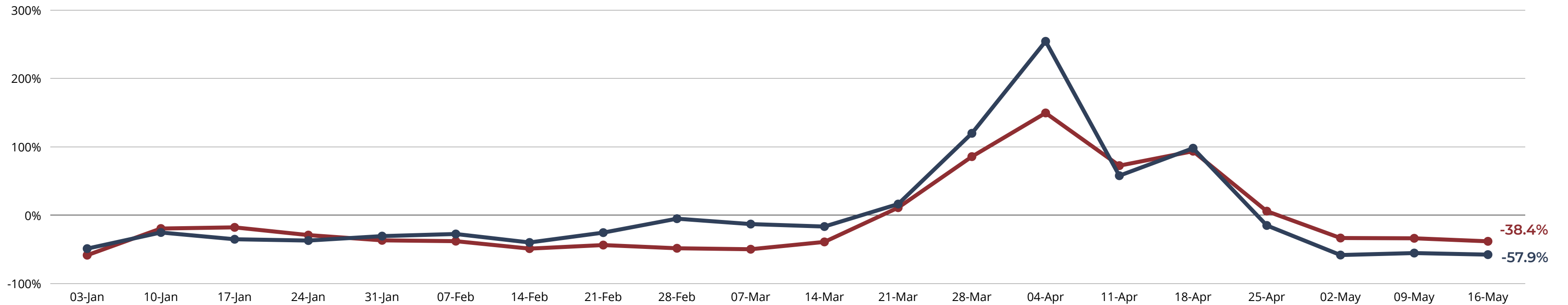
DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

BRITISH COLUMBIA



DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

KOOTENAY ROCKIES



Key Findings:

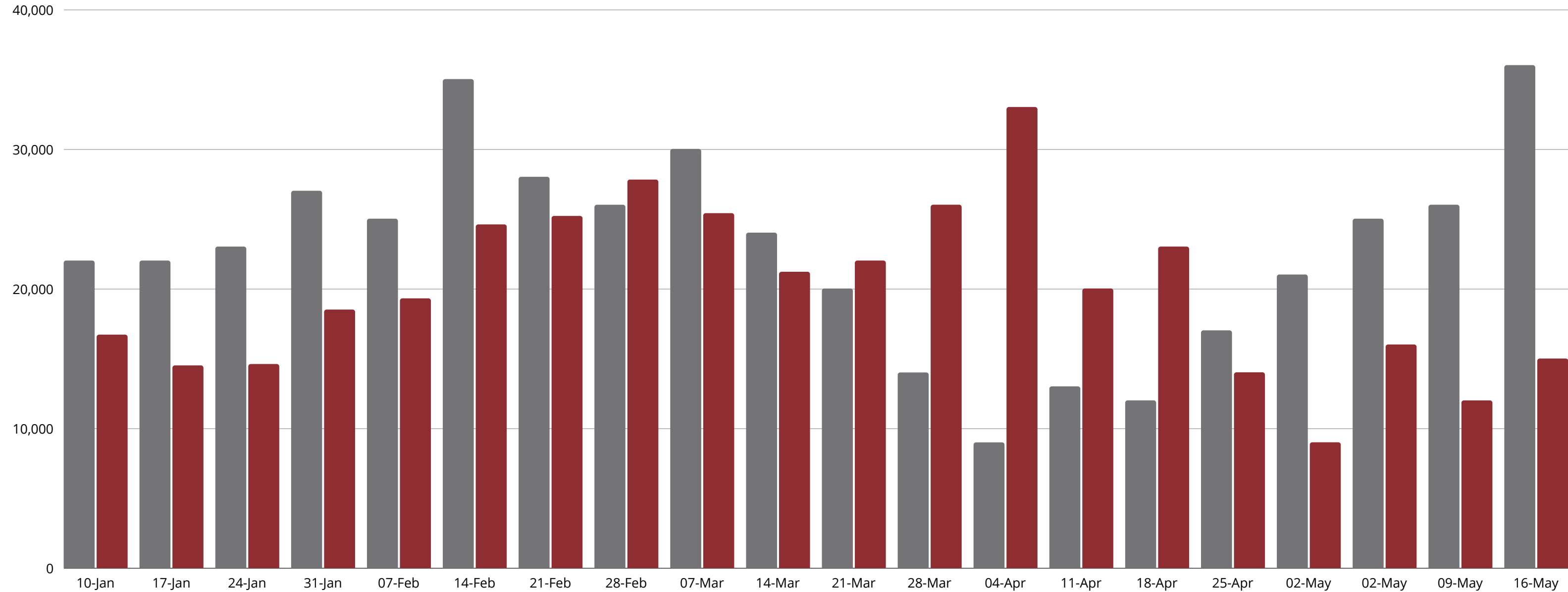
- The Kootenay Rockies saw **20% less visitation** when compared to British Columbia during Week 67 (May 10-16, 2021).
- Visitation to the Kootenay Rockies **decreased by 2%** and British Columbia **decreased by 4%** when comparing Week 66 (May 3-9, 2021) to Week 67 (May 10-16, 2021).

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DOMESTIC OVERNIGHT VISITORS - WEEKLY YEAR OVER YEAR VARIATION

KOOTENAY ROCKIES





STR Destination Report

MAY 9-15, 2021



SYMPHONY
TOURISM
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INSPIRED NAVIGATION



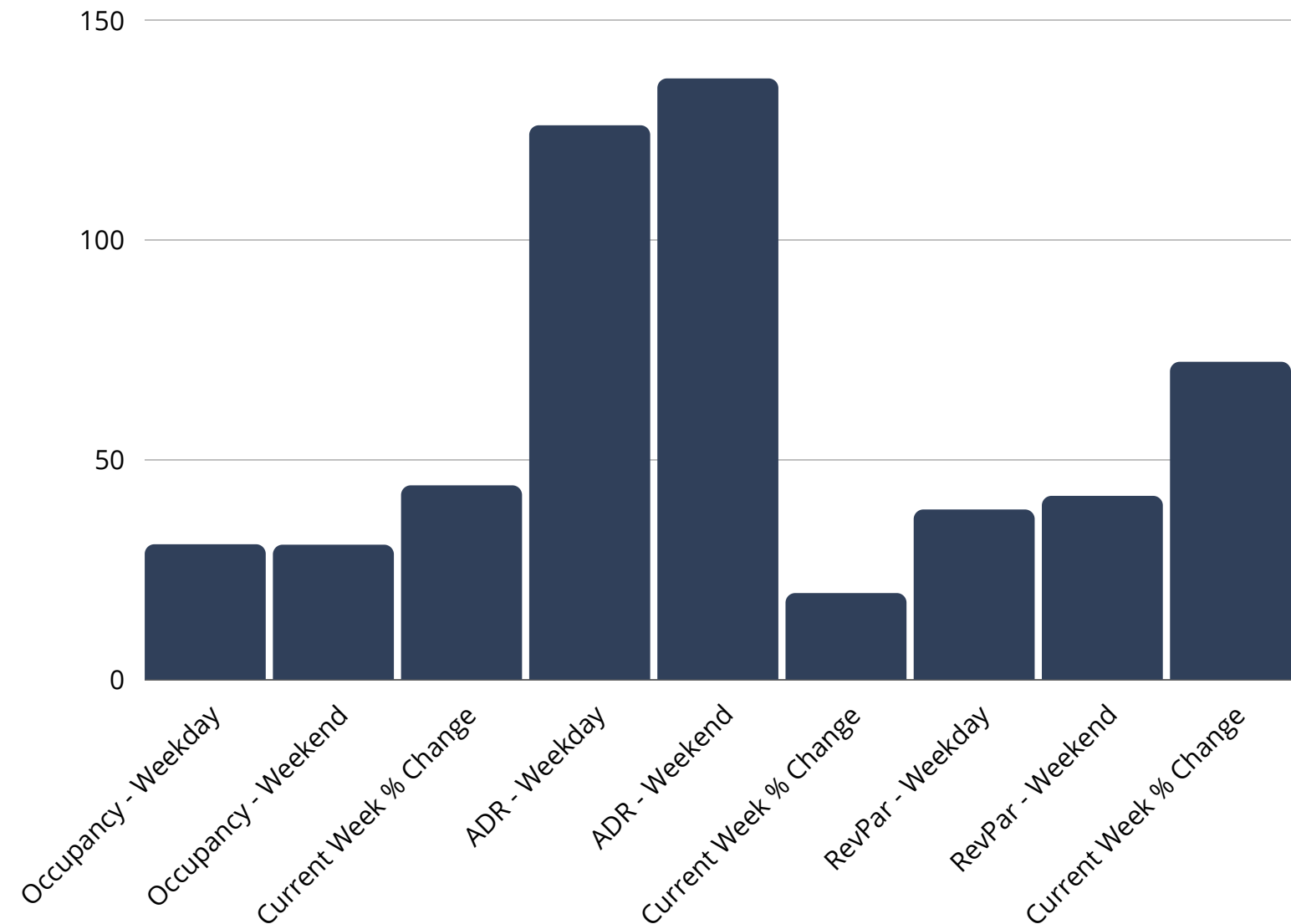
BRITISH COLUMBIA
HOTEL ASSOCIATION



BRITISH COLUMBIA SUMMARY

MAY 9-15, 2021

- British Columbia had a **30.6%** occupancy from Monday-Friday and a **30.5%** occupancy during the weekend
 - Compared to the week of May 10, 2020, total occupancy is up **44%**
- British Columbia had an ADR of **125.89** from Monday-Friday and an ADR of **136.55** during the weekend
 - Compared to the week of May 10, 2020, total ADR is up **19.5%**
- British Columbia had a RevPAR of **38.51** from Monday-Friday and a RevPAR of **41.61** during the weekend
 - Compared to the week of May 10, 2020, total RevPAR is up **72.1%**



Source: STR/BCHA/BCRTS Destination Weekly Report - Week ending May 15, 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

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