



HOW TO Use the Weekly Tracker

What does the Weekly Measuring
Canadian Travel Patterns Report tell us?

bcrts

British Columbia
Regional Tourism
Secretariat

A scenic view of a mountain range with snow-capped peaks, a lake, and a hiker in the foreground. The hiker is wearing a red backpack and is standing on a rocky ridge, looking out over the landscape. The mountains are rugged and have patches of snow. The lake is calm and reflects the surrounding scenery. The sky is cloudy.

How-to Guide 1

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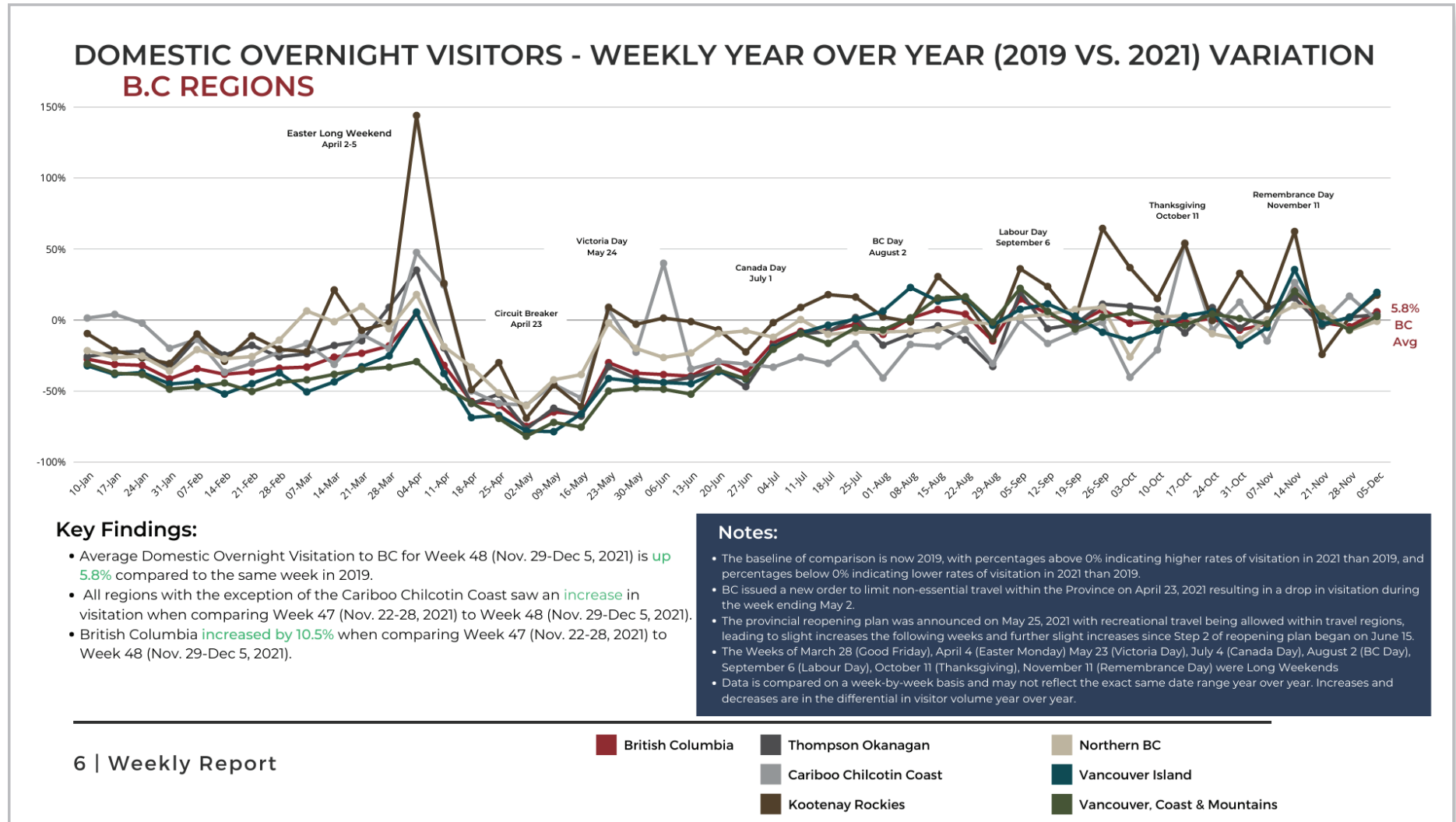
What is the “Weekly Tracker” and how do we get the data on our domestic visitor numbers?



*The weekly Measuring Canadian Travel Patterns report—*what we call the Weekly Tracker for short—is a report updated each week with data on the movement of Canadians through our tourism regions.

Here's what it looks like for 2021, comparing visitor volume to 2019.

This example graph shows all of the BC tourism regions compared together, and each region has its own section in the report.



The line graph shows us the variation from 2019. When the line goes above 0% that means that Canadians, including BC travellers and travellers within our own regions, have been visiting at a higher rate than in 2019. When the line under 0% or negative, it means that there is less volume of visitors than in 2019. Normally the comparison year would be the previous year, but due to the pandemic, we switched to comparing to a “normal” or benchmark year.



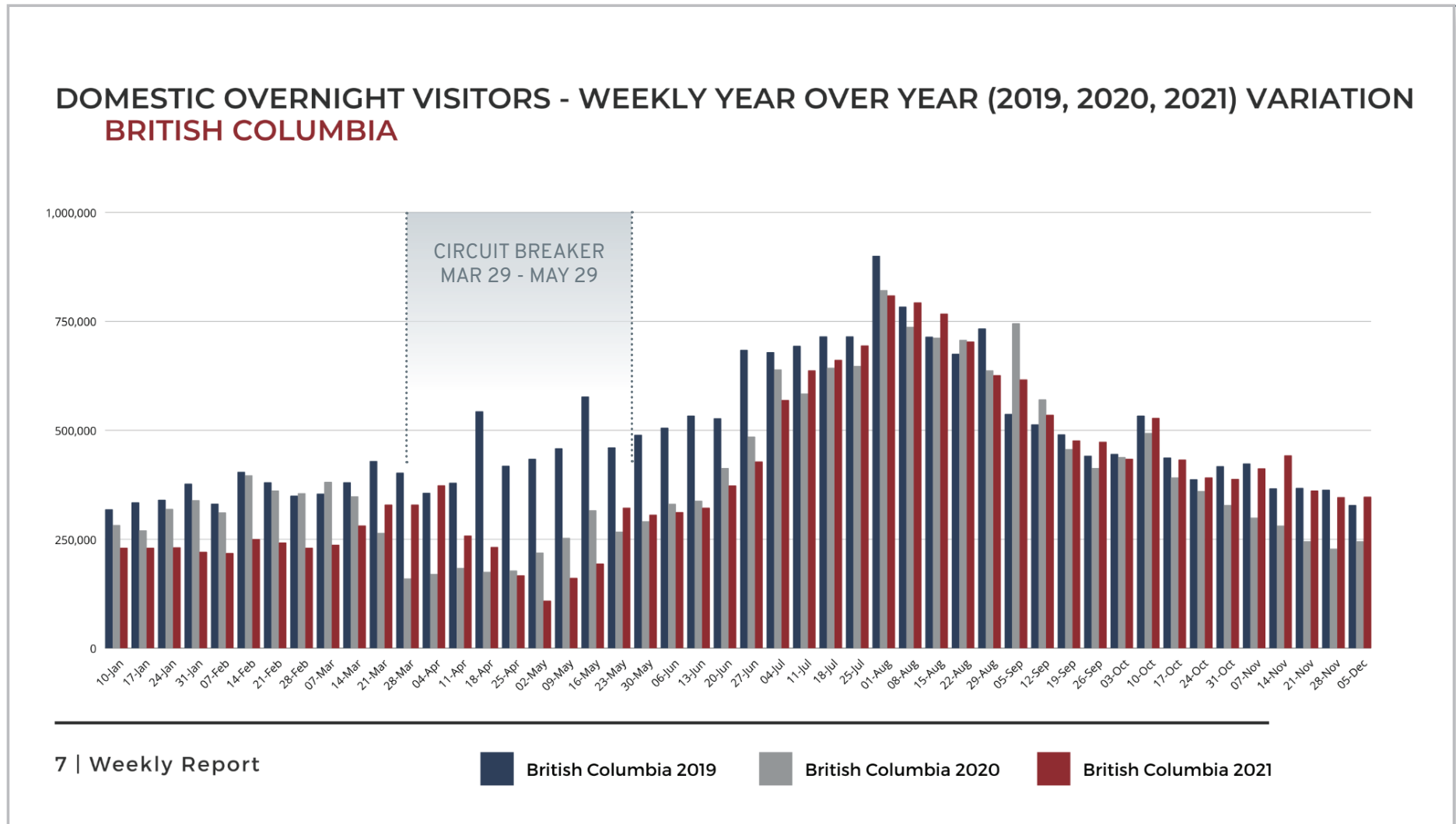
When the line goes above 0% it means there are **more visitors** than 2019.



When the line goes below 0% it means there are **fewer visitors** than 2019.

This next graph shows us the volume of visitors by visitor count.

The bar graph shows visually the amount of visitors in 2021 vs 2020 and 2019.





You can see that the circuit breaker in April led to huge reductions in visitation across BC throughout May.



We start to see the gap closing around June & July.



Later in the fall we can see that the volume of visitors is relatively close to 2019, likely to delayed summer travels and Canadians travelling to BC as an alternative to international travel.



What does this mean for your businesses?

This is a tool for you to compare your own peaks and valleys in demand at your own business, with that of the province or your specific region. It is helpful for you to understand what is going on at the macro level each week to have more context around what is happening in your community and with your business.

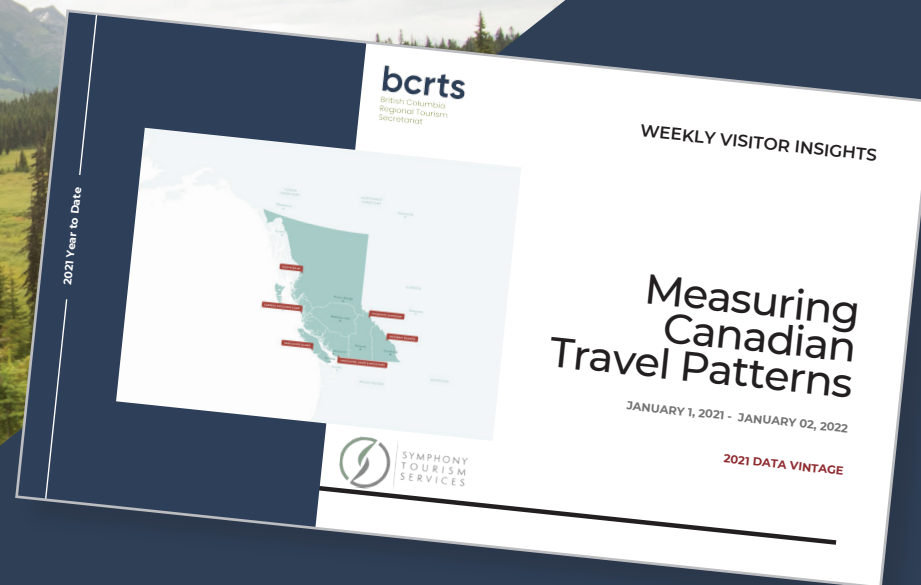
What does it tell us about seasonality?

We know that BC's high season is typically July and August. This shows us when the peaks begin and when they start to fall. Do the seasons line up with your busy and slower times? One of the goals of Destination BC and the Regional DMOs of the BC Regional Tourism Secretariat is to increase seasonal dispersion—essentially, flatten the curve so that more businesses can benefit from a longer season, starting early in the spring and lasting longer through the fall and into the winter. This reduces pressures in the summer months and increases stability for businesses across the year. By seeing visually what is happening week over week and year over year we can measure our progress in this regard.



Where do you see opportunities for growth or times where marketing should be focused? If your goal is to increase your business throughout the year, marketing efforts can be focused on spring and fall, alongside new products and experiences that target visitors who enjoy a broader range of activities including cultural experiences, throughout the year, versus focusing on the summer months that are already busy.





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