

STR and Environics Domestic  
VisitorView

# Measuring Canadian Travel Patterns

January 18, 2024 Update

2024 Weekly Report



SYMPHONY  
TOURISM  
SERVICES



ENVIRONICS  
RESEARCH

# Purpose

- As the tourism industry navigates recovery from the COVID-19 global pandemic, the British Columbia Regional Tourism Secretariat (BCRTS) continues to provide baseline research to support the industry as it moves forward
- The Measuring Canadian Travel Patterns report was created to help industry understand their weekly domestic visitors
- By combining the weekly STR report and Environics' VisitorView data, industry has up to date insights for their destination and can plan strategically how and what visitors to attract
- This report focuses on visitor analysis to **British Columbia**





# VisitorView 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.

## 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 2022, with percentages above 0% indicating higher rates of visitation in 2023 than 2022, and percentages below 0% indicating lower rates of visitation in 2023 than 2022.
- Weekly comparisons may not reflect the exact same date between the two comparison years. Therefore holiday weekends may fall on different weeks and result in higher peaks in the current year. Please refer to the Appendix for date conversions.

# STR Methodology

- On a daily, weekly and monthly basis, STR processes performance data from hotels all across BC and the world. This data is submitted straight from the source: chain headquarters, management companies, owners and directly from independent hotels. The data used to understand the BC tourism regions' performance compared to BC as a whole and to each other.
- STR delivers confidential data on hotel occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPar), for markets such as the tourism regions of BC and for individual companies who participate.

- **Participate in the STR “STAR” report: Submit your data and receive free reports benchmarking your performance against your market. Sign up today for free here:**  
<https://surveys.str.com/s3/Hotel-Enrollment-Form>

(or)

- **Email [info@str.com](mailto:info@str.com) to request more information**







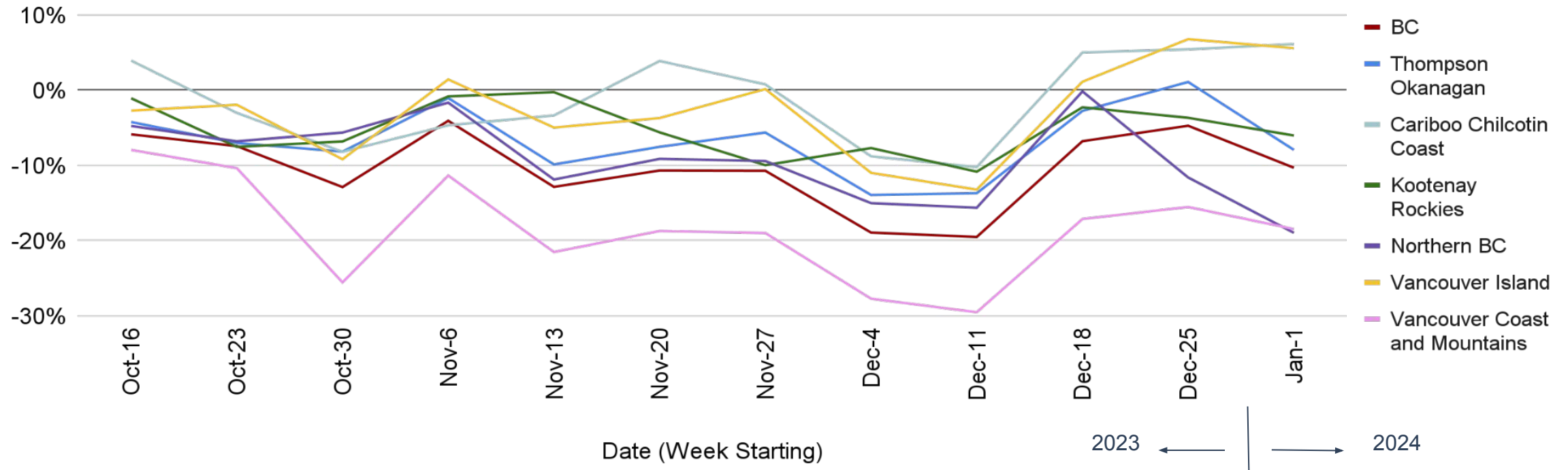
# Domestic Overnight Visitors

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Environics Canada

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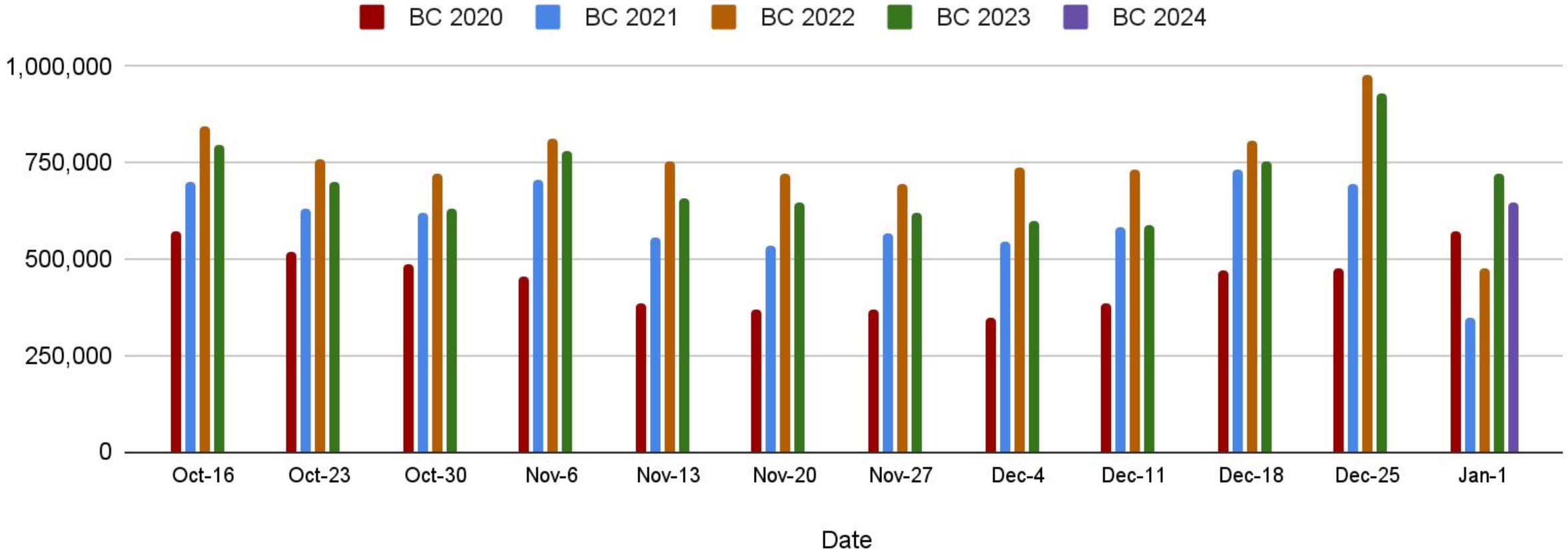
# Domestic Overnight Visitors - Weekly Year Over Year (2024 vs 2023) Variation BC & Regions



## Key Findings

- Average Domestic Overnight Visitation to BC for Week 1 (January 1 - January 7, 2024) is **down 10.3%** compared to the same week in 2023.
- When comparing Week 1 to Week 52 (December 25 - December 31, 2023), all regions saw a **decrease** in visitation.
- British Columbia **decreased** when comparing Week 1 to Week 52.

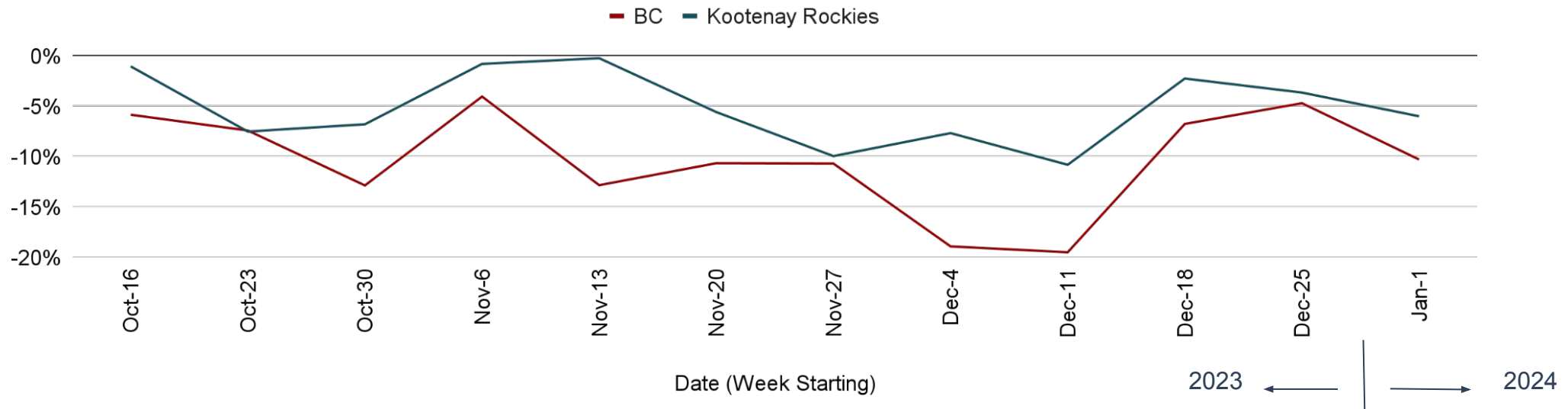
# Domestic Overnight Visitors Count - Weekly Year Over Year (2020, 2021, 2022, 2023, 2024) British Columbia





# Domestic Overnight Visitors - Weekly Year Over Year (2024 vs 2023) Variation

## Kootenay Rockies



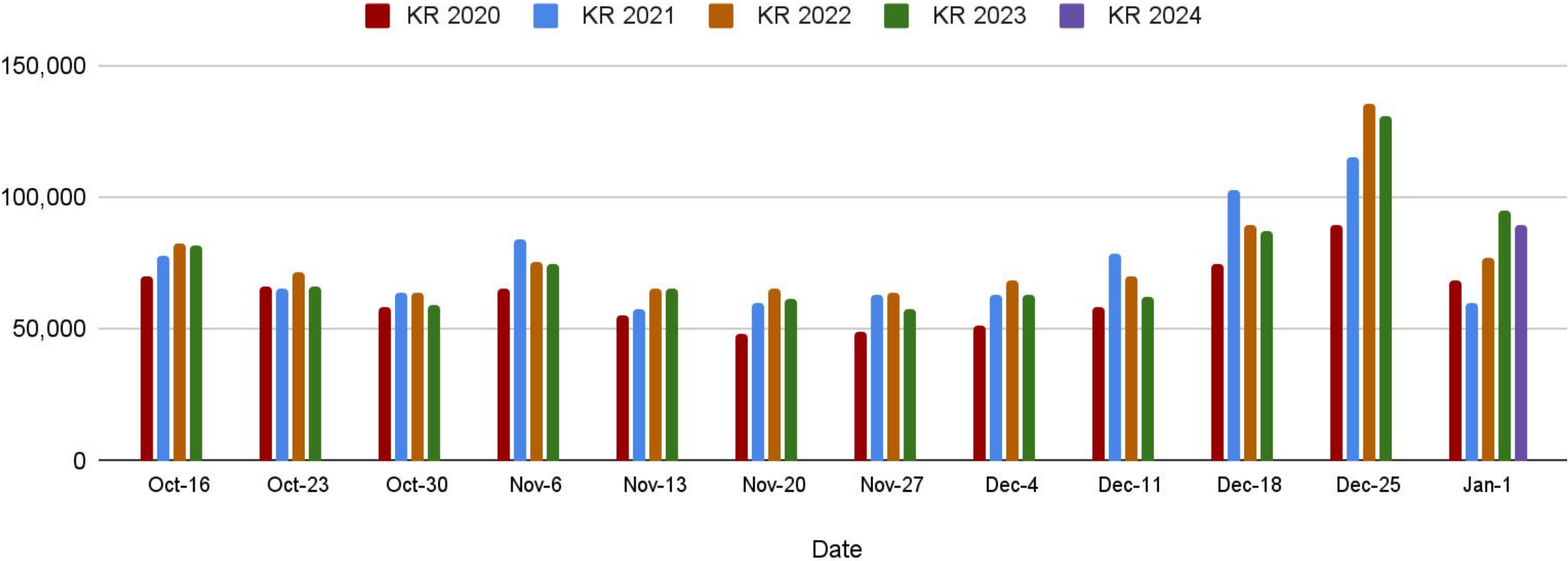
### Key Findings

- Domestic Overnight Visitation to the Kootenay Rockies for Week 1 (January 1 - January 7, 2024) was **down 6%** compared to the same week in 2023
- Visitation to the Kootenay Rockies **decreased by 31.6%** comparing current week to the previous week
- British Columbia **decreased 30.5%** when comparing current week to the previous week
- Year over year Kootenay Rockies saw a percentage change in visitation **less** pronounced than BC.



# Domestic Overnight Visitors Count - Weekly Year Over Year (2020, 2021, 2022, 2023, 2024)

## Kootenay Rockies







# STR Hospitality Summary

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STR/BCHA



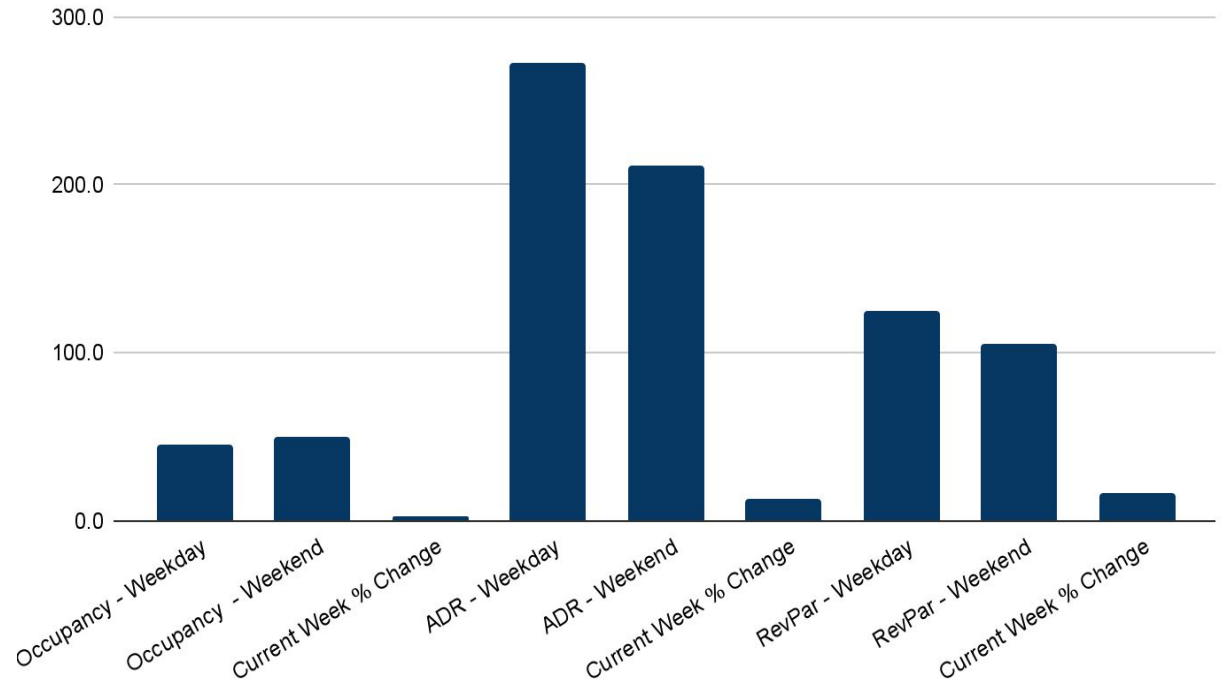
# STR Summary BC & Regions

## December 31, 2023- January 6, 2024

- British Columbia had a **45.8%** occupancy from Sunday-Thursday and a **49.9%** occupancy during the weekend, up **2.8%** compared to the same week in 2023
- British Columbia had an ADR of **\$272.3** from Sunday-Thursday and an ADR of **\$212.0** during the weekend, up **12.9%** compared to the same week in 2023
- British Columbia had a RevPAR of **\$124.6** from Sunday-Thursday and a RevPAR of **\$105.7** during the weekend, up **16.1%** compared to the same week in 2023

### Regional Statistics the Weekend of January 5 - January 6, 2023:

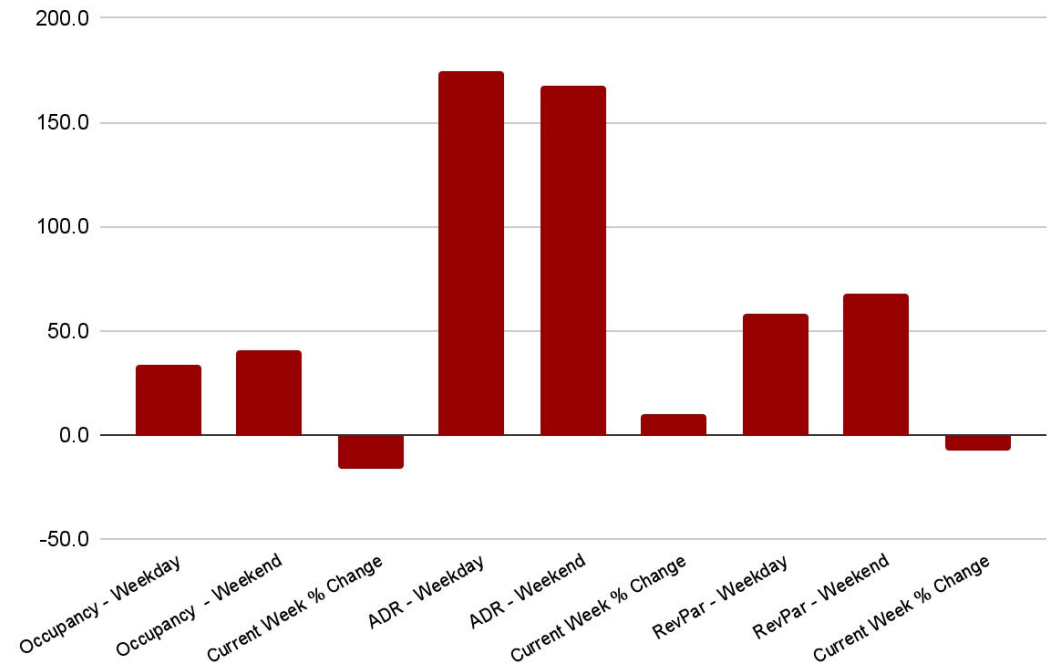
|                         | OCC   | ADR     | REVPAR  |
|-------------------------|-------|---------|---------|
| Vancouver               | 52.3% | \$196.4 | \$102.7 |
| Vancouver Island        | 48.8% | \$175.2 | \$85.5  |
| Whistler                | 82.2% | \$633.4 | \$520.7 |
| Thompson Okanagan       | 46.4% | \$157.7 | \$73.1  |
| Northern BC             | 38.2% | \$139.2 | \$53.2  |
| Kootenay Rockies        | 40.7% | \$167.3 | \$68.1  |
| Cariboo Chilcotin Coast | 37.7% | \$133.7 | \$50.4  |



# Kootenay Rockies Summary

## December 31, 2023- January 6, 2024

- The Kootenay Rockies had a **33.4%** occupancy from Sunday - Thursday and a **40.7%** occupancy during the weekend, giving the region the **third-lowest** percent occupancy in BC
  - Compared to the week of January 1, 2023, occupancy is down **16.4%**
- The Kootenay Rockies had an ADR of **\$174.7** from Sunday - Thursday and an ADR of **\$167.3** during the weekend, giving the region the **fourth-highest** ADR in BC
  - Compared to the week of January 1, 2023, ADR is up **10.4%**
- The Kootenay Rockies had a RevPAR of **\$58.3** from Sunday - Thursday and a RevPAR of **\$68.1** during the weekend, giving the region the **third-lowest** RevPAR in BC
  - Compared to the week of January 1, 2023, RevPAR is down **7.8%**



### British Columbia:

Weekday (Sunday - Thursday)

Weekend (Friday - Saturday)

Compared to the same week in 2023

|                                   | OCC         | ADR          | REVPAR       |
|-----------------------------------|-------------|--------------|--------------|
| Weekday (Sunday - Thursday)       | 45.8%       | \$272.3      | \$124.6      |
| Weekend (Friday - Saturday)       | 49.9%       | \$212        | \$105.7      |
| Compared to the same week in 2023 | <b>2.8%</b> | <b>12.9%</b> | <b>16.1%</b> |





# Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a short-term rental.
- **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 short-term rental performance.
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a short-term rental ADR by its occupancy rate, an increase in RevPAR most likely indicates an improvement in occupancy rate and can be used to measure a short-term rental performance.
- **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.

# Notes

Long **Weekends and Holidays** observed so far:

- New Years Day
- Family Day
- Good Friday
- Victoria Day
- Canada Day
- B.C. Day
- Labour Day
- Truth & Reconciliation Day
- Thanksgiving Day
- Remembrance Day
- Christmas Day

## Notes:

- The baseline of comparison is 2023, with percentages above 0% indicating higher rates of visitation in 2024 than 2023, and percentages below 0% indicating lower rates of visitation in 2024 than 2023.
- Weekly comparisons may not reflect the exact same date between the two comparison years. Therefore holiday weekends may fall on different weeks and result in higher peaks in the current year. Please refer to the Appendix for date conversions. Ex. Good Friday was April 7 in 2023 (week of April 3) and March in 2024 (week of March 25), this created a leap/fall when comparing year over year.

# Appendix - Date conversions

|                            | Week of - 2023  | Week of - 2024  |
|----------------------------|-----------------|-----------------|
| New Years Day              | January 2, 2023 | January 1, 2023 |
| Family Day                 |                 |                 |
| Good Friday                |                 |                 |
| Victoria Day               |                 |                 |
| Canada Day                 |                 |                 |
| B.C. Day                   |                 |                 |
| Labour Day                 |                 |                 |
| Truth & Reconciliation Day |                 |                 |
| Thanksgiving Day           |                 |                 |
| Remembrance Day            |                 |                 |
| Christmas Day              |                 |                 |

# Appendix 2 - Domestic Overnight Visitors

## - Weekly Year Over Year (2023 vs. 2022) Variation

### Part 1

| Week # | Week Of:              | British Columbia | Thompson Okanagan | Cariboo Chilcotin Coast | Kootenay Rockies | Northern BC | Vancouver Island | Vancouver Coast and Mountains |
|--------|-----------------------|------------------|-------------------|-------------------------|------------------|-------------|------------------|-------------------------------|
| 18     | May 1 - May 7         | 24.4%            | 9.6%              | 10.4%                   | 12.3%            | 26.3%       | 7.8%             | 47.3%                         |
| 19     | May 8 - May 14        | 14.1%            | -2.0%             | 6.6%                    | 0.2%             | 13.4%       | 7.1%             | 28.2%                         |
| 20     | May 15 - May 21       | 4.1%             | -3.1%             | -0.3%                   | 6.5%             | 0.3%        | -0.2%            | 13.7%                         |
| 21     | May 22 - May 28       | 14.5%            | -1.6%             | 5.3%                    | 6.5%             | 13.1%       | 8.0%             | 33.5%                         |
| 22     | May 29 - June 4       | 15.8%            | 3.6%              | 11.2%                   | 12.0%            | 9.5%        | 8.4%             | 30.9%                         |
| 23     | June 5 - June 11      | 12.3%            | 2.3%              | 3.5%                    | 9.5%             | 13.9%       | -2.1%            | 28.1%                         |
| 24     | June 12 - June 18     | 9.3%             | -1.1%             | 6.4%                    | 6.2%             | 8.0%        | -1.7%            | 23.6%                         |
| 25     | June 19 - June 25     | -6.5%            | -12.8%            | -11.9%                  | -8.8%            | -3.9%       | -13.4%           | 1.7%                          |
| 26     | June 26 - July 2      | 2.1%             | -3.8%             | -1.5%                   | -4.6%            | 3.3%        | -6.6%            | 15.3%                         |
| 27     | July 3 - July 9       | 1.7%             | -1.3%             | 3.3%                    | 1.4%             | 6.0%        | 0.0%             | 1.6%                          |
| 28     | July 10 - July 16     | 0.5%             | -1.1%             | 1.0%                    | 1.1%             | 9.8%        | -0.2%            | 1.5%                          |
| 29     | July 17 - July 23     | -1.2%            | -3.0%             | -6.2%                   | -0.4%            | -3.2%       | -3.2%            | 1.3%                          |
| 30     | July 24 - July 30     | -11.9%           | -20.8%            | -28.1%                  | -16.5%           | -5.8%       | -9.5%            | -2.0%                         |
| 31     | July 31 - August 6    | 8.1%             | 7.1%              | 25.2%                   | 6.1%             | 7.3%        | 8.3%             | 5.0%                          |
| 32     | August 7 - August 13  | 5.1%             | 6.3%              | 5.5%                    | 3.5%             | 2.3%        | 6.3%             | 5.0%                          |
| 33     | August 14 - August 20 | -4.9%            | -17.6%            | -7.1%                   | -5.0%            | 6.0%        | 1.8%             | -1.5%                         |
| 34     | August 21 - August 27 | -12.3%           | -41.9%            | -6.8%                   | -10.8%           | 3.7%        | 0.5%             | -8.1%                         |



# Appendix 2 - Domestic Overnight Visitors

- Weekly Year Over Year (2023 vs. 2022) Variation

## Part 2

| Week # | Week Of:                    | British Columbia | Thompson Okanagan | Cariboo Chilcotin Coast | Kootenay Rockies | Northern BC | Vancouver Island | Vancouver Coast and Mountains |
|--------|-----------------------------|------------------|-------------------|-------------------------|------------------|-------------|------------------|-------------------------------|
| 35     | August 28 - September 3     | -13.0%           | -27.8%            | -6.5%                   | -12.4%           | -1.4%       | -4.5%            | -13.9%                        |
| 36     | September 4 - September 10  | -16.1%           | -23.0%            | -10.4%                  | -15.5%           | -5.9%       | -9.9%            | -20.0%                        |
| 37     | September 11 - September 17 | -10.5%           | -14.2%            | -6.3%                   | -6.7%            | -0.2%       | -8.5%            | -15.9%                        |
| 38     | September 18 - September 24 | -9.4%            | -11.2%            | -3.2%                   | -6.4%            | -2.6%       | -8.6%            | -13.2%                        |
| 39     | September 25 - October 1    | -5.5%            | -6.7%             | 0.8%                    | -7.4%            | 3.5%        | -1.4%            | -9.8%                         |
| 40     | October 2 - October 8       | -5.8%            | -10.4%            | -6.1%                   | -7.3%            | -6.1%       | -3.0%            | -4.6%                         |
| 41     | October 9 - October 15      | -11.1%           | -13.1%            | -1.0%                   | -6.0%            | -6.8%       | -10.5%           | -14.9%                        |
| 42     | October 16 - October 22     | -5.9%            | -4.2%             | 4.0%                    | -1.1%            | -4.7%       | -2.7%            | -7.9%                         |
| 43     | October 23 - October 29     | -7.4%            | -7.0%             | -3.0%                   | -7.5%            | -6.8%       | -1.9%            | -10.3%                        |
| 44     | October 30 - November 5     | -12.9%           | -8.1%             | -8.2%                   | -6.8%            | -5.6%       | -9.2%            | -25.5%                        |
| 45     | November 6 - November 12    | -4.0%            | -1.0%             | -4.6%                   | -0.8%            | -1.6%       | 1.4%             | -11.3%                        |
| 46     | November 13 - November 19   | -12.8%           | -9.9%             | -3.3%                   | -0.2%            | -11.9%      | -5.0%            | -21.5%                        |
| 47     | November 20 - November 26   | -10.7%           | -7.5%             | 3.9%                    | -5.6%            | -9.1%       | -3.7%            | -18.7%                        |
| 48     | November 27 - December 3    | -10.7%           | -5.6%             | 0.8%                    | -10.0%           | -9.4%       | 0.2%             | -19.0%                        |
| 49     | December 4 - December 10    | -18.9%           | -13.9%            | -8.8%                   | -7.7%            | -15.0%      | -11.0%           | -27.7%                        |
| 50     | December 11 - December 17   | -19.5%           | -13.7%            | -10.2%                  | -10.8%           | -15.6%      | -13.2%           | -29.5%                        |
| 51     | December 18 - December 24   | -6.8%            | -2.7%             | 5.0%                    | -2.3%            | -0.1%       | 1.1%             | -17.1%                        |
| 52     | December 25 - December 31   | -4.7%            | 1.1%              | 5.5%                    | -3.7%            | -11.6%      | 6.8%             | -15.5%                        |

# Appendix 2 - Domestic Overnight Visitors

- Weekly Year Over Year (2023 vs. 2022) Variation

## Part 3

| Week # | Week Of:              | British Columbia | Thompson Okanagan | Cariboo Chilcotin Coast | Kootenay Rockies | Northern BC | Vancouver Island | Vancouver Coast and Mountains |
|--------|-----------------------|------------------|-------------------|-------------------------|------------------|-------------|------------------|-------------------------------|
| 1      | January 1 - January 7 | -10.3%           | -7.9%             | 6.1%                    | -6.0%            | -18.9%      | 5.6%             | -18.4%                        |

# Contact Us



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