

bcrts

British Columbia
Regional Tourism
Secretariat

MEASURING CANADIAN TRAVEL PATTERNS

BC Weekly Domestic Overnight
Visitor Insights



Period: February 4 – August 9, 2020



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

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 visitors; travel patterns (to prior weeks in 2020 and year over year 2019). 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

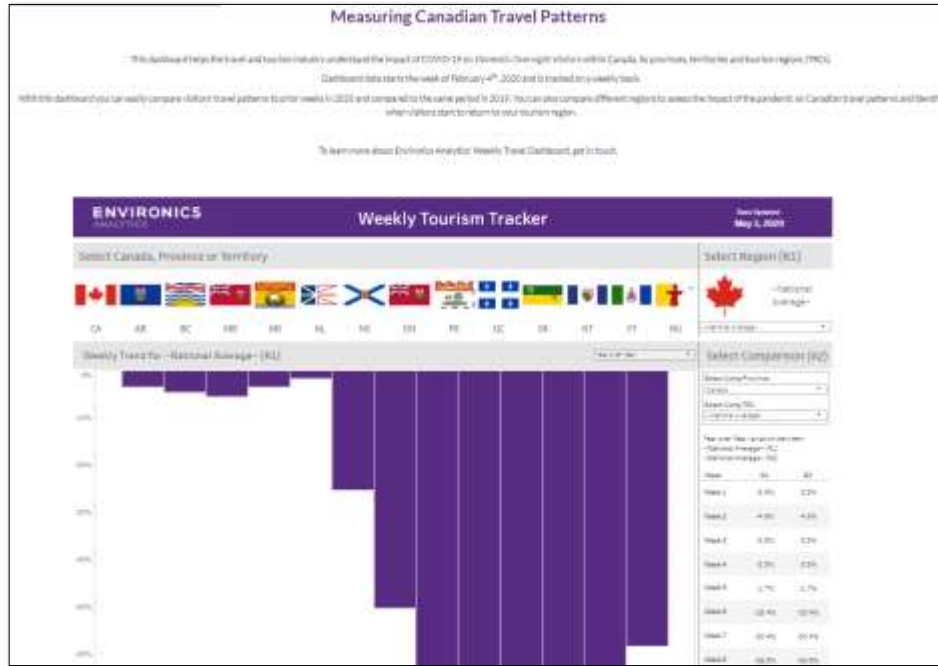
- Environics Analytics uses privacy compliant, anonymized mobile movement data to identify devices whose **Daily Common Evening Location** is 60 km or more away from their *Yearly Common Evening Location*.
- Data is aggregated and compared on a weekly basis versus the previous year and week.
- Data is 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 February 4th, 2020 and is tracked on a weekly basis. Data is currently available through to August 9th, 2020.
- **Domestic Overnight Visitors:** A device 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



- The Weekly Tourism Tracker filters data by Canada, Province or Territory. **R1** or Region 1 is selected by choosing a flag or by selecting a Province from the **R1** drop down menu. *R1 can also be a Region.*
- **R2** or Region 2 compares the weekly data by Province and Region.
- **BC Regions:**
 - Cariboo Chilcotin Coast
 - Kootenay Rockies
 - Northern B.C
 - Thompson-Okanagan
 - Vancouver Island
 - Vancouver Coast and Mountains

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

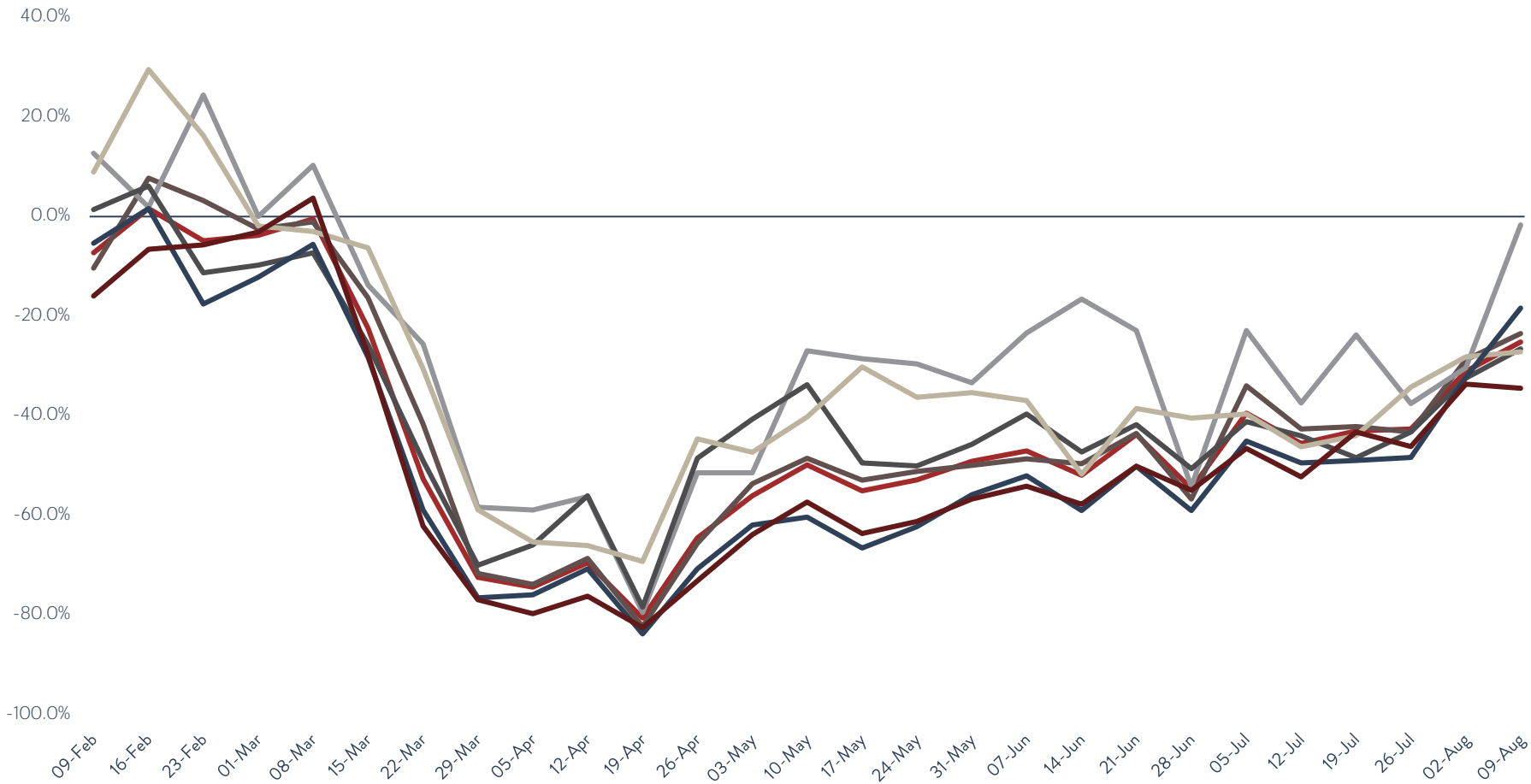
B.C. REGIONS

Week Of:	Date (Week Ending)	BC (R1)	Thompson Okanagan	Cariboo Chilcotin Coast	Kootenay Rockies	Northern BC	Vancouver Island	Vancouver Coast and Mountains
Week 1 - February 3 - 9	09-Feb	-7.3%	-10.4%	12.7%	1.4%	8.9%	-5.4%	-16.0%
Week 2 - February 10 - 16	16-Feb	1.6%	7.7%	1.9%	6.1%	29.5%	1.6%	-6.6%
Week 3 - February 17 - 23	23-Feb	-4.9%	3.2%	24.4%	-11.3%	16.3%	-17.6%	-5.7%
Week 4 - February 24 - March 1	01-Mar	-3.8%	-2.5%	0.0%	-9.8%	-1.9%	-12.2%	-3.1%
Week 5 - March 2 - 8	08-Mar	-0.5%	-1.1%	10.3%	-7.3%	-3.0%	-5.6%	3.7%
Week 6 - March 9-15	15-Mar	-22.5%	-16.4%	-13.8%	-25.8%	-6.3%	-28.3%	-27.8%
Week 7 - March 16 - 22	22-Mar	-52.7%	-41.7%	-25.6%	-49.1%	-30.6%	-59.0%	-62.2%
Week 8 - March 23 - 29	29-Mar	-72.5%	-71.7%	-58.4%	-70.1%	-58.9%	-76.6%	-77.0%
Week 9 - March 30 - April 5	05-Apr	-74.5%	-73.9%	-59.0%	-66.0%	-65.4%	-76.0%	-79.8%
Week 10 - April 6 - 12	12-Apr	-69.6%	-68.7%	-56.3%	-56.1%	-66.1%	-70.8%	-76.3%
Week 11 - April 13 - 19	19-Apr	-80.7%	-82.4%	-79.6%	-78.5%	-69.3%	-83.9%	-82.6%
Week 12 - April 20-26	26-Apr	-64.6%	-65.7%	-51.5%	-48.6%	-44.7%	-70.8%	-73.2%
Week 13 - April 27 - May 3	03-May	-56.1%	-53.7%	-51.5%	-40.7%	-47.4%	-62.0%	-63.9%
Week 14 - May 4 - May 10	10-May	-49.9%	-48.6%	-27.0%	-33.8%	-40.3%	-60.4%	-57.4%
Week 15 - May 11 - May 17	17-May	-55.1%	-53.0%	-28.6%	-49.5%	-30.2%	-66.6%	-63.7%
Week 16 - May 18-May 24	24-May	-52.9%	-51.2%	-29.6%	-50.1%	-36.3%	-62.3%	-61.3%
Week 17 - May 25 - May 31	31-May	-49.2%	-50.0%	-33.4%	-45.8%	-35.4%	-55.9%	-56.8%
Week 18 - June 1 - June 7	07-Jun	-47.1%	-48.7%	-23.4%	-39.7%	-37.0%	-52.1%	-54.2%
Week 19 - June 8-14	14-Jun	-52.0%	-49.7%	-16.6%	-47.3%	-51.8%	-59.1%	-57.8%
Week 20 - June 15- 21	21-Jun	-43.8%	-43.6%	-22.9%	-41.8%	-38.6%	-50.2%	-50.2%
Week 21 - June 22-28	28-Jun	-54.7%	-56.8%	-54.3%	-50.7%	-40.5%	-59.1%	-55.0%
Week 22 - June 29 - July 5	05-Jul	-39.5%	-34.0%	-22.9%	-41.2%	-39.7%	-45.1%	-46.6%
Week 23 - July 6 -12	12-Jul	-45.6%	-42.7%	-37.5%	-44.1%	-46.3%	-49.5%	-52.3%
Week 24 - July 13 - 19	19-Jul	-43.1%	-42.2%	-23.8%	-48.5%	-44.0%	-49.0%	-43.3%
Week 25 - July 20-26	26-Jul	-42.7%	-43.3%	-37.6%	-43.3%	-34.3%	-48.4%	-46.2%
Week 26 - July 27 - August 2	02-Aug	-31.1%	-28.8%	-30.4%	-32.5%	-28.2%	-32.3%	-33.7%
Week 26 - August 3 - August 9	09-Aug	-25.2%	-23.5%	-1.7%	-26.6%	-27.2%	-18.4%	-34.5%



DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

B.C. REGIONS



Key Findings:

Note: British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020.

The week of April 19 (Week 11) saw the largest drop in domestic Overnight Visitors in British Columbia, dropping **81%** from the previous year. Findings are consistent across all BC Subregions.

While Overnight travel is significantly down compared to 2019, an upward trend in movement and overnight stays on a week over week bases was apparent during Weeks 12, 13, 14, 16, 17, 18, 20, 22, 24, 25, 26 and 27.

All of the BC Regions saw an **increase** in visitation from **Week 26** (July 27-August 2) to Week 27 (August 3-9) with the exception of Vancouver Coast and Mountains.

- The Thompson Okanagan, Cariboo Chilcotin Coast and Vancouver Island saw an **increase** in visitation over British Columbia during **Week 27** (August 3-9).
- The Kootenay Rockies, Northern BC and Vancouver Coast and Mountains saw a **decrease** in visitation compared to BC during **Week 27** (August 3-9).



**SYMPHONY
TOURISM
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INSPIRED NAVIGATION

BC (R1)
Northern BC

Thompson Okanagan
Vancouver Island

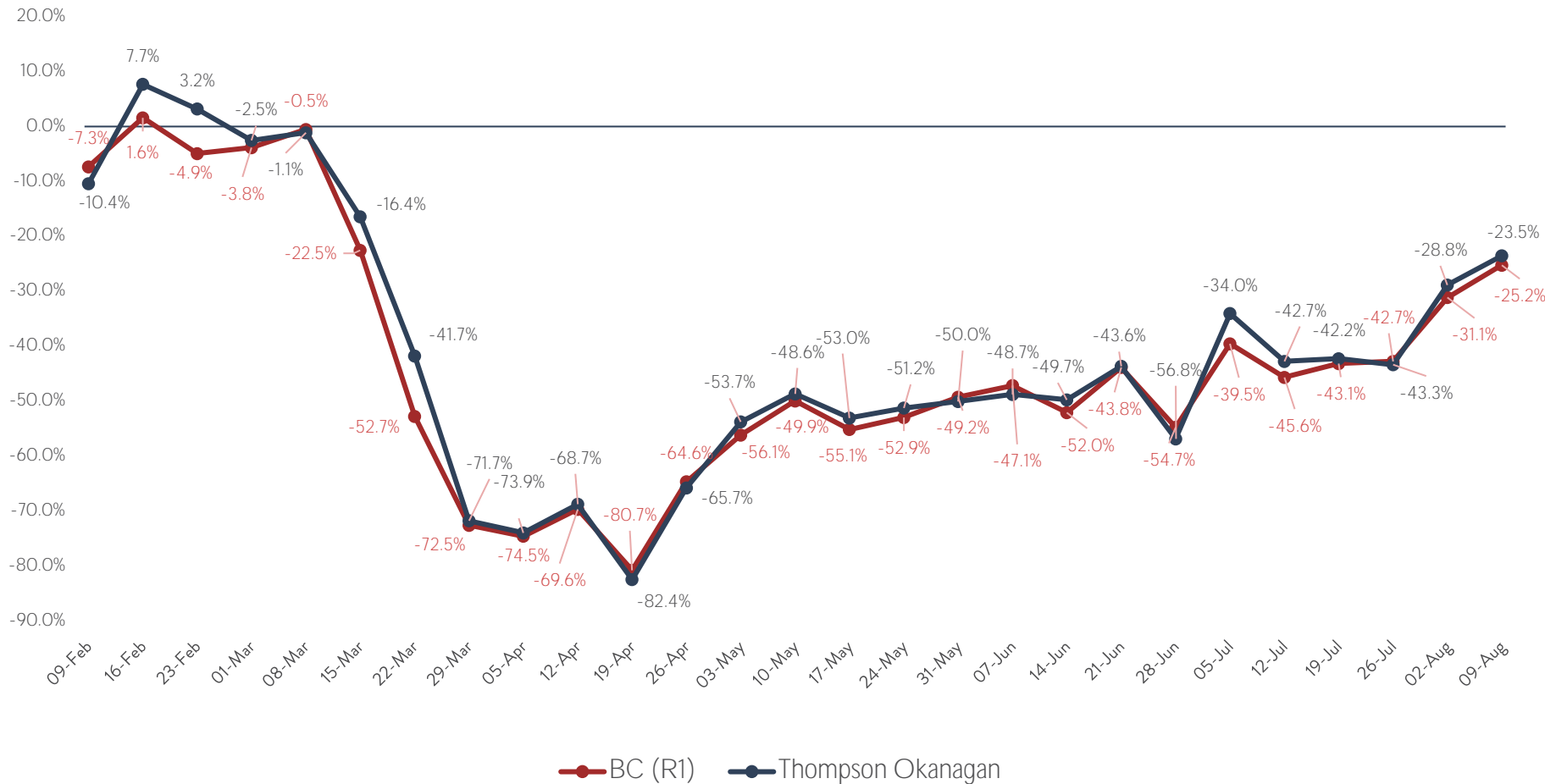
Cariboo Chilcotin Coast
Vancouver Coast and Mountains

Kootenay Rockies

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DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

THOMPSON OKANAGAN REGION



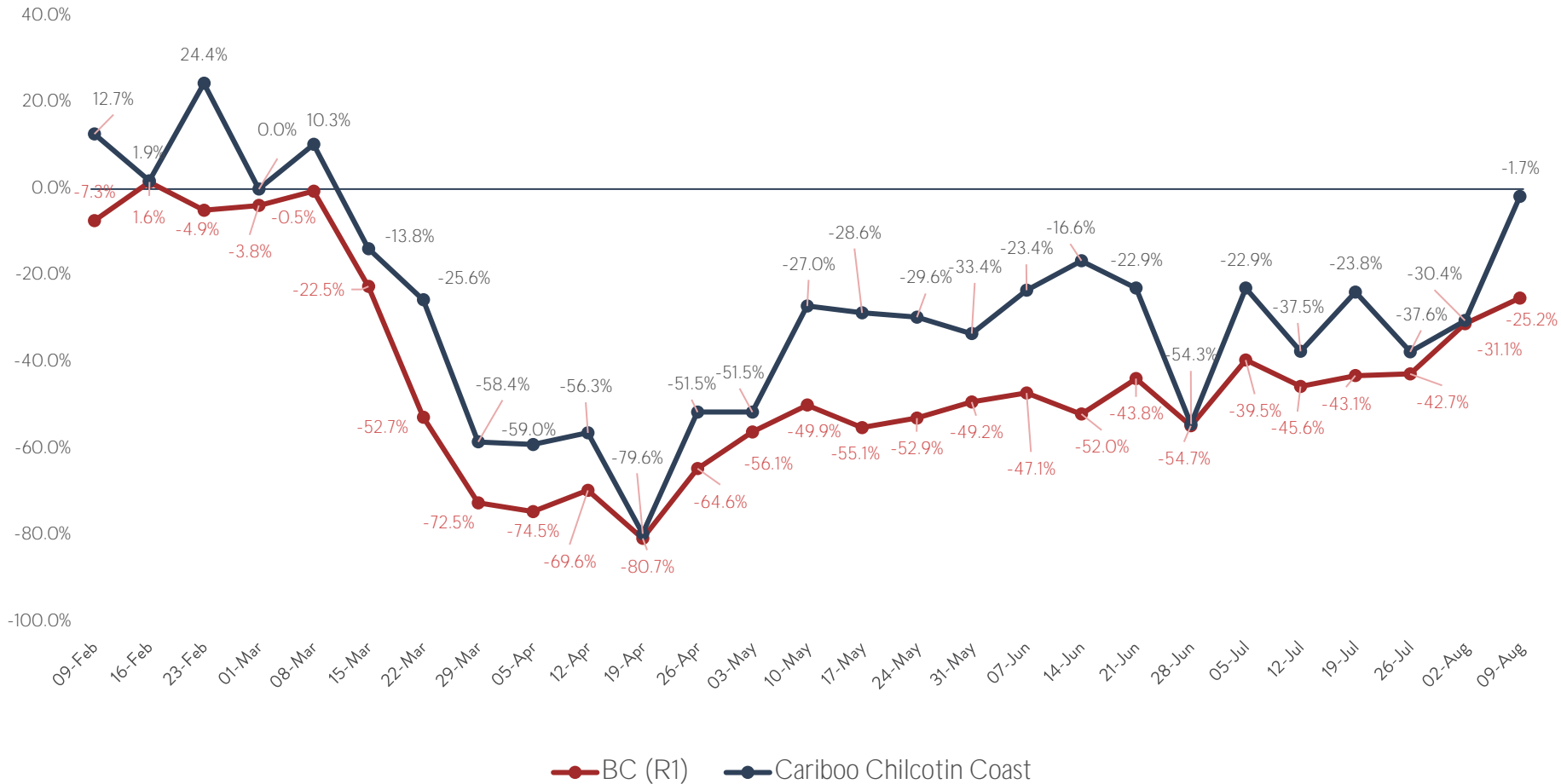
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of **April 19** saw the lowest number of Domestic Overnight Visitation, decreasing by **82%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 16** (May 18-24), **Week 17** (May 25-31), **Week 18** (June 1-7), **Week 20** (June 15-21), **Week 22** (June 29-July 5), **Week 24** (July 13-19), **Week 26** (July 27-August 2) and **Week 27** (August 3-9).
- Note:** The Thompson Okanagan saw a **2%** increase in visitation compared to British Columbia during **Week 27** (August 3-9).
- Visitation to the Thompson Okanagan increased by **5%** and British Columbia increased by **6%** when comparing **Week 26** (July 27-August 2) to **Week 27** (August 3-9).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

CARIBOO CHILCOTIN COAST



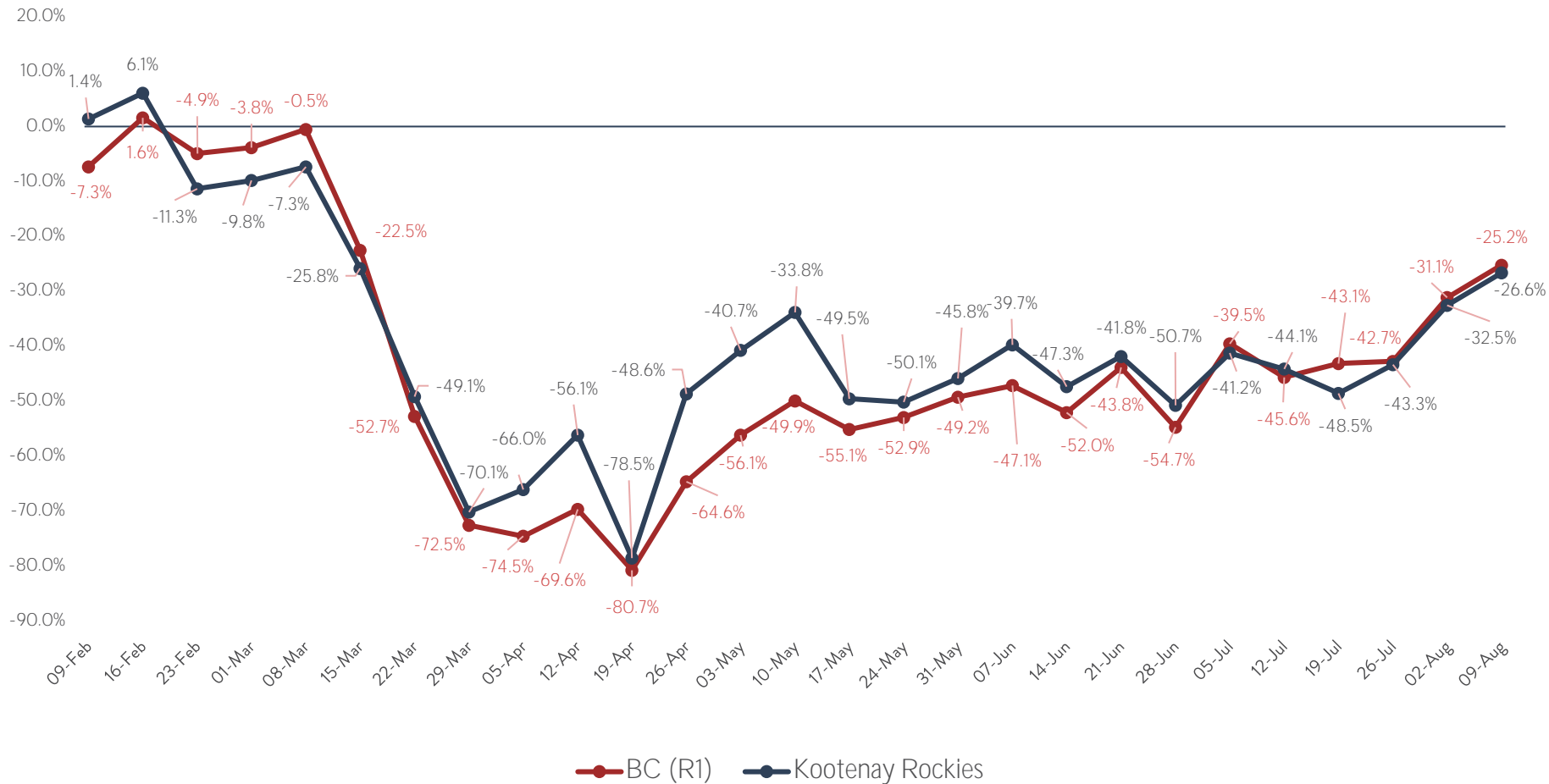
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **80%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 18** (June 1-7), **Week 19** (June 8-14), **Week 22** (June 29-July 5) **Week 24** (July 13-19), **Week 26** (July 27-August 2) and **Week 27** (August 3-9).
- Note: The Cariboo Chilcotin Coast saw an **24%** increase in visitation over British Columbia during **Week 27** (August 3-9).
- Visitation to the Cariboo Chilcotin Coast increased by **29%** and British Columbia increased by **6%** when comparing **Week 26** (July 27-August 2) to **Week 27** (August 3-9).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

KOOTENAY ROCKIES



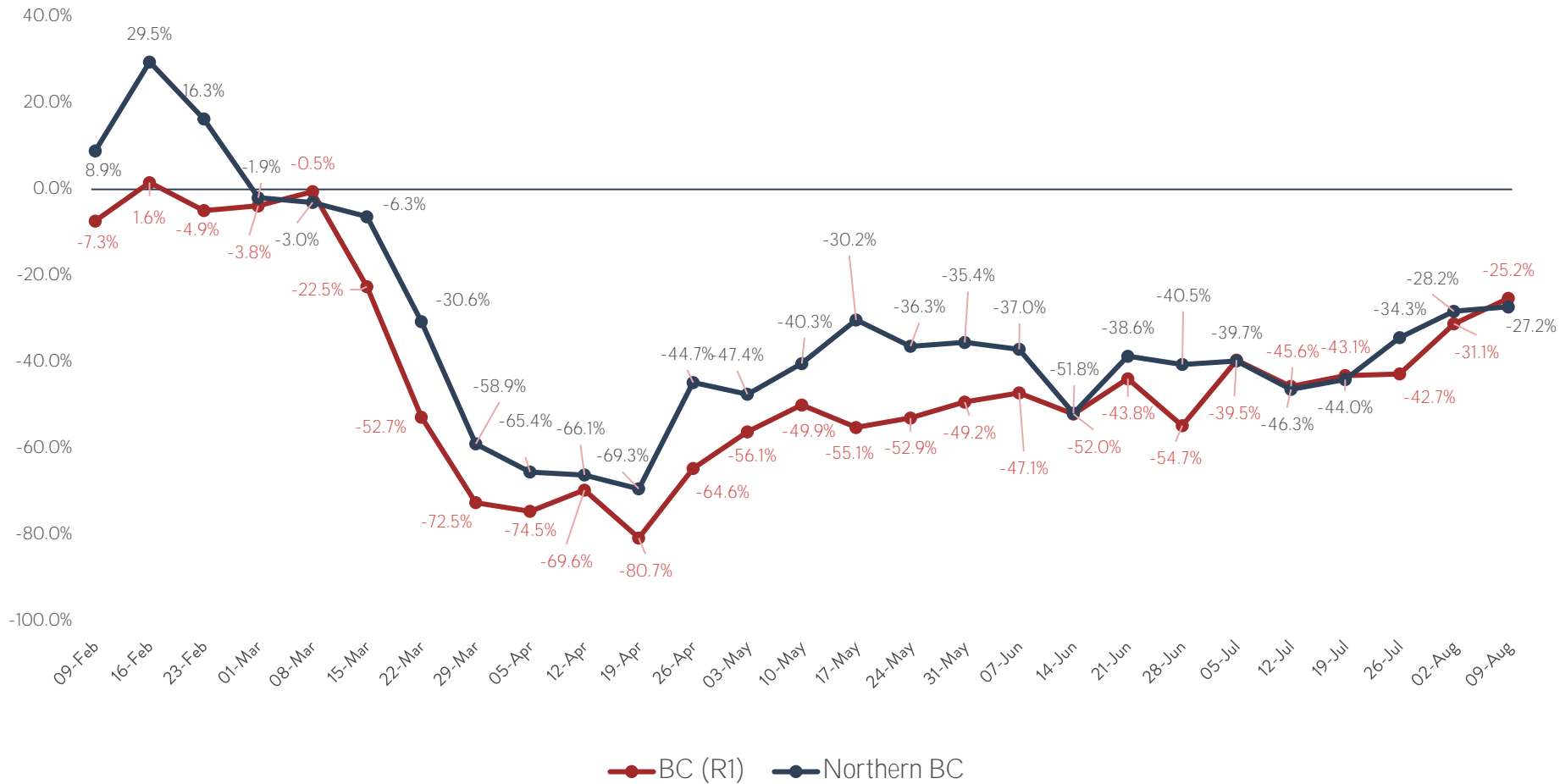
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 17** (May 25-31), **Week 18** (June 1-7), **Week 20** (June 15-21), **Week 22** (June 29-July 5), **Week 25** (July 20-26), **Week 26** (July 27-August 2) and **Week 27** (August 3-9).
- Note: The Kootenay Rockies saw a **1%** decrease in visitation over British Columbia during **Week 27** (August 3-9).
- Visitation to the Kootenay Rockies increased by **6%** and British Columbia increased by **6%** when comparing **Week 26** (July 27-August 2) to **Week 27** (August 3-9).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

NORTHERN B.C.



Key Findings:

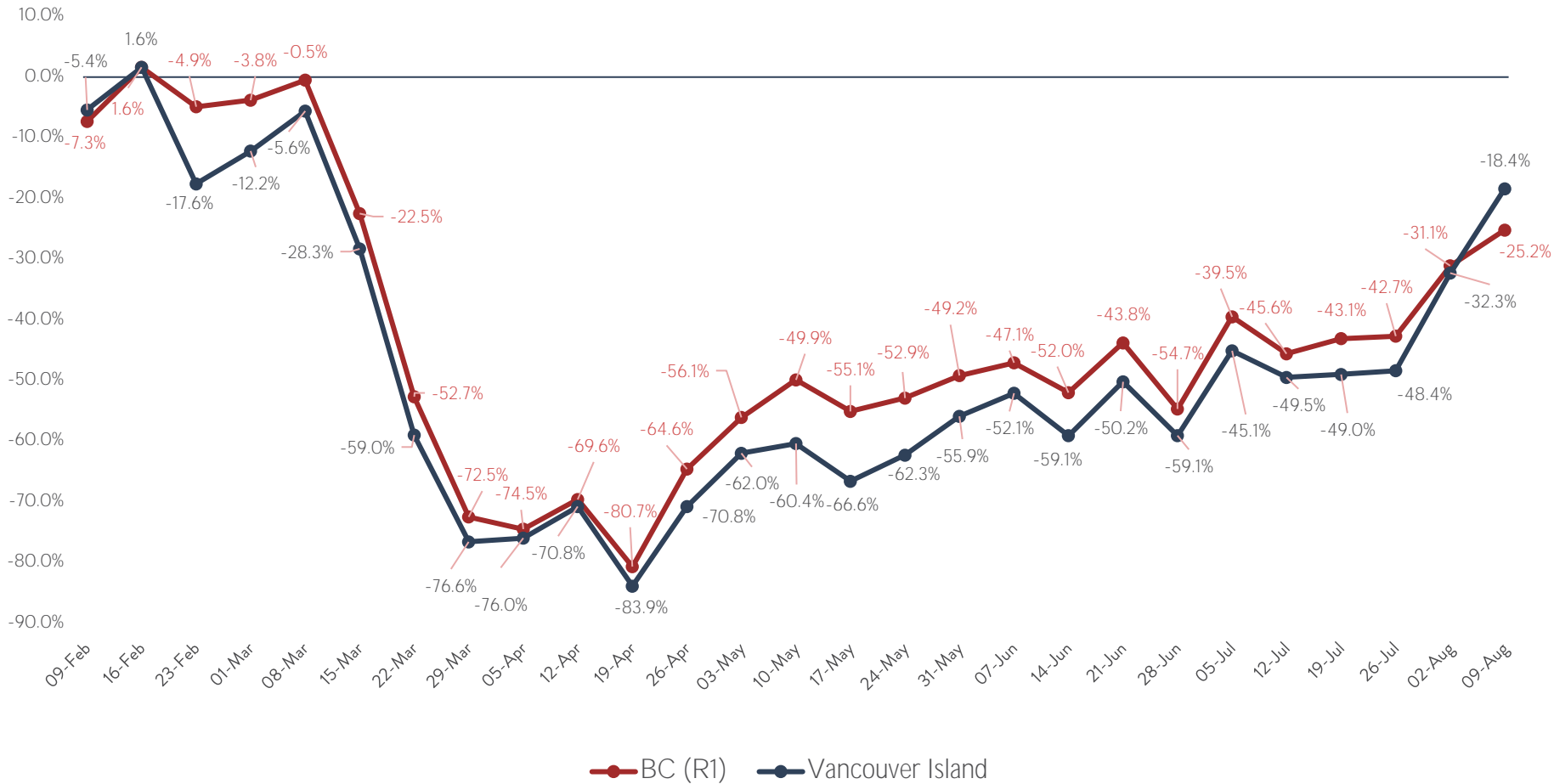
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 17** (May 25-31), **Week 20** (June 15-21), **Week 22** (June 29-July 5), **Week 24** (July 13-19), **Week 25**, **Week 26** (July 27-August 2) and **Week 27** (August 3-9).
- Note: Northern BC saw a **2%** decrease in visitation over British Columbia during **Week 27** (August 3-9).
- Visitation to Northern BC increased by **1%** and British Columbia increased by **6%** when comparing **Week 26** (July 27-August 2) to **Week 27** (August 3-9).



DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

VANCOUVER ISLAND



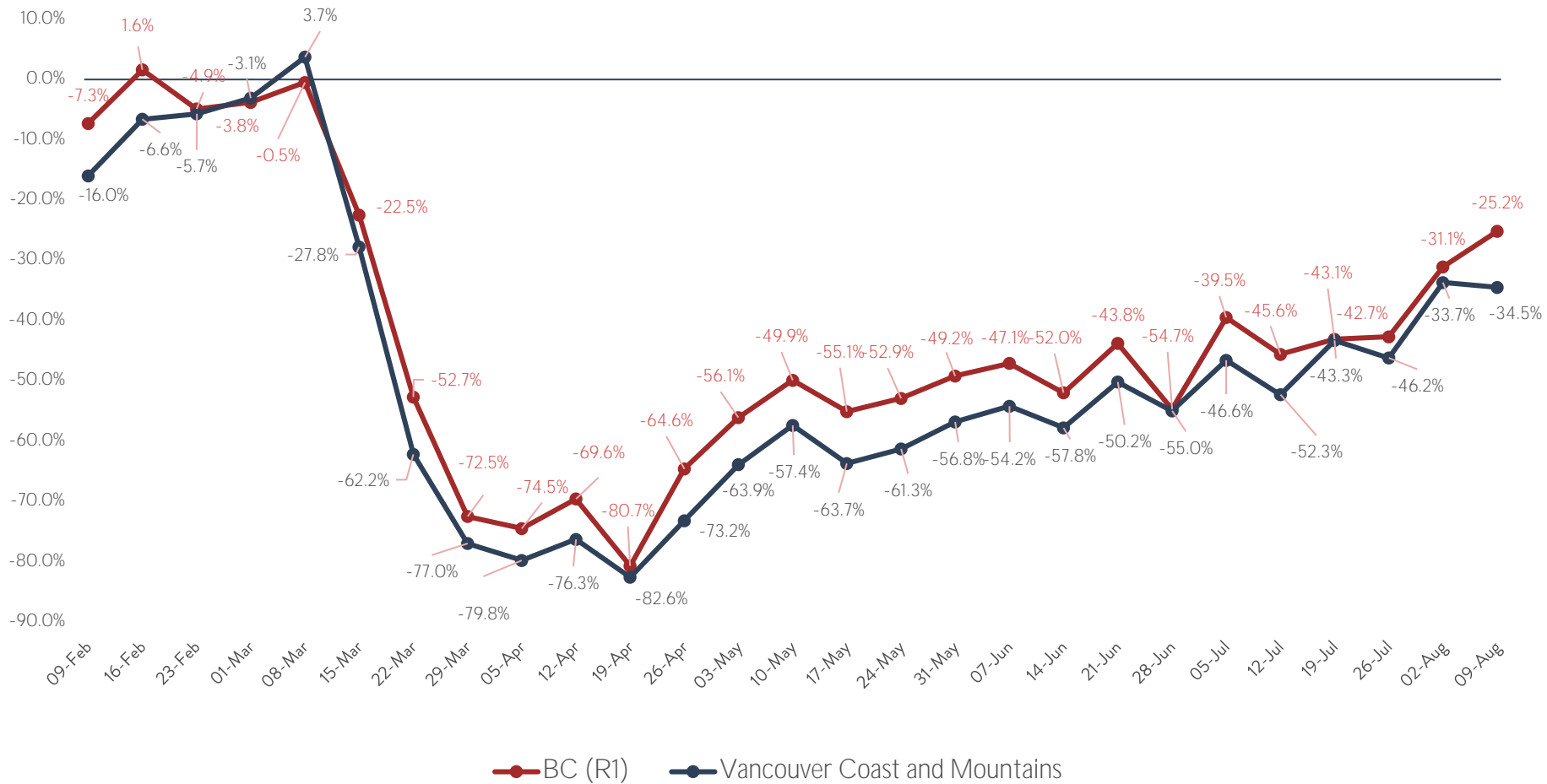
Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **84%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 16** (May 18-24), **Week 17** (May 25-31), **Week 18** (June 1-7), **Week 20** (June 15-21), **Week 22** (June 29-July 5), **Week 24** (July 13-19), **Week 25** (July 20-26), **Week 26** (July 27-August 2) and **Week 27** (August 3-9).
- Note: Vancouver Island saw a **7%** increase in visitation compared to British Columbia during **Week 27** (August 3-9).
- Visitation to Vancouver Island increased by **14%** and British Columbia increased by **6%** when comparing **Week 26** (July 27-August 2) to **Week 27** (August 3-9).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

VANCOUVER COAST AND MOUNTAINS



Key Findings:

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **83%** compared to the same week in 2019.
- An upward trend in Domestic weekly Overnight Stay Visitation is shown across **Week 12** (April 20-26), **Week 13** (April 27-May 3), **Week 14** (May 4-10), **Week 16** (May 18-24), **Week 17** (May 25-31), **Week 18** (June 1-7), **Week 20** (June 15-21), **Week 22** (June 29-July 5), **Week 24** (July 13-19), **Week 26** (July 27-August 2) and **Week 27** (August 3-9).
- **Note:** Vancouver Coast and Mountains saw a **9%** decrease in visitation compared to British Columbia during **Week 27** (August 3-9).
- Visitation to Vancouver Coast and Mountains decreased by **0.8%** and British Columbia increased by **6%** when comparing **Week 26** (July 27-August 2) to **Week 27** (August 3-9).



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TOTA THOMPSON OKANAGAN
TOURISM ASSOCIATION

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