

# bcrts

British Columbia  
Regional Tourism  
Secretariat

## MEASURING CANADIAN TRAVEL PATTERNS

BC Weekly Domestic Overnight  
Visitor Insights



Period: February 4 – September 27, 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

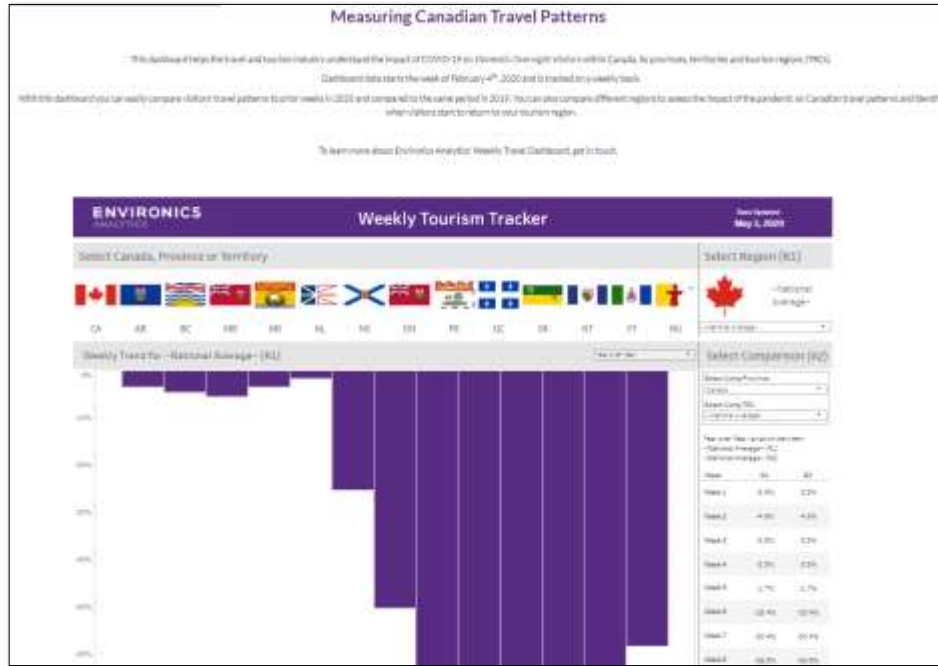
- Environics Analytics uses privacy compliant, anonymized mobile movement data to identify devices whose **Daily Common Evening Location** is 60 km or more away from their *Yearly Common Evening Location*.
- Data is aggregated and compared on a weekly basis versus the previous year and week. (Note: Year 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 February 4<sup>th</sup>, 2020 and is tracked on a weekly basis. Data is currently available through to September 2<sup>th</sup>, 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

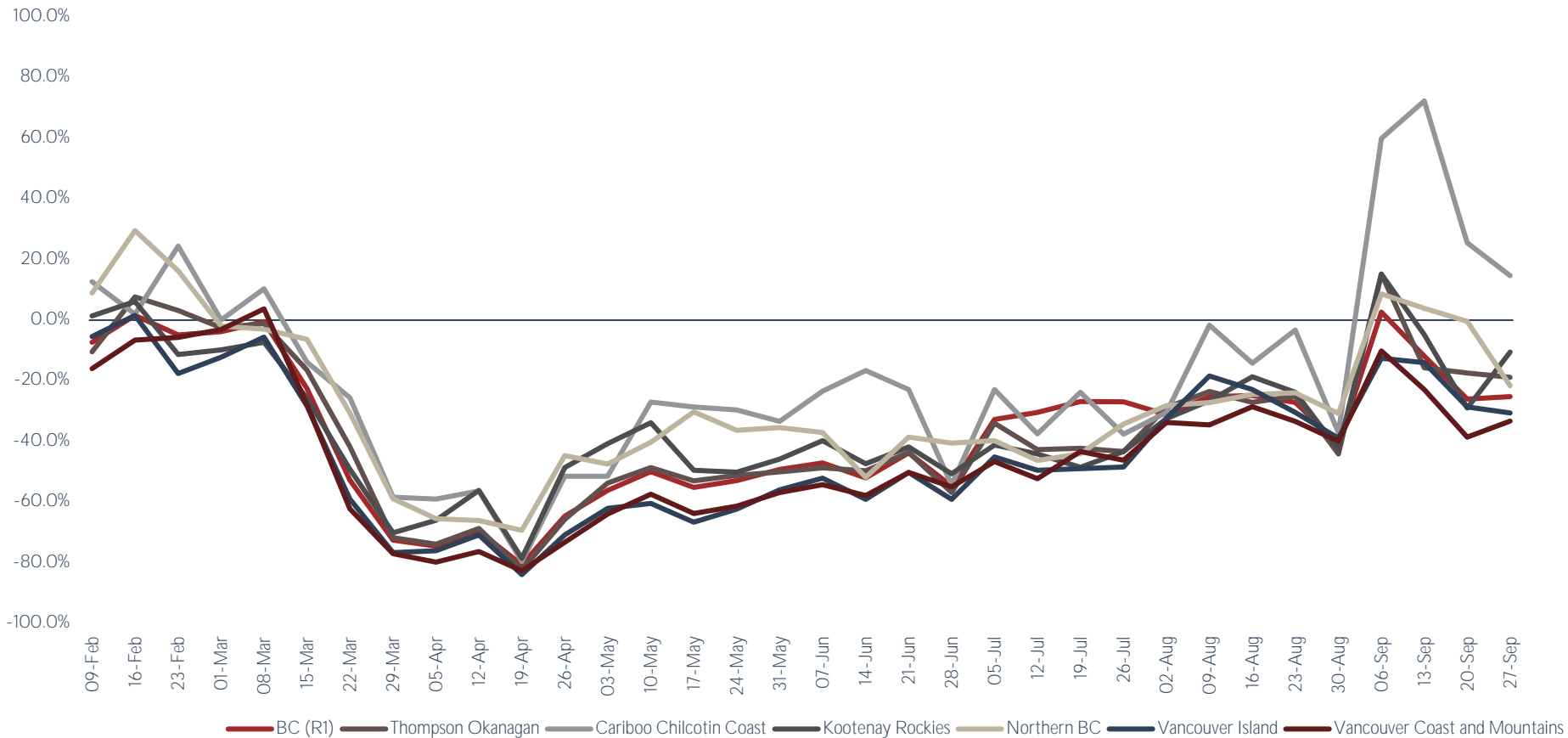
## B.C. REGIONS

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	-32.7%	-34.0%	-22.9%	-41.2%	-39.7%	-45.1%	-46.6%
Week 23 - July 6 -12	12-Jul	-30.4%	-42.7%	-37.5%	-44.1%	-46.3%	-49.5%	-52.3%
Week 24 - July 13 - 19	19-Jul	-26.8%	-42.2%	-23.8%	-48.5%	-44.0%	-49.0%	-43.3%
Week 25 - July 20-26	26-Jul	-26.9%	-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 27 - August 3 - August 9	09-Aug	-25.2%	-23.5%	-1.7%	-26.6%	-27.2%	-18.4%	-34.5%
Week 28 - August 10- August 16	16-Aug	-24.9%	-27.1%	-14.2%	-18.7%	-24.5%	-22.9%	-28.5%
Week 29 - August 17 - August 23	23-Aug	-27.1%	-25.0%	-3.3%	-23.8%	-24.0%	-30.4%	-33.4%
Week 30 - August 24 - August 30	30-Aug	-40.7%	-44.1%	-37.1%	-42.7%	-30.8%	-38.9%	-39.9%
Week 31 - August 31 - September 6	06-Sep	2.6%	15.2%	59.9%	15.2%	8.6%	-12.6%	-10.2%
Week 32 - September 7 - 13	13-Sep	-11.9%	-15.7%	72.2%	-4.8%	3.9%	-14.0%	-22.9%
Week 33 - September 14 - 20	20-Sep	-26.0%	-17.4%	25.5%	-29.0%	-0.4%	-28.6%	-38.6%
Week 34 - September 21 - 27	27-Sep	-25.2%	-18.9%	14.6%	-10.5%	-21.6%	-30.6%	-33.3%



# 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.

The Week of **September 6<sup>th</sup>** saw the highest number of Domestic Overnight Visitation in British Columbia since the beginning of the COVID-19 Pandemic, increasing by **2.6%** compared to the same week in 2019.

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, 27, 28, 31, 34.

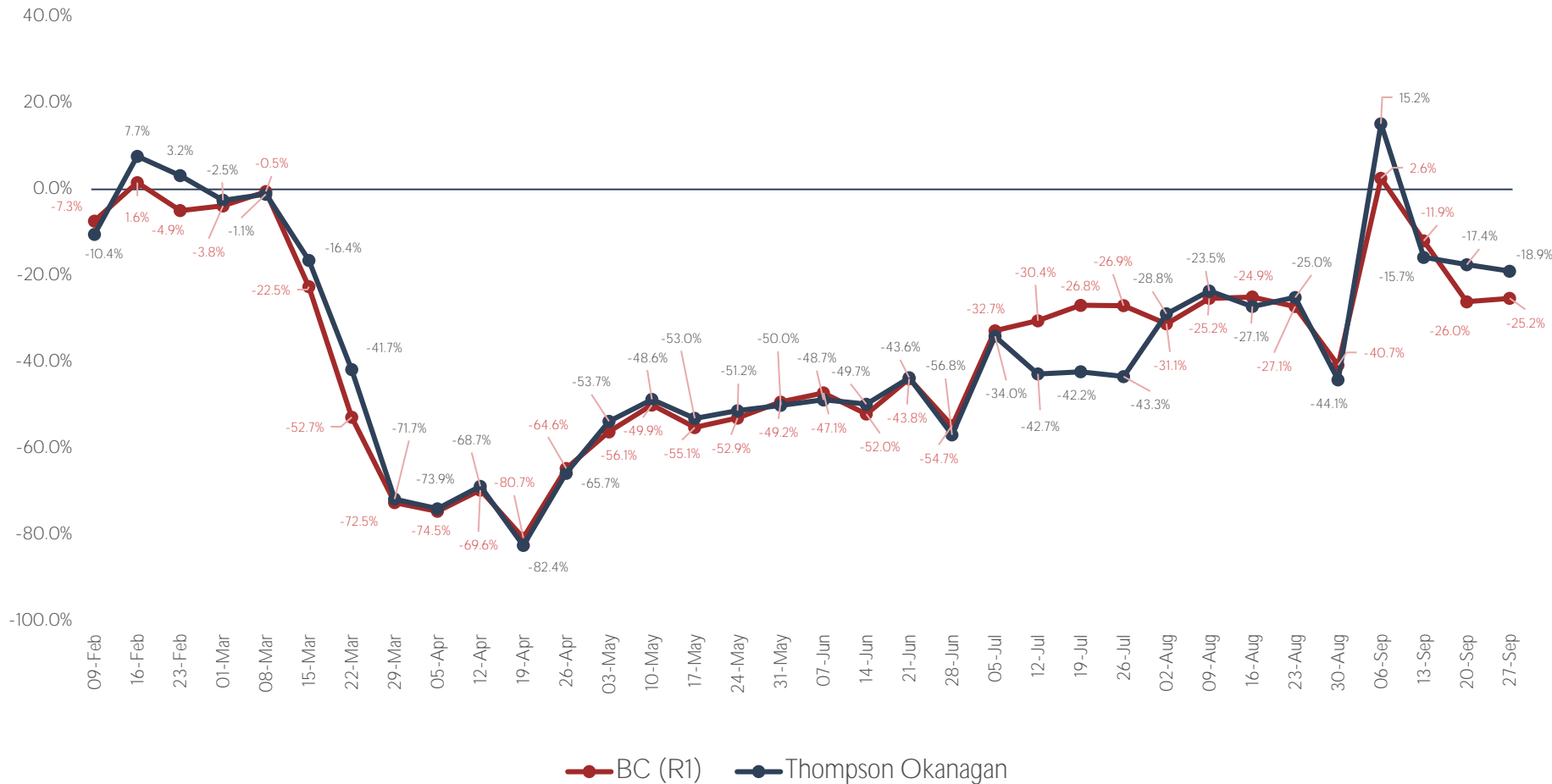
All of the BC Regions saw a **decrease** in visitation from **Week 33** (September 14-20) to **Week 34** (September 21-27) with the exception of the Kootenay Rockies and Vancouver, Coast & Mountains which saw an **increase**.

- The Thompson Okanagan, Cariboo Chilcotin Coast, Kootenay Rockies and Northern BC saw an **increase** in visitation compared to British Columbia, Vancouver Island and Vancouver, Coast & Mountains saw a **decrease** during **Week 34** (September 21-27).

**Note:** Data is compared on a week by week basis and may not reflect the exact same date range year over year

# DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

## THOMPSON OKANAGAN REGION



### Key Findings:

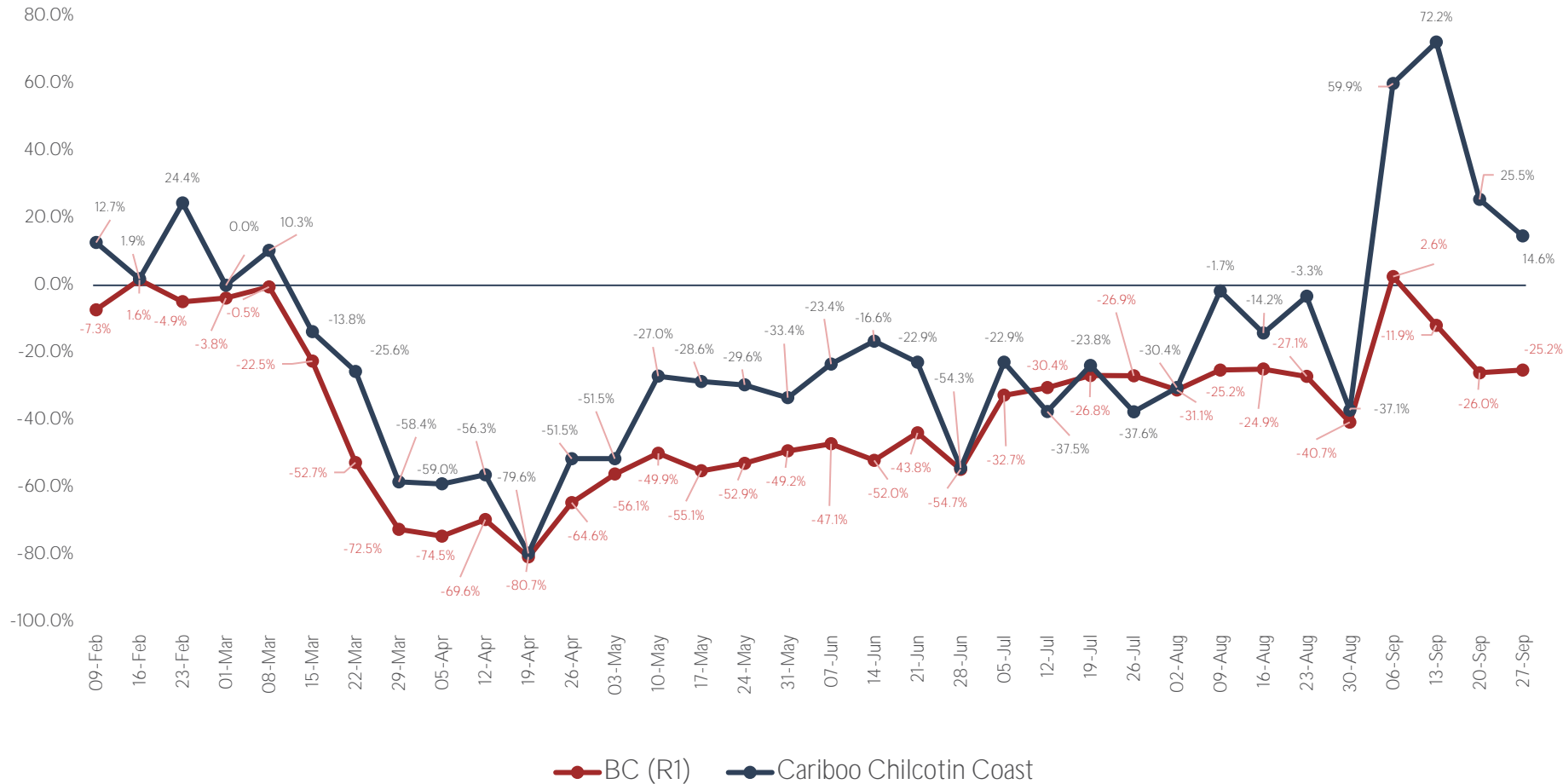
**Note:** British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020**.

- The week of **April 19<sup>th</sup>** saw the lowest number of Domestic Overnight Visitation, decreasing by **82%** compared to the same week in 2019.
- The Week of **September 6<sup>th</sup>** saw the highest number of Domestic Overnight Visitation since the beginning of the COVID-19 Pandemic, increasing to positive **15.2%** compared to the same week in 2019.
- **Note:** The Thompson Okanagan saw a **6% increase** in visitation compared to British Columbia during **Week 34** (September 21-27).
- Visitation to the Thompson Okanagan decreased by **2%** and British Columbia increased by **0.8%** when comparing **Week 33** (September 14-20) to **Week 34** (September 21-27).



# 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.
- The Week of **September 6<sup>th</sup>** saw the highest number of Domestic Overnight Visitation since the beginning of the COVID-19 Pandemic, increasing by **60%** compared to the same week in 2019.
- Note: The Cariboo Chilcotin Coast saw an **40%** increase in visitation over British Columbia during **Week 34** (September 21-27).
- Visitation to the Cariboo Chilcotin Coast decreased by **11%** and British Columbia increased by **0.8%** when comparing **Week 33** (September 14-20) to **Week 34** (September 21-27).

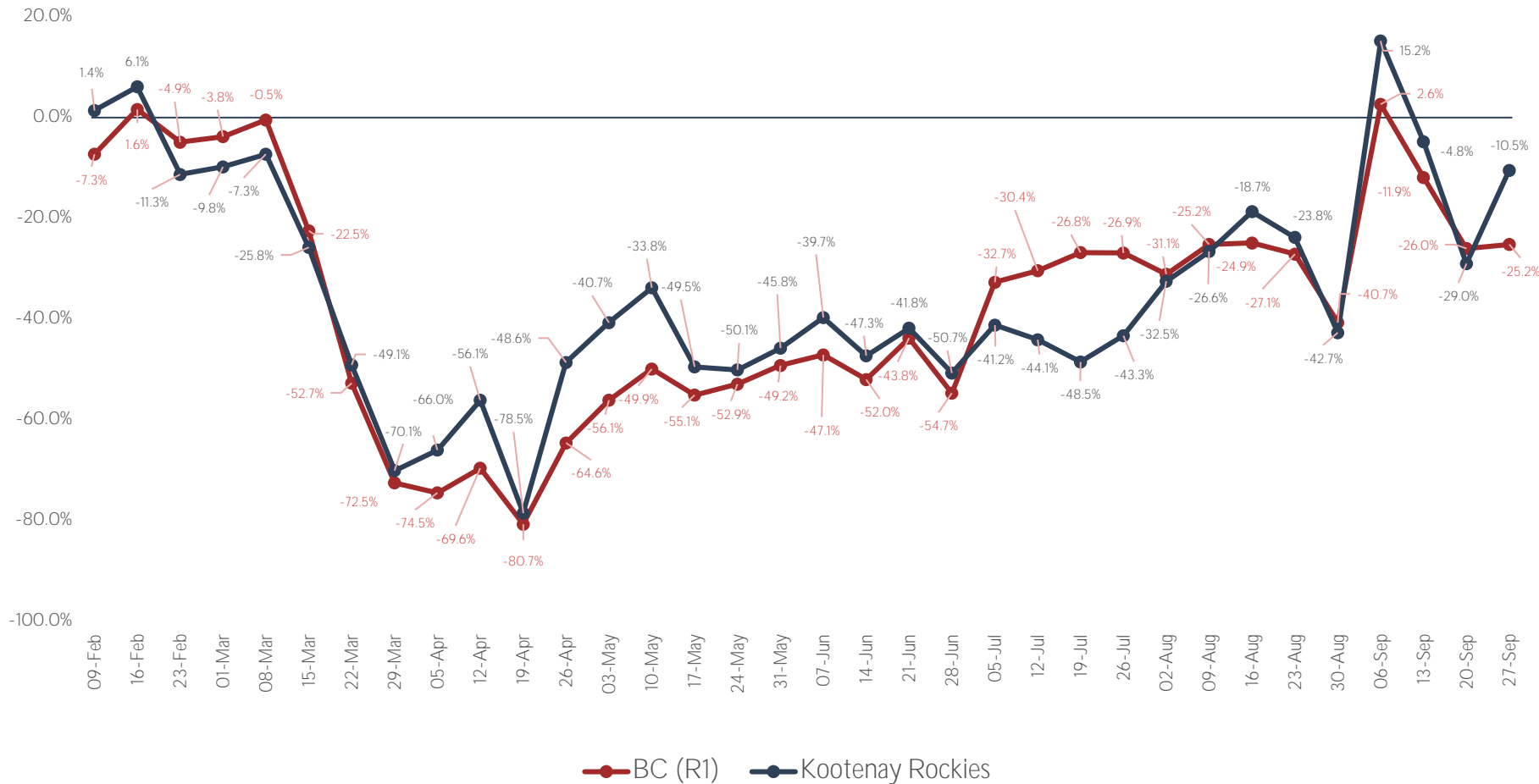


Note: Data is compared on a week by week basis and may not reflect the exact same date range year over year



# 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**.

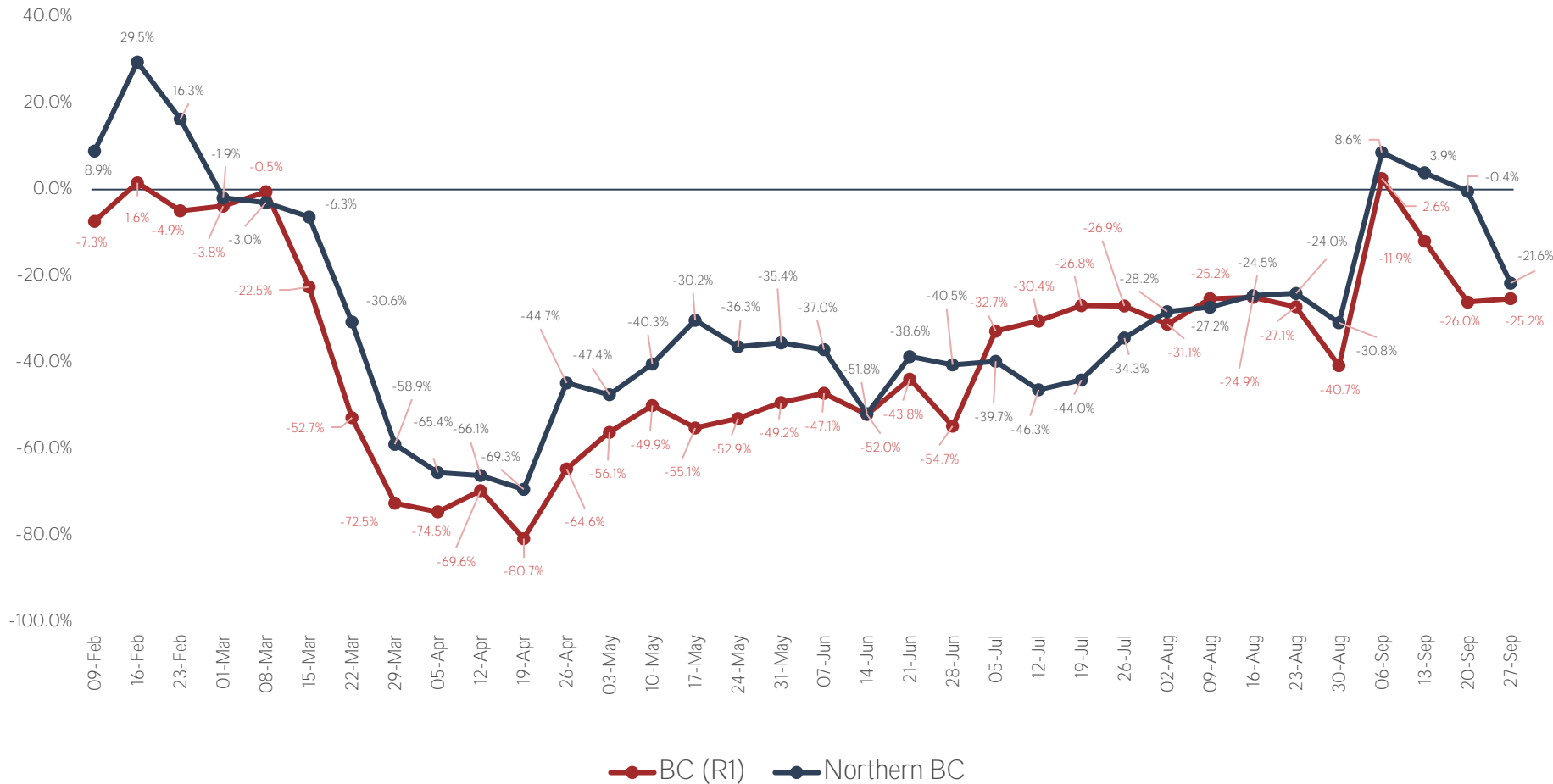
- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- The Week of **September 6<sup>th</sup>** saw the highest number of Domestic Overnight Visitation since the beginning of the COVID-19 Pandemic, increasing by **15.2%** compared to the same week in 2019.
- Note: The Kootenay Rockies saw a **15%** increase in visitation over British Columbia during **Week 34** (September 21-27).
- Visitation to the Kootenay Rockies increased by **19%** and British Columbia increased by **0.8%** when comparing **Week 33** (September 14-20) to **Week 34** (September 21-27).



Note: Data is compared on a week by week basis and may not reflect the exact same date range year over year



# 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**.

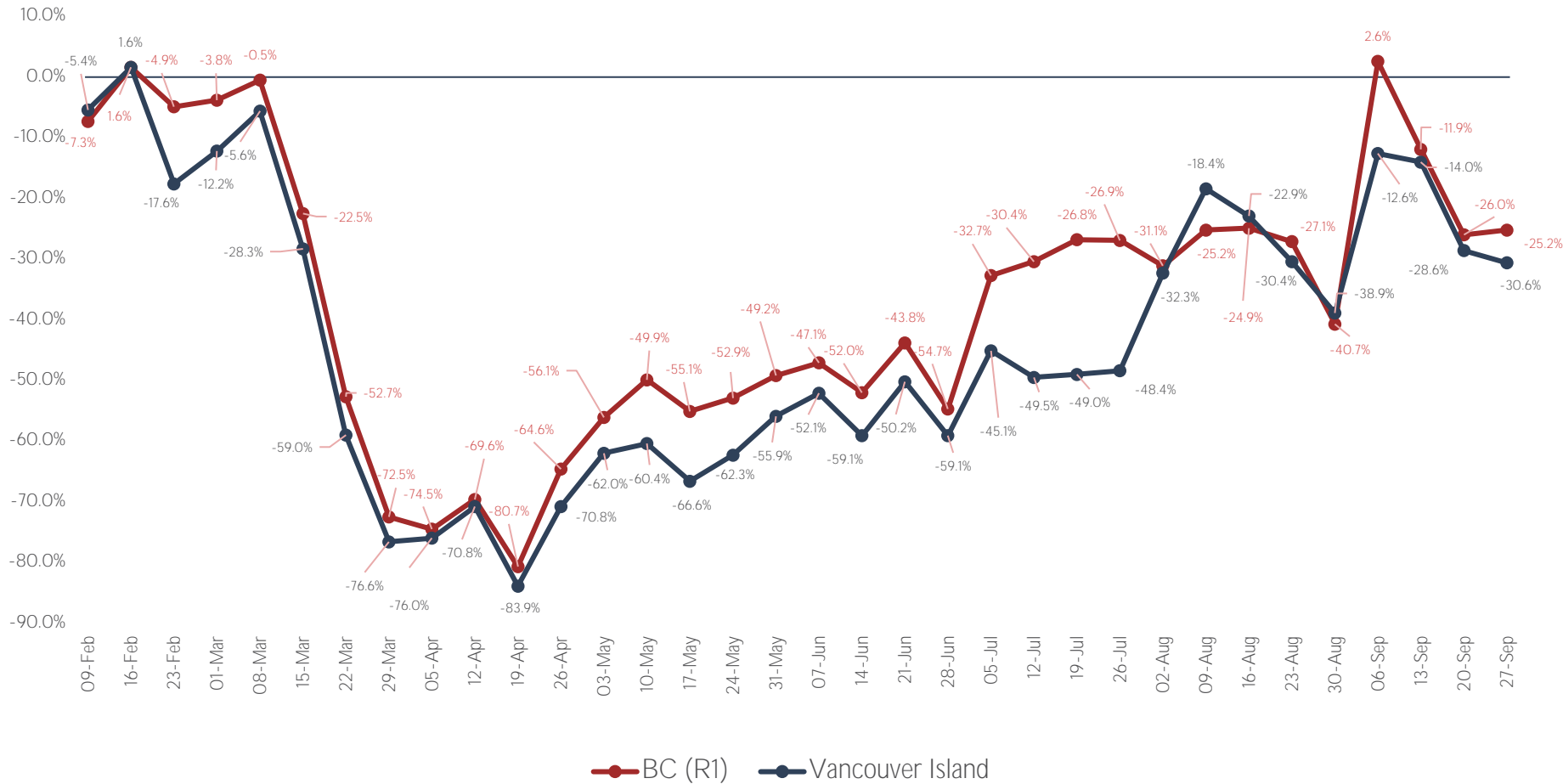
- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- The Week of **September 6<sup>th</sup>** saw the highest number of Domestic Overnight Visitation since February, increasing by **8.6%** compared to the same week in 2019.
- Note: Northern BC saw a **4%** increase in visitation over British Columbia during **Week 34** (September 21-27).
- Visitation to Northern BC decreased by **21%** and British Columbia increased by **0.8%** when comparing **Week 33** (September 14-20) to **Week 34** (September 21-27).



**Note:** Data is compared on a week by week basis and may not reflect the exact same date range year over year

# DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

## VANCOUVER ISLAND



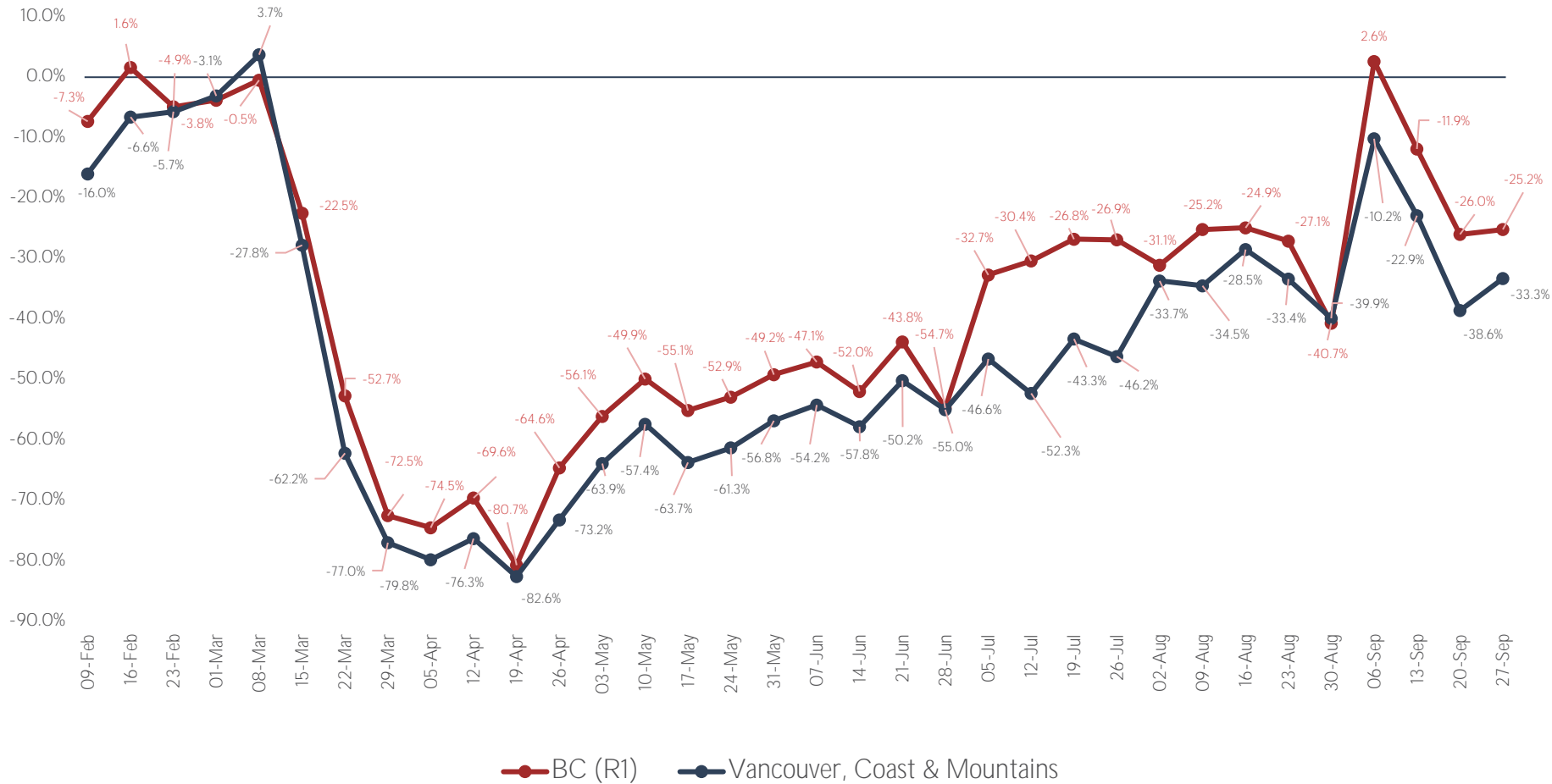
### Key Findings:

**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.
- Note: Vancouver Island saw a **5%** decrease in visitation compared to British Columbia during **Week 34** (September 21-27).
- Visitation to Vancouver Island decreased by **17%** and British Columbia increased by **0.8%** when comparing **Week 33** (September 14-20) to **Week 34** (September 21-27).

# DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

## VANCOUVER, COAST & 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.
- **Note:** Vancouver, Coast & Mountains saw a **8%** decrease in visitation compared to British Columbia during **Week 34** (September 21-27).
- Visitation to Vancouver, Coast & Mountains increased by **5%** and British Columbia increased by **0.8%** when comparing **Week 33** (September 14-20) to **Week 34** (September 21-27).



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# STR Destination Report

September 20 – 26, 2020

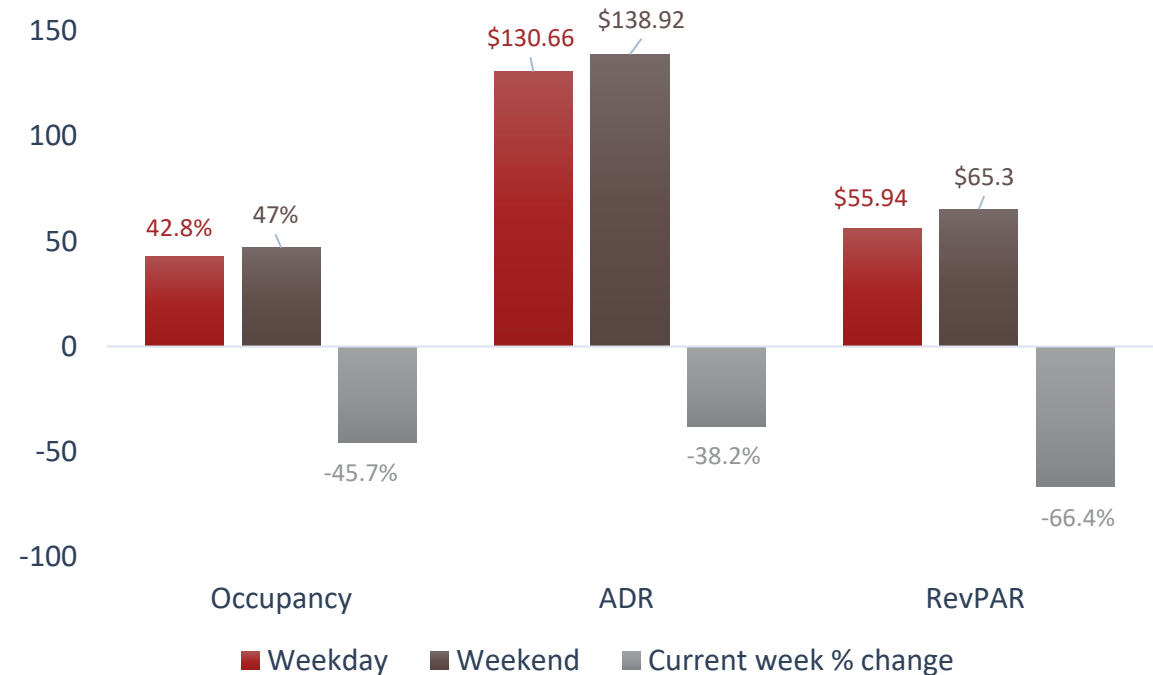


Source: STR/BCHA/BCRTS Destination Weekly Report Week of September 20, 2020



# SEPTEMBER 20 - 26 BRITISH COLUMBIA SUMMARY

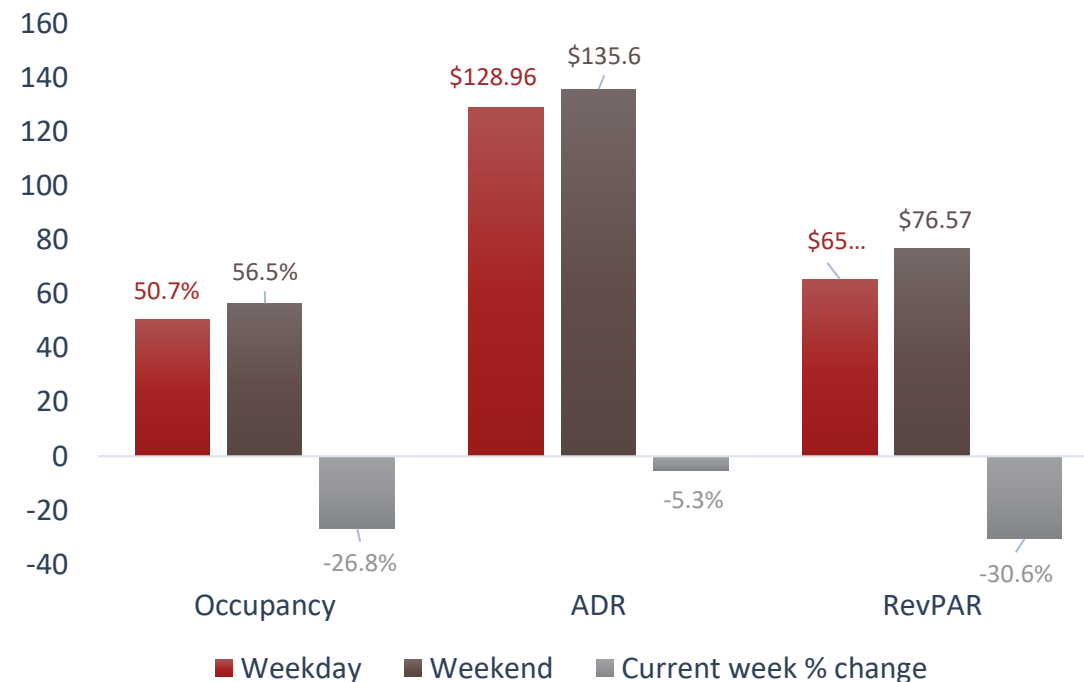
- British Columbia had a **42.8%** occupancy from Monday-Friday and a **47%** occupancy during the weekend
  - Compared to the week of September 22, 2019, total occupancy is down **-45.7%**
- British Columbia had an ADR of **\$130.66** from Monday-Friday and an ADR of **\$138.92** during the weekend
  - Compared to the week of September 22, 2019, total ADR is down **-38.2%**
- British Columbia had a RevPAR of **\$55.94** from Monday-Friday and a RevPAR of **\$65.30** during the weekend
  - Compared to the week of September 22, 2019, total RevPAR is down **-66.4%**





# SEPTEMBER 20 - 26 THOMPSON OKANAGAN

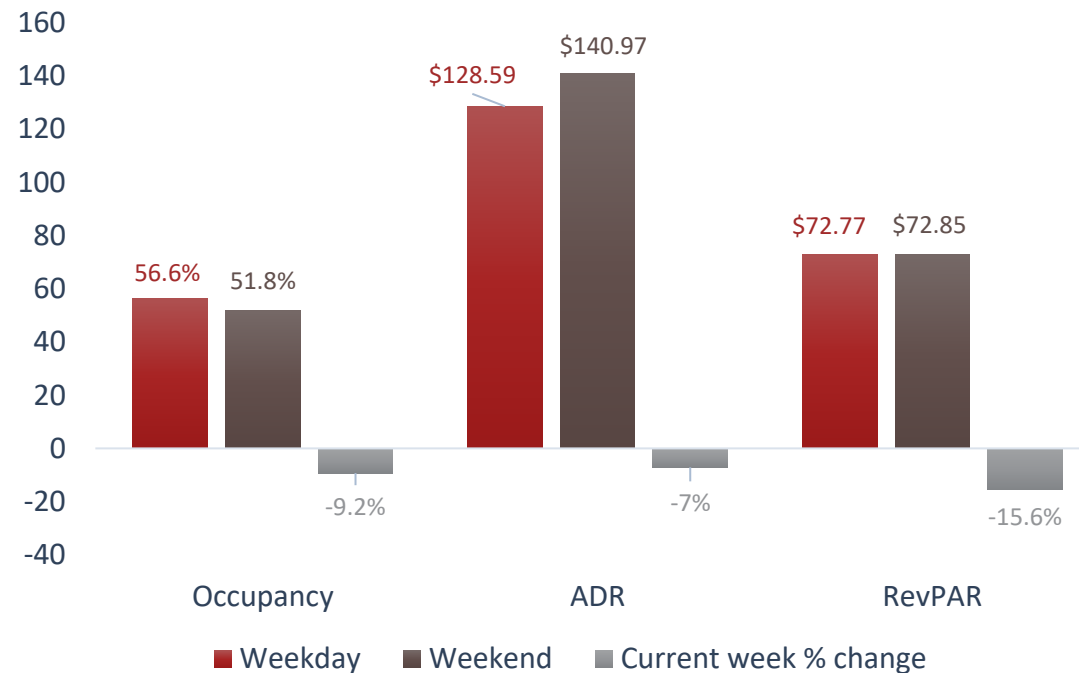
- The Thompson Okanagan had a **50.7%** occupancy from Monday-Friday and an **56.5%** occupancy during the weekend, giving the region the fourth **highest** percent occupancy in BC
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is down **-26.8%** in the Thompson Okanagan and **-45.7%** in British Columbia
- Thompson Okanagan had an ADR of **128.96** from Monday-Friday and an ADR of **135.60** during the weekend, giving the region the **fourth** highest ADR in BC
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-5.3%** in the Thompson Okanagan and down **-38.2%** in British Columbia
- Thompson Okanagan had a RevPAR of **65.45** from Monday-Friday and a RevPAR of **76.57** during the weekend, giving the region the **fourth** highest RevPAR in BC
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is down **-30.6%** in Thompson Okanagan and down **-66.4%** in British Columbia



Source: STR/BCHA/BCRTS Destination Weekly Report Week of September 20, 2020

# SEPTEMBER 20 - 26 KOOTENAY ROCKIES

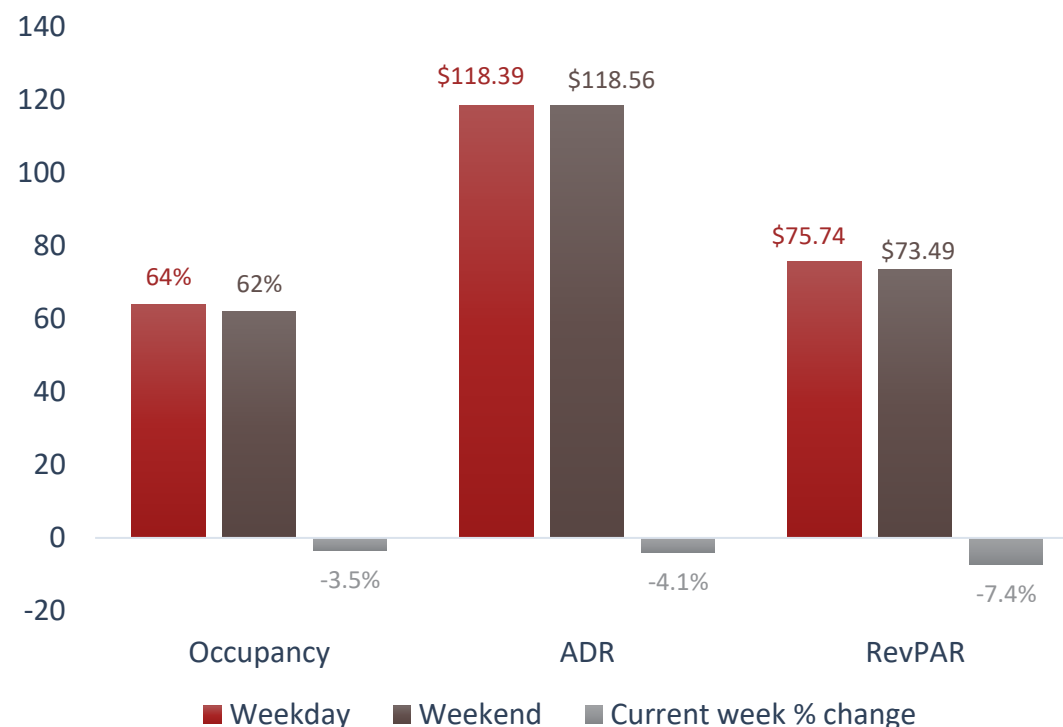
- The Kootenay Rockies had a **56.6%** occupancy from Monday-Friday and a **51.8%** occupancy during the weekend, giving the region the **third** highest percent occupancy in BC
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is down **-9.2%** in the Kootenay Rockies and **-45.7%** in British Columbia
- Kootenay Rockies had an ADR of **128.59** from Monday-Friday and an ADR of **140.97** during the weekend
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-7.0%** in the Kootenay Rockies and down **-38.2%** in British Columbia
- Kootenay Rockies had a RevPAR of **72.77** from Monday-Friday and a RevPAR of **72.85** during the weekend, giving the region the third highest RevPAR in BC
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is down **-15.6%** in the Kootenay Rockies and **-66.4%** in British Columbia





# SEPTEMBER 20 - 26 CARIBOO CHILCOTIN COAST

- The Cariboo Chilcotin Coast had a **64.0%** occupancy from Monday-Friday and a **62.0%** occupancy during the weekend
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is down **-3.5%** in the Cariboo Chilcotin Coast and down **-45.7%** in British Columbia
- The Cariboo Chilcotin Coast had an ADR of **118.39** from Monday-Friday and an ADR of **118.56** during the weekend
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-4.1%** in the Cariboo Chilcotin Coast down **-38.2%** in British Columbia
- The Cariboo Chilcotin Coast had a RevPAR of **75.74** from Monday-Friday and a RevPAR of **73.49** during the weekend
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is down **-7.4%** in the Cariboo Chilcotin Coast and down **-66.4%** in British Columbia



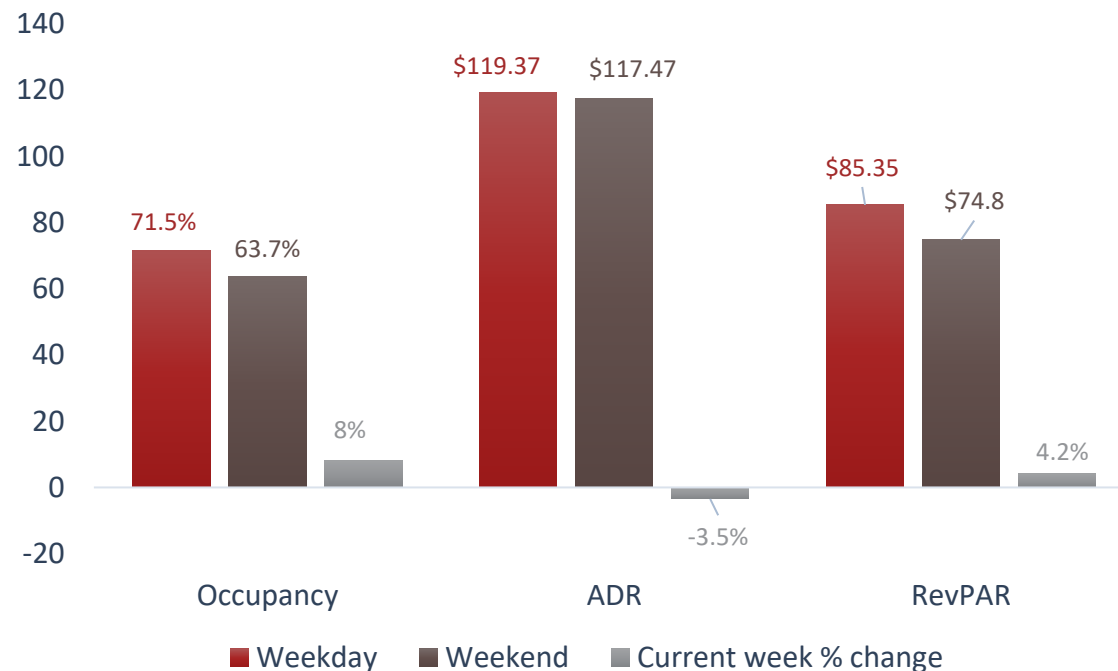
Source: STR/BCHA/BCRTS Destination Weekly Report Week of September 20, 2020





# SEPTEMBER 20 - 26 NORTHERN BRITISH COLUMBIA

- Northern BC had a **71.5%** occupancy from Monday-Friday and a **63.7%** occupancy during the weekend
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is up **8%** in Northern BC and down **-45.7%** in British Columbia
- Northern BC had an ADR of **119.37** from Monday-Friday and an ADR of **117.47** during the weekend, giving the region the **lowest** ADR in BC
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-3.5%** in Northern BC and down **-38.2%** in British Columbia
- Northern BC had a RevPAR of **85.35** from Monday-Friday and a RevPAR of **74.80** during the weekend
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is up **4.2%** in Northern BC and down **-66.4%** in British Columbia

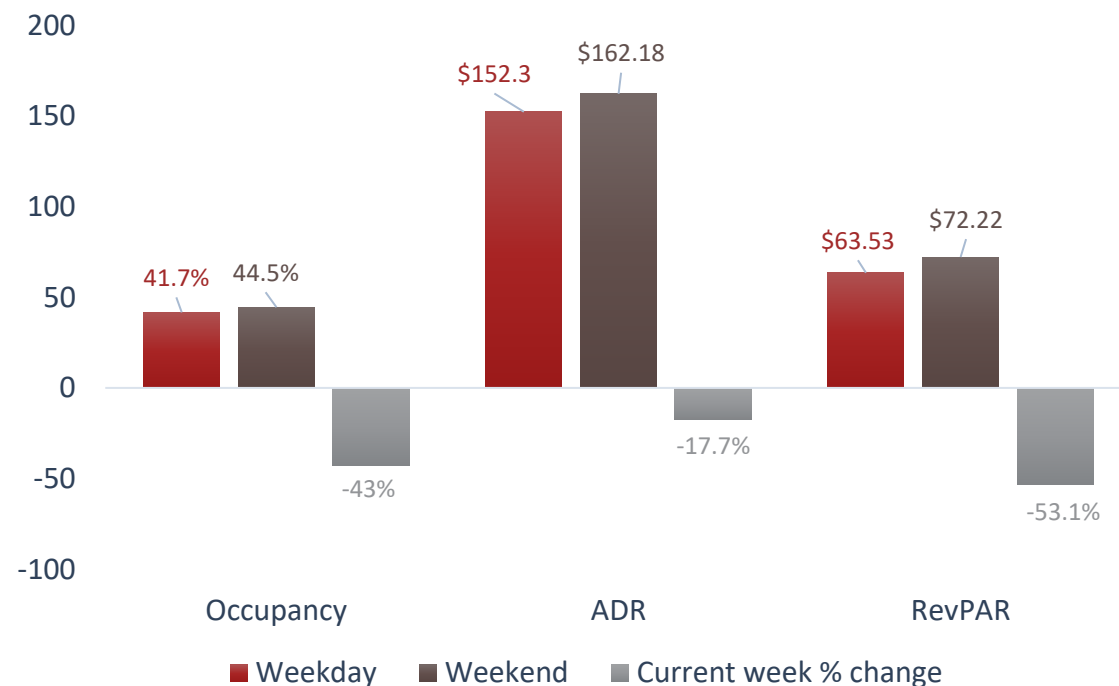


Source: STR/BCHA/BCRTS Destination Weekly Report Week of September 20, 2020



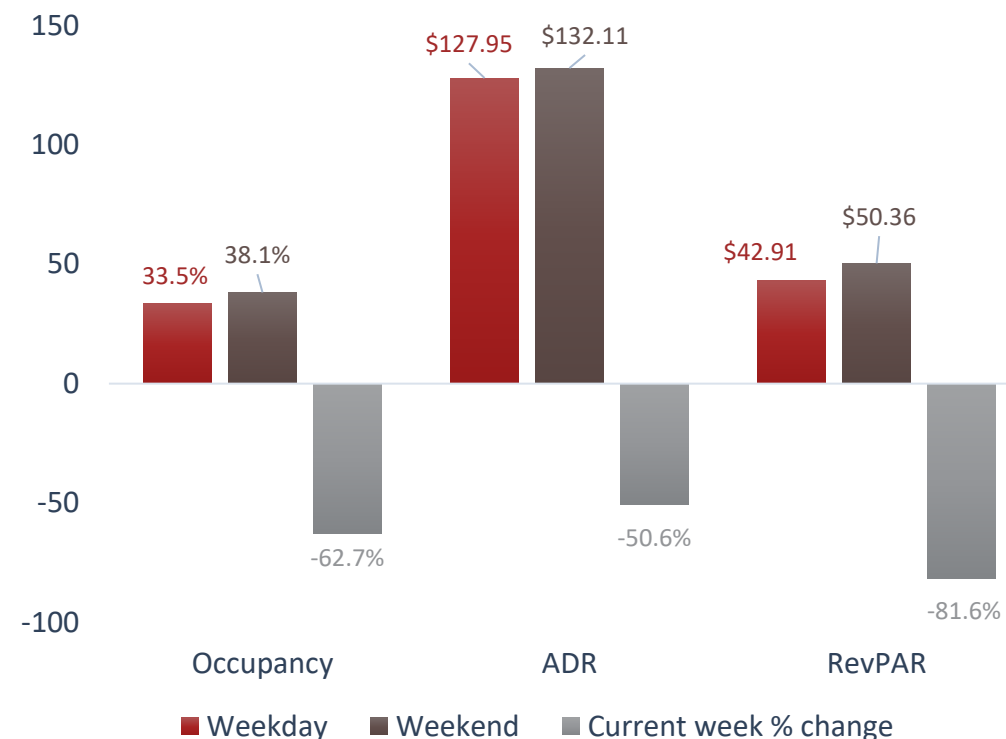
# SEPTEMBER 20 - 26 VANCOUVER ISLAND

- Vancouver Island had a **41.7%** occupancy from Monday-Friday and a **44.5%** occupancy during the weekend
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is down **-43%** in Vancouver Island and **-45.7%** in British Columbia
- Vancouver Island had an ADR of **152.30** from Monday-Friday and an ADR of **162.18** during the weekend, giving the region the **second** highest ADR in BC
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-17.7%** in Vancouver Island and down **-38.2%** in British Columbia
- Vancouver Island had a RevPAR of **63.53** from Monday-Friday and a RevPAR of **72.22** during the weekend
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is down **-53.1%** in Vancouver Island and **-66.4%** in British Columbia



# SEPTEMBER 20 - 26 VANCOUVER

- Vancouver had a **33.5%** occupancy from Monday-Friday and a **38.1%** occupancy during the weekend, giving the area the second lowest occupancy in BC
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is down **-62.7%** in Vancouver and **-45.7%** in British Columbia
- Vancouver had an ADR of **127.95** from Monday-Friday and an ADR of **132.11** during the weekend
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-50.6%** in Vancouver and down **-38.2%** in British Columbia
- Vancouver had a RevPAR of **42.91** from Monday-Friday and a RevPAR of **50.36** during the weekend, giving the area the **lowest** RevPAR in BC
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is down **-81.6%** in Vancouver and **-66.4%** in British Columbia



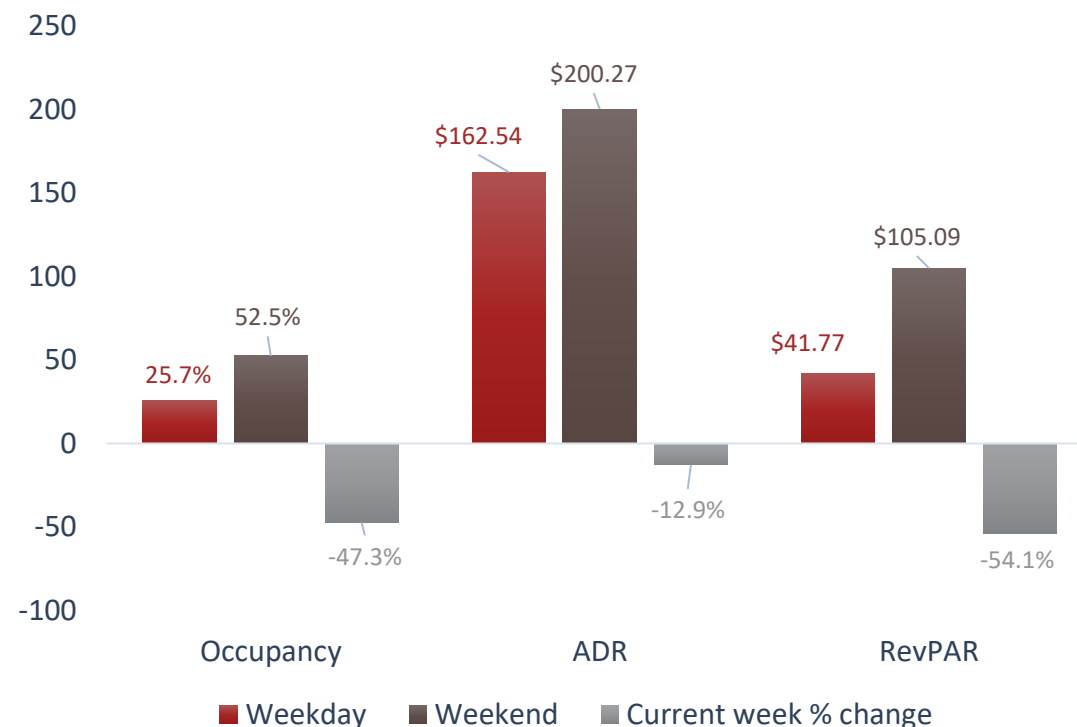
Source: STR/BCHA/BCRTS Destination Weekly Report Week of September 20, 2020





# SEPTEMBER 20 - 26 WHISTLER

- Whistler had a **25.7%** occupancy from Monday-Friday and a **52.5%** occupancy during the weekend, giving the area the **lowest** occupancy in BC
  - British Columbia had an occupancy of **42.8%** and **47.0%**, respectively
  - Compared to the week of September 22, 2019, occupancy is down **-47.3%** in Whistler and **-45.7%** in British Columbia
- Whistler had an ADR of **162.54** from Monday-Friday and an ADR of **200.27** during the weekend, giving the area the **highest** ADR in BC
  - British Columbia had an ADR of **130.66** and **138.92**, respectively
  - Compared to the week of September 22, 2019, ADR is down **-12.9%** in Whistler and down **-38.2%** in British Columbia
- Whistler had a RevPAR of **41.77** from Monday-Friday and a RevPAR of **105.09** during the weekend
  - British Columbia had a RevPAR of **55.94** and **65.30**, respectively
  - Compared to the week of September 22, 2019, RevPAR is down **-54.1%** in Whistler and **-66.4%** in British Columbia



Source: STR/BCHA/BCRTS Destination Weekly Report Week of September 20, 2020



# 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





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