

bcrts

British Columbia
Regional Tourism
Secretariat

MEASURING CANADIAN TRAVEL PATTERNS

BC Weekly Domestic Overnight
Visitor Insights



Period: February 4 – October 4, 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 4th, 2020 and is tracked on a weekly basis. Data is currently available through to October 4th, 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

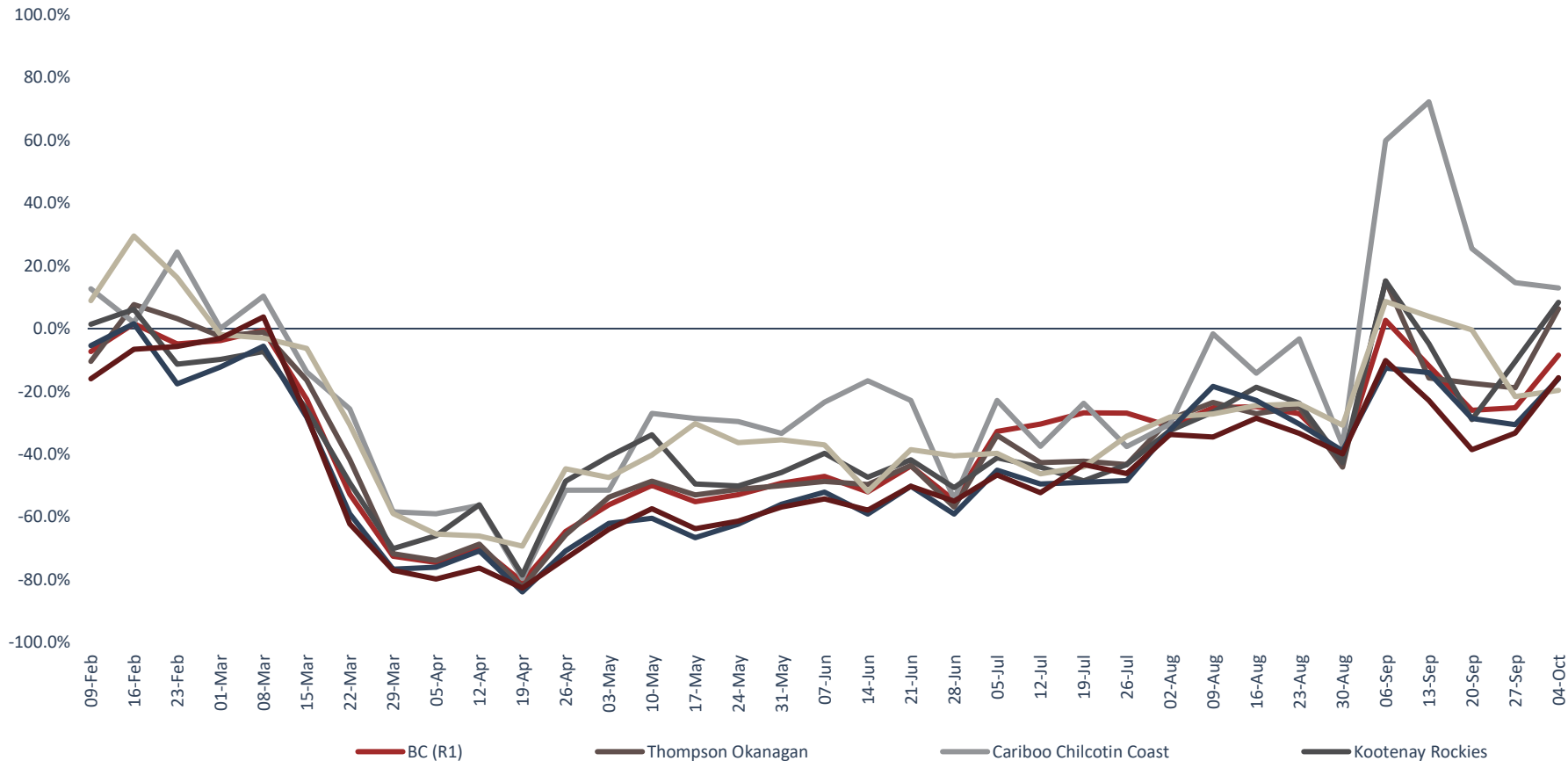
B.C. REGIONS

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%
Week 35 - September 28 - October 4	04-Oct	-8.5%	6.3%	12.9%	8.4%	-19.7%	-16.0%	-15.6%



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.

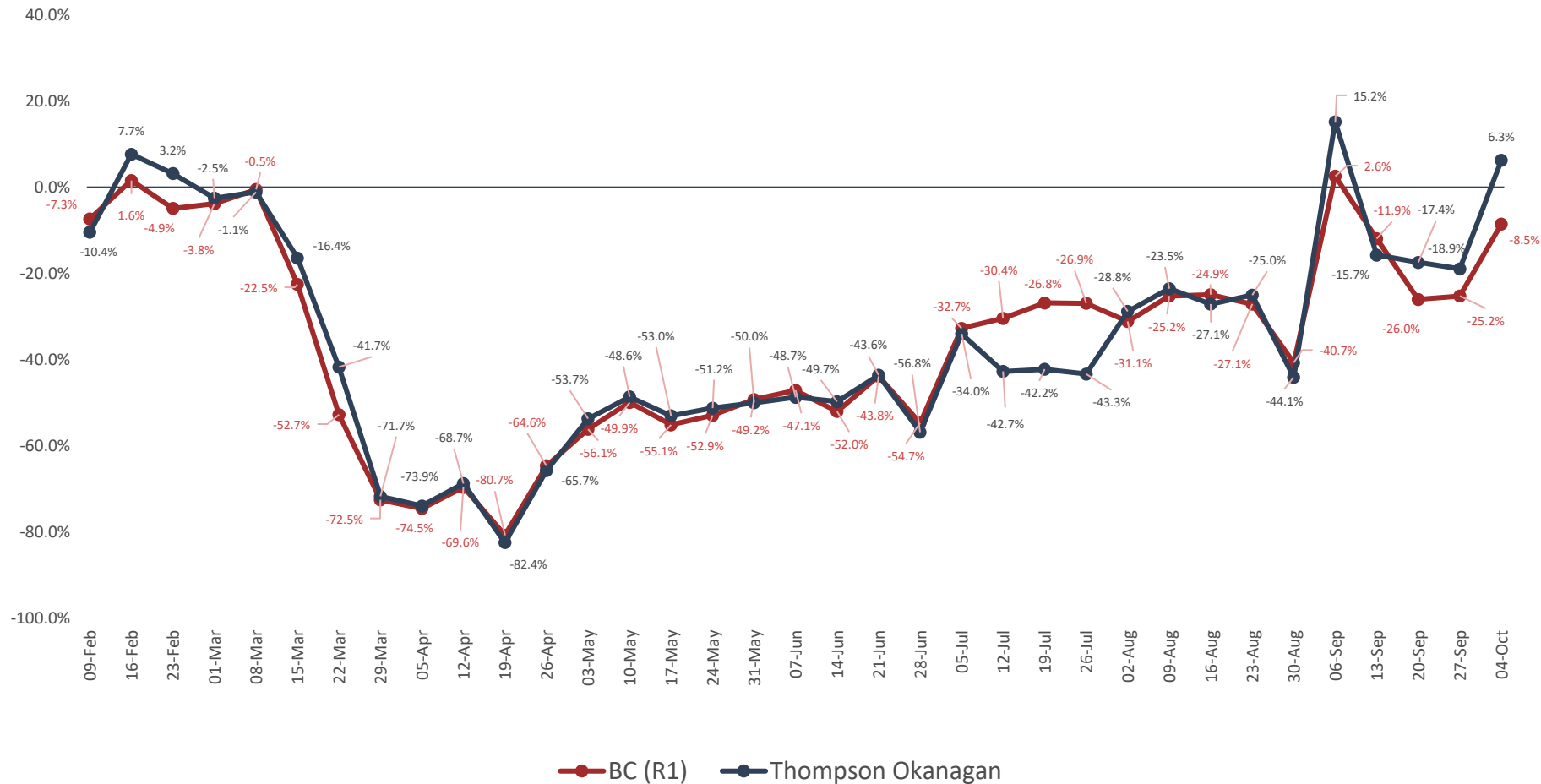
The Week of **September 6th** saw the highest number of Domestic Overnight Visitation in British Columbia since the beginning of the COVID-19 Pandemic, increasing by **2.6%** compared to the same week in 2019.

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, 35.

All of the BC Regions saw an **increase** in visitation from **Week 34** (September 21-27) to **Week 35** (September 28 – October 4) with the exception of the Cariboo Chilcotin Coast which saw a **decrease**.

- The Thompson Okanagan, Cariboo Chilcotin Coast and Kootenay Rockies saw an **increase** in visitation compared to British Columbia, Northern BC, Vancouver Island and Vancouver, Coast & Mountains saw a **decrease** during **Week 35** (September 28-October 4).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION THOMPSON OKANAGAN REGION



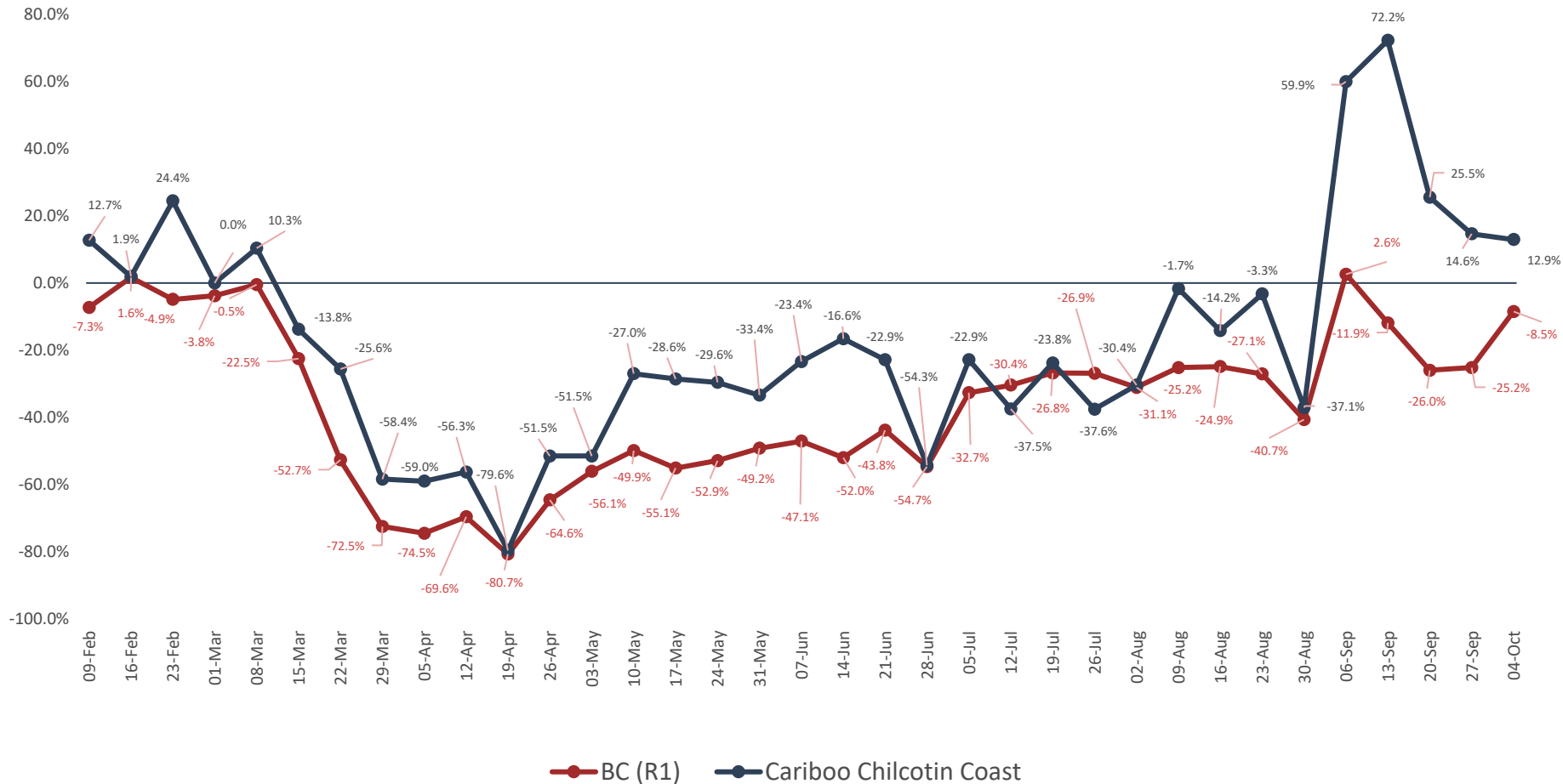
Key Findings:

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

- The week of **April 19th** saw the lowest number of Domestic Overnight Visitation, decreasing by **82%** compared to the same week in 2019.
- The Week of **September 6th** 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 **15%** increase in visitation compared to British Columbia during **Week 35** (September 28-October 4).
- Visitation to the Thompson Okanagan increased by **25%** and British Columbia increased by **17%** when comparing **Week 34** (September 21-27) to **Week 35** (September 28 – October 4).

DOMESTIC OVERNIGHT VISITORS – YEAR OVER YEAR VARIATION

CARIBOO CHILCOTIN COAST

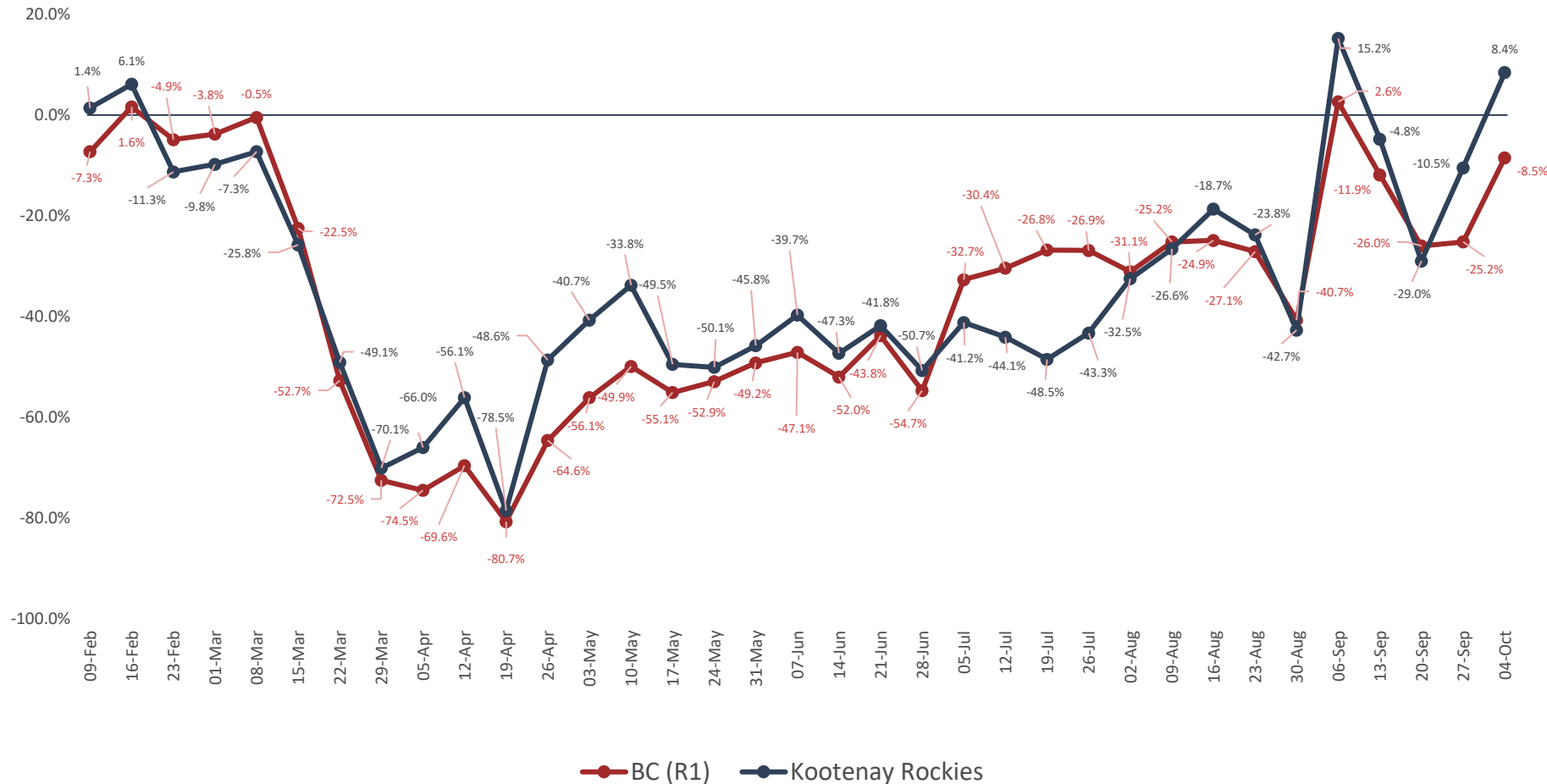


Key Findings:

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 6th** 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 **21%** increase in visitation over British Columbia during **Week 35** (September 28-October 4).
- Visitation to the Cariboo Chilcotin Coast decreased by **2%** and British Columbia increased by **17%** when comparing **Week 34** (September 21-27) to **Week 35** (September 28 – October 4).

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**.

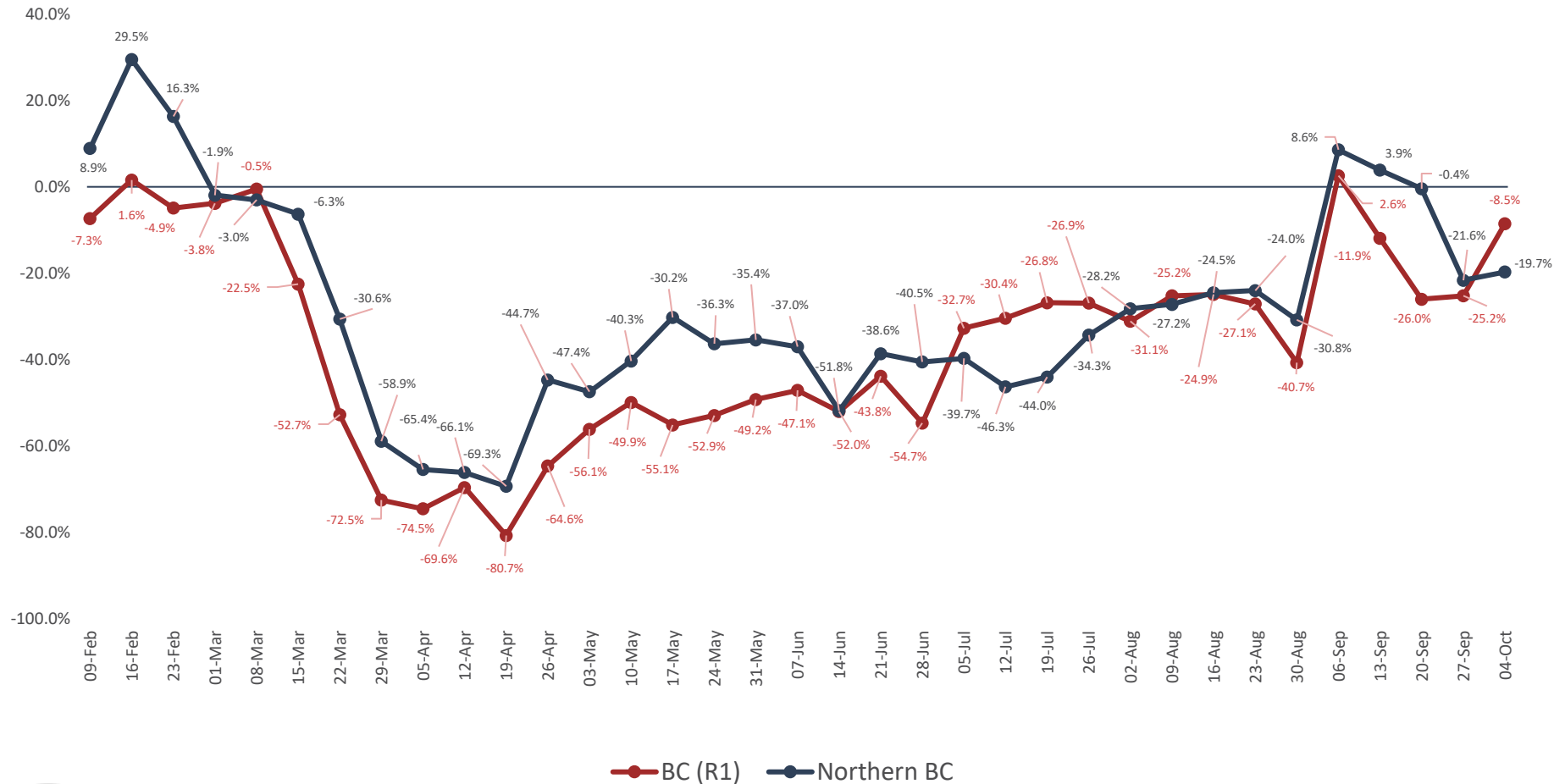
- The week of April 19 saw the lowest number of Domestic Overnight Visitation, decreasing by **79%** compared to the same week in 2019.
- The Week of **September 6th** saw the highest number of Domestic Overnight Visitation since the beginning of the COVID-19 Pandemic, increasing by **15.2%** compared to the same week in 2019.
- Note: The Kootenay Rockies saw a **17%** increase in visitation over British Columbia during **Week 35** (September 28-October 4).
- Visitation to the Kootenay Rockies increased by **19%** and British Columbia increased by **17%** when comparing **Week 34** (September 21-27) to **Week 35** (September 28 – October 4).



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:

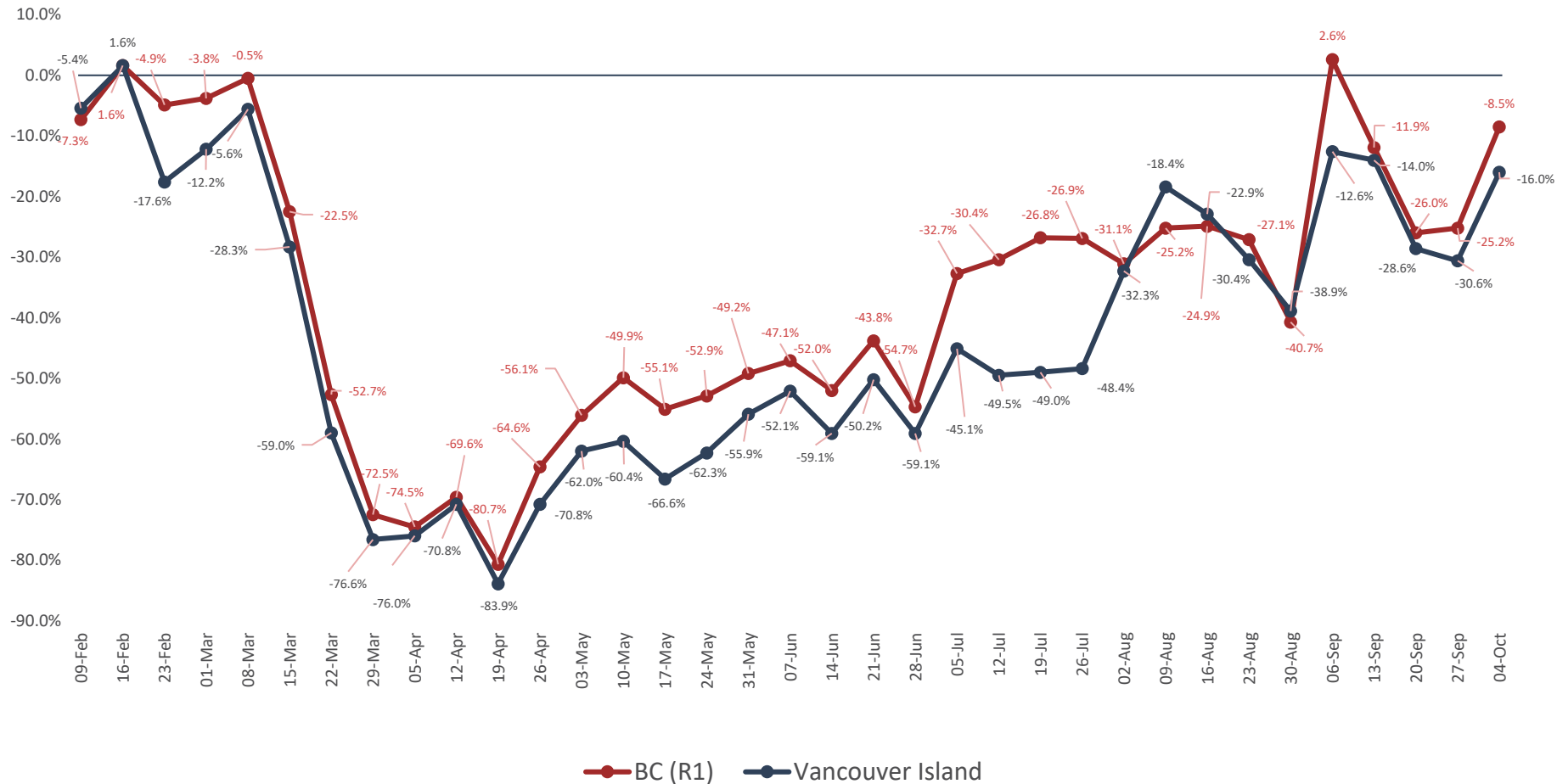
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020.**

- 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 6th** 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 **11%** decrease in visitation over British Columbia during **Week 35** (September 28-October 4).
- Visitation to Northern BC increased by **2%** and British Columbia increased by **17%** when comparing **Week 34** (September 21-27) to **Week 35** (September 28 – October 4).



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

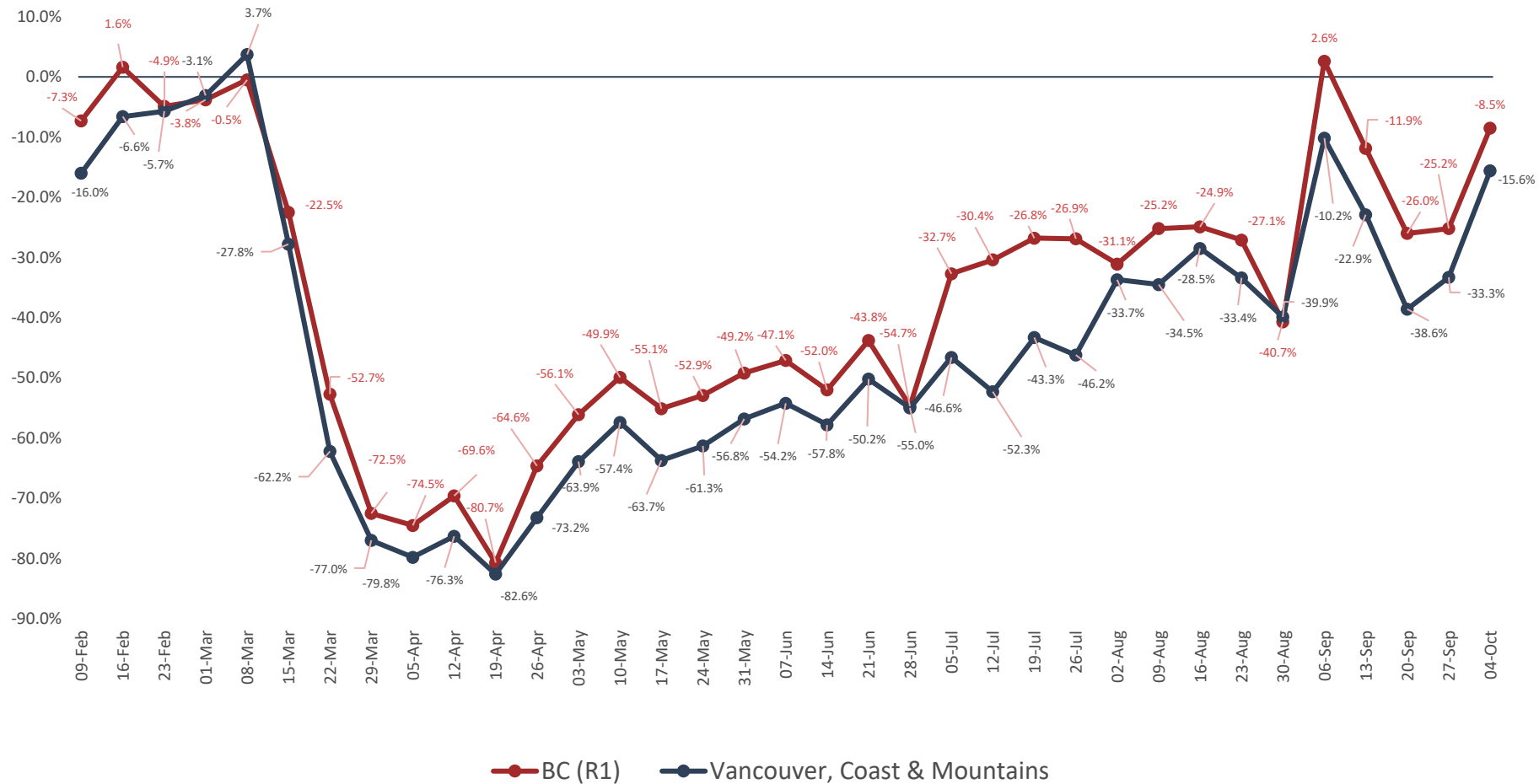


Key Findings:

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 **8%** decrease in visitation compared to British Columbia during **Week 35** (September 28-October 4).
- Visitation to Vancouver Island increased by **15%** and British Columbia increased by **17%** when comparing **Week 34** (September 21-27) to **Week 35** (September 28 – October 4).

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 **7%** decrease in visitation compared to British Columbia during **Week 35** (September 28-October 4).
- Visitation to Vancouver, Coast & Mountains increased by **18%** and British Columbia increased by **17%** when comparing **Week 34** (September 21-27) to **Week 35** (September 28 – October 4).



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION



Contact: Simone Carlyle-Smith, Managing Director

Symphony Tourism Services, a subsidiary of the Thompson
Okanagan Tourism Association

778-721-5448

sts@totabc.com

<https://www.totabc.org/symphony-tourism-services>