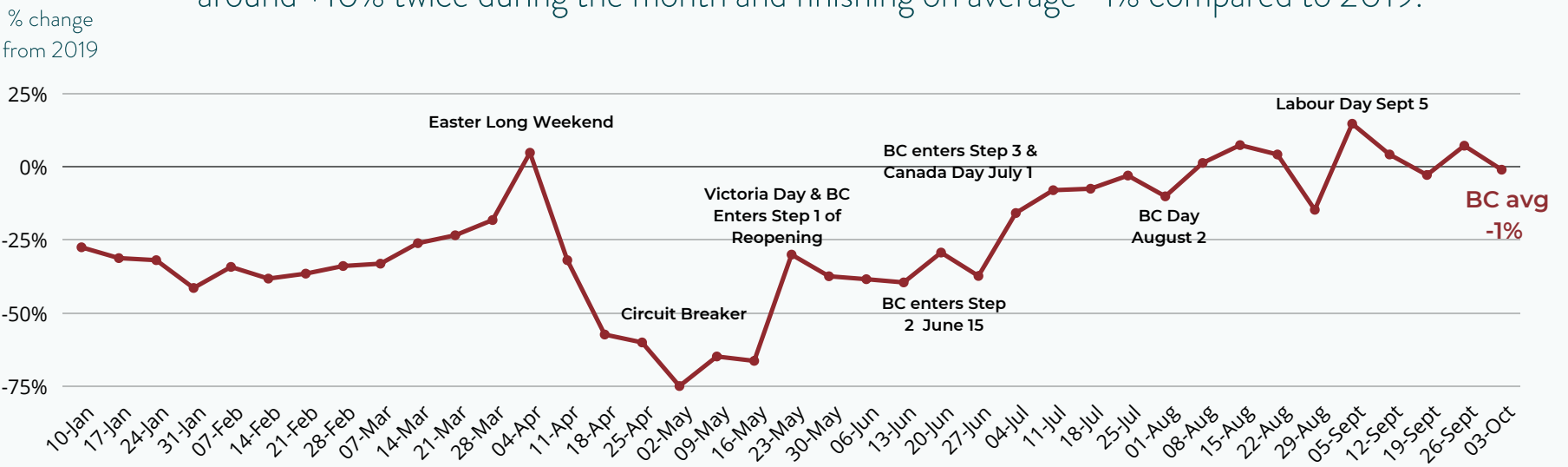


RECOVERY TRACKING: VISITATION INDICATORS

Weekly Domestic Overnight Visitors to BC 2021 vs 2019

Visitation at the start of September 2021 was -15% compared to 2019, peaking around +10% twice during the month and finishing on average -1% compared to 2019.

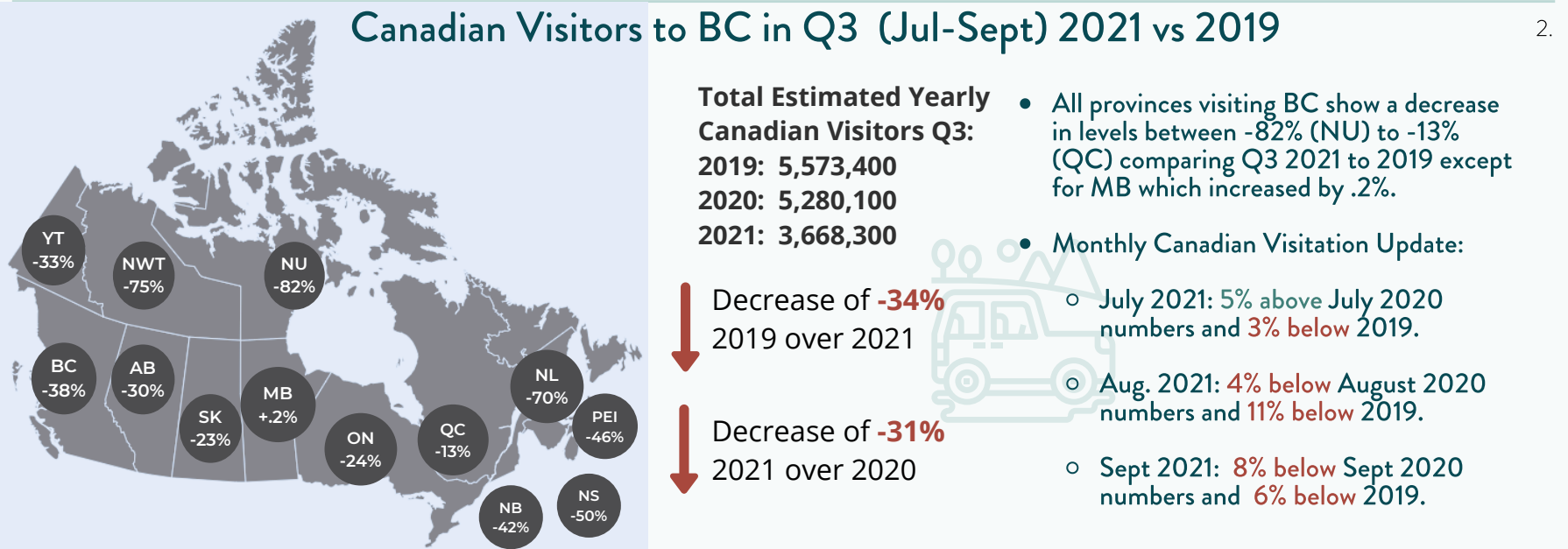


While the end of August 2021 was in a slump with domestic visitor numbers at -15% compared to 2019, it quickly climbed during the labour day weekend to +14.7%; however, it should be noted that Labour Day 2019 was a different week and therefore we cannot conclude that visitation for that holiday was higher than in 2019. The province experienced another small spike in domestic overnight visitation up to +7% during the week ending Sept 26 and then levelling off to just below 2019 numbers by the end of the month.

The BC Tourism Regions have similar peaks and valleys but visitation is varies as follows: KR, TO, NBC and VCM with higher numbers than 2019, but CCC still lower at -7% on average over the month. Percent change since 2019 at the close of the month: CCC -1.6%, KRT +64%, Northern BC at +9%, VCM at +2%, VI -8.6%. KRT's numbers bring up the average and were confirmed since they appeared to be an anomaly.

Note: Environics Analytics' Weekly Tracker tracks movement of mobile devices and counts visitors as anyone 60km from home overnight between the hours of 8pm and 8am.

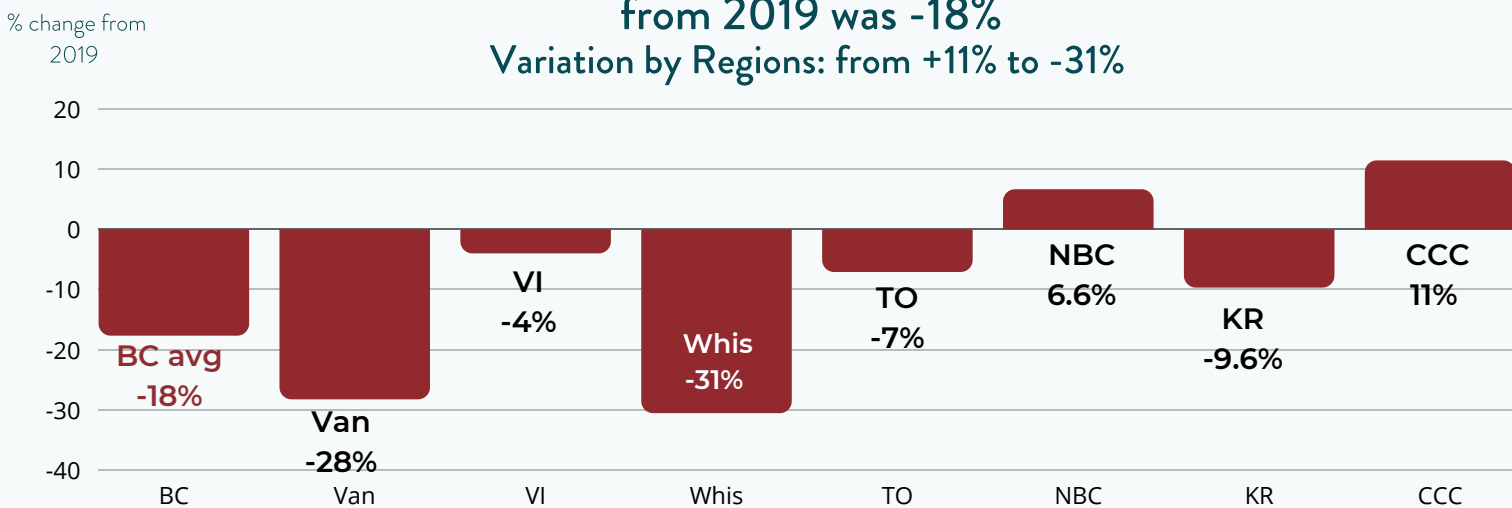
Canadian Visitors to BC in Q3 (Jul-Sept) 2021 vs 2019



BC Hotel Performance 2021 YTD vs 2019

BC Avg. September Occupancy Percent Change from 2019 was -18%

Variation by Regions: from +11% to -31%

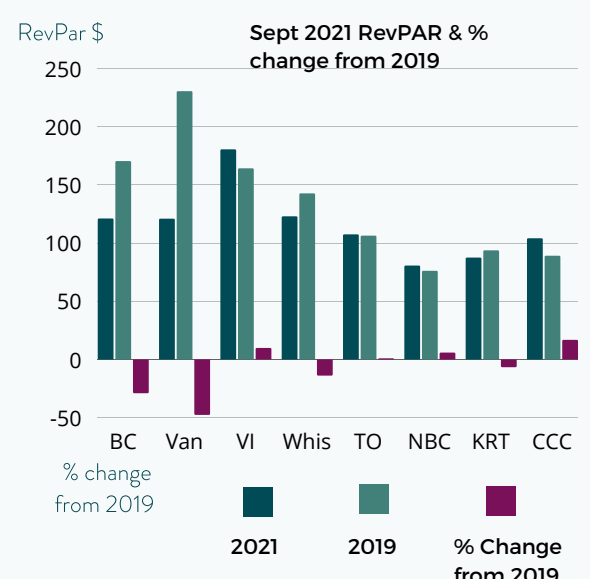
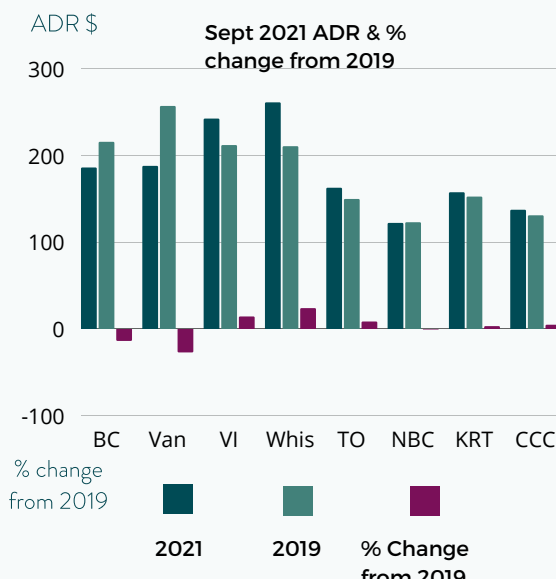
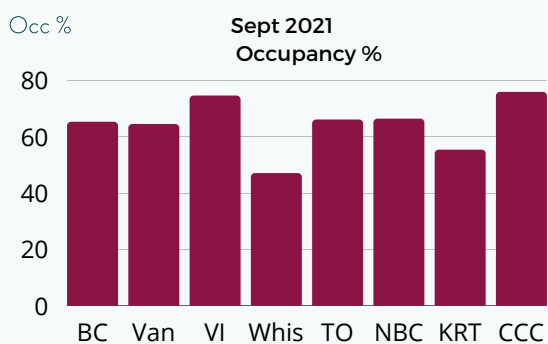


- Looking at real occupancy for the month of September 2021 compared to September 2019, BC's average was -18% (65% occupancy in Sept 2021 vs 79% occupancy in Sept 2019)
 - The September 2021 Year-to-date (YTD) figure is -35%, with 2021 Sept YTD occupancy of 47% vs Sept 2019 YTD of 73%.
- Average Daily Rate (ADR) for Sept 2021 was -14% compared to 2019 rates, with Vancouver lowest at -27% and other regions ranging from +24% (Whis) to -0.6% (NBC).
 - The YTD Sept 2021 ADR is -19% for BC and as low as -28% for Whistler compared with YTD Sept 2019.
- Revenue Per Available Room (RevPAR) for Sept 2021, averaged -29% compared to 2019, an improvement of 5 points since August, with Vancouver and Whistler at -48% and -14% compared to the same month in 2019 respectively, and the other regions ranging from -7% (KR) to +17% (CCC), demonstrating the dual shock of lower demand and lower supply due to labour shortages.
 - The YTD Sept 2021 RevPAR is -47% on average in BC; -63% (Whis), -60% (Van), -25% (VI), -18% (KR), -18% (TO), -15% (NBC), and -8% (CCC)
- The YTD figures have been included to show the cumulative impact; while some months show improvements or occupancy levels relatively close to 2019, the losses have not been recuperated and all regions are showing averages below 2019 levels.
- Note this data reflects responses from approximately 25-50% of accommodations in the province, and mainly chains, and therefore trends noted above may differ from anecdotal reports.

Regional Occupancy for Sept 2021 ranged from 47% in Whistler to 76% in CCC. BC Avg was 65% (vs 79% in 2019), down 7 points since Aug.

BC ADR for Sept 2021 was \$185 (vs \$215 in 2019), -14% compared to 2019; down \$23 since Aug.

BC Avg RevPAR for Sept 2021 is \$121 (vs \$170 in 2019), -29% compared to 2019; up \$18 since Aug.



NOTES:
 1. Environics Analytics Weekly Tourism Tracker, BCRTS, Symphony Tourism Services
 2. Visitor View Monthly Visitor Highlights, BCRTS, Environics Analytics, Symphony Tourism Services
 3. STR Monthly YTD Report, BCRTS, Symphony Tourism Services

RECOVERY TRACKING: BUSINESS RESPONSES

The current period, September 2021, found British Columbia in the third month in 2021 with Canada-wide travel permitted and the first month with international travellers permitted. With August not being the recovery month expected, particularly in the Interior regions affected by wildfires and increased COVID-19 restrictions, businesses have been hopeful about a positive fall season and numbers indicate we are sitting closer to 2019 visitor numbers than previous months on average. In regards to accommodation recovery, we can see through the year-to-date revenue figures that there are major losses still to be overcome. The challenges of labour shortages and financial concerns around loan repayment have surfaced to the top this month from the direct contact with tourism stakeholders through the BC Tourism Resiliency Program. The following indicators are tracked monthly via business surveys to provide a picture of concerns and recovery trends.

4.

COVID-19 Impact Report: Recovery Trends July & August 2021

Of the 214 firms surveyed in July & August 2021*:

Hardest Hit: Firms that rely primarily on international visitors have seen the largest drop in revenue since 2019.

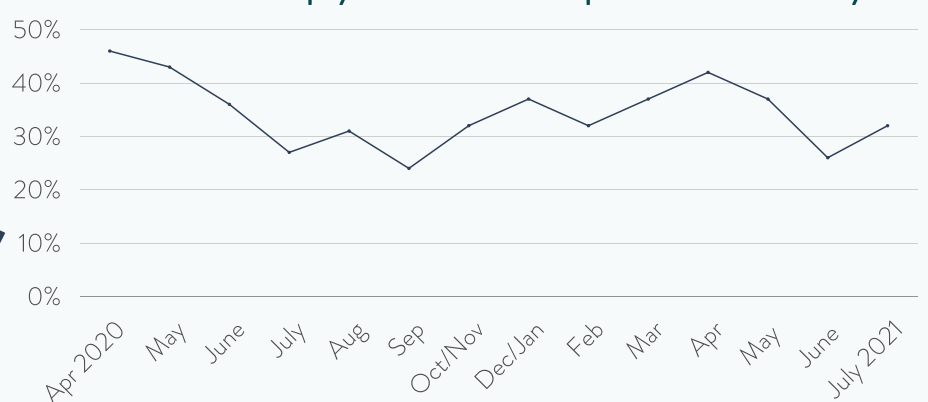
28% reported "business as usual" indicating sector continuing to face abnormal business conditions (up from 18% in June). Hotels and resorts showing the highest percentage of closed firms (30%) while retail/rental businesses more likely to operate as usual.

33% reported using less than half their usual staff for this time of year, a small improvement from June. The average staffing level rose to 67% in July and dropped to 58% in August.

74% reported being impacted in some way due to wildfires, smoke and resurgence of COVID-19

38% reported losing more than half of their revenue compared to June or July 2019 and improvement of 22 points since June's report and up 4 points since July preliminary results reported in August.

Firms UNABLE to pay bills increased 8 points to 32% in July.



32% were unable to pay their July 2021 bills, an increase from 26% (8 percentage points) since June.

28-41% reported being ineligible for major provincial and federal programs targeted for businesses, similar to June.

Significant Issues:

Of those businesses not fully reopened, the top reason businesses cited that is preventing them from fully reopening is international travel restrictions (70%). The second most cited reason was staff shortages, with almost half (46%) of businesses believing that to be a main issue.

More than 50% reported receiving fewer bookings for the Fall season in both 2019 and 2020.

Note * The COVID-19 Impact Report for July & August was combined. Results reported in previous update were July responses received to date, with this August update including full sample. The next report will contain results from September/October.

Tourism Resiliency Network September 2021 Highlights

5.



2,003
Businesses Registered
in the Program

Women-Owned Businesses **422**
Indigenous-Owned Businesses **167**
Youth-Owned Businesses **4**

Restart Concerns and Adaptation Signs from Hospitality & Tourism Businesses:

Concerns and Challenges:

- Common themes throughout the month were staffing challenges/labour shortage
- Concerns around how to respond, how to enforce, how to police the implementation of the vaccine card
- Stakeholders affected by the wildfires, media and smoke challenges are looking for additional funding
- Rural operator hotels are more challenged by capacity to access programs (of all types including learning, digital adaption, financial resources, etc.).
- Employers struggling with decisions around vaccine policies for employees
- Stakeholders impacted by wildfires, smoke and media messaging (in Interior) in need of additional funding
- Ongoing challenges for Alberta residents who own BC businesses
- Visitors' mental health impacted due to proof of vaccination requirements and how they are coping (or not coping well) resulting on impacts to the businesses
- Fire damage not fully assessed yet in certain areas; loss of rural cabins
- Risk of landslide and erosion worrying some businesses
- Businesses are concerned about the loans that were available and how they will pay them back at the end of Dec 2022. Businesses really believed they would be able to recover slightly this summer, but another peak season has gone without the recovery expected and so impending financial difficulties.

Companies Expressed Interest in:

- Support on digital marketing including TripAdvisor and other business listings and ad support for further digital adaptation
- Travel offers such as ads promoted by DBC and other platforms
- Inclusion of Indigenous cultural experiences in offerings

NOTES:

4. BCRTS COVID-19 Impact Report July & August 2021
5. BC Tourism Resiliency Network Sept 2021 Report
Visit <https://tourismresiliency.ca/reports/#impact-reports>

A collaboration between:
Cariboo Chilcotin Coast Tourism Association
Kootenay Rockies Tourism Association
Northern BC Tourism Association
Thompson Okanagan Tourism Association
Tourism Association of Vancouver Island

Prepared by Symphony Tourism Services