STR and Environics Domestic VisitorView

Measuring Canadian Travel Patterns

April 10, 2024 Update

2024 Weekly Report

Purpose

- 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 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.

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)

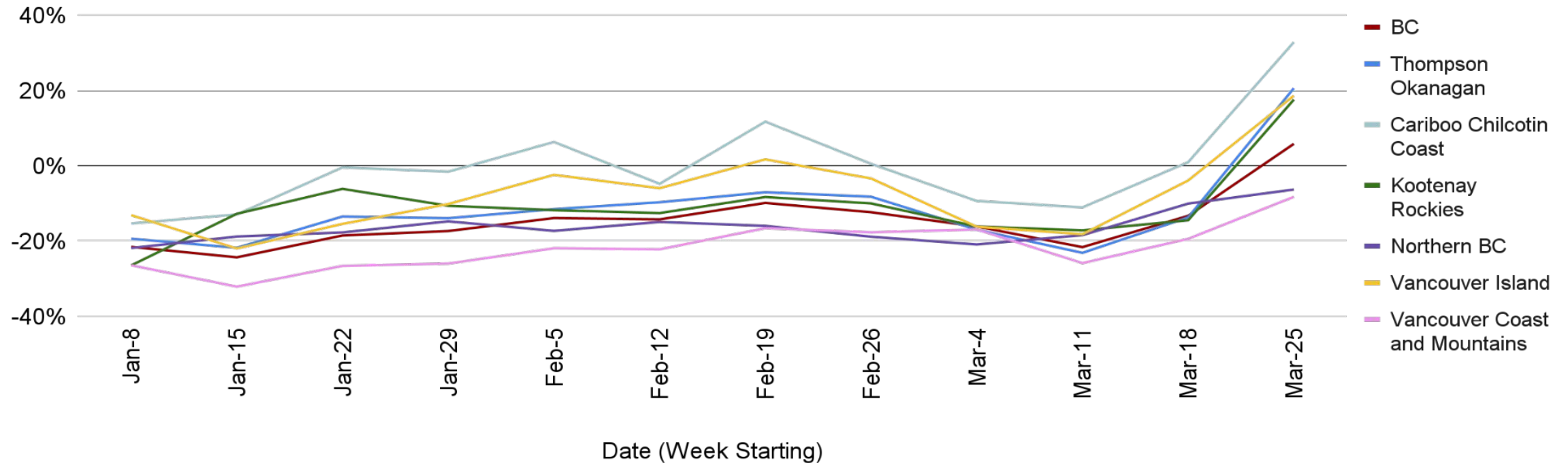- **Email info@str.com to request more information**

# Domestic Overnight Visitors

Environics Canada

Domestic Overnight Visitors - Weekly Year-over-Year (2024 vs. 2023) Variation
BC & Regions

Key Findings

- Average Domestic Overnight Visitation to BC for Week 13 (March 25 - March 31, 2024) is **up 5.8%** compared to the same week in 2023.

- When comparing Week 13 to Week 12 (March 18 - March 24, 2024), all regions saw an **increase** in visitation except for Northern BC and Vancouver Coast and Mountains.

- British Columbia **increased 16.5%** when comparing Week 13 to Week 12.

Domestic Overnight Visitors Count - Weekly Year-over-Year (2020, 2021, 2022, 2023, 2024)
British Columbia
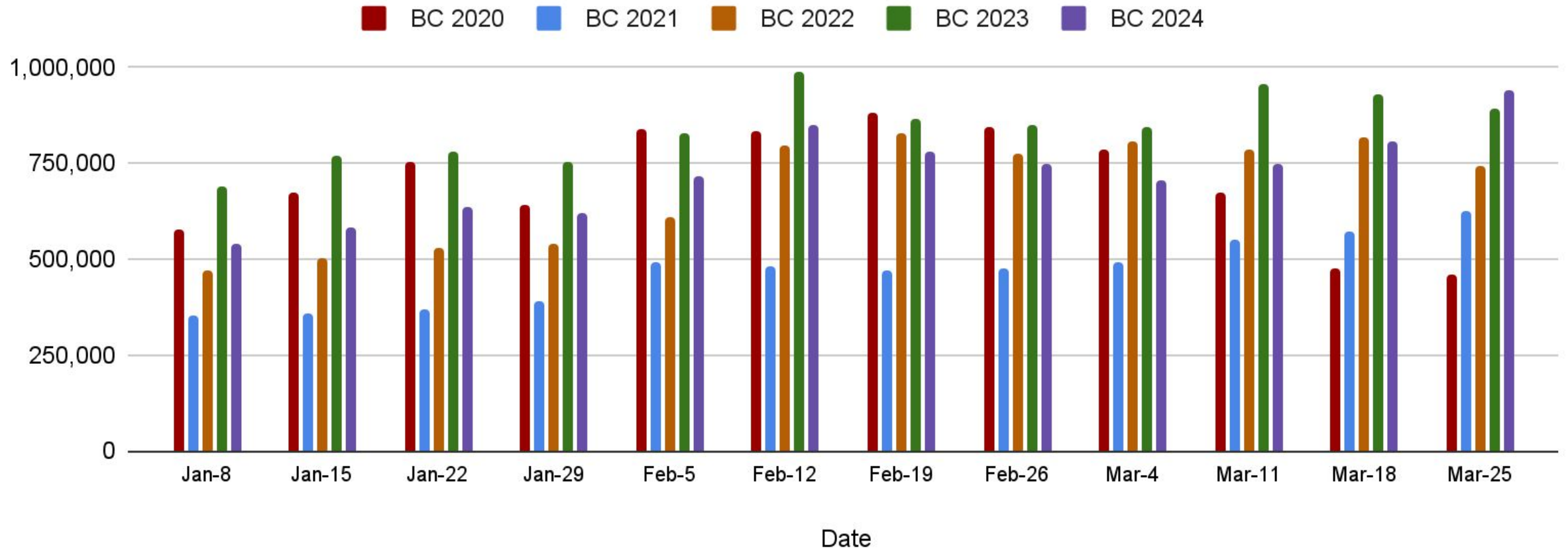
STR Hospitality Summary

STR/BCHA

STR Summary BC & Regions
March 24 - March 30, 2024

- British Columbia had a **64%** occupancy from Sunday-Thursday and a **74.7%** occupancy during the weekend, down **3.5%** compared to the same week in 2023.

- British Columbia had an ADR of **$214.7** from Sunday-Thursday and an ADR of **$224.2** during the weekend, up **6.4%** compared to the same week in 2023.

- British Columbia had a RevPAR of **$137.4** from Sunday-Thursday and a RevPAR of **$167.5** during the weekend, up **2.6%** compared to the same week in 2023.

Regional Statistics the Weekend of March 29 - March 30, 2024:

	OCC	ADR	REVPAR
Vancouver	79.9%	$219.3	$175.3
Vancouver Island	85.4%	$240.4	$205.3
Whistler	86.5%	$588.4	$508.8
Thompson Okanagan	68.9%	$156.8	$108
Northern BC	58.3%	$145	$84.5
Kootenay Rockies	56%	$168.7	$94.4
Cariboo Chilcotin Coast	43.7%	$135.6	$59.3
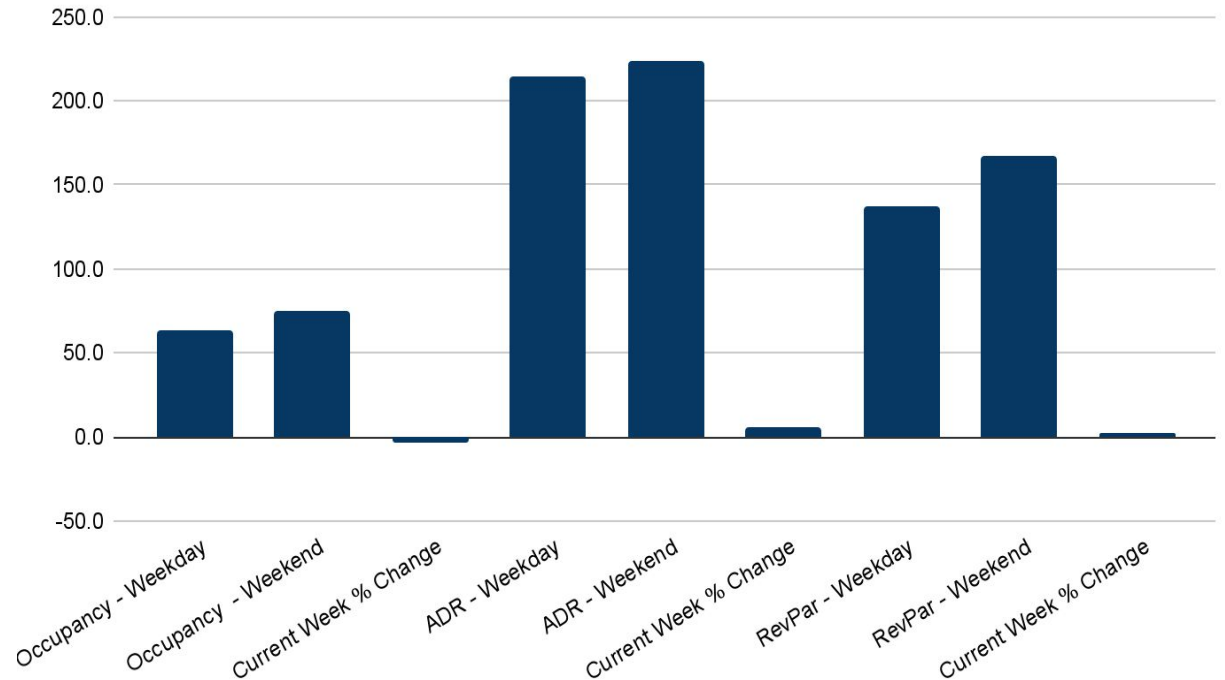
Glossary

- **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.

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Notes

Long **Weekends and Holidays**:

- 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.

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Appendix - Date conversions

	Week of - 2023	Week of - 2024
New Years Day	January 2, 2023 (Week 1)	January 1, 2024 (Week 1)
Family Day	February 20, 2023 (Week 8)	February 19, 2024 (Week 8)
Good Friday	April 7, 2023 (Week 14)	March 29, 2024 (Week 13)
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

Week #	Week Of:	British Columbia
18	May 1 - May 7	24.4%
19	May 8 - May 14	14.1%
20	May 15 - May 21	4.1%
21	May 22 - May 28	14.5%
22	May 29 - June 4	15.8%
23	June 5 - June 11	12.3%
24	June 12 - June 18	9.3%
25	June 19 - June 25	-6.5%
26	June 26 - July 2	2.1%
27	July 3 - July 9	1.7%
28	July 10 - July 16	0.5%
29	July 17 - July 23	-1.2%
30	July 24 - July 30	-11.9%
31	July 31 - August 6	8.1%
32	August 7 - August 13	5.1%
33	August 14 - August 20	-4.9%
34	August 21 - August 27	-12.3%

Week #	Week Of:	British Columbia
35	August 28 - September 3	-13.0%
36	September 4 - September 10	-16.1%
37	September 11 - September 17	-10.5%
38	September 18 - September 24	-9.4%
39	September 25 - October 1	-5.5%
40	October 2 - October 8	-5.8%
41	October 9 - October 15	-11.1%
42	October 16 - October 22	-5.9%
43	October 23 - October 29	-7.4%
44	October 30 - November 5	-12.9%
45	November 6 - November 12	-4.0%
46	November 13 - November 19	-12.8%
47	November 20 - November 26	-10.7%
48	November 27 - December 3	-10.7%
49	December 4 - December 10	-18.9%
50	December 11 - December 17	-19.5%
51	December 18 - December 24	-6.8%
52	December 25 - December 31	-4.7%

Week #	Week Of:	British Columbia
1	January 1 - January 7	-10.3%
2	January 8 - January 14	-21.6%
3	January 15 - January 21	-24.3%
4	January 22 - January 28	-18.5%
5	January 29 - February 4	-17.4%
6	February 5 - February 11	-13.9%
7	February 12 - February 18	-14.2%
8	February 19 - February 25	-9.9%
9	February 26 - March 3	-12.4%
10	March 4 - March 10	-16.2%
11	March 11 - March 17	-21.6%
12	March 18 - March 24	-13.3%
13	March 25 - March 31	5.8%

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