MEASURING CANADIAN TRAVEL PATTERNS

BC Weekly Domestic Overnight Visitor Insights – Thompson Okanagan Region

Period: February 4 – September 6, 2020
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 September 6th, 2020.

- **Domestic Overnight Visitors:** A device that spent at least one night more than 60 KM 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.
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
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, 27, 28, 31.

All of the BC Regions saw an increase in visitation from Week 30 (August 24-30) to Week 31 (August 31 – September 6) with the exception of the Cariboo Chilcotin Coast, which saw a decrease.

All of the BC Regions saw a decrease in visitation compared to British Columbia during Week 31 (August 31 – September 6).

- Note: The Thompson Okanagan saw a 13% decrease in visitation compared to British Columbia during Week 31 (August 31 – September 6).

- Visitation to the Thompson Okanagan increased by 29% and British Columbia increased by 38% when comparing Week 30 (August 24-30) to Week 31 (August 31 – September 6).
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