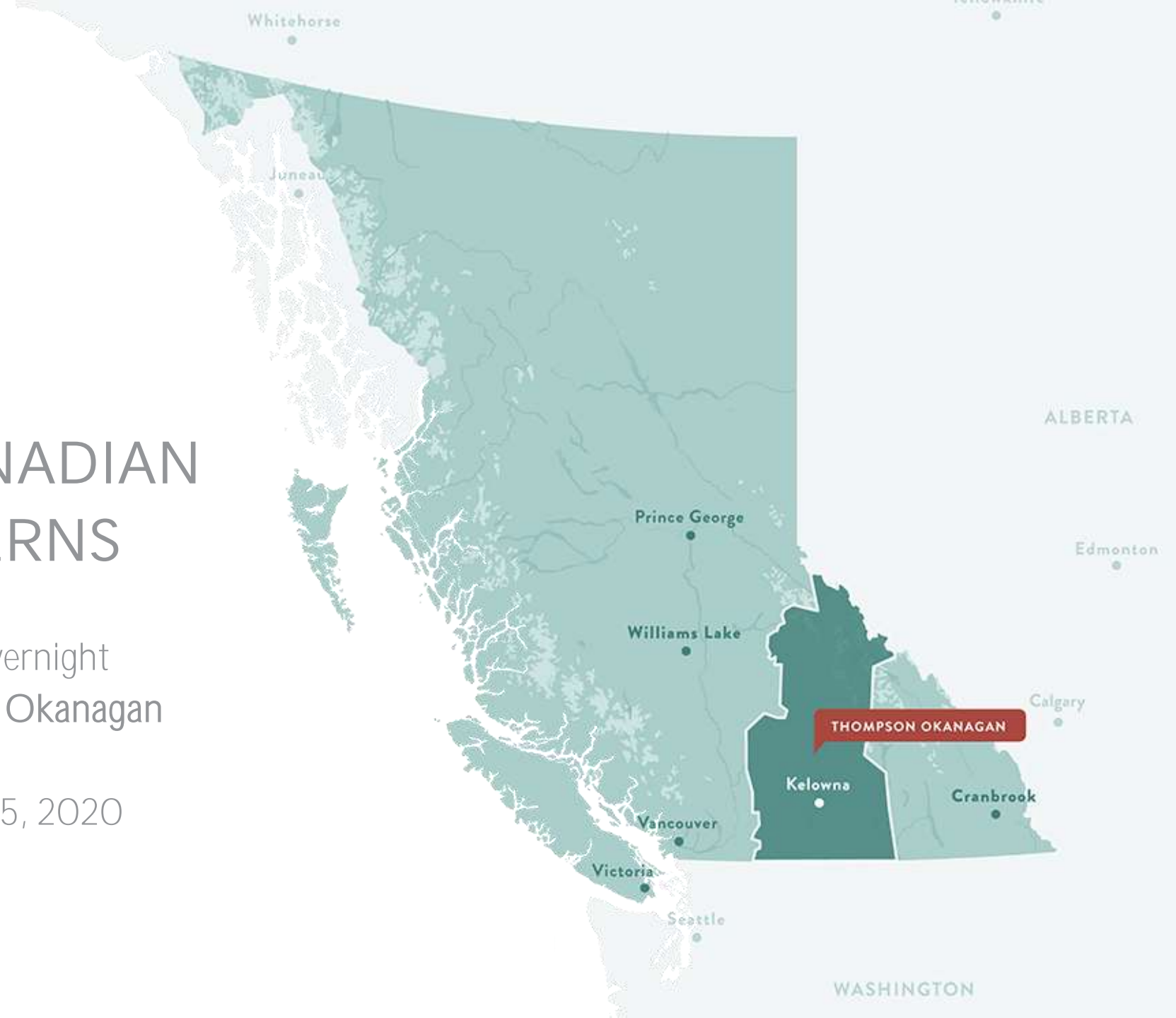


MEASURING CANADIAN TRAVEL PATTERNS

BC Weekly Domestic Overnight
Visitor Insights – Thompson Okanagan

Period: February 4 – July 5, 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.

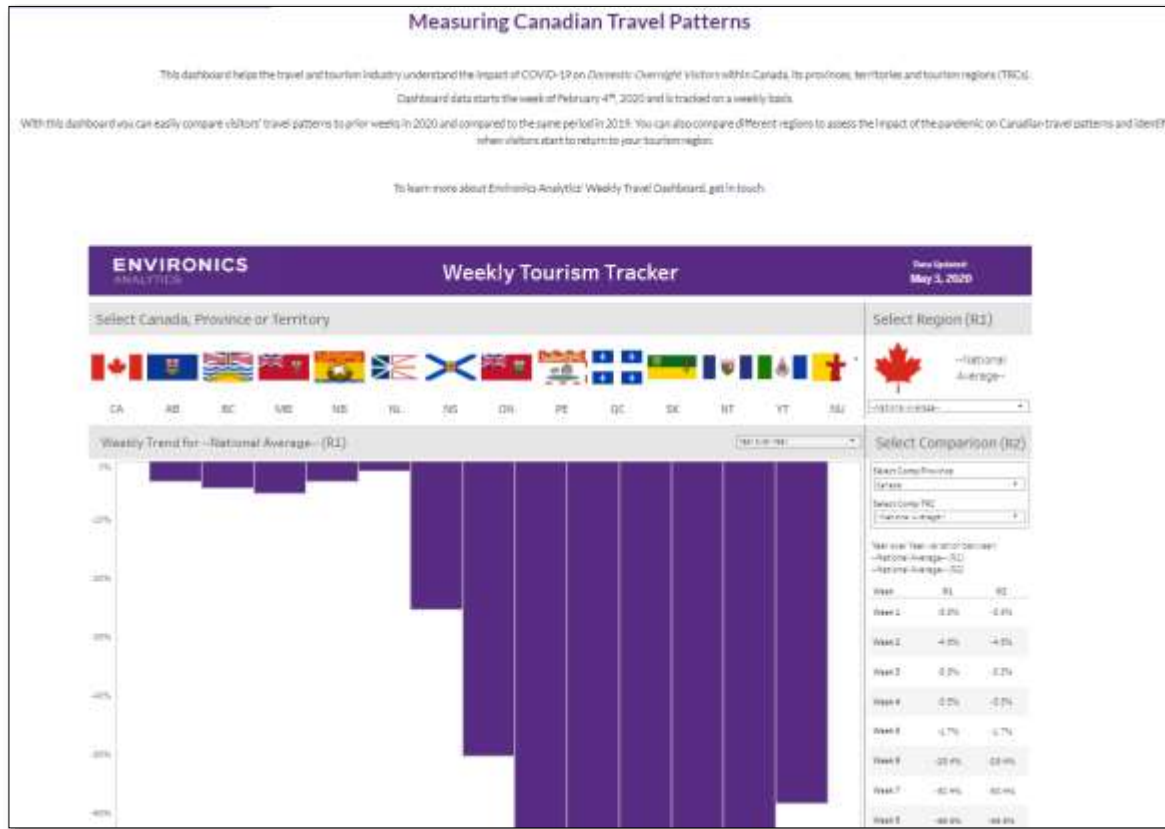


GLOSSARY

- **Timeframe:** The dashboard data starts the week of February 4th, 2020 and is tracked on a weekly basis. Data is currently available through to July 5th, 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



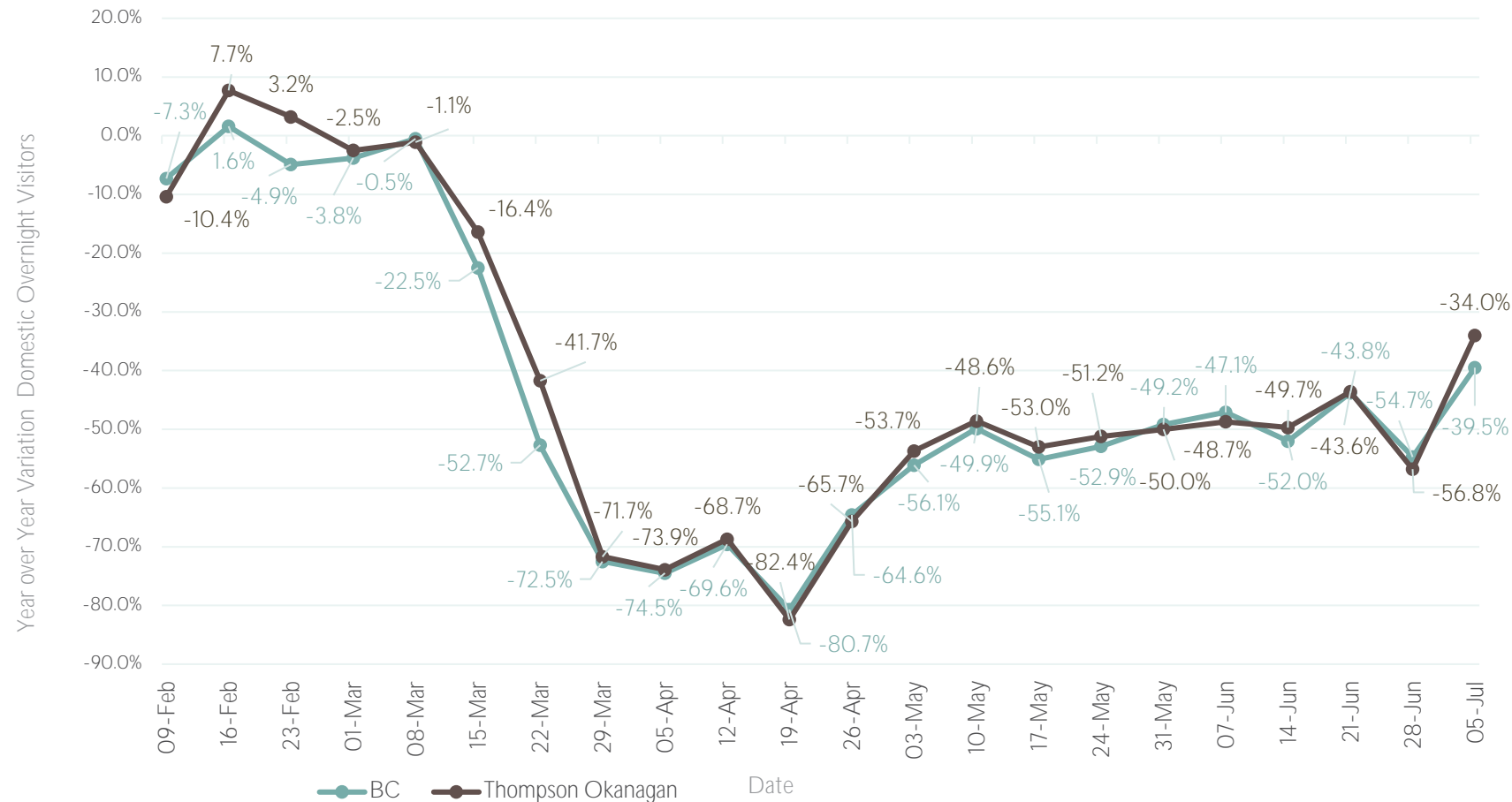
<https://environicsanalytics.com/en-ca/measuring-canadian-travel-patterns>

- 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

THOMPSON OKANAGAN



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 and 22.

All of the BC Regions saw an increase in visitation from **Week 21** (June 22-28) to **Week 22** (June 29-July 5).

- The Thompson Okanagan saw a **6%** increase in visitation compared to British Columbia during **Week 22** (June 29 – July 5).
- Visitation to the Thompson Okanagan increased by **23%** and British Columbia increased by **15%** when comparing **Week 21** (June 22-28) to **Week 22** (June 29-July 5).



SYMPHONY
TOURISM
SERVICES

INSPIRED NAVIGATION

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