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The Northern BC Tourism monthly research email is sent out on the first Friday of every month.

Northern BC Tourism has invested in a research program through the BC Regional Tourism Secretariat. The data is obtained from the Environics Analytics Visitor View Canada Program and allows us to see the volume of visitors to Northern BC, as well as the types of visitors who are coming to our region.

We update our website on a weekly basis and you can use the link below to access this data.

If you have any questions about our research program or the data shared, please reply to this email.

**[Northern BC Tourism Research - View Previous Updates Here](#)**

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***Please click directly on the images below to enlarge.***

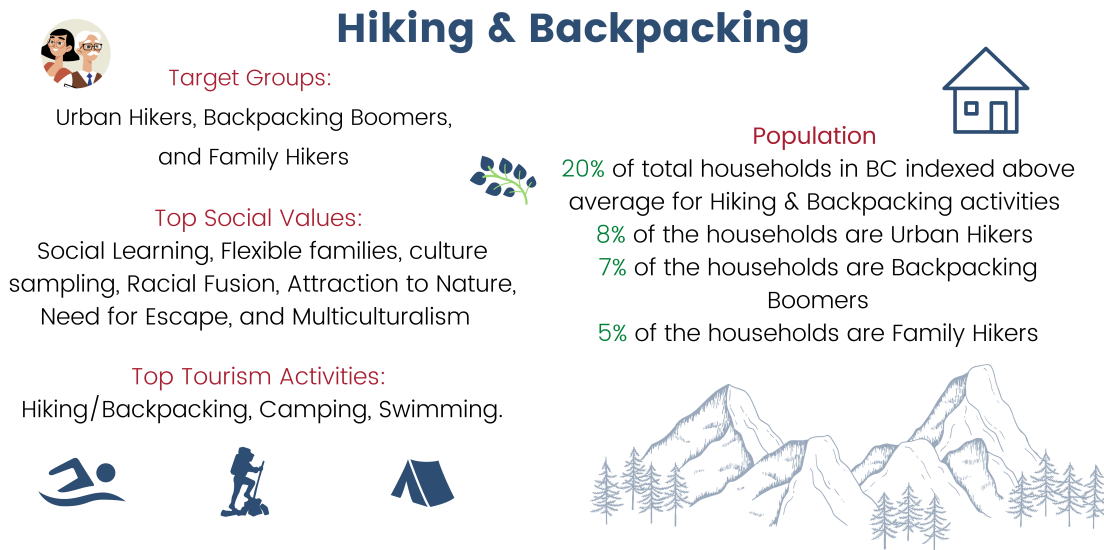
**Sector Reports**

The below sector reports are meant to create a tool for businesses, communities, and government organizations to understand different target groups and apply the insights to marketing strategy and recovery plans. These sector reports aim to profile demographic and psychographic data within British Columbia and provide detailed insights to aid in developing and reaching your marketing goals.

## Hiking & Backpacking Enthusiast

The Hiking & Backpacking Enthusiast market consists of three distinct target groups: Urban Hikers, Backpacking Boomers, and Family Hikers.

20% of the total households in British Columbia index above average for Hiking & Backpacking related activities, and of those households 8% are in the Urban Hikers target group. [Learn more about this sector analysis and the data found here!](#)



## Measuring Canadian Travel Patterns

**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.

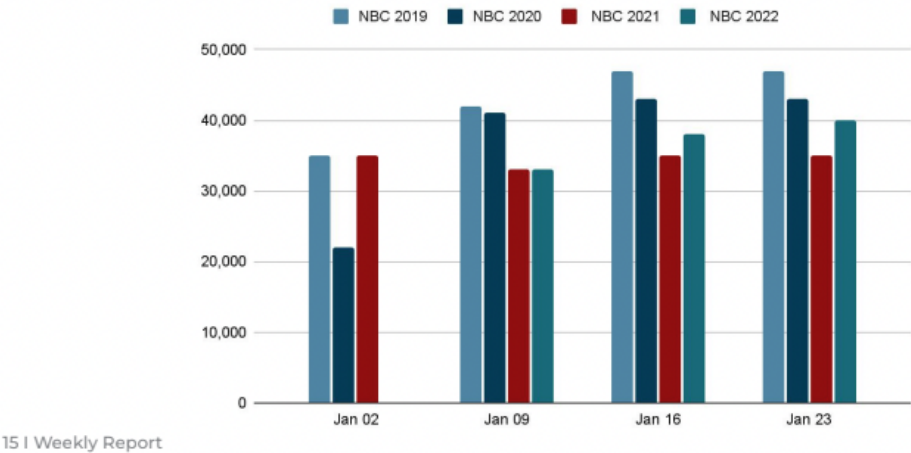
With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).

The below visitation data is weekly from January 1, 2021 up to January 23, 2022

# Domestic Overnight Visitors Northern BC

2019 vs 2020 vs 2021

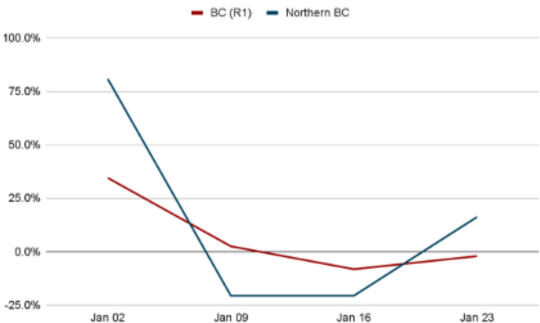
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation  
Northern BC



# Domestic Overnight Visitors

BC vs. Northern BC

Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation  
Northern BC



Key Findings

- Domestic Overnight Visitation to Northern BC for Week 3 (Jan 17 - 23, 2022) is up 16.2% compared to the same week in 2019
- Northern BC saw 18.3% more visitation when compared to British Columbia during Week 3 (January 17 - 23, 2022)
- Visitation to Northern BC increased 18.3% and British Columbia increased by 6.1% when comparing Week 2 (Jan 10 - 16, 2022) with Week 3 (January 17 - 23, 2022)

# Weekly Travel Pattern Highlights

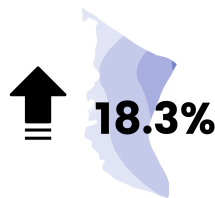
## Week ending January 23, 2022



Domestic Overnight Visitation to Northern BC for Week 3 (Jan 17 - 23, 2022) is up 16.2% compared to the same week in 2019.



Northern BC saw 18.3% more visitation when compared to British Columbia during Week 3 (Jan 17 - 23, 2022).



Visitation to Northern BC increased by 18.3% and British Columbia increased by 6.1% when comparing Week 2 (Jan 10 - 16, 2022) to Week 3 (Jan 17 - 23, 2022).

Source: [Measuring Canadian Travel Patterns: January 17 - January 23, 2022](#)

# STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to January 23, 2022



British Columbia had a 39.2% occupancy from Sunday-Thursday and a 46.9% occupancy during the weekend

VS

Northern BC had a 47.0% occupancy



British Columbia had an ADR of \$149.45 from Sunday-Thursday and an ADR of \$170.38 during the weekend

VS

Northern BC had an ADR of \$124.51



British Columbia had a RevPAR of \$58.54 from Sunday-Thursday and a RevPAR of \$79.89 during the weekend

VS

Northern BC had a RevPAR of \$58.47

Participate in the STR "Star" Report: Submit your data and receive free reports benchmarking your performance against your market. Sign up for free here: <https://surveys.str.com/s3/Hotel->



Source: [STR Benchmarking - British Columbia Hotel Association](#)

Source: British Columbia Regional Tourism Secretariat: [Recovery Tracking Update](#)

## Top Market Segments of BC Travellers to Northern BC

[PRIZM](#) provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values tied to postal codes. There are 67 PRIZM Clusters in Canada.

Below are the top three British Columbia PRIZM Visitor Segments to Northern BC (i.e. visitors coming to Northern BC from within BC).



**Country & Western**



**Suburban Sports**



**Indigenous Families**

## BC Market Segment Feature

Each month we will feature a visitor segments. This month, we are featuring **Down to Earth**. This segment consistency ranks in the top segments of BC visitors coming to Northern BC 11 months of the year in 2021. In our previous newsletters, we featured the top three segments: Country & Western, Suburban Sports and Indigenous Families.



## Down to Earth

**Top Social Value:**  
Attraction to Nature

Down to Earth rank 20th, making up 41,978 households, or 2.1% of the total Households in British Columbia and 8.2% of Northern BC Households travelling within BC.

### Median Age

54

### Top Geography

Prince Rupert  
Terrace  
Prince George

### Social Media Habits

f 84.6%   v 69.5%  
in 32.7%   t 25.5%  
ig 35.1%   p 36.3%

### Household Count and Income

🏠 23,088 Households in BC

💰 \$79,525 Avg. Family Income

### Average Spend on Last Trip:

\$1,405

### Top Activities

📖 Reading   🪴 Gardening

🏊 Swimming   ⛺ Camping

Source: [Environics Analytics PRIZM](#)

## Regional Northern BC Data

Northern BC Tourism Association recently worked with Symphony Tourism Services to obtain research specific to three different regional areas of Northern BC. The full reports can be viewed at the links below.

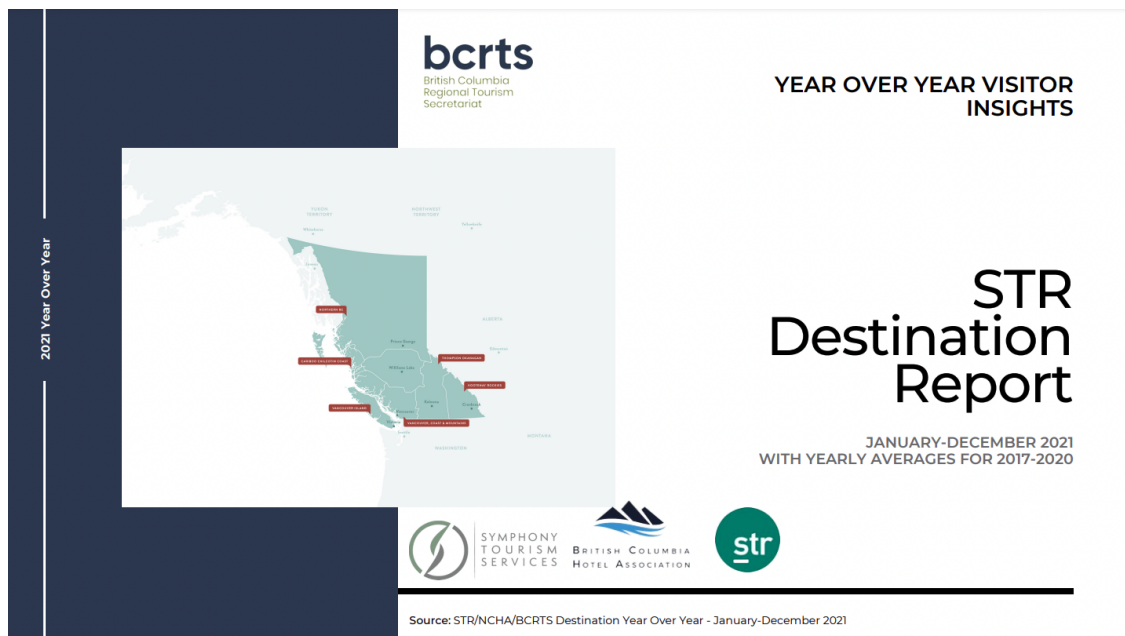
[Northeast BC](#)

[Prince George](#)

[Northwest BC](#)

The data shows visitor insights from BC and Alberta visitors for Q1, Q2 and Q3 of 2019, 2020 and 2021. Q4 data will be updated in early 2022. Number of visitors, overnight stays, top PRIZM segments and EQ segments is some of the data included in these reports.

## STR Destination Report



## Additional Research

- Destination Canada: [Resident Sentiment - January 26, 2022](#)
- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 42: January 7, 2022](#)
- Destination Canada: [COVID-19 Impact and Recovery Report: Travel-Related Measures - Updated January 26, 2022](#)



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