

[View this email in your browser](#)



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](#)

Please click directly on the images below to enlarge.

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.

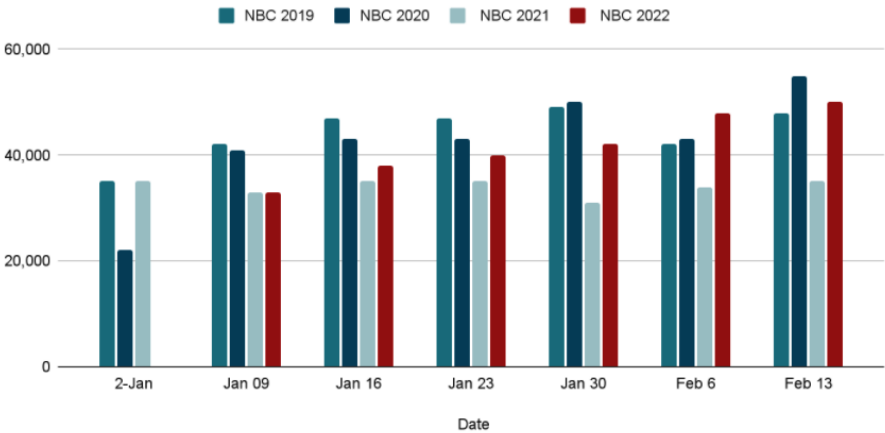
With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).

The below visitation data is weekly from January 1, 2021 up to February 13, 2022

Domestic Overnight Visitors Northern BC

2019 vs 2020 vs 2021 vs 2022

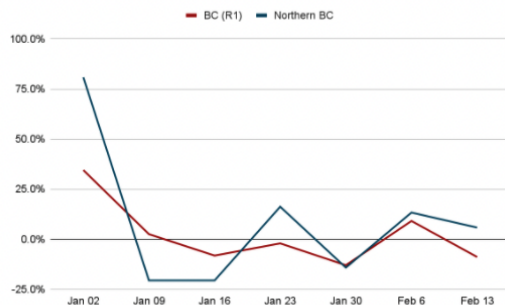
Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation Northern BC



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 6 (Feb 7 - Feb 13, 2022) is **up 5.8%** compared to the same week in 2019
- Northern BC saw **14.7% more visitation** when compared to British Columbia during Week 6 (Feb 7 - Feb 13, 2022)
- Visitation to Northern BC **decreased 7.5%** and British Columbia **decreased by 18%** when comparing Week 5 (Jan 31 - Feb 06, 2022) to Week 6 (Feb 7 - Feb 13, 2022)

Weekly Travel Pattern Highlights

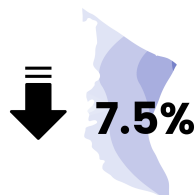
Week ending February 13, 2022



Domestic Overnight Visitation to Northern BC for Week 6 (Feb 7 - Feb 13, 2022) is **up 5.8%** compared to the same week in 2019.



Northern BC saw **14.7% more visitation** when compared to British Columbia during Week 6 (Feb 7 - Feb 13, 2022).



Visitation to Northern BC **decreased by 7.5%** and British Columbia **decreased by 18%** when comparing Week 5 (Jan 31 - Feb 06, 2022) to Week 6 (Feb 7 - Feb 13, 2022).

Source: [Measuring Canadian Travel Patterns: February 7 - February 13, 2022](#)

STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to February 13, 2022



British Columbia had a 45.2% occupancy from Sunday–Thursday and a 59.5% occupancy during the weekend

VS

Northern BC had a 50.5% occupancy



British Columbia had an ADR of \$159.08 from Sunday–Thursday and an ADR of \$181.16 during the weekend

VS

Northern BC had an ADR of \$126.28



British Columbia had a RevPAR of \$71.91 from Sunday–Thursday and a RevPAR of \$107.74 during the weekend

VS

Northern BC had a RevPAR of \$63.83

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-Enrollment-Form>

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 **Juggling Acts**. 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.



Juggling Acts

Top Social Value:
Attraction to Nature

Juggling Acts rank 19th, making up 43,120 households, or 2.1% of the total Households in British Columbia (2,010,897) and 6.7% of Northern BC Households travelling within BC.

Median Age

54

Top Geography

Prince Rupert
Terrace
Prince George

Social Media Habits

f 84.6% y 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](#)

Northern BC – 2021 Year in Review

As the tourism industry continues to navigate through the COVID-19 pandemic, the BCRTS will provide baseline research to support industry. This research and visitor analysis will help the tourism industry understand who is visiting our regions and provide valuable insights to aid in strategic planning.

The Northern BC 2021 Year in Review focuses on the visitor analysis for the Region for all four quarters of 2021!



STR Historical and Projection Report

What is the STR Report? For more than 30 years, research company STR collects rooms available, rooms sold, and room revenue from participating hotels which is then fed back (anonymously) to participants in reports to understand their own hotel's performance against the market.

Powered by the world's largest hotel data sample, 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.



STR Historic & Forecast

Report: 2014 - 2022

bcrts British Columbia
Regional Tourism
Secretariat

Additional Research

- Destination Canada: [Resident Sentiment - February 22, 2022](#)
- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 43: February 4, 2022](#)
- Destination Canada: [COVID-19 Impact and Recovery Report: Travel-Related Measures - Updated February 24, 2022](#)



Copyright © 2022 Northern British Columbia Tourism Association, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).