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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](#)**



## Integrating Transformative Research into your Tourism Marketing Plan

Join NBCTA and Symphony Tourism Services for an interactive webinar on May 10th, 2022 from 1:30pm to 4:30pm (PDT). This webinar will introduce the research tools available for tourism businesses such as the [Canadian Travel Patterns](#), [Weekly Tracker](#), [Monthly Visitor Highlights](#), [EQ and Prizm Profiles](#), and more. The webinar will highlight the importance of this information and help create a better understanding for customer segments, social values, and travel patterns of the people visiting and living in your area.

There is limited space in this hands-on session with only a few spaces left.

[Register for the webinar here!](#)

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***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.

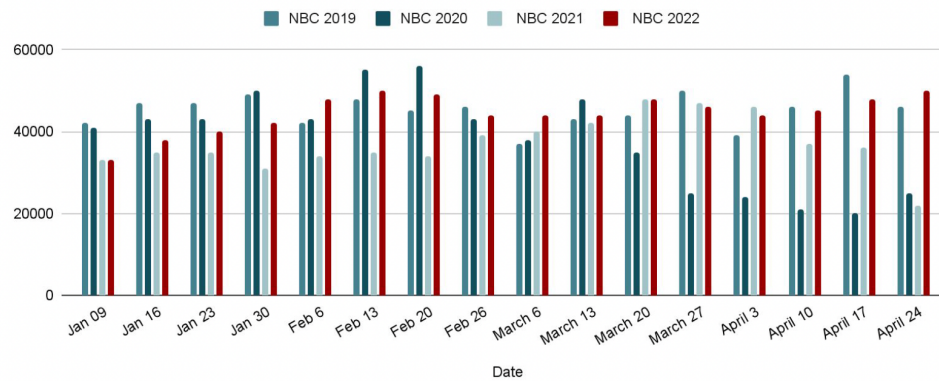
With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).

The below visitation data is weekly from January 1, 2021 up to April 24, 2022

### Domestic Overnight Visitors Northern BC

2019 vs 2020 vs 2021 vs 2022

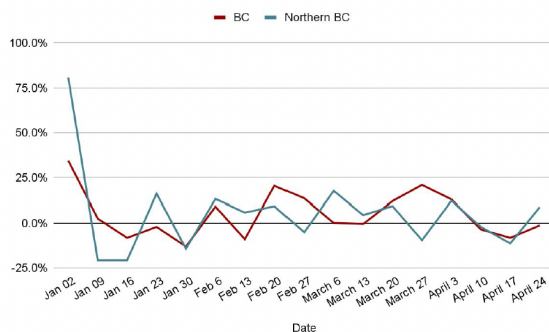
## Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation Northern BC



## 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 16 (April 18 - April 24, 2022) is **up 8.8%** compared to the same week in 2019
- Northern BC saw **10.1% more visitation** when compared to British Columbia during Week 16 (April 18 - April 24, 2022)
- Visitation to Northern BC **increased 9.2%** and British Columbia **increased 20.1%** when comparing Week 15 (April 11 - April 17, 2022) to Week 16 (April 18 - April 24, 2022)

## Weekly Travel Pattern Highlights

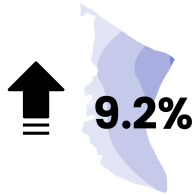
## Week ending April 24, 2022



Domestic Overnight Visitation to Northern BC for Week 16 (April 18 – April 24, 2022) is up 8.8% compared to the same week in 2019.



Northern BC saw 10.1% more visitation when compared to British Columbia during Week 16 (April 18 – April 24, 2022).



Visitation to Northern BC increased 9.2% and British Columbia increased 20.1% when comparing Week 15 (April 11 – April 17, 2022) to Week 16 (April 18 – April 24, 2022).

Source: [Measuring Canadian Travel Patterns: April 18, 2022 - April 24, 2022](#)

## STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to April 24, 2022



British Columbia had a 59.4% occupancy from Sunday–Thursday and a 76.6% occupancy during the weekend

VS

Northern BC had a 55.9% occupancy



British Columbia had an ADR of \$172.69 from Sunday–Thursday and an ADR of \$195.20 during the weekend

VS

Northern BC had an ADR of \$127.01



British Columbia had a RevPAR of \$102.51 from Sunday–Thursday and a RevPAR of \$149.52 during the weekend

VS

Northern BC had a RevPAR of \$70.97

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

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

## Monthly Visitor Highlights

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. This research also allows the industry to plan strategically to attract visitors.

More information on the Monthly Visitor Highlights, and the Q1 report for 2022 can be found [here!](#)



## Regional Northern BC Data

Northern BC Tourism Association has 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, Q3, and Q4 of 2019, 2020 and 2021. Number of visitors, overnight stays, top PRIZM segments and EQ segments is some of the data included in these reports.

## How to Use the Research

Learn how to use the research and reports with these five How-To Guides on the following topics:

[How to use the Weekly Tracker](#)

[How to use the STR Report](#)

[How to use the Monthly Visitor Research Highlights](#)

[Your Ideal Customer and How to Find Them](#)

[How to use Market Profile Research for Digital Marketing](#)



## 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.



## 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 **Value Villagers**. 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.



## Value Villagers

**Top Social Value:**  
Attraction to Nature

Value Villagers rank 29th, making up 28,280 households, or 1.4% of the total Households in British Columbia (2,010,897) and 2.1% of Northern BC Households travelling within BC.

### Median Age

**54**

### Top Geography

Prince Rupert  
Terrace  
Prince George

### Social Media Habits

**f** 84.6% **yt** 69.5%  
**in** 32.7% **tw** 25.5%  
**ig** 35.1% **pn** 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](#)

## Additional Research

- Destination Canada: [Resident Sentiment - April 5, 2022](#)

- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 45: April 2022](#)
- Destination Canada: [COVID-19 Impact and Recovery Report: Travel-Related Measures - Updated March 24, 2022](#)



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