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

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](#)

Did you know Northern BC Tourism completed resident sentiment polling each year? The poll was recently completed during Tourism Week and gathers insights to how residents feel about tourism as an economic pillar in their communities and the region. We've been doing this polling since 2020 and look forward to sharing the results with you in the July newsletter.

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.

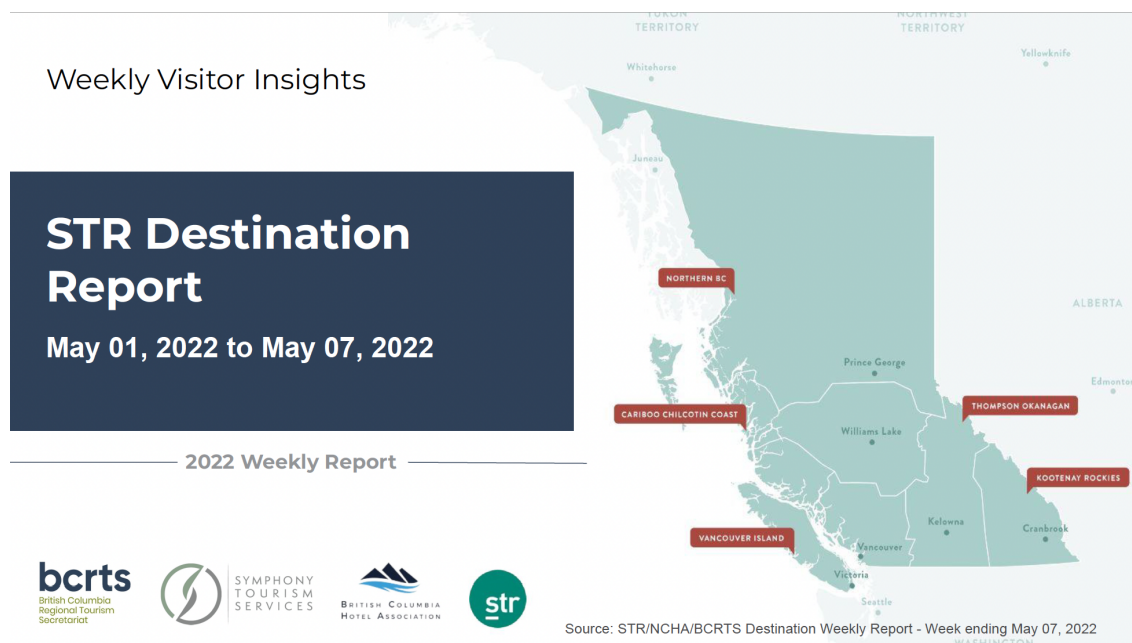
With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).

The below STR data is weekly from January 1, 2021 up to May 7, 2022

Environics Analytics is currently experiencing some changes with one of their data suppliers that is impacting the delivery of the weekly tracker data. They are working on getting this resolved ASAP so we can get back on track with our weekly reporting - stay tuned for updated weekly data in the next newsletter

STR Destination Report

Click the image below to access the report!



STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to May 7, 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

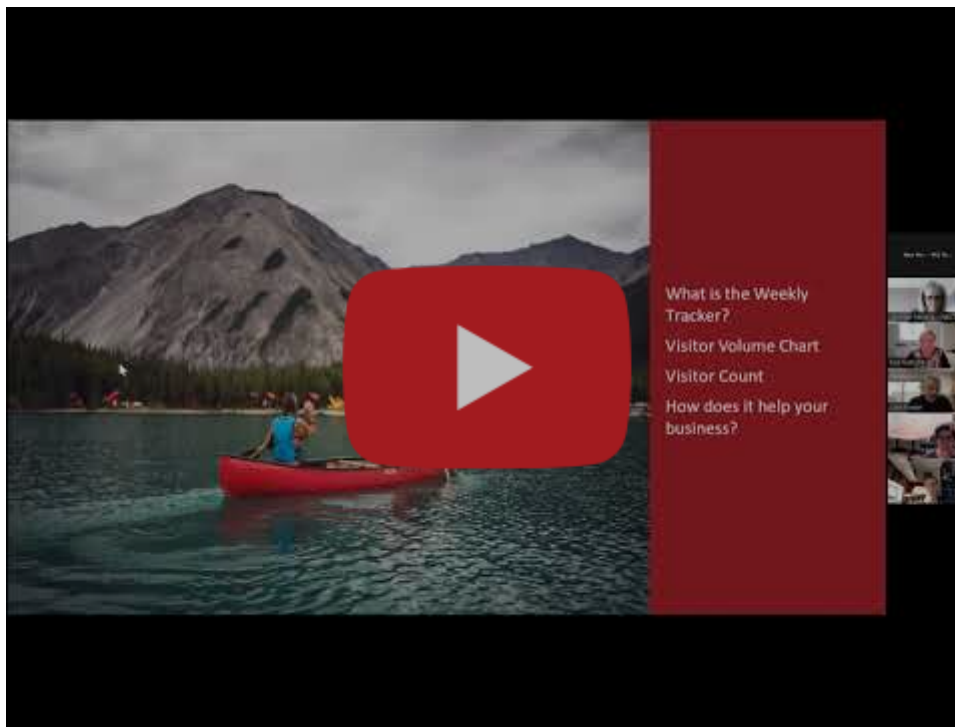
Participate in the STR "Star" Report: Submit your data and receive free reports benchmarking your performance against your market. Sign up for free here: <https://surveys.str.com/s3/Hotel-Enrollment-Form>

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

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

How to Use the Research

Recently NBCTA hosted a Research Workshop - providing valuable tools and insights to the power of the research for experience development and marketing purposes. The recording is available [here](#). The original workshop was about 3 hours long but you are able to view it in segments for your convenience



Want to follow along with the workshop resources? [Click here to access them.](#)

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](#)

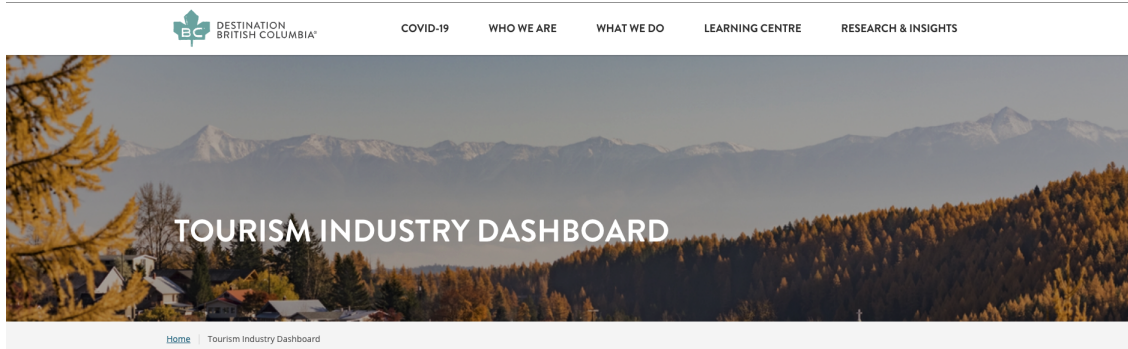
[How to use the Monthly Visitor Research Highlights](#)

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

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



Tourism Industry Dashboard



WELCOME TO DESTINATION BRITISH COLUMBIA'S TOURISM INDUSTRY DASHBOARD

Learn more about research and insights for BC's tourism industry by checking out the Destination BC Tourism Industry Dashboard [here!](#)

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 **All Terrain Families**. 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.



All-Terrain Families

Top Social Value:
Attraction to Nature

All-Terrain Families rank 48th, making up 7,436 households, or 0.4% of the total Households in British Columbia and 1.8% 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 - May 5, 2022](#)

- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 46: May 2022](#)
- Destination Canada: [COVID-19 Impact and Recovery Report: Travel-Related Measures - Updated March 24, 2022](#)
- Destination Canada: [US Sentiment for Travel to Canada - April 2022](#)



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