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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](#)

**2022 Resident Polling**



During Tourism Week, NBCTA had resident sentiment polling conducted to gather insights about how residents feel regarding the tourism sector as an economic pillar in their communities and the region. We've conducted this polling each spring for the last 3 years. Over 1,100 residents were polled and here are some of the notable results:

- Nearly **90%** of respondents believe tourism is an **important economic contributor** in their community.
- **80%** of respondents indicate that tourism leads to an **increase in their quality of life.**
- **70%** of respondents believe **tourism leads to good jobs.**
- More than **85%** of respondents indicate **money spent on promoting tourism a good investment.**
- **94%** of respondents believe we should be **welcoming visitors** to the region.
- **87%** of respondents **support national and international marketing efforts.**

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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.

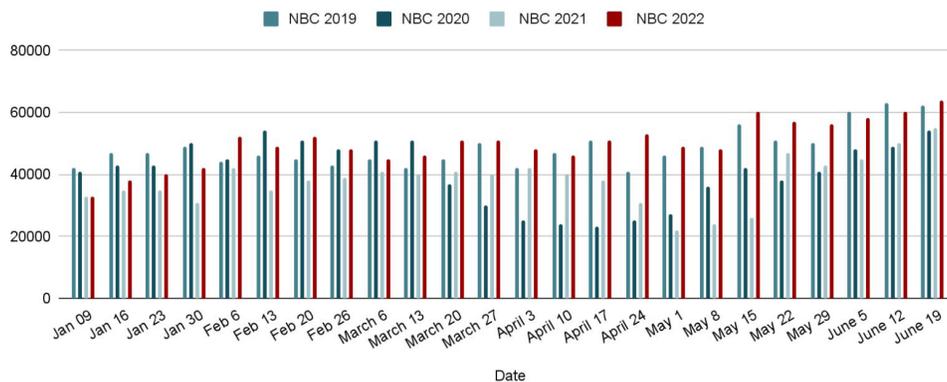
With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).

The below STR data is weekly from January 1, 2021 up to June 19, 2022

## Domestic Overnight Visitors Northern BC

2019 vs 2020 vs 2021 vs 2022

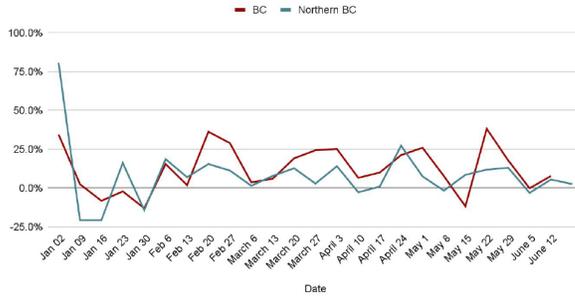
### Domestic Overnight Visitors - Weekly Year Over Year (2019, 2020, 2021, 2022) Variation Northern BC



## 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 24 (June 13 - June 19, 2022) is **up 2.6%** compared to the same week in 2019
- Northern BC saw **5.9% less visitation** when compared to British Columbia during Week 24 (June 13 - June 19, 2022)
- Visitation to Northern BC **decreased 2.9%** and British Columbia **increased 0.7%** when comparing Week 23 (June 6 - June 12, 2022) to Week 24 (June 13 - June 19, 2022)

## Weekly Travel Pattern Highlights

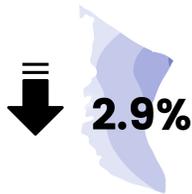
### Week ending June 19, 2022



Domestic Overnight Visitation to Northern BC for Week 24 (June 13 - June 19, 2022) is **up 2.6%** compared to the same week in 2019.



Northern BC saw **5.9% less visitation** when compared to British Columbia during Week 24 (June 13 - June 19, 2022).



Visitation to Northern BC **decreased 2.9%** and British Columbia **increased 0.7%** when comparing Week 23 (June 6 - June 12, 2022) to Week 24 (June 13 - June 19, 2022).

## STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to June 19, 2022



British Columbia had a 76.5% occupancy from Sunday–Thursday and a 79.8% occupancy during the weekend



Northern BC had a 60.7% occupancy



British Columbia had an ADR of \$238.10 from Sunday–Thursday and an ADR of \$252.82 during the weekend



Northern BC had an ADR of \$129.43



British Columbia had a RevPAR of \$182.17 from Sunday–Thursday and a RevPAR of \$201.65 during the weekend



Northern BC had a RevPAR of \$78.52

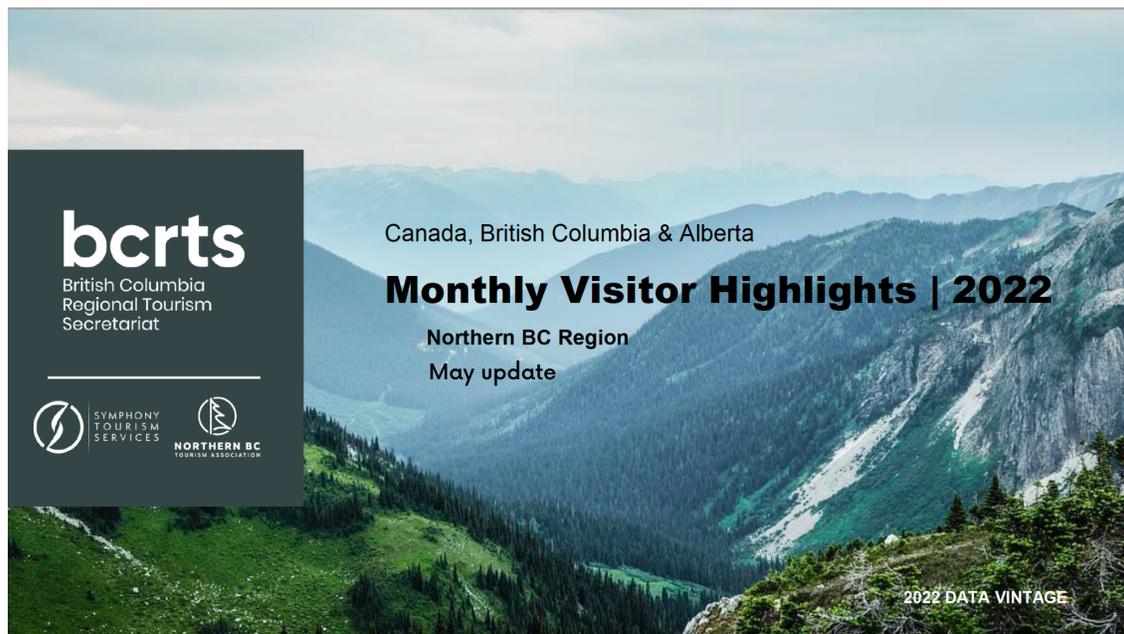
*Participate in the STR "Star" Report: Submit your data and receive free reports benchmarking your performance against your market. Sign up for free here: <https://surveys.str.com/s3/Hotel-Enrollment-Form>*

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

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

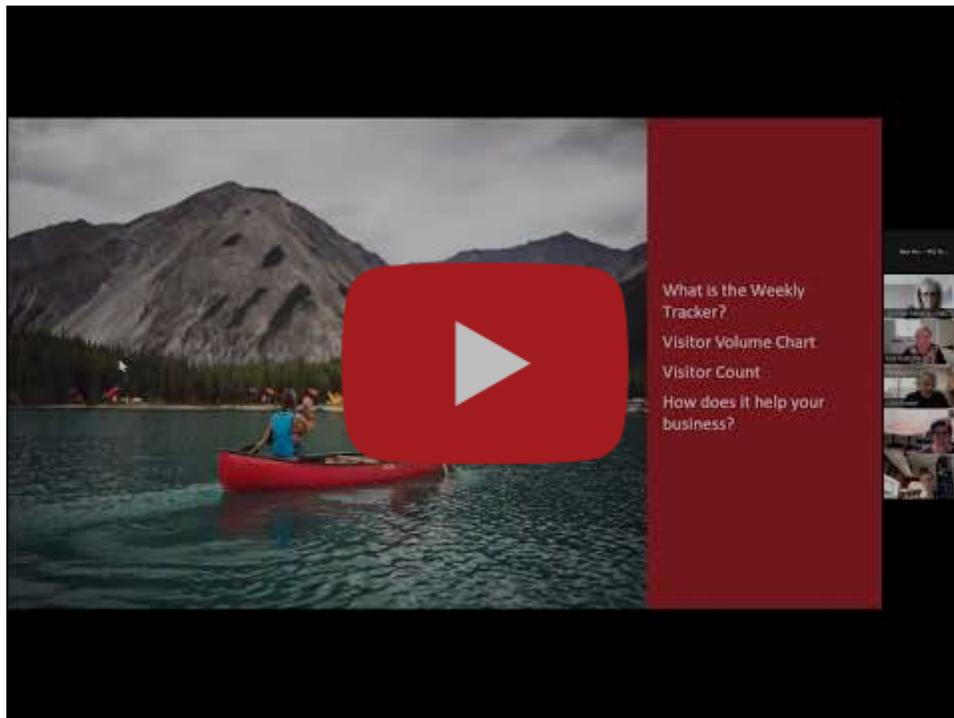
## Monthly Visitor Highlights

Click the image below to access the May report!



## 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.](#)

**How-to Guide 1** **HOW TO Use the Weekly Tracker**

What does the Weekly Measuring Canadian Travel Patterns Report tell us?

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**How-to Guide 2** **HOW TO Use the STR Report**

A step-by-step guide to setting up hotel benchmarking for your businesses, and what to do with the data once you have it.

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**How-to Guide 3** **HOW TO Use Monthly Visitor Highlights Research**

A step-by-step guide using the regional monthly visitor data to understand your visitors, and discover opportunities to reach new customers.

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British Columbia  
Regional Tourism  
Secretariat

**How-to Guide 4** **Your Ideal Customer and HOW TO Find Them**

A step-by-step guide to identifying your ideal customers and how to find them within BC and Alberta using the BCRTS research available.

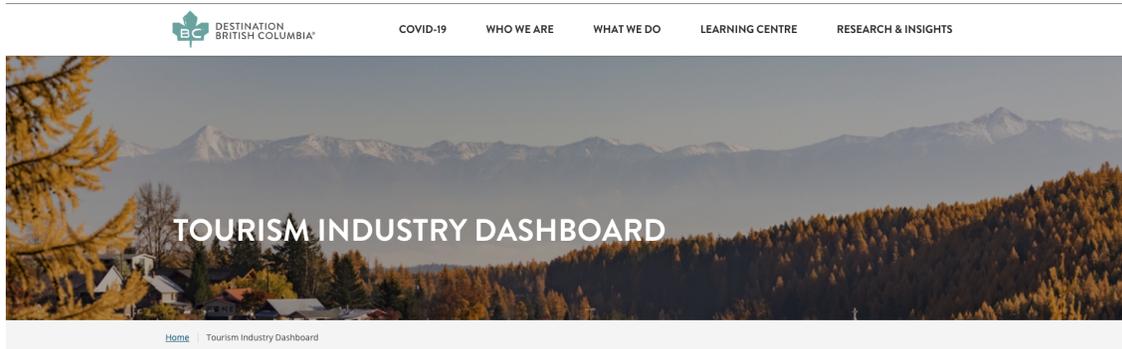
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**How-to Guide 5** **HOW TO Use Market Profile Research for Digital Marketing**

A step-by-step guide to using EQ & PRIZM profiles to build a plan for targeting new customers.

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## 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!](#)

### Additional Research

- Destination Canada: [Resident Sentiment - June 2, 2022](#)
- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 47: June 2022](#)

- Destination Canada: [COVID-19 Impact and Recovery Report: Travel-Related Measures - Updated March 24, 2022](#)
- Destination Canada: [US Sentiment for Travel to Canada - May 2022](#)



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