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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.

The intention of this data is to assist the decision-making for your operation. It can assist you with staffing needs forecasts, marketing, and a variety of other areas in your business.

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.

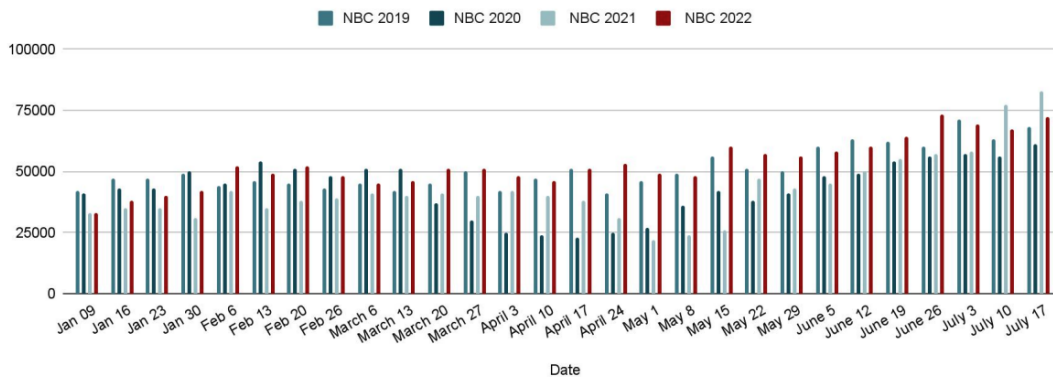
With this dashboard we can easily compare visitor travel patterns (to prior weeks in 2021 and year over year 2019, and 2020).

The below STR data is weekly from January 1, 2021 up to July 17, 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

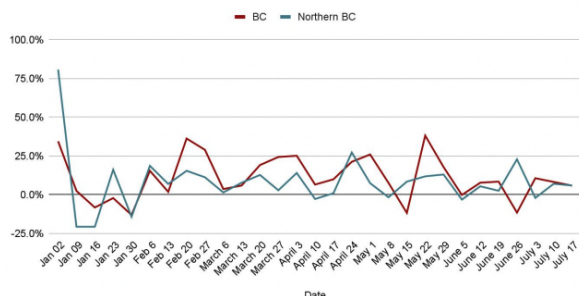


For the better part of 2022, domestic overnight visitors have been on par or better than the 2019 numbers, showing signs of recovery in the sector.

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 28 (July 11 - July 17, 2022) is **up 6.0%** compared to the same week in 2019
- Northern BC saw **0.1% more visitation** when compared to British Columbia during Week 28 (July 11 - July 17, 2022)
- Visitation to Northern BC **decreased 1.1%** and British Columbia **decreased 2.4%** when comparing Week 27 (July 4 - July 10, 2022) to Week 28 (July 11 - July 17, 2022)

Weekly Travel Pattern Highlights

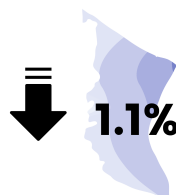
Week ending July 17, 2022



Domestic Overnight Visitation to Northern BC for Week 28 (July 11 - July 17, 2022) is **up 6.0%** compared to the same week in 2019.



Northern BC saw **0.1% more visitation** when compared to British Columbia during Week 28 (July 11 - July 17, 2022).



Visitation to Northern BC **decreased 1.1%** and British Columbia **decreased 2.4%** when comparing Week 27 (July 4 - July 10, 2022) to Week 28 (July 11 - July 17, 2022).

STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to July 17, 2022



British Columbia had a 76.5% occupancy from Sunday-Thursday and a 83.9% occupancy during the weekend



Northern BC had a 64.7% occupancy



British Columbia had an ADR of \$254.77 from Sunday-Thursday and an ADR of \$283.23 during the weekend



Northern BC had an ADR of \$130.04



British Columbia had a RevPAR of \$194.90 from Sunday-Thursday and a RevPAR of \$237.57 during the weekend



Northern BC had a RevPAR of \$84.10

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> It's easy and can provide you with valuable insights to your performance against the market.

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

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

STR Year to Date Report

Click the image below to access the most recent report!

Year to Date Visitor Insights

STR Destination Report - BC Regions
December 2021 - June 2022

With Yearly averages for 2017-2021

bcrts
British Columbia Regional Tourism Secretariat

SYMPHONY TOURISM SERVICES

str

BRITISH COLUMBIA HOTEL ASSOCIATION

Tourism & Hospitality Workforce Profile

[go2HR](#) is working to assist the tourism and hospitality sectors in addressing their human resource needs. Take a look at this report they released earlier this year about the workforce profile in Northern BC.



THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN NORTHERN BC

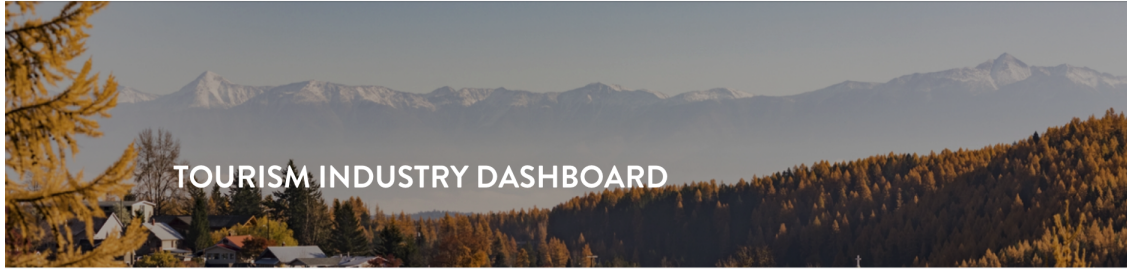
January 31, 2022

Canada



Funding provided through the Canada-British Columbia
Labour Market Development Agreement.

Tourism Industry Dashboard



TOURISM INDUSTRY DASHBOARD

[Home](#) | [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!](#)

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](#)

Additional Research

- Destination Canada: [Resident Sentiment - July 2022](#)
- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 47: June 2022](#)
- Destination Canada: [Visitor Economy Forecast Update - June 2022](#)
- Destination Canada: [US Sentiment for Travel to Canada - June 2022](#)



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