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NORTHERN BC
TOURISM ASSOCIATION

Northern BC Tourism Research Roundup

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.

You may see a gap in this month's data. We didn't miss something, however, Environics, a partner in the collection of this data, is currently working through some data integrity concerns with their data sources. Like all of us who work in this collaborative world, our partners at Environics cannot fully control every aspect of their product.

Larry Filler, the Senior Vice President & Practice Leader asked to share the following statement with you:

We have had changes in the source data that we receive from one of our data suppliers that is an input to both the Canadian Weekly Tracker and VisitorView Canada products. These changes have caused irregularities in our Visitor counts

for the Weekly Tracker in recent months. These changes might also cause similar reporting issues for VisitorView starting in August (the September data release). Our R&D Team is currently working through solutions to resolve these issues. We hope to have a solution by mid to late September, but our number one priority is to provide you with quality data. We will provide you with more information if the situation changes. Thank you for your continued patience.



Speaking on the behalf of Northern BC Tourism and our partners at Symphony Tourism Services, we're very pleased to see Environic's strenuous process of ensuring the accuracy of their data, and their willingness to hold until they can continue that guaranteed level of precision.

Please click directly on the images below to enlarge.

Measuring Canadian Travel Patterns

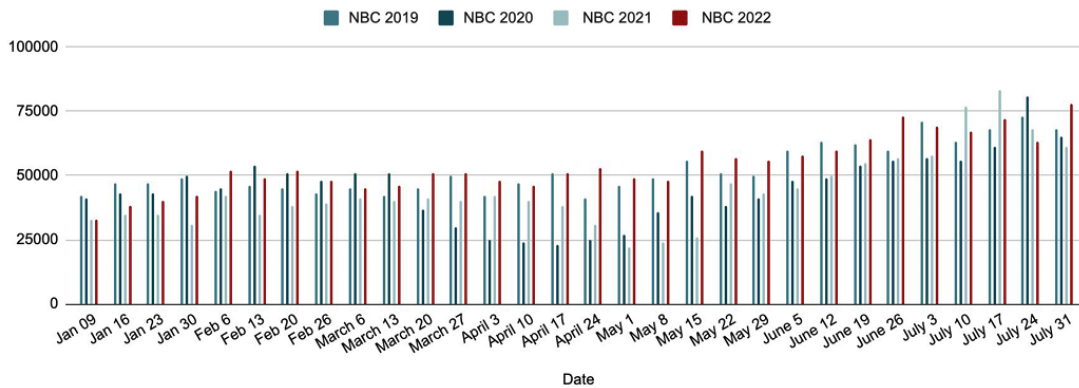
The Measuring Canadian Travel Patterns dashboard created by Environics Analytics helps the Canadian travel and tourism industry understand the impact of the worldwide COVID-19 pandemic as it relates to Domestic Overnight Visitors within Canada, its provinces, territories, and tourism regions.

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

The below data is weekly from January 1, 2021 up to July 31, 2022

Domestic Overnight Visitors - Northern BC

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



Weekly Travel Highlights



Week ending July 31, 2022

  **10.1%**

Domestic Overnight Visitation to Northern BC for Week 30 (July 25 - July 31, 2022) is **down 10.1%** compared to the same week in 2019.

  **16.1%**

Northern BC saw **16.1% more visitation** when compared to British Columbia during Week 30 (July 25 - July 31, 2022).

  **29.5%**

Visitation to Northern BC **decreased 29.5%** and British Columbia **decreased 34.3%** when comparing Week 29 (July 18 - July 24, 2022) to Week 30 (July 25 - July 31, 2022).

These results are not unusual as holiday weekends don't always land in the same week year to year. Because the weeks don't line up perfectly, we may see some highs and lows in visitation numbers.

What is an STR Report?



THE STAR REPORT

Hospitality Benchmarking.

*The more businesses participate, the better
the data for all. 100% Free of Charge*

STR Reports, often called the "Star Report", is powered by the world's largest hotel data sample. These reports deliver a set of confidential data on hotel occupancy, average daily rates (ADR), and revenue per available room (RevPar). This data can be incredibly useful in the Tourism Industry.

But what is STR? STR is a data solutions company devoted to delivering hotel data. STR has been collecting that data for more than 30 years, and together with the British Columbia Hotel Association and the BC Regional Tourism Secretariat we are working to provide our stakeholders with regional data to better understand industry performance.

Want to learn more? [Check it out here!](#)

STR Report Highlights

The highlights below are related to the weekly year over year data provided above, up to July 31, 2022



British Columbia had a 79.1% occupancy from Sunday–Thursday and a 87.3% occupancy during the weekend



Northern BC had a 69.5% occupancy



British Columbia had an ADR of \$260.60 from Sunday–Thursday and an ADR of \$300.60 during the weekend



Northern BC had an ADR of \$135.60



British Columbia had a RevPAR of \$206.26 from Sunday–Thursday and a RevPAR of \$262.44 during the weekend



Northern BC had a RevPAR of \$94.27

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

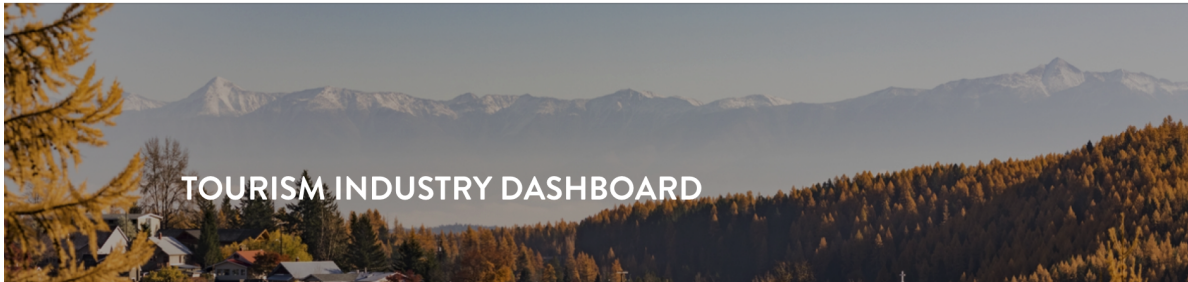
Source: British Columbia Regional Tourism Secretariat: [Recovery Tracking Update](#)

Monthly Visitor Highlights

Click the image below to access the most recent report!



More Research

[COVID-19](#)[WHO WE ARE](#)[WHAT WE DO](#)[LEARNING CENTRE](#)[RESEARCH & INSIGHTS](#)[Home](#) | [Tourism Industry Dashboard](#)

WELCOME TO DESTINATION BRITISH COLUMBIA'S TOURISM INDUSTRY DASHBOARD

Destination BC's Tourism Industry Dashboard provides many valuable insights in many different areas of tourism. For example, when reviewing the regional airport passenger numbers for Prince George, we saw an increase of 44.1% in July when comparing 2022 to 2021, and the tracked airports in Northern BC have consistently seen triple digit increases over 2021 monthly passenger volumes in most months of 2022. Additionally, we see primarily positive growth numbers in hotel occupancy and room revenue for communities in the region.

Data is a powerful tool for decision-making. Find more research data by accessing the dashboard [here!](#)



Are you interested in learning more about market research?

Small Business BC is hosting some upcoming webinars to help you understand market research better.

- October 26, 2022 for Market Research 1: Finding Business Data & Insights
- November 2, 2022 for Market Research 2: Surveys and Focus Groups

These interactive webinars will leave you ready to analyze your market, competitors, overall industry trends, and collect primary data with effective tools.

[Register for FREE with Code DBC3034 here](#), courtesy of Destination BC!

Additional Resources

- Destination Canada: [Canadian Resident Sentiment - August 2022](#)
- Destination BC: [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 49: August 2022](#)
- Destination Canada: [US Sentiment for Travel to Canada - July 2022](#)
- Destination Canada: [Quarterly Tourism Snapshot for Q2](#)

Northern BC Tourism Research - View Previous Updates Here



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