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British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

British
Columbia
Tourism
Resiliency
Network

Research & Data for Recovery

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Research & Data for Recovery

British
Columbia
Tourism
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AGENDA

What we know about changes in visitation to BC & travel sentiment

BC Travellers: Visitor Origins and Market Segments

Where to find Research Resources Available through the BC Tourism Resiliency Network

Custom Research

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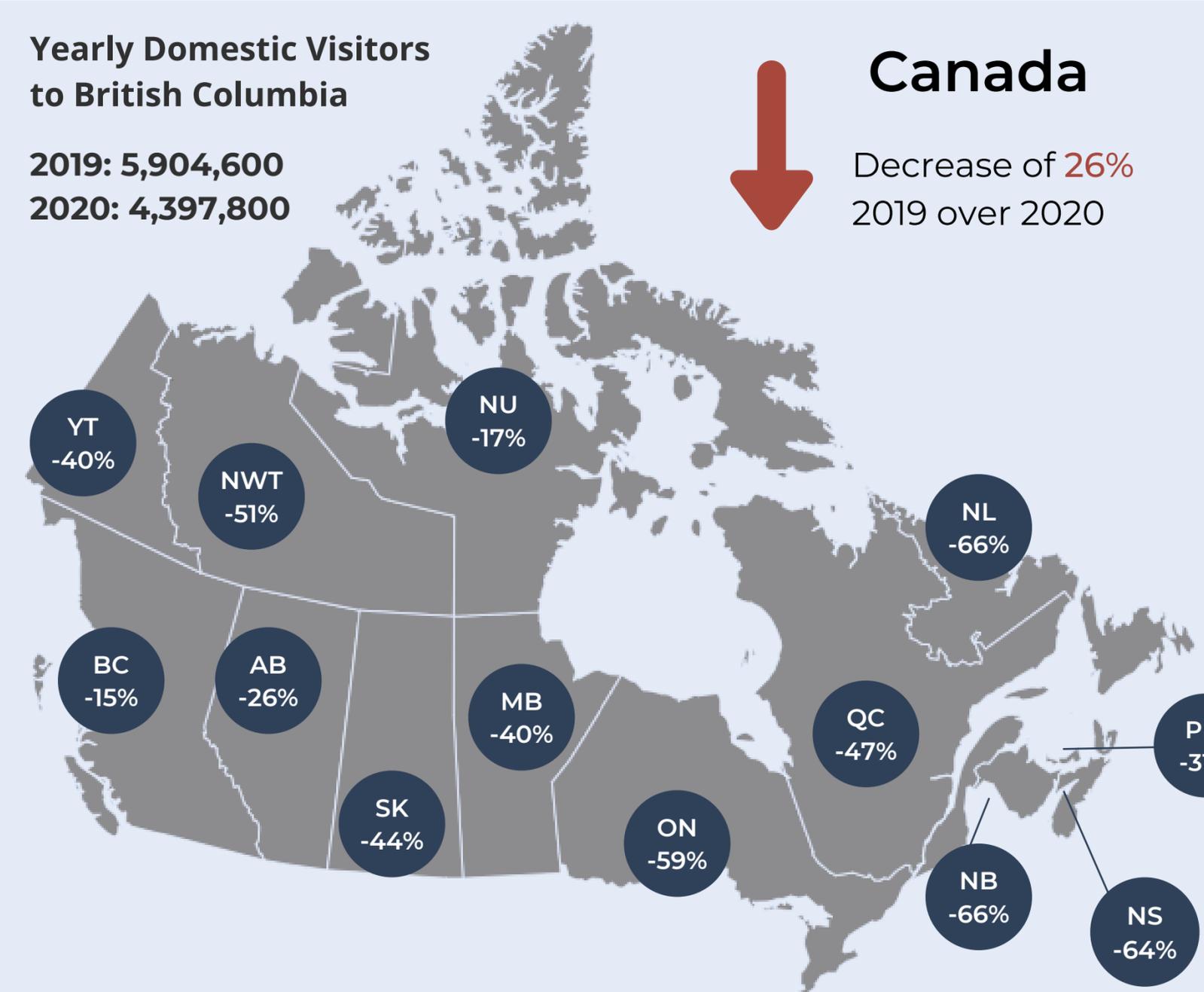


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WHAT WE KNOW ABOUT VISITATION TO BC

WHAT WE KNOW ABOUT CANADIAN VISITATION TO BC

YEAR OVER YEAR CHANGE 2020/2019



2019 Regional Visitor Numbers

- Cariboo Chilcotin Coast: 338,400
- Northern BC: 661,700
- Kootenay Rockies: 1,296,800
- Vancouver Island: 1,777,300
- Thompson Okanagan: 2,344,200

[View this info in the full 2020 Review Report](#)

Source: Environics Analytics



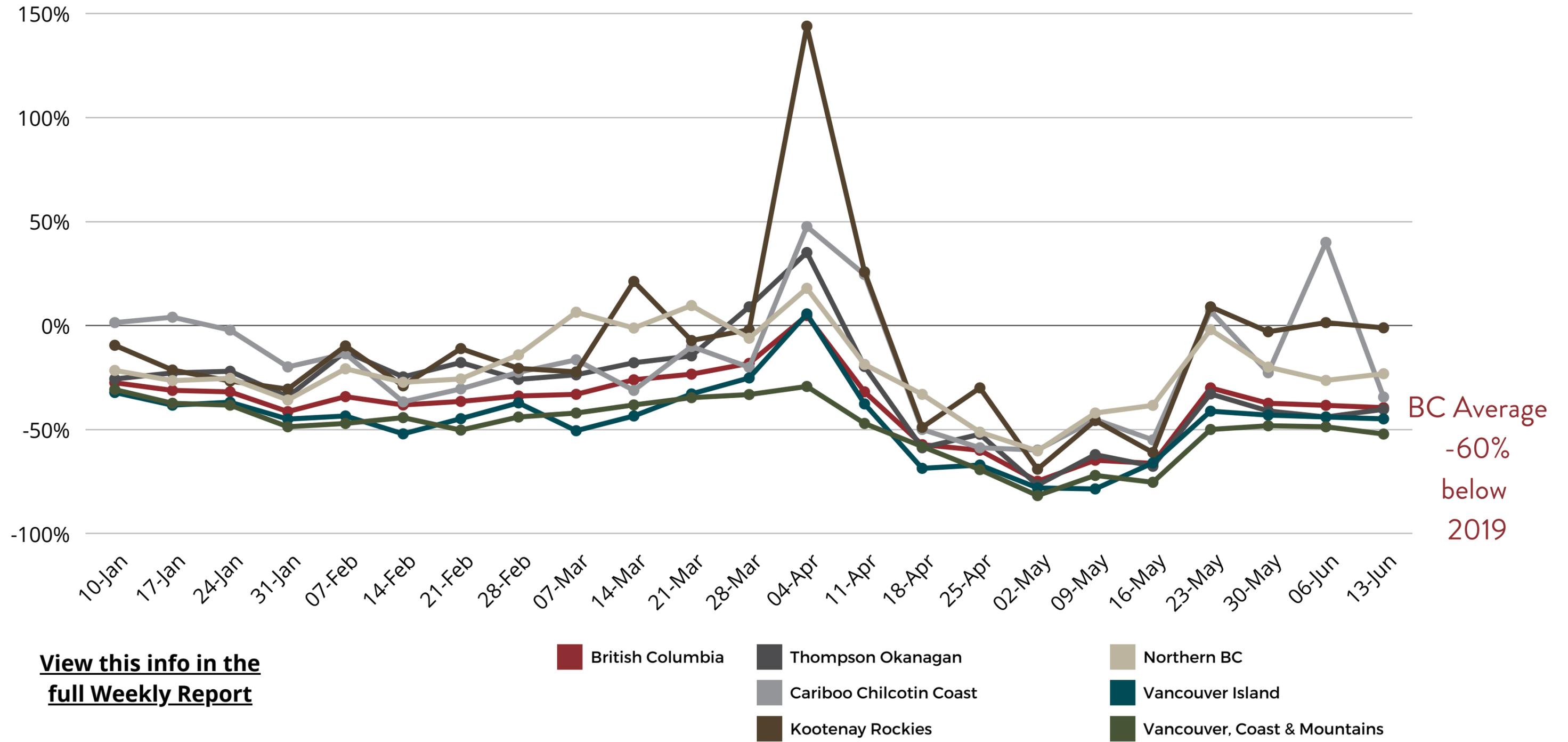
WHAT WE KNOW ABOUT CANADIAN VISITATION TO BC

YEAR OVER YEAR CHANGE 2021 VS 2019 Q1



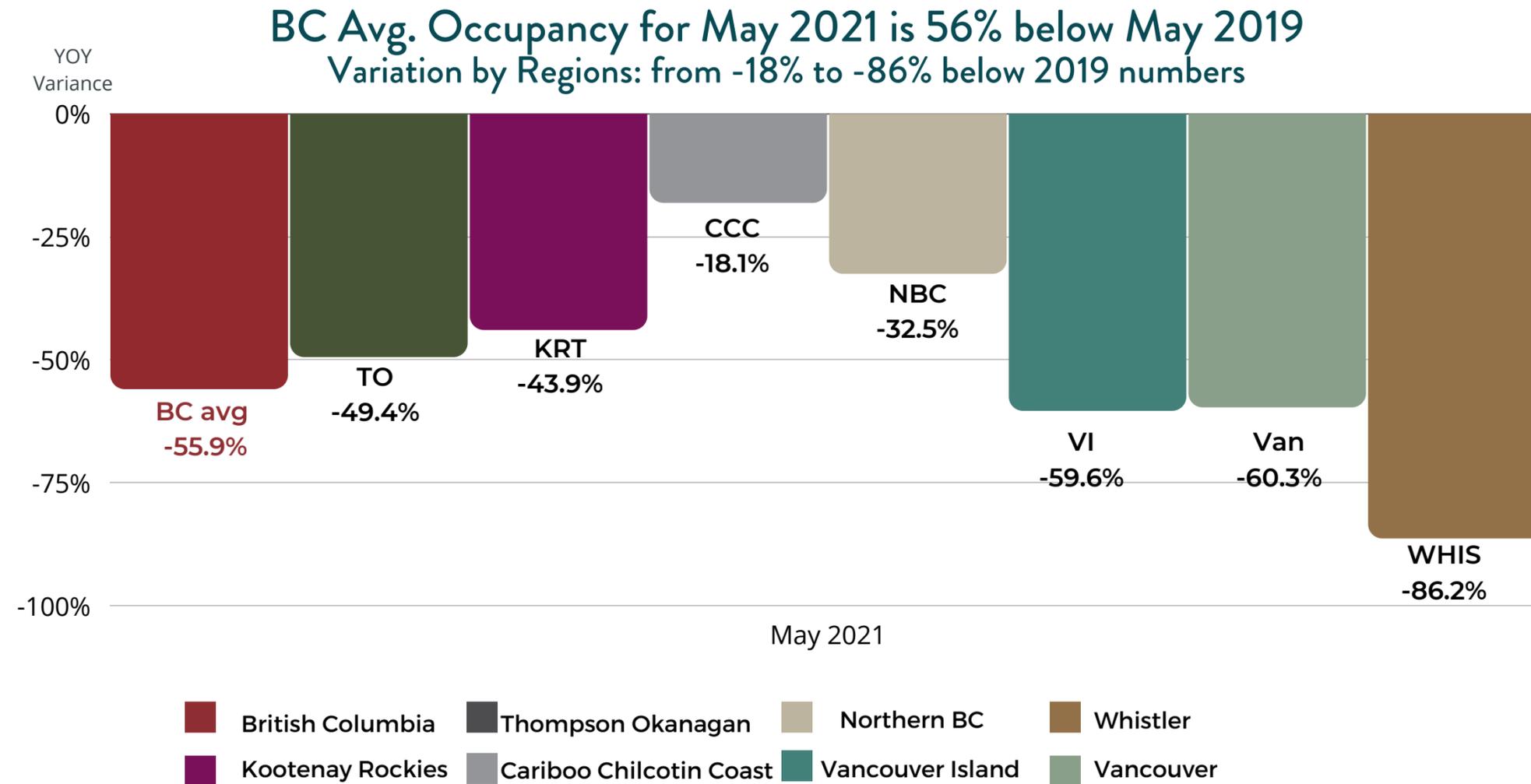
[View this info in the full 2021 Q1 Report](#)

WHAT THE WEEKLY PATTERN OF DOMESTIC OVERNIGHT VISITORS LOOKS LIKE IN 2021 SO FAR... BRITISH COLUMBIA YOY CHANGE 2021 VS 2019



BC HOTEL PERFORMANCE

STR Summary



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SIGN UP TODAY FOR FREE HERE:

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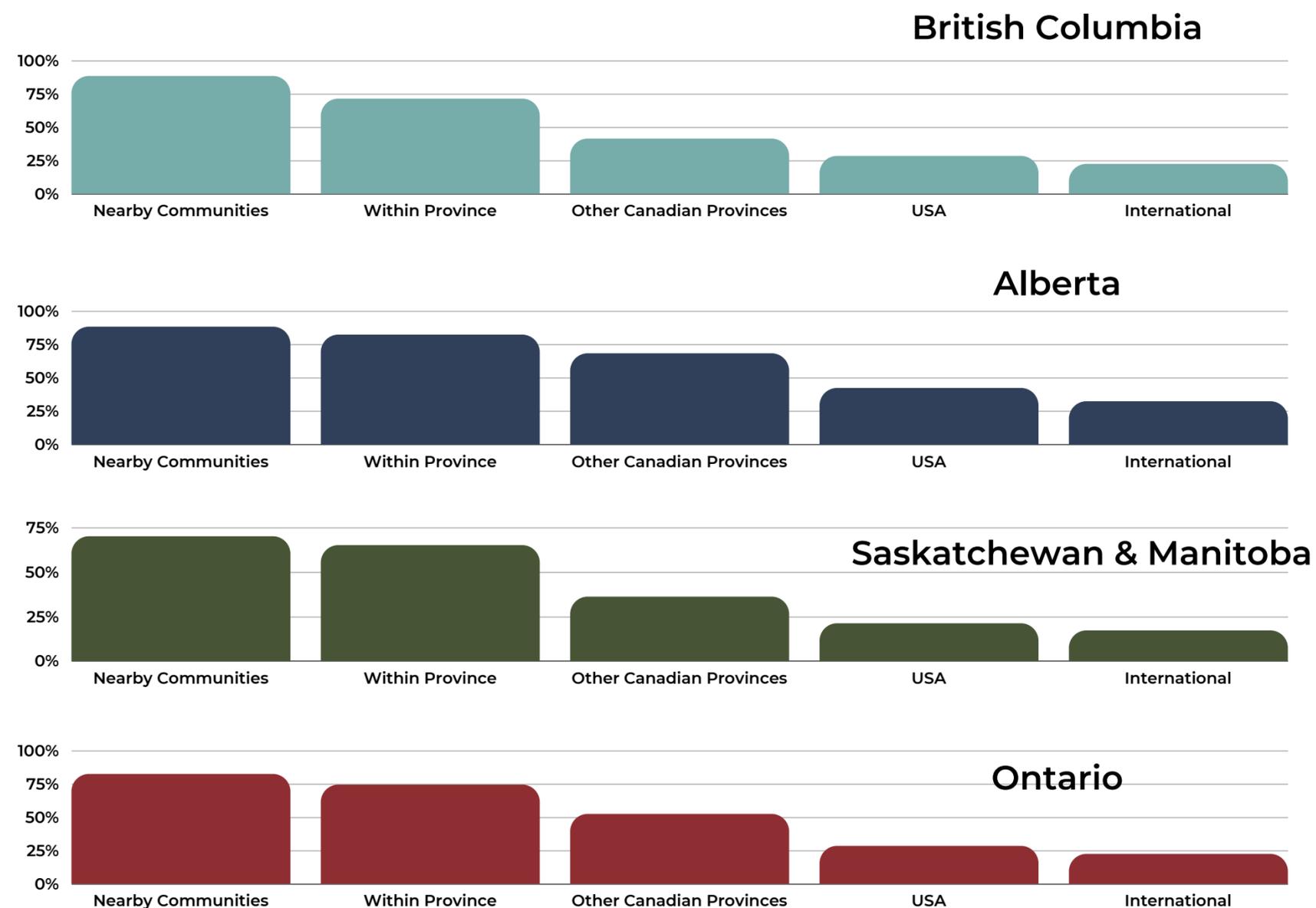
SENTIMENT TOWARDS TRAVEL

CANADIAN RESIDENT SENTIMENT TOWARDS TRAVEL

"I FEEL SAFE TO TRAVEL"

Destination Canada's June 8, 2021 sentiment towards travel shows:

- **88%** of BC residents feel safe to travel to communities near them, compared to **88%** of Alberta travellers, **70%** of SK & MB travellers and **82%** of Ontario travellers
- **71%** of BC residents feel safe to travel to communities within their Province, compared to **82%** of Alberta travellers, **65%** of SK & MB travellers and **74%** of Ontario travellers
- **41%** of BC residents feel safe to travel to other Provinces within Canada, compared to **68%** of Alberta travellers, **36%** of SK & MB travellers and **52%** of Ontario travellers
- **28%** of BC residents feel safe to travel to the United States, compared to **42%** of Alberta travellers, **21%** of SK & MB travellers and **28%** of Ontario travellers
- **22%** of BC residents feel safe to travel Internationally, compared to **32%** of Alberta travellers, **17%** of SK & MB travellers and **22%** of Ontario travellers



Read the full report Destination: [Canada Weekly COVID-19 Resident Sentiment](#)
For more information visit [Destination Canada](#)



BC RESIDENT ACTIVITY COMFORT LEVELS

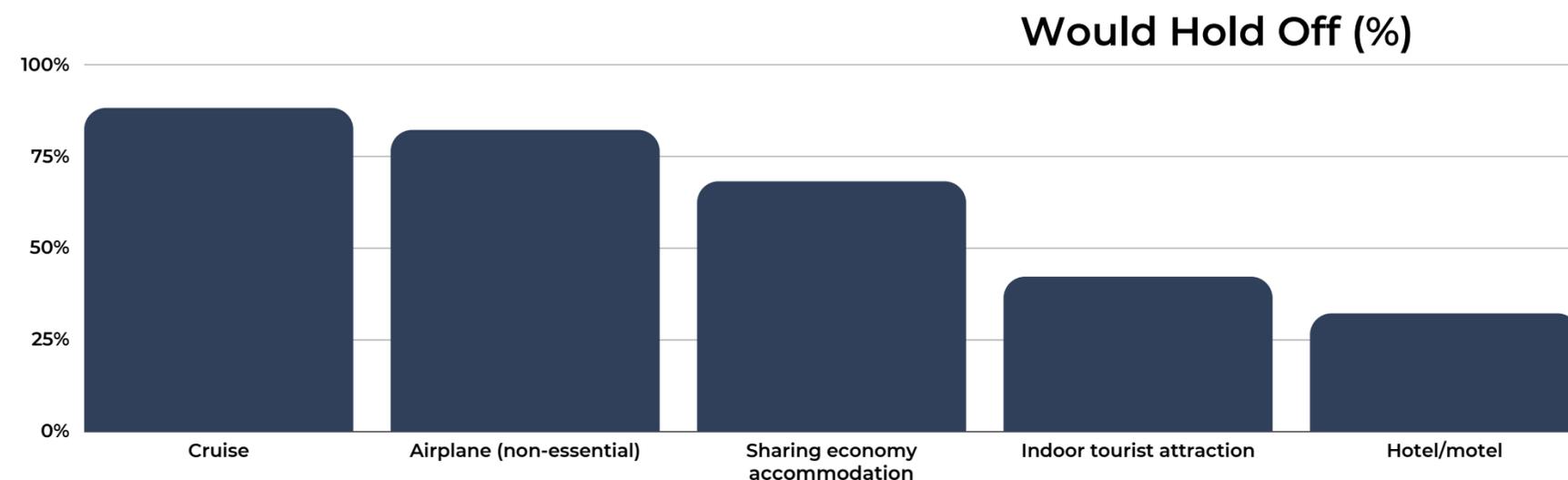
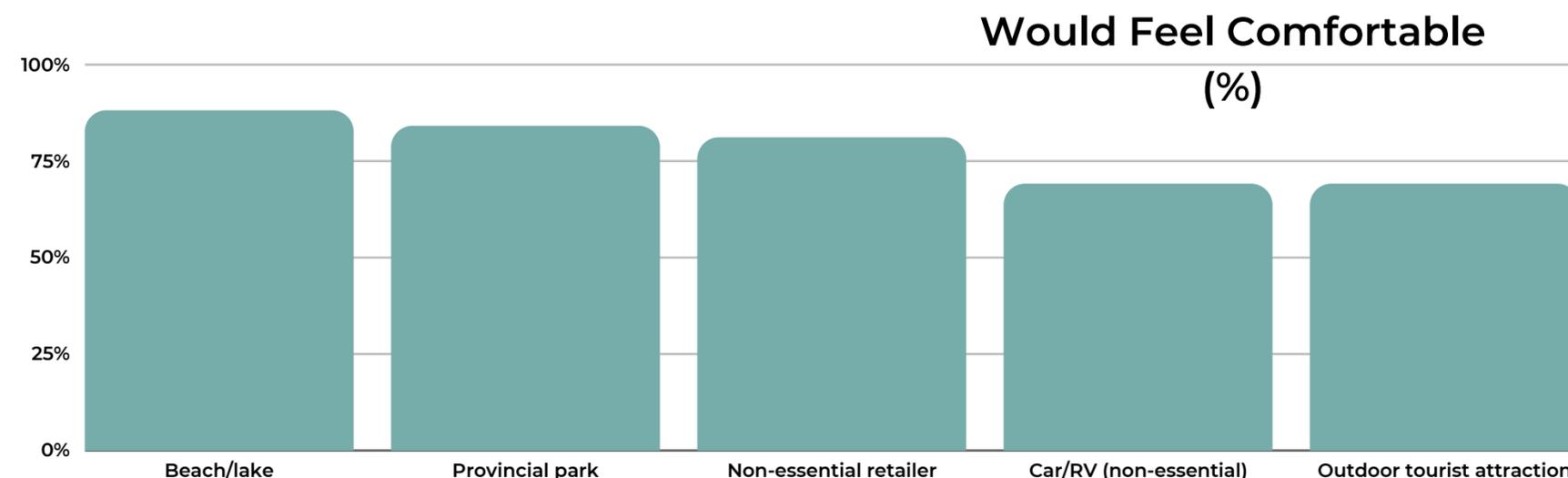
MAY 26, 2021

- BC residents feel most comfortable participating in these activities in the next following weeks:

- Visiting a beach/lake (88%)
- Visiting a Provincial park (84%)
- Shopping at a non-essential retailer (81%)
- Taking a non-essential trip by car or RV (69%)
- Visiting an outdoor tourist attraction (69%)

- BC residents would hold off longer participating in these activities in the next following weeks:

- Taking a cruise (83%)
- Taking a non-essential trip by airplane (77%)
- Staying at a sharing economy accommodation (61%)
- Visiting an indoor tourist attraction (56%)
- Staying at a hotel/motel (53%)



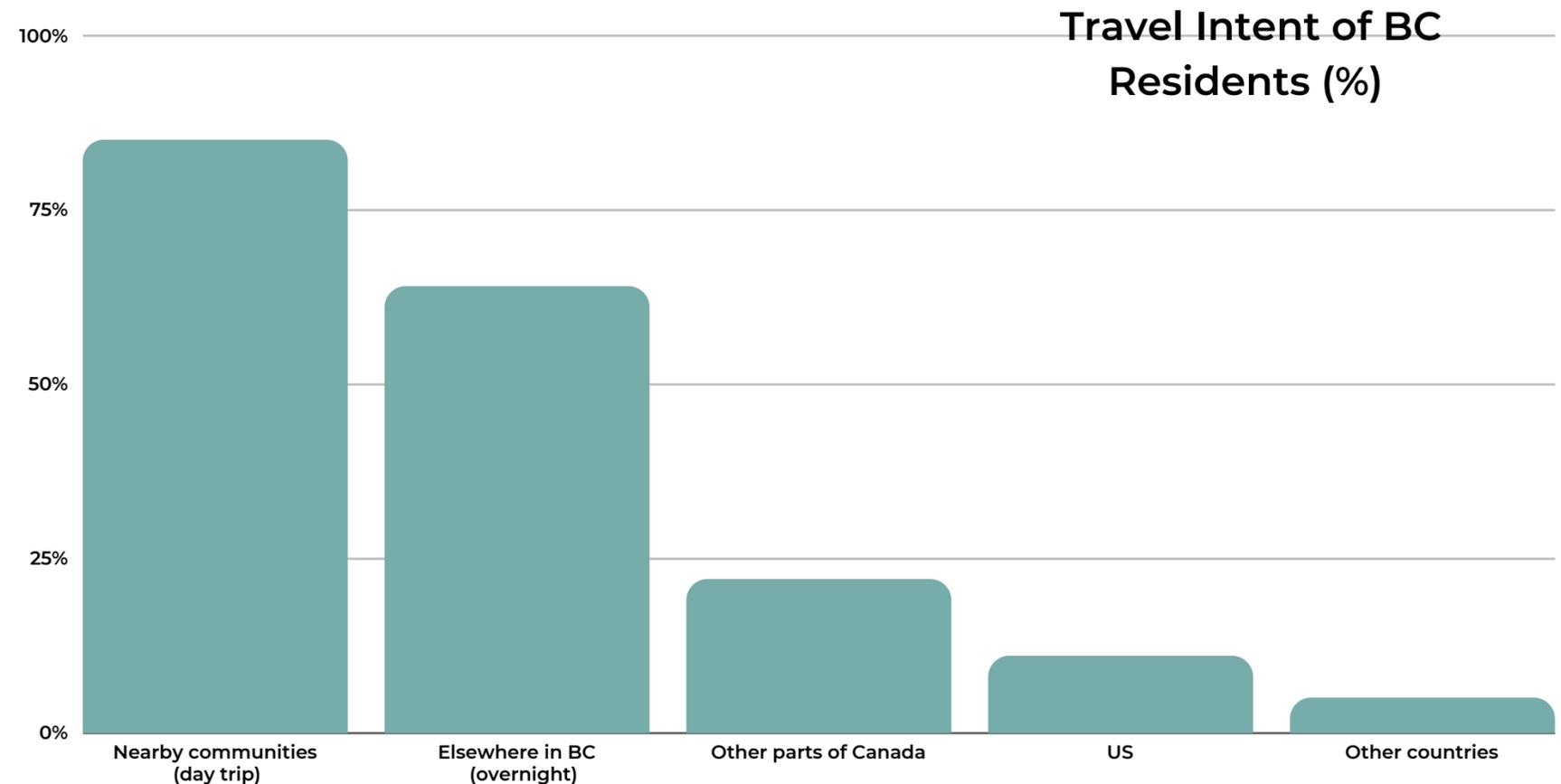
Read the full report [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 27](#)
For more information visit [Destination British Columbia](#)

BC RESIDENT TRAVEL INTENT WITHIN NEXT 2-3 MONTHS

MAY 26, 2021

BC residents intend to make a trip to each of the following destinations within the next 2-3 months:

- **85%** of BC residents intend to make a trip to nearby communities (day trip)
- **64%** of BC residents intend to make a trip to elsewhere in BC (overnight)
- **22%** of BC residents intend to make a trip to other parts of Canada
- **11%** of BC residents intend to make a trip to the US
- **5%** of BC residents intend to make a trip to other countries



Read the full report [BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 27](#)
For more information visit [Destination British Columbia](#)

**BC
TRAVELLERS:
WHERE & WHO**

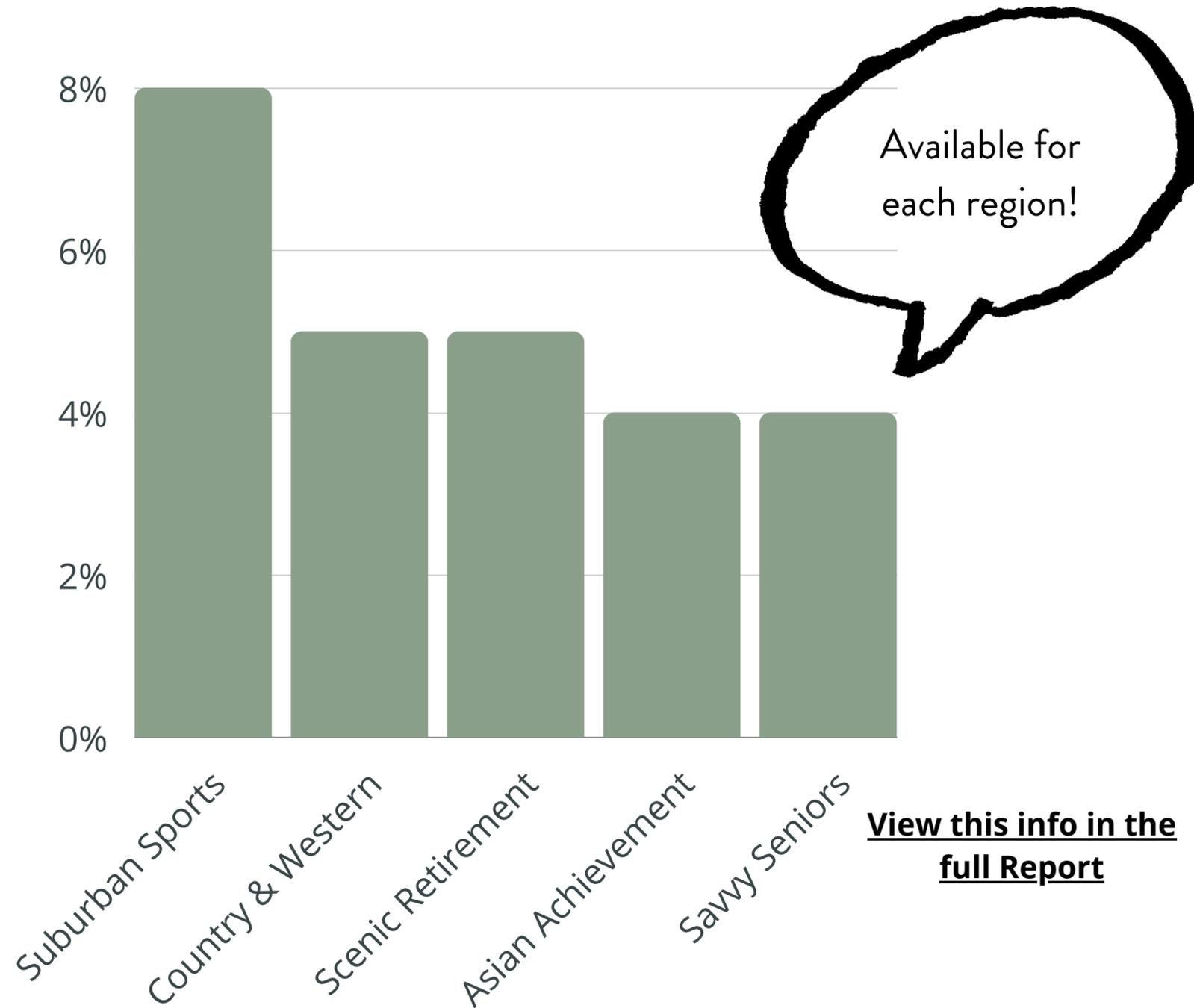
BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	129,900	Vancouver	109,800	Vancouver	95,400
Surrey	81,200	Surrey	72,600	Surrey	66,700
Abbotsford	50,000	Kelowna	43,500	Abbotsford	36,200
Kelowna	48,800	Abbotsford	41,500	Kelowna	34,000
Saanich	46,700	Kamloops	40,000	Kamloops	32,500
Nanaimo	43,200	Nanaimo	39,900	Nanaimo	28,500
Kamloops	41,500	Saanich	38,900	Burnaby	27,300
Burnaby	38,300	Burnaby	31,200	Saanich	26,000
Victoria	34,300	Prince George	29,500	Chilliwack	24,500
Richmond	35,500	Victoria	29,200	Richmond	22,400

[View this info in the full Report](#)

TOP PRIZM SEGMENTS OF BC TRAVELLERS TO BC 2019



[View this info in the full Report](#)

BC Highlights: Thompson Okanagan

- The top Visitor Origin Locations of BC travellers visiting the Thompson Okanagan Region in 2018, 2019 and 2020 were: Vancouver, Surrey, Kamloops and Kelowna.
- The top PRIZM Segments of BC Travellers to the Thompson Okanagan Region in 2018, 2019 and 2020 were: Suburban Sports, Country & Western and Scenic Retirement

Alberta Highlights: Thompson Okanagan

- The top Visitor Origin Locations of Alberta travellers visiting the Thompson Okanagan Region in 2018, 2019 and 2020 were: Calgary, Edmonton and Strathcona County
- The top PRIZM Segments of Alberta Travellers to the Thompson Okanagan Region in 2018, 2019 and 2020 were: Modern Suburbia, All-Terrain Families and Family Mode

BC PRIZM SEGMENT SUMMARY

SUBURBAN SPORTS

General Canadian Summary

- Middle-aged couples and families (with children of all ages at home)
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (natural resources, Trades)
- Above average interest in Camping, Fishing/Hunting, Cross Country Skiing/Snowshoeing
- Value community involvement and companies that treat their employees fairly
- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

- Of the 67 PRIZM Segments identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)

Maintainer Age

- Median Household Maintainer Age is 52

Children at Home

- 47% of couples have children living at home

Household Income

- Above Average Household Income of \$120,592 compared to BC at \$106,681

Top Social Value

- Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives

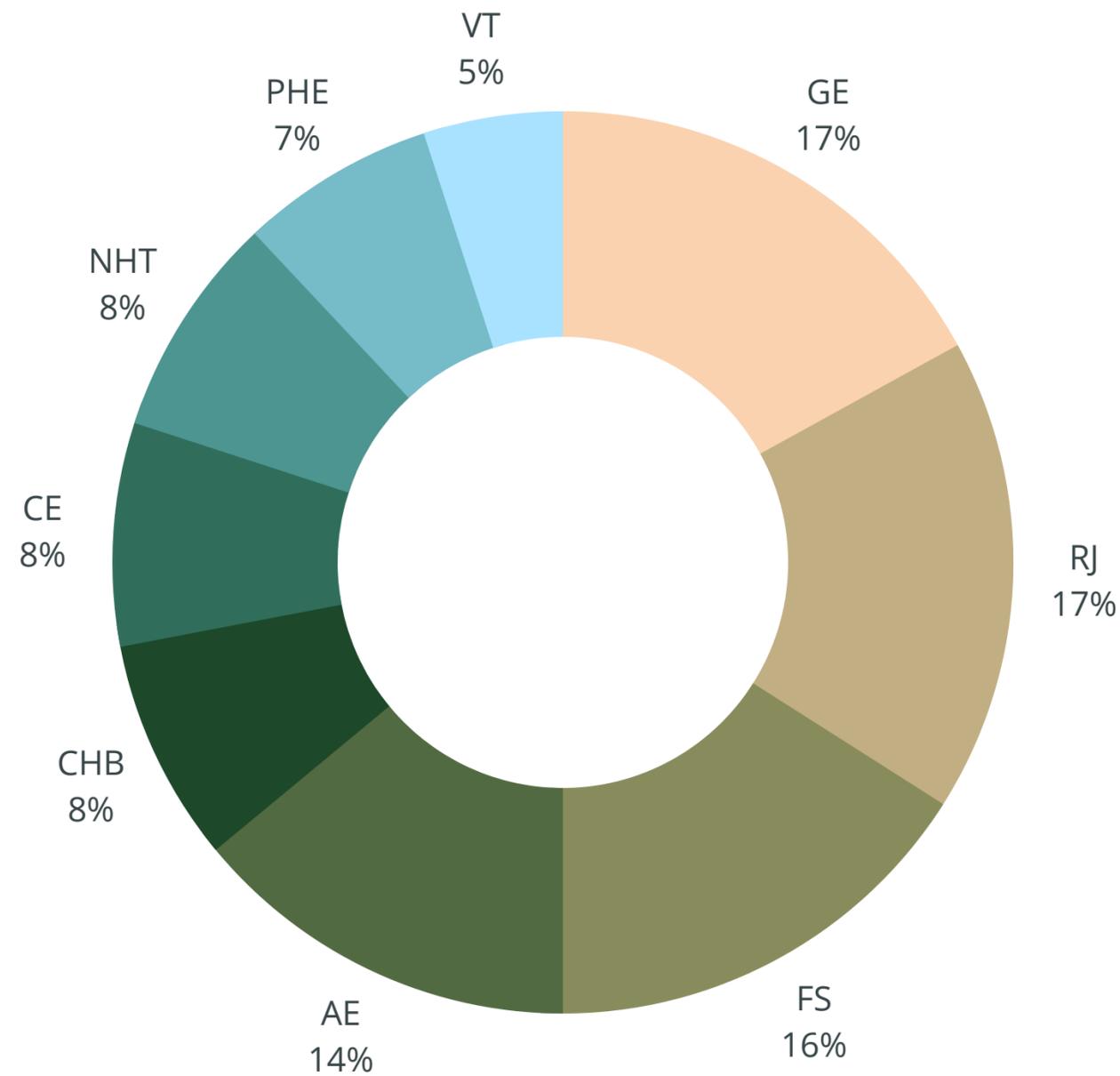
Media Habits

- 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter



Source: Environics Analytics- Envision 2021

TOP EQ TYPES OF BC TRAVELLERS TO BRITISH COLUMBIA 2019



Authentic Experiencers **(AE)**
 Cultural History Buffs **(CHB)**
 Cultural Explorers **(CE)**

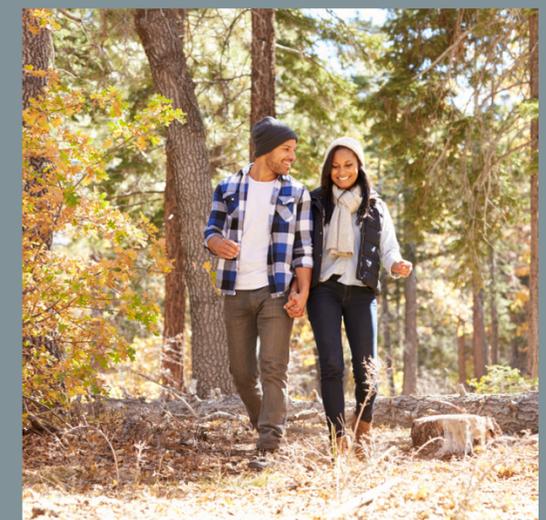
Free Spirits **(FS)**
 Gentle Explorers **(GE)**
 No Hassle Travellers **(NHT)**

Personal History Explorers **(PHE)**
 Rejuvenators **(RJ)**
 Virtual Travellers **(VT)**

Gentle Explorers Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home

View this info in the full Report



MONTHLY YEAR OVER YEAR COMPARISONS FOR EACH REGION

BRITISH COLUMBIA EXAMPLE

Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in January 2019 and January 2021.

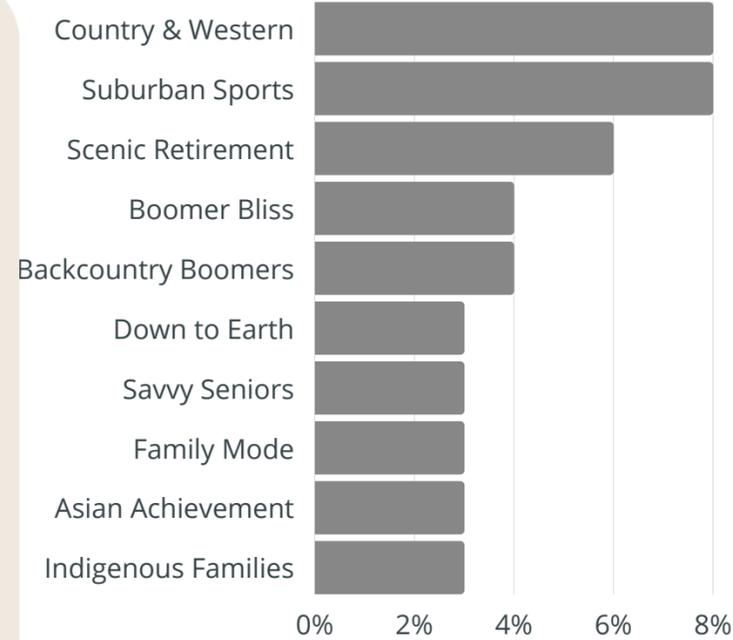
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January 2019 BC Visits to BC by PRIZM Segment

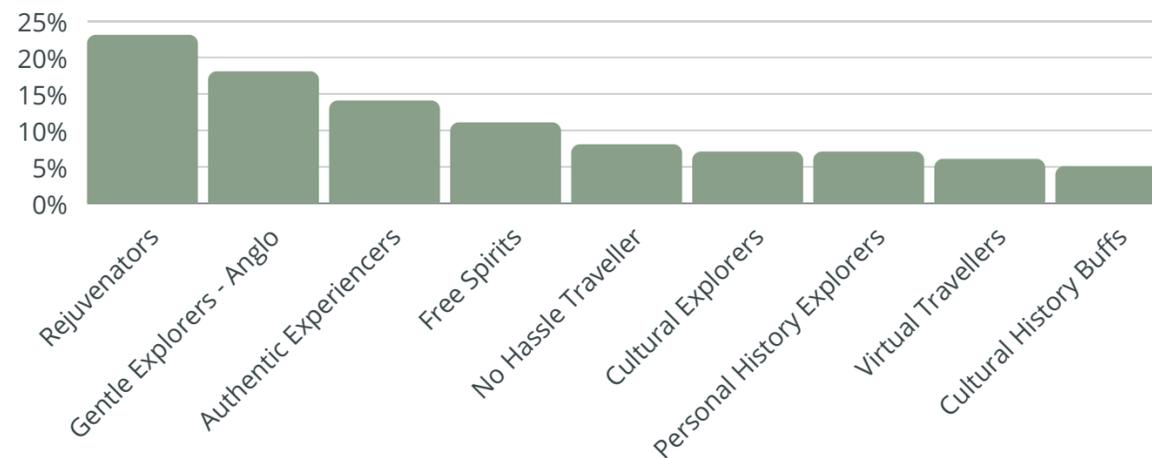
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western** rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



January 2019 Visits by EQ Type

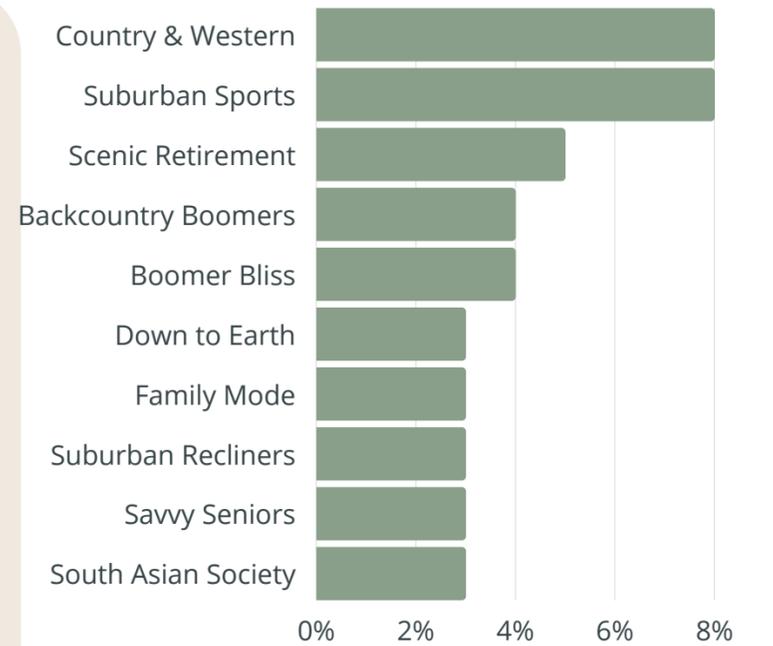


January 2021 BC Visits to BC by PRIZM Segment

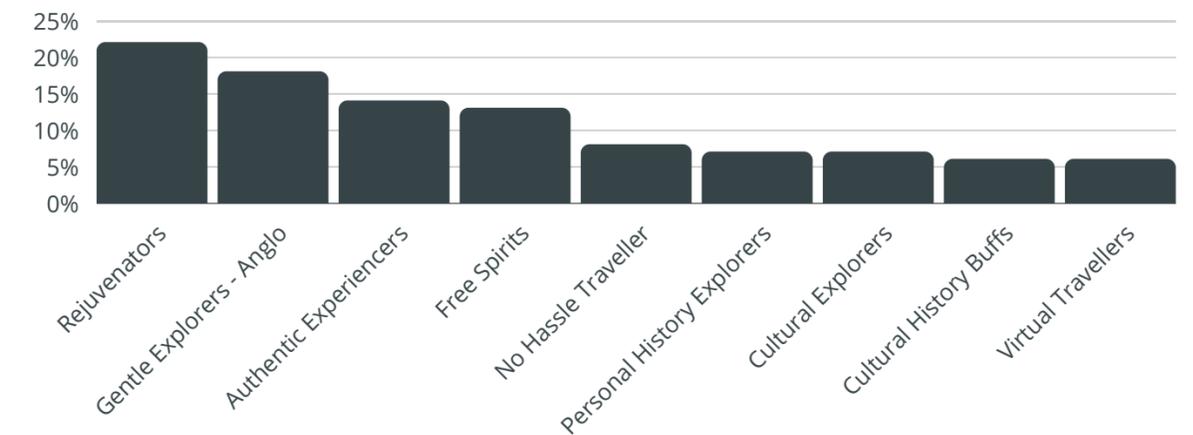
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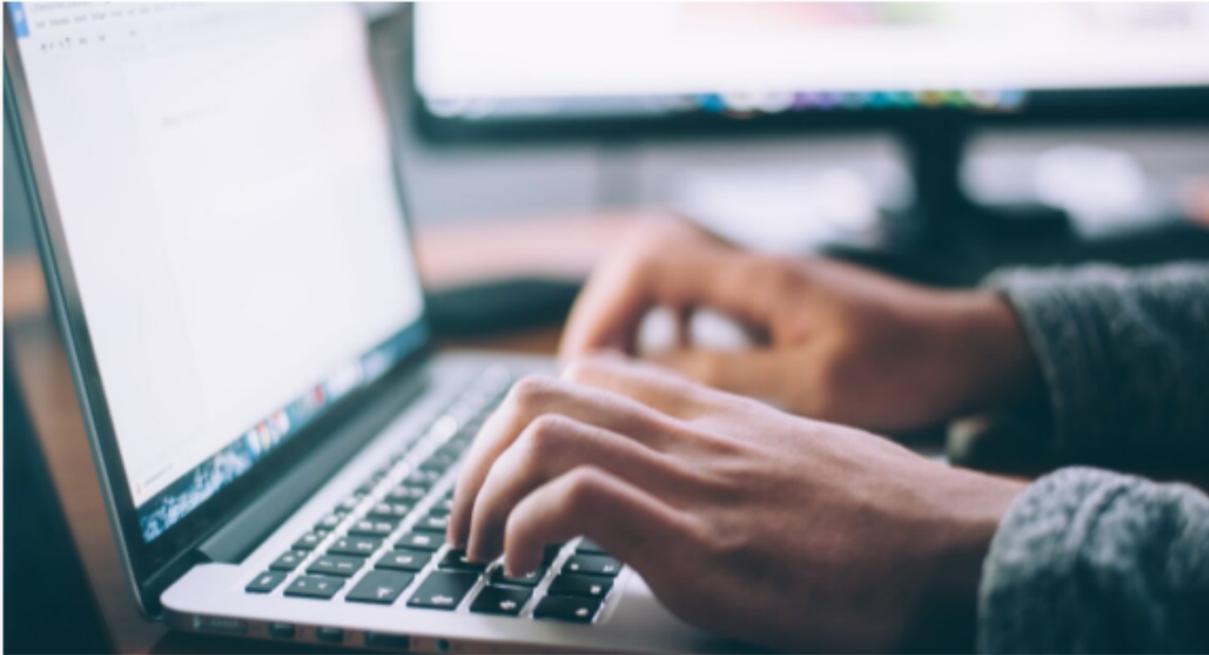


WHERE TO FIND AVAILABLE RESOURCES

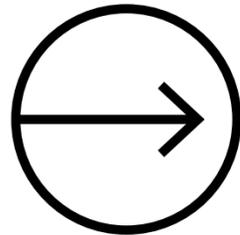
BCRTS Research Program

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The five Regional Destination Management Organizations of the BC Regional Tourism Secretariat (BCRTS) – Cariboo Chilcotin Coast, Kootenay Rockies, Northern BC, Thompson Okanagan and Vancouver Island – came together to invest in research to provide insights into our regions’ visitors, providing access to the latest market research methodologies to our communities and stakeholders. This program is enabling us to understand who is visiting, from where, what they are like, and shifts in demand due to the pandemic. But research is only useful when it’s in the hands of the people that need it most. Read more to find out what information and tools are available to you.

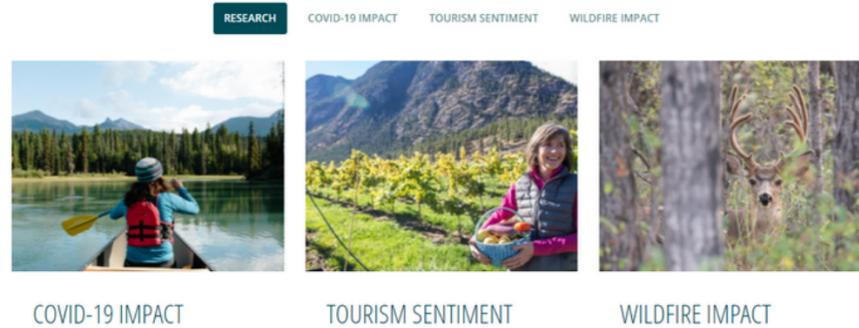


tourismresiliency.ca/reports

Reports and Tools Available for Communities & Businesses

The BCRTS Research Program generates weekly, monthly, quarterly and annual reports on a variety of topics important for tourism decision-making at the regional, community and individual business level. Weekly Travel Pattern reports track visitation fluctuations, COVID-19 Impact Reports share collective responses from businesses related to the pandemic to inform government programs, Visitor View reports track visitation and market segmentation by month and quarter and Custom

REGIONAL RESEARCH PAGES



industry.landwithoutlimits.com/resources/research/

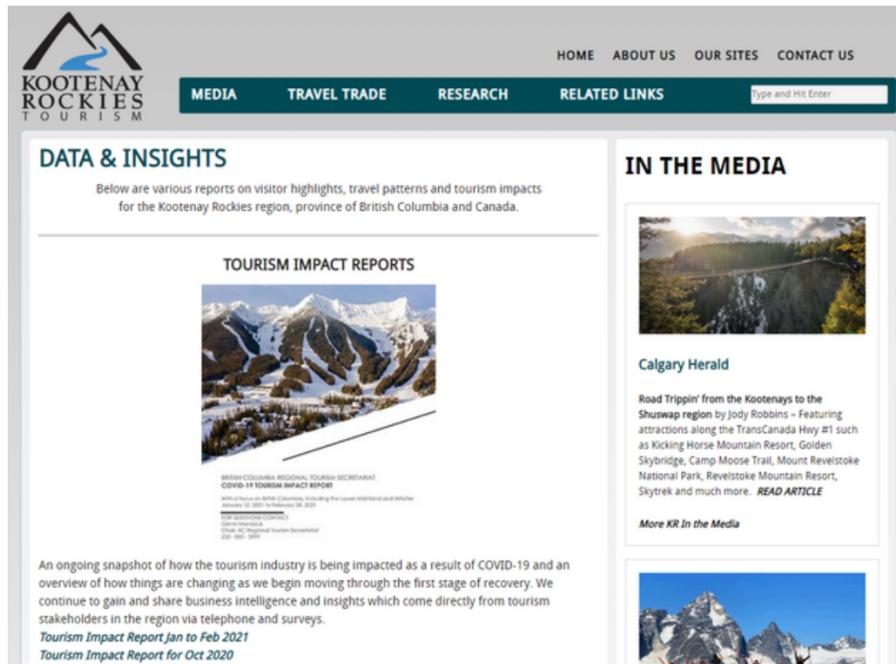


Research Program

We know the key to developing the tourism industry is having relevant data and insights about visitors. In 2020, Northern BC Tourism 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. It is possible to drill down to the community level through postal codes or geofencing. Please find below an infographic that provides some insight into the type of data we have begun to collect to support the region and communities in their efforts to strengthen their local tourism sector.



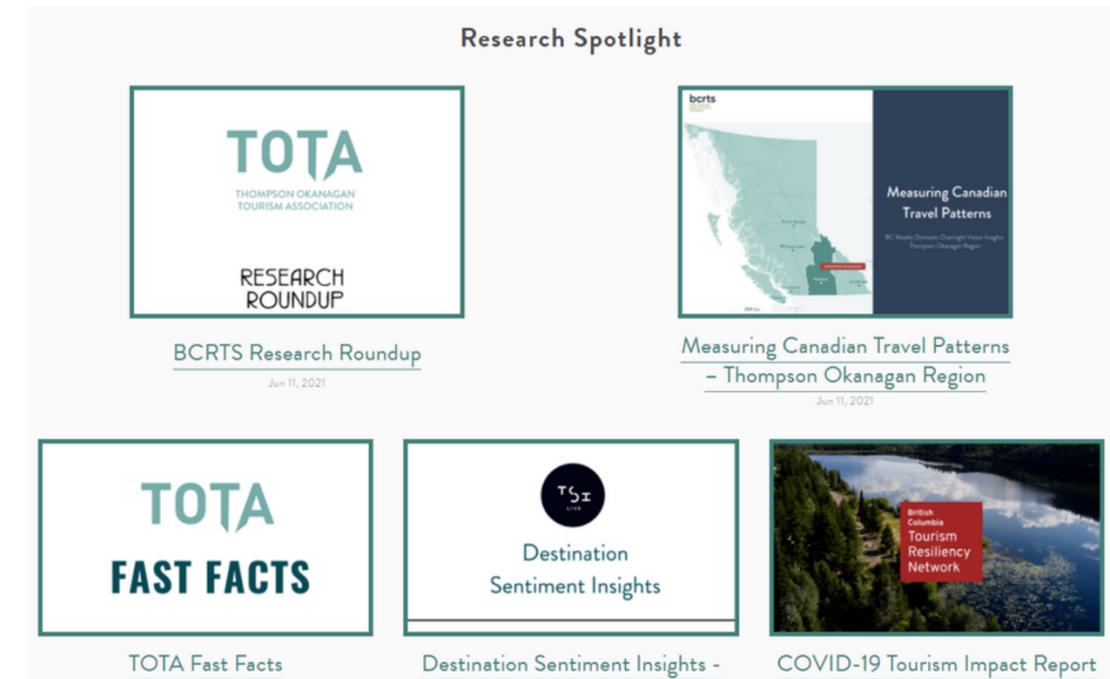
travelnbc.com/research



krtourism.ca/data-insights/



tourismvi.ca/get-informed/research/



news.totabc.org/nav/research

CUSTOM RESEARCH

CUSTOM RESEARCH AVAILABLE TO UNDERSTAND YOUR VISITORS OR CUSTOMERS

WHAT'S INCLUDED?

Understand your Visitors

Identify Top Markets

Execute your Strategy

Postal Code Analysis or MobileScapes

- Businesses: Analyze your Customers' Postal Codes
- Communities: Identify Visitor Locations to Capture a Sample of Visitors via Mobile Devices

Identify **WHO** visits your location, **WHAT** they like (Activities/Media Habits) and **WHERE** more there are more people like them that you can target to grow your customer base.

Visitor Data	Market Data
<ul style="list-style-type: none"> • Approximate visitor volume by time frame • Top visitor origin locations by province and city • Visitor Profile by Top Geographic Origins • Percentage breakdown by province • Top PRIZM segments by origin • Top EQ segments by origin 	<ul style="list-style-type: none"> • Visitor profile Highlights by Prizm Segment and EQ segment <ul style="list-style-type: none"> ◦ Demographics ◦ Key Social Values ◦ Key Tourism Activities ◦ Travel Profile (Vacation Booking, Vacation Spend etc.) ◦ Traditional and Digital (Social) Media usage ◦ Product Preferences ◦ Activity interests ◦ Internet Activity



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