

SNAPSHOT OF BC TRAVEL

JULY 26, 2021



BC ACCOMMODATION OVERVIEW²

	Occupancy Rate	Average Daily Rate (ADR)	RevPAR
Current Week	65.8%	\$184.30	\$121.24
From Previous Week	↑ +4.0pts	↑ +2.1%	↑ +8.7%
From 2020	↑ +22.5pts	↑ +22.8%	↑ +86.6%
From 2019	↓ -18.8pts	↓ -20.2%	↓ -38.0%

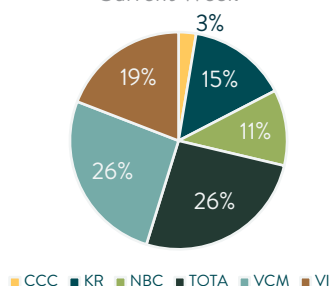


BC DOMESTIC VISITATION¹

From Previous Week	↑ +3.8%
From 2020	↑ +2.8%
From 2019	↓ -7.5%

BC REGIONAL SHARE

Current Week



BC AIR OVERVIEW³

	Air Bookings to BC	Share of Air Bookings to BC
Current Week	35,933	
From Previous Week	↓ -2.4%	
From 2020	↑ +186.9%	Air Capacity to BC (From Previous Week)
From 2019	↓ -47.0%	↑ +6.2%



BC RESIDENT OVERVIEW⁴

	Overnight Trip Intentions in BC (next 4 wks)	Comfort Welcoming Overnight Travellers from BC
Current Week	42%	63%
From Previous Week	↑ +5%	↑ +6%

SOURCES

1. Environics Analytics Weekly COVID Tracker Report, Week Ending July 18, 2021
Note: Total BC Regional Share may exceed 100% due to travel in multiple regions
2. 2021 STR, STR Global Ltd., July 11 – 17, 2021
3. Forward Keys, Air Bookings July 12 – 18, 2021 with 12 month look-ahead window ; Air Capacity: July 26 – August 1, 2021
4. Destination BC's BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 30, Insights West, July 7, 2021



DESTINATION
BRITISH COLUMBIA®

CONTACT US

Research & Analytics: TourismResearch@DestinationBC.ca