



2022-2024 Data Report



VISITATION

Visitation data is collected via mobile phone location data, benchmarked with government travel surveys and border entry counts. "Nights" refers to the number of overnight stays an individual spends at a destination during a trip. Overnight visitors are counted as people whose devices are seen 60+kms away from their home location during the hours of 8pm to 6am. The data includes visitors from Canada and the USA only; 2022 data is not available.

2023
1,000,000

Total nights

2024
960,000

Total nights

Visitation declined in 2024 following the post-COVID travel boom.

Average Length of Stay (# nights)

2023 - 2.47
2024 - 2.52

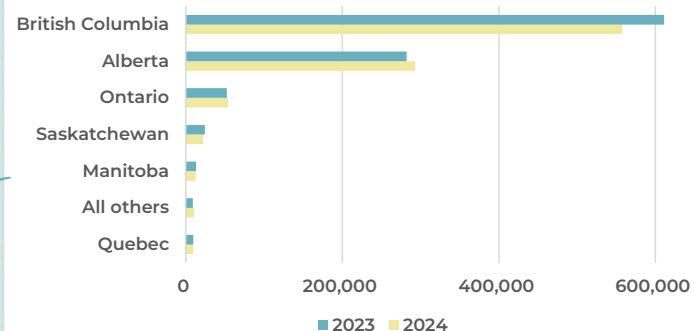
2023 & 2024

96%

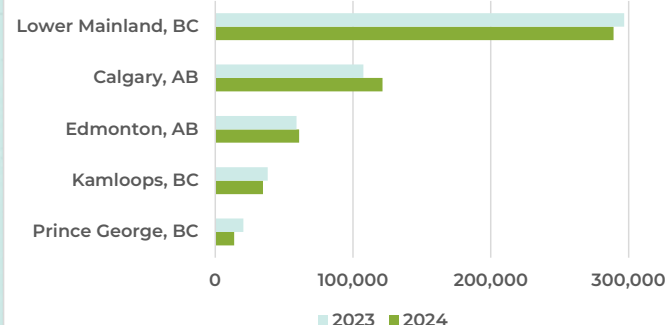
of visitors are Canadian

Most of our visitors come from western Canada. Albertans increased YOY where British Columbians decreased YOY.

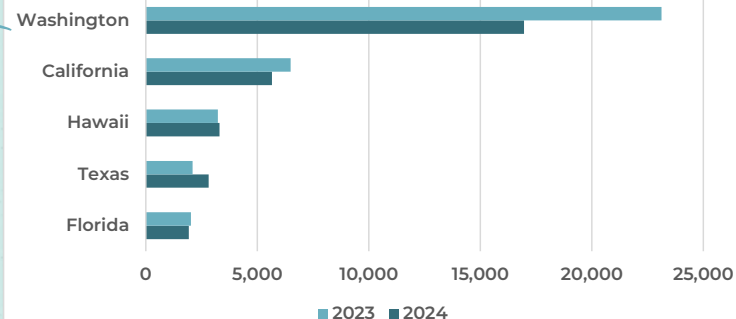
Total Nights by Province



Total Nights by City (Top 5)



Total Nights by State (Top 5)

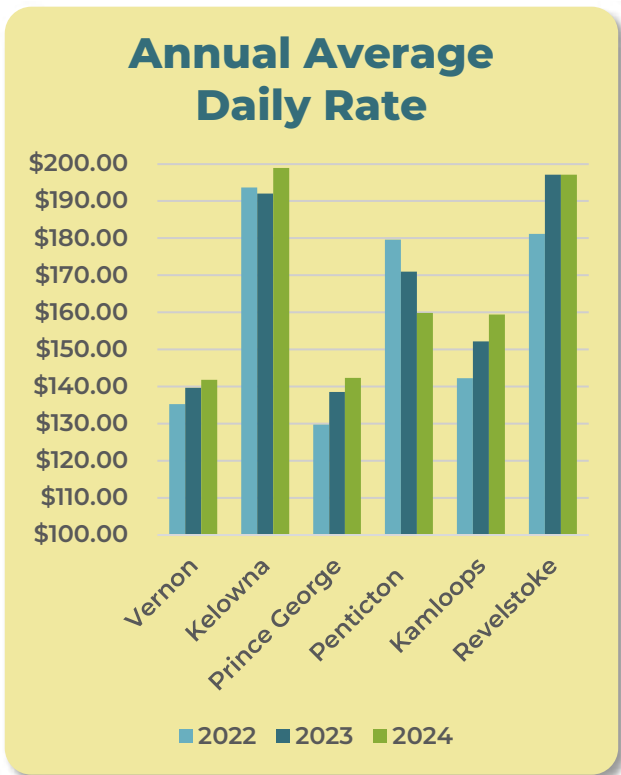
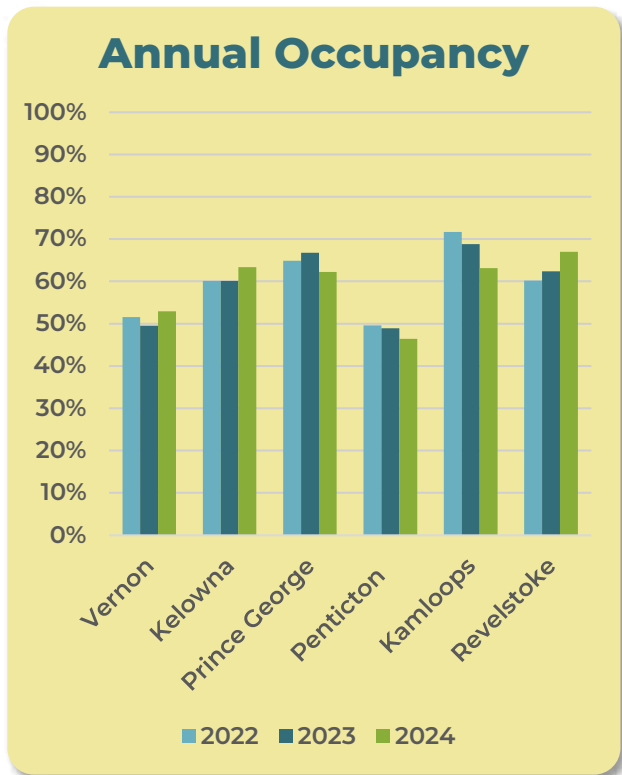


Washington visitors account for half of all American visitors.



COMPETITOR OCCUPANCY

Annual occupancy data of provincial competitor destination marketing organizations is presented below.



Among competitors, Vernon's occupancy is average but ADR and RevPAR are below average.

Two of Vernon's premier accommodators do not report to STR.



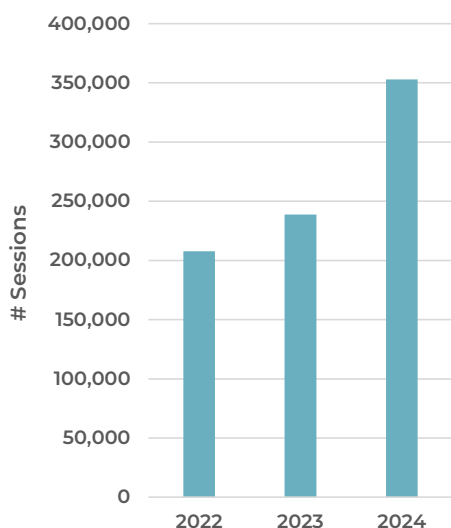
WEBSITE

Tourism Vernon's marketing efforts drive traffic to our website, www.tourismvernon.com with the end goal of sending visitors to stakeholders' websites to book experiences or stays. A "session"

is a period of time during which a user interacts with a website. In Google Analytics, a session initiates when a user either opens the website in the foreground or views a page or screen and no session is currently active (e.g. their previous session has timed out).

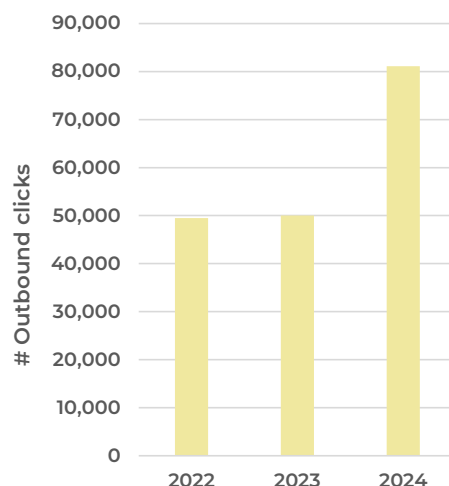


Website Traffic



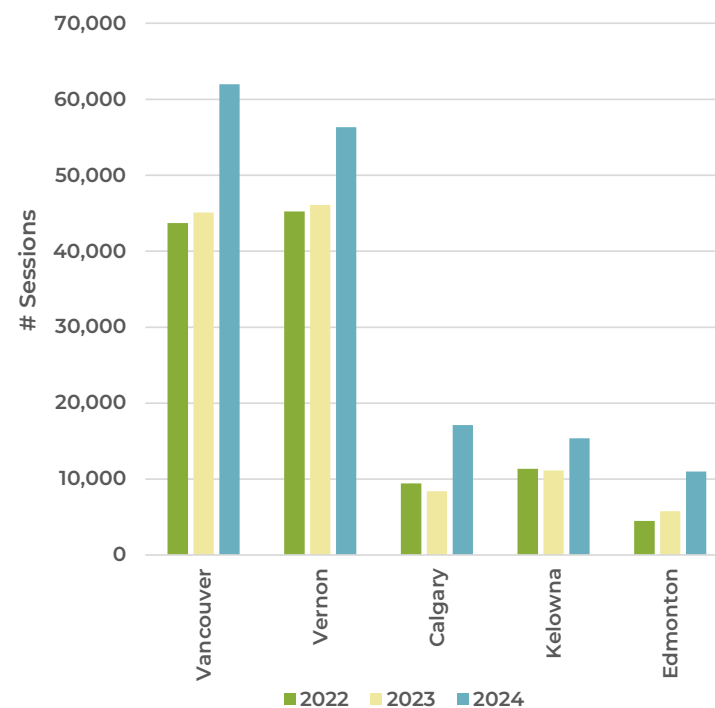
A significant uptick in sessions was evident after the launch of the new website in January 2024, indicating an improved user experience.

Stakeholder Referral Traffic



Outbound clicks to stakeholder websites increased 62% following the launch of the new website.

Website Traffic by City (Top 5)



A notable change occurred in 2024 when Vancouver beat out Vernon for the top spot, meaning more Vancouverites are visiting the site than locals/in-destination travellers.

HOTEL TAX

Municipal & Regional District Tax (MRDT, aka “hotel tax”) is a 3% tax charged to visitors staying in short-term accommodation like a hotel or Airbnb. The majority of the hotel tax collected within the City of Vernon municipal boundaries is used to fund the Tourism Vernon program. The chart below indicates the amounts Tourism Vernon collected over a three-year period.

This chart shows a pattern consistent with the occupancy data, with peaks in the high season (summer) and dips in the low season (winter).



Total Hotel Tax Collected by Year



Year-over-year growth is slowing after the post-COVID travel boom.

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