



KOOTENAY ROCKIES REGIONAL PROFILE

BUILDING TOURISM WITH INSIGHT

January 2010



This publication summarizes tourism indicators for the Kootenay Rockies (KR) tourism region and provides a general overview of the area. The most recent annual data as well as historical trend data are presented, including visitor volume, accommodation and transportation indicators, and information about regional tourism products. Wherever possible, provincial data is provided to allow comparison between regional and provincial tourism performance.

Visitor Volume Indicators

REGIONAL CUSTOMS ENTRIES

- The Kootenay Rockies region as a whole represents 3.3% of all provincial customs entries. All entry points experienced decreases in entries from 2007, with the largest decrease reported in Waneta (39.3%), Rykerts (36.9%) and Cranbrook (28%).
- The majority of customs entries for the region were through Kingsgate (30%), Roosville (23.9%), and Rykerts (19.3%). Roosville was the entry point for the greatest number of overseas visitors to the region with 38.2% of the 4,586 overseas custom entries (followed by Kingsgate with 23.8%). Kingsgate also provided the entry point for the greatest percentage of visitors from the United States (U.S.) (30.2%), followed by Roosville (23.6%). It should be noted that regional customs entries can be misleading, as many international visitors to the Kootenay Rockies tourism region initially enter through border crossings in other tourism regions, including those outside of the province.
- Year-end figures reveal a significant decrease in the number of overnight entries from U.S. visitors compared to 2007 (down 24.2%), and a decrease in the number of overseas visitors (down 13.2%). However, overseas visitors only comprise 2.3% of all international visitors to the region. Overall, there was a decrease of 24% for all international customs entries to the region in 2008, as well as an annual average decline of 8.6% from 2000 to 2008.

2008 Customs Entries for Kootenay Rockies and British Columbia

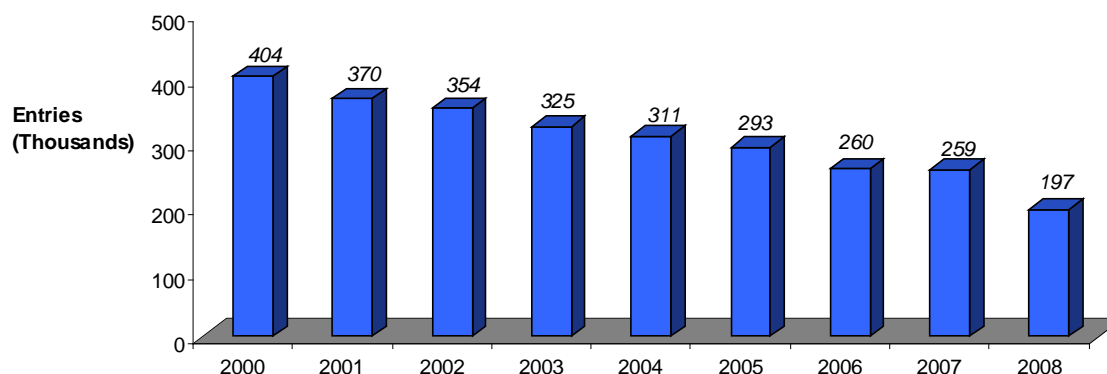
Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Kootenay Rockies U.S. Total*	38,785	45,402	74,823	33,261	192,271
% change**	-17.4%	-25.6%	-27.9%	-21.0%	-24.2%
Kootenay Rockies Overseas Total*	989	1,088	2,080	429	4,586
% change**	33.8%	-1.4%	-23.8%	-39.4%	-13.2%
Kootenay Rockies International Total*	39,774	46,490	76,903	33,690	196,857
% change**	-16.6%	-25.1%	-27.8%	-21.3%	-24.0%
Provincial International Overnight	703,890	1,242,581	1,831,748	679,305	4,457,524
Provincial % change**	-4.4%	-5.1%	-7.6%	-9.6%	-6.7%

Source: Statistics Canada

*Includes all customs entries, including those staying less than 24 hours.

**All % change figures are for changes from same period of 2007.

Kootenay Rockies Customs Entries 2000 - 2008



Source: Statistics Canada

VISITOR CENTRES

- A total of 153,791 visitor parties visited the Visitor Centres (VCs) in the region in 2008, representing 9.8% of those visiting VCs province-wide. Total provincial Visitor Centre usage was down 5.8% from 2007; however, Visitor Centre usage in the region decreased 16.5% relative to 2007.
- The number of visitor parties for the region peaked in July and August of 2008; these two months represented 48.6% of total parties for 2008. Decreases were evident in all quarters, except for the fourth quarter (increased 3.2%) relative to the same period of 2007.
- VC use in the region peaked in 2001 and again in 2007. In fact, 2007 has seen the highest volume in visitor parties since 1994. Usage declined from 2002 to 2004 but increased from 2005 to 2007. Overall from 2000 to 2008, there has been an average annual decrease of 1.9% in the number of visitor parties using regional VCs.
- Caution is advised when interpreting these figures as they reflect not only changes in visitation to the region, but also changes in the hours of operation for the VCs within the region.

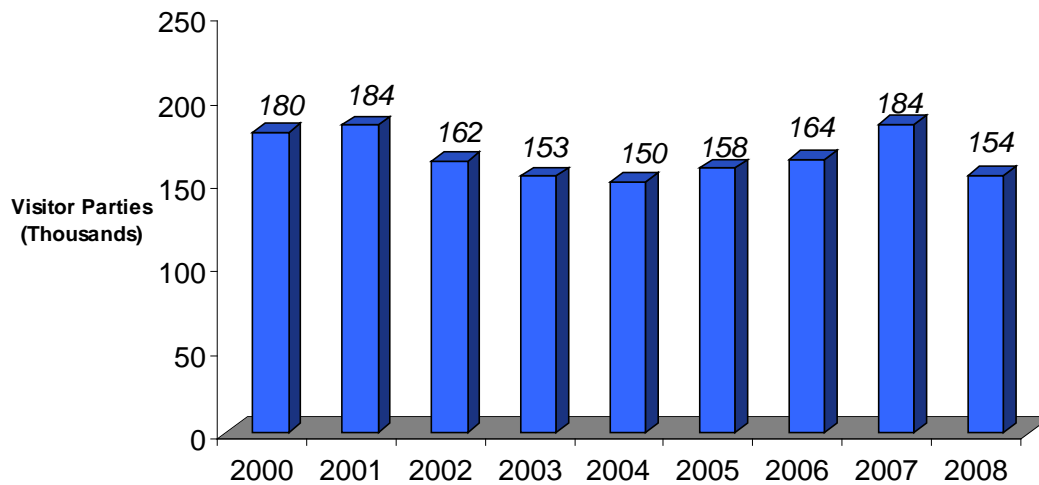
2008 Visitor Centre Visitor Parties - Kootenay Rockies and British Columbia

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Kootenay Rockies	12,493	34,328	92,549	14,421	153,791
% change*	(15.5%)	(19.4%)	(17.9%)	3.2%	(16.5%)
British Columbia Total	176,471	421,275	776,243	198,863	1,572,852
% change*	(4.9%)	(6.6%)	(8.2%)	5.6%	(5.8%)

Source: Tourism British Columbia

*All % change figures are for changes from same period of 2007.

Kootenay Rockies Visitor Centre Use 2000 – 2008



Source: Tourism British Columbia

Accommodation Indicators

ACCOMMODATION TYPE AND CAPACITY

- Of the 2,309 fixed-roof accommodation properties listed in the *2009 British Columbia Approved Accommodation Guide*, 298 or 12.9 % are located in the Kootenay Rockies tourism region.
- While hotels and motels form the majority of the regional accommodation product in both type and capacity (49.7% of all properties in the region and 83.5% of all regional accommodation capacity are found in these two categories), cabins in the region represent nearly one-third (31.3%) of all cabins in the province and over one quarter (25.7%) of total provincial capacity.

Fixed-Roof Accommodation Facilities - Kootenay Rockies and British Columbia

	Kootenay Rockies	British Columbia	% of Provincial Total
Number of Facilities			
Inns and B&Bs	85	905	9.4%
Cabins	20	64	31.3%
Hotels	58	500	11.6%
Motels	90	525	17.1%
Resorts and Lodges	11	108	10.2%
Cottages	13	100	13.0%
Other*	21	107	19.6%
Total	298	2,309	12.9%
Number of Units			
Inns and B&Bs	378	3,700	10.2%
Cabins	112	435	25.7%
Hotels	4,067	51,091	8.0%
Motels	2,401	16,341	14.7%
Resorts and Lodges	526	4,091	12.9%
Cottages	71	698	10.2%
Other*	192	832	23.1%
Total	7,747	77,188	10.0%

Source: 2009 British Columbia Approved Accommodation Guide, Tourism British Columbia

*Includes hostels, houseboats, houses and guest suites.

ROOM REVENUE

- In 2008, total room revenue in the region increased 1.2% relative to 2007, totalling \$137.1 million. This accounted for 6.9% of total provincial room revenue in 2008.
- Room revenue in the region has grown steadily from 2000 to 2008. The average annual growth rate from 2000 to 2008 was 6.0%.

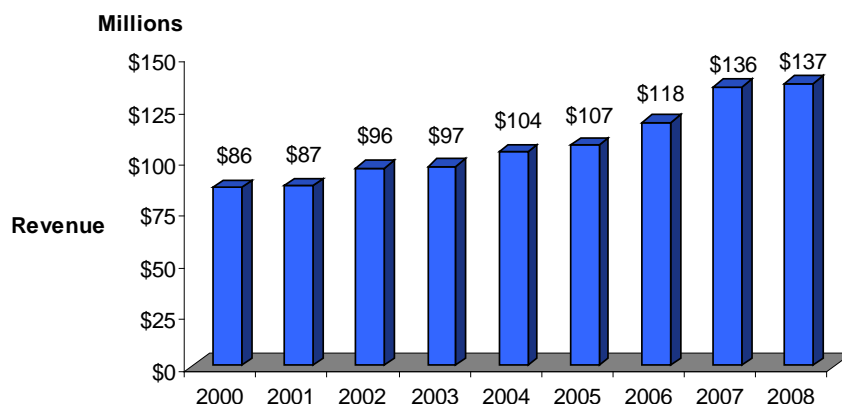
2008 Room Revenue – Kootenay Rockies and British Columbia (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Kootenay Rockies	36,529	28,528	50,506	21,557	137,120
% change*	6.6%	4.6%	-0.8%	-6.6%	1.2%
British Columbia Total	436,326	503,985	687,844	350,859	1,979,015
% change*	5.3%	3.2%	-1.6%	-4.1%	0.6%
% of BC Total	8.4%	5.7%	7.3%	6.1%	6.9%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

Kootenay Rockies Room Revenue 2000 – 2008



Source: BC STATS

- All regional districts posted room revenue declines in 2008 compared to 2007. Room revenue decreased in the Kootenay-Boundary district (2.3%), Central Kootenay district (2.0%) and in the East Kootenay district (0.2%).

2008 Kootenay Rockies Room Revenue by Regional District** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
East Kootenay	18,897	12,500	21,158	10,308	62,864
% change*	3.2%	2.6%	-1.7%	-5.8%	-0.2%
Central Kootenay	4,435	6,356	9,885	3,919	24,595
% change*	2.8%	9.0%	-6.1%	-11.4%	-2.0%
Kootenay-Boundary	2,153	1,984	3,461	1,393	8,992
% change*	8.5%	11.1%	-1.5%	-27.6%	-2.3%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

** Some regional districts straddle tourism regional boundaries; therefore, the sum of room revenue for the regional districts will not equal the tourism region room revenue total, as reported in the previous table.

- East Kootenay generated nearly half (45.8%) of the region's room revenue and 3.2% of the provincial total. Of the urban centres, Columbia Valley generated 18.2% of regional room revenue and 1.3% of the provincial total, followed by Revelstoke, which generated 15.5% of regional room revenue and 1.1% of the provincial total.

2008 Kootenay Rockies Room Revenue by Urban Centre** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008**
Cranbrook	2,105	3,513	4,495	2,243	12,356
% change*	8.5%	25.8%	3.5%	-1.8%	8.8%
Revelstoke	5,445	4,261	8,100	3,426	21,233
% change*	30.0%	13.3%	8.2%	9.0%	14.3%
Fernie	7,765	1,686	3,112	2,523	15,087
% change*	-1.7%	10.5%	6.6%	-9.8%	-0.4%

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008**
Golden	4,320	2,558	5,863	1,796	14,537
% change*	5.8%	-7.9%	-0.3%	-11.5%	-1.6%
Nelson	1,720	1,970	3,174	1,307	8,171
% change*	-2.1%	4.1%	-0.6%	-5.3%	-0.6%
Kimberley	2,004	1,115	1,672	848	5,639
% change*	39.6%	-12.4%	-7.6%	-13.0%	2.7%
Columbia Valley	6,309	4,987	10,017	3,703	25,016
% change*	-1.2%	-10.1%	-4.6%	-10.4%	-5.8%

Source: BC STATS

*All % change figures are for changes from same period of 2007.

** Only the urban centres with data available from BC STATS are shown.

Transportation Indicators

REGIONAL TRANSPORTATION STATISTICS

- Castlegar Airport is a small regional airport, offering daily service to major centres, such as Vancouver and Calgary. In 2008, Castlegar Airport experienced an increase of 7.5% in passengers over 2007.
- The Region's three main airports, the Canadian Rockies International Airport (formerly Cranbrook Airport), Castlegar Airport and the Trail Airport all offer regularly scheduled flights for travellers.
- Route 1, East of Route 95 Golden, saw a decrease of 3.8% in vehicle volume over 2007.
- Route 3, West of BC/Alberta Border Crowsnest Pass, saw a decrease of 0.7% in vehicle volume over 2007.

2008 Kootenay Rockies Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2008
Castlegar Airport	17,346	24,412	26,217	18,086	86,061
% change*	26.1%	6.9%	4.6%	-1.8%	7.5%
Route 1, E of Route 95, Golden	10,047	14,829	25,138	10,707	60,720
% change	1.8%	-3.8%	-5.0%	-5.7%	-3.8%
Route 3, W of BC/AB Border, Crowsnest Pass	10,252	11,371	15,504	9,480	46,607
% change*	5.6%	-2.1%	-2.1%	-3.0%	-0.7%

Source: Castlegar Airport, Ministry of Transportation & Highways.

* All % change figures are for changes from same period in 2007.

Regional Tourism Products

OVERVIEW OF TOURISM PRODUCT OFFERING

- The Kootenay Rockies tourism region includes a diverse topography of rivers, lakes, waterfalls, beaches, mineral hot springs, alpine meadows, and snow-capped mountains. Outdoor water pursuits include canoeing, boating, windsurfing, water-skiing, white-water rafting, and fishing. The region also offers a diverse range of other tourism products including those related to arts and culture.
- In 2001, there were approximately 2,193 nature-based tourism businesses in the province, of which, one-tenth (10.3%) operated in the Kootenay Rockies tourism region.

Number of Commercial Nature-Based Tourism Businesses – Kootenay Rockies and British Columbia

	Kootenay Rockies (Number of businesses)	British Columbia Total (Number of businesses)	% of BC Total
Lodge-Based			
Destination Lodges	17	95	17.5%
Guest Ranches	4	71	6.0%
Guide Outfitters	31	236	13.0%
Freshwater (FW) - Based			
FW Fishing Lodges	1	145	1.0%
FW Fishing (No Lodge)	21	116	18.0%
River Rafting	22	79	28.0%
FW Kayaking/Canoeing	4	40	10.0%
Marine/Saltwater (SW) - Based			
SW Fishing Lodges	0	132	0.0%
SW Fishing (No Lodge)	0	71	0.0%
SW (Ocean) Kayaking	1	137	1.0%
Boat Charters (most SW)	3	298	1.0%
Scuba Diving	1	54	2.0%
Marine Wildlife Viewing	0	41	0.0%
Sail Cruising	2	85	2.0%
Pocket Cruising	0	10	0.0%
Land - Based			
Land-Based Summer*	57	407	14.0%
Mountain Biking	5	44	12.0%
Land-Based Winter**	44	100	44.0%
Heli-Skiing	12	32	36.0%
Total	225	2,193	10.3%

Source: *Characteristics of the Commercial Nature-Based Tourism Industry in British Columbia*, Tourism British Columbia

*Includes cycling tours (other than Mountain Biking), ATV experiences, bird-watching, nature-based cultural tourism, education, hang gliding/para-sailing, hiking/backpacking, horseback riding, llama trekking, rock-climbing, day sailing, and wildlife or nature observation, including photography.

**Includes backcountry ski touring, cross country skiing, winter education, snowmobiling, and cat skiing/snowboarding.

FISHING

- Results from the *2005 Survey of Recreational Fishing in Canada* reveal that the majority (64.6%) of those participating in recreational fishing in the region are from British Columbia, while 23.2% are from other Canadian provinces, and 12.2% are from the U.S. and other international countries.
- Anglers reported fishing an average of 13.6 days in the region.
- Among regional anglers who reside outside of British Columbia, the survey results indicated that many made one or more trips to BC in 2005. Overall, 64.2% reported making a single trip, 30.4% reported making two to five trips, while 5.3% made six or more trips.
- The recreational fishing survey is conducted every five years by the Department of Fisheries and Oceans.

2005 Average Days Fished and Spent in British Columbia

	Kootenay Rockies Anglers	All British Columbia Anglers
Fished in British Columbia	13.6	13.1
Spent in British Columbia*	11.3	12.0

Source: *2005 Survey of Recreational Fishing in Canada*, Fisheries and Oceans Canada

*Only data for persons not residing in BC are presented.

2005 Kootenay Rockies Anglers

	% of Kootenay Rockies Anglers	% of British Columbia Anglers	% of BC Total 2005
Origin of Angler			
British Columbia	64.6%	79.2%	12.7%
Other Canadian	23.2%	10.1%	35.7%
United States and Other International	12.2%	10.7%	17.8%
Number of Trips Made to British Columbia in 2005*			
1 trip	64.2%	71.9%	25.2%
2-5 trips	30.4%	22.9%	37.5%
6-10 trips	2.4%	3.1%	21.8%
11 or more trips	2.9%	2.1%	39.8%

Source: *2005 Survey of Recreational Fishing in Canada*, Fisheries and Oceans Canada

*Only data for persons not residing in BC are presented.

SKIING AND SNOWBOARDING

- The Kootenay Rockies tourism region hosts 35.4% of the province's ski runs. The largest ski facility (by total number of runs) is Panorama Resort, with 120 marked runs. The next largest ski facility is Fernie Alpine Resort (114 runs), followed by Kicking Horse Mountain Resort (106 runs).

2008 Kootenay Rockies Ski Facilities

Ski Hill	Total Runs	% of Province (1,806 runs)
All Kootenay Rockies	640	35.4%
Fairmont Hot Springs Resort	13	0.7%
Fernie Alpine Resort	114	6.3%
Kicking Horse Mountain	106	5.9%
Kimberley Alpine Resort	80	4.4%
Panorama Resort	120	6.6%
Revelstoke Mountain Resort	52	2.9%
Red Mountain Resort	88	4.9%
Salmo Ski Hill	5	0.3%
Summit Lake Ski Area	8	0.4%
Wapiti Ski Area	8	0.4%
Whitewater Ski Resort	46	2.5%

Source: Kootenay Rockies Tourism

PARKS AND CAMPING

- Camping and wilderness areas offered in Provincial Parks are an important component of the provincial tourism product. The BC Provincial Park network consists of 972 provincial parks, protected areas, recreation areas, or ecological reserves, covering 14.26% of the total provincial land base (13.05 million hectares). This network includes 333 vehicle accessible campgrounds offering a variety of facilities, including 12,969 campsites, 136 boat launch areas, 24,301 day-use parking spots, 487 day-use areas (vehicle accessible), 250 parks with facilities for visitors with disabilities, and 3,000 kilometres of hiking trails. In 2006, there were 19,022,000 recorded visits to BC Provincial Parks. (Recorded visits are those recorded through campground registrations, trail and traffic counters, and visual counts).
- Just over one tenth (11.2%) of the total provincial campsites are located in the Kootenay Rockies tourism region.
- The Kootenay Rockies region is also home to the province's largest concentration of National Parks, including Mount Revelstoke, Glacier, Yoho, and Kootenay National Parks. Combined, these parks offer visitors 946 campsites (74.6% of all campsites in BC's National Parks), as well as numerous wilderness and walk-in facilities in the backcountry areas.
- Kootenay and Yoho National Parks are two of five national parks that represent the Rocky Mountains natural region of Canada. Of these five parks, Kootenay and Yoho lie on the western side of the Continental Divide, while Banff, Jasper and Waterton Lakes lie on the eastern side. Kootenay and Yoho National Parks are two of seven national and provincial parks that comprise the 26,583-km² Canadian Rocky Mountain Parks World Heritage Site, one of the world's largest protected wilderness areas.
- Just over one tenth (14.2%) of the total private/municipal campsites are located in the Kootenay Rockies tourism region.

2008 Park and Camping Facilities – Kootenay Rockies and British Columbia

	Kootenay Rockies	British Columbia	
Provincial Parks*			% of Provincial Total
Front Country Camping	20	166	12.0%
Back Country Camping	11	68	16.2%
Group Camping	2	39	5.1%
Youth Group Camping	2	39	5.1%
Marine Camping	2	37	5.4%
Total Camp Sites**	1,459	12,969	11.2%
National Parks			% of National Total
Number of Parks	4	7	57.1%
Front Country Camping	11	14	78.6%
Back Country Camping	18	27	66.7%
Group Camping	1	3	33.3%
Youth Group Camping	0	1	0.0%
Marine Camping	0	11	0.0%
Cabins/Huts****	8	8	100.0%
Back Country Campsites	154	206	74.8%
Total Camp Sites	946	1,268	74.6%
Private/Municipal Parks***			% of Private/ Municipal Total
Number of Parks	53	365	14.5%
Total Camp Sites	3,171	22,409	14.2%

Source: BC Parks; Parks Canada and 2009 *British Columbia Approved Accommodation Guide*, Tourism British Columbia
 *2007 data: Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in provincial parks.

**2008 data: Total does not include various walk-in and wilderness sites for which no information is available.

***Only includes facilities listed in the 2009 *British Columbia Approved Accommodation Guide*, Tourism British Columbia.

Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. Therefore, this table does not represent an exhaustive list of all campgrounds in Private/Municipal Parks.

****Includes cabins/huts operated by ACC (Alpine club of Canada) for reservations information www.alpineclubofcanada.ca and those that are Parks Canada operated - booked through MRG Office in Revelstoke or Roger's Pass Discovery Centre.

Regional Geographic and Demographic Information

GEOGRAPHY AND CLIMATE

- The Kootenay Rockies tourism region is located in the southeast corner of British Columbia, bordering on Alberta to the east and the U.S. to the south. The region is dominated by mountain ranges extending north and south and contains four of the province's national parks.

Climate Information for Major Centres in Kootenay Rockies

City	Average Yearly Temp (°C)	Average Yearly Snowfall (cm)	Average Yearly Rainfall (mm)	Avg. Yearly Sunshine (hr)
Cranbrook	5.7	139.9	270.7	183.8
Revelstoke	6.9	424.6	617.7	133.3
Castlegar	8.4	211.0	559.7	154.6

City	Average Yearly Temp	Average Yearly Snowfall	Average Yearly Rainfall	Avg. Yearly Sunshine
	(°C)	(cm)	(mm)	(hr)
Fernie	4.9	356.9	860.4	Data not available
Golden	4.7	170.1	313.0	121.6

Source: Environment Canada. Based on a minimum of 15 years of data during the period 1971-2000.

DEMOGRAPHY

- The Kootenay Rockies tourism region, with 3.5% of the total provincial population, comprises 6.2% of British Columbia's land area and contains 4.2% of the province's total private dwellings.
- The population in the Kootenay Rockies region declined by 2.1% in 2006, from the previous census in 2001. Kootenay Rockies is an older demographic than the province as a whole, with 49.8% of the Kootenay Rockies population being over 45 years old versus 43% of the provincial population (aged 45 plus). Average annual earnings in 2005 were lower than the 2005 provincial average.

2006 Census Information – Kootenay Rockies and British Columbia

	Kootenay Rockies	British Columbia	% of Provincial Total
Land Area (km ²)	57,787	924,815	6.2%
Total Private Dwellings	74,501	1,788,474	4.2%
Population			
Population (2006)	142,110	4,113,487	3.5%
% Change (since 2001)	-2.1%	5.3%	n/a
Age			
0-19	22.6%	23.2%	3.4%
20-44	27.6%	33.8%	2.8%
45-64	32.6%	28.4%	4.0%
65-84	15.2%	12.7%	4.1%
85+	2.1%	1.8%	3.8%
Average Annual Earnings (2005)			Diff btwn regional & provincial earnings
All persons with reported income	\$22,030	\$25,722	-\$3,692
Only persons reporting full-time/full year	\$42,123	\$42,230	-\$107
Labour Force*			Diff btwn regional & provincial rates
Labour Force Participation rate	62.9%	65.6%	-2.7%
Employment rate	59.0%	61.6%	-2.6%
Unemployment rate	6.4%	6.0%	0.4%

Source: 2006 Census, Statistics Canada

*Participation rates are calculated based on participation in the labour force (both employed and unemployed) among the total population in working ages (over the age of 15), employment rates consider only those currently employed among the total

population in working ages, and unemployment rates refer only to those currently unemployed and seeking employment in the labour force.

Note: The Kootenay Rockies tourism region includes the following Census Divisions/Regional Districts: East Kootenay, Central Kootenay and Kootenay-Boundary.

For More Information Contact

For more information about tourism in the Kootenay Rockies Region, please contact:

Kootenay Rockies Tourism

1905 Warren Avenue Kimberley, British Columbia, Canada, V1A 1S2

Telephone: (250) 427-4838
Brochure Hot Line: 1-800-661-6603
Fax: (250) 427-3344
E-Mail: Info@KootenayRockies.com
Internet: <http://www.krtourism.ca>

For more information contact:

TOURISM BRITISH COLUMBIA RESEARCH & PLANNING

Box 9830, Stn. Prov. Govt.,
300 – 1803 Douglas St., Victoria, BC CANADA V8W 9W5
Phone: (250) 387-1567 or 1-877-877-8811 (messages)
Fax: (250) 356-8246
Email: research@tourismbc.com Web site: www.tourismbc.com