

Monthly Visitor Highlights

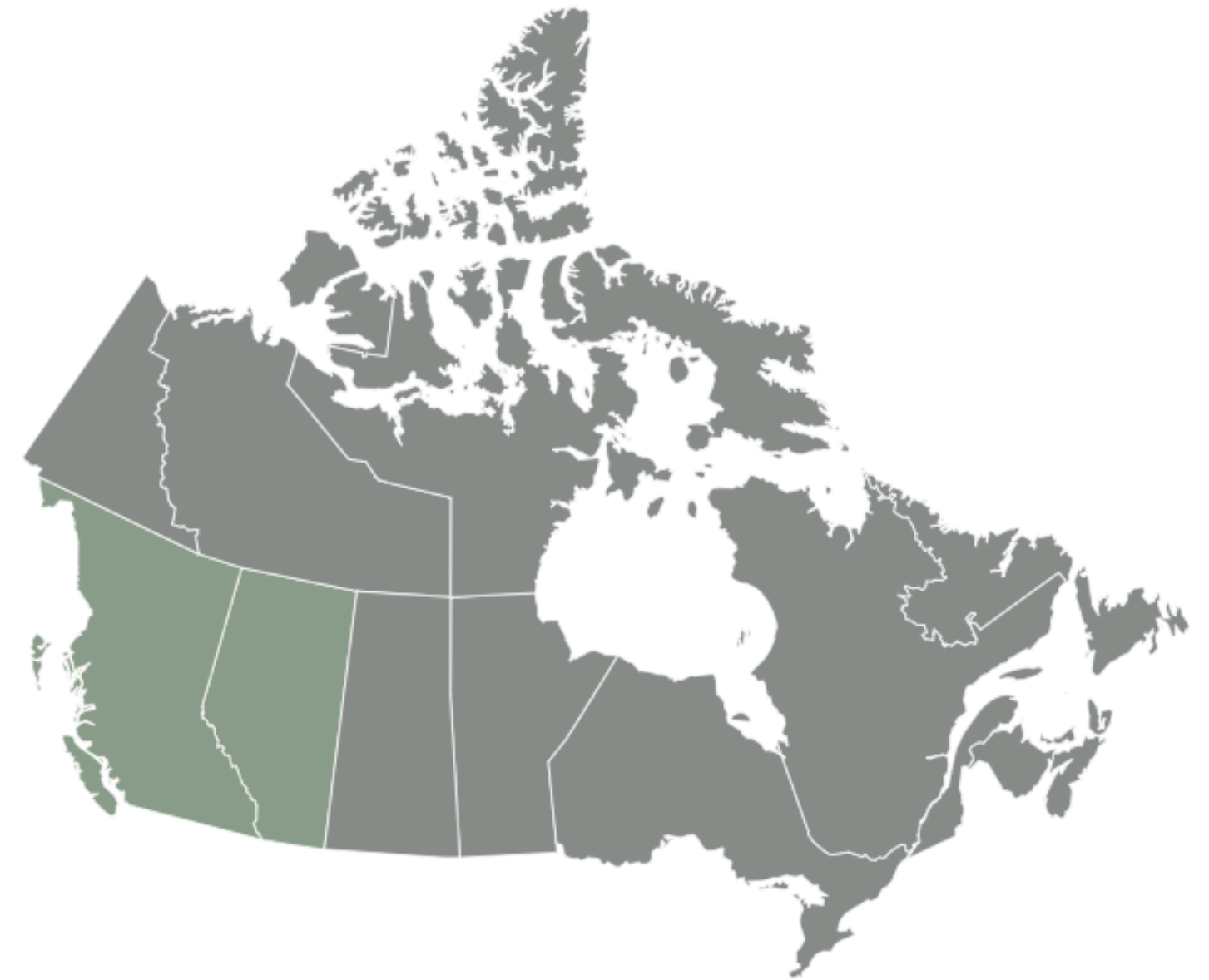
KOOTENAY ROCKIES REGION

2021 DATA VINTAGE



PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to the **Kootenay Rockies Region**



RESEARCH OVERVIEW

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces** and **territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada
- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data
Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

Methodology

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces, territories, and tourism regions**
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2018, 2019 and 2020
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



CANADA INSIGHTS

Q1 2019/2020 VS. Q1 2021: DOMESTIC VISITORS BY QUARTER

KOOTENAY ROCKIES



Q1 = January | February | March
 Note: All counts have been rounded to the nearest 100

Overview

- In Q1 2019 the Kootenay Rockies Region saw an average of **270,900** Domestic Visitors. In Q1 2020 the Region saw **233,800** Domestic Visitors and in Q1 2021 **210,400** Domestic Visitors. A **decrease** of **-22%** compared to 2019 and **-10%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of New Brunswick and the North West Territories when compared to 2019.
- 2021 saw a **decrease** in visitation from every Province with the exception of the North West Territories, Nova Scotia, Nunavut, and Saskatchewan when compared to 2020.

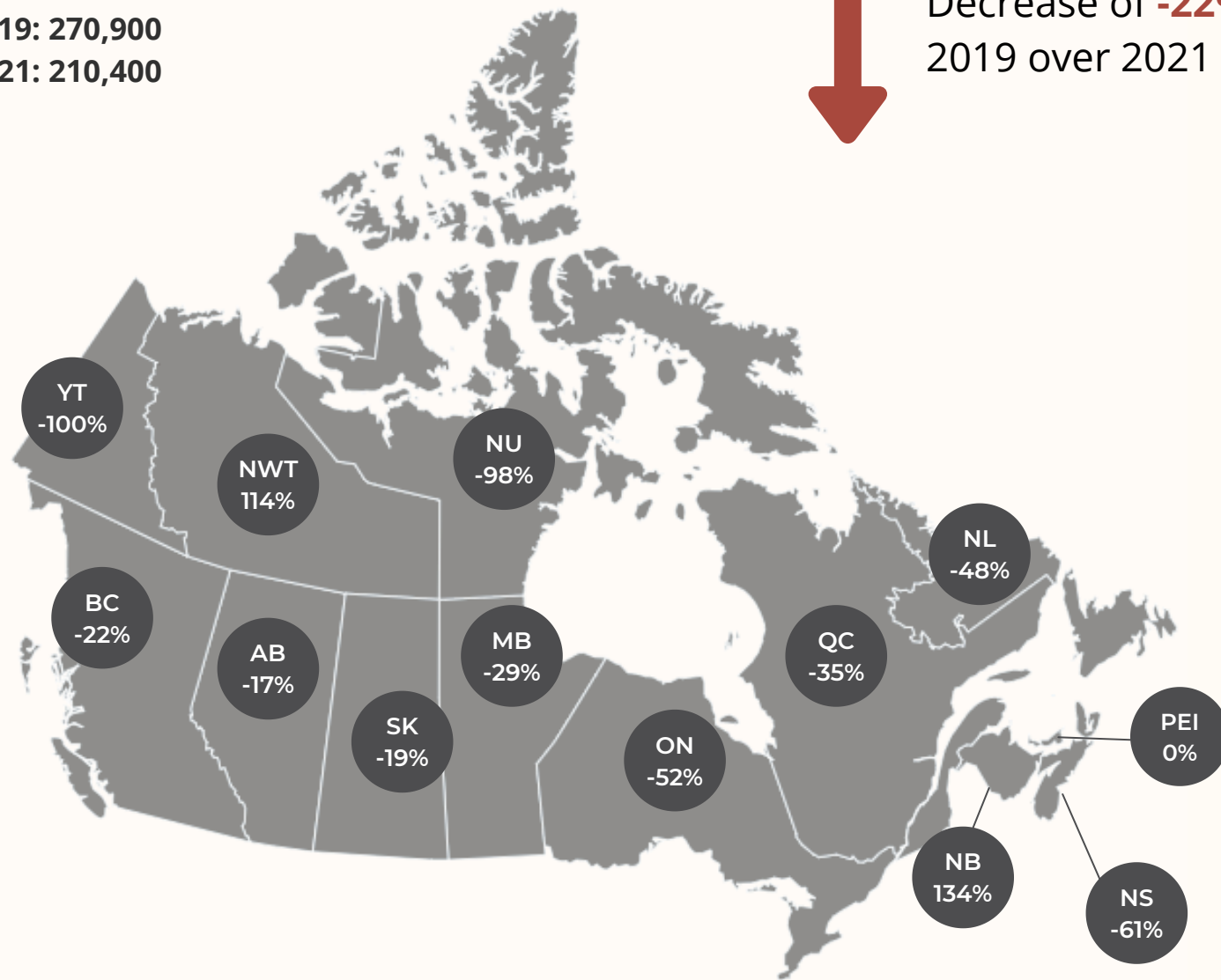
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

2019 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2019 vs. 2021

2019: 270,900
 2021: 210,400

Canada
 Decrease of **-22%**
 2019 over 2021

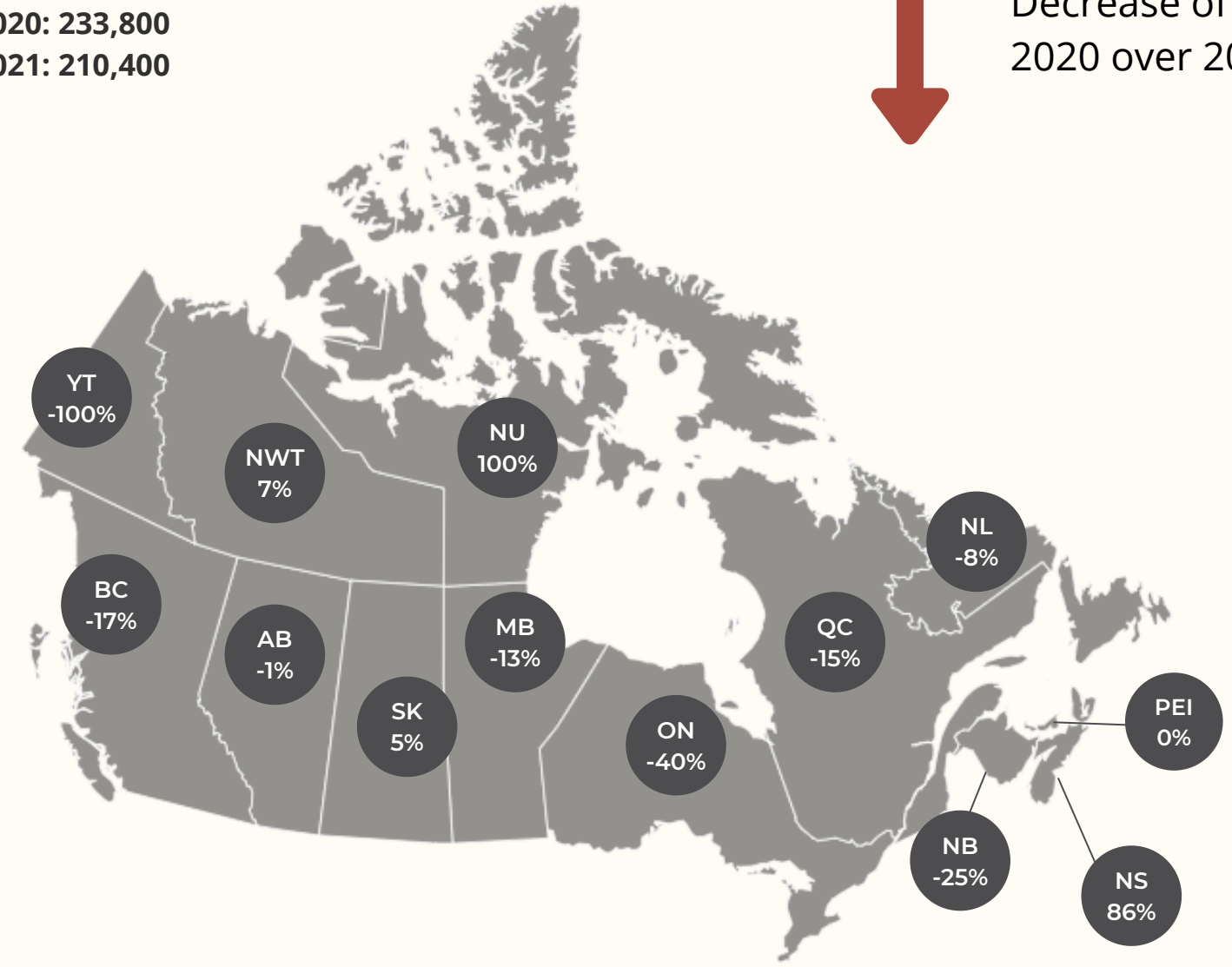


2020 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2020 vs. 2021

2020: 233,800
 2021: 210,400

Canada
 Decrease of **-10%**
 2020 over 2021



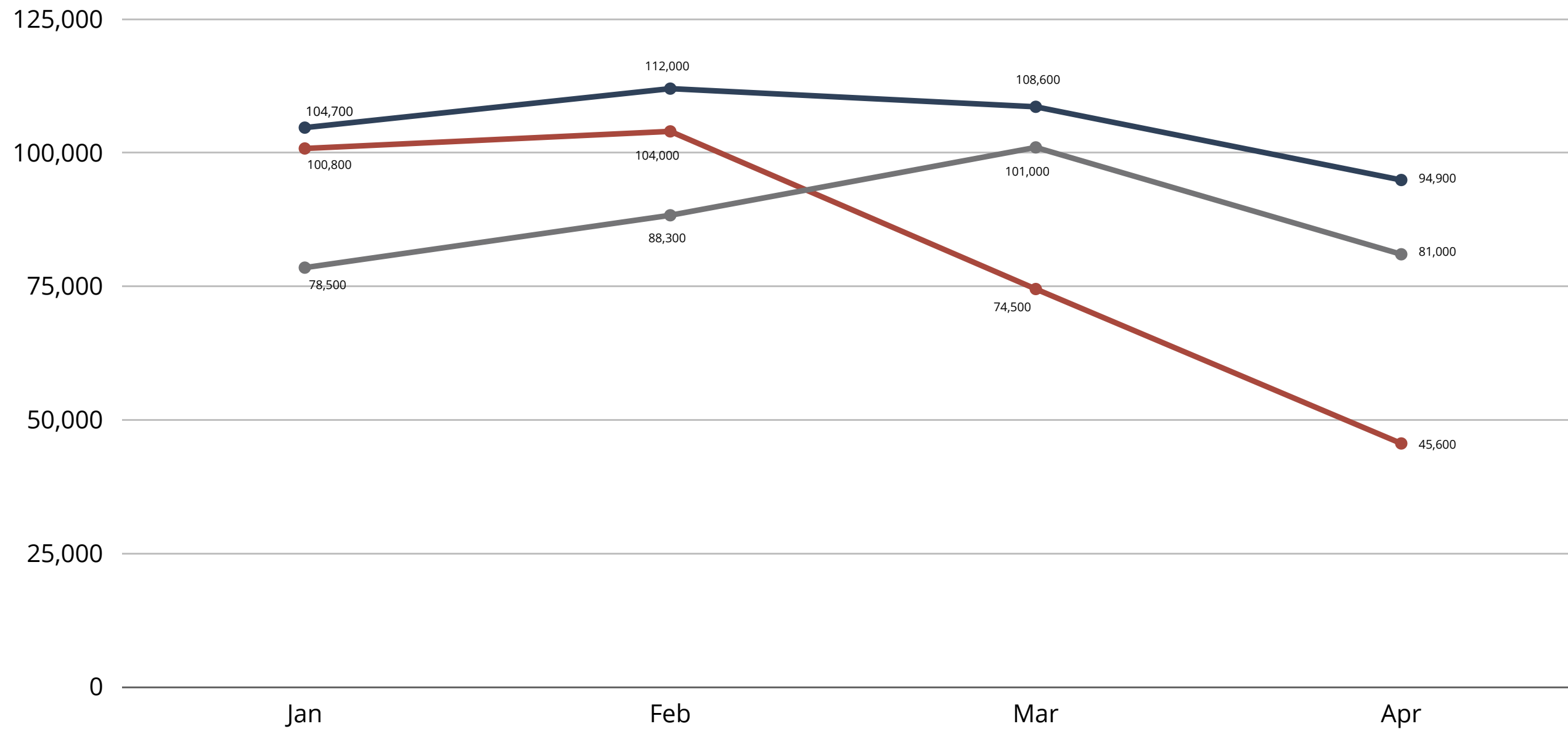
*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin



CANADIAN VISITATION

CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



KEY FINDINGS

- January 2021 saw a **-22%** decrease in visits compared to January 2020 and a **-25%** decrease compared to 2019.
- February 2021 saw a **-15%** decrease compared to February 2020 and a **-21%** decrease compared to 2019.
- March 2021 saw a **36%** increase compared to March 2020 and a **-7%** decrease compared to 2019.
- April 2021 saw a **78%** increase compared to April 2020 and a **-15%** decrease compared to 2019.

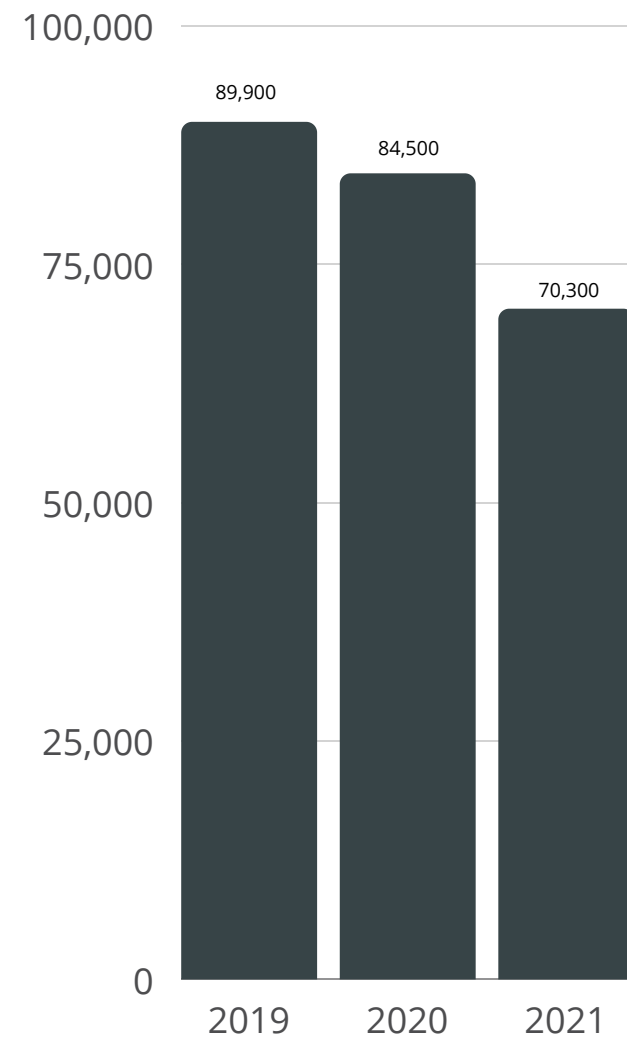
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BRITISH COLUMBIA INSIGHTS

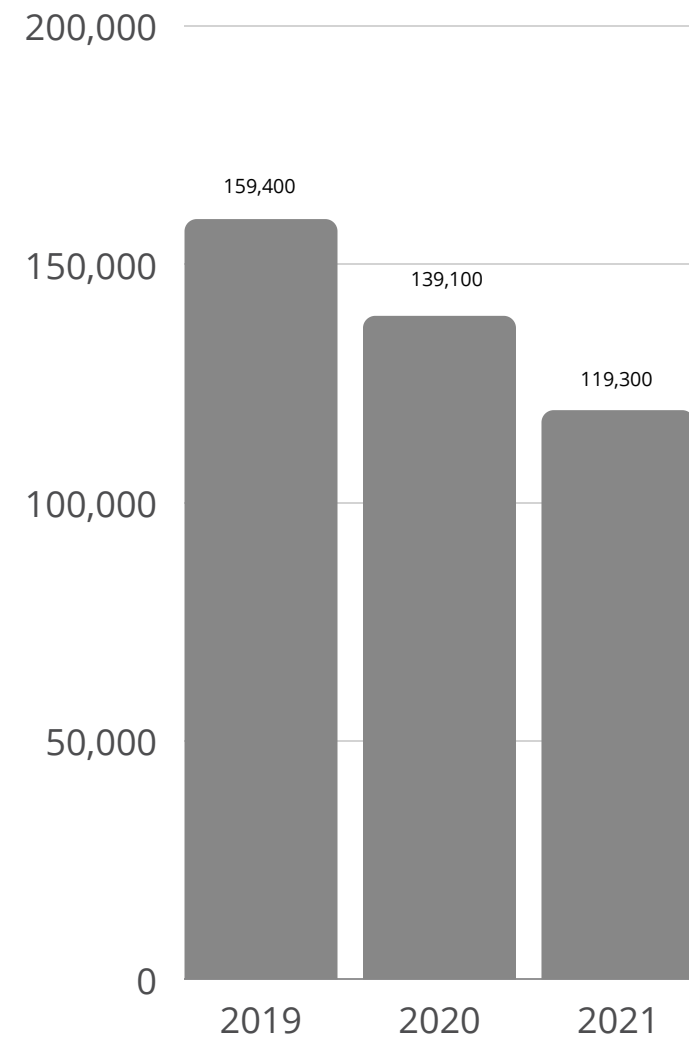
KOOTENAY ROCKIES VISITATION - Q1

BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

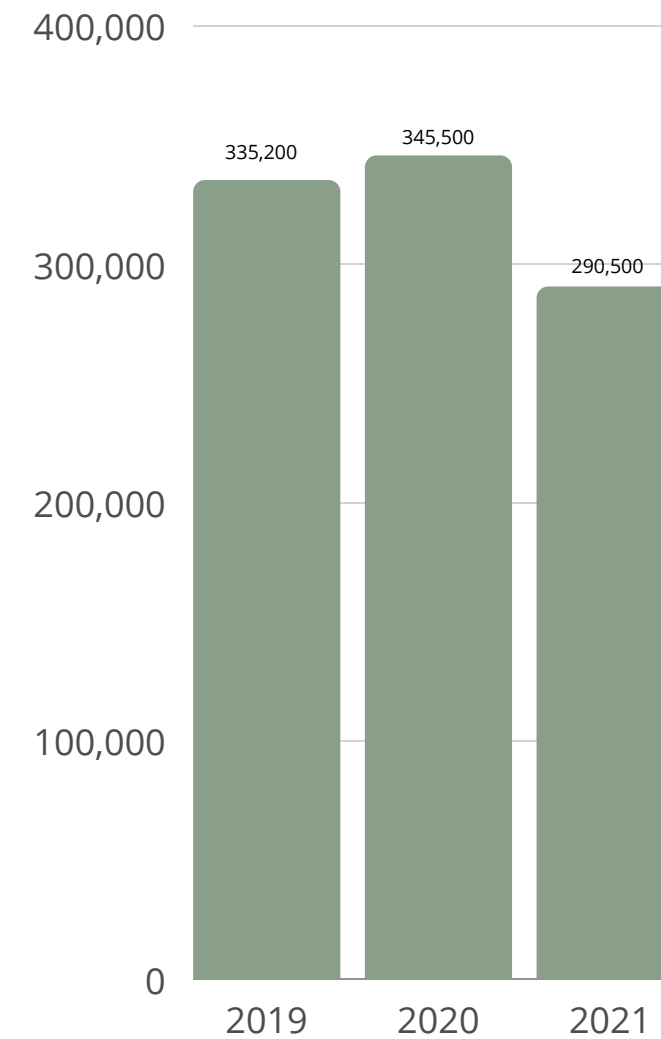
Number of Visitors to the Kootenay Rockies from BC in Q1



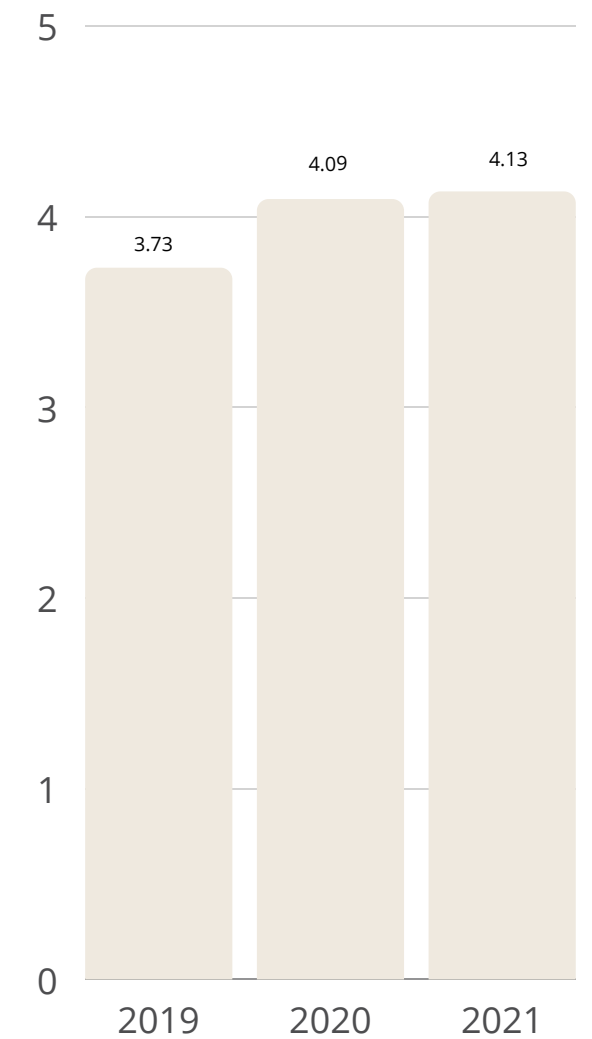
Number of Trips to the Kootenay Rockies from BC in Q1



Number of Nights Stayed in the Kootenay Rockies from BC in Q1



Night Stays/Visits to the Kootenay Rockies from BC in Q1



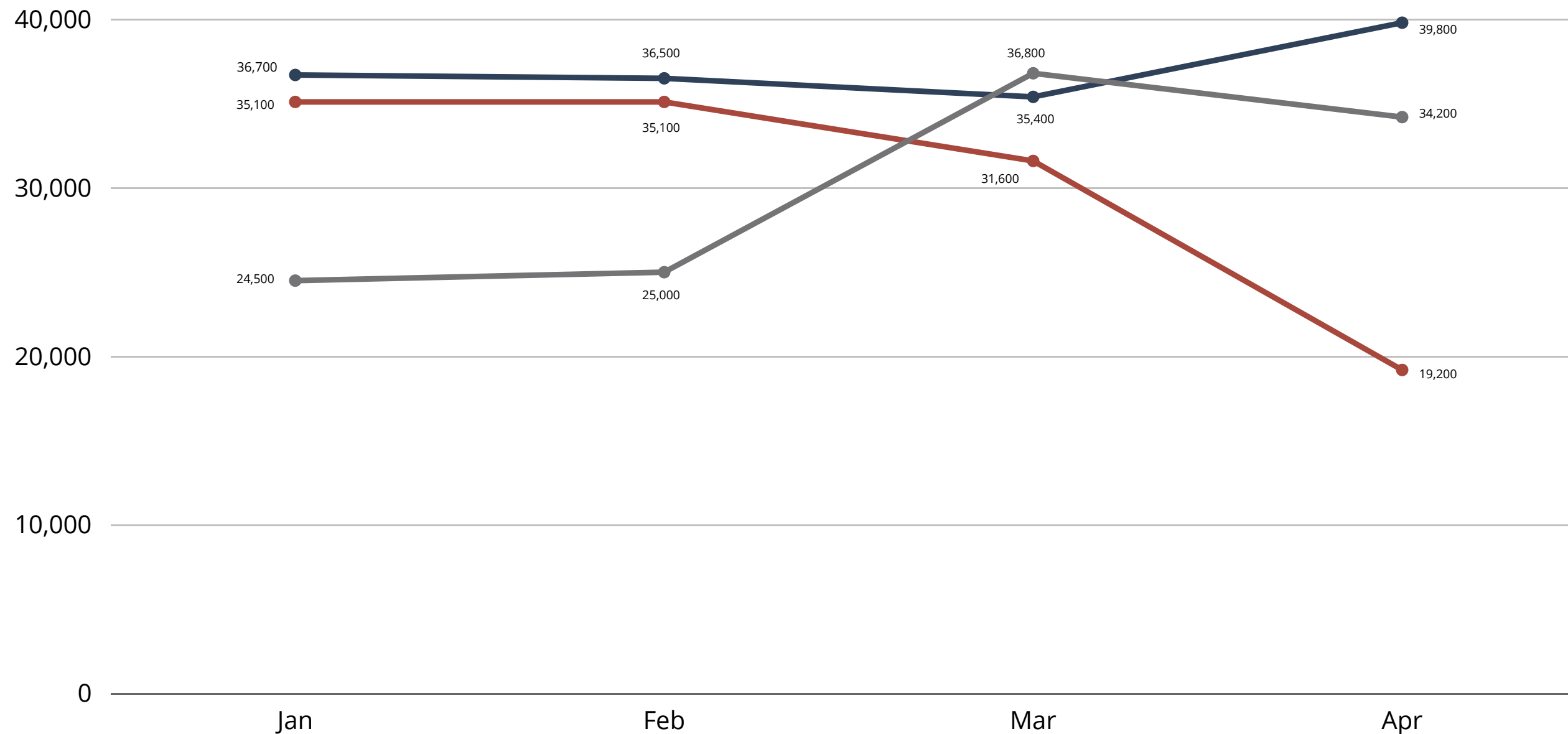
BC VISITS TO KOOTENAY ROCKIES BY QUARTER - Q1

NUMBER OF VISITS TO KOOTENAY ROCKIES BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	9,100	Vancouver	7,400	Vancouver	5,900
Kelowna	6,100	Kelowna	6,900	Kelowna	4,900
Cranbrook	3,400	Surrey	3,600	Surrey	3,500
Surrey	3,400	Cranbrook	3,500	Cranbrook	2,200
Kamloops	3,200	Kamloops	3,200	Kamloops	2,000
Vernon	2,600	Abbotsford	1,900	Abbotsford	2,000
Abbotsford	2,300	Burnaby	1,900	Burnaby	1,700
Burnaby	1,700	Vernon	1,800	Vernon	1,700
West Kelowna	1,700	Salmon Arm	1,700	Salmon Arm	1,700
Squamish	1,600	West Kelowna	1,700	Chilliwack	1,500

BRITISH COLUMBIA VISITATION

BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



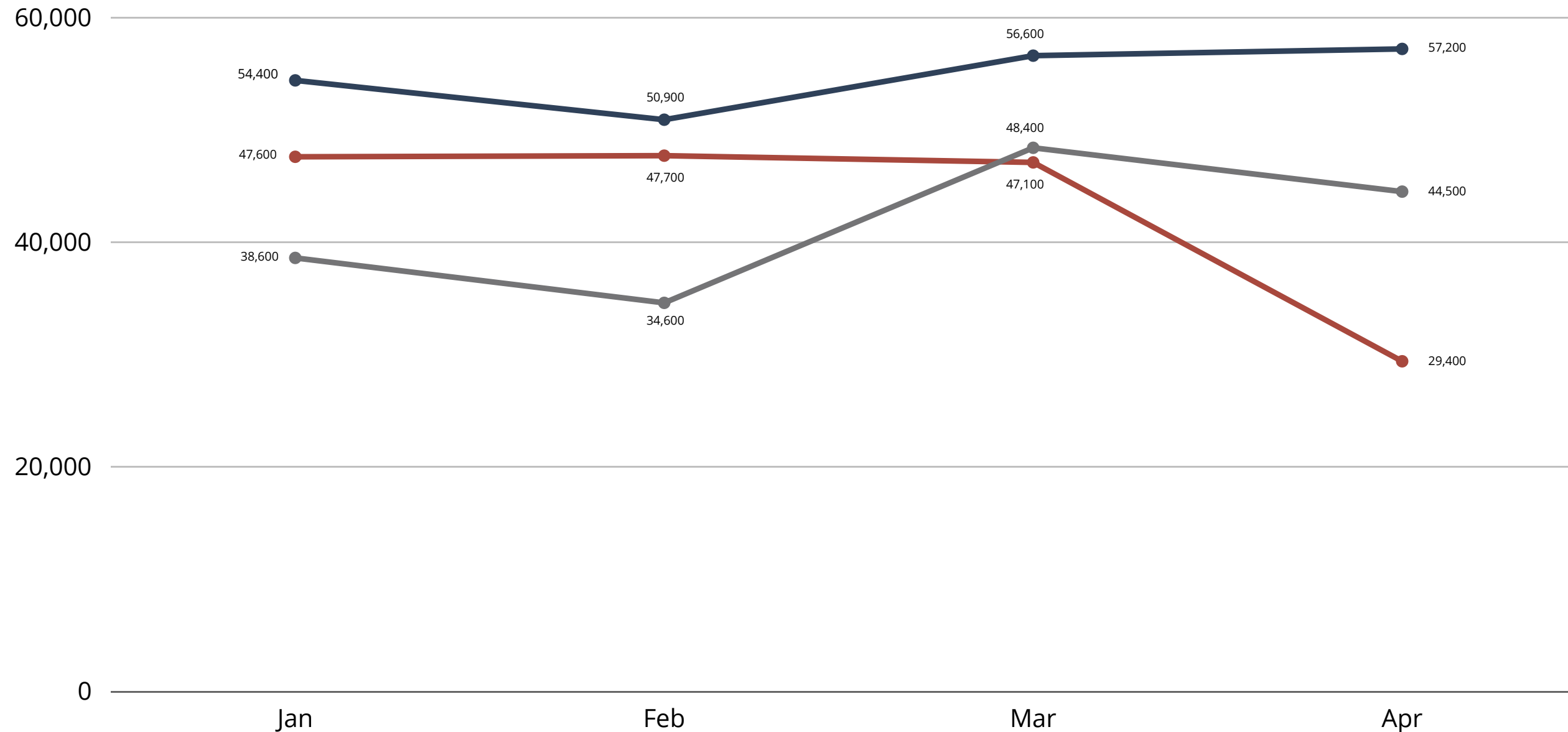
KEY FINDINGS

- January 2021 saw a **-30%** decrease in visits compared to January 2020 and a **-33%** decrease compared to 2019.
- February 2021 saw a **-29%** decrease compared to February 2020 and a **-31%** decrease compared to 2019.
- March 2021 saw a **16%** decrease compared to March 2020 and a **4%** increase compared to 2019.
- April 2021 saw a **78%** increase compared to April 2020 and a **-14%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

BRITISH COLUMBIA VISITATION

BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH



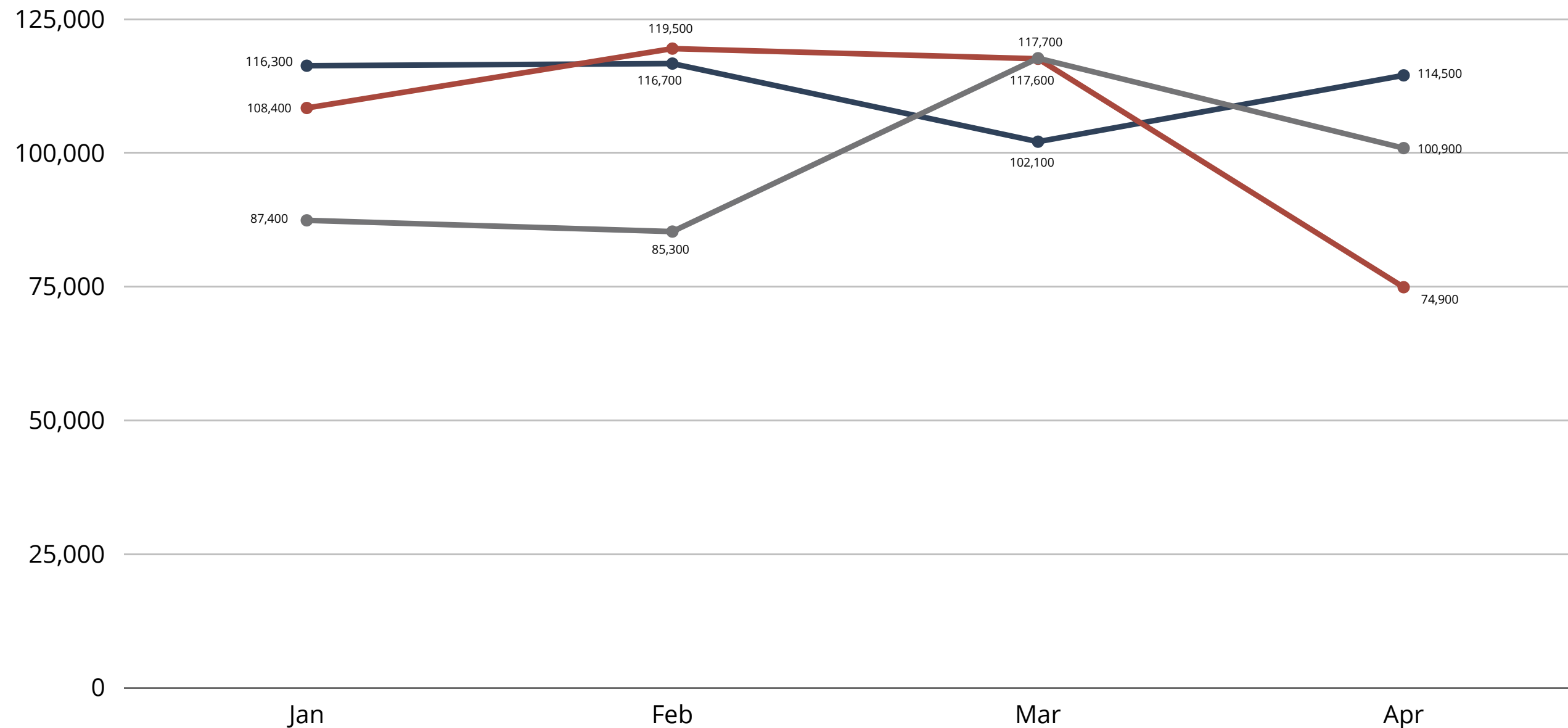
KEY FINDINGS

- January 2021 saw a **-19%** decrease in trips compared to January 2020 and a **-29%** decrease compared to 2019.
- February 2021 saw a **-28%** decrease compared to February 2020 and a **-32%** decrease compared to 2019.
- March 2021 saw a **3%** increase compared to March 2020 and a **-14%** decrease compared to 2019.
- April 2021 saw a **51%** increase compared to April 2020 and a **-28%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

BRITISH COLUMBIA VISITATION

BC OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH



KEY FINDINGS

- January 2021 saw a **-19%** decrease in Overnight Stays compared to January 2020 and a **-25%** decrease compared to 2019.
- February 2021 saw a **-29%** decrease compared to February 2020 and a **-27%** decrease compared to 2019.
- March 2021 saw a **0.1%** increase compared to March 2020 and a **15%** increase compared to 2019.
- April 2021 saw a **35%** increase compared to April 2020 and a **-12%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-25%** when comparing January 2019 to January 2021.
 - Trips decreased by **-21%** and Overnight Stays decreased by **-12%** from January 2019 to January 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-22%** when comparing January 2020 to January 2021.
 - Trips decreased by **-18%** and Overnight Stays decreased by **-9%** from January 2020 to January 2021.

Visitation to the Kootenay Rockies from all provinces decreased when comparing January 2021 to January 2019 and January 2020 with the exception of the North West Territories.

There was no ranking visitation from Nova Scotia, PEI, or Nunavut in January 2019, 2020, or 2021.

There was no ranking visitation from the Yukon in January 2019.

There was no ranking visitation from Newfoundland in January 2020.

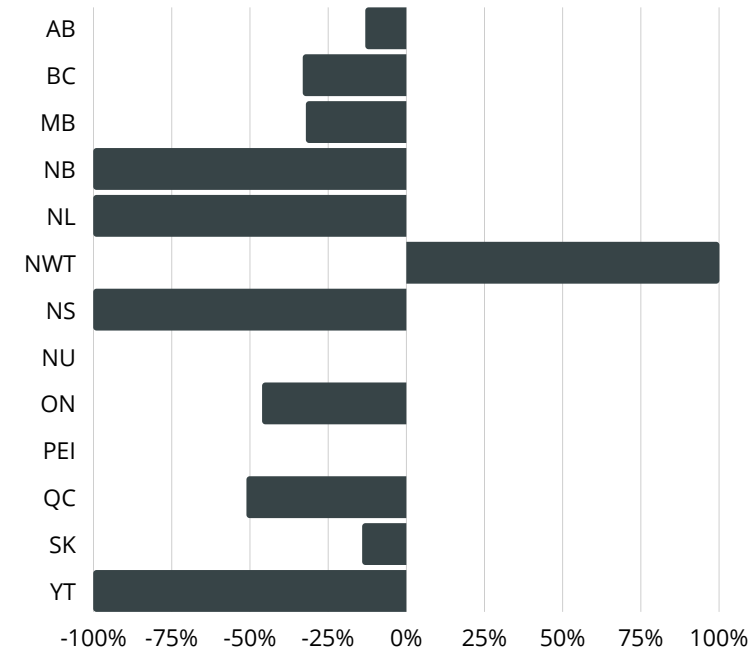
There was no ranking visitation from New Brunswick, Newfoundland, or the Yukon in January 2021.

January 2019 Provincial and National Visitation

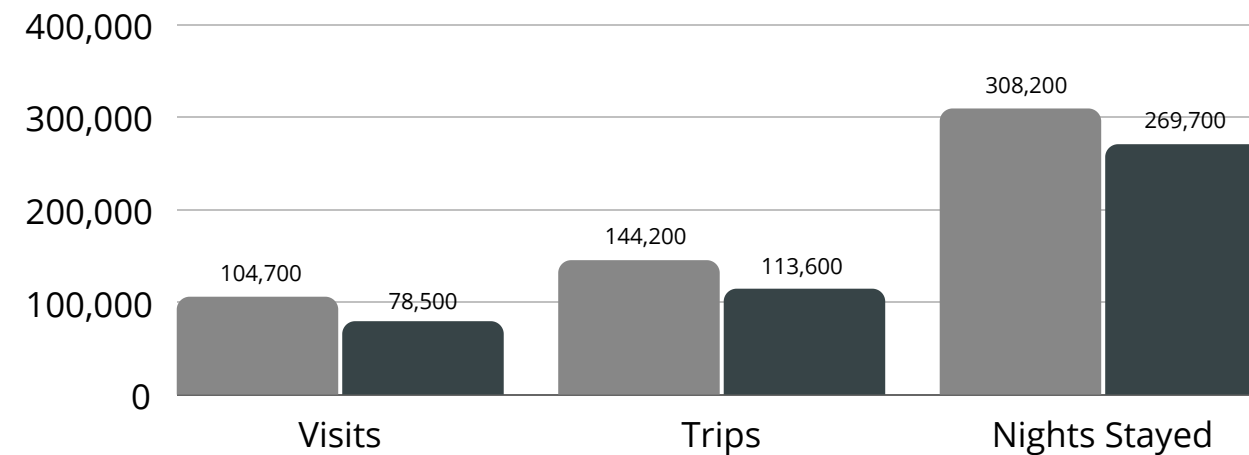
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **-25%** from 104,700 in January 2019 to 78,500 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-21%** from 144,200 in January 2019 to 113,600 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **-12%** from 308,200 in January 2019 to 269,700 in 2021.

Provincial Visits to the Kootenay Rockies January 2019 vs. January 2021



Canadian Visitation to the Kootenay Rockies - January 2019/2021

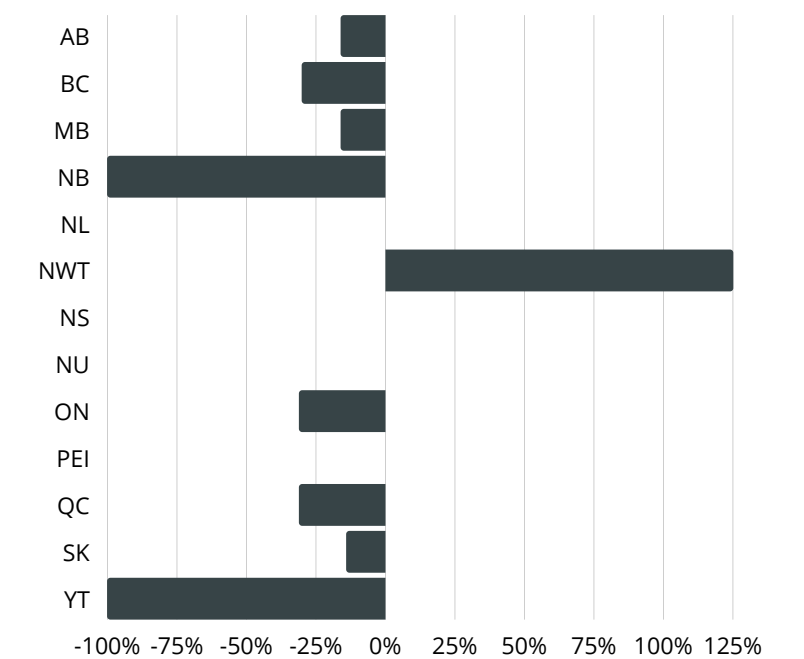


January 2021 Provincial and National Visitation

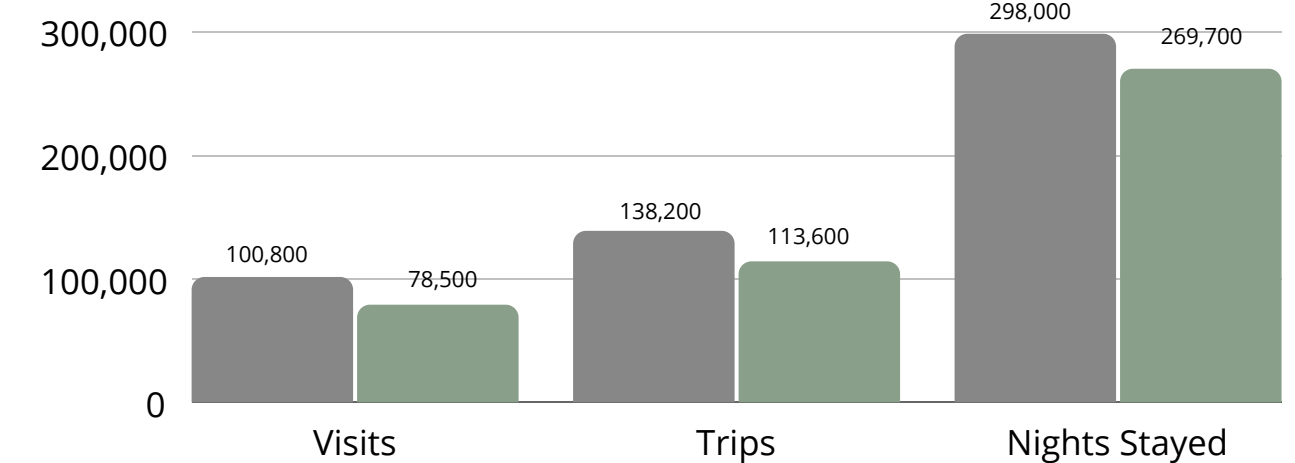
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **-22%** from 100,800 in January 2020 to 78,500 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-18%** from 138,200 in January 2020 to 113,600 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **-9%** from 298,000 in January 2020 to 269,700 in 2021.

Provincial Visits to the Kootenay Rockies January 2020 vs. January 2021



Canadian Visitation to the Kootenay Rockies - January 2020/2021



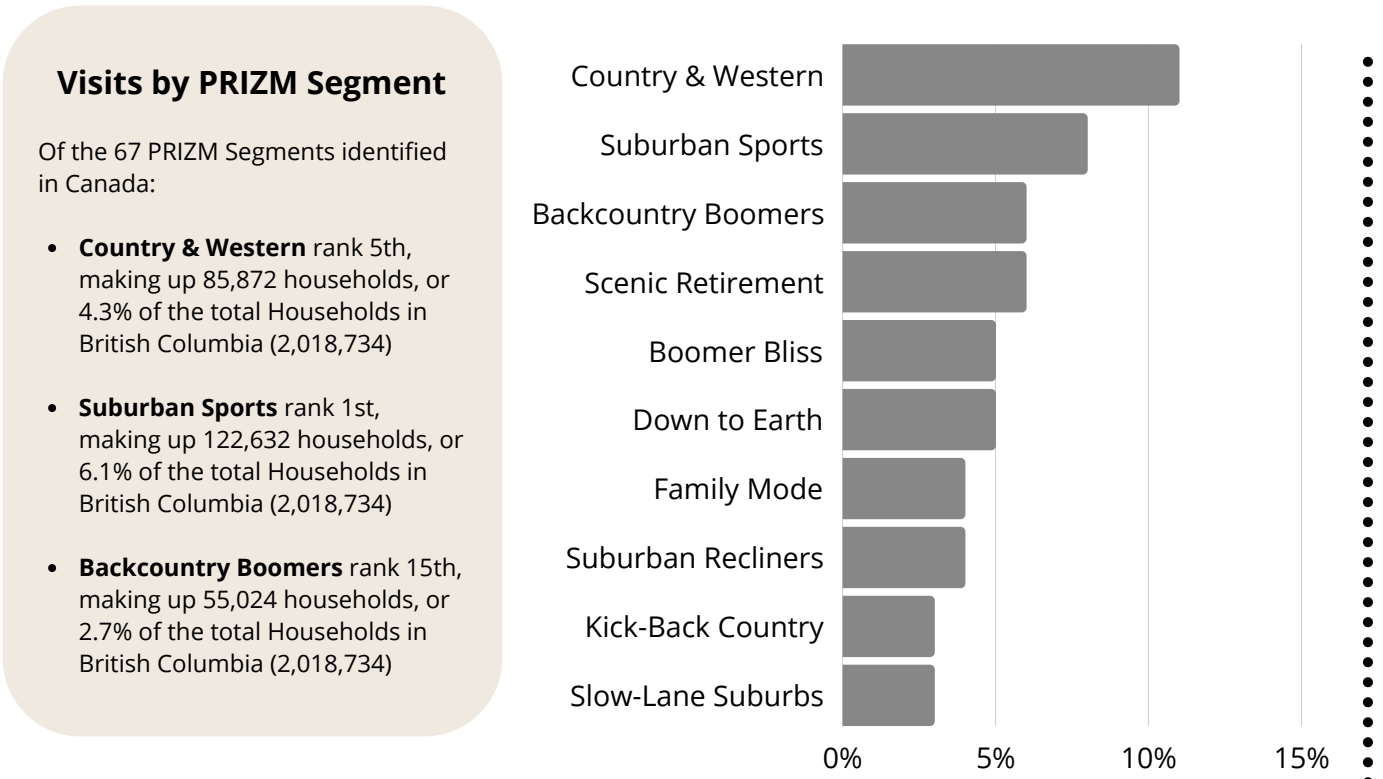
JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

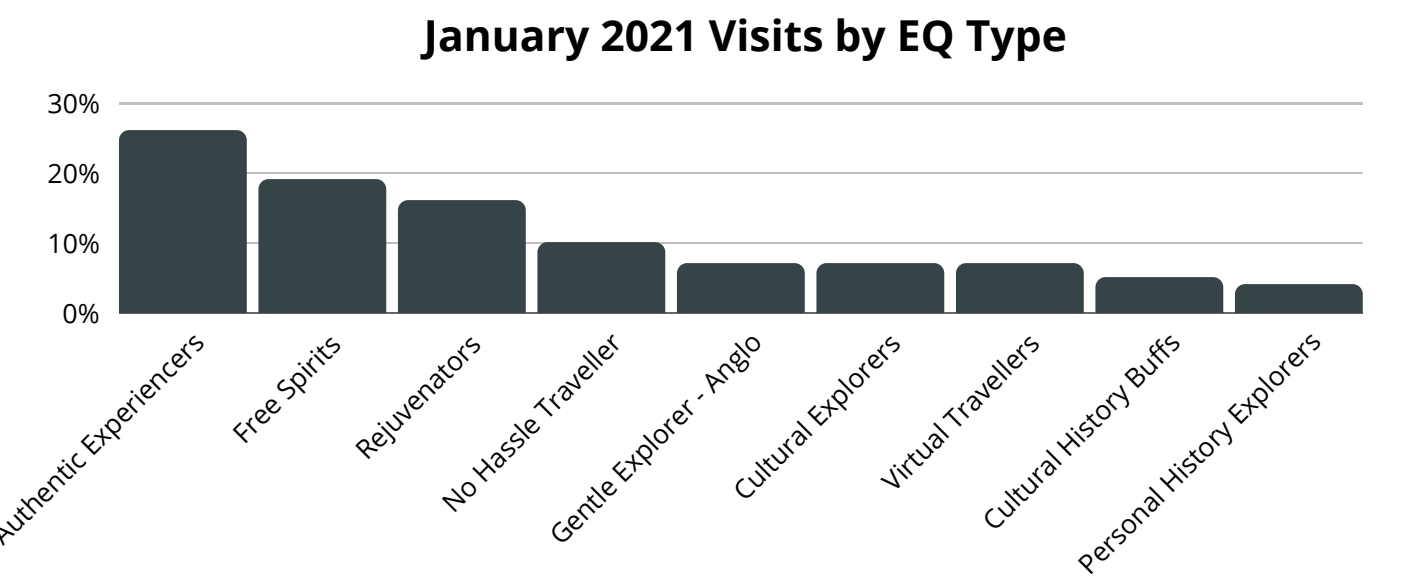
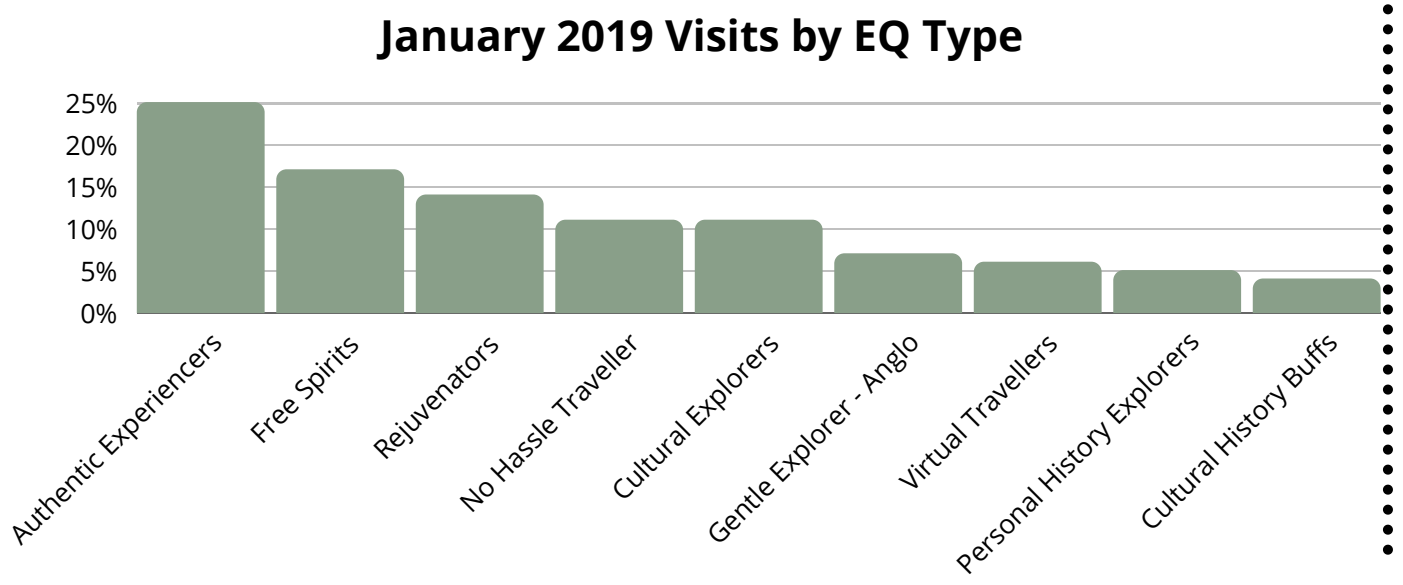
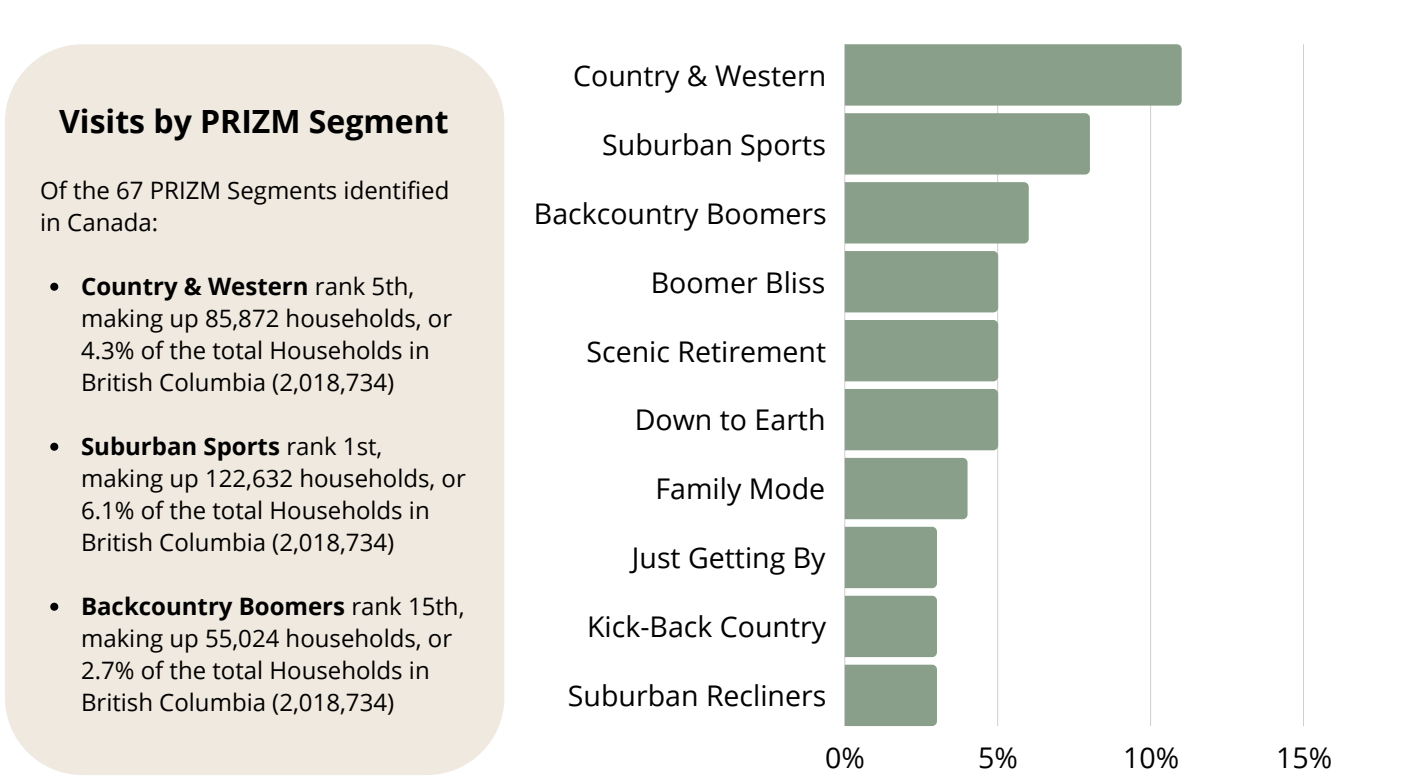
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to Kootenay Rockies in January 2019 and 2021.
- The top 3 PRIZM Segments were consistent in 2019 and 2021.

January 2019 BC Visits to the Kootenay Rockies by PRIZM Segment



January 2021 BC Visits to the Kootenay Rockies by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-21%** when comparing February 2019 to February 2021.
 - Trips decreased by **-25%** and Overnight Stays decreased by **-9%** from February 2019 to February 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-15%** when comparing February 2020 to February 2021.
 - Trips decreased by **-19%** and Overnight Stays decreased by **-2%** from February 2020 to February 2021.

There was no ranking visitation from PEI or the Yukon in February 2019, February 2020, or 2021.

There was no ranking visitation from the North West Territories in February 2019.

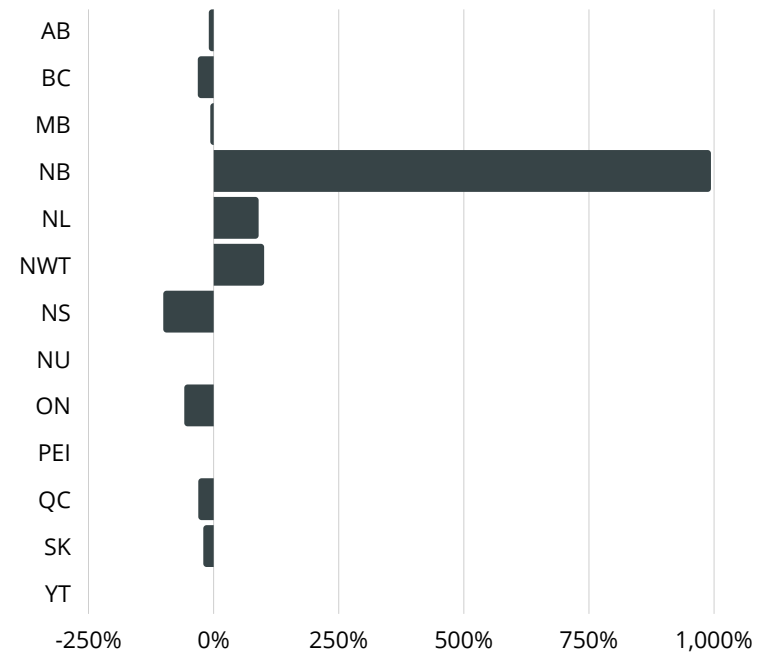
There was no ranking visitation from Nova Scotia in February 2021.

February 2019 Provincial and National Visitation

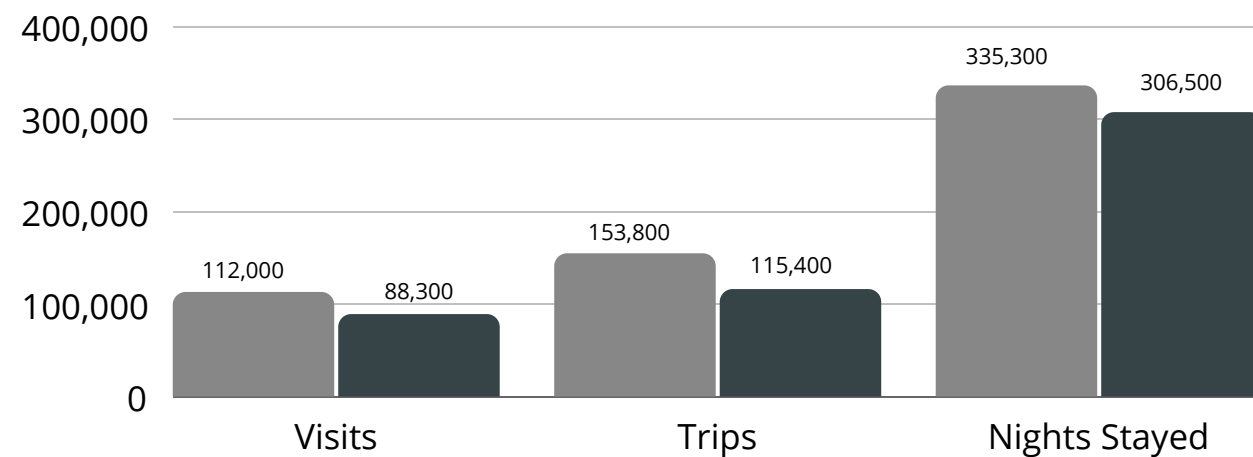
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **-21%** from 112,000 in February 2019 to 88,300 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-25%** from 153,800 in February 2019 to 115,400 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **-9%** from 335,300 in February 2019 to 306,500 in 2021.

Provincial Visits to the Kootenay Rockies February 2019 vs. February 2021



Canadian Visitation to the Kootenay Rockies - February 2019/2021

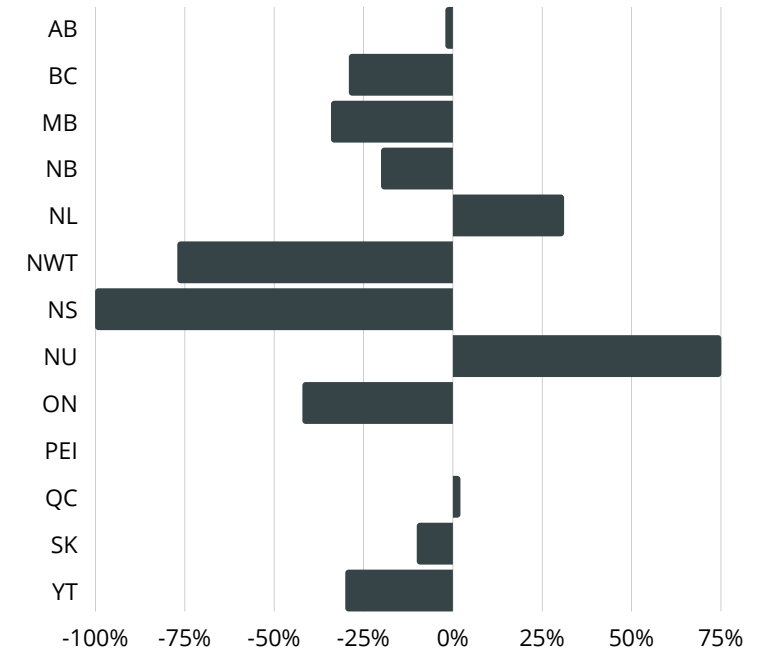


February 2021 Provincial and National Visitation

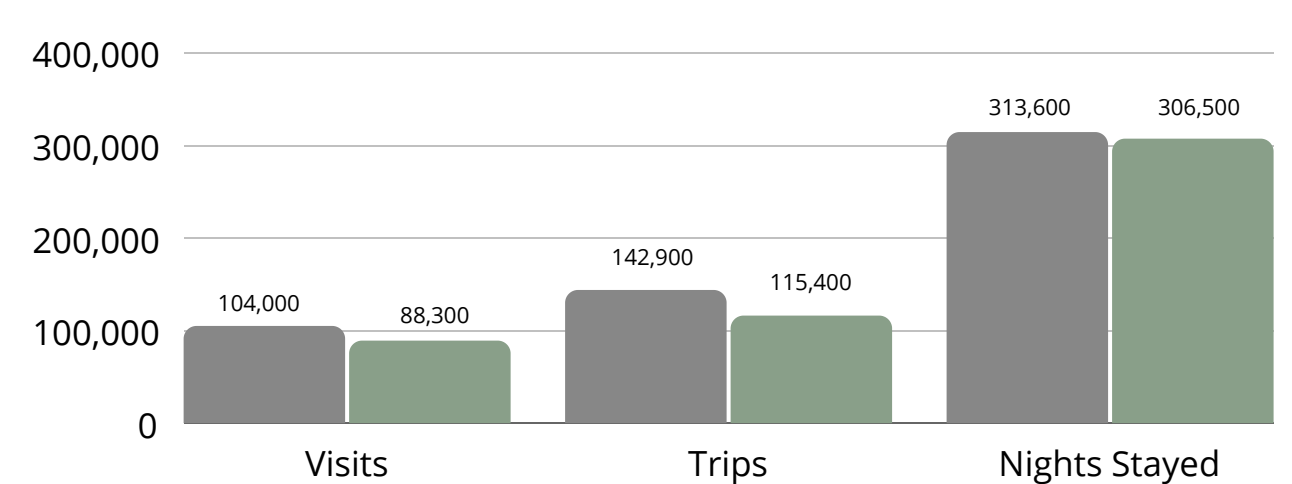
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **-15%** from 104,000 in February 2020 to 88,300 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-19%** from 142,900 in February 2020 to 115,400 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **-2%** from 313,600 in February 2020 to 306,500 in 2021.

Provincial Visits to the Kootenay Rockies February 2020 vs. February 2021



Canadian Visitation to the Kootenay Rockies - February 2020/2021



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

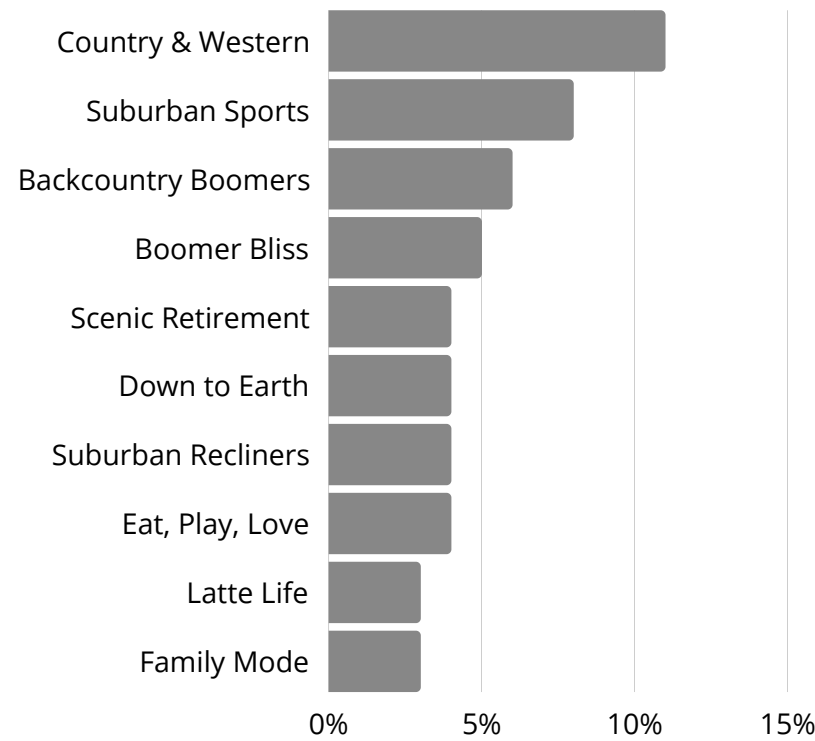
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in February 2019 and 2021.
- The top 3 PRIZM Segments were consistent in 2019 and 2021.

February 2019 BC Visits to the Kootenay Rockies 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 4.3% 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)
- Backcountry Boomers** rank 15th, making up 55,024 households, or 2.7% of the total Households in British Columbia (2,018,734)

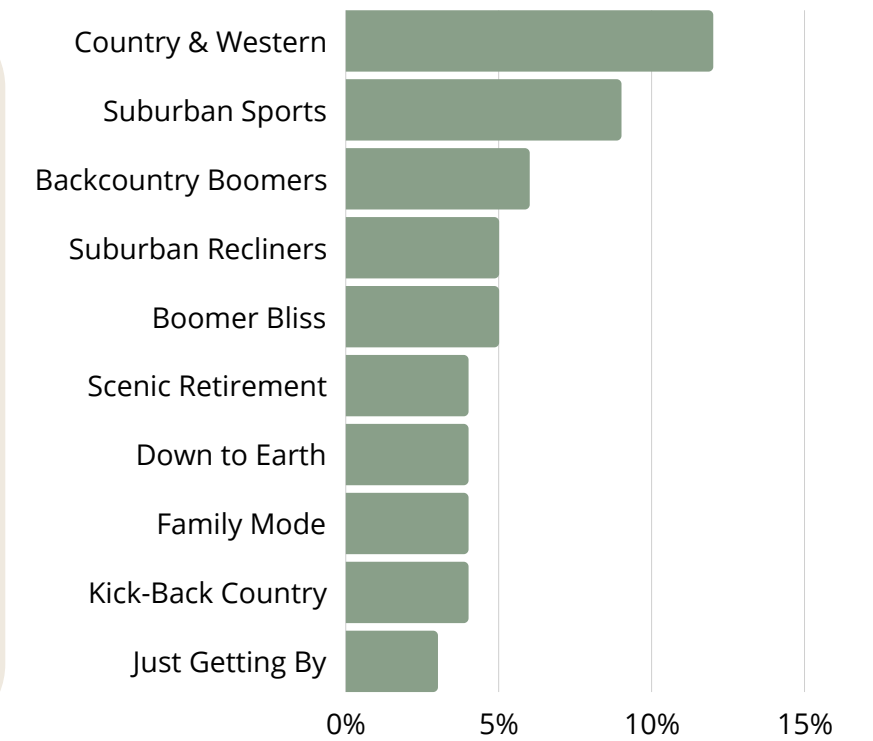


February 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

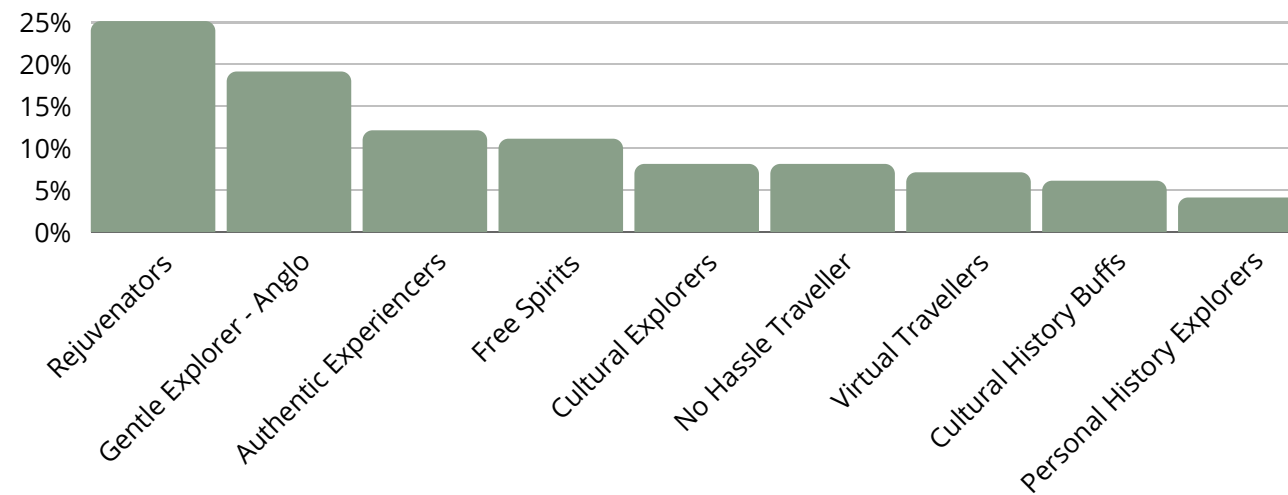
Visits by PRIZM Segment

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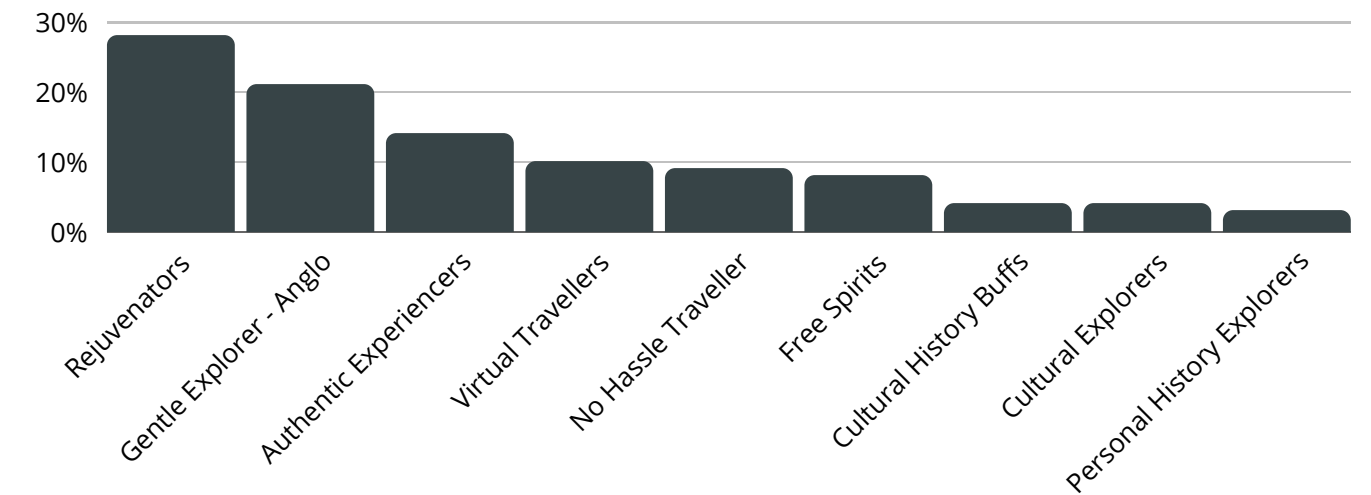
- Country & Western** rank 5th, making up 85,872 households, or 4.3% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Backcountry Boomers** rank 15th, making up 55,024 households, or 2.7% of the total Households in British Columbia (2,018,734)



February 2019 Visits by EQ Type



February 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-7%** when comparing March 2019 to March 2021.
 - Trips decreased by **-12%** and Overnight Stays increased by **14%** from March 2019 to March 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **36%** when comparing March 2020 to March 2021.
 - Trips increased by **28%** and Overnight Stays increased by **28%** from March 2020 to March 2021.

There was no ranking visitation from PEI in March 2019, 2020, or 2021.

There was no ranking visitation from New Brunswick in March 2019.

There was no ranking visitation from the North West Territories in March 2020.

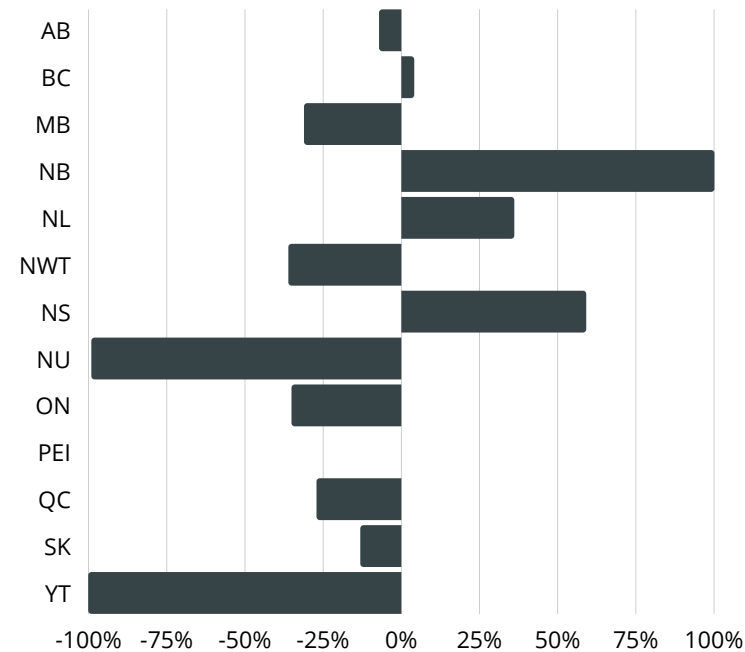
There was no ranking visitation from the Yukon in March 2021.

March 2019 Provincial and National Visitation

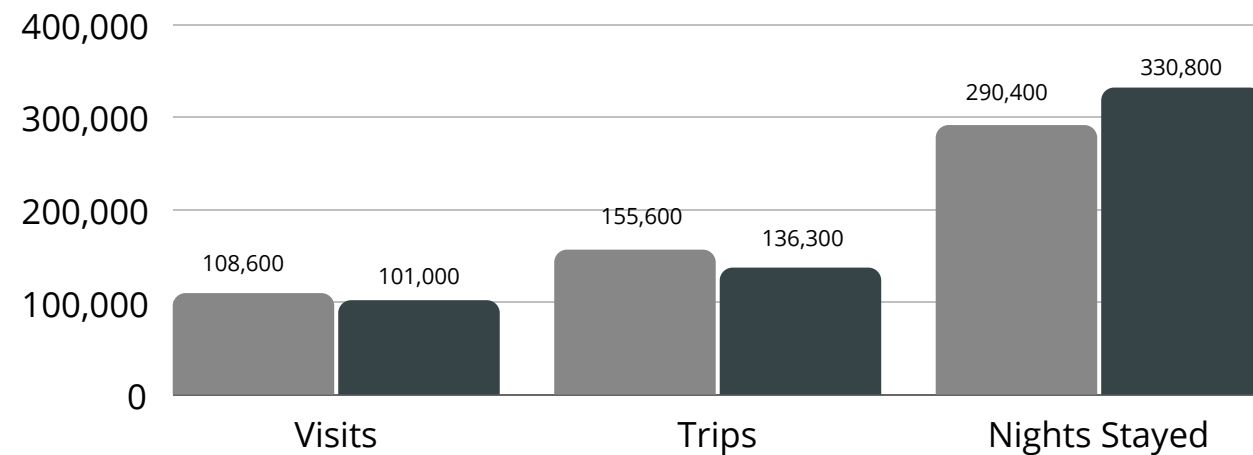
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **-7%** from 108,600 in March 2019 to 101,000 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-12%** from 155,600 in March 2019 to 136,300 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **14%** from 290,400 in March 2019 to 330,800 in 2021.

Provincial Visits to the Kootenay Rockies March 2019 vs. March 2021



Canadian Visitation to the Kootenay Rockies - March 2019/2021

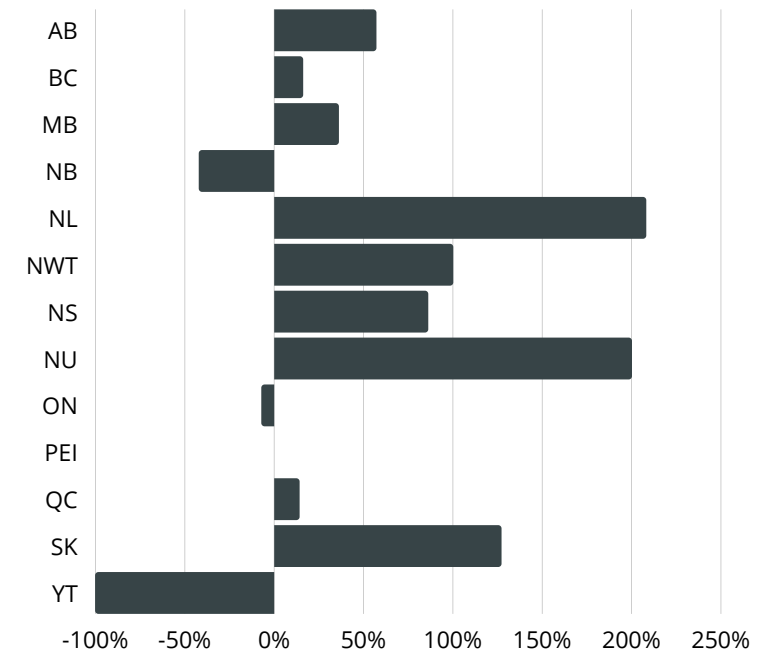


March 2019 Provincial and National Visitation

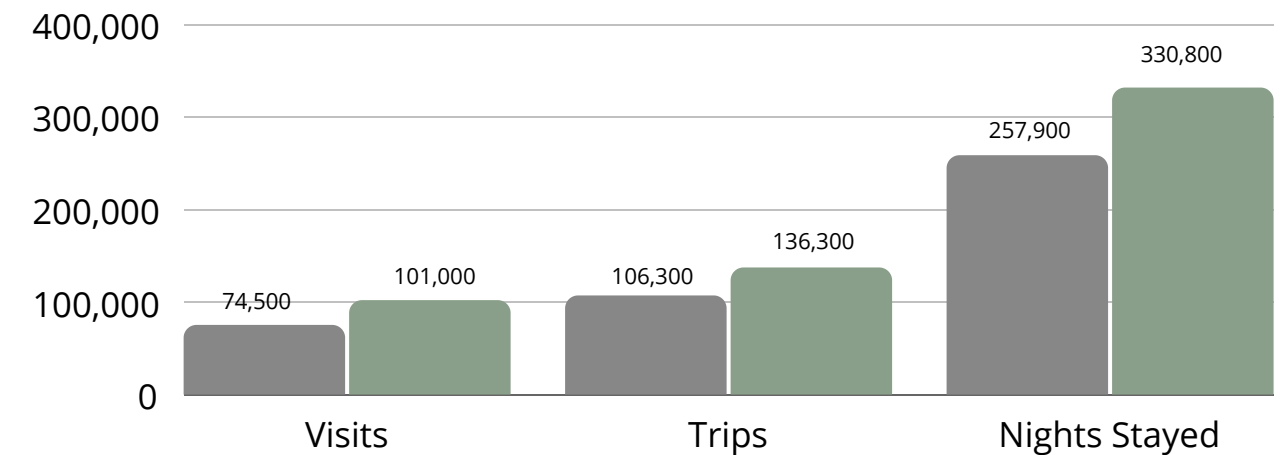
Canadian Visitation

- Canadian Visits to the Kootenay Rockies increased by **36%** from 74,500 in March 2020 to 101,000 in 2021.
- Canadian Trips to the Kootenay Rockies increased by **28%** from 106,300 in March 2020 to 136,300 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **28%** from 257,900 in March 2020 to 330,800 in 2021.

Provincial Visits to the Kootenay Rockies March 2020 vs. March 2021



Canadian Visitation to the Kootenay Rockies - March 2020/2021



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

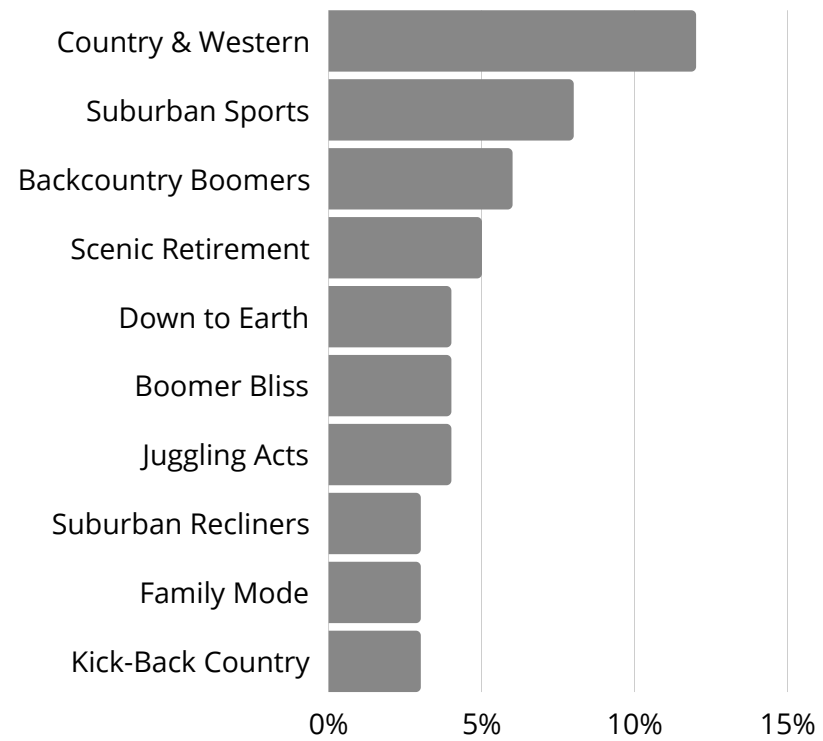
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports, and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in March 2019.
- Country & Western, Suburban Sports, and Family Mode were the top visiting PRIZM Segments in March 2021.
 - Backcountry Boomers ranked 3rd in 2019 and 4th in 2021.
 - Family Mode ranked 3rd in 2021 and 9th in 2019.

March 2019 BC Visits to the Kootenay Rockies 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 4.3% 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)
- **Backcountry Boomers** rank 15th, making up 55,024 households, or 2.7% of the total Households in British Columbia (2,018,734)

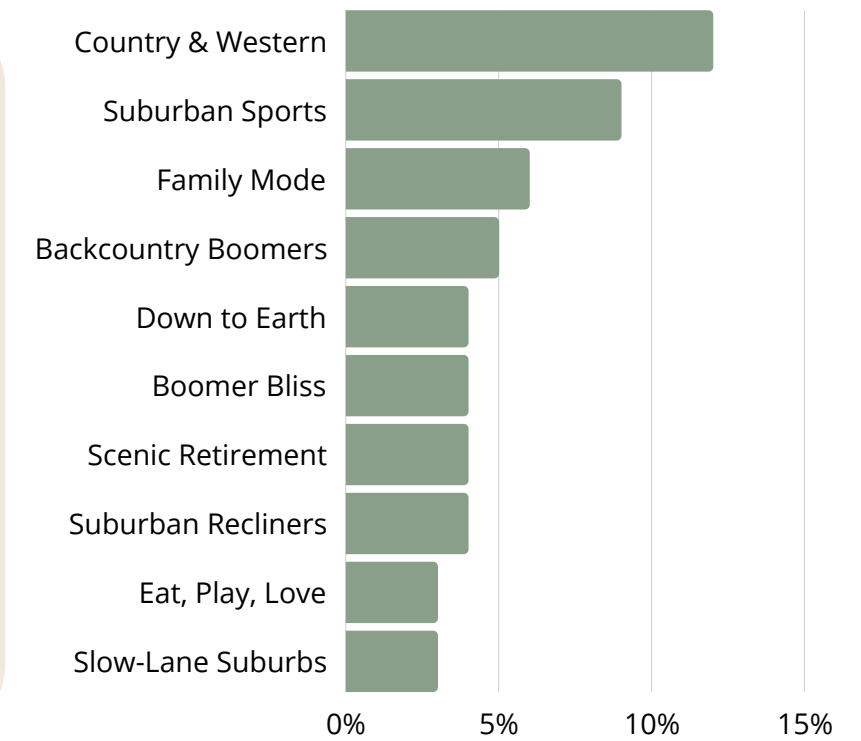


March 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

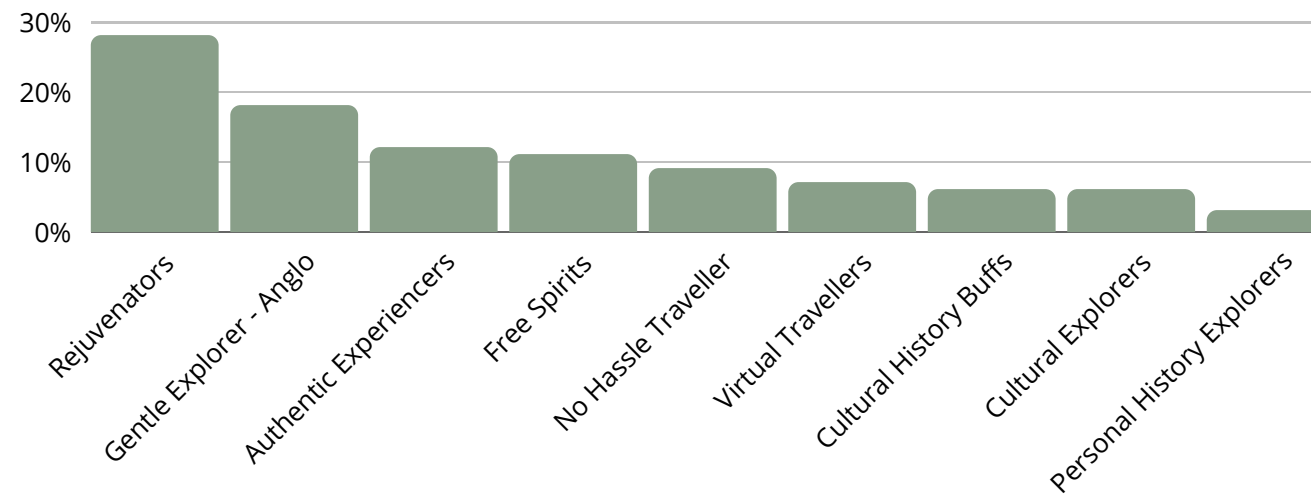
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

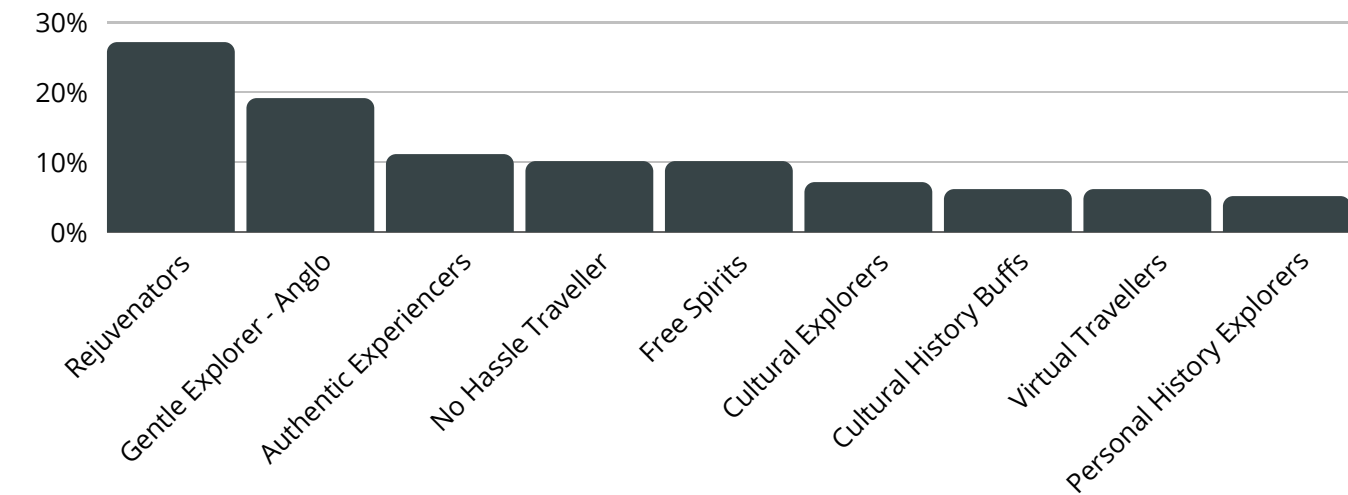
- **Country & Western** rank 5th, making up 85,872 households, or 4.3% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- **Family Mode** rank 17th, making up 50,010 households, or 2.5% of the total Households in British Columbia (2,018,734)



March 2019 Visits by EQ Type



March 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-15%** when comparing April 2019 to April 2021.
 - Trips decreased by **-13%** and Overnight Stays increased by **2%** from April 2019 to April 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **78%** when comparing April 2020 to April 2021.
 - Trips increased by **46%** and Overnight Stays increased by **27%** from April 2020 to April 2021.

There was no ranking visitation from Newfoundland, Nova Scotia, PEI, or the Yukon in April 2019 or 2021.

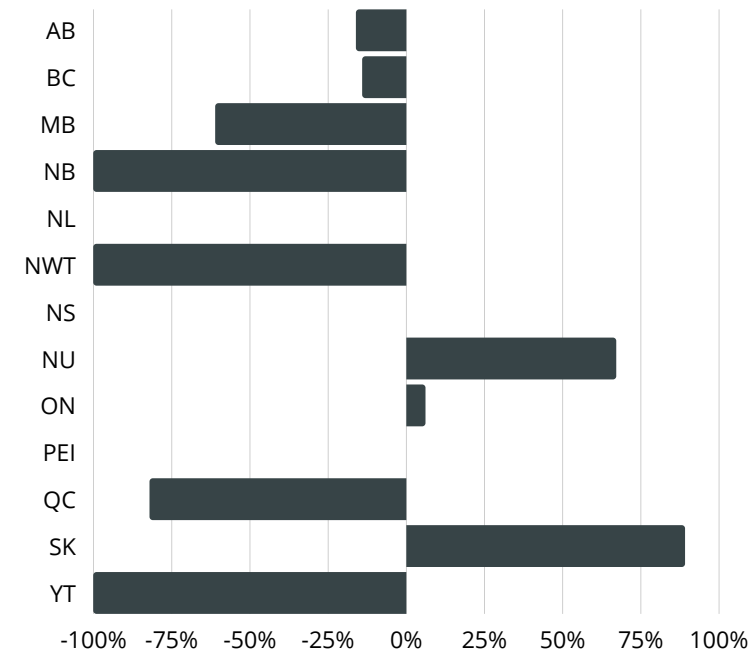
There was no ranking visitation from Newfoundland, the North West Territories, Nova Scotia, Nunavut, or PEI in April 2020 and 2021.

April 2019 Provincial and National Visitation

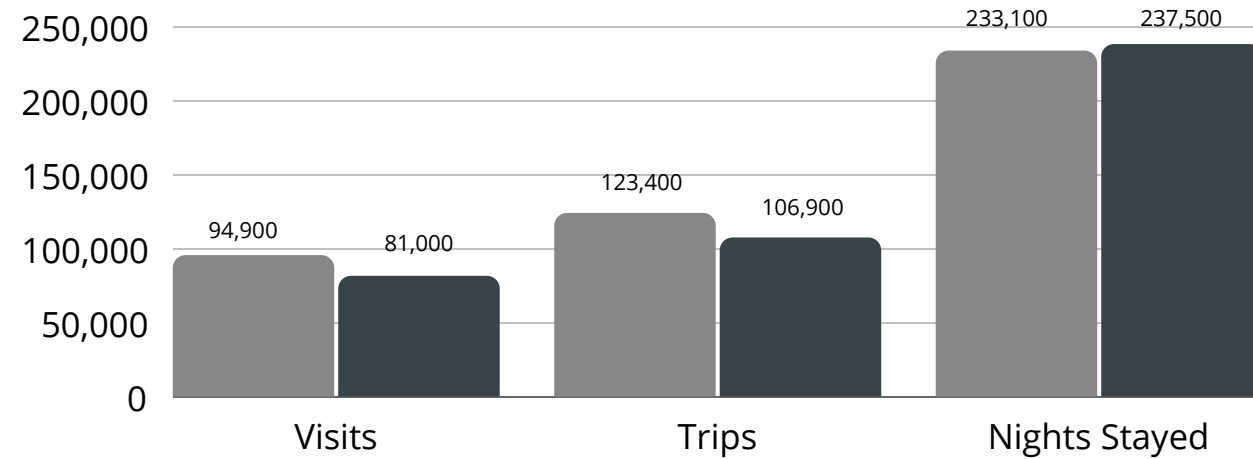
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **-15%** from 94,900 in April 2019 to 81,000 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-13%** from 123,400 in April 2019 to 106,900 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **2%** from 233,100 in April 2019 to 237,500 in 2021.

Provincial Visits to the Kootenay Rockies April 2019 vs. April 2021



Canadian Visitation to the Kootenay Rockies - April 2019/2021

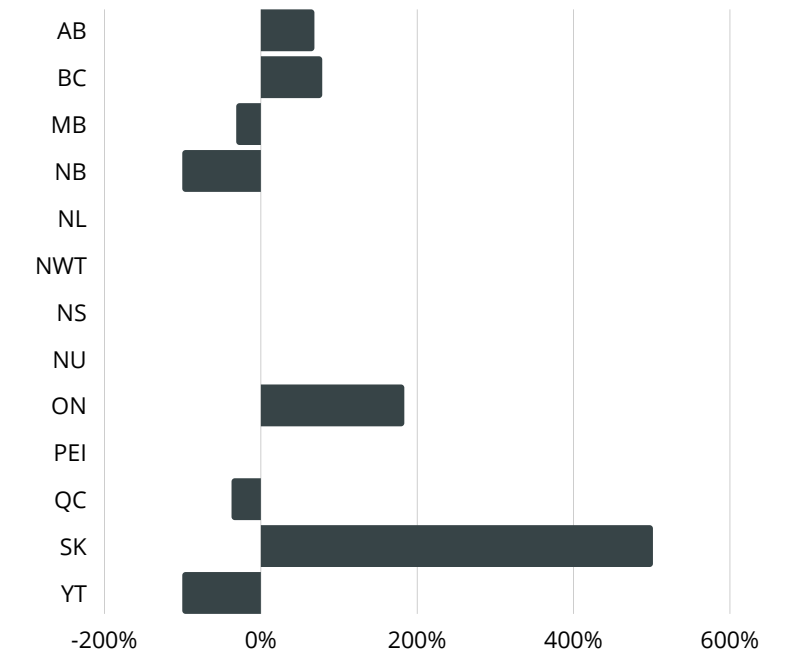


April 2019 Provincial and National Visitation

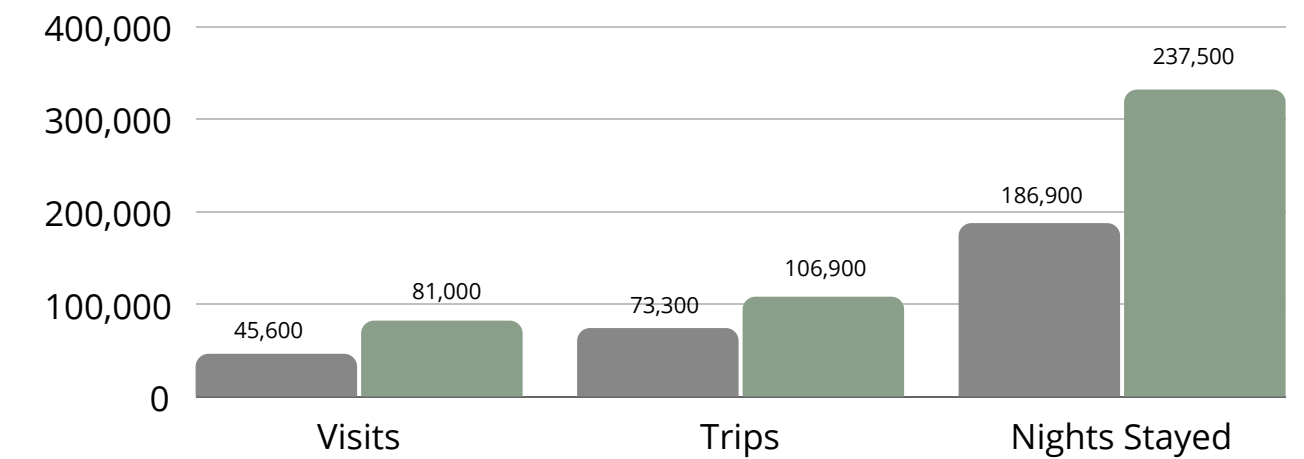
Canadian Visitation

- Canadian Visits to the Kootenay Rockies increased by **78%** from 45,600 in April 2020 to 81,000 in 2021.
- Canadian Trips to the Kootenay Rockies increased by **46%** from 73,300 in April 2020 to 106,900 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **27%** from 186,900 in April 2020 to 237,500 in 2021.

Provincial Visits to the Kootenay Rockies April 2020 vs. April 2021



Canadian Visitation to the Kootenay Rockies - April 2020/2021



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

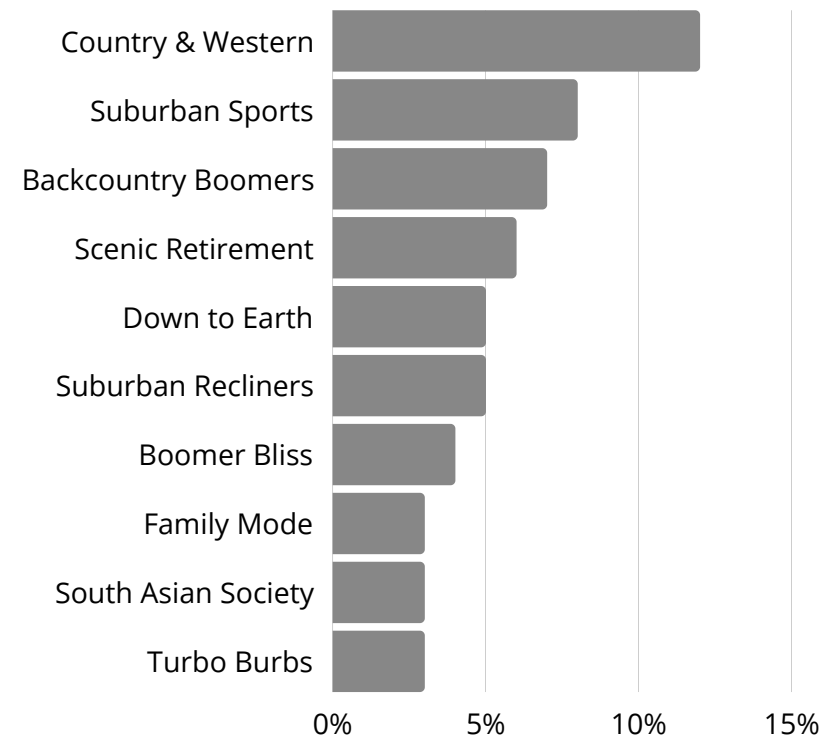
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports, and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in April 2019 and 2021.
- The top 3 PRIZM Segments were consistent in 2019 and 2021.

April 2019 BC Visits to the Kootenay Rockies 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 4.3% 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)
- **Backcountry Boomers** rank 15th, making up 55,024 households, or 2.7% of the total Households in British Columbia (2,018,734)

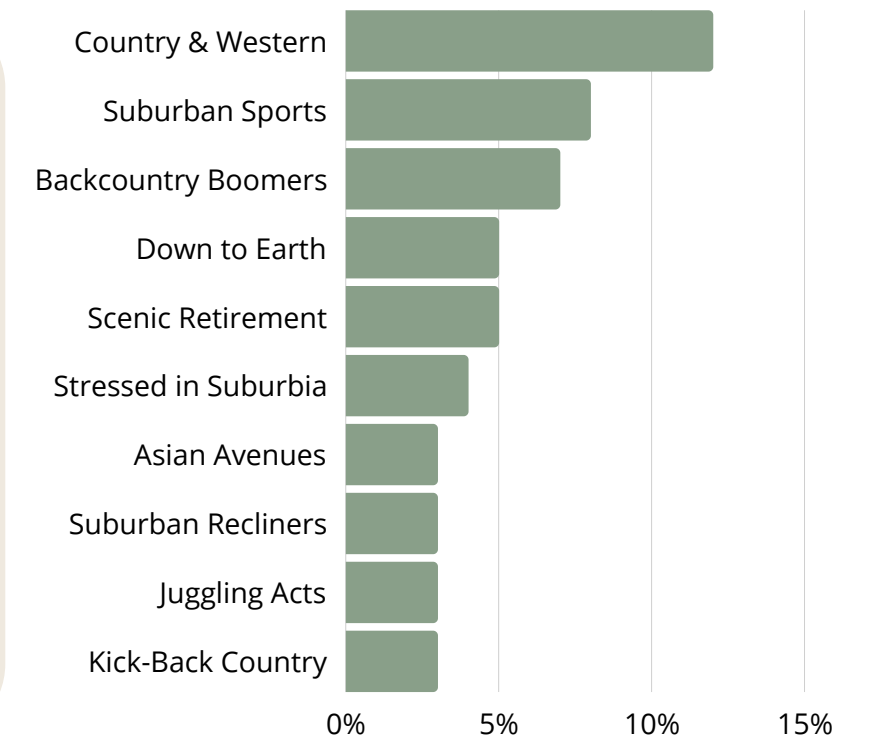


April 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

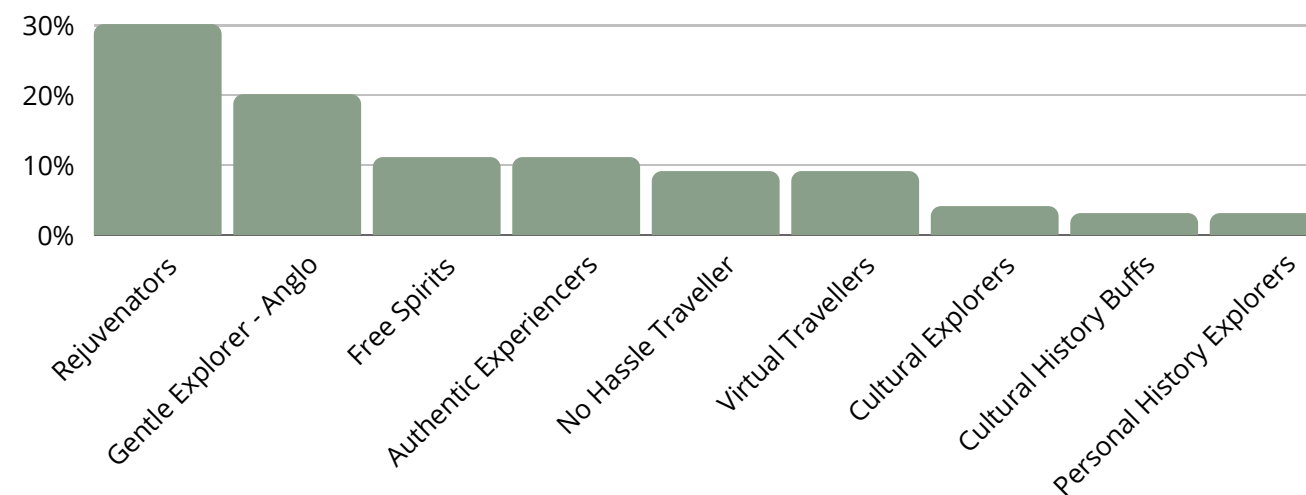
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

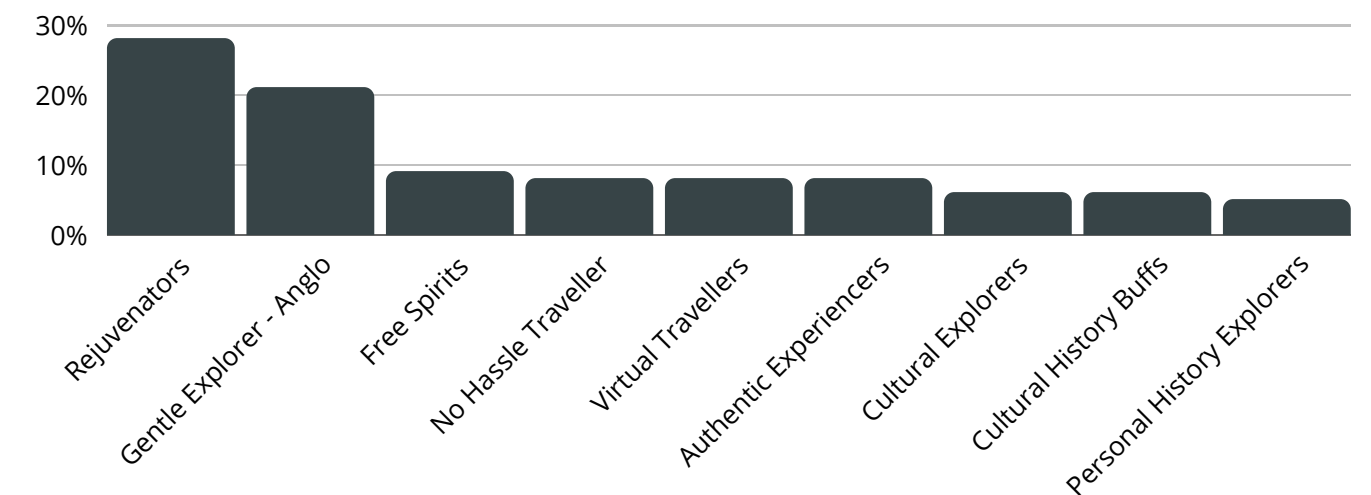
- **Country & Western** rank 5th, making up 85,872 households, or 4.3% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- **Backcountry Boomers** rank 15th, making up 55,024 households, or 2.7% of the total Households in British Columbia (2,018,734)



April 2019 Visits by EQ Type



April 2021 Visits by EQ Type

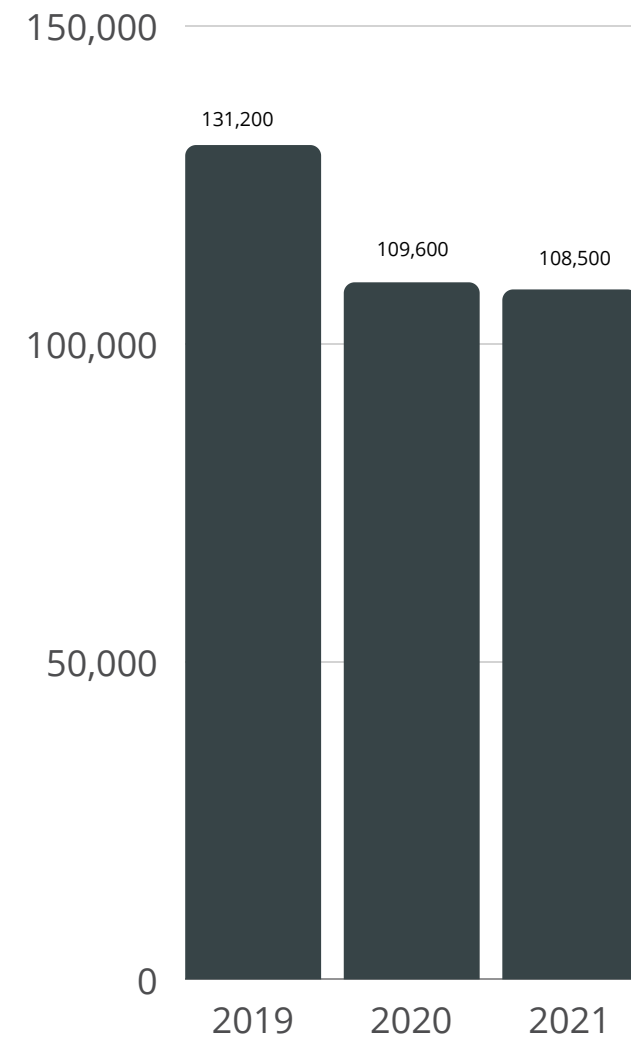


ALBERTA INSIGHTS

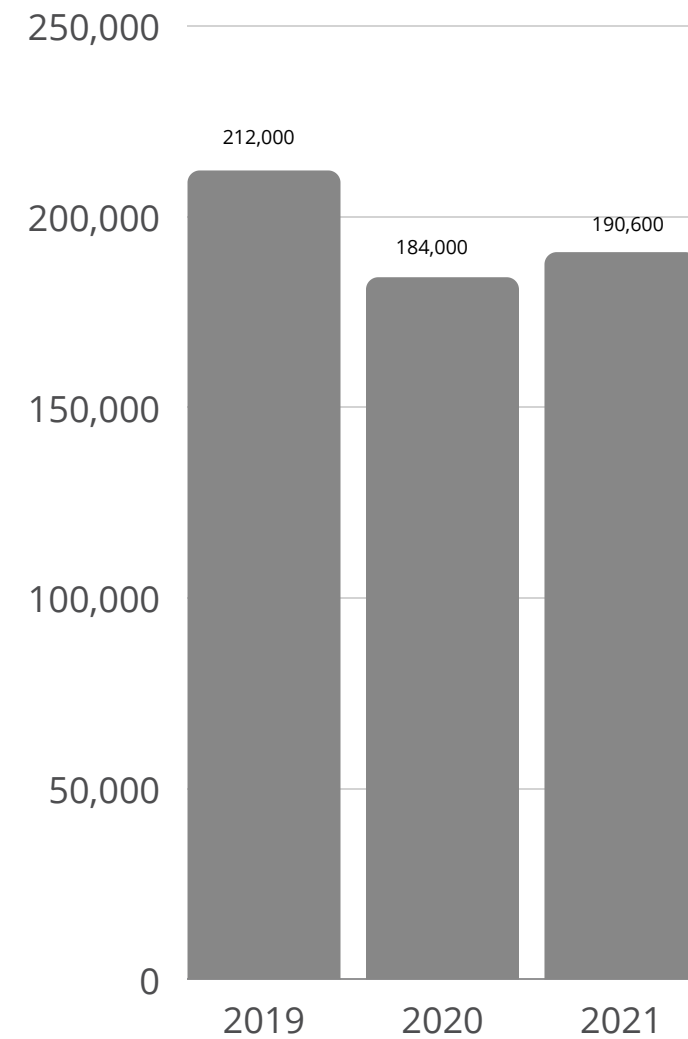
KOOTENAY ROCKIES VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

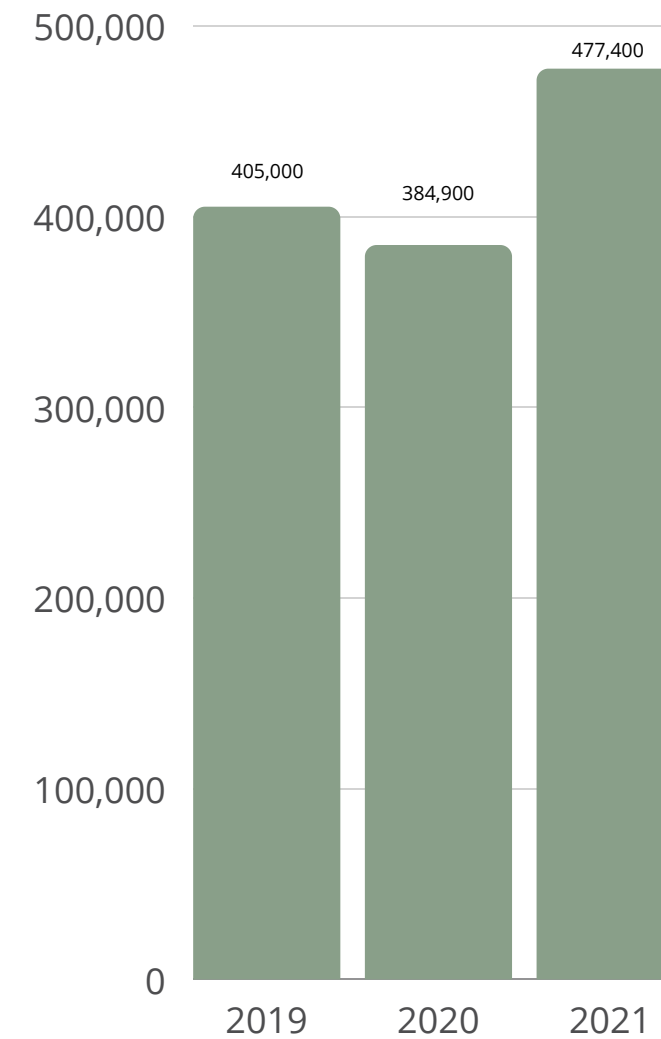
Number of Visitors to the Kootenay Rockies from AB in Q1



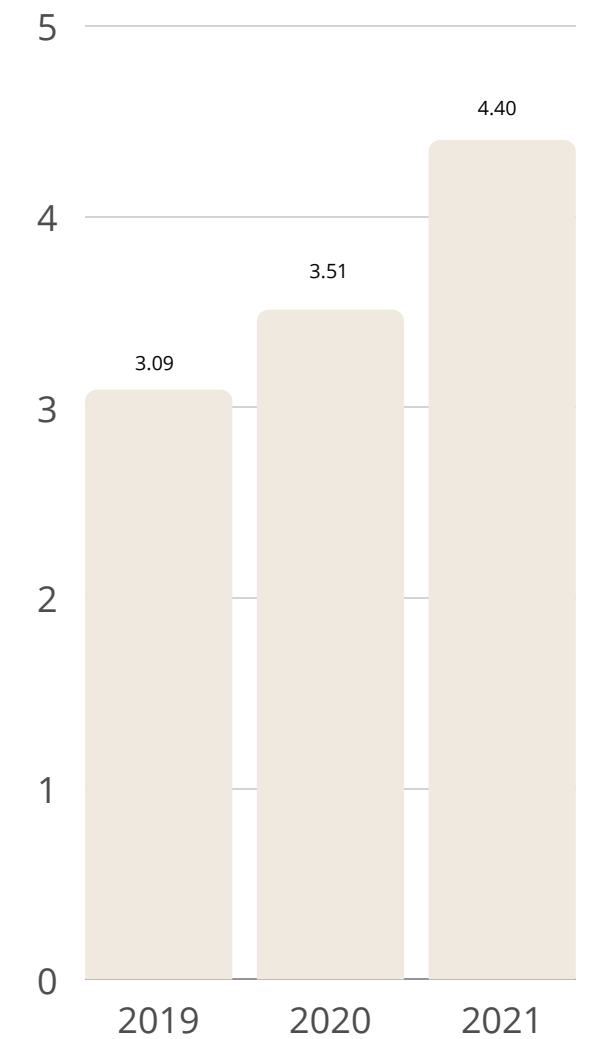
Number of Trips to the Kootenay Rockies from AB in Q1



Number of Nights Stayed in the Kootenay Rockies from AB in Q1



Night Stays/Visits to the Kootenay Rockies from AB in Q1



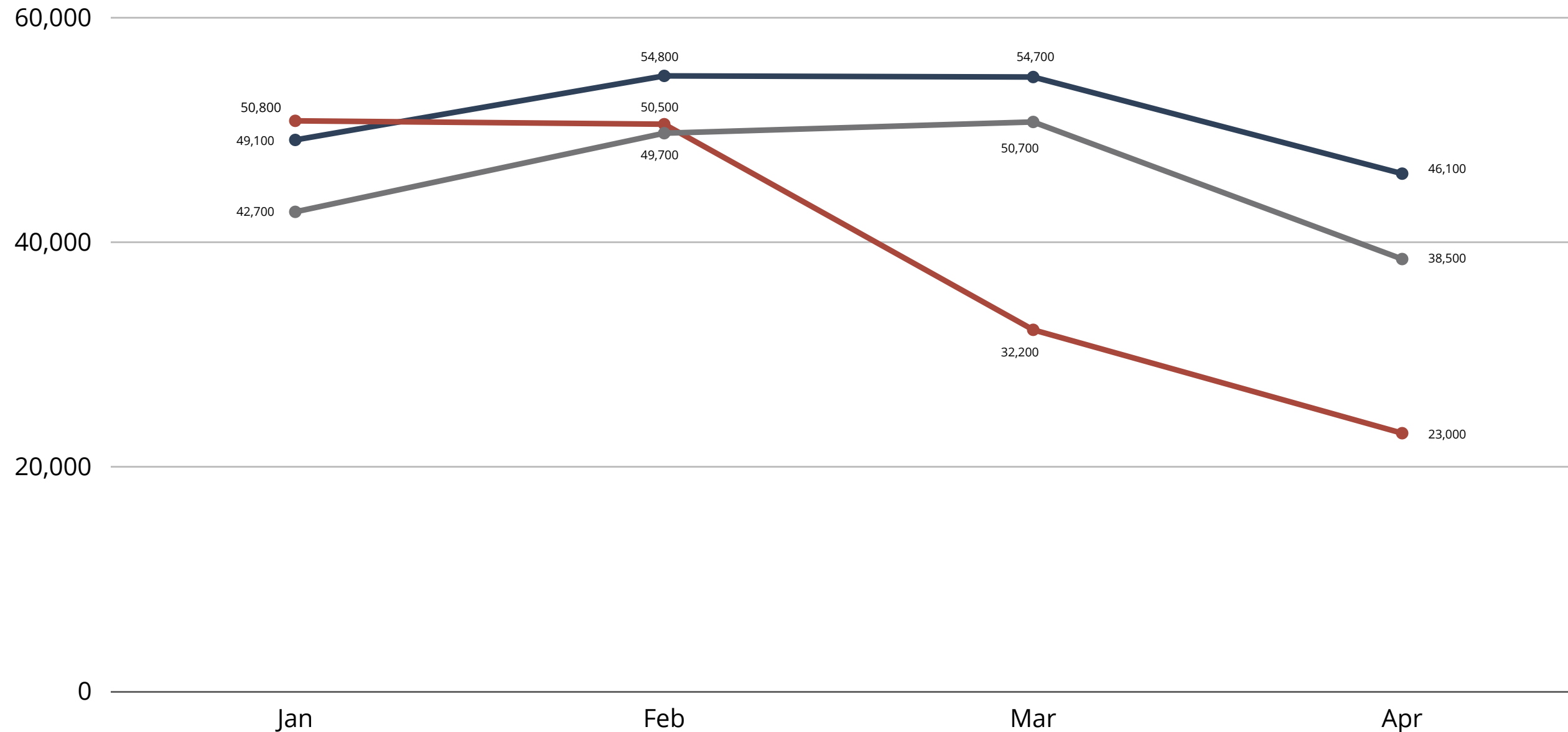
AB VISITS TO THE KOOTENAY ROCKIES BY QUARTER - Q1

NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	61,600	Calgary	51,200	Calgary	48,500
Edmonton	13,500	Edmonton	11,400	Edmonton	8,700
Rocky View	3,900	Lethbridge	4,100	Rocky View	3,200
Canmore	3,100	Rocky View	2,800	Airdrie	3,000
Lethbridge	3,100	Airdrie	2,500	Canmore	3,000
Red Deer	2,800	Canmore	2,400	Red Deer	2,200
Airdrie	2,800	Strathcona	1,800	Foothills No. 31	1,900
Strathcona	1,800	Red Deer	1,600	Lethbridge	1,800
Foothills No. 31	1,700	Foothills No. 31	1,300	Strathcona	1,700
Banff	1,500	Banff	1,200	Okotoks	1,400

ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



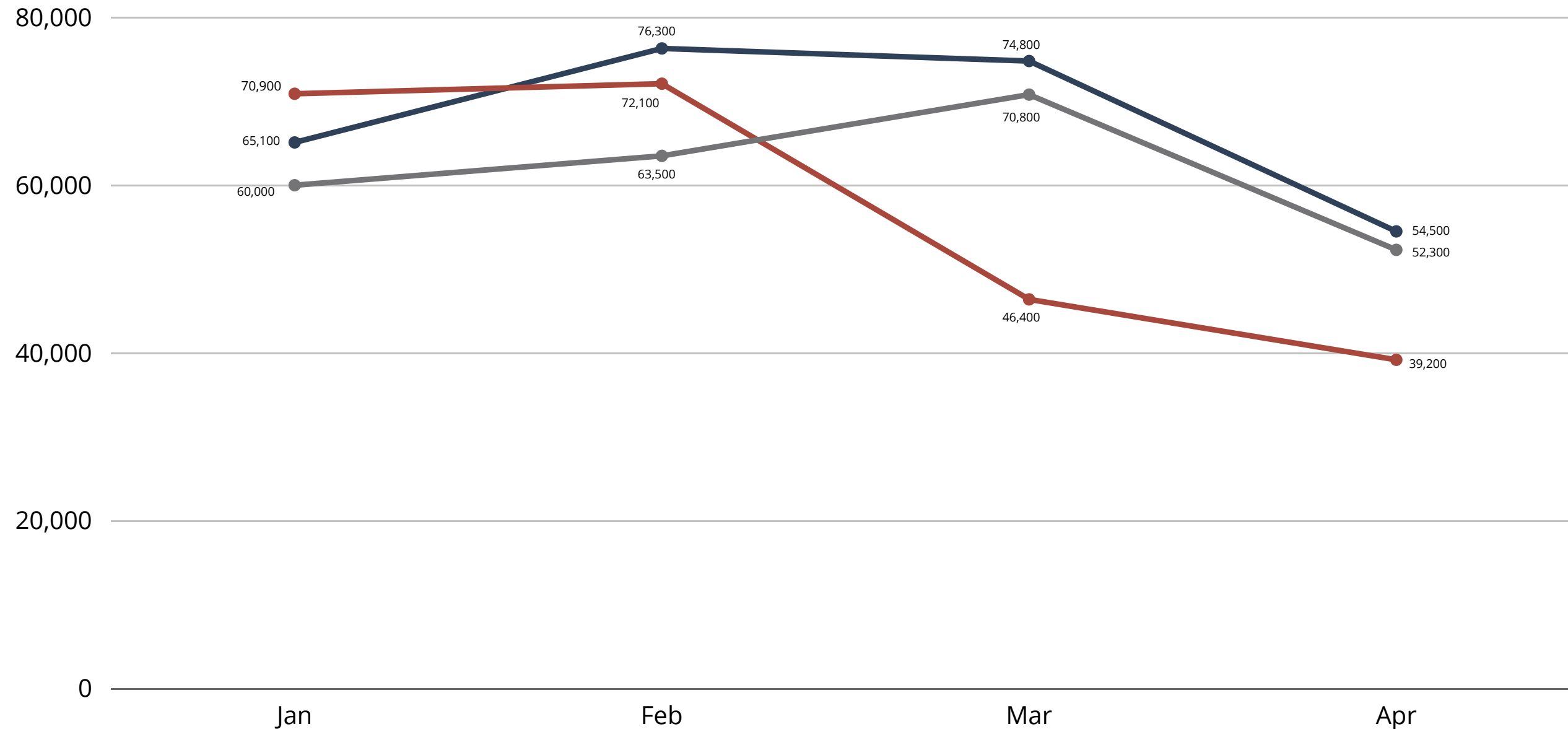
KEY FINDINGS

- January 2021 saw a **-16%** decrease in visits compared to January 2020 and a **-13%** decrease compared to 2019.
- February 2021 saw a **-2%** decrease compared to February 2020 and a **-9%** decrease compared to 2019.
- March 2021 saw a **57%** increase compared to March 2020 and a **-7%** decrease compared to 2019.
- April 2021 saw a **68%** increase compared to March 2020 and a **-16%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

ALBERTA VISITATION

ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH



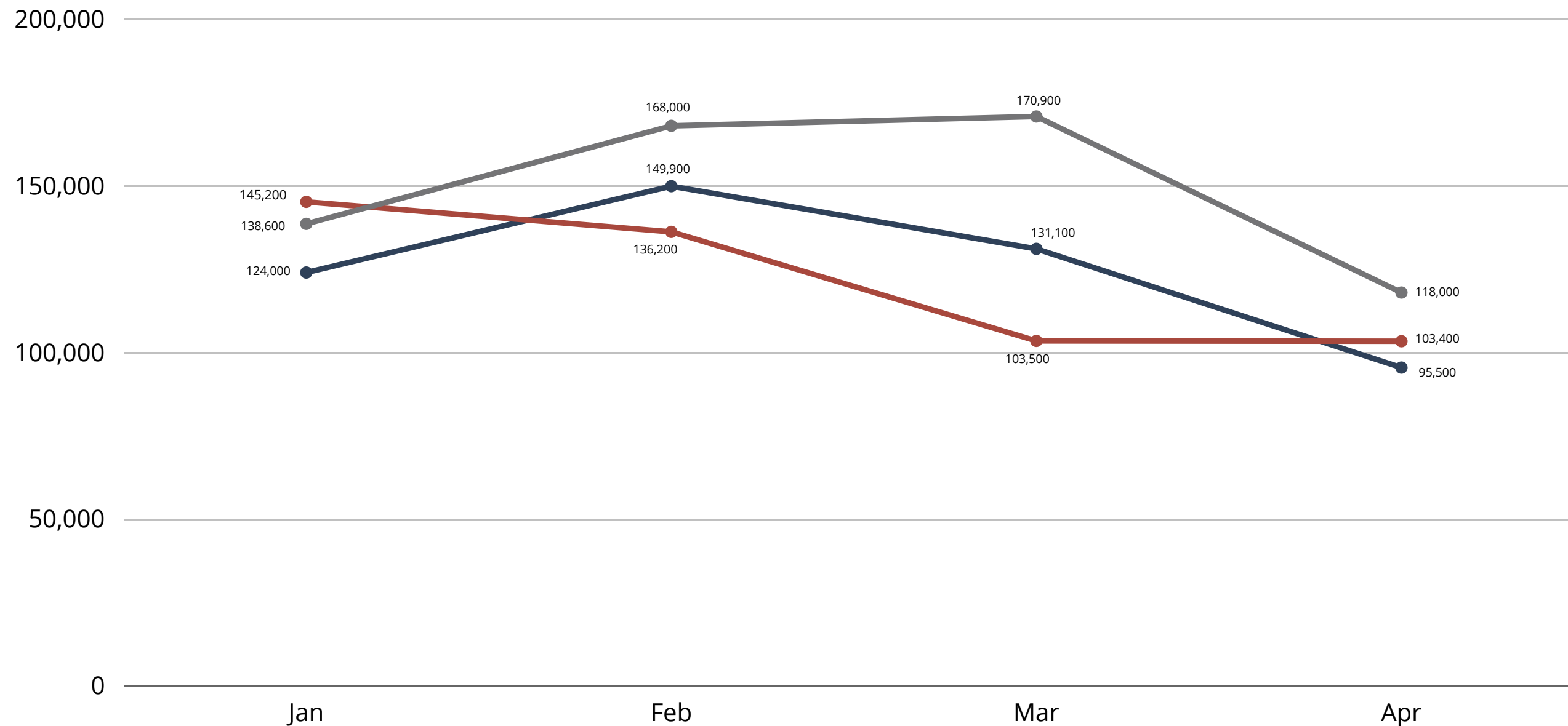
KEY FINDINGS

- January 2021 saw a **-15%** decrease in trips compared to January 2020 and a **-8%** decrease compared to 2019.
- February 2021 saw a **-12%** decrease compared to February 2020 and a **-17%** decrease compared to 2019.
- March 2021 saw a **53%** increase compared to March 2020 and a **-5%** decrease compared to 2019.
- April 2021 saw a **33%** increase compared to April 2020 and a **-4%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

ALBERTA VISITATION

ALBERTA OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH



KEY FINDINGS

- January 2021 saw a **-5%** decrease in Overnight Stays compared to January 2020 and a **12%** increase compared to 2019.
- February 2021 saw a **23%** increase compared to February 2020 and a **12%** increase compared to 2019.
- March 2021 saw a **65%** increase compared to March 2020 and a **30%** increase compared to 2019.
- April 2021 saw a **14%** increase compared to April 2020 and a **24%** increase compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

JANUARY 2019/2021: CANADA/ALBERTA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

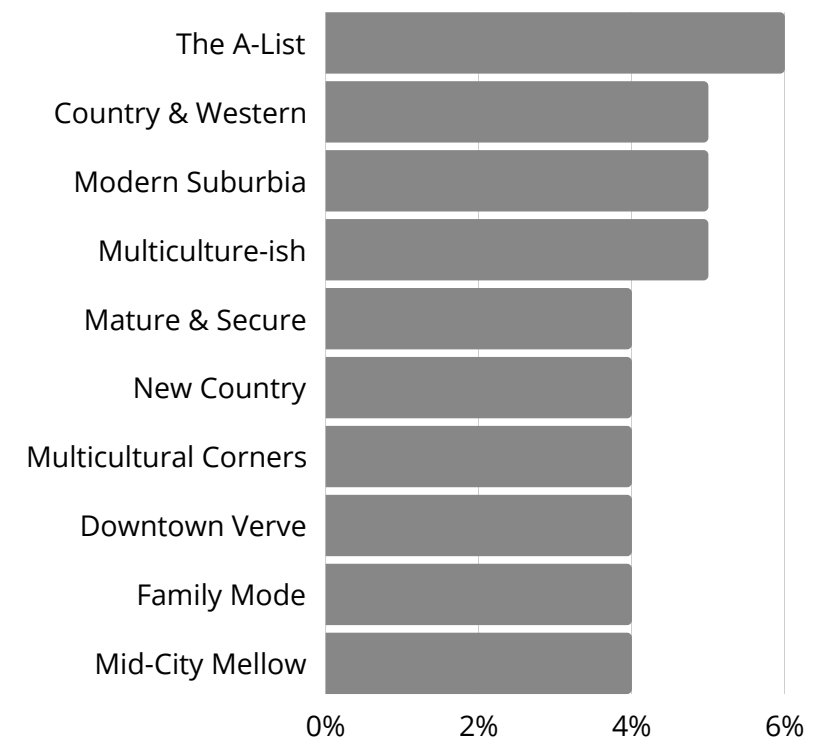
- Of the 67 PRIZM Segments identified in Canada – The A-List, Country & Western, and Modern Suburbia were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in January 2019.
- Multiculture-ish, Modern Suburbia, and The A-List were the top visiting PRIZM Segments in January 2021.
 - Country & Western ranked 2nd in 2019 and ranked 6th in 2021.
 - Multiculture-ish ranked 1st in 2021 and 4th in 2019.

January 2019 AB Visits to the Kootenay Rockies by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **The A-List** rank 30th, making up 21,148 households, or 1.3% of the total Households in Alberta (1,641,221).
- **Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).

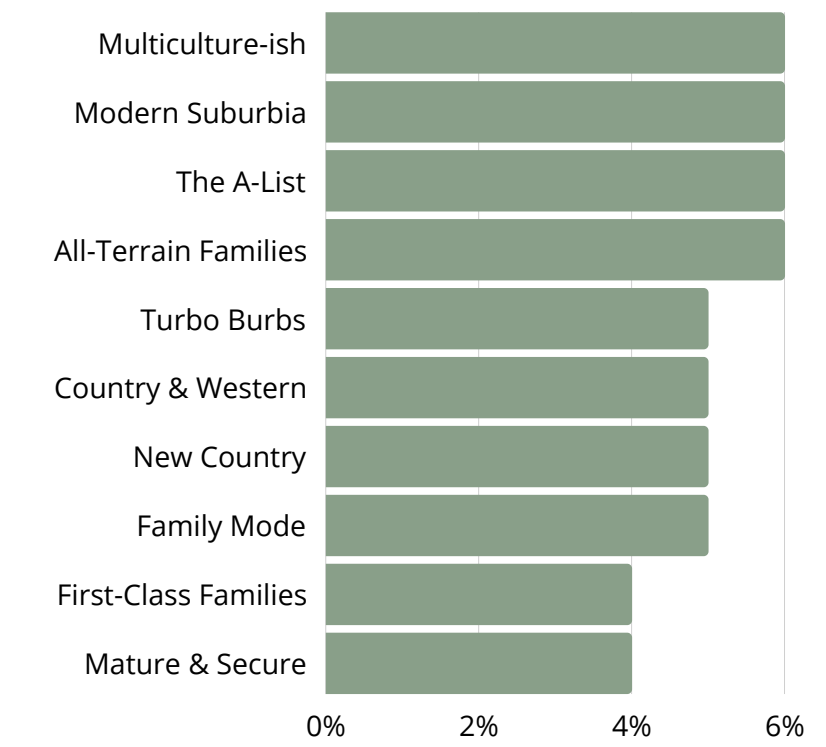


January 2021 AB Visits to the Kootenay Rockies by PRIZM Segment

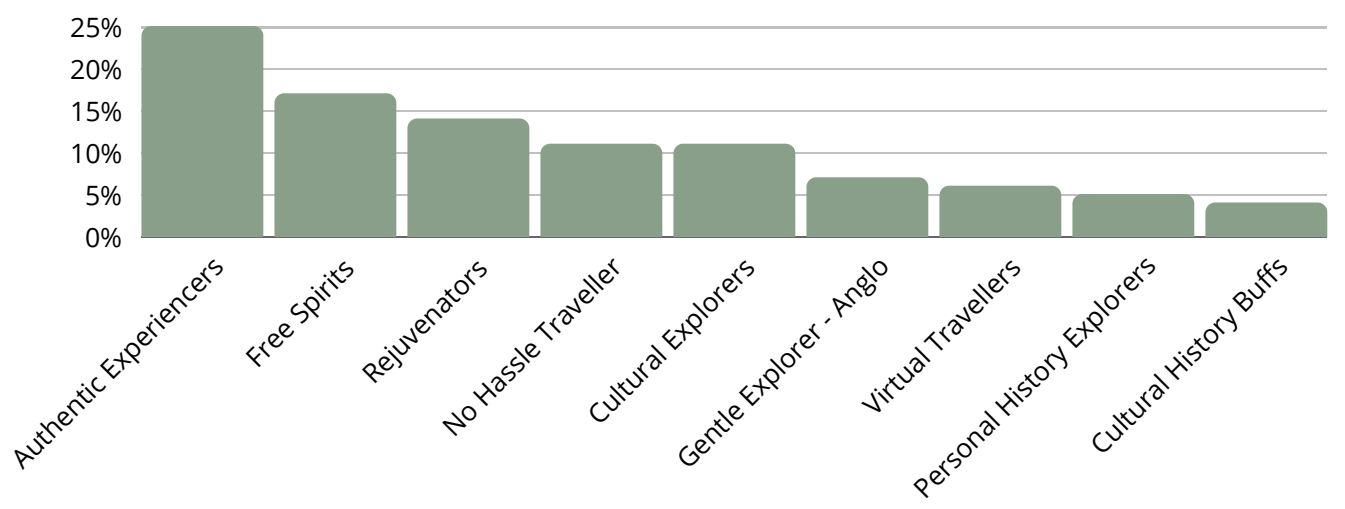
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

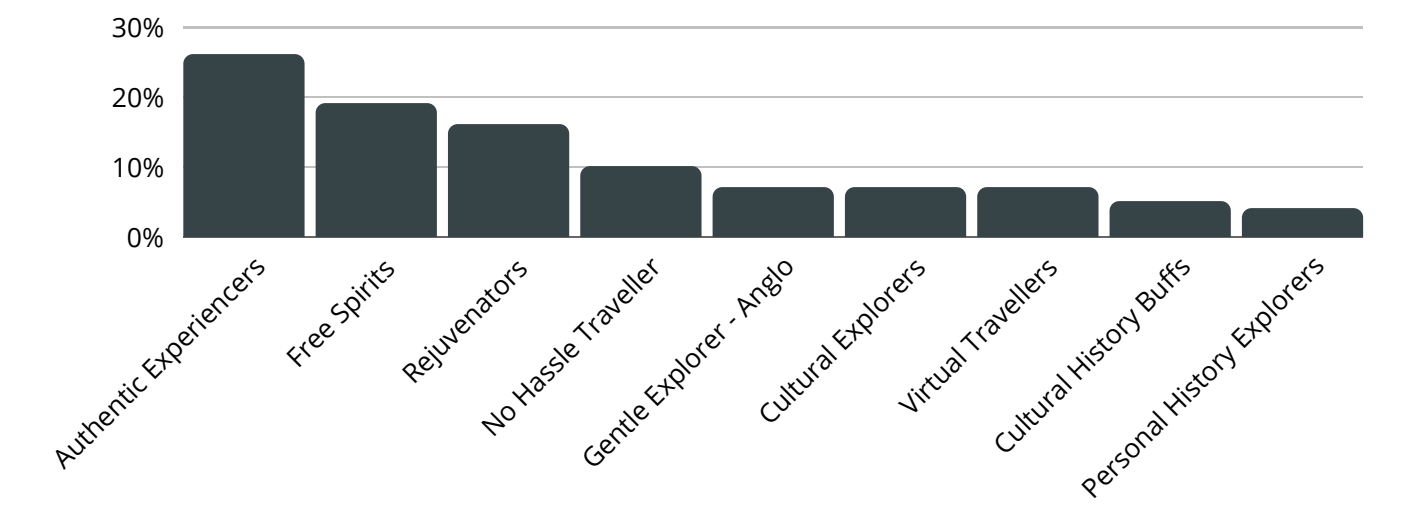
- **Multiculture-ish** rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).
- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- **The A-List** rank 30th, making up 21,148 households, or 1.3% of the total Households in Alberta (1,641,221).



January 2019 Visits by EQ Type



January 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

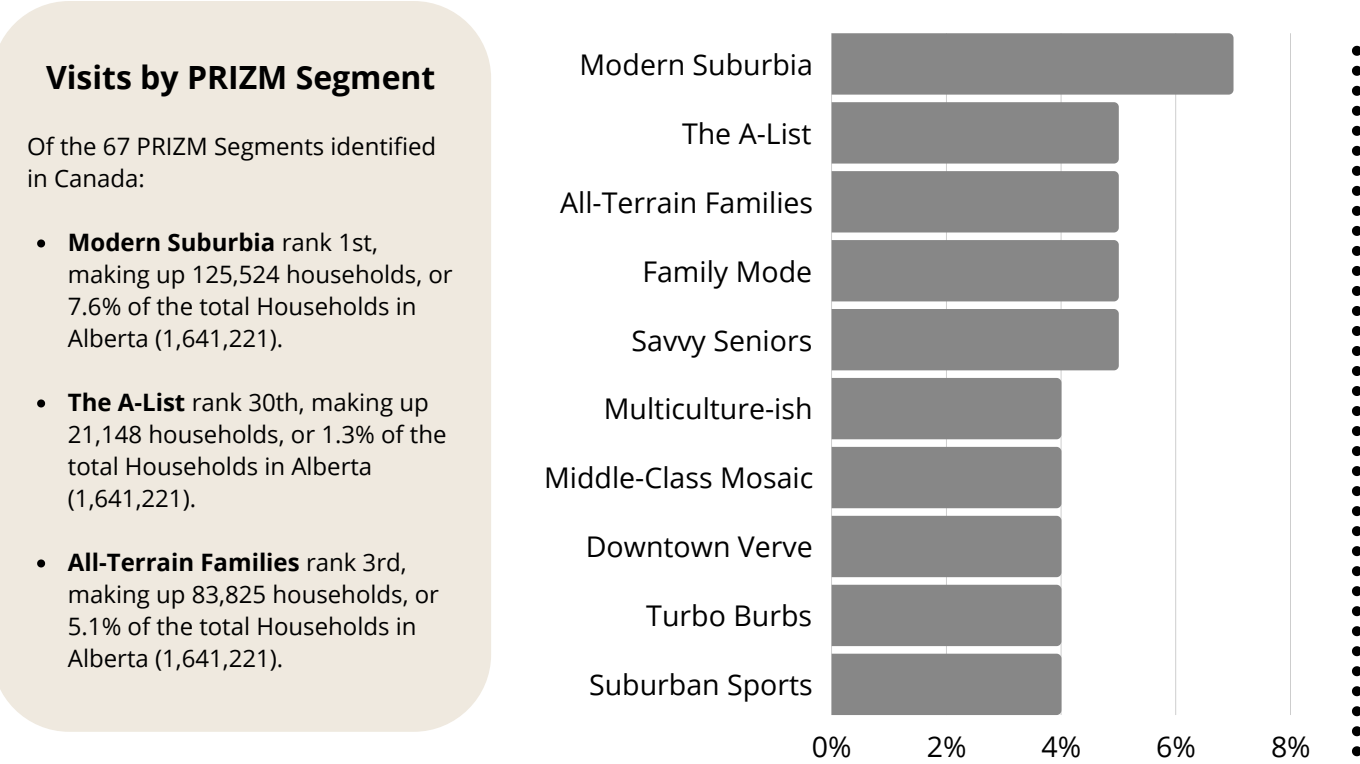
FEBRUARY 2019/2021: CANADA/ALBERTA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

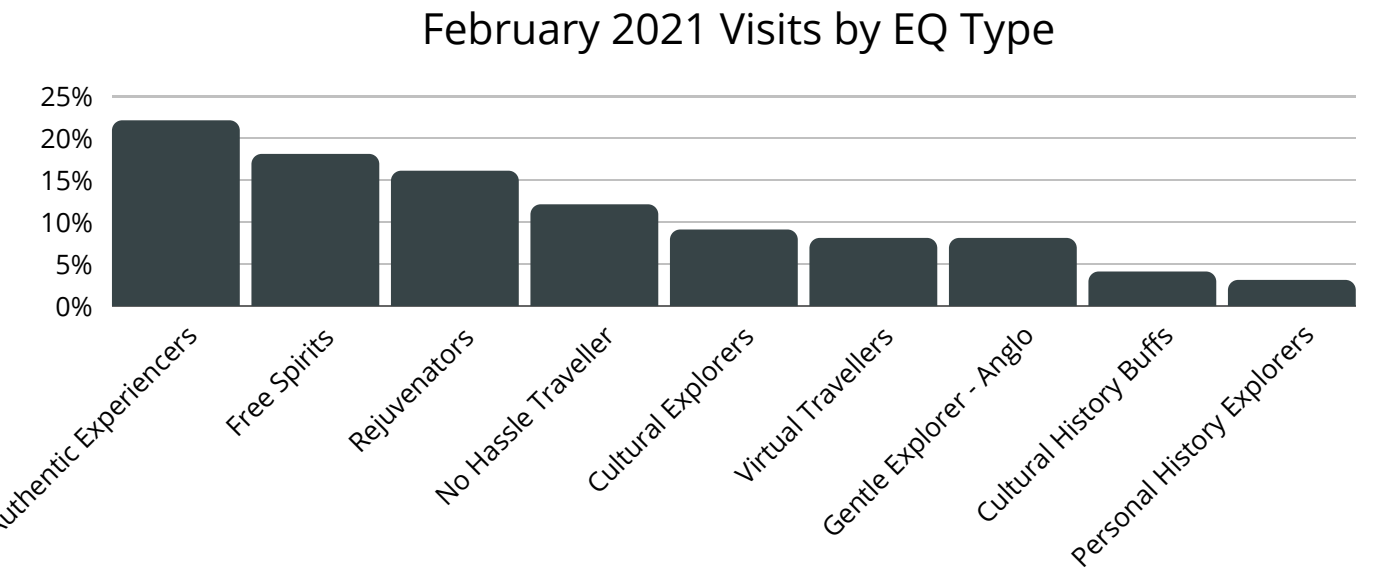
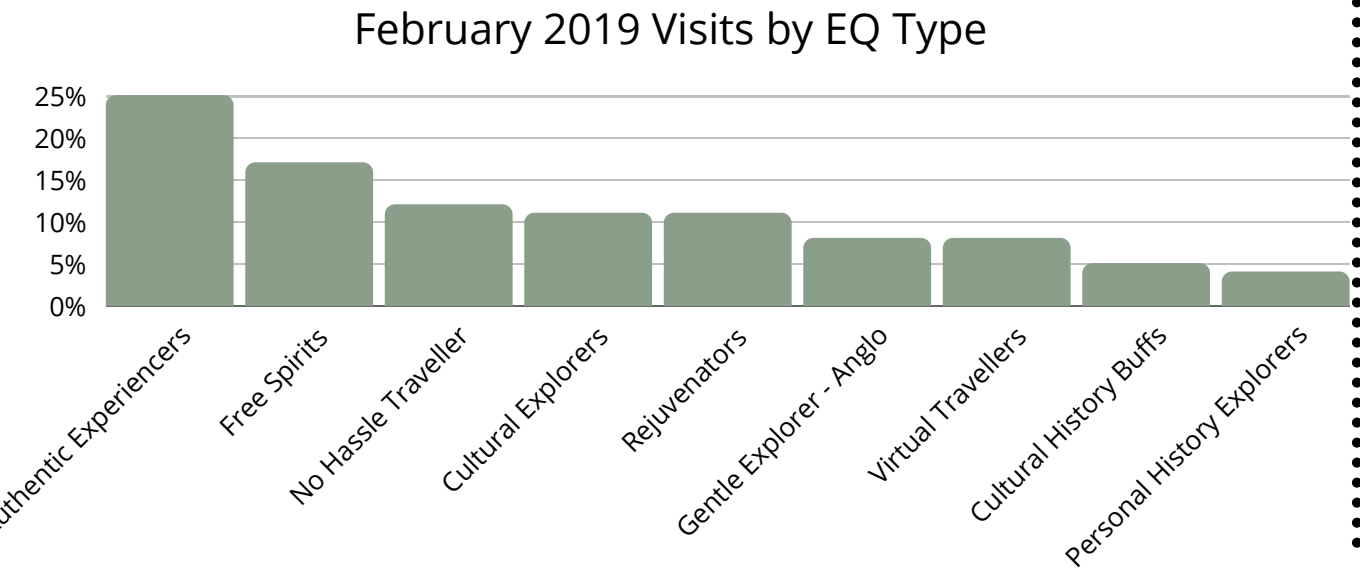
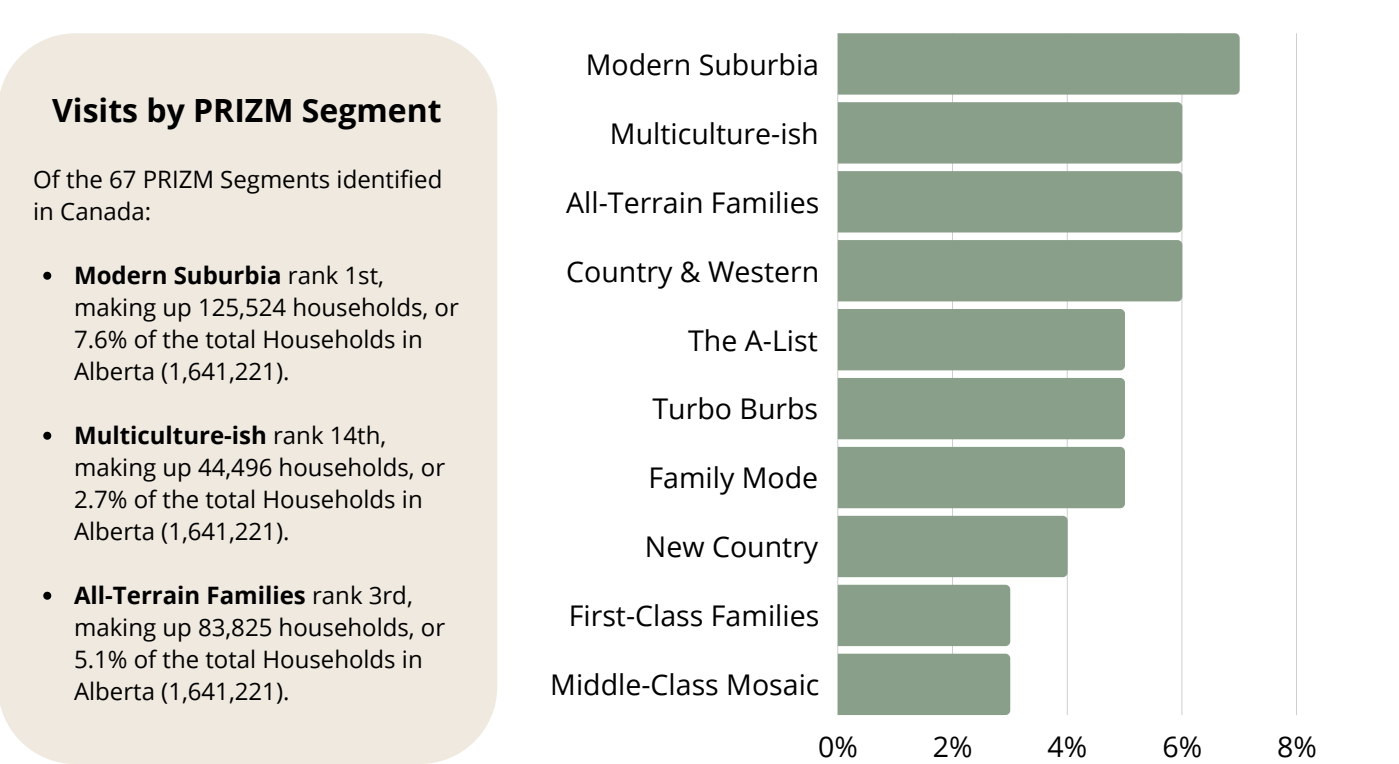
Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, The A-List, and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in February 2019.
- Modern Suburbia, Multiculture-ish, and All-Terrain Families were the top visiting PRIZM Segments in February 2021.
 - The A-List ranked 2nd in 2019 and ranked 5th in 2021.
 - Multiculture-ish ranked 2nd in 2021 and ranked 6th in 2019.

February 2019 AB Visits to the Kootenay Rockies by PRIZM Segment



February 2021 AB Visits to the Kootenay Rockies by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

MARCH 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

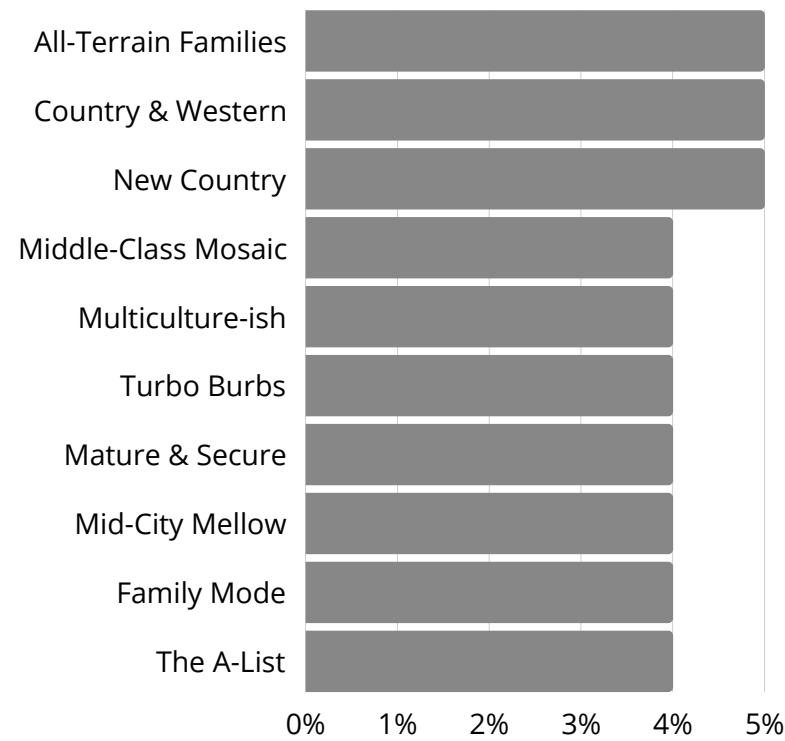
- Of the 67 PRIZM Segments identified in Canada – All-Terrain Families, Country & Western, and New Country were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in March 2019.
- Modern Suburbia, New Country, and Mature & Secure were the top visiting PRIZM Segments in March 2021.
 - All-Terrain Families ranked 1st in 2019 and ranked 7th in 2021.
 - Country & Western ranked 2nd in 2019 and did not rank in the Top 10 PRIZM Segments in 2021.
 - Modern Suburbia ranked 1st in 2021 and did not rank in the Top 10 PRIZM Segments in 2019.
 - Mature & Secure ranked 3rd in 2021 and ranked 7th in 2019.

March 2019 Provincial and National Visitation

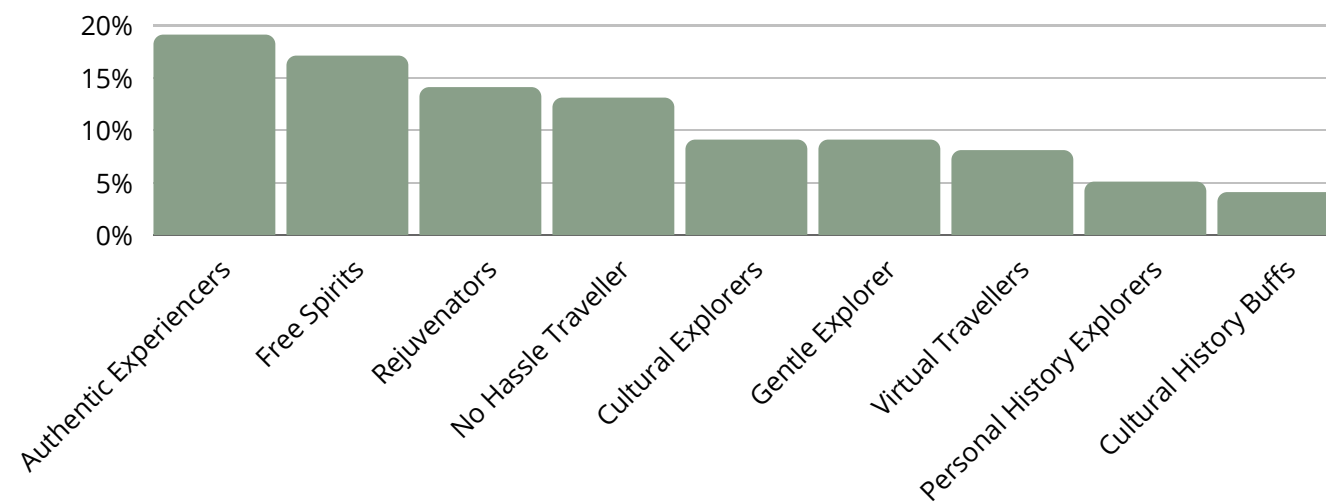
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221).
- Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
- New Country** rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).



March 2019 Visits by EQ Type

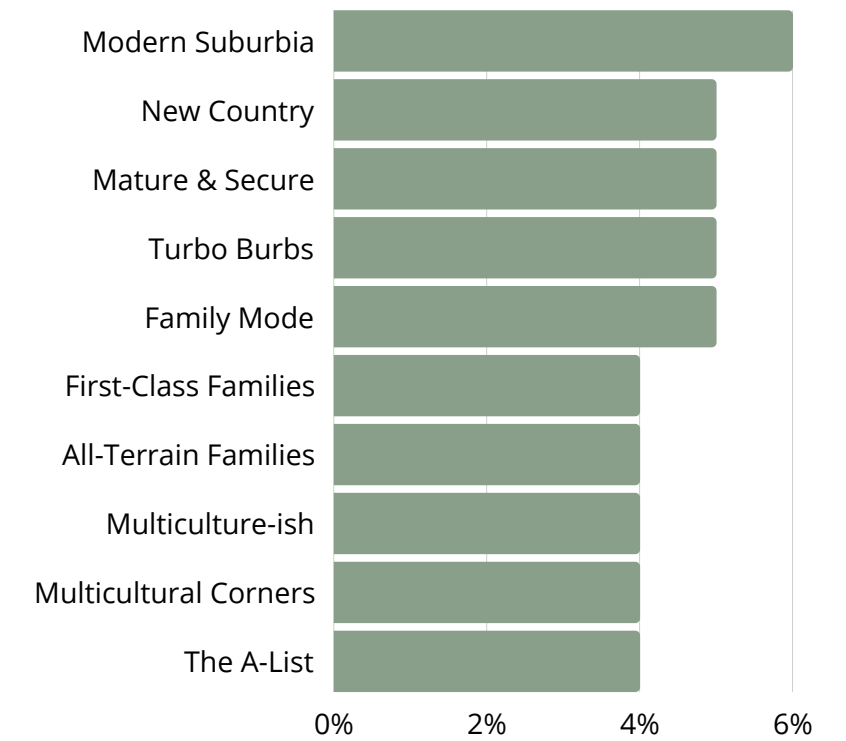


March 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

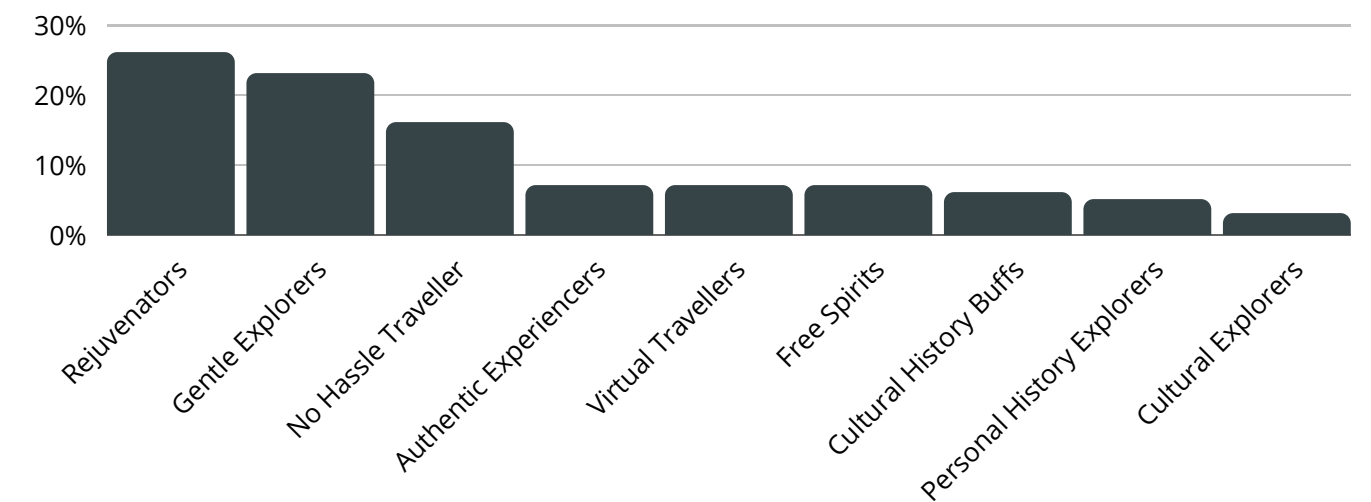
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- New Country** rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
- Mature & Secure** rank 17th, making up 36,389 households, or 2.2% of the total Households in Alberta (1,641,221).



March 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

APRIL 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

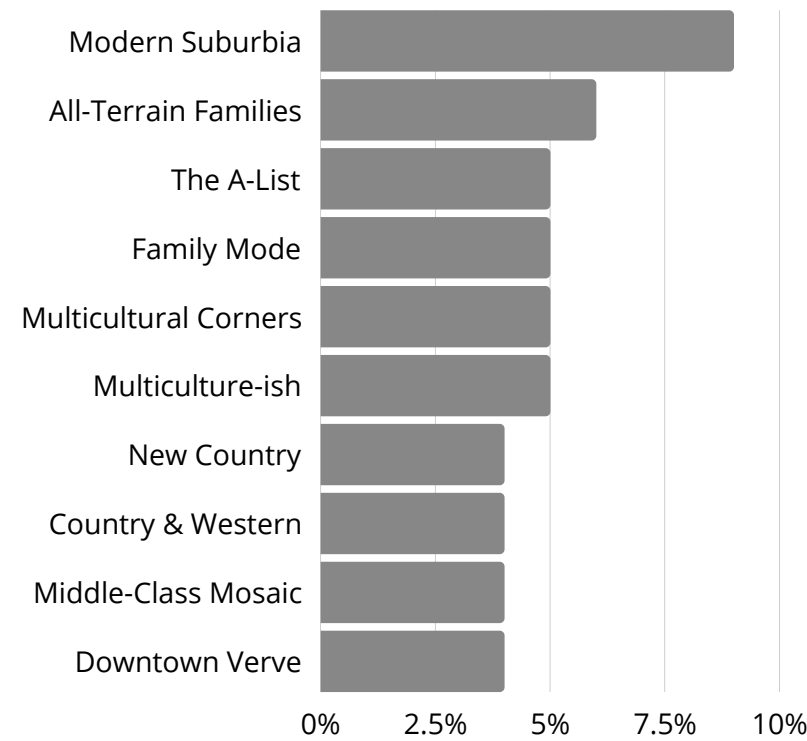
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families, and The A-List were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in April 2019.
- Modern Suburbia, Multiculture-ish, and Family Mode were the top visiting PRIZM Segments in April 2021.
 - All-Terrain Families ranked 2nd in 2019 and ranked 5th in 2021.
 - The A-List ranked 3rd in 2019 and did not rank 7th in 2021.
 - Multiculture-ish ranked 2nd in 2021 and ranked 6th in 2019.
 - Family Mode ranked 3rd in 2021 and did not rank in the Top 10 PRIZM Segments in 2019.

April 2019 Provincial and National Visitation

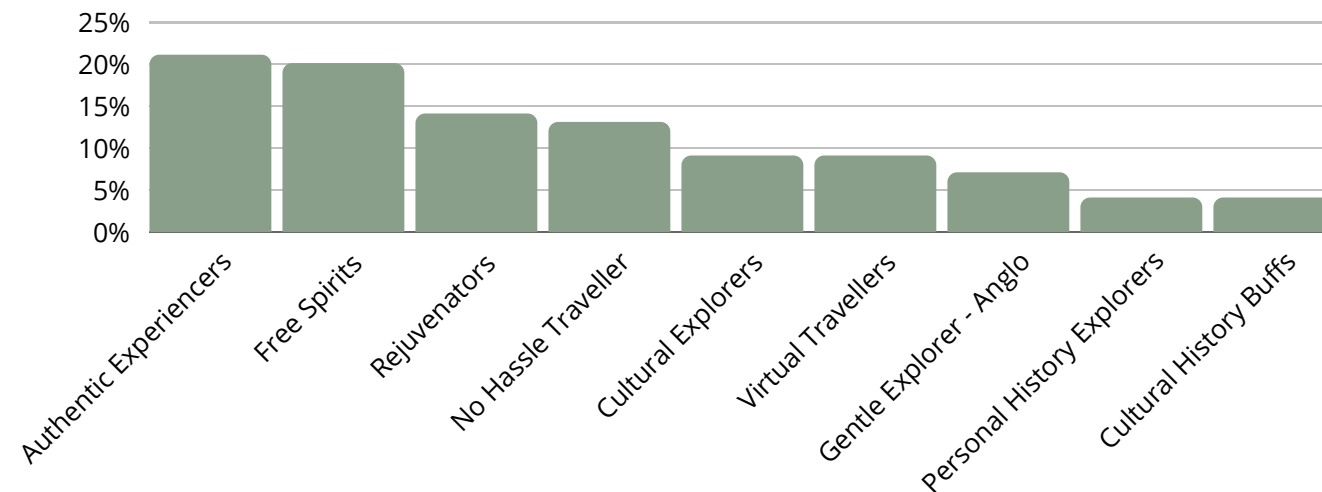
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221).
- The A-List** rank 30th, making up 21,148 households, or 1.3% of the total Households in Alberta (1,641,221).



April 2019 Visits by EQ Type

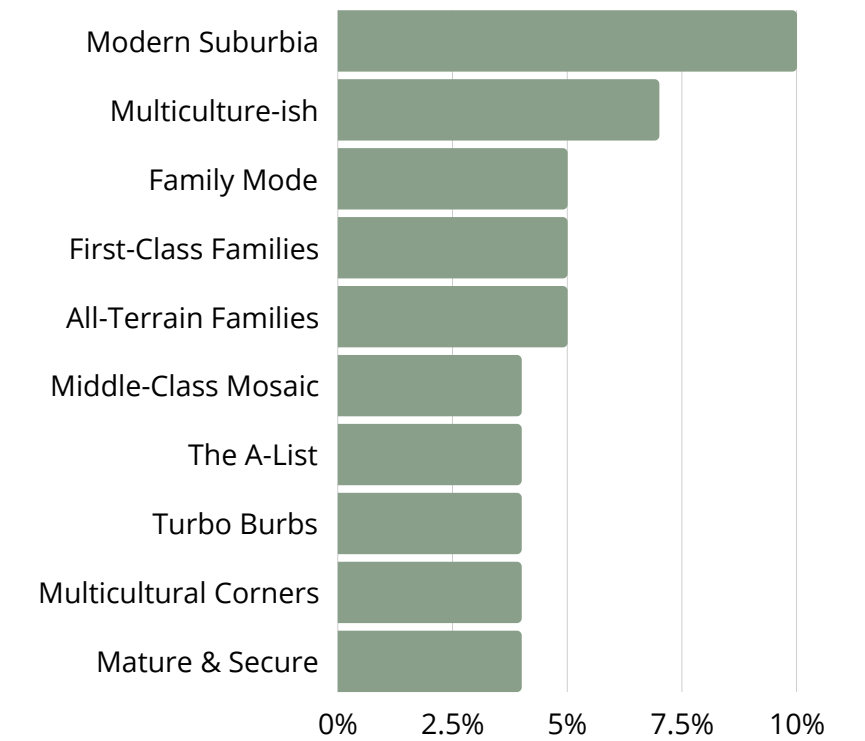


April 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

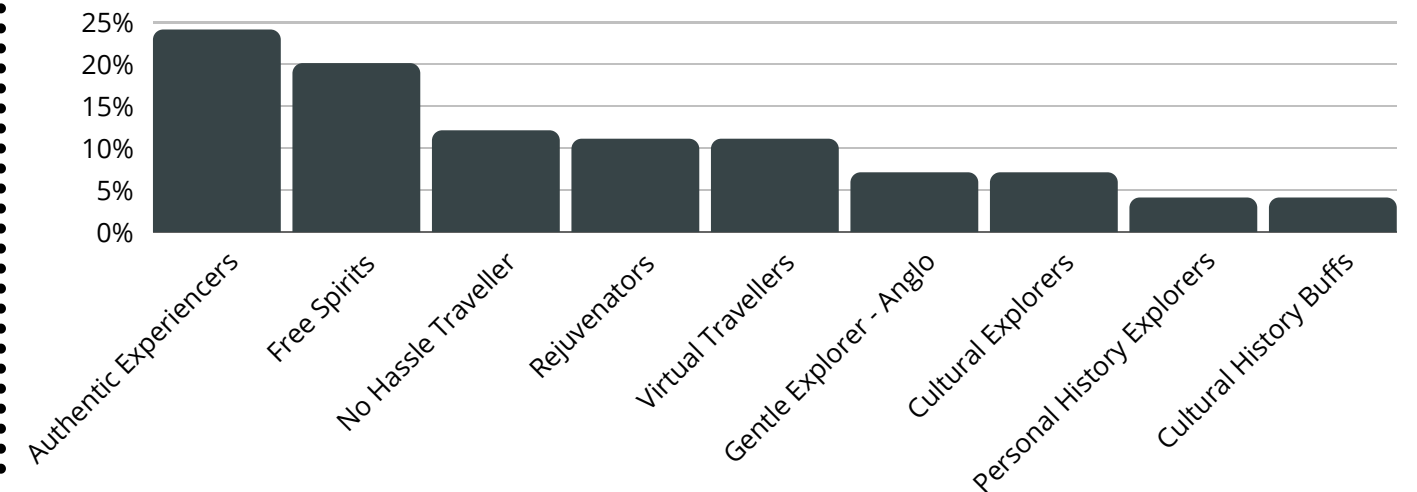
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- Multiculture-ish** rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).
- Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).



April 2021 Visits by EQ Type



CONTACT US

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SYMPHONY
TOURISM
SERVICES