

## Appendix: Kootenay Rockies Sustainable Tourism Indicators and Data

Indicator	Data	KRT Goal #
<b>Tourist Numbers</b>		
<ul style="list-style-type: none"> <li>❖ Total number of tourist arrivals by origin (mean, monthly, peak periods)</li> <li>❖ Occupancy rates for licensed accommodation by month (peak periods relative to low season) [and % of all occupancy in peak quarter or month]</li> </ul>	<p>Alberta - 47%, British Columbia - 29%, Washington - 4%, Saskatchewan - 2%, Australia - 2%</p> <p>Data not provided for the KR region, only for larger centres in BC.</p>	1, 7, 8, 9
<b>Local Employment</b>		
<ul style="list-style-type: none"> <li>❖ Number (and percentage) of local people employed in tourism</li> <li>❖ Total unemployment rate (total, and in the off season)</li> <li>❖ Percent of tourism industry jobs which are permanent or full-year (compared to temporary jobs)</li> </ul>	<p>Accommodation and Food Services - 6% Information, Culture and Recreation - 3.8%</p> <p>Total unemployment rate in 2018 - 5.3%</p> <p>Full time or permanent: Front-line 27%, Professional/trades 48%, Management 88%</p>	5

<b>Job Vacancies / Labour Shortages</b>		
❖ Number of tourism related job vacancies	(2019) Total job vacancies reported in seasonal staffing survey: 160 <b>Breakdown of vacancies:</b> Front-line - 90, Professional/trades - 46, Management - 24	5
<b>Tourism Revenue</b>		
❖ Total tourism revenue, and as a percent of total revenue generated in the community (GDP tourism: GDP total)	10% of provincial GDP in 2019 - \$2B Total spending \$9.2B (2014)	2, 9
<b>Tourist Spending</b>		
❖ Average tourist daily spend on tourism services (i.e. accommodation/room revenue, food/restaurant receipts, tours, etc.)	On average, travellers in the Kootenay Rockies stay 3.2 nights and spend \$98 per night during their trip (2015).	2, 9
<b>Wastewater</b>		
❖ Percentage of sewage from the destination (and specifically from tourism sector) receiving treatment (to primary, secondary, tertiary levels)	100% - all sewage must receive treatment as per provincial regulations	3
❖ Percentage of tourism establishments (i.e. accommodation, sites) on (suitable) treatment systems	100% - all establishments must follow provincial regulations for sewage treatment systems	

<b>Industry Engagement and Commitment to Sustainability</b>		
❖ Total number (and percentage) of businesses with a sustainability label or certification	6.06% of business survey respondents have a sustainability label or certification.	3
❖ Presence of published list for residents and visitors on sustainability certified businesses	List will be published by KR Tourism	
<b>Businesses with Accessibility Features</b>		
❖ Number (and percentage) of businesses with facilities/services that cater to people with disabilities	<p>33.33% of business survey respondents said their business has accessibility features:</p> <p><b>Breakdown of survey responses:</b></p> <p>We are compliant with provincial codes for accessibility in all essential areas of our facility and/or services - 9.09%</p> <p>Some aspects of our facility and/or services are accessible, but not all - 45.45%</p> <p>We are compliant with provincial codes for accessibility in all essential areas plus we have gone above and beyond with additional measures - 9.09%</p>	5
<b>Visitor Satisfaction</b>		
❖ Level of satisfaction by visitors upon leaving destination (Net Promoter Score)	KRT - future initiative	1, 2, 6, 9, 10

<b>Community Satisfaction</b>		
❖ Level of local satisfaction with tourism (resident questionnaire, tourism perception report)	The majority of respondents ranked tourism as being very important (344 responses) or important (339 responses) to the current vibrancy of their community. In regards to current quality of life, 294 respondents ranked tourism as very important and 294 respondents ranked it as important *out of 880 respondents	4
<b>Community Engagement and Tourism Planning</b>		
❖ Number of community information/feedback meetings and events hosted by the destination or municipality in the last year, specific to the regional tourism strategy and action plan	In 2019: Highway 1 corridor - 2 Highway 3 corridor - 2 West Kootenay - 4 Columbia Valley - 2 Regional (AGM + sustainability workshops) - 3	1, 4
<b>Profile of Tourism Businesses</b>		
❖ Total number of tourism businesses	Total number of businesses - 840	1, 2
❖ Percent of tourism businesses open all year	57.58% of business survey respondents said they are open all year	
❖ Percent tourism businesses that are locally owned	93.94% of business survey respondents have businesses that are locally owned in the Kootenay Rockies region	

<b>Protection of Natural Resources and Attractions</b>		
❖ Number of protected marine and terrestrial areas (i.e. regional/provincial/national parks and conservation areas)	4 National Parks, 76 Provincial Parks , ~15 conservation areas	3
❖ Total square KM of protected areas	Total square km protected areas: 10,402	
❖ Percentage of local tourism businesses that support the conservation and management of natural resources, biodiversity and landscapes, through donations and/or volunteering	57.58% of business survey respondents said yes	
<b>Energy Consumption</b>		
❖ Percent of tourism businesses implementing or participating in energy conservation programs or policies, such as renewable energy technologies	45.45% of business survey respondents said yes. <b>Breakdown of survey responses:</b> Creating an action plan to minimize energy/fuel consumption - 27.27% Using energy/fuel efficient equipment and technologies - 63.64% Have received an expert assessment and advice about energy efficiency - 12.12% Staff education about energy/fuel efficiency - 42.42% Guest education about energy/fuel efficiency - 27.27%	3, 7
❖ Total energy consumption (MJ) per capita per annum from all sources (overall, and by tourist sector - per person day)	Total energy consumption (2017) - 39,385,314,104 MJ Total energy consumption per capita (2017) = 267, 757 MJ or 267.75 GJ Tourist sector specific data is not available.	

❖ Percentage of total energy consumption from renewable sources (kWh) (at destinations and establishments)	Total Renewable Energy Usage (2017) - 4,606,313,084 kWh Percentage of total energy consumption from renewable sources: 42.10% for KR region Data for establishments not available.	
<b>Water Consumption</b>		
<ul style="list-style-type: none"> <li>❖ Total water volume (cubic m) consumed per capita, and per tourist per day</li> <li>❖ Percent of tourism businesses taking part in water conservation programs and applying conservation policies/techniques (i.e. hotels using water saving shower heads, irrigation techniques)</li> </ul>	<p>Total Water Usage in region= 734,524,878 m<sup>3</sup> Total Water Usage per capita = 4, 993 m<sup>3</sup> annually</p> <p>60.61% of business survey respondents said yes <b>Breakdown of business survey responses:</b> Stretch goals or action plan to minimize water consumption - 15.15% Standard operating policies to conserve water - 54.55% Investments in water conservation equipment/technology (i.e. low flow fixtures or aerators, low flow appliances, or low flow irrigation) - 21.21% Guest education and incentives to conserve water - 30.30% Rainwater or greywater harvesting - 12.12%</p>	3
<b>Waste and Recycling</b>		
❖ Number (and percentage) of tourism businesses involved in recycling, with a system for the separation of paper/cardboard, glass, metal and hazardous waste (at minimum)	96.97% of business survey respondents are involved in recycling. <b>Breakdown of business survey responses:</b> Paper and cardboard - 93.94%, Plastic - 81.82%, Glass - 84.85%, Metal - 72.73%, Hazardous waste - 39.39%, Organic material (compost) - 48.48% None, we do not have an established recycling system - 3.03%	3

<ul style="list-style-type: none"> <li>❖ Waste volume produced by the destination (tonnes)/person/year (measure by month, and/or by waste attributable to tourism)</li> <li>❖ Volume of waste recycled (metres cubed) monthly, as percentage of total volume of waste (specify by different types)</li> </ul>	<p>Total waste volume in KR region (2018): 132,228.77 tonnes  <b>East Kootenay:</b> 0.667 tonnes/person annually  <b>Central Kootenay:</b> 0.469 tonnes/person annually  <b>Columbia Shuswap (areaA/B):</b> 0.730 tonnes/person annually  <b>Kootenay Boundary (areaA/B):</b> 0.593 tonnes/person annually</p> <p>Total volume recycled: 4895 tonnes annual (2018) ~ 407, 916 m3 monthly  Total percentage of waste recycled: 3.7%  <b>Central Kootenay</b> - 736 tonnes  <b>Columbia Shuswap</b> - 2560 tonnes  <b>East Kootenay</b> - 74 tonnes  <b>Kootenay Boundary</b> - 1525 tonnes</p>	
<p><b>Climate Change / Emissions</b></p>		
<ul style="list-style-type: none"> <li>❖ Total carbon footprint equivalent for tourism businesses</li> <li>❖ Percentage of tourism businesses measuring their GHG emissions</li> <li>❖ Number (and percentage) of businesses participating in carbon reduction programs, such as offering public, active, and other low-impact transport options (i.e. bike share, shuttles, electric car plug-ins, etc.)</li> </ul>	<p>0% of business survey respondents provided their carbon footprint</p> <p>3.03% of business survey respondents are currently measuring their footprint.</p> <p>27.27% of business survey respondents said yes.  <b>Breakdown of survey responses:</b>  Offering, promoting or incentivizing climate friendly transportation for staff and guests (i.e. bicycle rentals/use, group shuttles or ride share programs, electric car charging stations, public transportation, other active transport methods) - 21.21%,  Operational or behaviour changes that reduce demand for transportation, energy and fuel -27.27%  Building, vehicle, or equipment retrofits - 15.15%  Fuel switching for vehicles, equipment, or HVAC - 6.06%  Producing renewable energy/fuel on-site (solar, wind, biofuel, micro hydro, etc.) - 18.18%</p>	<p>3, 7</p>

<p>❖ Total GHG emissions per capita in the destination</p>	<p>Replaced fuel vehicles with electric vehicles or equipment - 6.06%  Waste reduction initiatives to divert waste from the landfill - 45.45%  Low carbon customer/event offer(s) - 9.09%  Purchasing verified carbon credits or renewable energy credits - 3.03%</p> <p>Total GHG emissions per capita in KR Region: 2.97380655 CO2e (t)/person  Total GHG emissions in KR Region (2012) - 814, 561.3 tonnes</p> <p><b>Central Kootenay:</b> 2.59343901 CO2E (t)/person  <b>Central Kootenay Unincorporated Areas:</b> 1.903983624 CO2E (t)/person  <b>East Kootenay Unincorporated Areas:</b> 2.775936508 CO2E (t)/person  <b>East Kootenay:</b> 3.456441911 CO2E (t)/person  <b>Kootenay Boundary:</b> 3.478839822 CO2E (t)/person  <b>Kootenay Boundary Unincorporated Area:</b> 3.447222513 CO2E (t)/person  <b>Columbia Shuswap Unincorporated Areas:</b> 2.172503372 CO2E (t)/person  <b>Columbia Shuswap:</b> 3.50176276 CO2E (t)/person</p>	
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