

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 2019, 2020 and 2021.
- 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 **386,500** Domestic Visitors. In Q1 2020 the Region saw **330,300** Domestic Visitors and in Q1 2021 **301,500** Domestic Visitors. A **decrease** of **-22%** compared to 2019 and **-9%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of New Brunswick and the Yukon when compared to 2019.
- 2021 saw a **decrease** in visitation from every Province with the exception of Alberta and the Yukon 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.

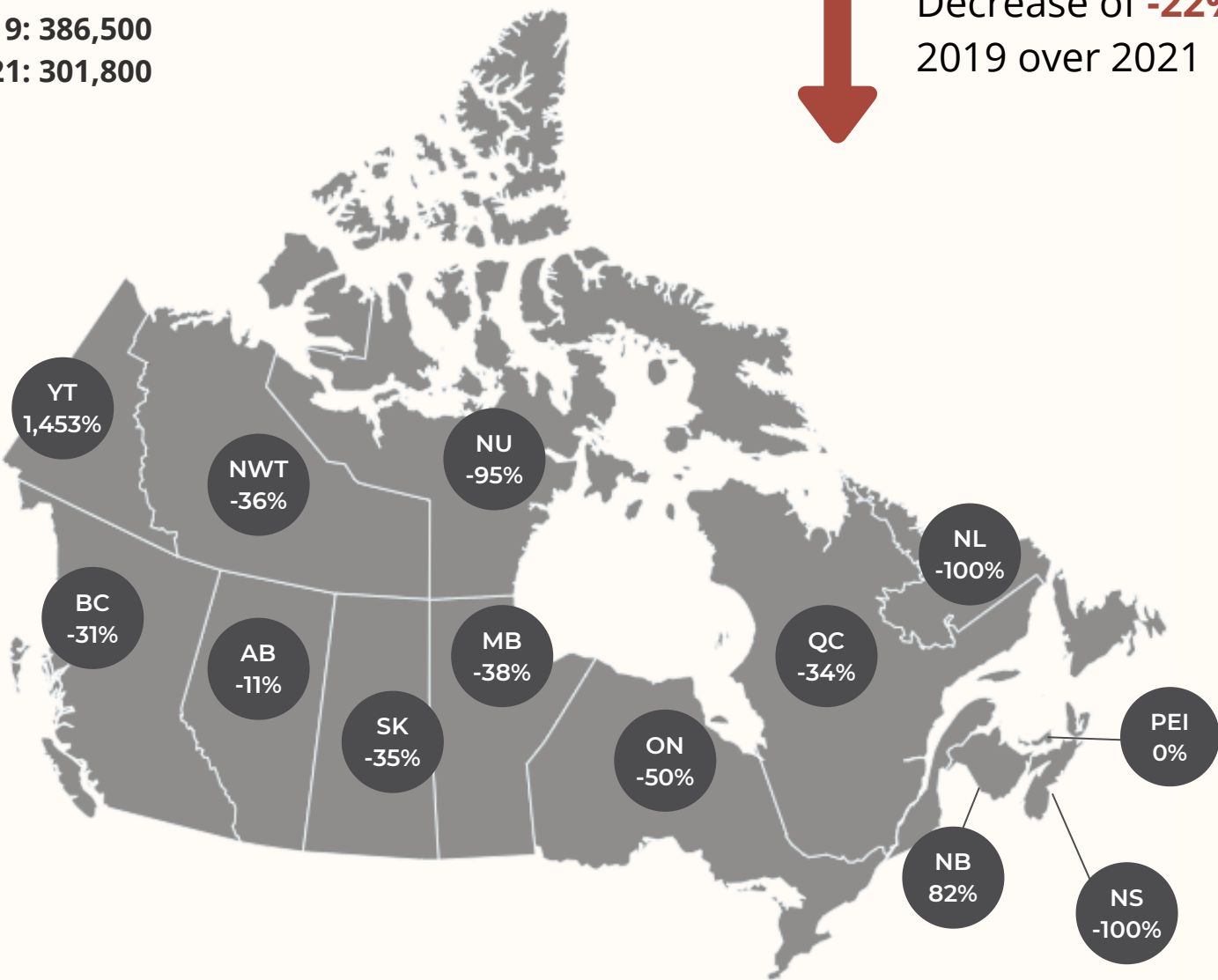
2019 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2019 vs. 2021

2019: 386,500
2021: 301,800

Canada

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



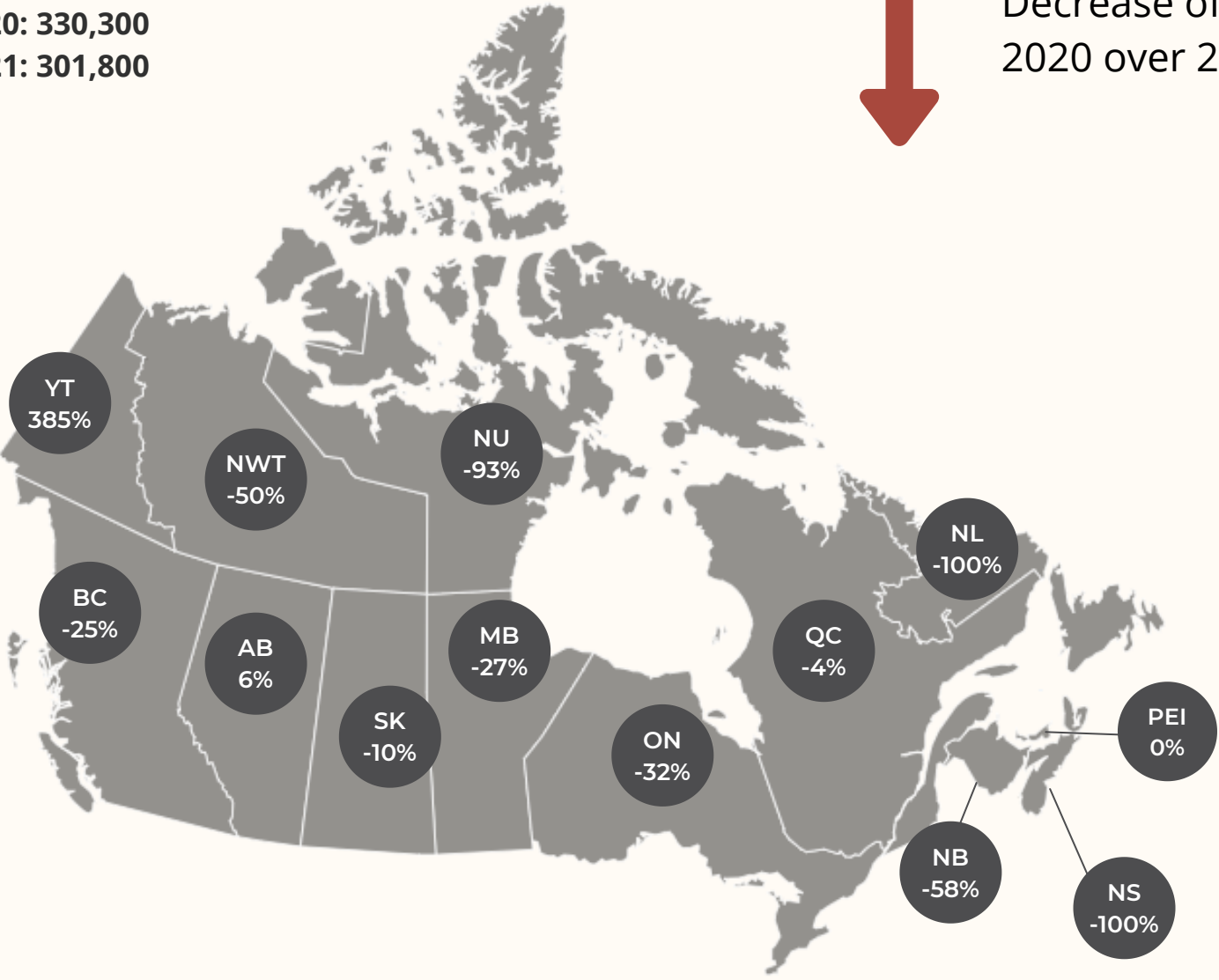
2020 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2020 vs. 2021

2020: 330,300
2021: 301,800

Canada

Decrease of **-9%**
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

Q2 2019/2020 VS. Q2 2021: DOMESTIC VISITORS BY QUARTER

KOOTENAY ROCKIES



Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

Overview

- In Q2 2019 the Kootenay Rockies Region saw an average of **540,500** Domestic Visitors. In Q2 2020 the Region saw **332,000** Domestic Visitors and in Q2 2021 **332,800** Domestic Visitors. A **decrease** of **-38%** compared to 2019 and a **0.3% increase** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province when compared to 2019.
- 2021 saw a **decrease** in visitation from every Province with the exception of BC 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.

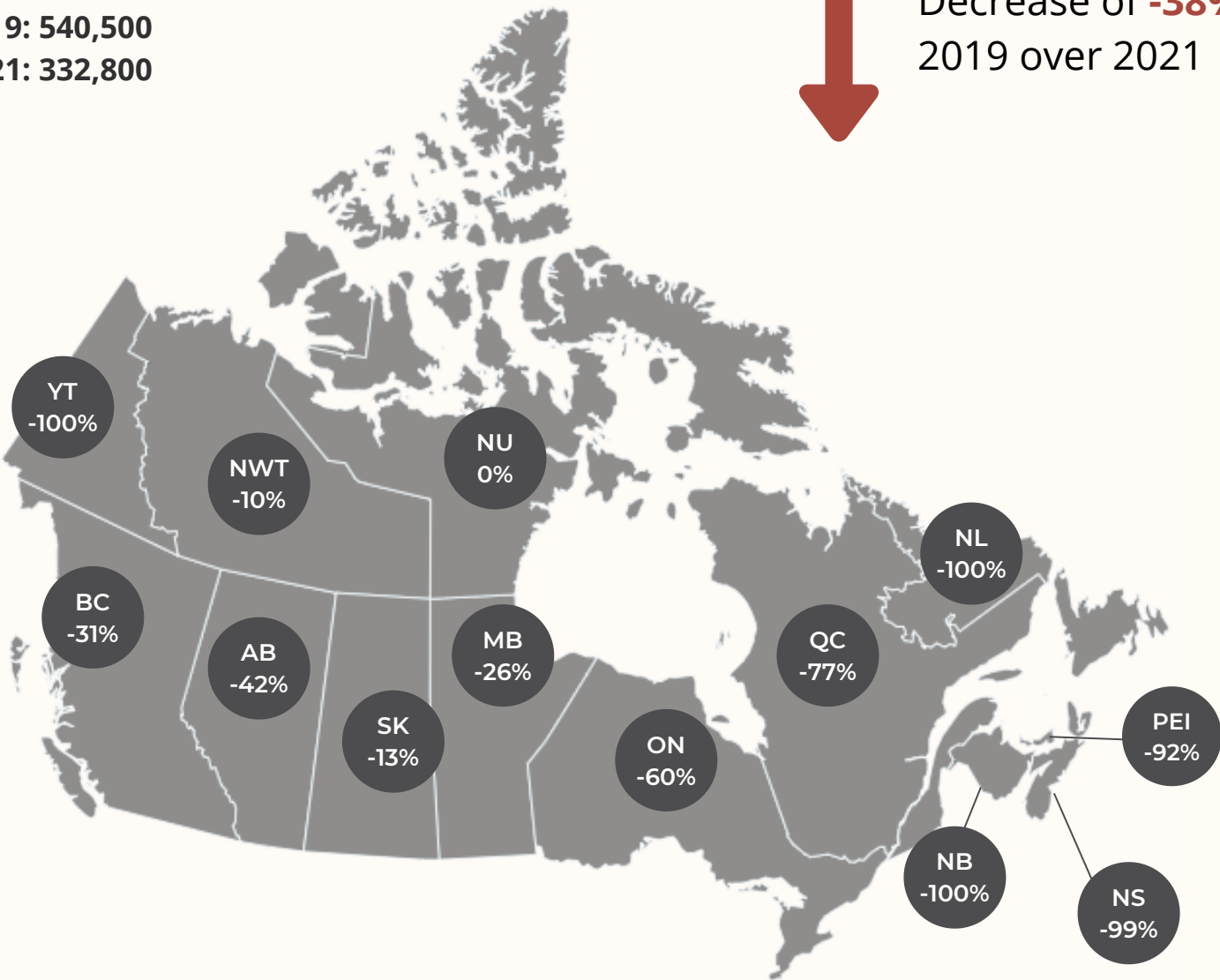
2019 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2019 vs. 2021

2019: 540,500
2021: 332,800

Canada

Decrease of **-38%**
2019 over 2021



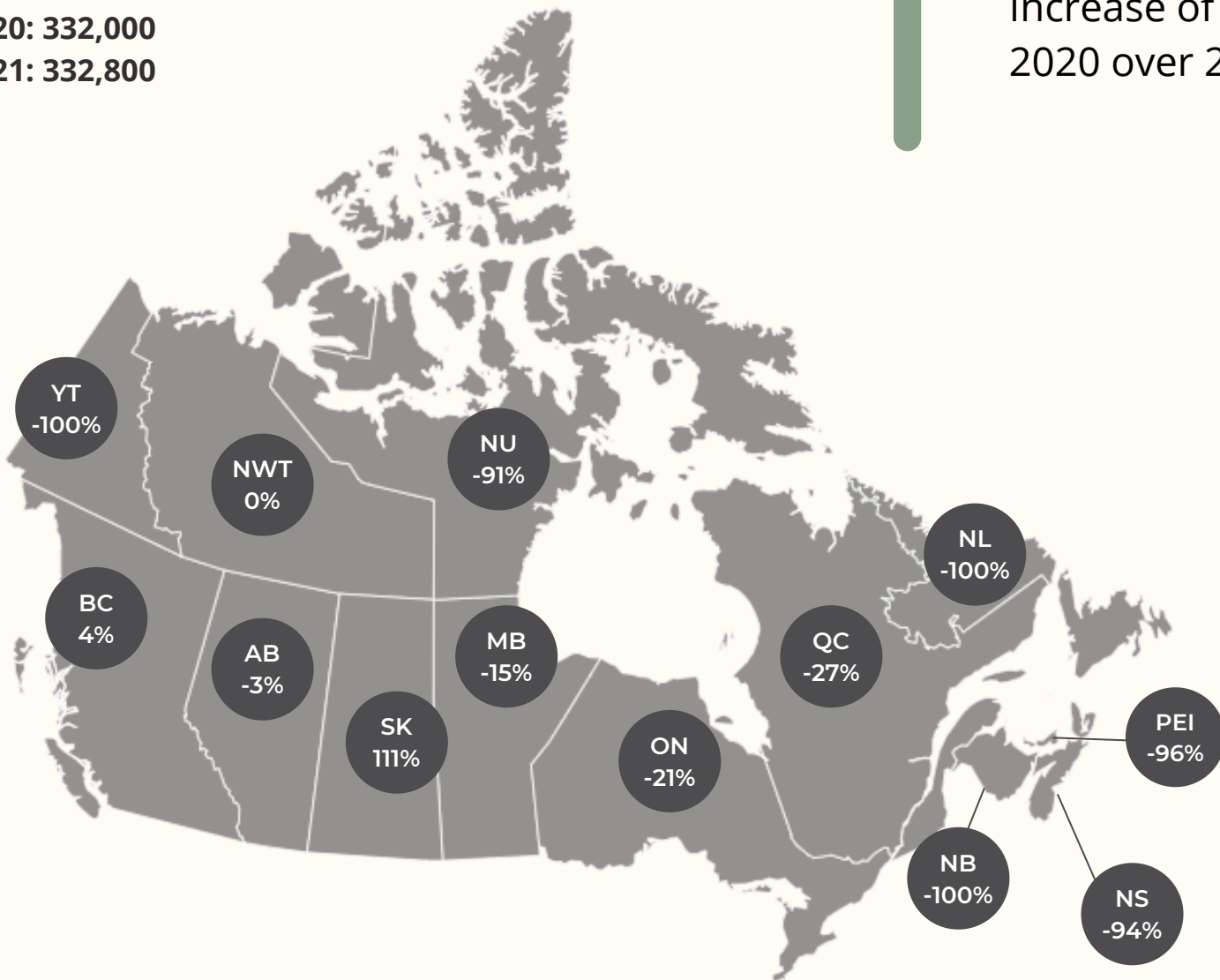
2020 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2020 vs. 2021

2020: 332,000
2021: 332,800

Canada

Increase of **0.3%**
2020 over 2021



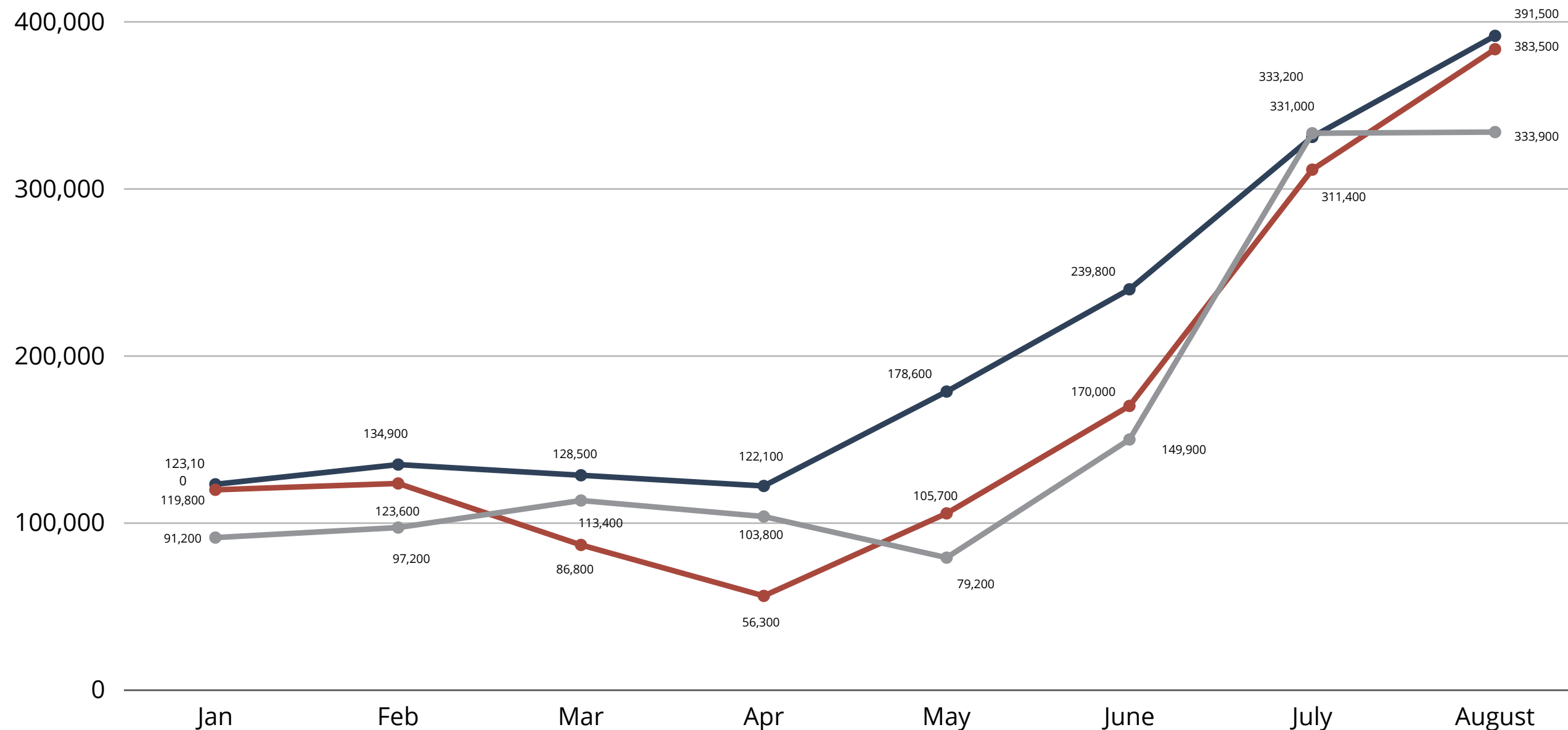
*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

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

- June 2021 saw a **-12%** decrease in visits compared to June 2020 and a **-37%** decrease compared to 2019.
- July 2021 saw a **7%** increase in visits compared to July 2020 and a **1%** increase compared to 2019.
- August 2021 saw a **-13%** decrease compared to August 2020 and a **-15%** decrease compared to 2019.

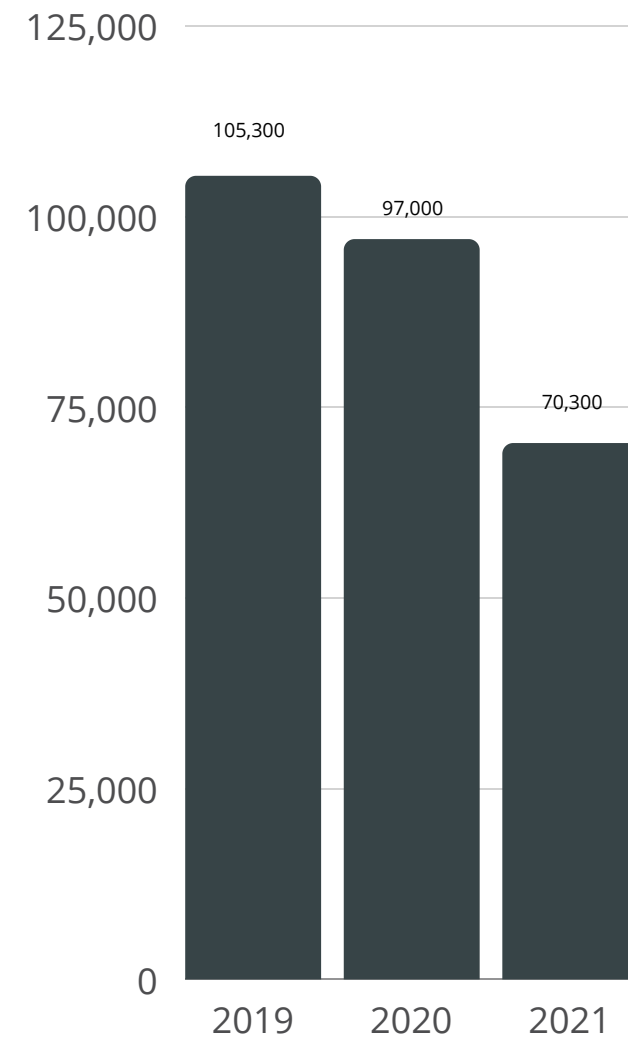
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

BRITISH COLUMBIA INSIGHTS

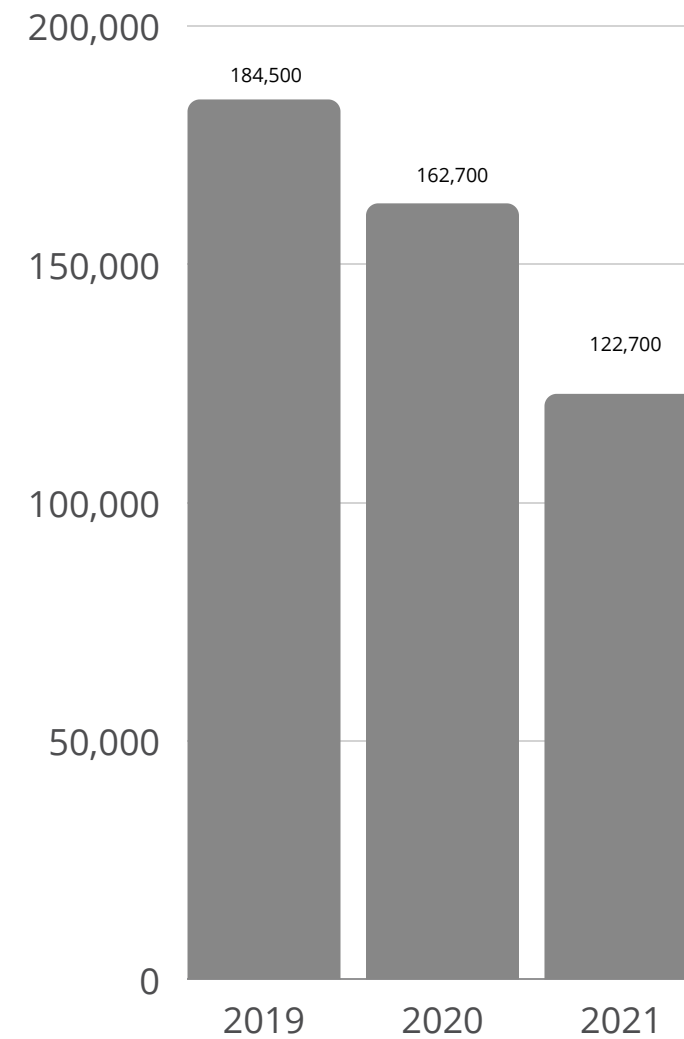
KOOTENAY ROCKIES VISITATION - Q1

BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

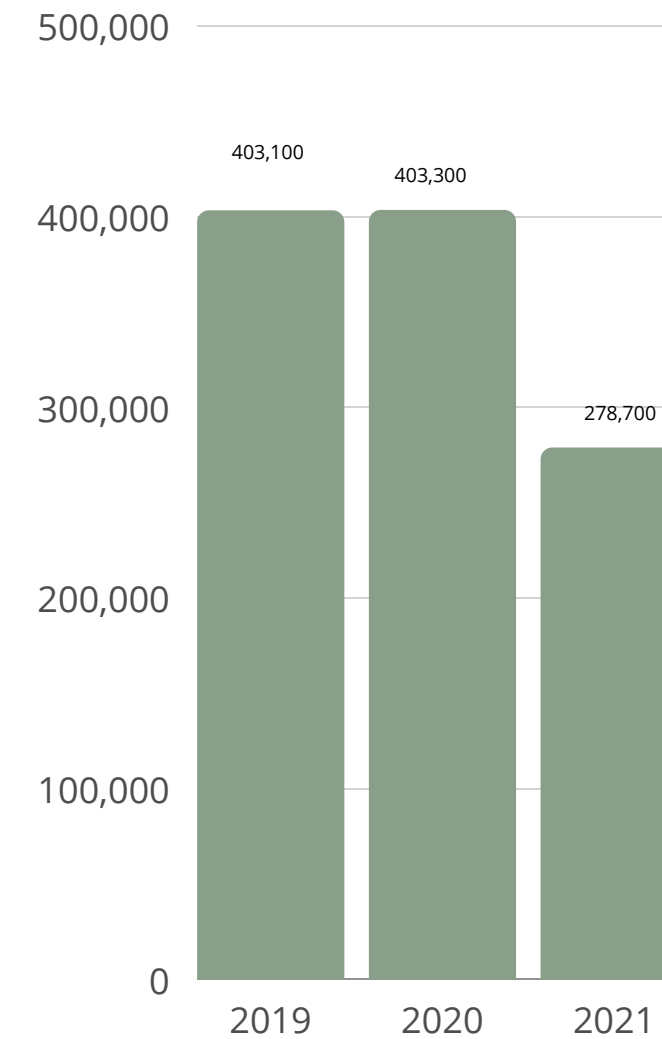
Number of Visitors to the Kootenay Rockies from BC in Q1



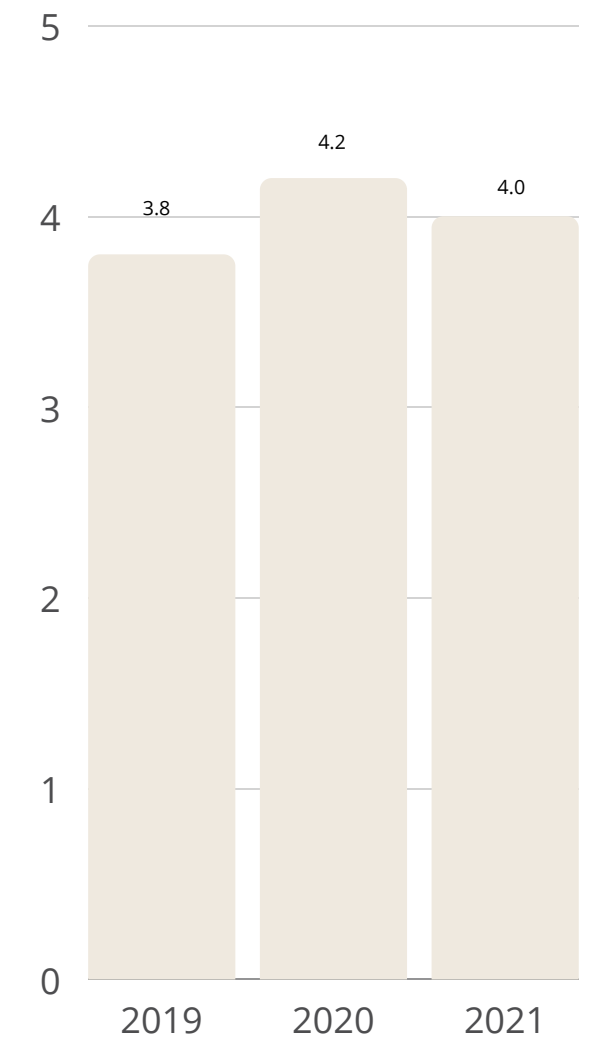
Number of Trips to the Kootenay Rockies from BC in Q1



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



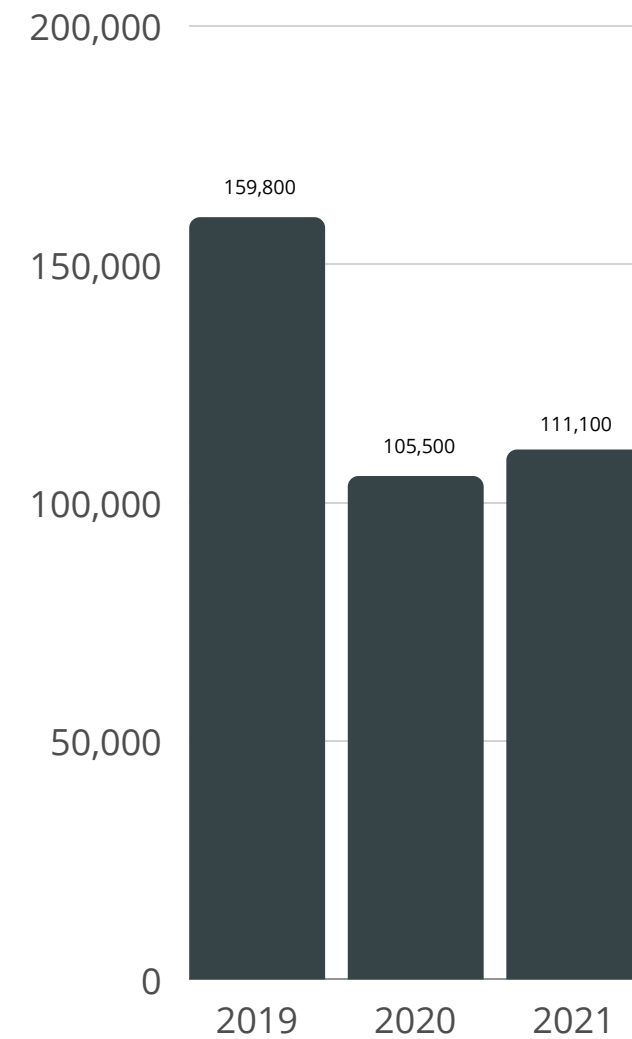
Night Stays/Visits to the Kootenay Rockies from BC in Q1



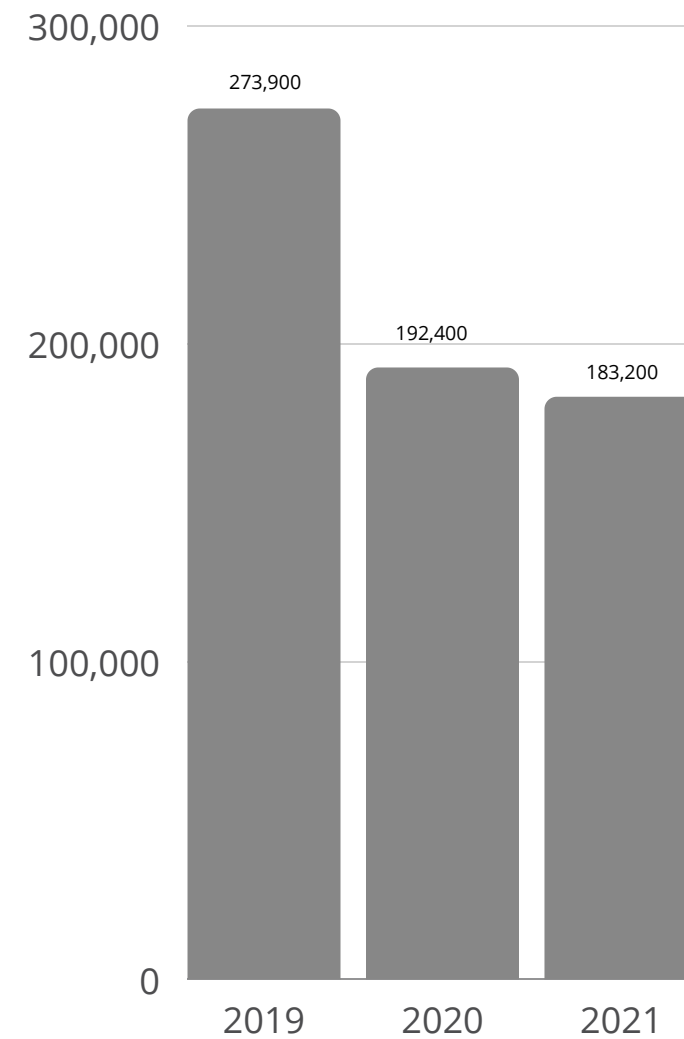
KOOTENAY ROCKIES VISITATION - Q2

BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

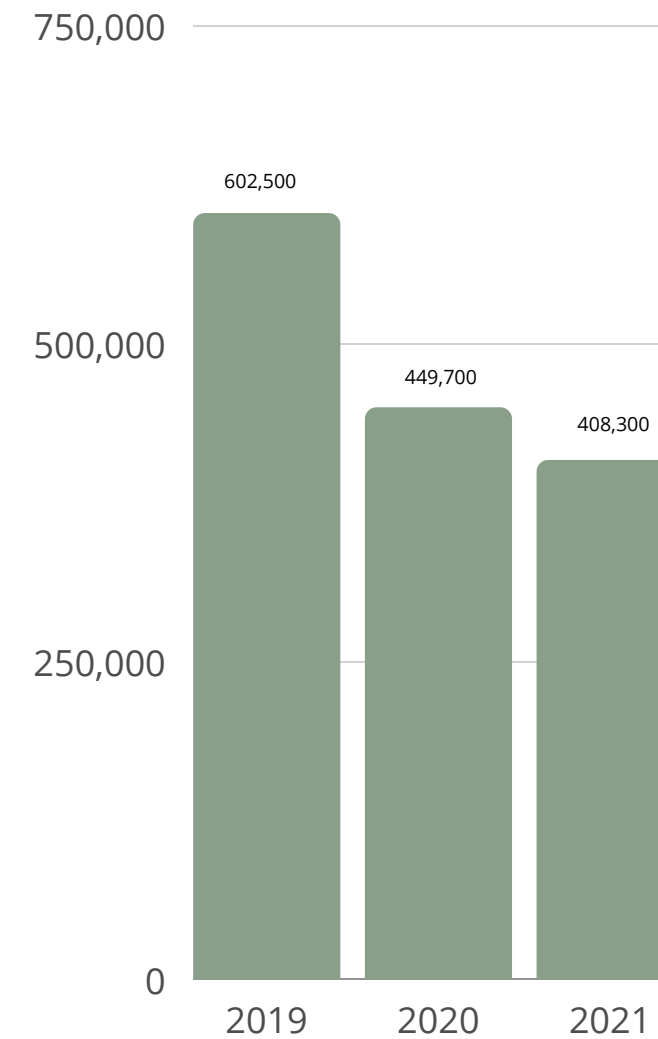
Number of Visitors to the Kootenay Rockies from BC in Q2



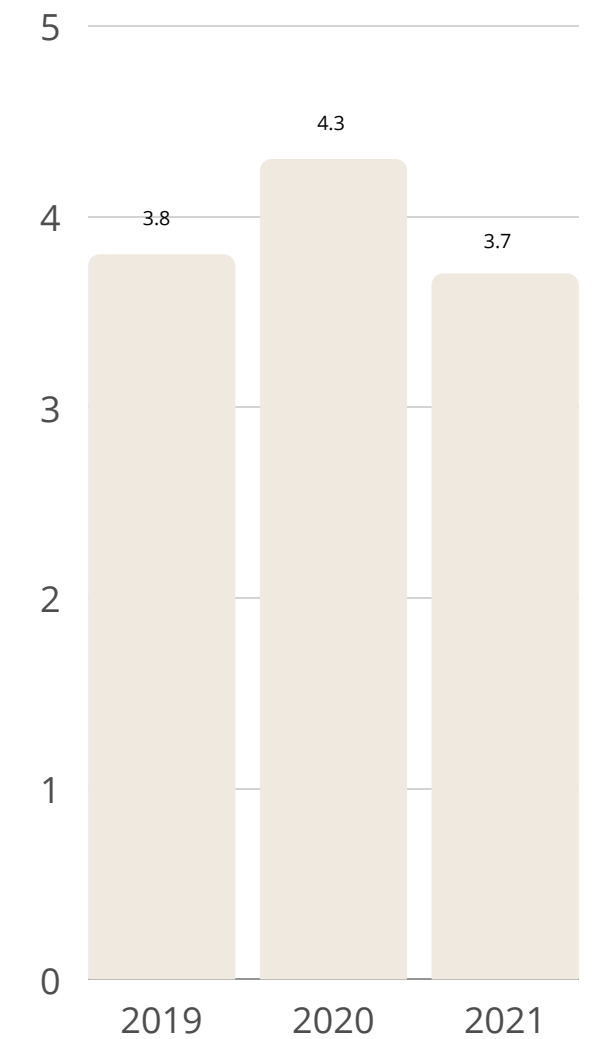
Number of Trips to the Kootenay Rockies from BC in Q2



Number of Nights Stayed in the Kootenay Rockies from BC in Q2



Night Stays/Visits to the Kootenay Rockies from BC in Q2



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 | 11,200 | Kelowna | 9,300 | Vancouver | 7,400 |
| Kelowna | 8,700 | Vancouver | 8,000 | Kelowna | 4,500 |
| Cranbrook | 6,000 | Cranbrook | 5,500 | Surrey | 3,200 |
| Kamloops | 4,500 | Surrey | 4,300 | Cranbrook | 2,800 |
| Surrey | 4,400 | Kamloops | 3,900 | Abbotsford | 2,700 |
| Abbotsford | 2,900 | Creston | 2,700 | Kamloops | 2,400 |
| Vernon | 2,800 | Abbotsford | 2,600 | Salmon Arm | 2,300 |
| Burnaby | 2,300 | Vernon | 2,300 | Kimberley | 2,300 |
| Kimberley | 2,300 | West Kelowna | 2,300 | Vernon | 2,100 |
| Nelson | 2,300 | Burnaby | 2,200 | Chilliwack | 2,000 |

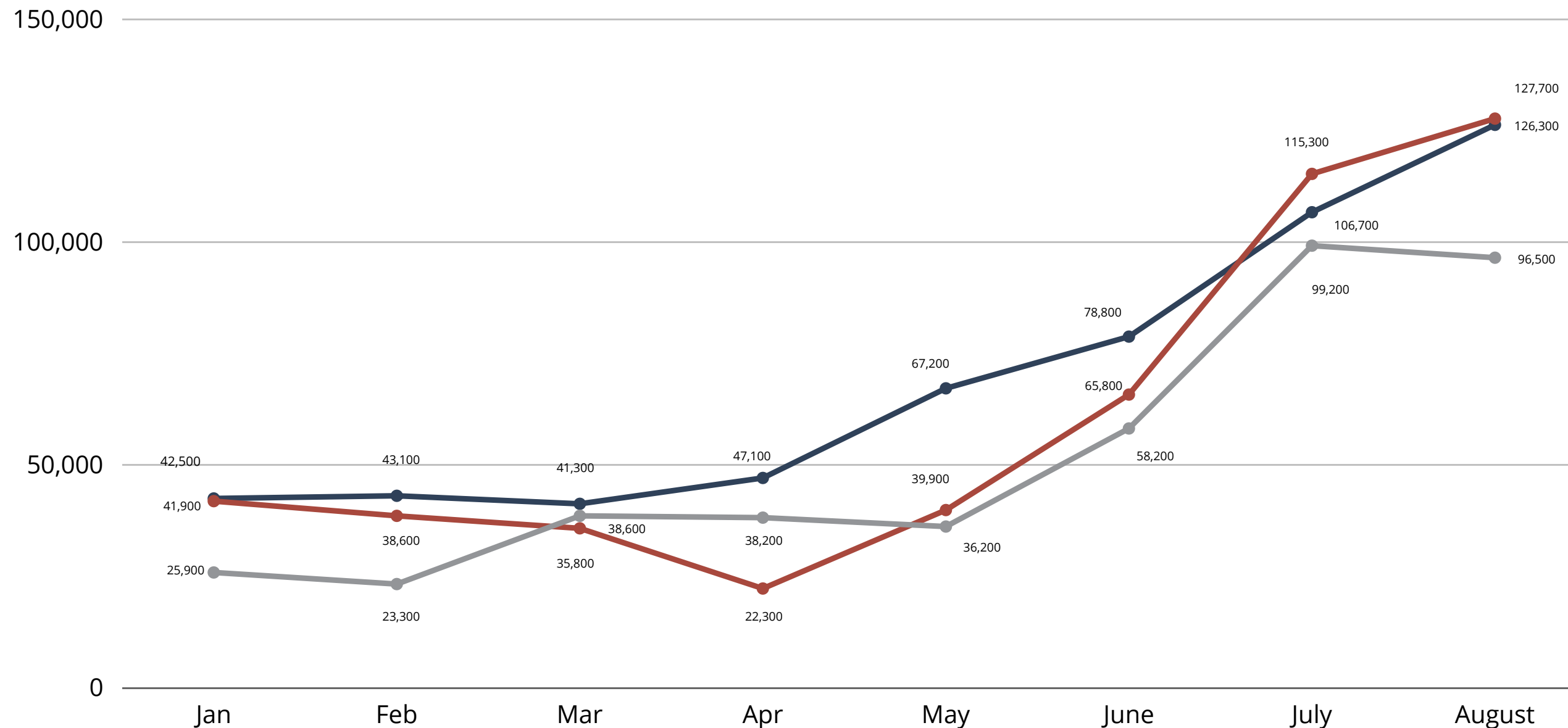
BC VISITS TO KOOTENAY ROCKIES BY QUARTER - Q2

NUMBER OF VISITS TO KOOTENAY ROCKIES BY ORIGIN CITY

| City | 2019 Visitor Count | City | 2020 Visitor Count | City | 2021 Visitor Count |
|--------------|-----------------------|--------------|-----------------------|---------------|-----------------------|
| Kelowna | 12,400 | Kelowna | 10,600 | Kelowna | 8,800 |
| Vancouver | 11,600 | Vancouver | 6,800 | Kamloops | 8,700 |
| Cranbrook | 9,400 | Kamloops | 6,300 | Vancouver | 7,000 |
| Surrey | 8,600 | Surrey | 6,300 | Surrey | 5,800 |
| Kamloops | 8,300 | Cranbrook | 5,700 | Cranbrook | 3,700 |
| Vernon | 4,100 | Vernon | 3,800 | Prince George | 2,900 |
| Abbotsford | 3,800 | Abbotsford | 3,600 | West Kelowna | 2,900 |
| West Kelowna | 3,300 | West Kelowna | 2,400 | Vernon | 2,800 |
| Burnaby | 3,300 | Burnaby | 2,100 | Nelson | 2,700 |
| Richmond | 3,300 | Kimberley | 2,000 | Kimberley | 2,500 |

BRITISH COLUMBIA VISITATION

BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



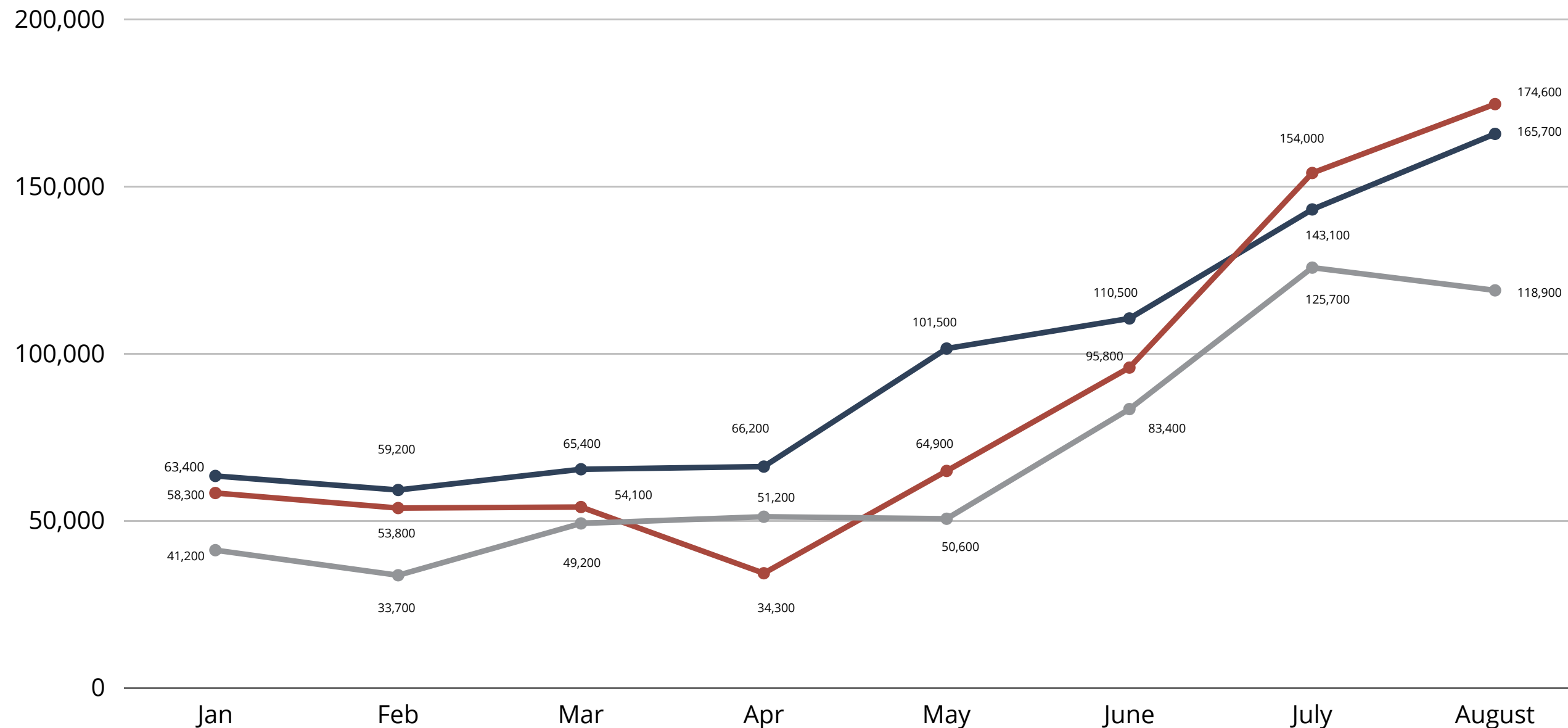
KEY FINDINGS

- June 2021 saw a **-11%** decrease in visits compared to June 2020 and a **-26%** decrease compared to 2019.
- July 2021 saw a **-14%** decrease compared to July 2020 and a **-7%** decrease compared to 2019.
- August 2021 saw a **-24%** decrease compared to August 2020 and a **-24%** 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



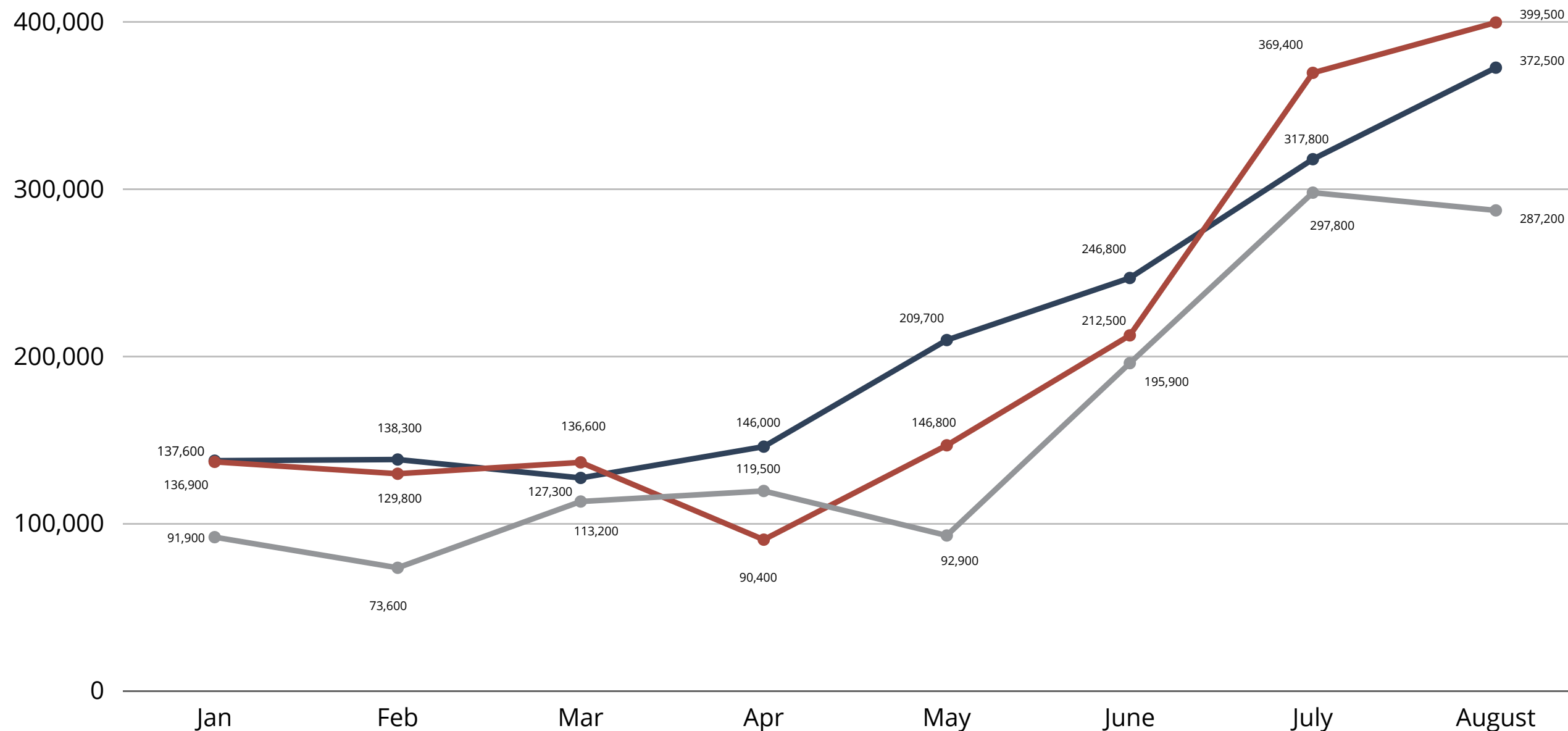
KEY FINDINGS

- June 2021 saw a **-13%** decrease in visits compared to June 2020 and a **-25%** decrease compared to 2019.
- July 2021 saw a **-18%** decrease compared to July 2020 and a **-12%** decrease compared to 2019.
- August 2021 saw a **-32%** decrease compared to August 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



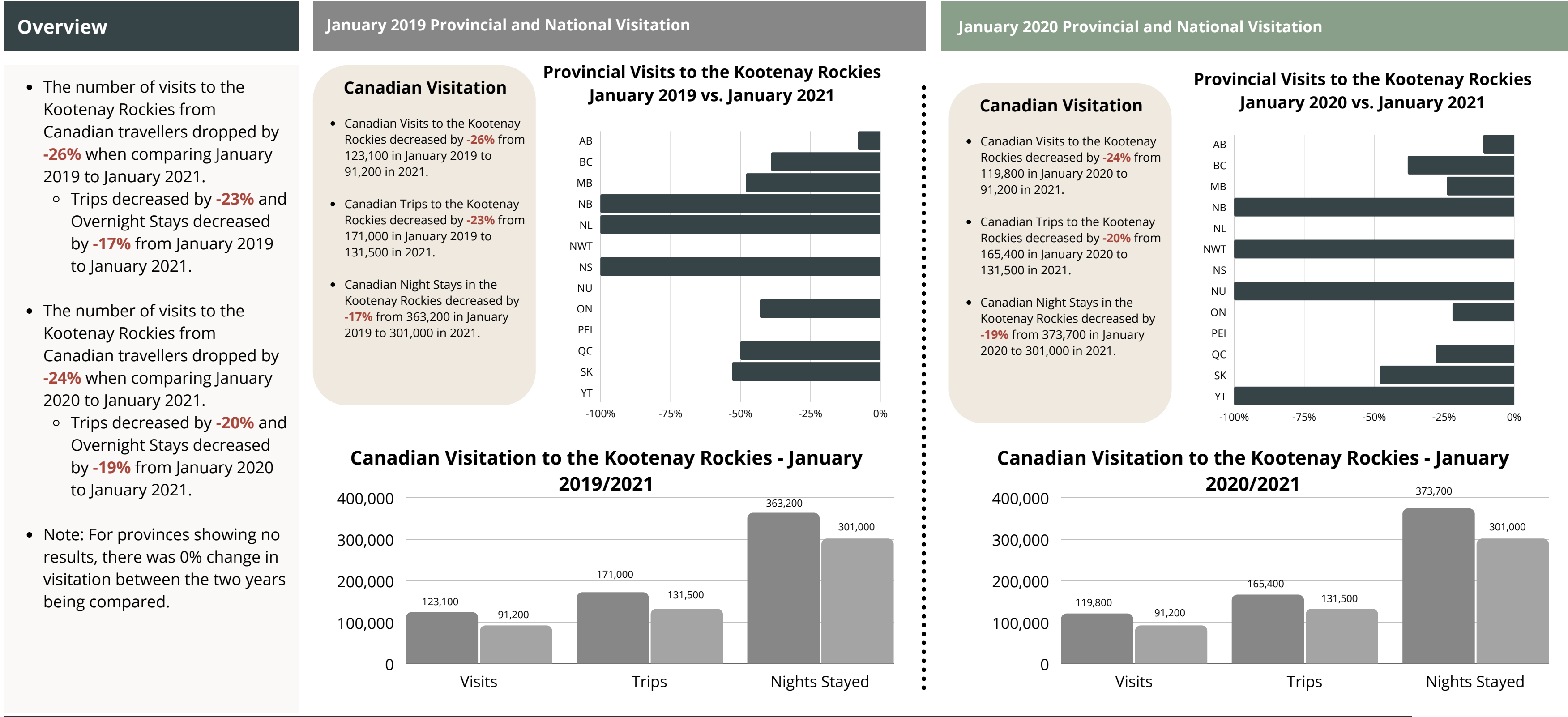
KEY FINDINGS

- June 2021 saw a **-8%** decrease in visits compared to June 2020 and a **-25%** decrease compared to 2019.
- July 2021 saw a **-19%** decrease compared to July 2020 and a **-6%** decrease compared to 2019.
- August 2021 saw a **-28%** decrease compared to August 2020 and a **-23%** 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

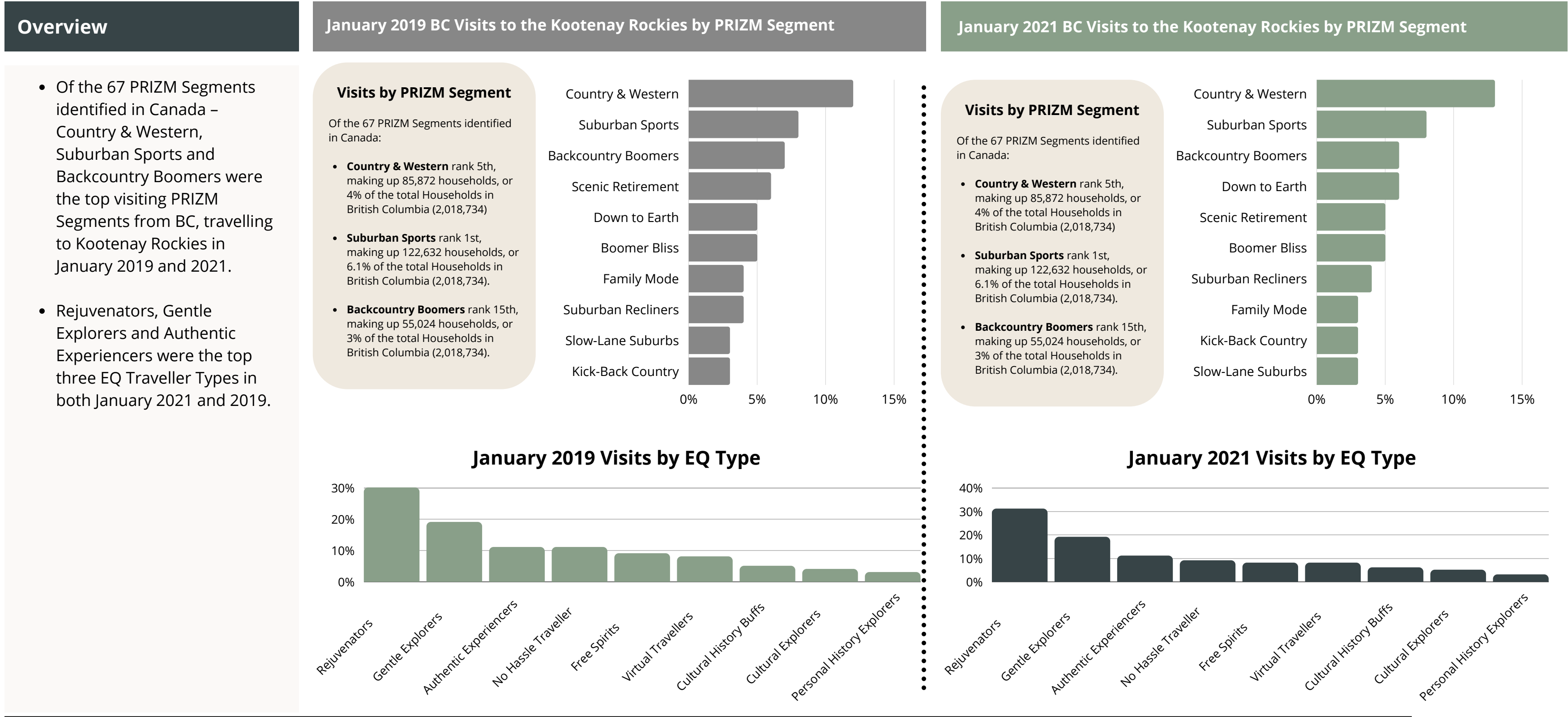
KOOTENAY ROCKIES REGION



*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

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

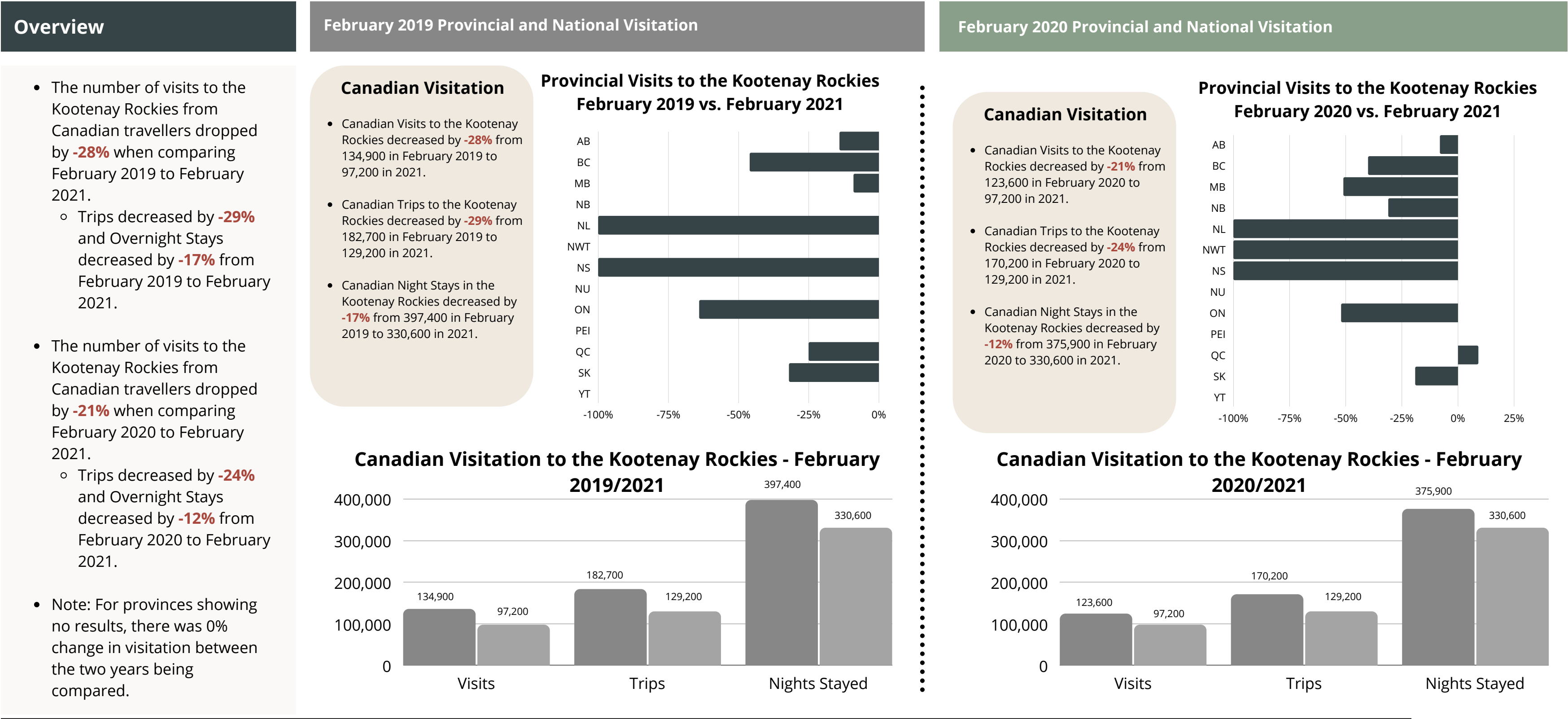
KOOTENAY ROCKIES REGION



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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

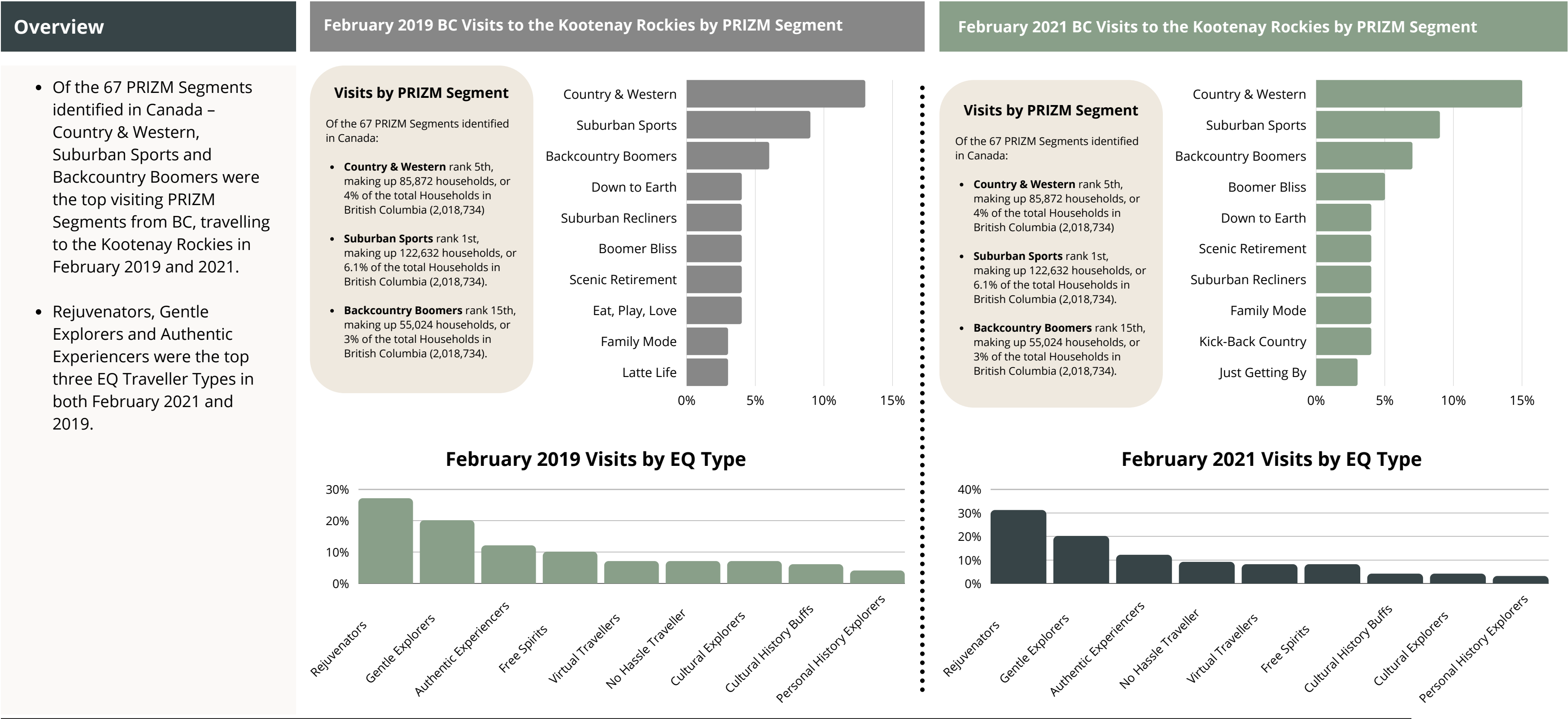
KOOTENAY ROCKIES REGION



*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



February 2019 Visits by EQ Type

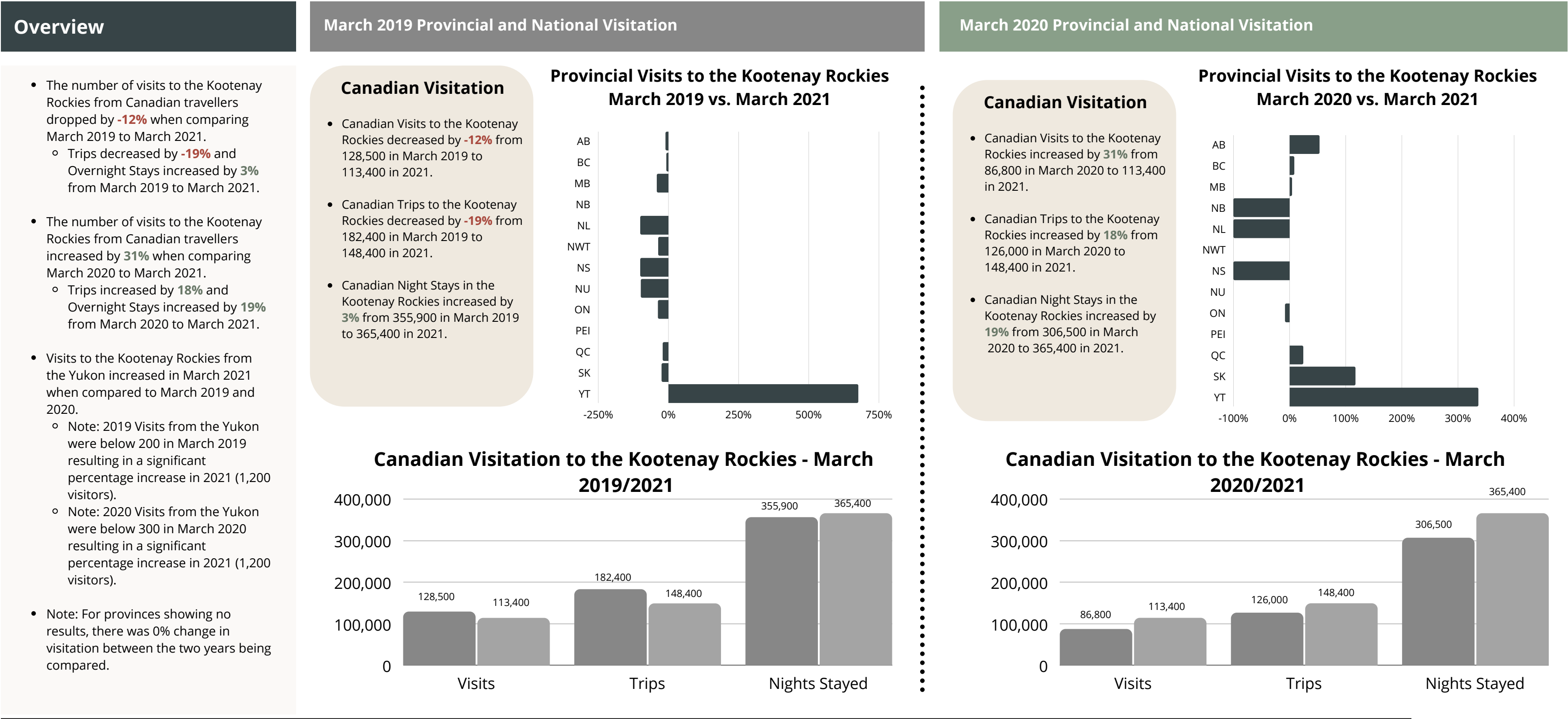
| EQ Type | Percentage of Visits |
|----------------------------|----------------------|
| Rejuvenators | 28% |
| Gentle Explorers | 20% |
| Authentic Experiencers | 12% |
| Free Spirits | 10% |
| Virtual Travellers | 8% |
| No Hassle Traveller | 7% |
| Cultural Explorers | 7% |
| Cultural History Buffs | 6% |
| Personal History Explorers | 4% |

February 2021 Visits by EQ Type

| EQ Type | Percentage of Visits |
|----------------------------|----------------------|
| Rejuvenators | 32% |
| Gentle Explorers | 20% |
| Authentic Experiencers | 12% |
| No Hassle Traveller | 9% |
| Virtual Travellers | 8% |
| Free Spirits | 8% |
| Cultural History Buffs | 4% |
| Cultural Explorers | 4% |
| Personal History Explorers | 3% |

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

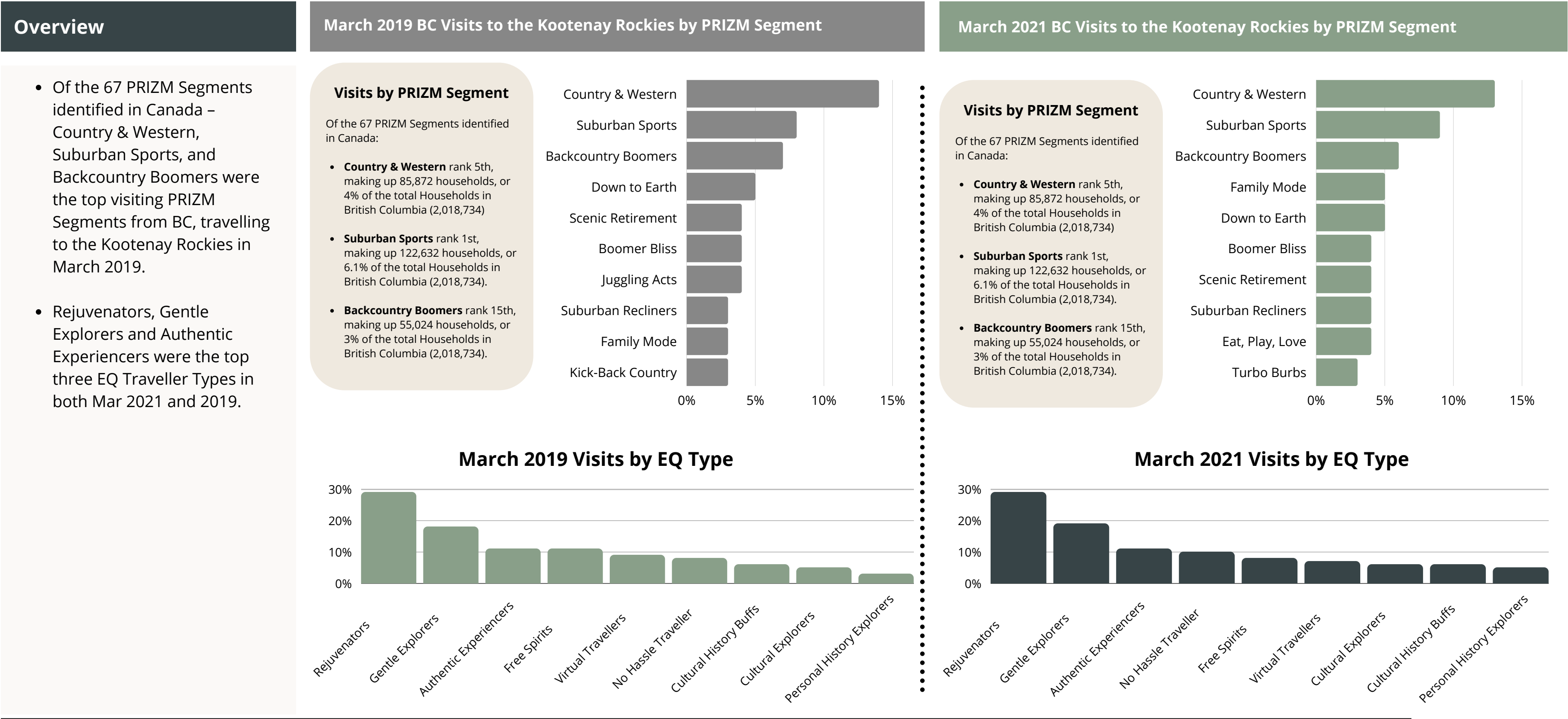
KOOTENAY ROCKIES REGION



*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



*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

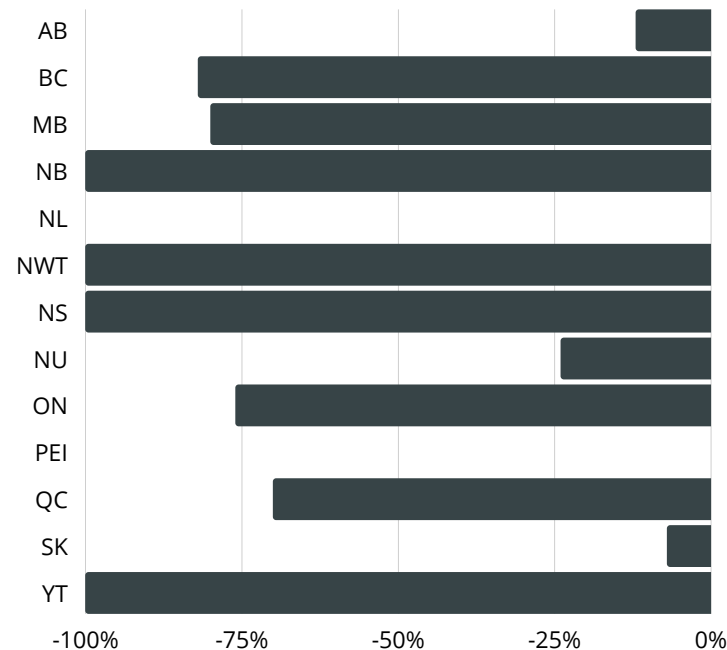
Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-15%** when comparing April 2019 to April 2021.
 - Trips decreased by **-10%** and Overnight Stays increased by **0.04%** from April 2019 to April 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **84%** when comparing April 2020 to April 2021.
 - Trips increased by **52%** and Overnight Stays increased by **28%** from April 2020 to April 2021.
- Visits to the Kootenay Rockies from Saskatchewan increased in April 2021 when compared to April 2020.
 - Note: Visits from Saskatchewan were below 1,500 in April 2020 resulting in a significant percentage increase in April 2021 (5,600 visitors).
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

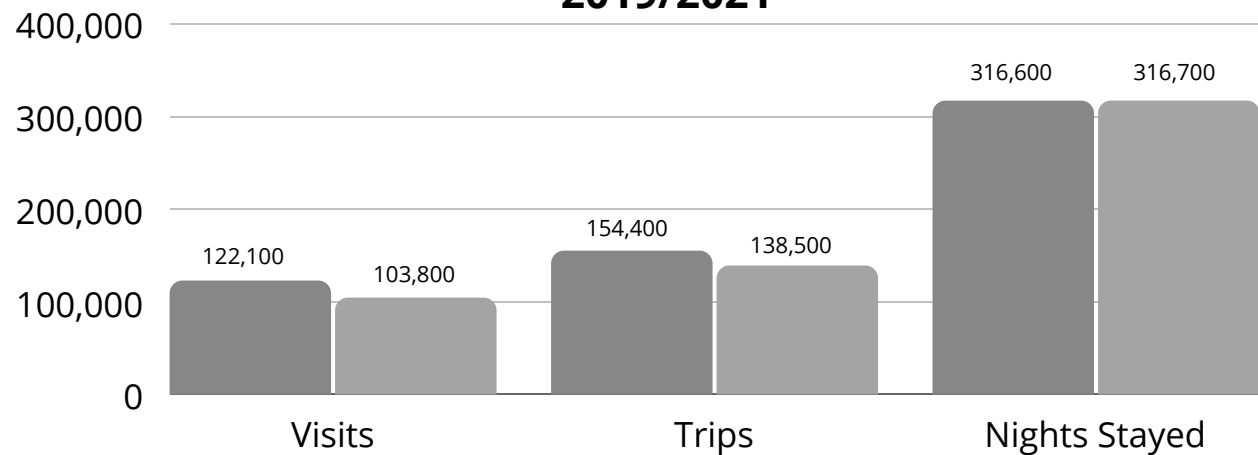
April 2019 Provincial and National Visitation

- #### Canadian Visitation
- Canadian Visits to the Kootenay Rockies decreased by **-15%** from 122,100 in April 2019 to 103,800 in 2021.
 - Canadian Trips to the Kootenay Rockies decreased by **-10%** from 154,400 in April 2019 to 138,500 in 2021.
 - Canadian Night Stays in the Kootenay Rockies increased by **0.04%** from 316,600 in April 2019 to 316,700 in 2021.

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



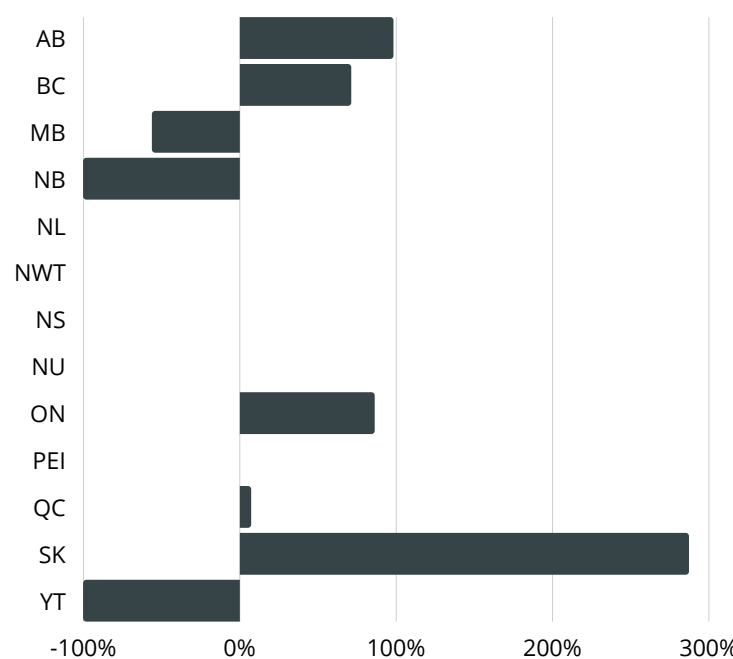
Canadian Visitation to the Kootenay Rockies - April
2019/2021



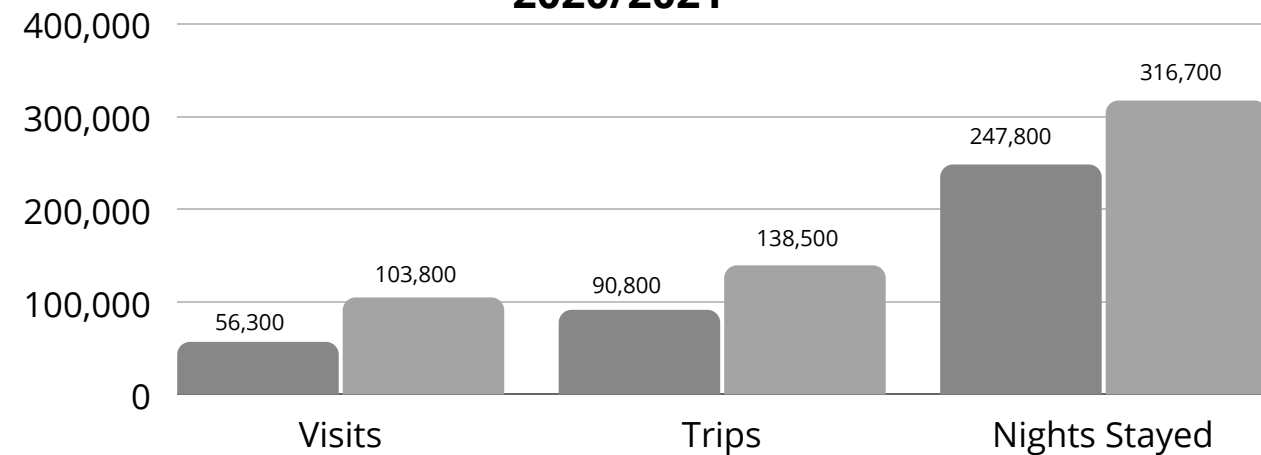
April 2020 Provincial and National Visitation

- #### Canadian Visitation
- Canadian Visits to the Kootenay Rockies increased by **84%** from 56,300 in April 2020 to 103,800 in 2021.
 - Canadian Trips to the Kootenay Rockies increased by **52%** from 90,800 in April 2020 to 138,500 in 2021.
 - Canadian Night Stays in the Kootenay Rockies increased by **28%** from 247,800 in April 2020 to 316,700 in 2021.

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



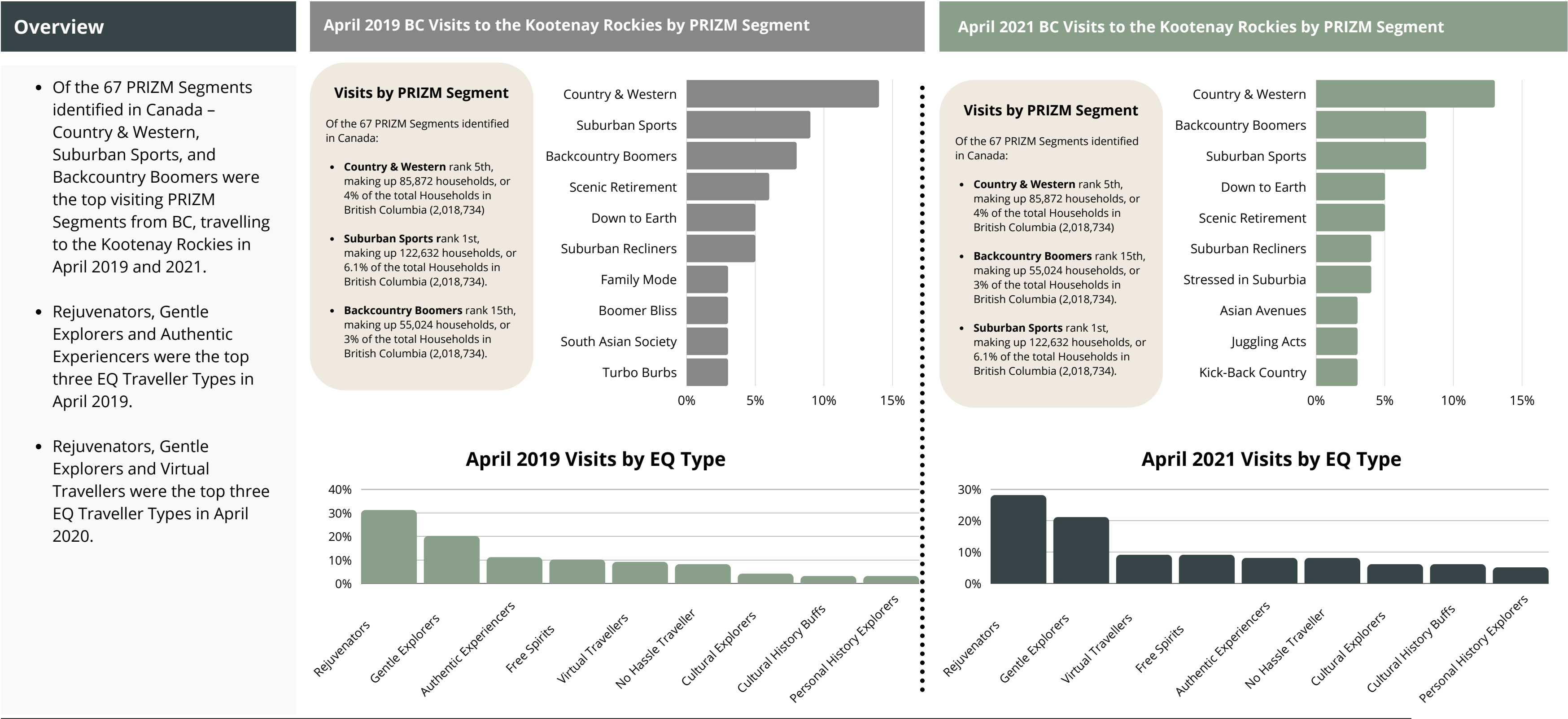
Canadian Visitation to the Kootenay Rockies - April
2020/2021



*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 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



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

KOOTENAY ROCKIES REGION

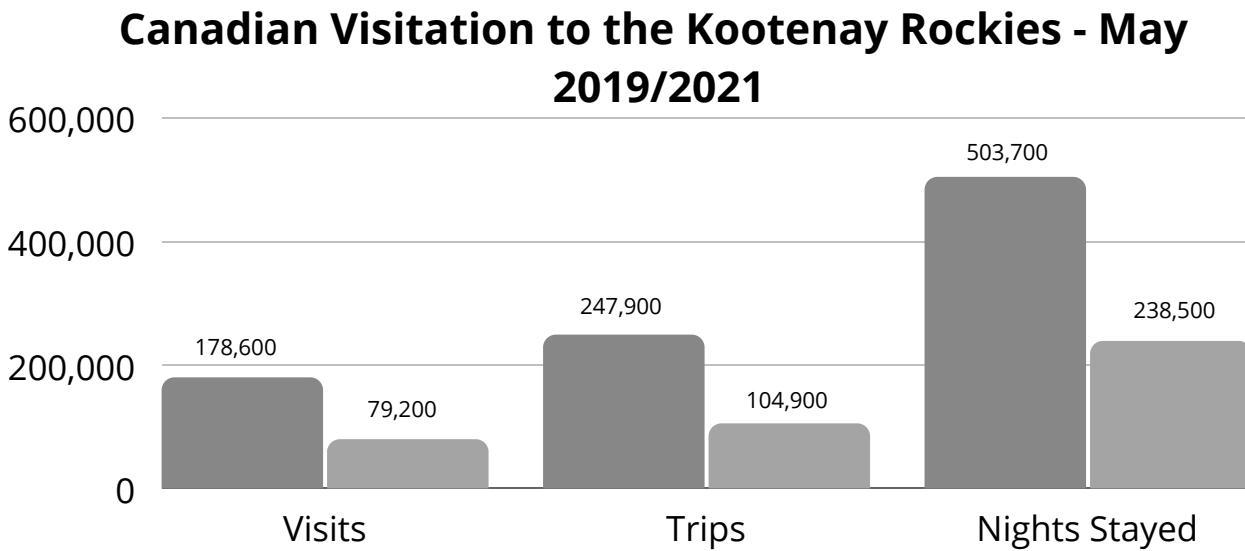
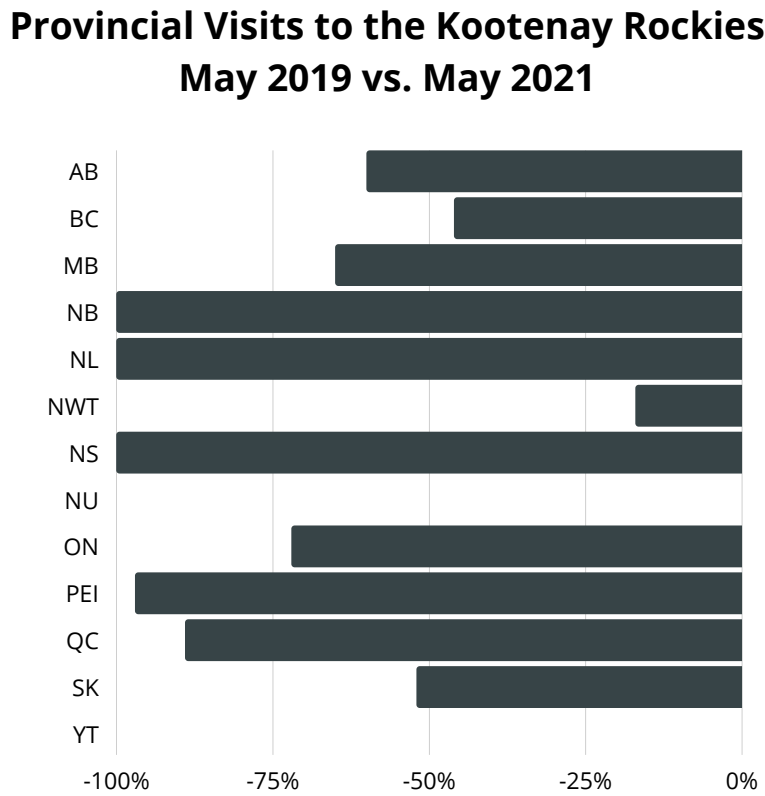
Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **-56%** when comparing May 2019 to May 2021.
 - Trips decreased by **-58%** and Overnight Stays decreased by **-53%** from May 2019 to May 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers decreased by **-25%** when comparing May 2020 to May 2021.
 - Trips decreased by **-38%** and Overnight Stays decreased by **-43%** from May 2020 to May 2021.
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

May 2019 Provincial and National Visitation

Canadian Visitation

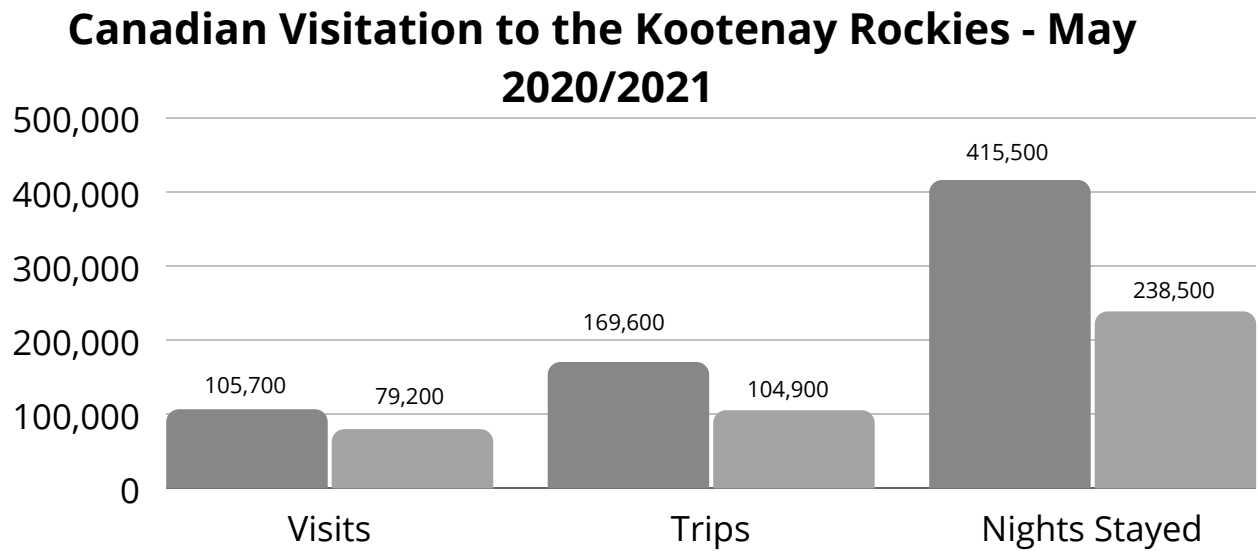
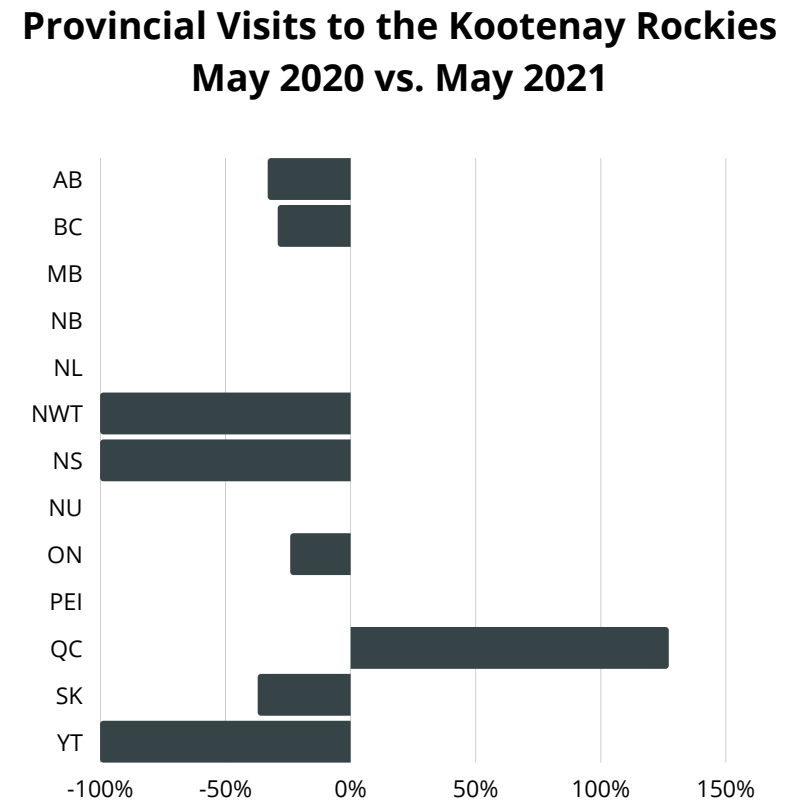
- Canadian Visits to the Kootenay Rockies decreased by **-56%** from 178,600 in May 2019 to 79,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-58%** from 247,900 in May 2019 to 104,900 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **-53%** from 503,700 in May 2019 to 238,500 in 2021.



May 2020 Provincial and National Visitation

Canadian Visitation

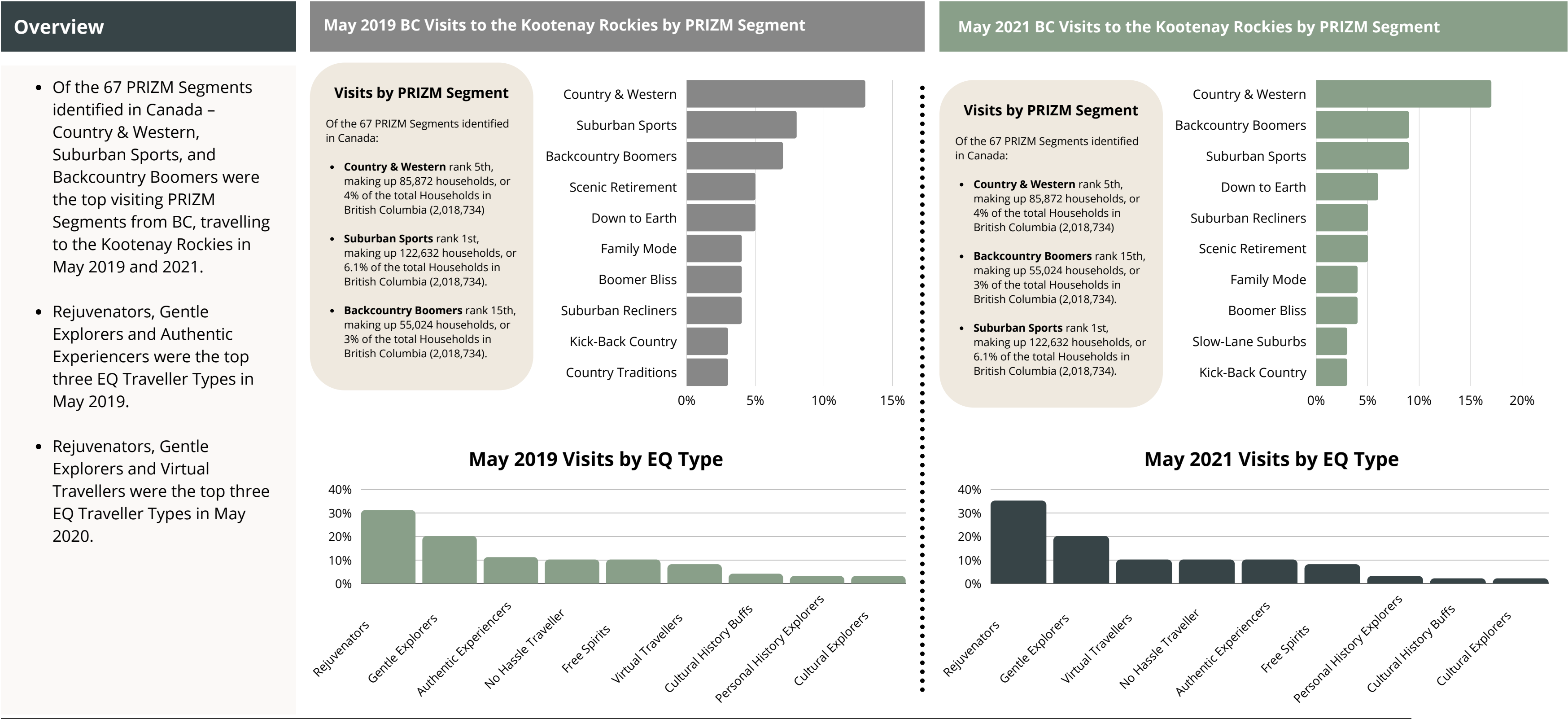
- Canadian Visits to the Kootenay Rockies decreased by **-25%** from 105,700 in May 2020 to 79,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-38%** from 169,600 in May 2020 to 104,900 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **-43%** from 415,500 in May 2020 to 238,500 in 2021.



*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 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

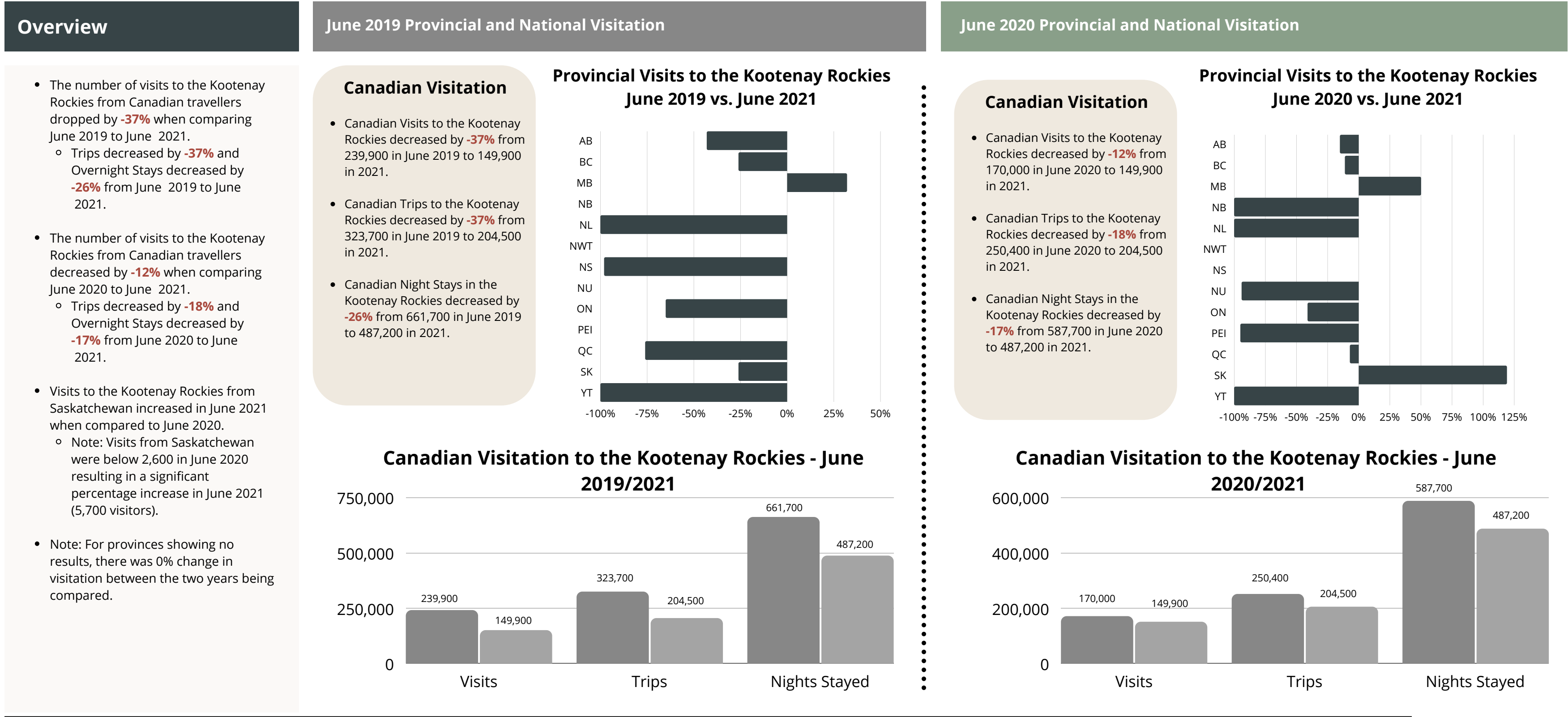
MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION



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

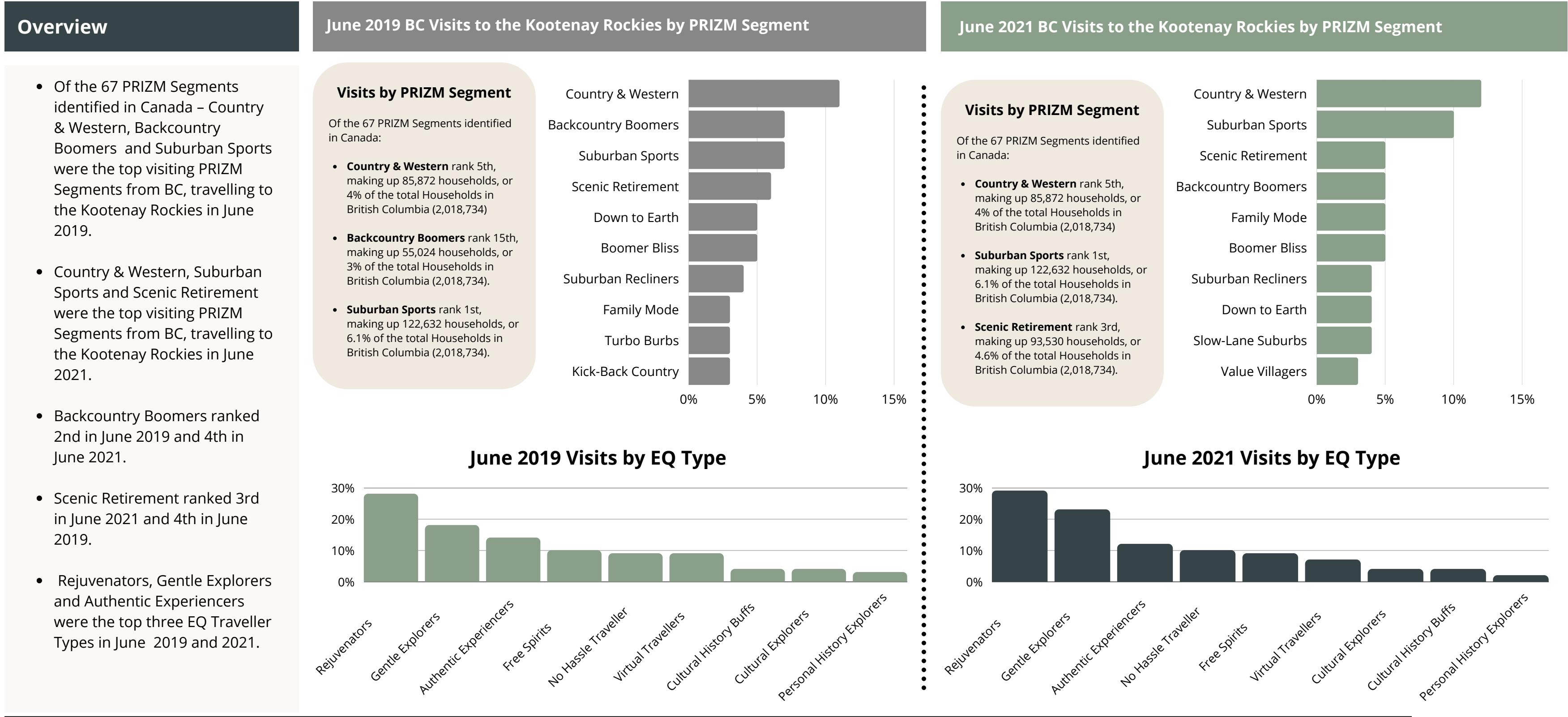
KOOTENAY ROCKIES REGION



*All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 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

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

KOOTENAY ROCKIES REGION



*All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 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

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

KOOTENAY ROCKIES REGION

Overview

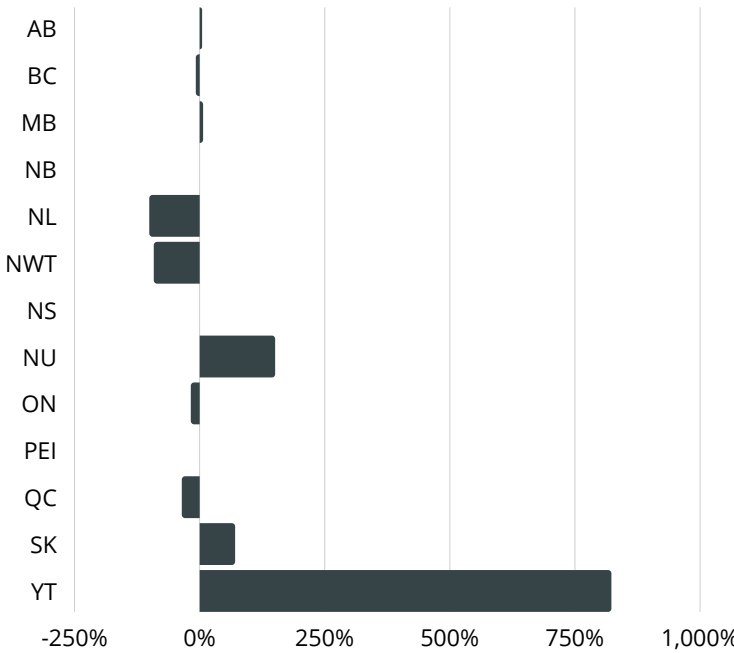
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **1%** when comparing July 2019 to July 2021.
 - Trips decreased by **-2%** and Overnight Stays increased by **15%** from July 2019 to July 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **7%** when comparing July 2020 to July 2021.
 - Trips decreased by **-1%** and Overnight Stays increased by **6%** from July 2020 to July 2021.
- Visits to the Kootenay Rockies from the Yukon increased in July 2021 when compared to July 2019 and 2020.
 - Note: 2019 Visits from the Yukon were below 200 in July 2019 and below 400 in July 2020 resulting in a significant percentage increase in July 2021 (1,600 visitors).
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

July 2019 Provincial and National Visitation

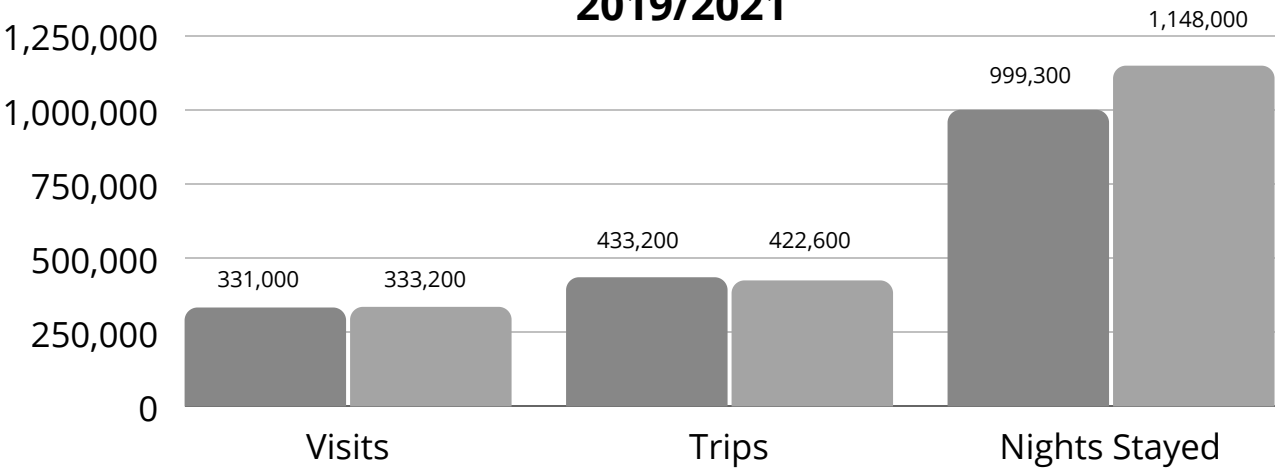
Canadian Visitation

- Canadian Visits to the Kootenay Rockies increased by **1%** from 331,000 in July 2019 to 333,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-2%** from 433,200 in July 2019 to 422,600 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **15%** from 999,300 in July 2019 to 1,148,000 in 2021.

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



Canadian Visitation to the Kootenay Rockies - July 2019/2021

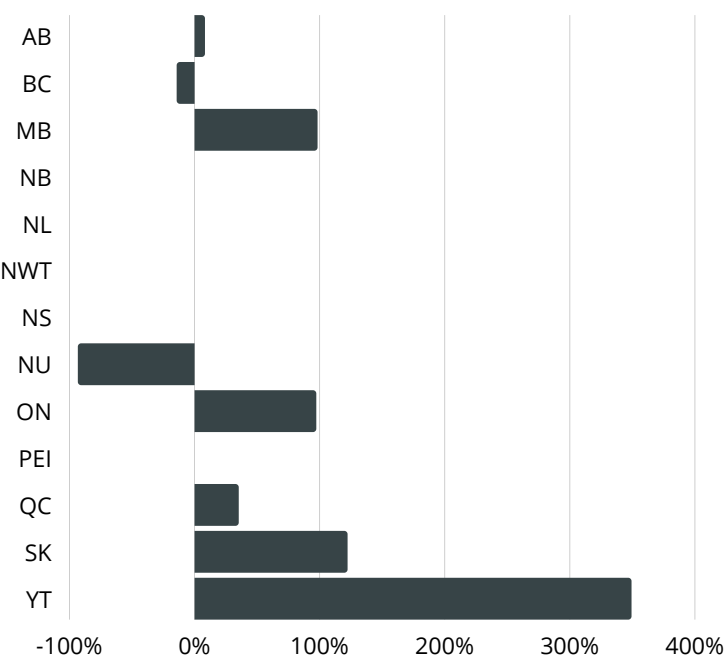


July 2020 Provincial and National Visitation

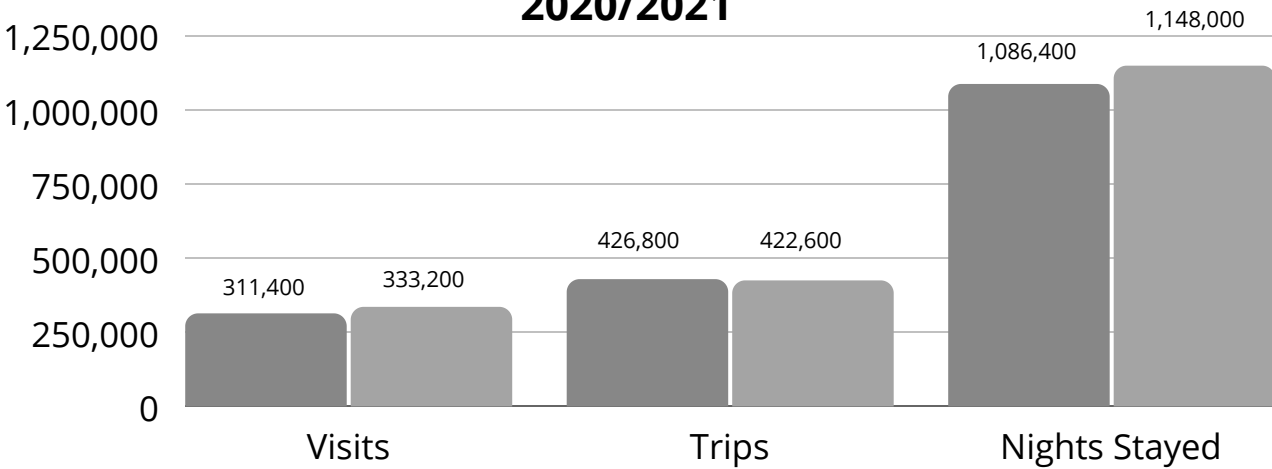
Canadian Visitation

- Canadian Visits to the Kootenay Rockies increased by **7%** from 311,400 in July 2020 to 333,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **-1%** from 426,800 in July 2020 to 422,600 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **6%** from 1,086,400 in July 2020 to 1,148,000 in 2021.

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

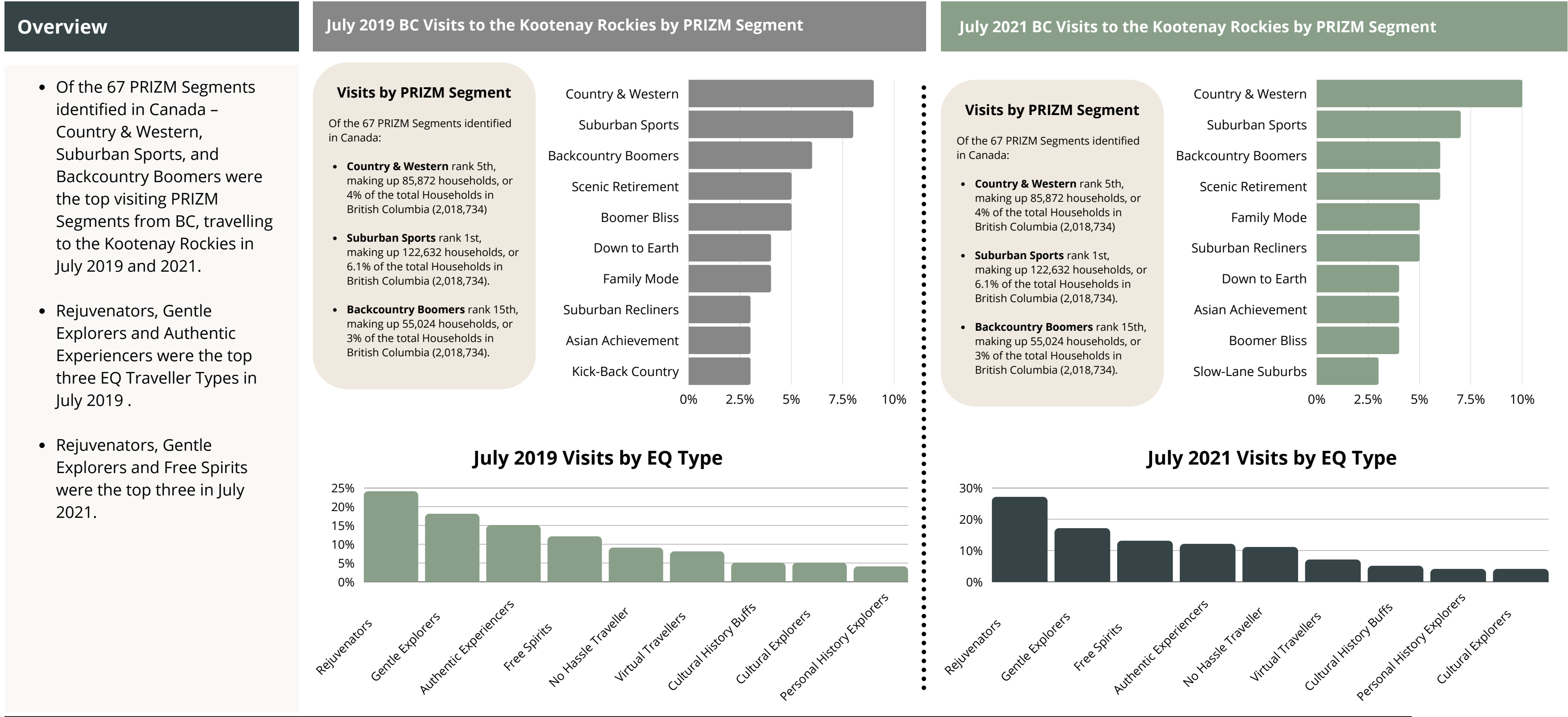


Canadian Visitation to the Kootenay Rockies - July 2020/2021



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

KOOTENAY ROCKIES REGION



*All Percentages relate to an increase or decrease in Canadian Visits when comparing July 2019, 2020 to July 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

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

KOOTENAY ROCKIES REGION

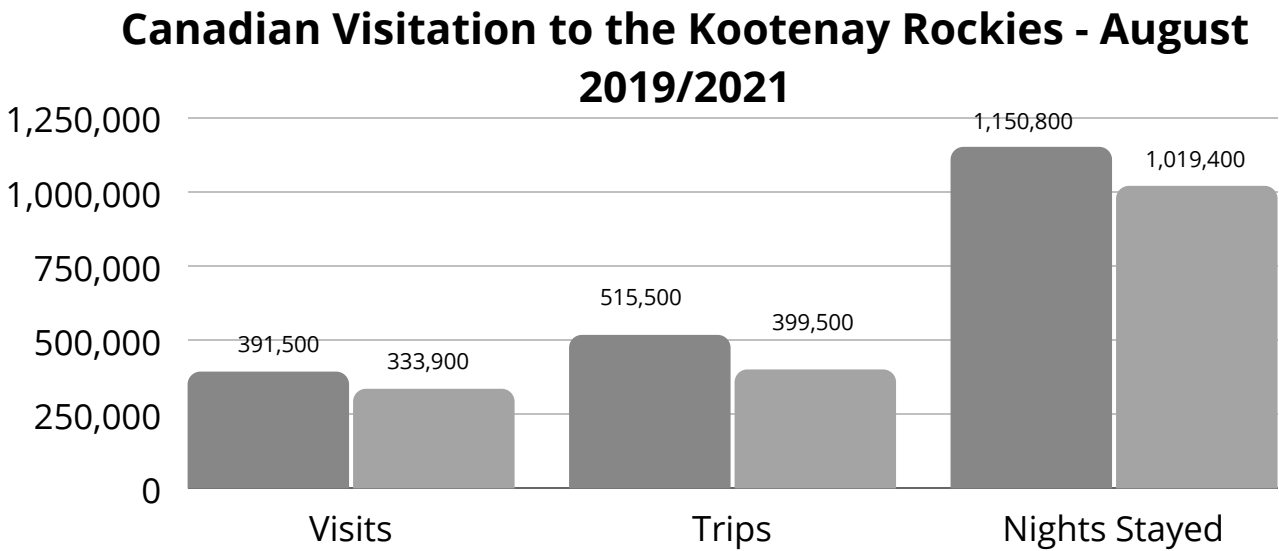
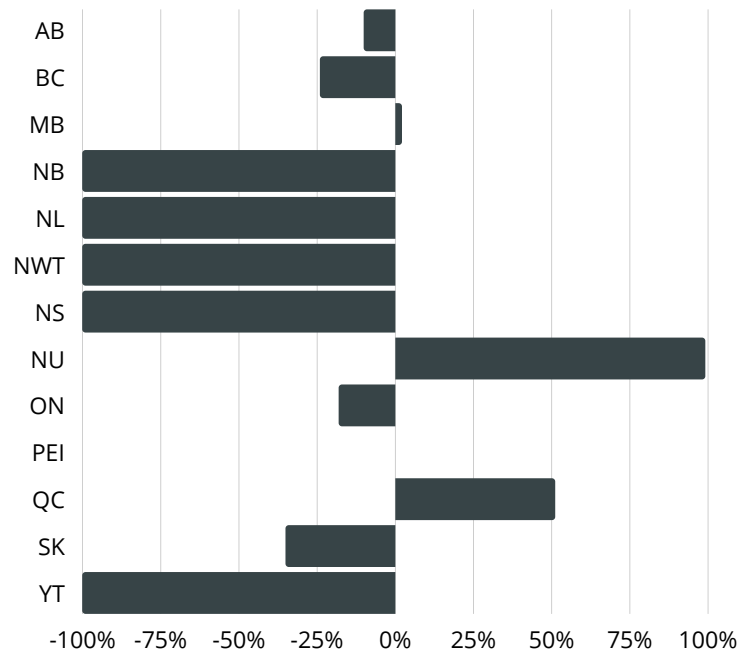
Overview

- The number of visits to the Kootenay Rockies from Canadian travellers decreased by **-15%** when comparing August 2019 to August 2021.
 - Trips decreased by **-23%** and Overnight Stays decreased by **-11%** from August 2019 to August 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers decreased by **-13%** when comparing August 2020 to August 2021.
 - Trips decreased by **-21%** and Overnight Stays decreased by **-18%** from August 2020 to August 2021.
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

August 2019 Provincial and National Visitation

- #### Canadian Visitation
- Canadian Visits to the Kootenay Rockies decreased by **-15%** from 391,500 in August 2019 to 333,900 in 2021.
 - Canadian Trips to the Kootenay Rockies decreased by **-23%** from 515,500 in August 2019 to 399,500 in 2021.
 - Canadian Night Stays in the Kootenay Rockies decreased by **-11%** from 1,150,800 in August 2019 to 1,019,400 in 2021.

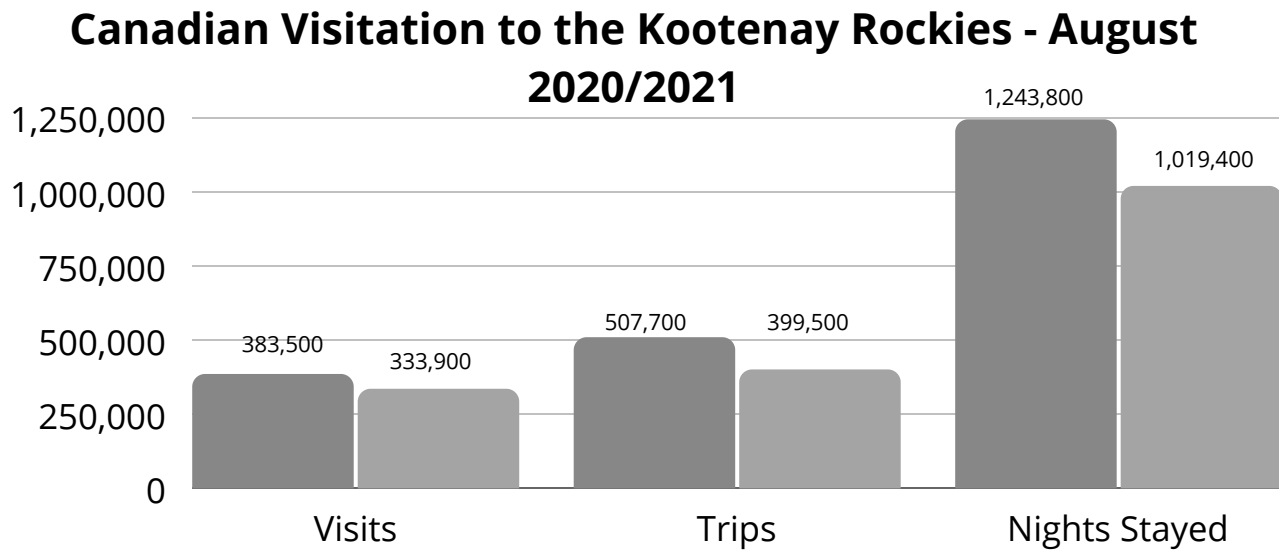
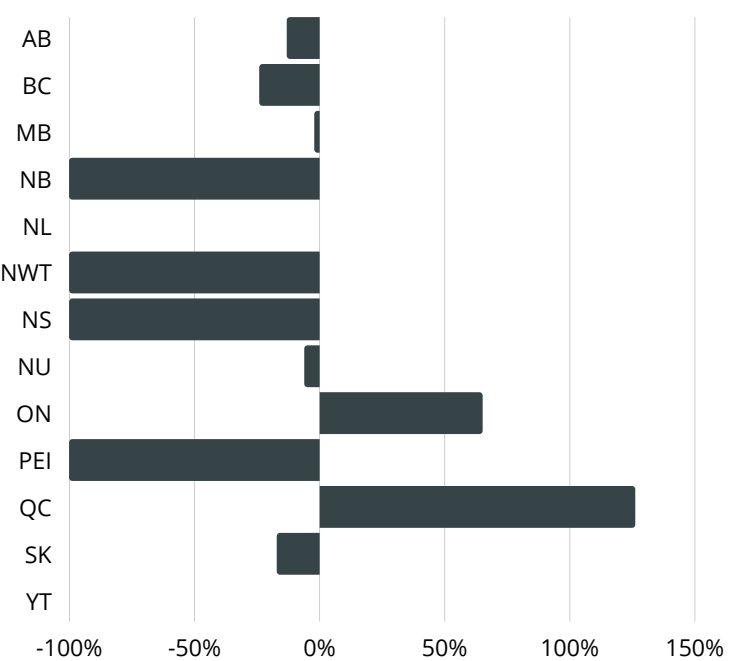
Provincial Visits to the Kootenay Rockies
August 2019 vs. August 2021



August 2020 Provincial and National Visitation

- #### Canadian Visitation
- Canadian Visits to the Kootenay Rockies decreased by **-13%** from 383,500 in August 2020 to 333,900 in 2021.
 - Canadian Trips to the Kootenay Rockies decreased by **-21%** from 507,700 in August 2020 to 399,500 in 2021.
 - Canadian Night Stays in the Kootenay Rockies decreased by **-18%** from 1,238,000 in August 2020 to 1,019,400 in 2021.

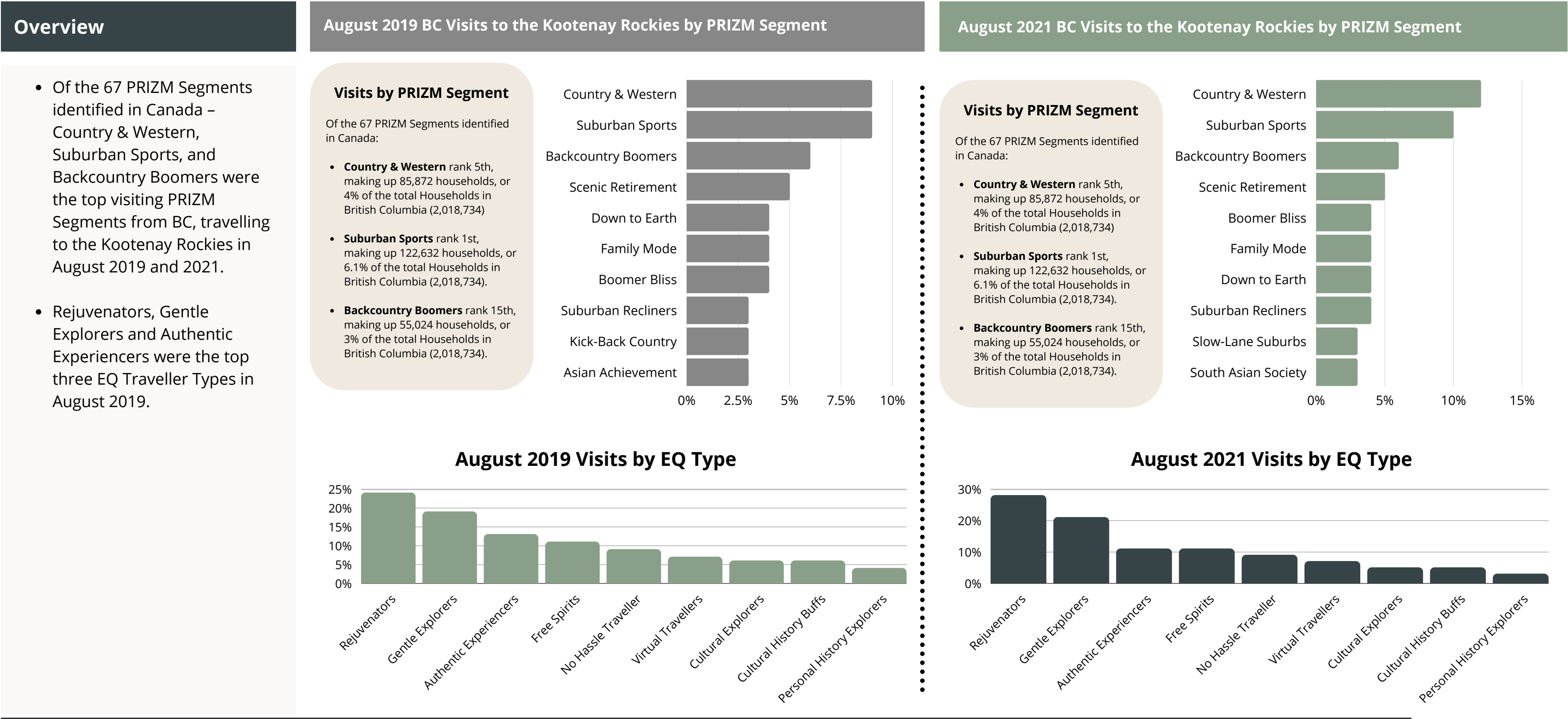
Provincial Visits to the Kootenay Rockies
August 2020 vs. August 2021



*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 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

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

KOOTENAY ROCKIES REGION



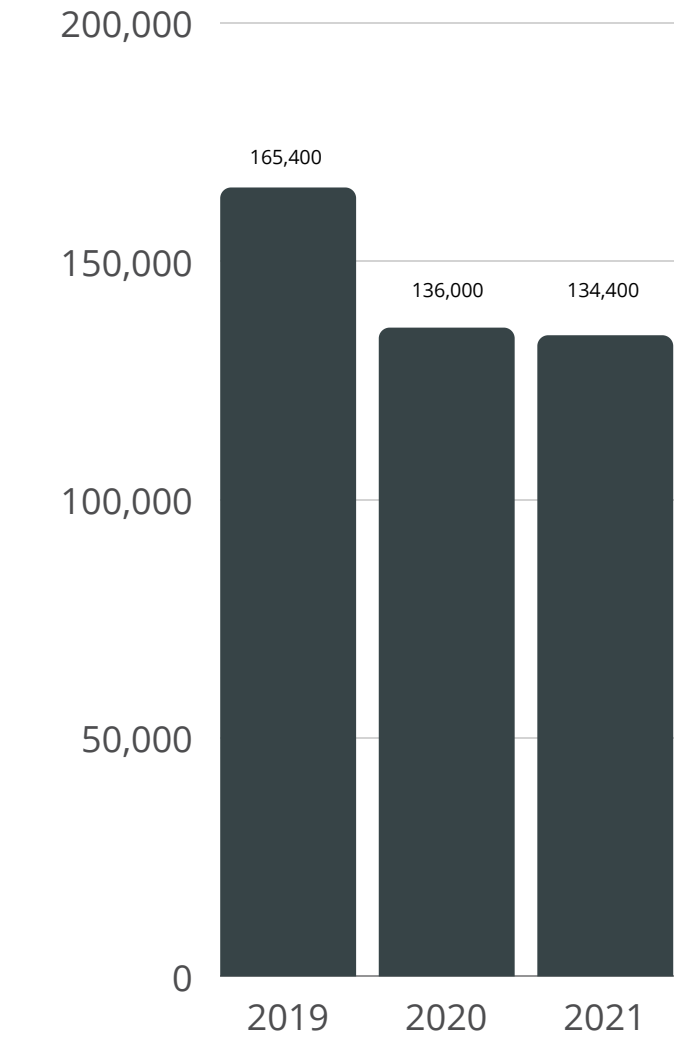
*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded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

ALBERTA INSIGHTS

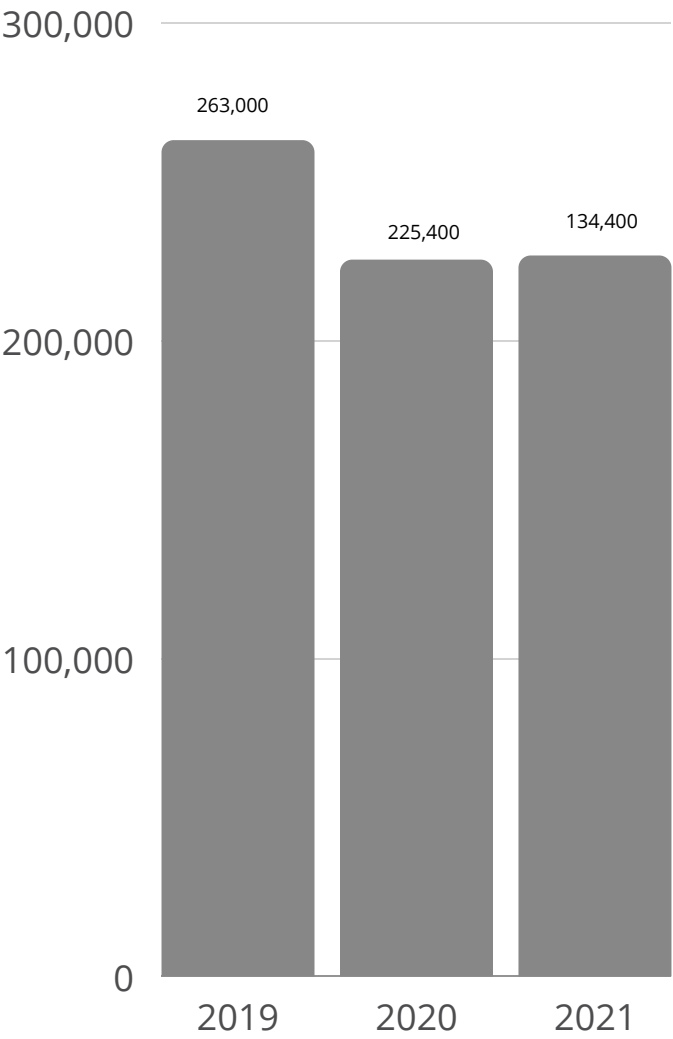
KOOTENAY ROCKIES VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

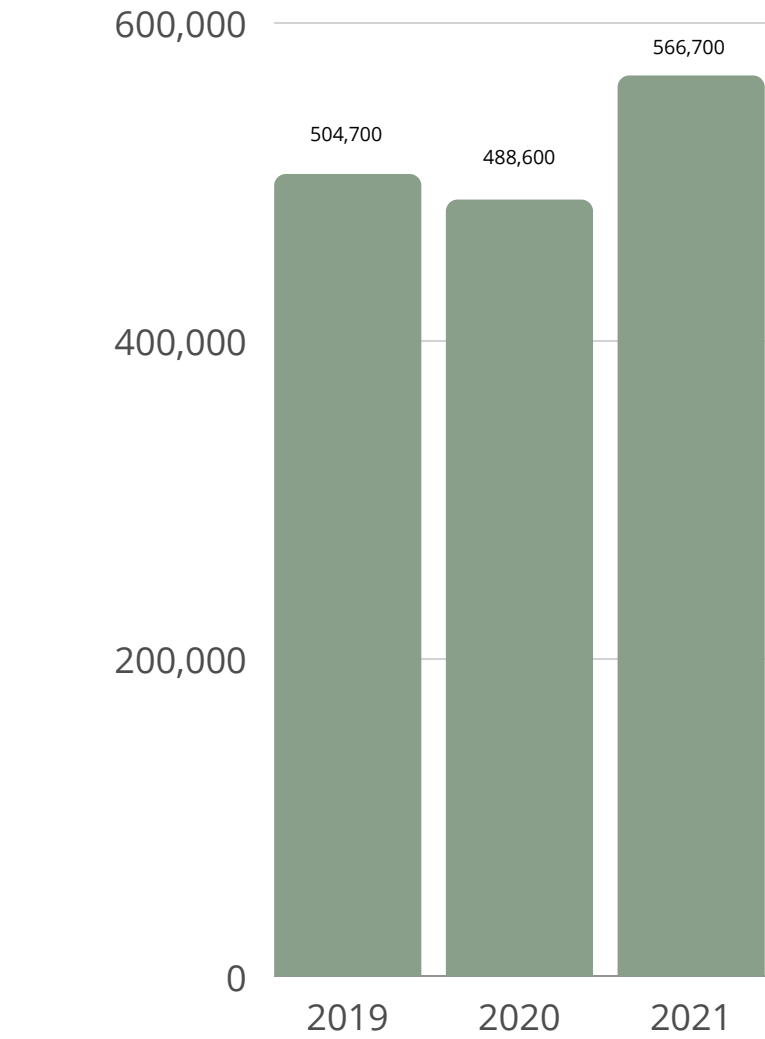
Number of Visitors to the Kootenay Rockies from AB in Q1



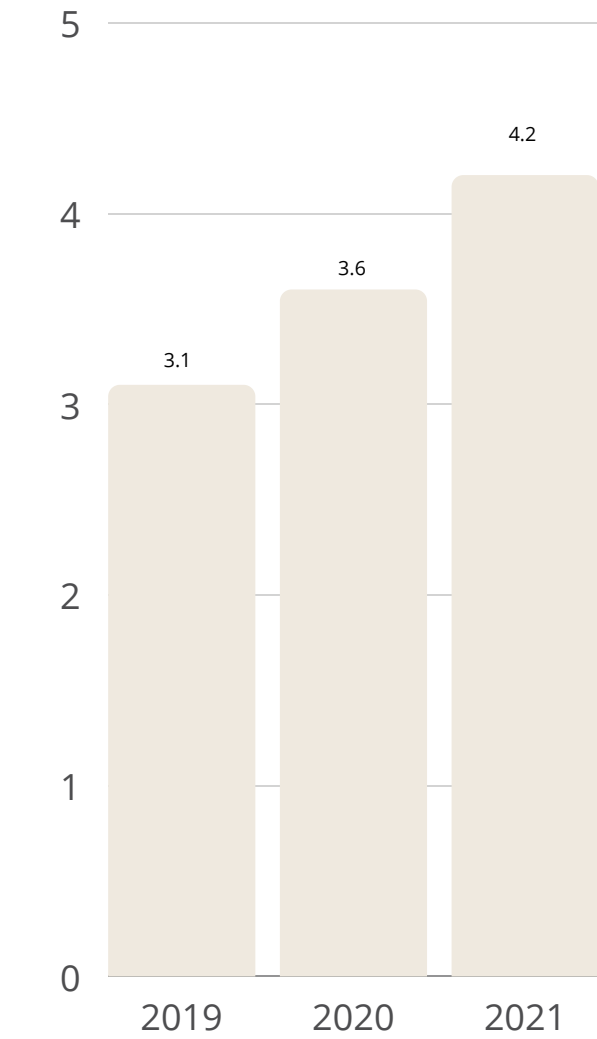
Number of Trips to the Kootenay Rockies from AB in Q1



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



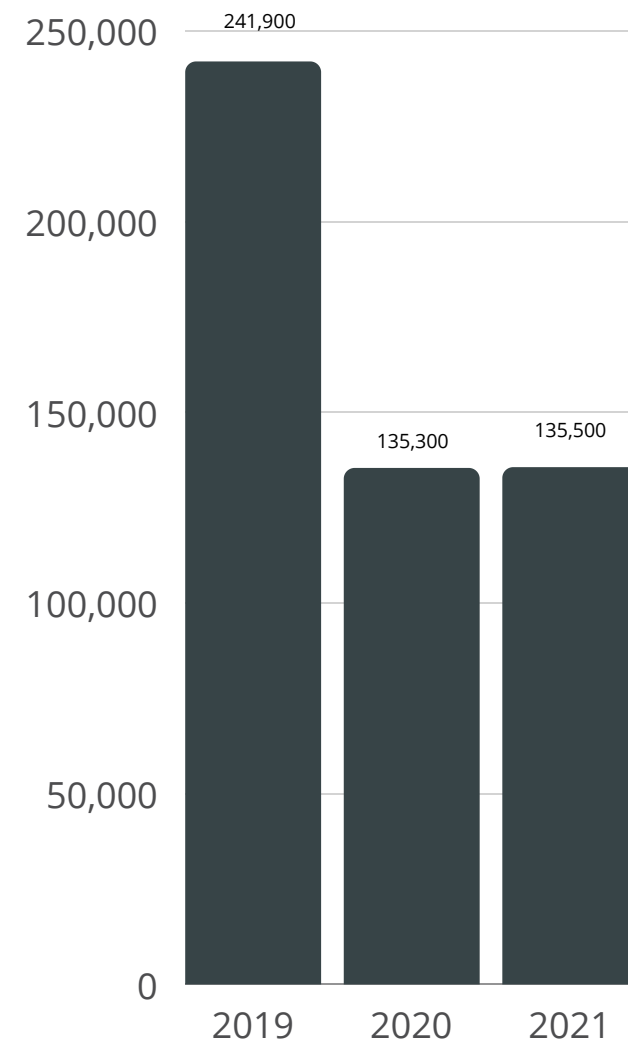
Night Stays/Visits to the Kootenay Rockies from AB in Q1



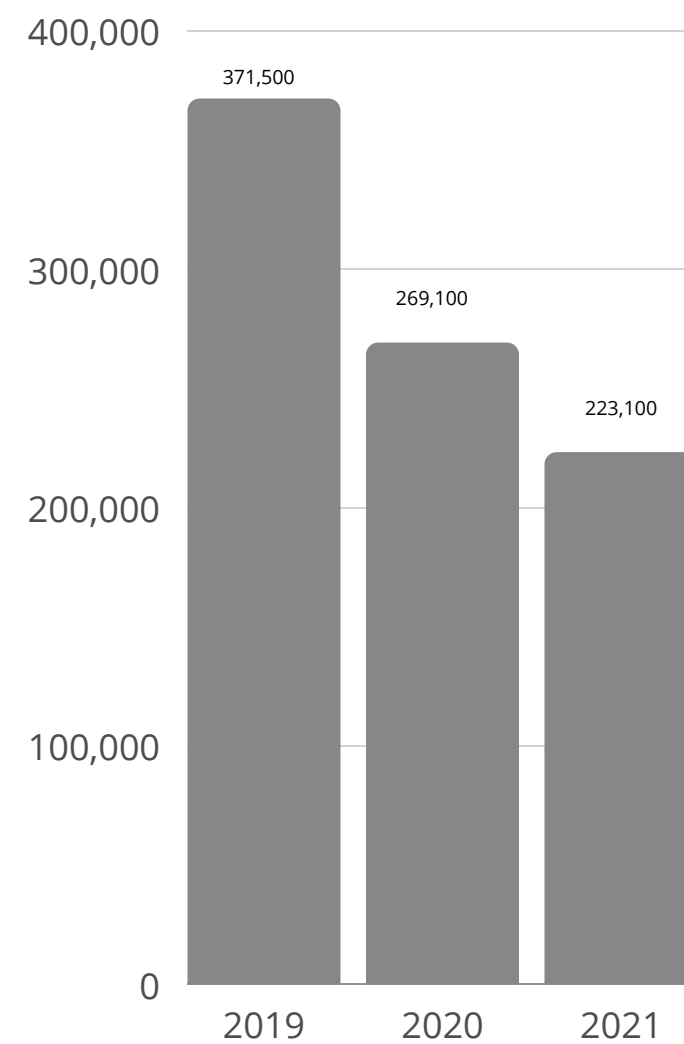
KOOTENAY ROCKIES VISITATION - Q2

ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

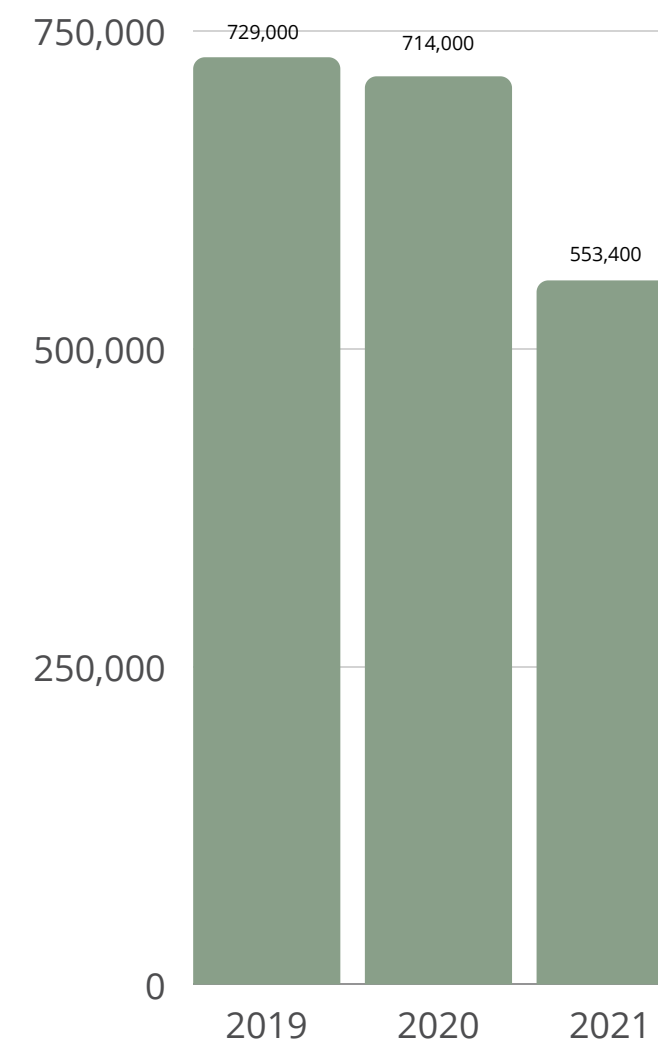
Number of Visitors to the Kootenay Rockies
from AB in Q2



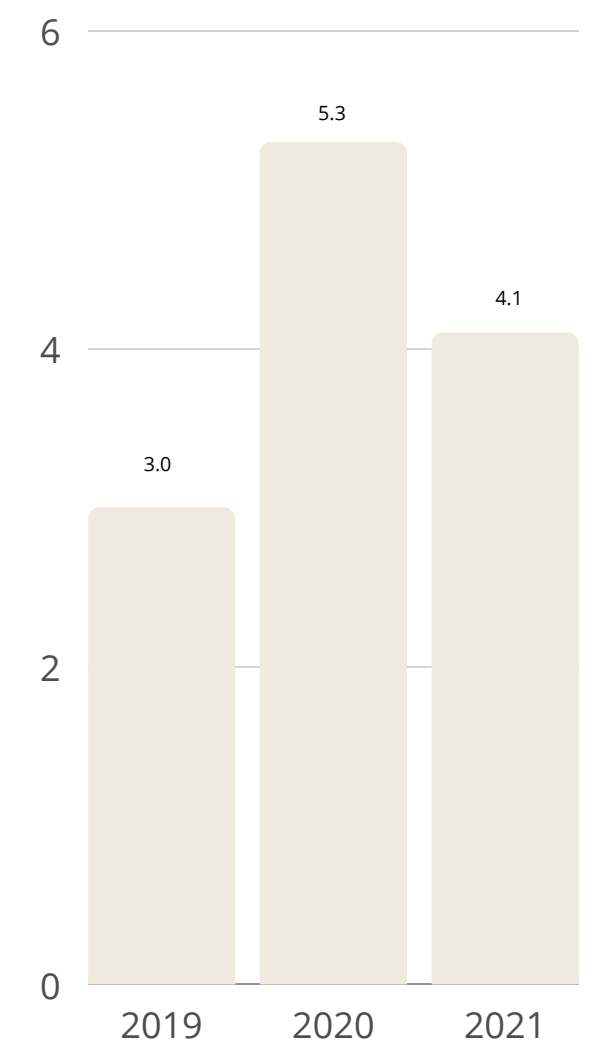
Number of Trips to the Kootenay Rockies
from AB in Q2



Number of Nights Stayed in the Kootenay Rockies
from AB in Q2



Night Stays/Visits to the Kootenay Rockies
from AB in Q2



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 | 96,100 | Calgary | 80,400 | Calgary | 90,400 |
| Edmonton | 18,400 | Edmonton | 15,600 | Edmonton | 13,900 |
| Rocky View | 6,200 | Lethbridge | 6,200 | Rocky View | 5,900 |
| Lethbridge | 5,100 | Rocky View | 4,900 | Airdrie | 4,400 |
| Airdrie | 4,400 | Airdrie | 3,900 | Canmore | 3,700 |
| Canmore | 4,300 | Canmore | 3,300 | Red Deer | 3,700 |
| Red Deer | 3,500 | Red Deer | 2,400 | Lethbridge | 3,700 |
| Foothills No. 31 | 2,800 | Foothills No. 31 | 2,300 | Foothills No. 31 | 2,900 |
| Strathcona | 2,600 | Strathcona | 2,100 | Okotoks | 2,500 |
| Okotoks | 2,200 | Okotoks | 1,900 | Strathcona | 2,400 |

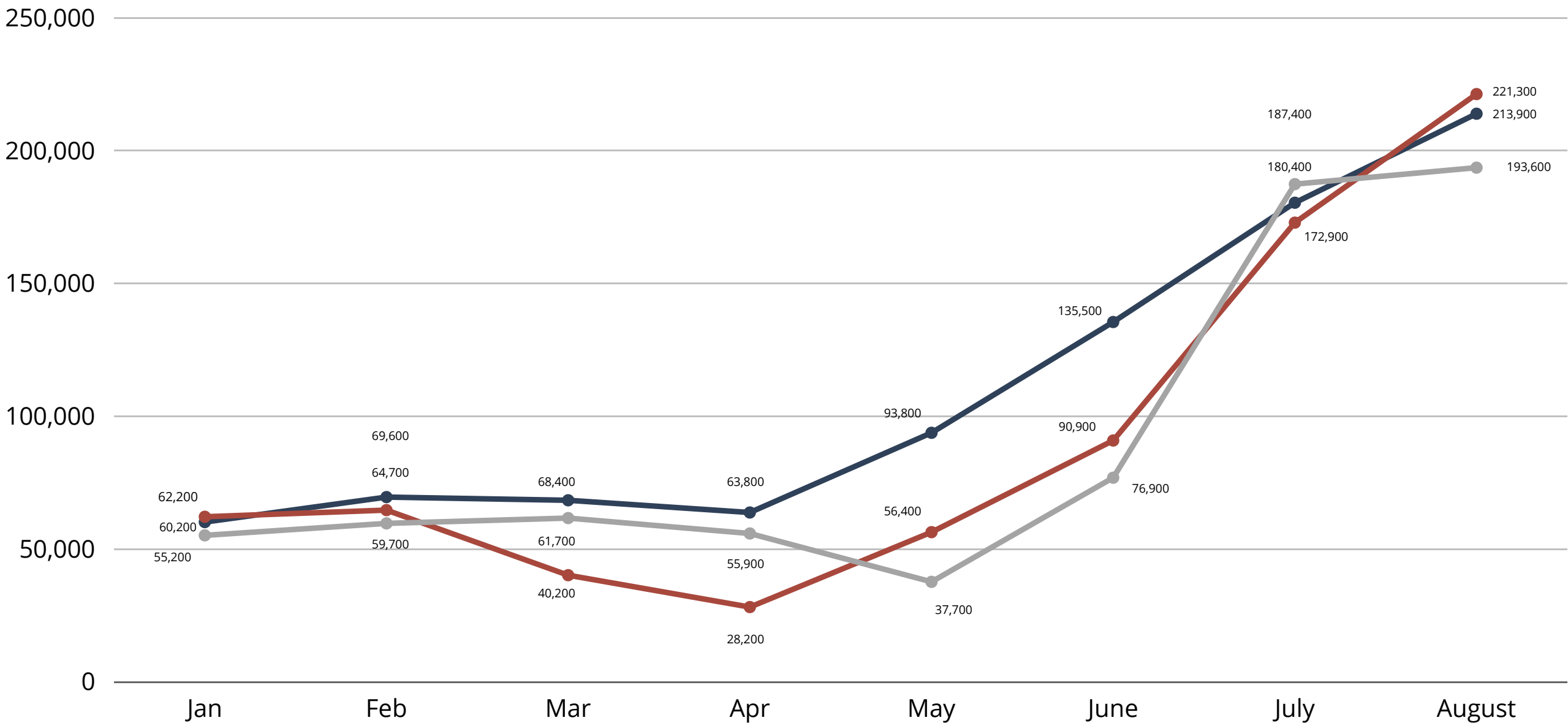
AB VISITS TO THE KOOTENAY ROCKIES BY QUARTER - Q2

NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

| City | 2019 Visitor Count | City | 2020 Visitor Count | City | 2021 Visitor Count |
|-------------|-----------------------|------------------|-----------------------|------------------|-----------------------|
| Calgary | 153,200 | Calgary | 93,900 | Calgary | 90,700 |
| Edmonton | 26,400 | Edmonton | 14,200 | Edmonton | 16,500 |
| Lethbridge | 10,400 | Lethbridge | 6,500 | Lethbridge | 6,000 |
| Airdrie | 8,900 | Airdrie | 4,700 | Airdrie | 4,700 |
| Rocky View | 6,400 | Rocky View | 4,400 | Rocky View | 4,600 |
| Red Deer | 4,400 | Red Deer | 3,300 | Foothills No. 31 | 2,600 |
| Okotoks | 4,000 | Foothills No. 31 | 2,300 | Okotoks | 2,600 |
| Cochrane | 3,700 | Strathcona | 2,100 | Red Deer | 2,500 |
| Strathcona | 3,300 | Okotoks | 2,100 | Canmore | 2,500 |
| Chestermere | 3,300 | Cochrane | 1,900 | Chestermere | 2,300 |

ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



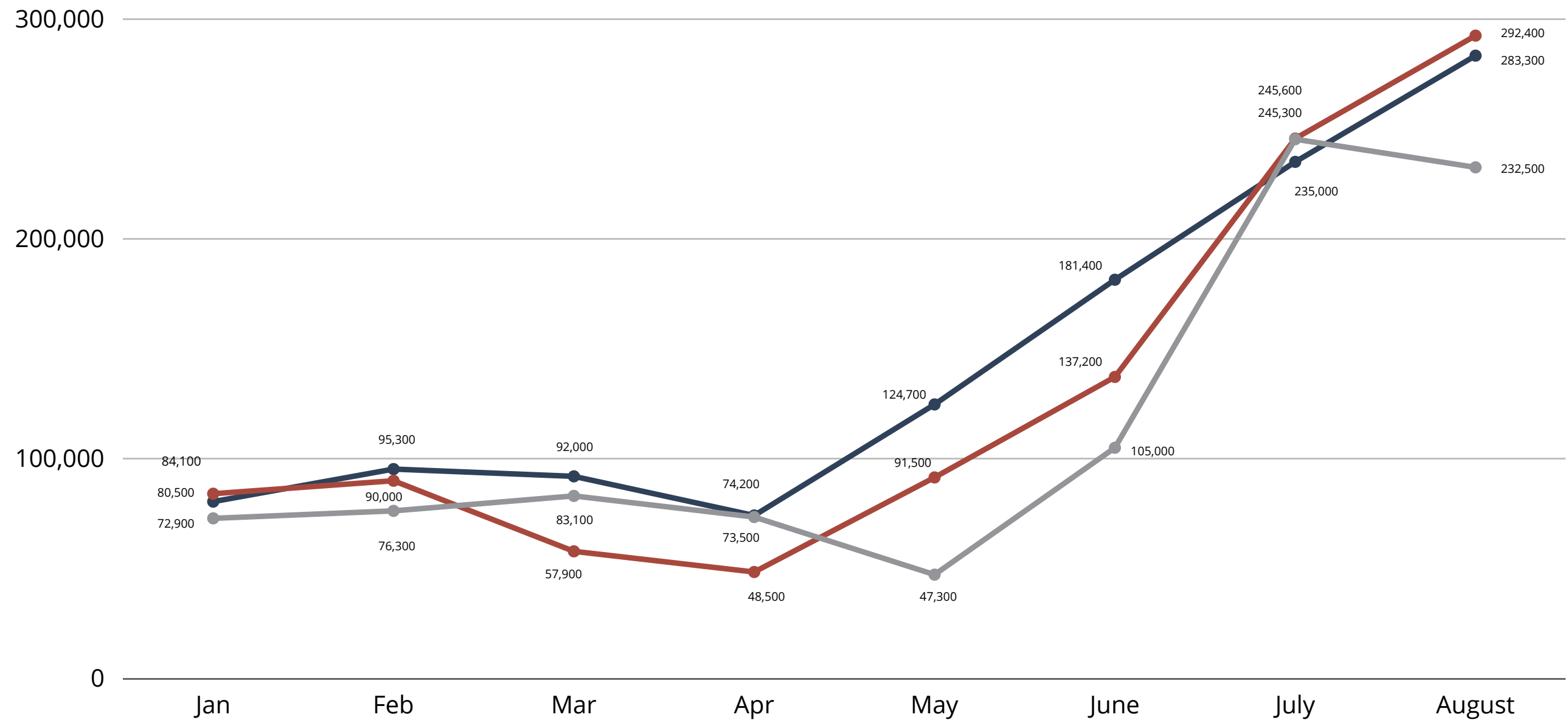
KEY FINDINGS

- June 2021 saw a **-15%** decrease compared to June 2020 and a **-43%** decrease compared to 2019.
- July 2021 saw a **8%** increase compared to July 2020 and a **4%** increase compared to 2019.
- August 2021 saw a **-13%** decrease compared to August 2020 and a **-10%** 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



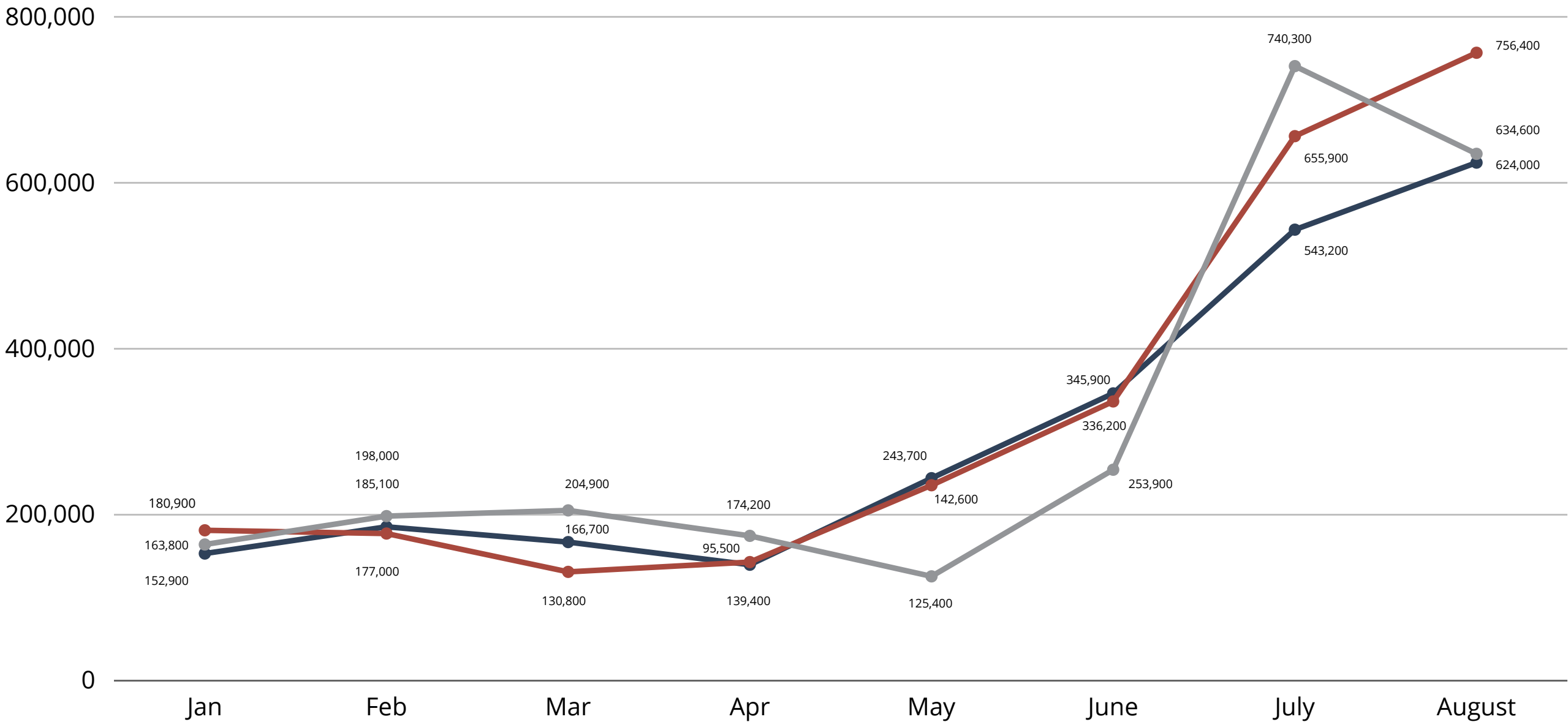
KEY FINDINGS

- June 2021 saw a **-23%** decrease compared to June 2020 and a **-42%** decrease compared to 2019.
- July 2021 saw a **-0.1%** decrease compared to July 2020 and a **4%** increase compared to 2019.
- August 2021 saw a **-21%** decrease compared to August 2020 and a **-18%** 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



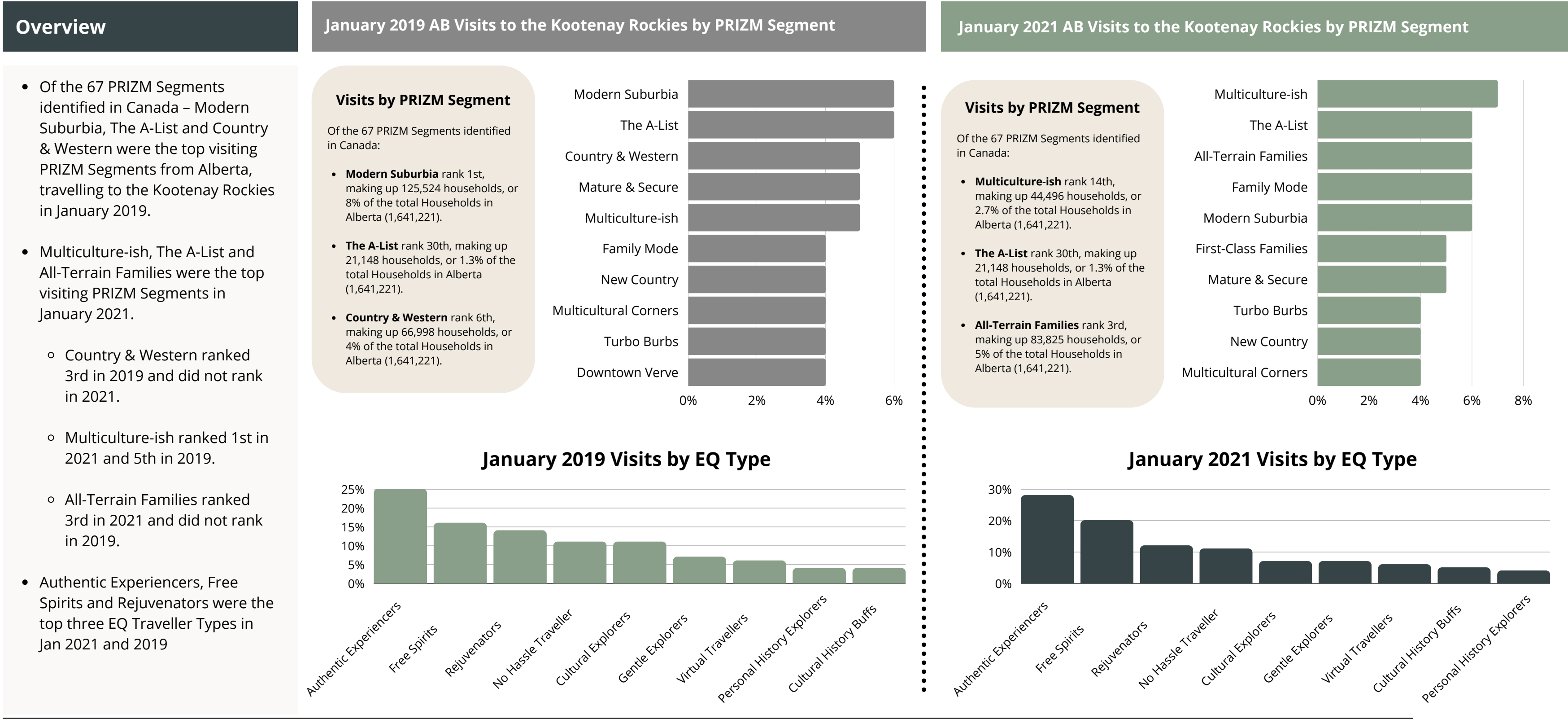
KEY FINDINGS

- June 2021 saw a **-24%** decrease compared to June 2020 and a **-27%** decrease compared to 2019.
- July 2021 saw a **13%** increase compared to July 2020 and a **36%** increase compared to 2019.
- August 2021 saw a **-16%** decrease compared to August 2020 and a **2%** 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



January 2019 Visits by EQ Type

| EQ Type | Percentage of Visits |
|----------------------------|----------------------|
| Authentic Experiencers | ~25% |
| Free Spirits | ~18% |
| Rejuvenators | ~15% |
| No Hassle Traveller | ~12% |
| Cultural Explorers | ~12% |
| Gentle Explorers | ~8% |
| Virtual Travellers | ~7% |
| Personal History Explorers | ~5% |
| Cultural History Buffs | ~5% |

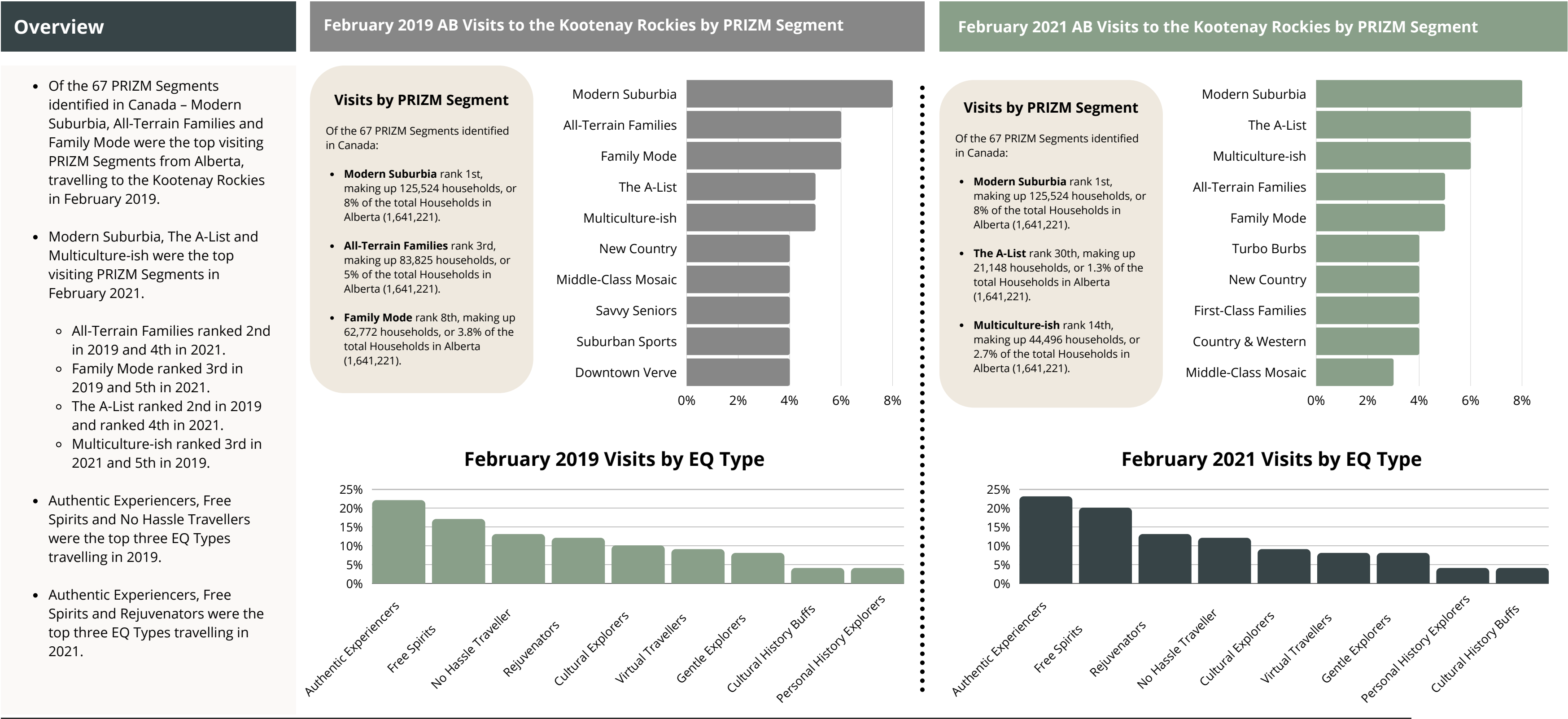
January 2021 Visits by EQ Type

| EQ Type | Percentage of Visits |
|----------------------------|----------------------|
| Authentic Experiencers | ~28% |
| Free Spirits | ~20% |
| Rejuvenators | ~12% |
| No Hassle Traveller | ~12% |
| Cultural Explorers | ~8% |
| Gentle Explorers | ~8% |
| Virtual Travellers | ~7% |
| Cultural History Buffs | ~5% |
| Personal History Explorers | ~5% |

*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

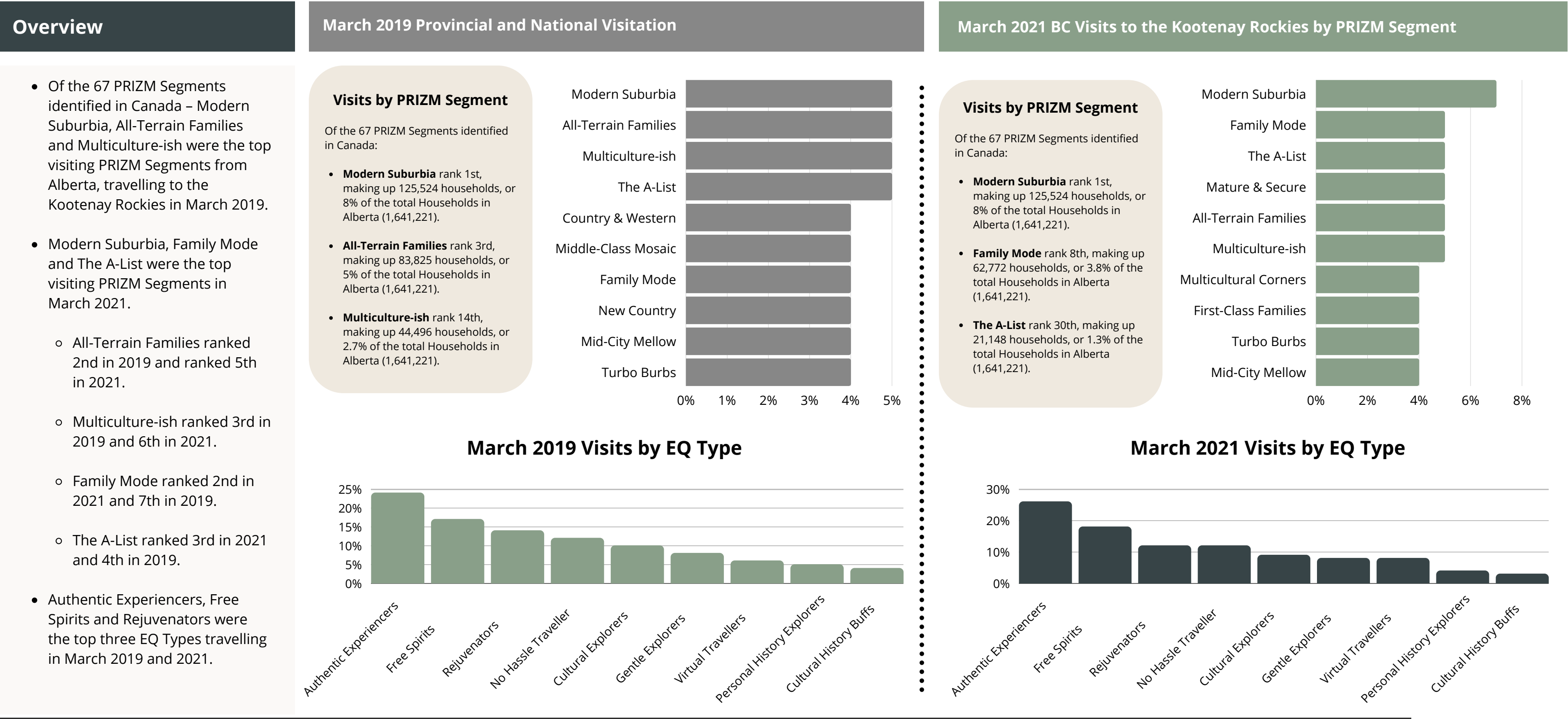
FEBRUARY 2019/2021: CANADA/ALBERTA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION



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

KOOTENAY ROCKIES REGION



*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

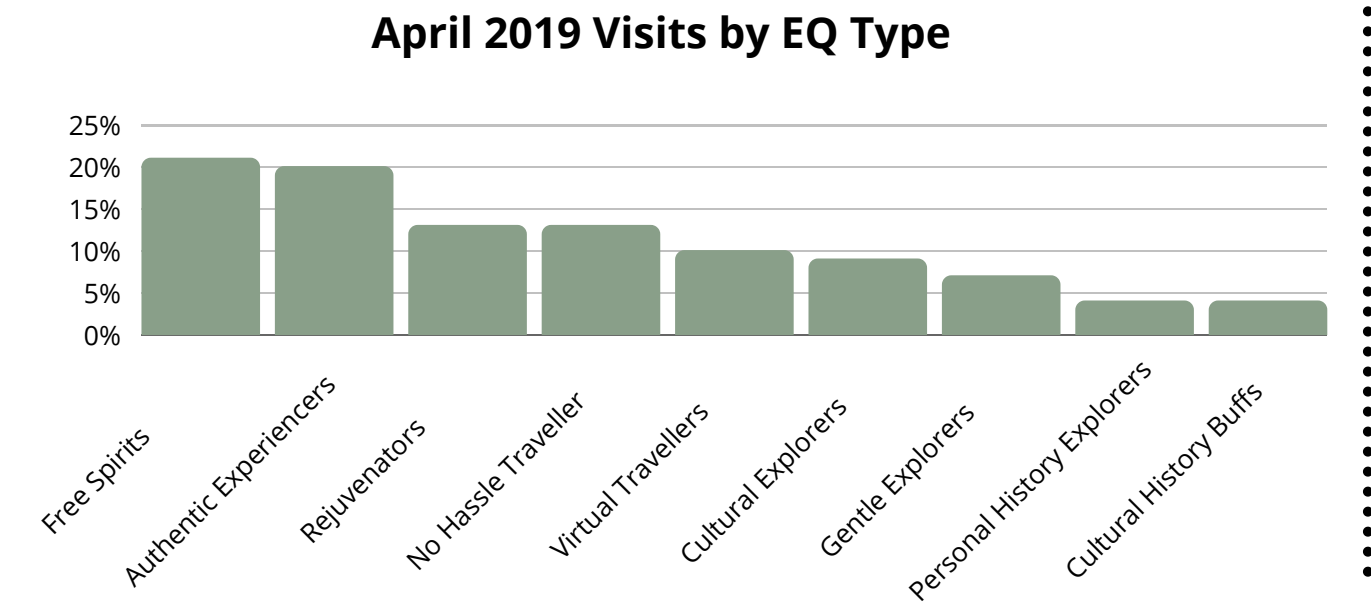
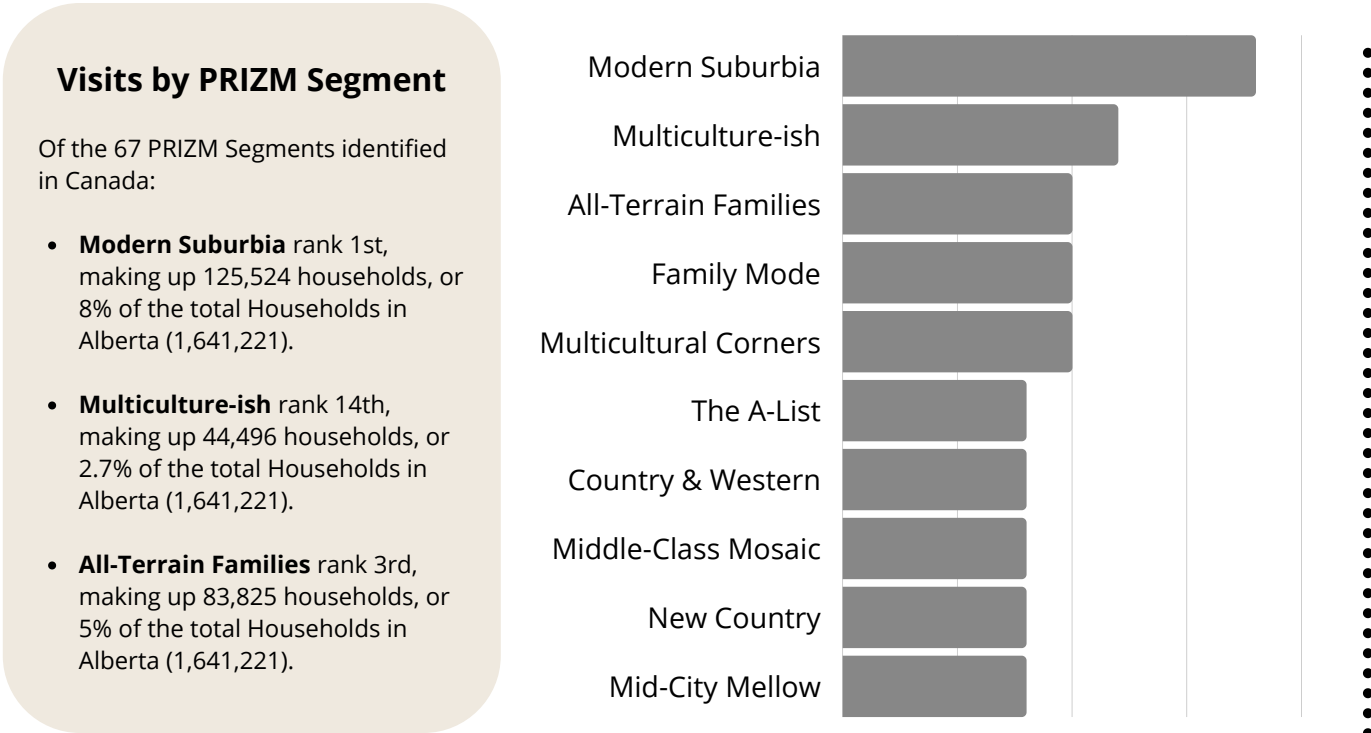
APRIL 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

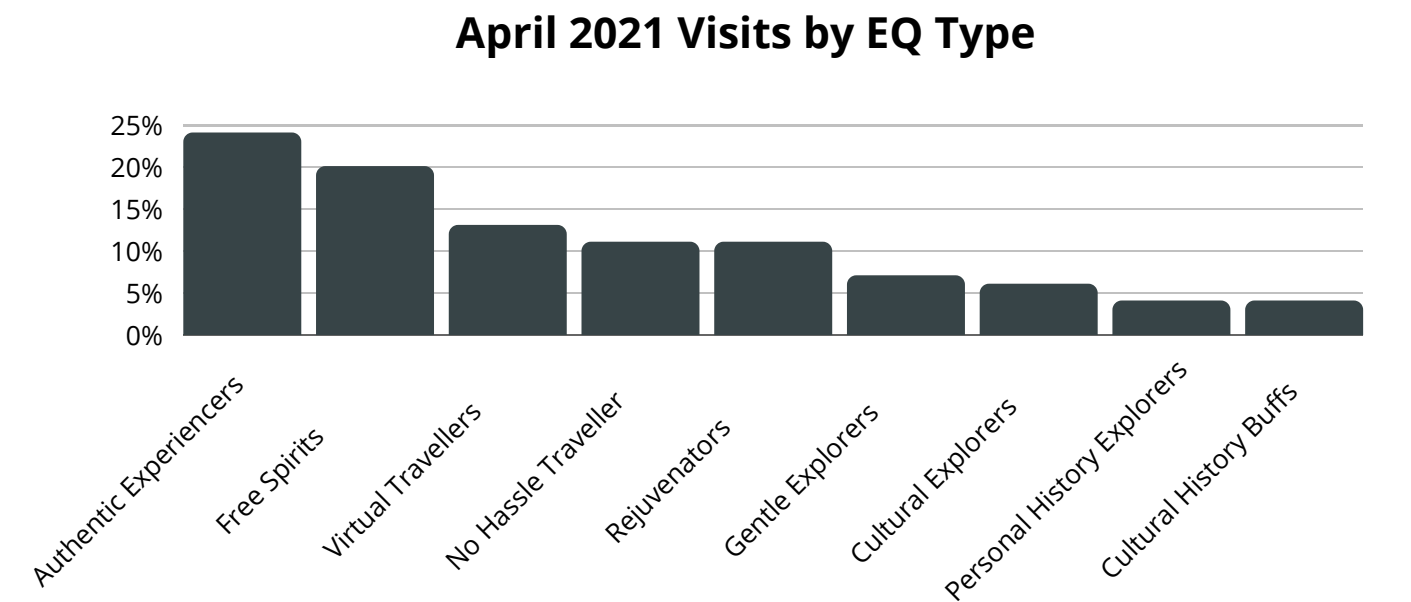
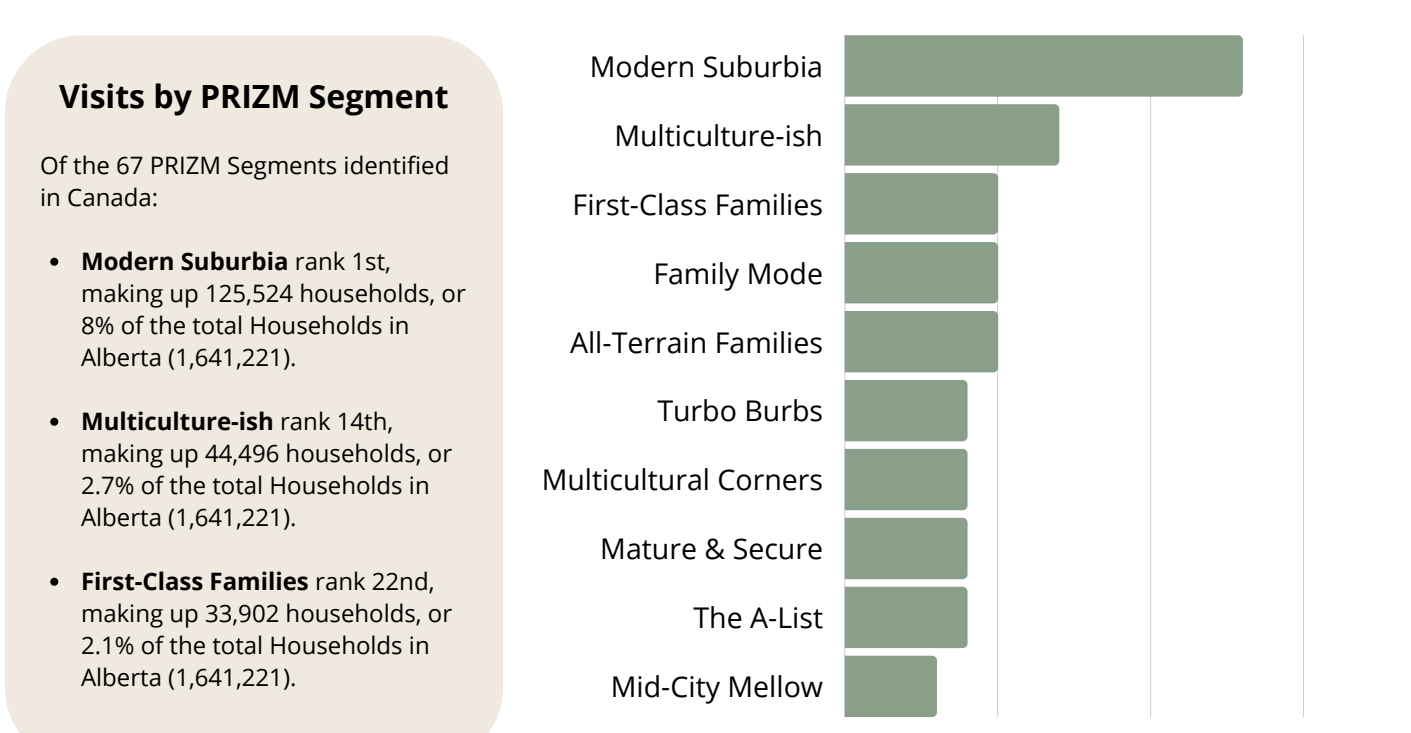
Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Multiculture-ish and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in April 2019.
- Modern Suburbia, Multiculture-ish, and First-Class Families were the top visiting PRIZM Segments in April 2021.
 - All-Terrain Families ranked 3rd in 2019 and ranked 5th in 2021.
 - First-Class Families ranked 3rd in 2021 and did not rank in 2019.
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three EQ Types travelling in April 2019,
- Authentic Experiencers, Free Spirits and Virtual Travellers were the top three visiting in April 2021.

April 2019 Provincial and National Visitation



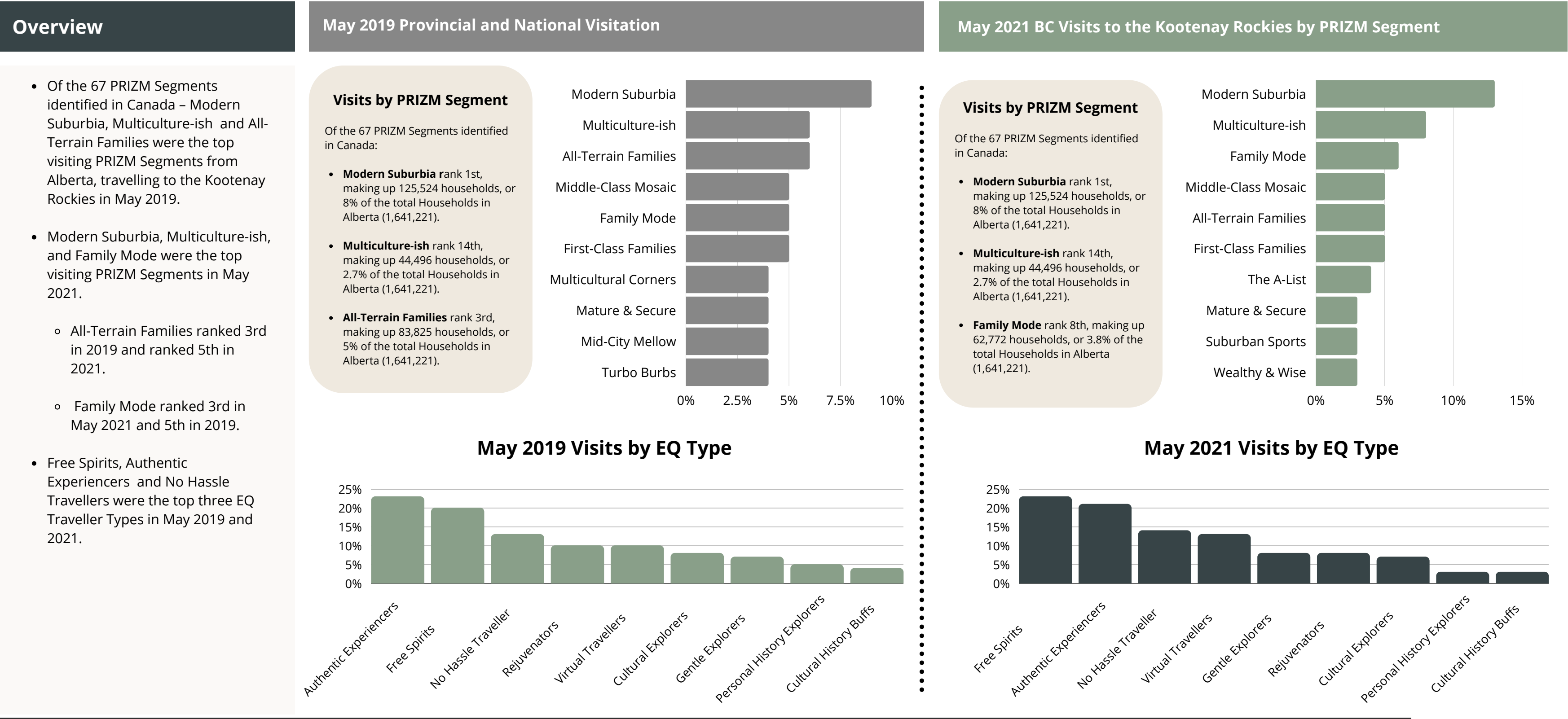
April 2021 BC Visits to the Kootenay Rockies by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 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

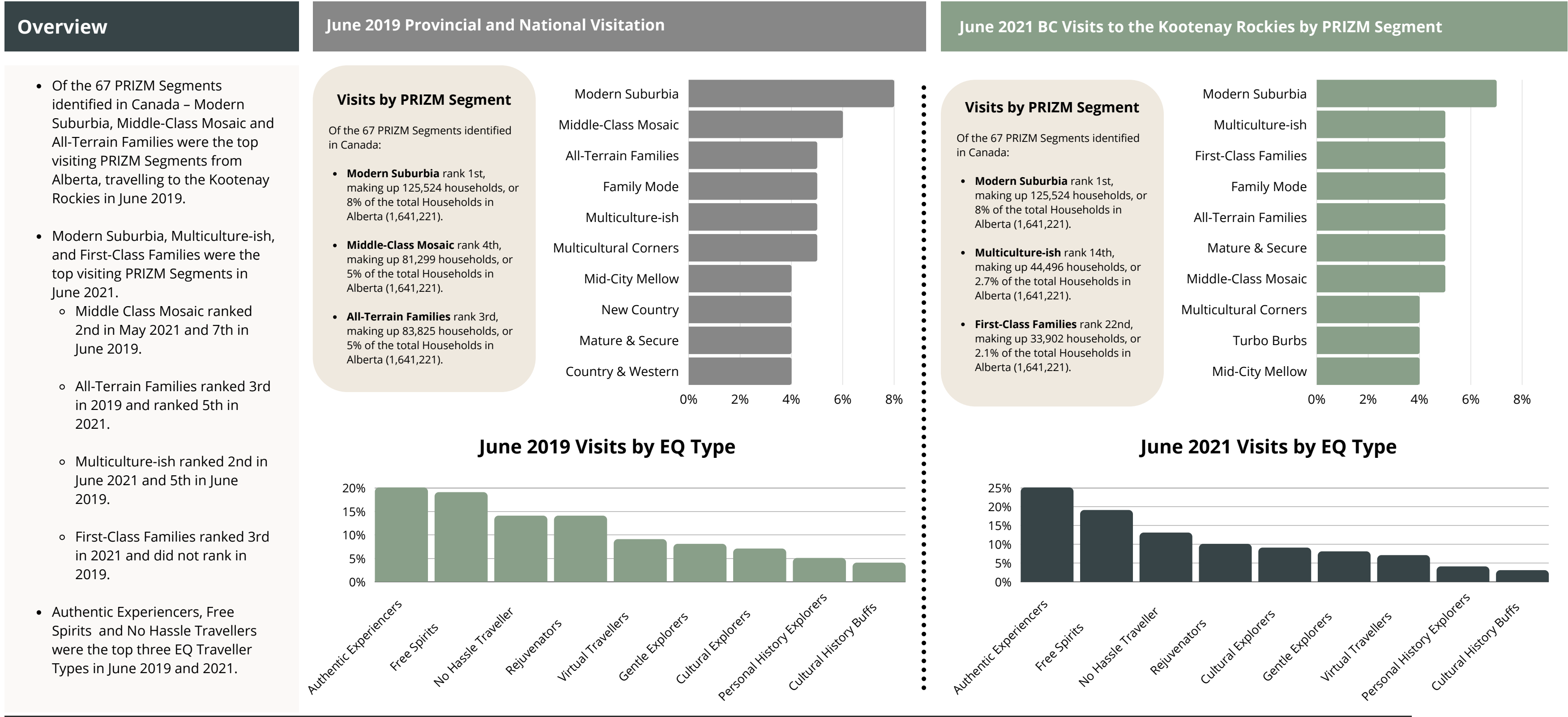
MAY 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION



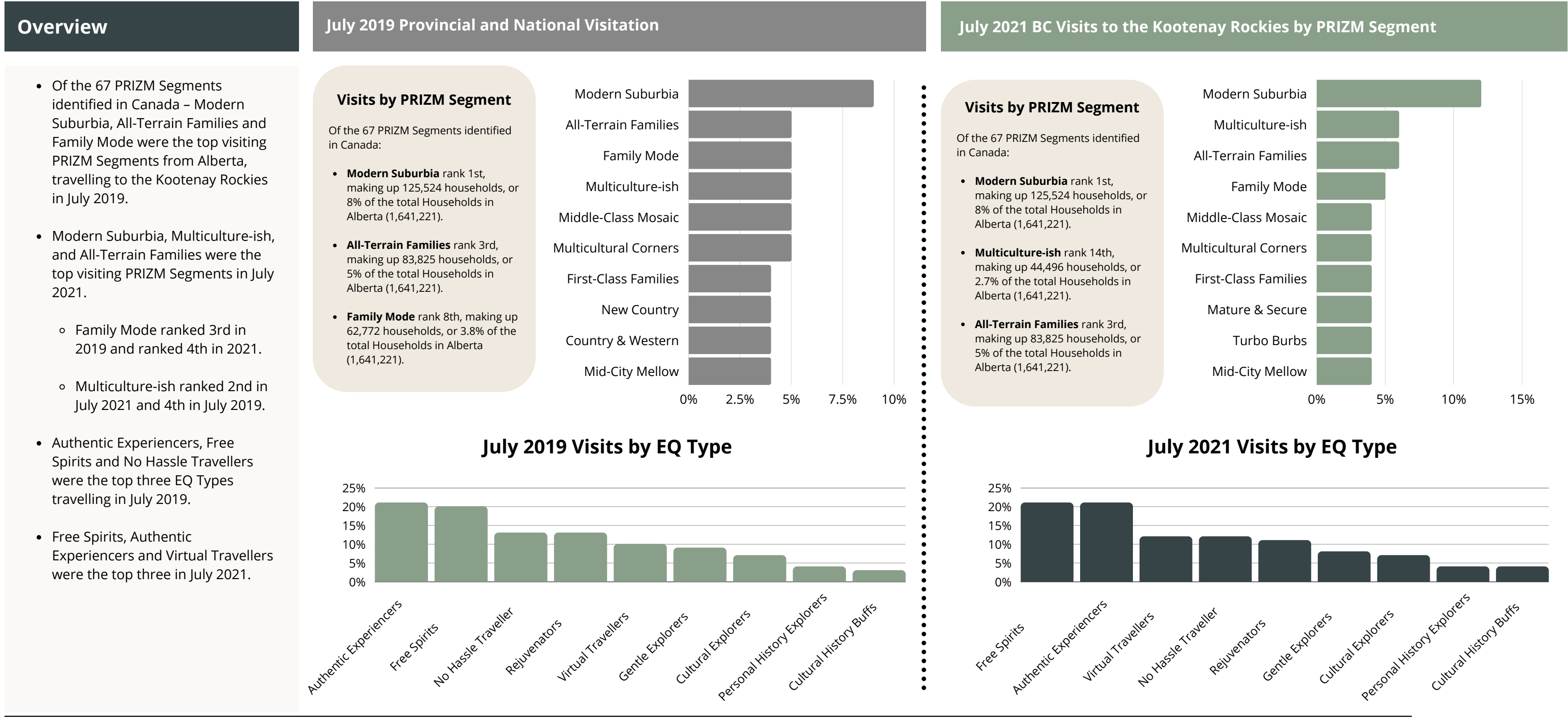
JUNE 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION



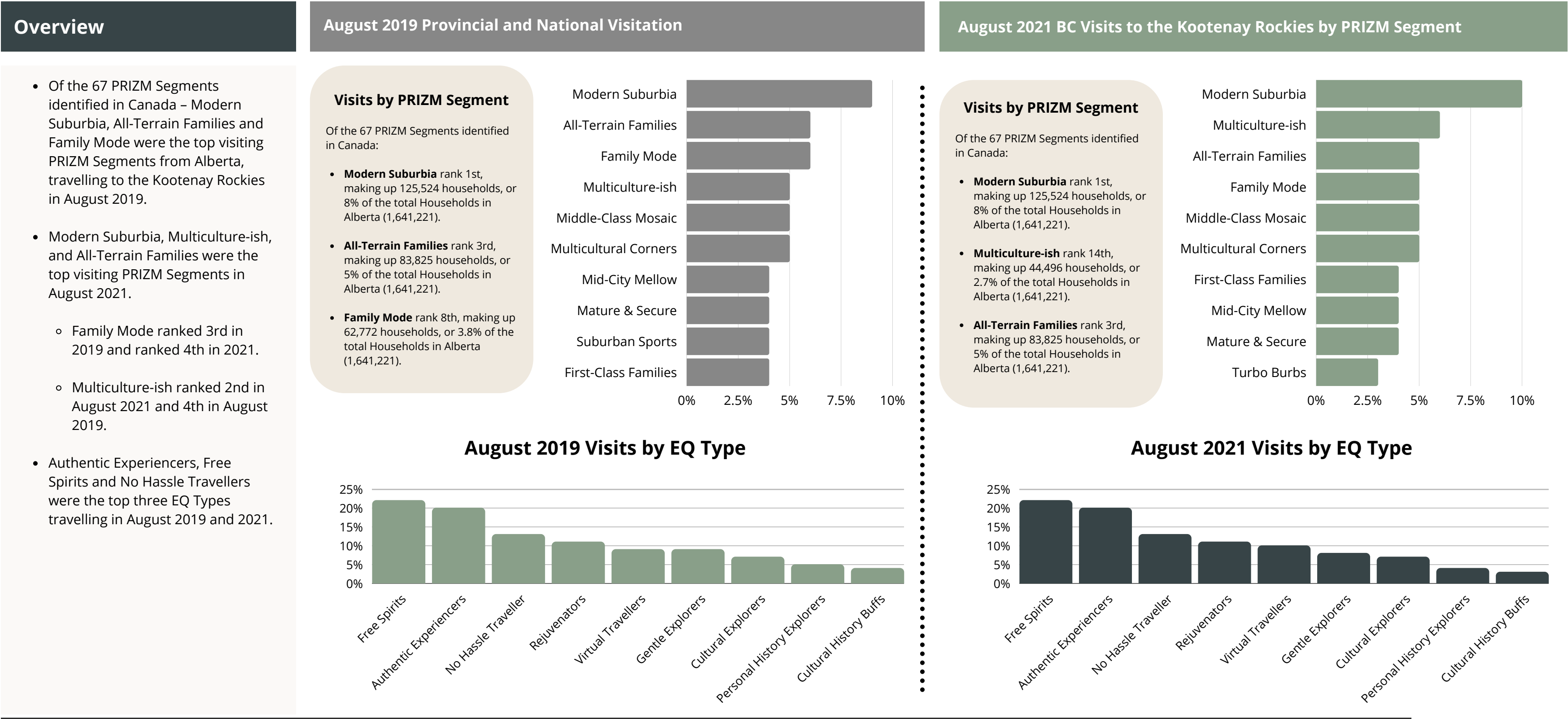
JULY 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION



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

KOOTENAY ROCKIES REGION



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