

SYMPHONY TOURISM SERVICES

Report prepared by Symphony Tourism Services, under license by the BC Regional Tourism Secretariat (BCRTS)

BRITISH COLUMBIA, ALBERTA & CANADA

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

- <u>Environics Analytics</u> 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



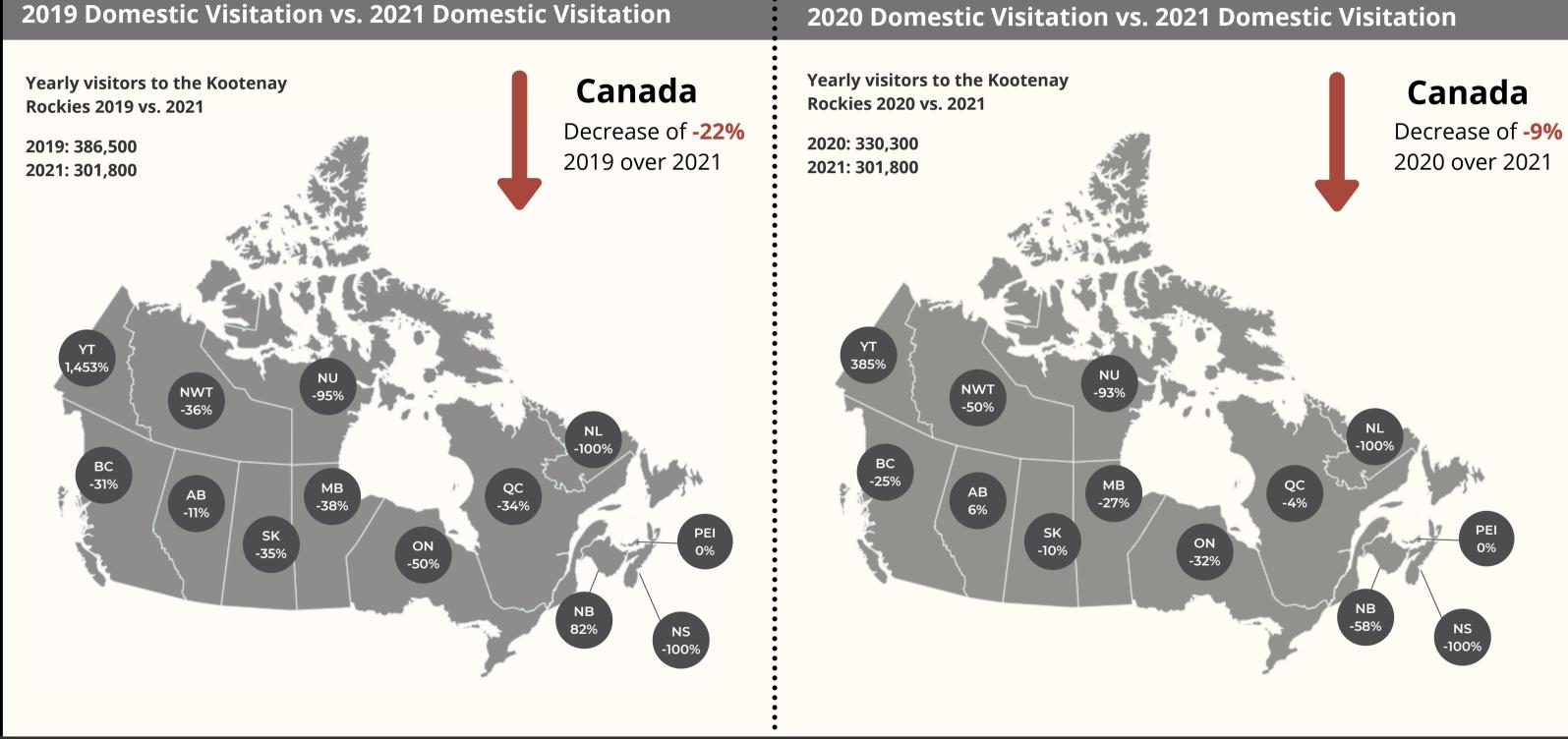
CANADA INSIGHTS

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

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.



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

2021 Visitor Insights 6

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



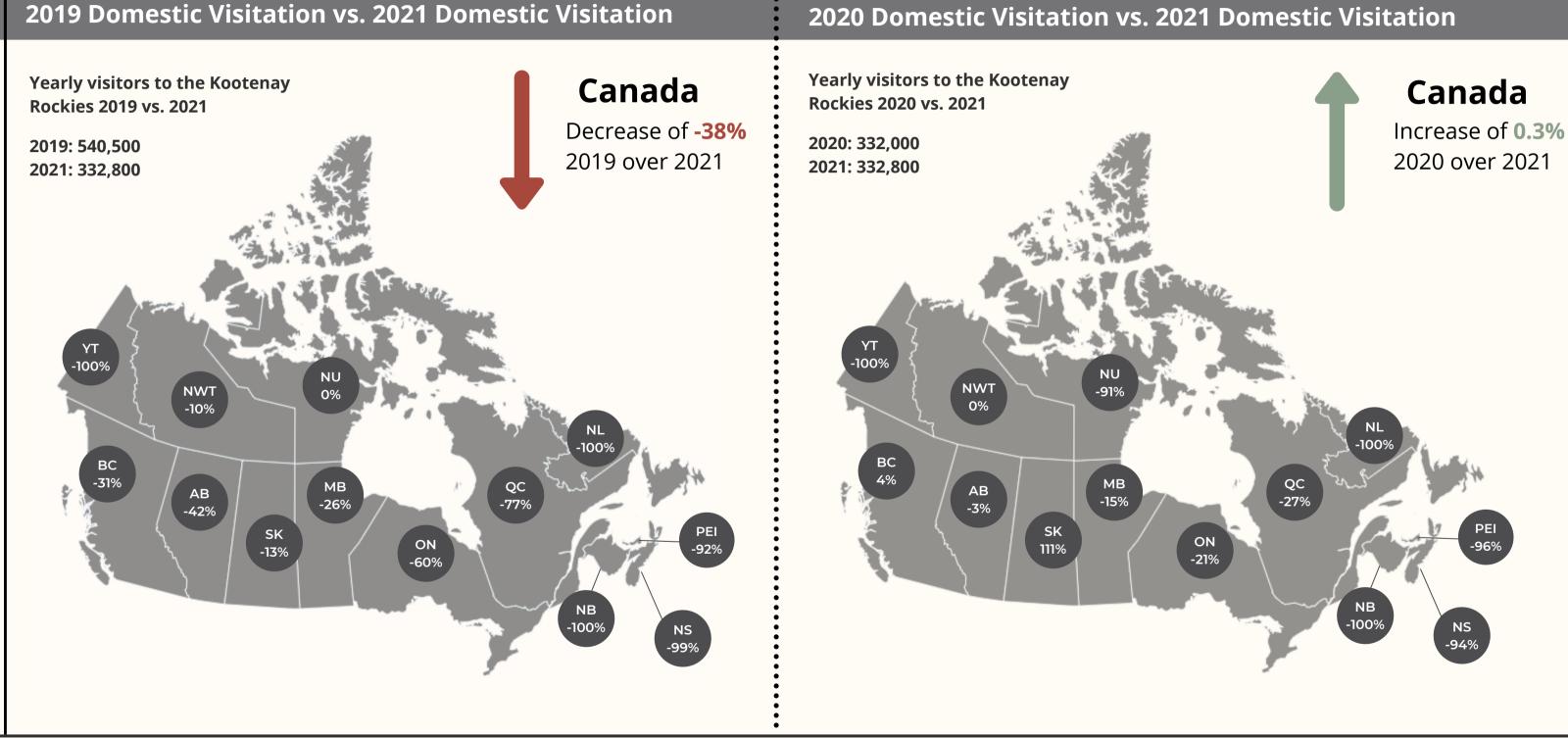
Q1 = January | February | March Note: All counts have been rounded to the nearest 100

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

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.



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

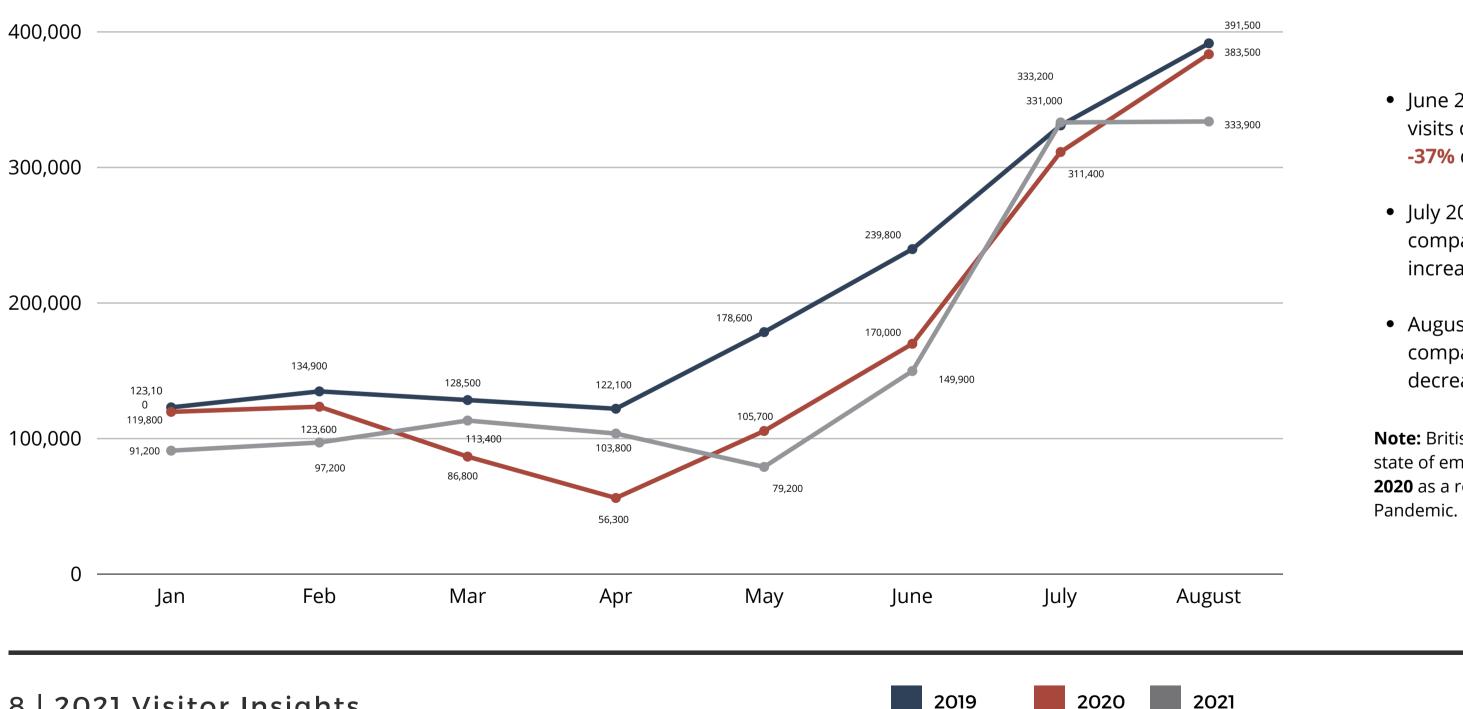
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Note: A Visitor is defined as someone who travels 60+ km from their point of origin



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

CANADIAN VISITATION CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



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2019

2020



KEY FINDINGS

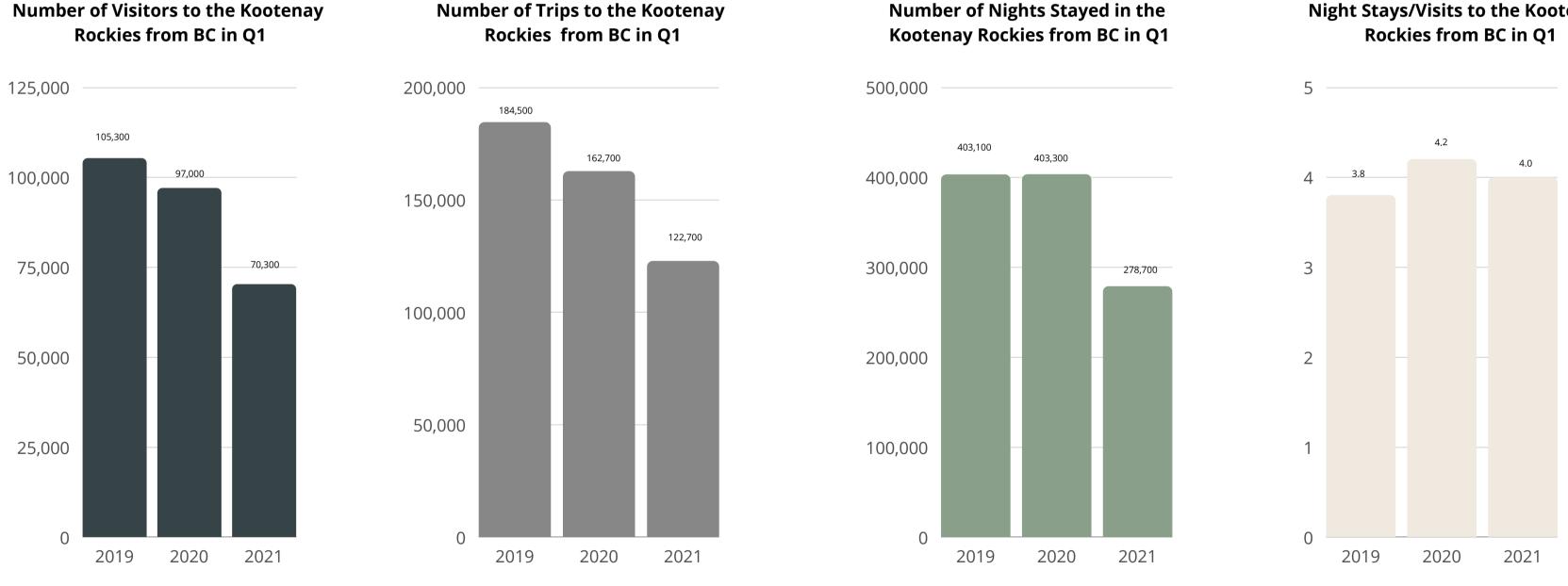
- June 2021 saw a -12% decrease in visits compared to June 2020 and a -37% decrease compared to 2019.
- July 2021 saw a **7%** increase in visits compared to July 2020 and a 1% increase compared to 2019.
- August 2021 saw a -13% decrease compared to August 2020 and a -15% decrease compared to 2019.

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

Note: All counts have been rounded to the nearest 100

BRITISH COLUMBIA INSIGHTS

KOOTENAY ROCKIES VISITATION - Q1 BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

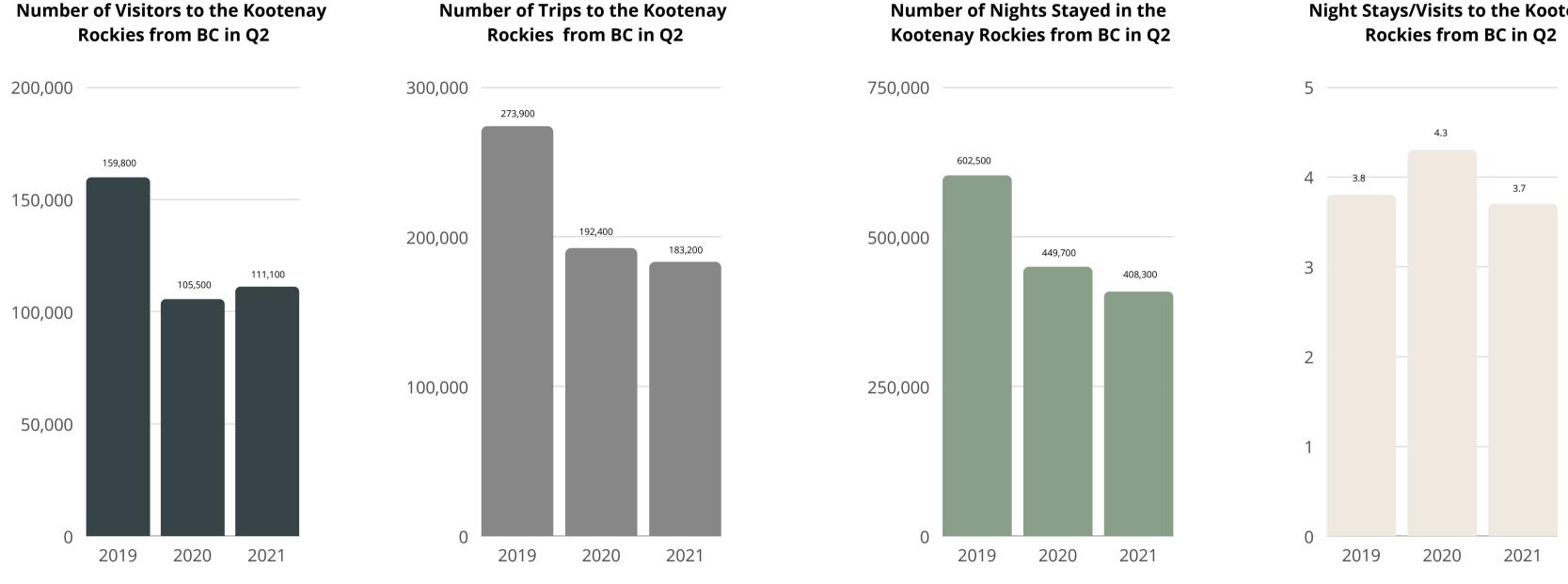


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Night Stays/Visits to the Kootenay

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

KOOTENAY ROCKIES VISITATION - Q2 BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES



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Night Stays/Visits to the Kootenay

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

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

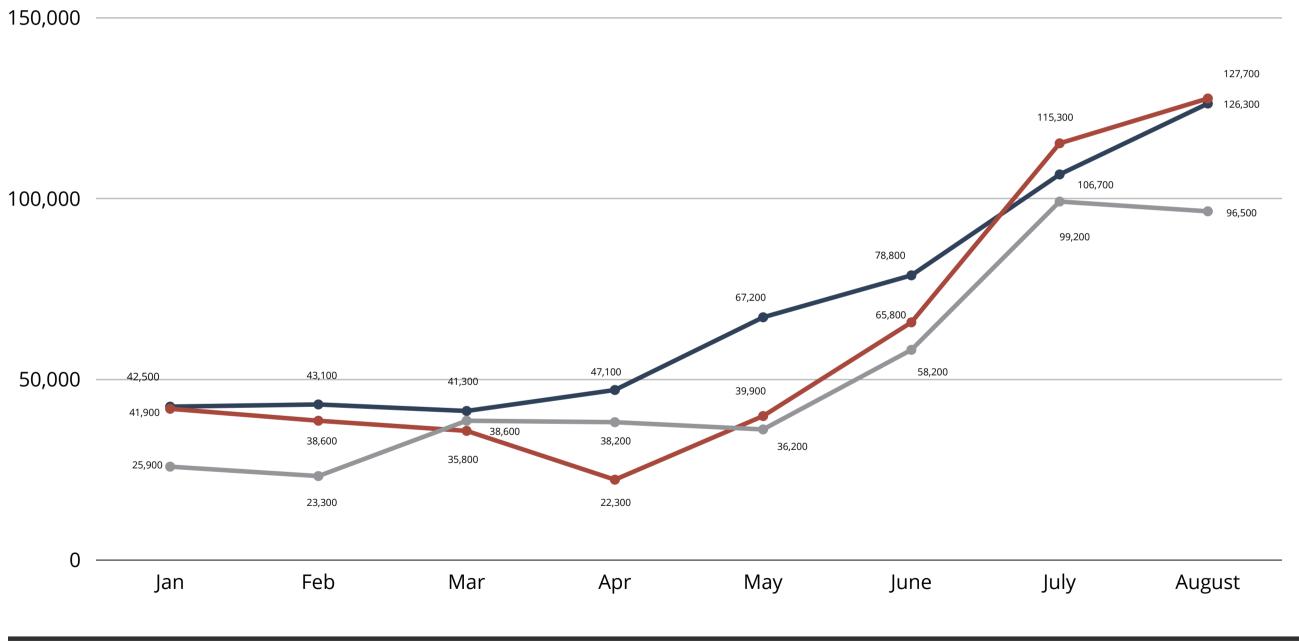
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BC VISITS TO KOOTENAY ROCKIES BY QUARTER - Q2 NUMBER OF VISITS TO KOOTENAY ROCKIES BY ORIGIN CITY

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

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BRITISH COLUMBIA VISITATION BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



2019

2020

KEY FINDINGS

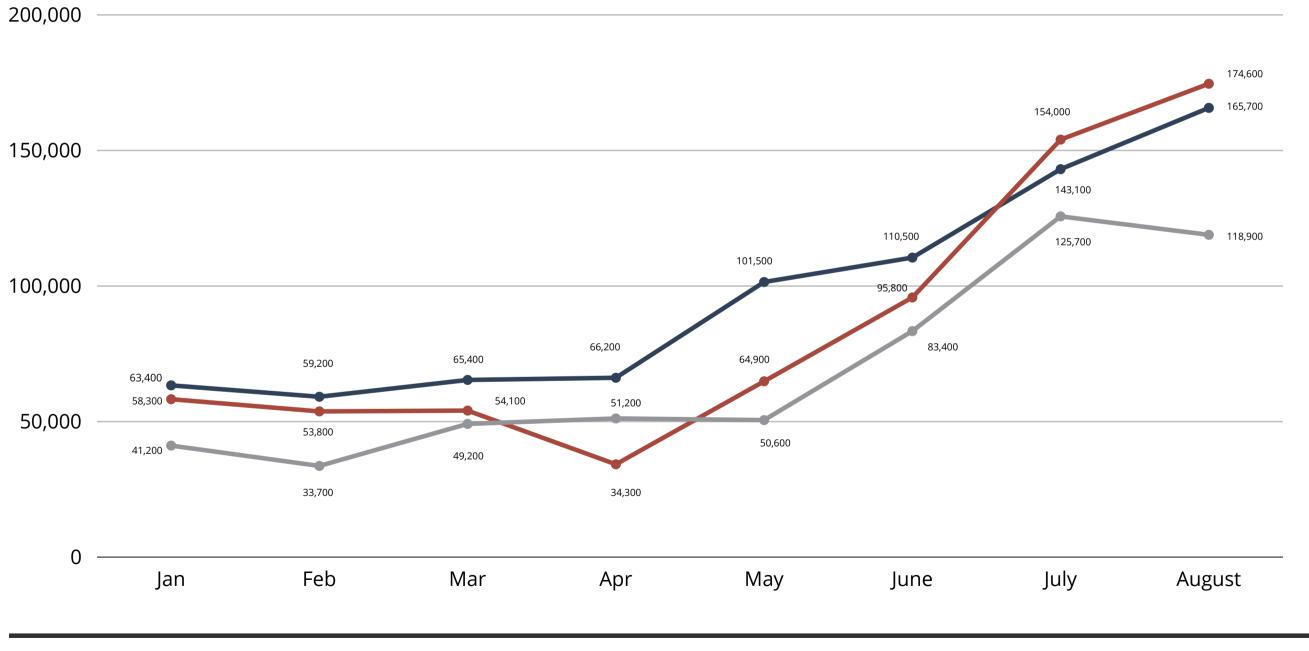
- June 2021 saw a -11% decrease in visits compared to June 2020 and a -26% decrease compared to 2019.
- July 2021 saw a -14% decrease compared to July 2020 and a -7% decrease compared to 2019.
- August 2021 saw a -24% decrease compared to August 2020 and a -24% decrease compared to 2019.

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

2021

Note: All counts have been rounded to the nearest 100

BRITISH COLUMBIA VISITATION BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH



2021

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.

KEY FINDINGS

• June 2021 saw a -13% decrease in

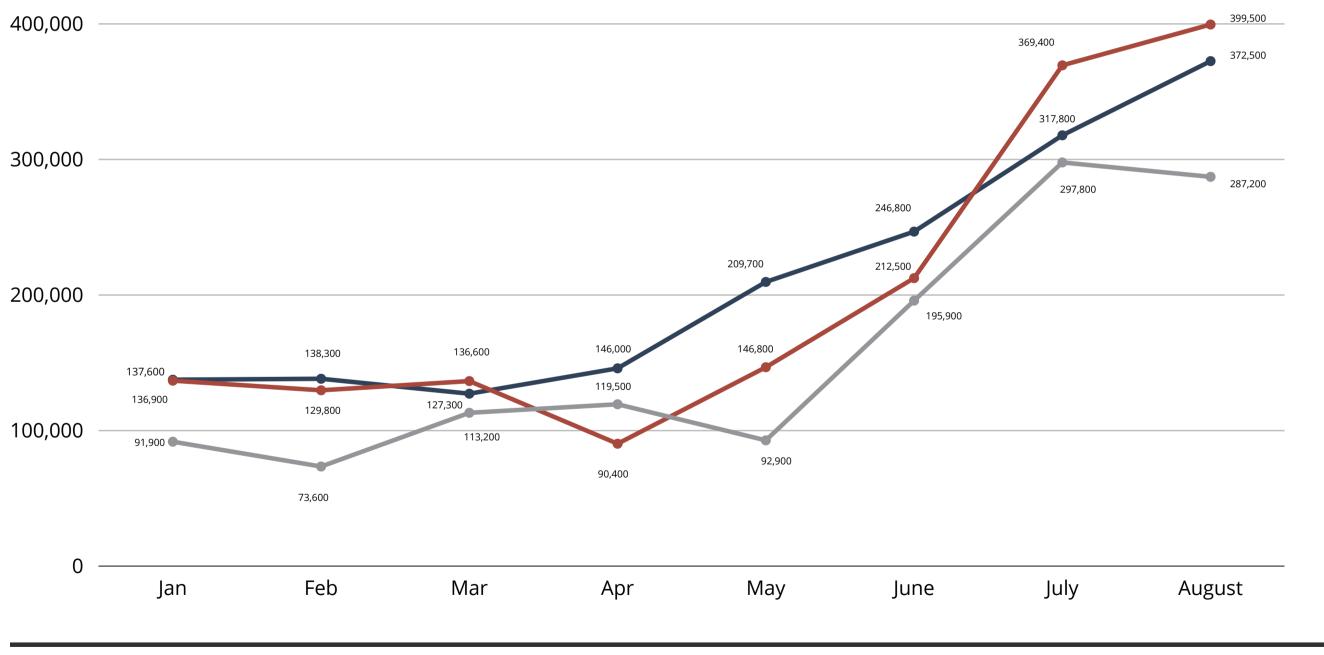
visits compared to June 2020 and a

-25% decrease compared to 2019.

• July 2021 saw a -18% decrease

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



2019

2020

2021

• 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.

KEY FINDINGS

• 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**

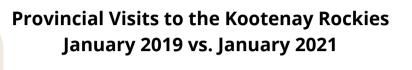
Overview

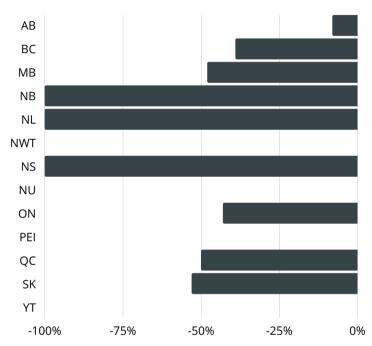
January 2019 Provincial and National Visitation

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by -26% when comparing January 2019 to January 2021.
 - Trips decreased by -23% and **Overnight Stays decreased** by -17% from January 2019 to January 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by -24% when comparing January 2020 to January 2021.
 - Trips decreased by -20% and **Overnight Stays decreased** by -19% from January 2020 to January 2021.
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

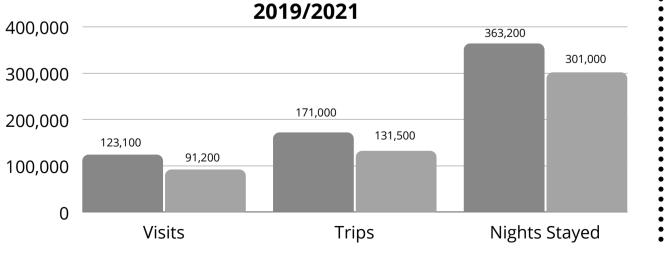


- Canadian Visits to the Kootenay Rockies decreased by -26% from 123,100 in January 2019 to 91,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by -23% from 171,000 in January 2019 to 131,500 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by -17% from 363,200 in January 2019 to 301,000 in 2021.





Canadian Visitation to the Kootenay Rockies - January



*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

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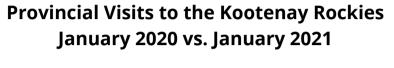
January 2020 Provincial and National Visitation

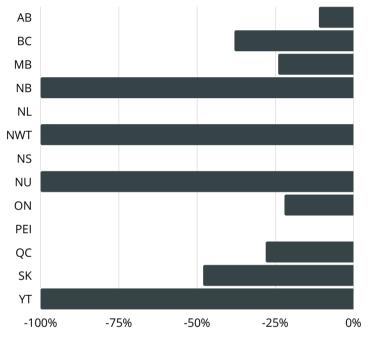
Canadian Visitation

 Canadian Visits to the Kootenay Rockies decreased by -24% from 119,800 in January 2020 to 91,200 in 2021.

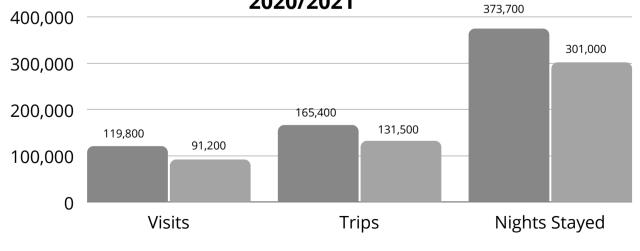
Canadian Trips to the Kootenay Rockies decreased by -20% from 165,400 in January 2020 to 131,500 in 2021.

• Canadian Night Stays in the Kootenay Rockies decreased by -19% from 373,700 in January 2020 to 301.000 in 2021.





Canadian Visitation to the Kootenay Rockies - January 2020/2021

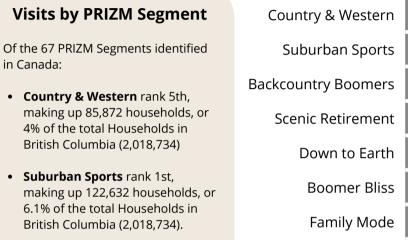


JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES **KOOTENAY ROCKIES REGION**

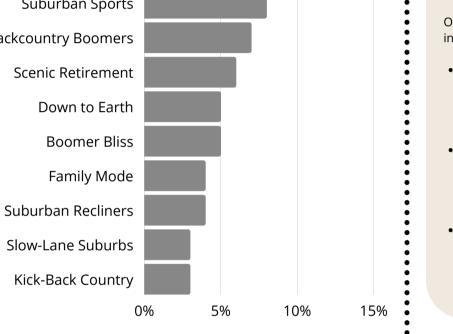
Overview

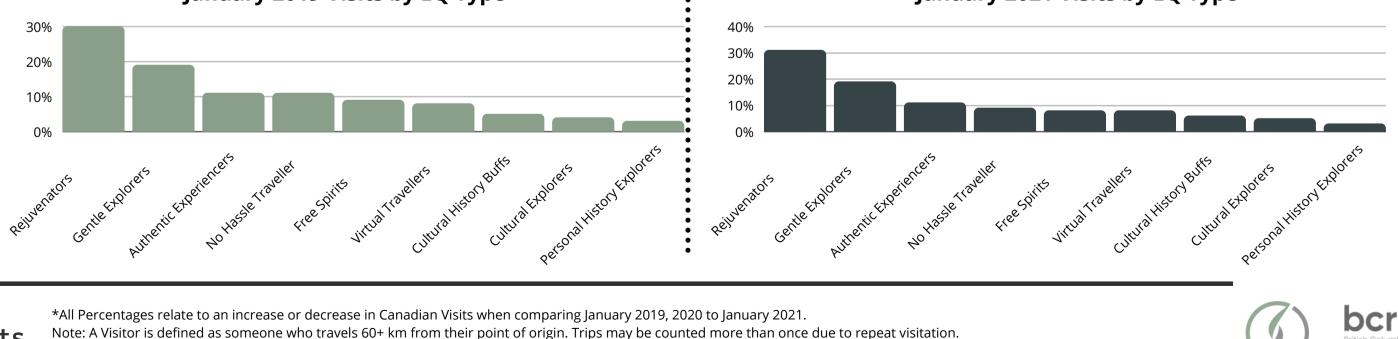
- Of the 67 PRIZM Segments identified in Canada -Country & Western, Suburban Sports and **Backcountry Boomers were** the top visiting PRIZM Segments from BC, travelling to Kootenay Rockies in January 2019 and 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both January 2021 and 2019.

January 2019 BC Visits to the Kootenay Rockies by PRIZM Segment



• Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).



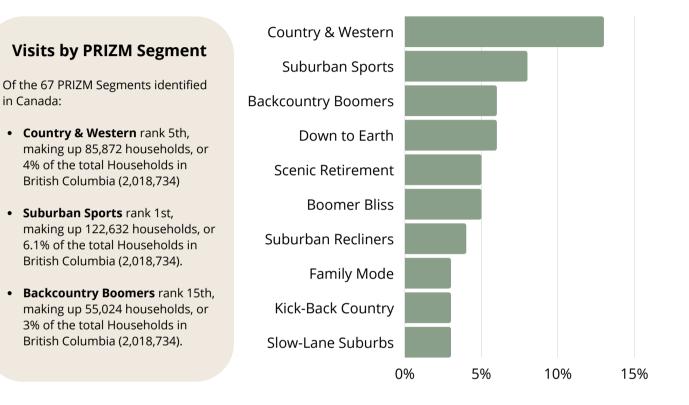


January 2019 Visits by EQ Type

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Note: All counts have been rounded to the nearest 100

January 2021 BC Visits to the Kootenay Rockies by PRIZM Segment



January 2021 Visits by EQ Type

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

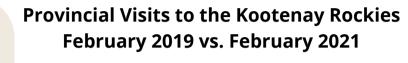
Overview

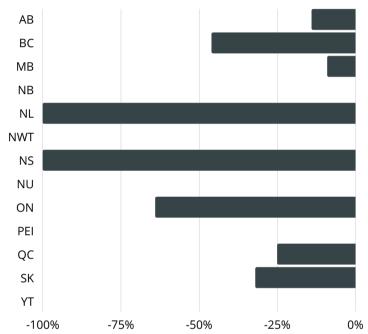
February 2019 Provincial and National Visitation

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by -28% when comparing February 2019 to February 2021.
 - Trips decreased by -29% and Overnight Stays decreased by -17% from February 2019 to February 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by -21% when comparing February 2020 to February 2021.
 - Trips decreased by -24% and Overnight Stays decreased by -12% from February 2020 to February 2021.
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

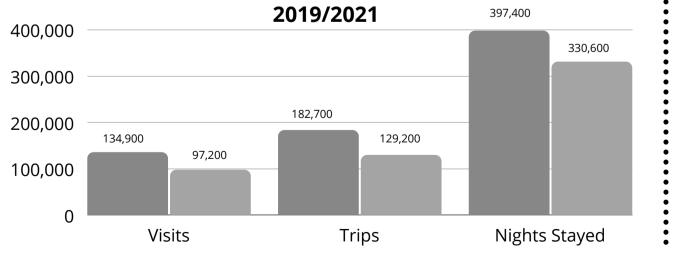
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by -28% from 134,900 in February 2019 to 97,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by -29% from 182,700 in February 2019 to 129,200 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by -17% from 397,400 in February 2019 to 330,600 in 2021.





Canadian Visitation to the Kootenay Rockies - February



*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

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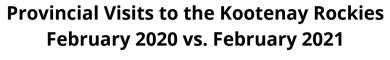
February 2020 Provincial and National Visitation

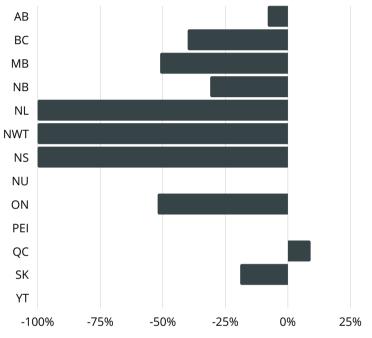
Canadian Visitation

• Canadian Visits to the Kootenay Rockies decreased by -21% from 123,600 in February 2020 to 97,200 in 2021.

• Canadian Trips to the Kootenay Rockies decreased by -24% from 170,200 in February 2020 to 129,200 in 2021.

• Canadian Night Stays in the Kootenay Rockies decreased by -12% from 375,900 in February 2020 to 330,600 in 2021.





Canadian Visitation to the Kootenay Rockies - February 2020/2021



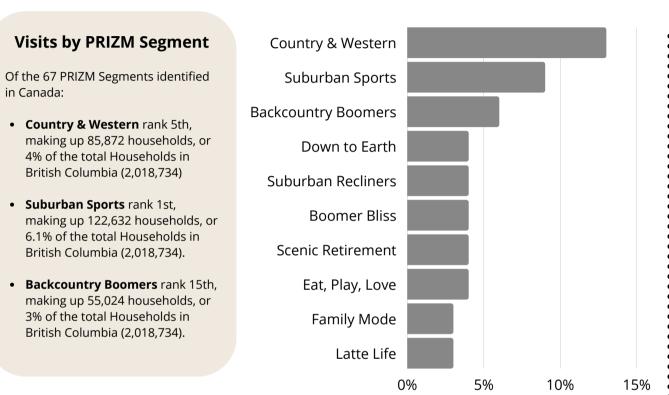
FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES **KOOTENAY ROCKIES REGION**

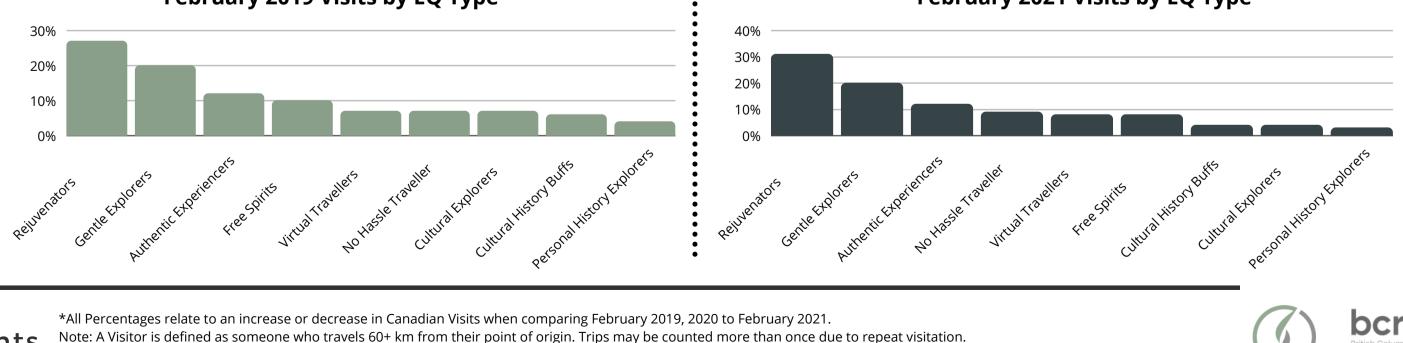
Overview

• 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.

• Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both February 2021 and 2019.

February 2019 BC Visits to the Kootenay Rockies by PRIZM Segment



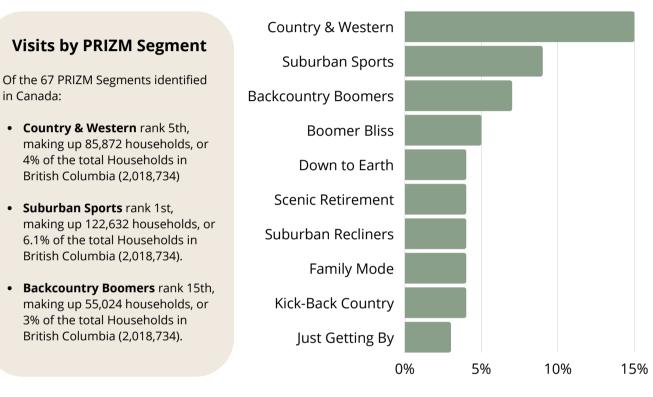


February 2019 Visits by EQ Type

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Note: All counts have been rounded to the nearest 100

February 2021 BC Visits to the Kootenay Rockies by PRIZM Segment



February 2021 Visits by EQ Type

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

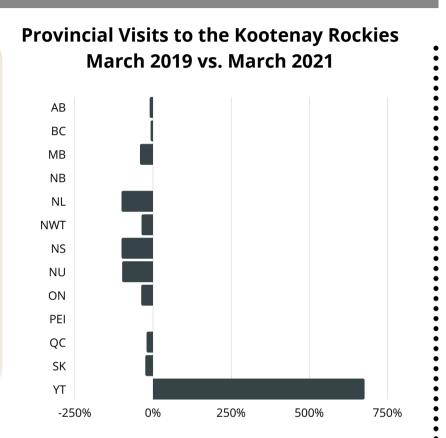
Overview

March 2019 Provincial and National Visitation

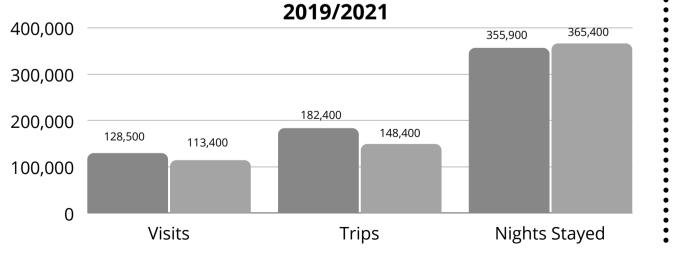
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by -12% when comparing March 2019 to March 2021.
- Trips decreased by -19% and Overnight Stays increased by 3% from March 2019 to March 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **31%** when comparing March 2020 to March 2021.
- Trips increased by **18%** and Overnight Stays increased by 19% from March 2020 to March 2021.
- Visits to the Kootenay Rockies from the Yukon increased in March 2021 when compared to March 2019 and 2020.
 - Note: 2019 Visits from the Yukon were below 200 in March 2019 resulting in a significant percentage increase in 2021 (1,200 visitors).
 - Note: 2020 Visits from the Yukon were below 300 in March 2020 resulting in a significant percentage increase in 2021 (1,200 visitors).
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.



- Canadian Trips to the Kootenay Rockies decreased by -19% from 182,400 in March 2019 to 148,400 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **3%** from 355,900 in March 2019 to 365,400 in 2021.



Canadian Visitation to the Kootenay Rockies - March



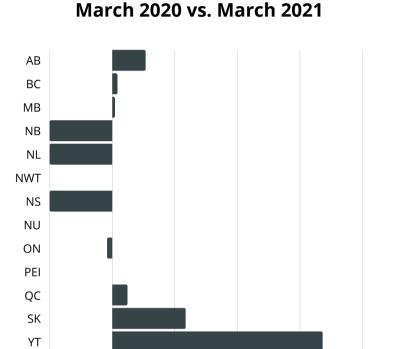
*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021. Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation. Note: All counts have been rounded to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

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March 2020 Provincial and National Visitation

Canadian Visitation

- Canadian Visits to the Kootenay Rockies increased by **31%** from 86,800 in March 2020 to 113,400 in 2021.
- Canadian Trips to the Kootenay Rockies increased by **18%** from 126,000 in March 2020 to 148.400 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by 19% from 306,500 in March 2020 to 365.400 in 2021.



200%

300%

400%

100%

Provincial Visits to the Kootenay Rockies

Canadian Visitation to the Kootenay Rockies - March 2020/2021

-100%

0%





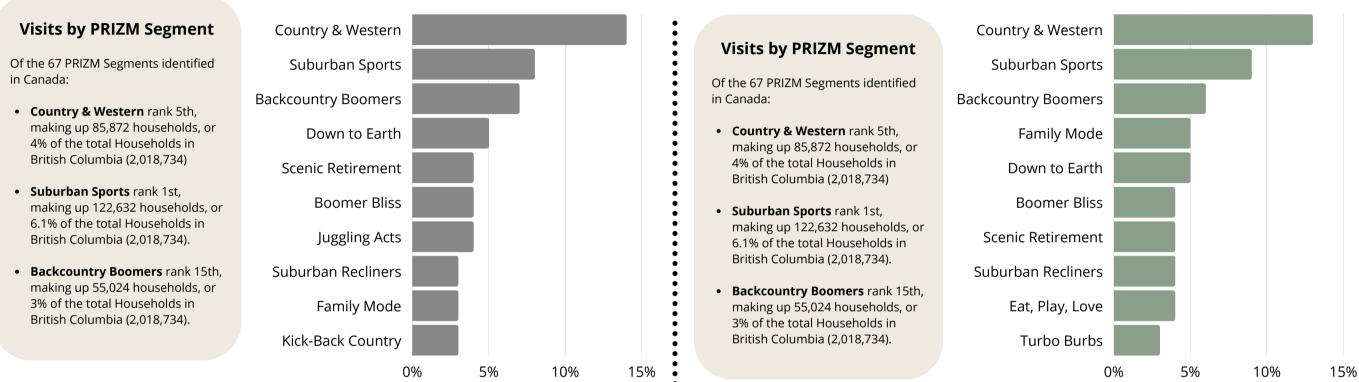
MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES **KOOTENAY ROCKIES REGION**

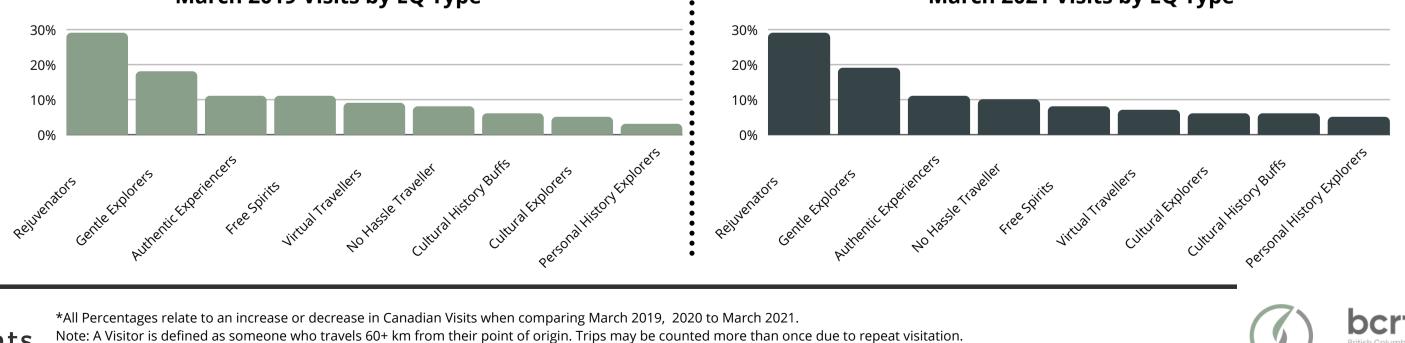
Overview

- 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.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both Mar 2021 and 2019.

March 2019 BC Visits to the Kootenay Rockies by PRIZM Segment







March 2019 Visits by EQ Type

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Note: All counts have been rounded to the nearest 100

March 2021 BC Visits to the Kootenay Rockies by PRIZM Segment



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

Overview

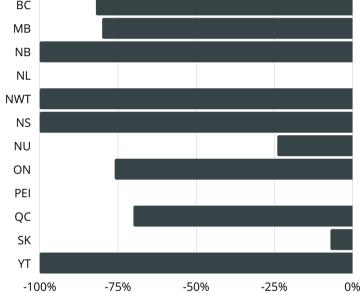
April 2019 Provincial and National Visitation

- 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.

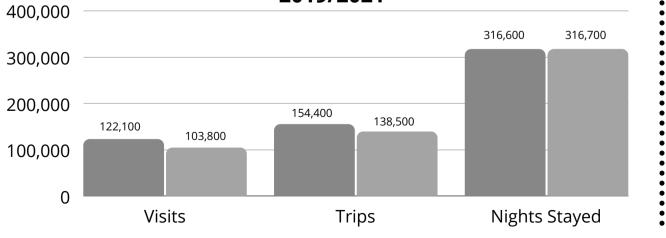


- Canadian Visits to the Kootenay Rockies decreased by -15% from 122,100 in April 2019 to 103,800 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by -10% from 154,400 in April 2019 to 138,500 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by 0.04% from 316,600 in April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





Canadian Visitation to the Kootenay Rockies - April 2019/2021



23 | 2021 Visitor Insights

*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

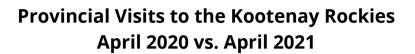
April 2020 Provincial and National Visitation

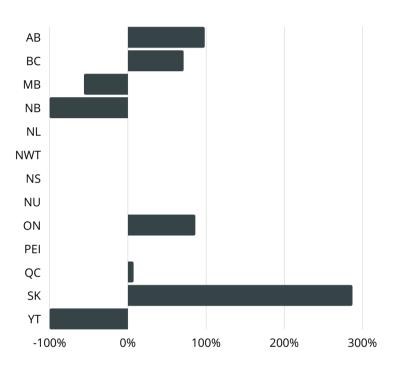
Canadian Visitation

• Canadian Visits to the Kootenay Rockies increased by 84% from 56,300 in April 2020 to 103,800 in 2021.

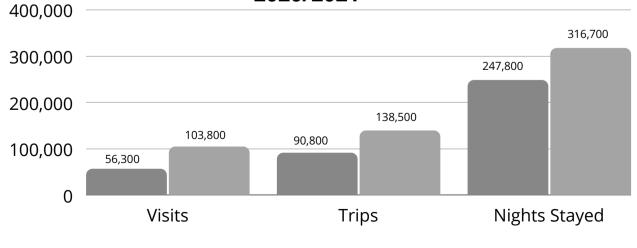
 Canadian Trips to the Kootenay Rockies increased by 52% from 90,800 in April 2020 to 138,500 in 2021.

• Canadian Night Stays in the Kootenay Rockies increased by 28% from 247,800 in April 2020 to 316,700 in 2021.





Canadian Visitation to the Kootenay Rockies - April 2020/2021



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

Overview

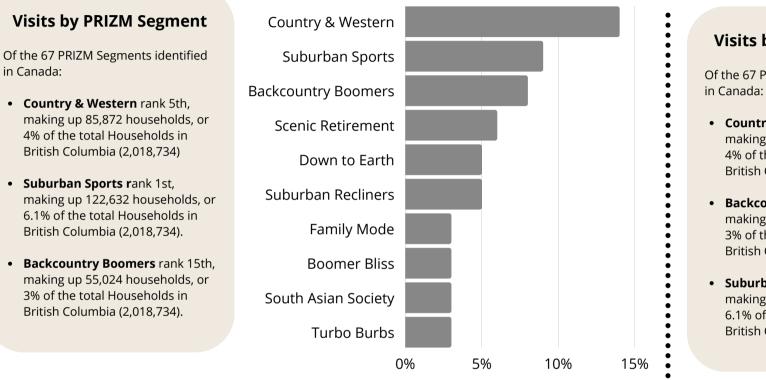
• Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports, and **Backcountry Boomers were** the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in April 2019 and 2021.

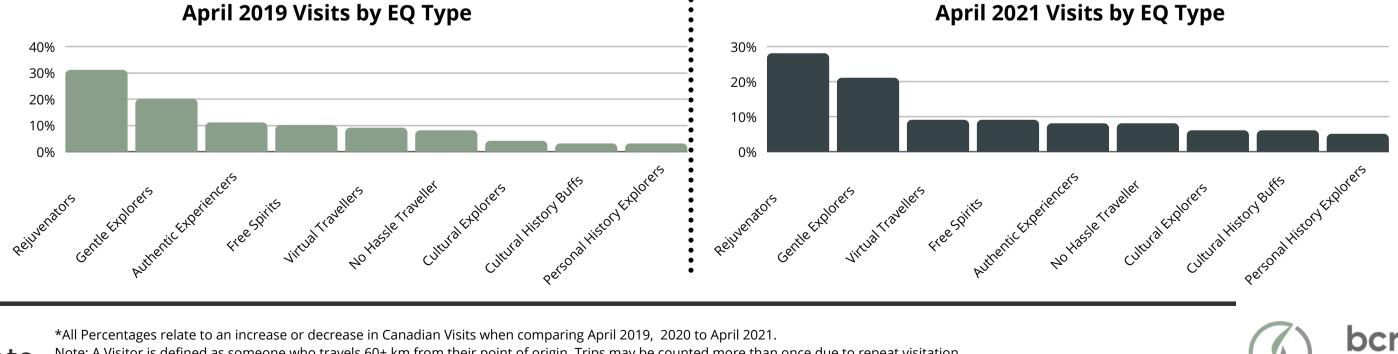
in Canada:

- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in April 2019.
- Rejuvenators, Gentle **Explorers and Virtual** Travellers were the top three EQ Traveller Types in April 2020.

April 2019 BC Visits to the Kootenay Rockies by PRIZM Segment







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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

April 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

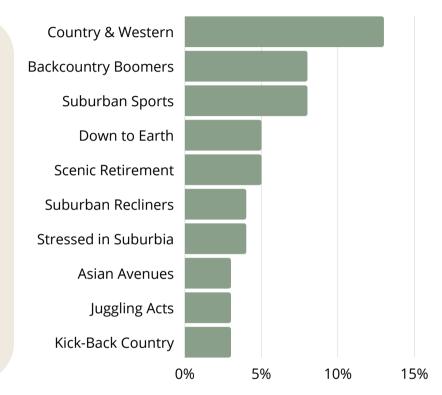
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified

 Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)

• Backcountry Boomers rank 15th, making up 55,024 households, or 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).



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

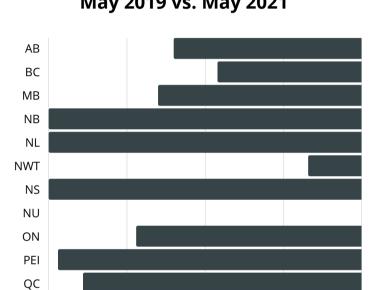
Overview

May 2019 Provincial and National Visitation

- 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.



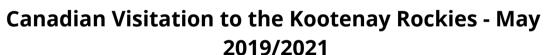
- Canadian Visits to the Kootenay Rockies decreased by -56% from 178,600 in May 2019 to 79,200 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by -58% from 247,900 in May 2019 to 104,900 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by -53% from 503,700 in May 2019 to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



-25%

0%

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

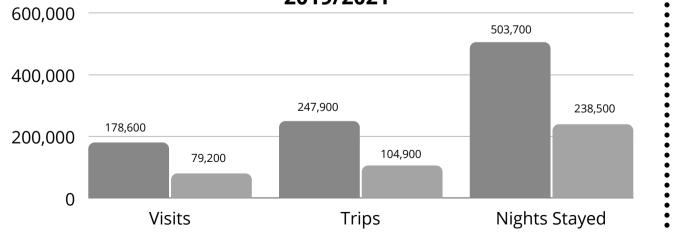


-75%

SK

ΥT

-100%



*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

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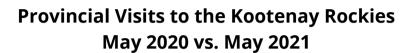
May 2020 Provincial and National Visitation

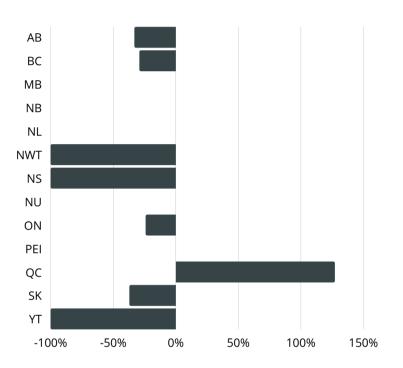
Canadian Visitation

• Canadian Visits to the Kootenay Rockies decreased by -25% from 105,700 in May 2020 to 79,200 in 2021.

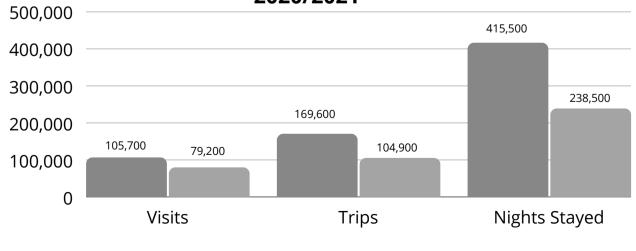
• Canadian Trips to the Kootenay Rockies decreased by -38% from 169,600 in May 2020 to 104,900 in 2021.

• Canadian Night Stays in the Kootenay Rockies decreased by -43% from 415,500 in May 2020 to 238,500 in 2021.





Canadian Visitation to the Kootenay Rockies - May 2020/2021



MAY 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 May 2019 and 2021.

in Canada:

• Country & Western rank 5th,

4% of the total Households in

British Columbia (2,018,734)

British Columbia (2,018,734).

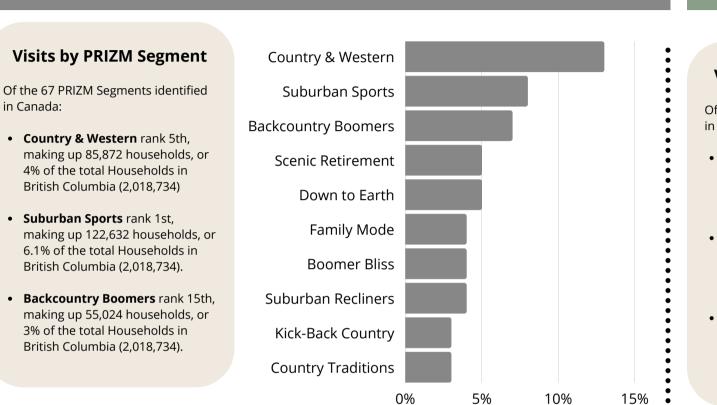
3% of the total Households in

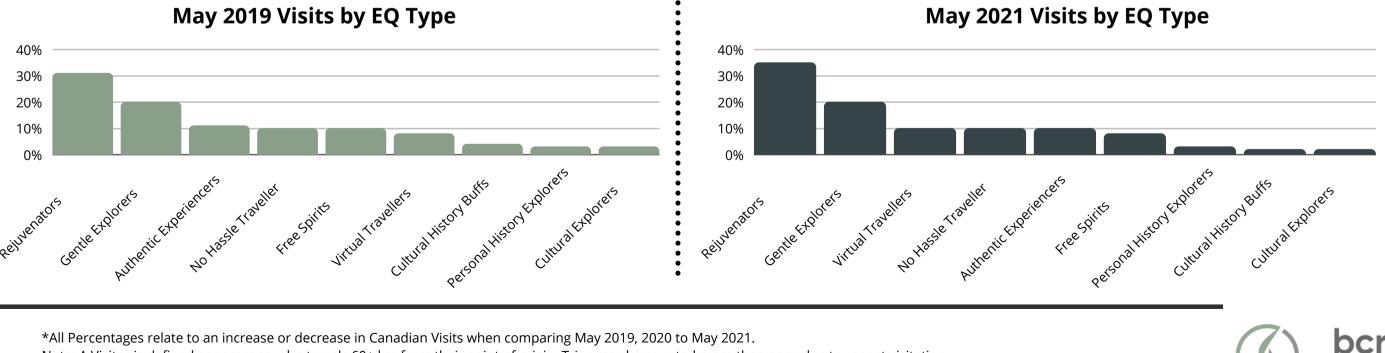
British Columbia (2,018,734).

• Suburban Sports rank 1st,

- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in May 2019.
- Rejuvenators, Gentle **Explorers and Virtual** Travellers were the top three EQ Traveller Types in May 2020.

May 2019 BC Visits to the Kootenay Rockies by PRIZM Segment





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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

May 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

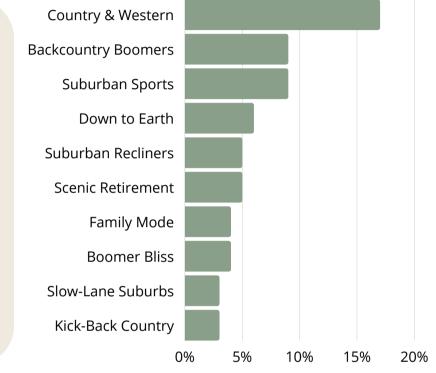
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

 Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)

• Backcountry Boomers rank 15th, making up 55,024 households, or 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).



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

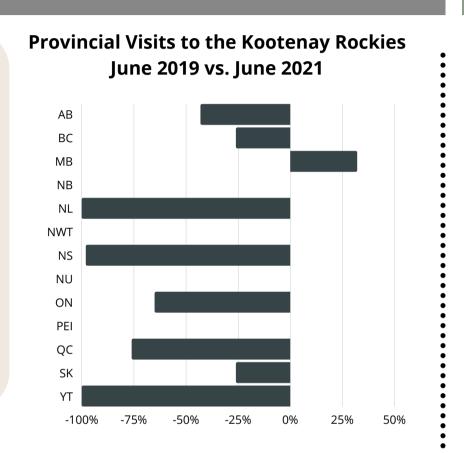
Overview

June 2019 Provincial and National Visitation

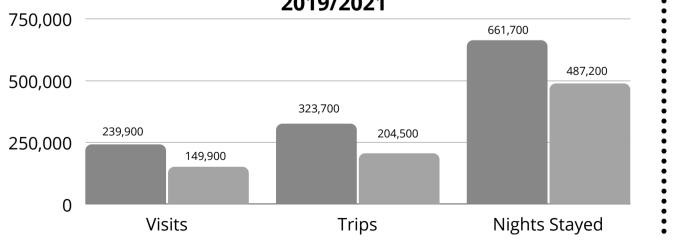
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by -37% when comparing June 2019 to June 2021.
 - Trips decreased by -37% and Overnight Stays decreased by -26% from June 2019 to June 2021.
- The number of visits to the Kootenay **Rockies from Canadian travellers** decreased by -12% when comparing lune 2020 to lune 2021.
- Trips decreased by -18% and Overnight Stays decreased by -17% from June 2020 to June 2021.
- Visits to the Kootenay Rockies from Saskatchewan increased in June 2021 when compared to June 2020.
 - Note: Visits from Saskatchewan were below 2,600 in June 2020 resulting in a significant percentage increase in June 2021 (5,700 visitors).
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.



- Canadian Visits to the Kootenay Rockies decreased by -37% from 239,900 in June 2019 to 149,900 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by -37% from 323,700 in June 2019 to 204,500 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by -26% from 661,700 in June 2019 to 487,200 in 2021.



Canadian Visitation to the Kootenay Rockies - June 2019/2021



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*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 2020 Provincial and National Visitation

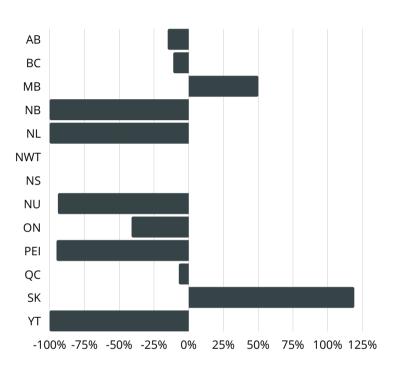
Canadian Visitation

• Canadian Visits to the Kootenay Rockies decreased by -12% from 170,000 in June 2020 to 149,900 in 2021.

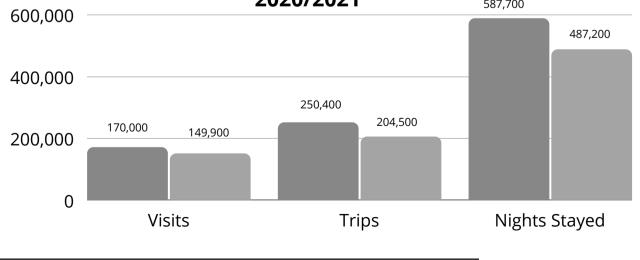
• Canadian Trips to the Kootenay Rockies decreased by -18% from 250,400 in June 2020 to 204,500 in 2021.

• Canadian Night Stays in the Kootenay Rockies decreased by -17% from 587,700 in June 2020 to 487,200 in 2021.

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



Canadian Visitation to the Kootenay Rockies - June 2020/2021 587,700



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

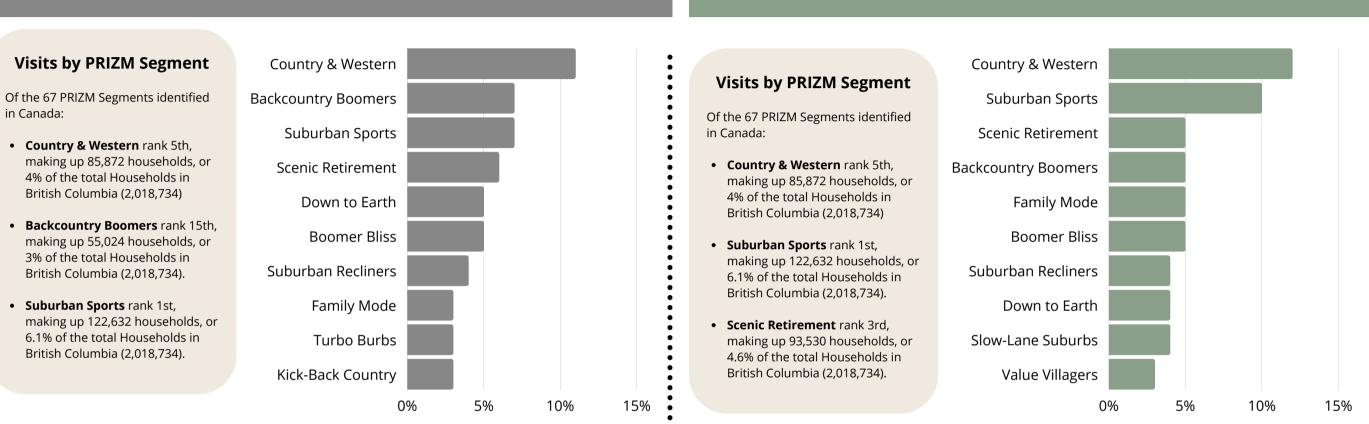
Overview

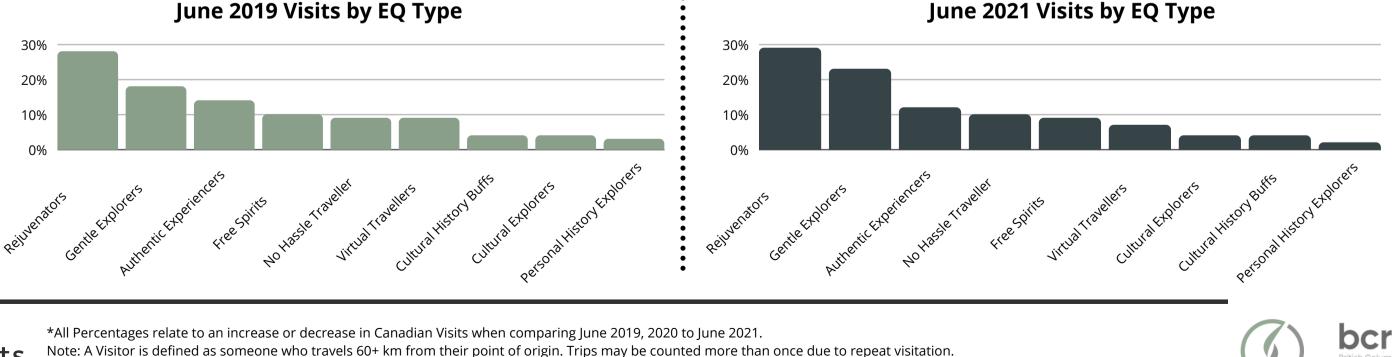
• Of the 67 PRIZM Segments identified in Canada – Country & Western, Backcountry Boomers and Suburban Sports were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in June 2019.

in Canada:

- Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in June 2021.
- Backcountry Boomers ranked 2nd in June 2019 and 4th in June 2021.
- Scenic Retirement ranked 3rd in June 2021 and 4th in June 2019.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in June 2019 and 2021.

June 2019 BC Visits to the Kootenay Rockies by PRIZM Segment





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Note: All counts have been rounded to the nearest 100

June 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

June 2021 Visits by EQ Type

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

Overview

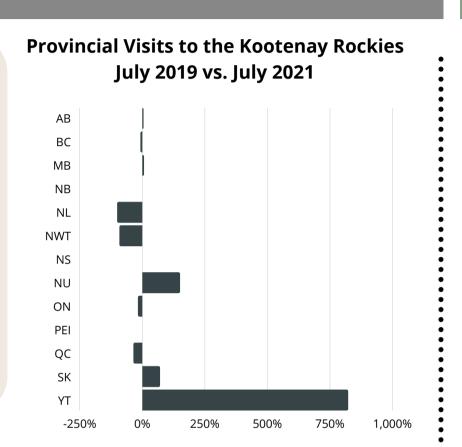
July 2019 Provincial and National Visitation

- 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.

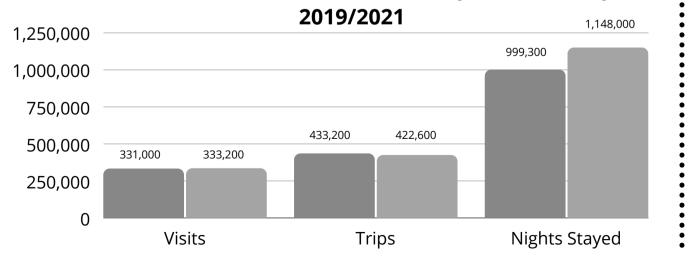
• Canadian Visits to the Kootenay Rockies increased by 1% from 331,000 in July 2019 to 333,200 in 2021.

Canadian Visitation

- 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.



Canadian Visitation to the Kootenay Rockies - July



*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

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July 2020 Provincial and National Visitation

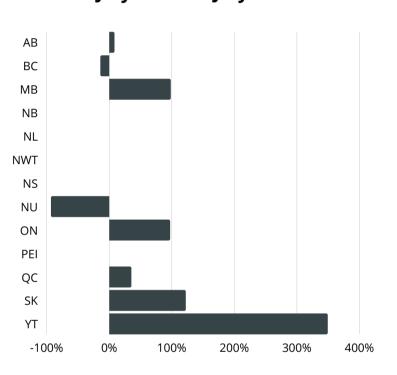
Canadian Visitation

• Canadian Visits to the Kootenay Rockies increased by 7% from 311,400 in July 2020 to 333,200 in 2021.

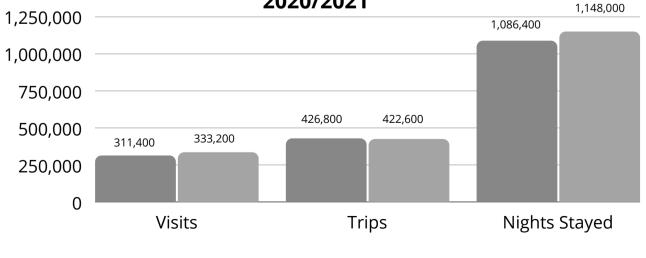
 Canadian Trips to the Kootenay Rockies decreased by -1% from 426,800 in July 2020 to 422,600 in 2021.

• 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**

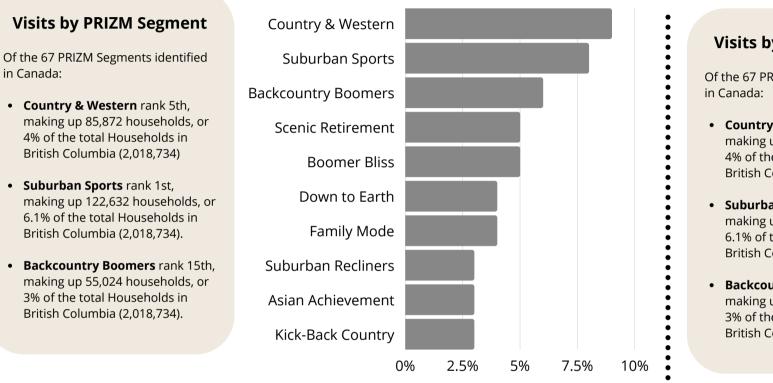
Overview

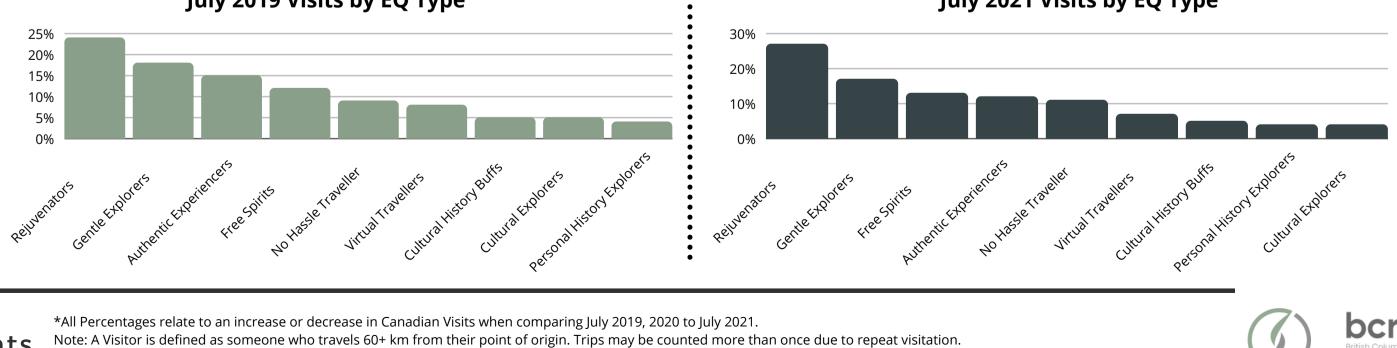
• Of the 67 PRIZM Segments identified in Canada -Country & Western, Suburban Sports, and **Backcountry Boomers were** the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in July 2019 and 2021.

in Canada:

- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in July 2019.
- Rejuvenators, Gentle **Explorers and Free Spirits** were the top three in July 2021.

July 2019 BC Visits to the Kootenay Rockies by PRIZM Segment





July 2019 Visits by EQ Type

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Note: All counts have been rounded to the nearest 100

July 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

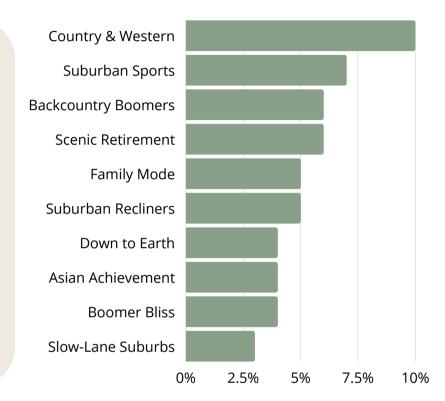
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified

 Country & Western rank 5th, making up 85,872 households, or 4% 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 3% of the total Households in British Columbia (2,018,734).



July 2021 Visits by EQ Type

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

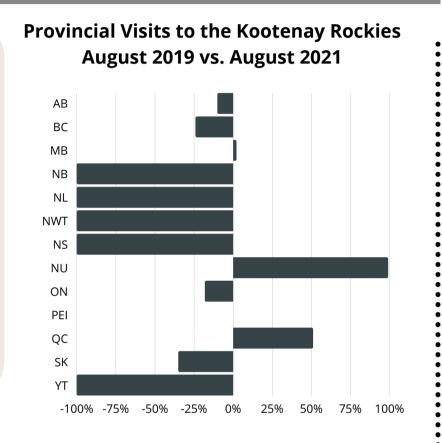
Overview

August 2019 Provincial and National Visitation

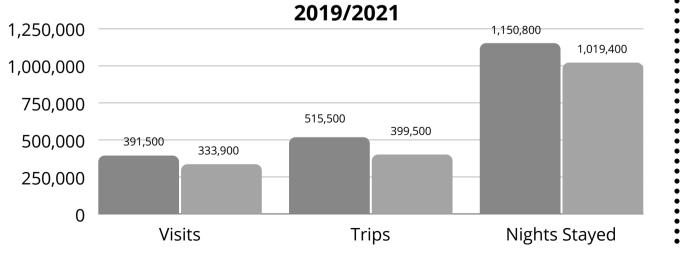
- The number of visits to the Kootenay Rockies from Canadian travellers decreased by -15% when comparing August 2019 to August 2021.
 - Trips decreased by -23% and Overnight Stays decreased by -11% from August 2019 to August 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers 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.



- 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.



Canadian Visitation to the Kootenay Rockies - August



*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

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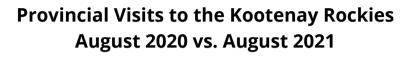
August 2020 Provincial and National Visitation

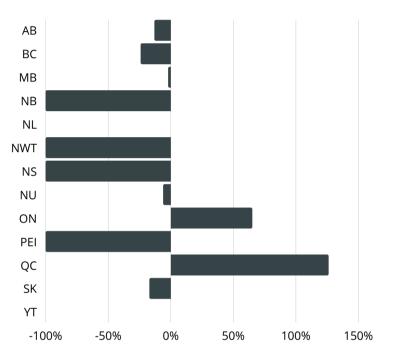
Canadian Visitation

• Canadian Visits to the Kootenay Rockies decreased by -13% from 383,500 in August 2020 to 333,900 in 2021.

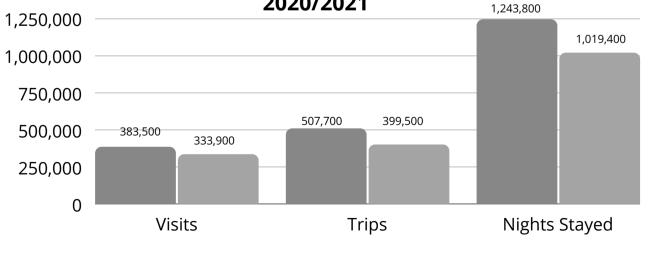
• Canadian Trips to the Kootenay Rockies decreased by -21% from 507,700 in August 2019 to 399,500 in 2021.

• Canadian Night Stays in the Kootenay Rockies decreased by -18% from 1,23,800 in August 2019 to 1,019,400 in 2021.





Canadian Visitation to the Kootenay Rockies - August 2020/2021





AUGUST 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 August 2019 and 2021.

in Canada:

British Columbia (2,018,734)

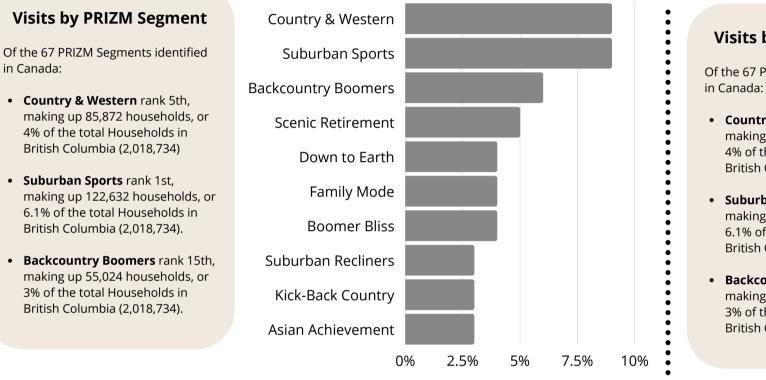
British Columbia (2,018,734).

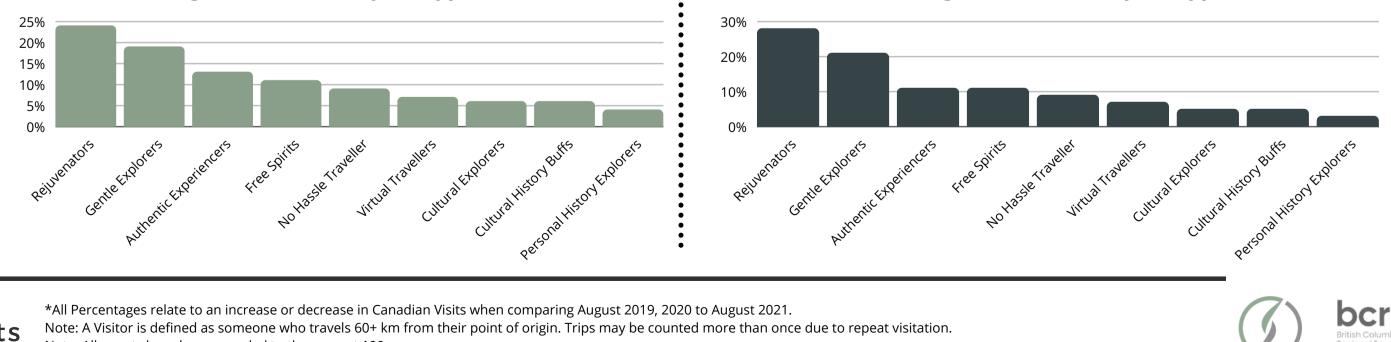
British Columbia (2,018,734).

• Suburban Sports rank 1st,

• Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in August 2019.

August 2019 BC Visits to the Kootenay Rockies by PRIZM Segment





August 2019 Visits by EQ Type

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Note: All counts have been rounded to the nearest 100

August 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

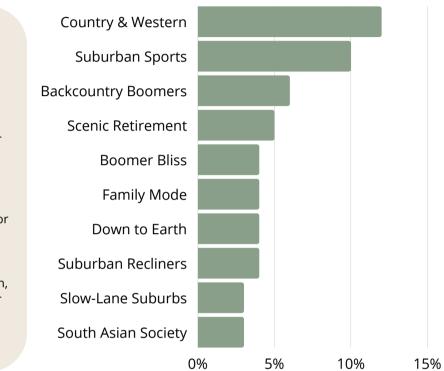
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified

 Country & Western rank 5th, making up 85,872 households, or 4% 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).

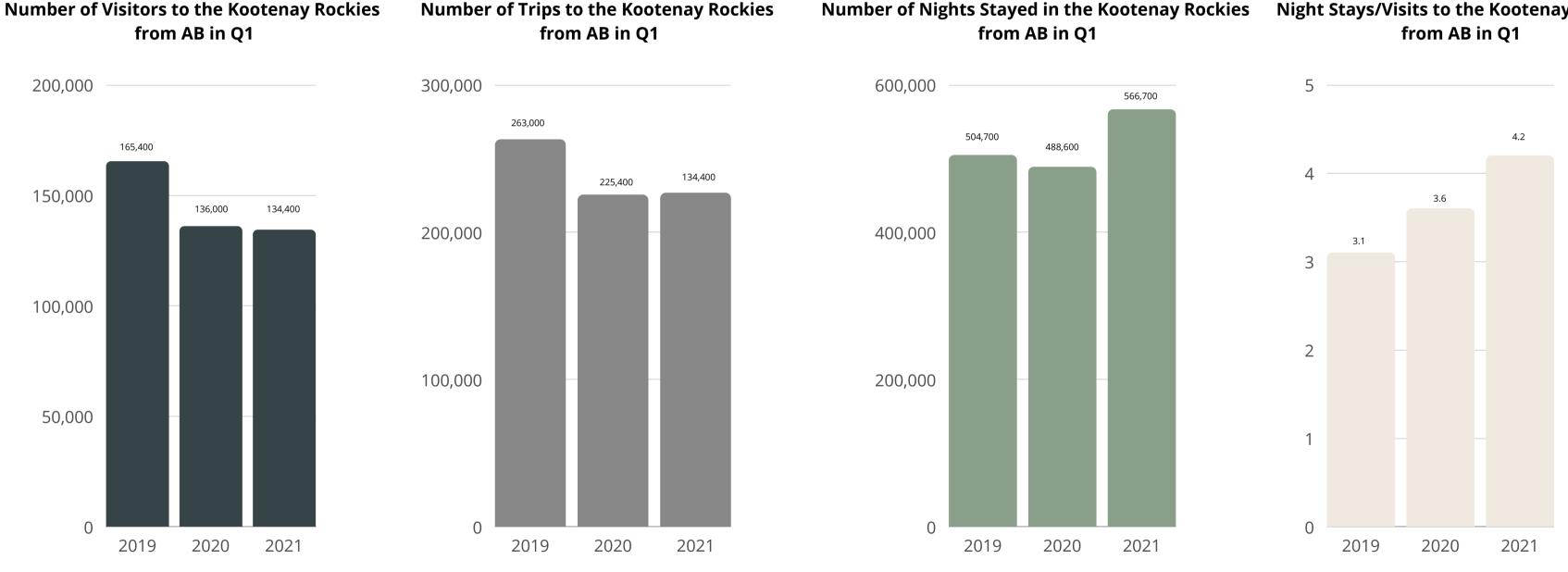
Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).



August 2021 Visits by EQ Type

ALBERTA INSIGHTS

KOOTENAY ROCKIES VISITATION - Q1 ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

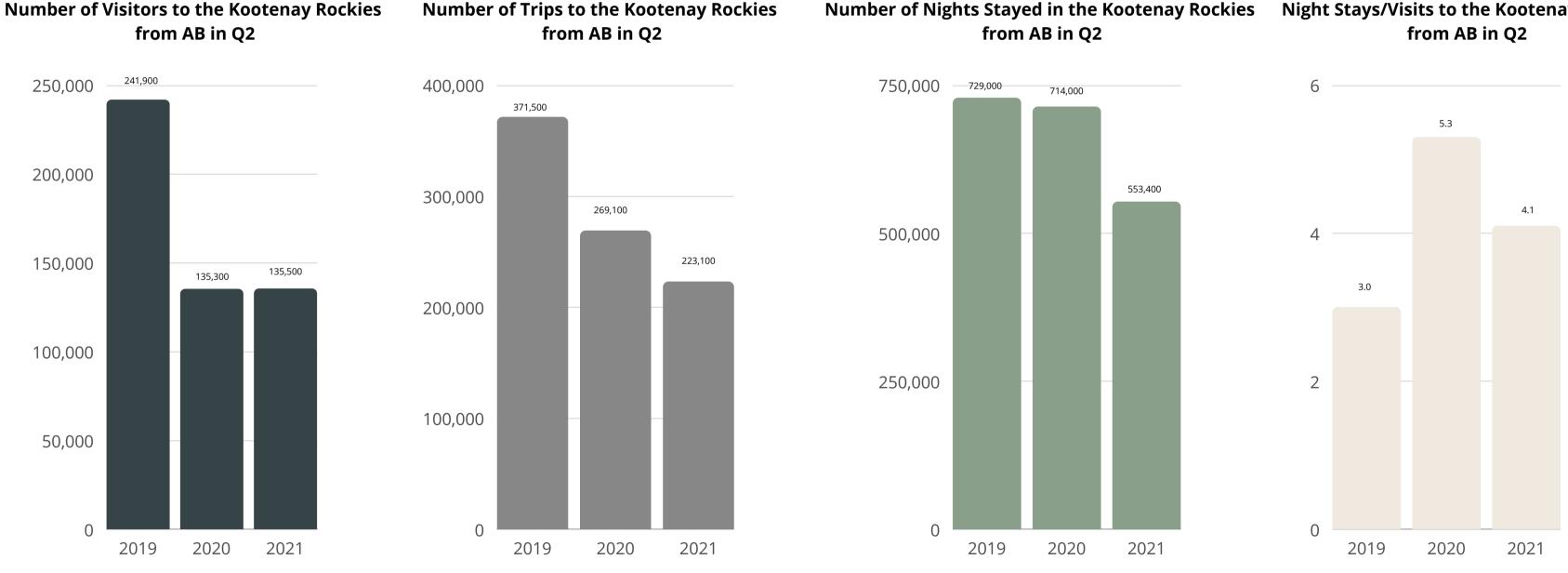


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Night Stays/Visits to the Kootenay Rockies

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

KOOTENAY ROCKIES VISITATION - Q2 ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES



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Night Stays/Visits to the Kootenay Rockies

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

AB VISITS TO THE KOOTENAY ROCKIES BY QUARTER - Q1 NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

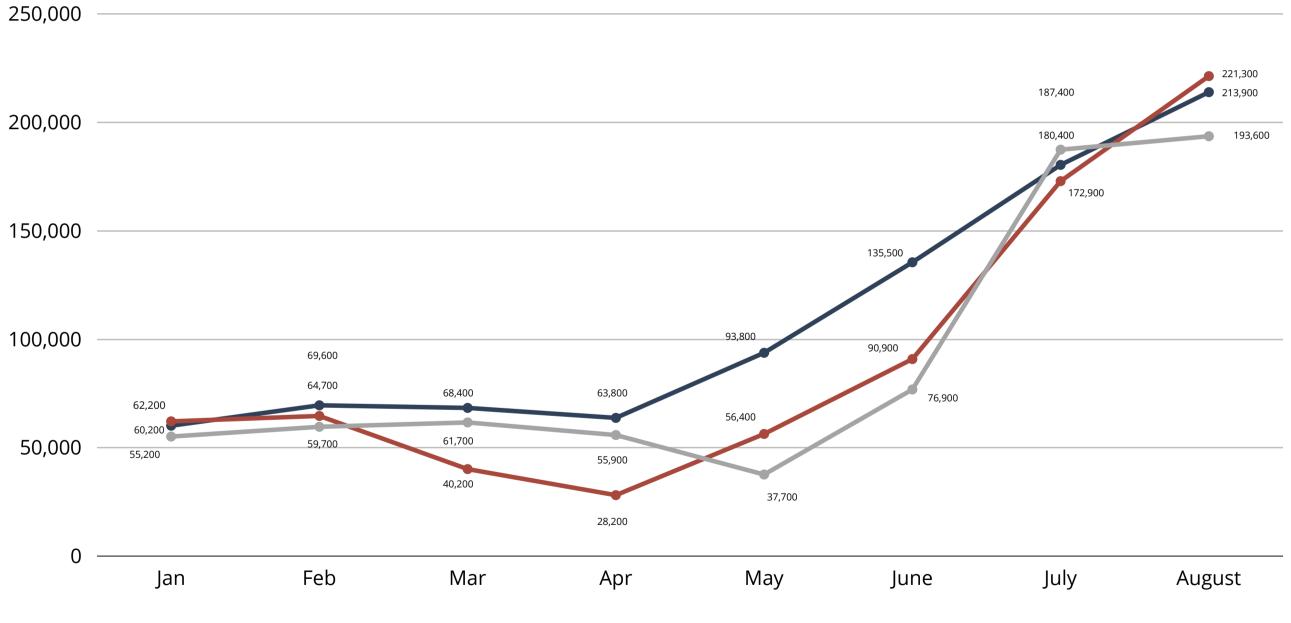
City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	96,100	Calgary	80,400	Calgary	90,400
Edmonton	18,400	Edmonton	15,600	Edmonton	13,900
Rocky View	6,200	Lethbridge	6,200	Rocky View	5,900
Lethbridge	5,100	Rocky View	4,900	Airdrie	4,400
Airdrie	4,400	Airdrie	3,900	Canmore	3,700
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

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ALBERTA VISITATION ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



2019

2020

KEY FINDINGS

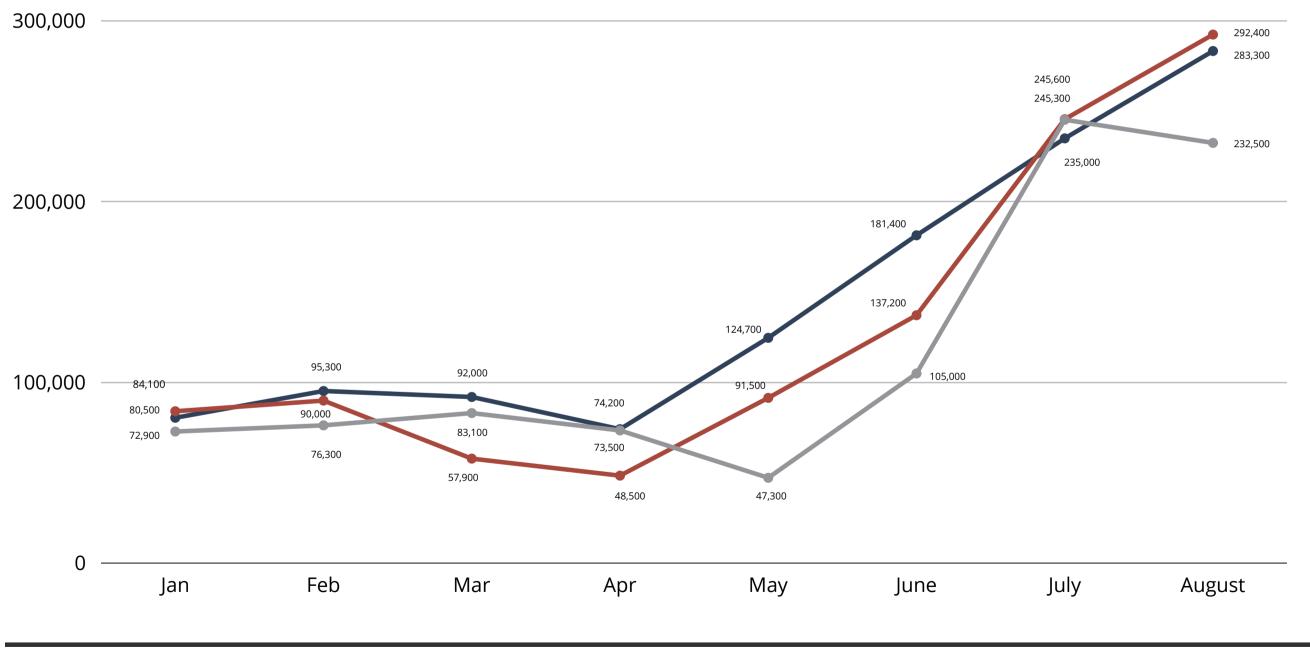
- June 2021 saw a -15% decrease compared to June 2020 and a -43% decrease compared to 2019.
- July 2021 saw a 8% increase compared to July 2020 and a 4% increase compared to 2019.
- August 2021 saw a -13% decrease compared to August 2020 and a -10% decrease compared to 2019.

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

2021

Note: All counts have been rounded to the nearest 100

ALBERTA VISITATION ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH



2019

2020

KEY FINDINGS

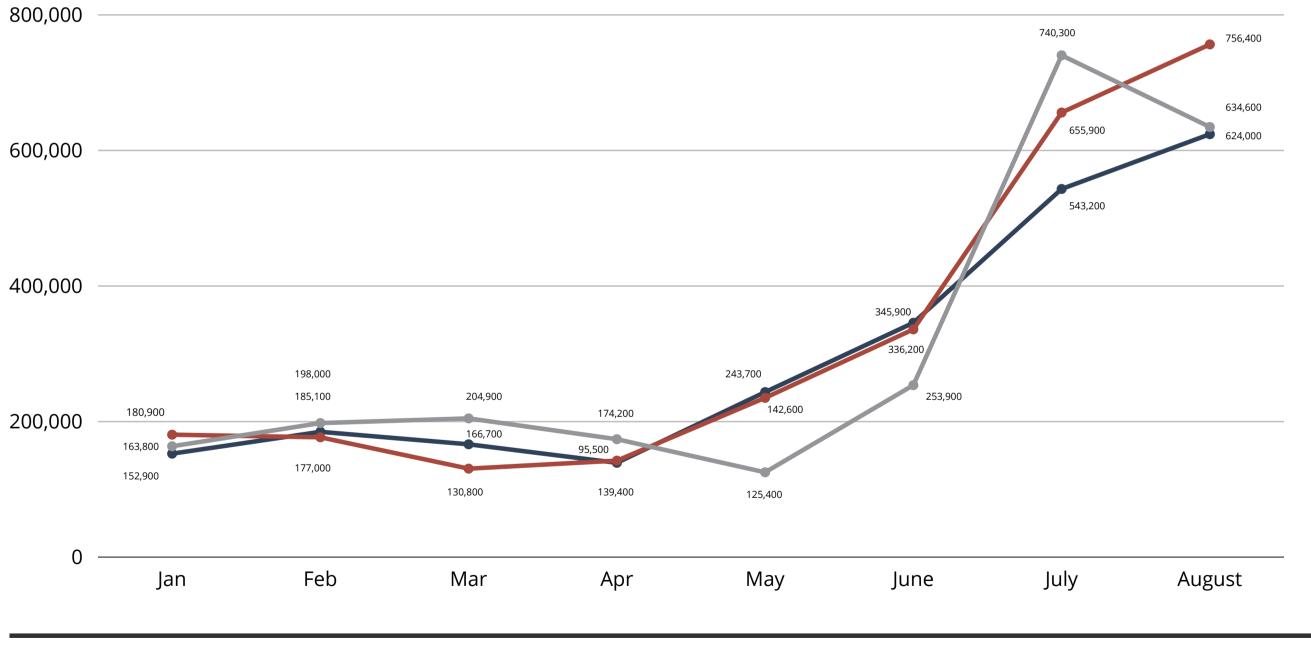
- June 2021 saw a -23% decrease compared to June 2020 and a -42% decrease compared to 2019.
- July 2021 saw a -0.1% decrease compared to July 2020 and a 4% increase compared to 2019.
- August 2021 saw a -21% decrease compared to August 2020 and a -18% decrease compared to 2019.

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

2021

Note: All counts have been rounded to the nearest 100

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.

2021 2020

Note: All counts have been rounded to the nearest 100

JANUARY 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 Country & Western were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in January 2019.

in Canada:

• Modern Suburbia rank 1st.

Alberta (1,641,221).

(1,641,221).

8% of the total Households in

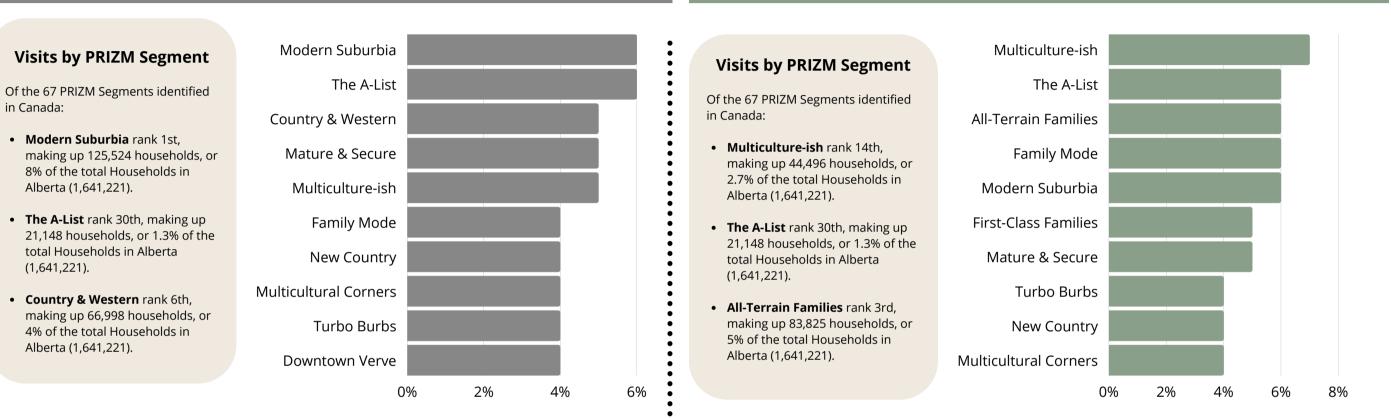
total Households in Alberta

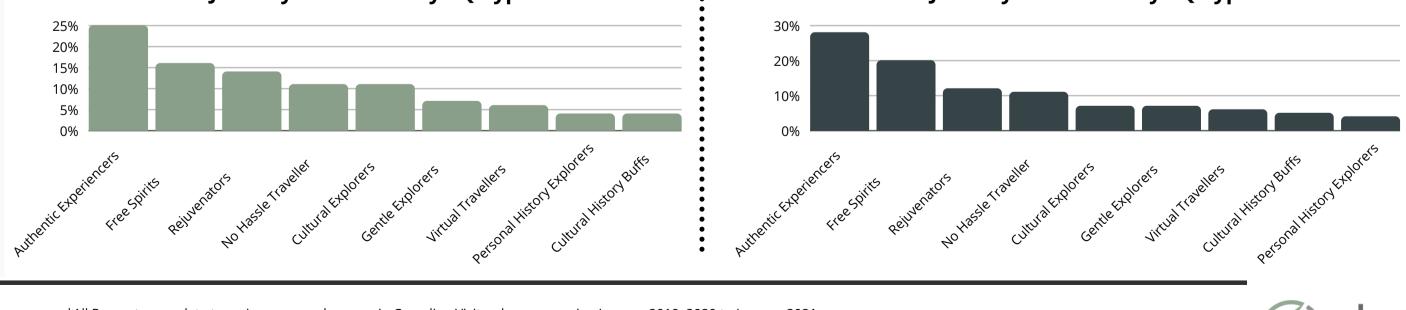
4% of the total Households in

Alberta (1,641,221).

- Multiculture-ish, The A-List and All-Terrain Families were the top visiting PRIZM Segments in January 2021.
 - Country & Western ranked 3rd in 2019 and did not rank in 2021.
 - Multiculture-ish ranked 1st in 2021 and 5th in 2019.
 - All-Terrain Families ranked 3rd in 2021 and did not rank in 2019.
- Authentic Experiencers, Free Spirits and Rejuvenators were the top three EQ Traveller Types in Jan 2021 and 2019

January 2019 AB Visits to the Kootenay Rockies by PRIZM Segment





January 2019 Visits by EQ Type

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*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 AB Visits to the Kootenay Rockies by PRIZM Segment

January 2021 Visits by EQ Type

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

Overview

• Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in February 2019.

in Canada:

• Modern Suburbia rank 1st.

Alberta (1,641,221).

Alberta (1,641,221).

(1,641,221).

8% of the total Households in

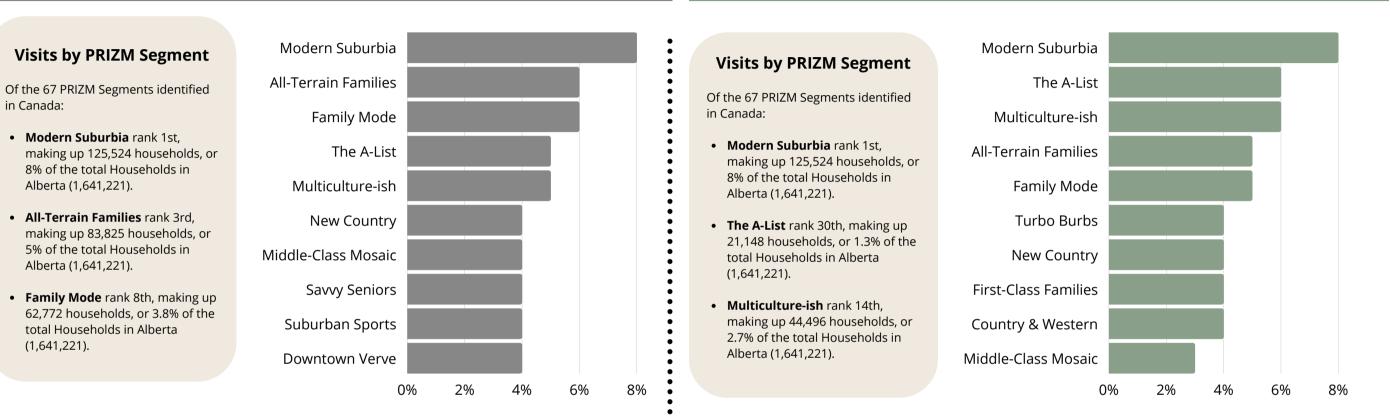
• All-Terrain Families rank 3rd,

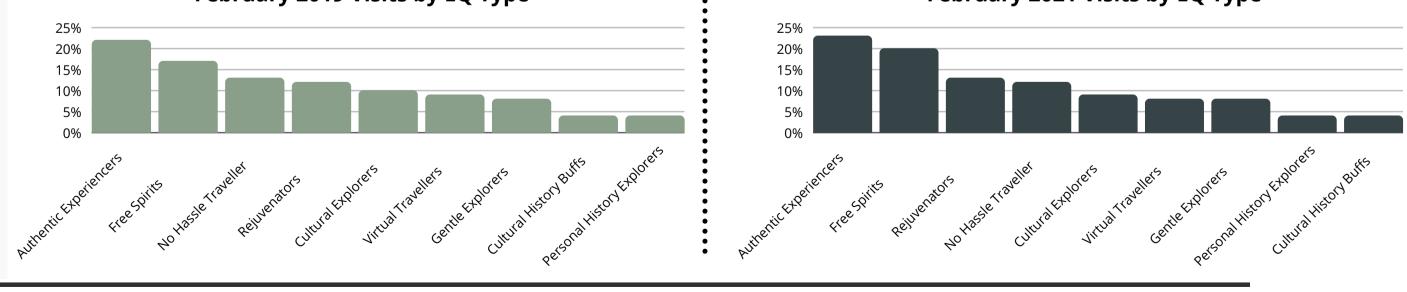
5% of the total Households in

total Households in Alberta

- Modern Suburbia, The A-List and Multiculture-ish were the top visiting PRIZM Segments in February 2021.
 - All-Terrain Families ranked 2nd in 2019 and 4th in 2021.
 - Family Mode ranked 3rd in 2019 and 5th in 2021.
 - The A-List ranked 2nd in 2019 and ranked 4th in 2021.
 - Multiculture-ish ranked 3rd in 2021 and 5th in 2019.
- Authentic Experiencers, Free Spirits and No Hassle Travellers were the top three EQ Types travelling in 2019.
- Authentic Experiencers, Free Spirits and Rejuvenators were the top three EQ Types travelling in 2021.

February 2019 AB Visits to the Kootenay Rockies by PRIZM Segment





February 2019 Visits by EQ Type

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*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 AB Visits to the Kootenay Rockies by PRIZM Segment

February 2021 Visits by EQ Type

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

Overview

March 2019 Provincial and National Visitation

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified

8% of the total Households in

• All-Terrain Families rank 3rd,

5% of the total Households in

• Multiculture-ish rank 14th,

making up 83,825 households, or

making up 44,496 households, or

2.7% of the total Households in

making up 125,524 households, or

• Modern Suburbia rank 1st.

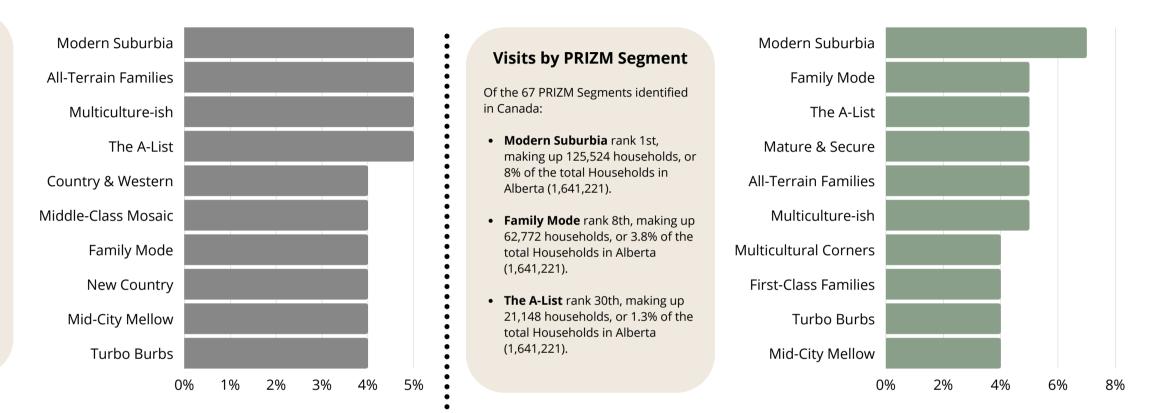
Alberta (1,641,221).

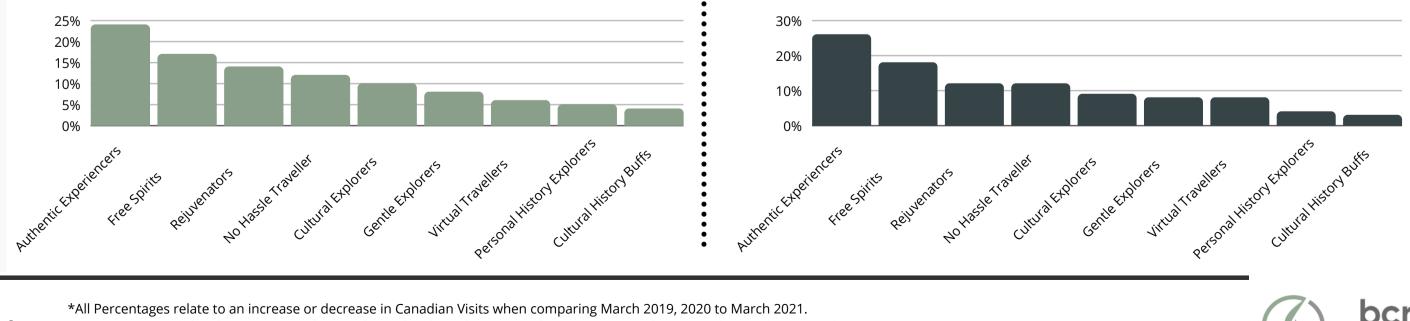
Alberta (1,641,221).

Alberta (1,641,221).

in Canada:

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Multiculture-ish were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in March 2019.
- Modern Suburbia, Family Mode and The A-List were the top visiting PRIZM Segments in March 2021.
 - All-Terrain Families ranked
 2nd in 2019 and ranked 5th
 in 2021.
 - Multiculture-ish ranked 3rd in 2019 and 6th in 2021.
 - Family Mode ranked 2nd in 2021 and 7th in 2019.
 - The A-List ranked 3rd in 2021 and 4th in 2019.
- Authentic Experiencers, Free Spirits and Rejuvenators were the top three EQ Types travelling in March 2019 and 2021.





March 2019 Visits by EQ Type

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*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 BC Visits to the Kootenay Rockies by PRIZM Segment

March 2021 Visits by EQ Type

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

Overview

April 2019 Provincial and National Visitation

in Canada:

• Modern Suburbia rank 1st.

• Multiculture-ish rank 14th,

Alberta (1,641,221).

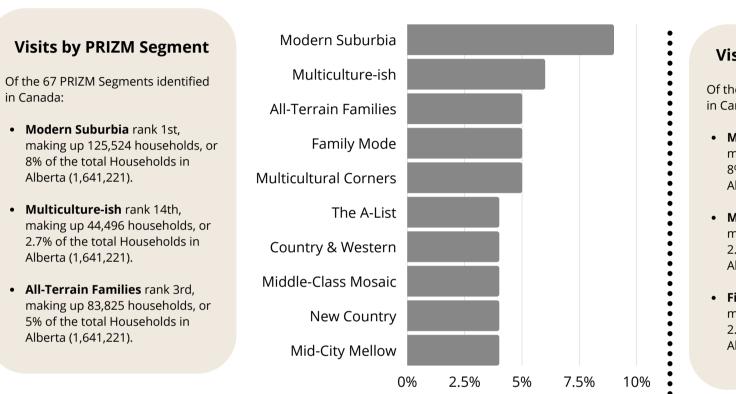
Alberta (1,641,221).

Alberta (1,641,221).

8% of the total Households in

5% of the total Households in

- 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, Multicultureish, 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 travelleing in April 2019,
- Authentic Experiencers, Free Spirits and Virtual Travellers were the top three visiting in April 2021.





April 2019 Visits by EQ Type

*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 2021. 44 2021 Visitor Insights 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 BC Visits to the Kootenay Rockies by PRIZM Segment

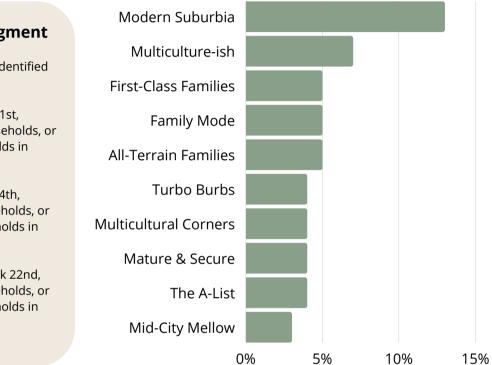
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

 Modern Suburbia rank 1st, making up 125,524 households, or 8% 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).

 First-Class Families rank 22nd. making up 33,902 households, or 2.1% of the total Households in Alberta (1,641,221).



April 2021 Visits by EQ Type

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

Overview

May 2019 Provincial and National Visitation

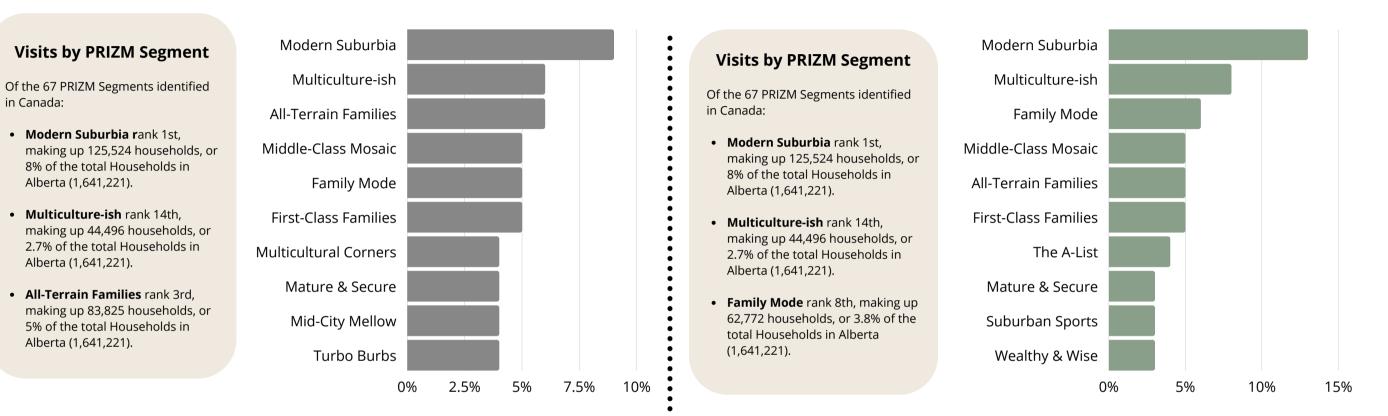
in Canada:

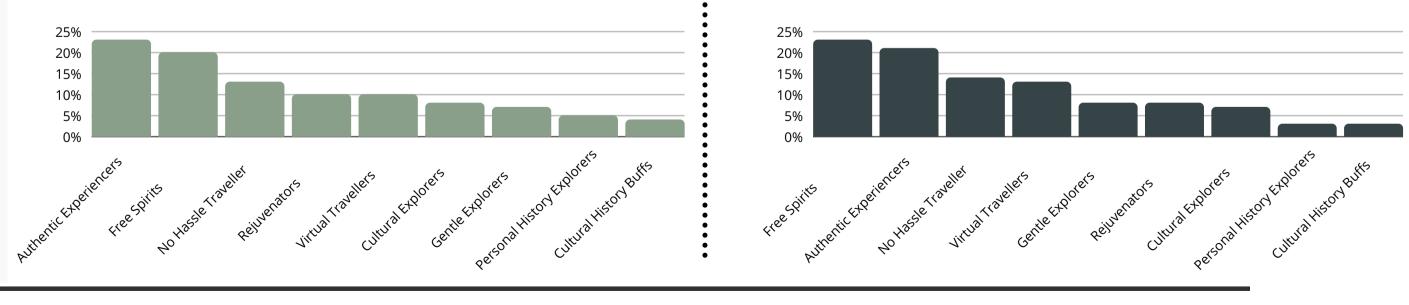
Alberta (1,641,221).

Alberta (1,641,221).

Alberta (1,641,221).

- 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 May 2019.
- Modern Suburbia, Multiculture-ish, and Family Mode were the top visiting PRIZM Segments in May 2021.
 - All-Terrain Families ranked 3rd in 2019 and ranked 5th in 2021.
 - Family Mode ranked 3rd in May 2021 and 5th in 2019.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Traveller Types in May 2019 and 2021.





May 2019 Visits by EQ Type

*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021. 45 2021 Visitor Insights 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 BC Visits to the Kootenay Rockies by PRIZM Segment

May 2021 Visits by EQ Type

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

Overview

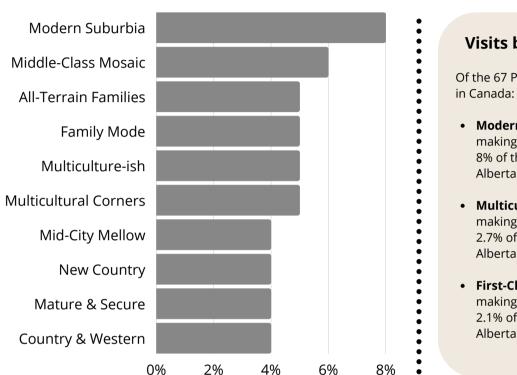
June 2019 Provincial and National Visitation

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Middle-Class Mosaic and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in June 2019.
- Modern Suburbia, Multiculture-ish, and First-Class Families were the top visiting PRIZM Segments in lune 2021.
 - Middle Class Mosaic ranked 2nd in May 2021 and 7th in June 2019.
 - All-Terrain Families ranked 3rd in 2019 and ranked 5th in 2021.
 - Multiculture-ish ranked 2nd in June 2021 and 5th in June 2019.
 - First-Class Families ranked 3rd in 2021 and did not rank in 2019.
- Authentic Experiencers, Free Spirits and No Hassle Travellers were the top three EQ Traveller Types in June 2019 and 2021.



Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia rank 1st. making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).





June 2019 Visits by EQ Type

*All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 2021. 46 2021 Visitor Insights 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 BC Visits to the Kootenay Rockies by PRIZM Segment

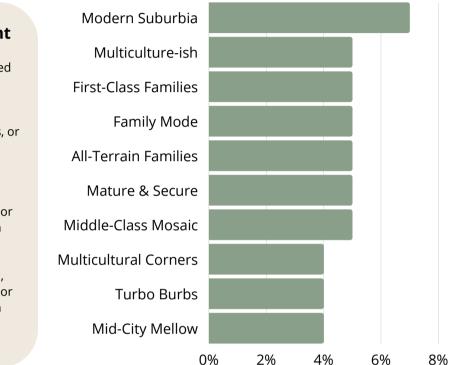
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified

 Modern Suburbia rank 1st, making up 125,524 households, or 8% 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).

 First-Class Families rank 22nd. making up 33,902 households, or 2.1% of the total Households in Alberta (1,641,221).



June 2021 Visits by EQ Type

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

Overview

July 2019 Provincial and National Visitation

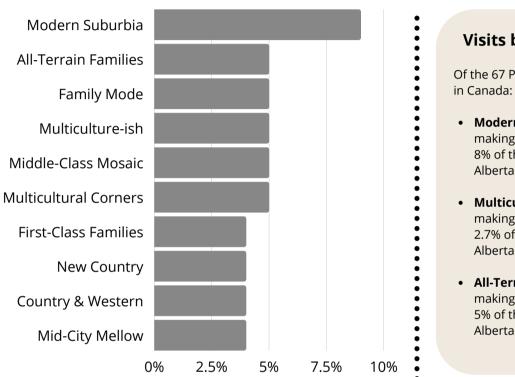
Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in July 2019.

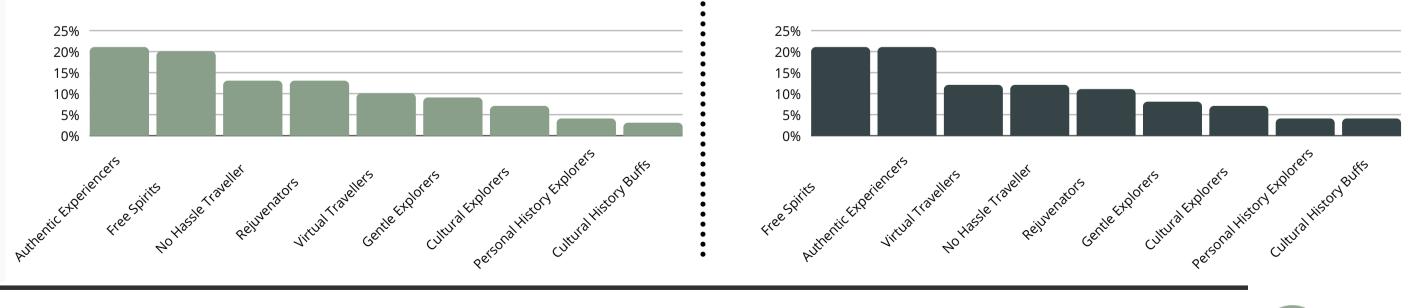
- Modern Suburbia, Multiculture-ish, and All-Terrain Families were the top visiting PRIZM Segments in July 2021.
 - Family Mode ranked 3rd in 2019 and ranked 4th in 2021.
 - Multiculture-ish ranked 2nd in July 2021 and 4th in July 2019.
- Authentic Experiencers, Free Spirits and No Hassle Travellers were the top three EQ Types travelling in July 2019.
- Free Spirits, Authentic Experiencers and Virtual Travellers were the top three in July 2021.

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% 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).





July 2019 Visits by EQ Type

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*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

July 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

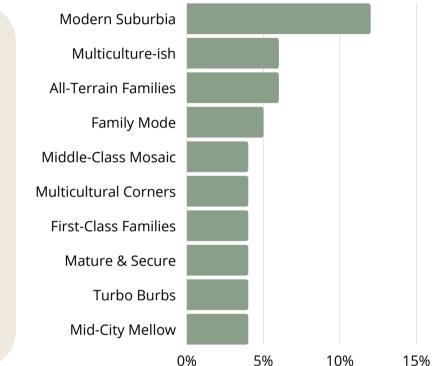
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

• Modern Suburbia rank 1st, making up 125,524 households, or 8% 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).

 All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).



July 2021 Visits by EQ Type

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

Overview

August 2019 Provincial and National Visitation

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified

8% of the total Households in

• All-Terrain Families rank 3rd,

5% of the total Households in

• Family Mode rank 8th, making up

total Households in Alberta

62,772 households, or 3.8% of the

making up 83,825 households, or

• Modern Suburbia rank 1st.

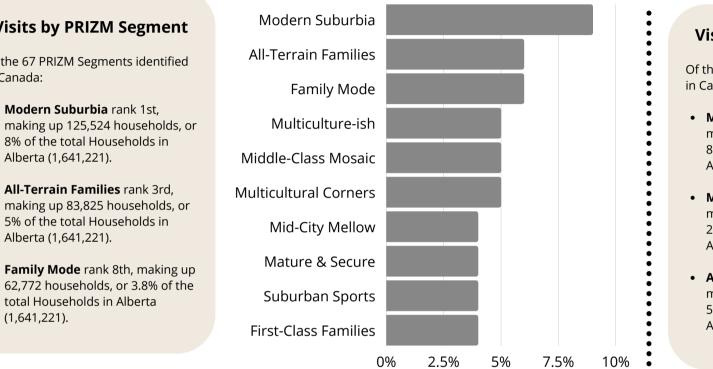
Alberta (1,641,221).

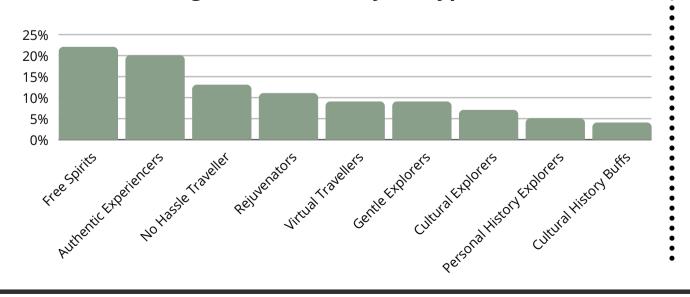
Alberta (1,641,221).

(1,641,221).

in Canada:

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in August 2019.
- Modern Suburbia, Multiculture-ish, and All-Terrain Families were the top visiting PRIZM Segments in August 2021.
 - Family Mode ranked 3rd in 2019 and ranked 4th in 2021.
 - Multiculture-ish ranked 2nd in August 2021 and 4th in August 2019.
- Authentic Experiencers, Free Spirits and No Hassle Travellers were the top three EQ Types travelling in August 2019 and 2021.





August 2019 Visits by EQ Type

*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 2021. 48 2021 Visitor Insights 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 BC Visits to the Kootenay Rockies by PRIZM Segment

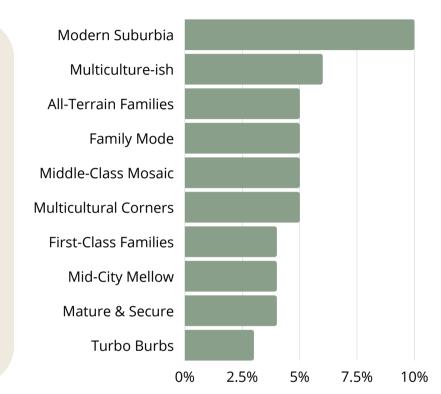
Visits by PRIZM Segment

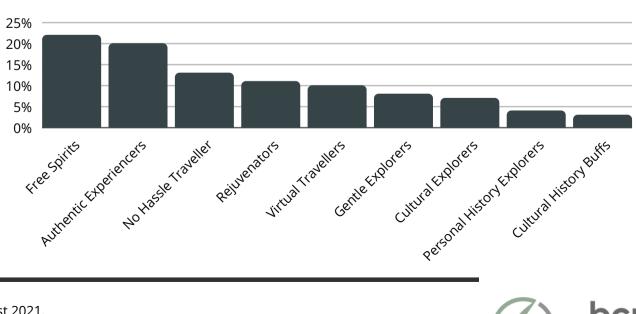
Of the 67 PRIZM Segments identified in Canada:

• Modern Suburbia rank 1st, making up 125,524 households, or 8% 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).

• All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).





August 2021 Visits by EQ Type

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SYMPHONY TOURISM SERVICES