

# 2021 Year in Review

**BRITISH COLUMBIA, ALBERTA & CANADA**

KOOTENAY ROCKIES REGION

**2021 DATA VINTAGE**

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

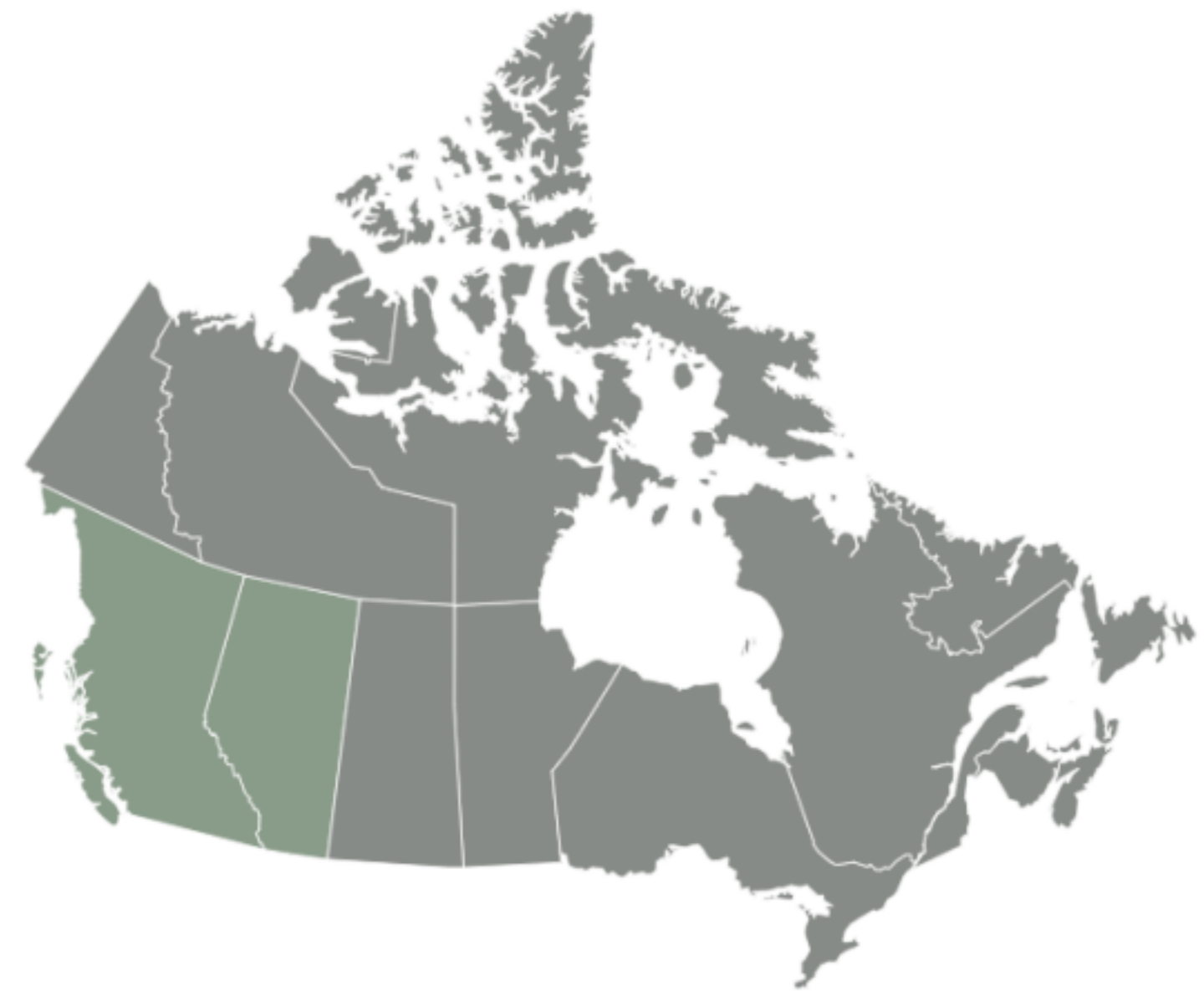
# PURPOSE

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

# 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

# 2019, 2020 & 2021: CANADIAN VISITORS BY YEAR KOOTENAY ROCKIES

2021 Visitors

In 2019 the

Kootenay Rockies saw an average of **1,480,900** Domestic Visitors. In 2020 the Region saw **1,250,400** Domestic Visitors and in 2021 **1,197,300** Domestic Visitors. A **decrease** of **-19%** compared to 2019 and a **decrease** of **-4%** compared to 2020 visitation.

**2019 Visitors**  
**1,480,900**

**2020 Visitors**  
**1,250,400**  
 Decrease of **-19%**  
 2021 compared to  
 2019



Provincial Visitation was consistent across all three years, with Alberta

and British Columbia ranking as the top two domestic markets.

NB	0.2%	PEI	0.01%
NB	0.2%	NS	0.1%
PEI	0.1%		

2021 compared to  
 2020



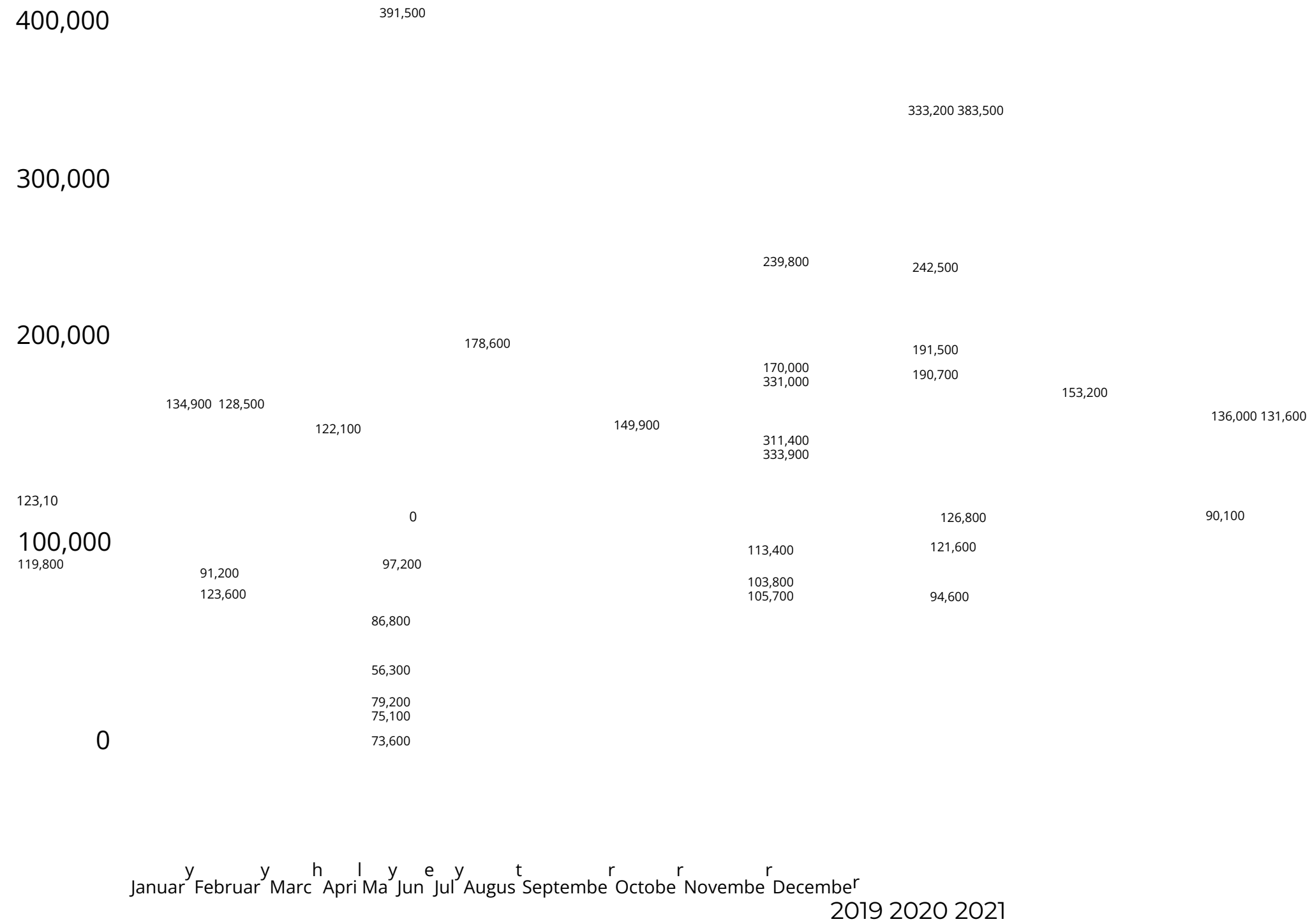
**1,197,300**  
 Decrease of **-4%**

NB	0.2%	PEI	0.01%
NB	0.2%	NS	0.1%
PEI	0.1%		

**Note:** A Visitor is defined as someone who travels 60+ km from their point of origin  
**Note:** British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020 as a result of the COVID-19 Global Pandemic, another on July 20, 2021 as a result of severe wildfire activity and another on November 17, 2021 as a result of severe provincial flooding.

# CANADIAN VISITATION

# CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



Note: All counts have been rounded to the nearest 100

# CANADIAN VISITATION BY YEAR

## CANADIAN RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES



**Number of Visitors to the Kootenay Rockies from Canada  
Number of Trips to the**

1,500,000  
1,480,900

1,250,400

1,000,000

500,000

0

1,197,300  
3,000,000

2,856,500

2019 2020 2021  
2019 2020 2021  
2,000,000

1,000,000

0

**Kootenay Rockies from Canada  
Number of Nights Stayed in the**

2,539,300

2,226,600  
7,500,000

6

6,276,800 6,366,900

5,812,600

2019 2020 2021  
5,000,000  
4

2,500,000

**Kootenay Rockies from Canada  
Average Length of Stay in the**

4.24

5.09

4.86

2

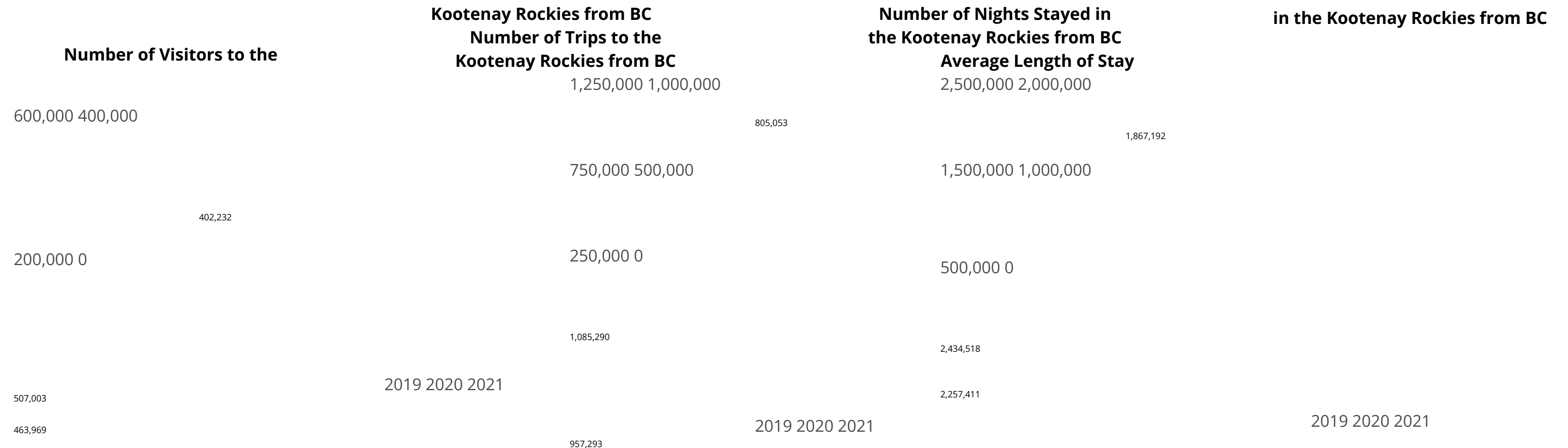
0

0  
2019 2020 2021

**Kootenay Rockies from Canada**

# BRITISH COLUMBIA VISITATION BY YEAR

## BRITISH COLUMBIA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES



11 | 2021 Visitor Insights

# BC VISITS TO THE KOOTENAY ROCKIES BY YEAR

## NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

Origin City	2019	2020	2021
Vancouver	45,600	41,800	28,900
Kelowna	13,100	12,300	8,800
Kamloops	11,300	11,000	13,300
Abbotsford	8,800	17,400	13,300
Cranbrook	13,100	12,300	8,800
Vernon	11,300	11,000	13,300
Surrey	8,800	17,400	13,300
Burnaby	11,300	11,000	13,300
Richmond	8,800	17,400	13,300

Richmond	20,400	13,900	Vancouver	Cranbrook	Richmond	9,600	9,400	8,800
Chilliwack	12,000	11,600	Surrey	Burnaby	Abbotsford	8,600	7,700	
	11,400	9,400	8,700	Kamloops				
32,700	25,700		Vernon	West Kelowna	18,800	10,300		

12 | 2021 Visitor Insights

# BRITISH COLUMBIA VISITATION BC

## VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



January February March April May June July August September October November December

2019 2020 2021 13 | 2021 Visitor Insights Note: All counts have been rounded to the nearest 100

# BRITISH COLUMBIA VISITATION

## BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH

200,000 150,000



January February March April May June July August September October November December

# BRITISH COLUMBIA VISITATION

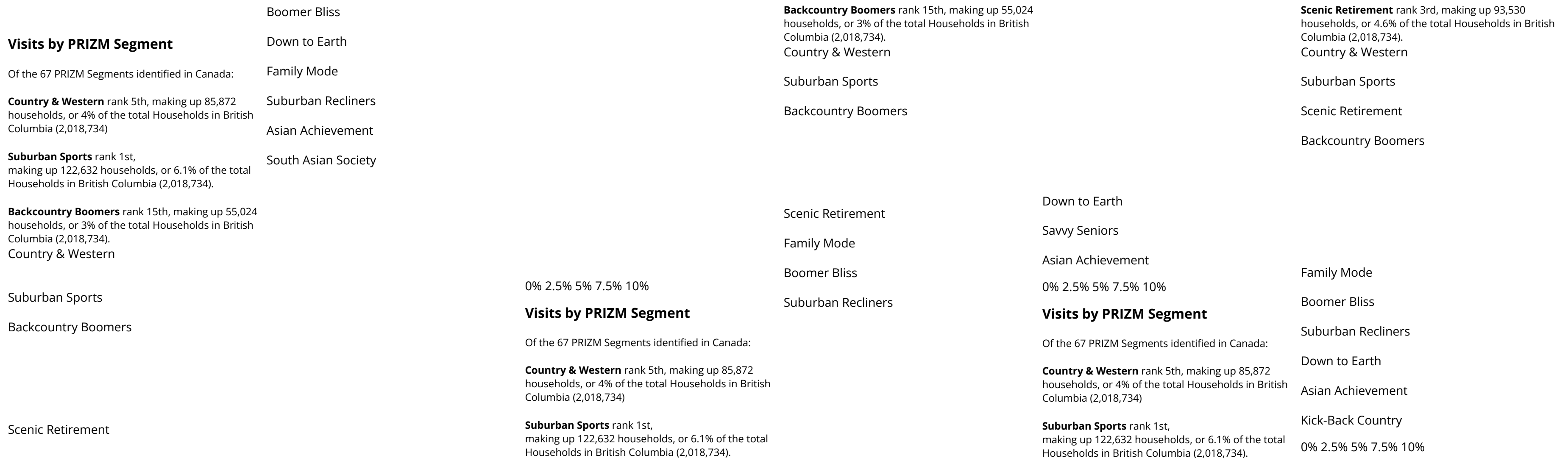
## BC OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH



2019 2020 2021 15 | 2021 Visitor Insights Note: All counts have been rounded to the nearest 100

# BRITISH COLUMBIAN VISITATION TO THE KOOTENAY ROCKIES BY PRIZM SEGMENT AND EQ TYPE

## BRITISH COLUMBIA

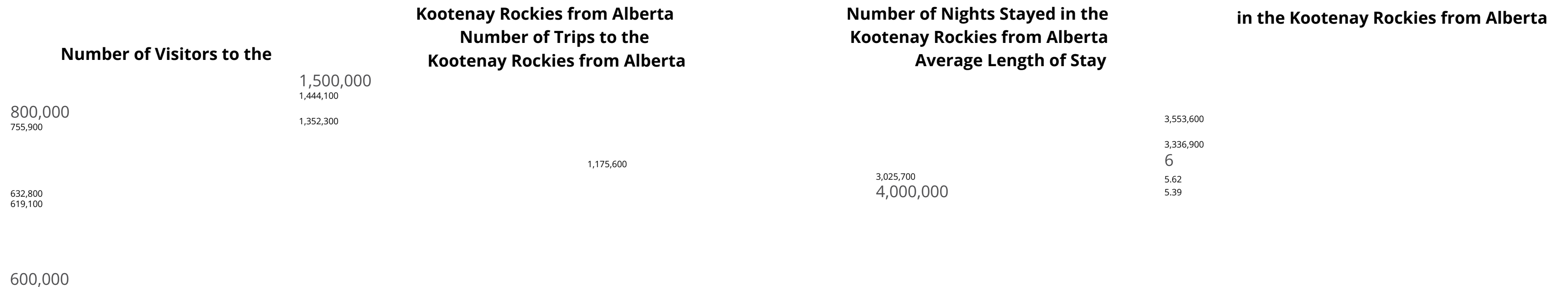




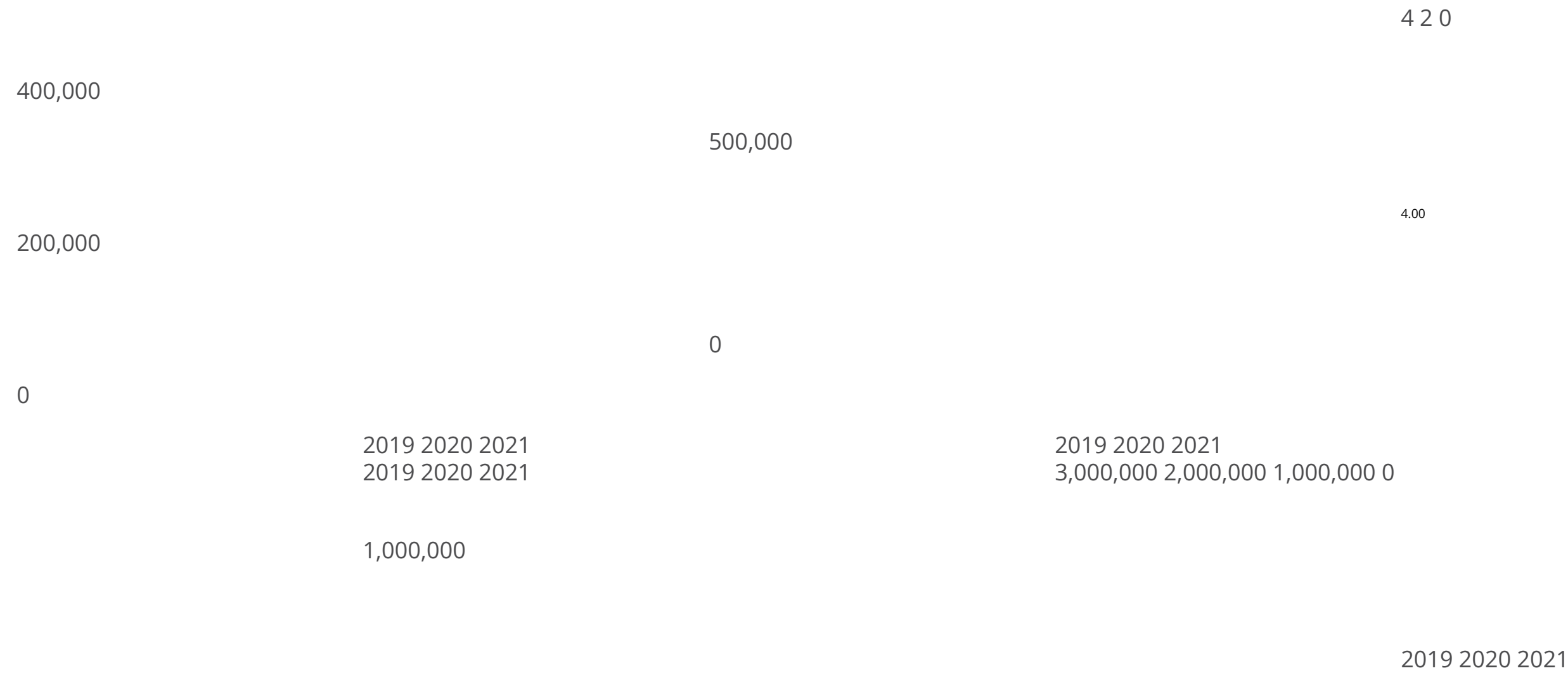
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# ALBERTA VISITATION BY YEAR

## ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES







18 | 2021 Visitor Insights

# ALBERTA VISITS TO THE KOOTENAY ROCKIES BY YEAR

## NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

<b>Calgary</b>	<b>332,200</b>	<b>Calgary</b>	<b>288,900</b>	<b>Calgary</b>	<b>274,000</b>
<b>Edmonton</b>	<b>20,600</b>	<b>Airdrie</b>	<b>18,000</b>	<b>Medicine Hat</b>	<b>100,400</b>
<b>Lethbridge</b>	<b>100,400</b>	<b>Airdrie</b>	<b>12,900</b>	<b>Rocky View County</b>	<b>24,200</b>
				<b>Strathcona County</b>	<b>0</b>
				<b>Okotoks</b>	<b>0</b>

10,400 9,200

Rocky View County

79,900 18,000

Edmonton

Red Deer

84,200 21,100

8,800  
Edmonton

Strathcona County

17,300 13,700

Lethbridge

Strathcona County 16,600 11,800

Lethbridge

Wood Buffalo

12,200 10,600

Airdrie

Okotoks 11,800 10,700

Airdrie

Okotoks

8,200

Rocky View County

Cochrane

7,700

Red Deer

St. Albert

7,500 7,400

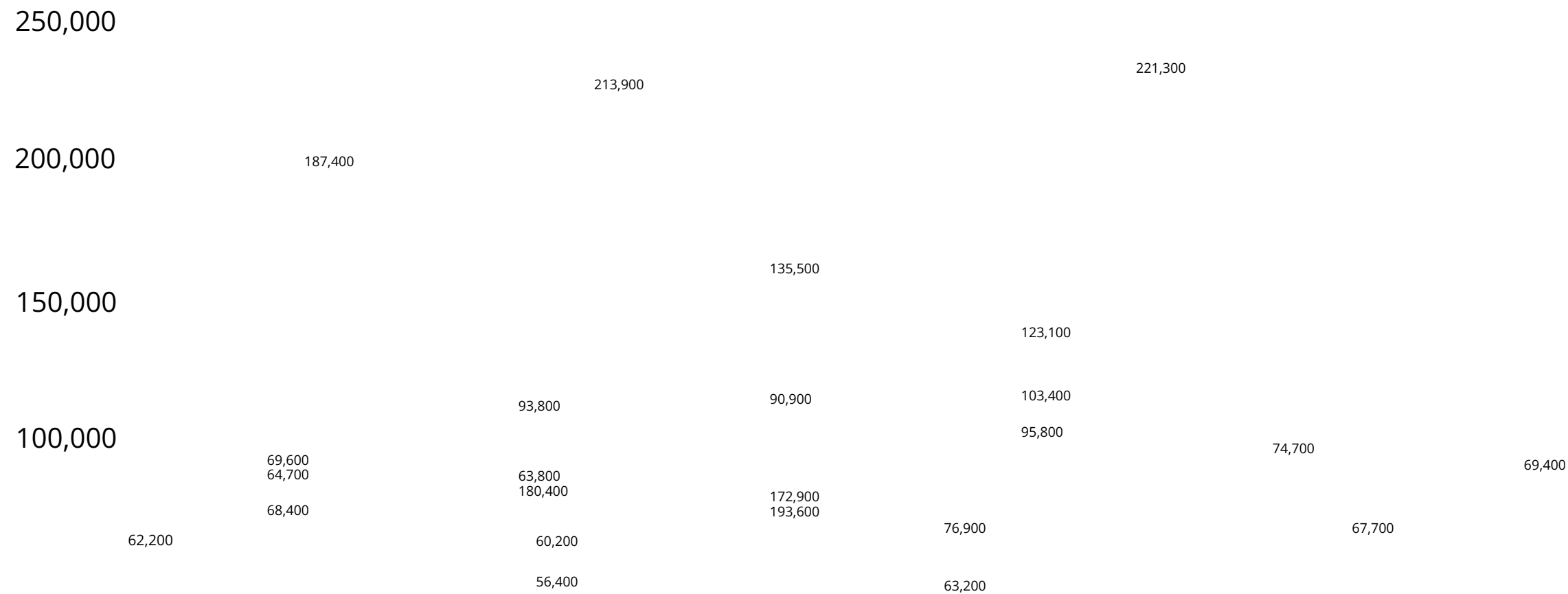
St. Albert

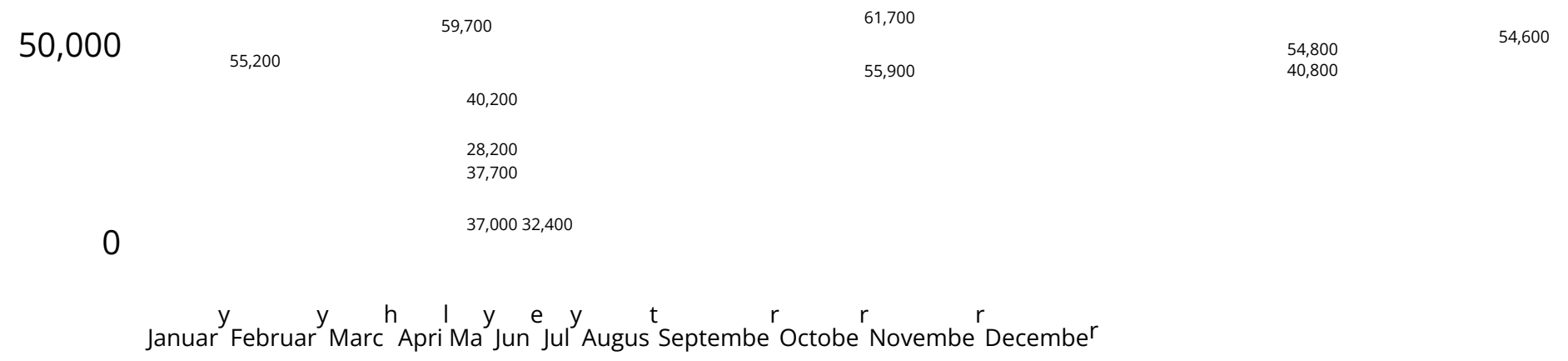
6,900 6,700

19 | 2021 Visitor Insights

# ALBERTA VISITATION

## ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



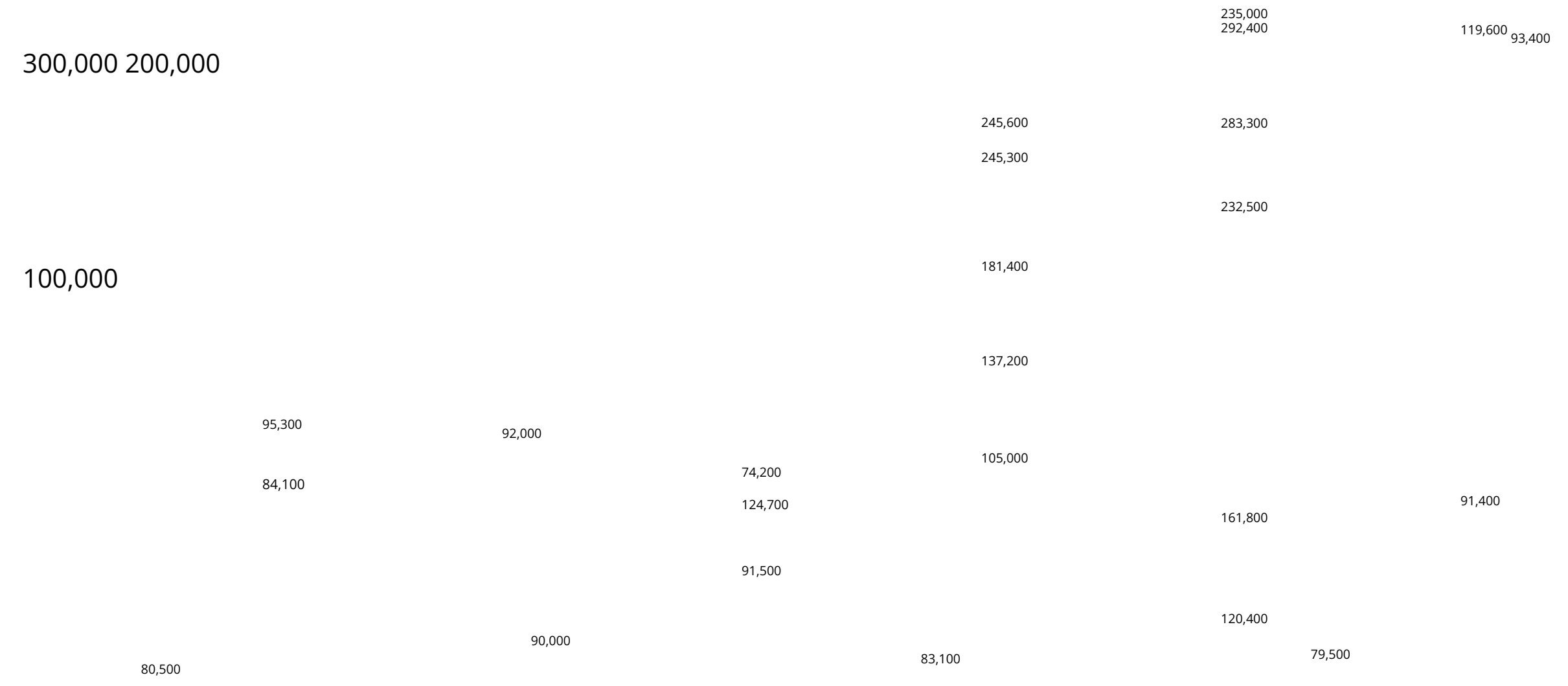


2019 2020 2021 | 2021 Visitor Insights

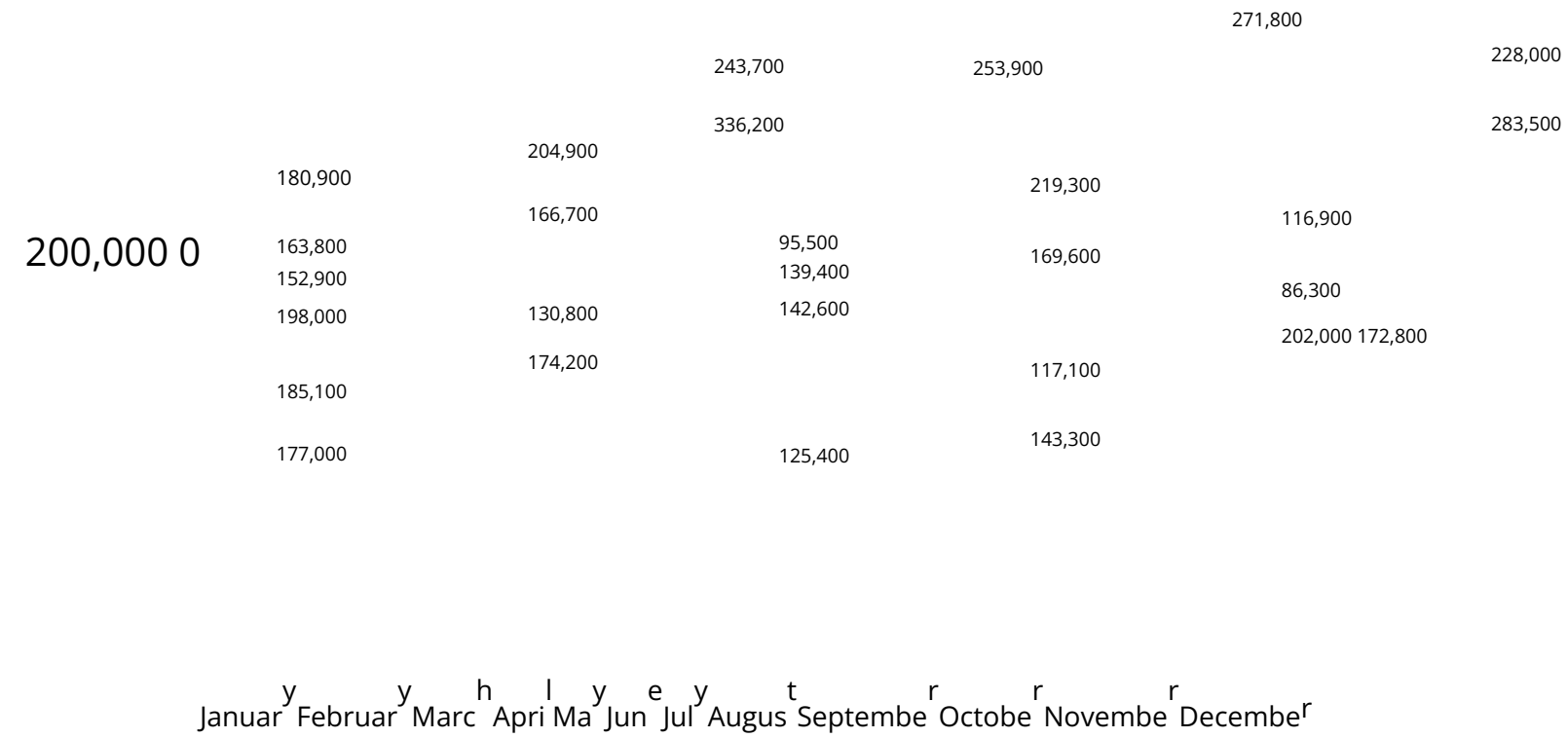
# ALBERTA VISITATION

## ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH

Note: All counts have been rounded to the nearest 100







22 2019 2020 2021 | 2021 Visitor Insights

Note: All counts have been rounded to the nearest 100

# ALBERTA VISITATION TO THE KOOTENAY ROCKIES BY PRIZM SEGMENT AND EQ TYPE

## BRITISH COLUMBIA

All-Terrain Families

Multicultural Corners

Country & Western

### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

Family Mode

**Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).

Middle-Class Mosaic

**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).

Multiculture-ish

New Country

Mid-City Mellow

Modern Suburbia

Suburban Sports

0% 2% 4% 6% 8%

### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

**Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).

**All-Terrain Families** rank 3rd, making up 83,825 households, or 5% 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).

Modern Suburbia

All-Terrain Families

Middle-Class Mosaic

Family Mode

Multiculture-ish

Multicultural Corners

New Country

Mid-City Mellow

Country & Western

Mature & Secure

0% 2% 4% 6% 8%

### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

**Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).

**All-Terrain Families** rank 3rd, making up 83,825 households, or 5% 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).

Modern Suburbia

All-Terrain Families

Multiculture-ish

Family Mode

Middle-Class Mosaic

Multicultural Corners

New Country

Country & Western

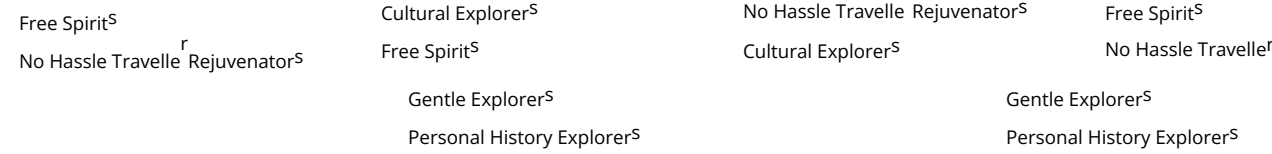
First-Class Families

Mature & Secure

0% 2.5% 5% 7.5% 10%

### 2019 Visitors by EQ Type

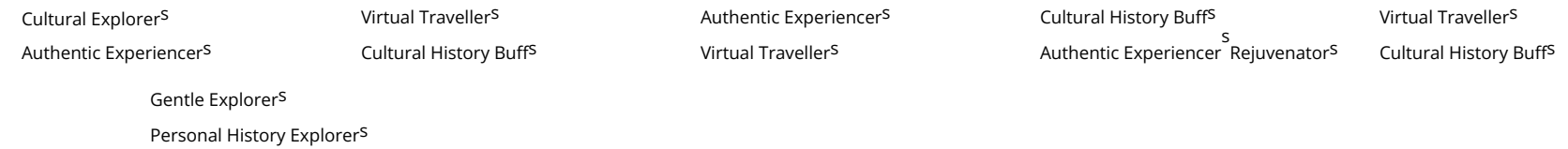
20%  
15%  
10%  
5%



0%

### 2020 Visitors by EQ Type

25%  
20%  
15%  
10%  
5%  
0%



### 2021 Visitors by EQ Type

23 | 2021 Visitor Insights

# CONTACT US



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