



bcrts

British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2022

Kootenay Rockies Region



SYMPHONY
TOURISM
SERVICES

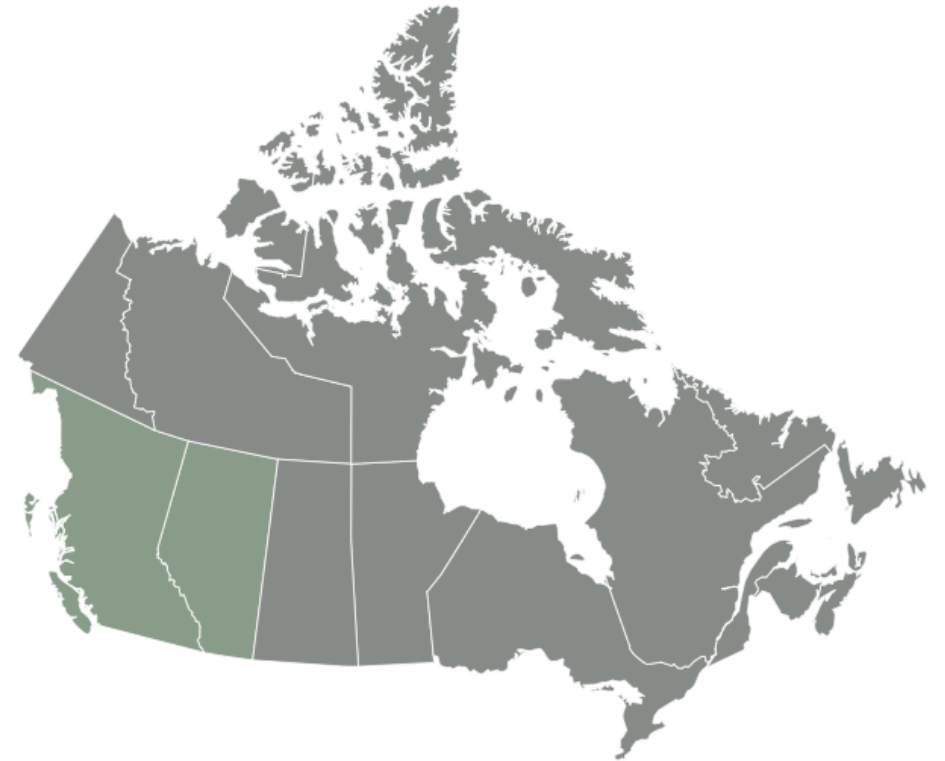


KOOTENAY
ROCKIES
TOURISM

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**

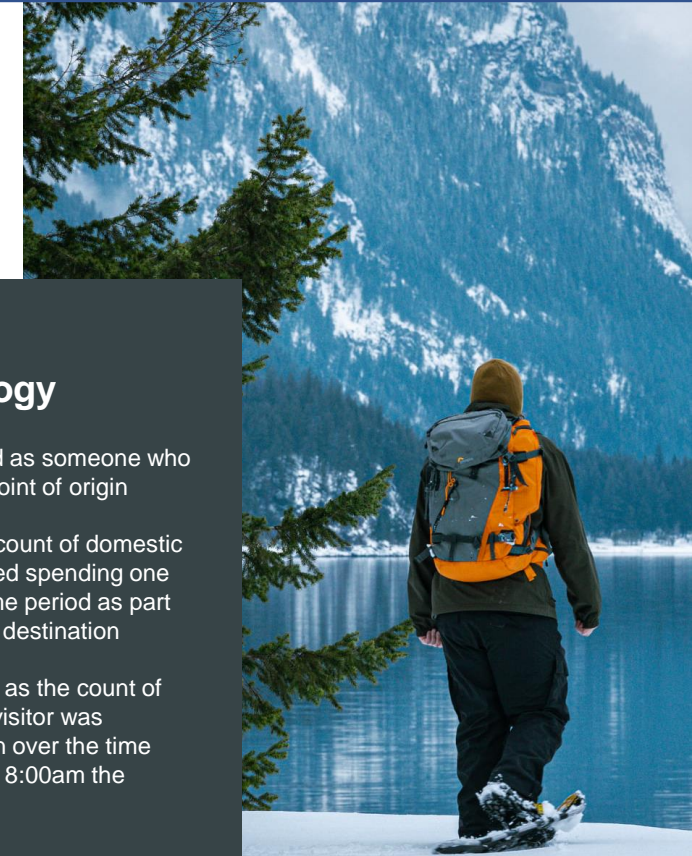


RESEARCH OVERVIEW

- [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

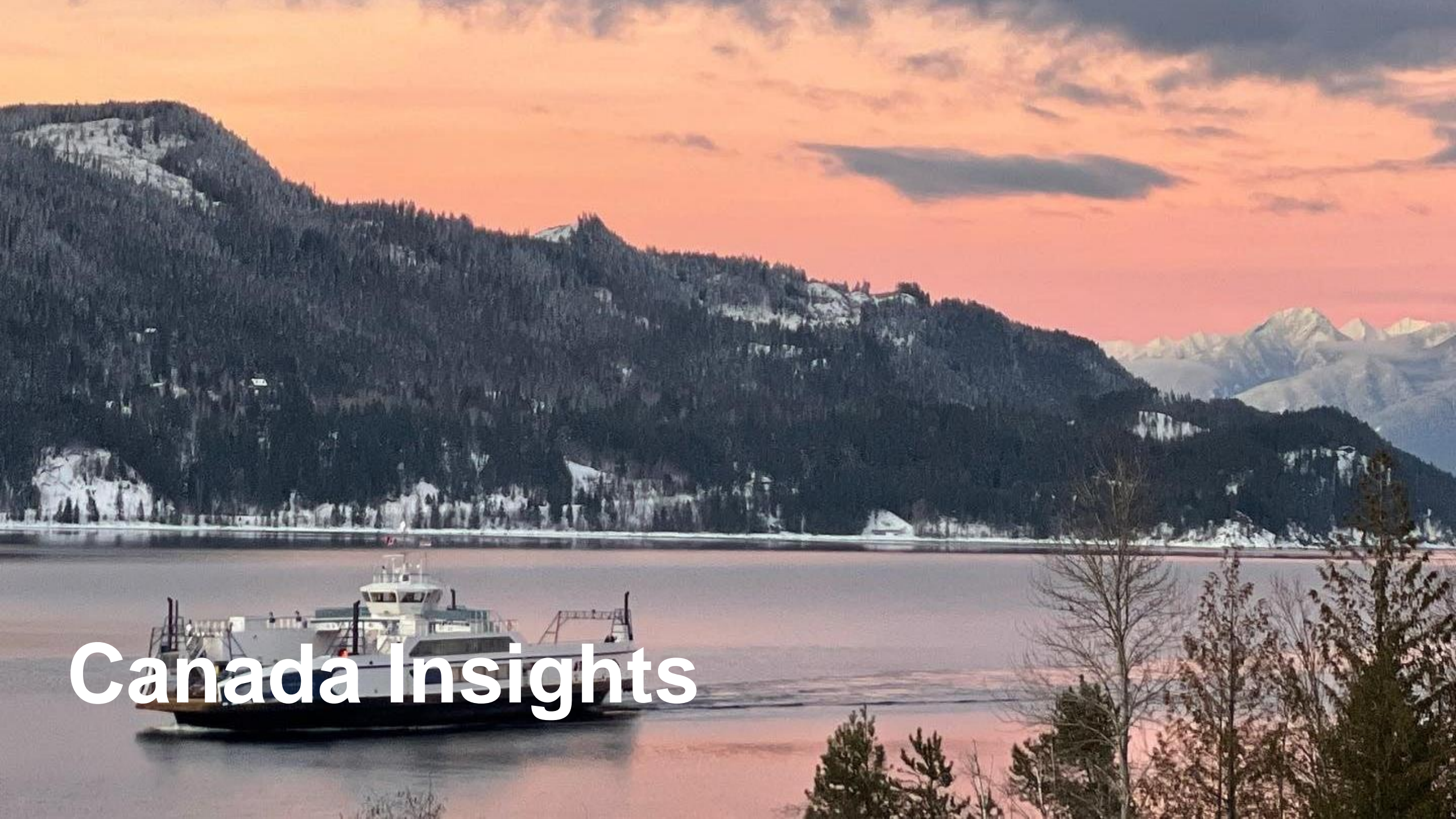
- **Visitor:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined 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)



RESEARCH OVERVIEW

- 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

Canadian Visitation

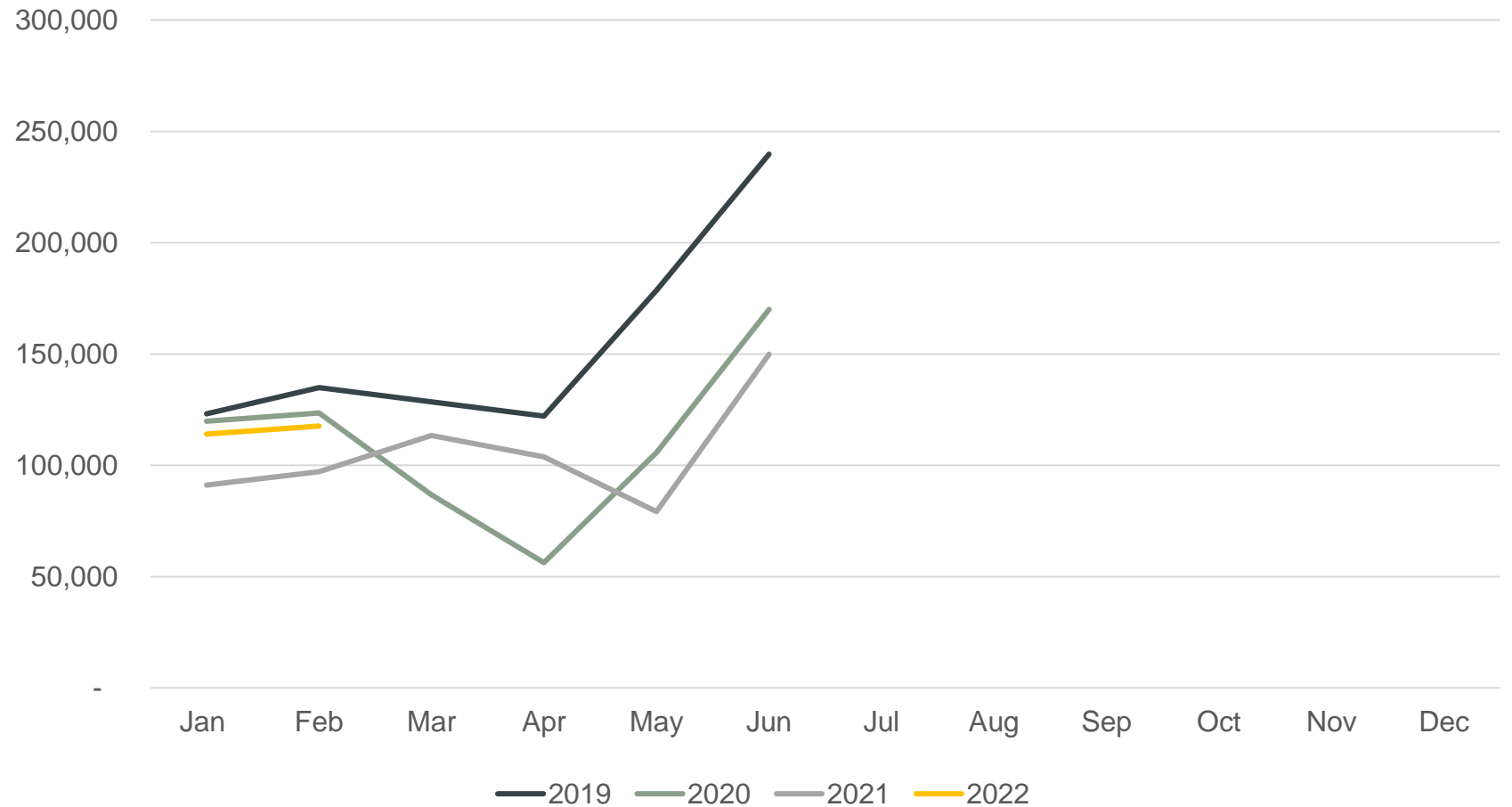
CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor Highlights



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- January 2022 saw a -7% decrease compared to January 2019, a -5% decrease compared to 2020 and a 25% increase compared to 2021
- February 2022 saw a -13% decrease compared to February 2019, a -5% decrease compared to 2020 and a 21% increase compared to 2021





British Columbia Insights

British Columbian Visitation

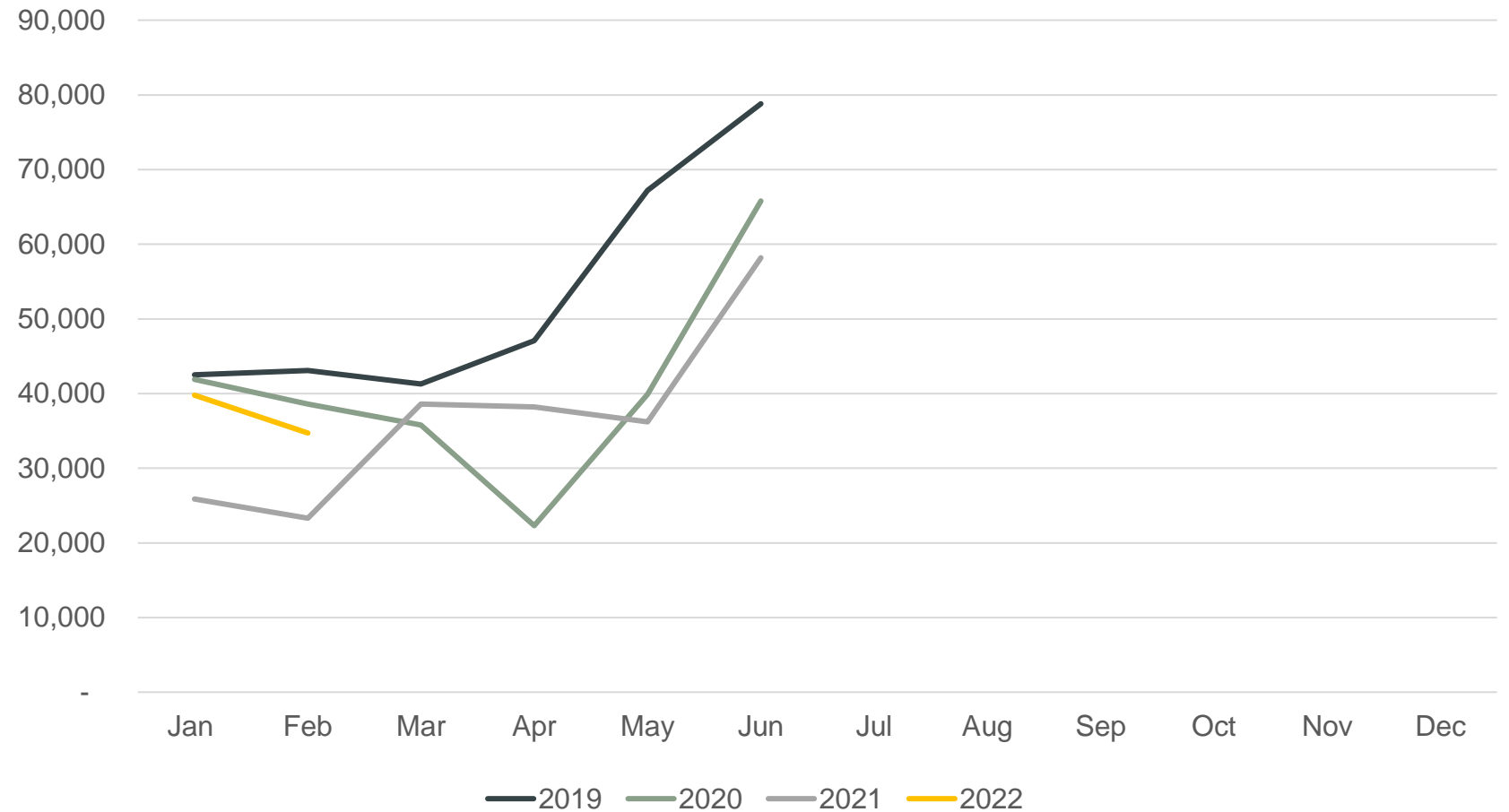
BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor Highlights



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- January 2022 saw a -6% decrease compared to January 2019, a -5% decrease compared to 2020 and a 54% increase compared to 2021
- February 2022 saw a -19% decrease compared to February 2019, a -10% decrease compared to 2020 and a 49% increase compared to 2021



British Columbian Visitation

BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



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- January 2022 saw a -9% decrease compared to January 2019, a -1% decrease compared to 2020 and a 40% increase compared to 2021
- February 2022 saw a -14% decrease compared to February 2019, a -6% decrease compared to 2020 and a 51% increase compared to 2021



British Columbian Visitation

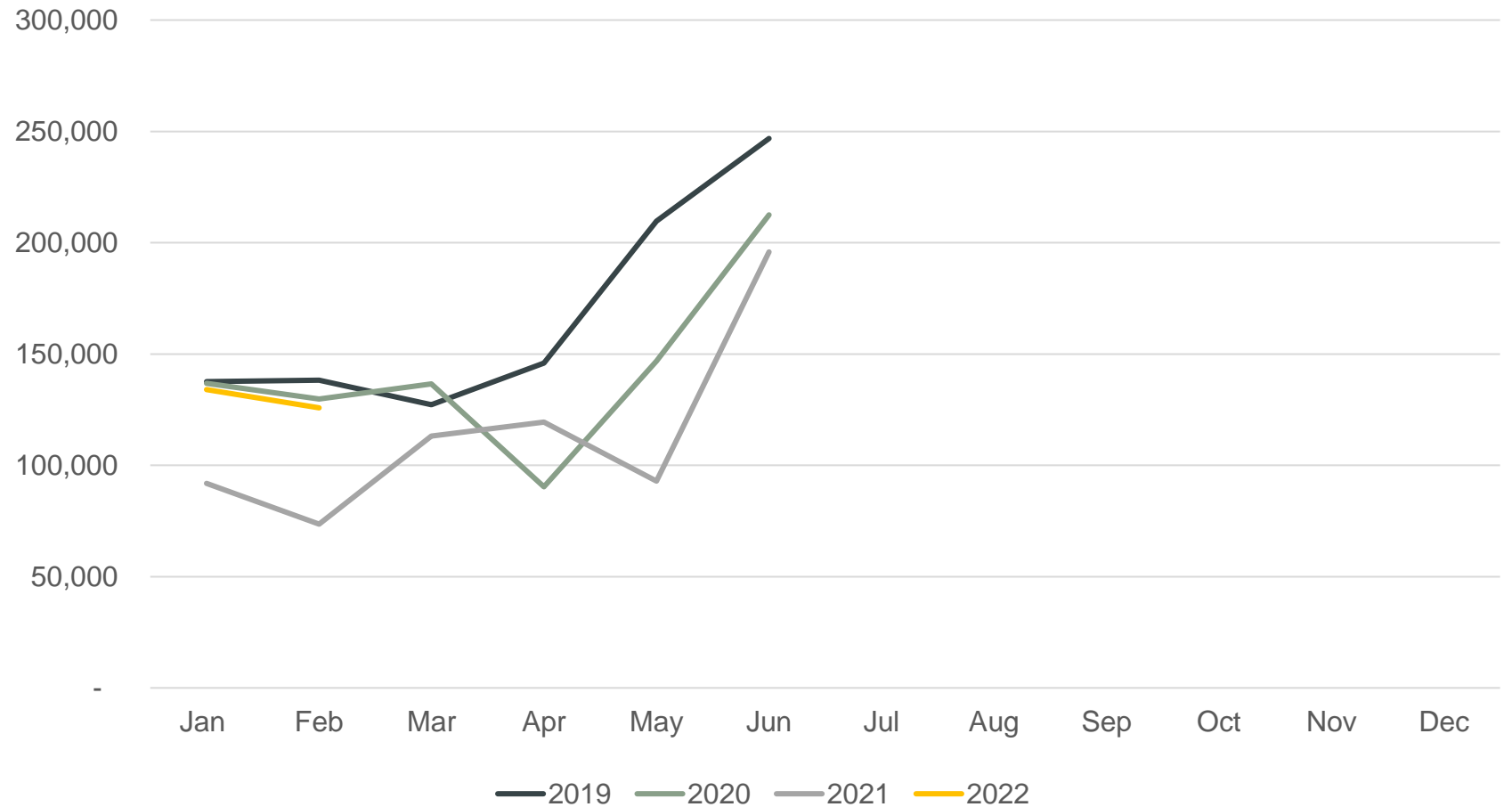
BC OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH

2022 Visitor Highlights



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- January 2022 saw a -3% decrease compared to January 2019, a -2% decrease compared to 2020 and a 46% increase compared to 2021
- February 2022 saw a -9% decrease compared to February 2019, a -3% decrease compared to 2020 and a 71% increase compared to 2021



January 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

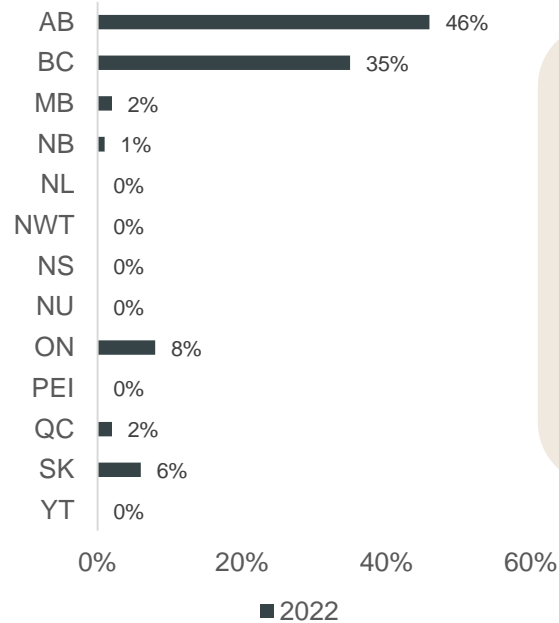
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-7%** when comparing January 2022 to January 2019.

Visitors decreased by **-5%** when compared to January 2020 and increased by **25%** when compared to January 2021.

Alberta made up the majority of visitors at 46% followed by British Columbia at 35%

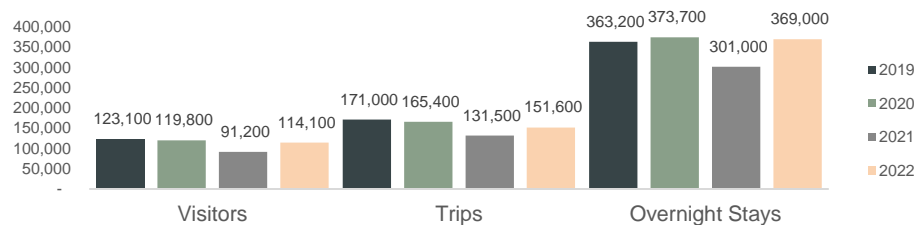
Percentage of Visitors to the Kootenay Rockies by Province January 2022



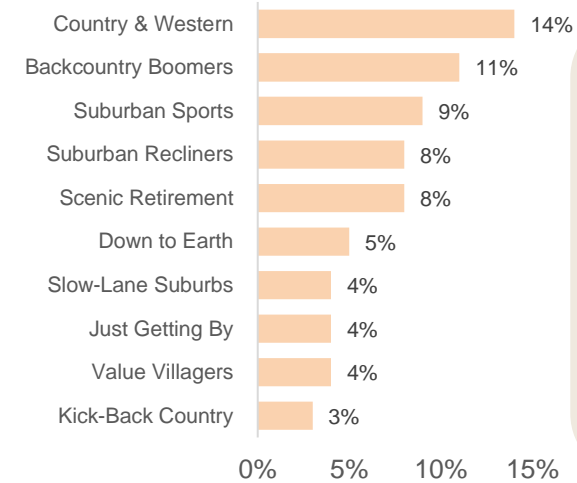
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-7%** in January 2022 compared to January 2019
- Canadian Visitors to the Kootenay Rockies decreased by **-5%** in January 2022 compared to January 2020
- Canadian Visitors to the Kootenay Rockies increased by **25%** in January 2022 compared to January 2021

Canadian Visitors to the Kootenay Rockies January 2019-2022



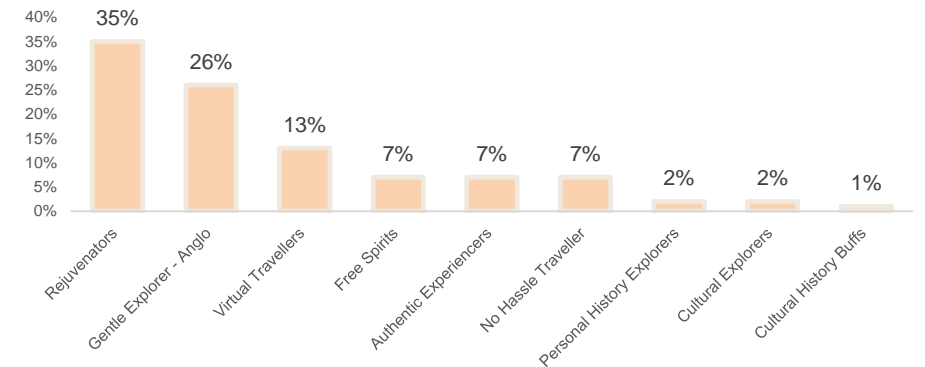
January 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- 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).

January 2022 BC Visitors by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January in previous years to January 2022.

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 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

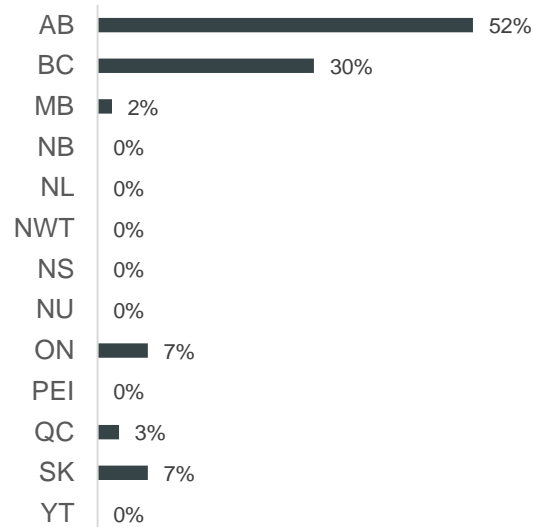
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The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-13%** when comparing February 2022 to February 2019.

Visitors decreased by **-5%** when compared to February 2020 and increased by **21%** when compared to February 2021.

Alberta made up the majority of visitors at 52% followed by British Columbia at 30%

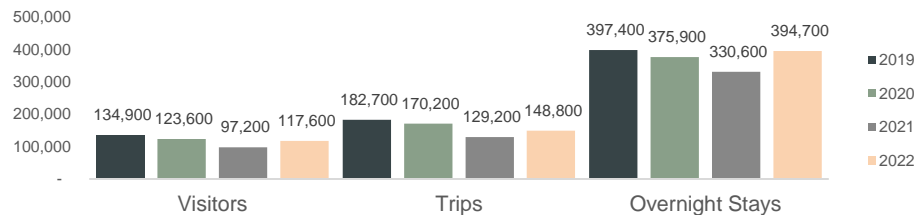
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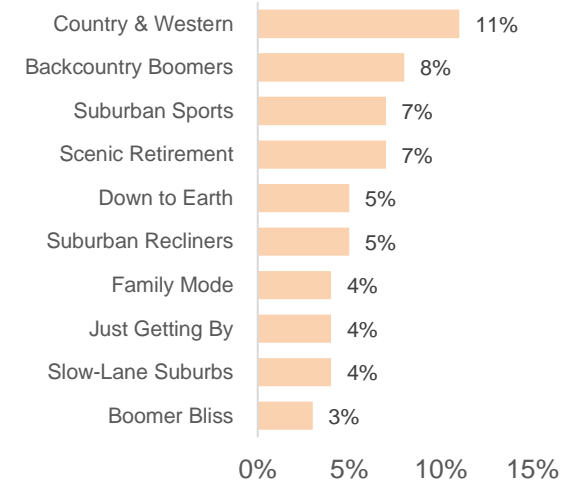
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Canadian Visitors to the Kootenay Rockies February 2019-2022



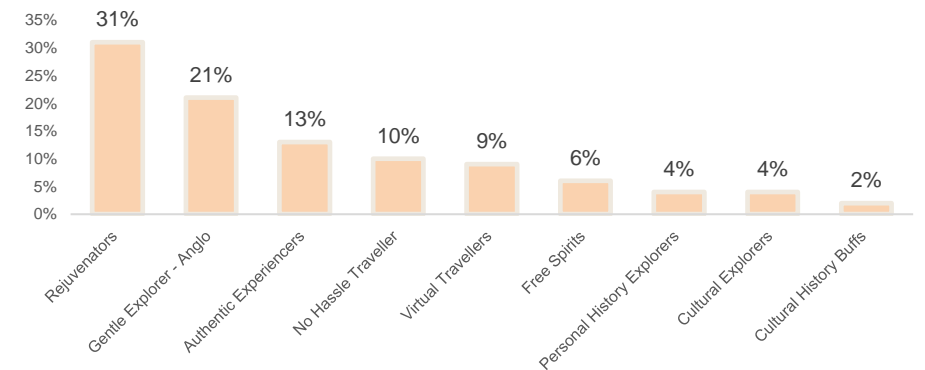
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Alberta Insights

Alberta Visitation

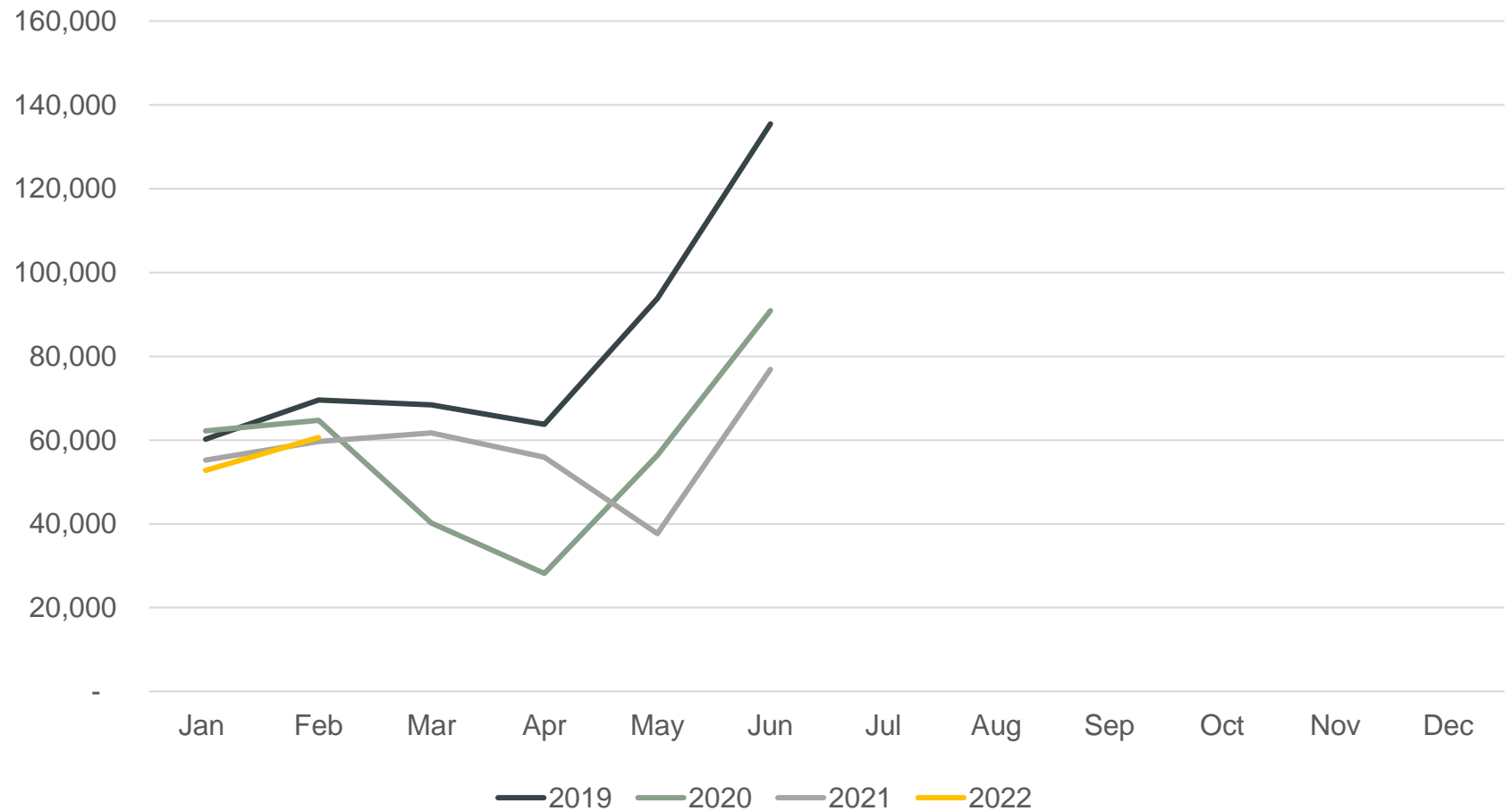
2022 Visitor Highlights



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ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

- January 2022 saw a -12% decrease compared to January 2019, a -15% decrease compared to 2020 and a -4% decrease compared to 2021
- February 2022 saw a -13% decrease compared to February 2019, a -6% decrease compared to 2020 and a 2% increase compared to 2021



Alberta Visitation

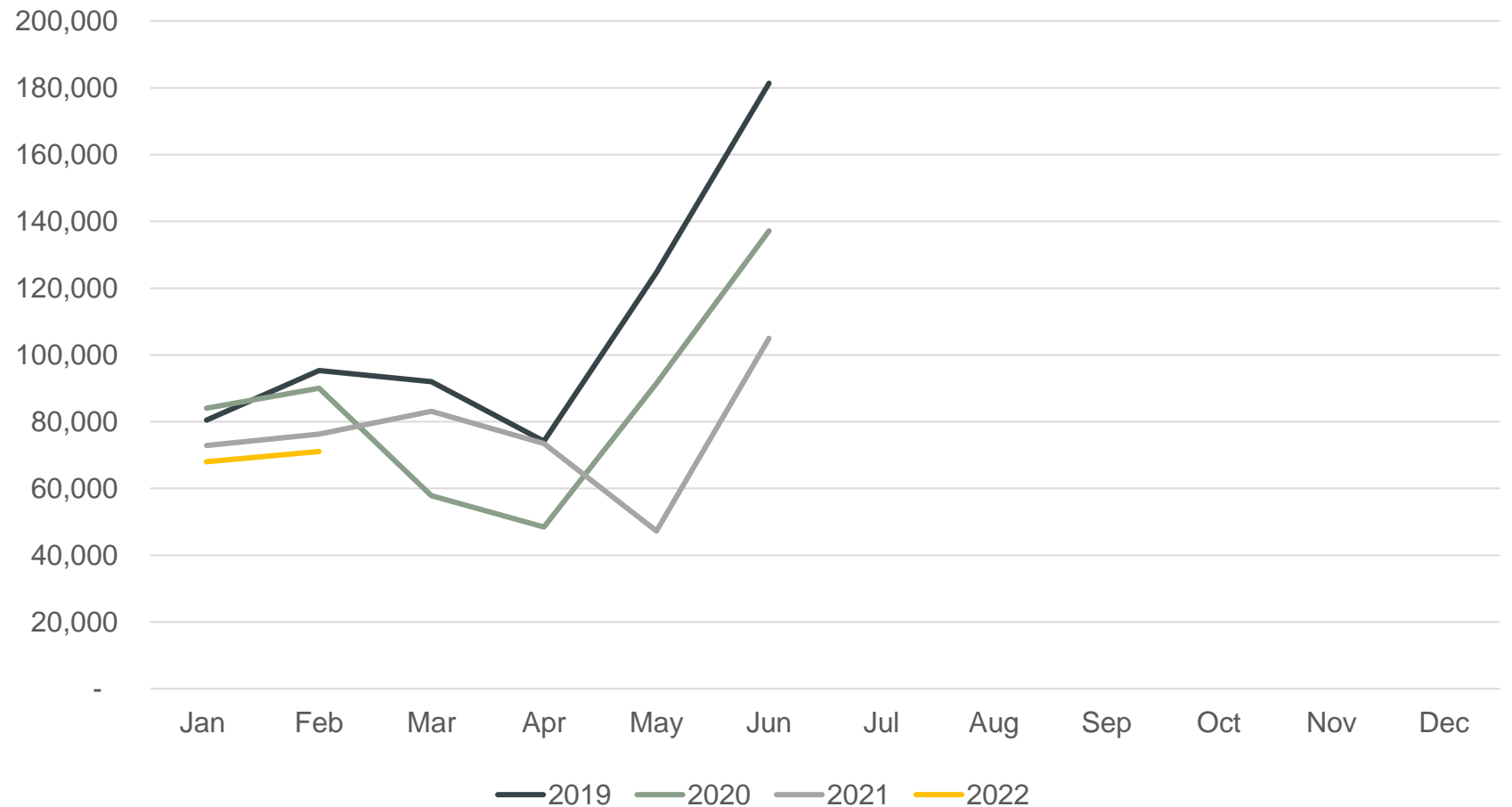
ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor Highlights



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- January 2022 saw a -16% decrease compared to January 2019, a -19% decrease compared to 2020 and a -7% decrease compared to 2021
- February 2022 saw a -25% decrease compared to February 2019, a -21% decrease compared to 2020 and a -7% decrease compared to 2021



Alberta Visitation

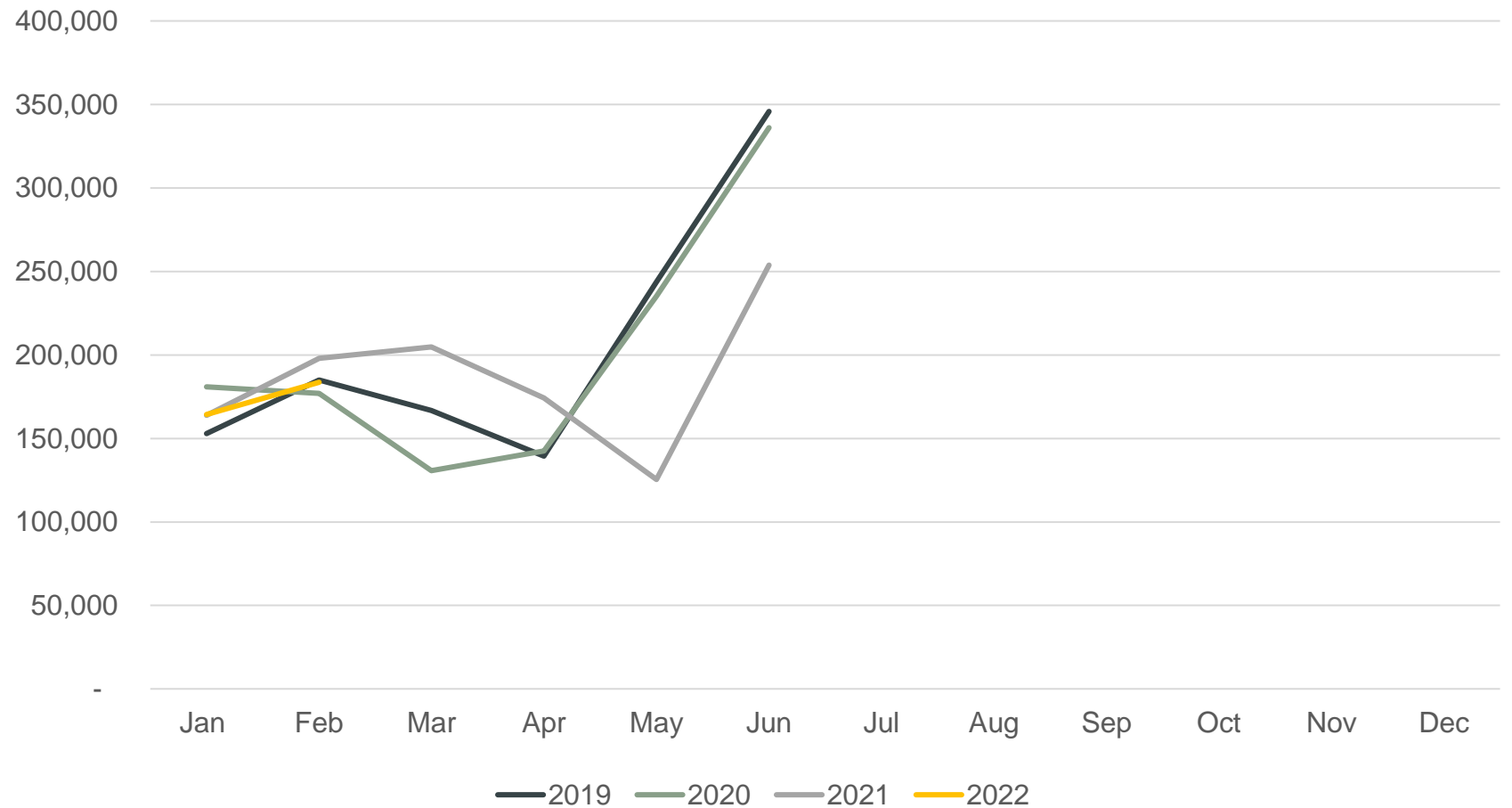
ALBERTA OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH

2022 Visitor Highlights



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- January 2022 saw a 7% increase compared to January 2019, a -9% decrease compared to 2020 and a 0.3% increase compared to 2021
- February 2022 saw a -1% decrease compared to February 2019, a 4% increase compared to 2020 and a -7% decrease compared to 2021



January 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

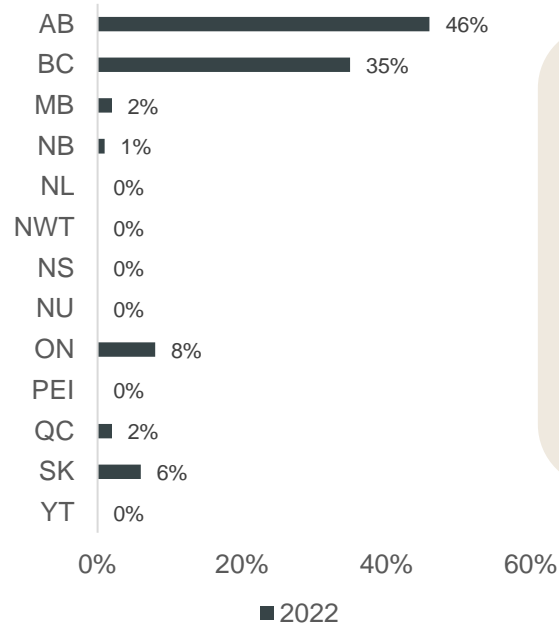
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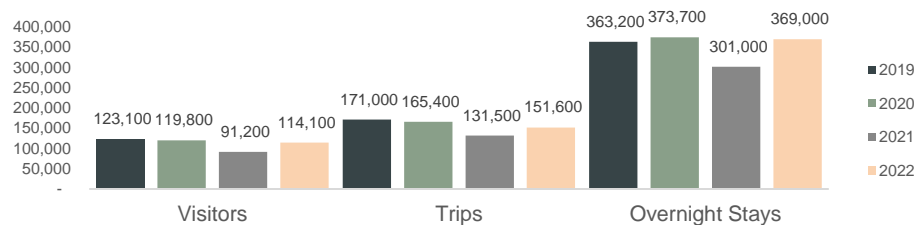
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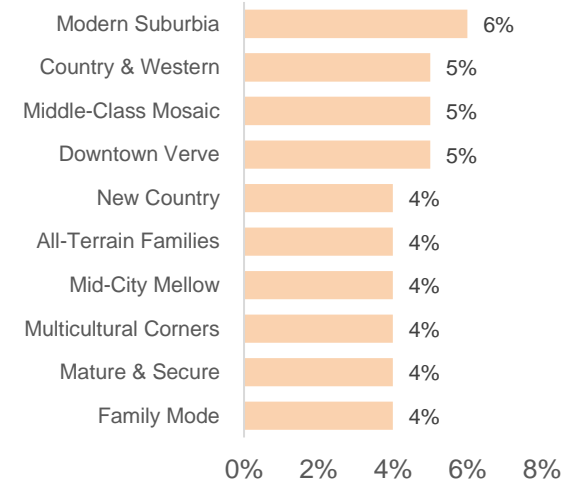
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Canadian Visitors to the Kootenay Rockies January 2019-2022



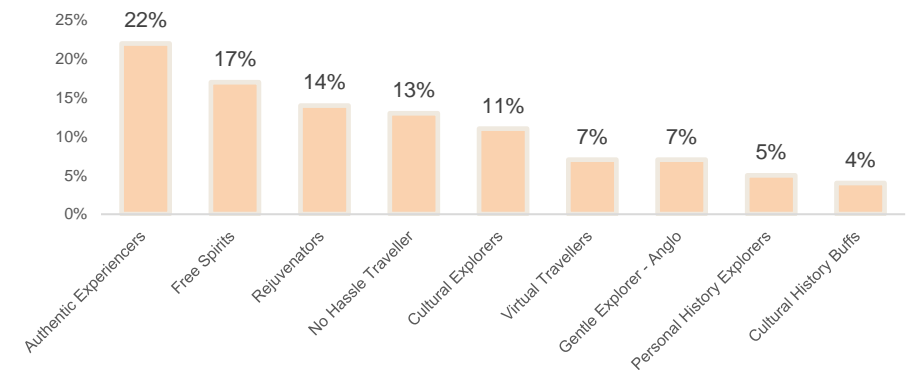
January 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).

January 2022 Alberta Visitors by EQ Type



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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 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

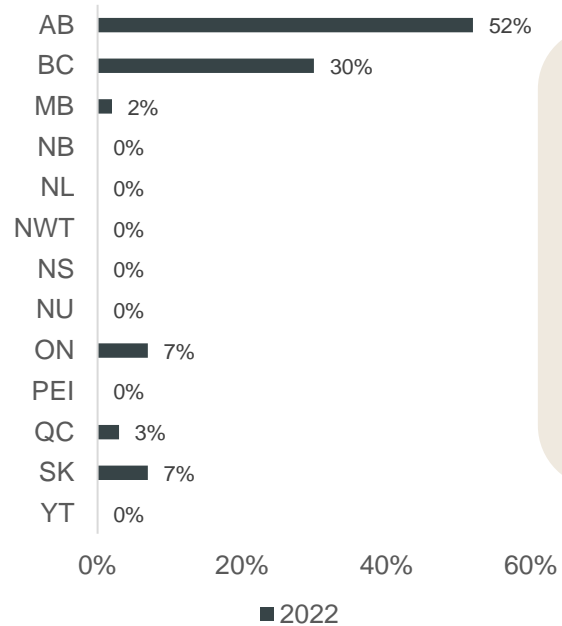
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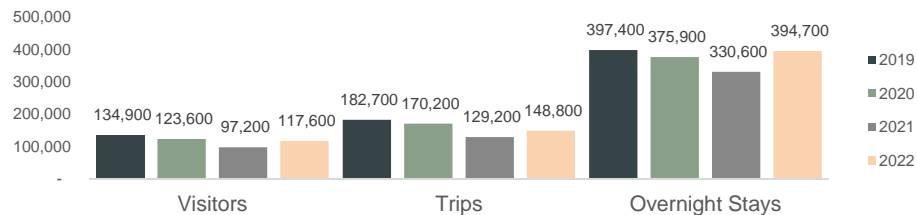
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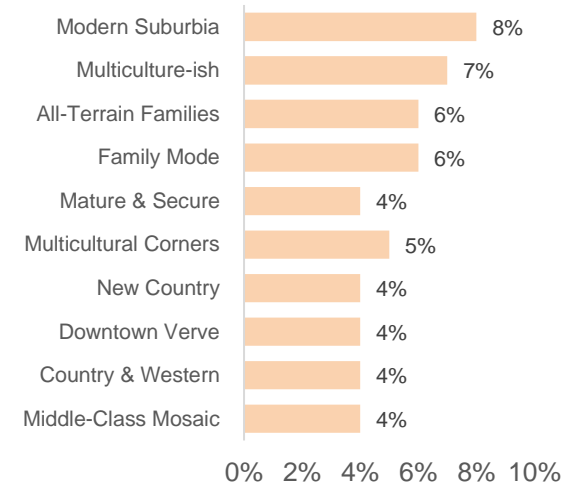
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Canadian Visitors to the Kootenay Rockies February 2019-2022



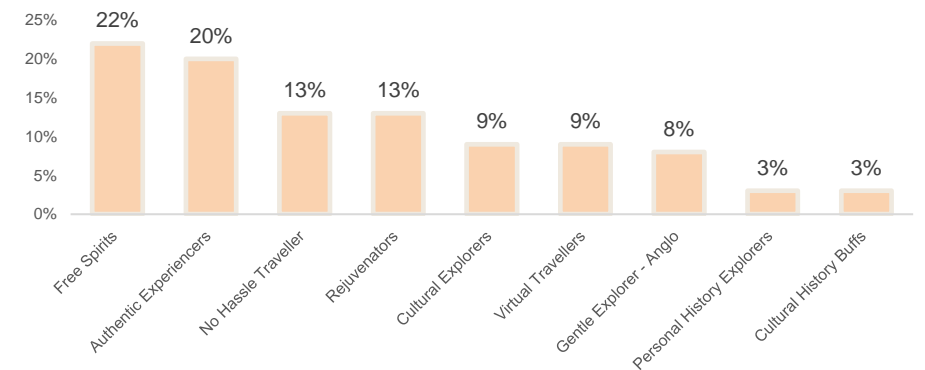
February 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- Multiculture-ish** rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221).

February 2022 Alberta Visitors by EQ Type



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Note: All counts have been rounded to the nearest 100

CONTACT US

2022 Visitor
Highlights



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