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British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2022

Kootenay Rockies Region



SYMPHONY
TOURISM
SERVICES

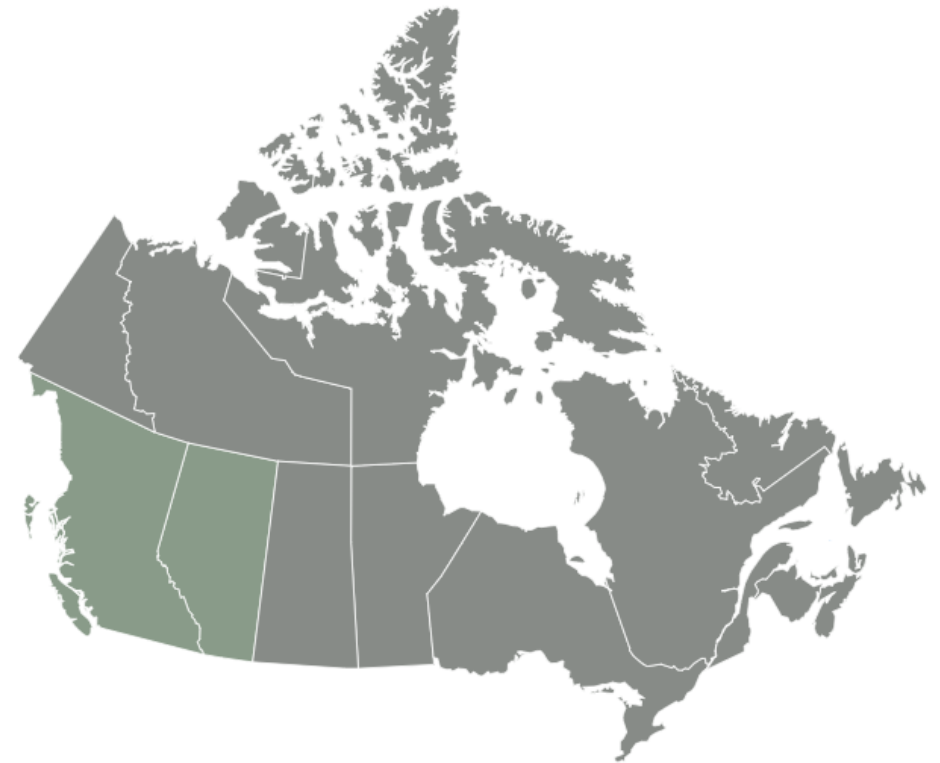


KOOTENAY
ROCKIES
TOURISM

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

2022 Visitor
Highlights

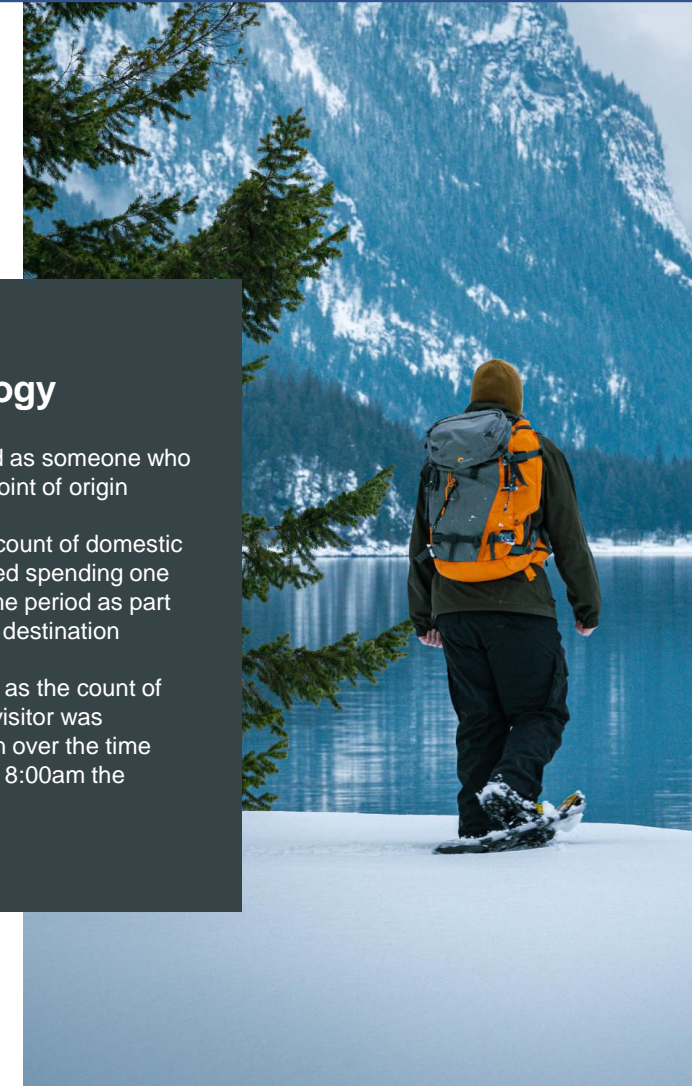


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- Environics Analytics is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and 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)



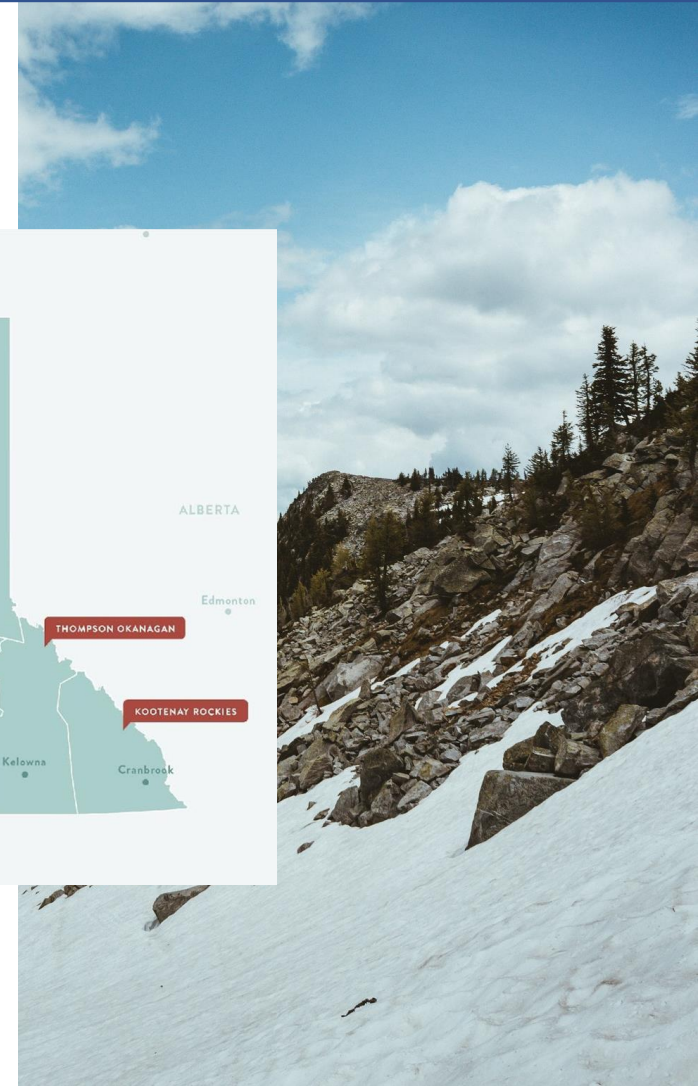
RESEARCH OVERVIEW

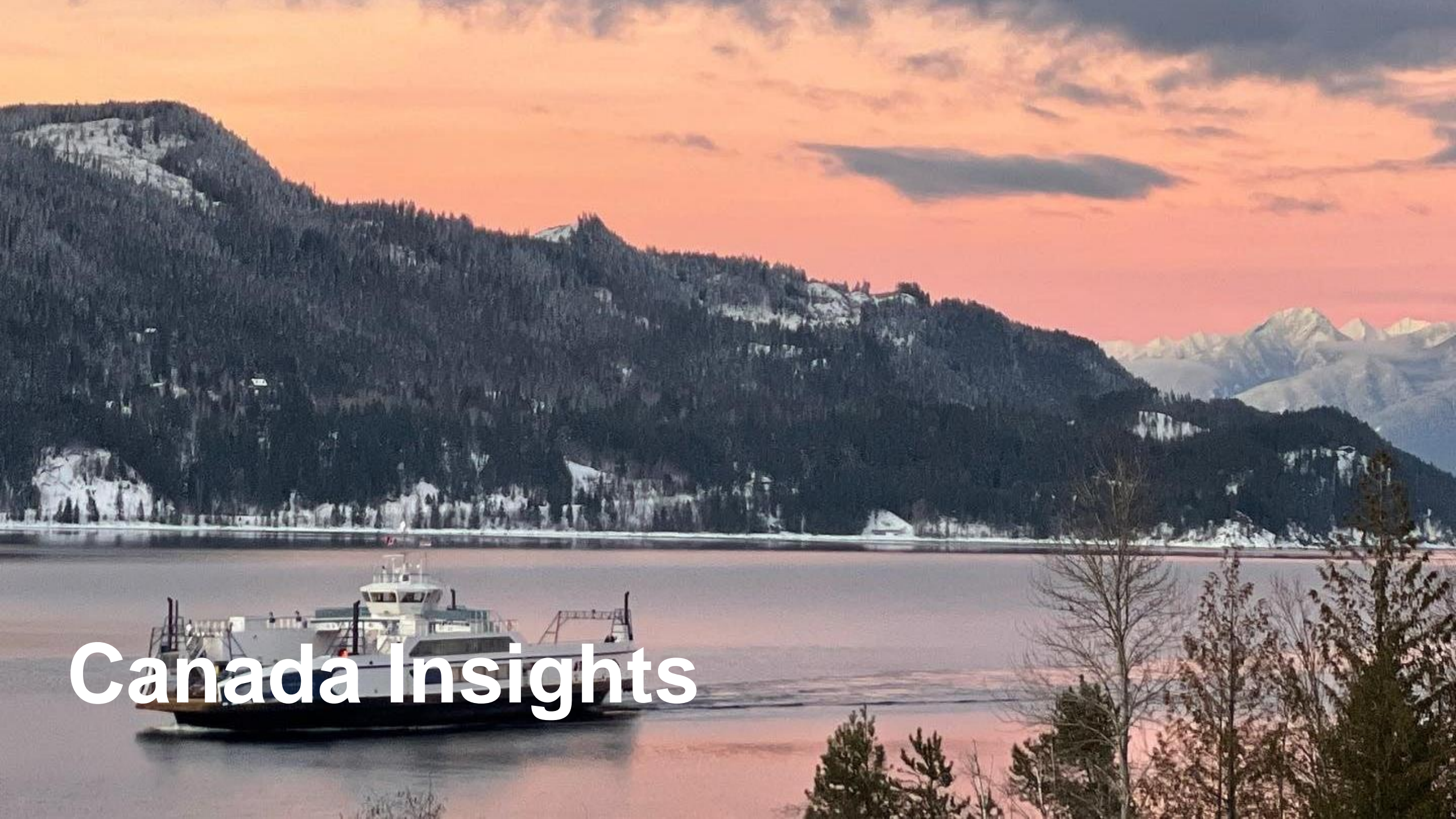
2022 Visitor
Highlights

KOOTENAY
ROCKIES
TOURISM

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- 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, 2021 & 2022: Domestic Visitors by Quarter

Kootenay Rockies

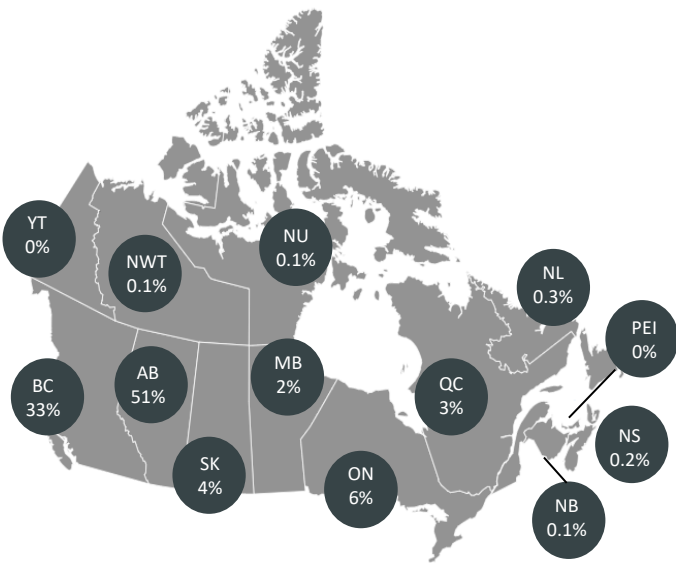
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

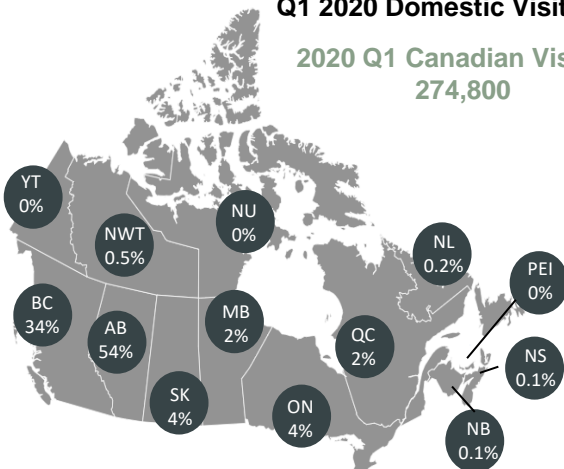
During Q1 2019 the Kootenay Rockies saw an average of **323,700** Domestic Visitors. During Q1 2020 the region saw **274,800** Domestic Visitors, in Q1 2021 **243,000** Domestic Visitors and in Q1 2022 **292,200** Domestic Visitors. A **decrease** of **-10%** compared to 2019, an **increase** of **6%** compared to 2020 and an **increase** of **25%** compared to 2021. Provincial Visitation was consistent across all three years, with Alberta and British Columbia ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Kootenay Rockies resident visitors depending on point of origin and point of destination

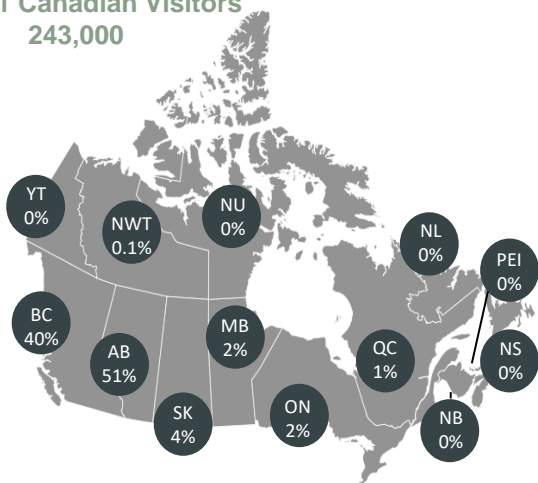
Q1 2019 Domestic Visitation
2019 Q1 Canadian Visitors
323,700



Q1 2020 Domestic Visitation
2020 Q1 Canadian Visitors
274,800



Q1 2021 Domestic Visitation
2021 Q1 Canadian Visitors
243,000

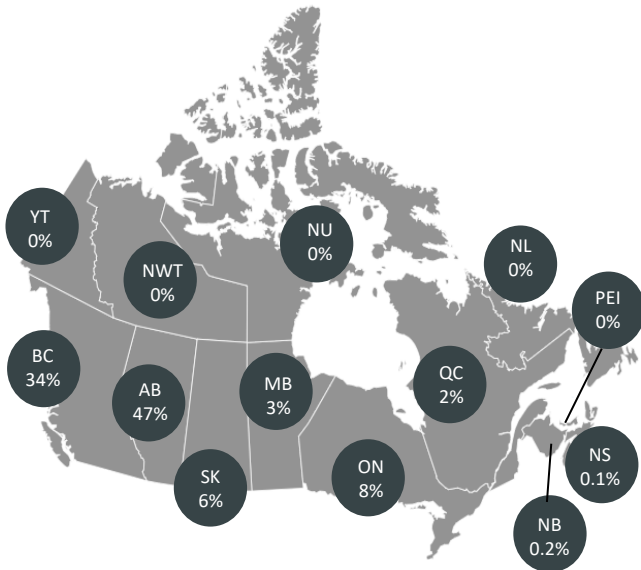


Q1 2022 Domestic Visitation
2022 Q1 Canadian Visitors
292,200

Decrease of **-10%**
2022 compared to 2019

Increase of **6%**
2022 compared to 2020

Increase of **25%**
2022 compared to 2021



Canadian Visitation

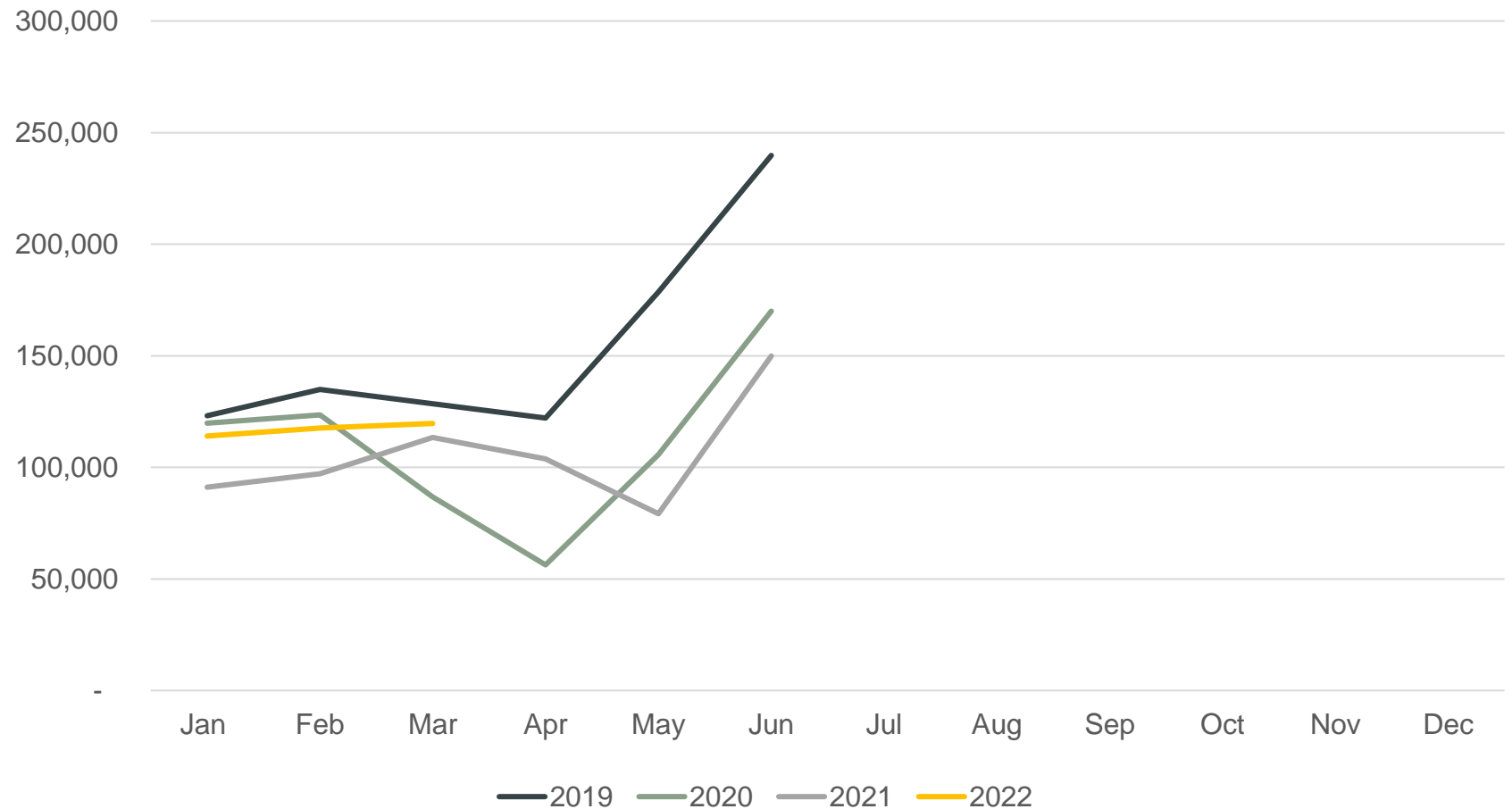
CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

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
- March 2022 saw a -7% decrease compared to March 2019, a 38% increase compared to 2020 and a 6% increase compared to 2021





British Columbia Insights

Kootenay Rockies Visitation

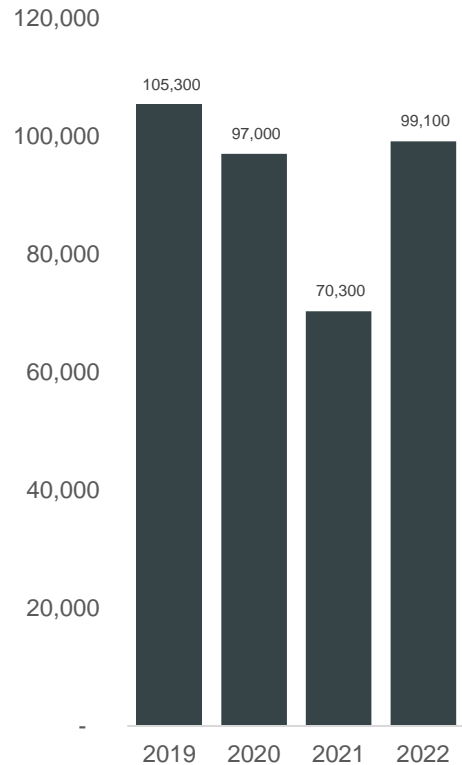
BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES BY QUARTER

2022 Visitor
Highlights

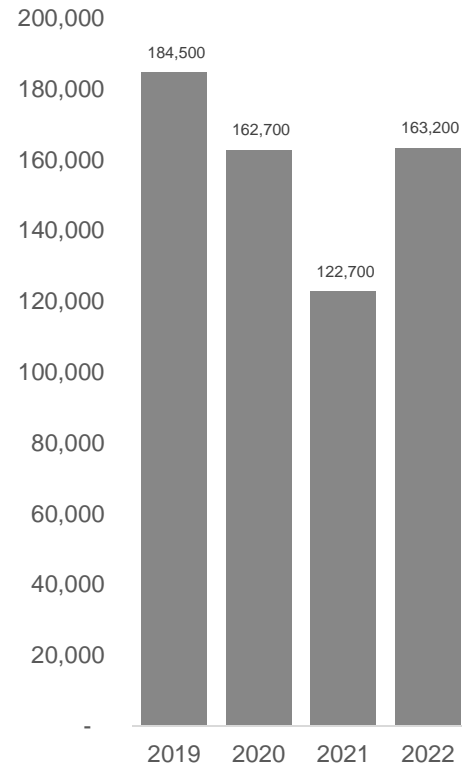


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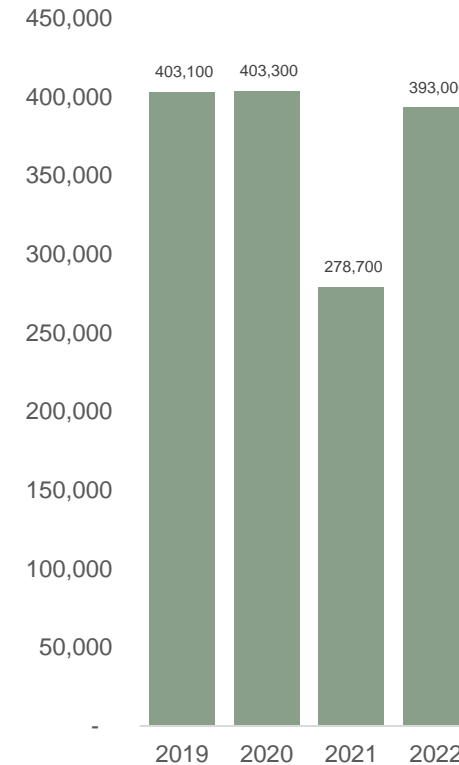
Number of Visitors to the Kootenay Rockies from BC in Q1



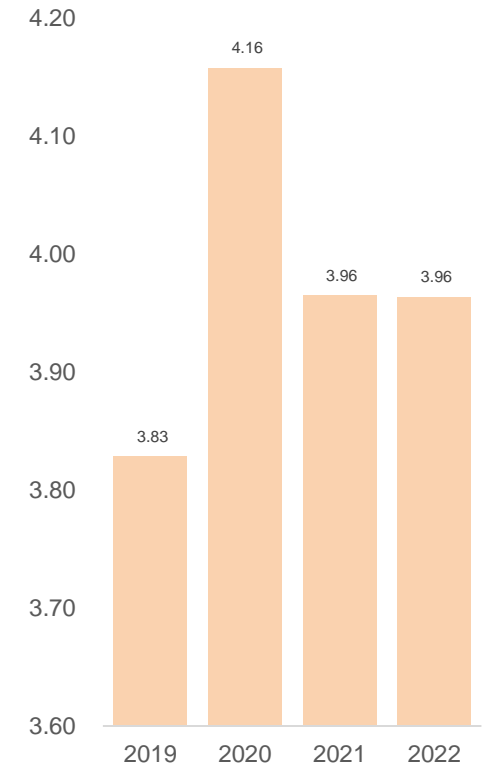
Number of Trips to the Kootenay Rockies from BC in Q1



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



Length of Stay in the Kootenay Rockies from BC in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE KOOTENAY ROCKIES BY QUARTER – Q1

NUMBER OF VISITORS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

2022 Visitor
Highlights



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City	2019 Visitor Count
Vancouver	11,200
Kelowna	8,700
Cranbrook	6,000
Kamloops	4,500
Surrey	4,400
Abbotsford	2,900
Vernon	2,800
Burnaby	2,300
Kimberley	2,300
Nelson	2,300

City	2020 Visitor Count
Kelowna	9,300
Vancouver	8,000
Cranbrook	5,500
Surrey	4,300
Kamloops	3,900
Creston	2,700
Abbotsford	2,600
Vernon	2,300
West Kelowna	2,300
Burnaby	2,200

City	2021 Visitor Count
Vancouver	7,400
Kelowna	4,500
Surrey	3,200
Cranbrook	2,800
Abbotsford	2,700
Kamloops	2,400
Salmon Arm	2,300
Kimberley	2,300
Vernon	2,100
Chilliwack	2,000

City	2022 Visitor Count
Vancouver	5,600
Kelowna	4,300
Cranbrook	4,100
Kamloops	3,900
Surrey	3,700
Castlegar	2,900
Nelson	2,800
Vernon	2,600
Trail	2,300
Salmon Arm	2,300

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

British Columbian Visitation

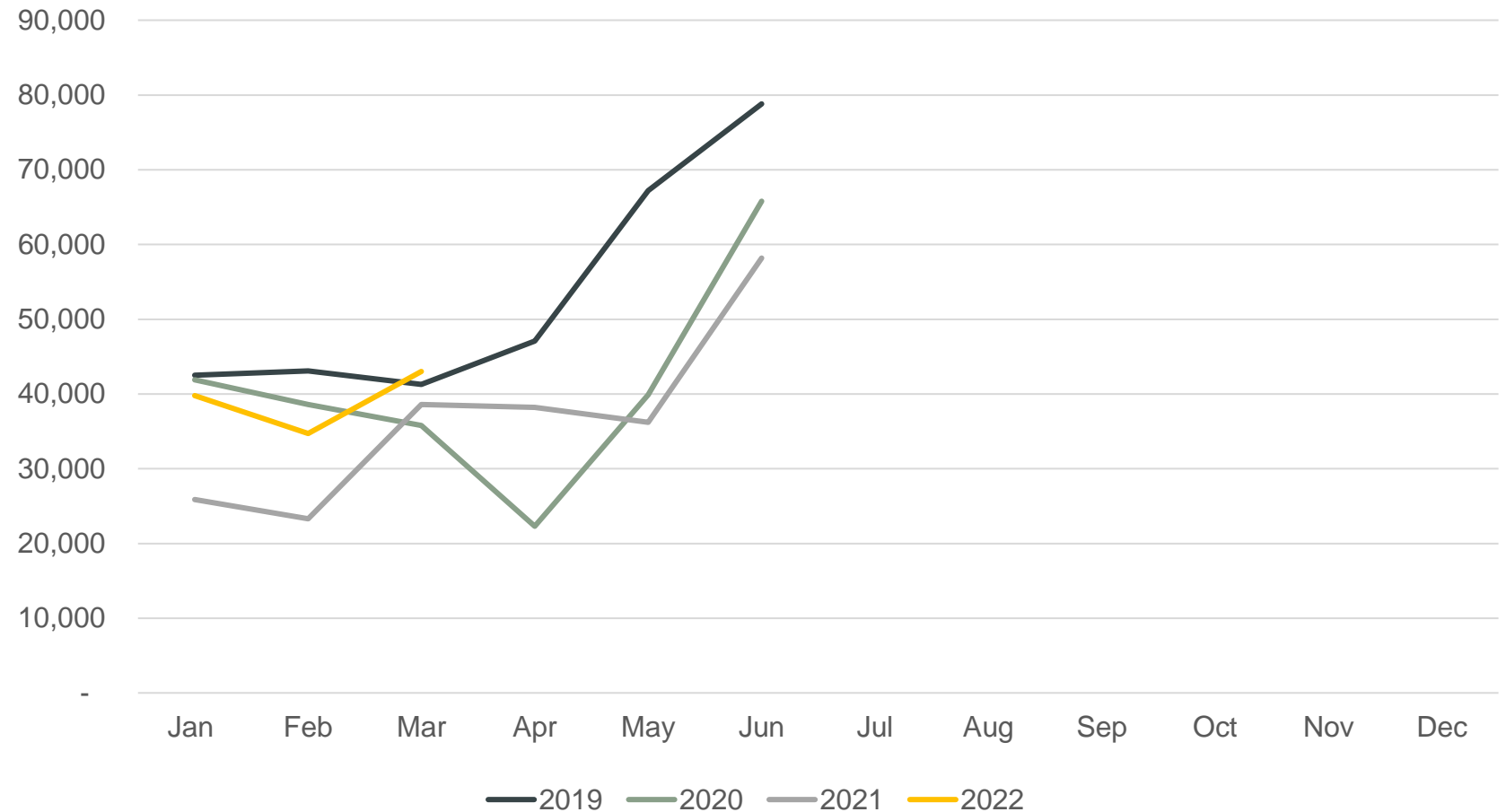
BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- 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
- March 2022 saw a 4% increase compared to March 2019, a 20% increase compared to 2020 and a 11% increase compared to 2021



British Columbian Visitation

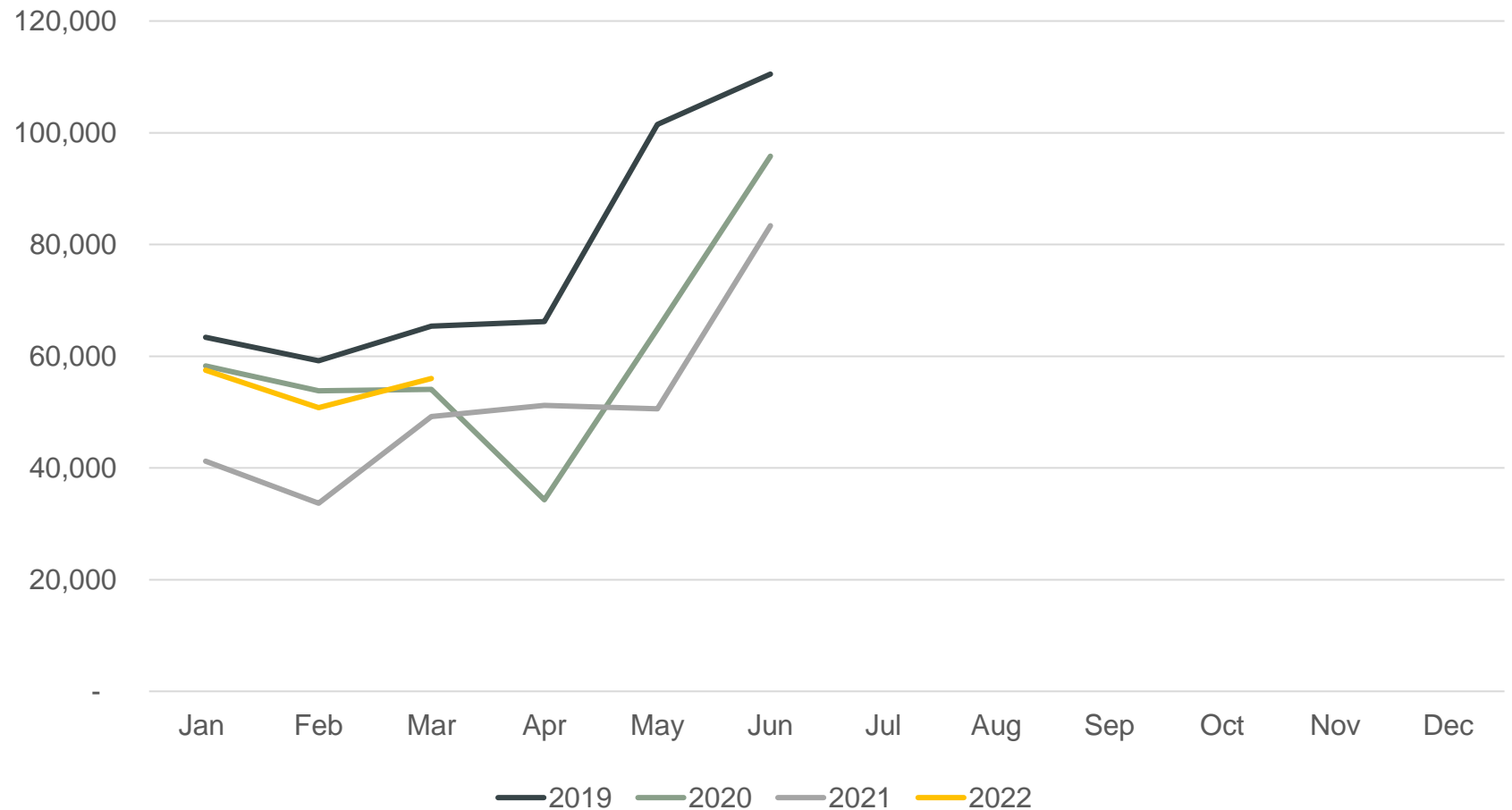
BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH

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
- March 2022 saw a -14% decrease compared to March 2019, a 4% increase compared to 2020 and a 14% increase compared to 2021



British Columbian Visitation

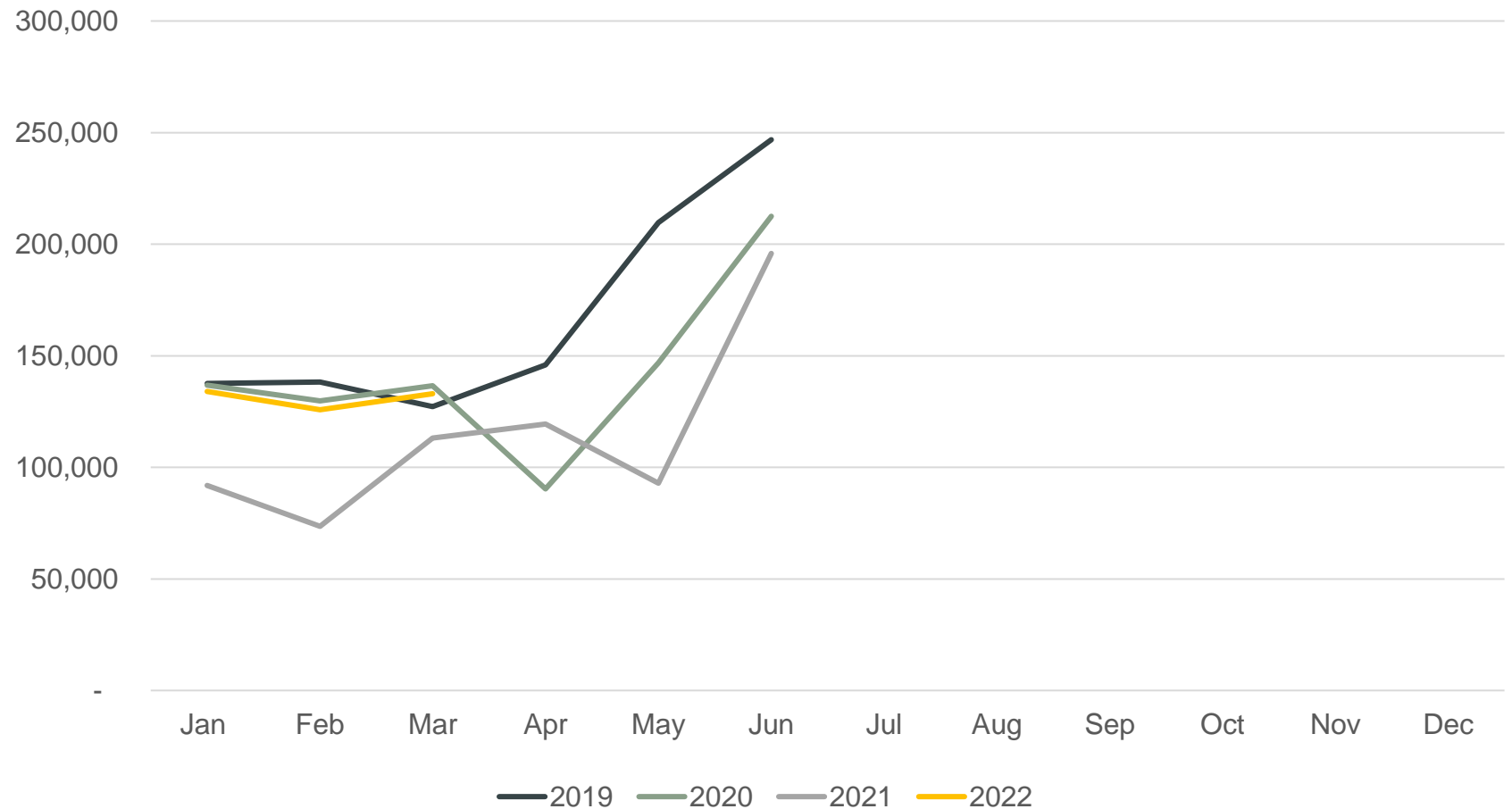
BC OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH

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
- March 2022 saw a 4% increase compared to March 2019, a -3% decrease compared to 2020 and a 17% increase compared to 2021



January 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

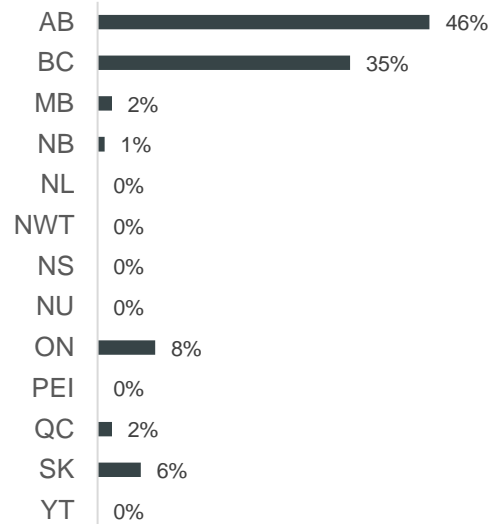
Overview

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%

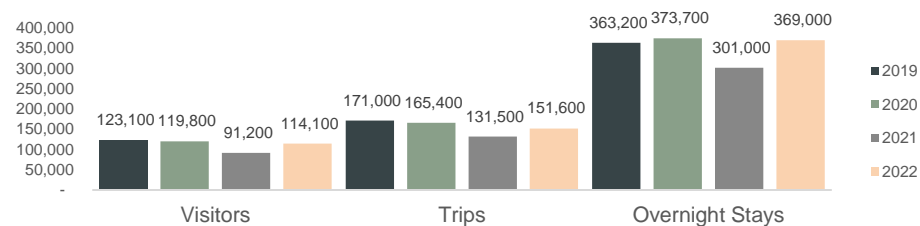
Percentage of Visitors to the Kootenay Rockies by Province January 2022



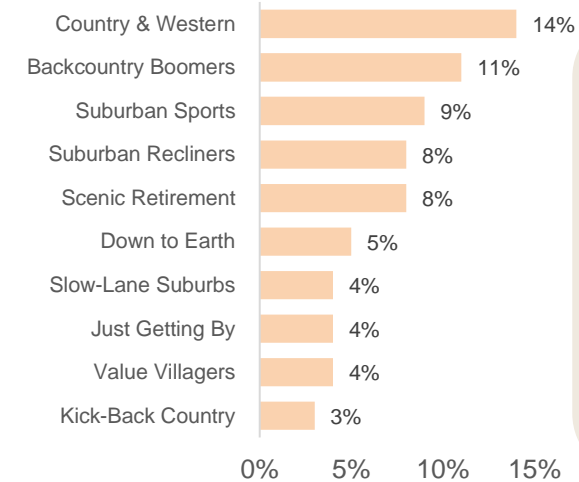
Canadian Visitors

- 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



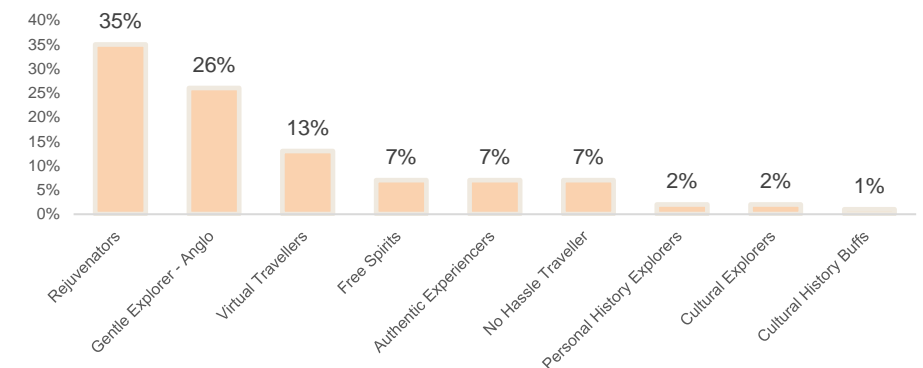
January 2022 BC Visitors by PRIZM Segment



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

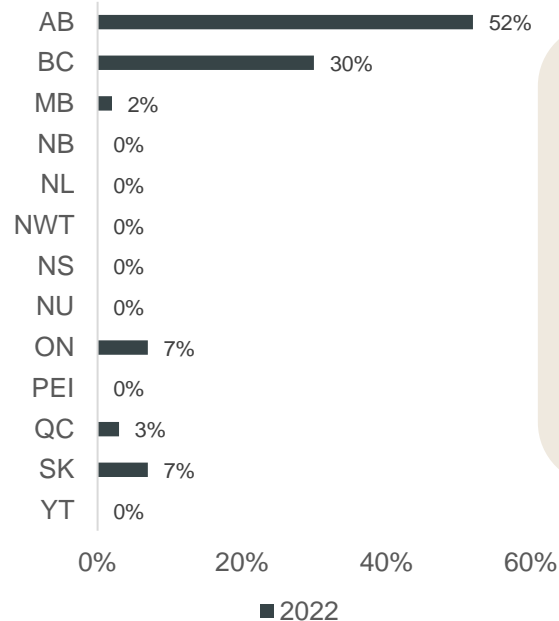
Overview

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%

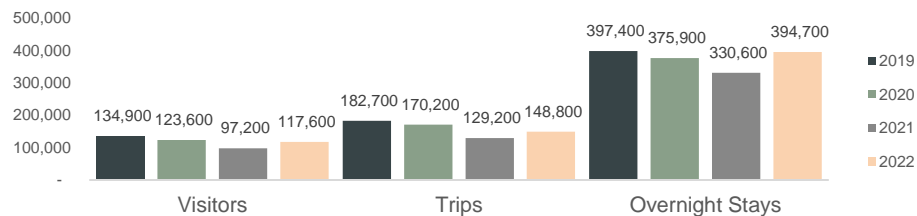
Percentage of Visitors to the Kootenay Rockies by Province February 2022



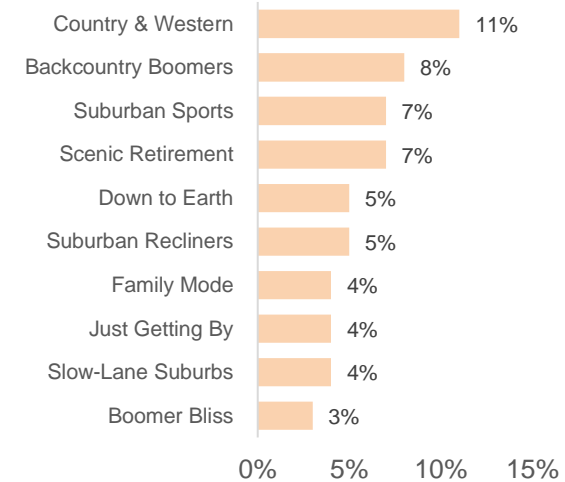
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-13%** in February 2022 compared to February 2019
- Canadian Visitors to the Kootenay Rockies decreased by **-5%** in February 2022 compared to February 2020
- Canadian Visitors to the Kootenay Rockies increased by **21%** in February 2022 compared to February 2021

Canadian Visitors to the Kootenay Rockies February 2019-2022



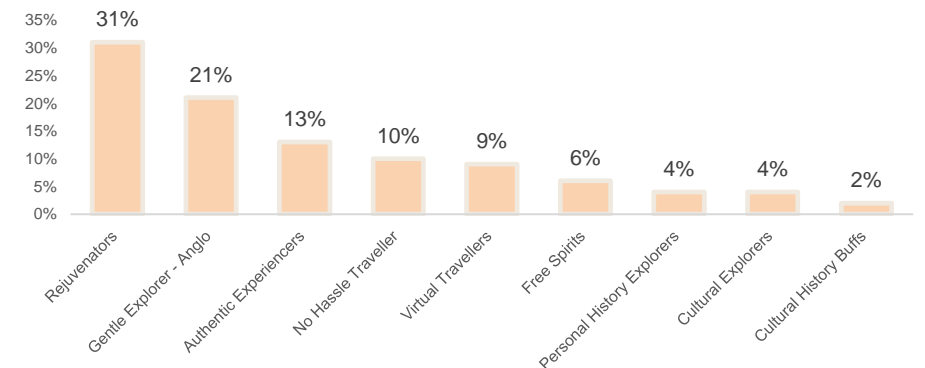
February 2022 BC Visitors by PRIZM Segment



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).

February 2022 BC Visitors by EQ Type



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

March 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

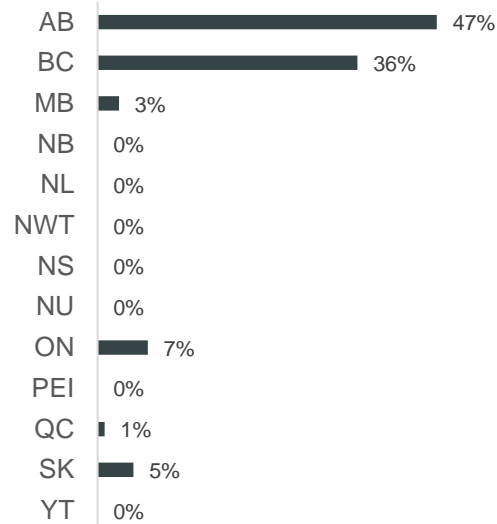
Overview

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

Visitors increased by **38%** when compared to March 2020 and increased by **6%** when compared to March 2021.

Alberta made up the majority of visitors at 47% followed by British Columbia at 36%

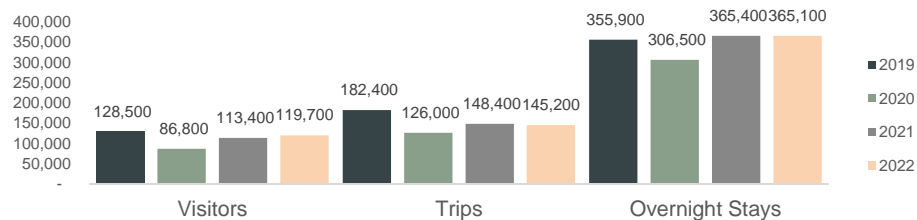
Percentage of Visitors to the Kootenay Rockies by Province March 2022



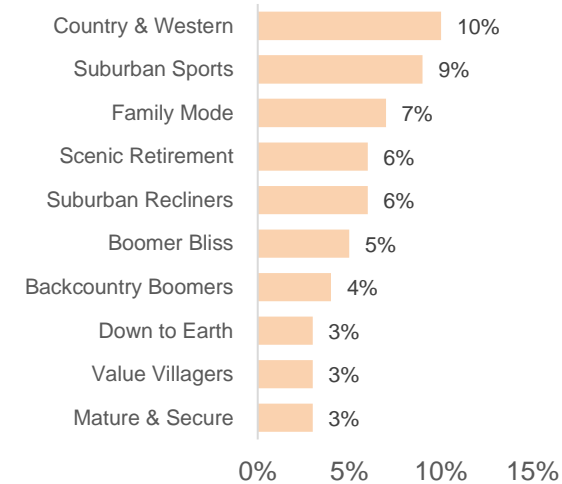
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-7%** in March 2022 compared to March 2019
- Canadian Visitors to the Kootenay Rockies increased by **38%** in March 2022 compared to March 2020
- Canadian Visitors to the Kootenay Rockies increased by **6%** in March 2022 compared to March 2021

Canadian Visitors to the Kootenay Rockies March 2019-2022



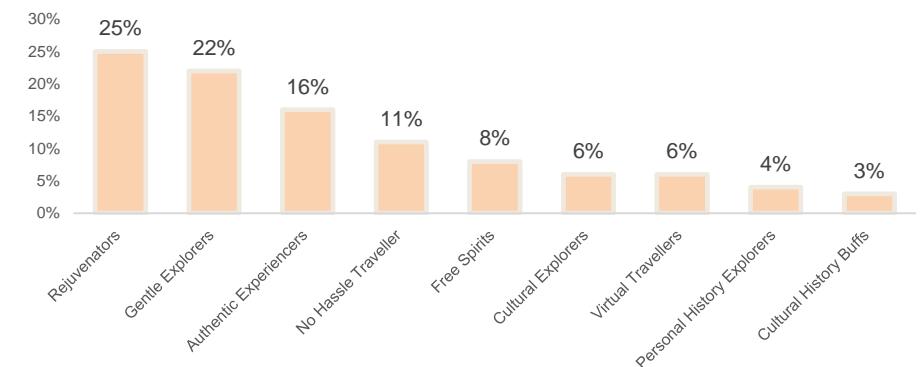
March 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Family Mode** rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).

March 2022 BC Visitors by EQ Type



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



Alberta Insights

Kootenay Rockies Visitation

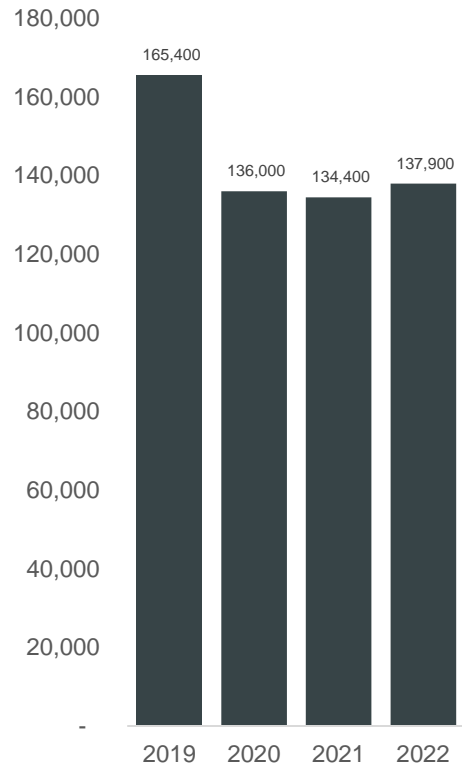
ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES BY QUARTER

2022 Visitor
Highlights

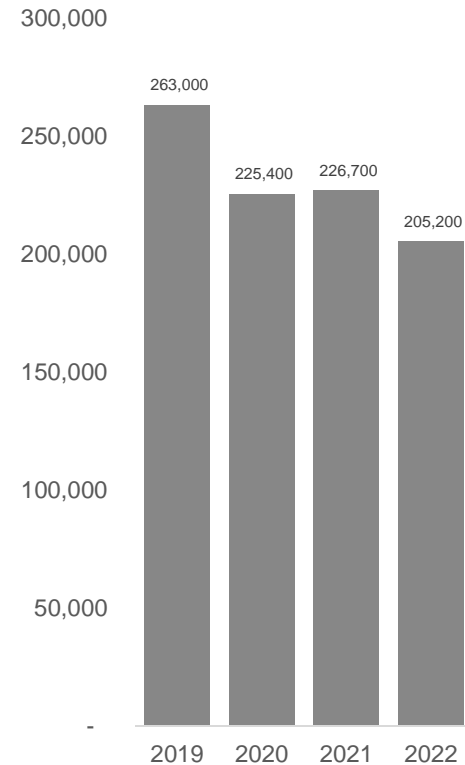


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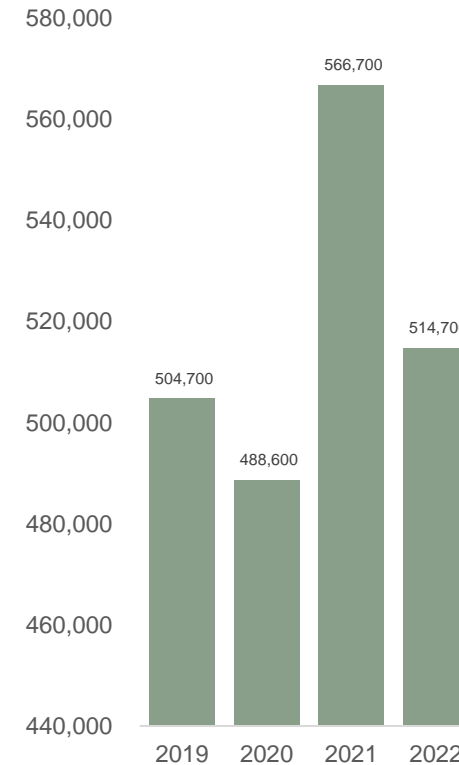
Number of Visitors to the Kootenay Rockies from AB in Q1



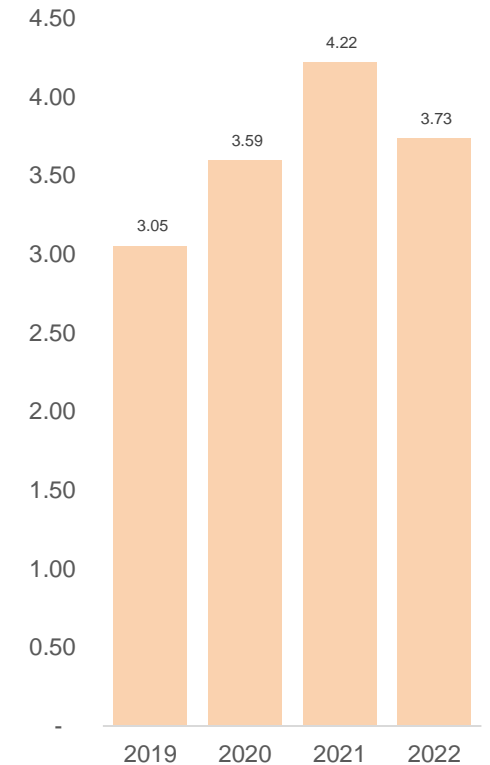
Number of Trips to the Kootenay Rockies from AB in Q1



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



Length of Stay in the Kootenay Rockies from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE KOOTENAY ROCKIES BY QUARTER – Q1

NUMBER OF VISITORS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

2022 Visitor
Highlights



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City	2019 Visitor Count
Calgary	153,200
Edmonton	26,400
Rocky View County	6,200
Lethbridge	5,100
Airdrie	4,400
Canmore	4,300
Red Deer	3,500
Foothills No. 31	2,800
Strathcona County	2,600
Okotoks	2,200

City	2020 Visitor Count
Calgary	93,900
Edmonton	14,200
Lethbridge	6,200
Rocky View County	4,900
Airdrie	3,900
Canmore	3,300
Red Deer	2,400
Foothills No. 31	2,300
Strathcona County	2,100
Okotoks	1,900

City	2021 Visitor Count
Calgary	90,700
Edmonton	16,500
Rocky View County	5,900
Airdrie	4,400
Canmore	3,700
Red Deer	3,700
Lethbridge	3,700
Foothills No. 31	2,900
Okotoks	2,500
Strathcona County	2,400

City	2022 Visitor Count
Calgary	65,900
Edmonton	14,500
Lethbridge	4,500
Rocky View County	3,400
Airdrie	3,200
Strathcona County	2,200
Banff	2,200
Foothills No. 31	1,800
Okotoks	1,700
St. Albert	1,600

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Alberta Visitation

ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



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- 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
- March 2022 saw a -17% decrease compared to March 2019, a 41% increase compared to 2020 and a -8% decrease compared to 2021



Alberta Visitation

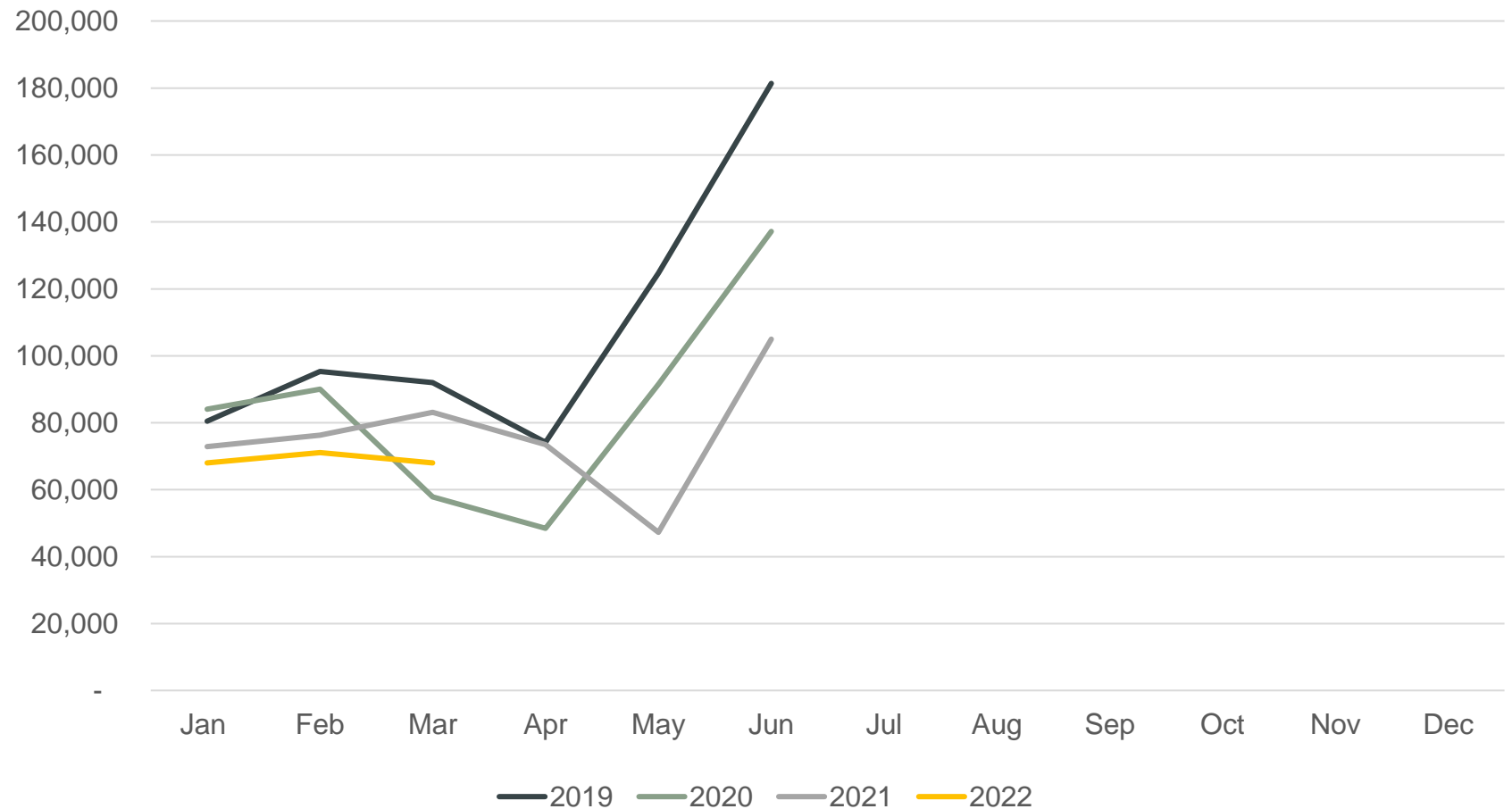
ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH

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
- March 2022 saw a -26% decrease compared to March 2019, a 17% increase compared to 2020 and a -18% decrease compared to 2021



Alberta Visitation

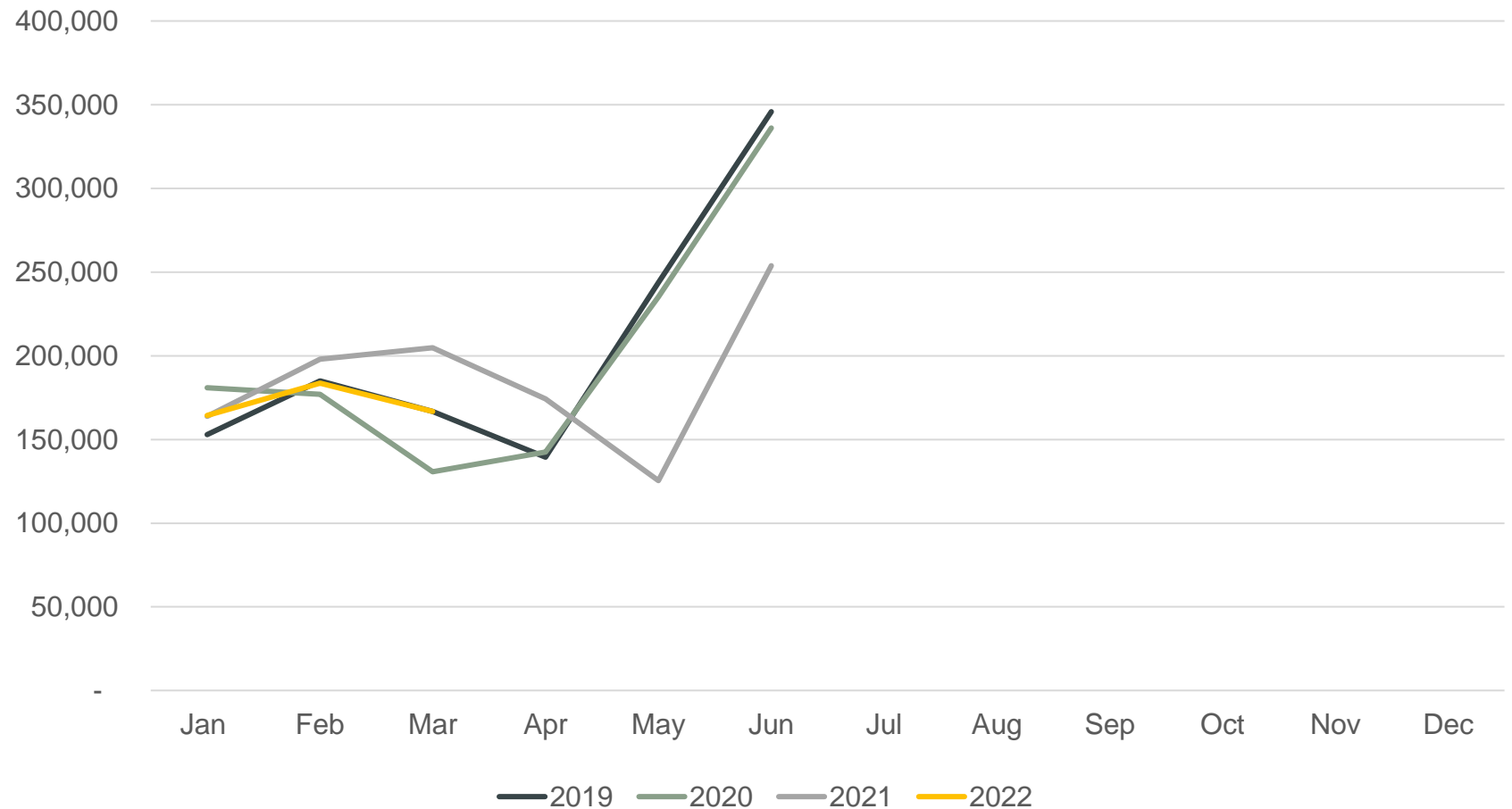
ALBERTA OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH

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
- March 2022 saw a 0.1% increase compared to March 2019, a 28% increase compared to 2020 and a -19% decrease compared to 2021



January 2022 Canada/Alberta Regional Visitation

Kootenay Rockies

2022 Visitor Highlights



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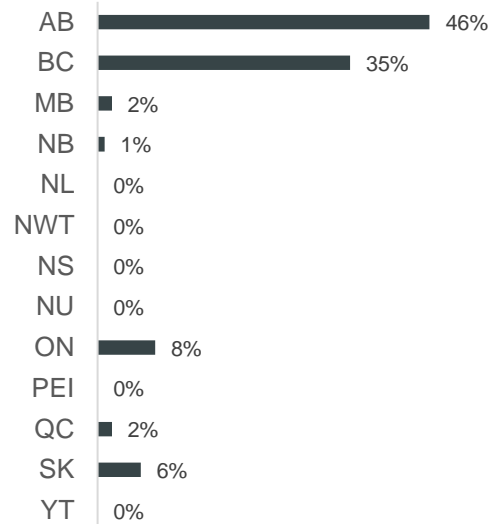
Overview

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%

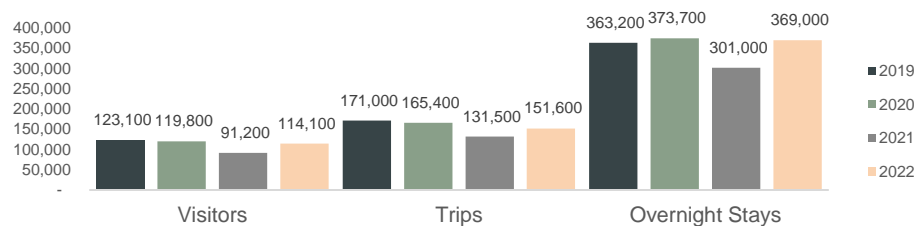
Percentage of Visitors to the Kootenay Rockies by Province January 2022



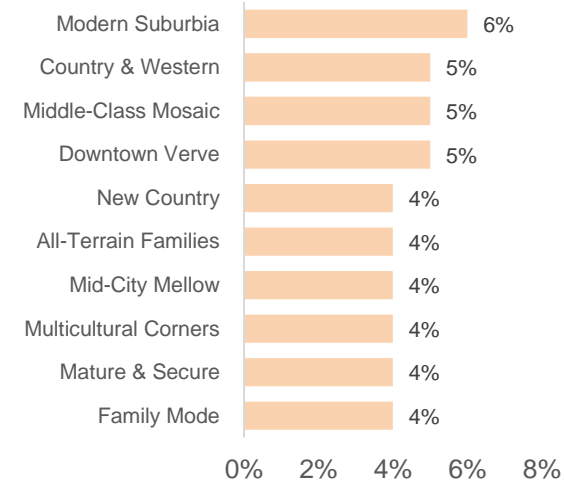
Canadian Visitors

- 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



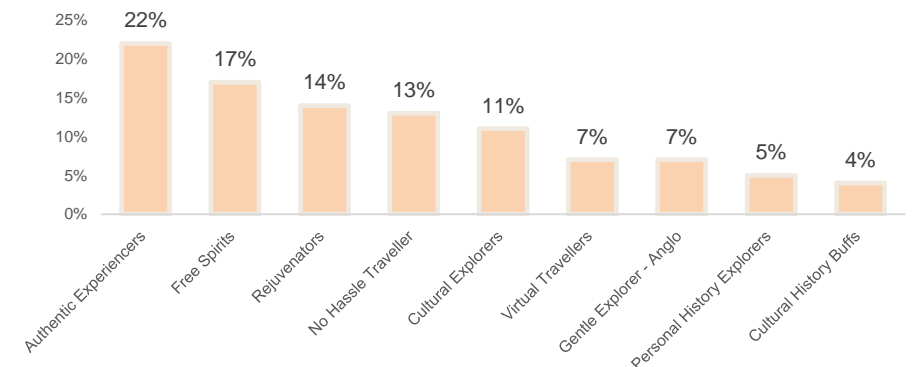
January 2022 Alberta Visitors by PRIZM Segment



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



*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/Alberta Regional Visitation

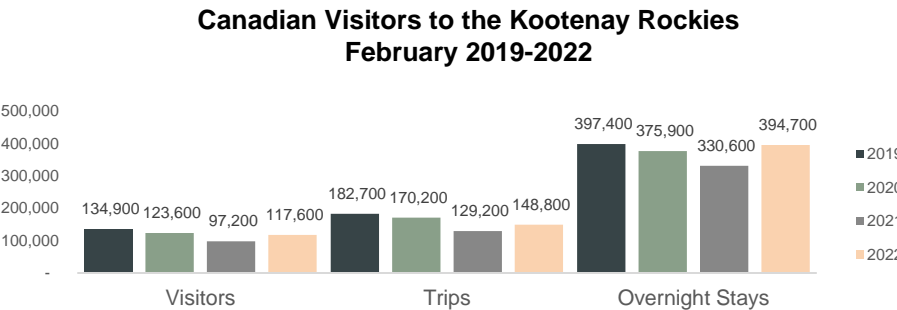
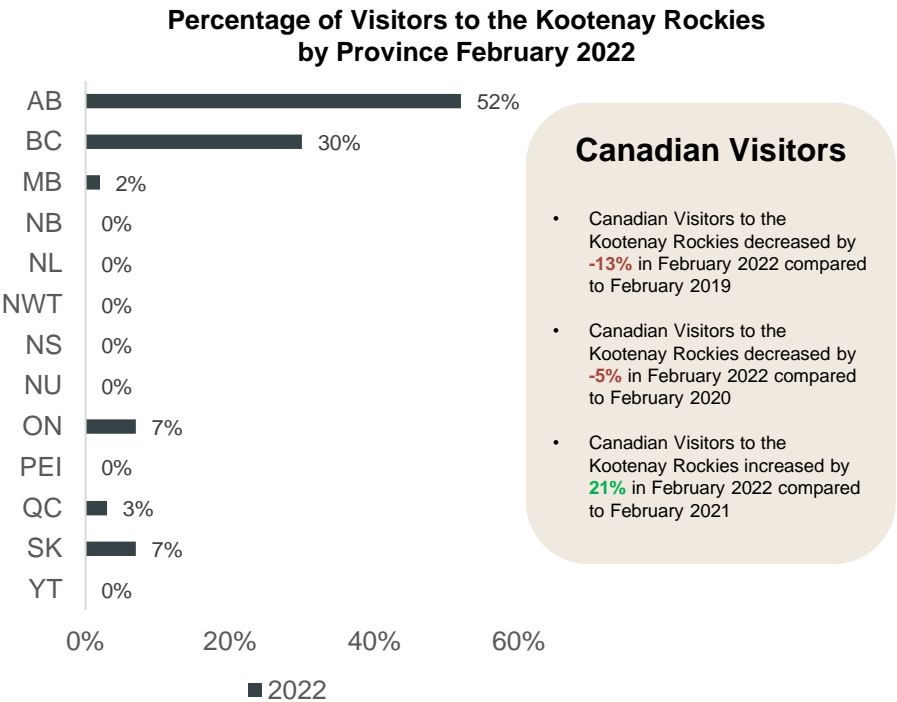
Kootenay Rockies

Overview

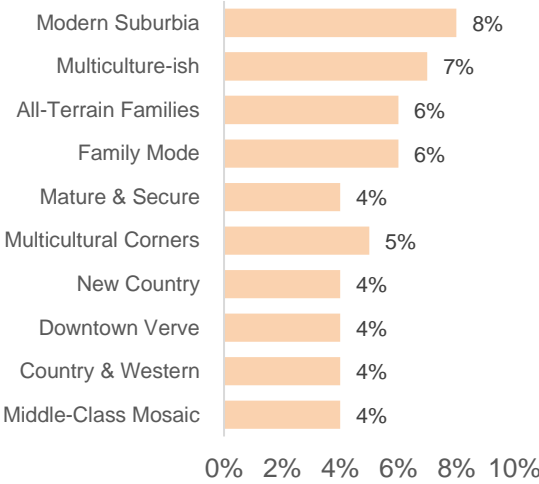
The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-13%** when comparing February 2022 to February 2019.

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%



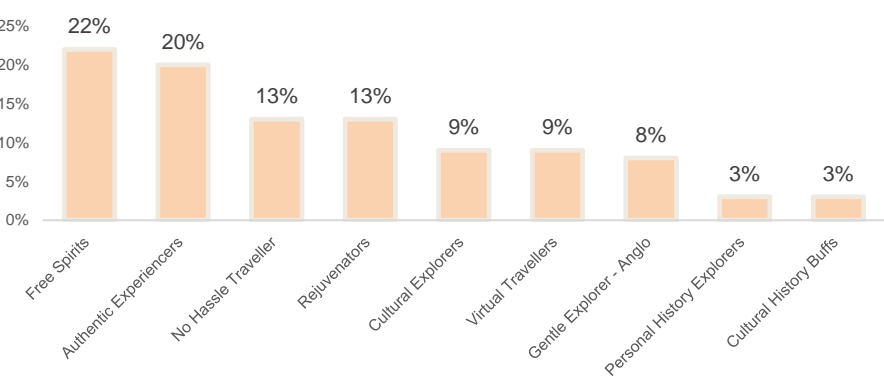
February 2022 Alberta Visitors by PRISM Segment



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



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

March 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



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Kootenay Rockies

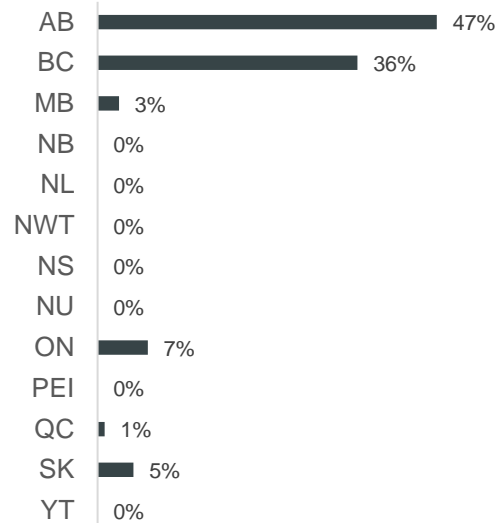
Overview

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

Visitors increased by **38%** when compared to March 2020 and increased by **6%** when compared to March 2021.

Alberta made up the majority of visitors at 47% followed by British Columbia at 36%

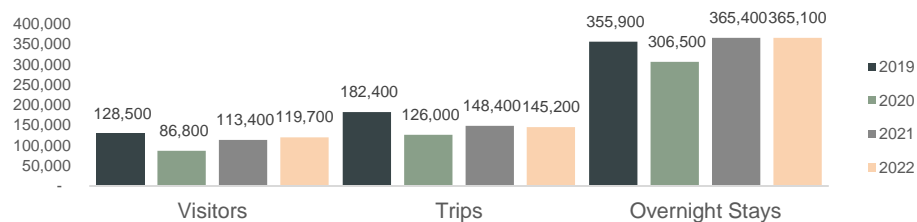
Percentage of Visitors to the Kootenay Rockies by Province March 2022



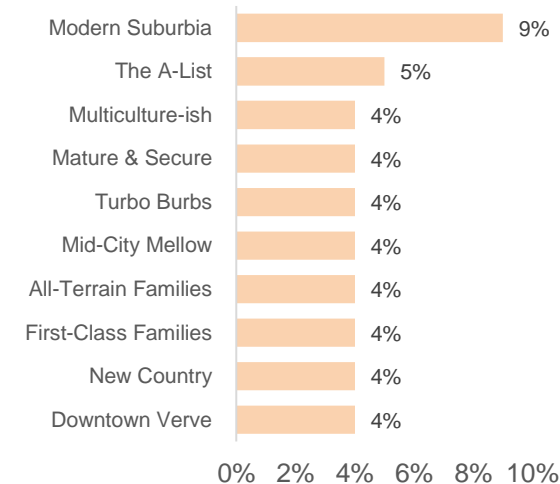
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-7%** in March 2022 compared to March 2019
- Canadian Visitors to the Kootenay Rockies increased by **38%** in March 2022 compared to March 2020
- Canadian Visitors to the Kootenay Rockies increased by **6%** in March 2022 compared to March 2021

Canadian Visitors to the Kootenay Rockies March 2019-2022



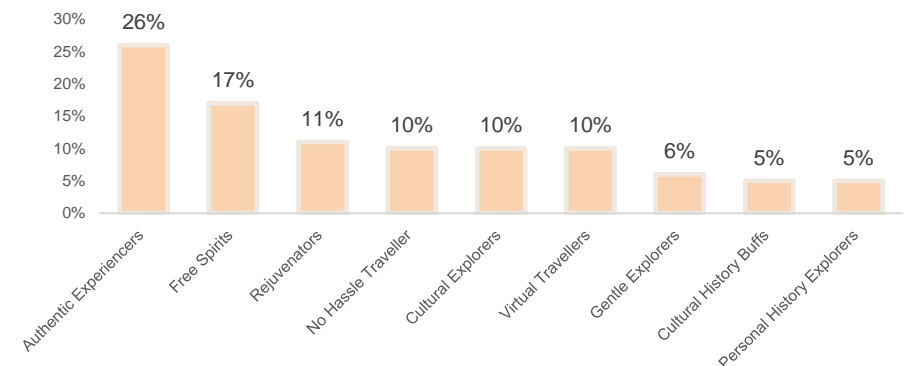
March 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- The A-List** rank 24th, making up 21,148 households, or 1.3% 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).

March 2022 Alberta Visitors by EQ Type



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

CONTACT US

2022 Visitor
Highlights



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