



bcrts

British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2022

Kootenay Rockies Region - *June Update*



SYMPHONY
TOURISM
SERVICES

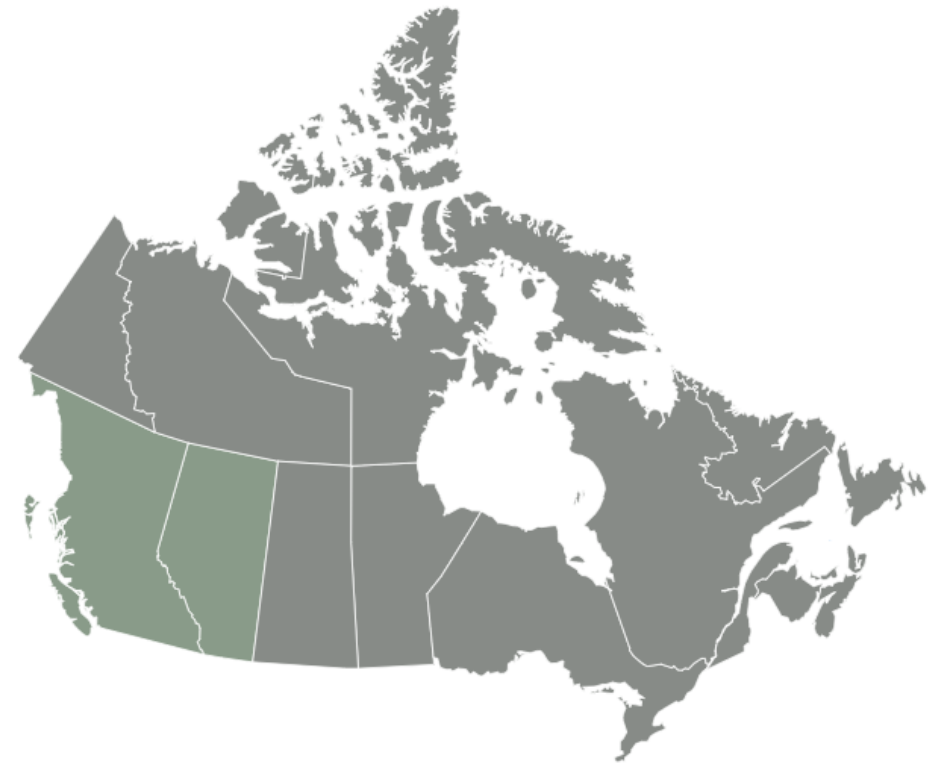


KOOTENAY
ROCKIES
TOURISM

2022 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

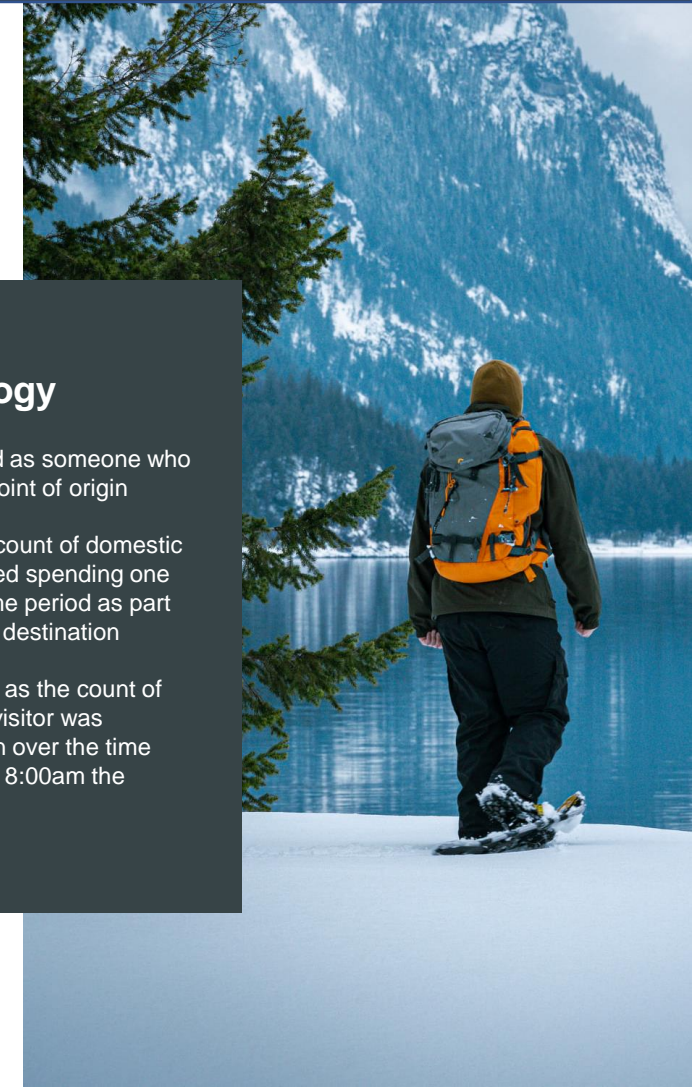


bcrts

- 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)



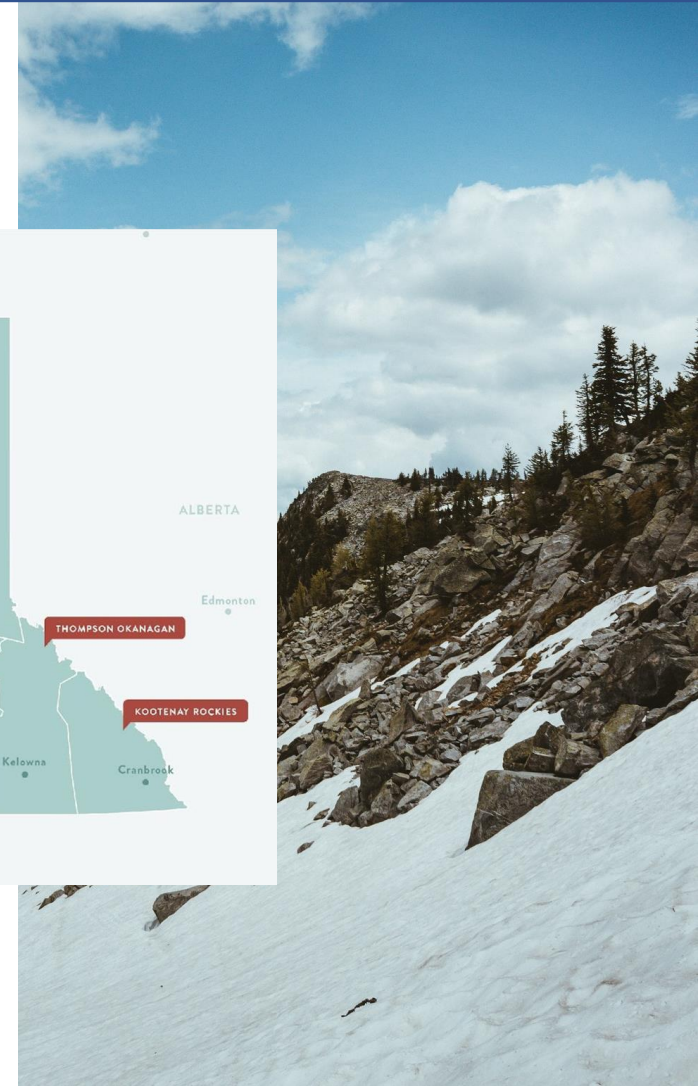
RESEARCH OVERVIEW

2022 Visitor
Highlights



bcrts

- 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

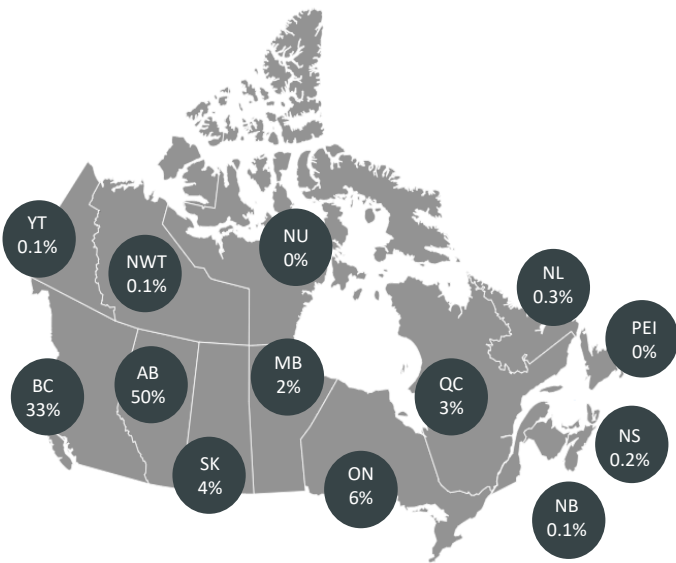
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

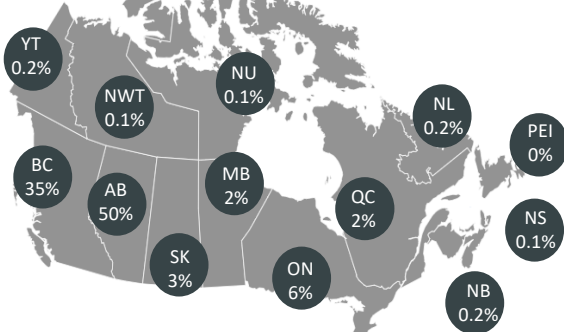
During Q1 2019 the Kootenay Rockies saw an average of **351,000** Domestic Visitors. During Q1 2020 the region saw **294,800** Domestic Visitors, in Q1 2021 **266,700** Domestic Visitors and in Q1 2022 **323,800** Domestic Visitors. A decrease of **-8%** compared to 2019, an increase of **10%** compared to 2020 and an increase of **21%** 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

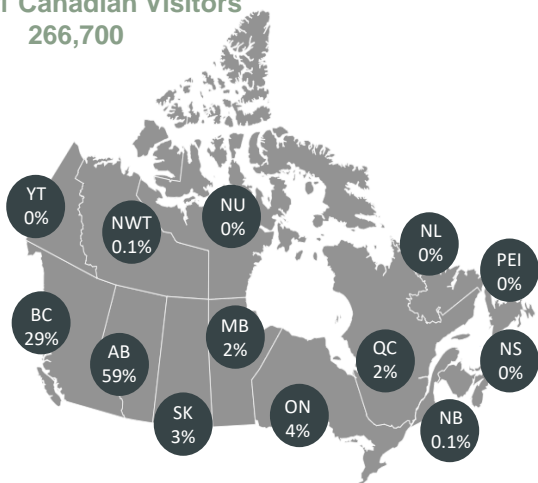
Q1 2019 Domestic Visitation
2019 Q1 Canadian Visitors
351,000



Q1 2020 Domestic Visitation
2020 Q1 Canadian Visitors
294,800

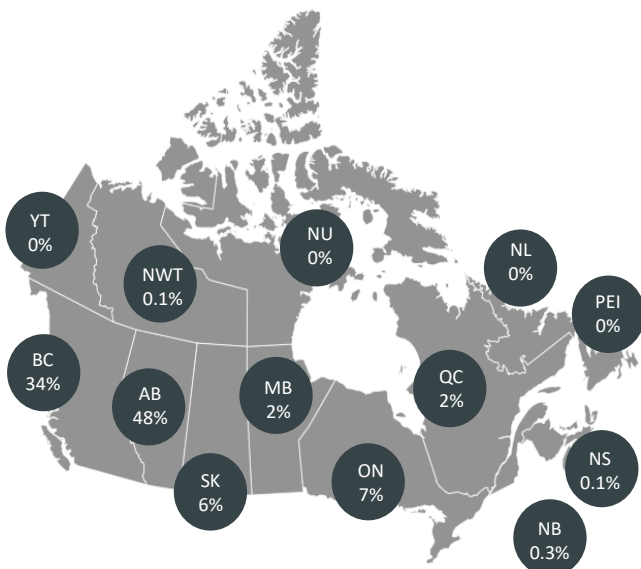


Q1 2021 Domestic Visitation
2021 Q1 Canadian Visitors
266,700



Q1 2022 Domestic Visitation
2022 Q1 Canadian Visitors
323,800

Decrease of **-8%** 2022 compared to 2019
Increase of **10%** 2022 compared to 2020
Increase of **21%** 2022 compared to 2021



Q2 2019, 2020, 2021 & 2022: Domestic Visitors by Quarter

Kootenay Rockies

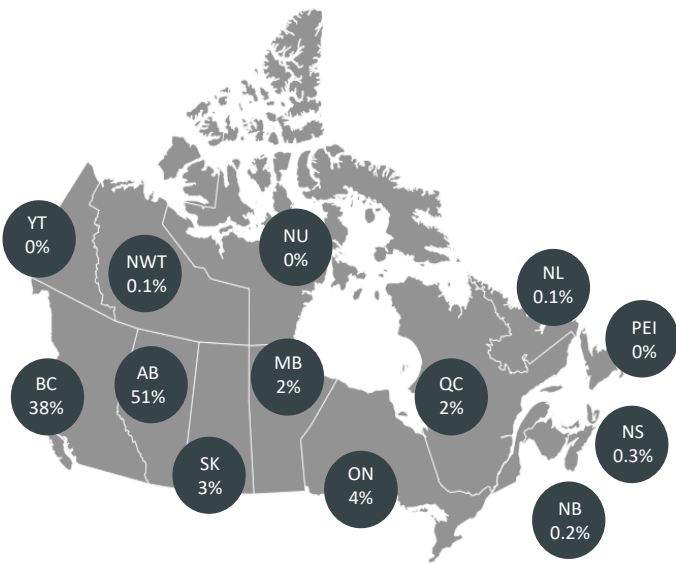
Q2 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

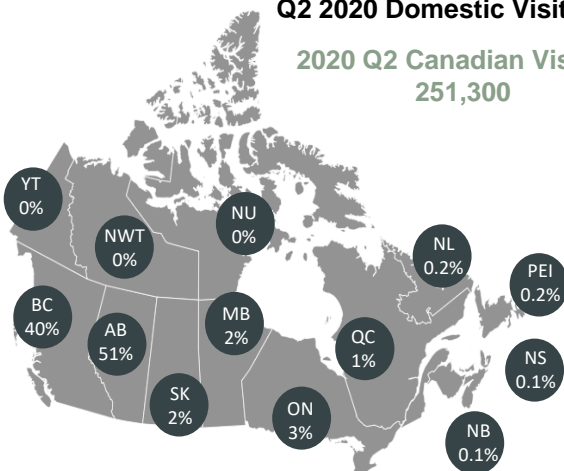
During Q2 2019 the Kootenay Rockies saw an average of **445,500** Domestic Visitors. During Q2 2020 the region saw **251,300** Domestic Visitors. In Q2 2021 **260,400** Domestic Visitors, and in Q2 2022 **368,000** Domestic Visitors. A decrease of **-17%** compared to 2019, an increase of **46%** compared to 2020 and an increase of **41%** 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

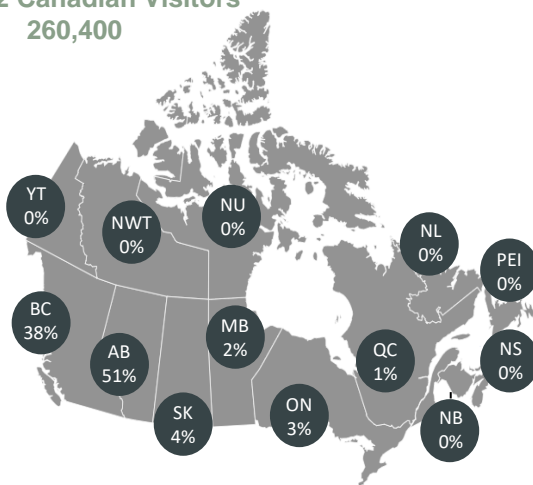
Q2 2019 Domestic Visitation
2019 Q2 Canadian Visitors
445,500



Q2 2020 Domestic Visitation
2020 Q2 Canadian Visitors
251,300

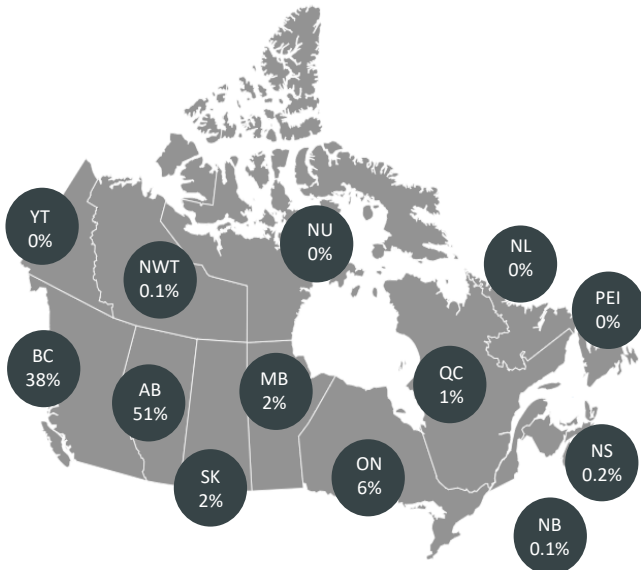


Q2 2021 Domestic Visitation
2021 Q2 Canadian Visitors
260,400



Q2 2022 Domestic Visitation
2022 Q2 Canadian Visitors
368,000

Decrease of **-17%** 2022 compared to 2019
Increase of **46%** 2022 compared to 2020
Increase of **41%** 2022 compared to 2021



Canadian Visitation

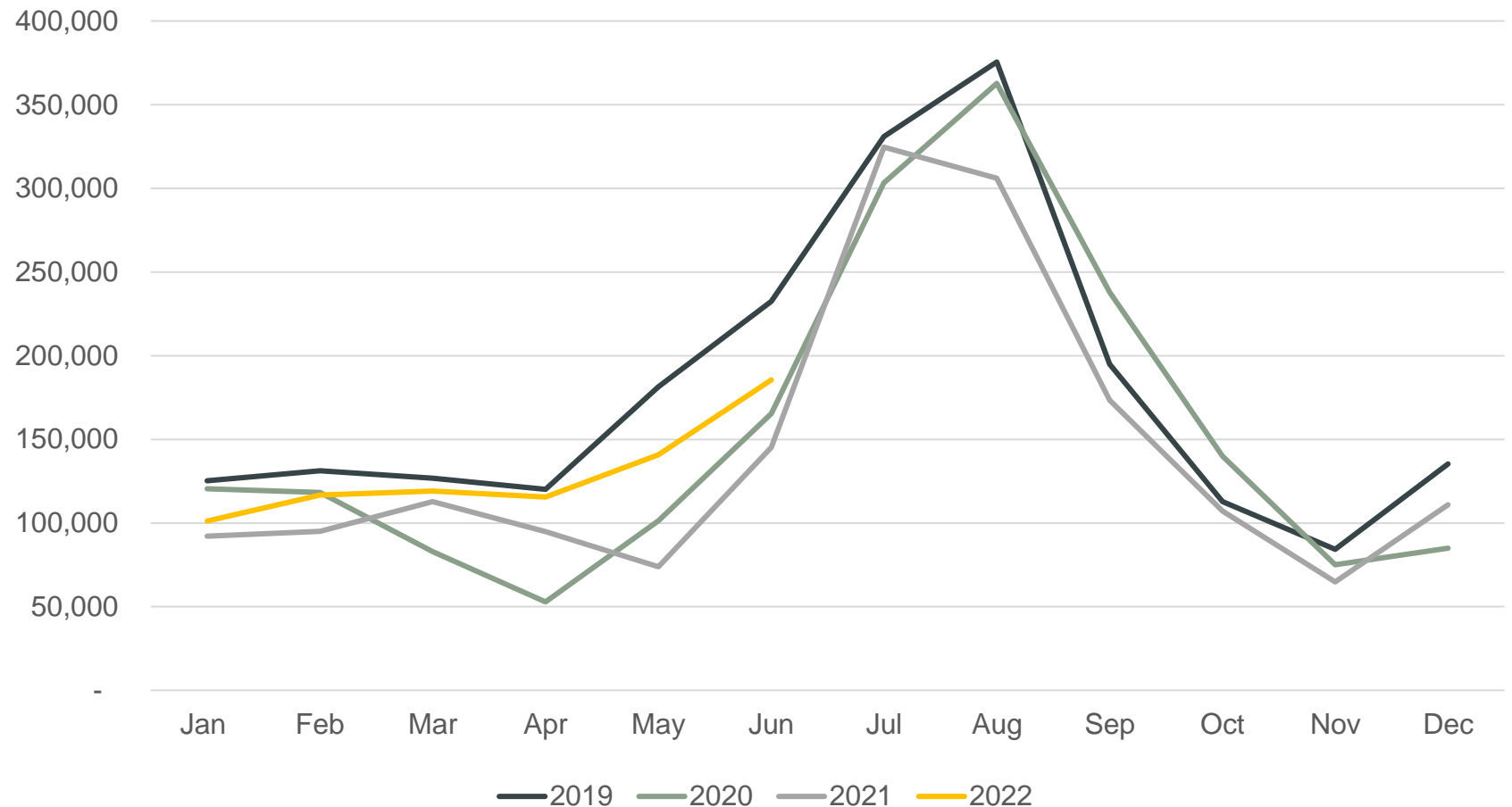
CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a -6% decrease compared to March 2019, a 44% increase compared to 2020 and a 6% increase compared to 2021
- April 2022 saw a -4% decrease compared to April 2019, a 118% increase compared to 2020 and a 22% increase compared to 2021
- May 2022 saw a -22% decrease compared to May 2019, a 39% increase compared to 2020 and a 91% increase compared to 2021
- June 2022 saw a -20% decrease compared to June 2019, a 12% increase compared to 2020 and a 28% increase compared to 2021





British Columbia Insights

Kootenay Rockies Visitation

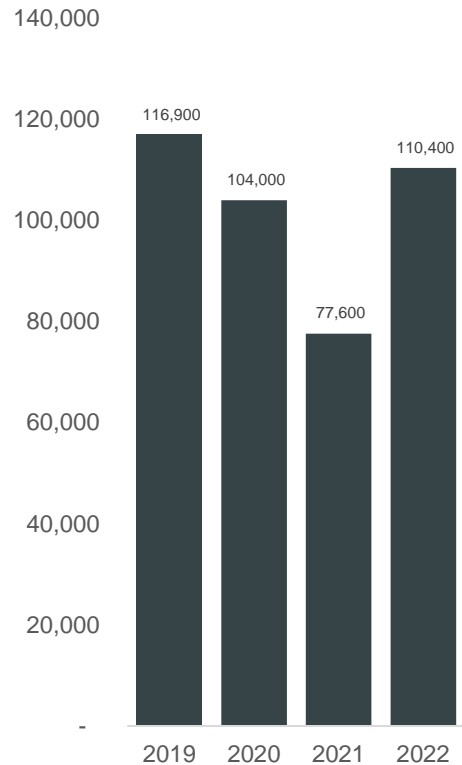
BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES BY QUARTER

2022 Visitor
Highlights

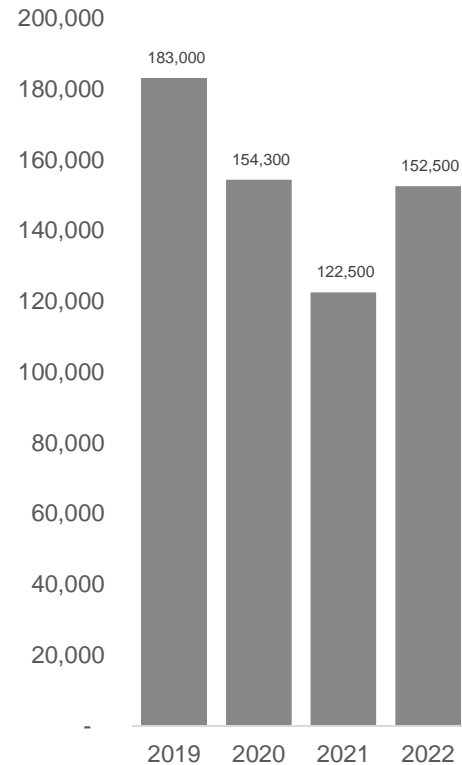


bcrts

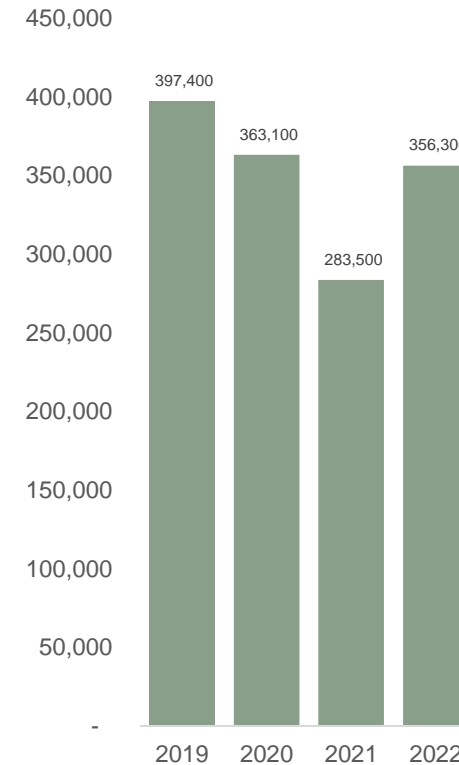
Number of Visitors to the Kootenay
Rockies from BC in Q1



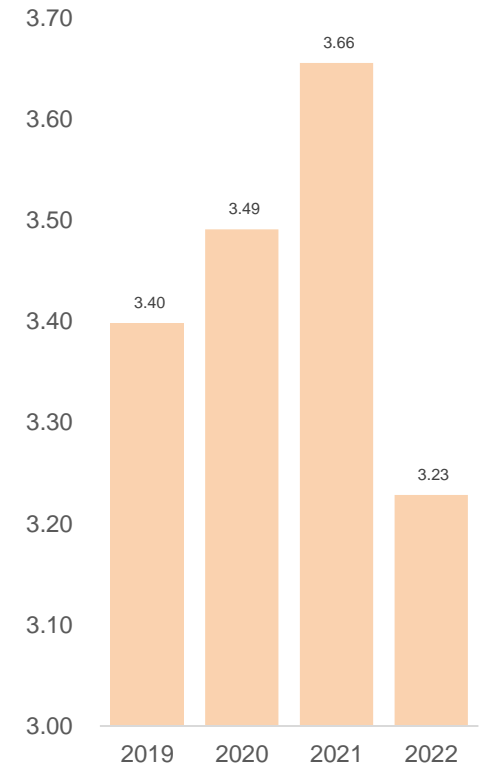
Number of Trips to the Kootenay
Rockies from BC in Q1



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

Kootenay Rockies Visitation

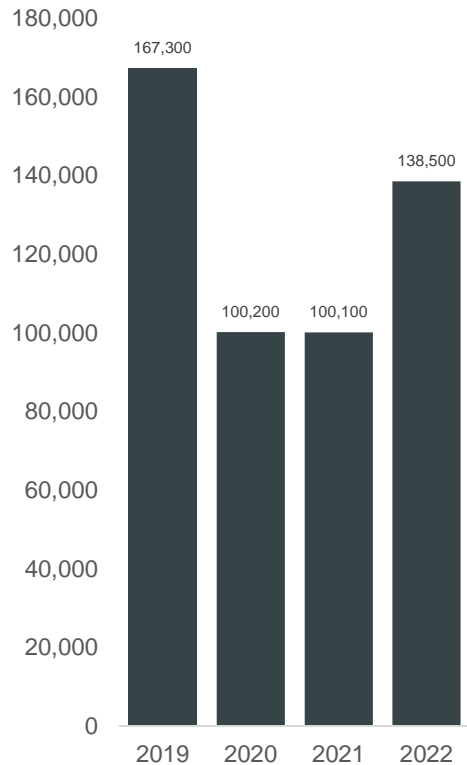
BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES BY QUARTER

2022 Visitor
Highlights

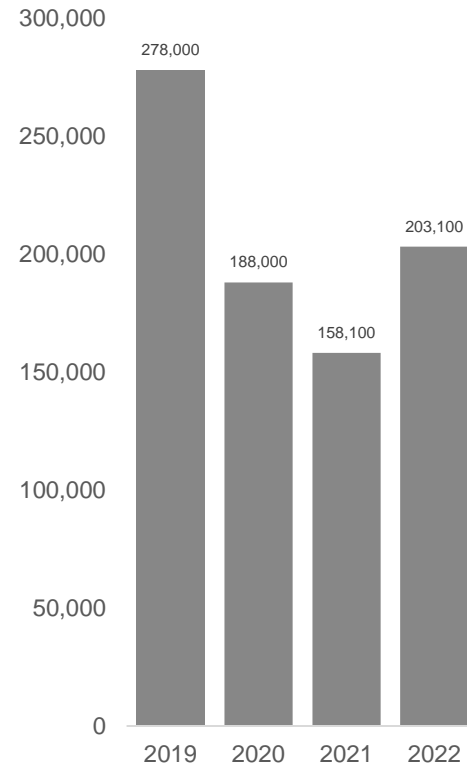


bcrts

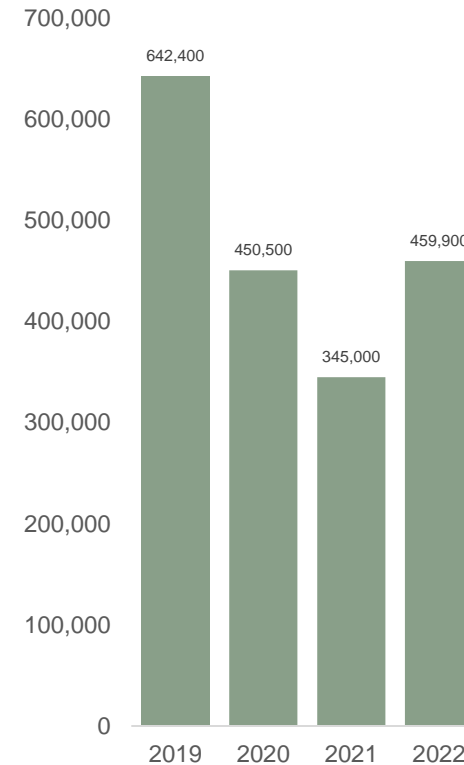
Number of Visitors to the Kootenay
Rockies from BC in Q2



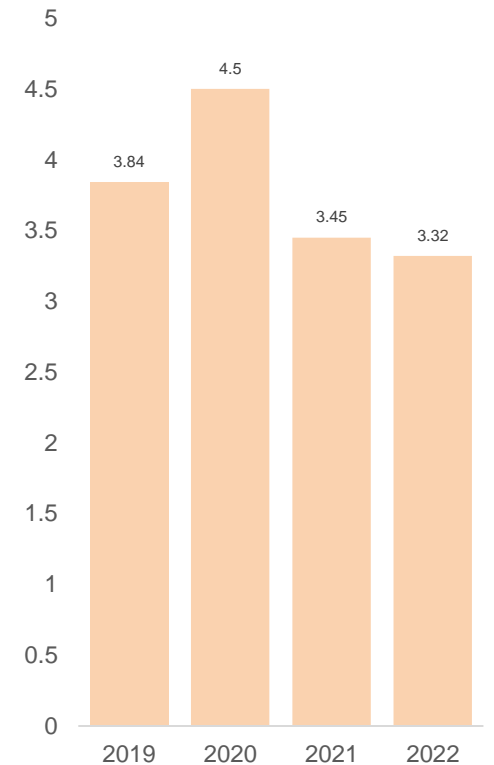
Number of Trips to the Kootenay
Rockies from BC in Q2



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



Length of Stay in the Kootenay
Rockies from BC in Q2



Q2 = April | May | June

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



bcrts

City	2019 Visitor Count
Vancouver	10,500
Kelowna	8,500
Cranbrook	5,700
Surrey	4,600
Kamloops	4,100
Vernon	2,600
West Kelowna	2,300
Abbotsford	2,200
Burnaby	2,000
Kimberley	2,000

City	2020 Visitor Count
Kelowna	8,200
Vancouver	7,200
Cranbrook	4,700
Surrey	4,200
Kamloops	3,900
Vernon	2,600
Abbotsford	2,600
Creston	2,300
Burnaby	2,200
Castlegar	2,000

City	2021 Visitor Count
Vancouver	6,600
Kelowna	4,400
Surrey	3,000
Cranbrook	2,700
Kamloops	2,100
Kimberley	2,100
Abbotsford	1,900
Burnaby	1,800
Salmon Arm	1,700
Vernon	1,600

City	2022 Visitor Count
Kelowna	5,900
Cranbrook	5,200
Vancouver	4,700
Kamloops	4,200
Surrey	3,500
Vernon	3,400
Nelson	3,100
Whistler	2,700
Salmon Arm	2,700
Castlegar	2,400

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE KOOTENAY ROCKIES BY QUARTER – Q2

NUMBER OF VISITORS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

2022 Visitor
Highlights



bcrts

City	2019 Visitor Count
Kelowna	11,037
Vancouver	10,562
Surrey	8,219
Cranbrook	6,646
Kamloops	6,578
Vernon	3,704
Burnaby	3,416
Abbotsford	3,385
Richmond	3,191
West Kelowna	2,873

City	2020 Visitor Count
Kelowna	8,467
Surrey	4,996
Kamloops	4,895
Vancouver	4,745
Cranbrook	4,206
Vernon	2,969
Abbotsford	2,644
Burnaby,	1,846
West Kelowna	1,612
Penticton	1,597

City	2021 Visitor Count
Kelowna	8,683
Kamloops	6,359
Vancouver	5,372
Surrey	4,262
Vernon	2,961
West Kelowna	2,432
Salmon Arm	2,398
Cranbrook	2,269
Abbotsford	2,112
Prince George	1,944

City	2022 Visitor Count
Kelowna	6,868
Surrey	6,442
Cranbrook	5,522
Vancouver	5,047
Kamloops	4,608
Abbotsford	4,286
Vernon	3,665
Penticton	3,074
Saanich	2,987
Nelson	2,881

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

British Columbian Visitation

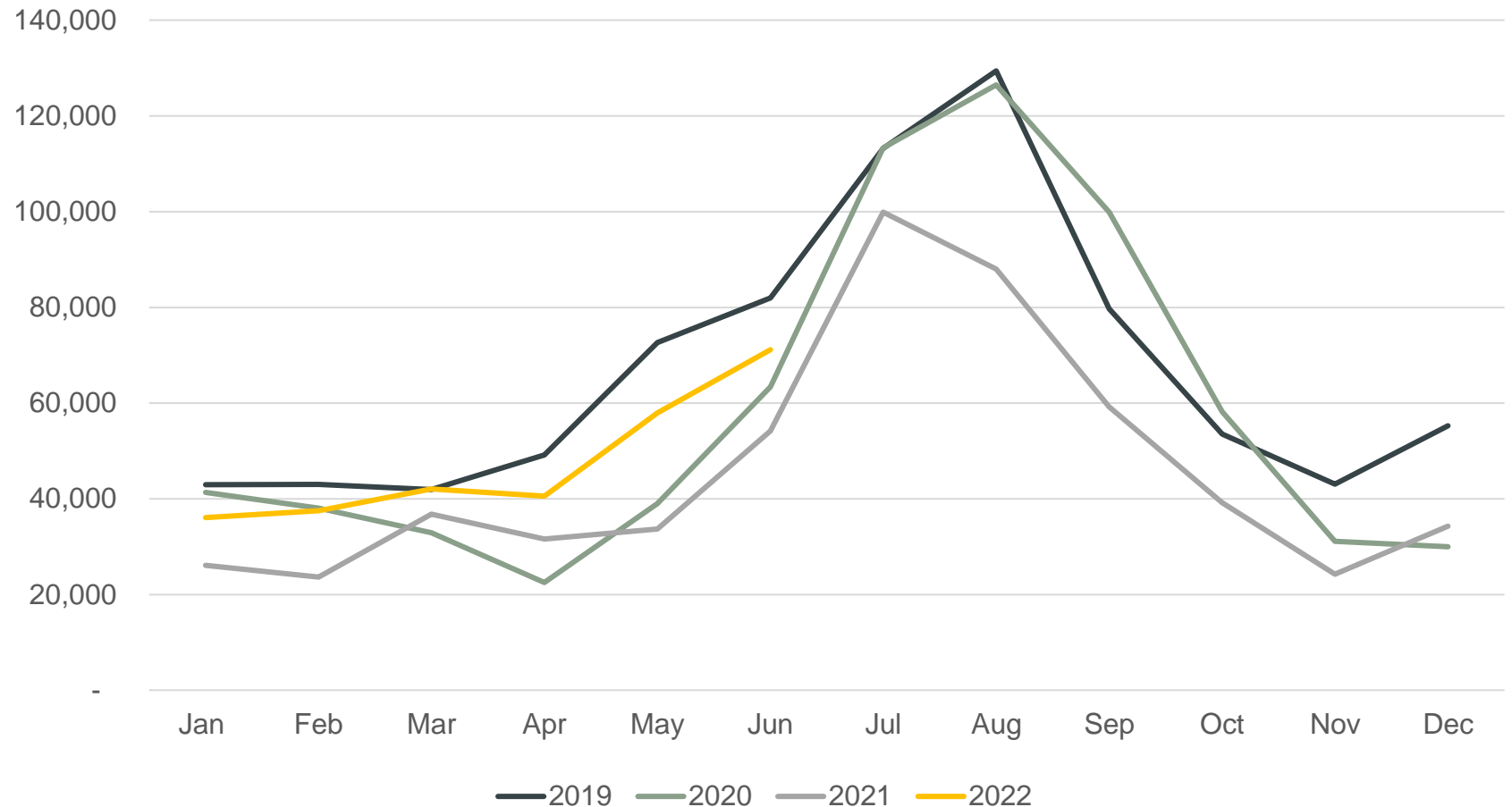
BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a 0.2% increase compared to March 2019, a 28% increase compared to 2020 and a 14% increase compared to 2021
- April 2022 saw a -17% decrease compared to April 2019, a 80% increase compared to 2020 and a 28% increase compared to 2021
- May 2022 saw a -20% decrease compared to May 2019, a 49% increase compared to 2020 and a 72% increase compared to 2021
- June 2022 saw a -13% decrease compared to June 2019, a 12% increase compared to 2020 and a 31% increase compared to 2021



British Columbian Visitation

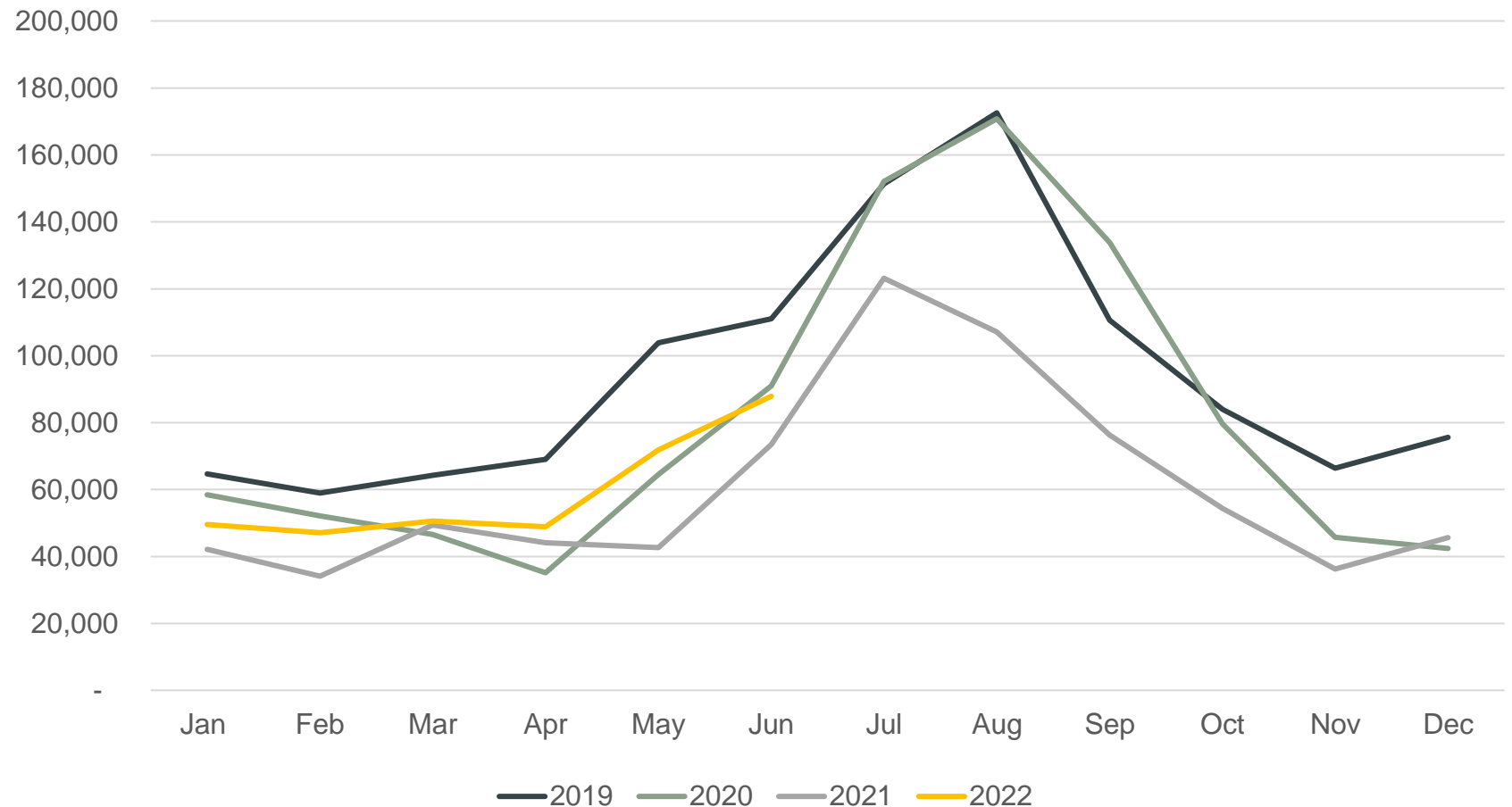
BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a -21% decrease compared to March 2019, a 9% increase compared to 2020 and a 2% increase compared to 2021
- April 2022 saw a -29% decrease compared to April 2019, a 39% increase compared to 2020 and a 11% increase compared to 2021
- May 2022 saw a -31% decrease compared to May 2019, a 11% increase compared to 2020 and a 68% increase compared to 2021
- June 2022 saw a -21% decrease compared to June 2019, a -3% decrease compared to 2020 and a 20% increase compared to 2021



British Columbian Visitation

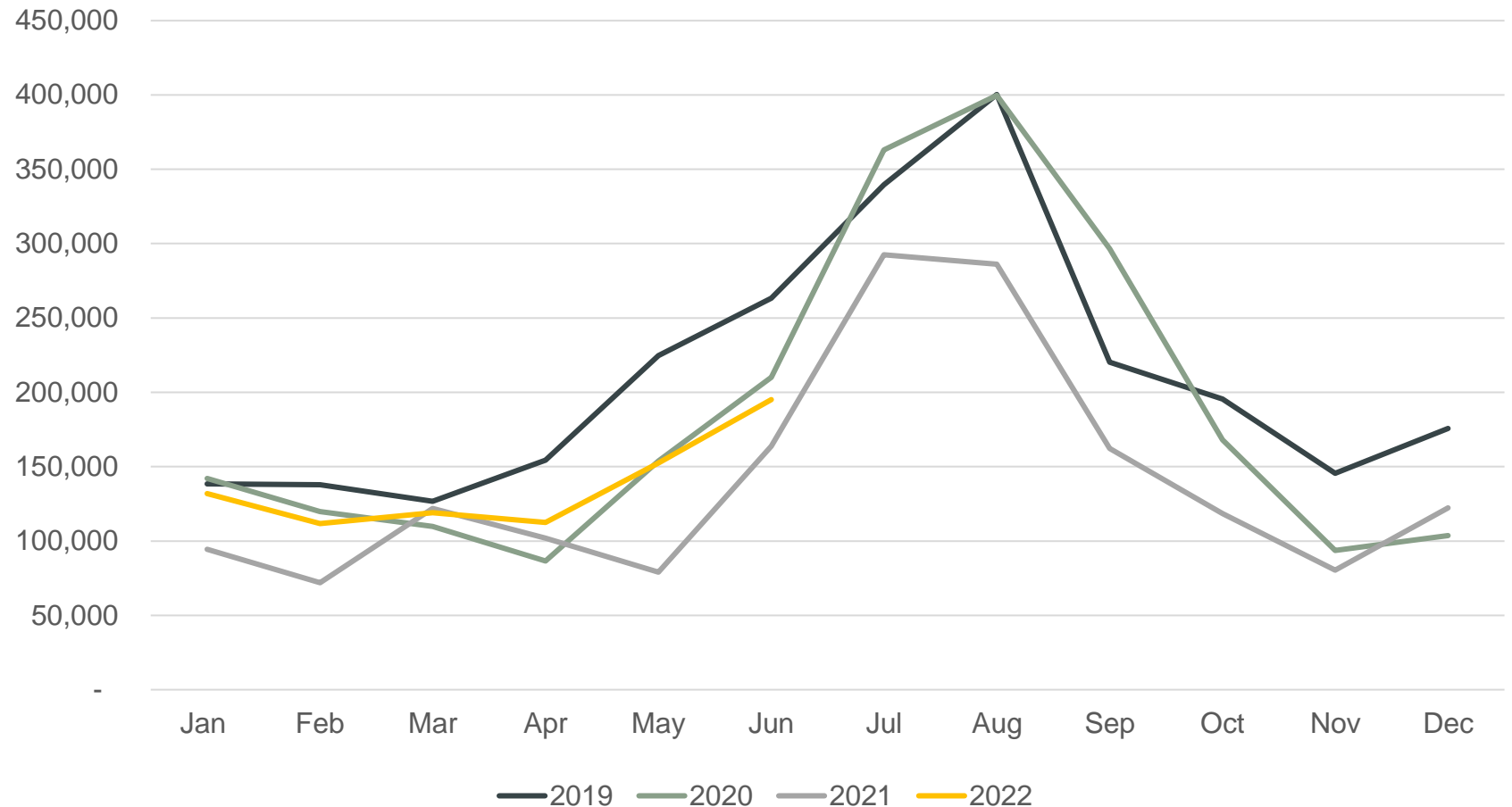
BC OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a -6% decrease compared to March 2019, a 8% increase compared to 2020 and a -2% decrease compared to 2021
- April 2022 saw a -27% decrease compared to April 2019, a 30% increase compared to 2020 and a 10% increase compared to 2021
- May 2022 saw a -32% decrease compared to May 2019, a -1% decrease compared to 2020 and a 93% increase compared to 2021
- June 2022 saw a -26% decrease compared to June 2019, a -7% decrease compared to 2020 and a 19% increase compared to 2021



January 2022 Canada/British Columbia Regional Visitation

2022 Visitor Highlights



bcrts

Kootenay Rockies

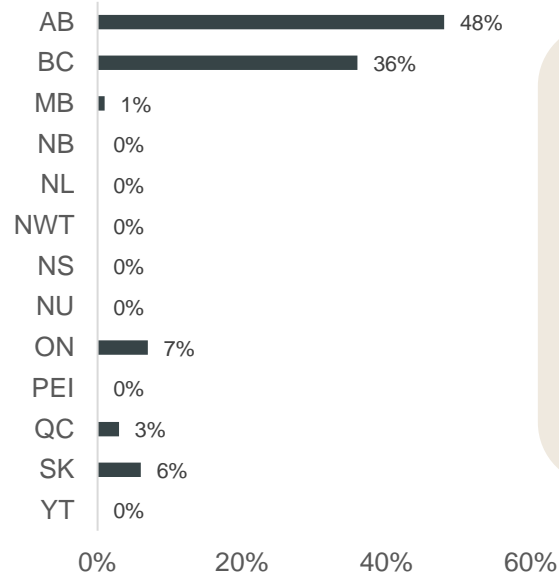
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-19%** when comparing January 2022 to January 2019.

Visitors decreased by **-16%** when compared to January 2020 and increased by **10%** when compared to January 2021.

Alberta made up the majority of visitors at 48% followed by British Columbia at 36%.

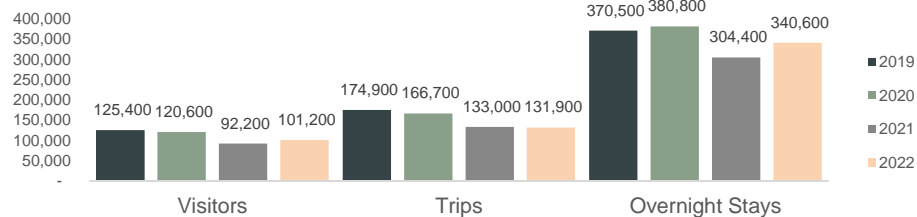
Percentage of Visitors to the Kootenay Rockies by Province January 2022



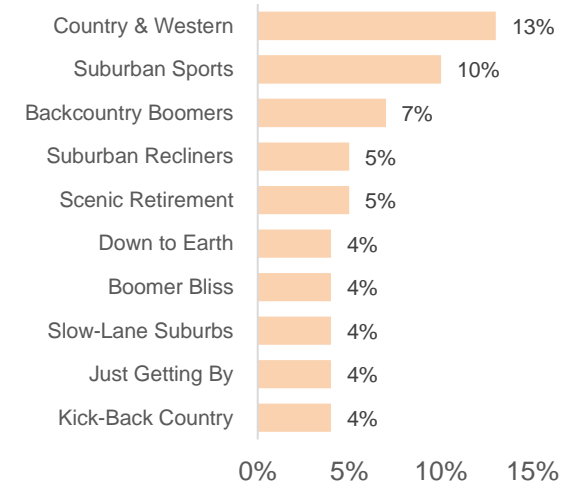
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-19%** in January 2022 compared to January 2019
- Canadian Visitors to the Kootenay Rockies decreased by **-16%** in January 2022 compared to January 2020
- Canadian Visitors to the Kootenay Rockies increased by **10%** in January 2022 compared to January 2021

Canadian Visitors to the Kootenay Rockies January 2019-2022



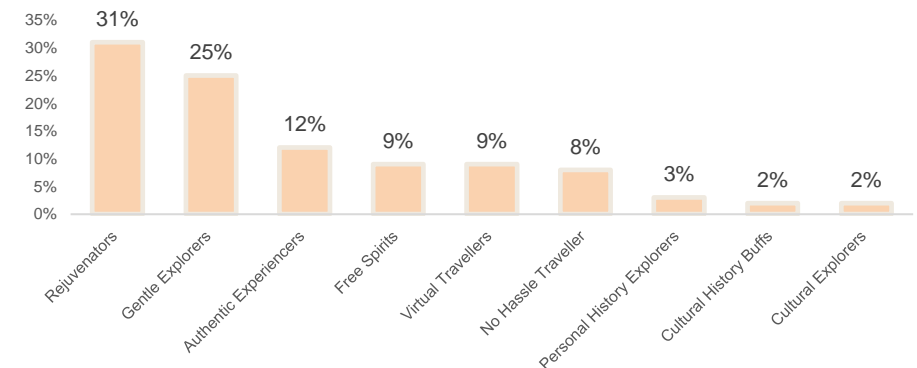
January 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Backcountry Boomers** rank 16th, making up 54,768 households, or 2.7% of the total Households in British Columbia (2,030,007).

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



bcrts

Kootenay Rockies

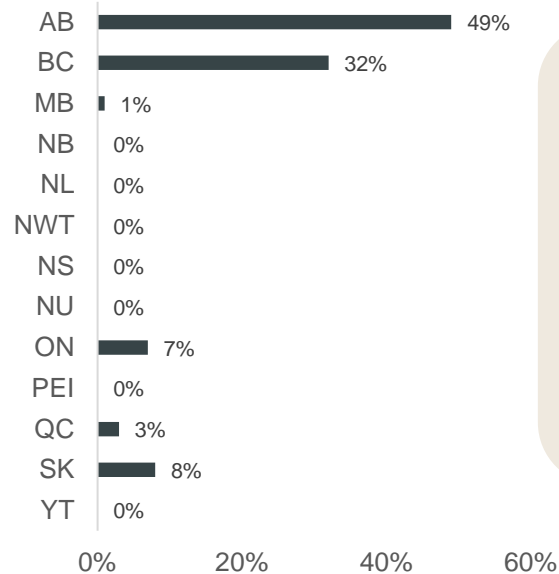
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-11%** when comparing February 2022 to February 2019.

Visitors decreased by **-1%** when compared to February 2020 and increased by **23%** when compared to February 2021.

Alberta made up the majority of visitors at 49% followed by British Columbia at 32%.

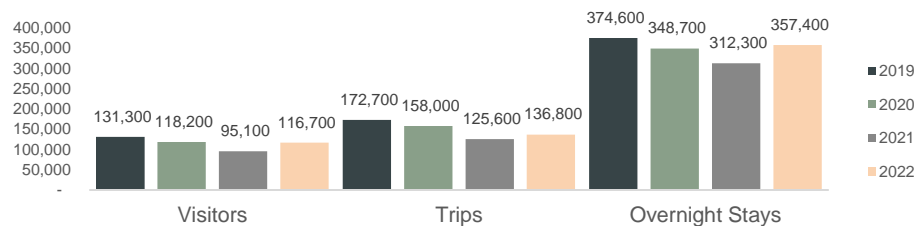
Percentage of Visitors to the Kootenay Rockies by Province February 2022



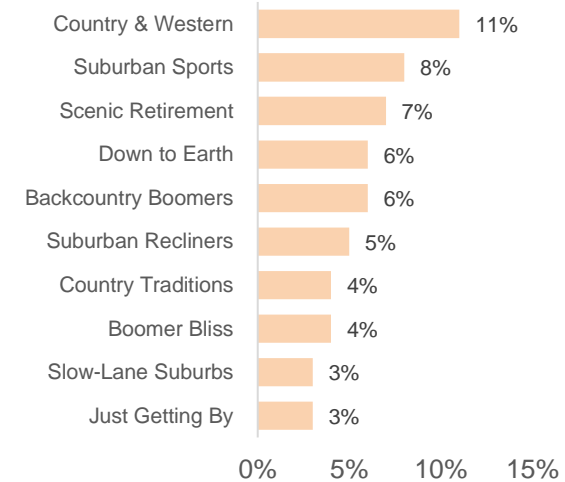
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-11%** in February 2022 compared to February 2019
- Canadian Visitors to the Kootenay Rockies decreased by **-1%** in February 2022 compared to February 2020
- Canadian Visitors to the Kootenay Rockies increased by **23%** in February 2022 compared to February 2021

Canadian Visitors to the Kootenay Rockies February 2019-2022



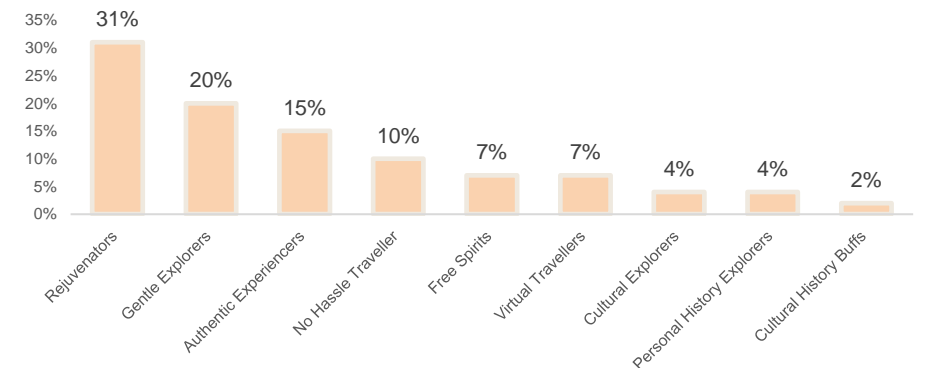
February 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Scenic Retirement** rank 4th, making up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

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



bcrts

Kootenay Rockies

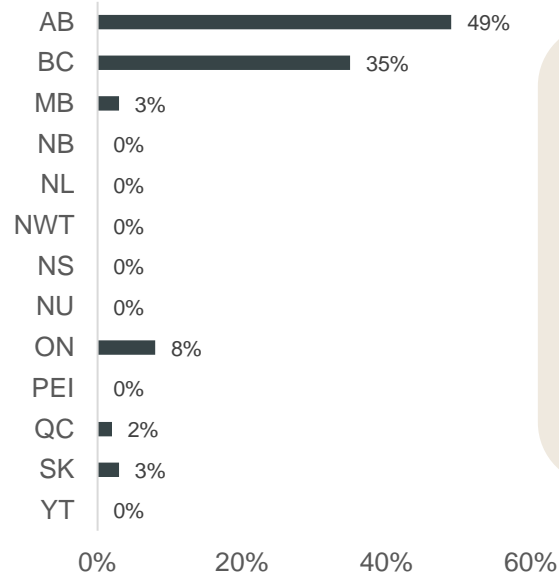
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-6%** when comparing March 2022 to March 2019.

Visitors increased by **44%** when compared to March 2020 and increased by **6%** when compared to March 2021.

Alberta made up the majority of visitors at 49% followed by British Columbia at 35%.

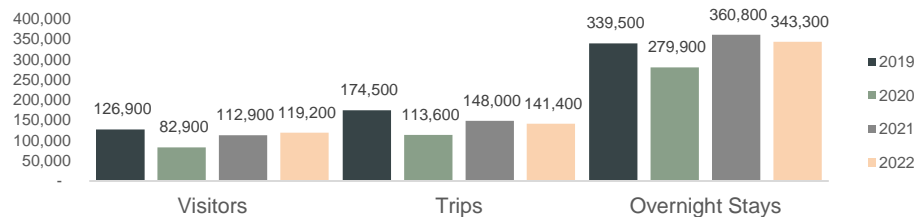
Percentage of Visitors to the Kootenay Rockies by Province March 2022



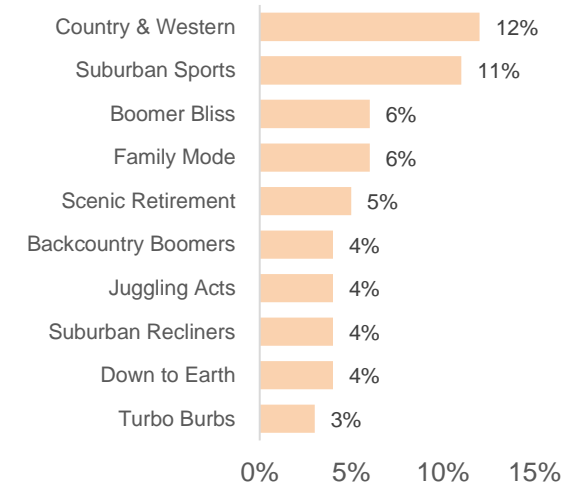
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-6%** in March 2022 compared to March 2019
- Canadian Visitors to the Kootenay Rockies increased by **44%** 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



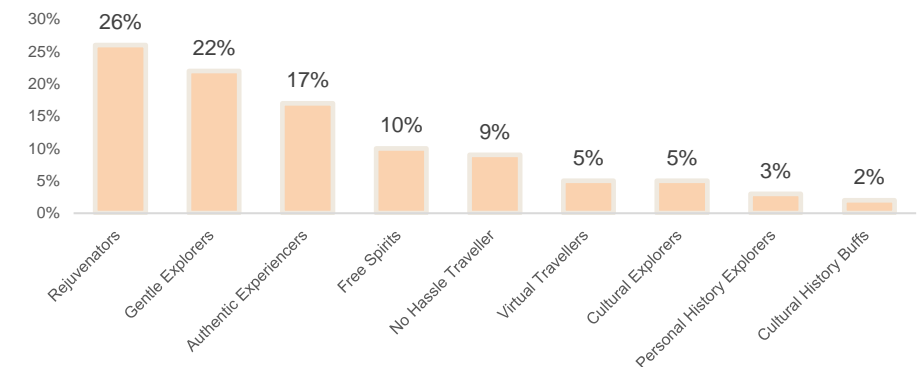
March 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Boomer Bliss** rank 11th, making up 69,329 households, or 3.4% of the total Households in British Columbia (2,030,007).

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

April 2022 Canada/British Columbia Regional Visitation

Kootenay Rockies

2022 Visitor
Highlights



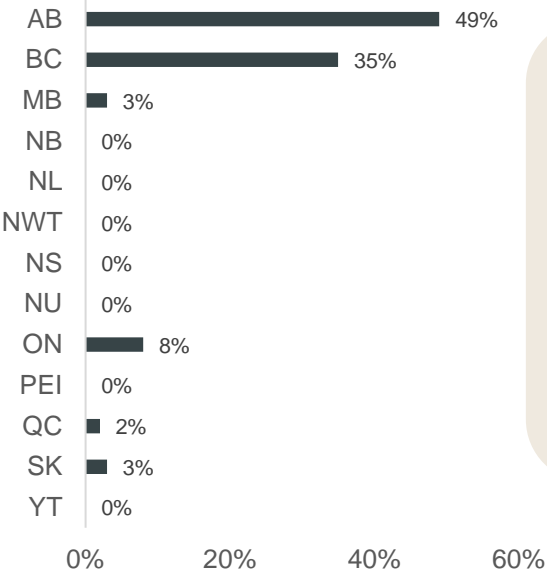
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-4%** when comparing April 2022 to April 2019.

Visitors increased by **118%** when compared to April 2020 and increased by **22%** when compared to April 2021.

Alberta made up the majority of visitors at 49% followed by British Columbia at 35%.

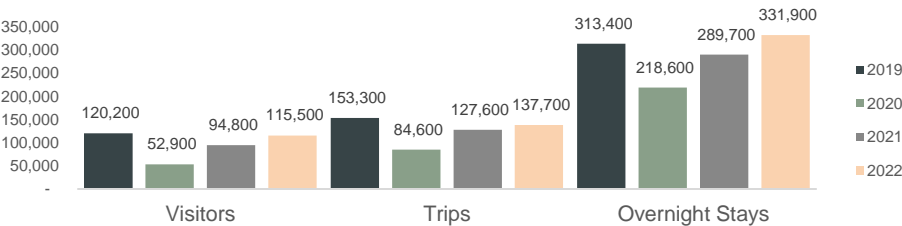
Percentage of Visitors to the Kootenay Rockies by Province April 2022



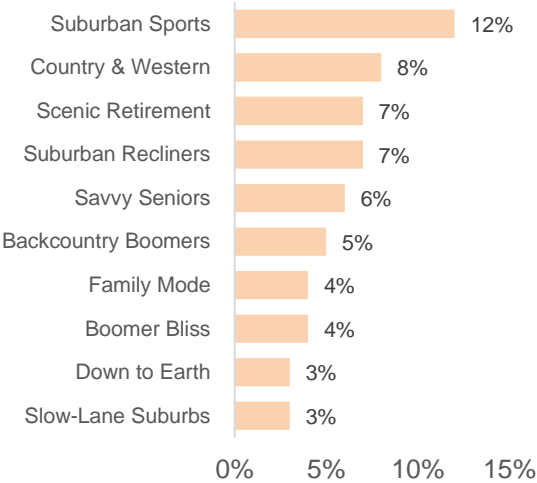
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-4%** in April 2022 compared to April 2019
- Canadian Visitors to the Kootenay Rockies increased by **118%** in April 2022 compared to April 2020
- Canadian Visitors to the Kootenay Rockies increased by **22%** in April 2022 compared to April 2021

Canadian Visitors to the Kootenay Rockies April 2019-2022



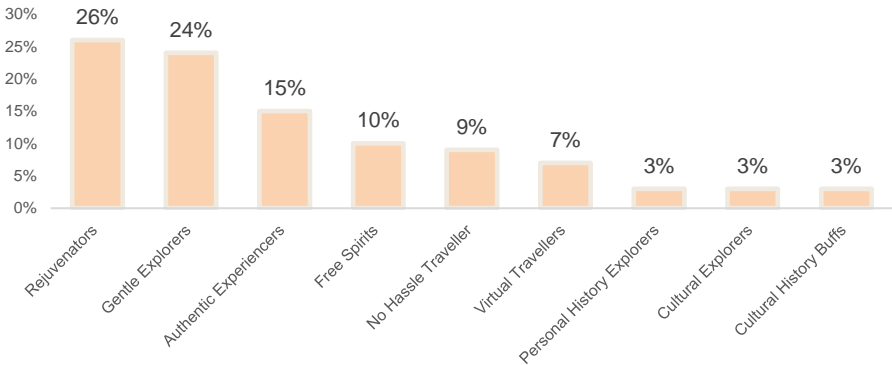
April 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Scenic Retirement** rank 4th, making up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007).

April 2022 BC Visitors by EQ Type



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

May 2022 Canada/British Columbia Regional Visitation

Kootenay Rockies

2022 Visitor
Highlights



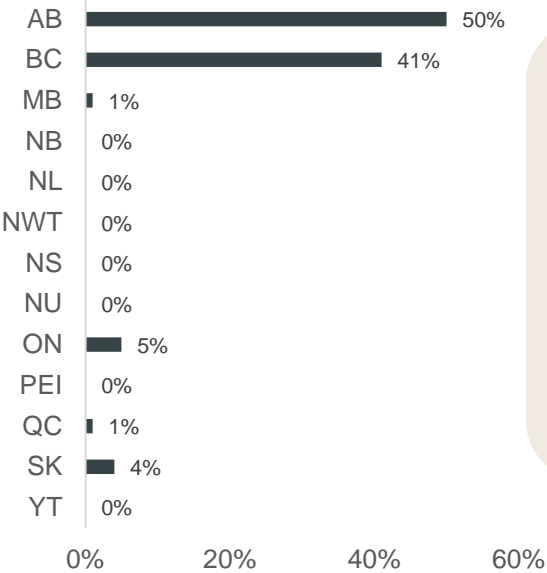
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-22%** when comparing May 2022 to May 2019.

Visitors increased by **39%** when compared to May 2020 and increased by **91%** when compared to May 2021.

Alberta made up the majority of visitors at 50% followed by British Columbia at 41%.

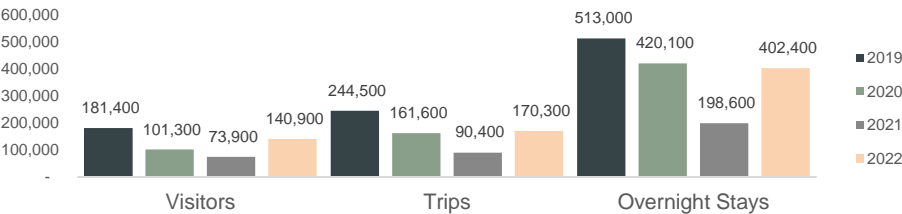
Percentage of Visitors to the Kootenay Rockies
by Province May 2022



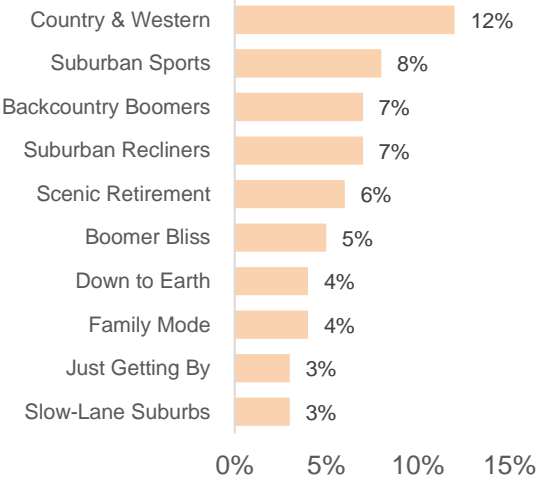
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-22%** in May 2022 compared to May 2019
- Canadian Visitors to the Kootenay Rockies increased by **39%** in May 2022 compared to May 2020
- Canadian Visitors to the Kootenay Rockies increased by **91%** in May 2022 compared to May 2021

Canadian Visitors to the Kootenay Rockies
May 2019-2022



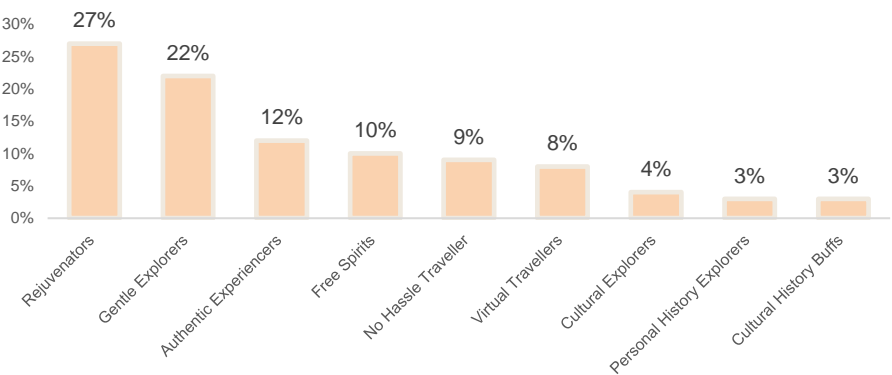
May 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Backcountry Boomers** rank 16th, making up 54,768 households, or 2.7% of the total Households in British Columbia (2,030,007).

May 2022 BC Visitors by EQ Type



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

June 2022 Canada/British Columbia Regional Visitation

Kootenay Rockies

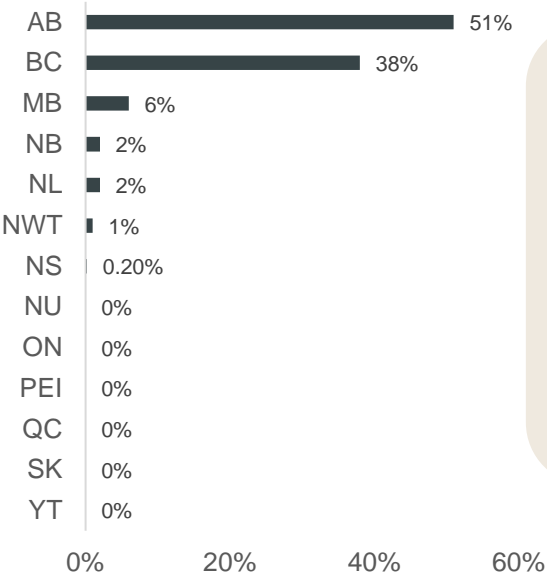
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-20%** when comparing June 2022 to June 2019.

Visitors increased by **12%** when compared to June 2020 and increased by **28%** when compared to June 2021.

Alberta made up the majority of visitors at 51% followed by British Columbia at 38%.

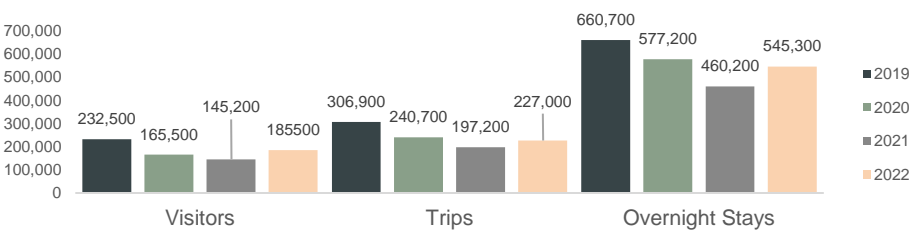
Percentage of Visitors to the Kootenay Rockies by Province June 2022



Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-20** in June 2022 compared to June 2019
- Canadian Visitors to the Kootenay Rockies increased by **12%** in June 2022 compared to June 2020
- Canadian Visitors to the Kootenay Rockies increased by **28%** in June 2022 compared to June 2021

Canadian Visitors to the Kootenay Rockies June 2019-2022

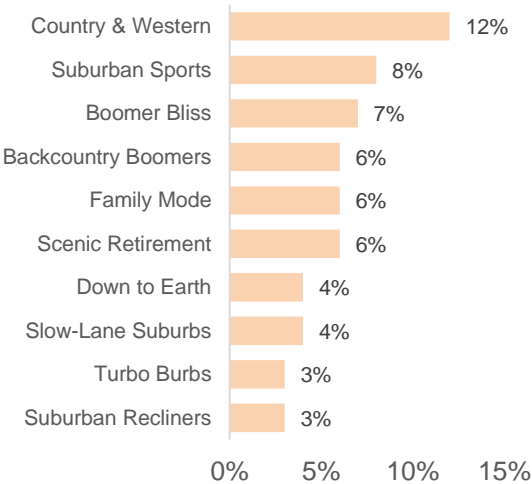


*All Percentages relate to an increase or decrease in Canadian Visits when comparing June in previous years to June 2022.

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

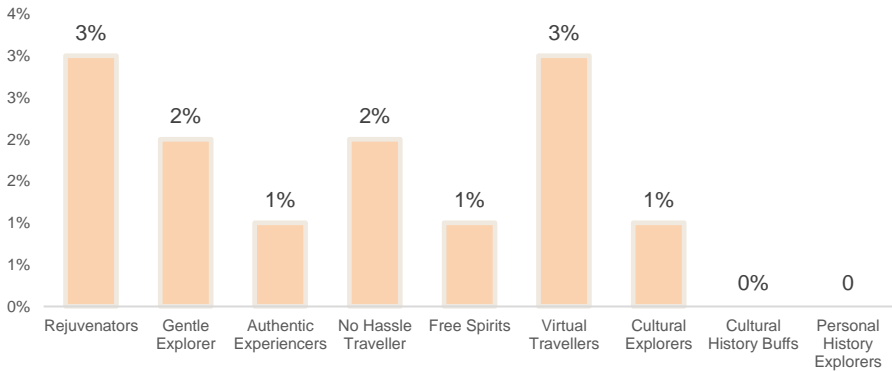
June 2022 BC Visitors by PRIZM Segment



PRIZM Overview

- Country & Western** rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007).
- Suburban Sports** rank 1st, making up 122,724 households, or 6.0% of the total Households in British Columbia (2,030,007).
- Boomer Bliss** rank 12th, making up 63,329 households, or 3.4% of the total Households in British Columbia (2,030,007).

June 2022 BC Visitors by EQ Type





Alberta Insights

Kootenay Rockies Visitation

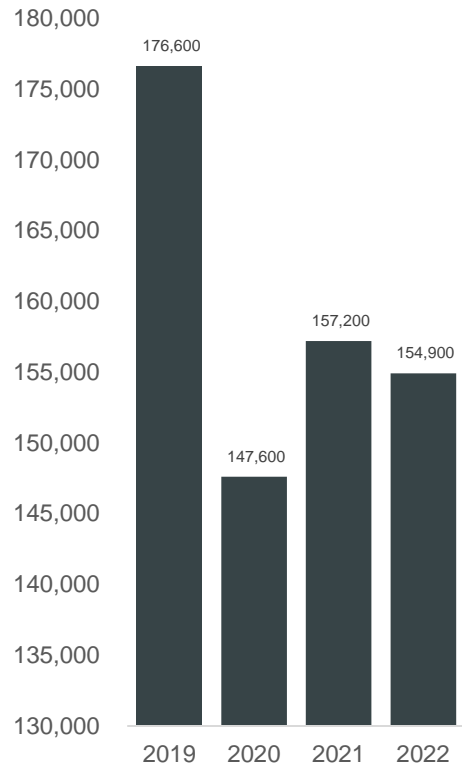
ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES BY QUARTER

2022 Visitor
Highlights

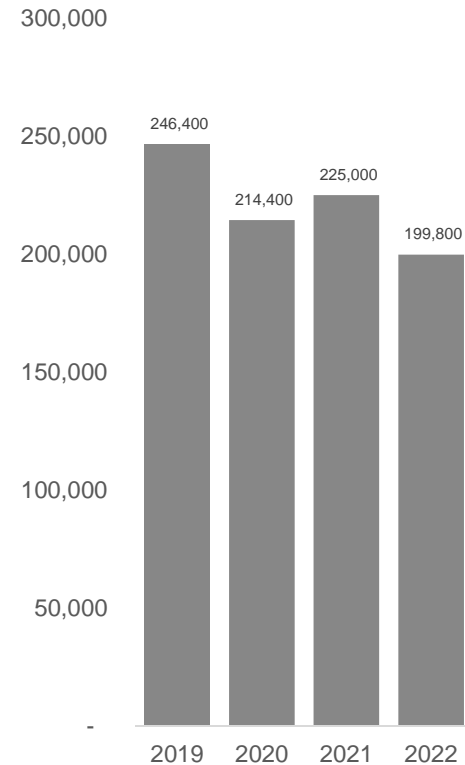


bcrts

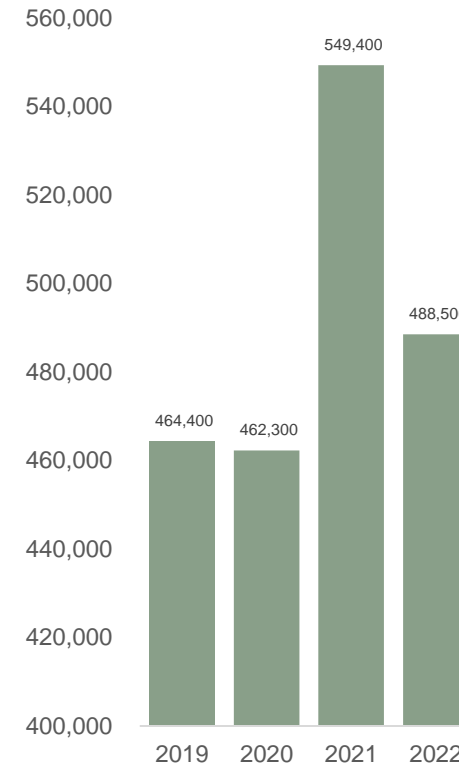
Number of Visitors to the Kootenay Rockies from AB in Q1



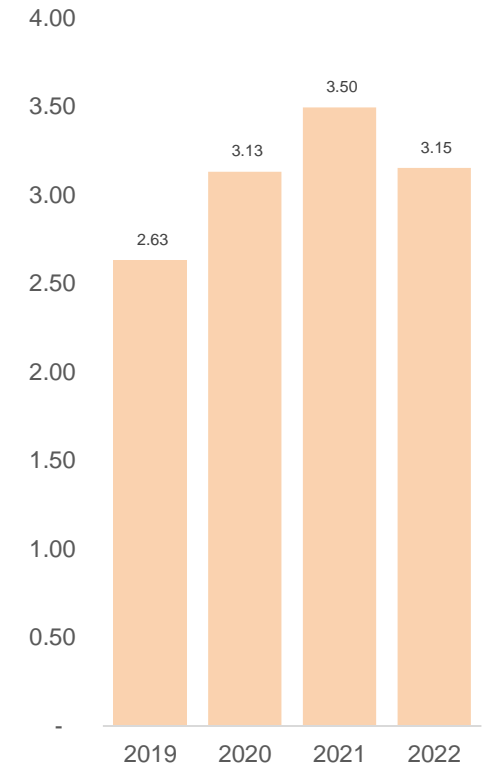
Number of Trips to the Kootenay Rockies from AB in Q1



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

Kootenay Rockies Visitation

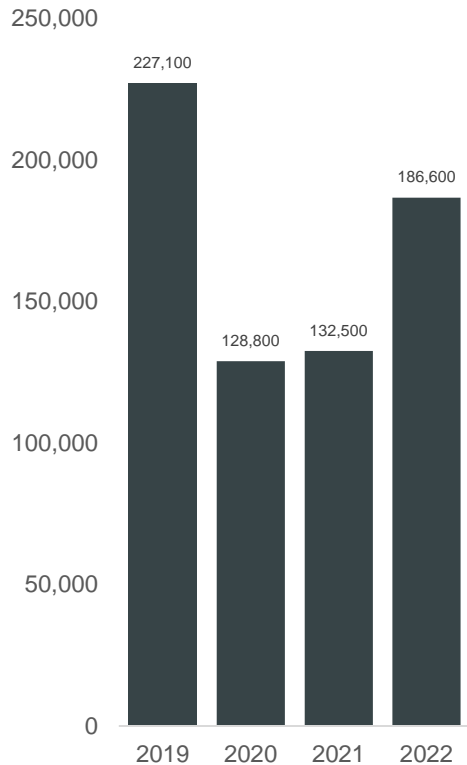
ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES BY QUARTER

2022 Visitor
Highlights

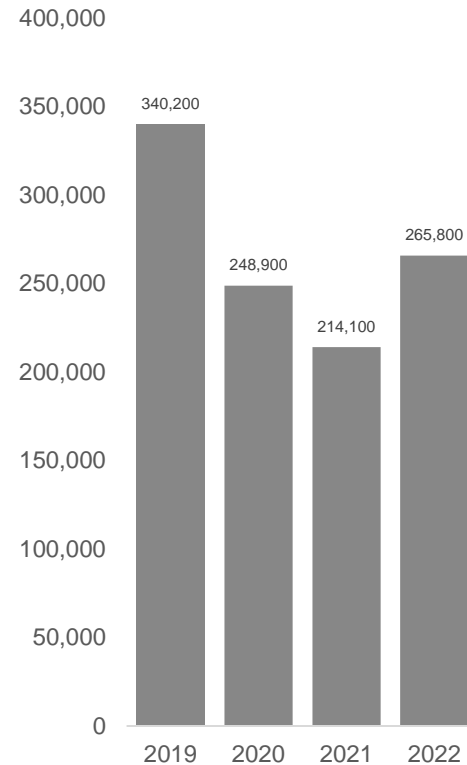


bcrts

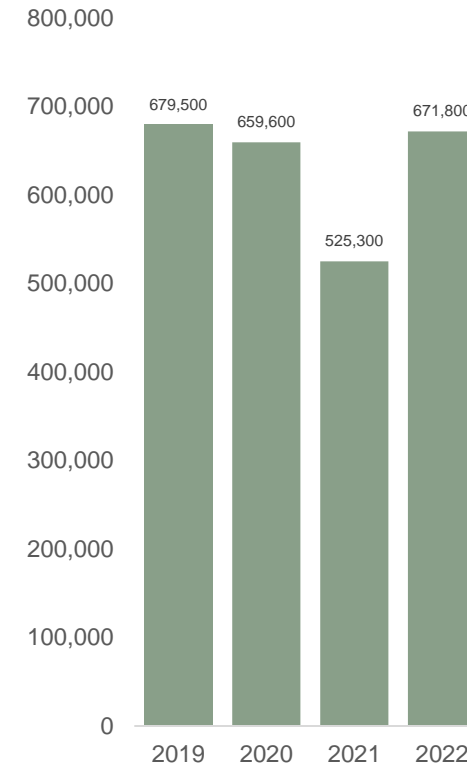
Number of Visitors to the Kootenay
Rockies from AB in Q2



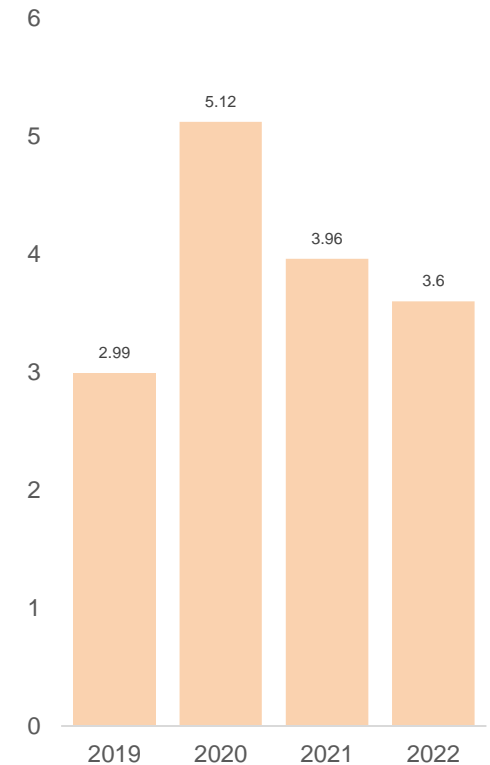
Number of Trips to the Kootenay
Rockies from AB in Q2



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



Length of Stay in the Kootenay
Rockies from AB in Q2



Q2 = April | May | June

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



bcrts

City	2019 Visitor Count
Calgary	83,500
Edmonton	19,400
Rocky View County	5,400
Lethbridge	5,000
Red Deer	4,000
Canmore	3,500
Airdrie	3,400
Strathcona County	2,500
Foothills No. 31	2,300
Okotoks	2,100

City	2020 Visitor Count
Calgary	71,900
Edmonton	14,600
Lethbridge	5,400
Rocky View County	4,100
Canmore	3,400
Airdrie	3,400
Red Deer	2,300
Foothills No. 31	2,000
Strathcona County	1,700
Okotoks	1,700

City	2021 Visitor Count
Calgary	79,000
Edmonton	12,700
Rocky View County	4,500
Airdrie	4,200
Red Deer	3,800
Lethbridge	3,700
Strathcona County	2,400
Foothills No. 31	2,300
Okotoks	2,300
Canmore	2,200

City	2022 Visitor Count
Calgary	75,300
Edmonton	16,600
Lethbridge	4,900
Airdrie	4,200
Rocky View County	3,900
Strathcona County	2,700
Banff	2,400
Okotoks	2,200
St. Albert	1,900
Foothills No. 31	1,900

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE KOOTENAY ROCKIES BY QUARTER – Q2

NUMBER OF VISITORS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

2022 Visitor
Highlights



bcrts

City	2019 Visitor Count
Calgary	111,117
Edmonton	21,673
Lethbridge	8,405
Airdrie	7,744
Rocky View County	4,774
Red Deer	4,678
Cochrane	3,164
Okotoks	3,157
Strathcona County	3,106
Canmore,	2,753

City	2020 Visitor Count
Calgary	62,755
Edmonton	10,400
Lethbridge	4,993
Airdrie	3,338
Rocky View County	3,226
Red Deer	3,063
Okotoks	1,713
Foothills No. 31	1,706
Strathcona County	1,681
Medicine Hat	1,643

City	2021 Visitor Count
Calgary	69,682
Edmonton	10,652
Lethbridge	5,110
Airdrie	3,870
Rocky View County	3,771
Canmore	2,233
Foothills No. 31	2,167
Okotoks	2,095
Red Deer	1,894
Chestermere	1,751

City	2022 Visitor Count
Calgary	89,098
Edmonton	19,987
Lethbridge	8,665
Airdrie	6,836
Rocky View County	3,424
Okotoks	3,247
Red Deer	3,029
Cochrane	2,831
Strathcona County	2,549
Chestermere	2,452

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

Alberta Visitation

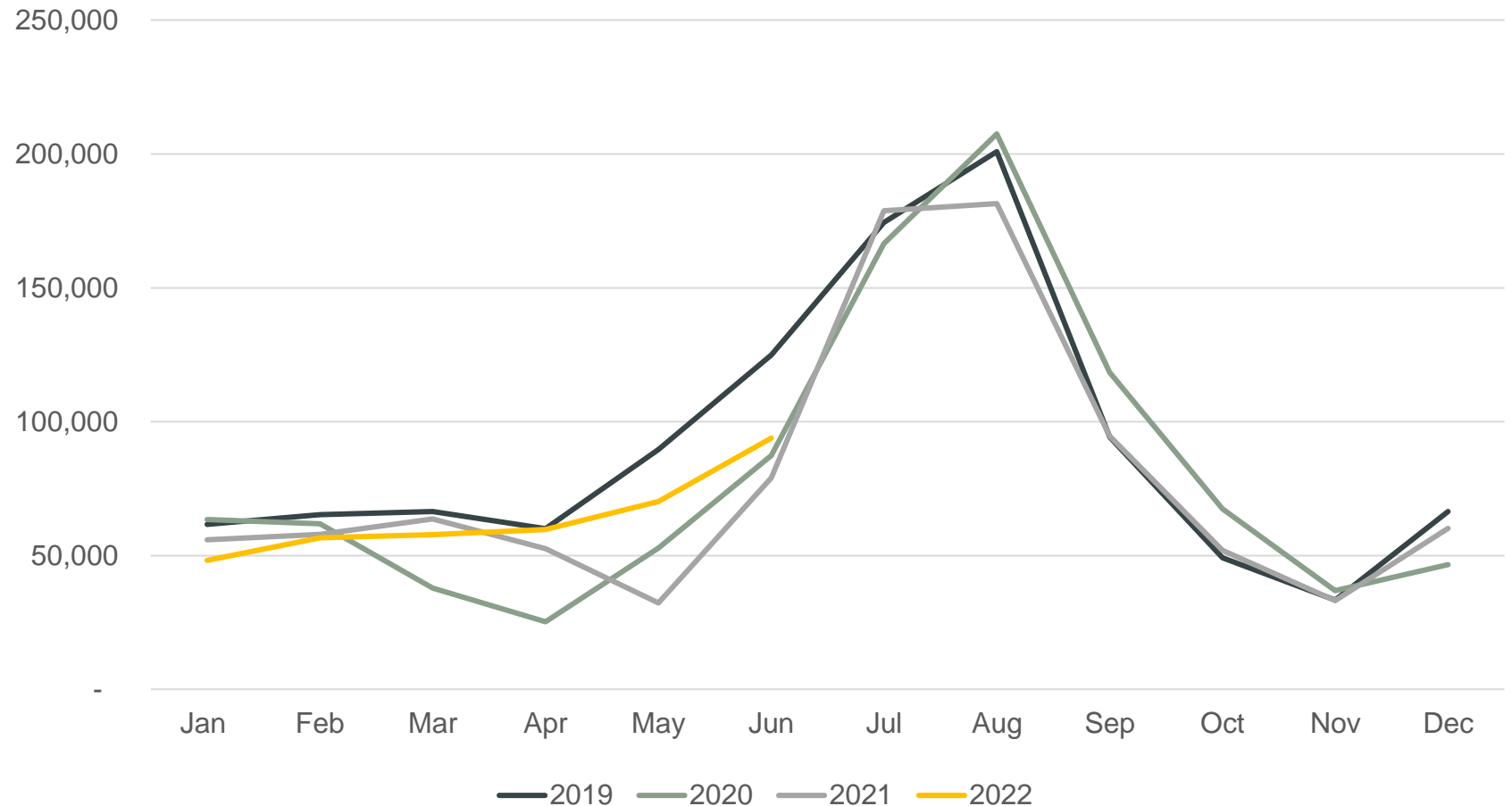
ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a -13% decrease compared to March 2019, a 53% increase compared to 2020 and a -9% decrease compared to 2021
- April 2022 saw a -0.4% decrease compared to April 2019, a 136% increase compared to 2020 and a 14% increase compared to 2021
- May 2022 saw a -22% decrease compared to May 2019, a 33% increase compared to 2020 and a 117% increase compared to 2021
- June 2022 saw a -25% decrease compared to June 2019, a 30% increase compared to 2020 and a 19% increase compared to 2021



Alberta Visitation

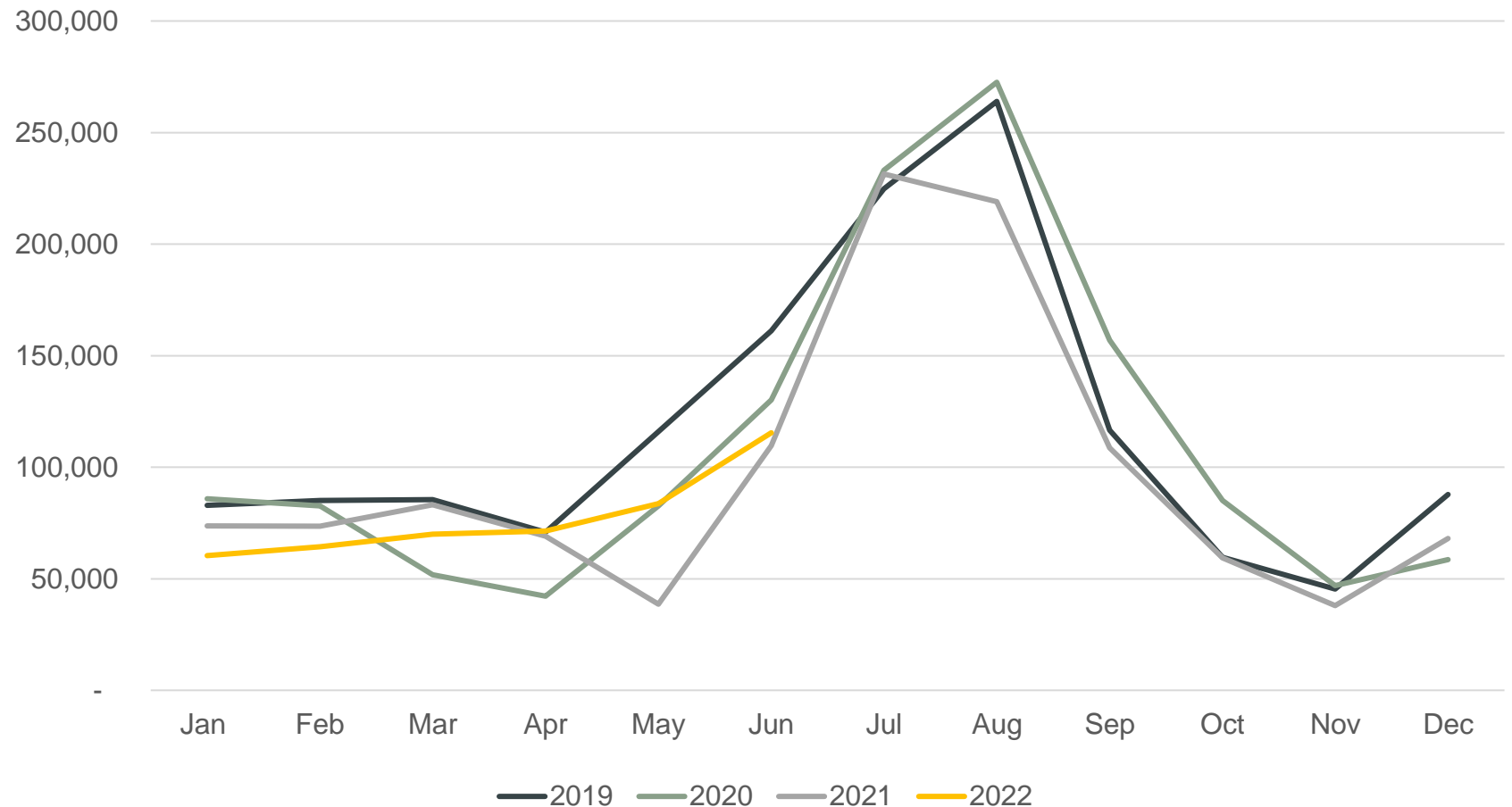
ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a -18% decrease compared to March 2019, a 35% increase compared to 2020 and a -16% decrease compared to 2021
- April 2022 saw a 1% increase compared to April 2019, a 69% increase compared to 2020 and a 3% increase compared to 2021
- May 2022 saw a -28% decrease compared to May 2019, a 1% increase compared to 2020 and a 117% increase compared to 2021
- June 2022 saw a -28% decrease compared to June 2019, a -11% decrease compared to 2020 and a 5% increase compared to 2021



Alberta Visitation

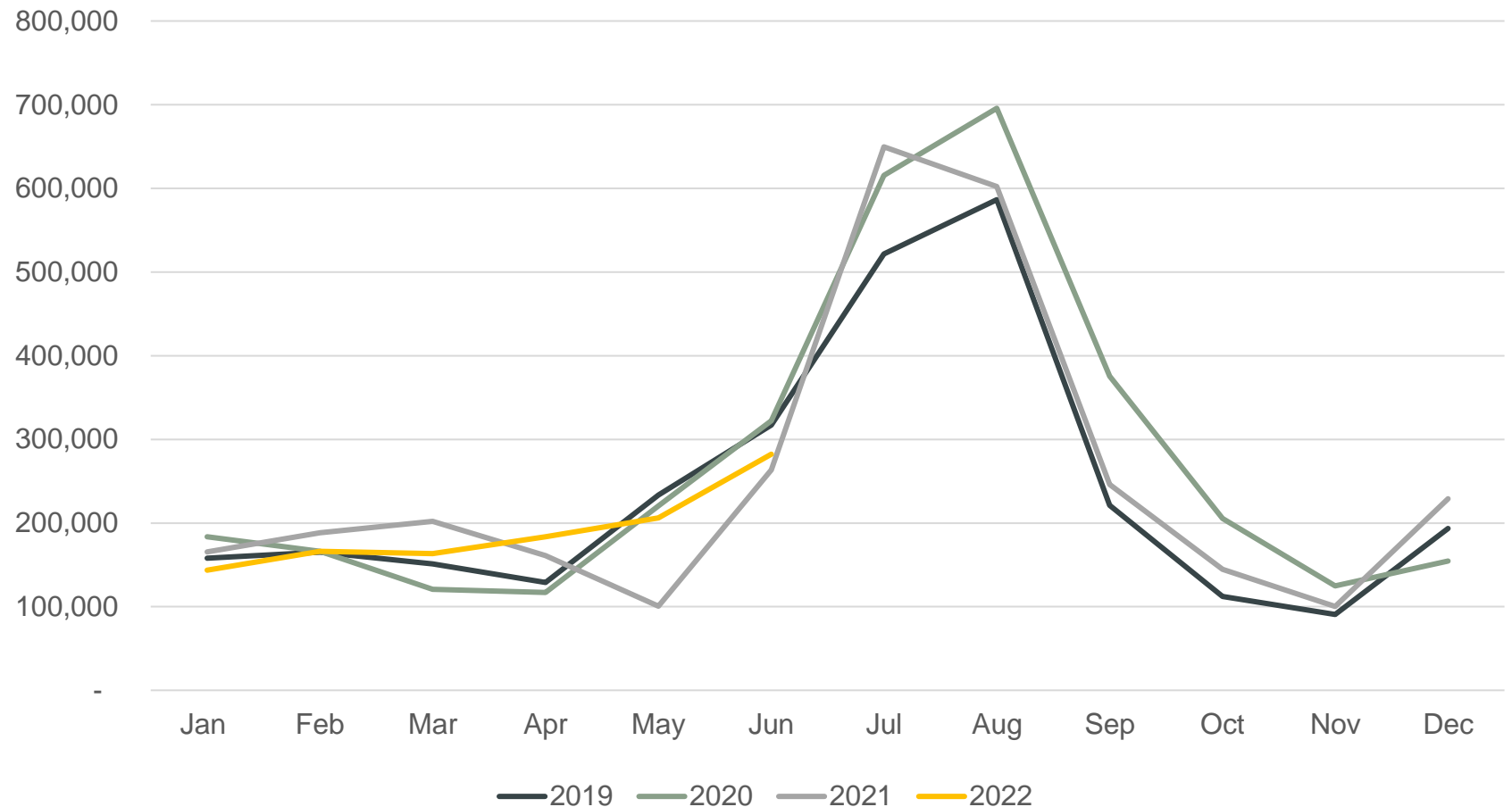
ALBERTA OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH

2022 Visitor
Highlights



bcrts

- March 2022 saw a 8% increase compared to March 2019, a 35% increase compared to 2020 and a -19% decrease compared to 2021
- April 2022 saw a 42% increase compared to April 2019, a 57% increase compared to 2020 and a 14% increase compared to 2021
- May 2022 saw a -12% decrease compared to May 2019, a -7% decrease compared to 2020 and a 105% increase compared to 2021
- June 2022 saw a -11% decrease compared to June 2019, a -12% decrease compared to 2020 and a 7% increase compared to 2021



January 2022 Canada/Alberta Regional Visitation

2022 Visitor Highlights



bcrts

Kootenay Rockies

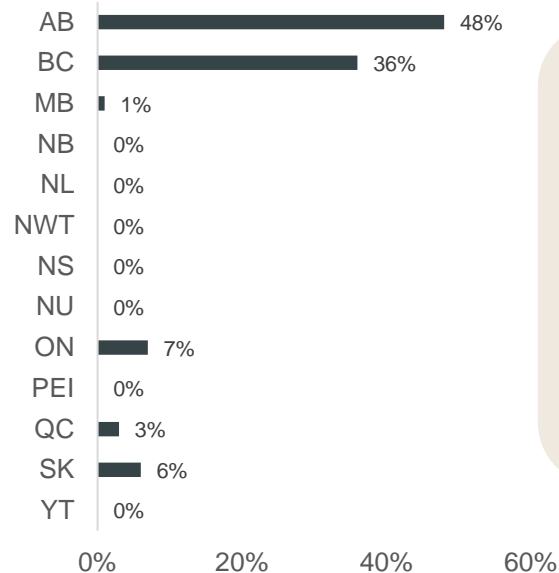
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-19%** when comparing January 2022 to January 2019.

Visitors decreased by **-16%** when compared to January 2020 and increased by **10%** when compared to January 2021.

Alberta made up the majority of visitors at 48% followed by British Columbia at 36%.

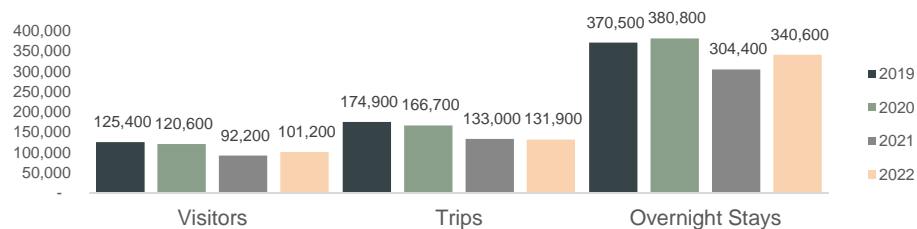
Percentage of Visitors to the Kootenay Rockies by Province January 2022



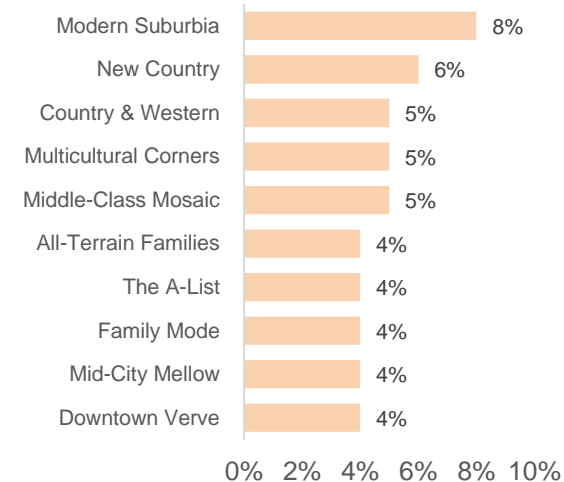
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-19%** in January 2022 compared to January 2019
- Canadian Visitors to the Kootenay Rockies decreased by **-16%** in January 2022 compared to January 2020
- Canadian Visitors to the Kootenay Rockies increased by **10%** in January 2022 compared to January 2021

Canadian Visitors to the Kootenay Rockies January 2019-2022



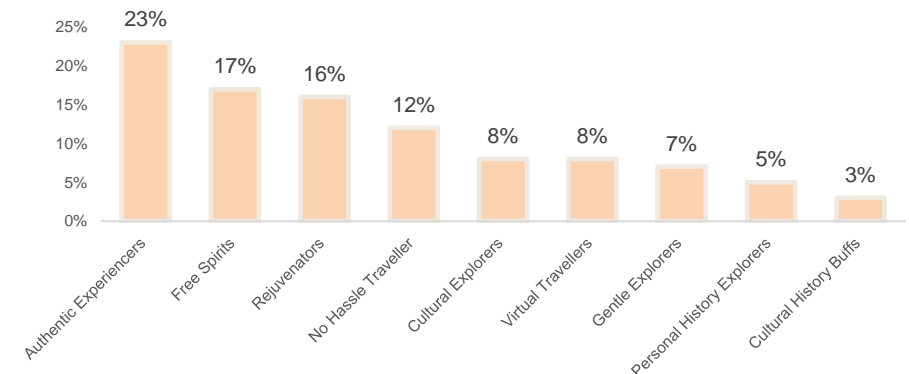
January 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- **Modern Suburbia** rank 1st, making up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- **New Country** rank 5th, making up 71,319 households, or 4.3% of the total Households in Alberta (1,642,696).
- **Country & Western** rank 6th, making up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696).

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

2022 Visitor Highlights



bcrts

Kootenay Rockies

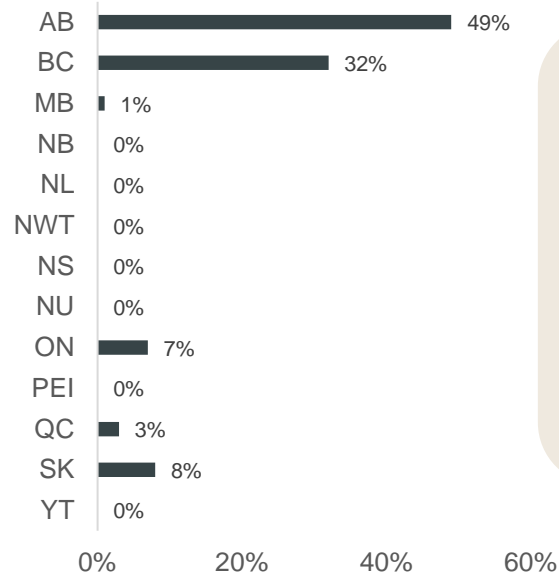
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-11%** when comparing February 2022 to February 2019.

Visitors decreased by **-1%** when compared to February 2020 and increased by **23%** when compared to February 2021.

Alberta made up the majority of visitors at 49% followed by British Columbia at 32%.

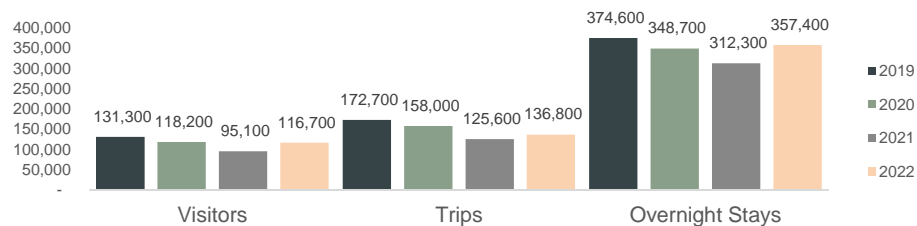
Percentage of Visitors to the Kootenay Rockies by Province February 2022



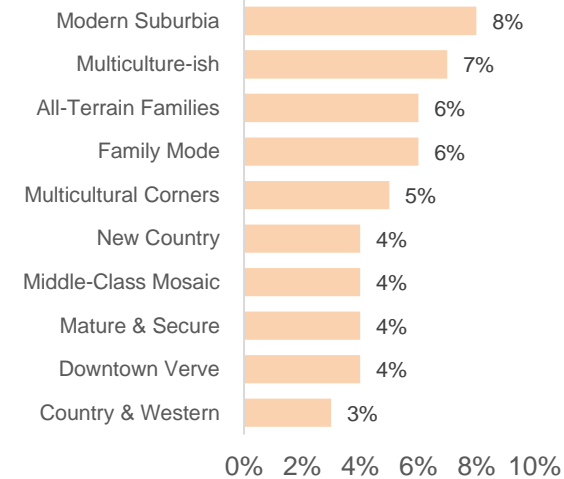
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-11%** in February 2022 compared to February 2019
- Canadian Visitors to the Kootenay Rockies decreased by **-1%** in February 2022 compared to February 2020
- Canadian Visitors to the Kootenay Rockies increased by **23%** in February 2022 compared to February 2021

Canadian Visitors to the Kootenay Rockies February 2019-2022



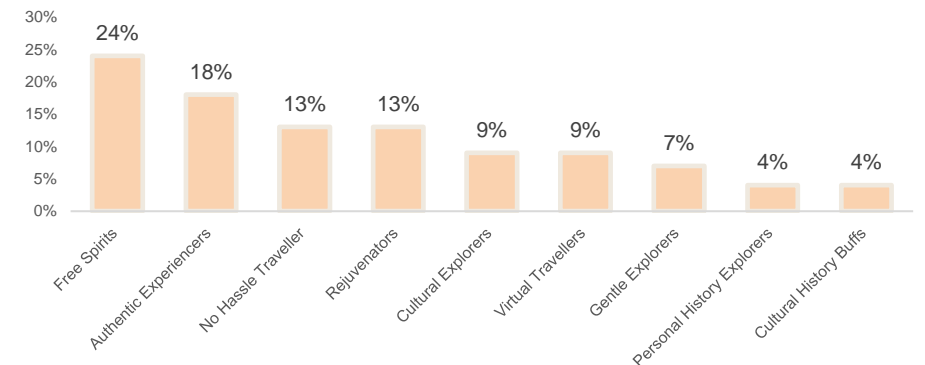
February 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- Modern Suburbia** rank 1st, making up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- Multiculture-ish** rank 15th, making up 42,255 households, or 2.6% of the total Households in Alberta (1,642,696).
- All-Terrain Families** rank 2nd, making up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).

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



bcrts

Kootenay Rockies

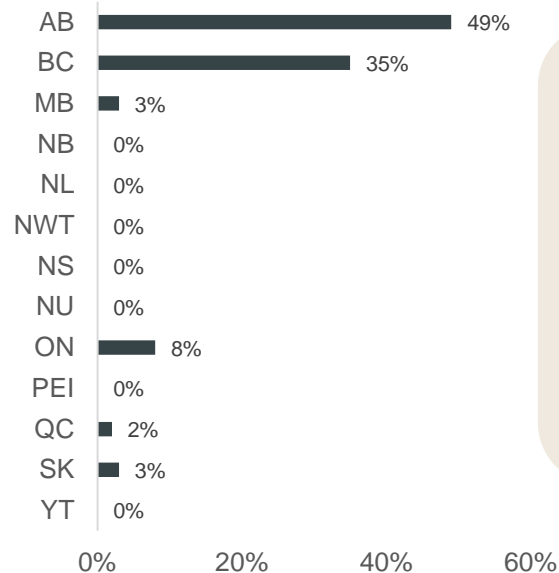
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-6%** when comparing March 2022 to March 2019.

Visitors increased by **44%** when compared to March 2020 and increased by **6%** when compared to March 2021.

Alberta made up the majority of visitors at 49% followed by British Columbia at 35%.

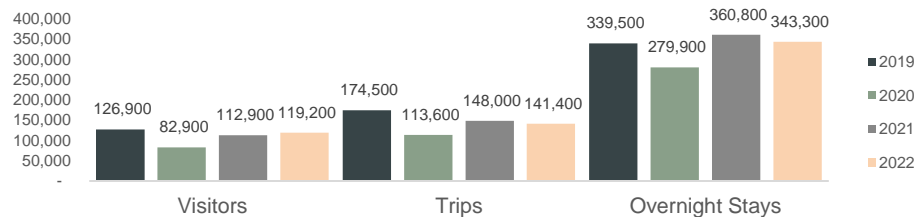
Percentage of Visitors to the Kootenay Rockies by Province March 2022



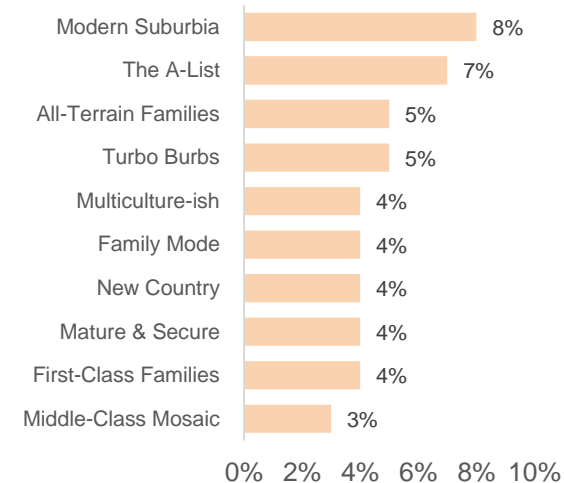
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-6%** in March 2022 compared to March 2019
- Canadian Visitors to the Kootenay Rockies increased by **44%** 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



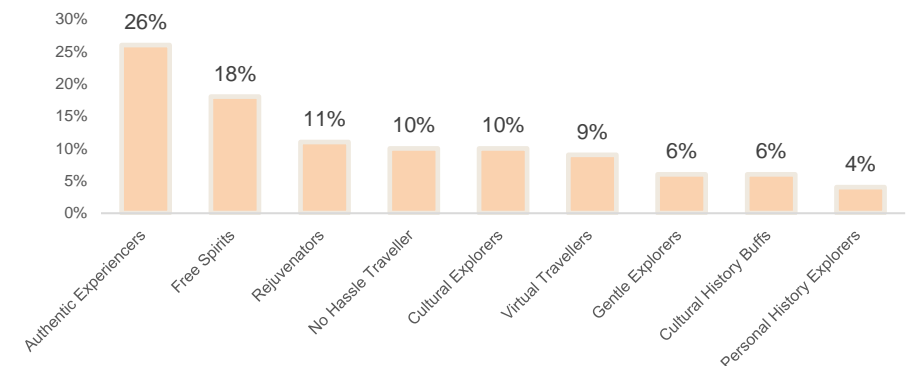
March 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- Modern Suburbia** rank 1st, making up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- The A-List** rank 30th, making up 22,159 households, or 1.3% of the total Households in Alberta (1,642,696).
- All-Terrain Families** rank 2nd, making up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).

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

April 2022 Canada/Alberta Regional Visitation

Kootenay Rockies

2022 Visitor Highlights

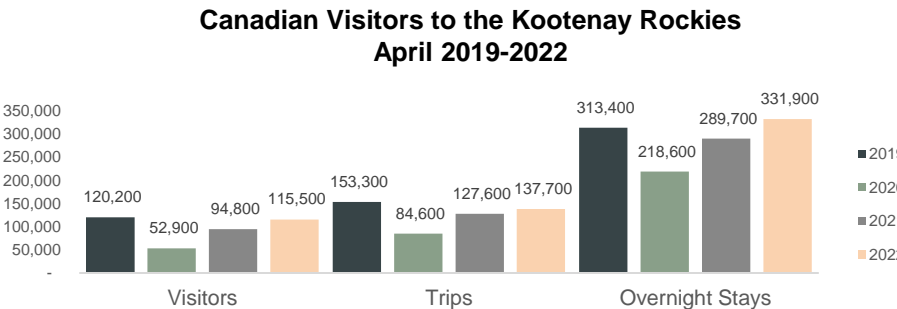
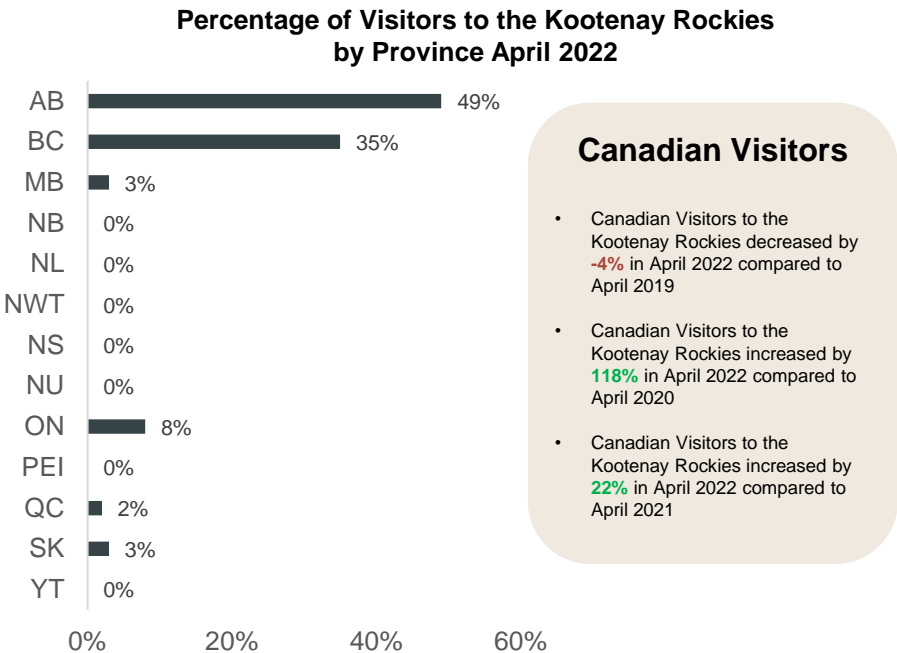


Overview

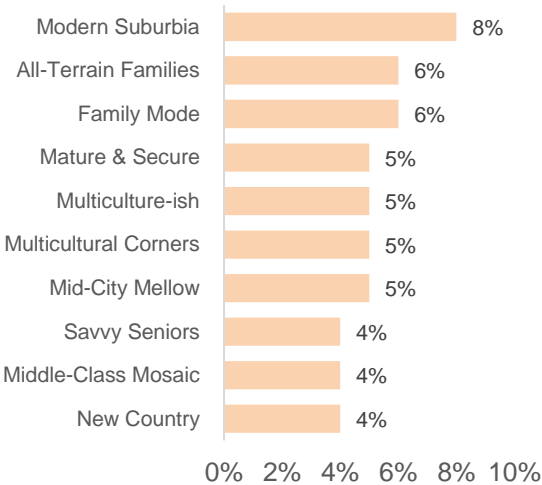
The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-4%** when comparing April 2022 to April 2019.

Visitors increased by **118%** when compared to April 2020 and increased by **22%** when compared to April 2021.

Alberta made up the majority of visitors at 49% followed by British Columbia at 35%.



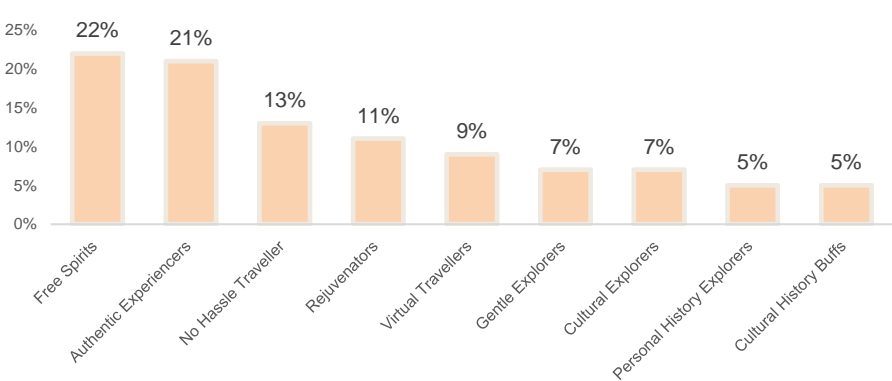
April 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- Modern Suburbia** rank 1st, making up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- All-Terrain Families** rank 2nd, making up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- Family Mode** rank 7th, making up 62,933 households, or 3.8% of the total Households in Alberta (1,642,696).

April 2022 Alberta Visitors by EQ Type



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

May 2022 Canada/Alberta Regional Visitation

Kootenay Rockies

2022 Visitor
Highlights



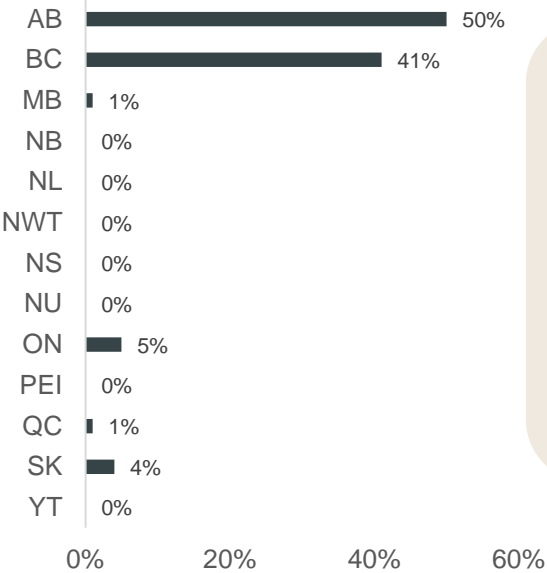
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-22%** when comparing May 2022 to May 2019.

Visitors increased by **39%** when compared to May 2020 and increased by **91%** when compared to May 2021.

Alberta made up the majority of visitors at 50% followed by British Columbia at 41%.

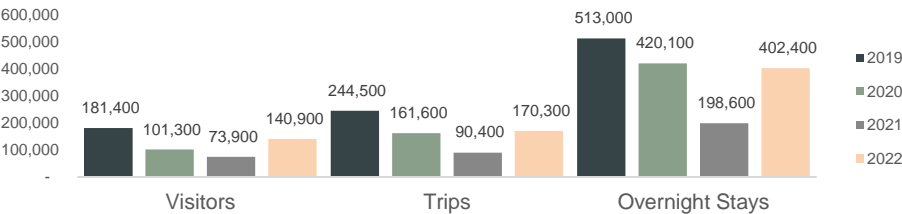
Percentage of Visitors to the Kootenay Rockies
by Province May 2022



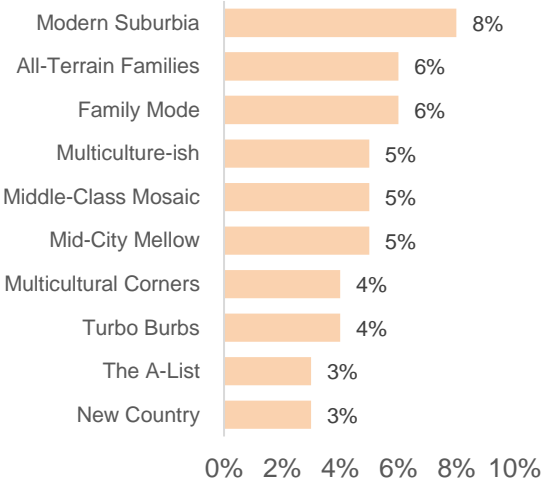
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-22%** in May 2022 compared to May 2019
- Canadian Visitors to the Kootenay Rockies increased by **39%** in May 2022 compared to May 2020
- Canadian Visitors to the Kootenay Rockies increased by **91%** in May 2022 compared to May 2021

Canadian Visitors to the Kootenay Rockies
May 2019-2022



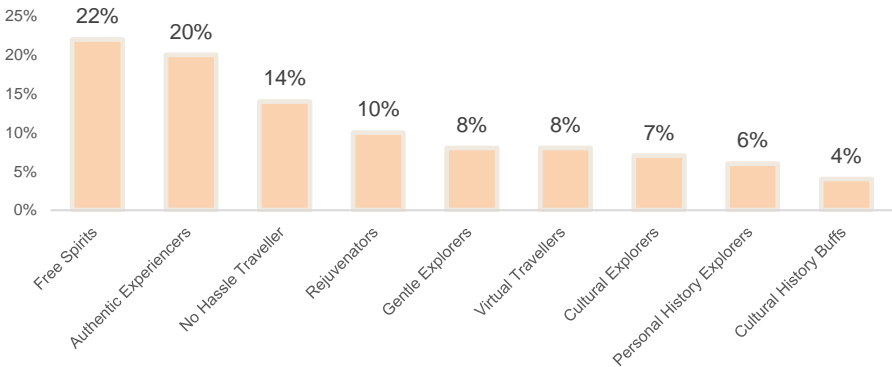
May 2022 Alberta Visitors by PRISM Segment



PRISM Overview

- Modern Suburbia** rank 1st, making up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- All-Terrain Families** rank 2nd, making up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).
- Family Mode** rank 7th, making up 62,933 households, or 3.8% of the total Households in Alberta (1,642,696).

May 2022 Alberta Visitors by EQ Type



Note: All Percentages relate to an increase or decrease in Canadian Visits when comparing May in previous years to May 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

June 2022 Canada/Alberta Regional Visitation

Kootenay Rockies

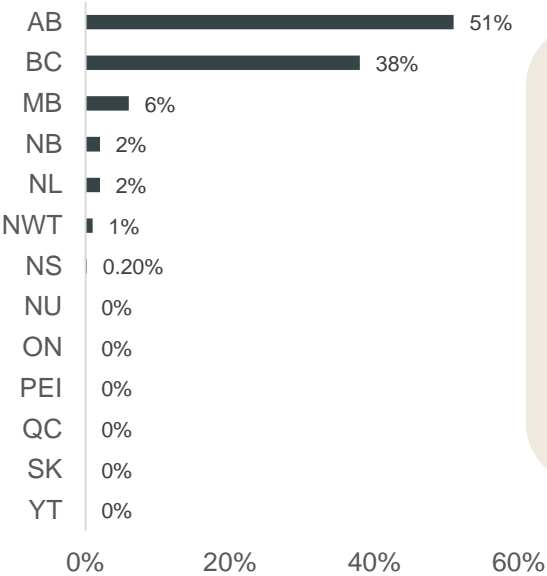
Overview

The number of visitors to the Kootenay Rockies from Canadian travellers decreased by **-20%** when comparing June 2022 to June 2019.

Visitors increased by **12%** when compared to June 2020 and increased by **28%** when compared to June 2021.

Alberta made up the majority of visitors at 51% followed by British Columbia at 38%.

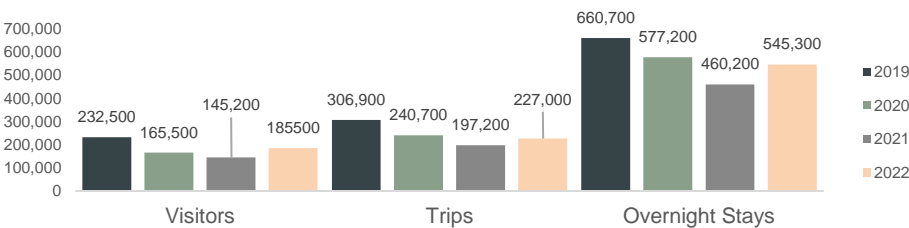
Percentage of Visitors to the Kootenay Rockies by Province June 2022



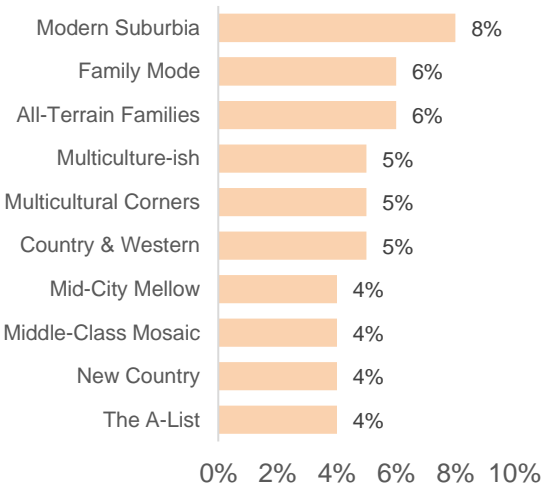
Canadian Visitors

- Canadian Visitors to the Kootenay Rockies decreased by **-20** in June 2022 compared to June 2019
- Canadian Visitors to the Kootenay Rockies increased by **12%** in June 2022 compared to June 2020
- Canadian Visitors to the Kootenay Rockies increased by **28%** in June 2022 compared to June 2021

Canadian Visitors to the Kootenay Rockies June 2019-2022



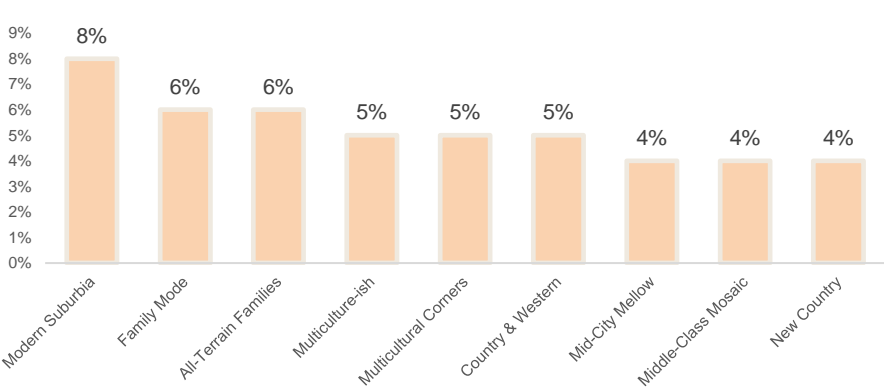
June 2022 Alberta Visitors by PRIZM Segment



PRIZM Overview

- Modern Suburbia** rank 1st, making up 127,141 households, or 7.7% of the total Households in Alberta (1,642,696).
- Family Mode** rank 7th, making up 62,933 households, or 3.8% of the total Households in Alberta (1,642,696).
- All-Terrain Families** rank 2nd, making up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696).

June 2022 Alberta Visitors by EQ Type



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



bcrts

Karen Chalmers

Managing Director, Symphony Tourism Services

Email: karen@totabc.com

Phone: 778.721.5448

symphonytourismservices.com



SYMPHONY
TOURISM
SERVICES