

# 2021 Year in Review

**BRITISH COLUMBIA, ALBERTA & CANADA**

**KOOTENAY ROCKIES REGION**

**2021 DATA VINTAGE**



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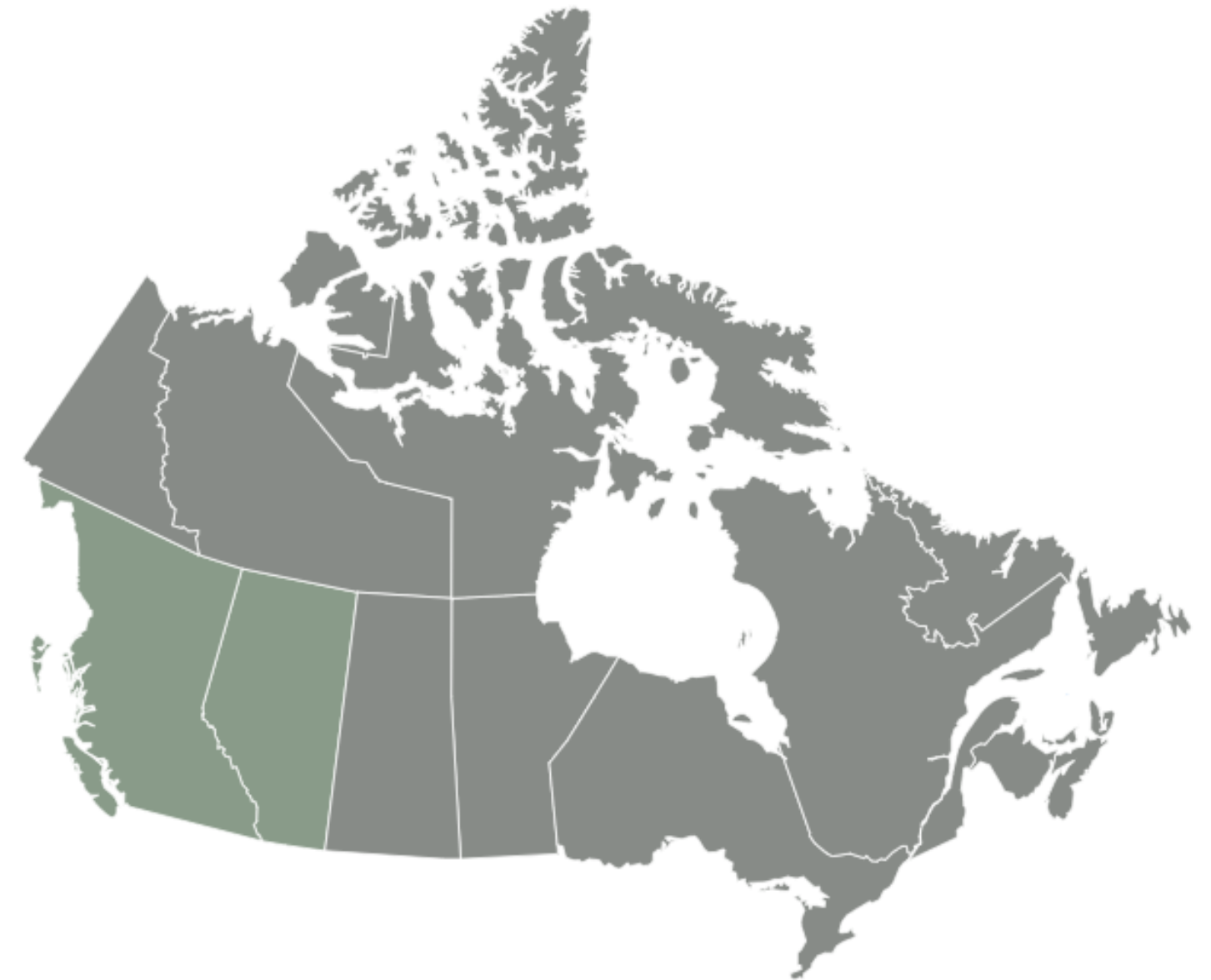
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# PURPOSE

- 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

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

# HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces**, **territories**, and **tourism regions**
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2019, 2020 and 2021
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



# CANADA INSIGHTS

# 2019, 2020 & 2021: CANADIAN VISITORS BY YEAR

## KOOTENAY ROCKIES

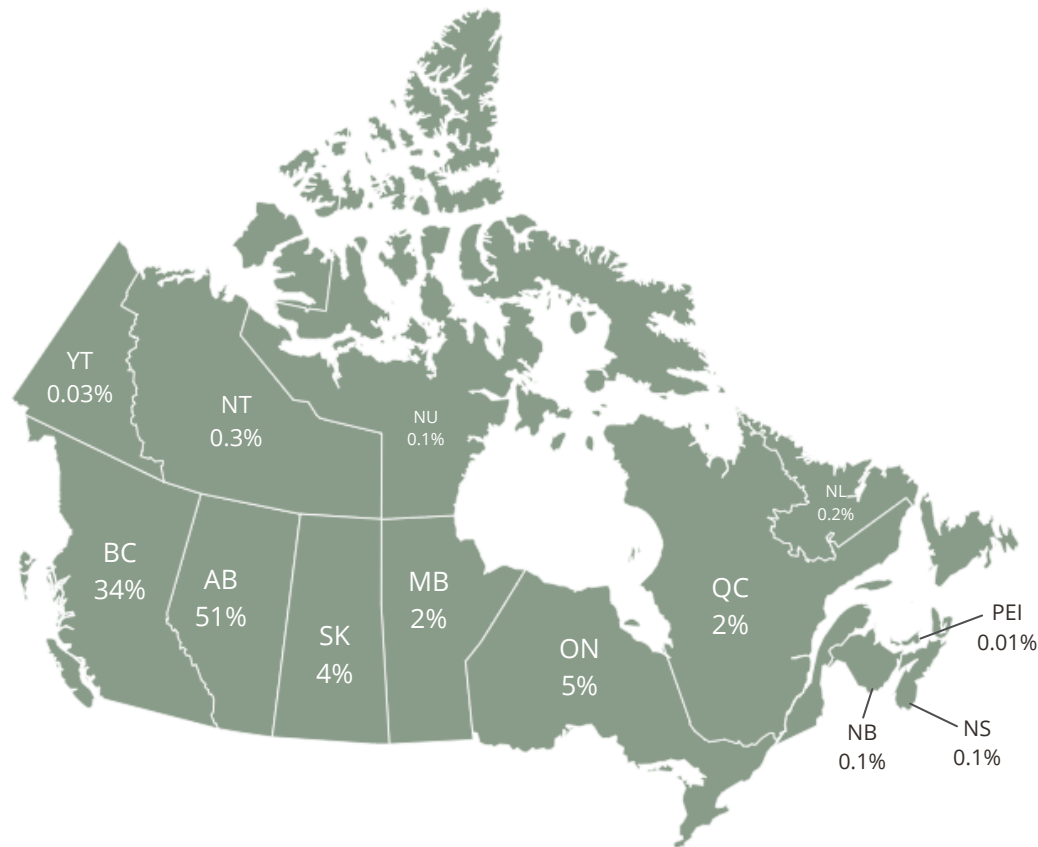


### Overview

- In 2019 the Kootenay Rockies saw an average of **1,480,900** Domestic Visitors. In 2020 the Region saw **1,250,400** Domestic Visitors and in 2021 **1,197,300** Domestic Visitors. A **decrease** of **-19%** compared to 2019 and a **decrease** of **-4%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with Alberta and British Columbia ranking as the top two domestic markets.

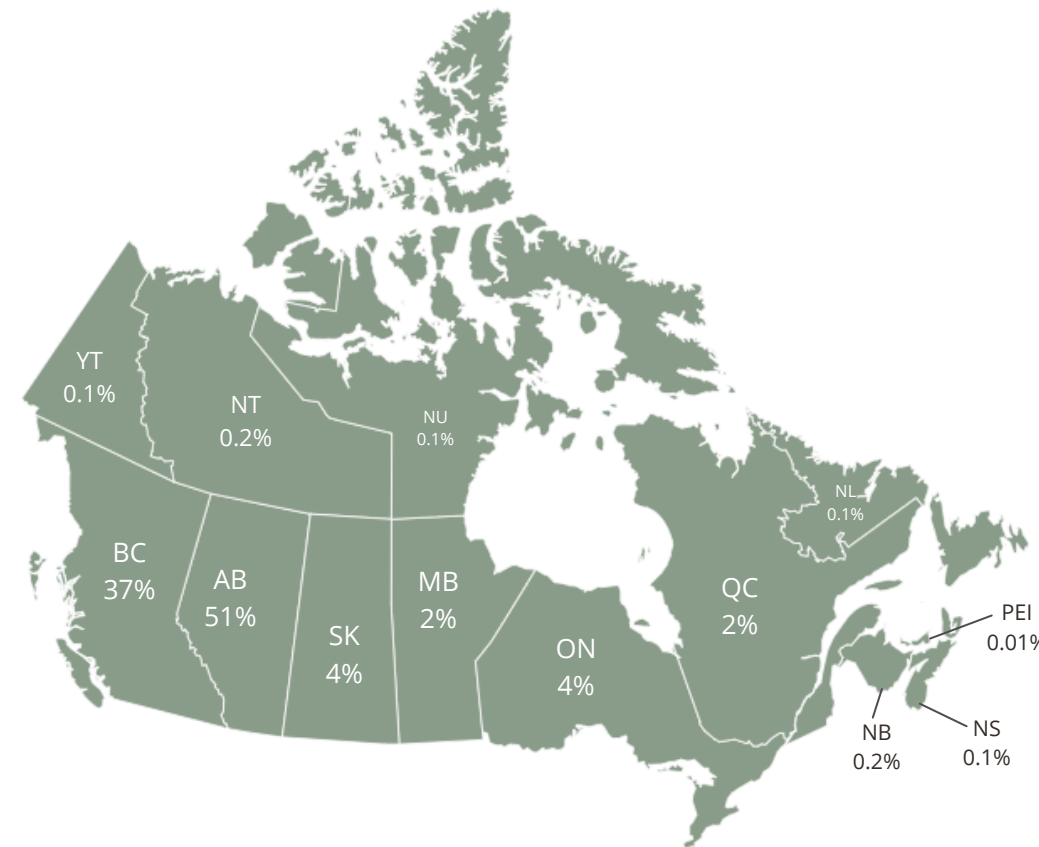
### 2019 Domestic Vistation

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



### 2020 Domestic Vistation

**2020 Visitors**  
**1,250,400**

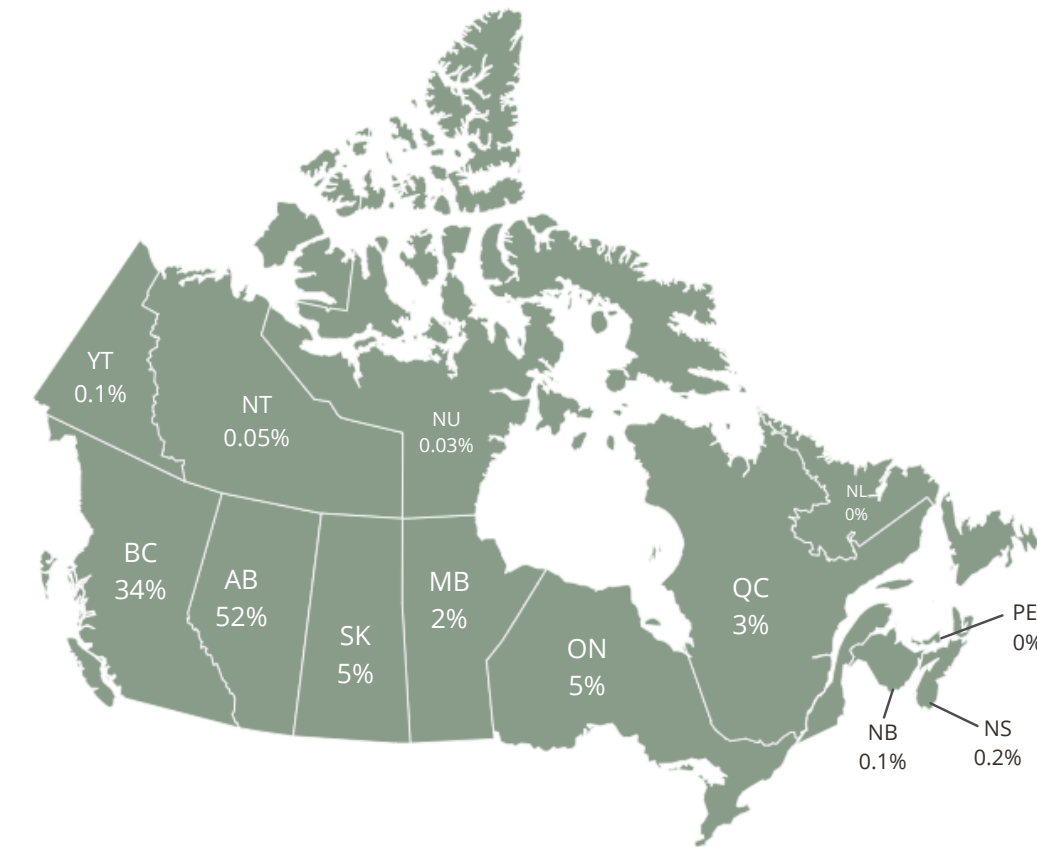


### 2021 Domestic Vistation

**2021 Visitors**  
**1,197,300**

Decrease of **-19%**  
2021 compared to  
2019

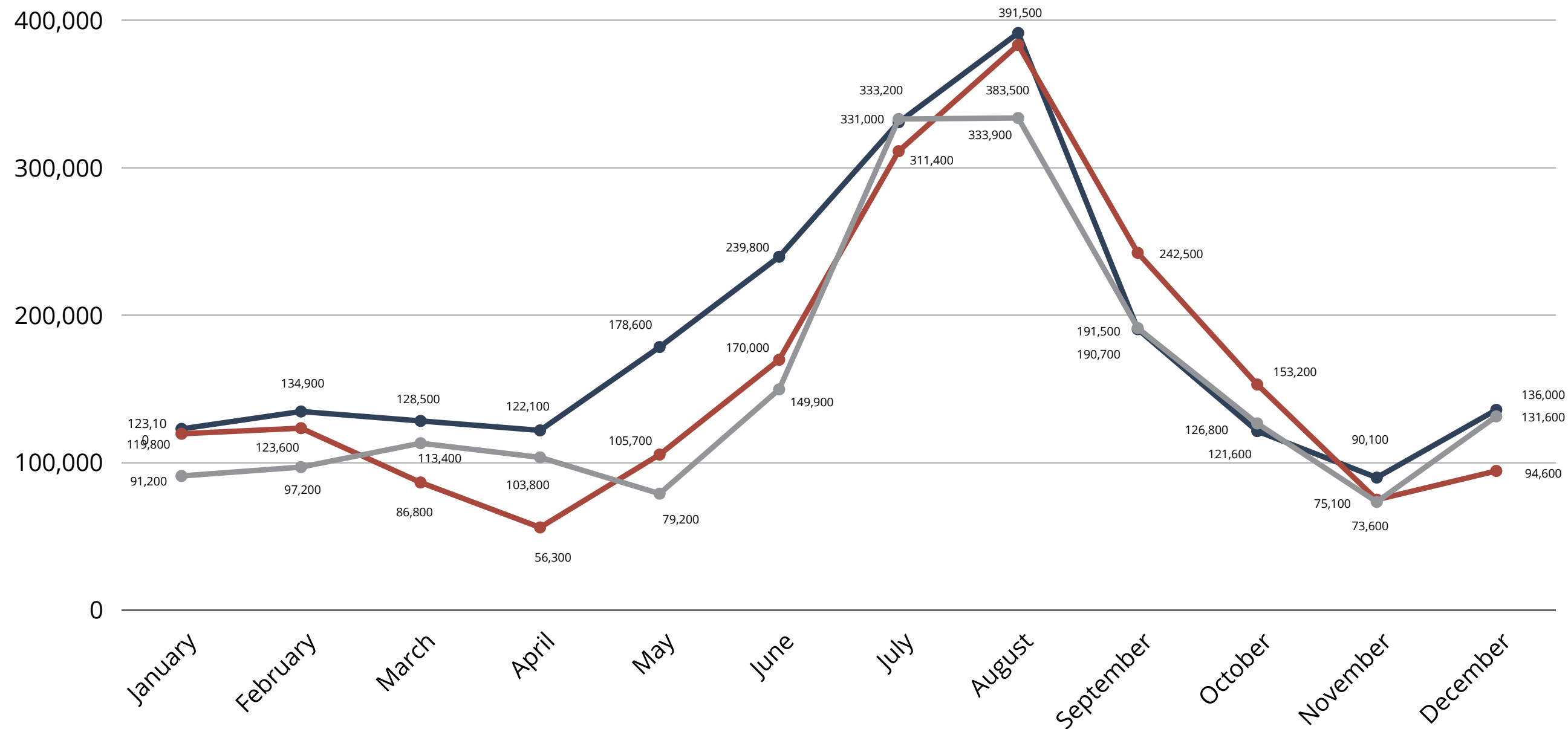
Decrease of **-4%**  
2021 compared to  
2020



# CANADIAN VISITATION



## CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



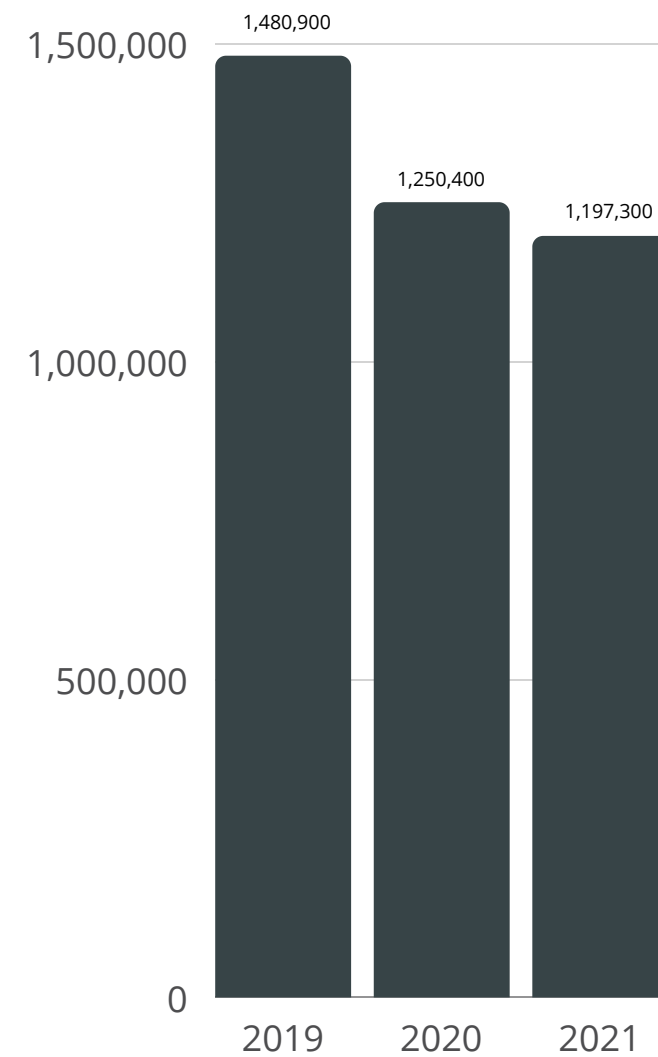




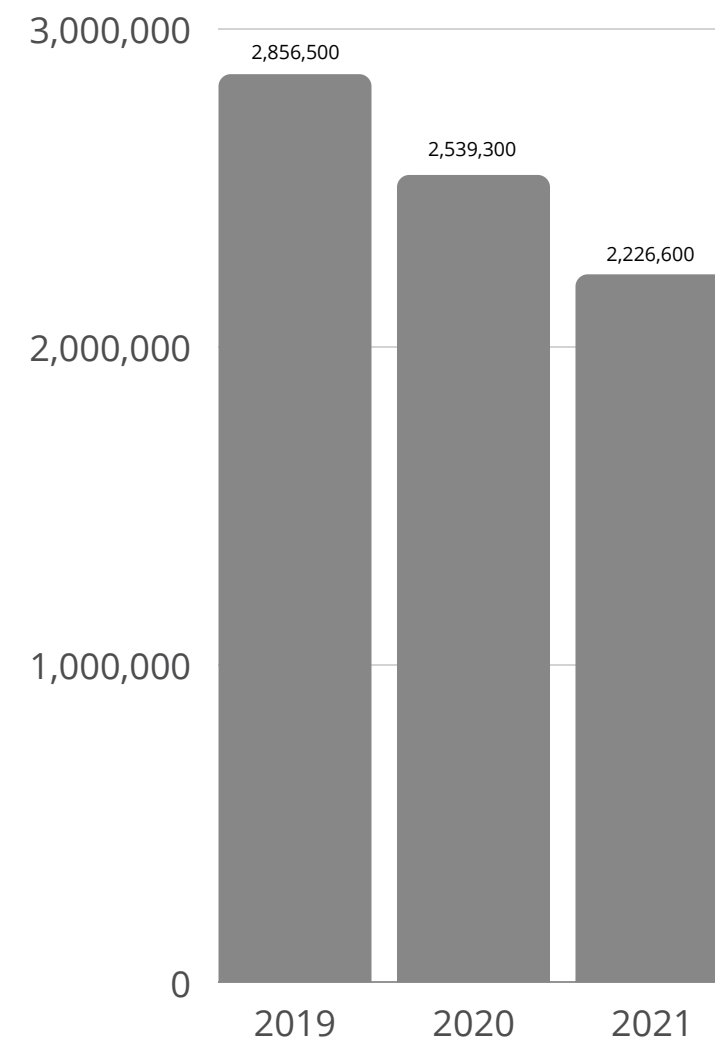
# CANADIAN VISITATION BY YEAR

## CANADIAN RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

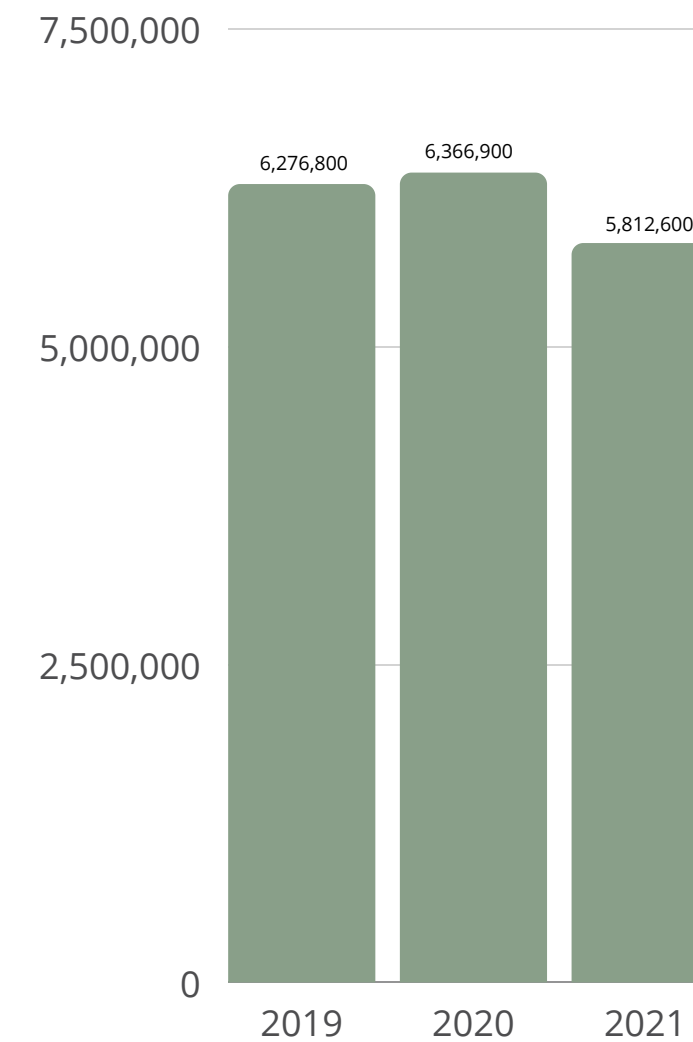
**Number of Visitors to the Kootenay Rockies from Canada**



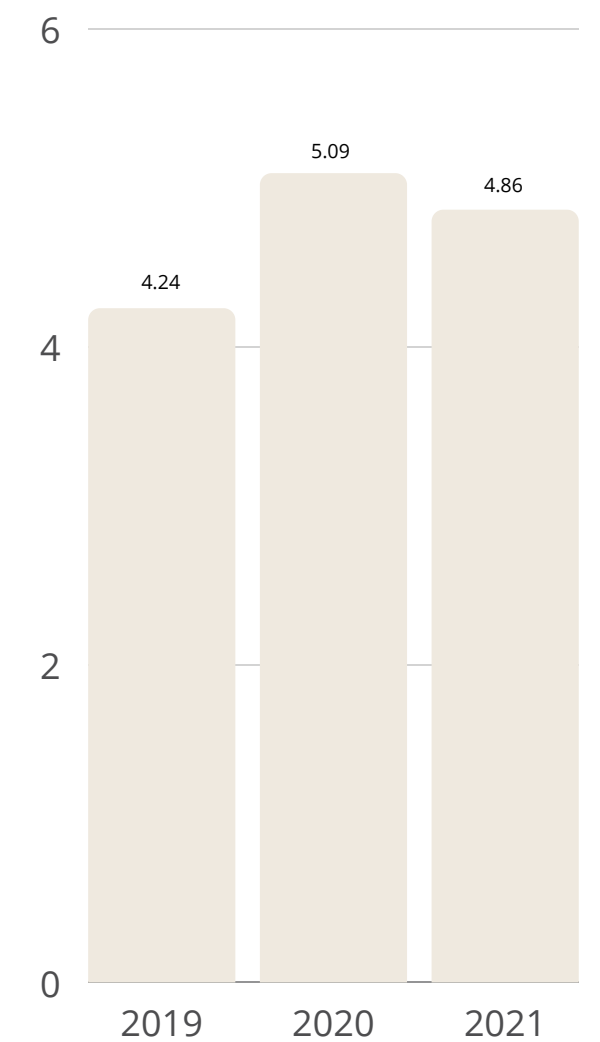
**Number of Trips to the Kootenay Rockies from Canada**



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



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

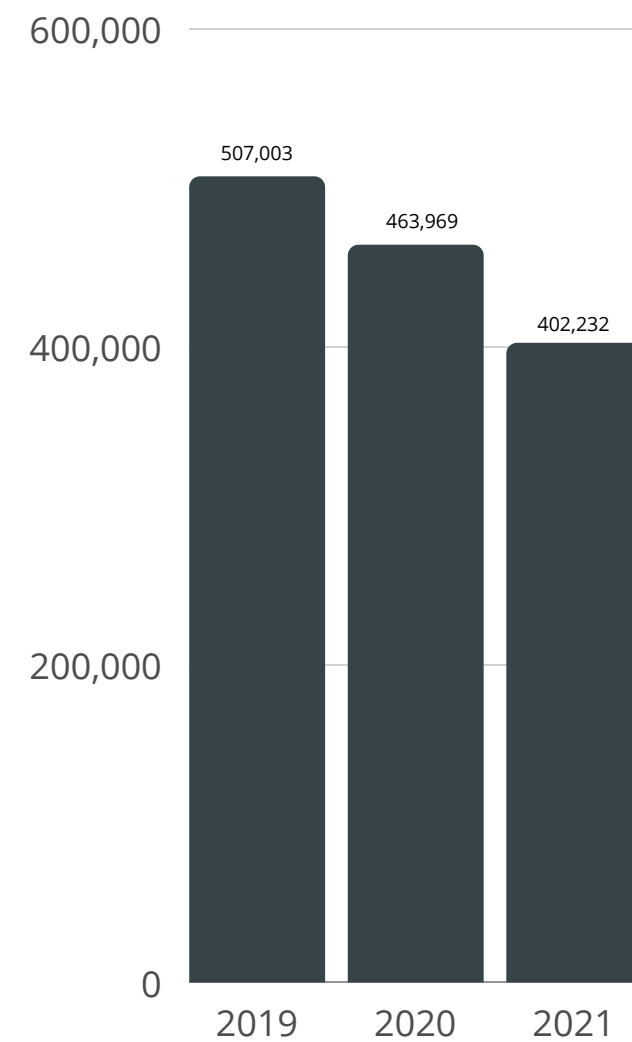


# BRITISH COLUMBIA INSIGHTS

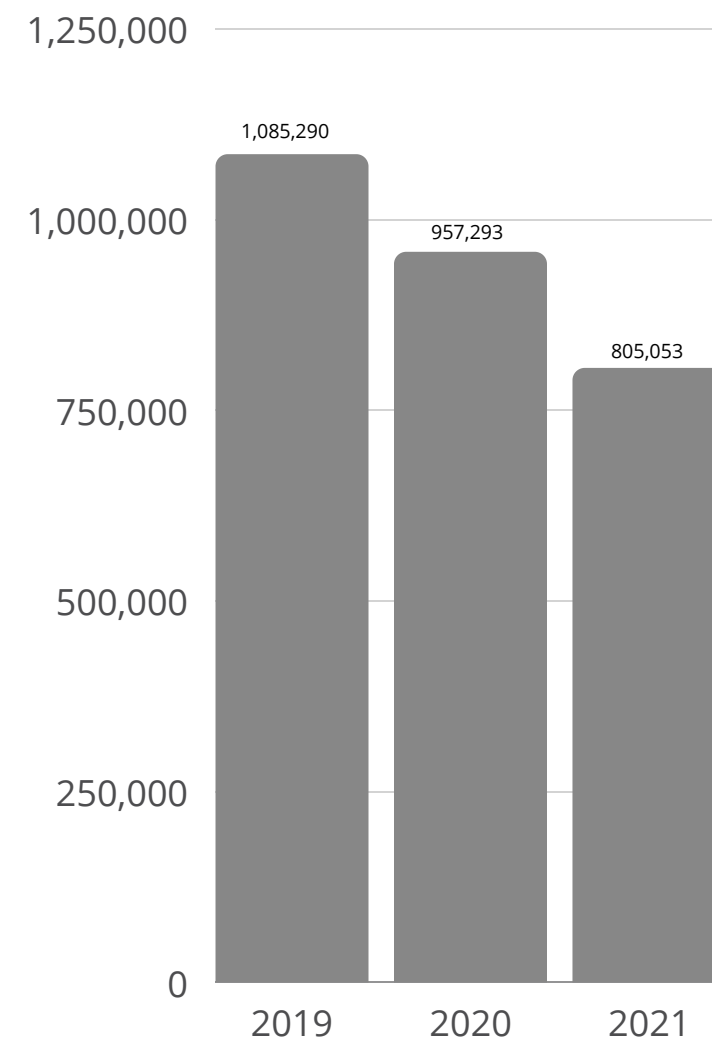
# BRITISH COLUMBIA VISITATION BY YEAR

## BRITISH COLUMBIA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

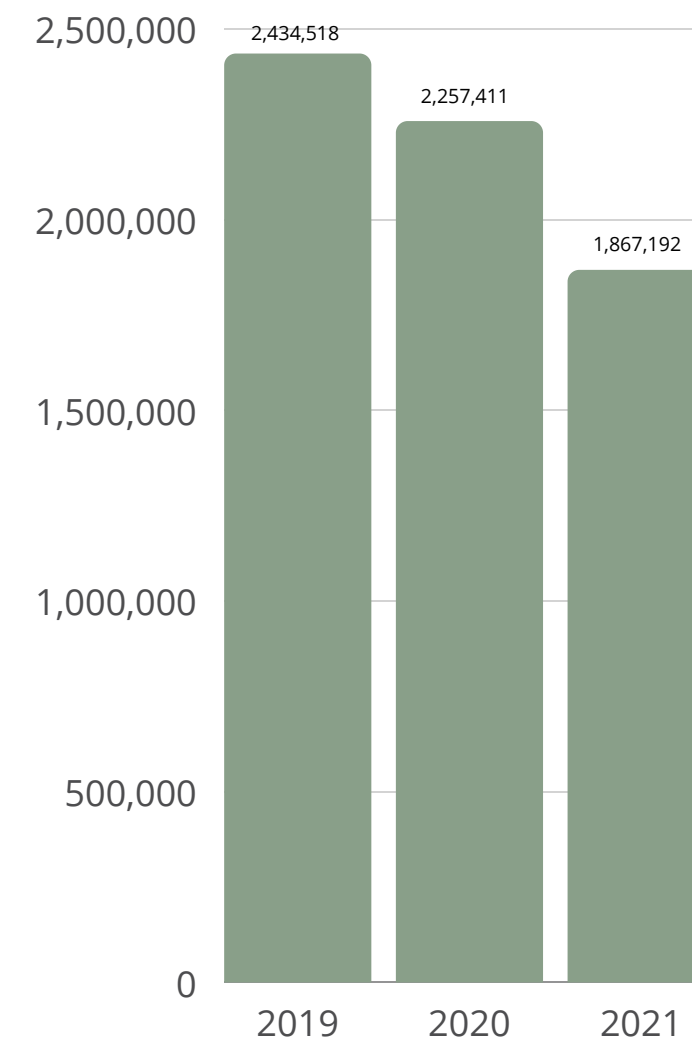
Number of Visitors to the Kootenay Rockies from BC



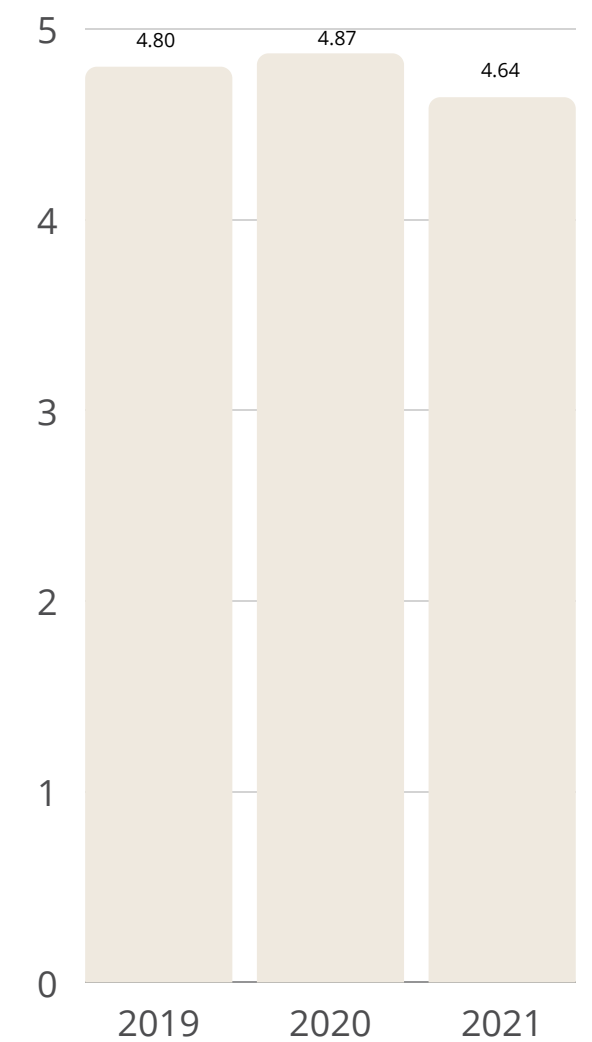
Number of Trips to the Kootenay Rockies from BC



Number of Nights Stayed in the Kootenay Rockies from BC



Average Length of Stay in the Kootenay Rockies from BC





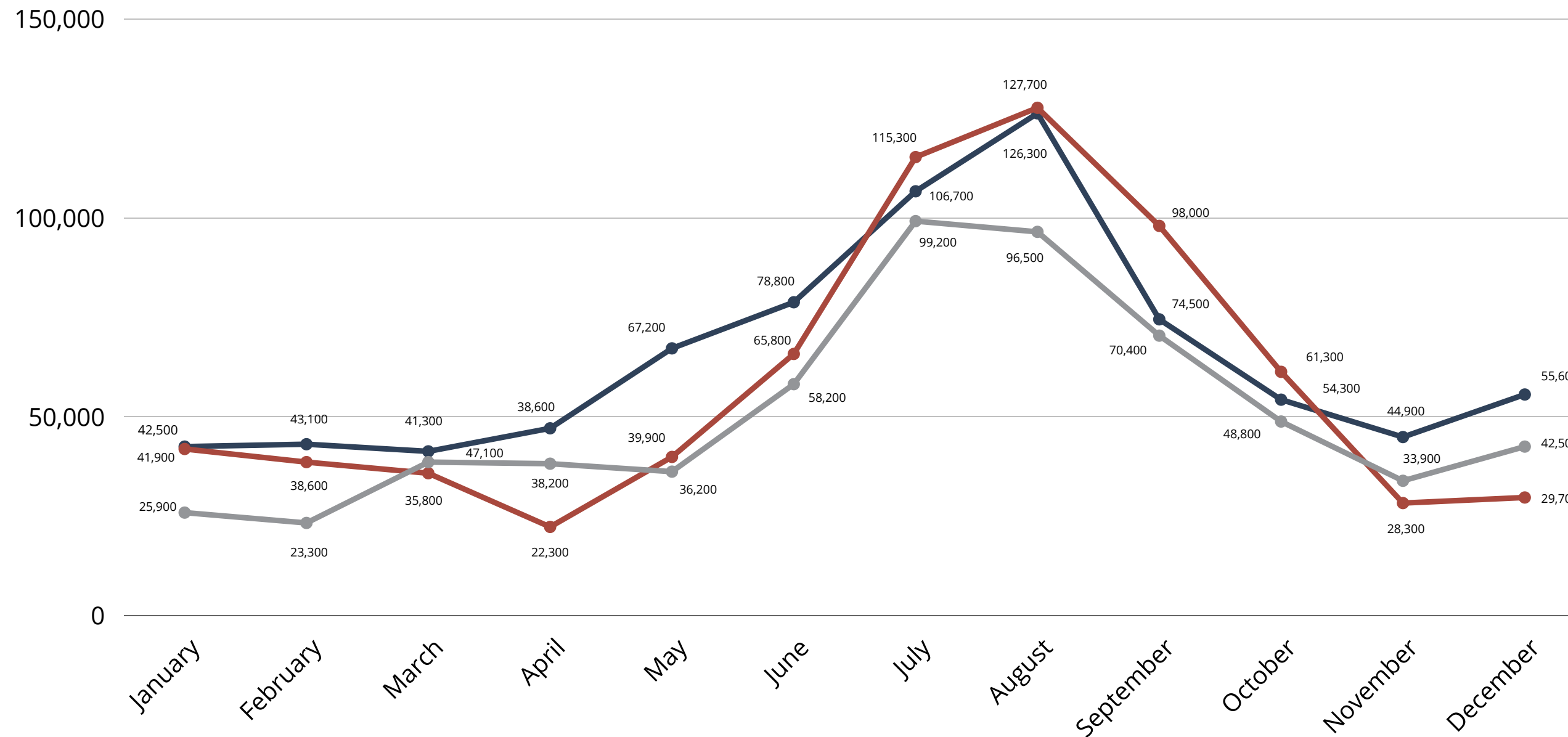
# BC VISITS TO THE KOOTENAY ROCKIES BY YEAR

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

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	45,600	Vancouver	41,800	Kelowna	28,900
Kelowna	32,500	Kelowna	32,700	Vancouver	28,900
Surrey	28,400	Surrey	25,700	Surrey	22,100
Kamloops	17,400	Kamloops	20,400	Kamloops	18,800
Abbotsford	13,300	Abbotsford	13,900	Vernon	10,300
Cranbrook	13,100	Cranbrook	12,000	Cranbrook	9,600
Burnaby	12,300	Vernon	11,600	Burnaby	9,400
Richmond	11,300	Burnaby	11,400	West Kelowna	8,800
Vernon	11,000	Richmond	9,400	Richmond	8,600
Langley	8,800	Chilliwack	8,700	Abbotsford	7,700

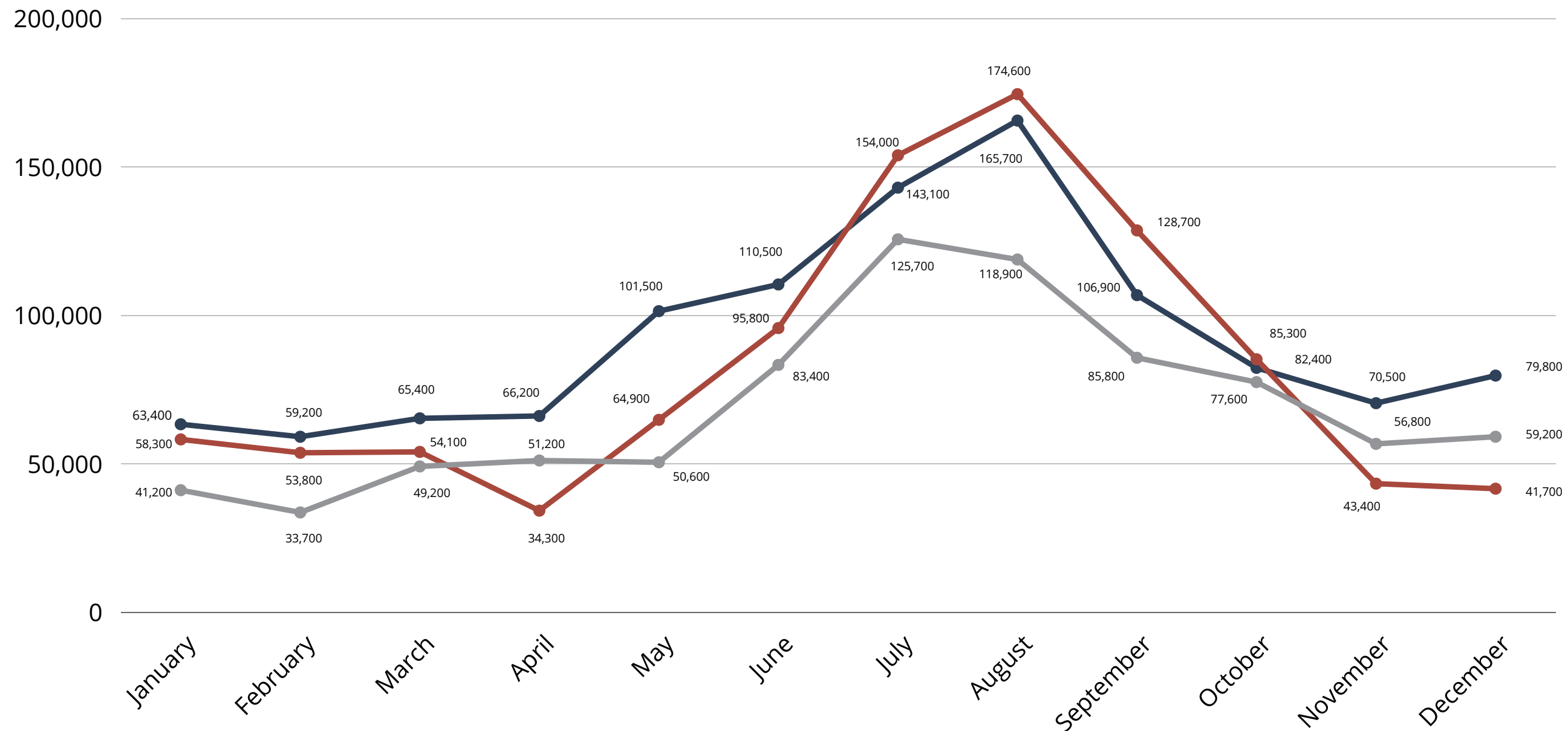
# BRITISH COLUMBIA VISITATION

## BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



# BRITISH COLUMBIA VISITATION

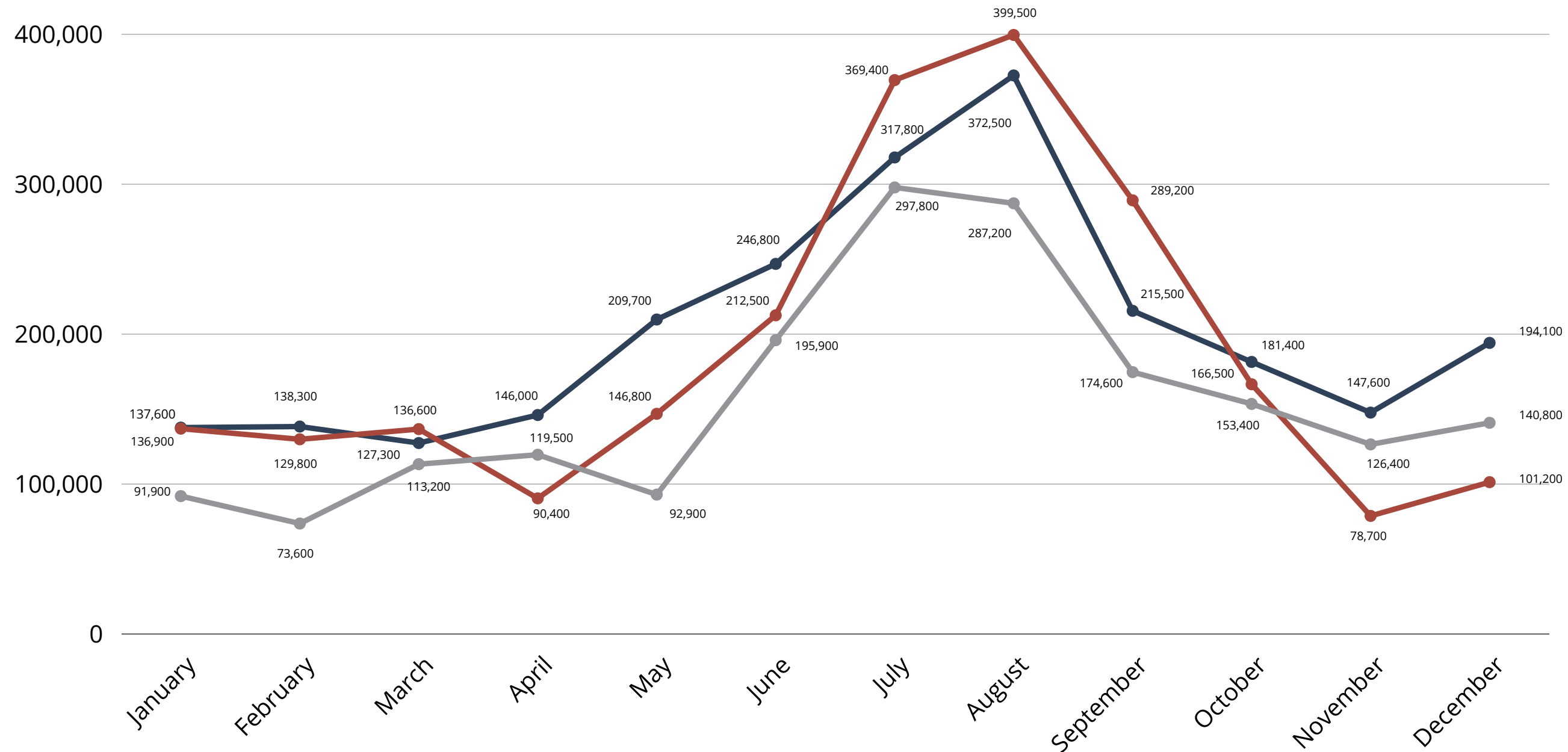
## BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH





# BRITISH COLUMBIA VISITATION

## BC OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH



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

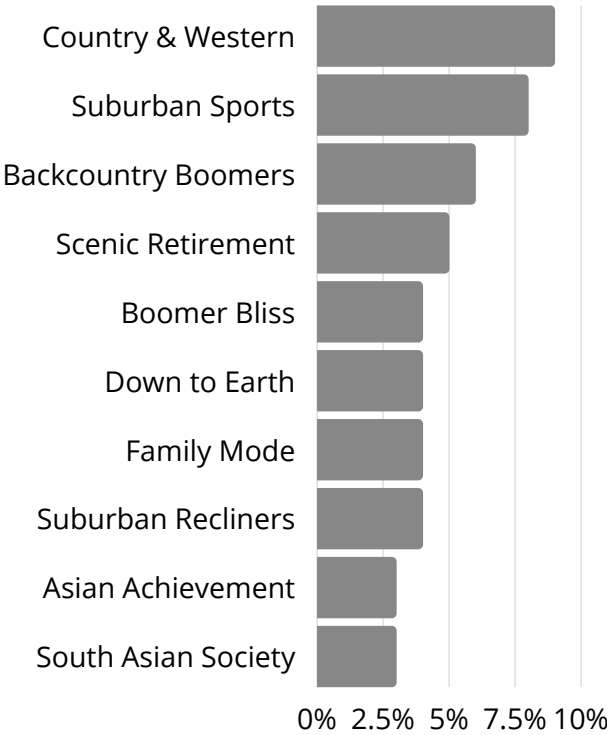
## BRITISH COLUMBIA

2019 BC Visitors to the Kootenay Rockies by PRIZM Segment

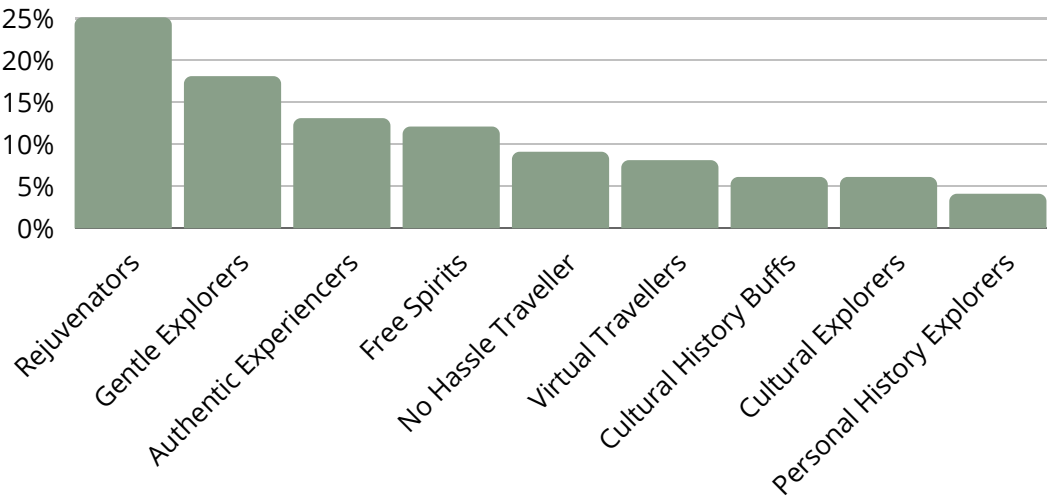
### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Backcountry Boomers** rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).



2019 Visitors by EQ Type

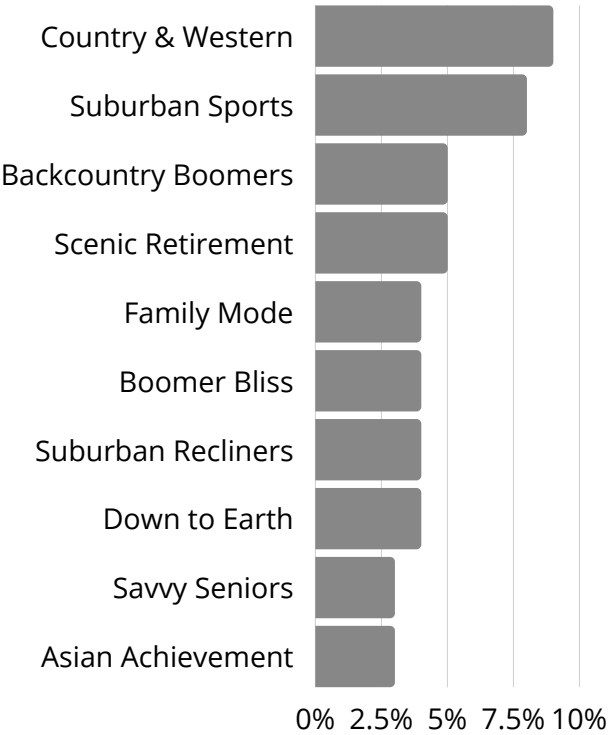


2020 BC Visitors to the Kootenay Rockies by PRIZM Segment

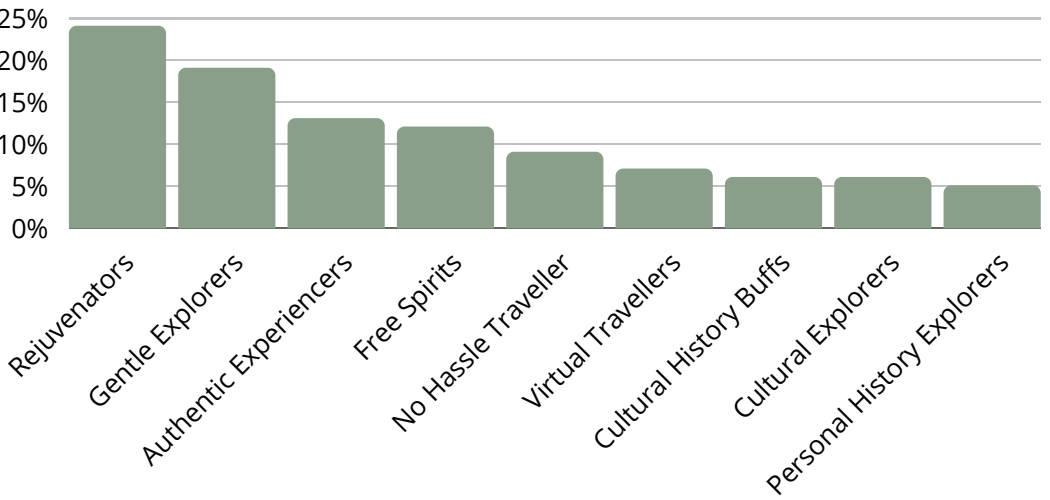
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2020 Visitors by EQ Type

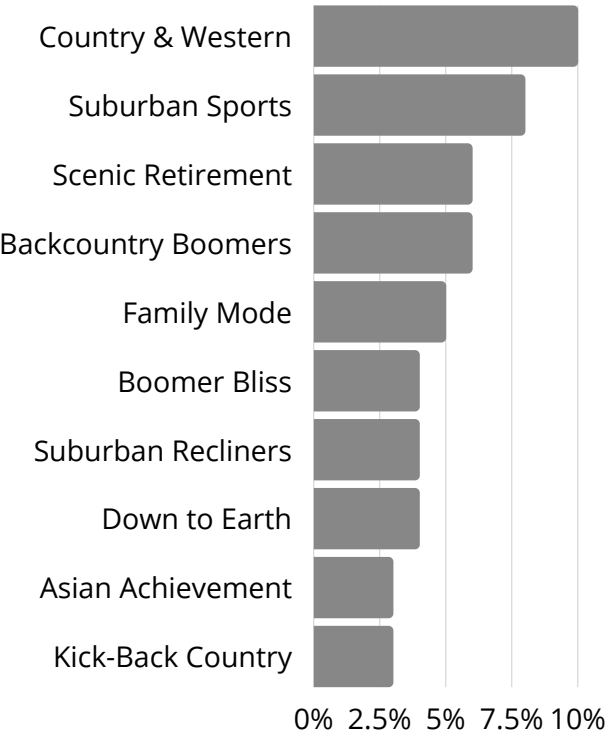


2021 BC Visitors to the Kootenay Rockies by PRIZM Segment

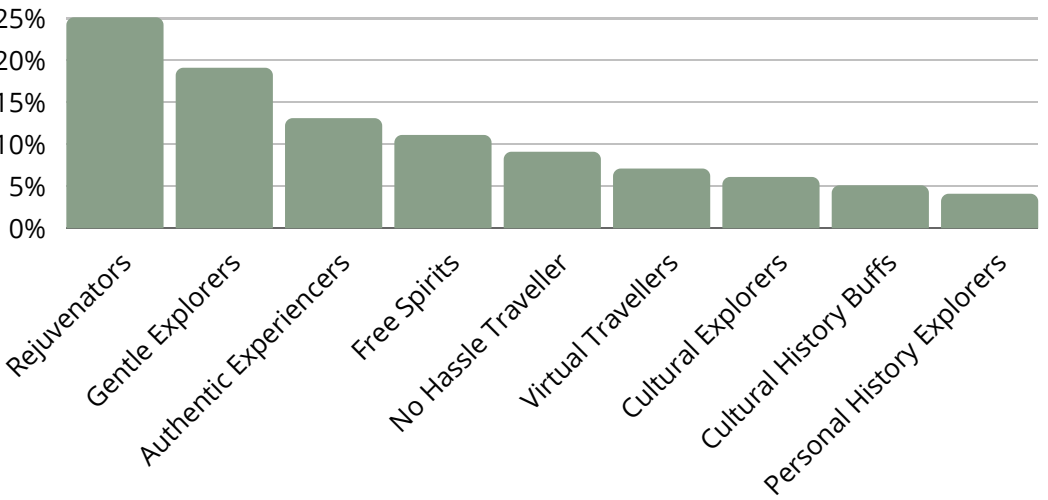
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- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).



2021 Visitors by EQ Type



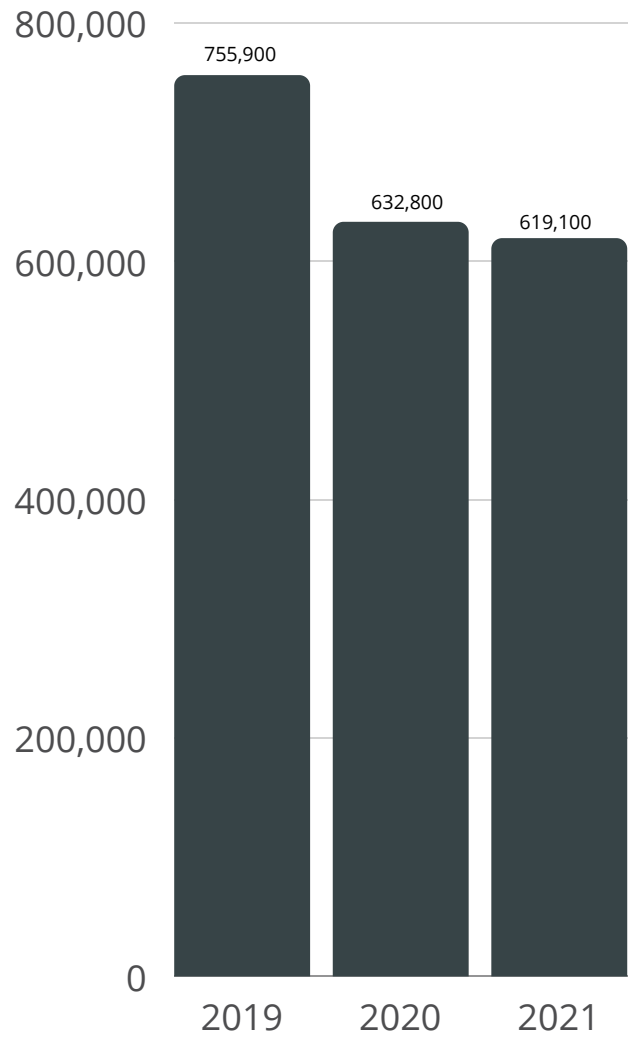
# ALBERTA INSIGHTS



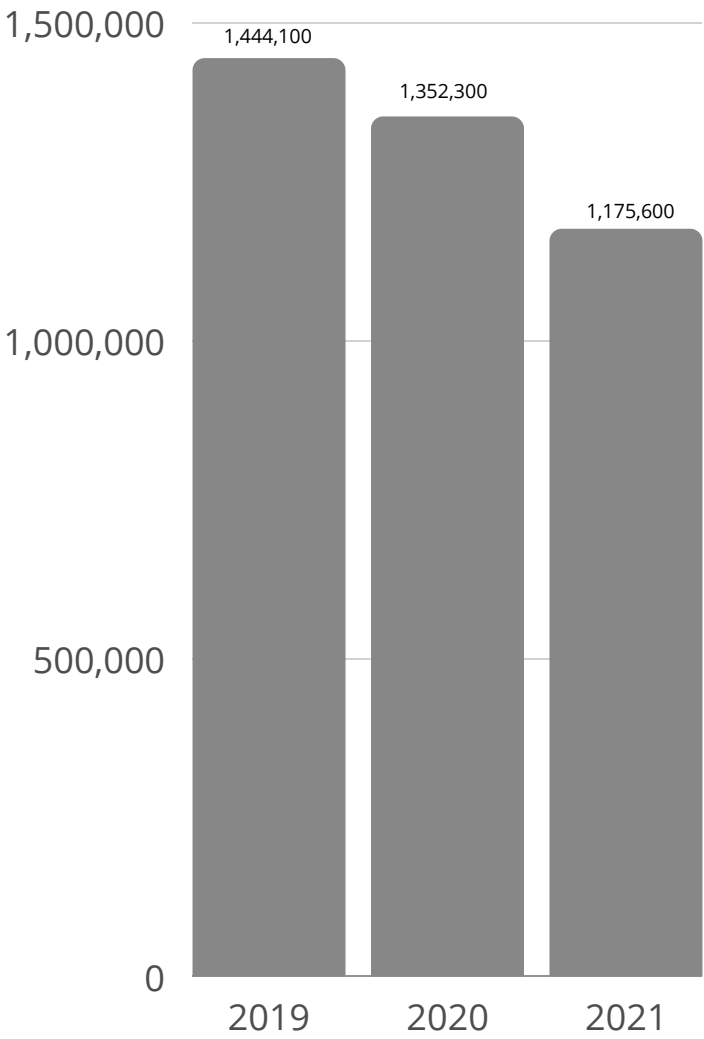
# ALBERTA VISITATION BY YEAR

## ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

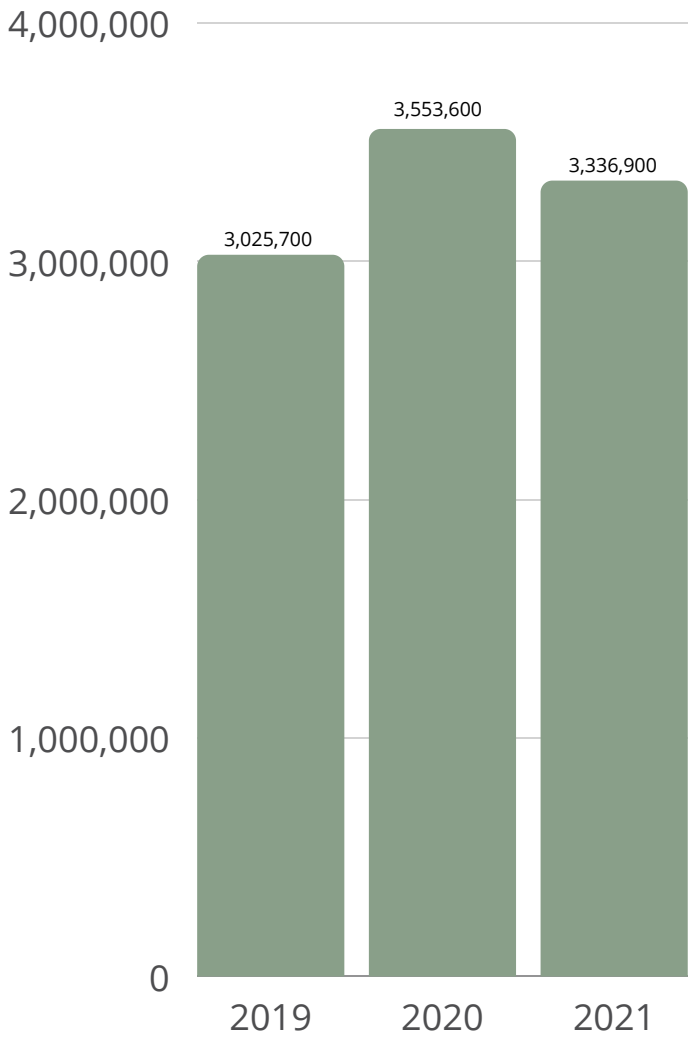
Number of Visitors to the Kootenay Rockies from Alberta



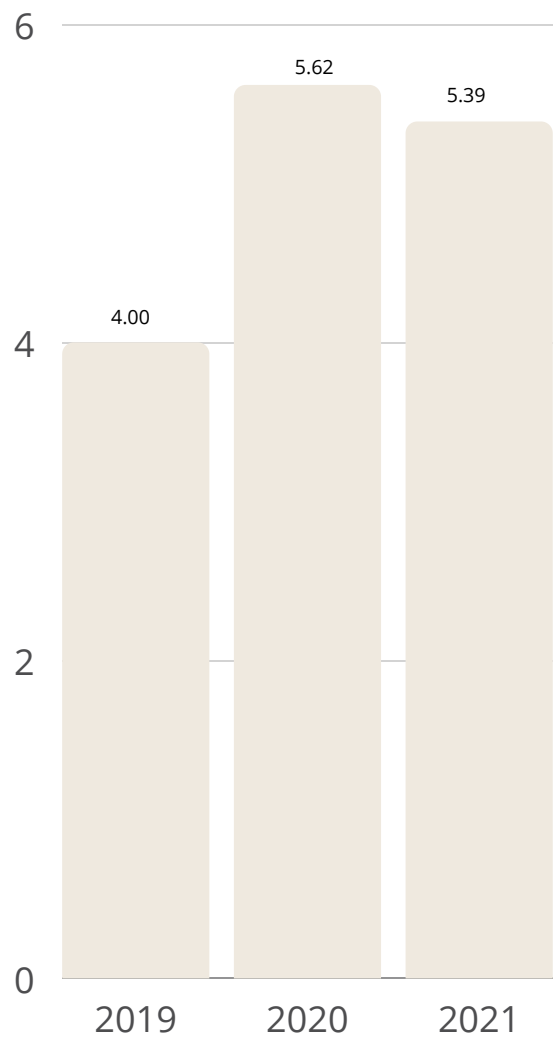
Number of Trips to the Kootenay Rockies from Alberta



Number of Nights Stayed in the Kootenay Rockies from Alberta



Average Length of Stay in the Kootenay Rockies from Alberta



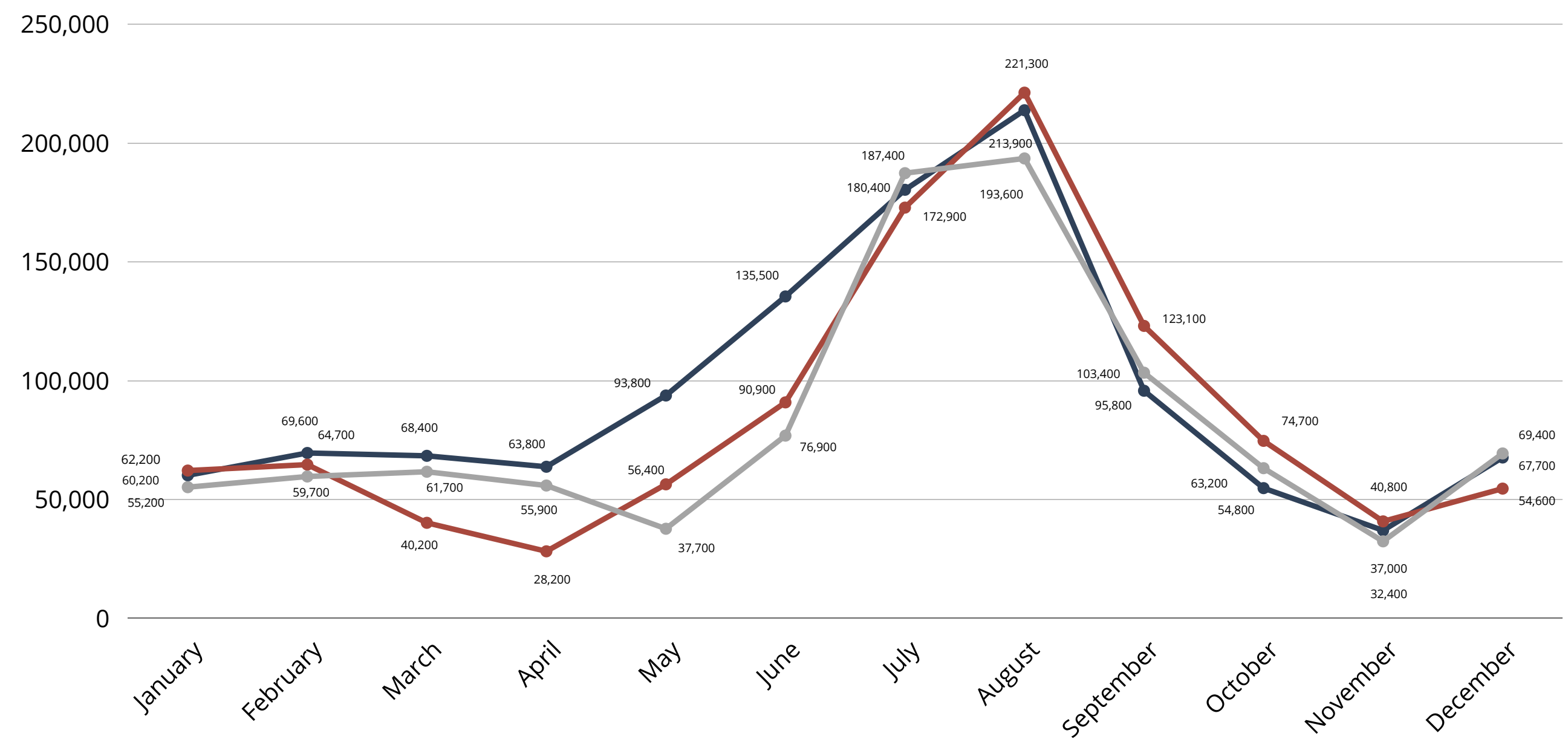
# ALBERTA VISITS TO THE KOOTENAY ROCKIES BY YEAR

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

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	332,200	Calgary	288,900	Calgary	274,000
Edmonton	100,400	Edmonton	79,900	Edmonton	84,200
Lethbridge	24,200	Lethbridge	18,000	Lethbridge	21,100
Airdrie	20,600	Airdrie	17,300	Airdrie	16,600
Airdrie	18,000	Red Deer	13,700	Rocky View County	11,800
Rocky View County	13,900	Rocky View County	12,200	Red Deer	11,800
Strathcona County	12,900	Strathcona County	10,600	Strathcona County	10,700
Medicine Hat	10,400	Wood Buffalo	8,200	Okotoks	7,700
Okotoks	9,200	Okotoks	7,500	Cochrane	6,900
St. Albert	8,800	St. Albert	7,400	St. Albert	6,700

# ALBERTA VISITATION

## ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH

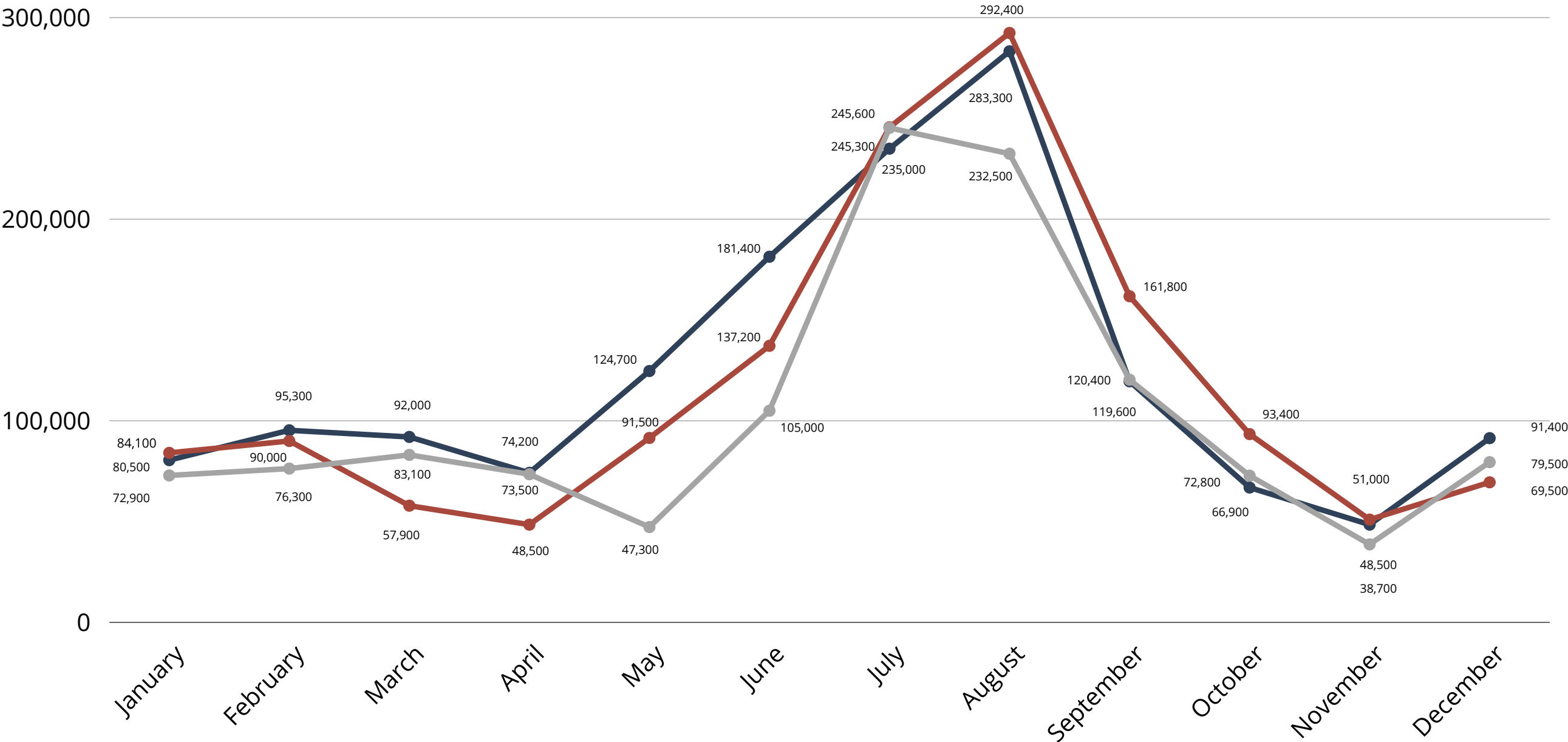


Note: All counts have been rounded to the nearest 100



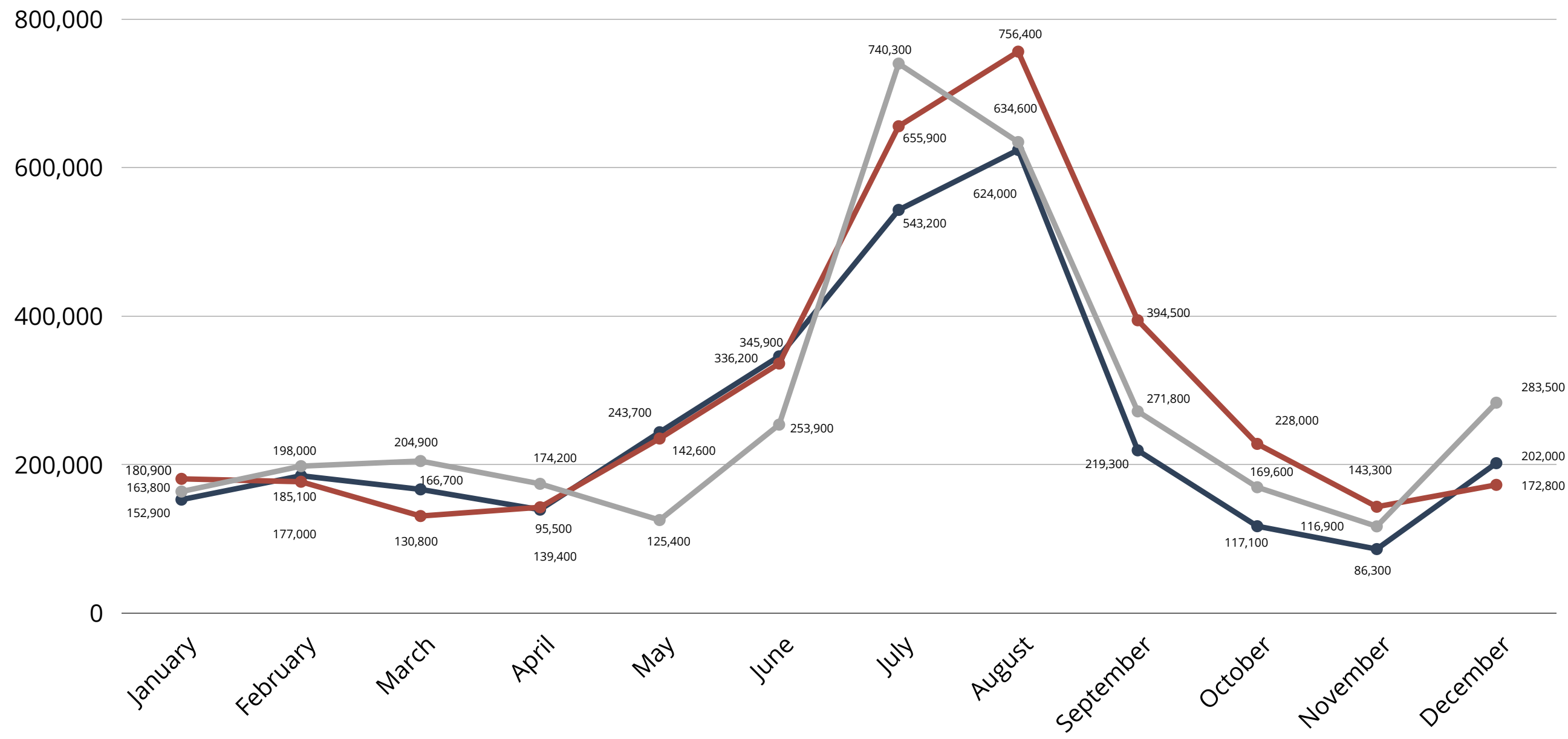
# ALBERTA VISITATION

## ALBERTA TRIPS TO THE KOOTENAY ROCKIES BY MONTH



# ALBERTA VISITATION

## ALBERTA OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH



Note: All counts have been rounded to the nearest 100

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

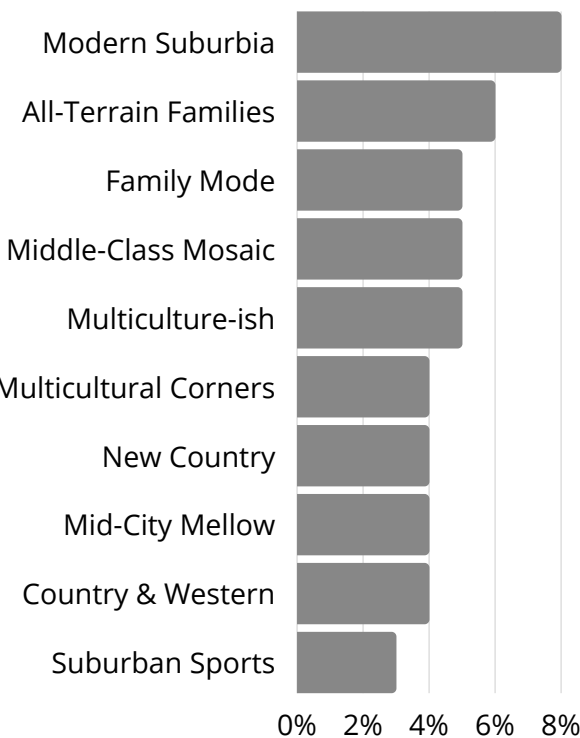
## BRITISH COLUMBIA

2019 Alberta Visitors to the Kootenay Rockies by PRIZM Segment

### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).

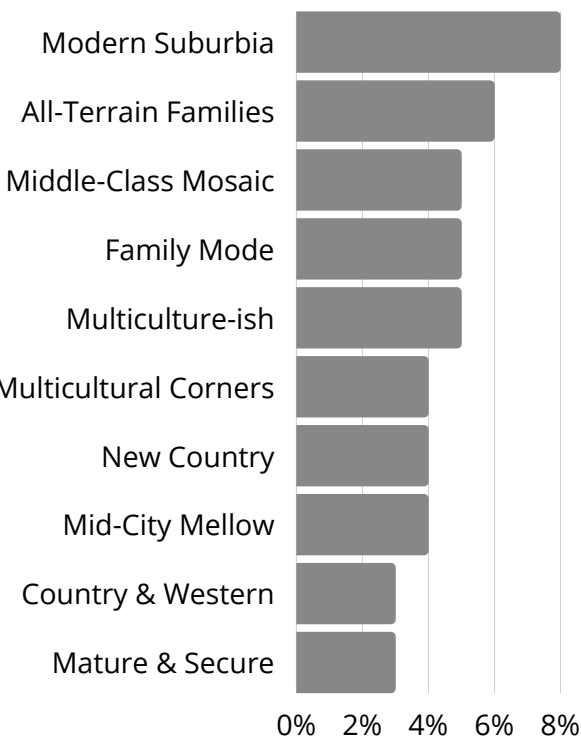


2020 Alberta Visitors to the Kootenay Rockies by PRIZM Segment

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

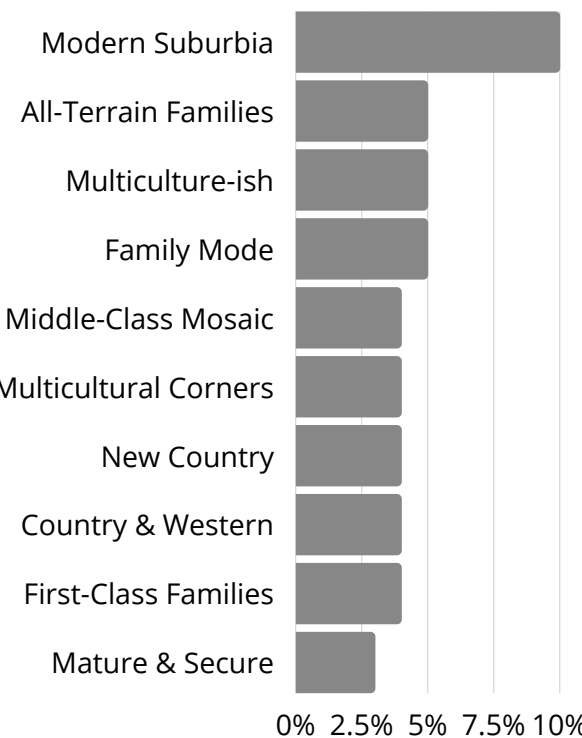


2021 Alberta Visitors to the Kootenay Rockies by PRIZM Segment

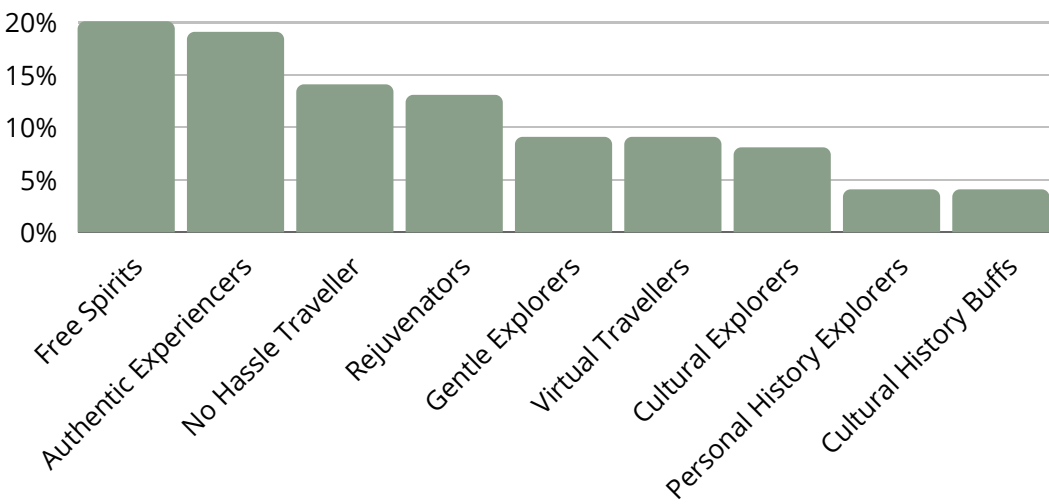
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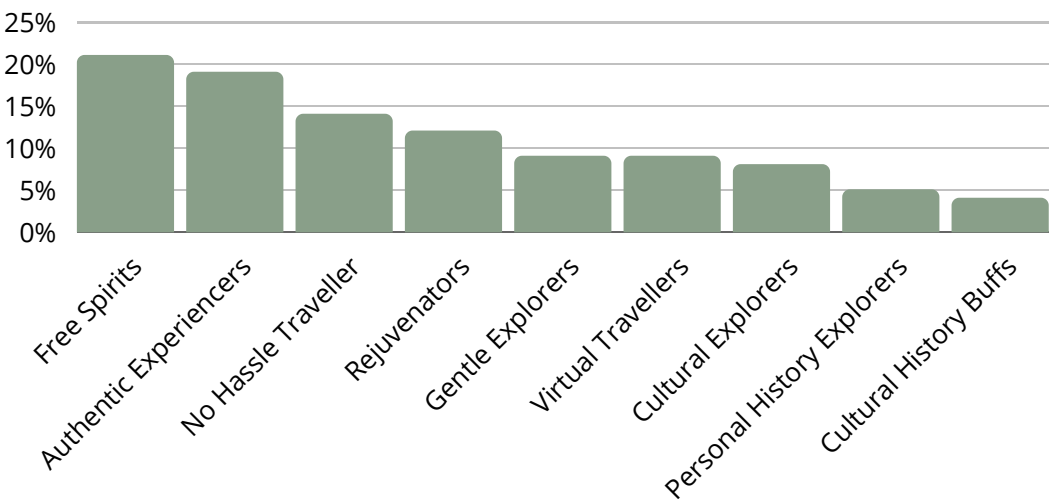
- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Multiculture-ish** rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).



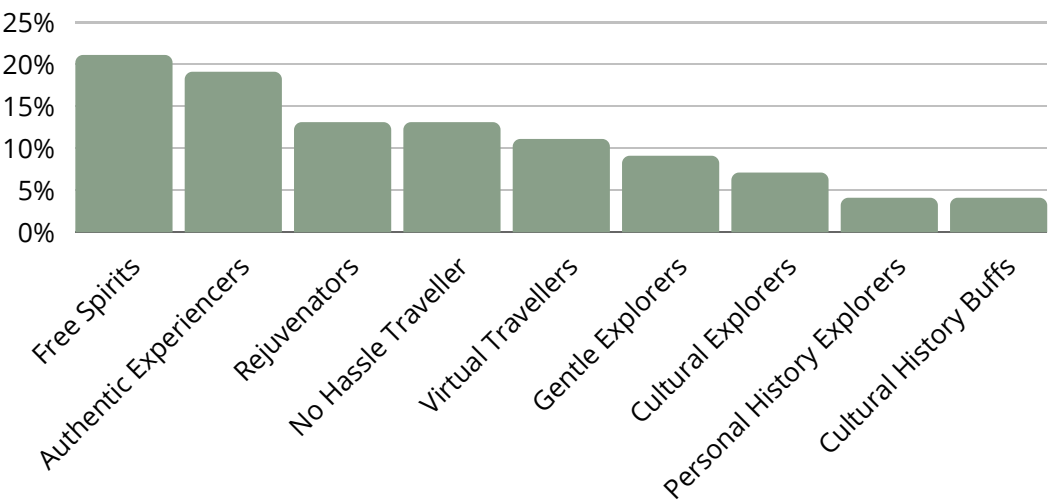
2019 Visitors by EQ Type



2020 Visitors by EQ Type



2021 Visitors by EQ Type



# CONTACT US

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