



**bcrts**

British Columbia  
Regional Tourism  
Secretariat



SYMPHONY  
TOURISM  
SERVICES

Canada, British Columbia & Alberta

**2022 Year In Review**

**Kootenay Rockies**

2022 DATA VINTAGE



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- Visitor numbers by top cities in BC
- Top PRIZM Segments and EQ Types by Year

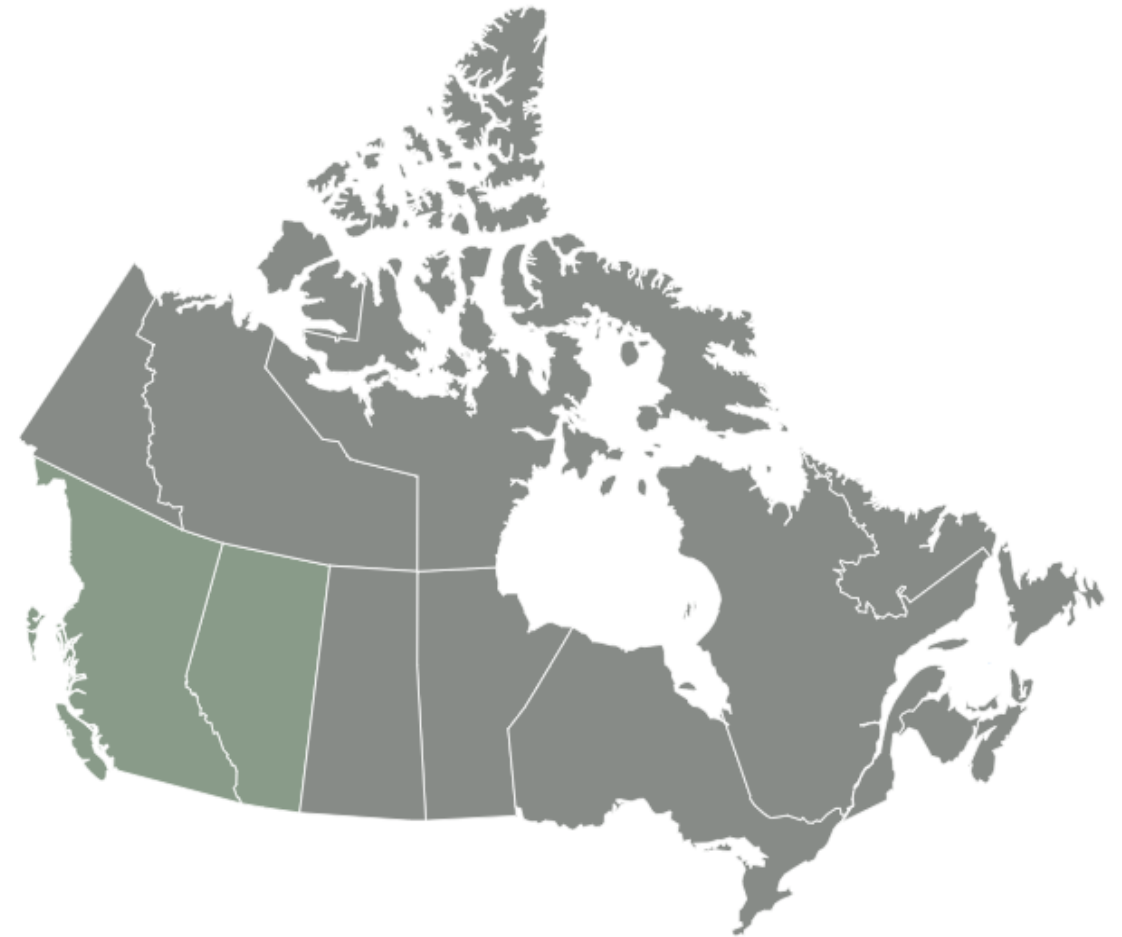


# Purpose

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- As the tourism industry navigates through the global pandemic of COVID-19, 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 our 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 **Kootenay Rockies**



# Research Overview

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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, and grow their business with Canadian travelers
- 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 2019 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)

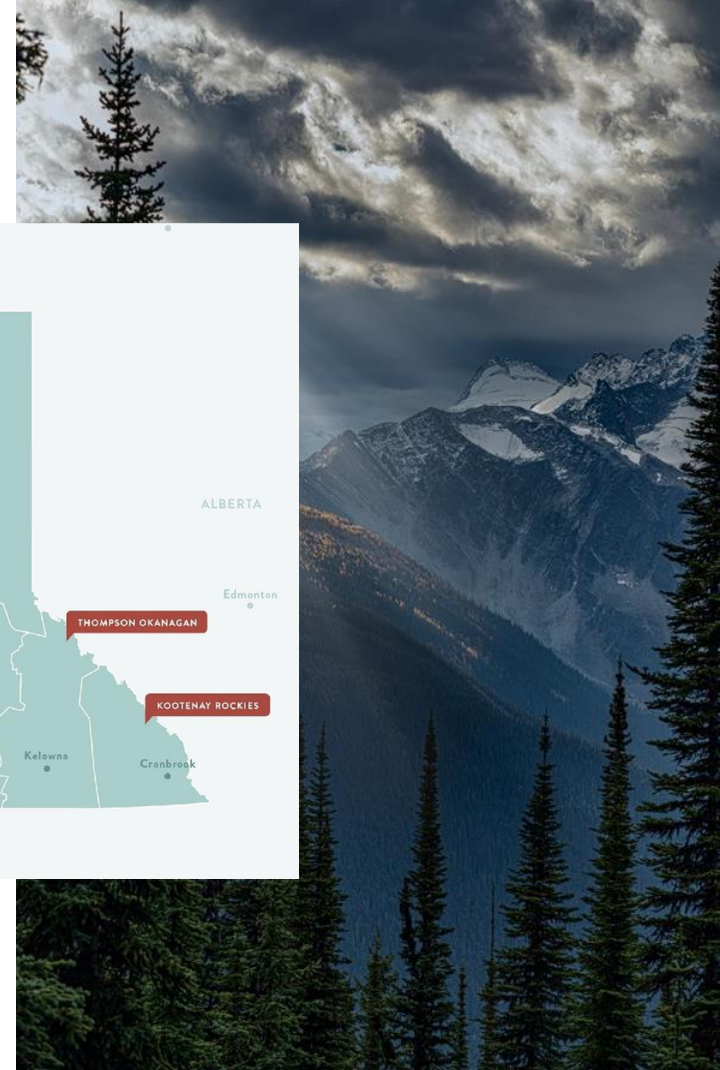


# Research Overview

2022 Year  
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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, 2021 & 2022
- 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



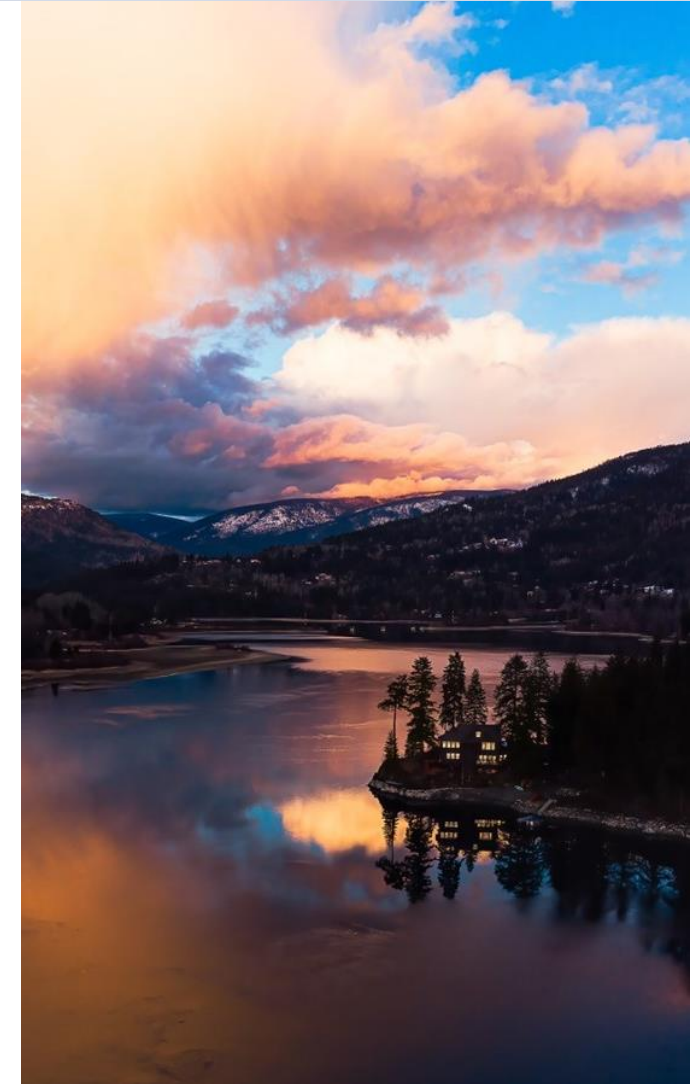


# NEW Visitor View Data Updates

2022 Year  
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- There have been methodology changes to Visitor View Canada to Canada supplied by Environics Analytics in a continued effort to improve the product. It has been rebuilt using telecom source data; this methodology change is to improve the stability and reliability of visitor estimates and the previous methodology which leveraged SDK source data.
- Visitor Estimates for this report have been produced using the new Visitor View solution (not including 2019).
- Environics is not able to reproduce 2019 estimates using the new methodology, but the original 2019 estimates have been retained. They caution against performing any direct volumetric comparisons to 2019 estimates and recommend limiting analysis using 2019 data to PRIZM profile and relative change comparisons. To maintain the consistency of this report and the finish of 2022, we have kept it included. Please review comparisons to 2019 with this in mind. For future reports in 2023, 2019 will not be included.







# Canada Insights



# 2019, 2020 & 2021: Canadian Visitors By Year

## Kootenay Rockies

### Overview

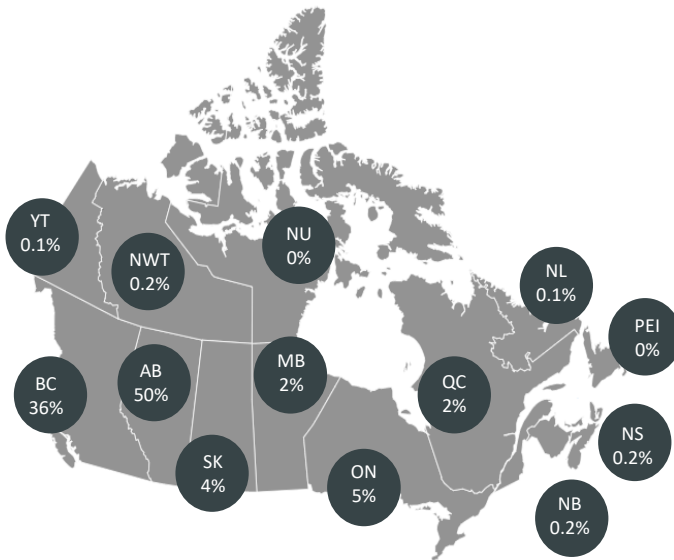
During 2019 Kootenay Rockies saw an average of **1,467,800** Domestic Visitors. During 2020 the province saw **1,686,300** Domestic Visitors, in 2021 **1,846,100** Domestic Visitors and in 2022 **2,158,000** Domestic Visitors. An increase of **47%** compared to 2019, increase of **28%** compared to 2020 and an increase of **17%** compared to 2021.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta 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 British Columbia resident visitors depending on point of origin and point of destination

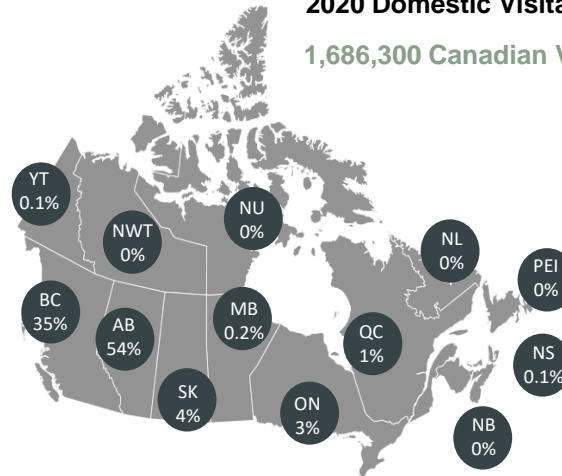
### 2019 Domestic Visitation

1,467,800 Canadian Visitors



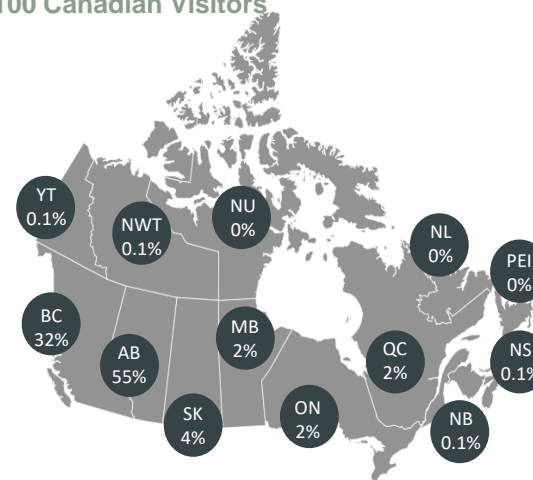
### 2020 Domestic Visitation

1,686,300 Canadian Visitors



### 2021 Domestic Visitation

1,846,100 Canadian Visitors



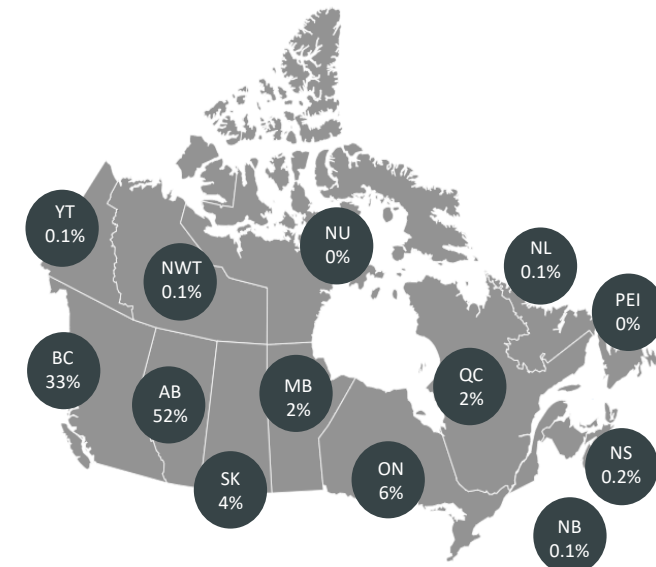
### 2022 Domestic Visitation

2,158,000 Canadian Visitors

Increase of **47%**  
2022 compared to  
2019

Increase of **28%**  
2022 compared to  
2020

Increase of **17%**  
2022 compared to  
2021





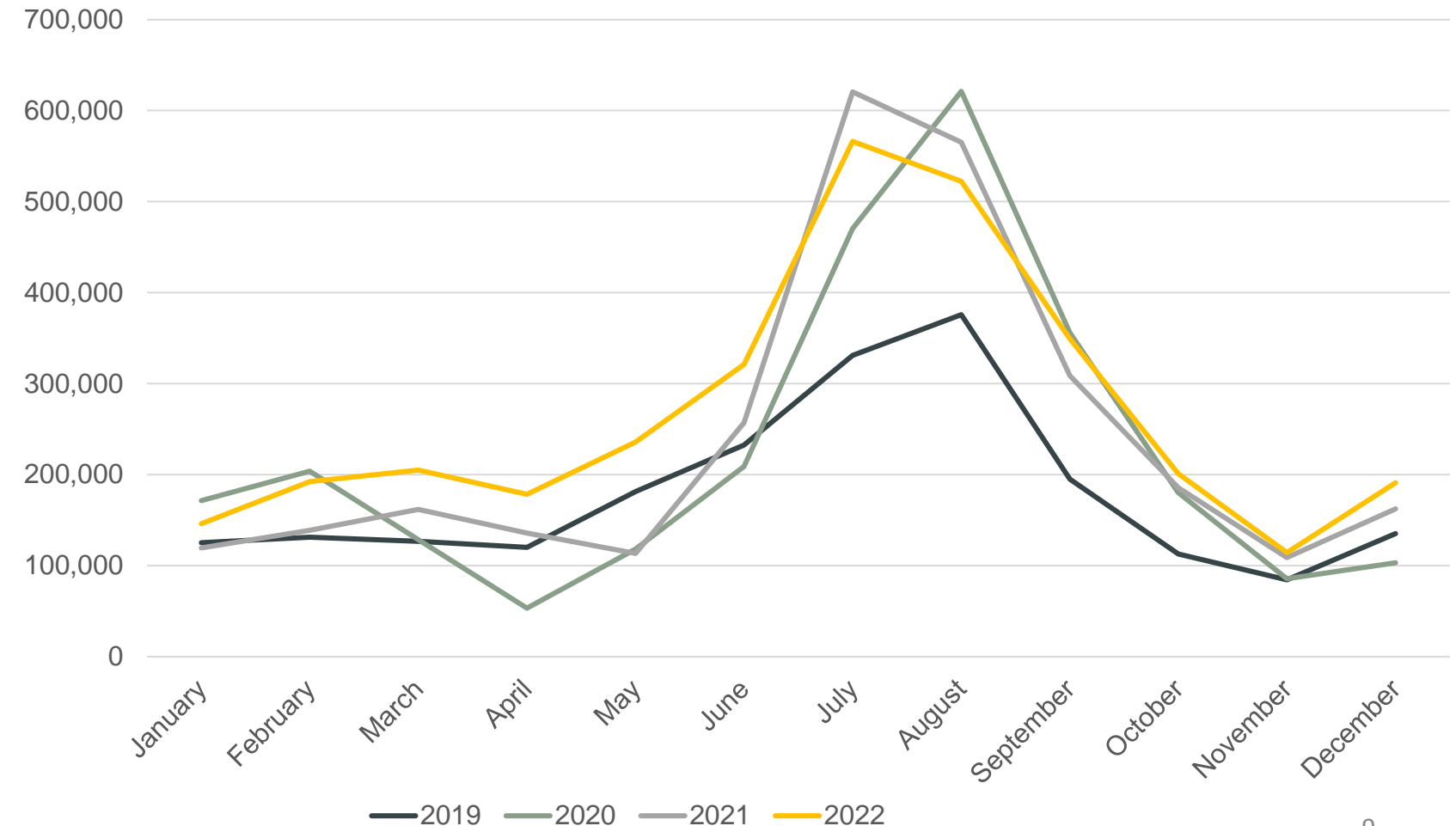
# Canadian Visitation

## CANADIAN VISITORS TRAVELLING TO KOOTENAY ROCKIES BY MONTH

2022 Year  
In Review

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- July and August saw the most visitation in 2022.
- July 2021 saw a **71%** increase compared to 2019, **20%** increase compared to 2020, and **9%** decrease compared to 2021.
- August 2022 saw a **39%** increase compared to 2019, **16%** decrease compared to 2020, and **8%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **16%** increase compared to 2019, **15%** decrease compared to 2020, and **22%** increase compared to 2021.



**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

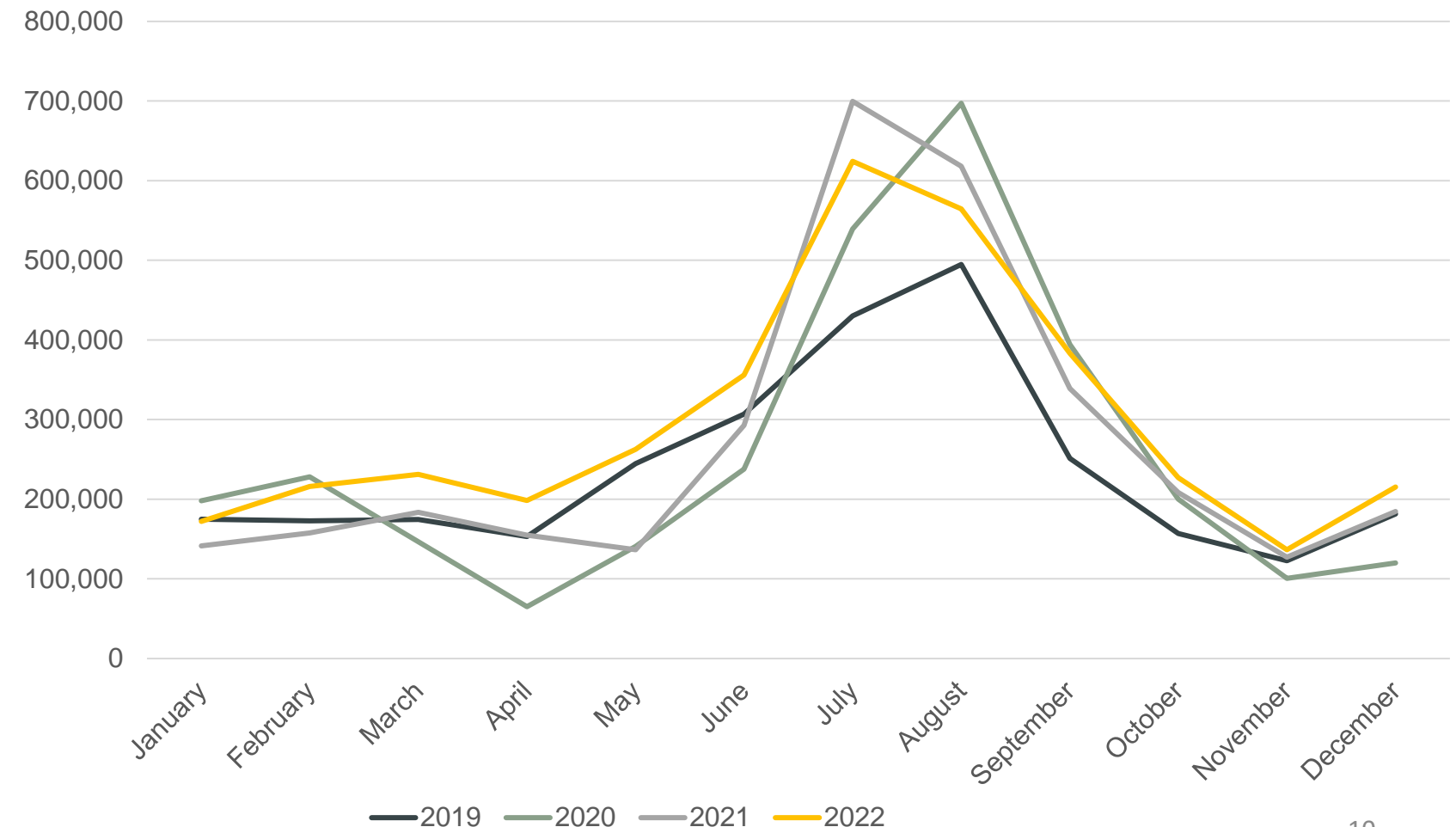
# Canadian Visitation

## CANADIAN TRIPS TO KOOTENAY ROCKIES BY MONTH

2022 Year  
In Review

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- July and August saw the most trips in 2022.
- July 2021 saw a **45%** increase compared to 2019, **16%** increase compared to 2020, and **11%** decrease compared to 2021.
- August 2022 saw a **14%** increase compared to 2019, **19%** decrease compared to 2020, and **9%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **2%** decrease compared to 2019, **13%** decrease compared to 2020, and **22%** increase compared to 2021.



**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.



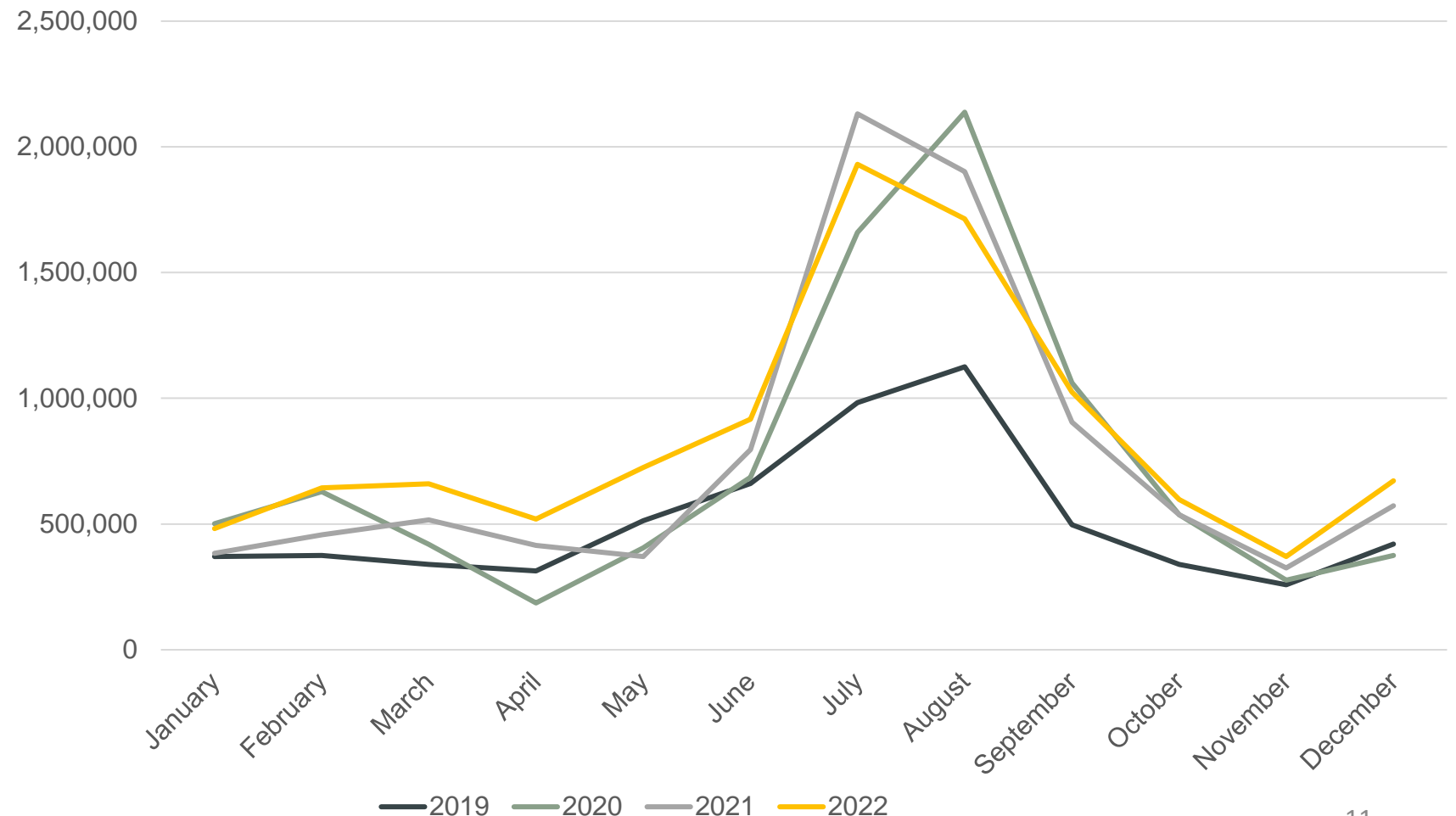
# Canadian Visitation

## CANADIAN OVERNIGHT STAYS TO KOOTENAY ROCKIES BY MONTH

2022 Year  
In Review

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- July and August saw the most overnight stays in 2022.
- July 2021 saw a **96%** increase compared to 2019, **16%** increase compared to 2020, and **9%** decrease compared to 2021.
- August 2022 saw a **52%** increase compared to 2019, **20%** decrease compared to 2020, and **10%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **30%** decrease compared to 2019, **4%** decrease compared to 2020, and **25%** increase compared to 2021.



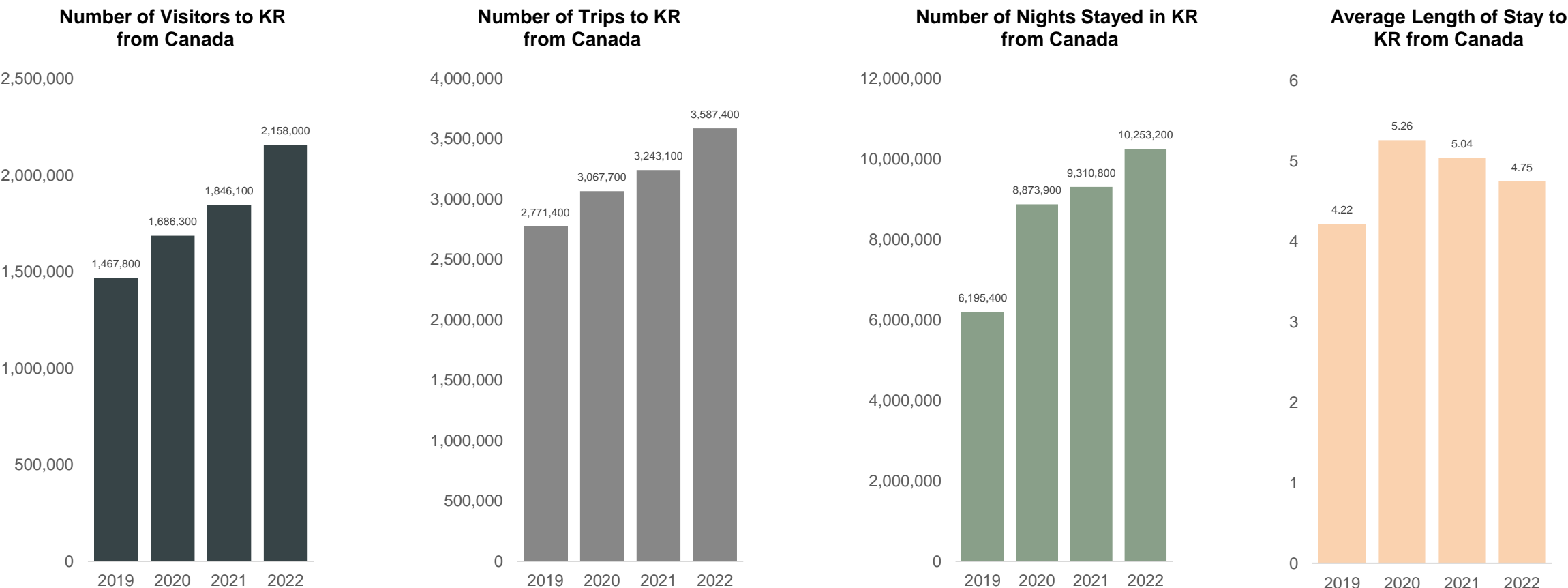
**Note:** "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

# Canadian Visitation By Year

## CANADIAN RESIDENTS TRAVELLING TO KOOTENAY ROCKIES

2022 Year  
In Review

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





# British Columbia Insights



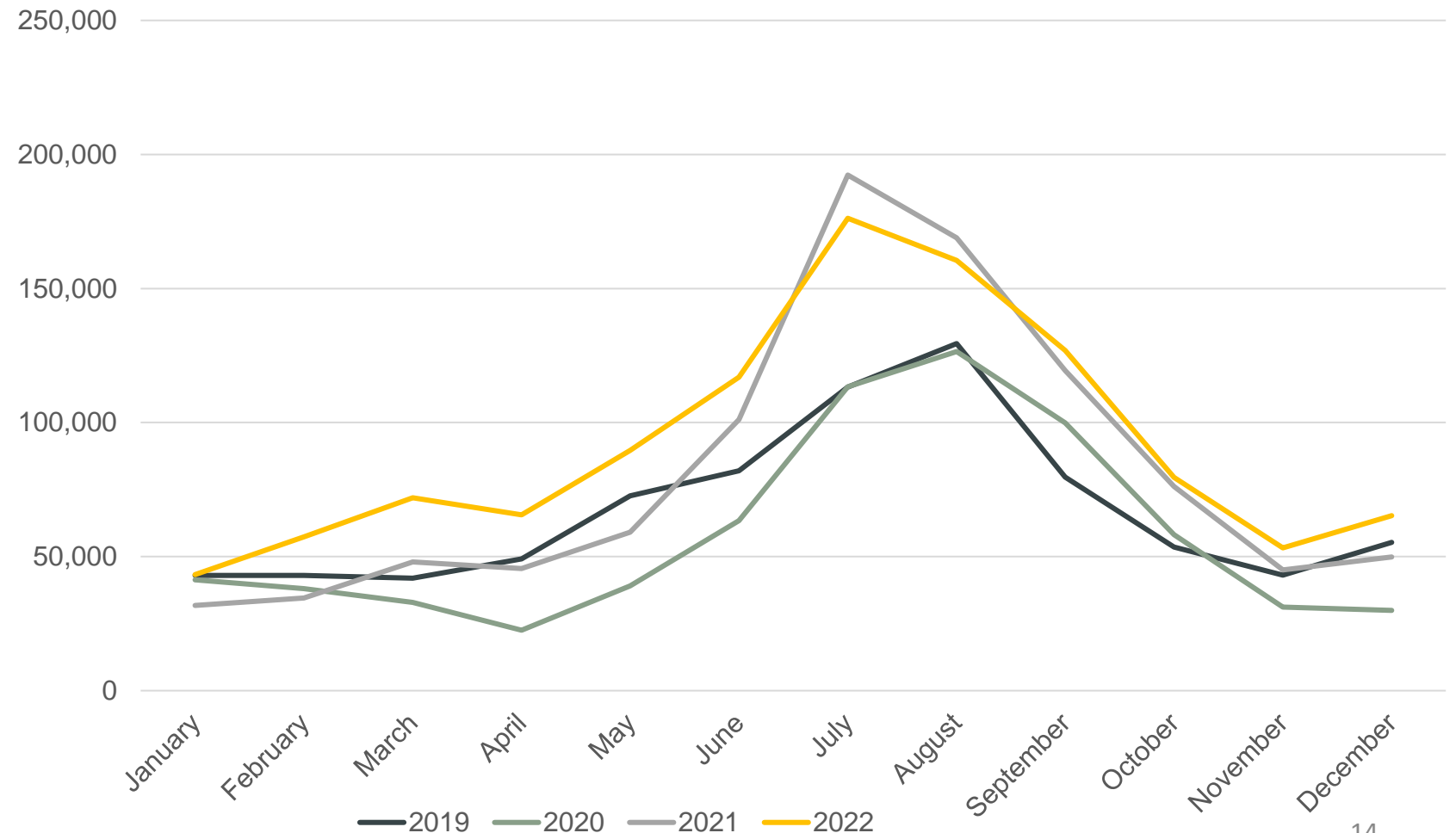
# British Columbian Visitation

## BC VISITORS TRAVELLING TO KOOTENAY ROCKIES BY MONTH

2022 Year  
In Review

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- July and August saw the most visitation in 2022.
- July 2021 saw a **56%** increase compared to 2019, **55%** increase compared to 2020, and **8%** decrease compared to 2021.
- August 2022 saw a **24%** increase compared to 2019, **27%** decrease compared to 2020, and **5%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **1%** increase compared to 2019, **5%** increase compared to 2020, and **36%** increase compared to 2021.



**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.



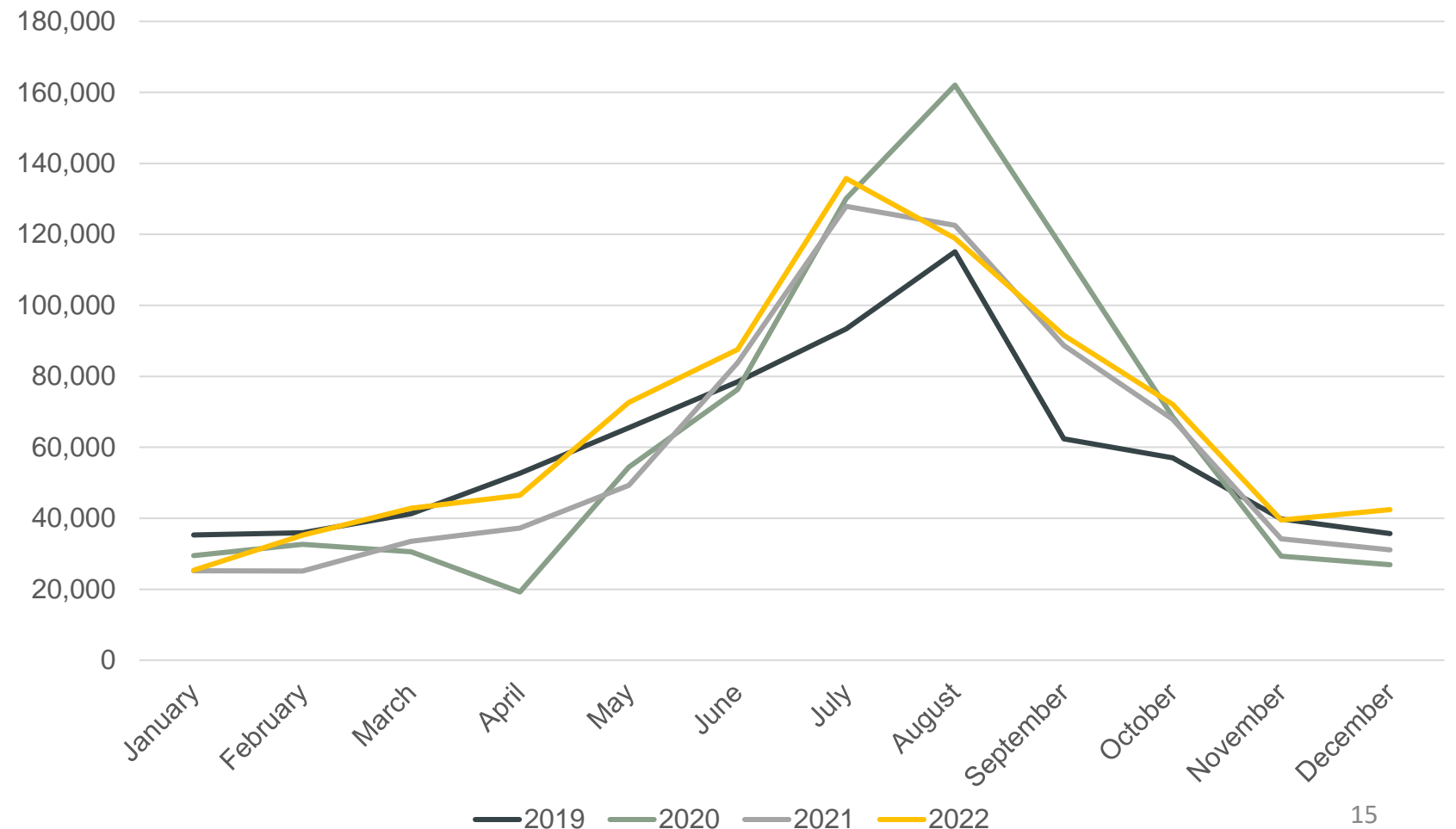
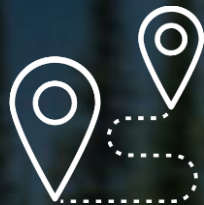
# British Columbian Visitation

## BC TRIPS TO KOOTENAY ROCKIES BY MONTH

2022 Year  
In Review

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- July and August saw the most trips in 2022.
- July 2021 saw a **29%** increase compared to 2019, **28%** increase compared to 2020, and **11%** decrease compared to 2021.
- August 2022 saw a **3%** increase compared to 2019, **4%** decrease compared to 2020, and **7%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **16%** decrease compared to 2019, **7%** decrease compared to 2020, and **36%** increase compared to 2021.



**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

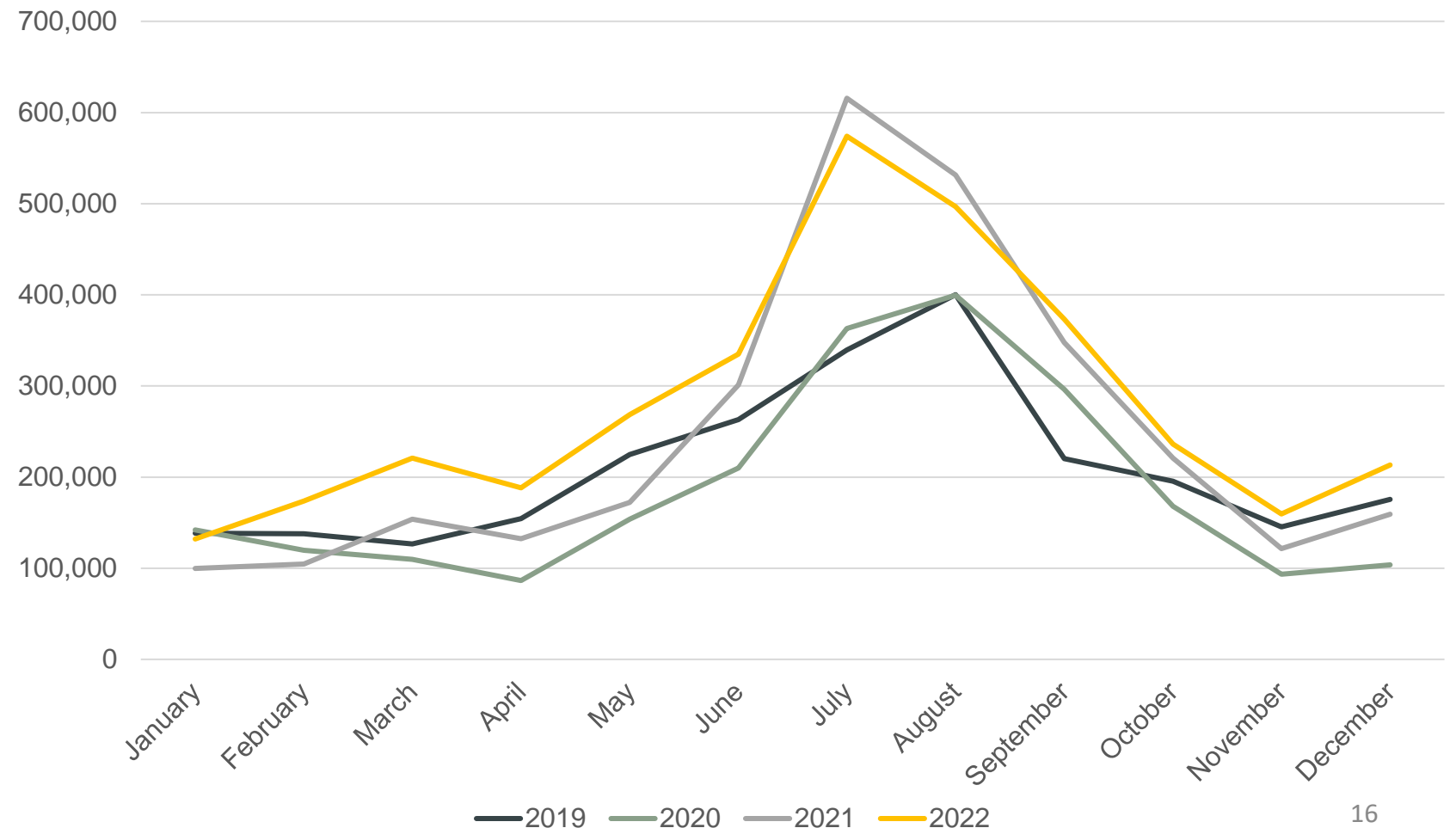
# British Columbian Visitation

## BC OVERNIGHT STAYS IN KOOTENAY ROCKIES BY MONTH

2022 Year  
In Review

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- July and August saw the most overnight stays in 2022.
- July 2021 saw a **69%** increase compared to 2019, **58%** increase compared to 2020, and **7%** decrease compared to 2021.
- August 2022 saw a **24%** increase compared to 2019, **24%** decrease compared to 2020, and **7%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **4%** decrease compared to 2019, **7%** decrease compared to 2020, and **32%** decrease compared to 2021.



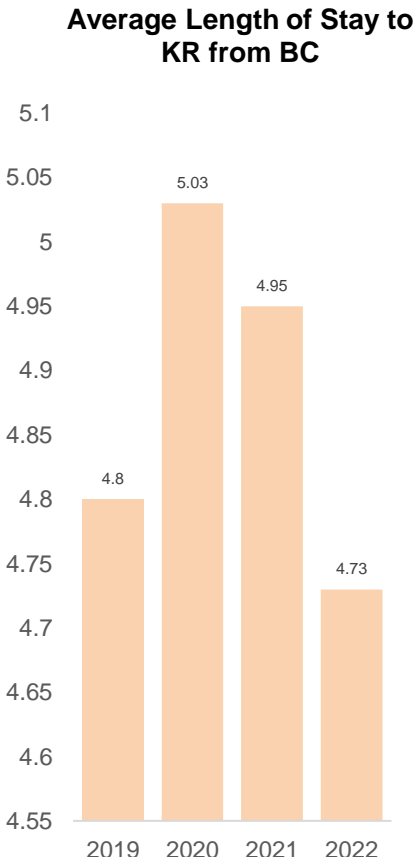
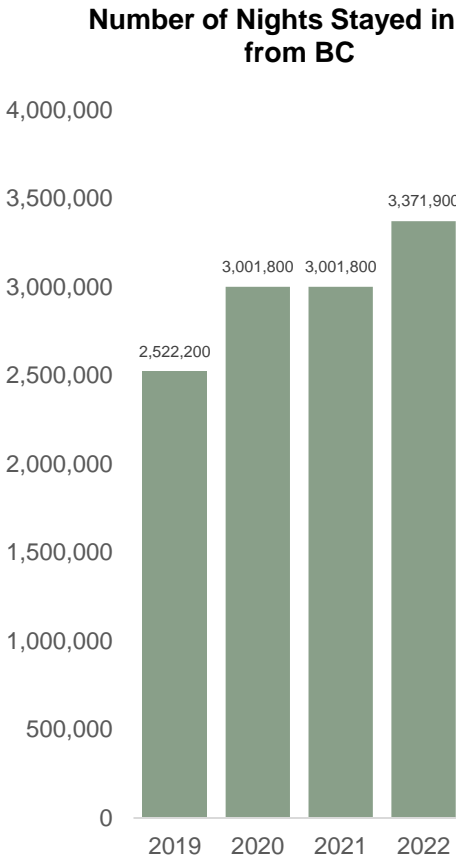
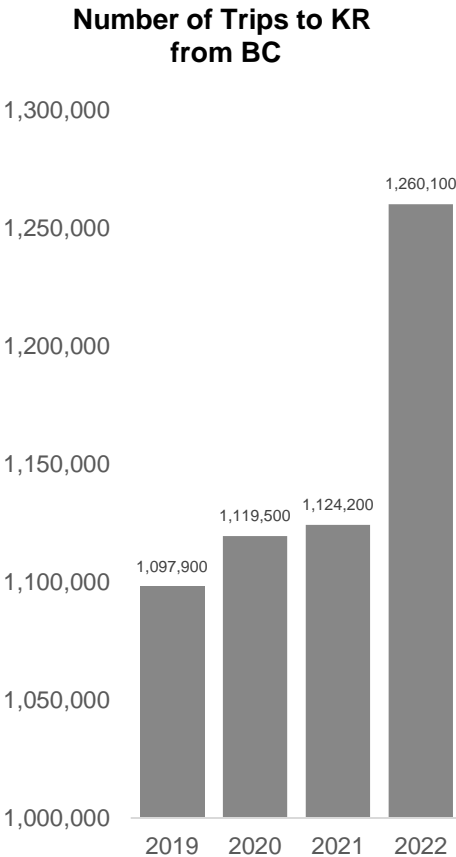
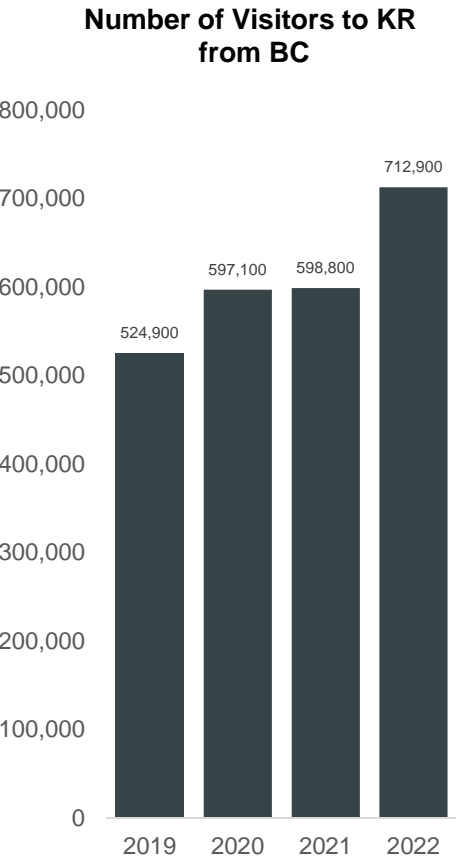


# British Columbia Visitation By Year

## BRITISH COLUMBIA RESIDENTS TRAVELLING TO KOOTENAY ROCKIES

2022 Year  
In Review

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

# BC Visits To British Columbia By Year

2022 Year  
In Review

## VISITS TO KOOTENAY ROCKIES BY ORIGIN CITY

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City	2019 Visitor Count
Vancouver	45,300
Kelowna	34,500
Surrey	28,800
Kamloops	18,800
Abbotsford	13,200
Burnaby	13,100
Cranbrook	12,900
Richmond	11,400
Vernon	11,200
West Kelowna	9,400

City	2020 Visitor Count
Vancouver	56,200
Kelowna	45,700
Surrey	41,500
Kamloops	21,900
Burnaby	17,500
Abbotsford	17,000
Richmond	14,900
Vernon	14,500
Cranbrook	13,200
Coquitlam	11,800

City	2021 Visitor Count
Vancouver	48,900
Kelowna	48,200
Surrey	39,400
Kamloops	24,600
Abbotsford	16,800
Burnaby	16,000
Vernon	15,800
Cranbrook	13,400
Richmond	13,200
West Kelowna	12,500

City	2022 Visitor Count
Vancouver	65,000
Surrey	52,400
Kelowna	49,600
Kamloops	26,500
Burnaby	21,800
Abbotsford	19,300
Richmond	18,000
Vernon	16,500
Coquitlam	14,500
Langley	13,900



# BC Visitation to Kootenay Rockies by PRIZM Segment and EQ Type

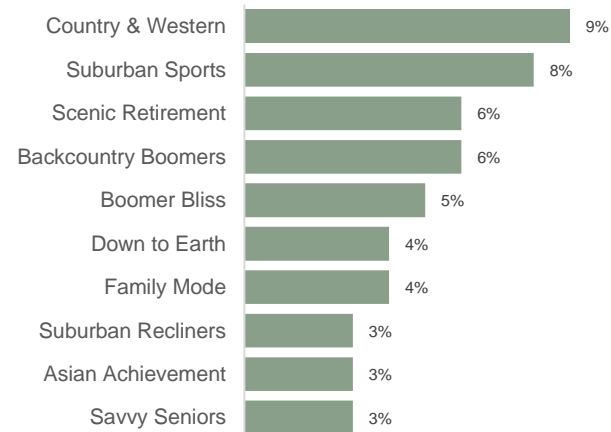
2022 Year  
In Review

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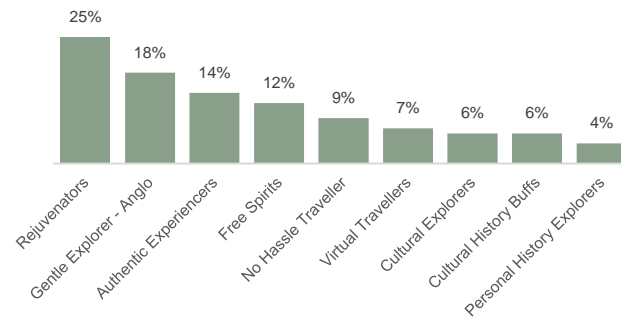
## PRIZM Overview

- **Suburban Sports** rank 34<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 122,725 (6.0%) of the total Households in British Columbia (2,030,007).
- **Country & Western** rank 5<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 87,422 (4.3%) of the total Households in British Columbia (2,030,007).
- **Scenic Retirement** rank 4<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 90,909 (4.4%) of the total Households in British Columbia (2,030,007).
- **Backcountry Boomers** rank 16<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 54,768 (2.7%) of the total Households in British Columbia (2,030,007).

## 2019 BC Visitors by PRIZM Segment



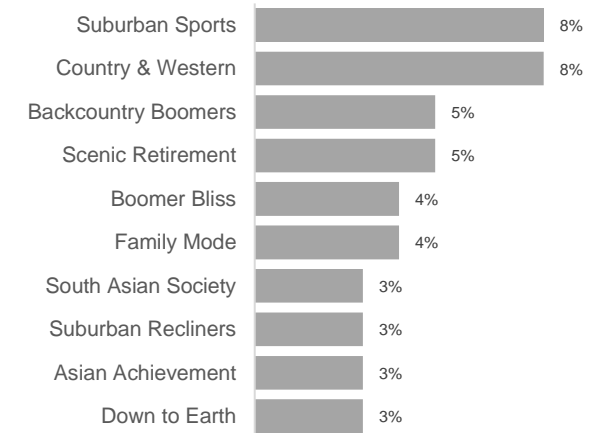
## 2019 BC Visitors by EQ Type



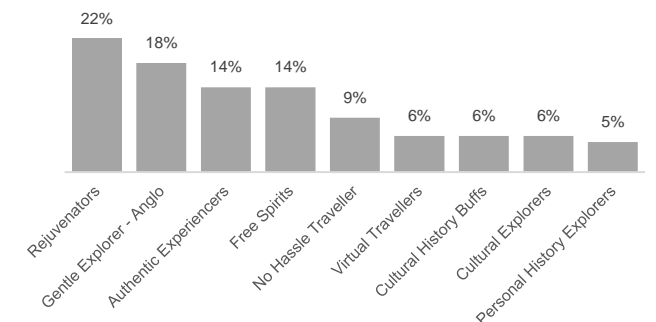
## EQ Overview

- **Rejuvenators** rank 3<sup>rd</sup> of the 9 EQ Traveler Types identified in Canada, making up 297,620 (14.7%) of the total Households in British Columbia (2,030,007).
- **Gentle Explorers** rank 2<sup>nd</sup> of the 9 EQ Traveler Types identified in Canada, making up 320,690 (15.5%) of the total Households in British Columbia (2,030,007).
- **Authentic Experiencers** rank 4<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 291,751 (14.3%) of the total Households in British Columbia (2,030,007).
- **Free Spirits** rank 1<sup>st</sup> of the 9 EQ Traveler Types identified in Canada, making up 320,690 (15.8%) of the total Households in British Columbia (2,030,007).
- **No Hassle Travellers** rank 8<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 119,355 (5.9%) of the total Households in British Columbia (2,030,007).

## 2020 BC Visitors by PRIZM Segment



## 2020 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

# BC Visitation to Kootenay Rockies by PRIZM Segment and EQ Type

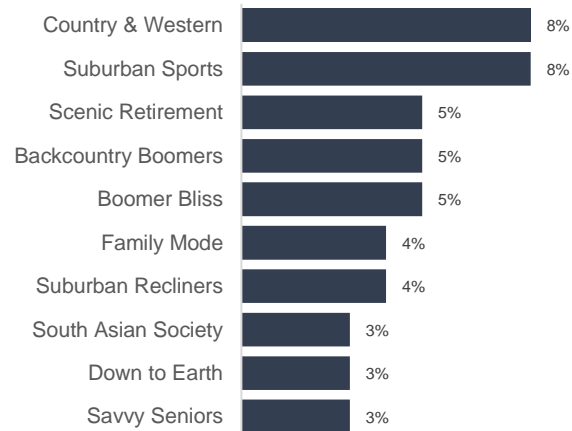
2022 Year  
In Review

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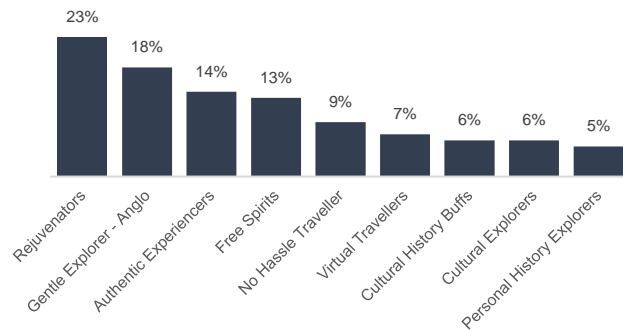
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- **Backcountry Boomers** rank 16<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 54,768 (2.7%) of the total Households in British Columbia (2,030,007).

## 2021 BC Visitors by PRIZM Segment



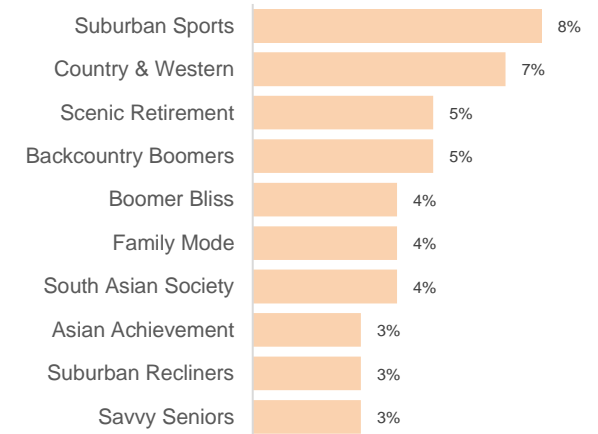
## 2021 BC Visitors by EQ Type



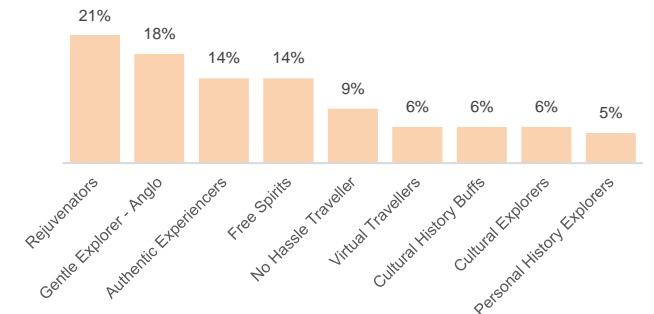
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- **No Hassle Travellers** rank 8<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 119,355 (5.9%) of the total Households in British Columbia (2,030,007).

## 2022 BC Visitors by PRIZM Segment



## 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





# Alberta Insights



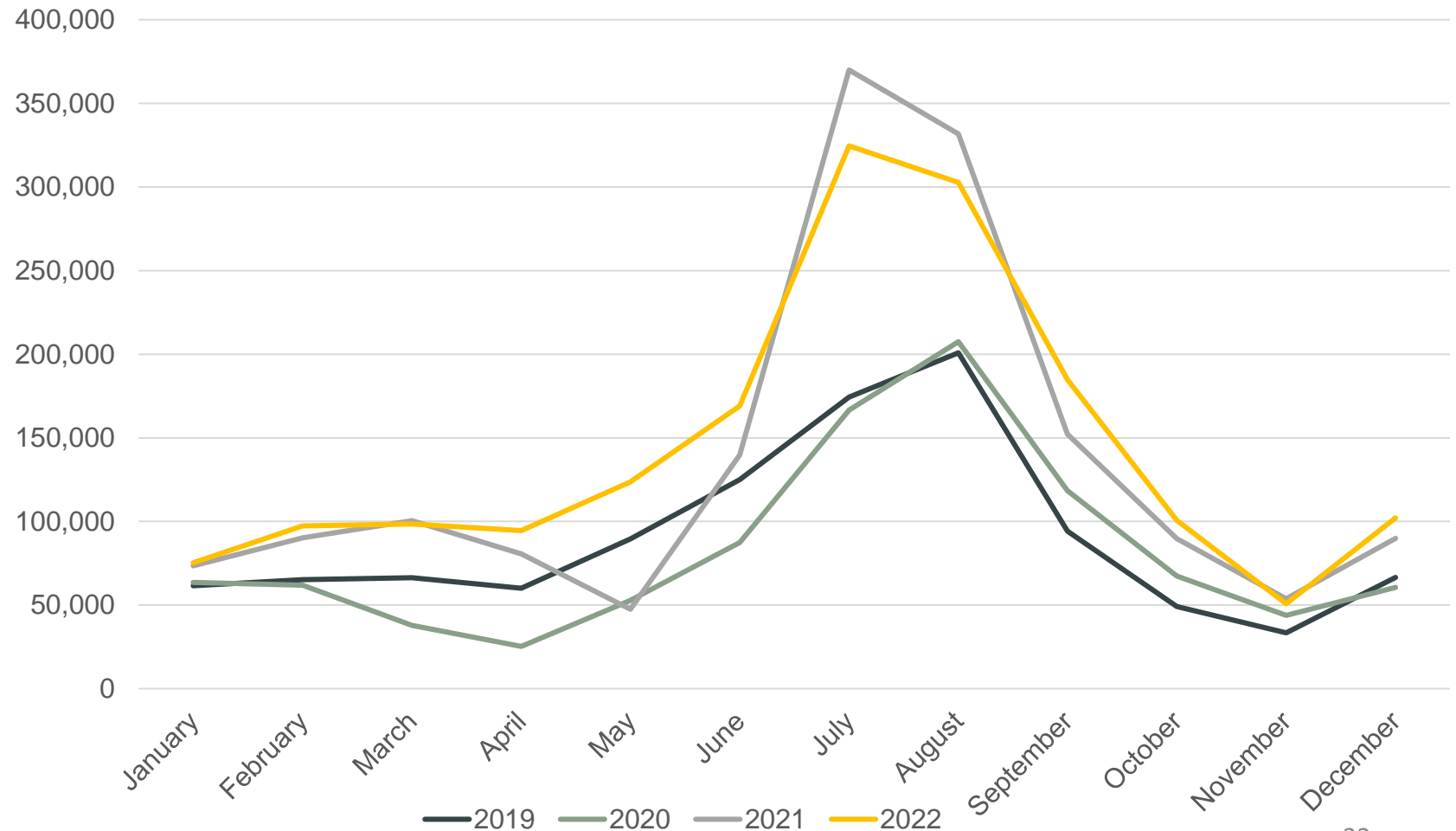
# Alberta Visitation

## ALBERTA VISITORS TRAVELLING TO KOOTENAY ROCKIES BY MONTH

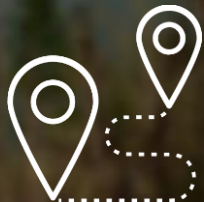
2022 Visitor  
Highlights

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- July and August saw the most visitation in 2022.
- July 2021 saw a **86%** increase compared to 2019, **95%** increase compared to 2020, and **12%** increase compared to 2021.
- August 2022 saw a **51%** increase compared to 2019, **46%** increase compared to 2020, and **9%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **22%** increase compared to 2019, **19%** increase compared to 2020, and **3%** increase compared to 2021.



**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.



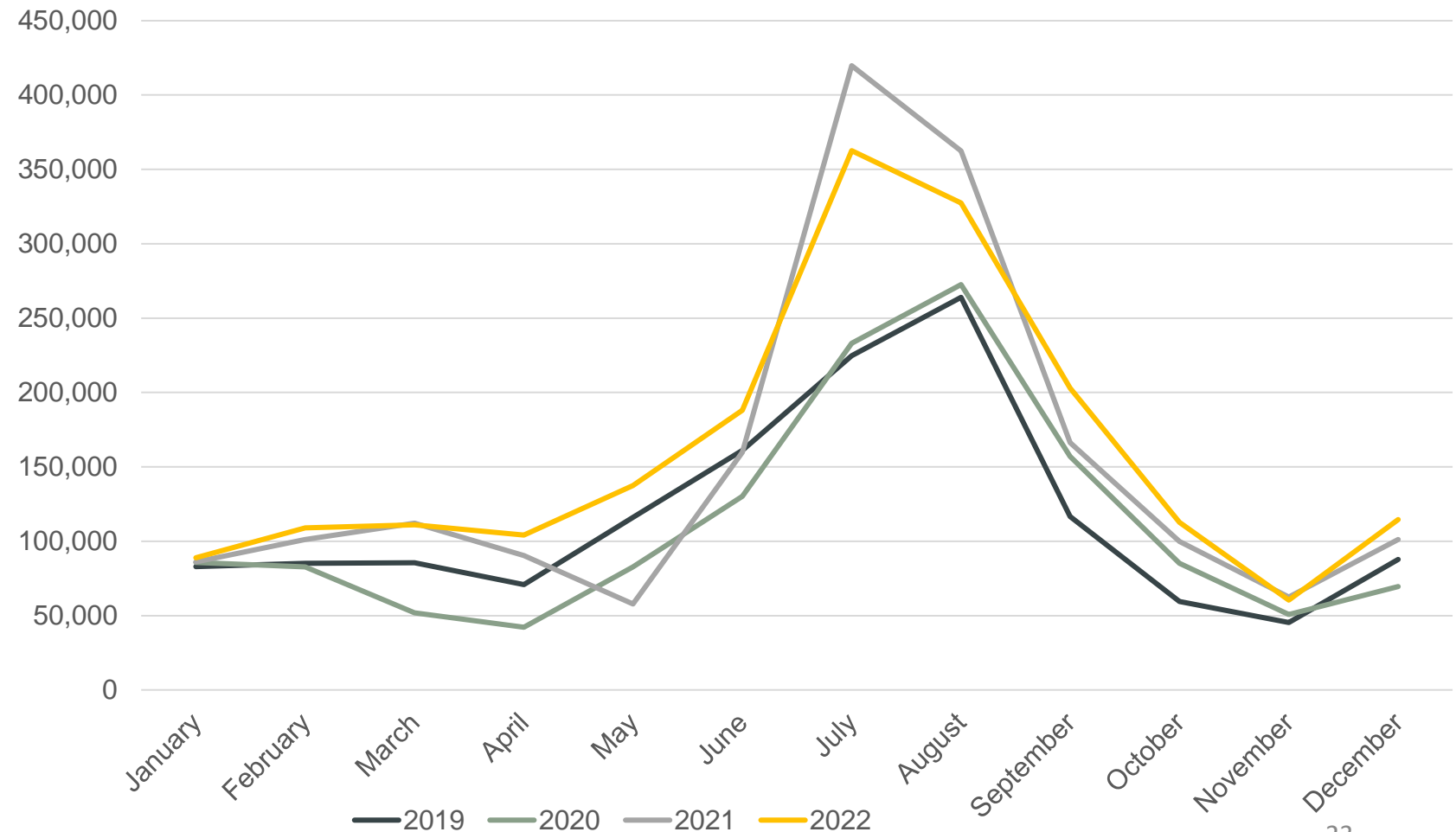
# Alberta Visitation

## ALBERTA TRIPS TO KOOTENAY ROCKIES BY MONTH

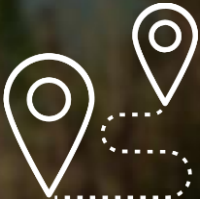
2022 Visitor  
Highlights

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- July and August saw the most trips in 2022.
- July 2021 saw a **61%** increase compared to 2019, **56%** increase compared to 2020, and **14%** decrease compared to 2021.
- August 2022 saw a **24%** increase compared to 2019, **20%** increase compared to 2020, and **10%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **7%** increase compared to 2019, **4%** increase compared to 2020, and **3%** increase compared to 2021.



**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.





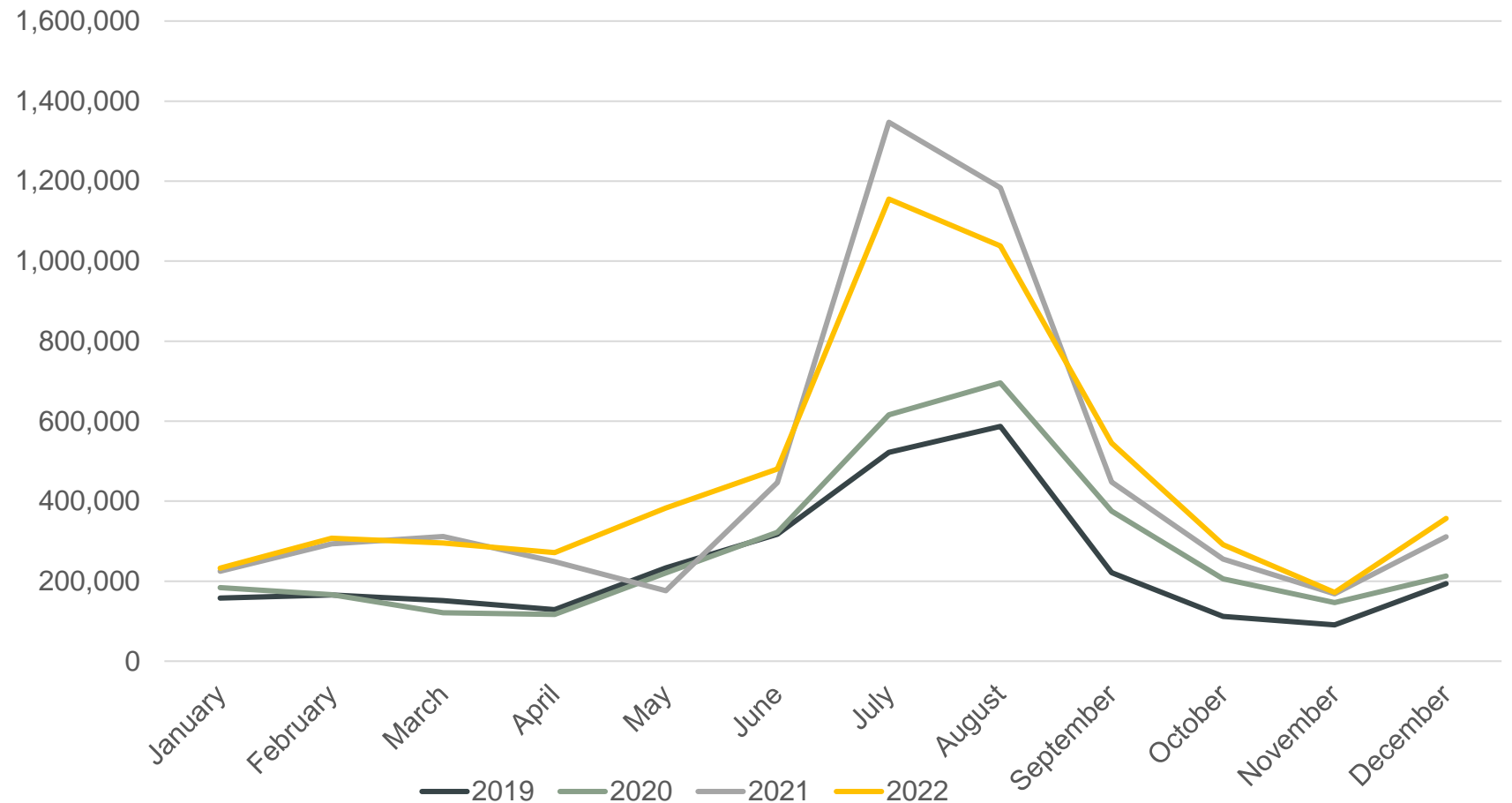
# Alberta Visitation

## ALBERTA OVERNIGHT STAYS IN KOOTENAY ROCKIES BY MONTH

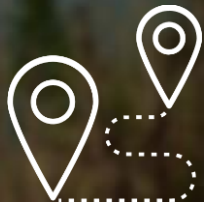
2022 Visitor  
Highlights

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- July and August saw the most overnight stays in 2022.
- July 2021 saw a **122%** increase compared to 2019, **88%** increase compared to 2020, and **14%** decrease compared to 2021.
- August 2022 saw a **77%** increase compared to 2019, **49%** decrease compared to 2020, and **12%** decrease compared to 2021.
- January saw the lowest visitation of 2022 with a **47%** increase compared to 2019, **27%** increase compared to 2020, and **34%** increase compared to 2021.



**Note:** "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

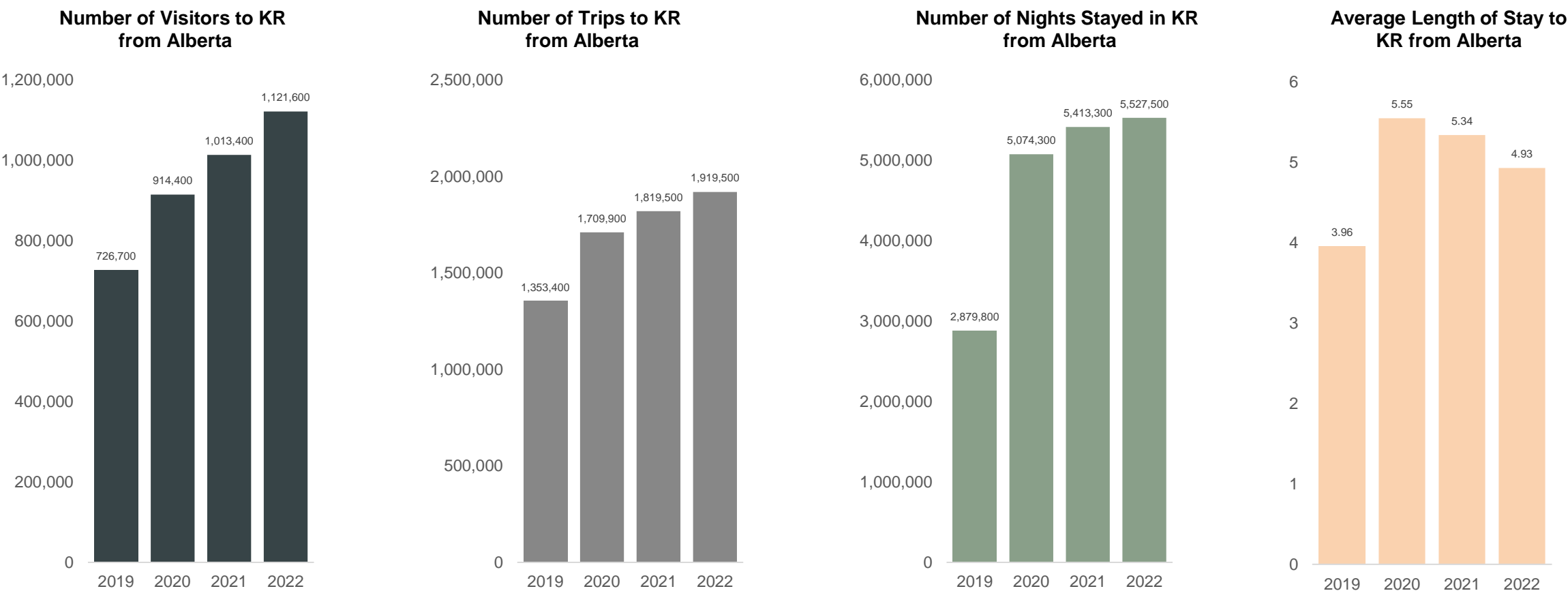


# Alberta Visitation By Year

## ALBERTA RESIDENTS TRAVELLING TO KOOTENAY ROCKIES

2022 Year  
In Review

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

# Alberta Visits To British Columbia By Year

2022 Year  
In Review

## VISITS TO KOOTENAY ROCKIES BY ORIGIN CITY

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City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count	City	2022 Visitor Count
Calgary	310,100	Calgary	420,100	Calgary	462,700	Calgary	496,100
Edmonton	94,100	Edmonton	123,300	Edmonton	141,200	Edmonton	161,000
Lethbridge	23,500	Lethbridge	28,300	Lethbridge	30,700	Lethbridge	34,400
Airdrie	21,300	Airdrie	27,100	Airdrie	29,600	Airdrie	31,800
Red Deer	18,700	Red Deer	21,100	Red Deer	22,700	Red Deer	25,800
Rocky View County	14,400	Rocky View County	17,000	Rocky View County	18,500	Rocky View County	19,800
Strathcona County	13,000	Strathcona County	15,100	Strathcona County	17,700	Strathcona County	19,800
Okotoks	9,300	Okotoks	11,200	Medicine Hat	12,300	Medicine Hat	14,500
St. Albert	8,900	Medicine Hat	10,700	Okotoks	12,000	St. Albert	13,500
Cochrane	8,500	Cochrane	10,400	St. Albert	11,800	Okotoks	13,000



# AB Visitation to Kootenay Rockies by PRIZM Segment and EQ Type

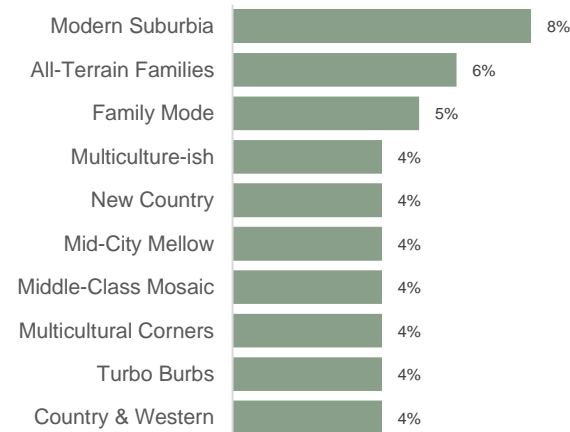
2022 Year  
In Review

bcrts

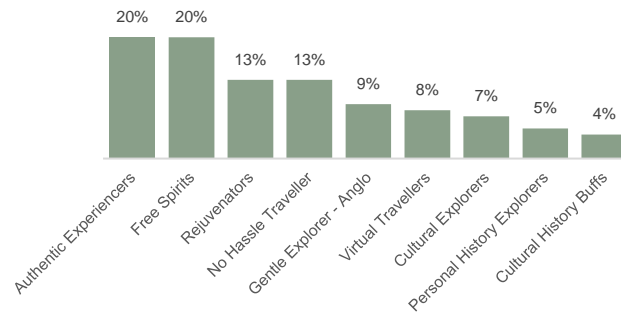
## PRIZM Overview

- **Modern Suburbia** rank 1<sup>st</sup> of the 67 PRIZM Clusters identified in Canada, making up 127,141 (7.7%) of the total Households in Alberta (1,642,696).
- **All-Terrain Families** rank 2<sup>nd</sup> of the 67 PRIZM Clusters identified in Canada, making up 84,128 (5.1%) of the total Households in Alberta (1,642,696).
- **Family Mode** rank 7<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 62,933 (3.8%) of the total Households in Alberta (1,642,696).
- **Multiculture-ish** rank 15<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 42,255 (2.6%) of the total Households in Alberta (1,642,696).

## 2019 AB Visitors by PRIZM Segment



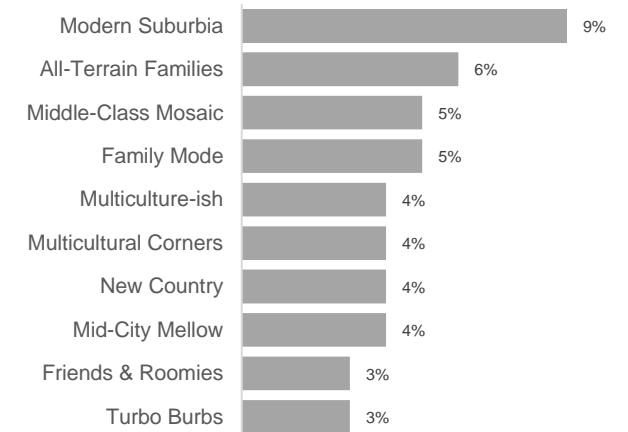
## 2019 AB Visitors by EQ Type



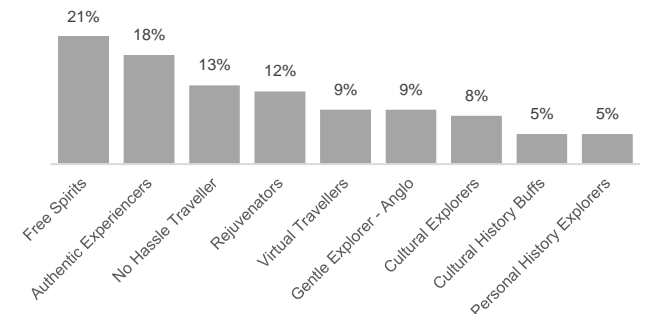
## EQ Overview

- **Free Spirits** rank 1<sup>st</sup> of the 9 EQ Traveler Types identified in Canada, making up 316,197 (19.3%) of the total Households in Alberta (1,642,696).
- **Authentic Experiencers** rank 3<sup>rd</sup> of the 9 EQ Traveler Types identified in Canada, making up 213,895 (13.0%) of the total Households in Alberta (1,642,696).
- **Rejuvenators** rank 2<sup>nd</sup> of the 9 EQ Traveler Types identified in Canada, making up 229,710 (13.9%) of the total Households in Alberta (1,642,696).
- **No Hassle Travellers** rank 5<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 193,954 (11.8%) of the total Households in Alberta (1,642,696).
- **Gentle Explorers** rank 4<sup>th</sup> of the 9 EQ Traveler Types identified in Canada, making up 200,784 (12.2%) of the total Households in Alberta (1,642,696).

## 2020 AB Visitors by PRIZM Segment



## 2020 AB 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

# AB Visitation to Kootenay Rockies by PRIZM Segment and EQ Type

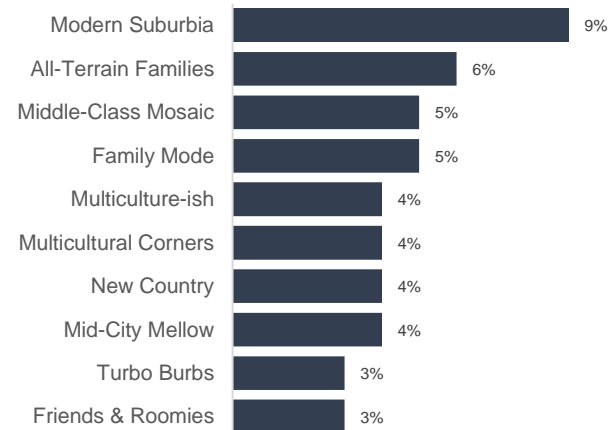
2022 Year  
In Review

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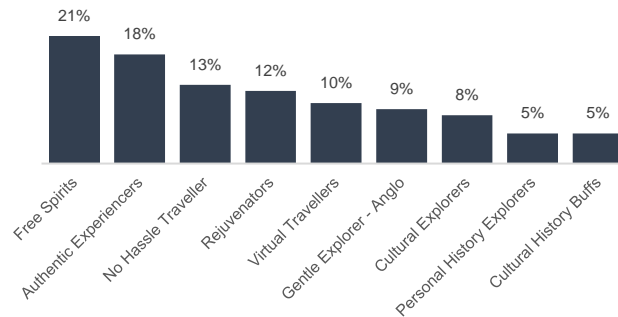
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- **All-Terrain Families** rank 2<sup>nd</sup> of the 67 PRIZM Clusters identified in Canada, making up 84,128 (5.1%) of the total Households in Alberta (1,642,696).
- **Middle-Class Mosaic** rank 4<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 79,778 (4.8%) of the total Households in Alberta (1,642,696).
- **Family Mode** rank 7<sup>th</sup> of the 67 PRIZM Clusters identified in Canada, making up 62,933 (3.8%) of the total Households in Alberta (1,642,696).

## 2021 AB Visitors by PRIZM Segment



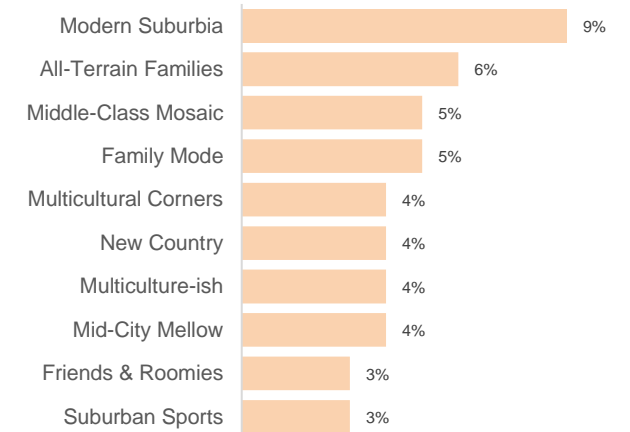
## 2021 AB Visitors by EQ Type



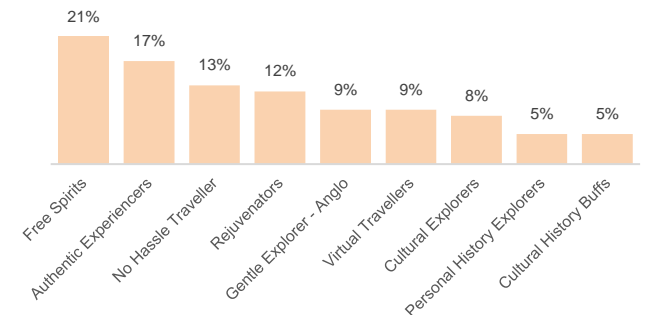
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## 2022 AB Visitors by PRIZM Segment



## 2022 AB Visitors by EQ Type



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

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Note: All counts have been rounded to the nearest 100

# CONTACT US

2022 Visitor  
Highlights

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