



bcrts

British Columbia
Regional Tourism
Secretariat

Canada, British Columbia & Alberta

Monthly Visitor Highlights | 2023

Kootenay Rockies Region – *May Update*



SYMPHONY
TOURISM
SERVICES



KOOTENAY
ROCKIES
TOURISM

2023 DATA VINTAGE

Purpose

2023 Visitor
Highlights



bcrts

- As the tourism industry navigates recovery from the COVID-19 global pandemic, the British Columbia Regional Tourism Secretariat (BCRTS) continues to provide baseline research to support the industry as it moves forward
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **BC Market** as the top priority followed by the **Alberta Market**
- This report focuses on visitor analysis to **Kootenay Rockies Region**



Research Overview

2023 Visitor
Highlights

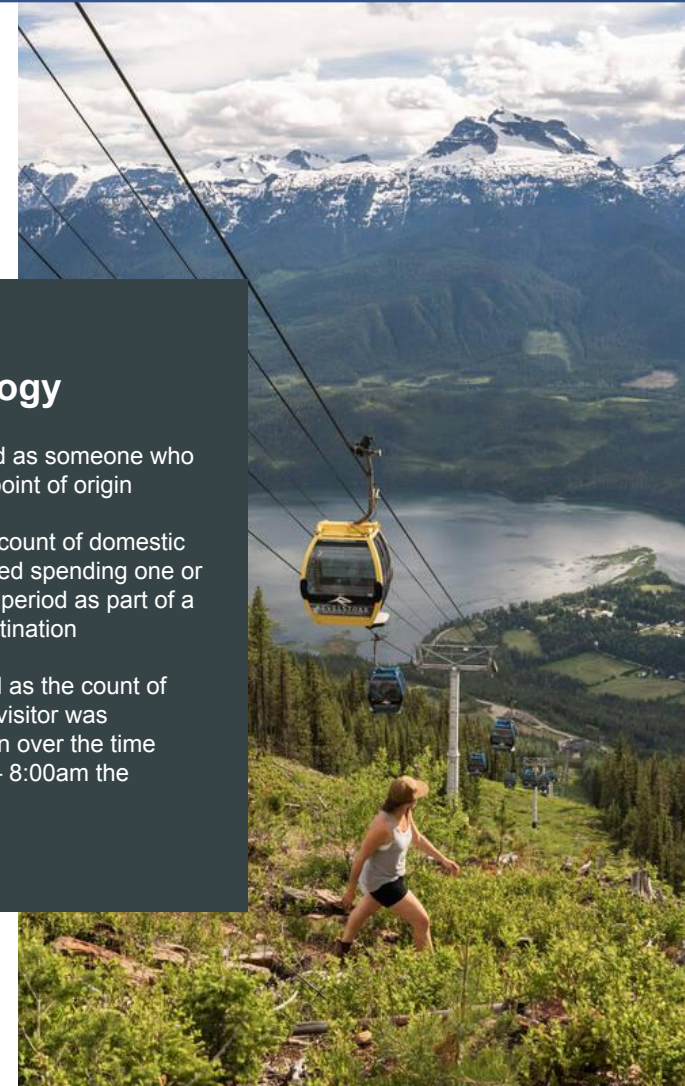


bcrts

- **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 and grow their business with Canadian travellers
- Visitor View produces neighbourhood-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 2020 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)



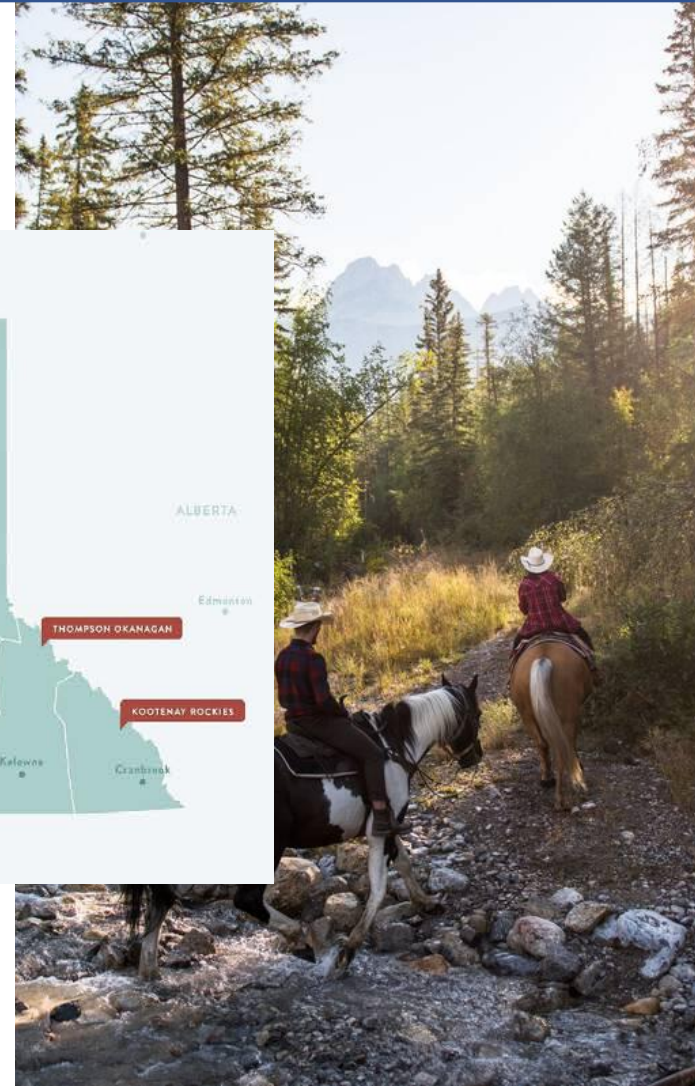
Research Overview

2023 Visitor
Highlights



bcrts

- Visitor View can help you measure the effectiveness of your marketing strategies to Canadian Visitors, as well as understand the Canadian travel and tourism industry and 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 in 2020, 2021, 2022 and 2023
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and the path to recovery
- Visitor View also allows us to identify the best regions and neighbourhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing





Canada Insights

Q1 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

Kootenay Rockies

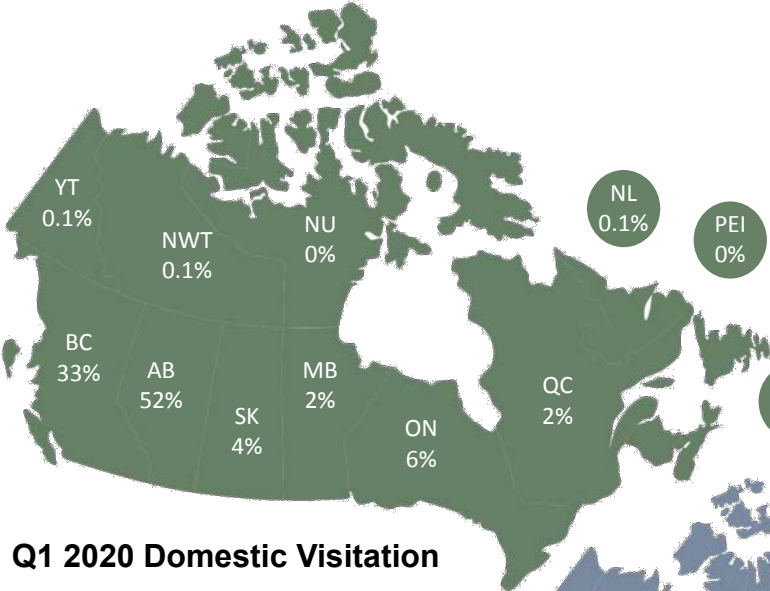
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

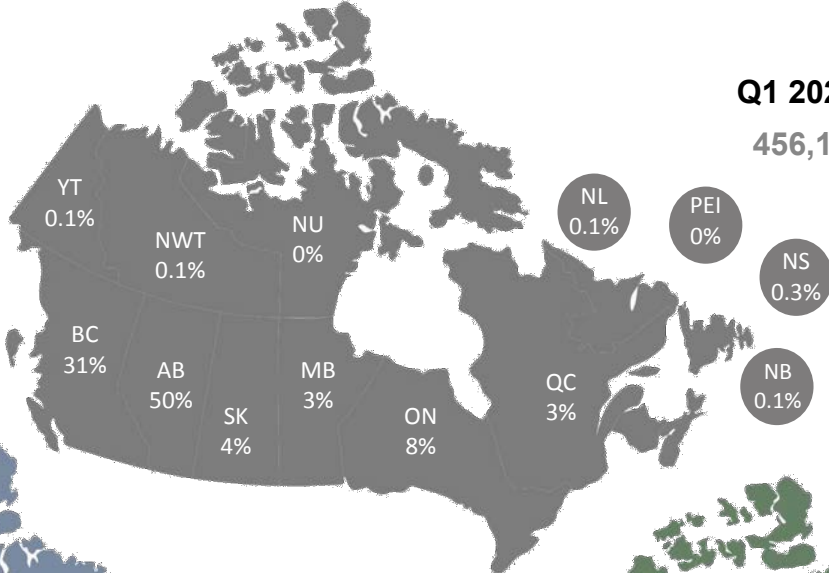
During Q1 2020 Kootenay Rockies saw an average of **418,300** Domestic Visitors. During Q1 2021 the region saw **342,600** Domestic Visitors, in Q1 2022, **456,100** Domestic Visitors and in Q1 2023, **505,600** Domestic Visitors.

- Increase of **21%** 2023 compared to 2020
- Increase of **48%** 2023 compared to 2021
- Increase of **11%** 2023 compared to 2022

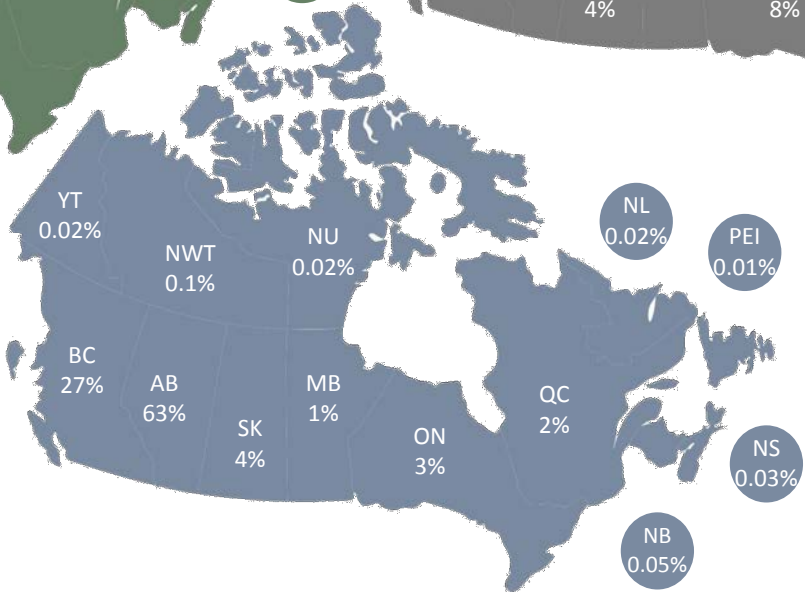
Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Kootenay Rockies resident visitors depending on point of origin and point of destination



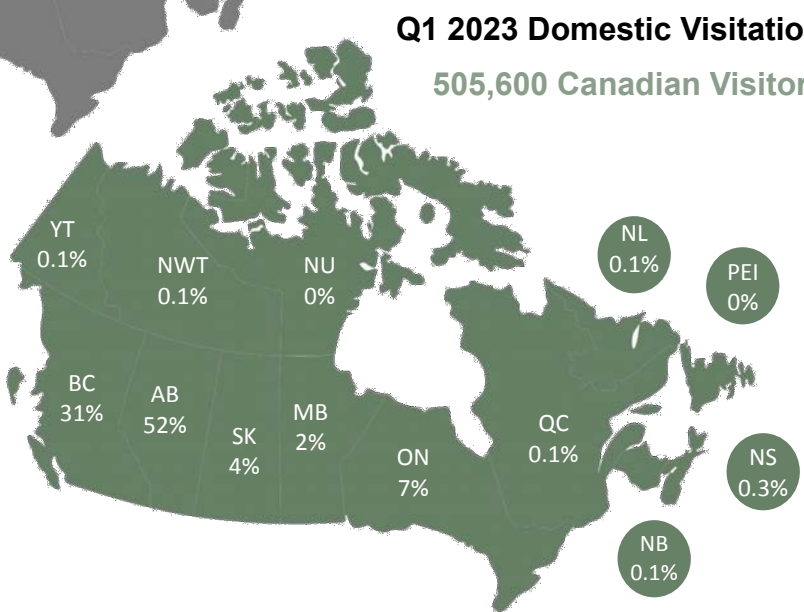
Q1 2020 Domestic Visitation
418,300 Canadian Visitors



Q1 2022 Domestic Visitation
456,100 Canadian Visitors



Q1 2021 Domestic Visitation
342,600 Canadian Visitors



Q1 2023 Domestic Visitation
505,600 Canadian Visitors

Canadian Visitation

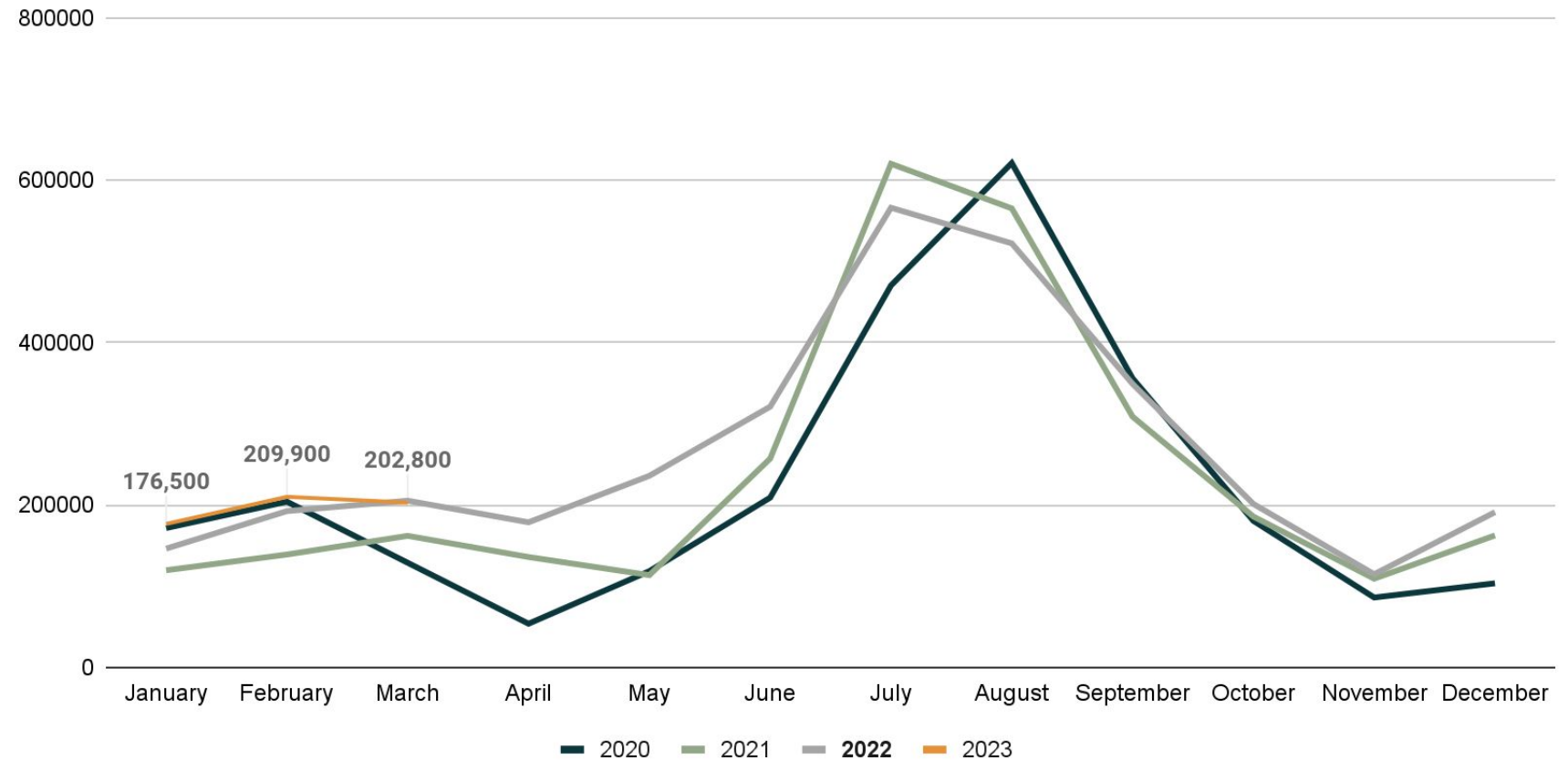
Canadian Visitors Travelling to Kootenay Rockies by Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **3%** increase compared to 2020, a **48%** increase compared to 2021 and a **21%** increase compared to 2022
- February 2023 saw a **3%** increase compared to 2020, a **51%** increase compared to 2021 and a **9%** increase compared to 2022
- March 2023 saw a **58%** increase compared to 2020, a **25%** increase compared to 2021 and a **-1%** decrease compared to 2022



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

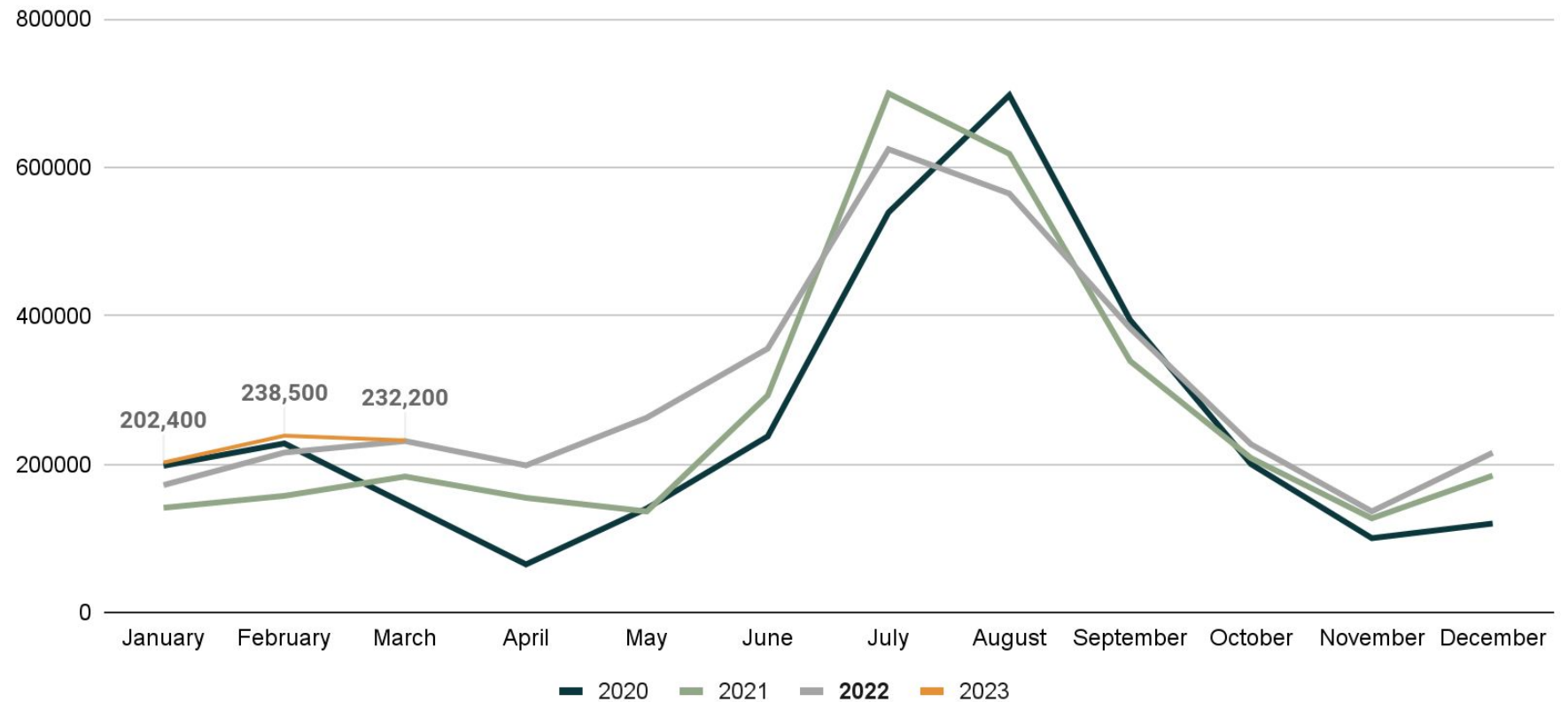
Canadian Trips To Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **2%** increase compared to 2020, a **43%** increase compared to 2021 and a **18%** increase compared to 2022
- February 2023 saw a **5%** increase compared to 2020, a **51%** increase compared to 2021 and a **10%** increase compared to 2022
- March 2023 saw a **58%** increase compared to 2020, a **27%** increase compared to 2021 and a **0.4%** increase compared to 2022



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

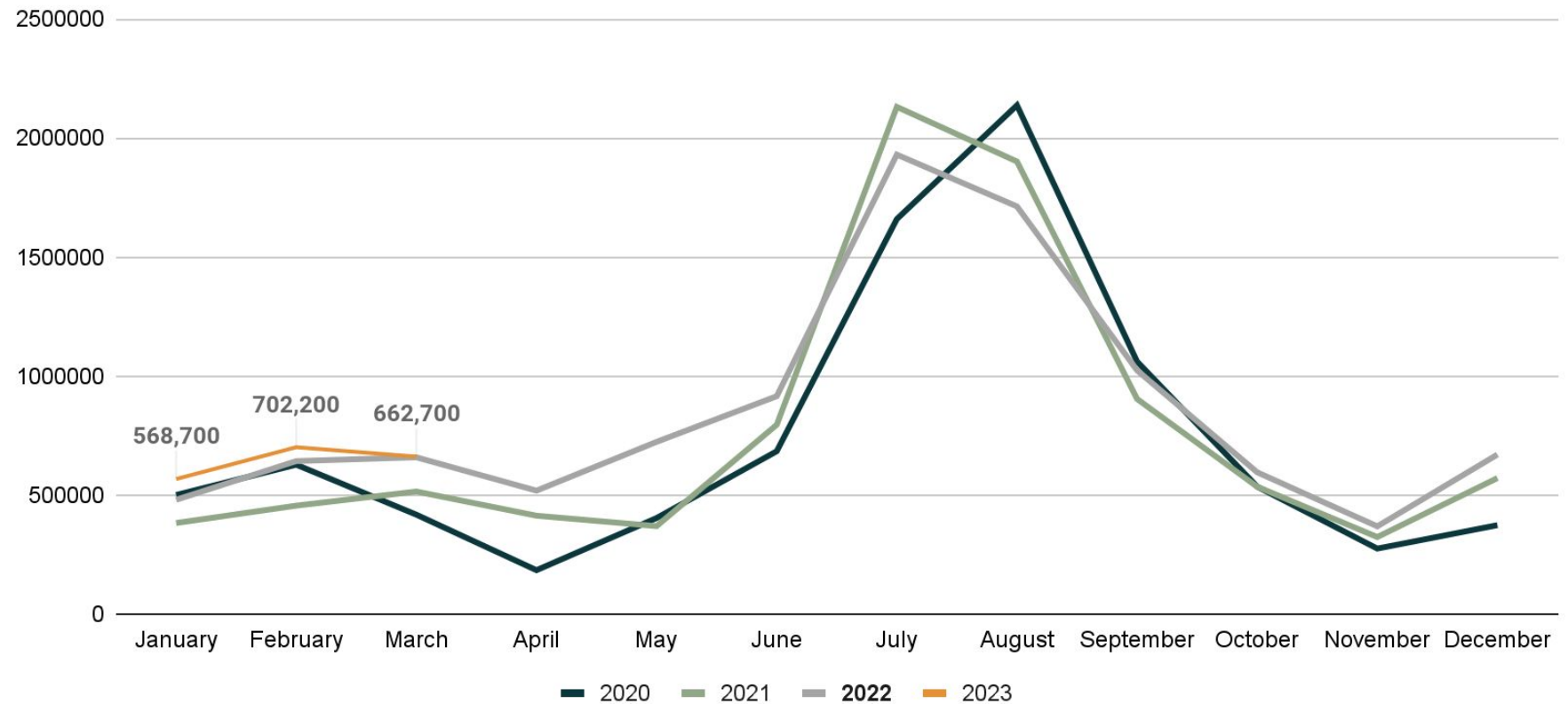
Canadian Overnight Stays In Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **13%** increase compared to 2020, a **48%** increase compared to 2021 and a **18%** increase compared to 2022
- February 2023 saw a **12%** increase compared to 2020, a **54%** increase compared to 2021 and a **9%** increase compared to 2022
- March 2023 saw a **58%** increase compared to 2020, a **28%** increase compared to 2021 and a **0.4%** increase compared to 2022



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



British Columbia Insights

Kootenay Rockies Visitation

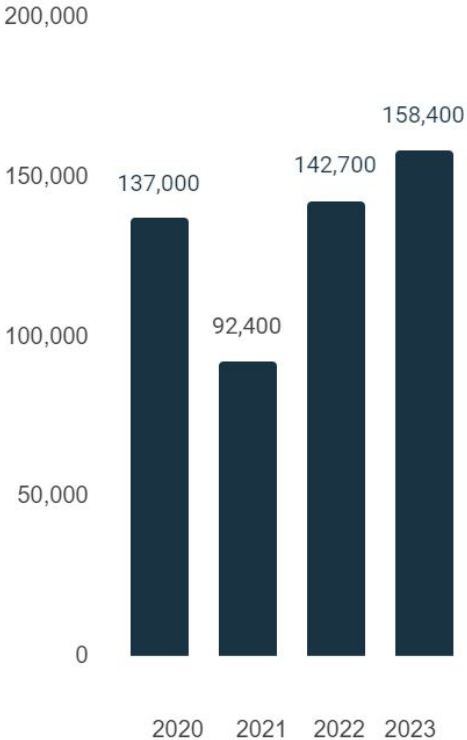
Bc Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor
Highlights

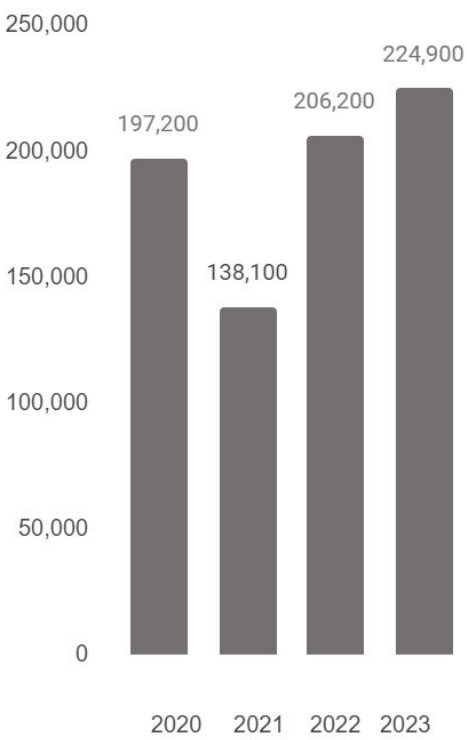


bcrts

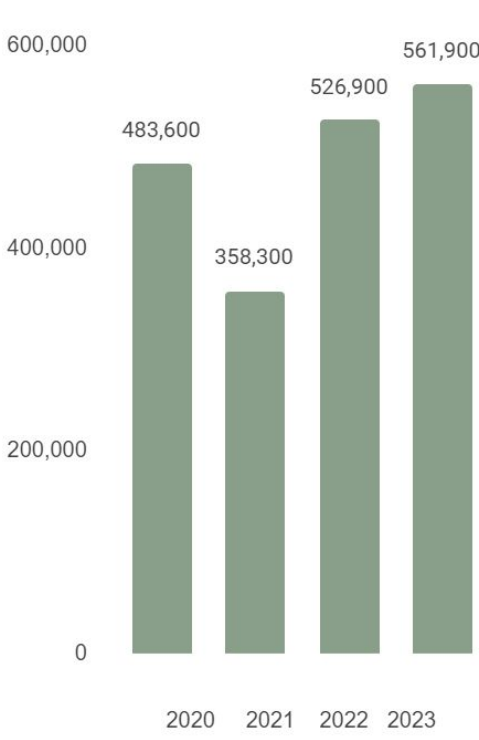
Number of Visitors to KR
from BC in Q1



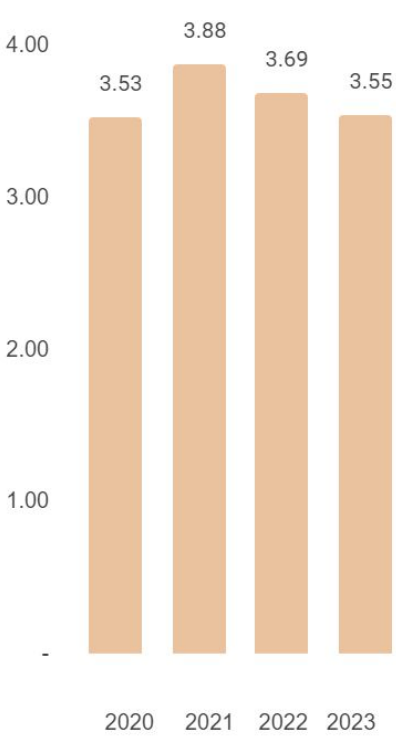
Number of Trips to KR
from BC in Q1



Number of Nights Stayed in KR
from BC in Q1



Length of Stay in KR
from BC in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC Visitors To Kootenay Rockies By Quarter – Q1

Number of Visitors To Kootenay Rockies By Origin City

2023 Visitor
Highlights



bcrts

City	2020 Visitor Count
Vancouver	11,700
Surrey	9,100
Kelowna	8,800
Cranbrook	5,400
Kamloops	4,300
Abbotsford	4,300
Burnaby	3,600
Richmond	3,000
Vernon	2,500
Coquitlam	2,400

City	2021 Visitor Count
Kelowna	7,300
Vancouver	6,900
Surrey	6,000
Abbotsford	3,400
Cranbrook	3,400
Kamloops	3,000
Vernon	2,400
Burnaby	2,100
West Kelowna	1,800
Richmond	1,600

City	2022 Visitor Count
Vancouver	12,600
Kelowna	10,200
Surrey	9,900
Kamloops	5,200
Cranbrook	4,300
Abbotsford	4,300
Burnaby	3,700
Vernon	3,400
Richmond	2,900
West Kelowna	2,700

City	2023 Visitor Count
Vancouver	14,500
Surrey	12,400
Kelowna	9,900
Kamloops	5,700
Cranbrook	4,800
Burnaby	4,400
Abbotsford	4,400
Richmond	3,700
Vernon	3,300
Coquitlam	3,200

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

British Columbian Visitation

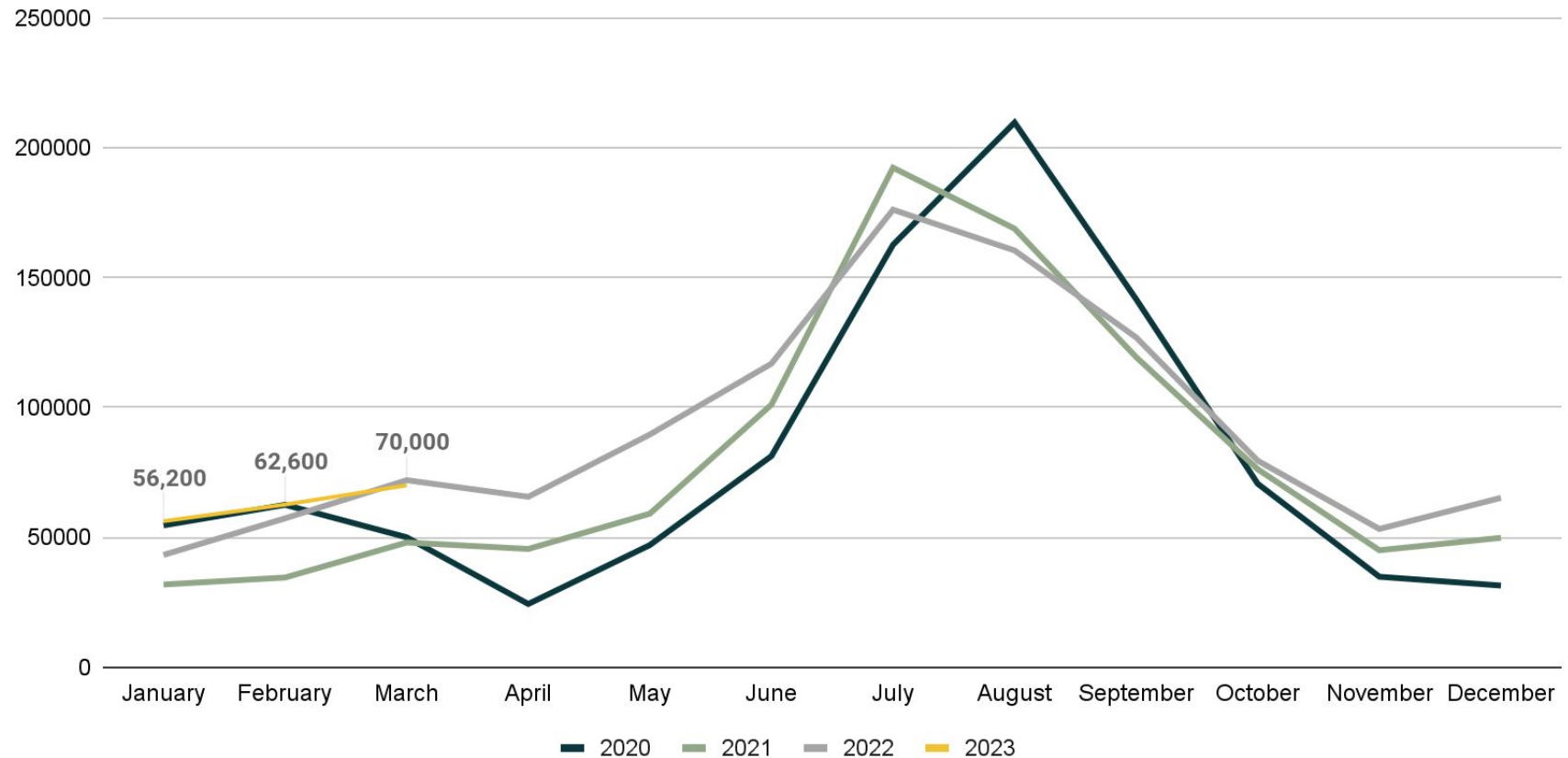
BC Visitors Travelling To Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **3%** increase compared to 2020, a **77%** increase compared to 2021 and a **30%** increase compared to 2022
- February 2023 saw a **0.1%** increase compared to 2020, a **81%** increase compared to 2021 and a **9%** increase compared to 2022
- March 2023 saw a **40%** increase compared to 2020, a **46%** increase compared to 2021 and a **-3%** decrease compared to 2022



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

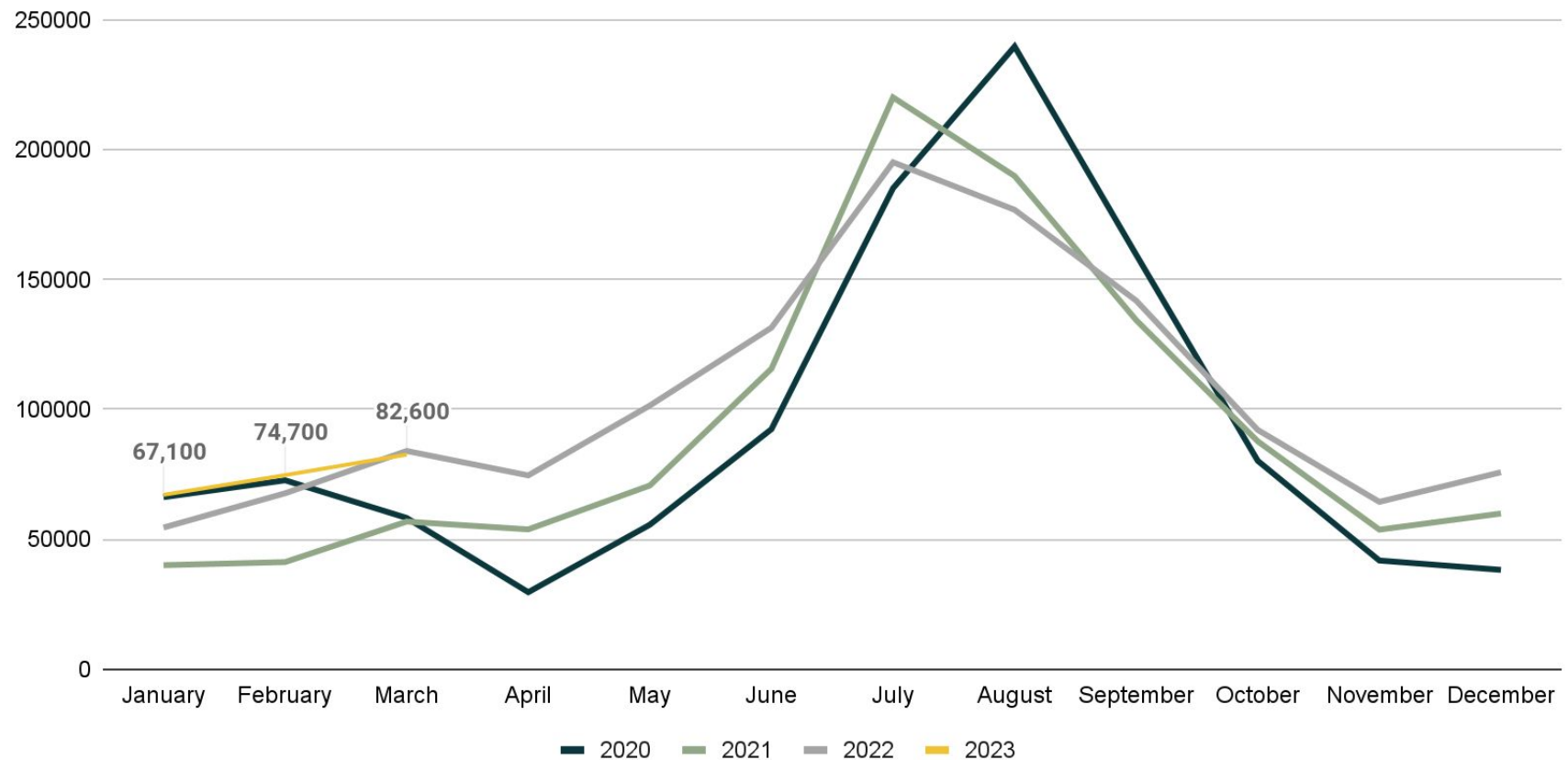
BC Trips To Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **1%** increase compared to 2020, a **68%** increase compared to 2021 and a **23%** increase compared to 2022
- February 2023 saw a **3%** decrease compared to 2020, a **82%** increase compared to 2021 and a **10%** increase compared to 2022
- March 2023 saw a **42%** increase compared to 2020, a **45%** increase compared to 2021 and a **-2%** decrease compared to 2022



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

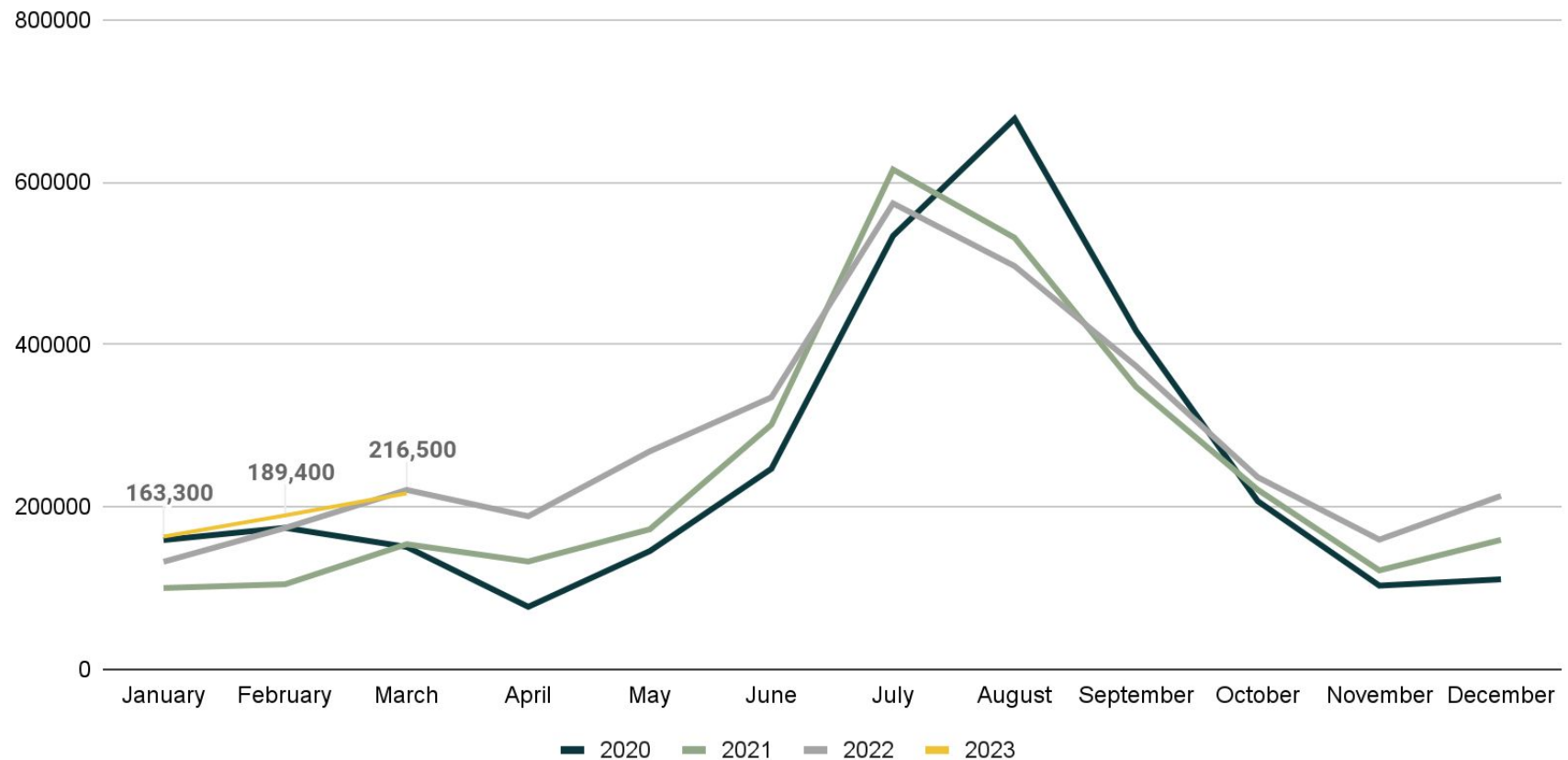
BC Overnight Stays In Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **3%** increase compared to 2020, a **64%** increase compared to 2021 and a **24%** increase compared to 2022
- February 2023 saw a **9%** increase compared to 2020, a **81%** increase compared to 2021 and a **9%** increase compared to 2022
- February 2023 saw a **44%** increase compared to 2020, a **41%** increase compared to 2021 and a **-2%** decrease compared to 2022



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

January 2023 Canada/British Columbia Regional Visitation

Kootenay Rockies

2023 Visitor
Highlights



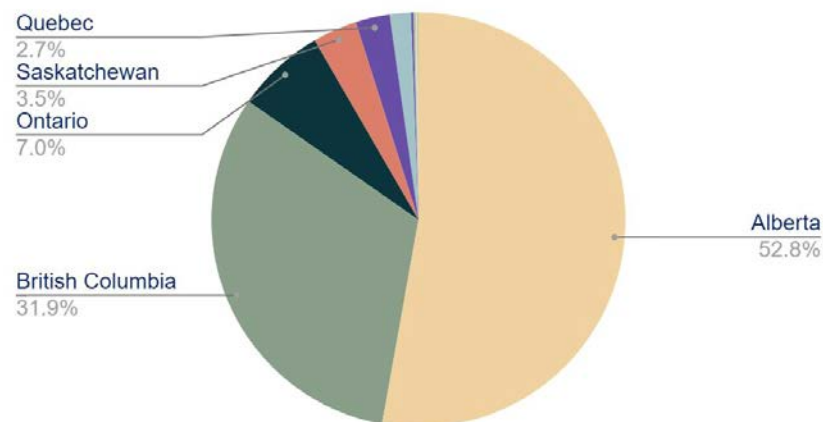
bcrts

Overview

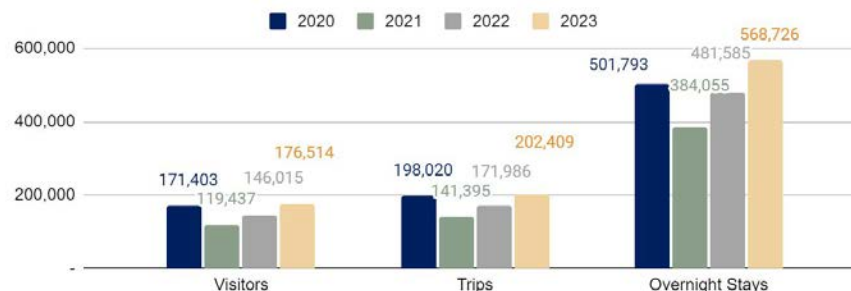
The number of visitors to British Columbia from Canadian travelers increased by **3%** when comparing January 2023 to January 2020.

Visitors increased by **48%** when compared to January 2021, and increased by **21%** when compared to January 2022.

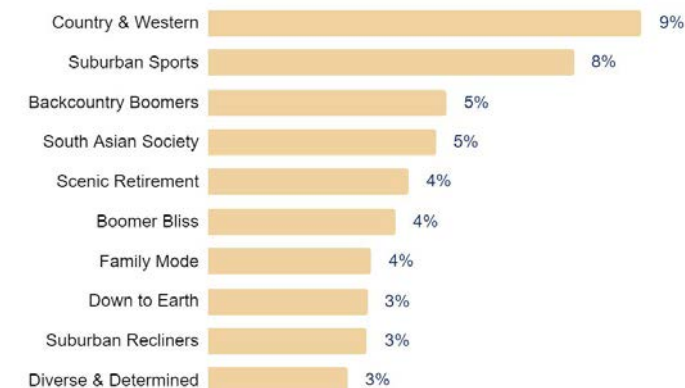
Percentage of Visitors to Kootenay Rockies
by Province January 2023



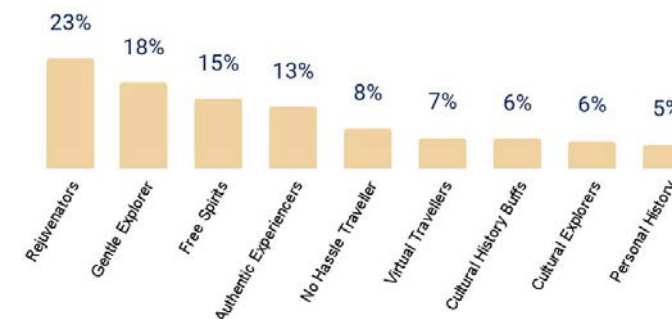
Canadian Visitors to Kootenay Rockies
January 2020-2023



January 2023 BC Visitors by PRIZM Segment



January 2023 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 2023 Canada/British Columbia Regional Visitation

Kootenay Rockies

2023 Visitor
Highlights



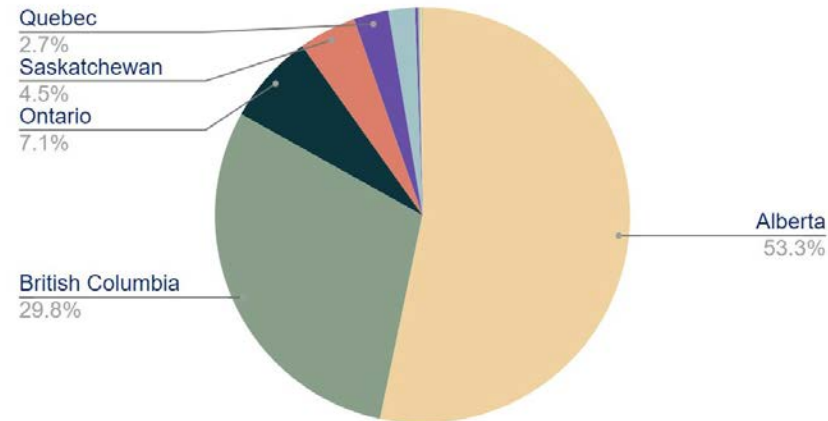
bcrts

Overview

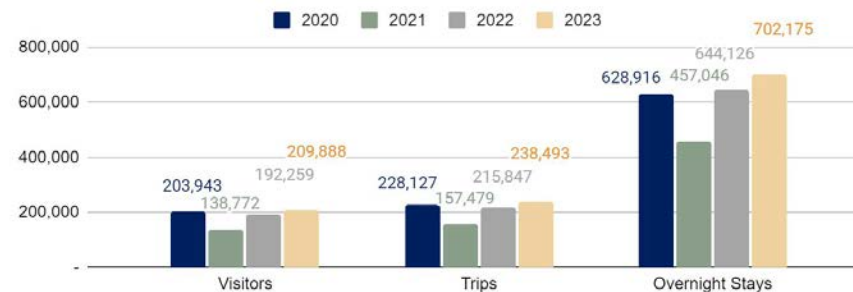
The number of visitors to British Columbia from Canadian travelers increased by **3%** when comparing February 2023 to February 2020.

Visitors increased by **51%** when compared to February 2021, and increased by **9%** when compared to February 2022.

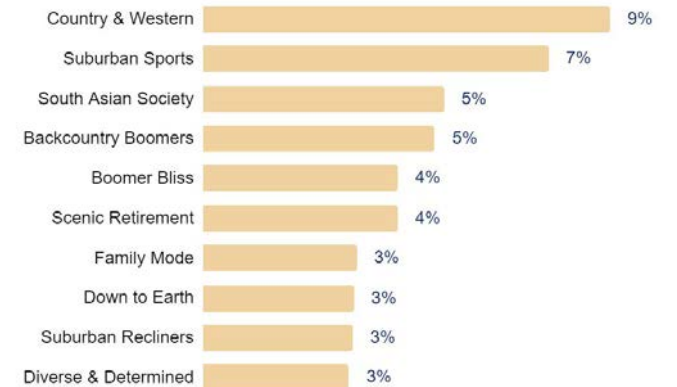
Percentage of Visitors to Kootenay Rockies
by Province February 2023



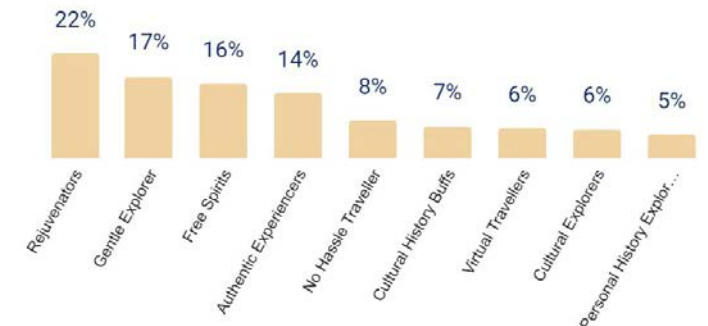
Canadian Visitors to Kootenay Rockies
February 2020-2023



February 2023 BC Visitors by PRIZM Segment



February 2023 BC Visitors by EQ Type



March 2023 Canada/British Columbia Regional Visitation

Kootenay Rockies

2023 Visitor
Highlights



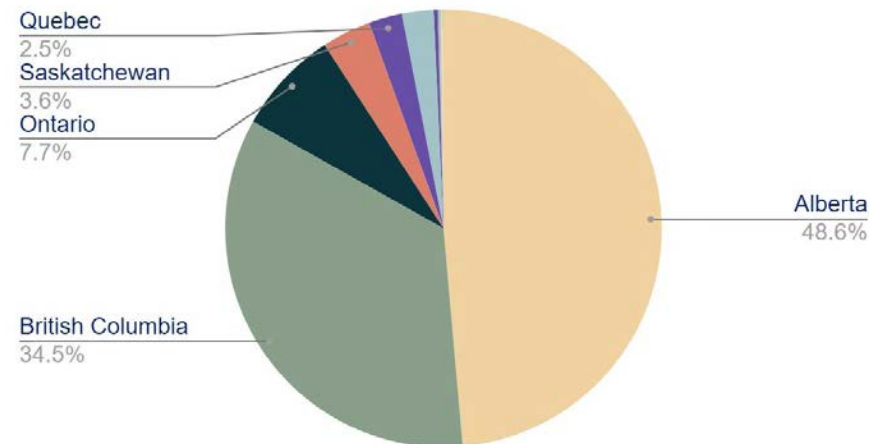
bcrts

Overview

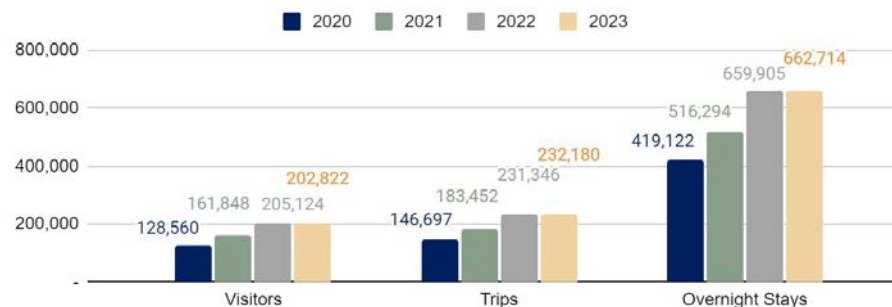
The number of visitors to British Columbia from Canadian travelers increased by **58%** when comparing March 2023 to March 2020.

Visitors increased by **25%** when compared to March 2021, and decreased by **-1%** when compared to March 2022.

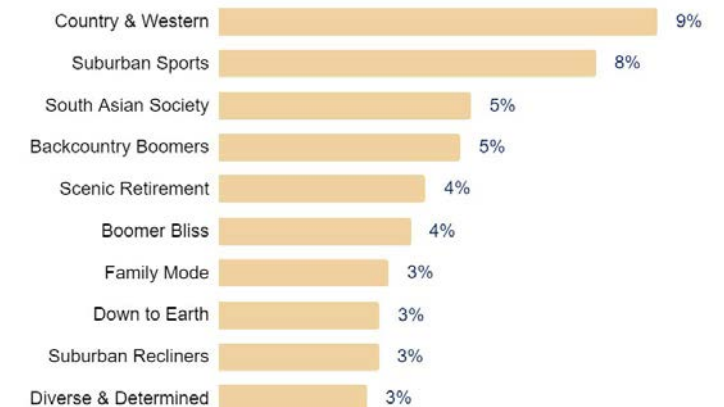
Percentage of Visitors to Kootenay Rockies by Province March 2023



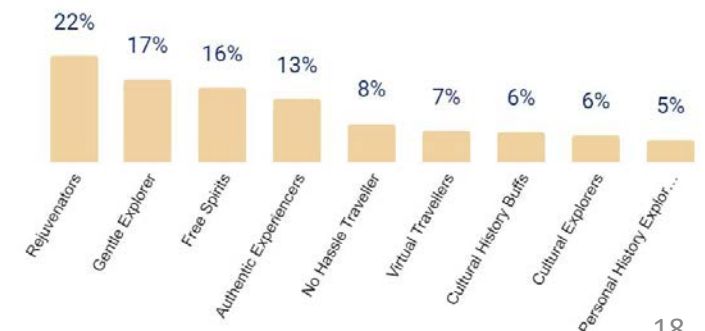
Canadian Visitors to Kootenay Rockies March 2020-2023



March 2023 BC Visitors by PRIZM Segment



March 2023 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



Alberta Insights

Kootenay Rockies Visitation

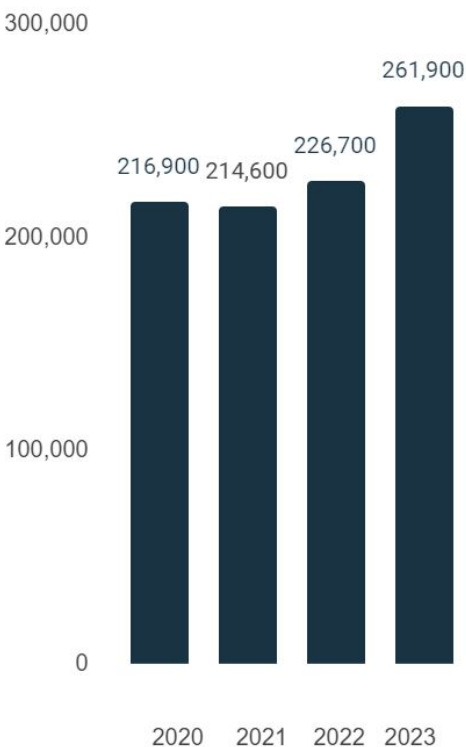
Alberta Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor
Highlights

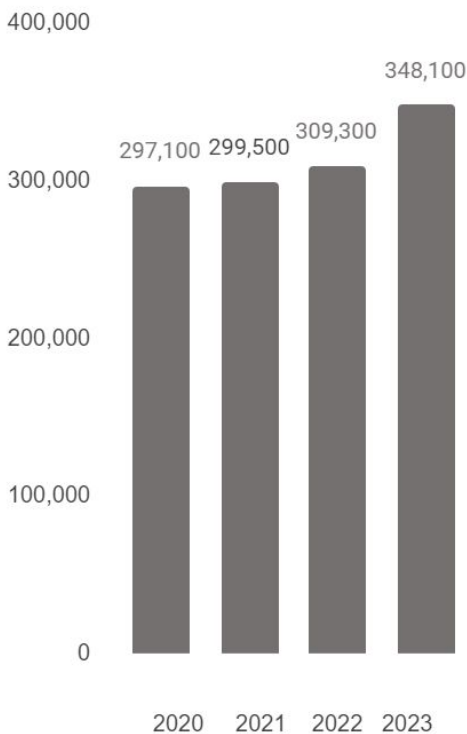


bcrts

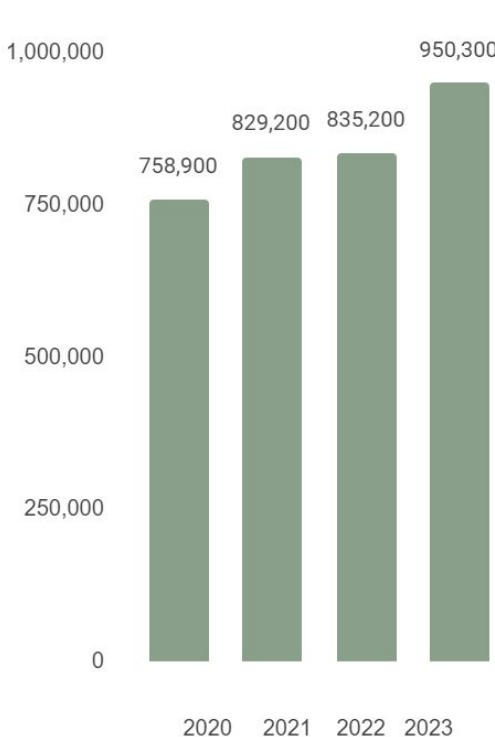
Number of Visitors to KR
from AB in Q1



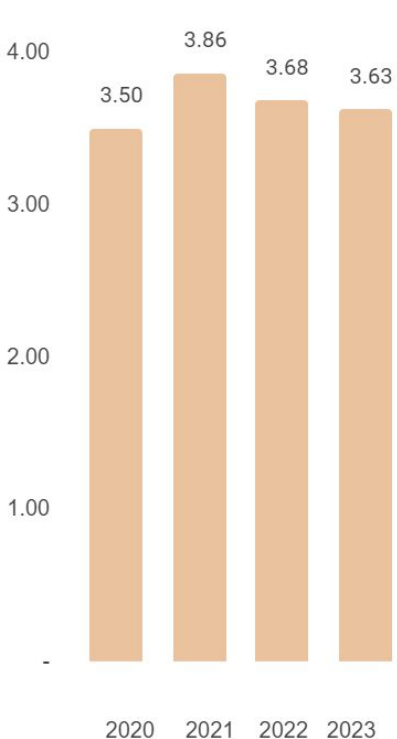
Number of Trips to KR
from AB in Q1



Number of Nights Stayed in KR
from AB in Q1



Length of Stay in KR
from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Alberta Visitors To Kootenay Rockies By Quarter – Q1

Number of Visitors To Kootenay Rockies By Origin City

2023 Visitor
Highlights



bcrts

City	2020 Visitor Count
Calgary	106,200
Edmonton	24,800
Lethbridge	6,900
Airdrie	6,500
Rocky View County	4,600
Red Deer	4,100
Canmore	3,200
Strathcona County	3,200
Okotoks	2,600
Cochrane	2,500

City	2021 Visitor Count
Calgary	99,900
Edmonton	25,000
Airdrie	6,300
Lethbridge	5,800
Red Deer	4,700
Rocky View County	4,300
Strathcona County	3,600
Canmore	2,700
Okotoks	2,500
Cochrane	2,400

City	2022 Visitor Count
Calgary	109,600
Edmonton	28,900
Airdrie	6,000
Lethbridge	5,700
Rocky View County	4,700
Red Deer	4,500
Strathcona County	3,900
Canmore	3,300
Okotoks	2,500
St. Albert	2,500

City	2023 Visitor Count
Calgary	124,900
Edmonton	34,000
Airdrie	7,000
Lethbridge	6,800
Rocky View County	5,400
Red Deer	5,300
Strathcona County	4,300
Canmore	3,900
Okotoks	2,900
St. Albert	2,800

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Alberta Visitation

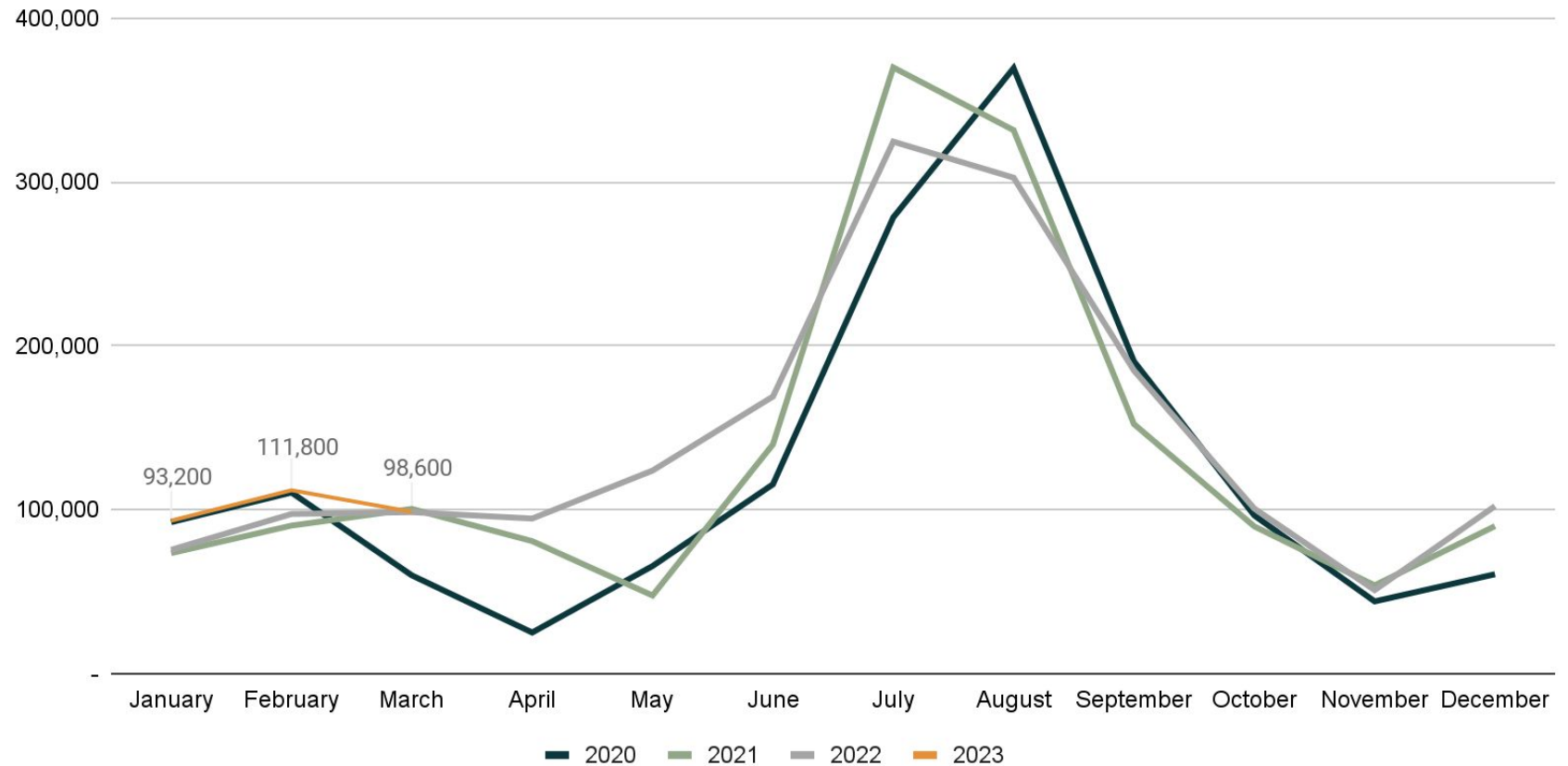
Alberta Visitors Travelling To Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **1%** increase compared to 2020, a **27%** increase compared to 2021 and a **24%** increase compared to 2022
- February 2023 saw a **1%** increase compared to 2020, a **24%** increase compared to 2021 and a **15%** increase compared to 2022
- March 2023 saw a **65%** increase compared to 2020, a **-2%** decrease compared to 2021 and a **0.1%** increase compared to 2022



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

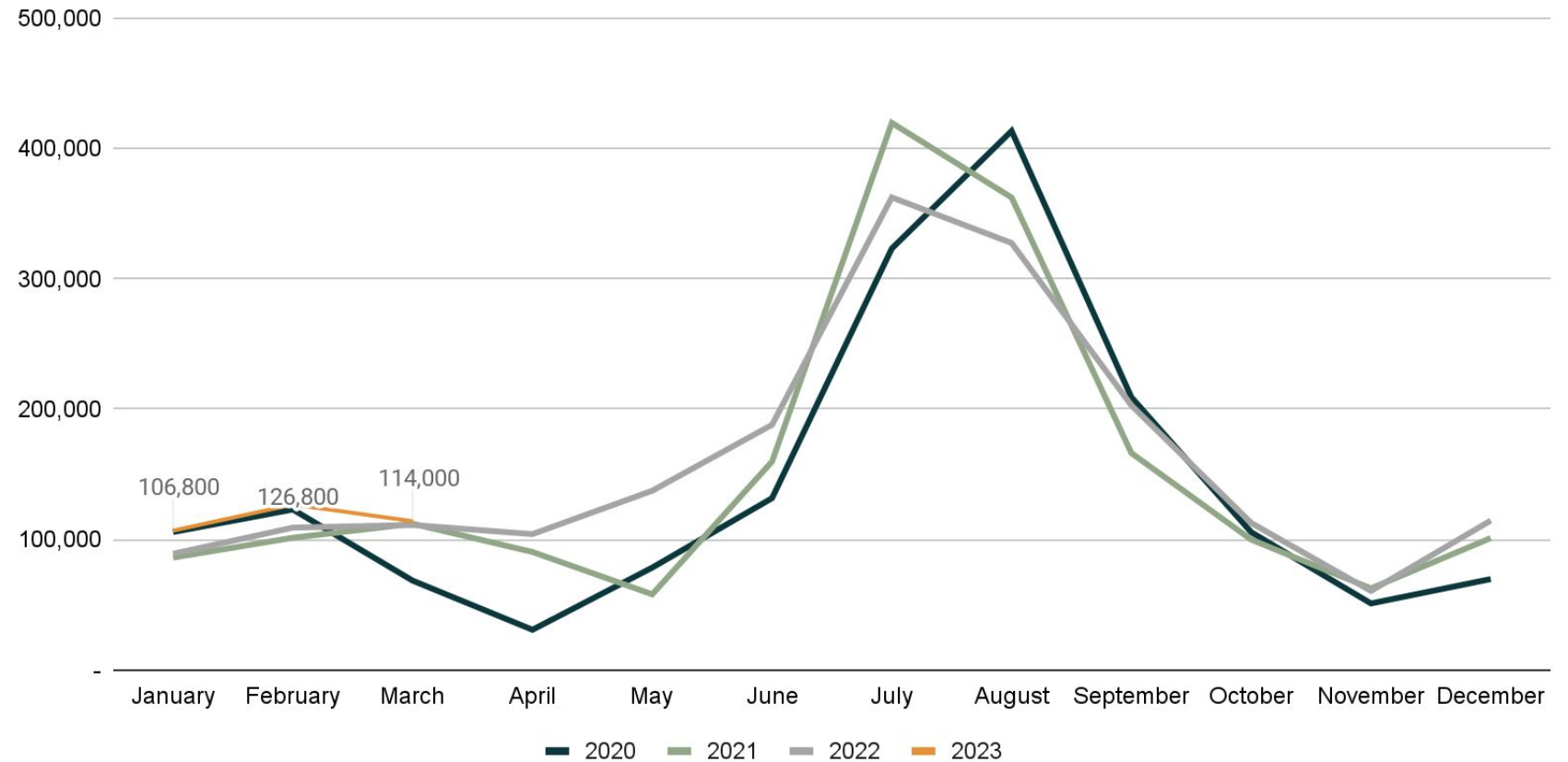
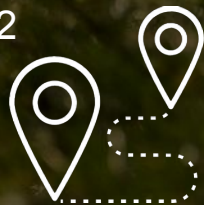
Alberta Trips to Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **1%** increase compared to 2020, a **24%** increase compared to 2021 and a **20%** increase compared to 2022
- February 2023 saw a **3%** increase compared to 2020, a **25%** increase compared to 2021 and a **16%** increase compared to 2022
- March 2023 saw a **67%** increase compared to 2020, a **2%** increase compared to 2021 and a **3%** increase compared to 2022



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

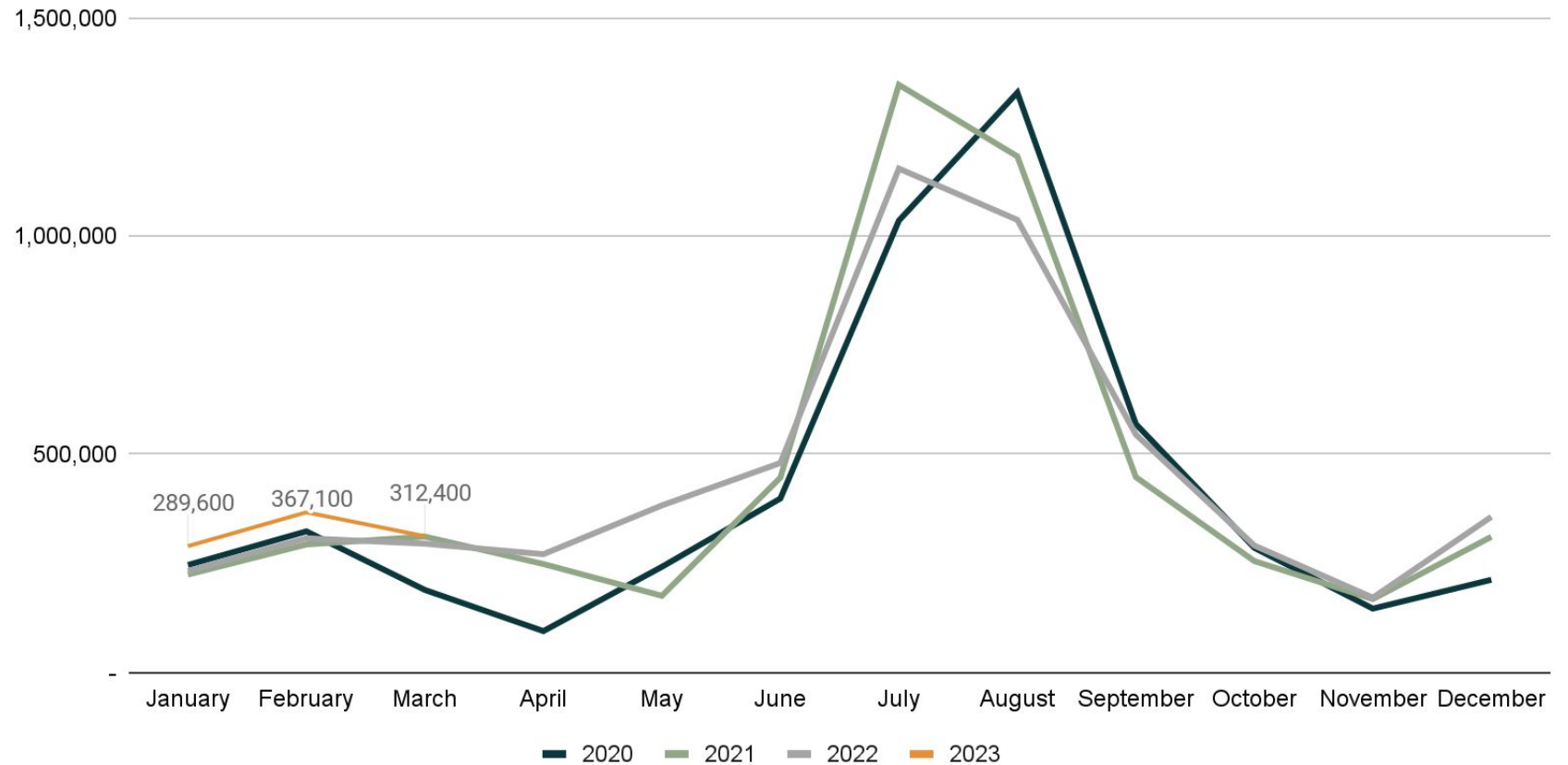
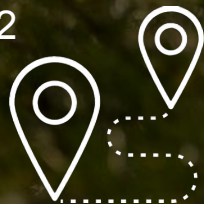
Alberta Overnight Stays In Kootenay Rockies By Month

2023 Visitor
Highlights



bcrts

- January 2023 saw a **18%** increase compared to 2020, a **29%** increase compared to 2021 and a **25%** increase compared to 2022
- February 2023 saw a **13%** increase compared to 2020, a **25%** increase compared to 2021 and a **19%** increase compared to 2022
- March 2023 saw a **65%** increase compared to 2020, a **0.4%** increase compared to 2021 and a **6%** increase compared to 2022



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

January 2023 Canada/Alberta Regional Visitation

Kootenay Rockies

2023 Visitor
Highlights



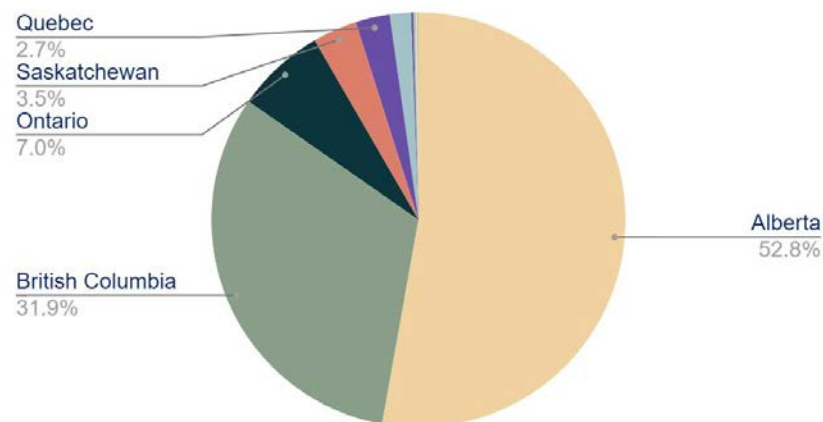
bcrts

Overview

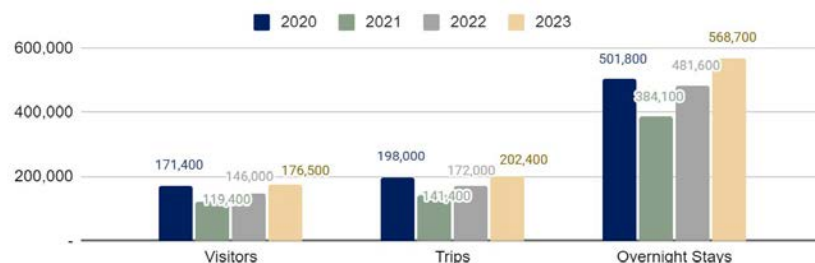
The number of visitors to British Columbia from Canadian travelers increased by **3%** when comparing January 2023 to January 2020.

Visitors increased by **48%** when compared to January 2021, and increased by **21%** when compared to January 2022.

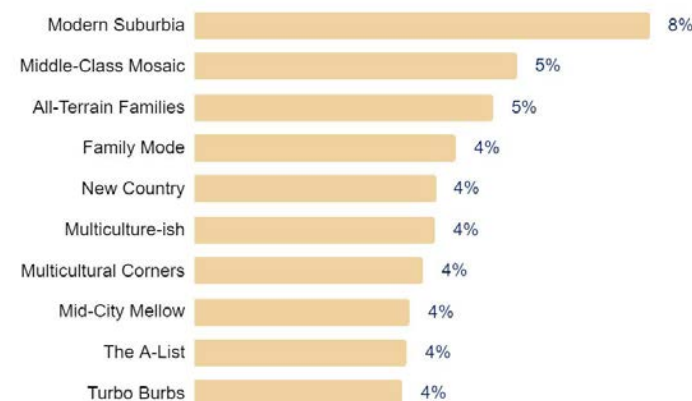
Percentage of Visitors to Kootenay Rockies
by Province January 2023



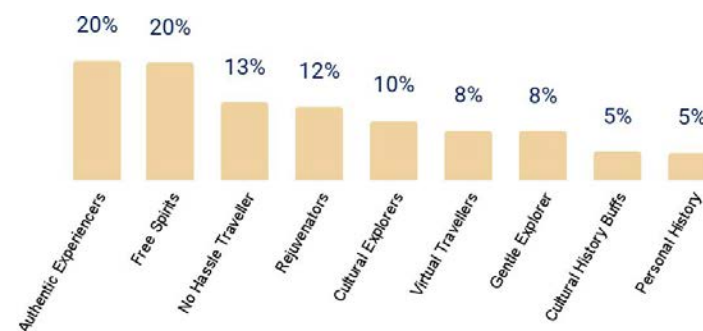
Canadian Visitors to Kootenay Rockies
January 2020-2023



January 2023 AB Visitors by PRIZM Segment



January 2023 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

February 2023 Canada/Alberta Regional Visitation

Kootenay Rockies

2023 Visitor
Highlights



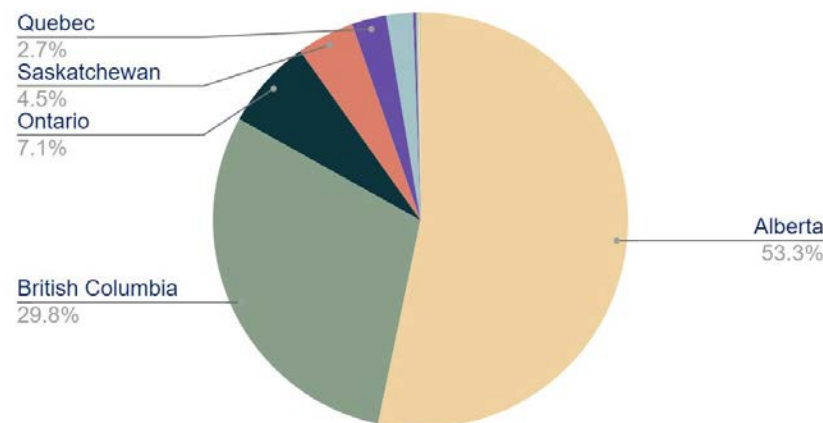
bcrts

Overview

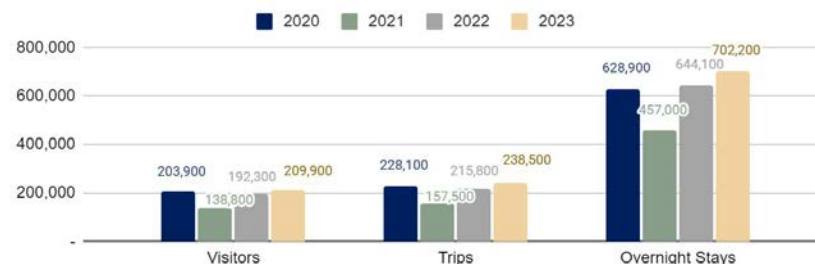
The number of visitors to British Columbia from Canadian travelers increased by **3%** when comparing February 2023 to February 2020.

Visitors increased by **51%** when compared to February 2021, and increased by **9%** when compared to February 2022.

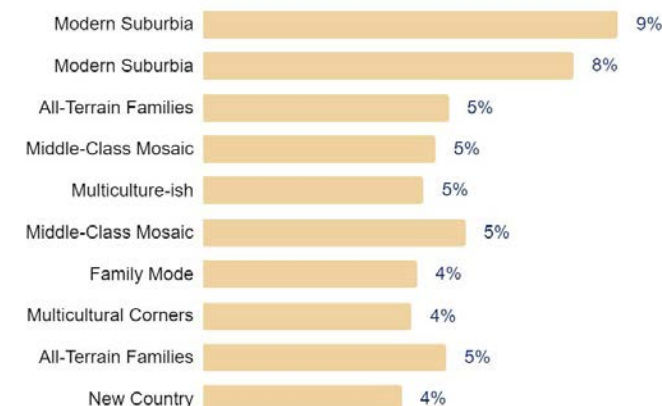
Percentage of Visitors to Kootenay Rockies
by Province February 2023



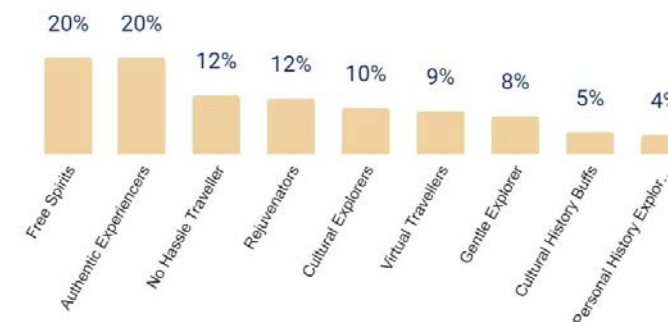
Canadian Visitors to Kootenay Rockies
February 2020-2023



February 2023 AB Visitors by PRIZM Segment



February 2023 AB 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 2023 Canada/Alberta Regional Visitation

Kootenay Rockies

2023 Visitor
Highlights



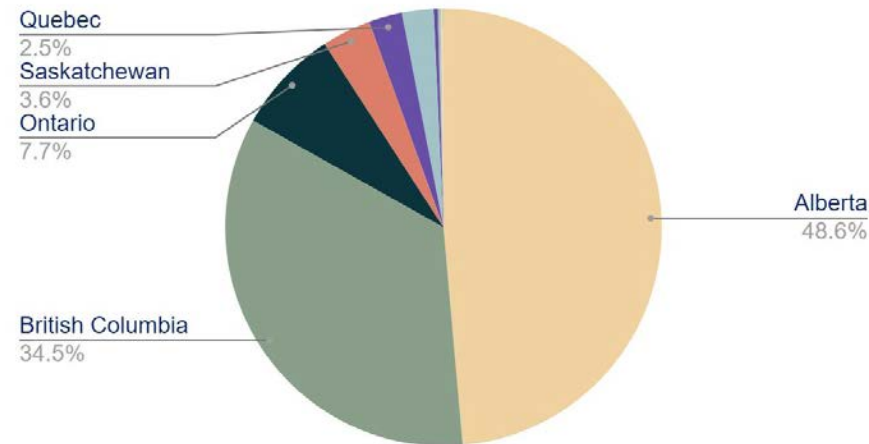
bcrts

Overview

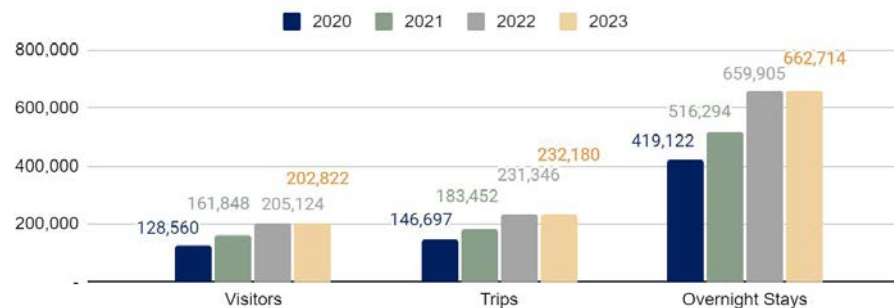
The number of visitors to British Columbia from Canadian travelers increased by **58%** when comparing March 2023 to March 2020.

Visitors increased by **25%** when compared to March 2021, and decreased by **-1%** when compared to March 2022.

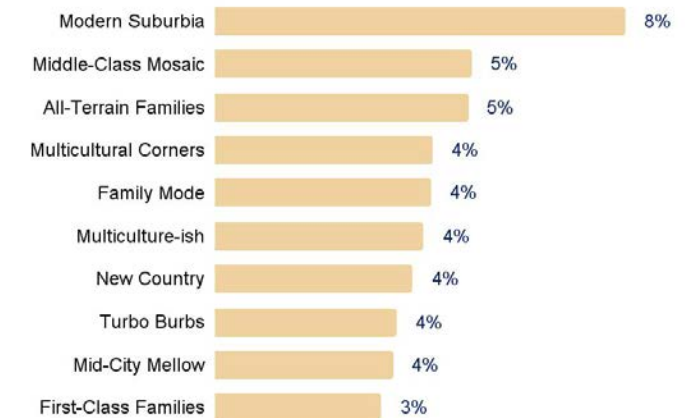
Percentage of Visitors to Kootenay Rockies by Province March 2023



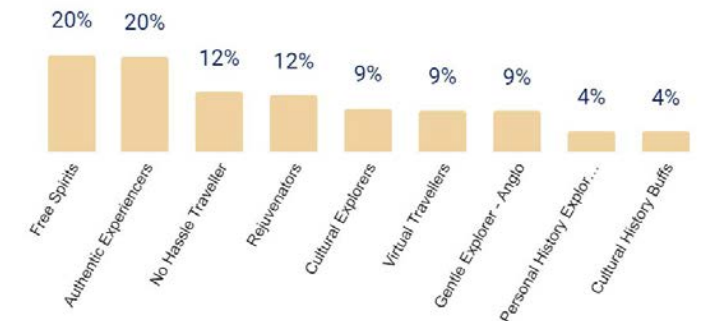
Canadian Visitors to Kootenay Rockies March 2020-2023



March 2023 AB Visitors by PRIZM Segment



March 2023 AB Visitors by EQ Type



CONTACT US

2023 Visitor
Highlights



bcrts

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@TOTABC.com

Phone: (778) 721-5448

symphonytourismservices.com



SYMPHONY
TOURISM
SERVICES