



## TOURISM ESTIMATED SPEND INSIGHTS

DOMO

# Visitor Intelligence Platform

Kootenay Rockies 2019/2020



# PURPOSE & CONTENTS OF REPORT

- The Visitor Intelligence Platform (VIP) from Domo Inc. provides estimated spend on tourism in Canada from International, US States, and Domestic travellers. The ability to track and estimate spend on a Domestic and International level is important to gauge the tourism recovery process. The total international spend on tourism in Canada is published by Statistics Canada and then modelled to provide more details at a lower geographic level by Destination Canada, using credit and debit card data.

## CONTENTS OF THE REPORT

- Estimated Domestic Spend in Kootenay Rockies

Visitor spend data for Kootenay Rockies is outlined by the following:

- Month for 12 months of 2019 and 2020 and YOY percent changes
- Top Source Markets (Canadian provinces)
- Category (Accommodation, retail, etc.)

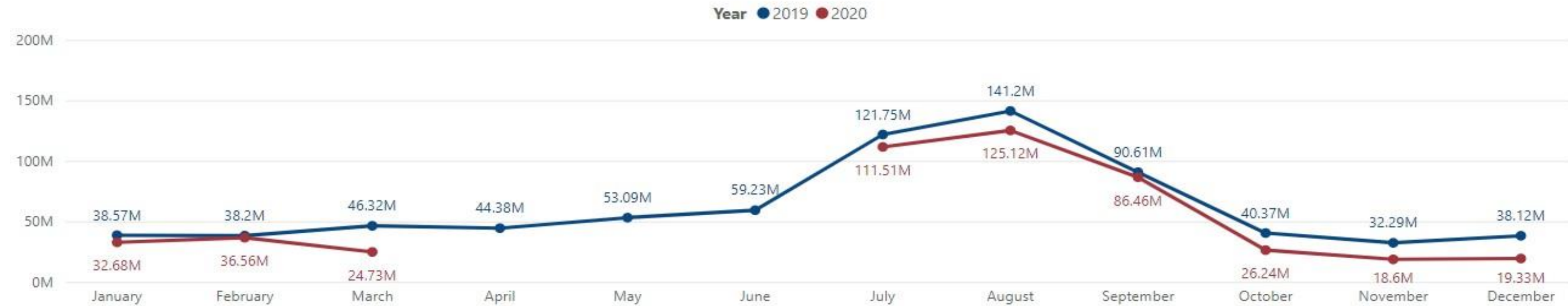


# METHODOLOGY - MODELLED CANADIAN DOMESTIC SPEND

- Domestic spend is modelled from two main data sources:
  - Statistics Canada National Travel Survey (NTS): provides domestic spend on tourism - displays Canada level spend in 6 spending categories in provinces and north.
  - Domestic credit and debit cards: provides domestic tourism spend in 89 regions across Canada.
- Domestic credit and debit card data provides monthly spend in 19 spend categories in 89 regions in Canada.
- Since NTS uses 6 spend categories, the credit and debit card data is aggregated to 6 categories and NTS data is used as a benchmark to divide the total Canadian spend into 89 regions across Canada.
- Result: the credit/debit card data proportionate spend is first used to calculate the spend in territories, the result is further divided into 89 destination regions across Canada followed by distributing quarterly spend to monthly spend and eventually into 89 origin regions across Canada.

**DOMESTIC  
ESTIMATED SPEND  
IN KOOTENAY  
ROCKIES**

# TOTAL ESTIMATED DOMESTIC SPEND - 2019/2020



## Key Findings:

- Total Estimated Domestic Spend in Kootenay Rockies for 2019 was **\$744,124,076 (adjusted amount)**.
- Total Estimated Domestic Spend in Kootenay Rockies for 2020 was **\$481,228,681**, which decreased by **35%** compared to 2019.
- Estimated Domestic Spend was **highest** in Kootenay Rockies in August 2019 (\$141,195,302) and August 2020 (\$125,118,701).
- Estimated Domestic Spend was **lowest** in Kootenay Rockies in November 2019 (\$32,294,681) and November 2020 (\$18,604,271).

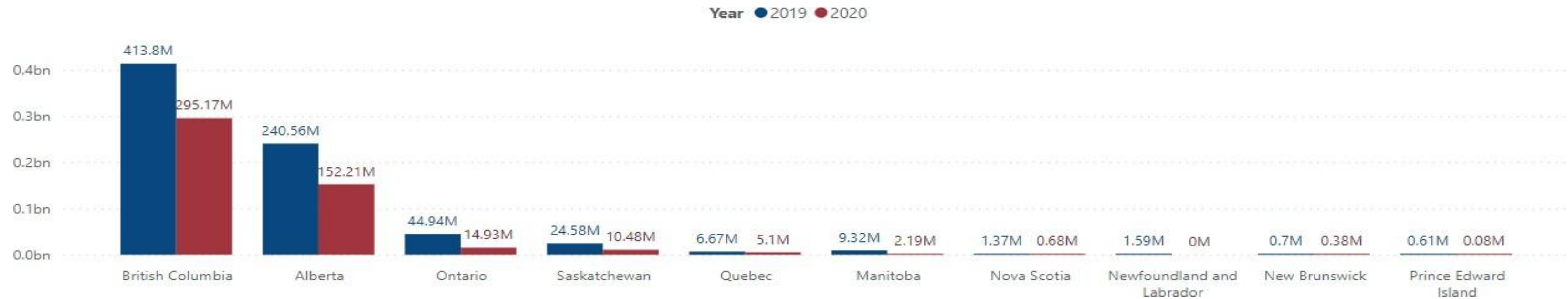
## Notes:

The Kootenay Rockies is defined as the grouping of the following regions:

- Central Kootenay
- Columbia-Shuswap
- East Kootenay

- All counts have been rounded to the nearest 100.
- Source: Destination Canada

# TOP PROVINCE DOMESTIC ESTIMATED SPEND - 2019/2020



## Key Findings:

- The Top Estimated Spend by Province in Kootenay Rockies in 2019 was:
  - British Columbia (\$413,800,533)
  - Alberta (\$240,562,693)
  - Ontario (\$44,935,582)
  - Saskatchewan (\$24,575,768)
  - Manitoba (\$9,317,703)
- The Top Estimated Spend by Province in Kootenay Rockies in 2020 was:
  - British Columbia (\$295,167,698) - **29%** decrease from 2019
  - Alberta (\$152,214,559) - **36%** decrease from 2019
  - Ontario (\$14,934,949) - **69%** decrease from 2019
  - Saskatchewan (\$10,479,982) - **57%** decrease from 2019
  - Manitoba (\$2,194,872) - **77%** decrease from 2019

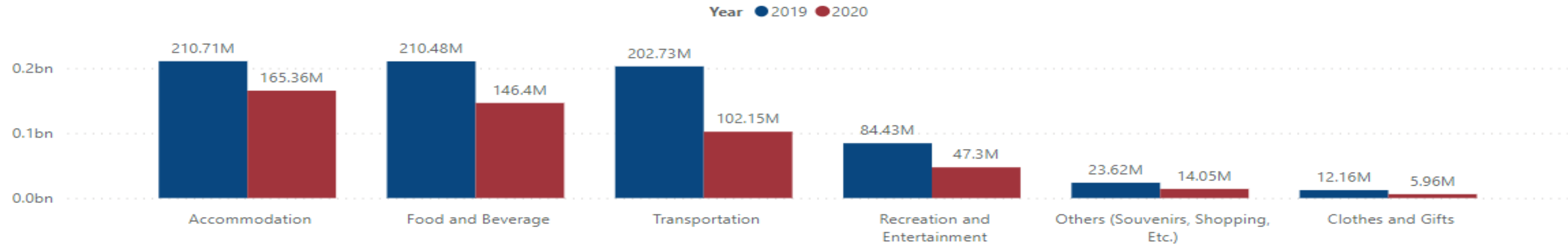
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# DOMESTIC ESTIMATED SPEND CATEGORIES - 2019/2020



## Key Findings:

- The Domestic Estimated Spend in each Spend Category in Kootenay Rockies in 2019 was:
  - Accommodation (\$210,707,994)
  - Food and Beverage (\$210,482,670)
  - Transportation (\$202,727,662)
  - Recreation and Entertainment (\$84,428,787)
  - Others (Souvenirs, Shopping, Etc.)(\$23,617,285)
  - Clothes and Gifts (\$12,159,679)
- The Domestic Estimated Spend in each Spend Category in Kootenay Rockies in 2020 was:
  - Accommodation (\$165,362,968) - **22%** decrease from 2019
  - Food and Beverage (\$146,397,908) - **30%** decrease from 2019
  - Transportation (\$102,153,403) - **49%** decrease from 2019
  - Recreation and Entertainment (\$47,301,450) - **44%** decrease from 2019
  - Others (Souvenirs, Shopping, Etc.) (\$14,048,633) - **41%** decrease from 2019
  - Clothes and Gifts (\$5,964,320) - **51%** decrease from 2019

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- Source: Destination Canada

# CONTACT US

**Robb MacDonald**

*Managing Director, Symphony Tourism Services*

Email: [rmacdonald@totabc.com](mailto:rmacdonald@totabc.com)

Phone: 778.721.5448(ext:214)



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