



TOURISM ESTIMATED SPEND INSIGHTS

DOMO

Visitor Intelligence Platform

Kootenay Rockies 2021/2022



SYMPHONY
TOURISM
SERVICES



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 2021 and 2022 and YOY percent changes
- Top Source Markets (Canadian provinces)
- Category (Accommodation, retail, etc.)

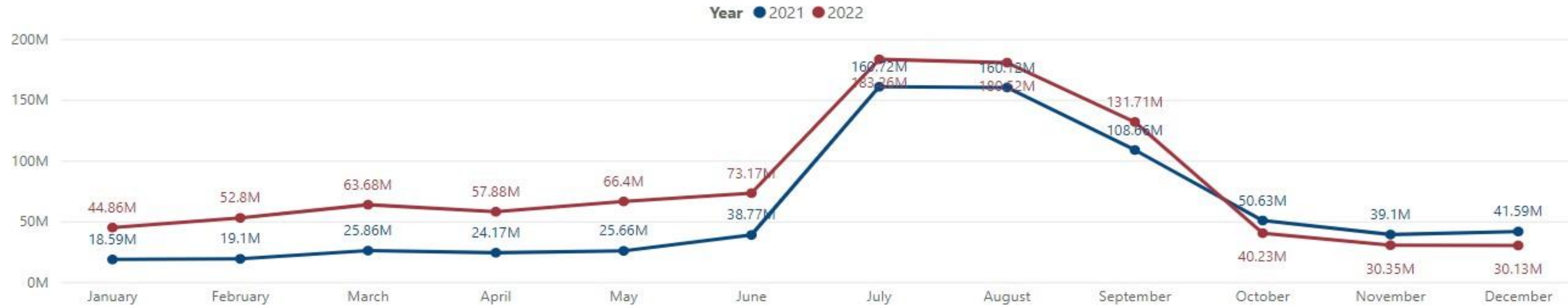


METHODOLOGY - MODELLED CANADIAN DOMESTIC SPEND

- 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 - 2021/2022



Key Findings:

- Total Estimated Domestic Spend in Kootenay Rockies for 2021 was **\$712,963,518**.
- Total Estimated Domestic Spend in Kootenay Rockies for 2022 was **\$954,996,782**, which increased by **34%** compared to 2021.
- Estimated Domestic Spend was **highest** in Kootenay Rockies in July 2021 (\$160,717,840) and July 2022 (\$183,263,886).
- Estimated Domestic Spend was **lowest** in Kootenay Rockies in January 2021 (\$18,591,054) and December 2022 (\$30,127,566).

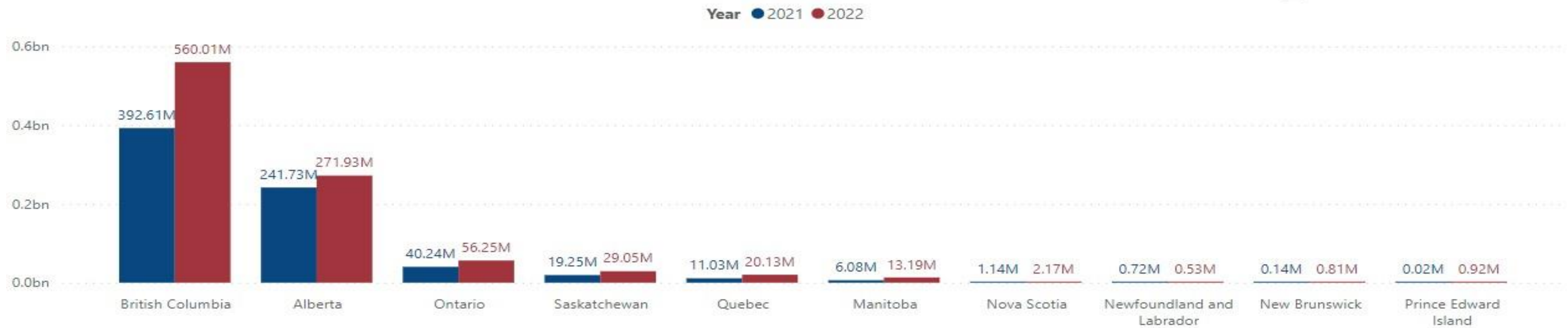
Notes:

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 - 2021/2022



Key Findings:

- The Top Estimated Spend by Province in Kootenay Rockies in 2021 was:
 - British Columbia (\$392,613,078)
 - Alberta (\$241,725,960)
 - Ontario (\$40,235,412)
 - Saskatchewan (\$19,251,256)
 - Quebec (\$11,026,586)
- The Top Estimated Spend by Province in Kootenay Rockies in 2022 was:
 - British Columbia (\$560,012,303) - **43%** increase from 2021
 - Alberta (\$271,933,130) - **12%** increase from 2021
 - Ontario (\$56,254,448) - **40%** increase from 2021
 - Saskatchewan (\$29,051,031) - **51%** increase from 2021
 - Quebec (\$20,127,995) - **83%** increase from 2021

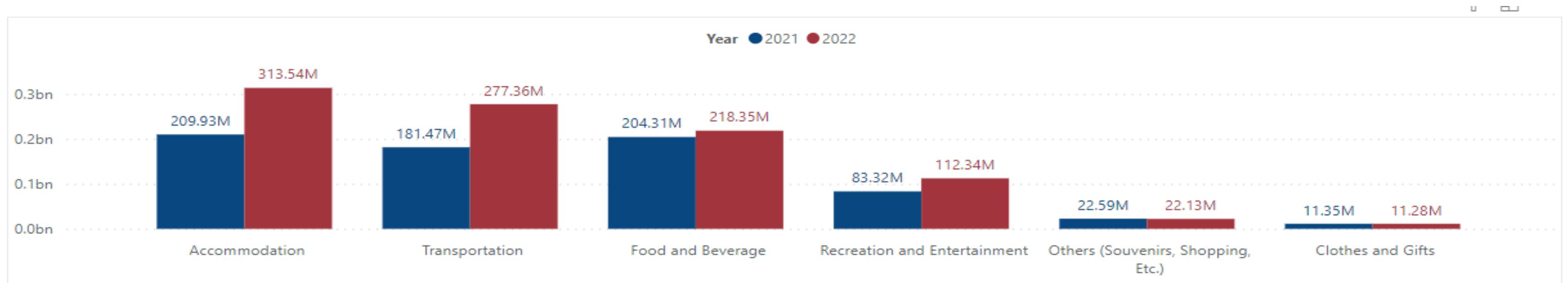
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DOMESTIC ESTIMATED SPEND CATEGORIES - 2021/2022



Key Findings:

- The Domestic Estimated Spend in each Spend Category in Kootenay Rockies in 2021 was:
 - Accommodation (\$209,925,109)
 - Food and Beverage (\$204,305,999)
 - Transportation (\$181,474,297)
 - Recreation and Entertainment (\$83,323,181)
 - Others (Souvenirs, Shopping, Etc.) (\$22,588,618)
 - Clothes and Gifts (\$11,346,314)
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- The Domestic Estimated Spend in each Spend Category in Kootenay Rockies in 2022 was:
 - Accommodation (\$313,540,905) - **49%** increase from 2021
 - Food and Beverage (\$218,353,353) - **7%** increase from 2021
 - Transportation (\$277,359,705) - **53%** increase from 2021
 - Recreation and Entertainment (\$112,337,834) - **35%** increase from 2021
 - Others (Souvenirs, Shopping, Etc.) (\$22,127,340) - **2%** decrease from 2021
 - Clothes and Gifts (\$11,277,645) - **1%** decrease from 2021

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