



# bcrts

British Columbia  
Regional Tourism  
Secretariat

Canada, British Columbia & Alberta

## **Monthly Visitor Highlights | 2023**

**Kootenay Rockies Region *Jan - September Update***



SYMPHONY  
TOURISM  
SERVICES



KOOTENAY  
ROCKIES  
TOURISM

2023 DATA VINTAGE

# Purpose

2023 Visitor  
Highlights



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- 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

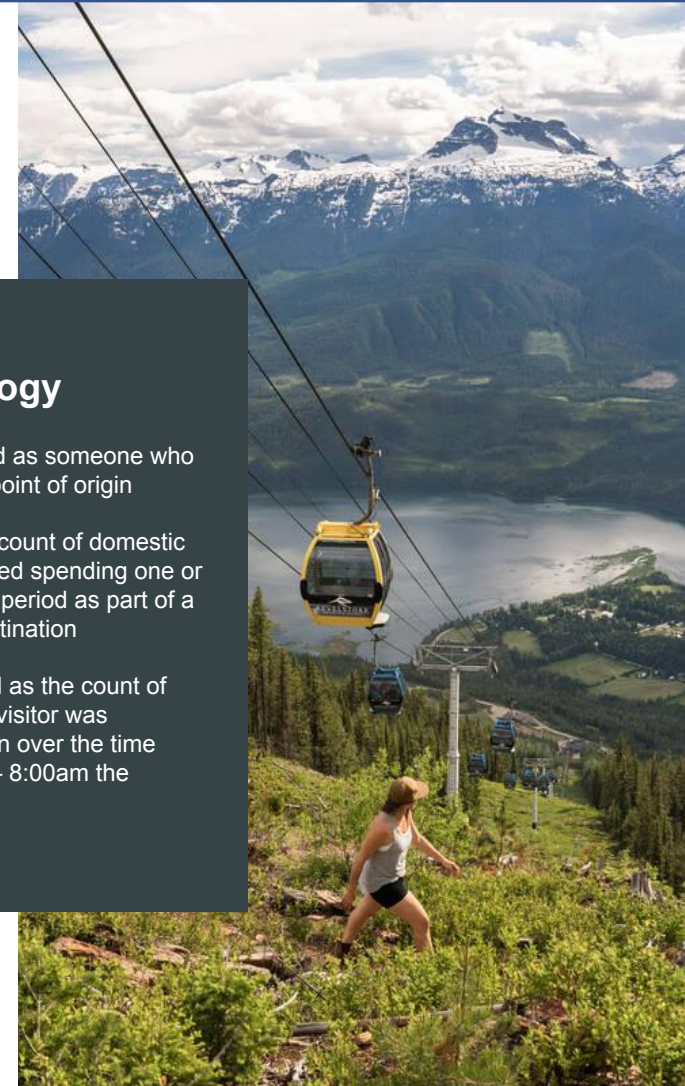


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- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market and grow their business with Canadian 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)



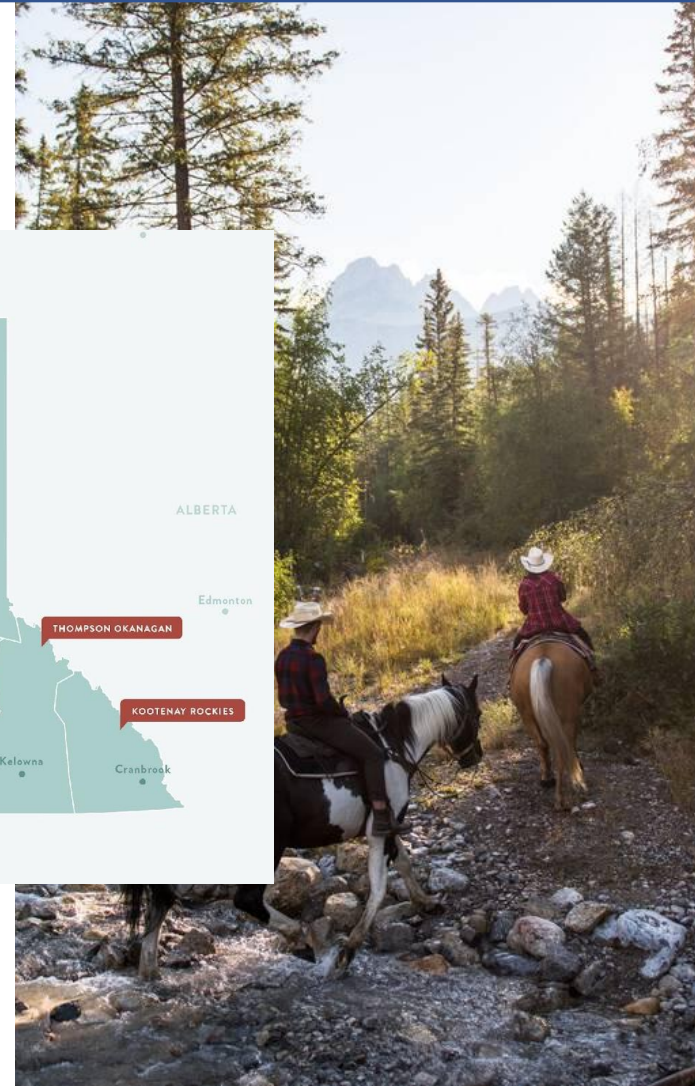
# Research Overview

2023 Visitor  
Highlights



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- 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

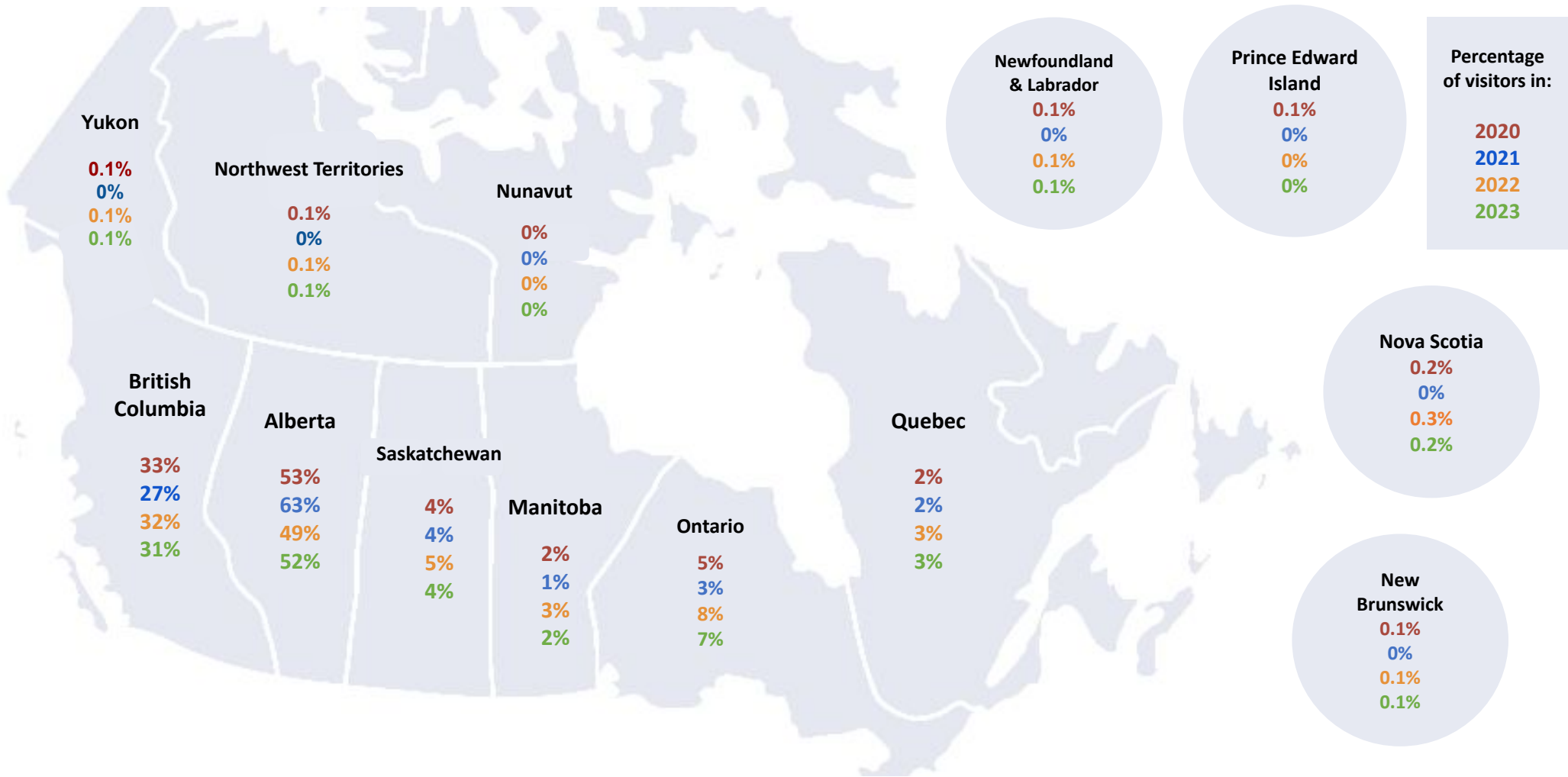
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### Overview

During Q1 2020 Kootenay Rockies saw an average of **443,900** Domestic Visitors. During Q1 2021 the region saw **345,200** Domestic Visitors, in Q1 2022, **457,500** Domestic Visitors and in Q1 2023, **512,200** Domestic Visitors.

- Increase of **15%** 2023 compared to 2020
- Increase of **48%** 2023 compared to 2021
- Increase of **12%** 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



# Q2 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

## Kootenay Rockies

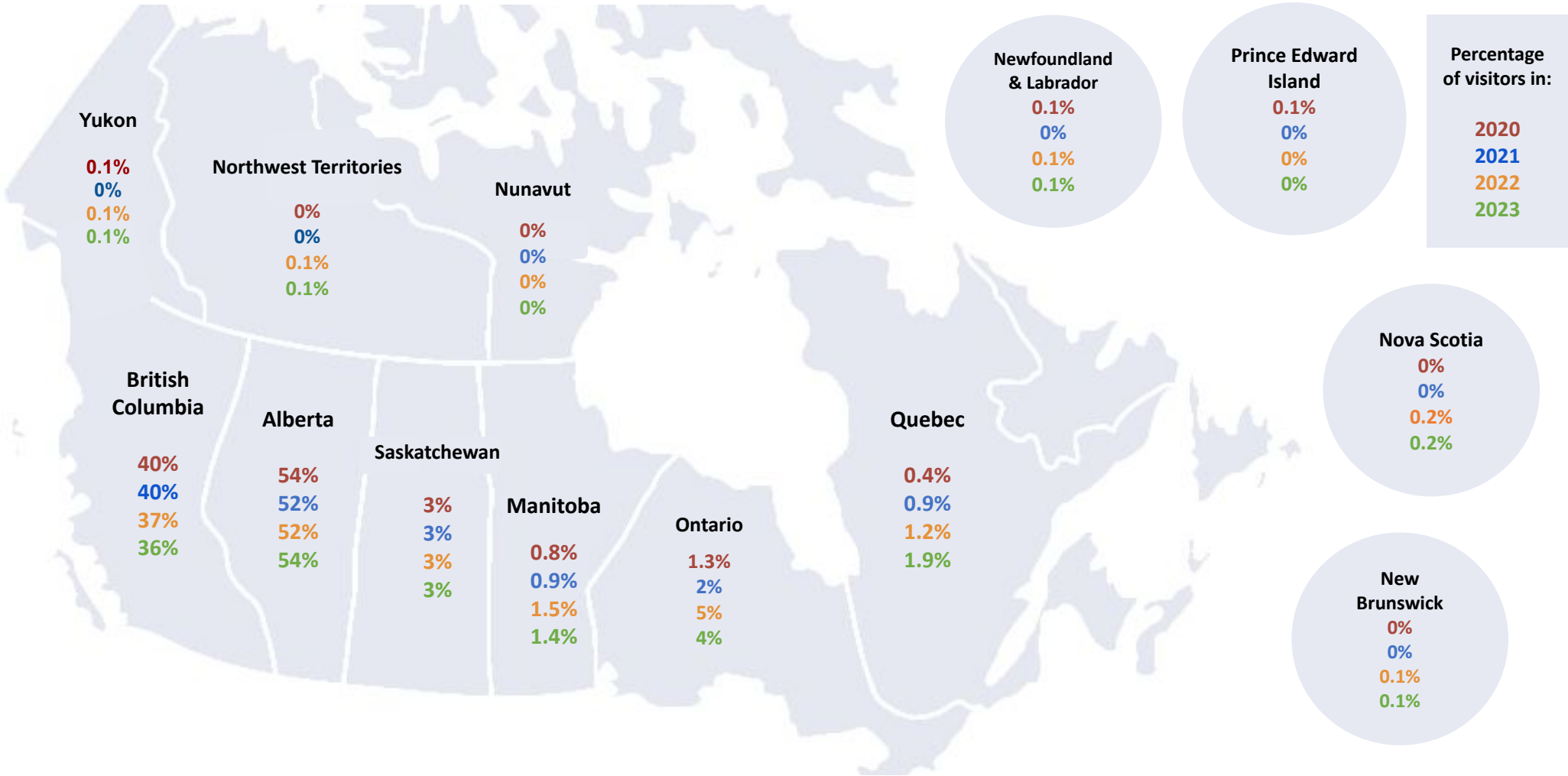
Q2 = April | May | June  
Note: All counts have been rounded to the nearest 100

### Overview

During Q2 2020 Kootenay Rockies saw an average of **345,700** Domestic Visitors. During Q2 2021 the region saw **428,100** Domestic Visitors, in Q2 2022, **637,300** Domestic Visitors and in Q2 2023, **671,100** Domestic Visitors.

- Increase of **94%** 2023 compared to 2020
- Increase of **57%** 2023 compared to 2021
- Increase of **5%** 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



# Q3 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

## Kootenay Rockies

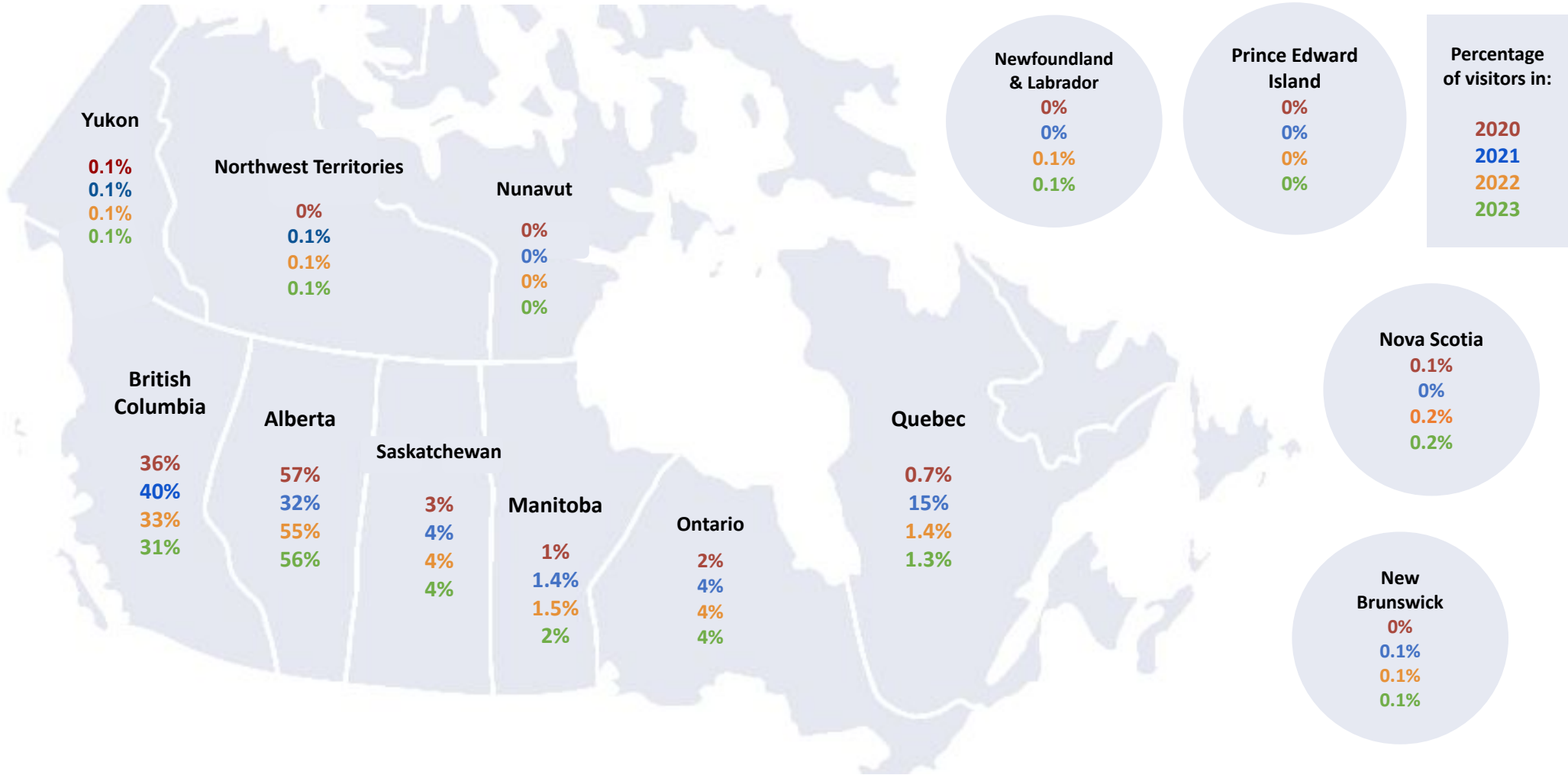
Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

During Q3 2020 Kootenay Rockies saw an average of **1,166,500** Domestic Visitors. During Q3 2021 the region saw **1,248,700** Domestic Visitors, in Q3 2022, **1,234,000** Domestic Visitors and in Q3 2023, **923,700** Domestic Visitors.

- **Decrease** of **21%** 2023 compared to 2020
- **Decrease** of **26%** 2023 compared to 2021
- **Decrease** of **25%** 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





# Canadian Visitation

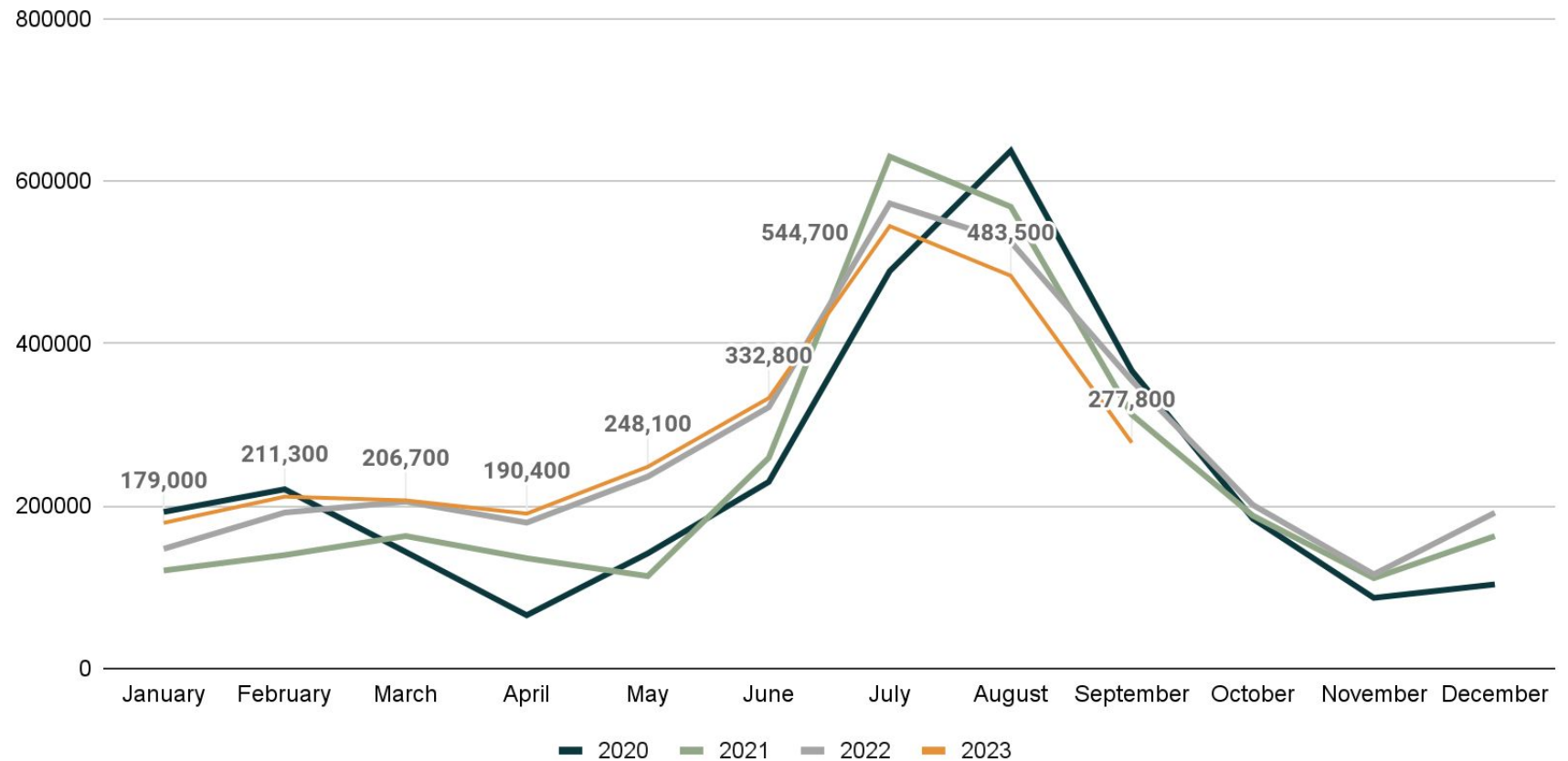
## Canadian Visitors Travelling to Kootenay Rockies by Month

2023 Visitor  
Highlights



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- July 2023 saw a **11%** increase compared to 2020, a **14%** decrease compared to 2021 and a **5%** decrease compared to 2022
- August 2023 saw a **24%** decrease compared to 2020, a **15%** decrease compared to 2021 and a **8%** decrease compared to 2022
- September 2023 saw a **24%** decrease compared to 2020, a **11%** decrease compared to 2021 and a **22%** 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

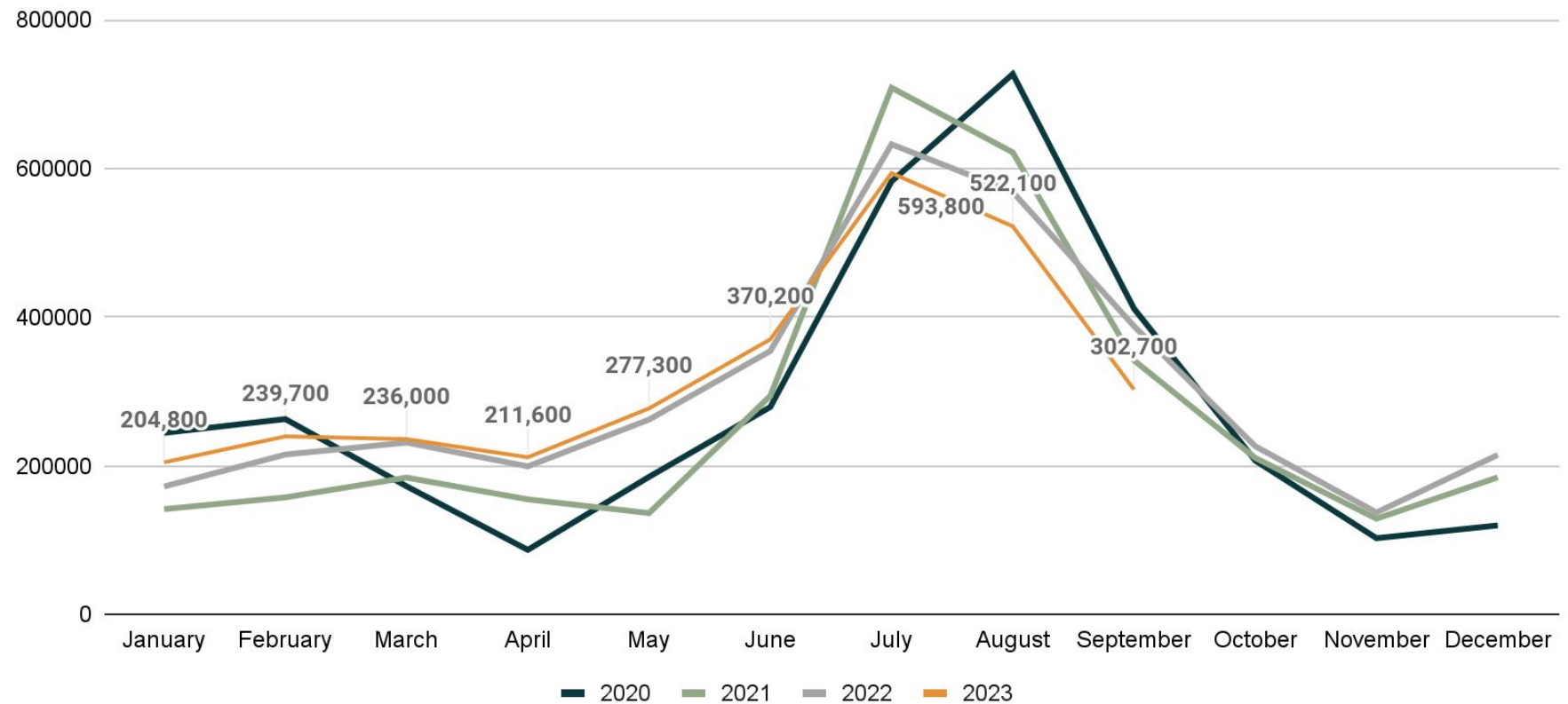
## Canadian Trips To Kootenay Rockies By Month

2023 Visitor  
Highlights



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- July 2023 saw a **2%** increase compared to 2020, a **16%** decrease compared to 2021 and a **6%** decrease compared to 2022
- August 2023 saw a **28%** decrease compared to 2020, a **16%** decrease compared to 2021 and a **8%** decrease compared to 2022
- September 2023 saw a **26%** decrease compared to 2020, a **11%** decrease compared to 2021 and a **22%** 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

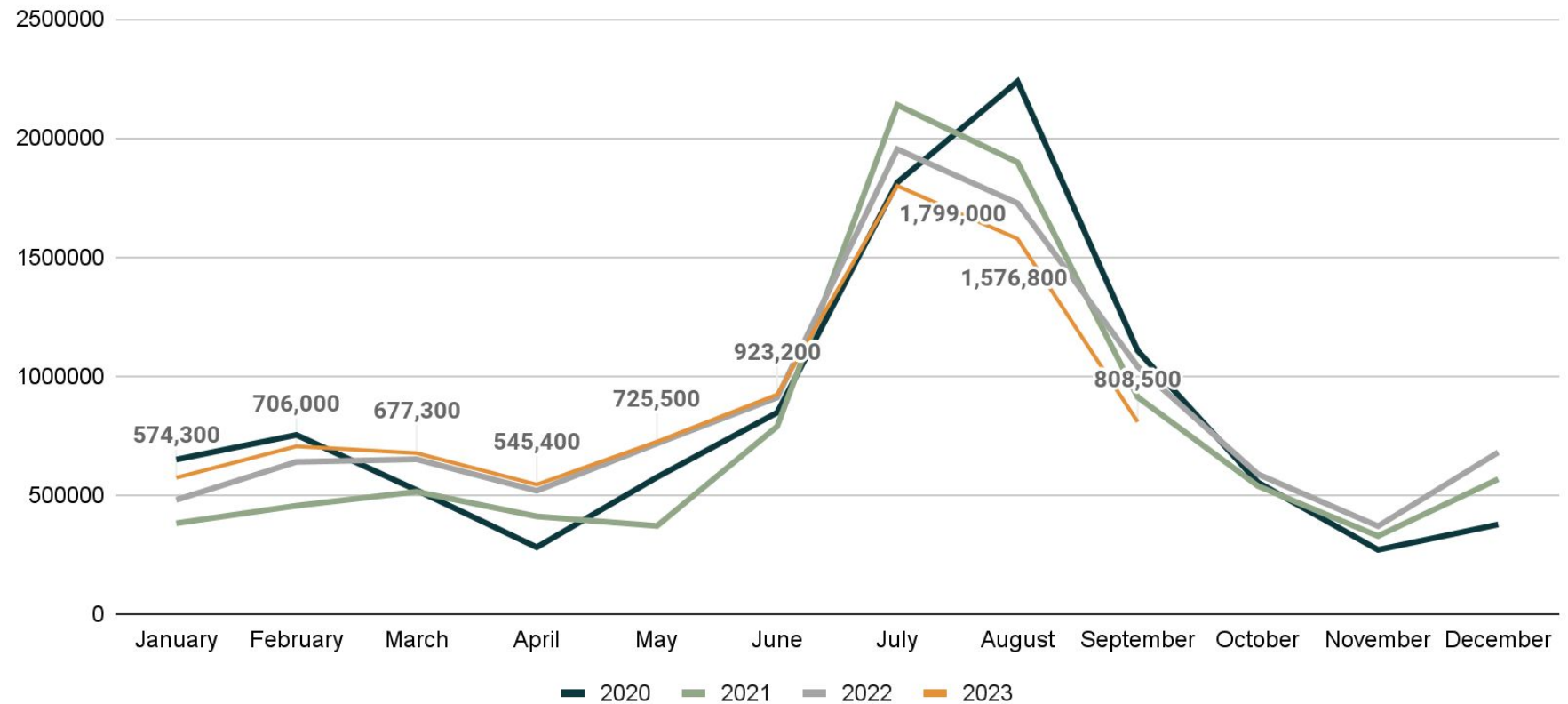
## Canadian Overnight Stays In Kootenay Rockies By Month

2023 Visitor  
Highlights



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- July 2023 saw a **1%** decrease compared to 2020, a **16%** increase compared to 2021 and a **8%** increase compared to 2022
- August 2023 saw a **30%** decrease compared to 2020, a **17%** decrease compared to 2021 and a **9%** decrease compared to 2022
- September 2023 saw a **27%** decrease compared to 2020, a **11%** decrease compared to 2021 and a **22%** 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 Columbia Insights



# Kootenay Rockies Visitation

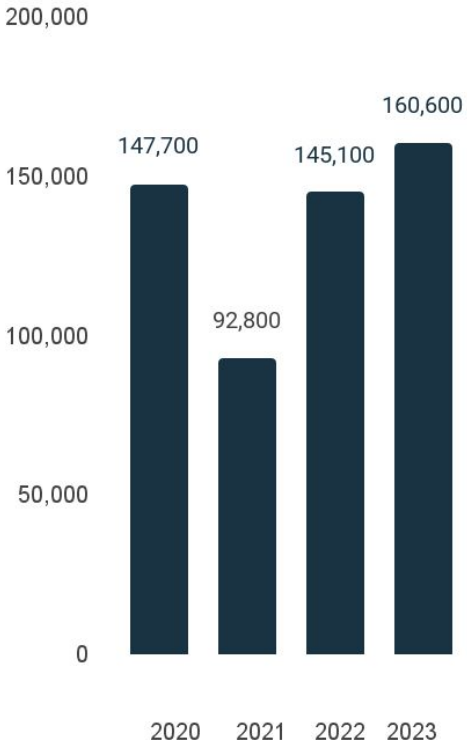
## Bc Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor  
Highlights

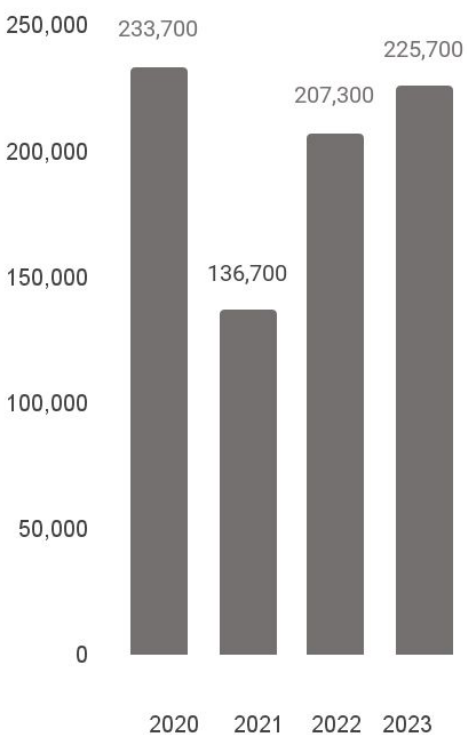


bcrts

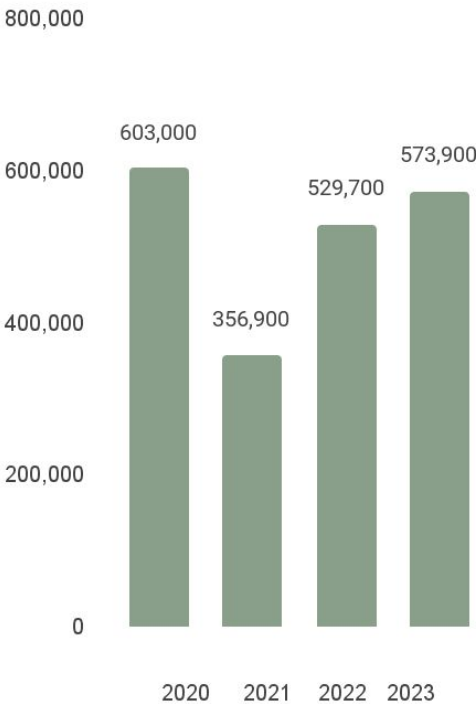
Number of Visitors to KR  
from BC in Q1



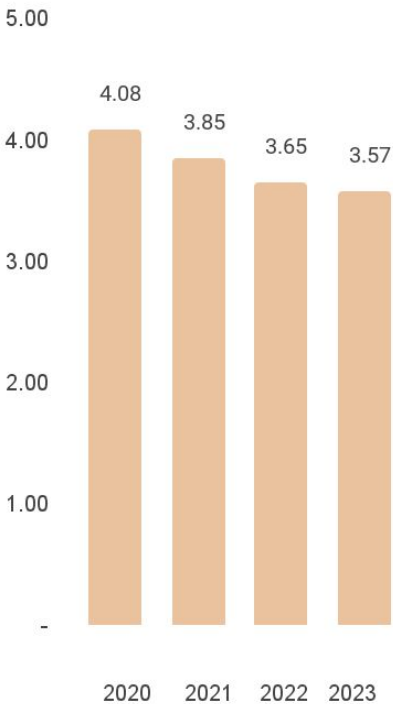
Number of Trips to KR  
from BC in Q1



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

# Kootenay Rockies Visitation

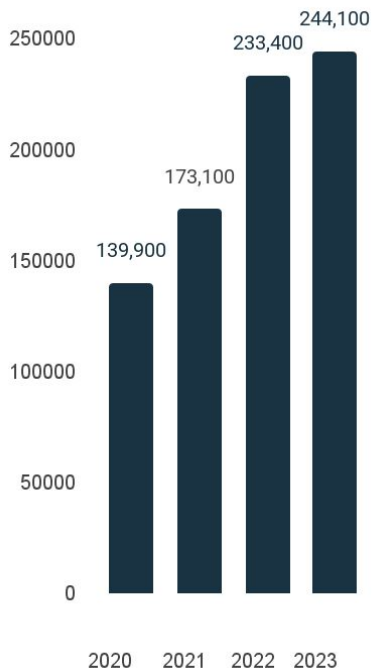
## Bc Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor  
Highlights

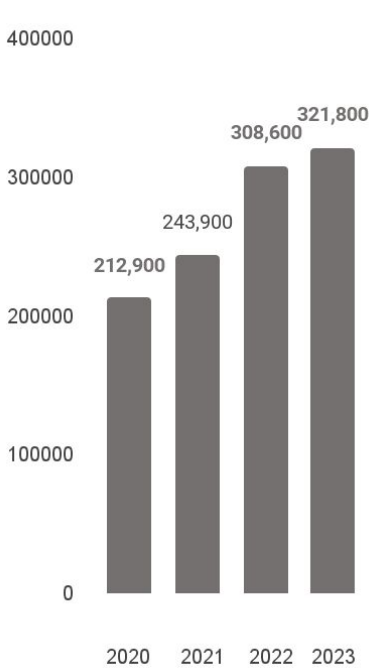


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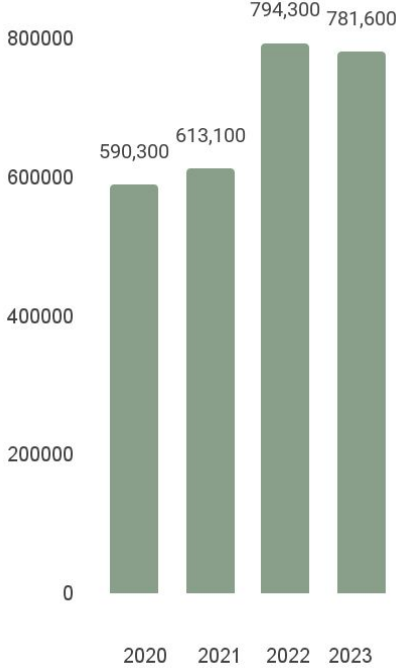
Number of Visitors to KR  
from BC in Q2



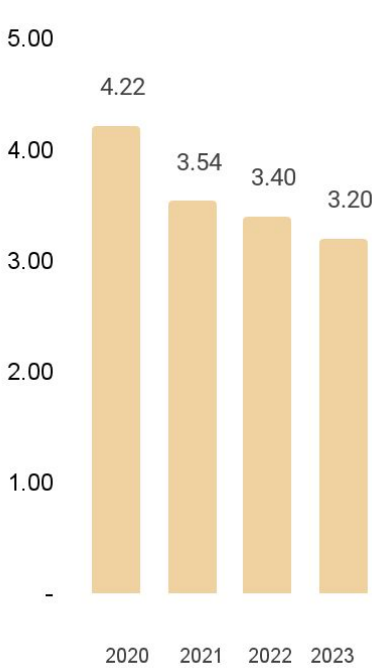
Number of Trips to KR  
from BC in Q2



Number of Nights Stayed in KR  
from BC in Q2



Length of Stay in KR  
from BC in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100



# Kootenay Rockies Visitation

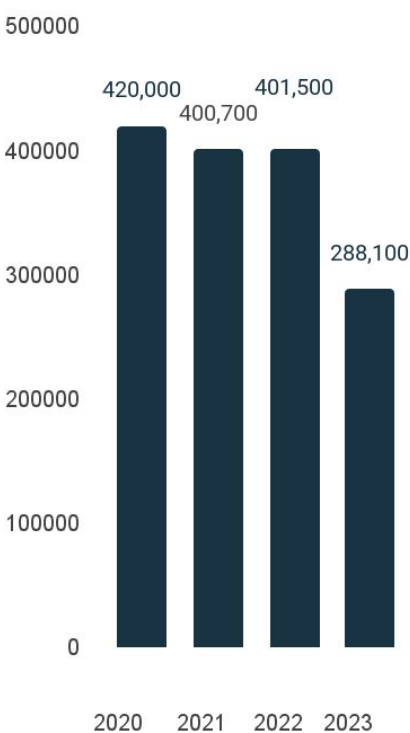
## Bc Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor  
Highlights

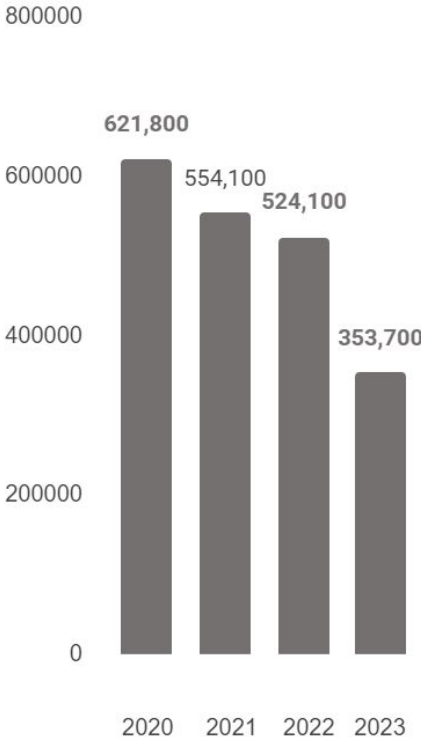


bcrts

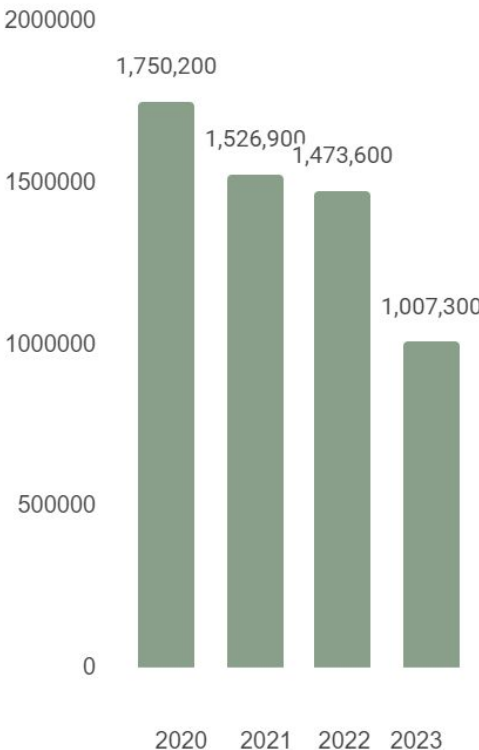
Number of Visitors to KR  
from BC in Q3



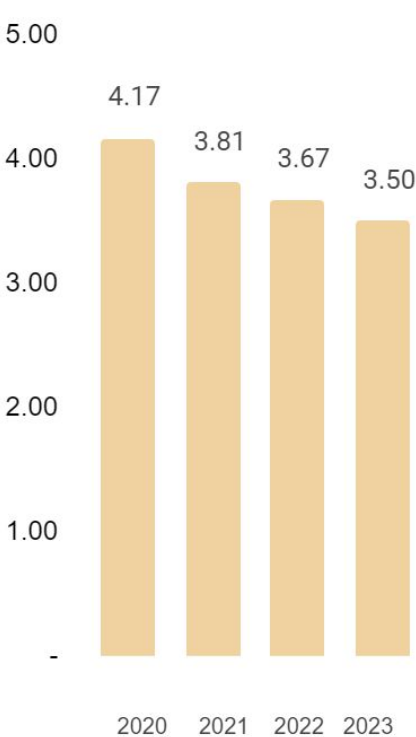
Number of Trips to KR  
from BC in Q3



Number of Nights Stayed in KR  
from BC in Q3



Length of Stay in KR  
from BC in Q3



Q3 = July | August | September

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



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City	2020 Visitor Count
Vancouver	12,300
Kelowna	10,000
Surrey	9,900
Cranbrook	6,000
Kamloops	4,600
Abbotsford	4,200
Burnaby	3,300
Richmond	3,100
Vernon	2,800
Kimberley	2,500

City	2021 Visitor Count
Kelowna	7,500
Vancouver	7,200
Surrey	6,700
Cranbrook	3,300
Abbotsford	3,300
Kamloops	3,000
Vernon	2,100
West Kelowna	1,800
Burnaby	1,700
Salmon Arm	1,600

City	2022 Visitor Count
Vancouver	12,800
Kelowna	10,500
Surrey	10,500
Kamloops	5,400
Abbotsford	4,400
Cranbrook	4,200
Vernon	3,600
Burnaby	3,400
Richmond	2,800
West Kelowna	2,700

City	2023 Visitor Count
Vancouver	14,600
Surrey	13,500
Kelowna	10,400
Kamloops	5,800
Cranbrook	4,800
Abbotsford	4,400
Burnaby	4,000
Richmond	3,500
Vernon	3,500
Coquitlam	3,000

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100



# BC Visitors To Kootenay Rockies By Quarter – Q2

## Number of Visitors To Kootenay Rockies By Origin City

2023 Visitor  
Highlights



bcrts

City	2020 Visitor Count
Kelowna	11,700
Vancouver	9,200
Surrey	8,900
Kamloops	5,100
Cranbrook	5,000
Abbotsford	4,600
Vernon	4,100
West Kelowna	3,000
Burnaby	2,800
Richmond	2,500

City	2021 Visitor Count
Kelowna	17,100
Surrey	9,800
Vancouver	9,200
Kamloops	7,000
Cranbrook	5,800
Vernon	5,700
Abbotsford	4,700
West Kelowna	4,300
Salmon Arm	3,100
Penticton	3,000

City	2022 Visitor Count
Kelowna	17,800
Vancouver	16,400
Surrey	15,600
Kamloops	8,800
Abbotsford	6,600
Cranbrook	6,100
Vernon	6,000
Burnaby	5,500
Richmond	4,900
West Kelowna	4,800

City	2023 Visitor Count
Vancouver	19,400
Surrey	18,800
Kelowna	18,100
Kamloops	9,300
Burnaby	6,500
Abbotsford	6,500
Vernon	6,300
Cranbrook	6,100
Richmond	5,800
Coquitlam	4,600

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# BC Visitors To Kootenay Rockies By Quarter – Q3

## Number of Visitors To Kootenay Rockies By Origin City

2023 Visitor  
Highlights



bcrts

City	2020 Visitor Count
Vancouver	38,400
Kelowna	34,100
Surrey	28,400
Kamloops	16,600
Burnaby	11,400
Abbotsford	11,200
Vernon	10,900
Cranbrook	10,300
Richmond	10,100
West Kelowna	8,500

City	2021 Visitor Count
Vancouver	33,900
Kelowna	32,100
Surrey	28,300
Kamloops	16,500
Abbotsford	11,300
Burnaby	10,600
Vernon	9,900
Richmond	9,700
Cranbrook	9,200
West Kelowna	8,400

City	2022 Visitor Count
Vancouver	35,500
Kelowna	29,500
Surrey	28,600
Kamloops	15,700
Burnaby	11,900
Abbotsford	11,000
Richmond	10,500
Vernon	9,800
Langley	8,400
Coquitlam	8,100

City	2023 Visitor Count
Vancouver	25,100
Kelowna	22,100
Surrey	20,700
Kamloops	11,300
Abbotsford	8,500
Burnaby	7,900
Vernon	6,800
Richmond	6,700
Cranbrook	6,000
West Kelowna	5,600

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

# British Columbian Visitation

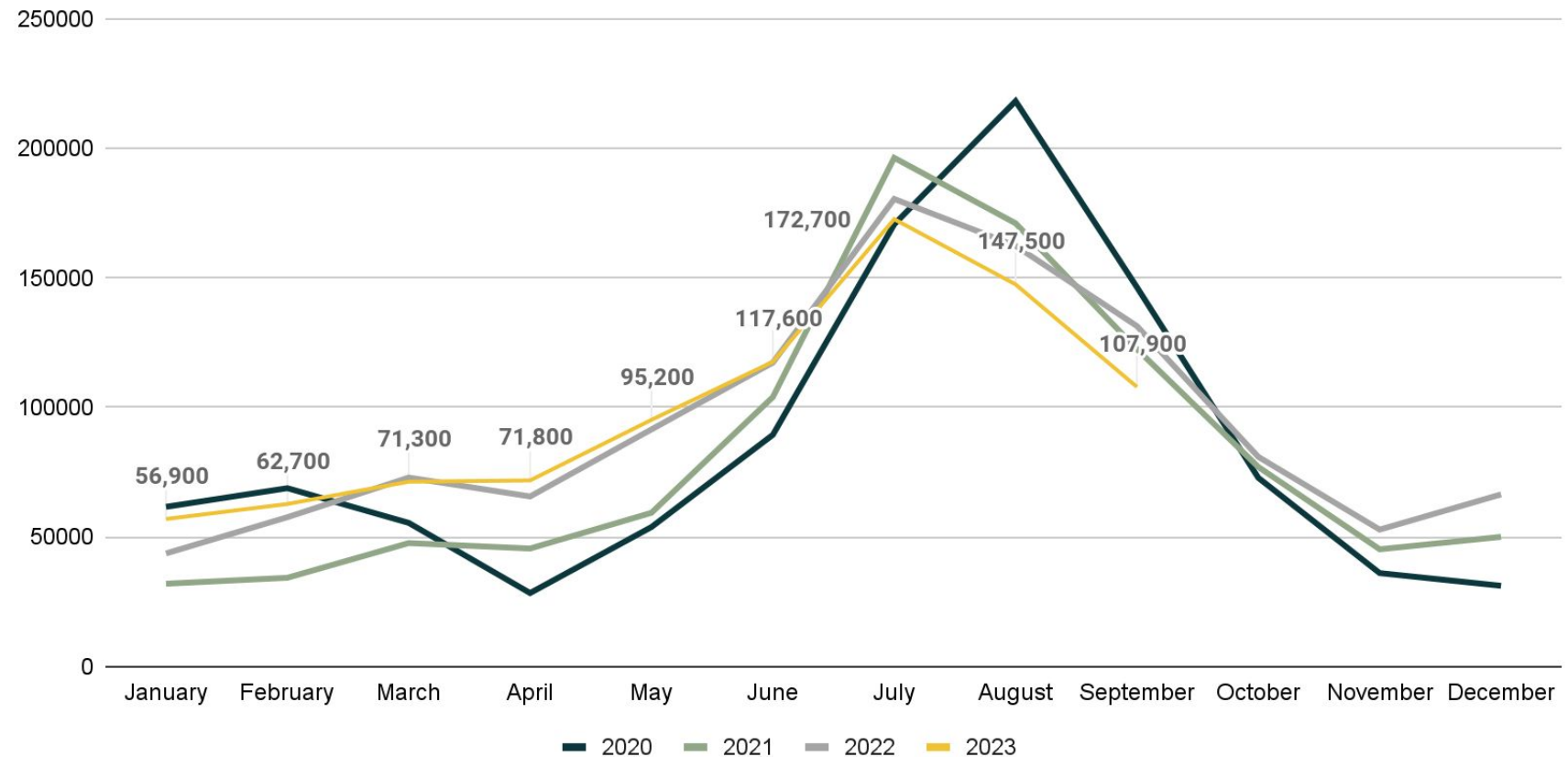
## BC Visitors Travelling To Kootenay Rockies By Month

2023 Visitor  
Highlights



bcrts

- July 2023 saw a **12%** increase compared to 2020, a **3%** decrease compared to 2021 and a **6%** increase compared to 2022
- August 2023 saw a **32%** decrease compared to 2020, a **14%** decrease compared to 2021 and a **9%** decrease compared to 2022
- September 2023 saw a **26%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **18%** 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

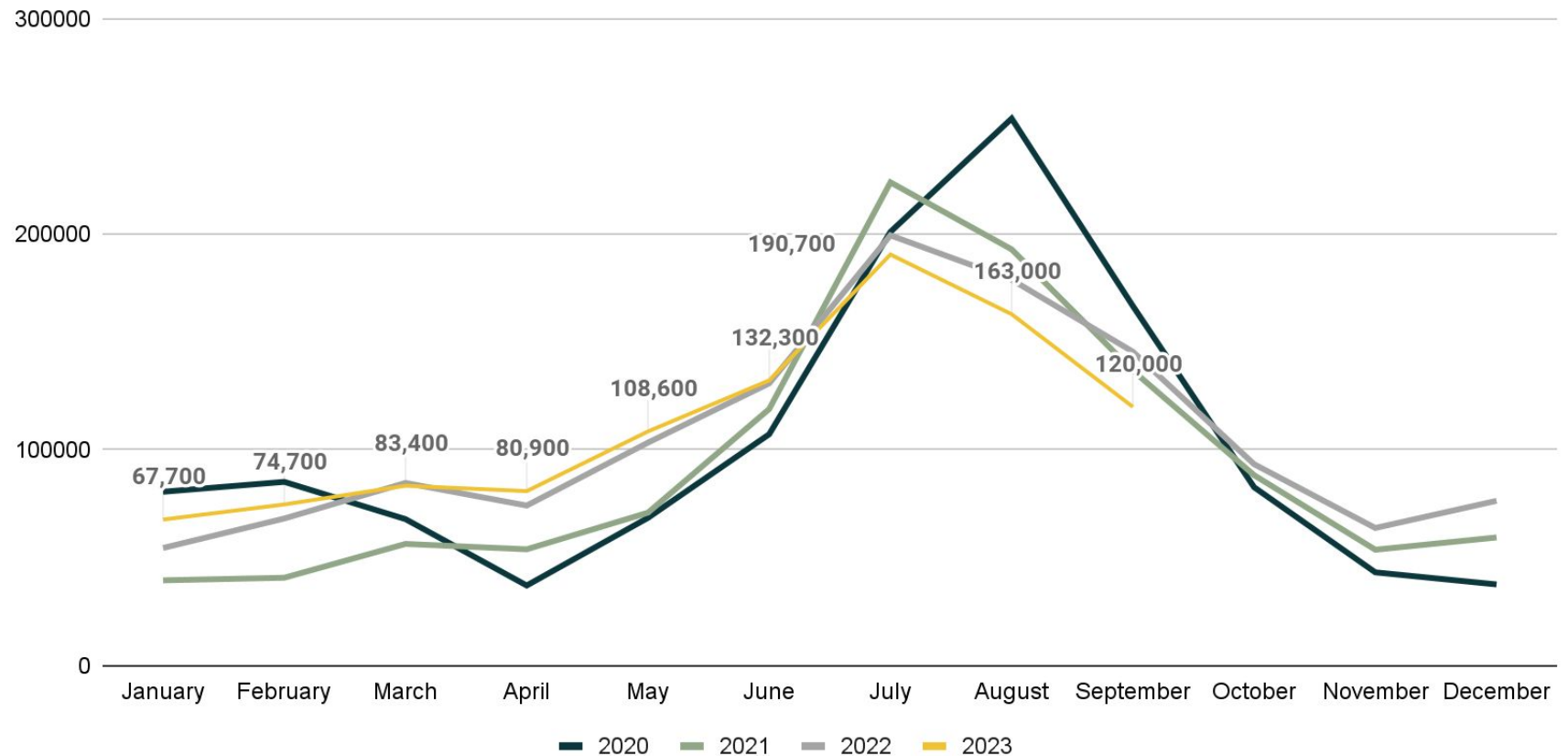
## BC Trips To Kootenay Rockies By Month

2023 Visitor  
Highlights



bcrts

- July 2023 saw a **5%** decrease compared to 2020, a **15%** decrease compared to 2021 and a **4%** decrease compared to 2022
- August 2023 saw a **36%** decrease compared to 2020, a **16%** decrease compared to 2021 and a **9%** decrease compared to 2022
- September 2023 saw a **28%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **18%** 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

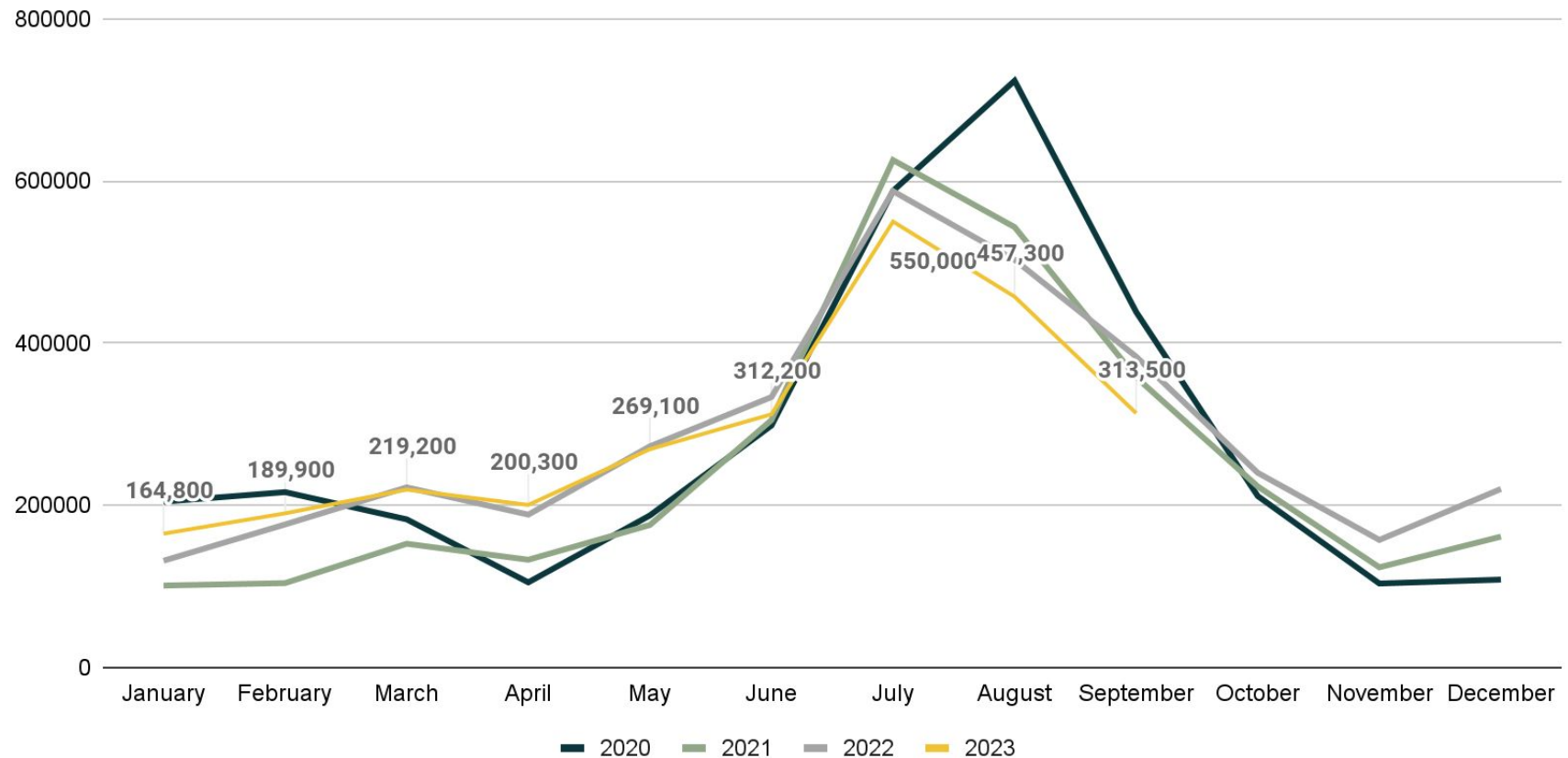
## BC Overnight Stays In Kootenay Rockies By Month

2023 Visitor  
Highlights



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- July 2023 saw a **6%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **6%** decrease compared to 2022
- August 2023 saw a **37%** decrease compared to 2020, a **16%** decrease compared to 2021 and a **9%** decrease compared to 2022
- September 2023 saw a **28%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **18%** 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



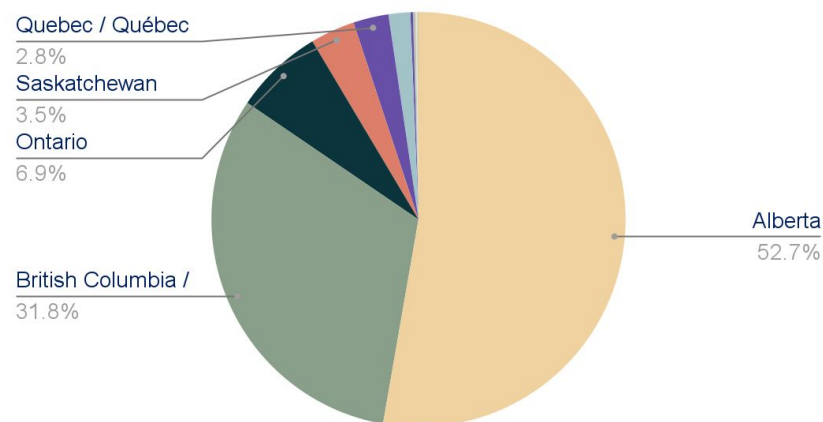
bcrts

### Overview

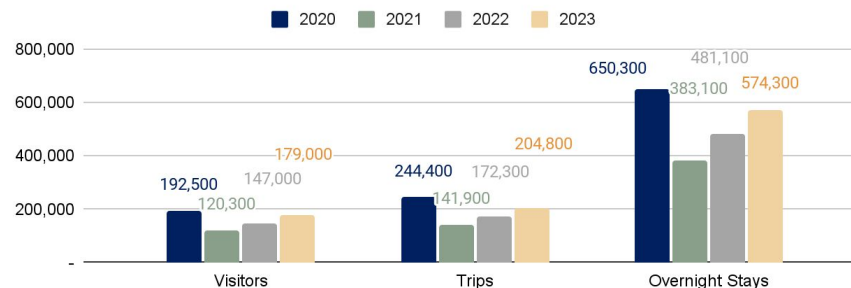
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **7%** when comparing January 2023 to January 2020.

Visitors increased by **49%** when compared to January 2021, and increased by **22%** when compared to January 2022.

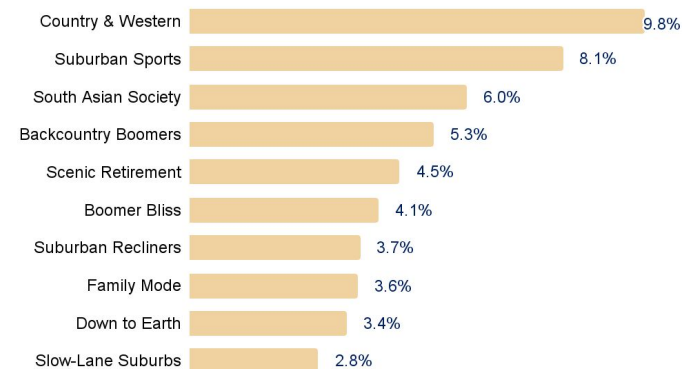
Percentage of Visitors to Kootenay Rockies  
by Province January 2023



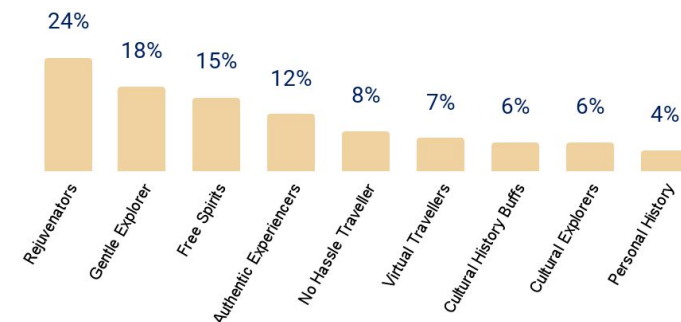
Canadian Visitors to Kootenay Rockies  
January 2020-2023



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



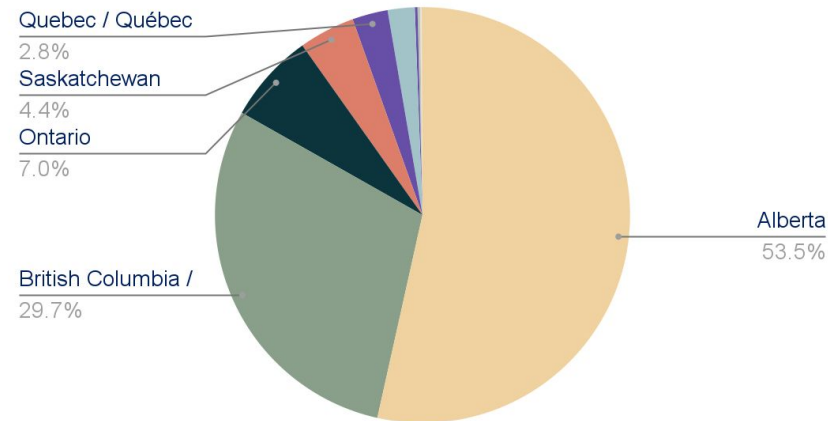
bcrts

### Overview

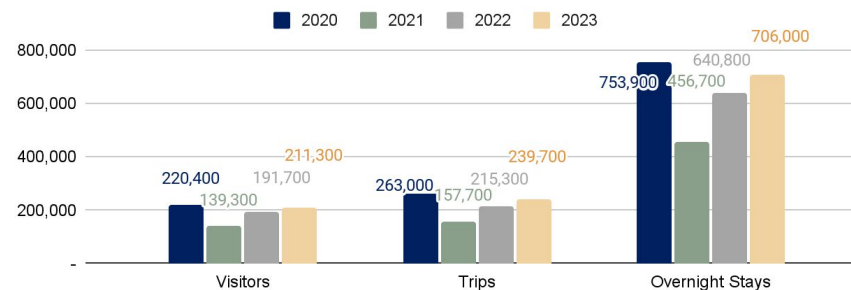
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **4%** when comparing February 2023 to February 2020.

Visitors increased by **52%** when compared to February 2021, and increased by **10%** when compared to February 2022.

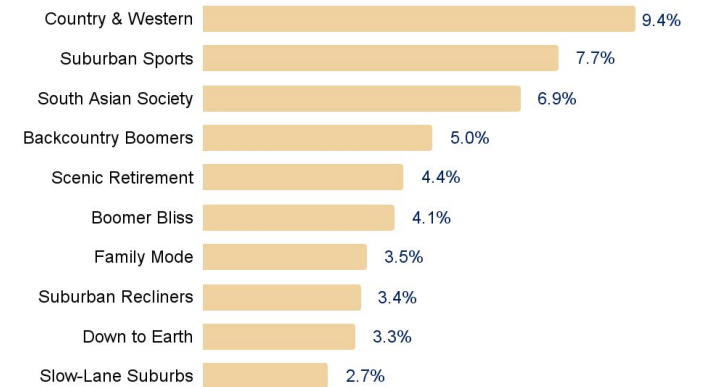
Percentage of Visitors to Kootenay Rockies  
by Province February 2023



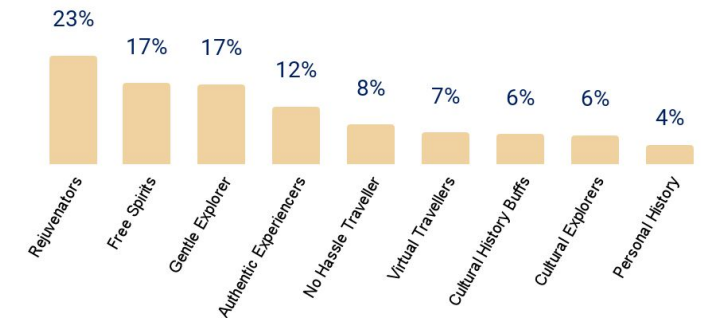
Canadian Visitors to Kootenay Rockies  
February 2020-2023



February 2023 BC Visitors by PRIZM Segment



February 2023 BC Visitors by EQ Type



\*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/British Columbia Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



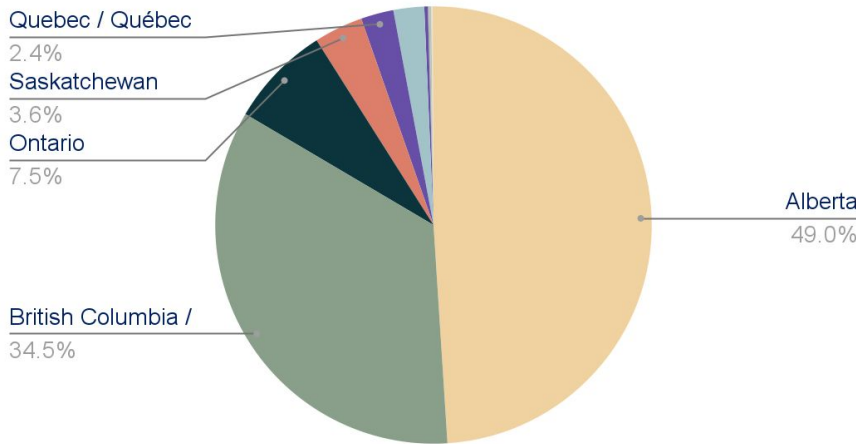
bcrts

### Overview

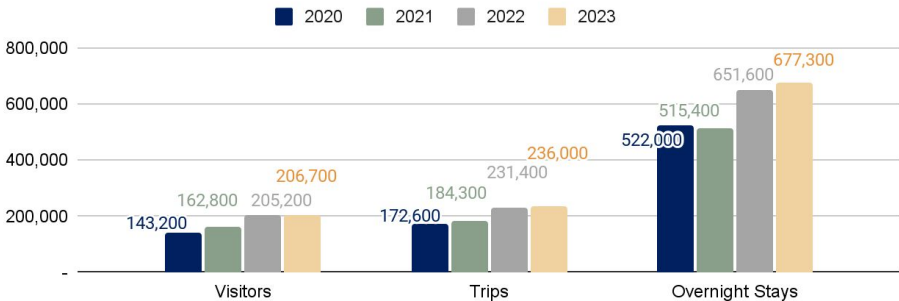
The number of visitors to Kootenay Rockies from Canadian travelers increased by **44%** when comparing March 2023 to March 2020.

Visitors increased by **27%** when compared to March 2021, and increased by **1%** when compared to March 2022.

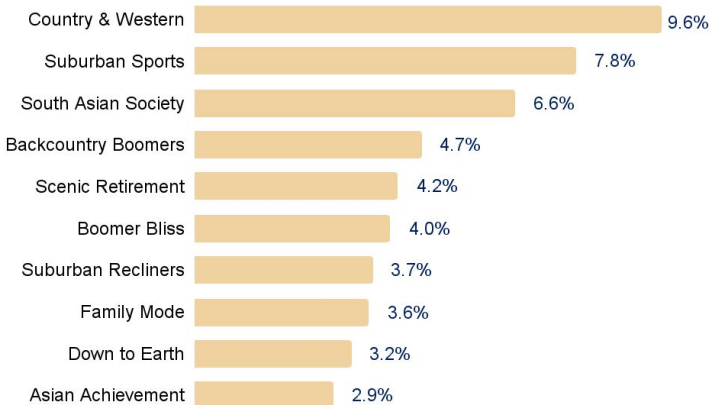
Percentage of Visitors to Kootenay Rockies by Province March 2023



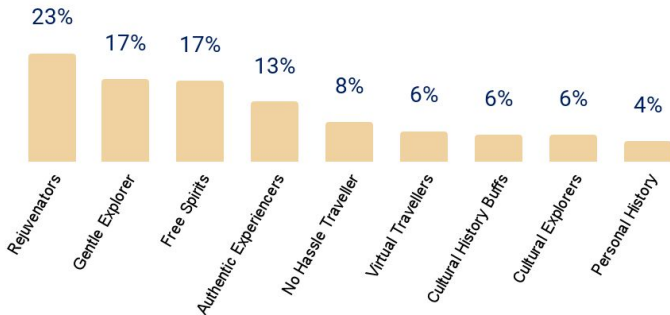
Canadian Visitors to Kootenay Rockies March 2020-2023



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

# April 2023 Canada/British Columbia Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



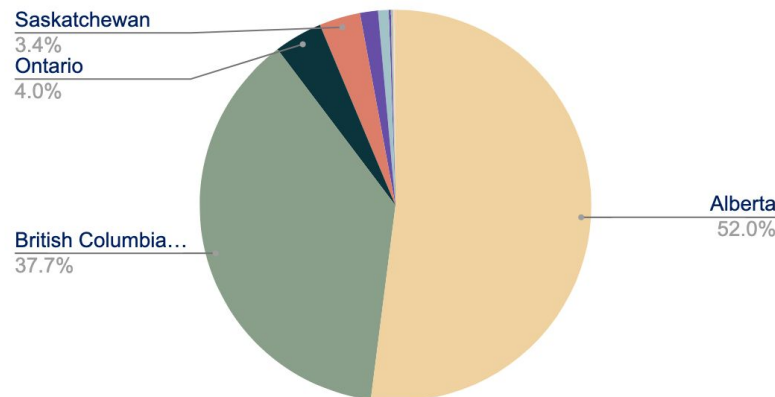
bcrts

### Overview

The number of visitors to Kootenay Rockies from Canadian travelers increased by **192%** when comparing April 2023 to April 2020.

Visitors increased by **41%** when compared to April 2021, and increased by **6%** when compared to April 2022.

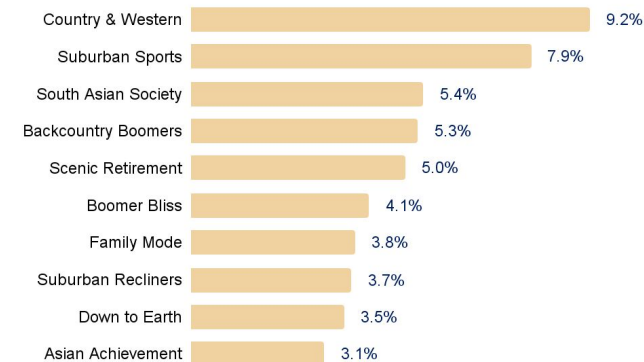
Percentage of Visitors to Kootenay Rockies  
by Province April 2023



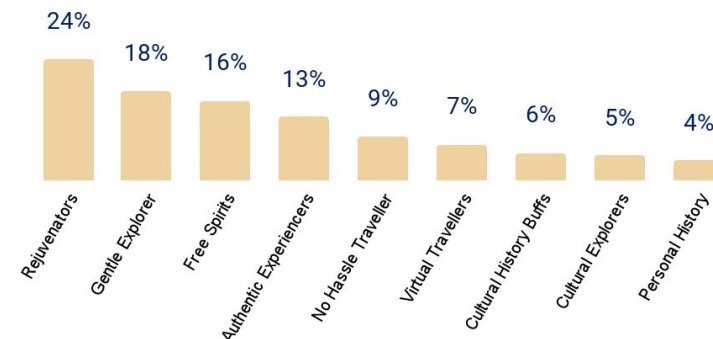
Canadian Visitors to Kootenay Rockies  
April 2020-2023



April 2023 BC Visitors by PRIZM Segment



April 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



# May 2023 Canada/British Columbia Regional Visitation

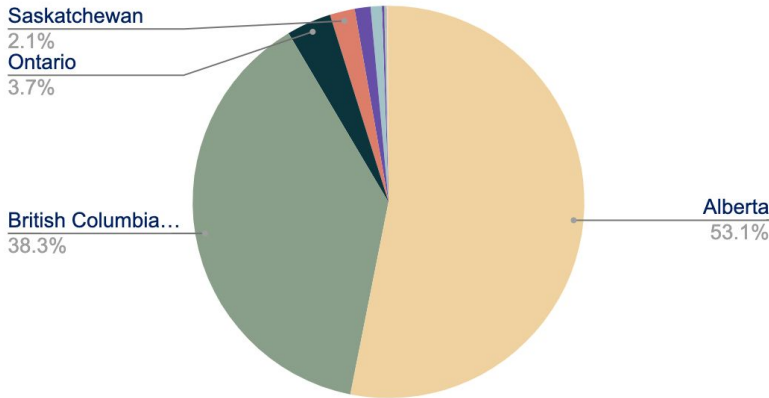
## Kootenay Rockies

### Overview

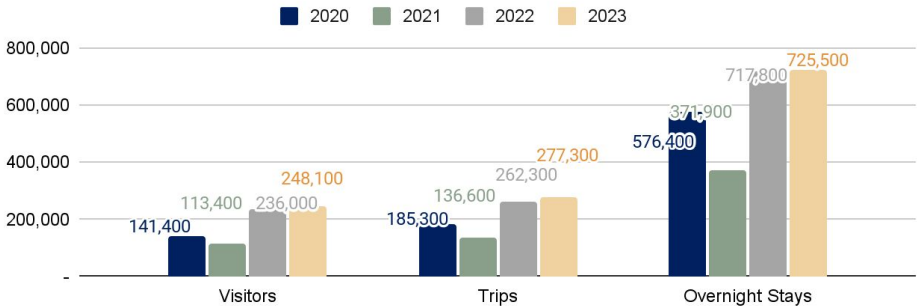
The number of visitors to Kootenay Rockies from Canadian travelers increased by **75%** when comparing May 2023 to May 2020.

Visitors increased by **119%** when compared to May 2021, and increased by **5%** when compared to May 2022.

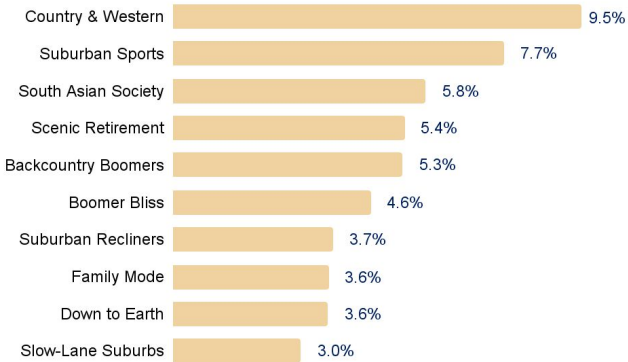
Percentage of Visitors to Kootenay Rockies by Province May 2023



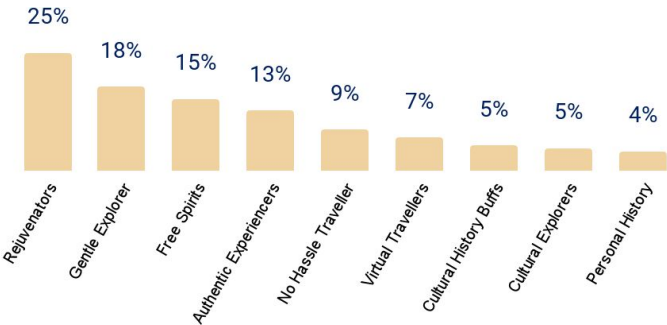
Canadian Visitors to Kootenay Rockies May 2020-2023



May 2023 BC Visitors by PRIZM Segment



May 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

# June 2023 Canada/British Columbia Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



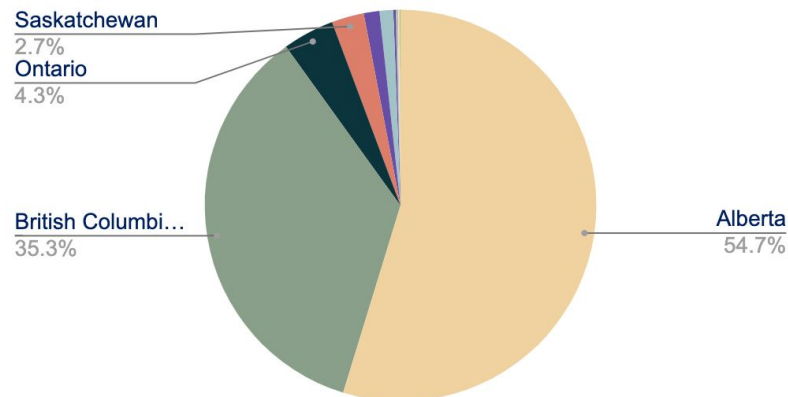
bcrts

### Overview

The number of visitors to Kootenay Rockies from Canadian travelers increased by **45%** when comparing June 2023 to June 2020.

Visitors increased by **28%** when compared to June 2021, and increased by **4%** when compared to June 2022.

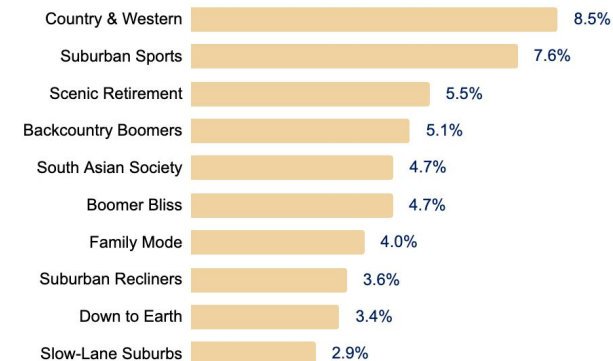
Percentage of Visitors to Kootenay Rockies  
by Province June 2023



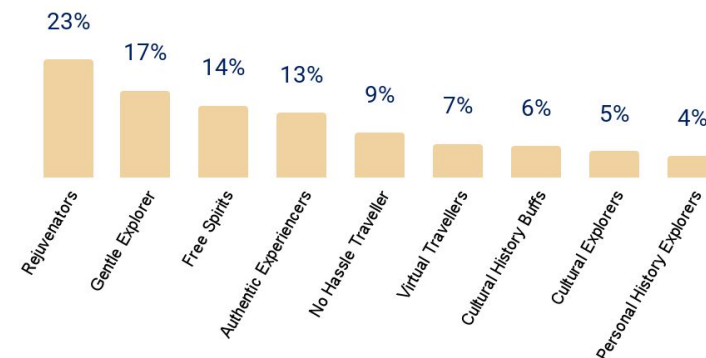
Canadian Visitors to Kootenay Rockies  
June 2020-2023



June 2023 BC Visitors by PRIZM Segment



June 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

# July 2023 Canada/British Columbia Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



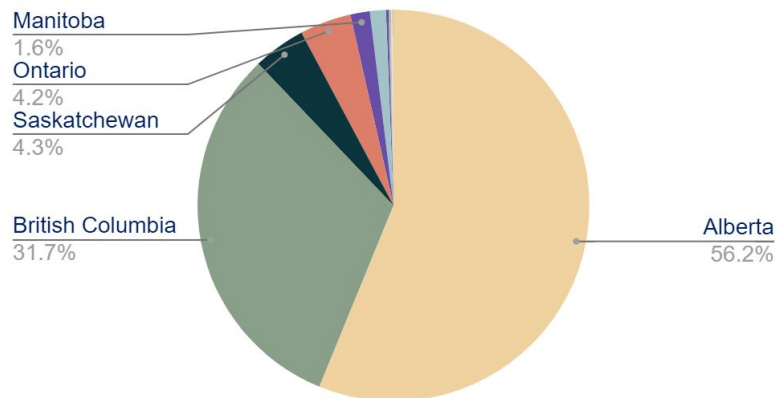
bcrts

### Overview

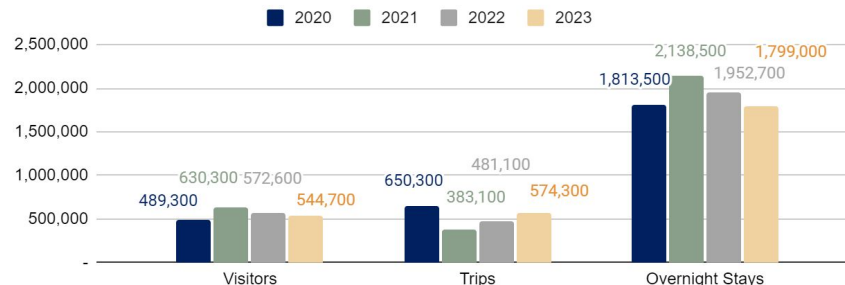
The number of visitors to Kootenay Rockies from Canadian travelers increased by **11%** when comparing July 2023 to July 2020.

Visitors decreased by **14%** when compared to July 2021, and decreased by **5%** when compared to July 2022.

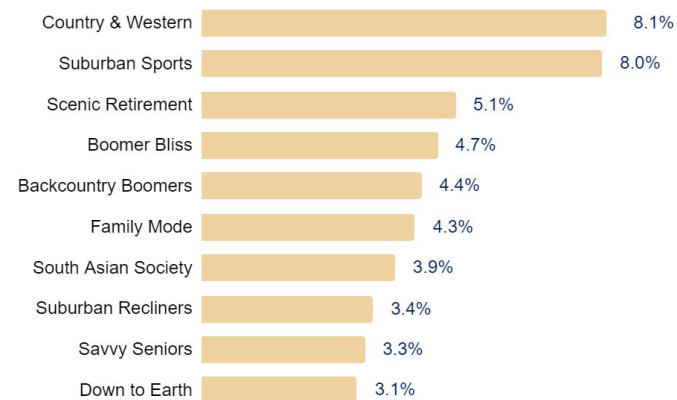
Percentage of Visitors to Kootenay Rockies  
by Province July 2023



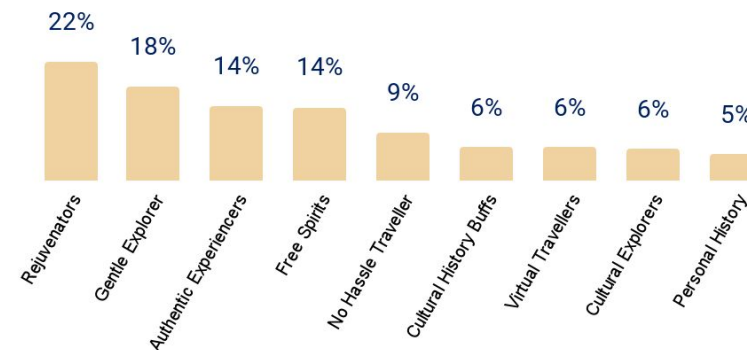
Canadian Visitors to Kootenay Rockies  
July 2020-2023



July 2023 BC Visitors by PRIZM Segment



July 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



# August 2023 Canada/British Columbia Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



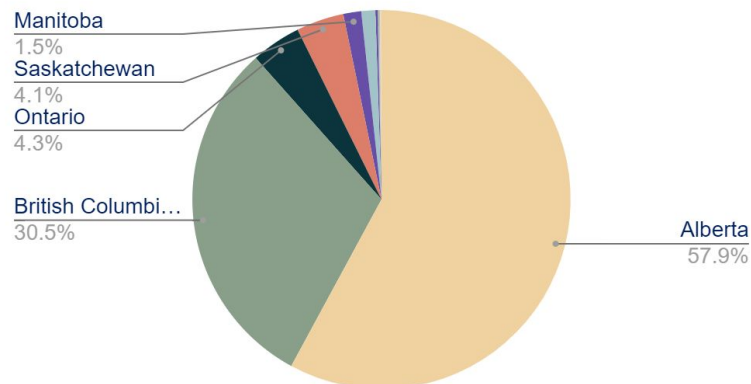
bcrts

### Overview

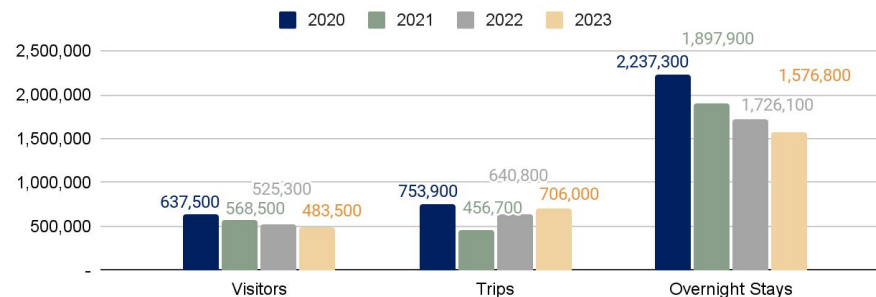
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **24%** when comparing August 2023 to August 2020.

Visitors decreased by **15%** when compared to August 2021, and decreased by **8%** when compared to August 2022.

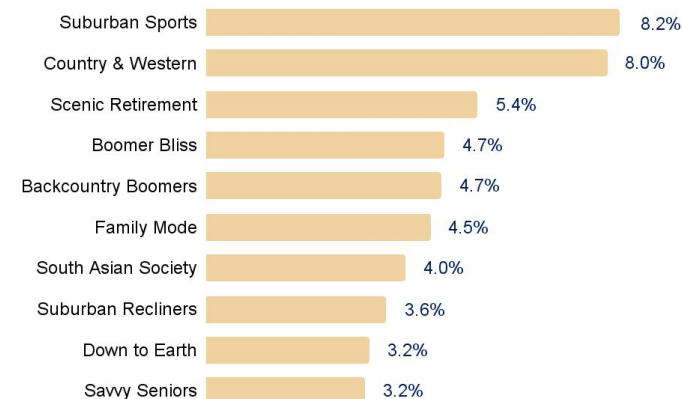
Percentage of Visitors to Kootenay Rockies  
by Province August 2023



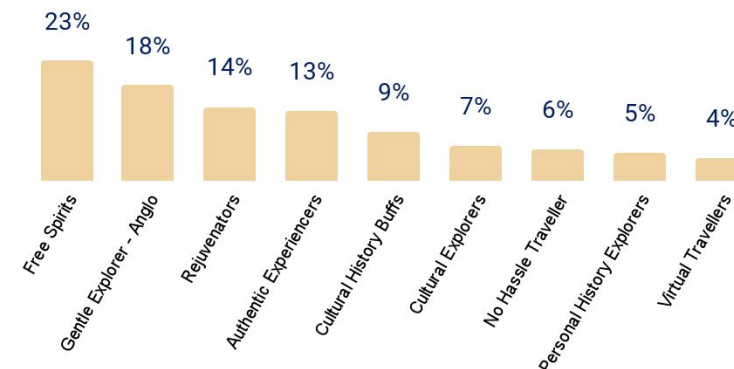
Canadian Visitors to Kootenay Rockies  
August 2020-2023



August 2023 BC Visitors by PRIZM Segment



August 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

# Sept 2023 Canada/British Columbia Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



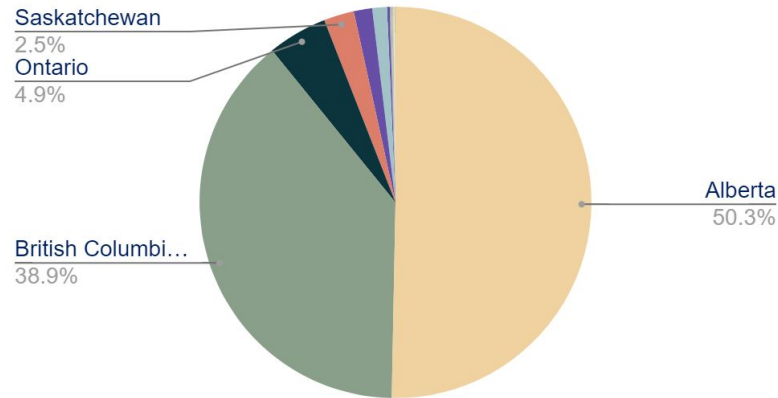
bcrts

### Overview

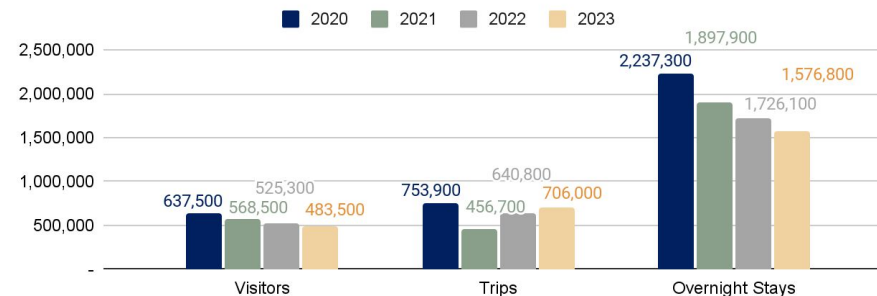
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **24%** when comparing September 2023 to September 2020.

Visitors decreased by **11%** when compared to September 2021, and decreased by **22%** when compared to September 2022.

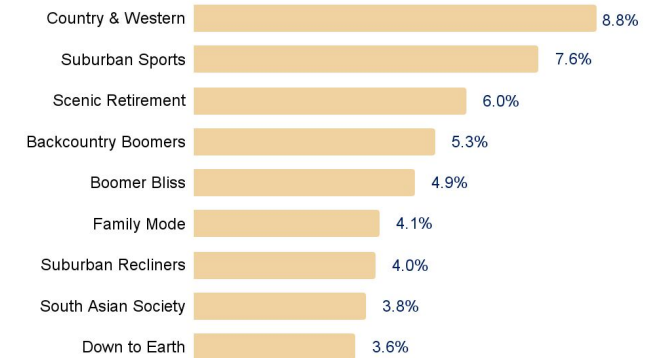
Percentage of Visitors to Kootenay Rockies  
by Province September 2023



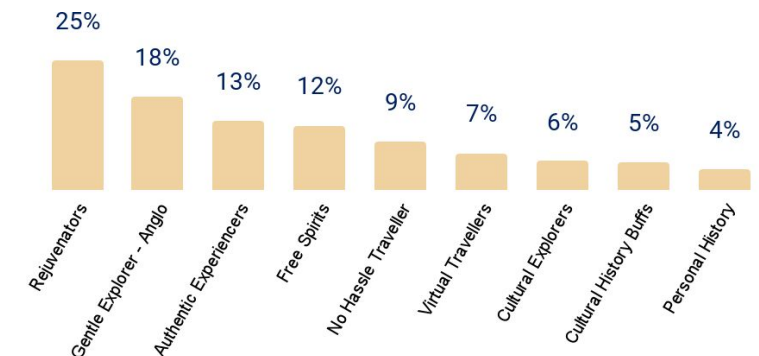
Canadian Visitors to Kootenay Rockies  
September 2020-2023



September 2023 BC Visitors by PRIZM Segment



September 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



A person wearing a red shirt and a helmet is riding a mountain bike on a dirt trail through a dense forest. A small dog on a leash is walking alongside the bike. The forest is filled with tall evergreen trees and lush green undergrowth. Sunlight filters through the trees, creating a warm, golden glow. In the background, a range of mountains is visible under a clear sky.

# Alberta Insights



# Kootenay Rockies Visitation

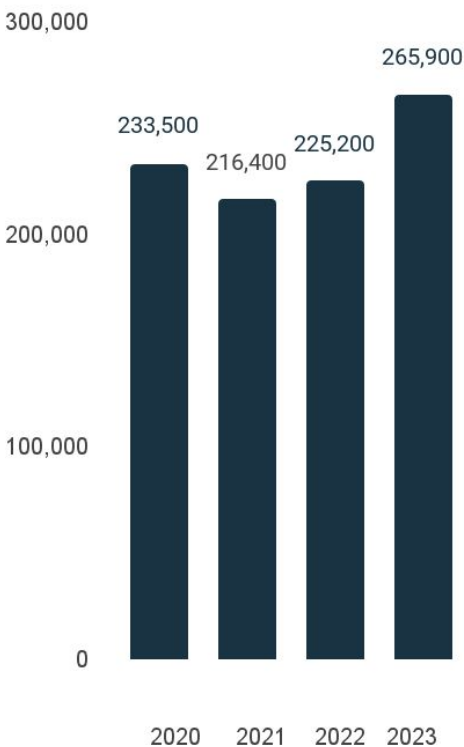
## Alberta Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor  
Highlights

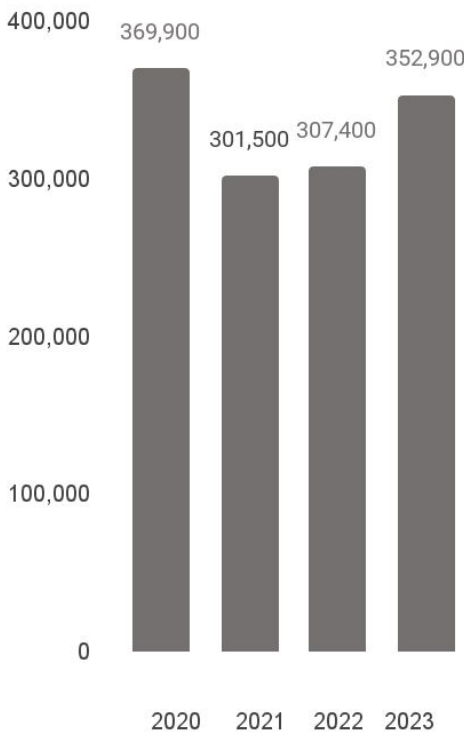


bcrts

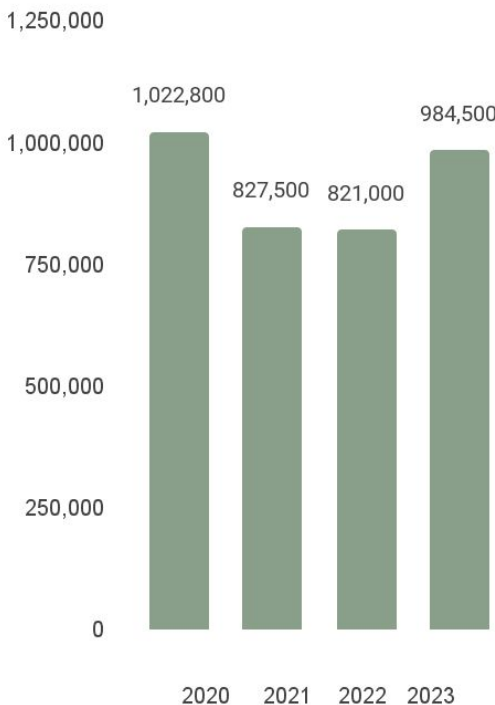
Number of Visitors to KR  
from AB in Q1



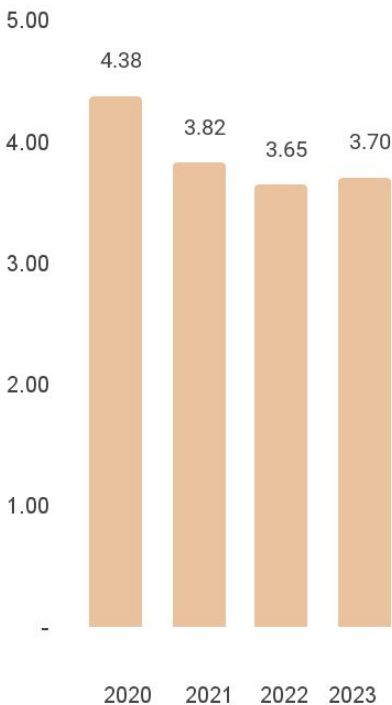
Number of Trips to KR  
from AB in Q1



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

# Kootenay Rockies Visitation

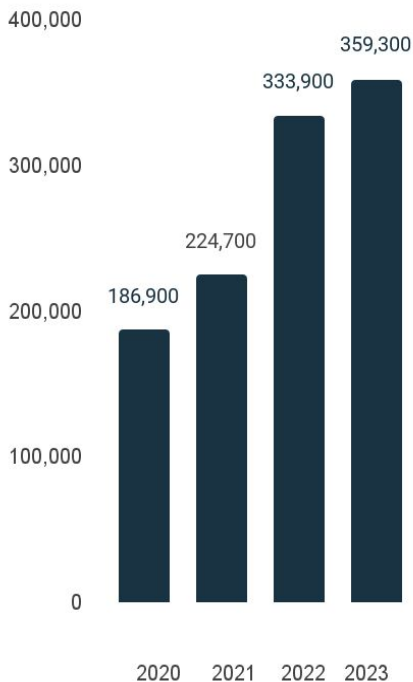
## Alberta Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor  
Highlights

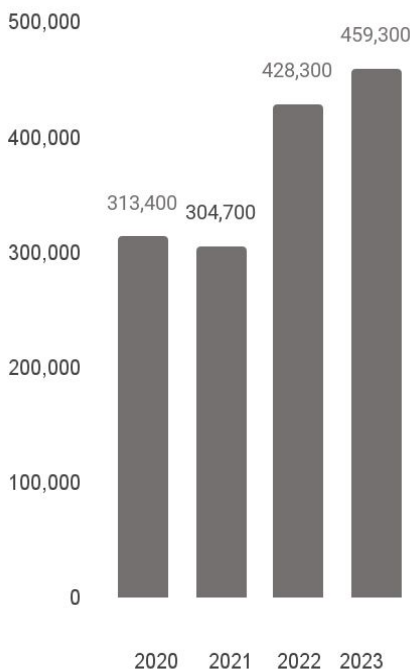


bcrts

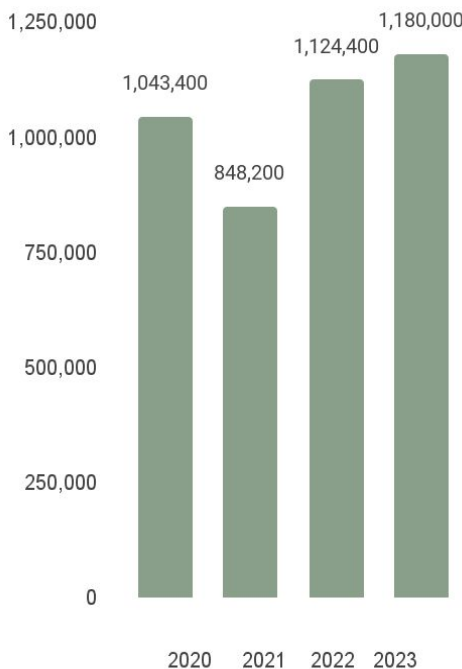
Number of Visitors to KR  
from AB in Q2



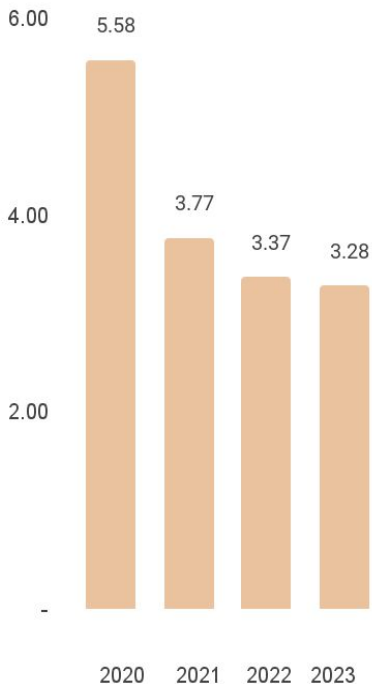
Number of Trips to KR  
from AB in Q2



Number of Nights Stayed in KR  
from AB in Q2



Length of Stay in KR  
from AB in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# Kootenay Rockies Visitation

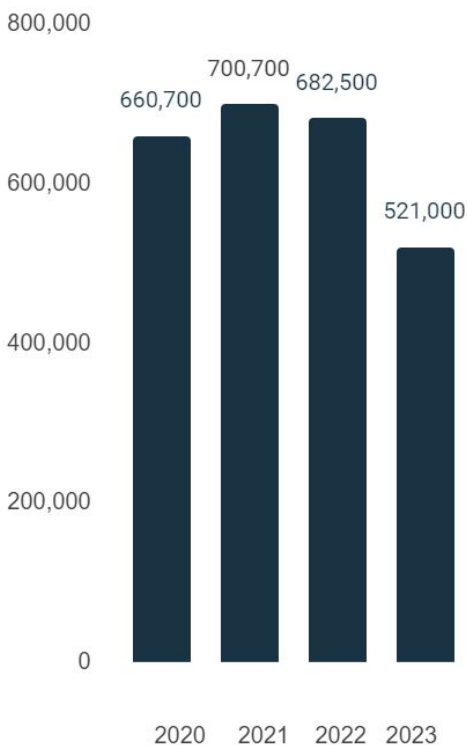
## Alberta Residents Travelling To Kootenay Rockies By Quarter

2023 Visitor  
Highlights

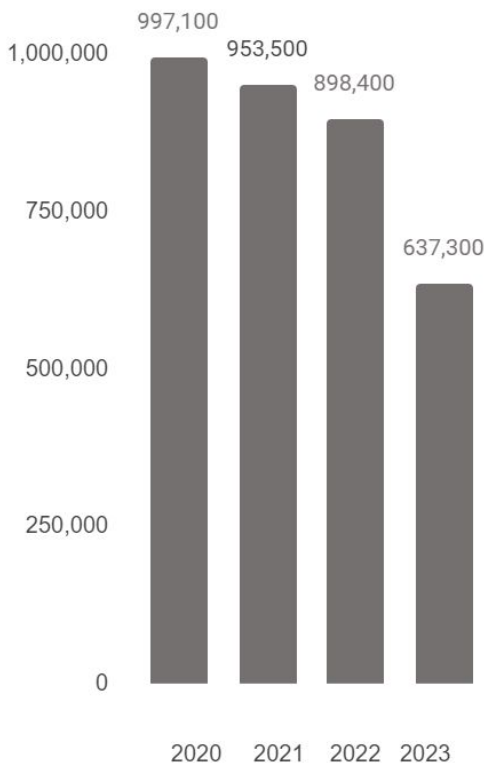


bcrts

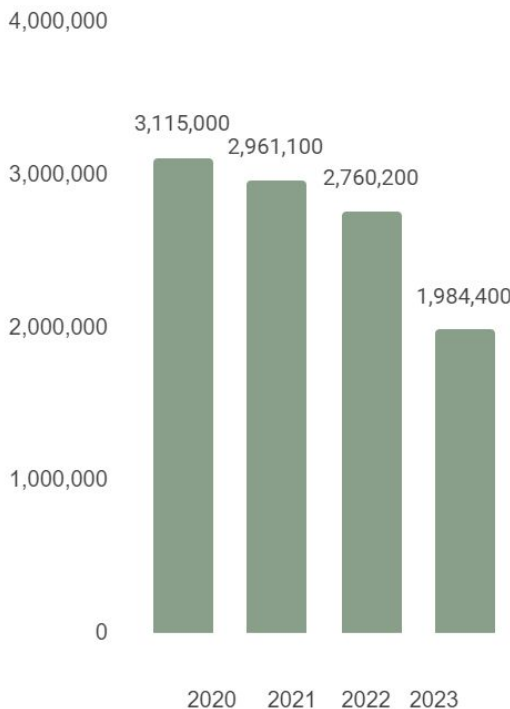
Number of Visitors to KR  
from AB in Q3



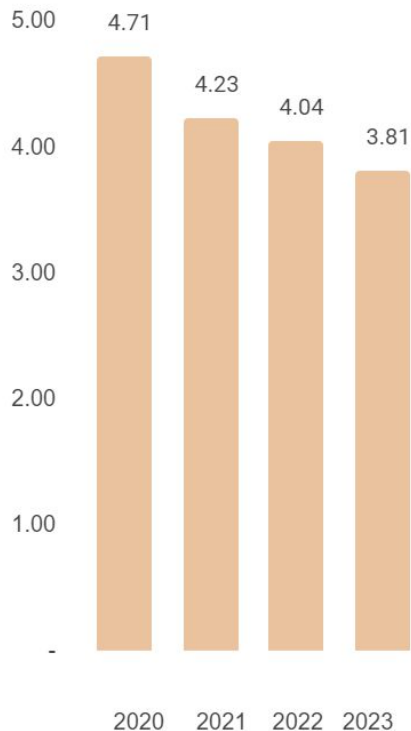
Number of Trips to KR  
from AB in Q3



Number of Nights Stayed in KR  
from AB in Q3



Length of Stay in KR  
from AB in Q3



Q3 = July | August | September

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	119,400
Edmonton	25,700
Lethbridge	7,600
Airdrie	7,000
Rocky View County	5,100
Red Deer	4,200
Canmore	3,700
Strathcona County	3,200
Okotoks	2,800
Cochrane	2,600

City	2021 Visitor Count
Calgary	100,800
Edmonton	25,100
Airdrie	6,300
Lethbridge	5,800
Red Deer	4,700
Rocky View County	4,300
Strathcona County	3,600
Canmore	2,900
Okotoks	2,500
Cochrane	2,400

City	2022 Visitor Count
Calgary	109,200
Edmonton	28,700
Lethbridge	5,900
Airdrie	5,700
Rocky View County	4,600
Red Deer	4,500
Strathcona County	3,900
Canmore	3,300
St. Albert	2,500
Medicine Hat	2,500

City	2023 Visitor Count
Calgary	179,200
Edmonton	41,000
Lethbridge	11,800
Airdrie	10,500
Red Deer	7,300
Rocky View County	6,400
Strathcona County	5,000
Medicine Hat	4,400
Okotoks	4,200
Canmore	4,000

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To Kootenay Rockies By Quarter – Q2

## Number of Visitors To Kootenay Rockies By Origin City

2023 Visitor  
Highlights



bcrts

City	2020 Visitor Count
Calgary	95,600
Edmonton	17,700
Lethbridge	6,900
Airdrie	6,400
Rocky View County	4,100
Red Deer	4,000
Canmore	2,800
Okotoks	2,700
Cochrane	2,400
Strathcona County	2,200

City	2021 Visitor Count
Calgary	112,400
Edmonton	23,900
Lethbridge	7,500
Airdrie	7,000
Red Deer	5,000
Rocky View County	4,400
Strathcona County	3,100
Canmore	3,000
Okotoks	2,800
Cochrane	2,600

City	2022 Visitor Count
Calgary	162,100
Edmonton	38,300
Lethbridge	11,500
Airdrie	10,200
Red Deer	7,100
Rocky View County	6,100
Strathcona County	4,700
Okotoks	4,200
Canmore	4,000
Medicine Hat	4,000

City	2023 Visitor Count
Calgary	107,400
Edmonton	23,200
Lethbridge	7,200
Airdrie	6,700
Red Deer	4,400
Rocky View County	3,800
Strathcona County	2,700
Canmore	2,700
Okotoks	2,600
Cochrane	2,600

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To Kootenay Rockies By Quarter – Q3

## Number of Visitors To Kootenay Rockies By Origin City

2023 Visitor  
Highlights



bcrts

City	2020 Visitor Count
Calgary	312,800
Edmonton	86,500
Lethbridge	22,200
Airdrie	20,600
Red Deer	15,200
Rocky View County	11,900
Strathcona County	10,500
Okotoks	8,400
Cochrane	7,700
Medicine Hat	7,400

City	2021 Visitor Count
Calgary	322,900
Edmonton	98,700
Lethbridge	22,600
Airdrie	21,400
Red Deer	16,000
Rocky View County	12,400
Strathcona County	12,300
Medicine Hat	8,800
Okotoks	8,600
St. Albert	8,400

City	2022 Visitor Count
Calgary	297,700
Edmonton	97,600
Lethbridge	24,400
Airdrie	20,300
Red Deer	15,900
Strathcona County	12,300
Rocky View County	11,400
Medicine Hat	9,500
St. Albert	8,600
Okotoks	8,200

City	2023 Visitor Count
Calgary	221,300
Edmonton	75,000
Lethbridge	17,500
Airdrie	15,000
Red Deer	13,100
Strathcona County	10,300
Rocky View County	8,800
Medicine Hat	7,300
St. Albert	6,900
Okotoks	6,000

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100



# Alberta Visitation

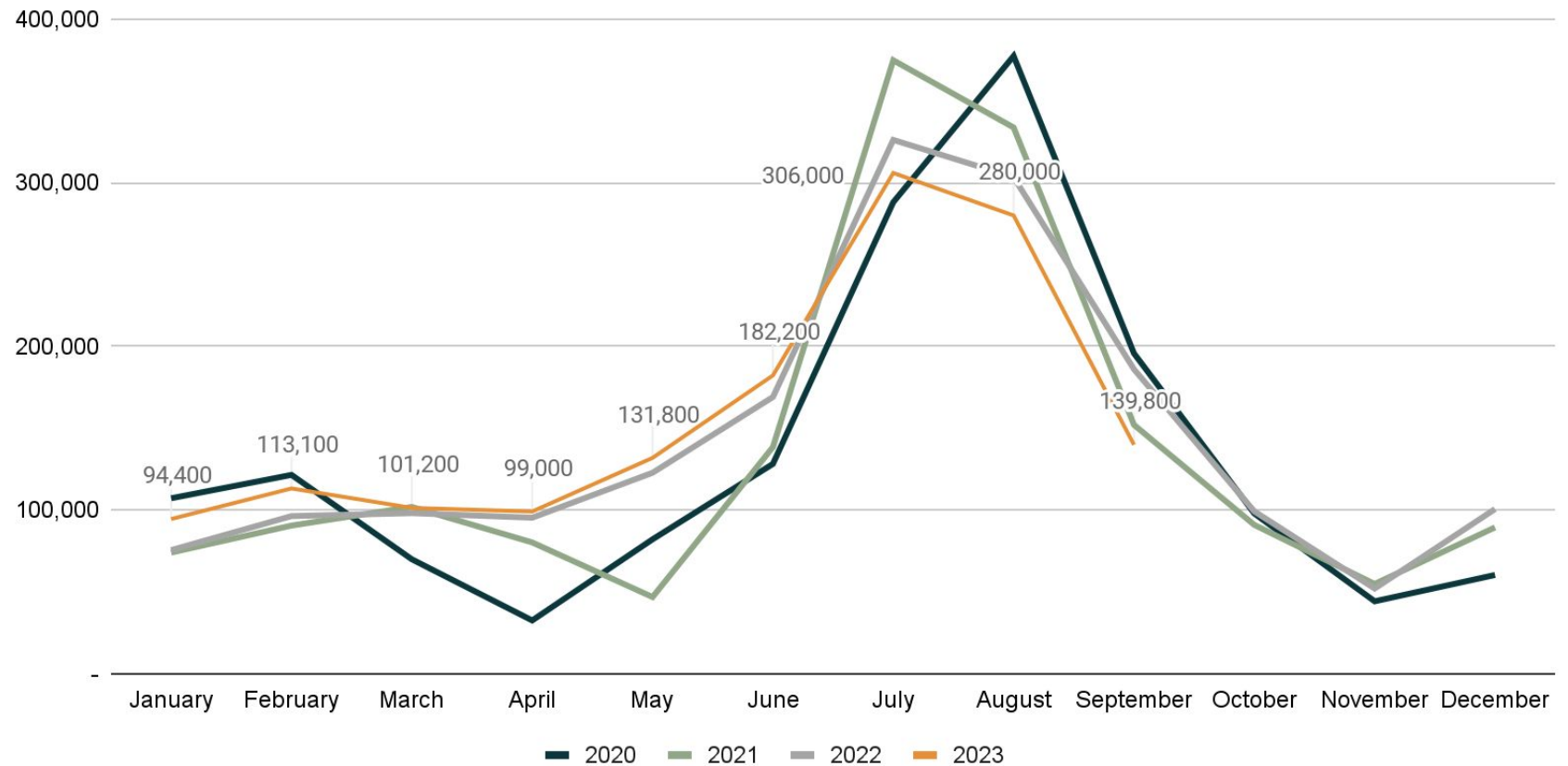
## Alberta Visitors Travelling To Kootenay Rockies By Month

2023 Visitor  
Highlights



bcrts

- July 2023 saw a **6%** increase compared to 2020, a **18%** decrease compared to 2021 and a **6%** decrease compared to 2022
- August 2023 saw a **26%** decrease compared to 2020, a **16%** decrease compared to 2021 and a **8%** decrease compared to 2022
- September 2023 saw a **29%** decrease compared to 2020, a **8%** decrease compared to 2021 and a **25%** 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.

# Alberta Visitation

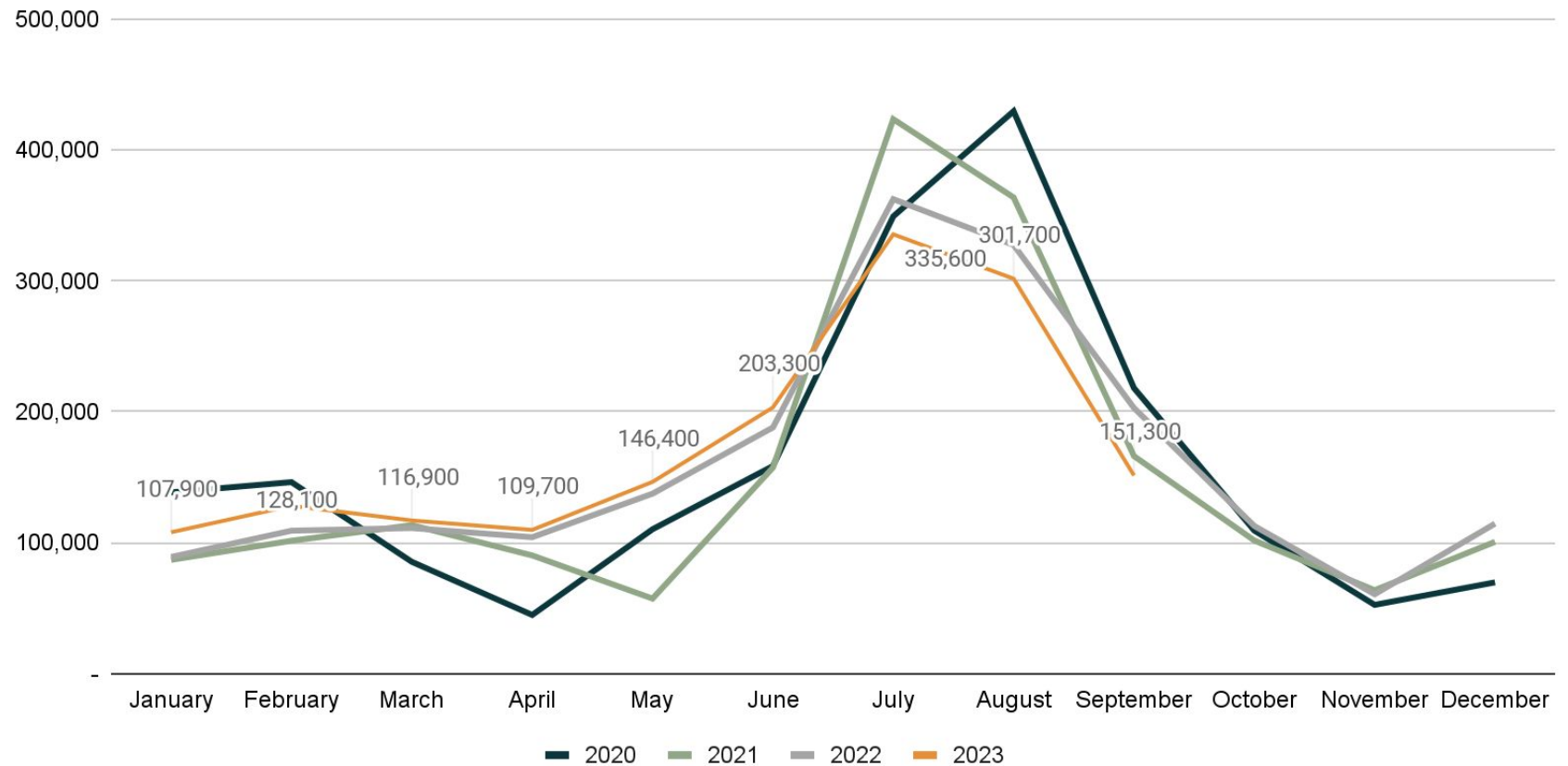
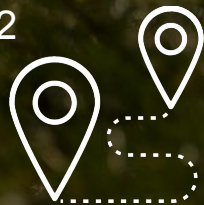
## Alberta Trips to Kootenay Rockies By Month

2023 Visitor  
Highlights



bcrts

- July 2023 saw a **4%** decrease compared to 2020, a **21%** decrease compared to 2021 and a **7%** increase compared to 2022
- August 2023 saw a **30%** decrease compared to 2020, a **17%** decrease compared to 2021 and a **8%** decrease compared to 2022
- September 2023 saw a **31%** decrease compared to 2020, a **9%** decrease compared to 2021 and a **25%** 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.



# Alberta Visitation

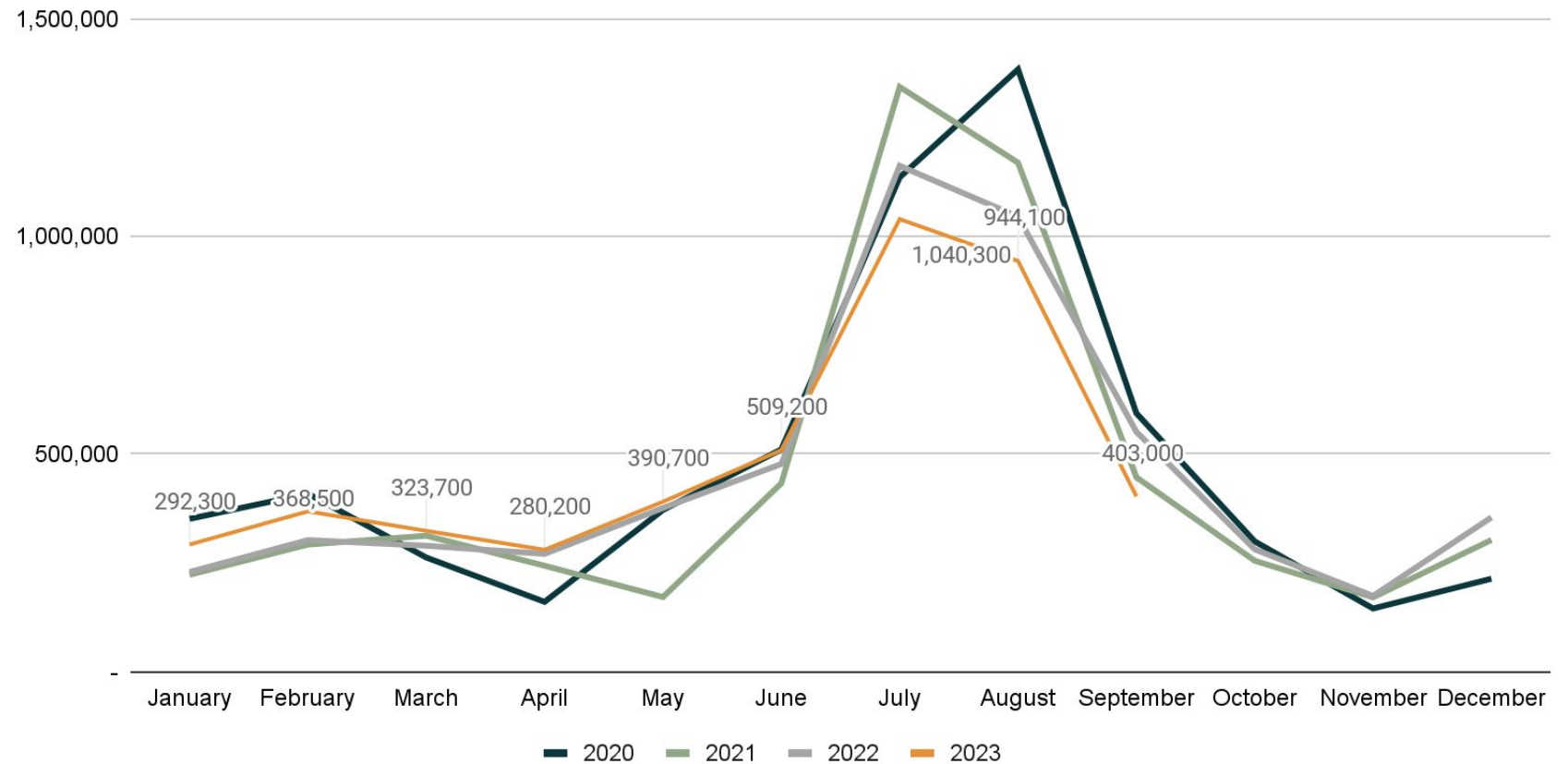
## Alberta Overnight Stays In Kootenay Rockies By Month

2023 Visitor  
Highlights



bcrts

- July 2023 saw a **8%** decrease compared to 2020, a **23%** decrease compared to 2021 and a **11%** decrease compared to 2022
- August 2023 saw a **32%** decrease compared to 2020, a **19%** decrease compared to 2021 and a **10%** decrease compared to 2022
- September 2023 saw a **32%** decrease compared to 2020, a **10%** decrease compared to 2021 and a **27%** 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/Alberta Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



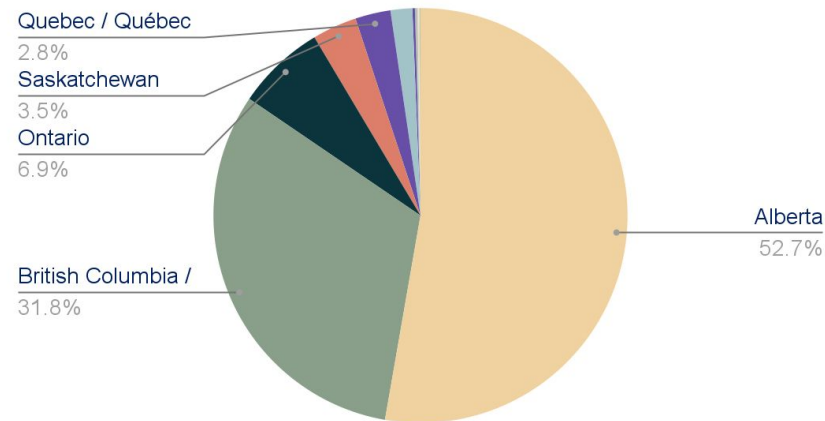
bcrts

### Overview

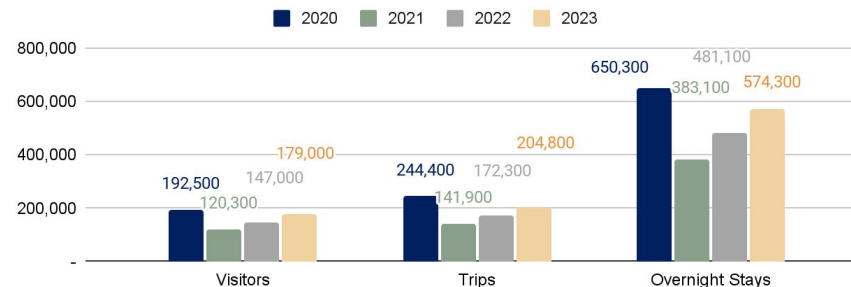
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **7%** when comparing January 2023 to January 2020.

Visitors increased by **49%** when compared to January 2021, and increased by **22%** when compared to January 2022.

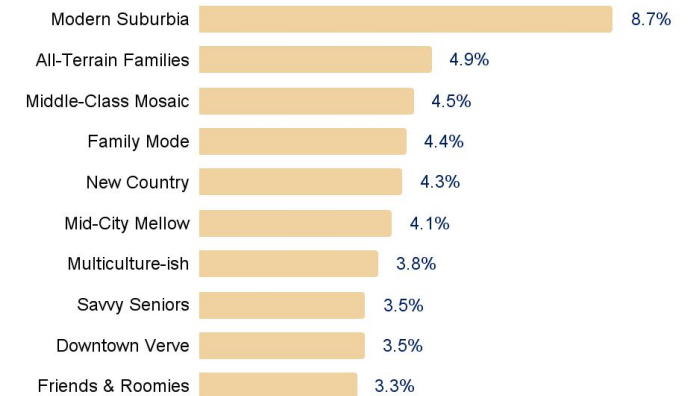
Percentage of Visitors to Kootenay Rockies  
by Province January 2023



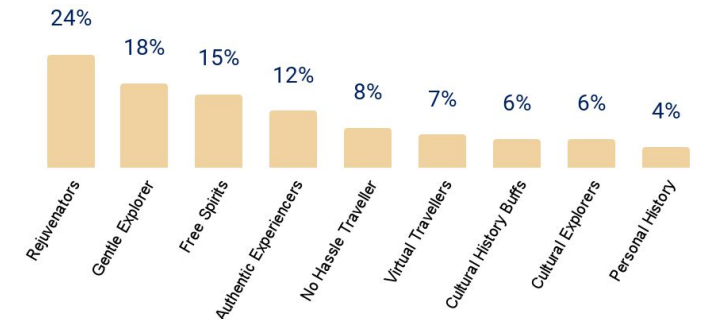
Canadian Visitors to Kootenay Rockies  
January 2020-2023



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

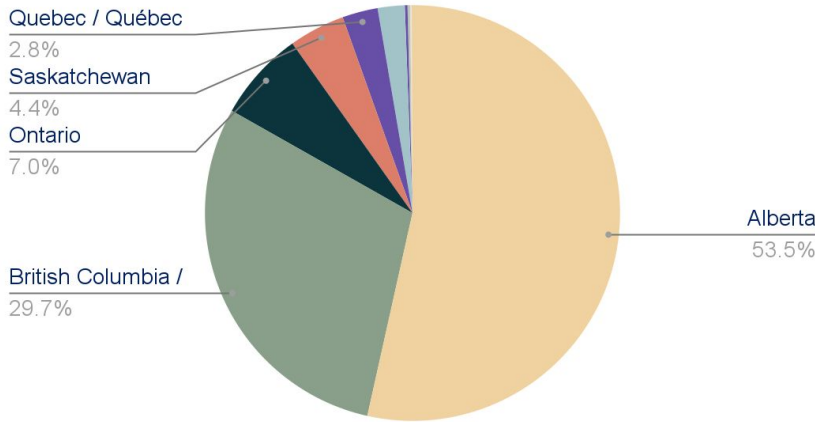
## Kootenay Rockies

### Overview

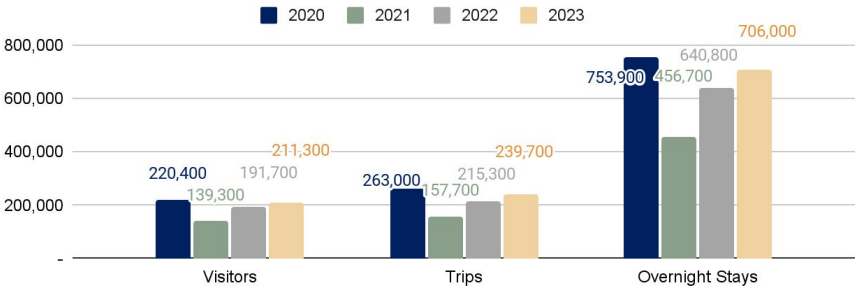
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **4%** when comparing February 2023 to February 2020.

Visitors increased by **52%** when compared to February 2021, and increased by **10%** when compared to February 2022.

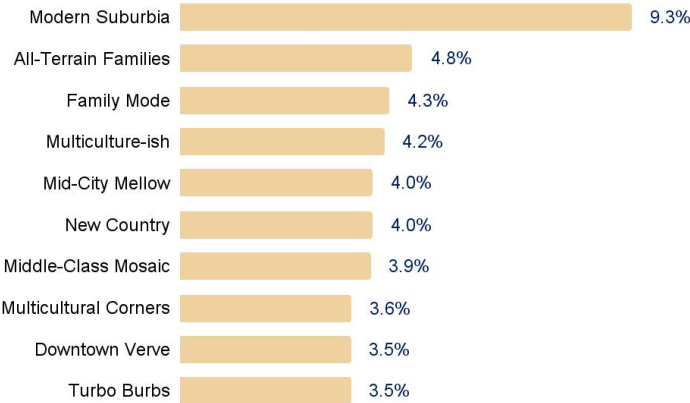
Percentage of Visitors to Kootenay Rockies by Province February 2023



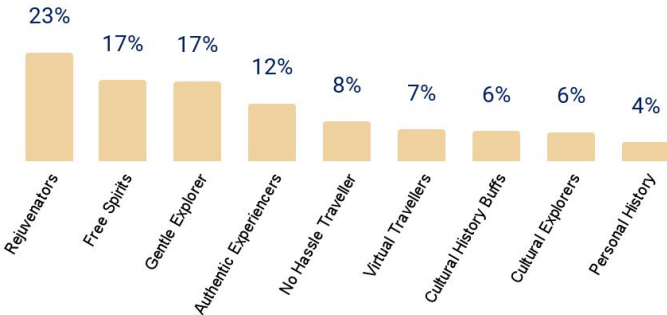
Canadian Visitors to Kootenay Rockies February 2020-2023



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

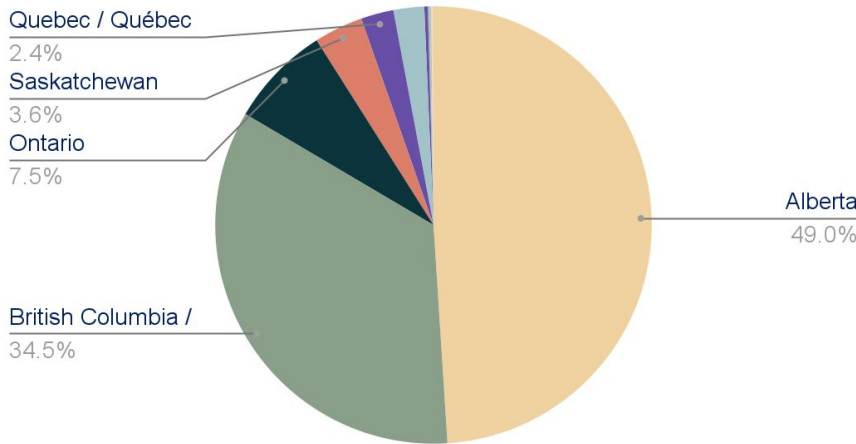
## Kootenay Rockies

### Overview

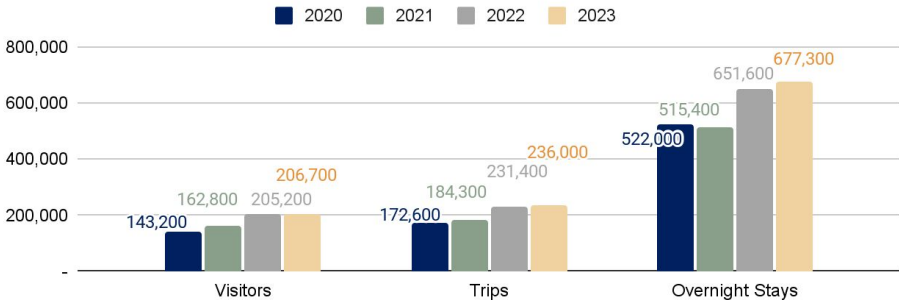
The number of visitors to Kootenay Rockies from Canadian travelers increased by **44%** when comparing March 2023 to March 2020.

Visitors increased by **27%** when compared to March 2021, and increased by **1%** when compared to March 2022.

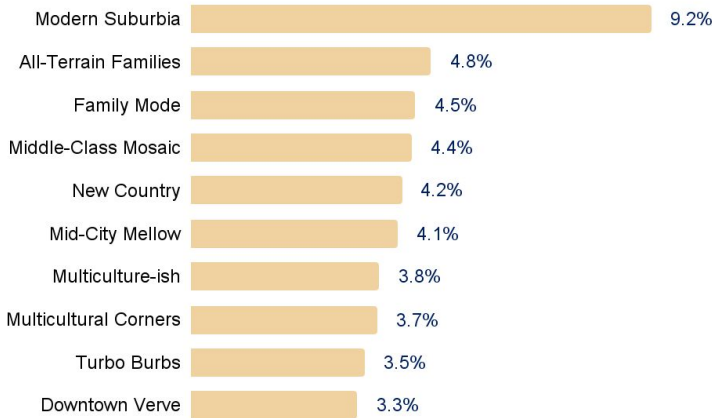
Percentage of Visitors to Kootenay Rockies by Province March 2023



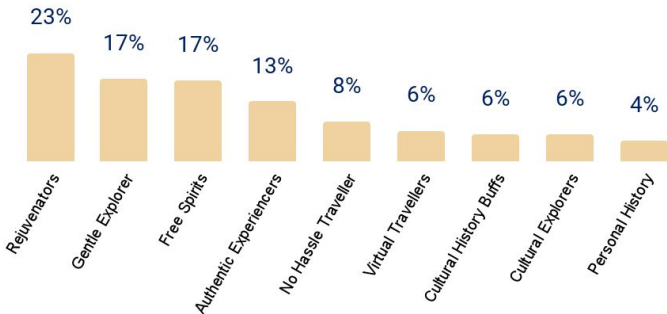
Canadian Visitors to Kootenay Rockies March 2020-2023



March 2023 AB Visitors by PRIZM Segment



March 2023 AB Visitors by EQ Type



\*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

# April 2023 Canada/Alberta Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



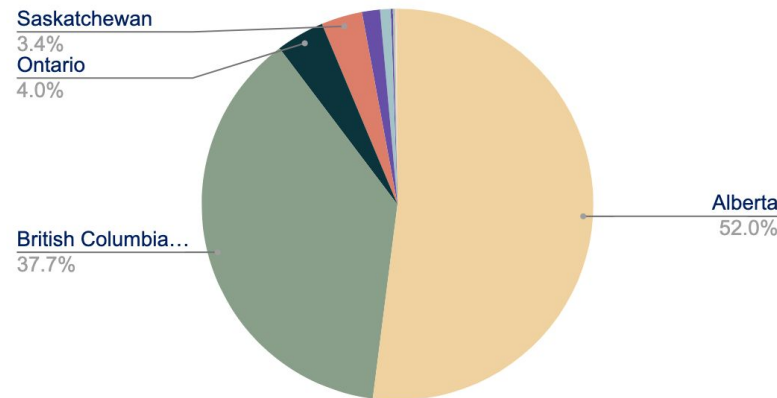
bcrts

### Overview

The number of visitors to Kootenay Rockies from Canadian travelers increased by **192%** when comparing April 2023 to April 2020.

Visitors increased by **41%** when compared to April 2021, and increased by **6%** when compared to April 2022.

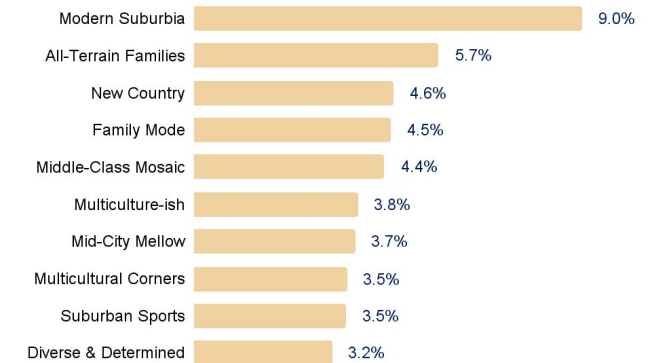
Percentage of Visitors to Kootenay Rockies  
by Province April 2023



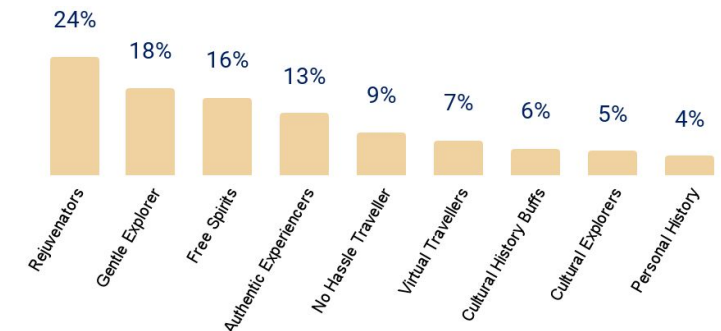
Canadian Visitors to Kootenay Rockies  
April 2020-2023



April 2023 AB Visitors by PRIZM Segment



April 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



# May 2023 Canada/Alberta Regional Visitation

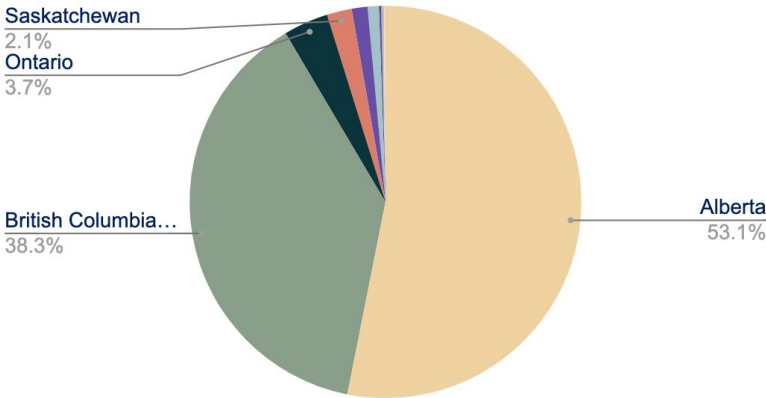
## Kootenay Rockies

### Overview

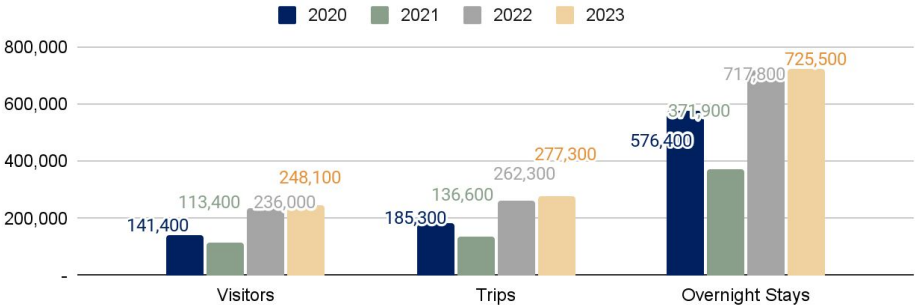
The number of visitors to Kootenay Rockies from Canadian travelers increased by **75%** when comparing May 2023 to May 2020.

Visitors increased by **119%** when compared to May 2021, and increased by **5%** when compared to May 2022.

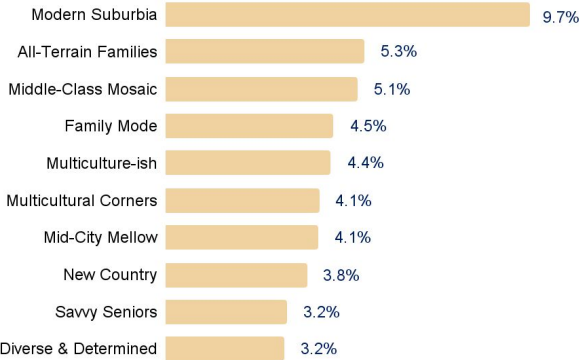
Percentage of Visitors to Kootenay Rockies by Province May 2023



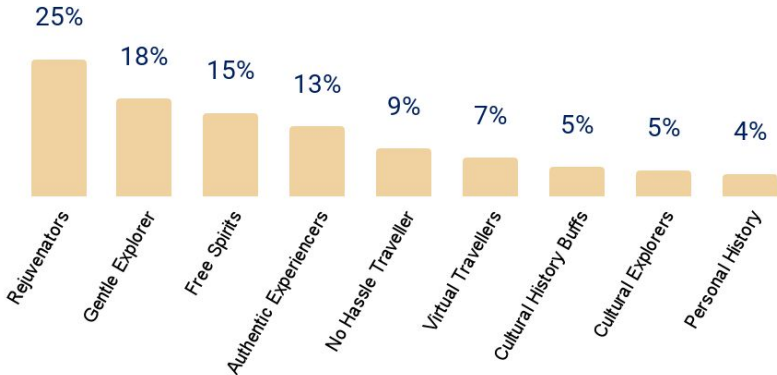
Canadian Visitors to Kootenay Rockies May 2020-2023



May 2023 AB Visitors by PRIZM Segment



May 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

# June 2023 Canada/Alberta Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



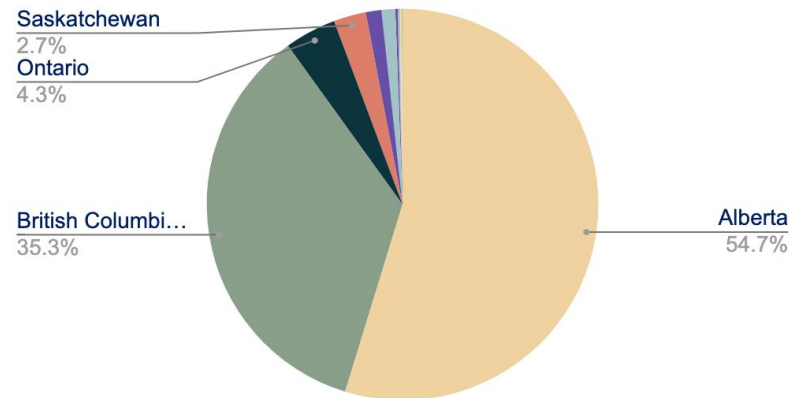
bcrts

### Overview

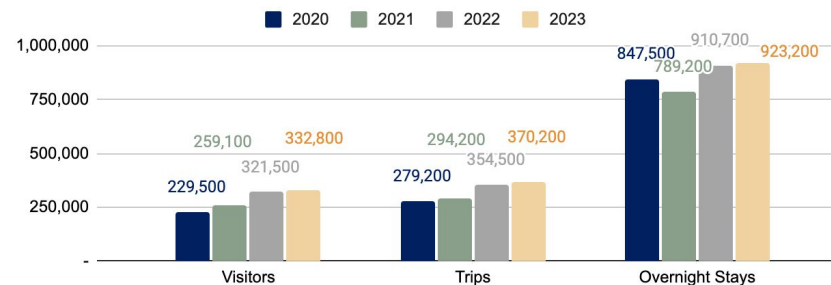
The number of visitors to Kootenay Rockies from Canadian travelers increased by **45%** when comparing June 2023 to June 2020.

Visitors increased by **28%** when compared to June 2021, and increased by **4%** when compared to June 2022.

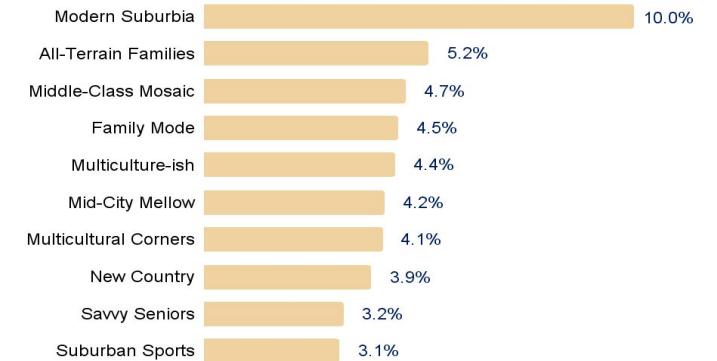
Percentage of Visitors to Kootenay Rockies  
by Province June 2023



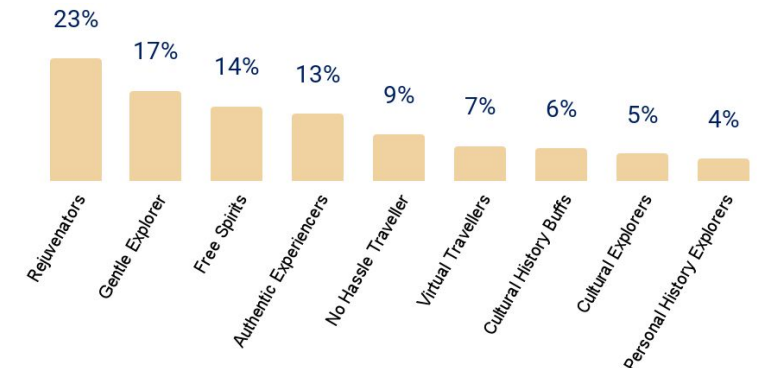
Canadian Visitors to Kootenay Rockies  
June 2020-2023



June 2023 AB Visitors by PRIZM Segment



June 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

# July 2023 Canada/Alberta Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



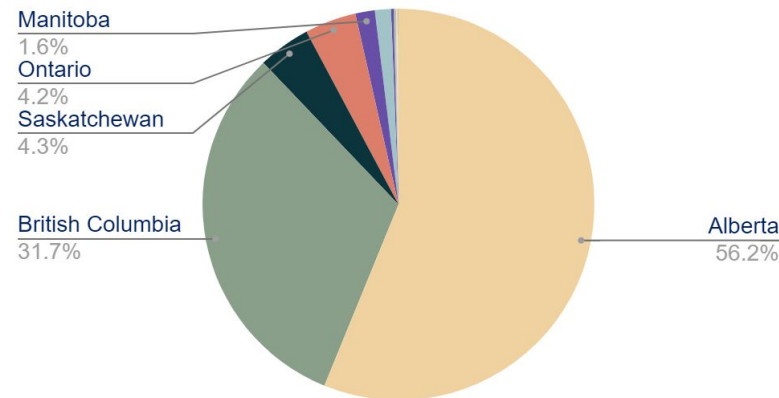
bcrts

### Overview

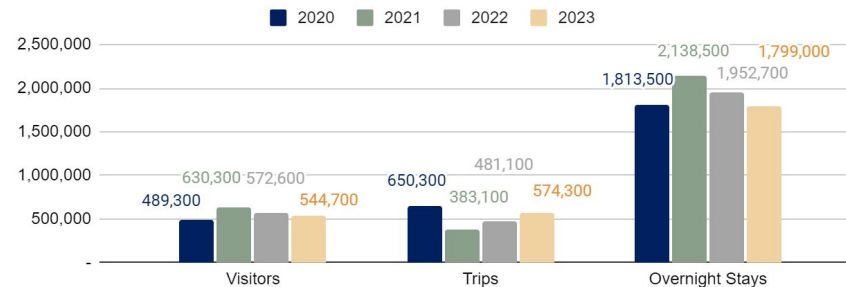
The number of visitors to Kootenay Rockies from Canadian travelers increased by **11%** when comparing July 2023 to July 2020.

Visitors decreased by **14%** when compared to July 2021, and decreased by **5%** when compared to July 2022.

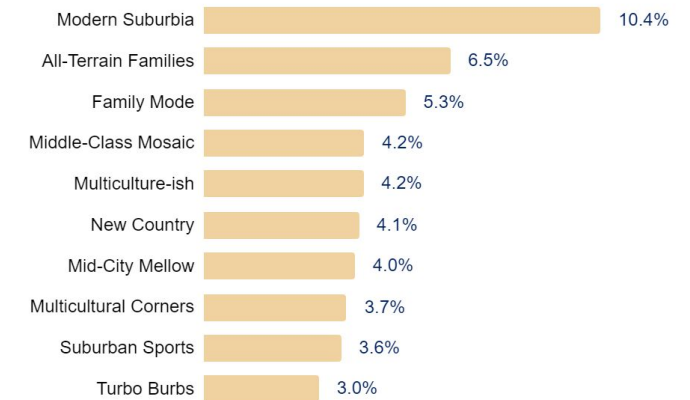
Percentage of Visitors to Kootenay Rockies  
by Province July 2023



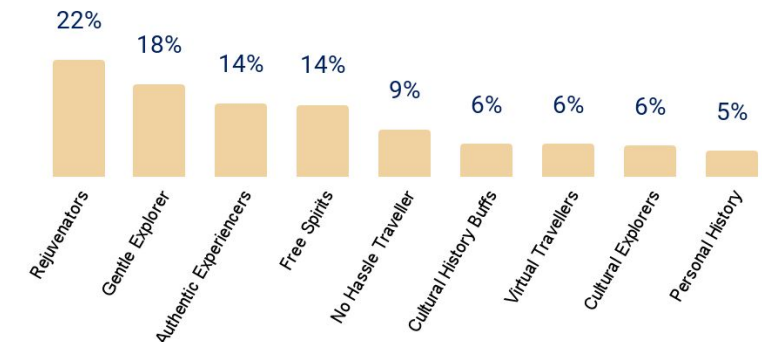
Canadian Visitors to Kootenay Rockies  
July 2020-2023



July 2023 AB Visitors by PRIZM Segment



July 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

# August 2023 Canada/Alberta Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



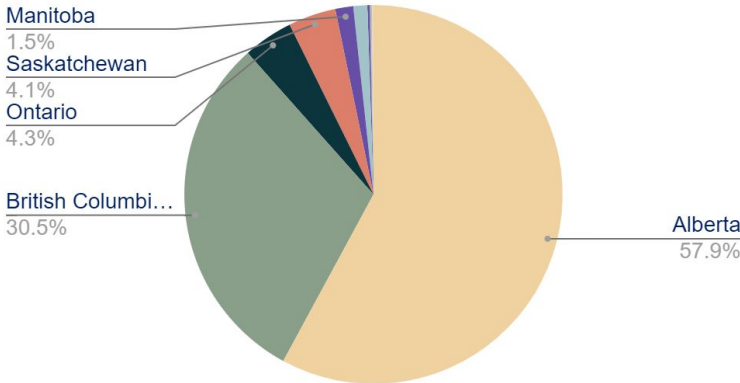
bcrts

### Overview

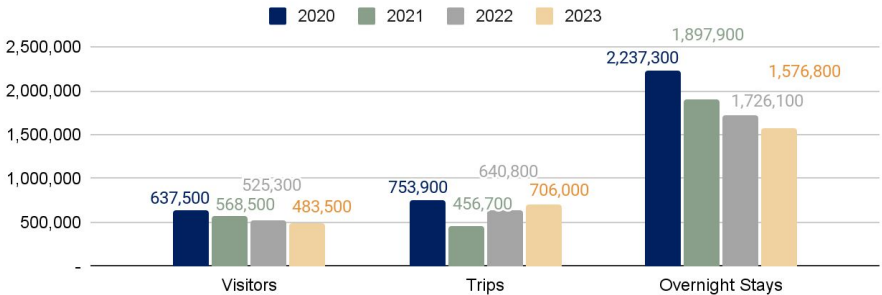
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **24%** when comparing August 2023 to August 2020.

Visitors decreased by **15%** when compared to August 2021, and decreased by **8%** when compared to August 2022.

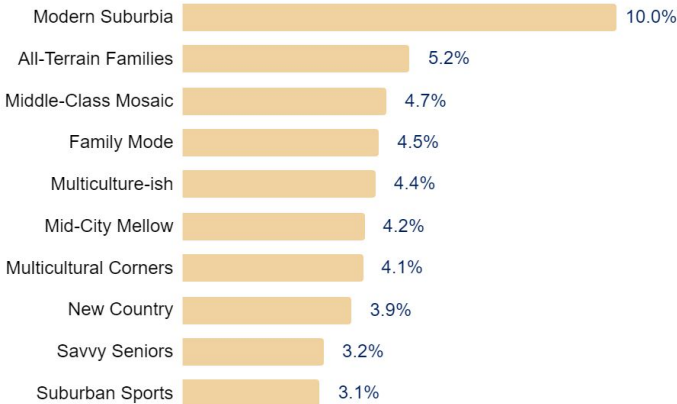
Percentage of Visitors to Kootenay Rockies  
by Province August 2023



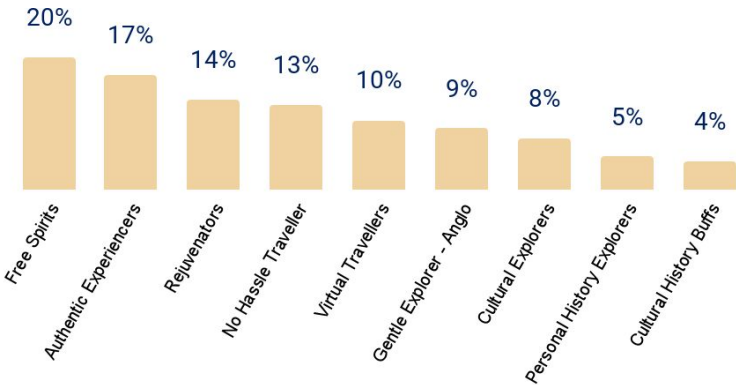
Canadian Visitors to Kootenay Rockies  
August 2020-2023



August 2023 AB Visitors by PRIZM Segment



August 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



# Sept 2023 Canada/Alberta Regional Visitation

## Kootenay Rockies

2023 Visitor  
Highlights



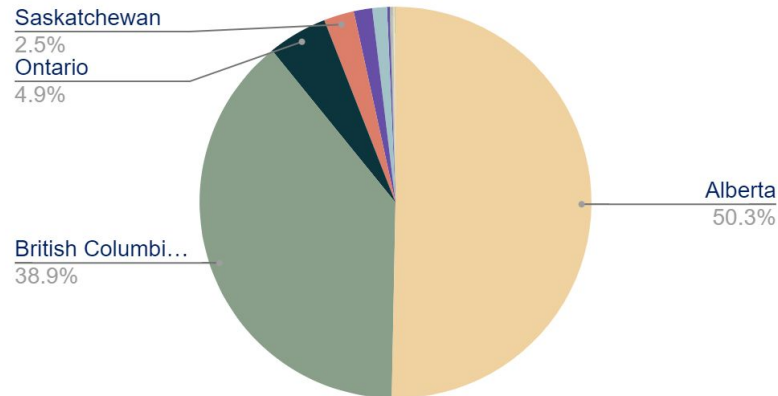
bcrts

### Overview

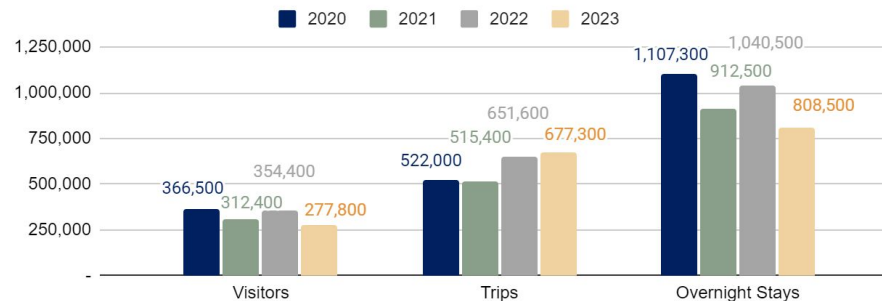
The number of visitors to Kootenay Rockies from Canadian travelers decreased by **24%** when comparing September 2023 to September 2020.

Visitors decreased by **11%** when compared to September 2021, and decreased by **22%** when compared to September 2022.

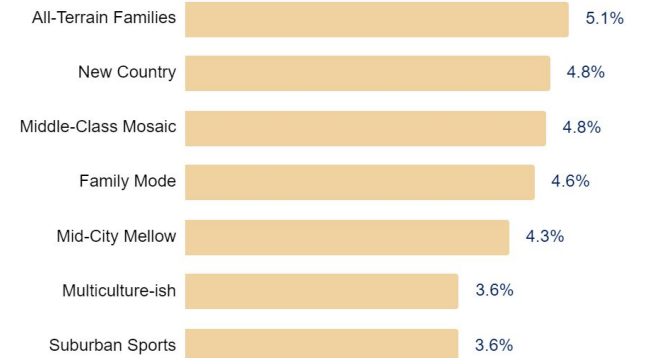
Percentage of Visitors to Kootenay Rockies  
by Province September 2023



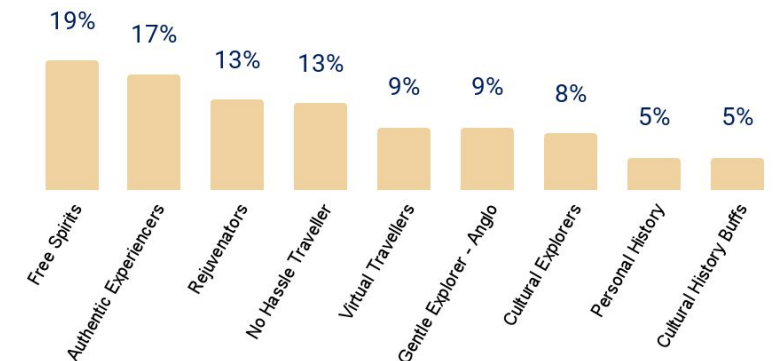
Canadian Visitors to Kootenay Rockies  
September 2020-2023



September 2023 AB Visitors by PRIZM Segment



September 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

# CONTACT US

2023 Visitor  
Highlights



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