



**bcrts**

British Columbia  
Regional Tourism  
Secretariat

International

# Yearly Visitor Highlights | 2023

**Kootenay Rockies – September Update**



SYMPHONY  
TOURISM  
SERVICES

2023 DATA VINTAGE

# Purpose

- 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 the industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **International market** by **region** and **country**
- This report focuses on visitor analysis to **Kootenay Rockies**





# Research Overview

- **Environics Analytics** (EA) is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- VisitorView provides insights the tourism industry needs to understand, market and grow their business with International travellers
- Estimates are provided for the **total number of trips** and the **number of nights spent** in each province or tourism region. Unlike Domestic or USA visitation, International has only trips and nights. Not unique visitors. EA assumes because of the great distance they're coming for a trip, they're a unique visitor.
- VisitorView 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
- Environics is certified **Privacy By Design**. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

## Methodology

- **Trips:** Are defined as the count of 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)





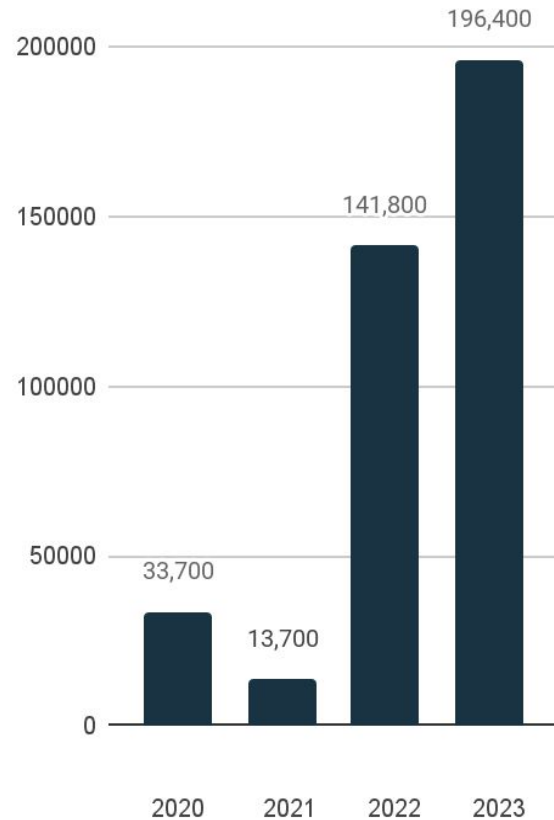


# International Visitation

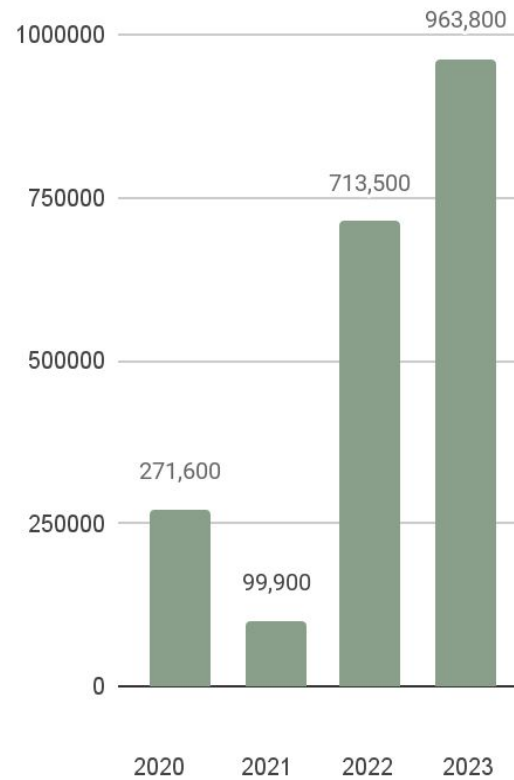
# International Visitation

## International Trips and Nights To Kootenay Rockies By Year

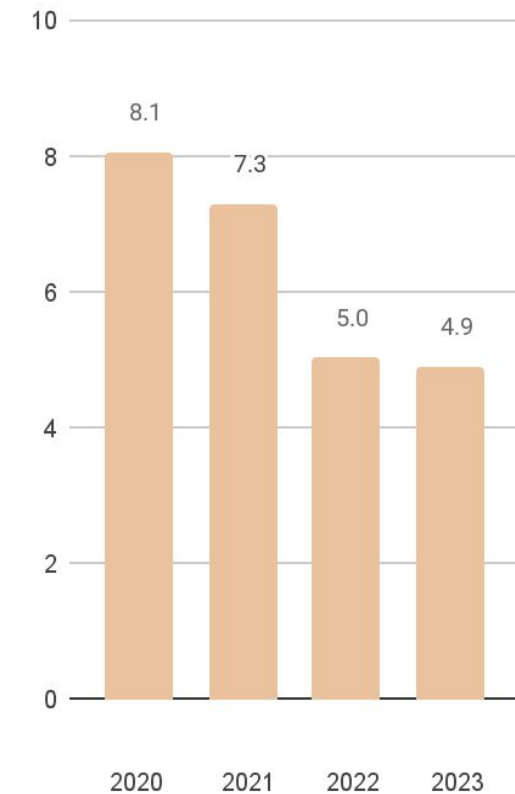
Number of International Trips to BC



Number of International Nights to BC



Average Length of Stay in BC

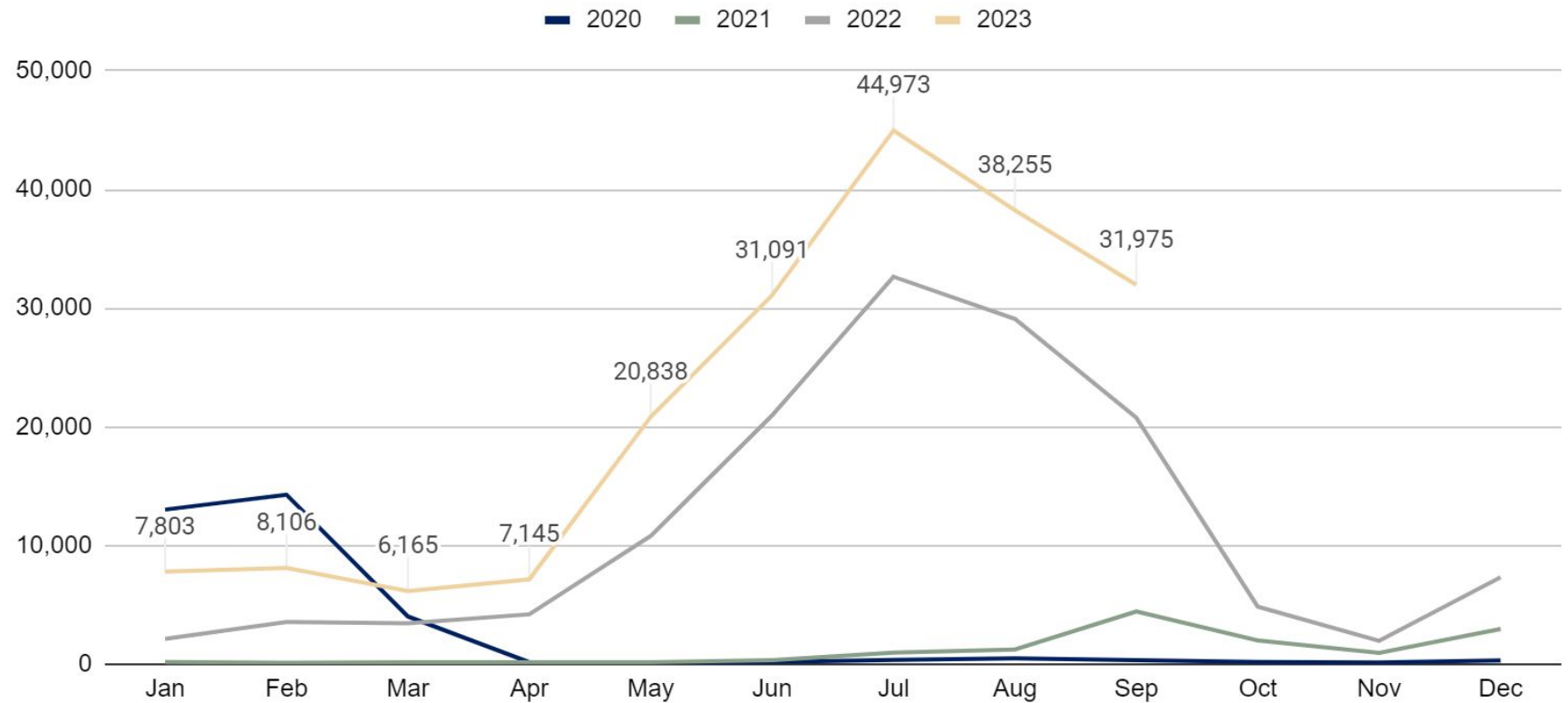




# International Trips

## International Trips Travelling to Kootenay Rockies by Month

- July 2023 saw a **4527%** increase compared to 2021, a **38%** increase compared to 2022
- August 2023 saw a **2980%** increase compared to 2021, a **31%** increase compared to 2022
- September 2023 saw a **620%** increase compared to 2021, a **54%** increase compared to 2022

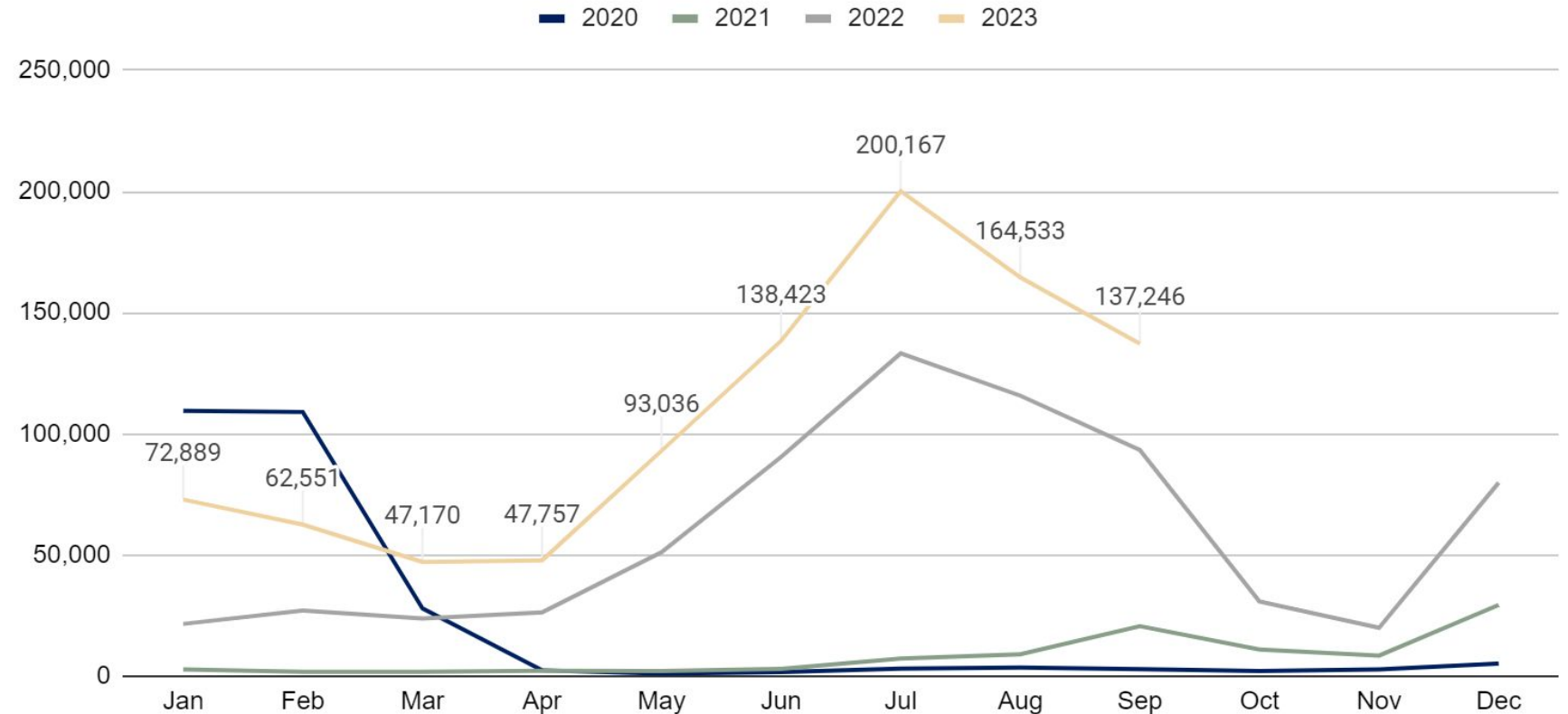


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# International Nights

## International Nights in Kootenay Rockies By Month

- July 2023 saw a **2629%** increase compared to 2021, a **50%** increase compared to 2022
- August 2023 saw a **1726%** increase compared to 2021, a **42%** increase compared to 2022
- September 2023 saw a **564%** increase compared to 2021, a **47%** increase compared to 2022



**Note:** "Nights" 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)





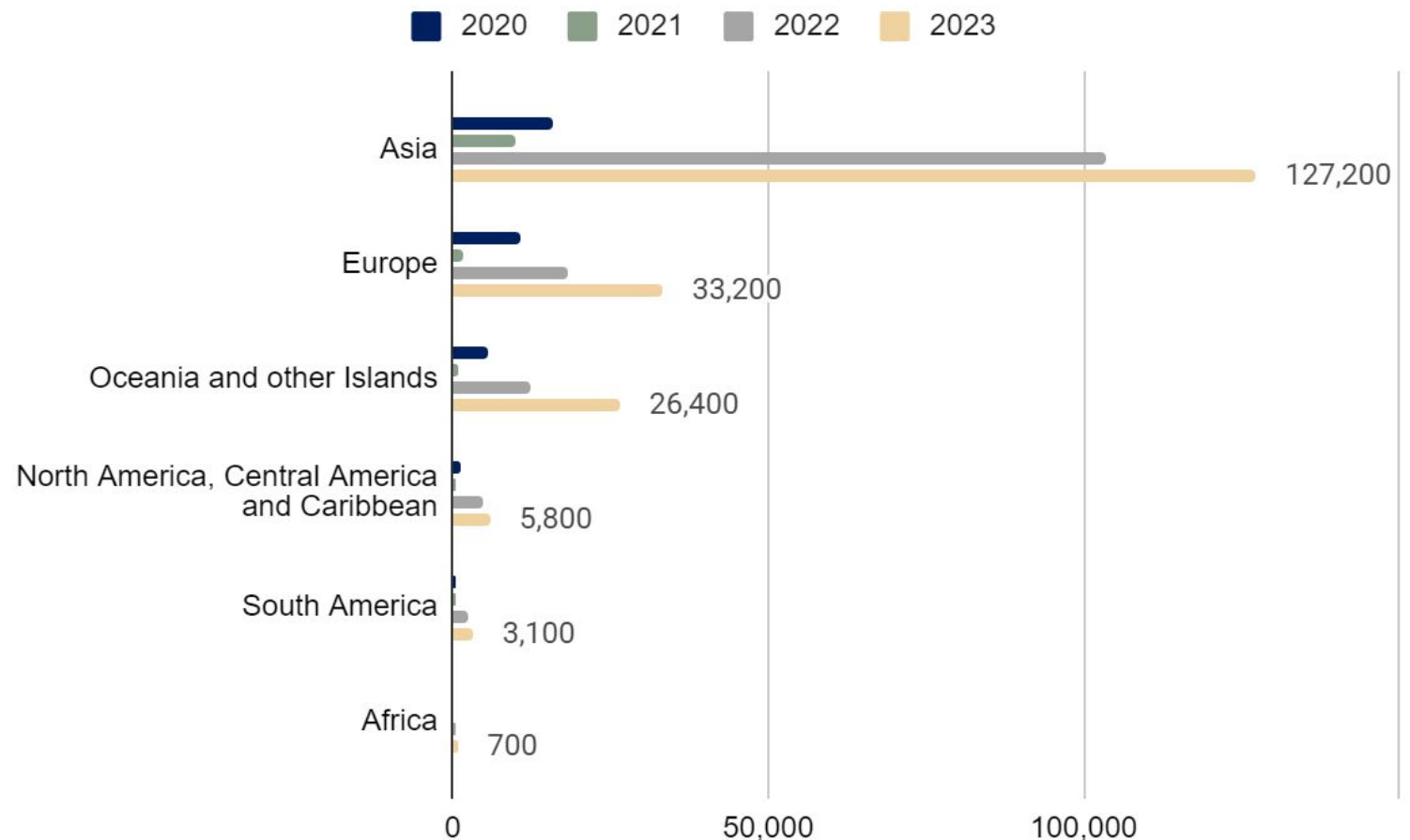
# International Regions



# Yearly International Trips by Region

## Kootenay Rockies

- Europe saw an increase of **23%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **83%** in 2023 compared to 2022
- Asia saw an increase of **111%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **23%** in 2023 compared to 2022
- South America saw an increase of **25%** in 2023 compared to 2022
- Africa saw an decrease of **32%** in 2023 compared to 2022

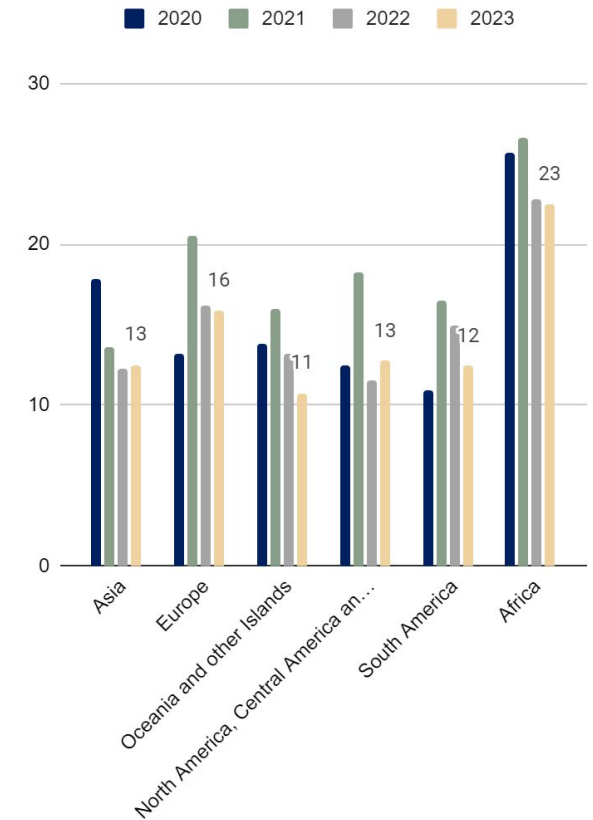
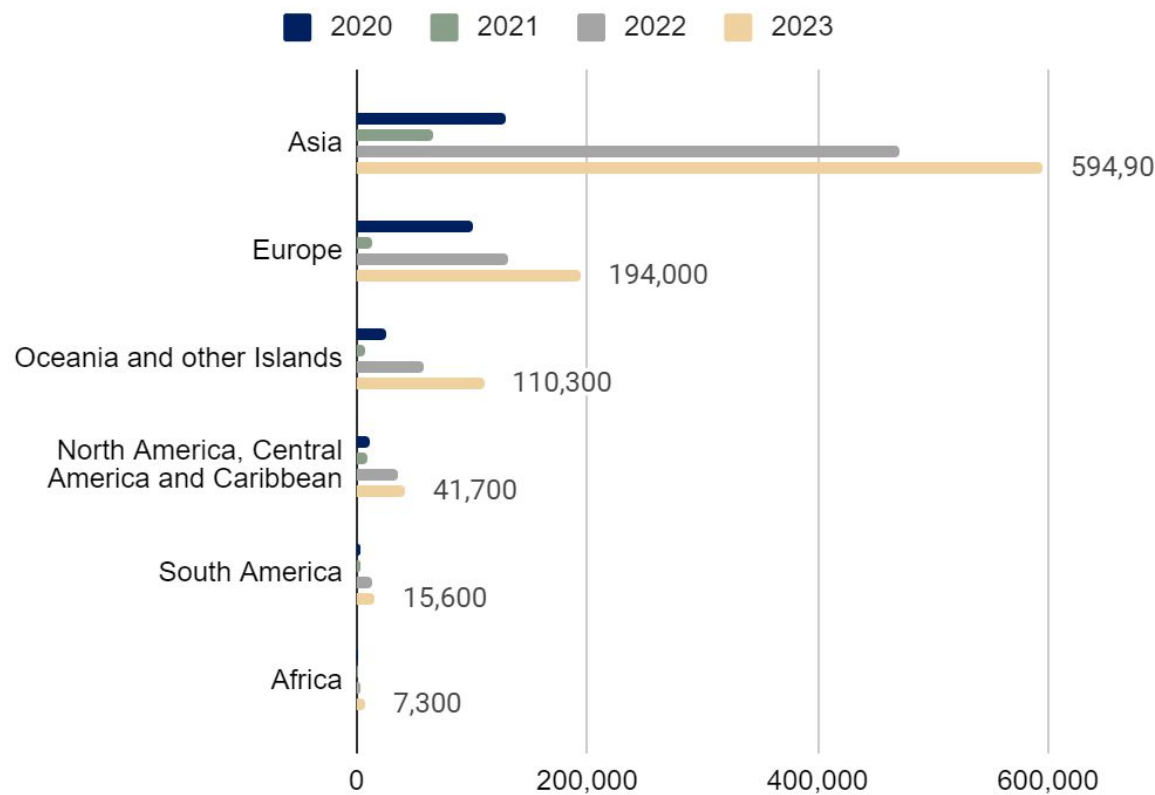


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# Yearly International Nights by Region

## Kootenay Rockies

- Europe saw an increase of **26%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **49%** in 2023 compared to 2022
- Asia saw an increase of **87%** in 2023 compared to 2022
- North, Central America and Caribbean saw an increase of **19%** in 2023 compared to 2022
- South America saw a decrease of **20%** in 2023 compared to 2022
- Africa saw an increase of **96%** in 2023 compared to 2022



Average Nights by Trip

Note: "Nights" 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)

\*2023 from January to September (Year to Date)





# International Countries

# Yearly Top Countries International Trips and Nights

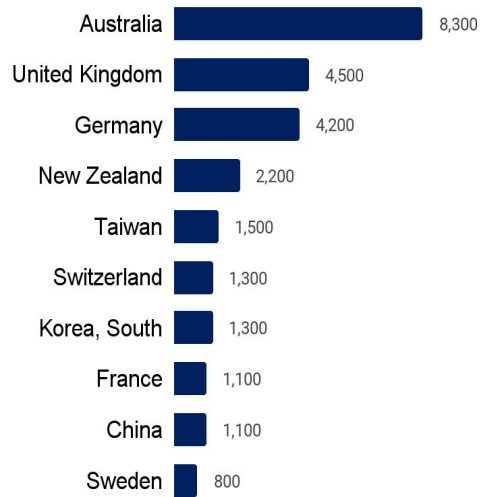
Kootenay Rockies

2023 Visitor Highlights

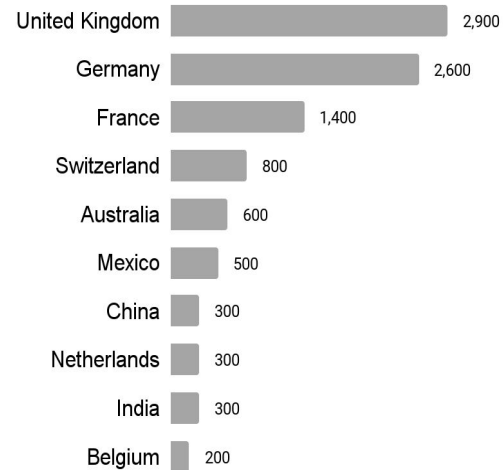


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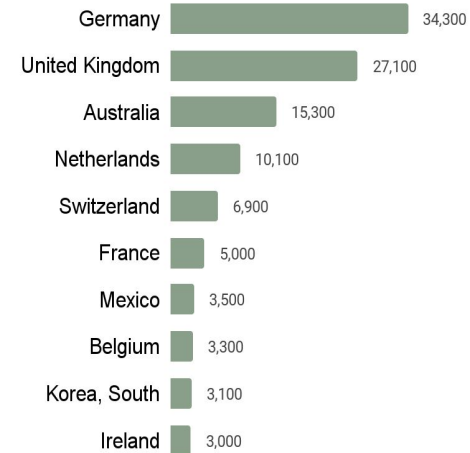
2020 Trips



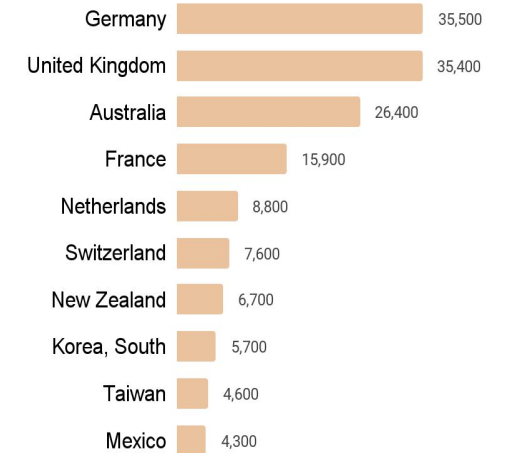
2021 Trips



2022 Trips



2023\* Trips



\*2023 from January to September (Year to Date)



# Yearly Top Countries International Trips and Nights

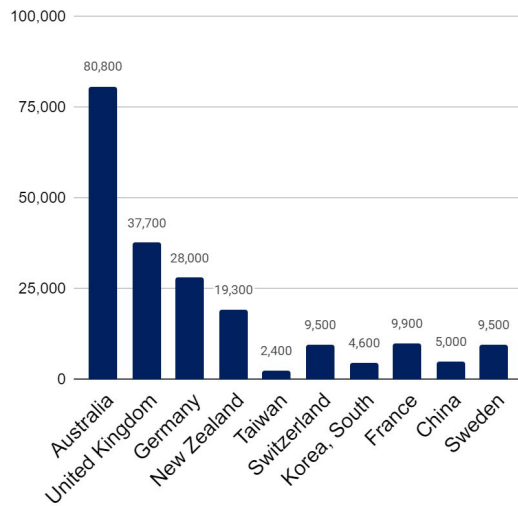
Kootenay Rockies

2023 Visitor Highlights

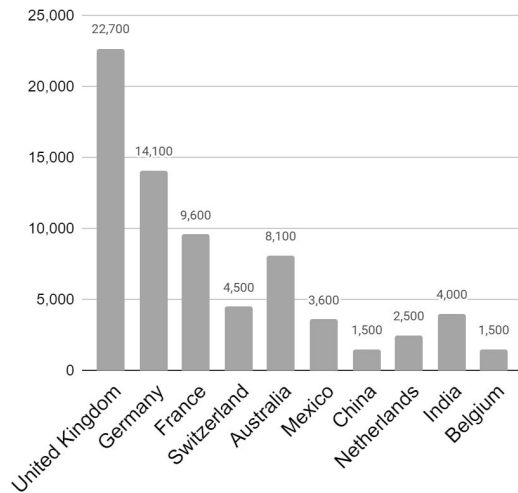


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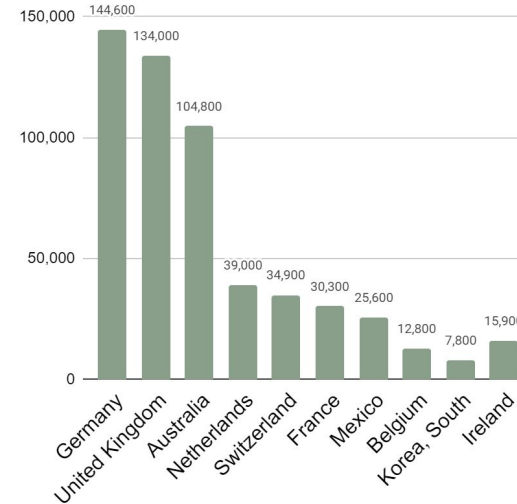
2020 Nights



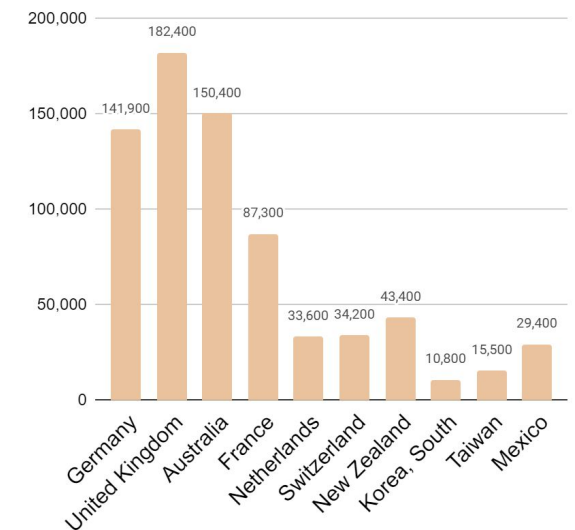
2021 Nights



2022 Nights



2023\* Nights



\*2023 from January to September (Year to Date)

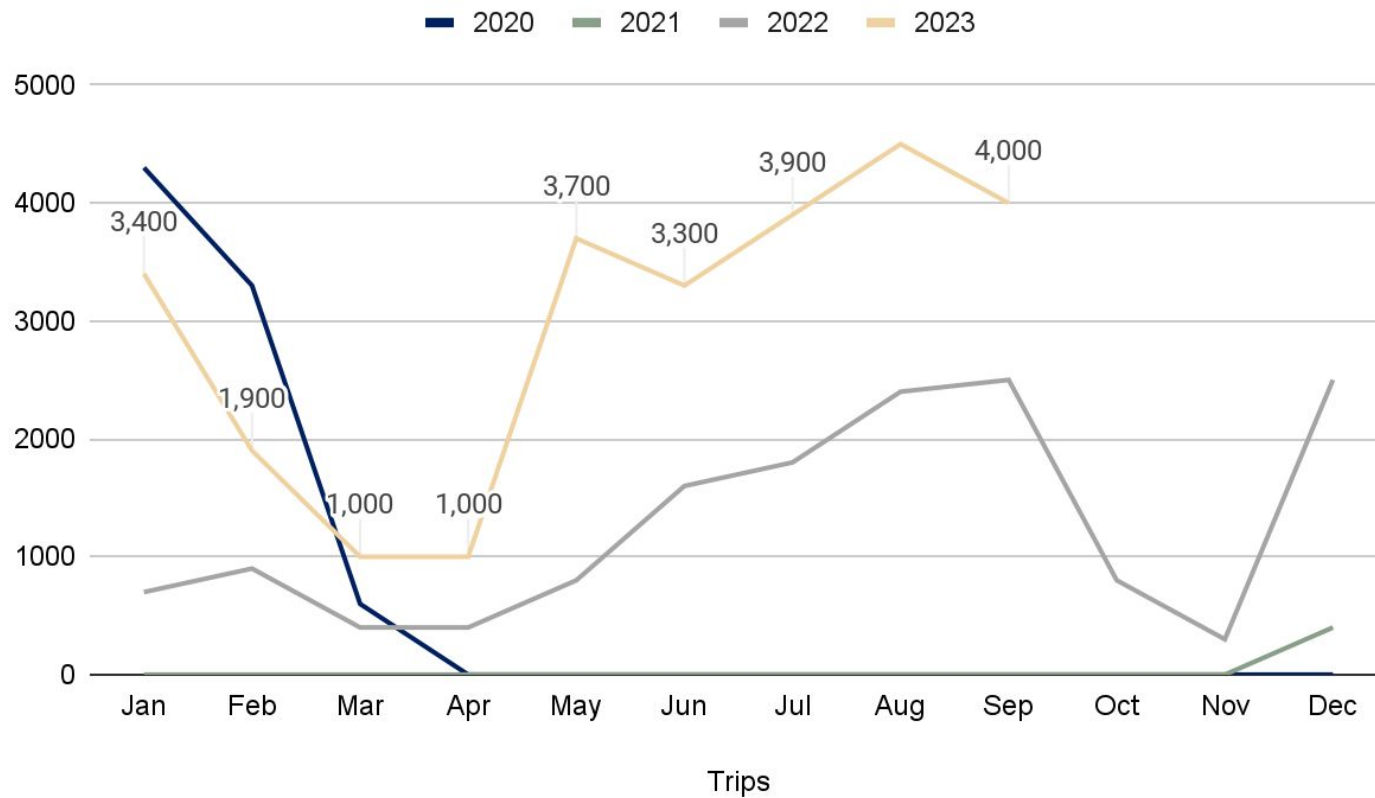
# Australia Year over Year Trips and Nights

## Kootenay Rockies

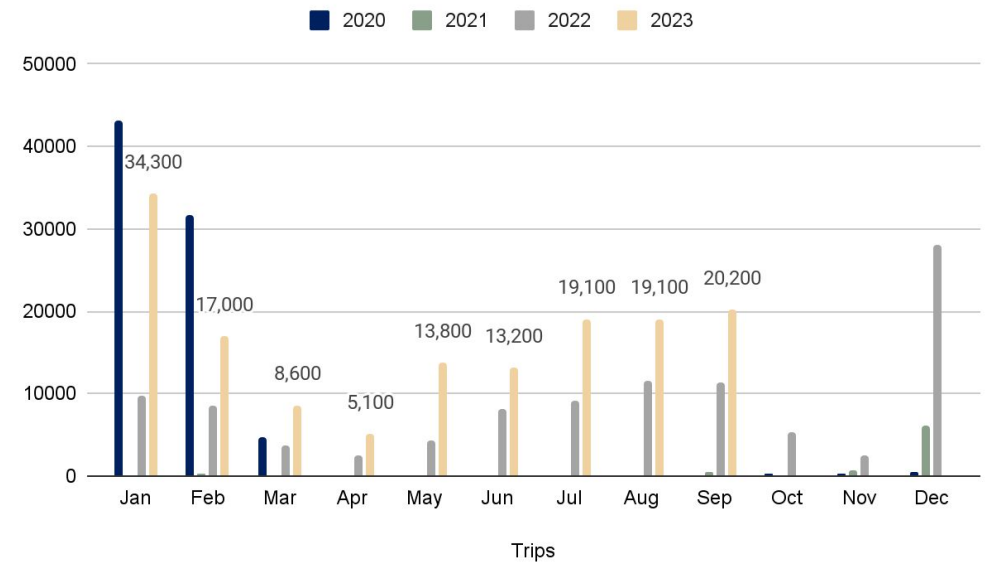
2023 Visitor Highlights



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2023\* Total Trips: **26,400**  
 2023\* Total Nights: **150,400**



\*2023 from January to September (Year to Date)



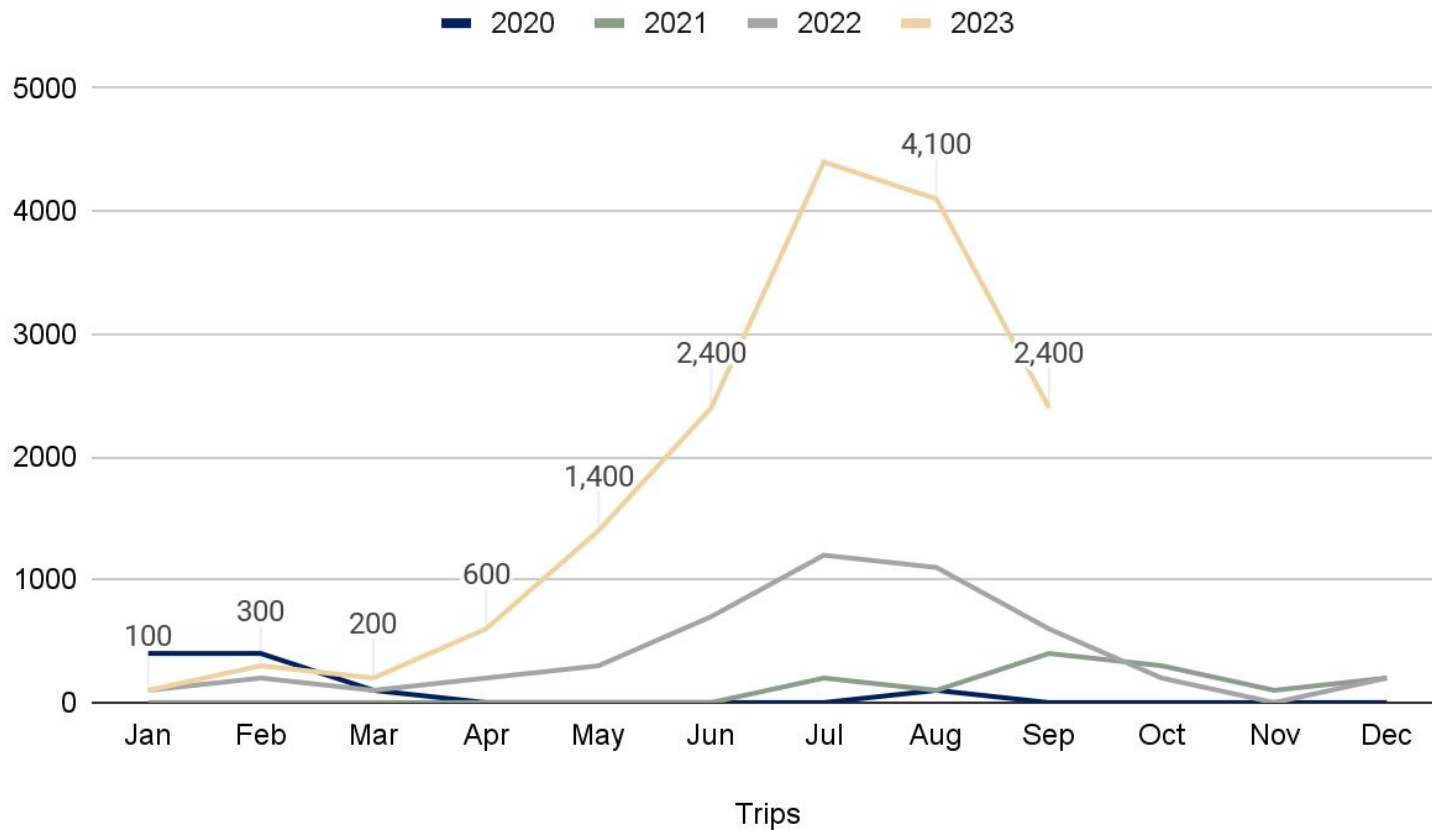
# France Year over Year Trips and Nights

Kootenay Rockies

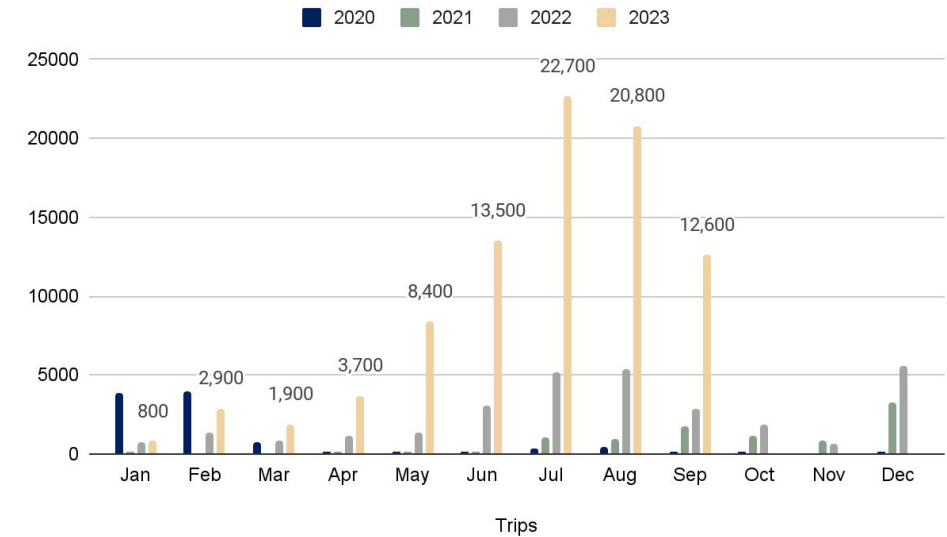
2023 Visitor Highlights



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2023\* Total Trips: **15,900**  
 2023\* Total Nights: **87,300**



\*2023 from January to September (Year to Date)

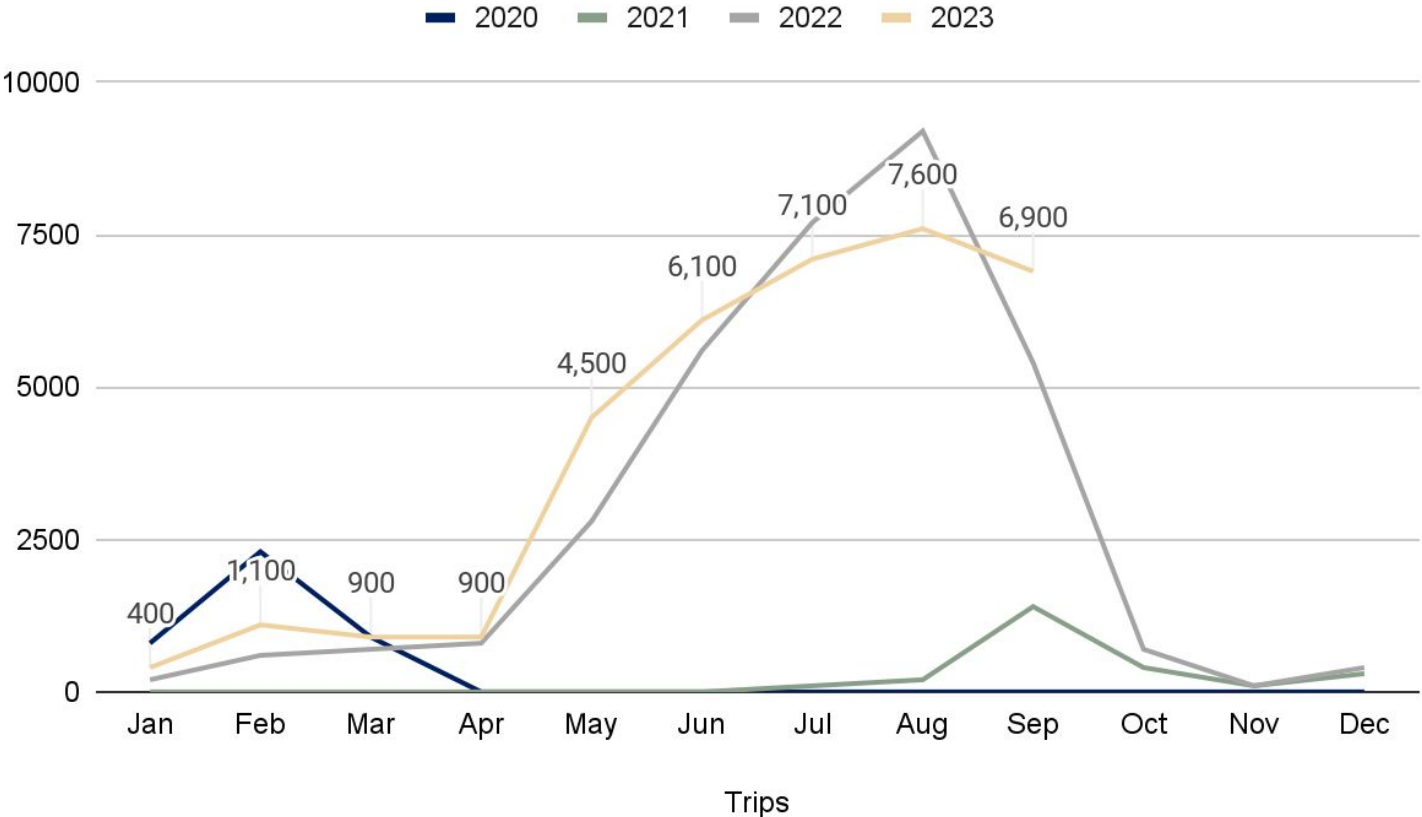
# Germany Year over Year Trips and Nights

Kootenay Rockies

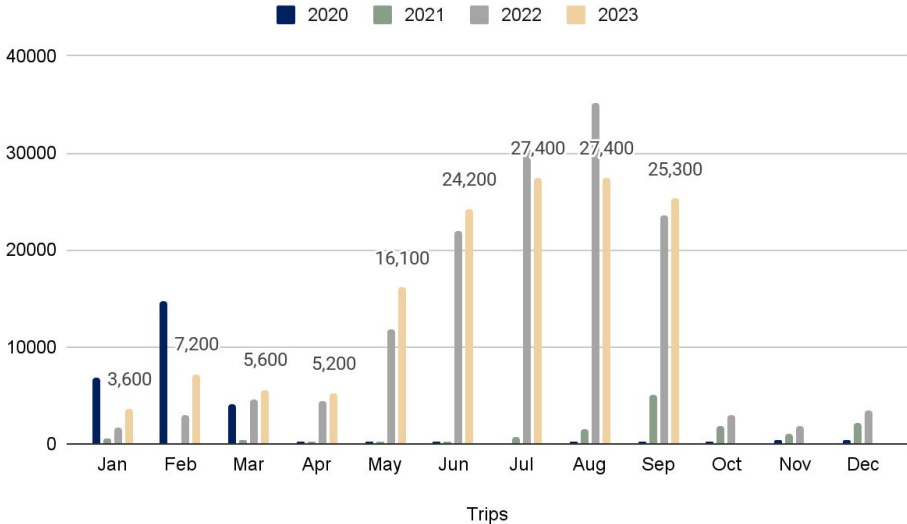
2023 Visitor Highlights



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2023\* Total Trips: **35,500**  
 2023\* Total Nights: **141,900**



\*2023 from January to September (Year to Date)



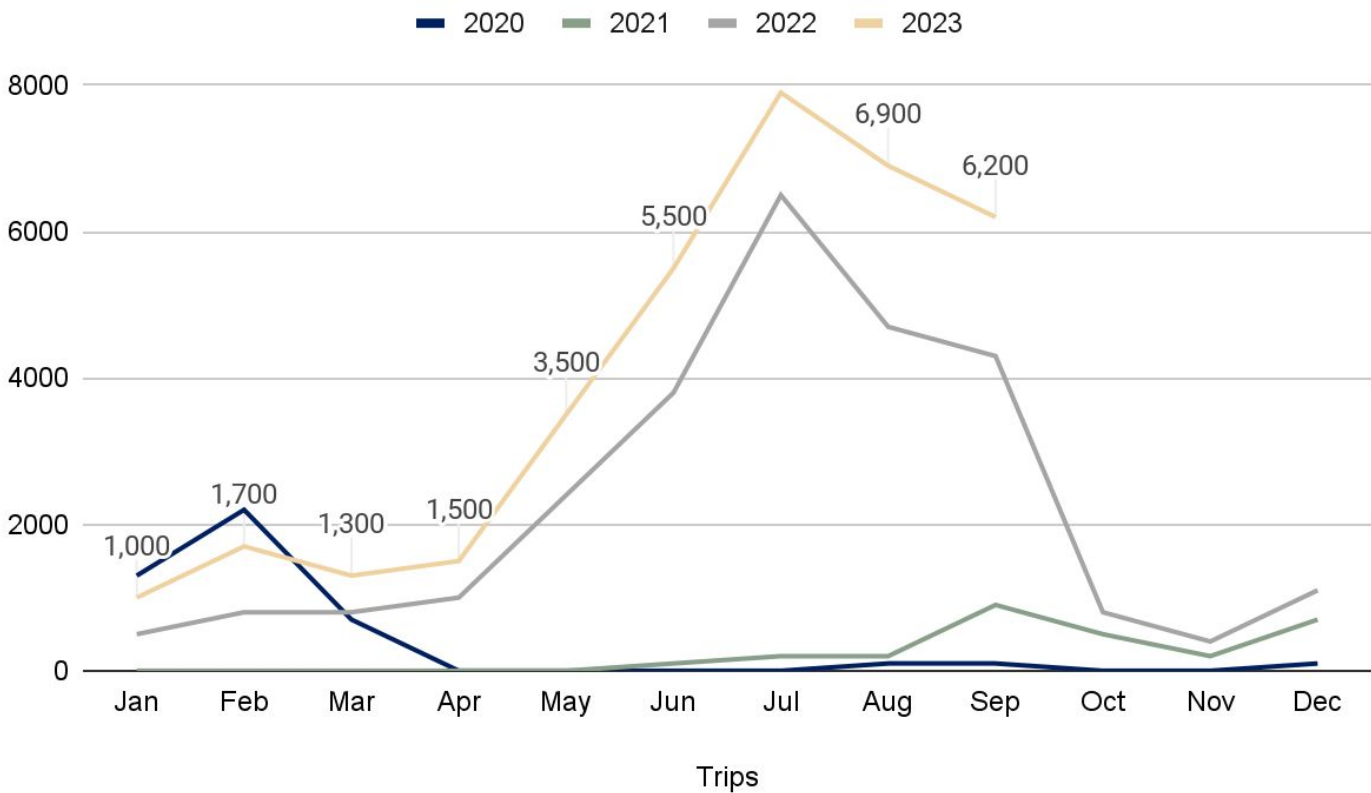
# United Kingdom Year over Year Trips and Nights

Kootenay Rockies

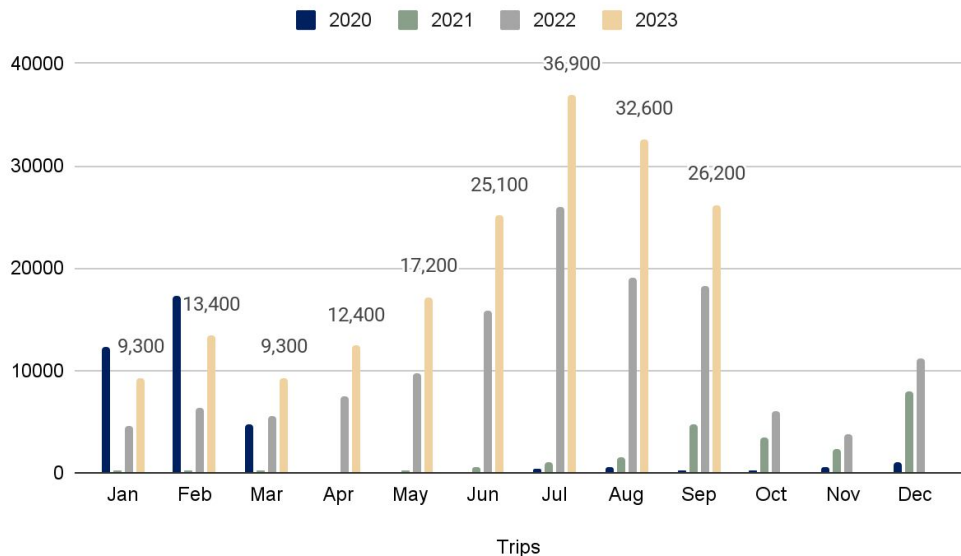
2023 Visitor Highlights



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2023\* Total Trips: **35,400**  
 2023\* Total Nights: **182,400**



\*2023 from January to September (Year to Date)

# Contact Us

2023 Visitor  
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