

# bcrts

British Columbia  
Regional Tourism  
Secretariat

Canada, United States & International

## Year In Review | 2023

Kootenay Rockies Region



SYMPHONY  
TOURISM  
SERVICES



KOOTENAY  
ROCKIES  
TOURISM

2023 DATA VINTAGE

# Purpose

2023 Year In  
Review



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- As the tourism industry recovers 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 **Domestic Market (BC and AB)** as the top priority followed by the **United States and International Markets**
- 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
- Domestic and USA 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
- For International Research: Estimates are provided for the **total number of trips** and the **number of nights spent** in each province or tourism region
- VisitorView is based on anonymized, consent-based mobile location data. VisitorView provides insights the tourism industry needs to understand, market and grow their business with **Canadian, USA or International** travellers
- Environics is certified **Privacy By Design**. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

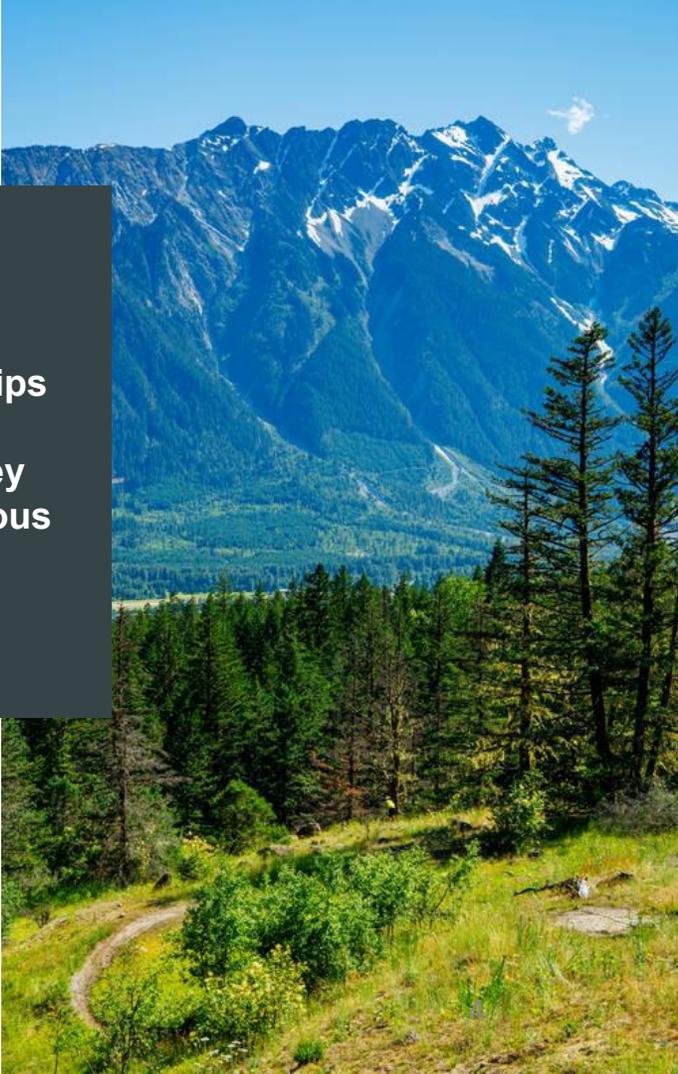
## Methodology

- **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

- 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
- 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
- Definitions:
  - **Visitors:** A visitor is defined as someone who travels 60+km from their point of origin. (The numbers include those who have travelled within the region 60km from home, as well as those who have travelled from outside the region)
  - **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 visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)



**Note: For international visitation, only Trips and Nights are considered as they measure continuous visitation to the destination.**



# Canada Insights

# Canadian Visitation

## Canadian Provinces Travelling to Kootenay Rockies By Year

2023 Year In Review



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### Overview

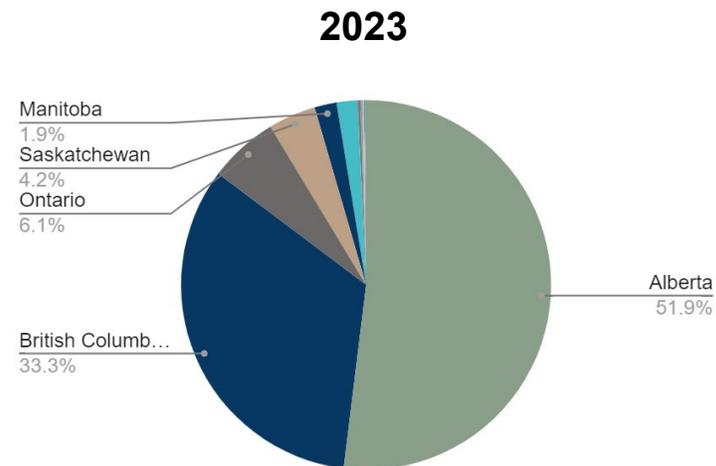
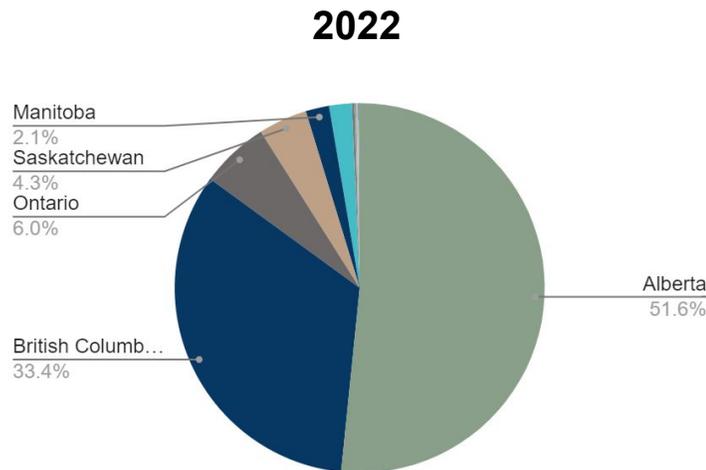
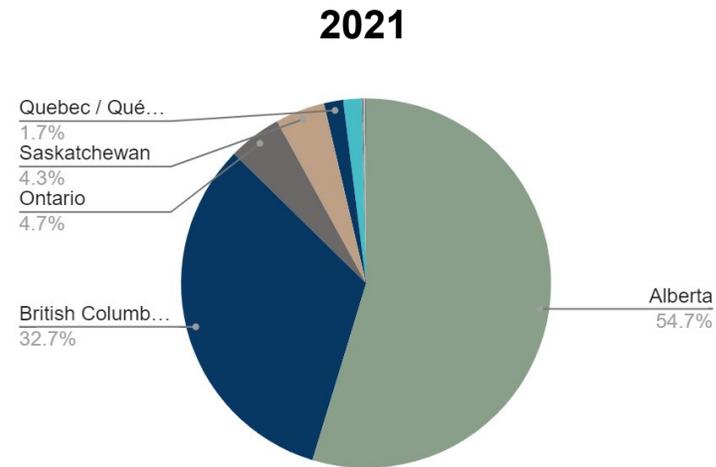
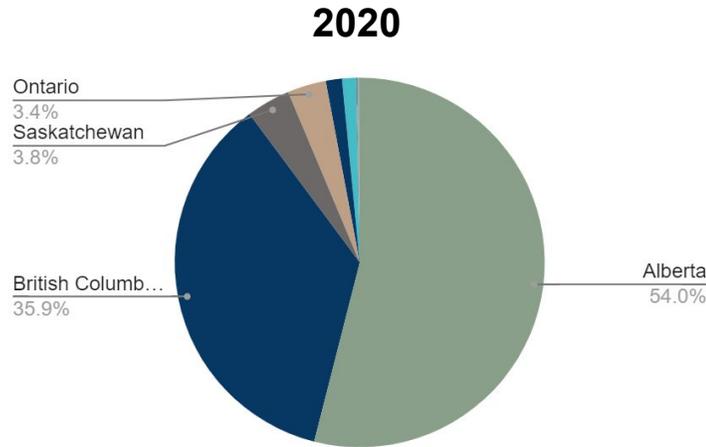
In 2020 Kootenay Rockies saw an average of **1,728,500** Domestic Visitors.  
 In 2021 the region saw **1,870,400** Domestic Visitors.  
 In 2022, **2,177,900** Domestic Visitors and in 2023, **2,087,500** Domestic Visitors.

- **Increase** of **21%** 2023 compared to 2020

- **Increase** of **12%** 2023 compared to 2021

- **Decrease** of **4%** 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



- British Columbia
- Alberta
- Ontario
- Saskatchewan
- Quebec
- Manitoba
- Yukon
- Nova Scotia
- Northwest Territories
- New Brunswick
- Newfoundland and Labrador
- Nunavut
- Prince Edward Island

# Canadian Visitation

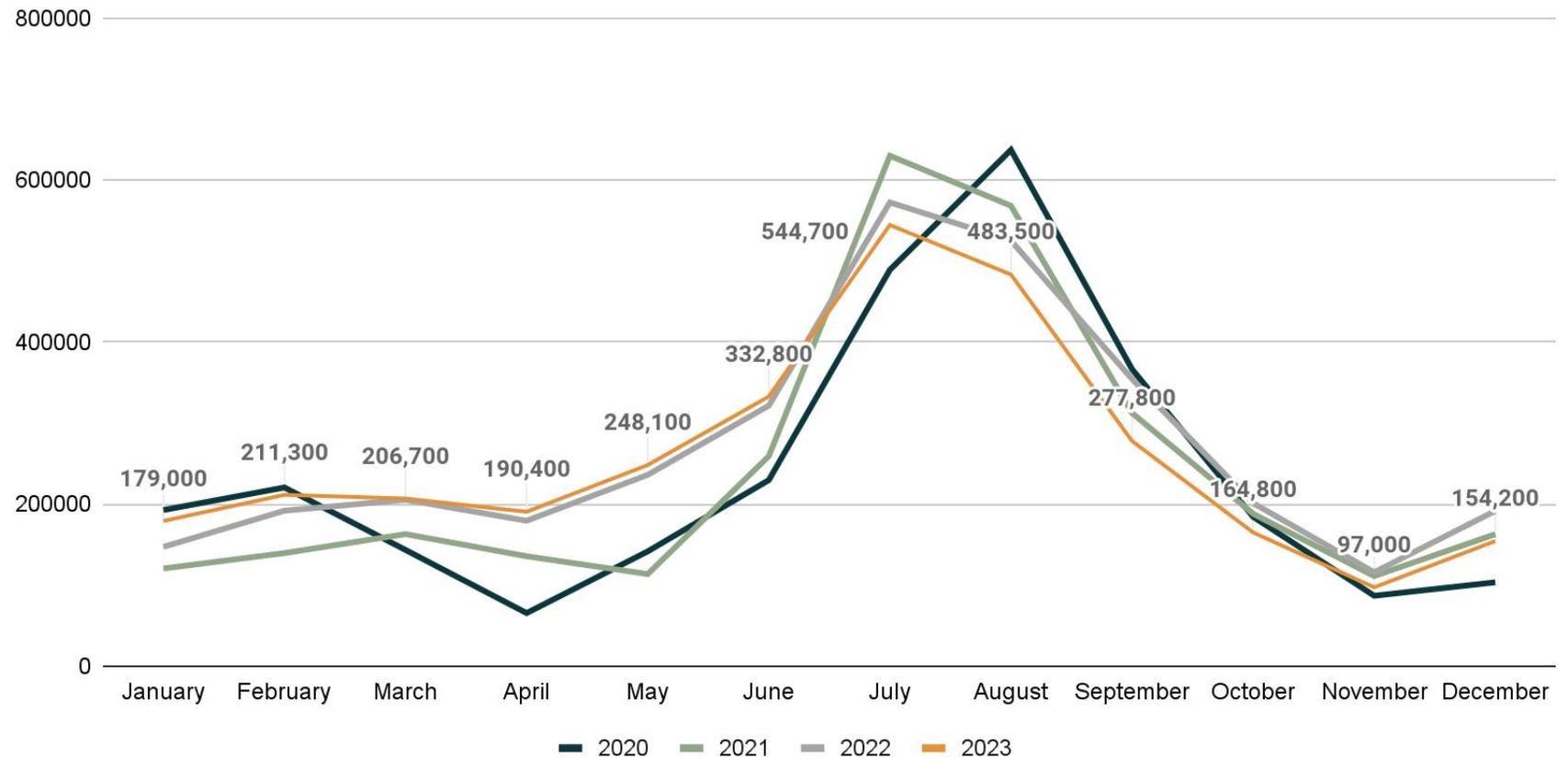
## Canadian Visitors Travelling to Kootenay Rockies by Month

2023 Year In Review



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- October 2023 saw a **11%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **18%** decrease compared to 2022
- November 2023 saw a **12%** increase compared to 2020, a **13%** decrease compared to 2021 and a **16%** decrease compared to 2022
- December 2023 saw a **49%** increase compared to 2020, a **5%** decrease compared to 2021 and a **19%** 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

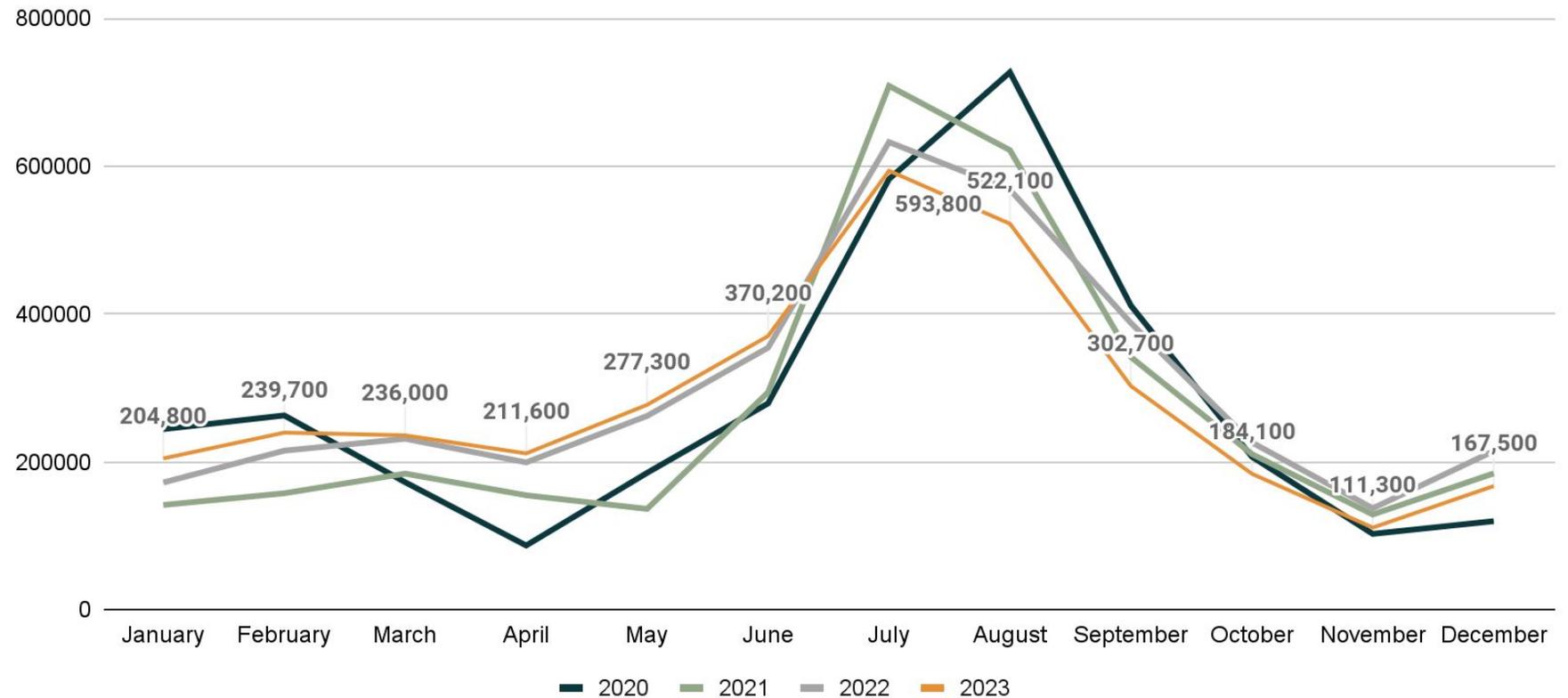
## Canadian Trips To Kootenay Rockies By Month

2023 Year In Review



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- October 2023 saw a **11%** decrease compared to 2020, a **11%** decrease compared to 2021 and a **19%** decrease compared to 2022
- November 2023 saw a **8%** increase compared to 2020, a **14%** decrease compared to 2021 and a **19%** decrease compared to 2022
- December 2023 saw a **40%** increase compared to 2020, a **9%** 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

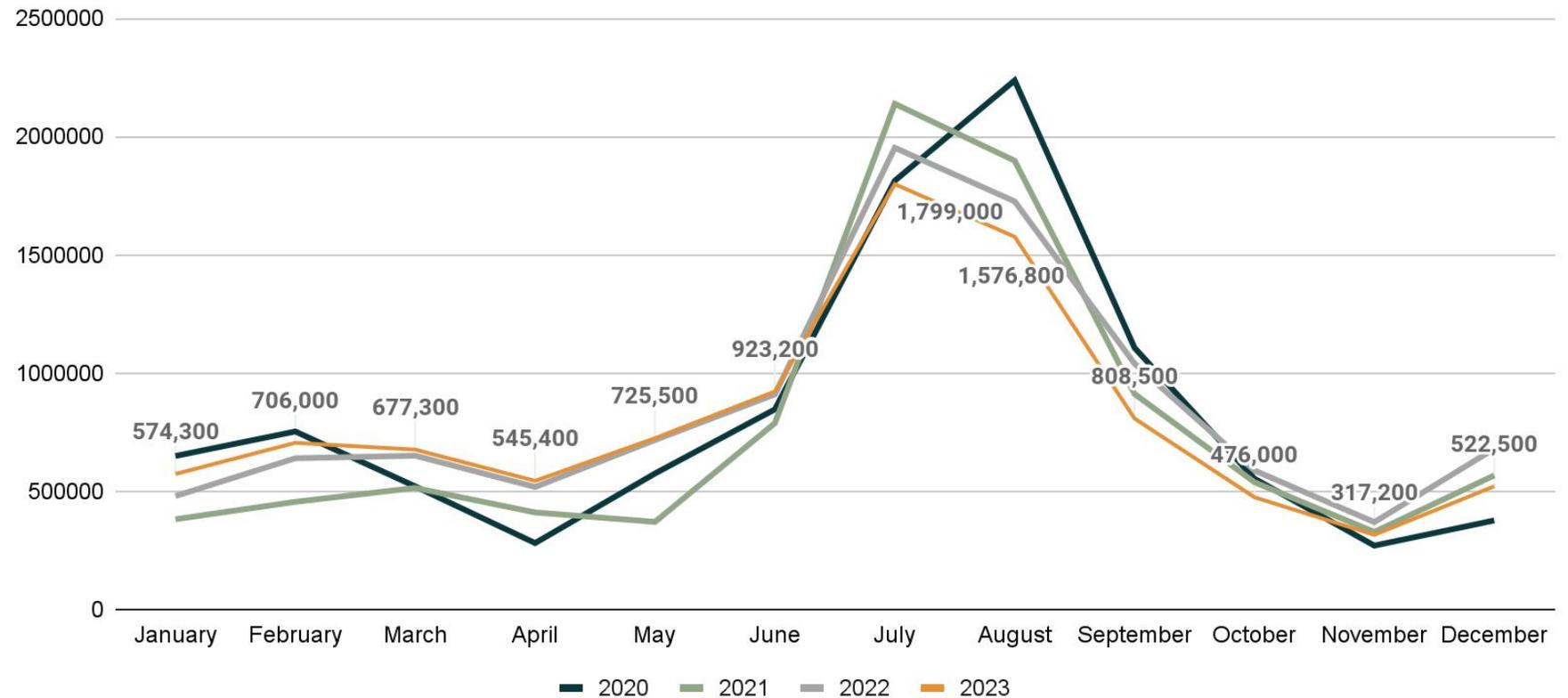
## Canadian Overnight Stays In Kootenay Rockies By Month

2023 Year In Review



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- October 2023 saw a **14%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **19%** decrease compared to 2022
- November 2023 saw a **17%** increase compared to 2020, a **4%** decrease compared to 2021 and a **14%** decrease compared to 2022
- December 2023 saw a **38%** increase compared to 2020, a **8%** decrease compared to 2021 and a **23%** 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

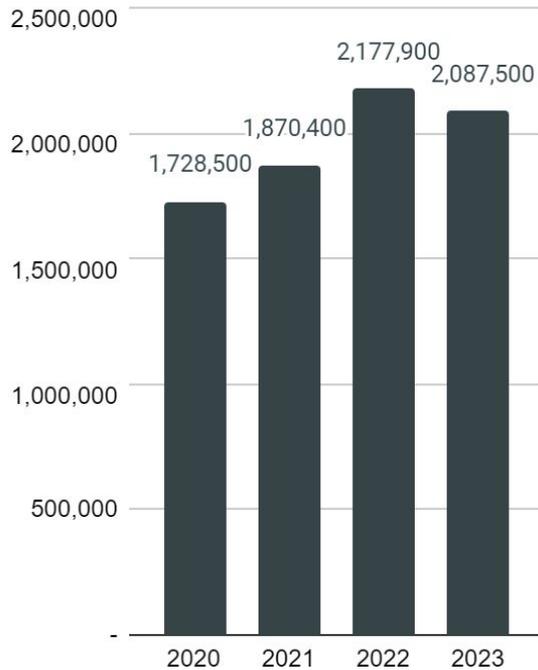
## Canadian Residents Traveling To Kootenay Rockies By Year

2023 Year In Review

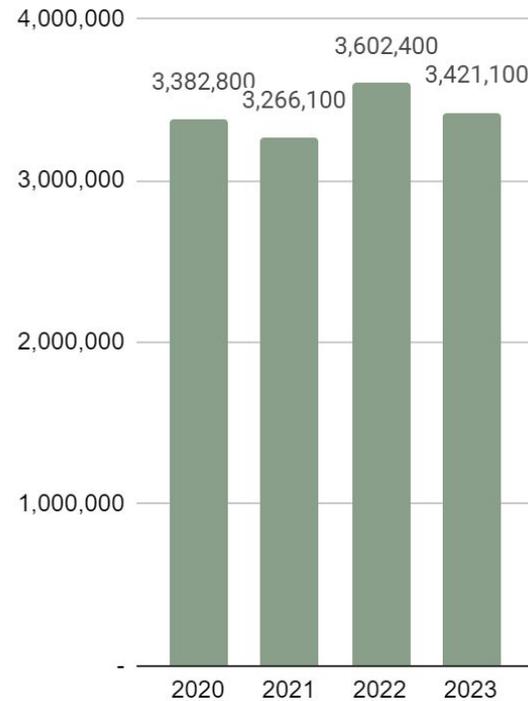


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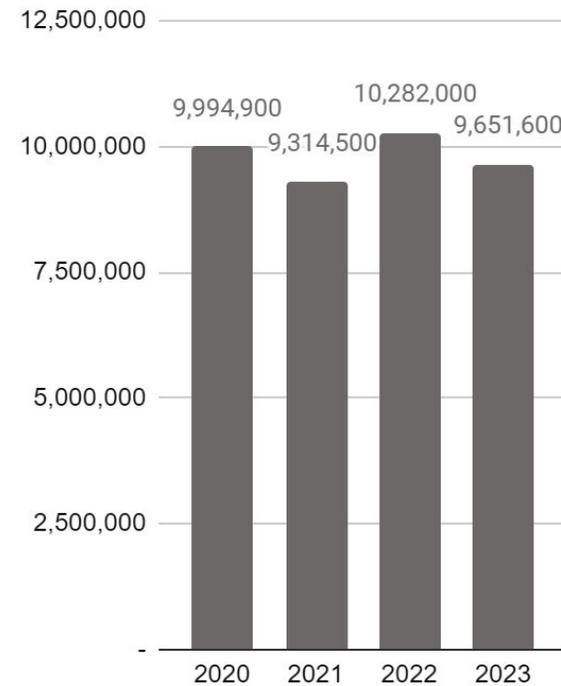
Number of Visitors to BC



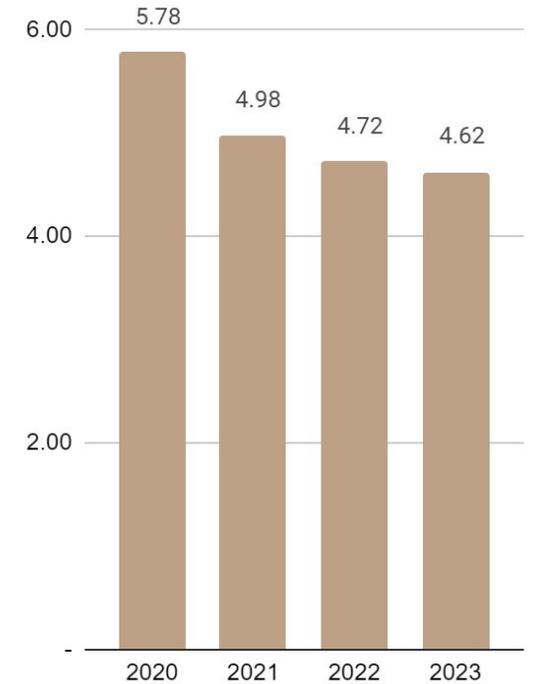
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC





# Canada: British Columbia Insights

# British Columbia Visitation

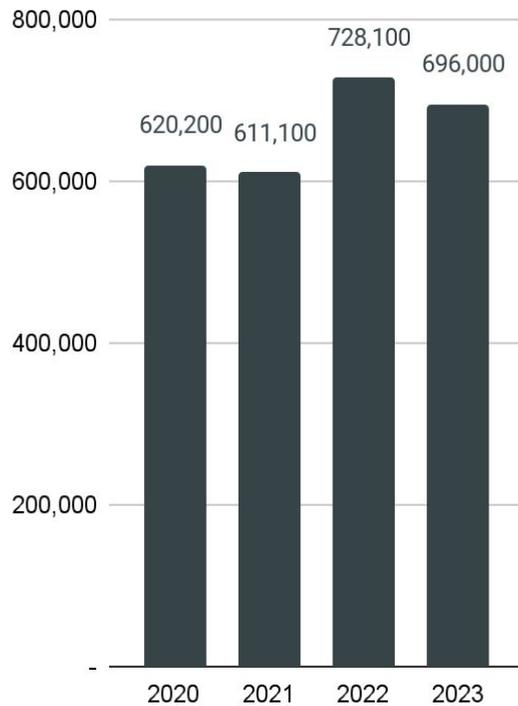
## British Columbia Residents Traveling To Kootenay Rockies By Year

2023 Year In Review

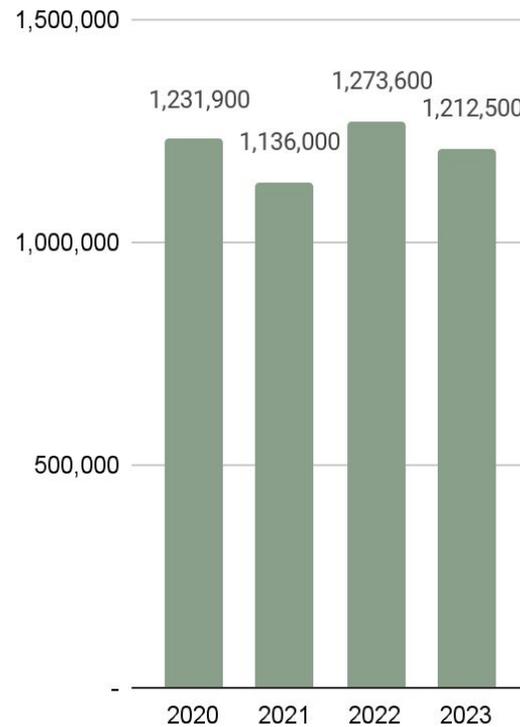


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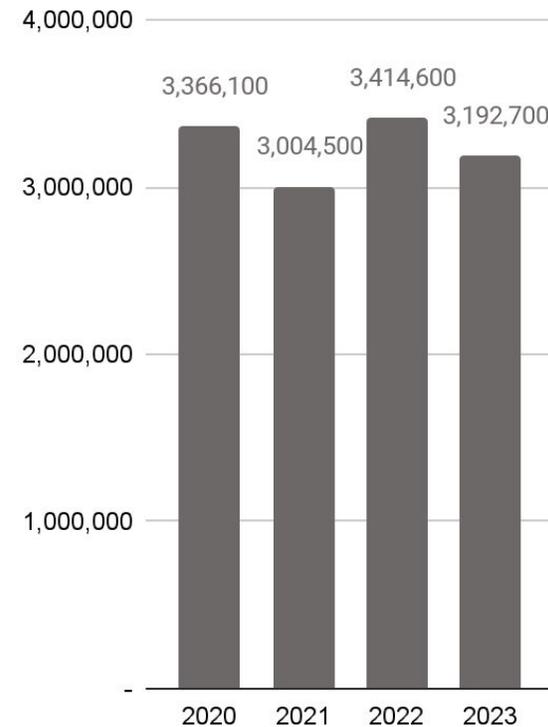
Number of Visitors to BC



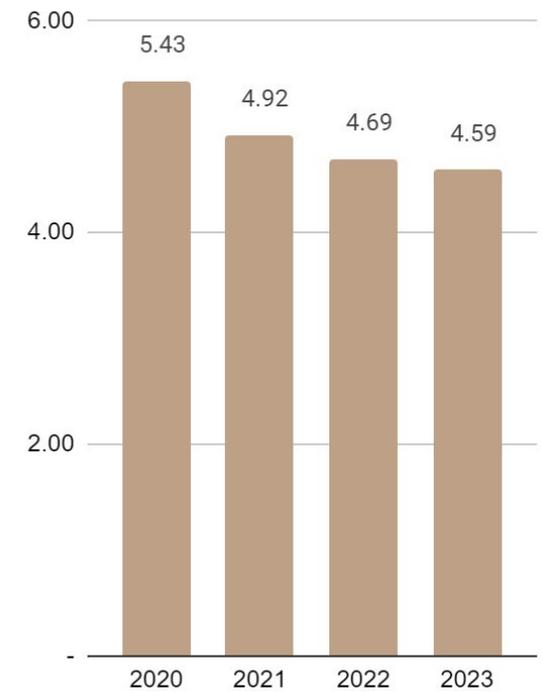
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



# British Columbian Visitation

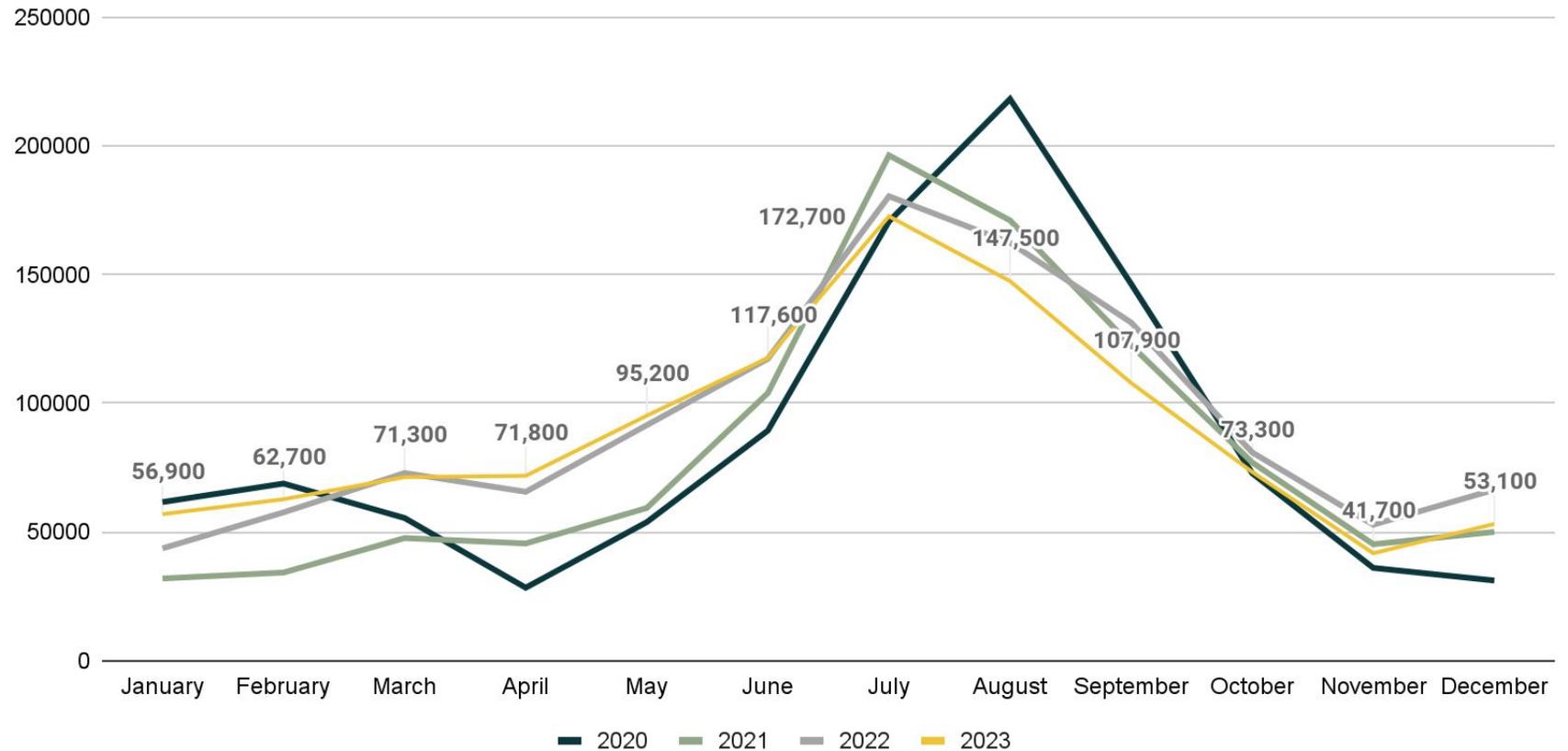
## BC Visitors Travelling To Kootenay Rockies By Month

2023 Year In Review



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- October 2023 saw a 1% increase compared to 2020, a 5% decrease compared to 2021 and a 9% decrease compared to 2022
- November 2023 saw a 16% increase compared to 2020, a 8% decrease compared to 2021 and a 21% decrease compared to 2022
- December 2023 saw a 71% increase compared to 2020, 6% increase compared to 2021 and a 20% 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

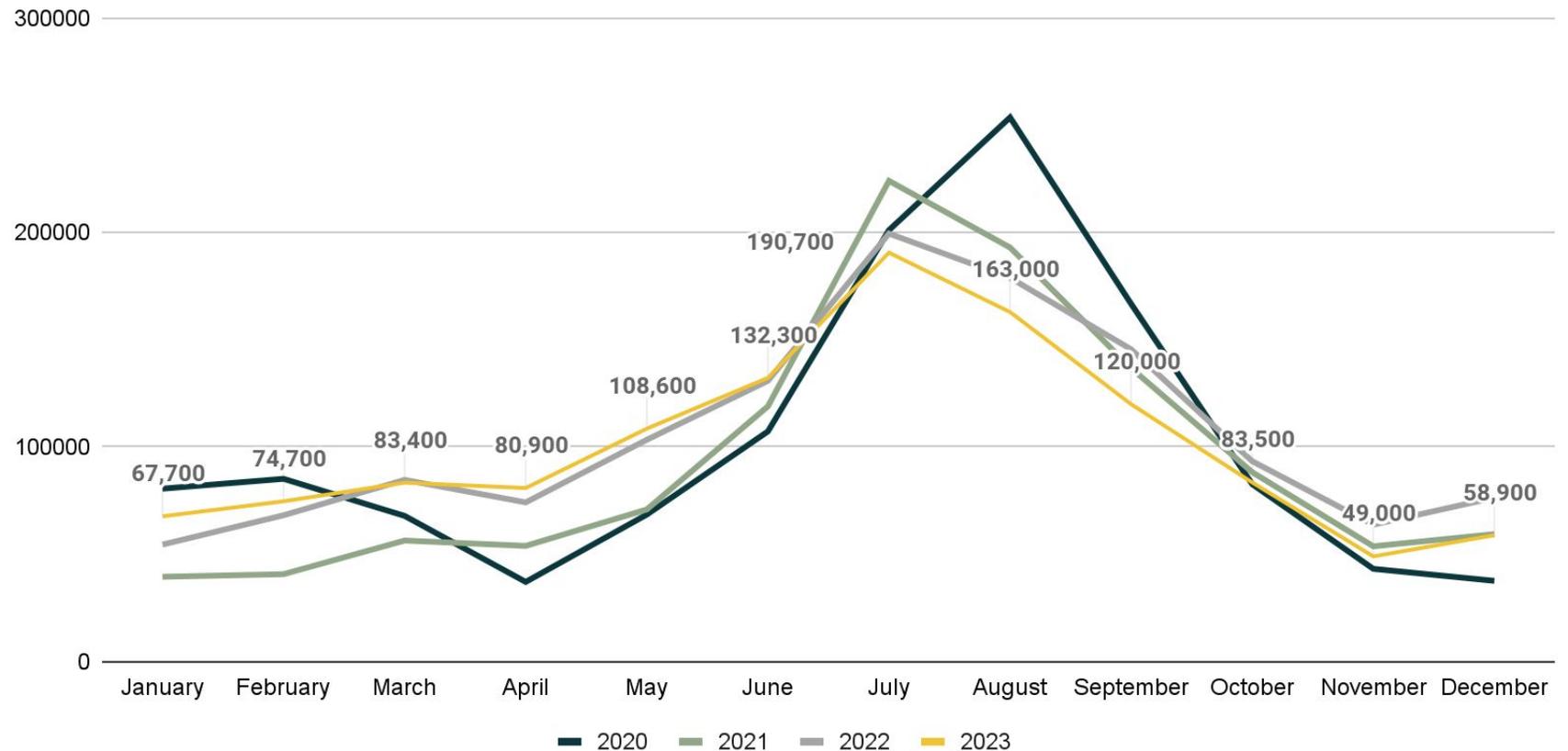
2023 Year In Review



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## BC Trips To Kootenay Rockies By Month

- October 2023 saw a **11%** decrease compared to 2020, a **17%** decrease compared to 2021 and a **22%** decrease compared to 2022
- November 2023 saw a **13%** increase compared to 2020, a **9%** decrease compared to 2021 and a **23%** decrease compared to 2022
- December 2023 saw a **57%** increase compared to 2020, a **1%** decrease compared to 2021 and a **23%** decrease compared to 2022

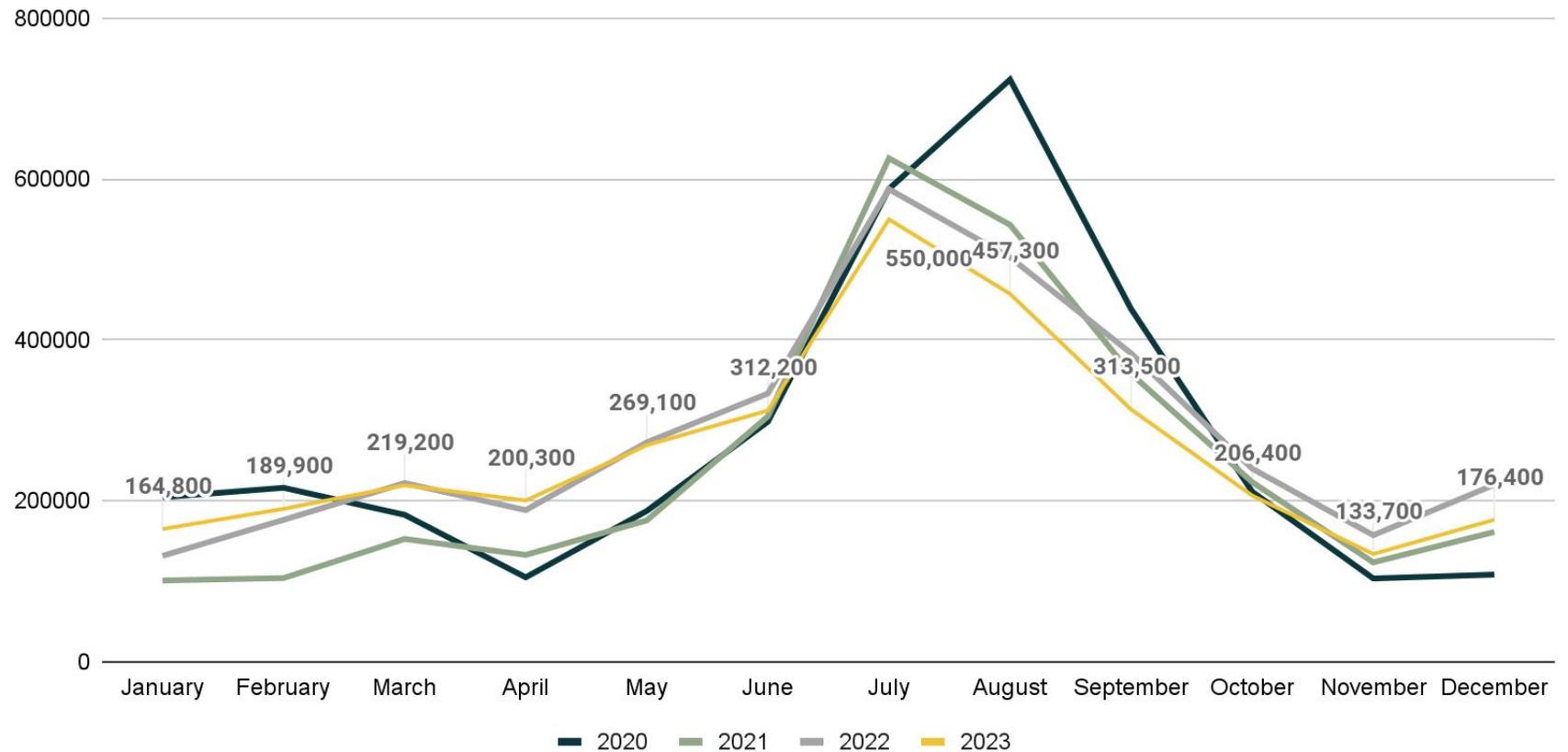


**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

# British Columbian Visitation

## BC Overnight Stays In Kootenay Rockies By Month

- September 2023 saw a **28%** decrease compared to 2020, a **12%** decrease compared to 2021 and a **18%** decrease compared to 2022
- October 2023 saw a **60%** decrease compared to 2020, a **62%** decrease compared to 2021 and a **65%** decrease compared to 2022
- November 2023 saw a **63%** increase compared to 2020, a **9%** decrease compared to 2021 and a **20%** 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

# British Columbia Visitation

## Number of Visitors To Kootenay Rockies By Origin City

2023 Year In Review



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City	2020 Visitor Count
Vancouver	58,300
Kelowna	48,900
Surrey	42,600
Kamloops	23,300
Burnaby	17,200
Abbotsford	17,000
Richmond	15,100
Vernon	15,100
Cranbrook	14,600
West Kelowna	12,000

City	2021 Visitor Count
Kelowna	51,000
Vancouver	50,500
Surrey	41,300
Kamloops	25,400
Abbotsford	16,900
Vernon	16,100
Burnaby	14,900
Cranbrook	13,800
Richmond	13,500
West Kelowna	13,000

City	2022 Visitor Count
Vancouver	66,700
Surrey	53,300
Kelowna	51,700
Kamloops	27,300
Burnaby	21,700
Abbotsford	19,400
Richmond	18,600
Vernon	17,200
Coquitlam	14,400
Langley	14,300

City	2023 Visitor Count
Vancouver	63,900
Surrey	51,500
Kelowna	49,800
Kamloops	27,100
Burnaby	20,000
Abbotsford	18,500
Richmond	17,200
Vernon	16,600
Cranbrook	14,000
Coquitlam	13,800

# British Columbia Market

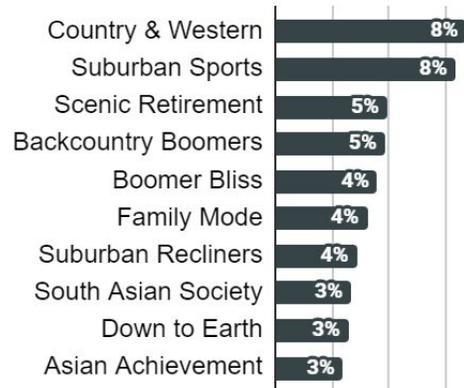
2023 Year In Review



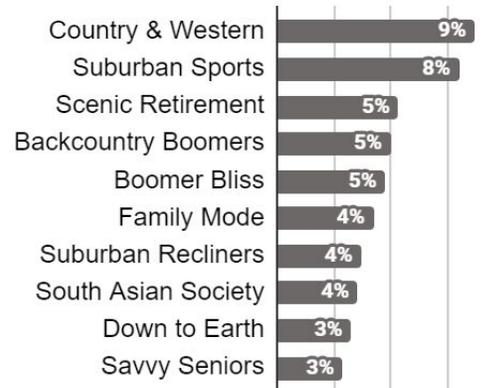
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## BC Visitation to Kootenay Rockies by PRIZM Segment & EQ Type

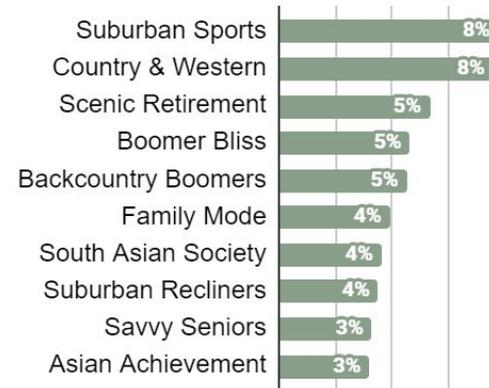
2020 BC Visitors by PRIZM



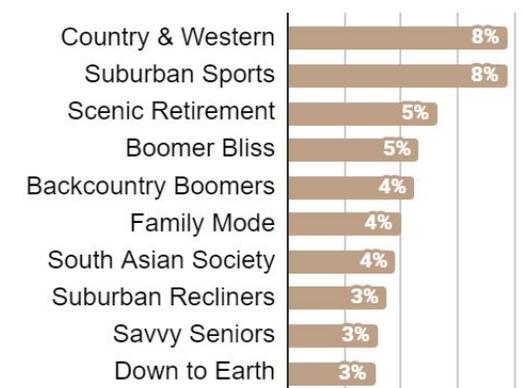
2021 BC Visitors by PRIZM



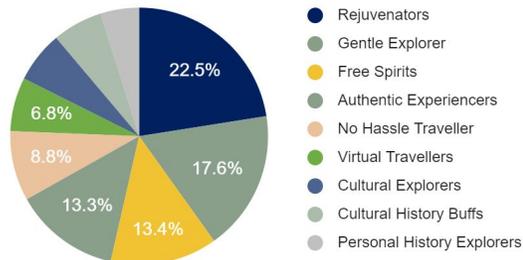
2022 BC Visitors by PRIZM



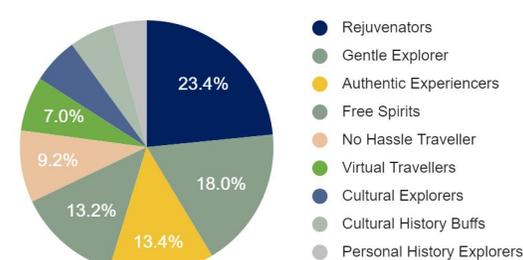
2022 BC Visitors by PRIZM



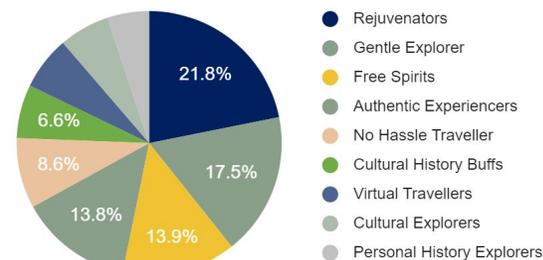
2020 BC Visitors by EQ



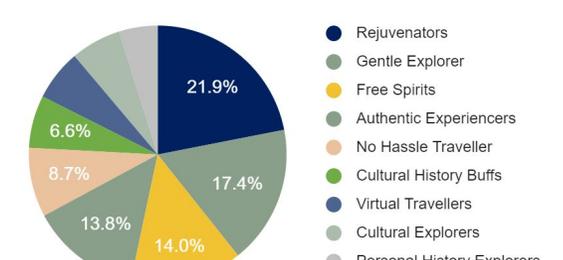
2021 BC Visitors by EQ



2022 BC Visitors by EQ



2022 BC Visitors by EQ





# Canada: Alberta Insights

# Alberta Visitation

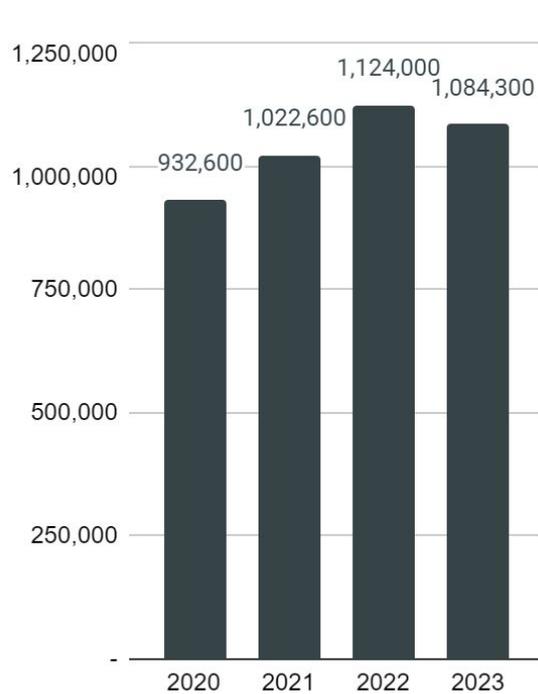
2023 Year In Review



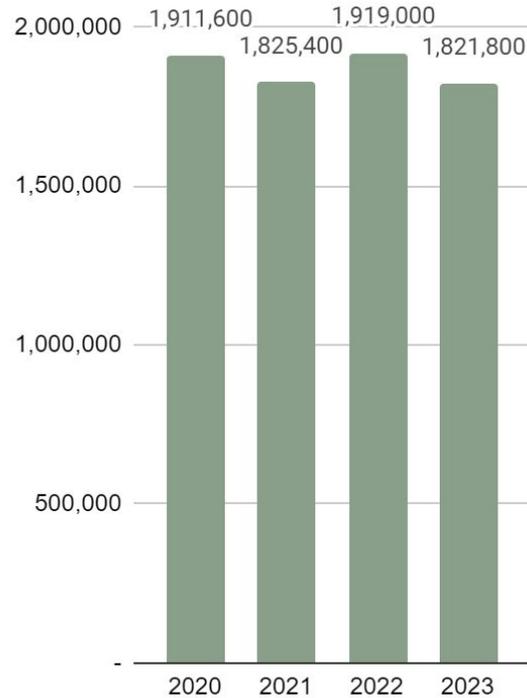
bcrts

## Alberta Residents Traveling To Kootenay Rockies By Year

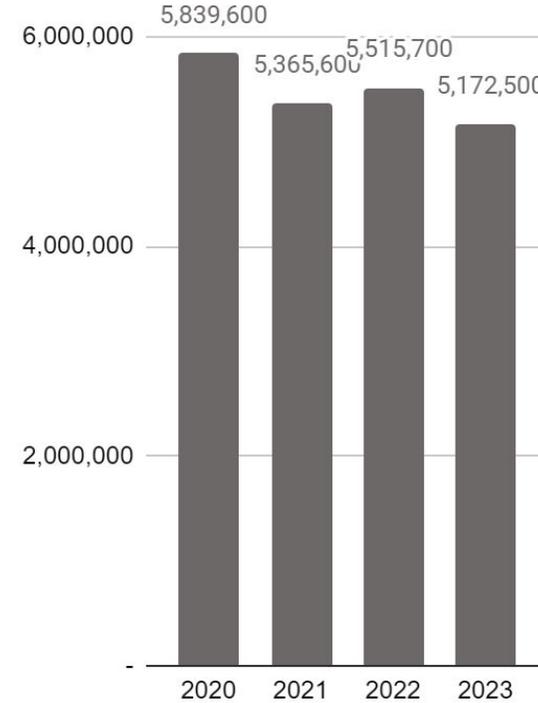
Number of Visitors to BC



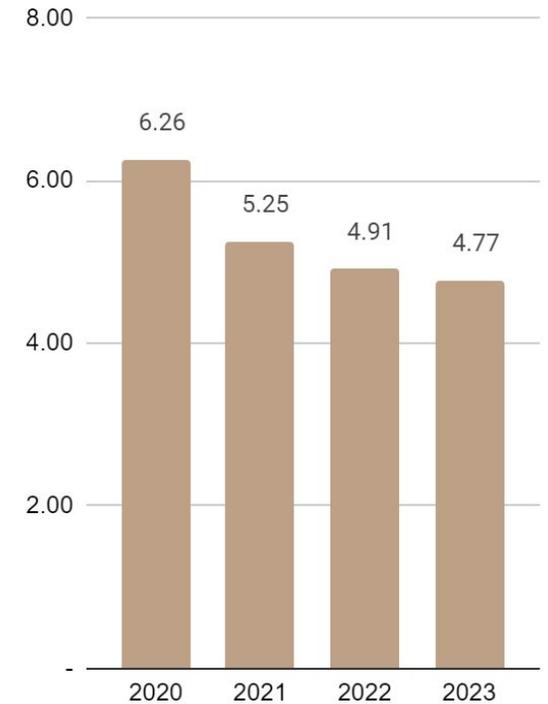
Number of Trips to BC



Number of Nights Stayed in BC



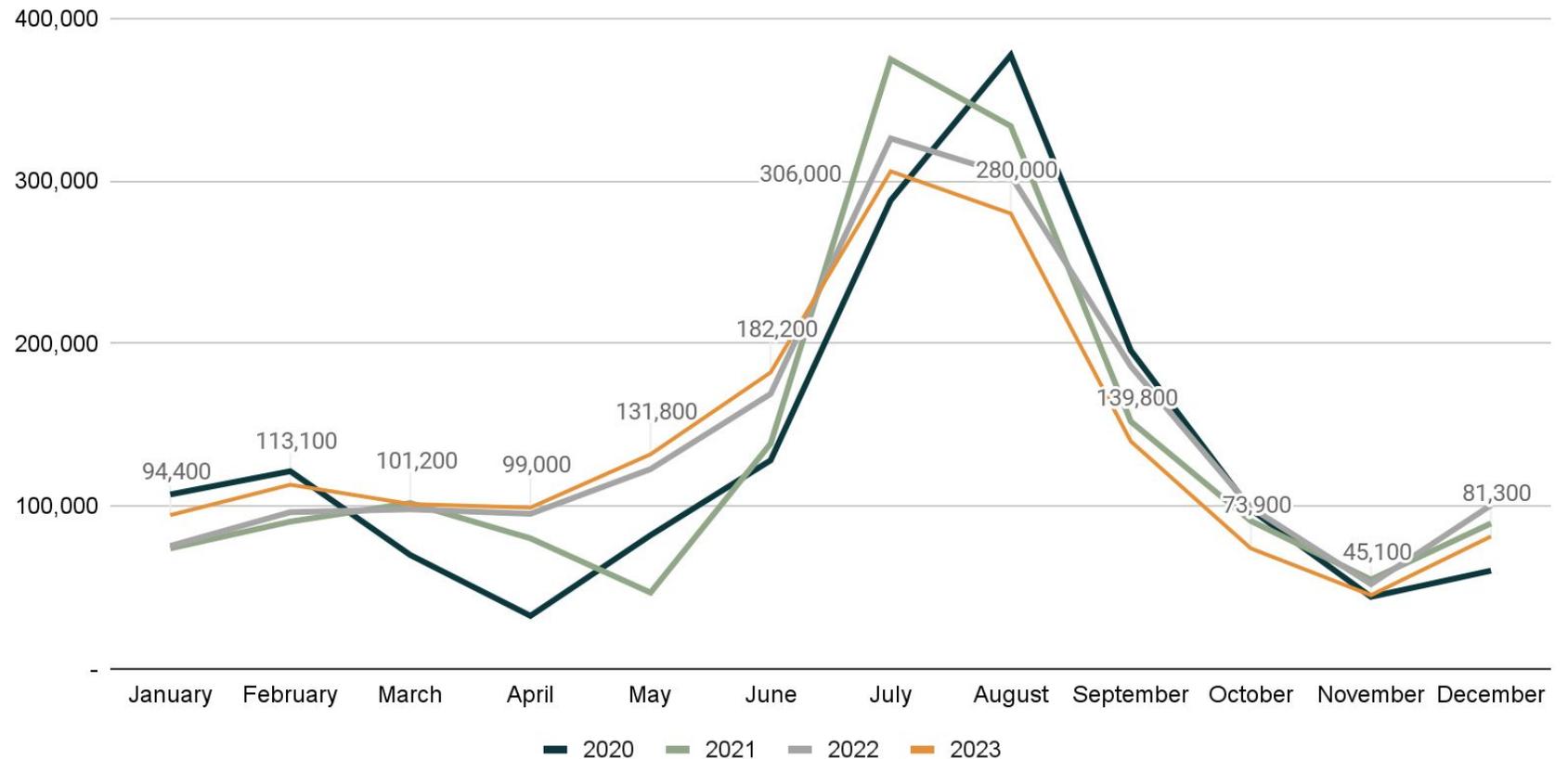
Average Length of Stay in BC



# Alberta Visitation

## Alberta Visitors Travelling To Kootenay Rockies By Month

- October 2023 saw a **24%** decrease compared to 2020, a **19%** decrease compared to 2021 and a **25%** decrease compared to 2022
- November 2023 saw a **2%** increase compared to 2020, a **18%** decrease compared to 2021 and a **13%** decrease compared to 2022
- December 2023 saw a **35%** increase compared to 2020, a **9%** decrease compared to 2021 and a **19%** decrease compared to 2022

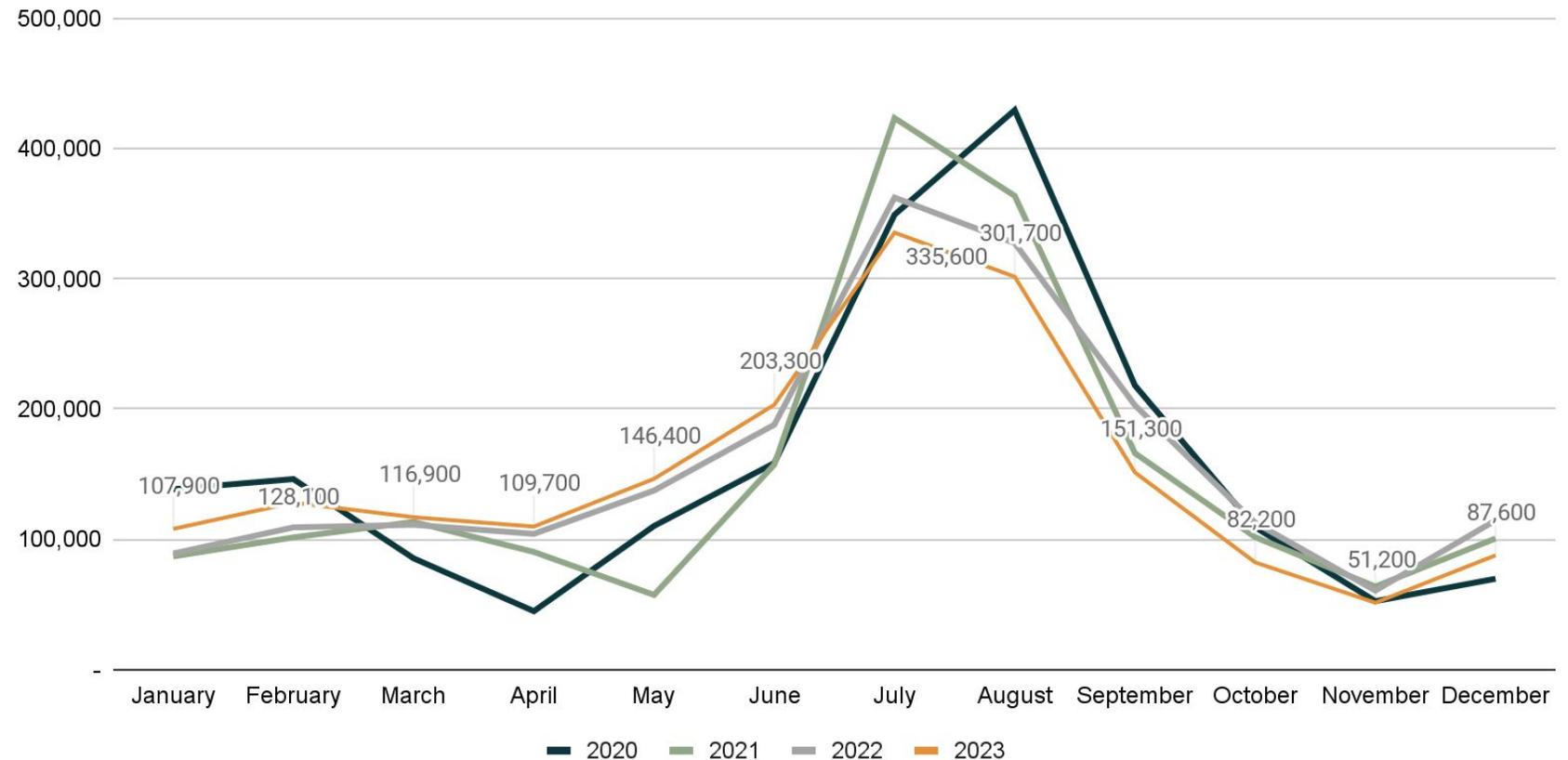


**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# Alberta Visitation

## Alberta Trips to Kootenay Rockies By Month

- October 2023 saw a **25%** decrease compared to 2020, a **19%** decrease compared to 2021 and a **27%** decrease compared to 2022
- November 2023 saw a **2%** decrease compared to 2020, a **19%** decrease compared to 2021 and a **15%** decrease compared to 2022
- December 2023 saw a **26%** increase compared to 2020, a **13%** decrease compared to 2021 and a **24%** decrease compared to 2022

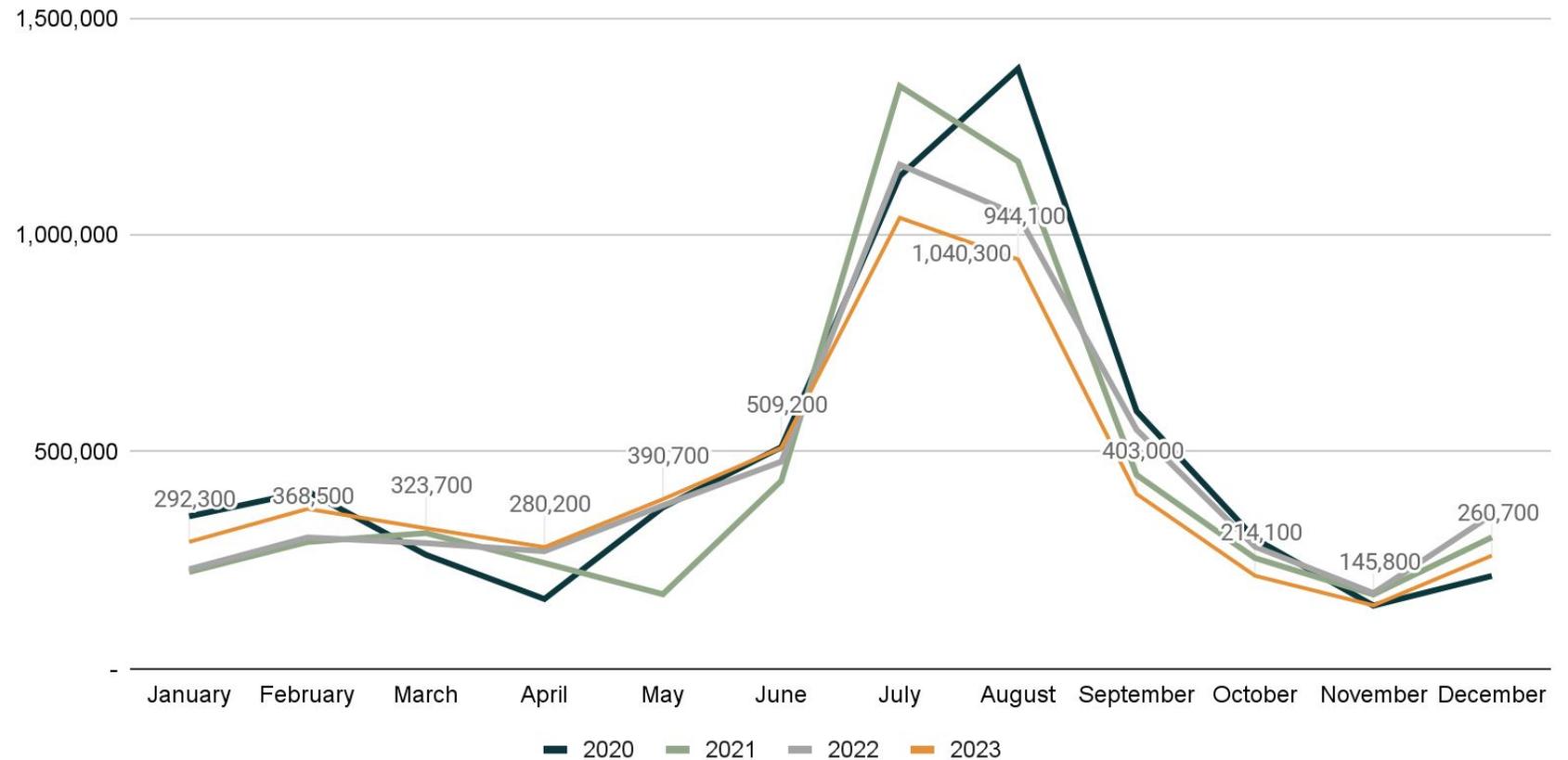


**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

# Alberta Visitation

## Alberta Overnight Stays In Kootenay Rockies By Month

- October 2023 saw a **28%** decrease compared to 2020, a **16%** decrease compared to 2021 and a **24%** decrease compared to 2022
- November 2023 saw a **0.4%** increase compared to 2020, a **15%** decrease compared to 2021 and a **16%** decrease compared to 2022
- December 2023 saw a **22%** increase compared to 2020, a **14%** 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

# Alberta Visitation

## Number of Visitors To Kootenay Rockies By Origin City

2023 Year In Review



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City	2020 Visitor Count
Calgary	433,400
Edmonton	126,100
Lethbridge	30,000
Airdrie	28,200
Red Deer	21,600
Rocky View County	16,700
Strathcona County	15,200
Okotoks	11,600
Medicine Hat	10,700
Cochrane	10,600

City	2021 Visitor Count
Calgary	467,600
Edmonton	142,900
Lethbridge	31,400
Airdrie	30,100
Red Deer	23,700
Rocky View County	18,000
Strathcona County	18,000
Medicine Hat	12,600
Okotoks	12,100
St. Albert	12,000

City	2022 Visitor Count
Calgary	499,900
Edmonton	161,100
Lethbridge	36,300
Airdrie	32,300
Red Deer	26,000
Strathcona County	20,000
Rocky View County	19,100
Medicine Hat	14,600
St. Albert	13,800
Okotoks	13,000

City	2023 Visitor Count
Calgary	478,100
Edmonton	155,700
Lethbridge	33,600
Airdrie	29,500
Red Deer	25,500
Strathcona County	20,200
Rocky View County	18,100
Medicine Hat	14,500
St. Albert	13,300
Okotoks	11,900

# Alberta Market

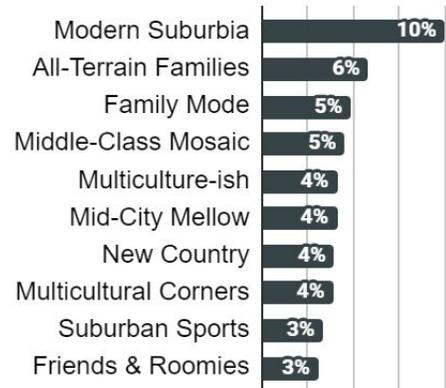
2023 Year In Review



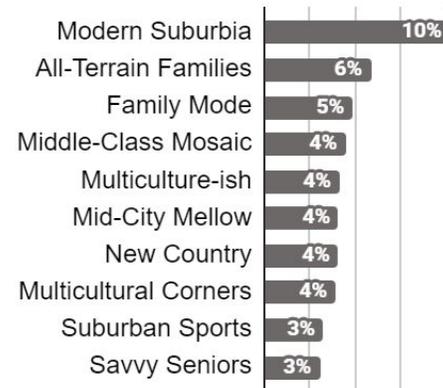
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## AB Visitation to Kootenay Rockies by PRIZM Segment & EQ Type

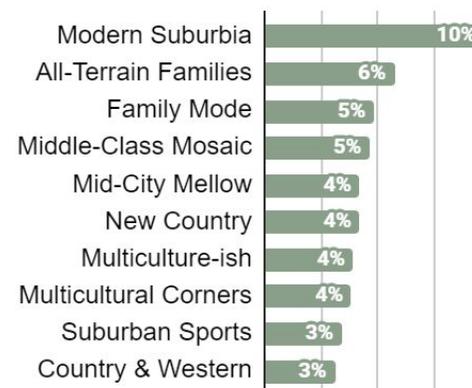
2020 AB Visitors by PRIZM



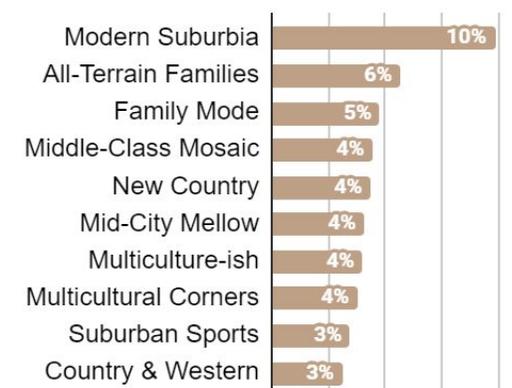
2021 AB Visitors by PRIZM



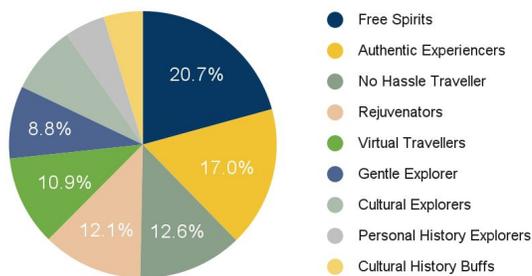
2022 AB Visitors by PRIZM



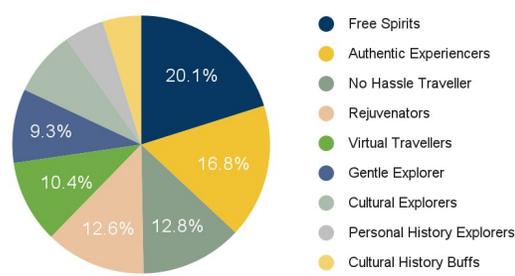
2022 AB Visitors by PRIZM



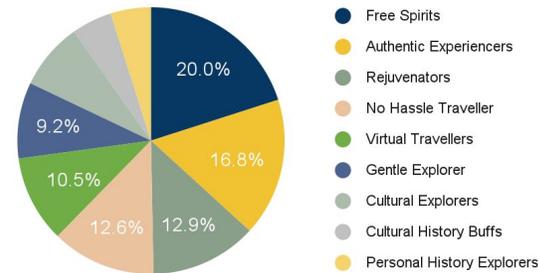
2020 AB Visitors by EQ



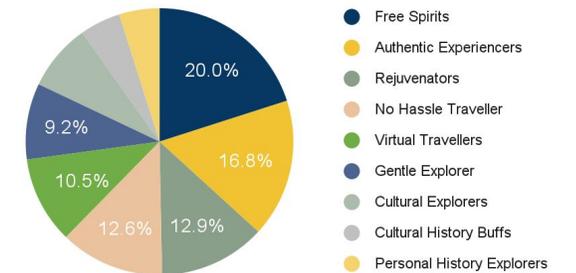
2021 AB Visitors by EQ



2022 AB Visitors by EQ



2022 AB Visitors by EQ





# USA Insights

# USA Visitation

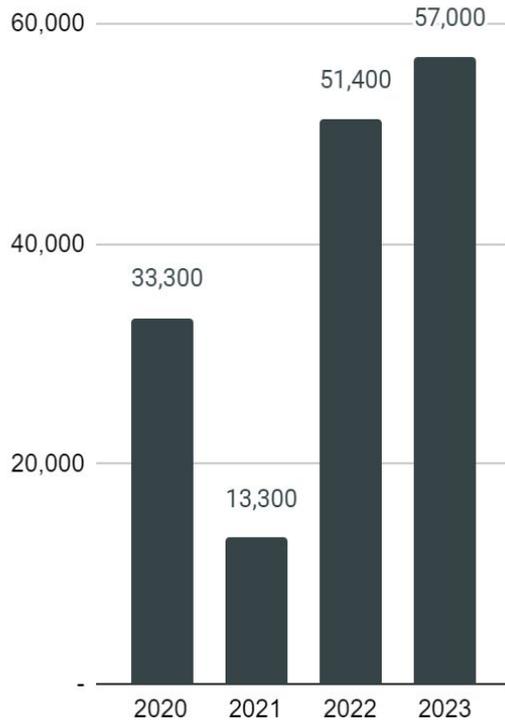
## US Residents Traveling To Kootenay Rockies By Year

2023 Year In Review

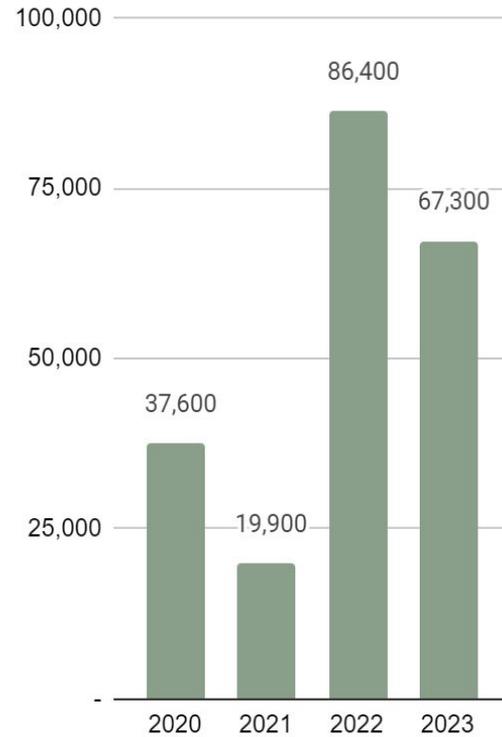


bcrts

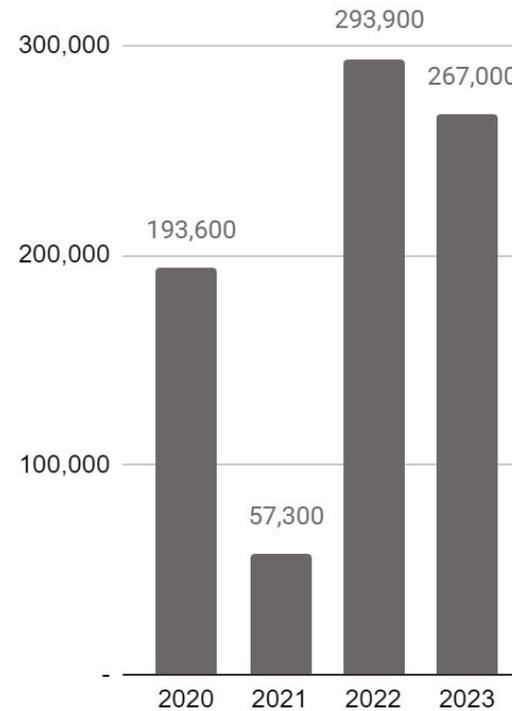
Number of Visitors to BC



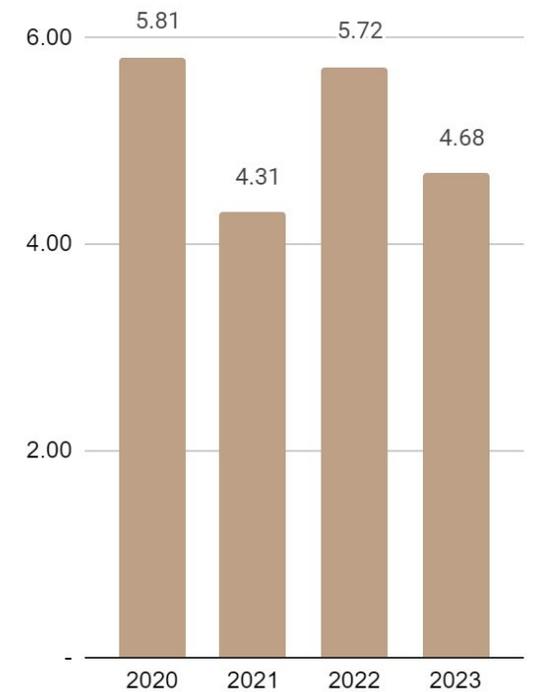
Number of Trips to BC



Number of Nights Stayed in BC



Average Length of Stay in BC



# USA Visitation

## States Travelling To Kootenay Rockies By Year

### Overview

In 2020 Kootenay Rockies saw an average of **33,300** US Visitors. In 2021 the region saw **13,300** US Visitors. In 2022, **51,400** US Visitors and in 2023, **57,000** US Visitors.

- **Increase** of **71%** 2023 compared to 2020

- **Increase** of **329%** 2023 compared to 2021

- **Increase** of **11%** 2023 compared to 2022

State	2020 Visitor %
Washington	27%
California	15%
Idaho	9%
Montana	9%
Colorado	4%
Texas	4%
Oregon	4%
New York	3%
Utah	2%
Massachusetts	2%

State	2021 Visitor %
Washington	18%
Idaho	8%
California	8%
Montana	8%
Arizona	6%
Illinois	6%
Oregon	4%
Colorado	4%
Minnesota	4%
Texas	4%

State	2022 Visitor %
Washington	18%
California	17%
Arizona	8%
Colorado	5%
Idaho	5%
Oregon	5%
Montana	5%
Texas	3%
Utah	3%
Florida	3%

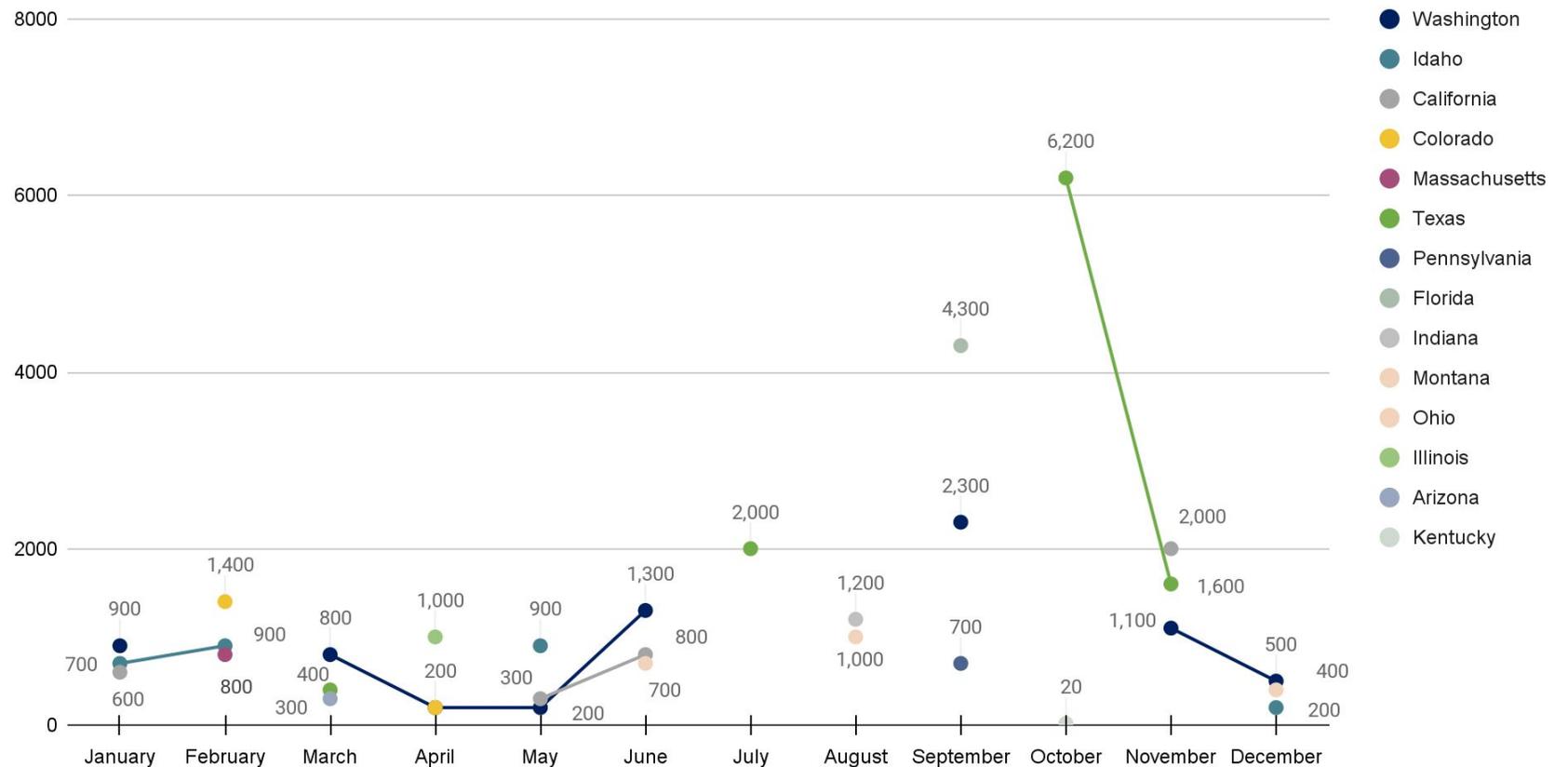
State	2023 Visitor %
Texas	18%
Washington	15%
Florida	11%
California	10%
Idaho	6%
Colorado	5%
Montana	4%
Pennsylvania	3%
Indiana	2%
Virginia	2%

# State Visitation

## Top 3 States Travelling To Kootenay Rockies By Month

Appearing in the top 3 visiting states across 2023 was:

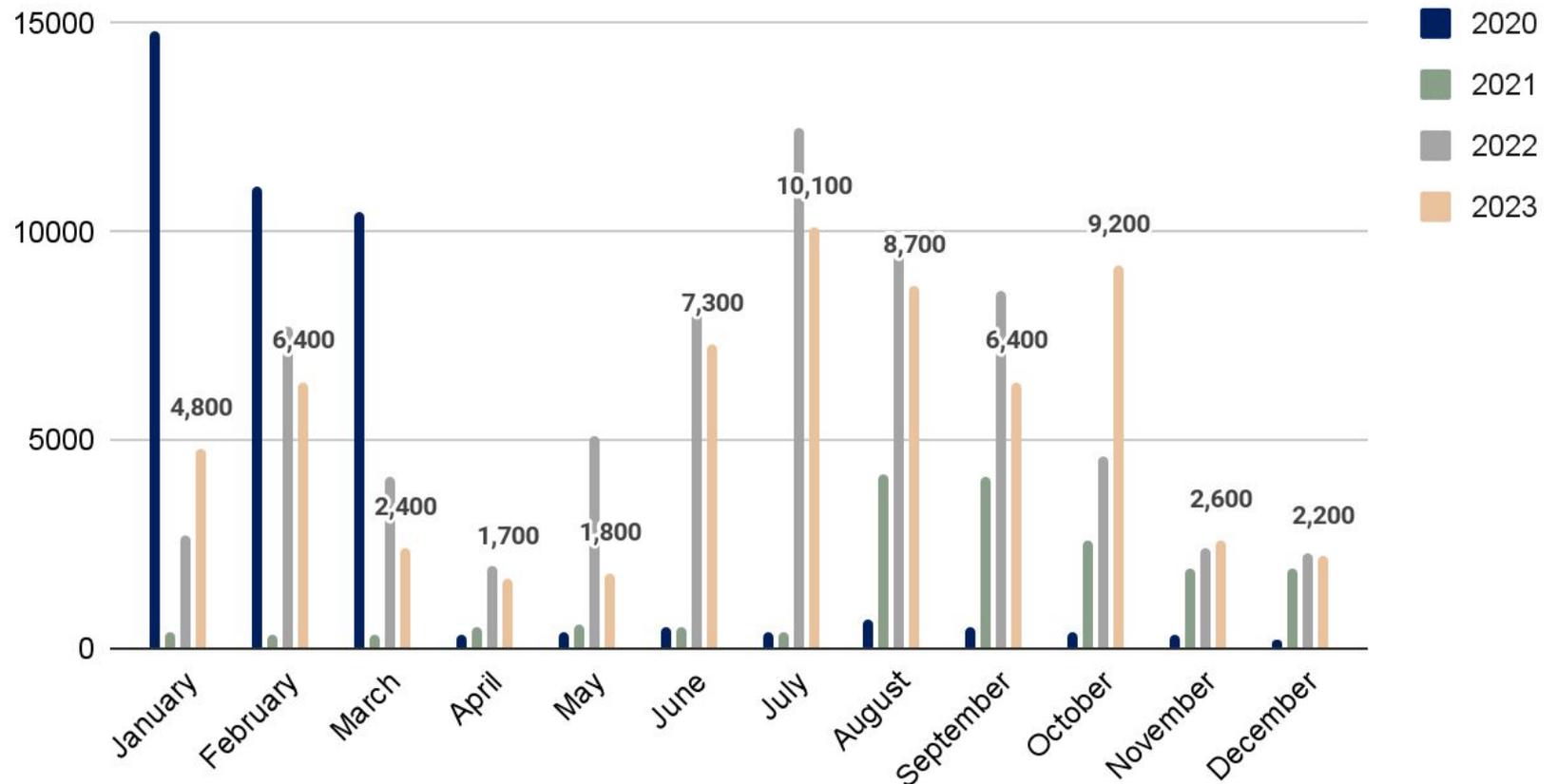
- Washington
- Idaho
- California
- Colorado
- Massachusetts
- Texas
- Arizona
- Illinois
- Montana
- Ohio
- Indiana
- Florida
- Pennsylvania
- Kentucky



# US Visitation

## US Visitors Travelling To Kootenay Rockies By Month

- September 2023 saw a **-25%** decrease compared to 2022
- October 2023 saw a **98%** increase compared to 2022
- November 2023 saw a **9%** increase compared to 2022
- December 2023 saw a **1%** decrease compared to 2022

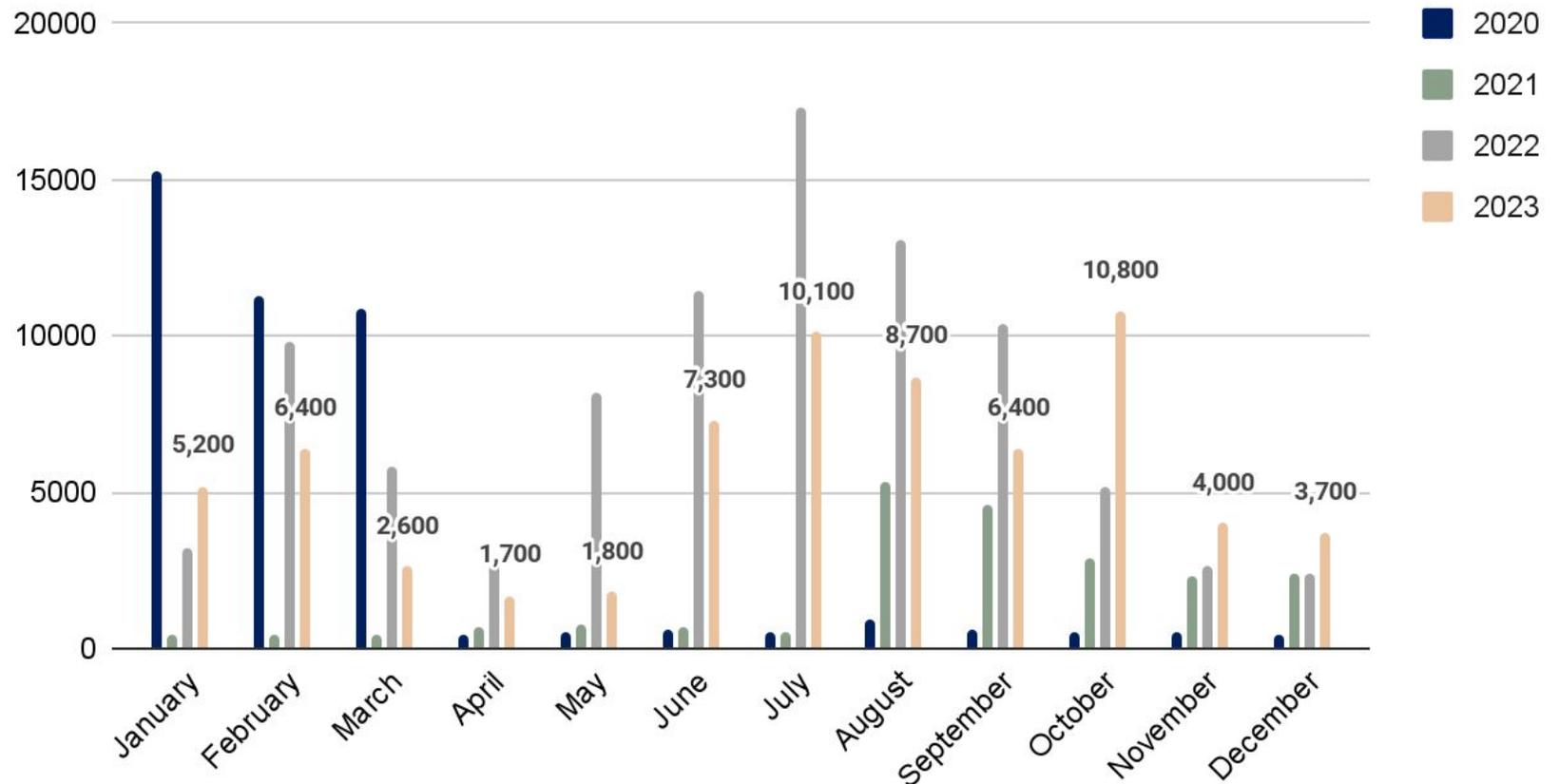


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# US Visitation

## US Trips To Kootenay Rockies By Month

- September 2023 saw a **-38%** decrease compared to 2022
- October 2023 saw a **107%** increase compared to 2022
- November 2023 saw a **54%** increase compared to 2022
- December 2023 saw a **56%** increase compared to 2022

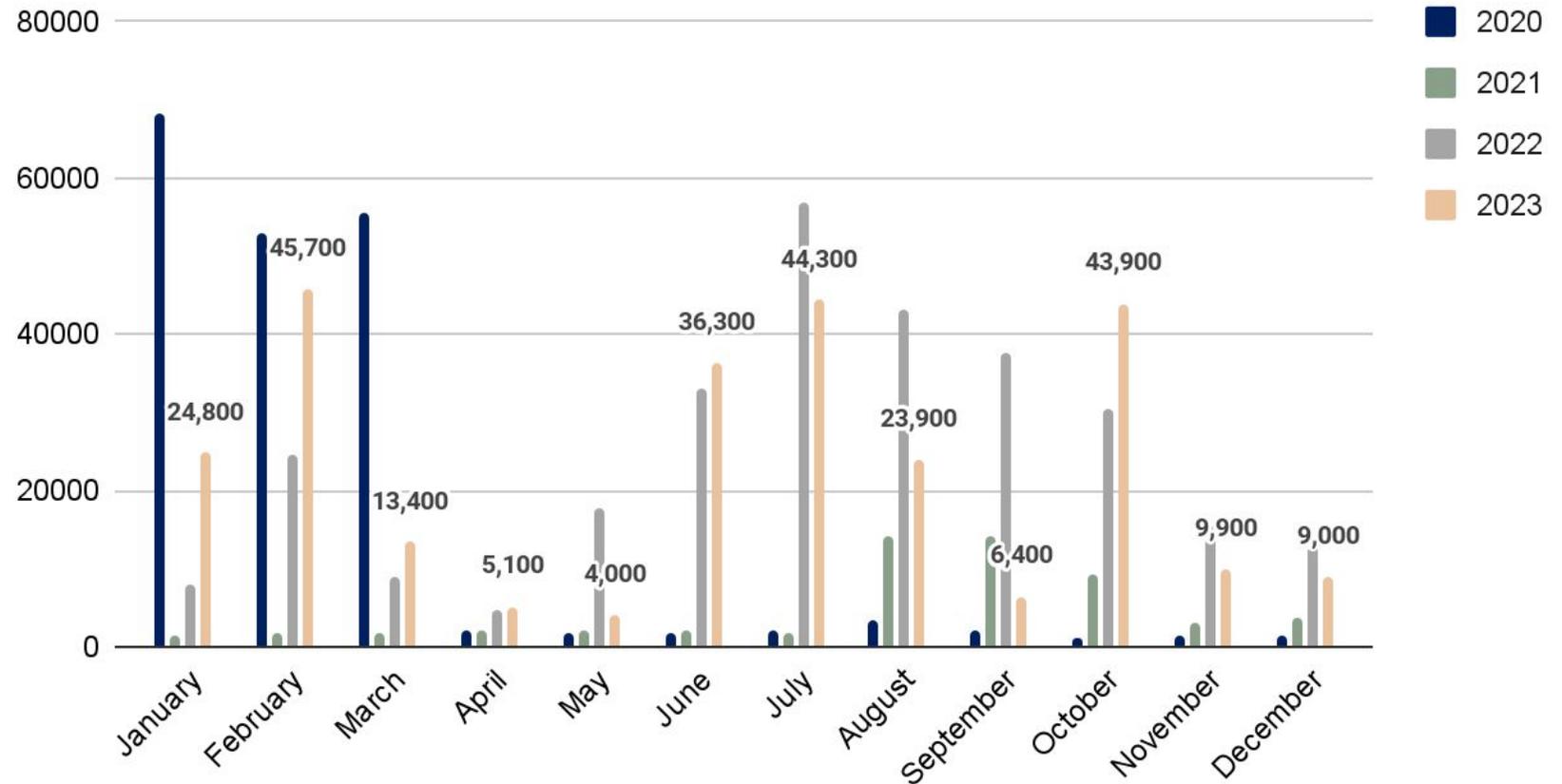


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# US Visitation

## US Overnight Stays In Kootenay Rockies By Month

- September 2023 saw a **-83%** decrease compared to 2022
- October 2023 saw a **44%** increase compared to 2022
- November 2023 saw a **-37%** increase compared to 2022
- December 2023 saw a **-29%** 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.

# USA Visitation

## Number of Visitors To Kootenay Rockies By Origin City

2023 Year In Review



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City	2020 Visitor Count
Seattle	2,000
Spokane	2,000
San Diego	700
Seattle East	400
Salt Lake City	300
Coeur d'Alene	300
Los Angeles	300
Missoula	300
Bozeman	300
Boise City	300

City	2021 Visitor Count
Seattle	300
Spokane	300
Seattle East	300
Phoenix	300
Chicago	200
Queensborough	100
Chandler	100
Camas	100
Southwest Dallas	100
St. Louis	100

City	2022 Visitor Count
Phoenix	1,700
Seattle	1,200
Spokane	1,200
San Diego	800
Portland East	600
Seattle East	500
Northeast Jefferson	500
San Jose	400
Central Contra Costa	400
Tucson	400

City	2023 Visitor Count
Houston	5,800
Central Contra Costa	1,500
Northeast Harris	1,000
Sunshine Parkway	800
Boynton Beach-Delray Beach	800
Northwest Harris	800
Spokane	800
Twin Falls	800
Seattle	700
Sandpoint	700

# USA Market

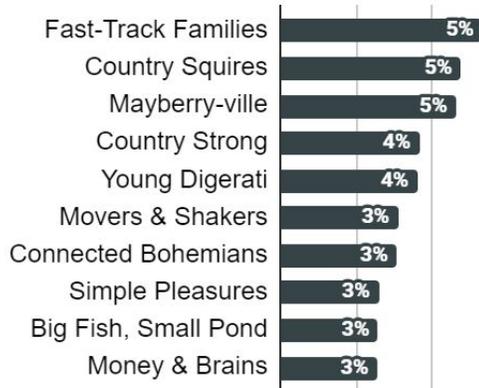
2023 Year In Review



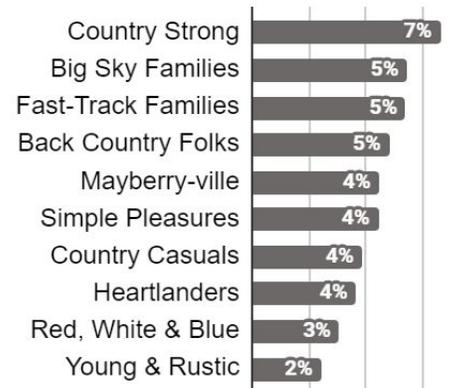
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## US Visitation To Kootenay Rockies By PRIZM Segment & EQ Type

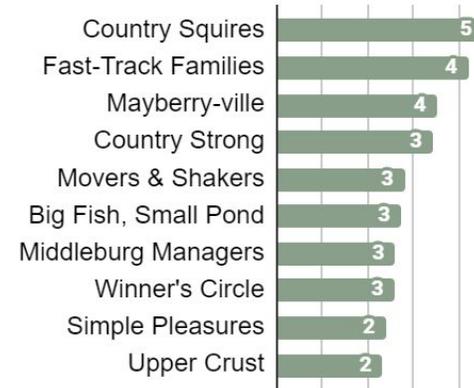
2020 US Visitors by PRIZM



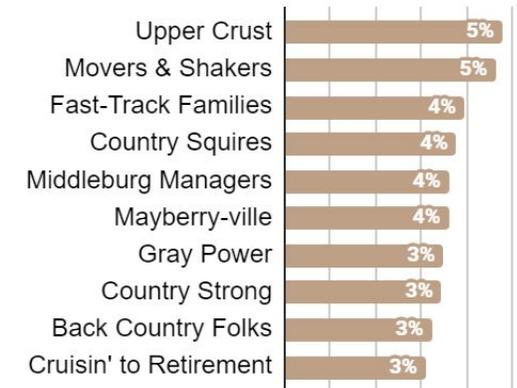
2021 US Visitors by PRIZM



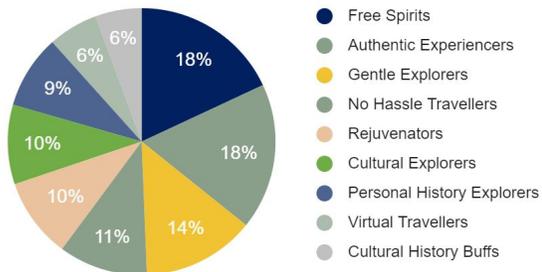
2022 US Visitors by PRIZM



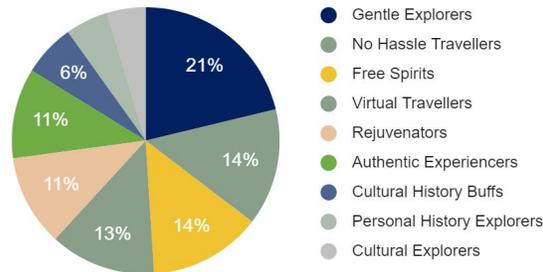
2022 US Visitors by PRIZM



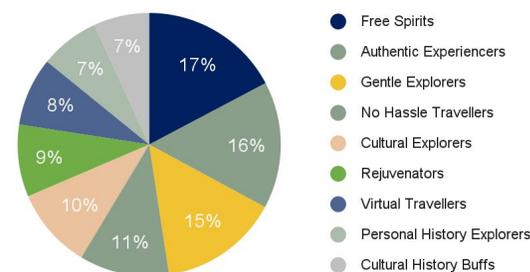
2020 US Visitors by EQ



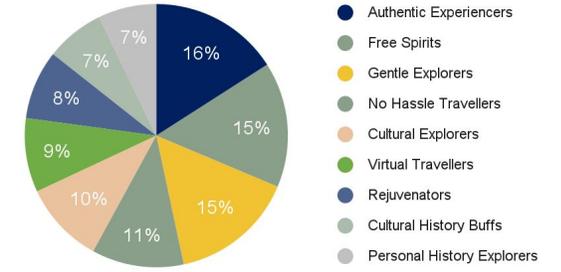
2021 US Visitors by EQ



2022 US Visitors by EQ



2022 US Visitors by EQ



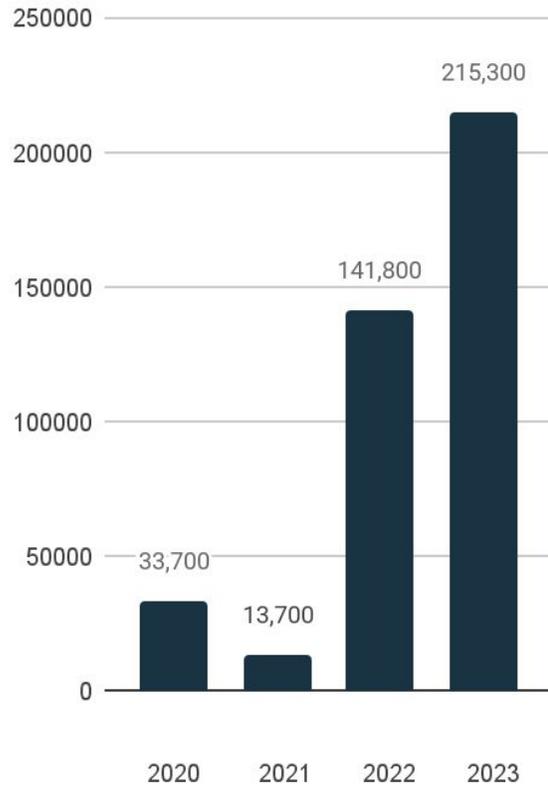


# International Insights

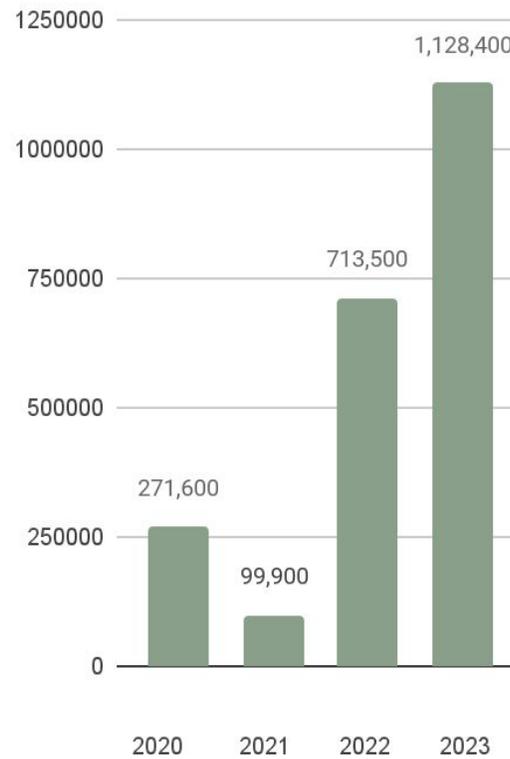
# International Visitation

## International Trips and Nights To Kootenay Rockies By Year

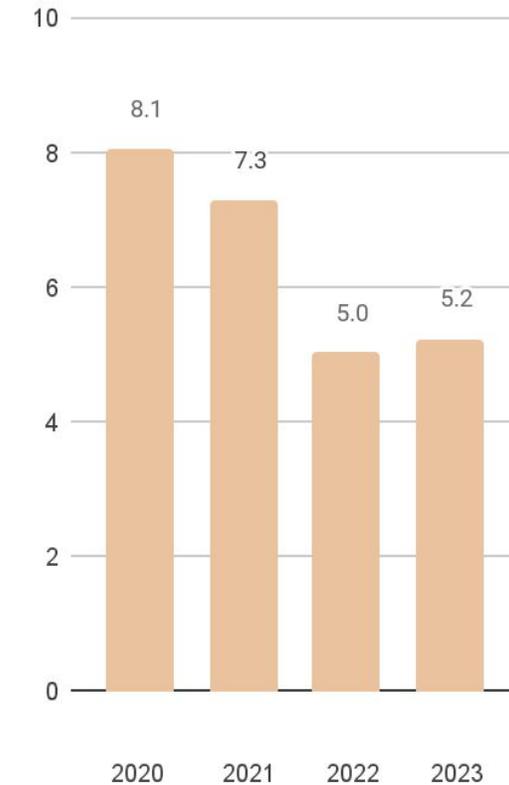
### Number of International Trips to BC



### Number of International Nights to BC



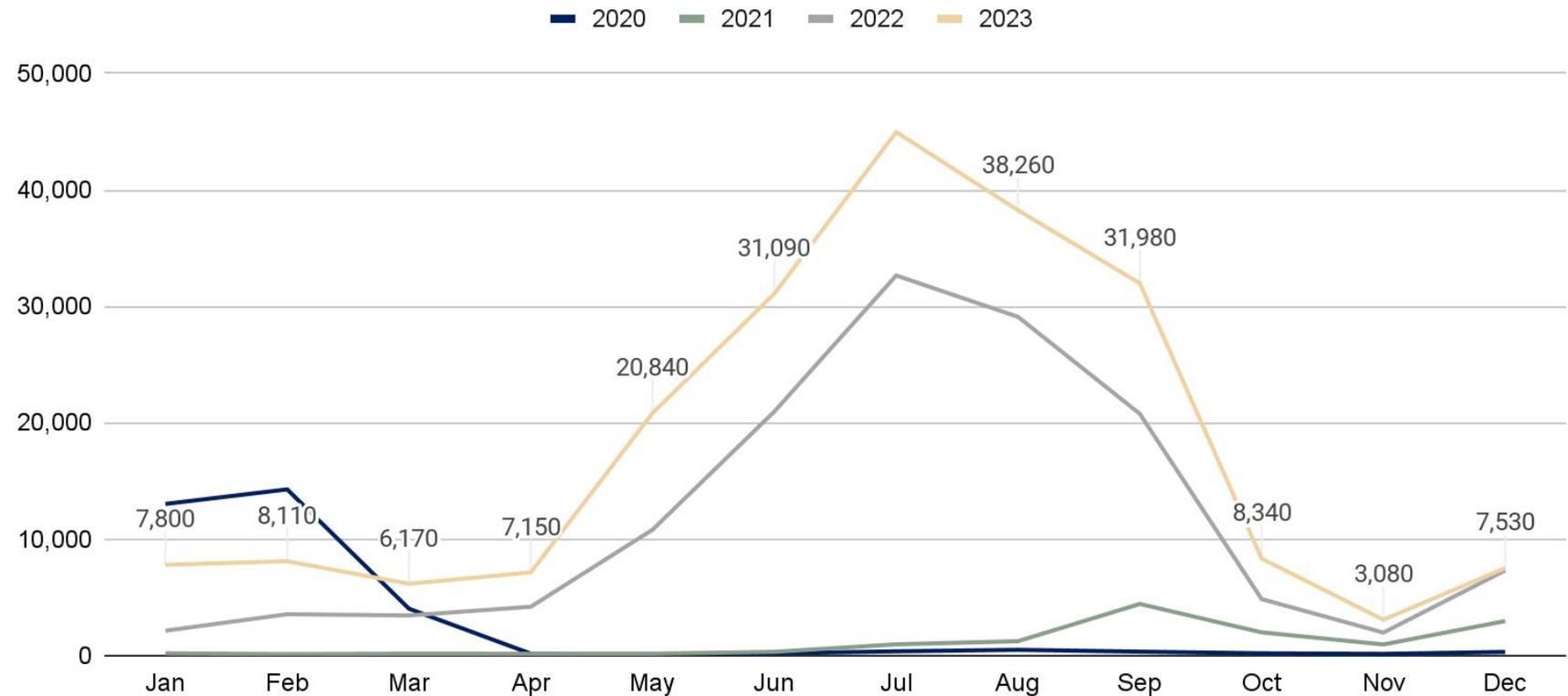
### Average Length of Stay in BC



# International Trips

## International Trips Travelling To Kootenay Rockies By Month

- October 2023 saw a **318%** increase compared to 2021, a **72%** increase compared to 2022
- November 2023 saw a **223%** increase compared to 2021, a **56%** increase compared to 2022
- December 2023 saw a **153%** increase compared to 2021, a **3%** increase compared to 2022

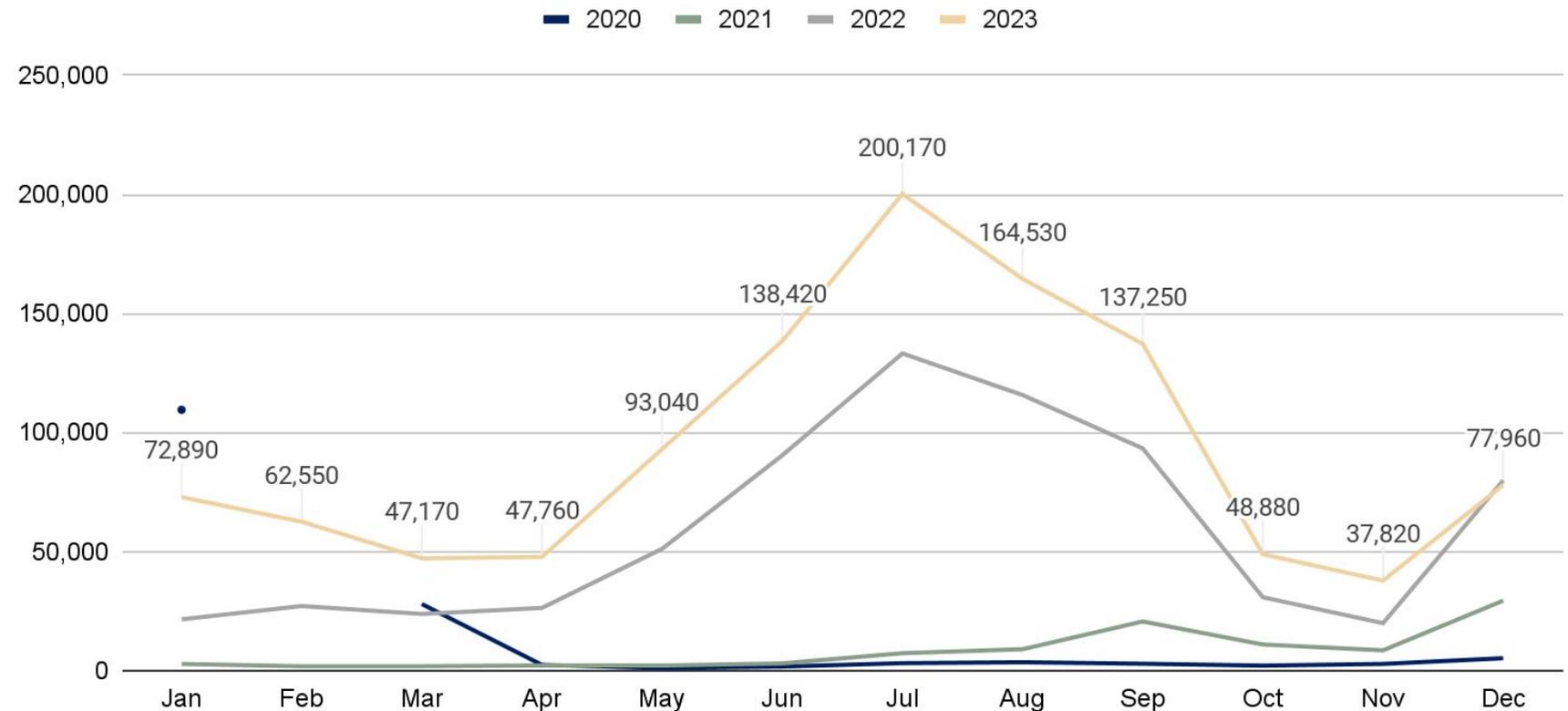


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# International Nights

## International Nights In Kootenay Rockies By Month

- October 2023 saw a **345%** increase compared to 2021, a **59%** increase compared to 2022
- November 2023 saw a **345%** increase compared to 2021, a **59%** increase compared to 2022
- December 2023 saw a **165%** increase compared to 2021, a **2%** decrease compared to 2022

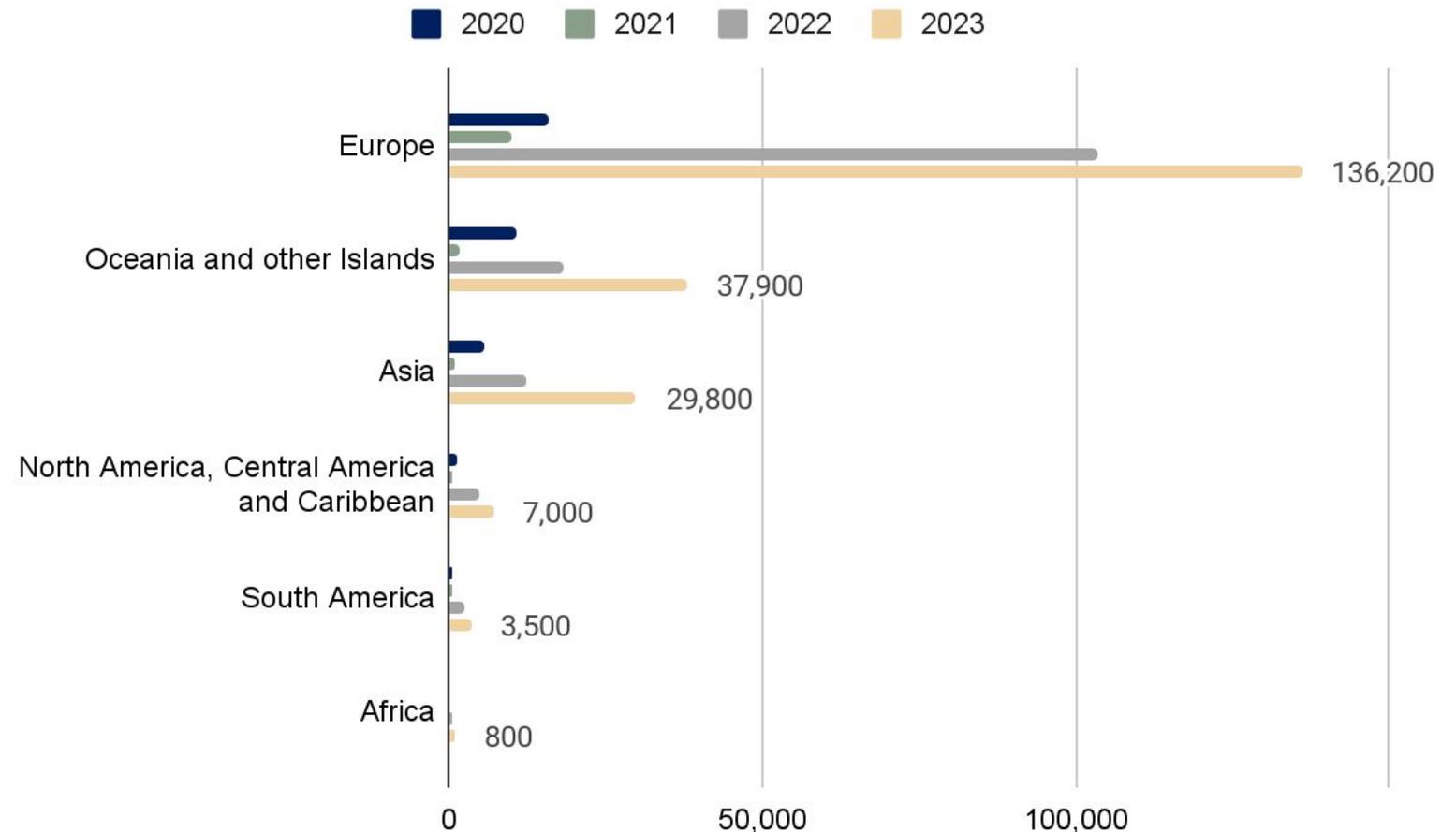


**Note:** "Nights" is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

# Yearly International Trips by Region

## Kootenay Rockies

- Europe saw an increase of **32%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **109%** in 2023 compared to 2022
- Asia saw an increase of **138%** in 2023 compared to 2022
- North America, Central America and Caribbean saw an increase of **48%** in 2023 compared to 2022
- South America saw an increase of **44%** in 2023 compared to 2022
- Africa saw an decrease of **62%** in 2023 compared to 2022

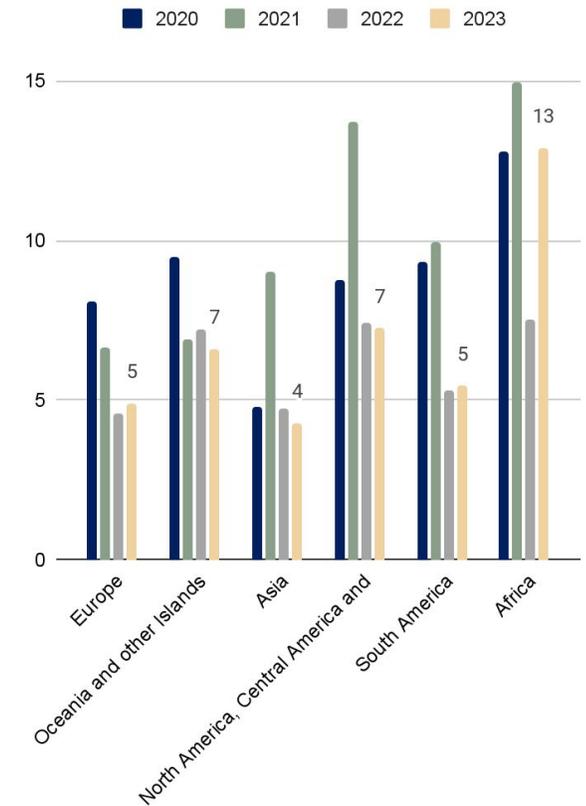
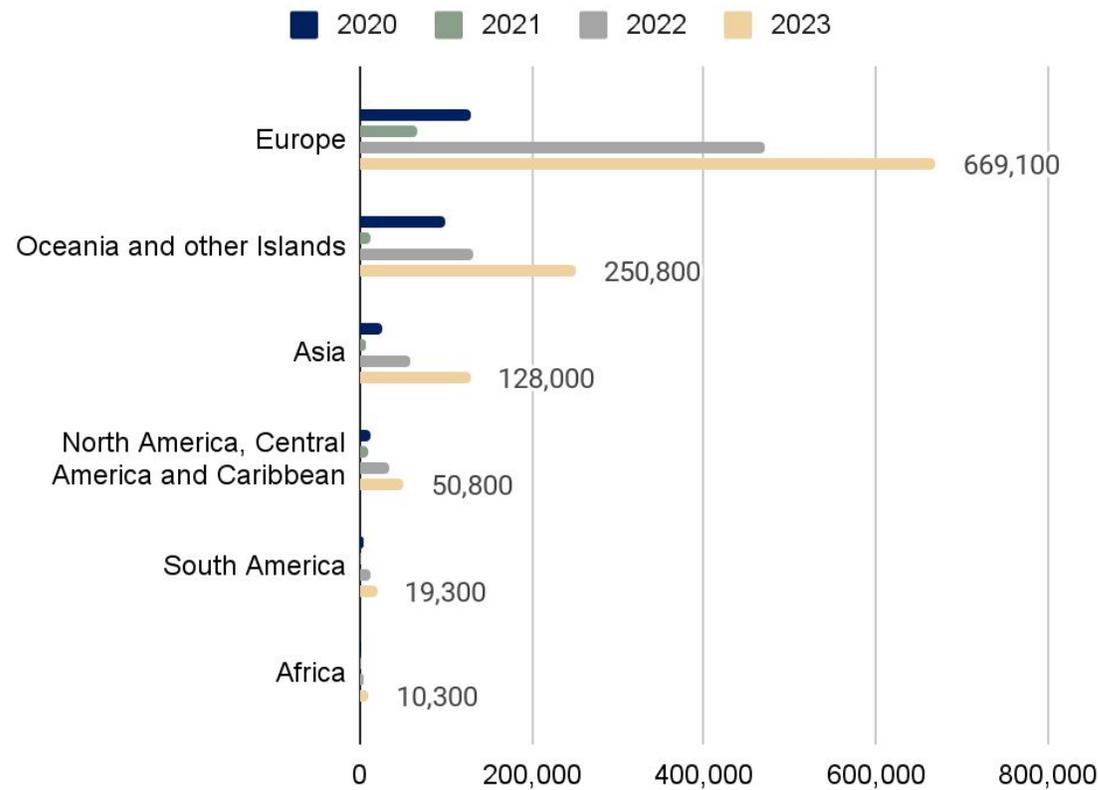


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# Yearly International Nights by Region

## Kootenay Rockies

- Europe saw an increase of **42%** in 2023 compared to 2022
- Oceania and other Islands saw an increase of **92%** in 2023 compared to 2022
- Asia saw an increase of **117%** in 2023 compared to 2022
- North, Central America and Caribbean saw an increase of **45%** in 2023 compared to 2022
- South America saw a decrease of **48%** in 2023 compared to 2022
- Africa saw an increase of **178%** 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)

# CONTACT US

2023 Year In  
Review



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