



**bcrts**

British Columbia  
Regional Tourism  
Secretariat

International

# Monthly Visitor Highlights | 2024

*Kootenay Rockies – Jan - April Update*



SYMPHONY  
TOURISM  
SERVICES

2024 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 2021 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)



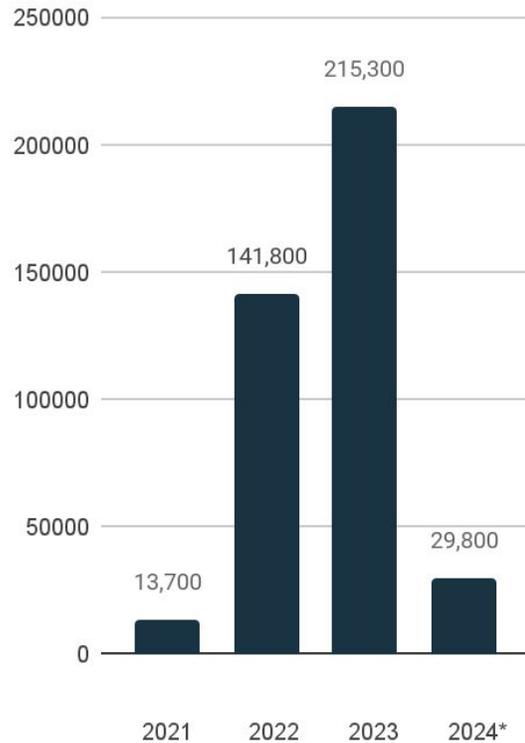


# International Visitation

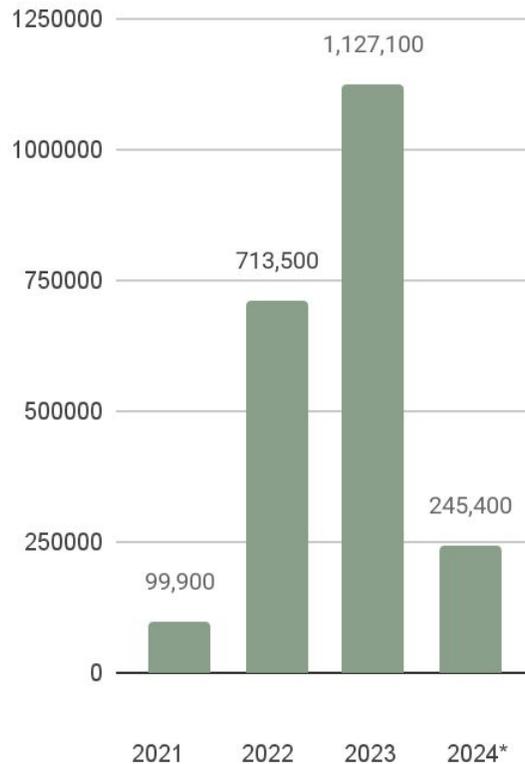
# International Visitation

## International Trips and Nights To Kootenay Rockies By Year

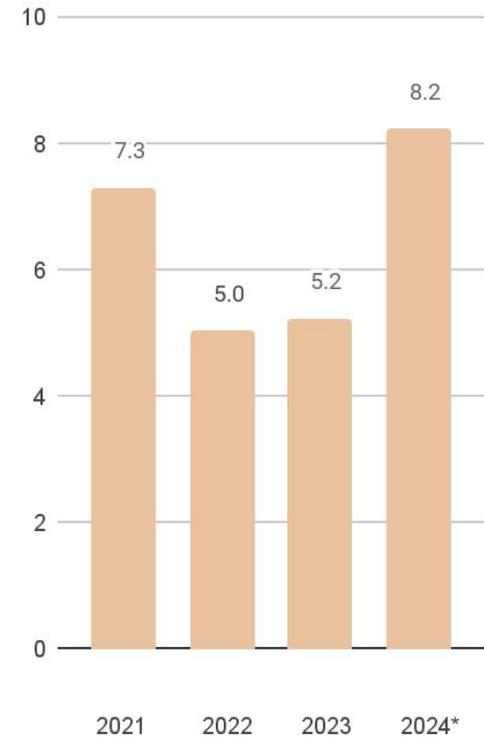
### Number of International Trips to BC



### Number of International Nights to BC



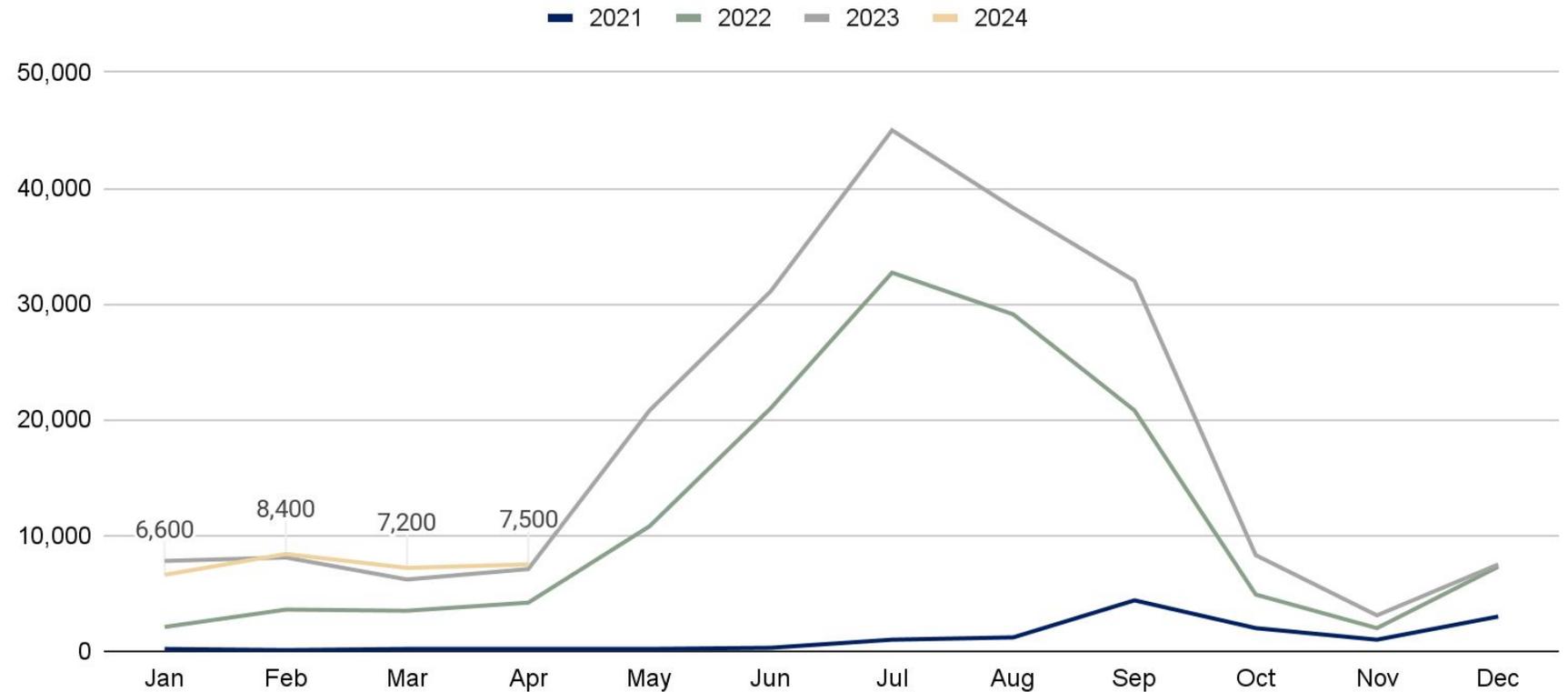
### Average Length of Stay in BC



# International Trips

## International Trips Travelling to Kootenay Rockies by Month

- February 2024 saw a **137%** increase compared to 2022, a **4%** increase compared to 2023
- March 2024 saw a **110%** increase compared to 2022, a **17%** increase compared to 2023
- April 2024 saw a **78%** increase compared to 2022, a **5%** increase compared to 2023



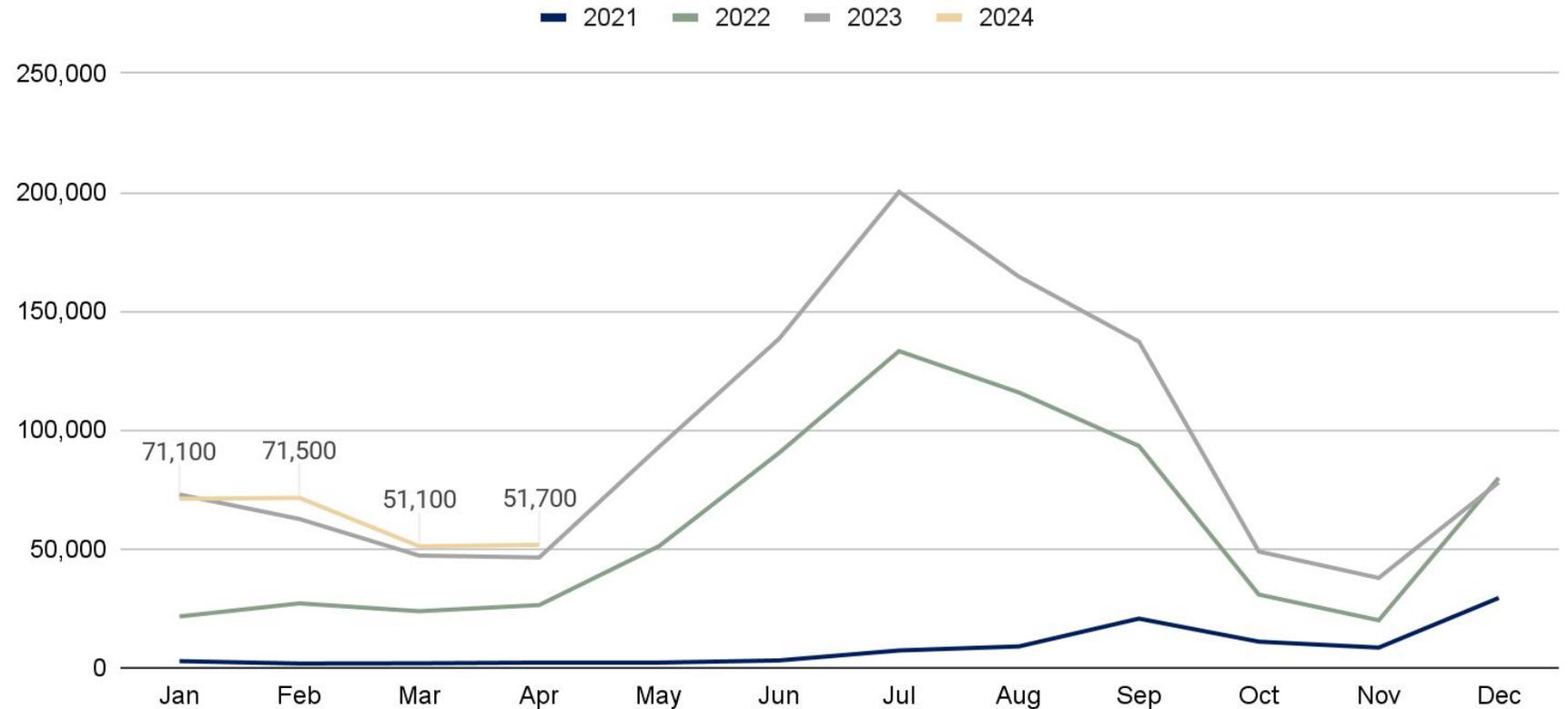
**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

\*2024 Year to Date

# International Nights

## International Nights in Kootenay Rockies By Month

- February 2024 saw a **163%** increase compared to 2022, a **14%** increase compared to 2023
- March 2024 saw a **115%** increase compared to 2022, a **8%** increase compared to 2023
- April 2024 saw a **96%** increase compared to 2022, a **11%** increase compared to 2023



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)

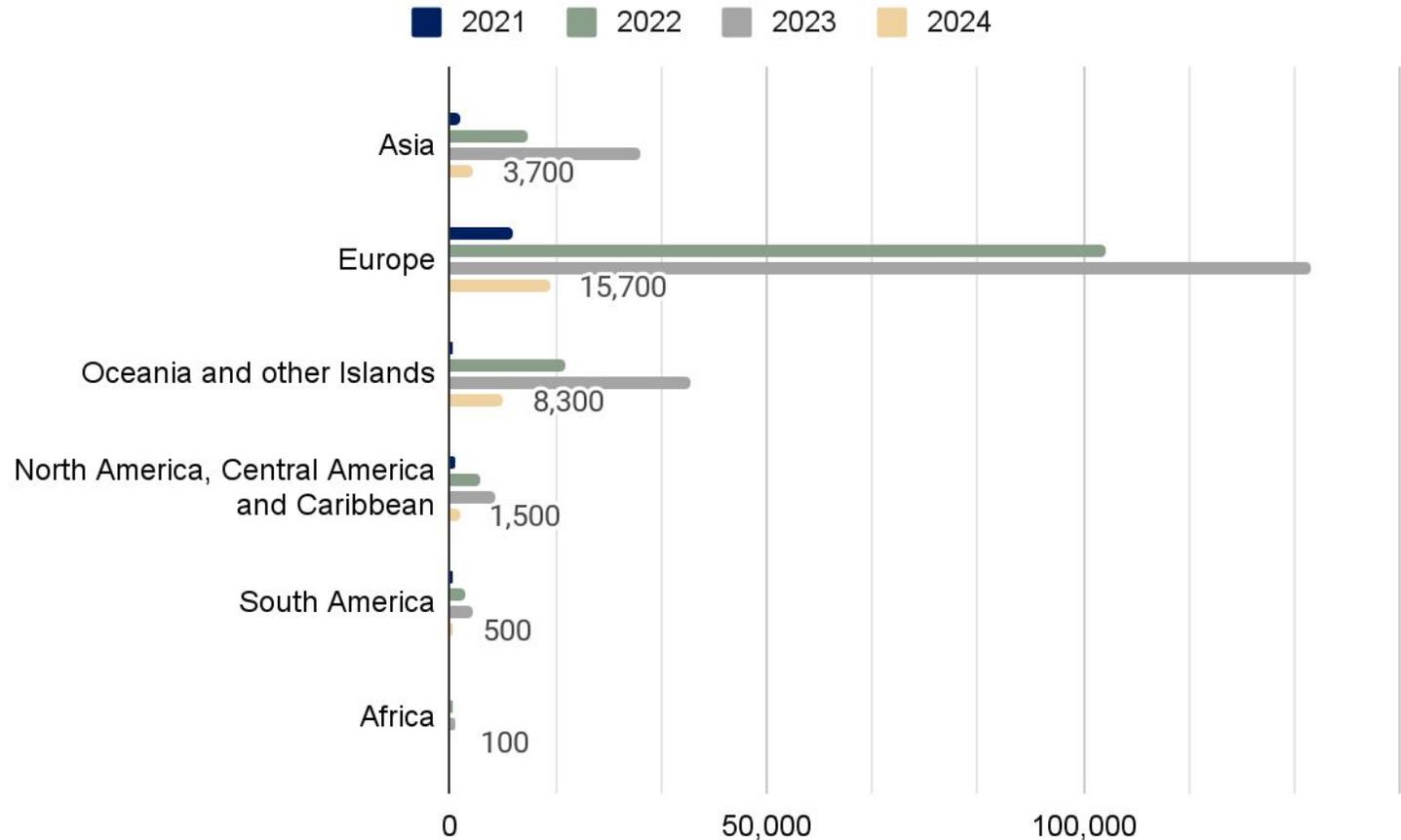
A wide-angle, high-angle photograph of a golf course. In the foreground, a golfer stands on a green, and a golf cart is parked nearby. The middle ground is dominated by a dense line of tall, dark evergreen trees. In the background, a range of rugged, blue-toned mountains stretches across the horizon under a clear sky. The overall scene is bright and scenic, with long shadows cast across the grass.

# International Regions

# Yearly International Trips by Region

## Kootenay Rockies

- Asia saw a decrease of **-88%** in 2024 compared to 2023
- Europe saw a decrease of **-88%** in 2024 compared to 2023
- Oceania and other Islands saw a decrease of **-78%** in 2024 compared to 2023
- North, Central America and Caribbean saw a decrease of **-79%** in 2024 compared to 2023
- South America saw a decrease of **-85%** in 2024 compared to 2023
- Africa saw a decrease of **-86%** in 2024 compared to 2023

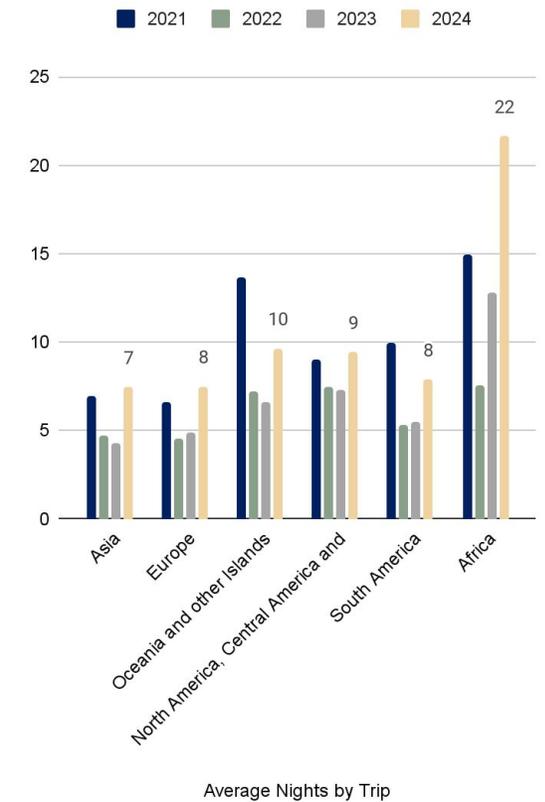
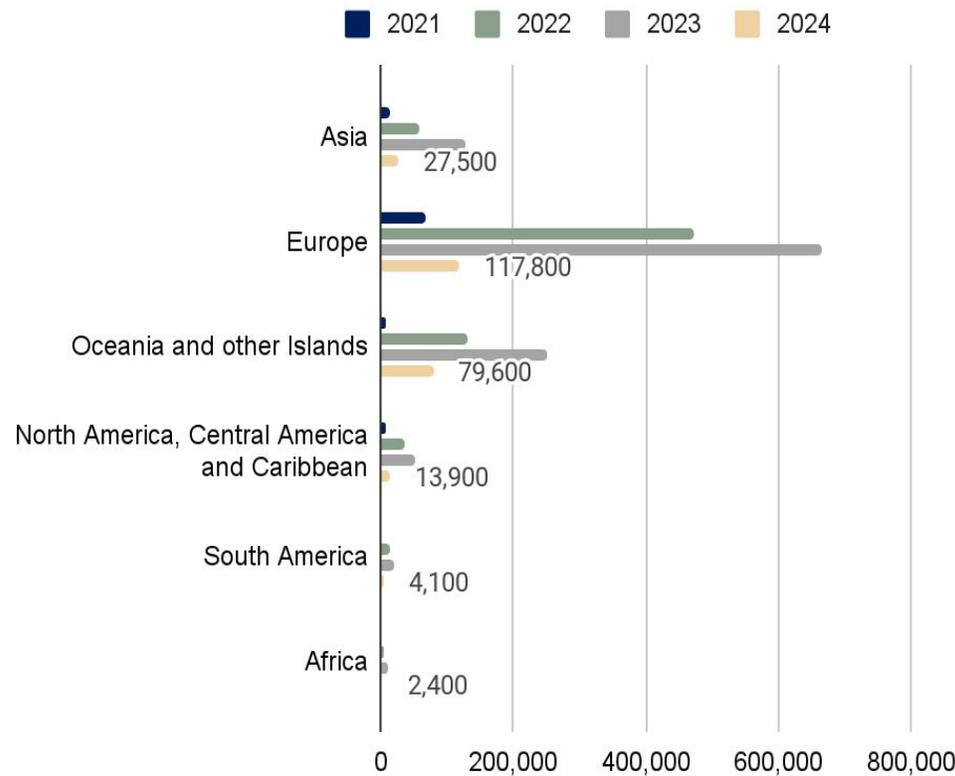


**Note:** "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

# Yearly International Nights by Region

## Kootenay Rockies

- Asia saw a decrease of **-79%** in 2024 compared to 2023
- Europe saw a decrease of **-82%** in 2024 compared to 2023
- Oceania and other Islands saw a decrease of **-68%** in 2024 compared to 2023
- North, Central America and Caribbean saw a decrease of **-73%** in 2024 compared to 2023
- South America saw a decrease of **-79%** in 2024 compared to 2023
- Africa saw a decrease of **-76%** in 2024 compared to 2023



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 Countries

# Yearly Top Countries International Trips and Nights

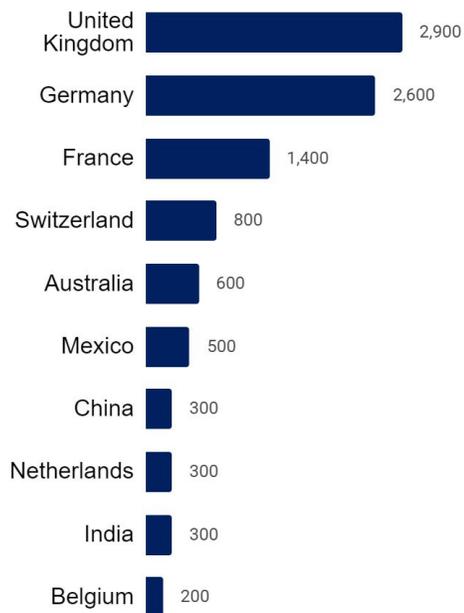
Kootenay Rockies

2024 Visitor Highlights

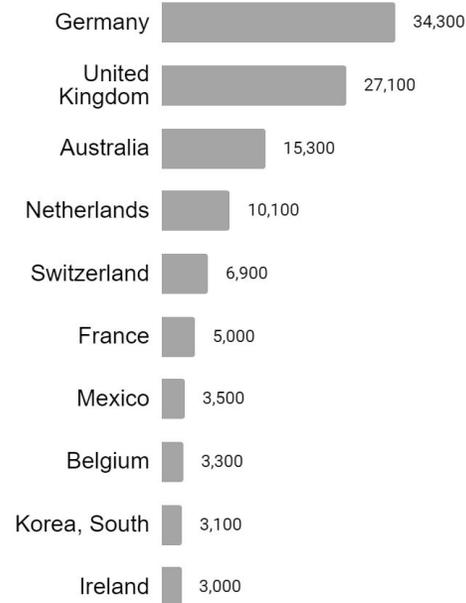


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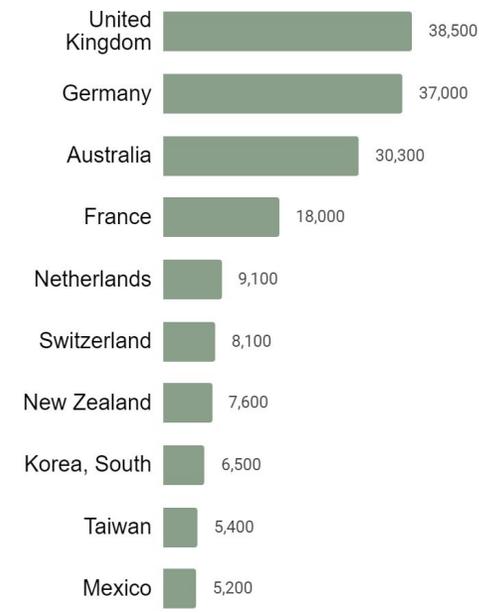
2021 Trips



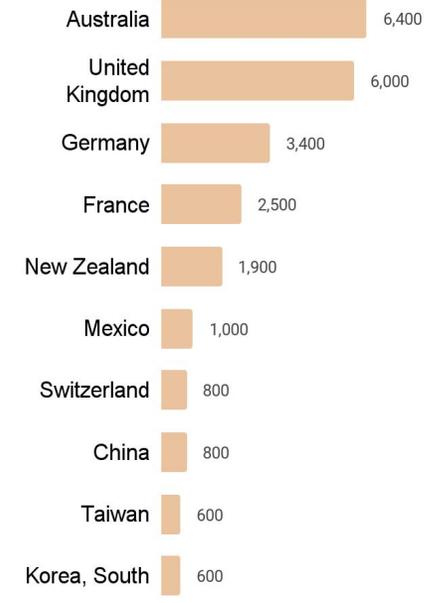
2022 Trips



2023 Trips



2024\* Trips



\*2024 Year to Date

# Yearly Top Countries International Trips and Nights

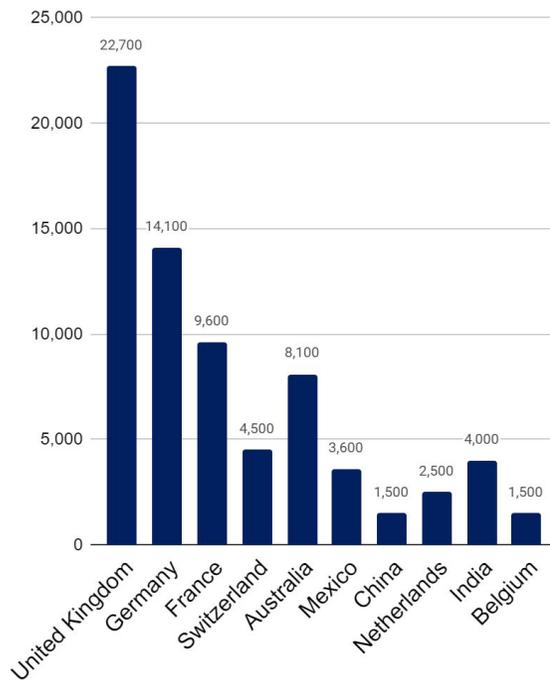
Kootenay Rockies

2024 Visitor Highlights

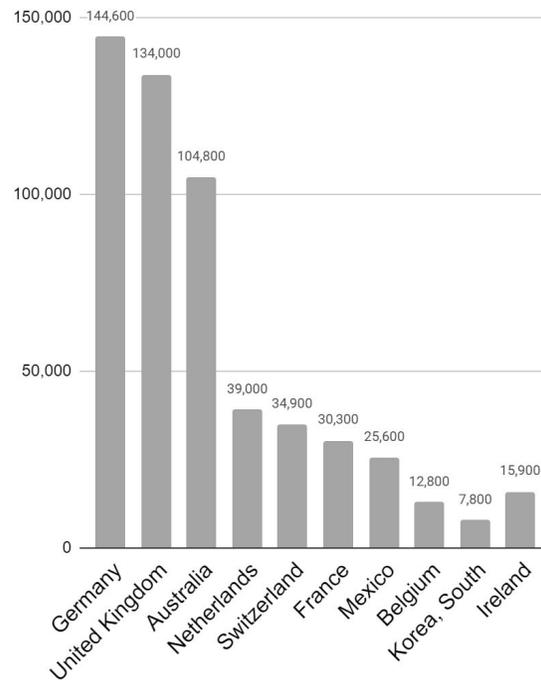


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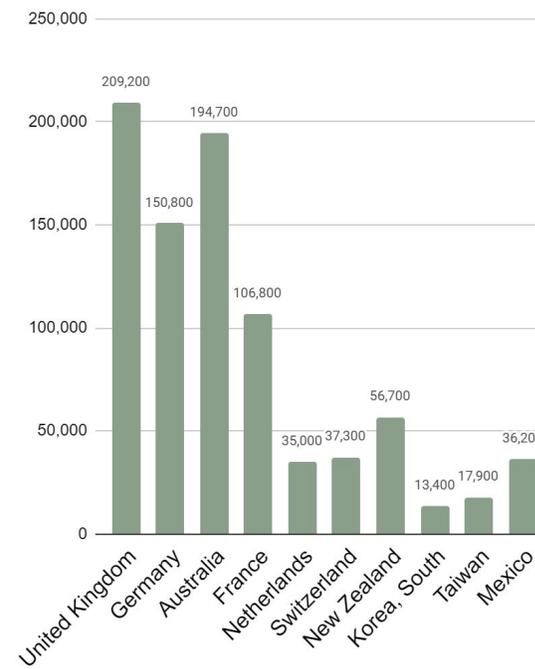
2021 Nights



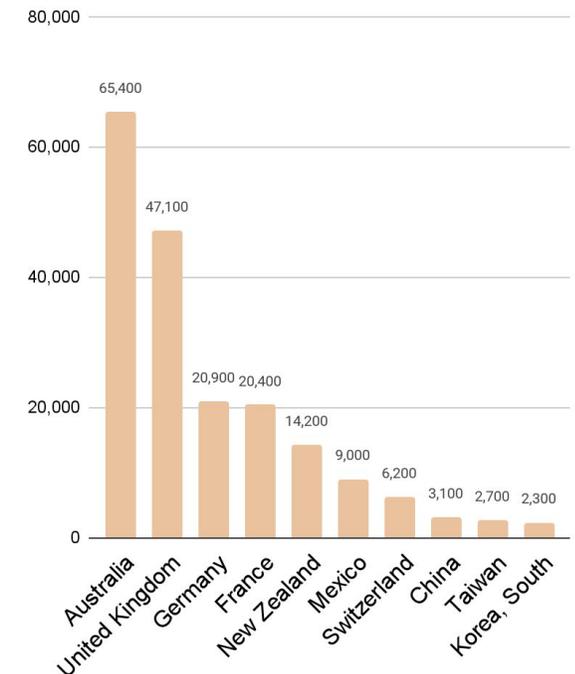
2022 Nights



2023 Nights



2024\* Nights



\*2024 Year to Date

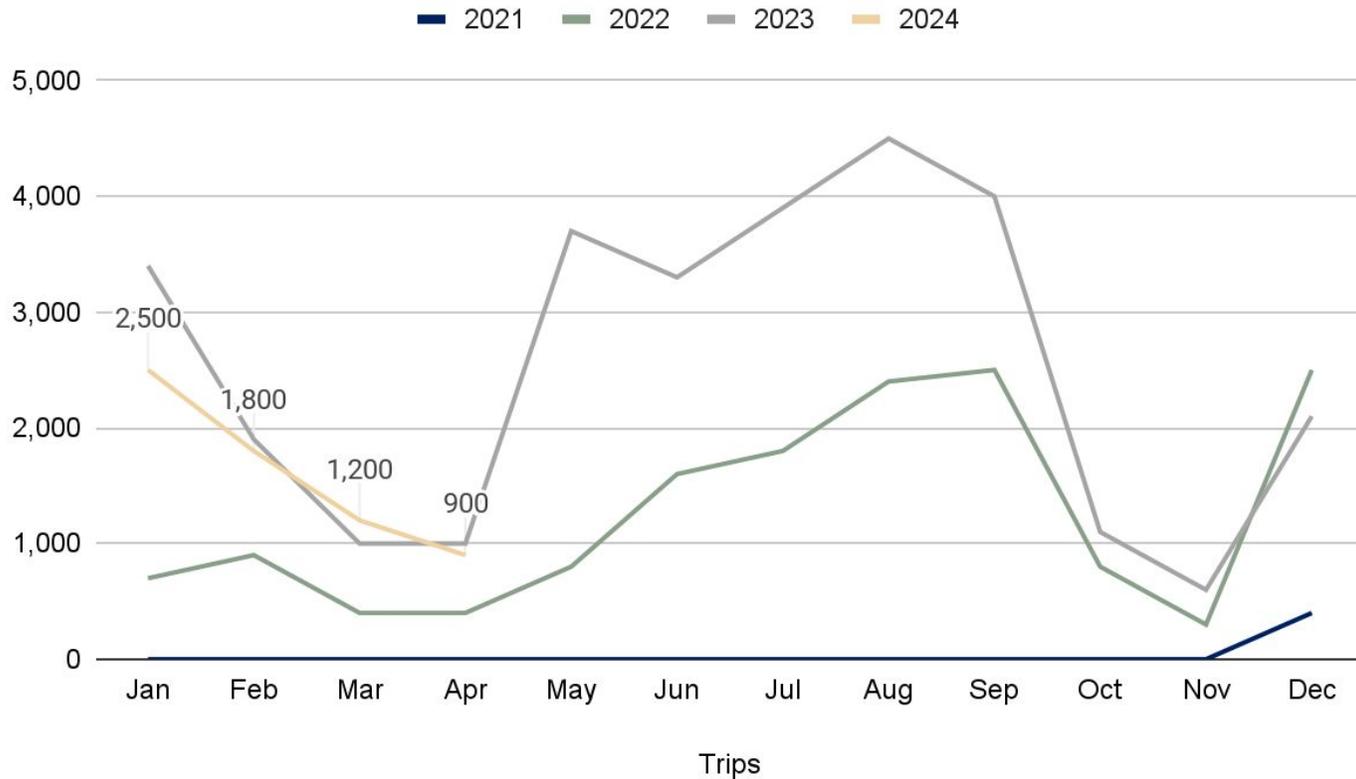
# Australia Year over Year Trips and Nights

## Kootenay Rockies

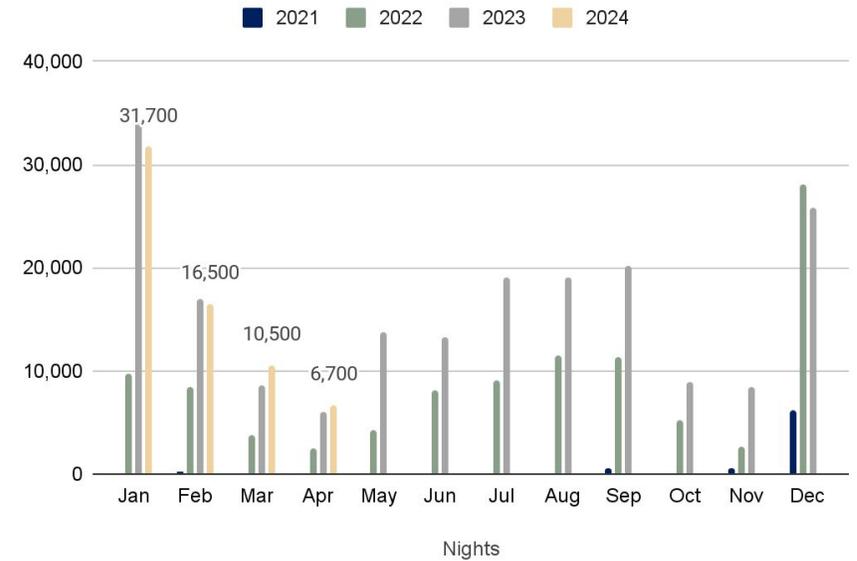
2024 Visitor Highlights



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2024\* Total Trips: **6,400**  
 2024\* Total Nights: **65,400**



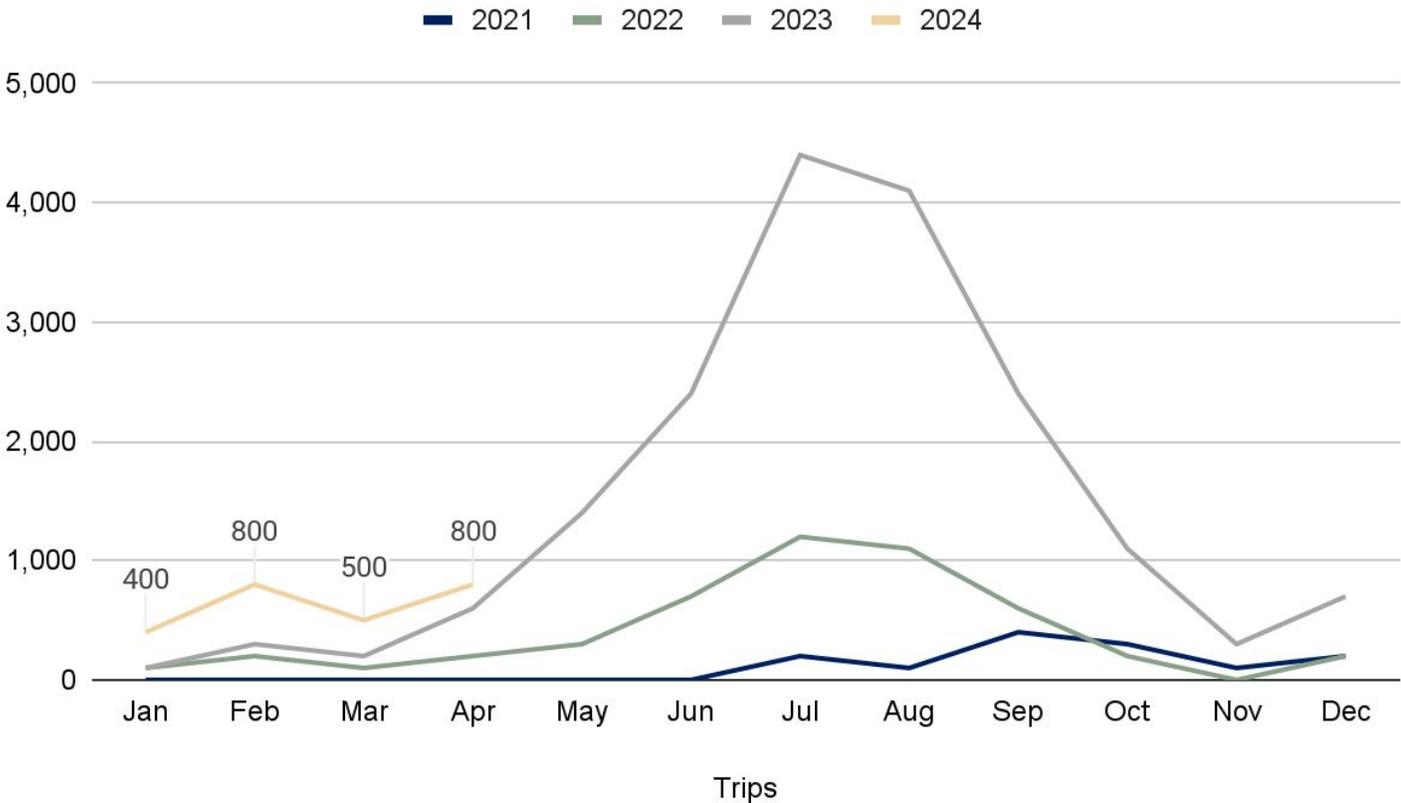
# France Year over Year Trips and Nights

Kootenay Rockies

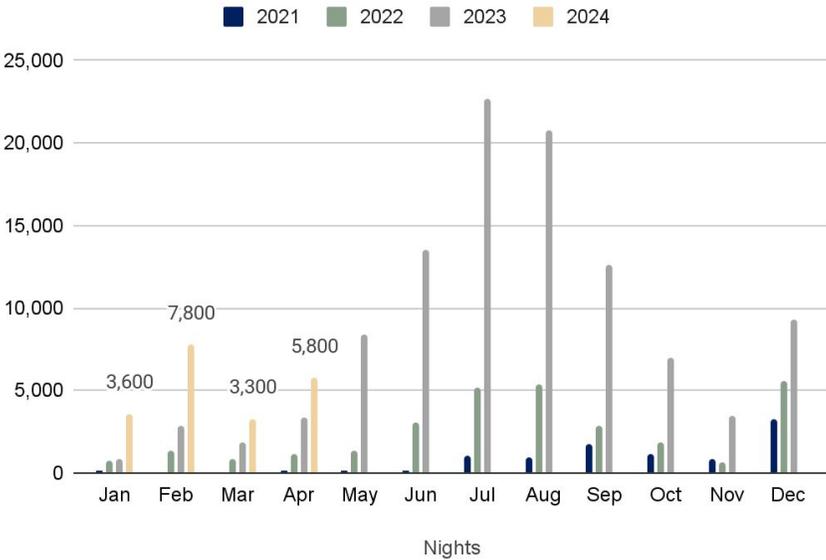
2024 Visitor Highlights



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2024\* Total Trips: **2,500**  
 2024\* Total Nights: **20,400**



\*2024 Year to Date

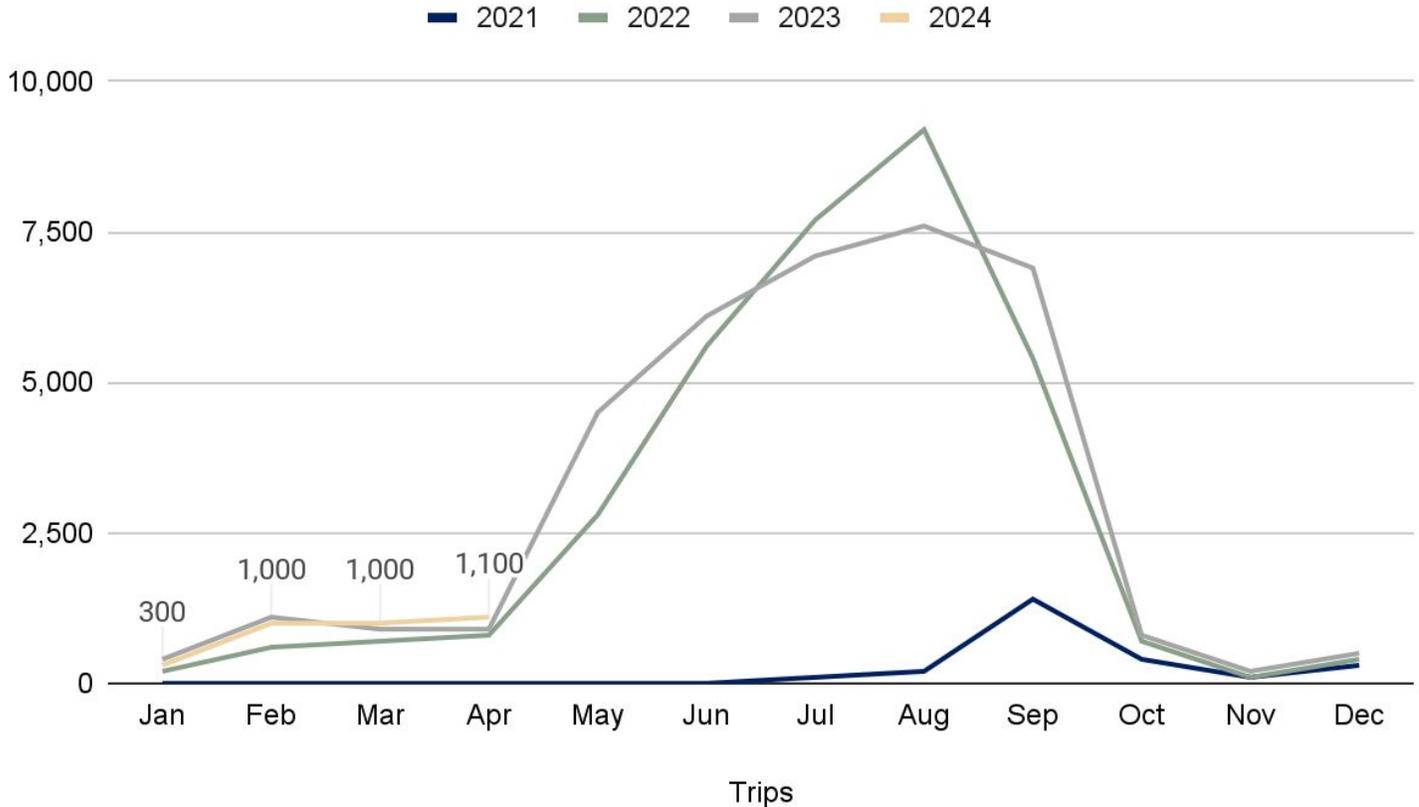
# Germany Year over Year Trips and Nights

Kootenay Rockies

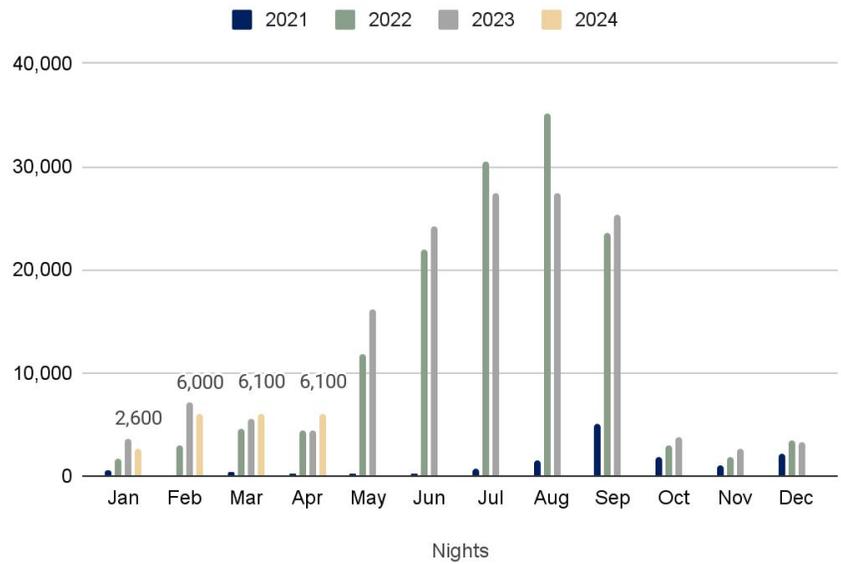
2024 Visitor Highlights



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2024\* Total Trips: **3,400**  
 2024\* Total Nights: **20,900**



\*2024 Year to Date

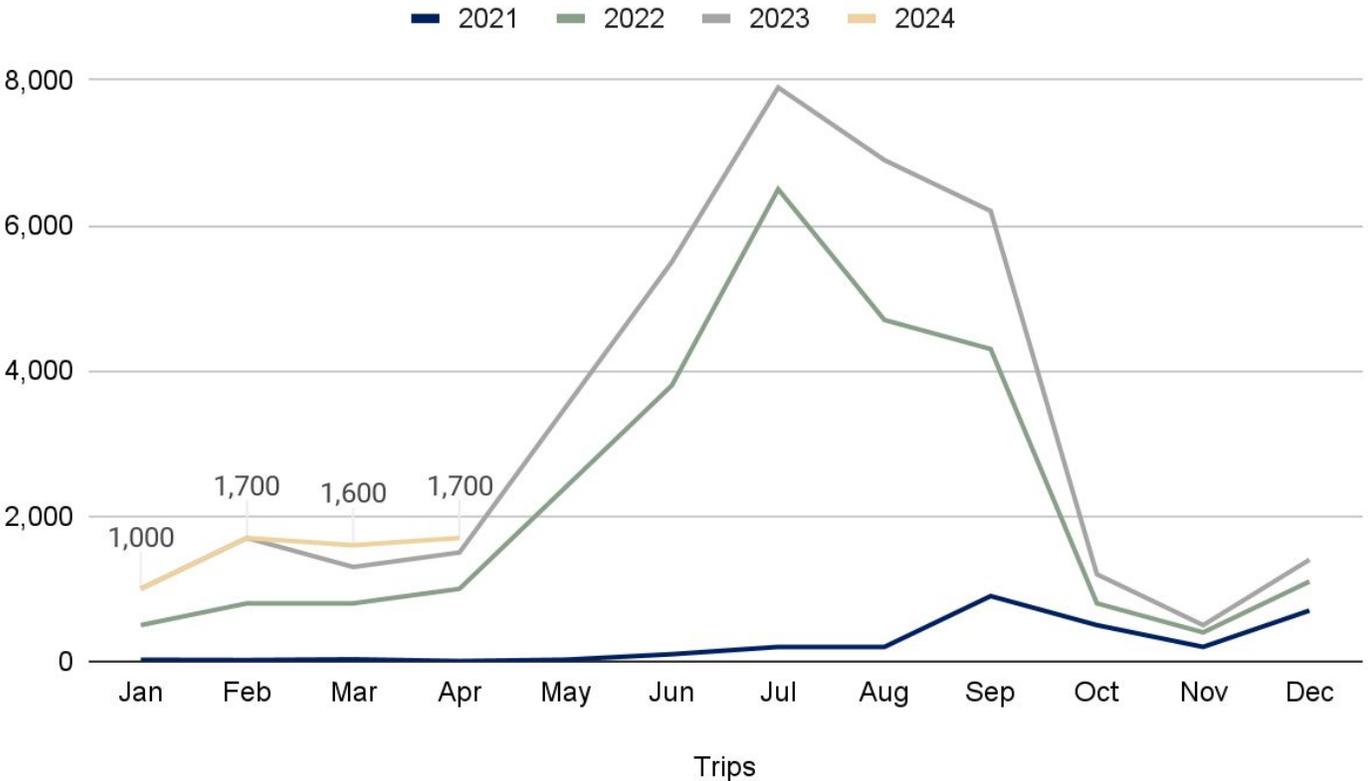
# United Kingdom Year over Year Trips and Nights

Kootenay Rockies

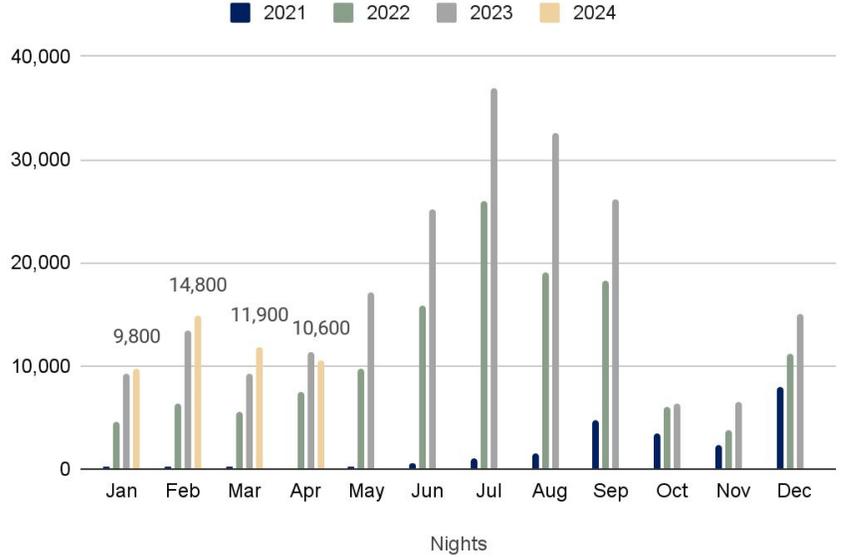
2024 Visitor Highlights



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2024\* Total Trips: **1,000**  
 2024\* Total Nights: **6,000**



\*2024 Year to Date

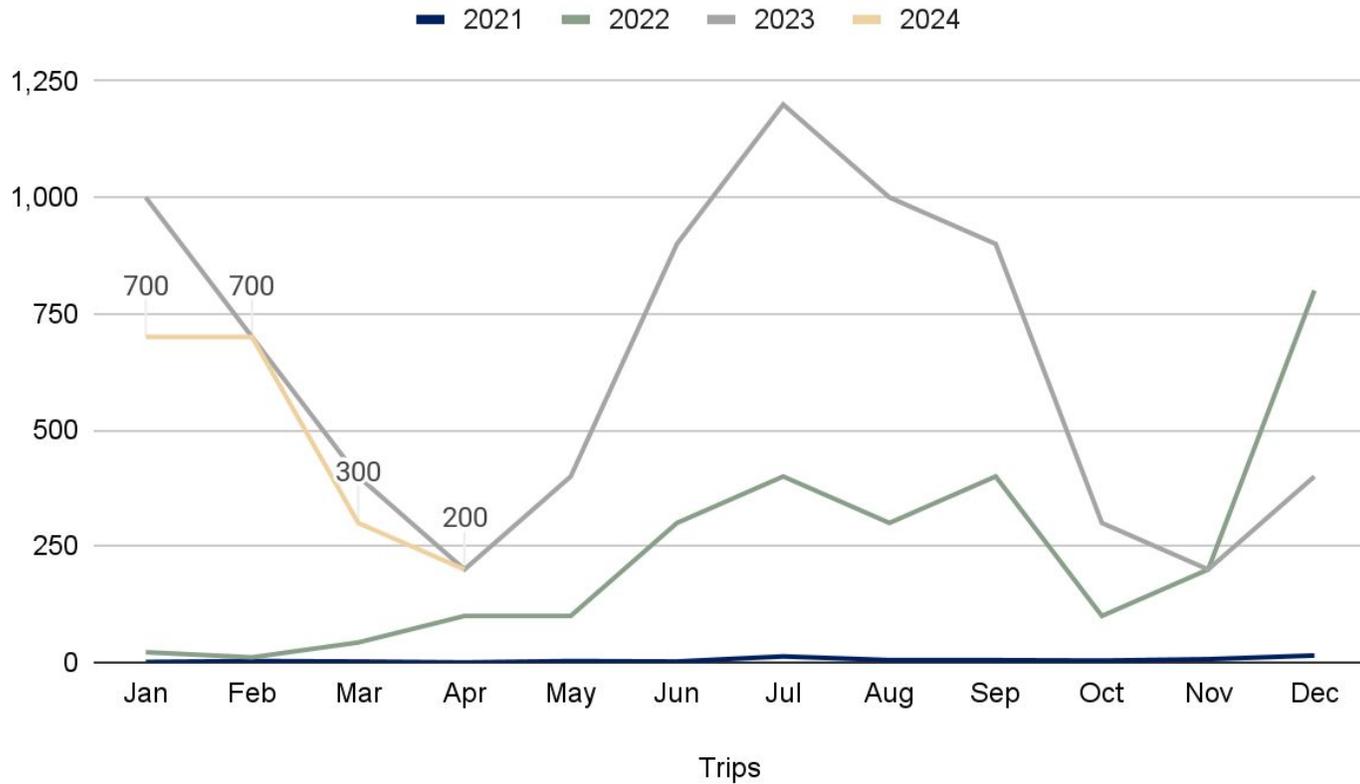
# New Zealand Year over Year Trips and Nights

## Kootenay Rockies

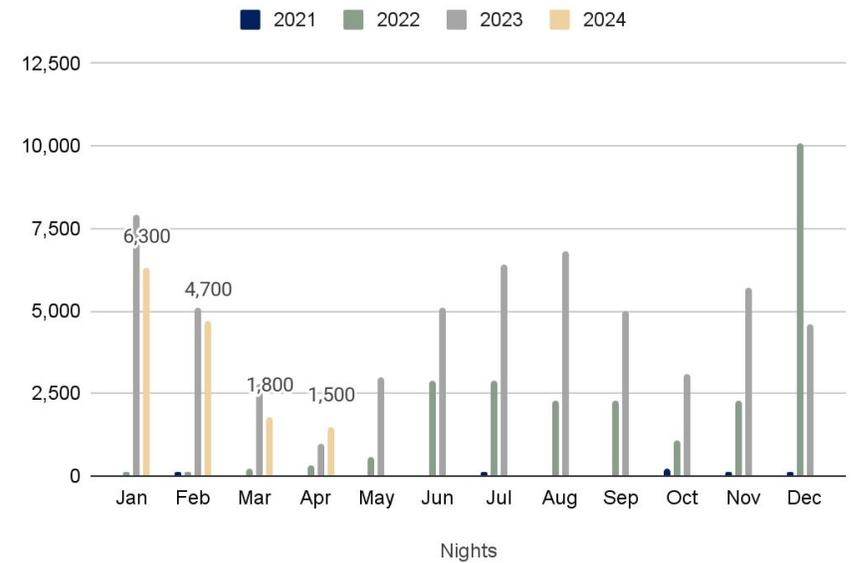
2024 Visitor Highlights



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2024\* Total Trips: **1,900**  
 2024\* Total Nights: **14,200**



\*2024 Year to Date

# Contact Us

2024 Visitor  
Highlights



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