



bcrts

British Columbia
Regional Tourism
Secretariat

International

Yearly Visitor Highlights | 2023

Kootenay Rockies – *December 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)



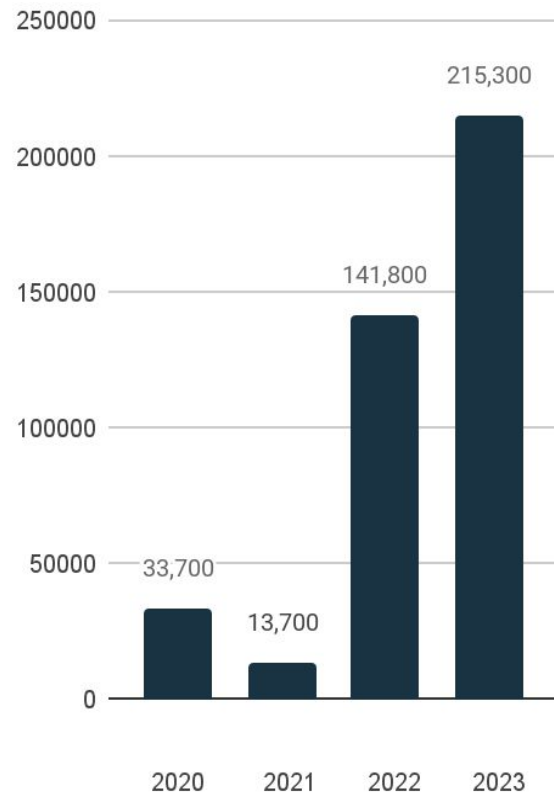


International Visitation

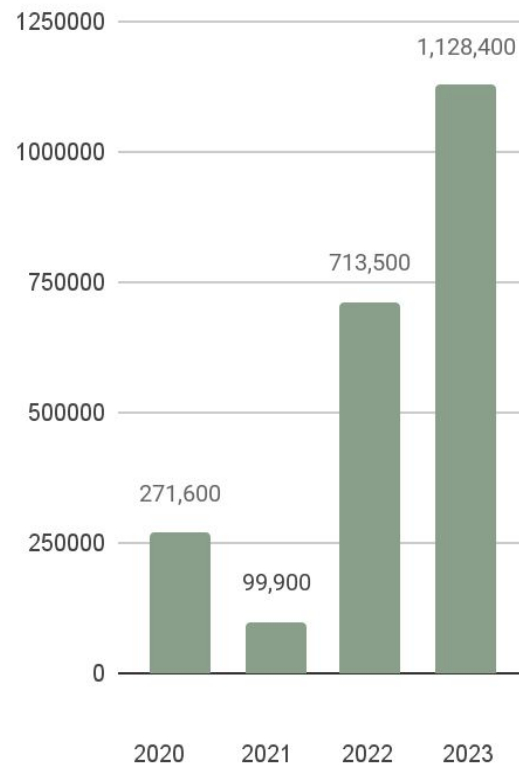
International Visitation

International Trips and Nights To Kootenay Rockies By Year

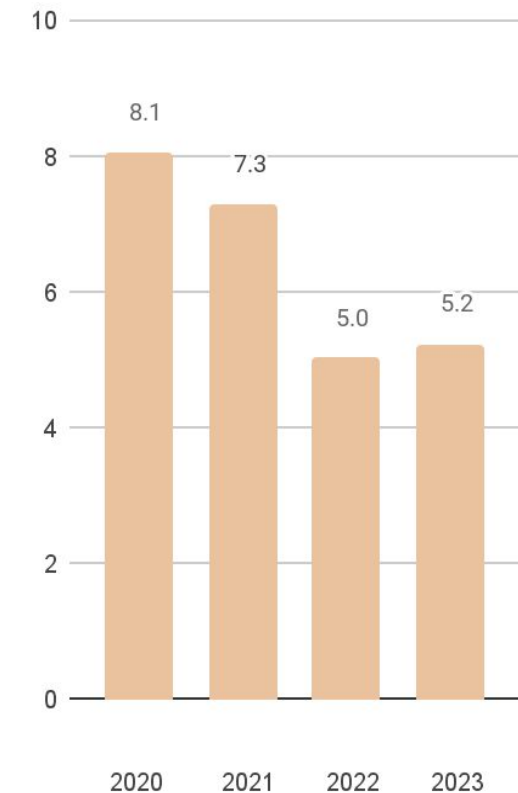
Number of International Trips to BC



Number of International Nights to BC



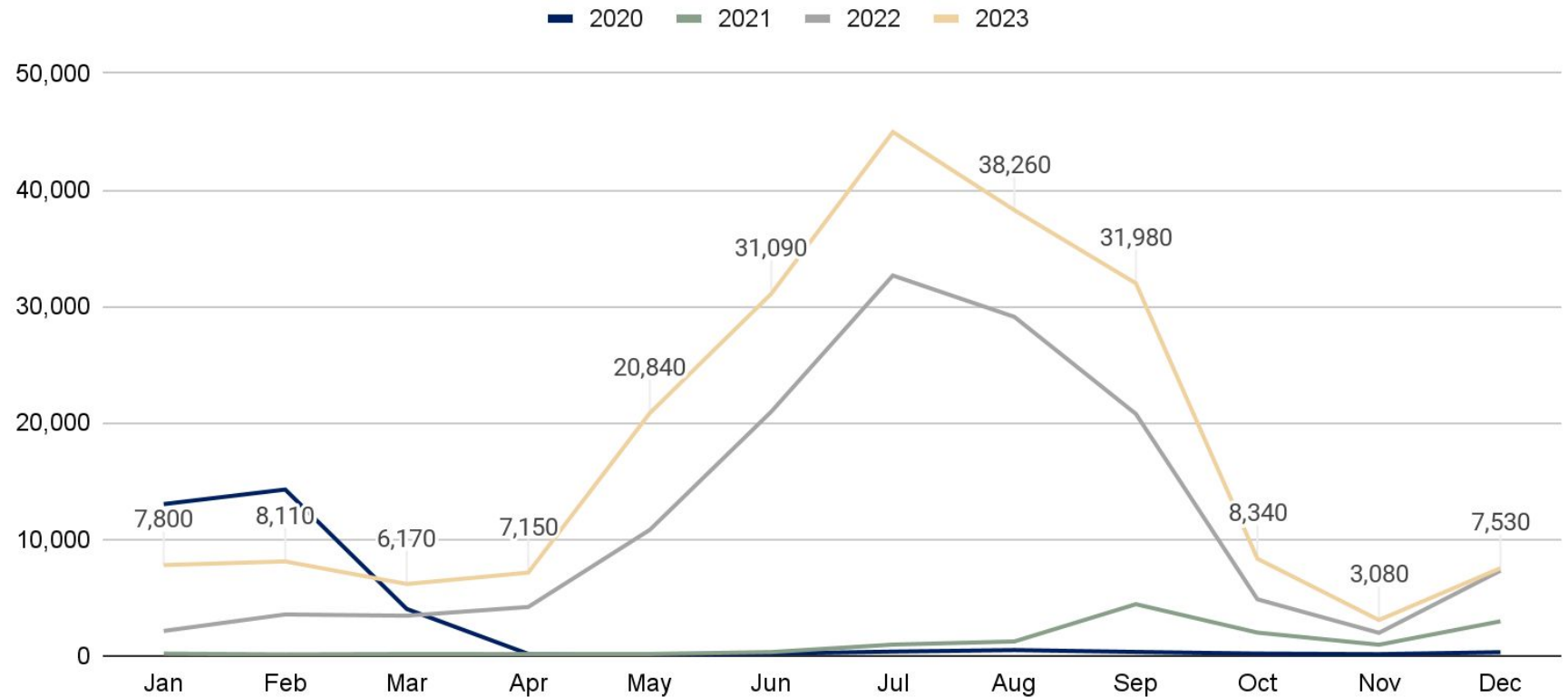
Average Length of Stay in BC



International Trips

International Trips Travelling to Kootenay Rockies by Month

- 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

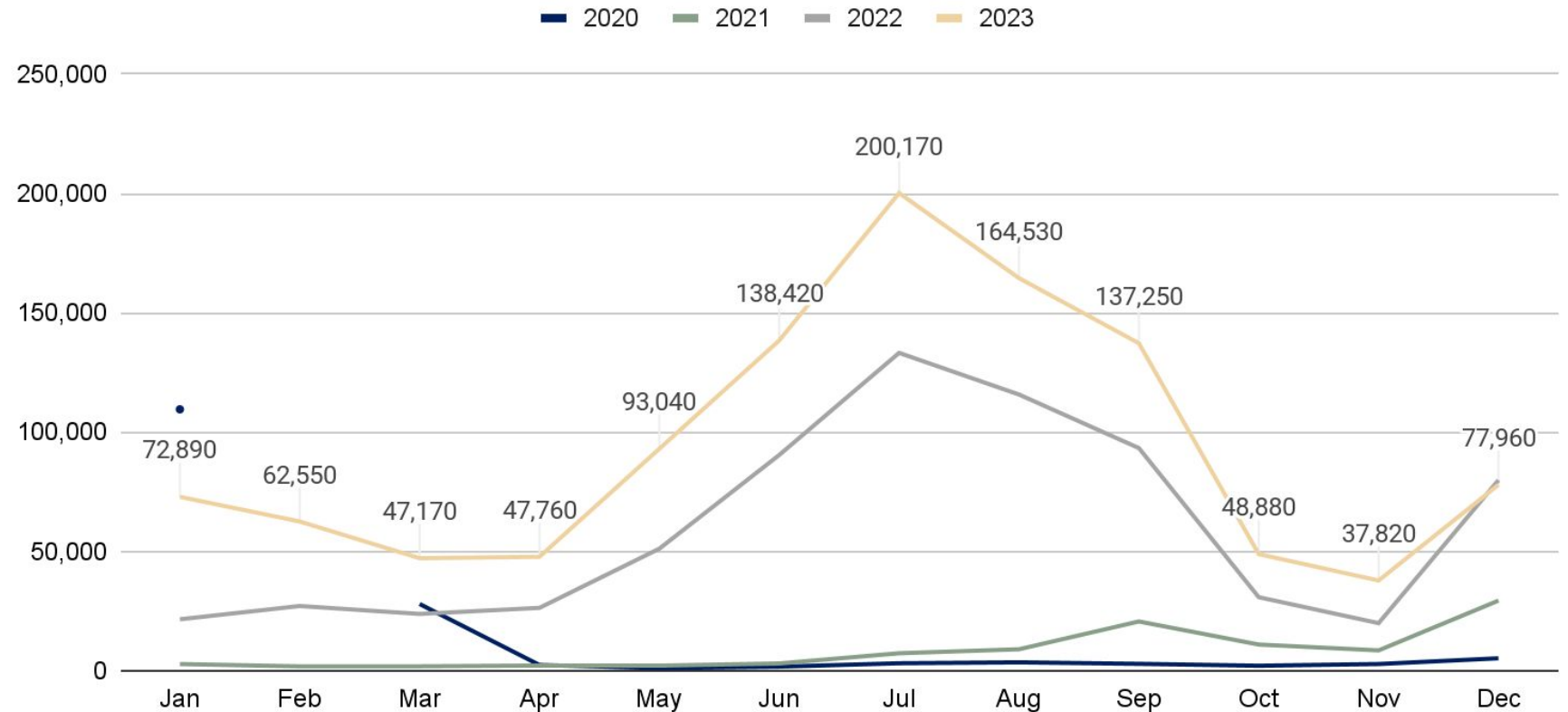


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

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)

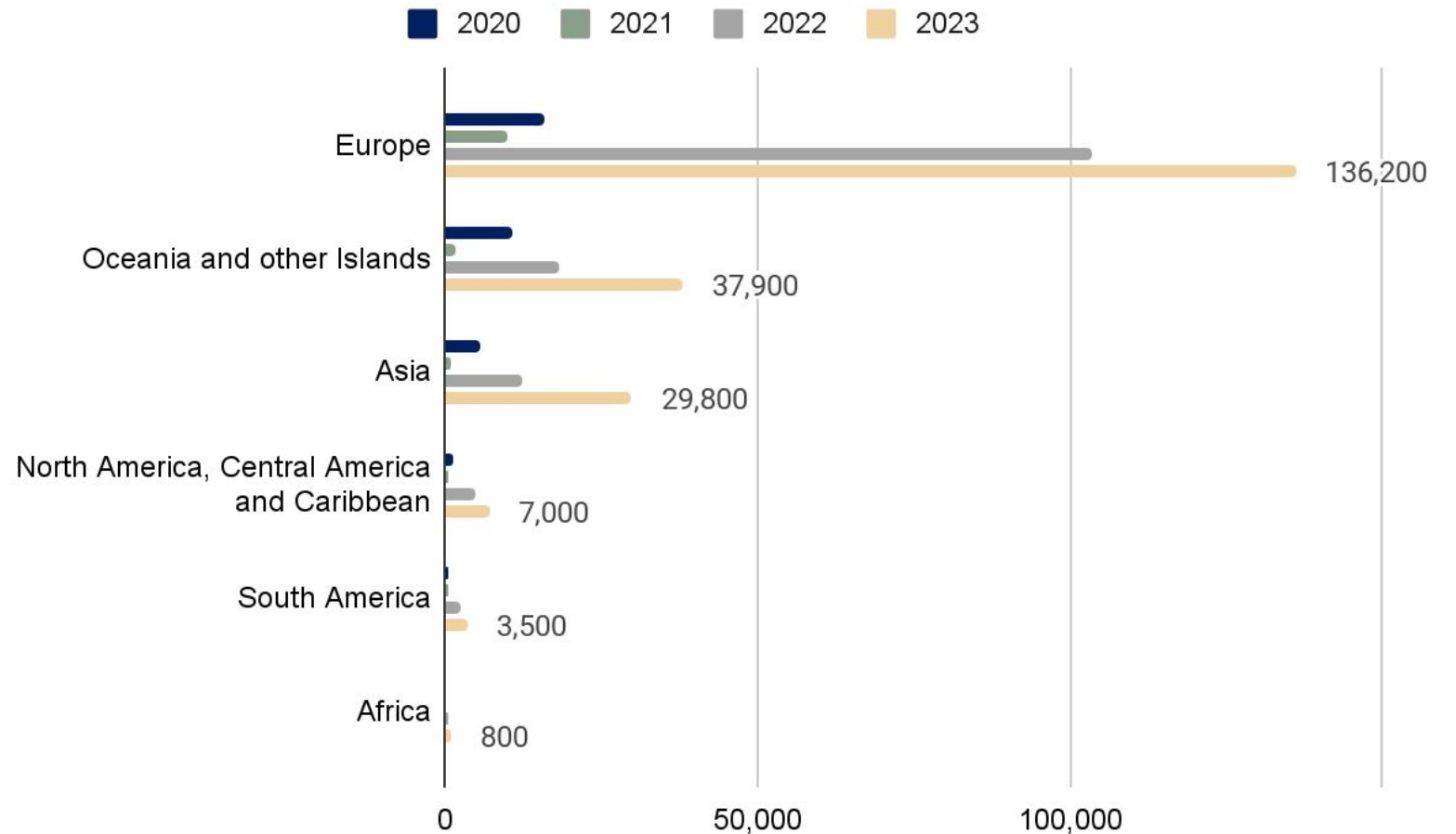


International Regions

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

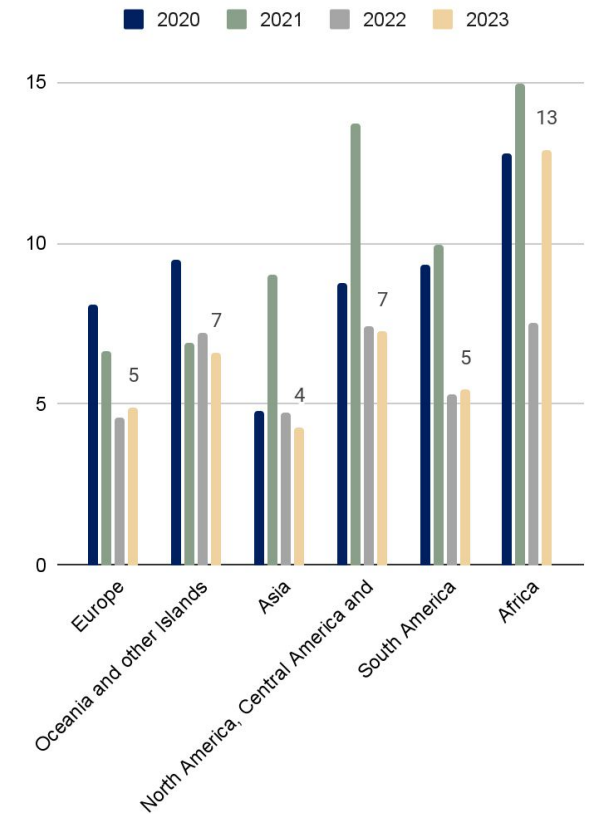
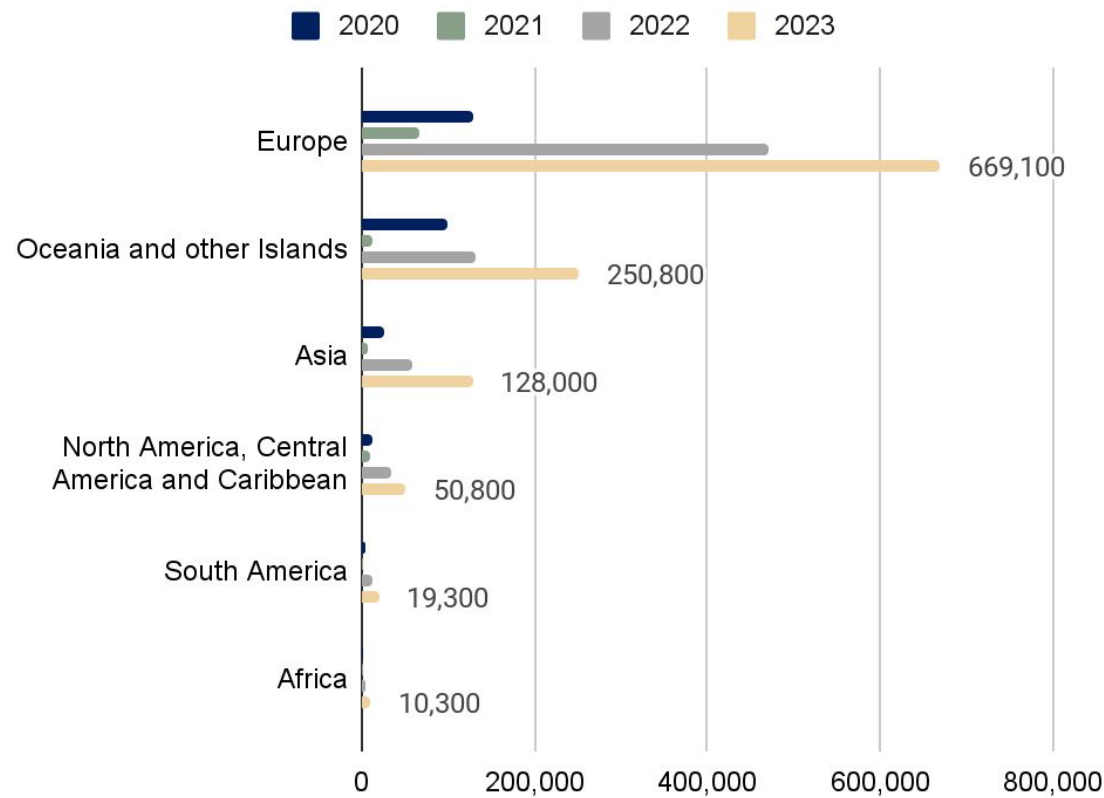


Note: "Trips" Are defined as the count of traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination.

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)



International Countries

Yearly Top Countries International Trips and Nights

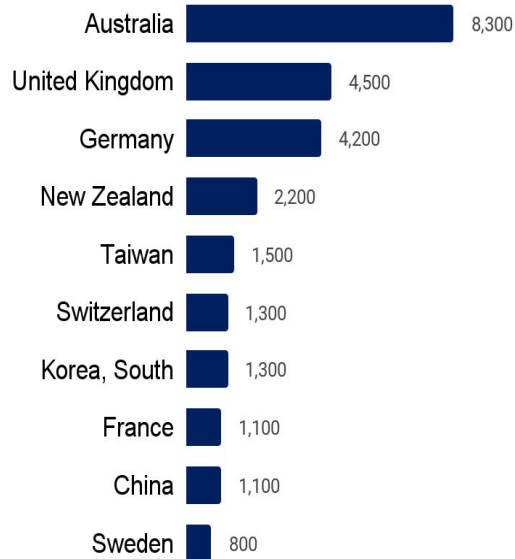
Kootenay Rockies

2023 Visitor Highlights

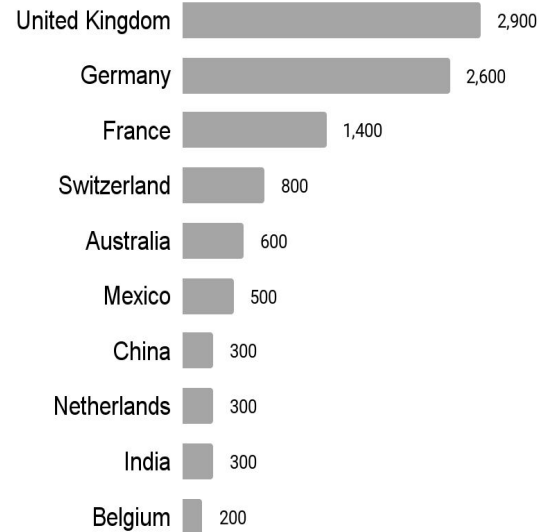


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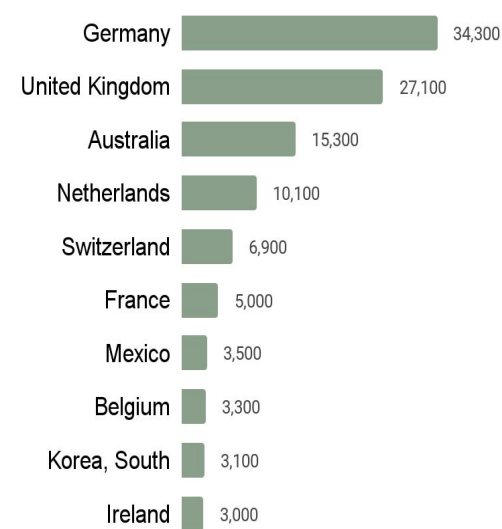
2020 Trips



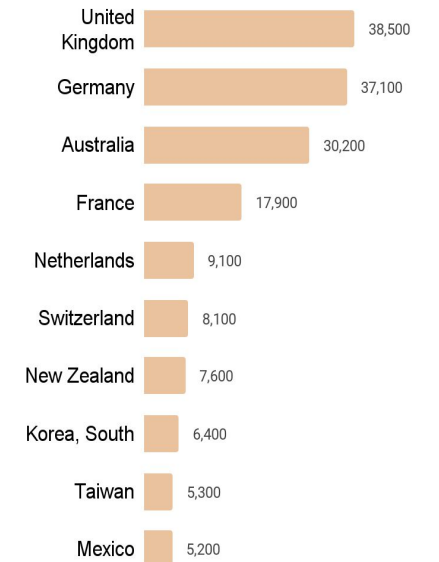
2021 Trips



2022 Trips



2023* Trips



Yearly Top Countries International Trips and Nights

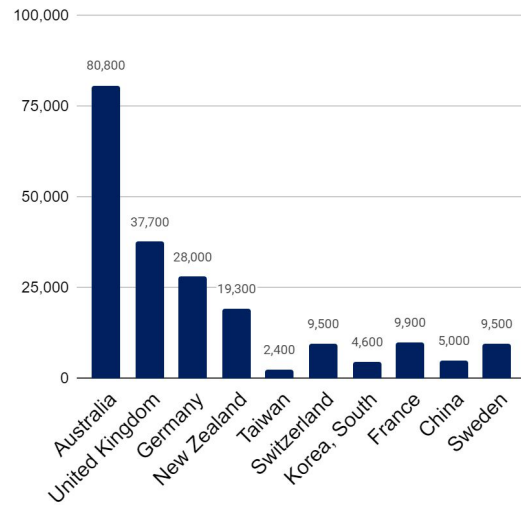
Kootenay Rockies

2023 Visitor Highlights

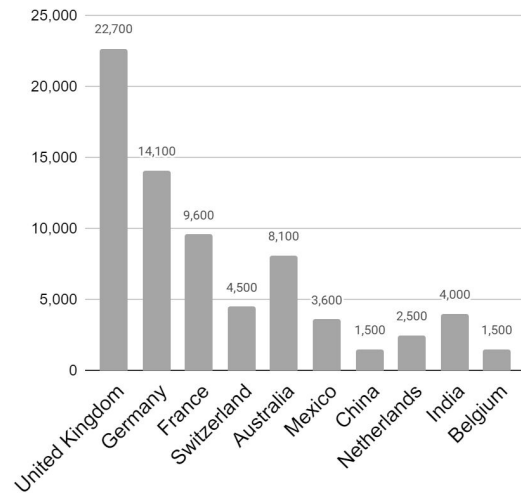


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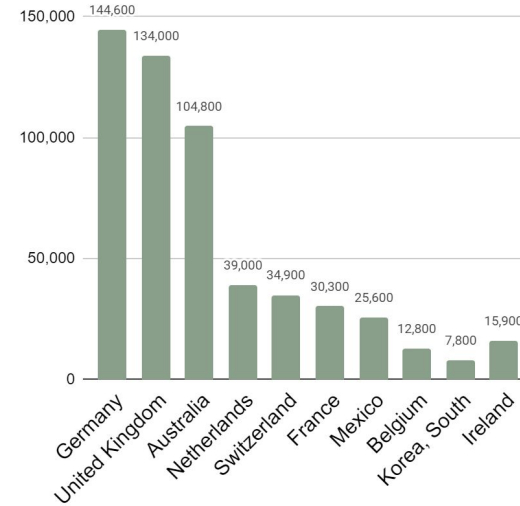
2020 Nights



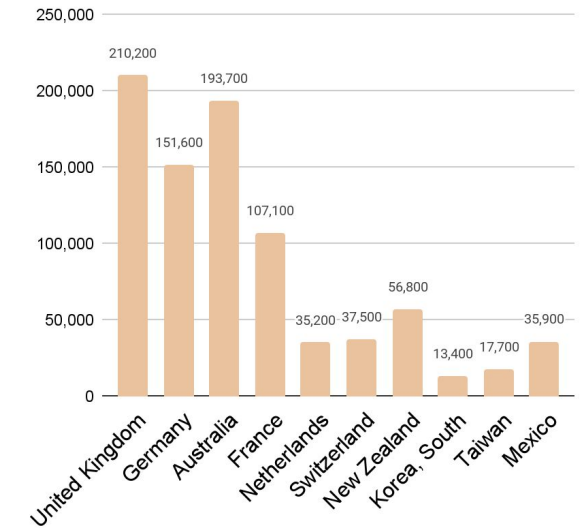
2021 Nights



2022 Nights



2023* Nights



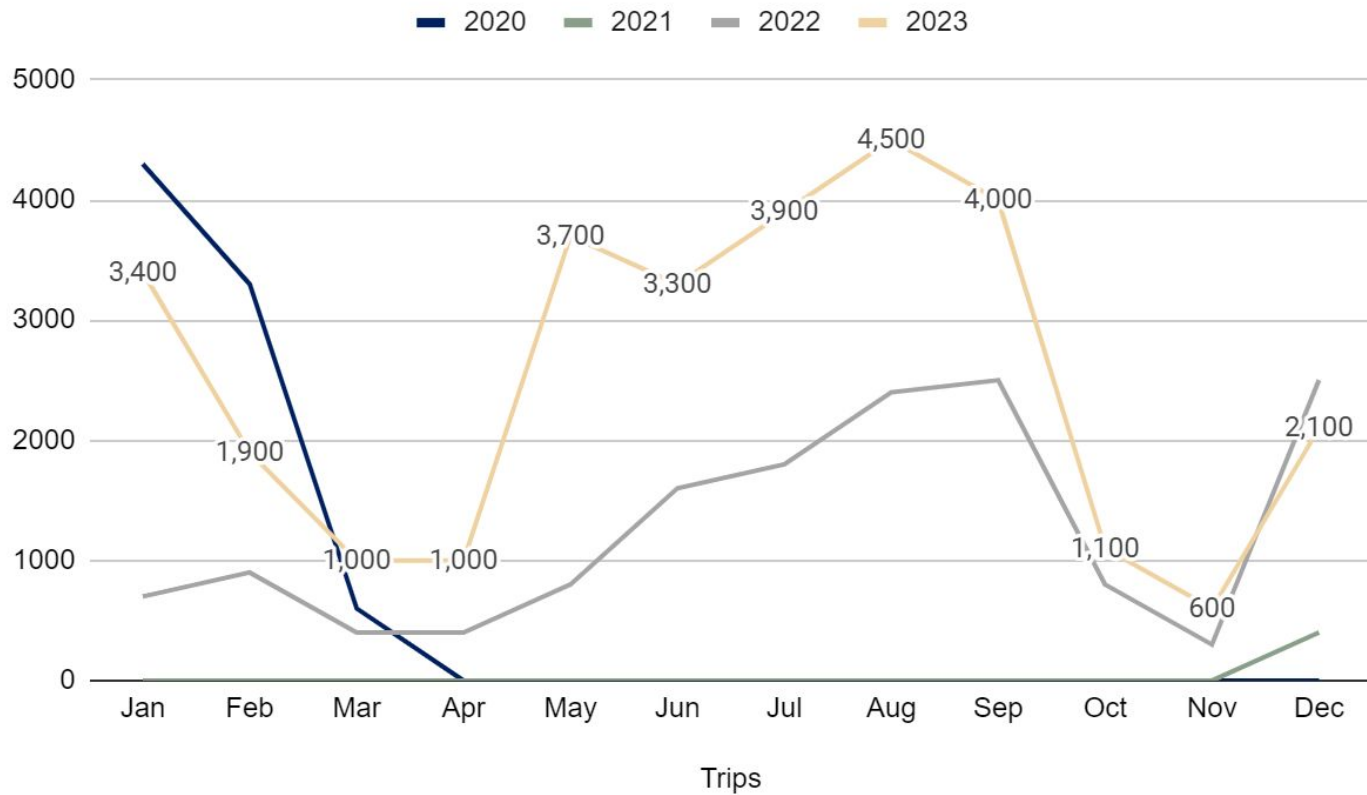
Australia Year over Year Trips and Nights

Kootenay Rockies

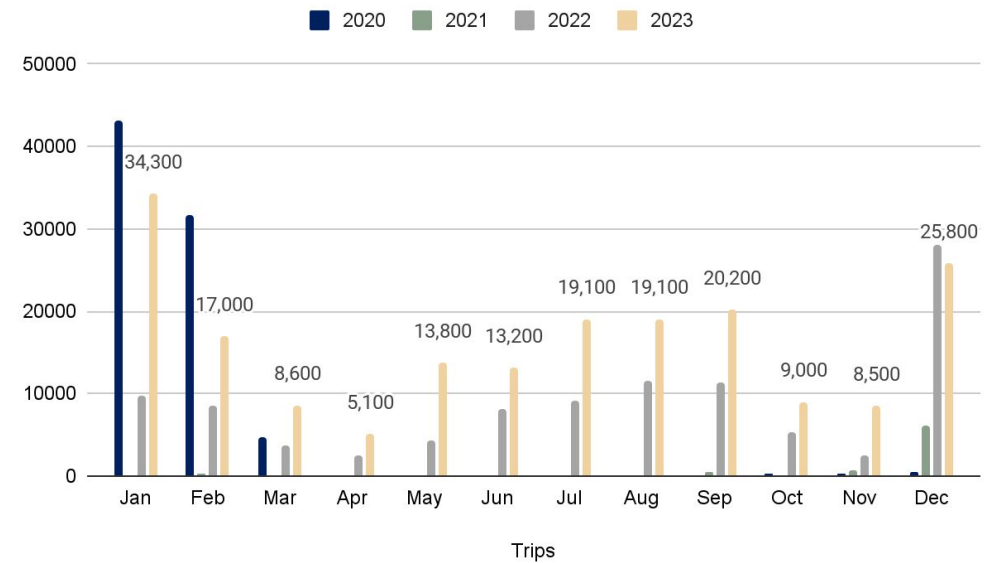
2023 Visitor Highlights



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2023* Total Trips: **27,500**
 2023* Total Nights: **159,400**



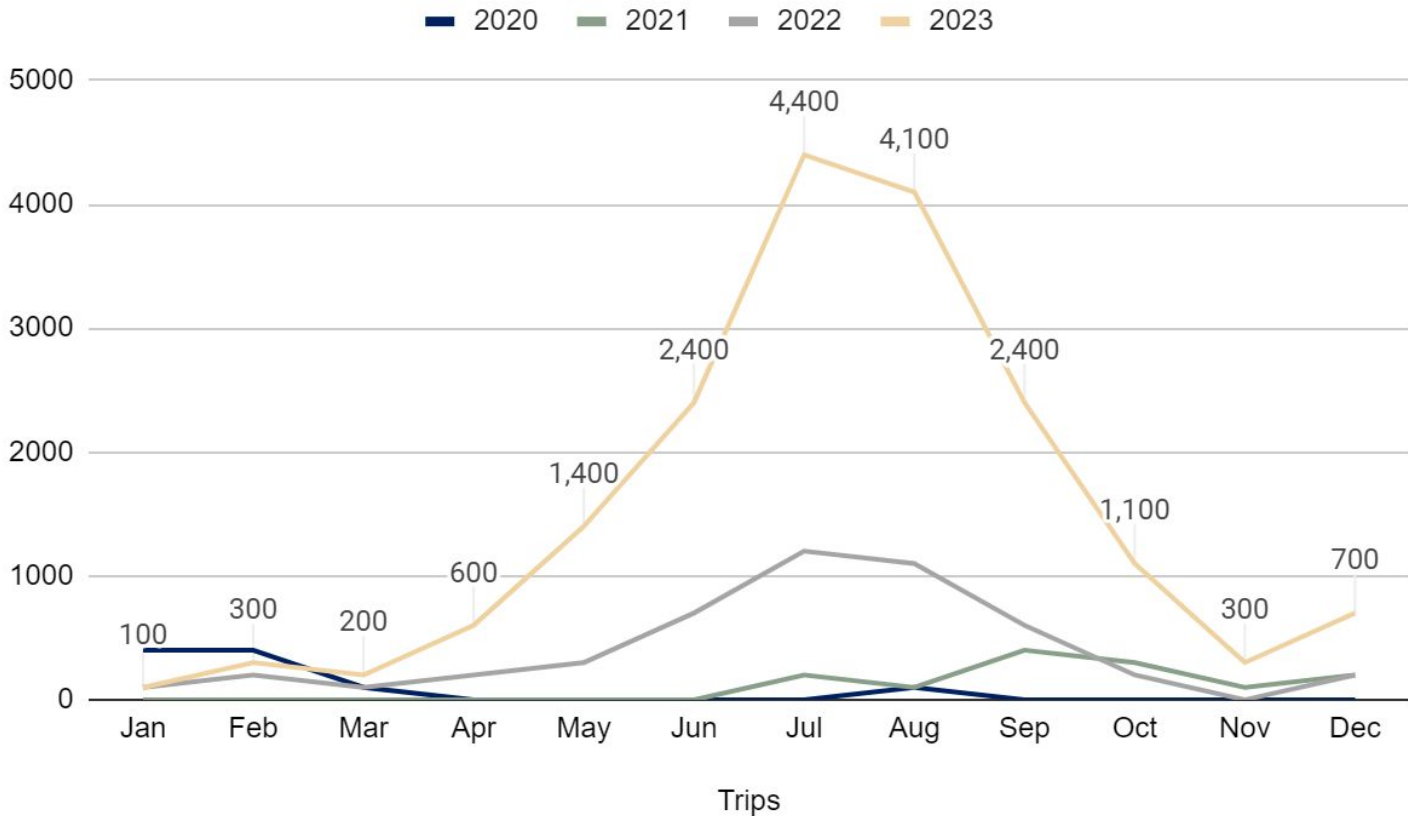
France Year over Year Trips and Nights

Kootenay Rockies

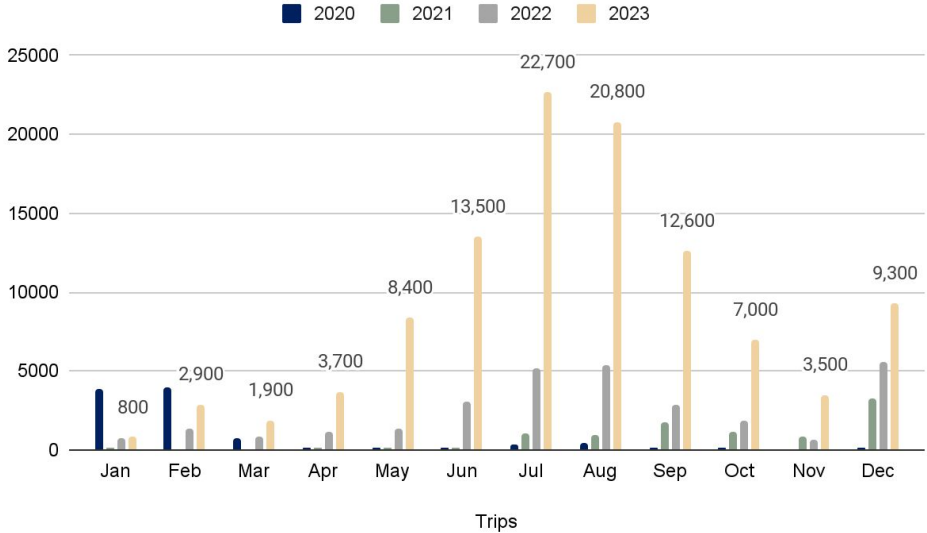
2023 Visitor Highlights



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2023* Total Trips: **17,000**
 2023* Total Nights: **94,300**



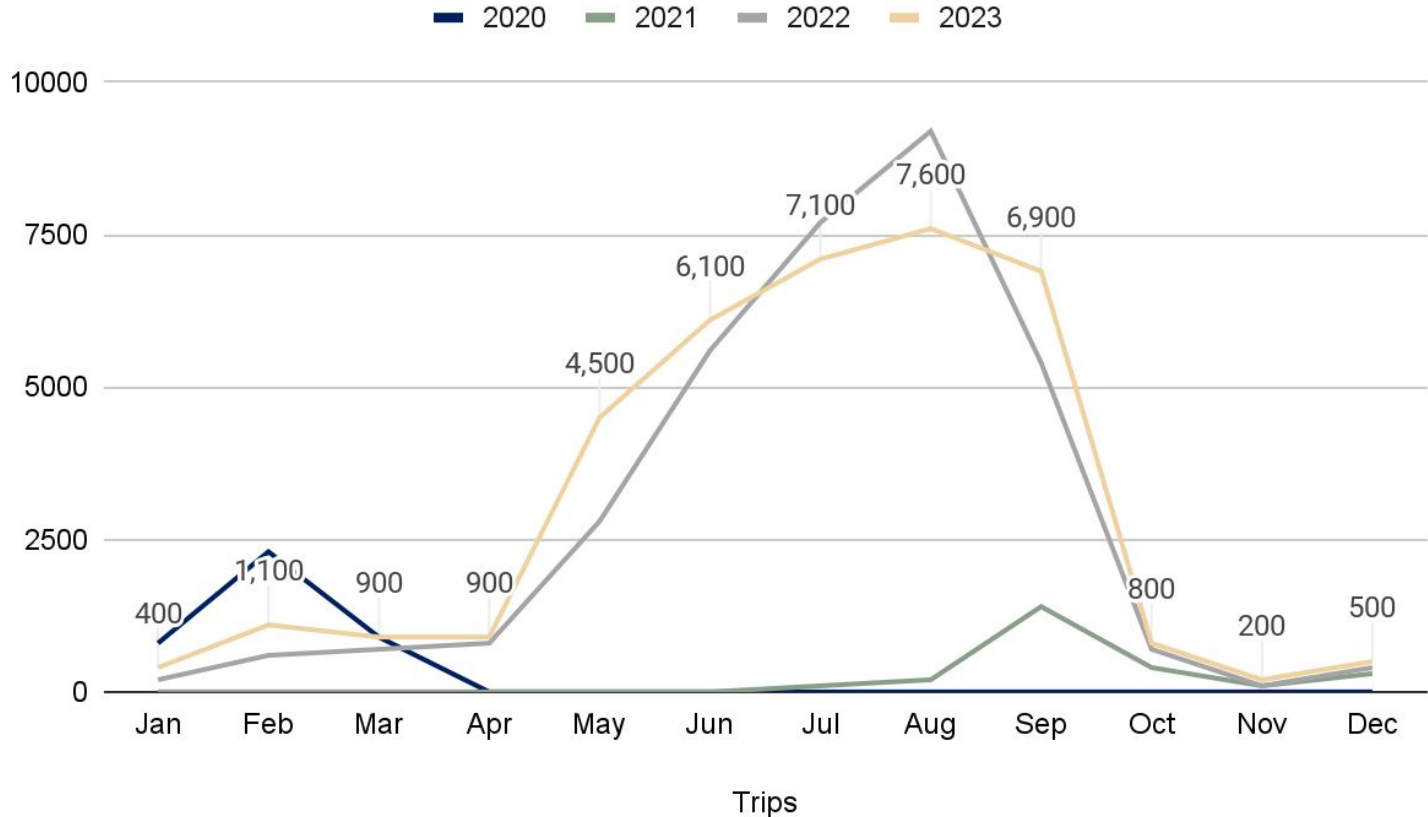
Germany Year over Year Trips and Nights

Kootenay Rockies

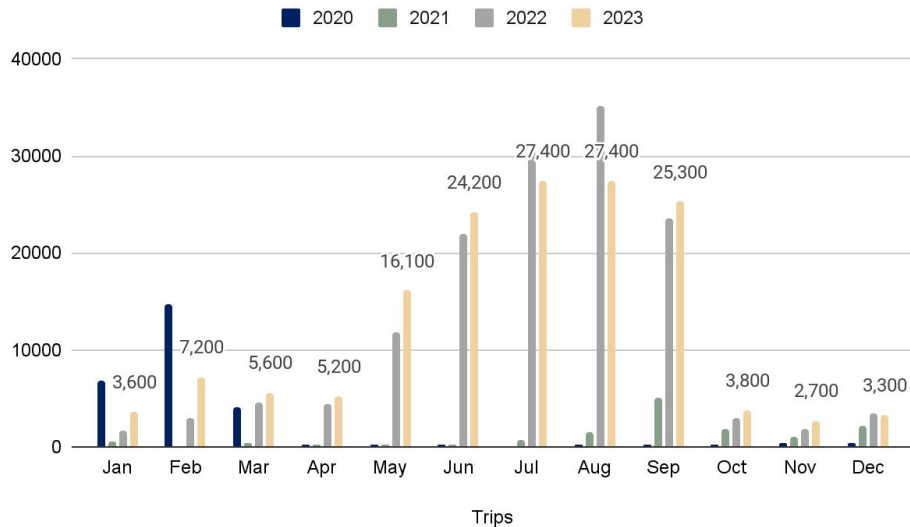
2023 Visitor Highlights



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2023* Total Trips: **36,400**
 2023* Total Nights: **145,700**



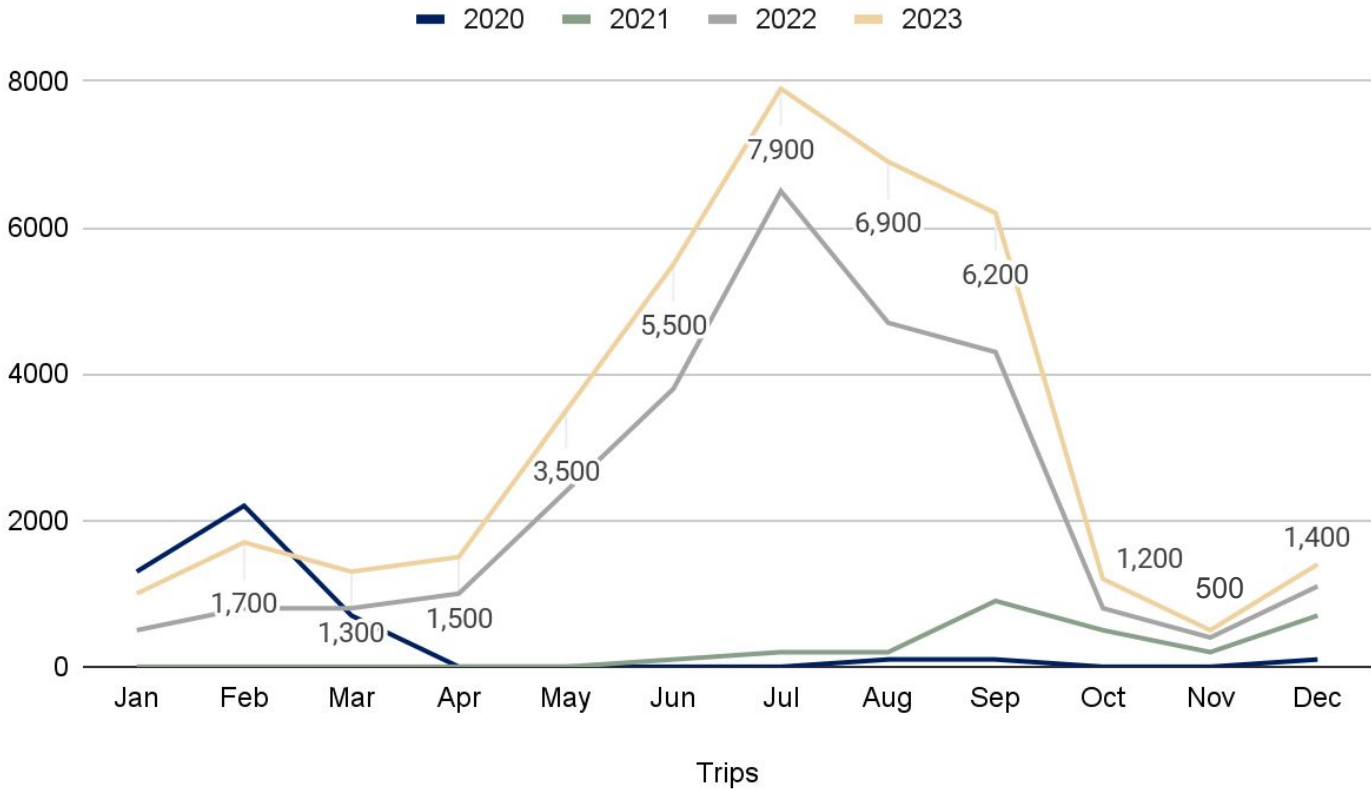
United Kingdom Year over Year Trips and Nights

Kootenay Rockies

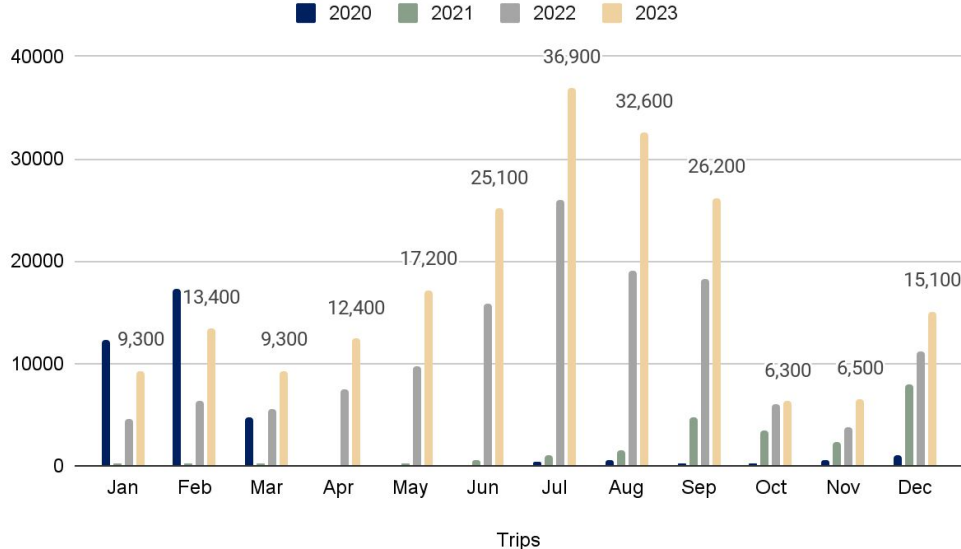
2023 Visitor Highlights



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2023* Total Trips: 36,600
2023* Total Nights: 188,700



Contact Us

2023 Visitor
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