

bcrts

British Columbia
Regional Tourism
Secretariat



SYMPHONY
TOURISM
SERVICES

USA, Washington & California

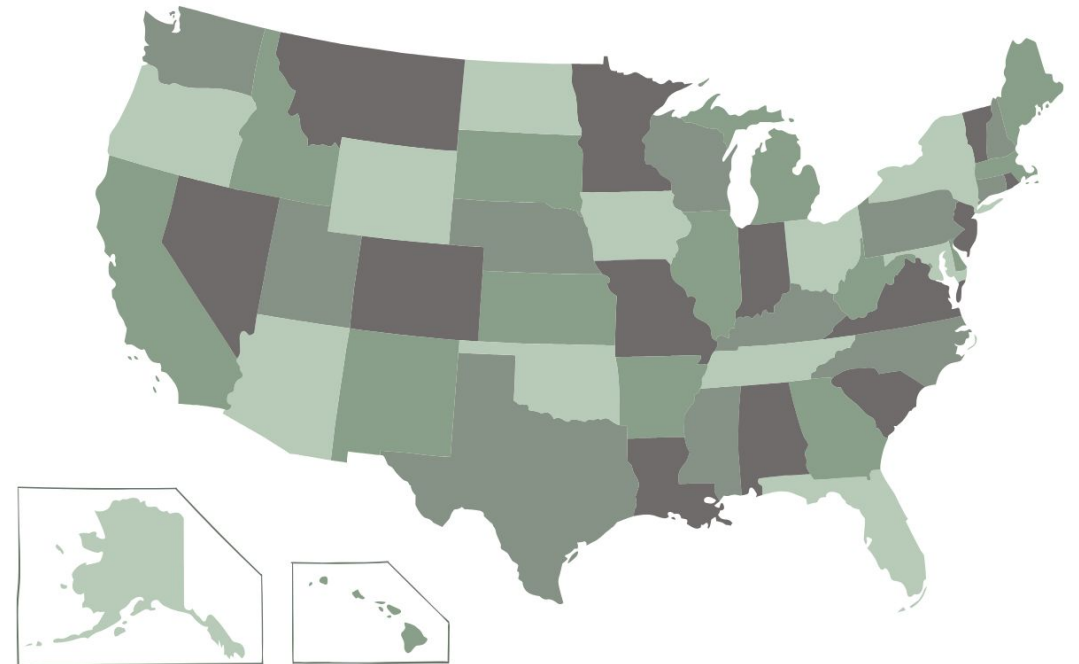
Quarterly Visitor Highlights | 2023

Kootenay Rockies – *December Update*

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 industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **USA Market** as the top priority
- This report focuses on visitor analysis to **Kootenay Rockies**



Research Overview

- **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 USA provides insights the tourism industry needs to understand, market and grow their business with American travellers
- 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
- Environics is certified Privacy By Design. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

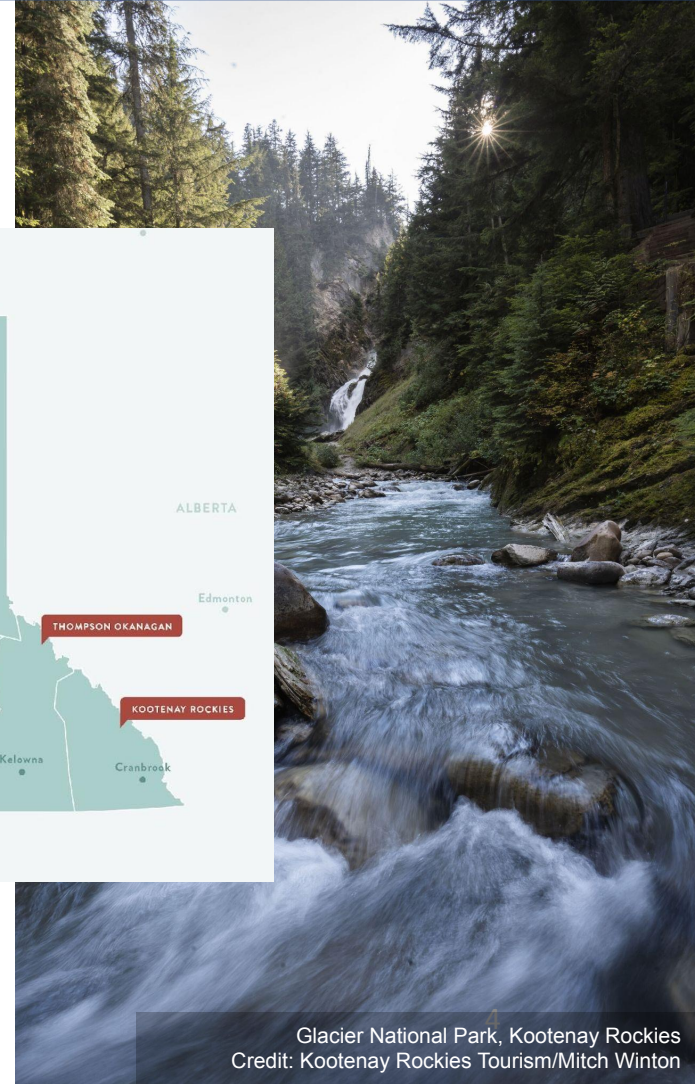
Methodology

- **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

- 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.
- 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 USA to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing





USA Insights

Q1 2020, 2021, 2022 & 2023: US 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 **31,000** US Visitors. During Q1 2021 Kootenay Rockies saw **800** US Visitors, in Q1 2022, **12,530** US Visitors and in Q1 2023, **12,510** US Visitors.

- **Decrease** of **60%** 2023 compared to 2020

- **Increase** of **1535%** 2023 compared to 2021

- **Decrease** of **0.1%** 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

State	2020 Visitor %
Washington	28%
California	15%
Idaho	10%
Montana	9%
Colorado	5%
Texas	4%
Oregon	3%
New York	3%
Massachusetts	2%
Utah	2%

State	2021 Visitor %
Washington	19%
Idaho	11%
Montana	7%
California	6%
Oregon	5%
Utah	5%
North Dakota	4%
Nevada	4%
Texas	4%
Iowa	4%

State	2022 Visitor %
Washington	21%
California	12%
Colorado	9%
Oregon	6%
Montana	5%
Utah	5%
Massachusetts	5%
Idaho	4%
Wyoming	4%
Florida	2%

State	2023 Visitor %
Washington	20%
Colorado	13%
Idaho	12%
California	10%
Massachusetts	6%
Arizona	6%
Montana	5%
Texas	5%
New York	4%
Maryland	4%

Q2 2020, 2021, 2022 & 2023: US 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 **900** US Visitors. During Q2 2021 Kootenay Rockies saw **1,300** US Visitors, in Q2 2022, **12,200** US Visitors and in Q2 2023, **10,700** US Visitors.

- **Increase** of **1046%** 2023 compared to 2020

- **Increase** of **739%** 2023 compared to 2021

- **Decrease** 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

State	2020 Visitor %
Washington	18%
Idaho	15%
Montana	13%
Alaska	9%
California	7%
Utah	4%
Oregon	4%
Texas	4%
Wyoming	2%
Nevada	2%

State	2021 Visitor %
California	15%
Washington	13%
Idaho	10%
Montana	9%
Oregon	6%
Wisconsin	4%
Texas	4%
Ohio	4%
North Dakota	3%
Nevada	3%

State	2022 Visitor %
California	20%
Washington	20%
Arizona	15%
Montana	7%
Oregon	6%
Florida	4%
Texas	3%
Idaho	3%
Nevada	3%
Georgia	2%

State	2023 Visitor %
Washington	16%
Idaho	13%
California	10%
Illinois	10%
Montana	8%
Maine	6%
Michigan	5%
Oklahoma	5%
Florida	4%
Vermont	3%

Q3 2020, 2021, 2022 & 2023: US 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 **1,200** US Visitors. During Q3 2021 Kootenay Rockies saw **7,500** US Visitors, in Q3 2022, **25,300** US Visitors and in Q3 2023, **25,200** US Visitors.

- **Increase** of **3934%** 2023 compared to 2020

- **Increase** of **369%** 2023 compared to 2021

- **Increase** of **65%** 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

State	2020 Visitor %
Washington	21%
California	20%
Montana	8%
Idaho	7%
Oregon	7%
New York	5%
Texas	4%
Utah	3%
Tennessee	3%
Alaska	3%

State	2021 Visitor %
Washington	16%
California	11%
Arizona	10%
Idaho	8%
Montana	7%
Minnesota	6%
Colorado	6%
Texas	4%
Oregon	4%
Nevada	4%

State	2022 Visitor %
California	19%
Washington	18%
Arizona	9%
Colorado	6%
Texas	5%
Oregon	4%
Idaho	4%
Utah	4%
New York	3%
Florida	3%

State	2023 Visitor %
Texas	33%
Florida	21%
Washington	13%
Indiana	5%
Ohio	4%
California	3%
Pennsylvania	3%
Wisconsin	3%
Idaho	2%
South Carolina	2%

Q4 2020, 2021, 2022 & 2023: US Visitors by Quarter

Kootenay Rockies

Q3 = October | November | December
 Note: All counts have been rounded to the nearest 100

Overview

During Q4 2020 Kootenay Rockies saw an average of **700** US Visitors. During Q4 2021 Kootenay Rockies saw **5,500** US Visitors, in Q4 2022, **7,700** US Visitors and in Q4 2023, **11,800** US Visitors.

- **Increase** of **1647%** 2023 compared to 2020

- **Increase** of **116%** 2023 compared to 2021

- **Increase** of **54%** 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

State	2020 Visitor %
Washington	22%
California	22%
Montana	11%
Oregon	9%
Idaho	9%
Texas	3%
Arizona	2%
Nevada	2%
Maryland	2%
Illinois	1%

State	2021 Visitor %
Washington	24%
Illinois	9%
Montana	8%
Idaho	7%
North Dakota	6%
Oregon	5%
Minnesota	4%
Arizona	4%
California	3%
Missouri	3%

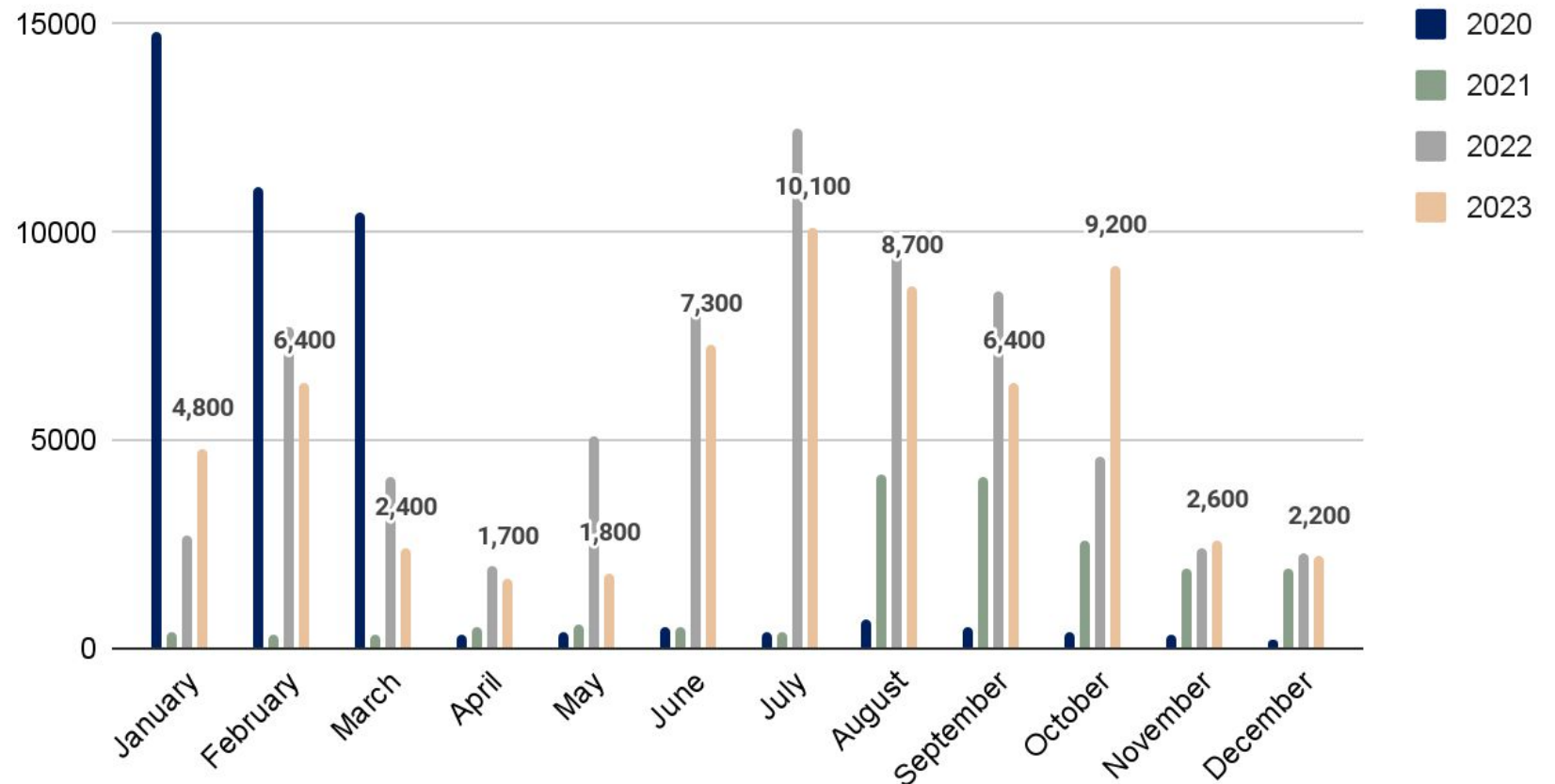
State	2022 Visitor %
Washington	20%
California	19%
Idaho	10%
Montana	8%
Texas	6%
Oregon	6%
Arizona	5%
Ohio	3%
Georgia	3%
New York	3%

State	2023 Visitor %
California	22%
Texas	14%
Washington	14%
Virginia	7%
Pennsylvania	6%
Colorado	6%
Idaho	6%
Montana	5%
Oklahoma	3%
Florida	3%

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

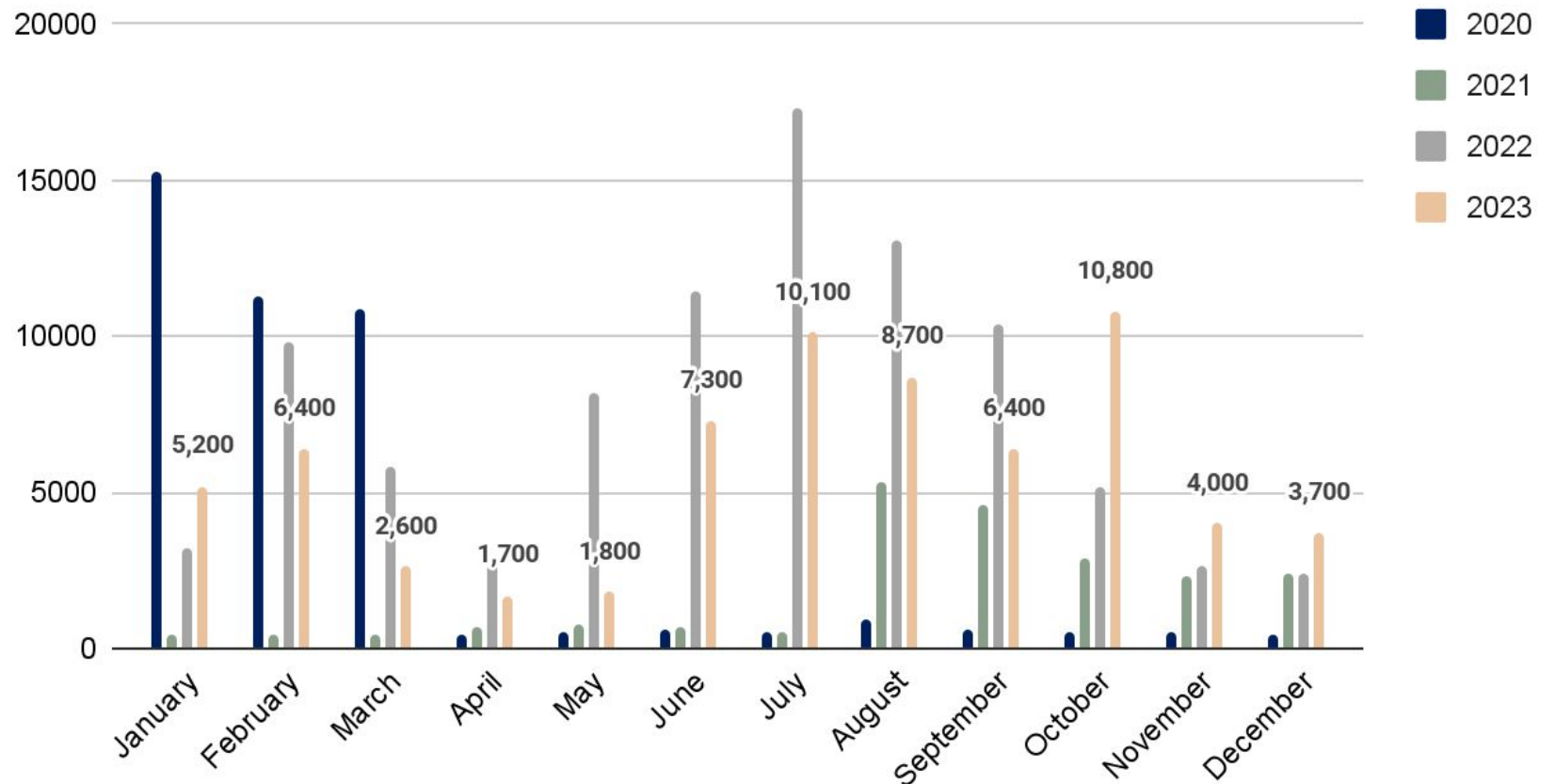


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

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

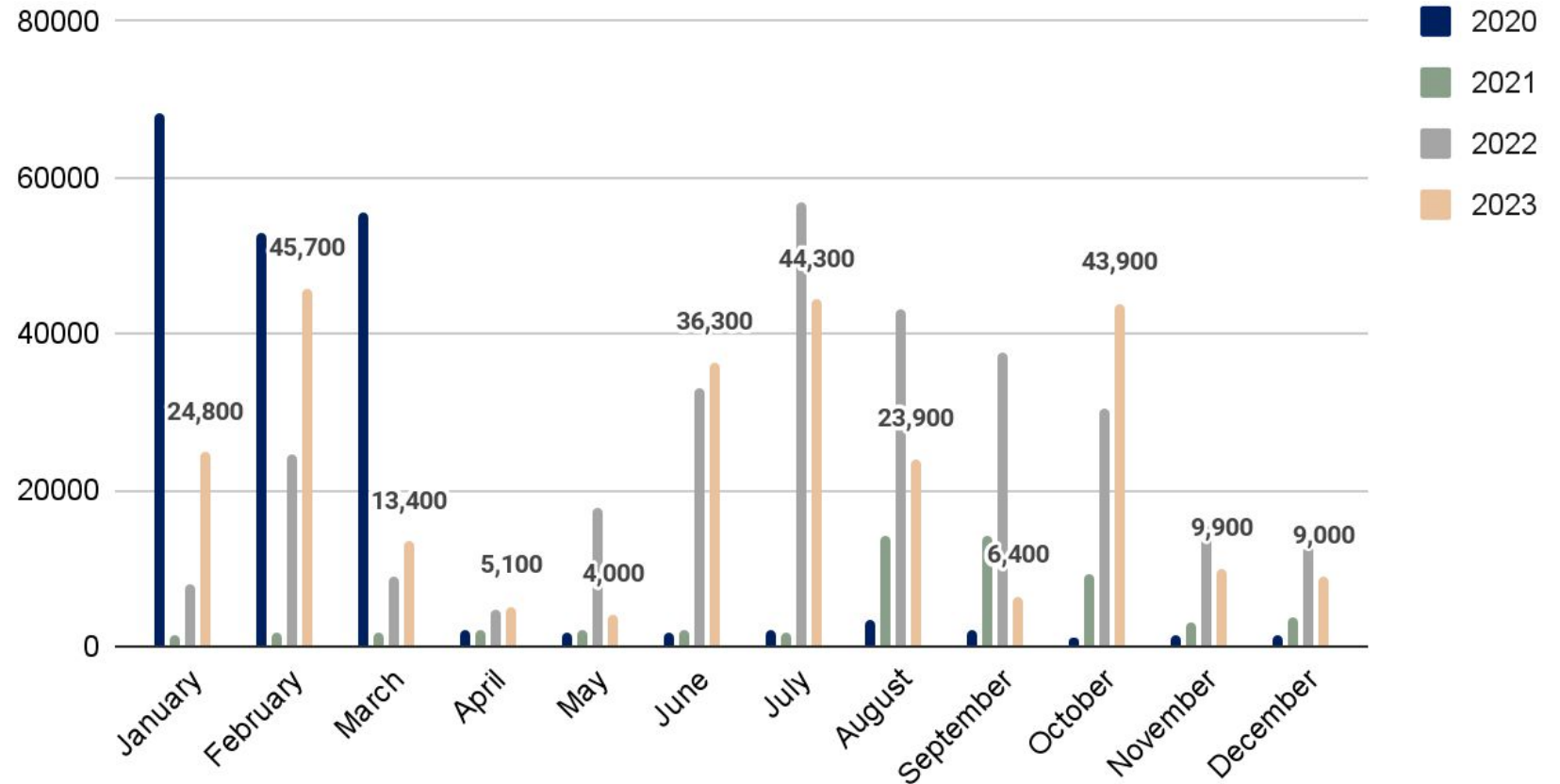


Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

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.

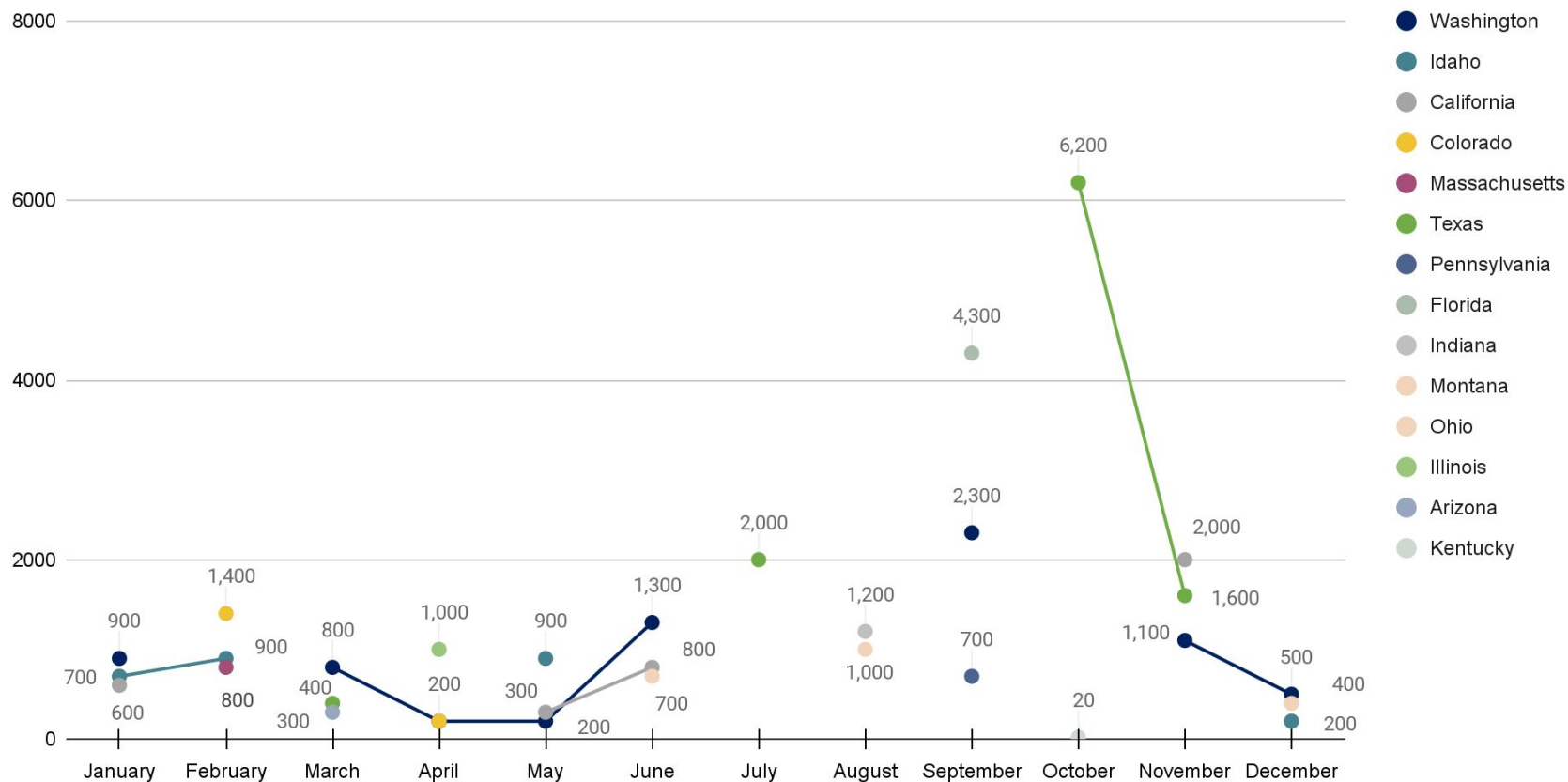
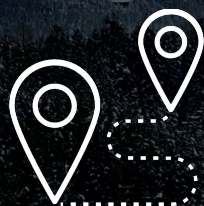
Monthly Insights

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



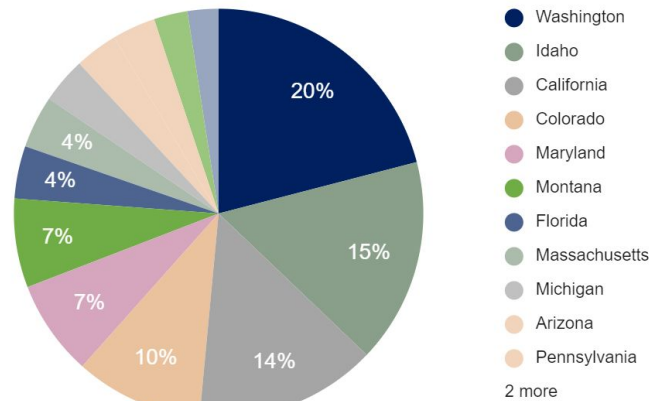
January 2023 USA State Visitation

Kootenay Rockies

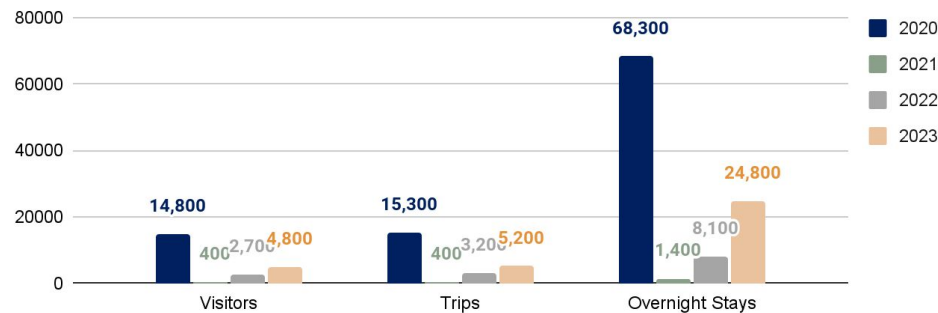
Overview

The number of visitors to Kootenay Rockies from the United States in January 2023 was an estimated **4,800** visitors; an increase of **76%** when comparing January 2023 to January 2022.

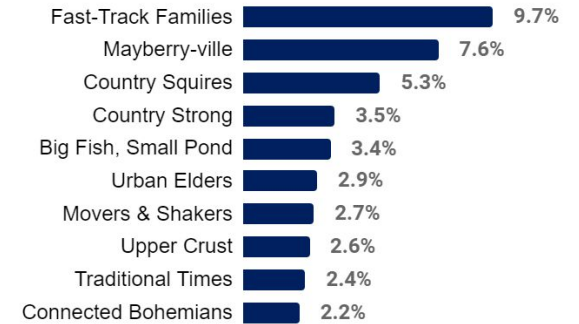
Percentage of Visitors to British Columbia by State January 2023



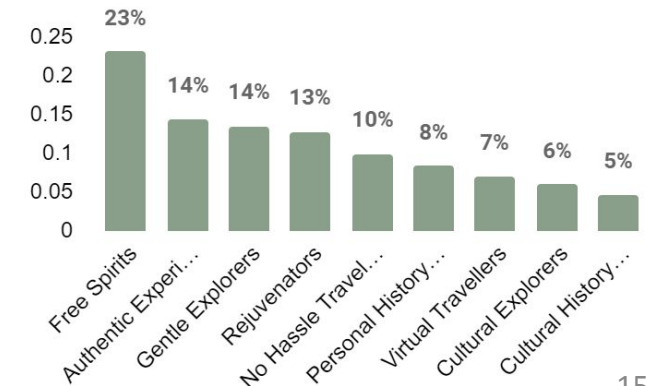
USA Visitors to British Columbia January 2020-2023



January 2023 USA Visitors by PRIZM Segment



January 2023 USA 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

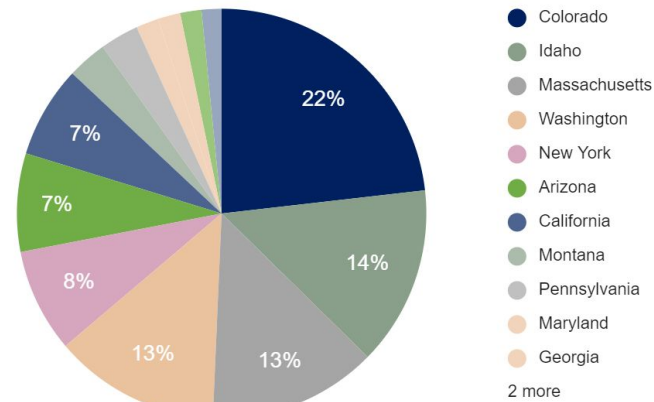
February 2023 USA State Visitation

Kootenay Rockies

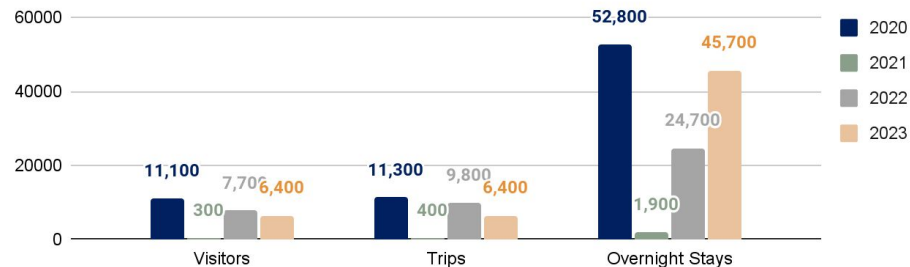
Overview

The number of visitors to Kootenay Rockies from the United States in February 2023 was an estimated **6,400** visitors; a decrease of **-17%** when comparing February 2023 to February 2022.

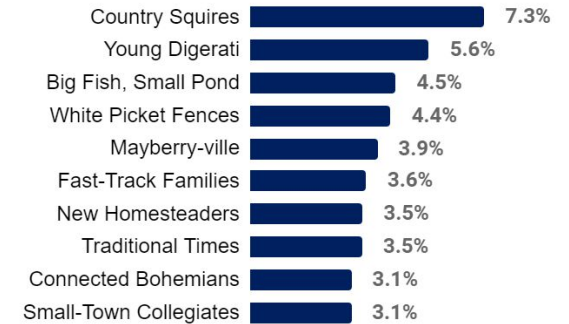
Percentage of Visitors to British Columbia by State February 2023



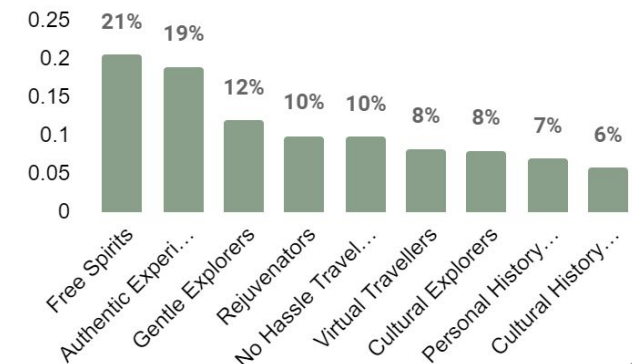
USA Visitors to British Columbia February 2020-2023



February 2023 USA Visitors by PRIZM Segment



February 2023 USA 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

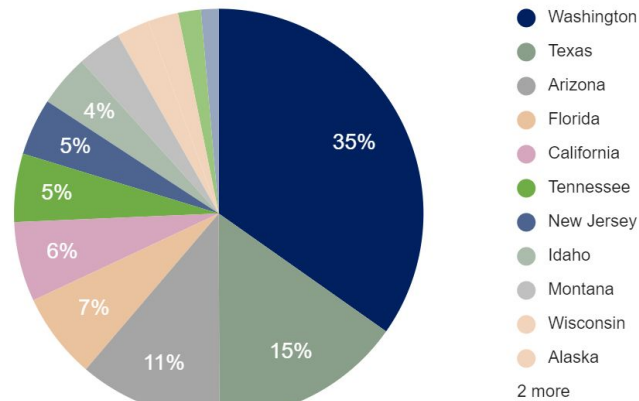
March 2023 USA State Visitation

Kootenay Rockies

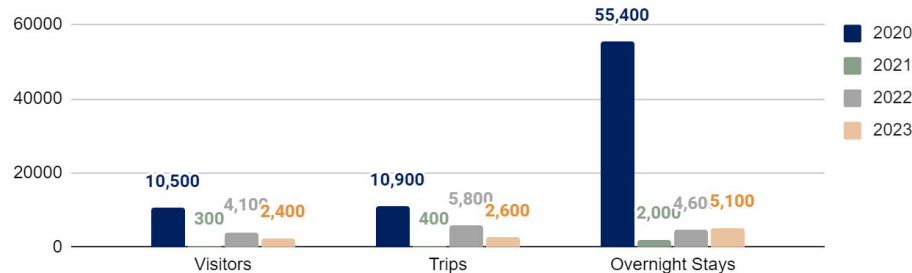
Overview

The number of visitors to Kootenay Rockies from the United States in March 2023 was an estimated **2,400** visitors; a decrease of **-42%** when comparing March 2023 to March 2022.

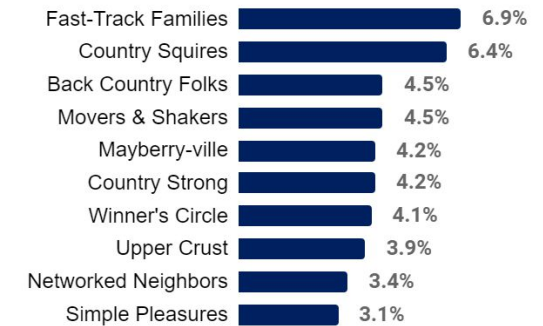
Percentage of Visitors to British Columbia by State March 2023



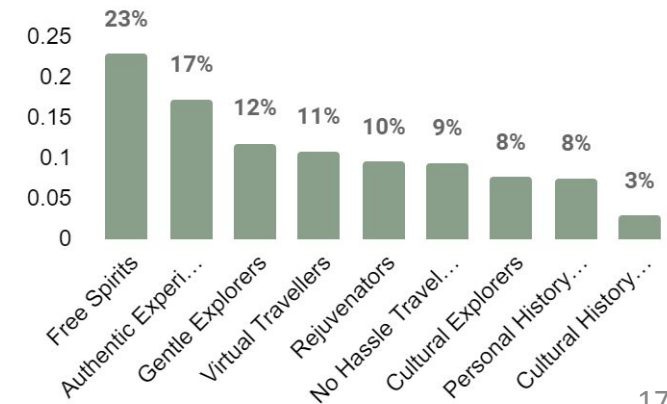
USA Visitors to British Columbia March 2020-2023



March 2023 USA Visitors by PRIZM Segment



March 2023 USA 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

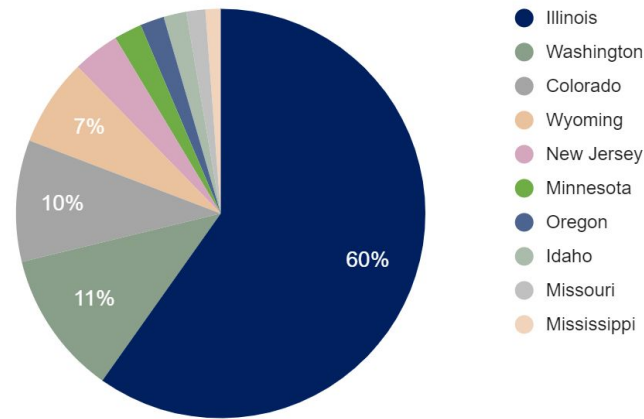
April 2023 USA State Visitation

Kootenay Rockies

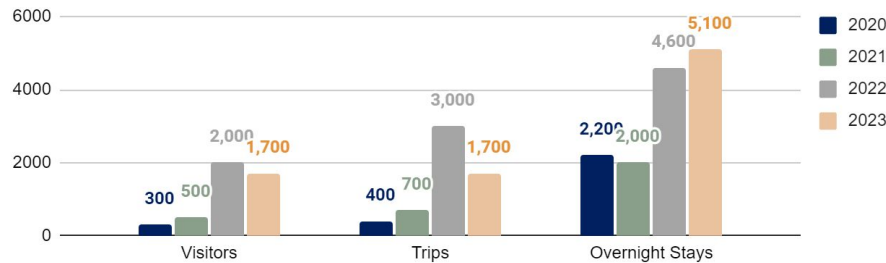
Overview

The number of visitors to Kootenay Rockies from the United States in April 2023 was an estimated **1,700** visitors; a decrease of **-18%** when comparing April 2023 to April 2022.

Percentage of Visitors to British Columbia by State April 2023



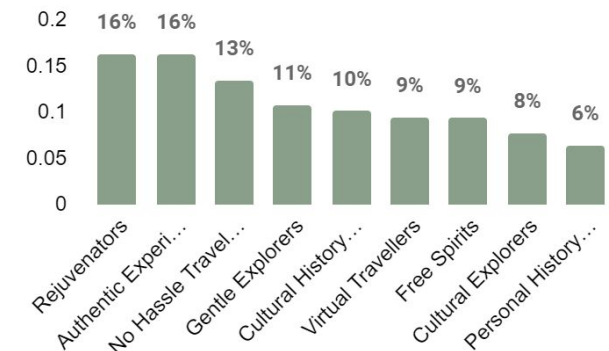
USA Visitors to British Columbia April 2020-2023



April 2023 USA Visitors by PRIZM Segment



April 2023 USA 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

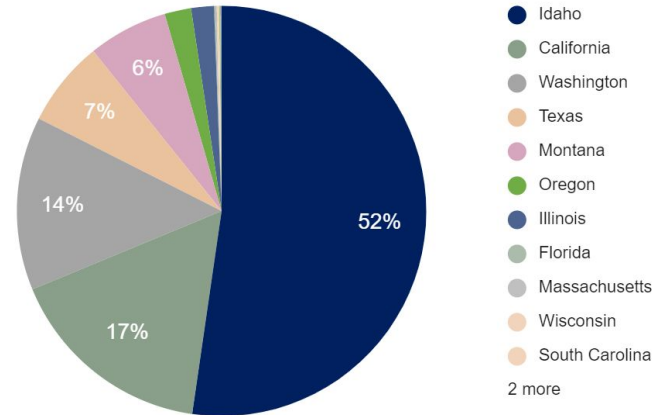
May 2023 USA State Visitation

Kootenay Rockies

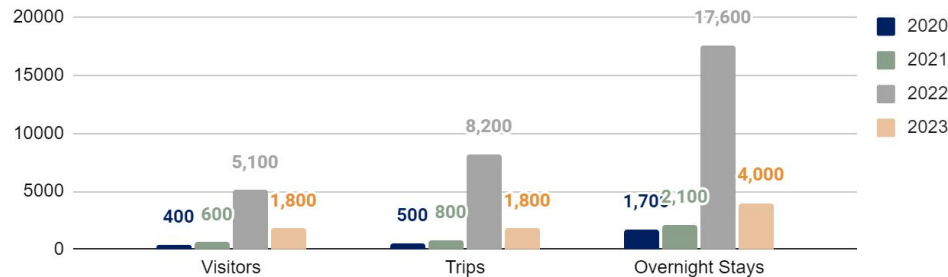
Overview

The number of visitors to Kootenay Rockies from the United States in May 2023 was an estimated **1,800** visitors; a decrease of **-65%** when comparing May 2023 to May 2022.

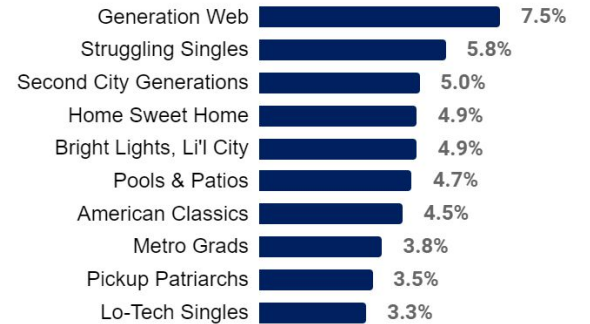
Percentage of Visitors to British Columbia by State May 2023



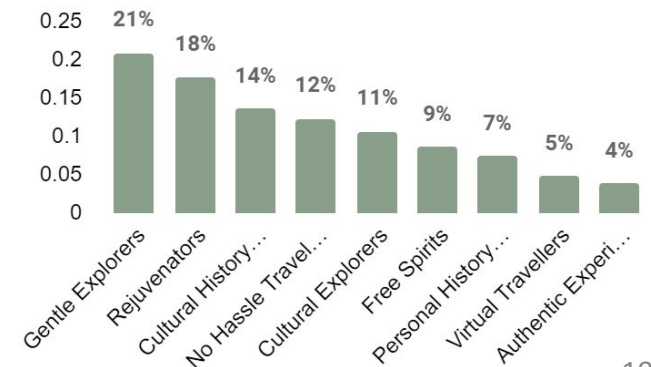
USA Visitors to British Columbia May 2020-2023



May 2023 USA Visitors by PRIZM Segment



May 2023 USA 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

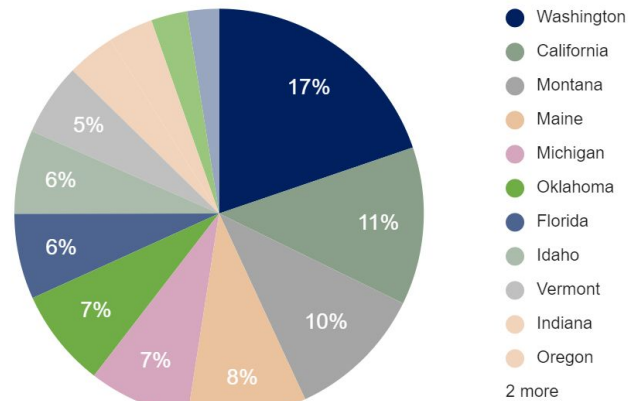
June 2023 USA State Visitation

Kootenay Rockies

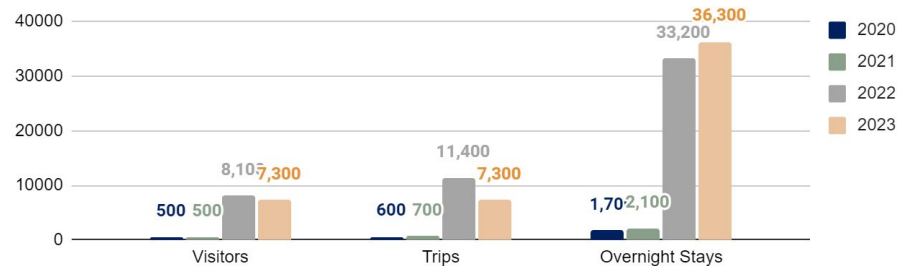
Overview

The number of visitors to Kootenay Rockies from the United States in June 2023 was an estimated **7,300** visitors; a decrease of **-9%** when comparing June 2023 to June 2022.

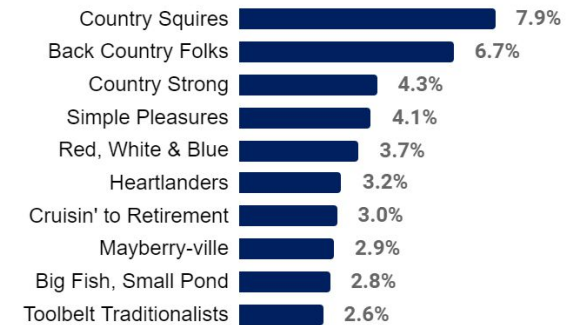
Percentage of Visitors to British Columbia by State June 2023



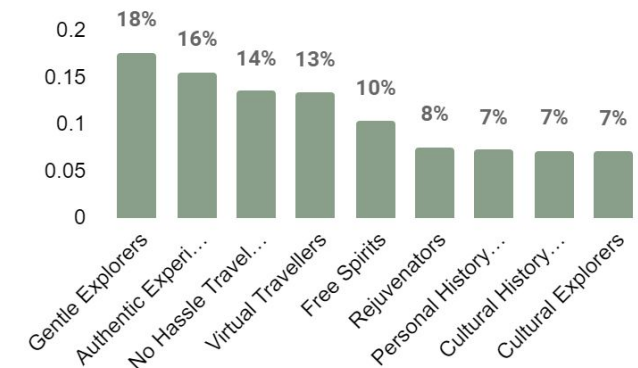
USA Visitors to British Columbia June 2020-2023



June 2023 USA Visitors by PRIZM Segment



June 2023 USA 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

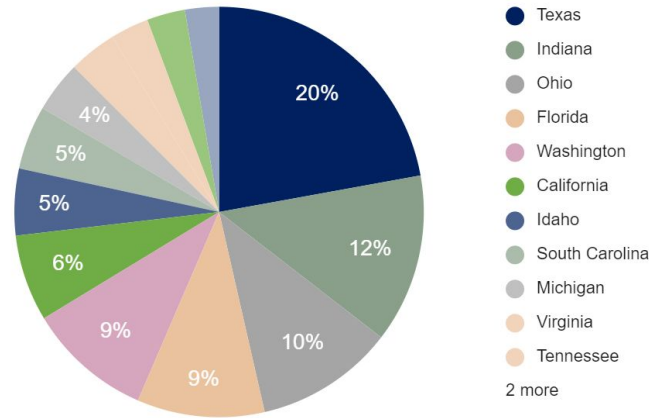
July 2023 USA State Visitation

Kootenay Rockies

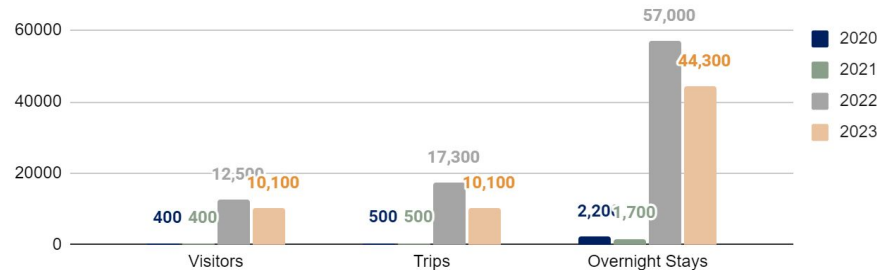
Overview

The number of visitors to Kootenay Rockies from the United States in July 2023 was an estimated **10,100** visitors; a decrease of **-19%** when comparing July 2023 to July 2022.

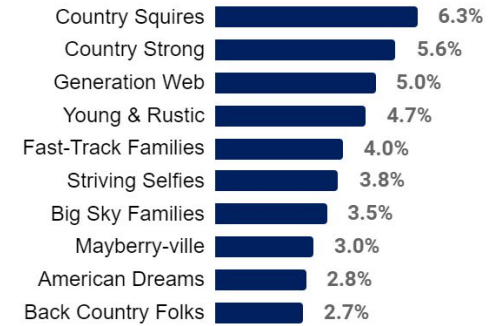
Percentage of Visitors to British Columbia by State July 2023



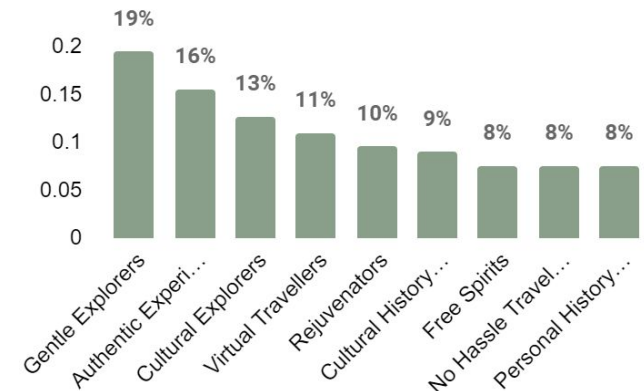
USA Visitors to British Columbia July 2020-2023



July 2023 USA Visitors by PRIZM Segment



July 2023 USA 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

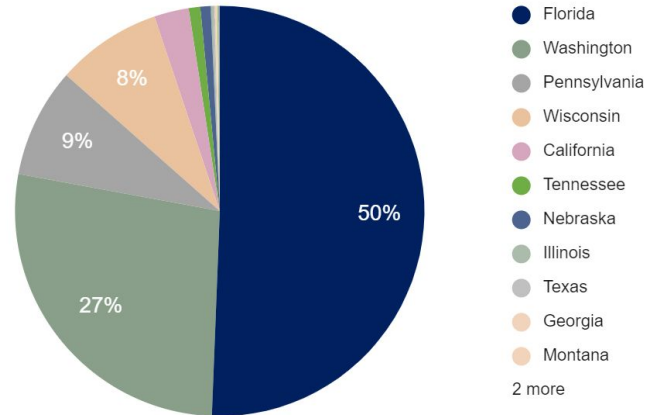
August 2023 USA State Visitation

Kootenay Rockies

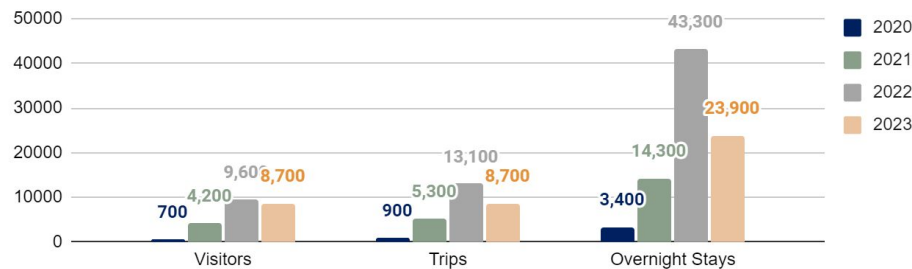
Overview

The number of visitors to Kootenay Rockies from the United States in August 2023 was an estimated **8,700** visitors; a decrease of **-9%** when comparing August 2023 to August 2022.

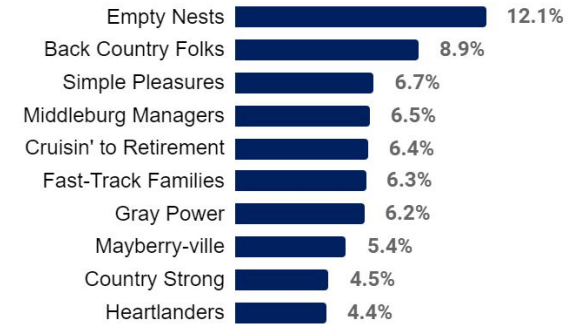
Percentage of Visitors to British Columbia by State August 2023



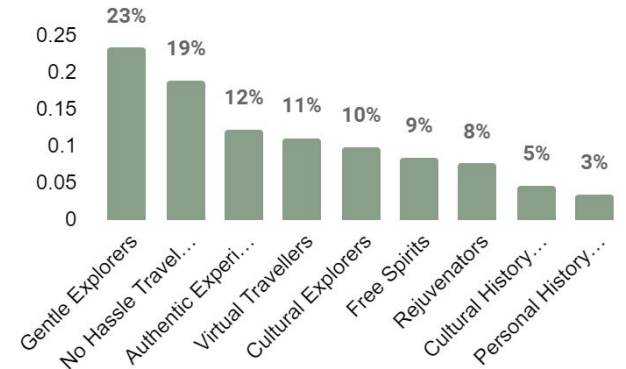
USA Visitors to British Columbia August 2020-2023



August 2023 USA Visitors by PRIZM Segment



August 2023 USA 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

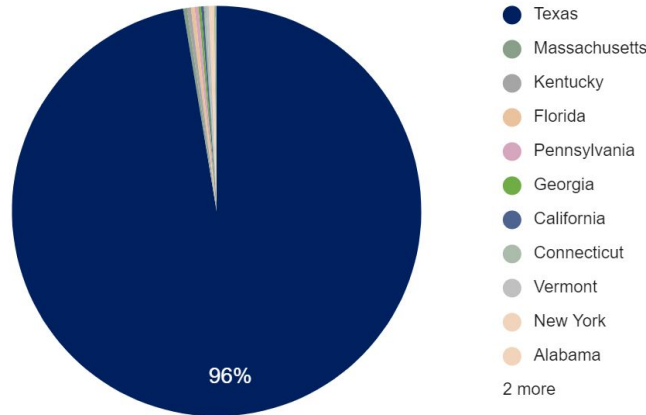
September 2023 USA State Visitation

Kootenay Rockies

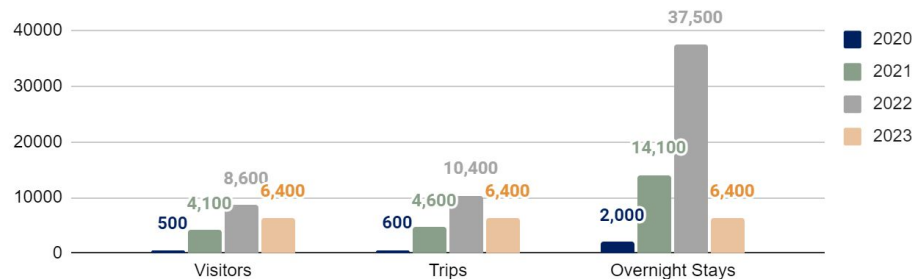
Overview

The number of visitors to Kootenay Rockies from the United States in September 2023 was an estimated **6,400** visitors; a decrease of **-25%** when comparing September 2023 to September 2022.

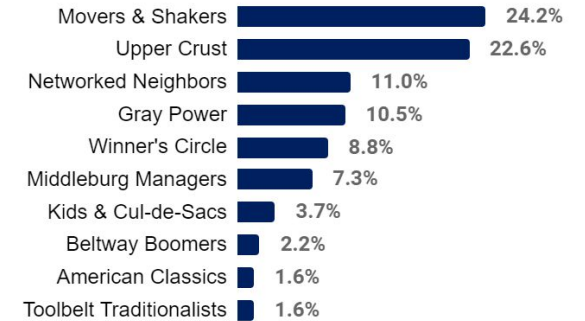
Percentage of Visitors to British Columbia by State September 2023



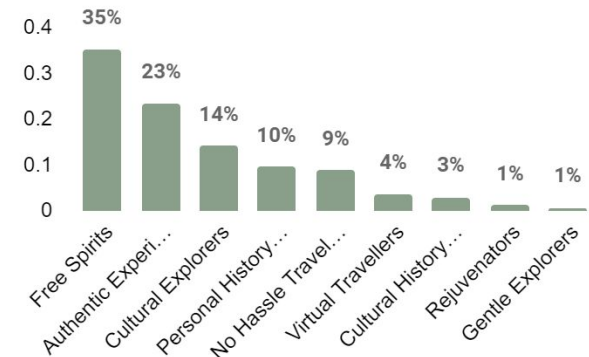
USA Visitors to British Columbia September 2020-2023



September 2023 USA Visitors by PRIZM Segment



September 2023 USA 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

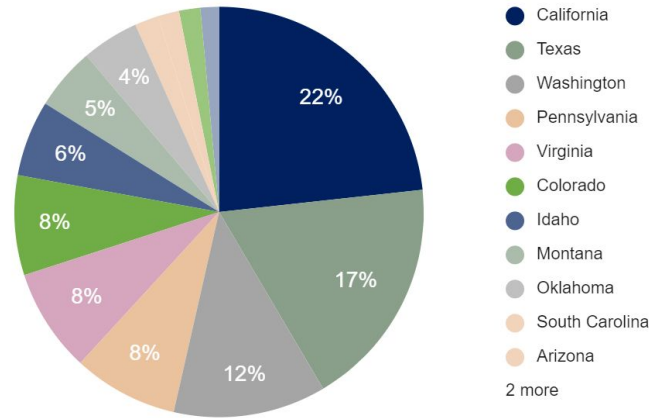
October 2023 USA State Visitation

Kootenay Rockies

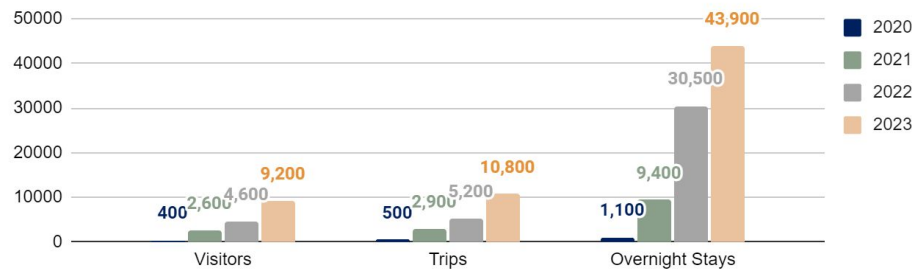
Overview

The number of visitors to Kootenay Rockies from the United States in October 2023 was an estimated **9,200** visitors; an increase of **98%** when comparing October 2023 to October 2022.

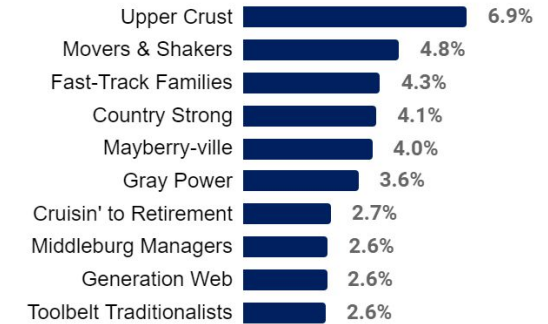
Percentage of Visitors to British Columbia by State October 2023



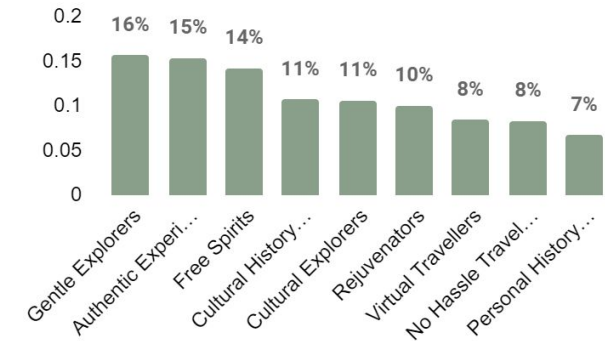
USA Visitors to British Columbia October 2020-2023



October 2023 USA Visitors by PRIZM Segment



October 2023 USA 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

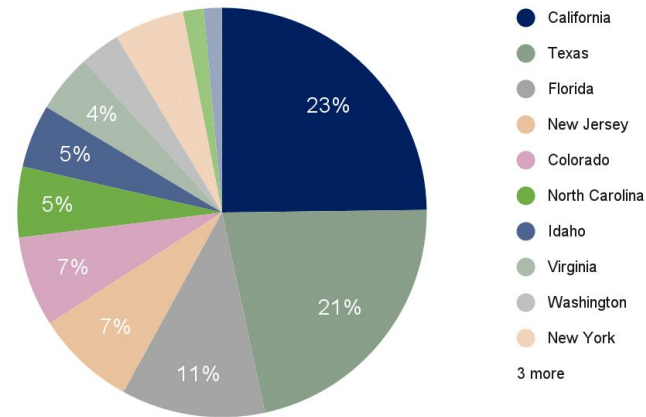
November 2023 USA State Visitation

Kootenay Rockies

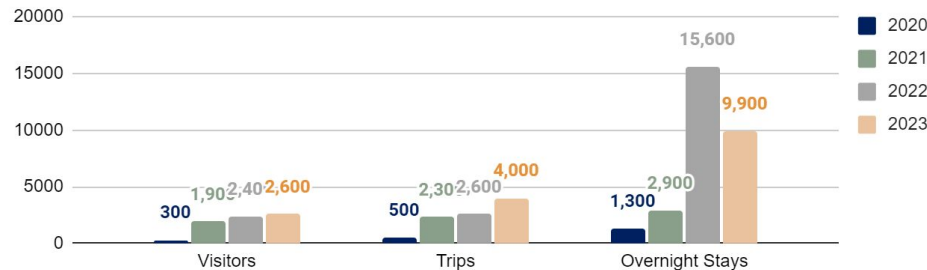
Overview

The number of visitors to Kootenay Rockies from the United States in November 2023 was an estimated **2,600** visitors; an increase of **9%** when comparing November 2023 to November 2022.

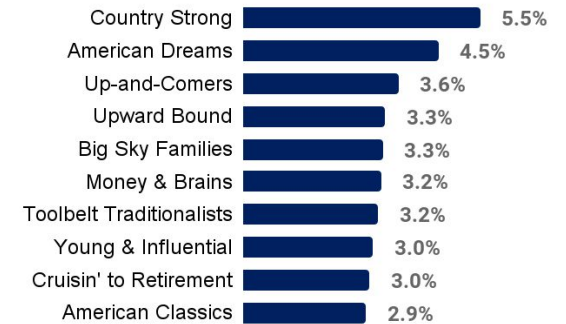
Percentage of Visitors to British Columbia by State November 2023



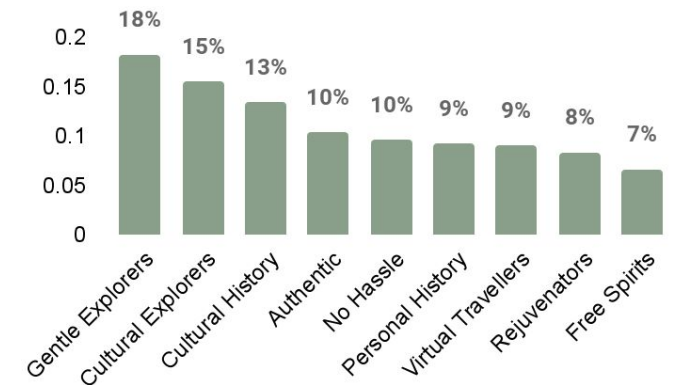
USA Visitors to British Columbia November 2020-2023



November 2023 USA Visitors by PRIZM Segment



November 2023 USA 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

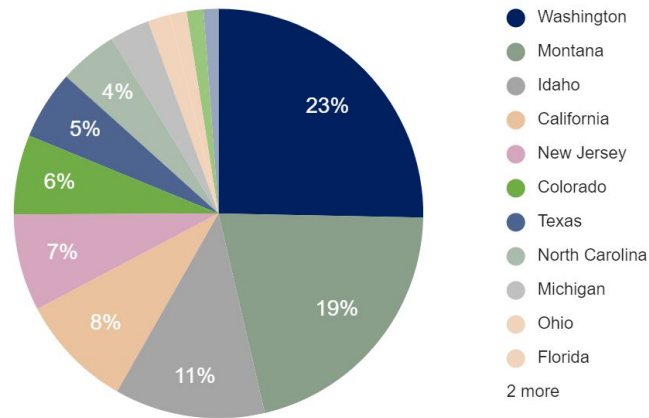
December 2023 USA State Visitation

Kootenay Rockies

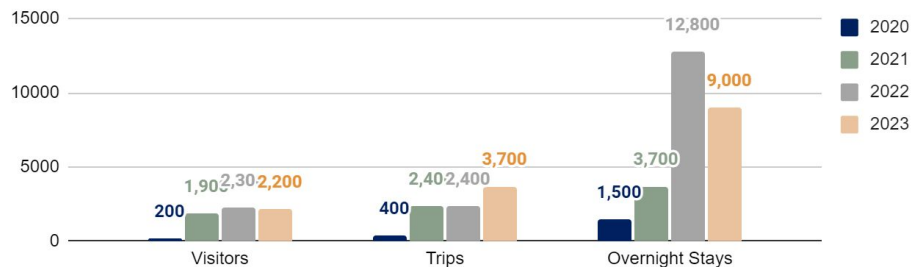
Overview

The number of visitors to Kootenay Rockies from the United States in December 2023 was an estimated **2,200** visitors; an decrease of **1%** when comparing December 2023 to December 2022.

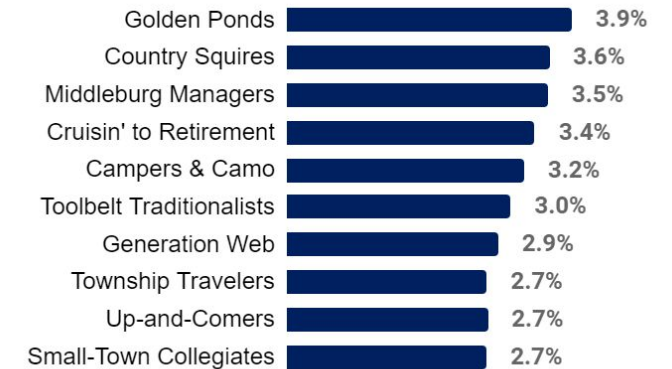
Percentage of Visitors to British Columbia by State December 2023



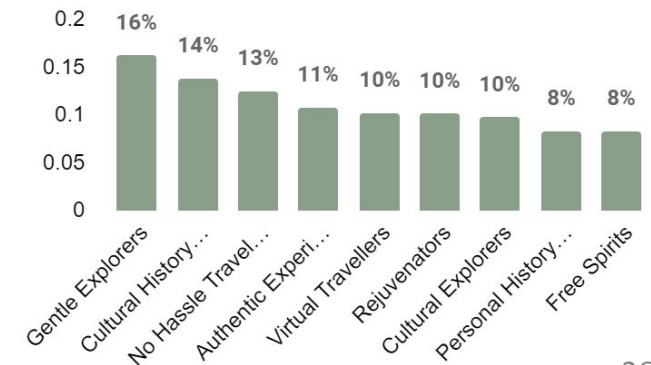
USA Visitors to British Columbia December 2020-2023



December 2023 USA Visitors by PRIZM Segment



December 2023 USA 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

CONTACT US

2023 Visitor
Highlights



bcrts

Robb MacDonald

Managing Director, Symphony Tourism Services

Email: rmacdonald@TOTABC.com

Phone: (778) 721-5448

symphonytourismservices.com



SYMPHONY
TOURISM
SERVICES