

OVERVIEW

In 2014, tourism in British Columbia generated 18.9** overnight visits* and \$9.2** billion in related spending. The Kootenay Rockies, one of six tourism regions in the province, represents 11% of provincial overnight visitation and 7% of related spending.

This profile provides a general overview of the region and summarizes the latest data available about overnight travellers visiting the Kootenay Rockies.

TOP MARKETS FOR KOOTENAY ROCKIES

Alberta residents make up the largest share of overnight visitation (47%) and spending (46%) in the Kootenay Rockies region, the only region where British Columbia residents are not the top market. More than three-quarters of all visitation and two-thirds of spending can be attributed to Alberta and British Columbia residents.

Top five markets of origin (2014)	Share in Kootenay Rockies	
	Visitation	Spending
1 Alberta	47%	46%
2 British Columbia	29%	19%
3 Washington	4%	5%
4 Saskatchewan	2%	5%
5 Australia	2%	5%

ABOUT THIS TOURISM REGION

British Columbia's "Mountain Playground" covers 58,000 km² of the province, which includes a system of valleys and mountain ranges – the Purcells, Selkirks and Monashees – in an approximate north/south orientation, embracing the Canadian Rocky Mountains that lie west of the Continental Divide. The population of the Kootenay Rockies region is characterised by an older demographic than the province as a whole, with 53% aged 45 years or older compared to the province average of 46%.



The region	2015	% change (2014-15)
Population ¹	147,093	3%
Population as % of BC	3%	-
Unemployment rate ¹	7%	+0.5 points

Age groups ¹	2015	% change (2014-15)
0-19 years	20%	-1%
20-44 years	27%	-1%
45-64 years	31%	-2%
65+ years	22%	4%

Tourism industry	2015	% of BC
Businesses ¹	819	3%
Employment ¹	4,000	4%
Room revenue (000s) ¹	\$110,212	4%
Campsites		
Private/municipal ²	3,528	13%
Provincial/National ²	2,146	19%
Customs entries ³	227,632	3%
Visitor centre parties ²	174,654	14%

Transportation	2016	% change (2014-15)
Airport passengers ⁴		
Castlegar	74,711	-3.2%
Highway traffic volume (000s) ⁵		
Route 3	1,691	3.1%

¹A traveller may visit several locations on one trip to British Columbia
²Due to the use of pooled datafiles to produce regional profiles, visitation and spending estimates for BC will not match values published in other Destination BC reports

TRIP CHARACTERISTICS BY ORIGIN

The Kootenay Rockies received 2,070,000 overnight person-visits in 2014 and generated over \$654 million in related spending. Domestic overnight travellers accounted for 81% of visitation and 74% of related spending. International travellers accounted for 19% and 26%, respectively.

On average, travellers in the Kootenay Rockies stayed 3.2 nights and spent \$98 per night during their trip. BC travellers in the Kootenay Rockies stayed 2.4 nights and spent \$86 per night during their trip. Other Canadian travellers stayed 3.4 nights and spent \$100 per night. Other Canadian travellers stayed 3.4 nights and spent \$100 per night.

	Total			% change (2013-2014)			Share of total		
	Overnight visitors (000s)	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
*All travellers in the Kootenay Rockies	2,070	\$654,286	6,700	-3%	-10%	-8%	100%	100%	100%
BC residents	595	\$123,419	1,431	-2%	-2%	-15%	29%	19%	21%
Other Canadian residents	1,080	\$362,783	3,629	-10%	-18%	-16%	52%	55%	54%
US residents**	217	\$82,769	657	11%	-9%	-16%	10%	13%	10%
Other international residents**	177	85,316	983	46%	31%	89%	9%	13%	15%

	Average spending per visitor	Average nights	Average spending per visitor per night
All Travellers in the Kootenay Rockies	\$316	3.2	\$98
BC residents	\$207	2.4	\$86
Other Canadian residents	\$336	3.4	\$100
US residents**	\$381	3.0	\$126
Other international residents**	\$481	5.5	\$87

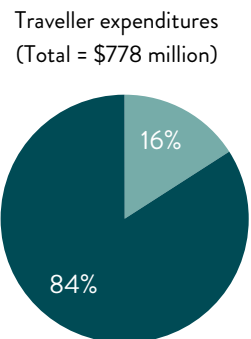
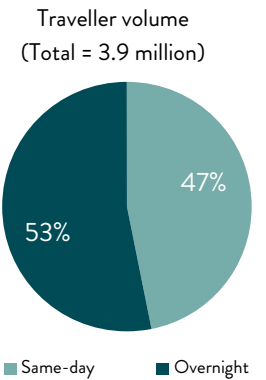
*Travellers main purpose of the trip to Kootenay Rockies is classified as either Leisure (66%), Visiting Friends and Relatives (27%), Business (3%), and Other (5%).

** Due to small unweighted sample size, please use extreme caution when interpreting.

OVERNIGHT VS SAME-DAY TRAVEL

Same-day travel encompasses travellers who enter and leave a destination (i.e. region) in less than 24 hours.

Same-day travellers accounted for 47% of visitor volume and 16% of visitor expenditures in the Kootenay Rockies region.



ACCOMMODATION

Over two-fifths of BC residents and one-quarter of other Canadian and other international visitor nights in the Kootenay Rockies were spent in the residences of friends and family. The most popular accommodation for other international visitors was other commercial followed by friend and family. US residents most often stayed in hotels or in other commercial fixed roof accommodations.

Primary accommodation*	BC residents	Other Canadians	US residents**	Other international**
Friends and family	43%	29%	16%	26%
Hotel	13%	15%	22%	16%
Motel	6%	5%	17%	8%
Other commercial fixed roof***	6%	14%	24%	33%
Camping / RV parks	17%	15%	5%	8%

*Please note the sum will not equal 100% for each market as other accommodation is not included in the table.

**Due to small unweighted sample size, please use extreme caution when interpreting.

***Other commercial fixed roof could include B&Bs, wilderness lodges, or commercial vacation rentals.

SEASONALITY

Most people travelled in the Kootenay Rockies during the peak summer months (July to September). Almost half of US residents visited in the spring and two thirds of other international travellers visited the region during the summer. Visits by BC residents are relatively more spread throughout the year.

Season of travel	BC residents	Other Canadians	US residents*	Other international*
January to March	20%	24%	2%	4%
April to June	20%	21%	48%	26%
July to September	36%	47%	43%	66%
October to December	24%	8%	8%	3%

*Due to small unweighted sample size, please use extreme caution when interpreting.

TRIP ACTIVITIES

Overnight travellers who spent one or more nights in the Kootenay Rockies took part in a number of outdoor activities during their trip*, including visiting beaches, hiking, camping, and visiting parks. Some cultural activities, including visiting historic sites and museums/art galleries, also ranked as top trip activities among international visitors.***

	BC residents	Other Canadians	US residents**	Other international**
1	Beach	Hiking or backpacking	National/provincial or nature park	National/provincial or nature park
2	Hiking or backpacking	National/provincial or nature park	Historic site	Historic site
3	National/provincial or nature park	Beach	Wildlife viewing or bird watching	Wildlife viewing or bird watching
4	Camping	Camping	Museum or art gallery	Hiking or backpacking
5	Fishing	Downhill skiing or snowboarding	Hiking or backpacking	Museum or art gallery

*Please note that the activities listed could have taken place anywhere on the trip, not just in the Kootenay Rockies

**Due to small unweighted sample size, please use extreme caution when interpreting.

***Please note that the following activities were not included in this analysis: visit friends or family, shopping, sightseeing, bar/night club, sport/outdoor activity unspecified.

Notes on data for travellers to Kootenay Rockies

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada.

The ITS and TSRC provide statistics on the volume and demographics of domestic and international travellers and on characteristics of their trips such as activities, expenditures, places visited, accommodations and length of stay. For more information, please visit www.statcan.gc.ca.

The data used in this profile are based on the 2013 and 2014 ITS, and 2013-2014 and 2014-2015 pooled TSRC data for those who travelled in Canada and spent at least one night in Kootenay Rockies.

Other data sources are noted where appropriate and listed on page 4.

REGIONAL COMPARISONS

Travel characteristics by region	Total			% change (2013-2014)			Regional share of total		
	Overnight visitors (000s)*	Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	18,944	\$9,221,492	84,961	1%	2%	5%			
Cariboo Chilcotin Coast	528	\$169,715	1,719	19%	24%	2%	3%	2%	2%
Kootenay Rockies	2,070	\$654,286	6,700	-3%	-10%	-8%	11%	7%	8%
Northern BC	936	\$412,398	4,105	3%	6%	21%	5%	4%	5%
Thompson Okanagan	3,721	\$1,405,721	13,430	-1%	-2%	-3%	20%	15%	16%
Vancouver, Coast & Mountains	9,225	\$4,812,306	43,179	3%	4%	9%	49%	52%	51%
Vancouver Island	4,430	\$1,767,065	15,828	8%	6%	13%	23%	19%	19%

*Please note the visitation of all regions will not equal the provincial total as travellers can visit multiple regions on one trip.

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SOURCES

1. BC Stats
2. Destination BC
3. Statistics Canada
4. Individual airports
5. BC Ministry of Transportation

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