

Kootenay Rockies

Overview

In 2012, overnight tourism in British Columbia generated 17.9 million person-visits* and \$8.6 billion in related spending. The Kootenay Rockies, one of six tourism regions in the province, represents 9% 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 (53%) and spending (50%) 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 spending can be attributed to Alberta and British Columbia residents.

Top five markets of origin (2012)	Share in Kootenay Rockies	
	Visitation	Spending
1 Alberta	53%	50%
2 British Columbia	27%	22%
3 Washington	3%	3%
4 Saskatchewan	2%	2%
5 United Kingdom	1%	2%

REGIONAL TOURISM PROFILE

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 has increased from the previous 2006 census and 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%.

JANUARY 2015



The region	2011	% change (2006-11)
Population ¹	146,264	3%
Population as % of BC	3%	+0.1 point change
Unemployment rate (2013) ²	5%	-0.2 point change

Age groups ¹	2011	% change (2006-11)
0-19 years	21%	-4%
20-44 years	27%	-1%
45-64 years	34%	6%
65+ years	19%	12%

Tourism industry	2013	% of BC
Businesses ³	850	4%
Employment (2012) ³	5,700	4%
Accommodation sector revenue (2012) ³	\$245.6M	8%
Room revenue (2012) ³	\$81.4M	n/a
Campsites		
Private/municipal ^{**4}	42	13%
Provincial ⁵	1,576	13%
National ⁶	858	76%
Custom entries ⁷	186,280	3%
Visitor centre parties ⁸	163,704	12%

Transportation	2013	% change (2013-13)
Airport passengers ⁹		
Castlegar	73,121	5%
Trail (2012)	26,118	27%
Highway traffic volume (000s) ¹⁰		
Route 3	1,639	0.5%
Route 95	2,067	3%

* A traveller may visit several locations on one trip to British Columbia; a person-visit represents a stay within each region visited

**Number of campgrounds.

Trip characteristics by origin

The Kootenay Rockies received 1.8 million overnight person-visits in 2012 and generated \$607 million in related spending. Domestic overnight travellers accounted for 83% of visitation and 77% of related spending. International travellers accounted for 17% and 23%, respectively.

On average, domestic travel parties in the Kootenay Rockies stayed 3.7 nights and spent \$132 per night during their trip. US travel parties stayed 3.3 nights and spent \$239 per night during their trip, and Other international travel parties stayed 4.9 nights and spent \$167 per night during their trip in the Kootenay Rockies region.

OVERNIGHT VS SAME-DAY TRAVEL

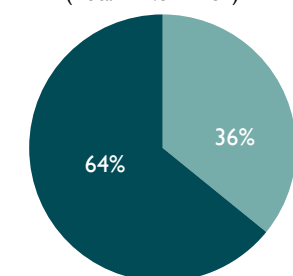
Same-day travel encompasses travellers who enter and leave a destination (i.e. region) in less than 24 hours.

Same-day travellers accounted for 36% of visitor volume in and 12% of visitor expenditures in the Kootenay Rockies region.

	Overnight visitors (000s)	Total		% change (2011-2012)			Share of total		
		Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
*All travellers in the Kootenay Rockies	1,815	\$607,379	6,758	1%	15%	8%	100%	100%	100%
BC residents	488	\$135,458	1,622	4%	26%	2%	27%	22%	24%
Other Canadian residents	1,019	\$334,507	3,896	-1%	12%	12%	56%	55%	58%
US residents	172	\$64,860	573	15%	20%	8%	9%	11%	8%
Other international residents	136	\$72,553	668	-8%	8%	-3%	7%	12%	10%
Leisure travellers in the Kootenay Rockies	1,129	\$432,746	4,377	0%	12%	5%	100%	100%	100%
BC residents	202	\$70,393	765	-3%	-1%	-8%	18%	16%	17%
Other Canadian residents	703	\$258,725	2,805	0%	18%	13%	62%	60%	64%
US residents	128	\$51,920	432	10%	15%	2%	11%	12%	10%
Other international residents	96	\$51,708	375	-3%	2%	-13%	9%	12%	9%

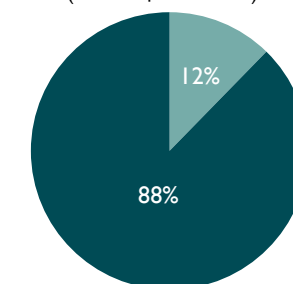
*Travellers main purpose of the trip to Kootenay Rockies is classified as either Leisure (62%), Visiting Friends and Relatives (28%), Business (6%), and Other (4%).

Traveller volume
(Total = 2.8 million)



Same-day Overnight

Traveller expenditures
(Total = \$692 million)



Accommodation

Nearly half of the British Columbia residents visiting the Kootenay Rockies spent their nights in the residences of friends and family. US and Other international residents spent more nights in hotels and motels than other travellers. British Columbia and Other international residents were more likely to stay at camping or RV park facilities than other markets of origin. Canadian residents spent the most nights in non-paid accommodation, most likely due to staying at owned cabins, condos, etc.

Primary accommodation*	BC residents	Other Canadians	US residents	Other international
Friends and family	48%	32%	21%	35%
Hotel	7%	14%	33%	31%
Motel	3%	3%	14%	7%
Other commercial fixed roof	6%	13%	12%	5%
Camping/RV parks	29%	15%	16%	21%

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

Seasonality

Most people travelled in the Kootenay Rockies during the peak summer months. More US residents and Other international travellers travel to the Kootenay Rockies during the spring months of April to June compared to other markets of origin. British Columbia residents and Other Canadians are more likely to travel during ski season (October to December).

Season of travel	BC residents	Other Canadians	US residents	Other international
January to March	15%	13%	13%	16%
April to June	15%	16%	21%	28%
July to September	51%	53%	53%	46%
October to December	20%	18%	13%	11%

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 national or provincial parks, camping, hiking/backpacking, and golfing.* Downhill skiing or snowboarding was included in the “top five” list for US residents, one of two regions in the province to include this activity for this market of origin.

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

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

**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.

Data sources for travellers in the Kootenay Rockies

The International Travel Survey (ITS) and the Travel Survey of Residents of Canada (TSRC) are ongoing surveys conducted by Statistics Canada in partnership with the Canadian Tourism Commission and some provinces, including British Columbia.

The ITS and TSRC provides 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.

The data are based on the 2012 results for those who travelled in Canada and spent at least one night in the Kootenay Rockies. For more information, please visit www.statcan.gc.ca.

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

Regional comparisons

Travel characteristics by region	Total			% change (2011-2012)			Regional share of total		
	*Overnight visitors (000s)	*Spending (\$000s)	Nights (000s)	Overnight visitors	Spending	Nights	Overnight visitors	Spending	Nights
All travellers in BC	17,905	\$8,614,261	52,294	1%	-2%	-33%			
Cariboo Chilcotin Coast	549	\$118,508	1,851	6%	-8%	12%	3%	1%	2%
Kootenay Rockies	1,815	\$607,379	6,758	1%	15%	8%	9%	7%	8%
Northern BC	1,027	\$391,778	4,048	-2%	-4%	17%	5%	5%	5%
Thompson Okanagan	3,827	\$1,140,998	13,598	0%	-8%	1%	20%	14%	17%
Vancouver, Coast & Mountains	8,266	\$4,658,547	40,370	0%	2%	9%	43%	57%	50%
Vancouver Island	3,821	\$1,326,817	14,364	-5%	-11.6%	-4%	20%	16%	18%
Leisure travellers in BC	8,707	\$4,591,925	34,357	1%	1%	-1%			
Cariboo Chilcotin Coast	303	\$83,163	1,130	6%	13.5%	25%	3%	2%	3%
Kootenay Rockies	1,129	\$432,746	4,377	0%	11.8%	5%	12%	10%	13%
Northern BC	394	\$200,708	1,400	-2%	28%	-3%	4%	5%	4%
Thompson Okanagan	1,759	\$688,392	6,395	-8%	-4%	-8%	18%	15%	19%
Vancouver, Coast & Mountains	4,094	\$2,333,585	14,306	4%	6%	2%	43%	52%	42%
Vancouver Island	1,901	\$714,351	6,454	-0.7%	-14%	-3%	20%	16%	19%

*Please note the visitation of all regions will not equal the provincial total as travellers can visit multiple regions on one trip and the spending of all regions will not equal the provincial total as the "unspecified" region is not included in the table.

Sources

1. 2011 Census, Statistics Canada
2. BC Stats
3. Tourism Statistics, BC Stats
4. Hello BC
5. BC Parks
6. Parks Canada
7. Statistics Canada
8. Destination BC
9. Individual airports
10. BC Ministry of Transportation

Data tables are based on Statistics Canada microdata which contain anonymised data collected in the Travel Survey of Residents of Canada (pooled) and/or the International Travel Survey 2011/2012. All computations on these microdata were prepared by Research Resolutions & Consulting Ltd. on behalf of Destination BC and the responsibility for the use and interpretation of these data is entirely that of the author(s).

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For more information, please contact:

Kootenay Rockies Tourism
 Email: info@kootenayrockies.com
 Phone: 250.427.4838
 Websites:
www.krtourism.ca (corporate)
 Mobile: www.kootenayrockies.mobi
www.facebook.com/KootRock
www.twitter.com/KootRock

Destination British Columbia
 Research, Planning & Evaluation
 Email: tourismresearch@destinationbc.ca
 Website:
www.DestinationBC.ca/research.aspx

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