



KOOTENAY ROCKIES

October 2005



This publication summarizes tourism indicators for the Kootenay Rockies (KR) tourism region (formerly BC Rockies) and provides a general overview of the area. The most recent annual data as well as historical trend data are presented, including visitor volume, accommodation and transportation indicators, and information about regional tourism products. Wherever possible, provincial data are provided to allow comparison between regional and provincial tourism performance.

Visitor Volume Indicators

REGIONAL CUSTOMS ENTRIES

- 2004 witnessed the beginning of rebound from a combination of events which negatively impacted travel to British Columbia (BC) (e.g. SARs, the war in Iraq) during 2003.
- The majority of customs entries for the region were through Kingsgate (28.2%), Roosville (23.2%), and Rykerts (19.7%). Roosville was the entry point for the greatest number of overseas visitors to the region with 36.8% of the 6,019 overseas custom entries. Kingsgate provided the entry point for the greatest percentage of U.S. visitors (28.2%) followed by Roosville (22.9%). It should be noted that regional customs entries can be misleading, as many international visitors to the Kootenay Rockies tourism region initially enter through border crossings in other tourism regions, including those outside of the province.
- The region as a whole represents 4.2% of all provincial customs entries. Increases in 2004 were reported for three entry points, with the greatest increases in Cranbrook (24.9%), followed by Trail (11.4%), and Nelway (6.5%). All others experienced a decrease in entries from 2003, with the largest decrease reported in Waneta (26.0%).
- Year-end figures reveal a decrease in the number of overnight entries from U.S. visitors compared to 2003

2004 Customs Entries for Kootenay Rockies and British Columbia

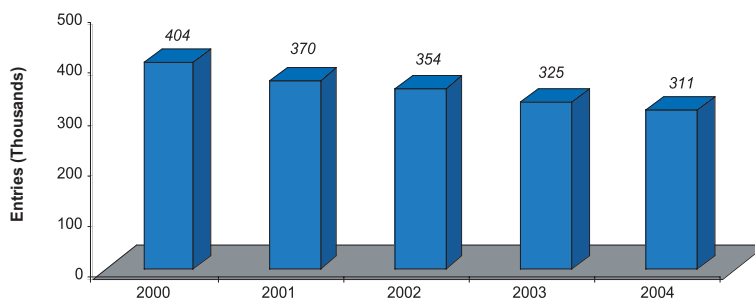
Customs Entries	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2004
KR U.S. Total*	61,998	70,841	115,694	56,185	304,718
% change**	-4.1%	-7.7%	-5.6%	0.9%	-4.7%
KR Overseas Total*	1,016	1,478	2,816	709	6,019
% change**	-19.1%	15.6%	28.8%	6.9%	11.8%
KR International Total*	63,014	72,319	118,510	56,894	310,737
% change**	-4.4%	-7.4%	-5.0%	1.0%	-4.4%
Provincial International Overnight	782,804	1,298,122	2,032,040	826,464	4,939,430
Provincial % change**	-3.1%	12.4%	3.4%	2.4%	4.3%

Source: Statistics Canada

*Includes all customs entries to Cranbrook, Kingsgate, Roosville, Nelway, Paterson, Rykerts, Trail, and Waneta, including those staying less than 24 hours.

**All % change figures are for changes from same period of 2003.

Kootenay Rockies Customs Entries 2000 - 2004



Source: Statistics Canada

(4.7%), but a significant increase in the number of overseas visitors (11.8%). However, overseas visitors only comprise 1.9% of all international visitors to the region. Overall, there was a decrease of 4.4% for all international customs entries to the region in 2004, as well as an annual average decline of 6.3% from 2000 to 2004.

VISITOR INFO CENTRES

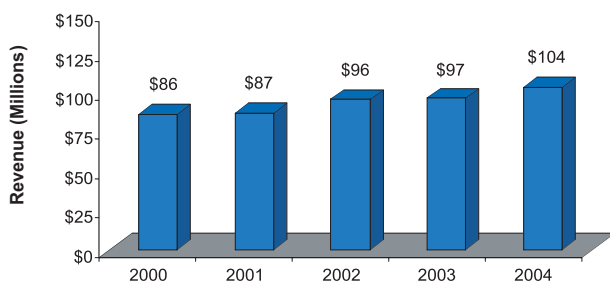
- A total of 149,759 visitor parties visited the Visitor Info Centres (VICs) in the region in 2004, representing 9.0% of those visiting VICs province-wide. Total provincial Visitor Information Centre usage was up 6.9% from 2003; however, VIC usage in the region declined 2.2% relative to 2003.
- The number of visitor parties for the region peaked in July and August of 2004; these two months represented 50.0% of total parties for 2004. Decreases were evident in all quarters, except for the second quarter (up 7.2%), relative to the same period of 2003.
- VIC use in the region peaked in 2001, but usage has been declining since 2002. Overall, from 2000 to 2004, there has been an average annual decline of 4.4% in the number of visitor parties using regional VICs.
- Caution is advised when interpreting these figures as they reflect not only changes in visitation to the region, but also changes in the hours of operation for the VICs within the region.

Accommodation Indicators

ACCOMMODATION TYPE AND CAPACITY

- Of the 2,342 fixed-roof accommodation properties listed in the *2005 British Columbia Approved Accommodation Guide*, 305 or 13.0% are located in the Kootenay Rockies tourism region.
- While hotels and motels form the majority of the regional accommodation product in both type and capacity (46.2% of all properties in the region and

Kootenay Rockies Room Revenue 2000 – 2004



Source: BC STATS

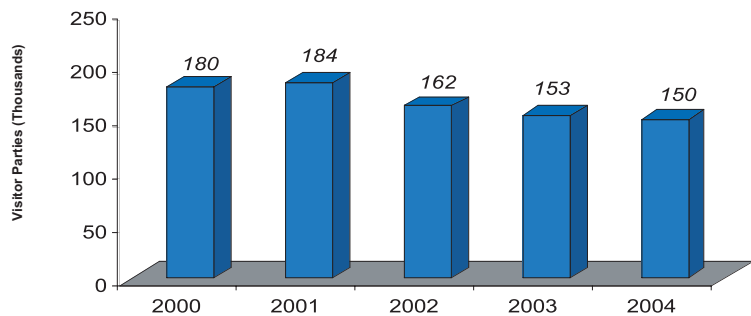
2004 VIC Visitor Parties - Kootenay Rockies and BC

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2004
Kootenay Rockies	10,761	33,578	94,050	11,370	149,759
% change*	-0.9%	7.2%	-3.7%	-14.5%	-2.2%
BC Total	180,580	416,686	861,989	200,057	1,659,312
% change*	19.6%	4.2%	4.9%	11.9%	6.9%

Source: Tourism British Columbia

*All % change figures are for changes from same period of 2003

Kootenay Rockies VIC Use 2000 – 2004



Source: Tourism British Columbia

Fixed-Roof Accommodation Facilities - Kootenay Rockies and BC

	Kootenay Rockies	BC	% of Provincial Total
Number of Facilities*			
Inns and B&Bs	86	855	10.1%
Lodges and Cabins	41	216	19.0%
Hotels	41	438	9.4%
Motels	100	538	18.6%
Resorts	8	56	14.3%
Other**	29	239	12.1%
Total	305	2,342	13.0%
Number of Units			
Inns and B&Bs	376	3,164	11.9%
Lodges and Cabins	476	2,114	22.5%
Hotels	2,677	46,984	5.7%
Motels	2,657	16,056	16.5%
Resorts	589	3,693	15.9%
Other**	213	3,097	6.9%
Total	6,988	75,108	9.3%

Source: *2005 British Columbia Approved Accommodation Guide*, Tourism British Columbia

*Facilities and units may be counted more than once due to properties with multiple facility types.

**Includes condos, townhouses, guest ranches, hostels, houseboats and cottages.

2004 Room Revenue – Kootenay Rockies and BC (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2004
Kootenay Rockies	27,651	20,724	39,813	15,525	103,714
% change*	5.9%	7.0%	8.8%	6.1%	7.2%
BC Total	339,375	390,079	577,485	285,157	1,592,097
% change*	1.1%	10.5%	8.6%	7.0%	7.1%
% of BC Total	8.1%	5.3%	6.9%	5.4%	6.5%

Source: BC STATS

*All % change figures are for changes from same period of 2003.

76.3% of all regional accommodation capacity are found in these two categories), lodges and cabins in the region represent 22.5% of total provincial capacity.

- All regional districts posted room revenue growth in 2004 compared to 2003. Room revenue increased in the Kootenay-Boundary district (8.6%), the Central Kootenay district (7.5%), and in East Kootenay (6.0%).
- East Kootenay generated half (50.5%) of the region's room revenue and 3.3% of the provincial total. Of the urban centres, Revelstoke generated 13.7% of regional room revenue, while Cranbrook generated 7.7%.

Transportation Indicators

REGIONAL TRANSPORTATION STATISTICS

- Castlegar Airport is a regional airport, offering daily service to major centres, such as Vancouver and Calgary. In 2004, Castlegar Airport experienced an increase of 8.5% in passengers over 2003.

Regional Tourism Products

OVERVIEW OF TOURISM PRODUCT OFFERING

- The Kootenay Rockies tourism region includes a diverse topography of rivers, lakes, waterfalls, beaches, mineral hot springs, alpine meadows, and snow-capped mountains. Outdoor water pursuits include canoeing, boating, windsurfing, water-skiing, whitewater rafting, and fishing. The region also offers a diverse range of other tourism products including those related to arts and culture.
- In 2001, there were approximately 2,193 nature-based tourism businesses in the province, of which, one-tenth (10.3%) operated in the Kootenay Rockies tourism region.

FISHING

- Results from the *2000 Survey of Recreational Fishing in Canada* show that the majority (59.2%) of those participating in recreational fishing in the region are from British Columbia, while 25.9% are from other Canadian provinces, and 14.7% are from the US.
- Anglers reported fishing an average of 15.5 days in the region with 61.5% of all regional anglers purchasing an annual license. Within the region, 8.9% of freshwater anglers also reported that they had participated in saltwater fishing during 2000.

2004 Kootenay Rockies Room Revenue by Regional District (\$000s)

Central Kootenay	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2004**
East Kootenay	16,962	10,078	17,593	7,735	52,369
% change*	7.8%	7.0%	7.8%	-2.6%	6.0%
Central Kootenay	3,277	4,382	7,591	3,098	18,349
% change*	3.0%	8.0%	7.4%	12.5%	7.5%
Kootenay-Boundary	1,589	1,222	2,185	1,179	6,175
% change*	1.5%	3.4%	15.8%	11.9%	8.6%

Source: BC STATS

*All % change figures are for changes from same period of 2003.

** Some regional districts straddle tourism regional boundaries; therefore, the sum of room revenue for the regional districts will not equal the tourism region room revenue total, as reported in the previous table

2004 Kootenay Rockies Room Revenue by Urban Centre** (\$000s)

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2004
Cranbrook	1,363	1,962	3,191	1,518	8,034
% change*	5.3%	4.3%	5.0%	-11.5%	1.3%
Revelstoke	3,287	2,903	6,099	1,897	14,186
% change*	-2.8%	11.1%	10.0%	12.2%	7.3%

Source: BC STATS

*All % change figures are for changes from same period of 2003.

** Only the urban centres with data available from BC STATS are shown.

2004 Kootenay Rockies Transportation Passengers

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total 2004
Castlegar Airport	14,529	17,303	18,727	16,151	66,710
% change*	5.0%	14.3%	7.8%	6.8%	8.5%

Source: Castlegar Airport

*All % change figures are for changes from same period of 2003.

Number of Commercial Nature-Based Tourism Businesses – Kootenay Rockies and BC

	Kootenay Rockies (Number of businesses)	BC Total (Number of businesses)	% of BC Total
Lodge-Based			
Destination Lodges	17	95	17.5%
Guest Ranches	4	71	6.0%
Guide Outfitters	31	236	13.0%
Freshwater (FW) - Based			
FW Fishing Lodges	1	145	1.0%
FW Fishing (No Lodge)	21	116	18.0%
River Rafting	22	79	28.0%
FW Kayaking/Canoeing	4	40	10.0%
Marine/Saltwater (SW) - Based			
SW Fishing Lodges	0	132	0.0%
SW Fishing (No Lodge)	0	71	0.0%
SW (Ocean) Kayaking	1	137	1.0%
Boat Charters (most SW)	3	298	1.0%
Scuba Diving	1	54	2.0%
Marine Wildlife Viewing	0	41	0.0%
Sail Cruising	2	85	2.0%
Pocket Cruising	0	10	0.0%
Land - Based			
Land-Based Summer*	57	407	14.0%
Mountain Biking	5	44	12.0%
Land-Based Winter**	44	100	44.0%
Heli-Skiing	12	32	36.0%
Total	225	2,193	10.3%

Source: *Characteristics of the Commercial Nature-Based Tourism Industry in British Columbia*, Tourism British Columbia

*Includes cycling tours (other than Mountain Biking), ATV experiences, bird-watching, nature-based cultural tourism, education, hang gliding/para-sailing, hiking/backpacking, horseback riding, llama trekking, rock-climbing, day sailing, and wildlife or nature observation, including photography.

**Includes backcountry ski touring, cross country skiing, winter education, snowmobiling, and cat skiing/snowboarding.

- Among regional anglers who reside outside of British Columbia, the survey results indicated that many made more than one trip to BC in 2000. Overall, 42.4% reported making a single trip, 17.9% reported making two trips, while 39.7% made three or more trips.
- The recreational fishing survey is conducted every five years by the Department of Fisheries and Oceans. The 2005 survey is, at the time of this report, currently in progress.

SKIING AND SNOWBOARDING

- The Kootenay Rockies tourism region hosts 37.9% of the province's ski runs. The largest ski facility (by total number of runs) is Panorama Mountain Village, with 120 marked runs. The next largest ski facility is Fernie Alpine Resort (107 runs), closely followed by Kicking Horse Mountain Resort (106 runs).

PARKS AND CAMPING

- Camping and wilderness areas offered in Provincial Parks are an important component of the provincial tourism product. The BC Provincial Park network consists of 826 provincial parks, protected areas, recreation areas, or ecological reserves, covering 11.9% of the total provincial land base. This network includes 340 campgrounds offering a variety of facilities, including 11,075 campsites and 2,767 kilometres of hiking trails.
- Just over one tenth (11.2%) of the total provincial campsites are located in the Kootenay Rockies tourism region. The Kootenay Rockies region is also home to the province's largest concentration of National Parks, including Mount Revelstoke, Glacier, Yoho, and Kootenay National Parks. Combined, these parks offer visitors 691 campsites, as well as numerous wilderness and walk-in facilities in the backcountry areas.
- Kootenay and Yoho National Parks are two of five national parks that represent the Rocky Mountains natural region of Canada. Of these five parks, Kootenay and Yoho lie on the western side of the Continental Divide, while Banff, Jasper and Waterton Lakes lie on the eastern side. Kootenay and Yoho National Parks are two of seven national and provincial parks that comprise the 26,583-km² Canadian Rocky Mountain Parks World Heritage Site, one of the world's largest protected wilderness areas.

2000 Kootenay Rockies Anglers

	% of KR Anglers	% of BC Anglers	% of BC Total 2000
<i>Origin of Angler</i>			
British Columbia	59.2%	77.6%	12.4%
Other Canadian	25.9%	9.5%	44.3%
United States	14.7%	11.8%	20.2%
Other International	0.2%	1.1%	3.2%
<i>Number of Trips Made to BC in 2000*</i>			
1 trip	42.4%	46.8%	26.8%
2-5 trips	41.3%	39.4%	31.0%
6-10 trips	11.4%	8.3%	41.1%
11 or more trips	4.8%	5.5%	26.0%

Source: 2000 Survey of Recreational Fishing in Canada, Fisheries and Oceans Canada

*Only data for persons not residing in BC are presented.

2004 Kootenay Rockies Ski Facilities

Ski Hill	Total Runs	% of Province (1,434 runs)
All Kootenay Rockies	544	37.9%
Fairmont Hot Springs	12	0.8%
Fernie Alpine Resort	107	7.5%
Kicking Horse Mountain Resort	106	7.4%
Kimberley Alpine Resort	68	4.7%
Panorama Mountain Village	120	8.4%
Powder Springs Ski Resort	12	0.8%
Red Resort	83	5.8%
Salmo Ski Hill	4	0.3%
Whitewater Ski Resort	32	2.2%

Source: Kootenay Rockies Tourism

Park and Camping Facilities – Kootenay Rockies and BC

	Kootenay Rockies	BC	% of Provincial Total
<i>Provincial Parks</i>			
Front Country Camping	20	168	11.9%
Back Country Camping	11	48	22.9%
Group Camping	2	40	5.0%
Youth Group Camping	2	40	5.0%
Marine Camping	2	18	11.1%
Total Camp Sites*	1,241	11,075	11.2%
<i>National Parks</i>			
Number of Parks	4	7	57.1%
Total Camp Sites*	691	1,011	68.3%
<i>Private and Municipal Parks</i>			
Number of Parks	91	610	14.9%
Total Camp Sites**	4,584	30,257	15.2%

Source: BC Parks; Parks Canada and 2003 British Columbia Approved Accommodation Guide, Tourism British Columbia

*Campgrounds provide a variety of campsites and special features; therefore, some campgrounds may be counted in more than one category. Other campgrounds do not provide information on their campsites or features. As a result, this table does not represent an exhaustive list of all campgrounds in provincial parks.

**Total does not include various walk-in and wilderness sites for which no information is available.

Regional Geographic and Demographic Information

GEOGRAPHY AND CLIMATE

- The Kootenay Rockies tourism region is located in the southeast corner of British Columbia, bordering on Alberta to the east and the U.S. to the south. The region is dominated by mountain ranges extending north and south and contains four of the province's national parks.

DEMOGRAPHY

- The Kootenay Rockies tourism region, with 3.7% of the total provincial population, comprises 6.2% of British Columbia's land area and contains 4.3% of the province's total private dwellings.
- The population in the Kootenay Rockies region declined in 2001 by 1.5%, from the previous census in 1996. Average annual earnings in 2001 were lower than the 2001 provincial average.

Note: The Kootenay Rockies tourism region includes the following Regional Districts: East Kootenay, Central Kootenay, and Kootenay-Boundary Regional District.

Climate Information for Major Centres in Kootenay Rockies

City	Average Yearly Temp	Average Yearly Snowfall	Average Yearly Rainfall	Average Yearly Sunshine
	(°C)	(cm)	(mm)	(hr)
Cranbrook	5.7	139.9	270.7	2,205.3
Revelstoke	6.9	424.6	617.7	1,599.4
Castlegar	8.4	211.0	559.7	1,854.8

Source: Environment Canada. Based on a minimum of 15 years of data during the period 1971-2000.

2001 Census Information – Kootenay Rockies and BC

	Kootenay Rockies	BC	% of Provincial Total
Population			
Population (2001)	145,153	3,907,738	3.7%
Age			
0-19	25.5%	25.0%	3.8%
20-44	31.1%	36.3%	3.2%
45-64	28.1%	25.1%	4.2%
65-84	13.7%	12.1%	4.2%
85+	1.7%	1.5%	4.1%
Average Annual Earnings			
All persons with reported income	\$27,833	\$31,544	n/a

Source: 2001 Census, Statistics Canada

For more information about tourism in the Kootenay Rockies Region, please contact:

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