

Community Tourism Plan - South Kootenay

*Communities of Trail, Fruitvale, Montrose, Warfield,
Rossland and Areas A and B of the Regional District of
Kootenay Boundary*



Acknowledgement

The Community Tourism Planning program was made available by:



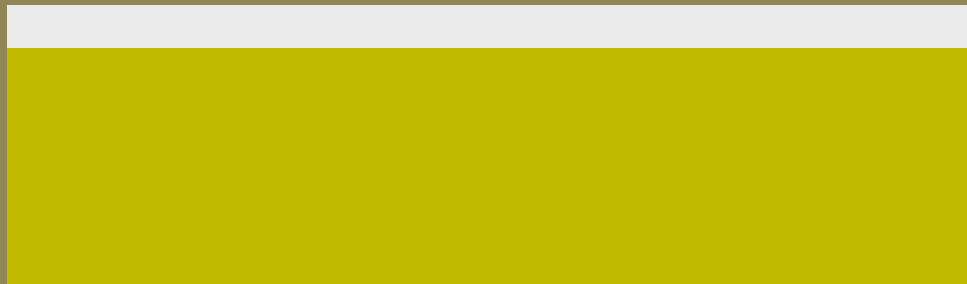
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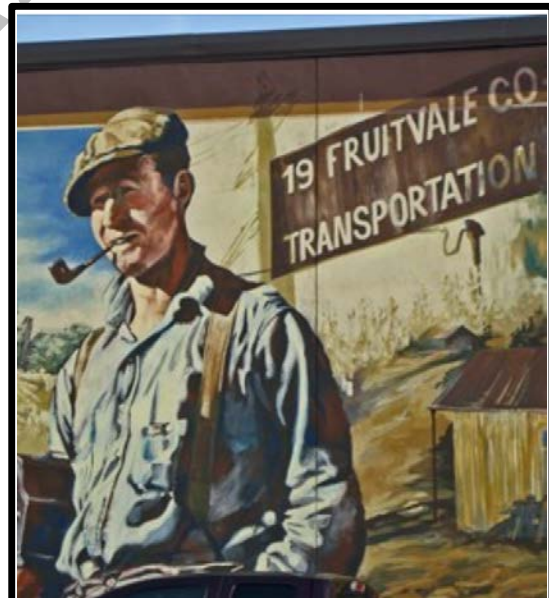
KOOTENAYS

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Village of Fruitvale



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Source: Village of Montrose

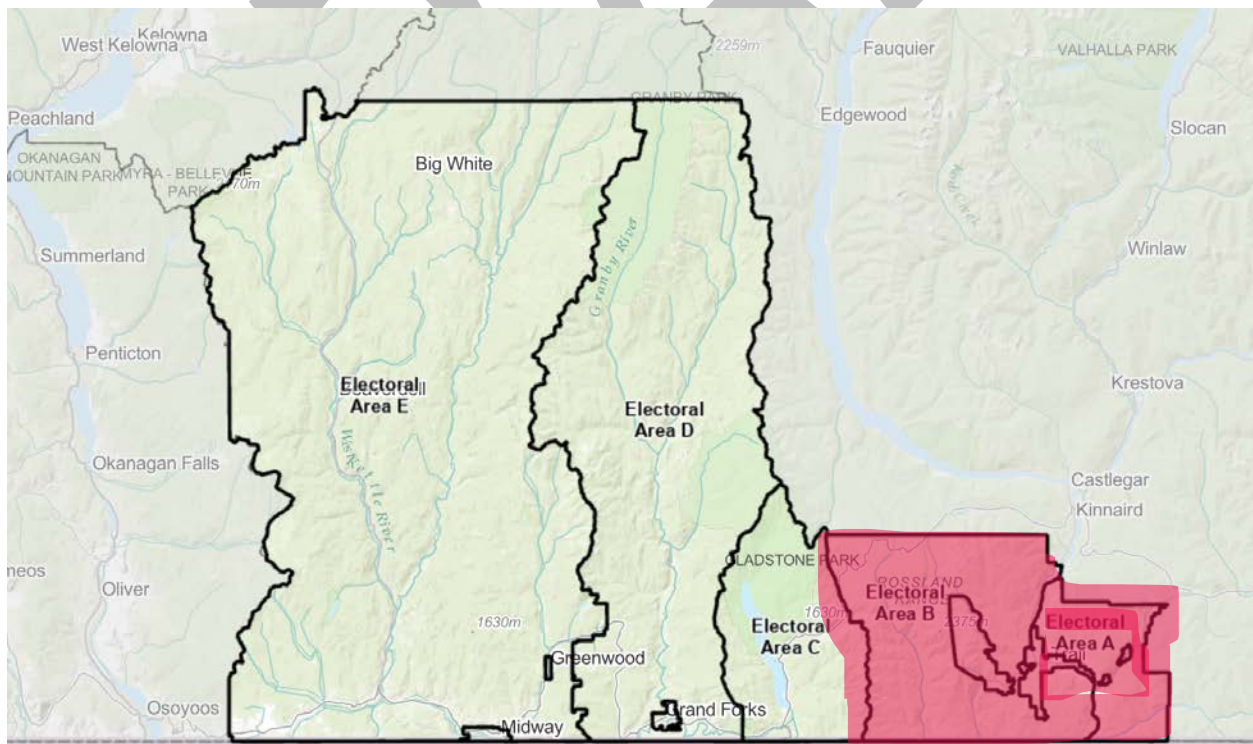
The Project

The Trail & District Chamber of Commerce is championing a planning process with the support of Destination BC and Pacific Economic Development Canada to define a strategic direction for South Kootenay community tourism efforts and investments over the next five years. The following plan recommends areas of focus and priority investments to maximize progress towards a community-informed definition of success. It also recommends a governance and funding model and preliminary budget allocations that should be further reviewed, adjusted if necessary and formally adopted by the Board of the governing organization as a first step to implementation and ongoing accountability.

The South Kootenays planning area includes the following communities:

- ✓ City of Trail
- ✓ City of Rossland
- ✓ Village of Warfield
- ✓ Village of Montrose
- ✓ Village of Fruitvale
- ✓ Areas A and B of the Regional District of Kootenay Boundary

This plan is a living document intended to inform decision-making and resource allocation and should be regularly reviewed and updated with new market intelligence and community insights.



Our Vision for Tourism in the South Kootenays

"We will develop a sustainable tourism economy that warmly welcomes respectful visitors and contributes to the prosperity of our communities and to our quality of life through the sharing of our stories and the celebration of our unique heritage, our vibrant culture and our incredible landscapes."

Our Mission for Tourism in the South Kootenays

We will:

- ✓ Inspire travelers to visit us and to stay longer in our towns and businesses.
- ✓ Build a sustainable and resilient visitor economy in the South Kootenay's that embraces local values, adds new experiences that can be enjoyed by visitors and residents alike, and celebrates our unique spirit and sense of place.
- ✓ Attract visitors at all times of year to respectfully enjoy our wealth of outdoor recreation and sporting events and to explore our rich heritage and ever-growing depth of arts, culture and culinary experiences.

Measures of Success

Progress towards this tourism vision will be measured using the following indicators:



Village of Warfield

1. Hotel occupancy and REVPAR (if available)
2. Visitor Centre statistics (number of visitors/number of parties, area of origin, length of stay)
3. Ticketed event attendance (e.g. Charles Bailey Theatre, Smoke Eaters' games and other venues, festivals) and estimates of attendee/participant spending
4. Skier visits (if data available from RED/Tourism Rossland)
5. Golf Rounds (if available from golf courses)
6. Trail usage (if data available from RED/Tourism Rossland or sourced from TrailForks or similar)
7. Number of sport events hosted (including attendance and room nights if available)
8. Airport passengers and scheduled flights - Trail (YXX) and Castlegar (YCG)
9. Border crossing numbers at Hwy 21, 22, 22A and 6
10. Value of the tourism economy (baseline and updates every 3-5 years)
11. Positive resident sentiment towards tourism (Resident Survey)
12. Population growth (Census data)
13. Local Business Licenses issued (tourism-related category)
14. Growth in Municipal Regional District Tax (in Rossland and entire area if MRDT collection enabled)

While there is no single definitive measure of success or gauge of progress, this wider collection of measures will prove indicative of the overall health of the South Kootenay tourism economy and when compared to baseline measures, the nature and extent of progress will be quantifiable.

Guiding Principles

Tourism stakeholders and supporters in the South Kootenay area will work together to achieve this vision in a manner that is:

- Open and Honest
- Collaborative, Respectful and Inclusive
- Transparent and Accountable
- Innovative and Strategic

Building From Our Strengths

The most effective strategies build on an existing position of strength and competitive advantage. Gaps or weaknesses are viewed as opportunities to improve. A comprehensive Current Situation Analysis is provided in Appendix A attached to this strategy.

The South Kootenay's will most effectively contribute to a successful and responsible tourism economy by leveraging these core strengths in the visitor offering:

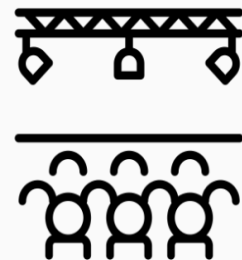
Recreation

- The outdoors is right here - extensive trail network that covers a range of elevations offering an extended season of use - future potential for interconnectivity of trails amongst all communities
- Winter playground - RED Resort; Blackjack and Paulson Nordic trails
- Golfing - many different courses within one hour; excellent value
- Angling - Columbia River; nearby lakes (Champion Lakes)
- Columbia River Skywalk gives unique perspective on the river and surrounding landscapes
- Provincial Parks; community parks



Arts, Culture, Heritage

- Interesting settler/industrial heritage - walking tours (murals, covered stairways, rock walls, agriculture) + Teck Interpretive Centre/Tours
- Charles Bailey Theatre - largest performance venue in West Kootenays for 300km
- Royal Theatre - offering programming from around the world
- Rossland Museum & Discovery Centre programs; exhibits
- Trail Riverfront Centre - museum exhibits; temporary exhibits
- VISAC Gallery and many talented local artists/artisans
- Interesting local festivals and events that enhance the visitor experience
- Growing number of culinary experiences; wineries, breweries, distilleries



Meetings & Business/Worker Travel

- Significant industrial economy attracts business meetings; consultants; plant shutdowns etc. and creates a base of visitation who may be interested in experiences during their 'off' time and/or returning at a future point with their families/friends
- Meeting space at various hotel properties and other venues (The Bailey, Miners' Union Hall etc.) suitable for associations/groups from 150-300 delegates



Sports Tournaments & Events

- Infrastructure to support hosting of national, provincial and regional sports tournaments and events (Trail Little League Provincials 2026/ Canadians in 2028)
- Strong local pride and community support/volunteers/clubs for amateur sport
- RED Mountain racing reputation and snow sports infrastructure



Partnerships

- The South Kootenays is part of both the Highway 3 Collaborative (www.hwy3bc.ca) and Rainforest to Rockies Iconic touring route as well as the International Selkirk Loop (Rivers, Dams and Mines Super Side Trip)
- It is well-positioned to be showcased by a number of sector organizations including Mountain Bike BC; BC Ale Trail; BC Bird Trail; BC Farmers' Markets;
- Neighbouring communities are promoting their destinations and may be open to mutually beneficial marketing collaborations (Tourism Rossland, Destination Castlegar, Nelson Kootenay Lake Tourism, Experience Creston Valley, Arrow Slovan Tourism etc.)
- Kootenay Rockies Tourism, the regional Destination Marketing organization offers resources and supports and is the lead agency promoting The Powder Highway
- Pacific Coastal is the primary scheduled carrier into YXX and can be approached for partnership opportunities



Addressing Our Gaps

While it is important to leverage the South Kootenay's strengths, it is also important when developing strategic direction, to understand the gaps or weaknesses in the visitor experience. An assessment of possible investments to be made in addressing these gaps can then be considered, or a decision made to position away from these gaps:

- Lack of market awareness of reasons to visit the South Kootenays and stay longer - no understanding of 'why' go to Trail, Warfield, Fruitvale, Montrose and surrounding areas and stay overnight
- Downtown vibrancy; hours of business operation and things to do can be limited at various times of day/year; concerns with safety/perceived safety in downtown Trail
- Little to no brand equity in the name 'South Kootenays' or market knowledge of where this is located - visitors may understand where Castlegar, Trail or Rossland are located but the collection of communities currently using the working name 'South Kootenay's has no visible market presence; previous use of Lower Columbia also may confuse visitors
- No dedicated organization or sustainable funding model to drive the South Kootenay tourism economy and implement strategic opportunities - Tourism Rossland does an excellent job of promoting Rossland/RED and there is opportunity for continued partnerships while also considering funding/governance models to support the remaining South Kootenay participating communities
- Limited transportation options beyond private vehicle



Source: Tourism Rossland

Unique Selling Proposition (USP) & Competitive Advantage

The unique selling proposition of the South Kootenays and its competitive advantage lies in several distinct areas, each of which will receive more or less profile depending on the audience being targeted in any particular marketing campaign:



Market Research Analysis - Highlights

A review of available market research was conducted to inform the choice of target markets that would respond to this unique selling proposition. Research highlights include:

- Domestic Visitor Origin: BC (92%), Alberta (4%) - Calgary, Rest of Canada (4%)
- Top Visitor Origin BC: Regional - Central Kootenay, Nelson, Grand Forks, Kootenay Boundary, Okanagan Similkameen, followed by Greater Vancouver, East Kootenay, Central Okanagan, Columbia-Shuswap
- Top EQ Types: Primary - Rejuvenators, Secondary - Gentle Explorers and Authentic Experiencers
- Top PRIZM segments are Backcountry Boomers; Country & Western; Down to Earth

More detailed research statistics and analysis can be found in Appendix B. Essentially, this research confirms that the majority of current visitors to the South Kootenays come from the regional and within a 2-hour drive range. There is some visitation from the Okanagan and Calgary that with further marketing investments may see growth.

Today's visitors tend to be older, without children living at home and they are interested in outdoor recreation, fishing and hunting, sports events, and a wide range of festivals and events (beer, food and wine, music festivals), film shows. The Country & Western segment also has some interest in historical sites. This research should also be used to inform the creative look, feel and tone of messaging so that it resonates with the values and aspirations of these core segments.

Highlights are below with additional detail in Appendix B. A Google drive of additional information, data and reports has been made available to the Trail & District Chamber of Commerce for use once implementation begins.

BC Market Potential

Based on 2022 highest visitation by PRIZM segment, the top target group Rural Mature is located in close in regional BC markets. Market Size 181,213 BC Households (8.9%) of the 2,030,007 households in 2022. Dominant EQ type: Rejuvenators. This group is older with the median household maintainer age ranging from 58-64, low visible minority, below average household income, high index for attraction to nature, primarily located in rural BC south central, Kootenays, and select locations on Vancouver Island. Three PRIZM segments make up this group: Backcountry Boomers, Country & Western and Down to Earth.

Based on 2022 second highest visitation by PRIZM segment groupings, the secondary target group Mature Rural/Suburban is located in regional BC markets. Market Size 338,316 BC Households (16.6%) of the 2,030,007 households in 2022. Dominant EQ type: Rejuvenators followed by Gentle Explorers and Authentic Experiencers. This group is older with the median household maintainer age ranging from 58-64, low visible minority, below average household income, high index for attraction to nature, primarily located in rural BC south central, Kootenays, and select locations on Vancouver Island. Five PRIZM segments make up this group: Old Town Roads, Scenic Retirement, Boomer Bliss, Suburban Sports, Slow-lane Suburbs.

Destination Canada Explorer Quotient (EQ) Types for South Kootenays

The number one EQ type for the South Kootenays is **Rejuvenators**. Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, they like to be pampered, and indulge themselves. They are busy, family-oriented Canadians/Americans seeking a relaxing escape,

typically within Canada and the US. They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home. They like the outdoors, nature and unstructured travel and are comfort seekers. They are typically located in rural settings. Rejuvenators do not want an overly hectic schedule and seek connections to nature. They tend to be mature, lower-middle income couples and families in small towns and rural communities. Rejuvenators are frugal consumers and tend to be practical in their purchase decisions, not being swayed by popular brand names. Rejuvenators are also among the last to embrace digital media and smart devices. Experience Appeal: relaxing, celebrating, escapism.

Secondary EQ Types for South Kootenays

Secondary for South Kootenays *Gentle Explorers* followed by *Authentic Experiencers* who are only represented by the number one household count in BC, Suburban Sports.

Gentle Explorers are familiarity seekers and are primarily defined by their reluctance to venture far beyond the comfort of home. They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so. They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures. They prefer creature comforts and the security of group travel. Travel is an opportunity to act more vividly and spontaneously than when at home. They are typically located in rural settings. Experience Appeal: observing, socializing, celebrating.

Authentic Experiencers are learners, they tend to be mature, affluent couples from suburban and urban fringe neighbourhoods in urban areas. Travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history and culture of the places they visit. They tend to be older, highly educated, and adventurous. They relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way. They are drawn to nature (especially parks), small towns, historic sites and well-known wonders. They enjoy historical travel, low-impact activities and learning, unique dining experiences including local ingredients. Experience Appeal: discovering, accomplishing.

Market Size and EQ composition of top Visitor PRIZM Segments by Groups

PRIMARY - RURAL MATURE - Top 3 - Market Size 181,213 BC Households (8.9%), dominant EQ type Rejuvenators

1. Backcountry Boomers 54,768 HH 2.7%, Virtual Travellers
2. Country & Western 87,422 HH 4.3%, Rejuvenators
3. Down to Earth 39,023 HH, 1.9%, Rejuvenators

The top group by visitor volume RURAL MATURE is older with the median household maintainer age ranging from 58-64, low visible minority, below average household income, high index for attraction to nature, primarily located in rural BC south central, Kootenays, and Vancouver Island.

1. Backcountry Boomers

Of the 67 PRIZM Clusters identified in Canada, Backcountry Boomers rank 16th, making up 54,768 households, or 2.7% of the total Households in British Columbia (2,030,007).

EQ Type: Virtual Travelers. Visible Minority Index: Low. Top Locations Southern Gulf Islands, Comox Valley, Columbia Shuswap, Sunshine Coast, Nanaimo, Sechelt, Cariboo, Okanagan Similkameen, Central Kootenay, Sunshine Coast.

The Median Household Maintainer Age is 64, 63% of couples do not have children living at home (Above Average). Below Average Household Income of \$93,980 compared to BC at \$118,490.

Top 3 Social Values: Attraction to Nature, Community Involvement, Emotional Control.

Top Tourism Activities: Camping, Hiking/Backpacking, Cycling.

Above average interest in Sporting events, Beer, food & wine festivals, Fishing & hunting, Film festivals, home shows, Music festivals.

2. Country & Western

Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007). EQ Type: Rejuvenators. Visible Minority Index: Low. Top Locations: Revelstoke, Prince Rupert, Port Hardy, Golden, Rossland, Lake Cowichan, Squamish, Columbia Shuswap, Merritt, Kitimat.

The Median Household Maintainer Age is 58, 51.8% of couples do not have children living at home (Above Average). Below Average Household Income of \$100,396 compared to BC at \$118,490

Top 3 Social Values: Attraction to Nature, Need for Escape, Traditional Family.

Top Tourism Activities: Home shows, Film festivals, Beer, food & wine festivals.

Above average interest in Sporting events, Historical sites, Curling, Inline skating.

3. Down to Earth

Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 20th, making up 39,023 households, or 1.9% of the total Households in British Columbia (2,030,007). EQ Type: Rejuvenators. Visible Minority Index: Low. Top Locations: Columbia Shuswap, Cowichan Valley, Comox valley, Nanaimo, Prince George, Sunshine Coast, Kimberley, Vanderhoof, Central Kootenay, Peace-River.

The Median Household Maintainer Age is 59, 54% of couples do not have children living at home (Above Average). Below Average Household Income of \$106,659 compared to BC at \$118,490.

Top 3 Social Values: Attraction to Nature, Emotional Control, Brand Apathy.

Top Tourism Activities: Cycling, Hiking/Backpacking, Camping.

Above average interest in Craft shows, Beer, food & wine festivals, Power boating & jet skiing, Inline skating, Film festivals.

Target Markets - Travel Motivators - Travel Enhancers

Based upon this research, the South Kootenay area's target markets that offer the greatest opportunity include:

Target Market	Travel Motivating Experience	Travel Enhancers - Reasons to Stay Longer or Spend More
Regional Drive Market (within 2 hour driving range)	<ul style="list-style-type: none"> Outdoor recreation Performance at The Bailey Event at the Royal Theatre Smoke Eaters game Festival or Market 	Dining; Unique retail; Opportunities to recreate, relax, learn about heritage, arts, culture
Regional Drive Market (within 4 hour driving range)	<ul style="list-style-type: none"> Performance at The Bailey Signature Festival or Event (TBD) Angling Golf 	Dining; Unique retail; Opportunities to recreate, relax, learn about heritage, arts, culture
National/Provincial/Regional Sports Groups/Clubs/Leagues - Participants & Families	<ul style="list-style-type: none"> Sports Tournament 	Dining; Unique retail; Opportunities to recreate, relax, learn about heritage, arts, culture
Business/Work Related Travel	<ul style="list-style-type: none"> Meeting; scheduled work 	Dining; Unique retail; Opportunities to recreate, relax, learn about heritage, arts, culture
Passionate anglers - PNW region	<ul style="list-style-type: none"> Fishing - Columbia River 	Golfing, skiing opportunities combined with angling; Elk River/Columbia River combo tour for long-haul
Skiers/Snowboarders - Regional, National & International	<ul style="list-style-type: none"> RED Resort; Big Red Cats XC Ski Touring 	Dining; Unique retail; Opportunities to recreate, relax, learn about heritage, arts, culture
Touring Travelers (Highway 3 and/or Rainforest to Rockies)	<ul style="list-style-type: none"> Touring/ Road Trip opportunities to experience a new community and its unique culture/heritage and recreational experiences 	Variety of experiences and ease of access to them warrants multiple nights stop/stay

Strategic Direction for Tourism in the South Kootenays

Strategic Pillars - Areas of Focus

Investments should be designed to capture the immediate market opportunity as well as to build a foundation for long-term achievement of the tourism vision. Eight pillars or areas of focus have been identified for the South Kootenay Community Tourism Plan:

1. Build Organizational Capacity - Funding & Governance
2. Build Destination Awareness - Brand Building featuring Outdoor Recreation and Unique Arts, Culture and Heritage
3. Build Strategic Partnerships & Invest in Collaborative Marketing
4. Continue Attract Sports Tournaments/Sports Events & Maximize Their Value

5. *Maximize Value of Existing Events & Invest in New Signature Event(s)*
6. *Maximize Value of Business/Work Travel*
7. *Provide Supports to Local Tourism Industry*
8. *Attract and Support Investment in Destination Development*

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Strategies

Within each pillar, a number of more specific strategies are recommended and described below.





Pillar #1 - Organizational Capacity - Tactics

- *Create a Terms of Reference (ToR) for a South Kootenay Community Destination Management Committee of the Trail & District Chamber of Commerce that outlines roles/responsibilities of the Committee, composition of Committee membership, process for appointment of Committee members, decision making authority of the Committee, schedule of meetings and process of accountability to the Board of Directors and to tourism businesses*
- *Secure Chamber Board approval of draft ToR and meet with representatives from Warfield, Fruitvale, Montrose, Rossland, Areas A/B of the RDKB (Genelle etc.) to secure their input and confirm their desire to proceed with establishing this Committee*
- *Review Committee membership and representation to ensure there is a balance of geographic interests as well as sector interests (accommodation, retail, restaurants)*
- *Appoint Committee members (this may be targeted or via an application process in which experience and skills are submitted to a Nomination Committee of the Chamber Board)*
- *Convene Committee to review this Strategic Plan and available resources/data sharing to proceed with implementation (funding applications have been submitted for seed funding from Columbia Basin Trust, ETSI and Pacifican (Tourism Growth Fund))*
- *If funding is secured, hire contractor to lead tourism portfolio, reporting to Executive Director of Chamber with accountability to the Tourism Committee and ultimately to the Board of the Chamber and tourism businesses*
- *Review and approve implementation budget with Tourism Committee*
- *Implement plan and report progress regularly to Tourism Committee, Chamber Board and to all South Kootenay tourism stakeholders/businesses (newsletters, Open Houses etc.)*
- *Explore interest in pursuing introduction of Municipal and Regional District Tax (2% or 3%) with representatives of accommodation sector having four or more rooms available for short-term, nightly rentals (less than 30 days)*
- *Pursue application of MRDT if support is in place - from date of submission of application package to Destination BC and onwards to Ministry of Finance, there is an approx. 12-month processing period until MRDT funds begin to flow to the designated recipient*



Pillar #2 - Brand Building/Destination Awareness

- *Review available market research/commission additional research if needed, and engage a creative agency to develop the brand identity/creative framework and brand guidelines for the South Kootenays (or other name to be determined) that will distinguish South Kootenays as a destination, intrigues and motivates travel by target audiences*
- *Design, launch and maintain a visitor-facing website with accurate information on what's on/open; comprehensive resource for outdoor recreation experiences; share interesting multi-night itineraries that seed the imagination of travelers and give them reasons to stay longer and visit shops, restaurants and other attractions/amenities; review opportunity to incorporate a booking engine within website*
- *Strategy for backlinks to other supporting information sites; cross linkages across websites*
- *Create passion-based itineraries for angling, golfing, arts, cultural performances/heritage experiences to showcase the depth of offerings and reasons to stay multi-nights*
- *Secure and curate on-brand/on-message content for use in social channels, website;*
- *Continue to publish Visitor Guide that supports the South Kootenay brand and creates awareness and urgency to visit amongst target travelers*
- *Participate in a central calendar of upcoming events across the region*



Pillar #3 - Sports Tournaments & Events

- *Create a central database of upcoming South Kootenay sports tournaments and events*
- *Identify 'need periods' for accommodators and prospect for national, provincial and regional sports tournaments that are a 'fit' for South Kootenay sports infrastructure*
- *Create an inventory of venues, capacities and amenities that can be referenced by event and tournament planners*
- *Work with local volunteer groups to prepare bid submissions*
- *Prepare pre/post stay packages and special offers for participants and their families and distribute via event organizer*
- *Welcome event attendees through various channels to build reputation as one of BC's friendliest host communities*
- *Incorporate landing pages on website for event attendees to track campaign/package performance*
- *Develop package fulfillment mechanisms with business partners e.g. hotels*



Pillar #4 - Arts, Culture, Heritage, Festivals and Events

- Work with local Arts Councils to promote artists, artisans, upcoming shows and galleries/retail shops
- Work with local Museums, Teck Interpretive Centre to create heritage themed tours (industrial heritage, covered stairways, rock walls, murals etc.)
- Co-Promote upcoming festivals/events/performances with host venues using targeted digital advertising campaigns on social channels
- Create package themed to arts, culture and upcoming performances, festivals or other events and promote to target audiences to encourage attendance and overnight stays; dine/shop etc.
- Explore opportunity to create a new signature event that will motivate travel (possibly 3rd party produced) and launch if feasible. 'RiverFest' has been suggested as one possibility for further consideration.



Pillar #5 - Meetings/Work Travel

- Create 'play' packages for workers in town for shut downs, maintenance contracts that encourage them to explore on their time off and have a 'taste' of the South Kootenays
- Create and promote return packages for consultants, trades to return to the South Kootenays for a family vacation
- Support efforts of individual meeting hotel properties and other meeting venues to attract group meetings e.g. Industry Associations



Pillar #6 - Partnerships

- Explore and activate partnership opportunities that are mutually beneficial including:
 - Kootenay Rockies Tourism - Media opportunities / Powder Highway promotion
 - Highway 3 Tourism Alliance - Add South Kootenay's content to <https://www.hwy3bc.ca> (currently only Rossland is featured) and participate financially in collaborative tourism marketing campaigns
 - FishingBC.com - participate in sector promotions featuring angling on the Columbia River and access relevant content for use in South Kootenays social media sharing e.g. <https://www.youtube.com/watch?v=d3AD2ske-M8>

- Mountain Bike BC <https://www.mountainbikingbc.ca/kootenay-rockies/> to showcase things to do around Rossland and motivate regional dispersion
- Maximize presence on BC Farmers' Market Trail <https://bcfarmersmarkettrail.com/markets/?region=kootenay-rockies&community=trail> and <https://bcfarmersmarkettrail.com/markets/?region=kootenay-rockies&community=fruitvale>
- Maximize presence on BC Ale Trail <https://bcaletrail.ca/ale-trails/kootenay-rockies-west/>
- Participate in Golf in British Columbia <https://golfinbritishcolumbia.com/bc-golf-courses/region/kootenay-rockies/>
- Explore and define MOUs or partnership agreements with neighbouring CDMOs to scope areas of collaboration and shared activities/resources
- Work with Pacific Coastal to promote and expand scheduled flights into Trail YXX
- Work with Practicar Car & Truck Rentals to include information/things to see and do in vehicles
- Work with local, regional and provincial representatives on relevant Destination Development opportunities identified in the 10-Year West Kootenay/Revelstoke Destination Development Strategy and the Rainforest to Rockies Destination Development Strategy



Pillar #7 - Industry Support

- Work with local and regional governments, Community Futures, Selkirk College to create a central source of information to assist tourism operators/not for profit clubs/societies to understand various grants, programs, small business resources that are available (DBC Digital Academy, R2R Spark program, business mentorship programs, Small Business BC etc.)
- Share visitor research and information to inform and encourage business owners to respond to market demand and unfulfilled traveler needs including specific calendar of events and suggested hours of opening e.g. post-concert or hockey game
- Assist tourism businesses in securing imagery, content and digitizing their offer to travelers and becoming visitor-ready e.g. fishing guides, artists
- Work with the Economic Development leads to retain/attract new tourism businesses and services
- Promote Value of Tourism to local residents and build their understanding of importance of industry and its contribution and how they can be welcoming hosts



Pillar #8 - Destination Development (Supply)

- Support investments to protect and maintain heritage assets that contribute to unique 'sense of place'
- Continue to invest in visual appeal and aesthetics; consider how to make the 'gulch' more appealing
- Investigate the feasibility of a regional Conference Centre in Trail

- *Support continued investments in inter-connected network of trails amongst communities including expansion of trails along the river*
- *Elevate all activities on the Columbia River and support access investments such as a marina/wharf and other amenities related to fishing, wave surfing, paddleboarding, jet boat tours etc.*
- *Work with airport authorities and airlines to encourage additional scheduled lift into Trail and Castlegar*
- *Advocate for ride hailing services; investigate feasibility of a shuttle service that would move guests between Rossland, Warfield, Trail, Frutivale, Montrose and perhaps Castlegar to expand the visitor experience and include retail, restaurant experiences in neighbouring communities without the need for private vehicle*

DRAFT

Implementation

Implementation of this plan will require both funding and a lead organization with fiduciary responsibility and accountability. At the March meeting of the project Steering Committee, the Trail & District Chamber of Commerce was identified as the preferred 'lead' organization to continue coordinating plan implementation. The Chamber has applied for various grants to support the first two years of tourism 'start-up for the South Kootenays, working closely with key partners'.

Sustainable funding beyond this start-up period will be pursued with discussions relating to the possible application of the Municipal and Regional District Tax, a charge that is added to guest folios at overnight accommodators (stays of less than 30 days), scheduled to occur in 2024. Additional details regarding funding and governance are provided below.

Recommended immediate next steps to be undertaken include:

1. Trail & District Chamber of Commerce Board of Directors to review and formally adopt this tourism plan
2. Trail & District Chamber of Commerce Board of Directors to establish Board approved Terms of Reference for the Tourism Committee that defines the mandate of the Committee, its composition, the term of appointment, decision-making authority/budget if any, schedule of meetings and procedures to report to the Board of Directors as a standing item on Chamber Board meeting agendas
3. Populate the Tourism Committee. The initial Committee membership may be a continuation of this project's Steering Committee or there may be a desire to have a more formalized model of representation geographically and by sector in which case a formal process to 'Call for Applicants' can be considered in which qualifications and desired skills/experience are published and a Task Force of the Board is established to review applicants and make appointments for specified terms
4. When funding is secured, hire/contract the necessary tourism skills and experience to commence plan implementation working alongside the Tourism Committee (with the Board of the Chamber having ultimate fiduciary responsibility)
5. Continue conversations with local accommodators regarding opportunity for MRDT knowing that a new application to the Ministry of Finance (through Destination BC) will take 9-12 months for processing and set-up before funds begin to flow to the 'designated recipient' organization.

Funding

The ability to implement these strategies is dependent upon financial resources available. At the time of writing, two grants are being pursued that if successful would provide seed funding for establishment of the South Kootenay CDMO for the next two years:

Pacifican Tourism Growth Fund	\$250,000
Columbia Basin Trust	\$ 50,000
Other Sources (ETSI, Regional District)	<u>\$ 55,000</u>
Total funding April 1, 2024-March 31, 2026	\$385,000

A directional budget is provided below that demonstrates the level of investment required each year for the next 4 years. Beyond the grants (if successful) that would fund Years 1 and 2, sustainable funding will be required.

Strategy Area		Year 1	Year 2	Year 3	Year 4
Organizational Capacity	ToR/assistance establishing CDMO + Investigate and pursue MRDT if supported	\$20,000			
	Staff/contracted project management for all activities	\$65,000	\$65,000	\$67,500	\$70,000
Destination Marketing	Secure and review market research	\$5,000			
	Engage creative agency to develop brand identify; review naming + Website design and launch/ maintenance	\$35,000	\$5,000	\$5,000	\$5,000
	Digital promotion/ geo-targeted advertising	\$10,000	\$15,000	\$15,000	\$15,000
Sport Tournaments	Identify 'need periods' for accommodators and prospect for national, provincial and regional sports tournaments that are a 'fit' for South Kootenay sports infrastructure	Staff/contractor time \$5,000	Staff/contract or time	Staff/contract or time	Staff/contract or time
	Work with local volunteer groups to prepare bid submissions	Staff/contractor time	\$5,000	\$5,000	\$5,000
	Prepare pre/post stay packages and offers for participants and their families and distribute via event organizer; promote pre/post packages	\$5,000	Staff/contract or time \$5,000	Staff/contract or time	Staff/contract or time
	Welcome event attendees through various channels to build reputation as BC's friendliest host communities (mobile visitor servicing)	\$5,000	\$5,000	\$5,000	\$5,000
Festivals & Events	Promote existing festivals, performances, events + Create and promote stay longer packages with businesses	\$20,000	\$20,000	\$20,000	\$20,000

	Investigate potential for signature event and launch				
Business & Work Travel	Create 'play' packages/ things to do + Distribute (YXX, Practicar, hotels etc.)	\$5,000	\$5,000	\$5,000	\$5,000
Partnerships/ Collaborative Marketing Investments	CDMO/Sector and Route Based Partnerships		\$20,000	\$20,000	\$20,000
Industry Support	Create a central source of information to assist tourism operators/not for profit clubs/societies to understand various grants, programs, small business resources that are available		\$5,000		
	Share visitor research and information to inform and encourage business owners to respond to market demand and unfulfilled traveler needs including specific calendar of events and suggested hours of opening e.g. post-concert or hockey game		Staff/contract or time	Staff/contract or time	Staff/contract or time
	Secure content; Assist tourism businesses in securing imagery, content and digitizing their offer to travelers e.g. fishing guides, artists		\$10,000	\$5,000	\$5,000
	Work with the Economic Development leads to retain/attract new tourism businesses and services		Staff/contract or time	Staff/contract or time	Staff/contract or time
	Conduct Value of Tourism study and promote to local residents and build their understanding of importance of industry and its contribution and how they can be welcoming hosts		\$10,000		

<i>Destination Development</i>		<i>Staff/contract or time</i>	<i>Staff/contract or time</i>	<i>Staff/Contractor Time</i>
Office equipment	\$10,000			
	\$185,000	\$170,000	\$147,500	\$150,000
Contingency	\$10,000	\$20,000	\$52,500	\$50,000
	Covered by Seed Funding	\$385,000 Seed Funding	\$200,000 from MRDT + Local/Regional Government	\$200,000 from MRDT + Local/Regional Government

Sustainable Funding Model

The most common source of sustainable funding for destination management in British Columbia is the Municipal Regional District Tax (MRDT). It is a levy on the visitor that is charged on overnight accommodation at the 2% or 3% level. Almost all of the Province of BC's local and regional government jurisdictions now collect the MRDT. The City of Trail, Villages of Warfield, Fruitvale and Montrose and Areas A/B of the RDKB are counted in the handful of exceptions. If enacted, all short-term accommodations (including B&B's, OAP's like Airbnb) would collect the MRDT and remit it to the Ministry of Finance (along with PST). The Ministry of Finance returns the MRDT (less a small administrative charge) to the 'Designated Recipient' organization. The designated recipient may also be the 'Eligible Entity' that is responsible for undertaking the activities outlined in the accompanying five-year strategy and Year 1 Tactical plan. The discussion of governance below further considers these roles and options for governance and accountability.

In order to enact the MRDT, it is necessary to secure support from the majority of accommodators that would collect it, measured in terms of both number of properties and number of rooms. The petition with signatures capturing this support is accompanied by a five-year tourism strategy and a Year 1 tactical plan. This package is submitted to Destination BC for review and then goes onward to the Ministry of Finance. Once an Order in Council is passed in the legislature, accommodators are given a notice period and date to start collecting.

In total this process typically requires 12 months from submission of the completed petition and application before funds begin to flow back to the governing organization who can then make investments aligned with the Year 1 tactical plan.

<https://www.destinationbc.ca/what-we-do/funding-sources/mrdt/program-requirements-application-procedure/>



Each year, the designated recipient must both report on its past activities (vs. the plan submitted) and submit a new plan for the next 12 months. Every five years, the petition process and gathering of majority support must occur again (usually in Year 4 of the cycle so there is no interruption). If the MRDT is activated in the South Kootenays, a conservative estimate at 3% is an annual operating budget of \$200,000. (Note at 2% this budget would be reduced to \$145,000 with same level of government contributions).

Crown Columbia	27 suites @ \$200 x 365 nights x 60% x 3%	=	\$35,478
BW Plus Columbia River	60 rooms @ \$160 x 365 nights x 60% x 3%	=	\$63,072
Glenwood	38 rooms @ \$120 x 365 nights x 60% x 3%	=	\$29,959
Trail Motel	8 rooms @ \$100 x 365 nights x 60% x 3%	=	\$ 5,256
Ray Lyn	31 rooms @ \$100 x 365 nights x 60% x 3%	=	\$20,367
Various B&Bs/OAP's	20 rooms @ \$140 x 365 nights x 40% x 3%	=	<u>\$12,264</u>
Estimated MRDT @ 3%			\$166,396 say,
			\$165,000
Municipal/Regional government contributions*			<u>\$ 35,000</u>
Estimate Annual Budget by Year 3			<u>\$200,000</u>

*MRDT Legislation requires that previous levels of local and regional government financial support continue when the MRDT is activated.

As investments occur and longer lengths of stay, greater visitation and spending are achieved, the MRDT collected should grow and allow destination management efforts to continue.

Governance Models

There are a number of governance models for community destination management/marketing in use around the province. The choice of model is informed by local circumstances and there is no ‘right or wrong’ model. The South Kootenay Tourism Advisory Committee that met regularly to develop this plan, reviewed the options below and determined that for the initial 2-3 years (and perhaps longer), that the preferred model of governance would be to act as a Committee of the Trail & District Chamber of Commerce. The analysis of alternative models is included below for reference only. To activate this chosen governance model, the following next steps are recommended:

1. Incorporate relevant feedback received at the upcoming Open House on March 21st;
2. Formally adopt the final version of the South Kootenay Tourism Plan at an upcoming Trail & District Chamber of Commerce meeting of the Board of Directors
3. Establish the Terms of Reference for the Trail & District Tourism Advisory Committee as a formally constituted Committee of the Chamber (the Board of Directors should pass a motion to establish this Committee and to approve its Terms of Reference). The terms of reference should include the mandate of the Committee; its budget and decision-making authority (if any); its composition/representation from communities and various tourism segments; method of appointment to the Committee; term and renewal of Committee members etc.
4. Commence implementation dependent upon successful grant applications and funds available.

Typical Tourism Governance Models

Typically, community destination management organizations (CDMOs) are either:

- 1) Not for Profit Society governed by a Board of Directors, or,
- 2) Committee of the Chamber of Commerce, governed by the Board of Directors of the Chamber

In a few instances around the province, community destination management is governed as a department of the local or regional government.

When considering the preferred governance model for the South Kootenays, it is also important to consider the investments that are already being made by organizations such as Tourism Rossland, that may or may not continue, should a new CDMO be established (either as a Society or as a Committee of the Chamber). Discussions with Tourism Rossland indicate that they are promoting South Kootenay businesses through DBC Open Pool funding with contributions from businesses/stakeholders such as the Bailey Theatre also being made. The West Koot Route collection of experiences did not receive DBC funding for 2024 and it is unclear where ownership of West Koot Route content lies and whether it would be made available to a new CDMO.

The two primary options are considered below for the South Kootenays:

	Not for Profit Society	Committee of Chamber
Fiduciary Responsibility & Accountability	Board of Directors of Society - the bylaws of the Society define membership eligibility and categories and the composition of	Board of Directors of Chamber - the Tourism Committee should have a Terms of Reference that outlines its mandate, its decision-making authority and its

	<i>the Board of Directors. Ideally Board has balance geographically and by business type/segment</i>	<i>composition (geographic and sector representation)</i>
<i>Administrative Burden</i>	<i>Somewhat more administrative burden - establish Society, annual AGM, insurance, WorkSafe BC etc.</i>	<i>Less administrative burden but also potential for less focus as mandate of a Chamber is broader than just tourism/destination management</i>
<i>Staff/Contractor*</i>	<i>Engage a Tourism Manager or Contractor who reports to Board of Directors through the Chair</i>	<i>Engage a Tourism Manager or Contractor who reports to Executive Director of Chamber; ED reports to the Board</i>
<i>MRDT Designated Recipient/Eligible Entity</i>	<i>Not for Profit Society would be the Designated Recipient and the Eligible Entity for MRDT purposes</i>	<i>Chamber of Commerce would be the Designated Recipient and the Eligible Entity for MRDT purposes</i>

**It should be noted that finding skilled Tourism Managers is an industry-wide challenge. Individuals who have the knowledge/experience of the tourism industry, relationships with other senior partners (RDMOs, DBC, sector-based organizations) and who have local knowledge and credibility with South Kootenay businesses 'on the ground' will be difficult to find.*

Other jurisdictions facing this challenge have chosen to contract tourism plan implementation to outside experts. As an example, Arrow Slokan Tourism is currently contracting with destination management group, 4VI (based in Victoria), as well as having a local person on contract (since 4VI is not local and did not have essential local knowledge/relationships).

As an alternative to recruiting and hiring a Tourism Manager in a staff or individual contractor position, the South Kootenays may wish to consider a contractual relationship with an organization such as Destination Castlegar. Tourism Rossland was also approached with this concept and its Board has determined that it prefers to keep its mandate focused on the Rossland area. Destination Castlegar has indicated that they would be happy to have further conversations.

The team at Destination Castlegar have local knowledge and proven marketing expertise. In this scenario, the governing body for the South Kootenay group, whether a new, not-for-profit Society or a Committee of the Chamber, would remain responsible for establishing strategic direction for South Kootenay tourism (with input from local tourism businesses/experience providers), and for approving the Annual Plan and Operating Budget. As implementation progressed, the governing body would regularly receive reports on progress of the plan, accountability of finances/investments from those responsible for implementation of the plan.

In all models, whether staff, contractor or contracted marketing organization, it would be necessary to have clear delegation of authority guidelines in place so all parties understand what type/level of decision making can be made by those responsible for implementation and what must go back to the governing body for further approvals.

Appendix A - Current Situation Analysis

The following current situation analysis considers access and infrastructure for visitors, existing visitor experiences, services and amenities, current marketing and promotional efforts and the manner in which the South Kootenay region is organized to pursue tourism opportunities.

Access and Infrastructure

Access to the South Kootenays

The communities of the South Kootenay region are easily accessed by road; however, travel times from large urban centres such as Calgary and Vancouver can be an initial disincentive to travel until and unless the visitor understands the quality and value of experiences available - both upon arrival at the final destination and available to travelers enroute thereto. A further challenge to appeal to these larger urban markets is the fact that there are many competing destination options along the way that offer similar visitor experiences for less travel time. ***To overcome these distance challenges, it will be important both to clearly target travelers that will be motivated to travel for the experiences that are specifically offered in the South Kootenay region and to communicate with them clearly and distinctively so the region can 'rise above the noise' of the competition and share its many motivating reasons to visit.***

For reference, travel times are as follows (it should be noted that winter driving conditions may extend these times and can be a further disincentive; border crossings also add another level of travel complexity to a touring itinerary):

Visitors Traveling to Trail, BC From...	Travel Times per Drive BC
Calgary	620 km; 6 hours 44 minutes
Vancouver	654 km; 7 hours 46 minutes
Kelowna	334 km; 4 hours 2 minutes
Spokane	203 km; 2 hours 42 minutes

Airports servicing the South Kootenay include:

- ✓ West Kootenay Regional Airport (YCG) is located in Castlegar and offers daily scheduled service to/from Vancouver by Air Canada. The airport is operated by the City of Castlegar and received a \$2.35-million Transport Canada grant to expand the taxiway and apron in order to accommodate more air traffic. A multi-million dollar investment in terminal renovations and expansion is also in the planning stages. The terminal improvements have been funded by a \$6-million grant from the Union of BC Municipalities from their strategic priorities fund and the federal community-building fund. The Airport's application for Required Navigation Performance (RNP) has been submitted to Transport Canada and the City is awaiting approval to proceed. The proposed navigation specifications use GPS along a precise flight path and should

support more reliable service levels during fog conditions.
<https://www.trailtimes.ca/local-news/three-major-projects-underway-at-west-kootenay-regional-airport-5889330>

- ✓ Trail Regional Airport (YZZ) is serviced by Pacific Coastal from the South Terminal at YVR. Flights are currently offered daily. The City of Trail purchased the airport from the Regional District of Kootenay Boundary in 2014. The city received \$4.6 million from Transport Canada's Capital Assistance Program for the YZZ Airside Pavement Rehabilitation Project. A new terminal building and enhanced parking facilities have also been completed (budget \$4.25 million) support by the Government of BC (\$1.18 million in BC Air Access Program funding + \$2.36 million from the City of Trail).
<https://canada.constructconnect.com/joc/news/infrastructure/2017/09/trail-regional-airport-completing-major-improvements-1027001w> - :~:text=The City of Trail, B.C. is embarking on major improvements,most recent Transport Canada regulations. And https://news.gov.bc.ca/releases/2016tran0144-001083?wt.cg_n=hootsuite
- ✓ Spokane International Airport offers nonstop service to 19 destinations throughout the USA:



Visitors could also travel through Cranbrook's Canadian Rockies' International Airport (YXC) which offers daily flights to/from Vancouver and Calgary on Air Canada and Westjet. At present, there are no international arrivals through Cranbrook. Transfer times from Cranbrook is approx. 2 1/2 hours.

A final option is travel through Kelowna International Airport (YLW). Westjet flies direct to Vancouver, Calgary and Edmonton as well as a number of 'sun' destinations. Air Canada flies from Vancouver, Calgary, Montreal and Toronto. Pacific Coastal flies to/from Nanaimo and Victoria. Alaska Air flies to/from Seattle. Note, there is a new initiative in place where Air

Canada will bus cancelled travelers from Castlegar to Kelowna to allow them to get to their intended destination should there be weather delays.

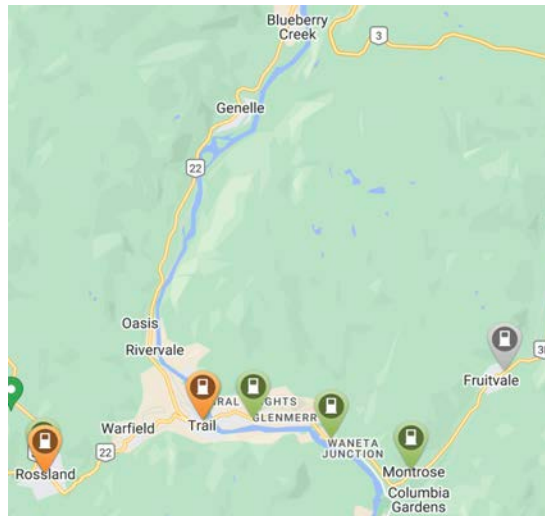


Source: <https://ylw.kelowna.ca/passengers/destinations-airlines>

Visitors arriving by air most frequently rent a private vehicle to continue their trip from Trail or Castlegar as there is limited public transit. Shuttle services are available on demand (rather than regularly scheduled) with pre-booking and are a reasonable option for groups of >4 that will not need transportation for the balance of their stay. There is one scheduled shuttle service operating in the area between airports. There is daily service to both Spokane and Kelowna airports during ski season.

Vehicle rentals are available at YCG and YZZ (Practicar Car Rental). There is limited taxi service and capacity.

EV Charging stations can be found at locations in Rossland, Trail, Montrose, Fruitvale (Source: <https://pluginbc.ca/charging/finding-stations/>)



Visitor Infrastructure

The South Kootenay area offers a range of infrastructure to support visitor experiences including a variety of accommodation options, restaurants and retail shops. Outdoor experiences/ infrastructure includes those offered at RED Mountain Resort and an extensive trail network (including the epic Seven Summits biking trail and groomed cross-country trails), parks, lakes, campsites. Infrastructure to support sport tourism hosting is also extensive. Trail has been a Communities in Bloom winner provincially and nationally and consistently achieves a ‘5 bloom’ rating and in 2023 won the “Class of Champions” National award:

Trail Community in Bloom Accomplishments

- 2004 - Won best city in B.C. in its category (population under 10,000);
- 2006 - Won the National competition with a score of 86.2% (7,500 - 10,000 population-category);
- 2007-2009 - Entered the International competition and maintained 5-Bloom rating;
- 2009 - Recognized for the Colombo Lodge's piazza development;
- 2009 - Awarded the first-ever Butchart Gardens Land Reclamation Award for the Piazza.
- 2010 - Won the National competition with a score of 89.7%;
- 2011 - 2013 - Entered International competitions and maintained 5-Bloom rating; 2012 - Won the Floral Award which represents the Best Floral City in Canada;
- 2013 - Entered the International competition and maintained 5-Bloom rating;
- 2014 - Entered the International competition, maintained five blooms but also won the Landscape Award - given to a city with the best-landscaped areas in Canada.
- 2015 - Won the International (Medium) competition and maintained 5-Bloom rating (bronze) with a score of 85.3%.
- 2016 - Won the Community Achievement Award, which brought Canadian garden guru Mark Cullen to Trail for a special volunteer appreciation night.
- 2017 - Entered the Communities in Bloom Class of Champions category and maintained 5-Bloom rating.
- 2018 - Entered the Communities in Bloom Class of Champions category and maintained 5 Bloom rating.
- 2019 - Won the Garden Community Destination of the Year Award.
- 2020 - 2022 - did not compete due to Covid

Highlights of this infrastructure are as follows:

Accommodation

While accommodation contributes to the visitor experience, it is rarely a motivator for travel in and of itself. Rather it serves as the base from which visitors engage in travel experiences. Consequently, it is considered a form of visitor infrastructure since it must exist in sufficient quantity and quality to support growth in visitation.

In the South Kootenay area, there is a wide range of accommodation options. Trail and Warfield offer a variety of motel properties, B&Bs and larger branded hotels. Rossland offers a wide-range of resort accommodation including condominiums, hotels, inns and B&B's. A web-based review of accommodation options identifies the following:

Accommodation per www.trailchamber.bc.ca :

- Best Western Plus, Columbia River Hotel
- Columbia Guest House
- Crown Columbia by Best Western
- Columbia Rosh B&B
- Glenwood Inn and Suites
- Ray Lyn Motel (Warfield)
- Sanctuary House
- Stay on Bay
- Wolf's Den on the River
- Trail Motel/RV Park
- Beaver Falls Motel & RV Park (between Montrose and Fruitvale)

Accommodation per www.tourismrossland.com :

- Flying Steamshovel Inn
- Prestige Mountain Resort
- Rams Head Inn
- Red Shutter Inn
- SureStay Hotel by Best Western
- The Josie

Condos:

- Constella: A Cabin Collective
- Mountain Town Properties
- RED Mountain Resort
- Red Mountain Village Lodging
- Rossland Inn

B&Bs/Vacation Rentals

- Black Bear Inn
- KC Loft
- Moose Lodge/Bear House/Log House
- Red Barn Lodge Blue Room
- Red Barn Lodge Guesthouse
- Red Mountain Chalet

- Redtop Guest Stop
- Rossland Bike Retreat
- Ski In White Wolf 4 - Red Resort
- The Mountain Project #2
- The Wild Turkey inn
- Wyld Kind Cabin

Campgrounds and Hostels within the South Kootenay area are as follows:

- Mountain Shadow Hostel
- Nowhere Special
- Rossland Lions Campground
- City of Trail RV Park
- Champion Lakes Provincial Park
- Beaver Creek Provincial Park
- Beaver Valley Family Park - Marsh Creek Campground
- Creekside RV Park

The property types available range from full-service to basic facilities. In addition to these, there are short term rentals available on platforms like AirBnB and VRBO. Some jurisdictions, like the City of Rossland and the Village of Warfield are actively managing these rentals and require Short-Term Rental zoning and a business license. Penalties for non-conformance with zoning and license can be up to \$2,000.

An AirBnB search for 7 nights in February 2024 yield 51 listings in Rossland, Trail, Genelle and Castlegar. (Note: Some of these Airbnb listings were for properties already noted above). A search on VRBO for 7 nights in April 2024 yielded 73 listings in Rossland, Trail, Castlegar, Fruitvale and Genelle.

Sport Tourism Infrastructure

Trail has a notable history of producing champions and has earned its tag 'Home of Champions' producing world-class athletes in many sports. The South Kootenay area has exceptional sport facilities and has a strong record of being able to attract an impressive range of national and provincial sport events. Trail and Rossland have been chosen to host the 2026 BC Winter Games.

Trail's infrastructure is complimented by Rossland's reputation for ski racing (Red Mountain Racers program) and its ability to host 'on snow' events and various mountain biking competitions.

A summary of South Kootenay sport tourism facilities includes:

- Trail Memorial Centre - complex includes Cominco Arena; 2,500 seating/3,200 total capacity for sporting events, concerts and conferences; children's rink; 1,000 seat gymnasium; 8 sheets of curling ice + full lounge services; meeting rooms; racquetball and squash courts;
- Trail Aquatic and Leisure Centre - full service 3,000 sq.ft. fitness centre; 8-land/25m competition pool; diving boards; 152 ft water slide; free-form leisure pool, whirl pool and steam room
- The Willi Krause Fieldhouse - 14,000 sq.ft. structure houses a rubberized track; full track pit facilities; two full-sized basketball courts that can be easily converted for tennis or badminton. Full area can be converted into two 7,000 sq.ft. rooms and can host indoor soccer matches and floor hockey. Includes a batting cage and golf driving net.
- Butler Park - baseball park with a seating capacity for 1,200+

- *Haley Park Complex - three softball/fastball diamonds - two of which are lighted; soccer pitch; 8-lane 400 metre rubberized track with full field facilities*
- *Andy Bilesky Little League Park*
- *Trail SK8 Park*

Rossland:

- *Legacy Training Centre - Ski Racing*
- *Rossland Arena*
- *Rossland Outdoor Pool*
- *Rossland Bike Skills Park & Skateboard Park*
- *Red Mountain Academy - High School/Performance Alpine Ski/FreeRide programs*

Warfield:

- *Centennial Pool and Spray Park*

Fruitvale:

- *Fruitvale Arena, Curling Ice, Softball Fields, Soccer Fields and Rodeo Grounds*
- *Beaver Valley Bowling Lanes*

Montrose:

- *Skateboard Park*

RED Mountain Resort also has a history of producing champion ski racers and is well positioned to host 'on-snow' sporting events. RED has 3,850 acres of ski terrain. The Legacy Training Centre at RED opened in 2014 and offers outstanding facilities for ski race training and event hosting. The Centre was accompanied by an investment in snowmaking that allows RED to now host training and events in November/December as well as April.

Restaurant/Retail and Visitor Services

Much like accommodation, visitors require a range of restaurant and retail options to support their experience. The Trail Visitor Guide notes a wide variety of restaurants/fast food outlets. In addition to the typical chain, fast food outlets, Trail's restaurant scene includes:

- | | |
|--------------------------------------------|----------------------------------------------|
| • <i>Arlington Bar & Grill (Trail)</i> | • <i>The Colander Express (Waneta Plaza)</i> |
| • <i>Café Michael</i> | • <i>Mirage Eastern Cuisine (Warfield)</i> |
| • <i>The Colander Restaurant (Trail)</i> | • <i>Zee Crepes (Warfield)</i> |
| • <i>Columbia Steak House</i> | • <i>Double Happiness</i> |
| • <i>Kootenay Kabab</i> | • <i>Taste of India</i> |
| • <i>Pino's</i> | • <i>Ticac Tikka</i> |
| • <i>Eastern Wok (Waneta Plaza)</i> | • <i>The Bistro at Birchbank</i> |
| • <i>Rustic Crust Artisan Pizza</i> | |
| • <i>Taco Debacle</i> | |
| • <i>Trail Beer Refinery</i> | |

Trail's cafés and specialty options include:

- | | |
|---------------------------|-----------------------------------------------|
| • <i>Bridge View Café</i> | • <i>Columbia Gardens Vineyard and Winery</i> |
| • <i>Caffè Americano</i> | • <i>Kootenay West Distilling</i> |

- Mountain Soul Winery
- The Doorway
- The Pastry Shop
- Trail Coffee Co.
- Lil-T's Café
- Ferraro Foods Deli
- The Rex (bar only)
- Crown Club Lobby Lounge

Rossland dining options listed on www.tourismrossland.com include:

- Aka Dake Sushi
- Alpine Grind Coffee House
- B&T's Hard Knock Café
- Caffè Gabriella
- Donnie's Bistro
- Fool's Gold Icecream
- Gabriella's at Prestige
- Idgie's Restaurant
- Mook Thai Cuisine
- Rafters at Red
- Redstone Resort Restaurant
- Rock Cut Pub
- Rossland Beer Company
- Seven Summits Coffee Company
- The Flying Steamshovel Pub
- The Underbelly Bistro
- The Velvet Restaurant & Lounge
- UpTown Lounge at the Prestige

Montrose and Fruitvale dining options include:

- Montrose Garden Restaurant
- Fruitvale Kitchen
- Milano Express Pizza
- Fruitvale Pub
- Subway

There is a wide selection of dining options to meet every taste and budget. As well, to further compliment this culinary variety, there are two wineries (Columbia Gardens Vineyard & Winery and Mountain Soul Winery; two breweries (Rossland Brewing Company and Trail Beer Refinery); and a distillery (Kootenay West Distilling).

There are also a number of night markets and Farmers Markets:

- Rossland Community Farmers' Market
- Trail's IncrEDIBLE Farmers Market (May to October)
- Fruitvale's IncrEDIBLE Farmers Market (May to October)
- Music in the Park Night Market at Gyro Park (3rd Thursday in July and in August)
- Spooktacular Market - Downtown Trail - Hallowe'en
- Fruitvale Christmas Night Market ~last Friday in November

Trail, Warfield, Rossland, Fruitvale and Montrose offer a range of retail experiences that support both visitor needs for basics (fuel, groceries, pharmacy), and for interesting local items. Unique retail offerings include:

- Bear Country Kitchen
- Curiosity Clothing & Gifts
- Delicious Baby and Toddler Boutique
- Hooper's Bakery
- Jenny Baillie Artworks
- Mountain Nugget Chocolate Company
- Sarah Elizabeth Studio & Shop
- Sister Sister Mercantile
- Stephanie Gauvin Art Studio/Gallery
- The Gold Rush Bookstore
- Good Stuff (Trail)
- Old School Furniture *Trail)
- RossVegas Boardshop
- Rossland Outdoor
- Revolution Cycles & Service
- Piste Off Supply Company
- Gericks in Trail
- The Doorway in Trail
- JJ's
- Threads

- *ComfortWalk Shoes*
- *Country Road*
- *Liberty Foods*
- *Gas stations (various)*
- *Pharmacies (various)*

DRAFT

Authentic Italian foods are available along with other high quality grocery items at Ferraro Foods located in both Trail and Rossland. Trail is also home to several 'big box' stores such as Walmart, Canadian Tire, Home Hardware, RONA allowing it to also serve as a shopping destination for outlying regional areas.

Conclusions/Implications - Access and Infrastructure

The South Kootenay has good road access and, for most of the year, direct air service is also reliable. The closest large urban market is Spokane, WA, (population 229,513 per 2023 census) however this market must deal with border crossing delays and the need to travel with a passport. Both Vancouver and Calgary are approx. 7 hours away - much more than a day trip and more than most travelers will accept for a weekend getaway. The City of Kelowna (population 144,576 per 2021 census excluding outlying areas) is 4-hour drive.

The existing accommodation, retail and restaurant services offer an excellent range and mix of options at all times of year. Consequently, the focus of the following tourism plan will be primarily on identification of opportunities to work effectively to promote the experiences that are already on offer.

Existing Visitor Experiences

Visitor experiences available today have been considered by nature of the experience.

Except where noted, the majority of this information has been extracted from www.tourismrossland.com and www.trailchamber.bc.ca.

Summary of Experiences

Activity	Visitor Experience
Arts, Culture and Heritage	<p>Rossland Museum & Discovery Centre - phased improvements underway; exhibits focus on Rossland's social, cultural, and sport history, Consolidated Mining & Smelting Company and industry/geology in the region, West Kootenay Power & Light Co., Rossland/Red Mountain Skiing history, and early history of Rossland.</p> <p>Rossland Miners' Hall - home of the Gold Fever Follies</p> <p>Rossland Drill Hall Arts & Innovation Centre - planned as hub for creative activities - fund raising underway</p> <p>Rossland Heritage Buildings - picturesque main street and walking tour of heritage buildings</p> <p>Trail's "Little Italy" - area of Trail renowned for its rich Italian heritage and traditions of the immigrants who came to build the railways in the 1900's. Has unique steeply terraced homes and bright gardens tucked along winding streets with false front heritage buildings in the gulch;</p> <p>Trail Covered Stairways - Little Italy includes 7,000 covered steps. Originally built uncovered prior to the 1920's, they were covered to enable miners to walk to work in the winter</p> <p>Trail Rock Walls - unique in BC, Trail has a series of rock walls that were built to hold up roads, yards, gardens and are in integral part of</p>

	<p>the City's Italian heritage; a walking tour/brochure of these walls and covered stairs has been developed.</p> <p>Trail Mural and Historic Plaque Tour - Walking Tour (Companion Guide available for purchase) - historically themed murals and historic plaques</p> <p>Trail Riverfront Centre - Museum, Library and Visitor Centre - the Museum offers two permanent galleries - the Sports Galley celebrates the importance of local sports and the successes of teams and athletes from Trail and region with a collection of sports heritage items, rare photographs and film footage; the History Gallery showcases the social and cultural history of Trail; the Columbia Gallery offers space for rotating temporary exhibits. Guided Museum tours are available and school programs are offered.</p> <p>Charles Bailey Theatre - largest performing arts venue in the region for 300 km; seats 721-recently renovated/safety improvements</p> <p>Royal Theatre - Luxury VIP cinema with largest screen between Vancouver & Calgary open 7 days a week; also broadcasts dance, opera performances from around the world</p> <p>Columbia River Skywalk - one of the longest suspension bridges in North America - 1000' across the Columbia River</p> <p>Teck Interpretive Centre/Plant Tours - open July/ August - presents the history of Teck Trail Operations and its current activities</p> <p>VISAC Art Gallery (in Selkirk College) - community art gallery showcasing emerging Kootenay artists</p> <p>Park Siding Historical Site - Log House School - preparations are being made to move the school to Railway Park in Fruitvale</p> <p>Beaver Valley & Pend'Oreille Historical Society</p>
Festivals and Events	<p>Trail Festivals and Events:</p> <ul style="list-style-type: none"> • Music in the Park (summer in Gyro Park) • Silver City Days Festival (May) • Spooktacular (October) • Santa Claus Parade (Saturday in early December) • Trail Market on the Esplanade (summer months) • Programming at VISAC • Programming at Charles Bailey Theatre • Programming and rotating exhibits at Trail Museum & Archives • Programming and rotating exhibits at Rossland Museum & Discovery Centre • Youth sporting tournaments (year-round)

	<ul style="list-style-type: none"> Smoke Eaters games (many home games with themed nights) <p><i>Rossland Festivals and Events:</i></p> <ul style="list-style-type: none"> RED Teeth Mountain WineFest (June) Wheels 'n Reels - Film Festival (June) Gold Fever Follies (July/August) Beer Goggles (July) Rossland Golden City Days (Sept) Between the Peaks - Mountain Music Festival (Sept) Rossland Mountain Film Festival (Nov) Blizzard Music Fest Rossland Winter Carnival (Jan) Rossland Rubberhead Enduro (July) Huck'en Berries Bike Jam (Aug/Sept long weekend) Rekindle Rossland (early December) Rossland Rubberhead Enduro (August) Broken Goat - 50 km Trail Run (July) Farmers Market (June to October) <p><i>Montrose Festivals and Events:</i></p> <ul style="list-style-type: none"> May Days <p><i>Warfield Festivals and Events:</i></p> <ul style="list-style-type: none"> Warfield Days (June) Breakfast with Santa (December) <p><i>Fruitvale Festivals and Events:</i></p> <ul style="list-style-type: none"> Beaver Valley May Days Farmers Market (May to October) Fruitvale Mountain Music Festival (August) Annual Craft Fair (November) Candy Cane Lane Christmas Festivities Easter Egg Hunt - Haines Park
Provincial Parks/ Camping	<p>Nancy Greene Provincial Park (SUP and other lake activities)</p> <p>Champion Lakes</p>
Community Parks	<p>Jubilee Park/Riverwalk (Rotary Park) - Trail</p> <p>Gyro Park - home to Music in the Park Series, Spray Park, the Smoke & Steel Car Show, Trail Silver City Days</p>

	<p>SK8 Park at Gyro Park</p> <p>Piazza Colombo Park</p> <p>Montrose Skate Park</p> <p>Beaver Valley Family Park</p> <p>Fruitvale Memorial Park - Haines Park</p> <p>Mazzocchi Park - Fruitvale</p> <p>Creekside Park</p> <p>Montrose Park/Water Park</p>
Disc Golf	<p>Black Jack and Oasis Hall courses</p> <p>Dickens Park Disc Golf (Warfield)</p>
Cycling/Hiking Trails	<p>Significant network of trails throughout South Kootenay including amongst many others:</p> <p>200 km of maintained, labeled and authorized single track including epic 7 Summits;</p> <p>Countless hiking trails for all ability levels (e.g. Red Top Rossland; Mt. Roberts; McQuarrie Creek Trail; Gorge Creek Trail etc.); Friends of Rossland Range Accessible hardpacked trail</p> <p>Columbia & Western Rail Trail nearby (162 km long from Castlegar to Midway); Trans Canada Trail along Columbia River;</p> <p>Beaver Creek Falls (hike from Fruitvale)</p> <p>Antenna Trail (Montrose)</p> <p>Webster Road Trailhead</p> <p>Excellent road biking opportunities throughout South Kootenay</p>
Water Activities - Swimming, Boating, Kayaking/Canoeing/Stand Up Paddle Boarding	<p>Columbia River (the Onions); Champion Lakes</p> <p>Warfield Outdoor Pool (summer)</p> <p>Rossland Outdoor Pool (summer)</p> <p>Trail Aquatic & Leisure Centre (year-round)</p> <p>Gyro Park Spray Park</p>

Angling	<p>Columbia River (Dolly Varden, bull and rainbow trout, walleye); Beaver Creek; Champion Lakes</p> <p>Dree boat launches at Gyro's Sk8 Park, at the Beaver Creek Campground, and one in Genelle near Whispering Pines</p>
Golf (within 45 minutes)	<p>Redstone Resort</p> <p>Birchbank Golf Course</p> <p>Castlegar Golf Club</p> <p>Little Bear Golf Course (Castlegar)</p> <p>Granite Pointe Golf in Nelson</p> <p>Christina Lake Golf Club</p> <p>Salmo Golf Club (9 hole)</p> <p>Champion Lakes Golf Course (9 hole)</p> <p>Cascade Par 3 (Christina Lake)</p>
Cat Skiing	Big Red Cats
Downhill Skiing	Red Mountain/Rossland; Whitewater/Nelson
Backcountry Ski Touring/Hiking	Rossland Range Rec Site cabins being renovated
Cross country/Nordic	<p>Black Jack XC Ski Club - 40 km of professionally groomed trails</p> <p>Paulson XC Ski Area - 50 km of trails</p>
Snowmobiling/ATV	<p>Beaver Valley Snowmobile Association</p> <p>West Kootenay SnoGoers Association</p> <p>Salmo Valley ATV Club</p>

Meeting/Conference Facilities include:

Best Western Trail	3,000 sq.ft. of meeting space; capacity up to 150
Charles Bailey Theatre	Seats 721 theatre style
Prestige Mountain Resort Rossland	4,500 sq.ft. of meeting space; capacity up to 300
Trail Memorial Centre	Gymnasium, Victoria View Room (up to 200), McIntyre Room
Trail Skills Centre	2 or 3 meetings rooms, worth a check
The Josie	4 meeting rooms; Monashee Ballroom; capacity 168
Miners' Union Hall	Capacity ~ 150
RED Resort Conference Centre	Conference Centre/Sourdough + Patio; Rafters - various sizes and configurations; capacity up to 270 indoor + patio
Warfield Hall	Capacity ~ 200
Fruitvale Memorial Centre	Capacity ~ 300 + Club Room (meeting room for 60)
Montrose Community Hall	Capacity ~ 100
Birchbank Picnic/Camping grounds	Many weddings held here

Conclusions/Implications of Existing Visitor Experiences

There is a wealth of visitor experiences in the South Kootenay area that encompasses both outdoor activities and arts/culture/heritage. Travelers wishing to engage in a variety of different activities can be targeted as well as visitors who are focused on a single passion.

The myriad of outdoor experiences is well complemented by unique and authentic cultural and heritage offerings including a wide-range of talented artists, local history that can be experienced first-hand in each South Kootenay community as well as in several festivals and events such as Silver City Days, Rossland Film Festival etc.

There is a growing culinary 'scene' that will be well received by all travelers. It is helpful to categorize the South Kootenay experiences based upon whether they are trip 'motivators' or serve to 'enhance' the visitor experience while not necessarily being the original purpose of the trip:

South Kootenay Trip motivators:

- Skiing/snowboarding at RED Mountain and/or Big Red Cats
- Mountain biking/trail running
- Meetings/conferences and business/work-related travel
- Fishing/angling
- Sporting tournaments/events/training
- Golf
- ATV
- Select festivals/events will motivate travel (other festivals/events are trip enhancers)
- Select performances such as 'big ticket' events at the Charles Bailey Theatre or performances at The Royal Theatre
- Touring through region (including motorcycle touring; road bike touring)
- Visiting friends/relatives - weddings

South Kootenay Trip enhancers:

- History and heritage - museums, mine/Teck tours, walking tours (murals, rock walls, covered stairways)
- Arts, culture including unique retail, farmers markets, film/performing arts experiences
- Culinary experiences (restaurants, wineries, brewery, distillery)

Current Visitation to South Kootenay

Regional District of Kootenay Boundary visitation statistics indicate that the greatest source of overnight visitation is from British Columbia followed by Alberta. There is visitation throughout all four quarters of the year with summer travel in July/August/September having the greatest number of trips. Interestingly, Ontario travel peaks in Q1 (Jan/Feb/March) most likely led by ski resort visitation. The most significant source/timing of international travel is the German Q3 touring market and Australian Q4 travel.

2022 Regional District Visitor Summaries using VisitorView data - Trips

		Regional District of Kootenay Boundary				
Market		Q1	Q2	Q3	Q4	TOTAL
Trips	Total Domestic	286,000	273,600	526,600	213,800	1,300,000
	British Columbia	173,100	205,200	390,500	162,900	931,600
	Alberta	44,200	49,000	109,300	33,600	236,100
	Ontario	46,200	8,900	11,600	9,800	76,500
	United States	6,700	5,800	6,000	3,400	21,600
	Washington	3,400	3,600	3,500	2,700	13,100
	California	400	1,100	600	300	2,200
	International					
	Japan	0	0	0	0	100
	Australia	700	200	600	1,200	2,700
	South Korea	0	0	0	0	0
	Netherlands	0	200	200	0	500
	United Kingdom	500	300	600	400	1,700
	Germany	100	500	1,100	100	1,800
	Mexico	100	200	300	200	700

Data Details

Source: Environics Analytics VisitorView (Canada, US and International databases)

Date: 2022 Overnight Trips

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

Counts: Due to the estimated nature of creating estimates, numbers have been rounded to the nearest hundredth

There were 717,000 daily visits to the South Kootenay area in 2022 (captured as a 'ping' by Environics Analytics MobileScapes). The greatest source of these visits was from neighbouring Central Kootenay Regional District (61%) and specifically from Areas D (22%) and J (13%). Area J includes nearby Castlegar.

There was also significant visitation from the Okanagan Similkameen Regional District (14% - primarily Area D - Penticton). Visitation from Greater Vancouver, Alberta and Rest of Canada were all at similar levels representing approx. 4% of total daily visits each:

2

Daily visits: Captures a daily ping when a device has entered the destination. Within the same month, a device might be captured more than once. Counts include day and overnight visitors.

Existing Marketing and Promotion

Promotion of the South Kootenay as a collection of visitor experiences is in its infancy. To date, the strongest market presence has been achieved by Rossland using MRDT funds, Red Resort Association funds and Resort Municipality Initiative funding to create a pool of investment funds large enough to have market impact. Tourism Rossland has led implementation of these efforts guided by its Board of Directors.

The Tourism Rossland website [Tourism Rossland](#) is a comprehensive and easily navigated site providing excellent content on Rossland and area. It does not (nor does it purport to) represent the entire South Kootenay but does include some limited listings of events in other South Kootenay communities such as Trail Silver City Days and Beaver Valley May Days. RED Mountain also offers a very comprehensive website featuring its on-hill experiences and accommodation offerings as well as more general information about the Rossland experience. [RED Resort](#)

Local tourism businesses market themselves with signage, websites, brochures and word of mouth. Several accommodation properties are part of larger chains and benefit from corporate promotional efforts.

Visitor-facing information for the City of Trail is found on the local government website [City of Trail](#)

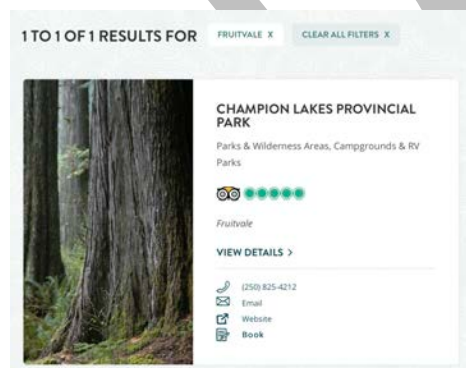
Trail & District Chamber of Commerce [Trail Chamber](#) provides information for visitors and links out to www.hellobc.com as well as to West Kootenay Go & Do guide <https://gokootenays.com/>

There is no visitor-facing website representing the Village of Montrose and there is limited travel information on the local government site [Village of Montrose](#).

Similarly, limited visitor information for the Village of Fruitvale is found on the local government website [Village of Fruitvale](#)


Trail and Rossland are promoted by Destination BC as well as by Kootenay Rockies Tourism (the regional destination management and marketing organization). The primary consumer website is www.hellobc.com and currently Trail, Fruitvale and Rossland have listings:

Fruitvale (1 listing)



Trail (4 listings):

1 TO 4 OF 4 RESULTS FOR TRAIL X CLEAR ALL FILTERS X




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Website




SILVER CITY STAGELINES
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Trail

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Website

Rossland (9 listings)




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Rossland

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ROSSLAND BEER COMPANY
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Rossland

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Website

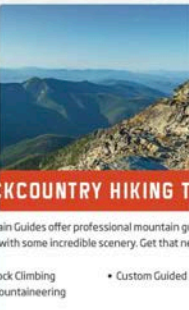


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Biking

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Cross-Country Skiing

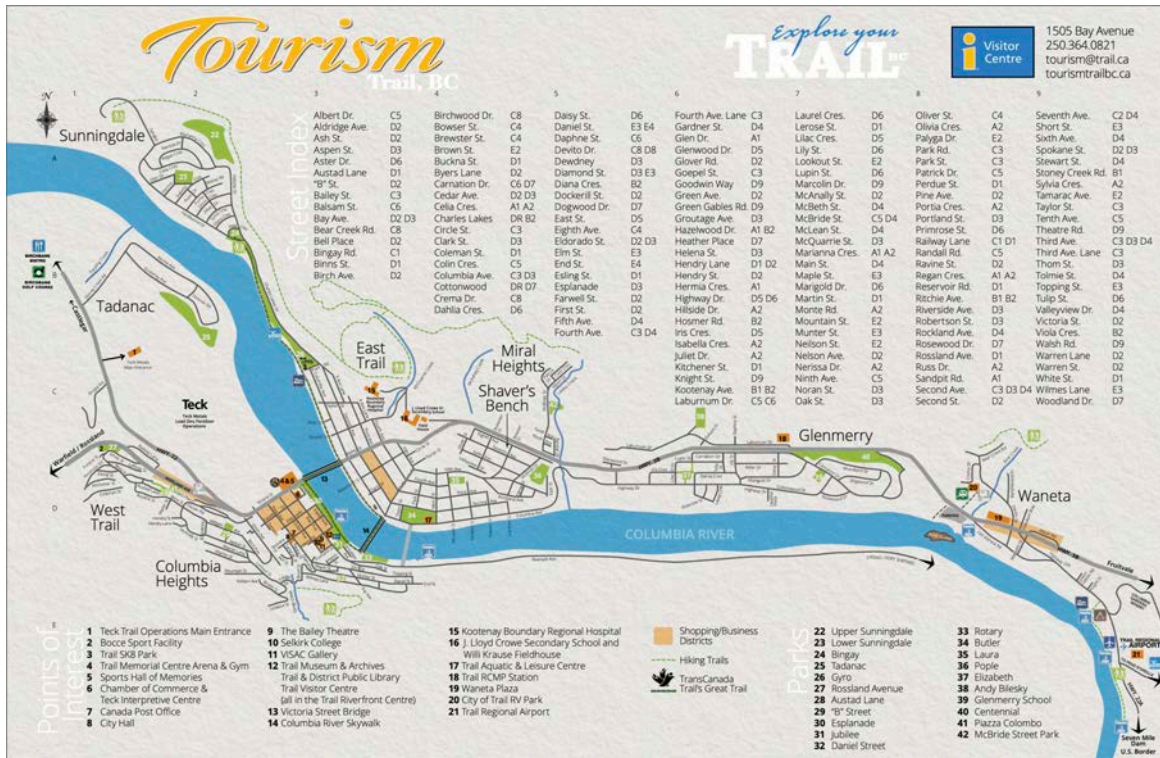


Rossland

[VIEW DETAILS >](#)

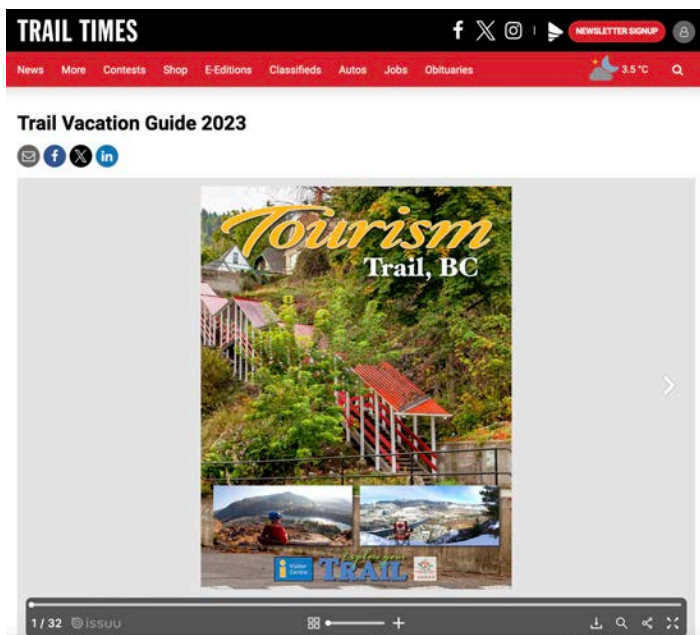
(250) 362-5666
[Website](#)

Map of Trail available at Visitor Centre:



<https://trail.ca/en/play/resources/TourismTrailBC/CoTmapVisitorCentre.pdf>

The Trail Visitor Guide is produced by the Trail Times: https://www.trailtimes.ca/editions/?iid=i20230621141957146&headline=VHJhaWwgVmFiYXRpb24gR3VpZGUqMjAyMw==&doc_id=230621214551-e07d74b7121725f141145063ad8e9697&pid=p20120309121148491



Conclusions/Implications of Existing Marketing and Promotion

The South Kootenay area does not currently have a user friendly, complete and easily navigated source of visitor information to build awareness, provide inspiration, support travel planning and encourage longer lengths of stay. Travelers wishing to explore multiple South Kootenay communities are forced to gather their information from a variety of sources which can be both time-consuming and confusing.

Existing Tourism Organization and Funding

Rossland's tourism destination management and marketing efforts are led and coordinated by Tourism Rossland. Funding is secured through the 3% MRDT, contributions from the Red Resort Association and leveraged dollars. The community also receives provincial RMI funding (Resort Municipality Initiative).

Trail's tourism development and promotional efforts are led by the local Chamber of Commerce. Warfield, Montrose and Fruitvale have limited visitor experiences and no formal organization leading tourism development or promotion so they too rely on the efforts of the Trail & District Chamber of Commerce. However, Chamber funding to support tourism development and promotion is limited and reliant on grants. Implementation of the MRDT throughout the entire South Kootenay area can be considered to create a sustainable source of funds which in turn can be matched and leveraged with other partners.

Appendix B - Market Research Analysis (Prepared by SCS Consulting Services)

Market Research Analysis - Highlights

- Domestic Visitor Origin: BC (92%), Alberta (4%) - Calgary, Rest of Canada (4%)
- Top Visitor Origin BC: Regional - Central Kootenay, Nelson, Grand Forks, Kootenay Boundary, Okanagan Similkameen, followed by Greater Vancouver, East Kootenay, Central Okanagan, Columbia-Shuswap
- Majority of visitors are NOT from the Greater Vancouver/Lower Mainland or Alberta
- Peak visitor volume by month: March, May, Dec
- Lowest overall visitation: October
- Top EQ Types: Primary - Rejuvenators, Secondary - Gentle Explorers and Authentic Experiencers

BC Market Potential

Based on 2022 highest visitation by PRIZM segment, the top target group Rural Mature is located in close in regional BC markets. Market Size 181,213 BC Households (8.9%) of the 2,030,007 households in 2022. Dominant EQ type: Rejuvenators. This group is older with the median household maintainer age ranging from 58-64, low visible minority, below average household income, high index for attraction to nature, primarily located in rural BC south central, Kootenays, and select locations on Vancouver Island. Three PRIZM segments make up this group: Backcountry Boomers, Country & Western and Down to Earth.

Based on 2022 second highest visitation by PRIZM segment groupings, the secondary target group Mature Rural/Suburban is located in regional BC markets. Market Size 338,316 BC Households (16.6%) of the 2,030,007 households in 2022. Dominant EQ type: Rejuvenators followed by Gentle Explorers and Authentic Experiencers. This group is older with the median household maintainer age ranging from 58-64, low visible minority, below average household income, high index for attraction to nature, primarily located in rural BC south central, Kootenays, and select locations on Vancouver Island. Five PRIZM segments make up this group: Old Town Roads, Scenic Retirement, Boomer Bliss, Suburban Sports, Slow-lane Suburbs.

Destination Canada Explorer Quotient (EQ) Types for South Kootenays

The number one EQ type for the South Kootenays is **Rejuvenators**. Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, they like to be pampered, and indulge themselves. They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US. They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home. They like the outdoors, nature and unstructured travel and are comfort seekers. They are typically located in rural settings. Rejuvenators do not want an overly hectic schedule and seek connections to nature. They tend to be mature, lower-middle income couples and families in small towns and rural communities. Rejuvenators are frugal consumers and tend to be practical in their purchase decisions, not being swayed by popular brand names. Rejuvenators are also among the last to embrace digital media and smart devices. Experience Appeal: relaxing, celebrating, escapism.

Secondary EQ Types for South Kootenays

Secondary for South Kootenays **Gentle Explorers** followed by **Authentic Experiencers** who are only represented by the number one household count in BC, Suburban Sports.

Gentle Explorers are familiarity seekers and are primarily defined by their reluctance to venture far beyond the comfort of home. They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so. They are apprehensive travellers who prefer the tried and true over

discovering new destinations and cultures. They prefer creature comforts and the security of group travel. Travel is an opportunity to act more vividly and spontaneously than when at home. They are typically located in rural settings. Experience Appeal: observing, socializing, celebrating.

Authentic Experiencers are learners, they tend to be mature, affluent couples from suburban and urban fringe neighbourhoods in urban areas. Travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history and culture of the places they visit. They tend to be older, highly educated, and adventurous. They relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way. They are drawn to nature (especially parks), small towns, historic sites and well-known wonders. They enjoy historical travel, low-impact activities and learning, unique dining experiences including local ingredients. Experience Appeal: discovering, accomplishing.

Alberta Market Potential

Based on Calgary being listed as top visitor origin to the South Kootenays future analysis of the PRIZM segments will provide more insights. The Alberta market is distinct from BC with PRIZM segments and visitor travel behaviours. A general overview of the Alberta market is provided.

The Calgary market composition is made up of 503,667 households in 2022 with a population of 1,392,079. The median household maintainer age is younger than the BC South Kootenays visitor-based groups at age 49. Average household income \$140,093 (higher than BC). Visible minority 43.6% (higher than BC). Strong values included Cultural Sampling, Attraction for Crowds, low values include Attraction to Nature (How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.)

Modern Suburbia ranks #1 for the Central Kootenay visitors in 2022, and #2 for Middle-Class Mosaic. Modern Suburbia ranks #1 for the Kootenay Boundary visitors in 2022, and #3 for Middle-Class Mosaic after All-Terrain Families.

The Calgary market number one PRIZM segment by household count (54,239) Modern Suburbia (this segment typically found ranking high for visitor origin), is one of the highest percentages of suburban households. They are a magnet for younger and middle-aged, culturally diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia. With their university and college educations, they earn upper-middle-class incomes that allow them to own new single-detached, semi-detached or row houses. EQ Type: Virtual Travellers.

The Calgary market number two PRIZM segment by household count (43,485) Middle-Class Mosaic reflects a flow of immigrants. They are middle-income homeowners and their families live in established city neighbourhoods such as Winnipeg and Calgary. The segment features a mix of couples, lone-parent households, and larger-than-average families with children of all ages. Middle-Class Mosaic is also a destination for first-and second-generation Canadians drawn to affordable single- and semi-detached houses. High school and college educated, residents earn middle incomes from blue-collar and service sector jobs. With almost 60% of maintainers between 35 and 64 years old, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. Budget conscious, they favour rewards programs, mobile coupons and factory outlets. EQ Type: No-Hassle Travellers.

2022 Research Analysis

The information provided does not distinguish by travel purpose (business, leisure, Visiting Friends and Relatives (VFR), etc.) therefore the findings apply to all visitor types and final selection for the tourism sector should consider desirable leisure traveler personas in addition to those provided by supplementing by activity type that is a match for the destination offerings or potential destination development.

Domestic visitor and market analysis was conducted using [Environics Analytics](#) (EA) data sources and [PRIZM](#) market segmentation, which classifies neighbourhoods into 67 segments which are mapped to the nine [Destination Canada Explorer Quotient \(EQ\)](#)® market segmentation profiling EQ Explorer types. PRIZM segments are the primary influence as corresponding EQ types are cross-referenced for leisure travel values insights only.

Visitor profiles have been identified based on one source of visitor and market data using the 2022 Envionics Analytics data vintage. Visitor volume reports were based on PRIZM segments. (Source: Destination BC, Research Services). 2022 PRIZM and EQ market profiles for BC and Alberta (Source: Kootenay Rockies Tourism via Highway 3 Research Legacy Project original source British Columbia Regional Tourism Secretariat (BCRTS) Research Program).

PRIMARY BC - Top 3 PRIZM Segments by Volume - RURAL MATURE

1. **Backcountry Boomers (High Index 202)** - #1 by volume for South Kootenays, #3 for Central Kootenay RD, #6 for Kootenay Boundary RD.
2. **Country & Western (High Index 222)** - #2 by volume for South Kootenays, #1 for Central Kootenay RD, #2 for Kootenay Boundary RD.
3. **Down to Earth (High Index 160)** - #3 by volume for South Kootenays, #7 for Central Kootenay RD, #10 for Kootenay Boundary RD.

SECONDARY - Tier Segments by Volume

1. **Old Town Roads (High Index 177)** - #4 by volume for South Kootenays, #21 for Central Kootenay RD, #24 for Kootenay Boundary RD.
2. **Scenic Retirement (Higher than average Index 126)** - #5 by volume for South Kootenays, #4 for Central Kootenay RD, #3 for Kootenay Boundary RD.
3. **Boomer Bliss (High Index 203)** - #6 by volume for South Kootenays, #5 for Central Kootenay RD, #4 for Kootenay Boundary RD.
4. **Suburban Sports (High Index 181)** - #7 by volume for South Kootenays, #2 for Central Kootenay RD, #1 for Kootenay Boundary RD.
5. **Slow-Lane Suburbs (Highest Index 371)** - #8 by volume for South Kootenays, #9 for Central Kootenay RD, #11 for Kootenay Boundary RD.

TERTIARY - Tier Segments by Volume

- **Country Traditions (High Index 220)**
- **Suburban Recliners (Low Index 81)**
- **Family Mode (High Index 321)**
- **Savvy Seniors (Low Index 62)**
- **Kick-back Country (Higher than average 137)**
- **Juggling Acts (Low Index 46)**

Market Size and EQ composition of top Visitor PRIZM Segments by Groups

PRIMARY - RURAL MATURE - Top 3 - Market Size 181,213 BC Households (8.9%), dominant EQ type Rejuvenators

4. Backcountry Boomers 54,768 HH 2.7%, Virtual Travellers
5. Country & Western 87,422 HH 4.3%, Rejuvenators
6. Down to Earth 39,023 HH, 1.9%, Rejuvenators

The top group by visitor volume RURAL MATURE is older with the median household maintainer age ranging from 58-64, low visible minority, below average household income, high index for attraction to nature, primarily located in rural BC south central, Kootenays, and Vancouver Island.

4. Backcountry Boomers

Of the 67 PRIZM Clusters identified in Canada, Backcountry Boomers rank 16th, making up 54,768 households, or 2.7% of the total Households in British Columbia (2,030,007).

EQ Type: Virtual Travelers. Visible Minority Index: Low. Top Locations Southern Gulf Islands, Comox Valley, Columbia Shuswap, Sunshine Coast, Nanaimo, Sechelt, Cariboo, Okanagan Similkameen, Central Kootenay, Sunshine Coast.

The Median Household Maintainer Age is 64, 63% of couples do not have children living at home (Above Average). Below Average Household Income of \$93,980 compared to BC at \$118,490.

Top 3 Social Values: Attraction to Nature, Community Involvement, Emotional Control.

Top Tourism Activities: Camping, Hiking/Backpacking, Cycling.

Above average interest in Sporting events, Beer, food & wine festivals, Fishing & hunting, Film festivals, home shows, Music festivals.

5. Country & Western

Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007). EQ Type: Rejuvenators. Visible Minority Index: Low. Top Locations: Revelstoke, Prince Rupert, Port Hardy, Golden, Rossland, Lake Cowichan, Squamish, Columbia Shuswap, Merritt, Kitimat.

The Median Household Maintainer Age is 58, 51.8% of couples do not have children living at home (Above Average). Below Average Household Income of \$100,396 compared to BC at \$118,490

Top 3 Social Values: Attraction to Nature, Need for Escape, Traditional Family.

Top Tourism Activities: Home shows, Film festivals, Beer, food & wine festivals.

Above average interest in Sporting events, Historical sites, Curling, Inline skating.

6. Down to Earth

Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 20th, making up 39,023 households, or 1.9% of the total Households in British Columbia (2,030,007). EQ Type: Rejuvenators. Visible Minority Index: Low. Top Locations: Columbia Shuswap, Cowichan Valley, Comox valley, Nanaimo, Prince George, Sunshine Coast, Kimberley, Vanderhoof, Central Kootenay, Peace-River.

The Median Household Maintainer Age is 59, 54% of couples do not have children living at home (Above Average). Below Average Household Income of \$106,659 compared to BC at \$118,490.

Top 3 Social Values: Attraction to Nature, Emotional Control, Brand Apathy.

Top Tourism Activities: Cycling, Hiking/Backpacking, Camping.

Above average interest in Craft shows, Beer, food & wine festivals, Power boating & jet skiing, Inline skating, Film festivals.

SECONDARY BC - Market Size and EQ composition of secondary Visitor PRIZM Segments by Group:

SECONDARY - Mature Rural/Suburban - Market Size 338,316 BC Households (16.6%), dominant EQ type Rejuvenators followed by Gentle Explorers Authentic Experiencers.

1. Old Town Roads 23,213 HH 1.1%, No Hassle Travellers
 2. Scenic Retirement 90,909 HH, or 4.5%, Rejuvenators
 3. Boomer Bliss 69,329 HH or 3.4%, Authentic Experiencers
 4. Suburban Sports 122,725 HH, or 6% (Largest HH count in BC), Gentle Explorers
 5. Slow-Lane Suburbs 32,140 HH, or 1.6%, Rejuvenators
-
1. **Old Town Roads (High Index 177)** - #4 by volume for South Kootenays, #21 for Central Kootenay RD, #24 for Kootenay Boundary RD.
 2. **Scenic Retirement (Higher than average Index 126)** - #5 by volume for South Kootenays, #4 for Central Kootenay RD, #3 for Kootenay Boundary RD.
 3. **Boomer Bliss (High Index 203)** - #6 by volume for South Kootenays, #5 for Central Kootenay RD, #4 for Kootenay Boundary RD.
 4. **Suburban Sports (High Index 181)** - #7 by volume for South Kootenays, #2 for Central Kootenay RD, #1 for Kootenay Boundary RD.
 5. **Slow-Lane Suburbs (Highest Index 371)** - #8 by volume for South Kootenays, #9 for Central Kootenay RD, #11 for Kootenay Boundary RD.

This group by visitor volume Mature Rural/Suburban is slightly younger than the primary group with the median household maintainer age ranging from 52-64, low visible minority, average household income, high index for need to escape, primarily located in rural BC south central, Shuswap, Okanagan, Kootenays, some lower mainland (Delta, Surrey, maple Ridge, Mission), and select locations on Vancouver Island.

1. Old Town Roads

Of the 67 PRIZM Clusters identified in Canada, Old Town Roads rank 33rd, making up 23,213 households, or 1.1% of the total Households in British Columbia (2,030,007). EQ Type: No Hassle Travellers. Visible Minority: Low. Top Locations: Kent, Cumberland, North Cowichan, Powell River, Nanaimo, Campbell River, Ladysmith, Salmon Arm, Armstrong.

The Median Household Maintainer Age is 59, 52% of couples do not have children living at home (Above Average). Below average Household Income of \$92,046 compared to BC at \$118,490.

Top 3 Social Values: Attraction to Nature, Emotional Control, Brand Apathy.

Top Tourism Activities: Cycling, Hiking/Backpacking, Camping.

Above average interest in home shows, Historical sites, Beer, food & wine festivals, Film festivals, Sporting events.

2. Scenic Retirement

Of the 67 PRIZM Clusters identified in Canada, Scenic Retirement rank 4th, making up 90,909 households, or 4.5% of the total Households in British Columbia (2,030,007). EQ Type: Rejuvenators. Visible Minority: Low. Top Locations: North Cowichan, Salt Spring Island, Parksville, Vernon, Nanaimo, Qualicum Beach, Courtenay, Chilliwack, Summerland, Peachland.

The Median Household Maintainer Age is 64, 61% of couples do not have children living at home (Above Average). Below average Household Income of \$109,649 compared to BC at \$118,490.

Top 3 Social Values: Legacy, Emotional Control, Brand Apathy.

Top Tourism Activities: Photography, Hiking/Backpacking, Camping.

Above average interest in Inline skating, Sporting events, Power boating & jet skiing, Music festivals, Film festivals, Beer, food & wine festivals, Golfing.

3. Boomer Bliss

Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 11th, making up 69,329 households, or 3.4% of the total Households in British Columbia (2,030,007). EQ Type: Authentic Experiencers. Visible Minority: Low. Top Locations: Nanaimo, Kelowna, Delta, Saanich, North Saanich, Surrey, Central Saanich, Comox, Vernon, Kamloops.

The Median Household Maintainer Age is 62, 54% of couples do not have children living at home (Above Average). Above average Household Income of \$152,741 compared to BC at \$118,490.

Top 3 Social Values: Community Involvement, Need for Escape, Legacy.

Top Tourism Activities: Photography, Hiking/Backpacking, Camping.

Above average interest in Sporting events, Film festivals, Adventure sports, Beer, food & wine festivals.

4. Suburban Sports

Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 122,725 households, or 6% of the total Households in British Columbia (2,030,007). EQ Type: Gentle Explorer. Visible Minority: Low. Top Locations: Abbotsford, Langley, Maple Ridge, Mission, Kelowna, Langford, Nanaimo, Prince George, Saanich.

The Median Household Maintainer Age is 52, 47% of couples have children living at home (Above Average). Above average Household Income of \$132,401 compared to BC at \$118,490.

Top 3 Social Values: Need for Escape, Racial Fusion, Emotional Control

Top Tourism Activities: Cycling, Swimming, Camping.

Above average interest in Themeparks, waterparks & water slides, Curling, Fishing & hunting, Adventure sports, Beer, food & wine festivals.

5. *Slow-Lane Suburbs*

Of the 67 PRIZM Clusters identified in Canada, Slow-Lane Suburbs rank 23rd,

making up 32,140 households, or 1.6% of the total Households in British

Columbia (2,030,007). EQ Type: Rejuvenators. Visible Minority: Low. Top Locations: Nanaimo, Kamloops, Vernon, Kelowna, Penticton, Courtenay, Prince George, Port Alberni, Nelson, Cranbrook.

The Median Household Maintainer Age is 56, 50% of couples do not have

children living at home (Average). Below average Household Income of \$95,887 compared to BC at \$118,490.

Top 3 Social Values: Need for Escape, National Pride, Emotional Control.

Top Tourism Activities: Swimming, Cycling, Camping.

Above average interest in Parks & city gardens, Bars & restaurant bars, Pilates & yoga, Adventure sports.

Unique Visitor Profile*							
	2022	%					
British Columbia	27,100	87%					
Central Kootenay	13,900	44%					
Nelson	2,700	9%					
Central Kootenay J	2,700	9%					
Central Kootenay D	1,900	6%					
Central Kootenay E	1,800	6%					
Central Kootenay H	1,300	4%					
Central Kootenay I	1,300	4%					
Kootenay Boundary	3,000	10%					
Grand Forks	1,500	5%					
Kootenay Boundary C / Christina Lake	800	3%					
Okanagan-Similkameen	2,100	7%					
Okanagan-Similkameen D	1,100	4%					
Greater Vancouver	1,900	6%					
East Kootenay	1,600	5%					
Central Okanagan	1,100	3%					
Columbia-Shuswap	800	3%					
Alberta	2,700	9%					
Calgary	900	3%					
Rest of Canada	1,300	4%					
TOTAL UNIQUE VISITS	31,200						

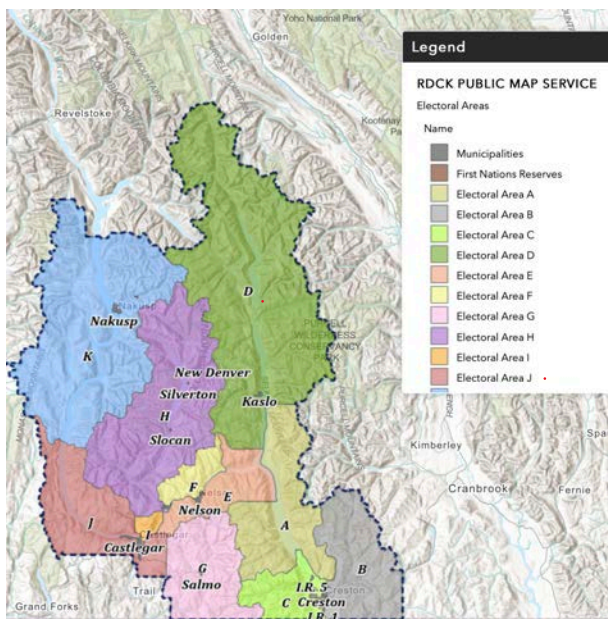
Data Details**Source:** Environic Analytics MobileScapes, 84 Aggregated Geofences**Date:** 2022**Market:** Canada**Number of records:** 6,337**Resident definition (records removed):** RDKB Areas A and B, Castlegar CSD - 1259 unique postal codes

Data Details: MobileScapes is an anonymized, permission-based data service which uses data collected from location-enabled mobile devices, it provides a list of all the mobile device observations that were present for a specified location and time. The common evening locations are inferred according to where these devices are most frequently observed during the night over the course of the most recent three-month period.

Unique visitors: Captures a device only once throughout the entire year. Counts include day and overnight visitors.

Of note in the above data, the vast majority of these unique visits were regional originating from RDCK and RDKB.

Reference maps of these Regional Districts and Area boundaries provided below:



RDCK Area Map



RDKB Area Map

Visitation by month is relatively constant throughout the year with winter 'bumps' that may be indicative of skier visits to RED Mountain during the Christmas holidays and March break (see Daily Visit Monthly Summary below). Also of interest is the visitation from Greater Vancouver, the Okanagan and Alberta indicating an existing level of destination awareness and interest in visitation that can be leveraged with further marketing efforts:

2022 South Kootenay area - Daily Visits			
Daily Visit Monthly Summary			
	2022	%	
Jan	53,600	7%	
Feb	52,900	7%	
Mar	73,800	10%	
Apr	56,600	8%	
May	68,800	10%	
Jun	56,200	8%	
Jul	59,000	8%	
Aug	63,100	9%	
Sep	59,000	8%	
Oct	49,600	7%	
Nov	58,600	8%	
Dec	65,900	9%	
TOTAL DAILY VISITS	717,000		

Visitor Profile*		
	2022	%
British Columbia	661,200	92%
Central Kootenay	436,800	61%
Central Kootenay D	157,600	22%
Central Kootenay I	28,100	4%
Central Kootenay J	94,100	13%
Central Kootenay H	52,400	7%
Nelson	34,900	5%
Central Kootenay E	20,500	3%
Salmo	18,400	3%
Okanagan-Similkameen	97,900	14%
Okanagan-Similkameen D	91,600	13%
Kootenay Boundary	31,400	4%
Greater Vancouver	25,300	4%
Alberta	27,900	4%
Rest of Canada	28,000	4%

Data Details

Source: Environic Analytics MobileScapes, 84 Aggregated Geofences

Date: 2022

Market: Canada

Number of records: 6,337

Resident definition (records removed): RDKB Areas A and B, Castlegar CSD - 1259 unique postal codes

Data Details: MobileScapes is an anonymized, permission-based data service which uses data collected from location-enabled mobile devices, it provides a list of all the mobile device observations that were present for a specified location and time. The common evening locations are inferred according to where these devices are most frequently observed during the

night over the course of the most recent three-month period.

Daily visits: Captures a daily ping when a device has entered the destination. Within the same month, a device might be captured more than once. Counts include day and overnight

visitors.

This predominance of local/regional visitation is similar to data reported by Visitor Centres in the South Kootenays. The Trail Visitor Centre for 2023 reported 1,925 visitor parties of which 1,479 were local residents. As well as the AB/BC markets noted above, of note for further consideration in marketing strategies, is the visitation reported from Washington State and Other US.

Visitor Services Network Statistics Program 2023													
TRAIL													
Start Date: 2023-01-01													
End Date: 2023-12-31													
Visitor Origin (Per Party)	21	52	130	100	483	437	237	185	127	58	52	43	1,925
Local Resident	15	41	103	87	425	350	164	108	68	38	44	36	1,479
BC	4	6	21	7	37	47	39	44	31	8	5	5	254
Alberta	0	0	1	1	6	12	3	8	6	4	2	0	43
Other Canada	0	2	0	1	5	2	7	10	6	3	0	0	36
Washington	0	0	2	0	7	16	6	5	10	3	1	0	50
California	0	1	0	0	1	1	2	0	2	0	0	0	7
Other US/Mexico	0	0	1	3	2	8	9	5	1	1	0	0	30
Europe	0	0	1	1	0	1	3	2	2	0	0	0	10
Asia/Australia	2	2	0	0	0	0	4	3	0	0	0	2	13
Other	0	0	1	0	0	0	0	0	1	1	0	0	3
Nights in Community (Per Party)	3	8	15	10	56	73	49	56	48	12	6	4	340
Same day	3	5	2	4	30	38	27	25	16	3	4	2	159
1	0	0	3	1	11	18	12	8	12	2	0	0	67
2	0	1	1	0	2	9	2	6	5	2	0	0	28
3	0	0	2	2	6	2	5	8	4	1	1	0	31
4-6 (1 week)	0	2	4	1	7	5	3	7	9	3	1	1	43
7-13 (2 weeks)	0	0	3	1	0	0	0	2	2	0	0	0	8
14+	0	0	0	1	0	1	0	0	0	1	0	1	4
Information Requested (Per Party)	119	107	159	183	520	591	405	295	244	159	69	62	2,913
Accommodation	1	2	0	3	3	5	6	1	6	1	0	1	29
Adventure Recreation	0	5	5	4	15	5	20	12	4	3	0	1	74
Attractions / Tours	6	9	4	17	60	86	50	36	25	22	2	0	317
Maps / Directions	2	6	12	17	35	87	68	40	37	15	8	4	331
Events / Conferences	0	0	0	1	9	2	6	0	3	1	1	0	23
Food / Beverage	2	2	2	1	4	18	9	15	10	5	0	0	68
Transportation	0	1	6	3	2	3	4	1	3	0	0	1	24
Shopping	0	1	2	3	15	29	11	10	9	3	0	5	88
Parks	0	6	1	0	3	14	7	4	3	0	0	1	39
First Nations	0	1	0	0	0	0	0	0	2	0	0	0	3
Community Services	2	2	2	7	16	27	18	9	3	2	1	1	90
Investment/Moving	1	3	0	0	1	1	7	2	2	0	0	0	17
Site Facilities (e.g. Washrooms)	98	69	124	126	357	312	195	162	137	107	47	48	1,782
Other	7	0	1	1	0	2	4	3	0	0	10	0	28
Community Specific Info (Per Party)	0	0	0	0	0	0	0	0	0	0	0	0	0

Source: Trail Visitor Centre - 2023 data by month provided by Destination BC

Visitor Services Network Statistics Program 2023													
ROSSLAND													
Start Date: 2023-01-01													
End Date: 2023-12-31													
MONTHLY TOTAL													
	Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023	Sept-2023	Oct-2023	Nov-2023	Dec-2023	TOTAL
Visitor Origin (Per Party)	172	208	235	152	143	273	262	178	174	128	128	118	2,171
Local Resident	126	157	195	134	113	162	152	118	86	84	107	111	1,545
BC	23	25	23	12	15	61	47	32	54	31	13	2	338
Alberta	4	4	1	3	2	8	8	7	7	4	1	1	50
Other Canada	4	10	7	3	4	12	14	7	4	0	1	0	66
Washington	2	5	3	0	6	16	19	4	5	5	2	1	68
California	0	1	0	0	0	1	1	2	3	0	2	0	10
Other US/Mexico	7	2	2	0	2	4	13	3	4	0	1	0	38
Europe	2	2	1	0	0	7	8	5	7	1	0	0	33
Asia/Australia	4	2	2	0	0	1	0	0	0	3	0	1	13
Other	0	0	1	0	1	1	0	0	4	0	1	2	10
Nights in Community (Per Party)	0	0	0	0	0	7	0	0	0	0	0	0	7
Same day	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	0	0	0	2	0	0	0	0	0	0	2
2	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	2	0	0	0	0	0	0	2
4-6 (1 week)	0	0	0	0	0	0	0	0	0	0	0	0	0
7-13 (2 weeks)	0	0	0	0	0	3	0	0	0	0	0	0	3
14+	0	0	0	0	0	0	0	0	0	0	0	0	0
Information Requested (Per Party)	18	33	36	9	49	89	137	78	100	29	4	13	595
Accommodation	2	1	1	0	4	4	7	3	10	5	0	1	38
Adventure Recreation	4	5	2	0	4	9	22	5	12	3	0	2	68
Attractions / Tours	1	3	10	1	6	9	14	10	9	1	0	0	64
Maps / Directions	5	4	4	2	5	25	31	15	26	5	1	2	125
Events / Conferences	0	0	2	0	0	1	2	0	4	0	1	0	10
Food / Beverage	0	2	2	0	0	5	9	0	3	2	0	1	24
Transportation	0	0	0	0	1	2	3	0	1	1	0	0	8
Shopping	1	1	0	1	1	0	1	6	0	0	0	0	11
Parks	0	0	1	0	1	3	7	4	5	0	0	0	21
First Nations	0	0	0	0	1	0	1	0	1	0	0	0	3
Community Services	1	2	1	0	4	1	1	3	6	1	0	0	20
Investment/Moving	0	0	0	0	4	0	0	1	4	0	0	0	9
Site Facilities (e.g. Washrooms)	3	11	10	4	13	24	35	27	16	11	2	6	162
Other	1	4	3	1	5	6	4	4	3	0	0	1	32
Community Specific Info (Per Party)	7	7	3	3	6	10	13	14	3	3	0	0	69
Archives/ Collections	3	5	2	2	6	4	8	5	0	3	0	0	38
Museum Events	2	0	0	0	0	1	2	0	0	0	0	0	5
Sport Competitions	0	0	0	0	0	0	0	0	0	0	0	0	0
Gold Fever Follies	0	0	0	0	0	0	1	3	1	0	0	0	5
Winter Carnival	1	0	0	0	0	0	0	0	0	0	0	0	1
Golden City Days	0	0	0	0	0	0	0	0	1	0	0	0	1
Museum/City Tours	1	2	1	1	0	1	2	6	1	0	0	0	15
Music / Film Festivals	0	0	0	0	0	1	0	0	0	0	0	0	1
Canada Day/ Holidays	0	0	0	0	0	3	0	0	0	0	0	0	3
Mountain Markets	0	0	0	0	0	0	0	0	0	0	0	0	0

Source: Rossland VC - 2023 data

by month provided by Destination BC

Destination BC Research Services has also provided the top 14 PRIZM segments to the South Kootenay area in 2022.

Summary of Top 14 BC PRIZM Segments to South Kootenay area in 2022 (Unique Visitors)

Name	Count	% Comp	Rank	Index
Backcountry Boomers	5,400	20%	1	202
Country & Western	5,100	19%	2	222
Down to Earth	3,500	13%	3	160
Old Town Roads	1,600	6%	4	177
Scenic Retirement	1,200	5%	5	126
Boomer Bliss	1,100	4%	6	203
Suburban Sports	1,000	4%	7	181
Slow-Lane Suburbs	1,000	4%	8	371
Country Traditions	800	3%	9	220
Suburban Recliners	700	3%	10	81
Family Mode	700	2%	11	321
Savvy Seniors	600	2%	12	62
Kick-Back Country	600	2%	13	137
Juggling Acts	600	2%	14	46
Top 14	24,000	89%		217
TOTAL	27,100			

Index Legend: Under 80, 110 to 119, 120 to 149, Over 150

Name: The name of the PRIZM segment.

Count: The number of people or households within the visitor file that fit into that segment.

% Comp: (Count / Total Count * 100) The proportion of the total customer population or households in each PRIZM segment.

Rank: The order of top volume

Index: (% / Base % * 100) Measures if the visitors are more or less likely to fit into that segment when compared to the benchmark.

An Index of 100 is average. Indices above 100 are above average or over-represented.

Indices below 100 are below average or under-represented.