



TRAVEL
COLUMBIA
VALLEY

INVERMERE
On The Lake
PANORAMA
Mountain Resort

tourism
radium



SYMPHONY
TOURISM
SERVICES

Columbia Valley Mobile Visitor Analysis

2025 Highlights Report

May 2026

Objectives

- Understand your domestic visitors: Who are they, where are they coming from? What are their interests? Where do they get their information? And where are more of them that we can market to?
- Utilize research results derived from MobileScapes Mobile Movement analysis to support strategy direction, target marketing and destination planning.

Introduction

- This Visitor Analysis profiles Mobile Movement Data for key locations within **Columbia Valley** as they relate to Destination Canada's Traveller Segmentation Program Types and Environics Analytics 2025 PRIZM Market Segmentation profiles for the Domestic Market.
- Through this project we aim to answer the above questions, identify similarities/differences in visitor profiles, and ultimately provide you with insights to aid in reaching your marketing goals.

About MobileScapes

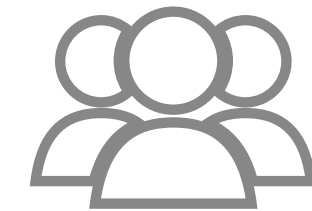
What is MobileScapes?

- Combines data collected from mobile devices with location enabled tracking on various Apps
- Identifies devices observed within a defined area:
 - e.g Trail head, public square or a hotel for a given date and time range
 - 110 acres (Non-contiguous)
- The amount of anonymized, permission based data captured is dependent upon:
 - Device being ON
 - Device has Apps allowing location tracking
 - There is a WIFI or Cell tower within the geo-fenced area for the device to ping
- The devices then become a sample of the visitors to the area (just like a sample of people answering a survey)
- The Sample is then reviewed for visitor origin postal codes, extrapolated and then averaged using a number of external data sources used by Environics Analytics to weight and validate the data

Why MobileScapes?

Short of doing an intercept or in-person visitor survey, the next best solution is Mobile Data. It allows us to capture a sample of visitors at various locations and assess them by origin, demographic and psychographic variables.

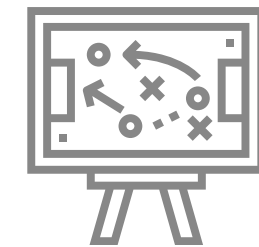
Identify **WHO** visits your location, **WHAT** they like (Activities/Media Habits) and **WHERE** there are more people like them in your top markets.



Understand your
Visitors



Identify Top
Markets



Execute your
Strategy

MobileScapes

The Process

Select your Locations

Choose Areas to Geo-Fence

- What are the areas that represent destination highlights?
- If aggregated, will they give you a good picture of the community or region?

Choose your Time Frame

Decide on a Time Frame

- Would you like to know visitor volume, origin and profiles for a full year (2024, 2023, 2024)
- A season?
- A season over multiple years?

Each time frame represents ONE query

Analysis

Symphony Research Specialist conducts Analysis

- Analysis is preformed in Environics Analytics to develop your visitor profile

Report Generation

Reports Include:

- Visitor Origin
- Estimated count of visitors by time frame
- Visitor Profiles by Top Domestic Markets
- Patterns by time period by PRIZM Segment
- Top 3 PRIZM Segments by Geography - BC, AB (Other provinces/territories if applicable)

Discussion and Review

Review and Discuss Material

- How to use the information for your strategy planning or targeted marketing

Additional Documentation & Reports

Additional Reports Provided if Needed

- Further details
- Postal Codes for targeted marketing
 - RTraveller Segmentation Program requires a separate privacy agreement with Environics Analytics

How To Use MobileScapes

How Can These Insights Help You?

Identify Patterns

- Use Visitor Volume and Visitor Origins to understand differences in seasons or time frames selected.

Develop Profiles

- Visitor Profiles developed to help you understand your visitors
 - Demographics
 - Psychographics
 - Life Stage/Family Size
 - Income Level
 - Media Habits
 - Activities/Interests

Product Development & Campaigns

- Use your Visitor Insights to create new products or Itineraries
- Tailor existing products/services to existing customers
- Identify New Target Markets or expand your reach
- Target Digital or Traditional Media Campaigns based on geography, media habits, social values, activities etc.

Data Analyzed

- **MobileScapes** is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices.
- The main sources of data are **opt-in location-enabled applications** on mobile devices and ad exchange platforms.
- At present, there are approximately **100,000 mobile applications** that contribute data to Environics Analytics' MobileScapes services.



Columbia Valley

January 1, 2025 - December 31, 2025 - NO LOCALS

Sample of **21,800** visitors analyzed from British Columbia

** Local Residents from VOA, VOB were removed from this analysis*



Columbia Valley

January 1, 2025 - December 31, 2025

Sample of **61,300** visitors analyzed from British Columbia

Sample of **116,200** visitors analyzed from Alberta

A scenic winter landscape featuring snow-capped mountains, dense evergreen forests, and a small house on a snowy shore. The foreground shows a rocky shoreline with some snow, leading up to a dense forest of evergreen trees. In the middle ground, a small, light-colored house with a dark roof is visible, nestled among the trees. The background is dominated by large, rugged mountains with significant snow cover under a clear sky.

Key Highlights

Credit: Northern BC Tourism/Kelly Marsh

Key Findings



Columbia Valley

January 1, 2025 - December 31, 2025

Total Estimated Canadian Visitors: **187,600***

Category	British Columbia Visitors	British Columbia Visitors - Locals Removed	Alberta Visitors	Key Findings
Estimated Visitor Volume and %	61,300 or 33% were from BC	21,800 or 15% were from BC	116,200 or 62% were from AB	- The Columbia Valley is strongly driven by Alberta visitation (62% of visitors originating from Alberta) compared to 33% from British Columbia. Calgary and Edmonton were the leading origin markets, reinforcing the Valley's role as a major regional drive market for Alberta families and suburban households. - BC visitation when locals were included was concentrated within the East Kootenay region, including Radium Hot Springs, Invermere, and Cranbrook, indicating strong regional and repeat visitation patterns. - Visitor profile highlights strong demand for outdoor recreation, family travel, and relaxed mountain experiences. Key traveller segments such as Outdoor Explorers, Fun & Sun Families, and Simplicity Lovers suggest visitors are motivated by accessible nature experiences, scenic relaxation, and family friendly activities.
Top Visitor Origin Locations	- East Kootenay F - Radium Hot Springs - Invermere - East Kootenay G - Cranbrook	- Cranbrook - East Kootenay C - Burnaby - Vancouver - Abbotsford	- Calgary - Edmonton - Rocky View County - Strathcona County - Red Deer	
Top PRIZM Segments	- Country & Western - Scenic Retirement - Down to Earth - Suburban Sports - Slow-Lane Suburbs	- Country & Western - Suburban Sports - Boomer Bliss - Family Mode - Kick-Back Country	- First-Class Families - Modern Suburbia - Multicultural Corners - Mid-City Mellow - All-Terrain Families	
Top Traveller Segmentation Program Types	- Outdoor Explorers - Simplicity Lovers - City Trippers	- Outdoor Explorers - Simplicity Lovers - City Trippers	- Refined Globetrotters - Fun and Sun Families - Simplicity Lovers	

Columbia Valley Visitation Summary Including Locals

January 1, 2025 - December 31, 2025

187.6K

Total Estimated Unique
Visitors*

1.5M

Visits

8.3

Avg Visits per Visitor

65%

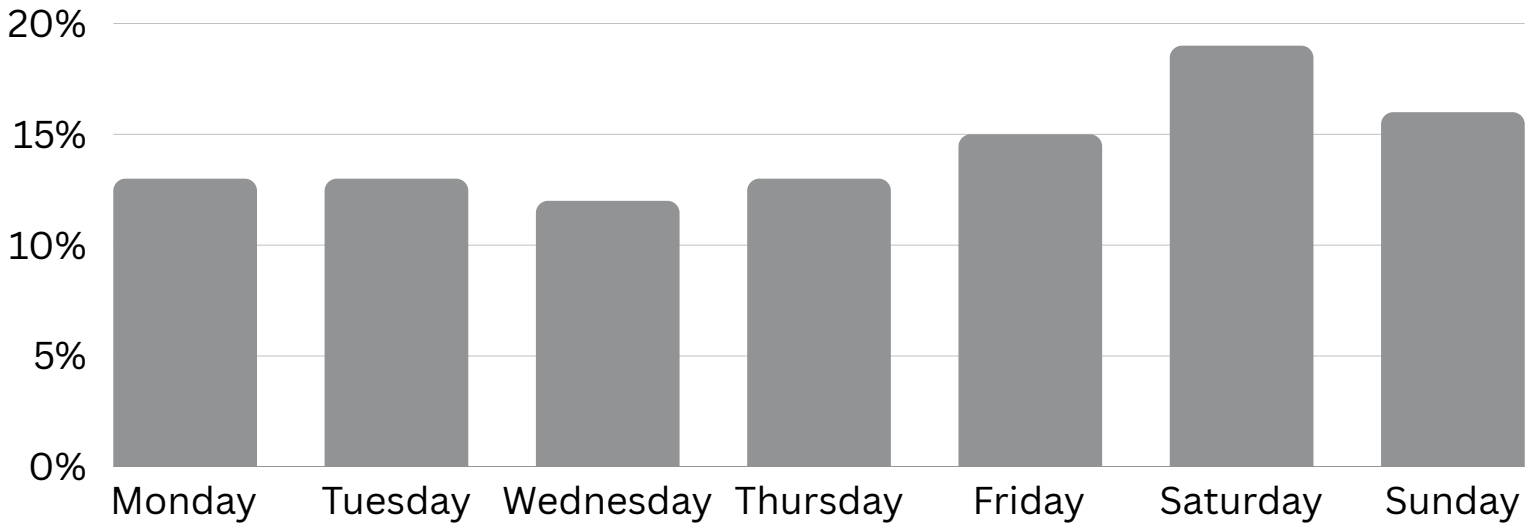
Are Weekday Visits

35%

Are Weekend Visits

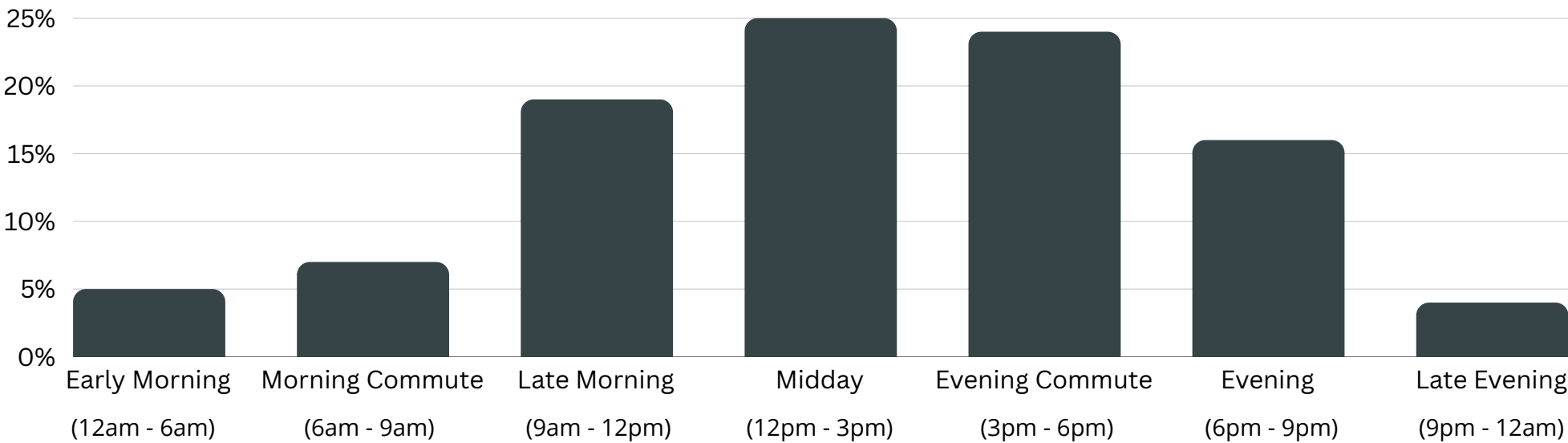
Visit Summary by Day of Week

% of Visits by Unique Visitors



Visit Summary by Daypart

% of Visits by Unique Visitors



*Unique visitors and visits represent visitors and visits to the selected location(s) during the time period including locals

Columbia Valley Visitation Summary Excluding Locals

January 1, 2025 - December 31, 2025

148.1K

Total Estimated Unique
Visitors*

908.3K

Visits

6.1

Avg Visits per Visitor

60%

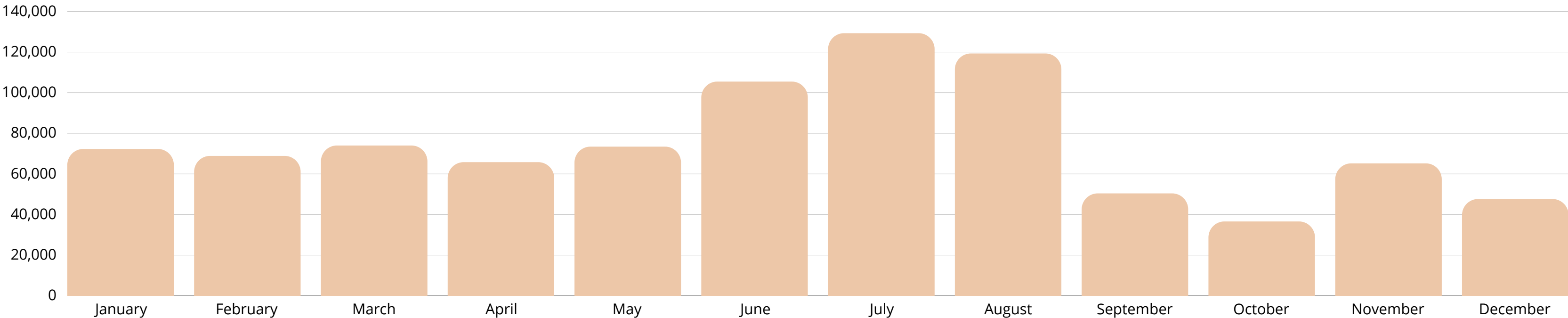
Are Weekday Visits

40%

Are Weekend Visits

Monthly Canadian Visitation

Visits per month with locals excluded



*Unique visitors and visits represent visitors and visits to the selected location(s) during the time period excluding locals

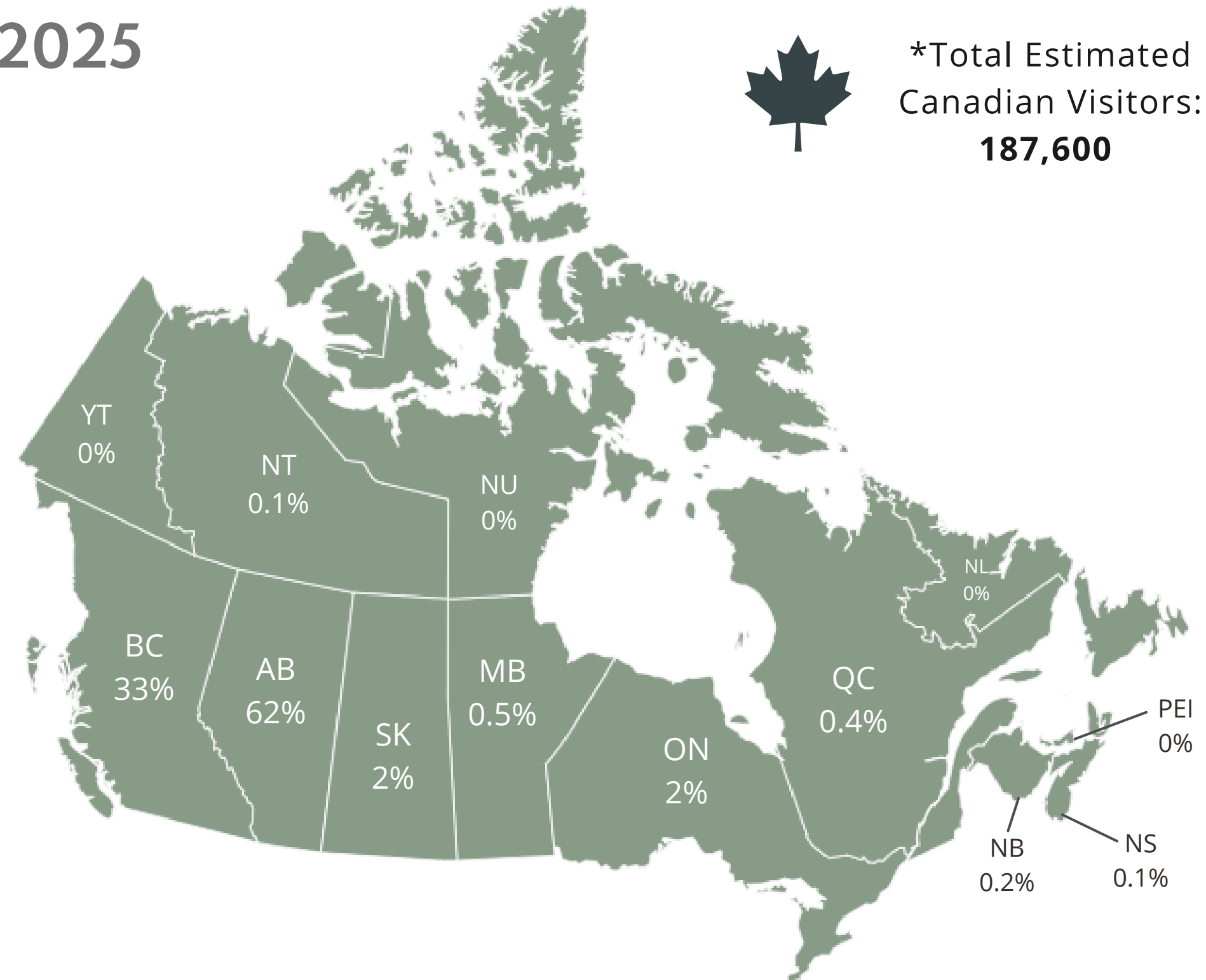
Columbia Valley Provincial Breakdown

January 1, 2025 - December 31, 2025



*Total Estimated
Canadian Visitors:
187,600

- On average, **62%** of visitors to the geo-coded Columbia Valley areas were from **Alberta**, **33%** from **British Columbia**, and **2%** from **Saskatchewan**.
- **Note:** When locals were **excluded** from the analysis, **78%** of visitors were from **Alberta**, **15%** from **British Columbia**, **3%** from **Saskatchewan**, **2%** from **Ontario**, **0.6%** from **Manitoba**, and **0.5%** from **Québec**.



Columbia Valley Visitor Origin By City

January 1, 2025 - December 31, 2025

Key Findings

- Calgary, Cranbrook, and East Kootenay F were the top Visitor Origin markets.
- Local visitors from East Kootenay F were an estimated 12,100 unique visitors, and from Radium Hot Springs were an estimated 7,400 visitors.
- Visitors from Cranbrook were an estimated 3,000 unique visitors.
- Visitors from Calgary were an estimated 65,800 unique visitors.

British Columbia		British Columbia (NO LOCAL)		Alberta	
City	% of Total	City	% of Total	City	% of Total
East Kootenay F	20	Cranbrook	14	Calgary	57
Radium Hot Springs	12	East Kootenay C	7	Edmonton	10
Invermere	11	Burnaby	5	Rocky View County	3
East Kootenay G	9	Vancouver	5	Strathcona County	2
Cranbrook	5	Abbotsford	4	Red Deer	2
Canal Flats	4	Chilliwack	3	Airdrie	2
East Kootenay C	3	Surrey	3	Foothills County	2

Additional Resources

Credit: Destination BC/Jordan Dyck

Resources

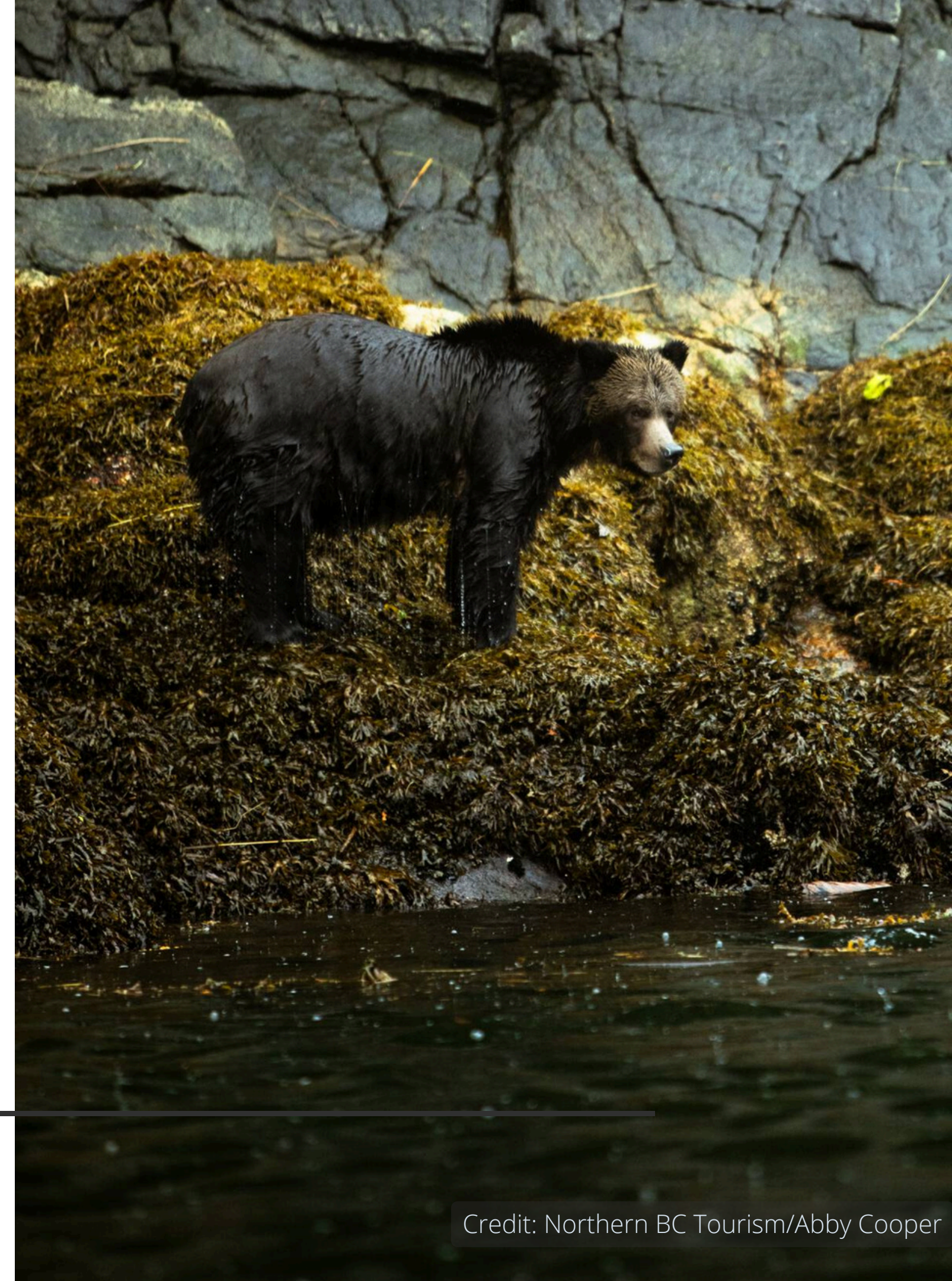
[Destination Canada - Traveller Segmentation Program](#)

[Environics Analytics](#)

[PRIZM Interactive Dashboard](#)

[Destination BC Regional Profiles](#)

[Destination BC Domestic Market Profiles](#)



About Symphony

- **Symphony Tourism Services (STS)** is a consulting company created as a resource to support the tourism industry in the Thompson Okanagan region and across British Columbia. STS is a subsidiary of the **Thompson Okanagan Tourism Association (TOTA)**.
- STS currently supplies **research, marketing, consulting** and **project management** services ranging from economic development and tourism development consulting, custom visitor and market research, and digital marketing campaign development and execution.

About Environics Analytics

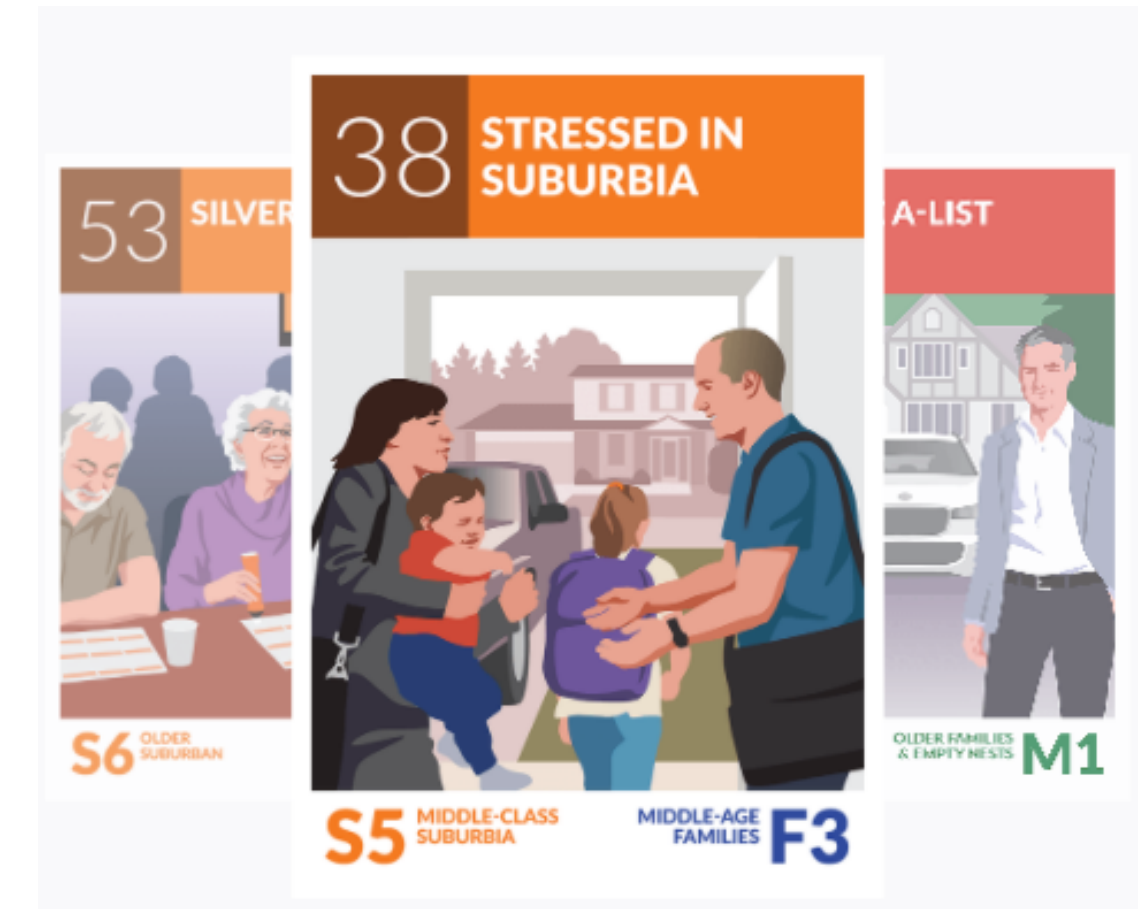
Environics Analytics is one of North America's leading data analytics and marketing services companies.

PRIZM provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values.

Environics Analytics Research provides a deeper understanding of customers and markets through geographic analysis and customized segmentation.

Market Reports Available for:

- Canada
- USA
- International



ENVIRONICS
ANALYTICS

About Destination Canada's Traveller Segmentation

Destination Canada's current traveller segmentation is the new Traveller Segmentation Program (launched 2024–25). It classifies travellers into seven segments using a blend of behavioural signals (spend, frequency, seasonality, activities) and psychographics (motivations, values). It also shifts focus from “High-Value Guests” to “Highly Engaged Guests.”



Contact Us

Robb MacDonald

Managing Director,
Symphony Tourism Services

Email: Info@SymphonyTourism.ca

Phone: (778) 721-5448

symphonytourismservices.com



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