

INTRODUCTION

The City of Revelstoke is pleased to share preliminary data on the resident population and visitor traffic to Revelstoke. The information was collected by TELUS Insights, which uses de-identified and aggregated data to help public and private organizations, as well as all levels of government, make smarter, more informed decisions based on real-world facts. TELUS Insights uses industry-leading privacy standards to ensure that no personal information is used as part of the study.

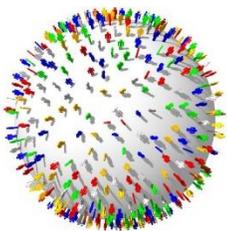
The project was initiated by the City in partnership with the Revelstoke Accommodation Association (RAA) and Revelstoke Mountain Resort (RMR) in 2018, with the objective of obtaining wireless network data that would provide reliable, updated information month over month on the resident and visitor populations of a prescribed Revelstoke Study Area.

This information is intended to support destination marketing for the tourism industry, and provide relevant data for the purposes of city planning, also help us to understand the impact of the increased volume of both visitor traffic and resident population on the City's infrastructure and services.

For more information on the objectives, methodology and data collected, please visit the City's website at revelstoke.ca.

DATA COLLECTION

RESIDENT POPULATION



Monthly counts of the resident population take note of aggregated data sets, using industry-leading privacy standards that have an assumed home location within the study area, including seasonal workers that

are not accounted for in the Stats Canada Census. Beginning in May, 2018, the data suggests that our resident population is over 13,000, increasing to 13,500 by

the end of October. The daily count of residents who spend at least 3 hours in the city area increased from 10,000 to 11,500 over the same time period. This indicates that over 2,000 people are outside of the city area, out of town or in surrounding recreation areas on a given day.

Director of Community Economic Development, Ingrid Bron, says, "the number of people residing in the city area reached a peak of 14,570 by the end of December, almost twice that of the reported Census population of just 7,500 people. This has huge implications for the City, such as the provision of emergency services and policing, not to mention the impact on city infrastructure."

VISITORS

When the number of visitors are added to the resident population, figures show a monthly unique count of over 200,000 people in the City Area in the month of May, including 20,000 international visitors. When grouped by the length of stay in days, figures range from over 7,500 visitors who stayed between 1 and 3 days, falling to just over 2000 visitors to the City area who stayed from 4 to 7 days. Trips by visitors to the city area peaked in August with over 15,000 trips of 1-3 days and over 4000 staying between 4 and 7 days.

The number of visitors are broken down further by length of stay, including trips of 0-1 hours which would indicate people passing through on the highways. Trips of 8-24 hours on the other hand could be an indication of the number of those visitors making day trips to the City Area.

Meghan Tabor, Executive Director of the Revelstoke Accommodation Association/Tourism Revelstoke, says this kind of detail on visitor traffic to the city area will help to ensure marketing efforts are reaching the right target markets. "We had a general idea of who was coming through Revelstoke from our Visitor Centre and digital engagement stats, but now we can make truly informed decisions on real metrics."

As the City works with tourism stakeholders to develop a new Resort Development Strategy, the data provided by TELUS Insights will help to inform the best use of Resort Municipality Initiative funding with a view to both

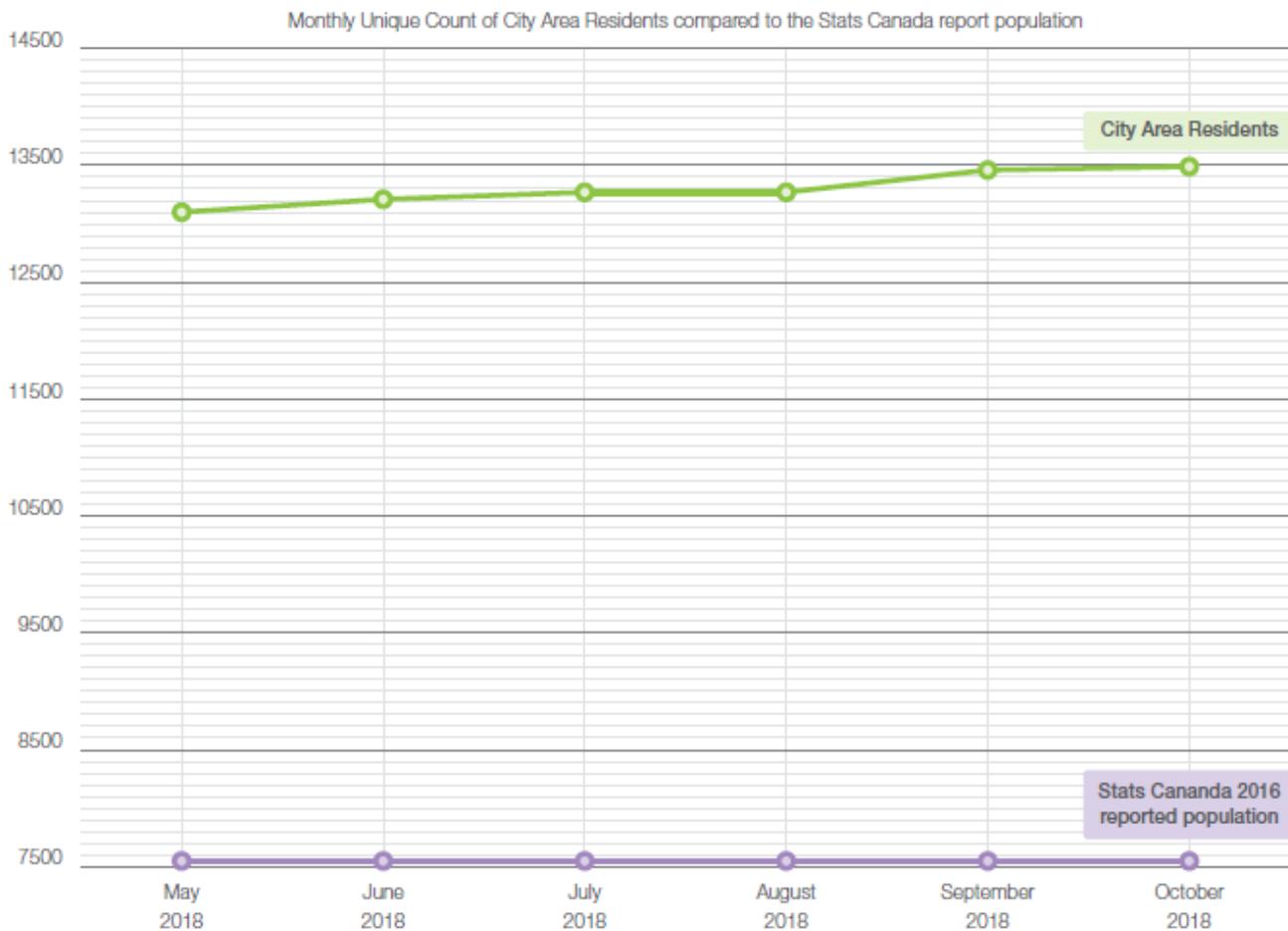
increasing tourism activity and enhancing our recreational amenities.

NEXT STEPS

The next step is to work with project partners to validate the data, using different sources of information such as visitor statistics or hotel occupancy rates that will help to tell the whole story. Using the data to its maximum potential is key - to benefit visitors, identify barriers to economic growth, and ensure that residents have access to the services they need.

As Mayor Gary Sulz points out, “We have known for some time that our population far exceeds what census figures tell us it is. We will be able to use more accurate population figures to understand the demand for housing, to understand the demands on City services and infrastructure, and to make sure that the community’s growth leaves no one behind.”

For further information, contact Ingrid Bron, Director of Community Economic Development, Revelstoke and Area at 250-837-5345 or email cedev@revelstoke.ca.



This chart shows the monthly unique counts of residents in the Revelstoke City Area compared to the Revelstoke City population as reported in the Stats Canada 2016 Census for the period of May – October 2018.

