

Visitor Services Network Statistics Program

HOPE

Start Date:

2019-01-01

2020-01-01

2021-01-01

2022-01-01

End Date:

2019-12-31

2020-12-31

2021-12-31

2022-12-31

ANNUAL TOTALS	Pre-COVID	COVID 3 mo closure (Apr-Jun) Lytton support Wildfires Travel restrictions	Travel restrictions Mostly car service Wildfires Atmospheric Rivers NOV Closed in Dec	Post COVID Highway rebuilding Wildfires Highway Closures Foreign Tours not returned yet
Administration Parties/Hour	7.04	3.79	3.48	3.67
# of hours (in-person)	2,540	1,396	1,636	2,194
# of hours--mobile	-	-	-	2
# of parties	17,888	5,293	5,692	8,076
# of parties-mobile	6,206	11	2,262	8
# of visitors	58,635	15,115	14,889	26,617
# of visitors-mobile	22,158	44	9,821	112
# of buses	725	224	237	418
Alternate Type of Support	0	518	898	823
# of hours alt support (no in-person available)	0	-	1	7
# of phone calls	0	429	837	705
# of mail/fax/email enquiries	0	89	49	71
# of social media	0	-	12	47
Visitor Origin (Per Party)	19,764	5,238	5,625	7,876
Local Resident	1,645	778	855	995
BC	11,065	4,098	4,370	4,889
Alberta	456	146	159	284
Other Canada	785	111	144	481
Washington	503	33	18	123
California	50	6	2	45
Other US/Mexico	952	12	21	101
Europe	3,051	16	55	828
Asia/Australia	1,172	35	-	90
Other	85	3	1	40
Nights in Community (Per Party)	16,684	4,456	4,711	7,003
Same day	15,208	4,212	4,227	5,973
1	1,260	145	136	675
2	153	72	66	204
3	19	17	14	61
4-6 (1 week)	26	8	264	66
7-13 (2 weeks)	9	2	2	9
14+	9	-	2	15
Information Requested (Per Party)	36,809	7,073	7,846	11,999
Accommodation	586	112	217	272
Adventure Recreation	4,599	442	454	882
Attractions / Tours	4,493	1405	1,622	2,363
Maps / Directions	7,683	1443	1,602	2,170
Events / Conferences	452	89	299	792
Food / Beverage	726	145	215	240
Transportation	859	350	320	640
Shopping	960	115	211	278
Parks	5,406	291	427	693
First Nations	34	0	1	12
Community Services	1,203	407	372	572
Investment/Moving	290	56	49	34
Site Facilities (e.g. Washrooms)	9,163	2190	1,970	2,890
Other	355	28	87	161
Community Specific Info (Per Party)	15,654	3,342	3,613	5,756
Museum	853	226	125	365
Rambo	3,371	1,333	1,261	2,173
Othello	5,294	224	390	434
Fraser Canyon	684	107	77	241
Hiking	1,349	457	439	691
Fish / Fishing	163	27	44	53
Camping	871	125	148	350
Biking	278	71	109	91
Route/Highway	1,948	385	686	768
Chainsaw	843	387	334	590

2019-01-01 2020-01-01 2021-01-01 2022-01-01
 2019-12-31 2020-12-31 2021-12-31 2022-12-31

Pre-COVID	closure (Apr-Jun) Lytton support Wildfires Travel restrictions	restrictions Mostly car service Wildfires Atmospheric Rivers NOV	Highway rebuilding Wildfires Highway Closures Foreign
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% of total parties

Mix shifted to mostly BC during COVID				Visitor Origin (Per Party)
7%	15%	11%	12%	Local Resident
46%	77%	55%	60%	BC
2%	3%	2%	4%	Alberta
3%	2%	2%	6%	Other Canada
2%	1%	0%	2%	Washington
0%	0%	0%	1%	California
4%	0%	0%	1%	Other US/Mexico
13%	0%	1%	10%	Europe
5%	1%	0%	1%	Asia/Australia
0%	0%	0%	0%	Other
Mix shifted to mostly day trips during COVID				Nights in Community (Per Party)
63%	79%	53%	74%	Same day
5%	3%	2%	8%	1
1%	1%	1%	3%	2
0%	0%	0%	1%	3
0%	0%	3%	1%	4-6 (1 week)
0%	0%	0%	0%	7-13 (2 weeks)
0%	0%	0%	0%	14+
				Information Requested (Per Party)
2%	2%	3%	3%	Accommodation
19%	8%	6%	11%	Adventure Recreation
19%	26%	20%	29%	Attractions / Tours
32%	27%	20%	27%	Maps / Directions
2%	2%	4%	10%	Events / Conferences
3%	3%	3%	3%	Food / Beverage
4%	7%	4%	8%	Transportation
4%	2%	3%	3%	Shopping
22%	5%	5%	9%	Parks
0%	0%	0%	0%	First Nations
5%	8%	5%	7%	Community Services
1%	1%	1%	0%	Investment/Moving
38%	41%	25%	36%	Site Facilities (e.g. Washrooms)
1%	1%	1%	2%	Other
RAMBO remained high during COVID				Community Specific Info (Per Party)
4%	4%	2%	5%	Museum
14%	25%	16%	27%	Rambo
22%	4%	5%	5%	Othello
3%	2%	1%	3%	Fraser Canyon
6%	9%	6%	9%	Hiking
1%	1%	1%	1%	Fish / Fishing
4%	2%	2%	4%	Camping
1%	1%	1%	1%	Biking
8%	7%	9%	10%	Route/Highway
3%	7%	4%	7%	Chainsaw