



Regional District Okanagan Similkameen Domestic Visitor Origin Data Analysis, 2024–2025

This report summarizes visitor origin data for the Regional District Okanagan Similkameen (RDOS) across the 2024 and 2025 calendar years, prepared to inform regional tourism planning. It is supplied by the Similkameen Valley Planning Society (SVPS) and draws on Destination BC Research Services data covering the region's three largest visitor origin markets: British Columbia, Alberta, and Washington State.

Source: Data supplied by Destination BC Research Services. Due to methodologies, all figures are estimates.

Contact: Simone Carlysle-Smith, Tourism Services for the [Similkameen Valley Planning Society](https://www.similkameenvalley.com) Email support@similkameenvalley.com

Executive Summary: Visitor Origin Highlights

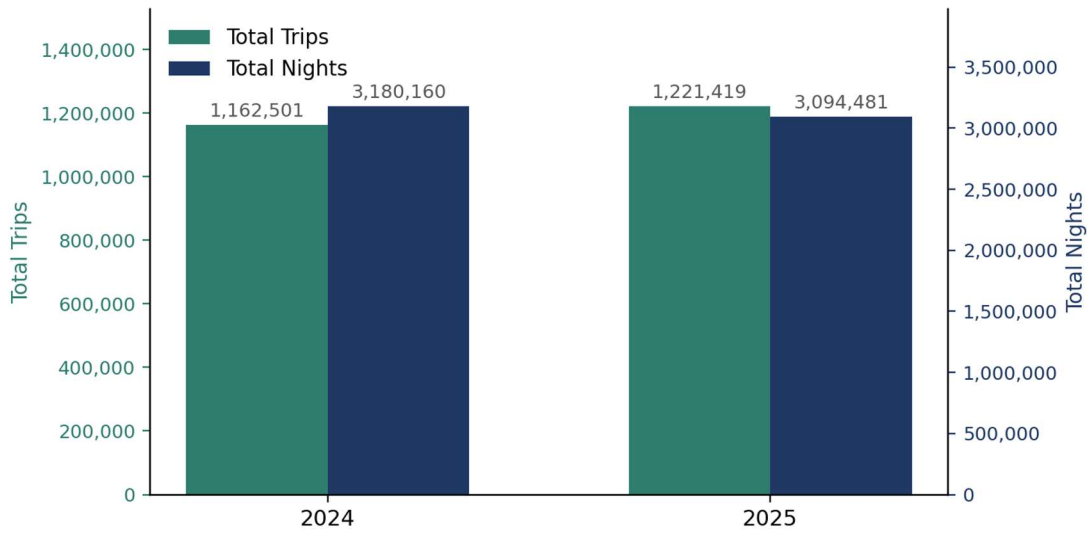
Visitation to the Regional District Okanagan Similkameen (RDOS) held steady to modestly higher in 2025, with total trips up 5.1% (from 1,162,501 to 1,221,419) while total nights declined 2.7% (from 3,180,160 to 3,094,481). Together, this pushed the average length of stay down from 2.74 to 2.53 nights across all origin markets — a real compression in stay length, not just a growth story.

British Columbia is overwhelmingly the RDOS's core visitor market, generating 87–88% of all trips in both years. Within BC, Lower Mainland communities (Metro Vancouver and the Fraser Valley) supply nearly half of all BC visitation, while the Okanagan cluster around Kelowna is the fastest-growing regional segment. Alberta contributes roughly 11% of trips and, while smaller, its visitors travel the farthest and stay the longest of any origin market. Washington State remains a small market overall but posted the sharpest growth of any single origin community, led by a surge from Seattle.

Key figures at a glance

- Total visitation: 1,162,501 trips / 3,180,160 nights (2024) → 1,221,419 trips / 3,094,481 nights (2025), +5.1% trips but -2.7% nights.
- British Columbia: 1,014,663 trips (2024) → 1,071,002 trips (2025), +5.5% — 87–88% of all visitation both years.
- Alberta: 129,452 trips (2024) → 131,915 trips (2025), +1.9%, with the longest average stay of any market (3.65–3.85 nights).
- Average length of stay declined across every origin market — BC fell from 2.58 to 2.38 nights, Alberta from 3.85 to 3.65, and Washington from 3.54 to 3.35 — pointing to a valley-wide shift toward shorter visits.
- The top 20 origin communities account for roughly two-thirds of BC visitation (66–67%) and three-quarters to four-fifths of Alberta visitation (76–80%), so a small number of source cities drive the large majority of trips.
- Seattle-Tacoma-Bellevue was the standout growth story in the dataset, with trips up 66.4% year-over-year, even though Washington remains a modest share of total visitation.

Trips vs. Nights, All Origins (2024 vs 2025)
Trips edging up while nights decline = shorter average stays



Total nights declined even as total trips edged up, compressing average length of stay.

Visitor Origin Analysis

This section summarizes visitor trip and overnight-stay data for the Regional District Okanagan Similkameen (RDOS) across the 2024 and 2025 calendar years, drawn from origin data covering British Columbia, Alberta, and Washington State markets. Origin communities are rolled up to the top 20 highest-volume locations per province, with full provincial and combined totals calculated from the complete underlying dataset (611 BC communities and 413 Alberta communities).

British Columbia Visitors

British Columbia is, by a wide margin, the RDOS's dominant visitor market.

2024: 1,014,663 trips | 2,616,586 nights | average stay 2.58 nights

2025: 1,071,002 trips | 2,550,624 nights | average stay 2.38 nights

Year-over-year change: +5.5% trips | -2.5% nights

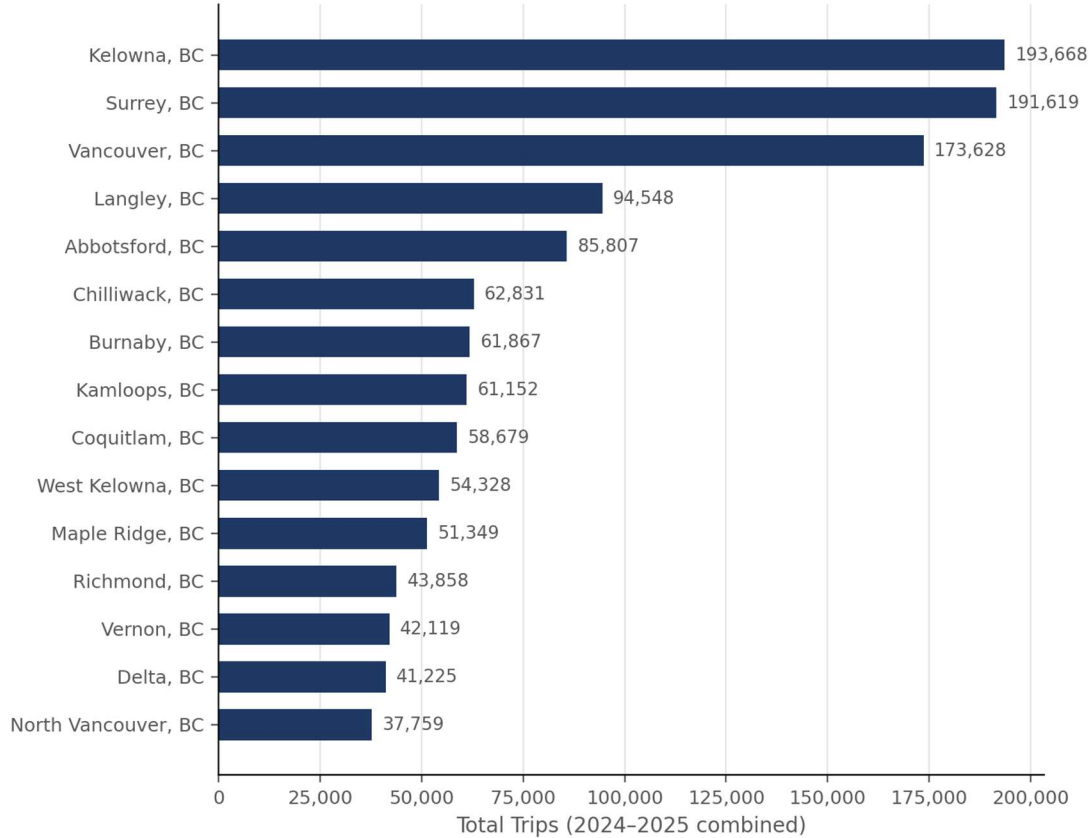
Top 20 source communities

Kelowna and the Lower Mainland cities of Surrey and Vancouver are the three largest single sources of BC visitation, together accounting for over a quarter of all BC trips:

Source Community	2024 Trips	2025 Trips	YoY %
Kelowna, BC	88,701	104,967	+18.3%
Surrey, BC	94,991	96,628	+1.7%
Vancouver, BC	83,381	90,247	+8.2%
Langley, BC	46,432	48,116	+3.6%
Abbotsford, BC	42,389	43,418	+2.4%
Chilliwack, BC	31,869	30,962	-2.8%
Burnaby, BC	31,246	30,621	-2.0%
Kamloops, BC	31,021	30,131	-2.9%
Coquitlam, BC	29,522	29,157	-1.2%
West Kelowna, BC	24,955	29,373	+17.7%
Maple Ridge, BC	25,264	26,085	+3.2%
Richmond, BC	21,776	22,082	+1.4%
Vernon, BC	20,179	21,940	+8.7%
Delta, BC	21,109	20,116	-4.7%
North Vancouver, BC	20,011	17,748	-11.3%
Port Coquitlam, BC	14,142	15,393	+8.8%
Mission, BC	13,356	15,742	+17.9%
Penticton, BC	13,074	15,975	+22.2%
Lake Country, BC	10,507	13,808	+31.4%
New Westminster, BC	12,923	11,065	-14.4%

Combined, these top 20 communities account for roughly 66–67% of all BC-origin trips in both years. Grouped by region, Lower Mainland communities (Surrey, Vancouver, Langley, Abbotsford, Chilliwack, Burnaby, Coquitlam, Maple Ridge, Richmond, Delta, North Vancouver, Port Coquitlam, Mission, New Westminster) supply about 47% of all BC visitation, while the Okanagan cluster (Kelowna, West Kelowna, Vernon, Penticton, Lake Country, Kamloops) supplies about 19–20% and is growing faster — up from 18.6% to 20.2% share year-over-year.

Top 15 BC Origin Communities — RDOS Visitors



The top 15 of 611 BC origin communities, ranked by combined 2024–2025 trips.

Visitation by BC tourism region

Looking at BC visitors by their home tourism region tells a similar story: Vancouver, Coast & Mountains is the single largest source region (568,973 trips in 2024, 576,571 in 2025), but Thompson Okanagan — the region surrounding the RDOS itself — was the fastest-growing major region, up 15.3% year-over-year (304,474 to 350,921 trips), reflecting strong local and regional day-trip and short-stay demand. Kootenay Rockies also grew strongly (+12.9%), while Vancouver Island and Northern BC both softened slightly.

Alberta Visitors

Alberta is the RDOS's second-largest origin market — smaller in volume than BC, but home to the region's longest-staying visitors.

2024: 129,452 trips | 498,443 nights | average stay 3.85 nights

2025: 131,915 trips | 481,846 nights | average stay 3.65 nights

Year-over-year change: +1.9% trips | -3.3% nights

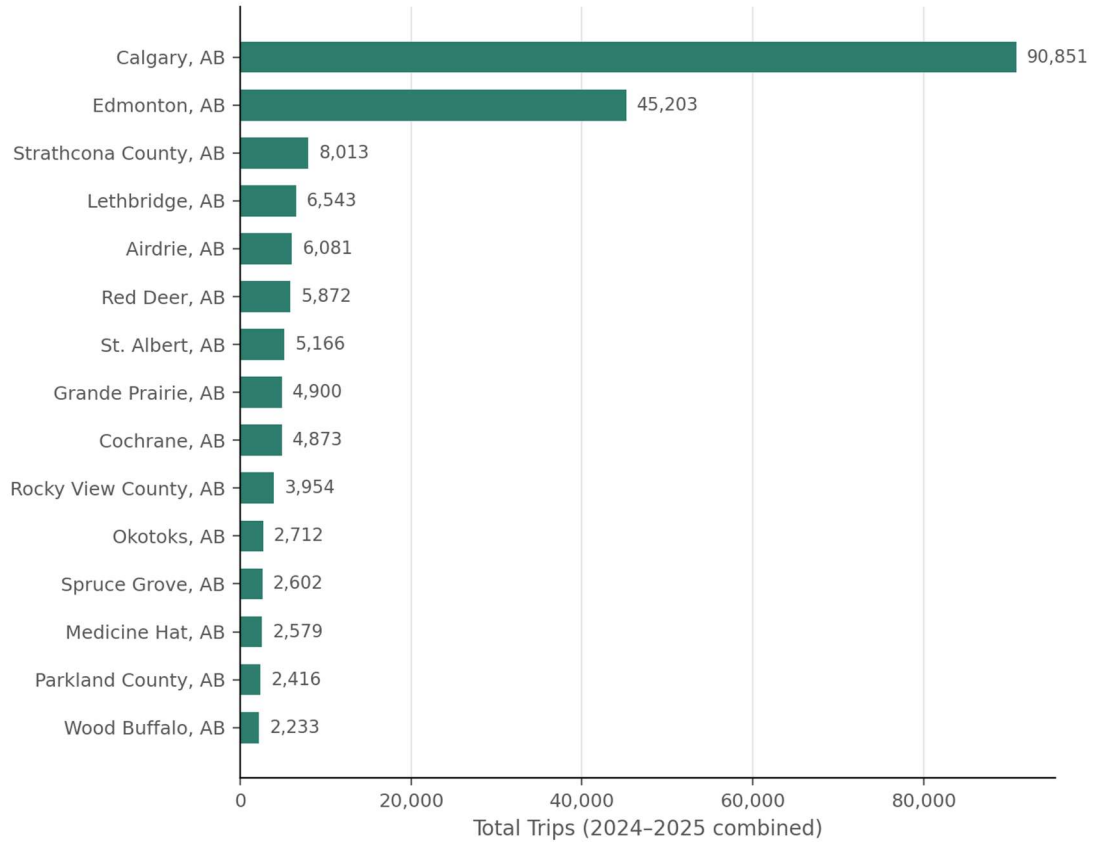
Top 20 source communities

Alberta visitation is heavily concentrated in the province's two major metro areas:

Source Community	2024 Trips	2025 Trips	YoY %
Calgary, AB	43,098	47,753	+10.8%
Edmonton, AB	21,992	23,211	+5.5%
Strathcona County, AB	3,810	4,203	+10.3%
Lethbridge, AB	3,256	3,287	+1.0%
Airdrie, AB	3,021	3,060	+1.3%
Red Deer, AB	2,856	3,016	+5.6%
St. Albert, AB	2,518	2,648	+5.2%
Grande Prairie, AB	2,239	2,661	+18.8%
Cochrane, AB	2,458	2,415	-1.7%
Rocky View County, AB	1,836	2,118	+15.4%
Okotoks, AB	1,287	1,425	+10.7%
Spruce Grove, AB	1,274	1,328	+4.2%
Medicine Hat, AB	1,439	1,140	-20.8%
Parkland County, AB	1,085	1,331	+22.7%
Wood Buffalo, AB	1,113	1,120	+0.6%
Fort Saskatchewan, AB	1,040	1,025	-1.4%
Leduc, AB	758	1,286	+69.7%
Foothills County, AB	1,094	903	-17.5%
Chestermere, AB	1,389	600	-56.8%
Grande Prairie County No. 1, AB	875	1,068	+22.1%

Calgary and Edmonton alone account for roughly 70% of all Alberta trips to the RDOS, and the top 20 communities together capture 76% of Alberta visitation in 2024, rising to 80% in 2025 — a market becoming even more concentrated in its largest source cities.

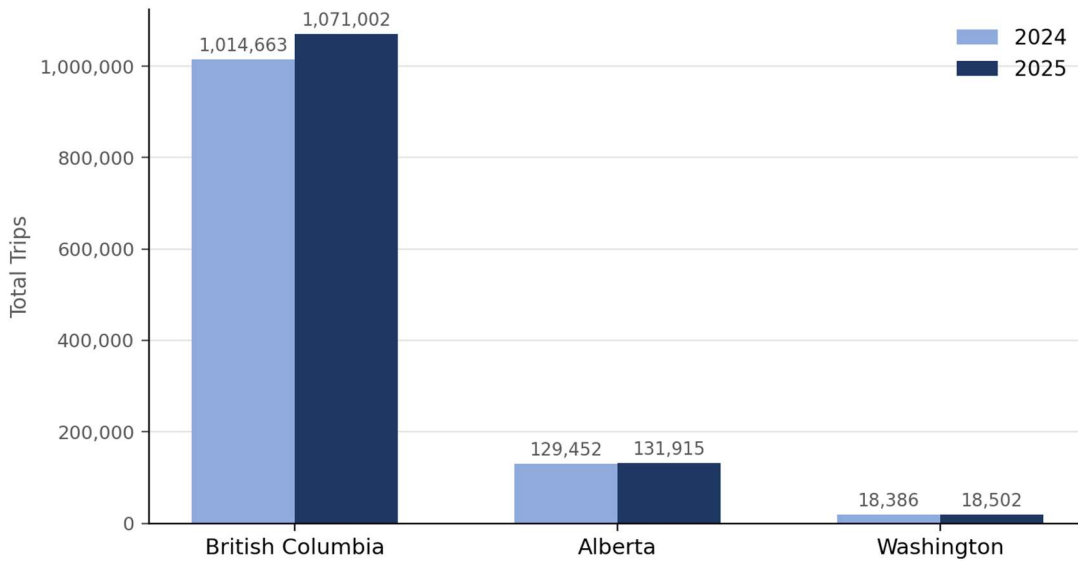
Top 15 Alberta Origin Communities — RDOS Visitors



The top 15 of 413 Alberta origin communities, ranked by combined 2024–2025 trips.

Combined Totals & Market Comparison

Visitor Trips to the RDOS by Origin Market, 2024 vs 2025



British Columbia dominates total volume; Washington remains small but is growing fastest of the three.

Metric	2024	2025	YoY Change
British Columbia — Trips	1,014,663	1,071,002	+5.5%
Alberta — Trips	129,452	131,915	+1.9%
Washington — Trips	18,386	18,502	+0.6%
All Origins — Total Trips	1,162,501	1,221,419	+5.1%
All Origins — Total Nights	3,180,160	3,094,481	-2.7%
All Origins — Avg. Length of Stay	2.74 nights	2.53 nights	-7.4%

British Columbia's share of total visitation held essentially flat at 87.3% to 87.7% of all trips between 2024 and 2025. Alberta's share softened slightly from 11.1% to 10.8%, and Washington's from 1.6% to 1.5% — in both cases because BC grew at a similar or faster pace, not because these markets shrank. Every origin market saw its average length of stay decline, making the shortening-stay pattern a valley-wide trend rather than one specific to a single market.

Strategic Implications

- The RDOS wide decline in average length of stay — across BC, Alberta, and Washington alike — is the single clearest signal in this dataset, and points to an opportunity to design offers, packages, or itineraries that convert short visits into overnight or multi-night stays.
- Regional/local travel (Lower Mainland and the Okanagan) remains the foundation of visitation; the Okanagan cluster's above-average growth suggests continued investment in regional/day-trip visitors from Kelowna, West Kelowna, Vernon, and Penticton is paying off.
- Alberta visitors — concentrated in Calgary and Edmonton — stay nearly 50% longer per trip than BC visitors on average, making them a high-value market for accommodations and multi-day experience packages despite smaller trip volumes.
- The concentration of Alberta visitation into its top 20 source communities is intensifying (76% to 80% share), suggesting Calgary- and Edmonton-focused marketing will reach an increasing majority of the Alberta market.
- Seattle-Tacoma-Bellevue's 66% surge in trips, even from a small base, is worth monitoring as a potential cross-border growth opportunity alongside the RDOS's established BC and Alberta markets.

Source: Data supplied by Destination BC Research Services. Due to methodologies, all figures are estimates.