



# Adventure Sport Enthusiast Sector Analysis

BRITISH COLUMBIA



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# OBJECTIVES

- To create a profile of "**Adventure Sport Enthusiasts**" in British Columbia using Demographic and Psychographic Variables.
- Create a tool for Businesses, Communities and Government Organizations to understand the **Adventure Sport** target groups and apply insights to marketing strategy and recovery plans.

# INTRODUCTION

- This Sector Analysis profiles selected demographic and psychographic data within British Columbia as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2021 PRIZM Market Segmentation profiles.
- Through this project we aim to provide you with insights to aid in reaching and developing your marketing goals and recovery strategy.

# SECTOR ANALYSIS



# ADVENTURE SPORT PROFILE

## BRITISH COLUMBIA

The **Adventure Sport Enthusiast Profile** was created through the analysis of demographic and psychographic variables as they relate to the 67 PRIZM Segments in British Columbia outlined by Environics Analytics. Variables include:

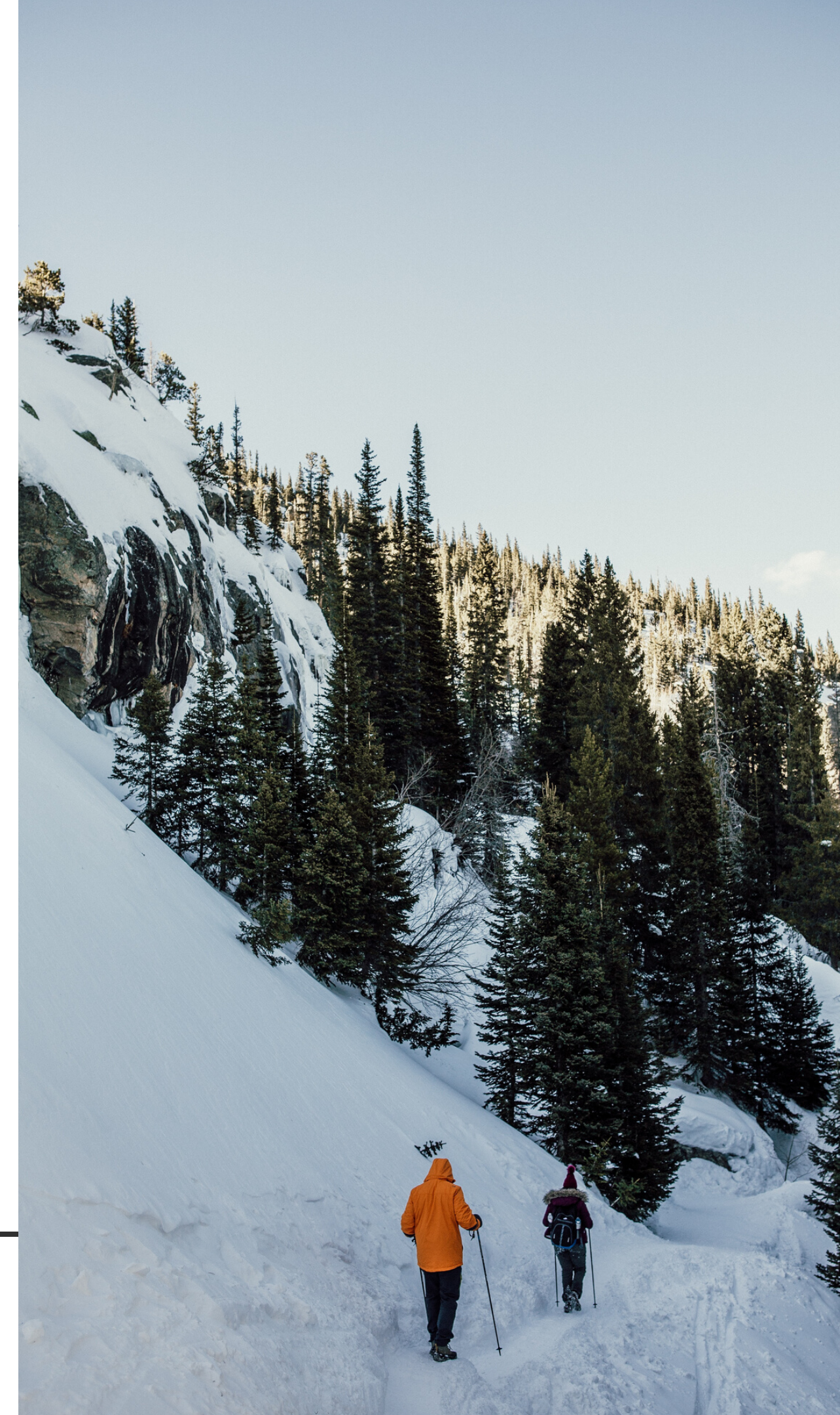
### Primary Variables:

- Age of Household Maintainer
- Size of Household (% of children living at home)
- Household Income
- Visible Minority Status
- "I regularly participate in Adventure Sport Activities"

### Secondary (Supporting) Variables:

- "I occasionally/regularly participate in canoeing/kayaking activities" \*\*
- "I occasionally/regularly participate in cycling (mountain/road) activities"
- "I occasionally/regularly participate in hiking/backpacking activities"
- "I occasionally/regularly participate in power boating/jet skiing activities" \*\*
- "I occasionally/regularly participate in cross country skiing/snowshoeing activities" \*\*
- "I occasionally/regularly participate in downhill skiing activities"
- "I occasionally/regularly participate in snowboarding activities"
- "I occasionally/regularly participate in ATV/Snowmobiling activities"

Analysis of the variables above resulted in the creation of two target groups with an above average interest (compared to British Columbia population) in "harder" Adventure Sport activities, and three target groups with an above average interest in "softer" adventure sport activities.



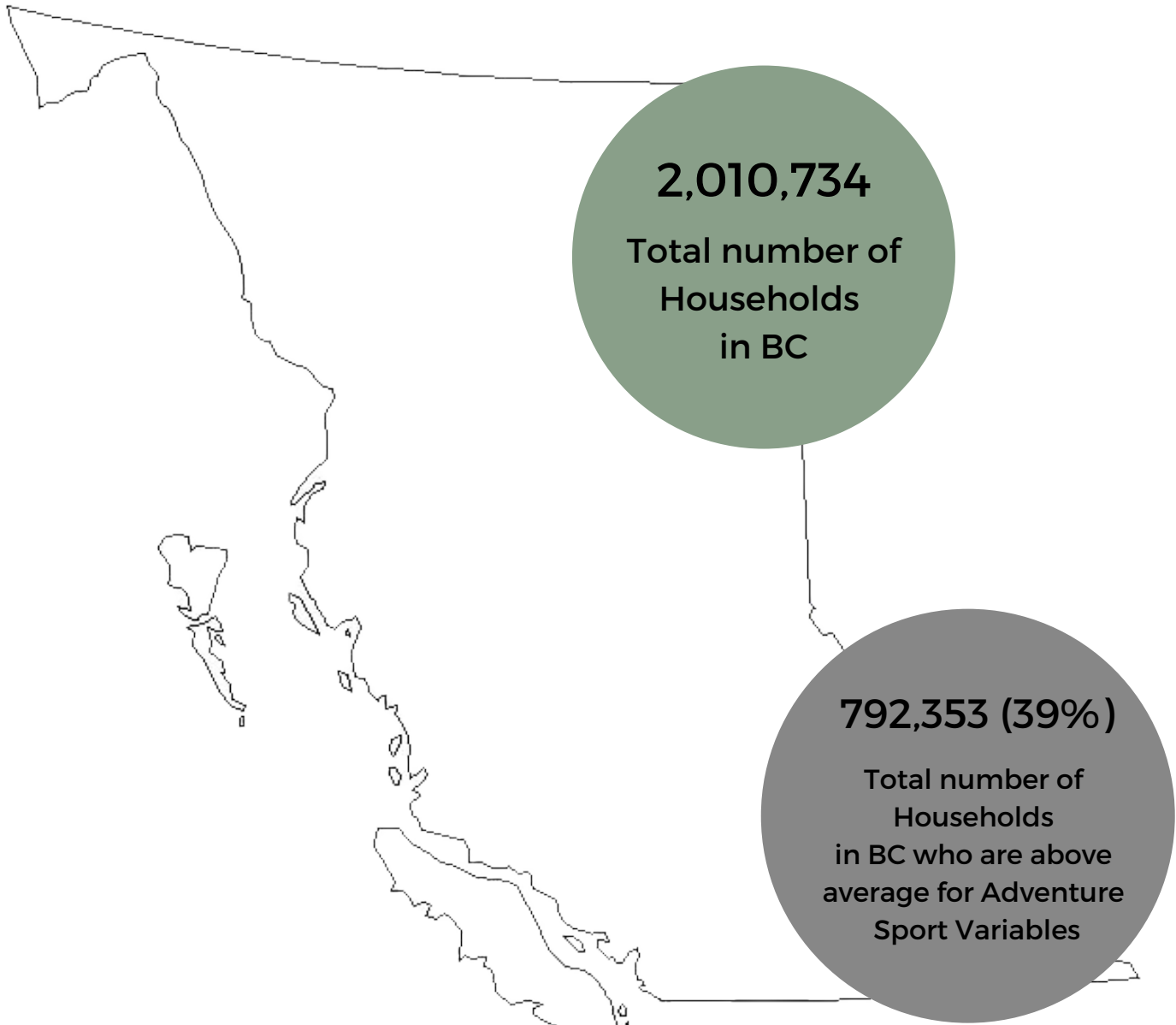
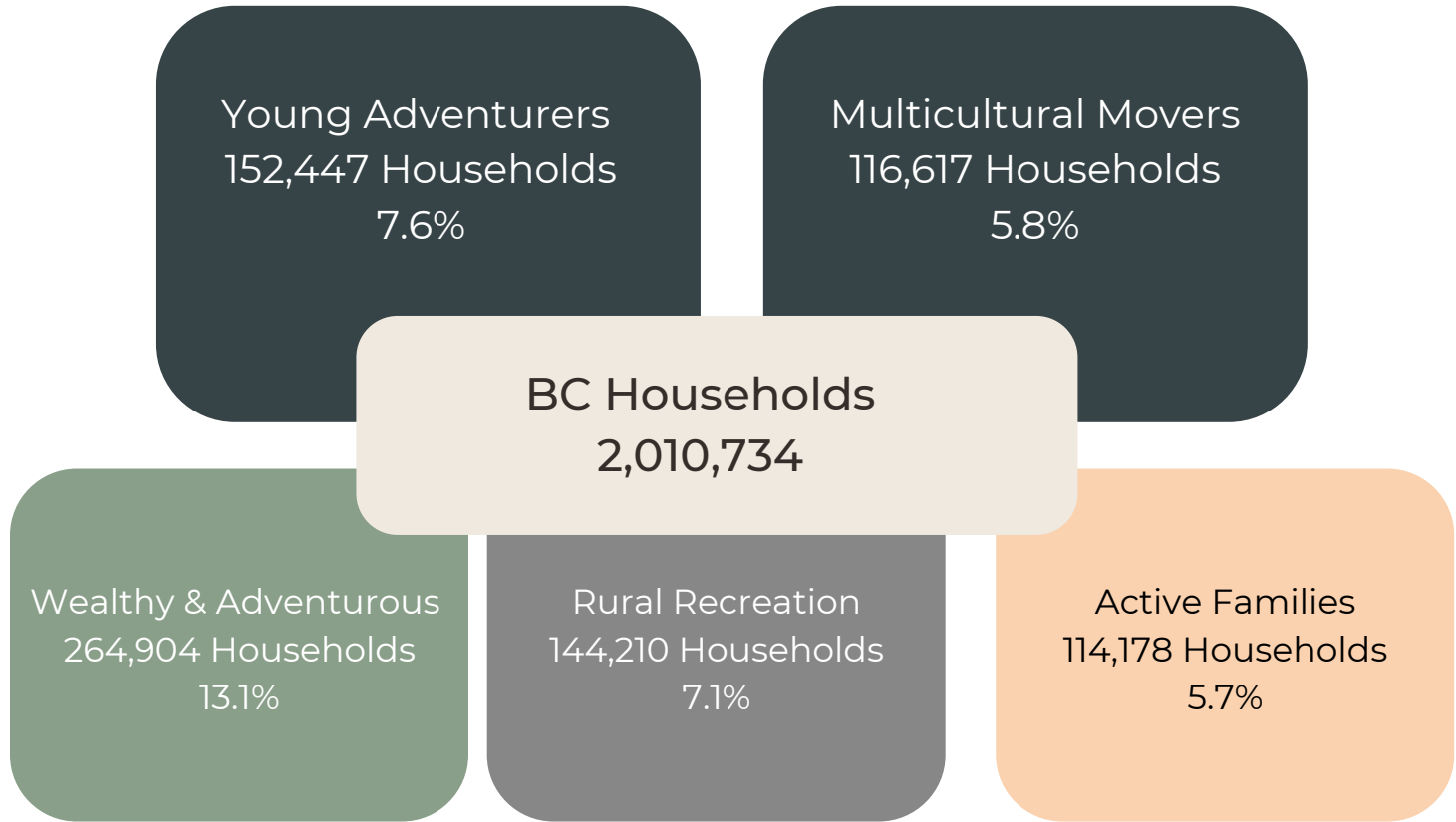


# ADVENTURE SPORT ENTHUSIAST MARKET SIZE

## BRITISH COLUMBIA

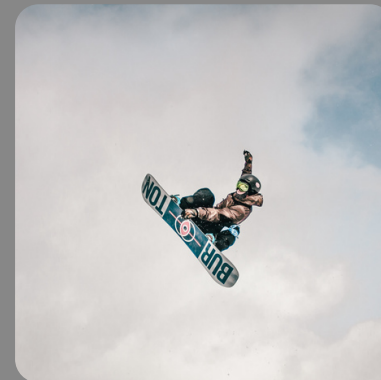
The **Adventure Sport Enthusiast** Market consists of five distinct target groups. Two of the groups have an above average interest in "harder" Adventure Sport variables and three have an above average interest in "softer" adventure sport variables. Groups are organized based on their demographic and psychographic characteristics.

792,353 households or **39%** of the total households in British Columbia (2,010,734) index above average for Adventure Sport related variables.



# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS

## BRITISH COLUMBIA



### Young Adventurers

- Maintainer Age: 45
- 152,447 or 7.6% of the total households in BC
  - 19.2% of Adventure Sport Enthusiasts in BC (792,353)
- 49% do NOT have Children at home (13% above average)
- Below average visible minority
- Average Household Income of \$107,160

### Multicultural Movers

- Maintainer Age: 50
- 116,617 or 5.8% of the total households in BC
  - 14.7% of Adventure Sport Enthusiasts in BC (792,353)
- 60% have Children at home (42% above average)
- Above average visible minority
- Average Household Income of \$108,043



# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS

## BRITISH COLUMBIA



### Wealthy & Adventurous

- Maintainer Age: 54
- 264,904 or 13.1% of the total households in BC
  - 33.4% of Adventure Sport Enthusiasts in BC (792,353)
- 52% have Children at home (24% above average)
- Above average visible minority
- Above Average Household Income of \$132,211



### Rural Recreation

- Maintainer Age: 57
- 144,210 or 7.1% of the total households in BC
  - 18.2% of Adventure Sport Enthusiasts in BC (792,353)
- 50% do NOT have Children at home (13% above average)
- Below average visible minority
- Below Average Household Income of \$95,134

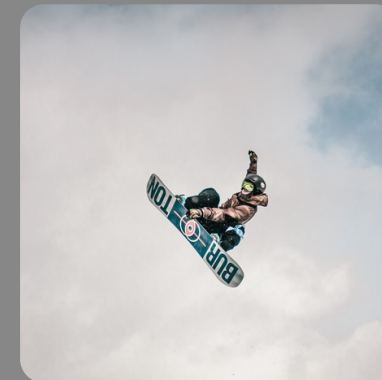


### Active Families

- Maintainer Age: 49
- 114,178 or 5.7% of the total households in BC
  - 14.4% of Adventure Sport Enthusiasts in BC (792,353)
- 49% have Children at home (18% above average)
- Below average visible minority
- Above Average Household Income of \$130,966

# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS

## BY TOP CITY



### Young Adventurers Vancouver

- Maintainer Age: 44
- 95,909 or 9.3% of the total households in Vancouver
- 53% do NOT have Children at home (40% above Avg.)
- Below average visible minority
- Average Household Income of \$113,808

### Multicultural Movers Surrey

- Maintainer Age: 49
- 67,666 or 37.4% of the total households in Surrey
- 63% have Children at home (14% above Avg.)
- Above average visible minority
- Average Household Income of \$106,981

# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS

## BY TOP CITY



### Wealthy & Adventurous Surrey

- Maintainer Age: 54
- 29,987 or 16.6% of the total households in Surrey
- 58% have Children at home
- Below average visible minority
- Above Average Household Income of \$139,054



### Rural Recreation Prince Rupert

- Maintainer Age: 53
- 4,651 or 88.4% of the total households in Prince Rupert
- 40% have Children at home
- Average visible minority
- Average Household Income of \$112,357



### Active Families Surrey

- Maintainer Age: 45
- 17,246 or 9.5% of the total households in Surrey
- 53% have Children at home
- Below average visible minority
- Above Average Household Income of \$132,420



# YOUNG ADVENTURERS

## BRITISH COLUMBIA

- The Median Household Maintainer Age is for Young Adventurers was 45, 49% of couples do NOT have children living at home (Above Average).
- Average Household Income of \$107,160 compared to BC at \$113,574.
- Top 3 Social Values: Culture Sampling, Social Learning, Racial Fusion
- Top Tourism Activities: Hiking/Backpacking, Swimming, Camping, Cycling. Above average interest in Hiking/Backpacking, Bars/Restaurants, Canoeing/Kayaking, Historical Sites, Sporting Events, Adventure Sports
- Average interest for travelling within Canada (Above Average Toronto, Montreal, Saskatchewan), Young Adventurers from British Columbia spent an average of \$1,601 (Average) on their last vacation.
- 79% currently use Facebook (Average), 45% use Instagram (Above Average), 30% use Twitter (Above Average) and 76% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 14% access Travel Content Websites (Average).

| Young Adventurers Geographic Markets |                    |                   |
|--------------------------------------|--------------------|-------------------|
| City                                 | Target Group Count | % of Target Group |
| Vancouver                            | 85,374             | 56%               |
| Victoria                             | 8,980              | 6%                |
| Kelowna                              | 7,209              | 5%                |
| Saanich                              | 6,209              | 4%                |
| Nanaimo                              | 3,739              | 2%                |
| Fort St. John                        | 3,315              | 2%                |
| Whistler                             | 3,216              | 2%                |

- Full list of Young Adventurers Locations included in Google Share Folder in excel format
- Detailed profiles for Young Adventurers in Vancouver located in Google Share Folder

# MULTICULTURAL MOVERS

## BRITISH COLUMBIA

- The Median Household Maintainer Age for Multicultural Movers was 50, 60% of couples have children living at home (Above Average).
- Average Household Income of \$108,043 compared to BC at \$113,574.
- Top 3 Social Values: Traditional Family, Racial Fusion, Social Intimacy
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Adventure Sports, Snowboarding, Marathons
- Average interest for travelling within Canada (Above Average Victoria, Whistler, Toronto), Multicultural Movers from British Columbia spent an average of \$1,434 (Below Average) on their last vacation.
- 79% currently use Facebook (Average), 41% use Instagram (Average), 29% use Twitter (Above Average) and 74% use YouTube (Average).
- Internet and Social Media Usage: 48% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Below Average).

| Multicultural Movers Geographic Markets |                    |                   |
|---|--------------------|-------------------|
| City                                    | Target Group Count | % of Target Group |
| Surrey                                  | 67,666             | 58%               |
| Abbotsford                              | 9,937              | 9%                |
| Delta                                   | 7,717              | 7%                |
| Vancouver                               | 6,409              | 5%                |
| Burnaby                                 | 6,065              | 5%                |
| Richmond                                | 4,502              | 4%                |
| Coquitlam                               | 4,069              | 3%                |

- Full list of Multicultural Movers Locations included in Google Share Folder in excel format
- Detailed profiles for Multicultural Movers in Surrey located in Google Share Folder

# WEALTHY & ADVENTUROUS

## BRITISH COLUMBIA

- The Median Household Maintainer Age for Wealthy & Adventurous was 54, 52% of couples have children living at home (Above Average).
- Above Average Household Income of \$132,211 compared to BC at \$113,574.
- Top 3 Social Values: Multiculturalism, Consumption Evangelism, Brand Genuineness
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Power Boating/Jet Skiing
- Average interest for travelling within Canada (Above Average for Whistler), Wealthy & Adventurous from British Columbia spent an average of \$1,588 (Average) on their last vacation.
- 75% currently use Facebook (Average), 39% use Instagram (Average), 26% use Twitter (Average) and 71% use YouTube (Average).
- Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

| Wealthy & Adventurous Geographic Markets |                    |                   |
|--|--------------------|-------------------|
| City                                     | Target Group Count | % of Target Group |
| Surrey                                   | 29,987             | 11%               |
| Richmond                                 | 29,721             | 11%               |
| Burnaby                                  | 28,099             | 11%               |
| Vancouver                                | 16,989             | 6%                |
| Coquitlam                                | 14,253             | 5%                |
| Abbotsford                               | 12,533             | 5%                |
| Langley                                  | 11,444             | 4%                |

- Full list of Wealthy & Adventurous Locations included in Google Share Folder in excel format
- Detailed profiles for Wealthy & Adventurous in Surrey located in Google Share Folder



# RURAL RECREATION

## BRITISH COLUMBIA

- The Median Household Maintainer Age for Rural Recreation was 57, 50% of couples do NOT have children living at home (Above Average).
- Below Average Household Income of \$95,134 compared to BC at \$113,574.
- Top 3 Social Values: Attraction to Nature, Emotional Control, Multiculturalism
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming. Above average interest in Hiking/Backpacking, Camping, Cycling, Photography, Canoeing/Kayaking, Fishing/Hunting, National/Provincial Parks, Cross Country Skiing/Snowshoeing, Golf, Historical Sites, ATV/Snowmobiling
- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Calgary, Jasper, Ottawa, Manitoba), Rural Recreation from British Columbia spent an average of \$1,710 (Average) on their last vacation.
- 83% currently use Facebook (Average), 31% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Below Average).

| Rural Recreation Geographic Markets |                    |                   |
|-------------------------------------|--------------------|-------------------|
| City                                | Target Group Count | % of Target Group |
| Prince Rupert                       | 4,651              | 3%                |
| Revelstoke                          | 3,768              | 3%                |
| Kent                                | 2,301              | 2%                |
| Port Hardy                          | 2,231              | 2%                |
| Kitimat                             | 1,984              | 1%                |
| Northern Rockies                    | 1,975              | 1%                |
| Golden                              | 1,677              | 1%                |

- Full list of Rural Recreation Locations included in Google Share Folder in excel format
- Detailed profiles for Rural Recreation in Prince Rupert located in Google Share Folder

# ACTIVE FAMILIES

## BRITISH COLUMBIA

- The Median Household Maintainer Age for Active Families was 49, 50% of couples have children living at home (Above Average).
- Above Average Household Income of \$130,966 compared to BC at \$113,574.
- Top 3 Social Values: Need for Escape, Racial Fusion, Flexible Families
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Canoeing/Kayaking, Golfing, National/Provincial Parks, Fishing/Hunting, Ice Skating, Downhill Skiing, Sporting Events
- Average interest for travelling within Canada (Above Average for Vancouver, Victoria, Alberta, Calgary, Banff, Jasper, Montreal), Active Families from British Columbia spent an average of \$1,494 (Below Average) on their last vacation.
- 76% currently use Facebook (Average), 41% use Instagram (Average), 27% use Twitter (Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 43% search for Businesses, Services and Products online (Average), 14% access Travel Content Websites (Average).

| Active Families Geographic Markets |                    |                   |
|------------------------------------|--------------------|-------------------|
| City                               | Target Group Count | % of Target Group |
| Surrey                             | 17,246             | 15%               |
| Langley                            | 9,763              | 9%                |
| Kelowna                            | 9,092              | 8%                |
| Maple Ridge                        | 8,522              | 7%                |
| Kamloops                           | 8,464              | 7%                |
| Chilliwack                         | 7,743              | 7%                |
| Langford                           | 6,186              | 5%                |

- Full list of Active Families Locations included in Google Share Folder in excel format
- Detailed profiles for Active Families in Surrey located in Google Share Folder

# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS

## BY TOP CITY

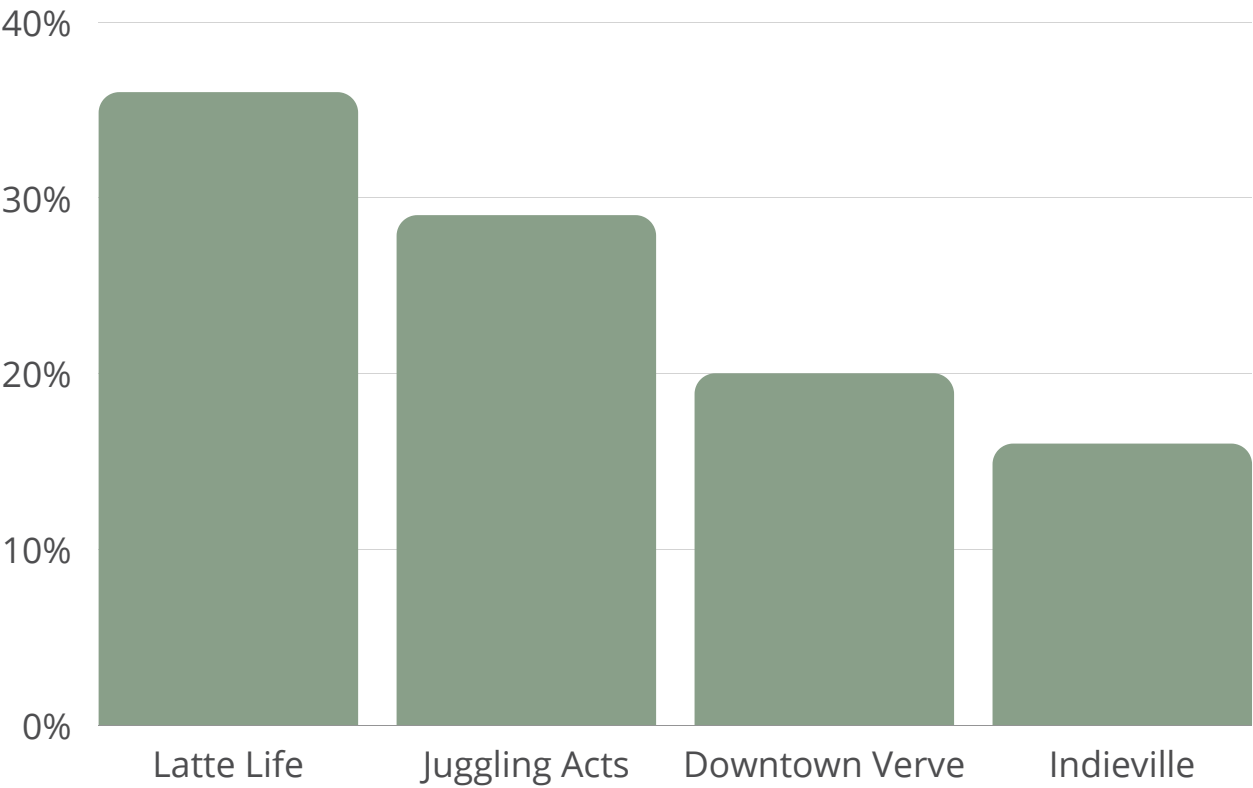
| Young Adventurers<br>Vancouver  | Multicultural Movers<br>Surrey  | Wealthy & Adventurous<br>Surrey  | Rural Recreation<br>Prince Rupert  | Active Families<br>Surrey   |
|---|---|--|--|---|
| <ul style="list-style-type: none"><li>• The Median Household Maintainer Age for Young Adventurers was 44, 53% of couples do NOT have children living at home (Above Average).</li><li>• Average Household Income of \$113,808 compared to Vancouver at \$121,324.</li><li>• Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health</li><li>• Top Tourism Activities: Hiking/Backpacking, Swimming, Parks/Gardens. Above average interest in Parks/Gardens, Bars/Restaurants, Photography, Canoeing/Kayaking, Pilates/Yoga, National/provincial Parks, Cross Country Skiing/Snowshoeing, Adventure Sports</li><li>• Average interest for travelling within Canada (Above Average for Toronto, Montreal, Saskatchewan), Young Adventurers from Vancouver spent an average of \$1,669 (Average) on their last vacation.</li><li>• 79% currently use Facebook (Average), 47% use Instagram (Above Average), 33% use Twitter (Above Average) and 78% use YouTube (Average).</li><li>• Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 15% access Travel Content Websites (Average).</li></ul> | <ul style="list-style-type: none"><li>• The Median Household Maintainer Age for Multicultural Movers was 49, 63% of couples have children living at home (Above Average).</li><li>• Average Household Income of \$106,981 compared to Surrey at \$117,249.</li><li>• Top 3 Social Values: Traditional Family, Racial Fusion, Social Intimacy</li><li>• Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Adventure Sports, Snowboarding, Beer/Food/Wine Festivals, Marathons</li><li>• Average interest for travelling within Canada, Multicultural Movers from Surrey spent an average of \$1,386 (Average) on their last vacation.</li><li>• 80% currently use Facebook (Average), 41% use Instagram (Average), 29% use Twitter (Average) and 80% use YouTube (Average).</li><li>• Internet and Social Media Usage: 49% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Below Average).</li></ul> | <ul style="list-style-type: none"><li>• The Median Household Maintainer Age for Wealthy &amp; Adventurous was 54, 58% of couples have children living at home (Average).</li><li>• Above Average Household Income of \$139,054 compared to Surrey at \$117,249.</li><li>• Top 3 Social Values: Consumptive Evangelism, Traditional Family, Community Involvement</li><li>• Top Tourism Activities: Camping, Swimming, Cycling. Above average interest in Cycling, National/Provincial Parks, Power Boating/Jet Skiing</li><li>• Average interest for travelling within Canada (Above Average for Whistler, Banff, Montreal), Wealthy &amp; Adventurous from Surrey spent an average of \$1,548 (Average) on their last vacation.</li><li>• 76% currently use Facebook (Average), 41% use Instagram (Average), 26% use Twitter (Average) and 70% use YouTube (Average).</li><li>• Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).</li></ul> | <ul style="list-style-type: none"><li>• The Median Household Maintainer Age for Rural Recreation was 53, 40% of couples have children living at home (Average).</li><li>• Average Household Income of \$112,357 compared to Prince Rupert at \$113,608</li><li>• Top 3 Social Values: Multiculturalism, Attraction to Nature, Ecological Fatalism</li><li>• Top Tourism Activities: Hiking/Backpacking, Swimming, Camping Cycling, Canoeing/Kayaking, Parks/City Gardens, Photography</li><li>• Average interest for travelling within Canada, Rural Recreation from Prince Rupert spent an average of \$1,480 (Average) on their last vacation.</li><li>• 81% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Average) and 70% use YouTube (Average).</li><li>• Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Average).</li></ul> | <ul style="list-style-type: none"><li>• The Median Household Maintainer Age for Active Families was 45, 53% of couples have children living at home (Average).</li><li>• Above Average Household Income of \$132,420 compared to Surrey at \$117,249</li><li>• Top 3 Social Values: Racial Fusion, Attraction for Crowds, Pursuit of Originality</li><li>• Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Camping, Swimming, Parks/City Gardens, Bars/Restaurants, Canoeing/Kayaking, Photography, Golf, Ice Skating, National/Provincial Parks, Fishing/Hunting, Pilates/Yoga, Sporting Events</li><li>• Above Average interest for travelling within Canada (Above Average for BC, Victoria, Vancouver, Alberta, Calgary, Banff, Montreal, Jasper), Active Families from Surrey spent an average of \$1,536 (Average) on their last vacation.</li><li>• 74% currently use Facebook (Average), 48% use Instagram (Above Average), 28% use Twitter (Average) and 70% use YouTube (Average).</li><li>• Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 17% access Travel Content Websites (Above Average).</li></ul> |



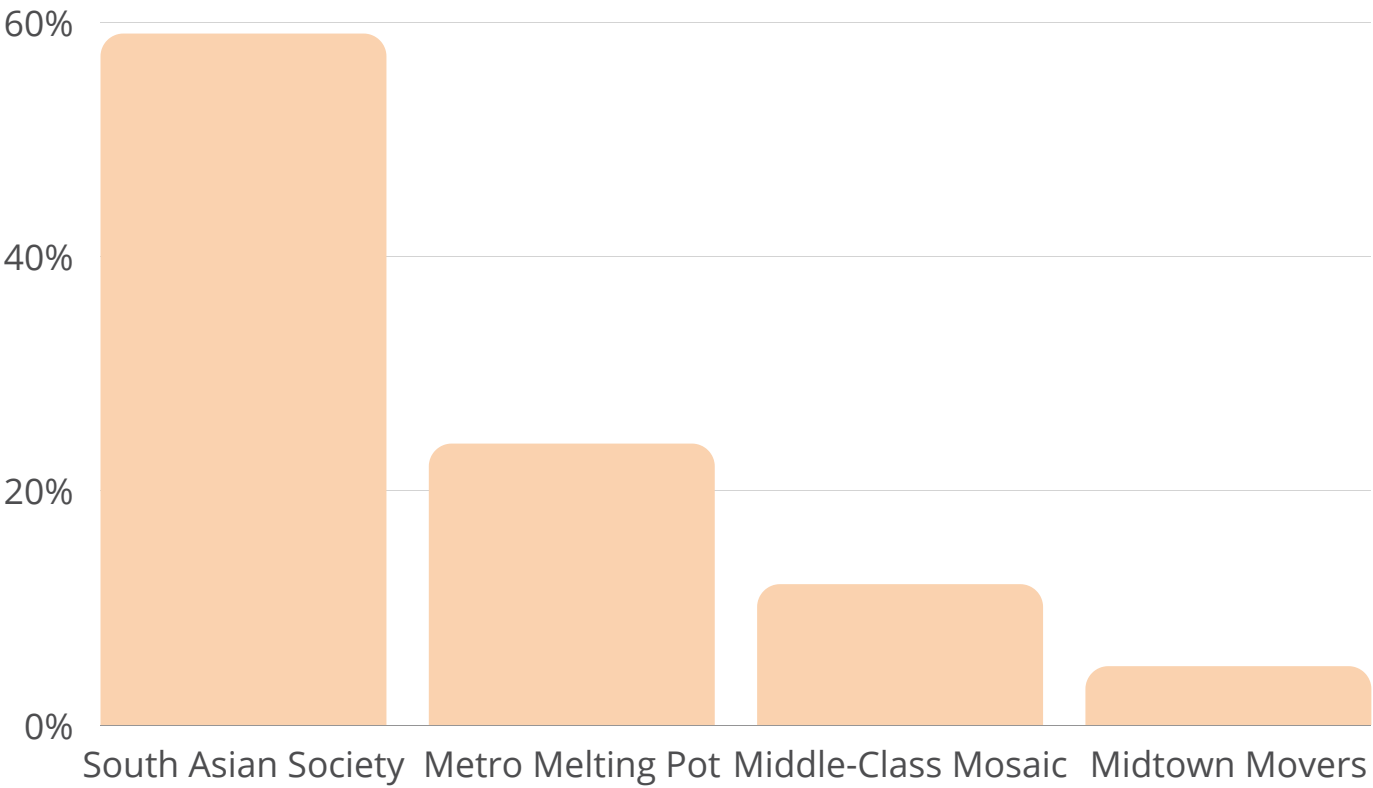
# MARKET SEGMENTATION

# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY PRIZM SEGMENT

## BRITISH COLUMBIA

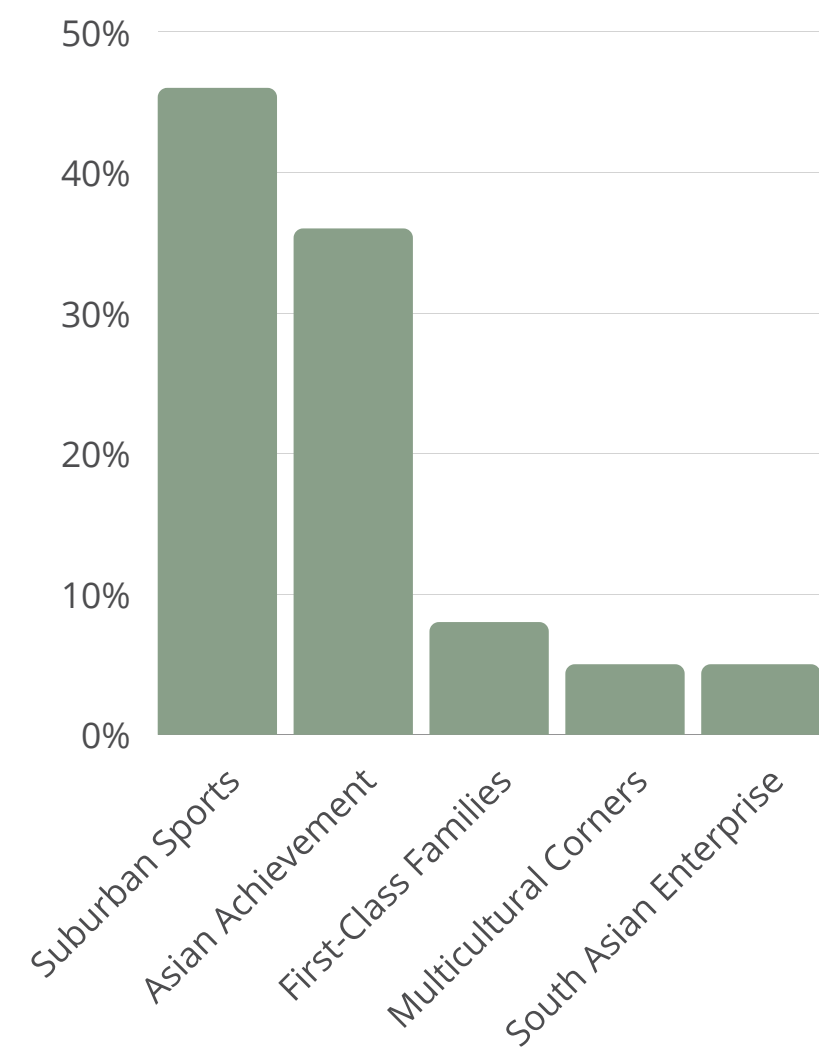


Young Adventurers

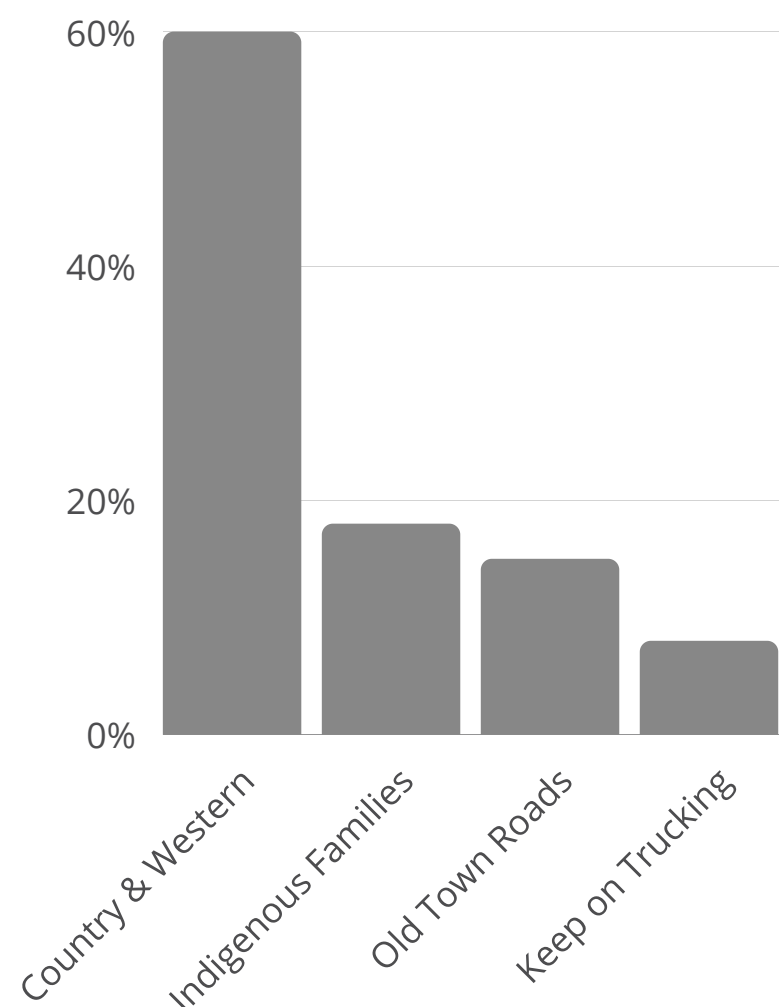


Multicultural Movers

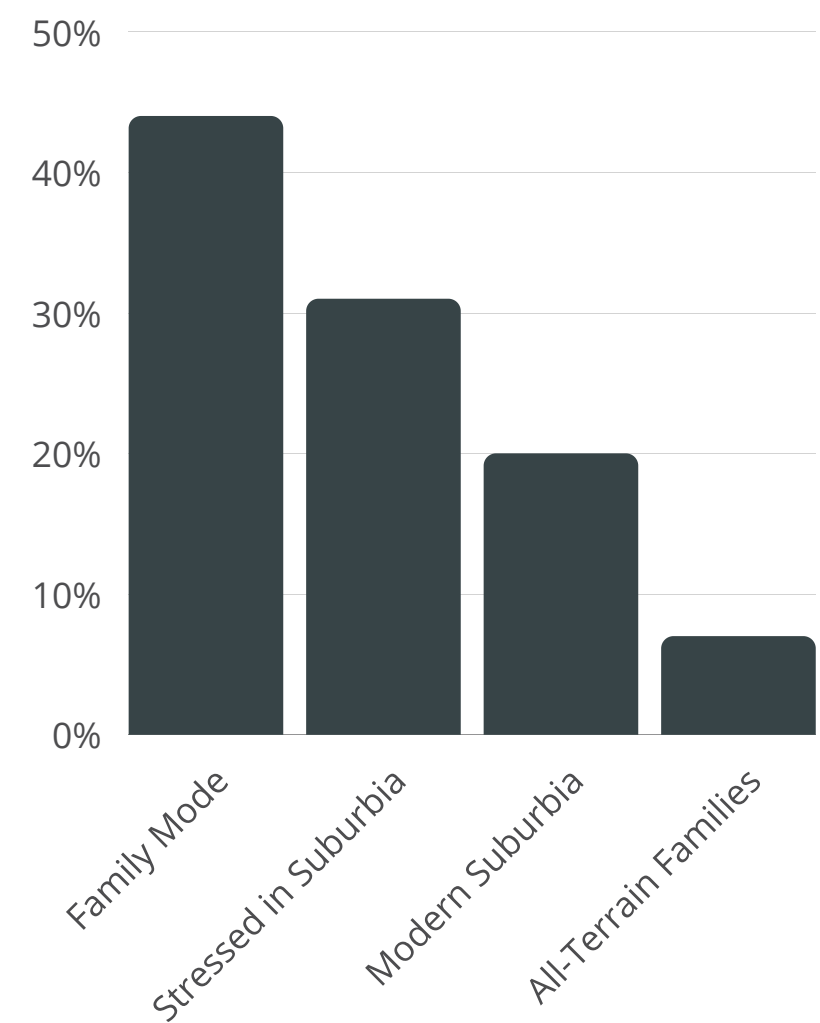
# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY PRIZM SEGMENT BRITISH COLUMBIA



**Wealthy & Adventurous**



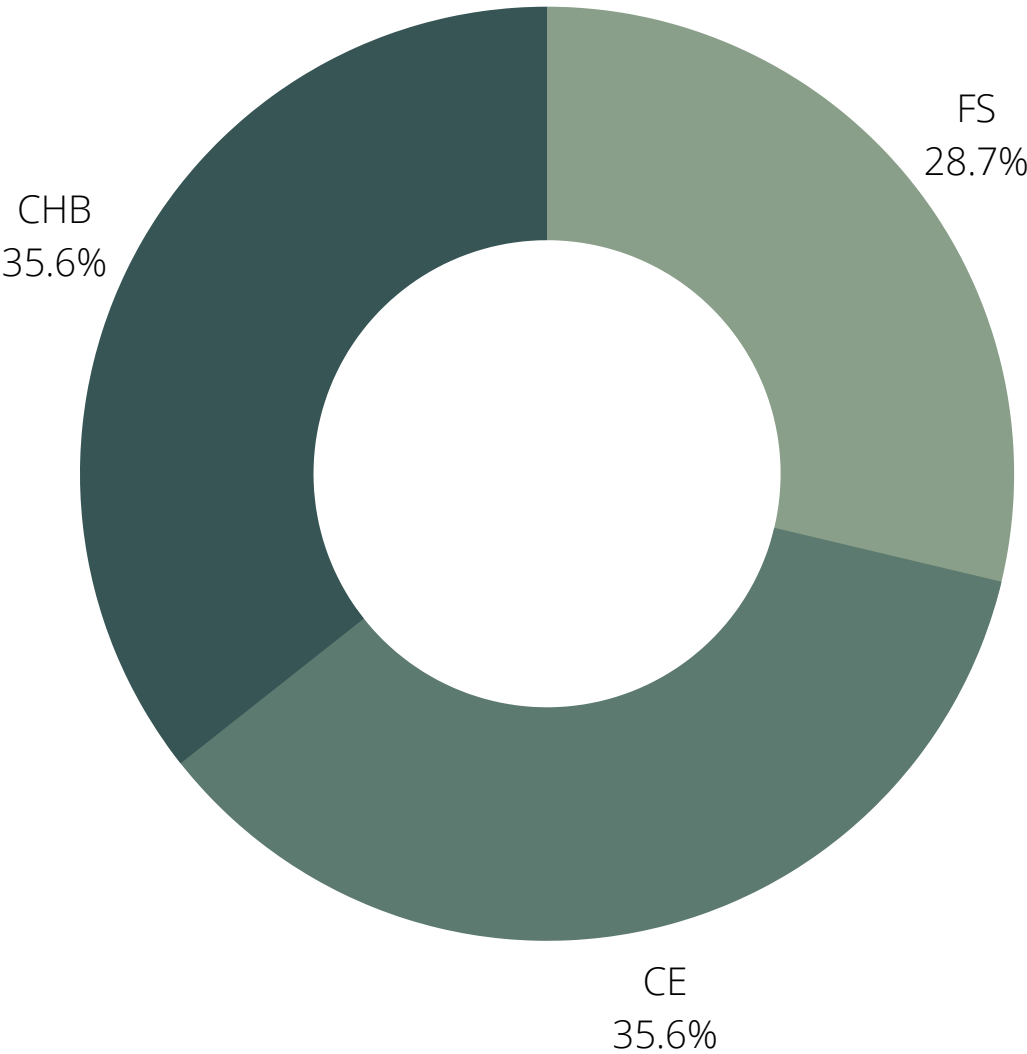
**Rural Recreation**



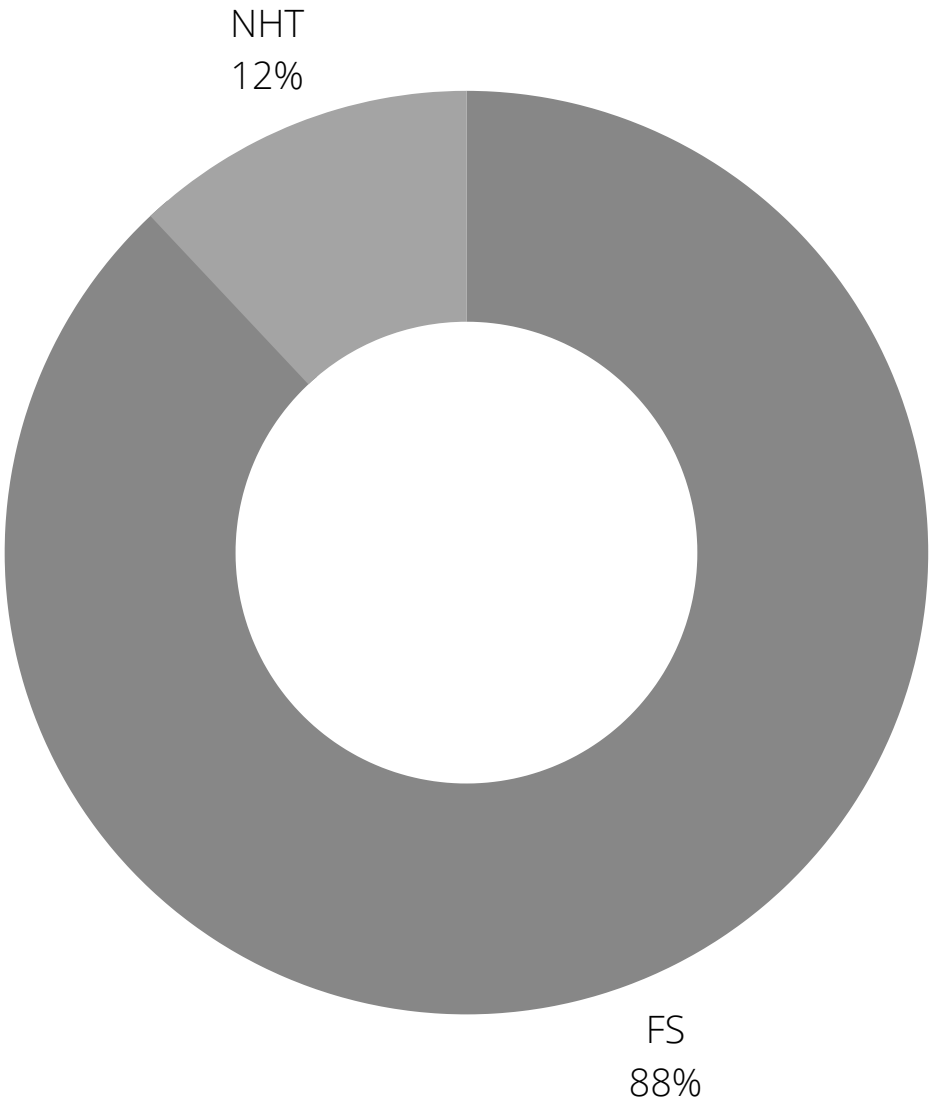
**Active Families**

# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY EQ TYPE

## BRITISH COLUMBIA



Young Adventurers

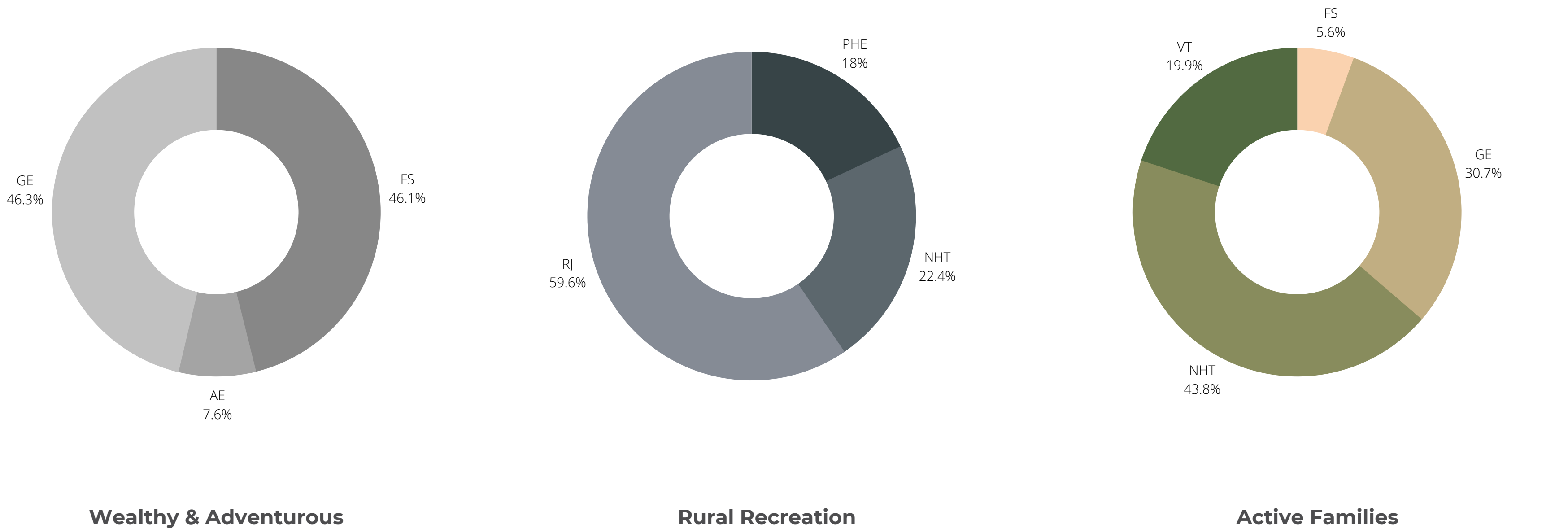


Multicultural Movers



# ADVENTURE SPORT ENTHUSIAST TARGET GROUPS BY EQ TYPE

## BRITISH COLUMBIA




**PRIZM SEGMENTS  
INCLUDED IN  
TARGET GROUP**

# YOUNG ADVENTURERS

# 2021 BC PRIZM SEGMENT SUMMARY

## DOWNTOWN VERVE

| General Canadian Summary  | Category                      | British Columbia Highlights   |
|---|-------------------------------|---|
| <ul style="list-style-type: none"><li>• Younger and Middle-Aged singles, couples and families with children ranging from ages 5-24</li><li>• Highly Educated (University/College Degree)</li><li>• White-collar Management Positions</li><li>• Value the environment and purchasing eco-friendly products/services</li><li>• Top Geography: Calgary, Vancouver, Montréal, Halifax, Ottawa and Gatineau</li><li>• EQ Type: Cultural Explorer</li></ul>  | <b>Household Count</b>        | Of the 67 PRIZM Clusters identified in Canada, Downtown Verve rank 25th, making up 29,935 households, or 1.5% of the total Households in British Columbia (2,018,734).  |
|   | <b>Maintainer Age</b>         | Median Household Maintainer Age is 48   |
|   | <b>Children at Home</b>       | 46.5% of couples do not have children living at home (Average).   |
|   | <b>Household Income</b>       | Above Average Household Income of \$145,795 compared to BC at \$113,574.  |
|   | <b>Top Social Values</b>      | Rejection of Authority, Equal Relationship with Youth, and Social Learning  |
|   | <b>Top Tourism Activities</b> | Swimming, Hiking/Backpacking, and Visiting Parks/City Gardens. Above Average interest in Bars/Restaurant Bars, Pilates/Yoga, and Specialty Movie Theatres/IMAX.   |
|   | <b>Travel</b>                 | Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, and Ottawa), Downtown Verve from British Columbia spent an average of \$1,755 (Average) on their last vacation. |
|   | <b>Social Media</b>           | 77.6% currently use Facebook, 44.3% use Instagram (Above Average), 29.4% use Twitter (Above Average), and 76.7% use YouTube.  |

Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## INDIEVILLE

### General Canadian Summary

- Younger and middle-aged urban singles and couples
- Highly Educated (University Degree). Twice as likely as the average Canadian to hold a Master's Degree
- White-collar and Service Sector Positions in the arts, education and sciences
- Enjoy an active social life, nightclubs, sports bars as well as a healthy lifestyle through swimming, yoga and Pilates classes
- Top Geography: Victoria, London, Kitchener, Toronto, Halifax
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Indieville rank 31st, making up 24,463 households, or 1.2% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 46

#### Children at Home

44.7% of couples do not have children living at home (Average).

#### Household Income

Average Household Income of \$108,852 compared to BC at \$113,574.

#### Top Social Values

: Culture Sampling, Rejection of Authority, and Effort Toward Health

#### Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Bars/Restaurant Bars, Canoeing/Kayaking, and Cross-Country Skiing/Snowshoeing

#### Travel

Average interest for travelling within Canada (Above Average for Toronto, Montreal, and Jasper), Indieville from British Columbia spent an average of \$1,637 (Average) on their last vacation.

#### Social Media


79.2% currently use Facebook, 43.1% use Instagram (Above Average), 28.8% use Twitter (Above Average), and 76.3% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## JUGGLING ACTS

| General Canadian Summary  | Category               | British Columbia Highlights   |
|---|------------------------|---|
| <ul style="list-style-type: none"><li>• Younger, lower-middle-income urban singles and families</li><li>• Moderate Education (Grade 9/High School/College Degree)</li><li>• Blue-collar and Service Sector Positions</li><li>• Value dining and entertainment, family friendly activities and daytime/reality television</li><li>• Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay</li><li>• EQ Type: Free Spirit</li></ul> <div></div> <div>Source: Environics PRIZM Marketer's Guide 2021</div> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 19th, making up 43,742 households, or 2.2% of the total Households in British Columbia (2,018,734).   |
|   | Maintainer Age         | Median Household Maintainer Age is 47   |
|   | Children at Home       | 41% of couples do not have children living at home (Average).   |
|   | Household Income       | Below Average Household Income of \$94,227 compared to BC at \$113,574.   |
|   | Top Social Values      | Rejection of Inequality, Need for Escape, and Primacy of Environmental Protection.  |
|   | Top Tourism Activities | Hiking/Backpacking, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting Parks/City Gardens, and Golfing.   |
|   | Travel                 | Average interest for travelling within Canada (Above Average for Vancouver, Banff, Jasper, and Montreal), Juggling Acts from British Columbia spent an average of \$1,456 (Below Average) on their last vacation. |
|   | Social Media           | 80.7% currently use Facebook, 39.8% use Instagram, 24.5% use Twitter, and 72.3% use YouTube.  |



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## LATTE LIFE

### General Canadian Summary

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments
- University Education
- Entry-level positions in Education, Arts, Business and Science
- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media
- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax
- EQ Type: Cultural History Buffs



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 16th, making up 54,307 households, or 2.7% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 41

#### Children at Home

65.7% of couples do not have children living at home (Above Average)

#### Household Income

Below Average Household Income of \$95,519 compared to BC at \$113,574

#### Top Social Values

Rejection of Authority, Culture Sampling, and Social Learning

#### Top Tourism Activities

Hiking/Backpacking, Visiting Parks/City Gardens, and Swimming. Above Average interest in Bars/Restaurant Bars, Photography, and Pilates/Yoga

#### Travel

Above Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, Saskatchewan, and Other Ontario), Latte Life from British Columbia spent an average of \$1,614 (Average) on their last vacation.

#### Social Media

79.4% currently use Facebook, 50.3% use Instagram (Above Average), 36.5% use Twitter (Above Average), and 80.1% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021



# MULTICULTURAL MOVERS

# 2021 BC PRIZM SEGMENT SUMMARY

## METRO MELTING POT

| General Canadian Summary   | Category               | British Columbia Highlights  |
|--|------------------------|--|
| <ul style="list-style-type: none"><li>Diverse, middle-income city dwellers. Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75</li><li>Mixed Education with jobs in business, services and manufacturing</li><li>Value a varied lifestyle, spending time outdoors, multiculturalism and goods/services that express their individuality</li><li>Top Geography: Toronto, Vancouver</li><li>EQ Type: Free Spirits</li></ul> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Metro Melting Pot rank 27th, making up 27,956 households, or 1.4% of the total Households in British Columbia (2,018,734).                            |
|  | Maintainer Age         | Median Household Maintainer Age is 52  |
|  | Children at Home       | 51.8% of couples have children living at home (Above Average).   |
|  | Household Income       | Average Household Income of \$105,865 compared to BC at \$113,574.   |
|  | Top Social Values      | Status via Home, Advertising as Stimulus, and Pursuit of Originality   |
|  | Top Tourism Activities | Camping, Swimming, Hiking/Backpacking. Above Average interest in Video Arcades/Indoor Amusement Centres, Adventure Sports, and Power Boating/Jet Skiing.   |
|  | Travel                 | Below Average interest for travelling within Canada (Above Average for Whistler and Victoria), Metro Melting Pot from British Columbia spent an average of \$1,601 (Average) on their last vacation. |
|  | Social Media           | 72.5% currently use Facebook, 42.5% use Instagram (Above Average), 28.3% use Twitter, and 73.2% use YouTube.   |



Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## MIDDLE-CLASS MOSAIC

### General Canadian Summary

- Middle-income urban homeowners, mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25
- Moderate Education with positions in blue-collar and service sector jobs as well as manufacturing, transportation and trades
- Enjoy living a mellow urban lifestyle, participating in yoga, arts/crafts, movies and team sports
- Top Geography: Ontario, Winnipeg
- EQ Type: No Hassle Traveller



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 42nd, making up 13,551 households, or 0.7% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 53

#### Children at Home

51.3% of couples have children living at home (Above Average).

#### Household Income

Average Household Income of \$107,859 compared to BC at \$113,574

#### Top Social Values

Introspection & Empathy, Technology Anxiety, and Multiculturalism.

#### Top Tourism Activities

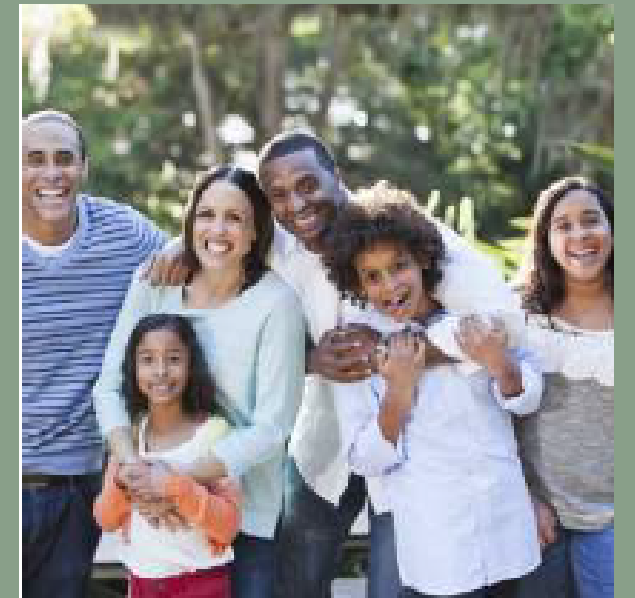
Camping, Swimming, and Hiking/Backpacking. Above Average interest in Ice Skating, Video Arcades/Indoor Amusement Centres, and Adventure Sports.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler), Middle-Class Mosaic from British Columbia spent an average of \$1,554 (Average) on their last vacation.

#### Social Media

76.3% currently use Facebook, 40.1% use Instagram, 25.8% use Twitter, and 72.4% use YouTube.



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## MIDTOWN MOVERS

### General Canadian Summary

- Urban lower-middle-income families and singles. One-third of Midtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans
- Modest Education with positions held in manufacturing, services and trades
- Value technology, social media and the preservation of their cultural identity
- Top Geography: Calgary, Winnipeg
- EQ Type: Free Spirits



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Midtown Movers rank 50th, making up 5,899 households, or 0.3% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 51

#### Children at Home

44.4% of couples have children living at home (Average).

#### Household Income

Below Average Household Income of \$87,120 compared to BC at \$113,574.

#### Top Social Values

Personal Optimism, Culture Sampling, and Social Learning

#### Top Tourism Activities

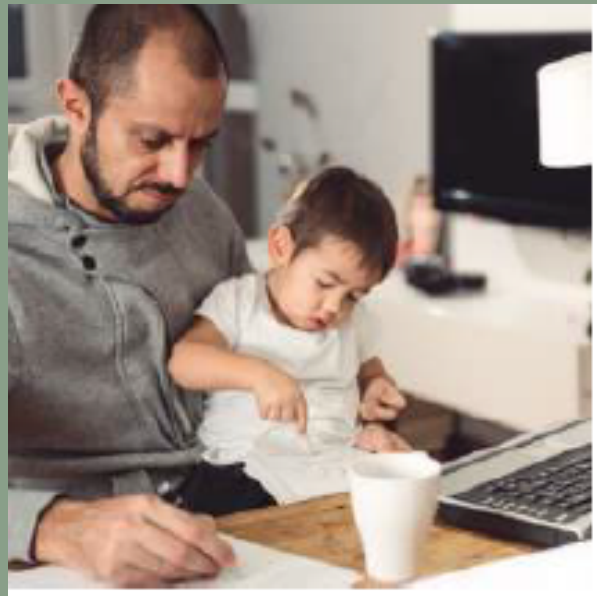
Camping, Swimming, and Hiking/Backpacking. Above Average interest in Ice Skating, Video Arcades/Indoor Amusement Centres, and Theme Parks/Waterparks/Waterslides.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler and Montreal), Midtown Movers from British Columbia spent an average of \$1,554 (Average) on their last vacation.

#### Social Media

77.4% currently use Facebook, 41.4% use Instagram, 26.3% use Twitter, and 73.6% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## SOUTH ASIAN SOCIETY

| General Canadian Summary  | Category               | British Columbia Highlights  |
|---|------------------------|--|
| <ul style="list-style-type: none"> <li>Middle- aged, middle income South Asian Families with children of mixed ages</li> <li>Grade 9/High School Education</li> <li>Positions in Manufacturing, Trades and Services</li> <li>Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising</li> <li>Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto</li> <li>EQ Type: Free Spirits</li> </ul> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 11th, making up 69,211 households, or 3.4% of the total Households in British Columbia (2,018,734).  |
|   | Maintainer Age         | Median Household Maintainer Age is 49  |
|   | Children at Home       | 64.8% of couples have children living at home (Above Average).   |
|   | Household Income       | Average Household Income of \$110,741 compared to BC at \$113,574.   |
|   | Top Social Values      | Traditional Family, Status vis Home, and Ostentatious Consumption.   |
|   | Top Tourism Activities | Camping, Hiking/Backpacking, and Swimming. Above Average interest in Golfing, Video Arcades/Indoor Amusement Centres, and Adventure Sports.  |
|   | Travel                 | Below Average interest for travelling within Canada (Above Average for Victoria, Whistler, and Toronto), South Asian Society from British Columbia spent an average of \$1,352 (Below Average) on their last vacation. |
|   | Social Media           | 80.9% currently use Facebook, 40.9% use Instagram, 29.7% use Twitter (Above Average), and 74% use YouTube.   |



Source: Environics PRIZM Marketer’s Guide 2021



Source: Environics Analytics- Envision 2021

**WEALTHY &  
ADVENTUROUS**

# 2021 BC PRIZM SEGMENT SUMMARY

## ASIAN ACHIEVEMENT

### General Canadian Summary

- Middle-aged and older families with 60% of citizens born outside of Canada. Children ages 5-25 at home
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions
- Value connections to similar communities and products/services from large companies with a compelling story
- Top Geography: Vancouver, Toronto, Edmonton, Calgary and Montréal
- EQ Type: Free Spirit



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 55

#### Children at Home

54.9% of couples have children living at home (Above Average)

#### Household Income

Above Average Household Income of \$128,169 compared to BC at \$113,574.

#### Top Social Values

Brand Genuineness, Ostentatious Consumption, and Importance of Aesthetics.

#### Top Tourism Activities

Swimming, Camping, and Hiking/Backpacking. Above Average interest in Adventure Sports, Snowboarding, and Dinner Theatres.

#### Travel

Below Average interest for travelling within Canada (Above Average for Whistler), Asian Achievement from British Columbia spent an average of \$1,611 (Average) on their last vacation.

#### Social Media

72% currently use Facebook (Average), 39.2% use Instagram (Average), 26.7% use Twitter (Average) and 72.5% use YouTube (Average).



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## FIRST-CLASS FAMILIES

### General Canadian Summary

- Large, well-off suburban families, more than 40 percent of households contain four or more people
- University Educated, with white-collar jobs in management, education and government. They earn incomes that are nearly twice the national average
- Enjoy many team sports—baseball, basketball, football, hockey, volleyball, Many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce.
- Top Geography: Hamilton, Oshawa
- EQ Type: Authentic Experiencers



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, First-Class Families rank 36th, making up 20,092 households, or 1% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 56

#### Children at Home

55.9% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$176,477 compared to BC at \$113,574.

#### Top Social Values

Legacy, Vitality, and Equal Relationship with Youth

#### Top Tourism Activities

Swimming, Camping, and Cycling. Above Average interest in Ice Skating, Downhill Skiing, and Power Boating/Jet Skiing.

#### Travel

Average interest for travelling within Canada (Above Average for Whistler and Quebec City), First-Class Families from British Columbia spent an average of \$1,699 (Average) on their last vacation.

#### Social Media

74.4% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.7% use YouTube.



Source: Environics Analytics- Envision 2021

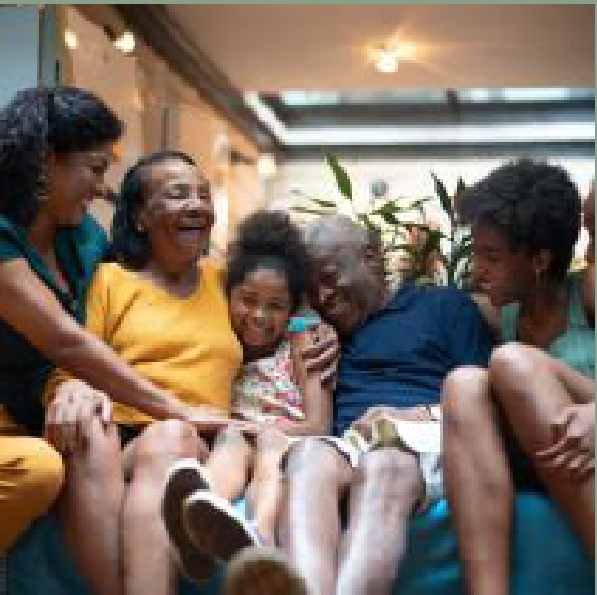
# 2021 BC PRIZM SEGMENT SUMMARY

## MULTICULTURAL CORNERS

| General Canadian Summary   | Category               | British Columbia Highlights   |
|--|------------------------|---|
| <ul style="list-style-type: none"><li>Diverse, upper-middle-income city families, More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates</li><li>Moderate Education with white-collar and service sector jobs</li><li>Value an active lifestyle, a strong work ethic and connecting with smaller close-knit groups in an authentic and sincere manner</li><li>Top Geography: Toronto, Calgary, Ottawa, Edmonton</li><li>EQ Type: Free Spirits</li></ul> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 40th, making up 14,118 households, or 0.7% of the total Households in British Columbia (2,018,734).                                 |
|  | Maintainer Age         | Median Household Maintainer Age is 51   |
|  | Children at Home       | 56.5% of couples have children living at home (Above Average).  |
|  | Household Income       | Above Average Household Income of \$139,197 compared to BC at \$113,574.  |
|  | Top Social Values      | Multiculturalism, Importance of Aesthetics, and Financial Security.   |
|  | Top Tourism Activities | Swimming, Camping, and Cycling. Above Average interest in Ice Skating, Downhill Skiing, and Video Arcades/Indoor Amusement Centres.   |
|  | Travel                 | Average interest for travelling within Canada (Above Average for Victoria, Whistler, and Montreal), Multicultural Corners from British Columbia spent an average of \$1,556 (Average) on their last vacation. |
|  | Social Media           | 73.9% currently use Facebook, 42.5% use Instagram (Above Average), 26.7% use Twitter, and 70.7% use YouTube.  |



Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## SOUTH ASIAN ENTERPRISE

### General Canadian Summary

- Urban, upper-middle-income South Asian Families, nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia
- Mixed Education with blue-collar and service sector jobs
- Value their families and religious identities. Enjoy connecting with like-minded groups
- Top Geography: Calgary, Toronto
- EQ Type: Free Spirits



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, South Asian Enterprise rank 44th, making up 13,169 households, or 0.7% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 53

#### Children at Home

60.4% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$126,817 compared to BC at \$113,574.

#### Top Social Values

Traditional Family, Ostentatious Consumption, and Status via Home.

#### Top Tourism Activities

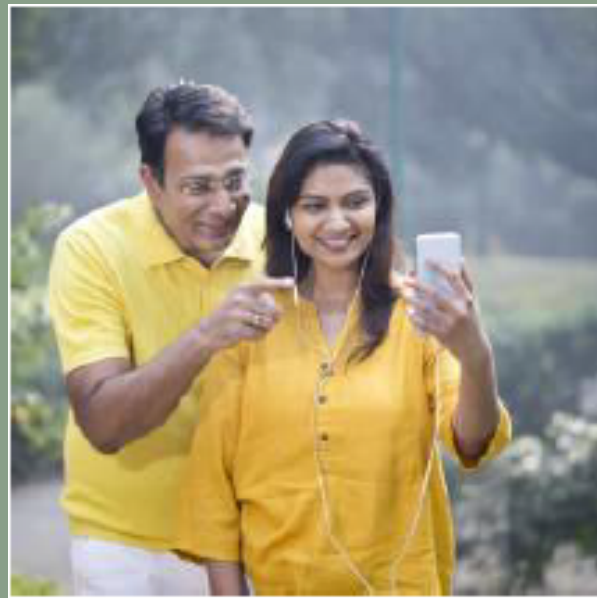
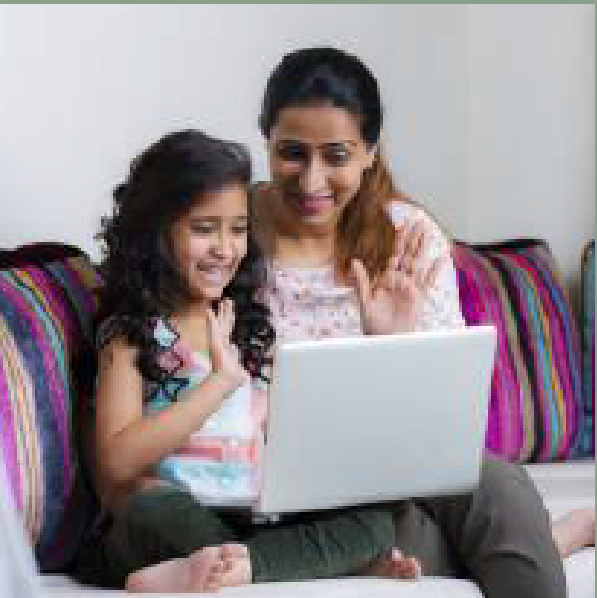
Camping, Swimming, and Hiking/Backpacking. Above Average interest in Golfing, Specialty Movie Theatres/IMAX, and Downhill Skiing.

#### Travel

Average interest for travelling within Canada (Above Average for Victoria, Whistler, and Toronto), South Asian Enterprise from British Columbia spent an average of \$1,489 (Below Average) on their last vacation.

#### Social Media

77.6% currently use Facebook, 41.4% use Instagram, 26.9% use Twitter, and 71.6% use YouTube.



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## SUBURBAN SPORTS

### General Canadian Summary

- Middle-aged couples and families (with children of all ages at home)
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (natural resources, Trades)
- Value community involvement and companies that treat their employees fairly
- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 52

#### Children at Home

47.1% of couples have children living at home (Above Average).

#### Household Income

Above Average Household Income of \$127,861 compared to BC at \$113,574.

#### Top Social Values

Rejection of Orderliness, Need for Escape, and Racial Fusion

#### Top Tourism Activities

Swimming, Camping, and Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Golfing.

#### Travel

Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, and Jasper), Suburban Sports from British Columbia spent an average of \$1,566 (Average) on their last vacation.

#### Social Media

76.8% currently use Facebook, 36.9% use Instagram, 24.6% use Twitter, and 69.3% use YouTube.




Source: Environics Analytics- Envision 2021



# RURAL RECREATION

# 2021 BC PRIZM SEGMENT SUMMARY

## COUNTRY & WESTERN

| General Canadian Summary  | Category               | British Columbia Highlights   |
|---|------------------------|---|
| <ul style="list-style-type: none"><li>• Older, middle-income western homeowners</li><li>• Mixed Education</li><li>• Farming and Blue-Collar employment</li><li>• Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles</li><li>• Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta</li><li>• EQ Type: Rejuvenator</li></ul> <div></div> <div>Source: Environics PRIZM Marketer's Guide 2021</div> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).  |
|   | Maintainer Age         | Median Household Maintainer Age is 57   |
|   | Children at Home       | 52.7% of couples do not have children living at home (Above Average).   |
|   | Household Income       | Below Average Household Income of \$97,206 compared to BC at \$113,574.   |
|   | Top Social Values      | Attraction to Nature, Emotional Control, and Utilitarian Consumerism.   |
|   | Top Tourism Activities | Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.   |
|   | Travel                 | Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, Other Alberta, Calgary, Jasper, Ottawa, and Manitoba), Country & Western from British Columbia spent an average of \$1,750 (Average) on their last vacation. |
|   | Social Media           | 83.4% currently use Facebook, 30.7% use Instagram (Below Average), 20.5% use Twitter (Below Average), and 68.9% use YouTube.  |



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## INDIGENOUS FAMILIES

| General Canadian Summary   | Category               | British Columbia Highlights   |
|--|------------------------|---|
| <ul style="list-style-type: none"><li>• Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin</li><li>• Mixed Education (Grade 9/High School)</li><li>• Positions in health care, education and the trades</li><li>• Value volunteering within their communities and outdoor activities such as hiking, skiing and boating</li><li>• Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta</li></ul> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).   |
|  | Maintainer Age         | Median Household Maintainer Age is 55   |
|  | Children at Home       | 38.5% of couples do not have children living at home (Below Average).   |
|  | Household Income       | Below Average Household Income of \$85,039 compared to BC at \$113,574.   |
|  | Top Social Values      | Multiculturalism, Attraction to Nature, and Community Involvement   |
|  | Top Tourism Activities | Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting Parks/City Gardens.   |
|  | Travel                 | Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Manitoba), Indigenous Families from British Columbia spent an average of \$1,583 (Average) on their last vacation. |
|  | Social Media           | 84.1% currently use Facebook, 34.3% use Instagram (Below Average), 21.6% use Twitter (Below Average), and 68.7% use YouTube.  |




Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## KEEP ON TRUCKING

| General Canadian Summary   | Category               | British Columbia Highlights  |
|--|------------------------|--|
| <ul style="list-style-type: none"><li>• Younger and middle-aged couples and families with a high concentration of peoples with Aboriginal Origin</li><li>• Mixed Education (high school/college degree/University Degree)</li><li>• Blue-collar positions in service sector, mining, oil and gas</li><li>• Value small-town community involvement, living a healthy lifestyle and social equality</li><li>• Top Geography: Saskatchewan, Prince Edward Island, Ontario and Halifax</li><li>• EQ Type: No Hassle Traveller</li></ul> <div></div> <div>Source: Environics PRIZM Marketer's Guide 2021</div> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Keep on Trucking rank 45th, making up 10,794 households, or 0.5% of the total Households in British Columbia (2,018,734).   |
|  | Maintainer Age         | Median Household Maintainer Age is 54  |
|  | Children at Home       | 44.8% of couples do not have children living at home (Average).  |
|  | Household Income       | Average Household Income of \$117,613 compared to BC at \$113,574.   |
|  | Top Social Values      | Financial Concern Regarding the Future, Ecological Fatalism, and Multiculturalism.   |
|  | Top Tourism Activities | Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.  |
|  | Travel                 | Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Ottawa), Keep on Trucking from British Columbia spent an average of \$1,618 (Average) on their last vacation. |
|  | Social Media           | 81.4% currently use Facebook, 32.5% use Instagram (Below Average), 21.4% use Twitter (Below Average), and 69.2% use YouTube.   |




Source: Environics Analytics- Envision 2021

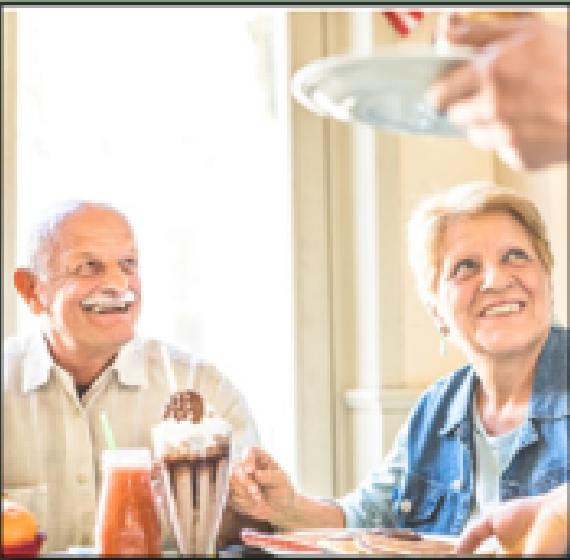
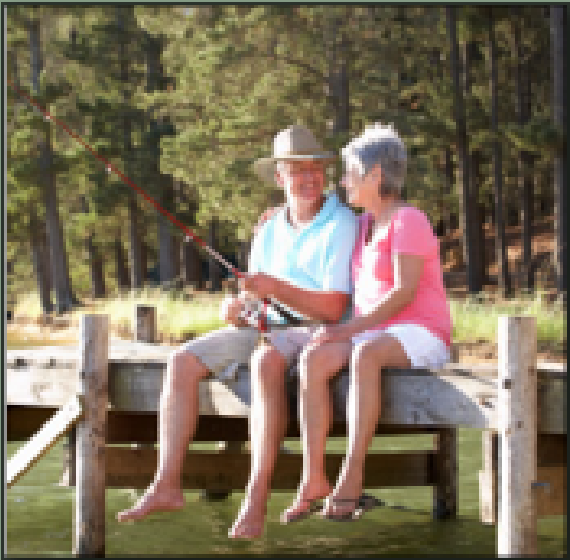


# 2021 BC PRIZM SEGMENT SUMMARY

## OLD TOWN ROADS

| General Canadian Summary  | Category                      | British Columbia Highlights  |
|---|-------------------------------|--|
| <ul style="list-style-type: none"><li>• Older, lower-middle-income town couples and singles</li><li>• Mixed Education</li><li>• Lower-Income jobs in manufacturing, farming, services and trades</li><li>• Value investing in Canadian made goods/services</li><li>• Top Geography: Prince Edward Island, Southern Ontario, Nova Scotia, New Brunswick, British Columbia</li><li>• EQ Type: No Hassle Traveller</li></ul>  | <b>Household Count</b>        | Of the 67 PRIZM Clusters identified in Canada, Old Town Roads rank 35th, making up 21,518 households, or 1.1% of the total Households in British Columbia (2,018,734).   |
|   | <b>Maintainer Age</b>         | Median Household Maintainer Age is 60  |
|   | <b>Children at Home</b>       | 53% of couples do not have children living at home (Above Average)   |
|   | <b>Household Income</b>       | Below Average Household Income of \$87,797 compared to BC at \$113,574   |
|   | <b>Top Social Values</b>      | Attraction to Nature, Emotional Control, and Utilitarian Consumerism   |
|   | <b>Top Tourism Activities</b> | Hiking/Backpacking, Swimming, and Camping. Above Average interest in Cycling, Photography, and Visiting Parks/City Gardens   |
|   | <b>Travel</b>                 | Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Banff, Calgary, Jasper, Manitoba, and Ottawa), Old Town Roads from British Columbia spent an average of \$1,760 (Average) on their last vacation. |
|   | <b>Social Media</b>           | 82.7% currently use Facebook, 30.3% use Instagram (Below Average), 20.2% use Twitter (Below Average), and 68.6% use YouTube.   |

Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

**ACTIVE FAMILIES**

# 2021 BC PRIZM SEGMENT SUMMARY

## ALL-TERRAIN FAMILIES

### General Canadian Summary

- Younger and Middle-Aged couples and families with children under the age of 15
- Moderate Education (high school/college degree/Trades)
- Blue-collar positions in Mining, Oil and Gas Industries
- Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them
- Top Geography: St. Johns, Fredericton, Lethbridge, Red Deer
- EQ Type: Free Spirit



Source: Environics PRIZM Marketer's Guide 2021

### Category

### British Columbia Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 48th, making up 6,367 households, or 0.3% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 44

#### Children at Home

49.6% of couples have children living at home (Above Average)

#### Household Income

Above Average Household Income of \$141,639 compared to BC at \$113,574.

#### Top Social Values

Need for Escape, Flexible Families, Personal Control.

#### Top Tourism Activities

Camping, Swimming, Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Canoeing/Kayaking.

#### Travel

Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Calgary, Alberta, Banff, Montreal, Jasper, Toronto), All-Terrain Families from British Columbia spent an average of \$1,399 (Below Average) on their last vacation.

#### Social Media

73.8% currently use Facebook (Average), 43% use Instagram (Above Average), 27.7% use Twitter (Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## FAMILY MODE

| General Canadian Summary  | Category                      | British Columbia Highlights   |
|---|-------------------------------|---|
| <ul style="list-style-type: none"><li>• Middle-aged couples and families with children (ages 10+) at home</li><li>• Moderate Education (high school/college degree)</li><li>• Blue-collar positions in service sector (Retail, Public Administration)</li><li>• Value outdoor adventure and interacting with people from different cultures</li><li>• Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's</li><li>• EQ Type: No Hassle Traveller</li></ul> | <b>Household Count</b>        | Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).   |
|   | <b>Maintainer Age</b>         | Median Household Maintainer Age is 51   |
|   | <b>Children at Home</b>       | 50.7% of couples have children living at home (Above Average).  |
|   | <b>Household Income</b>       | Above Average Household Income of \$143,652 compared to BC at \$113,574.  |
|   | <b>Top Social Values</b>      | Need for Escape, Flexible Families, and Rejection of Orderliness  |
|   | <b>Top Tourism Activities</b> | Camping, Swimming, and Cycling. Above Average interest in Canoeing/Kayaking, Golfing, and Fishing/Hunting.  |
|   | <b>Travel</b>                 | Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Other Alberta, Calgary, Banff, Montreal, and Jasper), Family Mode from British Columbia spent an average of \$1,477 (Below Average) on their last vacation. |
|   | <b>Social Media</b>           | 74.8% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.6% use YouTube.  |



Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021



# 2021 BC PRIZM SEGMENT SUMMARY

## MODERN SUBURBIA

| General Canadian Summary   | Category               | British Columbia Highlights   |
|--|------------------------|---|
| <ul style="list-style-type: none"><li>• Younger and Middle-Aged, diverse families with younger children</li><li>• Highly Educated (University/College Degree)</li><li>• Mixed levels of employment</li><li>• Value trying new and exciting products and aesthetics over functionality</li><li>• Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau</li><li>• EQ Type: Virtual Traveller</li></ul> | Household Count        | Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 32nd, making up 22,698 households, or 1.1% of the total Households in British Columbia (2,018,734).   |
|  | Maintainer Age         | Median Household Maintainer Age is 45   |
|  | Children at Home       | 54.5% of couples have children living at home (Above Average).  |
|  | Household Income       | Above Average Household Income of \$134,955 compared to BC at \$113,574.  |
|  | Top Social Values      | Attraction for Crowds, Status via Home, and Penchant for Risk.  |
|  | Top Tourism Activities | Camping, Swimming, and Hiking/Backpacking. Above Average interest in Canoeing/Kayaking, Ice Skating, and Fishing/Hunting.   |
|  | Travel                 | Above Average interest for travelling within Canada (Above Average for Victoria, Whistler, Other Alberta, Banff, Montreal, and Jasper), Modern Suburbia from British Columbia spent an average of \$1,593 (Average) on their last vacation. |
|  | Social Media           | 75.1% currently use Facebook, 48.3% use Instagram (Above Average), 28.5% use Twitter, and 70.9% use YouTube.  |




Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

# 2021 BC PRIZM SEGMENT SUMMARY

## STRESSED IN SUBURBIA

| General Canadian Summary   | Category                      | British Columbia Highlights   |
|--|-------------------------------|---|
| <ul style="list-style-type: none"><li>• Middle-Income, younger and middle-aged suburban families</li><li>• Mixed Education - College/High School</li><li>• Blue-collar and service sector jobs</li><li>• Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)</li><li>• Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston</li><li>• EQ Type: Gentle Explorer</li></ul>  | <b>Household Count</b>        | Of the 67 PRIZM Clusters identified in Canada, Stressed in Suburbia rank 21st, making up 35,103 households, or 1.7% of the total Households in British Columbia (2,018,734).  |
|  | <b>Maintainer Age</b>         | Median Household Maintainer Age is 49   |
|  | <b>Children at Home</b>       | 42.4% of couples have children living at home (Average).  |
|  | <b>Household Income</b>       | Average Household Income of \$108,377 compared to BC at \$113,574.  |
|  | <b>Top Social Values</b>      | Need for Escape, Racial Fusion, and Flexible Families   |
|  | <b>Top Tourism Activities</b> | Hiking/Backpacking, Swimming, and Camping. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting National/Provincial Parks.  |
|  | <b>Travel</b>                 | Above Average interest for travelling within Canada (Above Average for Vancouver, Other Alberta, Banff, Jasper, and Montreal), Stressed in Suburbia from British Columbia spent an average of \$1,468 (Below Average) on their last vacation. |
|  | <b>Social Media</b>           | 77.2% currently use Facebook, 38% use Instagram, 24.5% use Twitter, and 69.7% use YouTube.  |
|  |                               |   |

Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

# TOP EQ TYPES



# 2021 EQ TYPE SUMMARY

## CULTURAL EXPLORERS

### General Canadian Summary

- Young, highly educated diverse singles and couples without children at home; living in urban neighbourhoods
- Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit
- Avid, open-minded and socially-engaged global travellers, who seek spontaneous and authentic experiences
- Prefer to make their own plans as they go, rather than stick to predetermined schedules



Source: Destination Canada EQ Reference Guide 2020

| Category               | British Columbia Highlights  |
|------------------------|--|
| Household Count        | Of the 9 EQ Traveller Types identified in Canada, Cultural Explorers rank 6th, making up 200,674 households, or 9.9% of the total Households in British Columbia (2,018,734).                                |
| Maintainer Age         | Median Household Maintainer Age is 45  |
| Children at Home       | 52% of couples do not have children living at home (Above Average).  |
| Household Income       | Average Household Income of \$106,717 compared to BC at \$113,574.   |
| Top Social Values      | Culture Sampling, Social Learning, Ecological Concern  |
| Top Tourism Activities | Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Video Arcades, Beer/Food/Wine Festivals, Snowboarding, Music Festivals                                    |
| Travel                 | Average interest for travelling within Canada (Above Average for Toronto, Montreal and Saskatchewan), Cultural Explorers from British Columbia spent an average of \$1,730 (Average) on their last vacation. |
| Social Media           | 78% currently use Facebook (Average), 49% use Instagram (Above Average), 32% use Twitter (Above Average) and 78% use YouTube (Average).  |



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## CULTURAL HISTORY BUFFS

### General Canadian Summary

- Young, educated singles and couples; earning below-average incomes
- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations
- Tend to be highly educated, and often single
- Like to travel alone or with one other
- Have a high propensity for international travel



Source: Destination Canada EQ Reference Guide 2020

| Category               | British Columbia Highlights   |
|------------------------|---|
| Household Count        | Of the 9 EQ Traveller Types identified in Canada, Cultural History Buffs rank 5th, making up 243,289 households, or 12.1% of the total Households in British Columbia (2,018,734).    |
| Maintainer Age         | Median Household Maintainer Age is 46   |
| Children at Home       | 47% of couples do not have children living at home (Average).   |
| Household Income       | Below Average Household Income of \$88,193 compared to BC at \$113,574.   |
| Top Social Values      | Culture Sampling, Attraction for Crowds, Ecological Concern   |
| Top Tourism Activities | Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals, Music Festivals, Snowboarding, Film Festivals            |
| Travel                 | Average interest for travelling within Canada (Above Average for Toronto), Cultural History Buffs from British Columbia spent an average of \$1,715 (Average) on their last vacation. |
| Social Media           | 76% currently use Facebook (Average), 47% use Instagram (Above Average), 34% use Twitter (Above Average) and 77% use YouTube (Average).   |



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## FREE SPIRITS

### General Canadian Summary

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas
- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others
- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest
- They seek some structure when they travel so they can indulge in worry-free hedonistic activities
- Enjoy the best they can afford in terms of accommodations and restaurants



Source: Destination Canada EQ Reference Guide 2020

### Category

### British Columbia Highlights

#### Household Count

•Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 323,033 households, or 16% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 52

#### Children at Home

56% of couples have children living at home (Above Average).

#### Household Income

Average Household Income of \$121,583 compared to BC at \$113,574.

#### Top Social Values

Consumption Evangelism, Traditional Family, Multiculturalism

#### Top Tourism Activities

Camping, Swimming, Hiking/Backpacking. Above average interest in Video Arcades, Adventure Sports, Snowboarding

#### Travel

Average interest for travelling within Canada (Above Average for Whistler). Free Spirits from British Columbia spent an average of \$1,523 (Average) on their last vacation.

#### Social Media

76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average).



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## GENTLE EXPLORERS

### General Canadian Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers 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



Source: Destination Canada EQ Reference Guide 2020

| Category               | British Columbia Highlights   |
|------------------------|---|
| Household Count        | Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734).                              |
| Maintainer Age         | Median Household Maintainer Age is 54   |
| Children at Home       | 43% of couples do not have children living at home (Average).   |
| Household Income       | Below Average Household Income of \$99,208 compared to BC at \$113,574.   |
| Top Social Values      | Need for Escape, Racial Fusion, Flexible Families   |
| Top Tourism Activities | Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing                        |
| Travel                 | Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of \$1,558 (Average) on their last vacation. |
| Social Media           | 79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average).   |



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## NO HASSLE TRAVELLERS

### General Canadian Summary

- Mature singles and couples, without children at home, who are in or nearing retirement
- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life
- Average Canadians/Americans leading busy lives, understated and cautious with spending money
- Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations
- Prefer quiet weekend getaways close by



Source: Destination Canada EQ Reference Guide 2020

### Category

### British Columbia Highlights

#### Household Count

Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 8th, making up 118,852 households, or 5.9% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 54

#### Children at Home

45% of couples have children living at home (Average).

#### Household Income

Average Household Income of \$122,879 compared to BC at \$113,574.

#### Top Social Values

Need for Escape, Emotional Control, Attraction to Nature

#### Top Tourism Activities

Camping, Swimming, Cycling. Above average interest in Camping, Cycling, Visiting National/Provincial Parks, Fishing/Hunting, Golfing

#### Travel

Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper), No Hassle Travellers from British Columbia spent an average of \$1,596 (Average) on their last vacation.

#### Social Media

77% currently use Facebook (Average), 36% use Instagram (Average), 24% use Twitter (Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## PERSONAL HISTORY EXPLORERS

### General Canadian Summary

- Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes
- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security
- They are a more culturally diverse group
- Social people who enjoy being with others when travelling and favour group travel



Source: Destination Canada EQ Reference Guide 2020

### Category

### British Columbia Highlights

#### Household Count

Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up 147,316 households, or 7.3% of the total Households in British Columbia (2,018,734).

#### Maintainer Age

Median Household Maintainer Age is 55

#### Children at Home

46% of couples have children living at home (Above Average).

#### Household Income

Below Average Household Income of \$102,730 compared to BC at \$113,574.

#### Top Social Values

Ecological Fatalism, Traditional Family, Multiculturalism

#### Top Tourism Activities

Swimming, Hiking/Backpacking, Camping. Above average interest in Snowboarding, Film Festivals

#### Travel

Average interest for travelling within Canada (Above Average for Victoria, Toronto, Montreal), Personal History Explorers from British Columbia spent an average of \$1,650 (Average) on their last vacation.

#### Social Media

74% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 74% use YouTube (Average).



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## REJUVENATORS

### General Canadian Summary

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, 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



Source: Destination Canada EQ Reference Guide 2020

| Category               | British Columbia Highlights  |
|------------------------|--|
| Household Count        | Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 3rd, making up 296,119 households, or 14.7% of the total Households in British Columbia (2,018,734).   |
| Maintainer Age         | Median Household Maintainer Age is 59  |
| Children at Home       | 54% of couples do not have children living at home (Above Average).  |
| Household Income       | Average Household Income of \$106,423 compared to BC at \$113,574.   |
| Top Social Values      | Attraction to Nature, Emotional Control, Community Involvement   |
| Top Tourism Activities | Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing  |
| Travel                 | Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa), Rejuvenators from British Columbia spent an average of \$1,775 (Average) on their last vacation. |
| Social Media           | 80% currently use Facebook (Average), 61% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).  |



Source: Environics Analytics- Envision 2021



# 2021 EQ TYPE SUMMARY

## VIRTUAL TRAVELLERS

| General Canadian Summary   | Category               | British Columbia Highlights  |
|--|------------------------|--|
| <ul style="list-style-type: none"> <li>Middle-aged families with lower levels of educational attainment; living outside of urban areas</li> <li>Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives</li> <li>For Virtual Travellers, travelling is a chore, not an experience to be enjoyed</li> <li>They are fearful of change and complexity in their lives and like to maintain control when travelling</li> <li>They are highly unlikely to venture far from home</li> </ul> | Household Count        | Of the 9 EQ Traveller Types identified in Canada, Virtual Travellers rank 9th, making up 92,619 households, or 4.6% of the total Households in British Columbia (2,018,734).   |
|  | Maintainer Age         | Median Household Maintainer Age is 58  |
|  | Children at Home       | The Median Household Maintainer Age is 58, 53% of couples do not have children living at home (Above Average).   |
|  | Household Income       | Average Household Income of \$105,134 compared to BC at \$113,574.   |
|  | Top Social Values      | Attraction to Nature, Emotional Control, Racial Fusion.  |
|  | Top Tourism Activities | Swimming, Camping, Hiking/Backpacking. Above average interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks and Historical Sites   |
|  | Travel                 | Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Ottawa), Virtual Travellers from British Columbia spent an average of \$1,773 (Average) on their last vacation. |
|  | Social Media           | 80% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Below Average) and 69% use YouTube (Average).  |



Source: Destination Canada EQ Reference Guide 2020



Source: Environics Analytics- Envision 2021

# ADDITIONAL RESOURCES



# SUMMARY OF REPORTS

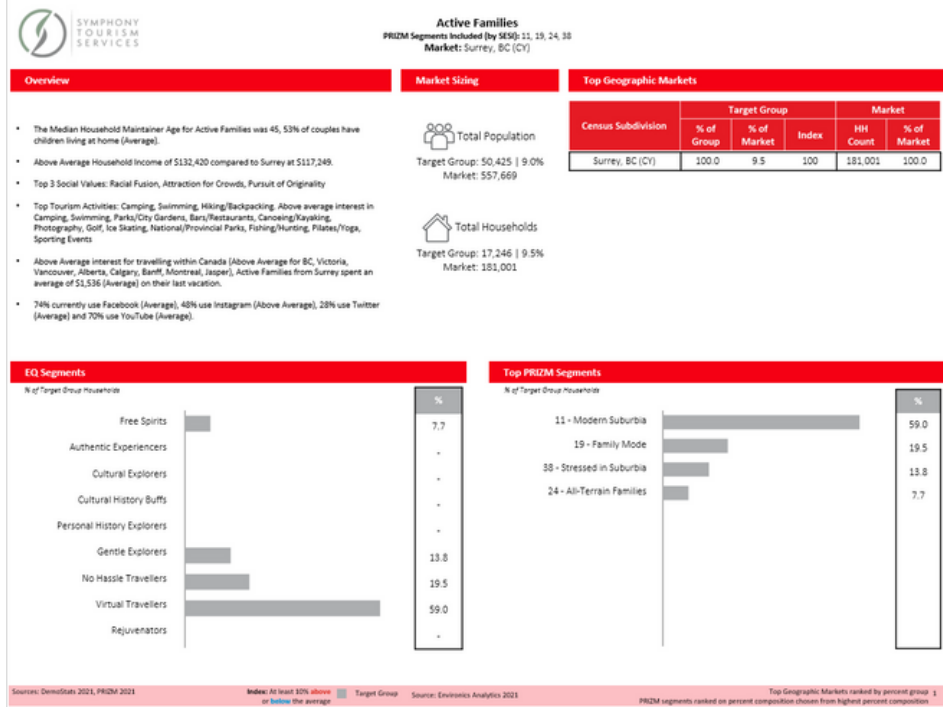
## Project Deliverables:

- Young Adventurers - BC Profile
  - Multicultural Movers - BC Profile
  - Wealthy & Adventurous - BC Profile
  - Rural Recreation - BC Profile
  - Active Families - BC Profile
- 
- Young Adventurers
    - Vancouver Profile
  - Multicultural Movers
    - Surrey Profile
  - Wealthy & Adventurous
    - Surrey Profile
  - Rural Recreation
    - Prince Rupert Profile
  - Active Families
    - Surrey Profile

## Profile Details:

- Each EQ and PRIZM Profile Includes 17 pages of detailed information:
  - Demographics
  - Key Social Values
  - Key Tourism Activities
  - Travel Profile (Vacation Booking, Vacation Spend etc.)
  - Traditional and Digital (Social) Media usage
  - Product Preferences
  - Internet Activity

Accessible from BCRTS Shared Folder



# RESOURCES

[Destination Canada - Explorer Quotient \(EQ\).  
Program & Toolkit](#)

[Environics Analytics PRIZM Segmentation System](#)

[PRIZM Marketer's Guide 2021](#)





# ABOUT SYMPHONY

- **Symphony Tourism Services** is a small 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.



Kelly Galaski  
*Managing Director*

[kelly@totabc.com](mailto:kelly@totabc.com)



Shelby Campbell  
*Research Specialist*

[shelby@totabc.com](mailto:shelby@totabc.com)



Darnel St. Pierre  
*Digital Marketing  
Coordinator*

[darnel@totabc.com](mailto:darnel@totabc.com)

# ABOUT ENVIRONICS

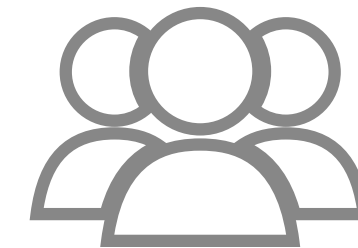
Environics Analytics is one of North America's leading data analytics and marketing services companies.

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:

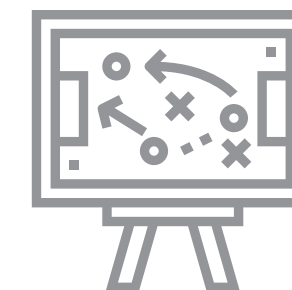
- BC
- Alberta
- Ontario
- United States



Understand your  
Customers



Identify Top  
Markets



Execute your  
Strategy



# ABOUT EQ

- [Explorer Quotient](#), also known as EQ, was developed by Destination Canada in partnership with Environics Analytics.
- EQ is a proprietary market segmentation system based on the science of psychographics; developed to provide tourism businesses with insights into why and how people like to travel
- EQ goes beyond traditional market research of defining people. It looks deeper at views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

## DESTINATION CANADA EQ RESOURCES

- [EQ TOOLKIT](#)
- [EQ PROFILES](#)

# CONTACT US

**Kelly Galaski**

*Managing Director, Symphony Tourism Services*

Email: [kelly@totabc.com](mailto:kelly@totabc.com)

Phone: 778.721.5448

Web: [symphonytourismservices.com](http://symphonytourismservices.com)



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