



Quarterly Visitor Highlights

NORTH EAST BC REGION

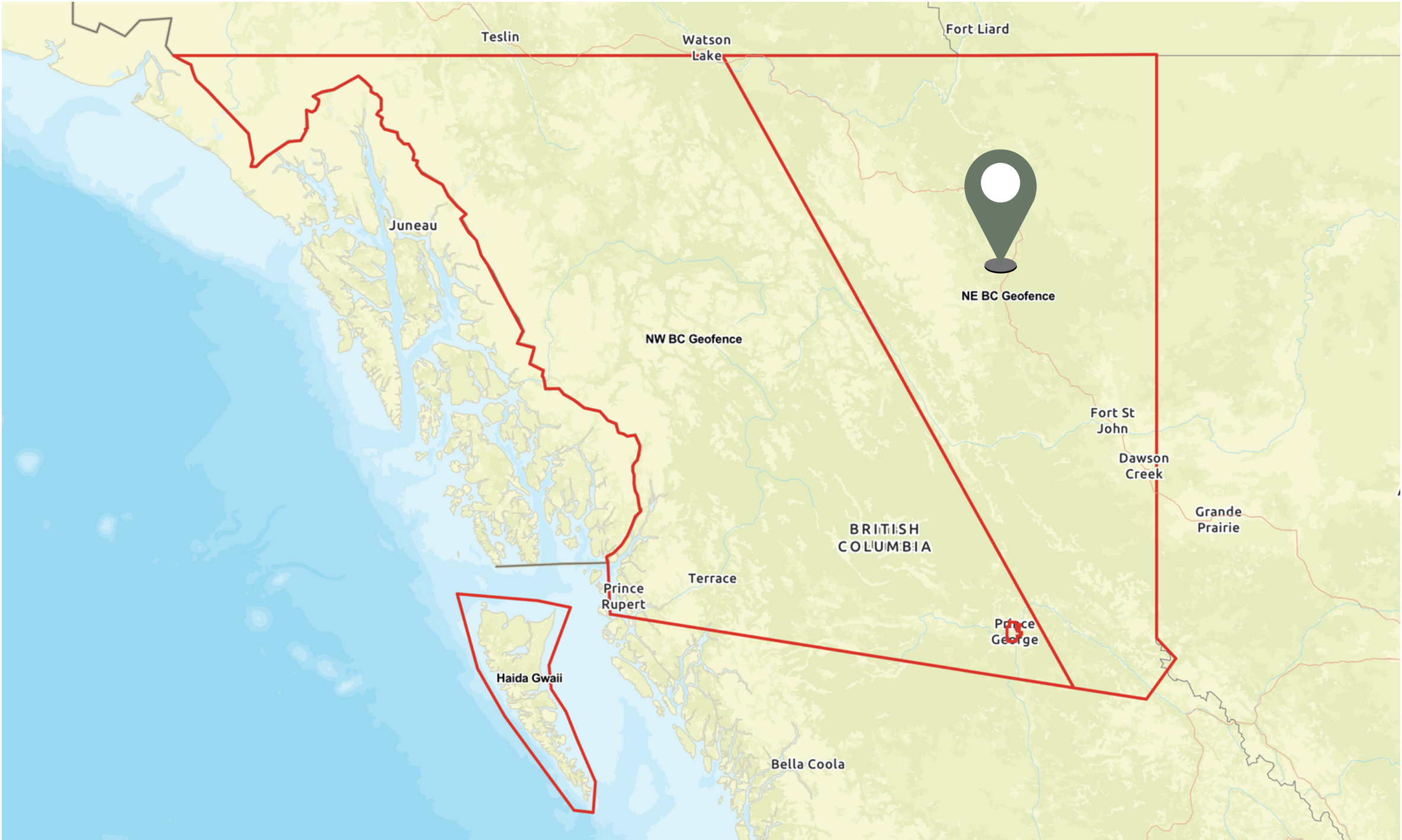
2021 DATA VINTAGE



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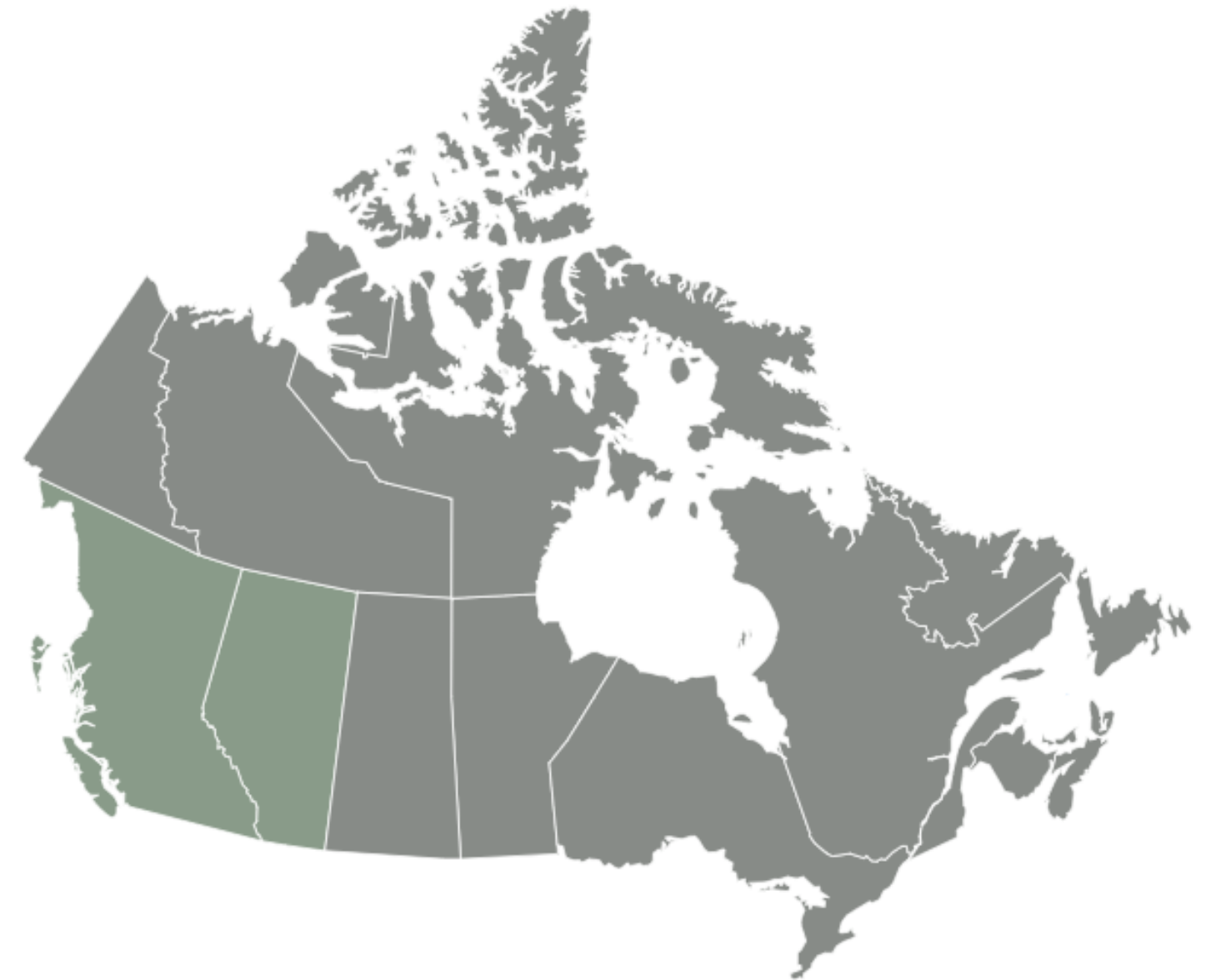
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NORTH EAST BC REGION



PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to the **North East BC Region**



RESEARCH OVERVIEW

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces** and **territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada
- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data
Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

Methodology

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces**, **territories**, and **tourism regions**
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2019, 2020 and 2021
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



CANADA INSIGHTS

Q1 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH EAST BC



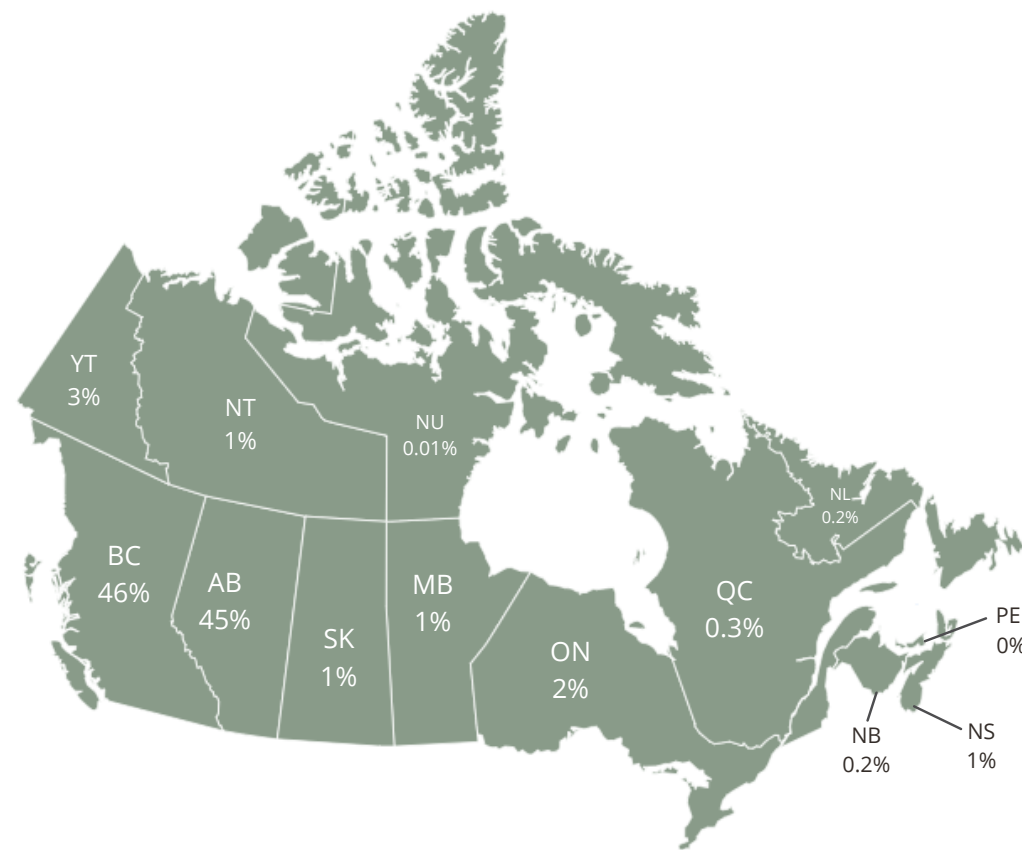
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

- In Q1 2019 the North East BC Area saw an average of **99,100** Domestic Visitors. In Q1 2020 the Area saw **107,200** Domestic Visitors and in Q1 2021 **86,100** Domestic Visitors. A **decrease** of **-13%** compared to 2019 and **-20%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

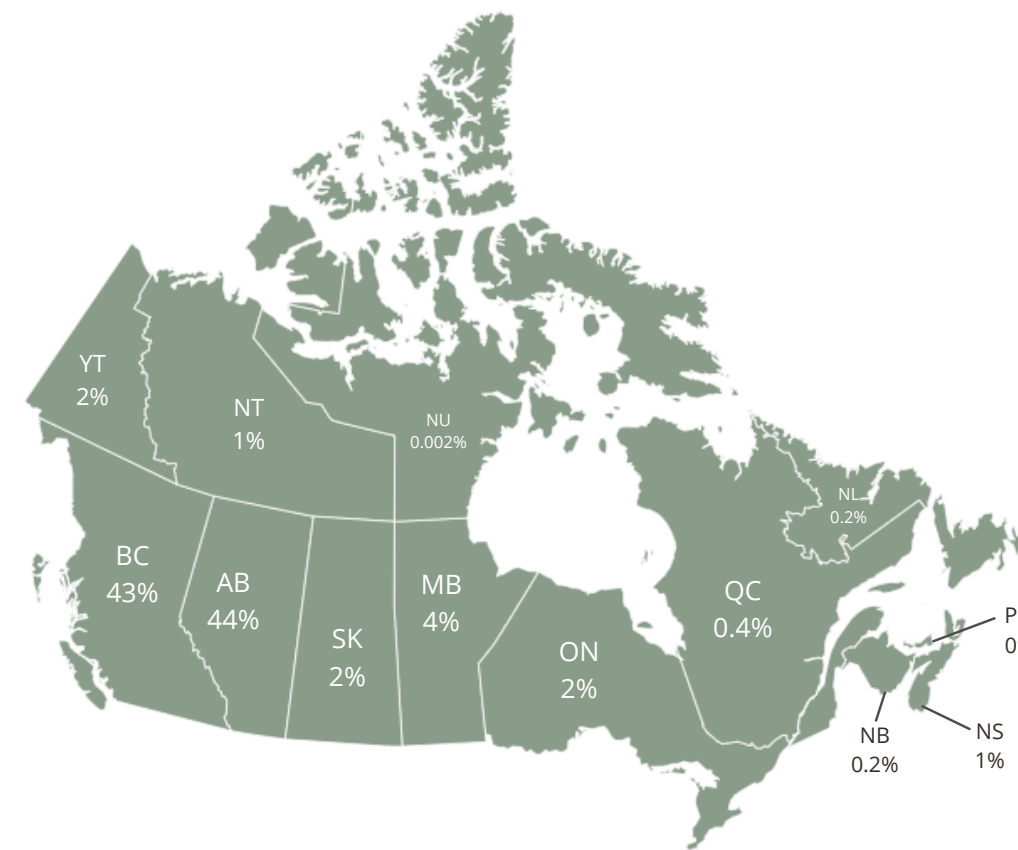
Q1 - 2019 Domestic Visitation

2019 Q1 Visitors
99,100



Q1 - 2020 Domestic Visitation

2020 Q1 Visitors
107,200

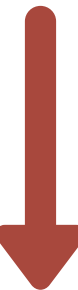
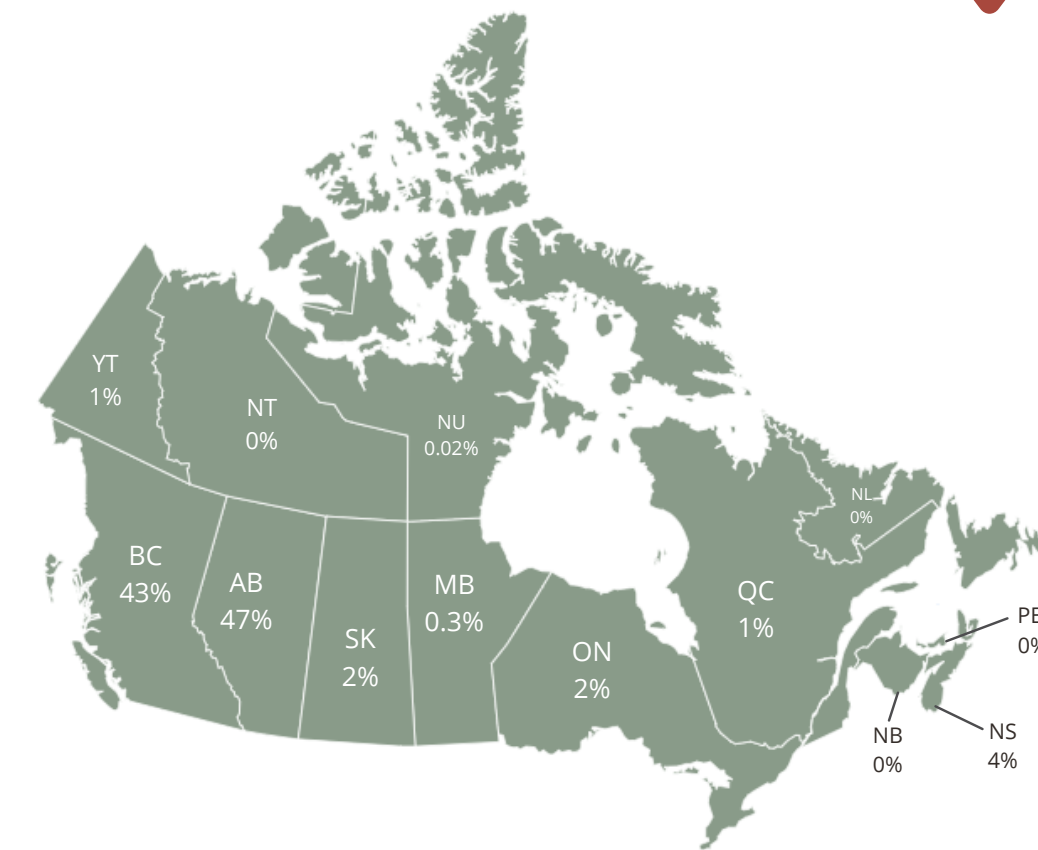


Q1 - 2021 Domestic Visitation

2021 Q1 Visitors
86,100

Decrease of **-20%**
2021 compared to
2020

Decrease of **-13%**
2021 compared to
2019



Q2 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH EAST BC



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

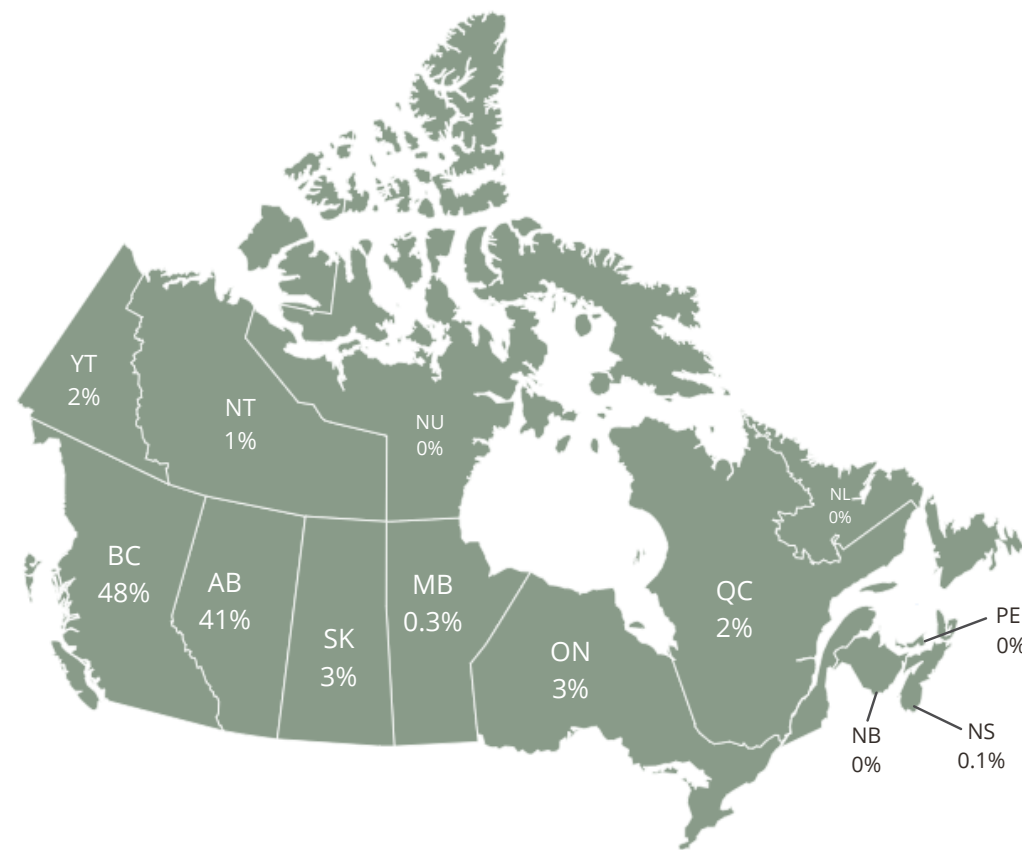
Overview

Q2 - 2019 Domestic Visitation

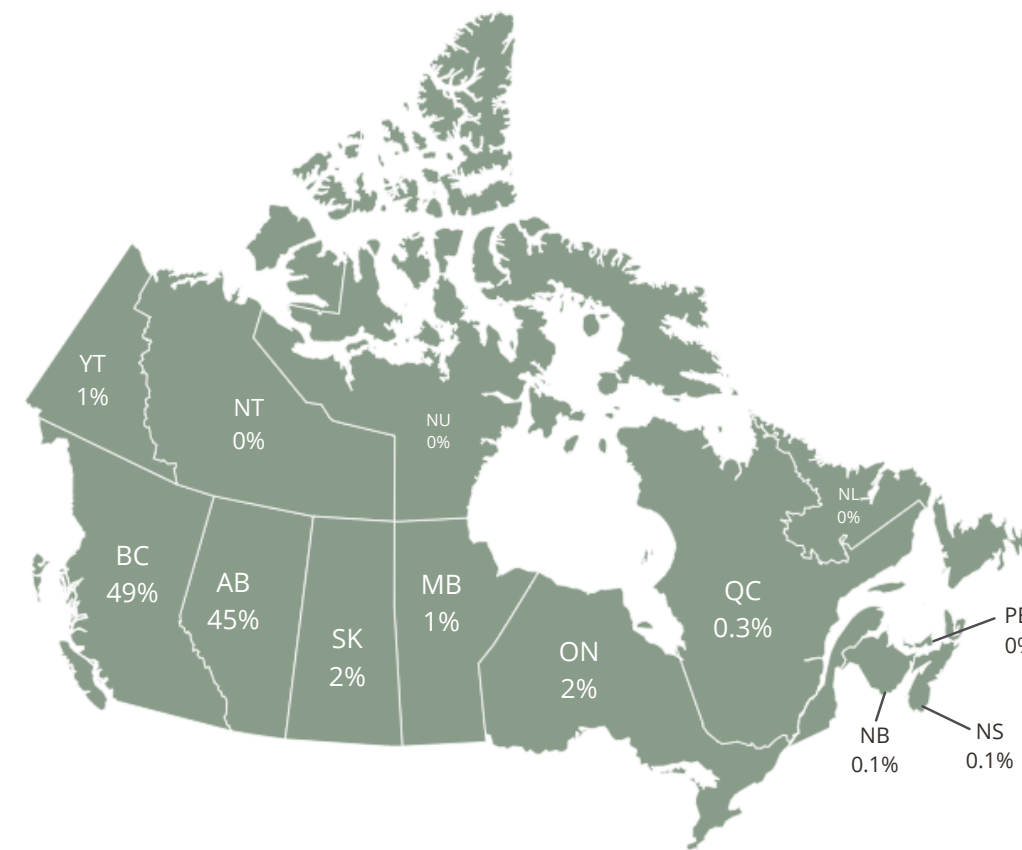
Q2 - 2020 Domestic Visitation

Q2 - 2021 Domestic Visitation

2019 Q2 Visitors
128,500



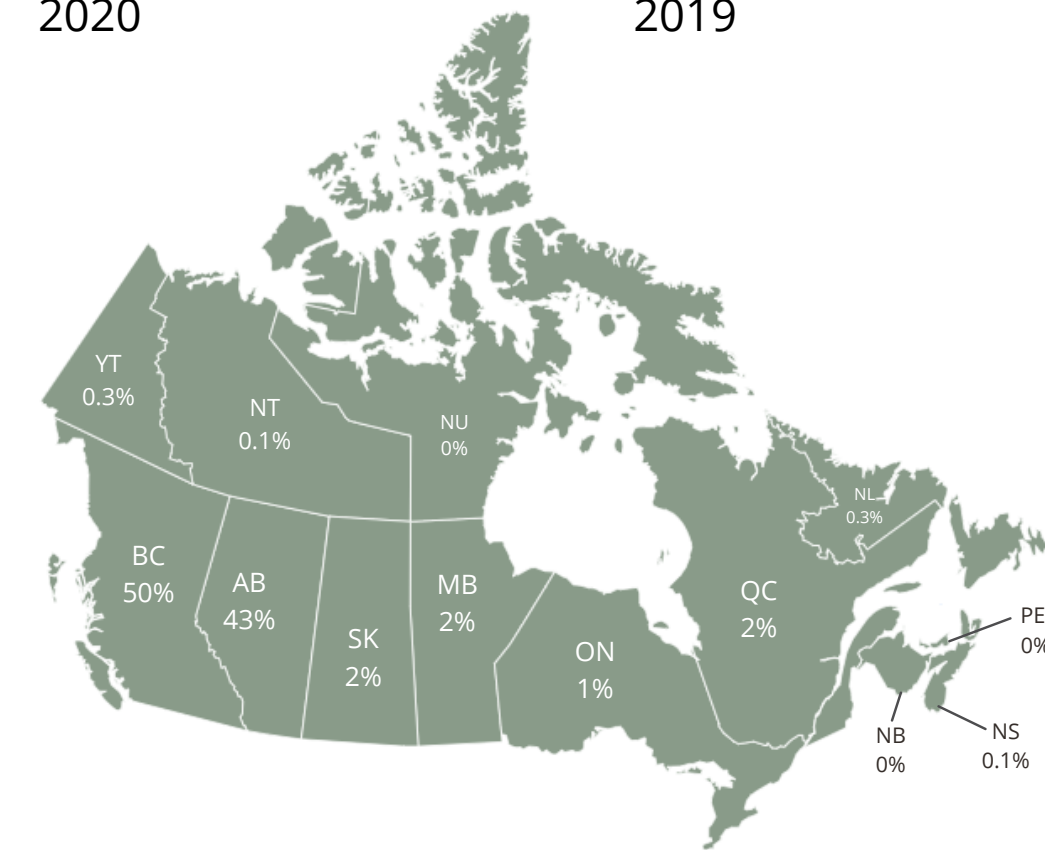
2020 Q2 Visitors
95,100



2021 Q2 Visitors
94,600

Decrease of **-1%**
2021 compared to
2020

Decrease of **-26%**
2021 compared to
2019



- In Q2 2019 the North East BC Area saw an average of **128,500** Domestic Visitors. In Q2 2020 the Area saw **95,100** Domestic Visitors and in Q2 2021 **94,600** Domestic Visitors. A **decrease** of **-26%** compared to 2019 and **-1%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Q3 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH EAST BC



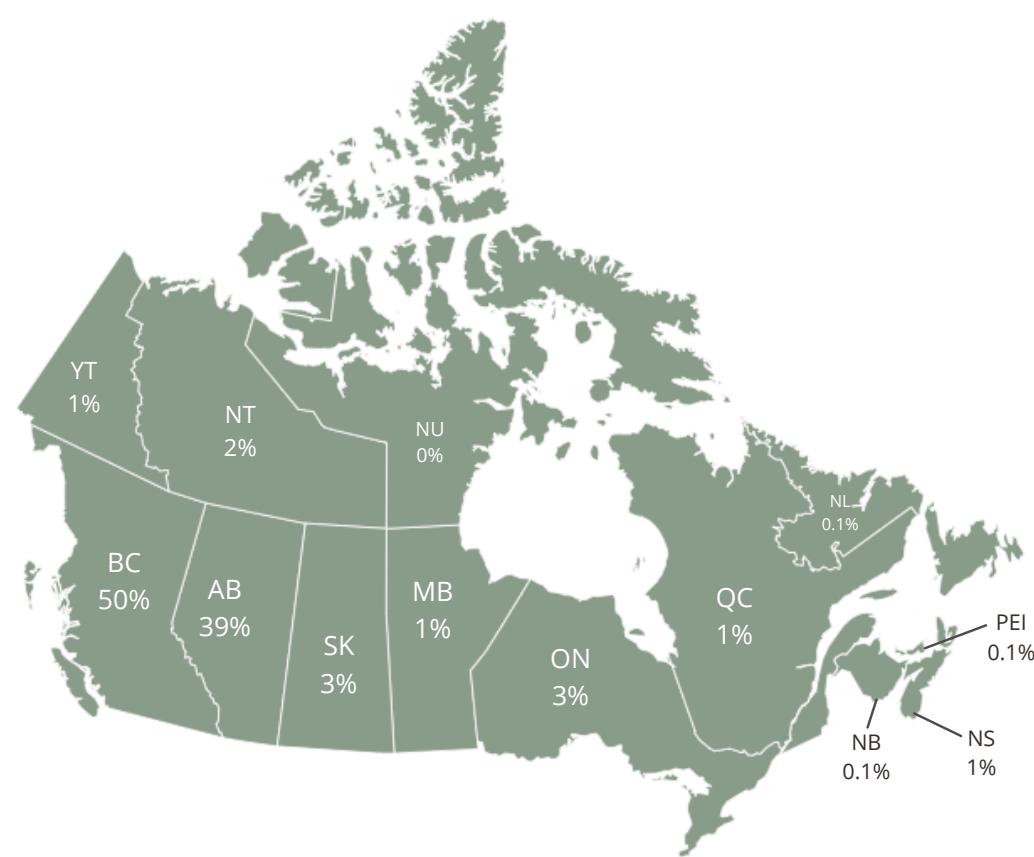
Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

Overview

- In Q3 2019 the North East BC Area saw an average of **154,200** Domestic Visitors. In Q3 2020 the Area saw **143,200** Domestic Visitors and in Q3 2021 **148,000** Domestic Visitors. A **decrease** of **-4%** compared to 2019 and an increase of **3%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

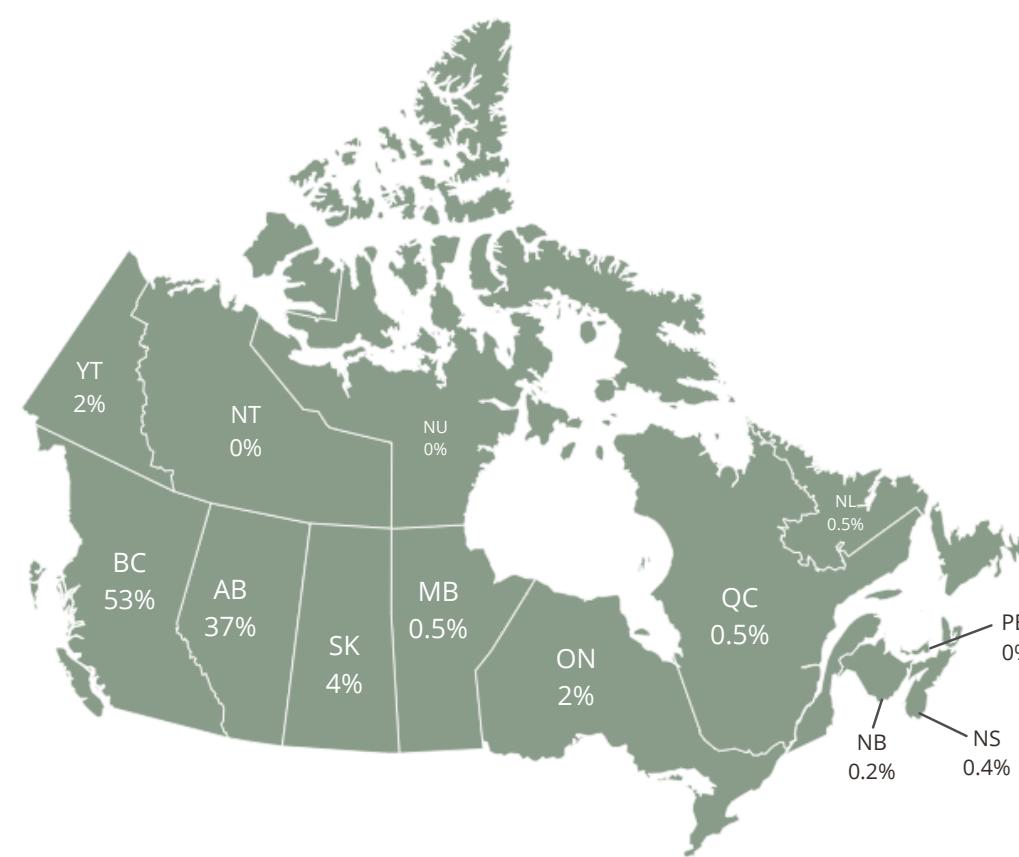
Q3 - 2019 Domestic Visitation

2019 Q3 Visitors
154,200



Q3 - 2020 Domestic Visitation

2020 Q3 Visitors
143,200

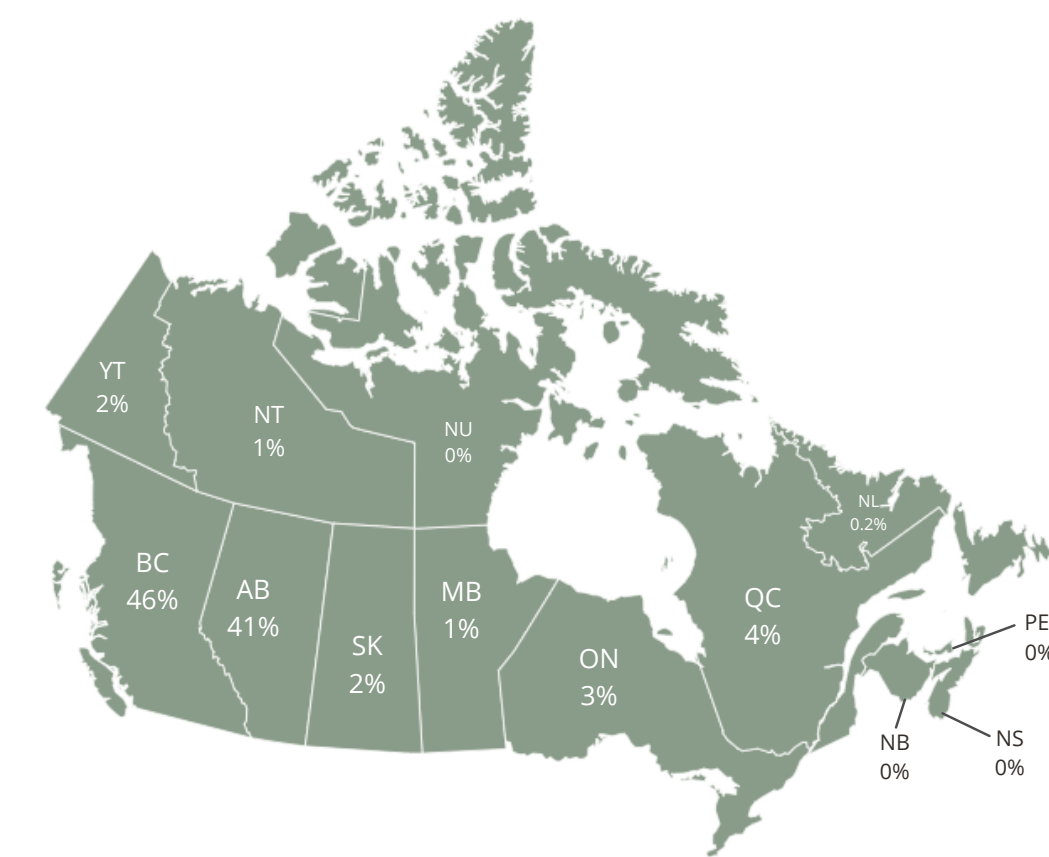


Q3 - 2021 Domestic Visitation

2021 Q3 Visitors
148,000

Increase of **3%**
2021 compared to
2020

Decrease of **-4%**
2021 compared to
2019



Q4 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH EAST BC



Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

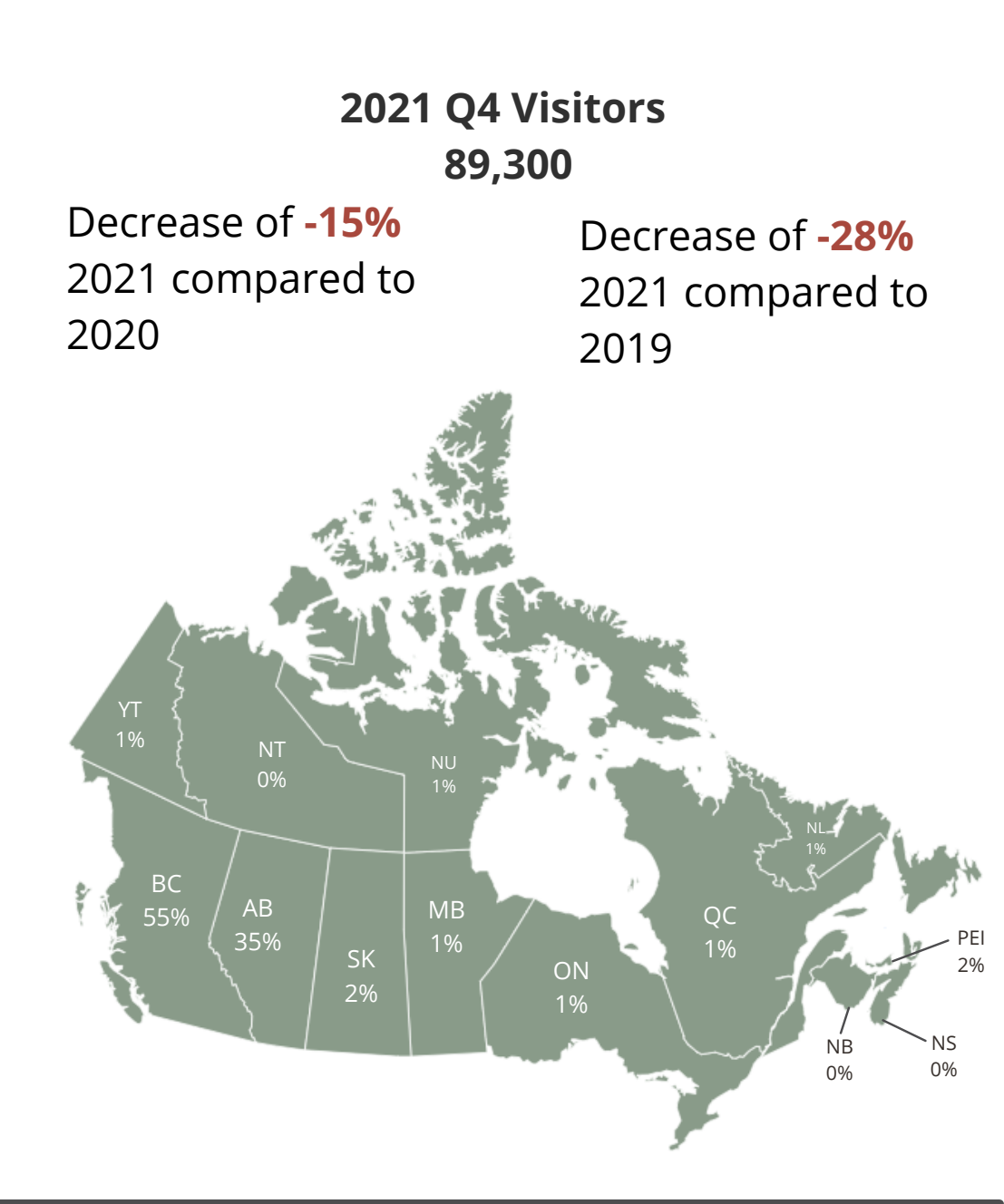
Overview

Q4 - 2019 Domestic Visitation

Q4 - 2020 Domestic Visitation

Q4 - 2021 Domestic Visitation

- In Q4 2019 the North East BC Area saw an average of **124,100** Domestic Visitors. In Q4 2020 the Area saw **105,700** Domestic Visitors and in Q4 2021 **89,300** Domestic Visitors. A **decrease** of **-28%** compared to 2019 and **-15%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.



*All Percentages relate to provincial quarterly Visitor Counts in 2019, 2020 and 2021
Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Note: British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020 as a result of the COVID-19 Global Pandemic and another on November 17, 2021 as a result of severe provincial flooding.

2019, 2020 & 2021: DOMESTIC VISITORS BY YEAR

NORTH EAST BC

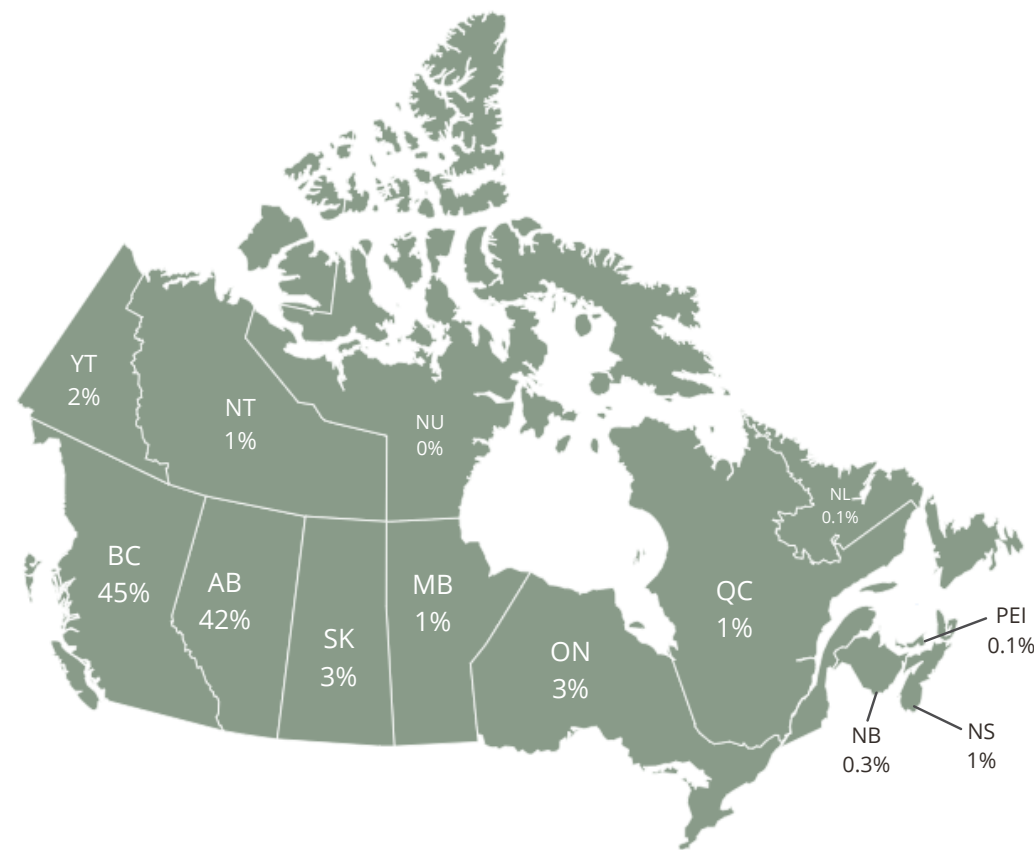


Overview

- In 2019 the North East BC Area saw an average of **390,600** Domestic Visitors. In 2020 the Area saw **340,600** Domestic Visitors and in 2021 **321,800** Domestic Visitors. A **decrease** of **-18%** compared to 2019 and **-6%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

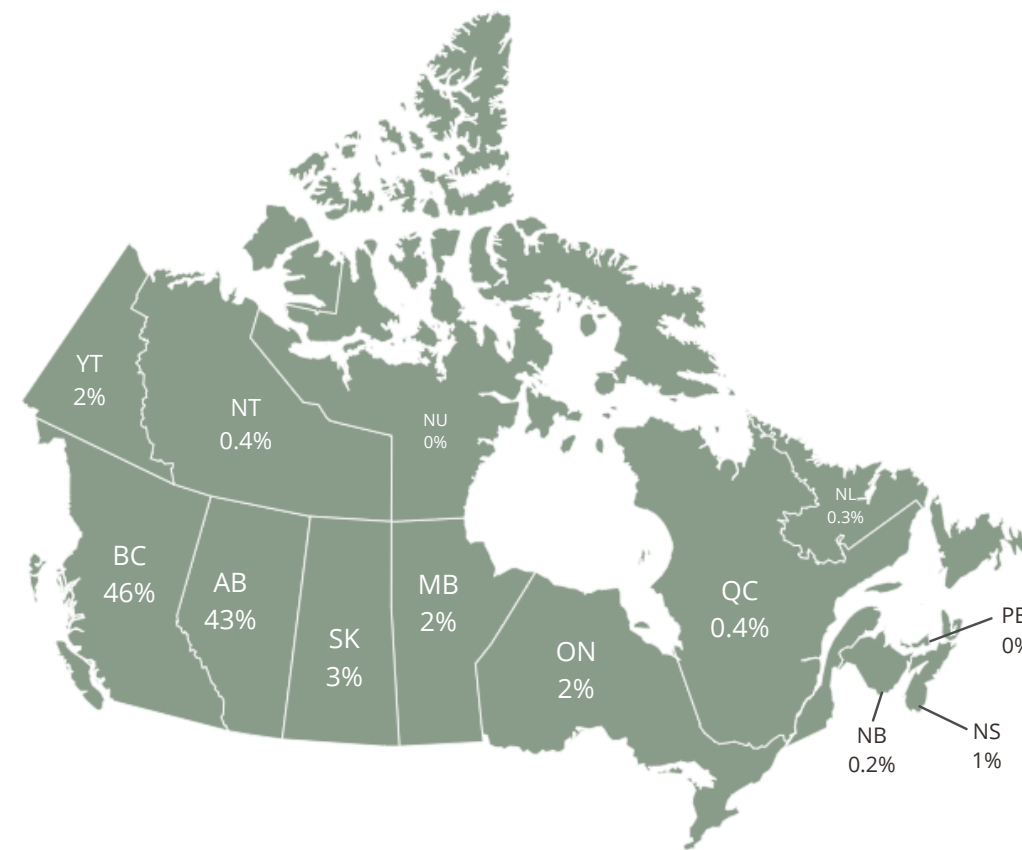
2019 Domestic Vistation

2019 Visitors
390,600



2020 Domestic Vistation

2020 Visitors
340,600

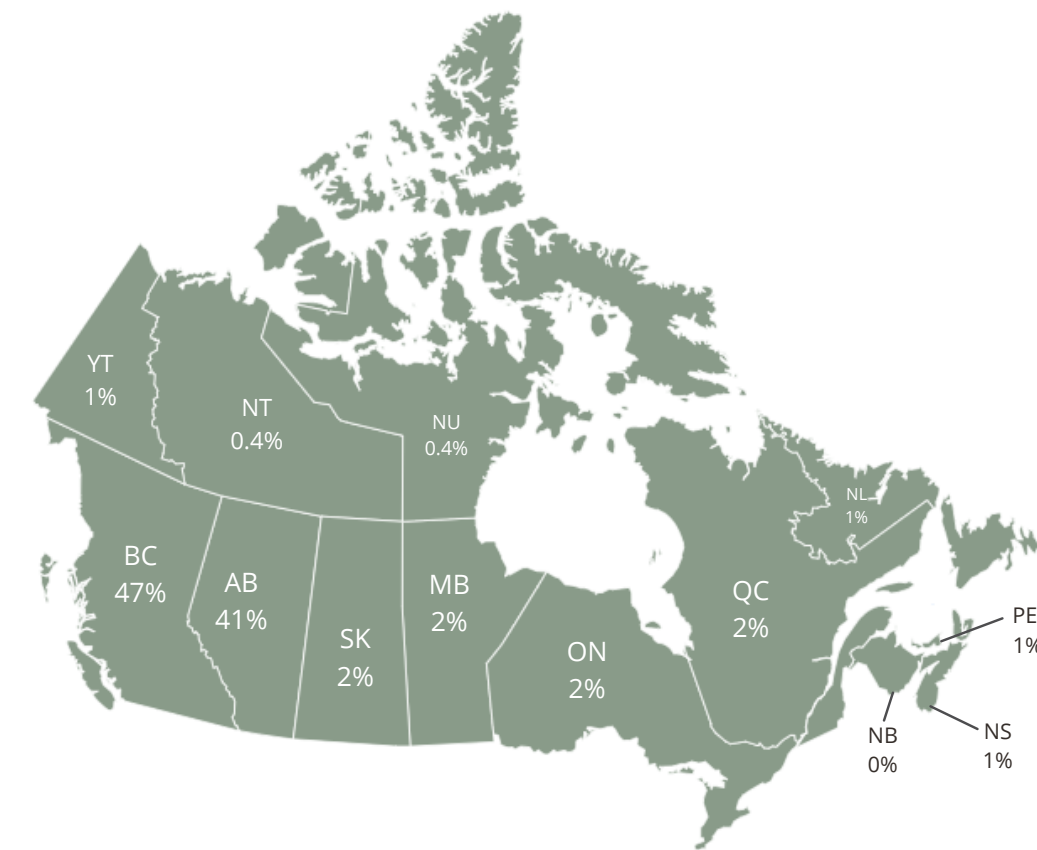


2021 Domestic Vistation

2021 Visitors
321,800

Decrease of **-6%**
2021 compared to
2020

Decrease of **-18%**
2021 compared to
2019



BRITISH COLUMBIA INSIGHTS

BC VISITS TO NORTH EAST BC BY QUARTER - Q1

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Prince George	6,900	Prince George	5,400	Fort St. John	6,900
Fort St. John	4,600	Fort St. John	5,000	Dawson Creek	4,000
Dawson Creek	2,800	Dawson Creek	2,900	Prince George	3,300
Vancouver	1,700	Northern Rockies	1,900	Peace River C	1,800
Northern Rockies	1,500	Peace River C	1,600	Peace River D	1,500
Peace River C	1,300	Peace River D	1,500	Northern Rockies	1,200
Surrey	1,300	Surrey	1,200	Campbell River	1,100
Peace River D	1,300	Peace River B	1,200	Peace River B	1,000
Kelowna	1,200	Chetwynd	1,100	Chetwynd	1,000
Saanich	1,100	Kamloops	1,000	Tumbler Ridge	700

BC VISITS TO NORTH EAST BC BY QUARTER - Q1

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY (EXCLUDING NORTH EAST BC COMMUNITIES)

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Prince George	6,900	Prince George	5,400	Prince George	3,300
Vancouver	1,700	Surrey	1,200	Campbell River	1,100
Surrey	1,300	Kamloops	1,000	Vanderhoof	600
Kelowna	1,200	Kelowna	800	Vancouver	500
Saanich	1,100	North Cowichan	800	Kelowna	500
Kamloops	900	Nanaimo	700	Smithers	500
Burnaby	600	Vancouver	600	Surrey	500
Langley	600	Vanderhoof	600	Abbotsford	400
Smithers	600	Abbotsford	500	Salmon Arm	300
Abbotsford	500	Smithers	500	Cranbrook	300

BC VISITS TO NORTH EAST BC BY QUARTER - Q2

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Prince George	7,000	Prince George	10,100	Prince George	5,700
Fort St. John	5,900	Fort St. John	5,200	Fort St. John	4,700
Dawson Creek	2,900	Dawson Creek	2,900	Saanich	2,600
Northern Rockies	2,200	Peace River C	1,700	Dawson Creek	2,600
Vancouver	1,900	Northern Rockies	1,600	Victoria	2,000
Peace River C	1,900	Peace River D	1,500	Kelowna	1,900
Peace River D	1,800	Kamloops	1,300	Peace River C	1,800
Kamloops	1,800	Chetwynd	1,000	Peace River D	1,700
Surrey	1,700	Peace River B	1,000	Kamloops	1,300
Peace River B	1,300	Vancouver	1,000	Peace River B	1,300

BC VISITS TO NORTH EAST BC BY QUARTER - Q2

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY (EXCLUDING NORTH EAST BC COMMUNITIES)

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Prince George	7,000	Prince George	10,100	Prince George	5,700
Vancouver	1,900	Kamloops	1,300	Saanich	2,600
Kamloops	1,800	Vancouver	1,000	Victoria	2,000
Surrey	1,700	Surrey	700	Kelowna	1,900
Kelowna	1,100	North Cowichan	400	Kamloops	1,300
Vernon	900	Kelowna	400	Vancouver	900
Smithers	900	Vanderhoof	400	Nanaimo	800
Chilliwack	800	Nanaimo	400	Chilliwack	700
Abbotsford	800	Smithers	400	Surrey	600
Vanderhoof	800	Vernon	300	Langley	500

BC VISITS TO NORTH EAST BC BY QUARTER - Q3

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Prince George	8,100	Prince George	13,100	Prince George	11,300
Fort St. John	7,000	Fort St. John	6,000	Fort St. John	6,700
Dawson Creek	4,100	Dawson Creek	3,400	Dawson Creek	3,700
Vancouver	2,700	Northern Rockies	2,500	Kamloops	2,600
Northern Rockies	2,400	Vancouver	2,400	Peace River C	2,000
Surrey	2,100	Peace River C	2,100	Peace River D	1,900
Peace River C	2,000	Peace River D	2,000	Saanich	1,900
Peace River D	1,800	Kelowna	1,800	Northern Rockies	1,800
Kamloops	1,800	Surrey	1,700	Victoria	1,800
Abbotsford	1,700	Kamloops	1,600	Williams Lake	1,500

BC VISITS TO NORTH EAST BC BY QUARTER - Q3

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY (EXCLUDING NORTH EAST BC COMMUNITIES)

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Prince George	8,100	Prince George	13,100	Prince George	11,300
Vancouver	2,700	Vancouver	2,400	Kamloops	2,600
Surrey	2,100	Kelowna	1,800	Saanich	1,900
Kamloops	1,800	Surrey	1,700	Victoria	1,800
Abbotsford	1,700	Kamloops	1,600	Williams Lake	1,500
Kelowna	1,500	Abbotsford	1,400	Salmon Arm	1,400
Nanaimo	1,200	Chilliwack	1,300	Vancouver	1,200
Vernon	1,100	Vanderhoof	1,100	Surrey	1,200
Vanderhoof	900	Victoria	800	Kelowna	1,100
Burnaby	800	Vernon	800	Nanaimo	900

BC VISITS TO NORTH EAST BC BY QUARTER - Q4

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Prince George	9,100	Prince George	7,200	Prince George	7,400
Fort St. John	5,200	Fort St. John	5,200	Fort St. John	4,400
Dawson Creek	2,800	Dawson Creek	3,600	Kamloops	2,800
Peace River C	2,200	Surrey	1,900	Dawson Creek	2,800
Northern Rockies	2,100	Northern Rockies	1,900	Northern Rockies	2,200
Kelowna	2,000	Kamloops	1,500	Kelowna	1,800
Peace River D	2,000	Kelowna	1,400	Peace River D	1,400
Vancouver	1,800	Peace River D	1,400	Williams Lake	1,400
Surrey	1,600	Peace River C	1,300	Vancouver	1,300
Peace River B	1,400	Peace River B	1,300	Peace River C	1,300

BC VISITS TO NORTH EAST BC BY QUARTER - Q4

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY (EXCLUDING NORTH EAST BC COMMUNITIES)

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Prince George	9,100	Prince George	7,200	Prince George	7,400
Kelowna	2,000	Surrey	1,900	Kamloops	2,800
Vancouver	1,800	Kamloops	1,500	Kelowna	1,800
Surrey	1,600	Kelowna	1,400	Williams Lake	1,400
Abbotsford	1,200	Vancouver	1,000	Vancouver	1,300
Burnaby	1,000	Victoria	900	Vanderhoof	700
Richmond	900	Nanaimo	900	West Kelowna	600
Kamloops	900	Saanich	800	Vernon	600
Coquitlam	700	Maple Ridge	700	Surrey	600
Langley	700	Vanderhoof	700	Lake Country	500

BC VISITS TO NORTH EAST BC BY YEAR

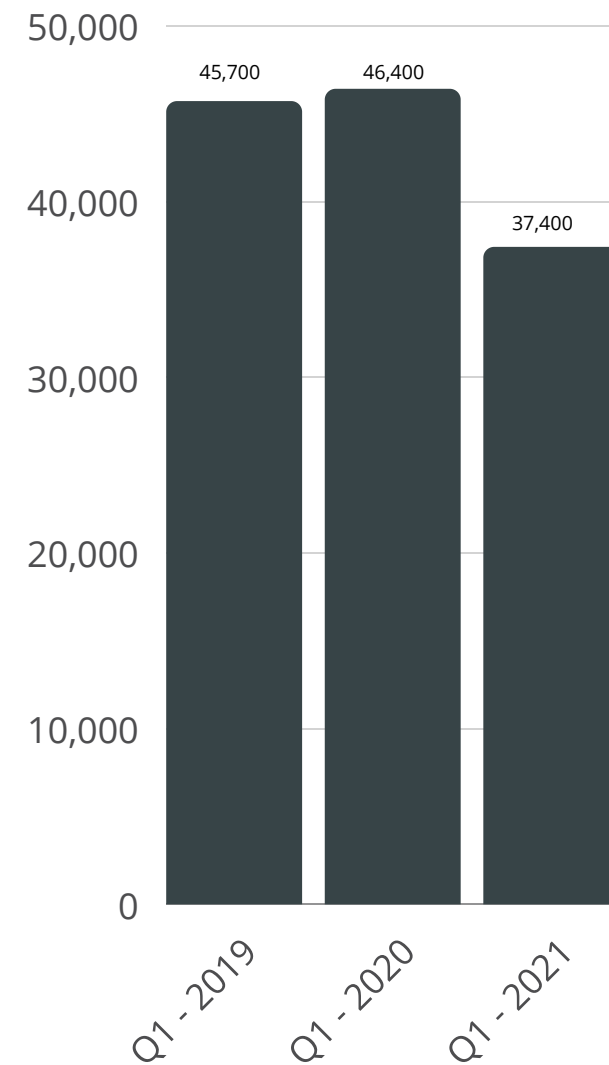
NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Prince George	23,000	Prince George	23,800	Prince George	22,600
Fort St. John	13,700	Fort St. John	11,900	Fort St. John	12,900
Dawson Creek	7,600	Dawson Creek	6,800	Dawson Creek	7,200
Vancouver	6,800	Surrey	5,000	Kamloops	5,300
Surrey	5,500	Kamloops	4,500	Saanich	4,600
Kamloops	4,700	Vancouver	4,300	Peace River C	4,300
Kelowna	4,600	Northern Rockies	4,000	Kelowna	4,100
Peace River C	4,200	Peace River C	3,800	Peace River D	4,100
Northern Rockies	4,000	Peace River D	3,600	Northern Rockies	3,900
Peace River D	3,900	Kelowna	3,400	Vancouver	3,700

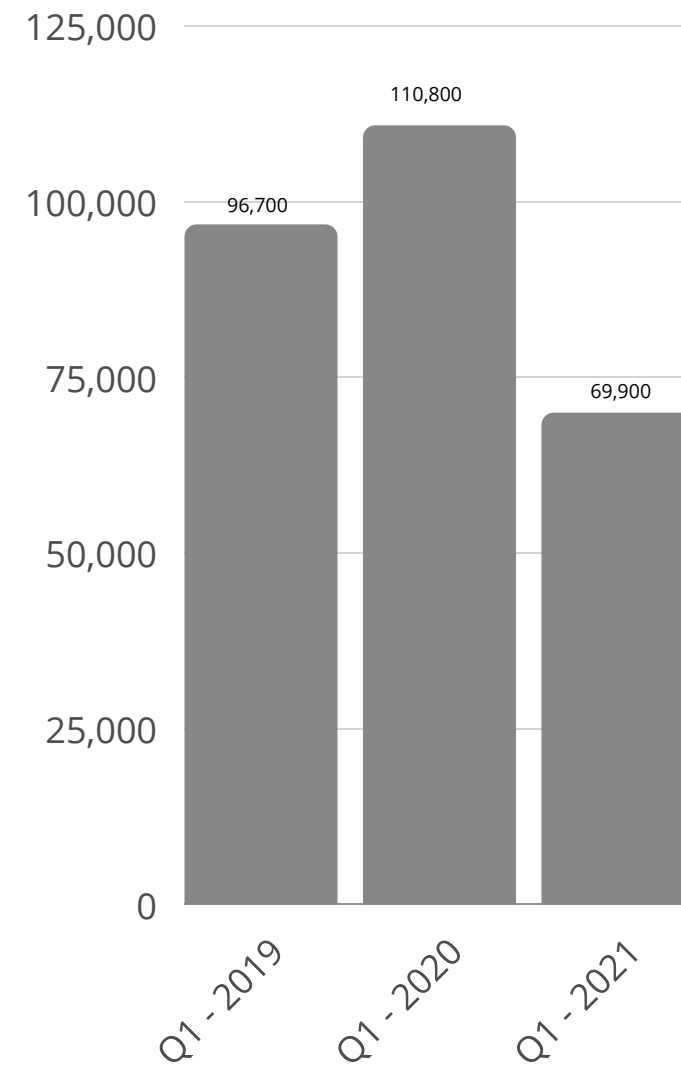
NORTH EAST BC VISITATION - Q1

BC RESIDENTS TRAVELLING TO NORTH EAST BC

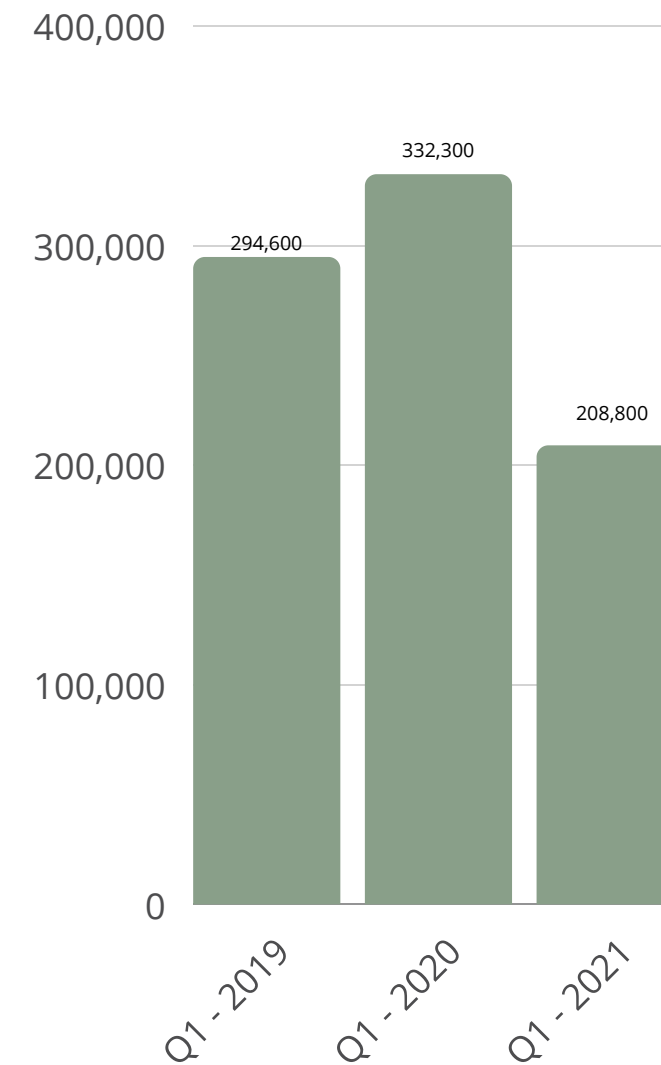
Number of Visitors to North East BC
from BC in Q1



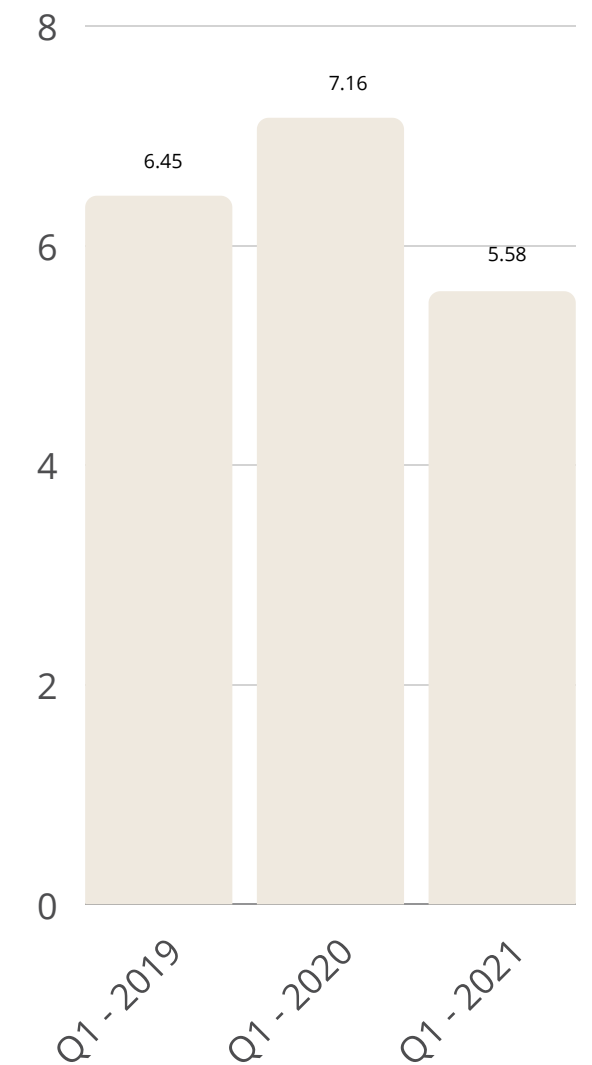
Number of Trips to North East BC
from BC in Q1



Number of Nights Stayed in North East BC
from BC in Q1



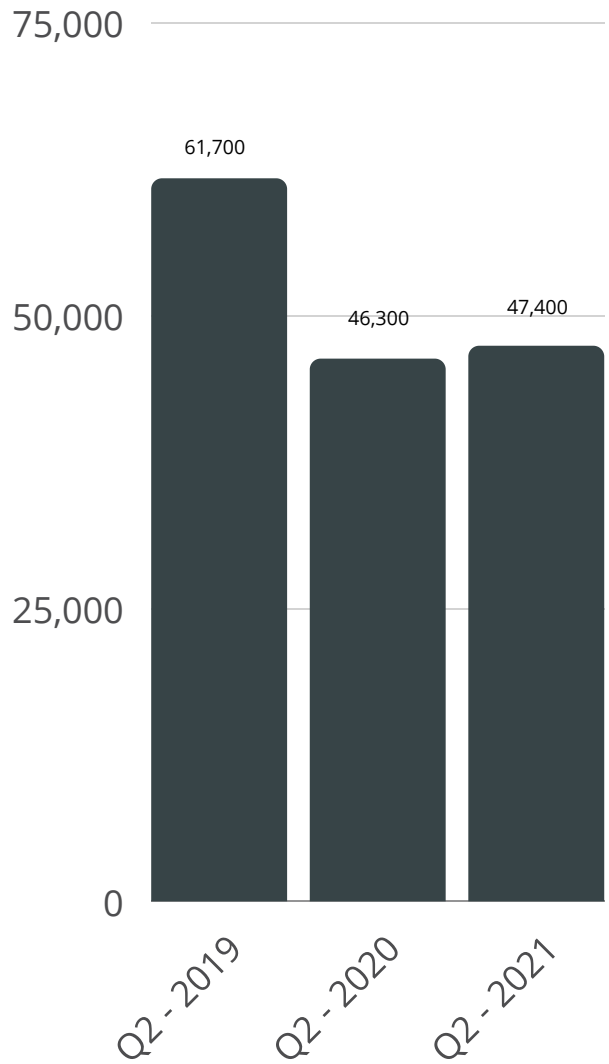
Avg. Length of Stay to North East BC
from BC in Q1



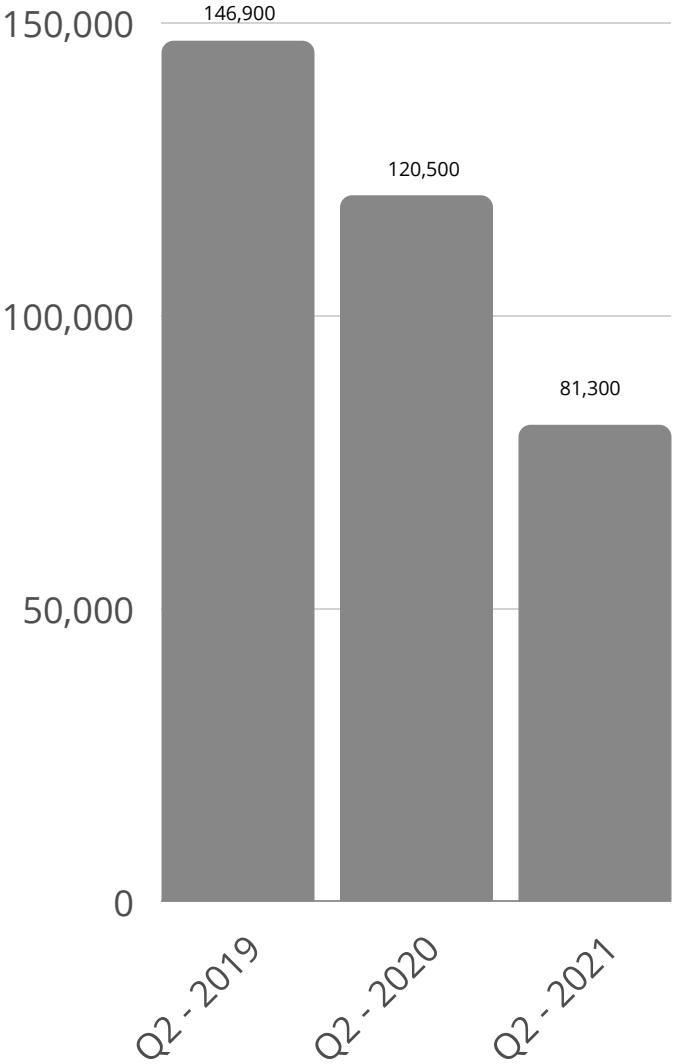
NORTH EAST BC VISITATION - Q2

BC RESIDENTS TRAVELLING TO NORTH EAST BC

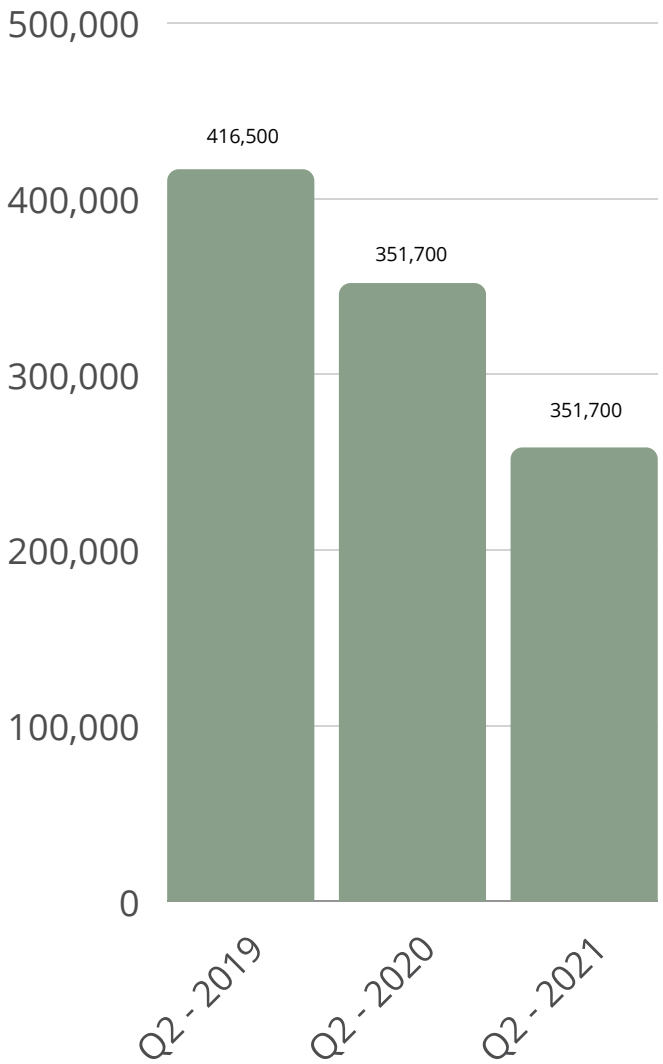
Number of Visitors to North East BC
from BC in Q2



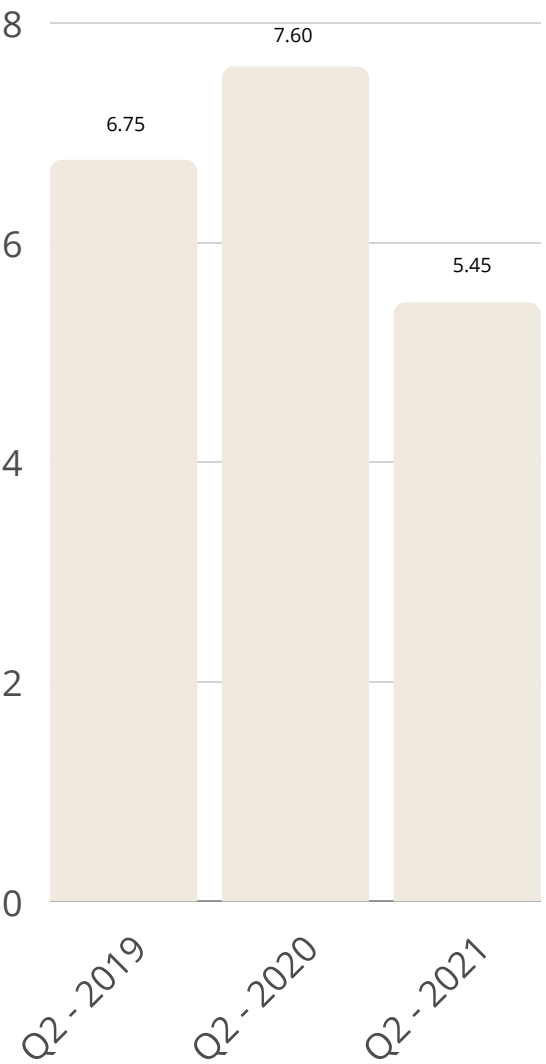
Number of Trips to North East BC
from BC in Q2



Number of Nights Stayed in North East BC
from BC in Q2



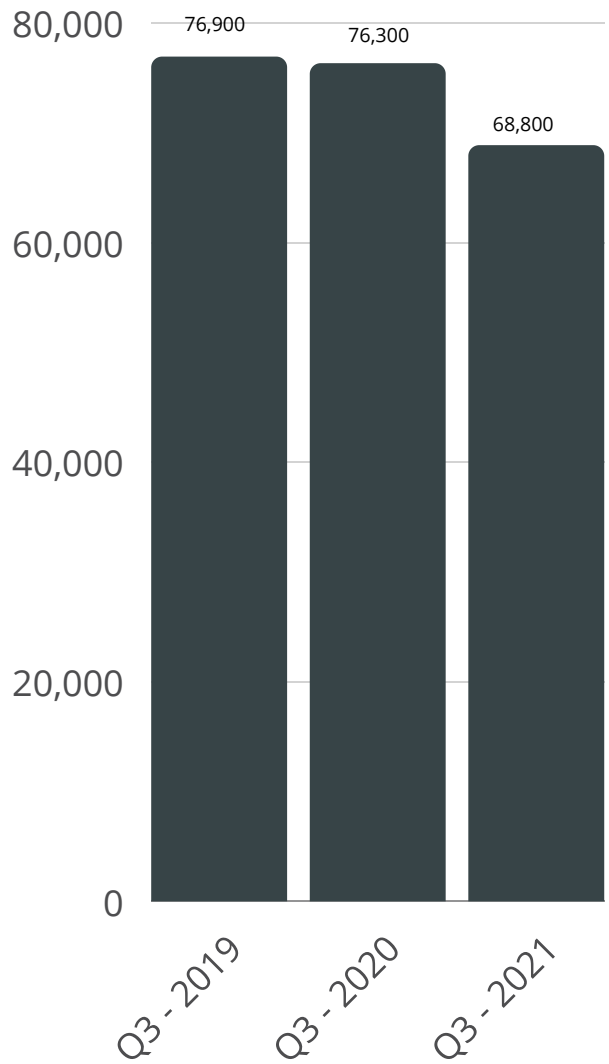
Avg. Length of Stay to North East BC
from BC in Q2



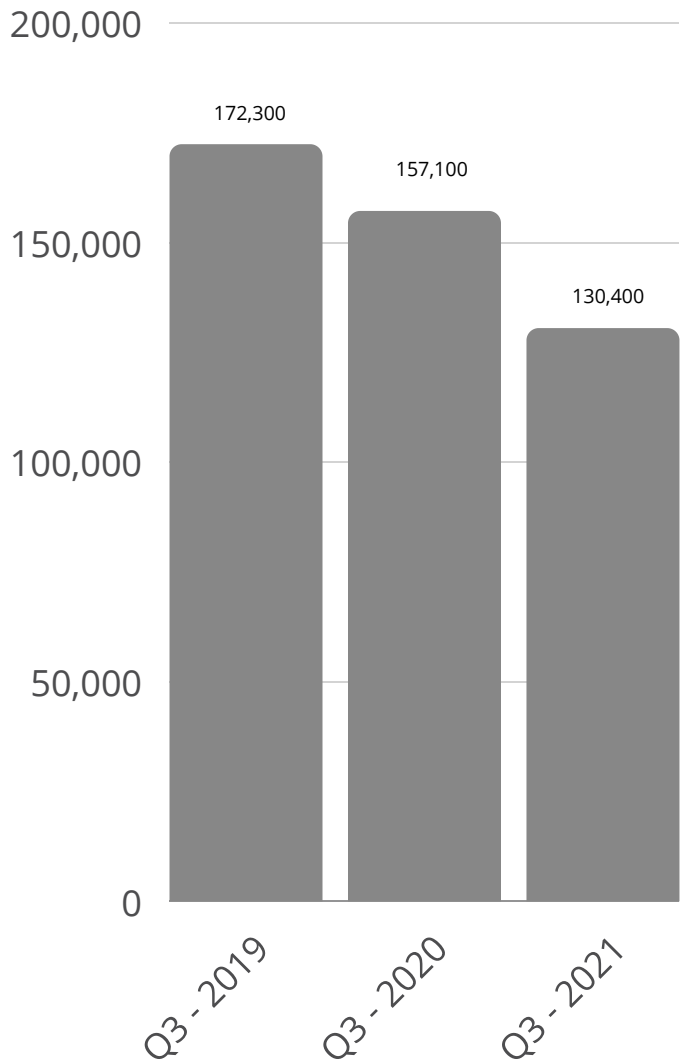
NORTH EAST BC VISITATION - Q3

BC RESIDENTS TRAVELLING TO NORTH EAST BC

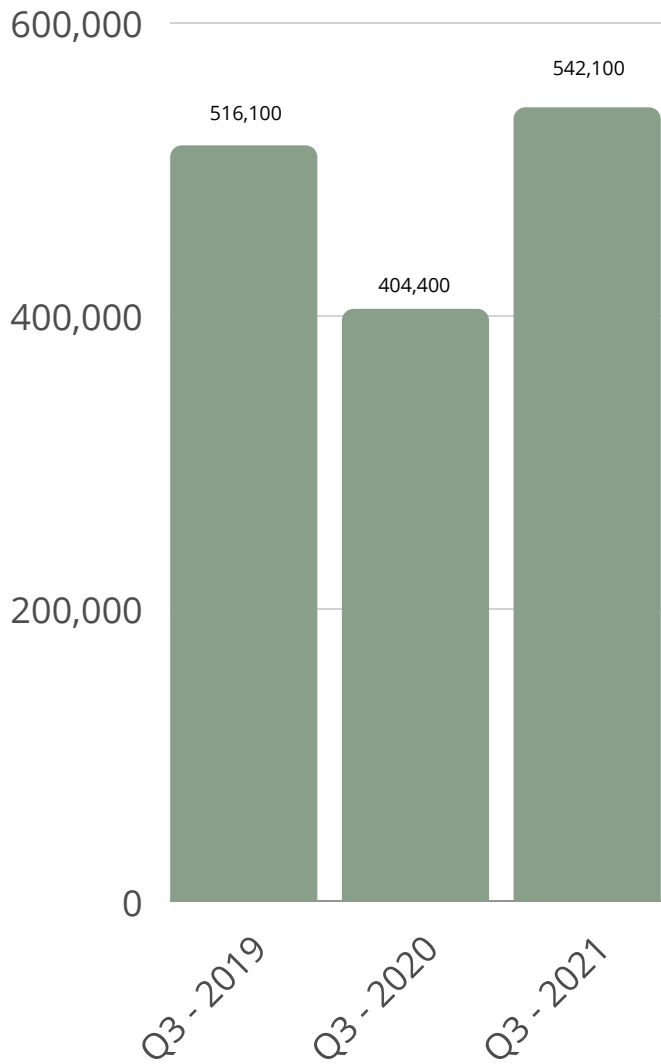
Number of Visitors to North East BC
from BC in Q3



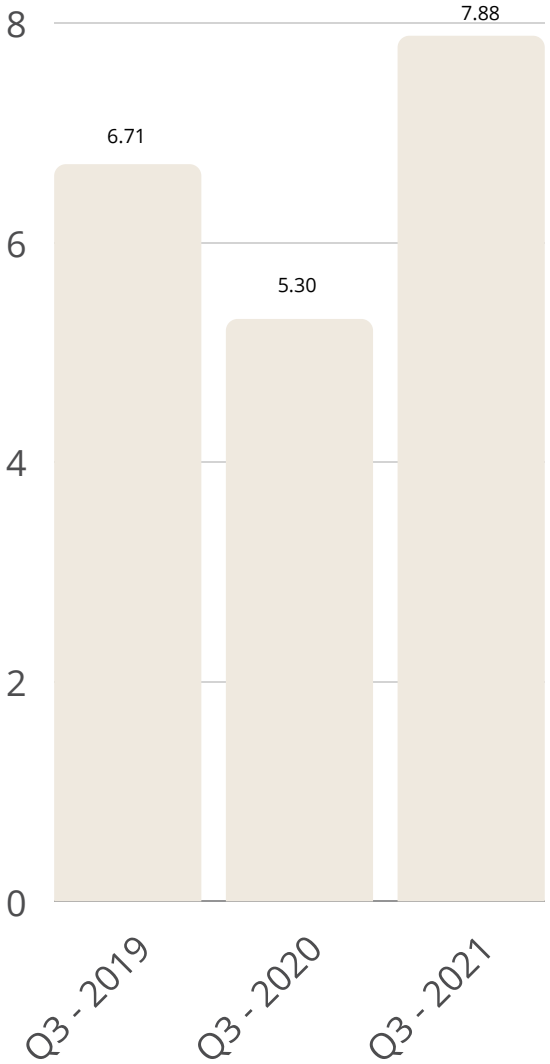
Number of Trips to North East BC
from BC in Q3



Number of Nights Stayed in North East BC
from BC in Q3



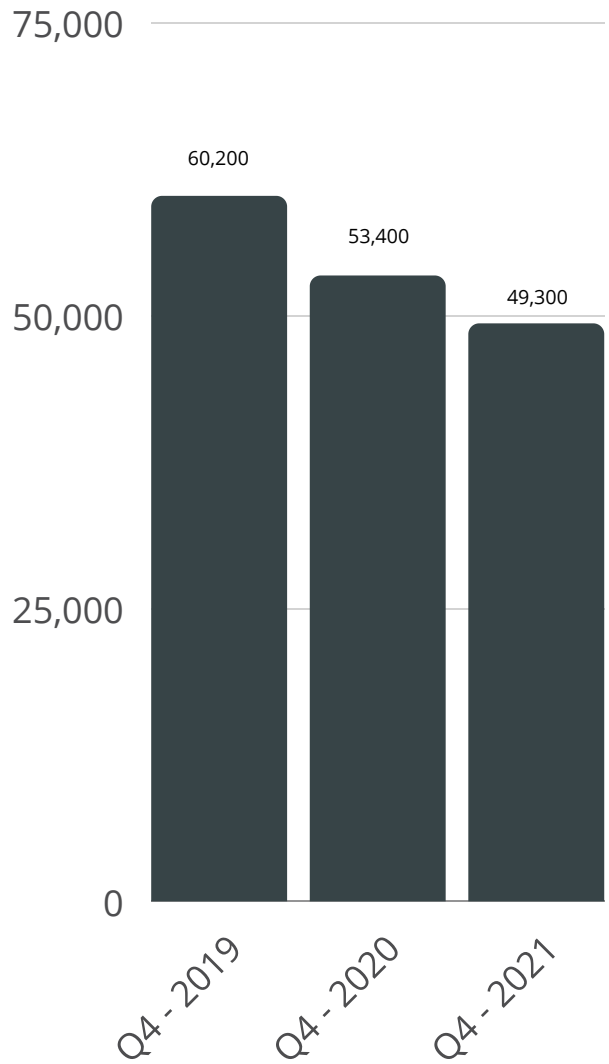
Avg. Length of Stay to North East BC
from BC in Q3



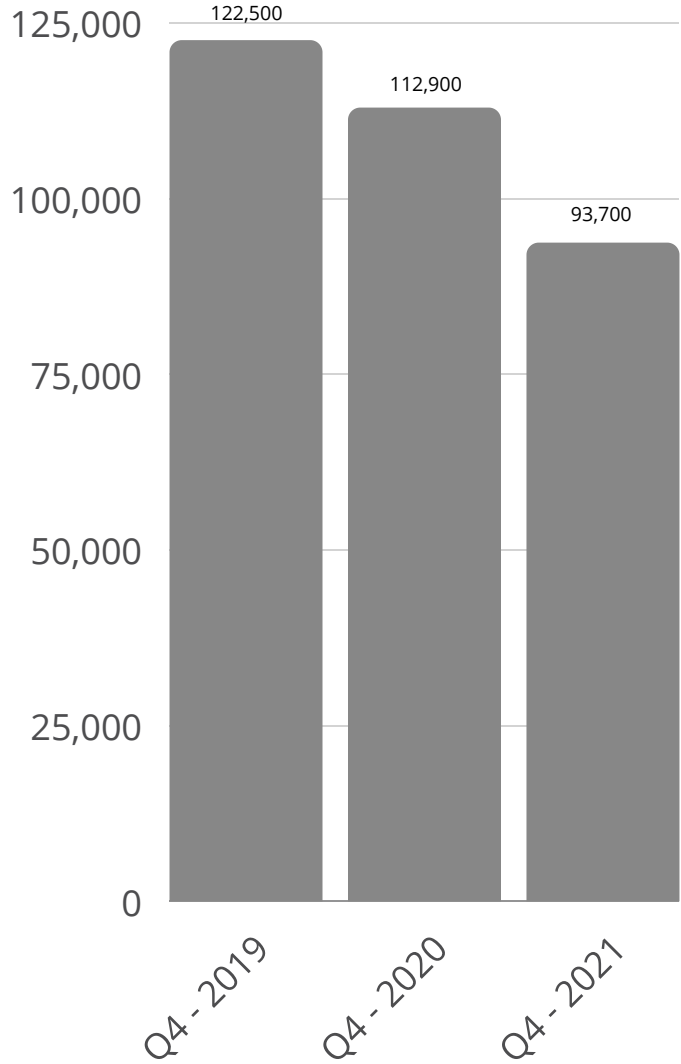
NORTH EAST BC VISITATION - Q4

BC RESIDENTS TRAVELLING TO NORTH EAST BC

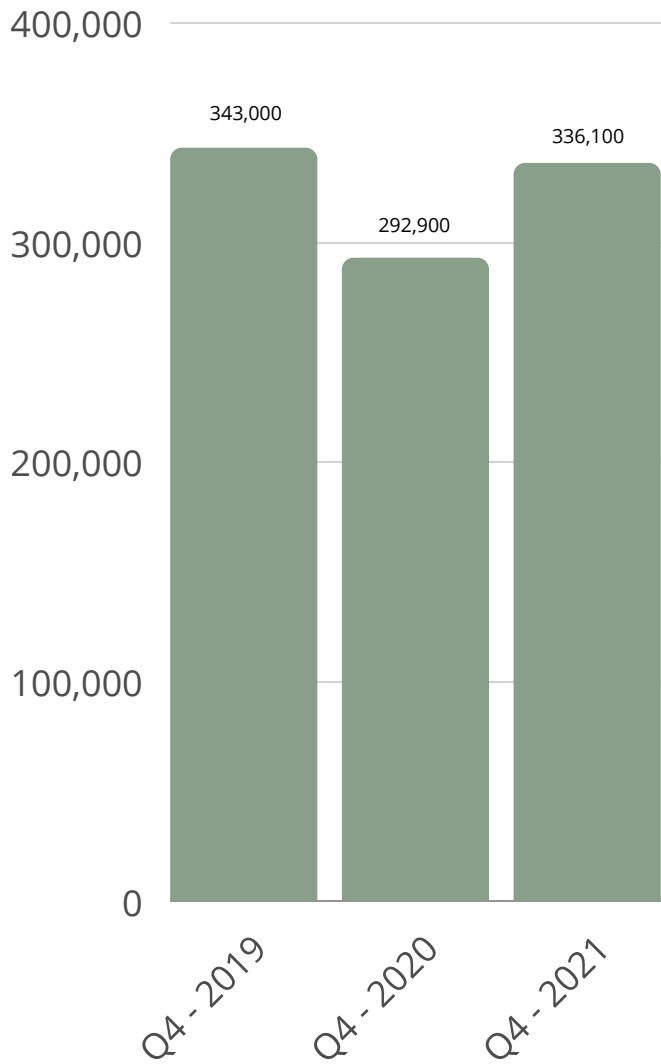
Number of Visitors to North East BC
from BC in Q4



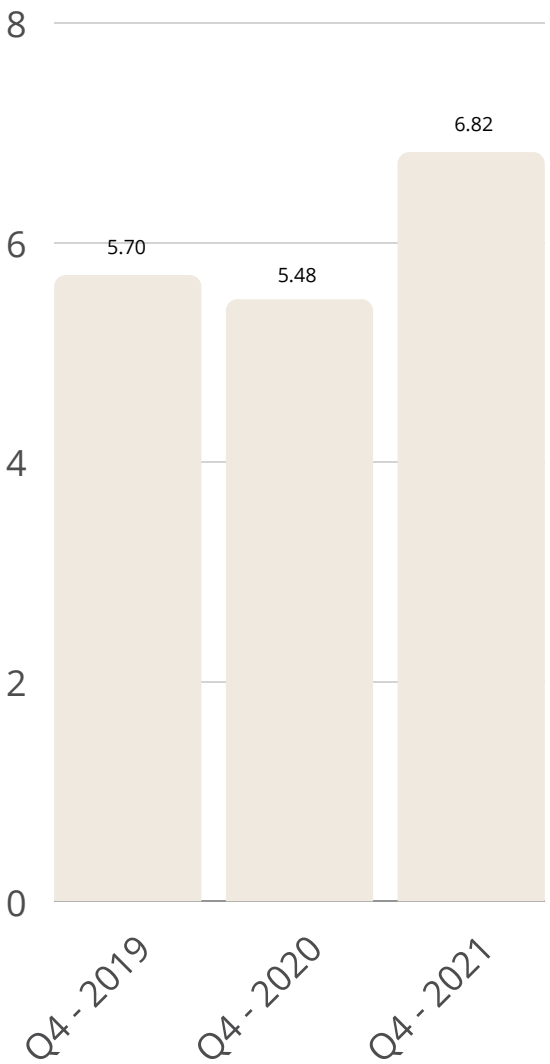
Number of Trips to North East BC
from BC in Q4



Number of Nights Stayed in North East BC
from BC in Q4



Avg. Length of Stay to North East BC
from BC in Q4



Q1 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

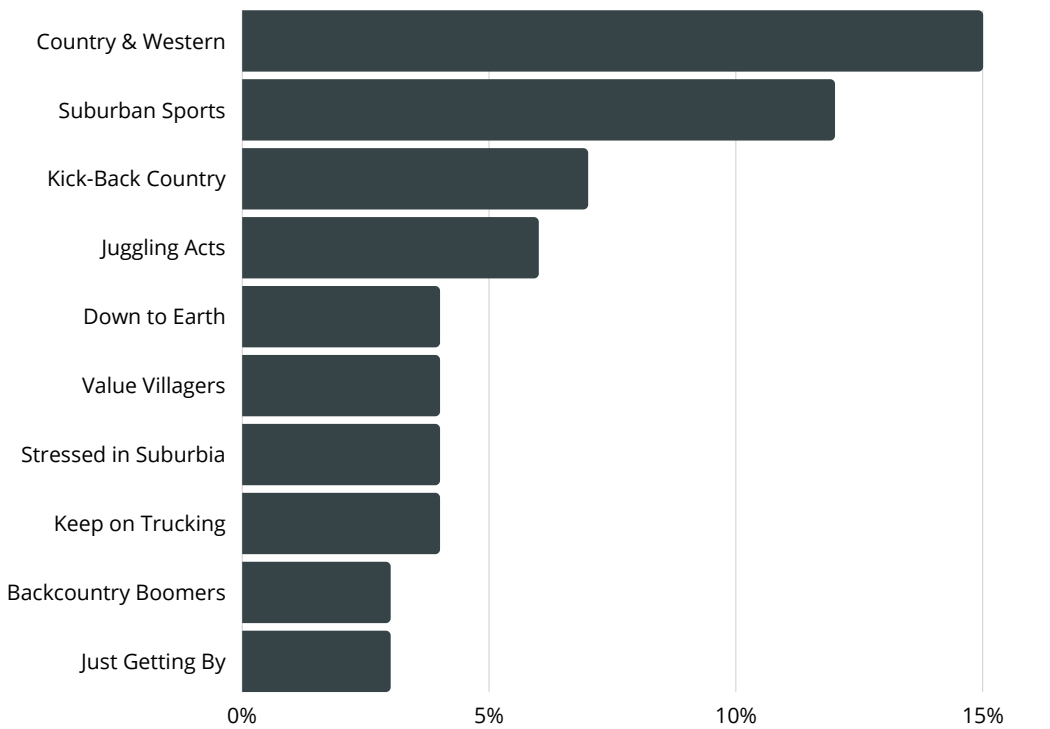
NORTH EAST BC

Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

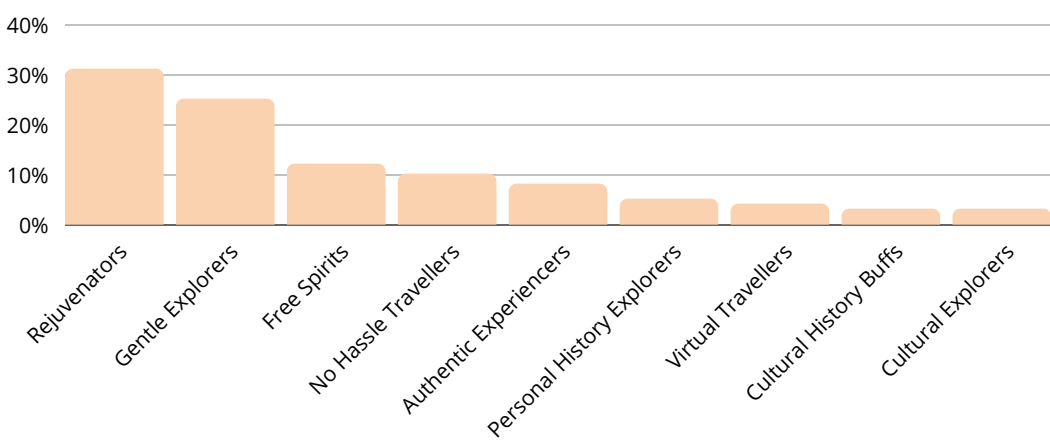
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Kick-Back Country were the top visiting PRIZM Segments from BC, travelling to North East BC during Q1 2019 and 2020.
- Country & Western, Suburban Sports and Juggling Acts were the top three during Q1 2021.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types during Q1 2019, 2020 and 2021.

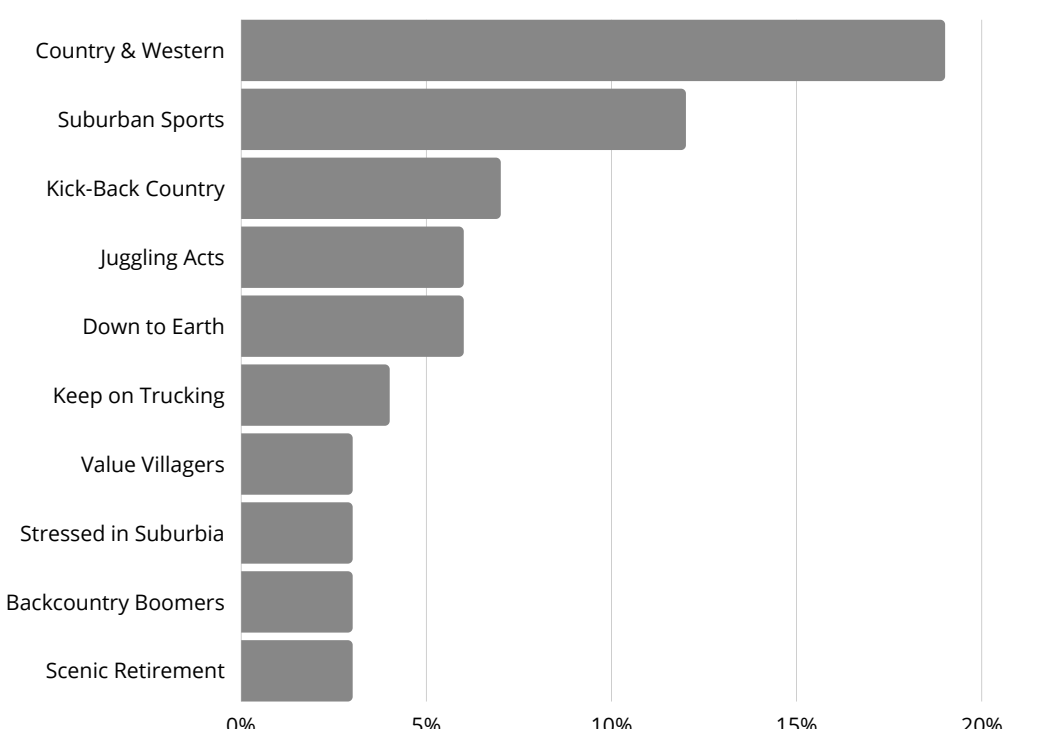
Q1 - 2019



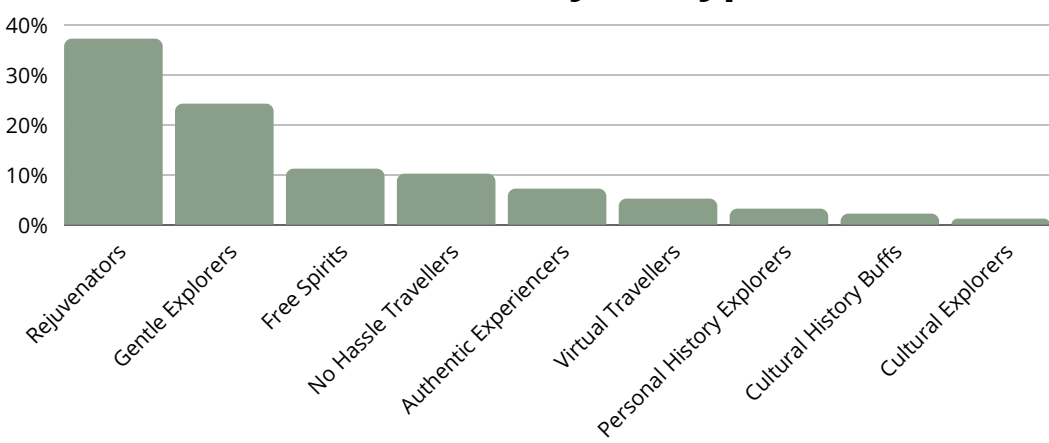
Q1 2019 Visits by EQ Type



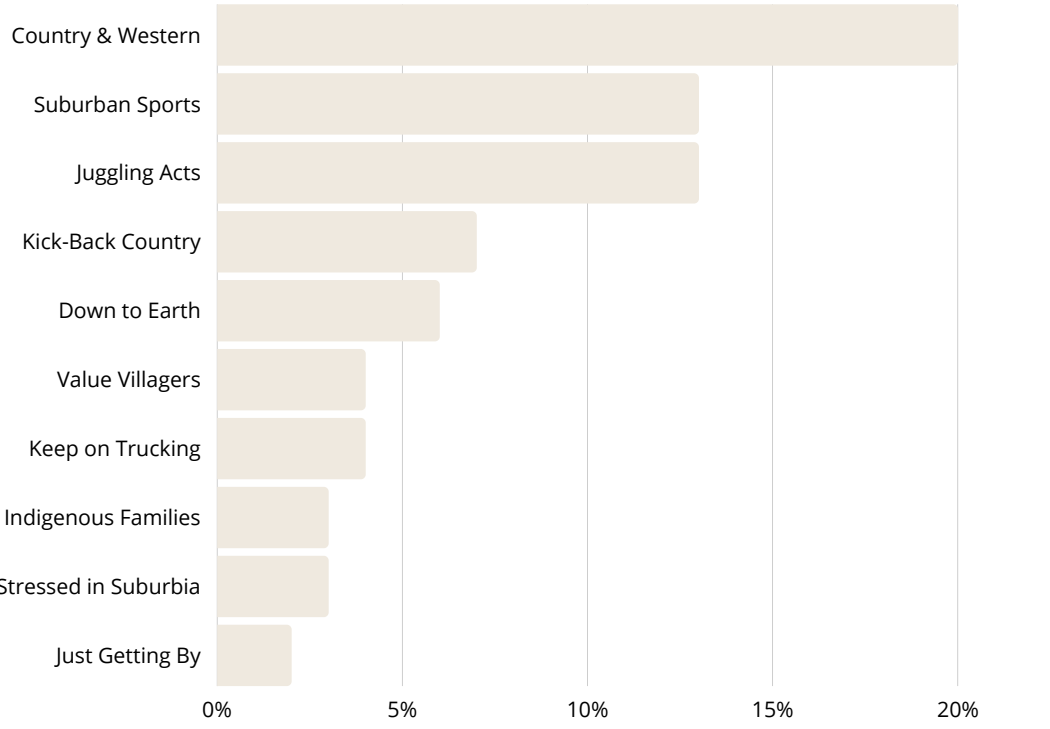
Q1 - 2020



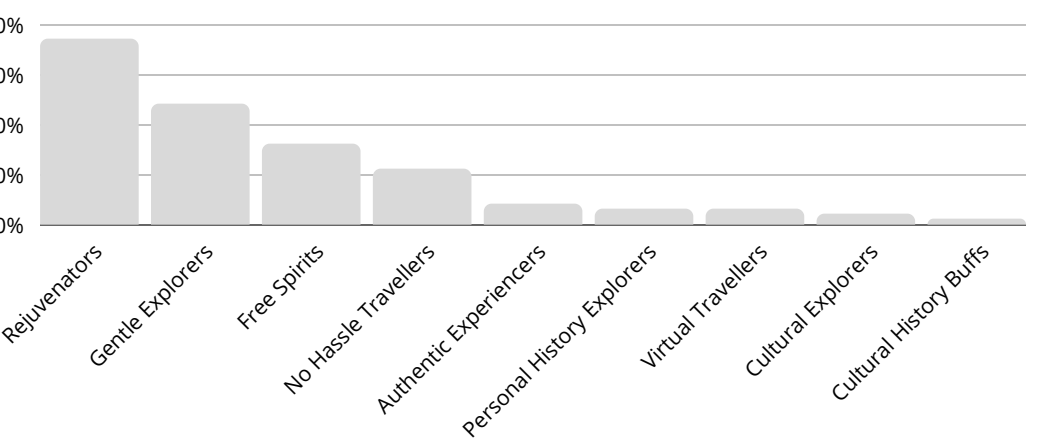
Q1 2020 Visits by EQ Type



Q1 - 2021



Q1 2021 Visits by EQ Type



Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q2 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

NORTH EAST BC

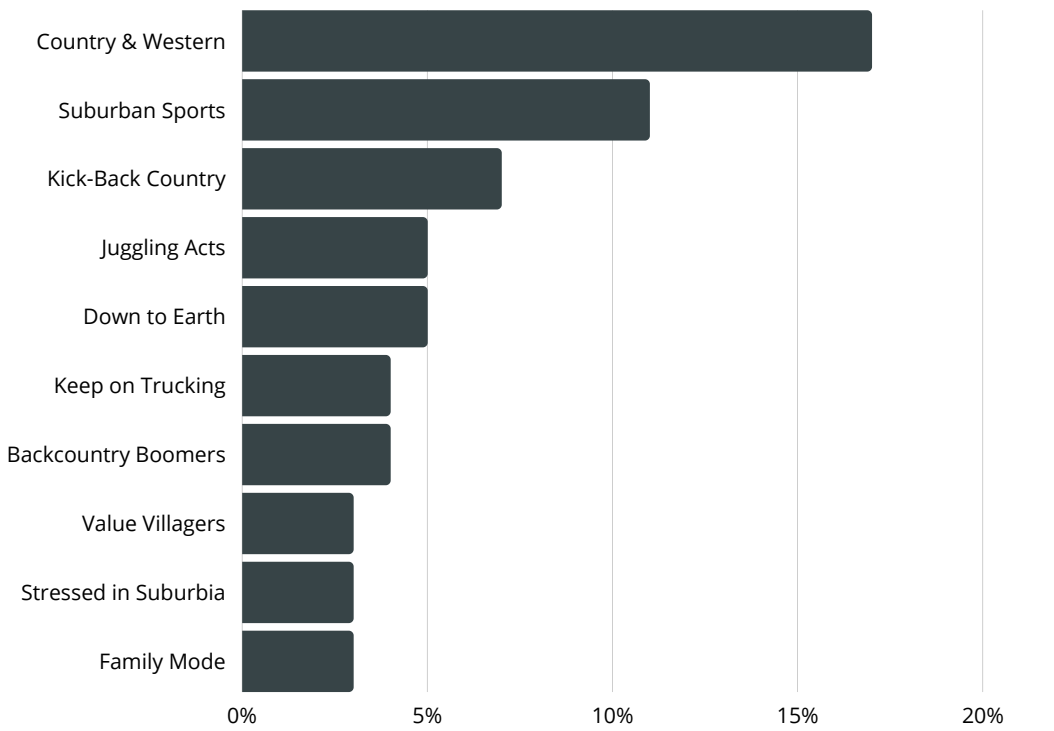
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

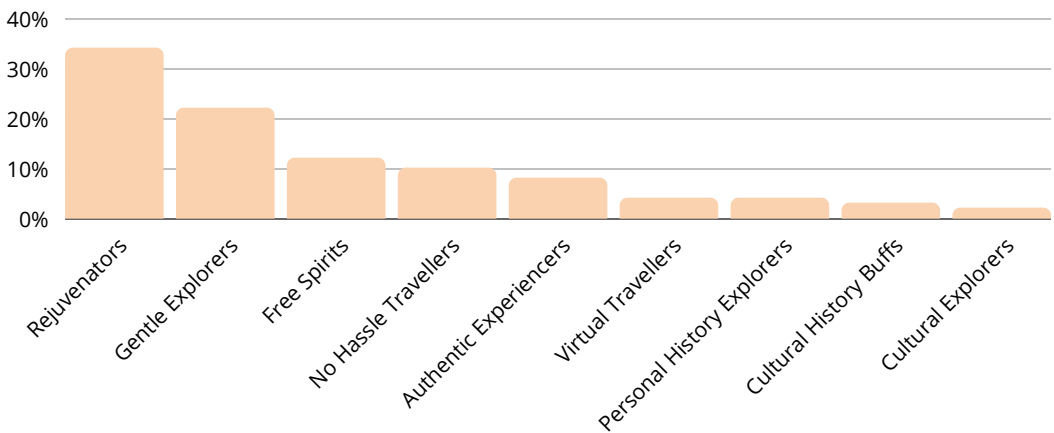
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Kick-Back Country were the top visiting PRIZM Segments from BC, travelling to North East BC during Q2 2019 and 2020.
- Country & Western, Suburban Sports and Savvy Seniors were the top three during Q2 2021.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types during Q2 2019, 2020 and 2021.

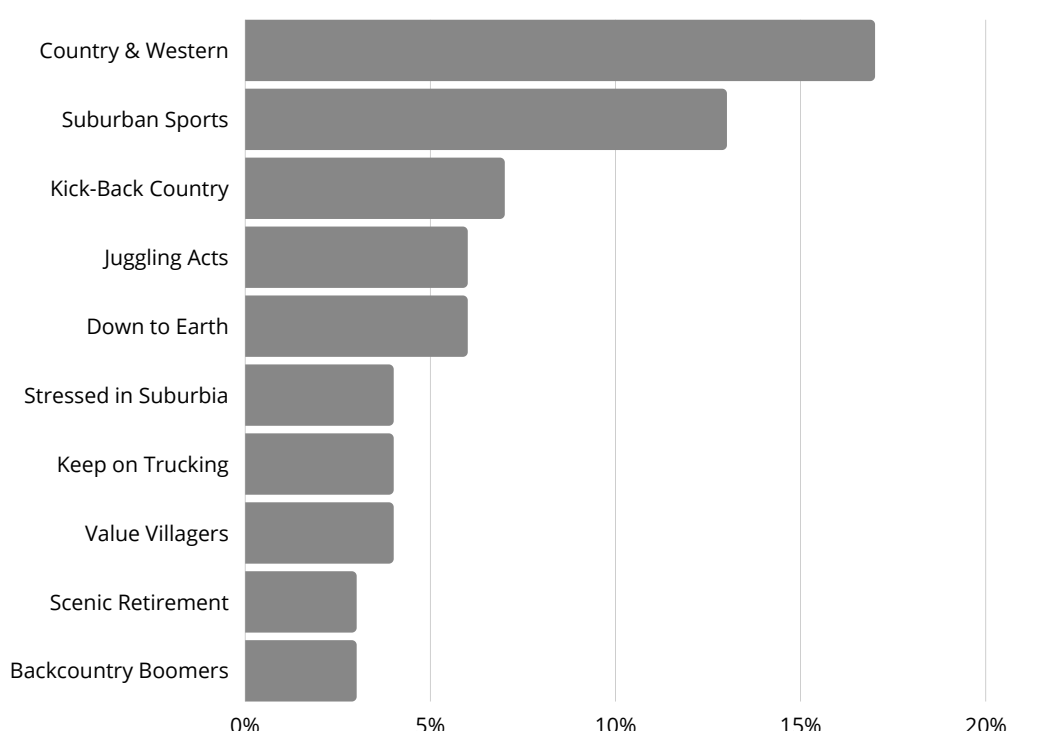
Q2 - 2019



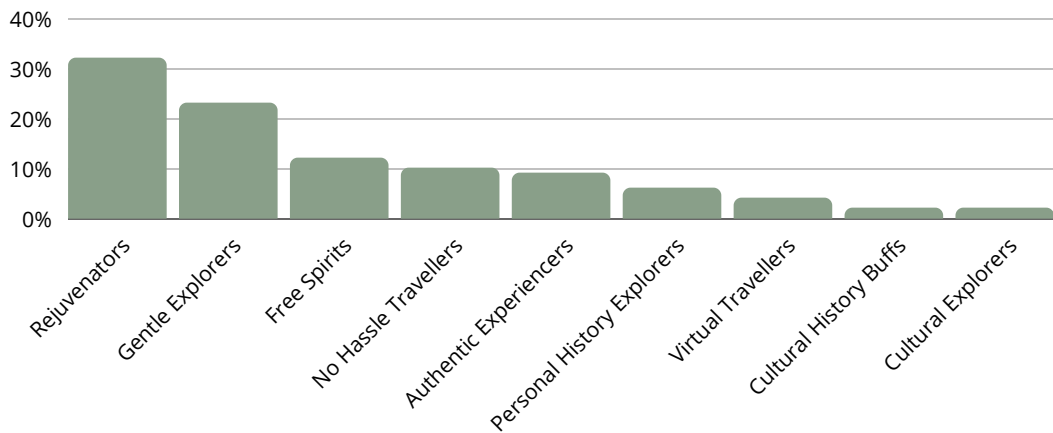
Q2 2019 Visits by EQ Type



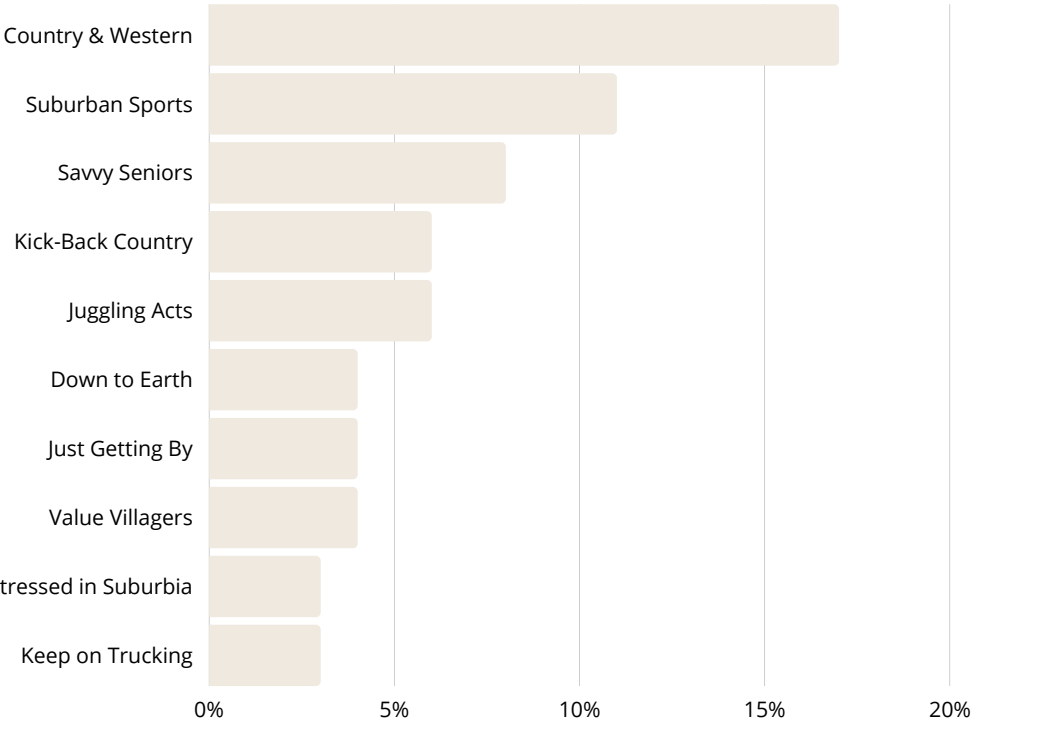
Q2 - 2020



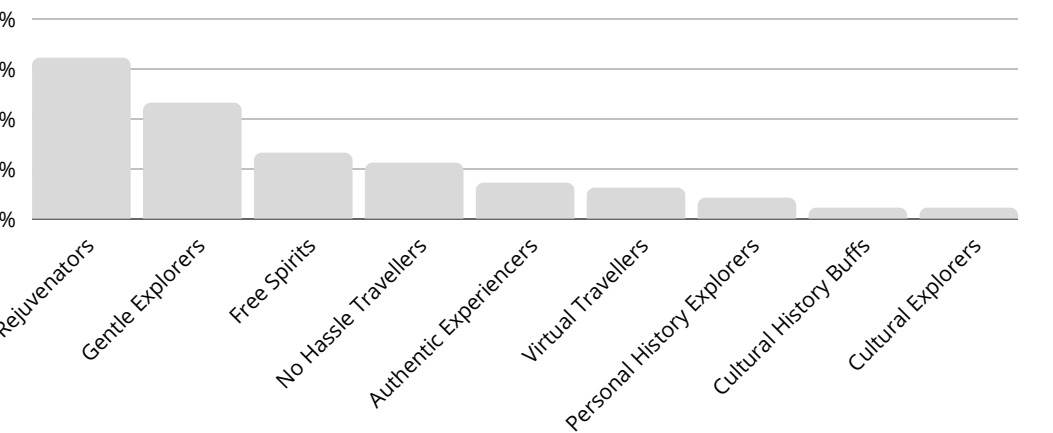
Q2 2020 Visits by EQ Type



Q2 - 2021



Q2 2021 Visits by EQ Type



Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q3 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

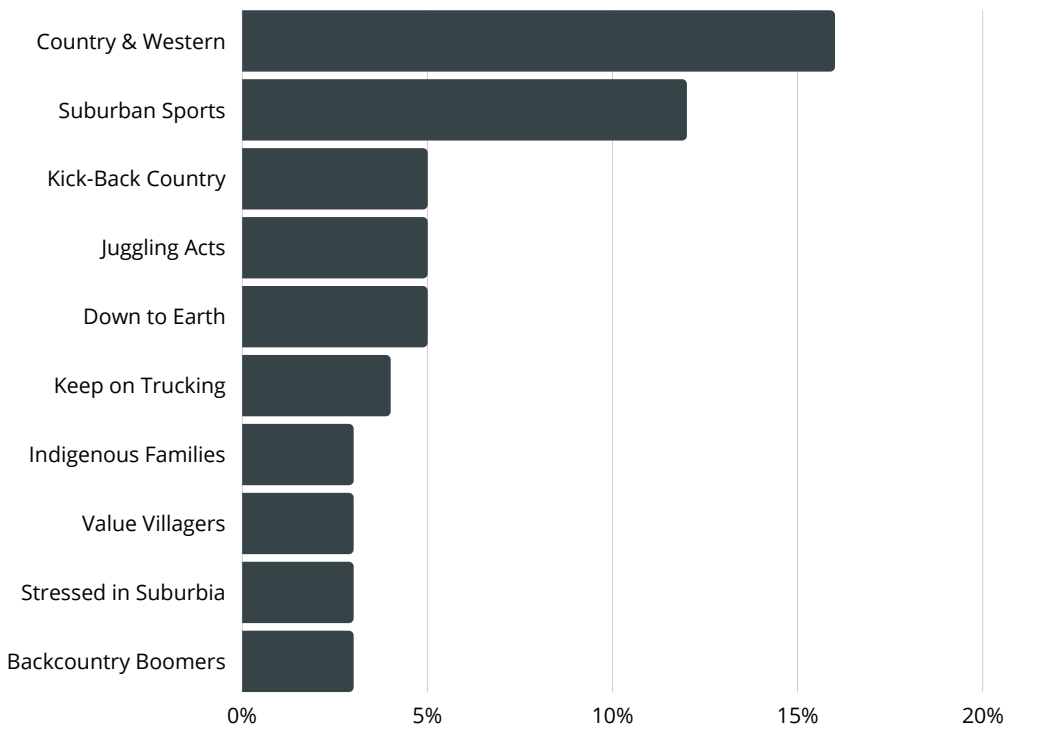
NORTH EAST BC

Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

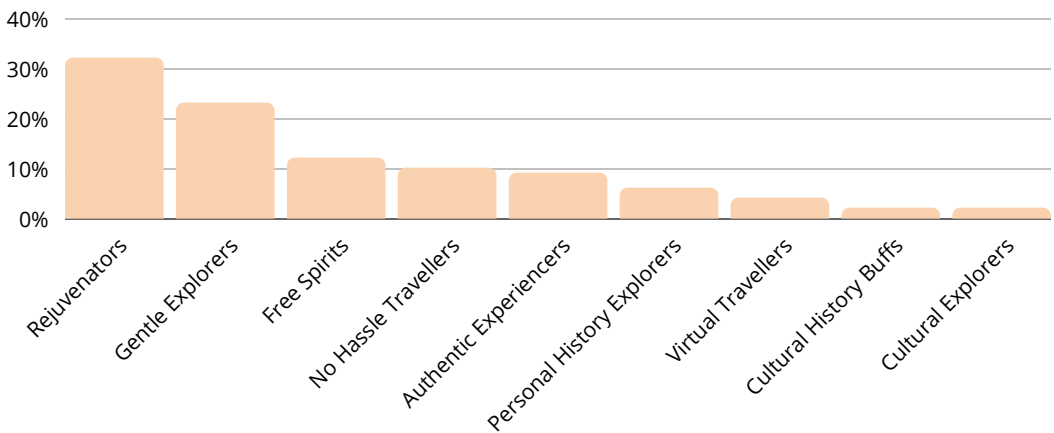
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Kick-Back Country were the top visiting PRIZM Segments from BC, travelling to North East BC during Q3 2019 and 2020.
- Country & Western, Suburban Sports and Juggling Acts were the top three during Q3 2021.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types during Q3 2019. Rejuvenators, Gentle Explorers and No Hassle Travellers during Q3 2020 and Rejuvenators, Gentle Explorers and Authentic Experiencers during Q3 2021

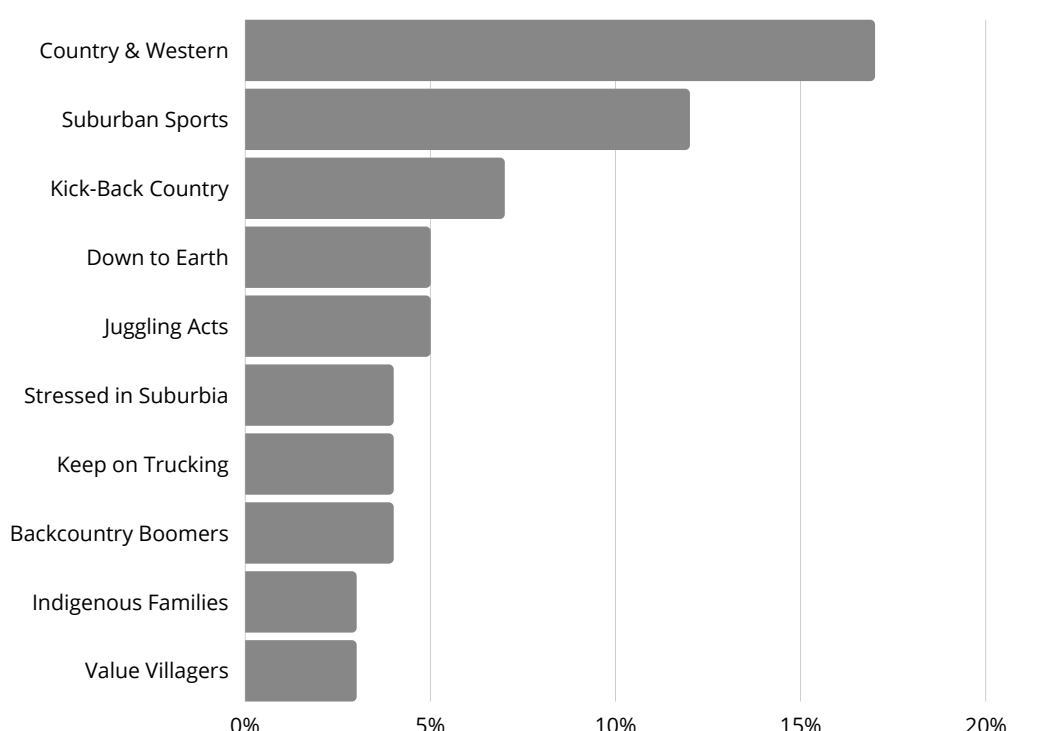
Q3 - 2019



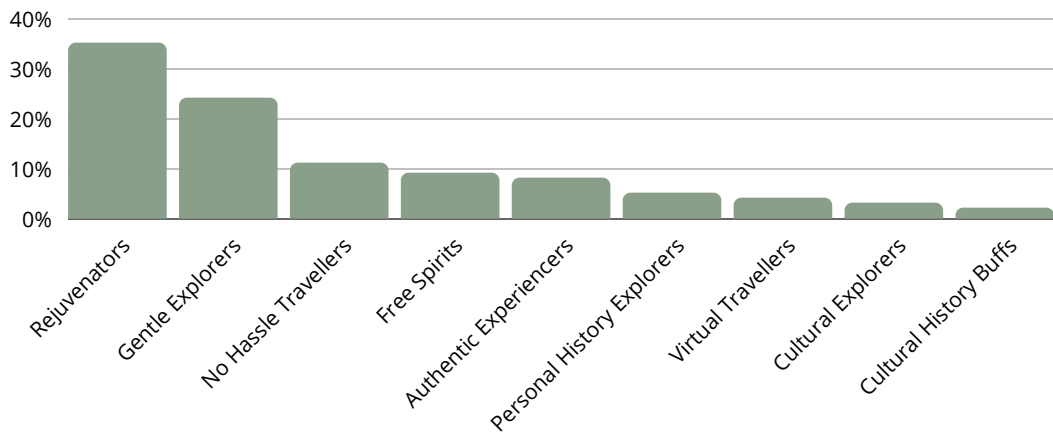
Q3 2019 Visits by EQ Type



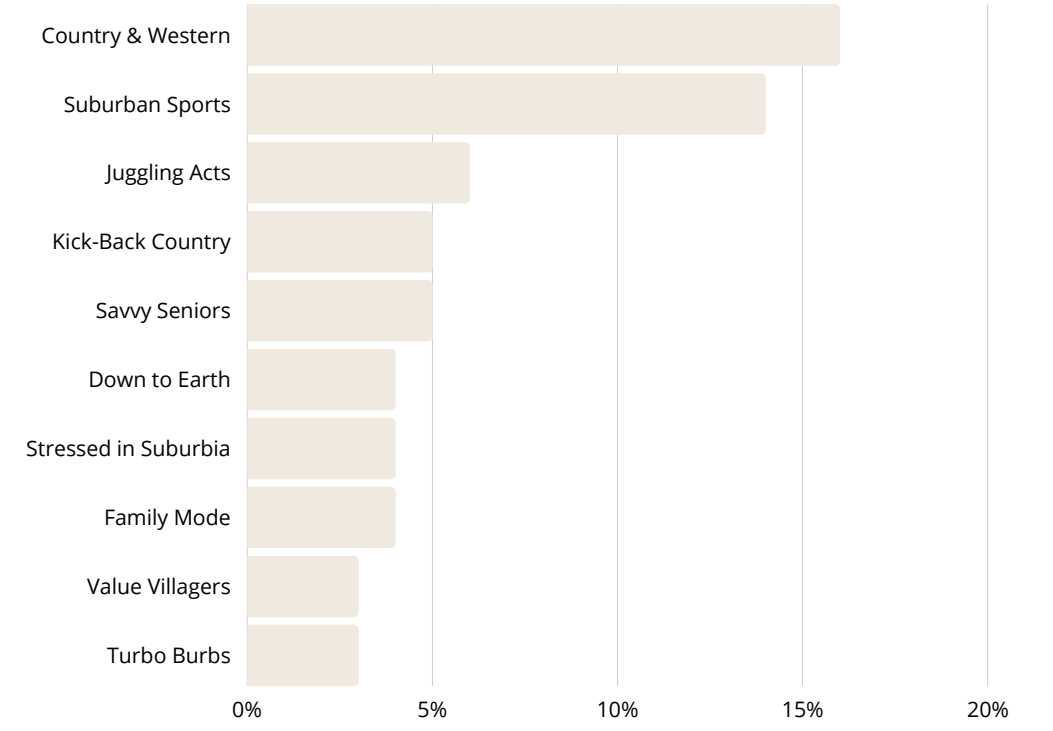
Q3 - 2020



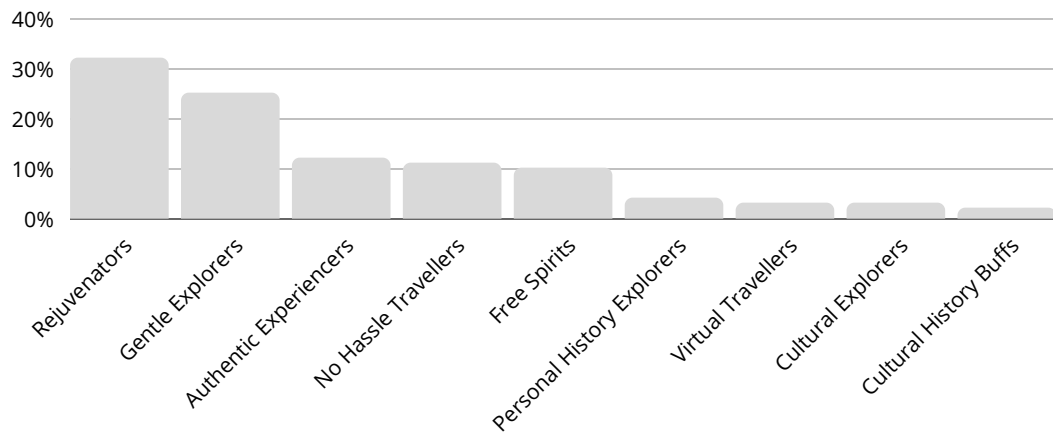
Q3 2020 Visits by EQ Type



Q3 - 2021



Q3 2021 Visits by EQ Type



Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q4 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

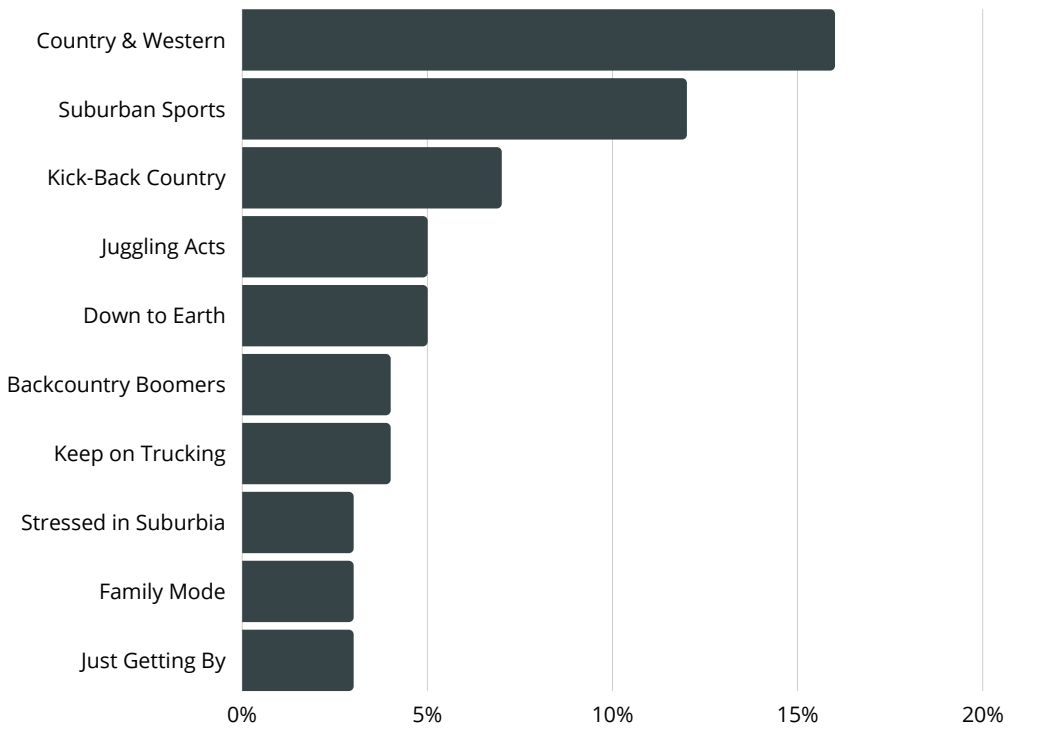
NORTH EAST BC

Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

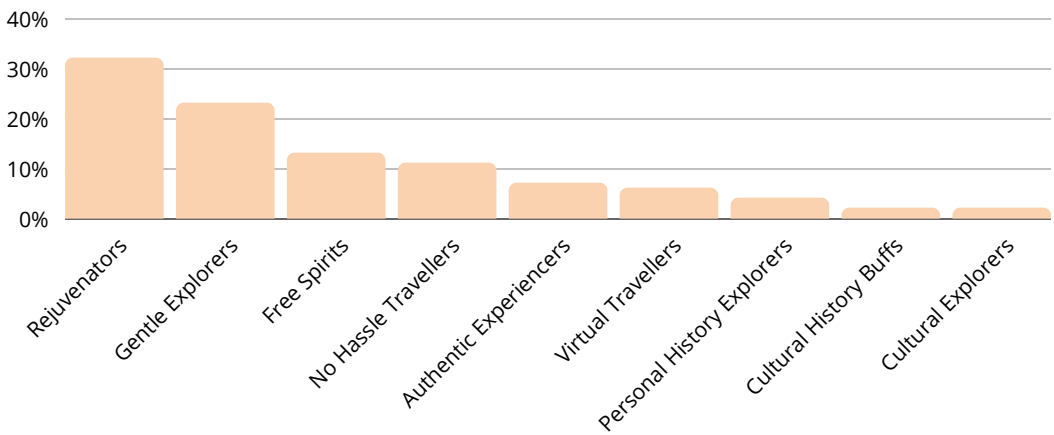
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Kick-Back Country were the top visiting PRIZM Segments from BC, travelling to North East BC during Q4 2019 and 2021.
- Country & Western, Suburban Sports and Juggling Acts were the top three during Q4 2020.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types during Q4 2019 and 2020.
- Rejuvenators, Gentle Explorers and No Hassle Travellers were the top three during Q4 2021.

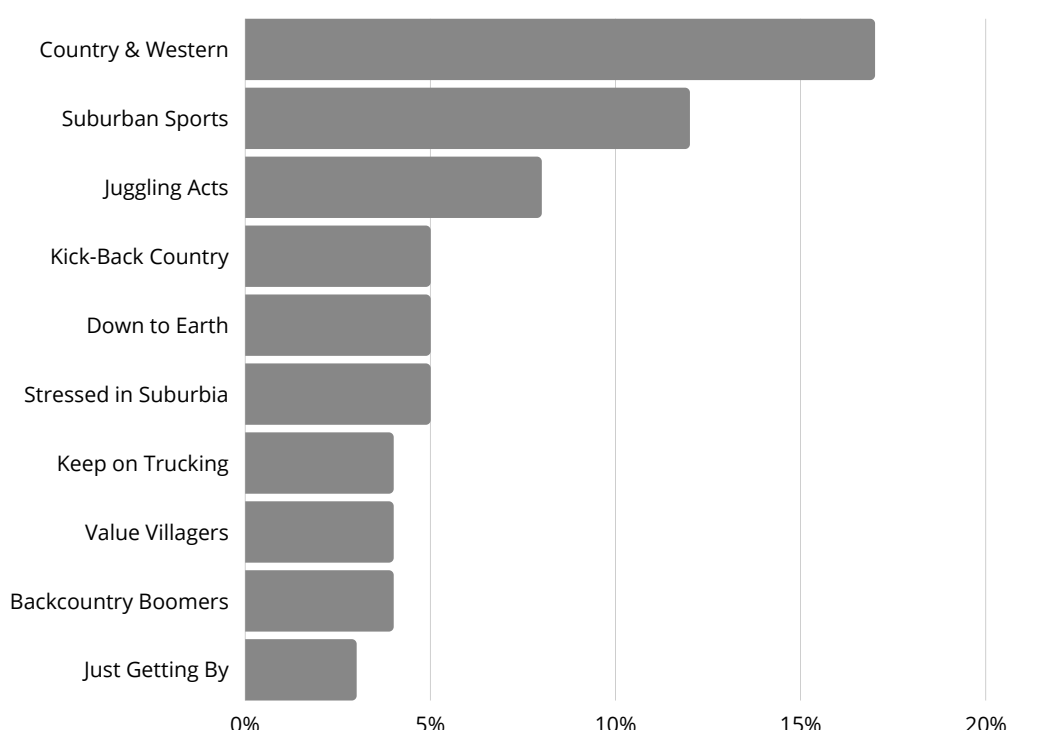
Q4 - 2019



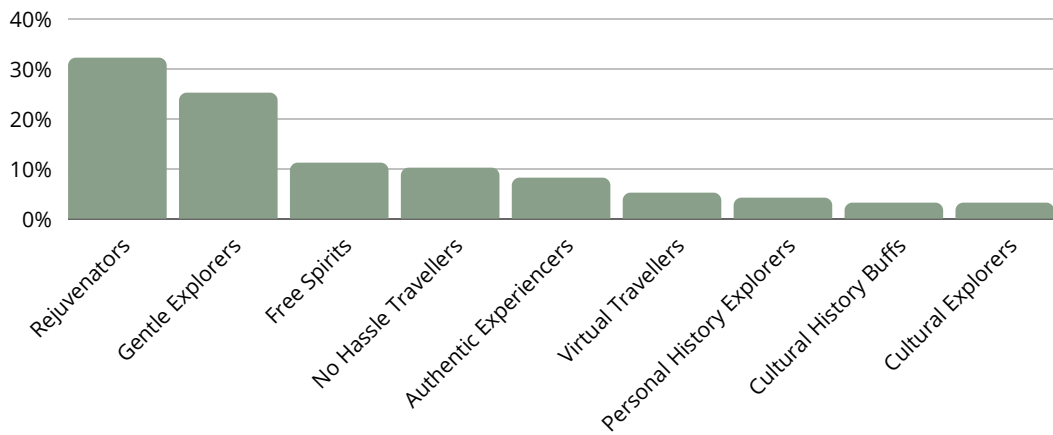
Q4 2019 Visits by EQ Type



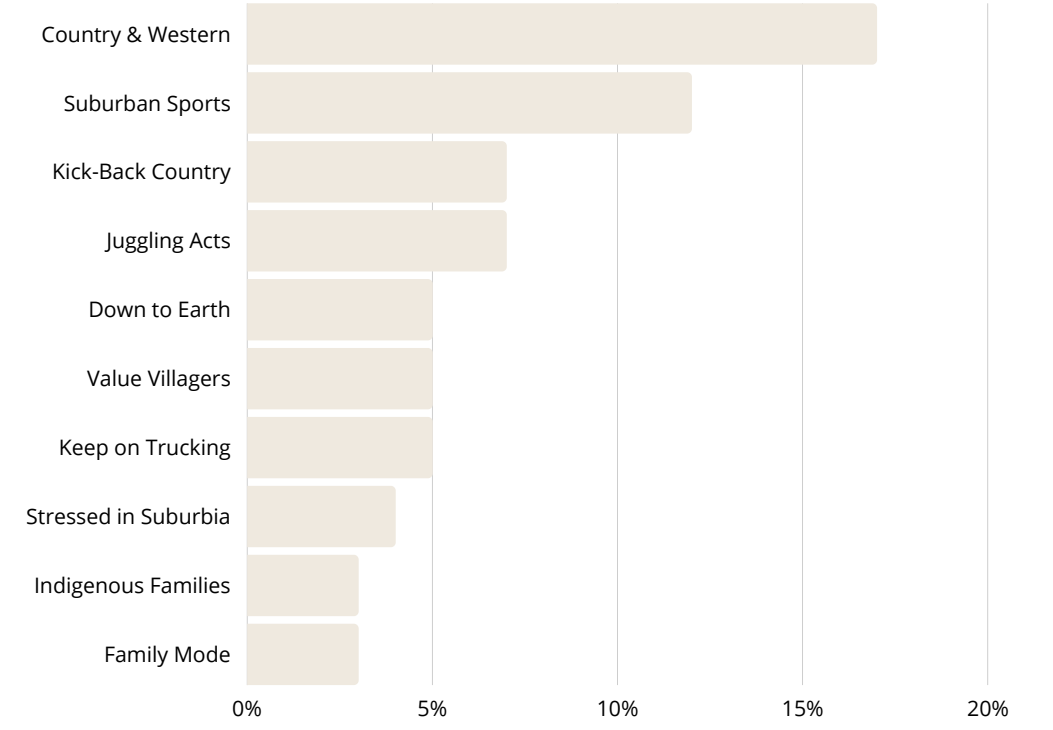
Q4 - 2020



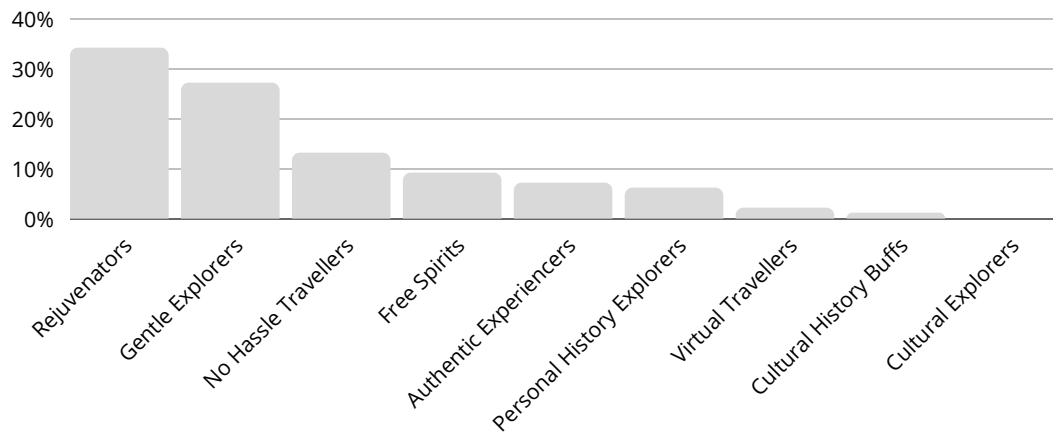
Q4 2020 Visits by EQ Type



Q4 - 2021




Q4 2021 Visits by EQ Type



TOP BC PRIZM SEGMENTS

2021 BC PRIZM SEGMENT SUMMARY

COUNTRY & WESTERN

General Canadian Summary	Category	British Columbia Highlights
<ul style="list-style-type: none">• Older, middle-income western homeowners• Mixed Education• Farming and Blue-Collar employment• Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles• Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta• EQ Type: Rejuvenator 	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 PRIZM Marketer's Guide 2021



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">• Younger, lower-middle-income urban singles and families• Moderate Education (Grade 9/High School/College Degree)• Blue-collar and Service Sector Positions• Value dining and entertainment, family friendly activities and daytime/reality television• Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay• EQ Type: Free Spirit <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

KICK-BACK COUNTRY

General Canadian Summary

- Rural, middle-aged upscale families and couples, the wealthiest rural lifestyle segment
- Mixed Education with positions in management, mining, construction, trades and transport
- Value a country lifestyle, with their gardens, pets. They enjoy travel (cruises and beach resort packages)
- Top Geography: British Columbia, New Brunswick
- EQ Type: Rejuvenators



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 23rd, making up 33,008 households, or 1.6% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 57

Children at Home

48.1% of couples do not have children living at home (Above Average).

Household Income

Above Average Household Income of \$142,581 compared to BC at \$113,574.

Top Social Values

Attraction to Nature, Cultural Assimilation, and Personal Control.

Top Tourism Activities

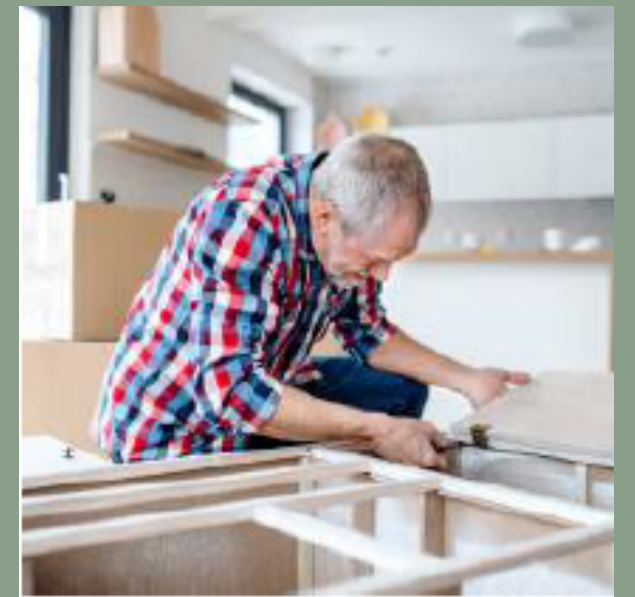
Swimming, Camping, and Cycling. Above Average interest in Photography, Visiting National/Provincial Parks, and Fishing/Hunting.

Travel

Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, and Ottawa), Kick-Back Country from British Columbia spent an average of \$1,765 (Average) on their last vacation.

Social Media

77.7% currently use Facebook, 33.3% use Instagram (Below Average), 22.8% use Twitter (Below Average), and 69.4% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

SAVVY SENIORS

General Canadian Summary

- Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65
- Mixed Education (High School/College/University degree)
- Upper level positions in Science, Education, Arts and Public Administration
- Value cultural activities, art galleries, the theatre and classical music concerts
- Top Geography: Victoria, Abbotsford, Saskatoon, London, Guelph
- EQ Type: Authentic Experienter



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Savvy Seniors rank 4th, making up 89,521 households, or 4.4% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 60

Children at Home

52.2% of couples do not have children living at home (Above Average).

Household Income

Average Household Income of \$110,398 compared to BC at \$113,574.

Top Social Values

Culture Sampling, Emotional Control, and Vitality.

Top Tourism Activities

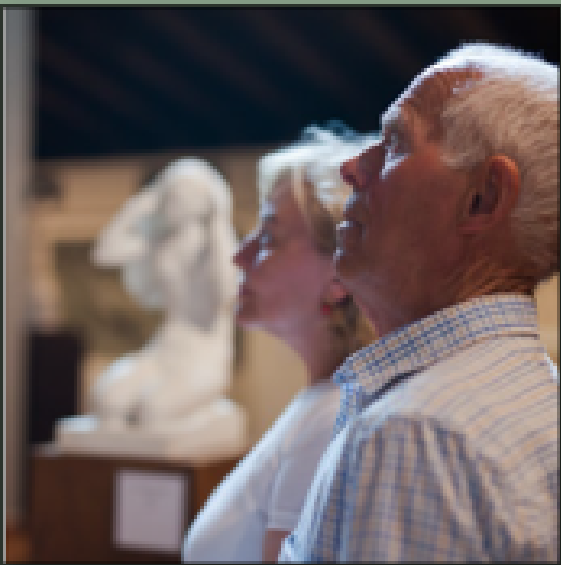
Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Visiting National/Provincial Parks, Sporting Events, and Beer/Food/Wine Festivals.

Travel

Above Average interest for travelling within Canada (Above Average for Calgary, Toronto, Jasper, and Ottawa), Savvy Seniors from British Columbia spent an average of \$1,725 (Average) on their last vacation.

Social Media

76.2% currently use Facebook, 37% use Instagram, 24.3% use Twitter, and 71.4% 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

TOP BC EQ TYPES

2021 EQ TYPE SUMMARY

AUTHENTIC EXPERIENCERS

General Canadian Summary

- Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods
- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit
- Tend to be older, highly educated and adventurous
- Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way
- Drawn to nature and are likely to seek it out far and wide
- Travel is an important part of their lives, so they are likely to go often and for a while



Source: Destination Canada EQ Reference Guide 2020

Category

British Columbia Highlights

Household Count

Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 4th, making up 276,802 households, or 13.7% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 59

Children at Home

46% of couples do not have children living at home (Above Average).

Household Income

Above Average Household Income of \$160,372 compared to BC at \$113,574.

Top Social Values

Culture Sampling, Legacy and National Pride

Top Tourism Activities

Swimming, Camping, Cycling Above average interest in Downhill Skiing and Sporting Events

Travel

Average interest for travelling within Canada. Authentic Experiencers from British Columbia spent an average of \$1,769 (Average) on their last vacation.

Social Media

75% currently use Facebook (Average), 37% use Instagram (Average), 25% use Twitter (Average) and 70% 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

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

ALBERTA INSIGHTS

ALBERTA VISITS TO NORTH EAST BC BY QUARTER - Q1

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Edmonton	6,600	Grande Prairie	6,900	Edmonton	9,600
Grande Prairie	6,000	Edmonton	6,800	Grande Prairie	5,200
Calgary	5,500	Calgary	5,400	Calgary	2,800
Red Deer	3,000	Red Deer	3,200	Red Deer	2,700
Strathcona County	1,300	Strathcona County	900	Strathcona County	1,000
Peace River	900	Peace River	800	Red Deer County	900
Wood Buffalo	800	Mackenzie County	700	Peace River	700
Red Deer County	800	Sylvan Lake	600	St. Albert	700
Parkland County	600	St. Albert	600	Wood Buffalo	500
St. Albert	600	Airdrie	500	Spruce Grove	500

ALBERTA VISITS TO NORTH EAST BC BY QUARTER - Q2

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Grande Prairie	9,400	Grande Prairie	6,900	Grande Prairie	7,300
Edmonton	9,200	Edmonton	6,300	Edmonton	4,800
Calgary	6,700	Calgary	3,700	Calgary	3,300
Red Deer	1,900	Red Deer	1,800	Red Deer	1,600
Red Deer County	1,400	Peace River	1,000	Lethbridge	1,200
Strathcona County	1,000	Strathcona County	1,000	Strathcona County	1,100
Peace River	1,000	Mackenzie County	900	Wood Buffalo	1,000
St. Albert	800	Rocky Mountain House	900	Peace River	1,000
Lethbridge	800	Banff	500	Parkland County	700
Wood Buffalo	600	High Level	500	Red Deer County	600

ALBERTA VISITS TO NORTH EAST BC BY QUARTER - Q3

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Edmonton	9,400	Grande Prairie	8,300	Grande Prairie	9,400
Grande Prairie	8,600	Edmonton	8,300	Calgary	7,000
Calgary	8,100	Calgary	4,300	Edmonton	6,700
Red Deer	3,100	Red Deer	2,900	Grande Prairie County	2,300
Strathcona County	1,600	Peace River	1,100	Strathcona County	1,800
Peace River	1,200	Strathcona County	1,100	Peace River	1,400
St. Albert	800	Banff	1,000	Mackenzie County	1,300
Airdrie	700	St. Albert	700	Wood Buffalo	900
Spruce Grove	700	Red Deer County	700	Sturgeon County	900
Mackenzie County	600	Mackenzie County	700	Red Deer	900

ALBERTA VISITS TO NORTH EAST BC BY QUARTER - Q4

NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Grande Prairie	7,200	Edmonton	5,300	Edmonton	7,100
Edmonton	6,300	Grande Prairie	5,200	Calgary	4,600
Calgary	4,900	Calgary	4,800	Grande Prairie	3,100
Grande Prairie County	2,100	Red Deer	3,400	Red Deer	1,000
Red Deer	2,000	Grande Prairie County	1,100	Strathcona County	800
Strathcona County	1,100	Red Deer County	1,100	St. Albert	800
Peace River	900	Strathcona County	900	Grande Prairie County	800
Mackenzie County	900	Lethbridge	800	Strathmore	500
Cold Lake	800	Peace River	700	Edson	400
Medicine Hat	700	Banff	700	Spruce Grove	400

ALBERTA VISITS TO NORTH EAST BC BY YEAR

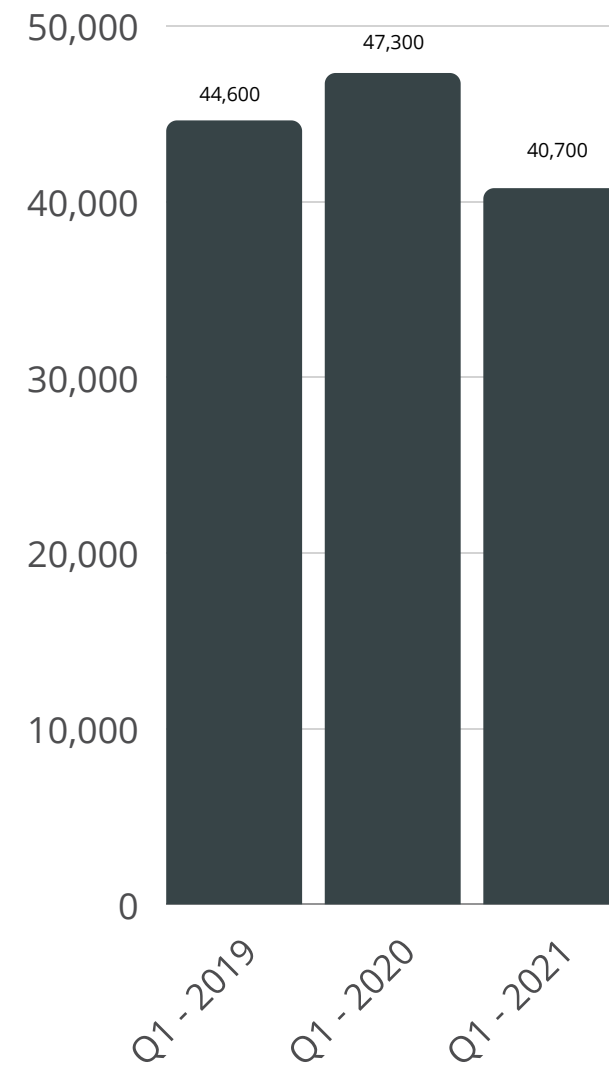
NUMBER OF VISITORS TO NORTH EAST BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Edmonton	25,700	Edmonton	22,600	Edmonton	23,200
Grande Prairie	23,400	Grande Prairie	19,400	Grande Prairie	17,700
Calgary	19,300	Calgary	15,500	Calgary	14,300
Red Deer	7,300	Red Deer	9,100	Red Deer	4,900
Grande Prairie County	5,800	Grande Prairie County	4,600	Strathcona County	3,700
Strathcona County	4,400	Strathcona County	3,100	Grande Prairie County	3,700
Peace River	3,000	Peace River	2,600	Peace River	2,300
Red Deer County	2,500	Red Deer County	2,300	St. Albert	2,100
St. Albert	2,400	Mackenzie County	2,200	Mackenzie County	1,700
Mackenzie County	1,900	St. Albert	2,000	Lethbridge	1,700

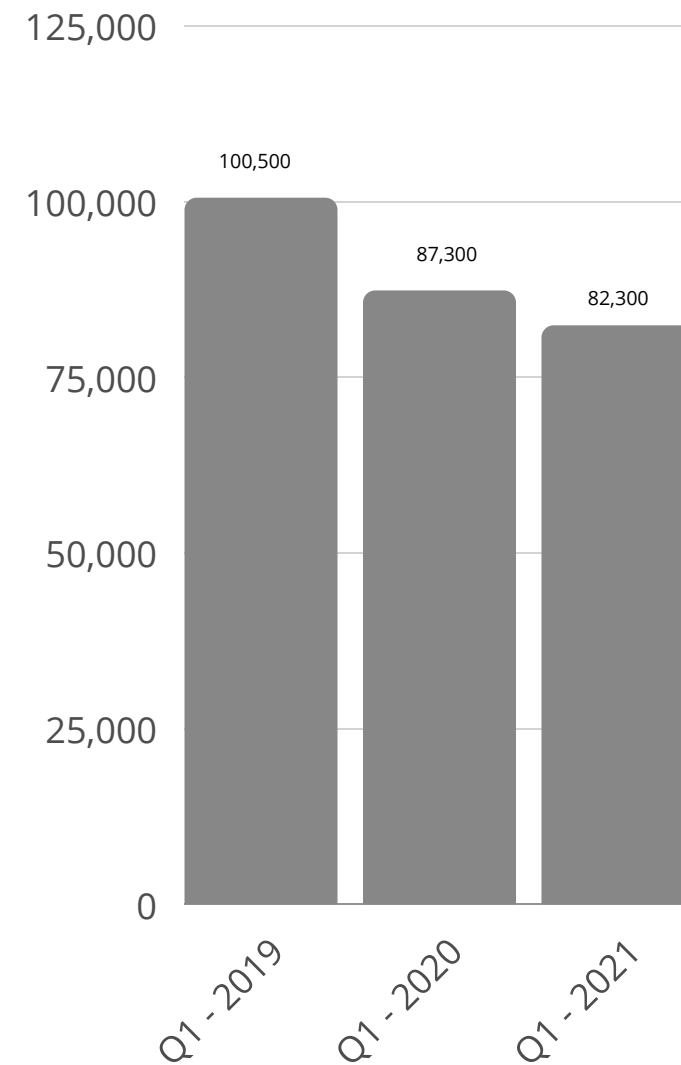
NORTH EAST BC VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO NORTH EAST BC

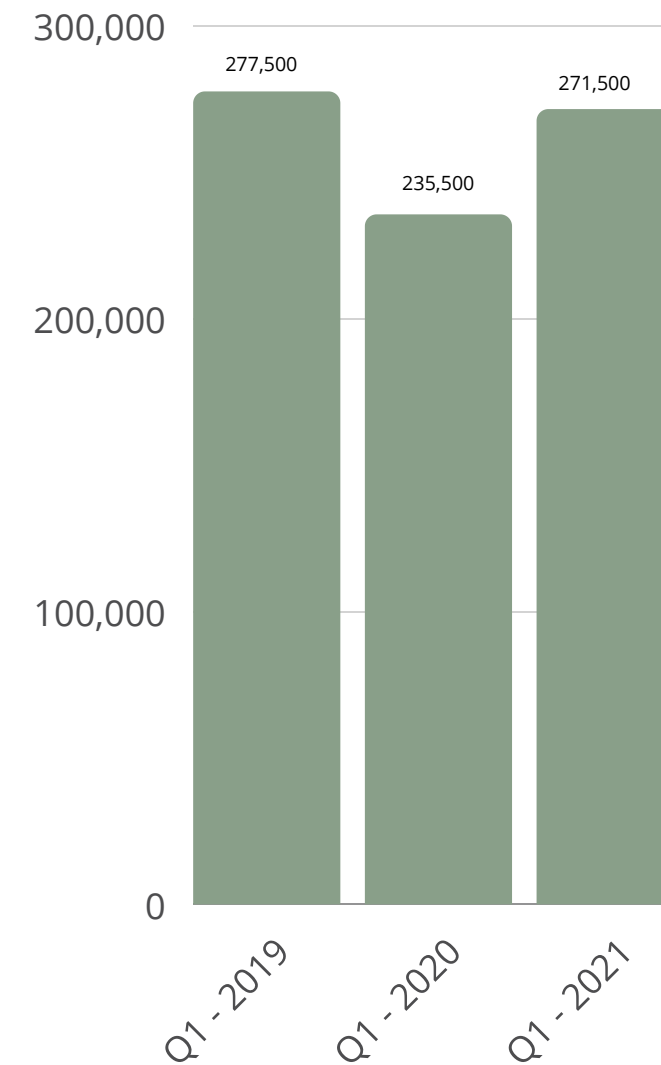
Number of Visitors to North East BC
from Alberta in Q1



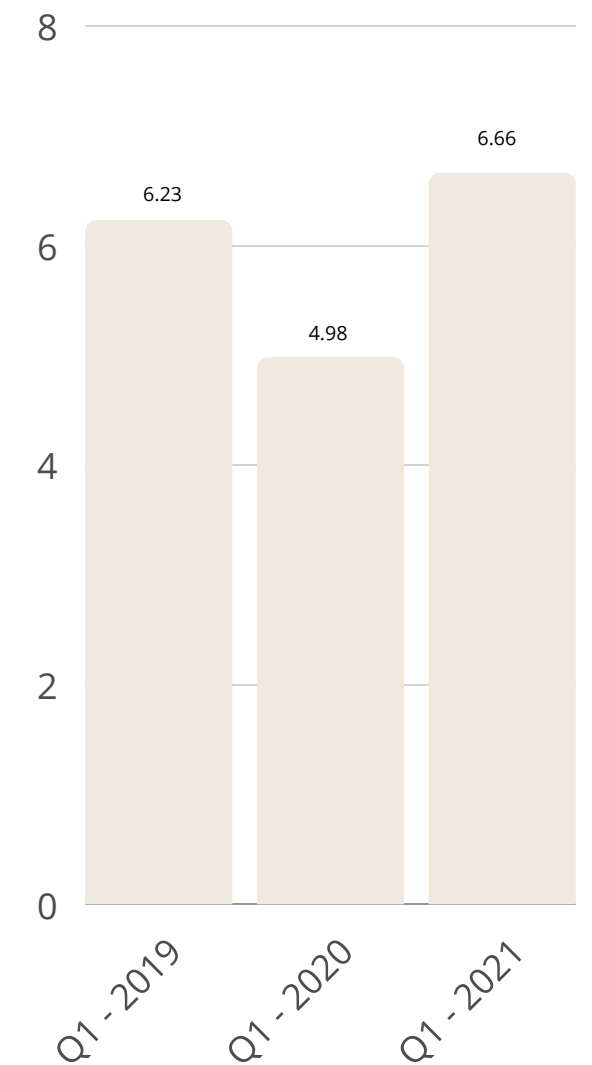
Number of Trips to North East BC
from Alberta in Q1



Number of Nights Stayed in North East BC
from Alberta in Q1



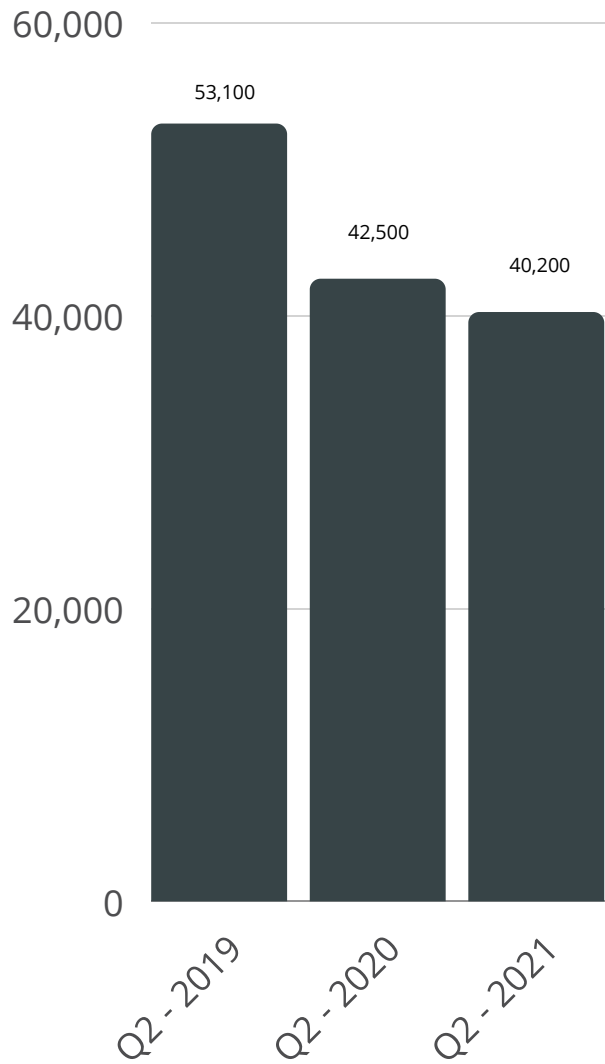
Avg. Length of Stay to North East BC
from Alberta in Q1



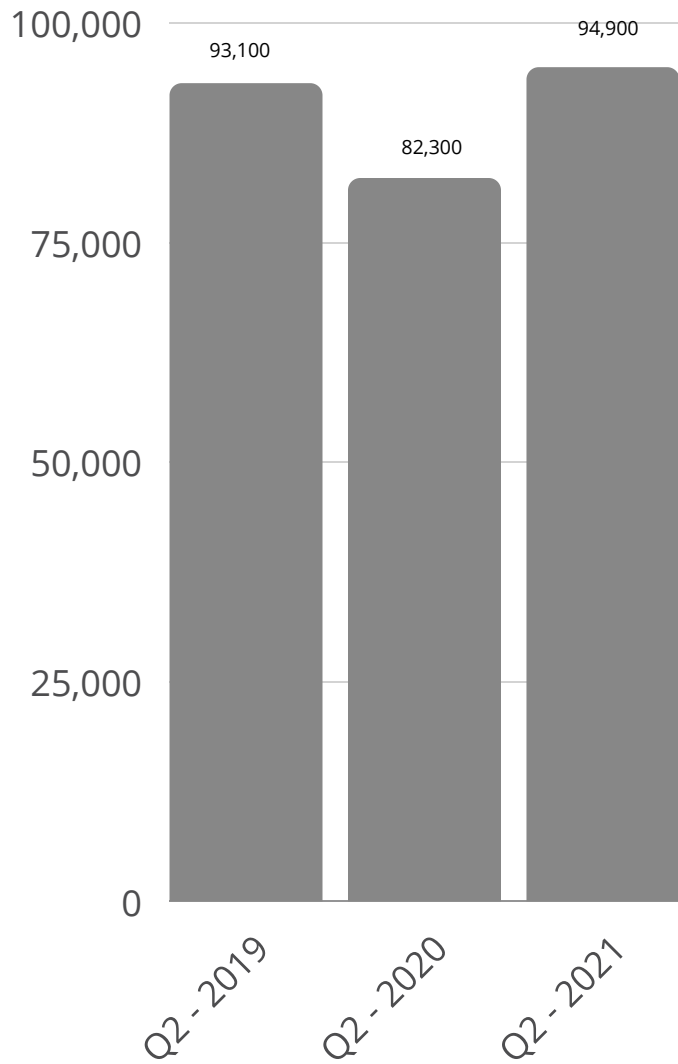
NORTH EAST BC VISITATION - Q2

ALBERTA RESIDENTS TRAVELLING TO NORTH EAST BC

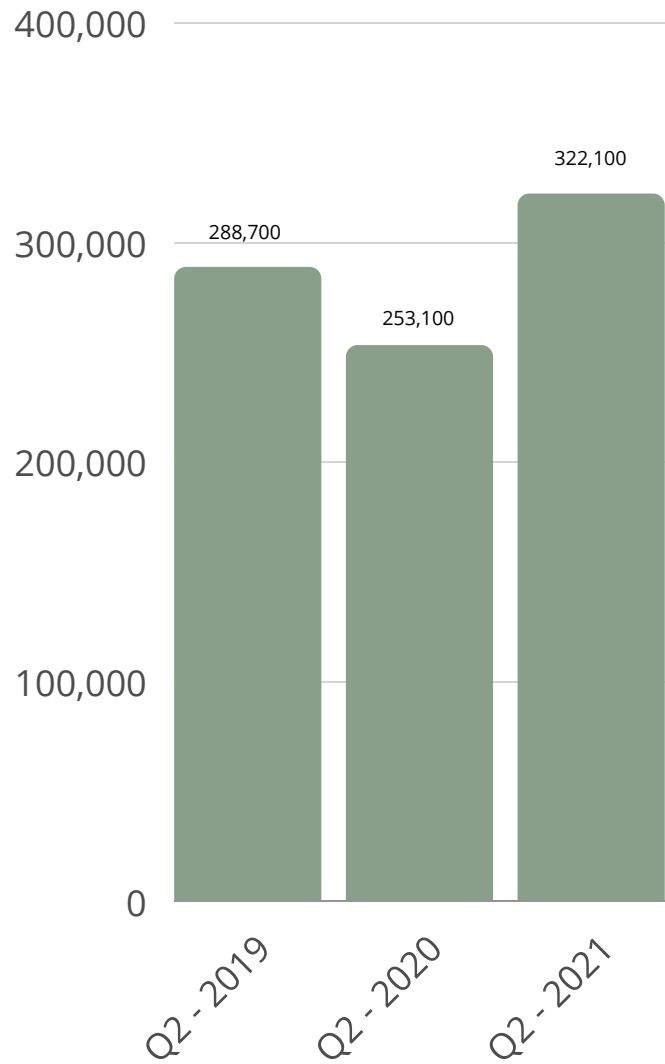
Number of Visitors to North East BC from Alberta in Q2



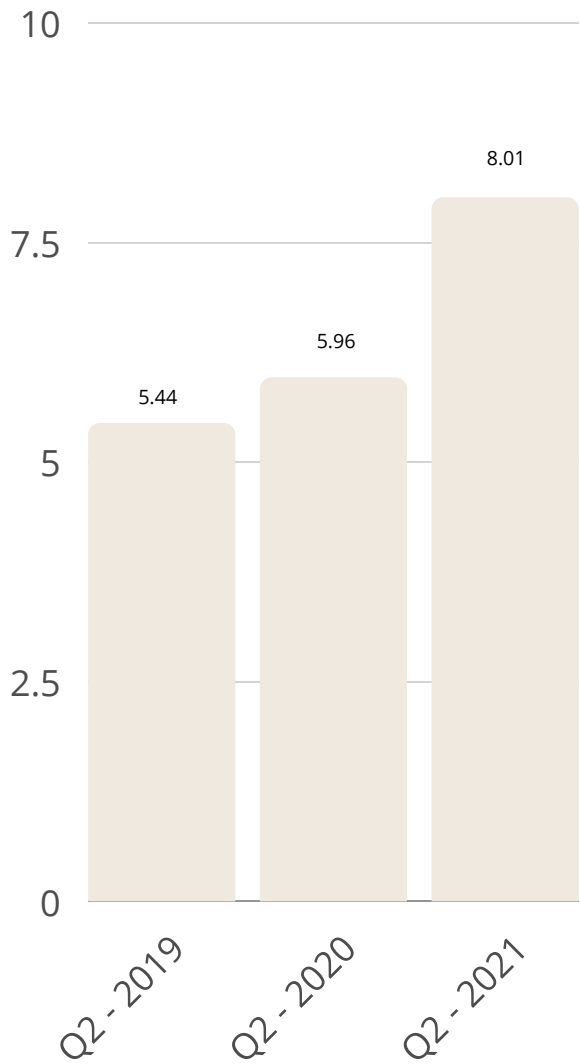
Number of Trips to North East BC from Alberta in Q2



Number of Nights Stayed in North East BC from Alberta in Q2



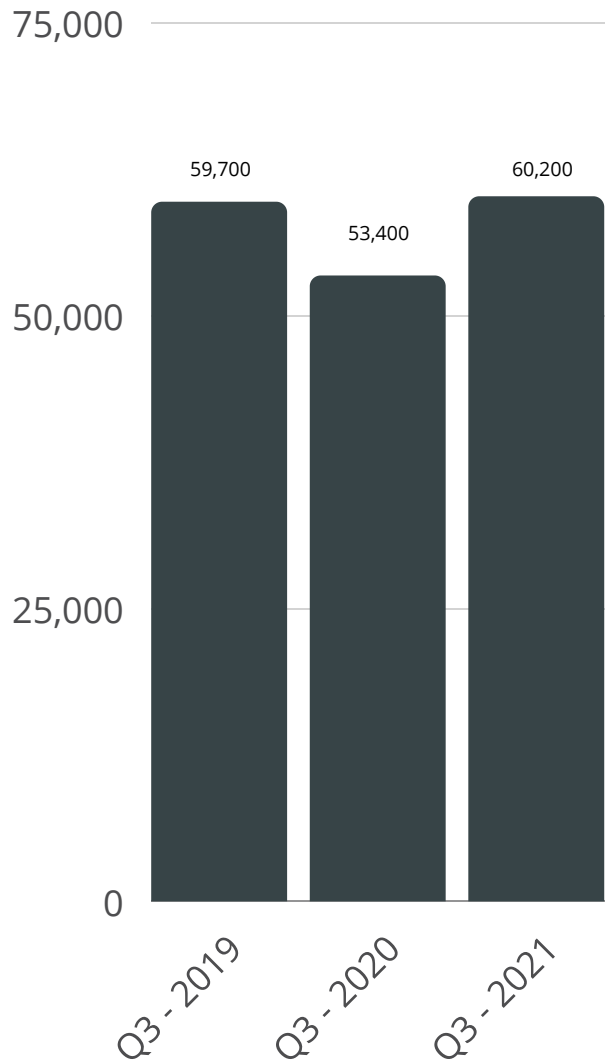
Avg. Length of Stay to North East BC from Alberta in Q2



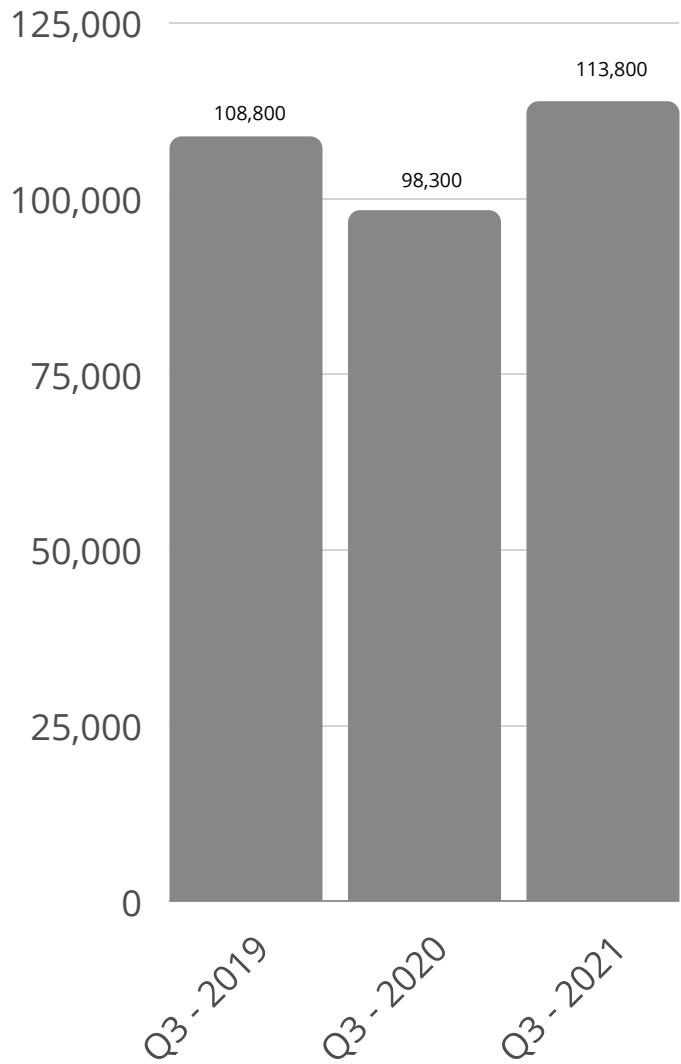
NORTH EAST BC VISITATION - Q3

ALBERTA RESIDENTS TRAVELLING TO NORTH EAST BC

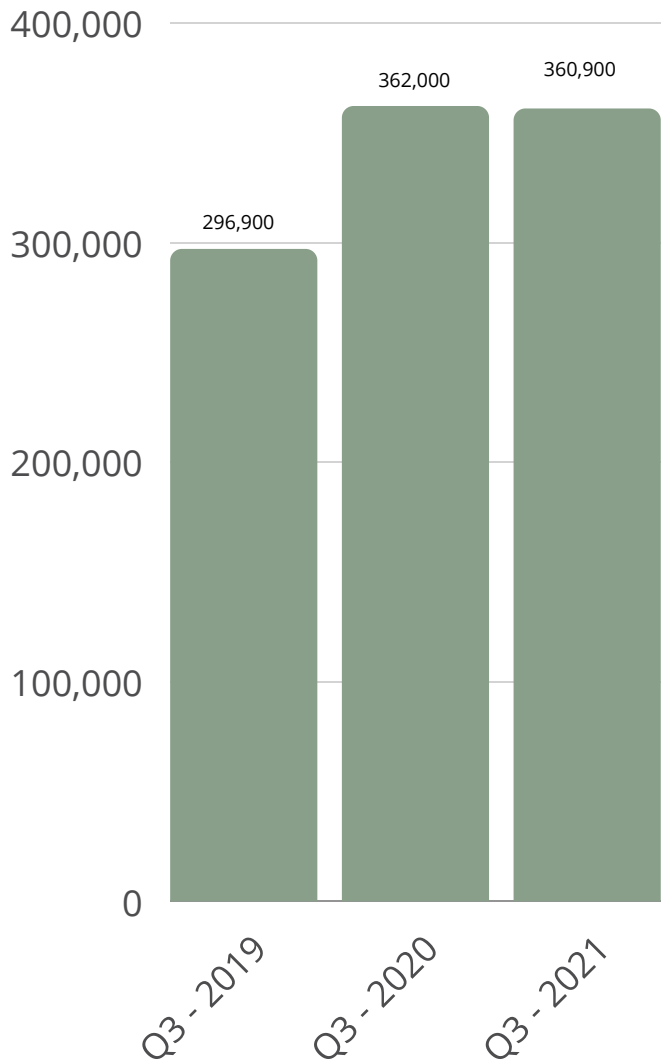
Number of Visitors to North East BC
from Alberta in Q3



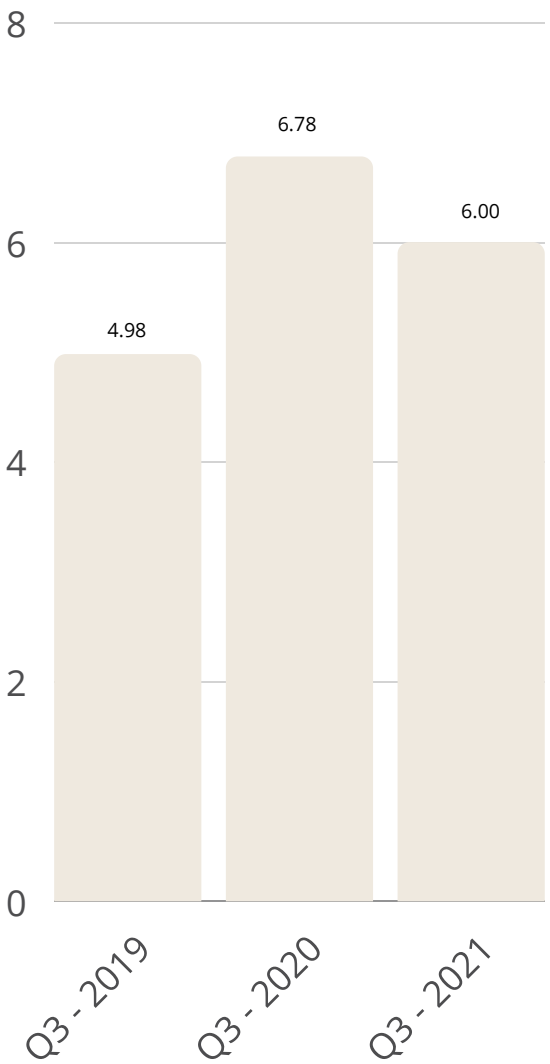
Number of Trips to North East BC
from Alberta in Q3



Number of Nights Stayed in North East BC
from Alberta in Q3



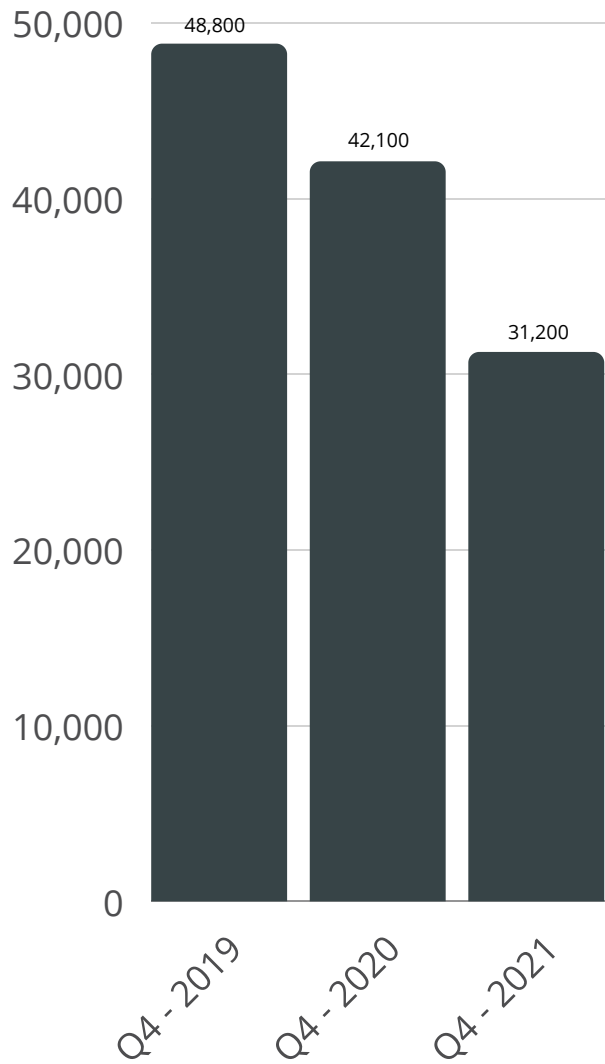
Avg. Length of Stay to North East BC
from Alberta in Q3



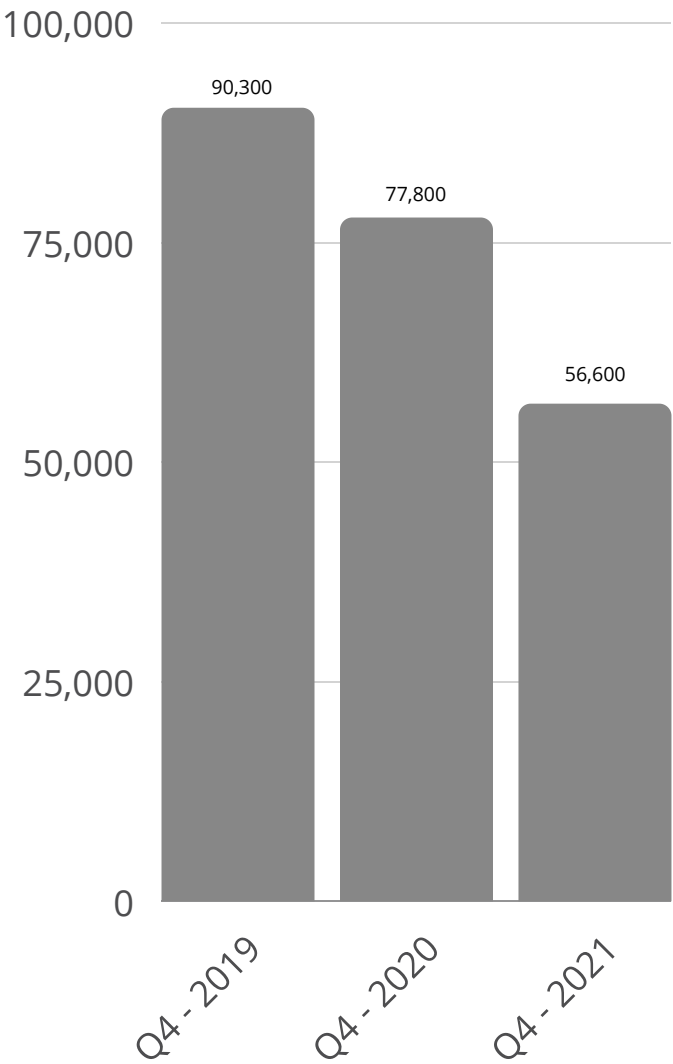
NORTH EAST BC VISITATION - Q4

ALBERTA RESIDENTS TRAVELLING TO NORTH EAST BC

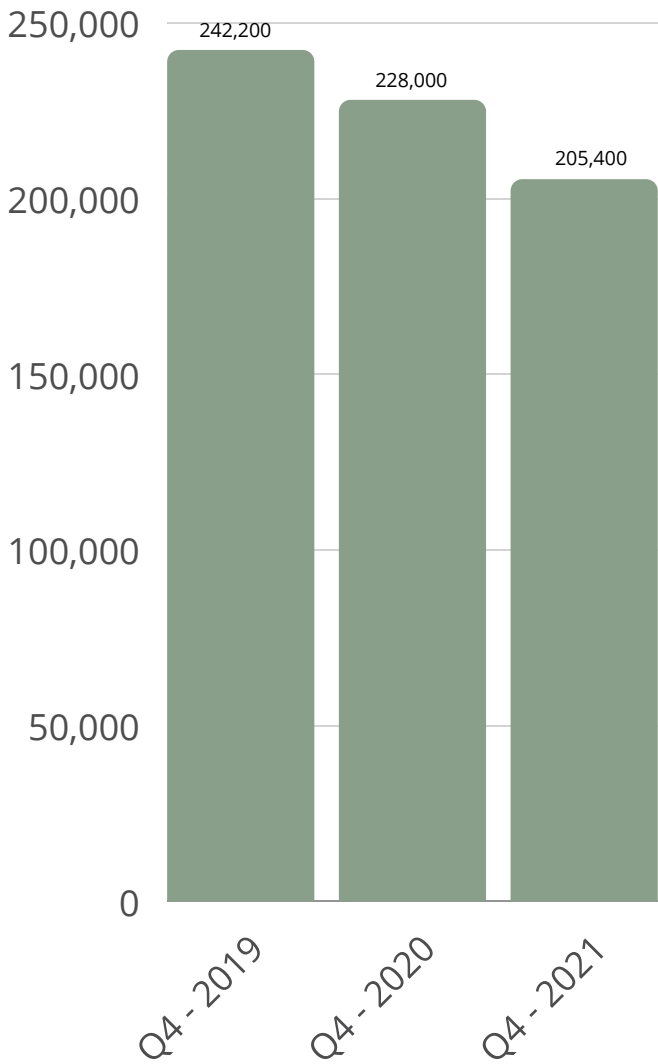
Number of Visitors to North East BC
from Alberta in Q4



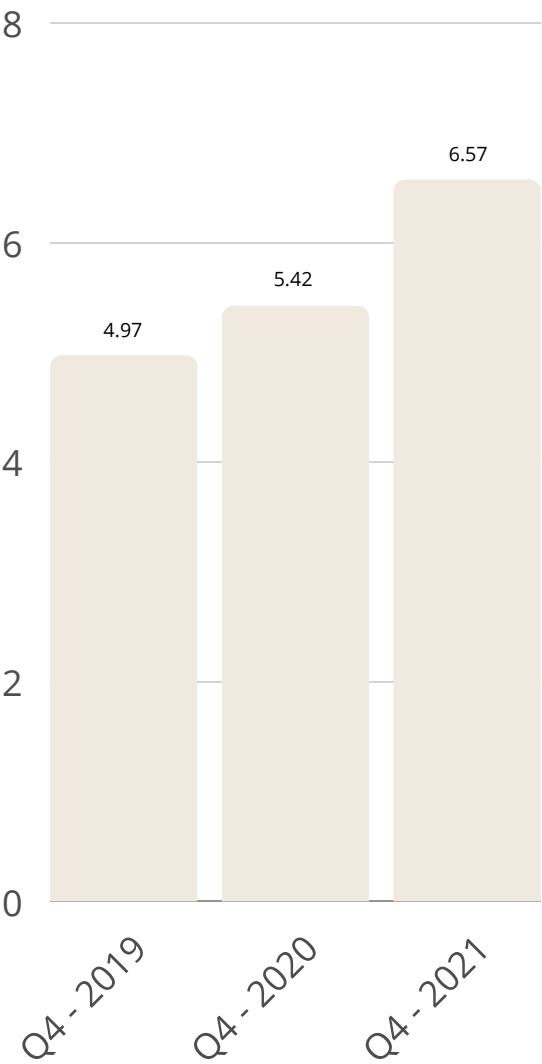
Number of Trips to North East BC
from Alberta in Q4



Number of Nights Stayed in North East BC
from Alberta in Q4



Avg. Length of Stay to North East BC
from Alberta in Q4



Q1 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

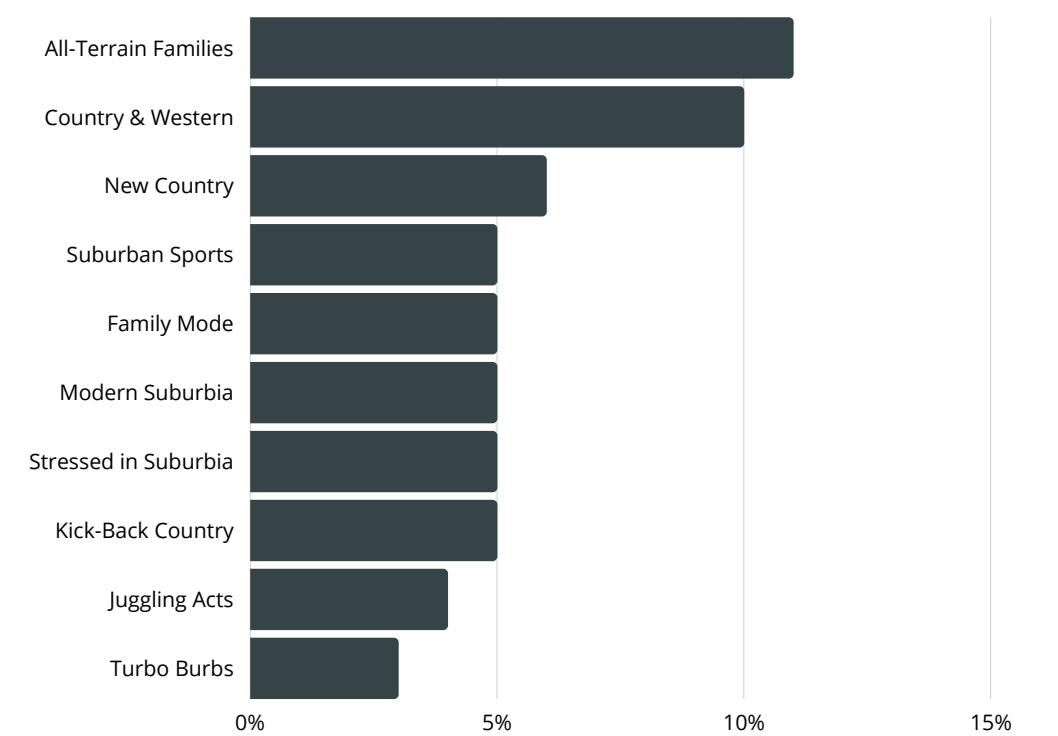
NORTH EAST BC

Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

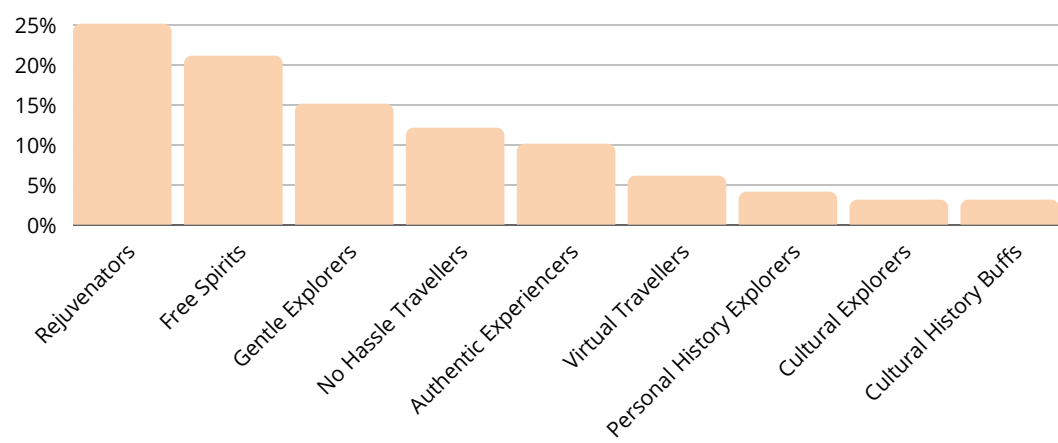
Overview

- Of the 67 PRIZM Segments identified in Canada – All-Terrain Families, Country & Western and New Country were the top visiting PRIZM Segments from Alberta, travelling to North East BC during Q1 2019 and 2020.
- Country & Western, All-Terrain Families and Suburban Sports were the top three during Q1 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q1 2019, 2020 and 2021.

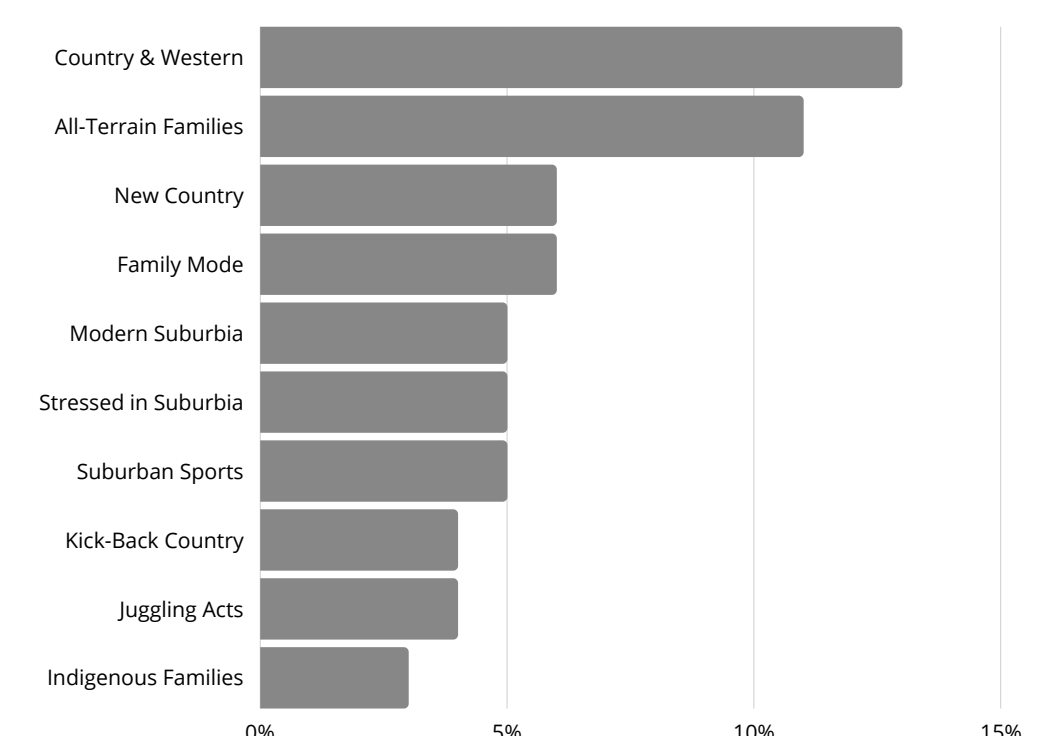
Q1 - 2019



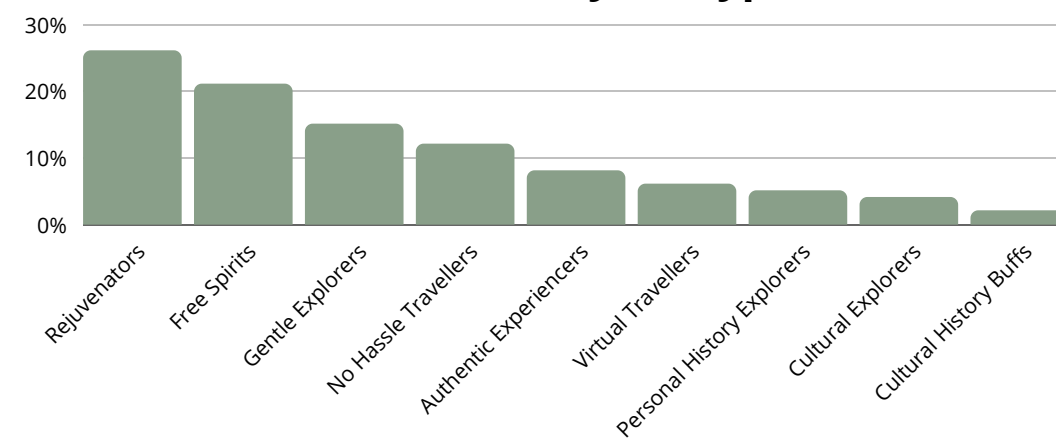
Q1 2019 Visits by EQ Type



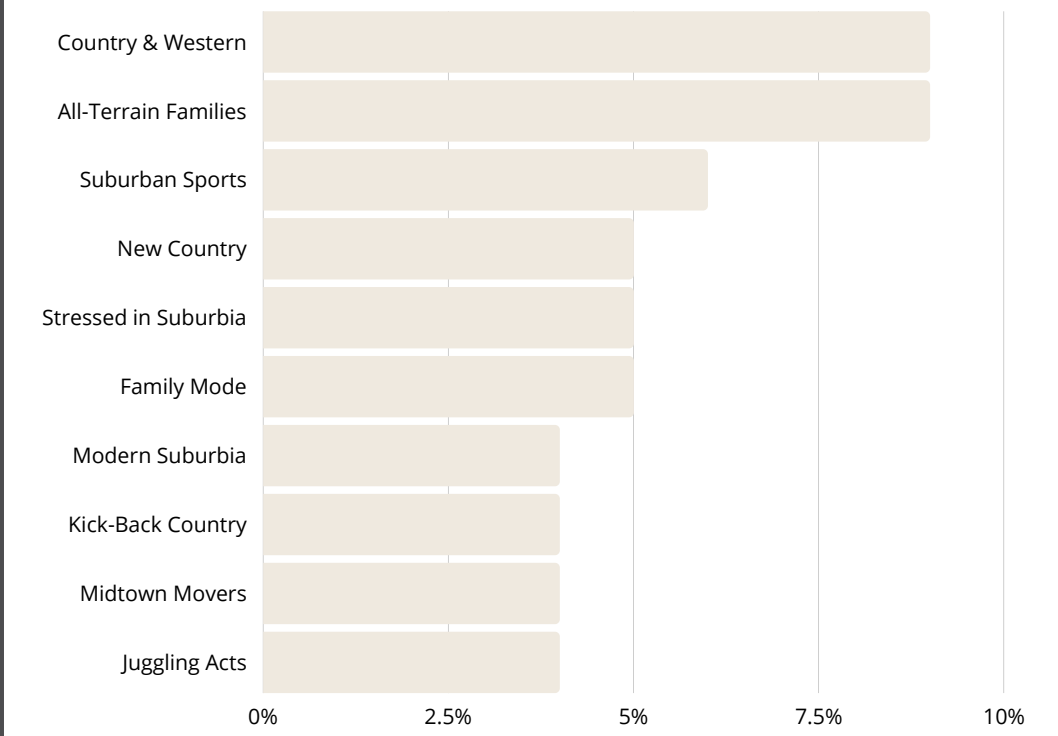
Q1 - 2020



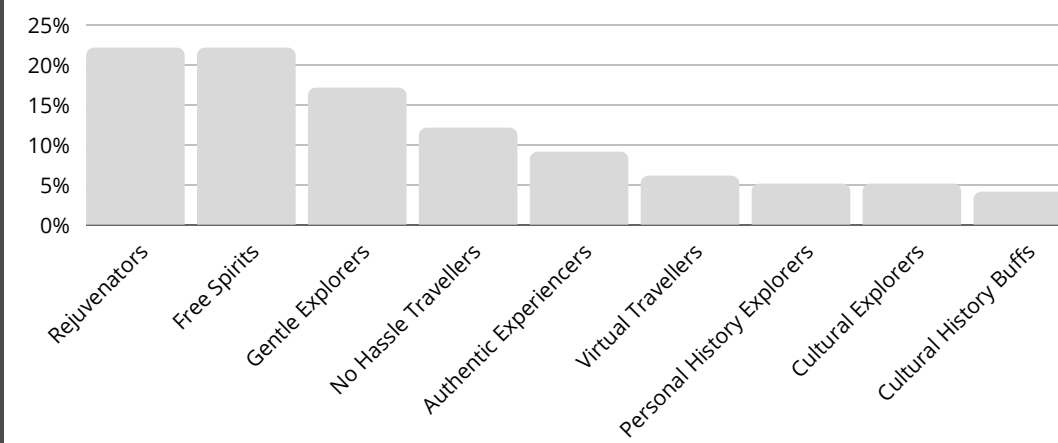
Q1 2020 Visits by EQ Type



Q1 - 2021



Q1 2021 Visits by EQ Type



Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q2 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

NORTH EAST BC

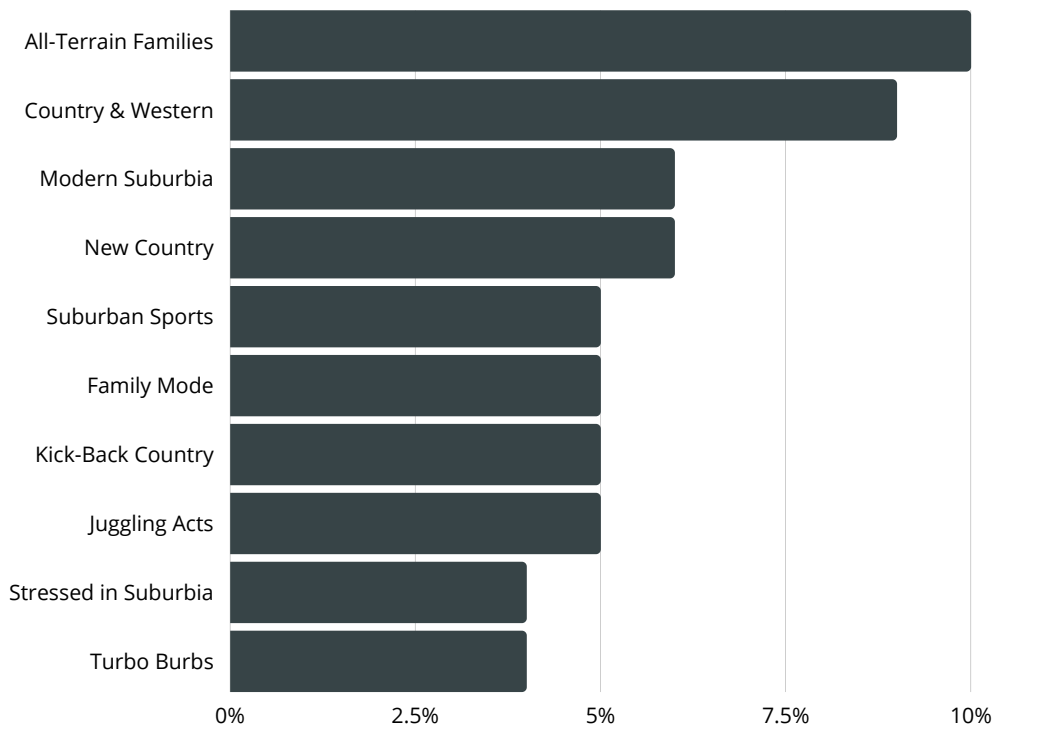
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

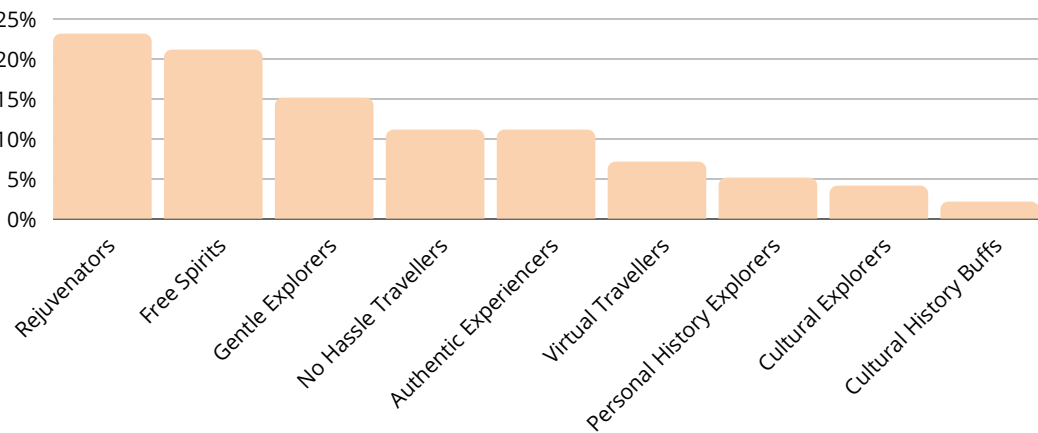
Overview

- Of the 67 PRIZM Segments identified in Canada – All-Terrain Families, Country & Western and Modern Suburbia were the top visiting PRIZM Segments from Alberta, travelling to North East BC during Q2 2019
- Country & Western, All-Terrain Families and Family Mode were the top three during Q2 2020.
- Country & Western, All-Terrain Families and Stressed in Suburbia were the top three in Q2 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q2 2019, 2020 and 2021.

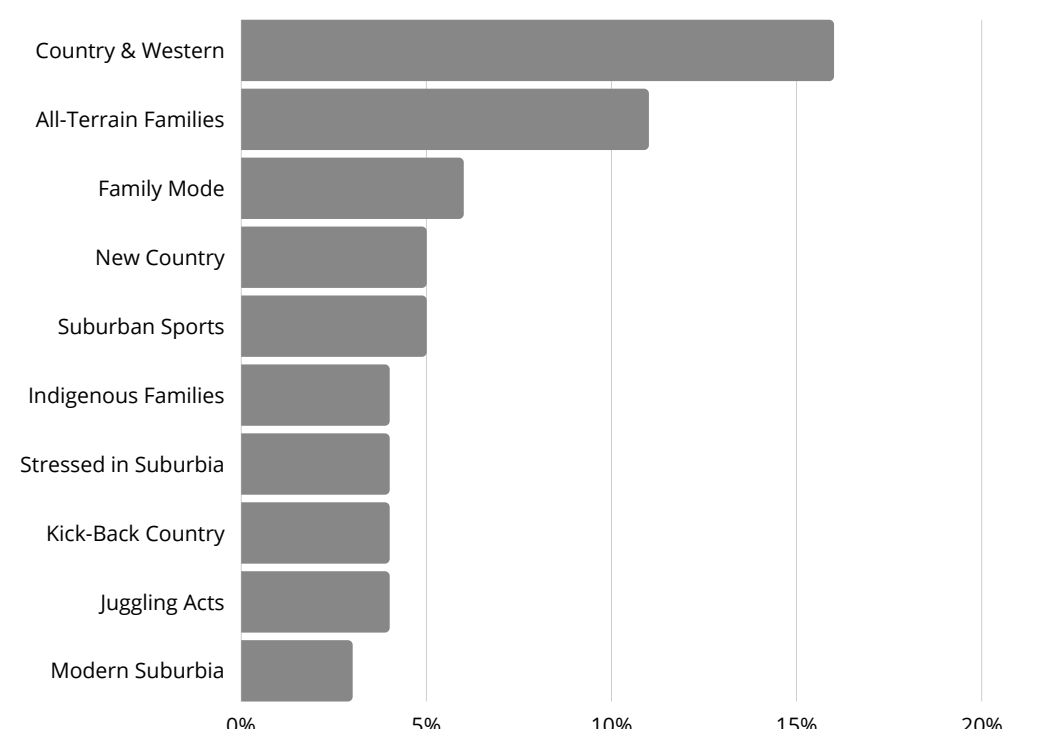
Q2 - 2019



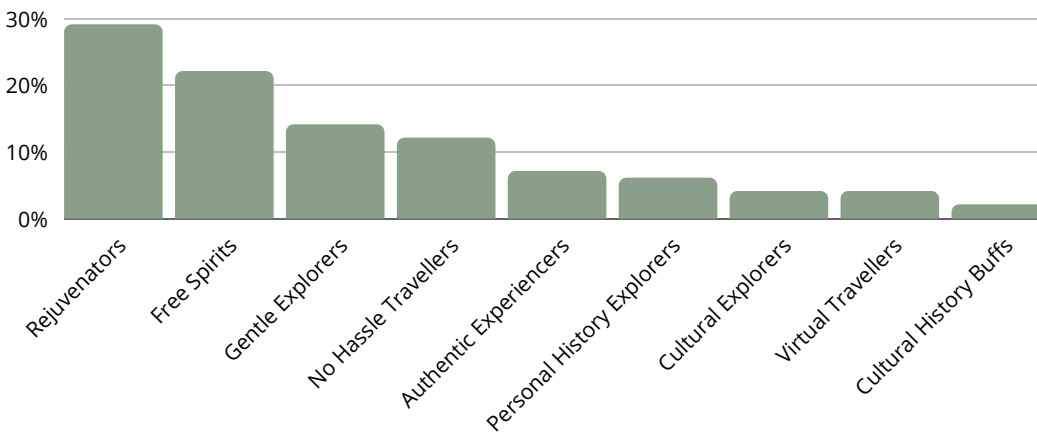
Q2 2019 Visits by EQ Type



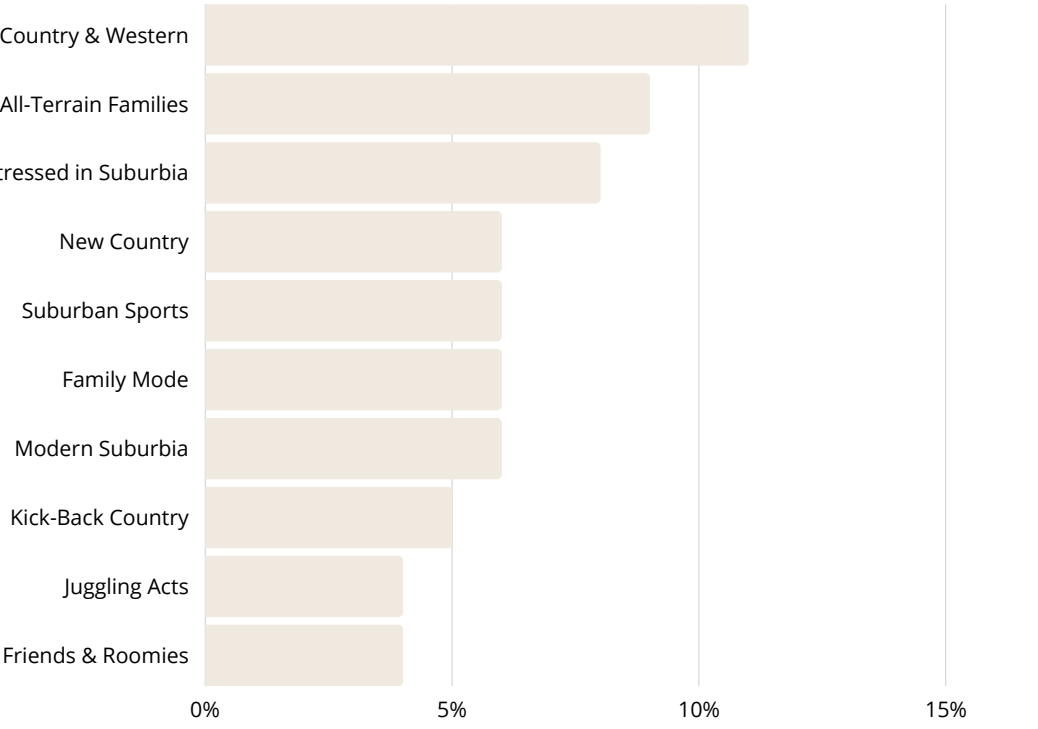
Q2 - 2020



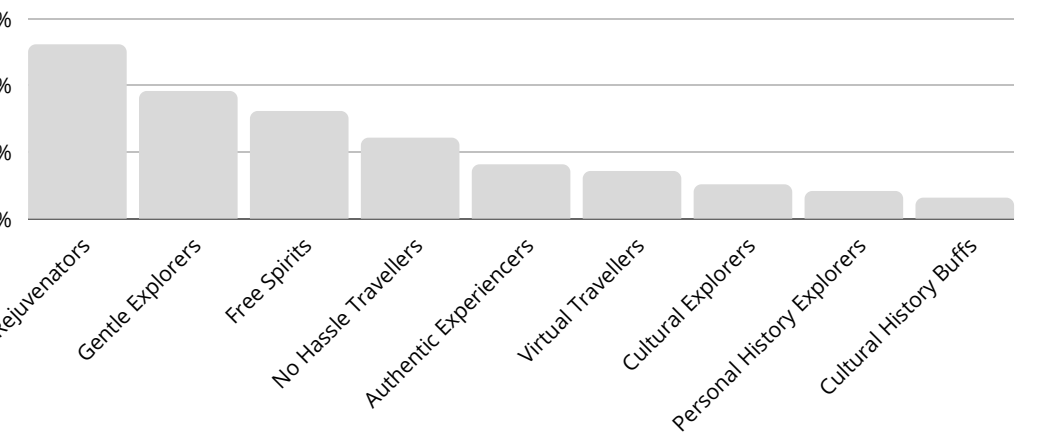
Q2 2020 Visits by EQ Type



Q2 - 2021



Q2 2021 Visits by EQ Type



Q3 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

NORTH EAST BC

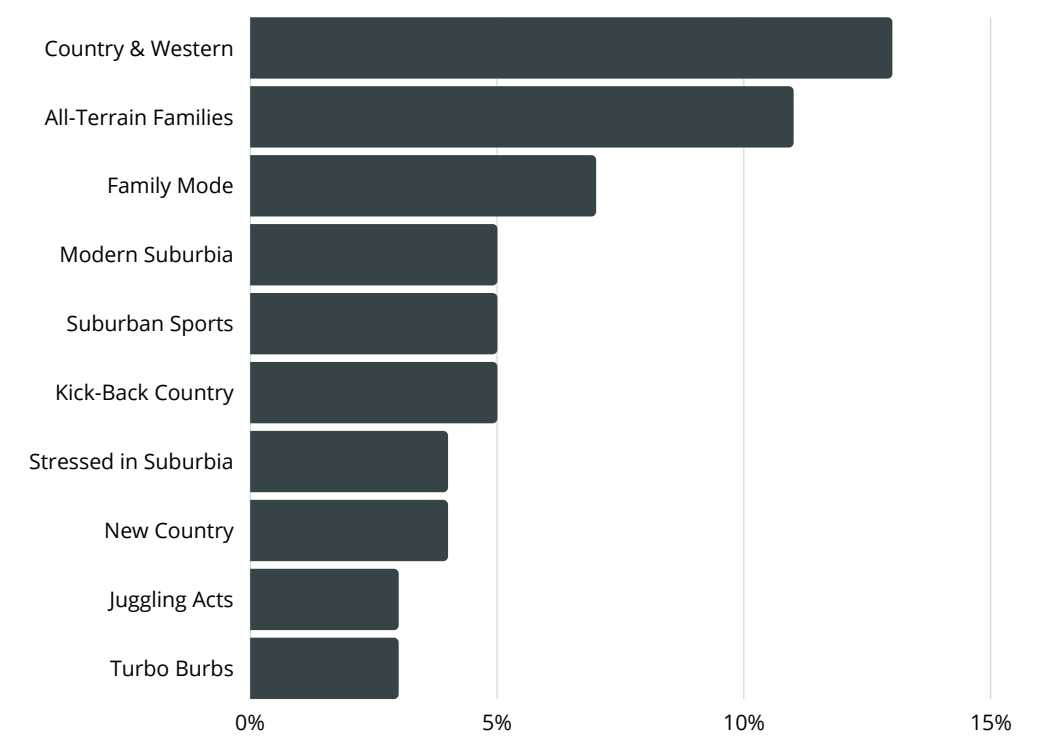
Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

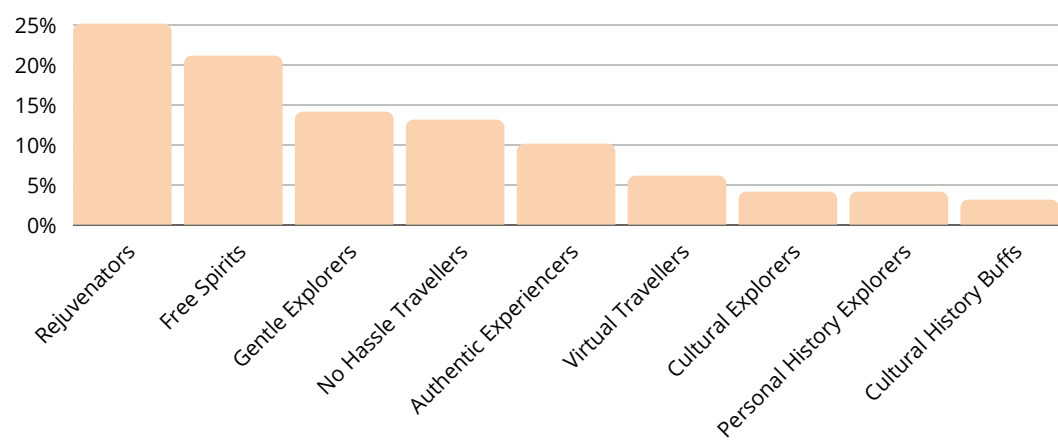
Overview

- Of the 67 PRIZM Segments identified in Canada –Country & Western, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to North East BC during Q3 2019
- Country & Western, All-Terrain Families and New Country were the top three during Q3 2020.
- Country & Western, All-Terrain Families and Kick-Back Country were the top three in Q3 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q3 2019, 2020 and 2021.

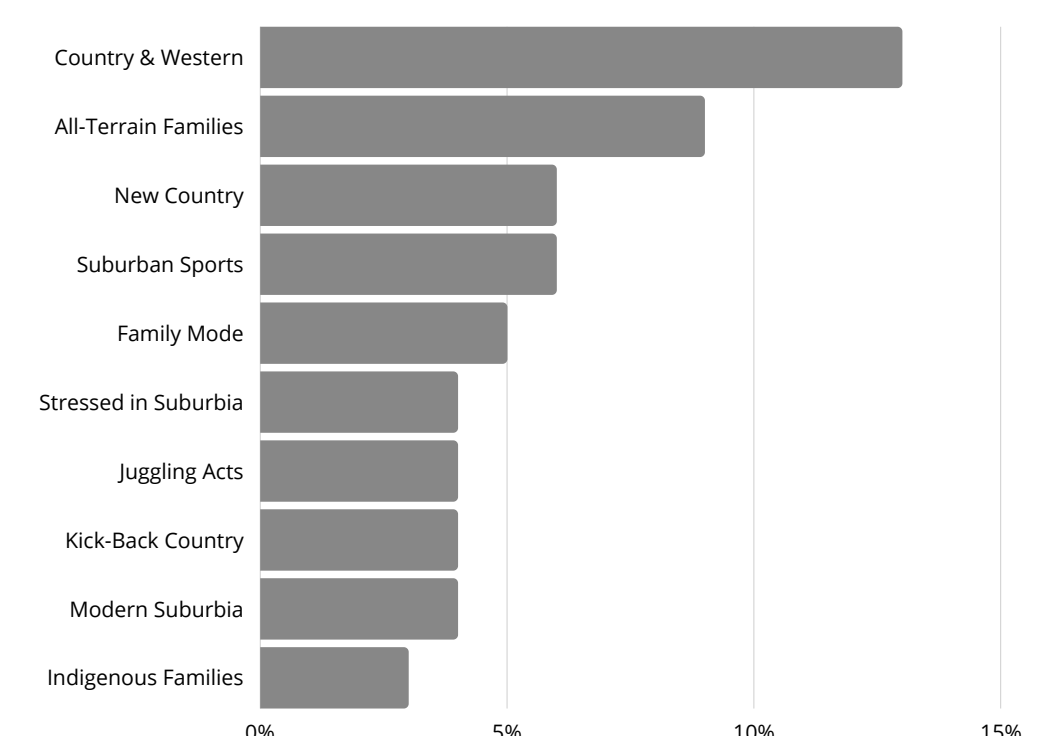
Q3 - 2019



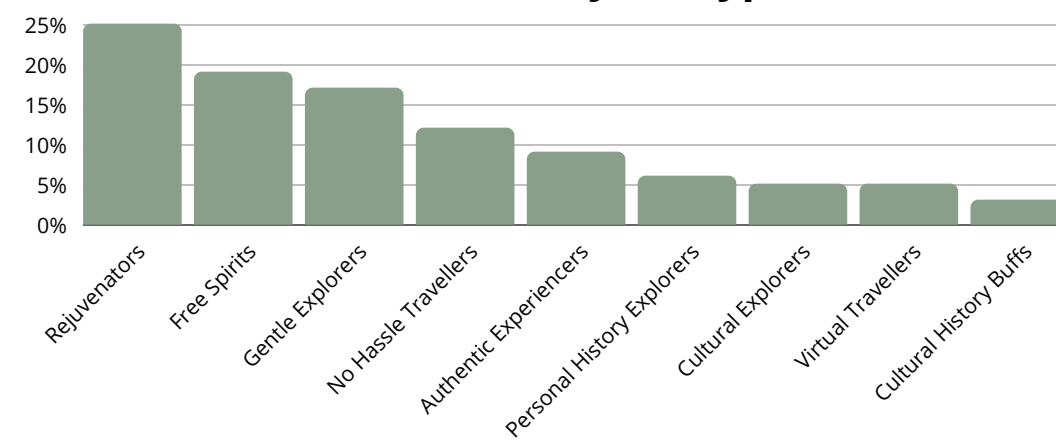
Q3 2019 Visits by EQ Type



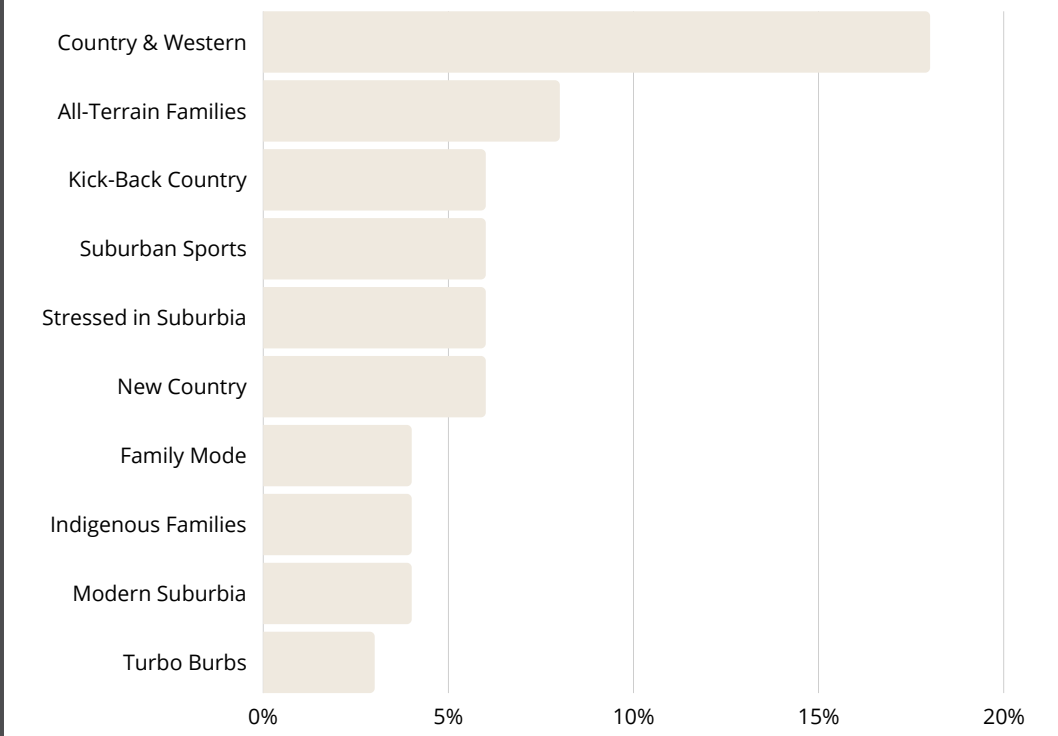
Q3 - 2020



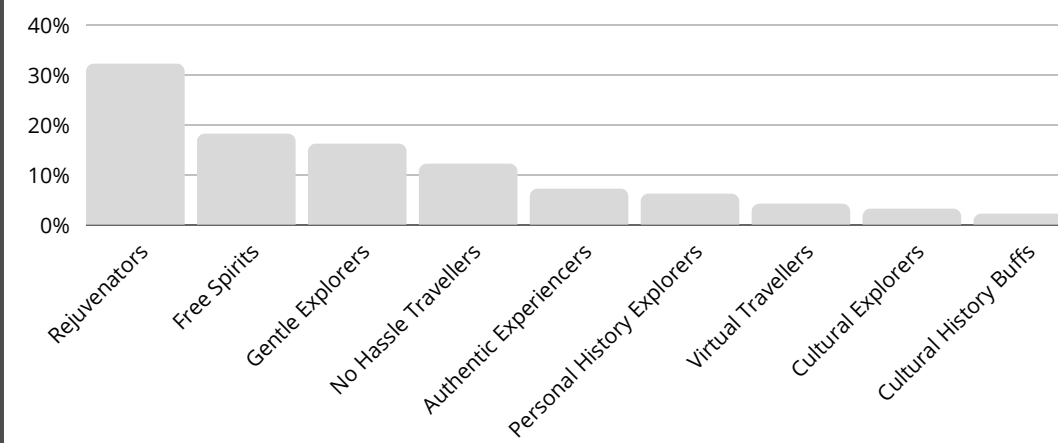
Q3 2020 Visits by EQ Type



Q3 - 2021



Q3 2021 Visits by EQ Type



Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q4 2019, 2020 & 2021 : DOMESTIC VISITORS BY PRIZM & EQ TYPE

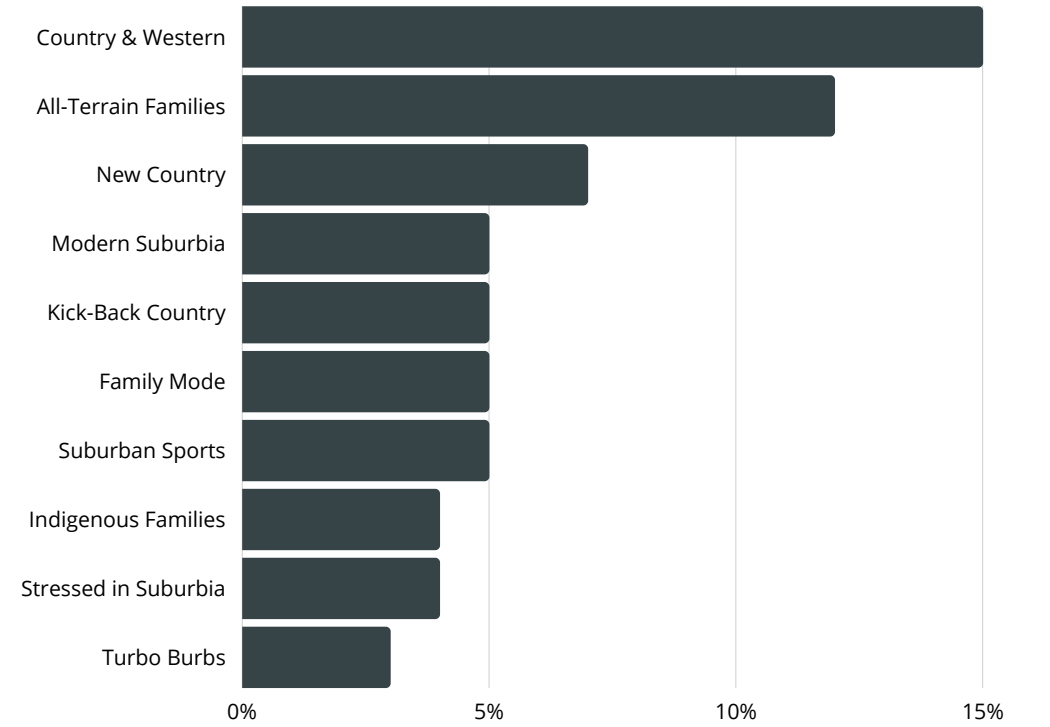
NORTH EAST BC

Q4 =October | November | December
Note: All counts have been rounded to the nearest 100

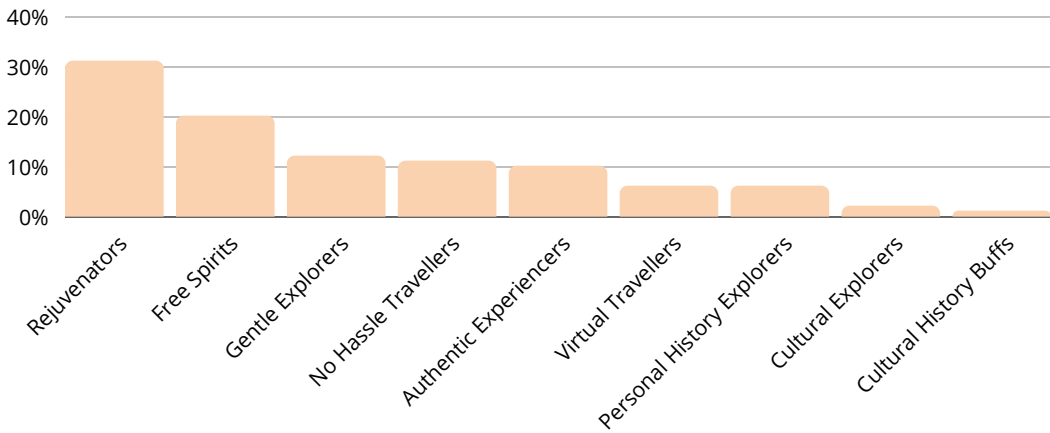
Overview

- Of the 67 PRIZM Segments identified in Canada –Country & Western, All-Terrain Families and New Country were the top visiting PRIZM Segments from Alberta, travelling to North East BC during Q4 2019 and 2020.
- Country & Western, All-Terrain Families and Modern Suburbia were the top three in Q4 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q4 2019, 2020 and 2021.

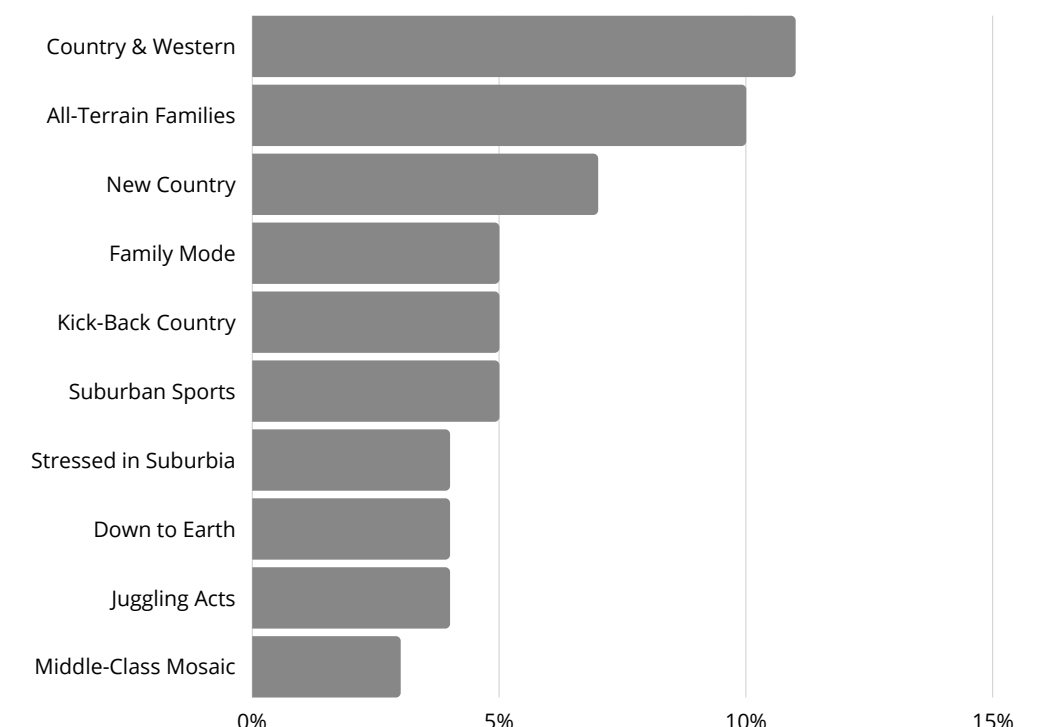
Q4 - 2019



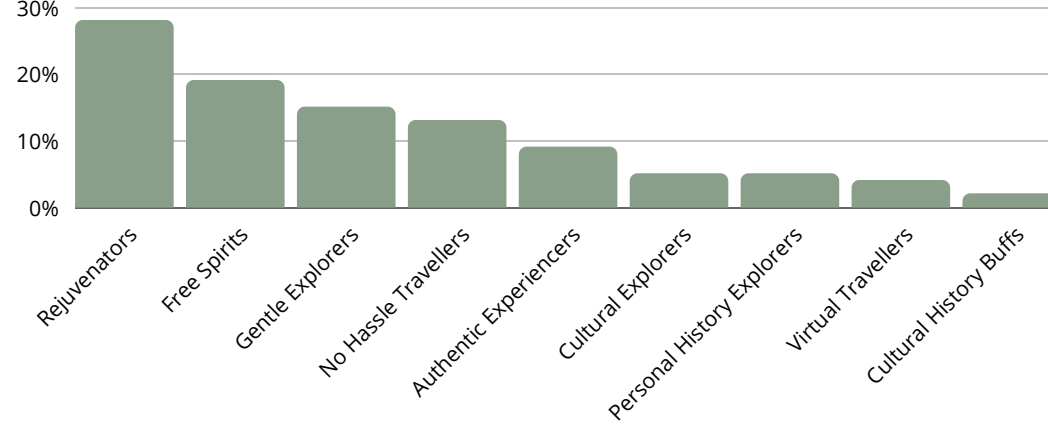
Q4 2019 Visits by EQ Type



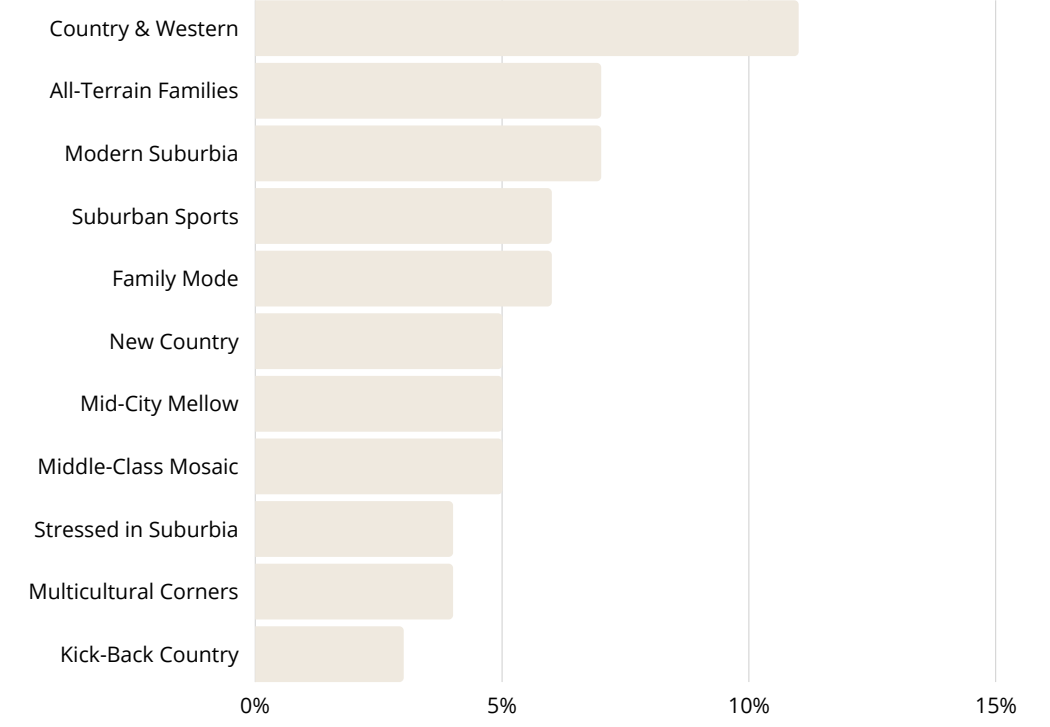
Q4 - 2020



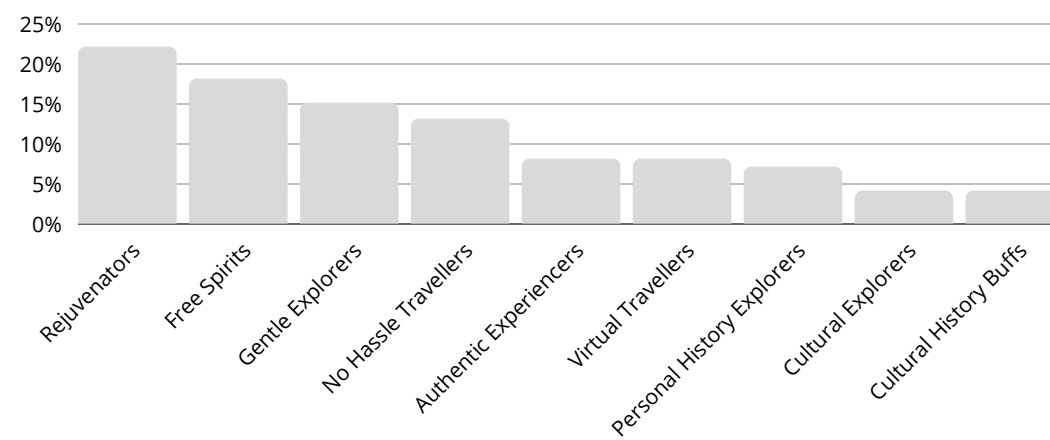
Q4 2020 Visits by EQ Type



Q4 - 2021



Q4 2021 Visits by EQ Type



GROWTH INSIGHTS

INSIGHTS- POTENTIAL GROWTH MARKETS -NE BC

TOP LOCATIONS BY TOP MARKET SEGMENTS

British Columbia	Alberta	BC Target Considerations	AB Target Considerations
<ul style="list-style-type: none">Local Northern BC Residents<ul style="list-style-type: none">Prince George, Fort St. John, Dawson Creek, Northern RockiesThese are loyal visitors who understand your products/services and visited during multiple quarters over multiple yearsBC Regional Visitors<ul style="list-style-type: none">Vancouver, SurreyKelowna, Kamloops	<ul style="list-style-type: none">Grande Prairie/Edmonton/Calgary/Red Deer<ul style="list-style-type: none">Loyal Visitors who understand your products/services and travelled during multiple quarters.Peace River, Strathcona County, Lethbridge	<p>Consider targeting by BC Top PRIZM Segments:</p> <ul style="list-style-type: none">Country & WesternDown to EarthJuggling ActsKick-Back CountrySavvy SeniorsSuburban Sports <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">SurreyLangleyAbbotsfordKelownaSaanichMaple RidgeNanaimoPrince GeorgeVictoriaKamloops	<p>Consider targeting by Alberta Top PRIZM Segments:</p> <ul style="list-style-type: none">All-Terrain FamiliesCountry & WesternFamily ModeKick-Back CountryModern SuburbiaNew CountryStressed in SuburbiaSuburban Sports <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">CalgaryEdmontonAirdrieRed DeerStrathcona CountyWood BuffaloGrande PrairieLethbridgeSpruce GroveSt. Albert

A note about the BC & AB Target Considerations

These "Top 10 Locations" have been identified by running the North East BC Area top PRIZM segments through the database to pull out the top cities to target in order to capture these segments.

If you would like to target by PRIZM segment, we can provide the Postal Codes or FSAs (first 3 characters) to be used in marketing campaigns. These would be the specific FSAs aligned to your top market segments from these cities.

TOP ALBERTA PRIZM SEGMENTS

2021 AB 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

Alberta Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 42

Children at Home

53% of couples have children living at home (Above Average).

Household Income

Above Average Household Income of \$140,202 compared to Alberta at \$126,807.

Top Social Values

Flexible Families, Need for Escape, Racial Fusion

Top Tourism Activities

Camping, Swimming, Cycling. Above Average interest in Swimming, Sporting Events, Canoeing/Kayaking, Ice Skating, Golfing

Travel

Average interest for travelling within Canada (Above Average for: BC, Calgary, Ontario), All-Terrain Families from Alberta spent an average of \$1,752 (Above Average) on their last vacation.

Social Media

80% currently use Facebook (Average), 43% use Instagram (Above Average), 33% use Twitter (Above Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

COUNTRY & WESTERN

General Canadian Summary	Category	Alberta Highlights
<ul style="list-style-type: none">• Older, middle-income western homeowners• Mixed Education• Farming and Blue-Collar employment• Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles• Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta• EQ Type: Rejuvenator	Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
	Maintainer Age	Median Household Maintainer Age is 54
	Children at Home	43% of couples DO NOT have children living at home (Above Average).
	Household Income	Below Average Household Income of \$101,869 compared to Alberta at \$126,807.
	Top Social Values	Attraction to Nature, Emotional Control, Ecological Fatalism
	Top Tourism Activities	Camping, Cycling, Swimming. Above Average interest Cycling, Fishing/Hunting, ATV/Snowmobiling, Historical Sites, Hockey
	Travel	Average interest for travelling within Canada (Above Average for: Alberta, Saskatchewan, Manitoba), Country & Western from Alberta spent an average of \$1,508 (Average) on their last vacation.
	Social Media	82% currently use Facebook (Average), 28% use Instagram (Below Average), 16% use Twitter (Below Average) and 65% use YouTube (Average).



Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

FAMILY MODE

General Canadian Summary

- Middle-aged couples and families with children (ages 10+) at home
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (Retail, Public Administration)
- Value outdoor adventure and interacting with people from different cultures
- Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's
- EQ Type: No Hassle Traveller



Source: Environics PRIZM Marketer's Guide 2021

Category

Alberta Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 49

Children at Home

54% of couples have children living at home (Above Average).

Household Income

Above Average Household Income of \$152,385 compared to Alberta at \$126,807.

Top Social Values

Need for Escape, Flexible Families, Racial Fusion

Top Tourism Activities

Camping, Swimming, Cycling. Above Average interest in Attending Sporting Events, Ice Skating, Canoeing/Kayaking, Fishing/Hunting, Zoos/Aquariums

Travel

Average interest for travelling within Canada (Above Average for: BC, Alberta, Calgary), Family Mode from Alberta spent an average of \$1,728 (Average) on their last vacation.

Social Media

80% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Average) and 68% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

KICK-BACK COUNTRY

General Canadian Summary

- Rural, middle-aged upscale families and couples, the wealthiest rural lifestyle segment
- Mixed Education with positions in management, mining, construction, trades and transport
- Value a country lifestyle, with their gardens, pets. They enjoy travel (cruises and beach resort packages)
- Top Geography: British Columbia, New Brunswick
- EQ Type: Rejuvenators



Source: Environics PRIZM Marketer's Guide 2021

Category

Alberta Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 21st, making up 35,267 households, or 2.1% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 45

Children at Home

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

Household Income

Above Average Household Income of \$146,282 compared to Alberta at \$126,807.

Top Social Values

Attraction to Nature. Emotional Control, Effort Towards Health

Top Tourism Activities

Camping, Cycling, Swimming. Above Average interest in Cycling, Ice Skating, Fishing/Hunting, Downhill Skiing, ATV/Snowmobiling

Travel

Average interest for travelling within Canada (Above Average for: Ontario) Kick-Back Country from Alberta spent an average of \$1,567 (Average) on their last vacation.

Social Media

81% currently use Facebook (Average), 31% use Instagram (Below Average), 22% use Twitter (Below Average) and 65% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

MODERN SUBURBIA

General Canadian Summary	Category	Alberta Highlights
<ul style="list-style-type: none">• Younger and Middle-Aged, diverse families with younger children• Highly Educated (University/College Degree)• Mixed levels of employment• Value trying new and exciting products and aesthetics over functionality• Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau• EQ Type: Virtual Traveller	Household Count	Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
	Maintainer Age	Median Household Maintainer Age is 41
	Children at Home	58% of couples have children living at home (Above Average).
	Household Income	Above Average Household Income of \$142,117 compared to Alberta at \$126,807.
	Top Social Values	Attraction for Crowds, Pursuit of Originality, Racial Fusion
	Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in: Swimming, Cycling, Hiking/Backpacking, Attending Sporting Events, Visiting National/Provincial Parks
	Travel	Average interest for travelling within Canada (Above Average for: BC, Banff, Alberta, Vancouver, Jasper, Saskatchewan, Toronto, Ontario), Modern Suburbia from Alberta spent an average of \$1,698 (Average) on their last vacation.
	Social Media	80% currently use Facebook (Average), 47% use Instagram (Above Average), 35% use Twitter (Above Average) and 72% use YouTube (Average).



Source: Environics PRIZM Marketer’s Guide 2021



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

NEW COUNTRY

General Canadian Summary

- One of the wealthiest rural segments with maintainers between the ages of 45-64 years old
- Mixed Education (high school/college degree/University Degree)
- Blue-collar employment in the fields of Agriculture, Mining and Manufacturing
- Value community involvement and purchasing from small businesses rather than larger corporations
- Top Geography: Manitoba, Ontario, Prince Edward Island, Saskatchewan
- EQ Type: Rejuvenator



Source: Environics PRIZM Marketer's Guide 2021

Category

Alberta Highlights

Household Count

•Of the 67 PRIZM Clusters identified in Canada, New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 56

Children at Home

46.4% of couples DO NOT have children living at home (Above Average).

Household Income

•Below Average Household Income of \$107,857 compared to Alberta at \$126,807.

Top Social Values

•Attraction to Nature, Community Involvement, Emotional Control

Top Tourism Activities

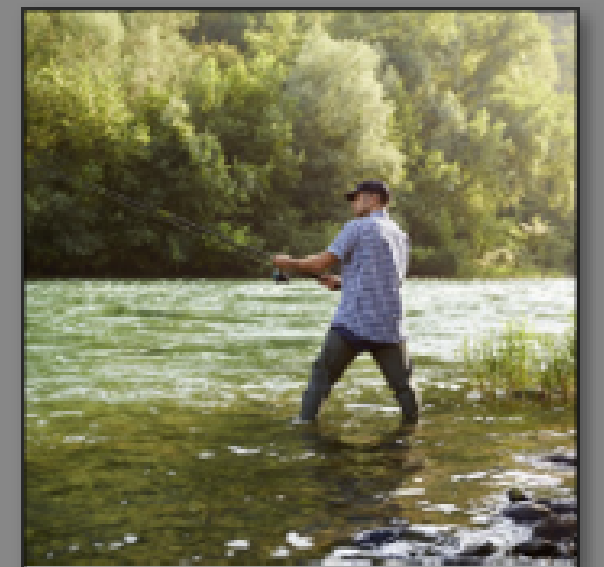
•Camping, Cycling, Swimming. Above Average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports

Travel

•Average interest for travelling within Canada (Above Average for: Alberta) New Country from Alberta spent an average of \$1,491 (Average) on their last vacation.

Social Media

•81% currently use Facebook (Average), 26% use Instagram (Below Average), 16% use Twitter (Below Average) and 66% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

STRESSED IN SUBURBIA

General Canadian Summary	Category	Alberta Highlights
<ul style="list-style-type: none">• Middle-Income, younger and middle-aged suburban families• Mixed Education - College/High School• Blue-collar and service sector jobs• Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)• Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston• EQ Type: Gentle Explorer	Household Count	Of the 67 PRIZM Clusters identified in Canada, Stressed in Suburbia rank 15th, making up 43,084 households, or 2.6% of the total Households in Alberta (1,641,221).
	Maintainer Age	Median Household Maintainer Age is 48
	Children at Home	44% of couples have children living at home (Average).
	Household Income	Below Average Household Income of \$112,186 compared to Alberta at \$126,807.
	Top Social Values	•Need for Escape, Racial Fusion, Flexible Families
	Top Tourism Activities	Camping, Swimming, Cycling, Hiking/Backpacking, Visiting National/Provincial Parks, Parks/City Gardens
	Travel	Average interest for travelling within Canada, Stressed in Suburbia from Alberta spent an average of \$1,538 (Average) on their last vacation.
	Social Media	81% currently use Facebook (Average), 40% use Instagram (Average), 28% use Twitter (Average) and 71% use YouTube (Average).



Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

SUBURBAN SPORTS

General Canadian Summary	Category	Alberta Highlights
<ul style="list-style-type: none"> 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 	Household Count	Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 7th, making up 63,021 households, or 3.8% of the total Households in Alberta (1,641,221).
	Maintainer Age	Median Household Maintainer Age is 50
	Children at Home	46% of couples have children living at home (Average).
	Household Income	Average Household Income of \$135,578 compared to Alberta at \$126,807.
	Top Social Values	Need for Escape, Racial Fusion, Flexible Families
	Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports
	Travel	Average interest for travelling within Canada, Suburban Sports from Alberta spent an average of \$1,597 (Average) on their last vacation.
	Social Media	81% currently use Facebook (Average), 37% use Instagram (Average), 26% use Twitter (Average) and 68% use YouTube (Average).



Source: Environics PRIZM Marketer’s Guide 2021



Source: Environics Analytics- Envision 2021

TOP ALBERTA EQ TYPES

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	Alberta Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 2nd, making up 230,949 households, or 14.1 of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	46% of couples DO NOT have children living at home (Above Average).
Household Income	Below Average Household Income of \$110,921 compared to Alberta at \$126,807.
Top Social Values	Attraction to Nature, Emotional Control, Community Involvement
Top Tourism Activities	Camping, Cycling, Swimming. Above Average interest in: Fishing/Hunting, ATV/Snowmobiling, Curling
Travel	Average interest for travelling within Canada (Above Average for: Manitoba). Rejuvenators from Alberta spent an average of \$1,524 (Average) on their last vacation.
Social Media	81% currently use Facebook (Average), 28% use Instagram (Below Average), 18% use Twitter (Below Average) and 66% 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

Alberta Highlights

Household Count

Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 316,975 households, or 19.3 of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 46

Children at Home

54% of couples have children living at home (Above Average).

Household Income

Average Household Income of \$123,273 compared to Alberta at \$126,807.

Top Social Values

Multiculturalism, Primacy of the Family, Racial Fusion

Top Tourism Activities

Camping, Swimming, Cycling. Above average interest in Beer/Food/Wine Festivals

Travel

Average interest for travelling within Canada (Above Average for: Banff, Toronto). Free Spirits from Alberta spent an average of \$1,587 (Average) on their last vacation.

Social Media

79% currently use Facebook (Average), 44% use Instagram (Above Average), 32% use Twitter (Above Average) and 74% 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

Alberta Highlights

Household Count

Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 4th, making up 203,153 households, or 12.4 of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 50

Children at Home

41% of couples have children living at home (Below Average).

Household Income

Below Average Household Income of \$104,309 compared to Alberta at \$126,807.

Top Social Values

Need for Escape, Racial Fusion, Flexible Families

Top Tourism Activities

Camping, Swimming, Cycling, Visiting National/Provincial Parks, Parks/City Gardens

Travel

Average interest for travelling within Canada. Gentle Explorers from Alberta spent an average of \$1,536 (Average) on their last vacation.

Social Media

80% currently use Facebook (Average), 38% use Instagram (Average), 26% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

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