



Quarterly Visitor Highlights

NORTH WEST BC REGION

2021 DATA VINTAGE

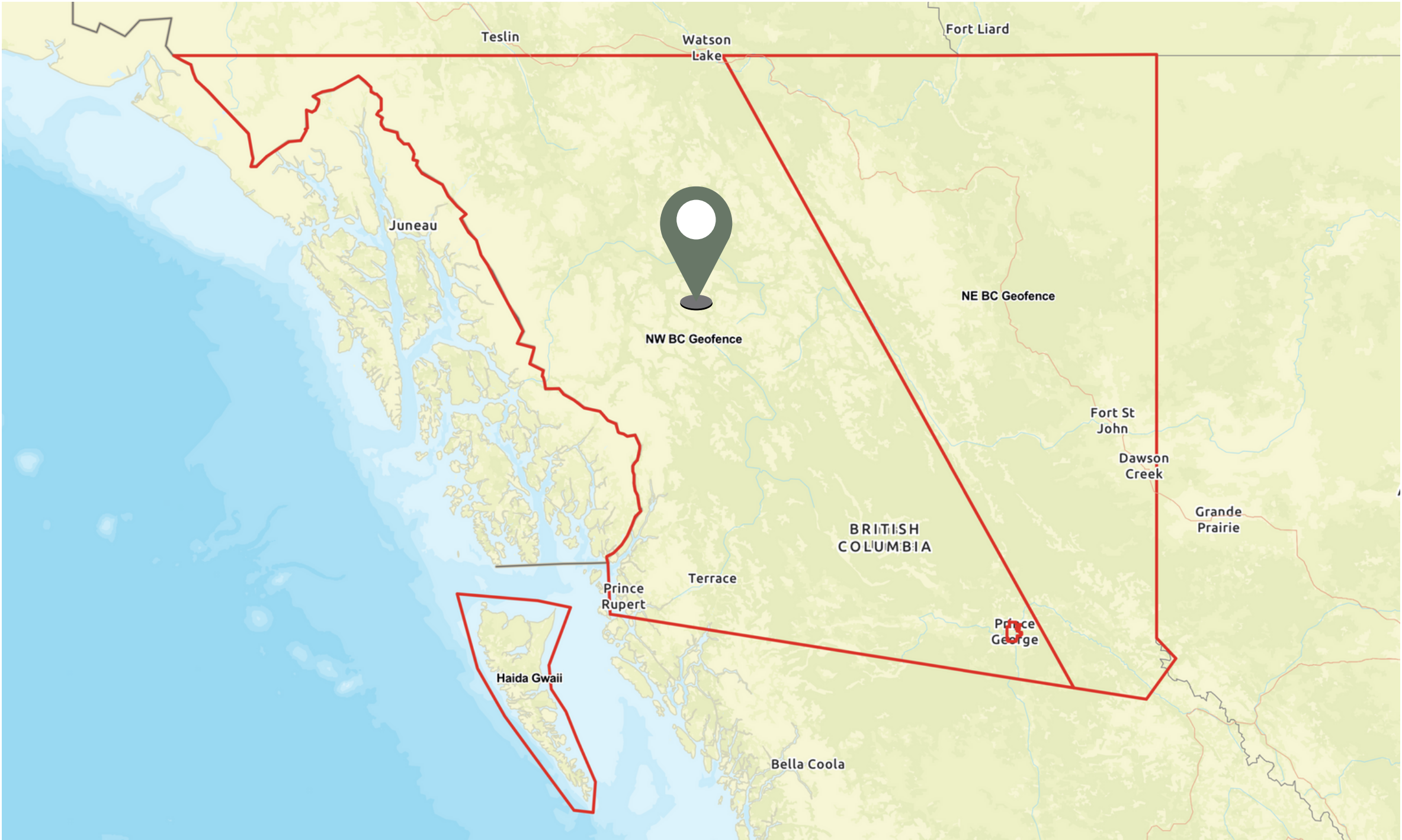


SYMPHONY
TOURISM
SERVICES

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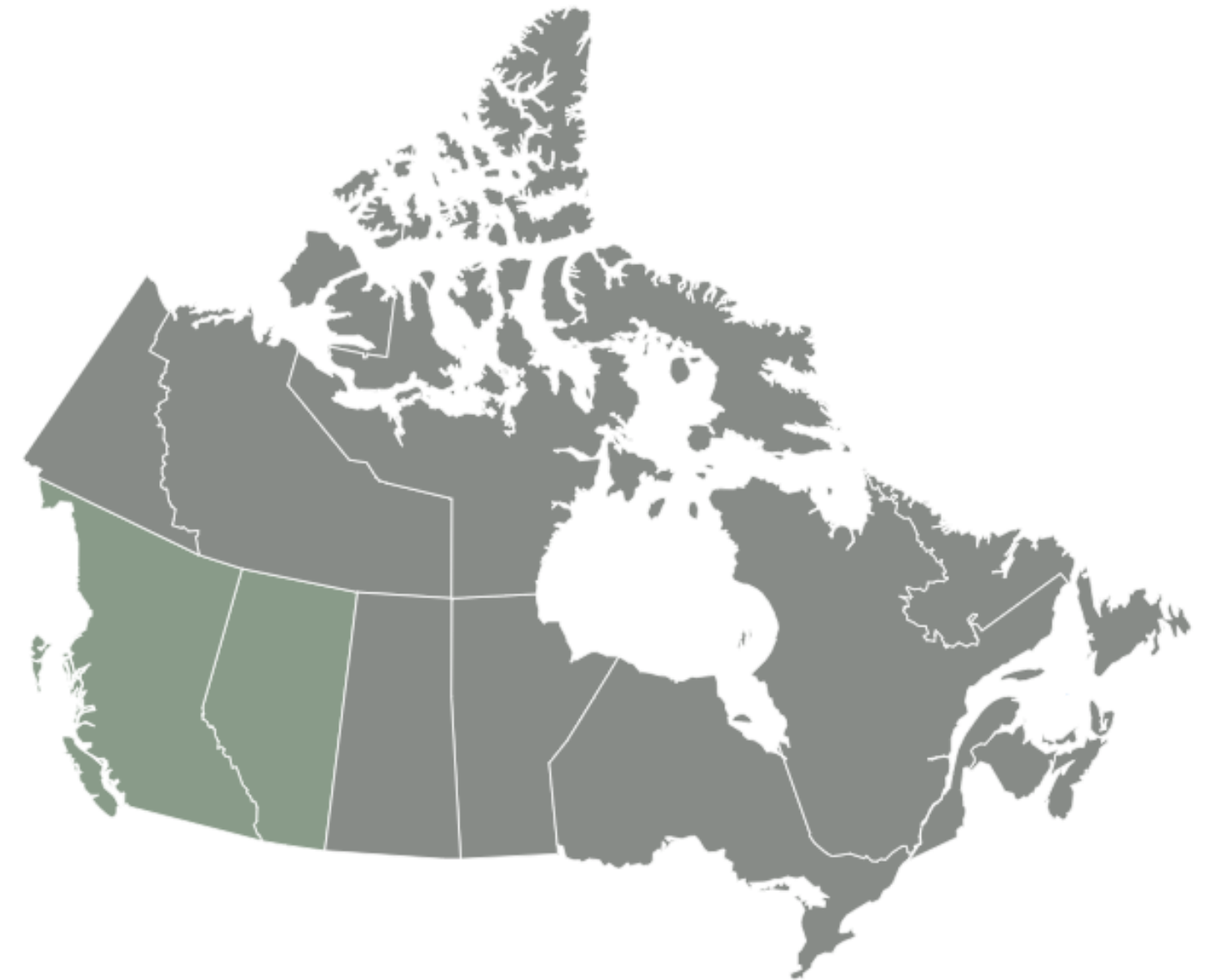
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NORTH WEST BC REGION



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 West 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 WEST BC



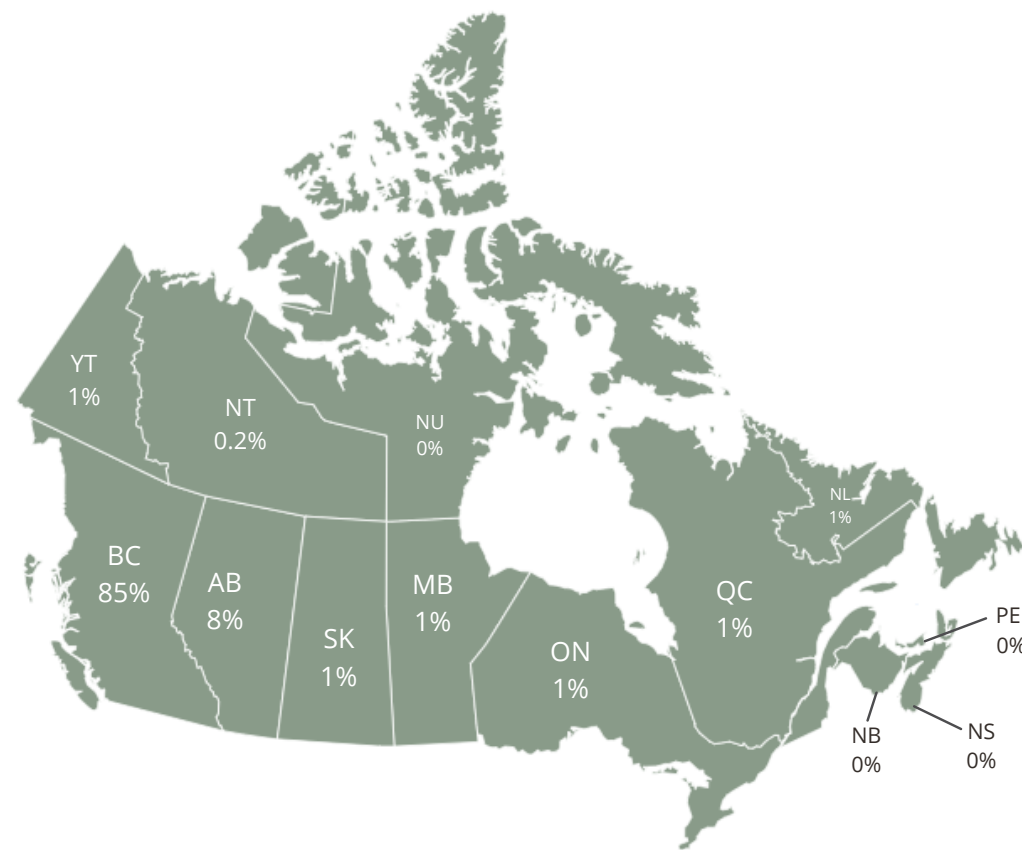
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

- In Q1 2019 the North West BC Area saw an average of **87,200** Domestic Visitors. In Q1 2020 the Area saw **87,100** Domestic Visitors and in Q1 2021 **73,500** Domestic Visitors. A **decrease** of **-16%** compared to 2019 and **-16%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

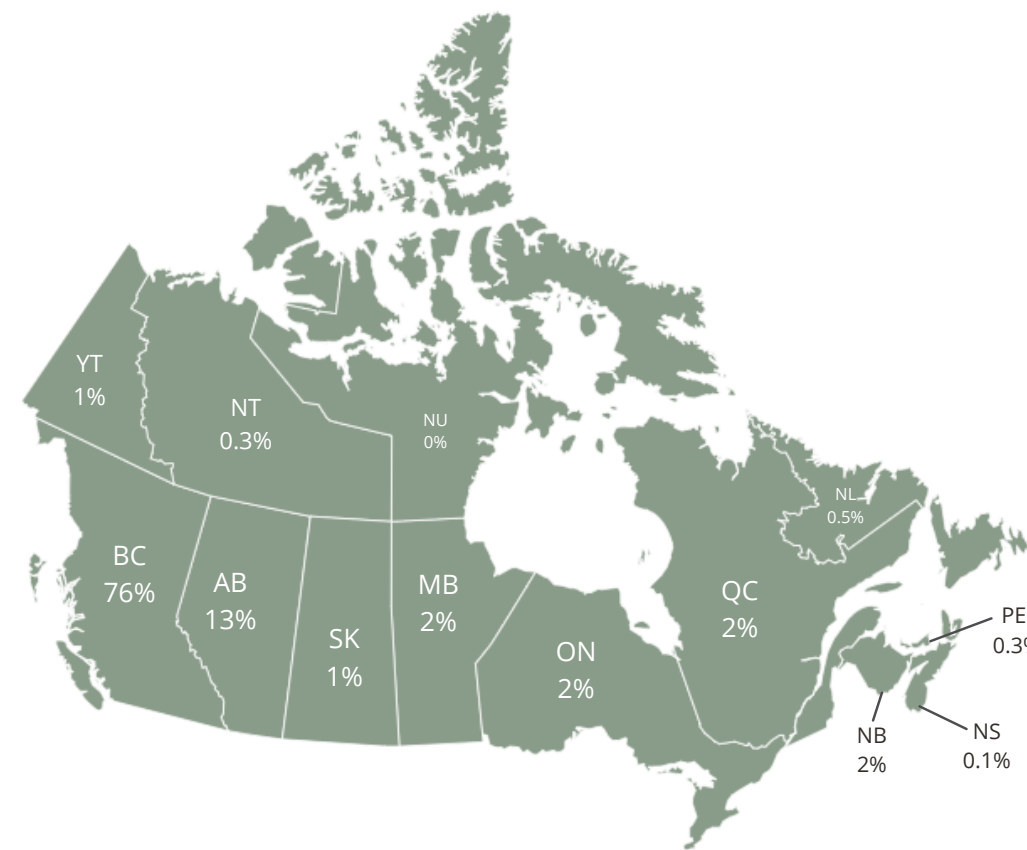
Q1 - 2019 Domestic Visitation

2019 Q1 Visitors
87,200



Q1 - 2020 Domestic Visitation

2020 Q1 Visitors
87,100

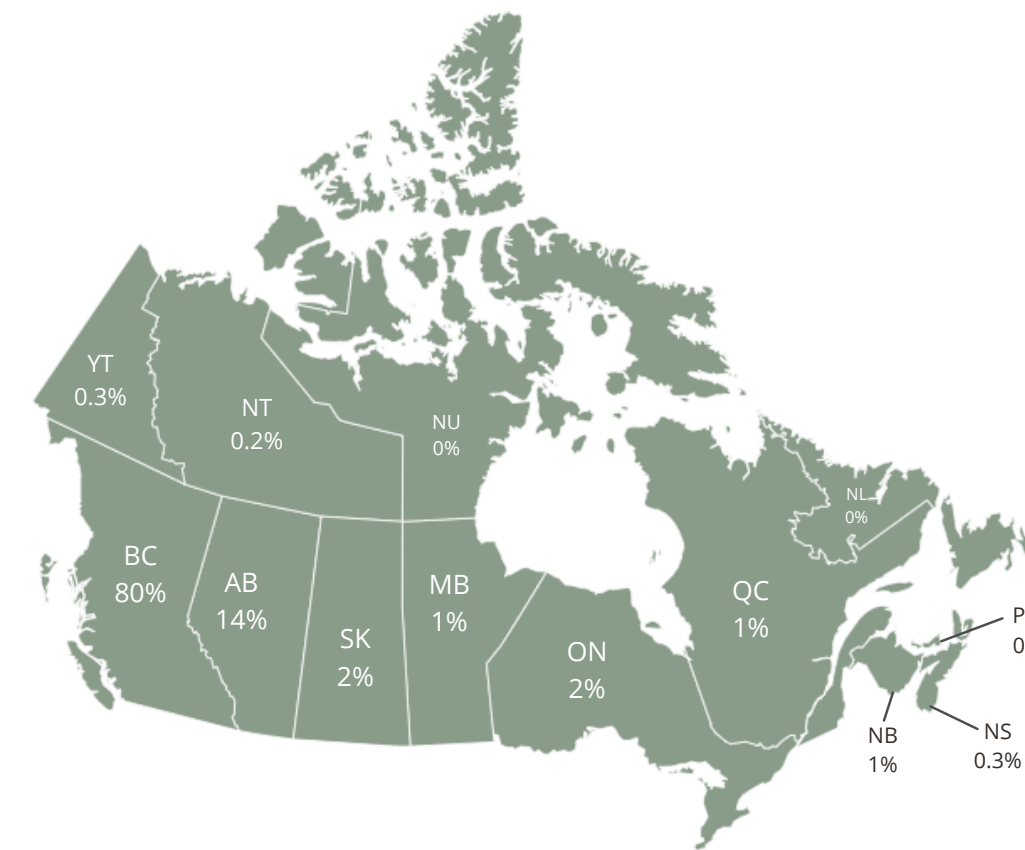


Q1 - 2021 Domestic Visitation

2021 Q1 Visitors
73,500

Decrease of **-16%**
2021 compared to
2020

Decrease of **-16%**
2021 compared to
2019



Q2 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH WEST BC



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

Overview

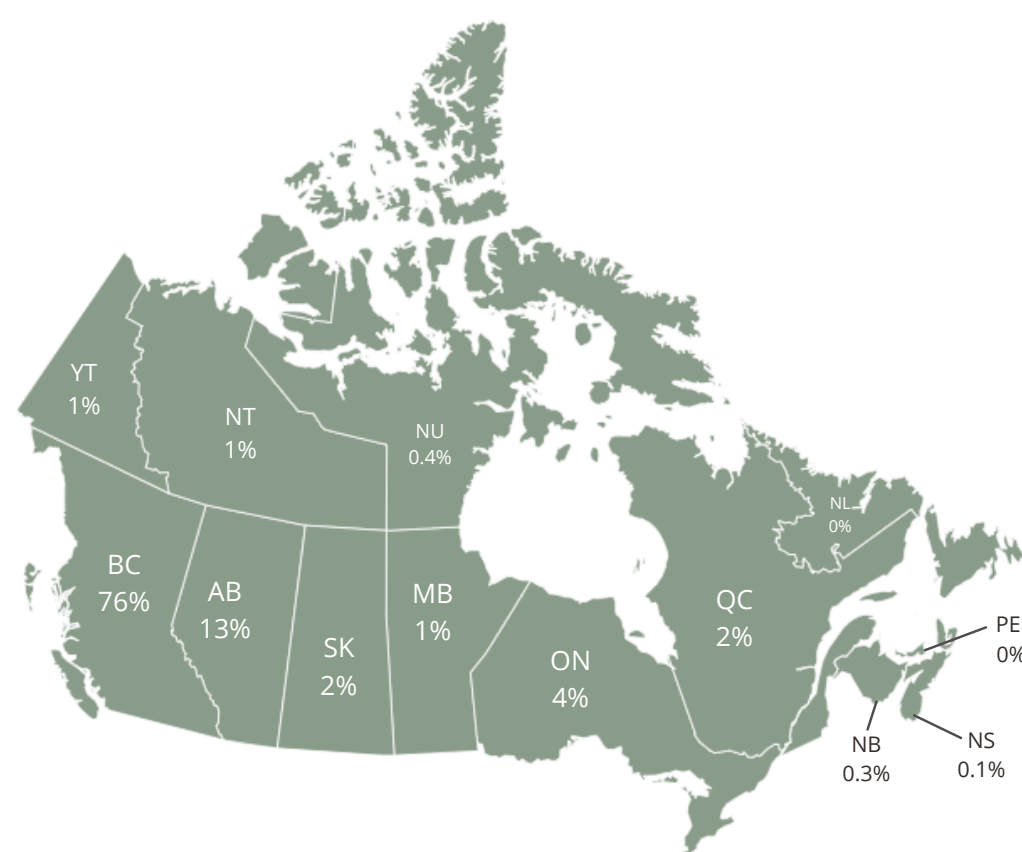
Q2 - 2019 Domestic Visitation

Q2 - 2020 Domestic Visitation

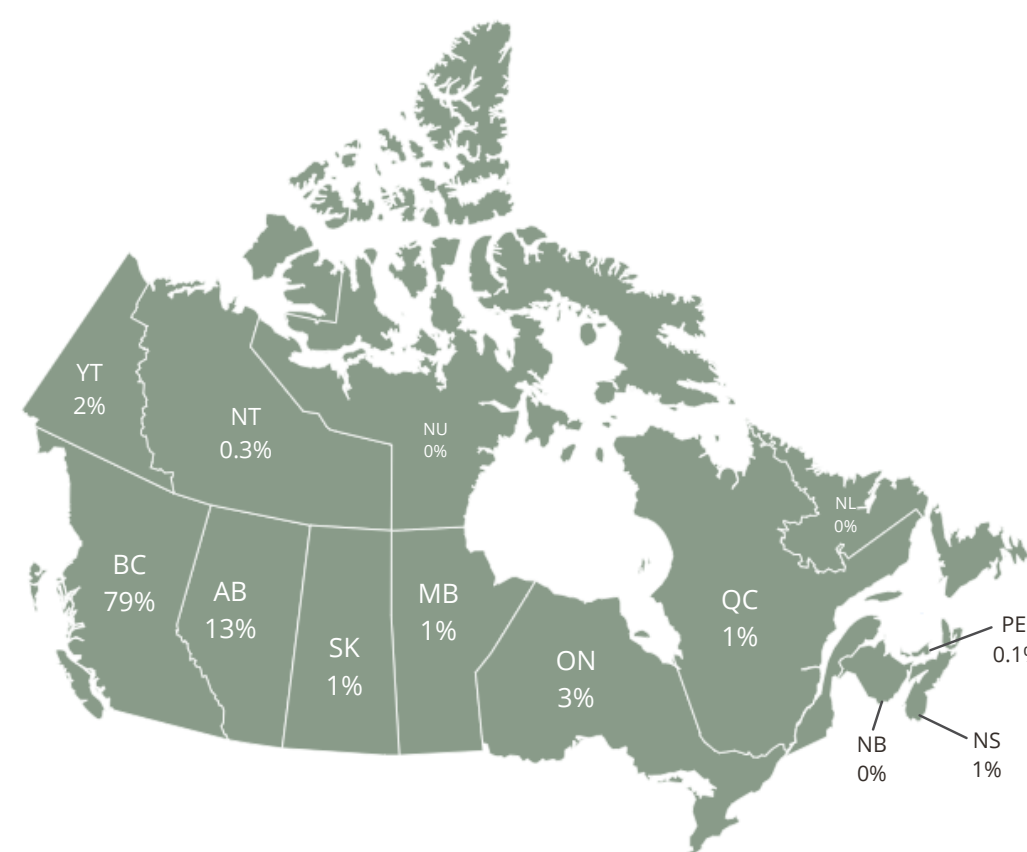
Q2 - 2021 Domestic Visitation

- In Q2 2019 the North West BC Area saw an average of **119,900** Domestic Visitors. In Q2 2020 the Area saw **88,900** Domestic Visitors and in Q2 2021 **101,400** Domestic Visitors. A **decrease** of **-15%** compared to 2019 and an increase of **14%** 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 Q2 Visitors
119,900



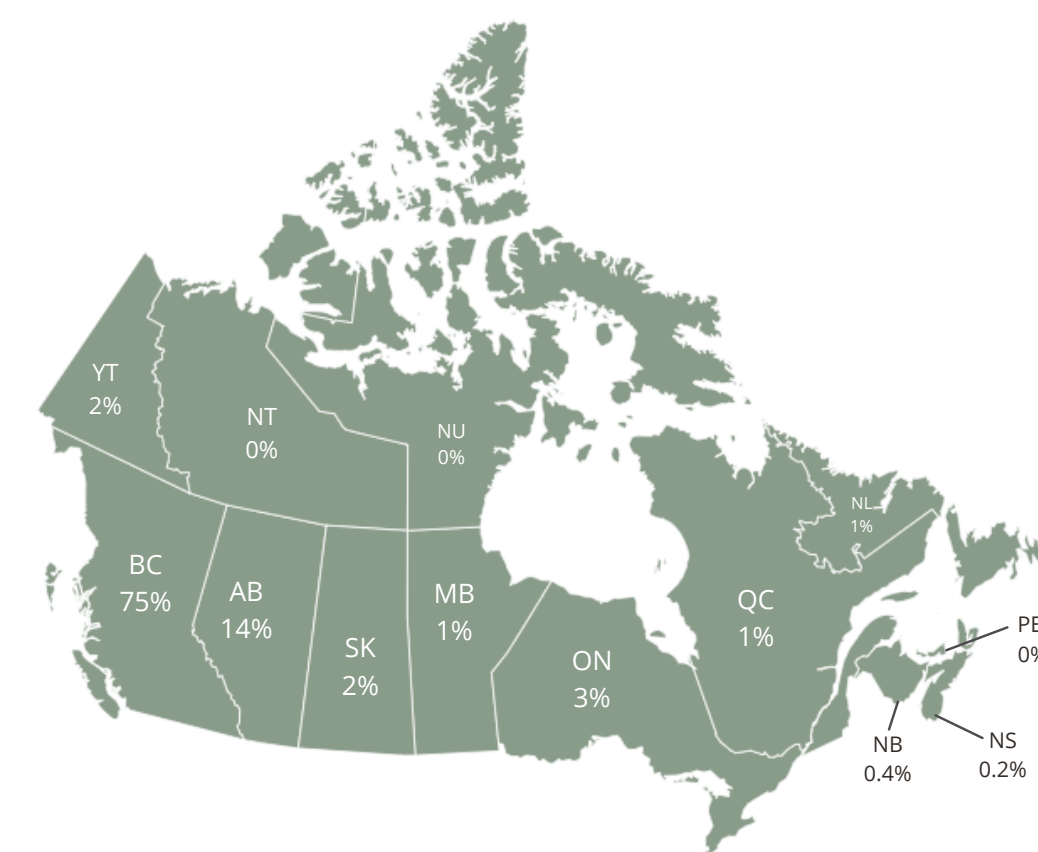
2020 Q2 Visitors
88,900



2021 Q2 Visitors
101,400

Increase of **14%**
2021 compared to
2020

Decrease of **-15%**
2021 compared to
2019



Q3 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH WEST BC



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

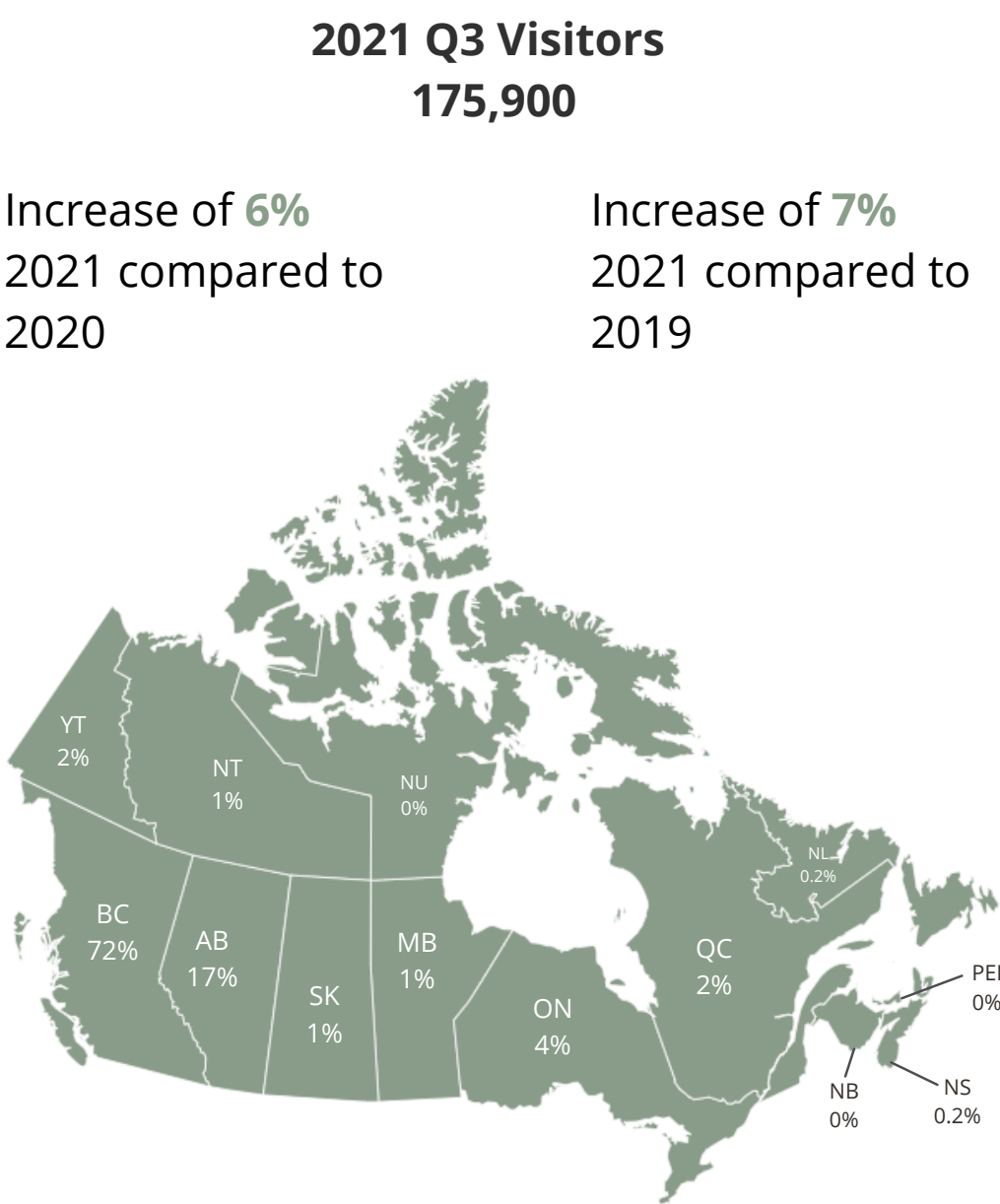
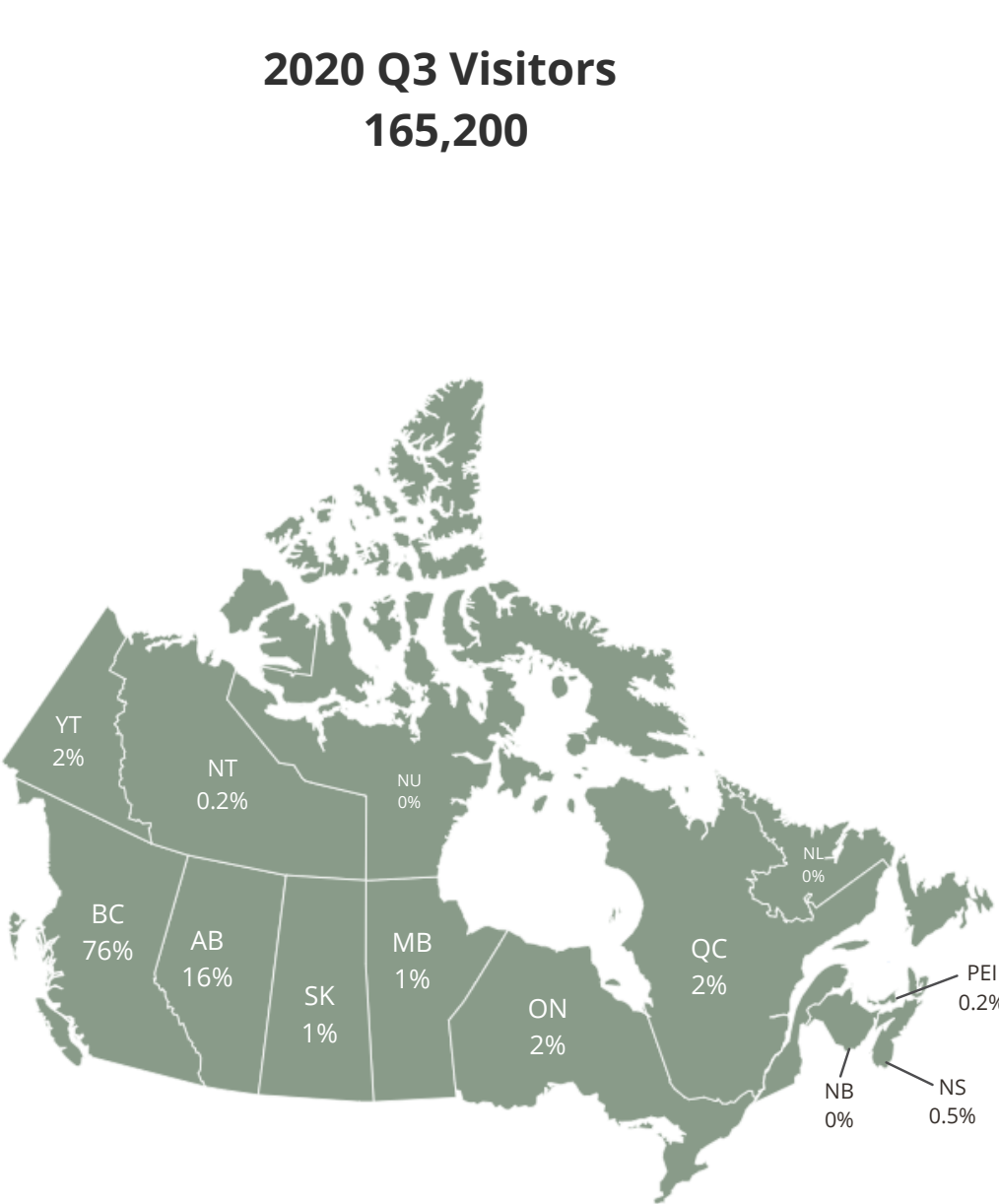
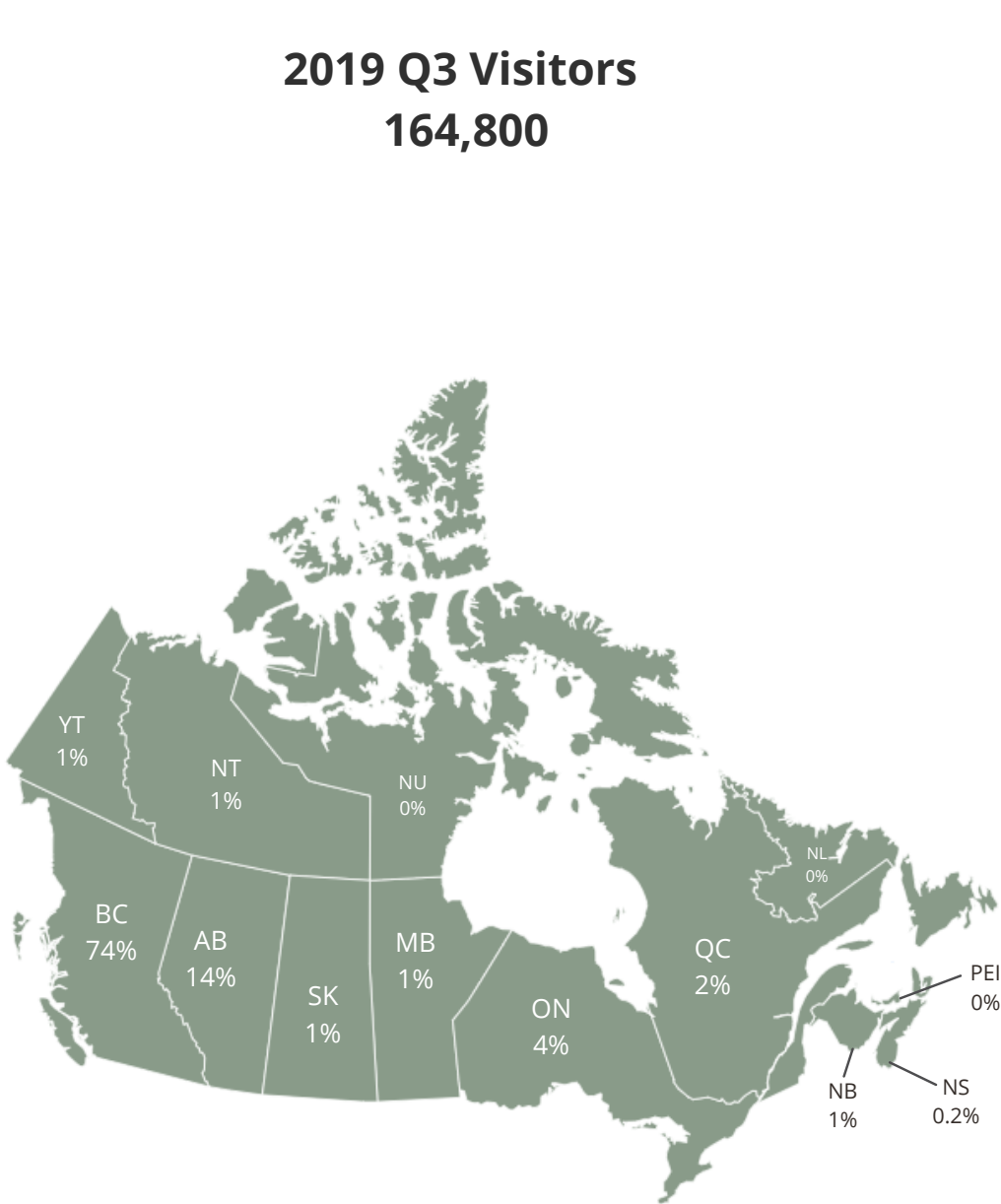
Overview

Q3 - 2019 Domestic Visitation

Q3 - 2020 Domestic Visitation

Q3 - 2021 Domestic Visitation

- In Q3 2019 the North West BC Area saw an average of **164,800** Domestic Visitors. In Q3 2020 the Area saw **165,200** Domestic Visitors and in Q3 2021 **132,500** Domestic Visitors. An **Increase** of **7%** 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.



*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 July 20, 2021 as a result of one of the worst wildfire seasons on record.

Q4 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

NORTH WEST BC



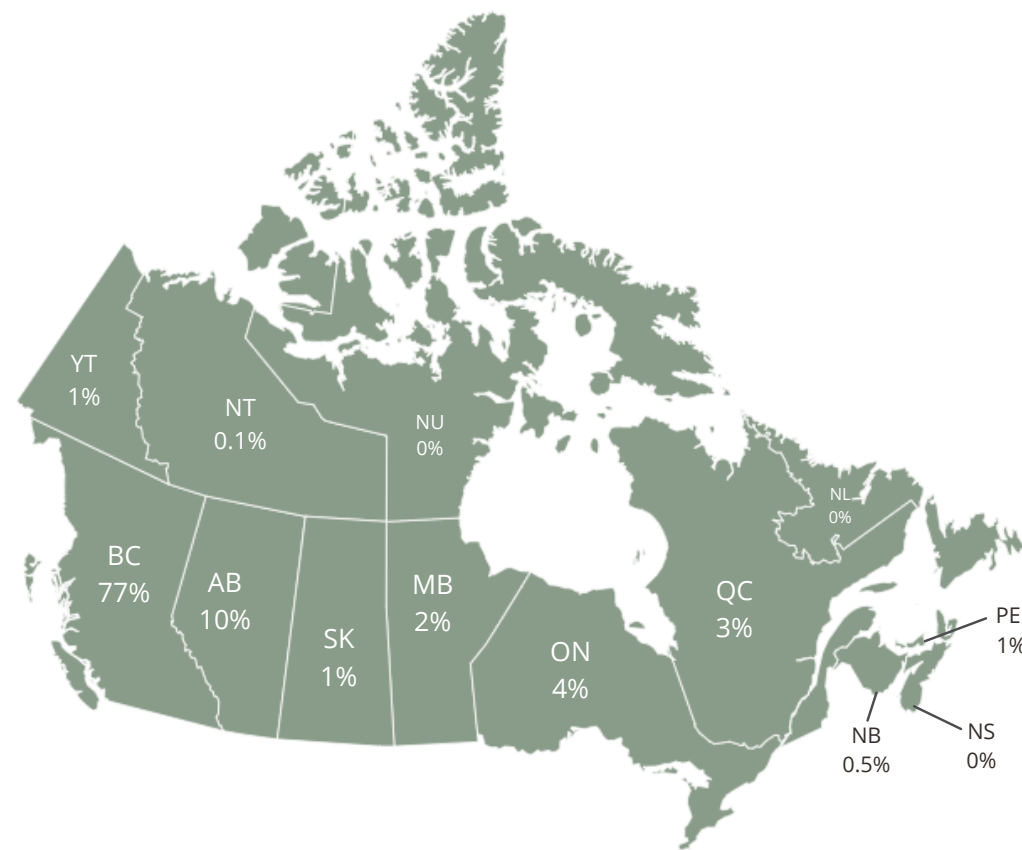
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Overview

- In Q4 2019 the North West BC Area saw an average of **109,800** Domestic Visitors. In Q4 2020 the Area saw **118,600** Domestic Visitors and in Q4 2021 **109,300** Domestic Visitors. A **decrease** of **-0.5%** compared to 2019 and **-8%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

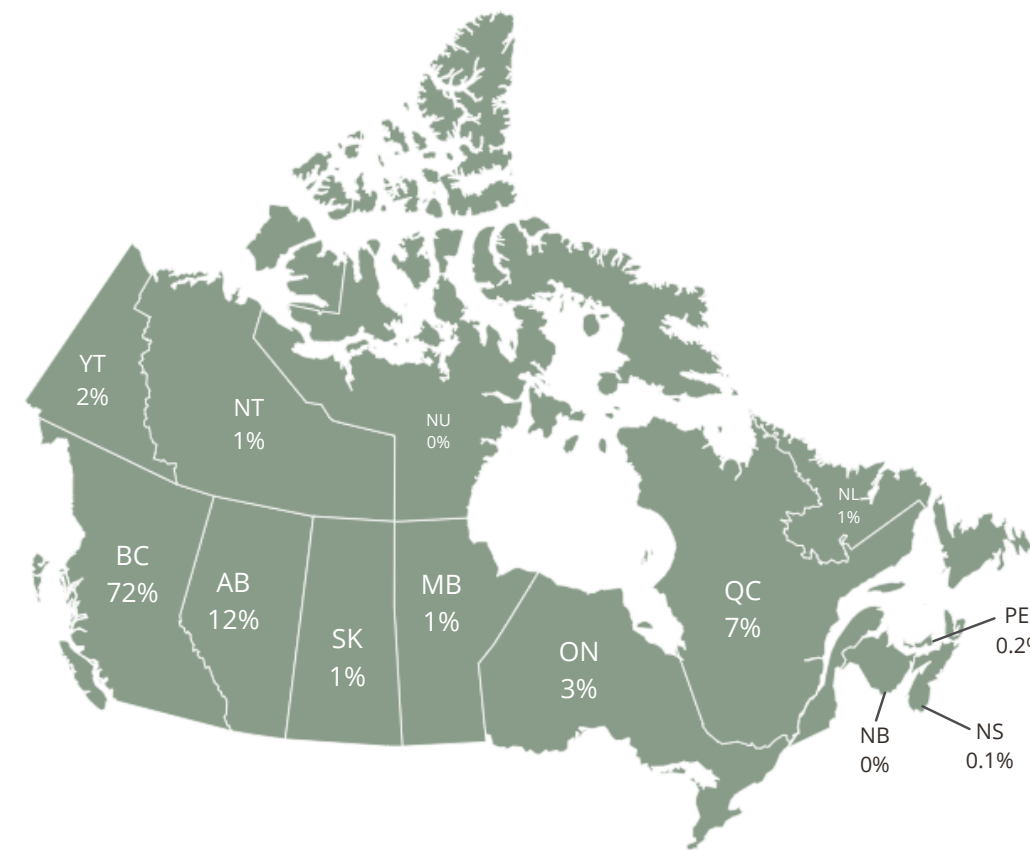
Q4 - 2019 Domestic Visitation

2019 Q4 Visitors
109,800



Q4 - 2020 Domestic Visitation

2020 Q4 Visitors
118,600



Q4 - 2021 Domestic Visitation

2021 Q4 Visitors
109,300

Decrease of **-8%**
2021 compared to
2020

Decrease of **-0.5%**
2021 compared to
2019



2019, 2020 & 2021: DOMESTIC VISITORS BY YEAR

NORTH WEST BC

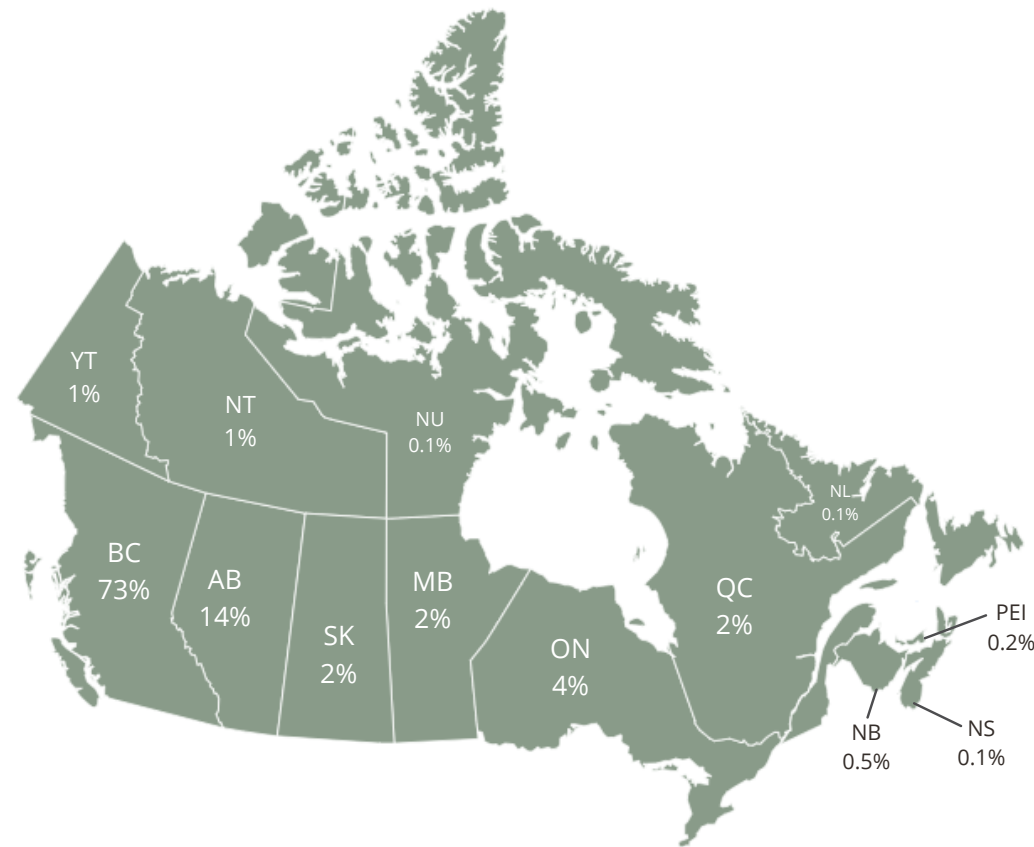


Overview

- In 2019 the North West BC Area saw an average of **352,000** Domestic Visitors. In 2020 the Area saw **342,100** Domestic Visitors and in 2021 **330,500** Domestic Visitors. A **decrease** of **-6%** compared to 2019 and **-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.

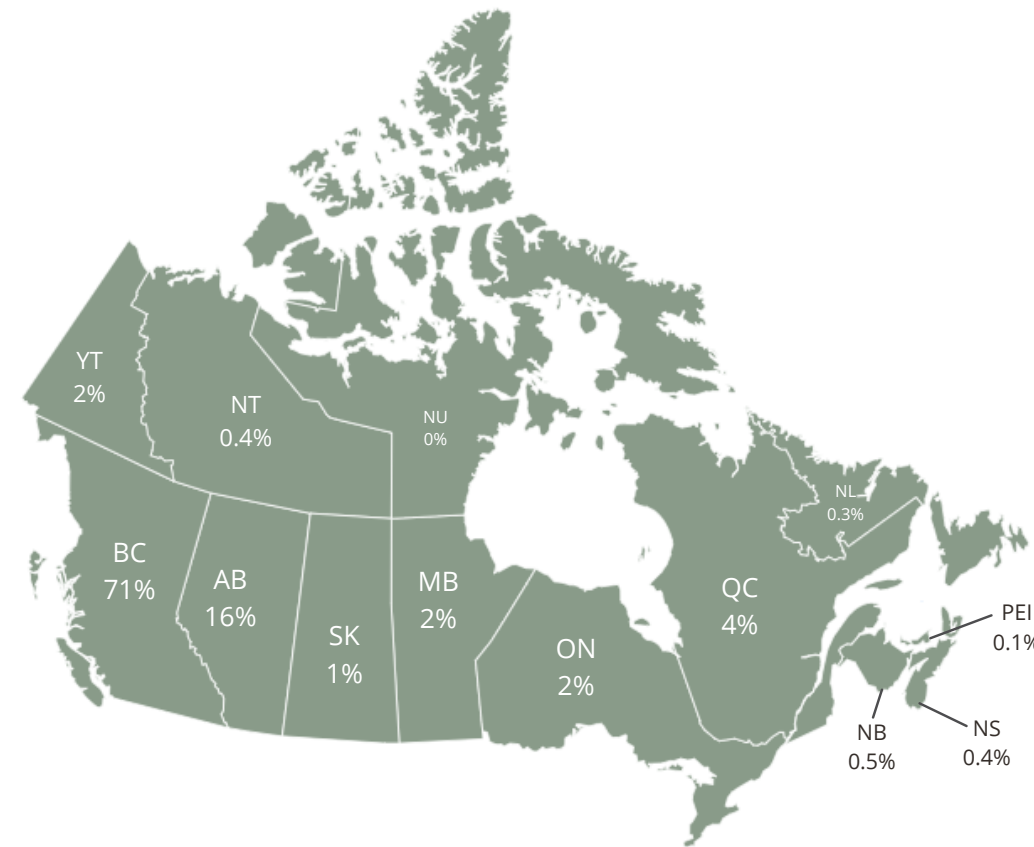
2019 Domestic Vistation

2019 Visitors
352,000



2020 Domestic Vistation

2020 Visitors
342,100

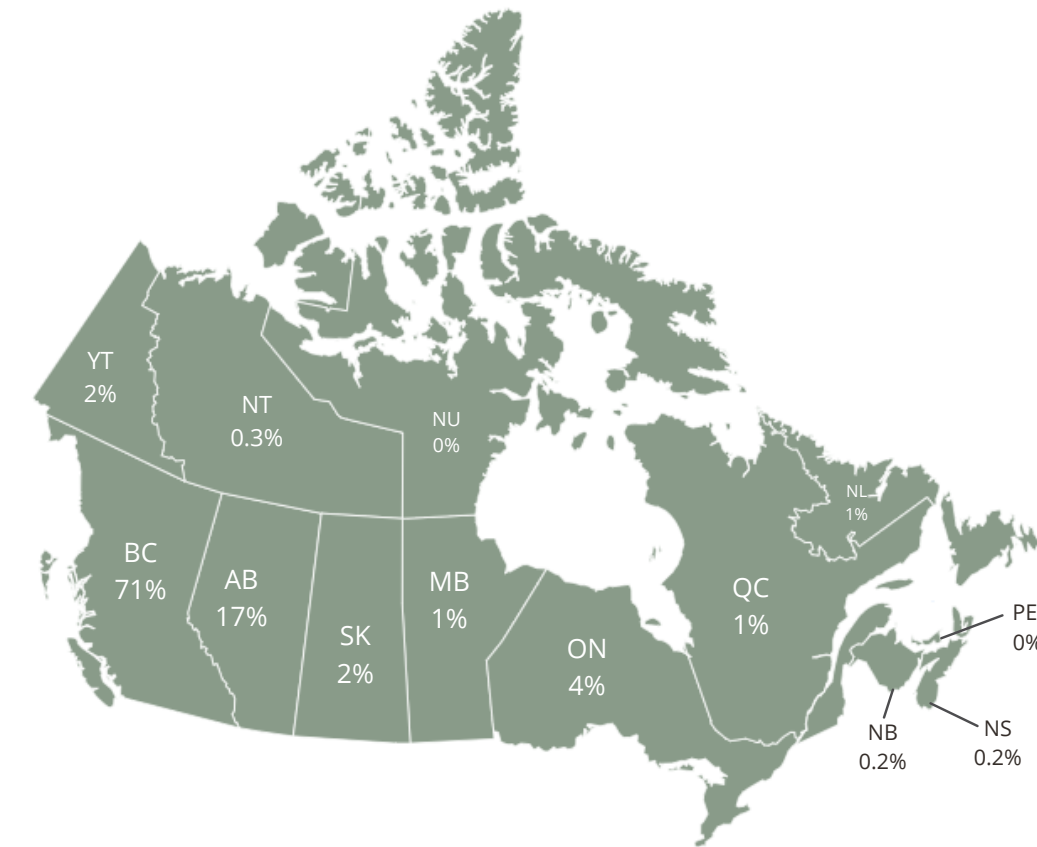


2021 Domestic Vistation

2021 Visitors
330,500

Decrease of **-3%**
2021 compared to
2020

Decrease of **-6%**
2021 compared to
2019



BRITISH COLUMBIA INSIGHTS

BC VISITS TO NORTH WEST BC BY QUARTER - Q1

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Prince George	7,700	Prince George	7,700	Prince George	6,900
Prince Rupert	4,700	Terrace	3,200	Prince Rupert	3,500
Terrace	3,900	Prince Rupert	2,800	Kitimat	2,700
Vancouver	3,500	Vancouver	2,500	Vancouver	2,400
Kitimat	3,000	Surrey	2,400	Terrace	2,100
Smithers	2,800	Smithers	2,400	Kamloops	1,800
Vanderhoof	2,500	Kitimat	2,100	Smithers	1,700
Surrey	1,900	Vanderhoof	2,100	Fort St. John	1,700
Bulkley-Nechako A	1,600	Kamloops	1,700	Vanderhoof	1,600
Kelowna	1,100	Bulkley-Nechako A	1,400	Dawson Creek	1,100

BC VISITS TO NORTH WEST BC BY QUARTER - Q1

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

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Prince George	7,700	Prince George	7,700	Prince George	6,900
Vancouver	3,500	Vancouver	2,500	Vancouver	2,400
Surrey	1,900	Surrey	2,400	Kamloops	1,800
Kelowna	1,100	Kamloops	1,700	Fort St. John	1,700
Kamloops	1,000	Kelowna	1,100	Dawson Creek	1,100
Burnaby	900	North Cowichan	1,100	Surrey	1,000
Langley	900	Burnaby	1,000	Kelowna	900
Nanaimo	900	Maple Ridge	800	Abbotsford	800
Abbotsford	800	Mackenzie	800	Burnaby	800
Mackenzie	800	Richmond	700	Mackenzie	700

BC VISITS TO NORTH WEST BC BY QUARTER - Q2

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Prince George	9,700	Prince George	11,800	Prince George	7,300
Terrace	4,600	Terrace	3,700	Prince Rupert	5,200
Kitimat	3,600	Prince Rupert	2,300	Terrace	3,300
Vancouver	3,500	Kitimat	2,200	Vancouver	3,200
Prince Rupert	3,100	Vancouver	2,200	Smithers	2,700
Surrey	2,800	Kamloops	1,900	Kamloops	2,400
Vanderhoof	2,800	Smithers	1,800	Kelowna	2,300
Kamloops	2,700	Kelowna	1,800	Kitimat	2,300
Smithers	2,500	Vanderhoof	1,600	Vanderhoof	2,300
Abbotsford	1,800	Surrey	1,400	Surrey	2,100

BC VISITS TO NORTH WEST BC BY QUARTER - Q2

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

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Prince George	9,700	Prince George	11,800	Prince George	7,300
Vancouver	2,500	Vancouver	2,200	Vancouver	3,200
Surrey	2,800	Kamloops	1,900	Kamloops	2,400
Kamloops	2,700	Kelowna	1,800	Kelowna	2,300
Abbotsford	1,800	Surrey	1,400	Surrey	2,100
Kelowna	1,600	Langford	1,200	Campbell River	1,100
Nanaimo	1,200	Burnaby	900	Mackenzie	1,000
Saanich	1,100	Saanich	700	Burnaby	900
Burnaby	1,000	Abbotsford	700	Chilliwack	900
Langley	900	Richmond	600	Abbotsford	900

BC VISITS TO NORTH WEST BC BY QUARTER - Q3

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Prince George	15,000	Prince George	16,700	Prince George	23,200
Vancouver	6,200	Vancouver	6,300	Prince Rupert	5,900
Surrey	4,800	Surrey	4,500	Vancouver	5,600
Kitimat	4,400	Kamloops	3,800	Terrace	4,600
Terrace	3,800	Kitimat	3,600	Surrey	4,000
Smithers	3,500	Prince Rupert	3,400	Vanderhoof	3,500
Abbotsford	3,300	Abbotsford	3,300	Smithers	3,500
Prince Rupert	3,100	Smithers	2,900	Kamloops	3,000
Vanderhoof	3,100	Terrace	2,900	Bulkley-Nechako A	2,200
Kamloops	3,000	Vanderhoof	2,800	Chilliwack	2,100

BC VISITS TO NORTH WEST BC BY QUARTER - Q3

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

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Prince George	15,000	Prince George	16,700	Prince George	23,200
Vancouver	6,200	Vancouver	6,300	Vancouver	5,600
Surrey	4,800	Surrey	4,500	Surrey	4,000
Abbotsford	3,300	Kamloops	3,800	Kamloops	3,000
Kamloops	3,000	Abbotsford	3,300	Chilliwack	2,100
Kelowna	2,200	Kelowna	2,600	Nanaimo	2,100
Burnaby	2,100	Burnaby	2,000	Kelowna	2,100
Richmond	2,000	Langford	1,700	Saanich	1,800
Saanich	1,700	Chilliwack	1,600	Abbotsford	1,500
Chilliwack	1,600	Saanich	1,500	Burnaby	1,400

BC VISITS TO NORTH WEST BC BY QUARTER - Q4

NUMBER OF VISITORS TO NORTH WEST 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	9,500	Prince George	10,700
Kitimat	4,600	Prince Rupert	6,100	Prince Rupert	4,300
Terrace	3,600	Kitimat	3,500	Terrace	3,500
Kamloops	3,200	Terrace	3,400	Vancouver	3,400
Smithers	2,800	Kamloops	2,900	Surrey	2,800
Vanderhoof	2,600	Vancouver	2,700	Smithers	2,700
Vancouver	2,300	Smithers	2,500	Vanderhoof	2,100
Prince Rupert	2,000	Surrey	2,300	Bulkley-Nechako A	2,000
Bulkley-Nechako A	1,800	Abbotsford	2,100	Kitimat	1,500
Kelowna	1,800	Vanderhoof	2,100	Burnaby	1,500

BC VISITS TO NORTH WEST BC BY QUARTER - Q4

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

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Prince George	9,100	Prince George	9,500	Prince George	10,700
Kamloops	3,200	Kamloops	2,900	Vancouver	3,400
Vancouver	2,300	Vancouver	2,700	Surrey	2,800
Kelowna	1,800	Surrey	2,300	Burnaby	1,500
Surrey	1,700	Abbotsford	2,100	Kelowna	1,400
Abbotsford	1,500	Kelowna	1,600	Squamish	1,200
Mackenzie	1,000	Chilliwack	1,300	Kamloops	1,200
Victoria	900	Burnaby	900	Richmond	1,000
Saanich	900	Mackenzie	900	Langley	900
Nanaimo	800	Mission	800	Saanich	900

BC VISITS TO NORTH WEST BC BY YEAR

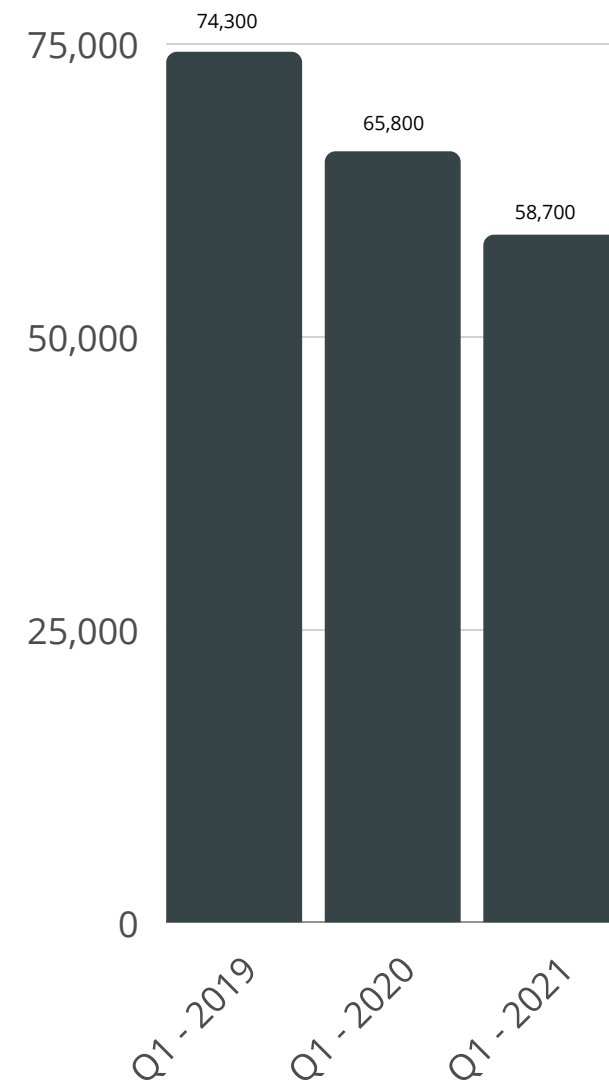
NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Prince George	29,200	Prince George	29,900	Prince George	34,700
Vancouver	12,700	Vancouver	10,600	Vancouver	11,700
Surrey	8,800	Prince Rupert	9,400	Prince Rupert	9,700
Prince Rupert	8,500	Surrey	9,300	Surrey	8,100
Kamloops	7,800	Terrace	7,700	Terrace	6,600
Terrace	7,800	Kamloops	7,500	Smithers	5,600
Kitimat	6,700	Kitimat	5,900	Vanderhoof	5,400
Abbotsford	6,500	Abbotsford	5,900	Kamloops	5,300
Smithers	5,900	Kelowna	5,500	Kitimat	4,600
Vanderhoof	5,900	Smithers	5,400	Kelowna	4,400

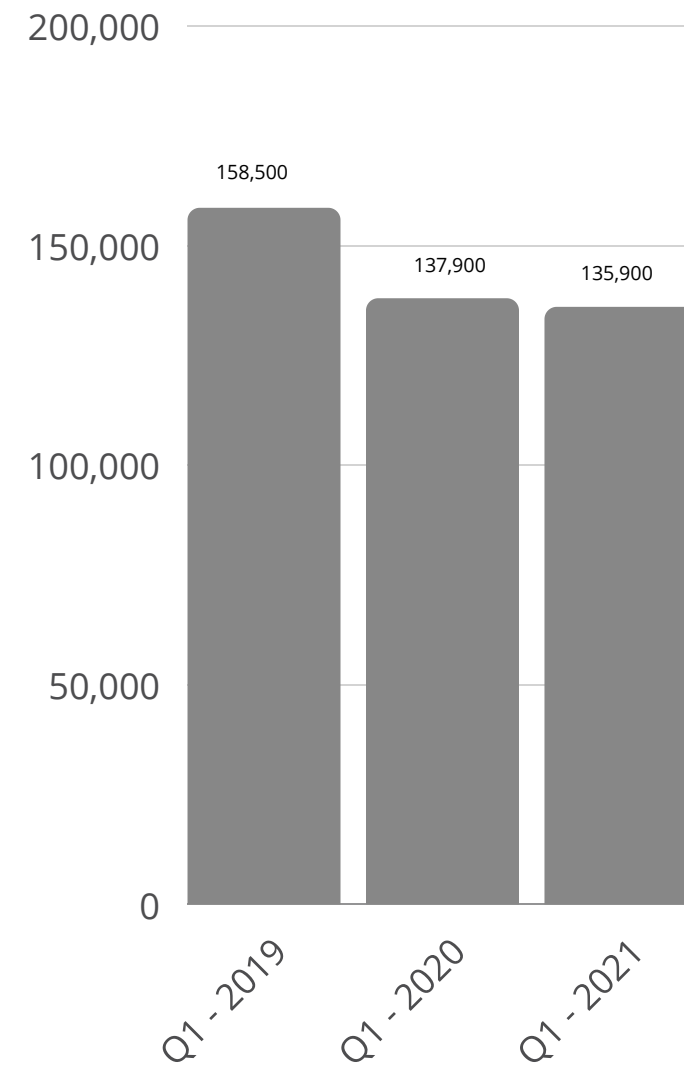
NORTH WEST BC VISITATION - Q1

BC RESIDENTS TRAVELLING TO NORTH WEST BC

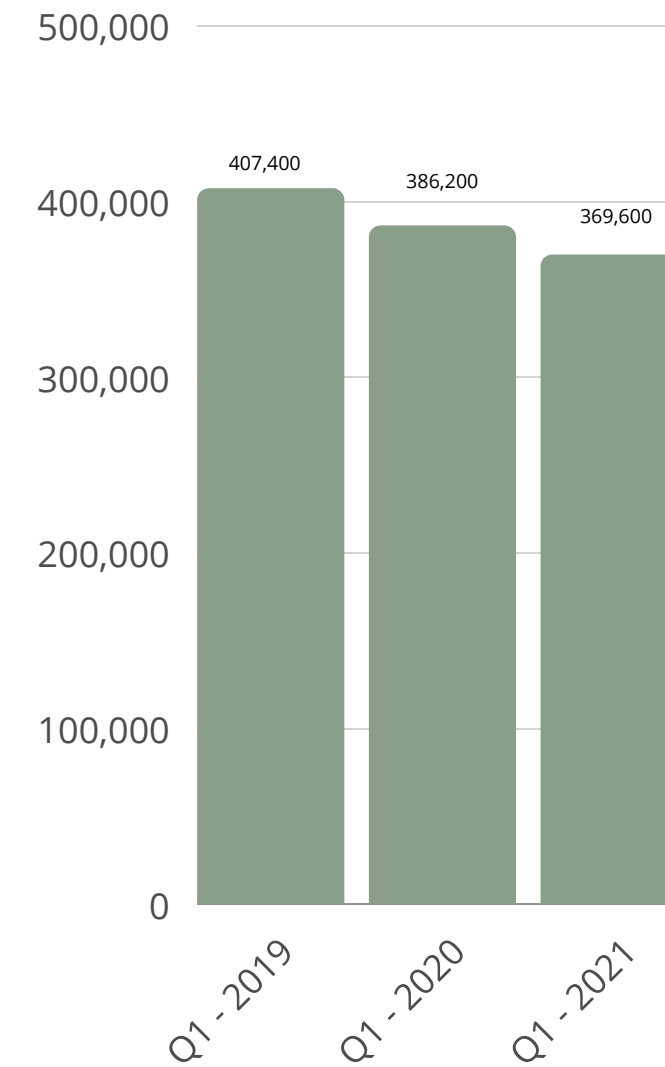
Number of Visitors to North West BC
from BC in Q1



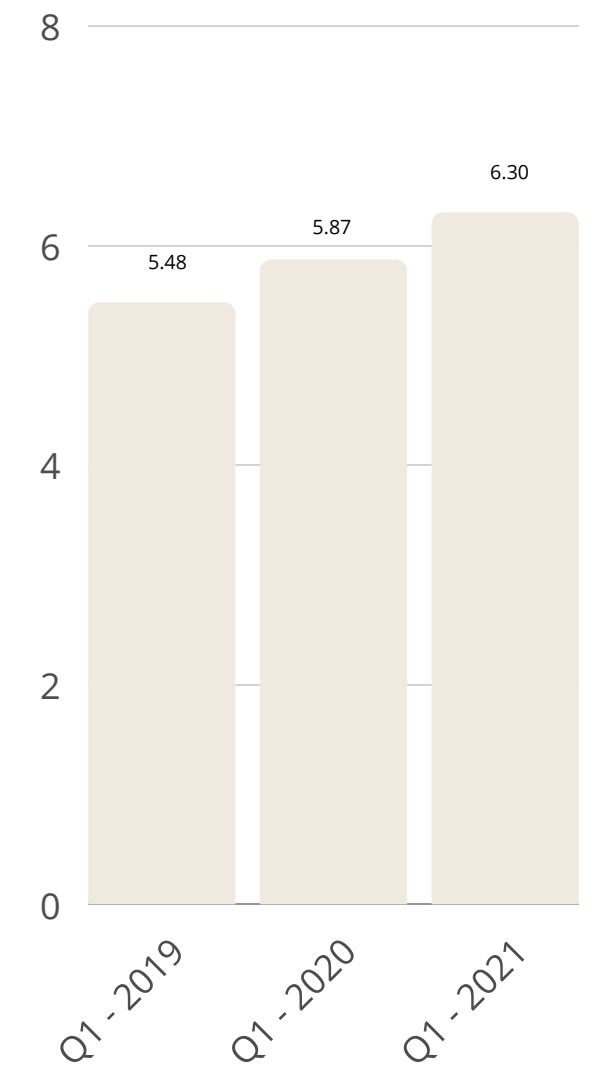
Number of Trips to North West BC
from BC in Q1



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



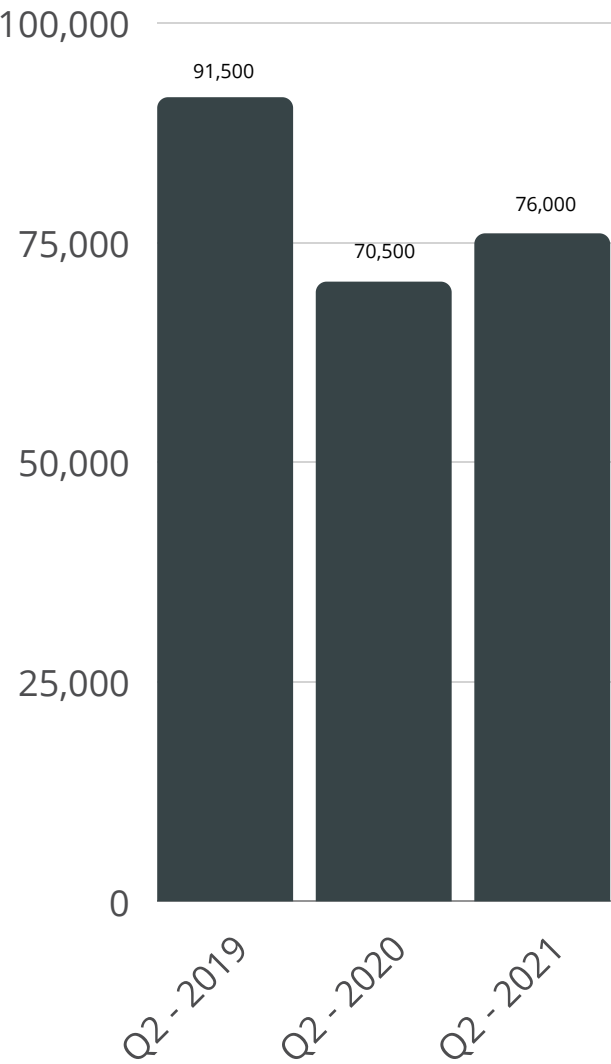
Avg. Length of Stay to North West BC
from BC in Q1



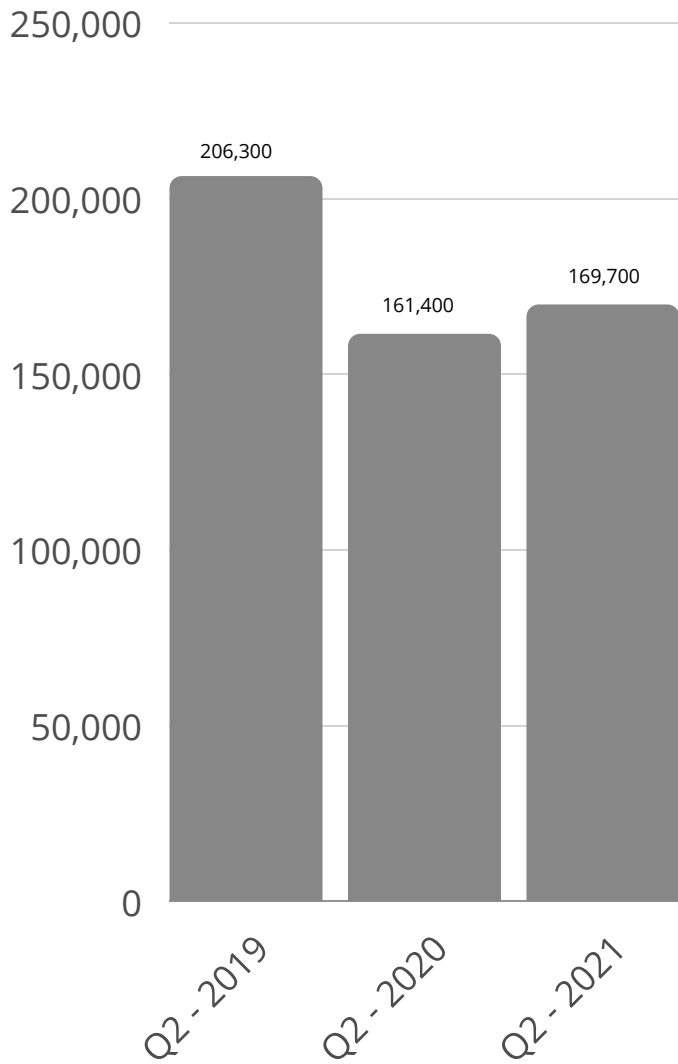
NORTH WEST BC VISITATION - Q2

BC RESIDENTS TRAVELLING TO NORTH WEST BC

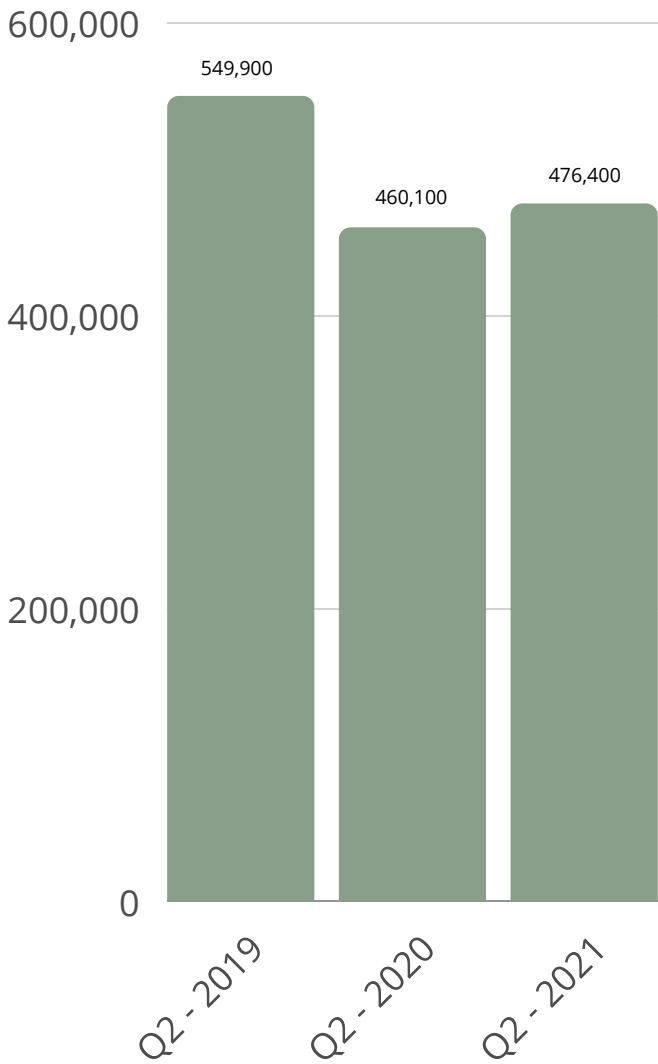
Number of Visitors to North West BC
from BC in Q2



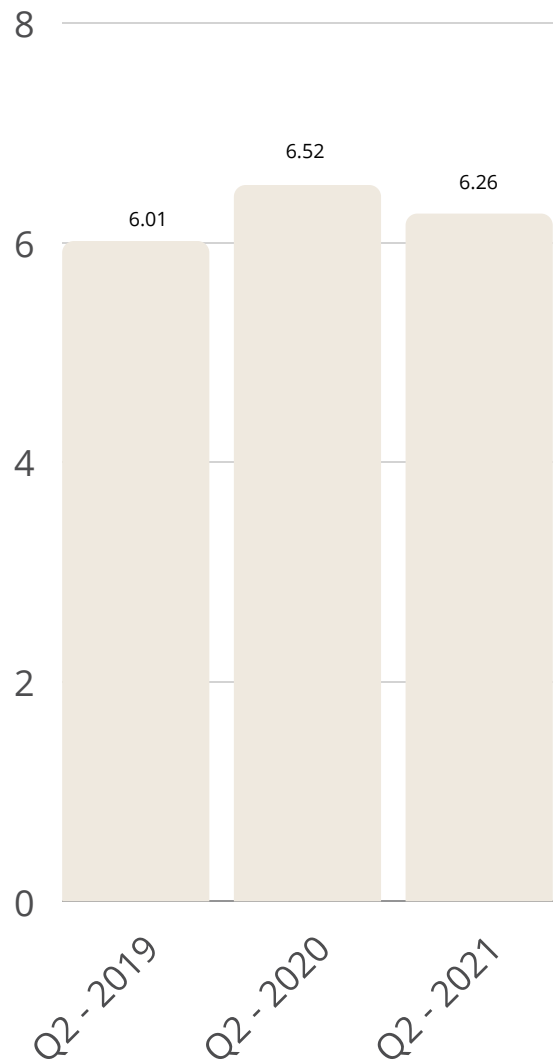
Number of Trips to North West BC
from BC in Q2



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



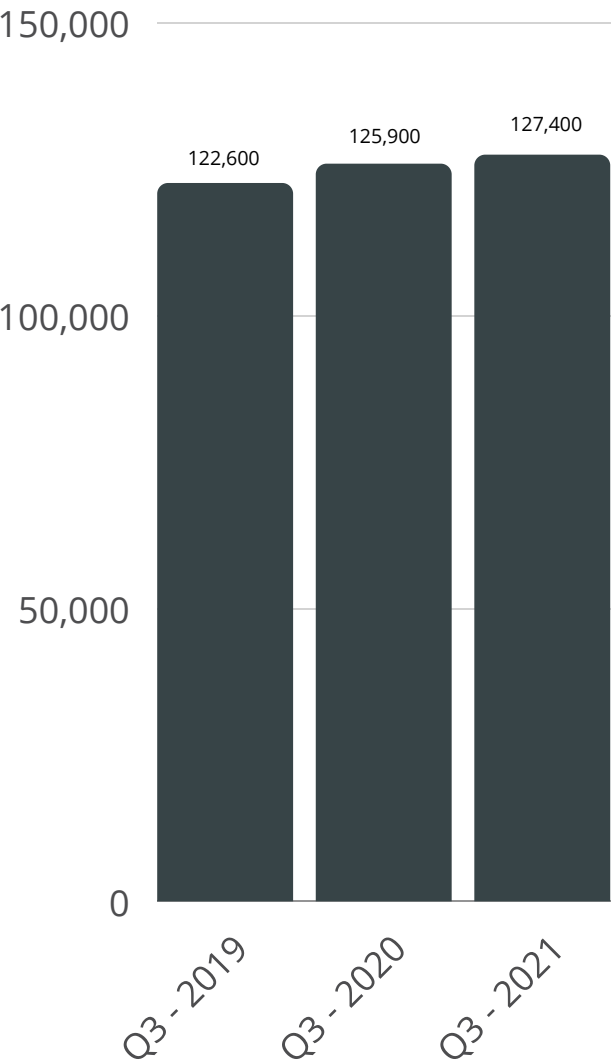
Avg. Length of Stay to North West BC
from BC in Q2



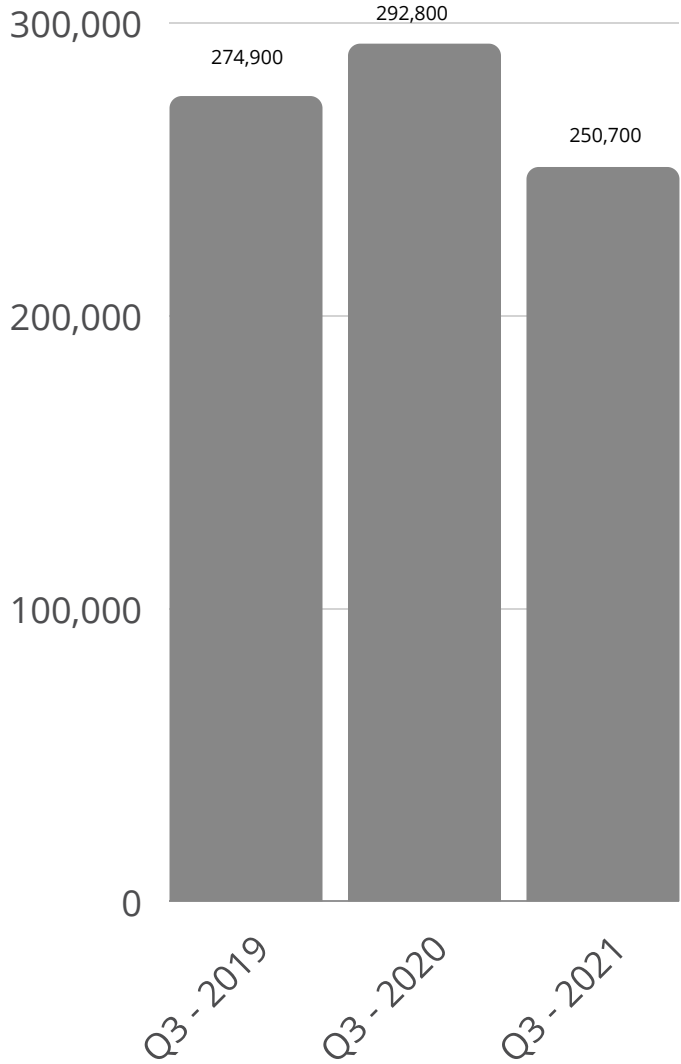
NORTH WEST BC VISITATION - Q3

BC RESIDENTS TRAVELLING TO NORTH WEST BC

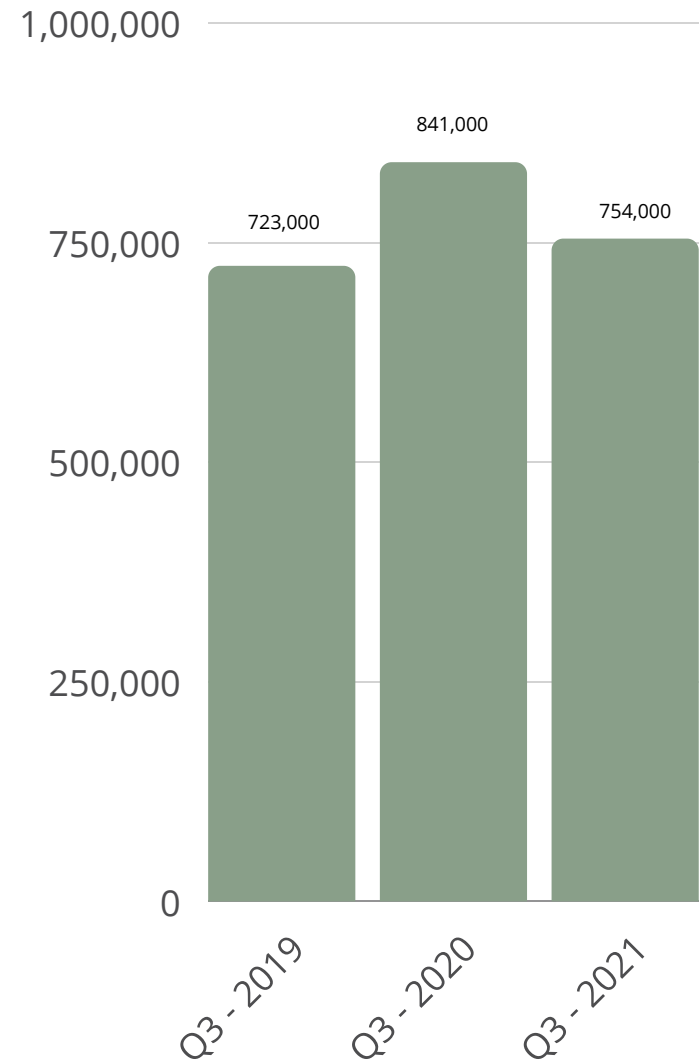
Number of Visitors to North West BC
from BC in Q3



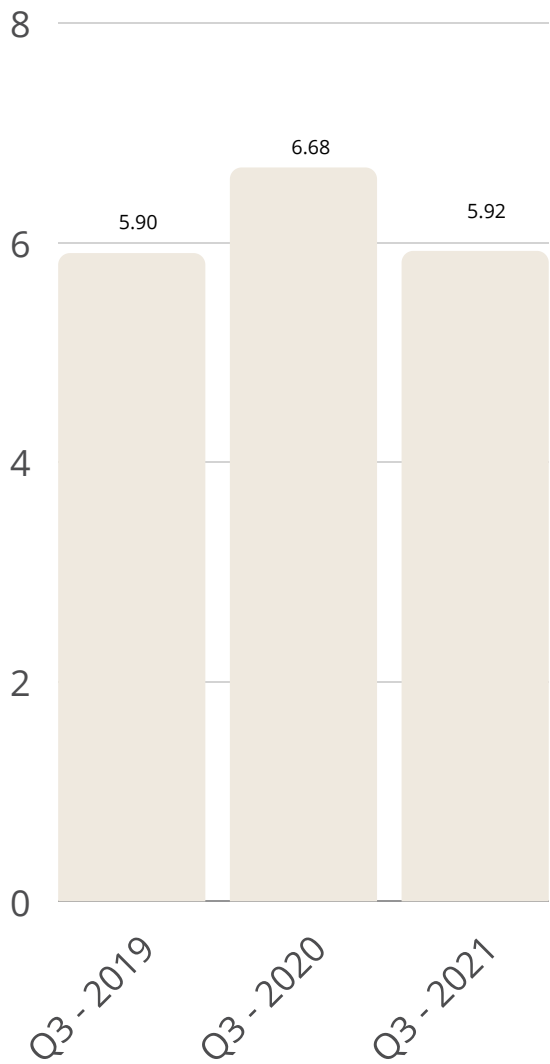
Number of Trips to North West BC
from BC in Q3



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



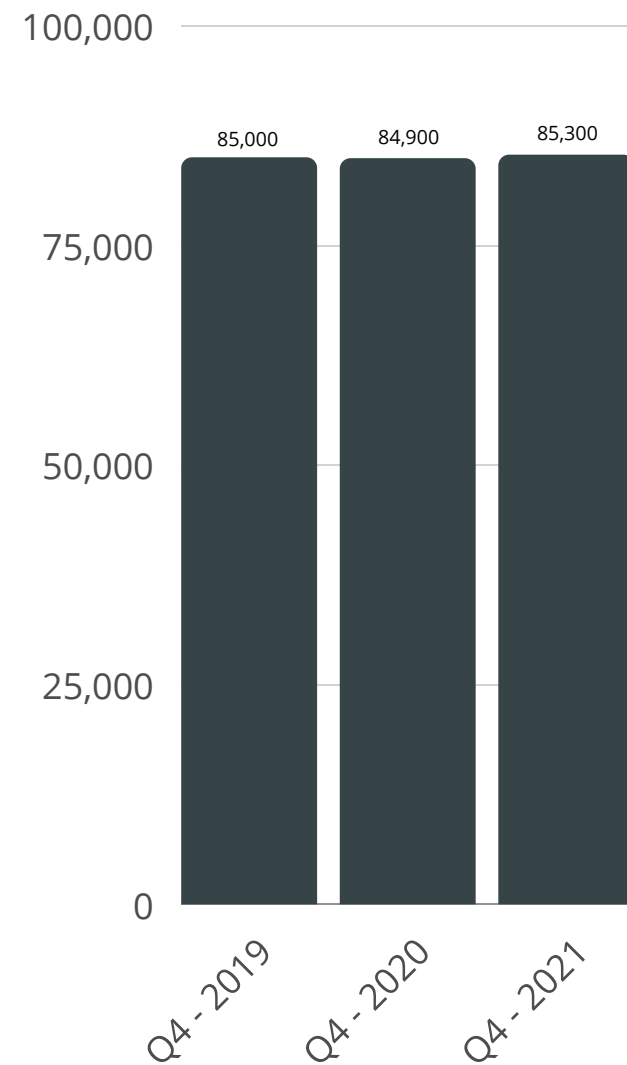
Avg. Length of Stay to North West BC
from BC in Q3



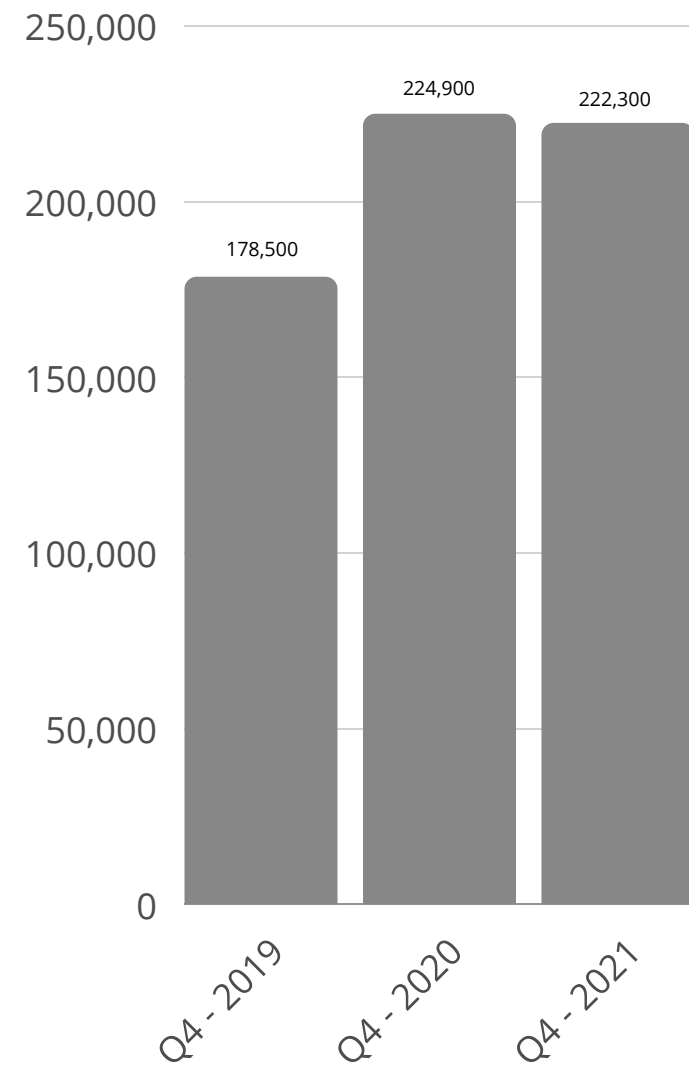
NORTH WEST BC VISITATION - Q4

BC RESIDENTS TRAVELLING TO NORTH WEST BC

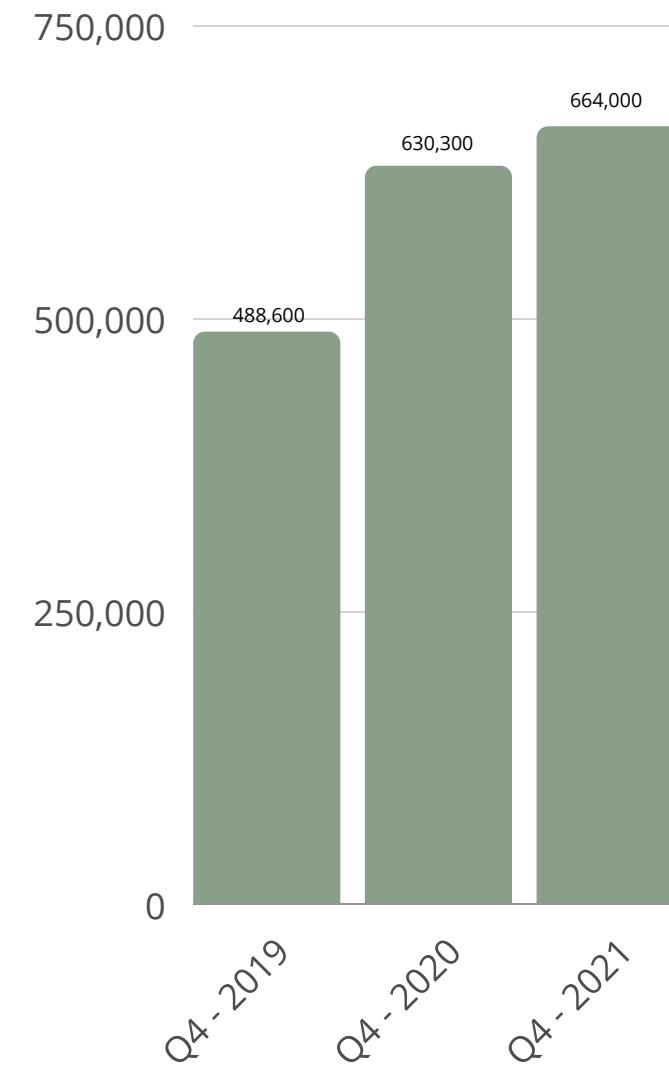
Number of Visitors to North West BC
from BC in Q4



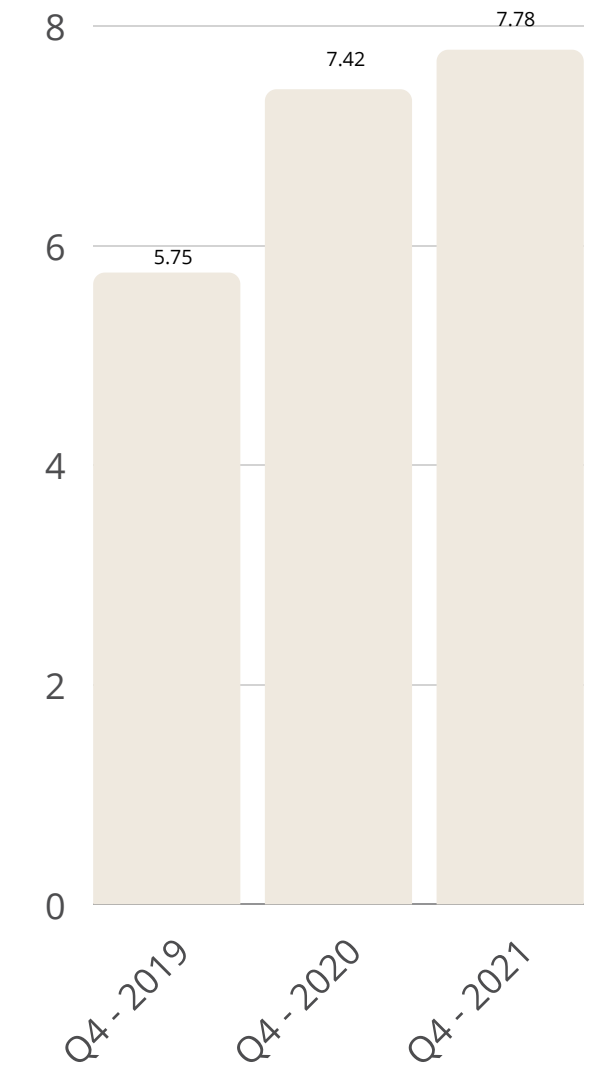
Number of Trips to North West BC
from BC in Q4



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



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



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

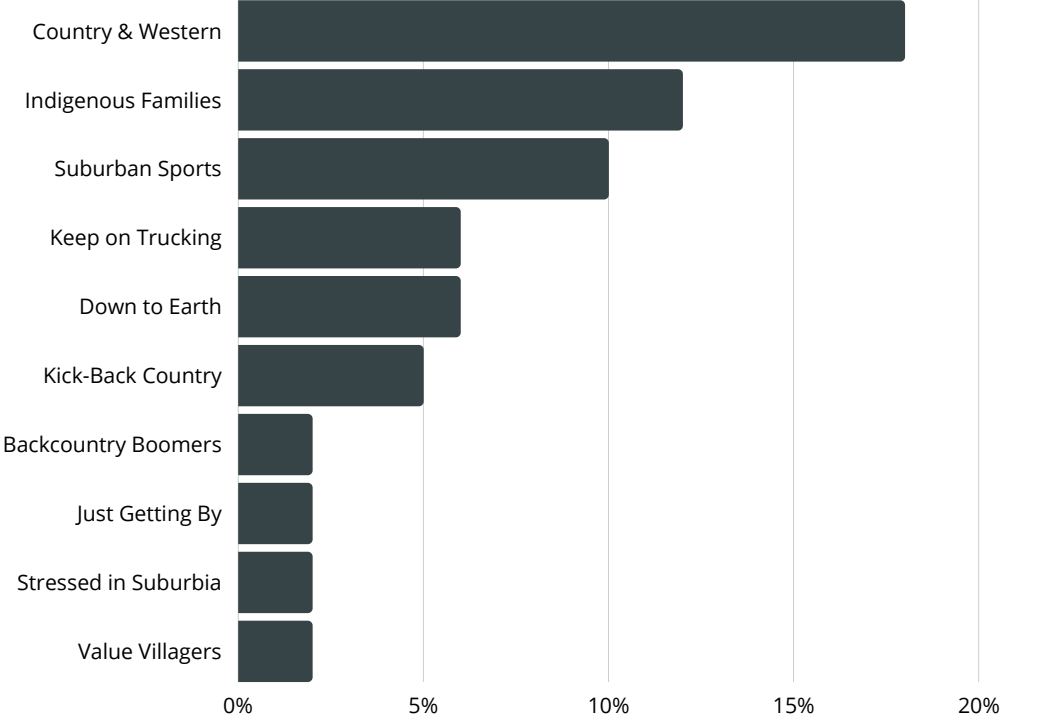
NORTH WEST BC

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

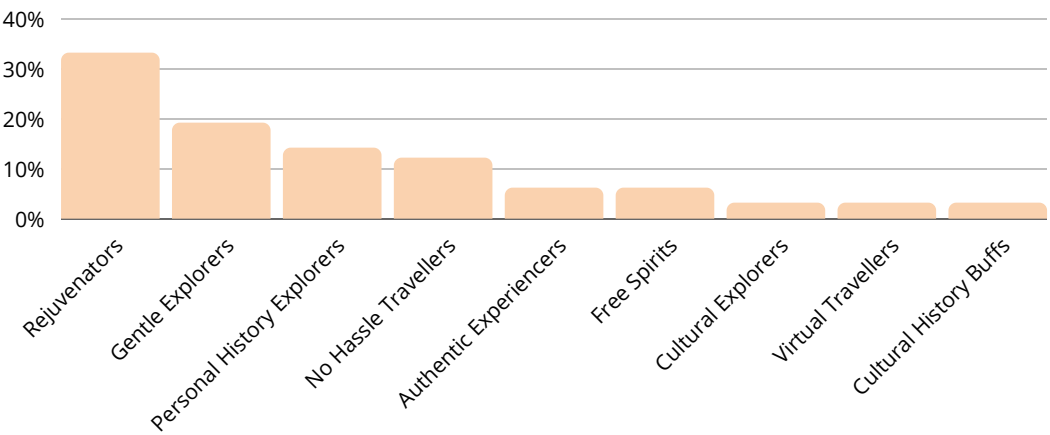
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Indigenous Families and Suburban Sports were the top visiting PRIZM Segments from BC, travelling to North West BC during Q1 2019, 2020 and 2021.
- Rejuvenators, Gentle Explorers and Personal History Explorers were the top three EQ Traveller Types during Q1 2019, 2020 and 2021.

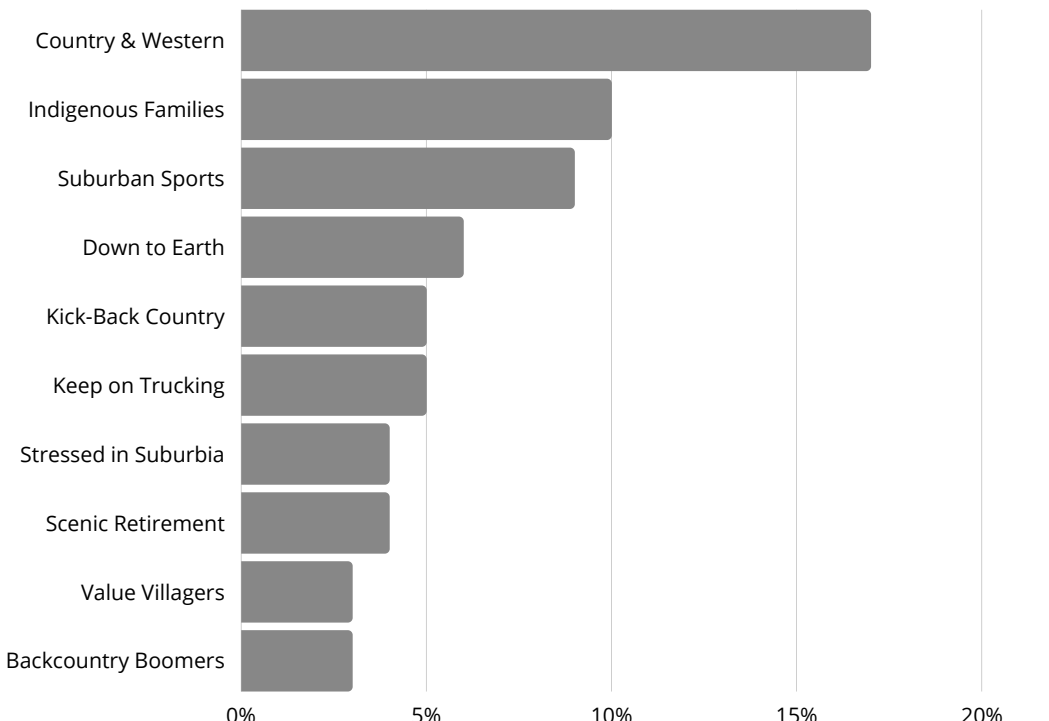
Q1 - 2019



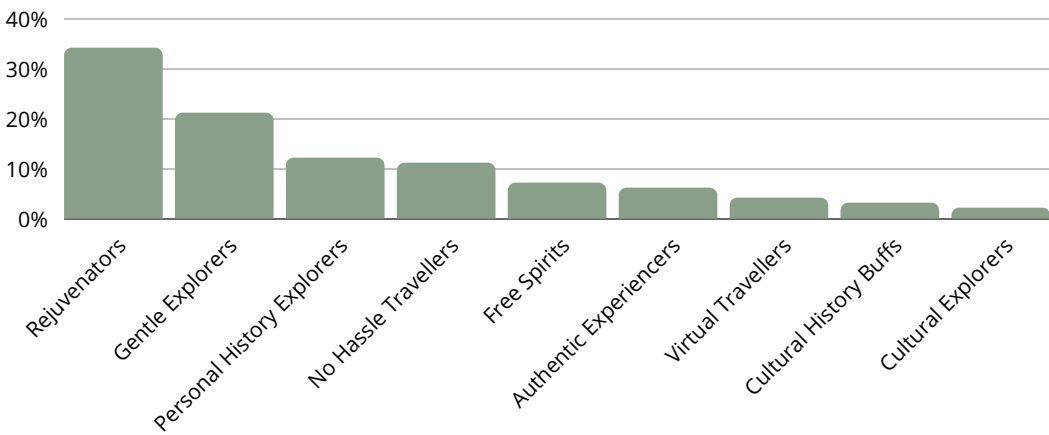
Q1 2019 Visits by EQ Type



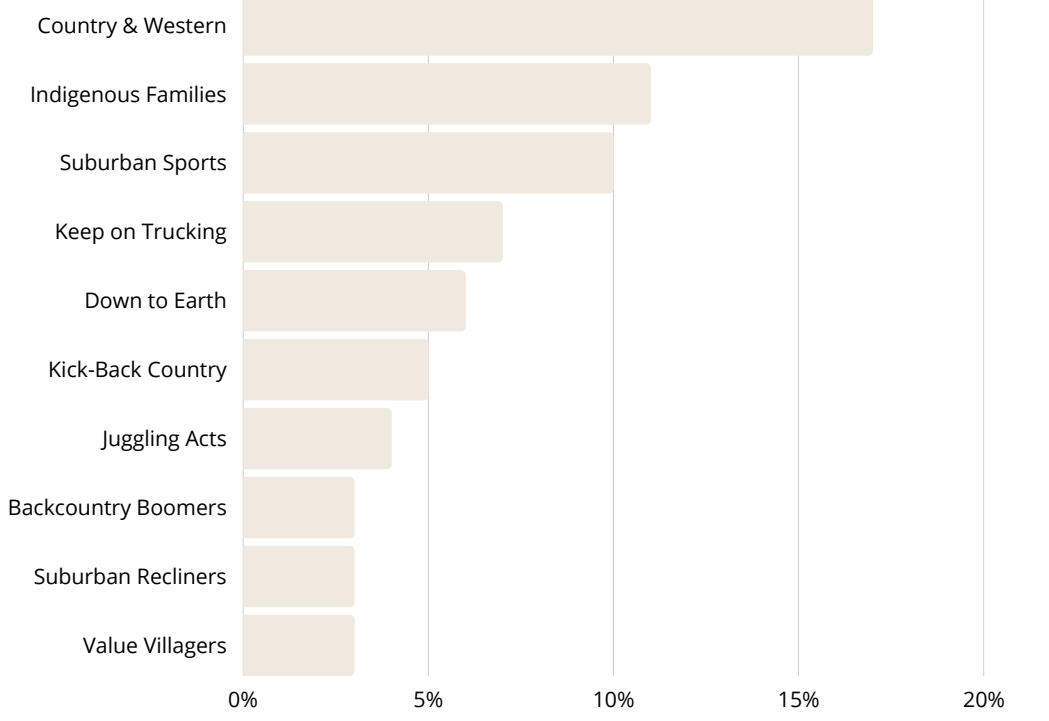
Q1 - 2020



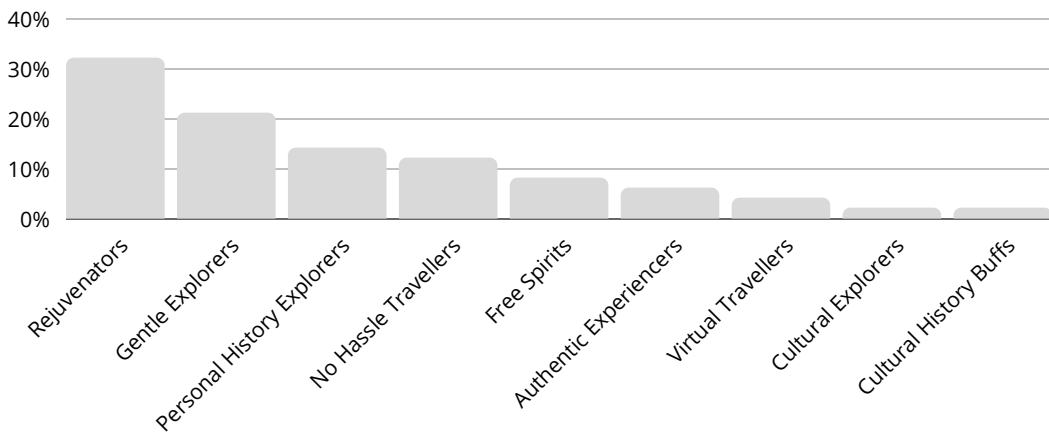
Q1 2020 Visits by EQ Type



Q1 - 2021



Q1 2021 Visits by EQ Type



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

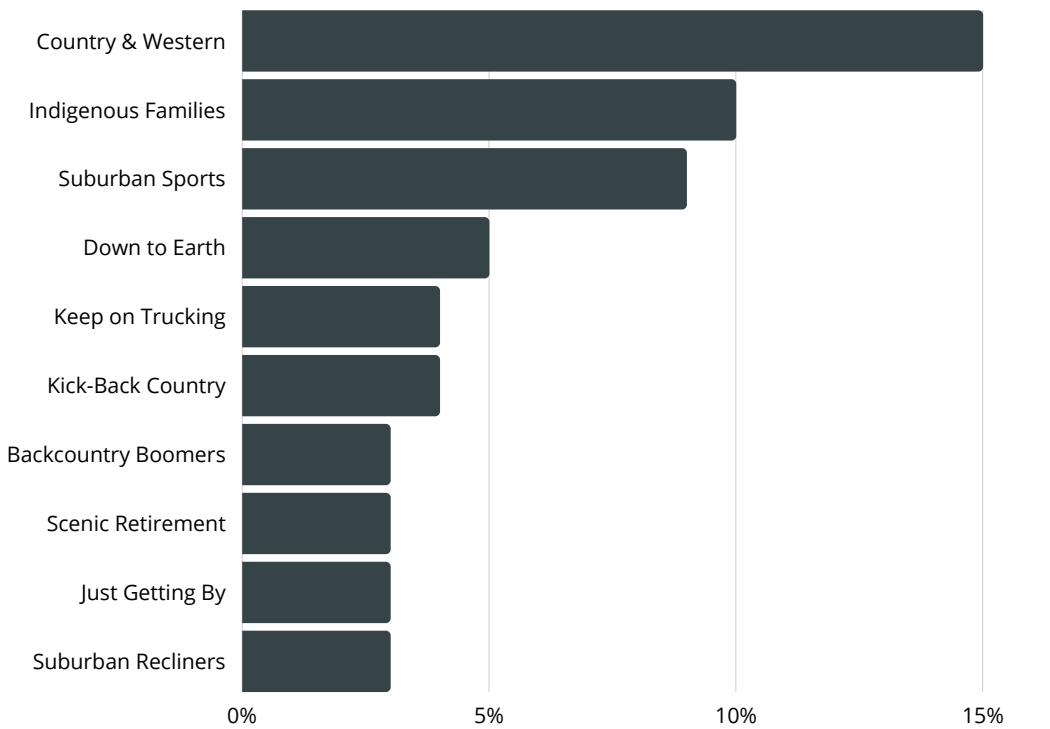
NORTH WEST BC

Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

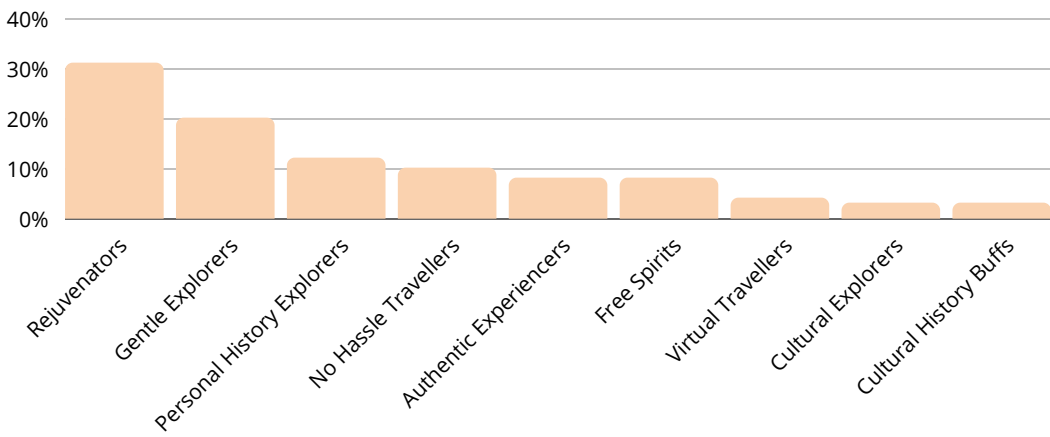
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Indigenous Families and Suburban Sports were the top visiting PRIZM Segments from BC, travelling to North West BC during Q2 2019, 2020 and 2021.
- Rejuvenators, Gentle Explorers and Personal History Explorers were the top three EQ Traveller Types during Q2 2019, 2020 and 2021.

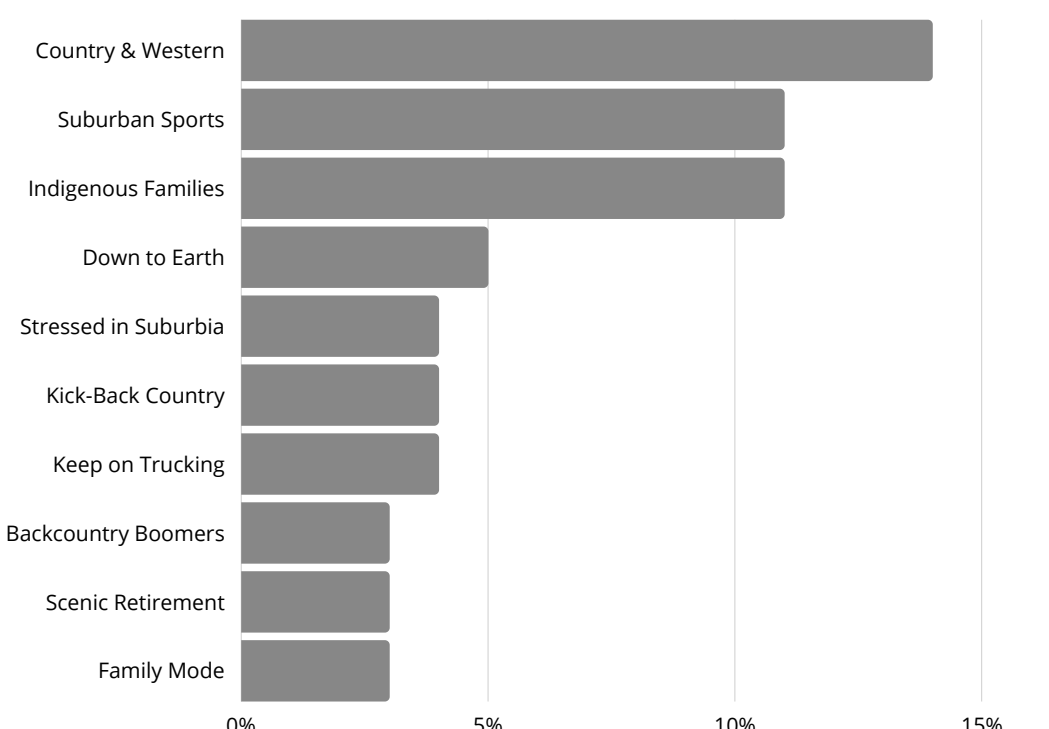
Q2 - 2019



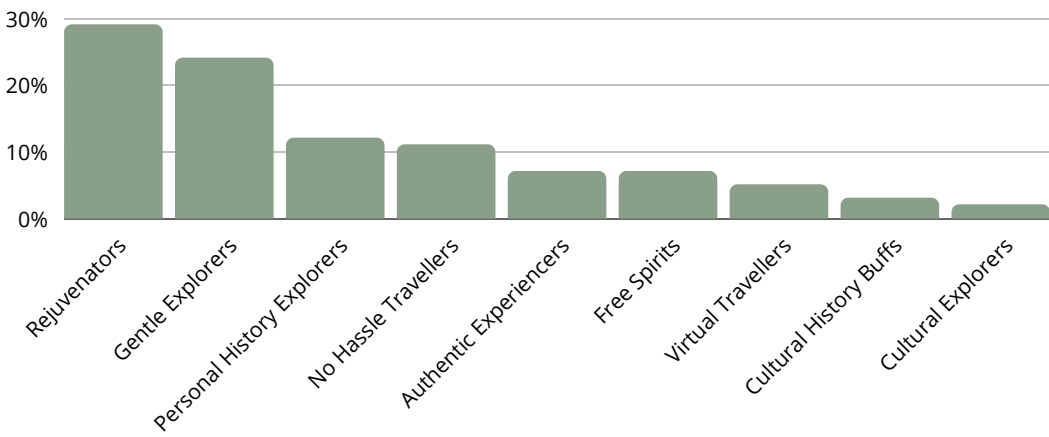
Q2 2019 Visits by EQ Type



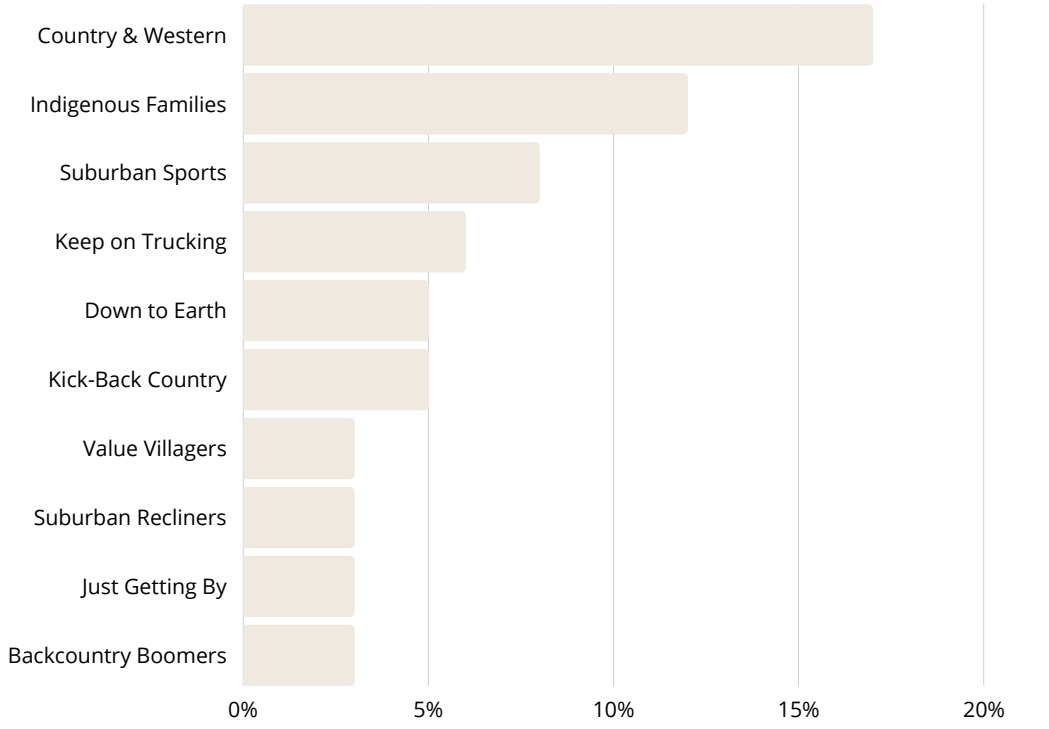
Q2 - 2020



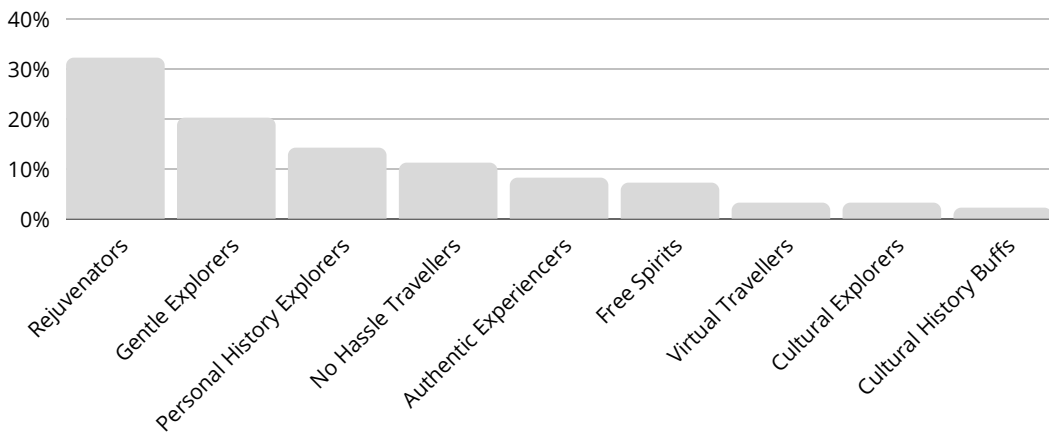
Q2 2020 Visits by EQ Type



Q2 - 2021



Q2 2021 Visits by EQ Type



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

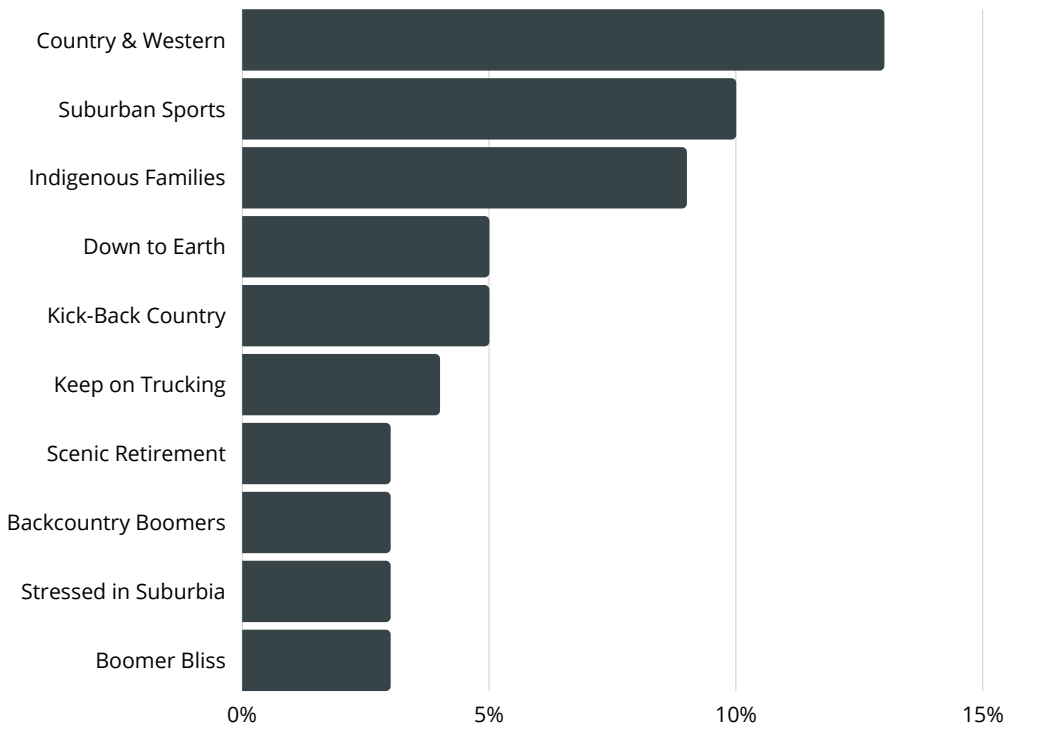
NORTH WEST BC

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

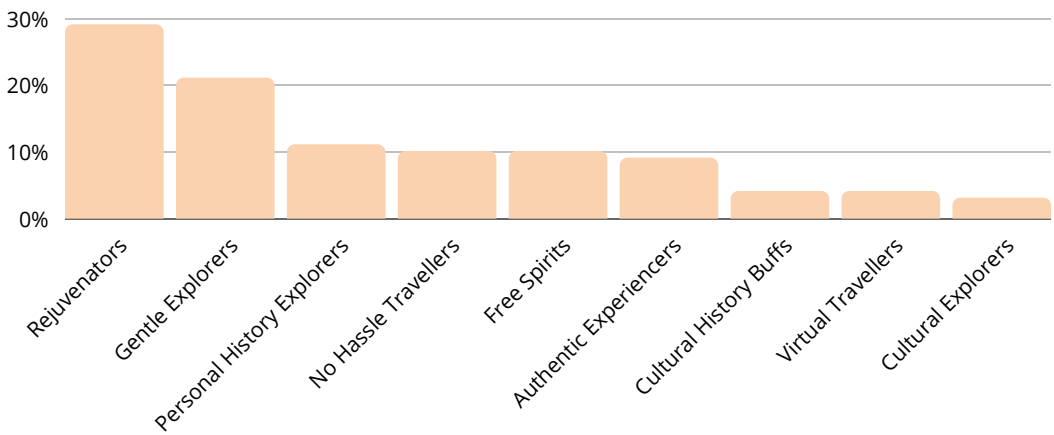
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Indigenous Families were the top visiting PRIZM Segments from BC, travelling to North West BC during Q3 2019, 2020 and 2021.
- Rejuvenators, Gentle Explorers and Personal History Explorers were the top three EQ Traveller Types during Q3 2019.
- Rejuvenators, Gentle Explorers and No Hassle Travellers were the top three in 2020 and Rejuvenators, Gentle Explorers and Personal History Explorers were the top three in 2021.

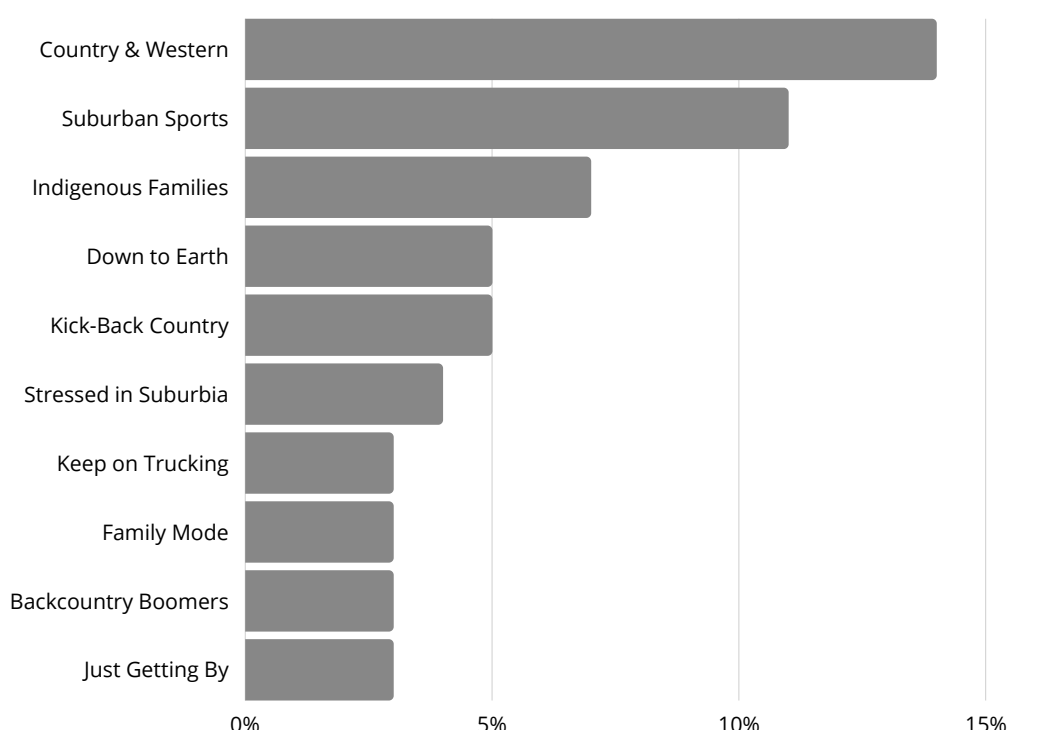
Q3 - 2019



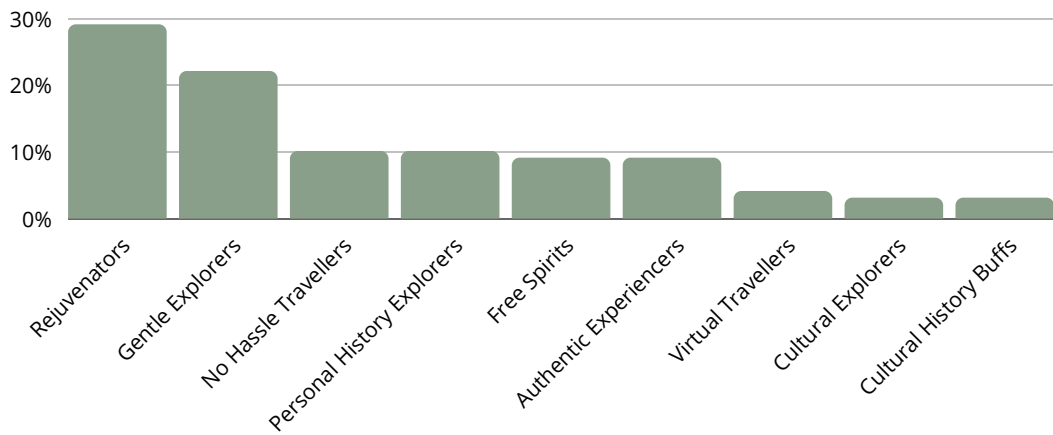
Q3 2019 Visits by EQ Type



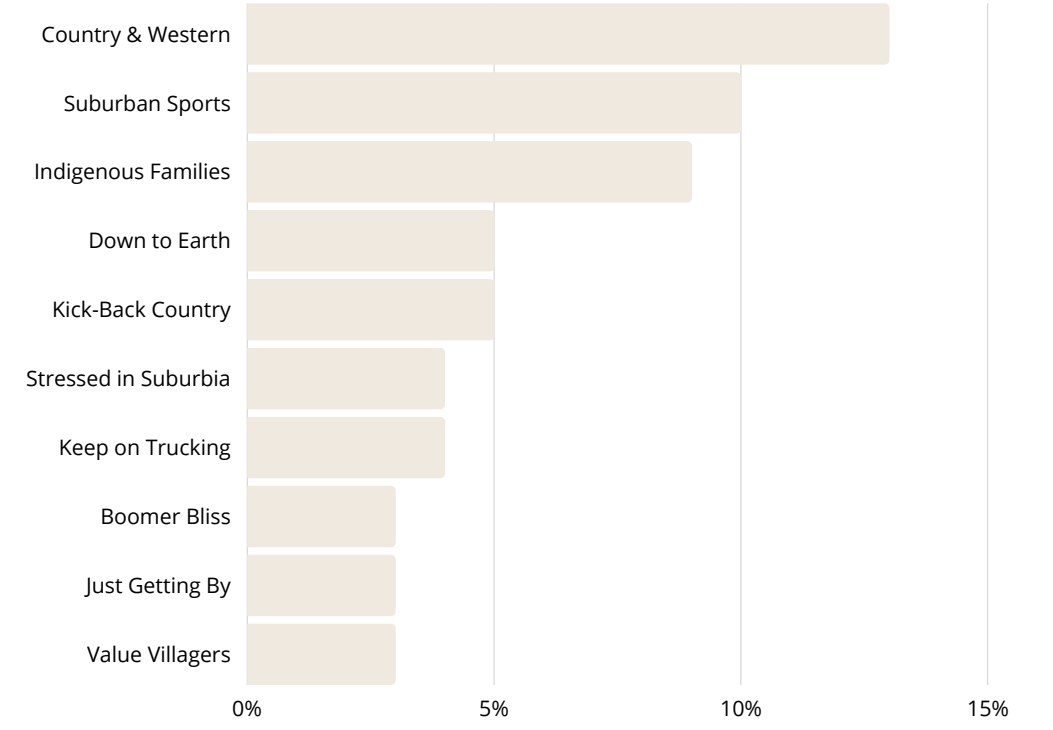
Q3 - 2020



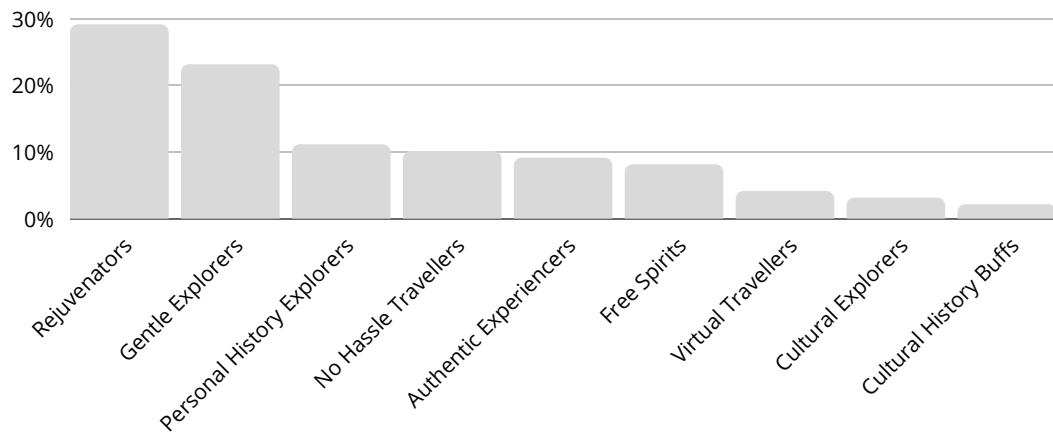
Q3 2020 Visits by EQ Type



Q3 - 2021



Q3 2021 Visits by EQ Type



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

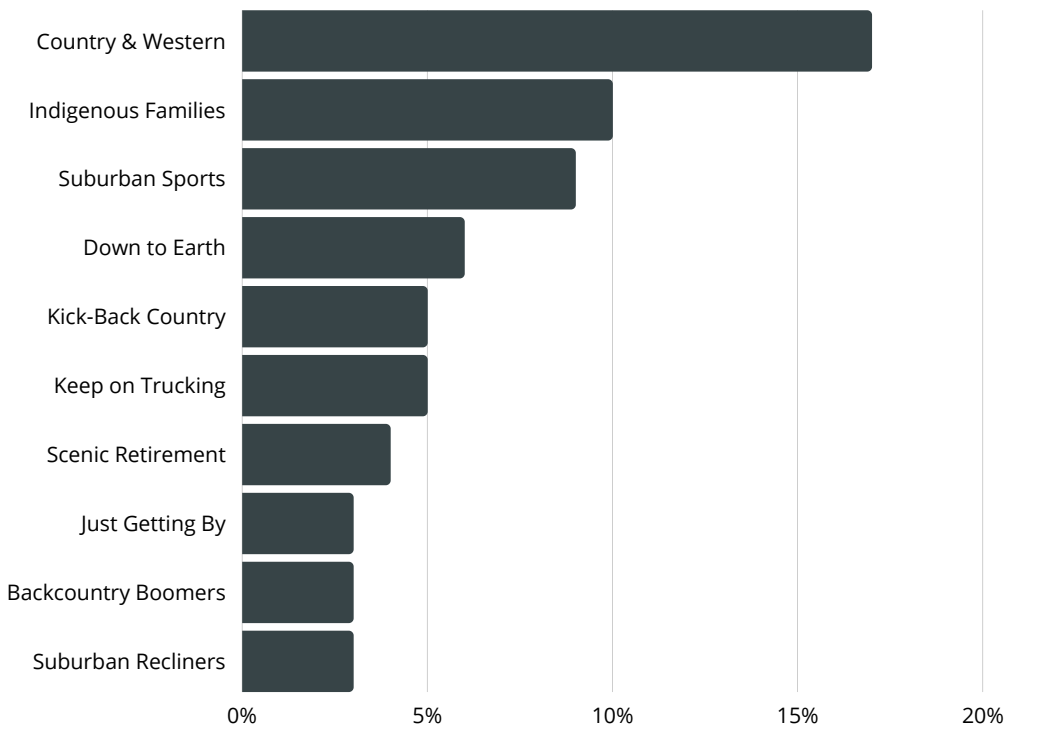
NORTH WEST BC

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

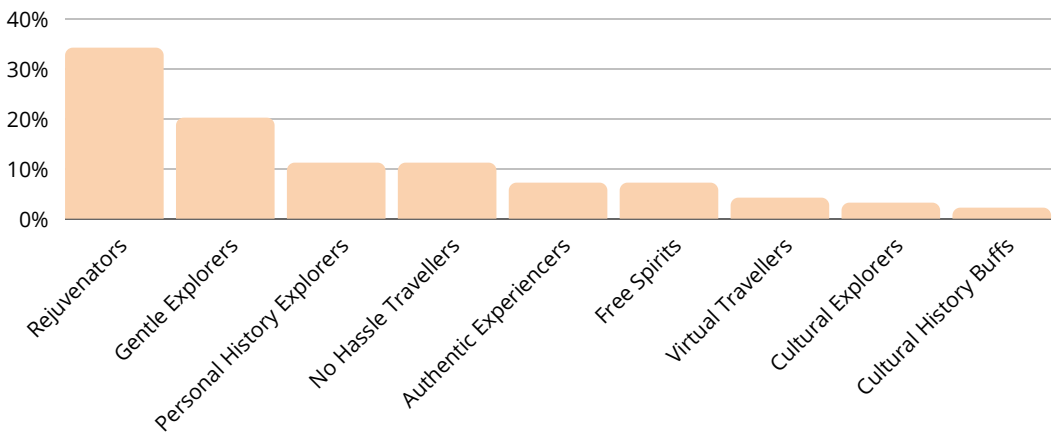
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Indigenous Families and Suburban Sports were the top visiting PRIZM Segments from BC, travelling to North West BC during Q4 2019, 2020 and 2021.
- Rejuvenators, Gentle Explorers and Personal History Explorers were the top three EQ Traveller Types during Q4 2019, 2020 and 2021.

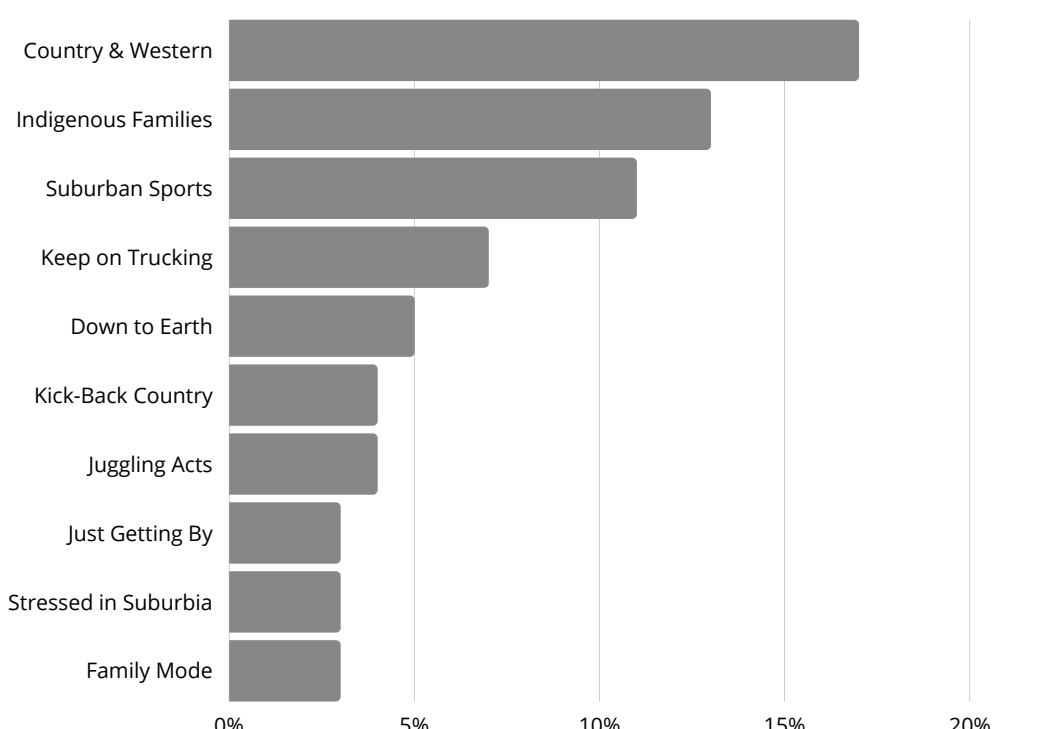
Q4 - 2019



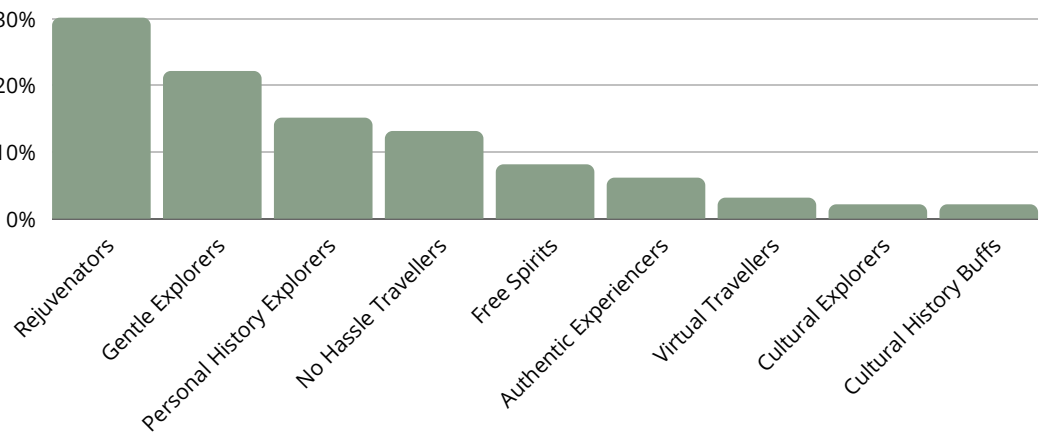
Q4 2019 Visits by EQ Type



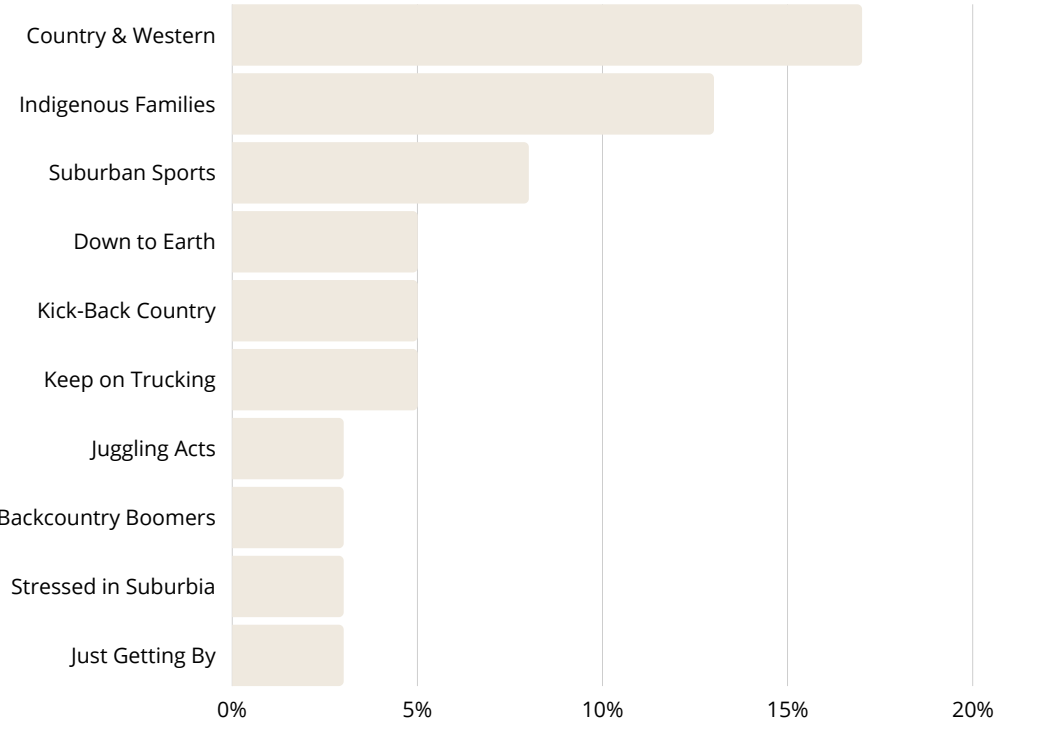
Q4 - 2020



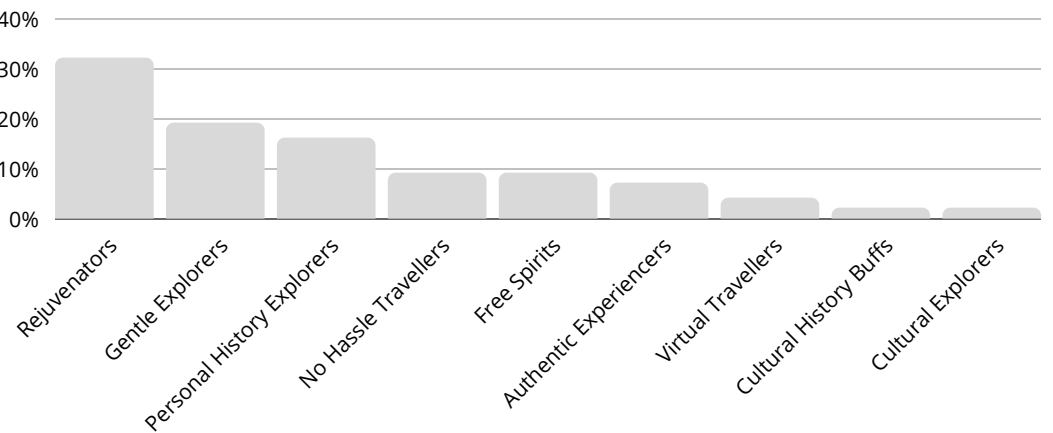
Q4 2020 Visits by EQ Type



Q4 - 2021



Q4 2021 Visits by EQ Type




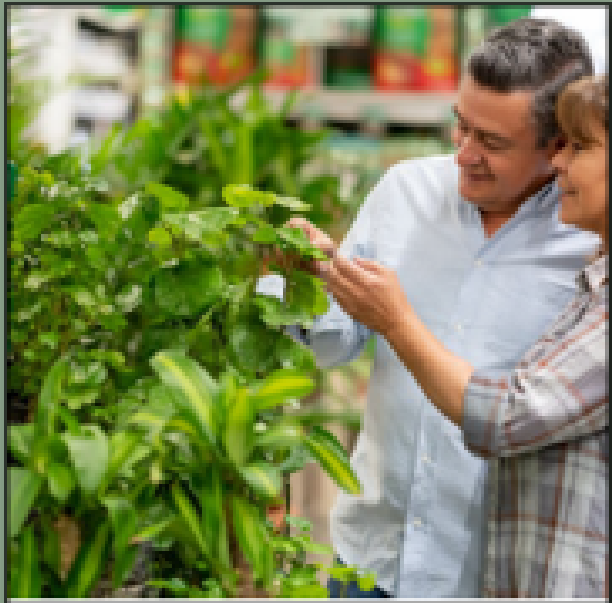
Note: A Visitor is defined as someone who travels 60+ km from their point of origin

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 <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">• Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin• Mixed Education (Grade 9/High School)• Positions in health care, education and the trades• Value volunteering within their communities and outdoor activities such as hiking, skiing and boating• Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta	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

SUBURBAN SPORTS

General Canadian Summary	Category	British Columbia 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 <div></div> <div>Source: Environics PRIZM Marketer's Guide 2021</div>	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

GENTLE EXPLORERS

General Canadian Summary	Category	British Columbia Highlights
<ul style="list-style-type: none">• 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	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: Destination Canada EQ Reference Guide 2020



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

ALBERTA INSIGHTS

ALBERTA VISITS TO NORTH WEST BC BY QUARTER - Q1

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Edmonton	1,600	Edmonton	2,700	Edmonton	2,700
Calgary	1,500	Calgary	1,700	Calgary	1,500
Grande Prairie	300	Strathcona County	400	Grande Prairie	600
Strathcona County	200	Red Deer	300	Red Deer	200
Red Deer	100	Rocky View County	200	Strathcona County	200
Hinton	100	Grande Prairie	200	Wood Buffalo	100
Edson	100	Spruce Grove	200	Valleyview	100
Lethbridge	100	St. Albert	200	Peace River	100
Wood Buffalo	100	Parkland County	200	Canmore	100
St. Albert	100	Leduc	100	St. Albert	100

ALBERTA VISITS TO NORTH WEST BC BY QUARTER - Q2

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Edmonton	4,000	Edmonton	2,700	Calgary	3,100
Calgary	2,400	Calgary	1,700	Edmonton	2,600
Strathcona County	600	Grande Prairie	500	Wood Buffalo	900
Wood Buffalo	400	Strathcona County	400	Strathcona County	700
Grande Prairie	400	Red Deer	300	Lethbridge	500
St. Albert	300	St. Albert	200	Grande Prairie	500
Red Deer	300	Wood Buffalo	200	Sturgeon County	300
Parkland County	200	Spruce Grove	200	Brooks	300
Spruce Grove	200	Canmore	200	St. Albert	200
Lethbridge	200	Rocky View County	200	Parkland County	200

ALBERTA VISITS TO NORTH WEST BC BY QUARTER - Q3

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Edmonton	6,400	Edmonton	7,900	Calgary	4,500
Calgary	4,300	Calgary	3,200	Edmonton	4,000
Grande Prairie	1,500	Strathcona County	900	Grande Prairie	2,400
Strathcona County	600	Sturgeon County	500	Strathcona County	1,300
Red Deer	500	Grande Prairie	500	Red Deer	1,000
St. Albert	400	St. Albert	500	Parkland County	800
Lethbridge	300	Red Deer	500	Sturgeon County	700
Spruce Grove	200	Edson	400	Grande Prairie County	600
Hinton	200	Spruce Grove	400	Spruce Grove	300
Edson	200	Hinton	400	Airdrie	300

ALBERTA VISITS TO NORTH WEST BC BY QUARTER - Q4

NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Edmonton	2,800	Edmonton	3,500	Calgary	2,500
Calgary	1,000	Calgary	1,600	Edmonton	2,100
Red Deer	500	Strathcona County	500	Red Deer	500
Edson	400	Hinton	400	Strathcona County	500
Red Deer County	300	Edson	300	St. Albert	300
Hinton	300	St. Albert	300	Saddle Hills County	300
Grande Prairie	300	Strathmore	200	Canmore	300
Wood Buffalo	200	Lethbridge	200	Grande Prairie County	200
Lethbridge	200	Spruce Grove	200	Birch Hills County	200
Strathcona County	200	Red Deer	200	Mackenzie County	200

ALBERTA VISITS TO NORTH WEST BC BY YEAR

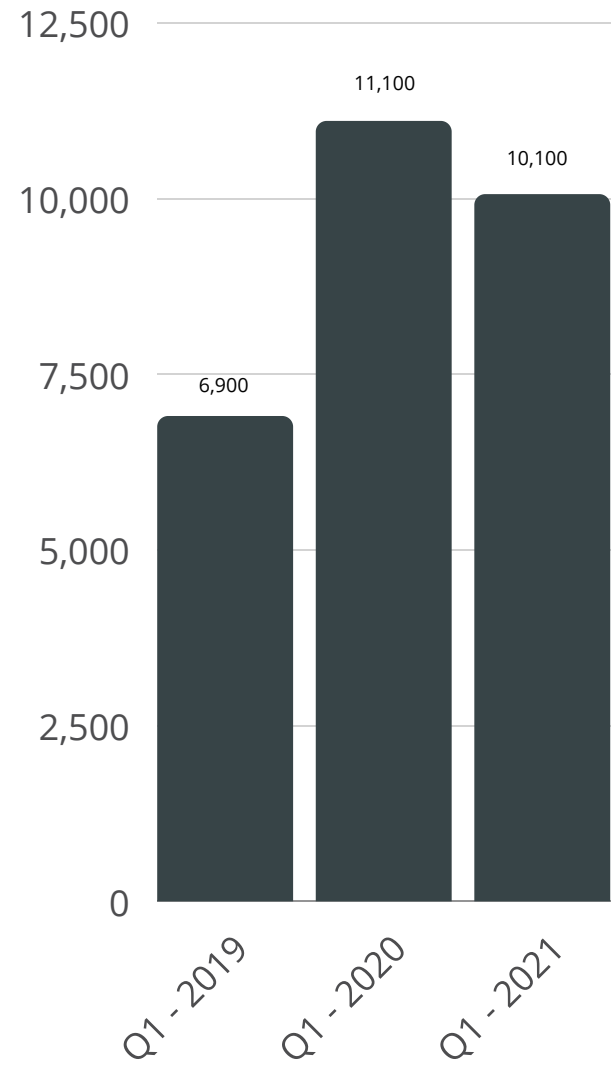
NUMBER OF VISITORS TO NORTH WEST BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Edmonton	12,500	Edmonton	15,300	Calgary	10,400
Calgary	8,700	Calgary	6,900	Edmonton	9,000
Grande Prairie	2,100	Strathcona County	1,900	Grande Prairie	3,400
Strathcona County	1,400	Grande Prairie	1,200	Strathcona County	2,200
Red Deer	1,300	St. Albert	1,000	Red Deer	1,500
Grande Prairie County	800	Spruce Grove	900	Wood Buffalo	1,200
Lethbridge	800	Hinton	800	Grande Prairie County	1,000
St. Albert	800	Red Deer	800	Parkland County	900
Edson	800	Edson	800	St. Albert	800
Wood Buffalo	800	Sturgeon County	700	Sturgeon County	800

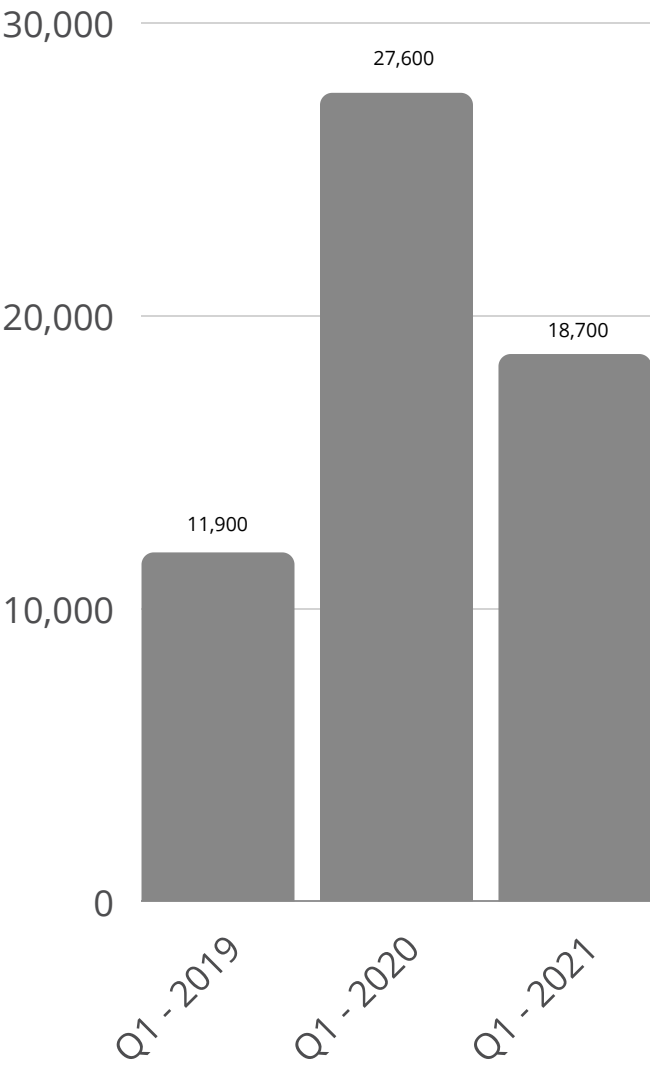
NORTH WEST BC VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO NORTH WEST BC

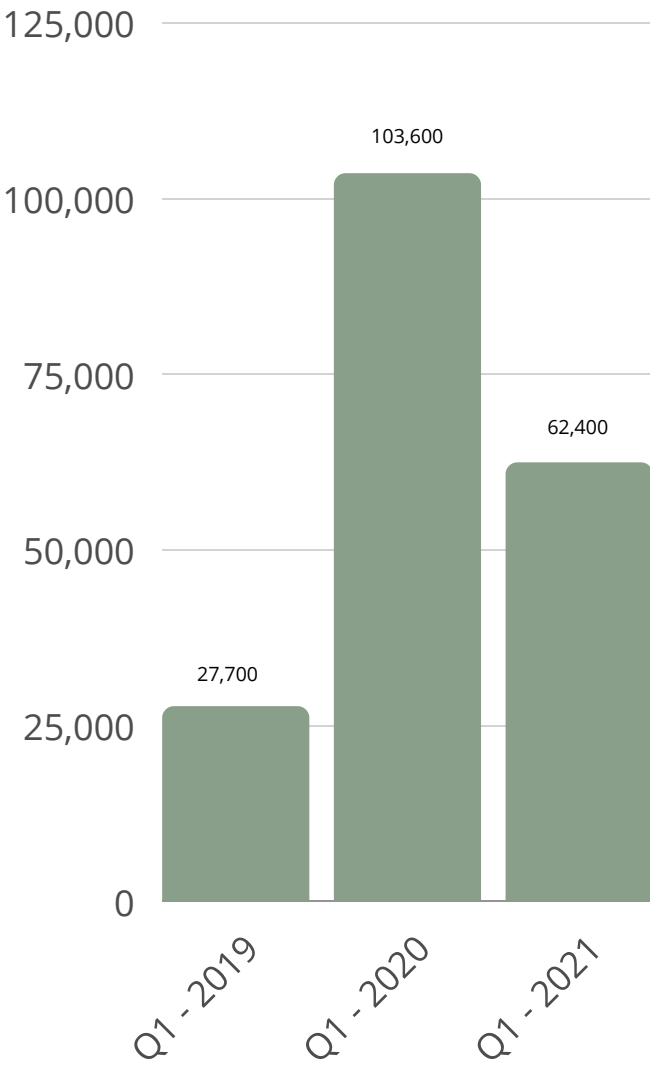
Number of Visitors to North West BC from Alberta in Q1



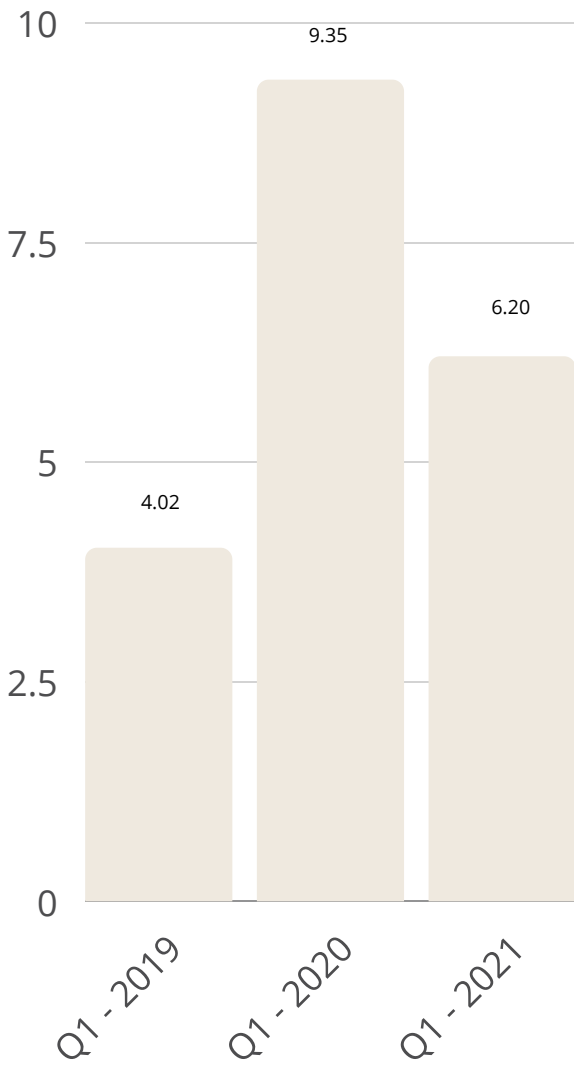
Number of Trips to North West BC from Alberta in Q1



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



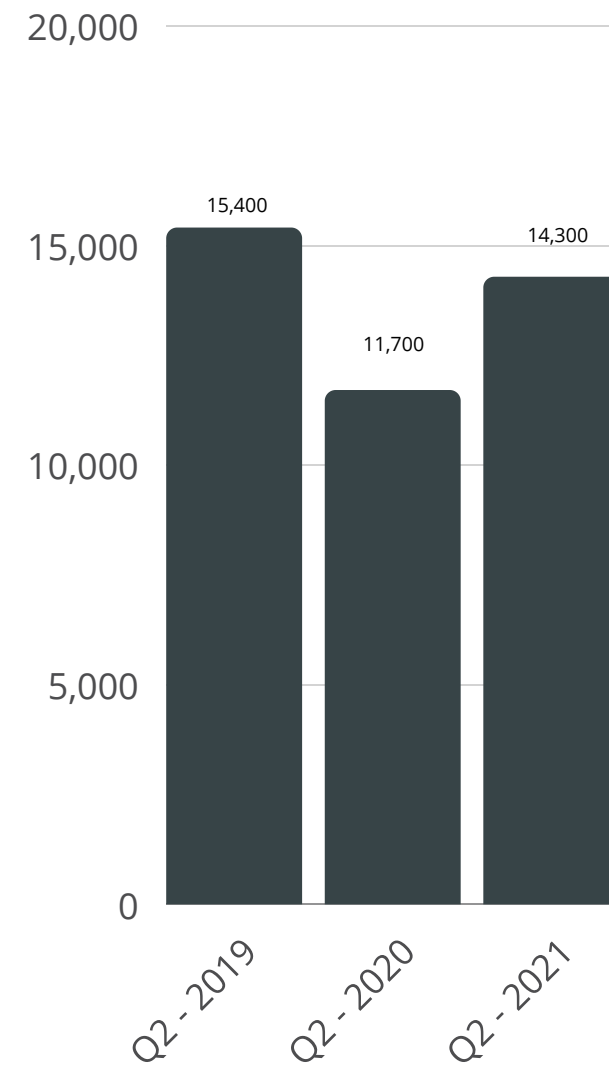
Avg. Length of Stay to North West BC from Alberta in Q1



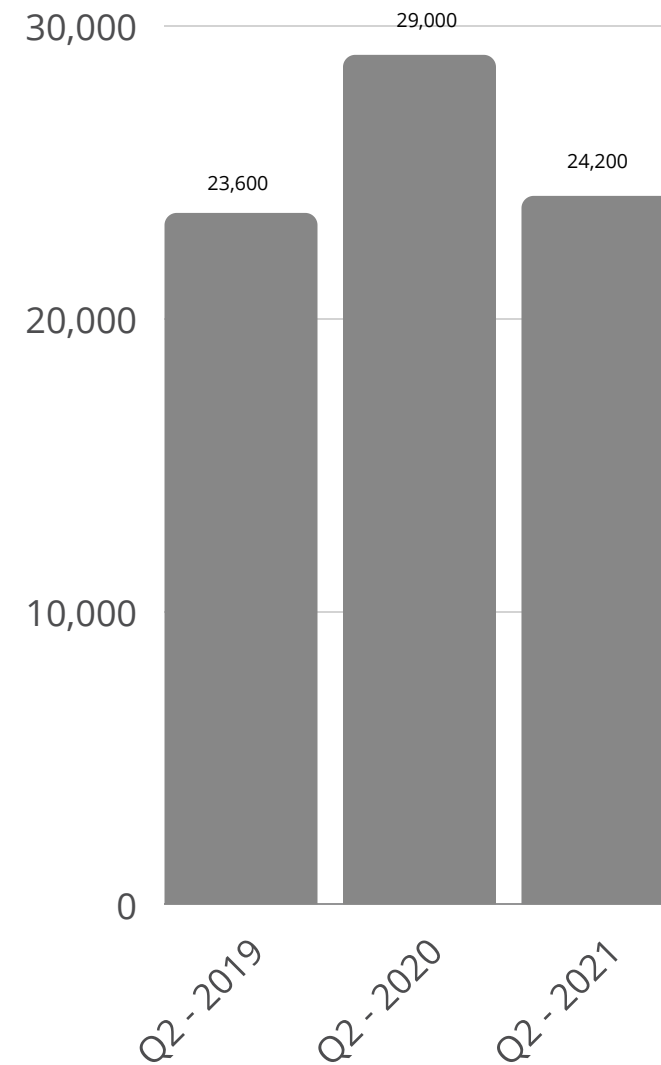
NORTH WEST BC VISITATION - Q2

ALBERTA RESIDENTS TRAVELLING TO NORTH WEST BC

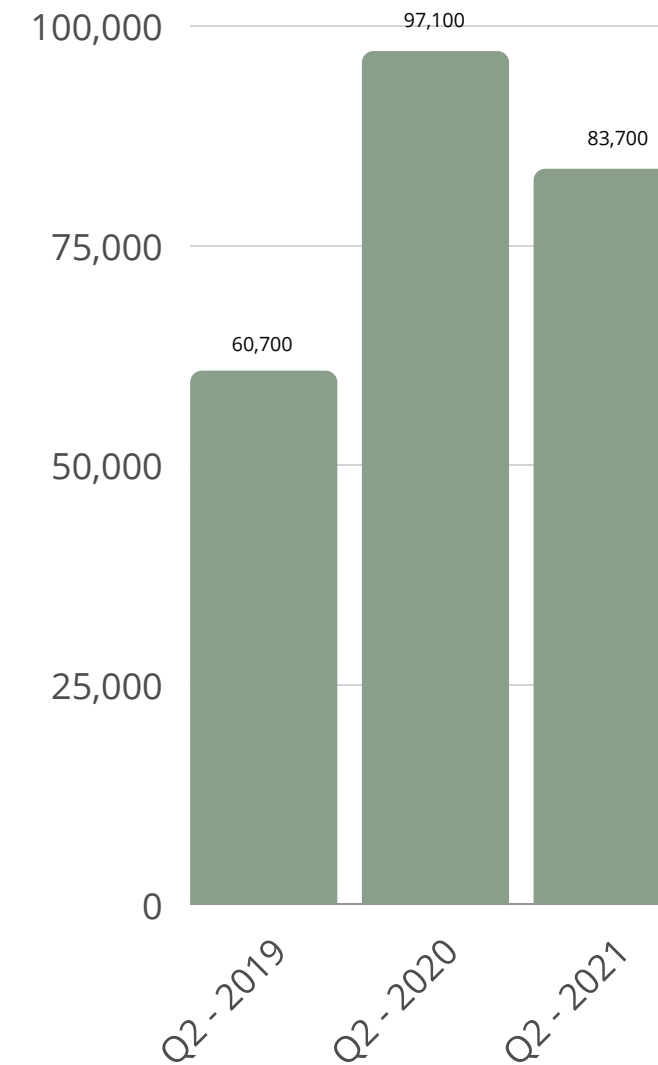
Number of Visitors to North West BC
from Alberta in Q2



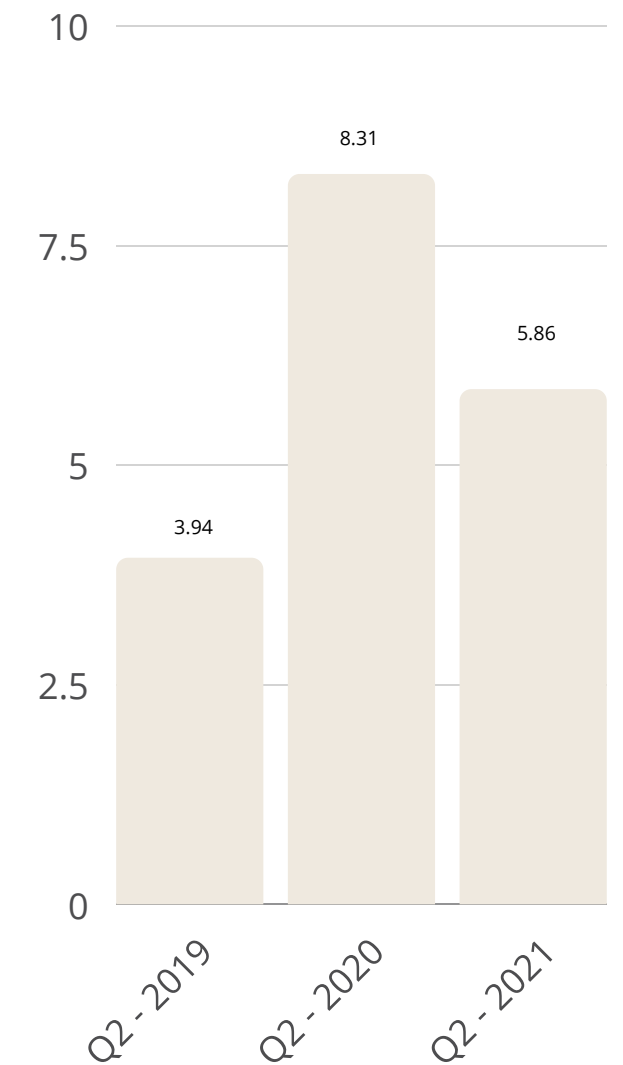
Number of Trips to North West BC
from Alberta in Q2



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



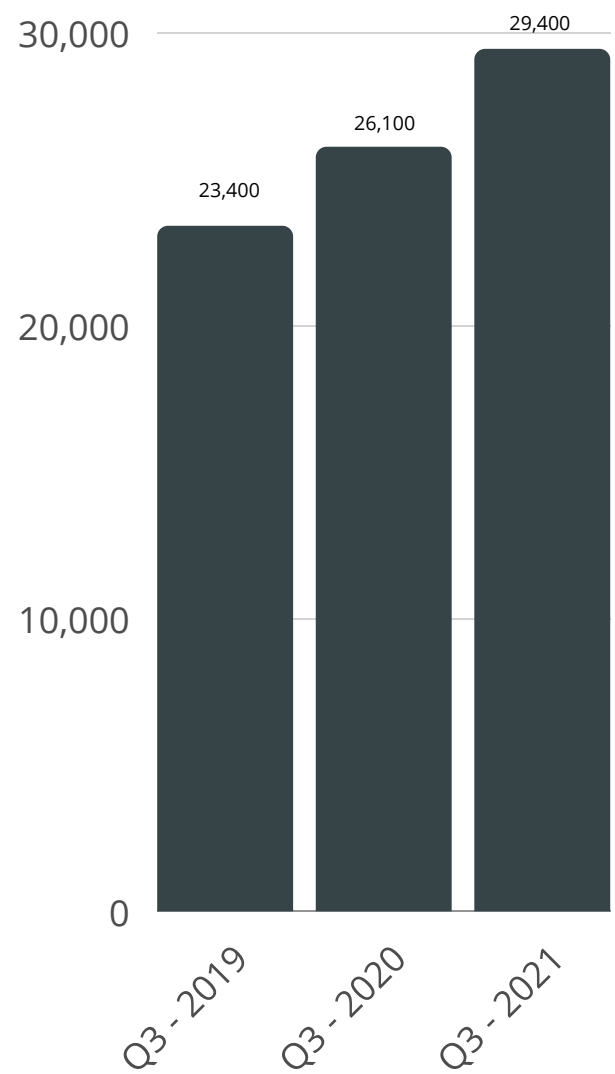
Avg. Length of Stay to North West BC
from Alberta in Q2



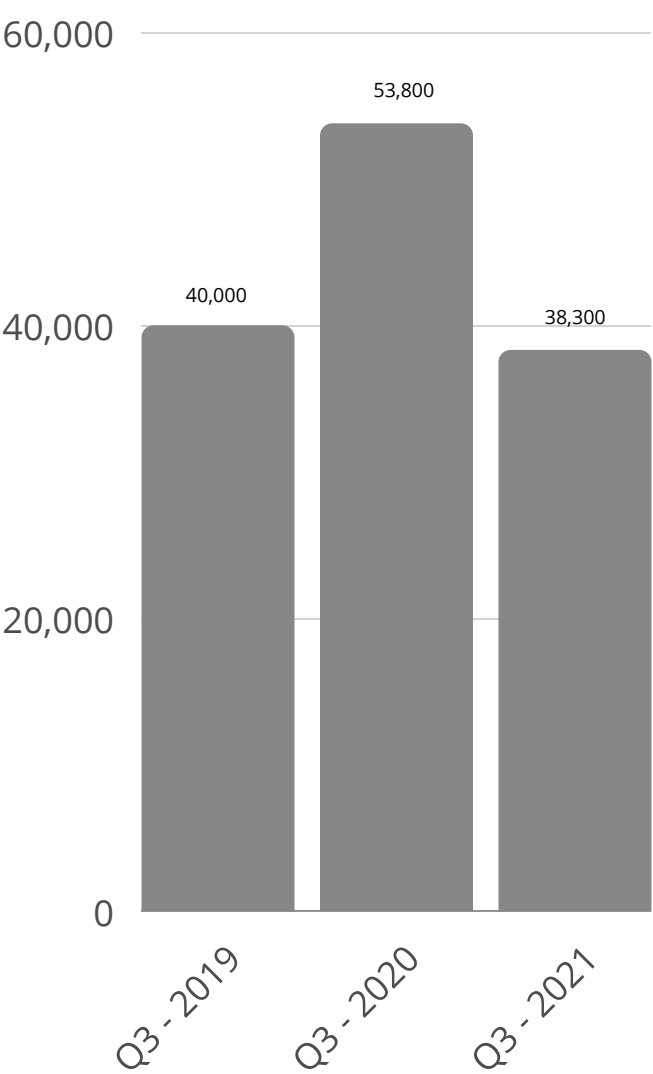
NORTH WEST BC VISITATION - Q3

ALBERTA RESIDENTS TRAVELLING TO NORTH WEST BC

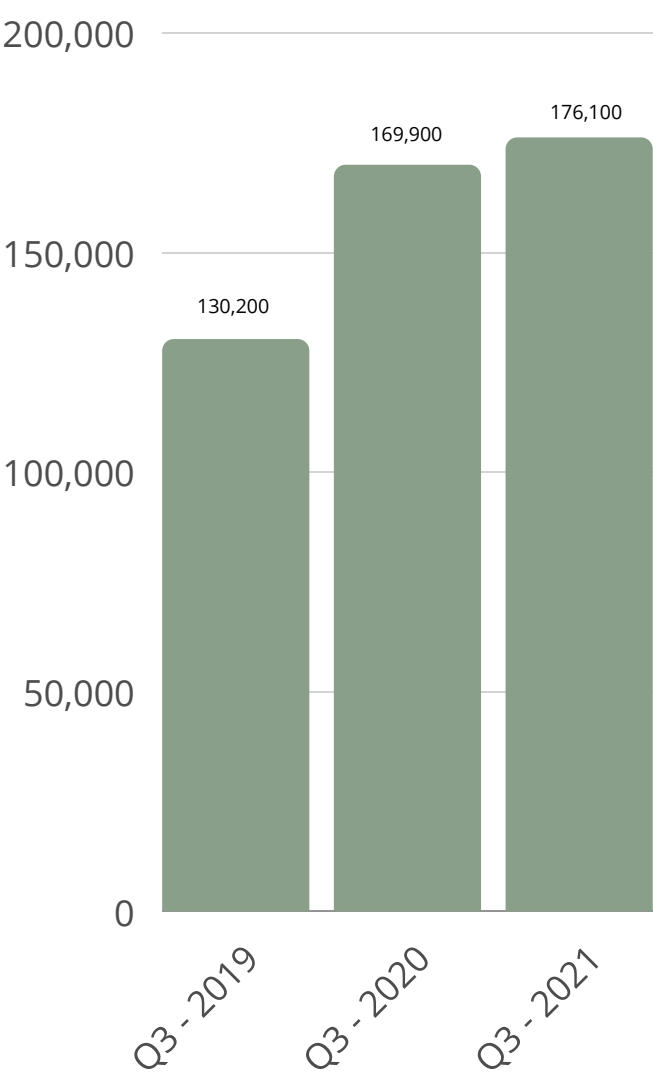
Number of Visitors to North West BC
from Alberta in Q3



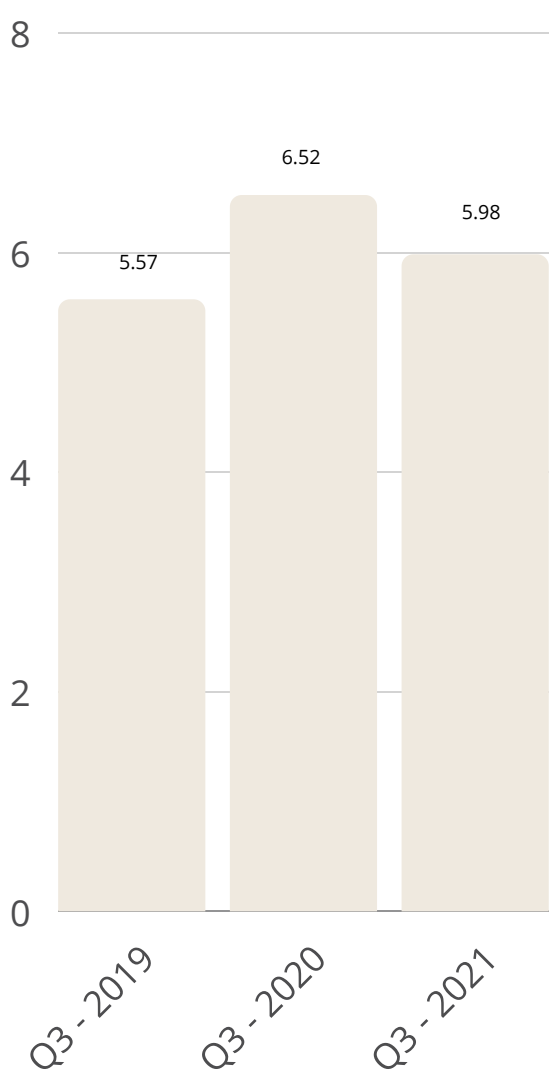
Number of Trips to North West BC
from Alberta in Q3



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



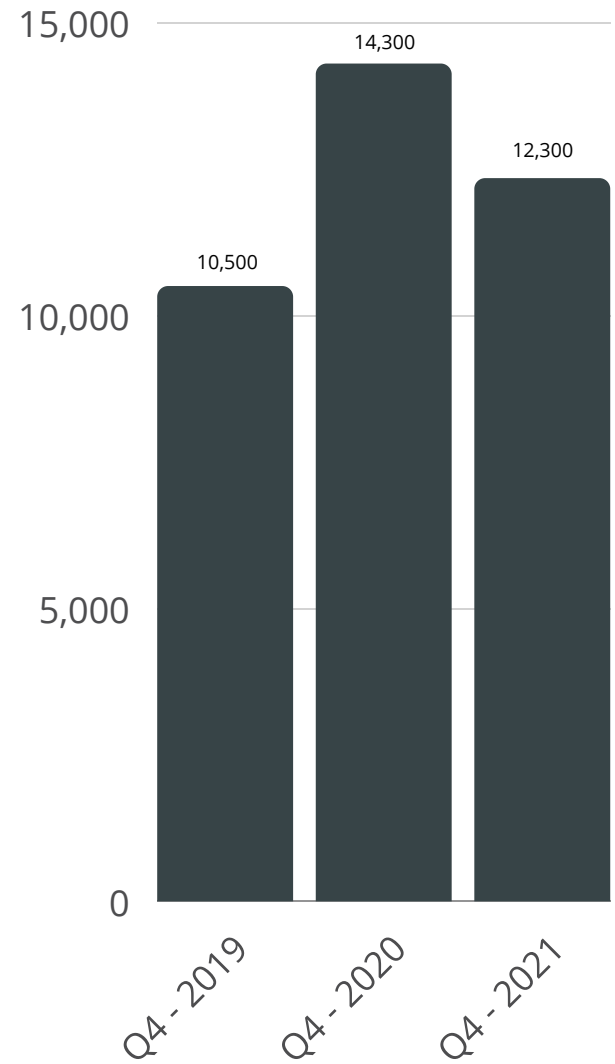
Avg. Length of Stay to North West BC
from Alberta in Q3



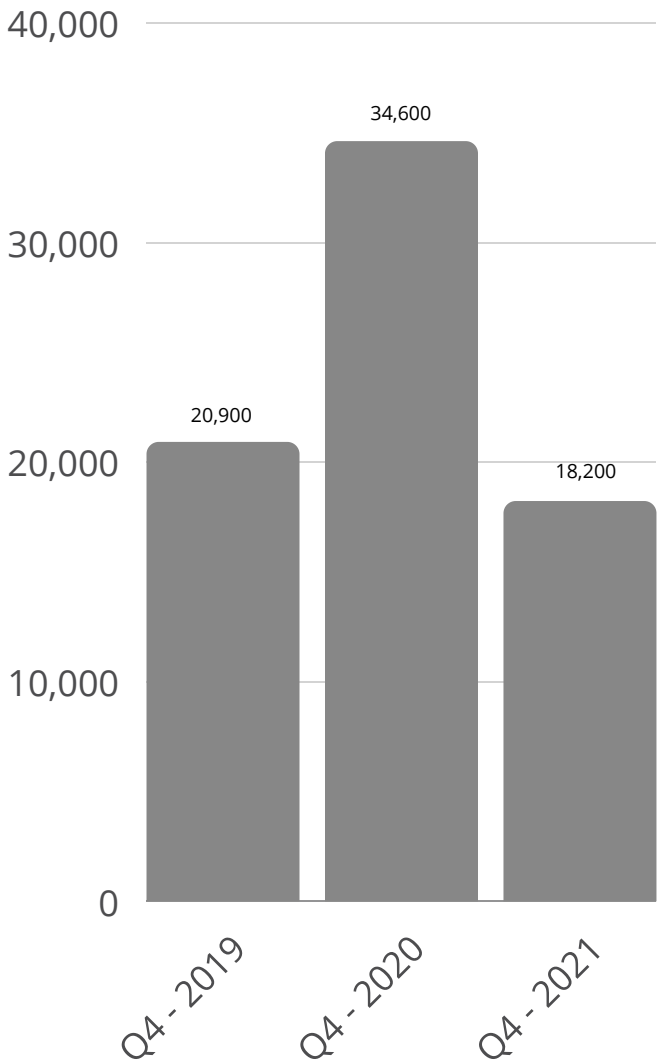
NORTH WEST BC VISITATION - Q4

ALBERTA RESIDENTS TRAVELLING TO NORTH WEST BC

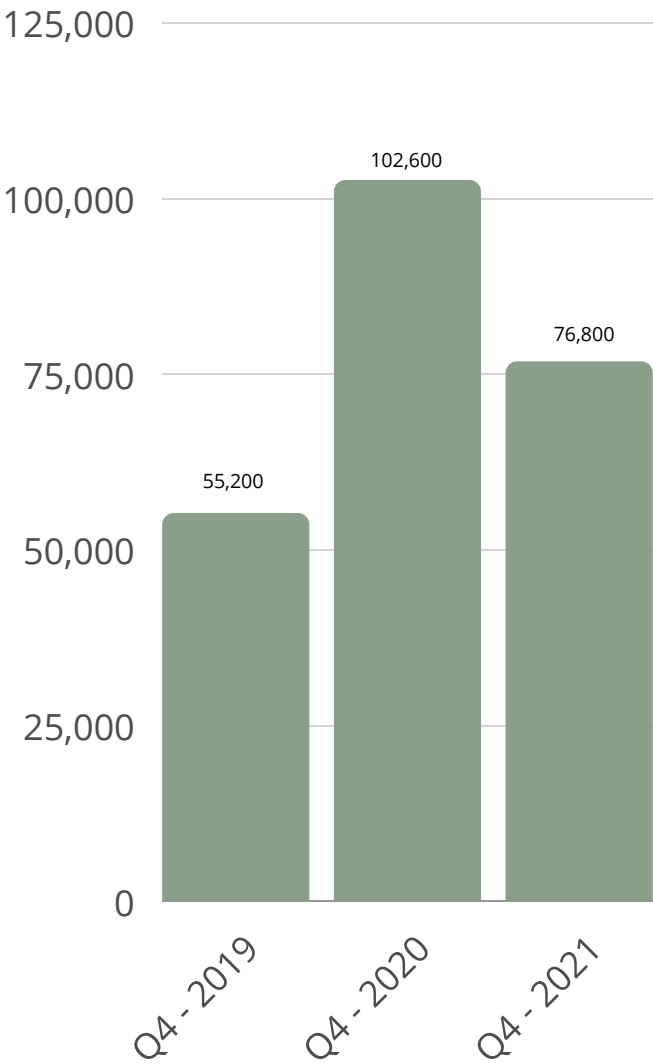
Number of Visitors to North West BC
from Alberta in Q4



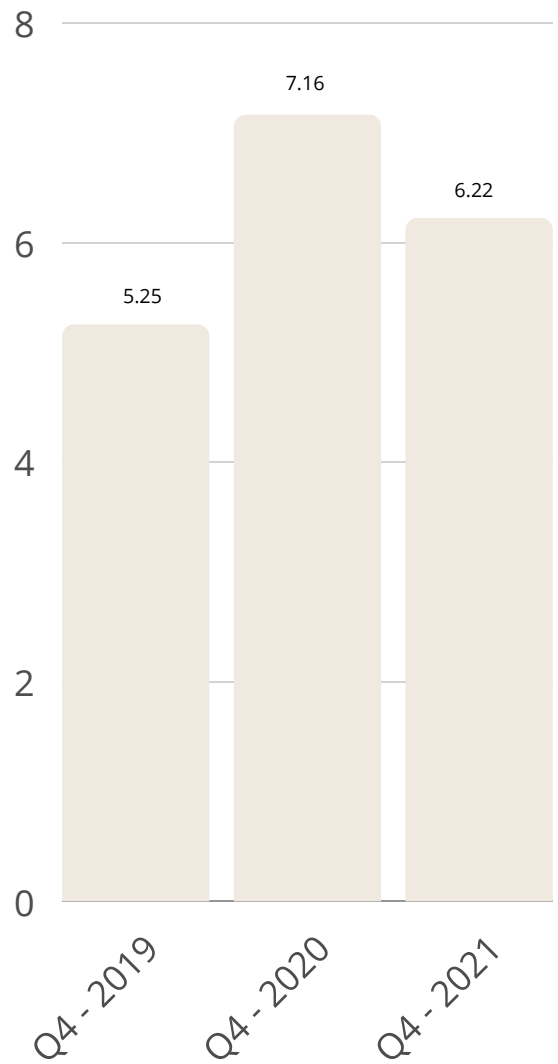
Number of Trips to North West BC
from Alberta in Q4



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



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



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

NORTH WEST BC

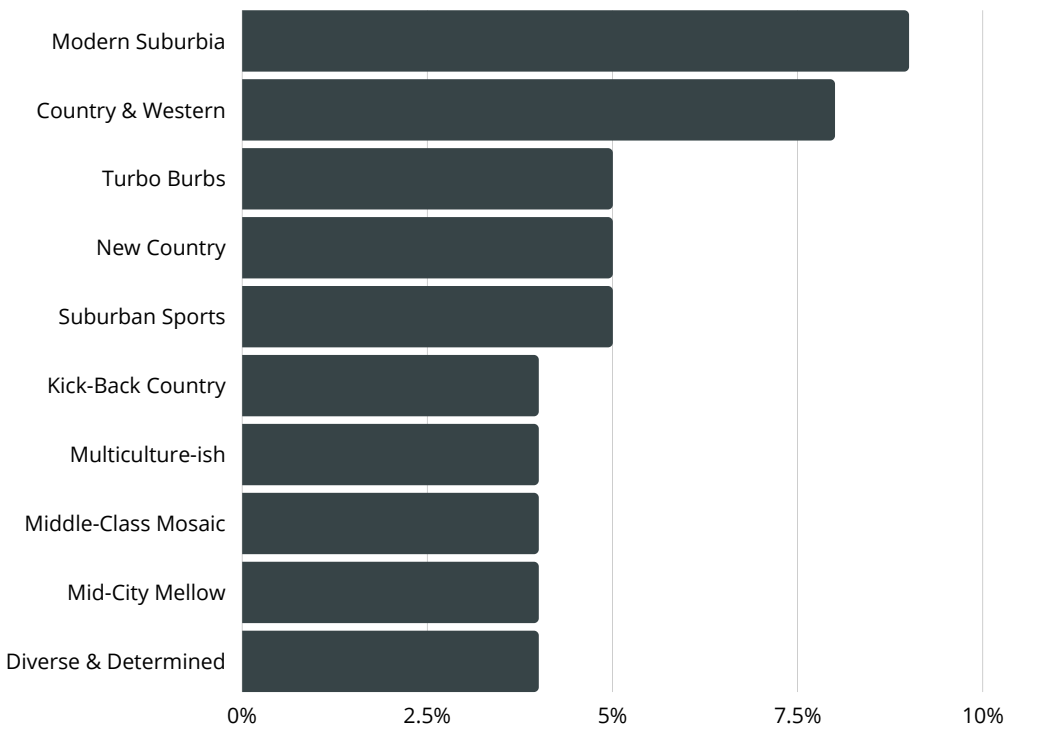
Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

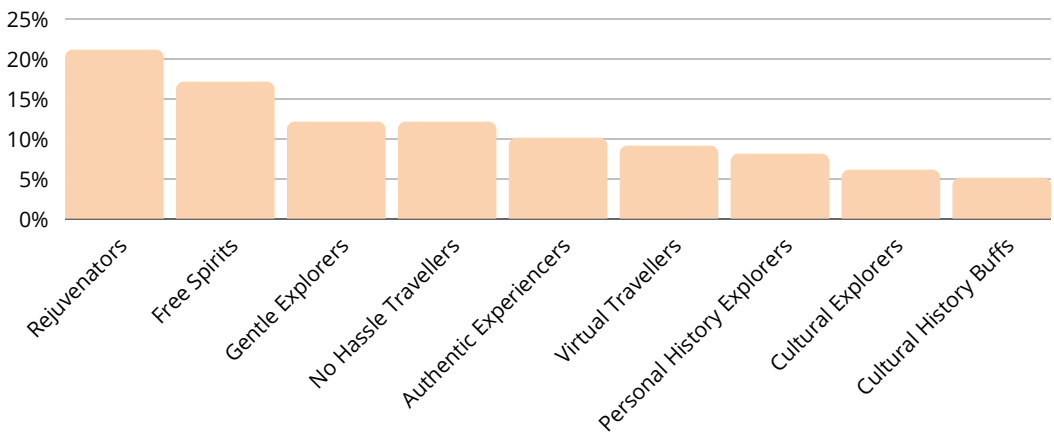
Overview

- Of the 67 PRIZM Segments identified in Canada –Modern Suburbia, Country & Western and Turbo Burbs were the top visiting PRIZM Segments from Alberta, travelling to North West BC during Q1 2019.
- Country & Western, New Country & Modern Suburbia were the top three during Q1 2020 and Country & Western, Middle-Class Mosaic and New Country were the top three in 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q1 2019.
- Rejuvenators, Free Spirits and No Hassle Travellers were the top three in 2020 and 2021.

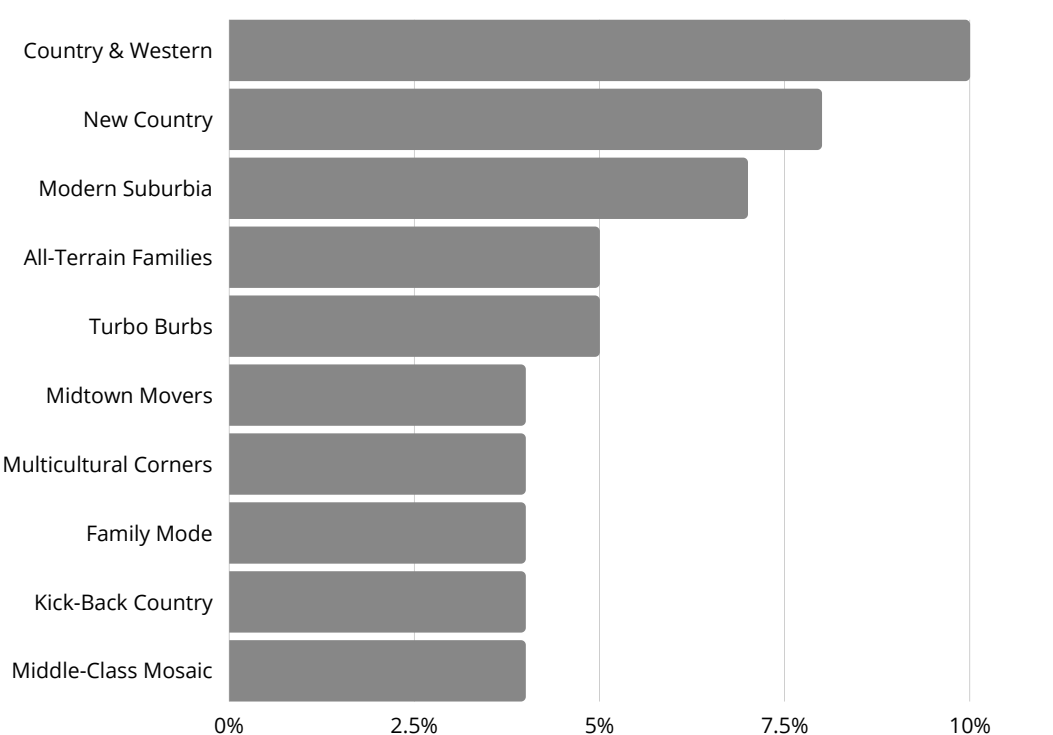
Q1 - 2019



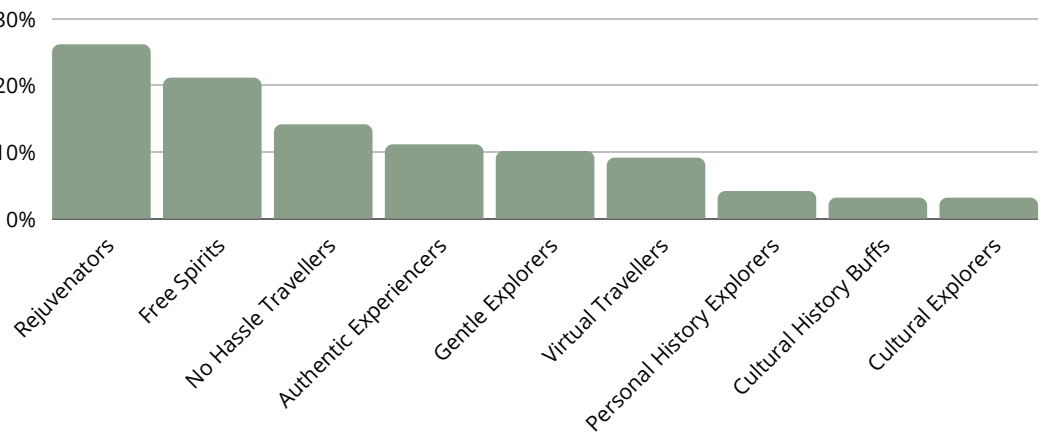
Q1 2019 Visits by EQ Type



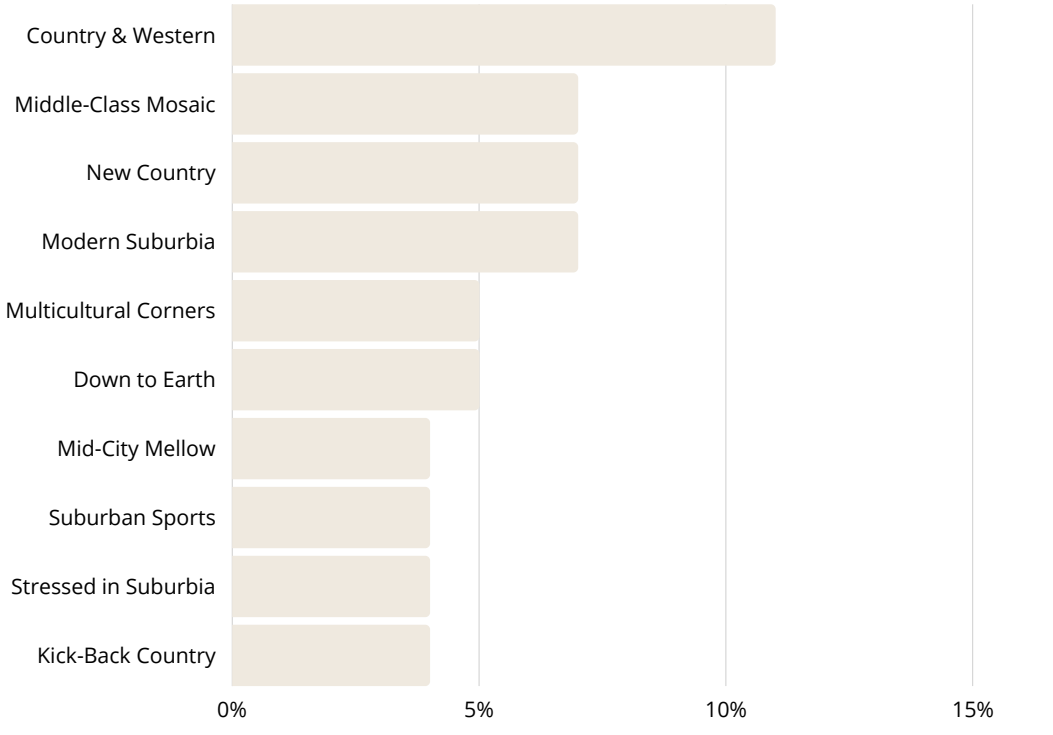
Q1 - 2020



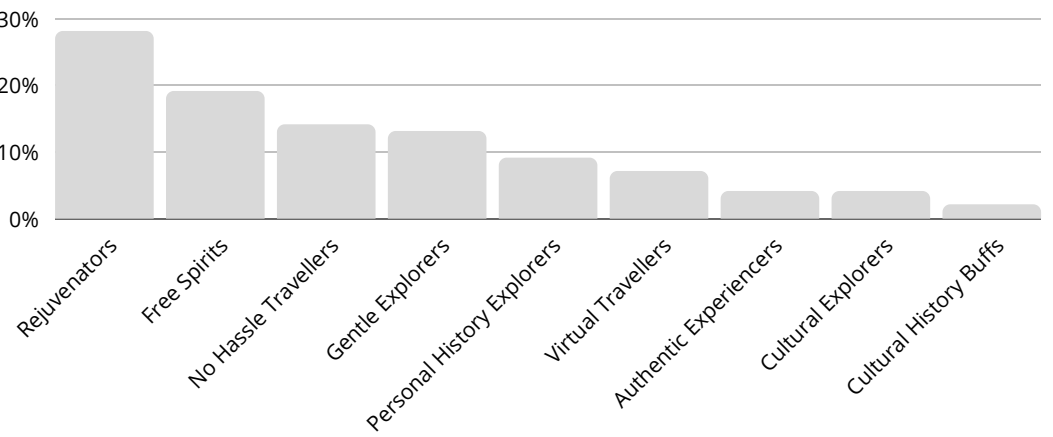
Q1 2020 Visits by EQ Type



Q1 - 2021



Q1 2021 Visits by EQ Type



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

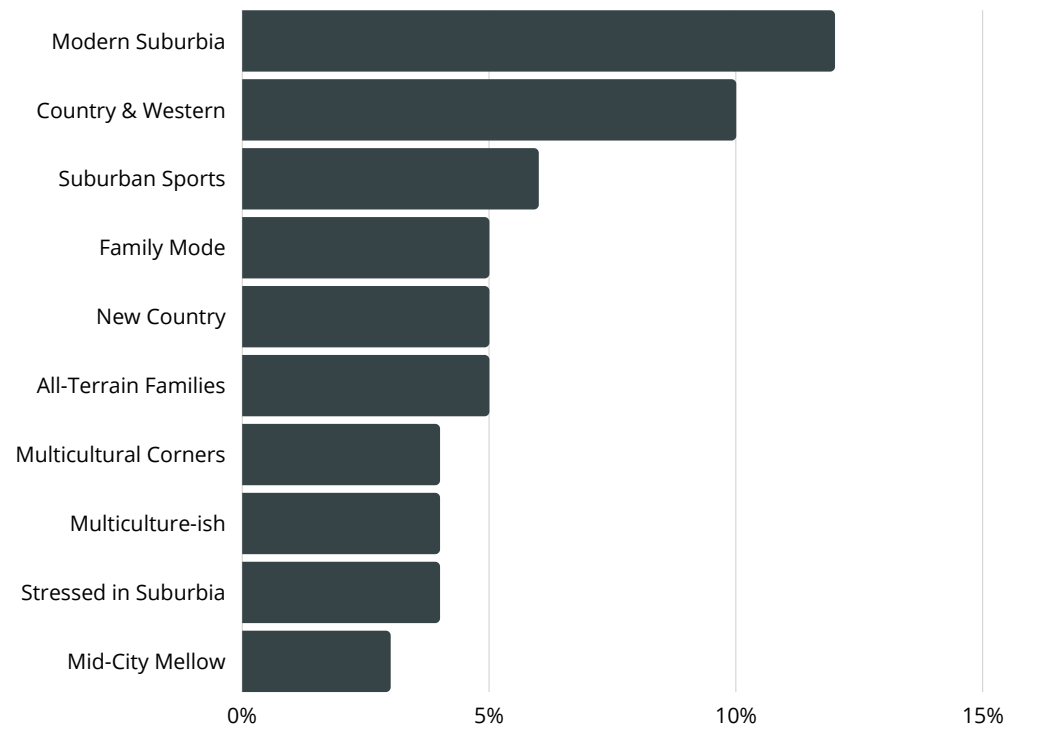
NORTH WEST BC

Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

Overview

- Of the 67 PRIZM Segments identified in Canada –Modern Suburbia, Country & Western Suburbia, Country & Western and Suburban Sports were the top visiting PRIZM Segments from Alberta, travelling to North West BC during Q2 2019.
- New Country, Country & Western & All-Terrain Families were the top three during Q2 2020 and Modern Suburbia, Country & Western & All-Terrain Families were the top three in 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q2 2019.
- Rejuvenators, Free Spirits and No Hassle Travellers were the top three in 2020 and 2021.

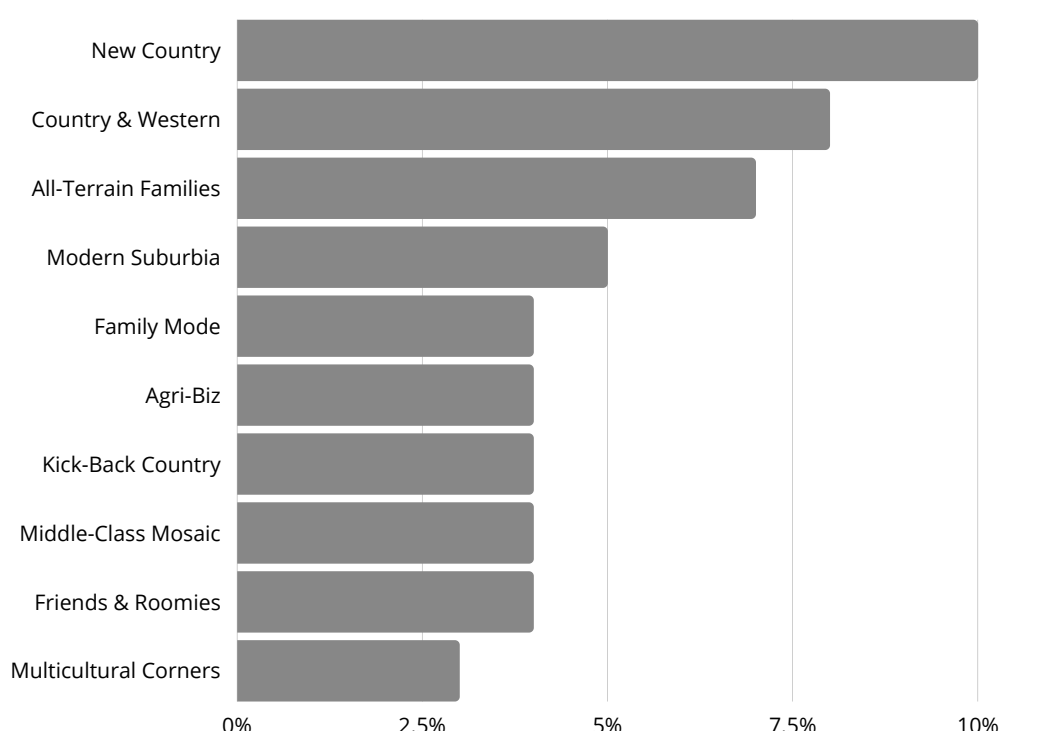
Q2 - 2019



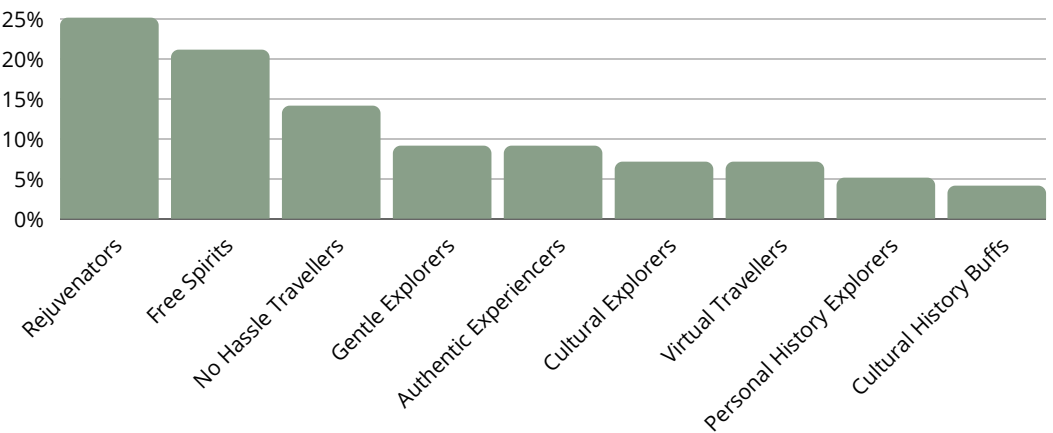
Q2 2019 Visits by EQ Type



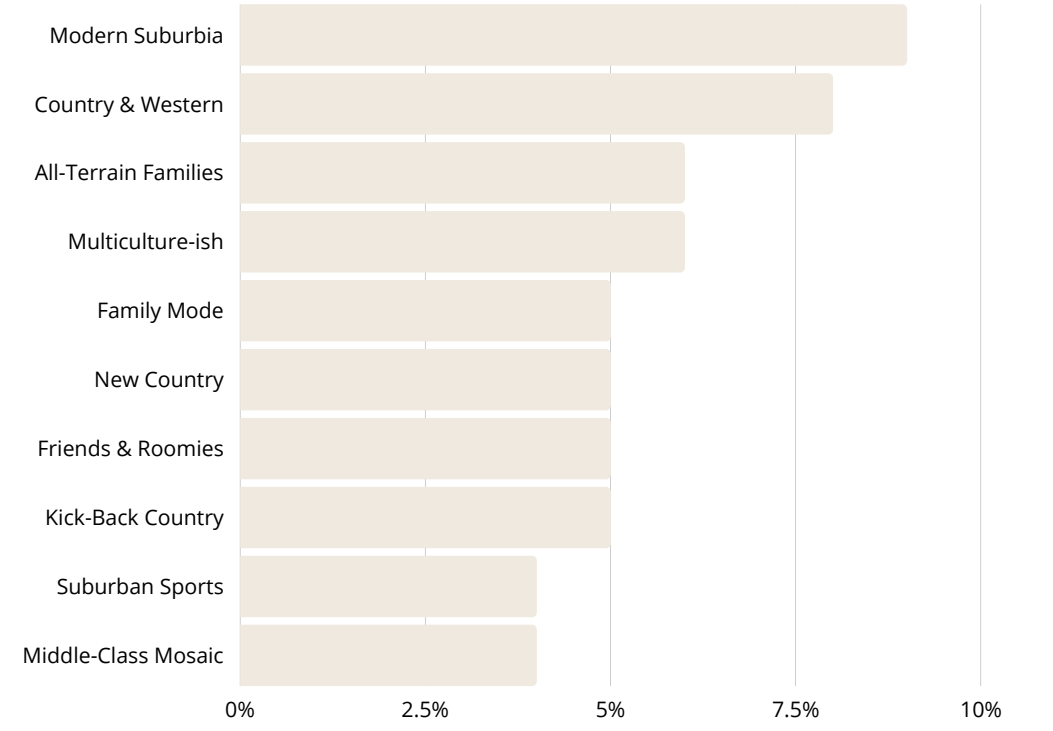
Q2 - 2020



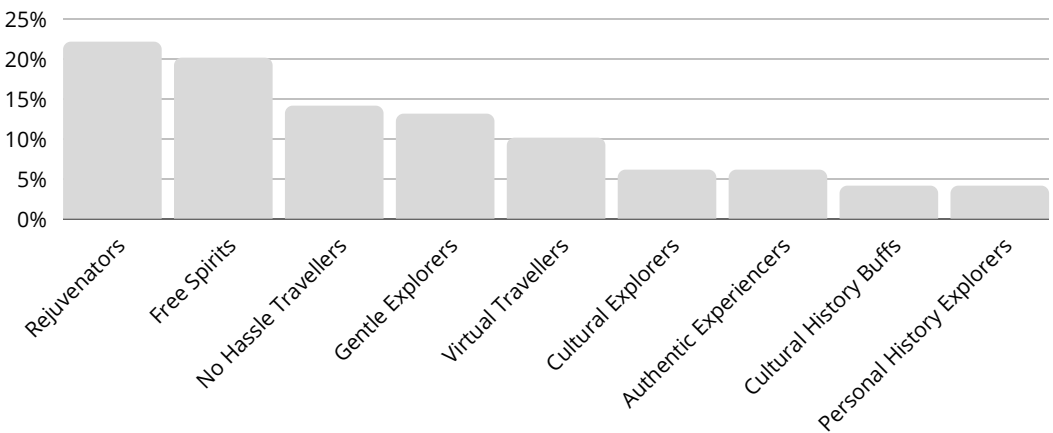
Q2 2020 Visits by EQ Type



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

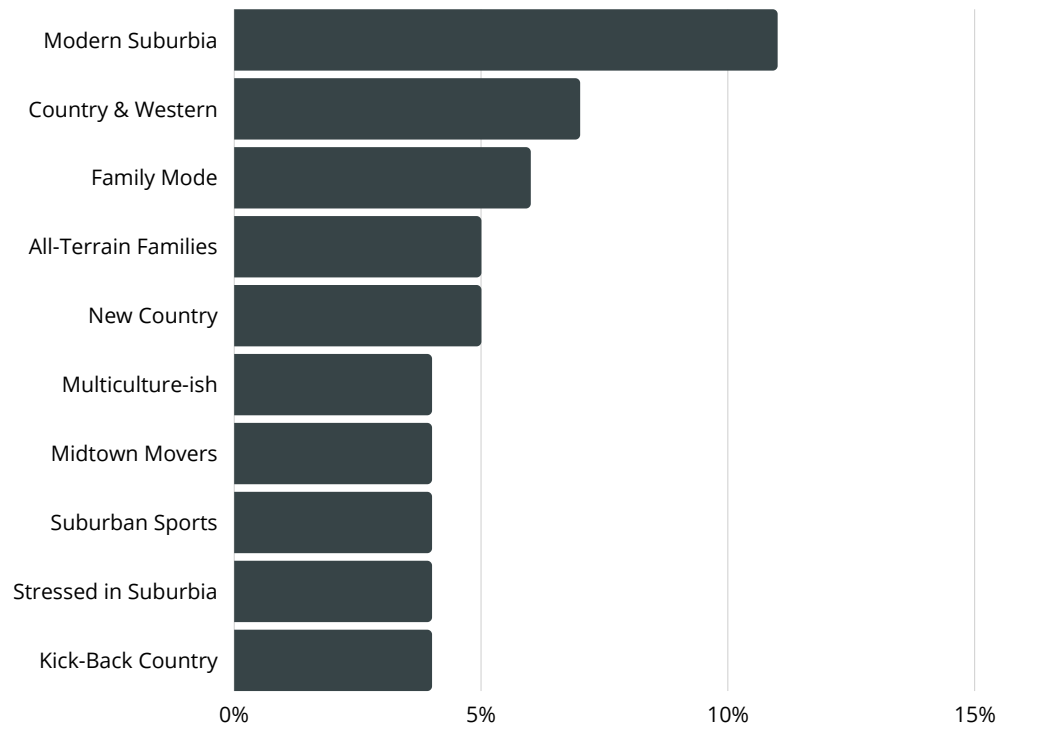
NORTH WEST BC

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

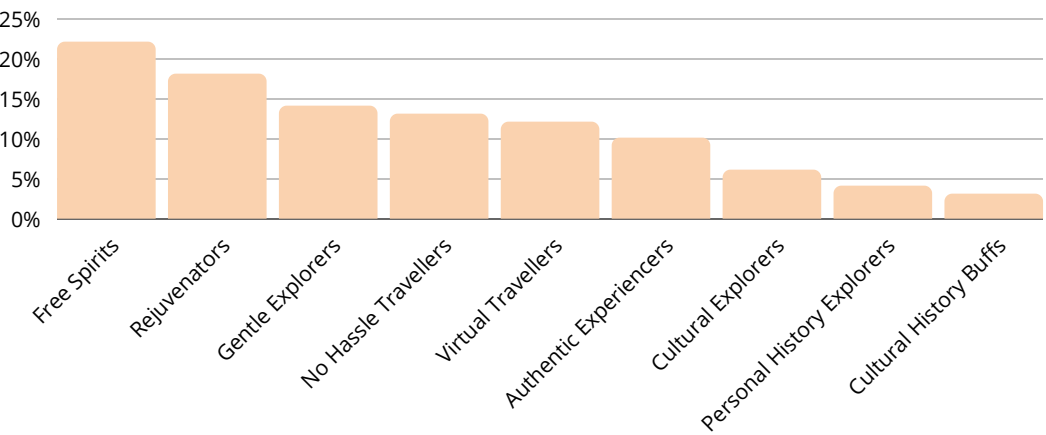
Overview

- Of the 67 PRIZM Segments identified in Canada –Modern Suburbia, Country & Western and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to North West BC during Q3 2019.
- New Country, Modern Suburbia and All-Terrain Families were the top three during Q3 2020 and New Country, Country & Western and Kick-Back Country were the top three in 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q3 2019 and 2020.
- Rejuvenators, No Hassle Travellers and Free Spirits were the top three in 2021.

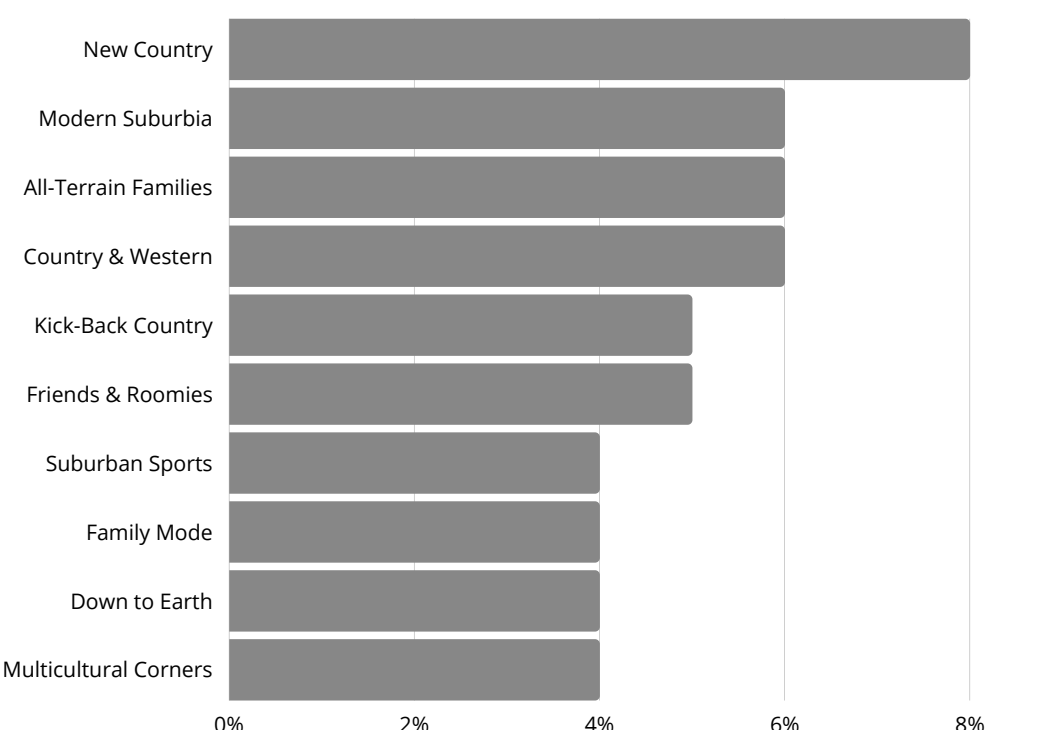
Q3 - 2019



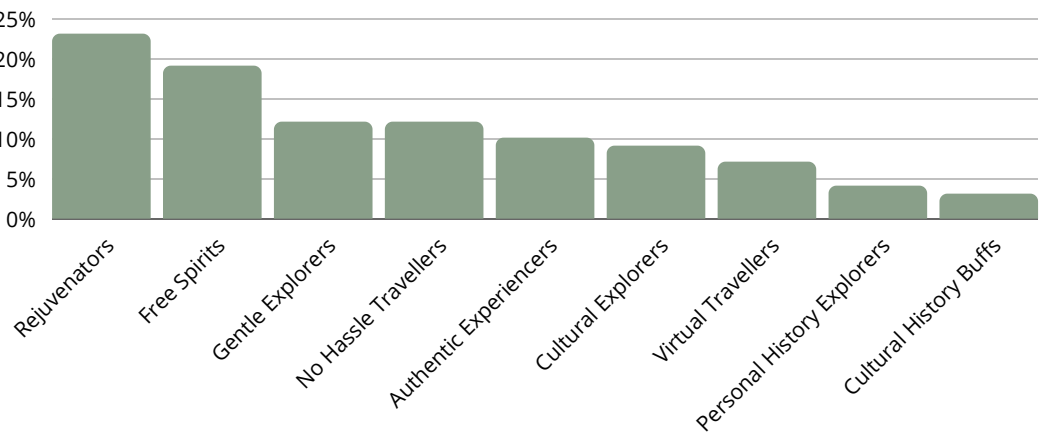
Q3 2019 Visits by EQ Type



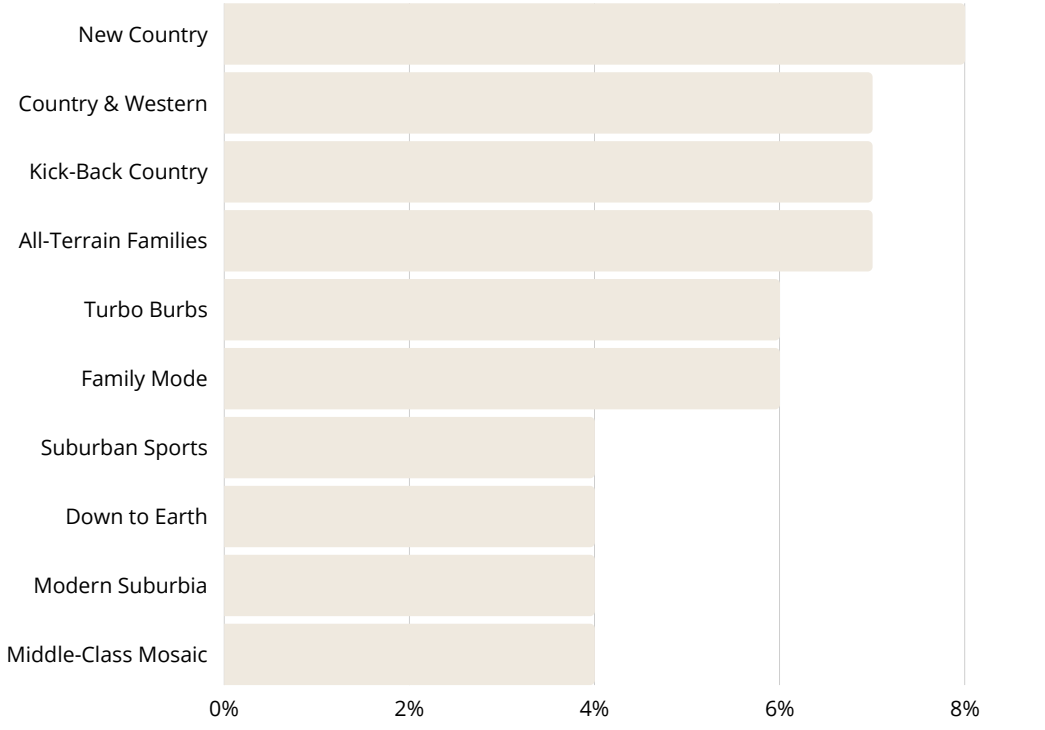
Q3 - 2020



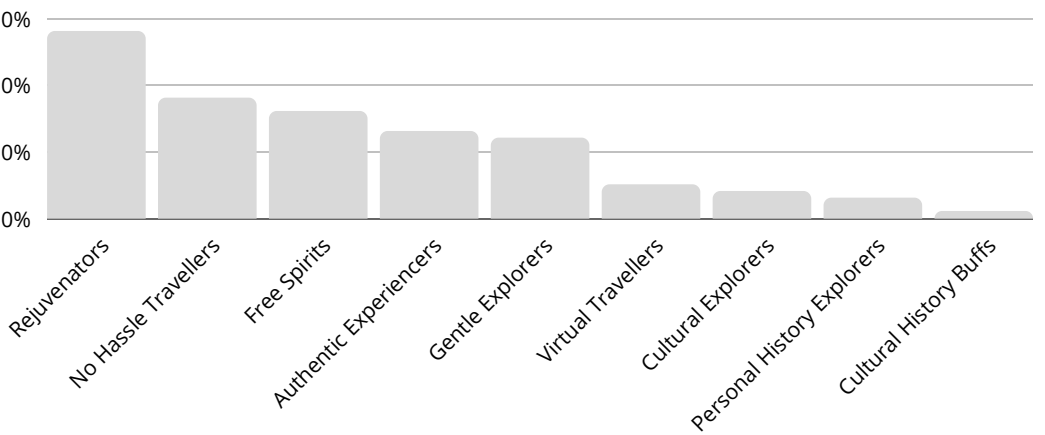
Q3 2020 Visits by EQ Type



Q3 - 2021



Q3 2021 Visits by EQ Type



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

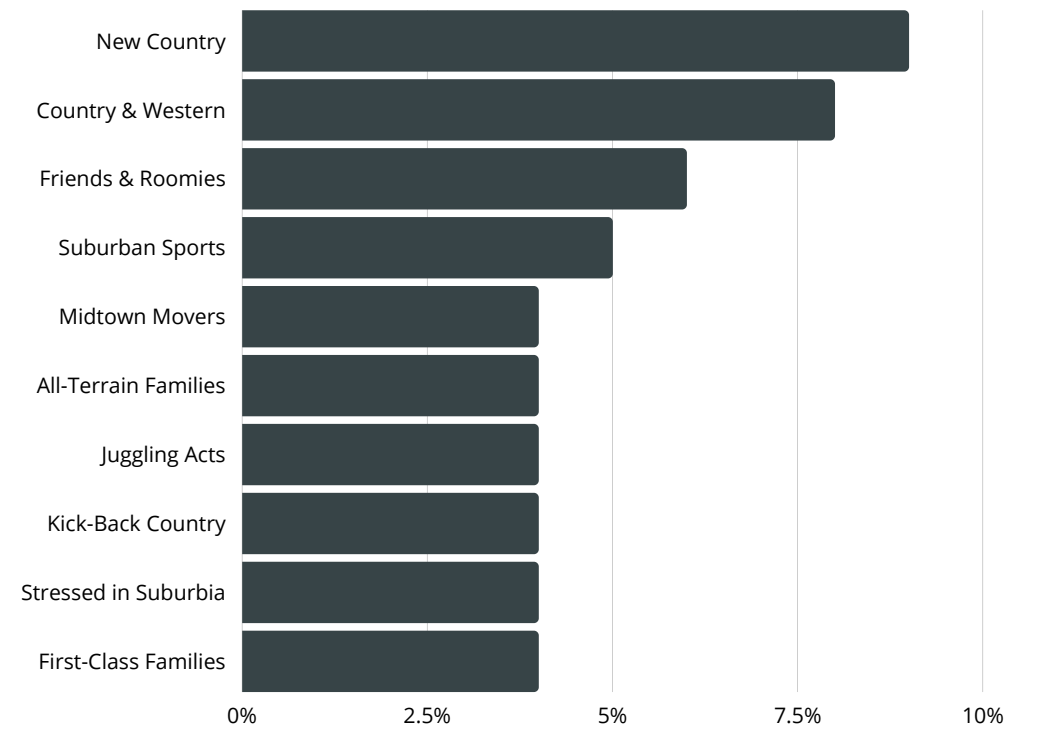
NORTH WEST BC

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

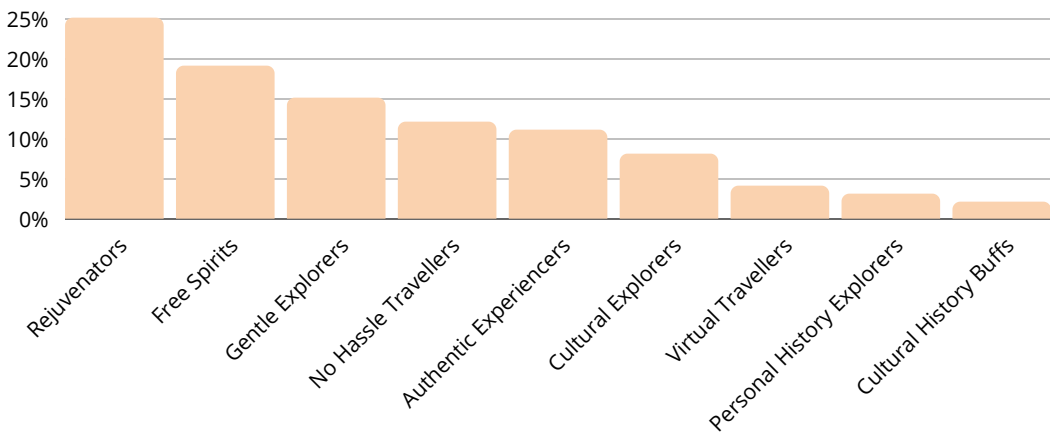
Overview

- Of the 67 PRIZM Segments identified in Canada –New Country, Country & Western and Friends & Roomies were the top visiting PRIZM Segments from Alberta, travelling to North West BC during Q4 2019.
- Country & Western, New Country and Suburban Sports were the top three during Q4 2020 and Country & Western, All-Terrain Families and Family Mode were the top three in 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q4 2019.
- Rejuvenators, Gentle Explorers and No Hassle Travellers were the top three in 2020.
- Rejuvenators, Free Spirits and Authentic Experiencers were the top three EQ Traveller Types during Q4 2021.

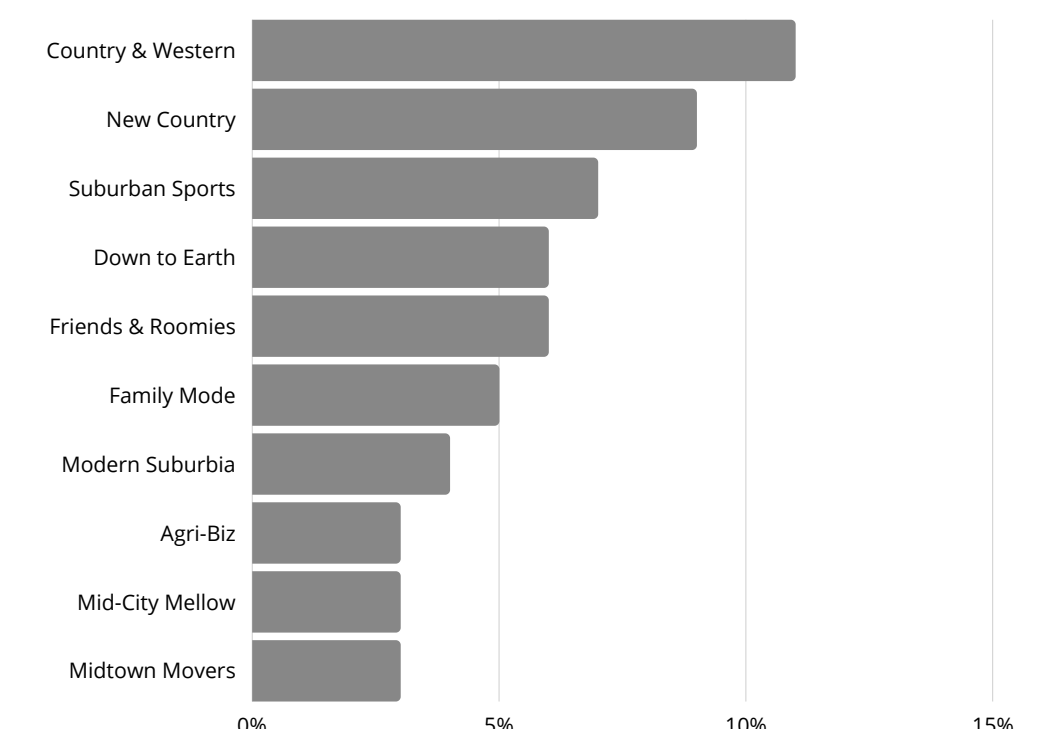
Q4 - 2019



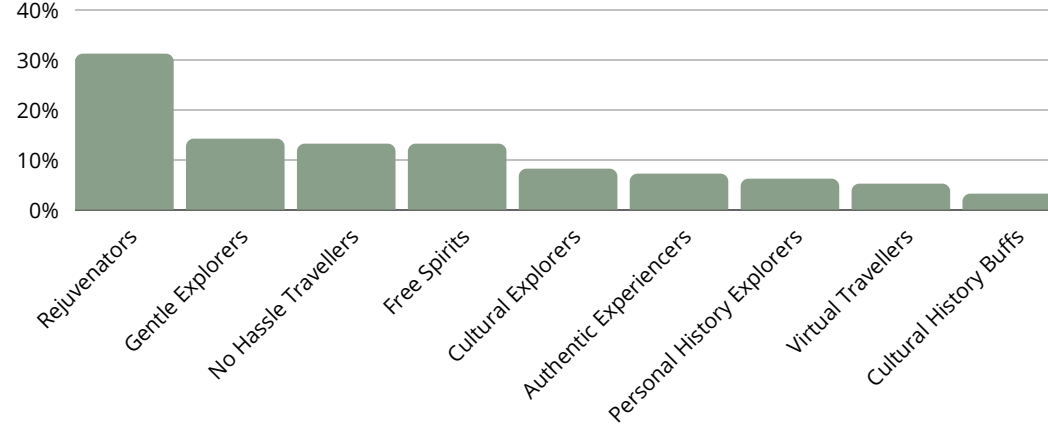
Q4 2019 Visits by EQ Type



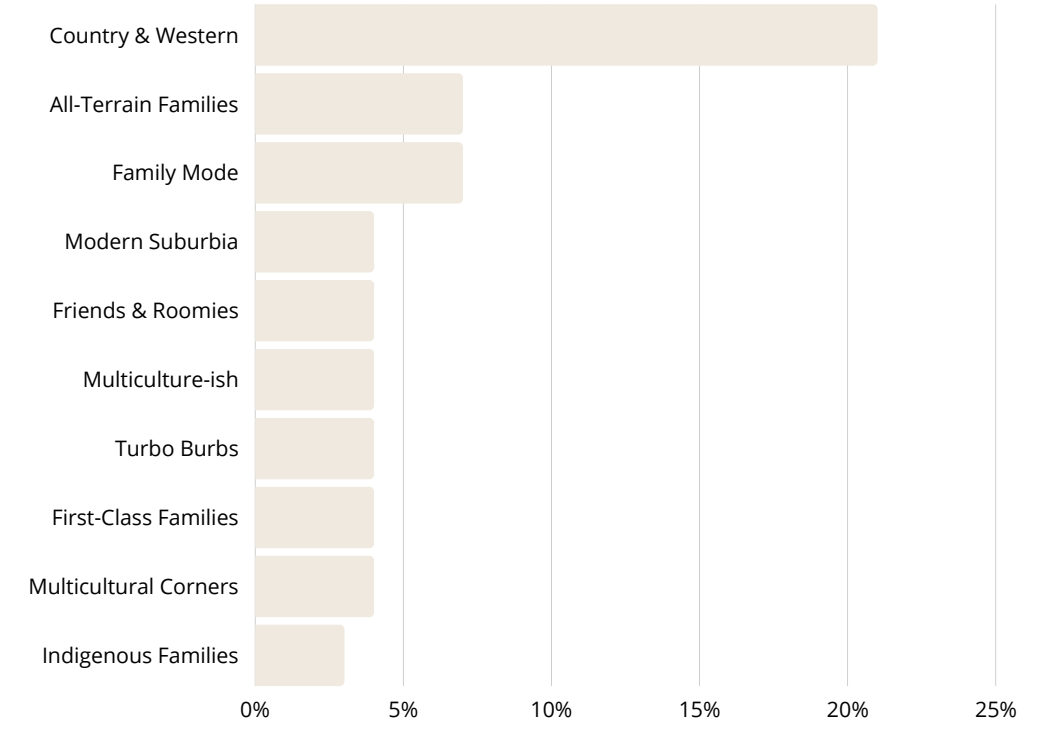
Q4 - 2020



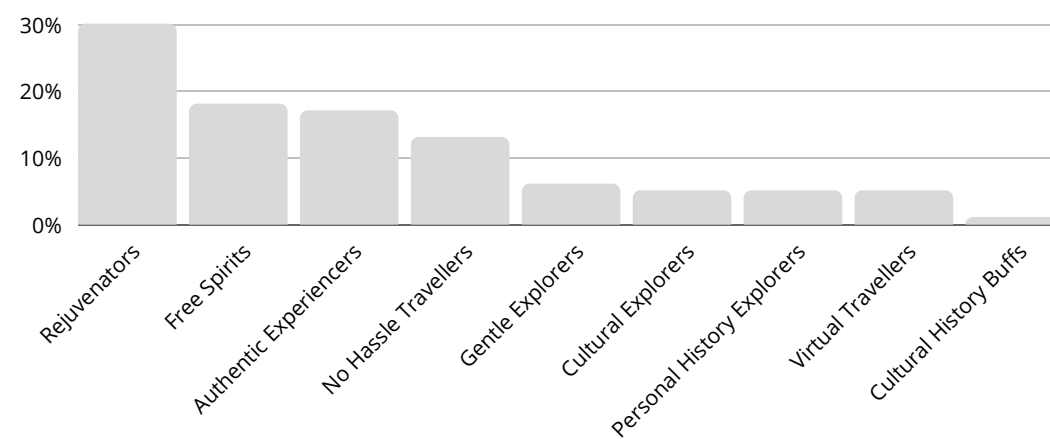
Q4 2020 Visits by EQ Type



Q4 - 2021



Q4 2021 Visits by EQ Type



GROWTH INSIGHTS

INSIGHTS- POTENTIAL GROWTH MARKETS

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, Prince Rupert, Terrace, Kitimat, Smithers, Vanderhoof◦ These are loyal visitors who understand your products/services and visited during multiple quarters over multiple years• BC Regional Visitors<ul style="list-style-type: none">◦ Vancouver, Surrey, Abbotsford◦ Kelowna, Kamloops	<ul style="list-style-type: none">• Edmonton/Calgary/ Grande Prairie/ Strathcona County<ul style="list-style-type: none">◦ Loyal Visitors who understand your products/services and travelled during multiple quarters.• Red Deer, St. Albert, Hinton, Wood Buffalo	<p>Consider targeting by BC Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Country & Western◦ Down to Earth◦ Indigenous Families◦ Keep on Trucking◦ Kick-Back Country◦ Stressed in Suburbia◦ Suburban Sports <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Abbotsford◦ Prince George◦ Langley◦ Surrey◦ Maple Ridge◦ Kelowna◦ Kamloops◦ Chilliwack◦ Mission◦ Langford	<p>Consider targeting by Alberta Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ All-Terrain Families◦ Country & Western◦ Family Mode◦ Friends & Roomies◦ Middle-Class Mosaic◦ Modern Suburbia◦ New Country◦ Suburban Sports◦ Turbo Burbs <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Edmonton◦ Calgary◦ Airdrie◦ Wood Buffalo◦ Strathcona County◦ Red Deer◦ St. Albert◦ Grande Prairie◦ Lethbridge◦ Spruce Grove

A note about the BC & AB Target Considerations

These "Top 10 Locations" have been identified by running the North West 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

- 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



Source: Environics PRIZM Marketer's Guide 2021

Category

Alberta Highlights

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 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

FRIENDS & ROOMIES

General Canadian Summary	Category	Alberta Highlights
<ul style="list-style-type: none">• Younger, diverse lower-middle-income city dwellers• Mixed Education (High School/University)• Service Sector and White-Collar positions• Value in-person and online entertainment, music, podcasts and video games• Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton• EQ Type: Cultural Explorer	Household Count	Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 2nd, making up 85,053 households, or 5.2% of the total Households in Alberta (1,641,221)
	Maintainer Age	The Median Household Maintainer Age is 43
	Children at Home	41.8% of couples do not have children living at home (Average)
	Household Income	Below Average Household Income of \$\$81,310 compared to Alberta at \$126,807
	Top Social Values	Multiculturalism, Culture Sampling, Racial Fusion
	Top Tourism Activities	Music festivals, Inline skating, Beer, food & wine festivals. Above Average interest in Adventure sports,, Specialty movie theatres/IMAX, and Marathons or similar events
	Travel	Average interest for travelling within Canada (Above Average for Toronto and Manitoba) Friends & Roomies from Alberta spent an average of \$1,461 (Average) on their last vacation
	Social Media	77.4% currently use Facebook (Average), 43.2% use Instagram (Above Average), 30.8% use Twitter (Above Average) and 73.8% use YouTube (Average)



Source: Environics PRIZM Marketer's Guide 2021



Source: Environics Analytics- Envision 2021

2021 AB 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

Alberta Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 52

Children at Home

47% of couples have children living at home (Average).

Household Income

Below Average Household Income of \$97,258 compared to Alberta at \$126,807.

Top Social Values

Need for Escape, Social Intimacy, Legacy

Top Tourism Activities

Camping, Swimming, Hiking/Backpacking, Cycling, Attending Sporting Events

Travel

Average interest for travelling within Canada, Middle-Class Mosaic from Alberta spent an average of \$1,592 (Average) on their last vacation.

Social Media

79% currently use Facebook (Average), 44% use Instagram (Above Average), 30% use Twitter (Average) and 73% 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

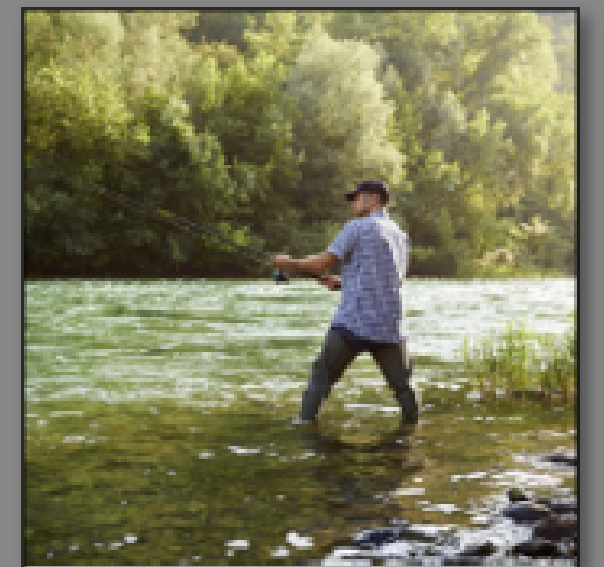
•Camping, Cycling, Swimming. Above Average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports

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

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

Alberta Highlights

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 Analytics- Envision 2021

2021 AB PRIZM SEGMENT SUMMARY

TURBO BURBS

General Canadian Summary

- Middle-aged upscale suburbanites, the wealthiest suburban segment, with children between the ages of 10 and 25
- Mixed Education with jobs in management, finance, education and government
- Value success, travel and an on-the-go lifestyle. As consumers, many think of themselves as leaders and influencers among their peers
- Top Geography: Kelowna, St. John's
- EQ Type: Authentic Experiencers



Source: Environics PRIZM Marketer's Guide 2021

Category

Alberta Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Turbo Burbs rank 18th, making up 36,192 households, or 2.2% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 56

Children at Home

52% of couples have children living at home (Above Average).

Household Income

Above Average Household Income of \$234,862 compared to Alberta at \$126,807.

Top Social Values

Legacy, Effort Towards Health, Racial Fusion

Top Tourism Activities

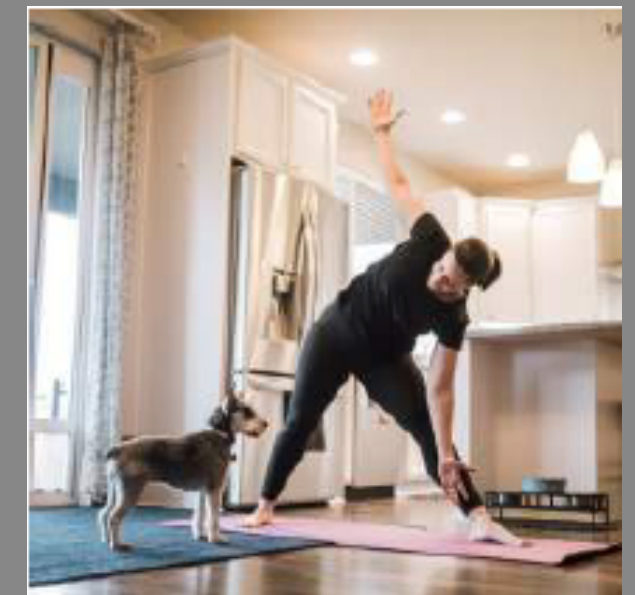
Camping, Cycling, Swimming. Above Average interest in Cycling, Sporting Events, Ice Skating, Fishing/Hunting, Downhill Skiing

Travel

Average interest for travelling within Canada (Above Average for: BC, Jasper, Victoria) Turbo Burbs from Alberta spent an average of \$1,773 (Above Average) on their last vacation.

Social Media

78% currently use Facebook (Average), 37% use Instagram (Average), 28% use Twitter (Average) and 67% use YouTube (Average).



Source: Environics Analytics- Envision 2021

TOP ALBERTA 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

Alberta Highlights

Household Count

Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 3rd, making up 207,017 households, or 12.6% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 57

Children at Home

49% of couples have children living at home (Average).

Household Income

Above Average Household Income of \$211,784 compared to Alberta at \$126,807.

Top Social Values

Legacy, Culture Sampling, Effort Towards Health

Top Tourism Activities

Camping, Swimming, Cycling. Above average interest in Attending Sporting Events, Historical Sites, Downhill Skiing, Cross Country Skiing/Snowshoeing

Travel

Average interest for travelling within Canada (Above Average for: BC, Banff, Vancouver, Victoria, Toronto, Manitoba). Authentic Experiencers from Alberta spent an average of \$1,738 (Average) on their last vacation.

Social Media

76% currently use Facebook (Average), 39% use Instagram (Average), 29% 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

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

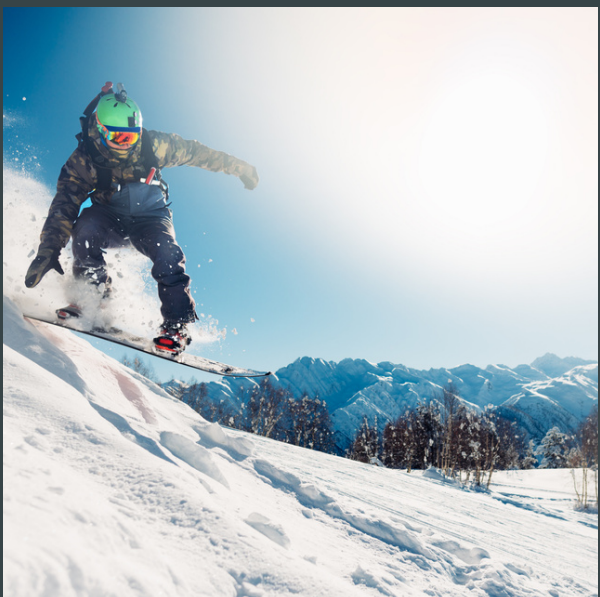
Camping, Swimming, Cycling. Above average interest in Beer/Food/Wine Festivals

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

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

Alberta Highlights

Household Count

Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 5th, making up 198,267 households, or 12.1% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 55

Children at Home

48% of couples have children living at home (Average).

Household Income

Average Household Income of \$119,080 compared to Alberta at \$126,807.

Top Social Values

Need for Escape, National Pride, Emotional Control

Top Tourism Activities

Camping, Swimming, Cycling. Above average interest in ATV/Snowmobiling

Travel

Average interest for travelling within Canada. No Hassle Travellers from Alberta spent an average of \$1,620 (Average) on their last vacation.

Social Media

80% currently use Facebook (Average), 39% use Instagram (Average), 27% use Twitter (Average) and 70% 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

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

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