



Quarterly Visitor Highlights

PRINCE GEORGE BC REGION

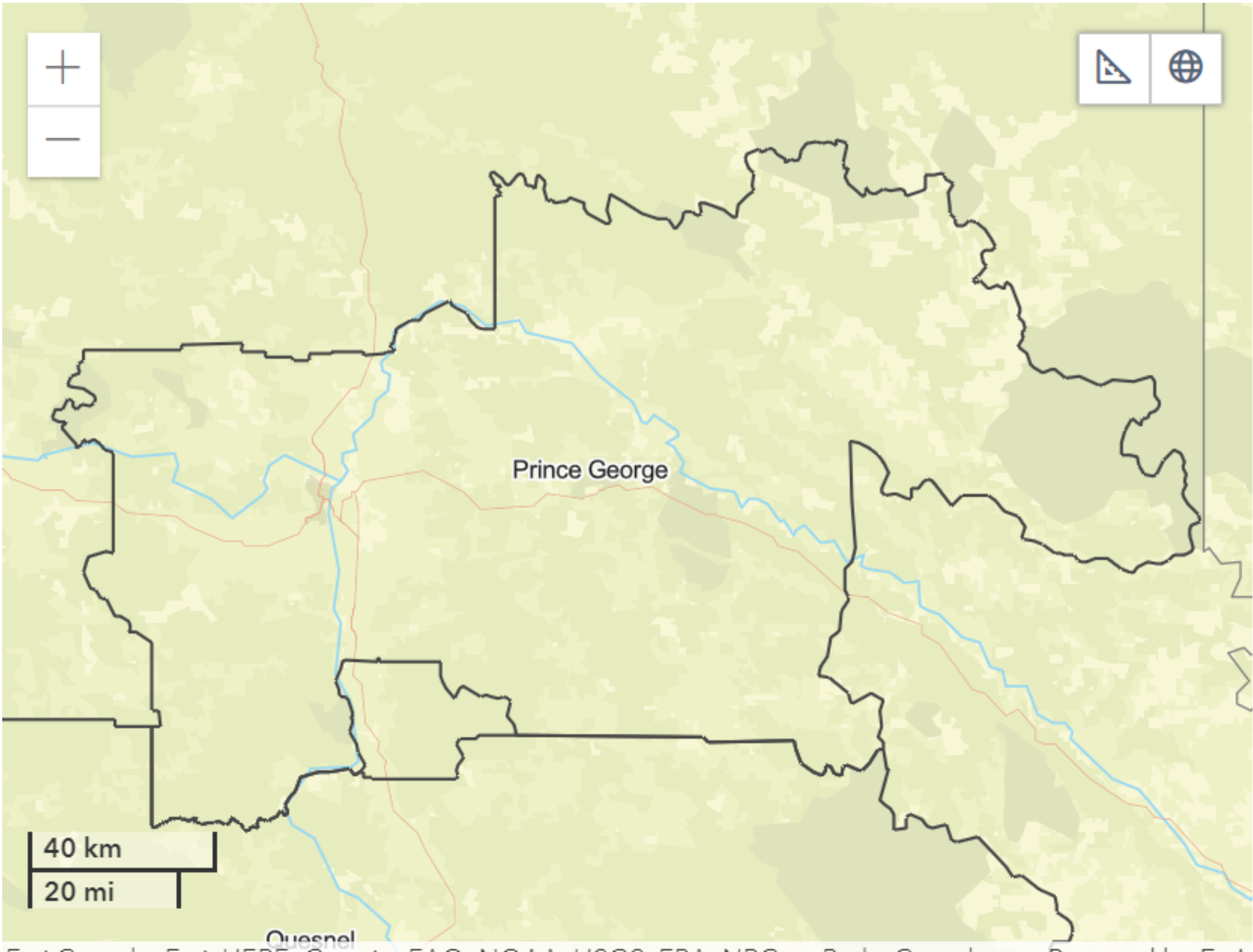
2021 DATA VINTAGE



SYMPHONY
TOURISM
SERVICES

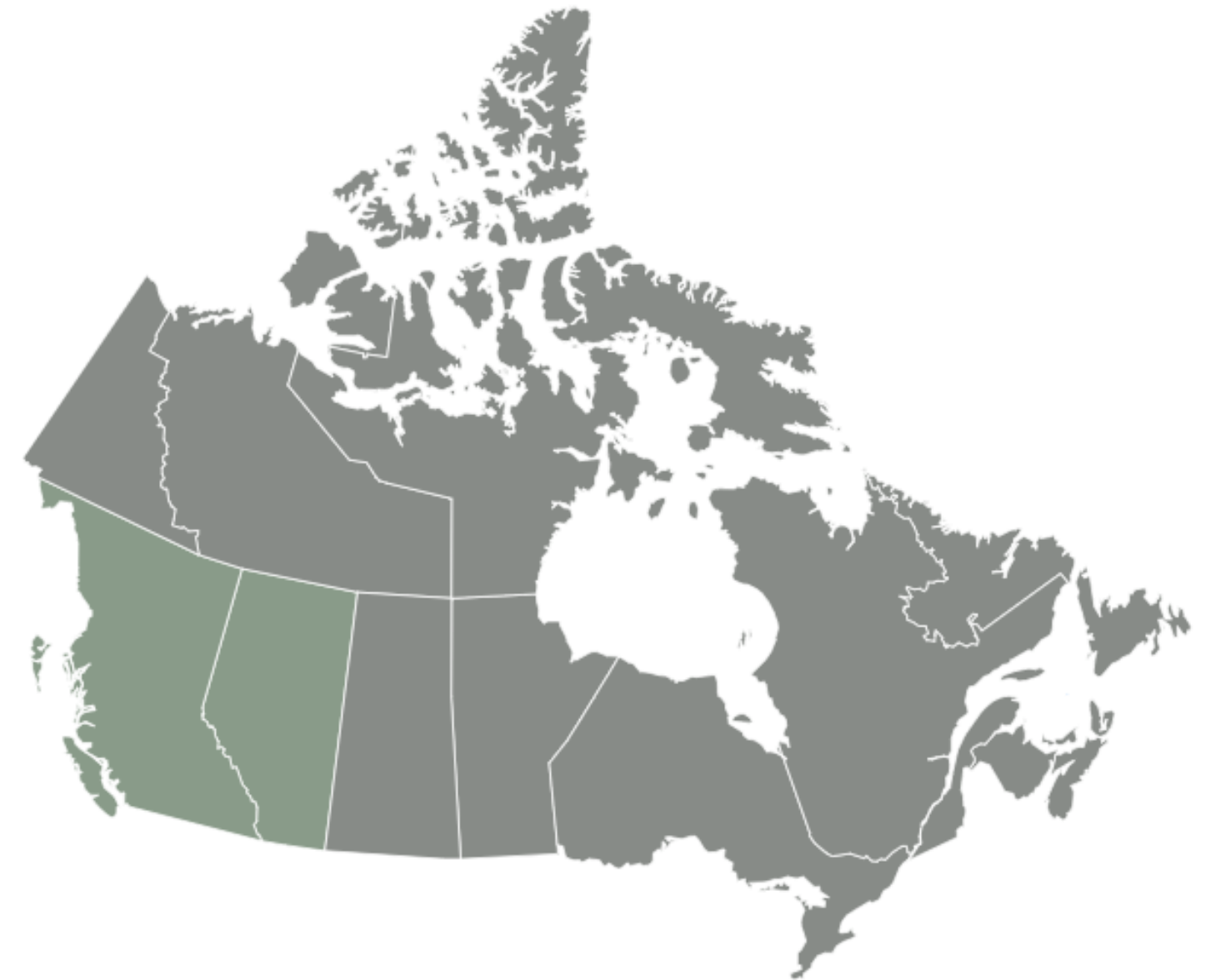
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PURPOSE

- 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 **Prince George 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

PRINCE GEORGE BC



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

Overview

Q1 - 2019 Domestic Visitation

Q1 - 2020 Domestic Visitation

Q1 - 2021 Domestic Visitation

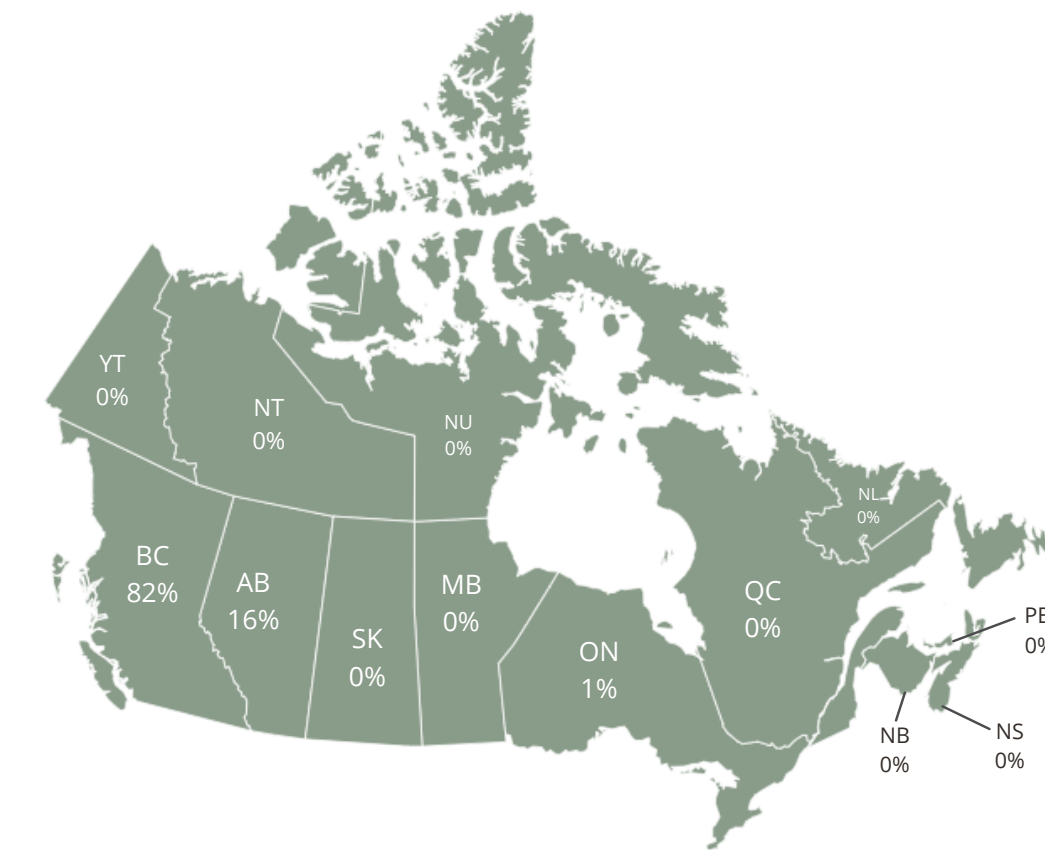
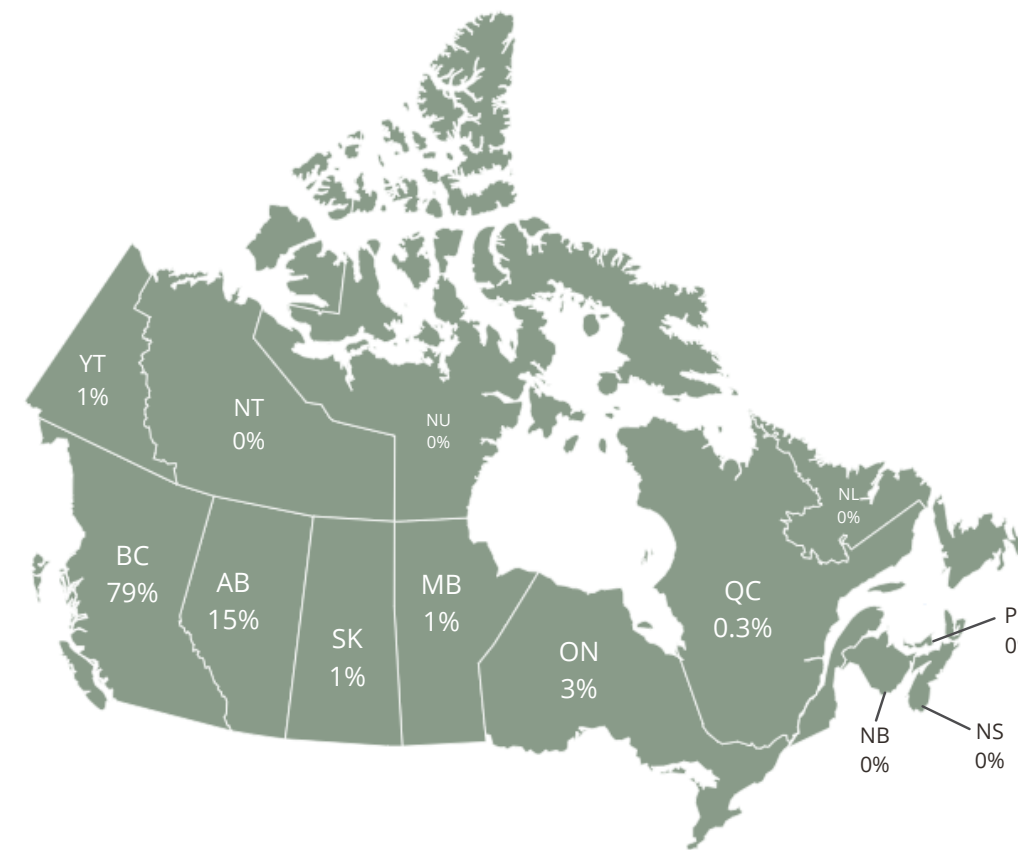
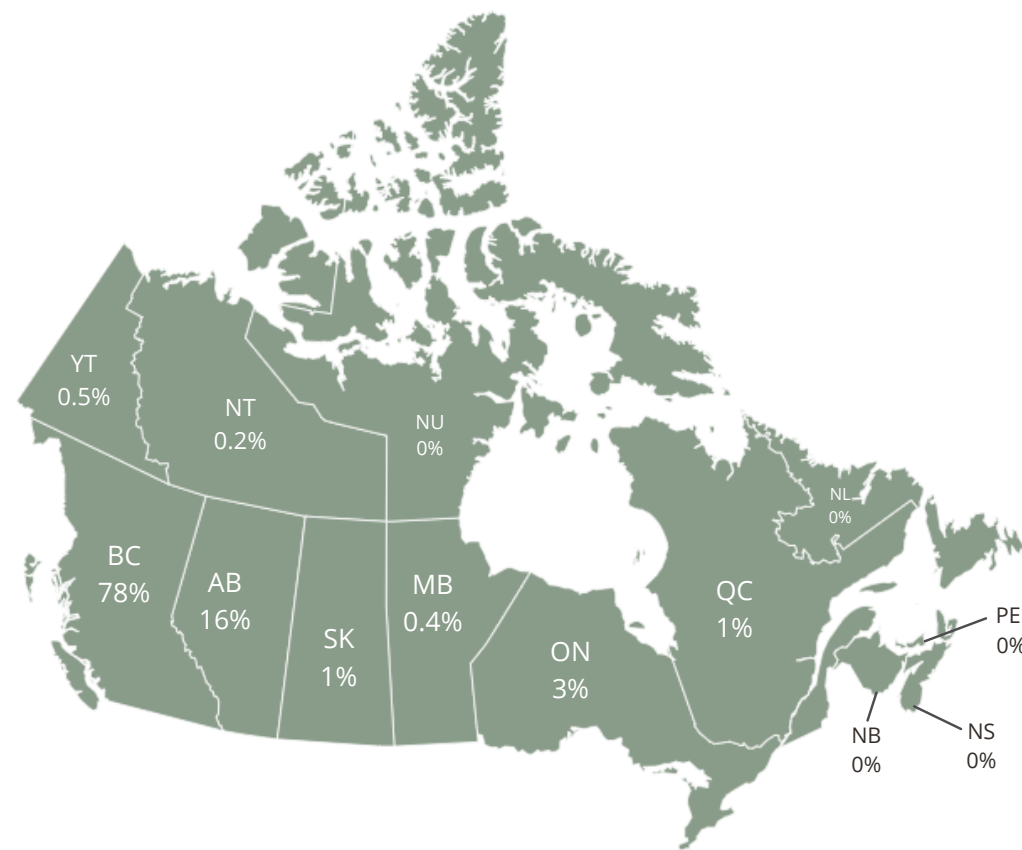
2019 Q1 Visitors
70,100

2020 Q1 Visitors
64,000

2021 Q1 Visitors
45,300

Decrease of **-29%**
2021 compared to
2020

Decrease of **-42%**
2021 compared to
2019



- In Q1 2019 the Prince George BC Area saw an average of **70,100** Domestic Visitors. In Q1 2020 the Area saw **64,000** Domestic Visitors and in Q1 2021 **45,300** Domestic Visitors. A **decrease** of **-42%** compared to 2019 and **-29%** compared to 2020 visitation.
- Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Q2 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

PRINCE GEORGE BC



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

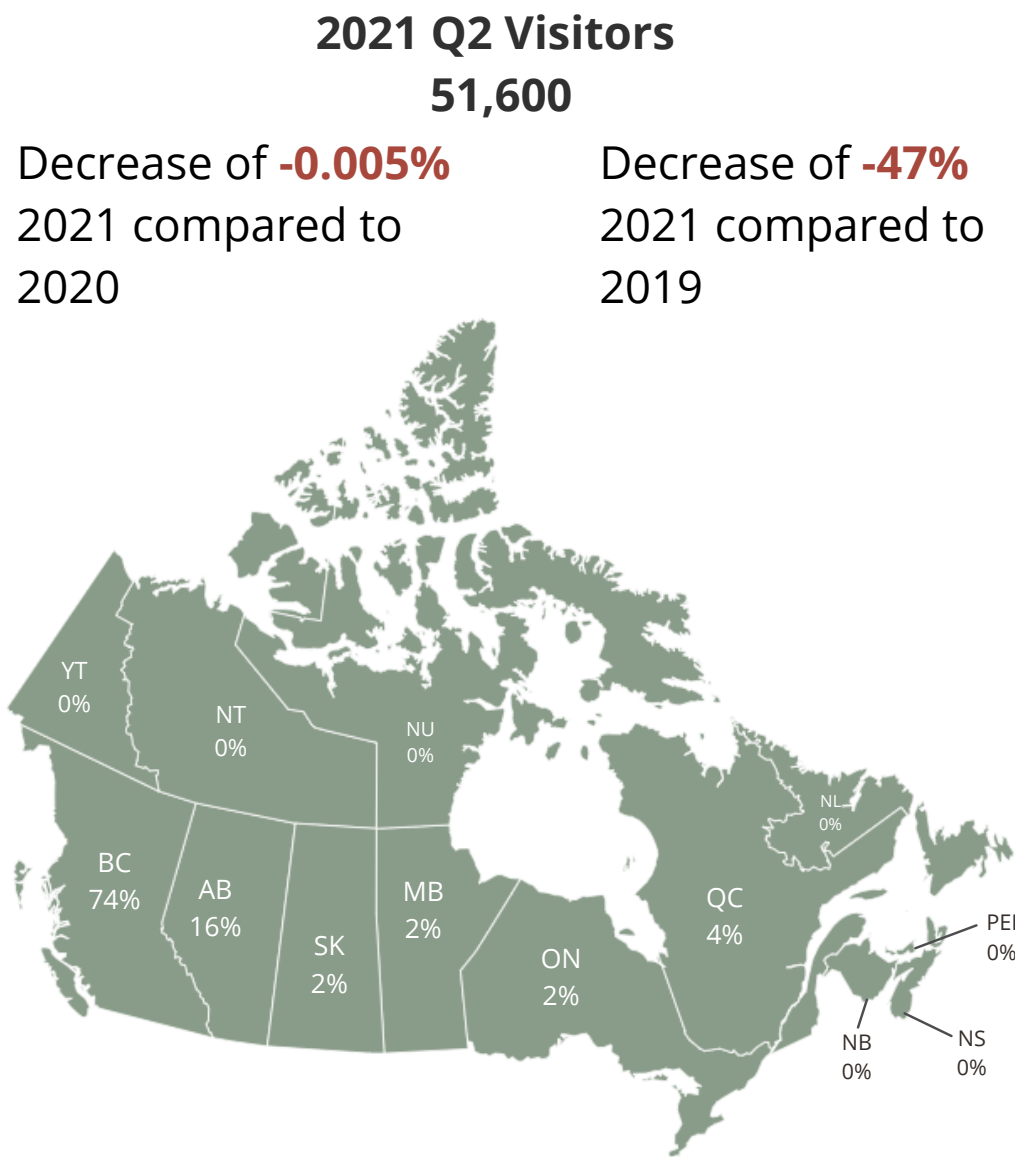
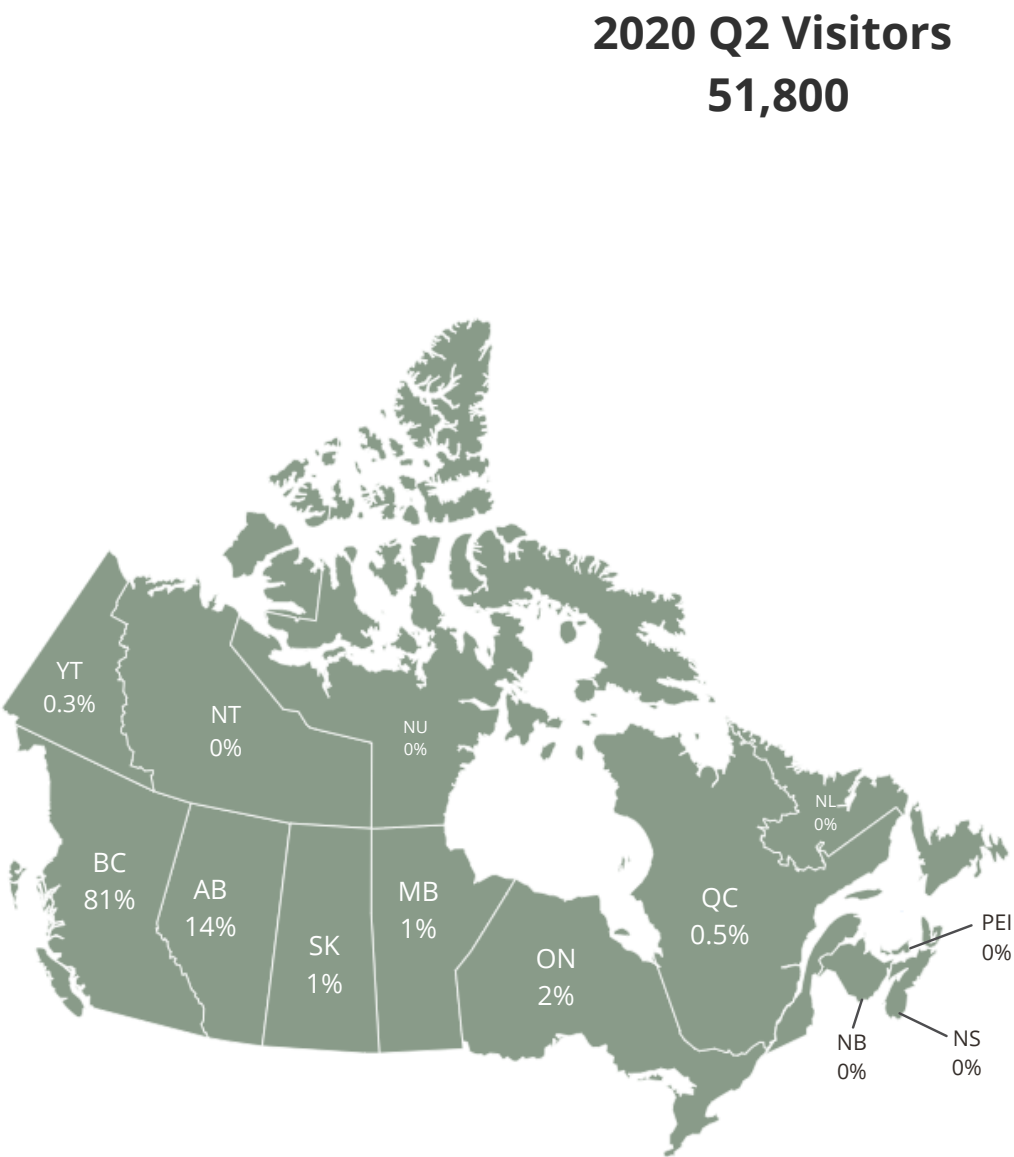
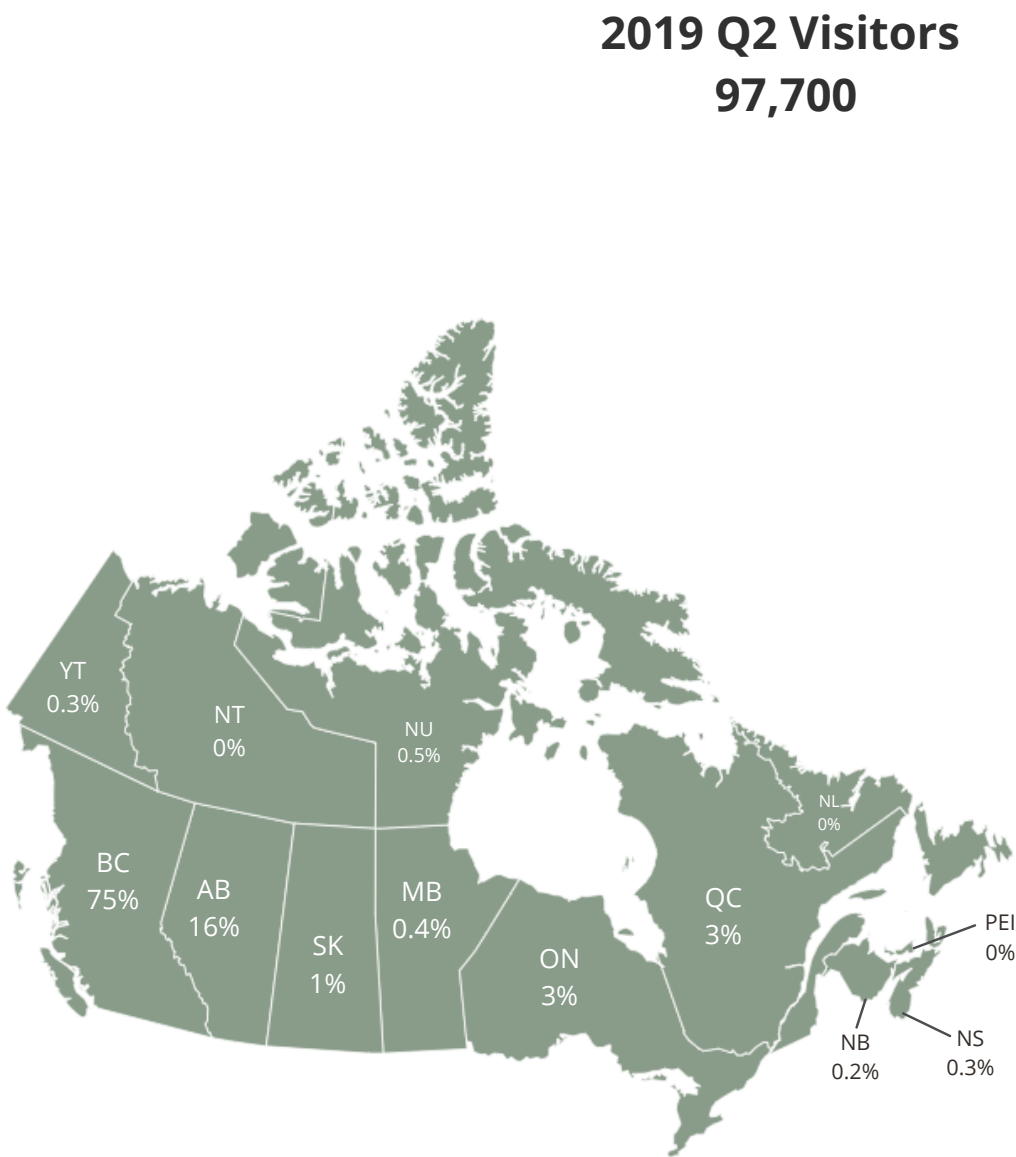
Overview

Q2 - 2019 Domestic Visitation

Q2 - 2020 Domestic Visitation

Q2 - 2021 Domestic Visitation

- In Q2 2019 the Prince George BC Area saw an average of **97,700** Domestic Visitors. In Q2 2020 the Area saw **51,800** Domestic Visitors and in Q2 2021 **51,600** Domestic Visitors. A **decrease** of **-47%** compared to 2019 and a decrease of **-0.005%** 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.

Q3 2019, 2020 & 2021 : DOMESTIC VISITORS BY QUARTER

PRINCE GEORGE 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 Prince George BC Area saw an average of **108,000** Domestic Visitors. In Q3 2020 the Area saw **120,400** Domestic Visitors and in Q3 2021 **103,500** Domestic Visitors. A **decrease** of **-4%** compared to 2019 and **-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.



*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

PRINCE GEORGE BC



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

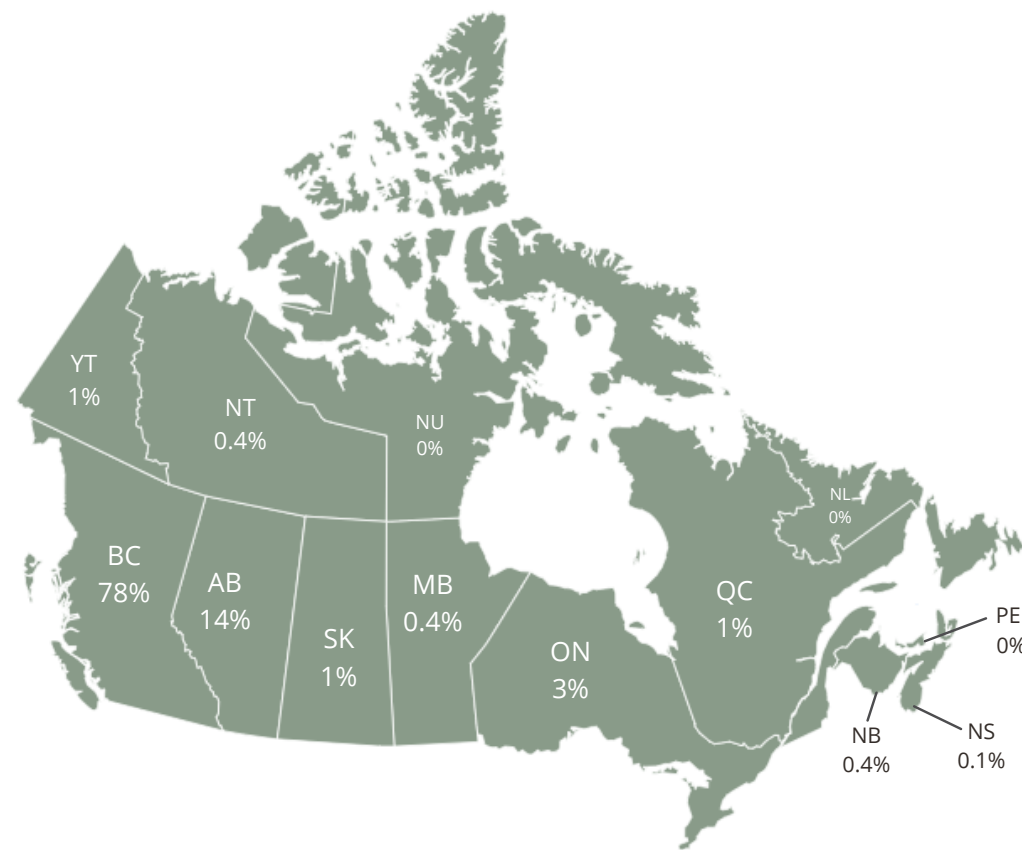
Overview

Q4 - 2019 Domestic Vistation

Q4 - 2020 Domestic Vistation

Q4 - 2021 Domestic Vistation

2019 Q4 Visitors
85,100



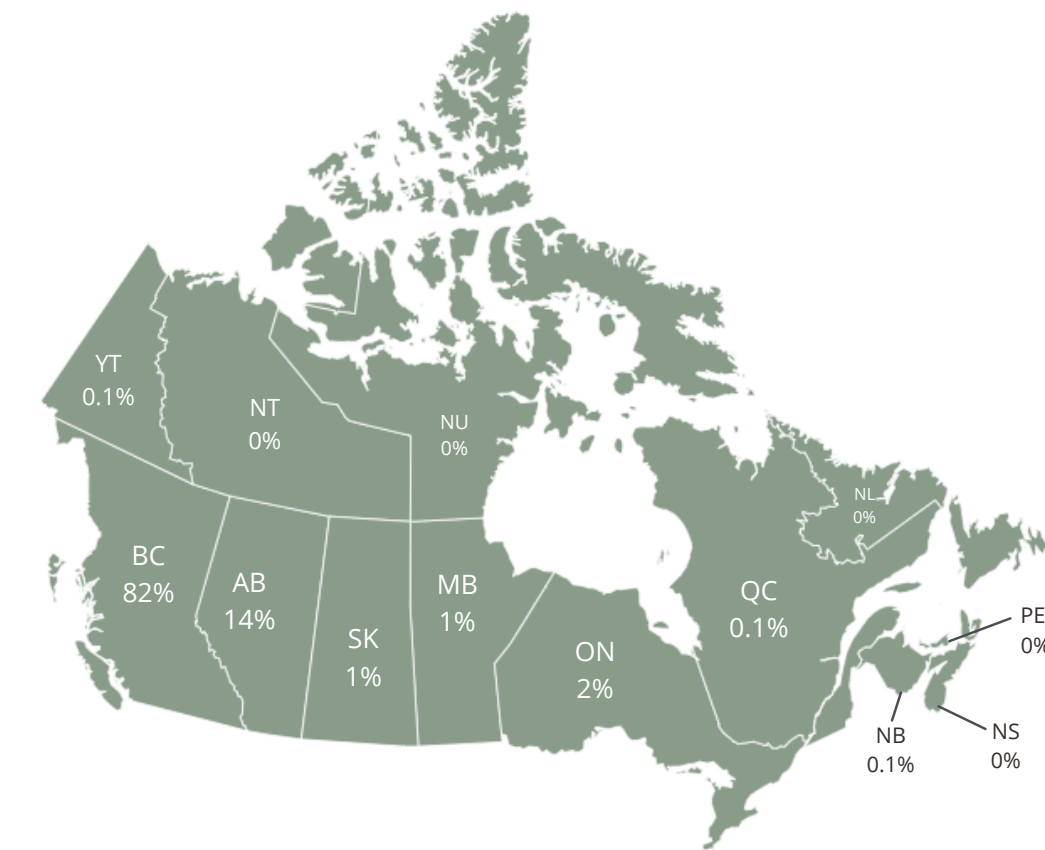
2020 Q4 Visitors
77,900



2021 Q4 Visitors
72,500

Decrease of **-7%**
2021 compared to
2020

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



- In Q4 2019 the Prince George BC Area saw an average of **85,100** Domestic Visitors. In Q4 2020 the Area saw **77,900** Domestic Visitors and in Q4 2021 **72,500** Domestic Visitors. A **decrease** of **-15%** compared to 2019 and **-7%** 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

PRINCE GEORGE BC



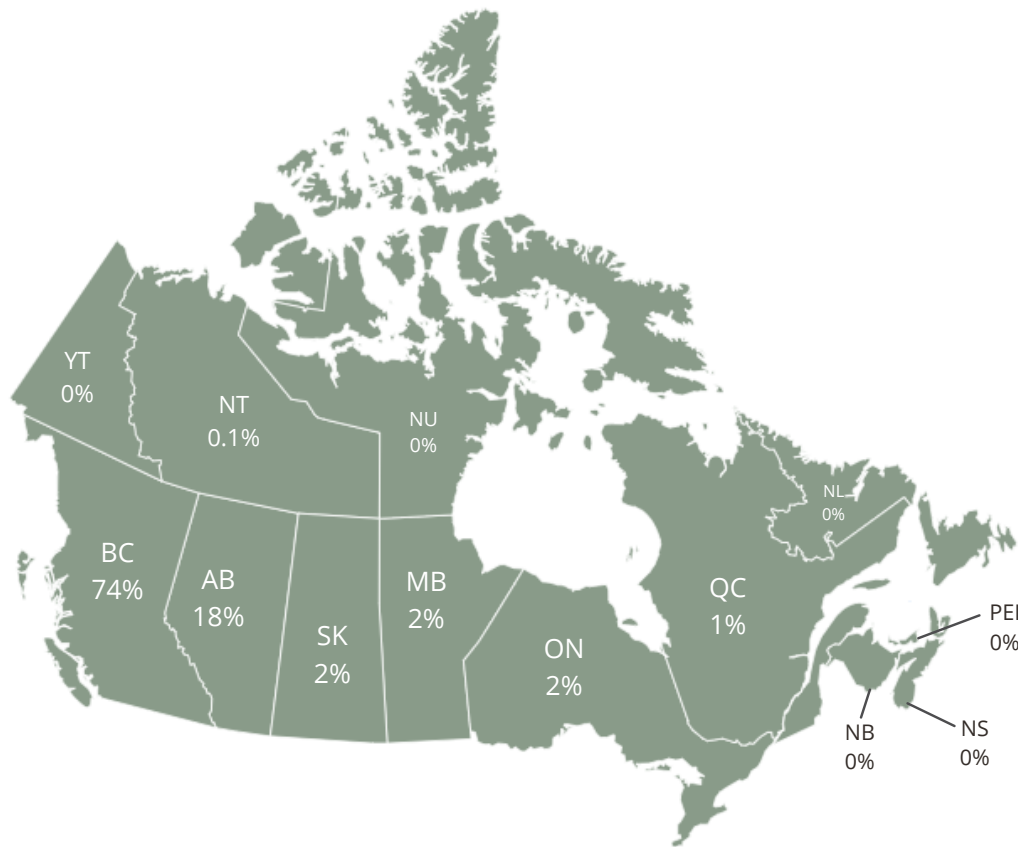
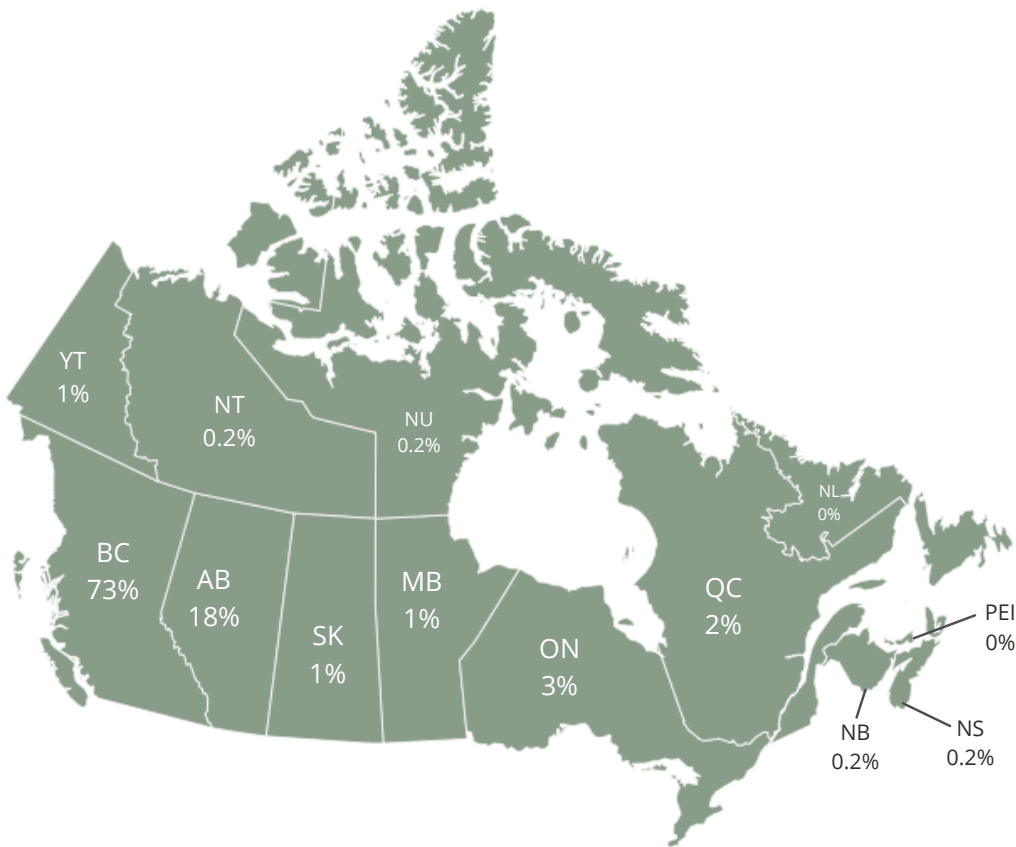
Overview

2019 Domestic Vistation

2020 Domestic Vistation

2021 Domestic Vistation

- In 2019 the Prince George BC Area saw an average of **286,000** Domestic Visitors. In 2020 the Area saw **247,800** Domestic Visitors and in 2021 **220,300** Domestic Visitors. A **decrease** of **-23%** compared to 2019 and **-11%** 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, another on July 20, 2021 as a result of severe wildfire activity and another on November 17, 2021 as a result of severe provincial flooding.

BRITISH COLUMBIA INSIGHTS

BC VISITS TO PRINCE GEORGE BC BY QUARTER - Q1

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Vanderhoof	2,900	Smithers	2,300	Vanderhoof	2,000
Surrey	2,600	Vanderhoof	2,300	Smithers	1,800
Smithers	2,600	Kamloops	1,900	Terrace	1,700
Kelowna	2,300	Surrey	1,800	Kitimat	1,400
Vancouver	2,200	Terrace	1,500	Houston	1,000
Terrace	1,700	Bulkley-Nechako A	1,500	Surrey	1,000
Fort St. John	1,600	Williams Lake	1,400	Quesnel	900
Prince Rupert	1,500	Kelowna	1,400	Bulkley-Nechako A	900
Williams Lake	1,500	Vancouver	1,300	Williams Lake	900
Bulkley-Nechako A	1,400	Prince Rupert	1,300	Fort St. John	800

BC VISITS TO PRINCE GEORGE BC BY QUARTER - Q2

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Vancouver	3,500	Prince George*	2,700	Prince Rupert	1,900
Surrey	2,800	Vancouver	1,700	Vanderhoof	1,600
Kamloops	2,700	Surrey	1,600	Terrace	1,400
Terrace	2,700	Kamloops	1,500	Smithers	1,400
Kelowna	2,400	Kelowna	1,500	Kamloops	1,300
Smithers	2,400	Smithers	1,400	Kelowna	1,200
Vanderhoof	2,400	Vanderhoof	1,300	Surrey	1,200
Abbotsford	2,100	Abbotsford	1,200	Williams Lake	1,000
Fort St. John	1,900	Terrace	1,100	Abbotsford	1,000
Kitimat	1,600	Burnaby	1,100	Kitimat	1,000

• Areas outside the Prince George Geofence with the same FSA

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

BC VISITS TO PRINCE GEORGE BC BY QUARTER - Q3

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Vancouver	3,900	Vancouver	5,100	Vancouver	3,400
Kamloops	3,200	Terrace	3,400	Surrey	3,300
Surrey	2,800	Prince George*	3,100	Terrace	2,400
Kelowna	2,700	Surrey	3,000	Prince Rupert	2,200
Terrace	2,600	Smithers	3,000	Vanderhoof	2,200
Fort St. John	2,400	Fort St. John	2,900	Kelowna	2,000
Smithers	2,300	Abbotsford	2,700	Quesnel	1,900
Vanderhoof	2,000	Vanderhoof	2,600	Smithers	1,800
Williams Lake	1,800	Kitimat	2,200	Chilliwack	1,800
Kitimat	1,700	Vernon	1,900	Langley	1,600

• Areas outside the Prince George Geofence with the same FSA

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

BC VISITS TO PRINCE GEORGE BC BY QUARTER - Q4

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Terrace	3,600	Vancouver	3,300	Surrey	2,400
Smithers	3,000	Surrey	2,600	Vanderhoof	2,200
Kitimat	3,000	Vanderhoof	2,400	Vancouver	2,200
Vanderhoof	2,600	Smithers	2,100	Kelowna	2,200
Fort St. John	2,200	Abbotsford	1,900	Smithers	1,800
Kamloops	2,100	Quesnel	1,500	Quesnel	1,700
Bulkley-Nechako A	2,000	Saanich	1,400	Williams Lake	1,500
Quesnel	1,600	Kelowna	1,300	Prince Rupert	1,400
Surrey	1,500	Terrace	1,300	Kamloops	1,300
Williams Lake	1,500	Williams Lake	1,300	Fort St. John	1,100

BC VISITS TO PRINCE GEORGE BC BY YEAR

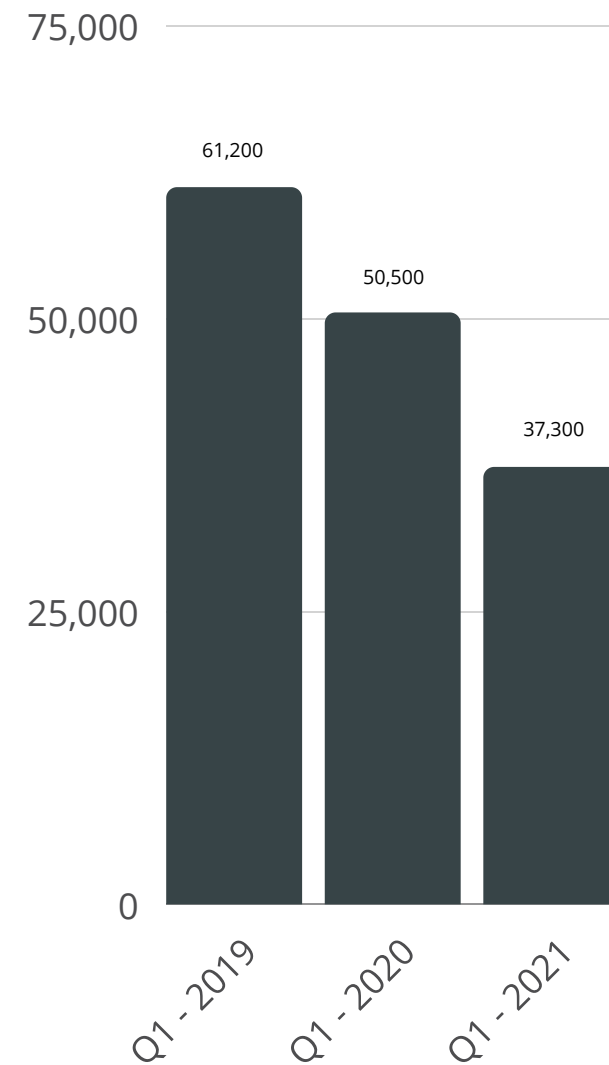
NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	9,700	Vancouver	10,200	Surrey	6,800
Surrey	8,600	Surrey	8,100	Vancouver	6,100
Kamloops	7,700	Terrace	5,600	Terrace	5,200
Kelowna	7,000	Vanderhoof	5,200	Kelowna	5,200
Terrace	6,300	Smithers	5,100	Vanderhoof	5,200
Vanderhoof	5,600	Kamloops	5,000	Prince Rupert	4,800
Smithers	5,500	Kelowna	4,500	Smithers	4,600
Fort St. John	5,300	Abbotsford	4,300	Kamloops	3,600
Kitimat	4,500	Fort St. John	4,200	Quesnel	3,400
Williams Lake	4,200	Kitimat	3,900	Fort St. John	3,400

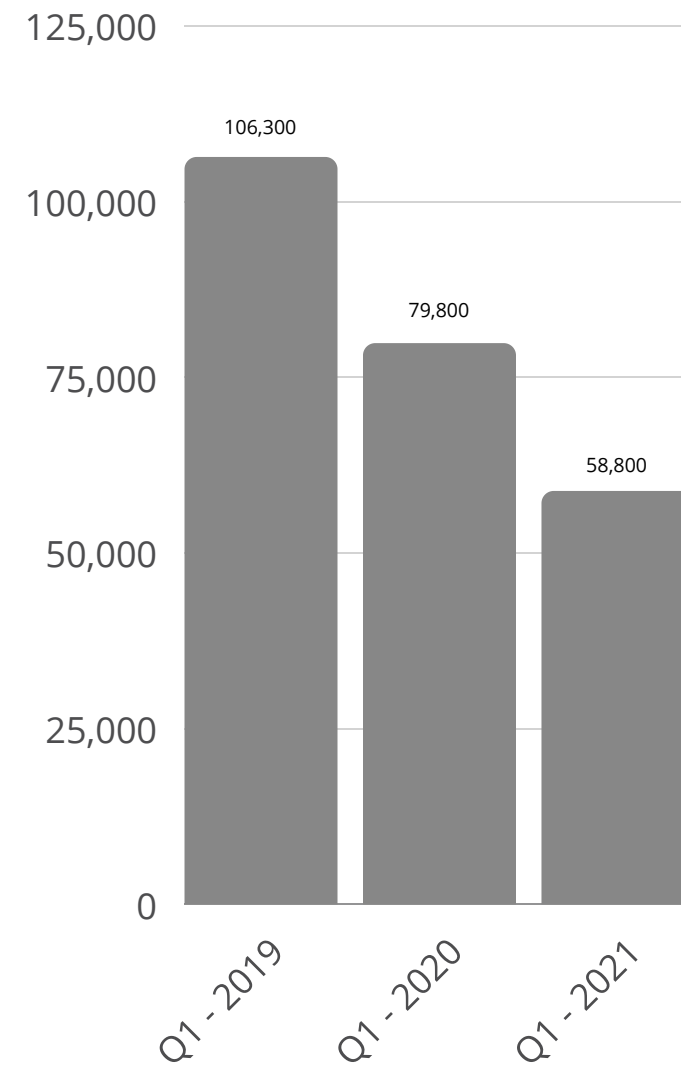
PRINCE GEORGE VISITATION - Q1

BC RESIDENTS TRAVELLING TO PRINCE GEORGE BC

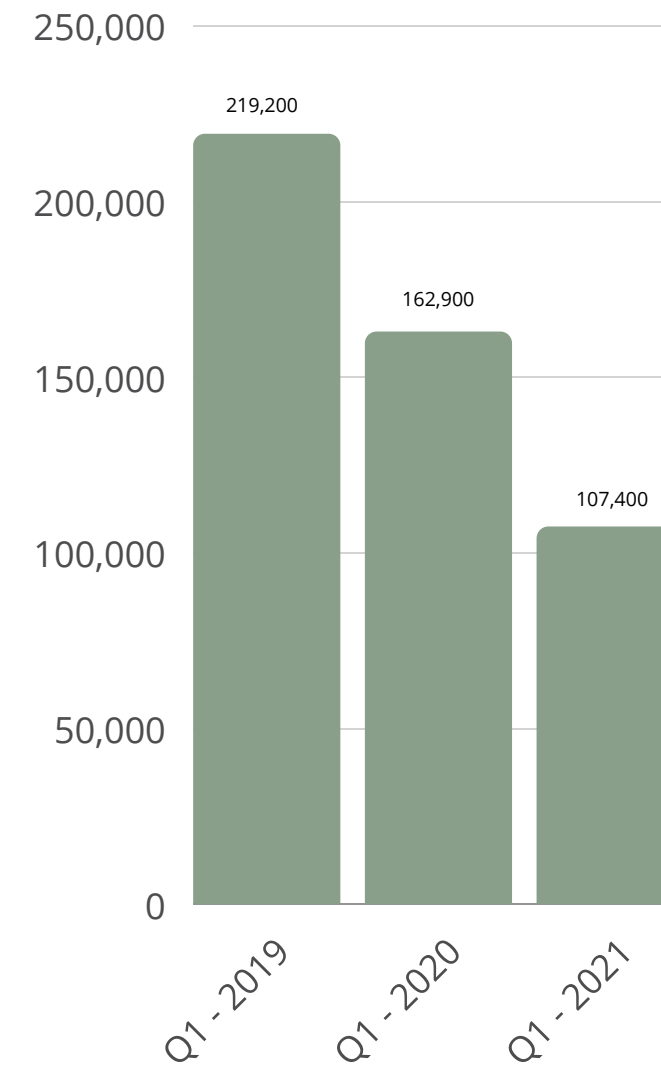
Number of Visitors to Prince George BC
from BC in Q1



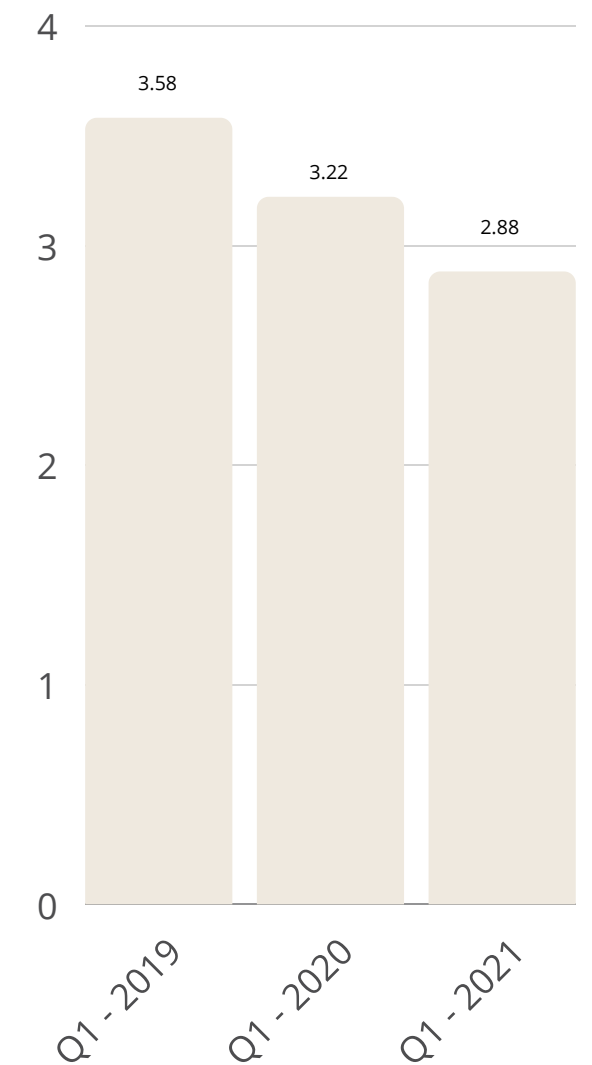
Number of Trips to Prince George BC
from BC in Q1



Number of Nights Stayed in Prince George BC
from BC in Q1



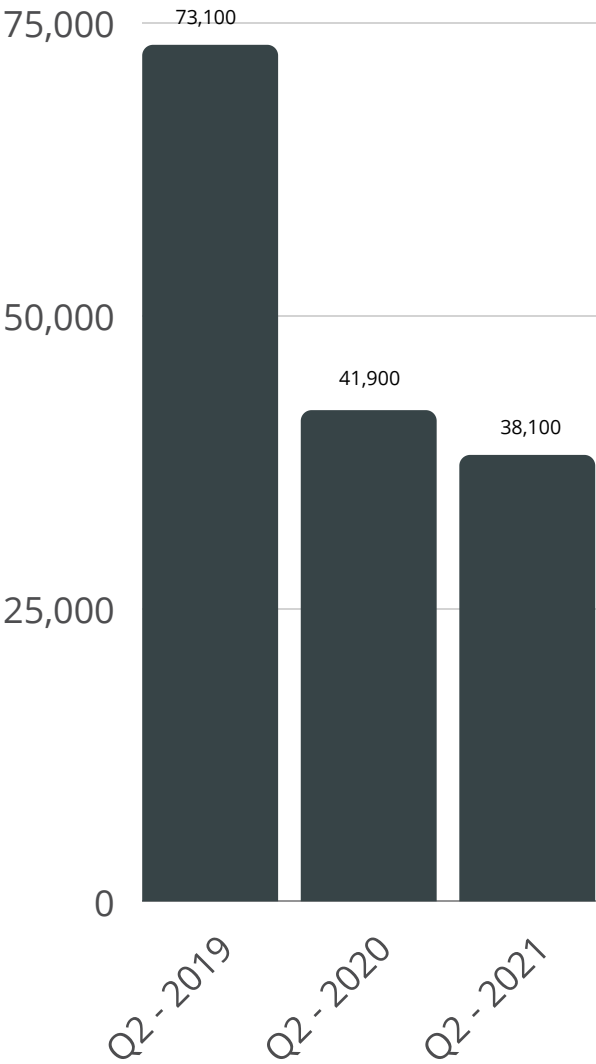
Avg. Length of Stay to Prince George BC
from BC in Q1



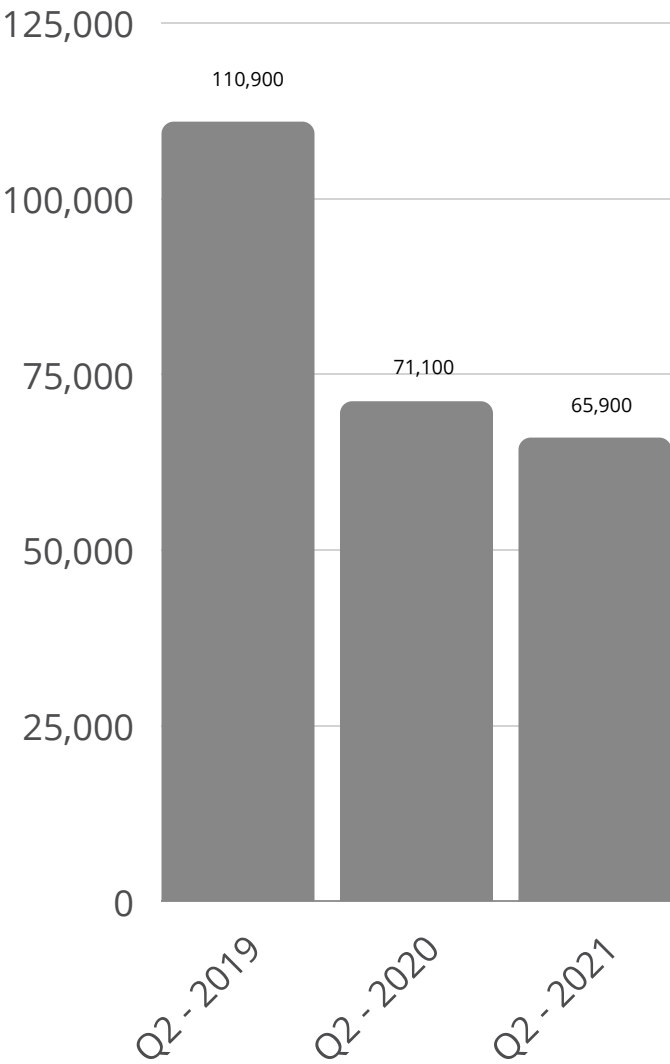
PRINCE GEORGE BC VISITATION - Q2

BC RESIDENTS TRAVELLING TO PRINCE GEORGE BC

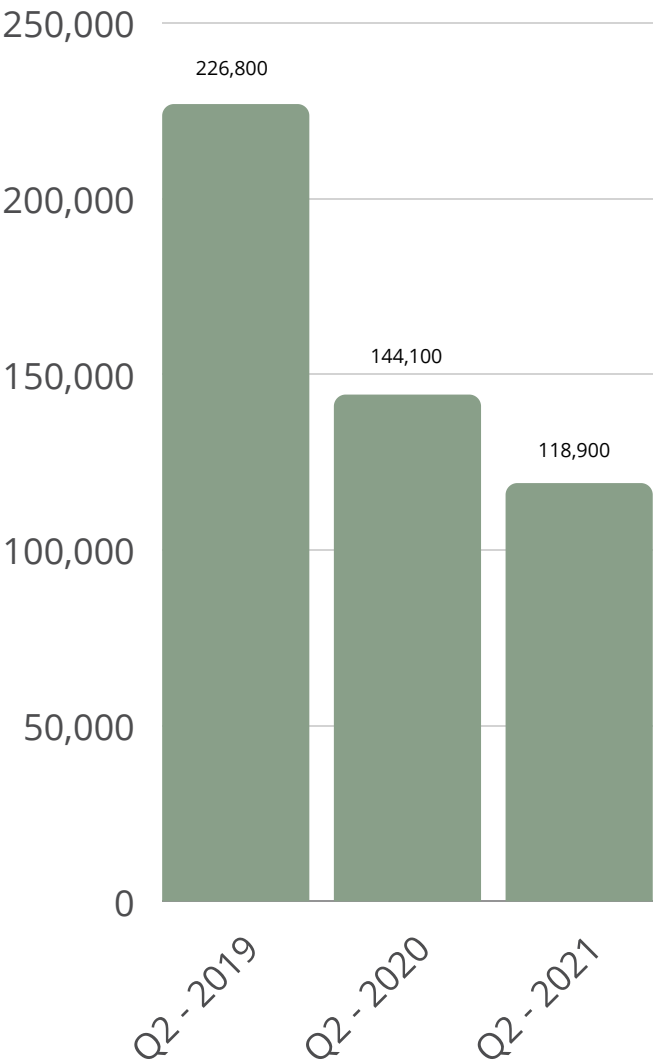
Number of Visitors to Prince George BC
from BC in Q2



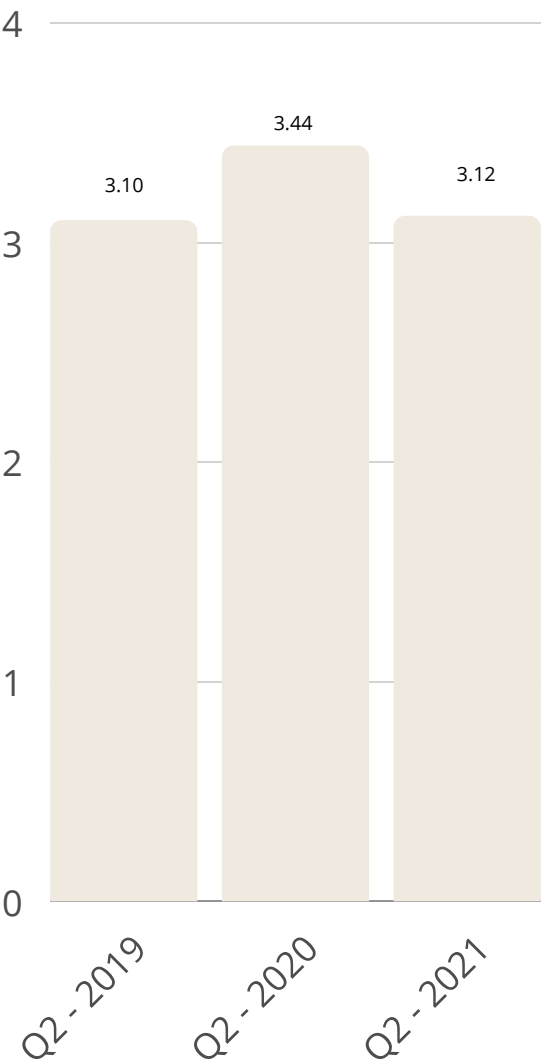
Number of Trips to Prince George BC
from BC in Q2



Number of Nights Stayed in Prince George BC
from BC in Q2



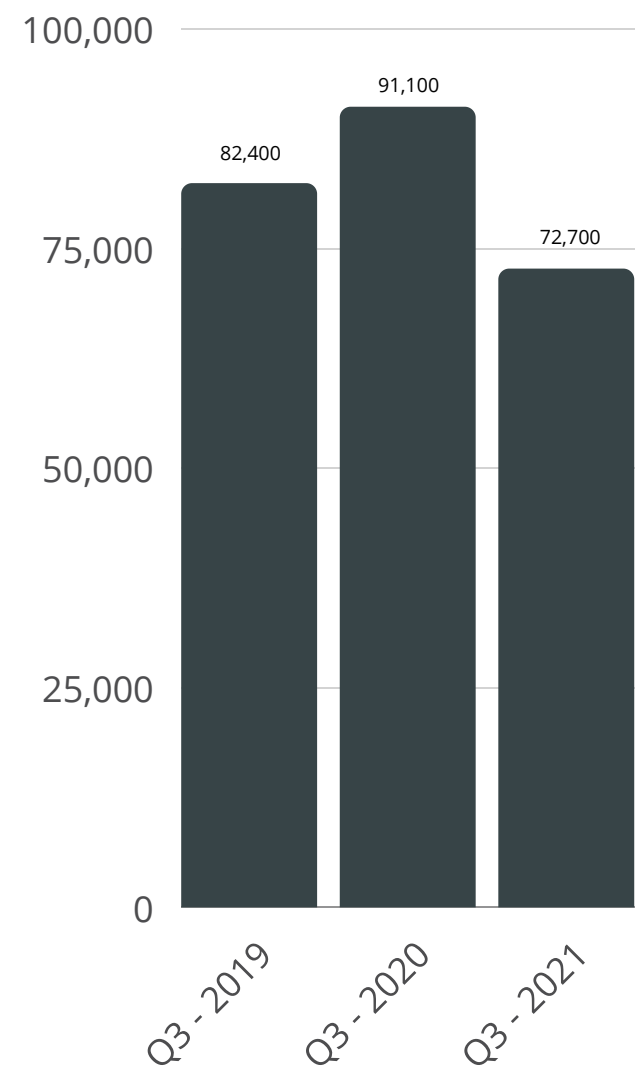
Avg. Length of Stay to Prince George BC
from BC in Q2



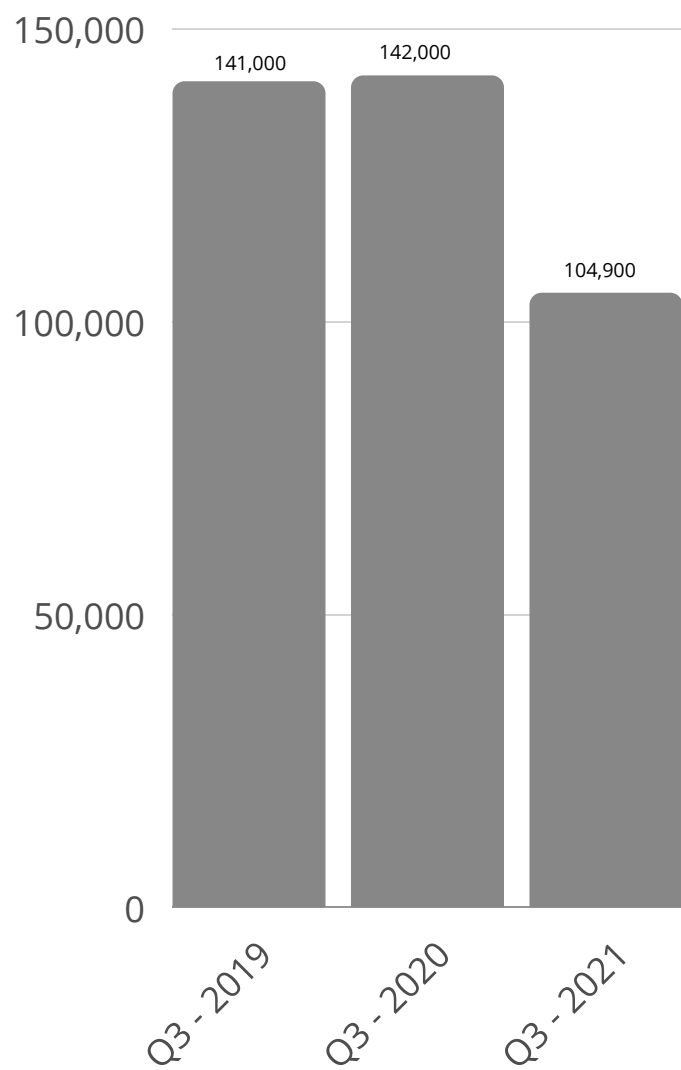
PRINCE GEORGE BC VISITATION - Q3

BC RESIDENTS TRAVELLING TO PRINCE GEORGE BC

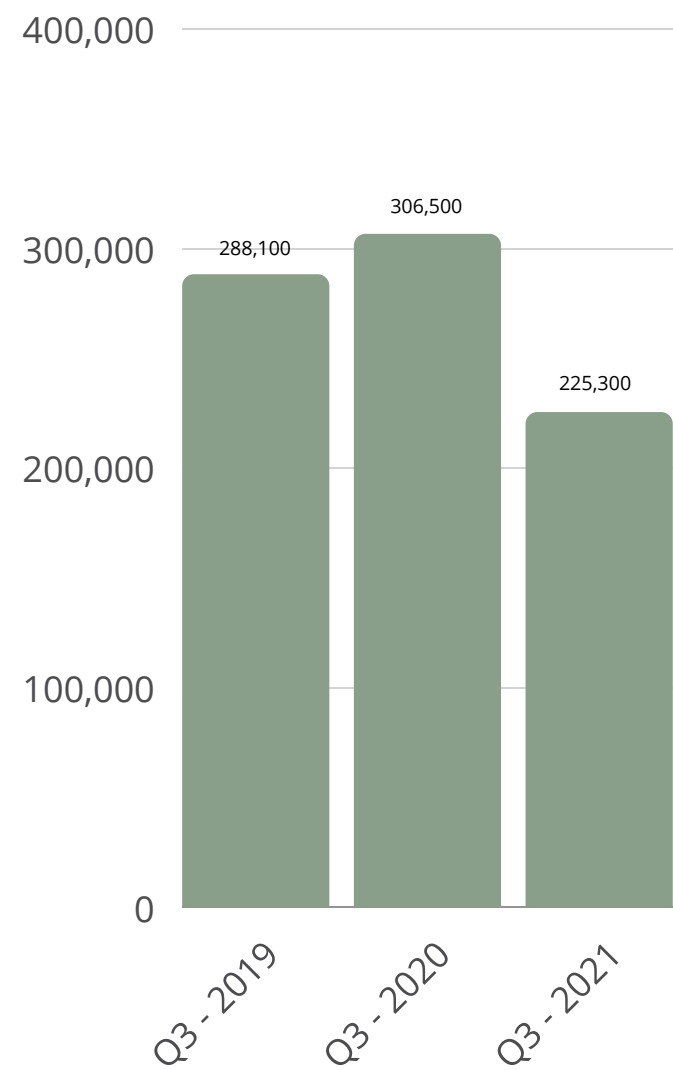
Number of Visitors to Prince George BC
from BC in Q3



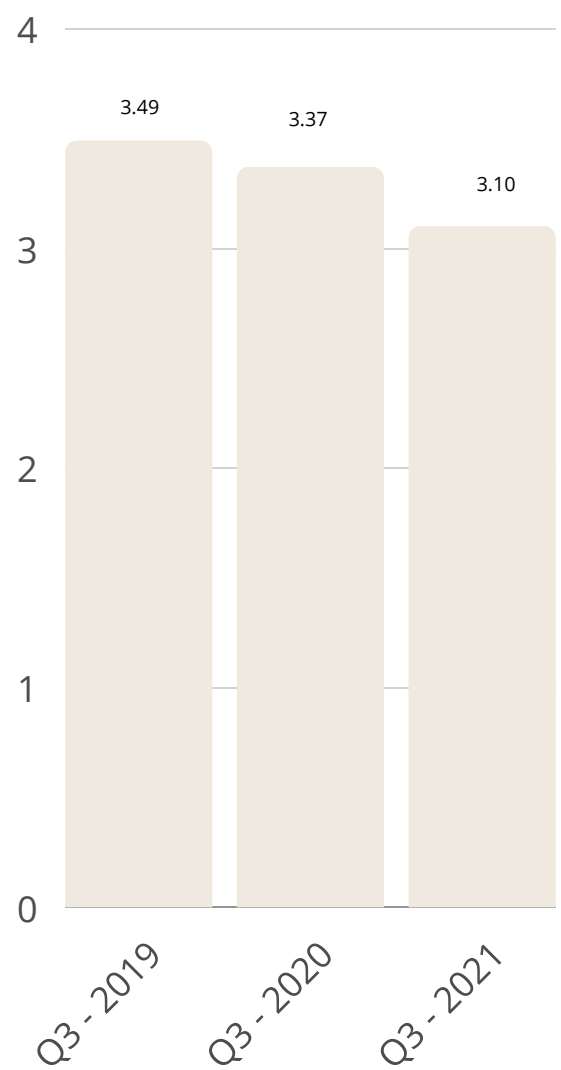
Number of Trips to Prince George BC
from BC in Q3



Number of Nights Stayed in Prince George BC
from BC in Q3



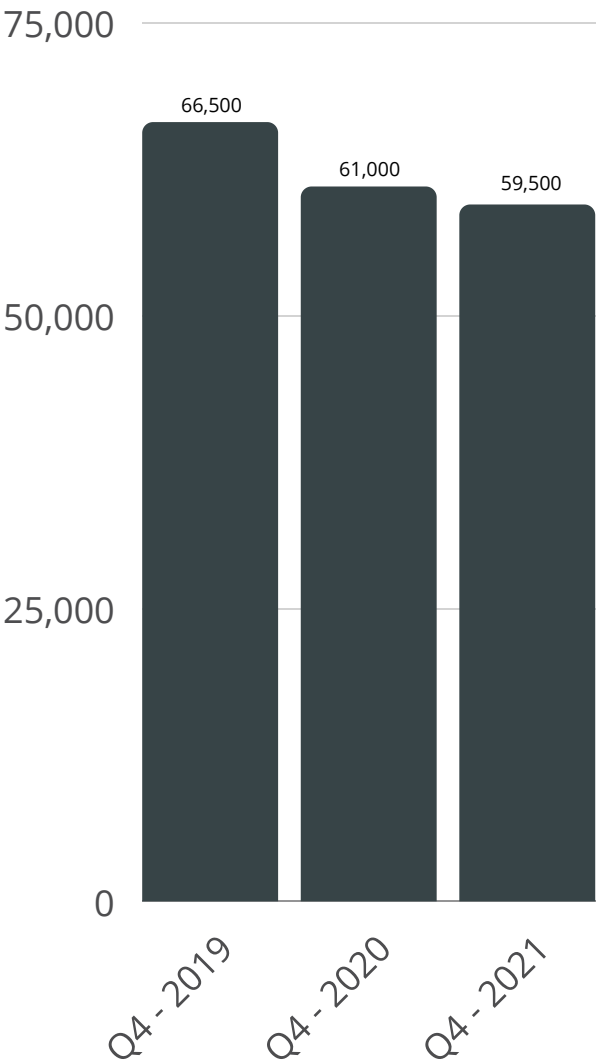
Avg. Length of Stay to Prince George BC
from BC in Q3



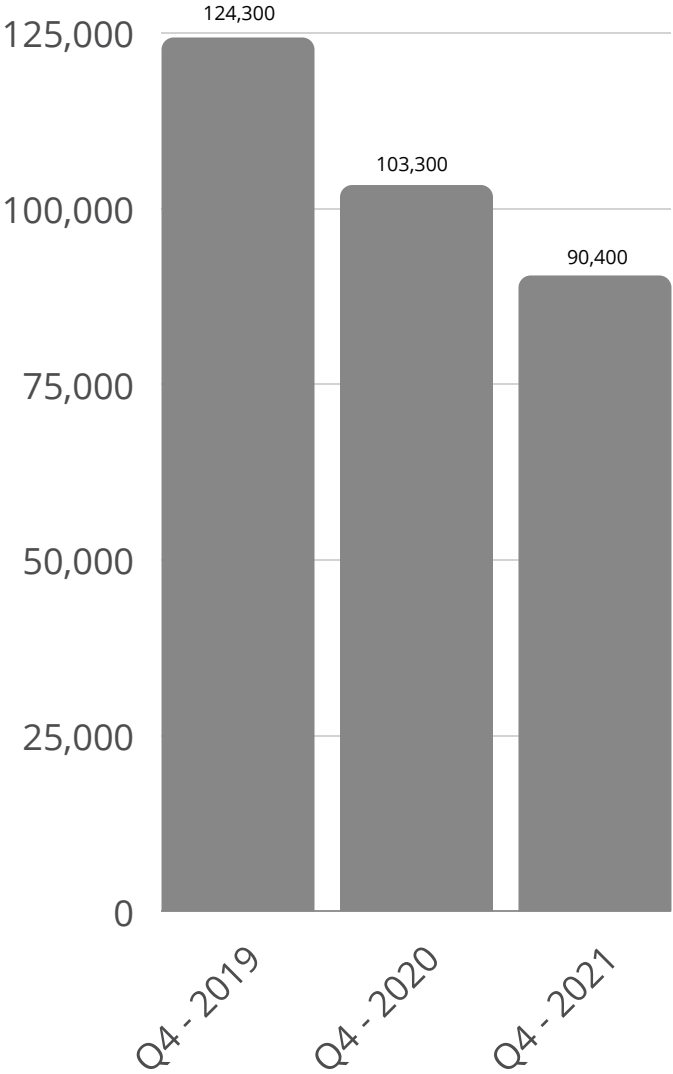
PRINCE GEORGE BC VISITATION - Q4

BC RESIDENTS TRAVELLING TO PRINCE GEORGE BC

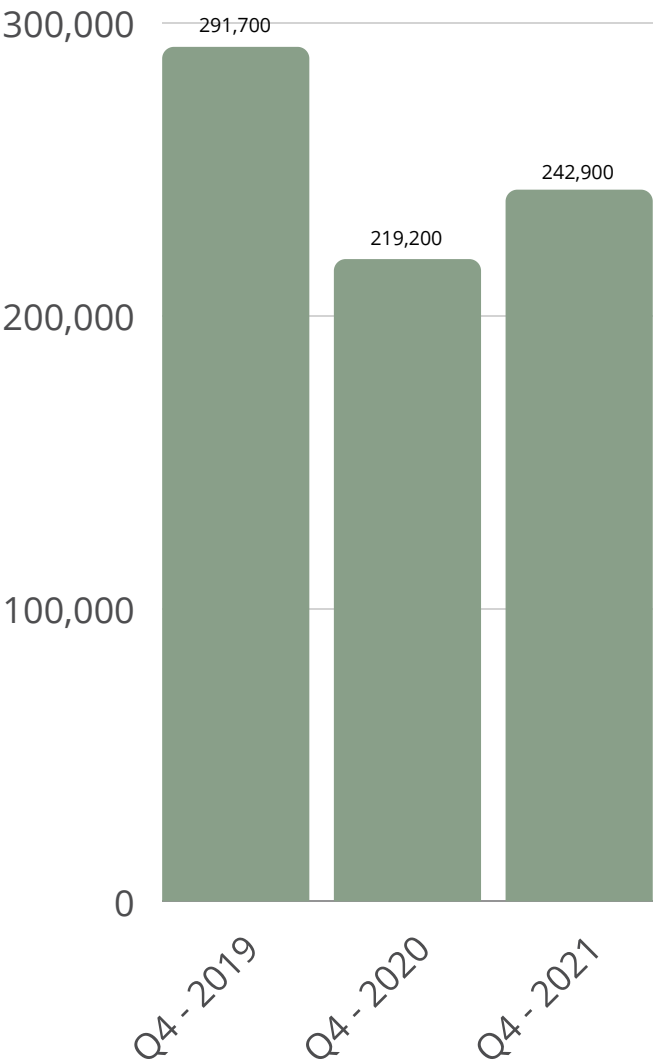
Number of Visitors to Prince George BC
from BC in Q4



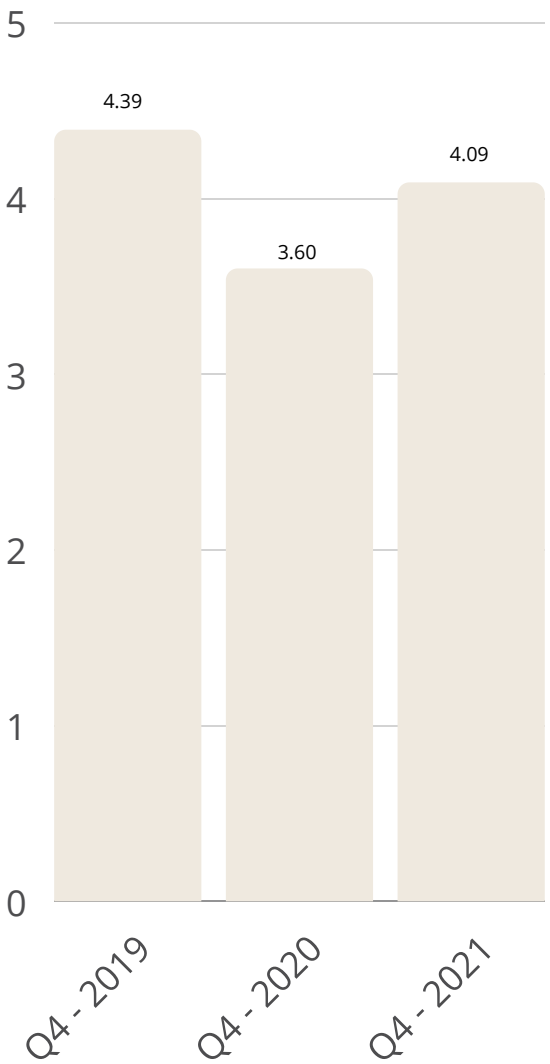
Number of Trips to Prince George BC
from BC in Q4



Number of Nights Stayed in Prince George BC
from BC in Q4



Avg. Length of Stay to Prince George BC
from BC in Q4



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

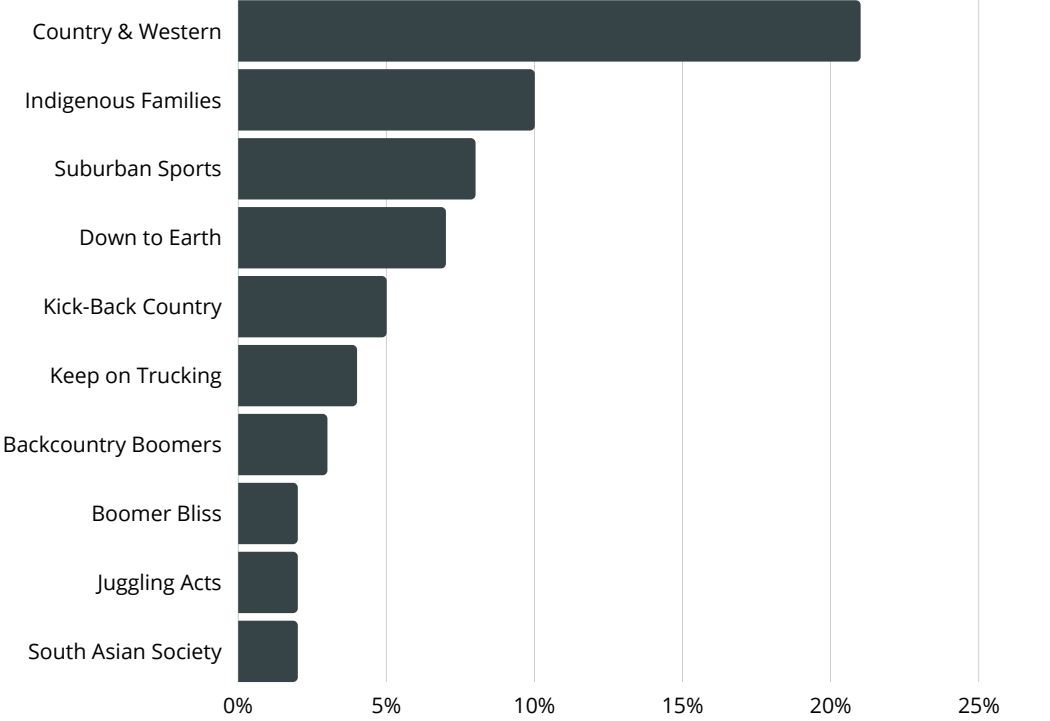
PRINCE GEORGE BC

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

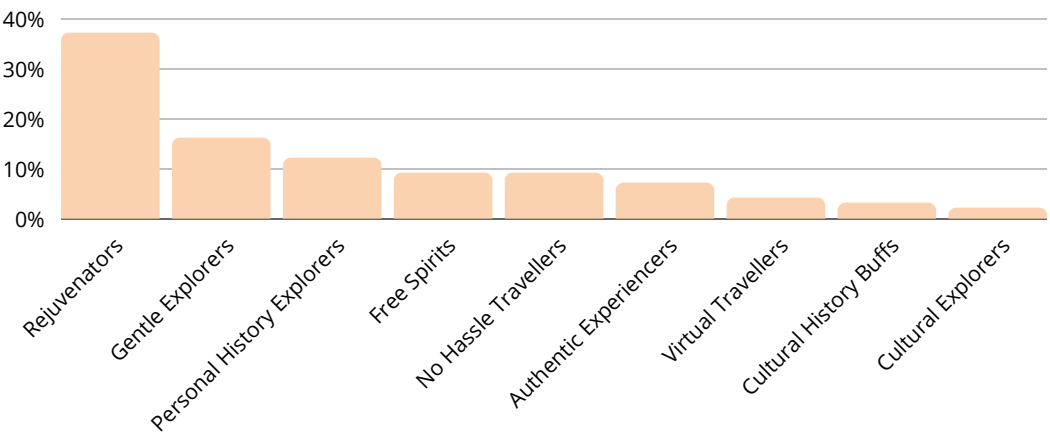
Overview

- 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 Prince George 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.

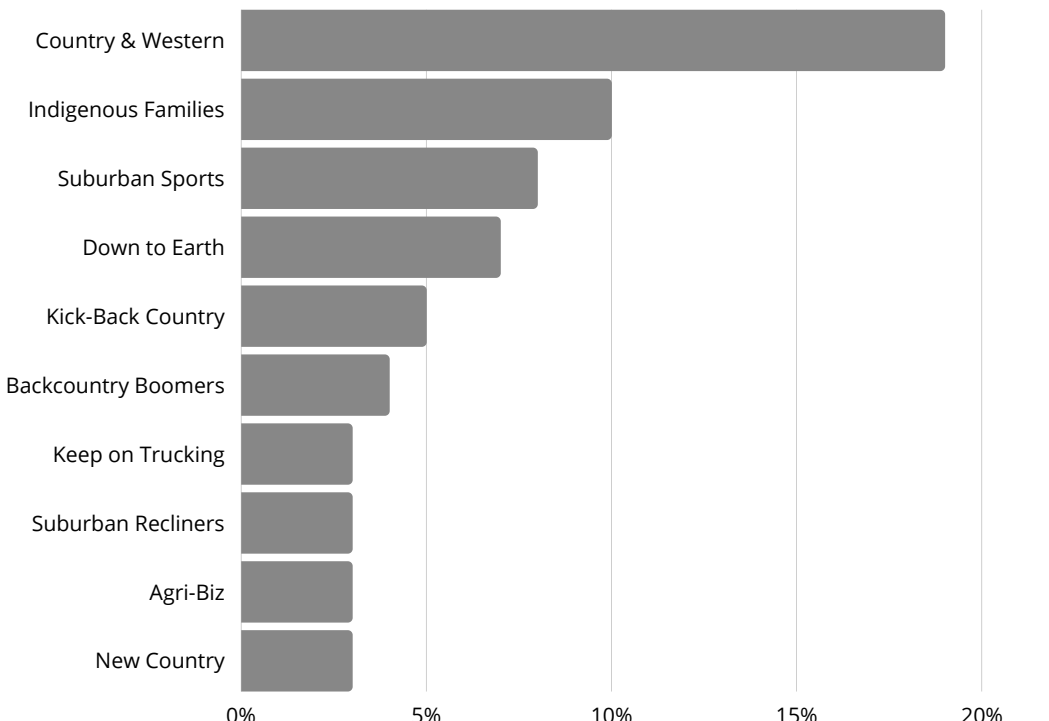
Q1 - 2019



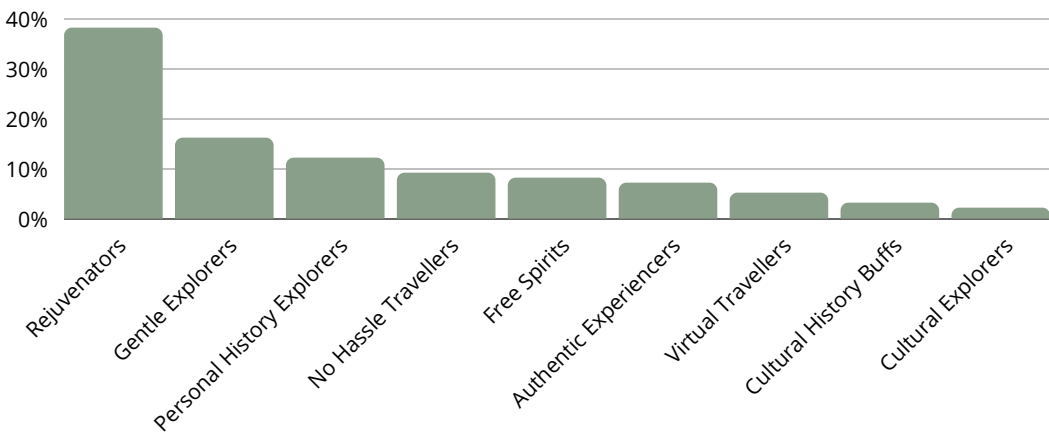
Q1 2019 Visits by EQ Type



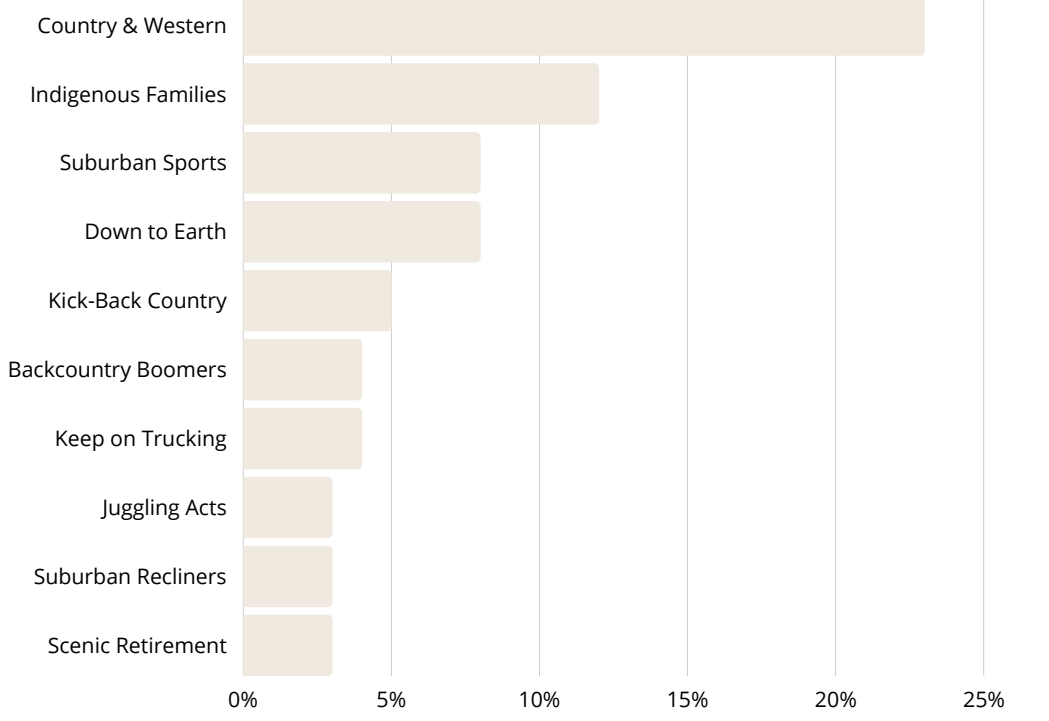
Q1 - 2020



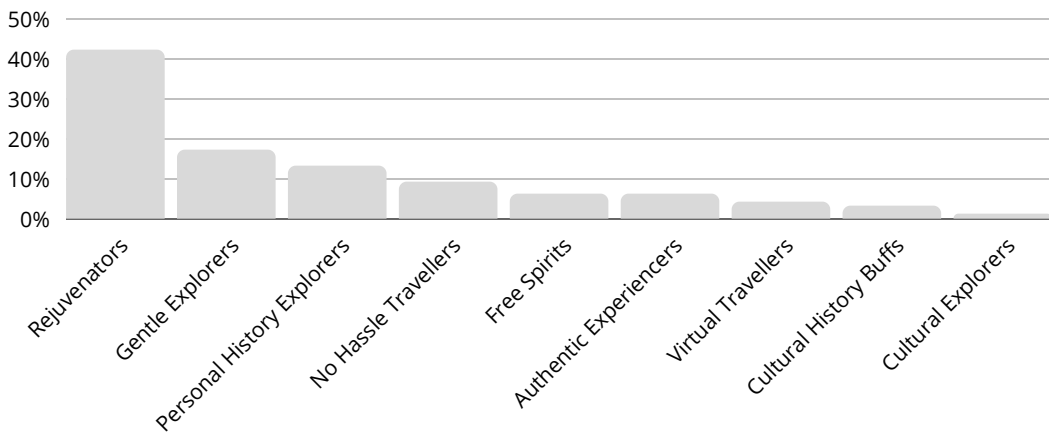
Q1 2020 Visits by EQ Type



Q1 - 2021



Q1 2021 Visits by EQ Type



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

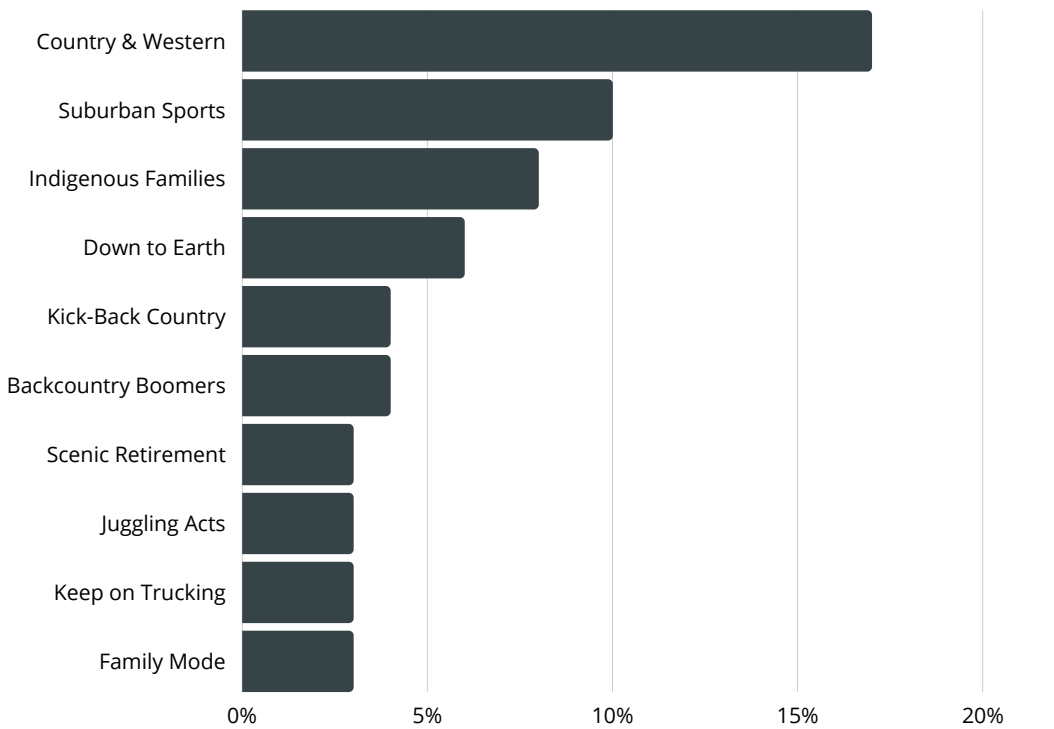
PRINCE GEORGE BC

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

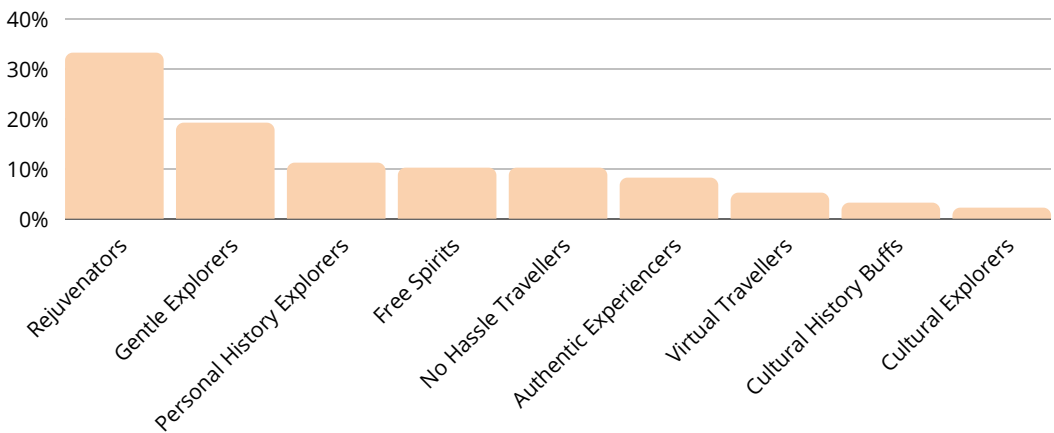
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Indigenous Families were the top visiting PRIZM Segments from BC, travelling to Prince George BC during Q2 2019, 2020 and 2021.
- Rejuvenators, Gentle Explorers and Personal History Explorers were the top three EQ Traveller Types during Q2 2019 and 2020.
- Rejuvenators, Gentle Explorers and No Hassle Travellers were the top three in Q2 2021.

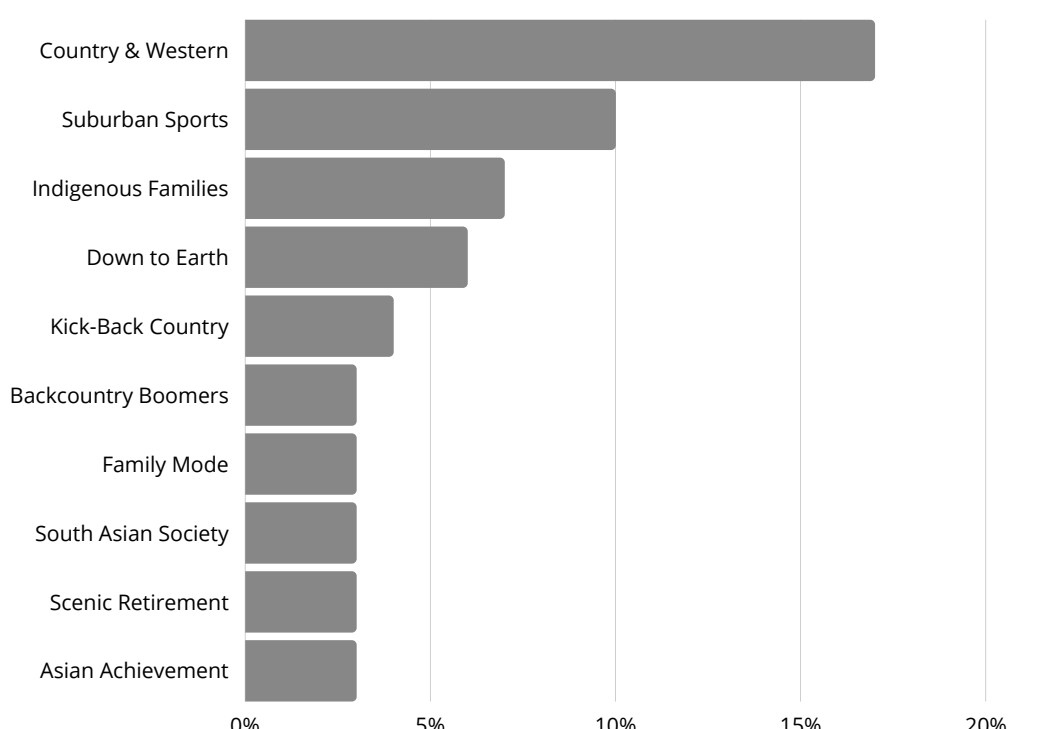
Q2 - 2019



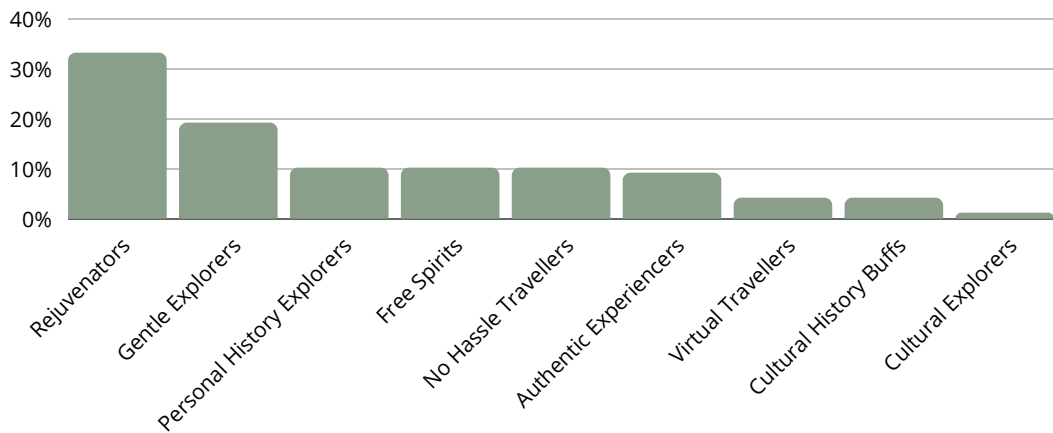
Q2 2019 Visits by EQ Type



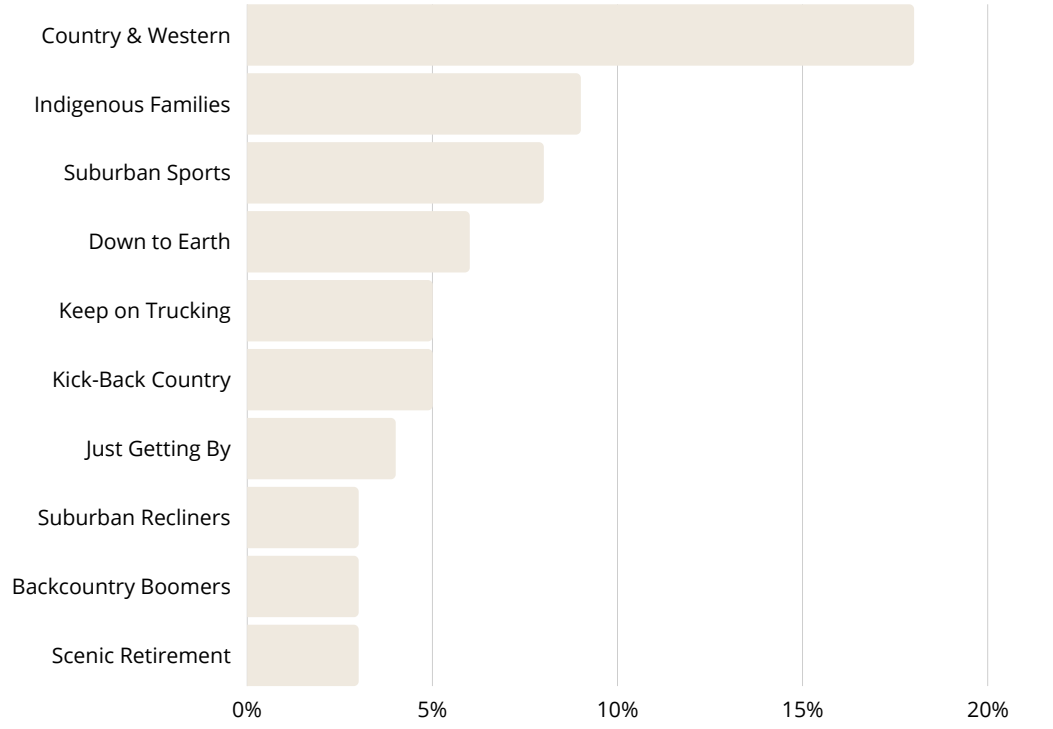
Q2 - 2020



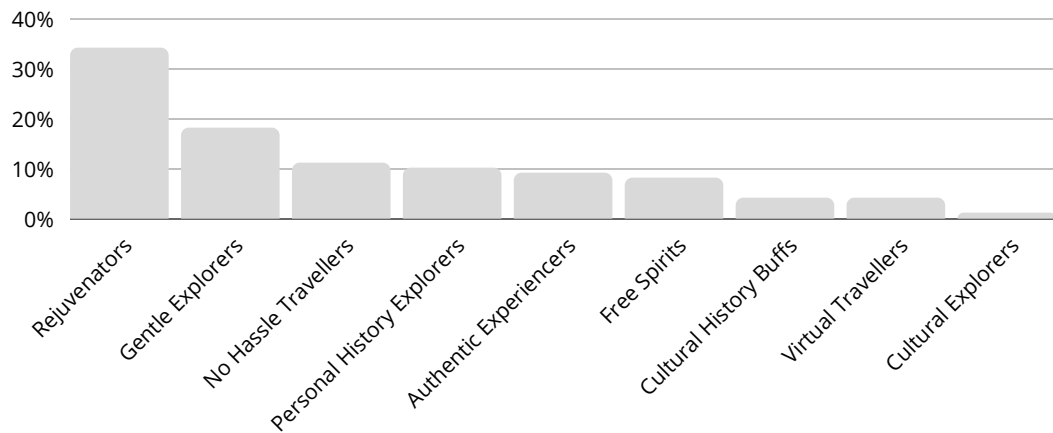
Q2 2020 Visits by EQ Type



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

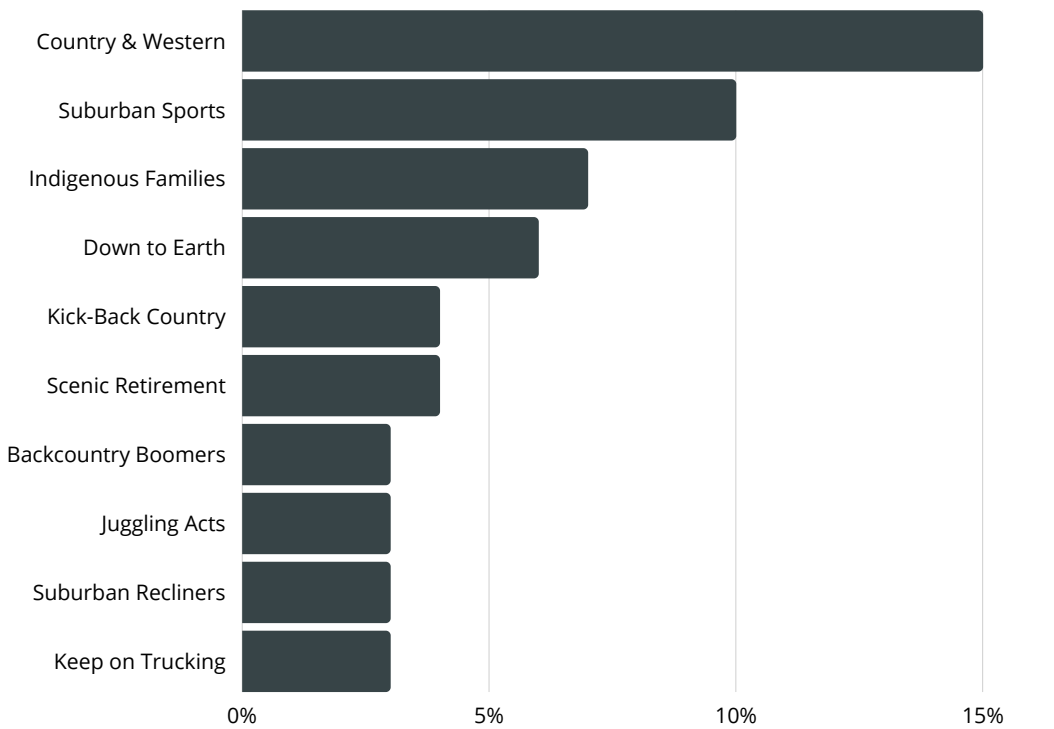
PRINCE GEORGE BC

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

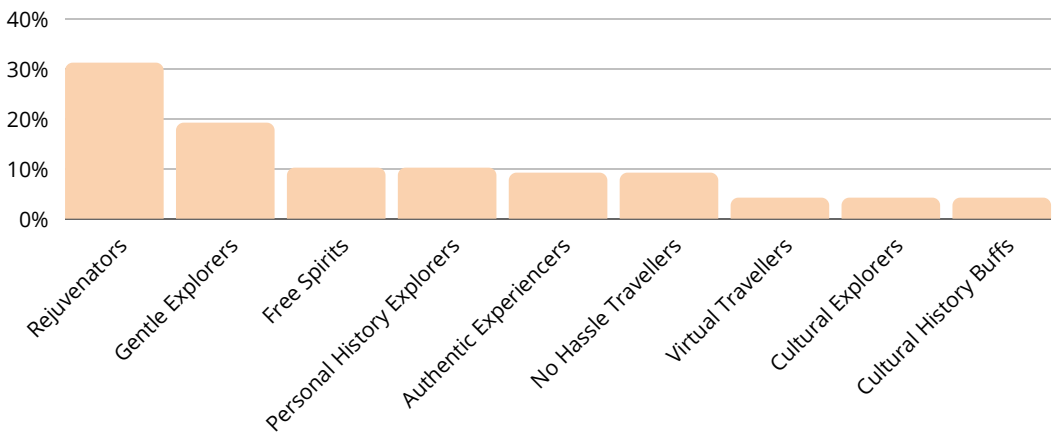
Overview

- 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 Prince George BC during Q3 2019, 2020 and 2021.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types during Q3 2019.
- Rejuventaors, Gentle Explorers and Personal History Explorers were the top three in 2020 and 2021.

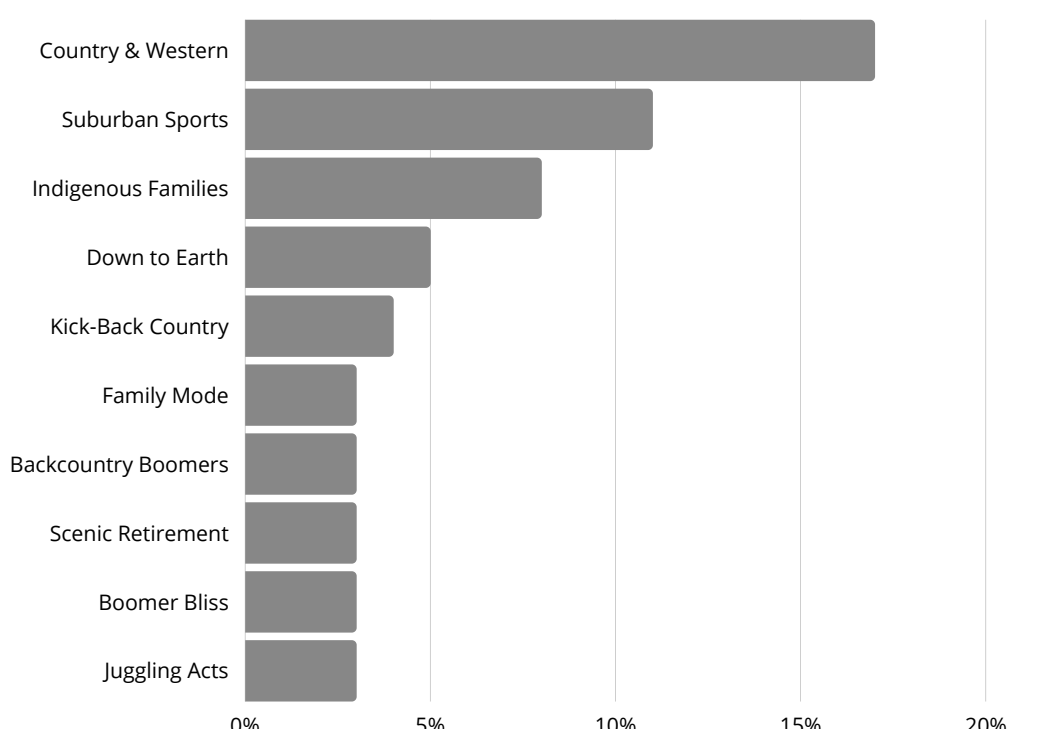
Q3 - 2019



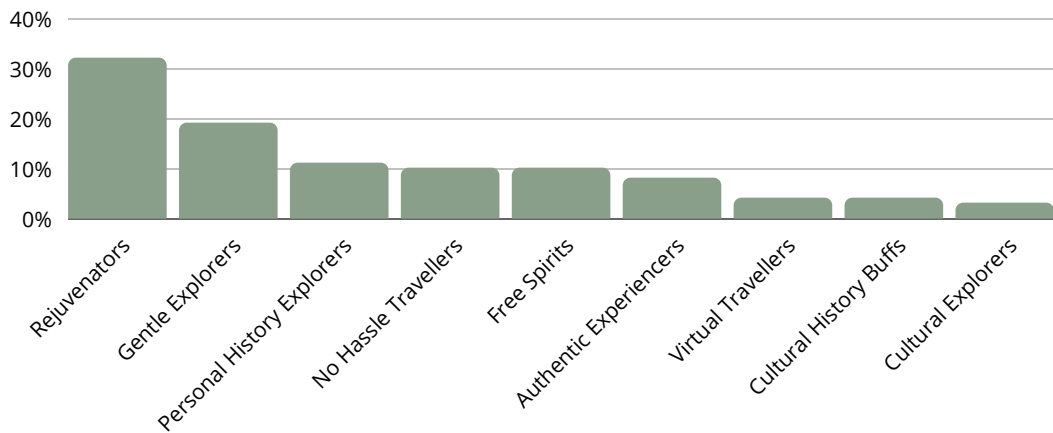
Q3 2019 Visits by EQ Type



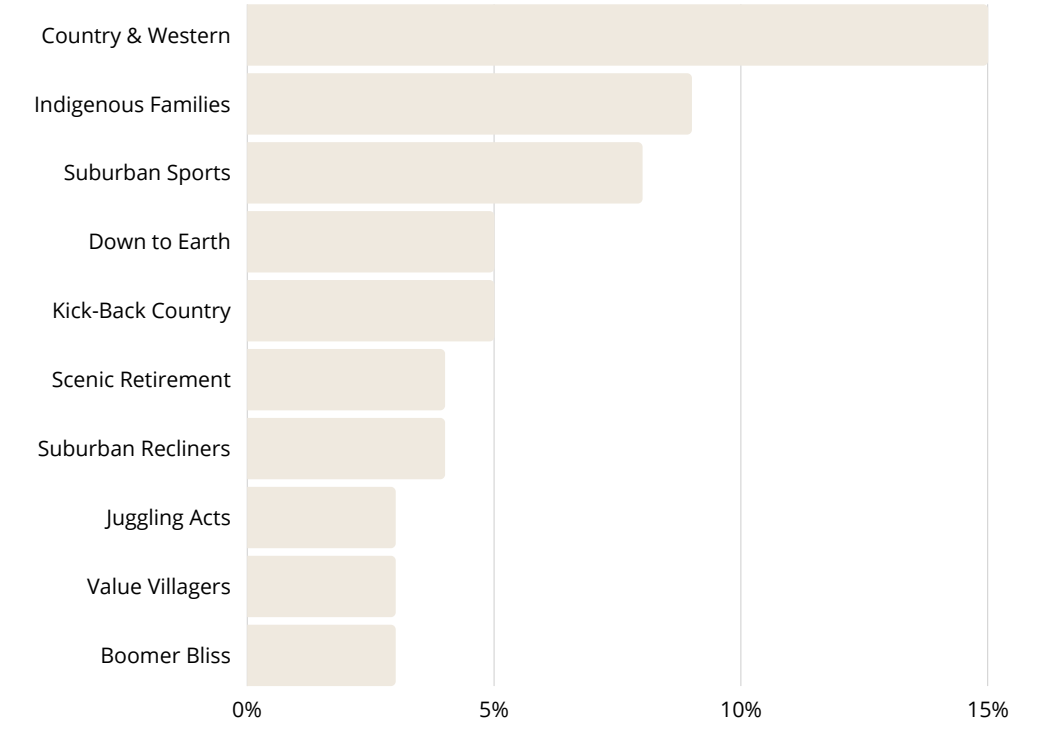
Q3 - 2020



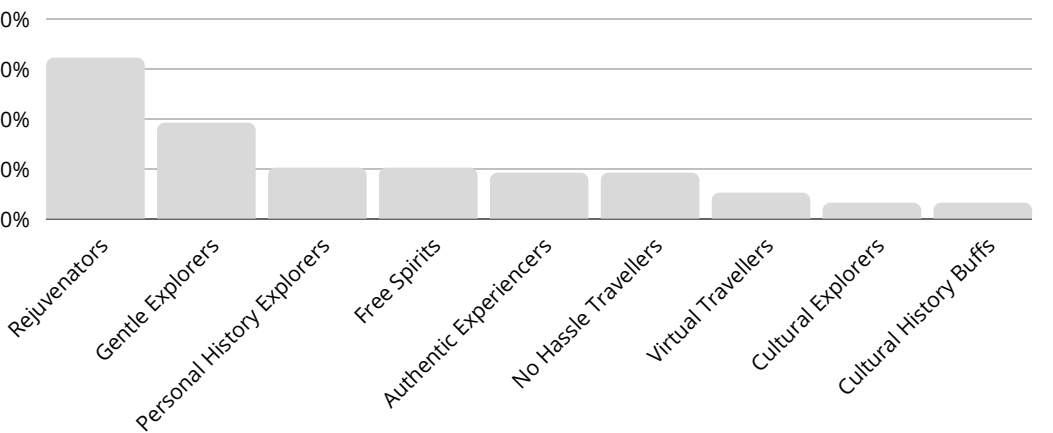
Q3 2020 Visits by EQ Type



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

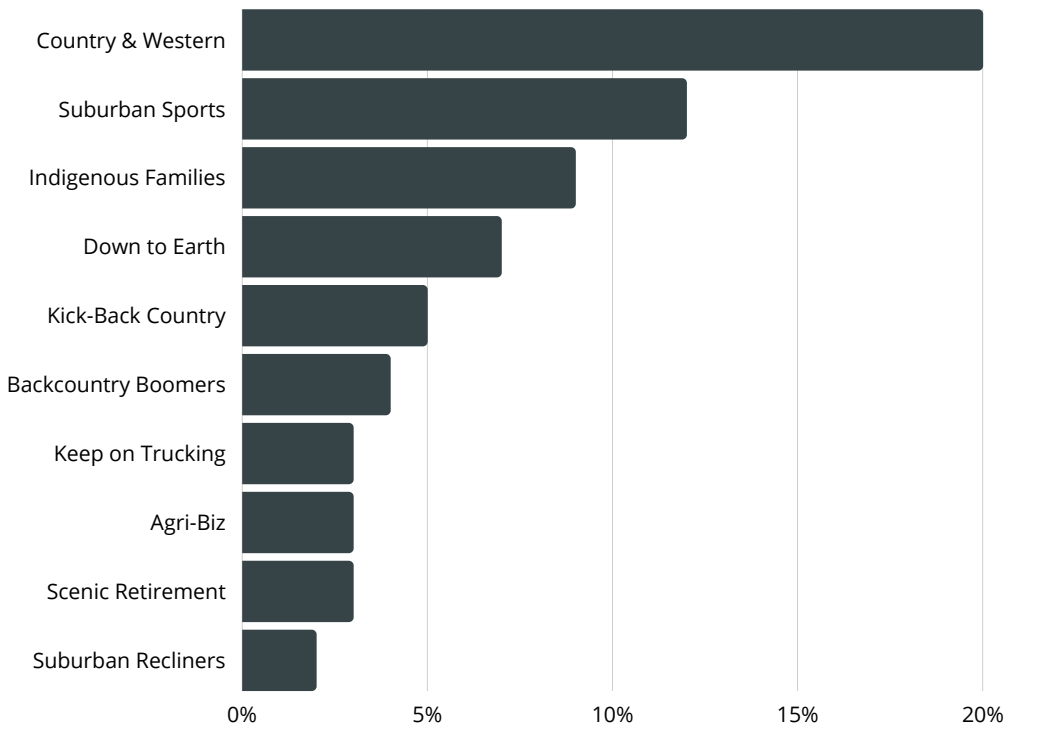
PRINCE GEORGE BC

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

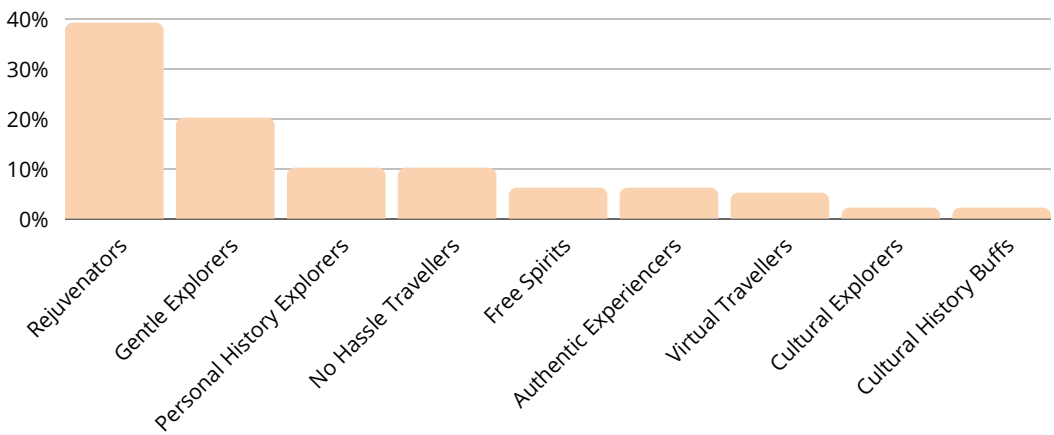
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Indigenous Families were the top visiting PRIZM Segments from BC, travelling to Prince George 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.

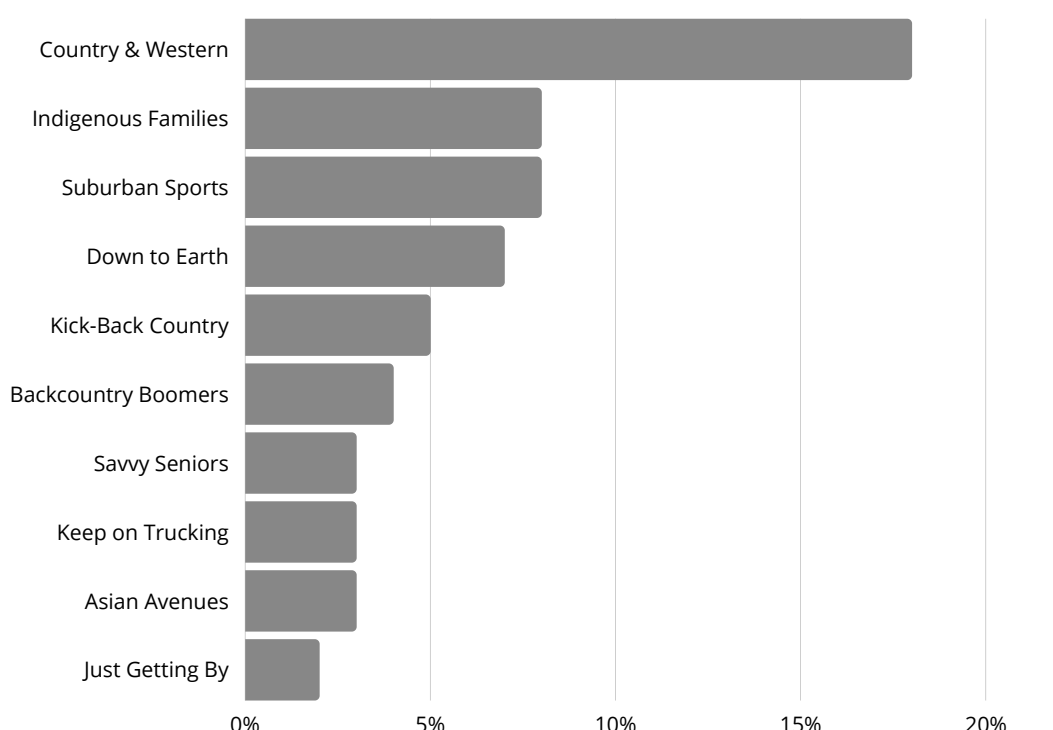
Q4 - 2019



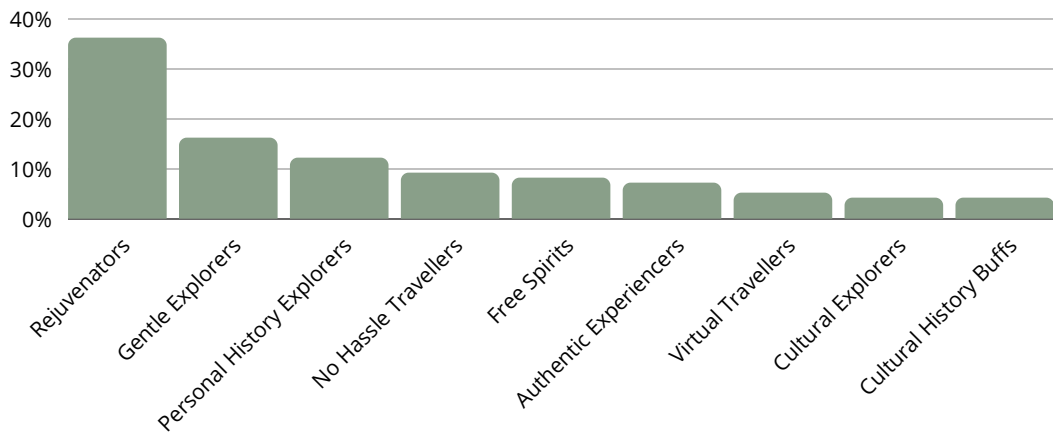
Q4 2019 Visits by EQ Type



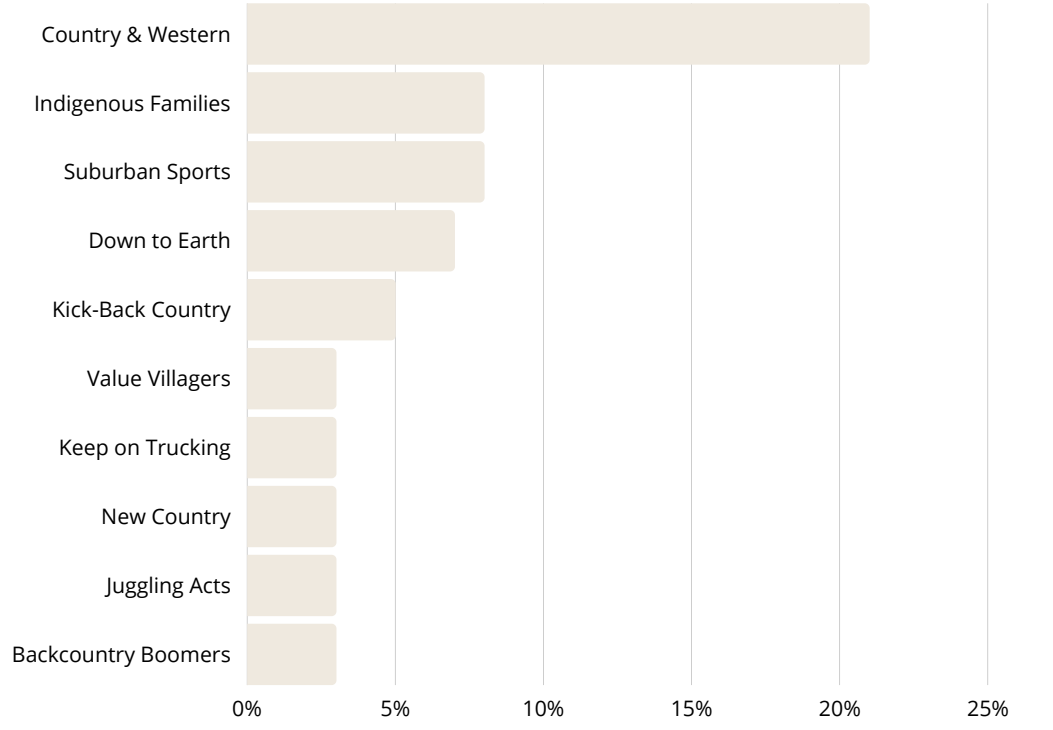
Q4 - 2020



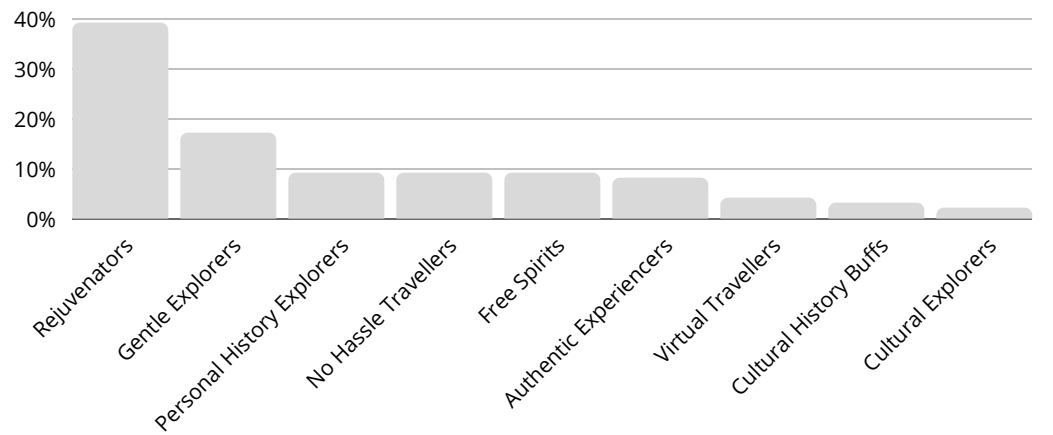
Q4 2020 Visits by EQ Type



Q4 - 2021



Q4 2021 Visits by EQ Type



TOP BC PRIZM SEGMENTS

2021 BC 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

British Columbia Highlights

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

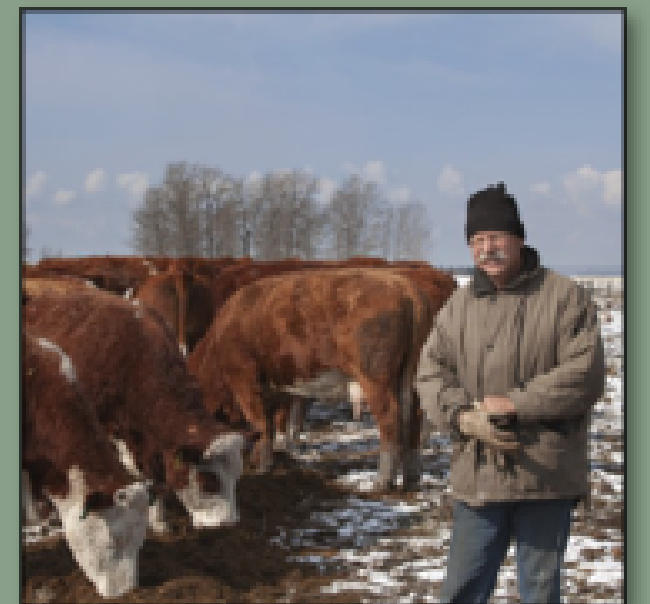
Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.

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

- 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

FREE SPIRITS

General Canadian Summary

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



Source: Destination Canada EQ Reference Guide 2020

Category

British Columbia Highlights

Household Count

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

Maintainer Age

Median Household Maintainer Age is 52

Children at Home

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

Household Income

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

Top Social Values

Consumption Evangelism, Traditional Family, Multiculturalism

Top Tourism Activities

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

Travel

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

Social Media

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



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

GENTLE EXPLORERS

General Canadian Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home



Source: Destination Canada EQ Reference Guide 2020

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



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

NO HASSLE TRAVELLERS

General Canadian Summary

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



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 8th, making up 118,852 households, or 5.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	45% of couples have children living at home (Average).
Household Income	Average Household Income of \$122,879 compared to BC at \$113,574.
Top Social Values	Need for Escape, Emotional Control, Attraction to Nature
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Camping, Cycling, Visiting National/Provincial Parks, Fishing/Hunting, Golfing
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper), No Hassle Travellers from British Columbia spent an average of \$1,596 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 36% use Instagram (Average), 24% use Twitter (Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

PERSONAL HISTORY EXPLORERS

General Canadian Summary

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



Source: Destination Canada EQ Reference Guide 2020

Category

British Columbia Highlights

Household Count

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

Maintainer Age

Median Household Maintainer Age is 55

Children at Home

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

Household Income

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

Top Social Values

Ecological Fatalism, Traditional Family, Multiculturalism

Top Tourism Activities

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

Travel

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

Social Media

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



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

REJUVENATORS

General Canadian Summary

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves
- They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home



Source: Destination Canada EQ Reference Guide 2020

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



Source: Environics Analytics- Envision 2021

ALBERTA INSIGHTS

ALBERTA VISITS TO PRINCE GEORGE BC BY QUARTER - Q1

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q1 - 2019 Visitor Count	City	Q1 - 2020 Visitor Count	City	Q1 - 2021 Visitor Count
Edmonton	2,500	Edmonton	2,400	Edmonton	1,300
Calgary	2,400	Calgary	2,000	Calgary	1,300
Grande Prairie	1,400	Strathcona County	400	Lethbridge	500
Strathcona County	300	Grande Prairie	200	Grande Prairie	500
Peace River	300	Camrose	200	Wood Buffalo	400
St. Albert	200	Red Deer	200	Strathcona County	200
Red Deer	200	Parkland County	200	St. Albert	100
Camrose	100	Canmore	200	Peace River	100
Mackenzie County	100	Spruce Grove	200	Spruce Grove	100
Parkland County	100	Rocky View County	200	Edson	100

ALBERTA VISITS TO PRINCE GEORGE BC BY QUARTER - Q2

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q2 - 2019 Visitor Count	City	Q2 - 2020 Visitor Count	City	Q2 - 2021 Visitor Count
Edmonton	3,100	Edmonton	1,900	Edmonton	1,700
Calgary	2,800	Calgary	1,300	Calgary	1,500
Grande Prairie	1,000	Grande Prairie	500	Grande Prairie	600
Strathcona County	500	Airdrie	200	Lethbridge	500
Red Deer	400	Strathcona County	200	Strathcona County	400
St. Albert	200	Red Deer	200	Brooks	400
Parkland County	200	Okotoks	100	Sturgeon County	300
Wood Buffalo	200	Parkland County	100	Parkland County	200
Medicine Hat	200	Cochrane	100	Coaldale	100
Mackenzie County	200	Chestermere	100	Red Deer	100

ALBERTA VISITS TO PRINCE GEORGE BC BY QUARTER - Q3

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q3 - 2019 Visitor Count	City	Q3 - 2020 Visitor Count	City	Q3 - 2021 Visitor Count
Edmonton	5,300	Edmonton	5,700	Calgary	4,500
Calgary	3,200	Calgary	2,400	Edmonton	3,600
Grande Prairie	1,200	Grande Prairie	900	Grande Prairie	1,600
Red Deer	400	Strathcona County	600	Strathcona County	600
Strathcona County	300	Red Deer	500	Grande Prairie County	600
Lethbridge	300	Yellowhead County	500	Yellowhead County	400
Edson	300	Hinton	500	Vegreville	400
Hinton	300	Edson	500	Parkland County	400
Wood Buffalo	200	St. Albert	400	Sturgeon County	300
St. Albert	200	Spruce Grove	300	Airdrie	300

ALBERTA VISITS TO PRINCE GEORGE BC BY QUARTER - Q4

NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	Q4 - 2019 Visitor Count	City	Q4 - 2020 Visitor Count	City	Q4 - 2021 Visitor Count
Calgary	3,100	Edmonton	2,700	Edmonton	2,400
Edmonton	2,400	Calgary	2,100	Edmonton	2,400
Camrose	1,100	Lethbridge	600	Strathcona County	500
Vegreville	400	Red Deer	300	Spruce Grove	300
Lloydminster	300	Strathcona County	200	Vegreville	300
Grande Prairie	300	St. Albert	200	St. Albert	300
Strathcona County	300	Edson	100	Fort Saskatchewan	200
Red Deer County	200	Airdrie	100	Leduc	200
Grande Prairie County	200	Hinton	100	Vermilion	200
Vermilion	200	Spruce Grove	100	Grande Prairie	200

ALBERTA VISITS TO PRINCE GEORGE BC BY YEAR

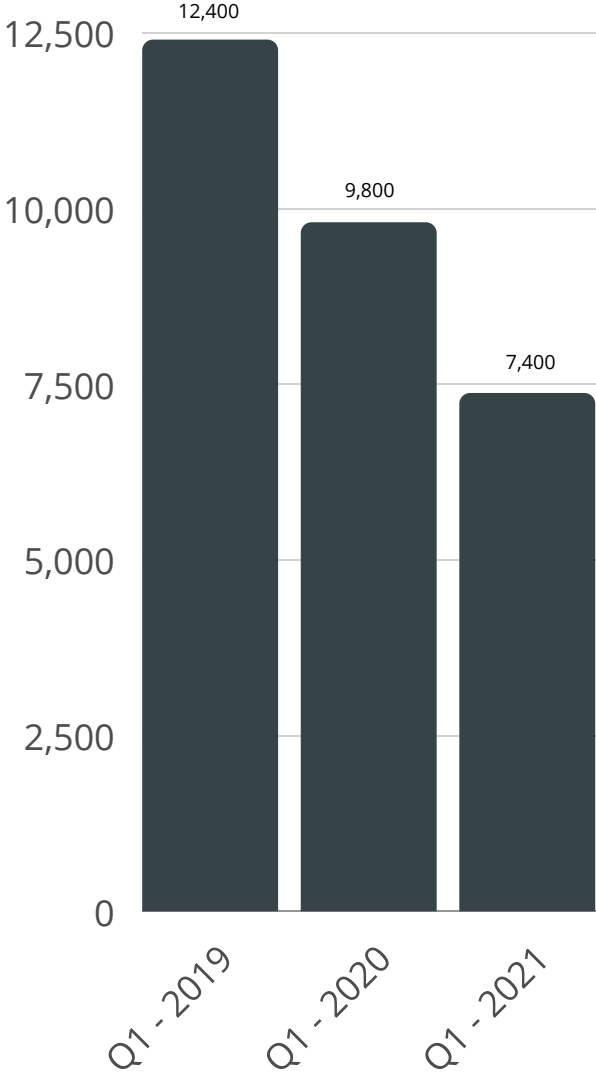
NUMBER OF VISITORS TO PRINCE GEORGE BC BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Edmonton	11,100	Edmonton	11,000	Calgary	8,500
Calgary	10,900	Calgary	7,200	Edmonton	8,500
Grande Prairie	3,600	Grande Prairie	1,600	Grande Prairie	2,500
Camrose	1,300	Strathcona County	1,300	Strathcona County	1,400
Strathcona County	1,300	Red Deer	1,000	Lethbridge	900
Grande Prairie County	900	Airdrie	700	Grande Prairie County	700
Red Deer	900	St. Albert	700	Parkland County	600
St. Albert	700	Edson	700	Spruce Grove	600
Lloydminster	600	Lethbridge	700	St. Albert	600
Peace River	600	Hinton	600	Airdrie	600

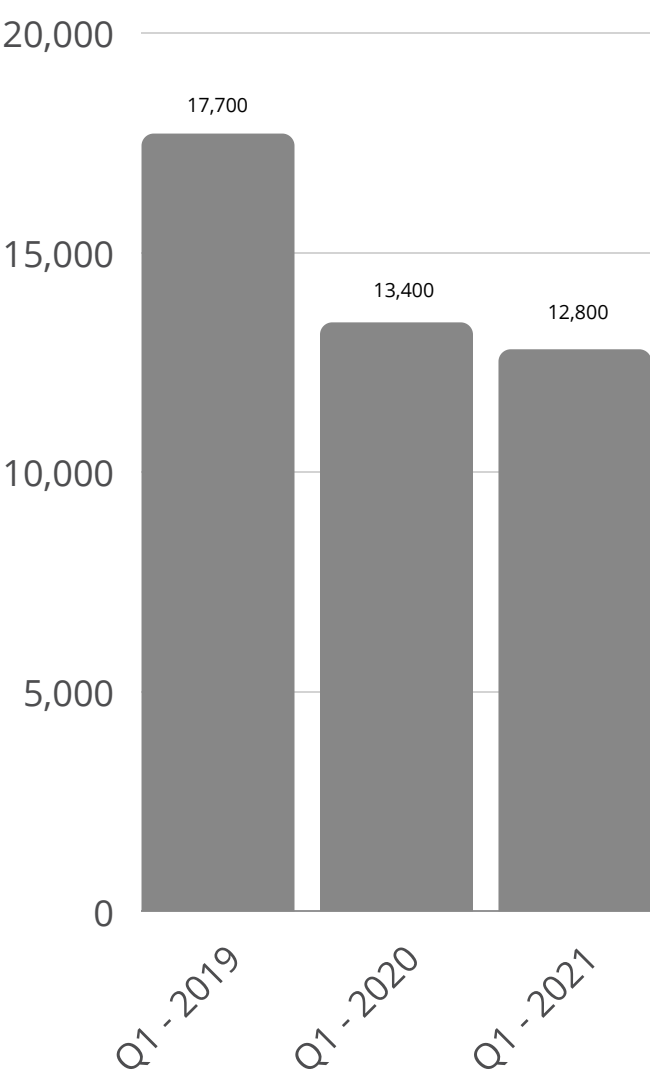
PRINCE GEORGE BC VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO PRINCE GEORGE BC

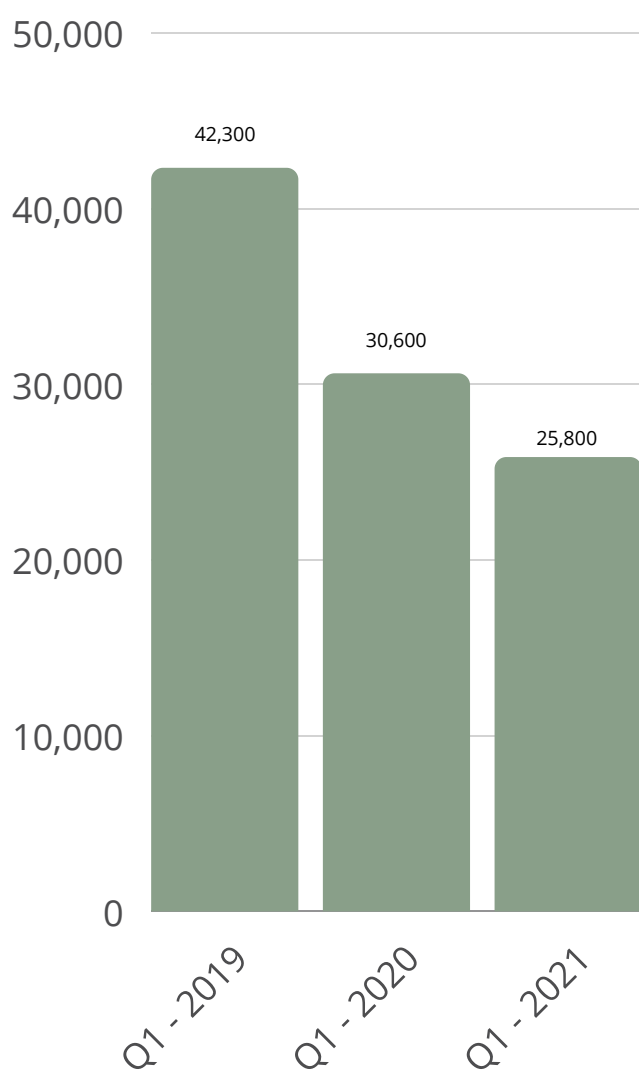
Number of Visitors to Prince George BC from Alberta in Q1



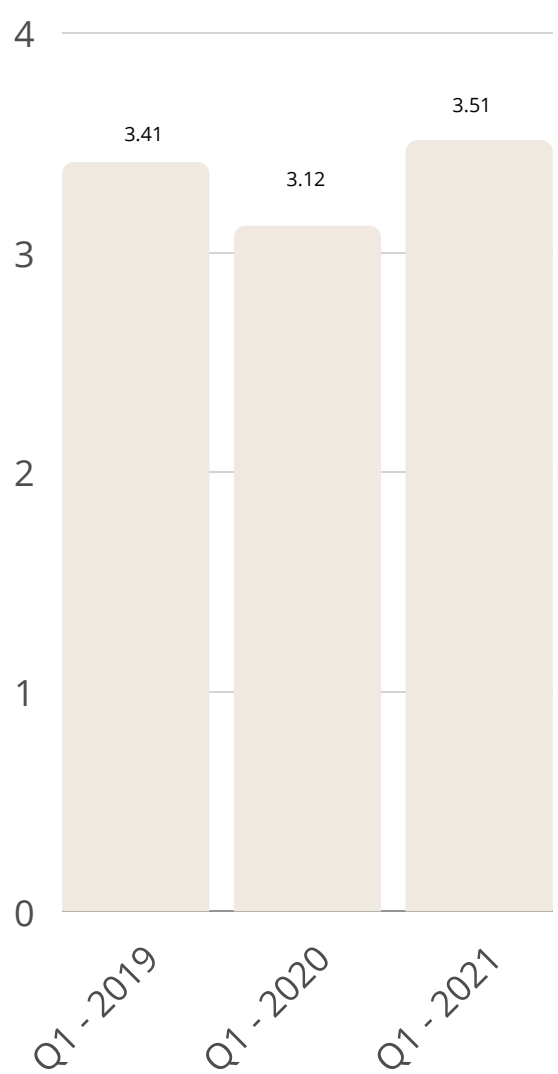
Number of Trips to Prince George BC from Alberta in Q1



Number of Nights Stayed in Prince George BC from Alberta in Q1



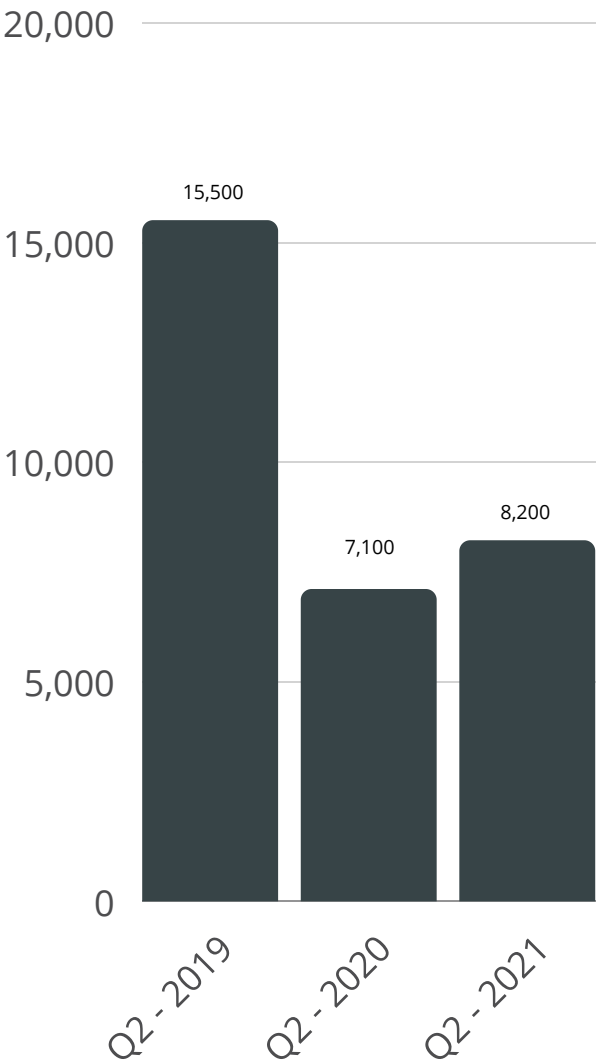
Avg. Length of Stay to Prince George BC from Alberta in Q1



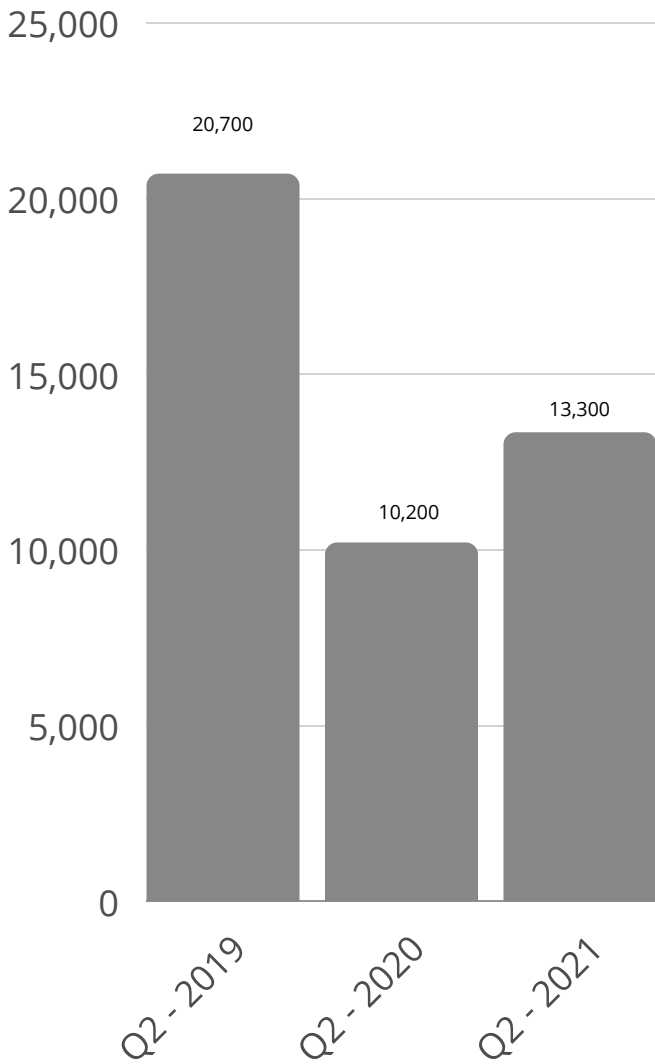
PRINCE GEORGE BC VISITATION - Q2

ALBERTA RESIDENTS TRAVELLING TO PRINCE GEORGE BC

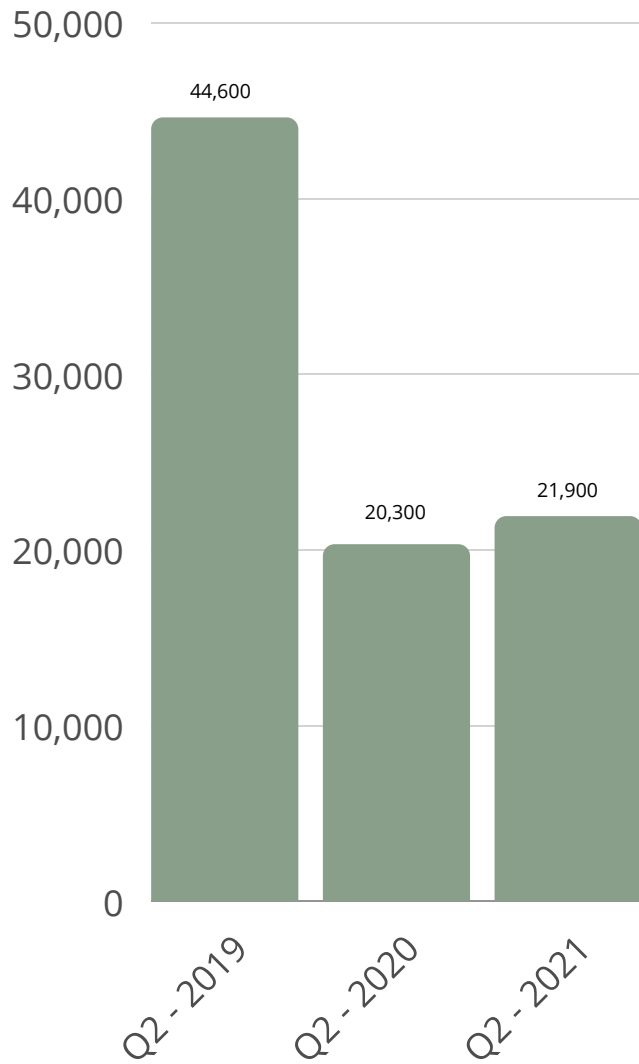
Number of Visitors to Prince George BC from Alberta in Q2



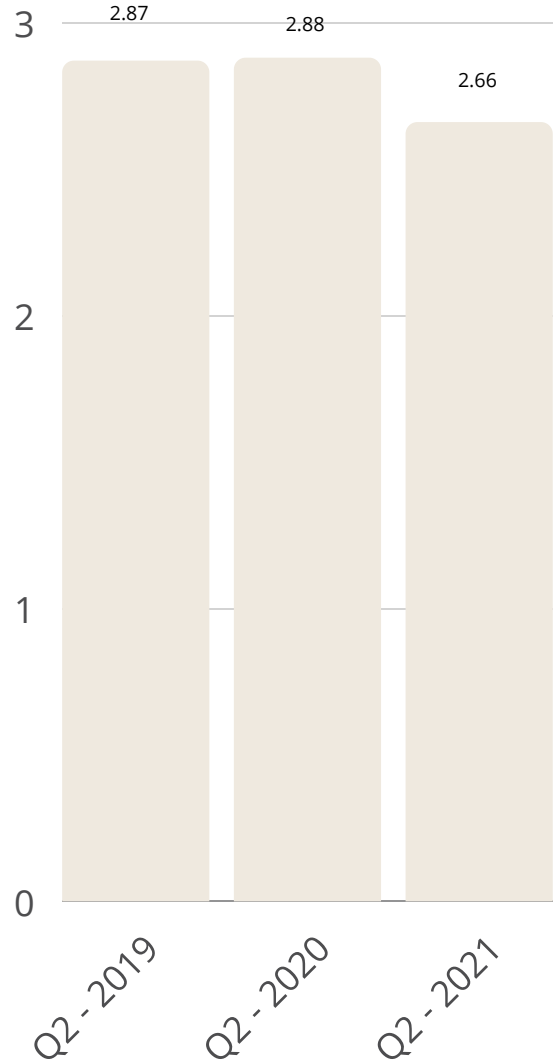
Number of Trips to Prince George BC from Alberta in Q2



Number of Nights Stayed in Prince George BC from Alberta in Q2



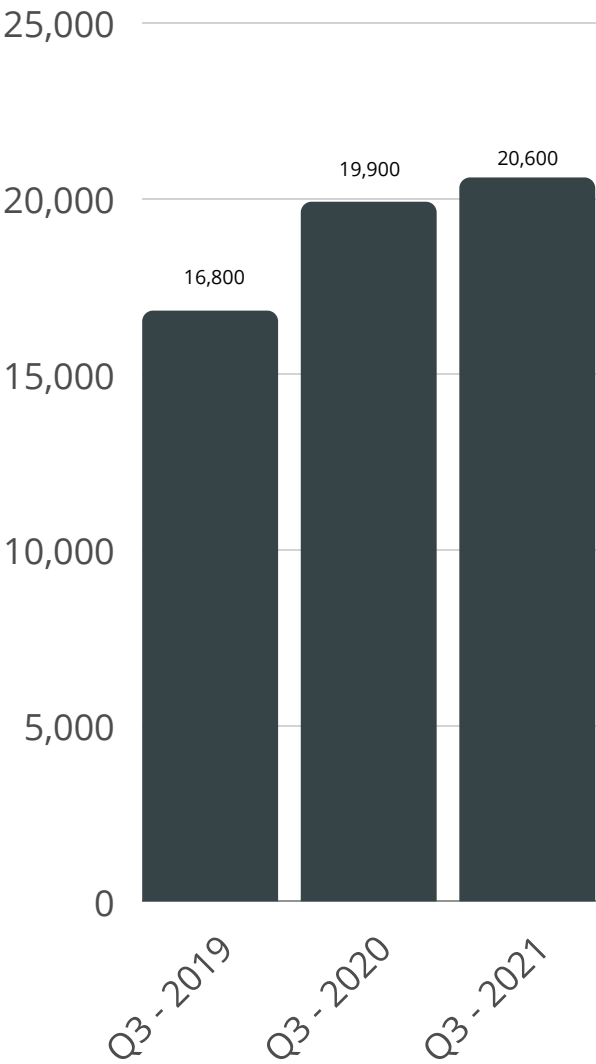
Avg. Length of Stay to Prince George BC from Alberta in Q2



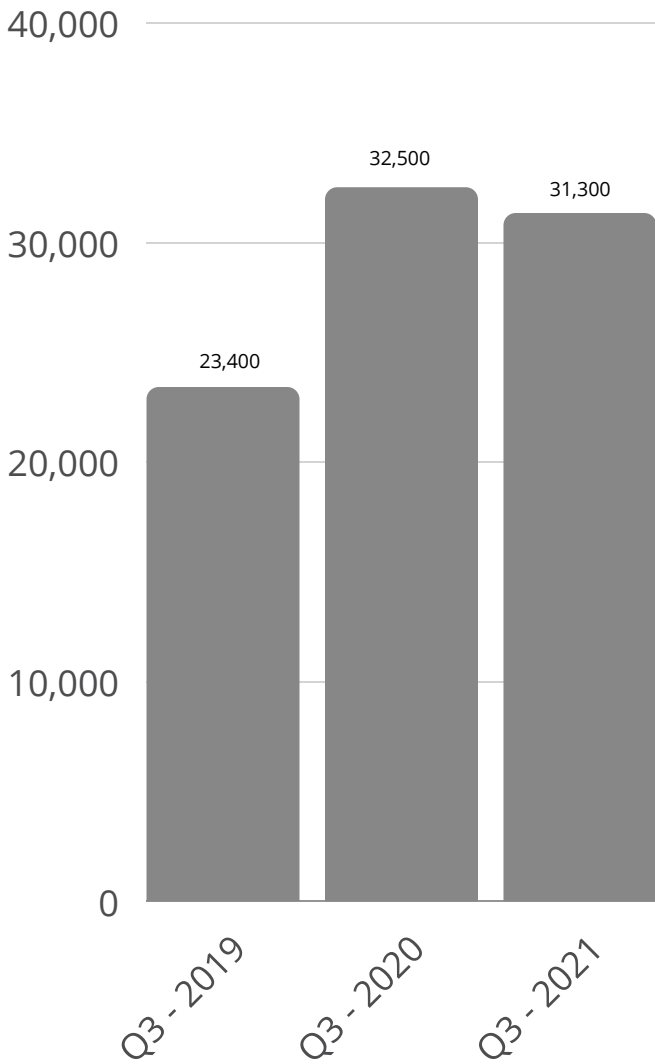
PRINCE GEORGE BC VISITATION - Q3

ALBERTA RESIDENTS TRAVELLING TO PRINCE GEORGE BC

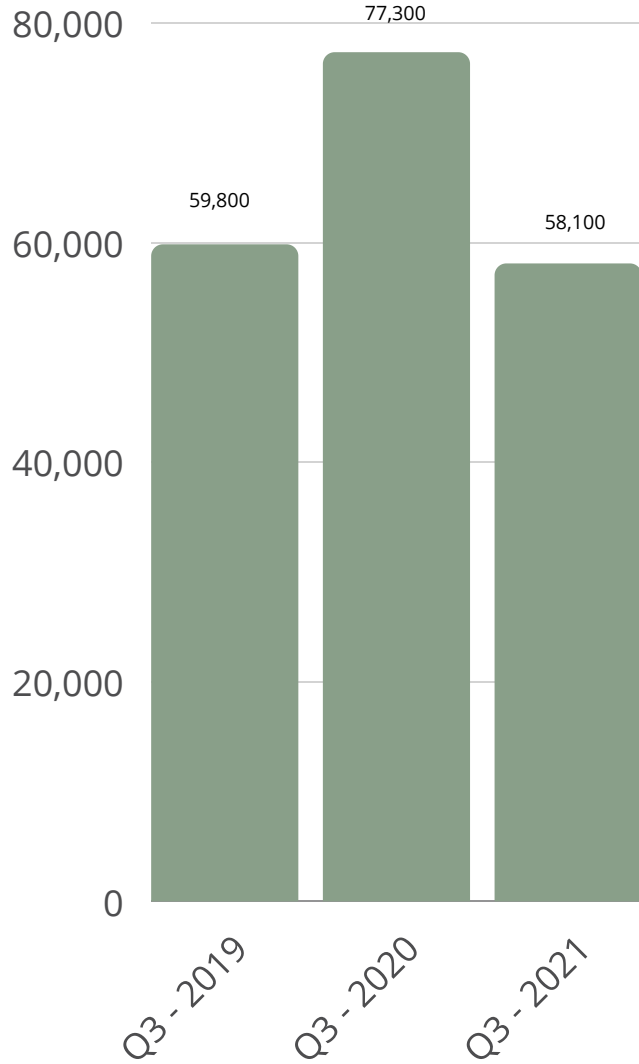
Number of Visitors to Prince George BC from Alberta in Q3



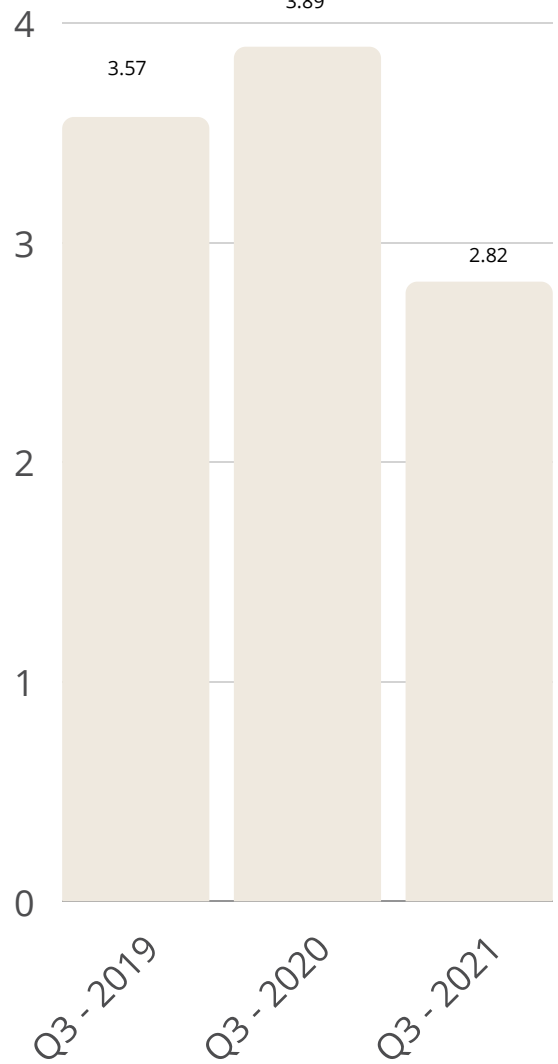
Number of Trips to Prince George BC from Alberta in Q3



Number of Nights Stayed in Prince George BC from Alberta in Q3



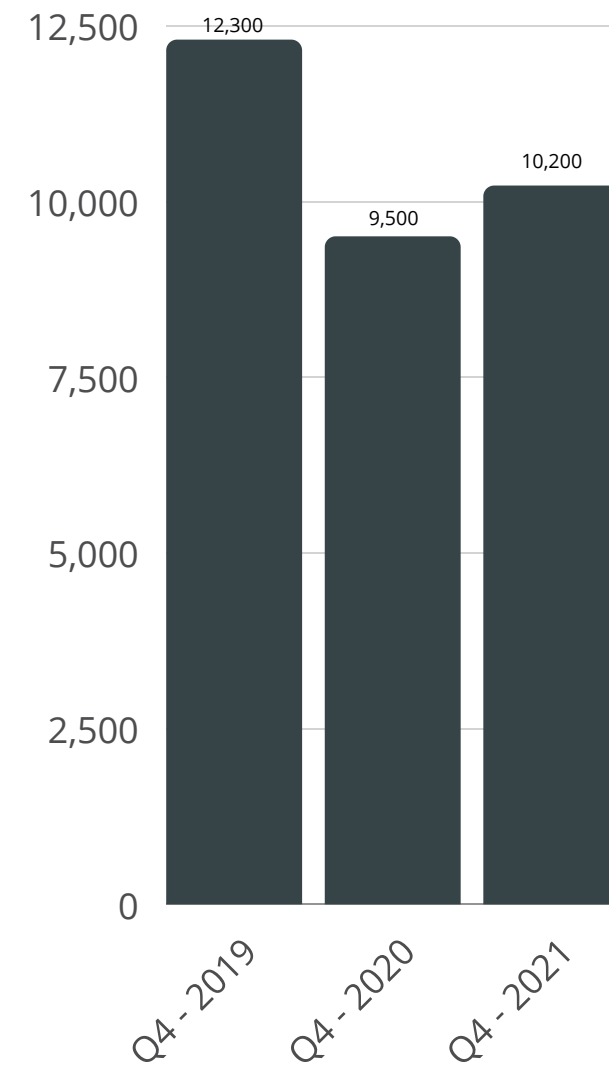
Avg. Length of Stay to Prince George BC from Alberta in Q3



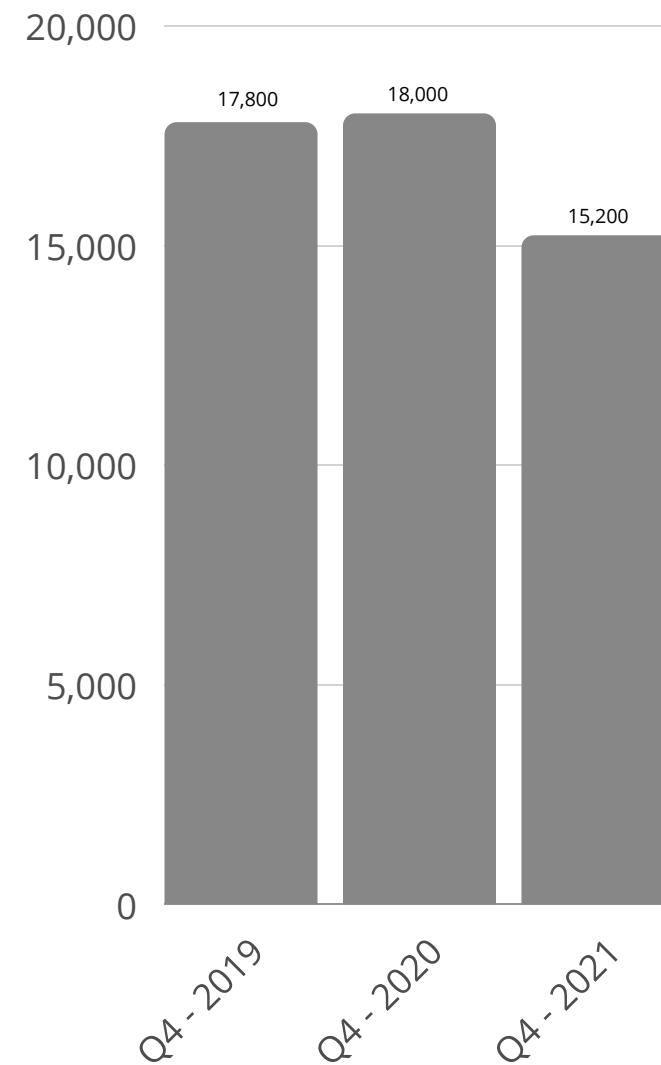
PRINCE GEORGE BC VISITATION - Q4

ALBERTA RESIDENTS TRAVELLING TO PRINCE GEORGE BC

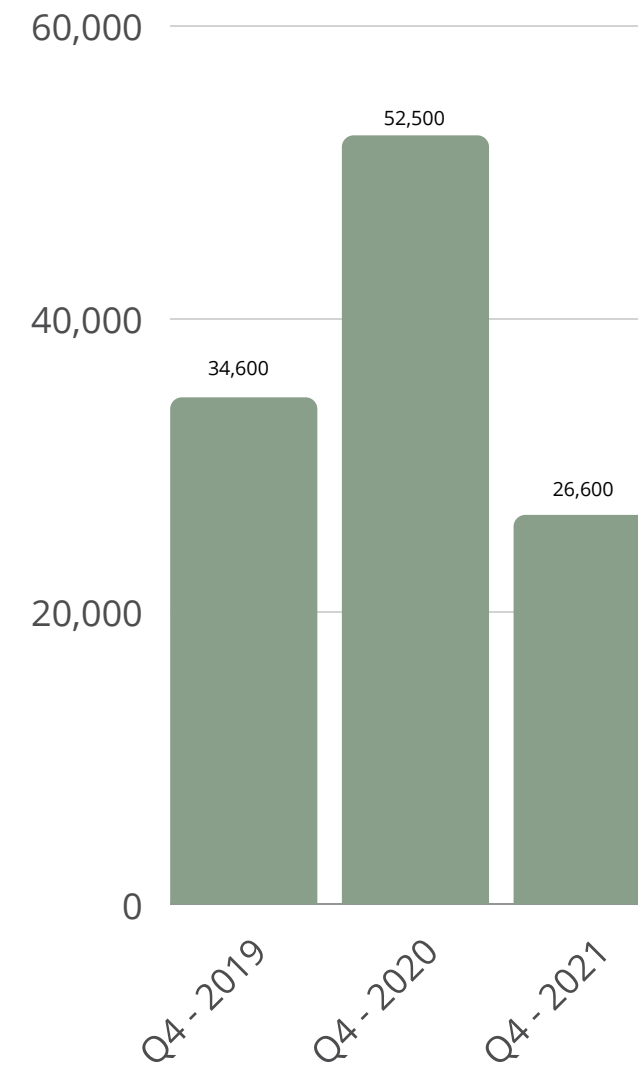
**Number of Visitors to Prince George BC
from Alberta in Q4**



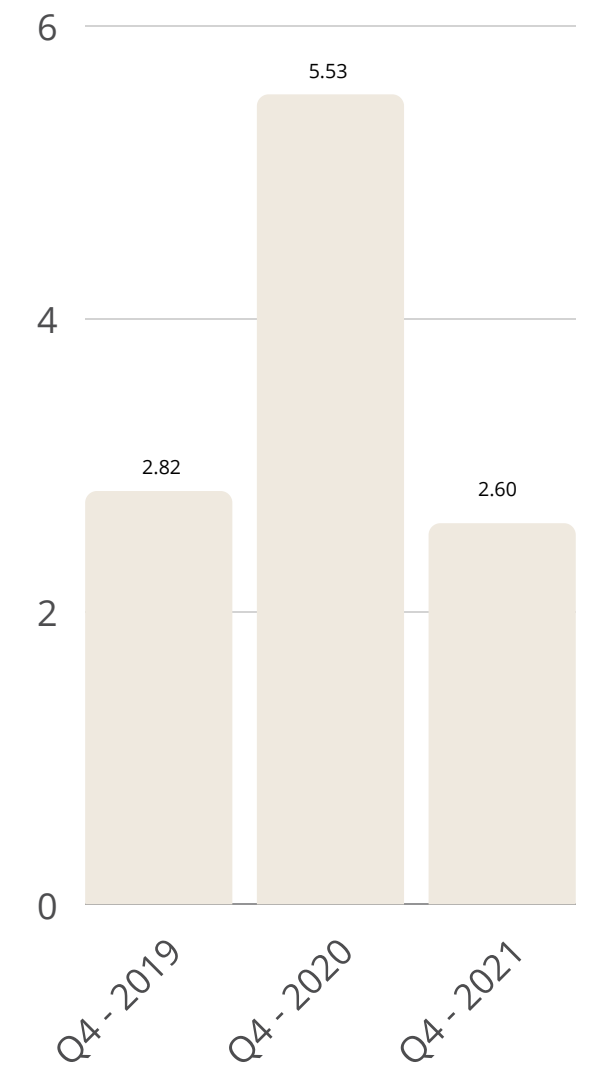
**Number of Trips to Prince George BC
from Alberta in Q4**



**Number of Nights Stayed in Prince George BC
from Alberta in Q4**



**Avg. Length of to Prince George BC
from Alberta in Q4**



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

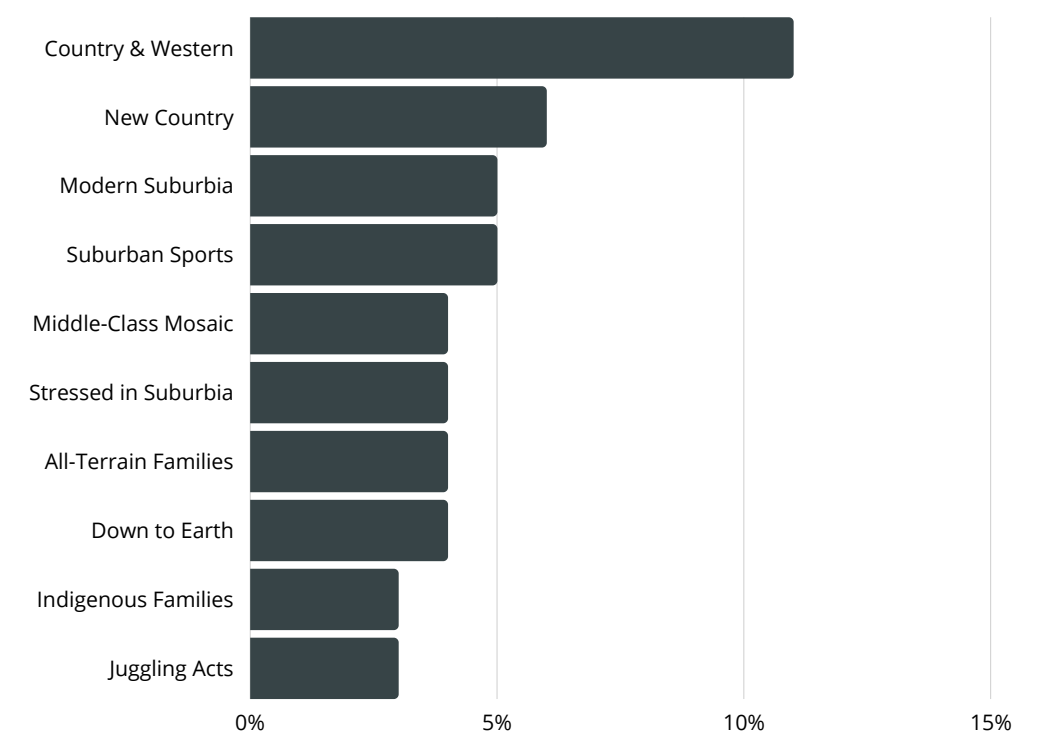
PRINCE GEORGE BC

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

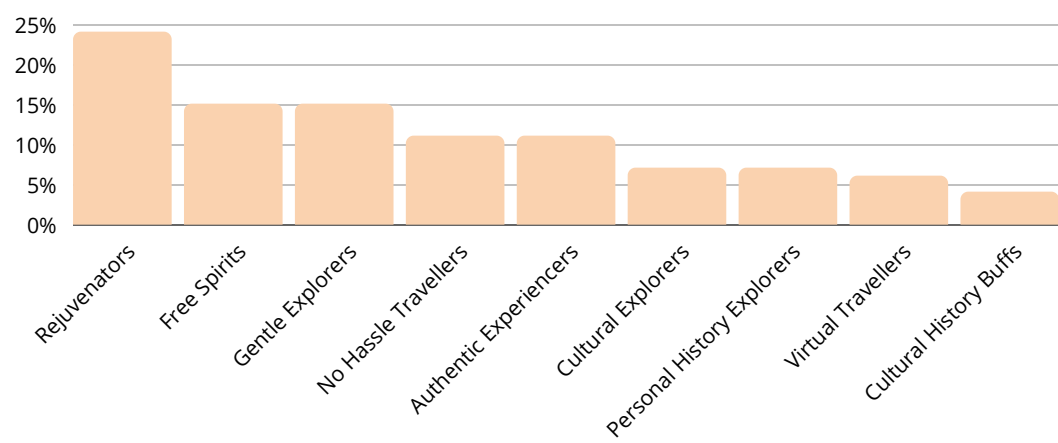
Overview

- Of the 67 PRIZM Segments identified in Canada –Country & Western, New Country and Modern Suburbia were the top visiting PRIZM Segments from Alberta, travelling to Prince George BC during Q1 2019.
- Modern Suburbia, All-Terrain Families and New Country were the top three during Q1 2020 and Country & Western, Modern Suburbia and Suburban Sports were the top three in 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three EQ Traveller Types during Q1 2019 and 2021.
- Free Spirits, Rejuvenators and No Hassle Travellers were the top three in 2020.

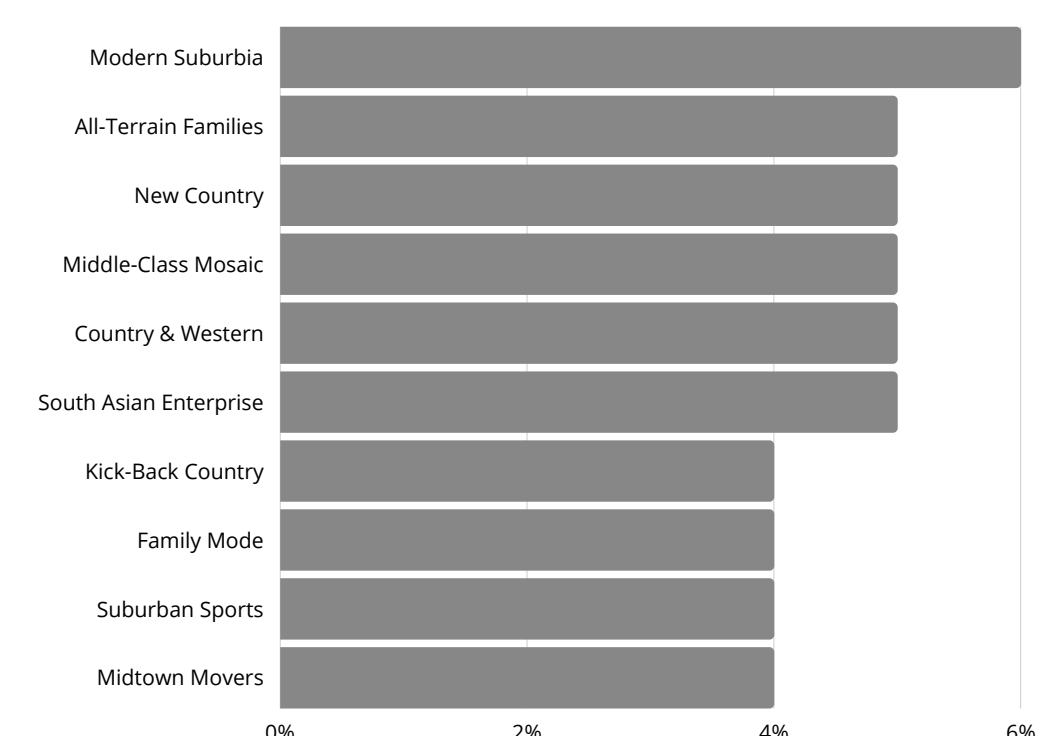
Q1 - 2019



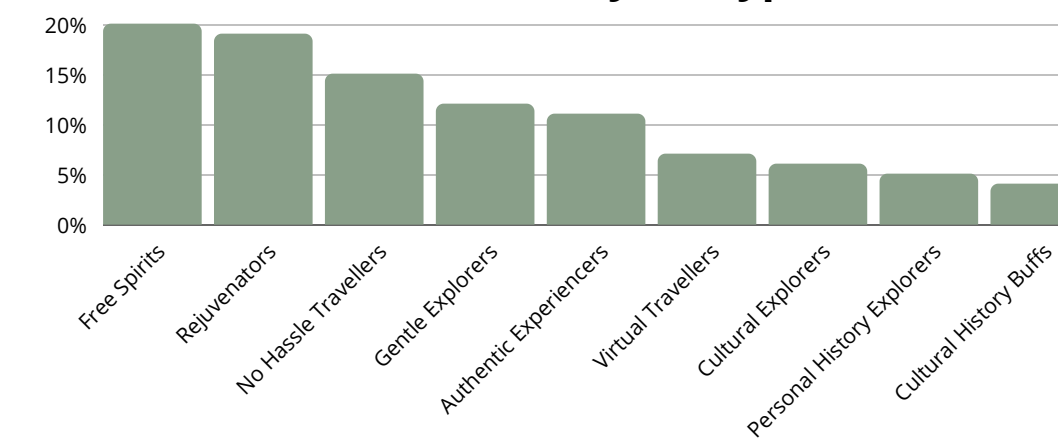
Q1 2019 Visits by EQ Type



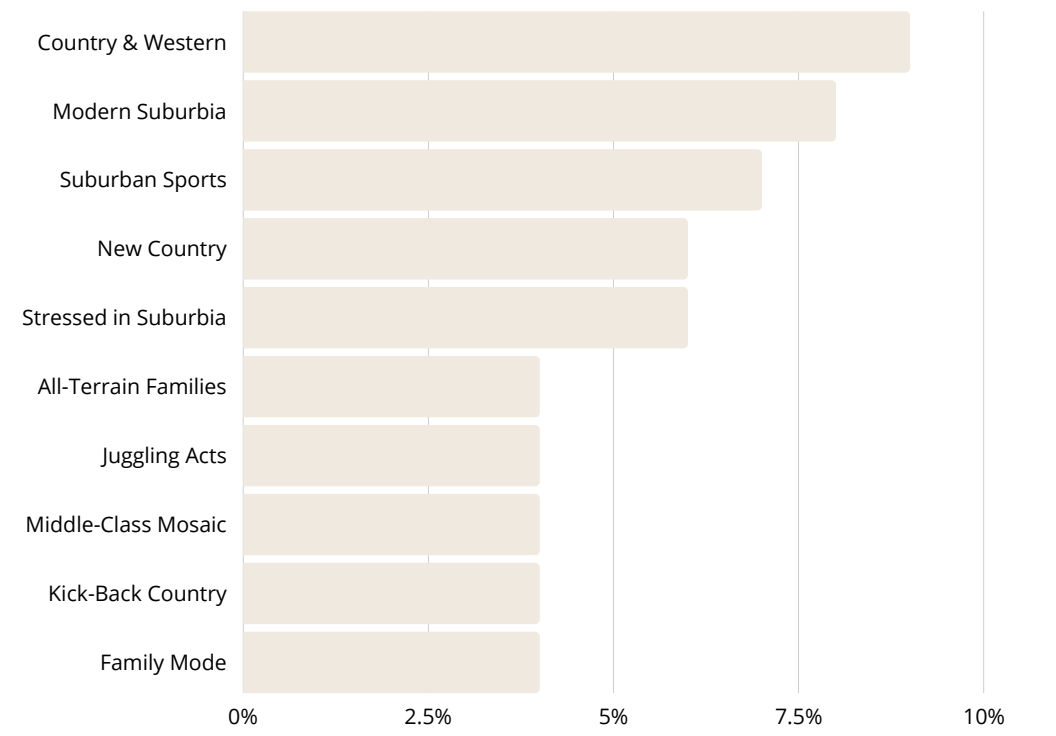
Q1 - 2020



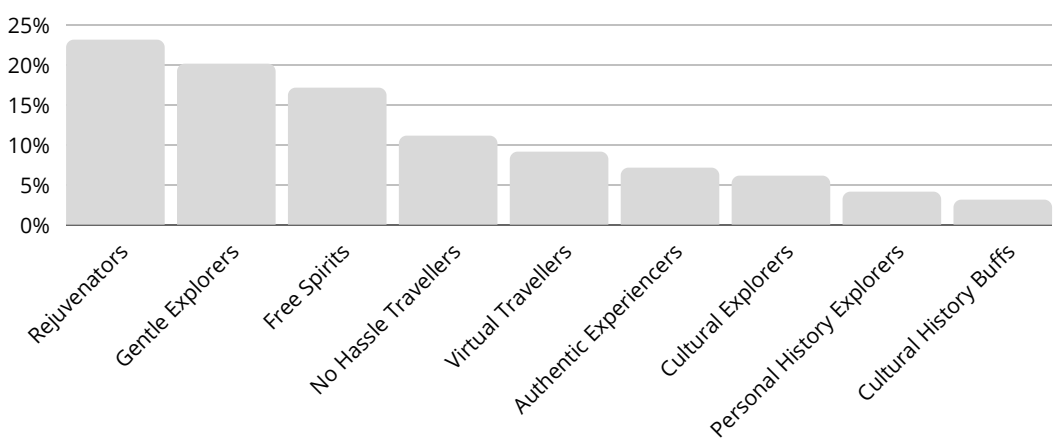
Q1 2020 Visits by EQ Type



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

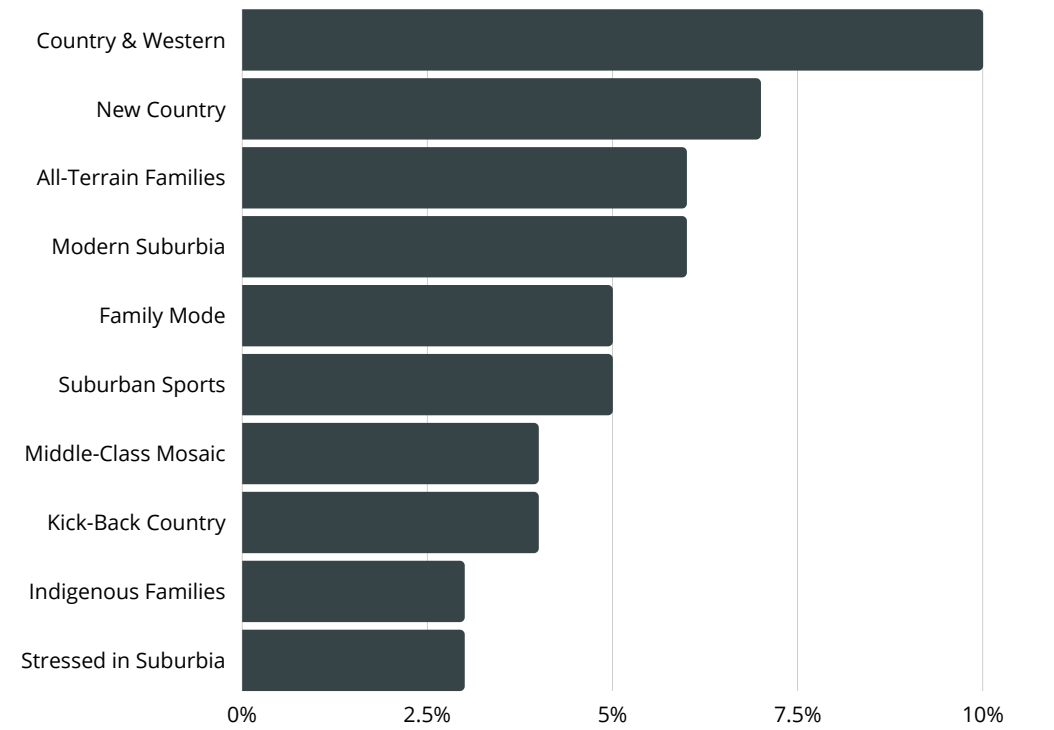
PRINCE GEORGE BC

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

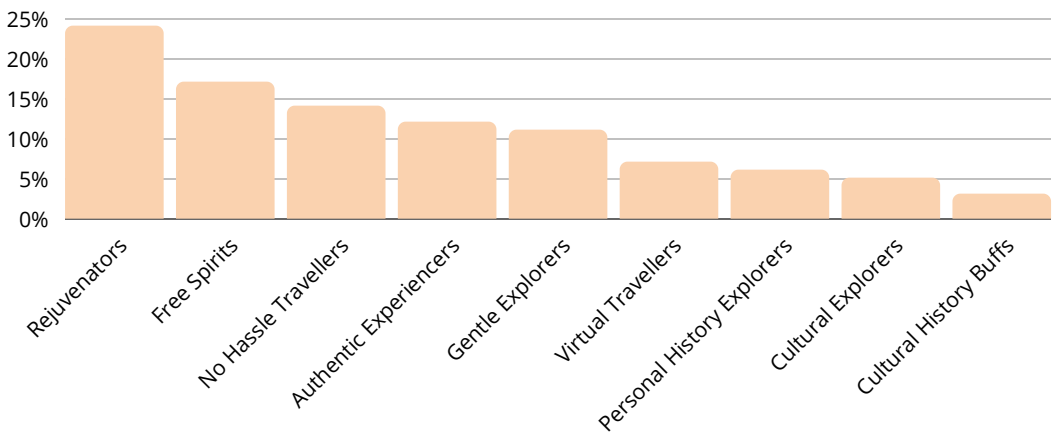
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, New Country and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to Prince George BC during Q2 2019.
- Country & Western, All-Terrain Families and Family Mode were the top three during Q2 2020 and Middle-Class Mosaic, Midtown Movers and Country & Western were the top three in 2021.
- Rejuvenators, Free Spirits and No Hassle Travellers were the top three EQ Traveller Types during Q2 2019, 2020 and 2021.

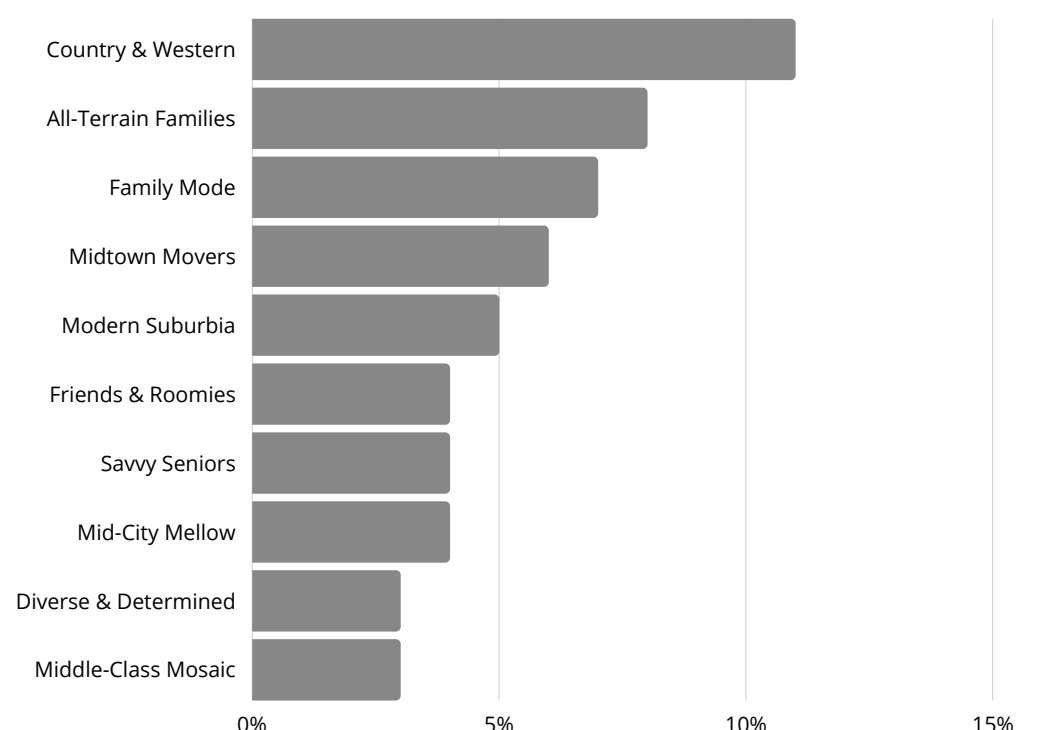
Q2 - 2019



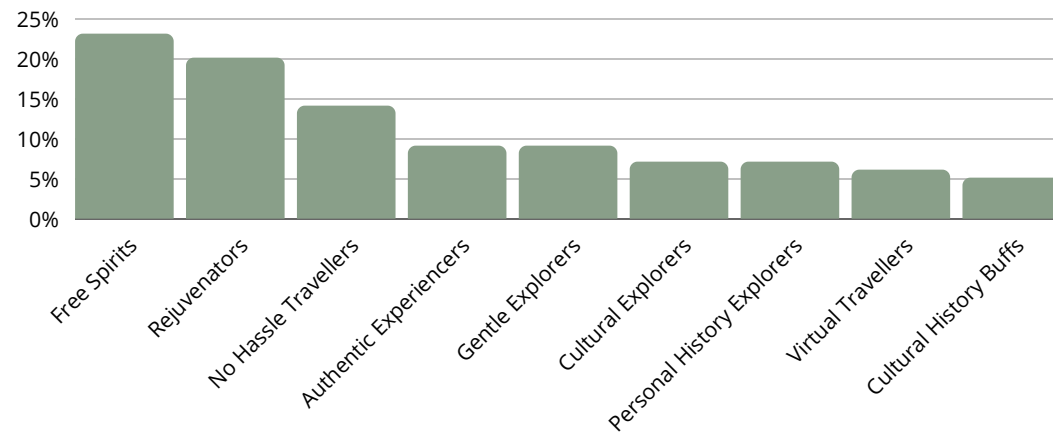
Q2 2019 Visits by EQ Type



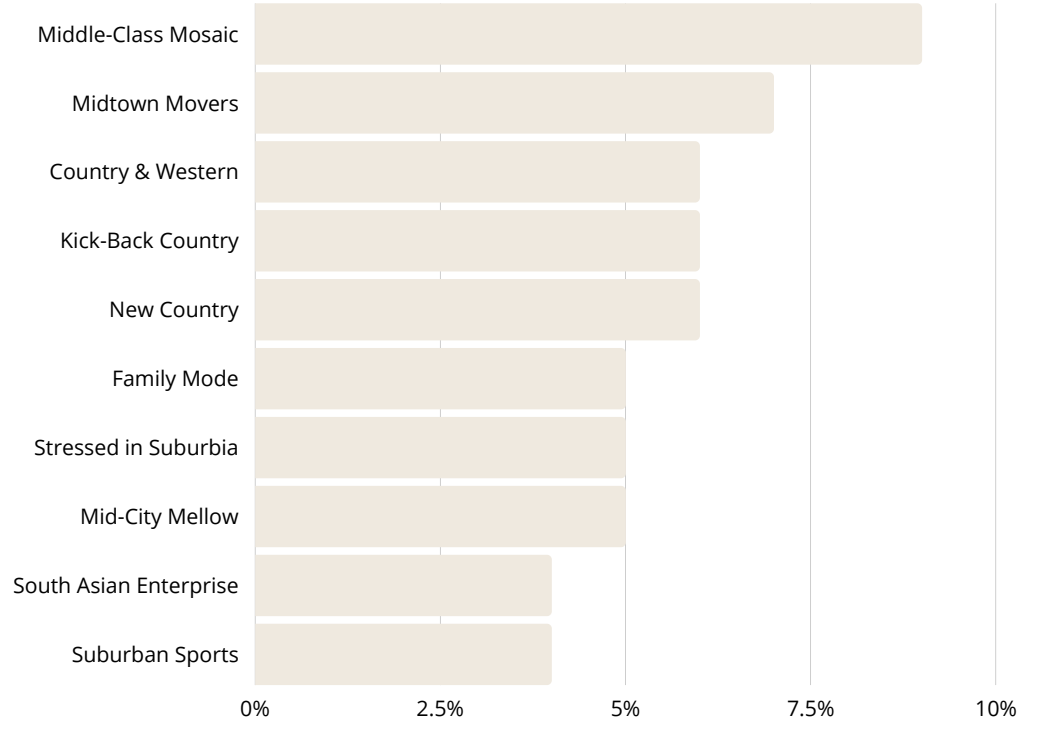
Q2 - 2020



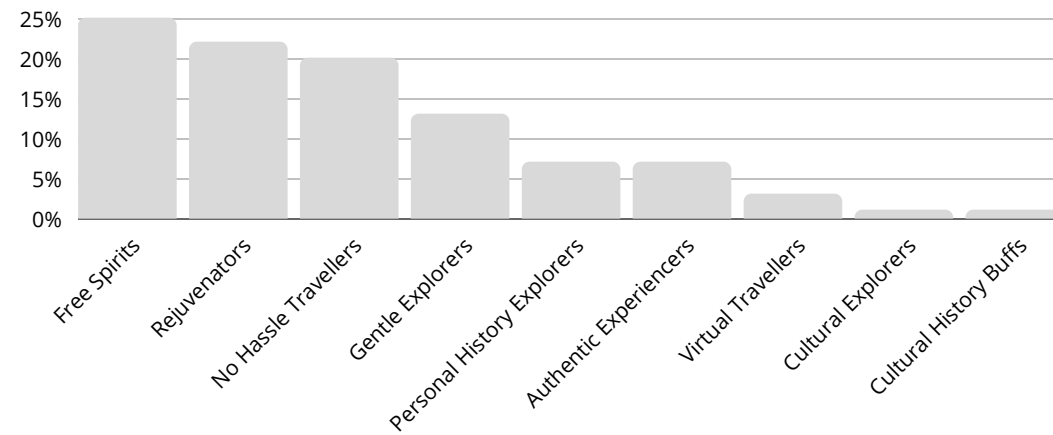
Q2 2020 Visits by EQ Type



Q2 - 2021



Q2 2021 Visits by EQ Type



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

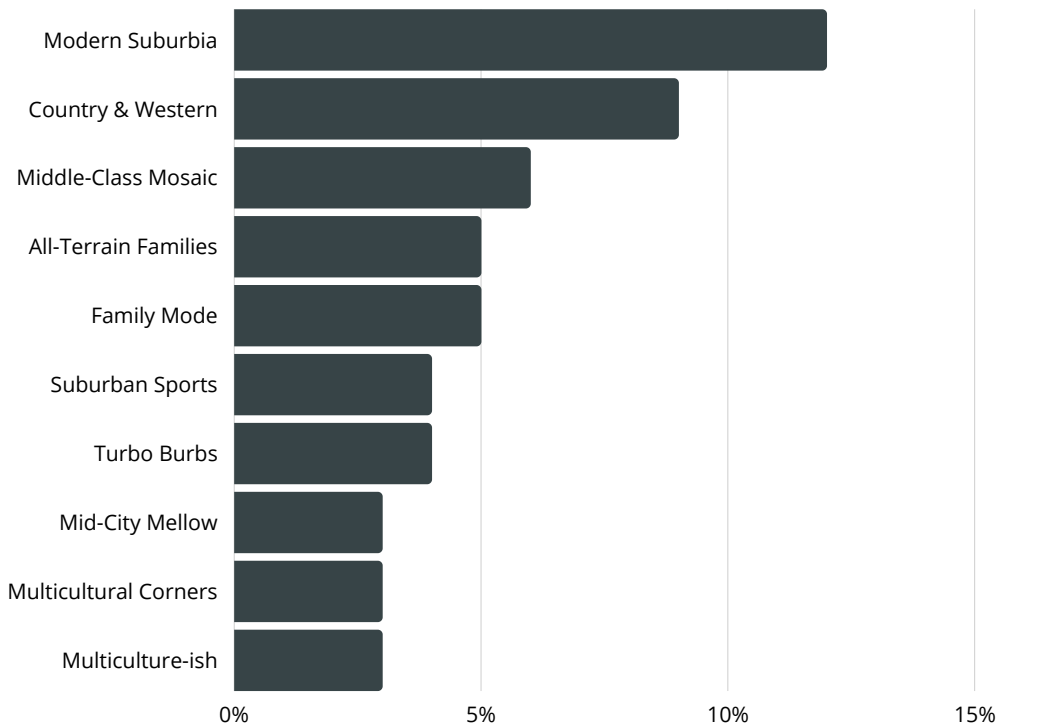
PRINCE GEORGE BC

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

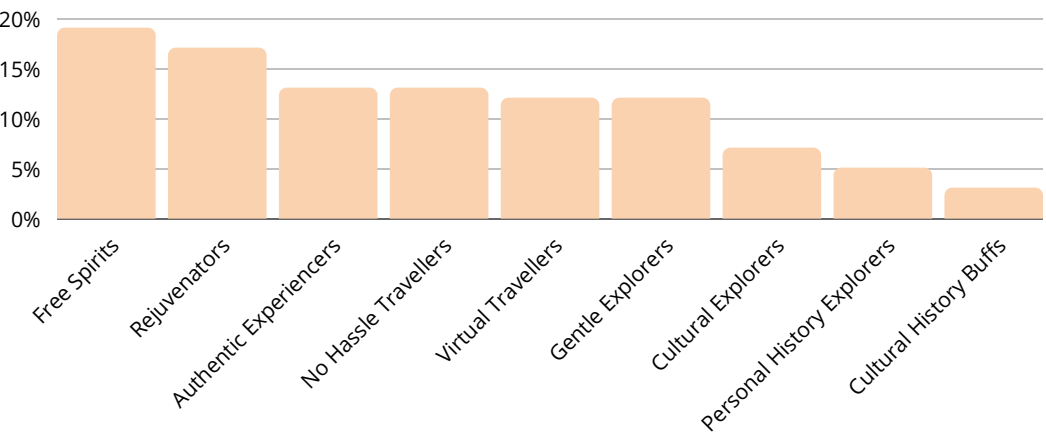
Overview

- Of the 67 PRIZM Segments identified in Canada –Modern Suburbia, Country & Western and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to Prince George BC during Q3 2019.
- Country & Western, All-Terrain Families and Suburban Sports were the top three during Q3 2020 and Country & Western, New Country & Turbo Burbs were the top three in 2021.
- Free Spirits, Rejuvenators and Authentic Experiencers were the top three EQ Traveller Types during Q3 2019 and 2021.
- Rejuvenators, Free Spirits and Gentle Explorers were the top three in 2020.

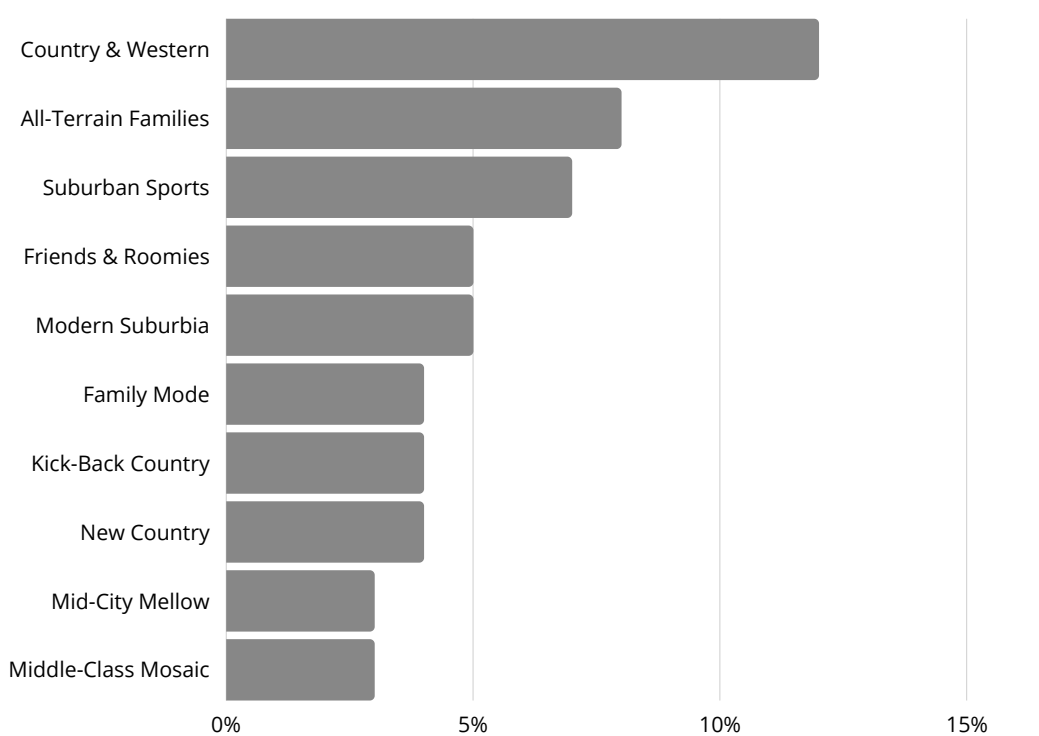
Q3 - 2019



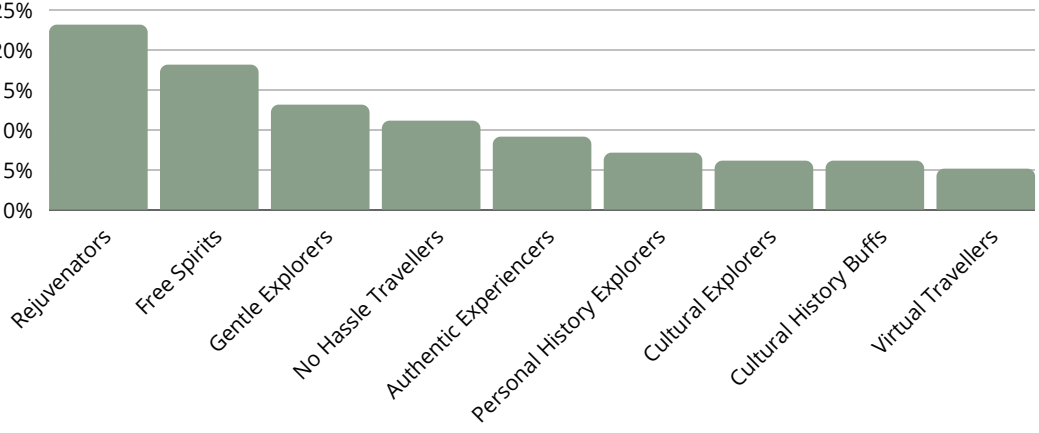
Q3 2019 Visits by EQ Type



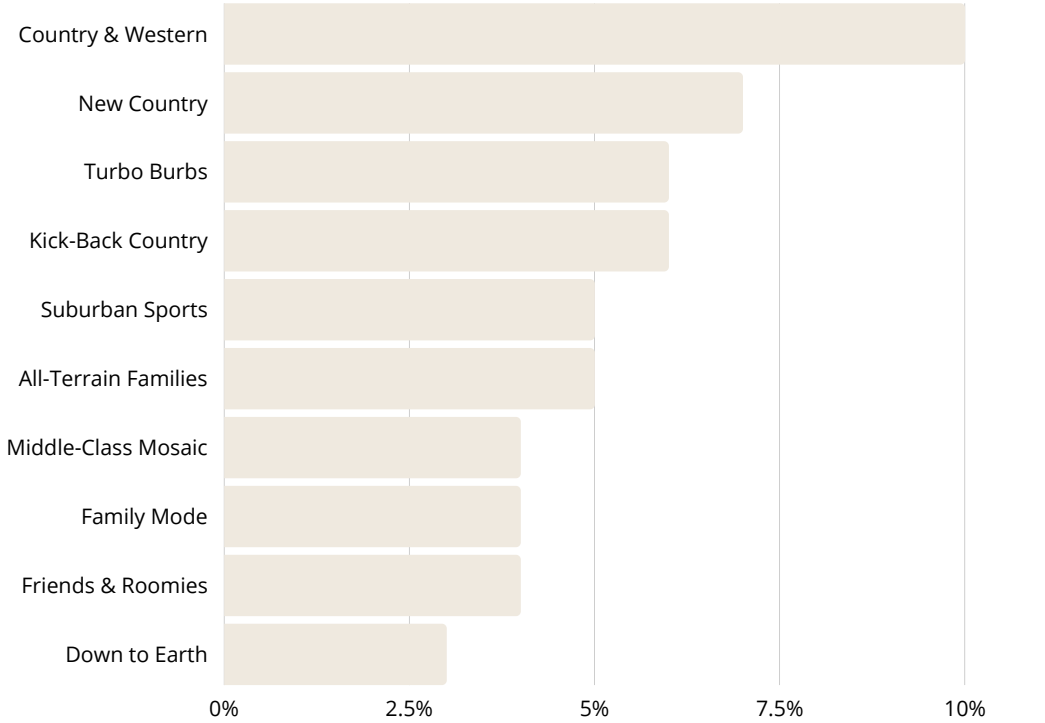
Q3 - 2020



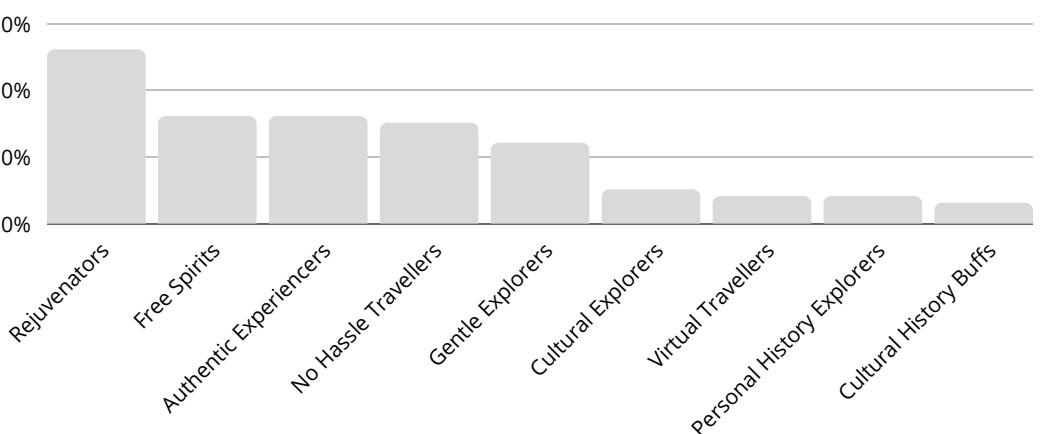
Q3 2020 Visits by EQ Type



Q3 - 2021



Q3 2021 Visits by EQ Type



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

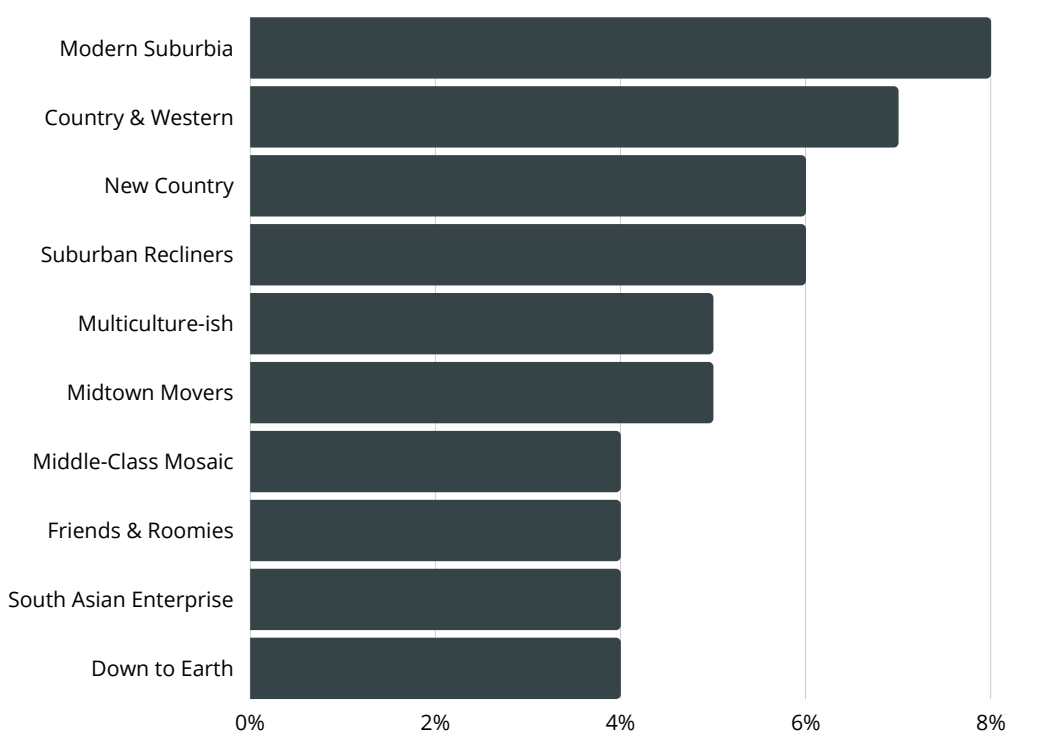
PRINCE GEORGE BC

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

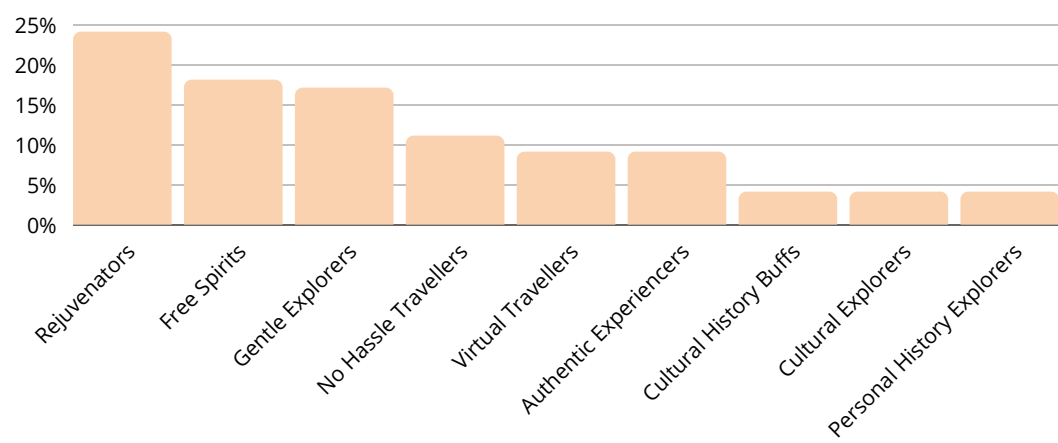
Overview

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

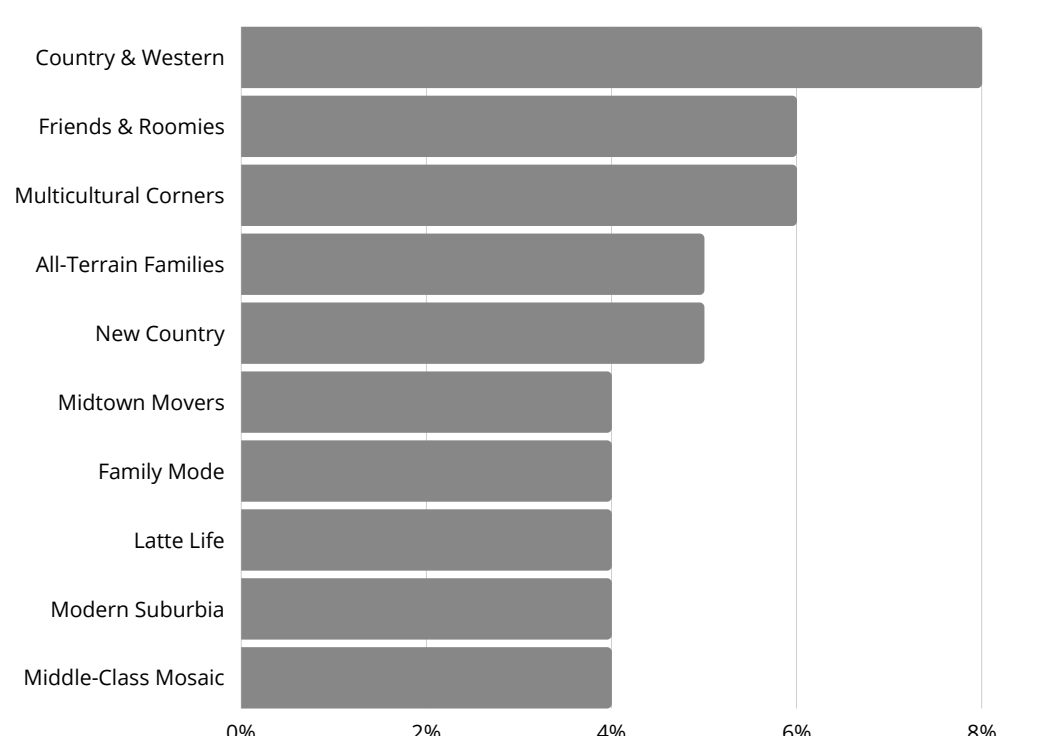
Q4 - 2019



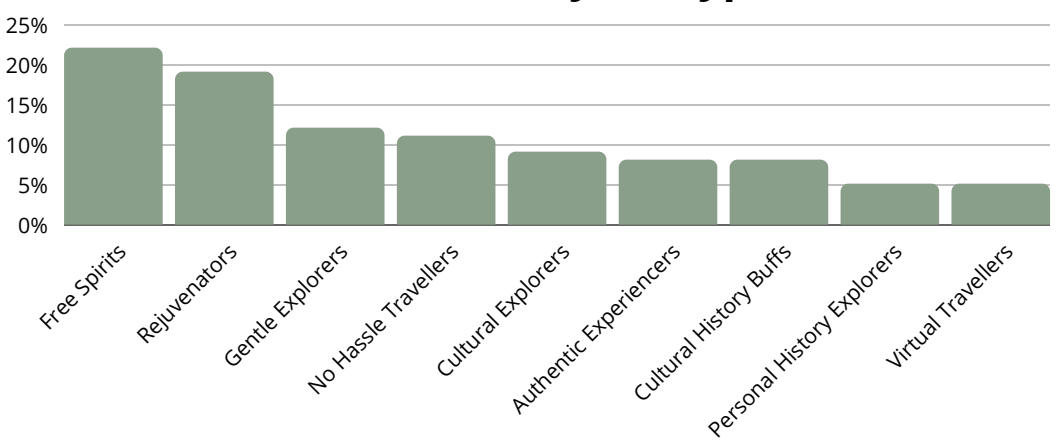
Q4 2019 Visits by EQ Type



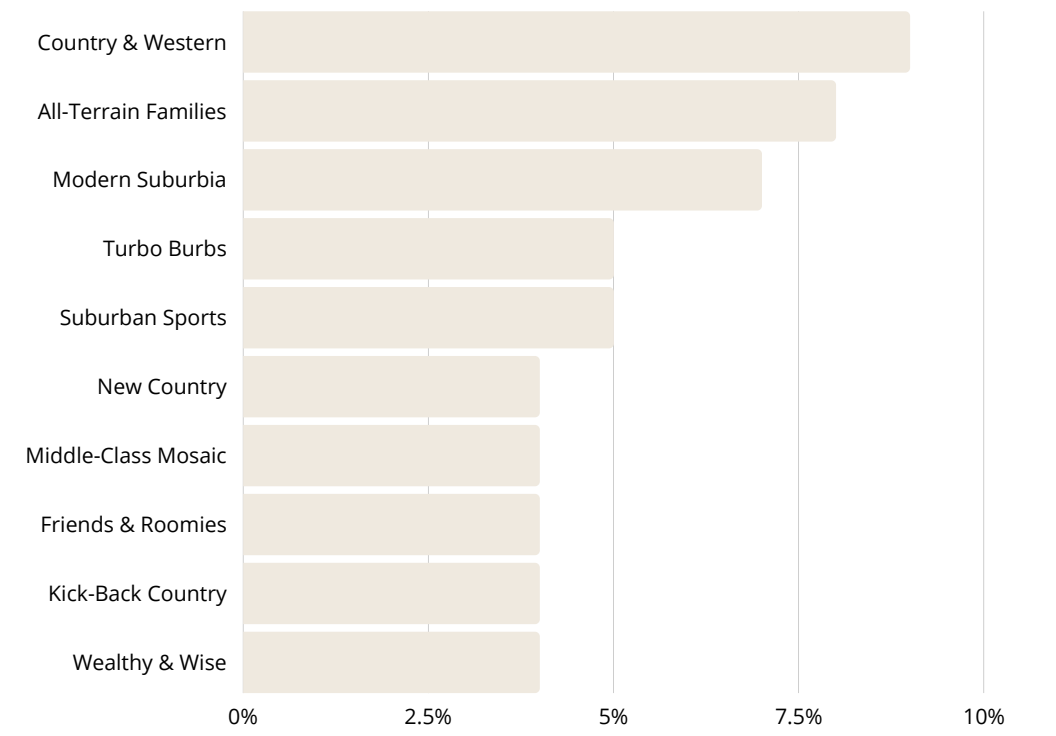
Q4 - 2020



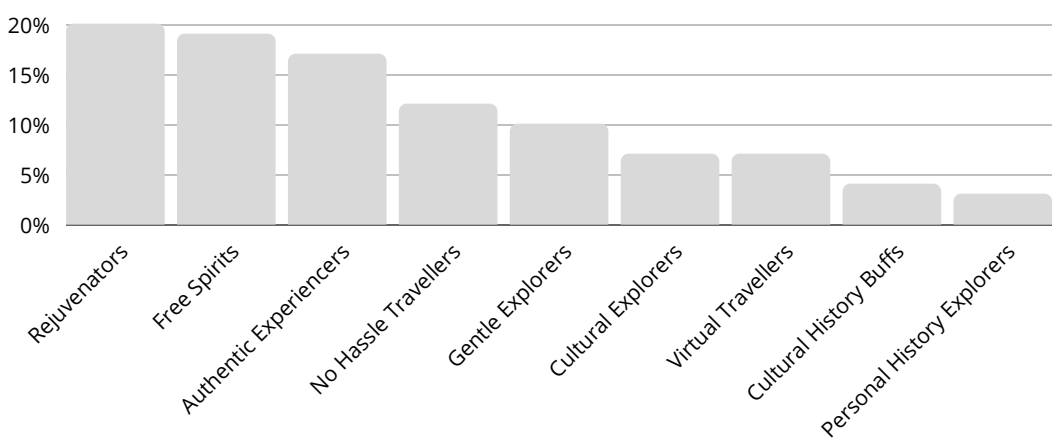
Q4 2020 Visits by EQ Type



Q4 - 2021



Q4 2021 Visits by EQ Type



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

GROWTH INSIGHTS

INSIGHTS- POTENTIAL GROWTH MARKETS - PG

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">◦ Vanderhoof, Smithers, Terrace, Fort St. John, Prince Rupert, Kitimat◦ 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, Vernon	<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, Parkland County, Lethbridge	<p>Consider targeting by BC Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Country & Western◦ Indigenous Families◦ Suburban Sports◦ Down to Earth◦ Kick-Back Country◦ Keep on Trucking <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Abbotsford◦ Langley◦ Surrey◦ Maple Ridge◦ Prince George◦ Mission◦ Kelowna◦ Nanaimo◦ Chilliwack◦ Kamloops	<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◦ Midtown Movers◦ Modern Suburbia◦ Multicultural Corners◦ New Country◦ Suburban Sports◦ Turbo Burbs <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Edmonton◦ Calgary◦ Red Deer◦ Strathcona County◦ Airdrie◦ Wood Buffalo◦ Lethbridge◦ Grande Prairie◦ St. Albert◦ Spruce Grove

A note about the BC & AB Target Considerations

These "Top 10 Locations" have been identified by running the Prince George 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

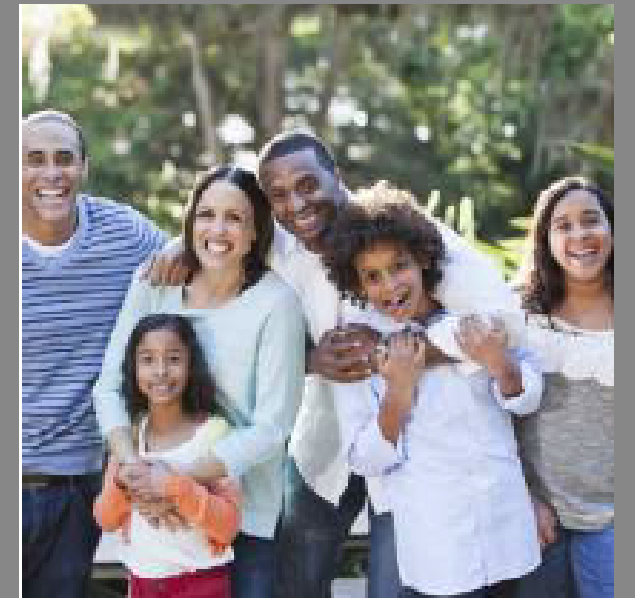
Camping, Swimming, Hiking/Backpacking, Cycling, Attending Sporting Events

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

MIDTOWN MOVERS

General Canadian Summary

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



Source: Environics PRIZM Marketer's Guide 2021

Category

Alberta Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Midtown Movers rank 11th, making up 57,418 households, or 3.5% of the total Households in Alberta (1,641,221).

Maintainer Age

Median Household Maintainer Age is 47

Children at Home

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

Household Income

Below Average Household Income of \$79,872 compared to Alberta at \$126,807.

Top Social Values

Social Learning, Culture Sampling, Racial Fusion

Top Tourism Activities

Swimming, Camping, Cycling. Above Average interest in Beer/Food/Wine Festivals, Inline Skating

Travel

Below Average interest for travelling within Canada. Midtown Movers from Alberta spent an average of \$1,379 (Below Average) on their last vacation.

Social Media

79% currently use Facebook (Average), 43% use Instagram (Average), 30% use Twitter (Average) and 75% 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

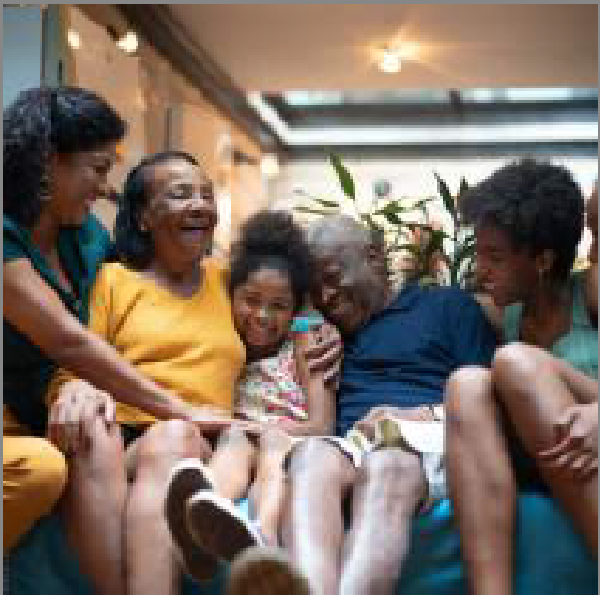
2021 AB PRIZM SEGMENT SUMMARY

MULTICULTURAL CORNERS

General Canadian Summary	Category	Alberta Highlights
<ul style="list-style-type: none">Diverse, upper-middle-income city families, More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominatesModerate Education with white-collar and service sector jobsValue an active lifestyle, a strong work ethic and connecting with smaller close-knit groups in an authentic and sincere mannerTop Geography: Toronto, Calgary, Ottawa, EdmontonEQ Type: Free Spirits	Household Count	Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 12th, making up 52,077 households, or 3.2% of the total Households in Alberta (1,641,221).
	Maintainer Age	Median Household Maintainer Age is 50
	Children at Home	56% of couples have children living at home (Above Average).
	Household Income	Average Household Income of \$125,542 compared to Alberta at \$126,807.
	Top Social Values	Multiculturalism, Legacy, Social Learning
	Top Tourism Activities	Camping, Swimming, Hiking/Backpacking. Above Average interest in: Hiking/Backpacking, Attending Sporting Events, Bars/Restaurants, Ice Skating, Specialty Movie Theatres/IMAX
	Travel	Average interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Victoria), Multicultural Corners from Alberta spent an average of \$1,607 (Average) on their last vacation.
	Social Media	78% currently use Facebook (Average), 43% use Instagram (Average), 31% use Twitter (Above Average) and 75% 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

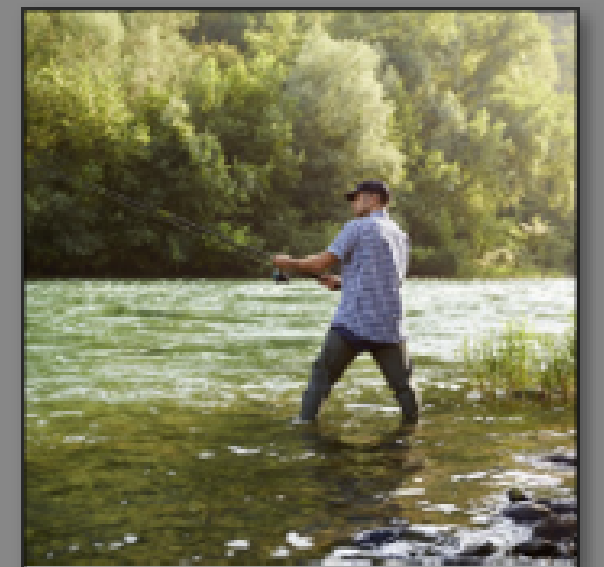
•Camping, Cycling, Swimming. Above Average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports

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

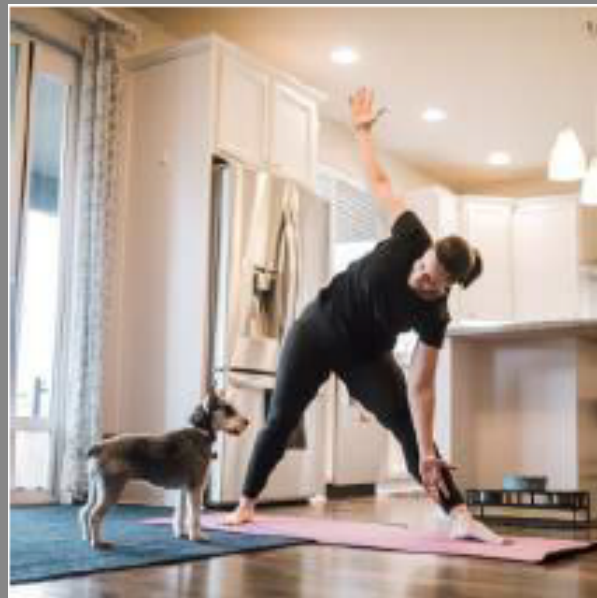
Camping, Cycling, Swimming. Above Average interest in Cycling, Sporting Events, Ice Skating, Fishing/Hunting, Downhill Skiing

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

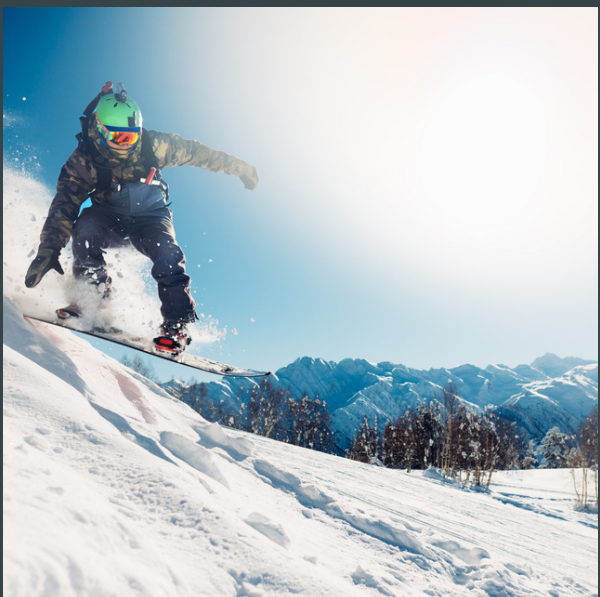
Camping, Swimming, Cycling. Above average interest in Beer/Food/Wine Festivals

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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