



North East BC Visitor Highlights | 2022

Canada, British Columbia & Alberta



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TOURISM
SERVICES

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British Columbia
Regional Tourism
Secretariat

2023 DATA VINTAGE

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Purpose



- As the tourism industry navigates recovery from the COVID-19 global pandemic, the British Columbia Regional Tourism Secretariat (BCRTS) continues to provide baseline research to support the industry as it moves forward
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically how and what visitors to attract
- Research commenced with the **BC Market** as the top priority followed by the **Alberta Market**
- This report focuses on visitor analysis to **North East BC Region**



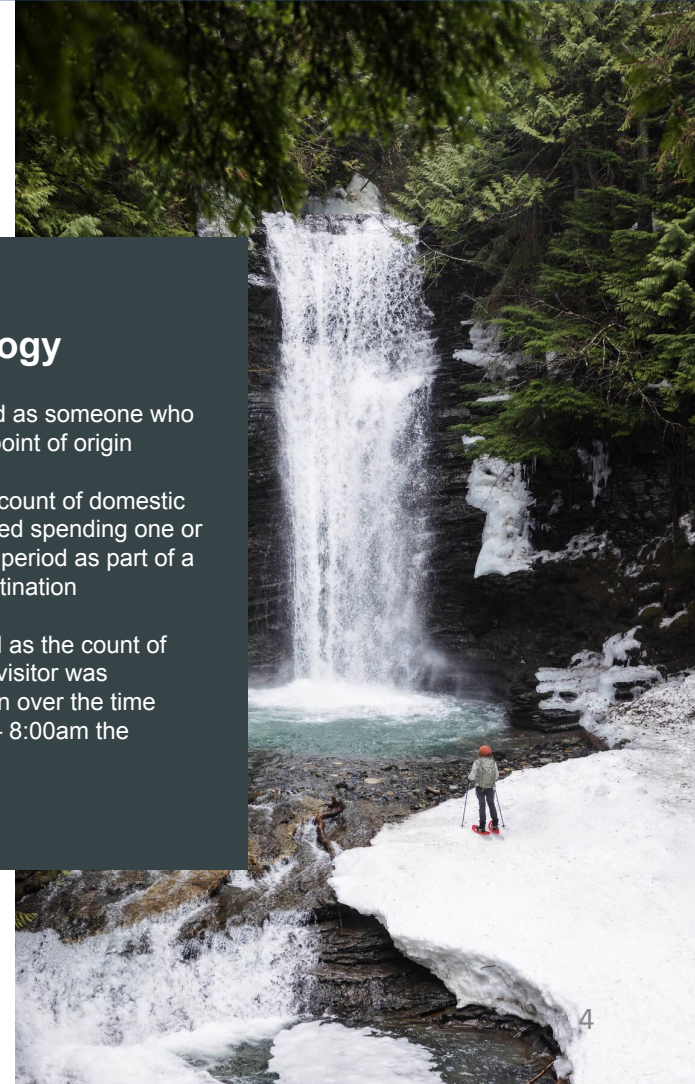
Research Overview



- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market and grow their business with Canadian travellers
- Visitor View produces neighbourhood-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 2020 to allow for analysis of historical trends

Methodology

- **Visitor:** 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)



Research Overview



- Visitor View can help you measure the effectiveness of your marketing strategies to Canadian Visitors, as well as understand the Canadian travel and tourism industry and 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 in 2021, 2022, and 2022
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and the path to recovery
- Visitor View also allows us to identify the best regions and neighbourhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



Canada Insights

A scenic photograph of a multi-tiered waterfall cascading over dark, mossy rocks in a dense forest. The water is white and frothy as it falls. In the lower right, a person wearing a yellow jacket, black shorts, and a red backpack stands on the rocks, looking up at the waterfall. The surrounding forest is lush with green trees and ferns. A large, moss-covered log lies in the foreground on the left.

Q1 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

North East BC

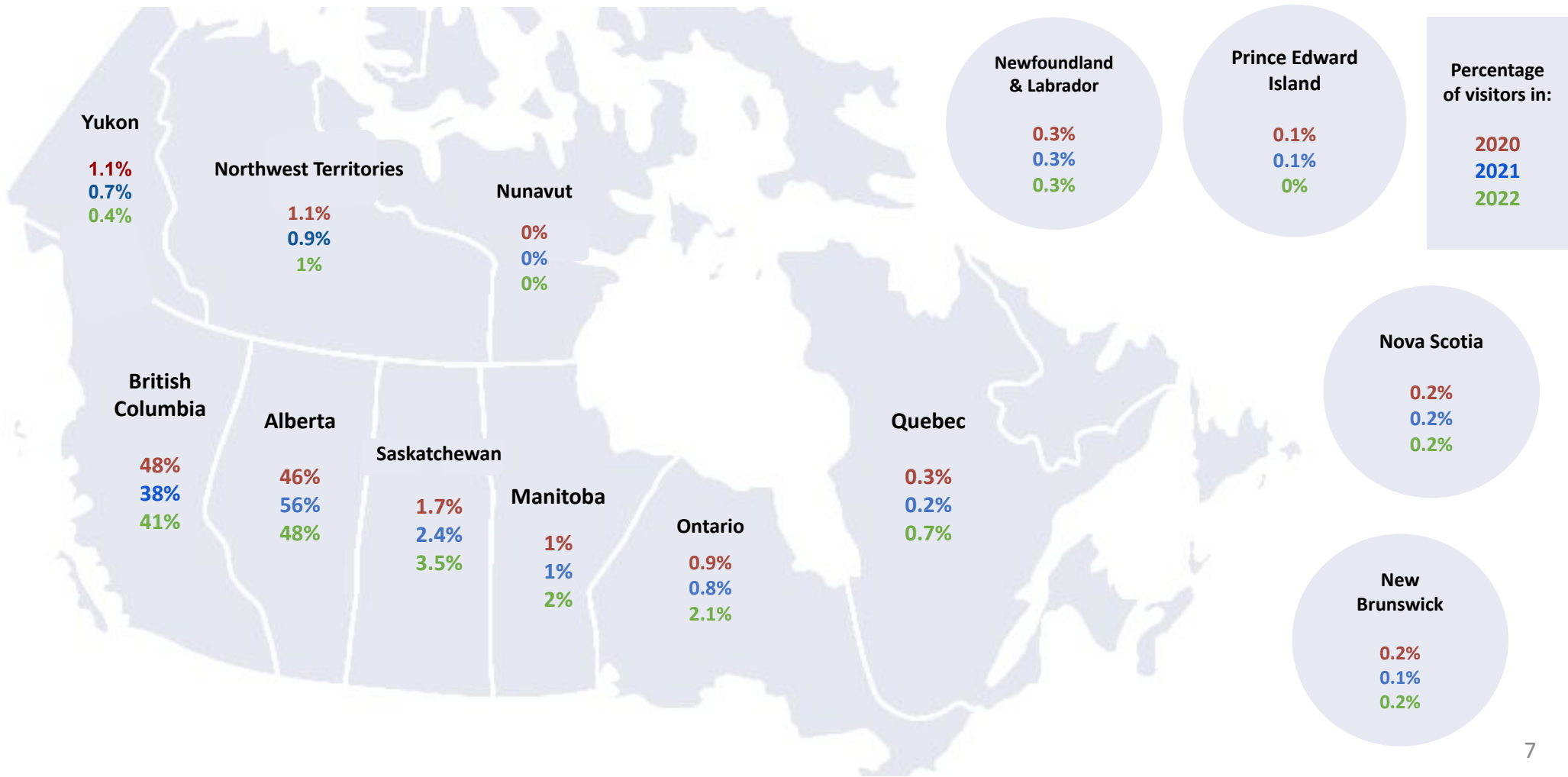
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

During Q1 2020 North-East BC saw an average of **183,800** Domestic Visitors.
During Q1 2021 BC saw **94,500** Domestic Visitors, and in Q1 2022, **122,300** Domestic Visitors.

- Decrease of **33.5%** 2022 compared to 2020
- Increase of **29.4%** 2022 compared to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include North East BC resident visitors depending on point of origin and point of destination



Q2 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

North East BC

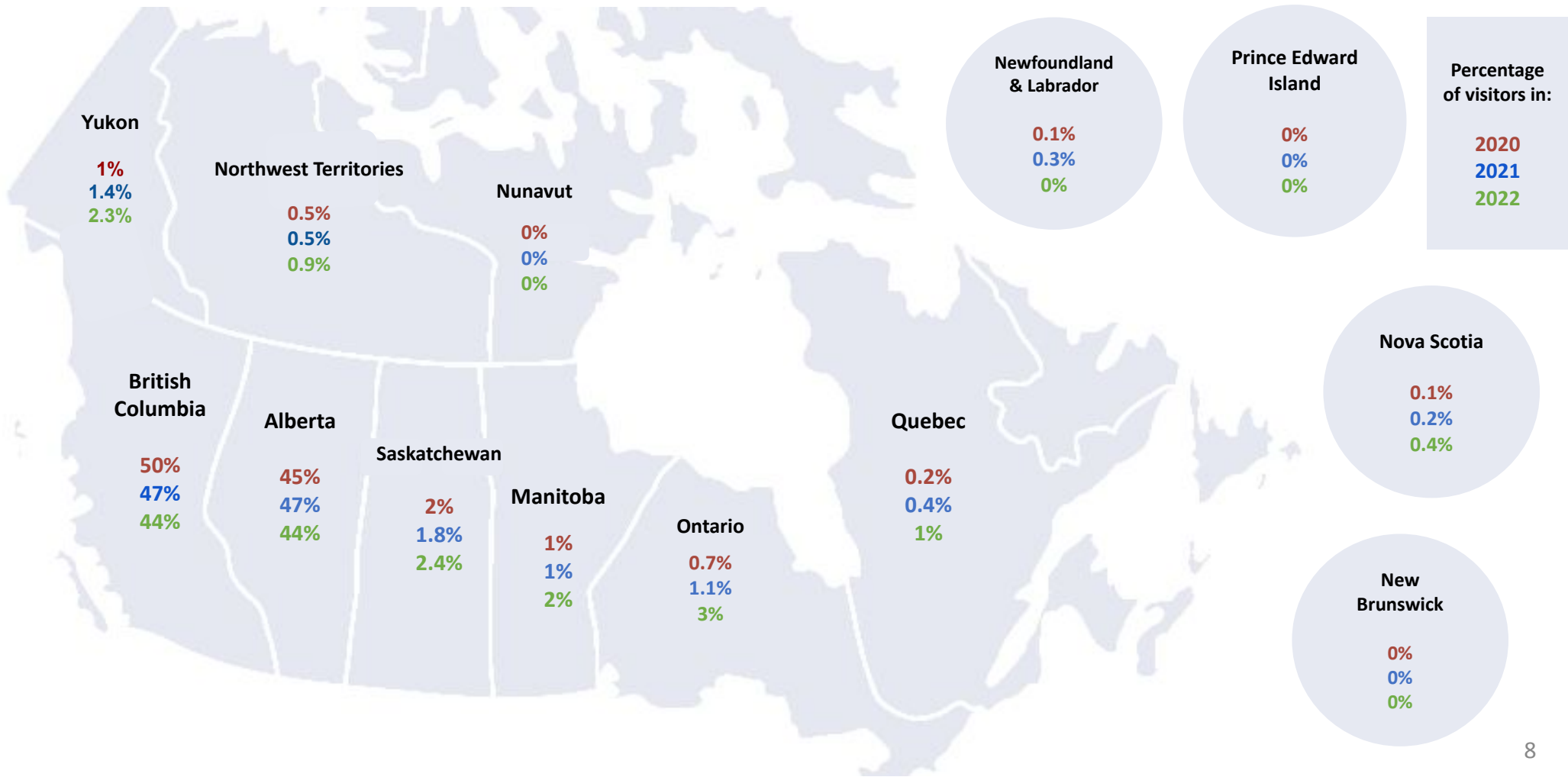
Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

Overview

During Q2 2020 North-East BC saw an average of **114,000** Domestic Visitors.
During Q2 2021 the region saw **127,900** Domestic Visitors, and in Q2 2022, **163,600** Domestic Visitors.

- Increase of **44%** 2022 compared to 2020
- Increase of **28%** 2022 compared to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include North East BC resident visitors depending on point of origin and point of destination



Q3 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

North East BC

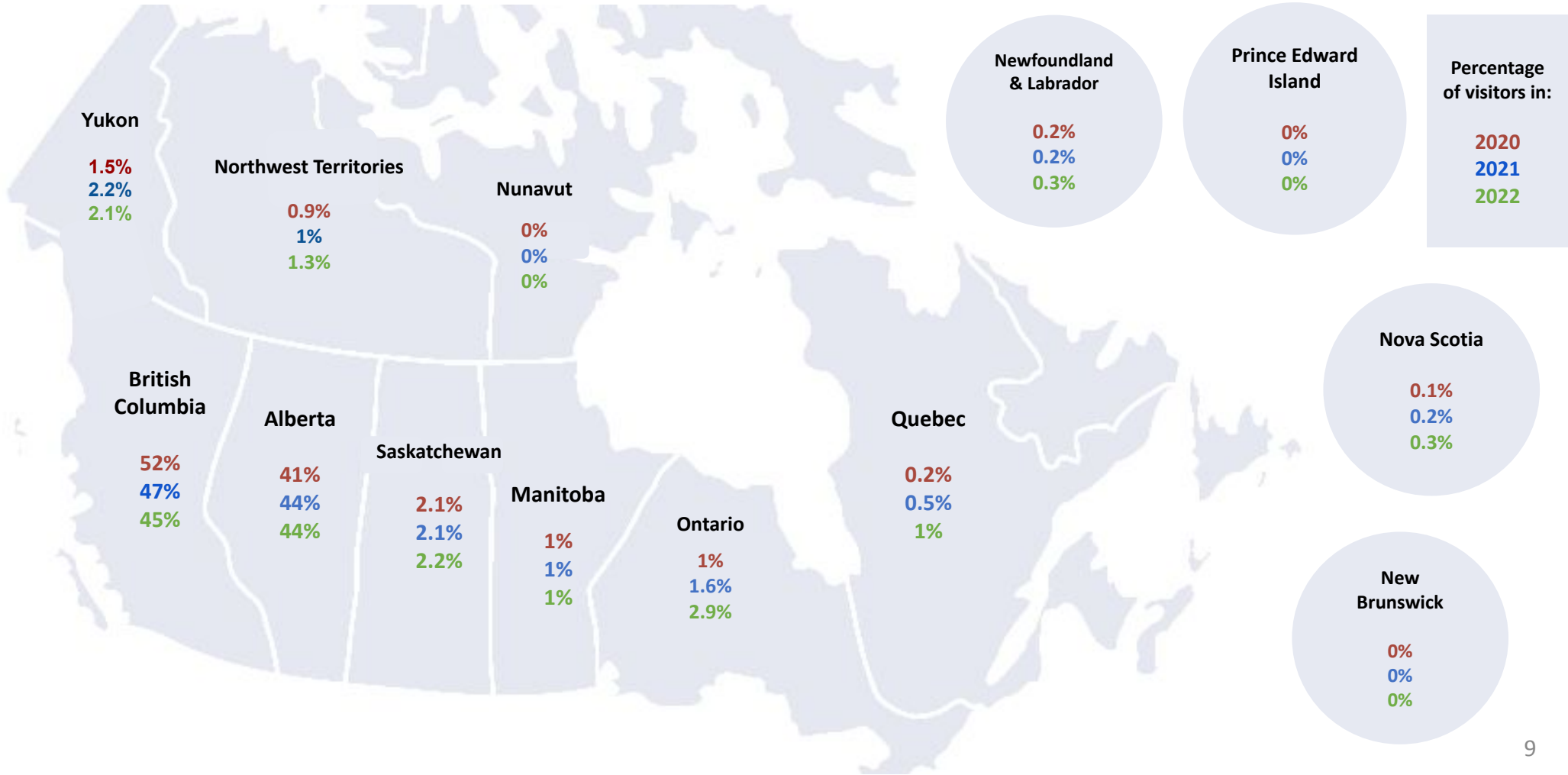
Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

Overview

During Q3 2020 North- East BC saw an average of **213,400** Domestic Visitors.
During Q3 2021 the region saw **241,600** Domestic Visitors, and in Q3 2022, **251,200** Domestic Visitors.

- Increase of **18%** 2022 compared to 2020
- Increase of **4%** 2022 compared to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include North East BC resident visitors depending on point of origin and point of destination



Q4 2020, 2021, 2022 & 2023: Domestic Visitors by Quarter

North East BC

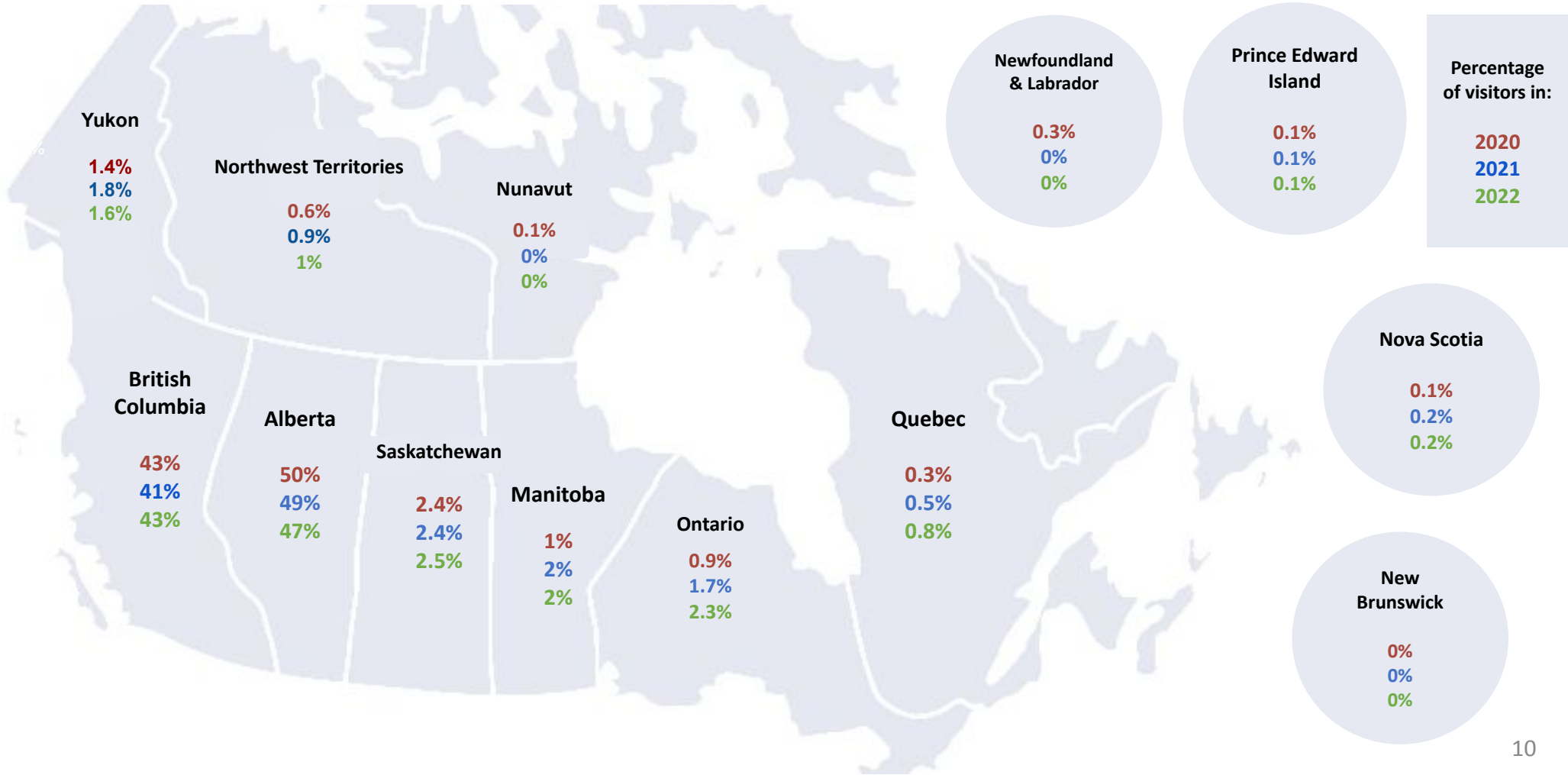
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Overview

During Q4 2020 North- East BC saw an average of **98,500** Domestic Visitors. During Q4 2021 the region saw **121,500** Domestic Visitors, and in Q4 2022, **185,500** Domestic Visitors.

- Increase of **88%** 2022 compared to 2020
- Increase of **53%** 2022 compared to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include North East BC resident visitors depending on point of origin and point of destination



Yearly 2020, 2021, 2022 & 2023: Domestic Visitors

North East BC

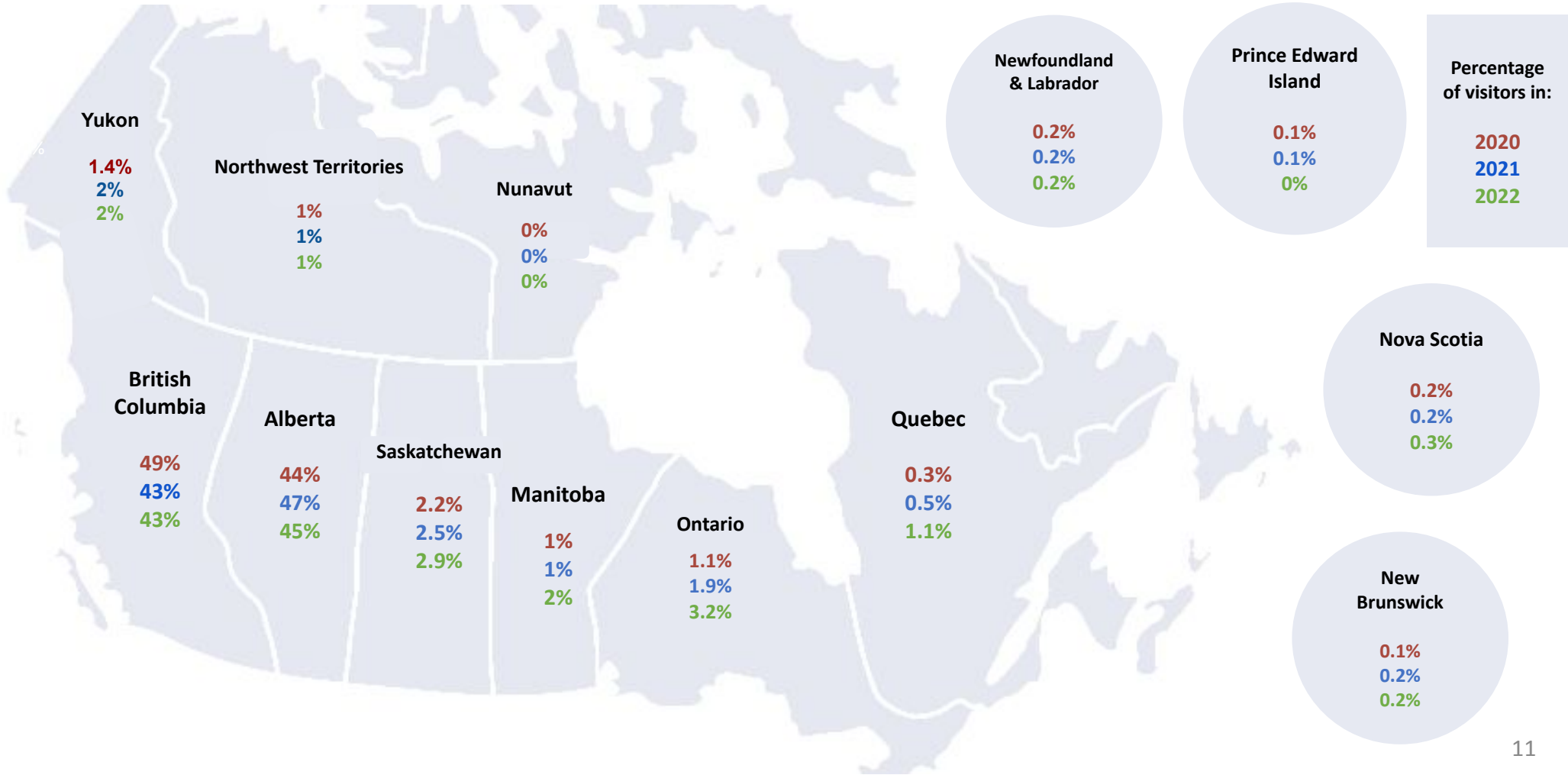
Note: All counts have been rounded to the nearest 100

Overview

During 2020 North-East BC saw an average of **452,800** Domestic Visitors. During 2021 the region saw **414,600** Domestic Visitors, and in 2022, **548,900** Domestic Visitors.

- Increase of **21%** 2022 compared to 2020
- Increase of **32%** 2022 compared to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include North East BC resident visitors depending on point of origin and point of destination

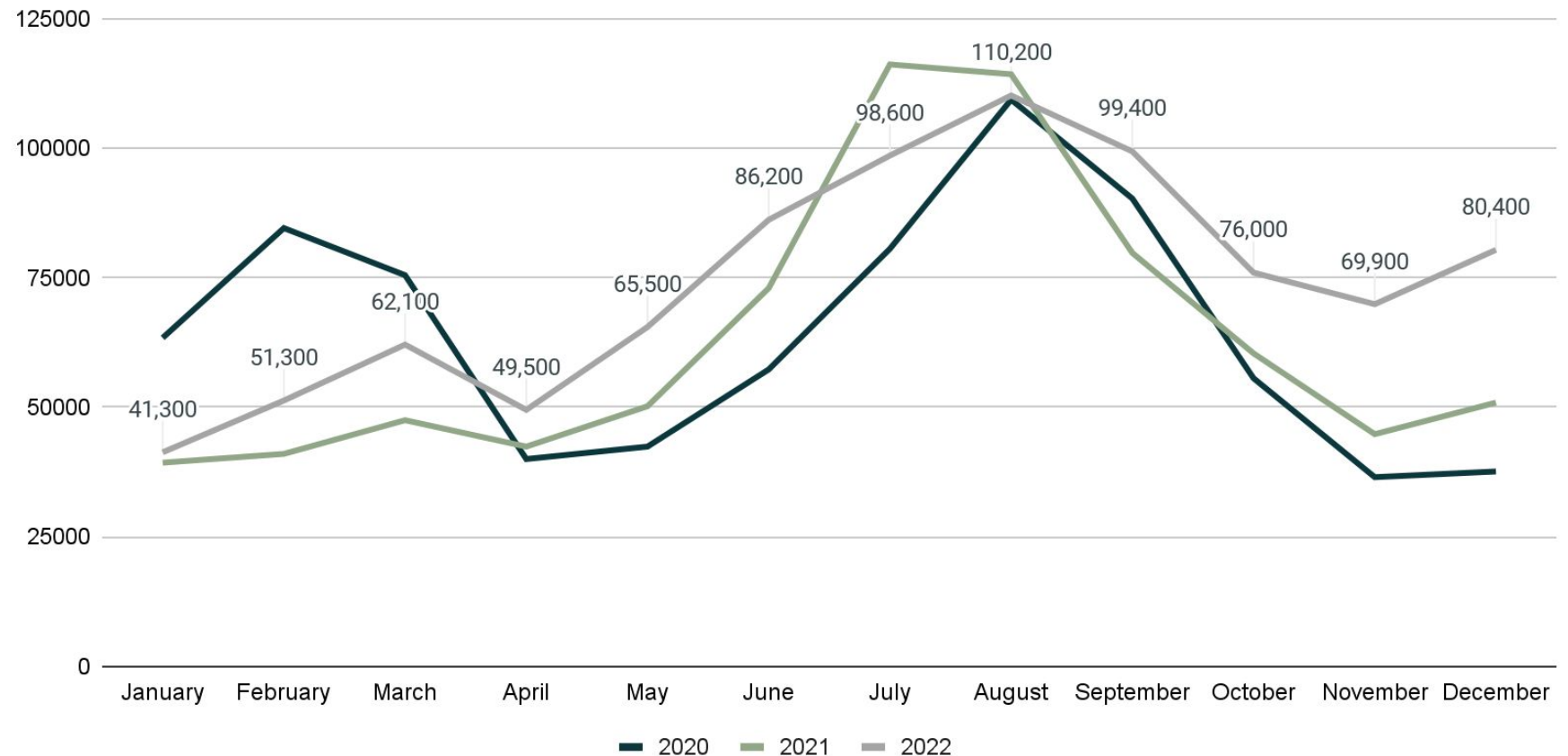


Canadian Visitation

Canadian Visitors Travelling to North East BC by Month



- February 2022 saw a **39%** decrease compared to 2020, a **25%** increase compared to 2021
- April 2022 saw a **24%** increase compared to 2020, a **17%** increase compared to 2021
- August 2022 saw a **1%** decrease compared to 2020, a **4%** decrease compared to 2021



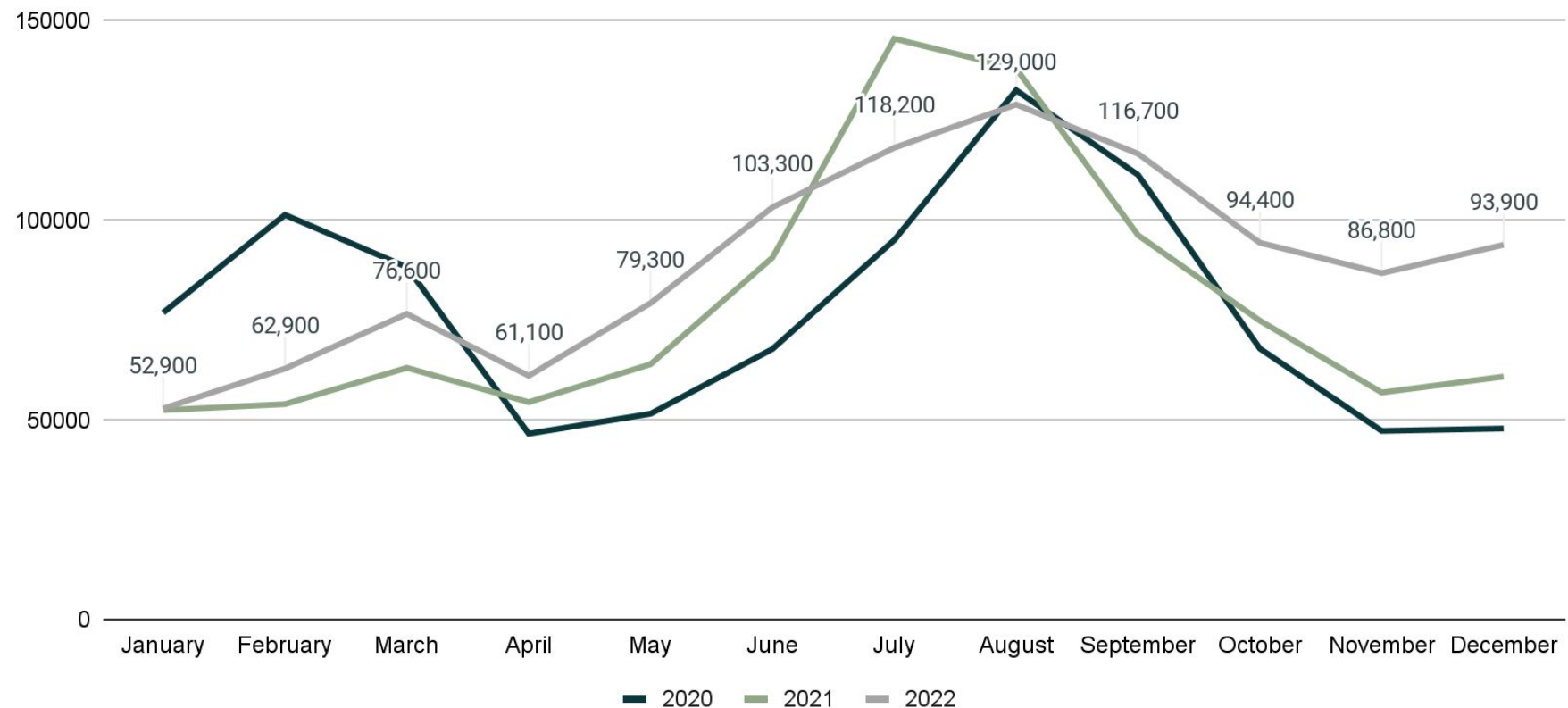
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Trips To North East BC By Month



- February 2022 saw a **38%** decrease compared to 2020, a **16%** increase compared to 2021
- April 2022 saw a **31%** increase compared to 2020, a **12%** increase compared to 2021
- August 2022 saw a **3%** decrease compared to 2020, a **7%** decrease compared to 2021



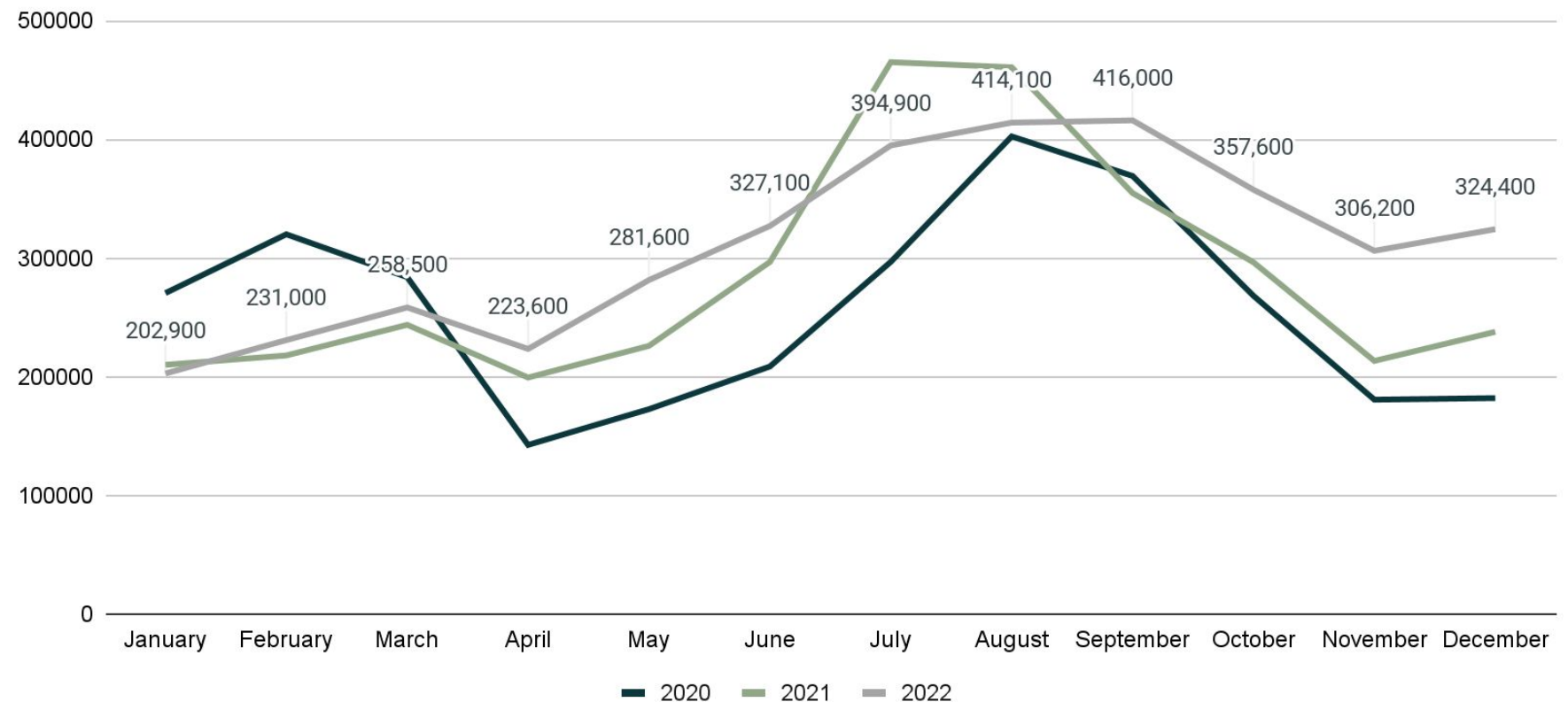
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Canadian Visitation

Canadian Overnight Stays On North East BC By Month



- February 2022 saw a **28%** decrease compared to 2020, a **6%** increase compared to 2021
- April 2022 saw a **57%** increase compared to 2020, a **12%** increase compared to 2021
- August 2022 saw a **3%** increase compared to 2020, a **10%** decrease compared to 2021



Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.



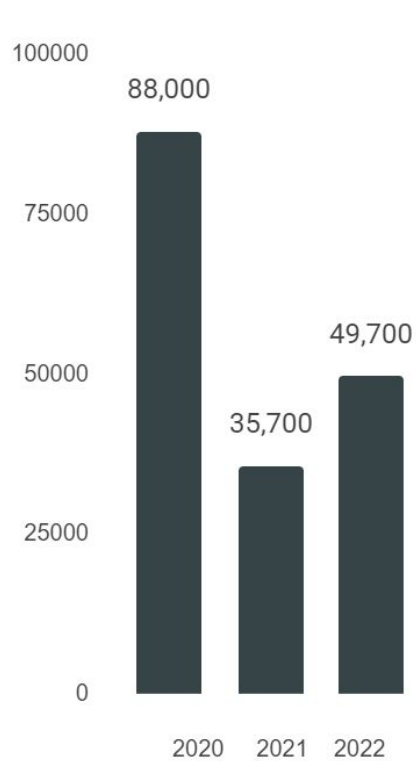
British Columbia Insights

North East BC Visitation

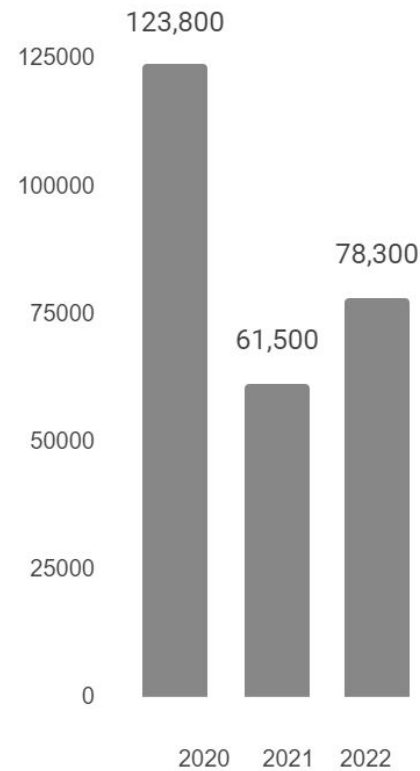
BC Residents Travelling to North East BC By Quarter



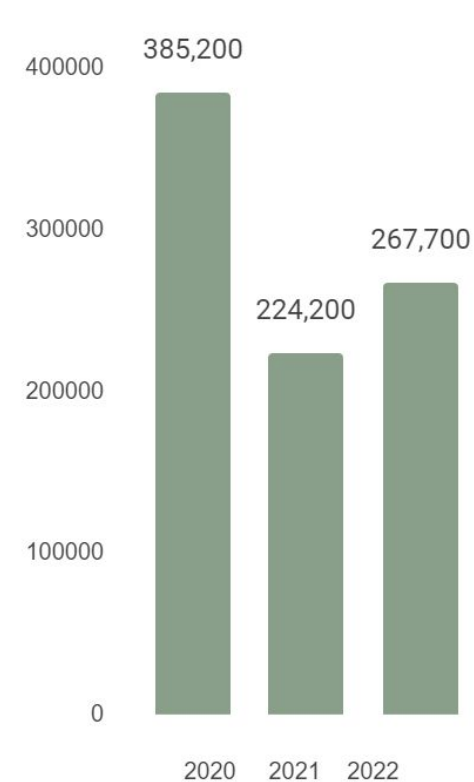
Number of Visitors to North East BC
from BC in Q1



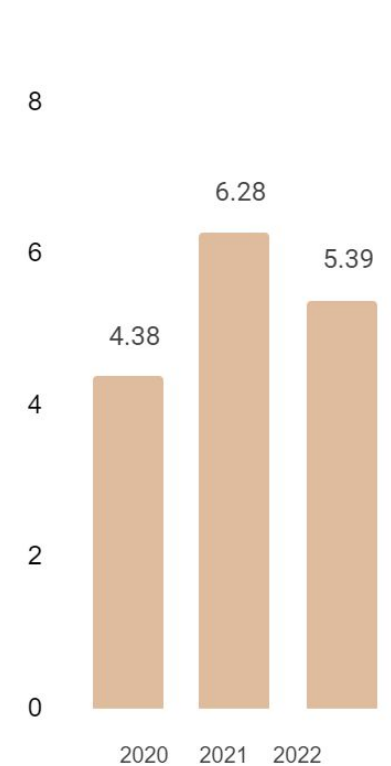
Number of Trips to North East BC
from BC in Q1



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



Length of Stay on North East BC
from BC in Q1



Q1 = January | February | March

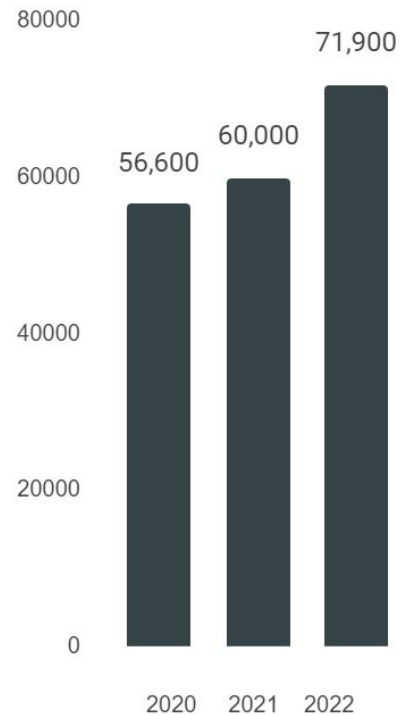
Note: All counts have been rounded to the nearest 100

North East BC Visitation

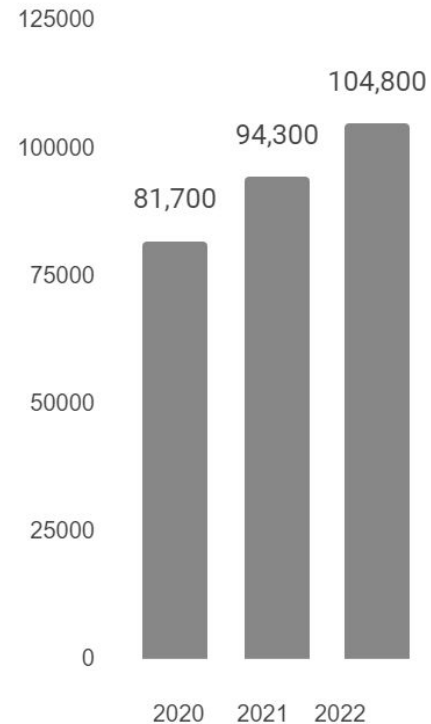
BC Residents Travelling to North East BC By Quarter



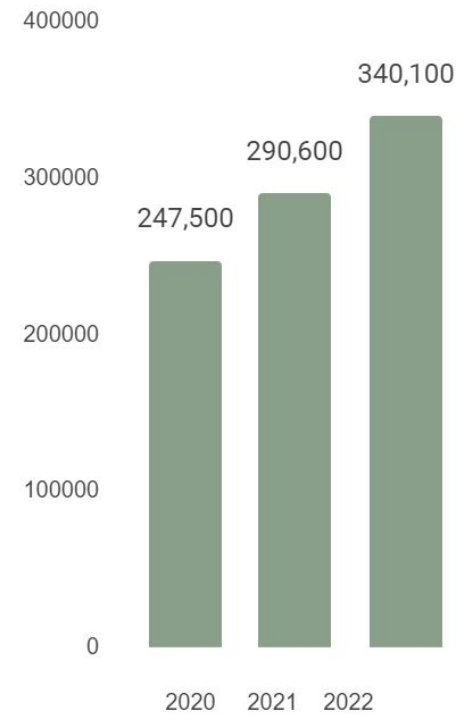
Number of Visitors to North East BC
from BC in Q2



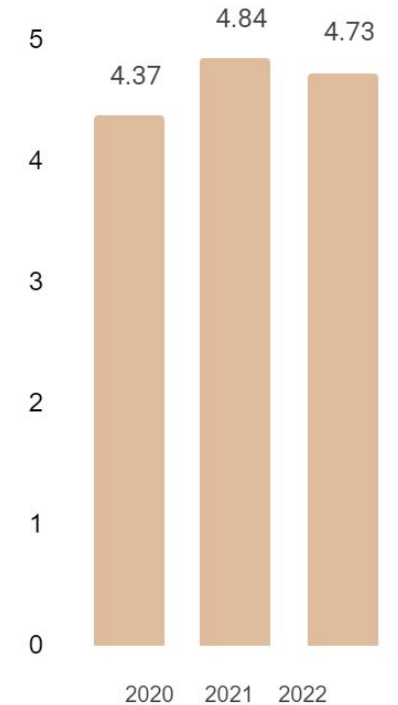
Number of Trips to North East BC
from BC in Q2



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



Length of Stay on North East BC
from BC in Q2



Q2 = April | May | June

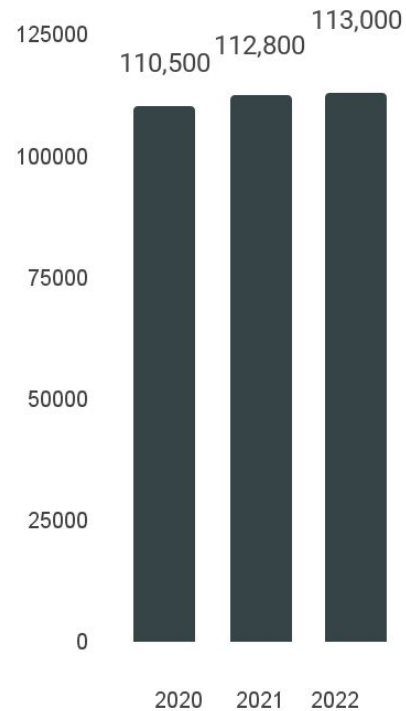
Note: All counts have been rounded to the nearest 100

North East BC Visitation

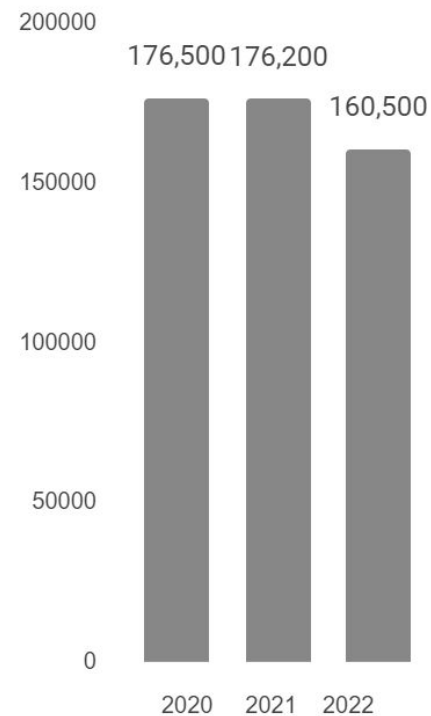
BC Residents Travelling to North East BC By Quarter



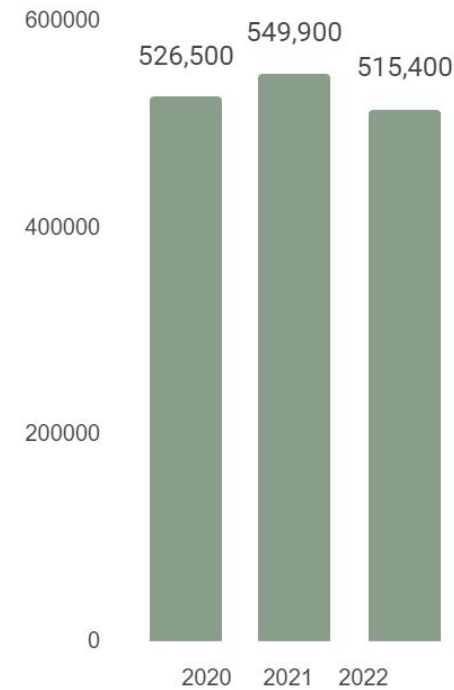
Number of Visitors to North East BC
from BC in Q3



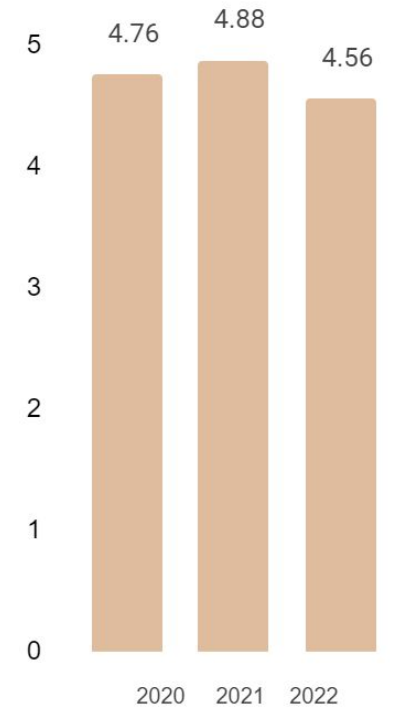
Number of Trips to North East BC
from BC in Q3



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



Length of Stay on North East BC
from BC in Q3



Q3 = July | August | September

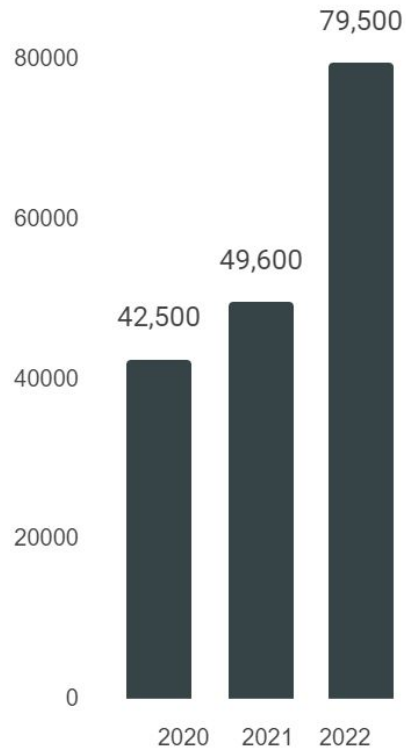
Note: All counts have been rounded to the nearest 100

North East BC Visitation

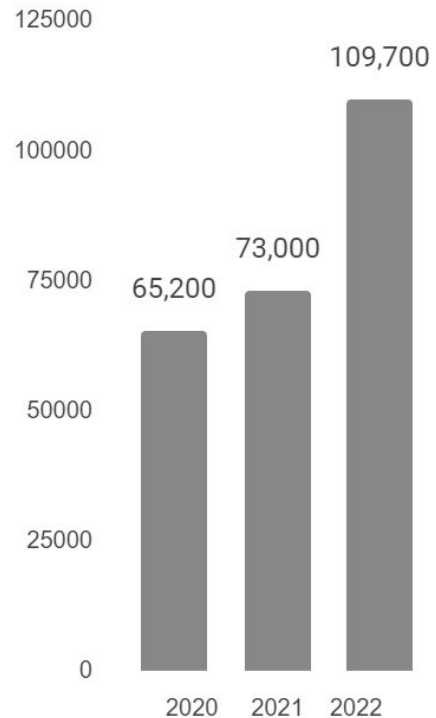
BC Residents Travelling to North East BC By Quarter



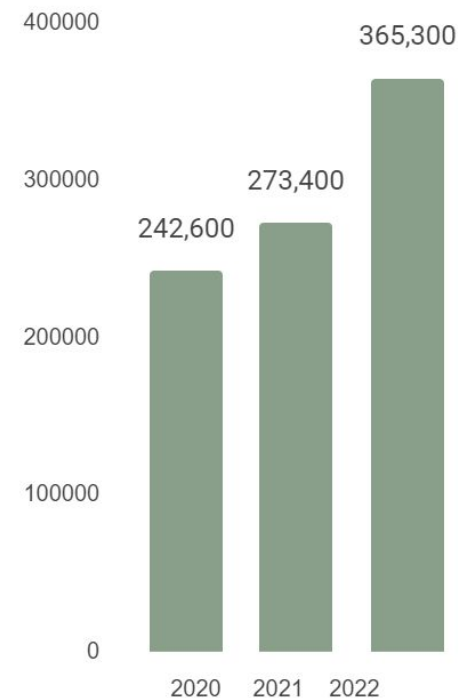
Number of Visitors to North East BC
from BC in Q4



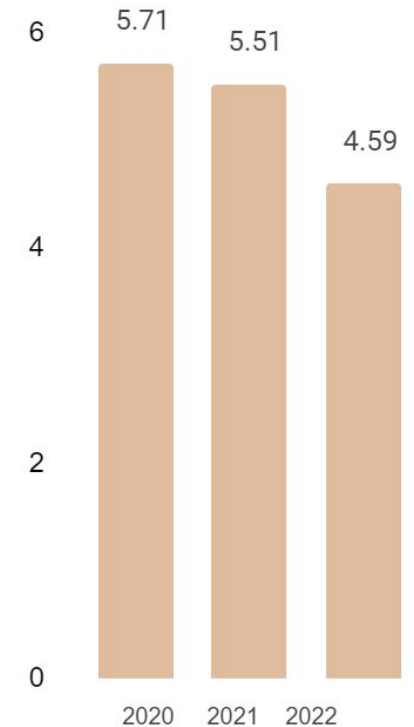
Number of Trips to North East BC
from BC in Q4



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



Length of Stay on North East BC
from BC in Q4



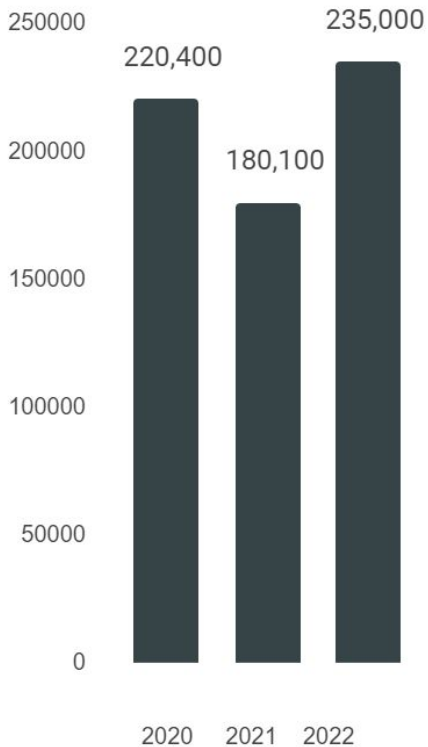
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

North East BC Visitation

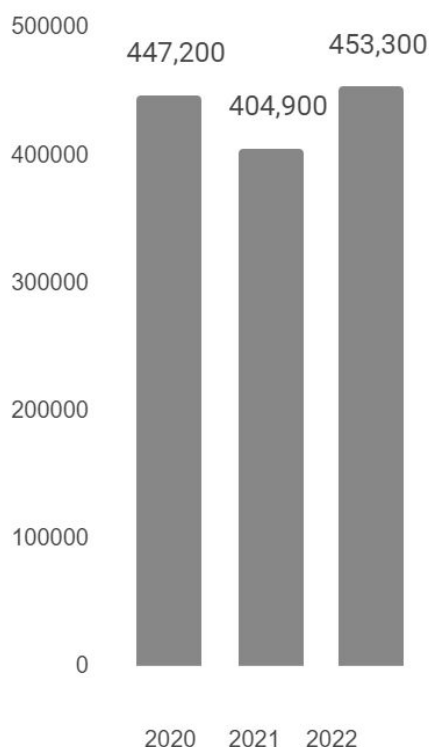
BC Residents Travelling to North East BC By Year



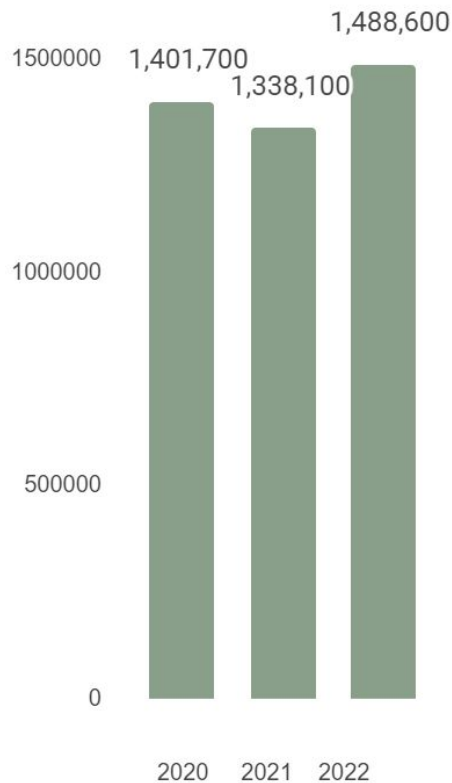
Number of Visitors to North East BC from BC



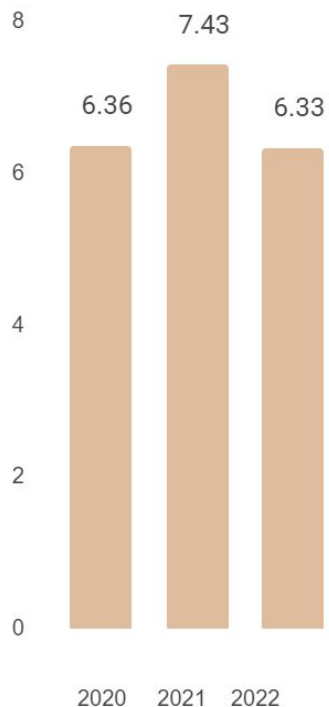
Number of Trips to North East BC from BC



Number of Nights Stayed on North East BC from BC



Length of Stay on North East BC from BC



Note: All counts have been rounded to the nearest 100

BC Visitors To North East BC By Quarter – Q1

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Vancouver	8,000
Prince George	7,000
Surrey	6,500
Fort St. John	6,400
Dawson Creek	3,700
Burnaby	2,800
Abbotsford	2,600
Richmond	2,400
Kelowna	1,900
Langley	1,900

City	2021 Visitor Count
Fort St. John	4,800
Prince George	4,600
Dawson Creek	2,800
Surrey	1,200
Abbotsford	1,000
Vancouver	900
Kamloops	900
Northern Rockies	900
Chetwynd	700
Peace River B	700

City	2022 Visitor Count
Prince George	6,200
Fort St. John	5,200
Dawson Creek	3,200
Vancouver	2,400
Surrey	2,400
Abbotsford	1,100
Kamloops	1,100
Northern Rockies	1,000
Kelowna	1,000
Burnaby	900

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC Visitors To North East BC By Quarter – Q2

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Prince George	8,600
Fort St. John	6,800
Dawson Creek	3,800
Surrey	2,400
Vancouver	2,200
Abbotsford	1,600
Kamloops	1,100
Kelowna	1,000
Northern Rockies	1,000
Peace River B	900

City	2021 Visitor Count
Prince George	10,000
Fort St. John	8,400
Dawson Creek	4,900
Surrey	1,500
Vancouver	1,400
Abbotsford	1,400
Northern Rockies	1,400
Peace River B	1,200
Chetwynd	1,200
Kamloops	1,200

City	2022 Visitor Count
Prince George	9,600
Fort St. John	6,800
Dawson Creek	4,100
Vancouver	3,400
Surrey	3,200
Abbotsford	1,700
Kamloops	1,600
Kelowna	1,500
Northern Rockies	1,300
Burnaby	1,200

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC Visitors To North East BC By Quarter – Q3

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Prince George	17,700
Fort St. John	12,700
Dawson Creek	7,300
Vancouver	3,600
Surrey	3,500
Kamloops	2,400
Abbotsford	2,200
Kelowna	1,900
Peace River B	1,900
Northern Rockies	1,800

City	2021 Visitor Count
Prince George	17,700
Fort St. John	12,700
Dawson Creek	7,300
Vancouver	3,600
Surrey	3,500
Kamloops	2,400
Abbotsford	2,200
Kelowna	1,900
Northern Rockies	1,900
Peace River B	1,800

City	2022 Visitor Count
Prince George	18,200
Fort St. John	12,400
Dawson Creek	7,200
Vancouver	3,800
Surrey	3,400
Kamloops	2,900
Abbotsford	2,300
Kelowna	2,100
Burnaby	2,100
Northern Rockies	1,800

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

BC Visitors To North East BC By Quarter – Q4

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Vancouver	5,500
Surrey	4,800
Nanaimo	2,700
Saanich	1,400
Victoria	1,400
Burnaby	1,200
Richmond	1,000
Coquitlam	900
Langley	800
Campbell River	700

City	2021 Visitor Count
Vancouver	6,900
Surrey	4,900
Nanaimo	2,900
Burnaby	1,700
Richmond	1,500
Saanich	1,500
Coquitlam	1,200
Victoria	1,000
Langley	1,000
North Vancouver	800

City	2022 Visitor Count
Vancouver	4,900
Surrey	4,500
Burnaby	2,200
Nanaimo	1,900
Richmond	1,900
Saanich	1,900
Coquitlam	1,600
Langley	1,200
Victoria	1,200
Abbotsford	1,200

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

BC Visitors To North East BC By Quarter – Yearly

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Prince George	26,500
Fort St. John	17,500
Vancouver	13,900
Surrey	12,300
Dawson Creek	10,100
Abbotsford	5,900
Kamloops	5,100
Burnaby	4,900
Kelowna	4,800
Richmond	4,200

City	2021 Visitor Count
Prince George	27,500
Fort St. John	17,600
Dawson Creek	10,300
Vancouver	6,400
Surrey	6,200
Kamloops	4,900
Abbotsford	4,100
Kelowna	3,700
Northern Rockies	2,900
Peace River B	2,500

City	2022 Visitor Count
Vancouver	268,700
Surrey	194,800
Burnaby	90,000
Richmond	77,800
Saanich	72,000
Nanaimo	64,700
Coquitlam	59,900
Langley	53,900
Victoria	53,600
Abbotsford	46,500

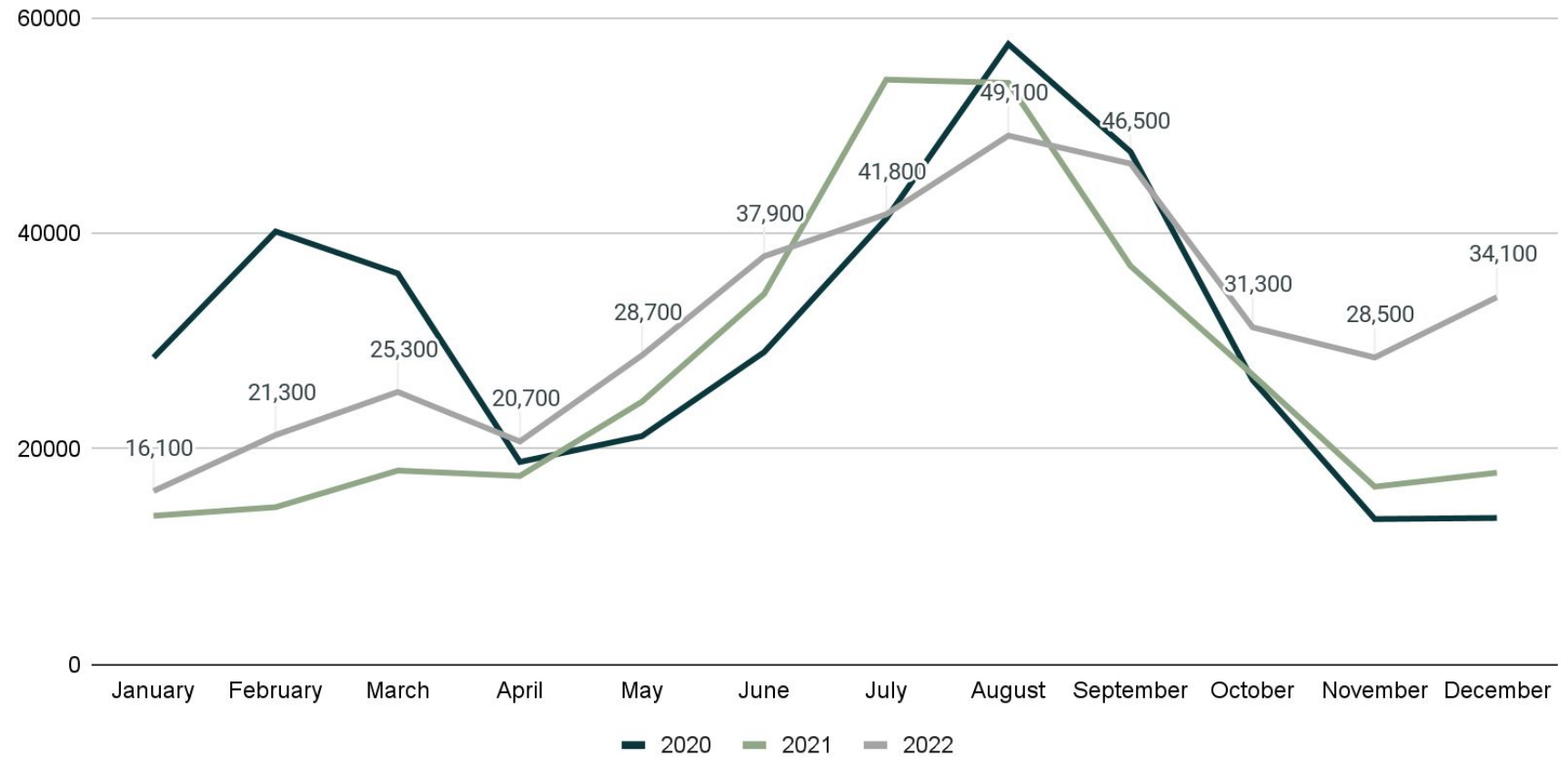
Note: All counts have been rounded to the nearest 100

British Columbia Visitation

BC Visitors Travelling To North East BC By Month



- February 2022 saw a **47%** decrease compared to 2020, a **46%** increase compared to 2021
- April 2022 saw a **10%** increase compared to 2020, a **18%** increase compared to 2021
- August 2022 saw a **15%** decrease compared to 2020, a **9%** decrease compared to 2021



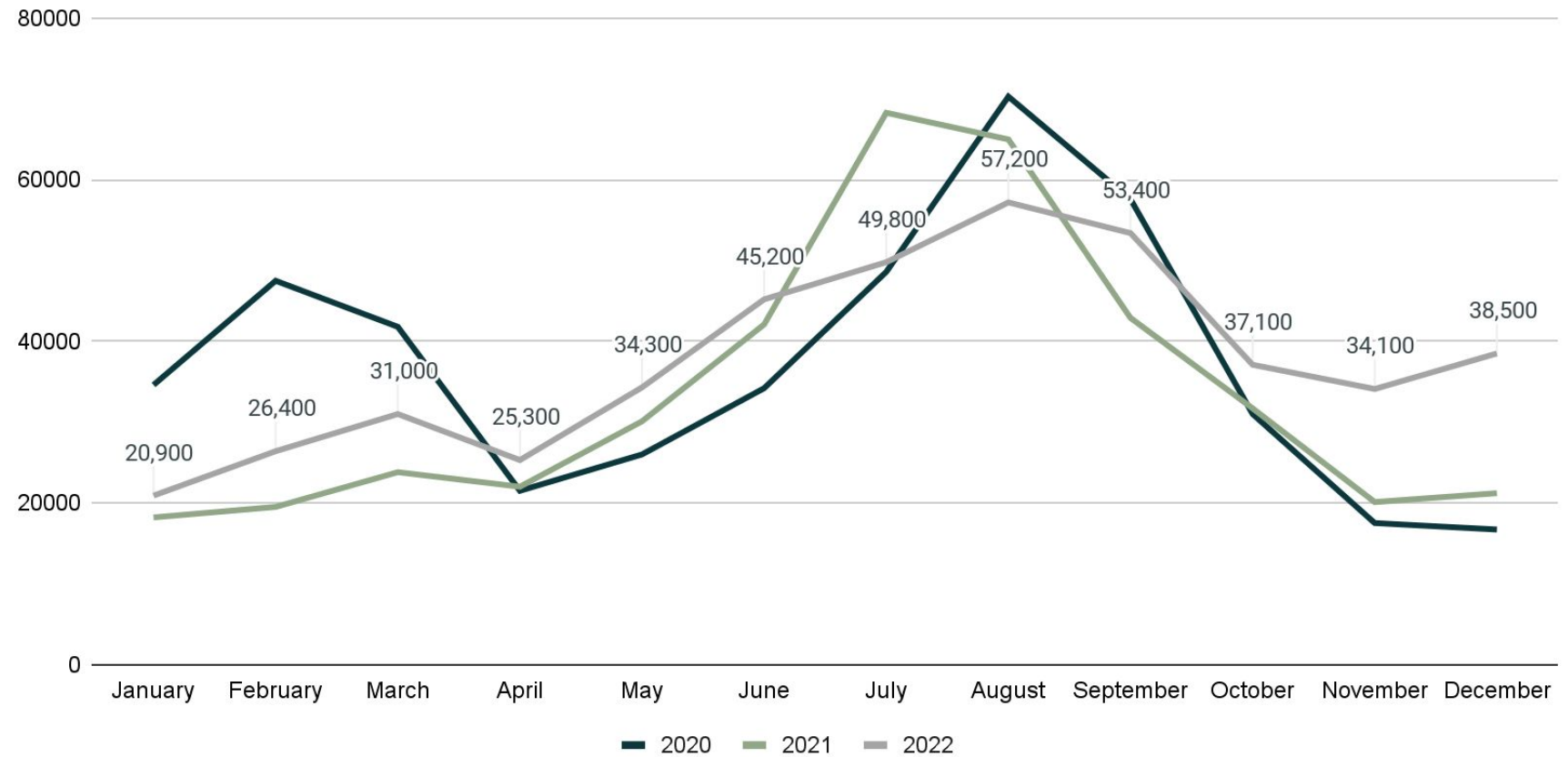
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

British Columbia Visitation

BC Trips To North East BC By Month



- February 2022 saw a **44%** decrease compared to 2020, a **36%** increase compared to 2021
- April 2022 saw a **18%** increase compared to 2020, a **15%** increase compared to 2021
- August 2022 saw a **19%** decrease compared to 2020, a **12%** decrease compared to 2021



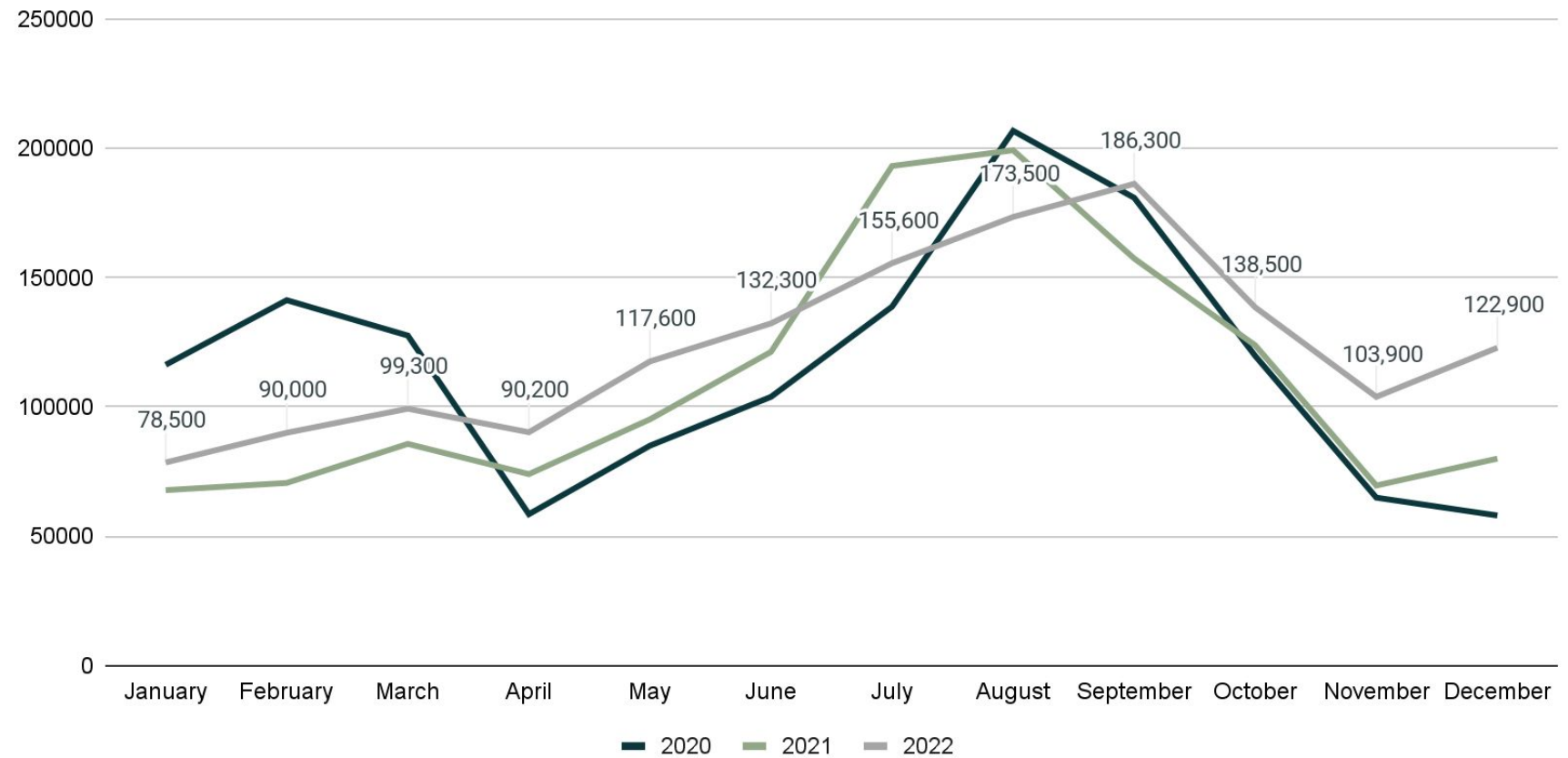
Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

British Columbia Visitation

BC Overnight Stays On North East BC By Month



- February 2022 saw a **36%** decrease compared to 2020, a **27%** increase compared to 2021
- April 2022 saw a **54%** increase compared to 2020, a **24%** increase compared to 2021
- August 2022 saw a **16%** decrease compared to 2020, a **13%** decrease compared to 2021



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

Q1 2020, 2021 & 2022 BC Visitors by PRIZM & EQ Type

North East BC

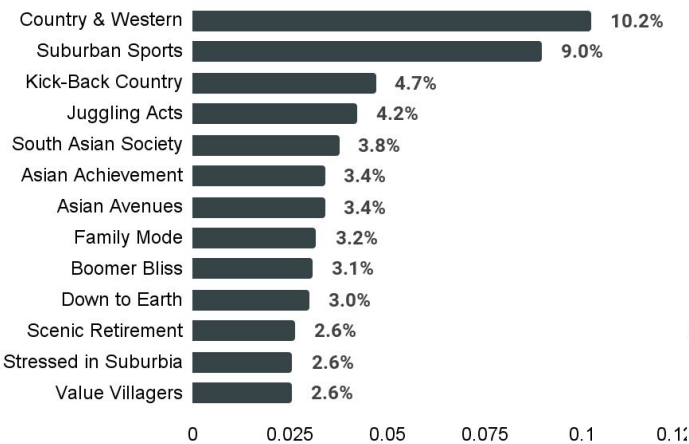
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

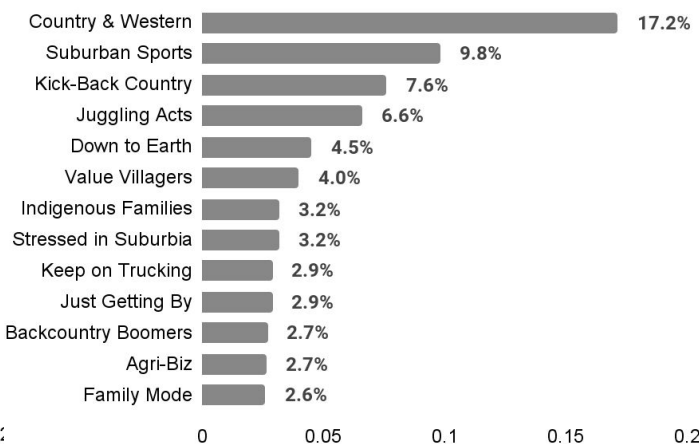
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Kick-Back Country were the top visitors from BC in Q1 across the three years.

Rejuvenators, Gentle Explorers, and Free Spirits were the top visiting EQ Types in Q1 across all three years.

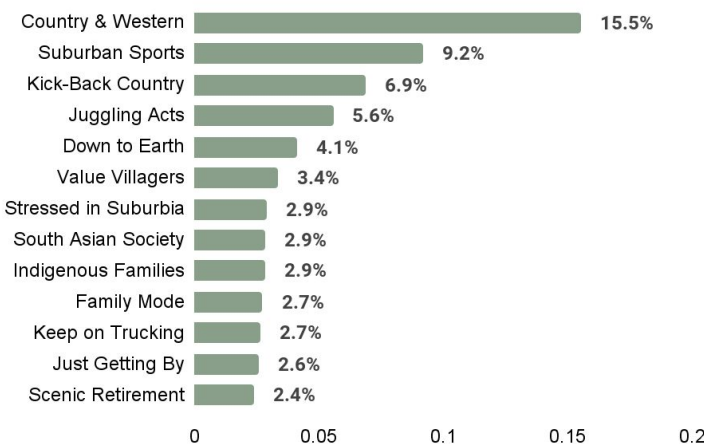
2020 BC Visitors by PRIZM Segment



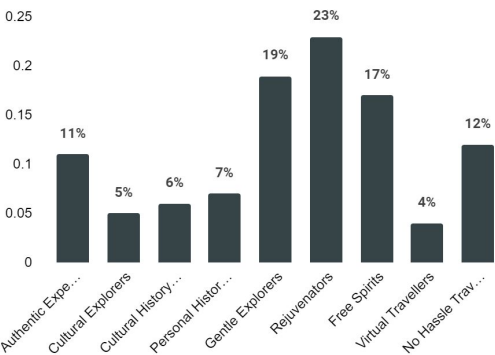
2021 BC Visitors by PRIZM Segment



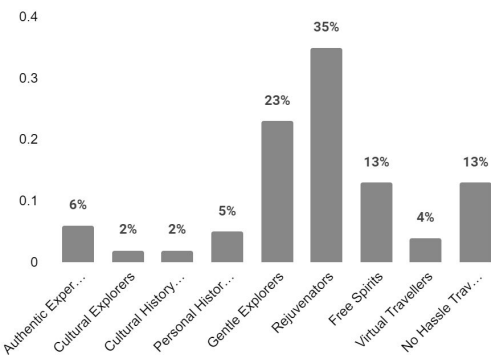
2022 BC Visitors by PRIZM Segment



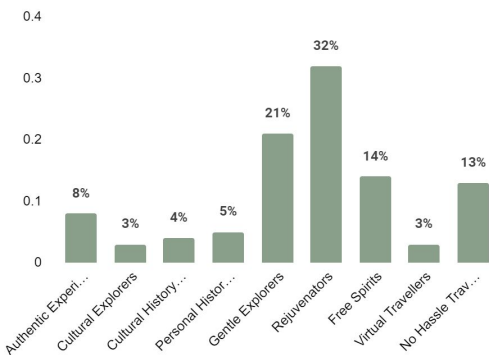
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



Q2 2020, 2021 & 2022 BC Visitors by PRIZM & EQ Type

North East BC

Q2 = April | May | June

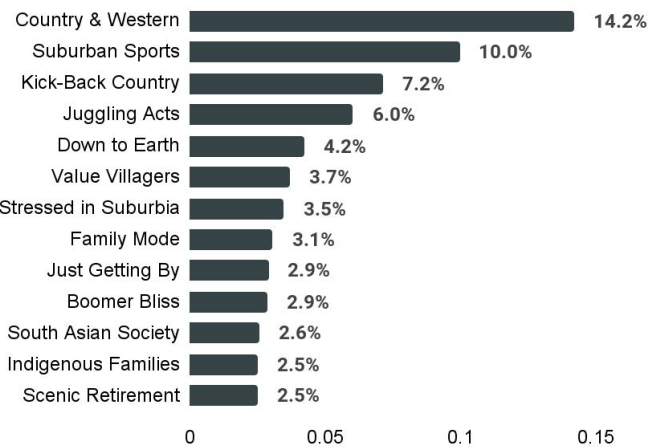
Note: All counts have been rounded to the nearest 100

Overview

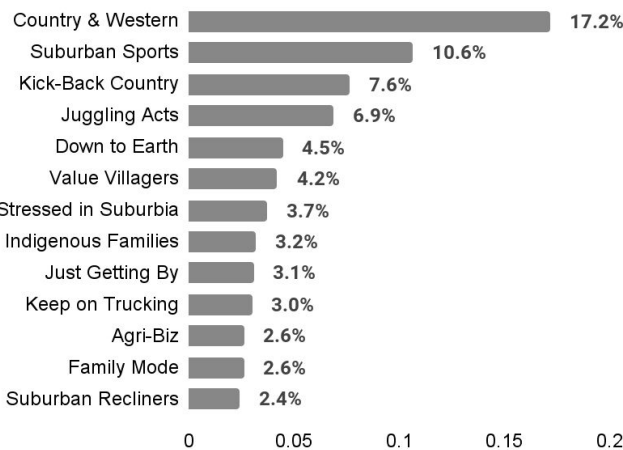
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Country & Western and Kick-Back Country were the top visitors from BC in Q2 across the three years.

Rejuvenators, Gentle Explorers, and Free Spirits, were the top visiting EQ Types in Q2 across all three years.

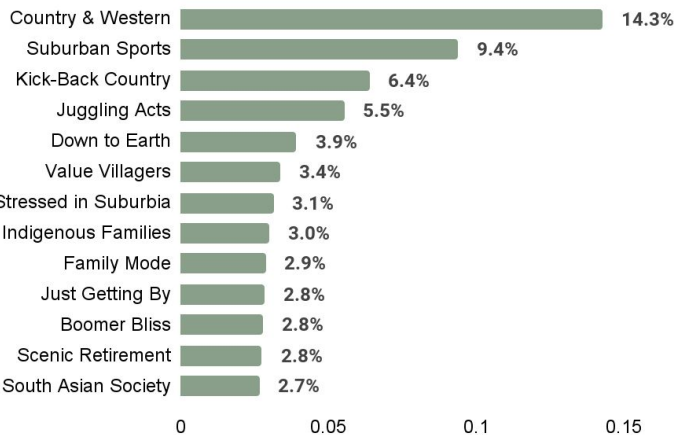
2020 BC Visitors by PRIZM Segment



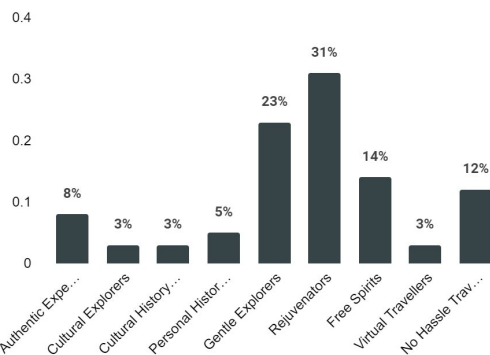
2021 BC Visitors by PRIZM Segment



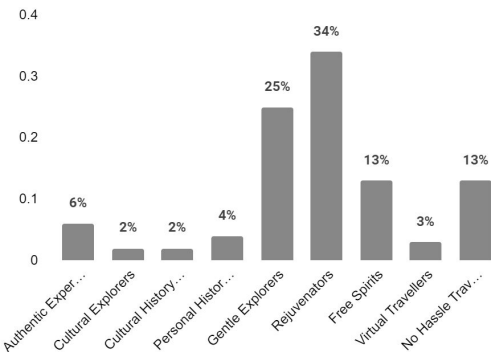
2022 BC Visitors by PRIZM Segment



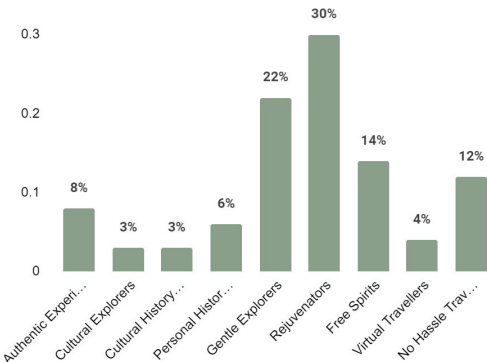
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



Q3 2020, 2021 & 2022 BC Visitors by PRIZM & EQ Type

North East BC

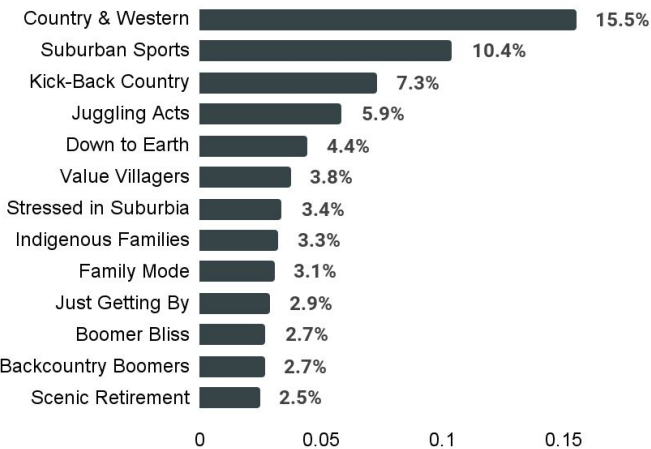
Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

Overview

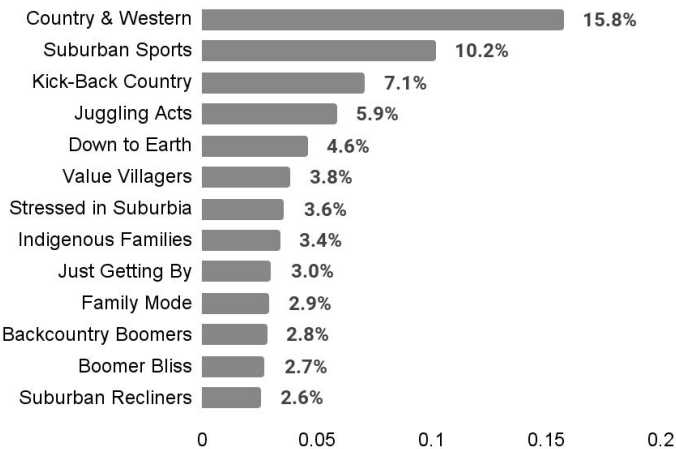
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, and Kick-Back Country were the top visitors from BC in Q3 across the three years.

Rejuvenators, Gentle Explorers, and Free Spirits, were the top visiting EQ Types in Q3 across all three years.

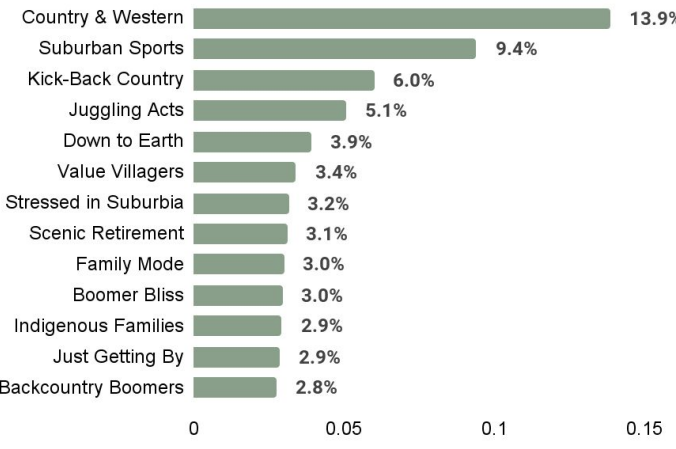
2020 BC Visitors by PRIZM Segment



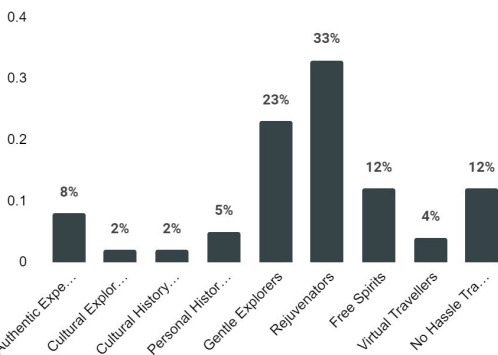
2021 BC Visitors by PRIZM Segment



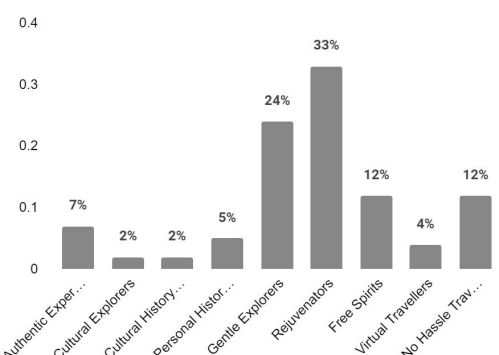
2022 BC Visitors by PRIZM Segment



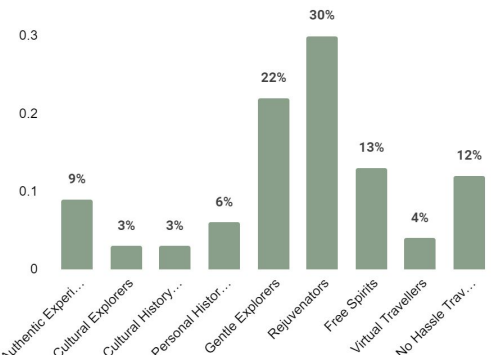
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



Q4 2020, 2021 & 2022 BC Visitors by PRIZM & EQ Type

North East BC

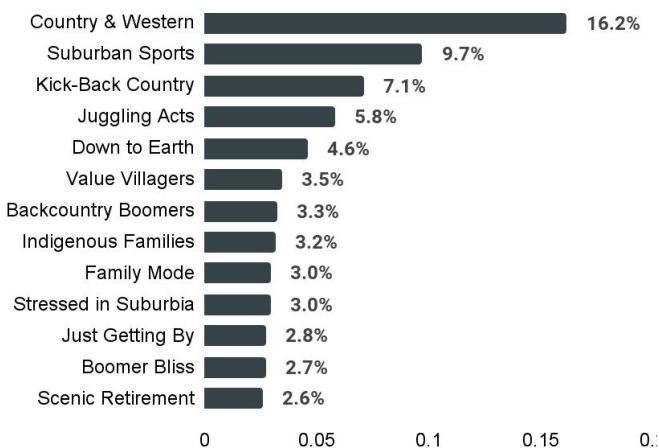
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Overview

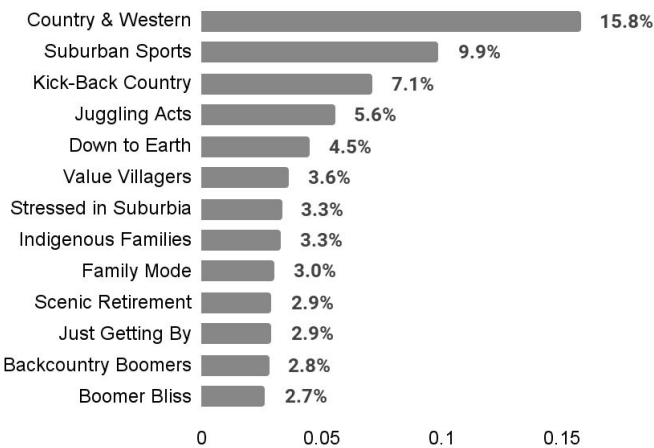
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Country & Western and Kick-Back Country were the top visitors from BC in Q4 across the three years.

Rejuvenators, Gentle Explorers, and Free Spirits were the top visiting EQ Types in Q4 across all three years.

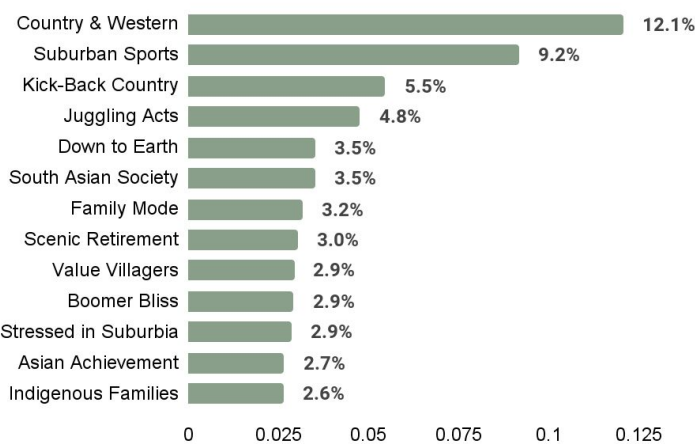
2020 BC Visitors by PRIZM Segment



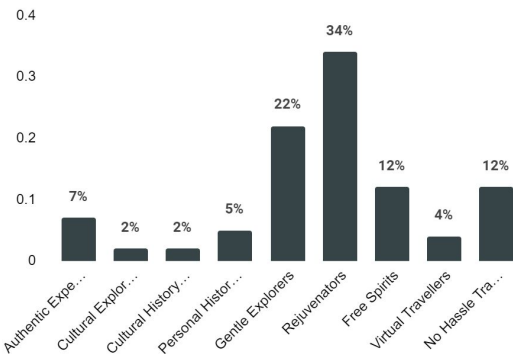
2021 BC Visitors by PRIZM Segment



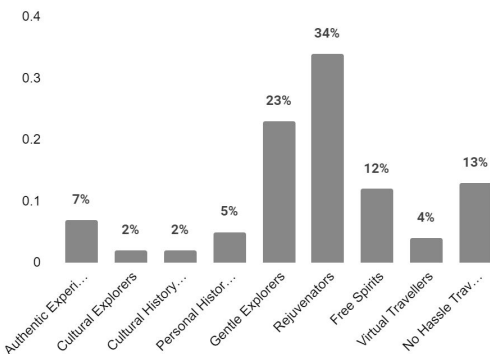
2022 BC Visitors by PRIZM Segment



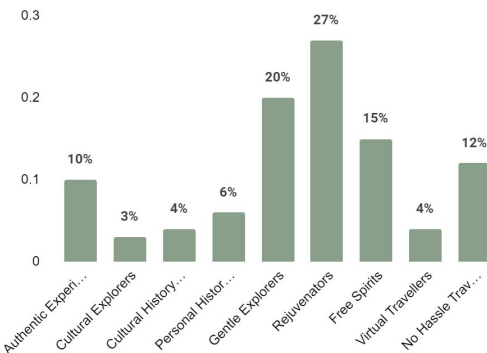
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



Yearly 2020, 2021 & 2022 BC Visitors by PRIZM & EQ Type

North East BC

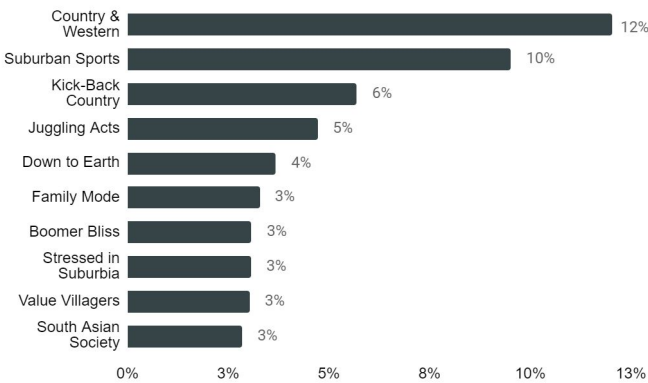
Note: All counts have been rounded to the nearest 100

Overview

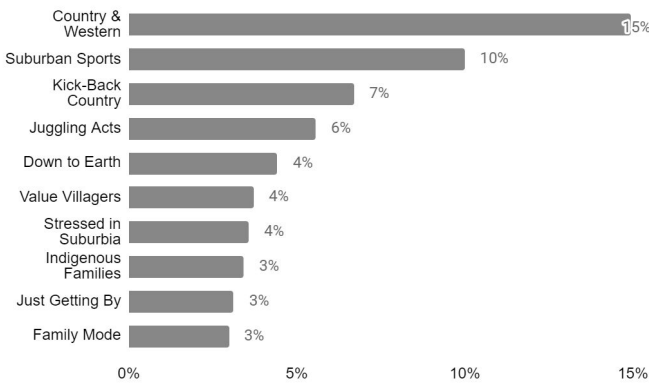
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Sports, Country & Western and Kick-Back Country were the top visitors from BC in across the three years.

Authentic Experiencers, Cultural Explorers and Cultural History Buffs were the top visiting EQ Types in across all three years.

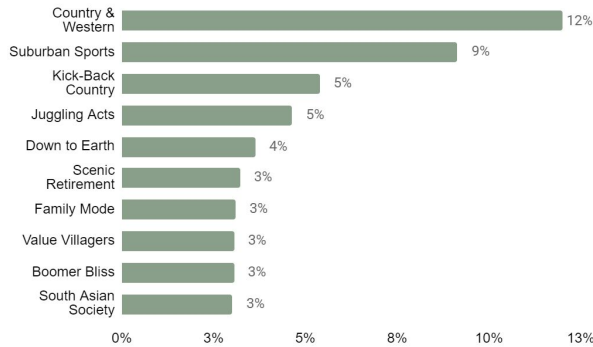
2020 BC Visitors by PRIZM Segment



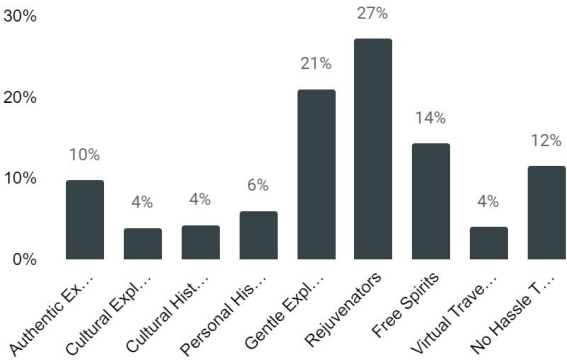
2021 BC Visitors by PRIZM Segment



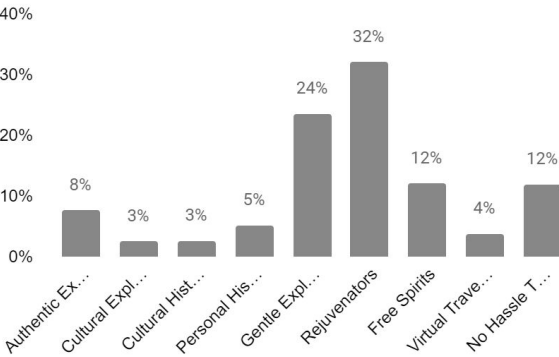
2022 BC Visitors by PRIZM Segment



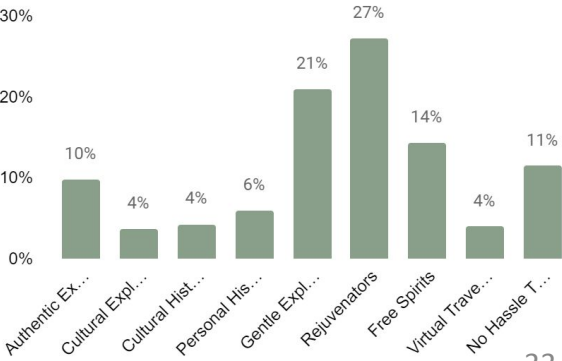
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type





BC Top PRIZM Segment Summaries

2022 BC PRIZM Segment Summary

Country & Western

General Canadian Summary
<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 • EQ Type: Rejuvenator

Top BC Geographic Markets	
Census Subdivision	Percentage of group
Revelstoke	2.9%
Prince Rupert	1.8%
Port Hardy	1.7%
Golden	1.7%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 87,422 households, or 4.3% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	51.8% of couples do not have children living at home (Above Average)
Household Income	Below Average Household Income of \$100,396 compared to BC at \$118,490
Top Social Values	Attraction to Nature, Need for Escape, Traditional Family
Top Tourism Activities	Home shows, Film festivals, Beer, food & wine festivals.
Travel	Above Average interest for travelling within Canada (Above Average for Victoria, Whistler, Vancouver, Toronto, Other Alberta, Banff, Montreal, Manitoba), they spent an average of \$1,721 (Average) on their last vacation
Social Media	83.7% currently use Facebook (Average), 29.3% use Instagram (Below Average), 20.8% use Twitter (Below Average) and 66.9% use YouTube (Average)



2022 BC PRIZM Segment Summary

Down to Earth

General Canadian Summary
<ul style="list-style-type: none"> Older, middle-income, rural couples and families Mixed Education Blue-collar and Service Sector Positions in agriculture, construction and the trades Enjoy outdoorsy activities such as hunting, fishing and gardening as well as crafting and home improvement EQ Type: Rejuvenator

Top BC Geographic Markets	
Census Subdivision	Percentage of group
Columbia-Shuswap C	5.2%
Cowichan Valley B	3.8%
Comox Valley C	3.7%
Nanaimo F	3.0%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 20th, making up 39,023 households, or 1.9% of the total Households in British Columbia (2,030,007)
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	54% of couples do not have children living at home (Above Average)
Top Social Values	Attraction to Nature, Emotional Control, Brand Apathy
Top Tourism Activities	Cycling, Hiking/Backpacking, Camping
Travel	Above Average interest for travelling within Canada (Above Average for Victoria, Vancouver, Whistler, Toronto, Other Alberta, Banff, Montreal, Quebec City), Down to Earth from British Columbia spent an average of \$1,809 (Average) on their last vacation
Social Media	81% currently use Facebook (Average), 30% use Instagram (Below Average), 19% use Twitter (Below Average) and 68% use YouTube (Average)



2022 BC PRIZM Segment Summary

Juggling Acts

General Canadian Summary
<ul style="list-style-type: none"> • Younger, lower-middle-income urban singles and families • Moderate Education (Grade 9/High School/College Degree) • Blue-collar and Service Sector Positions • Value dining and entertainment, family friendly activities and daytime/reality television • EQ Type: Free Spirit

Top Geographic Markets	
Census Subdivision	Percentage of group
Kelowna	15.0%
Nanaimo	7.9%
Fort St. John	7.0%
Kamloops	5.8%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 19th, making up 43,657 households, or 2.2% of the total Households in British Columbia (2,030,007)
Maintainer Age	The Median Household Maintainer Age is 47
Children at Home	41% of couples do not have children living at home (Average)
Household Income	Average Household Income of \$97,532 compared to BC at \$118,490
Top Social Values	Racial Fusion, Need For Escape, Ethical Consumerism
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping
Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Other Alberta, Calgary, Montreal), Juggling Acts from British Columbia spent an average of \$1,535 (Average) on their last vacation
Social Media	83% currently use Facebook (Average), 41% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average)



2022 BC PRIZM Segment Summary

Kick-Back Country

General Canadian Summary
<ul style="list-style-type: none"> • Middle-aged families and older couples with children ages 5-24 at home • Mixed Education (high school/college degree/University Degree) • Entry level positions in service sector (Mining, Construction, Trades and Transportation) • Value outdoor adventure/healthy lifestyle and purchasing from small businesses • EQ Type: Rejuvenator

Top BC Geographic Markets	
Census Subdivision	Percentage of group
Langley	9.9%
Abbotsford	4.4%
Prince George	4.0%
Chilliwack	3.9%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 21st, making up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	48% of couples do not have children living at home (Above Average)
Household Income	Average Household Income of \$144,254 compared to BC at \$118,490
Top Social Values	Attraction to Nature, Emotional Control, Need for Escape
Top Tourism Activities	Camping, Hiking/Backpacking, Cycling, Adventure sports, Fishing & hunting, Inline skating, Beer, food & wine festivals
Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Toronto, Calgary, Banff, Other Alberta, Montreal, Quebec City), they spent an average of \$1,737 (Average) on their last vacation
Social Media	81% currently use Facebook (Average), 35% use Instagram (Average), 21% use Twitter (Below Average) and 69% use YouTube (Average)



2022 BC PRIZM Segment Summary

Suburban Sports

General Canadian Summary
<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 • EQ Type: Gentle Explorer

Top BC Geographic Markets	
Census Subdivision	Percentage of group
Abbotsford	8.4%
Langley	6.7%
Surrey	6.6%
Maple Ridge	6.5%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 122,725 households, or 6% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	47% of couples have children living at home (Above Average)
Household Income	Above Average Household Income of \$132,401 compared to BC at \$118,490
Top Social Values	Need for Escape, Racial Fusion, Emotional Control
Top Tourism Activities	Cycling, Swimming, Camping, Beer, food & wine festivals, Fishing & hunting, Curling, Adventure sports, Snowboarding
Travel	Average interest for travelling within Canada (Above Average for Vancouver, Toronto, Calgary, Banff, Montreal, Ottawa), Suburban Sports from British Columbia spent an average of \$1,636 (Average) on their last vacation
Social Media	81% currently use Facebook (Average), 39% use Instagram (Average), 24% use Twitter (Average) and 71% use YouTube (Average)



2022 BC PRIZM Segment Summary

South Asian Society

General Canadian Summary
<ul style="list-style-type: none"> • Middle- aged, middle income South Asian Families with children of mixed ages • Grade 9/High School Education • Positions in Manufacturing, Trades and Services • Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising • EQ Type: Free Spirit

Top BC Geographic Markets	
Census Subdivision	Percentage of group
Surrey	17.7%
Abbotsford	13.0%
Delta	9.0%
Vancouver	3.6%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, South Asian Society rank 10th, making up 69,361 households, or 3.4% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 49
Children at Home	65% of couples have children living at home (Above Average)
Household Income	Average Household Income of \$116,239 compared to BC at \$118,490
Top Social Values	Multiculturalism, Traditional Family, Culture Sampling
Top Tourism Activities	Swimming, Hiking/Backpacking, Canoeing, Bars & restaurant bars, Marathon or similar event, Garden shows, Bars & restaurant bars
Travel	Average interest for travelling within Canada (Above Average for Victoria, Vancouver, Calgary, Other Ontario), South Asian Society from British Columbia spent an average of \$1,505 (Below Average) on their last vacation
Social Media	78% currently use Facebook (Average), 46% use Instagram (Above Average), 30% use Twitter (Above Average) and 75% use YouTube (Average)



An aerial photograph of a golf course nestled in a valley. The foreground and middle ground are filled with lush green grass, scattered evergreen trees, and winding paths. In the background, a dense forest of deciduous trees in shades of yellow and orange stretches across the valley. Beyond the forest, a range of rugged, dark mountains with some snow patches rises against a sky with soft, white clouds. The lighting suggests late afternoon or early morning, with long shadows and a warm glow.

BC Top EQ Segment Summaries

2022 BC EQ Segment Summary

Authentic Experiencers

General Canadian Summary	
<ul style="list-style-type: none"> 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 Travel is an important part of their lives, so they are likely to go often and for a while Drawn to nature and are likely to seek it out far and wide 	
Top Geographic Markets	
Census Subdivision	Percentage of group
Surrey	8.9%
North Vancouver	8.7%
Saanich	7.1%
Kelowna	5.1%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 4th, making up 291,751 households, or 14.4% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 59,
Children at Home	46% of couples do not have children living at home (Average).
Household Income	Above Average Household Income of \$166,344 compared to BC at \$118,490
Top Social Values	Culture Sampling, Legacy, Effort Toward Health
Top Tourism Activities	Hiking & backpacking, Camping, Camping.
Travel	Average interest for travelling within Canada (Above Average for Manitoba), Authentic Experiencers from British Columbia spent an average of \$1,768n(Average) on their last vacation
Social Media	76% currently use Facebook (Average), 36% use Instagram (Average), 24% use Twitter (Average) and 71% use YouTube (Average)



2022 BC EQ Segment Summary

Free Spirits

General Canadian Summary	
<ul style="list-style-type: none">Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areasFree 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 othersTend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullestThey seek some structure when they travel so they can indulge in worry-free hedonistic activitiesEnjoy the best they can afford in terms of accommodations and restaurants	
Top Geographic Markets	
Census Subdivision	Percentage of group
Surrey	27.5%
Richmond	14.8%
Burnaby	11.2%
Vancouver	9.0%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 320,690 households, or 15.8% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	56% of couples do not have children living at home (Average).
Household Income	Average Household Income of \$126,494 compared to BC at \$118,490
Top Social Values	Traditional Family, Global Consciousness, Multiculturalism
Top Tourism Activities	Hiking & backpacking, Swimming, Camping.
Travel	Below Average interest for travelling within Canada, Free Spirits from British Columbia spent an average of \$1,623 (Average) on their last vacation
Social Media	76% currently use Facebook (Average), 42% use Instagram (Average), 29% use Twitter (Above Average) and 74% use YouTube (Average)



2022 BC EQ Segment Summary

Gentle Explorers

General Canadian Summary
<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

Top Geographic Markets	
Census Subdivision	Percentage of group
Abbotsford	6.2%
Kelowna	5.9%
Prince George	5.8%
Nanaimo	5.8%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 314,399 households, or 15.5% of the total Households in British Columbia (2,030,007).
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 \$102,911 compared to BC at \$118,490
Top Social Values	Racial Fusion, Need for Escape, Emotional Control
Top Tourism Activities	Swimming, Camping, Cycling.
Travel	Above Average interest for travelling within Canada. (Above Average for; Vancouver, Toronto, Banff, Other Alberta, Montreal, Ottawa) Gentle Explorers from British Columbia spent an average of \$1,623 (Average) on their last vacation.
Social Media	82% currently use Facebook (Average), 38% use Instagram (Average), 23% use Twitter (Below Average) and 70% use YouTube (Average).



2022 BC EQ Segment Summary

Rejuvenators

General Canadian Summary
<ul style="list-style-type: none"> 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

Top Geographic Markets	
Census Subdivision	Percentage of group
Nanaimo	2.5%
Chilliwack	2.2%
Vernon	2.1%
North Cowichan	2.0%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 3rd, making up 297,620 households, or 14.7% of the total Households in British Columbia (2,030,007).
Maintainer Age	Median Household Maintainer Age is 60
Children at Home	54% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$109,643 compared to BC at \$118,490.
Top Social Values	Attraction to Nature, Emotional Control, Brand Apathy.
Top Tourism Activities	Hiking & backpacking, Camping, Cycling.
Travel	Above Average interest for travelling within Canada, (Above Average for Victoria, Vancouver, Toronto, Other Alberta, Banff, Montreal, Quebec City). Rejuvenators from British Columbia spent an average of \$1,762 (Average) on their last vacation.
Social Media	81% currently use Facebook (Average), 31% use Instagram (Below Average), 21% use Twitter (Below Average) and 68% use YouTube (Average).



2022 BC EQ Segment Summary

No Hassle Travellers

General Canadian Summary	
<ul style="list-style-type: none">• 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	
Top Geographic Markets	
Census Subdivision	Percentage of group
Surrey	7.7%
Kamloops	5.6%
Maple Ridge	5.3%
Kelowna	4.8%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, No Hassle Traveller rank 8th, making up 119,355 households, or 5.9% of the total Households in British Columbia (2,030,007).
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 \$127,156 compared to BC at \$118,490.
Top Social Values	Emotional Control, Need for Escape, Legacy.
Top Tourism Activities	Hiking & backpacking, Camping, Swimming.
Travel	Above Average interest for travelling within Canada (Above Average for; Vancouver, Toronto, Other Alberta, Banff, Montreal, Ottawa). No Hassle Travellers from British Columbia spent an average of \$1,656 (Average) on their last vacation.
Social Media	82% currently use Facebook (Average), 37% use Instagram (Average), 23% use Twitter (Below Average) and 70% use YouTube (Average).





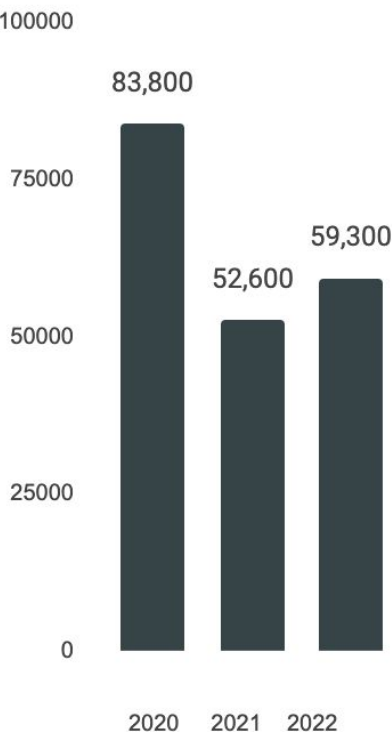
Alberta Insights

North East BC Visitation

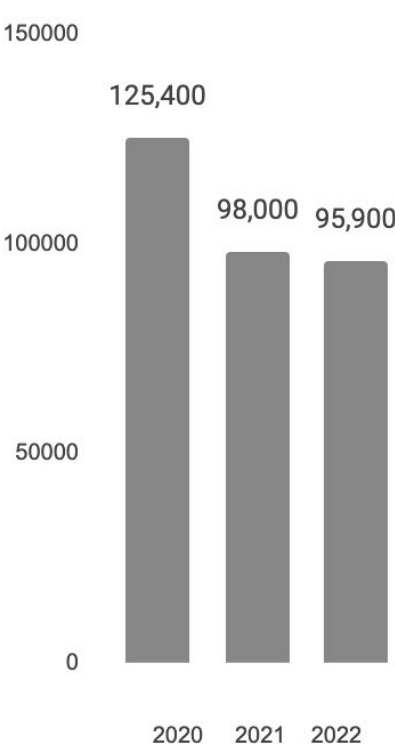
Alberta Residents Travelling To North East BC By Quarter



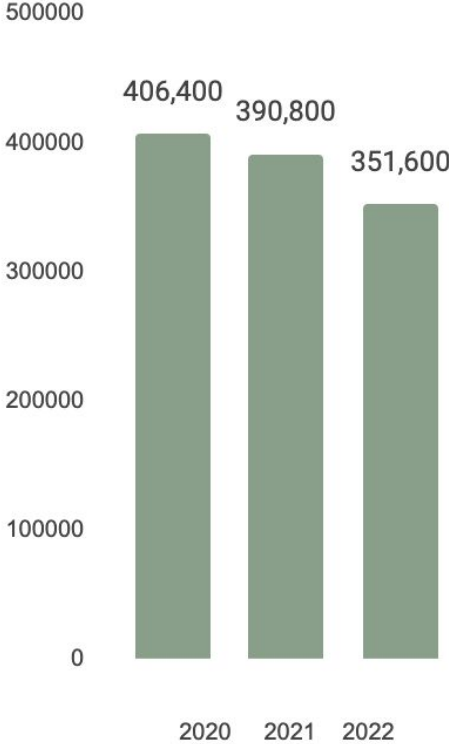
Number of Visitors to North East BC
from AB in Q1



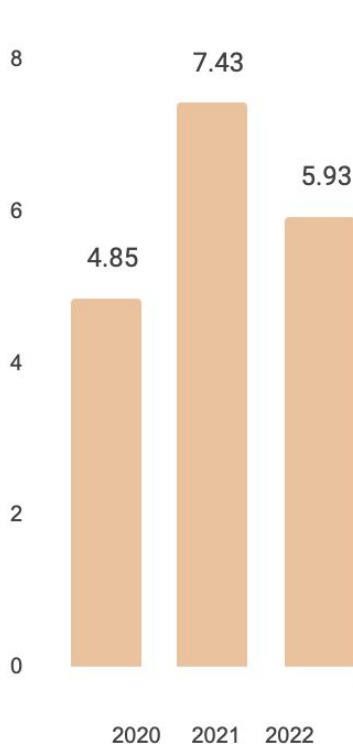
Number of Trips to North East BC
from AB in Q1



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



Length of Stay on North East BC
from AB in Q1



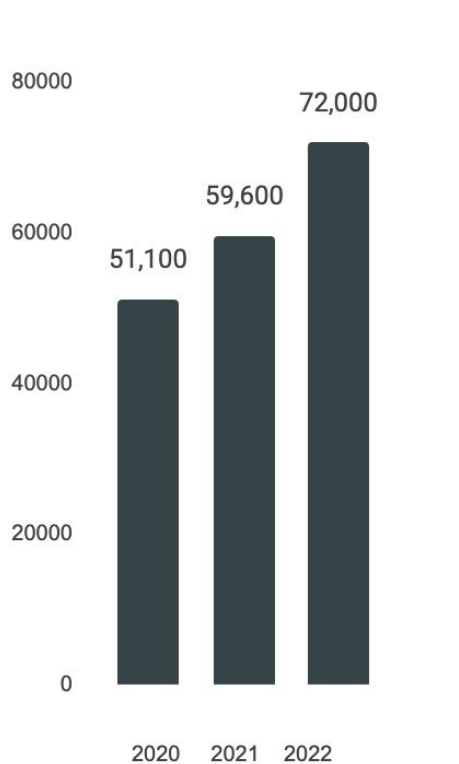
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

North East BC Visitation

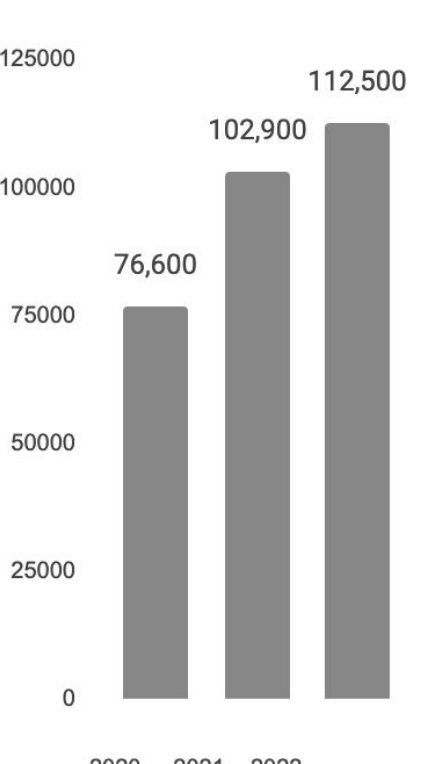
Alberta Residents Travelling To North East BC By Quarter



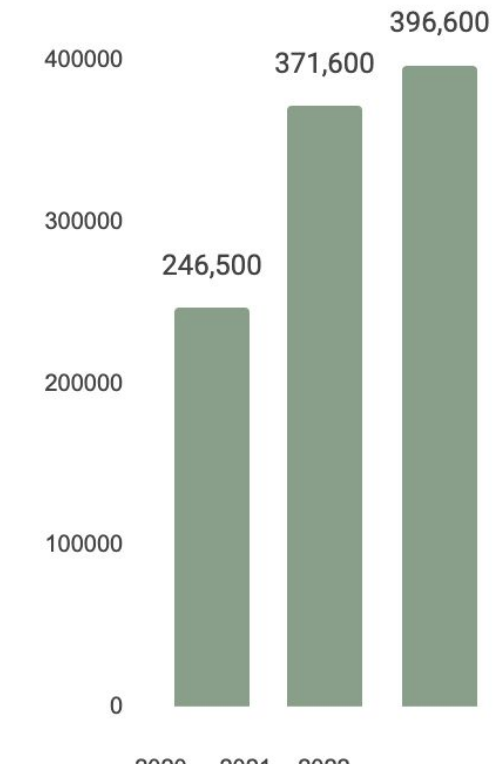
Number of Visitors to North East BC
from AB in Q2



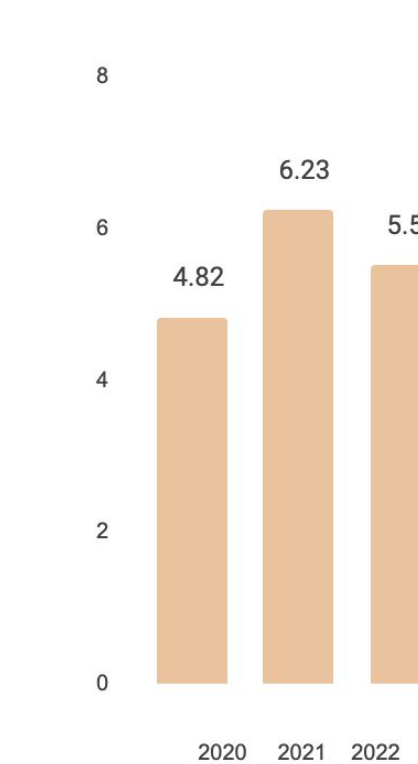
Number of Trips to North East BC
from AB in Q2



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



Length of Stay on North East BC
from AB in Q2



Q2 = April | May | June

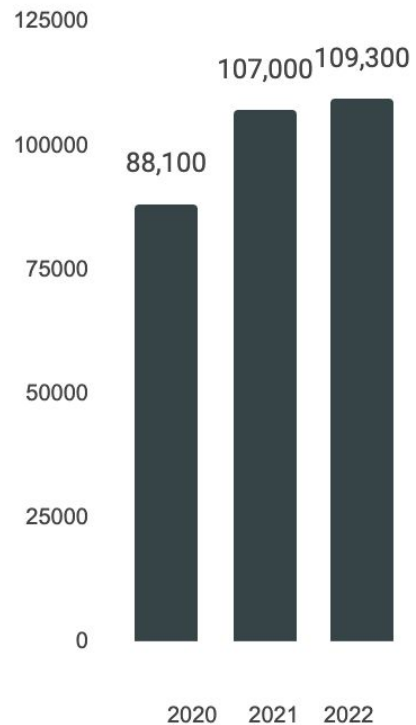
Note: All counts have been rounded to the nearest 100

North East BC Visitation

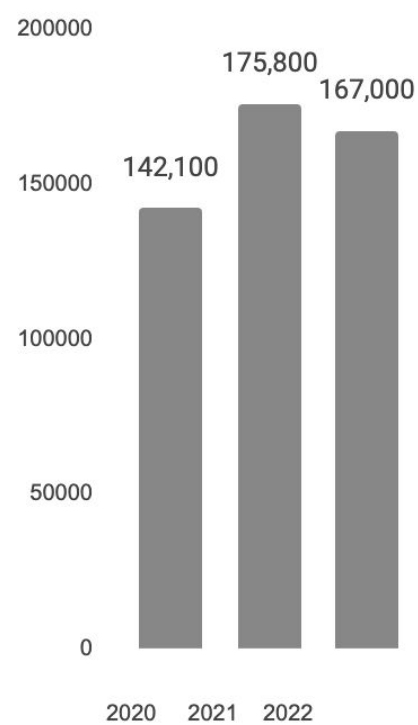
Alberta Residents Travelling To North East BC By Quarter



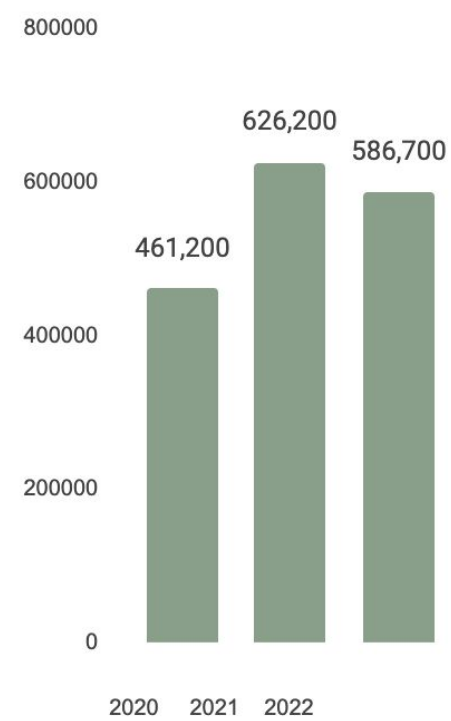
Number of Visitors to North East BC
from AB in Q3



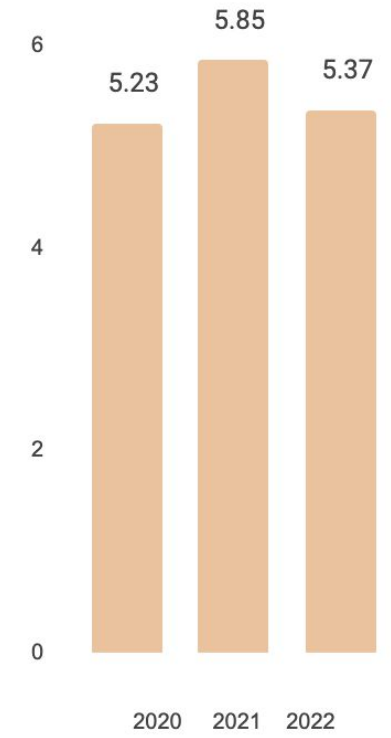
Number of Trips to North East BC
from AB in Q3



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



Length of Stay on North East BC
from AB in Q3



Q3 = July | August | September

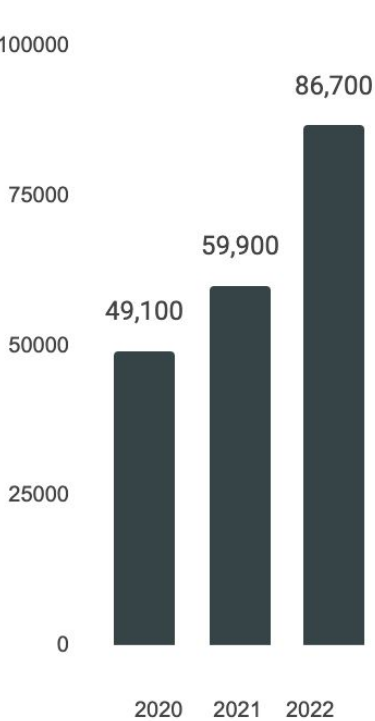
Note: All counts have been rounded to the nearest 100

North East BC Visitation

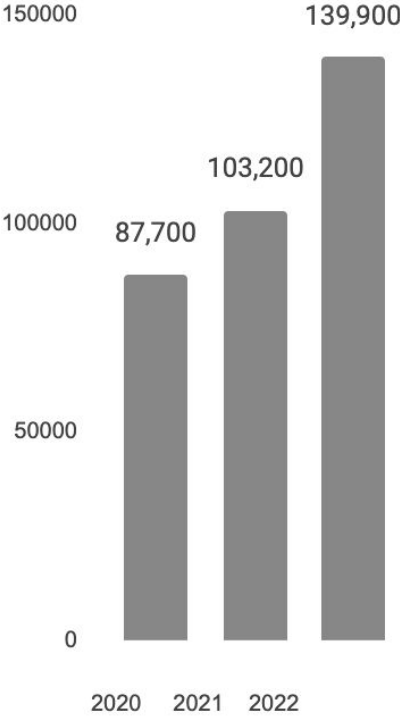
Alberta Residents Travelling To North East BC By Quarter



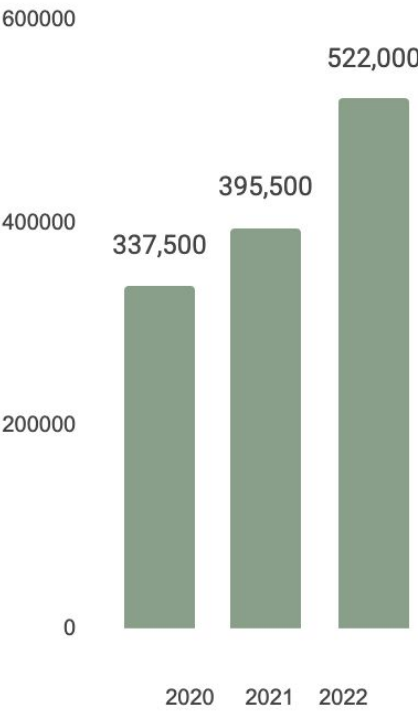
Number of Visitors to North East BC
from AB in Q4



Number of Trips to North East BC
from AB in Q4



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



Length of Stay on North East BC
from AB in Q4



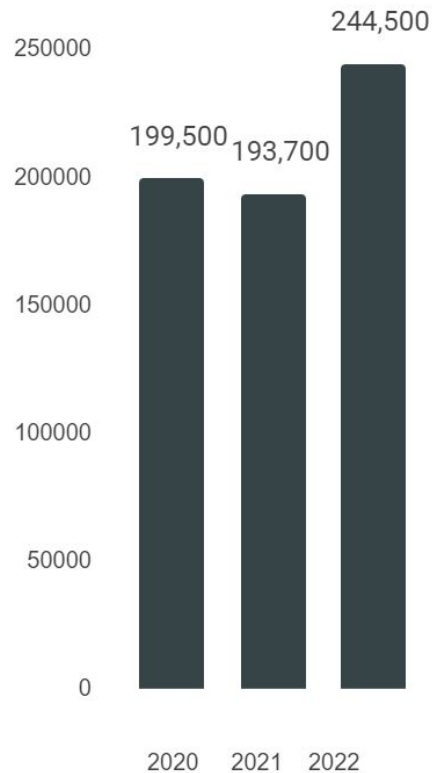
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

North East BC Visitation

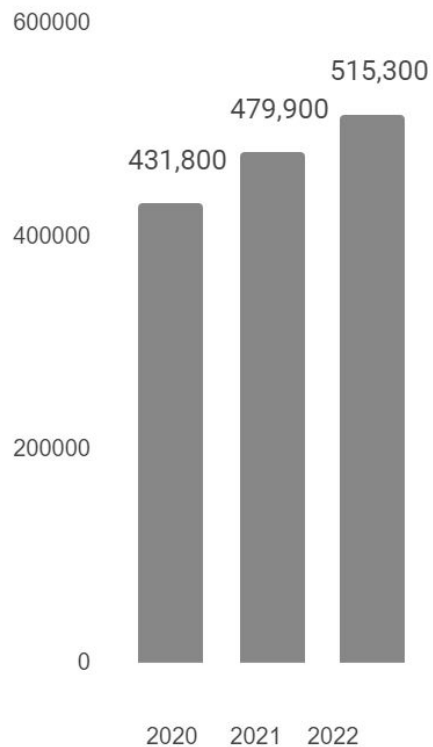
Alberta Residents Travelling To North East BC By Year



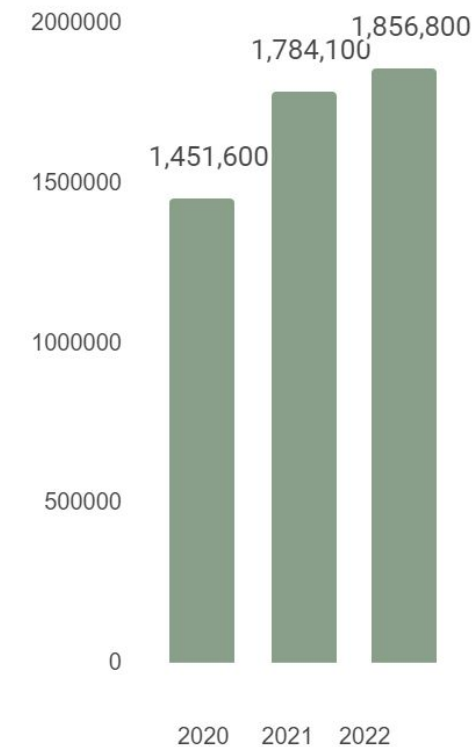
Number of Visitors to North East BC from AB



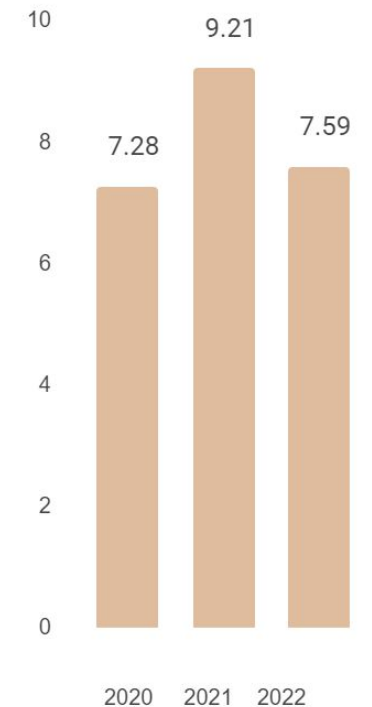
Number of Trips to North East BC from AB



Number of Nights Stayed on North East BC from AB



Length of Stay on North East BC from AB



Alberta Visitors To North East BC By Quarter – Q1

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Calgary	18,400
Edmonton	16,400
Grande Prairie	8,800
Red Deer	2,600
Strathcona County	1,800
Grande Prairie County No. 1	1,600
Airdrie	1,300
St. Albert	1,200
Peace River	1,100
Lethbridge	900

City	2021 Visitor Count
Edmonton	8,800
Grande Prairie	7,600
Calgary	5,900
Red Deer	2,300
Grande Prairie County No. 1	1,700
Strathcona County	1,100
Peace River	1,100
Mackenzie County	700
St. Albert	600
Medicine Hat	600

City	2022 Visitor Count
Edmonton	10,700
Calgary	8,800
Grande Prairie	7,200
Red Deer	2,200
Grande Prairie County No. 1	1,600
Strathcona County	1,300
Peace River	1,000
Mackenzie County	900
St. Albert	800
Airdrie	600

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

Alberta Visitors To North East BC By Quarter – Q2

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Edmonton	9,600
Grande Prairie	8,300
Calgary	7,200
Red Deer	1,700
Grande Prairie County No. 1	1,500
Strathcona County	1,000
Peace River	1,000
Mackenzie County	700
St. Albert	600
Airdrie	500

City	2021 Visitor Count
Grande Prairie	9,700
Edmonton	9,500
Calgary	7,400
Red Deer	2,300
Grande Prairie County No. 1	2,000
Peace River	1,100
Strathcona County	1,100
Mackenzie County	1,000
High Level	600
St. Albert	600

City	2022 Visitor Count
Edmonton	13,100
Calgary	11,100
Grande Prairie	8,900
Red Deer	2,700
Grande Prairie County No. 1	1,900
Strathcona County	1,500
Peace River	1,100
St. Albert	1,000
Mackenzie County	900
Airdrie	800

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

Alberta Visitors To North East BC By Quarter – Q3

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Grande Prairie	15,300
Edmonton	14,300
Calgary	10,600
Grande Prairie County No. 1	2,900
Red Deer	2,600
Peace River	1,800
Strathcona County	1,700
Mackenzie County	1,500
St. Albert	1,000
Sexsmith	900

City	2021 Visitor Count
Edmonton	15,300
Grande Prairie	14,300
Calgary	10,600
Grande Prairie County No. 1	2,900
Red Deer	2,600
Peace River	1,800
Strathcona County	1,700
Mackenzie County	1,500
St. Albert	1,000
Sexsmith	900

City	2022 Visitor Count
Edmonton	17,600
Calgary	16,300
Grande Prairie	14,200
Red Deer	3,600
Grande Prairie County No. 1	3,300
Strathcona County	2,200
Peace River	2,100
Mackenzie County	1,900
St. Albert	1,200
Airdrie	1,200

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

Alberta Visitors To North East BC By Quarter – Q4

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Vancouver	8,700
Surrey	7,100
Nanaimo	6,300
Saanich	2,000
Victoria	1,300
Burnaby	1,100
Richmond	900
Coquitlam	700
Langley	600
Campbell River	600

City	2021 Visitor Count
Vancouver	11,900
Surrey	8,300
Nanaimo	7,700
Burnaby	2,500
Richmond	1,500
Saanich	1,200
Coquitlam	900
Victoria	800
Langley	800
North Vancouver	700

City	2022 Visitor Count
Vancouver	18,100
Surrey	14,900
Burnaby	9,400
Nanaimo	3,500
Richmond	1,900
Saanich	1,900
Coquitlam	1,200
Langley	1,200
Victoria	1,200
Abbotsford	1,000

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

Alberta Visitors To North East BC By Quarter – Yearly

Number of Visitors To North East BC By Origin City



City	2020 Visitor Count
Edmonton	36,900
Calgary	34,700
Grande Prairie	25,600
Red Deer	5,900
Grande Prairie County No. 1	4,800
Strathcona County	4,200
Peace River	3,200
St. Albert	2,700
Airdrie	2,500
Mackenzie County	2,500

City	2021 Visitor Count
Edmonton	34,100
Calgary	26,500
Grande Prairie	26,400
Red Deer	6,300
Grande Prairie County No. 1	5,600
Strathcona County	4,000
Peace River	3,500
Mackenzie County	3,000
St. Albert	2,400
Medicine Hat	2,000

City	2022 Visitor Count
Calgary	201,000
Edmonton	118,700
Strathcona County	13,200
Airdrie	11,700
Red Deer	11,700
Lethbridge	10,000
St. Albert	9,300
Grande Prairie	7,800
Rocky View County	7,400
Wood Buffalo	6,800

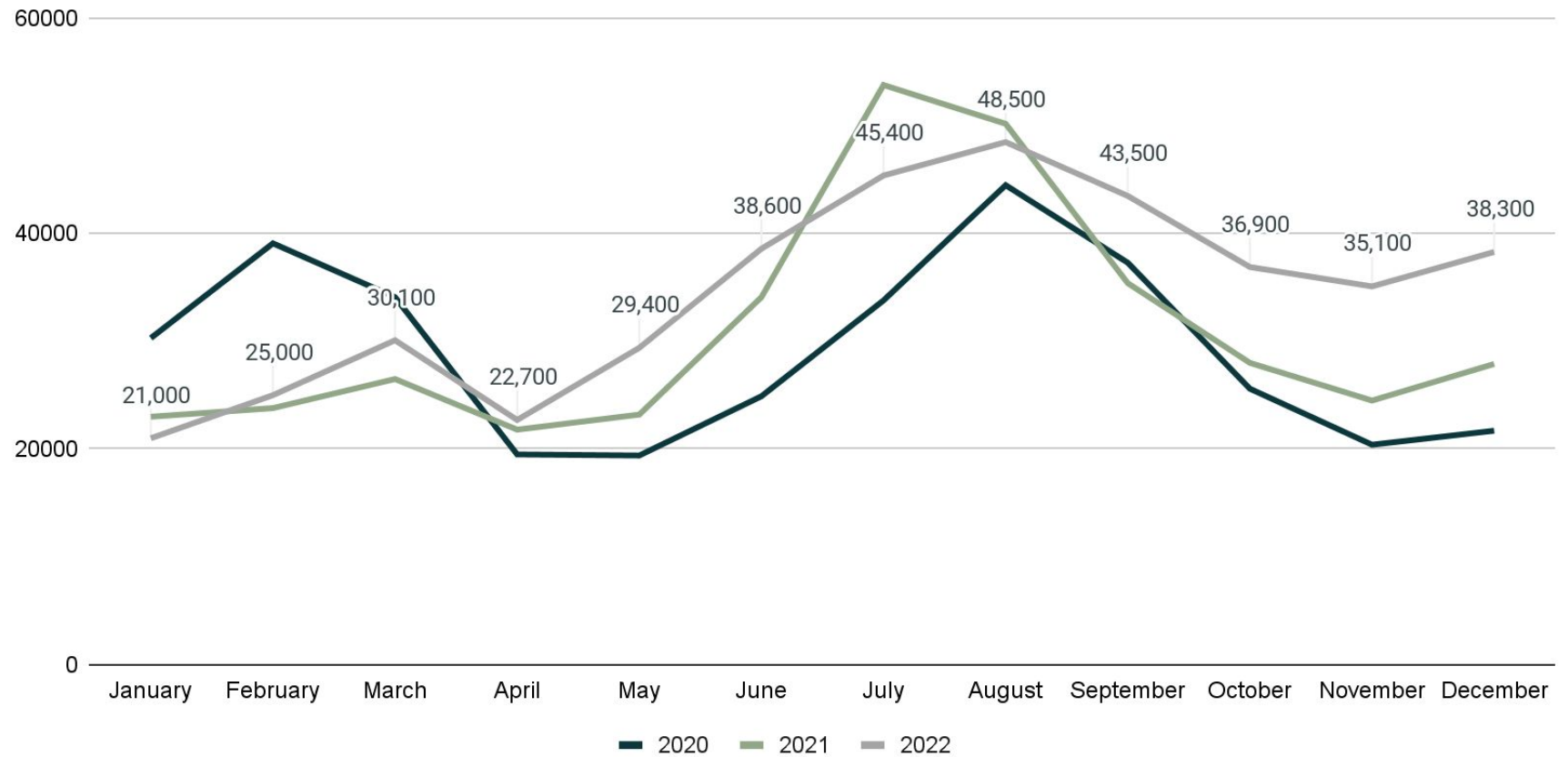
Note: All counts have been rounded to the nearest 100

Alberta Visitation

Alberta Visitors Travelling To North East BC By Month



- January 2022 saw a **31%** decrease compared to 2020, a **9%** decrease compared to 2021
- April 2022 saw a **17%** increase compared to 2020, a **4%** increase compared to 2021
- September 2022 saw a **17%** increase compared to 2020, a **23%** increase compared to 2021



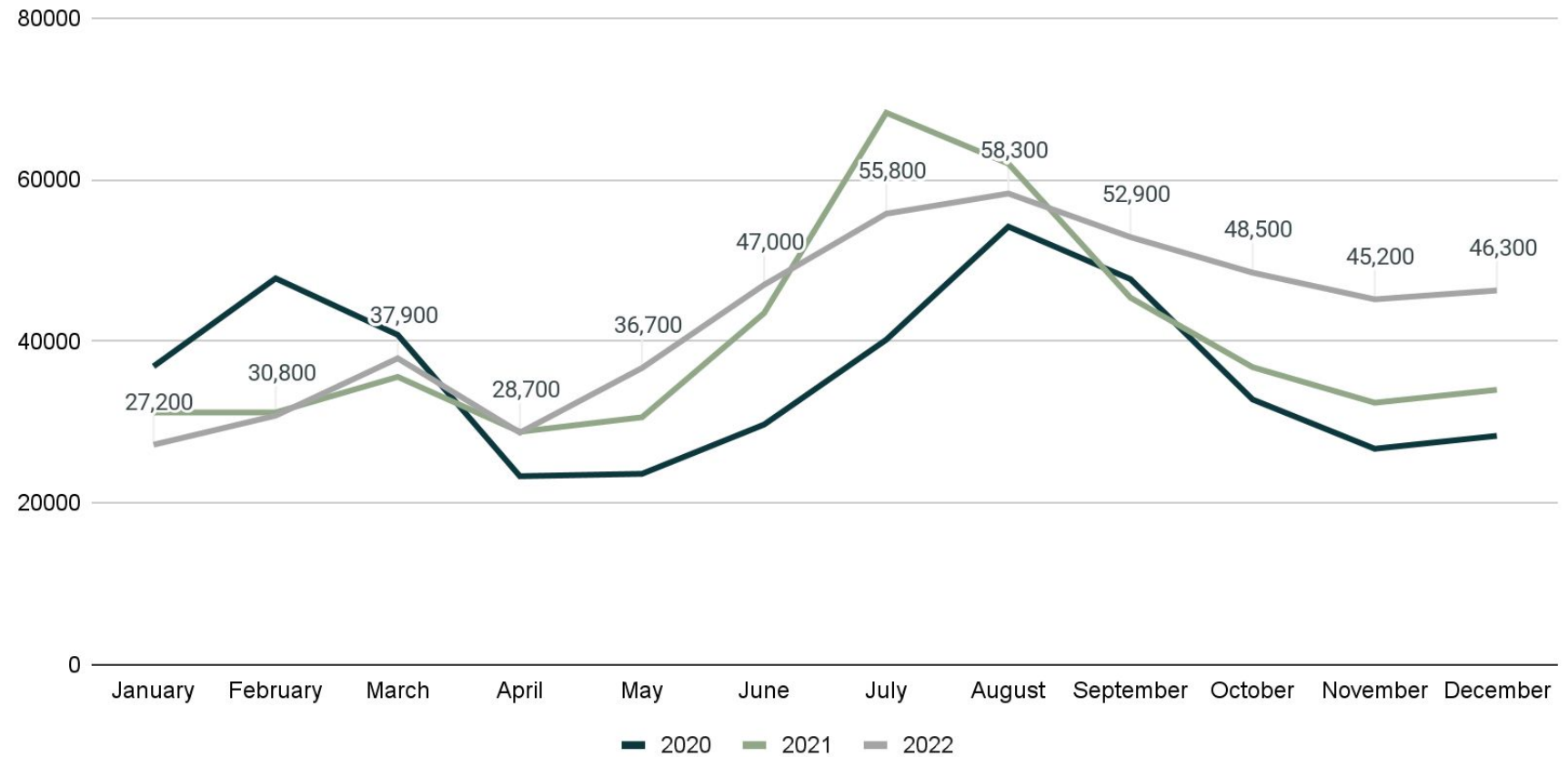
Note: "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

Alberta Visitation

Alberta Trips To North East BC By Month



- January 2022 saw a **26%** decrease compared to 2020, a **13%** decrease compared to 2021
- April 2022 saw a **23%** increase compared to 2020, a **0%** decrease compared to 2021
- September 2022 saw a **11%** increase compared to 2020, a **16%** increase compared to 2021



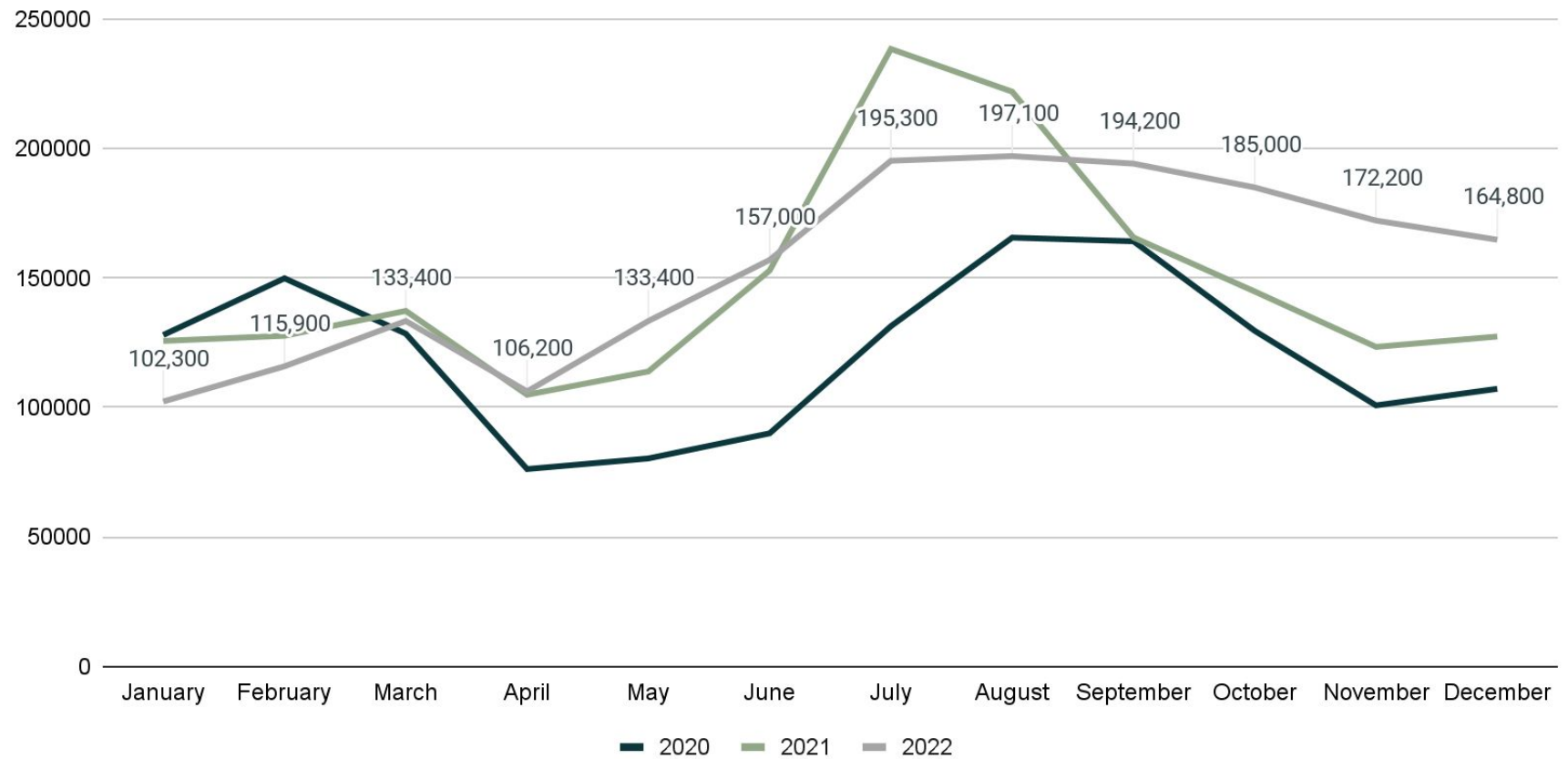
Note: "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

Alberta Visitation

Alberta Overnight Stays On North East BC By Month



- January 2022 saw a **20%** decrease compared to 2020, a **19%** decrease compared to 2021
- April 2022 saw a **39%** increase compared to 2020, a **1%** increase compared to 2021
- September 2022 saw a **18%** increase compared to 2020, a **28%** increase compared to 2021



Note: "Overnight Stays" is a count of a unique night a visitor was observed in the destination over the time period

Q1 2020, 2021 & 2022 AB Visitors by PRIZM & EQ Type

North East BC

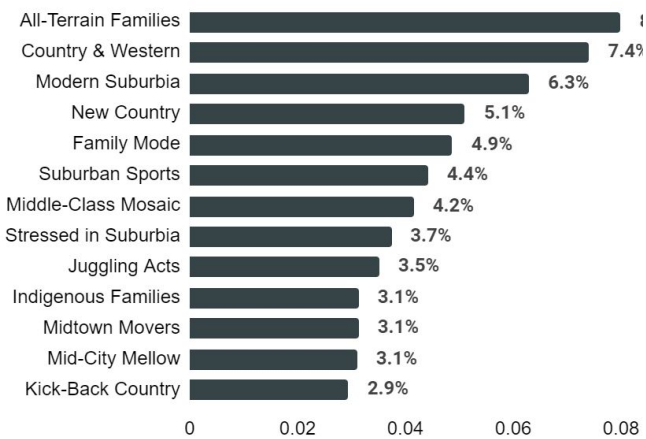
Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

Overview

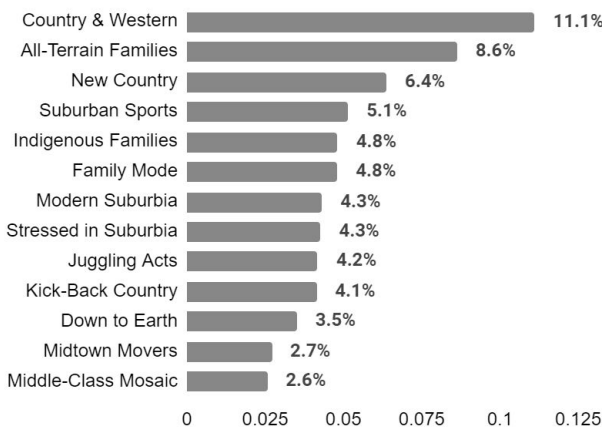
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Country and Western and New Country were the top visitors from AB in Q1 across the three years.

Gentle Explorers, Rejuvenators and Free Spirits were the top visiting EQ Types in Q1 across all three years.

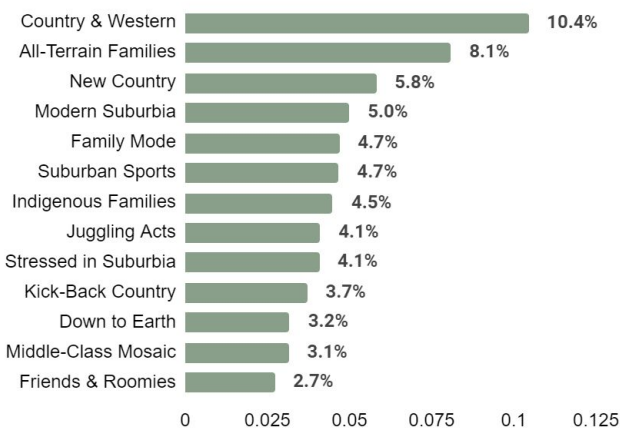
2020 AB Visitors by PRIZM Segment



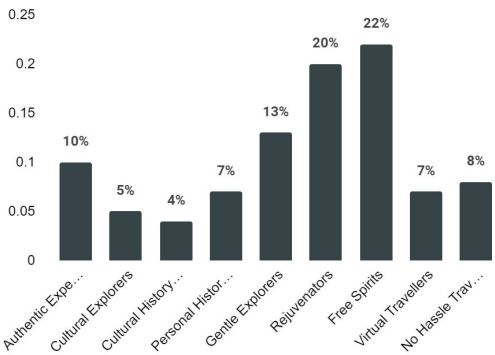
2021 AB Visitors by PRIZM Segment



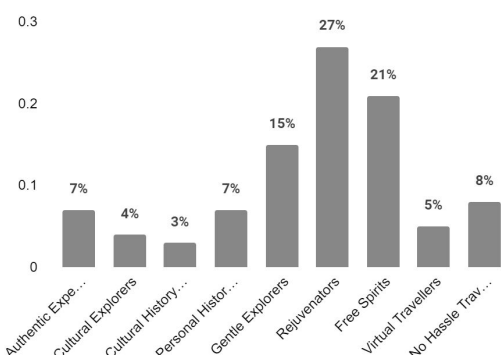
2022 AB Visitors by PRIZM Segment



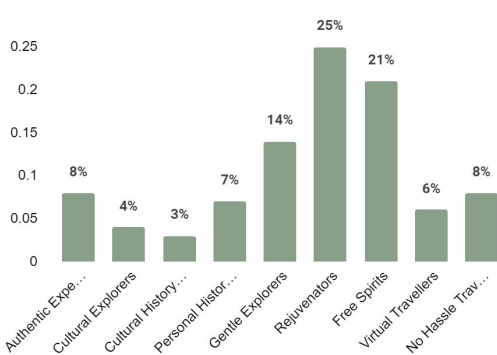
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



Q2 2020, 2021 & 2022 AB Visitors by PRIZM & EQ Type

North East BC

Q2 = April | May | June

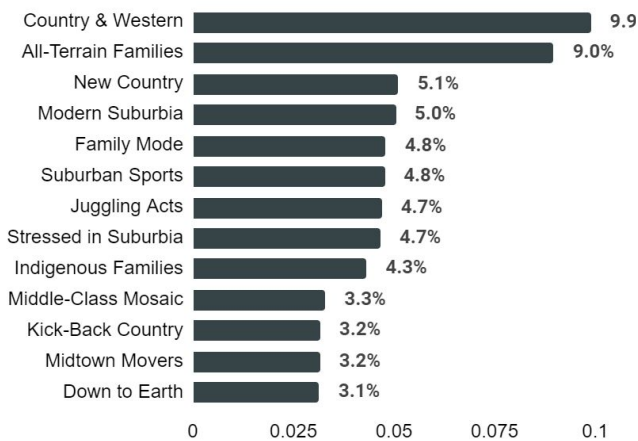
Note: All counts have been rounded to the nearest 100

Overview

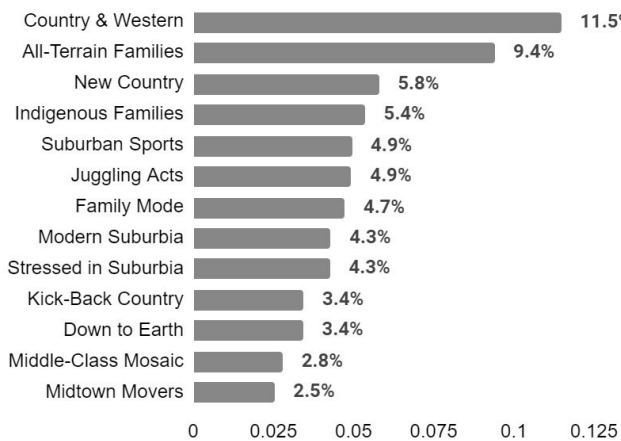
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Country and Western and New Country were the top visitors from AB in Q2 across the three years.

Gentle Explorers, Rejuvenators and Free Spirits were the top visiting EQ Types in Q2 across all three years.

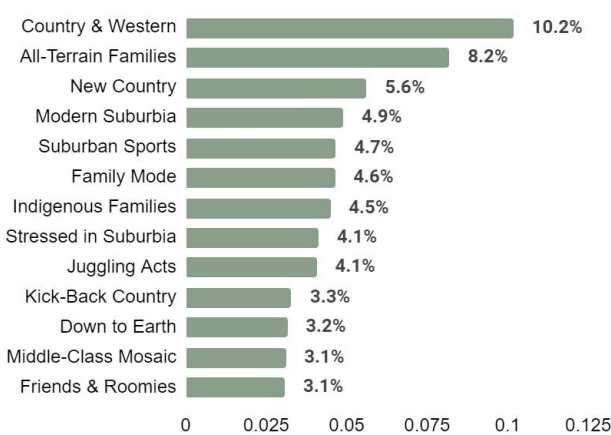
2020 AB Visitors by PRIZM Segment



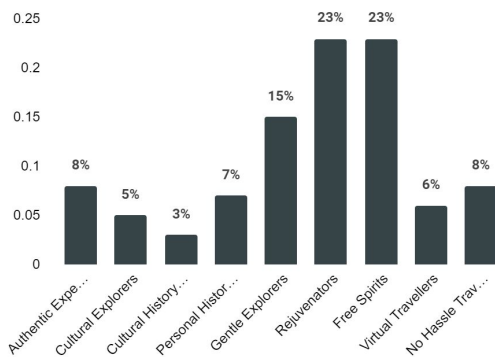
2021 AB Visitors by PRIZM Segment



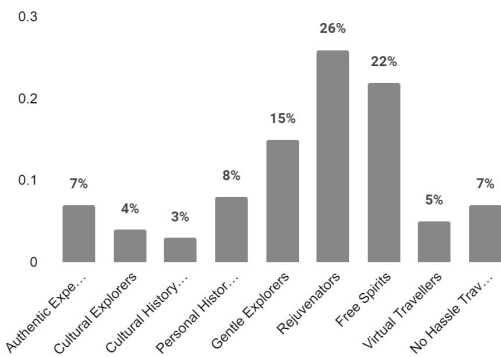
2022 AB Visitors by PRIZM Segment



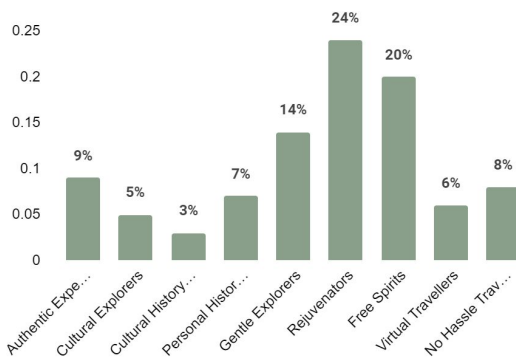
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



Q3 2020, 2021 & 2022 AB Visitors by PRIZM & EQ Type

North East BC

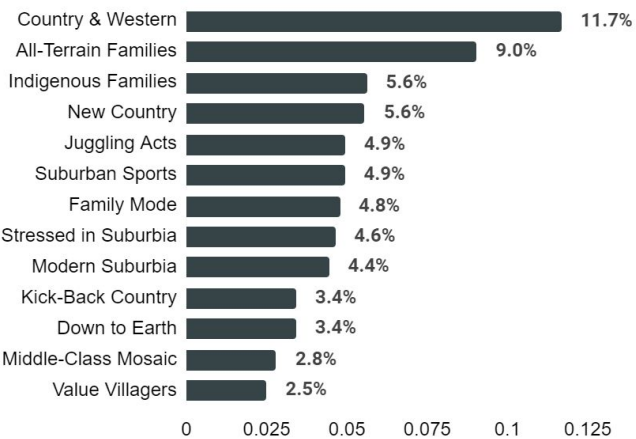
Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

Overview

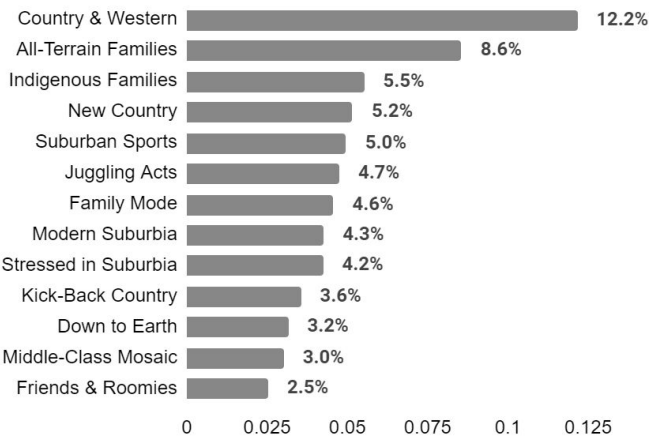
Of the 67 PRIZM Segments identified in Canada All-Terrain Families, Country and Western, Indigenous Families, and New Country were the top visitors from AB in Q3 across the three years

Gentle Explorers, Rejuvenators and Free Spirits were the top visiting EQ Types in Q3 across all three years.

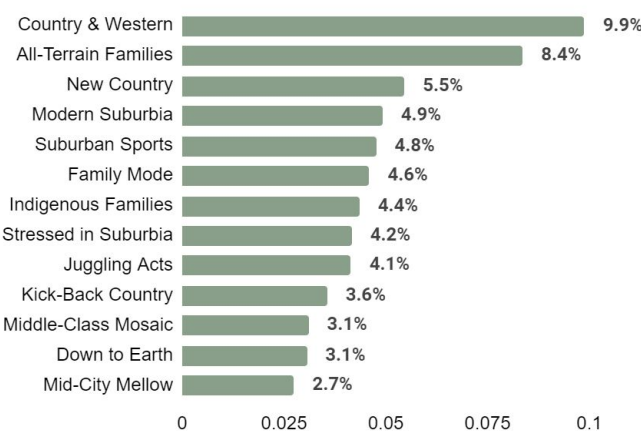
2020 AB Visitors by PRIZM Segment



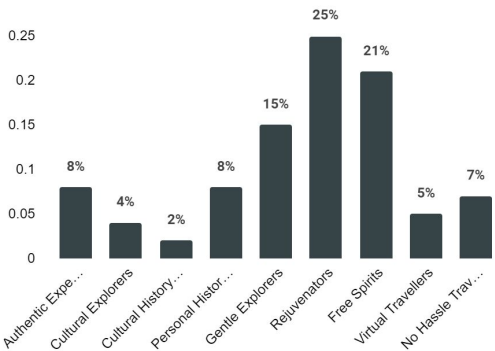
2021 AB Visitors by PRIZM Segment



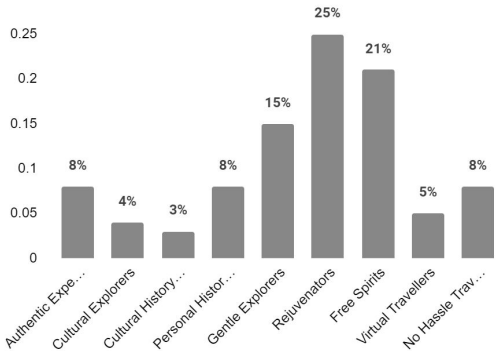
2022 AB Visitors by PRIZM Segment



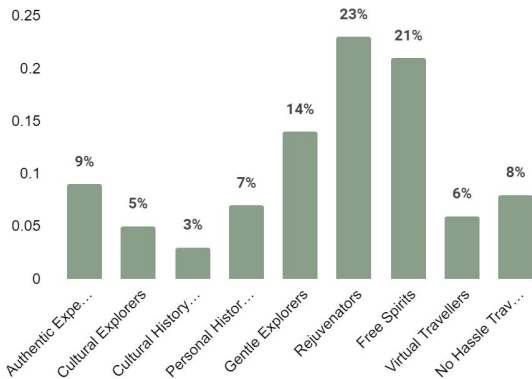
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



Q4 2020, 2021 & 2022 AB Visitors by PRIZM & EQ Type

North East BC

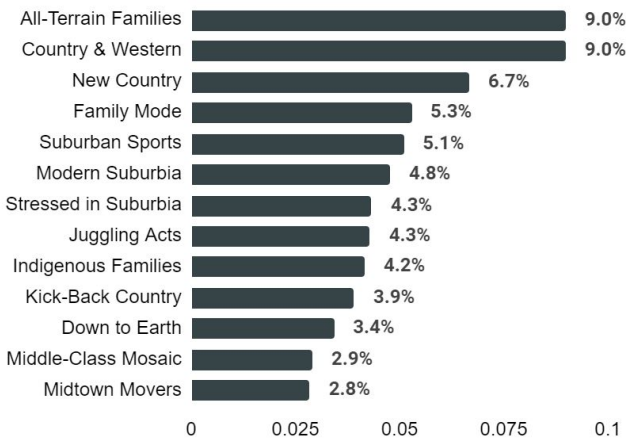
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Overview

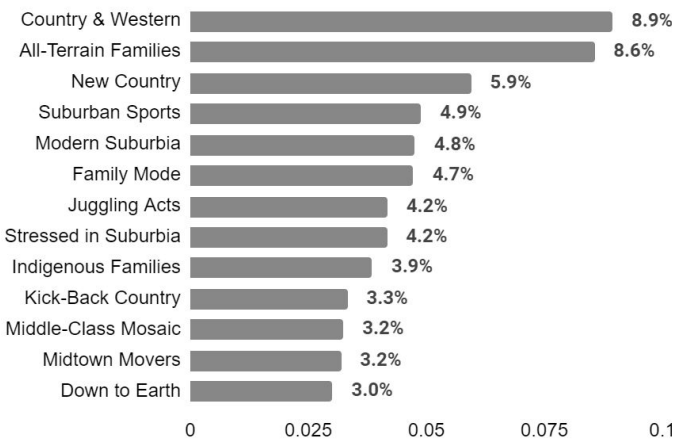
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Country and Western Families, Country and Western and New Country were the top visitors from AB in Q4 across the three years.

Gentle Explorers, Rejuvenators and Free Spirits were the top visiting EQ Types in Q4 across all three years.

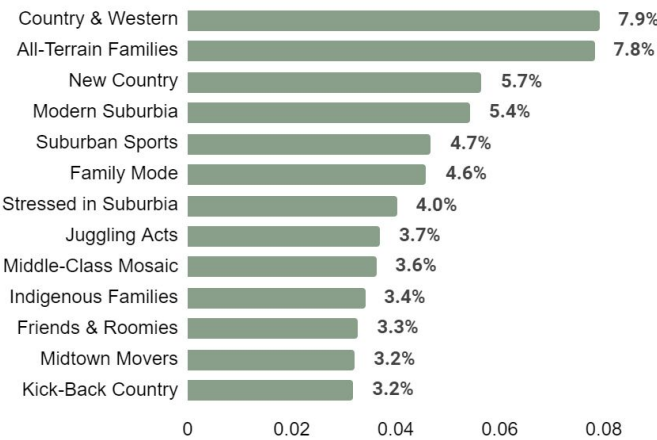
2020 AB Visitors by PRIZM Segment



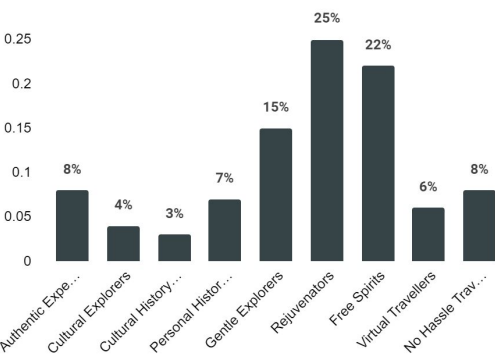
2021 AB Visitors by PRIZM Segment



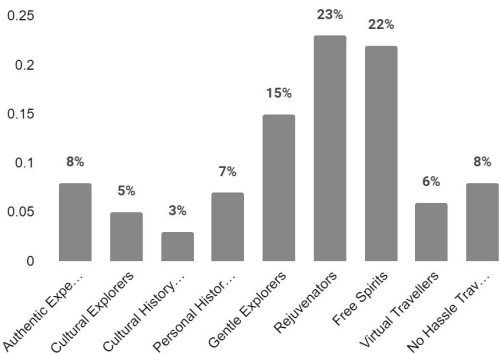
2022 AB Visitors by PRIZM Segment



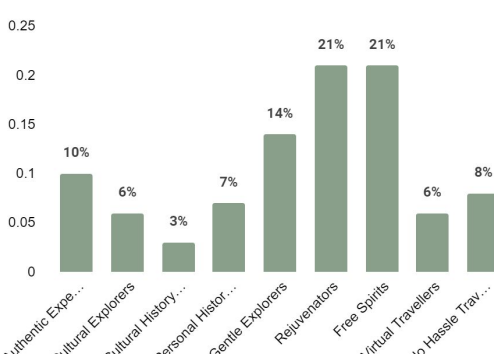
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



Yearly 2020, 2021 & 2022 AB Visitors by PRIZM & EQ Type

North East BC

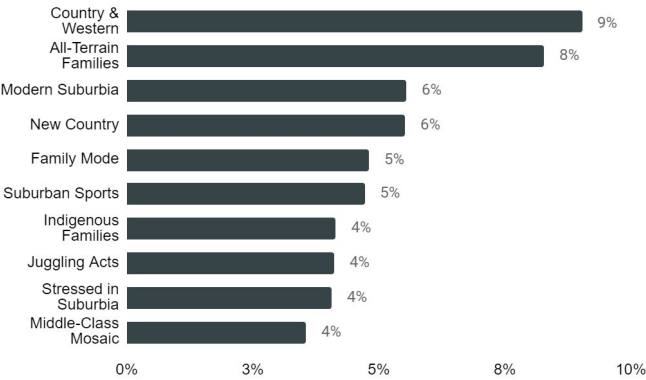
Q4 = October | November | December
Note: All counts have been rounded to the nearest 100

Overview

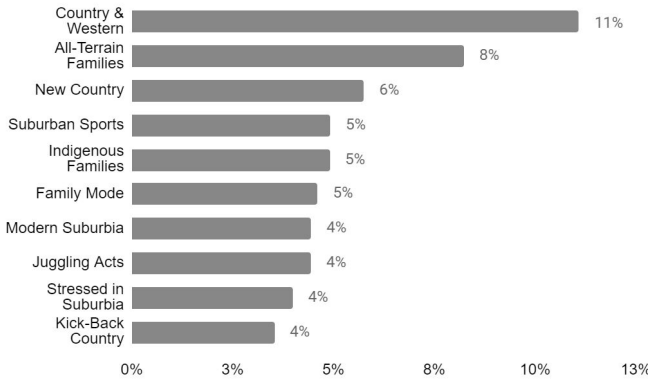
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Country and Western Families, Country and Western and New Country were the top visitors from AB in across the three years.

Authentic Experiencers, Cultural Explorers and Cultural History Buffs were the top visiting EQ Types in across all three years.

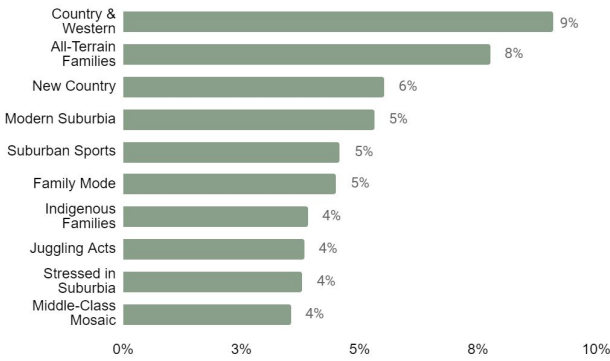
2020 AB Visitors by PRIZM Segment



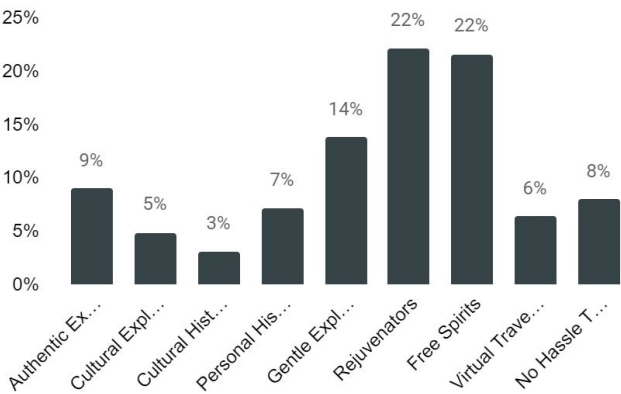
2021 AB Visitors by PRIZM Segment



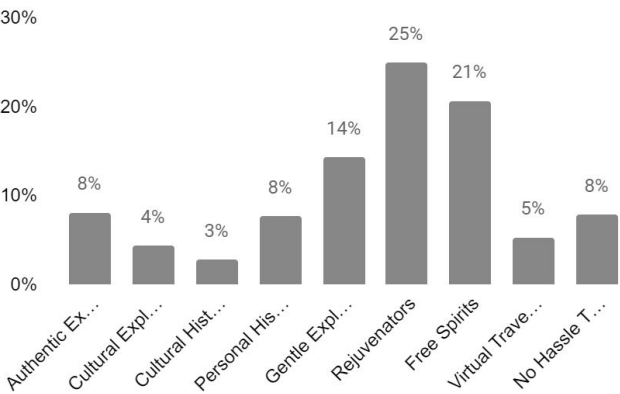
2022 AB Visitors by PRIZM Segment



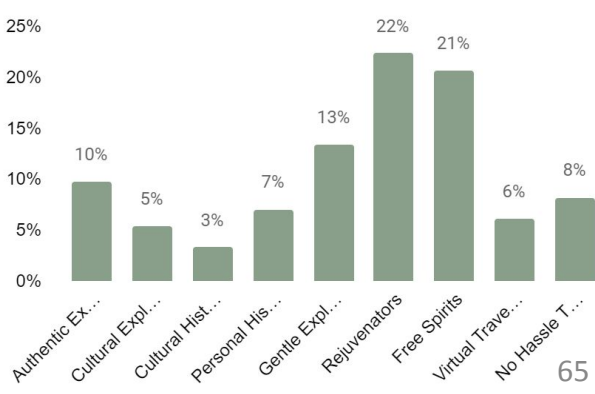
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



An aerial photograph of a scenic landscape. A two-lane asphalt road curves through a dense forest of green trees. To the right of the road is a wide, calm river that reflects the sky and surrounding greenery. In the background, majestic mountains rise under a sky with soft, golden light, suggesting sunrise or sunset. The overall scene is peaceful and natural.

AB Top PRIZM Segment Summaries

2022 AB PRIZM Segment Summary

All-Terrain Families



General Canadian Summary
<ul style="list-style-type: none"> • 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 • EQ Type: Free Spirit

Top Geographic Markets	
Census Subdivision	Percentage of group
Airdrie	13.9%
Grande Prairie	8.2%
Calgary	6.6%
Spruce Grove	6.4%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 2nd, making up 84,128 households, or 5.1% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 43
Children at Home	53.2% of couple have children living at home (Above Average)
Household Income	Above Average Household Income of \$144,192 compared to Alberta at \$131,003
Top Social Values	Brand Genuineness, Ecological Fatalism, Need for Escape
Top Tourism Activities	RV shows, Theme parks, waterparks & water
Travel	Above Average interest for travelling within Canada (Above Average for: Banff, Calgary, Jasper, Victoria, Toronto), All-Terrain Families from Alberta spent an average of \$1,463 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 42% use Instagram (Above Average), 27% use Twitter (Average) and 71% use YouTube (Average).

2022 AB PRIZM Segment Summary

Country & Western

General Canadian Summary
<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 • EQ Type: Rejuvenator

Top Geographic Markets	
Census Subdivision	Percentage of group
Grande Prairie County No. 1	4.3%
Yellowhead County	3.2%
Mackenzie County	3.0%
Crowsnest Pass	2.5%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up 63,337 households, or 3.9% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	43% of couples DO NOT have children living at home (Above Average)
Household Income	Below Average Household Income of \$105,436 compared to Alberta at \$131,003
Top Social Values	Attraction to Nature, Traditional Family, Brand Apathy
Top Tourism Activities	Sportsman & outdoor shows, Historical sites, ATV & snowmobiling.
Travel	Below Average interest for travelling within Canada, Country & Western from Alberta spent an average of \$1,663 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 26% use Instagram (Below Average), 16% use Twitter (Below Average) and 63% use YouTube (Average).



2022 AB PRIZM Segment Summary

New Country

General Canadian Summary	
<ul style="list-style-type: none">One of the wealthiest rural segments with maintainers between the ages of 45-64 years oldMixed Education (high school/college degree/University Degree)Blue-collar employment in the fields of Agriculture, Mining and ManufacturingValue community involvement and purchasing from small businesses rather than larger corporationsEQ Type: Rejuvenator	
Top Geographic Markets	
Census Subdivision	Percentage of group
Mountain View County	4.4%
Wetaskiwin County No. 10	3.6%
Parkland County	3.5%
Lac Ste. Anne County	3.0%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, New Country rank 5th, making up 71,319 households, or 4.3% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 56 (Above Average)
Children at Home	46.4% of couples do not have children living at home (Above Average)
Household Income	Below Average Household Income of \$110,284 compared to Alberta at \$131,003.
Top Social Values	Attraction to Nature, Traditional Family, Emotional Control
Top Tourism Activities	Sportsman & outdoor shows, Historical sites, ATV & snowmobiling.
Travel	Average interest for travelling within Canada (Above Average for: Saskatchewan, Other Ontario), New Country from Alberta spent an average of \$1,613 (Average) on their last vacation.
Social Media	75% currently use Facebook (Average), 25% use Instagram (Below Average), 17% use Twitter (Below Average) and 62% use YouTube (Average).



2022 AB PRIZM Segment Summary

Family Mode

General Canadian Summary
<ul style="list-style-type: none"> 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 EQ Type: No Hassle Traveller

Top Geographic Markets	
Census Subdivision	Percentage of group
Strathcona County	11.0%
Calgary	9.7%
Okotoks	7.7%
Red Deer	7.4%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 7th, making up 62,933 households, or 3.8% of the total Households in Alberta (1,642,696)
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 \$156,937 compared to Alberta at \$131,003
Top Social Values	Need for Escape, Legacy, Ecological Fatalism
Top Tourism Activities	Camping, Cycling, Swimming
Travel	Average interest for travelling within Canada (Above Average for: Calgary, Saskatchewan), Family Mode from Alberta spent an average of \$1,611 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 38% use Instagram (Average), 28% use Twitter (Average) and 68% use YouTube (Average).



2022 AB PRIZM Segment Summary

Indigenous Families



General Canadian Summary
<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 EQ Type: Personal History Explorers

Top Geographic Markets	
Census Subdivision	Percentage of group
Mackenzie County	4.1%
Lac la Biche County	3.6%
Sundre	3.3%
Bonnyville No. 87	3.0%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 35th, making up 15,668 households, or 1.0% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	43% of couples have children living at home (Average)
Household Income	Average Household Income of \$106,691 compared to Alberta at \$131,003
Top Social Values	Attraction to Nature, Emotional Control, Brand Apathy
Top Tourism Activities	Camping, Cycling, Swimming
Travel	Below Average interest for travelling within Canada, Indigenous Families from Alberta spent an average of \$1,707 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 27% use Instagram (Below Average), 17% use Twitter (Below Average) and 63% use YouTube (Average)

2022 AB PRIZM Segment Summary

Modern Suburbia



General Canadian Summary
<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• EQ Type: Virtual Traveller

Top Geographic Markets	
Census Subdivision	Percentage of group
Edmonton	50.1%
Calgary	42.7%
Wood Buffalo	2.5%
Airdrie	1.3%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 127,141 households, or 8% of the total Households in Alberta (1,642,696)
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 \$102,474 compared to Alberta at \$131,003
Top Social Values	Pursuit of Originality, Attraction For Crowds, Multiculturalism
Top Tourism Activities	Camping, Cycling, Hiking & backpacking.
Travel	Average interest for travelling within Canada (Above Average for: Banff, Calgary, Toronto, Jasper), Modern Suburbia from Alberta spent an average of \$1,529 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 47% use Instagram (Above Average), 32% use Twitter (Above Average) and 70% use YouTube (Average).



2022 AB PRIZM Segment Summary

Juggling Acts

General Canadian Summary
<ul style="list-style-type: none"> • Younger, lower-middle-income urban singles and families • Moderate Education (Grade 9/High School/College Degree) • Blue-collar and Service Sector Positions • Value dining and entertainment, family friendly activities and daytime/reality television • EQ Type: Free Spirit

Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	11.4%
Grande Prairie	9.6%
Wood Buffalo	9.6%
Edmonton	8.1%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 14th, making up 43,679 households, or 2.7% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	41% of couples have children living at home (Below Average)
Household Income	Average Household Income of \$106,799 compared to Alberta at \$131,003
Top Social Values	Racial Fusion, Need for Escape, Multiculturalism
Top Tourism Activities	Camping, Cycling, Swimming
Travel	Below Average interest for travelling within Canada (Above Average for: Victoria), Juggling Acts from Alberta spent an average of \$1,650 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 71% use YouTube (Average).



2022 AB PRIZM Segment Summary

Suburban Sports

General Canadian Summary
<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 EQ Type: Gentle Explorer

Top Geographic Markets	
Census Subdivision	Percentage of group
Medicine Hat	9.6%
Wood Buffalo	9.0%
St. Albert	4.5%
Cold Lake	3.9%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 9th, making up 62,231 households, or 3.8% of the total Households in Alberta (1,642,696).
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 \$138,397 compared to Alberta at \$131,003.
Top Social Values	Racial Fusion, Need for Escape, Emotional Control
Top Tourism Activities	Camping, Cycling, Swimming
Travel	Average interest for travelling within Canada (Above Average for: Saskatchewan), Suburban Sports from Alberta spent an average of \$1,643 (Average) on their last vacation
Social Media	78% currently use Facebook (Average), 35% use Instagram (Average), 23% use Twitter (Below Average) and 67% use YouTube (Average).





Alberta Top EQ Segment Summaries

2022 AB EQ Segment Summary

Gentle Explorers

General Canadian Summary
<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

Top Geographic Markets	
Census Subdivision	Percentage of group
Edmonton	10%
Red Deer	9%
Calgary	9%
Lethbridge	9%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 4th, making up 200,784 households, or 12.2% of the total Households in Alberta (1,642,696).
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	41% of couples have children living at home (Average).
Household Income	Below Average Household Income of \$107,327 compared to Alberta at \$131,003.
Top Social Values	Racial Fusion, Need for Escape, National Pride
Top Tourism Activities	Camping, Cycling, Swimming
Travel	Average interest for travelling within Canada (Above Average for: Saskatchewan). Gentle Explorers from Alberta spent an average of \$1,669 (Average) on their last vacation.
Social Media	79% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Below Average) and 69% use YouTube (Average).



2022 AB EQ Segment Summary

Rejuvenators

General Canadian Summary
<ul style="list-style-type: none"> 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

Top Geographic Markets	
Census Subdivision	Percentage of group
Surrey	10.9%
Langley	7.3%
Coquitlam	2.9%
Southern Gulf Islands	2.4%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 2nd, making up 229,710 households, or 14% of the total Households in Alberta (1,642,696).
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	49% of couples have children living at home (Average).
Household Income	Average Household Income of \$114,422 compared to Alberta at \$131,003.
Top Social Values	Attraction to Nature, Emotional Control, Traditional Family
Top Tourism Activities	Camping, Swimming, Cycling
Travel	Average interest for travelling within Canada (Above Average for: Saskatchewan). Rejuvenators from Alberta spent an average of \$1,631 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 28% use Instagram (Below Average), 18% use Twitter (Below Average) and 63% use YouTube (Average).



2022 AB EQ Segment Summary

Free Spirits

General Canadian Summary	
<ul style="list-style-type: none">Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areasFree 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 othersTend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullestThey seek some structure when they travel so they can indulge in worry-free hedonistic activitiesEnjoy the best they can afford in terms of accommodations and restaurants	
Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	37%
Edmonton	26%
Airdrie	4%
Grand Prairie	4%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 316,197 households, or 19% of the total Households in Alberta (1,642,696).
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	54% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$\$127,120 compared to Alberta at \$131,003.
Top Social Values	Multiculturalism, Culture Sampling, Pursuit of Originality
Top Tourism Activities	Theme parks, waterparks & waterslides, Sporting events, Video arcades & indoor amusement centres. Above average interest in Dinner theatres.
Travel	Average interest for travelling within Canada (Above Average for: Jasper, Banff, Victoria). Free Spirits from Alberta spent an average of \$1,560 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 70% use YouTube (Average).



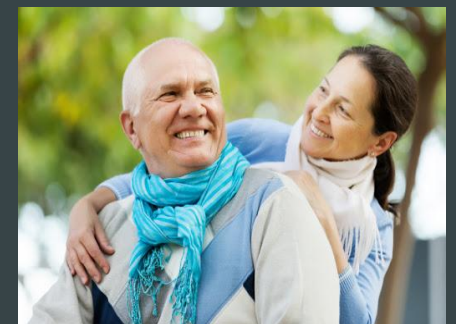
2022 AB EQ Segment Summary

Personal History Explorers

General Canadian Summary
<ul style="list-style-type: none"> 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

Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	26%
Edmonton	20%
Strathcona County	5%
Okotoks	3%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 9th, making up 88,209 households, or 5.4% of the total Households in Alberta (1,642,696).
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	42% of couples do not have children living at home (Average).
Household Income	Below Average Household Income of \$115,298 compared to Alberta at \$131,003.
Top Social Values	Legacy, Culture Sampling, Need for Escape
Top Tourism Activities	Camping, Swimming, Cycling
Travel	Average interest for travelling within Canada (Above Average for: Manitoba). Personal History Explorers from Alberta spent an average of \$1,655 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 35% use Instagram (Average), 25% use Twitter (Average) and 68% use YouTube (Average).



2022 AB EQ Segment Summary

No Hassle Travellers

General Canadian Summary
<ul style="list-style-type: none"> • 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

Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	26%
Edmonton	20%
Strathcona County	5%
Okotoks	3%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, No Hassle Traveller rank 5th, making up 193,954 households, or 12.8% of the total Households in Alberta (1,642,696).
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	49% of couples have children living at home (Average).
Household Income	Average Household Income of \$123,229 compared to Alberta at \$131,003.
Top Social Values	Need for Escape, Legacy, Racial Fusion
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in ATV & snowmobiling, Beer, food & wine festivals
Travel	Below Average interest for travelling within Canada, No Hassle Travellers from Alberta spent an average of \$1,595 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 35% use Instagram (Average), 25% use Twitter (Average) and 68% use YouTube (Average).



2022 AB EQ Segment Summary

Authentic Experiencers

General Canadian Summary
<ul style="list-style-type: none"> 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 Travel is an important part of their lives, so they are likely to go often and for a while Drawn to nature and are likely to seek it out far and wide

Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	46%
Edmonton	24%
Strathcona County	5%
St. Albert	4%

Category	Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 3rd, making up 213,895 households, or 13% of the total Households in Alberta (1,642,696).
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	50% of couples have children living at home (Average).
Household Income	Above Average Household Income of \$216,453 compared to Alberta at \$131,003.
Top Social Values	Legacy, Culture Sampling, Effort Towards Health
Top Tourism Activities	Camping, Hiking & backpacking, Cycling. Above average interest in Pilates & yoga, Curling, Sporting events, Hockey, Specialty movie theatres/IMAX, Craft shows, Dinner theatres.
Travel	Average interest for travelling within Canada (Above Average for: Vancouver, Toronto, Saskatchewan, Manitoba). Authentic Experiencers from Alberta spent an average of \$1,679 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 66% use YouTube (Average).



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