



# North West BC Visitor Highlights | 2022

Canada, British Columbia & Alberta



SYMPHONY  
TOURISM  
SERVICES

**bcrts**

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 West BC Region**



# Research Overview



- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market 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)

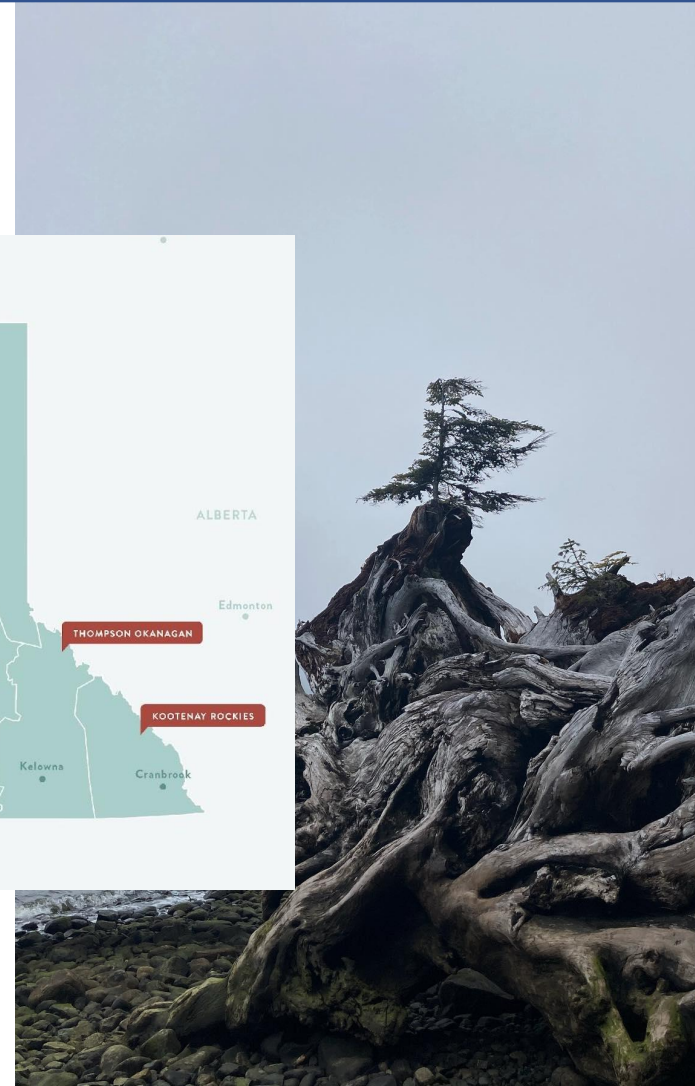




# Research Overview



- 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





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

## North West BC

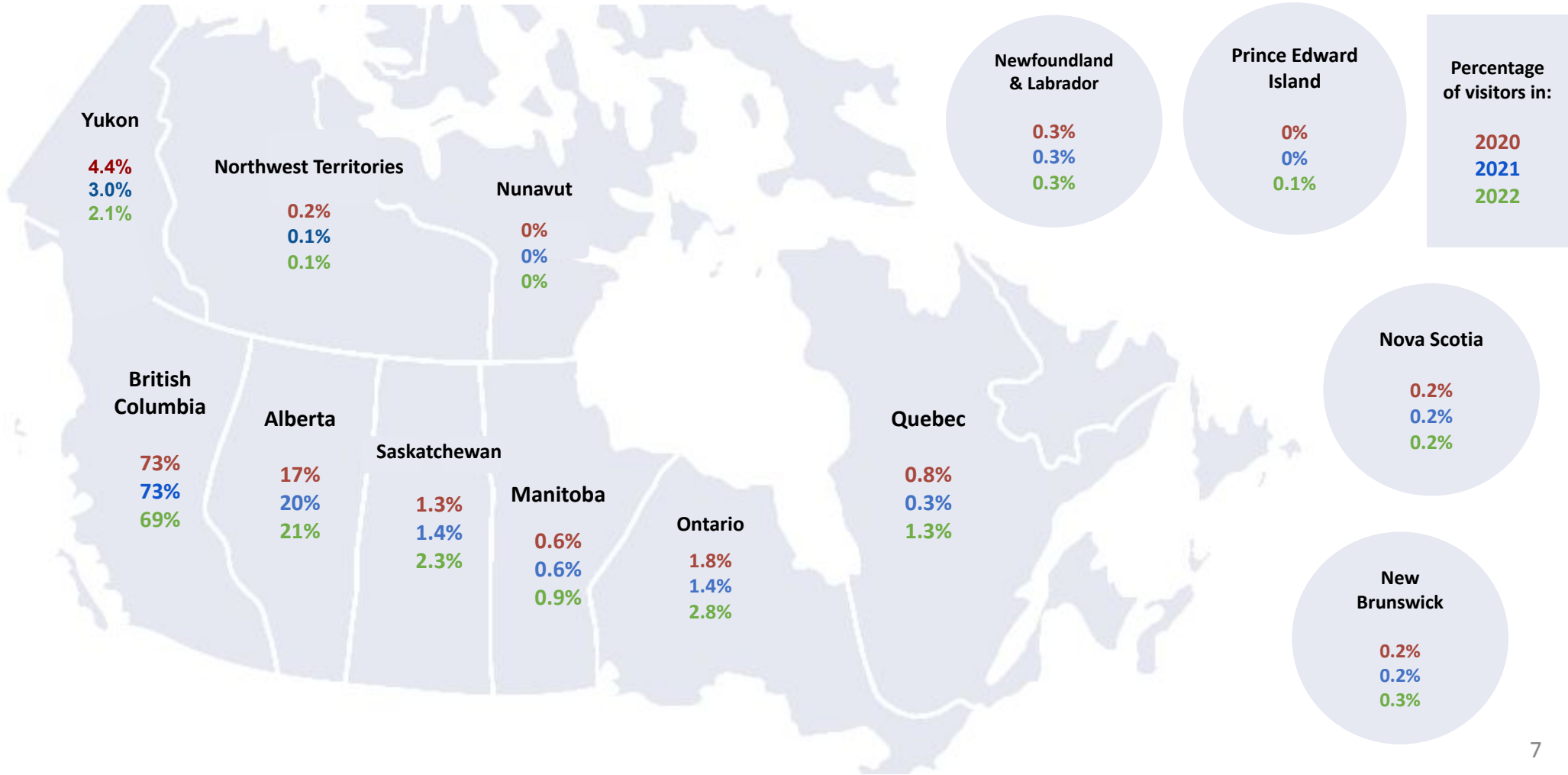
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### Overview

During Q1 2020 North-East BC saw an average of **111,500** Domestic Visitors.  
During Q1 2021 BC saw **71,500** Domestic Visitors, and in Q1 2022, **110,000** Domestic Visitors.

- Decrease of **1.3%** 2022 compared to 2020
- Increase of **54%** 2022 compared to 2021

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



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

## North West BC

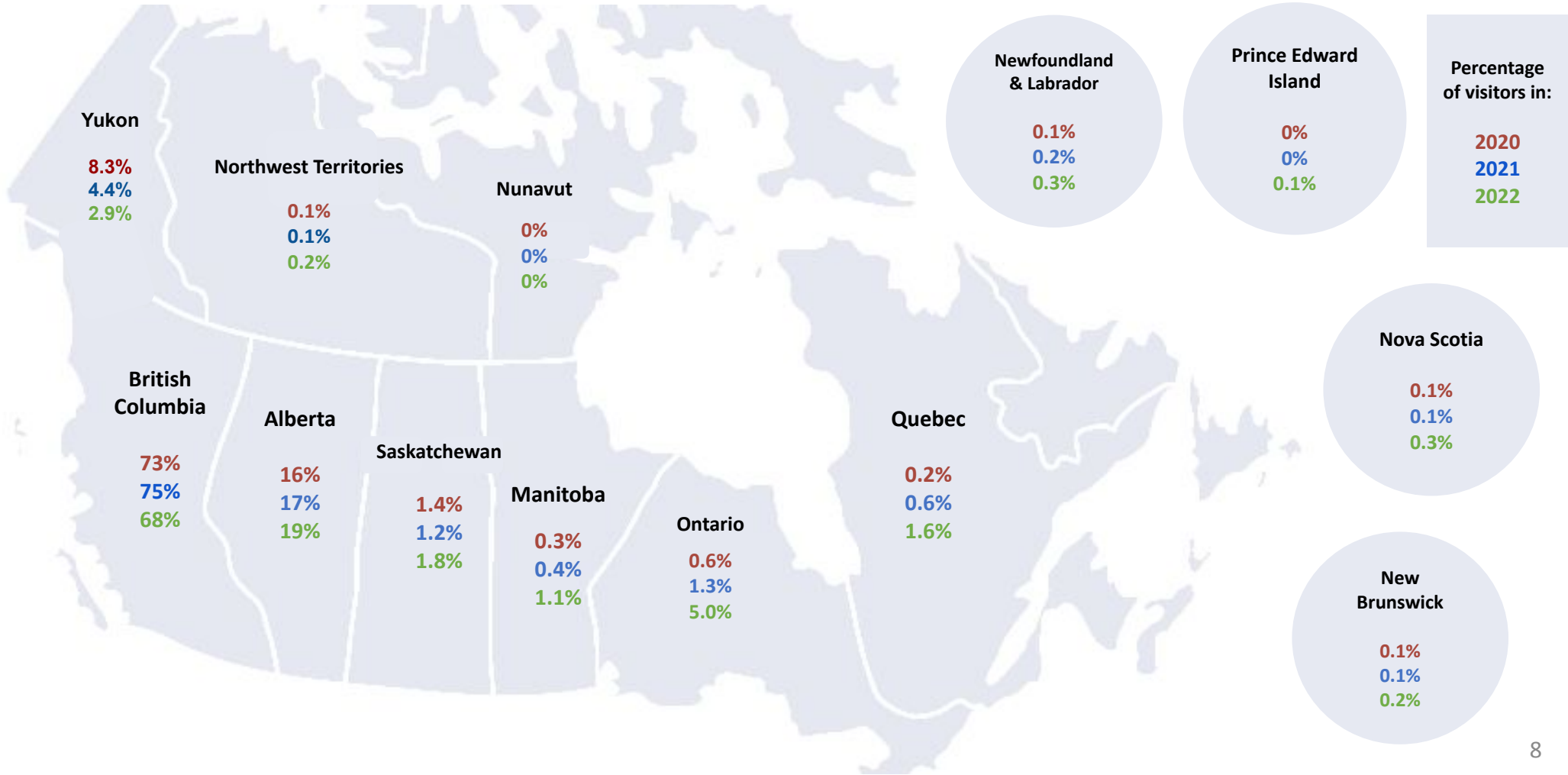
Q2 = April | May | June  
Note: All counts have been rounded to the nearest 100

### Overview

During Q2 2020 North-East BC saw an average of **110,600** Domestic Visitors. During Q2 2021 the region saw **128,000** Domestic Visitors, and in Q2 2022, **179,500** Domestic Visitors.

- Increase of **62%** 2022 compared to 2020
- Increase of **40%** 2022 compared to 2021

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





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

## North West BC

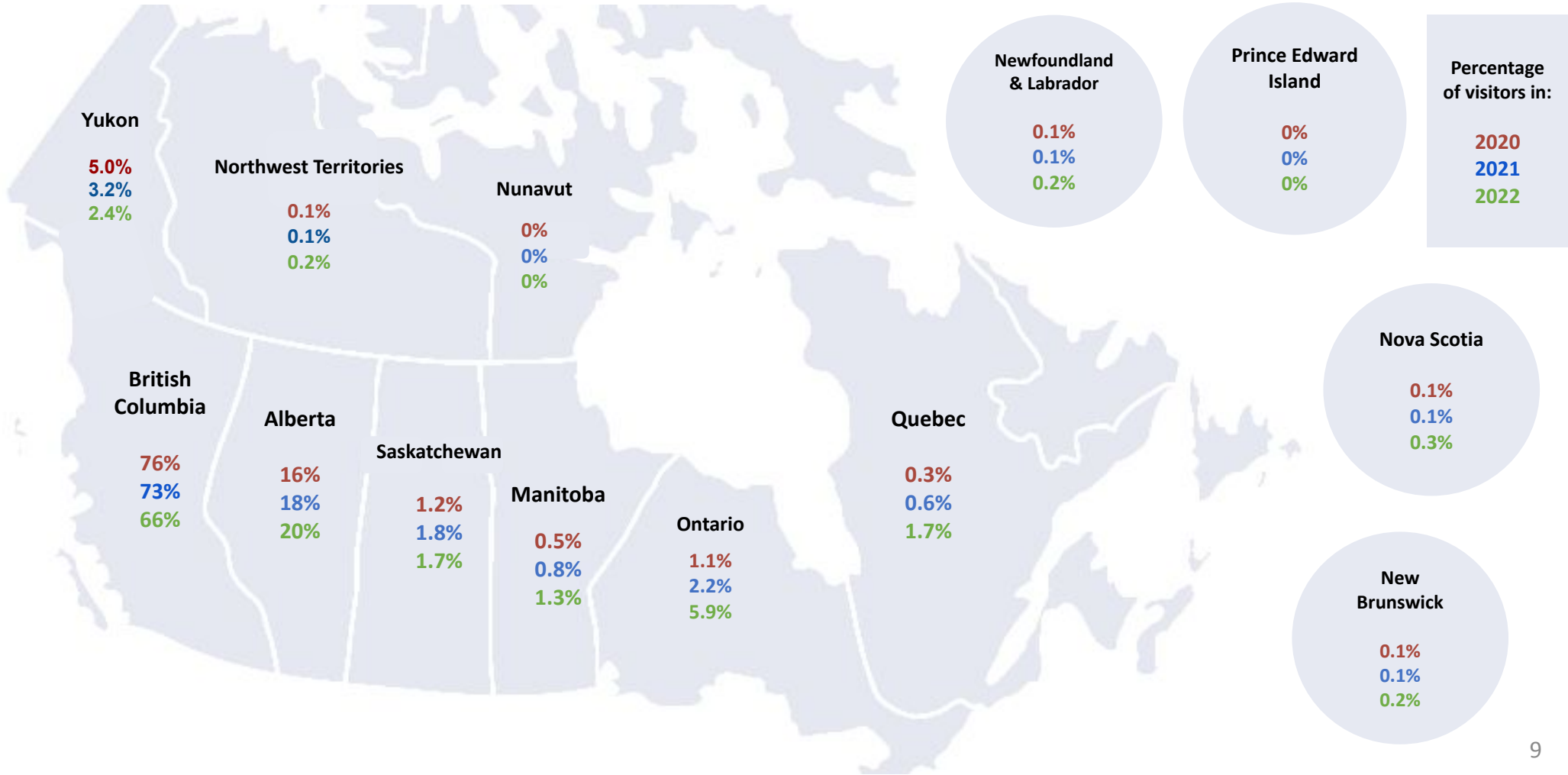
Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

During Q3 2020 North- East BC saw an average of **240,100** Domestic Visitors.  
During Q3 2021 the region saw **257,000** Domestic Visitors, and in Q3 2022, **274,600** Domestic Visitors.

- Increase of **14%** 2022 compared to 2020
- Increase of **7%** 2022 compared to 2021

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



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

## North West BC

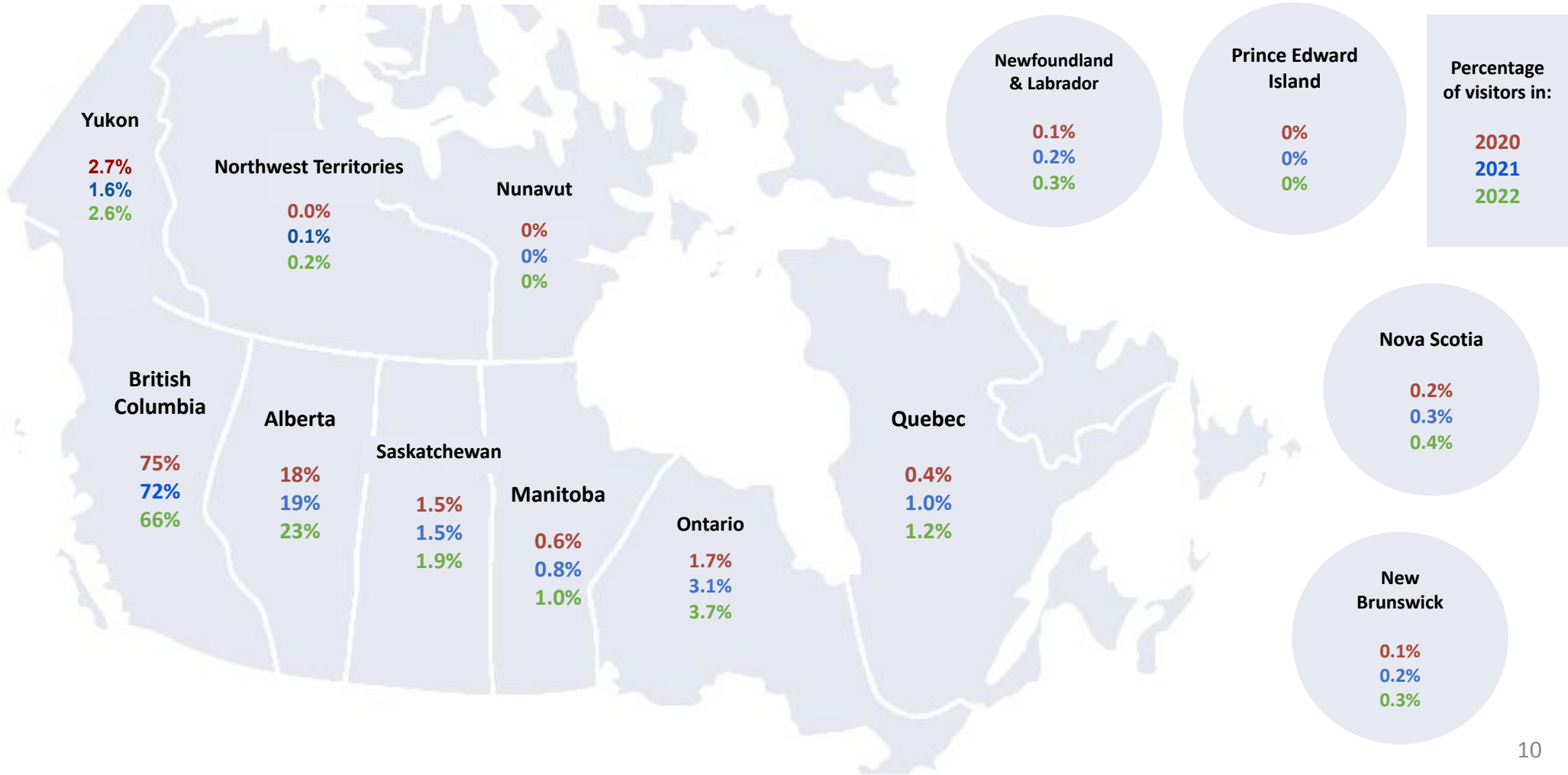
Q4 = October | November | December  
Note: All counts have been rounded to the nearest 100

### Overview

During Q4 2020 North-East BC saw an average of **91,100** Domestic Visitors.  
During Q4 2021 the region saw **111,300** Domestic Visitors, and in Q4 2022, **157,800** Domestic Visitors.

- **Increase** of **73%** 2022 compared to 2020
- **Increase** of **42%** 2022 compared to 2021

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





# Yearly 2020, 2021, 2022 & 2023: Domestic Visitors

## North West BC

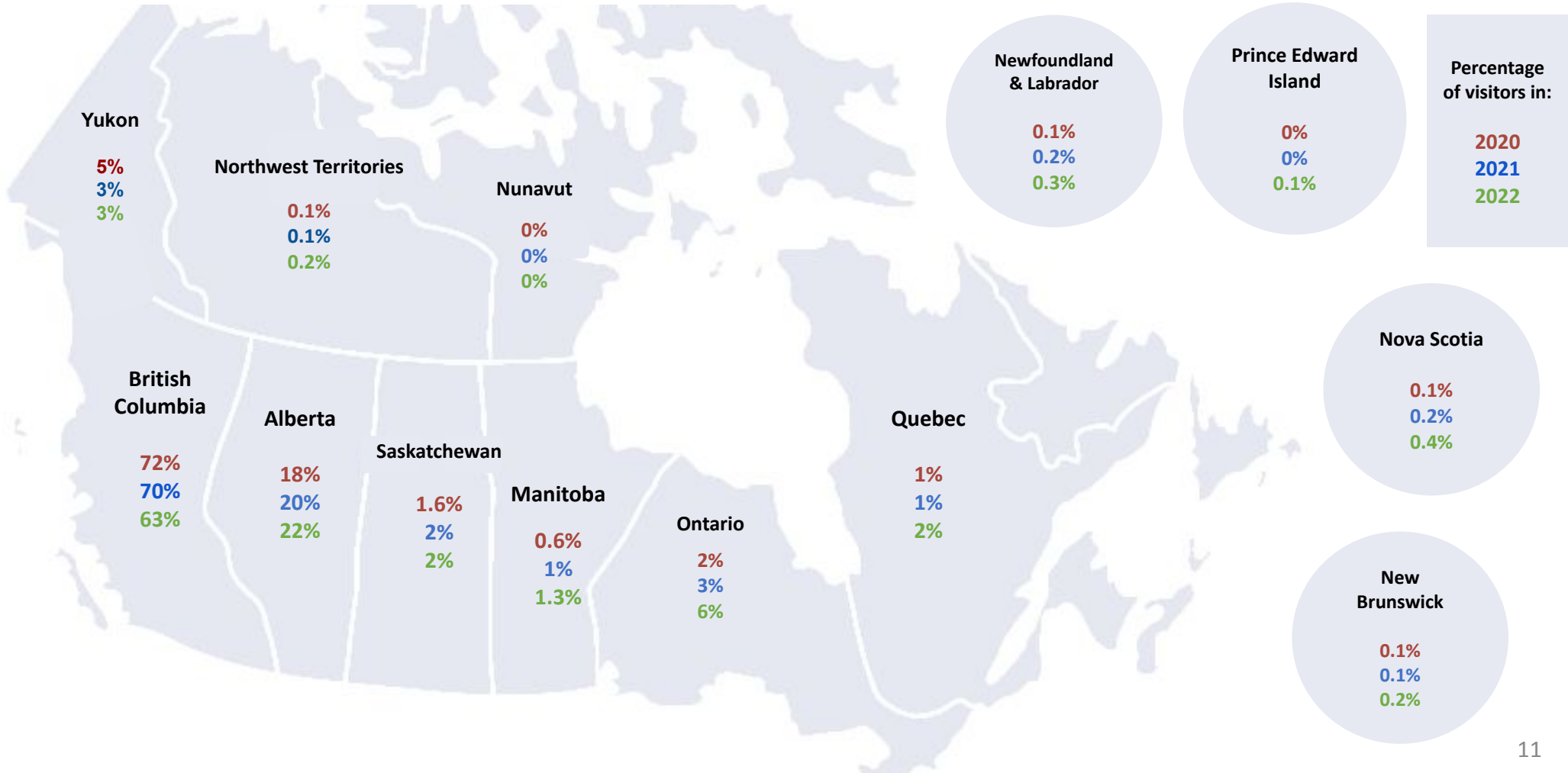
Note: All counts have been rounded to the nearest 100

### Overview

During 2020 North-West BC saw an average of **392,800** Domestic Visitors. During 2021 the region saw **404,600** Domestic Visitors, and in 2022, **542,200** Domestic Visitors.

- Increase of **38%** 2022 compared to 2020
- Increase of **34%** 2022 compared to 2021

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

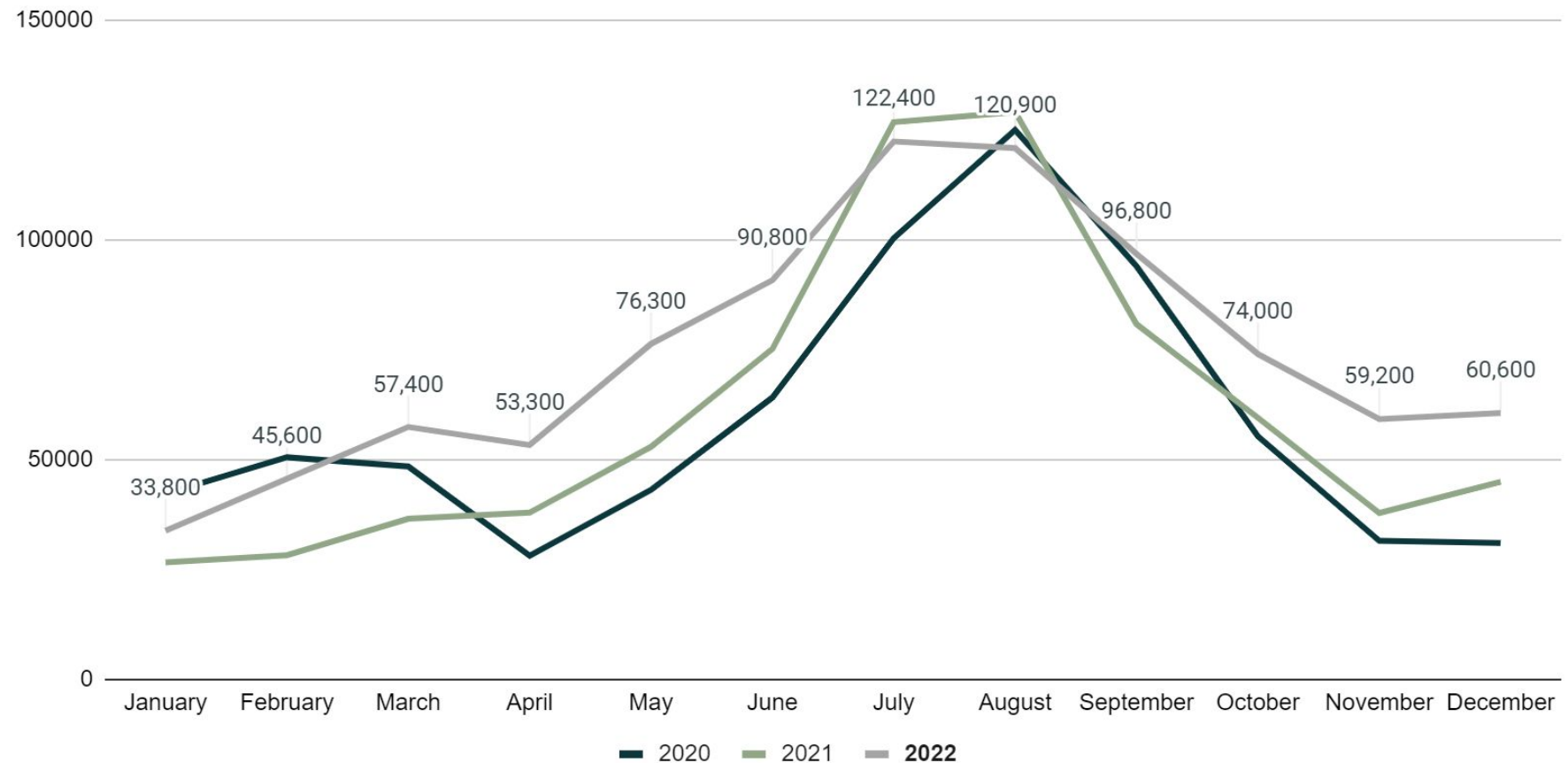


# Canadian Visitation

## Canadian Visitors Travelling to North West 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.

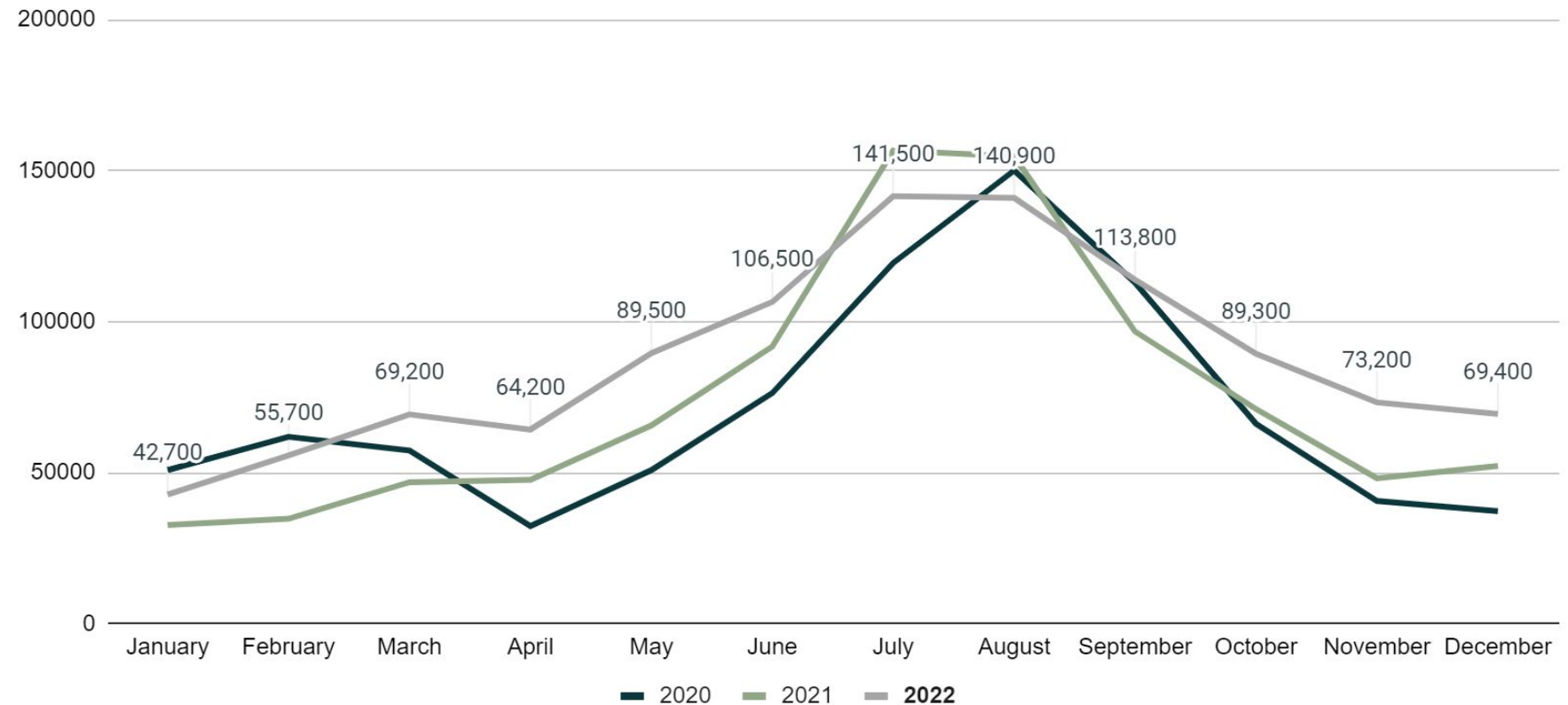


# Canadian Visitation

## Canadian Trips To North West 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 West 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

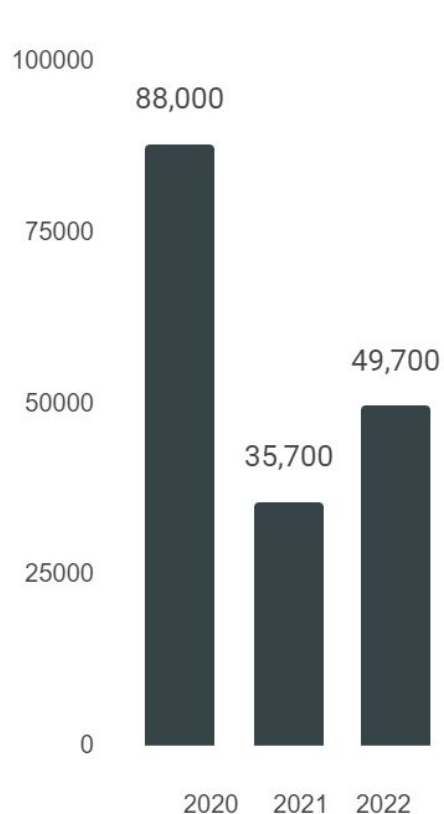


# North West BC Visitation

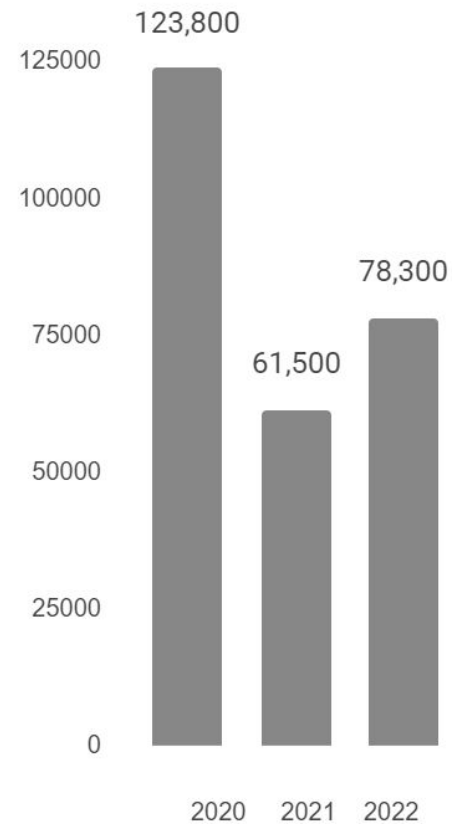
## BC Residents Travelling to North West BC By Quarter



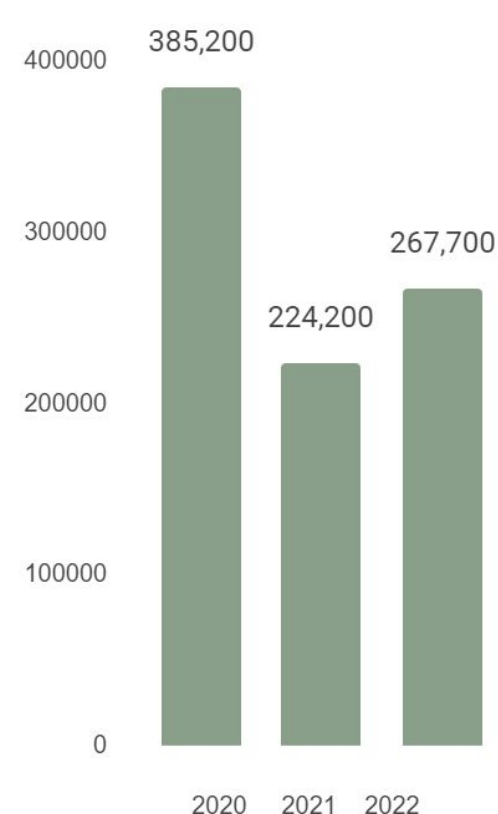
Number of Visitors to North West BC  
from BC in Q1



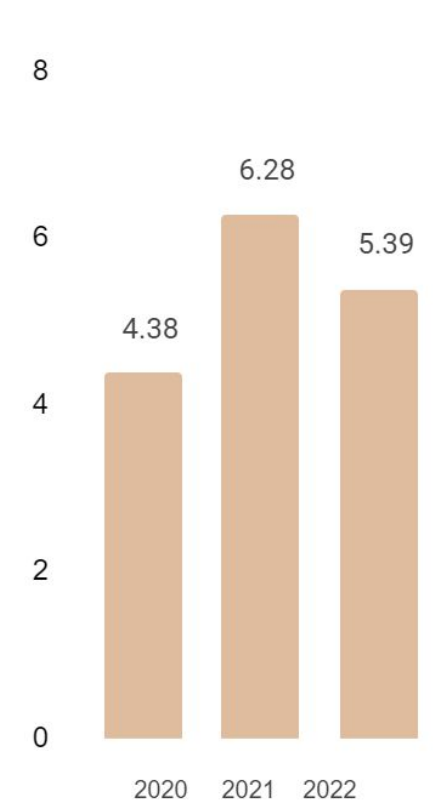
Number of Trips to North West BC  
from BC in Q1



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



Length of Stay on North West BC  
from BC in Q1



Q1 = January | February | March

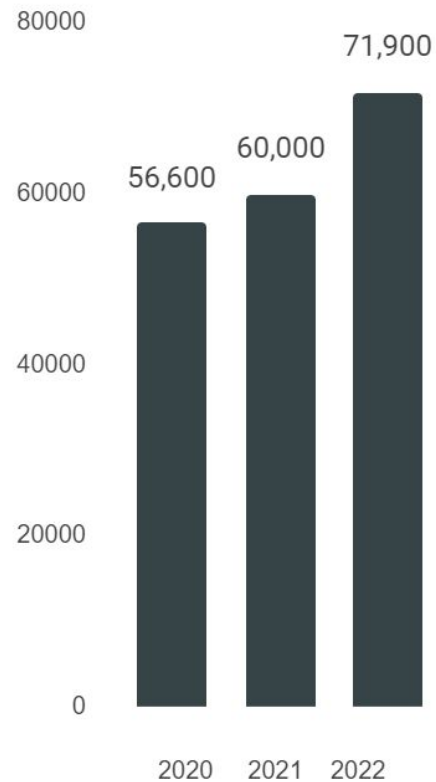
Note: All counts have been rounded to the nearest 100

# North West BC Visitation

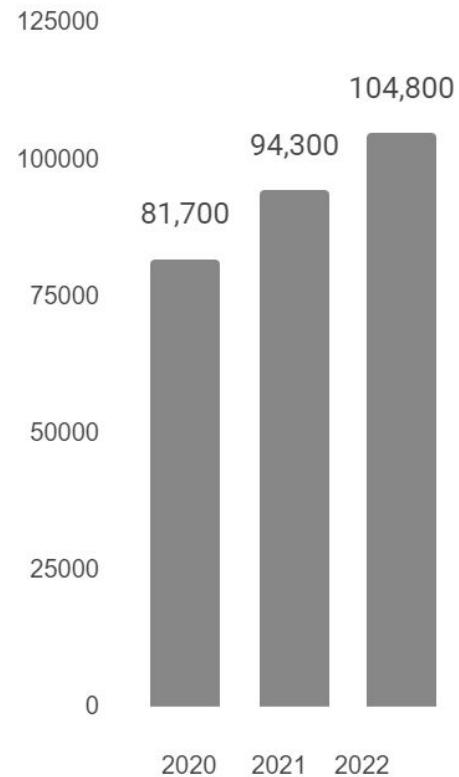
## BC Residents Travelling to North West BC By Quarter



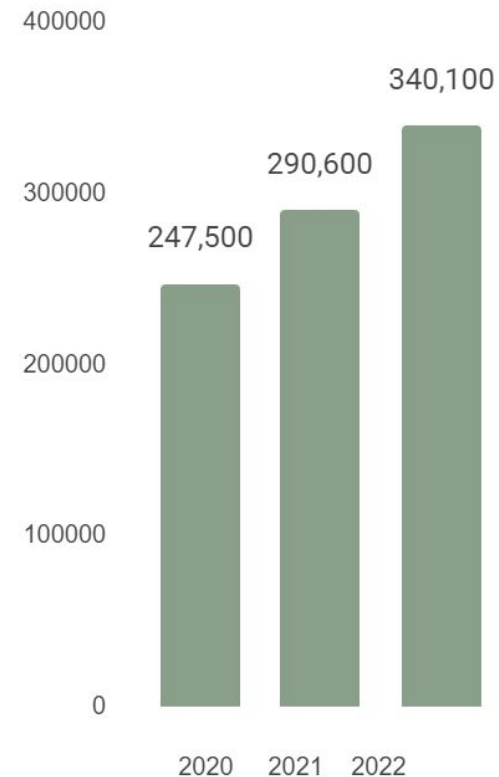
Number of Visitors to North West BC  
from BC in Q2



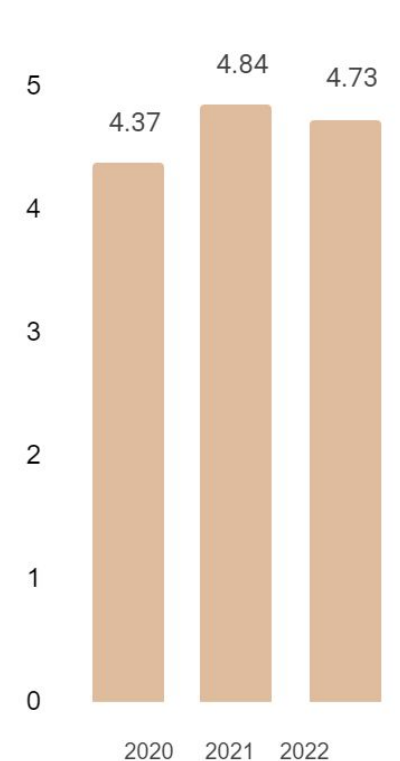
Number of Trips to North West BC  
from BC in Q2



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



Length of Stay on North West BC  
from BC in Q2



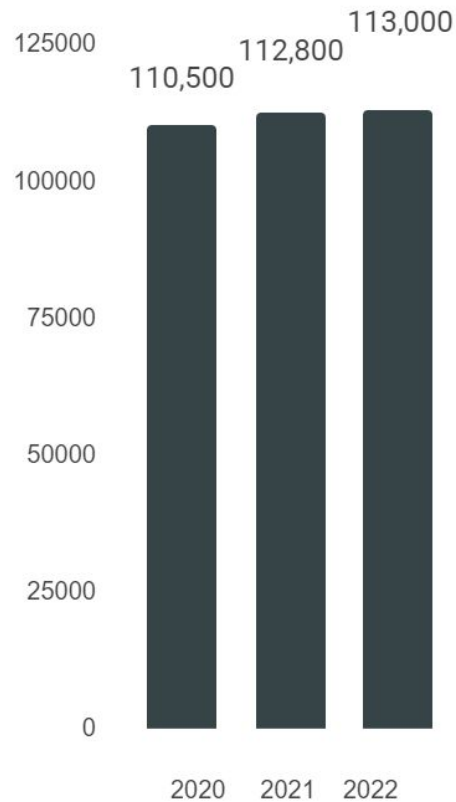
Note: All counts have been rounded to the nearest 100

# North West BC Visitation

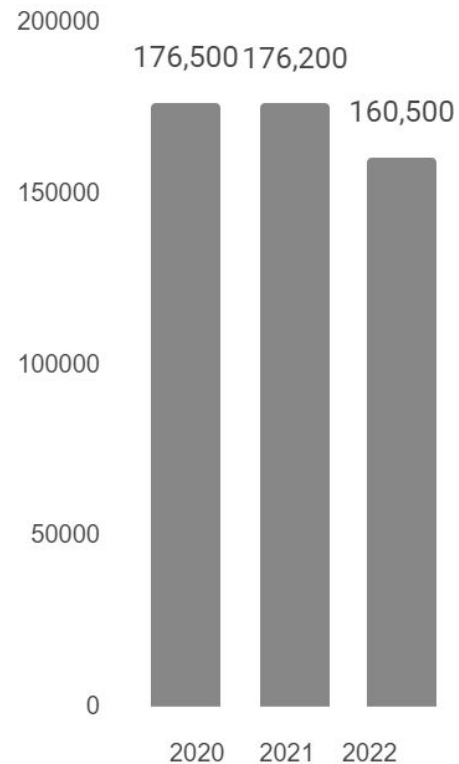
## BC Residents Travelling to North West BC By Quarter



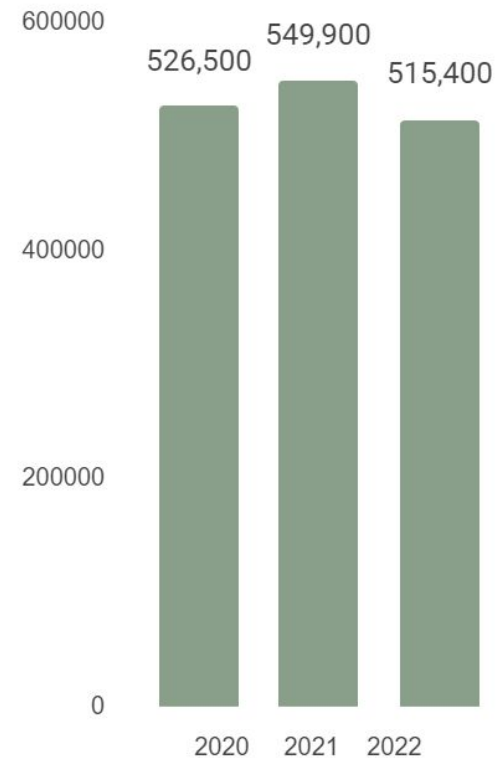
Number of Visitors to North West BC  
from BC in Q3



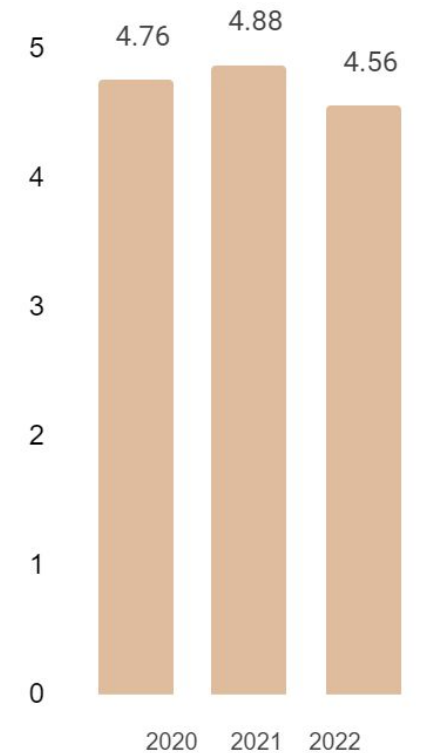
Number of Trips to North West BC  
from BC in Q3



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



Length of Stay on North West BC  
from BC in Q3



Note: All counts have been rounded to the nearest 100

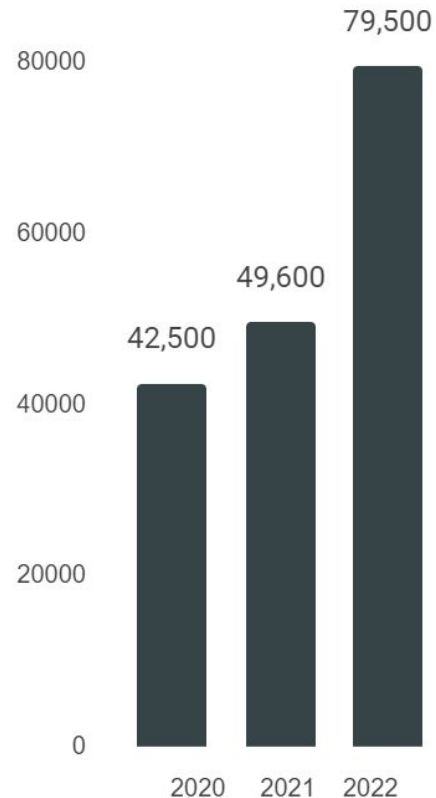


# North West BC Visitation

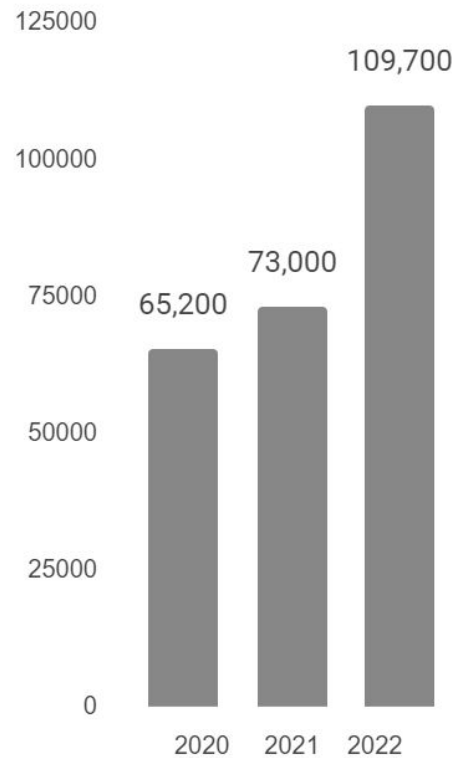
## BC Residents Travelling to North West BC By Quarter



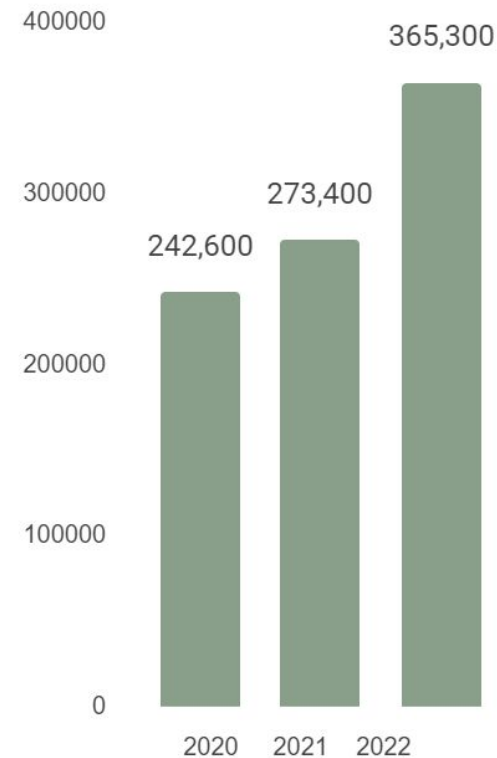
Number of Visitors to North West BC  
from BC in Q4



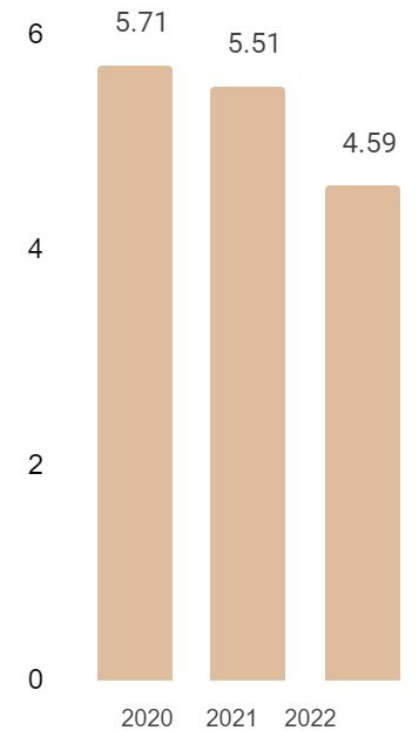
Number of Trips to North West BC  
from BC in Q4



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



Length of Stay on North West BC  
from BC in Q4

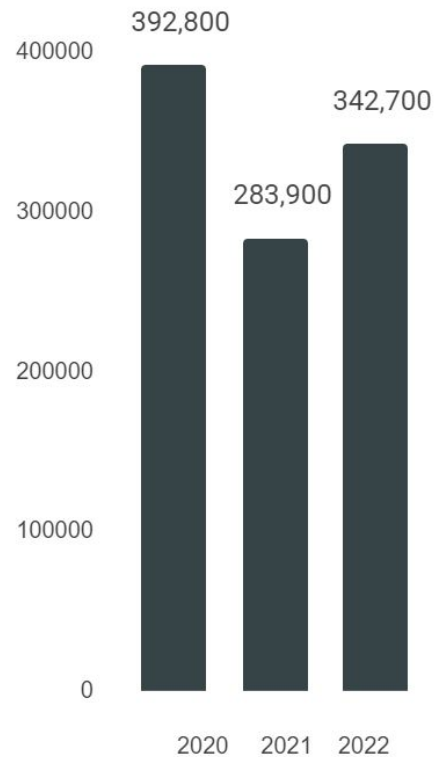


# North West BC Visitation

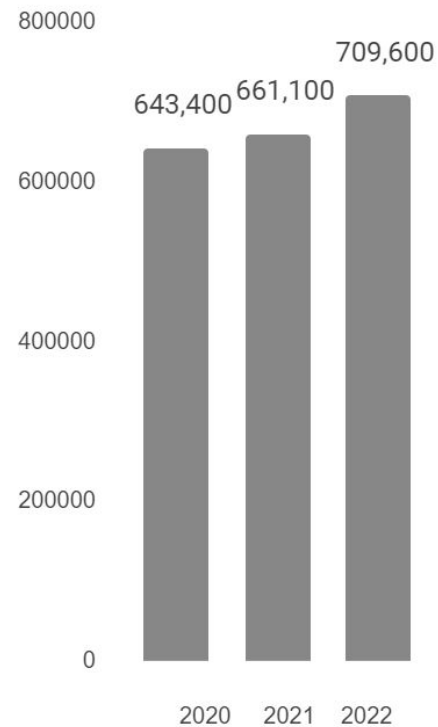
## BC Residents Travelling to North West BC By Year



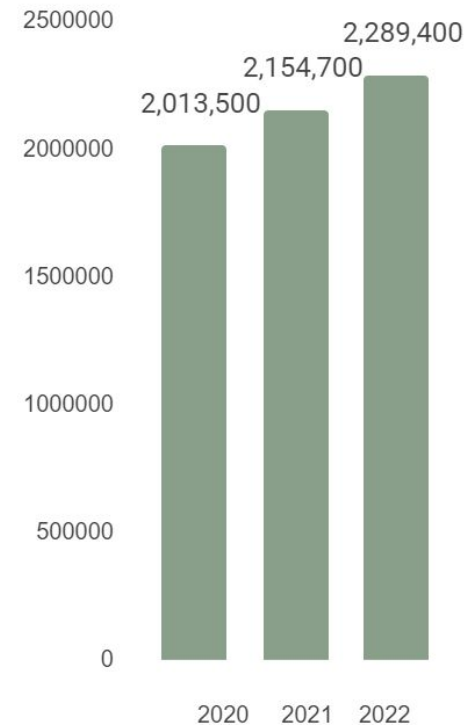
Number of Visitors to North West BC from BC



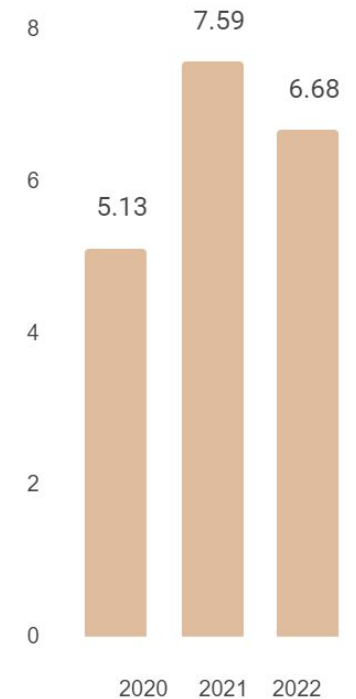
Number of Trips to North West BC from BC



Number of Nights Stayed on North West BC from BC



Length of Stay on North West BC from BC



# BC Visitors To North West BC By Quarter – Q1

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Prince George	9,575
Vancouver	4,355
Surrey	3,506
Terrace	3,194
Prince Rupert	3,027
Vanderhoof	2,199
Kitimat	2,128
Smithers	2,015
Kamloops	1,541
Abbotsford	1,456

City	2021 Visitor Count
Prince George	6,697
Prince Rupert	2,111
Terrace	1,975
Surrey	1,869
Vancouver	1,707
Kitimat	1,551
Vanderhoof	1,543
Abbotsford	1,468
Smithers	1,318
Kamloops	1,282

City	2022 Visitor Count
Prince George	9,045
Prince Rupert	3,792
Vancouver	3,414
Surrey	3,209
Terrace	2,481
Kitimat	2,184
Vanderhoof	1,861
Smithers	1,717
Kamloops	1,714
Abbotsford	1,602

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100



# BC Visitors To North West BC By Quarter – Q2

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Prince George	14,492
Prince Rupert	3,406
Vancouver	3,123
Terrace	3,021
Surrey	2,797
Vanderhoof	2,112
Abbotsford	1,954
Smithers	1,823
Kitimat	1,811
Kamloops	1,635

City	2021 Visitor Count
Prince George	17,524
Prince Rupert	4,997
Terrace	3,492
Vancouver	2,832
Vanderhoof	2,799
Surrey	2,679
Kitimat	2,480
Smithers	2,337
Abbotsford	1,875
Kamloops	1,736

City	2022 Visitor Count
Prince George	15,429
Vancouver	7,050
Surrey	5,781
Prince Rupert	5,223
Terrace	3,458
Kamloops	2,806
Kitimat	2,731
Abbotsford	2,491
Vanderhoof	2,480
Smithers	2,329

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# BC Visitors To North West BC By Quarter – Q3

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Prince George	28,988
Vancouver	7,573
Prince Rupert	7,072
Surrey	6,775
Terrace	5,629
Fort St. John	4,415
Vanderhoof	4,370
Kamloops	4,020
Smithers	3,863
Kitimat	3,772

City	2021 Visitor Count
Prince George	28,000
Vancouver	8,053
Prince Rupert	7,187
Surrey	6,880
Terrace	5,048
Vanderhoof	4,449
Kamloops	4,345
Fort St. John	4,279
Kitimat	4,128
Smithers	4,020

City	2022 Visitor Count
Prince George	23,702
Vancouver	10,735
Surrey	8,650
Prince Rupert	6,491
Kamloops	4,383
Terrace	4,242
Burnaby	3,737
Vanderhoof	3,668
Abbotsford	3,637
Kitimat	3,425

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

# BC Visitors To North West BC By Quarter – Q4

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Prince George	8,216
Prince Rupert	3,129
Surrey	2,912
Vancouver	2,879
Terrace	2,639
Abbotsford	1,795
Kamloops	1,771
Kitimat	1,717
Vanderhoof	1,688
Smithers	1,448

City	2021 Visitor Count
Prince George	9,121
Vancouver	4,307
Prince Rupert	3,302
Surrey	3,145
Terrace	2,617
Kitimat	2,149
Kamloops	1,963
Vanderhoof	1,844
Kelowna	1,834
Abbotsford	1,779

City	2022 Visitor Count
Prince George	11,209
Vancouver	6,581
Surrey	5,548
Prince Rupert	4,355
Terrace	3,006
Kamloops	2,479
Abbotsford	2,339
Kitimat	2,284
Vanderhoof	2,272
Burnaby	2,207

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100



# BC Visitors To North West BC By Year

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Prince George	38,700
Vancouver	14,800
Surrey	12,900
Prince Rupert	9,400
Terrace	7,800
Kamloops	6,800
Fort St. John	6,300
Abbotsford	6,200
Vanderhoof	6,000
Kitimat	5,300

City	2021 Visitor Count
Prince George	39,500
Vancouver	13,600
Surrey	11,400
Prince Rupert	9,600
Terrace	7,400
Kamloops	6,900
Fort St. John	6,400
Abbotsford	6,100
Vanderhoof	6,100
Kitimat	5,600

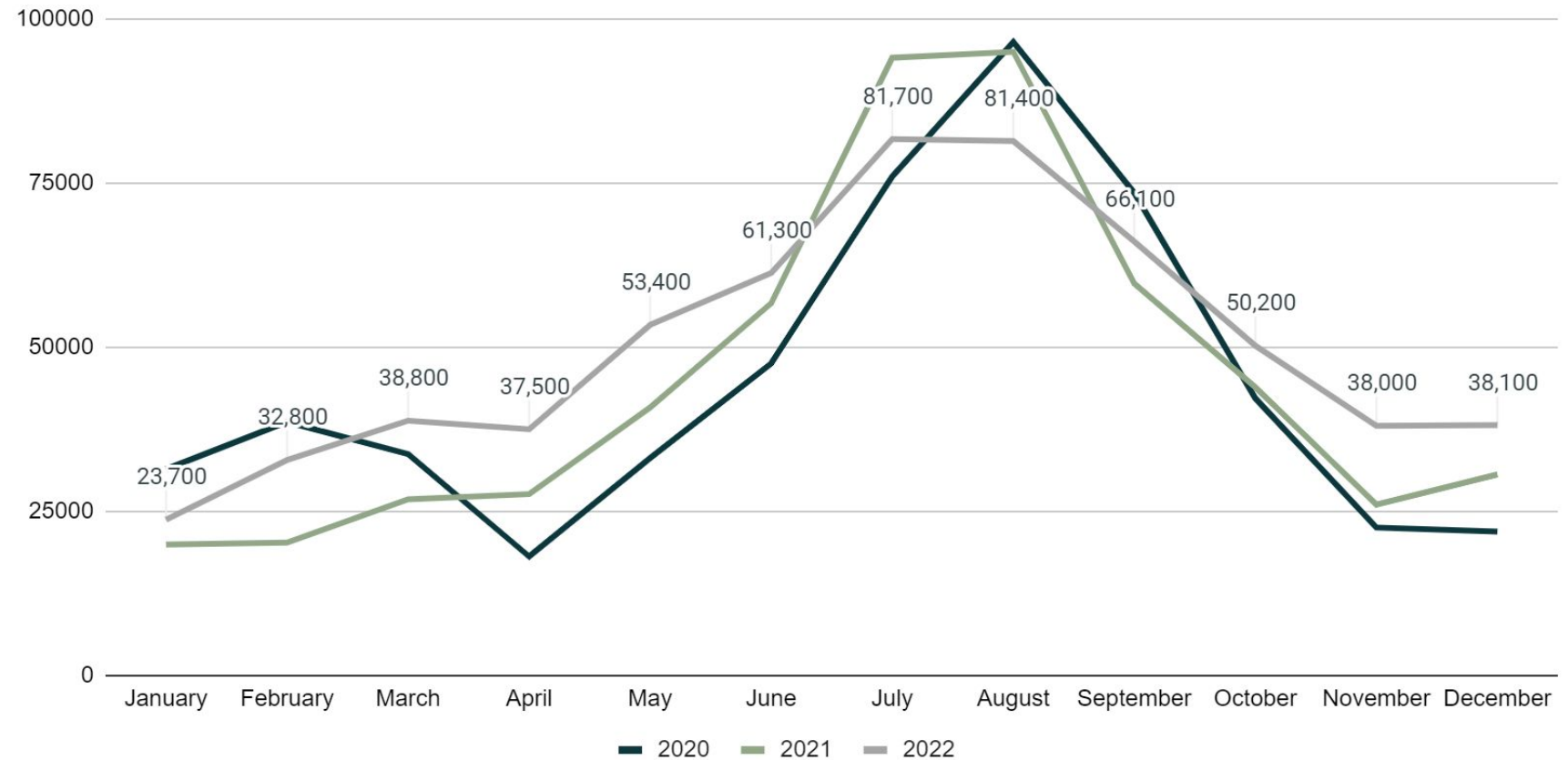
City	2022 Visitor Count
Vancouver	38,400
Surrey	23,700
Burnaby	19,200
Richmond	10,200
Saanich	8,700
Nanaimo	7,900
Coquitlam	7,500
Langley	7,400
Victoria	7,100
Abbotsford	6,800

# British Columbia Visitation

## BC Visitors Travelling To North West BC By Month



- February 2022 saw a **15%** decrease compared to 2020, a **62%** increase compared to 2021
- April 2022 saw a **107%** increase compared to 2020, a **36%** increase compared to 2021
- August 2022 saw a **16%** decrease compared to 2020, a **14%** decrease compared to 2021



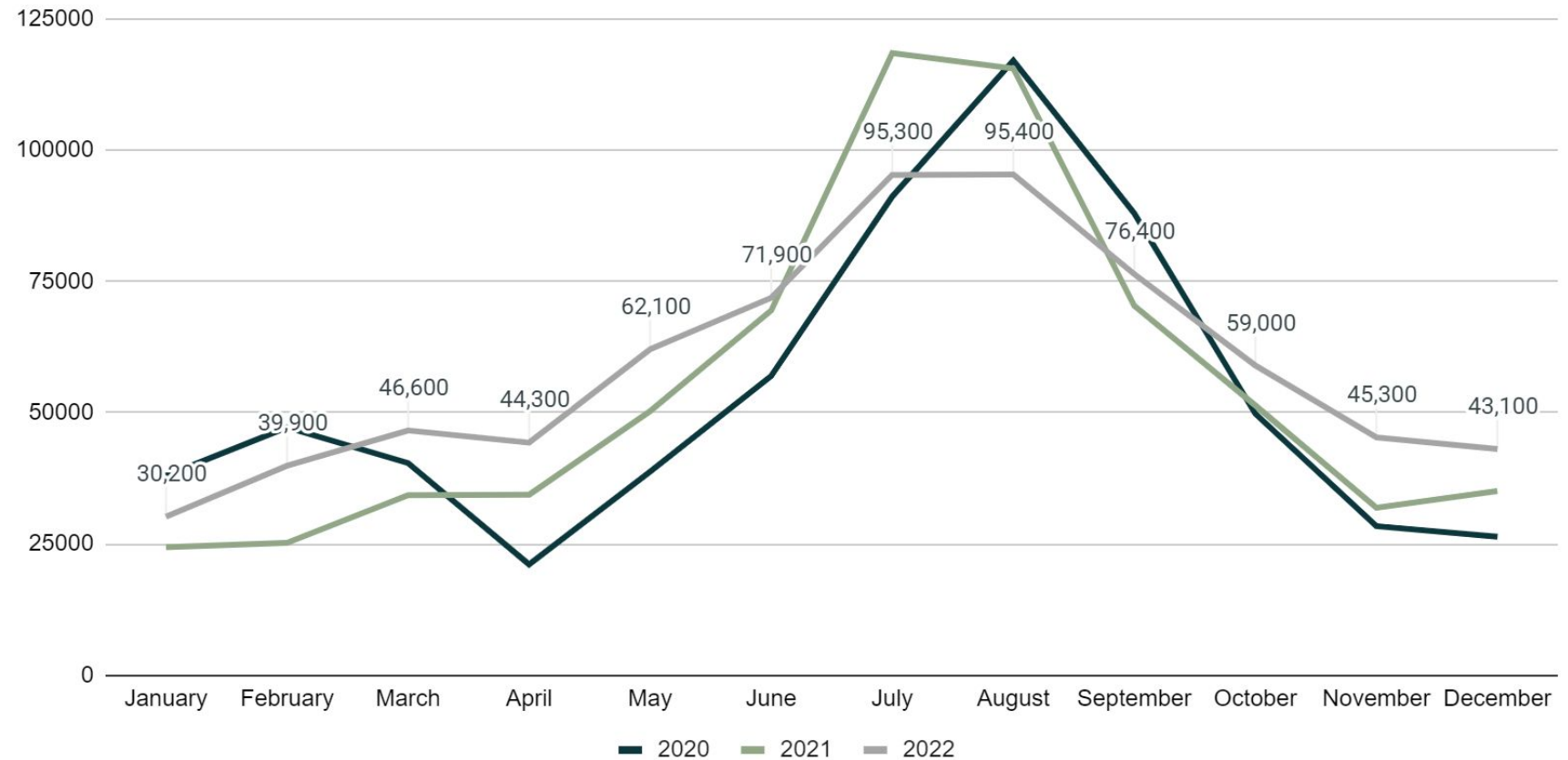
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# British Columbia Visitation

## BC Trips To North West BC By Month



- February 2022 saw a **15%** decrease compared to 2020, a **59%** increase compared to 2021
- April 2022 saw a **110%** increase compared to 2020, a **29%** increase compared to 2021
- August 2022 saw a **19%** decrease compared to 2020, a **18%** 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.

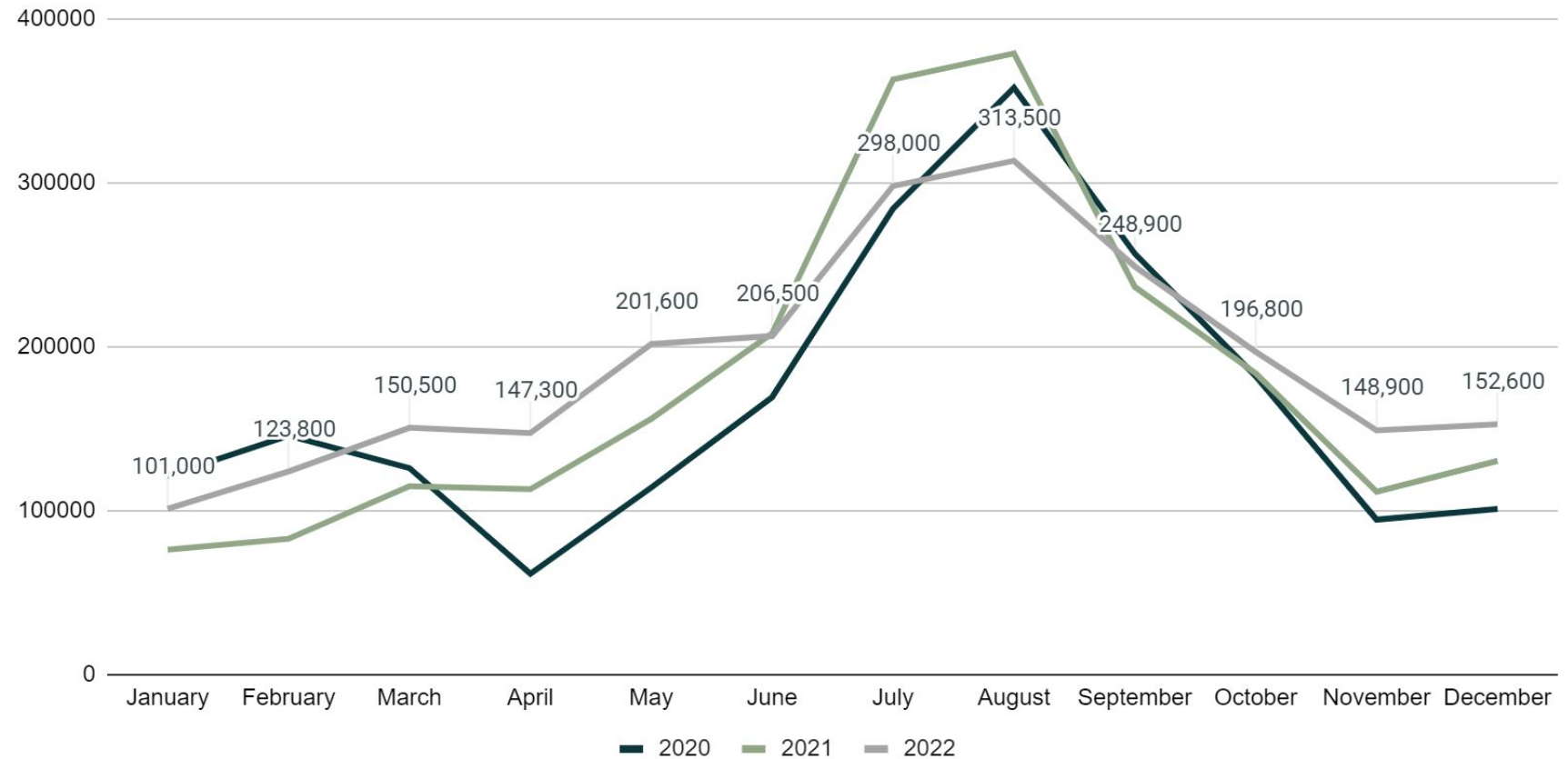


# British Columbia Visitation

## BC Overnight Stays On North West BC By Month



- February 2022 saw a **15%** decrease compared to 2020, a **50%** increase compared to 2021
- April 2022 saw a **140%** increase compared to 2020, a **30%** increase compared to 2021
- August 2022 saw a **12%** decrease compared to 2020, a **17%** 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 West BC

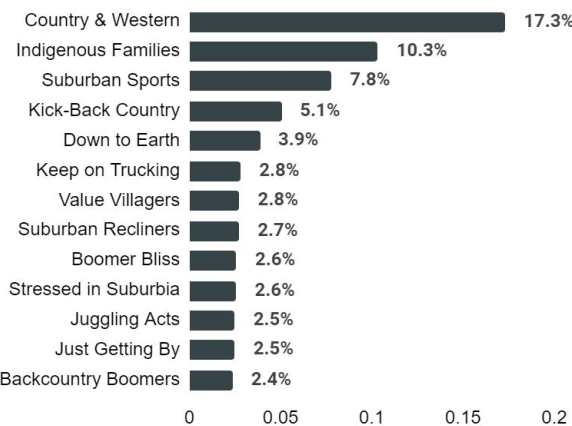
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### Overview

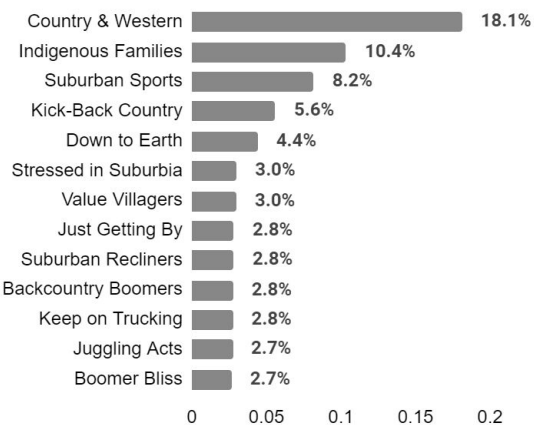
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q1 across the three years.

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

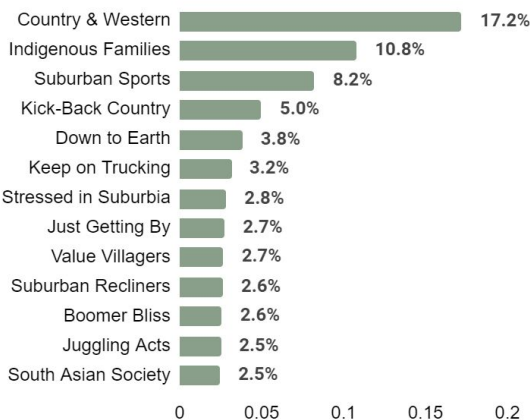
2020 BC Visitors by PRIZM Segment



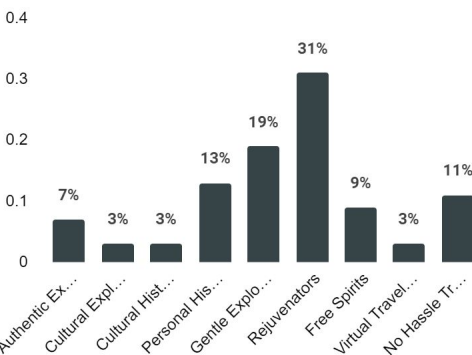
2021 BC Visitors by PRIZM Segment



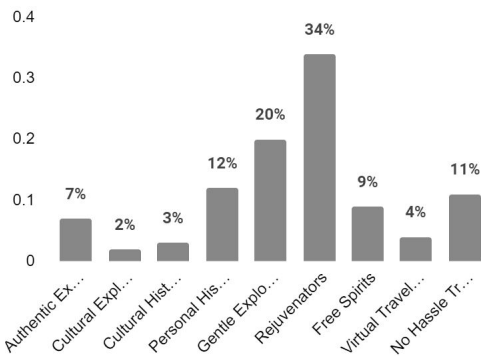
2022 BC Visitors by PRIZM Segment



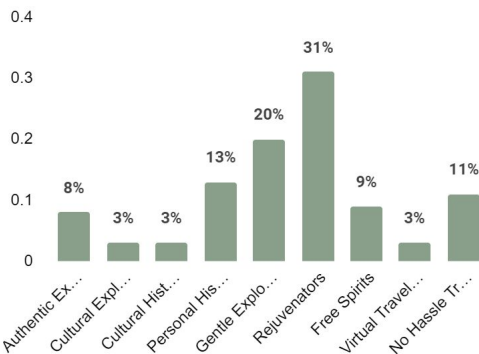
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



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

## North West BC

Q2 = April | May | June

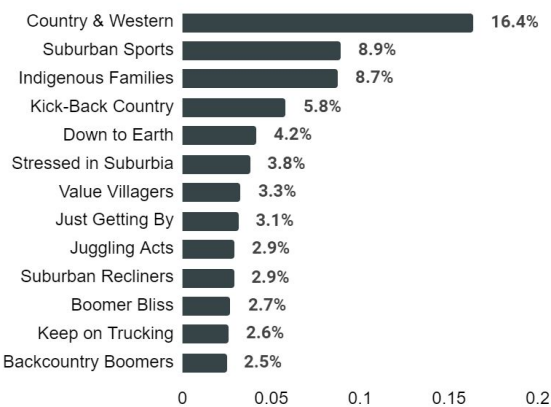
Note: All counts have been rounded to the nearest 100

### Overview

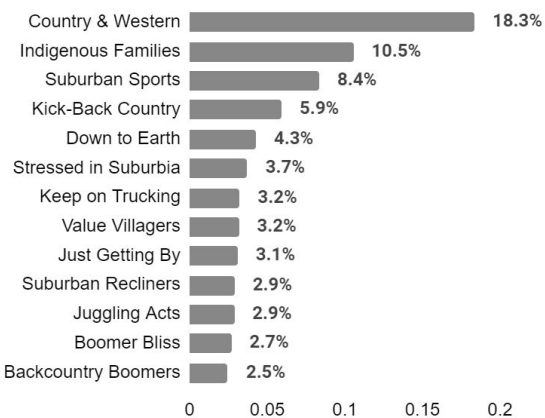
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q2 across the three years.

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

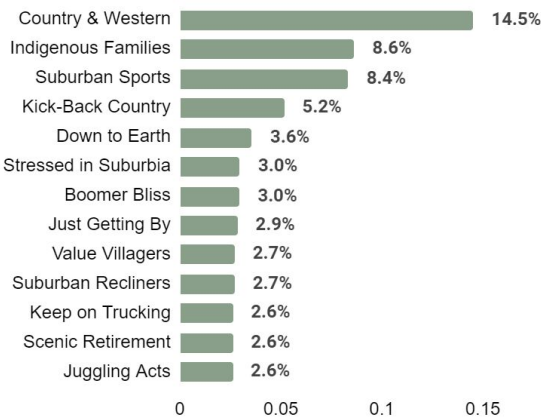
2020 BC Visitors by PRIZM Segment



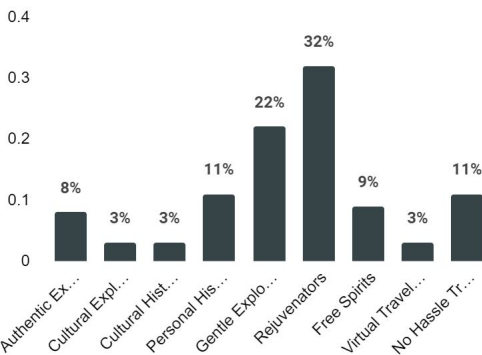
2021 BC Visitors by PRIZM Segment



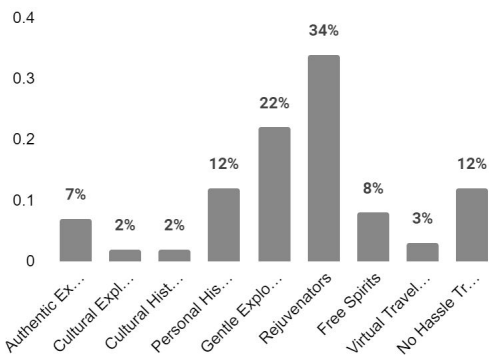
2022 BC Visitors by PRIZM Segment



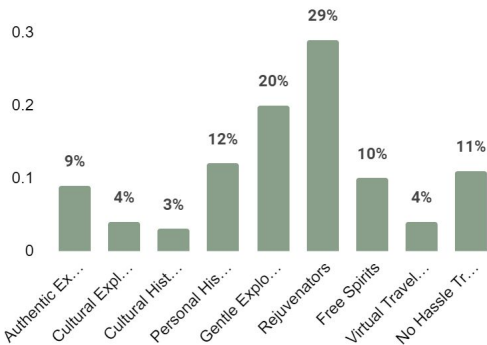
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



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

## North West BC

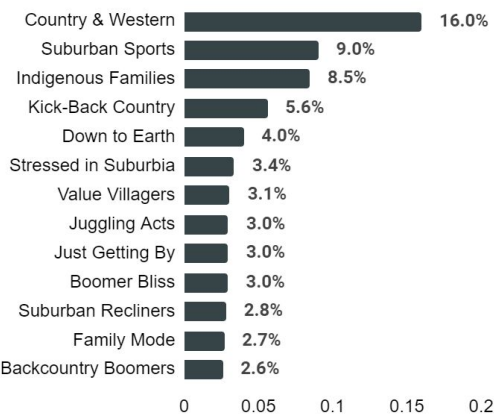
Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

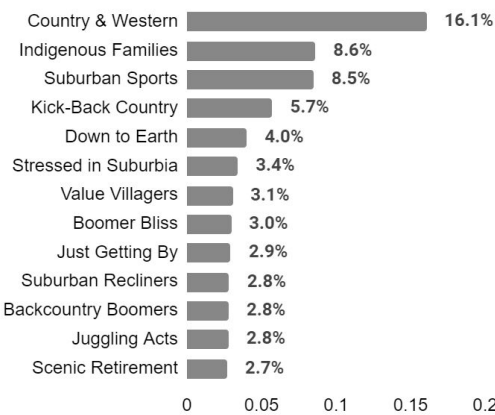
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Country & Western and Indigenous Families were the top visitors from BC in Q3 across the three years.

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

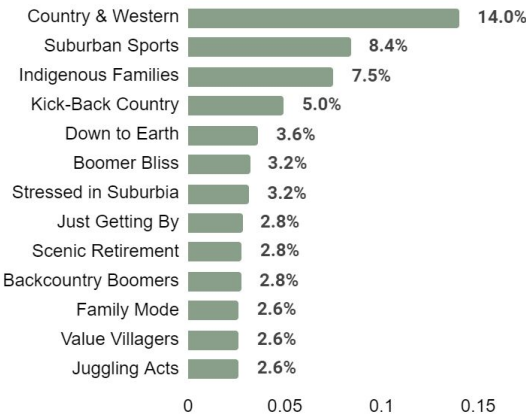
2020 BC Visitors by PRIZM Segment



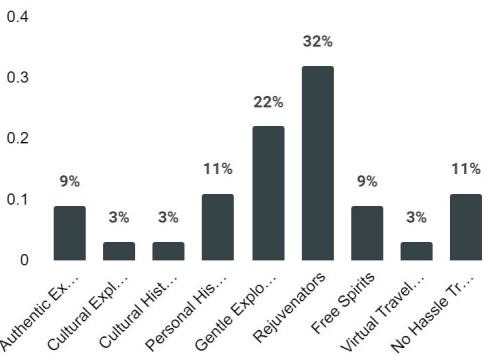
2021 BC Visitors by PRIZM Segment



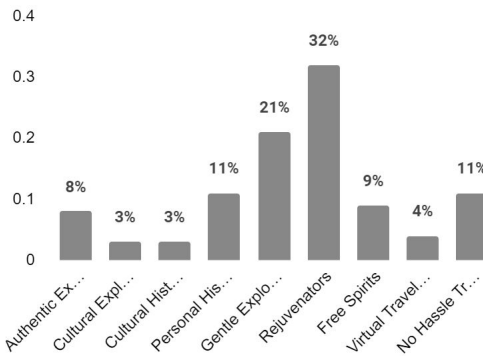
2022 BC Visitors by PRIZM Segment



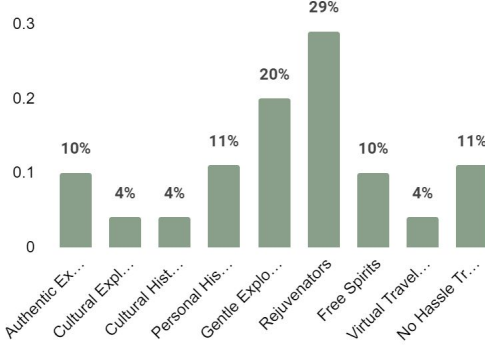
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



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

## North West BC

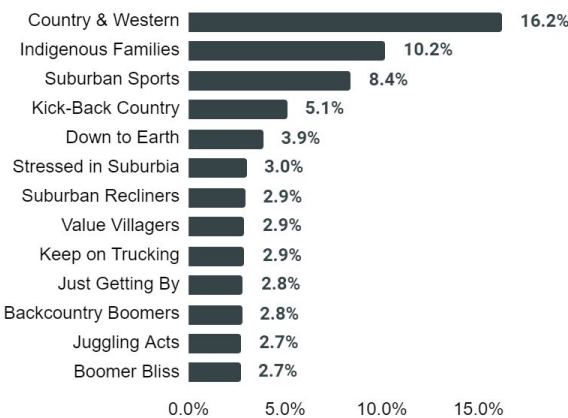
Q4 = October | November | December  
Note: All counts have been rounded to the nearest 100

### Overview

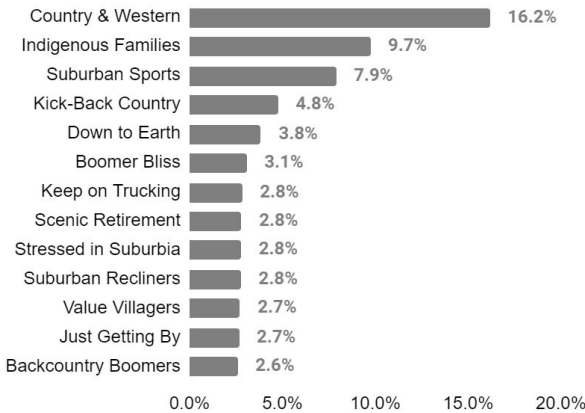
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q4 across the three years.

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

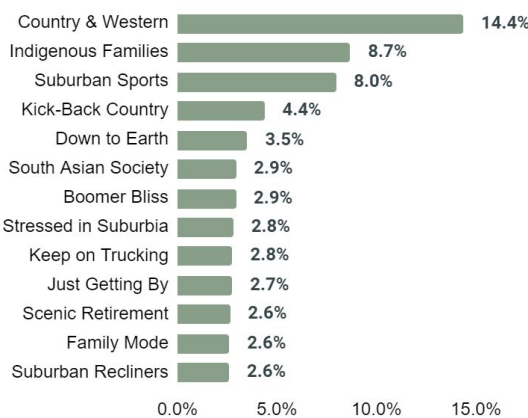
2020 BC Visitors by PRIZM Segment



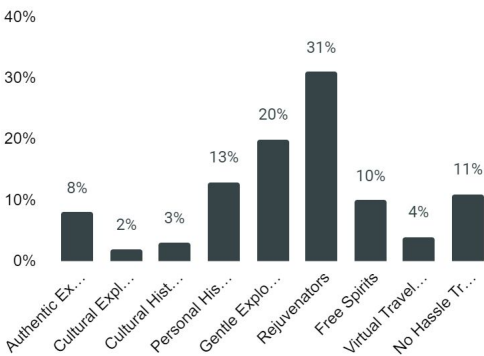
2021 BC Visitors by PRIZM Segment



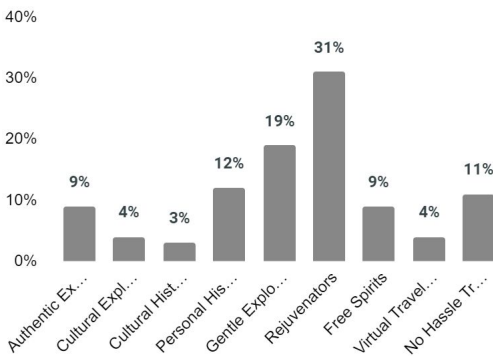
2022 BC Visitors by PRIZM Segment



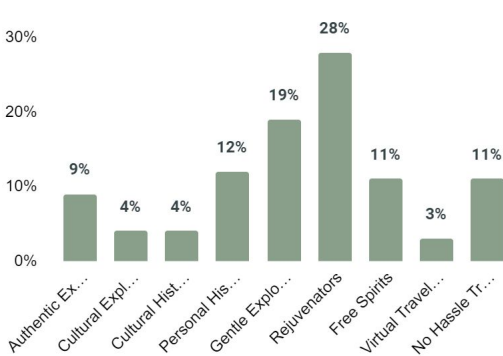
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type





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

## North West BC

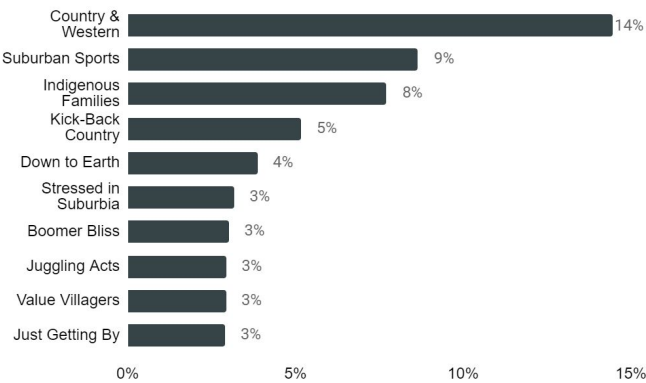
Note: All counts have been rounded to the nearest 100

### Overview

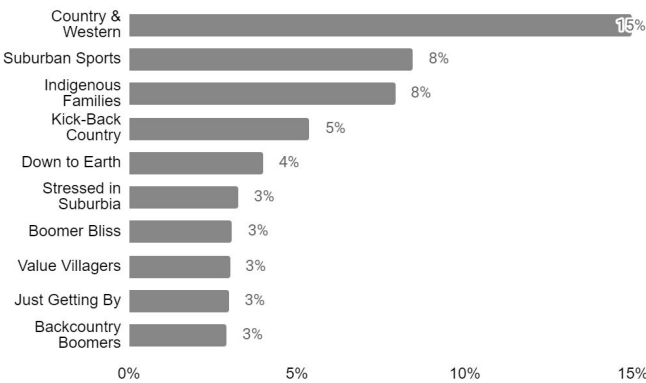
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Sports, Country & Western and Indigenous Families were the top visitors from BC in across the three years.

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

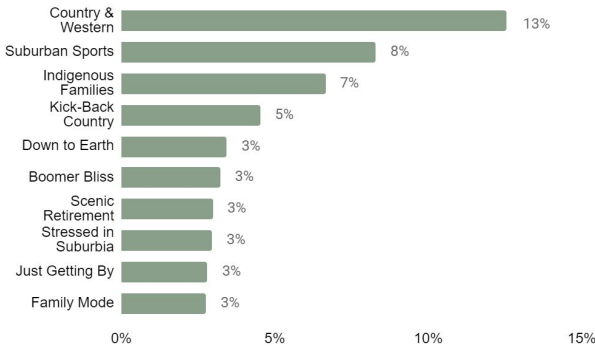
2020 BC Visitors by PRIZM Segment



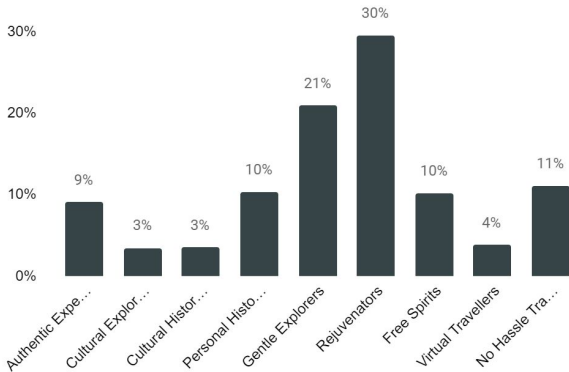
2021 BC Visitors by PRIZM Segment



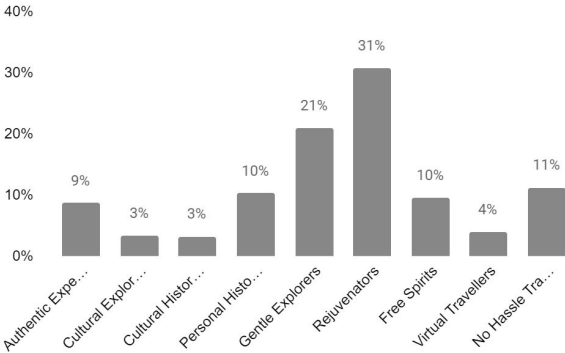
2022 BC Visitors by PRIZM Segment



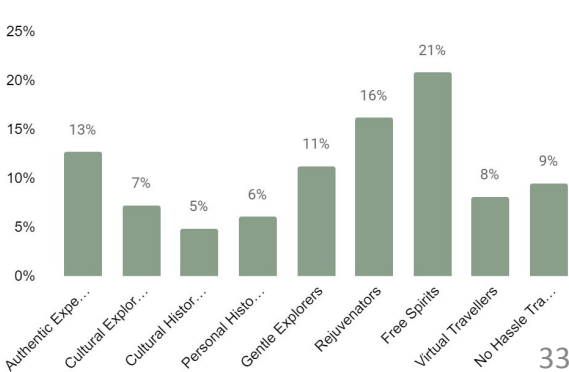
2020 BC Visitors by EQ Type



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"><li>• Older, middle-income western homeowners</li><li>• Mixed Education</li><li>• Farming and Blue-Collar employment</li><li>• Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles</li><li>• EQ Type: Rejuvenator</li></ul>	
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

## Indigenous Families



General Canadian Summary
<ul style="list-style-type: none"> <li>• Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin</li> <li>• Mixed Education (Grade 9/High School)</li> <li>• Positions in health care, education and the trades</li> <li>• Value volunteering within their communities and outdoor activities such as hiking, skiing and boating</li> <li>• EQ Type: Personal History Explorers</li> </ul>

Top BC Geographic Markets	
Census Subdivision	Percentage of group
Prince Rupert	4.8%
Terrace	4.6%
Prince George	3.7%
Williams Lake	2.4%

Category	Highlights
<b>Household Count</b>	Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 28th, making up 27,550 households, or 1.4% of the total Households in British Columbia (2,030,007)
<b>Maintainer Age</b>	Median Household Maintainer Age is 56
<b>Children at Home</b>	39% of couples do not have children living at home (Below Average)
<b>Household Income</b>	Below Average Household Income of \$88,076 compared to BC at \$118,490
<b>Top Social Values</b>	Attraction to Nature, Search for Roots, Need for Escape
<b>Top Tourism Activities</b>	Cycling, Hiking/Backpacking, Camping
<b>Travel</b>	Above Average interest for travelling within Canada (Above Average for Victoria, Vancouver, Toronto, Other Alberta, Montreal, Banff, Manitoba) they spent an average of \$1,633 (Average) on their last vacation
<b>Social Media</b>	84% currently use Facebook (Average), 34% use Instagram (Below Average), 22% use Twitter (Below Average) and 68% use YouTube (Average)



# 2022 BC PRIZM Segment Summary

## Suburban Sports

General Canadian Summary
<ul style="list-style-type: none"> <li>• Middle-aged couples and families (with children of all ages at home)</li> <li>• Moderate Education (high school/college degree)</li> <li>• Blue-collar positions in service sector (natural resources, Trades)</li> <li>• Value community involvement and companies that treat their employees fairly</li> <li>• EQ Type: Gentle Explorer</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 52
<b>Children at Home</b>	47% of couples have children living at home (Above Average)
<b>Household Income</b>	Above Average Household Income of \$132,401 compared to BC at \$118,490
<b>Top Social Values</b>	Need for Escape, Racial Fusion, Emotional Control
<b>Top Tourism Activities</b>	Cycling, Swimming, Camping, Beer, food & wine festivals, Fishing & hunting, Curling, Adventure sports, Snowboarding
<b>Travel</b>	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
<b>Social Media</b>	81% currently use Facebook (Average), 39% use Instagram (Average), 24% use Twitter (Average) and 71% use YouTube (Average)



# 2022 BC PRIZM Segment Summary

## Kick-Back Country

### General Canadian Summary

- 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

## Down to Earth

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

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
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 59
<b>Children at Home</b>	54% of couples do not have children living at home (Above Average)
<b>Household Income</b>	54% of couples do not have children living at home (Above Average)
<b>Top Social Values</b>	Attraction to Nature, Emotional Control, Brand Apathy
<b>Top Tourism Activities</b>	Cycling, Hiking/Backpacking, Camping
<b>Travel</b>	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
<b>Social Media</b>	81% currently use Facebook (Average), 30% use Instagram (Below Average), 19% use Twitter (Below Average) and 68% use YouTube (Average)







# BC Top EQ Segment Summaries



# 2022 BC EQ Segment Summary

## No Hassle Travellers

General Canadian Summary	
<ul style="list-style-type: none"><li>• Mature singles and couples, without children at home, who are in or nearing retirement</li><li>• 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</li><li>• Average Canadians/Americans leading busy lives, understated and cautious with spending money</li><li>• Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations</li><li>• Prefer quiet weekend getaways close by</li></ul>	
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).



# 2022 BC EQ Segment Summary

## Rejuvenators

General Canadian Summary
<ul style="list-style-type: none"> <li>Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes</li> <li>Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves</li> <li>They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US</li> <li>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</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 60
<b>Children at Home</b>	54% of couples do not have children living at home (Above Average).
<b>Household Income</b>	Average Household Income of \$109,643 compared to BC at \$118,490.
<b>Top Social Values</b>	Attraction to Nature, Emotional Control, Brand Apathy.
<b>Top Tourism Activities</b>	Hiking & backpacking, Camping, Cycling.
<b>Travel</b>	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.
<b>Social Media</b>	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

## Gentle Explorers

### General Canadian Summary

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

### 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).





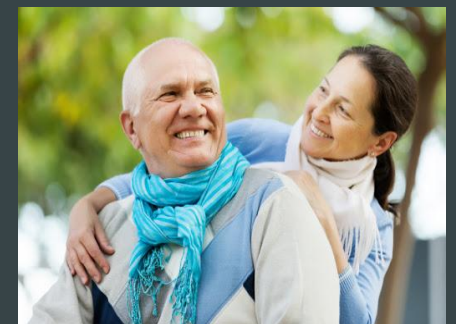
# 2022 BC EQ Segment Summary

## Personal History Explorers

General Canadian Summary
<ul style="list-style-type: none"> <li>Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes</li> <li>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</li> <li>They are a more culturally diverse group</li> <li>Social people who enjoy being with others when travelling and favour group travel</li> </ul>

Top Geographic Markets	
Census Subdivision	Percentage of group
Vancouver	50.3%
Burnaby	9.0%
Surrey	3.7%
West Vancouver	1.9%

Category	Highlights
<b>Household Count</b>	Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up 149,785 households, or 7.4% of the total Households in British Columbia (2,030,007)
<b>Maintainer Age</b>	Median Household Maintainer Age is 55
<b>Children at Home</b>	46% of couples have children living at home (Above Average).
<b>Household Income</b>	Average Household Income of \$107,432 compared to BC at \$118,490
<b>Top Social Values</b>	Traditional Family, Ecological Fatalism, Consumptivity
<b>Top Tourism Activities</b>	Hiking & backpacking, Camping, Swimming.
<b>Travel</b>	Average interest for travelling within Canada, Personal History Explorers from British Columbia spent an average of \$1,664 (Average) on their last vacation
<b>Social Media</b>	76% currently use Facebook (Average), 40% use Instagram (Average), 28% use Twitter (Above Average) and 72% use YouTube (Average)





# 2022 BC EQ Segment Summary

## Free Spirits

General Canadian Summary	
<ul style="list-style-type: none"><li>Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas</li><li>Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others</li><li>Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest</li><li>They seek some structure when they travel so they can indulge in worry-free hedonistic activities</li><li>Enjoy the best they can afford in terms of accommodations and restaurants</li></ul>	
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)





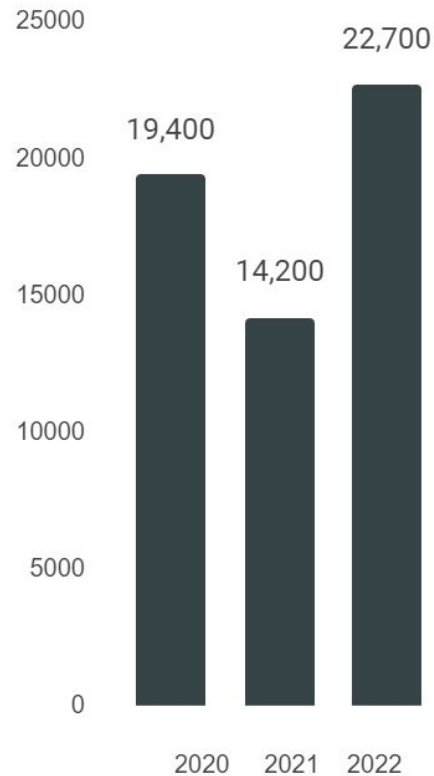
**Alberta Insights**

# North West BC Visitation

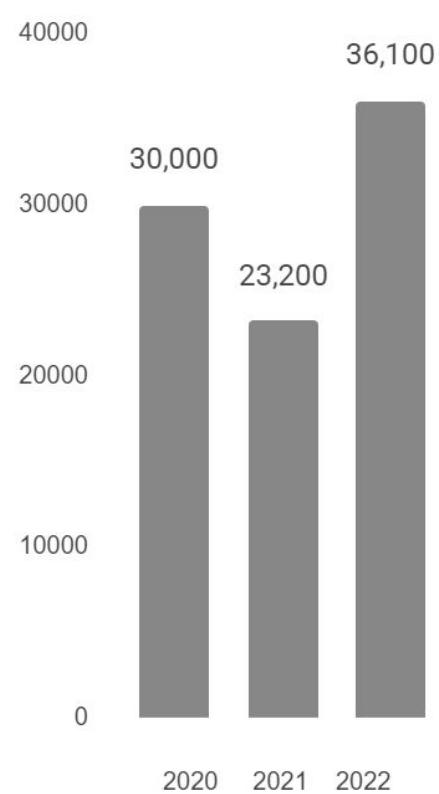
## Alberta Residents Travelling To North West BC By Quarter



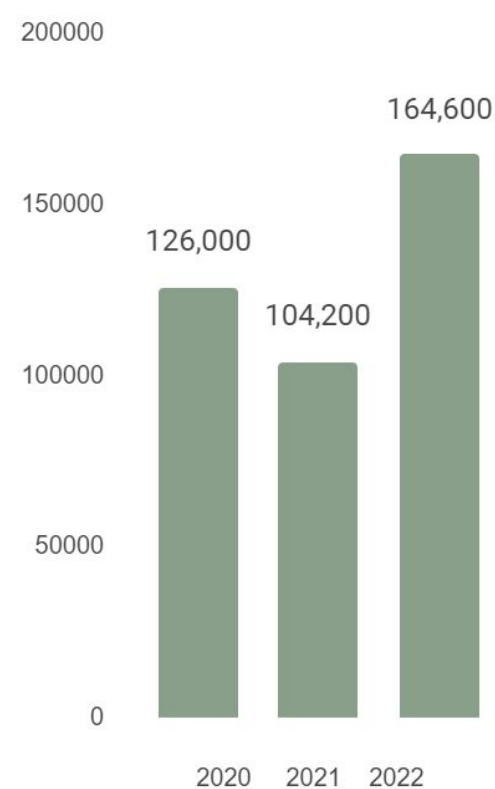
Number of Visitors to North West BC  
from AB in Q1



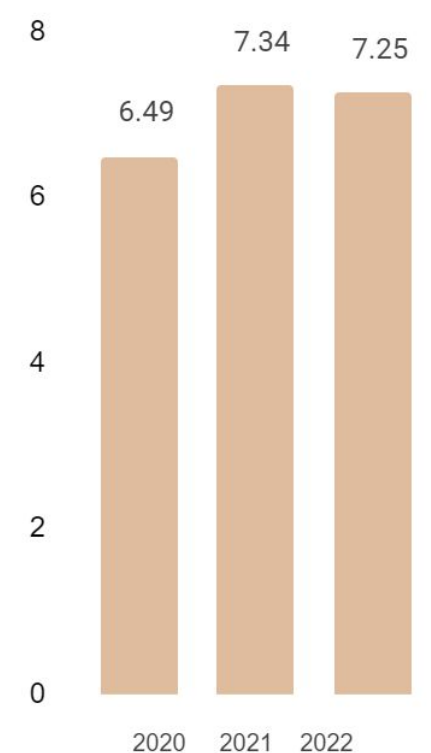
Number of Trips to North West BC  
from AB in Q1



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



Length of Stay on North West BC  
from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

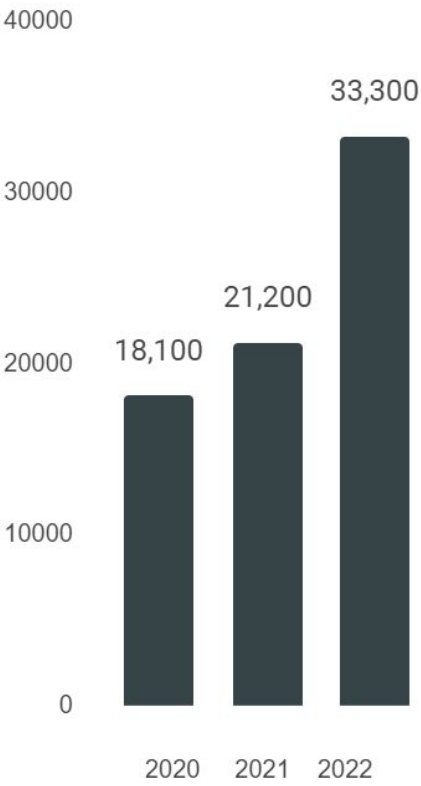


# North West BC Visitation

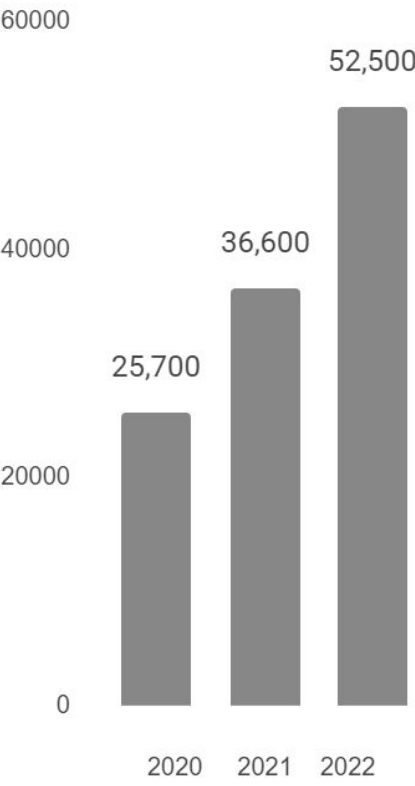
## Alberta Residents Travelling To North West BC By Quarter



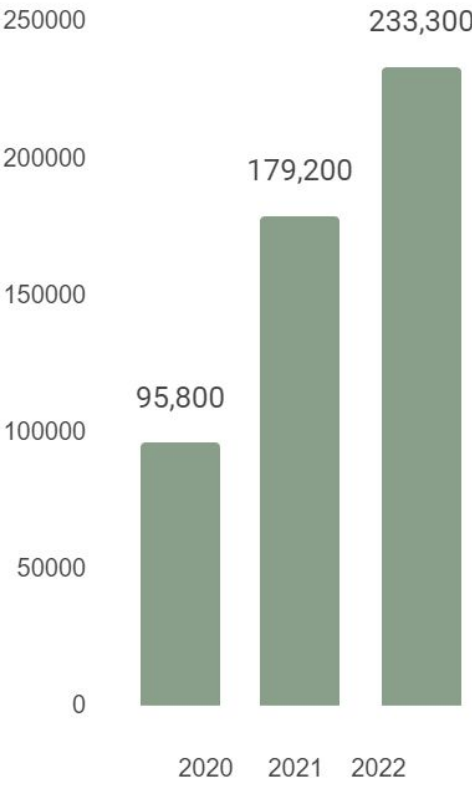
Number of Visitors to North West BC  
from AB in Q2



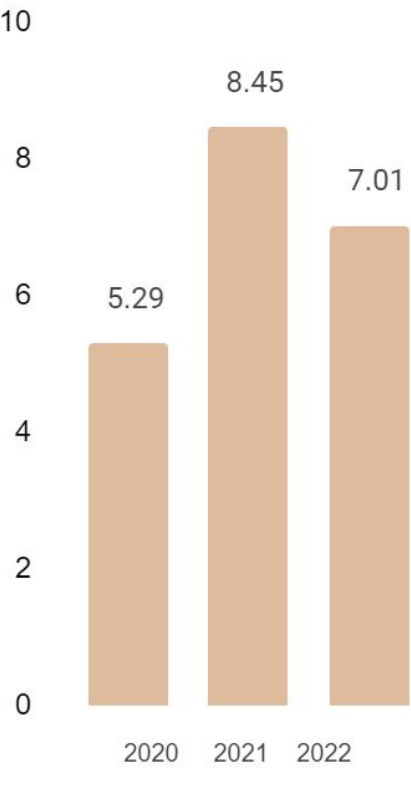
Number of Trips to North West BC  
from AB in Q2



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



Length of Stay on North West BC  
from AB in Q2



Q2 = April | May | June

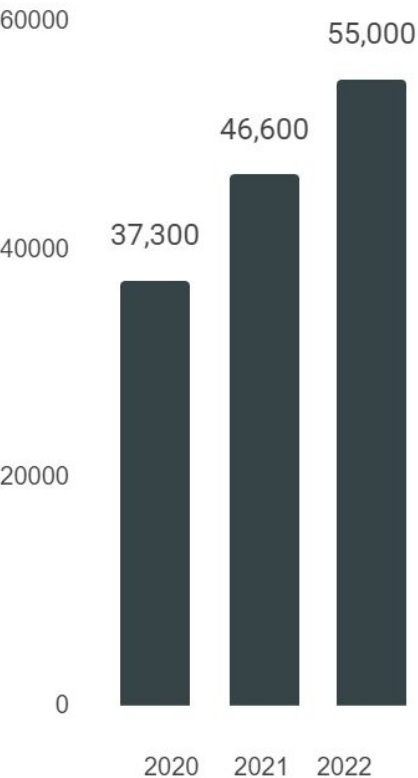
Note: All counts have been rounded to the nearest 100

# North West BC Visitation

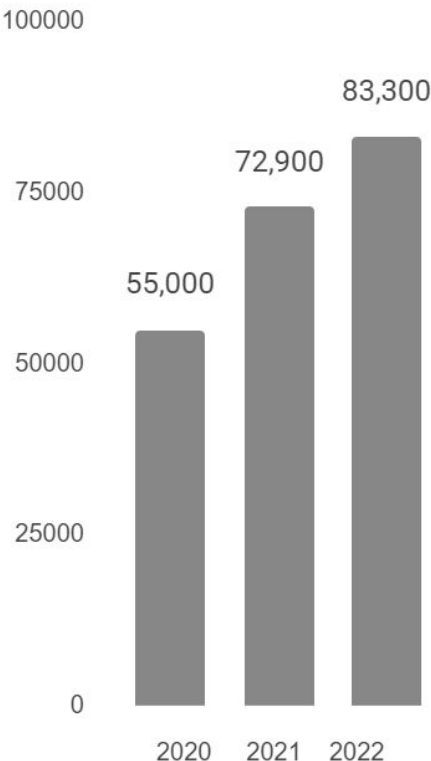
## Alberta Residents Travelling To North West BC By Quarter



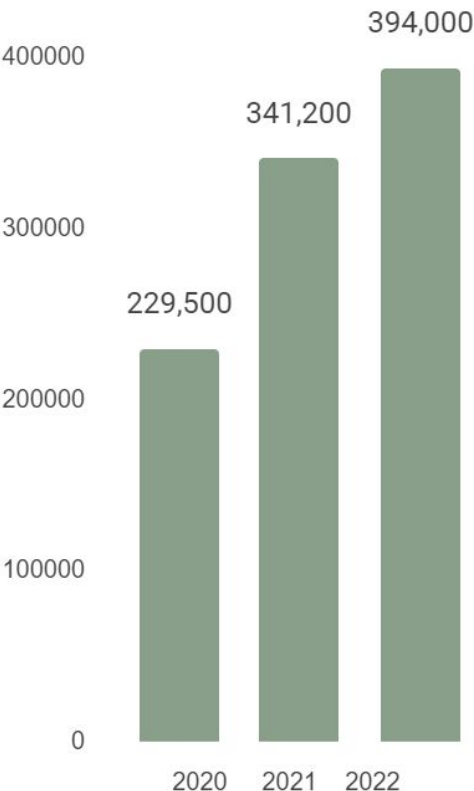
Number of Visitors to North West BC  
from AB in Q3



Number of Trips to North West BC  
from AB in Q3



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



Length of Stay on North West BC  
from AB in Q3



Q3 = July | August | September

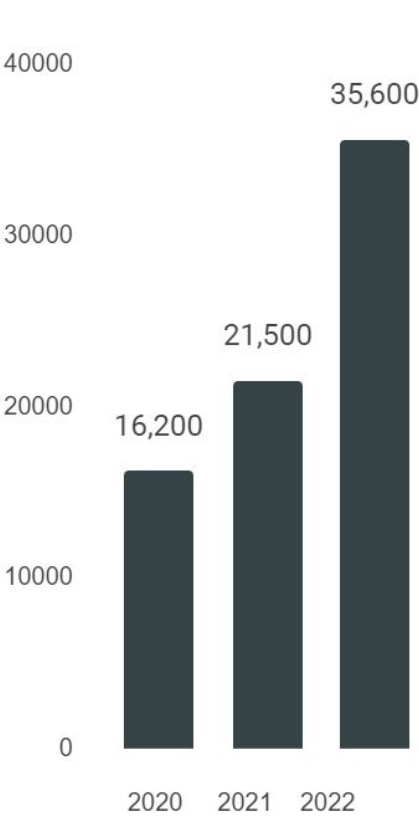
Note: All counts have been rounded to the nearest 100

# North West BC Visitation

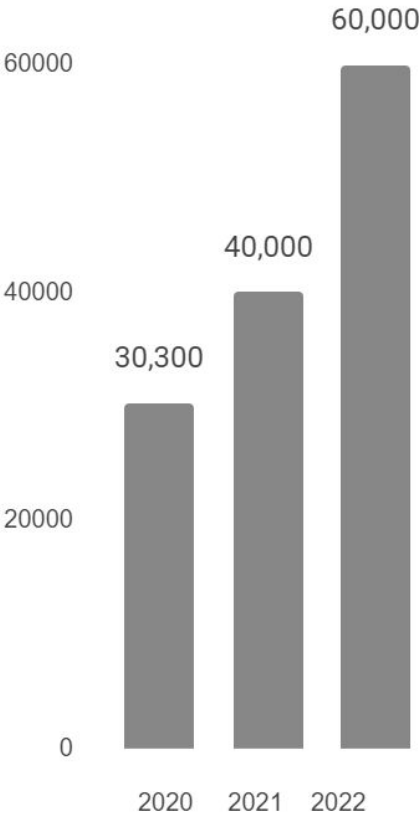
## Alberta Residents Travelling To North West BC By Quarter



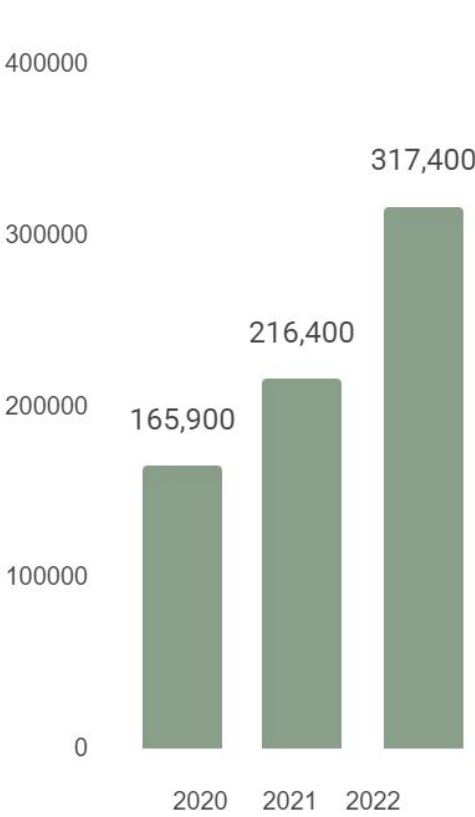
Number of Visitors to North West BC  
from AB in Q4



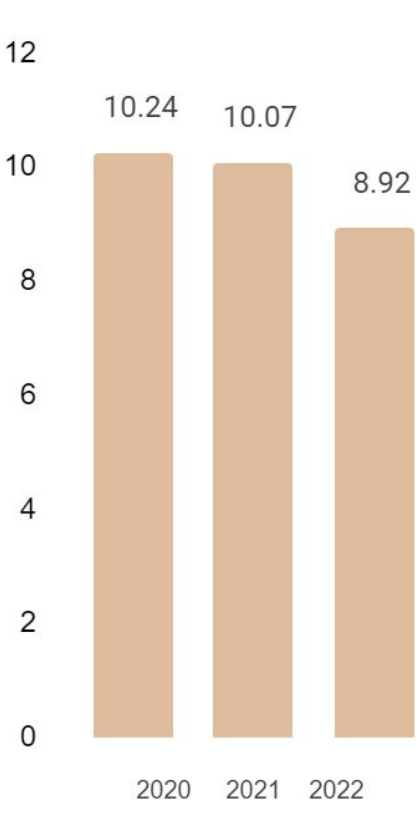
Number of Trips to North West BC  
from AB in Q4



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



Length of Stay on North West BC  
from AB in Q4



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

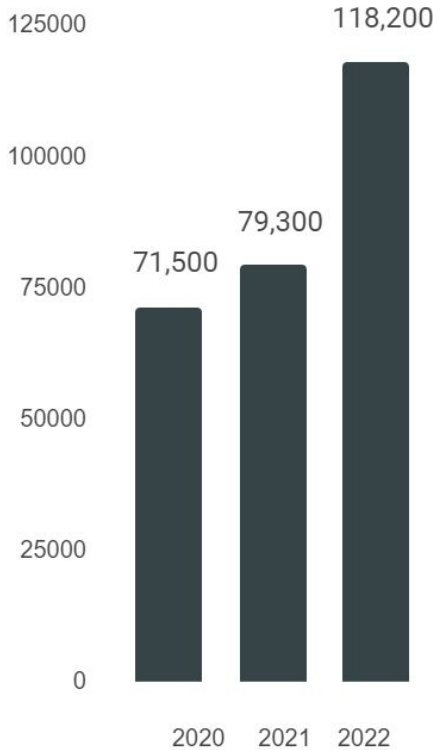


# North West BC Visitation

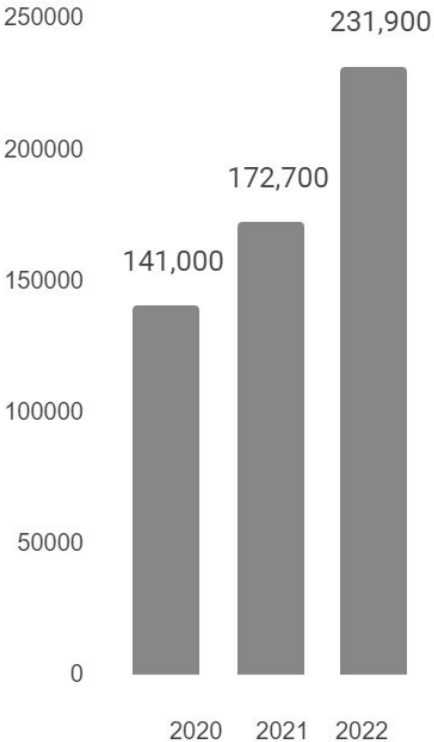
## Alberta Residents Travelling To North West BC By Year



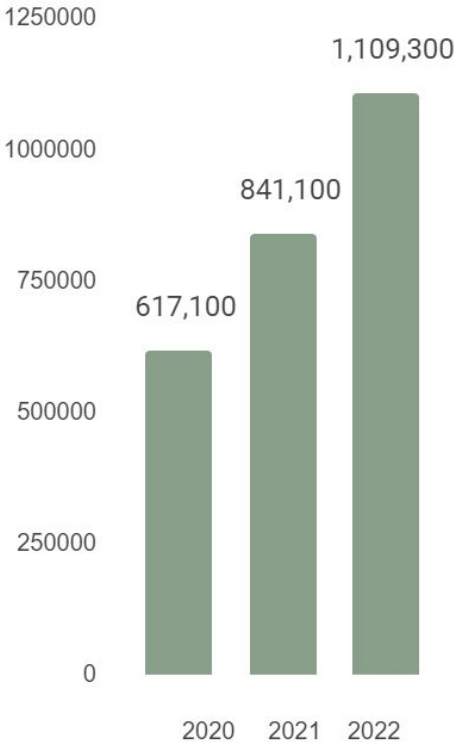
Number of Visitors to North West BC from AB



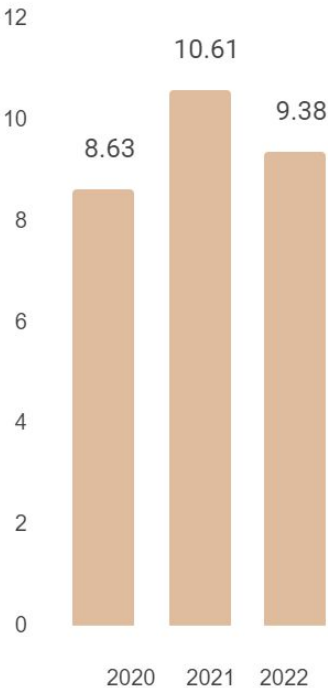
Number of Trips to North West BC from AB



Number of Nights Stayed on North West BC from AB



Length of Stay on North West BC from AB



Note: All counts have been rounded to the nearest 100

# Alberta Visitors To North West BC By Quarter – Q1

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Edmonton	5,779
Calgary	5,434
Grande Prairie	593
Strathcona County	536
Red Deer	362
Airdrie	337
St. Albert	322
Lethbridge	261
Spruce Grove	255
Leduc	199

City	2021 Visitor Count
Edmonton	4,383
Calgary	3,063
Grande Prairie	455
Strathcona County	420
Red Deer	327
St. Albert	243
Airdrie	202
Spruce Grove	184
Lethbridge	161
Leduc	154

City	2022 Visitor Count
Calgary	6,253
Edmonton	6,187
Grande Prairie	739
Strathcona County	625
Red Deer	478
St. Albert	411
Airdrie	361
Lethbridge	352
Wood Buffalo	238
Spruce Grove	232

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To North West BC By Quarter – Q2

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Edmonton	4,447
Calgary	4,127
Grande Prairie	1,009
Strathcona County	474
Red Deer	375
St. Albert	296
Airdrie	247
Spruce Grove	225
Leduc	222
Wood Buffalo	216

City	2021 Visitor Count
Edmonton	5,902
Calgary	4,657
Grande Prairie	970
Strathcona County	545
Red Deer	513
St. Albert	344
Airdrie	331
Lethbridge	264
Grande Prairie County No. 1	227
Spruce Grove	210

City	2022 Visitor Count
Edmonton	8,831
Calgary	8,108
Grande Prairie	1,209
Strathcona County	955
Red Deer	890
St. Albert	622
Airdrie	584
Lethbridge	578
Spruce Grove	376
Wood Buffalo	356

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100



# Alberta Visitors To North West BC By Quarter – Q3

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Edmonton	9,483
Calgary	7,719
Grande Prairie	2,214
Strathcona County	1,097
Red Deer	906
St. Albert	653
Lethbridge	501
Spruce Grove	494
Airdrie	447
Grande Prairie County No. 1	422

City	2021 Visitor Count
Edmonton	11,235
Calgary	10,519
Grande Prairie	2,341
Strathcona County	1,269
Red Deer	991
Airdrie	828
St. Albert	825
Spruce Grove	534
Grande Prairie County No. 1	519
Lethbridge	468

City	2022 Visitor Count
Edmonton	14,523
Calgary	12,481
Grande Prairie	2,565
Strathcona County	1,466
Red Deer	1,229
St. Albert	920
Airdrie	871
Lethbridge	617
Grande Prairie County No. 1	602
Spruce Grove	594

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To North West BC By Quarter – Q4

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Edmonton	5,327
Calgary	3,479
Grande Prairie	548
Strathcona County	469
Red Deer	283
St. Albert	283
Lethbridge	227
Spruce Grove	223
Airdrie	196
Leduc	173

City	2021 Visitor Count
Edmonton	6,281
Calgary	5,213
Grande Prairie	908
Red Deer	538
Strathcona County	517
Airdrie	388
St. Albert	376
Spruce Grove	229
Okotoks	178
Grande Prairie County No. 1	168

City	2022 Visitor Count
Edmonton	10,525
Calgary	8,599
Strathcona County	1,030
Grande Prairie	1,004
Red Deer	902
Airdrie	738
St. Albert	644
Lethbridge	609
Spruce Grove	430
Leduc	401

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

# Alberta Visitors To North West BC By Year

## Number of Visitors To North West BC By Origin City



City	2020 Visitor Count
Edmonton	18,900
Calgary	16,600
Grande Prairie	3,300
Strathcona County	2,000
Red Deer	1,600
St. Albert	1,200
Airdrie	1,000
Lethbridge	1,000
Spruce Grove	900
Leduc	700

City	2021 Visitor Count
Edmonton	20,600
Calgary	17,900
Grande Prairie	3,700
Strathcona County	2,100
Red Deer	1,800
St. Albert	1,400
Airdrie	1,400
Spruce Grove	900
Lethbridge	900
Grande Prairie County No. 1	800

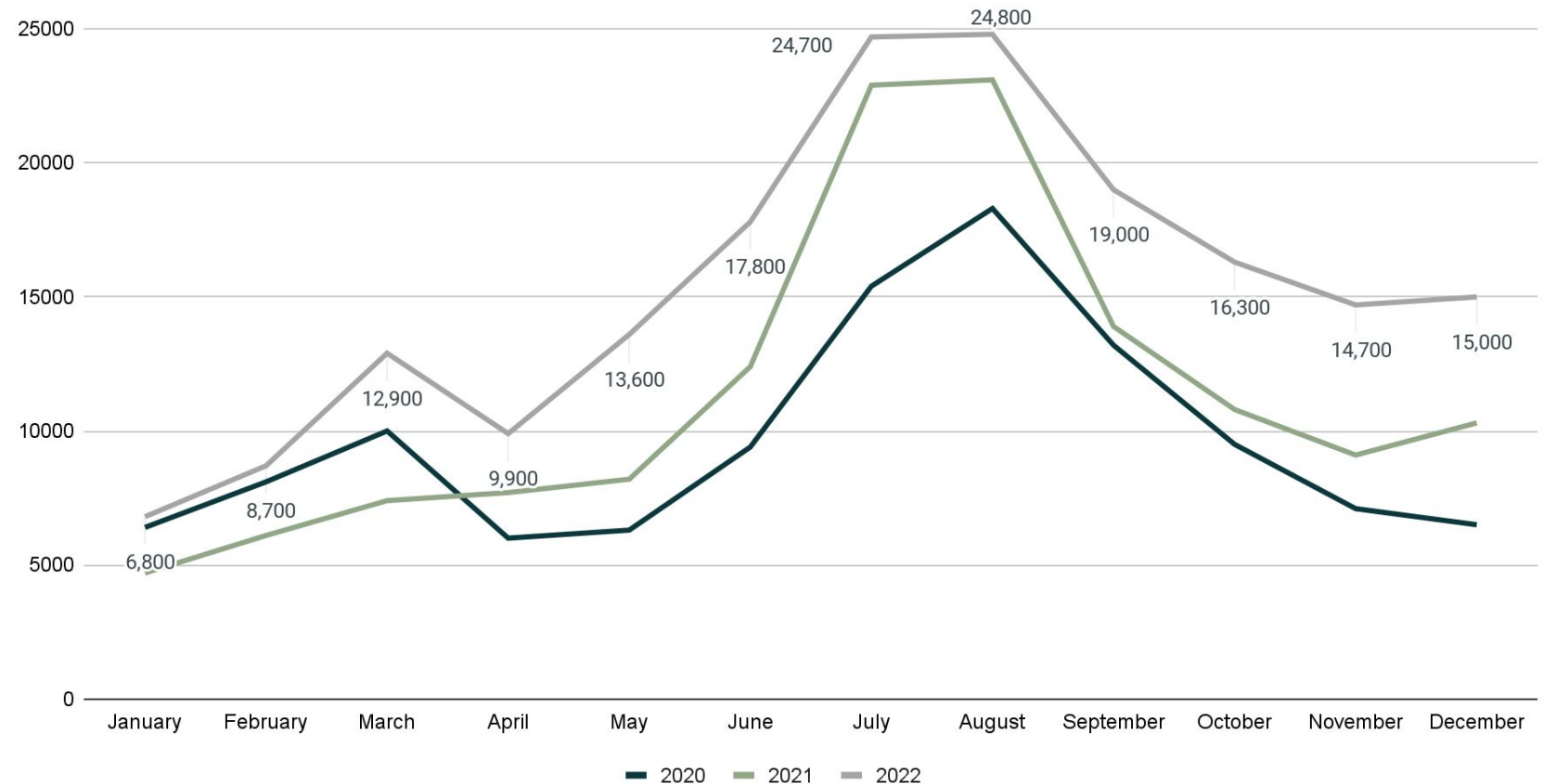
City	2022 Visitor Count
Calgary	31,200
Edmonton	29,500
Strathcona County	4,500
Airdrie	3,200
Red Deer	2,900
Lethbridge	2,100
St. Albert	2,100
Grande Prairie	1,900
Rocky View County	1,300
Wood Buffalo	1,300

# Alberta Visitation

## Alberta Visitors Travelling To North West BC By Month



- January 2022 saw a **7%** increase compared to 2020, a **44%** increase compared to 2021
- March 2022 saw a **29%** increase compared to 2020, a **74%** increase compared to 2021
- August 2022 saw a **36%** increase compared to 2020, a **8%** 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.

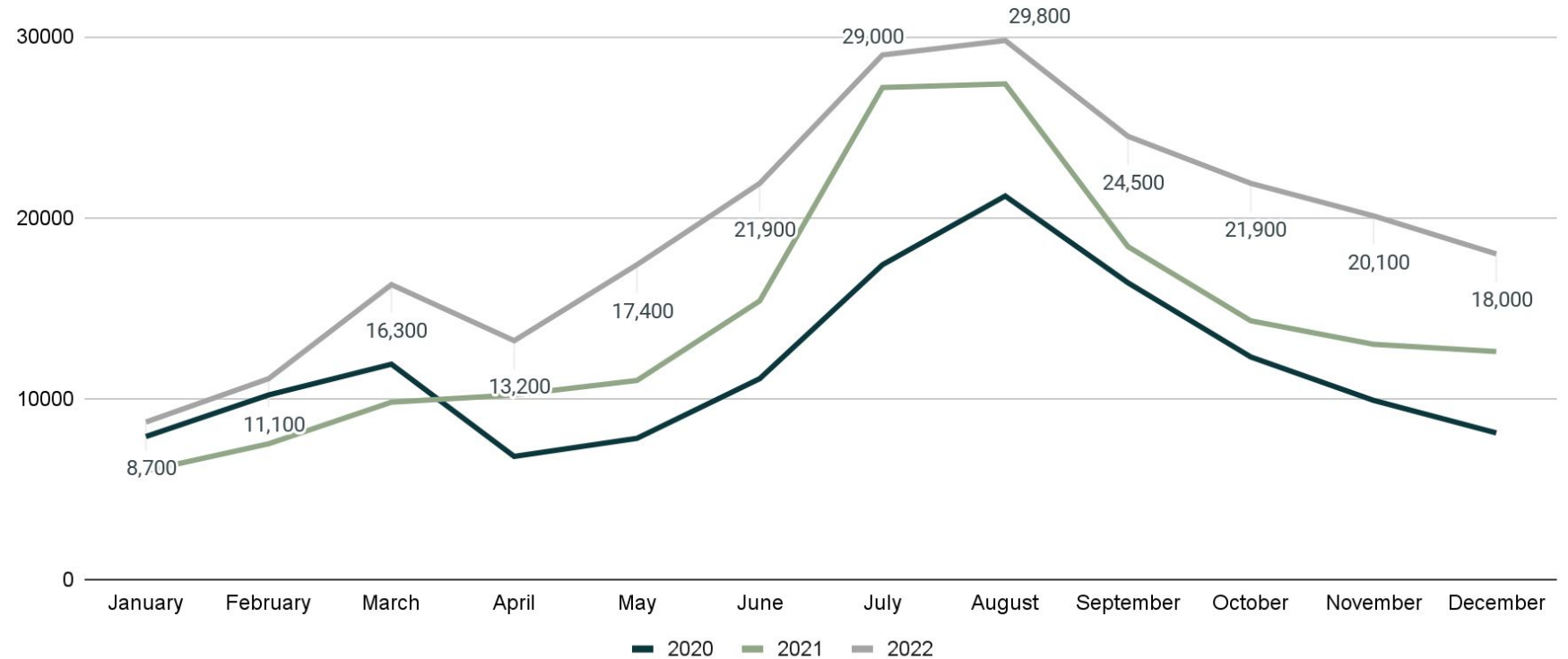


# Alberta Visitation

## Alberta Trips To North West BC By Month



- January 2022 saw a **11%** increase compared to 2020, a **46%** increase compared to 2021
- March 2022 saw a **37%** increase compared to 2020, a **67%** increase compared to 2021
- August 2022 saw a **41%** increase compared to 2020, a **9%** increase compared to 2021



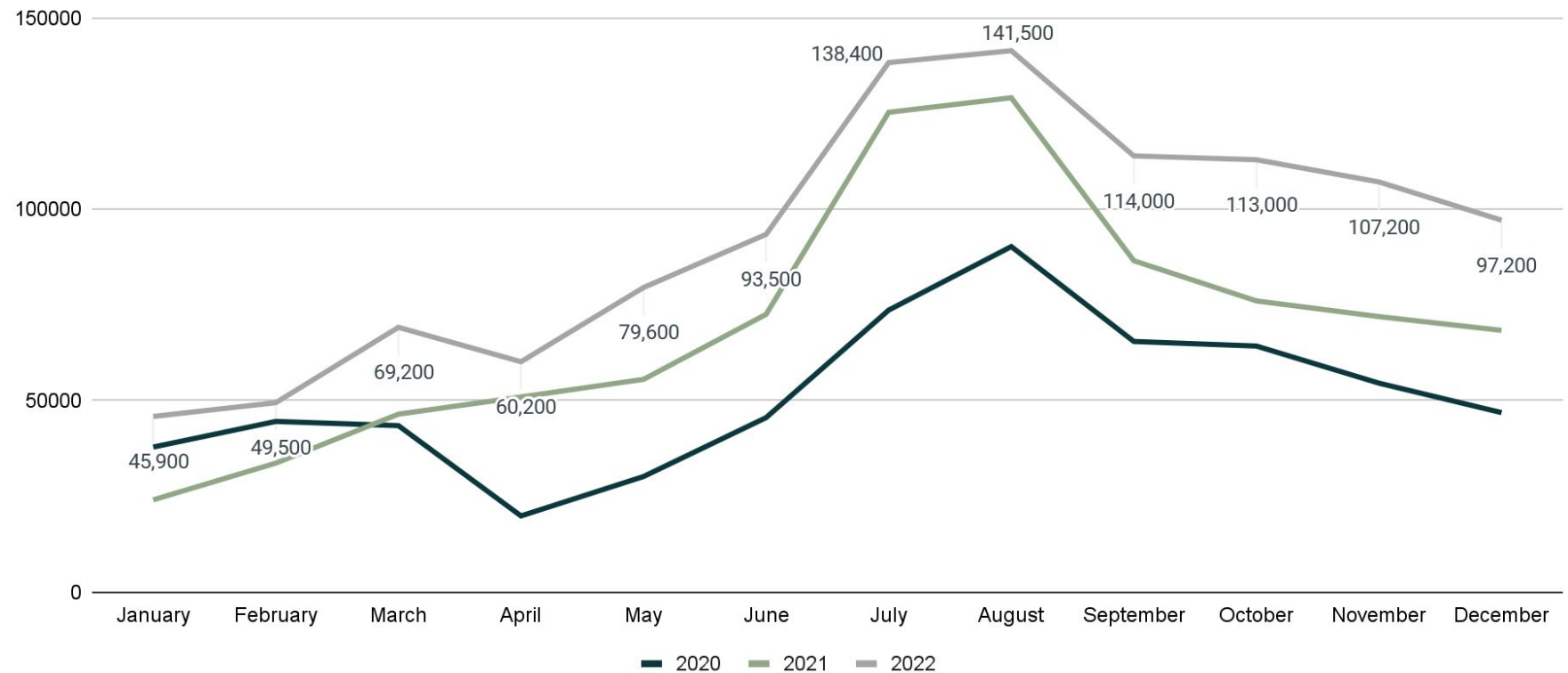
**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

# Alberta Visitation

## Alberta Overnight Stays On North West BC By Month



- January 2022 saw a **21%** increase compared to 2020, a **90%** increase compared to 2021
- March 2022 saw a **59%** increase compared to 2020, a **49%** increase compared to 2021
- August 2022 saw a **57%** increase compared to 2020, a **10%** 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 West BC

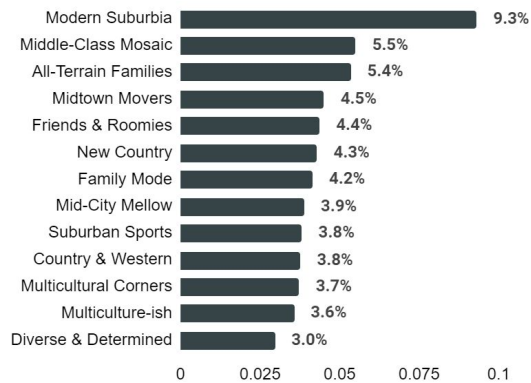
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### Overview

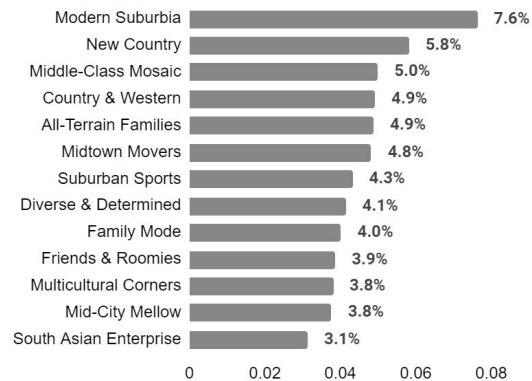
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, New Country, Middle Class Mosaic, and All-Terrain Families were the top visitors from AB in Q1 across the three years.

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

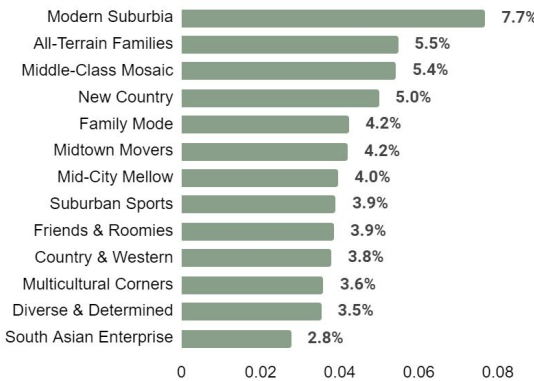
2020 AB Visitors by PRIZM Segment



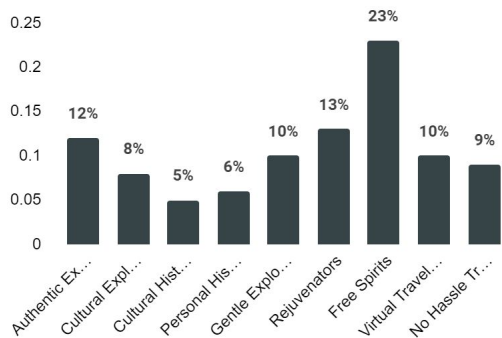
2021 AB Visitors by PRIZM Segment



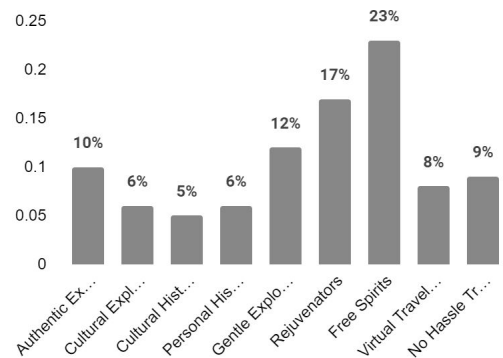
2022 AB Visitors by PRIZM Segment



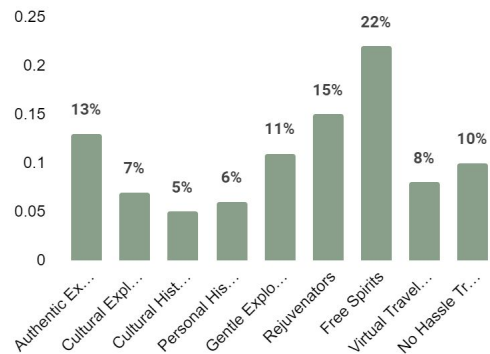
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



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

## North West BC

Q2 = April | May | June

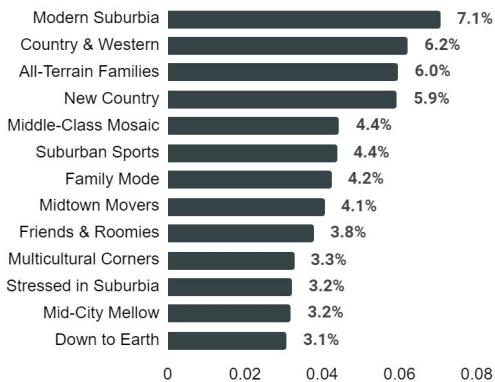
Note: All counts have been rounded to the nearest 100

### Overview

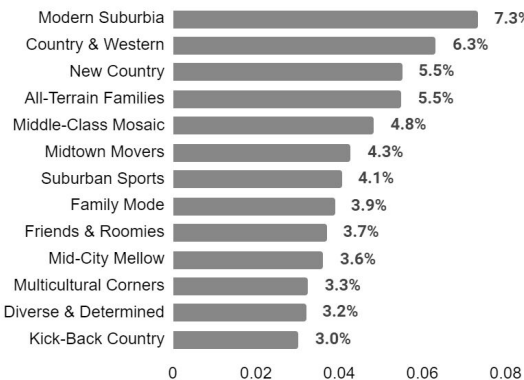
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, New Country, Country and Western, and All-Terrain Families were the top visitors from AB in Q2 across the three years.

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

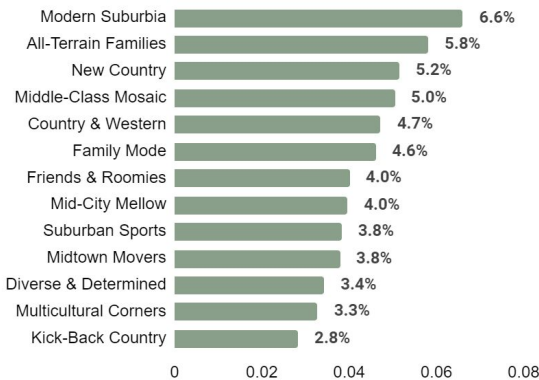
2020 AB Visitors by PRIZM Segment



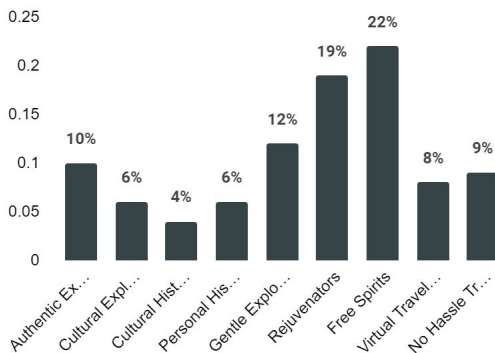
2021 AB Visitors by PRIZM Segment



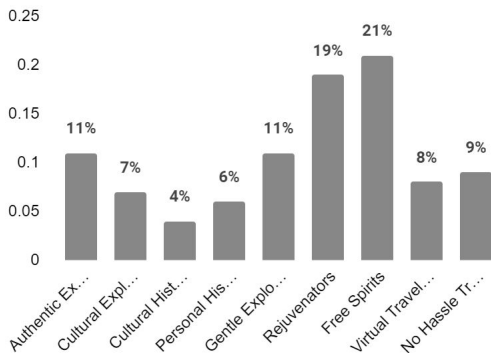
2022 AB Visitors by PRIZM Segment



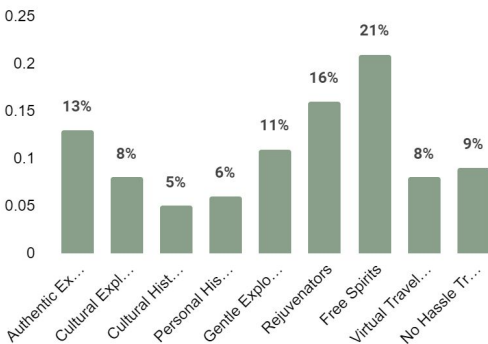
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type





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

## North West BC

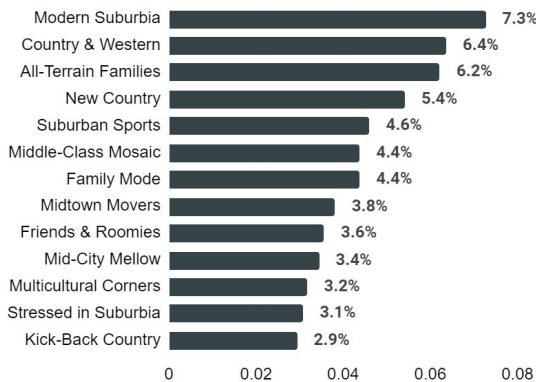
Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

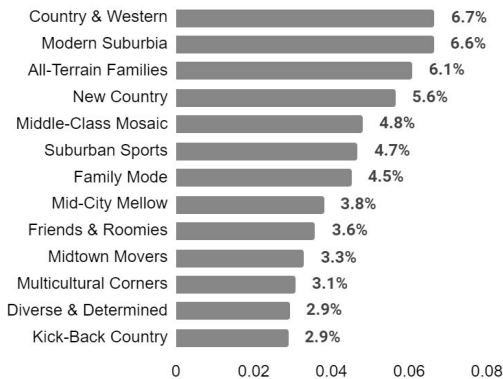
Of the 67 PRIZM Segments identified in Canada Modern Suburbia, Country and Western and All-Terrain Families were the top visitors from AB in Q3 across the three years

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

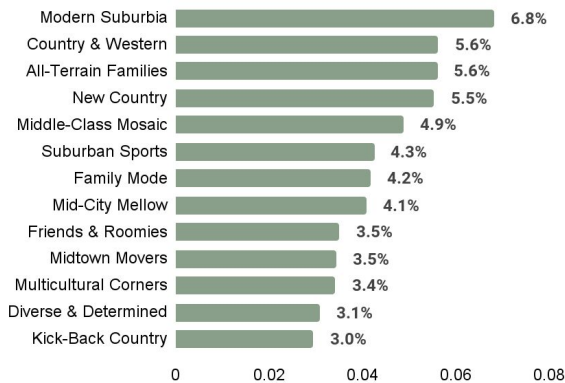
2020 AB Visitors by PRIZM Segment



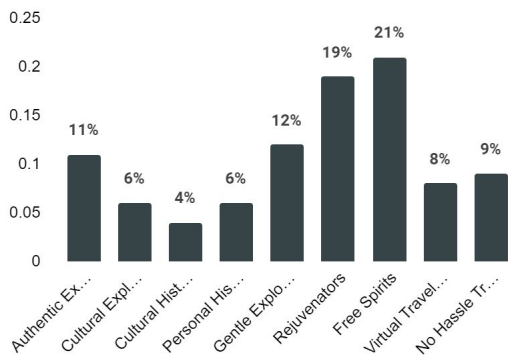
2021 AB Visitors by PRIZM Segment



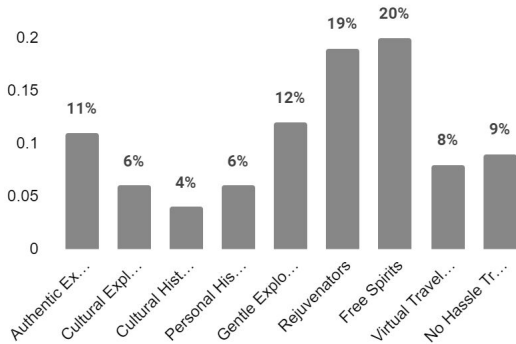
2022 AB Visitors by PRIZM Segment



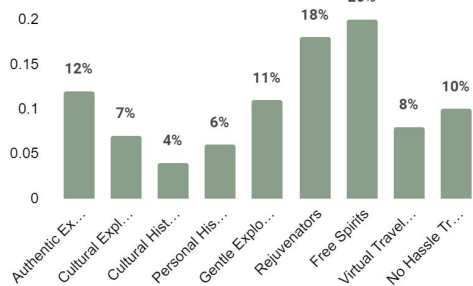
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



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

## North West BC

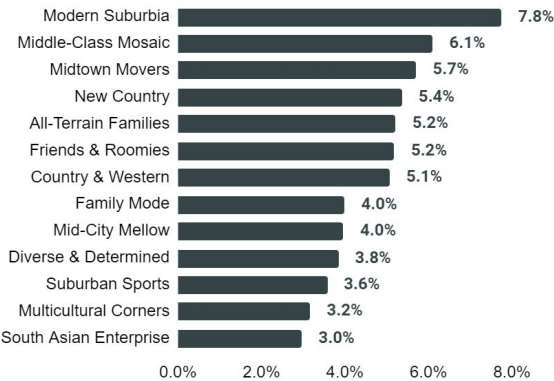
Q4 = October | November | December  
Note: All counts have been rounded to the nearest 100

### Overview

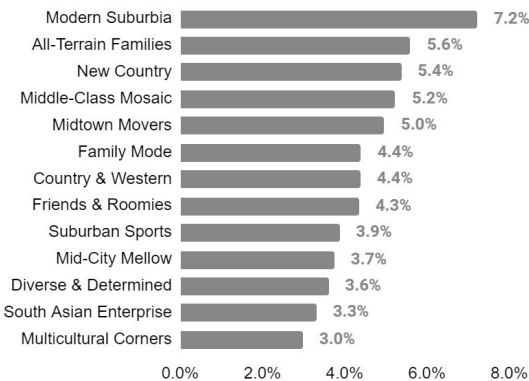
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, Middle-Class Mosaic, Midtown Movers, New Country and All-Terrain Families were the top visitors from AB in Q4 across the three years.

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

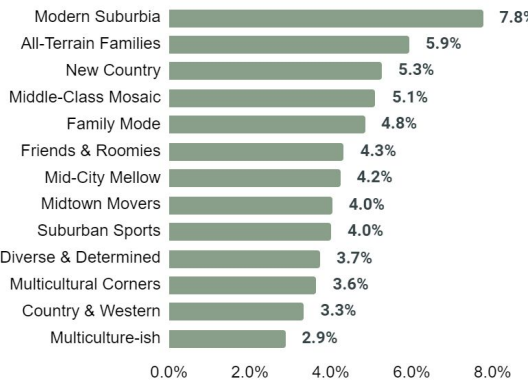
2020 AB Visitors by PRIZM Segment



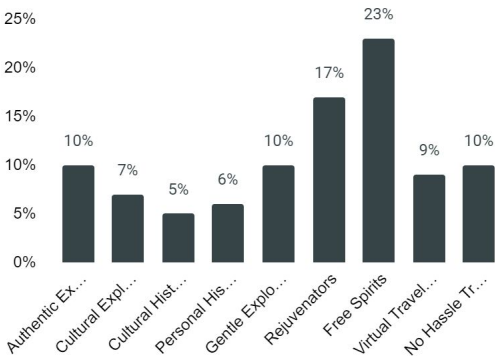
2021 AB Visitors by PRIZM Segment



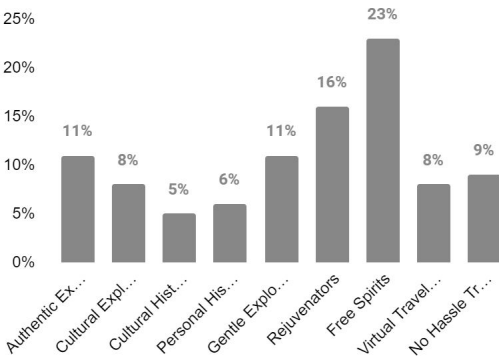
2022 AB Visitors by PRIZM Segment



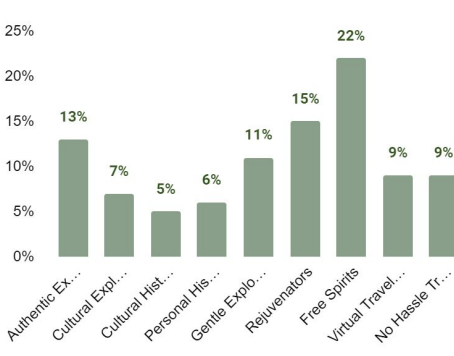
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



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

## North West BC

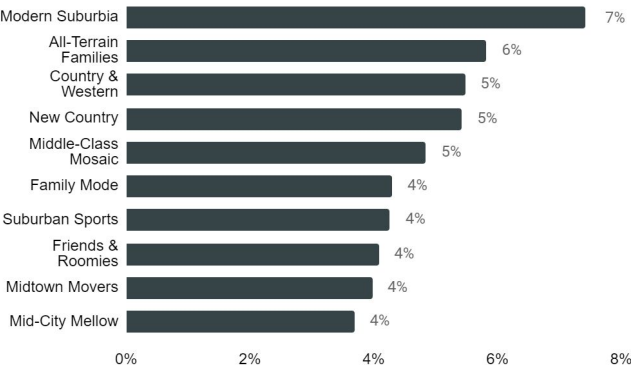
Note: All counts have been rounded to the nearest 100

### Overview

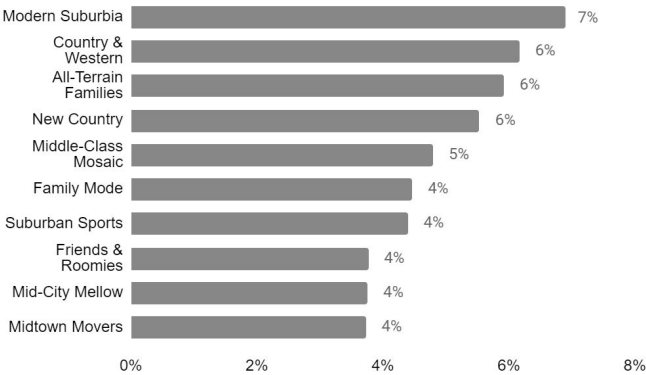
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, All-Terrain Families and Country & Western were the top visitors from AB across the three years.

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

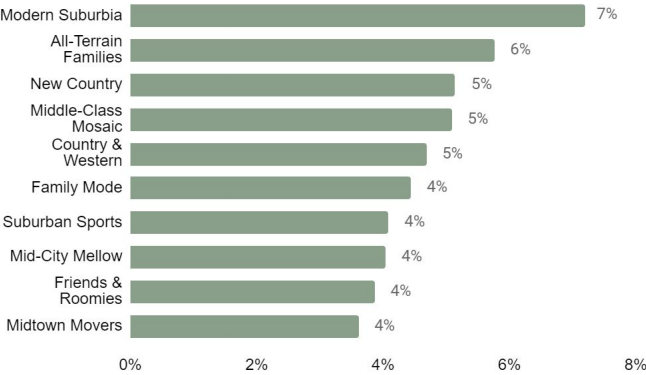
2020 AB Visitors by PRIZM Segment



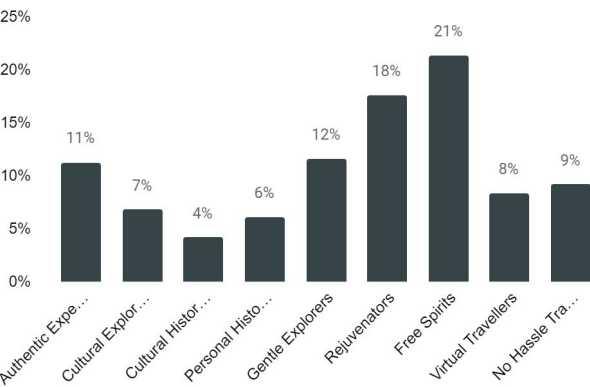
2021 AB Visitors by PRIZM Segment



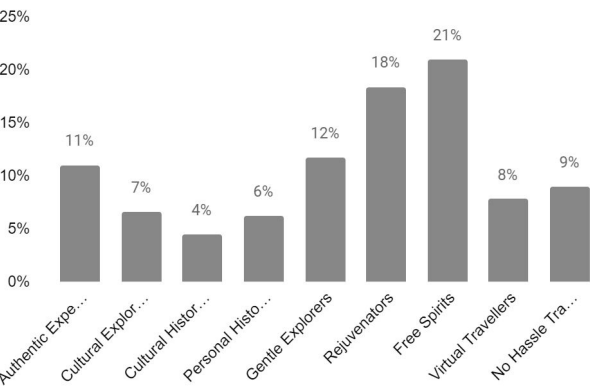
2022 AB Visitors by PRIZM Segment



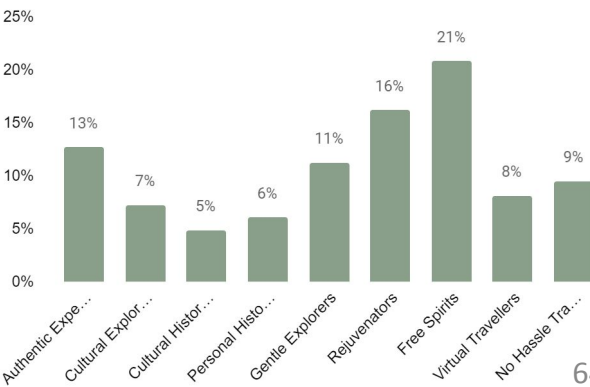
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type







# AB Top PRIZM Segment Summaries



# 2022 AB PRIZM Segment Summary

## Modern Suburbia

General Canadian Summary
<ul style="list-style-type: none"><li>• Younger and Middle-Aged, diverse families with younger children</li><li>• Highly Educated (University/College Degree)</li><li>• Mixed levels of employment</li><li>• Value trying new and exciting products and aesthetics over functionality</li><li>• EQ Type: Virtual Traveller</li></ul>

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

## Middle-Class Mosaic

General Canadian Summary	
<ul style="list-style-type: none"><li>• More than a third of the population are visible minorities</li><li>• Moderate Education (Grade 9/High School/College)</li><li>• Blue-collar and Service Sector Positions in manufacturing, transportation and trades</li><li>• Enjoy a mellow urban lifestyle doing yoga and reading entertainment and science magazines</li><li>• EQ Type: No Hassle Traveller</li></ul>	
Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	54.5%
Edmonton	44.3%
Wood Buffalo	0.3%
Brooks	0.3%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 4th, making up 79,778 households, or 4.9% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	47% of couples have children living at home (Above Average)
Household Income	Below Average Household Income of \$100,320 compared to Alberta at \$131,003
Top Social Values	Pursuit of Originality, Social Intimacy, Social Learning
Top Tourism Activities	Camping, Cycling, Hiking & backpacking.
Travel	Average interest for travelling within Canada Middle-Class Mosaic from Alberta spent an average of \$1,561 (Average) on their last vacation.
Social Media	78% currently use Facebook (Average), 37% use Instagram (Average), 26% use Twitter (Average) and 72% use YouTube (Average).



# 2022 AB PRIZM Segment Summary

## All-Terrain Families

General Canadian Summary
<ul style="list-style-type: none"> <li>Younger and Middle-Aged couples and families with children under the age of 15</li> <li>Moderate Education (high school/college degree/Trades)</li> <li>Blue-collar positions in Mining, Oil and Gas Industries</li> <li>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</li> <li>EQ Type: Free Spirit</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 43
<b>Children at Home</b>	53.2% of couple have children living at home (Above Average)
<b>Household Income</b>	Above Average Household Income of \$144,192 compared to Alberta at \$131,003
<b>Top Social Values</b>	Brand Genuineness, Ecological Fatalism, Need for Escape
<b>Top Tourism Activities</b>	RV shows, Theme parks, waterparks & water
<b>Travel</b>	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.
<b>Social Media</b>	77% currently use Facebook (Average), 42% use Instagram (Above Average), 27% use Twitter (Average) and 71% use YouTube (Average).



# 2022 AB PRIZM Segment Summary

## Midtown Movers

General Canadian Summary
<ul style="list-style-type: none"> <li>Urban lower-middle-income families and singles. 45% identify as a visible minority</li> <li>Mixed Education (Grade 9/High School)</li> <li>Blue-collar positions in manufacturing, services and trades</li> <li>Value technology, entertainment and outdoor sporting activities</li> <li>EQ Type: Free Spirit</li> </ul>

Top Geographic Markets	
Census Subdivision	Percentage of group
Edmonton	63.4%
Calgary	32.5%
Red Deer	1.5%
Lethbridge	0.6%

Category	Highlights
<b>Household Count</b>	Of the 67 PRIZM Clusters identified in Canada, Midtown Movers rank 11th, making up 56,109 households, or 3.4% of the total Households in Alberta (1,642,696)
<b>Maintainer Age</b>	Median Household Maintainer Age is 47
<b>Children at Home</b>	41% of couples have children living at home (Below Average)
<b>Household Income</b>	Average Household Income of \$82,790 compared to Alberta at \$131,003
<b>Top Social Values</b>	Social Learning, Ethical Consumerism, Multiculturalism
<b>Top Tourism Activities</b>	Camping, Cycling, Hiking & backpacking.
<b>Travel</b>	Average interest for travelling within Canada (Above Average for: Jasper, Victoria, Other Ontario), Midtown Movers from Alberta spent an average of \$1,567 (Average) on their last vacation.
<b>Social Media</b>	78% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 74% use YouTube (Average).





# 2022 AB PRIZM Segment Summary

## Friends & Roomies

General Canadian Summary	
<ul style="list-style-type: none"><li>• Younger, diverse lower-middle-income city dwellers</li><li>• Mixed Education (High School/University)</li><li>• Service Sector and White-Collar positions</li><li>• Value in-person and online entertainment, music, podcasts and video games</li><li>• EQ Type: Cultural Explorer</li></ul>	
Top Geographic Markets	
Census Subdivision	Percentage of group
Edmonton	55.1%
Calgary	35.6%
Wood Buffalo	3.2%
Red Deer	1.9%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 3rd, making up 83,683 households, or 5.1% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 43
Children at Home	42% of couples do not have children living at home (Above Average)
Household Income	Average Household Income of \$82,475 compared to Alberta at \$131,003
Top Social Values	Multiculturalism, Racial Fusion, Culture Sampling
Top Tourism Activities	Camping, Cycling, Swimming
Travel	Average interest for travelling within Canada (Above Average for: Manitoba, Victoria, Jasper, Vancouver), Friends & Roomies from Alberta spent an average of \$1,519 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 40% use Instagram (Average), 29% use Twitter (Above Average) and 74% use YouTube (Average).



# 2022 AB PRIZM Segment Summary

## New Country

General Canadian Summary
<ul style="list-style-type: none"> <li>One of the wealthiest rural segments with maintainers between the ages of 45-64 years old</li> <li>Mixed Education (high school/college degree/University Degree)</li> <li>Blue-collar employment in the fields of Agriculture, Mining and Manufacturing</li> <li>Value community involvement and purchasing from small businesses rather than larger corporations</li> <li>EQ Type: Rejuvenator</li> </ul>

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
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 56 (Above Average)
<b>Children at Home</b>	46.4% of couples do not have children living at home (Above Average)
<b>Household Income</b>	Below Average Household Income of \$110,284 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Attraction to Nature, Traditional Family, Emotional Control
<b>Top Tourism Activities</b>	Sportsman & outdoor shows, Historical sites, ATV & snowmobiling.
<b>Travel</b>	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.
<b>Social Media</b>	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

## Country & Western

General Canadian Summary
<ul style="list-style-type: none"> <li>• Older, middle-income western homeowners</li> <li>• Mixed Education</li> <li>• Farming and Blue-Collar employment</li> <li>• Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles</li> <li>• EQ Type: Rejuvenator</li> </ul>

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
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 55
<b>Children at Home</b>	43% of couples DO NOT have children living at home (Above Average)
<b>Household Income</b>	Below Average Household Income of \$105,436 compared to Alberta at \$131,003
<b>Top Social Values</b>	Attraction to Nature, Traditional Family, Brand Apathy
<b>Top Tourism Activities</b>	Sportsman & outdoor shows, Historical sites, ATV & snowmobiling.
<b>Travel</b>	Below Average interest for travelling within Canada, Country & Western from Alberta spent an average of \$1,663 (Average) on their last vacation.
<b>Social Media</b>	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

## Suburban Sports

General Canadian Summary
<ul style="list-style-type: none"> <li>Middle-aged couples and families (with children of all ages at home)</li> <li>Moderate Education (high school/college degree)</li> <li>Blue-collar positions in service sector (natural resources, Trades)</li> <li>Value community involvement and companies that treat their employees fairly</li> <li>EQ Type: Gentle Explorer</li> </ul>

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
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 50
<b>Children at Home</b>	46% of couples have children living at home (Average).
<b>Household Income</b>	Average Household Income of \$138,397 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Racial Fusion, Need for Escape, Emotional Control
<b>Top Tourism Activities</b>	Camping, Cycling, Swimming
<b>Travel</b>	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
<b>Social Media</b>	78% currently use Facebook (Average), 35% use Instagram (Average), 23% use Twitter (Below Average) and 67% use YouTube (Average).





# 2022 AB PRIZM Segment Summary

## Family Mode

General Canadian Summary
<ul style="list-style-type: none"> <li>Middle-aged couples and families with children (ages 10+) at home</li> <li>Moderate Education (high school/college degree)</li> <li>Blue-collar positions in service sector (Retail, Public Administration)</li> <li>Value outdoor adventure and interacting with people from different cultures</li> <li>EQ Type: No Hassle Traveller</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 49
<b>Children at Home</b>	54% of couples have children living at home (Above Average)
<b>Household Income</b>	Above Average Household Income of \$156,937 compared to Alberta at \$131,003
<b>Top Social Values</b>	Need for Escape, Legacy, Ecological Fatalism
<b>Top Tourism Activities</b>	Camping, Cycling, Swimming
<b>Travel</b>	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.
<b>Social Media</b>	77% currently use Facebook (Average), 38% use Instagram (Average), 28% use Twitter (Average) and 68% use YouTube (Average).







# Alberta Top EQ Segment Summaries



# 2022 AB EQ Segment Summary

## Free Spirits

General Canadian Summary	
<ul style="list-style-type: none"><li>Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas</li><li>Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others</li><li>Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest</li><li>They seek some structure when they travel so they can indulge in worry-free hedonistic activities</li><li>Enjoy the best they can afford in terms of accommodations and restaurants</li></ul>	
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

## Rejuvenators

General Canadian Summary
<ul style="list-style-type: none"> <li>• Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes</li> <li>• Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves</li> <li>• They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US</li> <li>• 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</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 57
<b>Children at Home</b>	49% of couples have children living at home (Average).
<b>Household Income</b>	Average Household Income of \$114,422 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Attraction to Nature, Emotional Control, Traditional Family
<b>Top Tourism Activities</b>	Camping, Swimming, Cycling
<b>Travel</b>	Average interest for travelling within Canada (Above Average for: Saskatchewan). Rejuvenators from Alberta spent an average of \$1,631 (Average) on their last vacation.
<b>Social Media</b>	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

## Gentle Explorers

General Canadian Summary
<ul style="list-style-type: none"> <li>Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel</li> <li>Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home</li> <li>They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so</li> <li>They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures</li> <li>They prefer creature comforts and the security of group travel</li> <li>Travel is an opportunity to act more vividly and spontaneously than when at home</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 50
<b>Children at Home</b>	41% of couples have children living at home (Average).
<b>Household Income</b>	Below Average Household Income of \$107,327 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Racial Fusion, Need for Escape, National Pride
<b>Top Tourism Activities</b>	Camping, Cycling, Swimming
<b>Travel</b>	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.
<b>Social Media</b>	79% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Below Average) and 69% use YouTube (Average).



# 2022 AB EQ Segment Summary

## Authentic Experiencers

General Canadian Summary
<ul style="list-style-type: none"> <li>Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods</li> <li>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</li> <li>Tend to be older, highly educated and adventurous</li> <li>Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way</li> <li>Travel is an important part of their lives, so they are likely to go often and for a while</li> <li>Drawn to nature and are likely to seek it out far and wide</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 57
<b>Children at Home</b>	50% of couples have children living at home (Average).
<b>Household Income</b>	Above Average Household Income of \$216,453 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Legacy, Culture Sampling, Effort Towards Health
<b>Top Tourism Activities</b>	Camping, Hiking & backpacking, Cycling. Above average interest in Pilates & yoga, Curling, Sporting events, Hockey, Specialty movie theatres/IMAX, Craft shows, Dinner theatres.
<b>Travel</b>	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.
<b>Social Media</b>	76% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 66% use YouTube (Average).



# 2022 AB EQ Segment Summary

## No Hassle Travellers

General Canadian Summary
<ul style="list-style-type: none"> <li>• Mature singles and couples, without children at home, who are in or nearing retirement</li> <li>• 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</li> <li>• Average Canadians/Americans leading busy lives, understated and cautious with spending money</li> <li>• Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations</li> <li>• Prefer quiet weekend getaways close by</li> </ul>

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

Category	Highlights
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 52
<b>Children at Home</b>	49% of couples have children living at home (Average).
<b>Household Income</b>	Average Household Income of \$123,229 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Need for Escape, Legacy, Racial Fusion
<b>Top Tourism Activities</b>	Camping, Swimming, Cycling. Above average interest in ATV & snowmobiling, Beer, food & wine festivals
<b>Travel</b>	Below Average interest for travelling within Canada, No Hassle Travellers from Alberta spent an average of \$1,595 (Average) on their last vacation.
<b>Social Media</b>	77% currently use Facebook (Average), 35% use Instagram (Average), 25% use Twitter (Average) and 68% use YouTube (Average).



# Contact Us



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