



# Northwest BC Visitor Highlights | 2022

Canada, British Columbia & Alberta



SYMPHONY  
TOURISM  
SERVICES

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

2023 DATA VINTAGE

# Table Of Contents



<b>Purpose .....</b>	<b>3</b>	<b>Alberta Insights .....</b>	<b>46</b>
<b>Research Overview .....</b>	<b>4</b>	Quarterly and Yearly Visitation	
<b>Canada Insights .....</b>	<b>6</b>	Quarterly and Yearly Visitors by City	
Visitors by Quarter		Monthly Visitation	
Visitors by Year		Quarterly and Yearly PRIZM and EQ Types	
Canadian Visitation		<b>AB Top PRIZM Segment Summaries .....</b>	<b>65</b>
<b>British Columbia Insights .....</b>	<b>15</b>	<b>AB Top EQ Segment Summaries .....</b>	<b>75</b>
Quarterly and Yearly Visitation		<b>Contact Us .....</b>	<b>81</b>
Quarterly and Yearly Visitors by City			
Monthly Visitation			
Quarterly and Yearly PRIZM and EQ Types			
<b>BC Top PRIZM Segment Summaries .....</b>	<b>34</b>		
<b>BC Top EQ Segment Summaries .....</b>	<b>40</b>		



# 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 **Northwest BC Region**



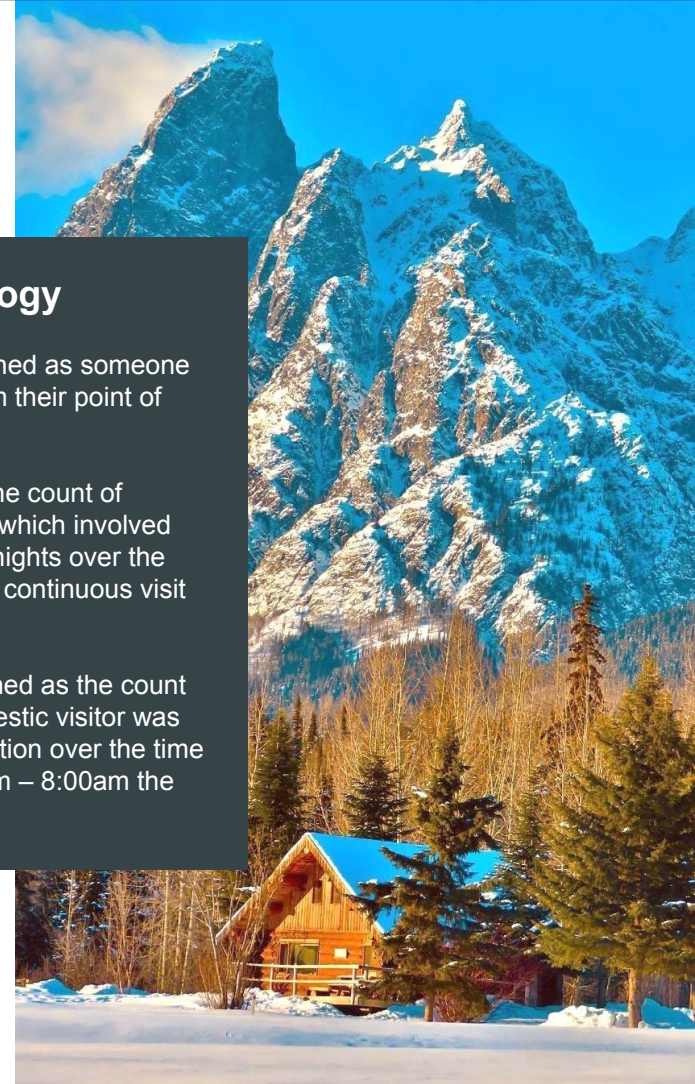
# Research Overview



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

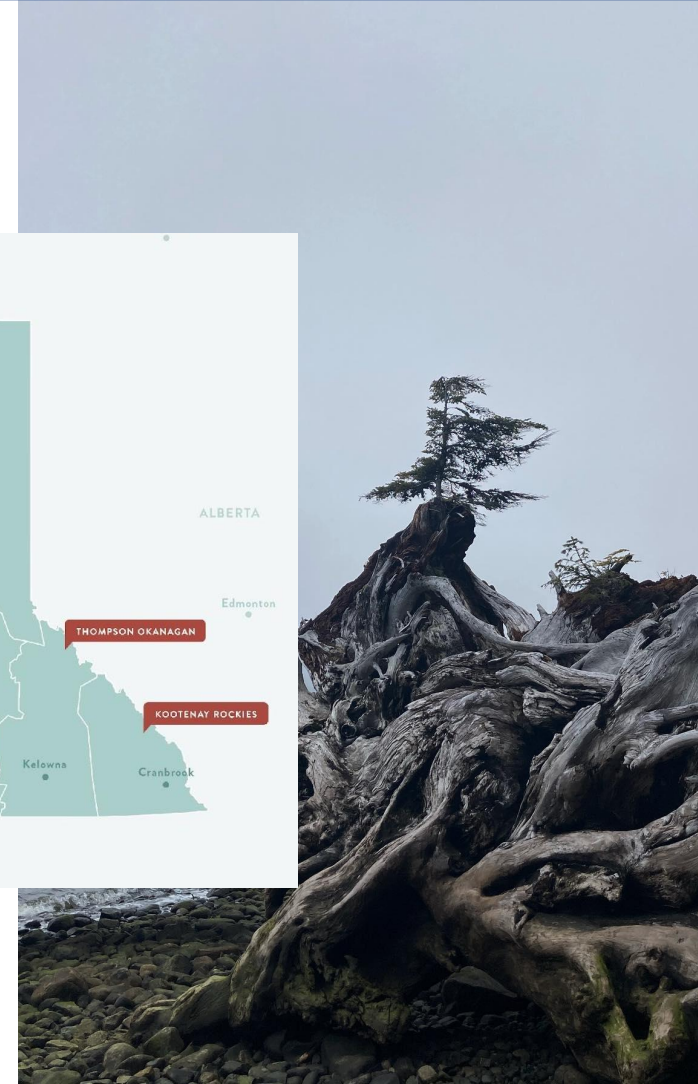




# Research Overview



- VisitorView 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 VisitorView, 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
- VisitorView 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

## Northwest BC

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

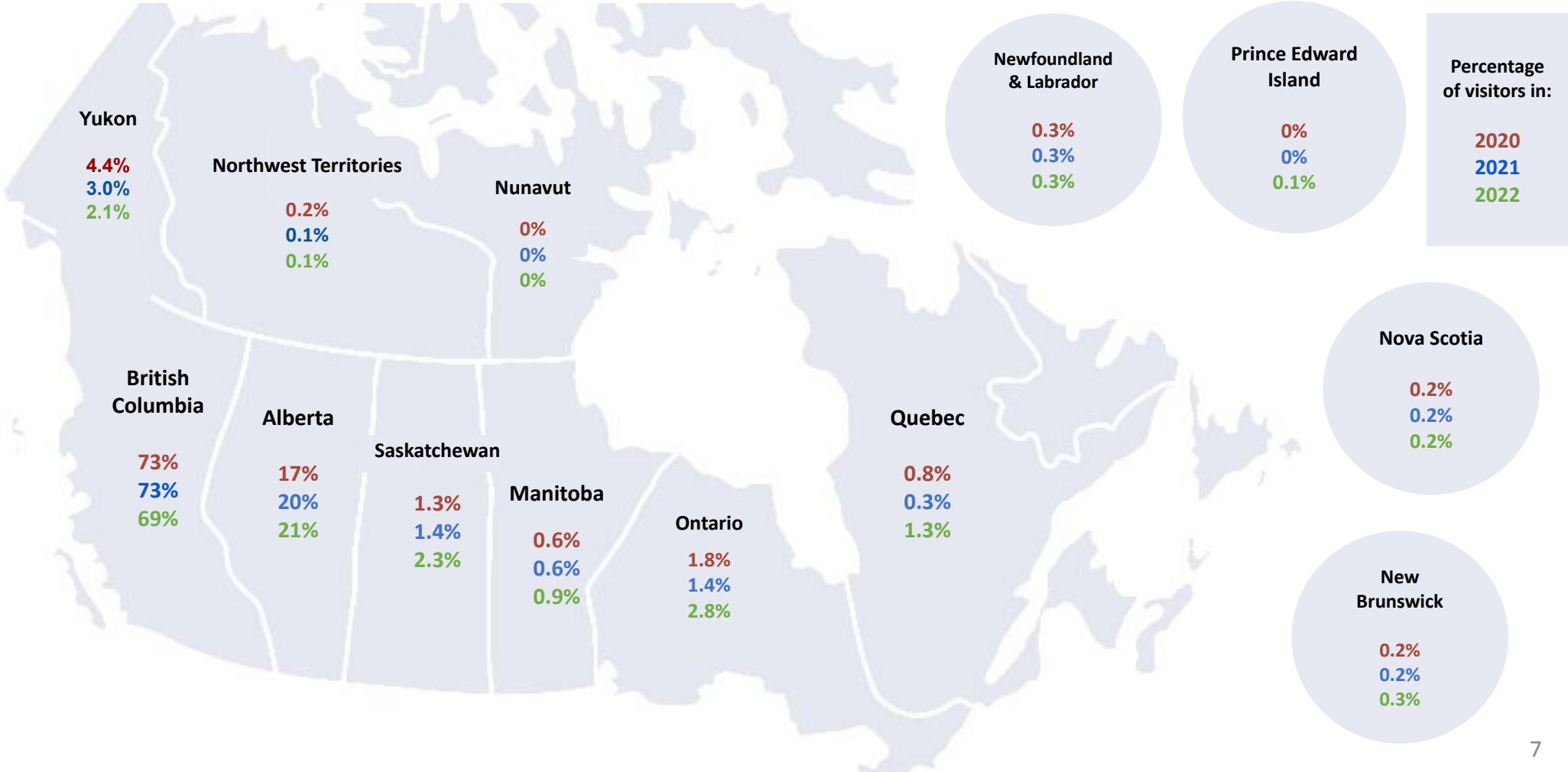
### Overview

During Q1 2020 Northwest 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 Northwest BC resident visitors depending on point of origin and point of destination



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

## Northwest BC

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

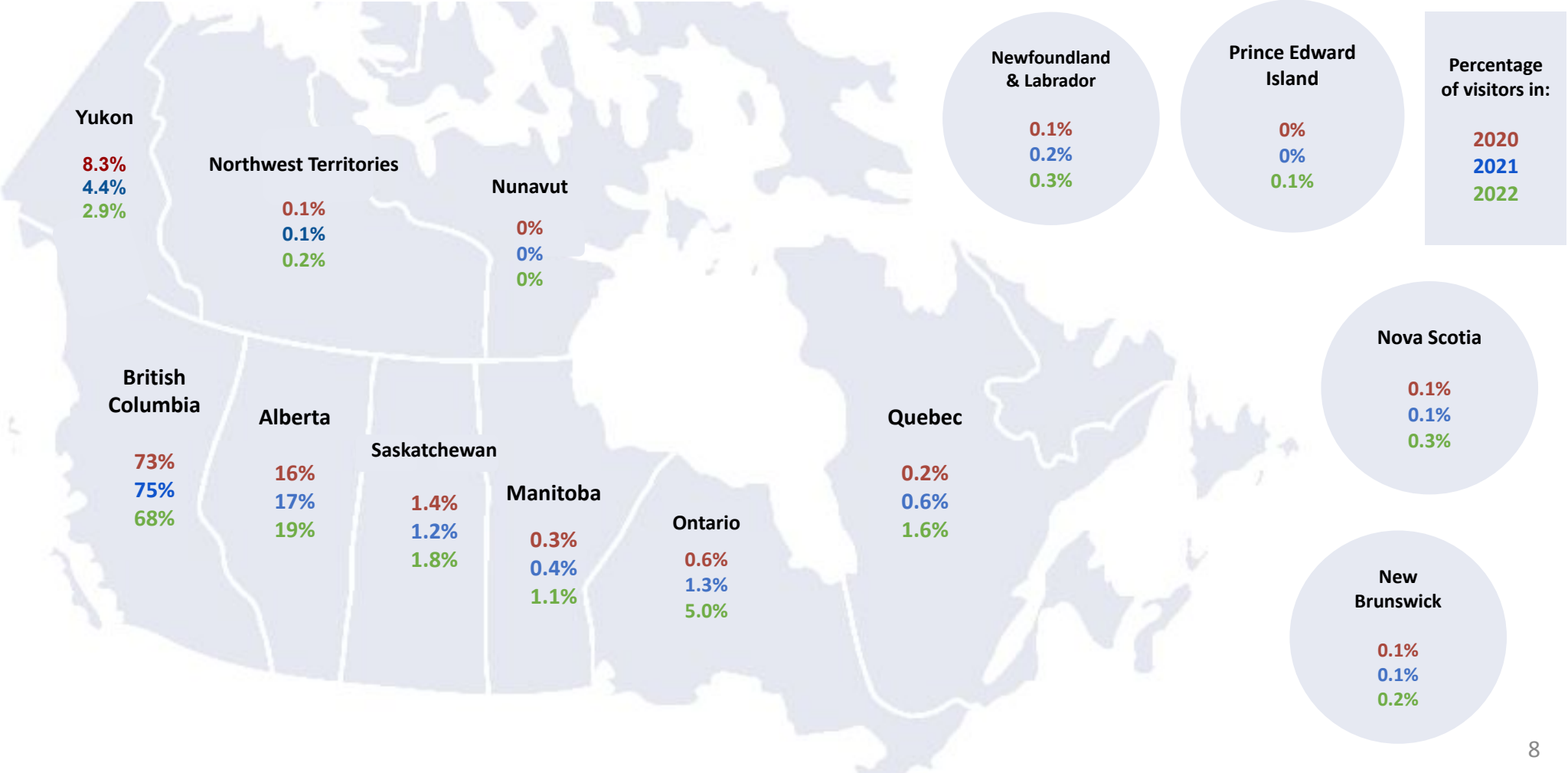
### Overview

During Q2 2020 Northwest 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 Northwest BC resident visitors depending on point of origin and point of destination





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

## Northwest BC

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

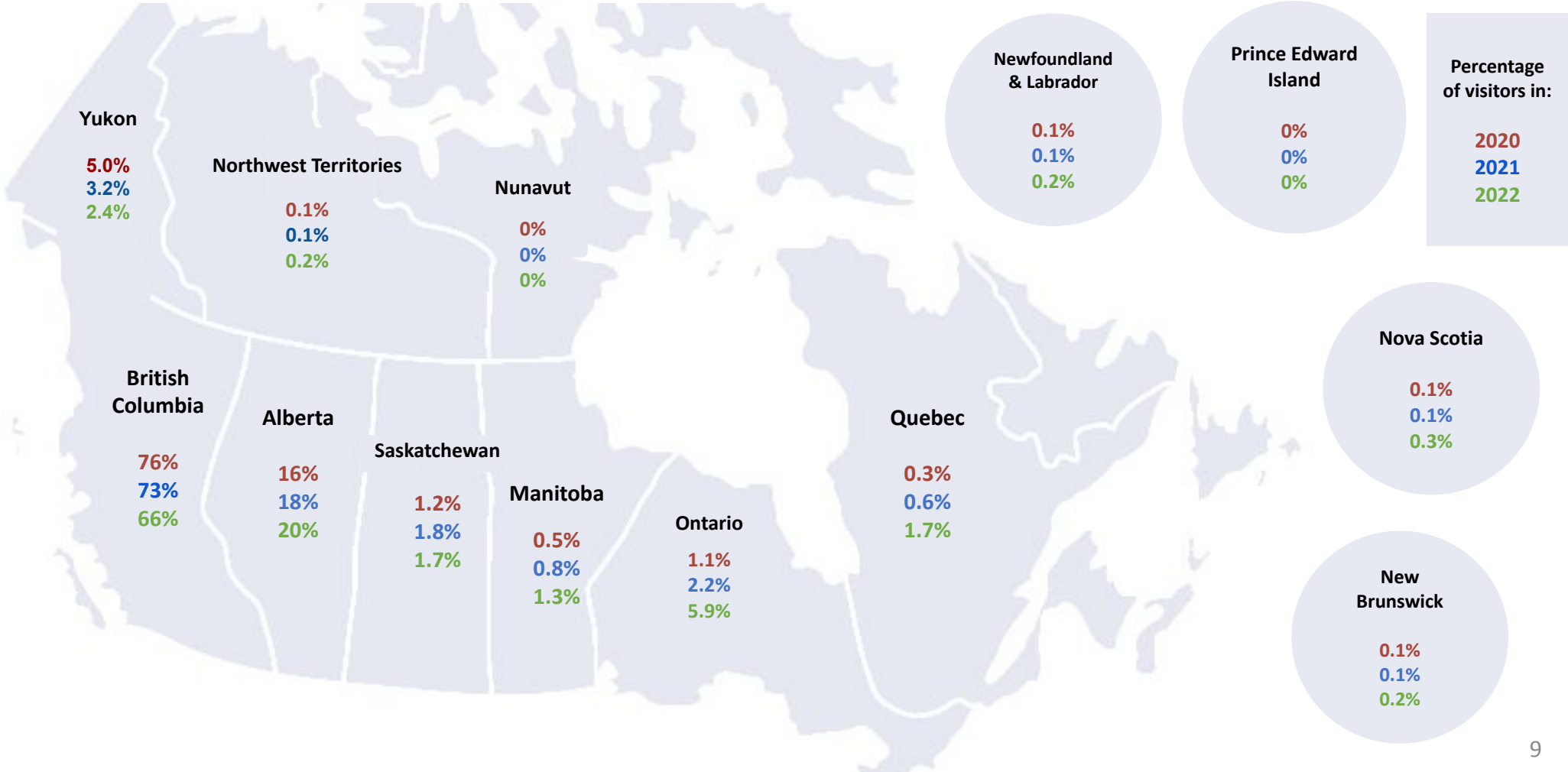
### Overview

During Q3 2020 Northwest 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 Northwest BC resident visitors depending on point of origin and point of destination



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

## Northwest BC

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

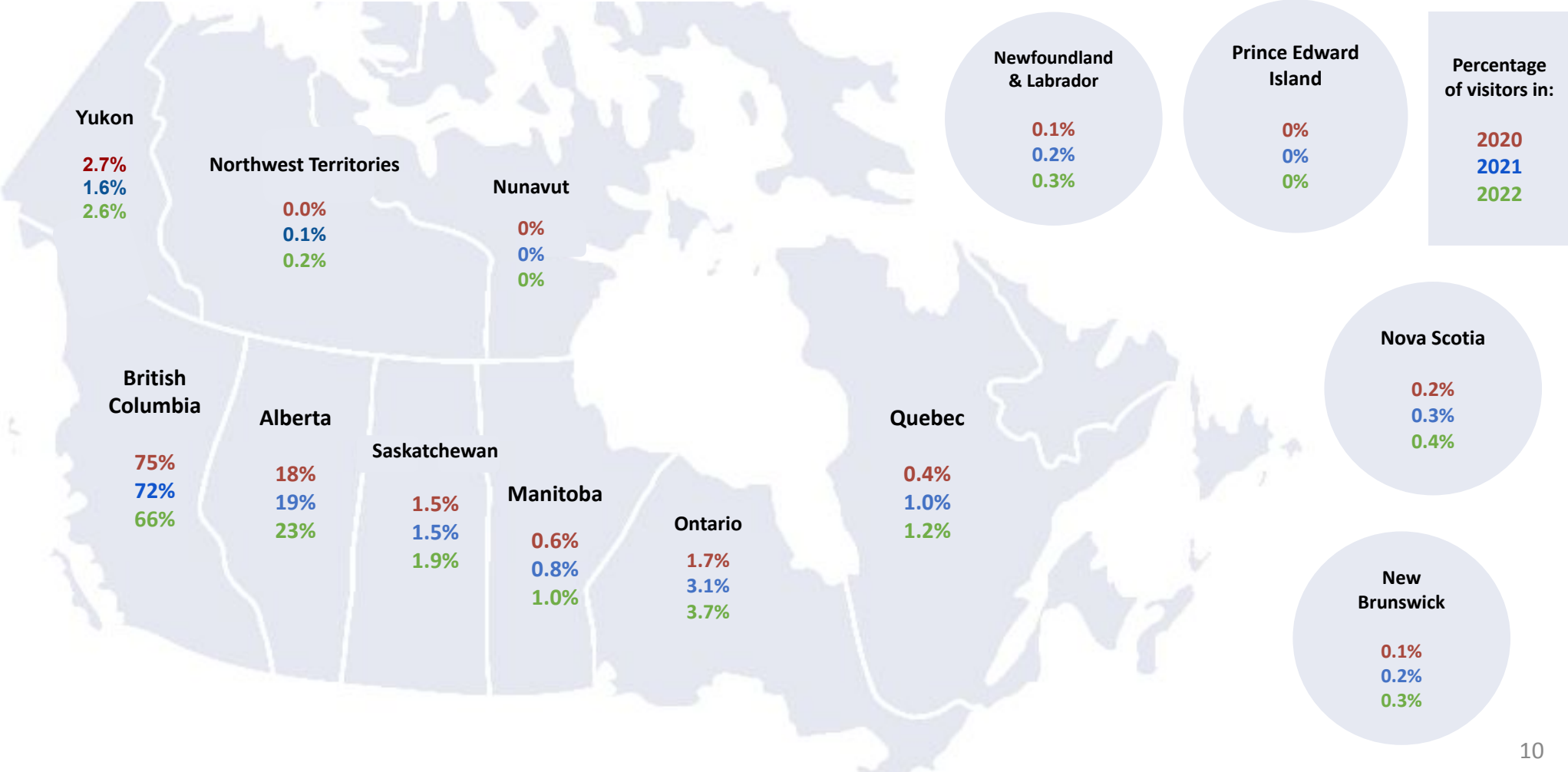
### Overview

During Q4 2020 Northwest 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 Northwest BC resident visitors depending on point of origin and point of destination





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

## Northwest BC

Note: All counts have been rounded to the nearest 100

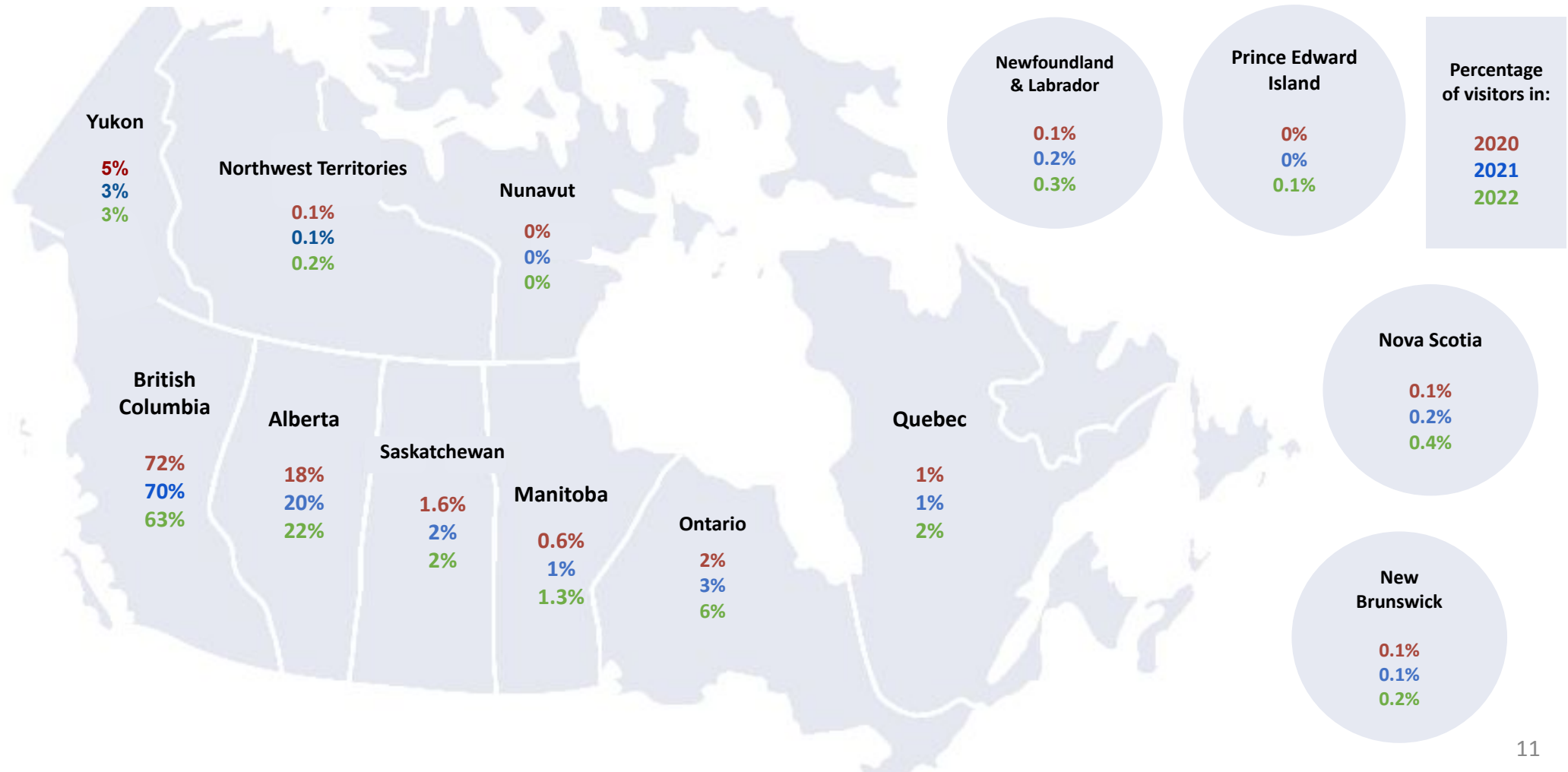
### Overview

During 2020 Northwest 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 Northwest BC resident visitors depending on point of origin and point of destination



# Canadian Visitation

## Canadian Visitors Travelling to Northwest 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



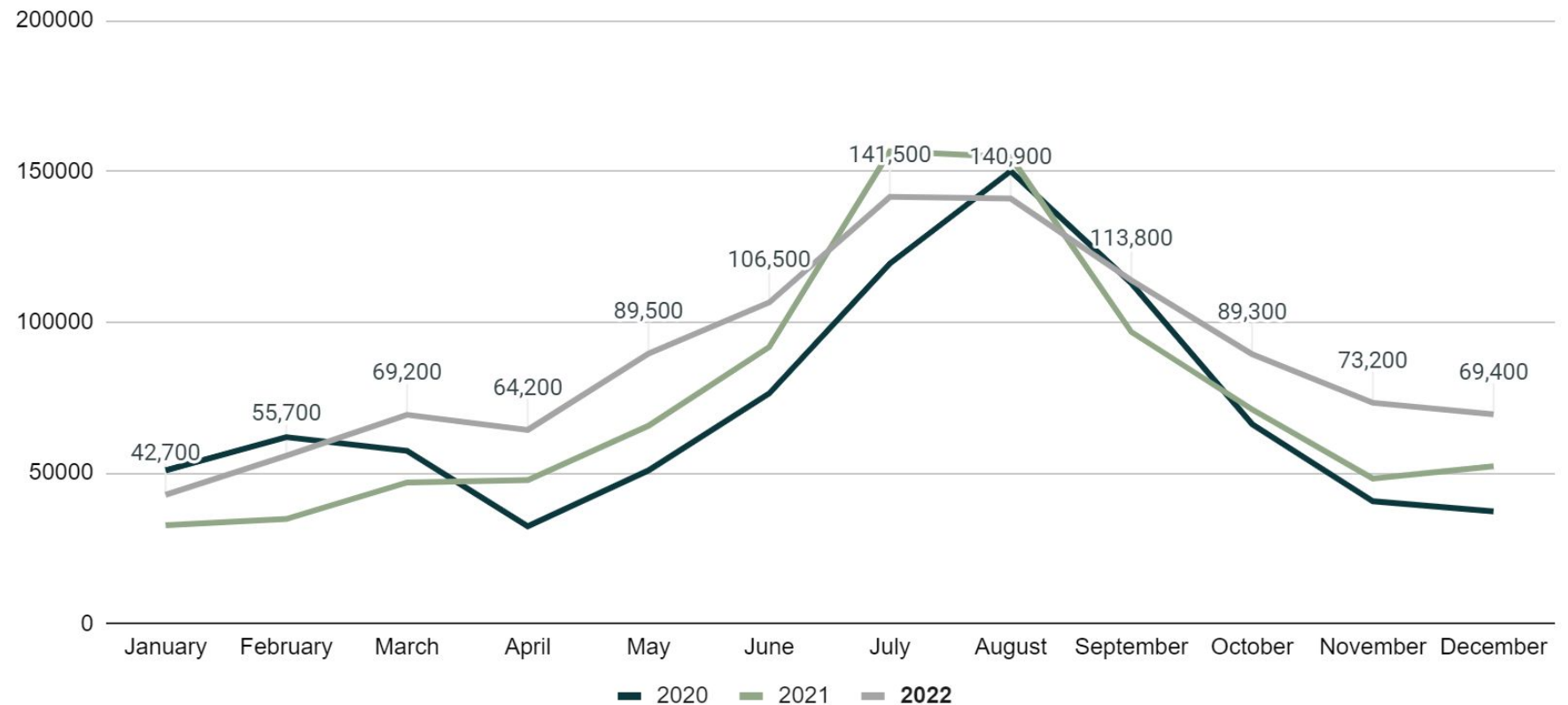
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# Canadian Visitation

## Canadian Trips To Northwest 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.

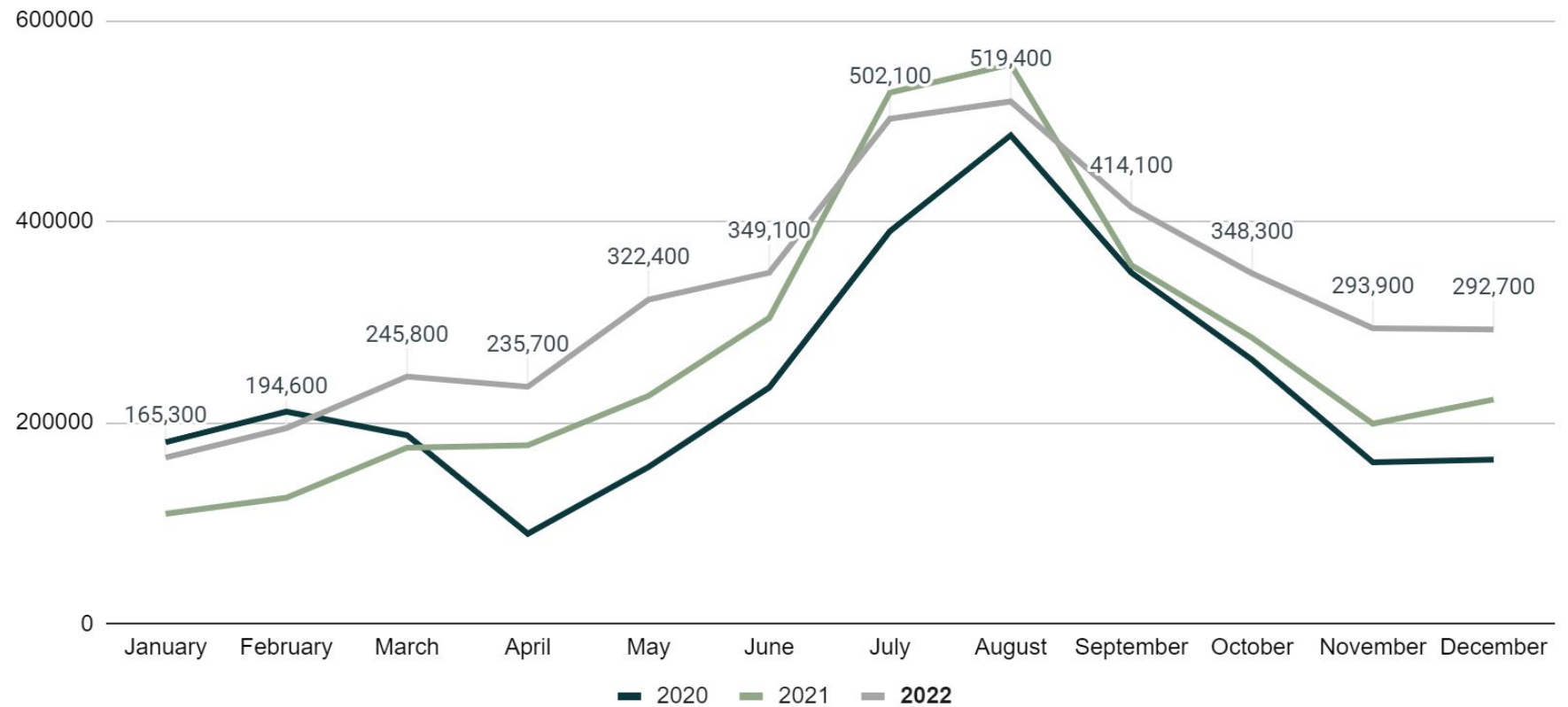


# Canadian Visitation

## Canadian Overnight Stays On Northwest 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.



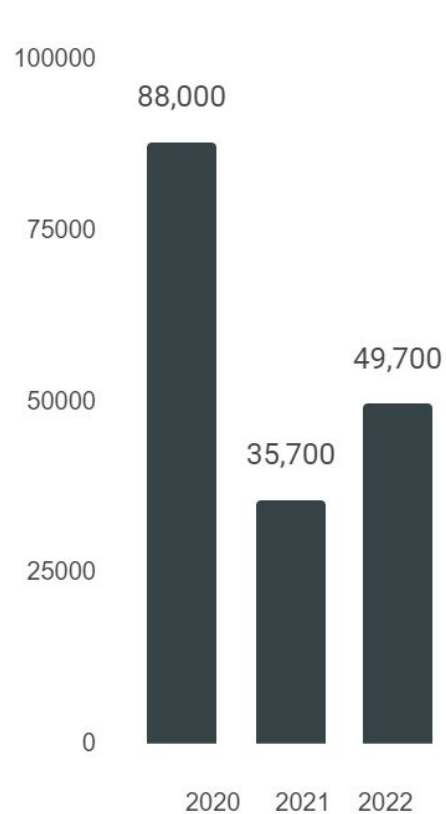
# British Columbia Insights

# Northwest BC Visitation

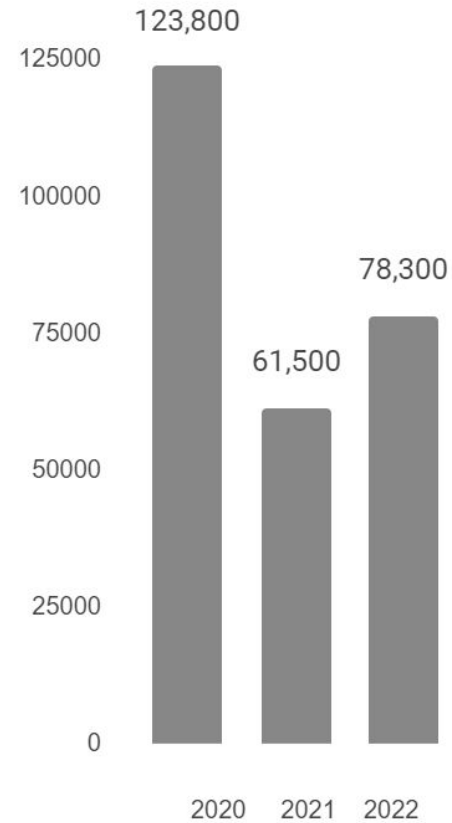
## BC Residents Travelling to Northwest BC By Quarter



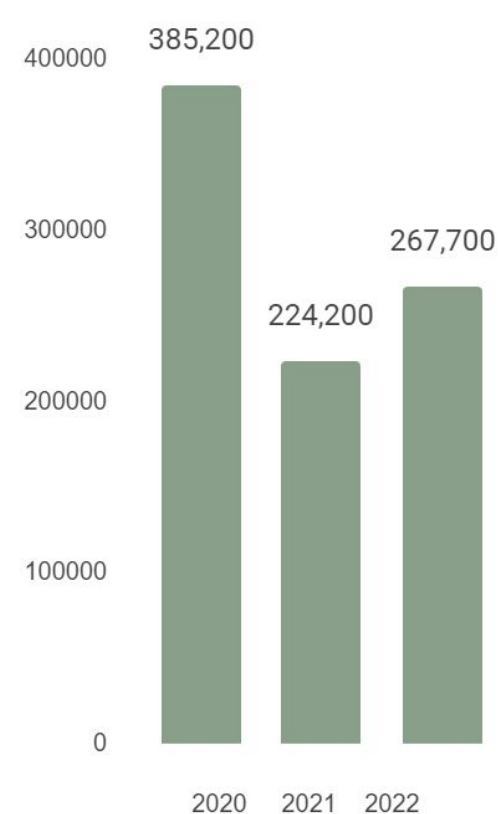
Number of Visitors to Northwest BC from BC in Q1



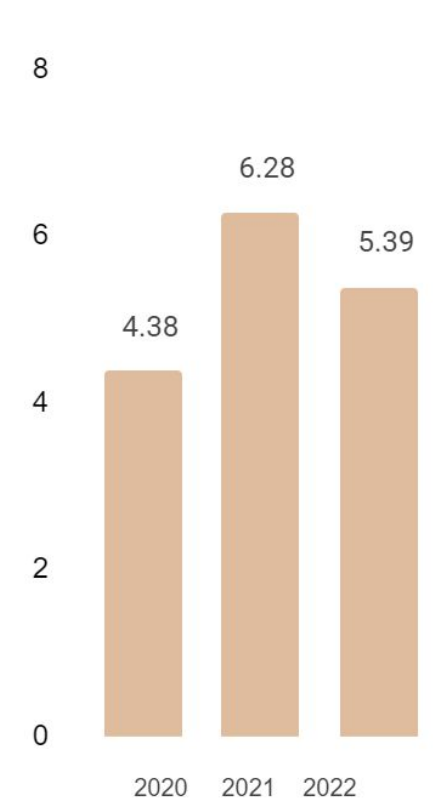
Number of Trips to Northwest BC from BC in Q1



Number of Nights Stayed on Northwest BC from BC in Q1



Length of Stay on Northwest BC from BC in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

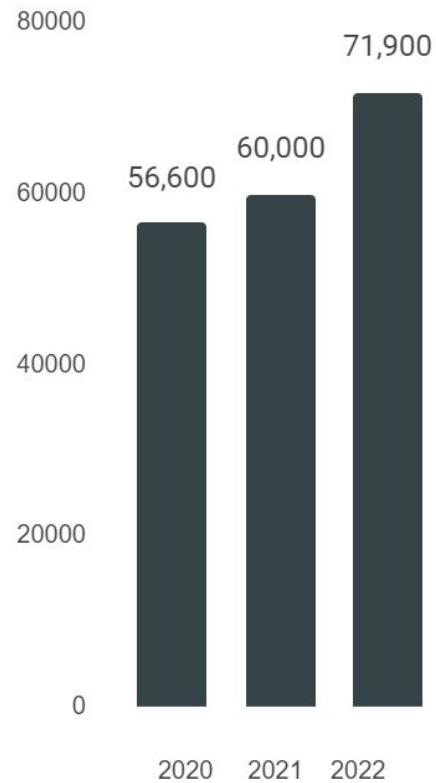


# Northwest BC Visitation

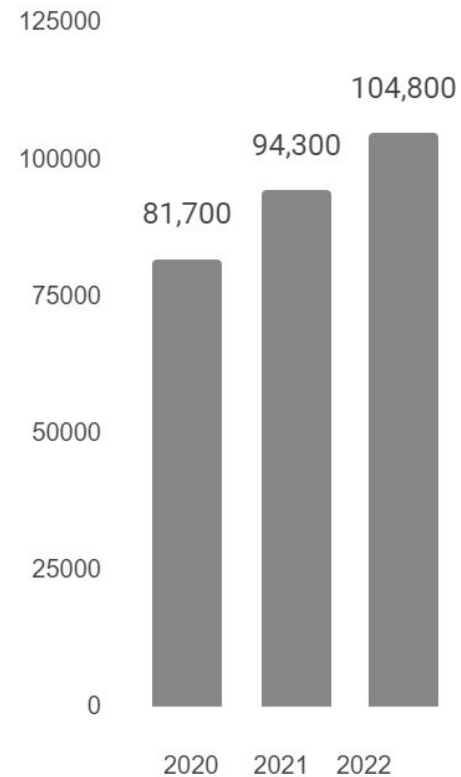
## BC Residents Travelling to Northwest BC By Quarter



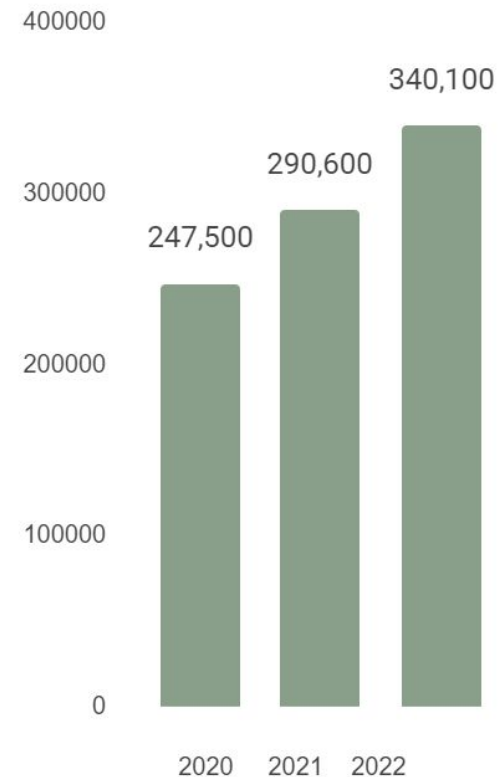
Number of Visitors to Northwest BC from BC in Q2



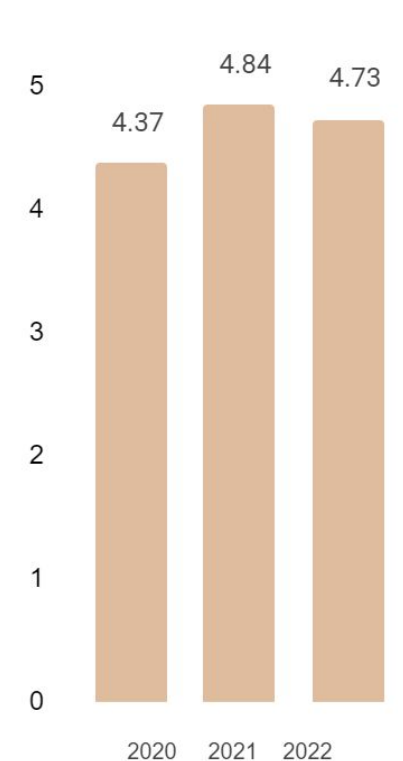
Number of Trips to Northwest BC from BC in Q2



Number of Nights Stayed on Northwest BC from BC in Q2



Length of Stay on Northwest BC from BC in Q2



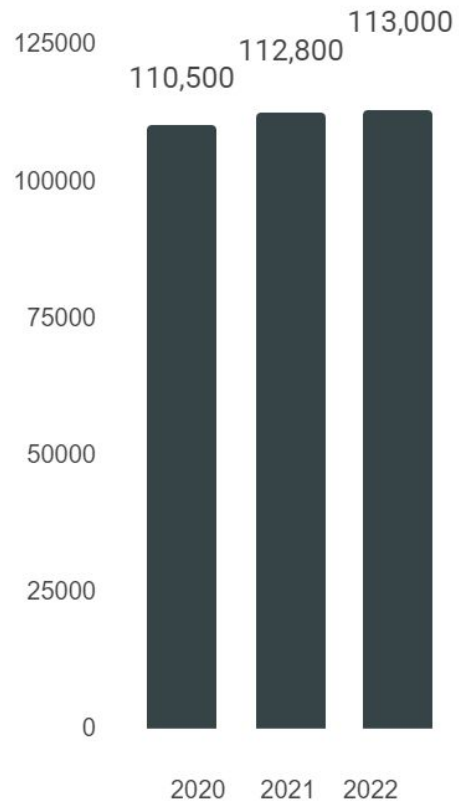
Note: All counts have been rounded to the nearest 100

# Northwest BC Visitation

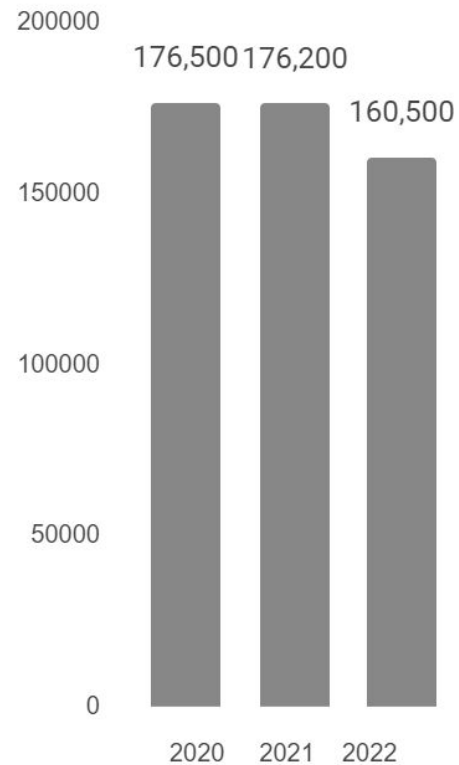
## BC Residents Travelling to Northwest BC By Quarter



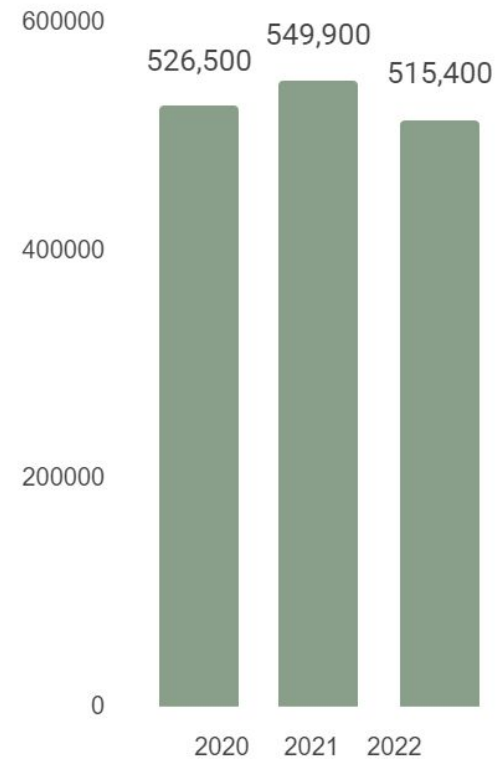
Number of Visitors to Northwest BC from BC in Q3



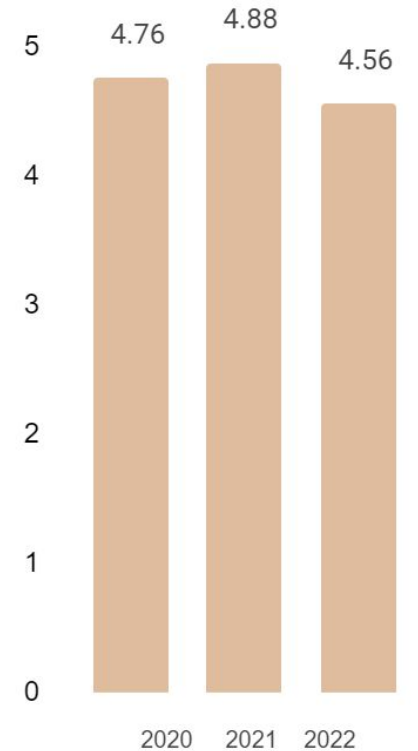
Number of Trips to Northwest BC from BC in Q3



Number of Nights Stayed on Northwest BC from BC in Q3



Length of Stay on Northwest BC from BC in Q3



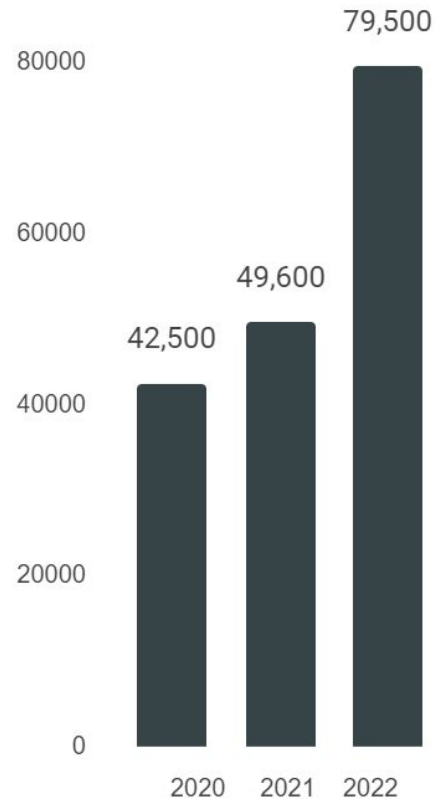
Note: All counts have been rounded to the nearest 100

# Northwest BC Visitation

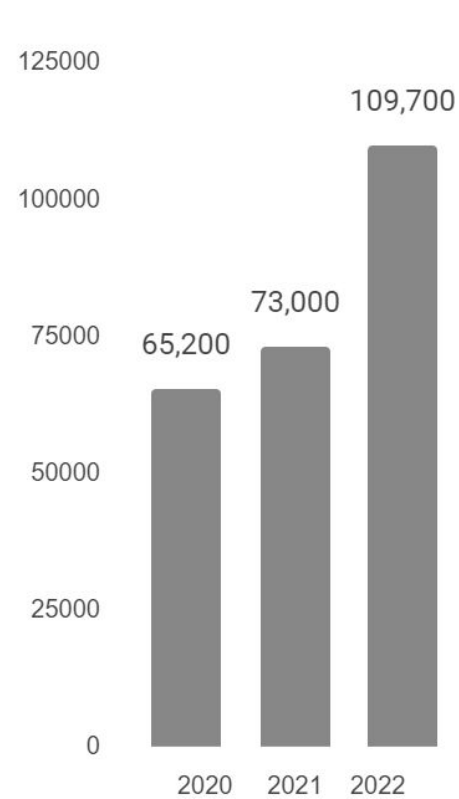
## BC Residents Travelling to Northwest BC By Quarter



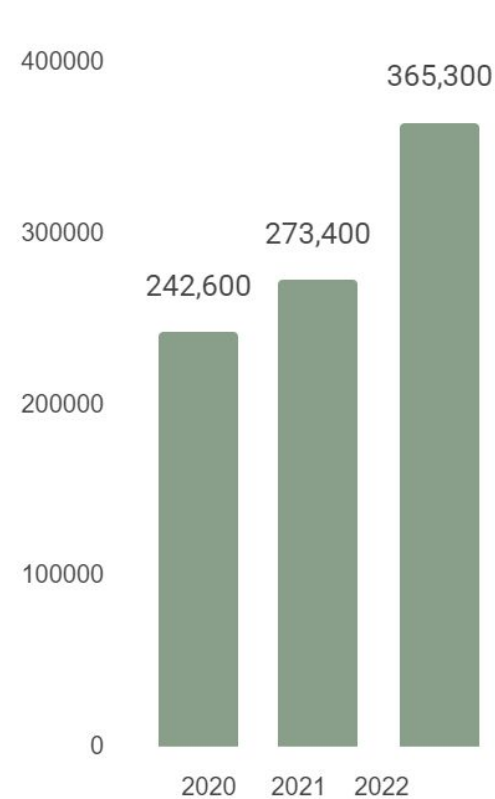
Number of Visitors to Northwest BC from BC in Q4



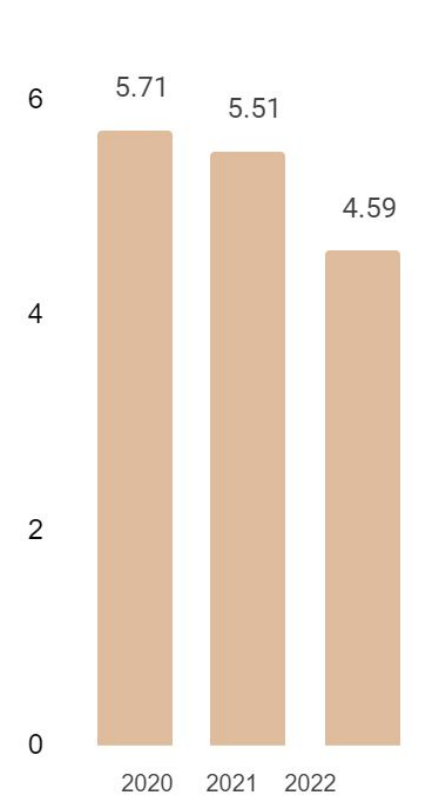
Number of Trips to Northwest BC from BC in Q4



Number of Nights Stayed on Northwest BC from BC in Q4



Length of Stay on Northwest BC from BC in Q4



Note: All counts have been rounded to the nearest 100

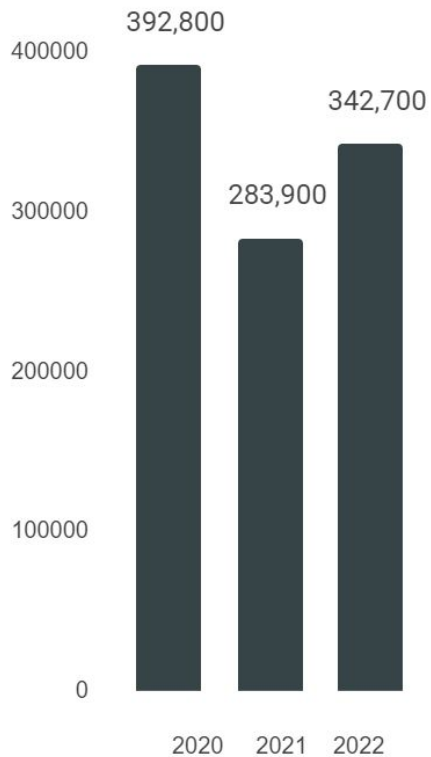


# Northwest BC Visitation

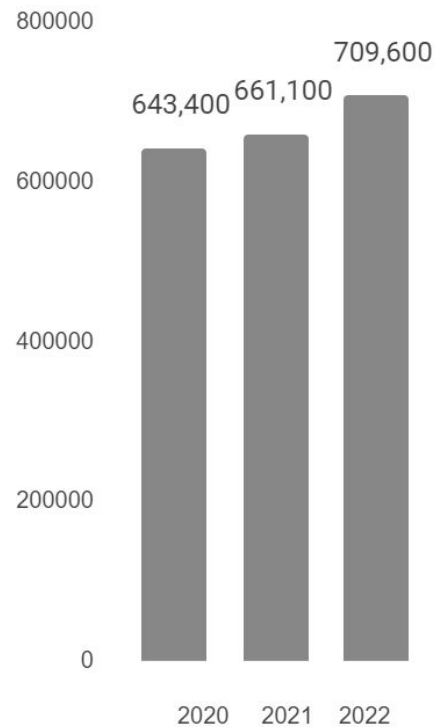
## BC Residents Travelling to Northwest BC By Year



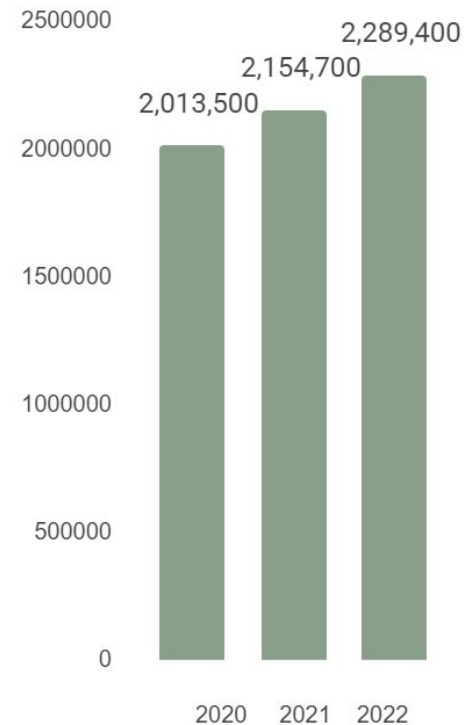
Number of Visitors to Northwest BC from BC



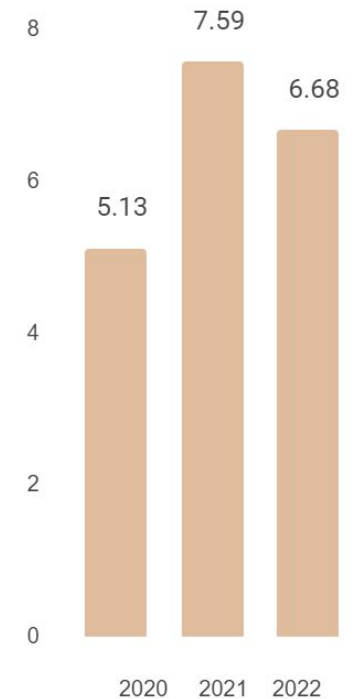
Number of Trips to Northwest BC from BC



Number of Nights Stayed on Northwest BC from BC



Length of Stay on Northwest BC from BC



Note: All counts have been rounded to the nearest 100

# BC Visitors To Northwest BC By Quarter – Q1

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Prince George	9,600
Vancouver	4,400
Surrey	3,500
Terrace	3,200
Prince Rupert	3,000
Vanderhoof	2,200
Kitimat	2,100
Smithers	2,000
Kamloops	1,500
Abbotsford	1,500

City	2021 Visitor Count
Prince George	6,700
Prince Rupert	2,100
Terrace	2,000
Surrey	1,900
Vancouver	1,700
Kitimat	1,600
Vanderhoof	1,500
Abbotsford	1,500
Smithers	1,300
Kamloops	1,300

City	2022 Visitor Count
Prince George	9,000
Prince Rupert	3,800
Vancouver	3,400
Surrey	3,200
Terrace	2,500
Kitimat	2,200
Vanderhoof	1,900
Smithers	1,700
Kamloops	1,700
Abbotsford	1,600

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# BC Visitors To Northwest BC By Quarter – Q2

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Prince George	14,500
Prince Rupert	3,400
Vancouver	3,100
Terrace	3,000
Surrey	2,800
Vanderhoof	2,100
Abbotsford	2,000
Smithers	1,800
Kitimat	1,800
Kamloops	1,600

City	2021 Visitor Count
Prince George	17,500
Prince Rupert	5,000
Terrace	3,500
Vancouver	2,800
Vanderhoof	2,800
Surrey	2,700
Kitimat	2,500
Smithers	2,300
Abbotsford	1,900
Kamloops	1,700

City	2022 Visitor Count
Prince George	15,400
Vancouver	7,100
Surrey	5,800
Prince Rupert	5,200
Terrace	3,500
Kamloops	2,800
Kitimat	2,700
Abbotsford	2,500
Vanderhoof	2,500
Smithers	2,300

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100



# BC Visitors To Northwest BC By Quarter – Q3

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Prince George	29,000
Vancouver	7,600
Prince Rupert	7,100
Surrey	6,800
Terrace	5,600
Fort St. John	4,400
Vanderhoof	4,400
Kamloops	4,000
Smithers	3,900
Kitimat	3,800

City	2021 Visitor Count
Prince George	28,000
Vancouver	8,100
Prince Rupert	7,200
Surrey	6,900
Terrace	5,000
Vanderhoof	4,400
Kamloops	4,300
Fort St. John	4,300
Kitimat	4,100
Smithers	4,000

City	2022 Visitor Count
Prince George	28,000
Vancouver	8,100
Surrey	7,200
Prince Rupert	6,900
Kamloops	5,000
Terrace	4,400
Burnaby	4,300
Vanderhoof	4,300
Abbotsford	4,100
Kitimat	4,000

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

# BC Visitors To Northwest BC By Quarter – Q4

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Prince George	8,200
Prince Rupert	3,100
Surrey	2,900
Vancouver	2,900
Terrace	2,600
Abbotsford	1,800
Kamloops	1,800
Kitimat	1,700
Vanderhoof	1,700
Smithers	1,400

City	2021 Visitor Count
Prince George	9,100
Vancouver	4,300
Prince Rupert	3,300
Surrey	3,100
Terrace	2,600
Kitimat	2,100
Kamloops	2,000
Vanderhoof	1,800
Kelowna	1,800
Abbotsford	1,800

City	2022 Visitor Count
Prince George	11,200
Vancouver	6,600
Surrey	5,500
Prince Rupert	4,400
Terrace	3,000
Kamloops	2,500
Abbotsford	2,300
Kitimat	2,300
Vanderhoof	2,300
Burnaby	2,200

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

# BC Visitors To Northwest BC By Year

## Number of Visitors To Northwest 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
Prince George	38,400
Vancouver	23,700
Surrey	19,200
Prince Rupert	10,200
Kamloops	8,700
Burnaby	7,900
Abbotsford	7,500
Terrace	7,400
Kelowna	7,100
Richmond	6,800

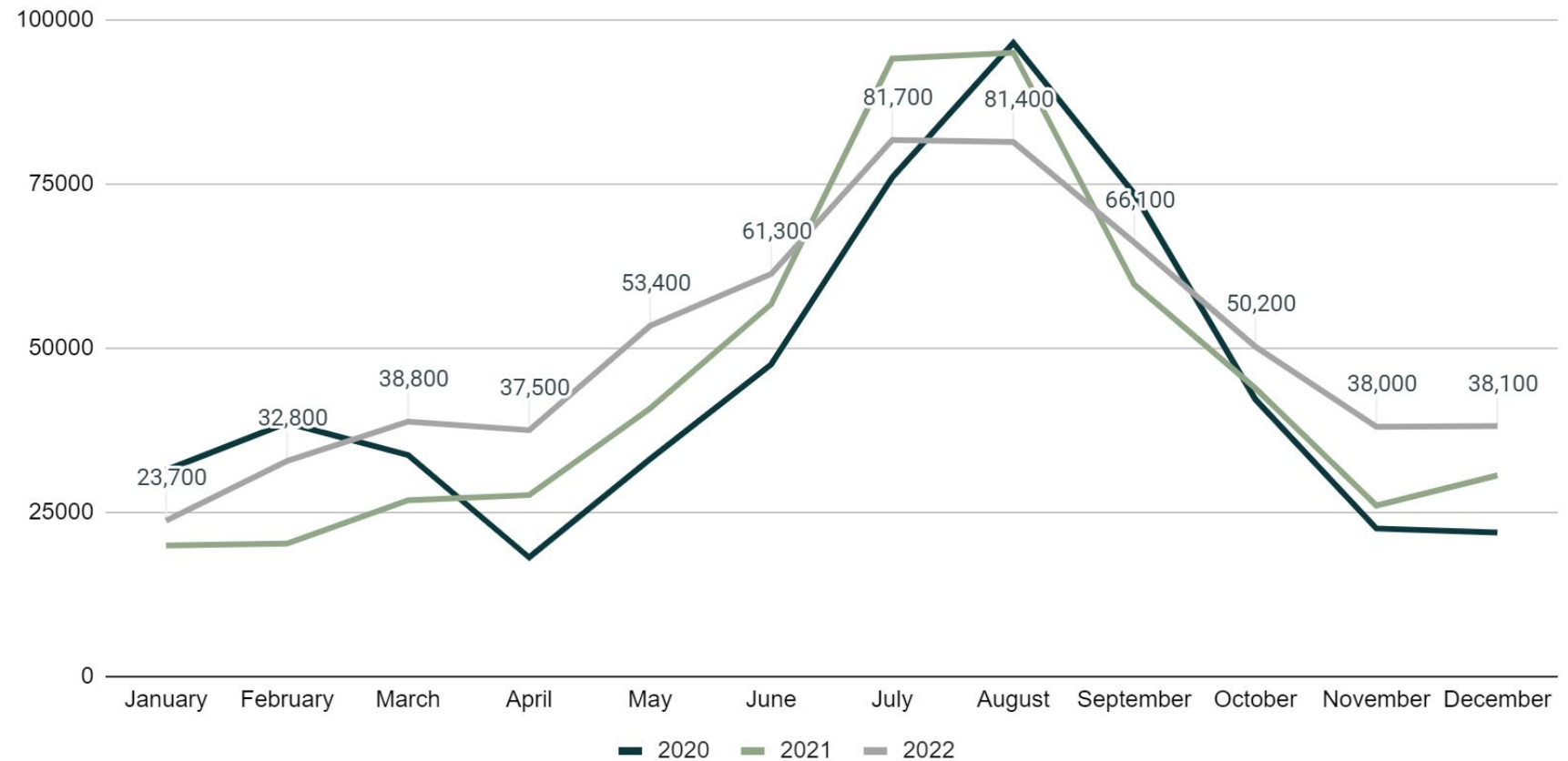


# British Columbia Visitation

## BC Visitors Travelling To Northwest 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



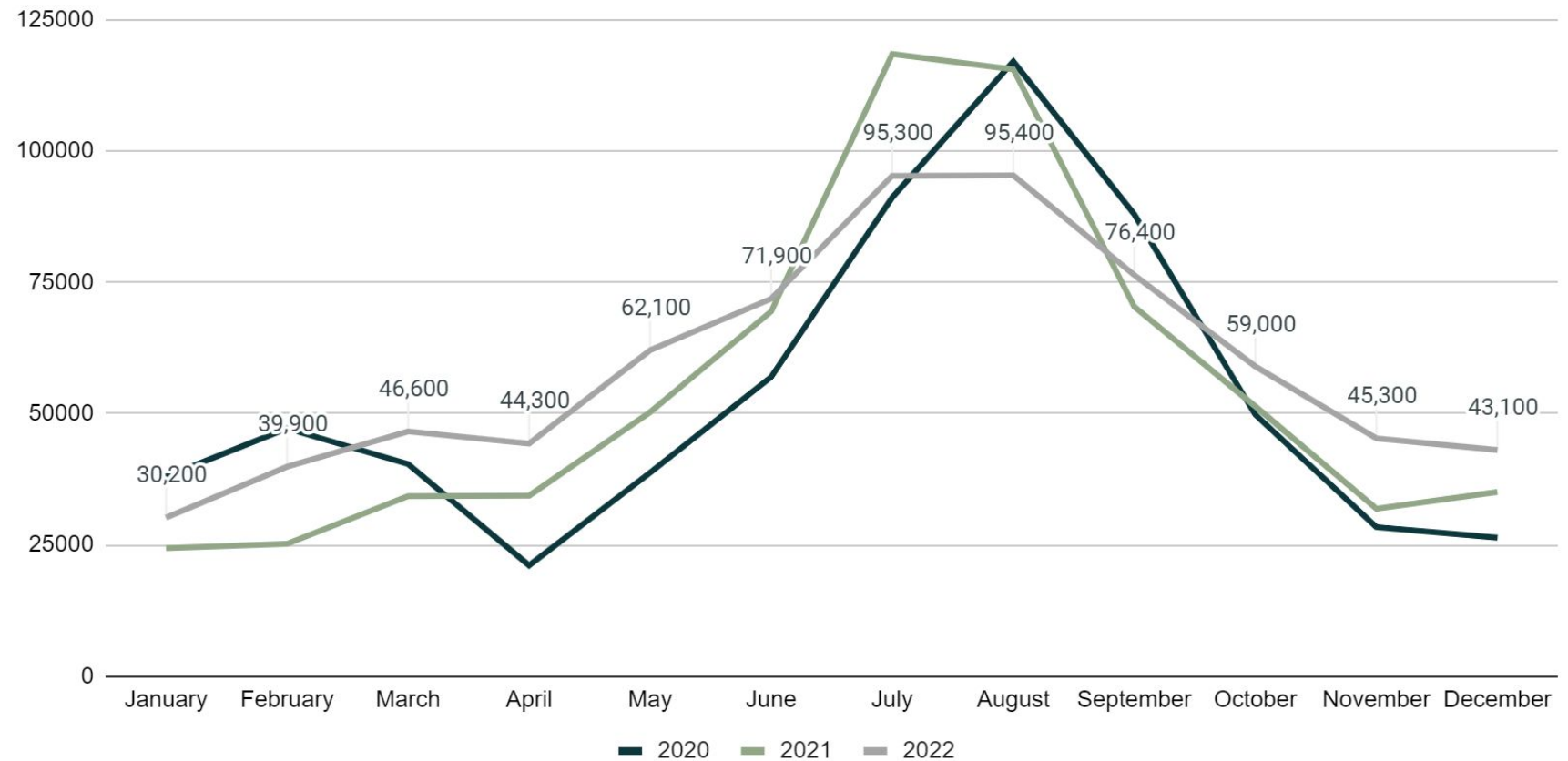
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# British Columbia Visitation

## BC Trips To Northwest 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.

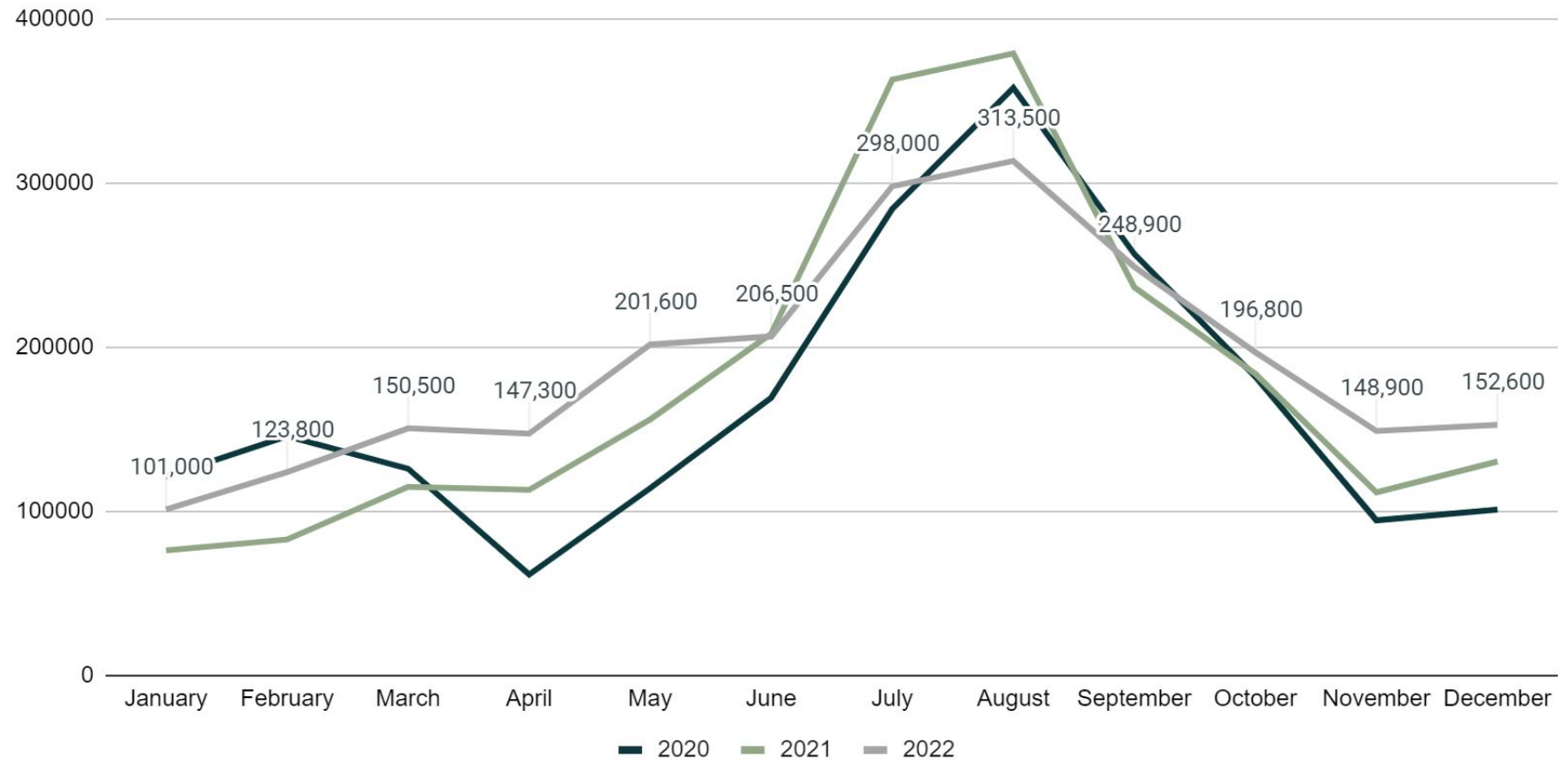


# British Columbia Visitation

## BC Overnight Stays On Northwest 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

## Northwest BC

Q1 = January | February | March

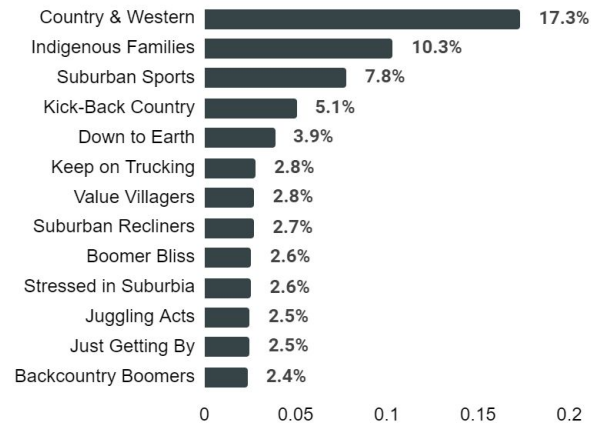
Note: All counts have been rounded to the nearest 100

### Overview

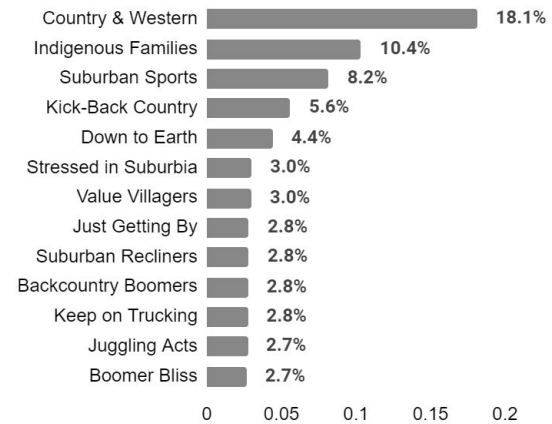
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q1 across the three years.

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

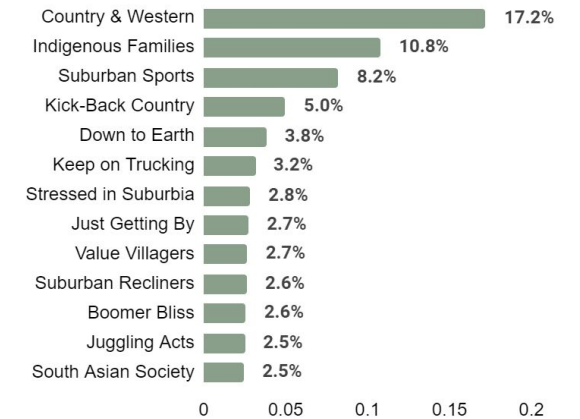
### 2020 BC Visitors by PRIZM Segment



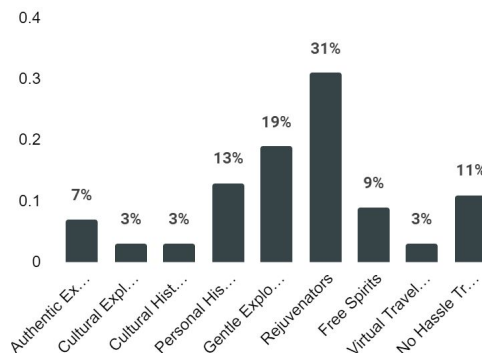
### 2021 BC Visitors by PRIZM Segment



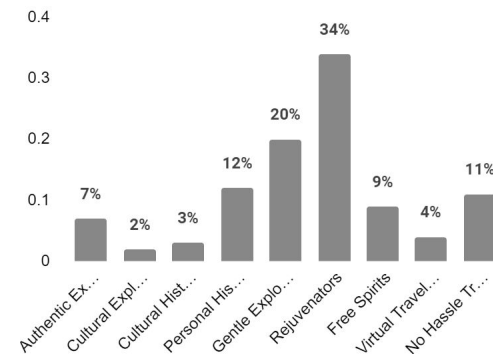
### 2022 BC Visitors by PRIZM Segment



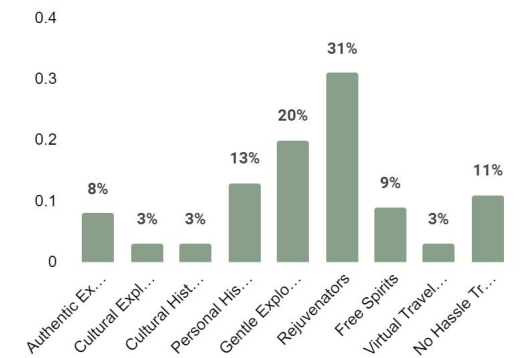
### 2020 BC Visitors by EQ Type



### 2021 BC Visitors by EQ Type



### 2022 BC Visitors by EQ Type





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

## Northwest BC

Q2 = April | May | June

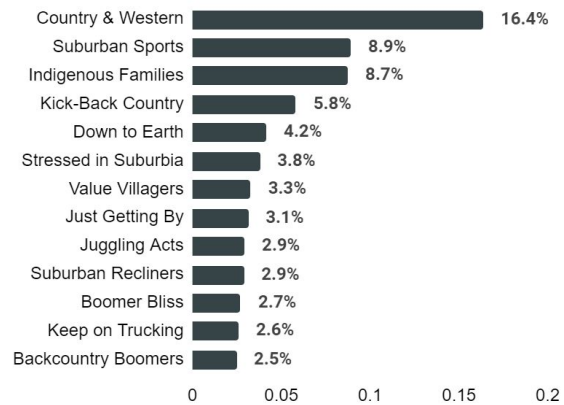
Note: All counts have been rounded to the nearest 100

### Overview

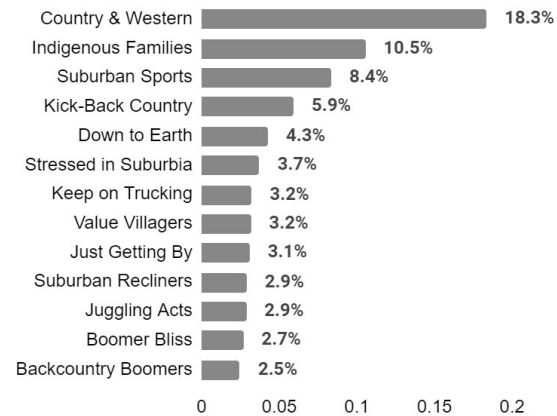
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q2 across the three years.

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

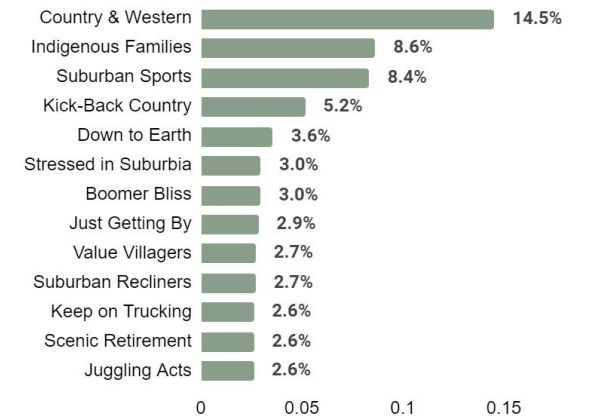
### 2020 BC Visitors by PRIZM Segment



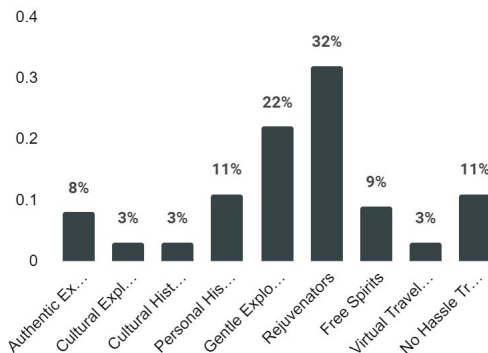
### 2021 BC Visitors by PRIZM Segment



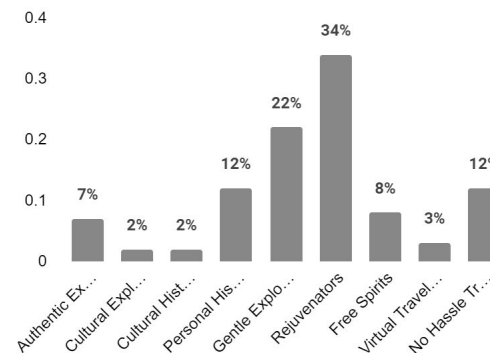
### 2022 BC Visitors by PRIZM Segment



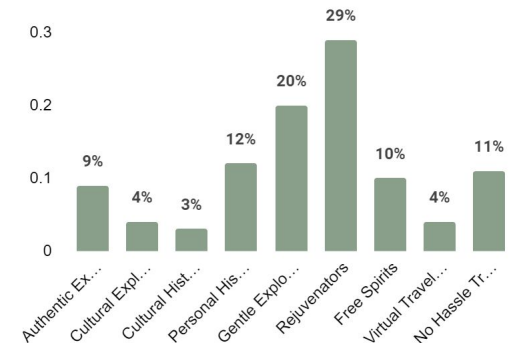
### 2020 BC Visitors by EQ Type



### 2021 BC Visitors by EQ Type



### 2022 BC Visitors by EQ Type



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

## Northwest BC

Q3 = July | August | September

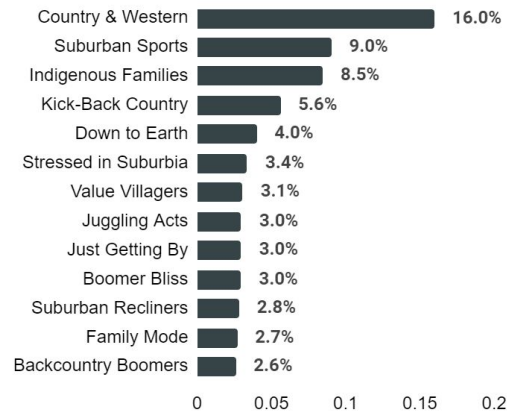
Note: All counts have been rounded to the nearest 100

### Overview

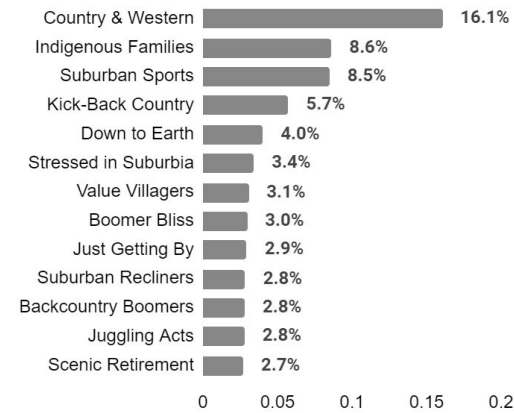
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q3 across the three years.

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

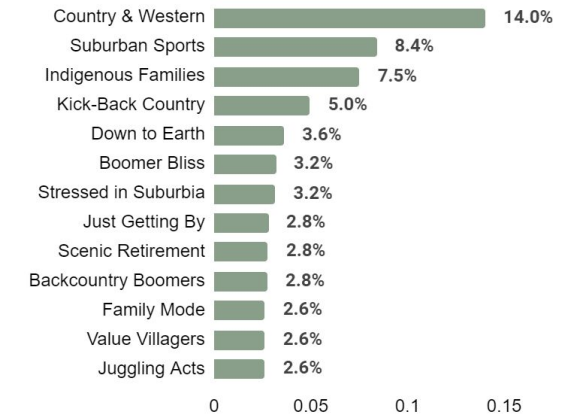
### 2020 BC Visitors by PRIZM Segment



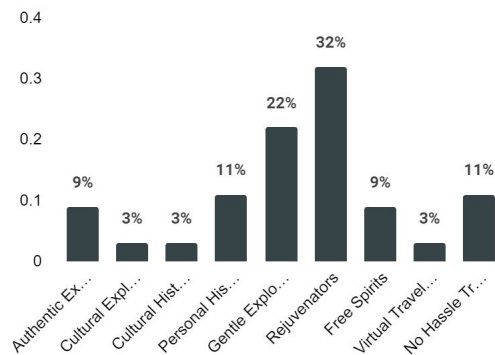
### 2021 BC Visitors by PRIZM Segment



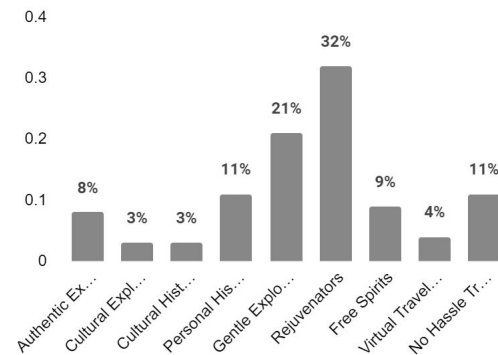
### 2022 BC Visitors by PRIZM Segment



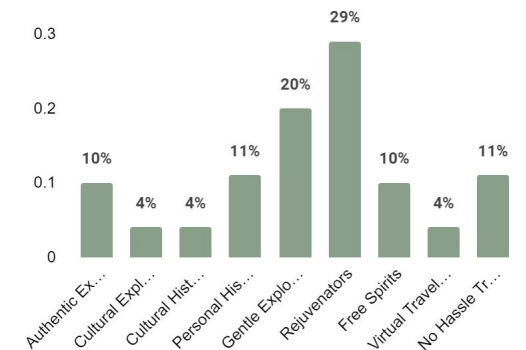
### 2020 BC Visitors by EQ Type



### 2021 BC Visitors by EQ Type



### 2022 BC Visitors by EQ Type



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

## Northwest BC

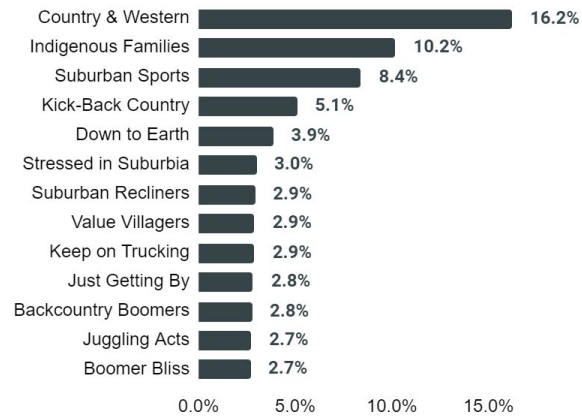
Q4 = October | November | December  
 Note: All counts have been rounded to the nearest 100

### Overview

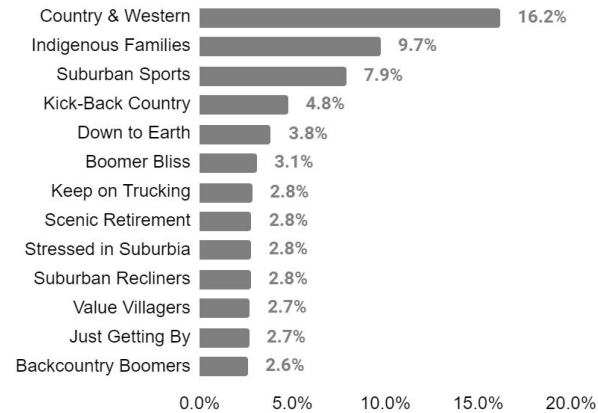
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC in Q4 across the three years.

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

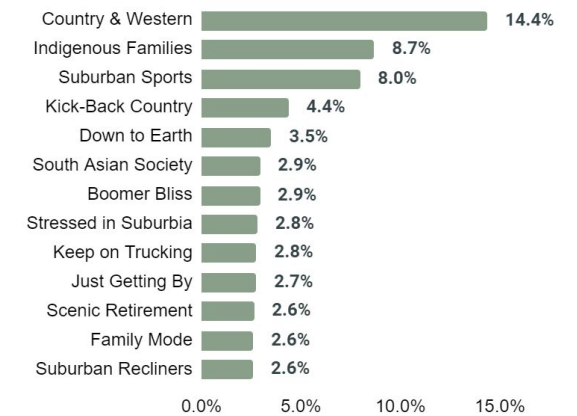
### 2020 BC Visitors by PRIZM Segment



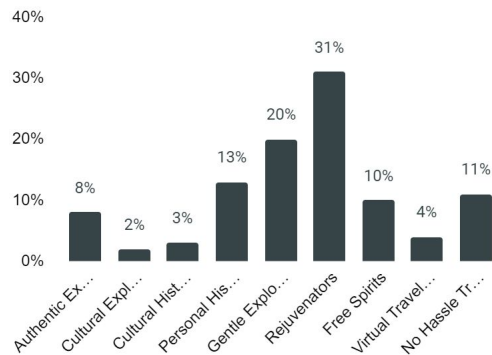
### 2021 BC Visitors by PRIZM Segment



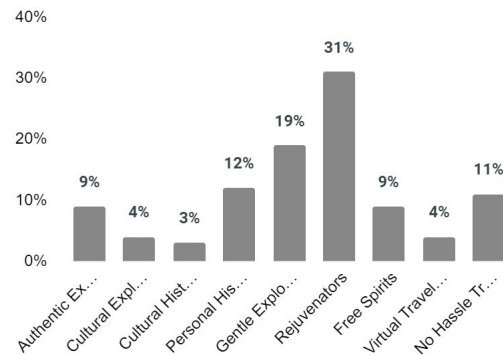
### 2022 BC Visitors by PRIZM Segment



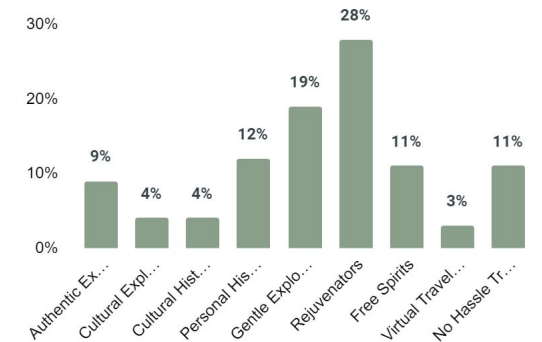
### 2020 BC Visitors by EQ Type



### 2021 BC Visitors by EQ Type



### 2022 BC Visitors by EQ Type



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

## Northwest BC

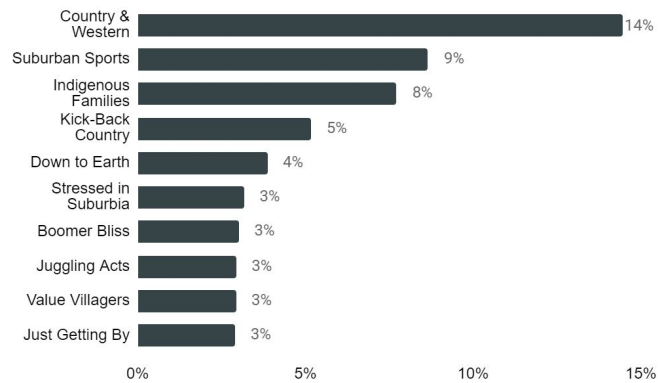
Note: All counts have been rounded to the nearest 100

### Overview

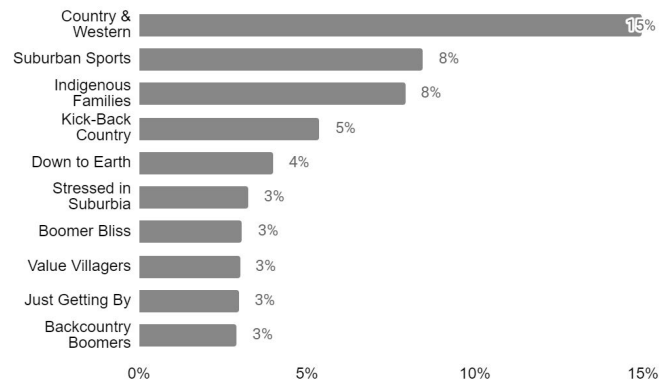
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Sports, Country & Western and Indigenous Families were the top visitors from BC in across the three years.

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

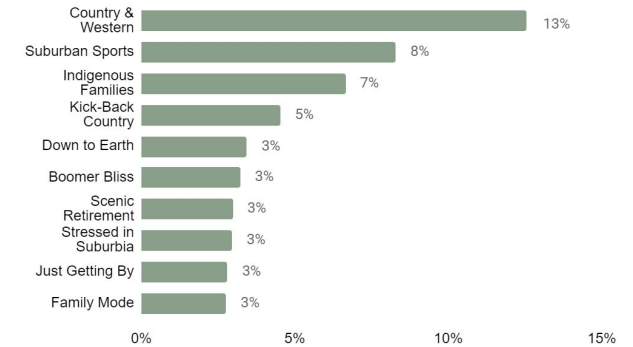
### 2020 BC Visitors by PRIZM Segment



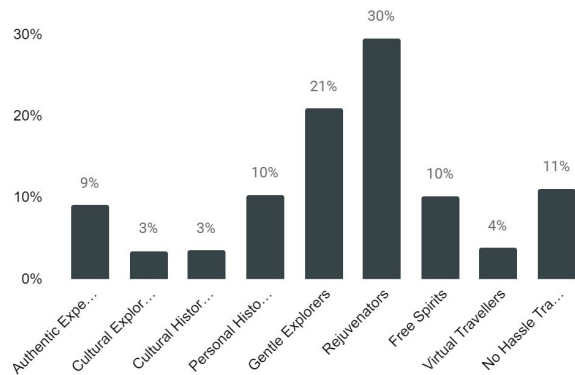
### 2021 BC Visitors by PRIZM Segment



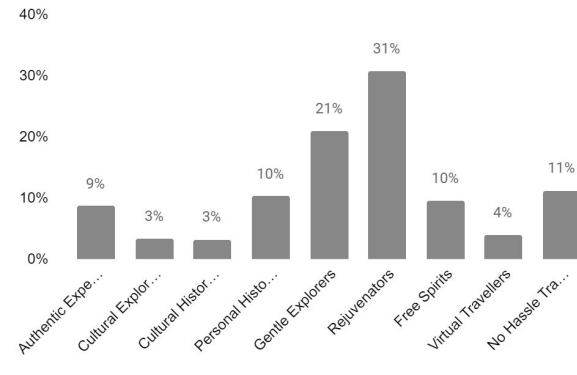
### 2022 BC Visitors by PRIZM Segment



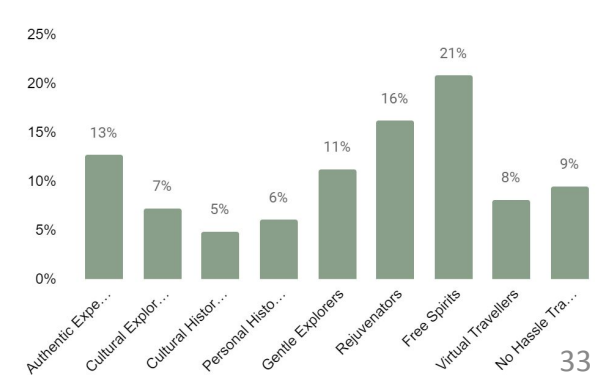
### 2020 BC Visitors by EQ Type



### 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

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- EQ Type: Rejuvenator

### Top BC Geographic Markets

Census Subdivision	Percentage of group
Revelstoke	2.9%
Prince Rupert	1.8%
Port Hardy	1.7%
Golden	1.7%

Category	Highlights
----------	------------

<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 58
<b>Children at Home</b>	51.8% of couples do not have children living at home (Above Average)
<b>Household Income</b>	Below Average Household Income of \$100,396 compared to BC at \$118,490
<b>Top Social Values</b>	Attraction to Nature, Need for Escape, Traditional Family
<b>Top Tourism Activities</b>	Home shows, Film festivals, Beer, food & wine festivals.
<b>Travel</b>	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
<b>Social Media</b>	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



British Columbia  
Regional Tourism  
Secretariat

## Indigenous Families



### General Canadian Summary

- Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin
- Mixed Education (Grade 9/High School)
- Positions in health care, education and the trades
- Value volunteering within their communities and outdoor activities such as hiking, skiing and boating
- EQ Type: Personal History Explorers

### Top 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

- Older, middle-income, rural couples and families
- Mixed Education
- Blue-collar and Service Sector Positions in agriculture, construction and the trades
- Enjoy outdoorsy activities such as hunting, fishing and gardening as well as crafting and home improvement
- EQ Type: Rejuvenator

### Top BC Geographic Markets

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

Category	Highlights
<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
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 54
<b>Children at Home</b>	45% of couples have children living at home (Average).
<b>Household Income</b>	Average Household Income of \$127,156 compared to BC at \$118,490.
<b>Top Social Values</b>	Emotional Control, Need for Escape, Legacy.
<b>Top Tourism Activities</b>	Hiking & backpacking, Camping, Swimming.
<b>Travel</b>	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.
<b>Social Media</b>	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
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 54
<b>Children at Home</b>	43% of couples do not have children living at home (Average)
<b>Household Income</b>	Below Average Household Income of \$102,911 compared to BC at \$118,490
<b>Top Social Values</b>	Racial Fusion, Need for Escape, Emotional Control
<b>Top Tourism Activities</b>	Swimming, Camping, Cycling.
<b>Travel</b>	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.
<b>Social Media</b>	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)





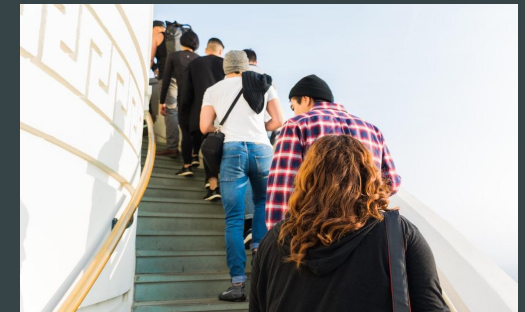
# 2022 BC EQ Segment Summary

## 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
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 52
<b>Children at Home</b>	56% of couples do not have children living at home (Average).
<b>Household Income</b>	Average Household Income of \$126,494 compared to BC at \$118,490
<b>Top Social Values</b>	Traditional Family, Global Consciousness, Multiculturalism
<b>Top Tourism Activities</b>	Hiking & backpacking, Swimming, Camping.
<b>Travel</b>	Below Average interest for travelling within Canada, Free Spirits from British Columbia spent an average of \$1,623 (Average) on their last vacation
<b>Social Media</b>	76% currently use Facebook (Average), 42% use Instagram (Average), 29% use Twitter (Above Average) and 74% use YouTube (Average)







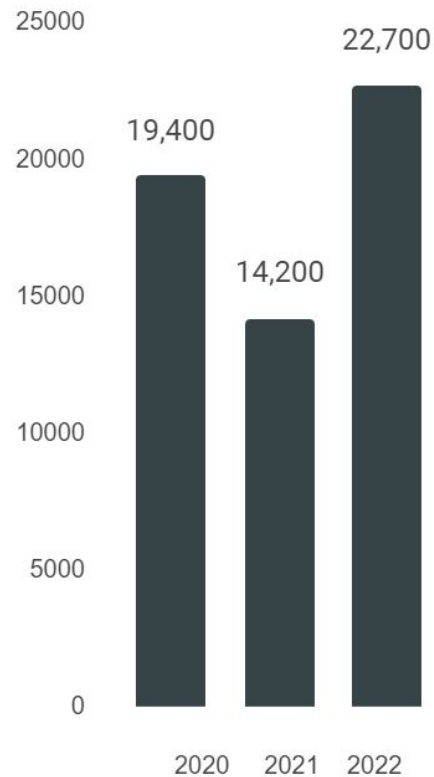
# Alberta Insights

# Northwest BC Visitation

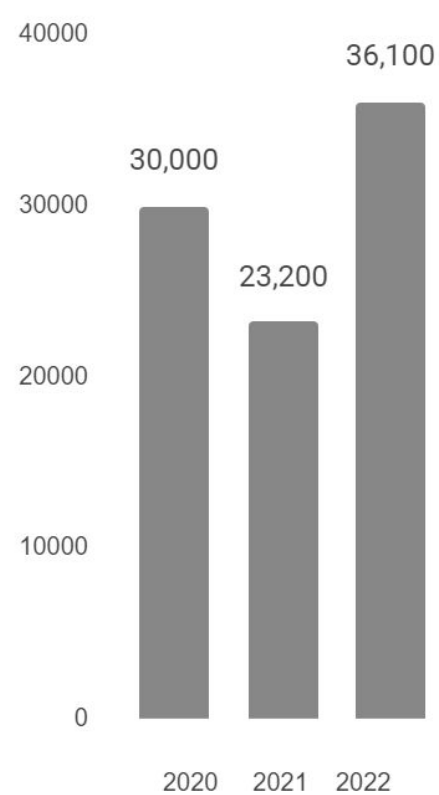
## Alberta Residents Travelling To Northwest BC By Quarter



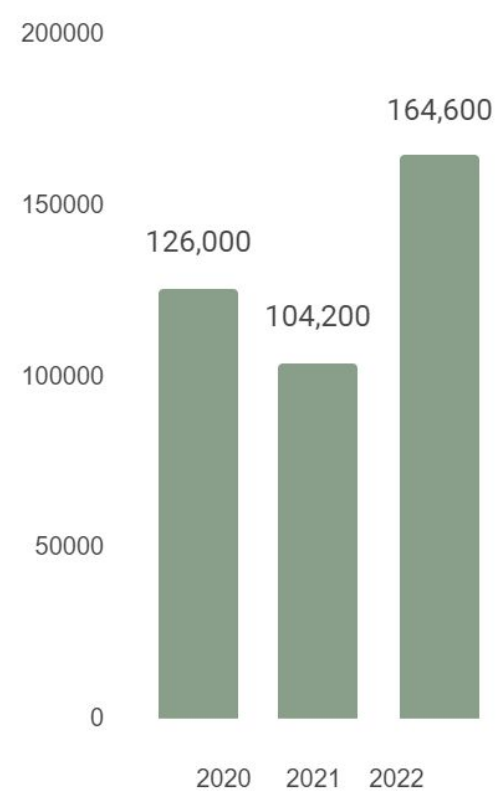
Number of Visitors to Northwest BC from AB in Q1



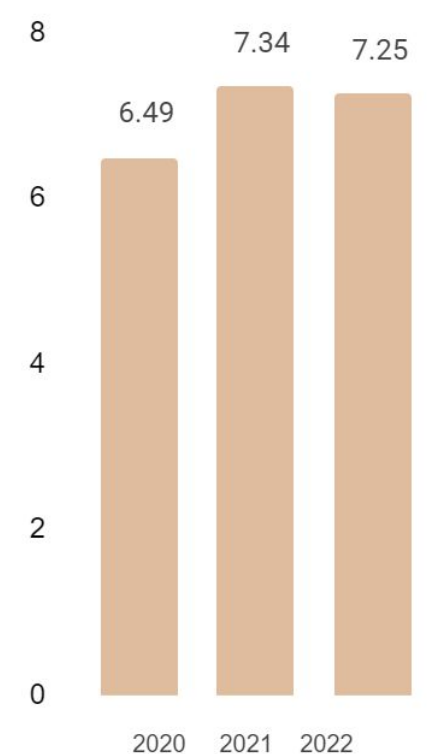
Number of Trips to Northwest BC from AB in Q1



Number of Nights Stayed on Northwest AB from BC in Q1



Length of Stay on Northwest BC from AB in Q1



Q1 = January | February | March

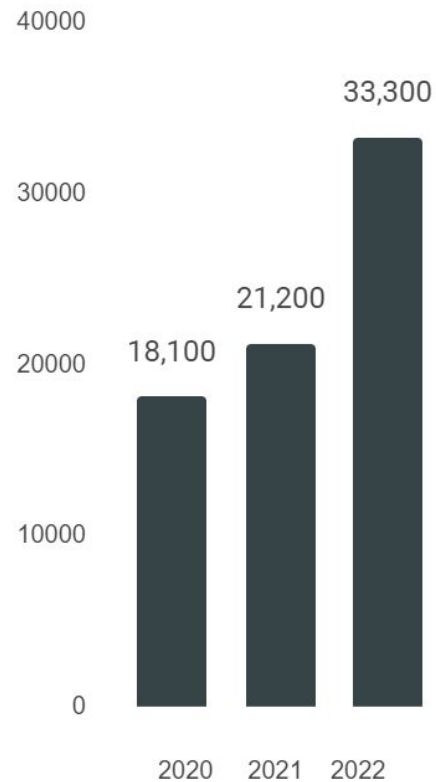
Note: All counts have been rounded to the nearest 100

# Northwest BC Visitation

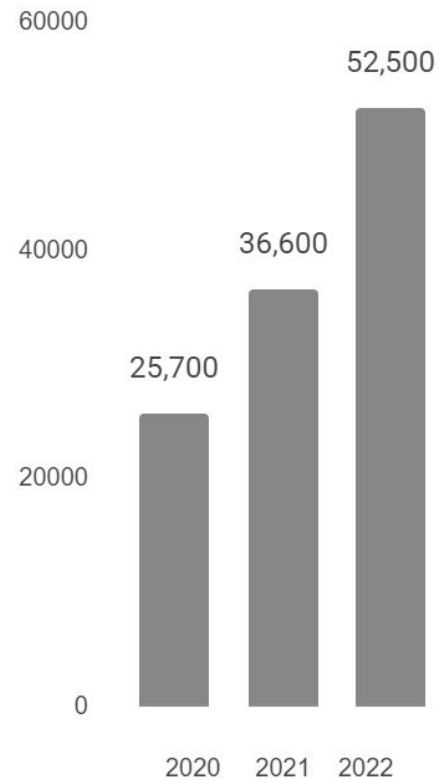
## Alberta Residents Travelling To Northwest BC By Quarter



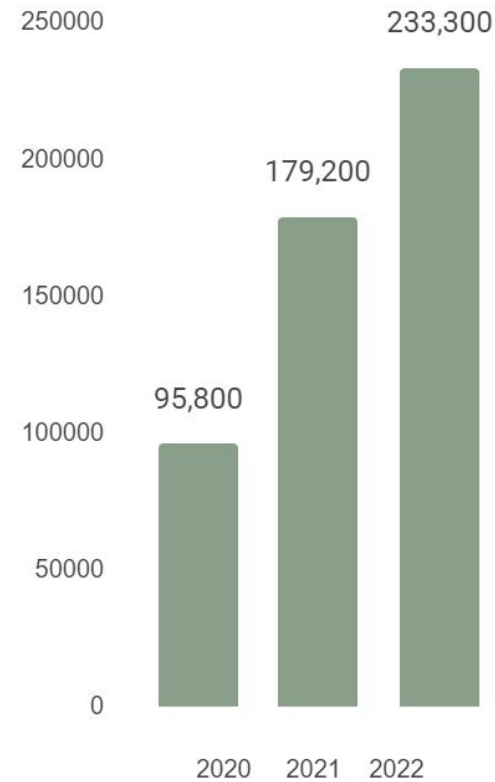
Number of Visitors to Northwest BC from AB in Q2



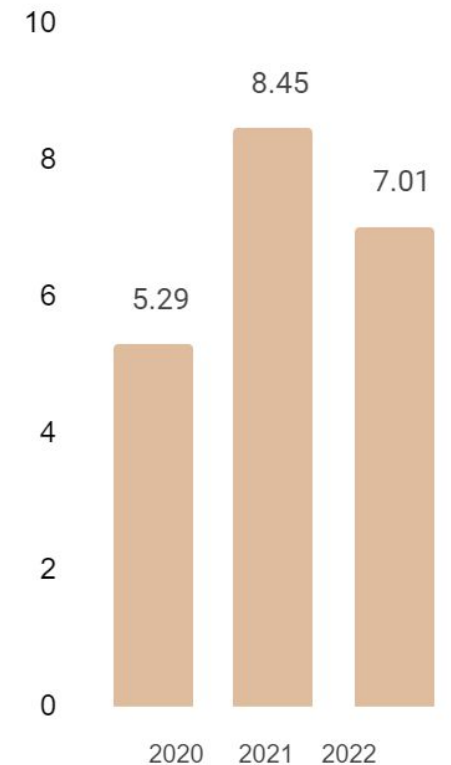
Number of Trips to Northwest BC from AB in Q2



Number of Nights Stayed on Northwest AB from BC in Q2



Length of Stay on Northwest BC from AB in Q2



Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

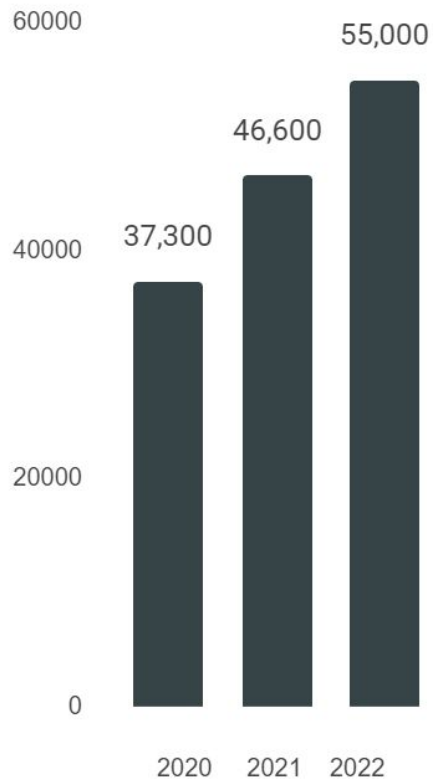


# Northwest BC Visitation

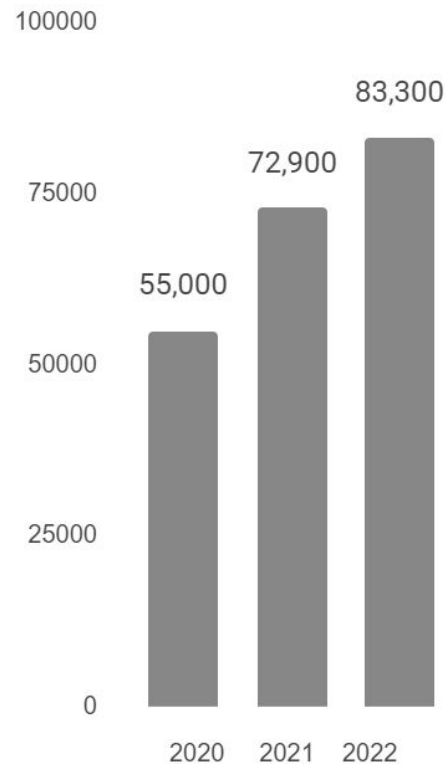
## Alberta Residents Travelling To Northwest BC By Quarter



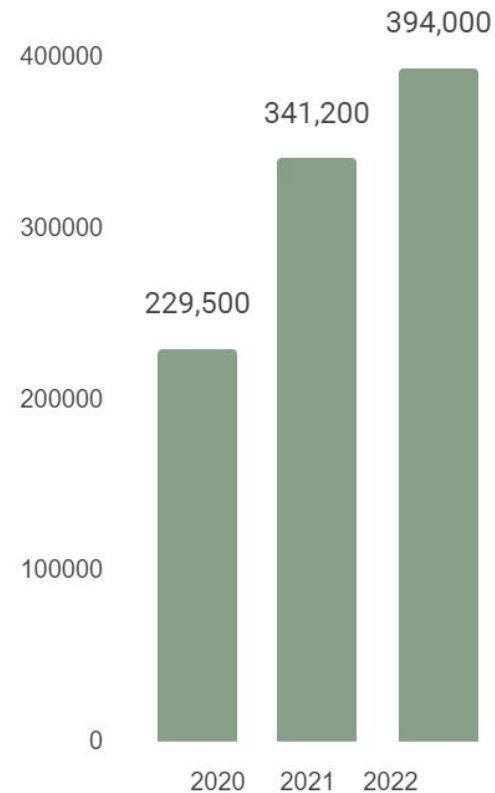
Number of Visitors to Northwest BC from AB in Q3



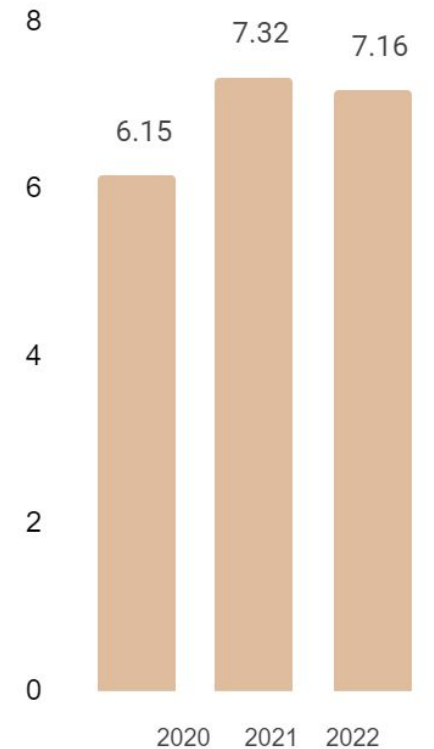
Number of Trips to Northwest BC from AB in Q3



Number of Nights Stayed on Northwest AB from BC in Q3



Length of Stay on Northwest BC from AB in Q3



Q3 = July | August | September

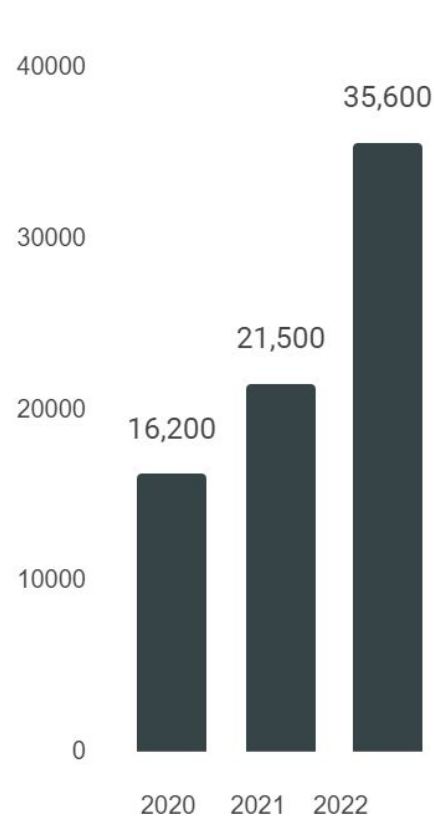
Note: All counts have been rounded to the nearest 100

# Northwest BC Visitation

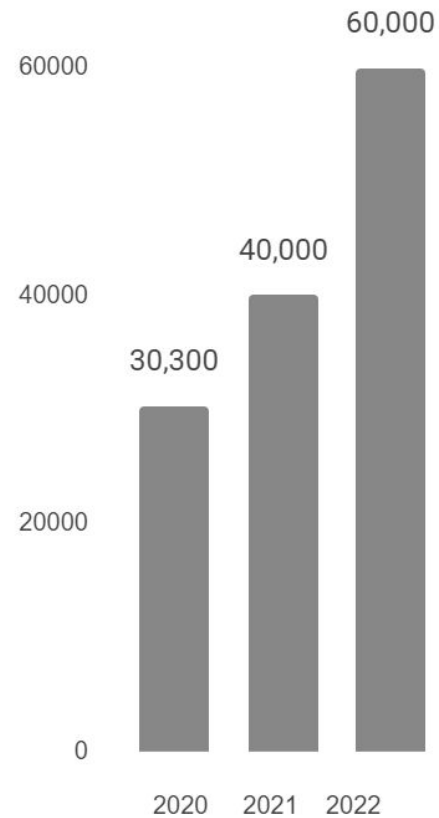
## Alberta Residents Travelling To Northwest BC By Quarter



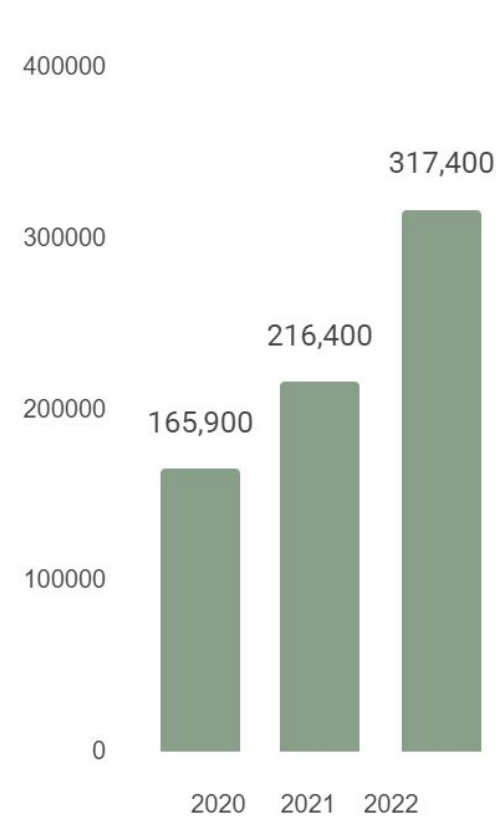
Number of Visitors to Northwest BC from AB in Q4



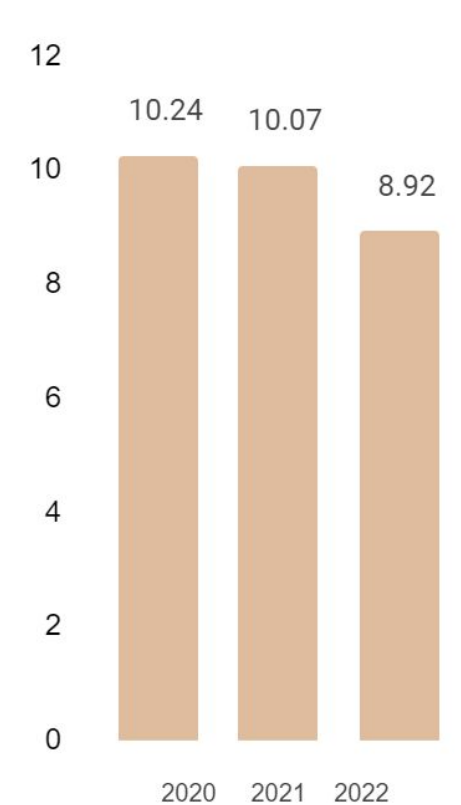
Number of Trips to Northwest BC from AB in Q4



Number of Nights Stayed on Northwest AB from BC in Q4



Length of Stay on Northwest BC from AB in Q4



Q4 = October | November | December

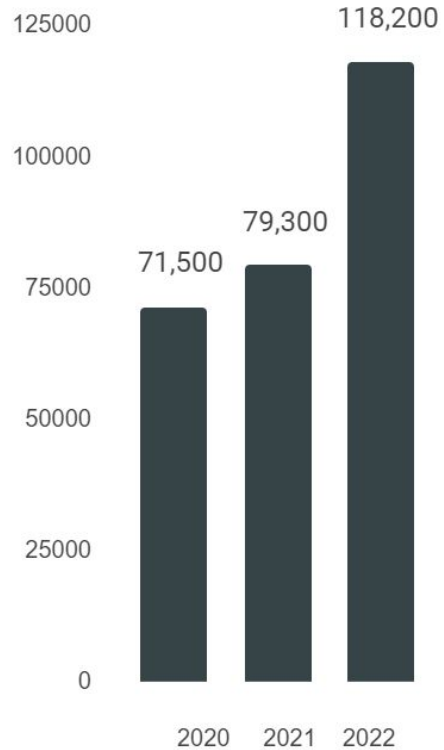
Note: All counts have been rounded to the nearest 100

# Northwest BC Visitation

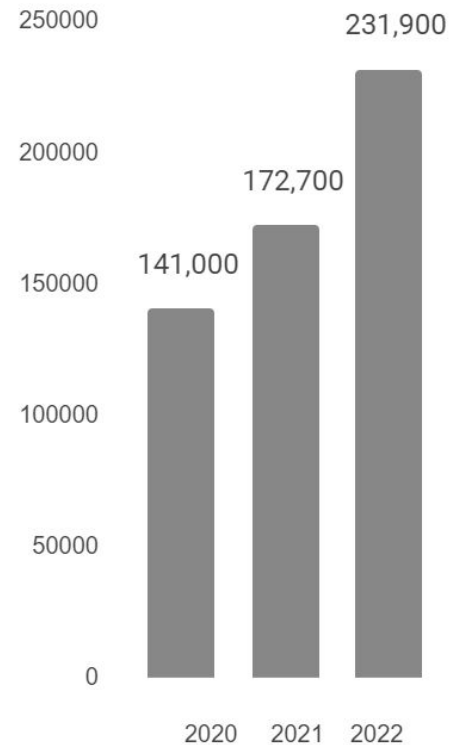
## Alberta Residents Travelling To Northwest BC By Year



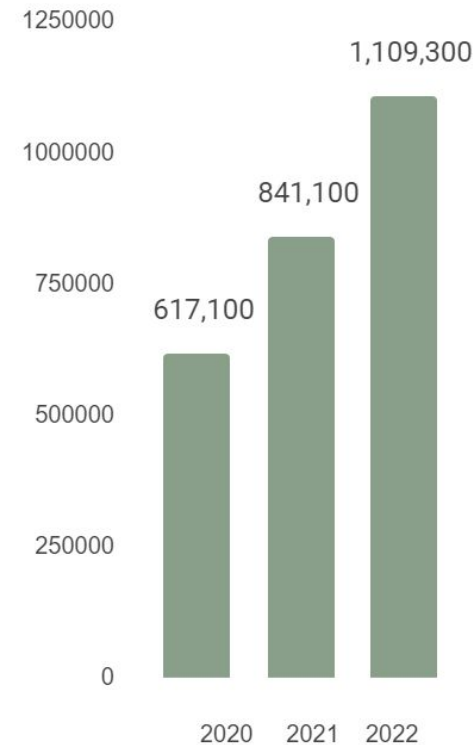
Number of Visitors to Northwest BC from AB



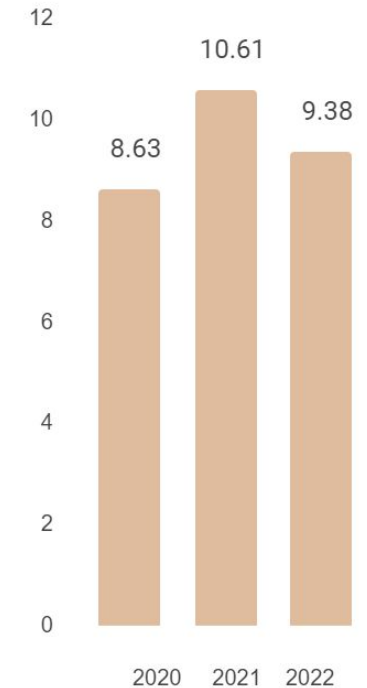
Number of Trips to Northwest BC from AB



Number of Nights Stayed on Northwest BC from AB



Length of Stay on Northwest BC from AB



Note: All counts have been rounded to the nearest 100



# Alberta Visitors To Northwest BC By Quarter – Q1

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Edmonton	5,800
Calgary	5,400
Grande Prairie	600
Strathcona County	500
Red Deer	400
Airdrie	300
St. Albert	300
Lethbridge	300
Spruce Grove	300
Leduc	200

City	2021 Visitor Count
Edmonton	4,400
Calgary	3,100
Grande Prairie	500
Strathcona County	400
Red Deer	300
St. Albert	200
Airdrie	200
Spruce Grove	200
Lethbridge	200
Leduc	200

City	2022 Visitor Count
Calgary	6,300
Edmonton	6,200
Grande Prairie	700
Strathcona County	600
Red Deer	500
St. Albert	400
Airdrie	400
Lethbridge	400
Wood Buffalo	200
Spruce Grove	200

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To Northwest BC By Quarter – Q2

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Edmonton	4,400
Calgary	4,100
Grande Prairie	1,000
Strathcona County	500
Red Deer	400
St. Albert	300
Airdrie	200
Spruce Grove	200
Leduc	200
Wood Buffalo	200

City	2021 Visitor Count
Edmonton	5,900
Calgary	4,700
Grande Prairie	1,000
Strathcona County	500
Red Deer	500
St. Albert	300
Airdrie	300
Lethbridge	300
Grande Prairie County No. 1	200
Spruce Grove	200

City	2022 Visitor Count
Edmonton	8,800
Calgary	8,100
Grande Prairie	1,200
Strathcona County	1,000
Red Deer	900
St. Albert	600
Airdrie	600
Lethbridge	600
Spruce Grove	400
Wood Buffalo	400

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To Northwest BC By Quarter – Q3

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Edmonton	9,500
Calgary	7,700
Grande Prairie	2,200
Strathcona County	1,100
Red Deer	900
St. Albert	700
Lethbridge	500
Spruce Grove	500
Airdrie	400
Grande Prairie County No. 1	400

City	2021 Visitor Count
Edmonton	11,200
Calgary	10,500
Grande Prairie	2,300
Strathcona County	1,300
Red Deer	1,000
Airdrie	800
St. Albert	800
Spruce Grove	500
Grande Prairie County No. 1	500
Lethbridge	500

City	2022 Visitor Count
Edmonton	14,500
Calgary	12,500
Grande Prairie	2,600
Strathcona County	1,500
Red Deer	1,200
St. Albert	900
Airdrie	900
Lethbridge	600
Grande Prairie County No. 1	600
Spruce Grove	600

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100



# Alberta Visitors To Northwest BC By Quarter – Q4

## Number of Visitors To Northwest BC By Origin City



City	2020 Visitor Count
Edmonton	5,300
Calgary	3,500
Grande Prairie	500
Strathcona County	500
Red Deer	300
St. Albert	300
Lethbridge	200
Spruce Grove	200
Airdrie	200
Leduc	200

City	2021 Visitor Count
Edmonton	6,300
Calgary	5,200
Grande Prairie	900
Red Deer	500
Strathcona County	500
Airdrie	400
St. Albert	400
Spruce Grove	200
Okotoks	200
Grande Prairie County No. 1	200

City	2022 Visitor Count
Edmonton	10,500
Calgary	8,600
Strathcona County	1,000
Grande Prairie	1,000
Red Deer	900
Airdrie	700
St. Albert	600
Lethbridge	600
Spruce Grove	400
Leduc	400

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

# Alberta Visitors To Northwest BC By Year

## Number of Visitors To Northwest 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
Edmonton	31,200
Calgary	29,500
Grande Prairie	4,500
Strathcona County	3,200
Red Deer	2,900
Airdrie	2,100
St. Albert	2,100
Lethbridge	1,900
Wood Buffalo	1,300
Spruce Grove	1,300

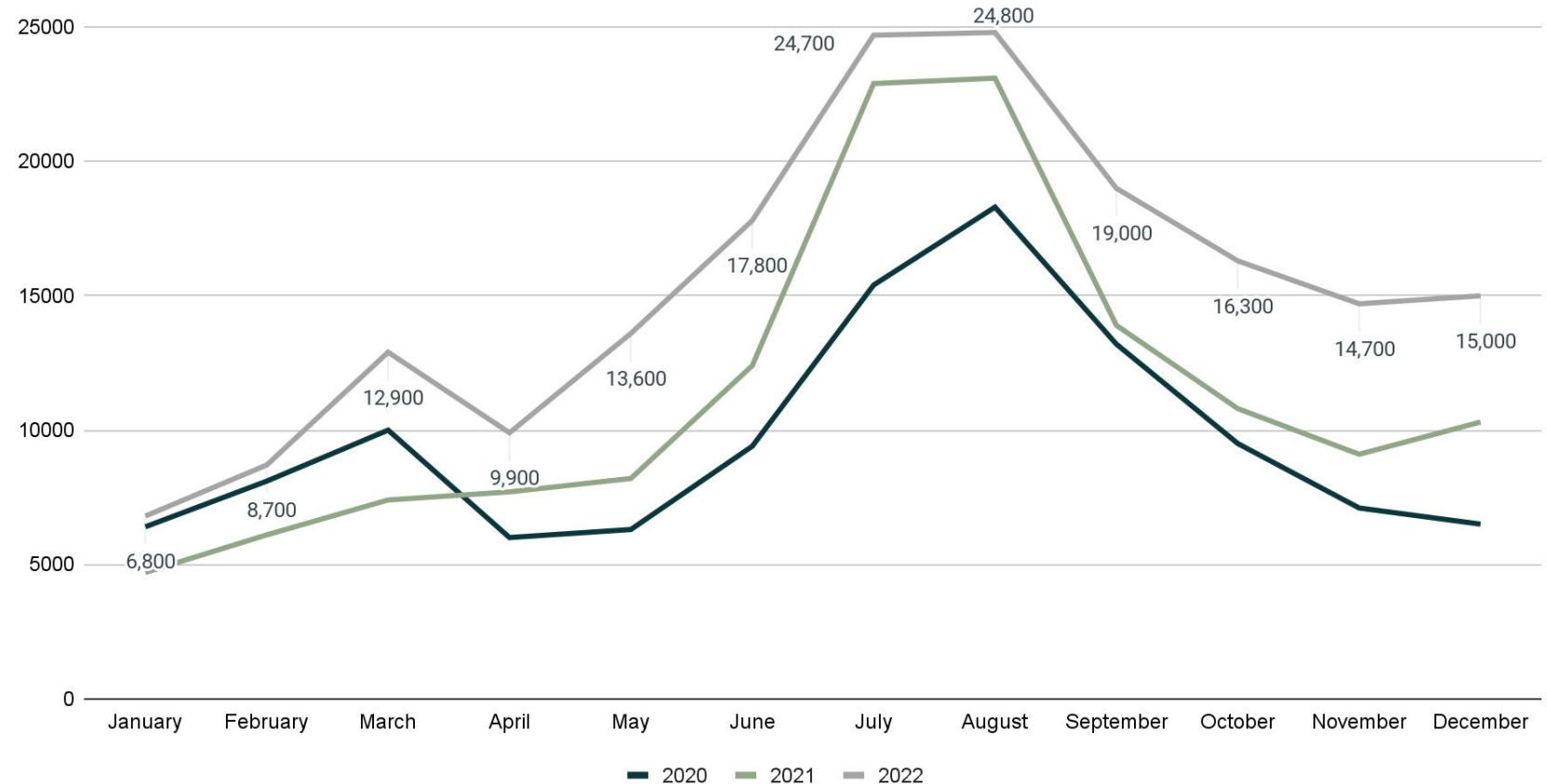
Note: All counts have been rounded to the nearest 100

# Alberta Visitation

## Alberta Visitors Travelling To Northwest 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



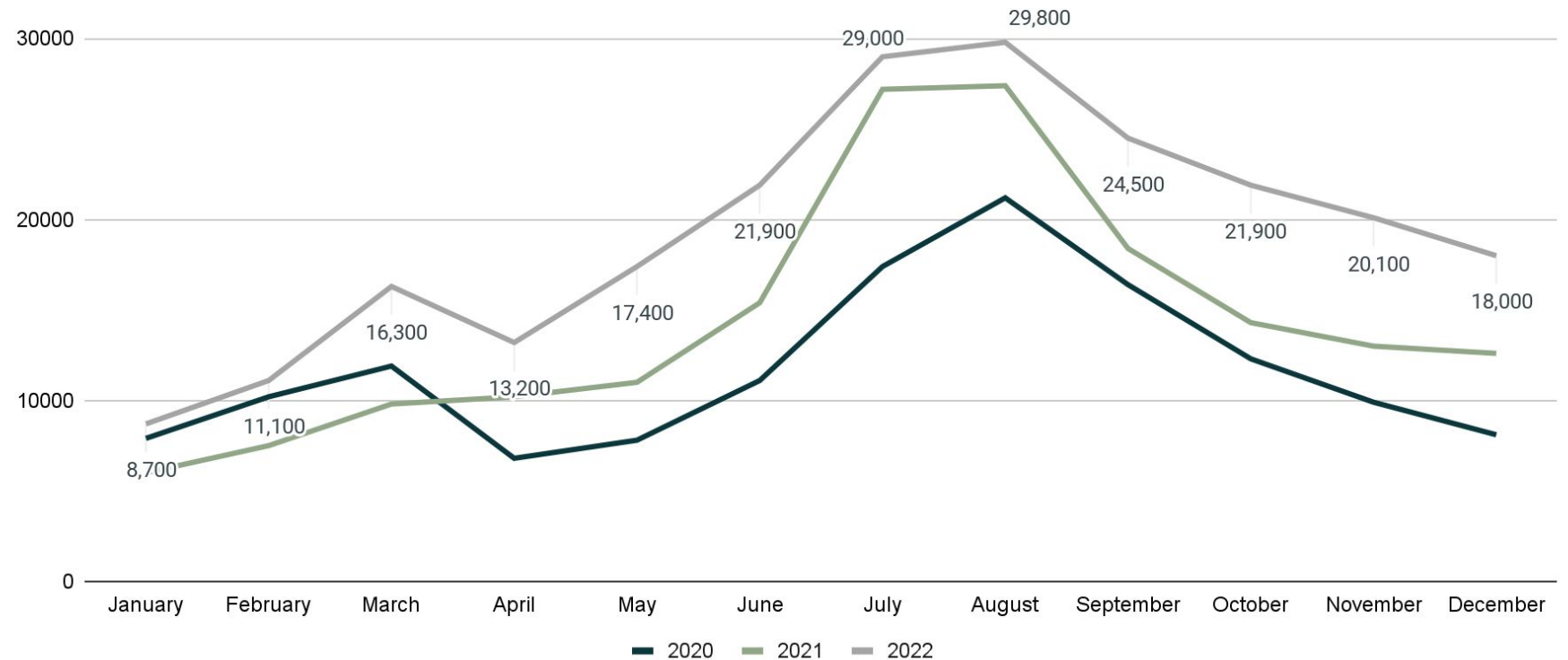
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# Alberta Visitation

## Alberta Trips To Northwest 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.

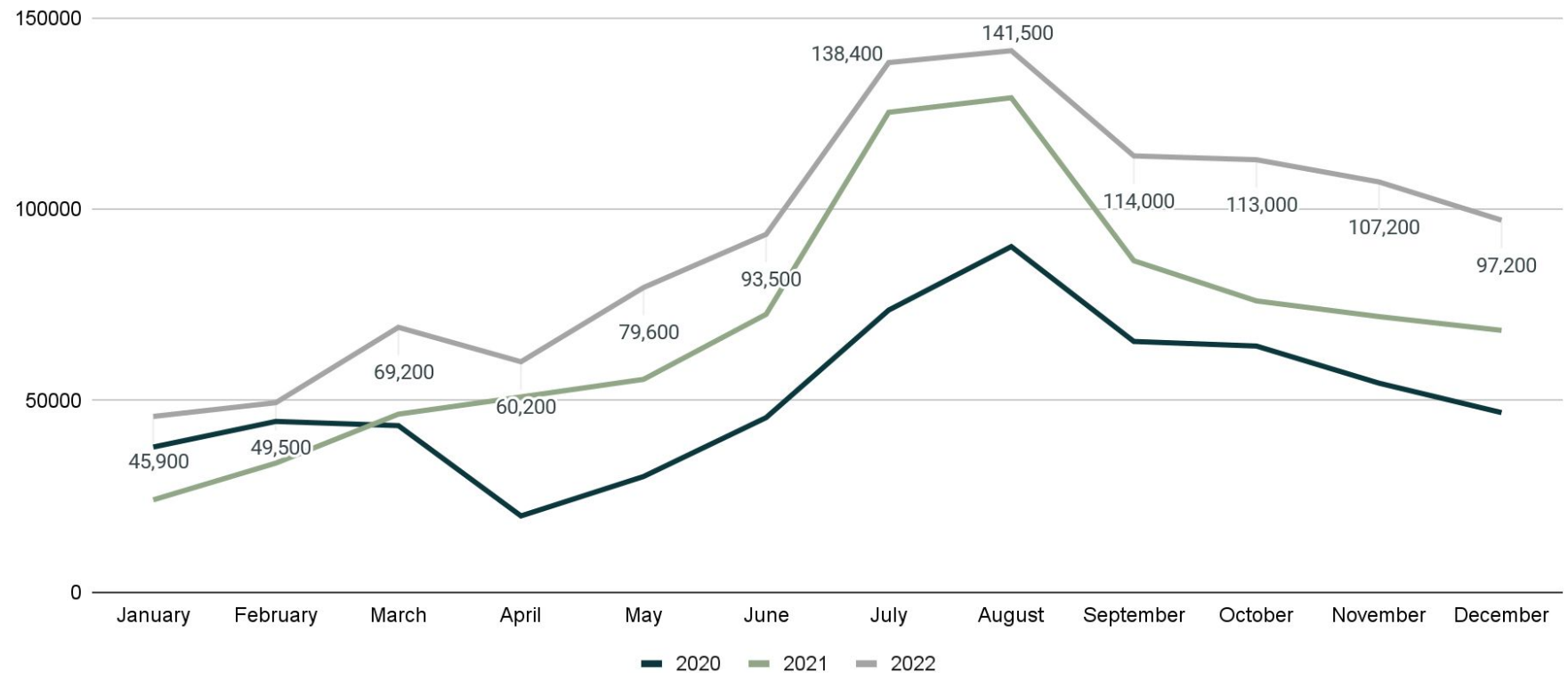


# Alberta Visitation

## Alberta Overnight Stays On Northwest 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

## Northwest BC

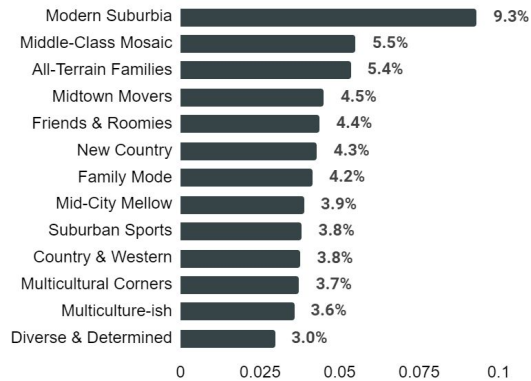
Q1 = January | February | March  
 Note: All counts have been rounded to the nearest 100

### Overview

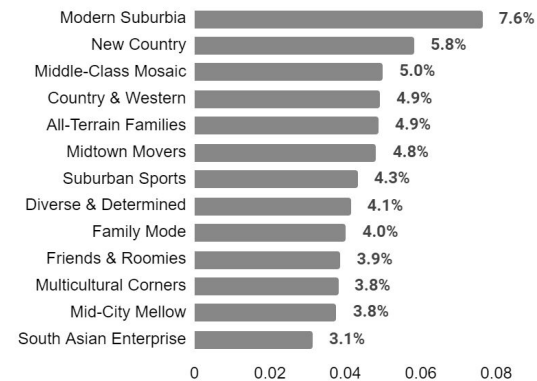
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, New Country, Middle Class Mosaic, and All-Terrain Families were the top visitors from AB in Q1 across the three years.

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

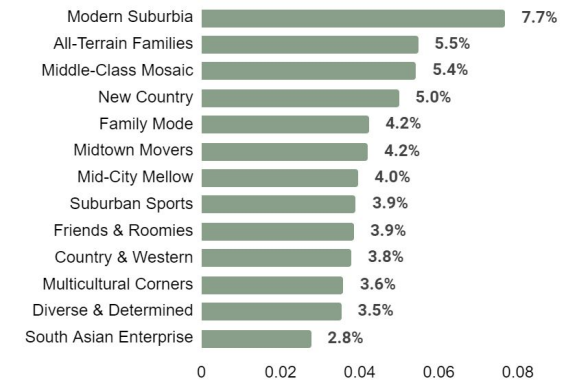
### 2020 AB Visitors by PRIZM Segment



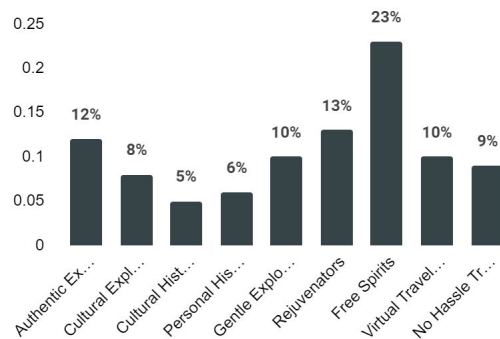
### 2021 AB Visitors by PRIZM Segment



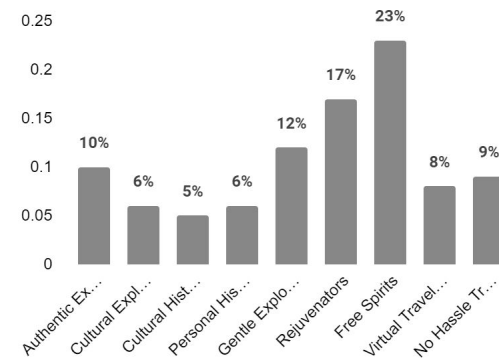
### 2022 AB Visitors by PRIZM Segment



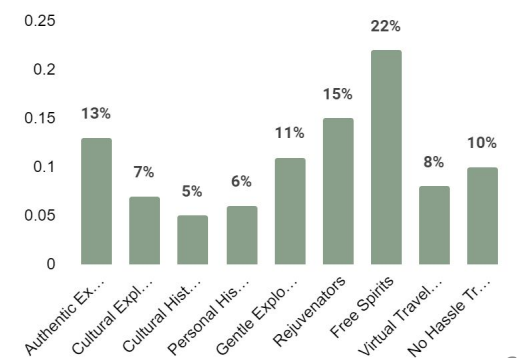
### 2020 AB Visitors by EQ Type



### 2021 AB Visitors by EQ Type



### 2022 AB Visitors by EQ Type



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

## Northwest BC

Q2 = April | May | June

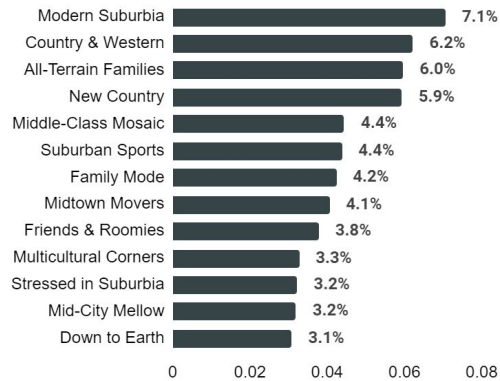
Note: All counts have been rounded to the nearest 100

### Overview

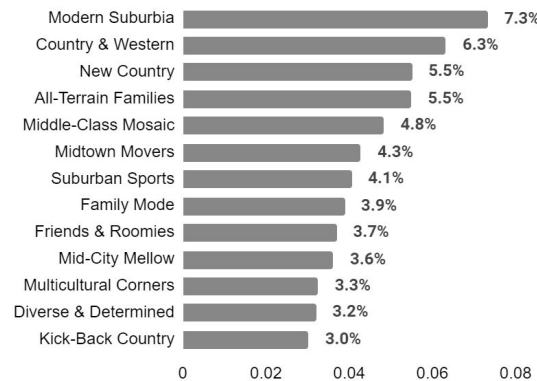
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, New Country, Country and Western, and All-Terrain Families were the top visitors from AB in Q2 across the three years.

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

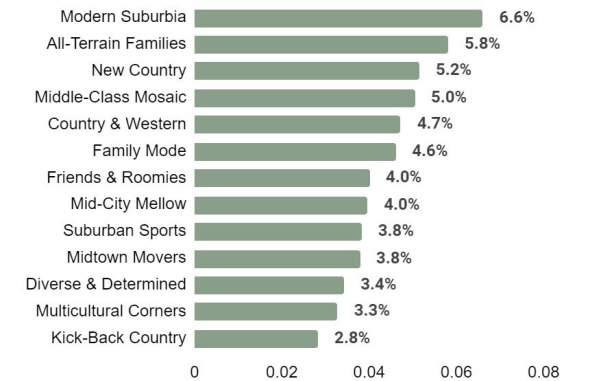
#### 2020 AB Visitors by PRIZM Segment



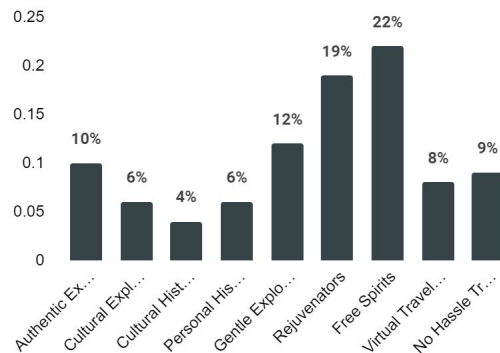
#### 2021 AB Visitors by PRIZM Segment



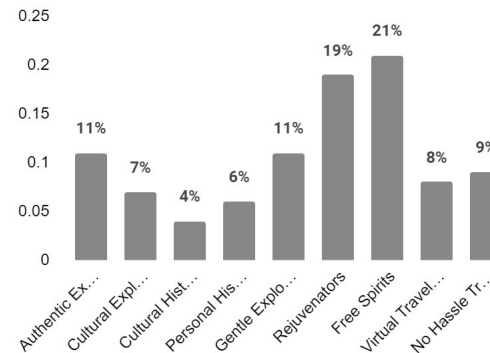
#### 2022 AB Visitors by PRIZM Segment



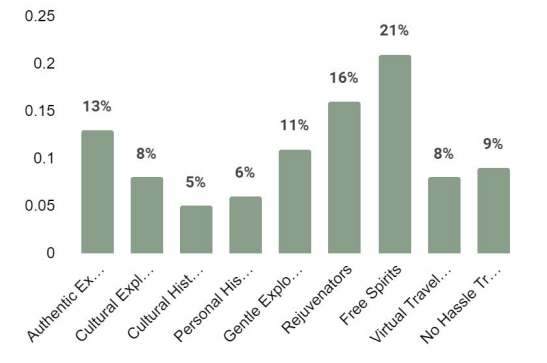
#### 2020 AB Visitors by EQ Type



#### 2021 AB Visitors by EQ Type



#### 2022 AB Visitors by EQ Type



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

## Northwest BC

Q3 = July | August | September

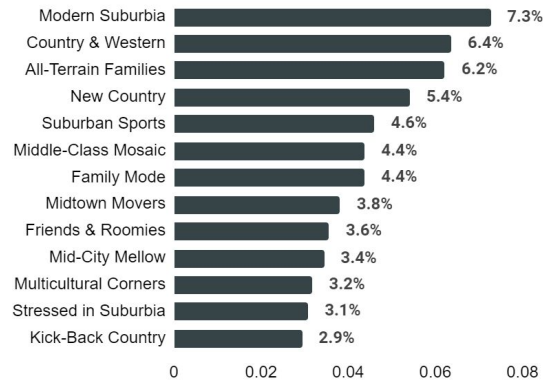
Note: All counts have been rounded to the nearest 100

### Overview

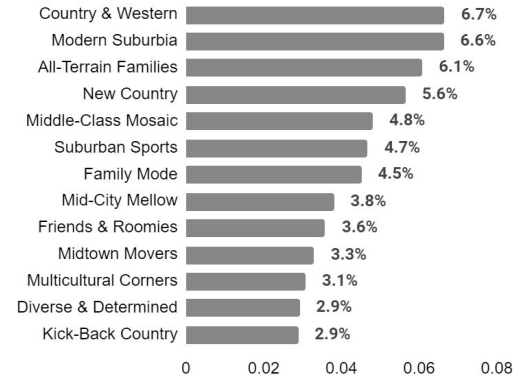
Of the 67 PRIZM Segments identified in Canada Modern Suburbia, Country and Western and All-Terrain Families were the top visitors from AB in Q3 across the three years

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

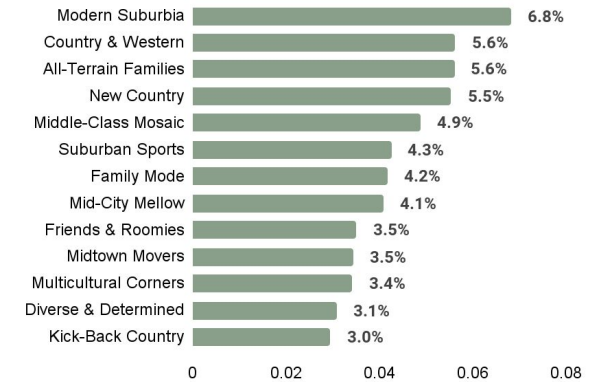
2020 AB Visitors by PRIZM Segment



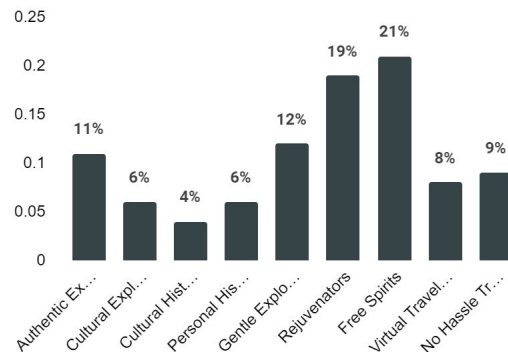
2021 AB Visitors by PRIZM Segment



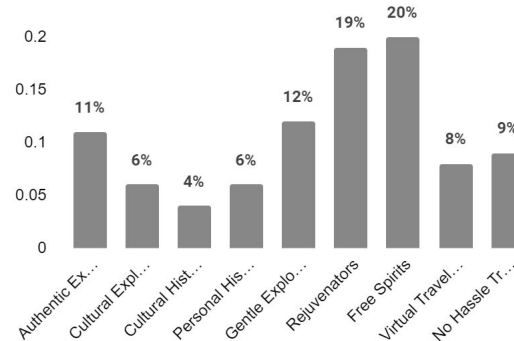
2022 AB Visitors by PRIZM Segment



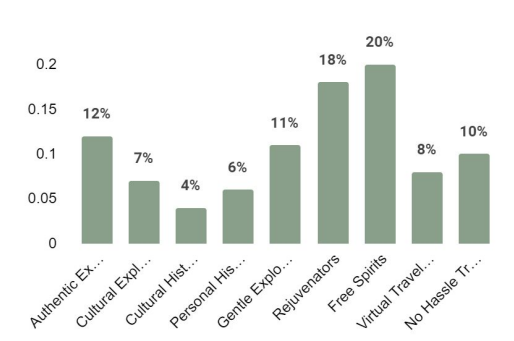
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type





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

## Northwest BC

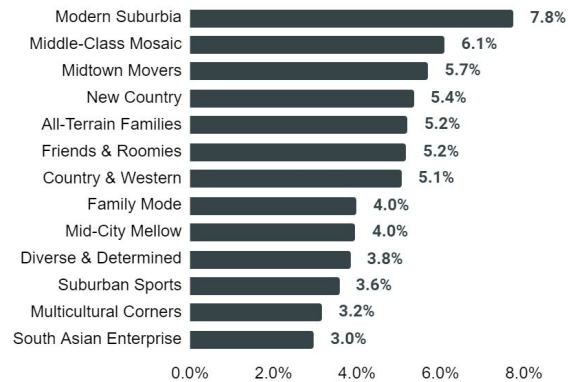
Q4 = October | November | December  
 Note: All counts have been rounded to the nearest 100

### Overview

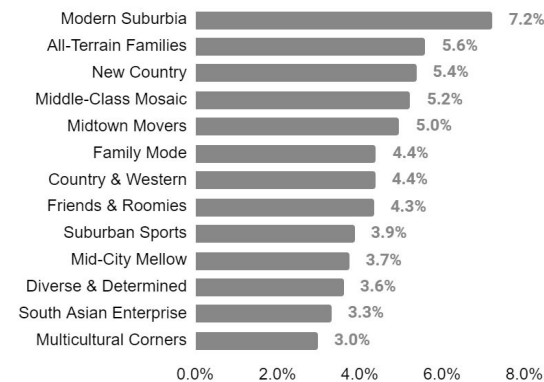
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, Middle-Class Mosaic, Midtown Movers, New Country and All-Terrain Families were the top visitors from AB in Q4 across the three years.

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

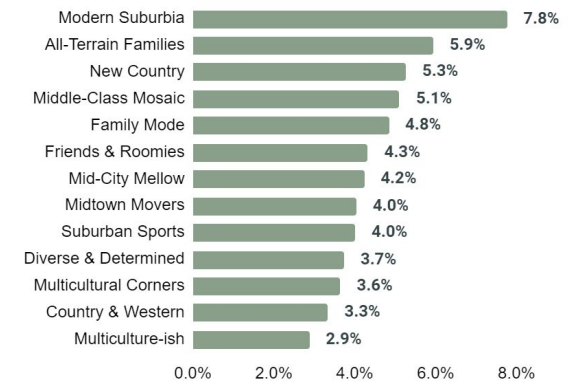
#### 2020 AB Visitors by PRIZM Segment



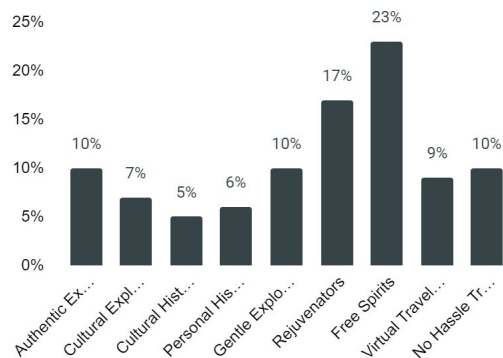
#### 2021 AB Visitors by PRIZM Segment



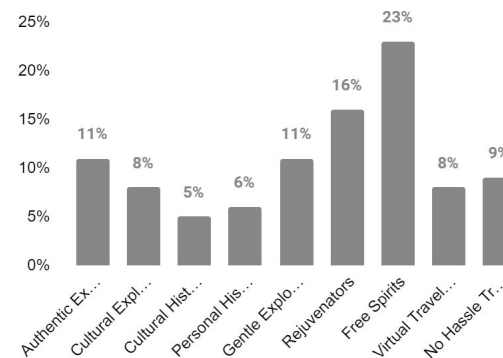
#### 2022 AB Visitors by PRIZM Segment



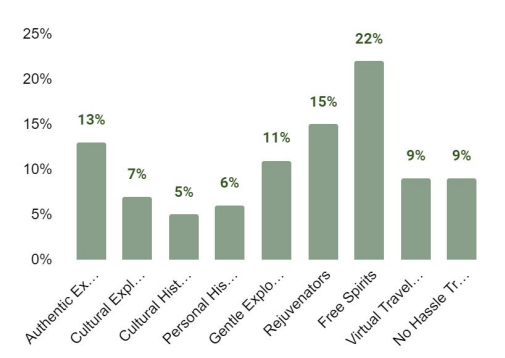
#### 2020 AB Visitors by EQ Type



#### 2021 AB Visitors by EQ Type



#### 2022 AB Visitors by EQ Type



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

## Northwest BC

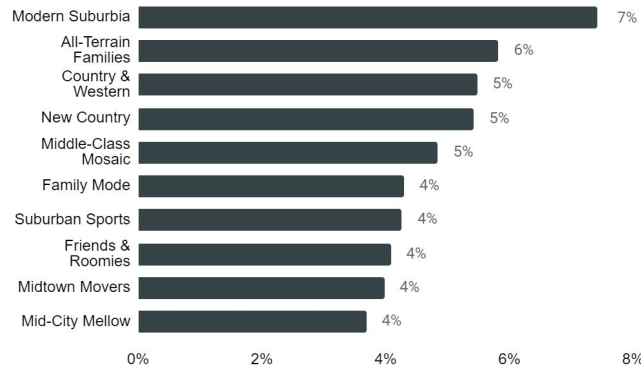
Note: All counts have been rounded to the nearest 100

### Overview

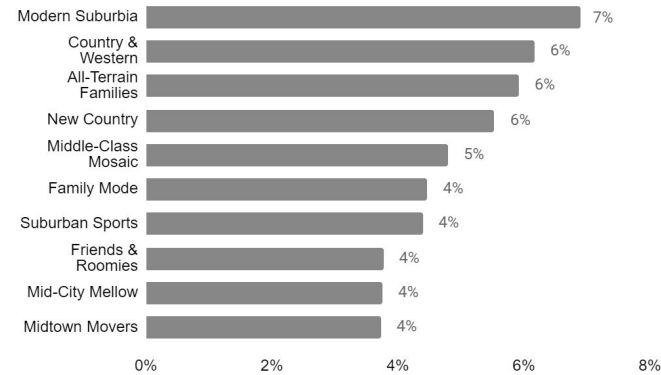
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, All-Terrain Families and Country & Western were the top visitors from AB across the three years.

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

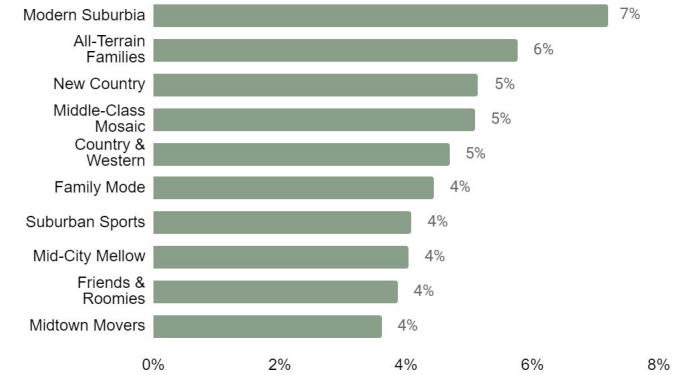
### 2020 AB Visitors by PRIZM Segment



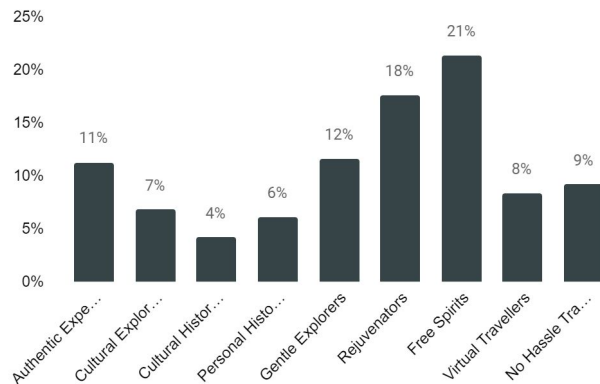
### 2021 AB Visitors by PRIZM Segment



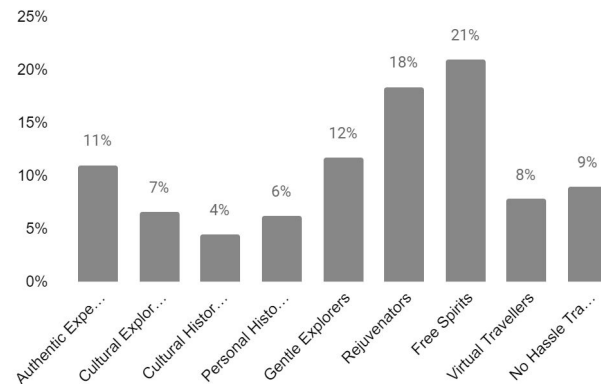
### 2022 AB Visitors by PRIZM Segment



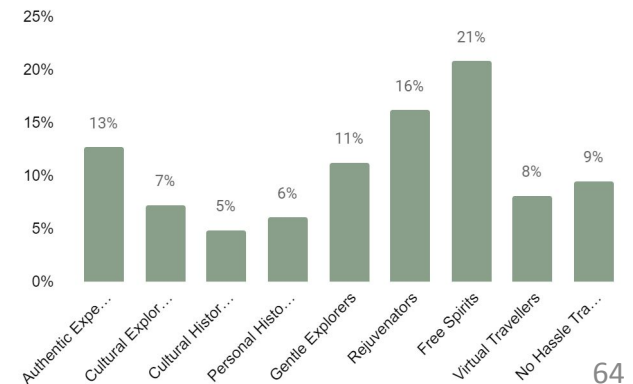
### 2020 AB Visitors by EQ Type



### 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
<b>Household Count</b>	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)
<b>Maintainer Age</b>	Median Household Maintainer Age is 41
<b>Children at Home</b>	58% of couples have children living at home (Above Average)
<b>Household Income</b>	Above Average Household Income of \$102,474 compared to Alberta at \$131,003
<b>Top Social Values</b>	Pursuit of Originality, Attraction For Crowds, Multiculturalism
<b>Top Tourism Activities</b>	Camping, Cycling, Hiking & backpacking.
<b>Travel</b>	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.
<b>Social Media</b>	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

- More than a third of the population are visible minorities
- Moderate Education (Grade 9/High School/College)
- Blue-collar and Service Sector Positions in manufacturing, transportation and trades
- Enjoy a mellow urban lifestyle doing yoga and reading entertainment and science magazines
- EQ Type: No Hassle Traveller

### Top Geographic Markets

Census Subdivision	Percentage of group
Calgary	54.5%
Edmonton	44.3%
Wood Buffalo	0.3%
Brooks	0.3%

Category	Highlights
<b>Household Count</b>	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)
<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>	Below Average Household Income of \$100,320 compared to Alberta at \$131,003
<b>Top Social Values</b>	Pursuit of Originality, Social Intimacy, Social Learning
<b>Top Tourism Activities</b>	Camping, Cycling, Hiking & backpacking.
<b>Travel</b>	Average interest for travelling within Canada Middle-Class Mosaic from Alberta spent an average of \$1,561 (Average) on their last vacation.
<b>Social Media</b>	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

- Younger and Middle-Aged couples and families with children under the age of 15
- Moderate Education (high school/college degree/Trades)
- Blue-collar positions in Mining, Oil and Gas Industries
- Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them
- EQ Type: Free Spirit

### Top Geographic Markets

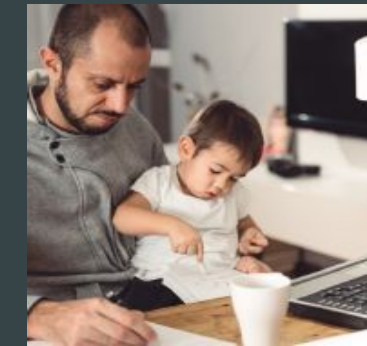
Census Subdivision	Percentage of group
Airdrie	13.9%
Grande Prairie	8.2%
Calgary	6.6%
Spruce Grove	6.4%

Category	Highlights
----------	------------

<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).

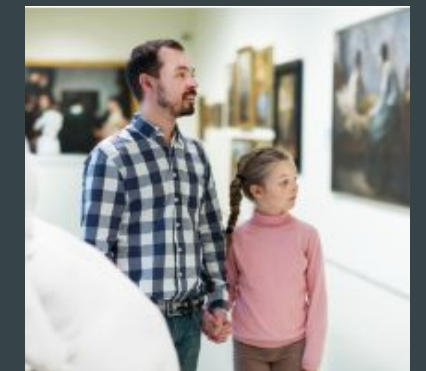
# 2022 AB PRIZM Segment Summary

## 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%

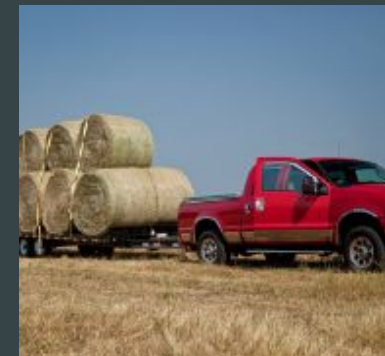
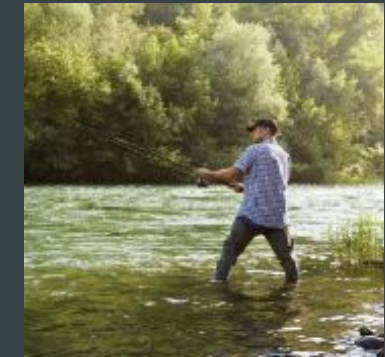
Category	Highlights
<b>Household Count</b>	Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 3rd, making up 83,683 households, or 5.1% of the total Households in Alberta (1,642,696)
<b>Maintainer Age</b>	Median Household Maintainer Age is 43
<b>Children at Home</b>	42% of couples do not have children living at home (Above Average)
<b>Household Income</b>	Average Household Income of \$82,475 compared to Alberta at \$131,003
<b>Top Social Values</b>	Multiculturalism, Racial Fusion, Culture Sampling
<b>Top Tourism Activities</b>	Camping, Cycling, Swimming
<b>Travel</b>	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.
<b>Social Media</b>	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

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

### Top Geographic Markets

Census Subdivision	Percentage of group
Mountain View County	4.4%
Wetaskiwin County No. 10	3.6%
Parkland County	3.5%
Lac Ste. Anne County	3.0%

Category	Highlights
----------	------------

<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

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- EQ Type: Rejuvenator

### Top Geographic Markets

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

Category	Highlights
----------	------------

<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



...OLDMIVER, THE LABRETT  
...IN TY WATERS EWIN  
...OF SALMON BELLEWIT  
...COHO, PAW, AND  
...IN BY WAK. IS CARVED  
...WAK. AT THE MACKA  
...FEED THEIR FAMILIES, NOURISH THEIR  
...FORESTS, AND ENJOY THEM  
...CHILDREN. IN RETIRE, THEY GATHER  
...BANKS TO ENJOY THEIR CATCH  
...WITH A COMMUNAL FEAST. THE FISH  
...RETURN TO THE RIVER TO COMPLETE  
...THE CIRCLE OF LIFE.

I AM GENEROUS AND FERTILE.  
THE MACKA HAVE FISHED MY WATERS  
SINCE THIS IMMORTAL. THEY FISH  
HERE AND THEIR DESCENDANTS  
WILL FISH HERE IN THE FUTURE.



# 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
<b>Household Count</b>	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).
<b>Maintainer Age</b>	Median Household Maintainer Age is 46
<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 \$\$127,120 compared to Alberta at \$131,003.
<b>Top Social Values</b>	Multiculturalism, Culture Sampling, Pursuit of Originality
<b>Top Tourism Activities</b>	Theme parks, waterparks & waterslides, Sporting events, Video arcades & indoor amusement centres. Above average interest in Dinner theatres.
<b>Travel</b>	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.
<b>Social Media</b>	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

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

### Top Geographic Markets

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

Category	Highlights
<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

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

### Top Geographic Markets

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

Category	Highlights
<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

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

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



**Robb MacDonald**

*Managing Director, Symphony Tourism Services*

**Email:** [Info@SymphonyTourism.ca](mailto:Info@SymphonyTourism.ca)

**Phone:** (778) 721-5448

[symphonytourismservices.com](http://symphonytourismservices.com)



SYMPHONY  
TOURISM  
SERVICES