



# Prince George Visitor Highlights | 2022

Canada, British Columbia & Alberta



SYMPHONY  
TOURISM  
SERVICES

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

2023 DATA VINTAGE

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# Purpose



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



# Research Overview



- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- 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





A scenic landscape photograph of a golf course. In the foreground, a calm body of water reflects the surrounding scenery. A golf cart with two people is parked on a green area in the middle ground. Behind the cart is a dense line of evergreen trees, with some deciduous trees showing autumn colors to the left. In the background, a range of large, rugged mountains is visible under a clear sky. The text "Canada Insights" is overlaid in the bottom left corner.

# Canada Insights



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

## Prince George BC

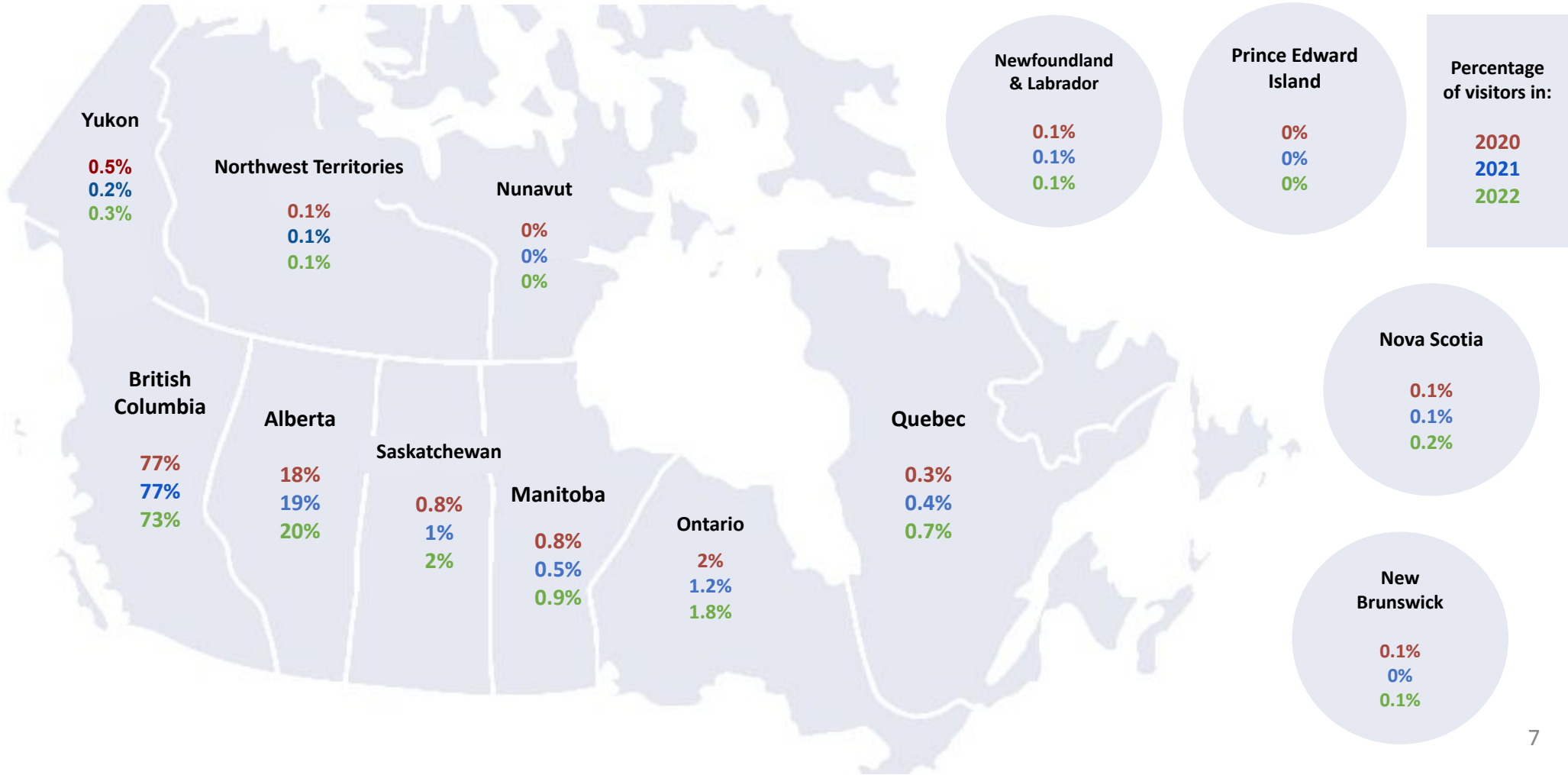
Q1 = January | February | March  
Note: All counts have been rounded to the nearest 100

### Overview

During Q1 2020 Prince George BC saw an average of **84,700** Domestic Visitors. During Q1 2021 BC saw **58,700** Domestic Visitors, and in Q1 2022, **90,800** Domestic Visitors.

- Increase of **7.2%** 2022 compared to 2020
- Increase of **54.7%** 2022 compared to 2021

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



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

## Prince George BC

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

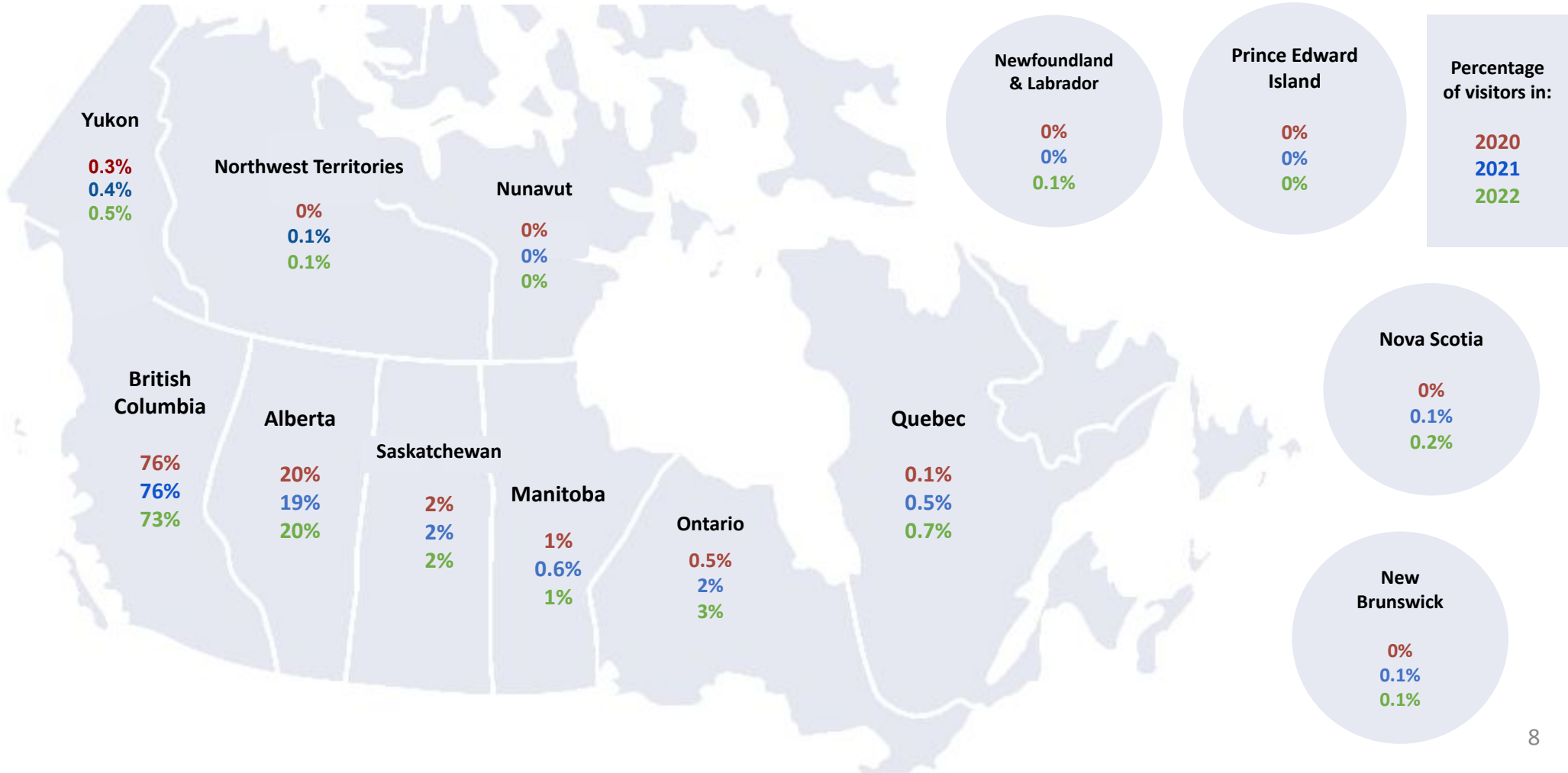
### Overview

During Q2 2020 Prince George BC saw an average of **62,300** Domestic Visitors. During Q2 2021 the region saw **77,700** Domestic Visitors, and in Q2 2022, **130,100** Domestic Visitors.

- Increase of **109%** 2022 compared to 2020

- Increase of **67%** 2022 compared to 2021

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





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

## Prince George BC

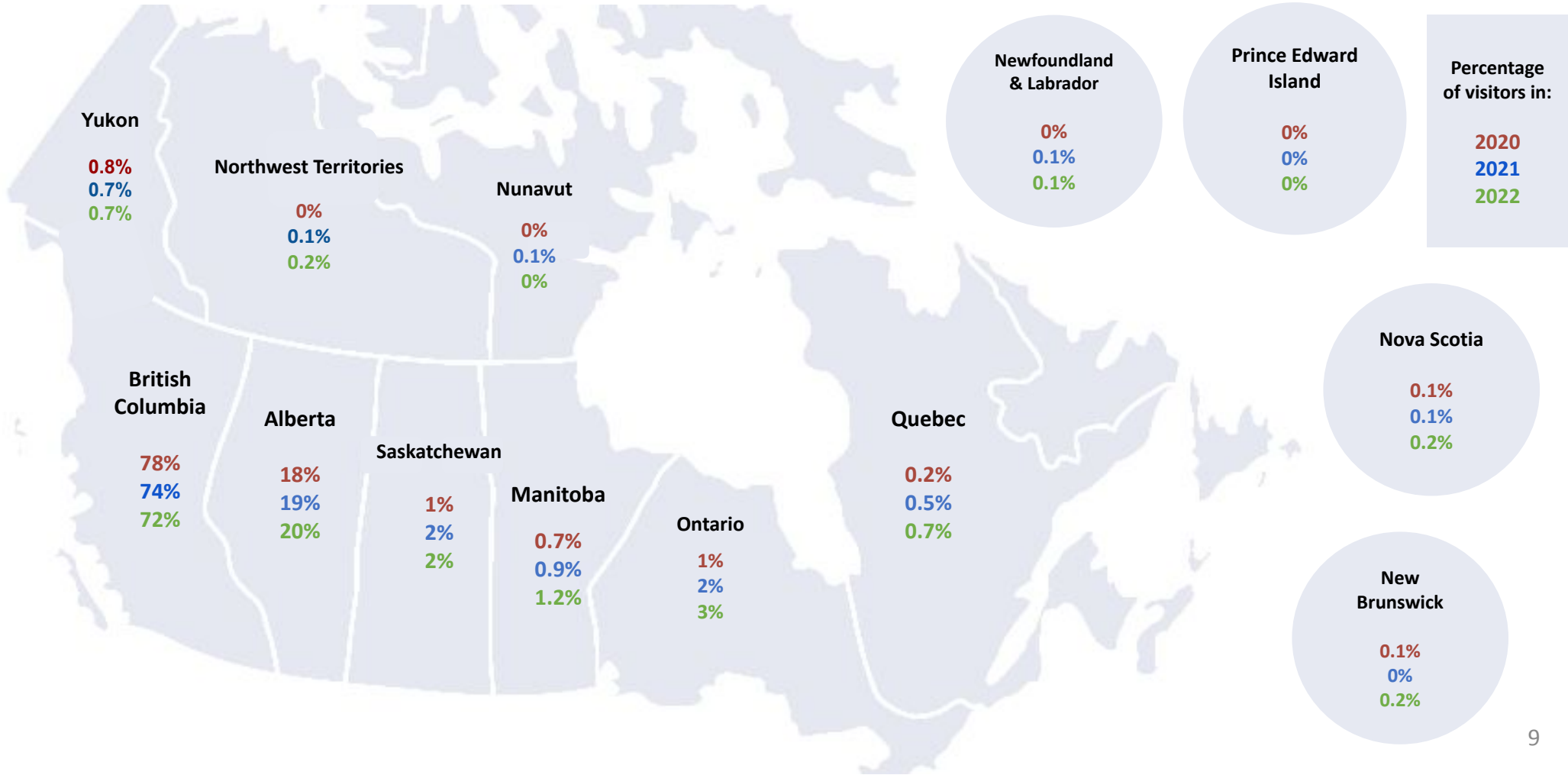
Q3 = July | August | September  
Note: All counts have been rounded to the nearest 100

### Overview

During Q3 2020 Prince George BC saw an average of **125,300** Domestic Visitors. During Q3 2021 the region saw **144,400** Domestic Visitors, and in Q3 2022, **165,000** Domestic Visitors.

- **Increase** of **32%** 2022 compared to 2020
- **Increase** of **14%** 2022 compared to 2021

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



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

## Prince George BC

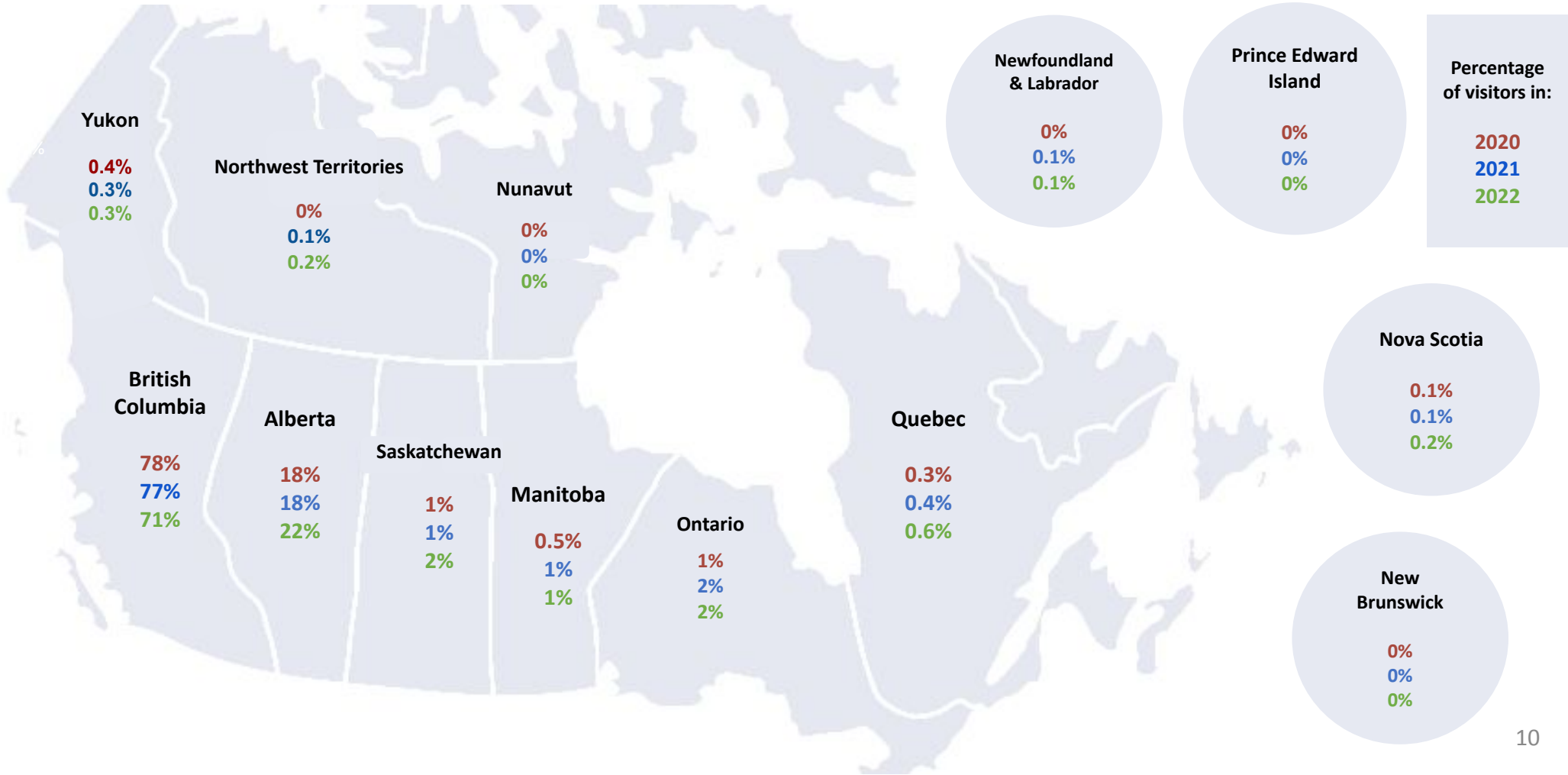
Q4 = October | November | December  
Note: All counts have been rounded to the nearest 100

### Overview

During Q4 2020 Prince George BC saw an average of **71,100** Domestic Visitors. During Q4 2021 the region saw **90,700** Domestic Visitors, and in Q4 2022, **126,600** Domestic Visitors.

- Increase of **78%** 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 Prince George BC resident visitors depending on point of origin and point of destination





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

## Prince George BC

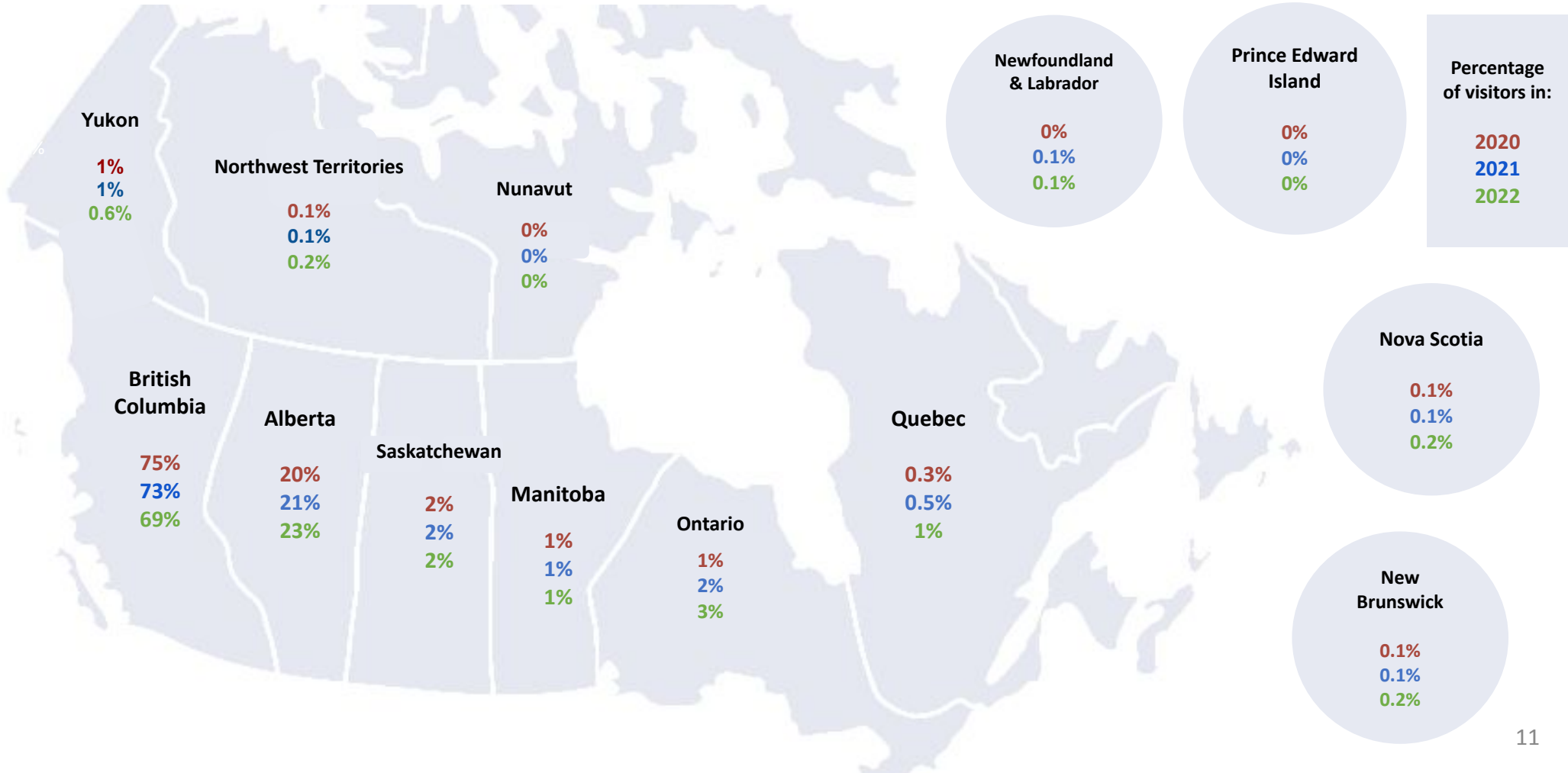
Note: All counts have been rounded to the nearest 100

### Overview

During 2020 Prince George BC saw an average of **259,800** Domestic Visitors. During 2021 the region saw **275,100** Domestic Visitors, and in Q4 2022, **391,500** Domestic Visitors.

- Increase of **51%** 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 Prince George BC resident visitors depending on point of origin and point of destination

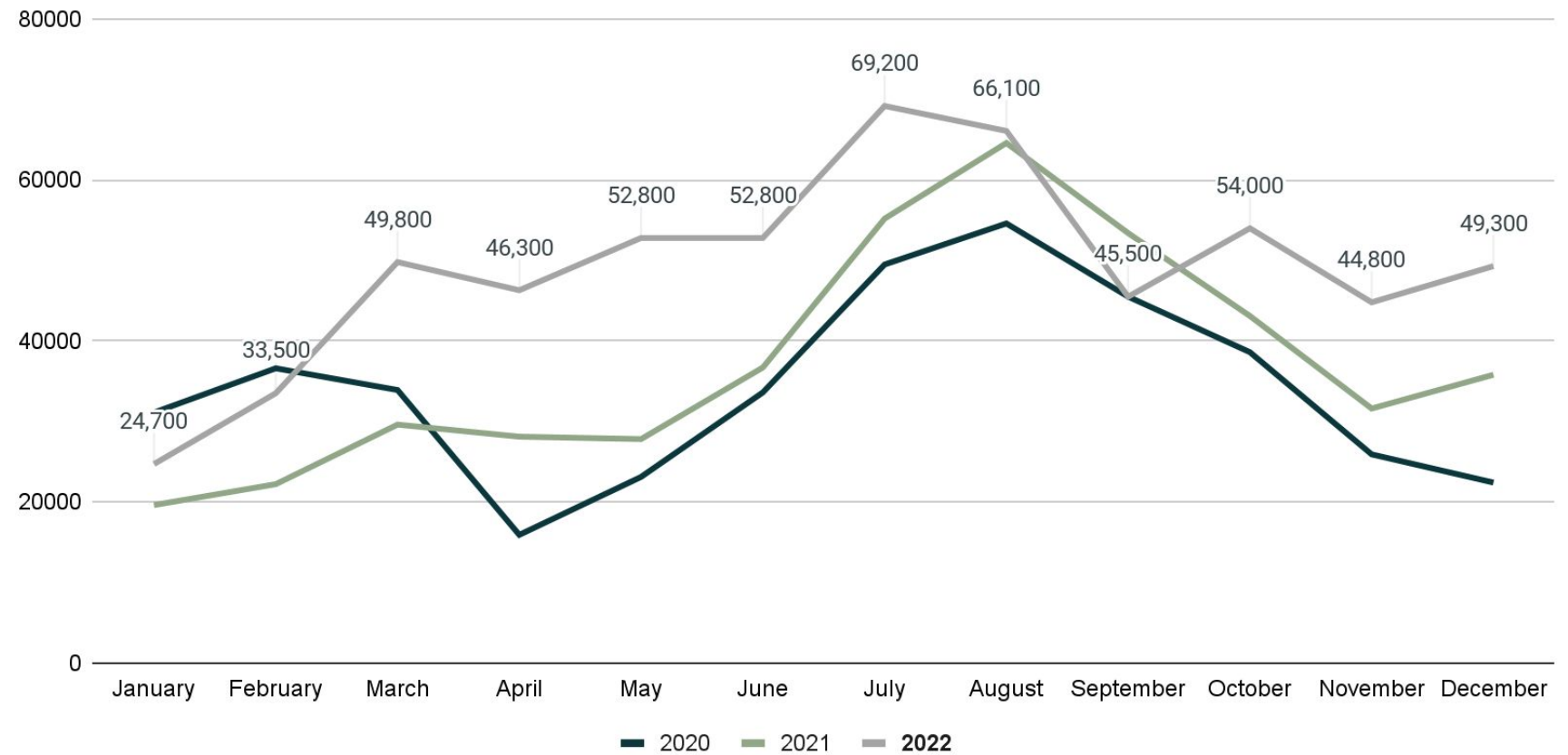


# Canadian Visitation

## Canadian Visitors Travelling to Prince George BC by Month



- February 2022 saw a **9%** decrease compared to 2020, a **51%** increase compared to 2021
- April 2022 saw a **192%** increase compared to 2020, a **65%** increase compared to 2021
- August 2022 saw a **21%** increase compared to 2020, a **2%** 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.

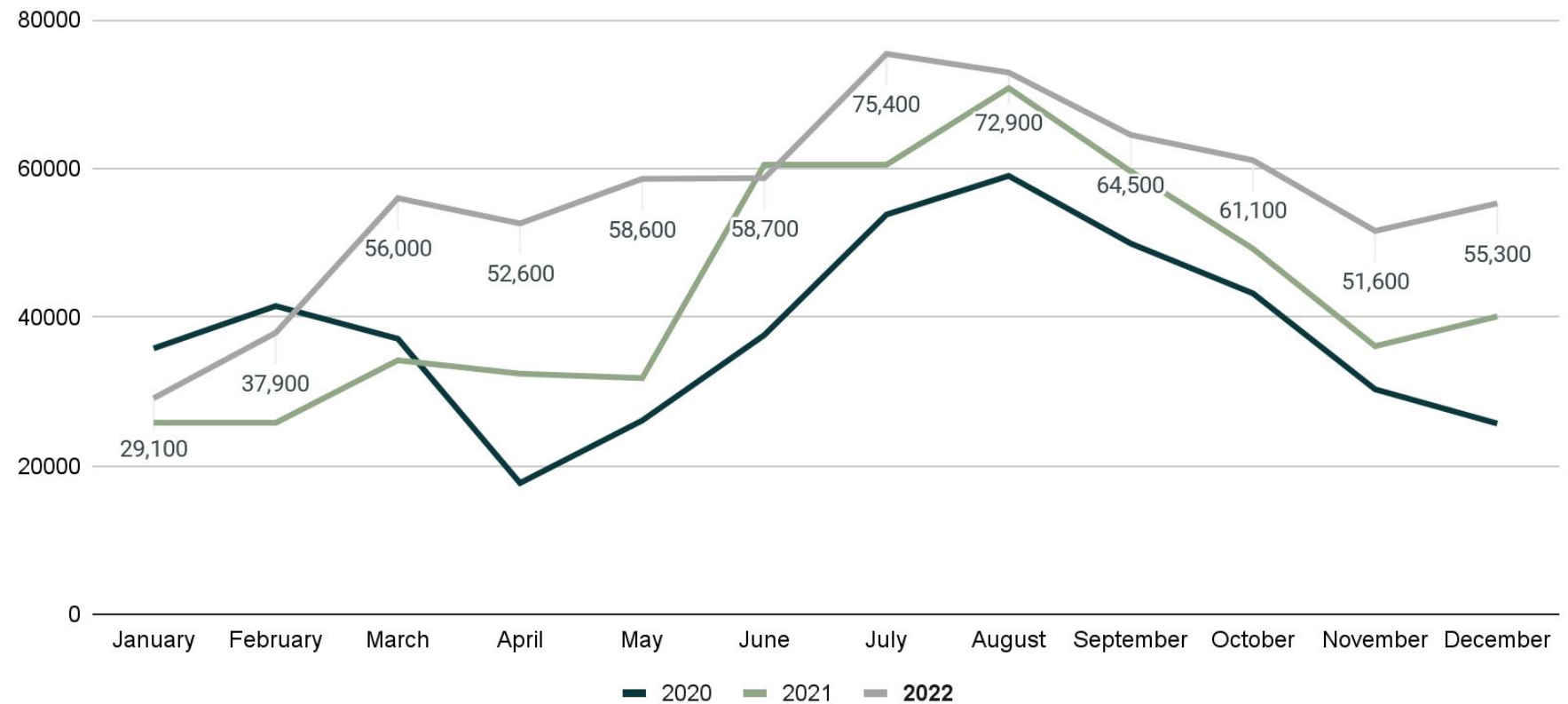


# Canadian Visitation

## Canadian Trips To Prince George BC By Month



- February 2022 saw a **9%** decrease compared to 2020, a **47%** increase compared to 2021
- April 2022 saw a **198%** increase compared to 2020, a **63%** increase compared to 2021
- August 2022 saw a **24%** increase compared to 2020, a **3%** increase compared to 2021



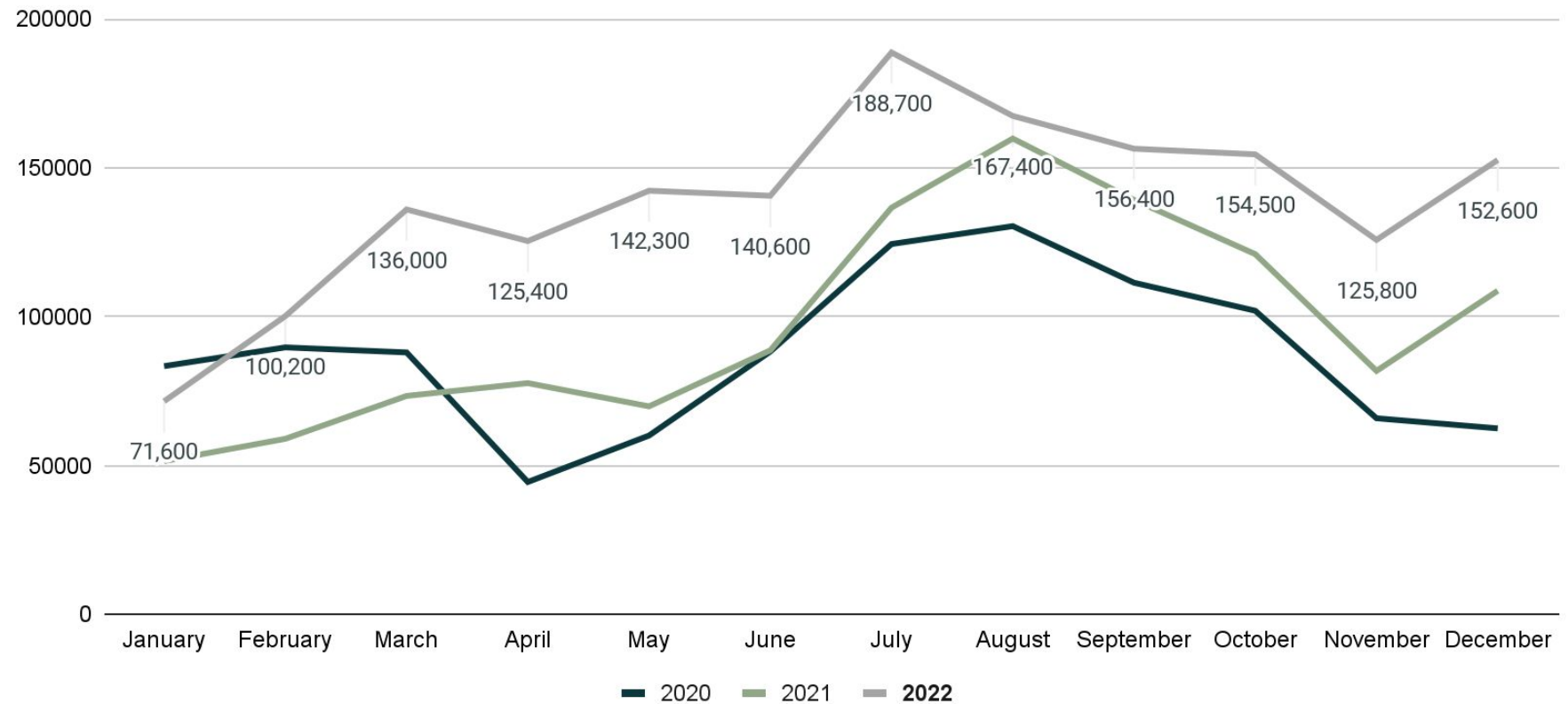
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# Canadian Visitation

## Canadian Overnight Stays On Prince George BC By Month




- February 2022 saw a **12%** increase compared to 2020, a **70%** increase compared to 2021
- April 2022 saw a **182%** increase compared to 2020, a **61%** increase compared to 2021
- August 2022 saw a **28%** increase compared to 2020, a **5%** 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.



An aerial photograph of a golf course in British Columbia. The foreground shows a lush green golf course with several fairways, green, and sand traps. The course is surrounded by dense evergreen forests. In the background, there are large, rugged mountains with some snow patches under a partly cloudy sky. The text "British Columbia Insights" is overlaid in white at the bottom.

# British Columbia Insights

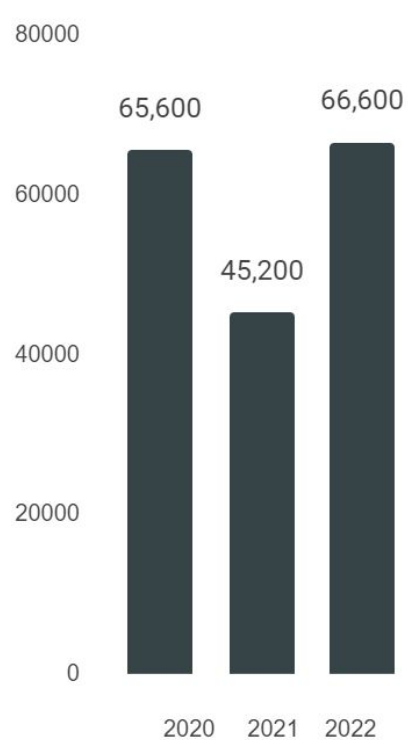


# Prince George BC Visitation

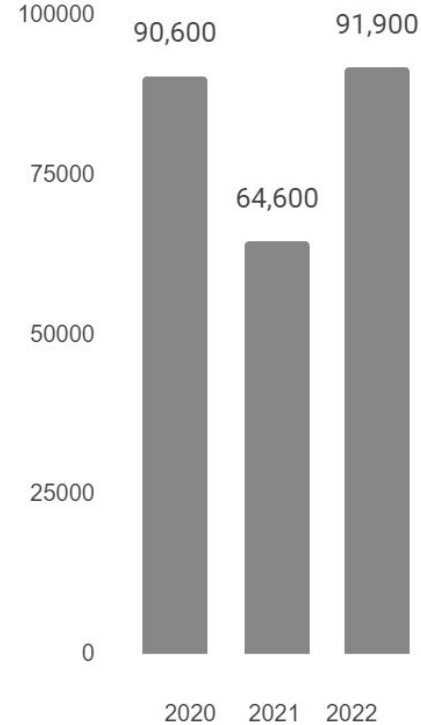
## BC Residents Travelling to Prince George BC By Quarter



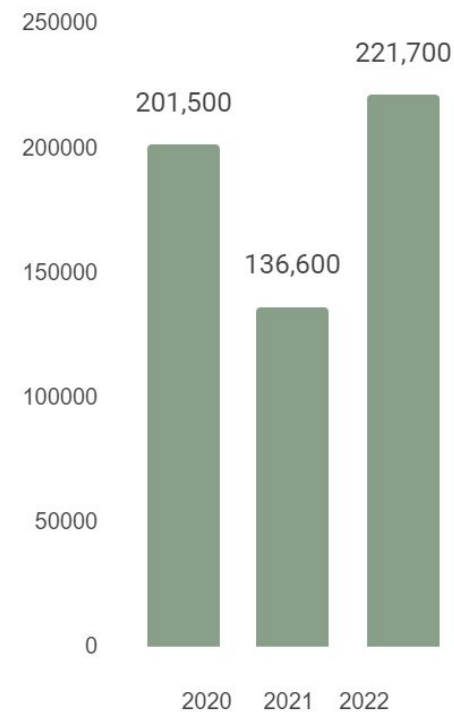
Number of Visitors to Prince George BC from BC in Q1



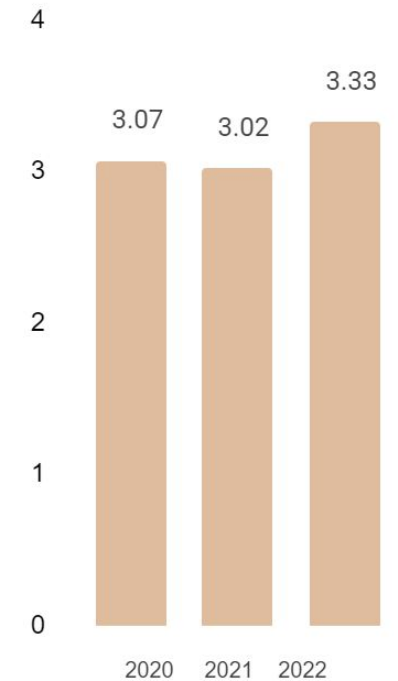
Number of Trips to Prince George BC from BC in Q1



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



Length of Stay on Prince George BC from BC in Q1



Q1 = January | February | March

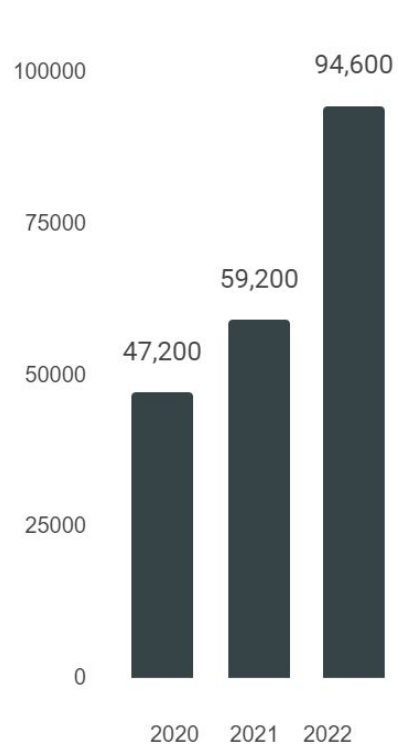
Note: All counts have been rounded to the nearest 100

# Prince George BC Visitation

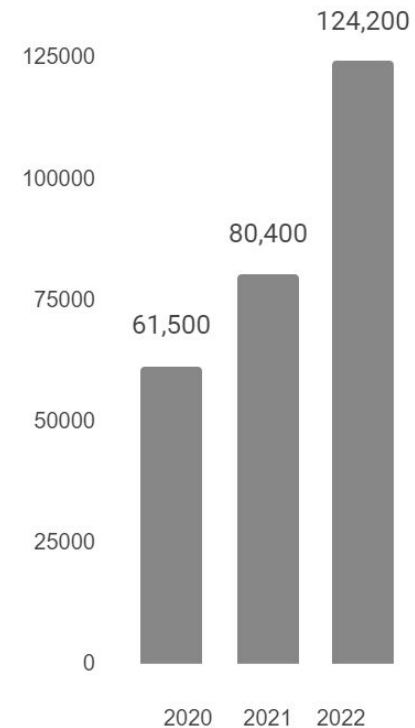
## BC Residents Travelling to Prince George BC By Quarter



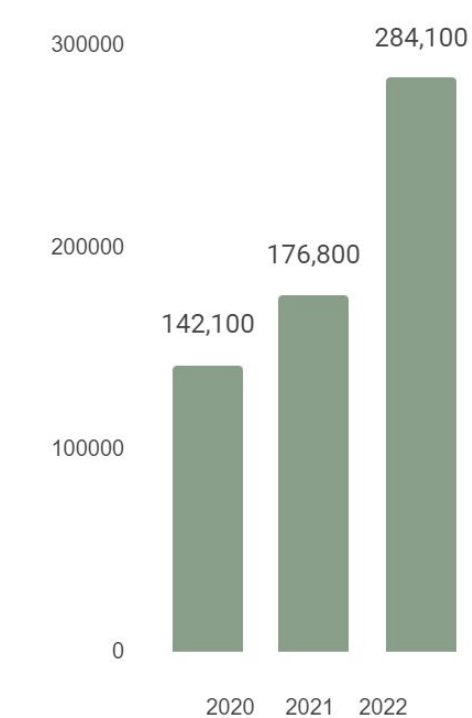
Number of Visitors to Prince George BC from BC in Q2



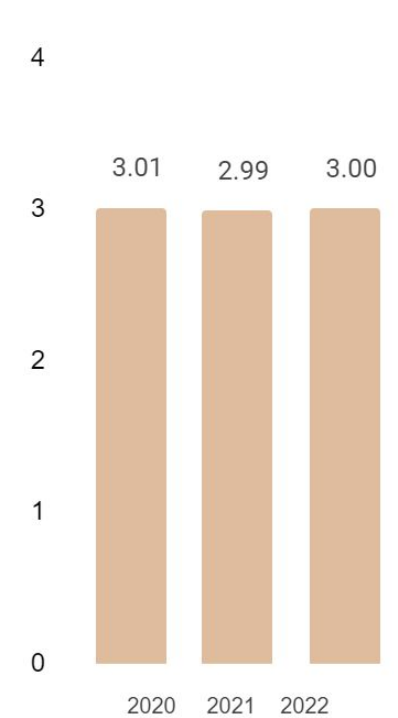
Number of Trips to Prince George BC from BC in Q2



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



Length of Stay on Prince George BC from BC in Q2



Q2 = April | May | June

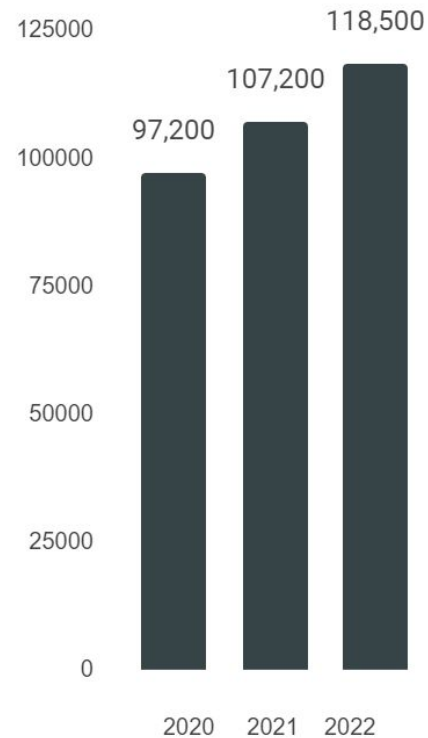
Note: All counts have been rounded to the nearest 100

# Prince George BC Visitation

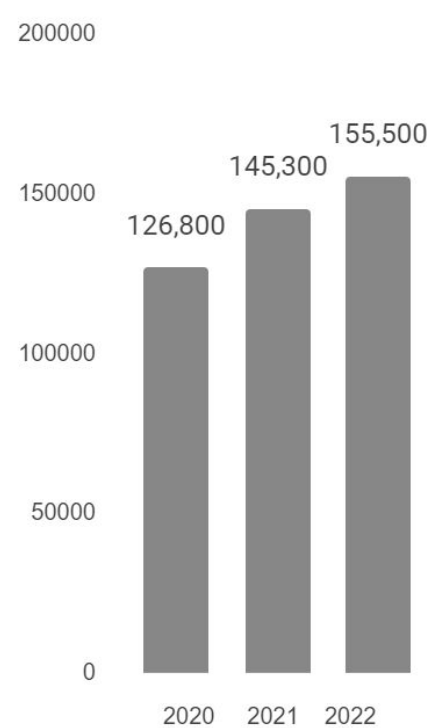
## BC Residents Travelling to Prince George BC By Quarter



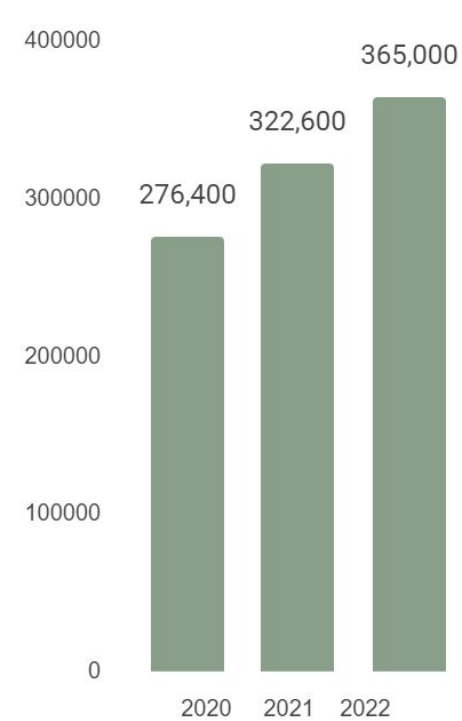
Number of Visitors to Prince George BC from BC in Q3



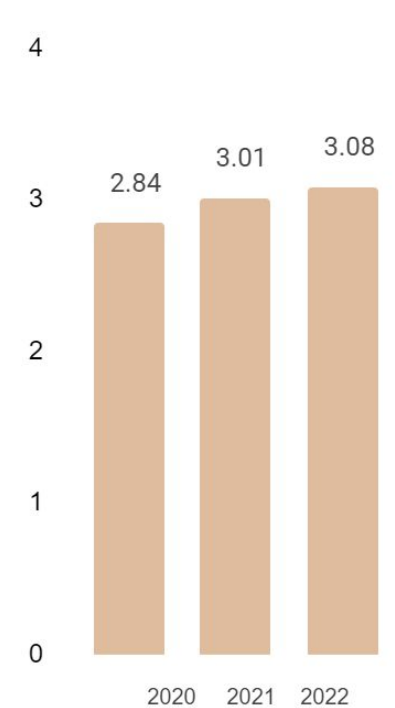
Number of Trips to Prince George BC from BC in Q3



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



Length of Stay on Prince George BC from BC in Q3



Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

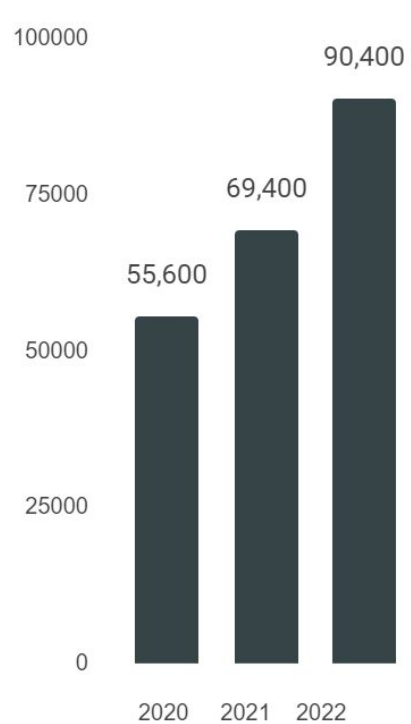


# Prince George BC Visitation

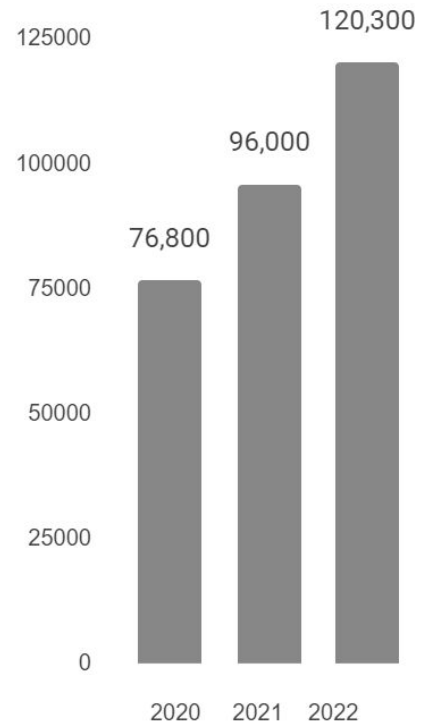
## BC Residents Travelling to Prince George BC By Quarter



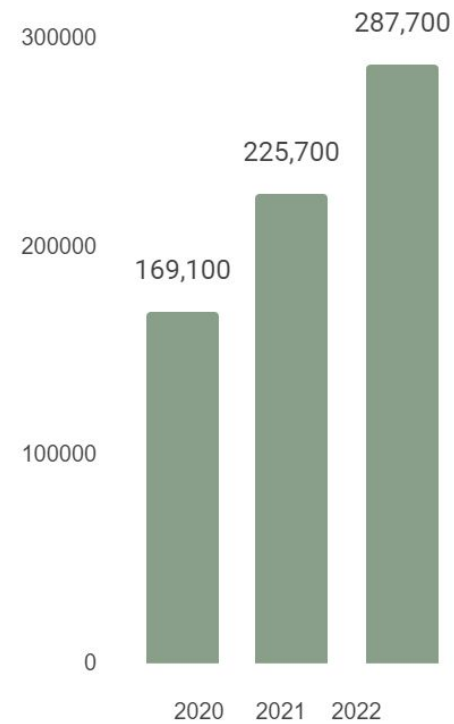
Number of Visitors to Prince George BC from BC in Q4



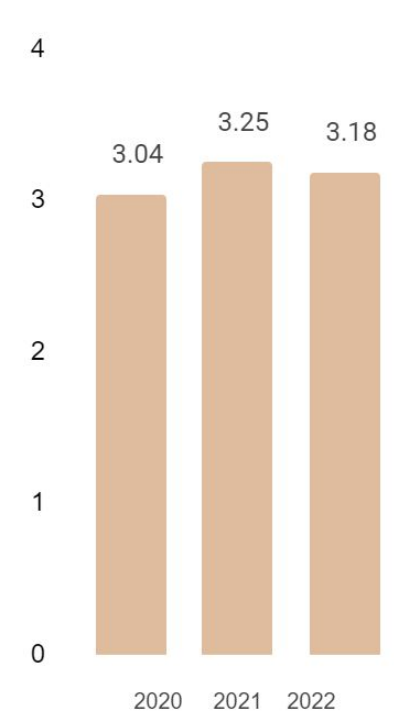
Number of Trips to Prince George BC from BC in Q4



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



Length of Stay on Prince George BC from BC in Q4

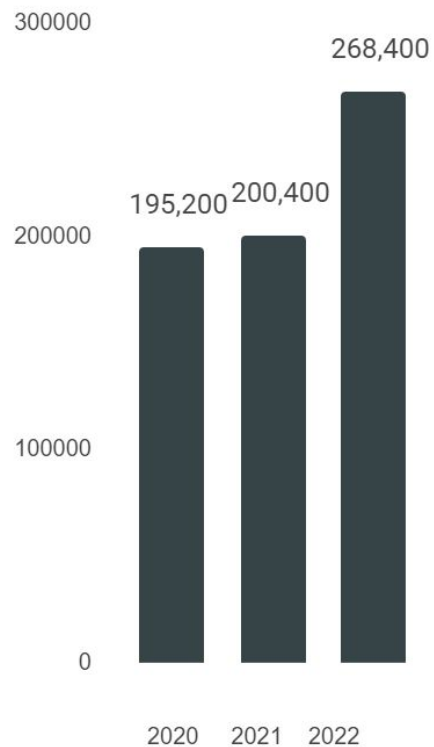


# Prince George BC Visitation

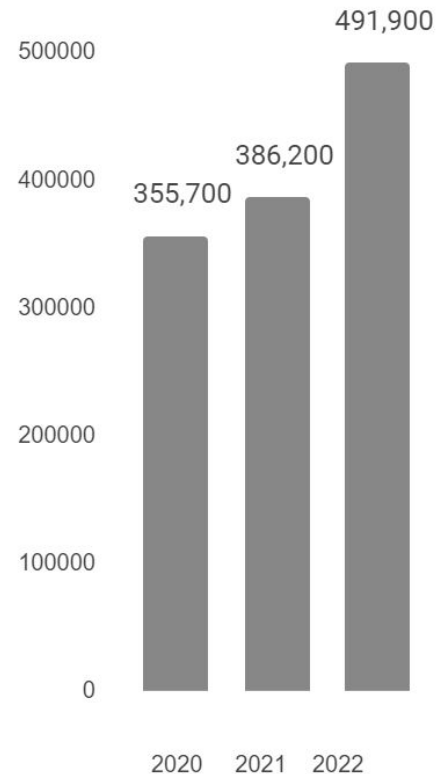
## BC Residents Travelling to Prince George BC By Year



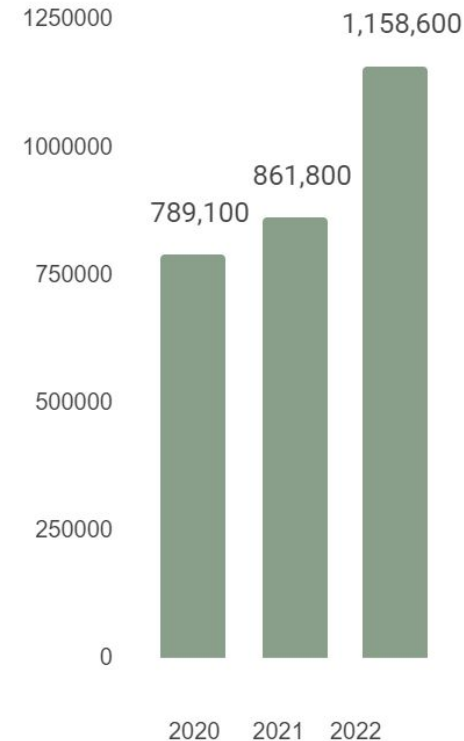
Number of Visitors to Prince George BC from BC



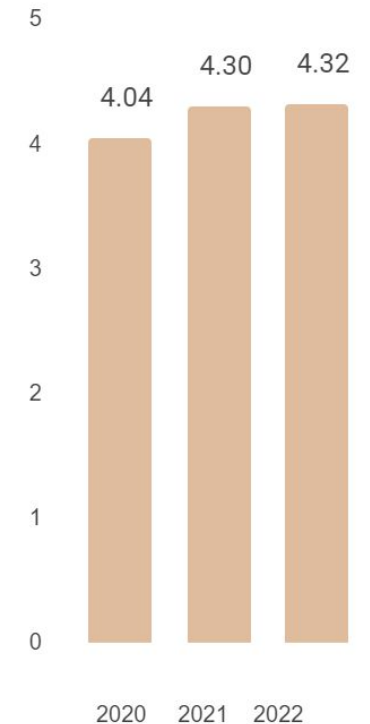
Number of Trips to Prince George BC from BC



Number of Nights Stayed on Prince George BC from BC



Length of Stay on Prince George BC from BC



# BC Visitors To Prince George BC By Quarter – Q1

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Surrey	3,300
Vancouver	3,200
Vanderhoof	2,700
Smithers	2,300
Fort St. John	2,200
Kamloops	1,800
Abbotsford	1,800
Williams Lake	1,500
Terrace	1,500
Bulkley-Nechako A	1,400

City	2021 Visitor Count
Vanderhoof	2,100
Surrey	2,100
Fort St. John	1,800
Smithers	1,700
Vancouver	1,700
Terrace	1,400
Abbotsford	1,300
Dawson Creek	1,200
Kamloops	1,100
Kitimat	1,100

City	2022 Visitor Count
Vancouver	3,200
Surrey	3,100
Fort St. John	2,500
Vanderhoof	2,300
Terrace	2,200
Smithers	1,900
Kamloops	1,700
Kitimat	1,600
Abbotsford	1,600
Williams Lake	1,500

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



# BC Visitors To Prince George BC By Quarter – Q2

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Surrey	2,700
Vancouver	2,700
Fort St. John	1,600
Abbotsford	1,600
Kamloops	1,500
Terrace	1,400
Vanderhoof	1,300
Kelowna	1,200
Smithers	1,100
Prince Rupert	1,100

City	2021 Visitor Count
Surrey	2,700
Fort St. John	2,500
Terrace	2,400
Vancouver	2,200
Vanderhoof	2,100
Prince Rupert	2,000
Smithers	1,700
Kamloops	1,700
Abbotsford	1,700
Kitimat	1,600

City	2022 Visitor Count
Vancouver	5,100
Surrey	5,000
Fort St. John	3,500
Kamloops	2,800
Terrace	2,800
Vanderhoof	2,700
Prince Rupert	2,400
Smithers	2,300
Abbotsford	2,300
Kitimat	2,300

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# BC Visitors To Prince George BC By Quarter – Q3

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Vancouver	5,200
Surrey	5,100
Fort St. John	3,800
Terrace	3,400
Prince Rupert	3,200
Kamloops	2,800
Vanderhoof	2,700
Abbotsford	2,500
Kitimat	2,400
Smithers	2,400

City	2021 Visitor Count
Vancouver	5,400
Surrey	5,300
Prince Rupert	4,000
Fort St. John	3,800
Terrace	3,700
Kamloops	3,200
Vanderhoof	3,000
Kitimat	2,800
Abbotsford	2,600
Smithers	2,600

City	2022 Visitor Count
Vancouver	5,400
Surrey	5,300
Prince Rupert	4,000
Fort St. John	3,800
Kamloops	3,700
Terrace	3,200
Abbotsford	3,000
Kelowna	2,800
Kitimat	2,600
Vanderhoof	2,600

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

# BC Visitors To Prince George BC By Quarter – Q4

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Surrey	2,800
Vancouver	2,700
Vanderhoof	2,200
Fort St. John	2,000
Terrace	1,900
Smithers	1,800
Kamloops	1,700
Abbotsford	1,600
Kitimat	1,300
Bulkley-Nechako A	1,200

City	2021 Visitor Count
Surrey	3,100
Vancouver	3,000
Fort St. John	2,600
Vanderhoof	2,400
Kamloops	2,400
Terrace	2,100
Smithers	2,000
Abbotsford	1,800
Kelowna	1,600
Kitimat	1,500

City	2022 Visitor Count
Vancouver	5,300
Surrey	5,200
Vanderhoof	2,800
Fort St. John	2,700
Kamloops	2,600
Terrace	2,500
Smithers	2,400
Abbotsford	2,200
Kelowna	2,000
Burnaby	1,900

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



# BC Visitors To Prince George BC By Year

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Vancouver	11,400
Surrey	11,100
Fort St. John	7,200
Kamloops	6,200
Terrace	5,600
Abbotsford	5,400
Vanderhoof	5,200
Prince Rupert	5,000
Kelowna	4,700
Smithers	4,300

City	2021 Visitor Count
Surrey	10,200
Vancouver	10,000
Fort St. John	7,900
Kamloops	6,300
Terrace	6,300
Prince Rupert	6,100
Vanderhoof	5,600
Abbotsford	5,200
Kelowna	4,800
Dawson Creek	4,600

City	2022 Visitor Count
Vancouver	17,200
Surrey	16,100
Fort St. John	9,100
Kamloops	8,400
Kelowna	6,900
Abbotsford	6,900
Terrace	6,700
Prince Rupert	6,700
Burnaby	6,200
Vanderhoof	5,900

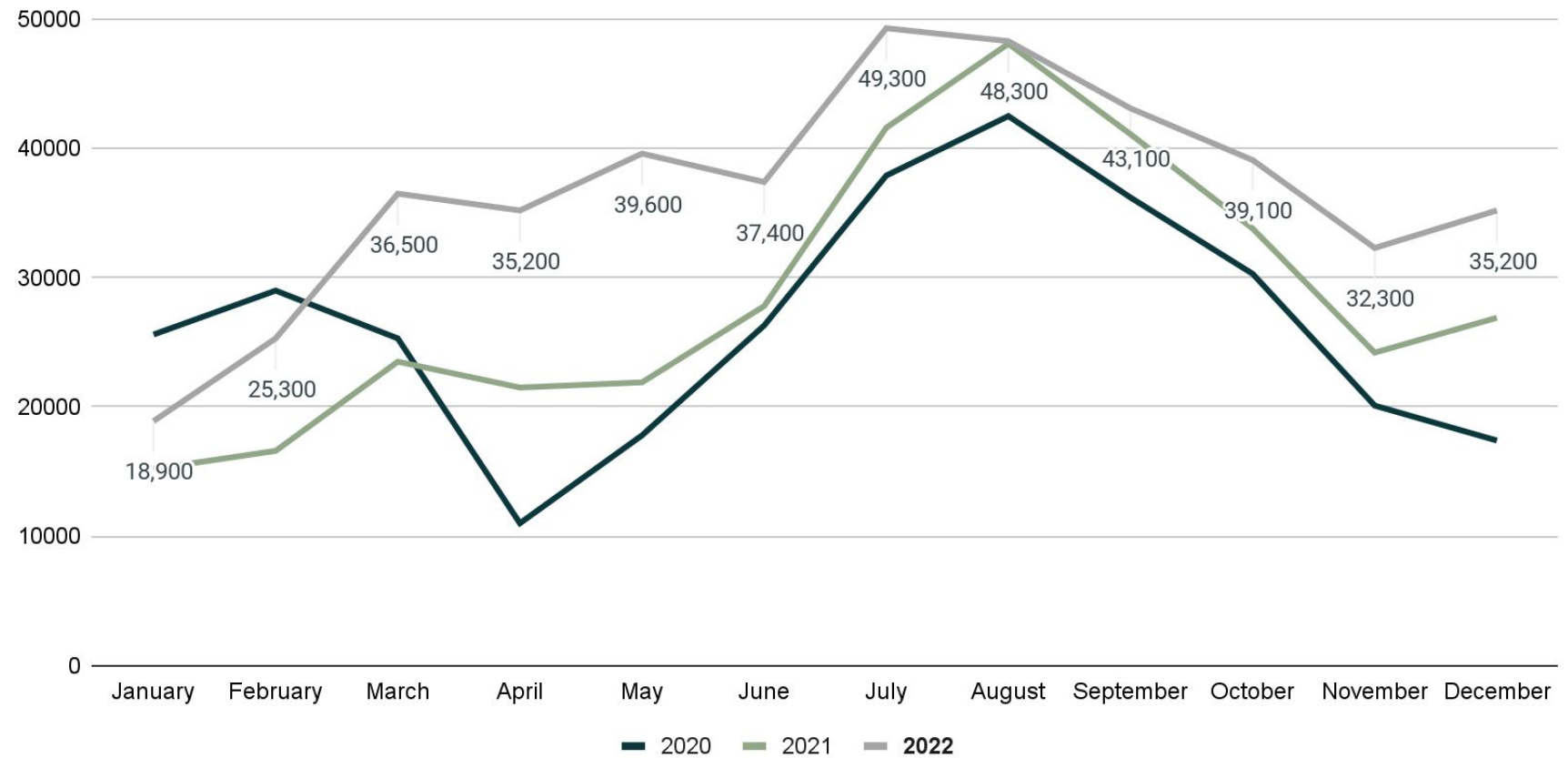
Note: All counts have been rounded to the nearest 100

# British Columbia Visitation

## BC Visitors Travelling To Prince George BC By Month



- February 2022 saw a **13%** decrease compared to 2020, a **52%** increase compared to 2021
- April 2022 saw a **220%** increase compared to 2020, a **81%** increase compared to 2021
- July 2022 saw a **30%** increase compared to 2020, a **19%** increase compared to 2021



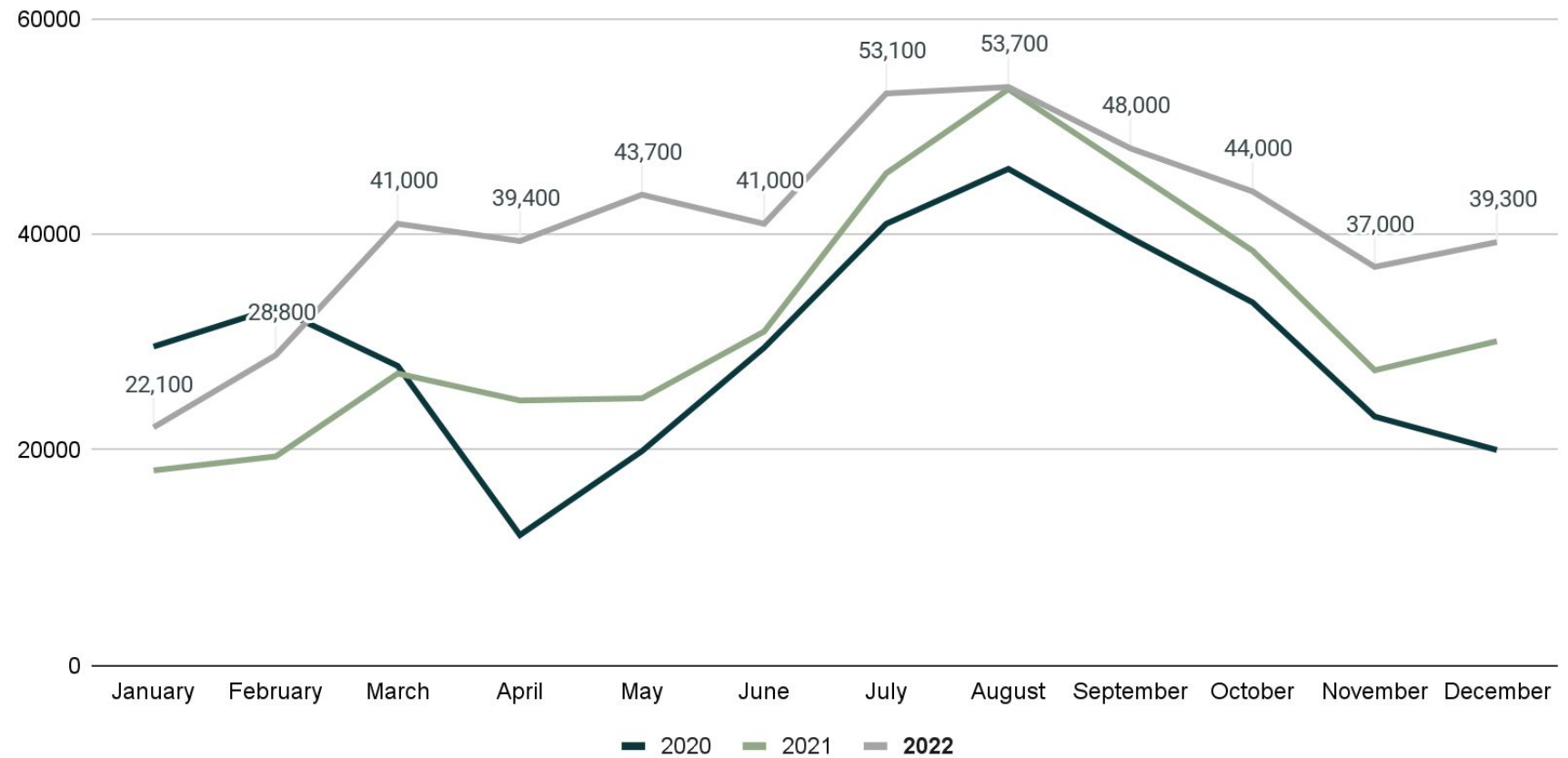
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# British Columbia Visitation

## BC Trips To Prince George BC By Month



- February 2022 saw a **13%** decrease compared to 2020, a **48%** increase compared to 2021
- April 2022 saw a **226%** increase compared to 2020, a **60%** increase compared to 2021
- July 2022 saw a **29%** increase compared to 2020, a **16%** increase compared to 2021



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

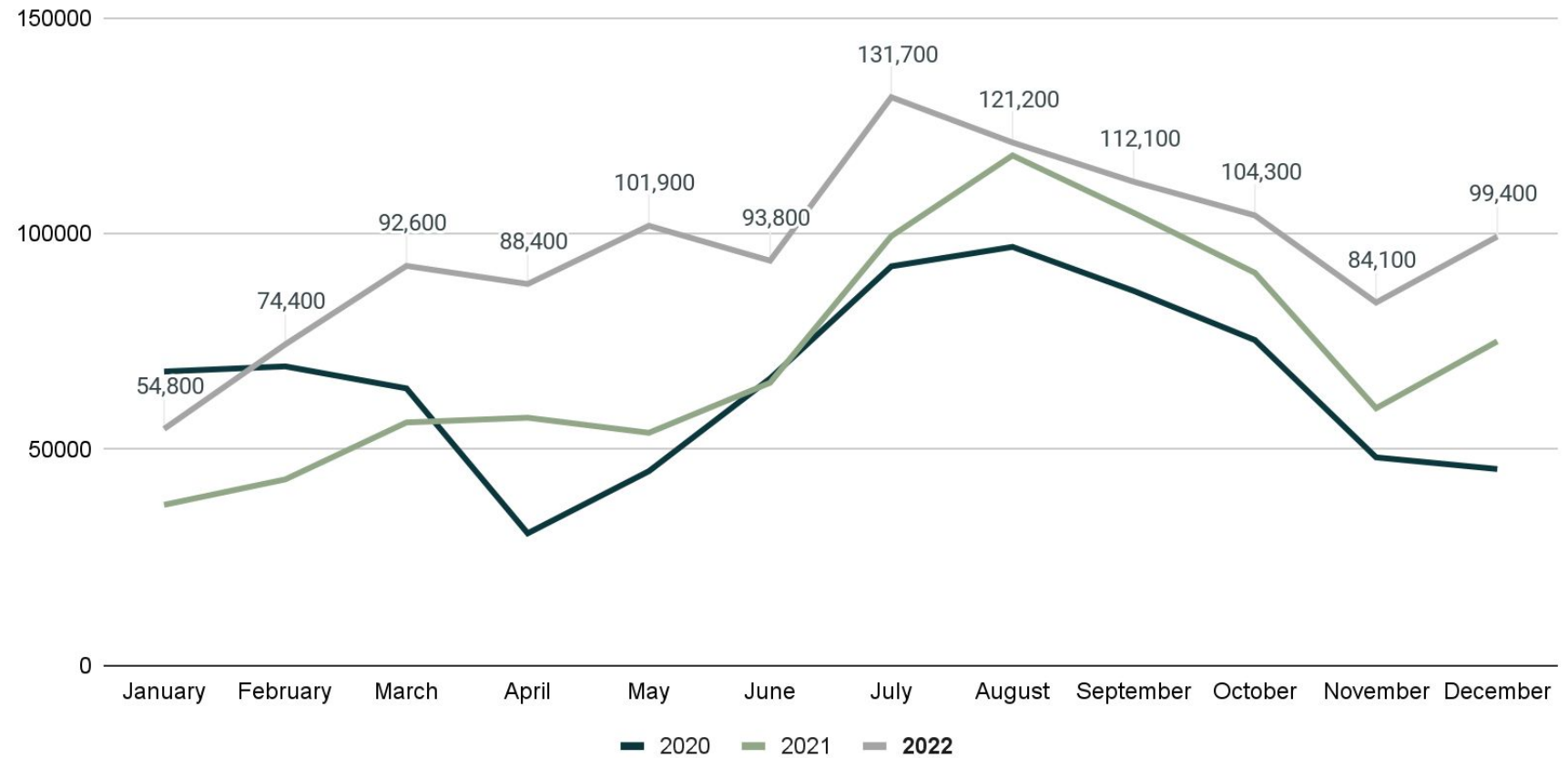


# British Columbia Visitation

## BC Overnight Stays On Prince George BC By Month



- February 2022 saw a **7%** increase compared to 2020, a **73%** increase compared to 2021
- April 2022 saw a **188%** increase compared to 2020, a **54%** increase compared to 2021
- July 2022 saw a **42%** increase compared to 2020, a **32%** 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 BC Visitors by PRIZM & EQ Type

## Prince George BC

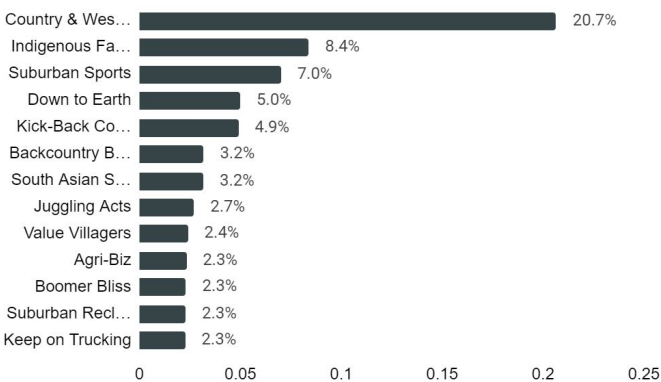
Note: All counts have been rounded to the nearest 100

### Overview

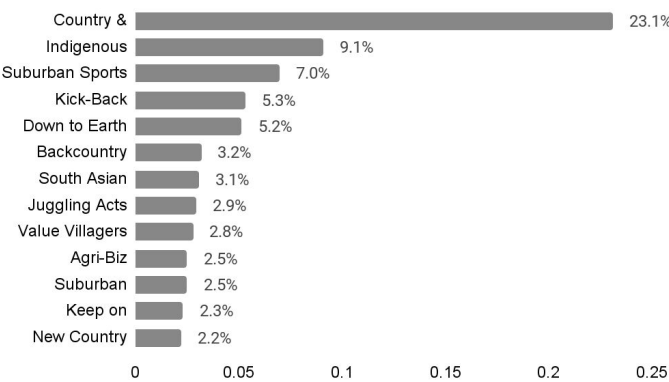
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC across the three years.

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

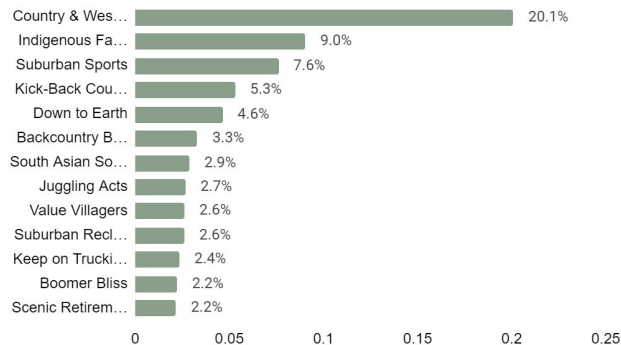
2020 BC Visitors by PRIZM Segment



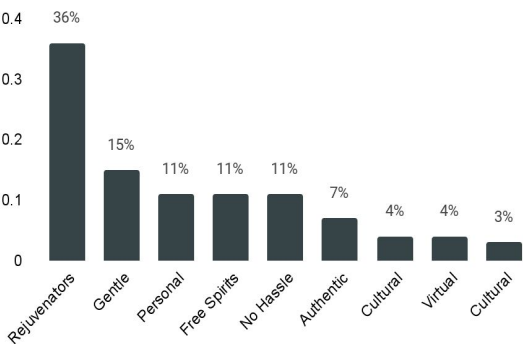
2021 BC Visitors by PRIZM Segment



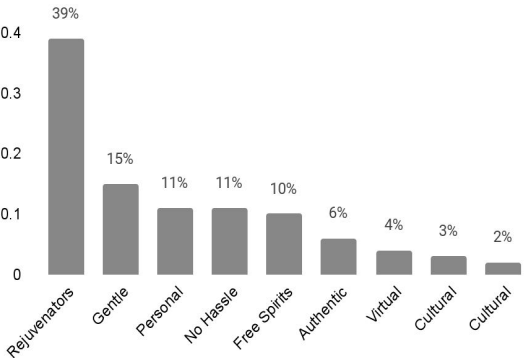
2022 BC Visitors by PRIZM Segment



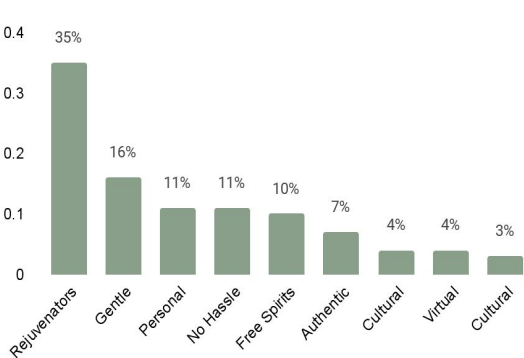
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



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

## Prince George BC

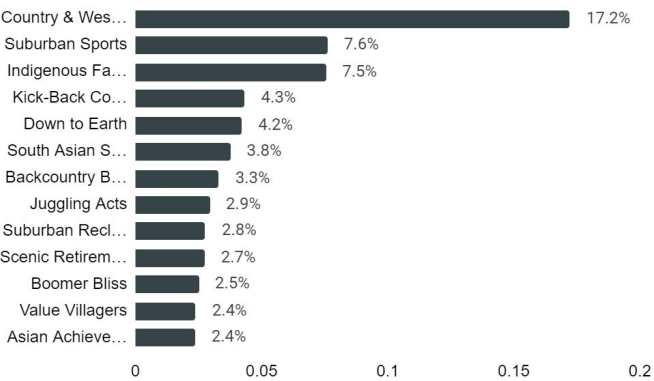
Note: All counts have been rounded to the nearest 100

### Overview

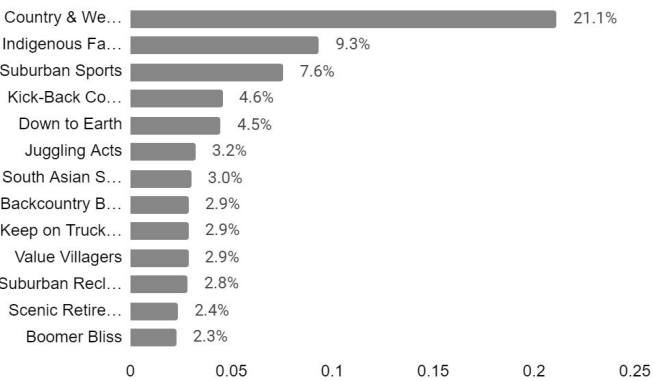
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC across the three years.

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

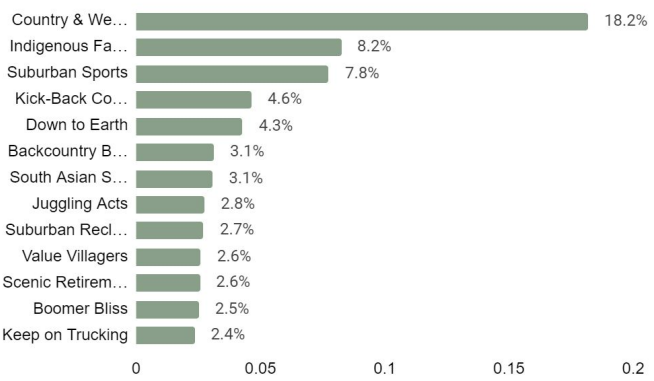
2020 BC Visitors by PRIZM Segment



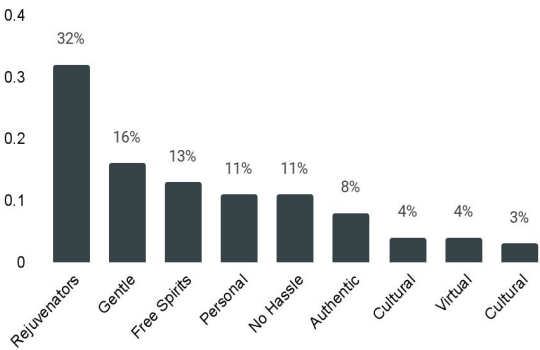
2021 BC Visitors by PRIZM Segment



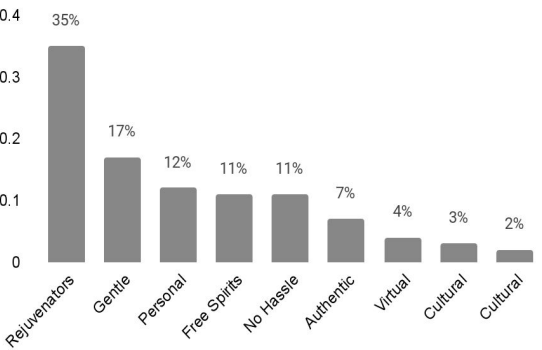
2022 BC Visitors by PRIZM Segment



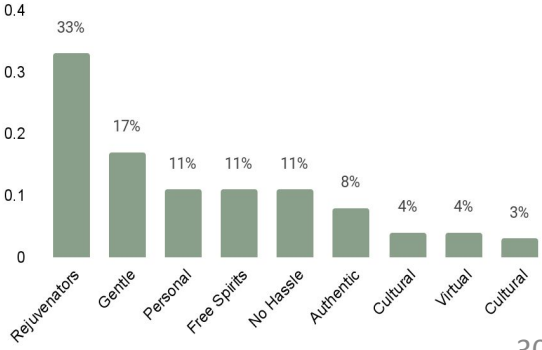
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



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

## Prince George BC

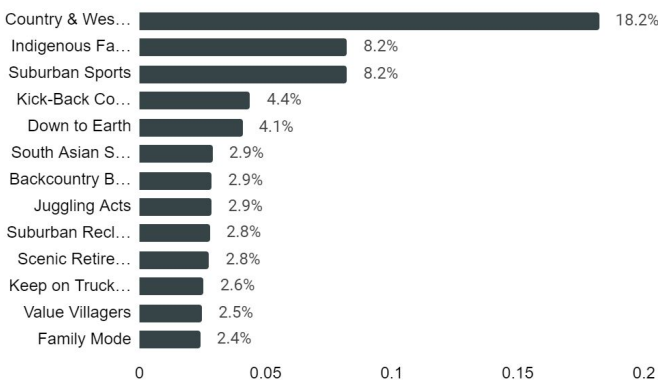
Note: All counts have been rounded to the nearest 100

### Overview

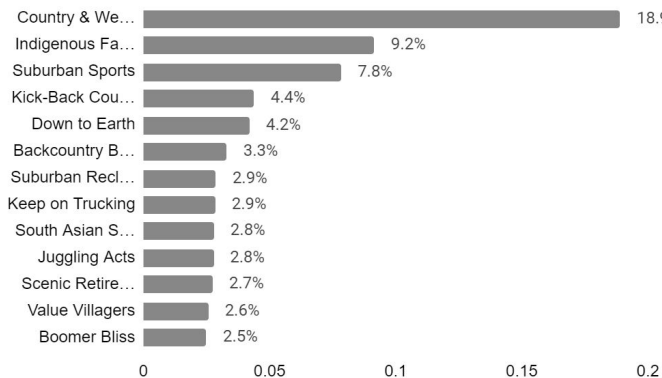
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC across the three years.

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

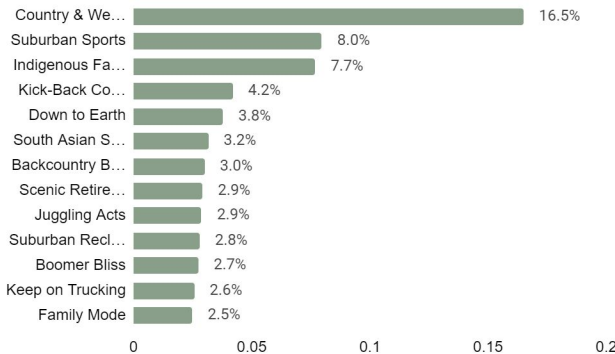
2020 BC Visitors by PRIZM Segment



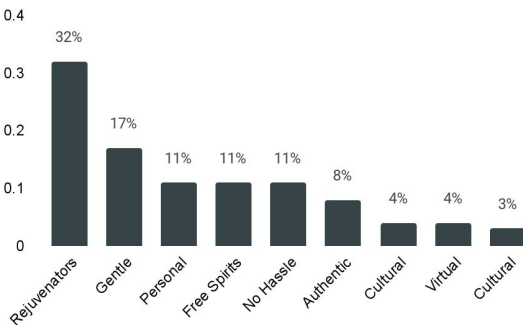
2021 BC Visitors by PRIZM Segment



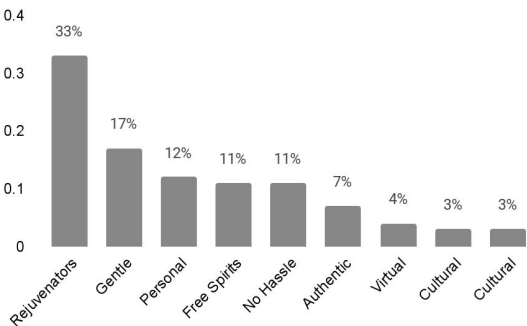
2022 BC Visitors by PRIZM Segment



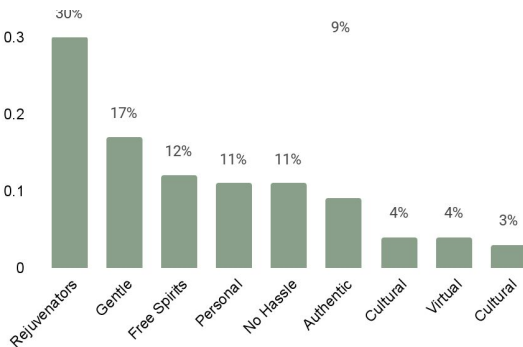
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type





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

## Prince George BC

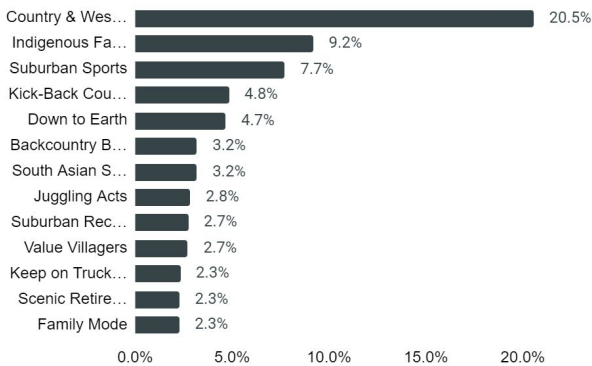
Note: All counts have been rounded to the nearest 100

### Overview

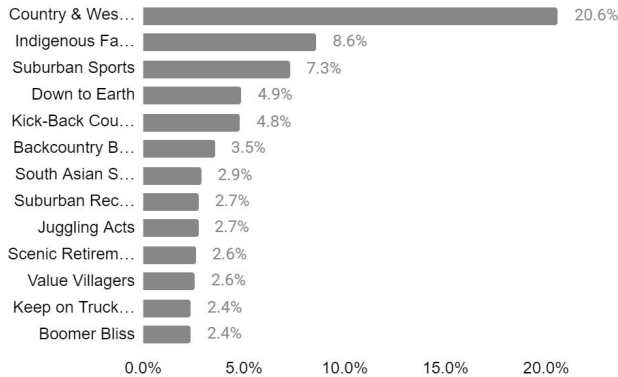
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC across the three years.

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

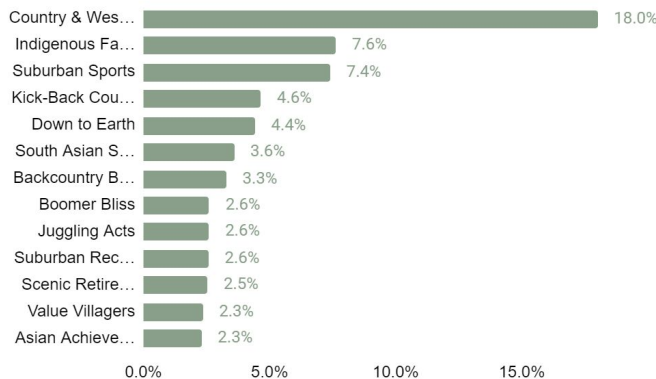
2020 BC Visitors by PRIZM Segment



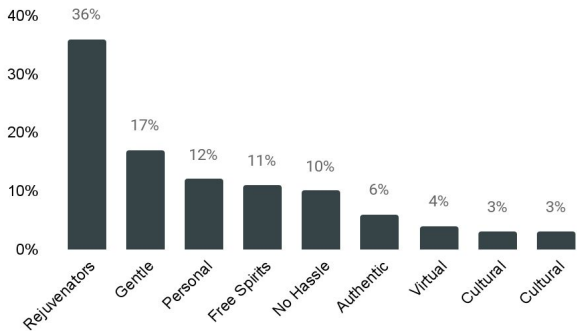
2021 BC Visitors by PRIZM Segment



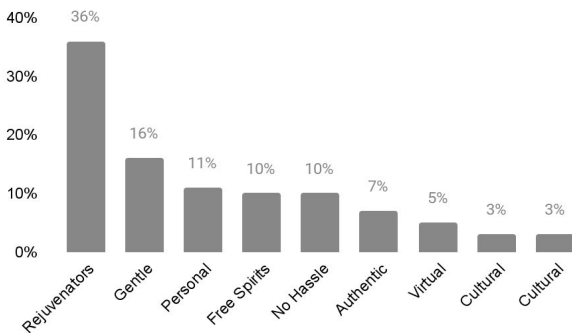
2022 BC Visitors by PRIZM Segment



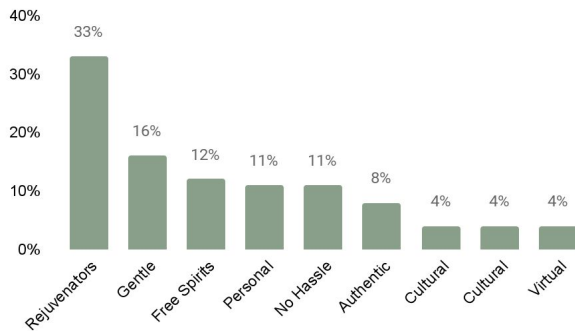
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type



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

## Prince George BC

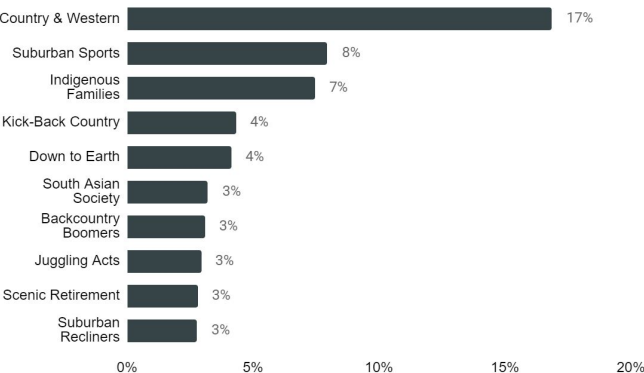
Note: All counts have been rounded to the nearest 100

### Overview

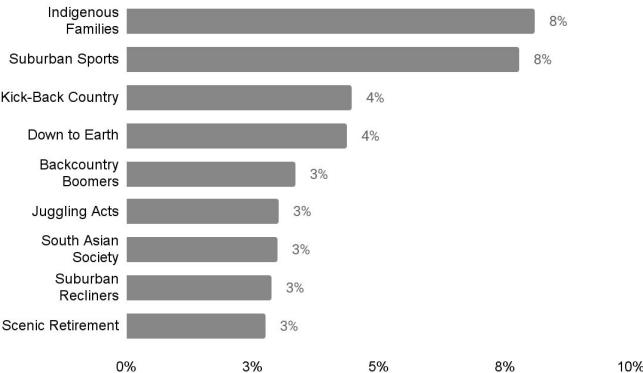
Of the 67 PRIZM Segments identified in Canada, Suburban Sports, Country & Western, Suburban Sports, Country & Western and Indigenous Families were the top visitors from BC across the three years.

Gentle Explorers, Free Spirits and Personal History Explorers were the top visiting EQ Types across all three years.

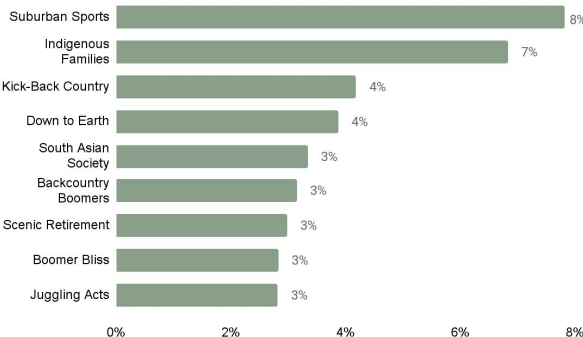
2020 BC Visitors by PRIZM Segment



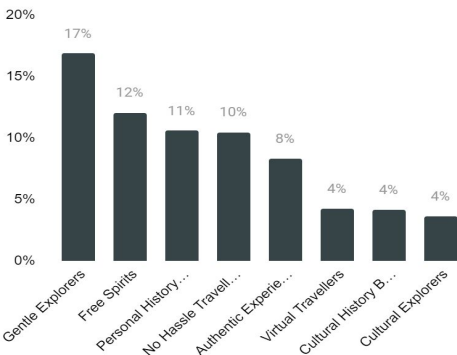
2021 BC Visitors by PRIZM Segment



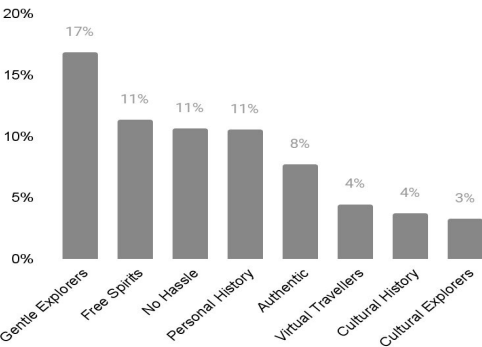
2022 BC Visitors by PRIZM Segment



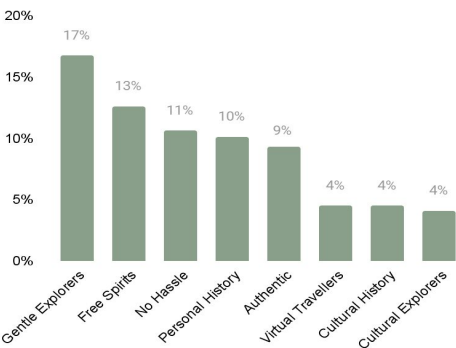
2020 BC Visitors by EQ Type



2021 BC Visitors by EQ Type



2022 BC Visitors by EQ Type







# BC Top PRIZM Segment Summaries



# 2022 BC PRIZM Segment Summary

## Country & Western



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

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

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





# 2022 BC PRIZM Segment Summary

## 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

## Indigenous Families



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

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

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

# 2022 BC PRIZM Segment Summary

## Kick-Back Country

### General Canadian Summary

- Middle-aged families and older couples with children ages 5-24 at home
- Mixed Education (high school/college degree/University Degree)
- Entry level positions in service sector (Mining, Construction, Trades and Transportation)
- Value outdoor adventure/healthy lifestyle and purchasing from small businesses
- EQ Type: Rejuvenator

### Top BC Geographic Markets

Census Subdivision	Percentage of group
Langley	9.9%
Abbotsford	4.4%
Prince George	4.0%
Chilliwack	3.9%

### Category

### Highlights

#### Household Count

Of the 67 PRIZM Clusters identified in Canada, Kick-Back Country rank 21st, making up 35,955 households, or 1.8% of the total Households in British Columbia (2,030,007)

#### Maintainer Age

Median Household Maintainer Age is 57

#### Children at Home

48% of couples do not have children living at home (Above Average)

#### Household Income

Average Household Income of \$144,254 compared to BC at \$118,490

#### Top Social Values

Attraction to Nature, Emotional Control, Need for Escape

#### Top Tourism Activities

Camping, Hiking/Backpacking, Cycling, Adventure sports, Fishing & hunting, Inline skating, Beer, food & wine festivals

#### Travel

Above Average interest for travelling within Canada (Above Average for Vancouver, Toronto, Calgary, Banff, Other Alberta, Montreal, Quebec City), they spent an average of \$1,737 (Average) on their last vacation

#### Social Media

81% currently use Facebook (Average), 35% use Instagram (Average), 21% use Twitter (Below Average) and 69% use YouTube (Average)



# 2022 BC PRIZM Segment Summary

## Down to Earth

General Canadian Summary	
<ul style="list-style-type: none"><li>• Older, middle-income, rural couples and families</li><li>• Mixed Education</li><li>• Blue-collar and Service Sector Positions in agriculture, construction and the trades</li><li>• Enjoy outdoorsy activities such as hunting, fishing and gardening as well as crafting and home improvement</li><li>• EQ Type: Rejuvenator</li></ul>	
Top BC Geographic Markets	
Census Subdivision	Percentage of group
Columbia-Shuswap C	5.2%
Cowichan Valley B	3.8%
Comox Valley C	3.7%
Nanaimo F	3.0%

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Down to Earth rank 20th, making up 39,023 households, or 1.9% of the total Households in British Columbia (2,030,007)
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	54% of couples do not have children living at home (Above Average)
Household Income	54% of couples do not have children living at home (Above Average)
Top Social Values	Attraction to Nature, Emotional Control, Brand Apathy
Top Tourism Activities	Cycling, Hiking/Backpacking, Camping
Travel	Above Average interest for travelling within Canada (Above Average for Victoria, Vancouver, Whistler, Toronto, Other Alberta, Banff, Montreal, Quebec City), Down to Earth from British Columbia spent an average of \$1,809 (Average) on their last vacation
Social Media	81% currently use Facebook (Average), 30% use Instagram (Below Average), 19% use Twitter (Below Average) and 68% use YouTube (Average)





A scenic landscape photograph showing two hikers from behind, standing on a rocky outcrop and looking down at a wide, braided river valley. The hiker on the left wears a grey jacket and a blue backpack, while the hiker on the right wears a red jacket and a black backpack. The river is light-colored and flows through a dark, sandy landscape. In the far distance, a large glacier is visible under a cloudy sky. The foreground is filled with green and yellow foliage.

# BC Top EQ Segment Summaries



# 2022 BC EQ Segment Summary

## Rejuvenators

General Canadian Summary
<ul style="list-style-type: none"> <li>• Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes</li> <li>• Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves</li> <li>• They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US</li> <li>• They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home</li> </ul>

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

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



# 2022 BC EQ Segment Summary

## Gentle Explorers

### General Canadian Summary

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

### Top Geographic Markets

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

### Category

### Highlights

#### Household Count

Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 314,399 households, or 15.5% of the total Households in British Columbia (2,030,007).

#### Maintainer Age

Median Household Maintainer Age is 54

#### Children at Home

43% of couples do not have children living at home (Average)

#### Household Income

Below Average Household Income of \$102,911 compared to BC at \$118,490

#### Top Social Values

Racial Fusion, Need for Escape, Emotional Control

#### Top Tourism Activities

Swimming, Camping, Cycling.

#### Travel

Above Average interest for travelling within Canada. (Above Average for; Vancouver, Toronto, Banff, Other Alberta, Montreal, Ottawa) Gentle Explorers from British Columbia spent an average of \$1,623 (Average) on their last vacation.

#### Social Media

82% currently use Facebook (Average), 38% use Instagram (Average), 23% use Twitter (Below Average) and 70% use YouTube (Average).



# 2022 BC EQ Segment Summary

## Free Spirits

General Canadian Summary	
<ul style="list-style-type: none"><li>Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas</li><li>Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others</li><li>Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest</li><li>They seek some structure when they travel so they can indulge in worry-free hedonistic activities</li><li>Enjoy the best they can afford in terms of accommodations and restaurants</li></ul>	
Top Geographic Markets	
Census Subdivision	Percentage of group
Surrey	27.5%
Richmond	14.8%
Burnaby	11.2%
Vancouver	9.0%

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





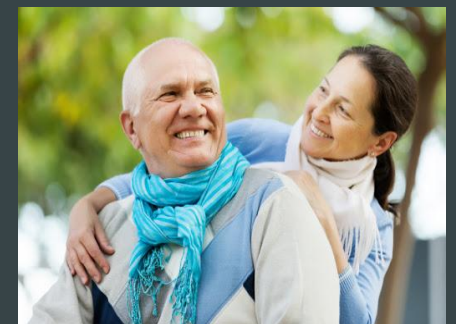
# 2022 BC EQ Segment Summary

## 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

## 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).





**Alberta Insights**

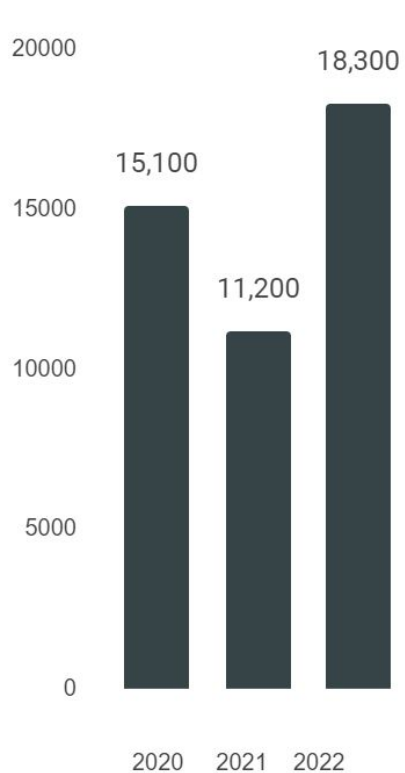


# Prince George BC Visitation

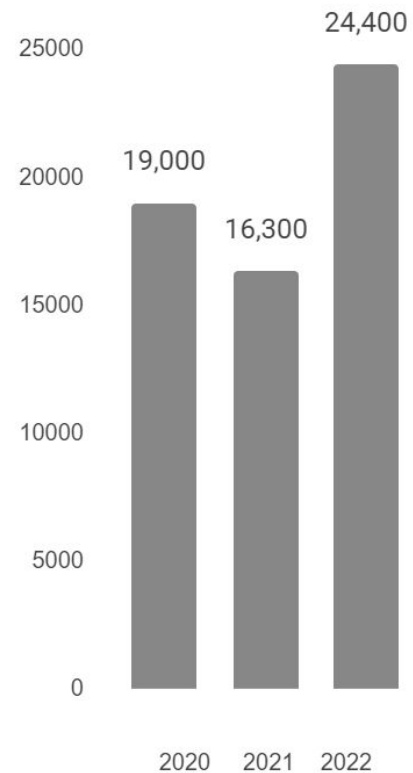
## Alberta Residents Travelling To Prince George BC By Quarter



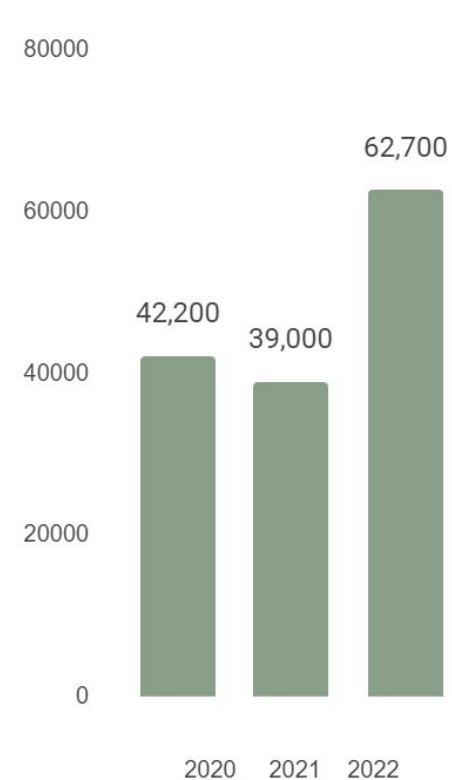
Number of Visitors to Prince George BC from AB in Q1



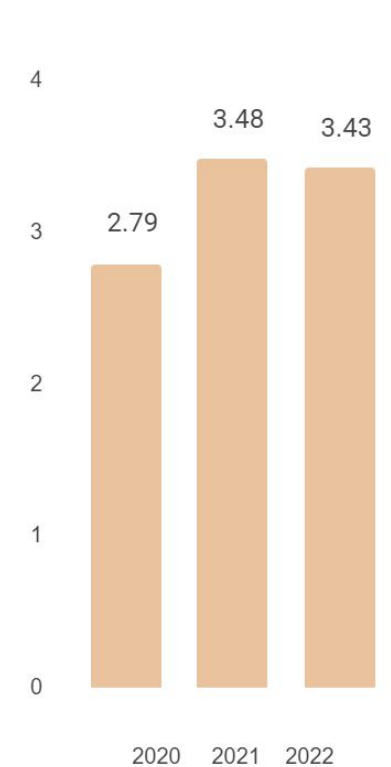
Number of Trips to Prince George BC from AB in Q1



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



Length of Stay on Prince George BC from AB in Q1



Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

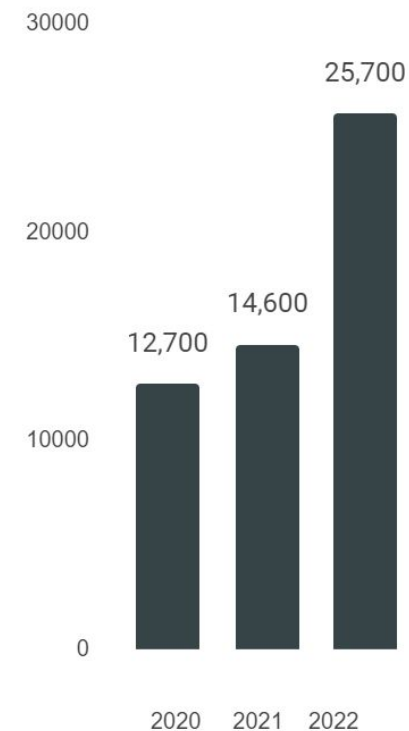


# Prince George BC Visitation

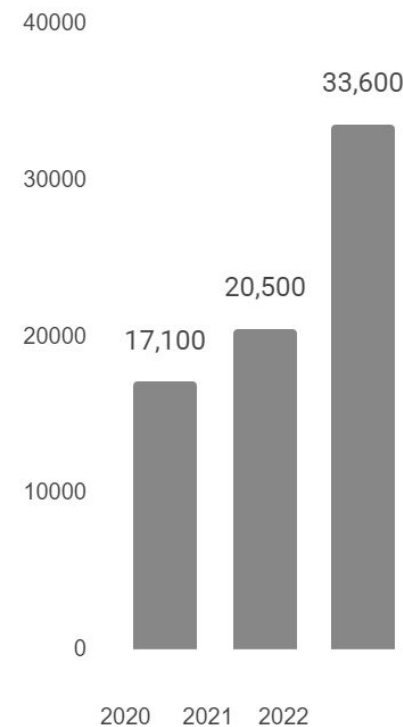
## Alberta Residents Travelling To Prince George BC By Quarter



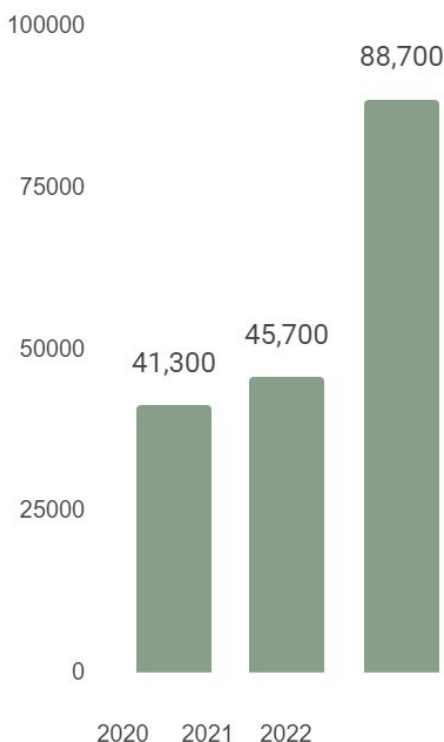
Number of Visitors to Prince George BC from AB in Q2



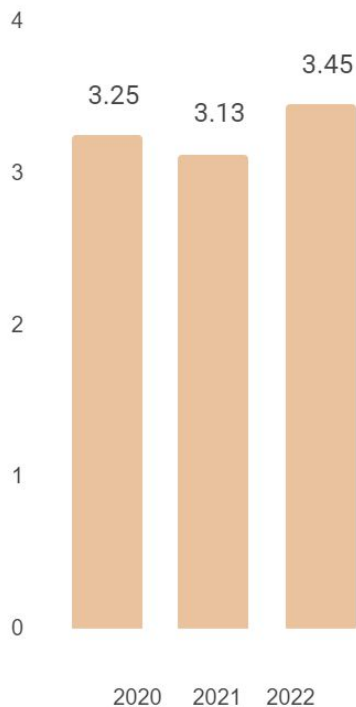
Number of Trips to Prince George BC from AB in Q2



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



Length of Stay on Prince George BC from AB in Q2



Q2 = April | May | June

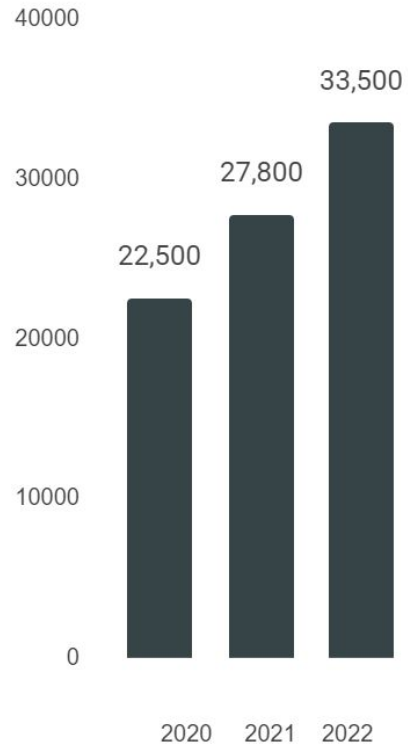
Note: All counts have been rounded to the nearest 100

# Prince George BC Visitation

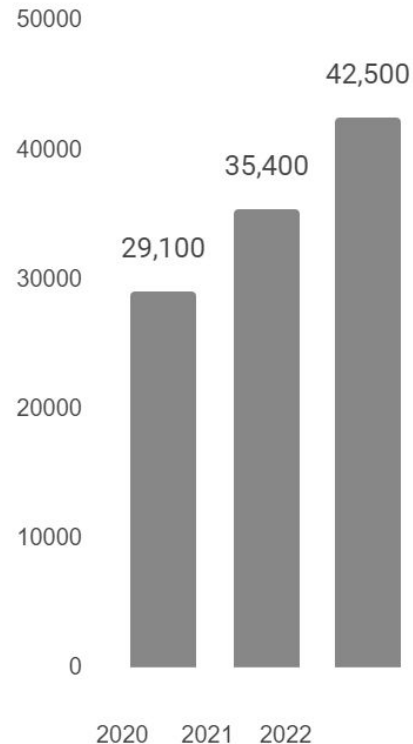
## Alberta Residents Travelling To Prince George BC By Quarter



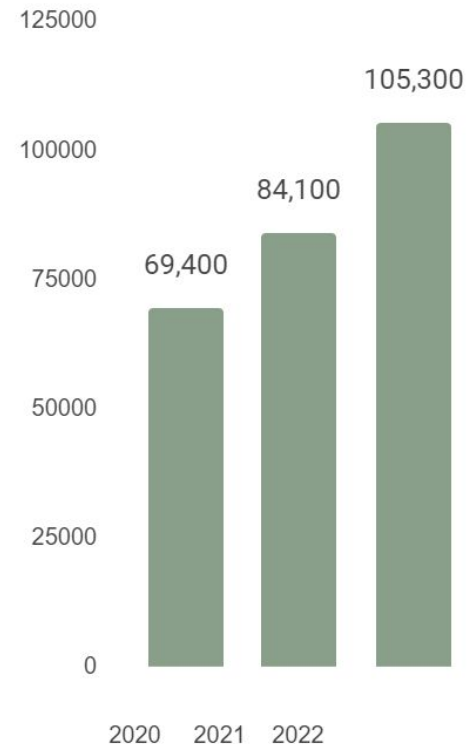
Number of Visitors to Prince George BC from AB in Q3



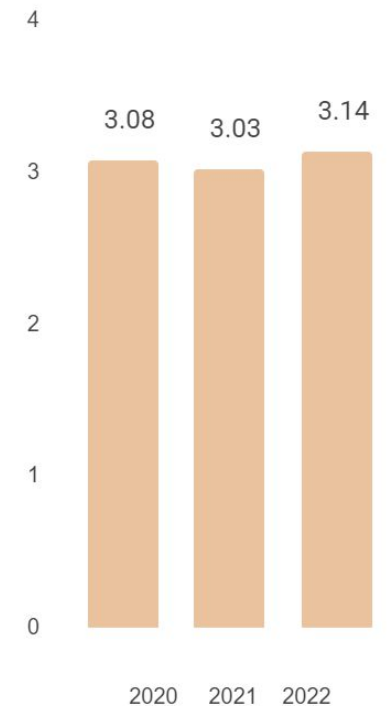
Number of Trips to Prince George BC from AB in Q3



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



Length of Stay on Prince George BC from AB in Q3



Q3 = July | August | September

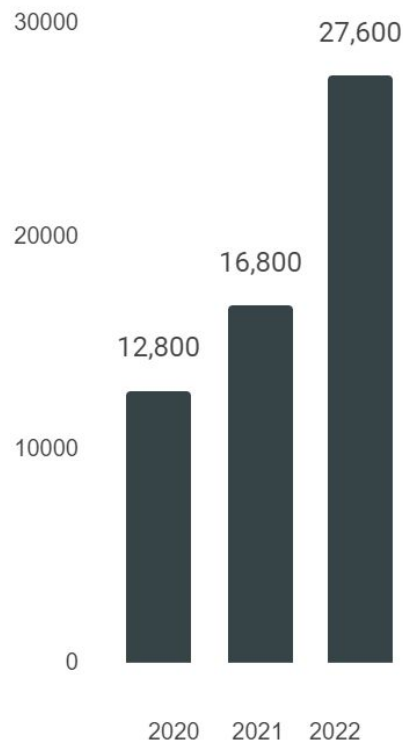
Note: All counts have been rounded to the nearest 100

# Prince George BC Visitation

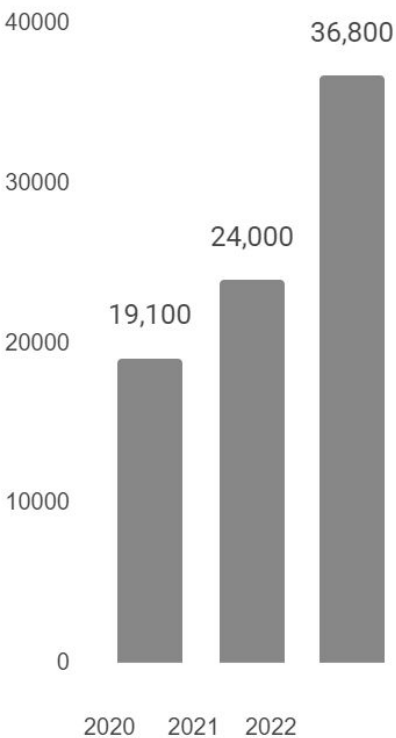
## Alberta Residents Travelling To Prince George BC By Quarter



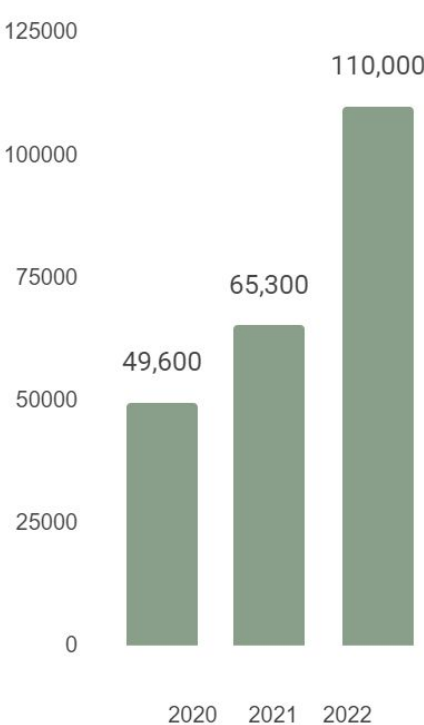
Number of Visitors to Prince George BC from AB in Q4



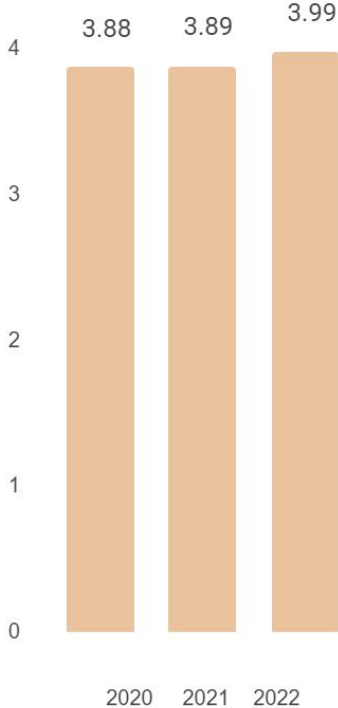
Number of Trips to Prince George BC from AB in Q4



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



Length of Stay on Prince George BC from AB in Q4



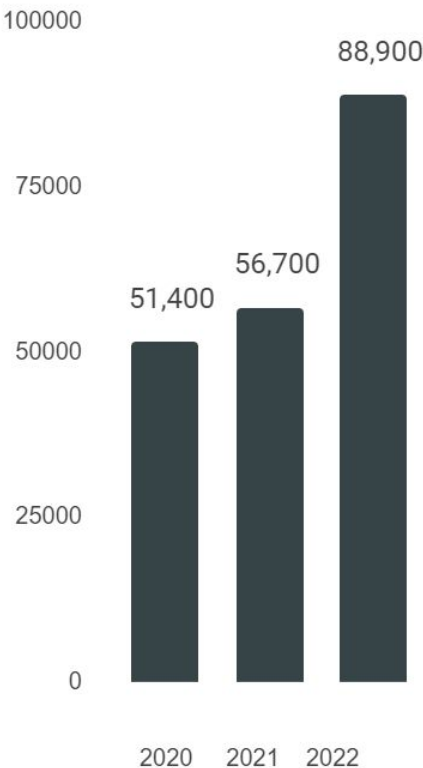
Q4 = October | November | December  
Note: All counts have been rounded to the nearest 100

# Prince George BC Visitation

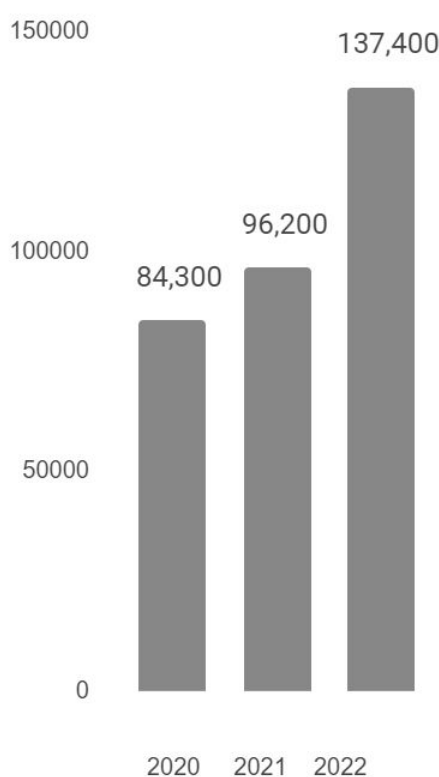
## Alberta Residents Travelling To Prince George BC By Year



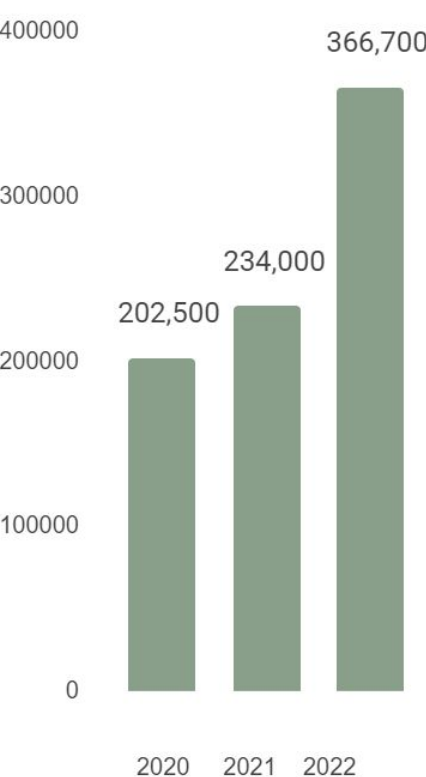
Number of Visitors to Prince George BC from AB



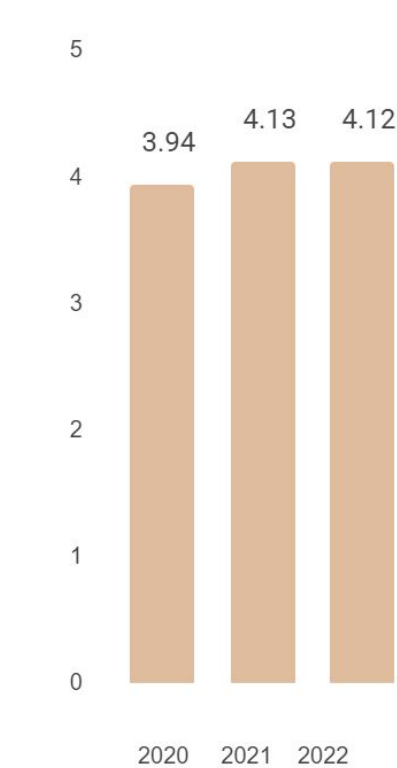
Number of Trips to Prince George BC from AB



Number of Nights Stayed on Prince George AB from BC



Length of Stay on Prince George BC from AB



Note: All counts have been rounded to the nearest 100



# Alberta Visitors To Prince George BC By Quarter – Q1

## Number of Visitors To Prince George BC By Origin City



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

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

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

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

# Alberta Visitors To Prince George BC By Quarter – Q2

## Number of Visitors To Prince George BC By Origin City



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

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

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

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To Prince George BC By Quarter – Q3

## Number of Visitors To Prince George BC By Origin City



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

City	2021 Visitor Count
Edmonton	17,600
Grande Prairie	16,300
Calgary	14,200
Grande Prairie County No. 1	3,600
Red Deer	3,300
Peace River	2,200
Strathcona County	2,100
Mackenzie County	1,900
St. Albert	1,200
Sexsmith	1,200

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

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

# Alberta Visitors To Prince George BC By Quarter – Q4

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Edmonton	8,700
Grande Prairie	7,100
Calgary	6,300
Red Deer	2,000
Grande Prairie County No. 1	1,300
Strathcona County	1,100
Peace River	900
St. Albert	700
Mackenzie County	600
Airdrie	600

City	2021 Visitor Count
Edmonton	11,900
Calgary	8,300
Grande Prairie	7,700
Red Deer	2,500
Grande Prairie County No. 1	1,500
Strathcona County	1,200
Peace River	900
St. Albert	800
Medicine Hat	800
Mackenzie County	700

City	2022 Visitor Count
Edmonton	18,100
Calgary	14,900
Grande Prairie	9,400
Red Deer	3,500
Grande Prairie County No. 1	1,900
Strathcona County	1,900
St. Albert	1,200
Peace River	1,200
Airdrie	1,200
Medicine Hat	1,000

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



# Alberta Visitors To Prince George BC By Year

## Number of Visitors To Prince George BC By Origin City



City	2020 Visitor Count
Edmonton	13,600
Calgary	13,300
Grande Prairie	2,600
Strathcona County	1,300
Red Deer	1,100
St. Albert	800
Airdrie	800
Spruce Grove	600
Wood Buffalo	500
Lethbridge	500

City	2021 Visitor Count
Edmonton	15,400
Calgary	13,000
Grande Prairie	3,000
Strathcona County	1,500
Red Deer	1,200
St. Albert	1,100
Airdrie	1,100
Grande Prairie County No. 1	600
Spruce Grove	600
Leduc	600

City	2022 Visitor Count
Edmonton	22,200
Calgary	22,100
Grande Prairie	4,000
Strathcona County	2,300
Red Deer	2,100
Airdrie	1,700
St. Albert	1,400
Lethbridge	1,300
Wood Buffalo	1,200
Spruce Grove	1,000

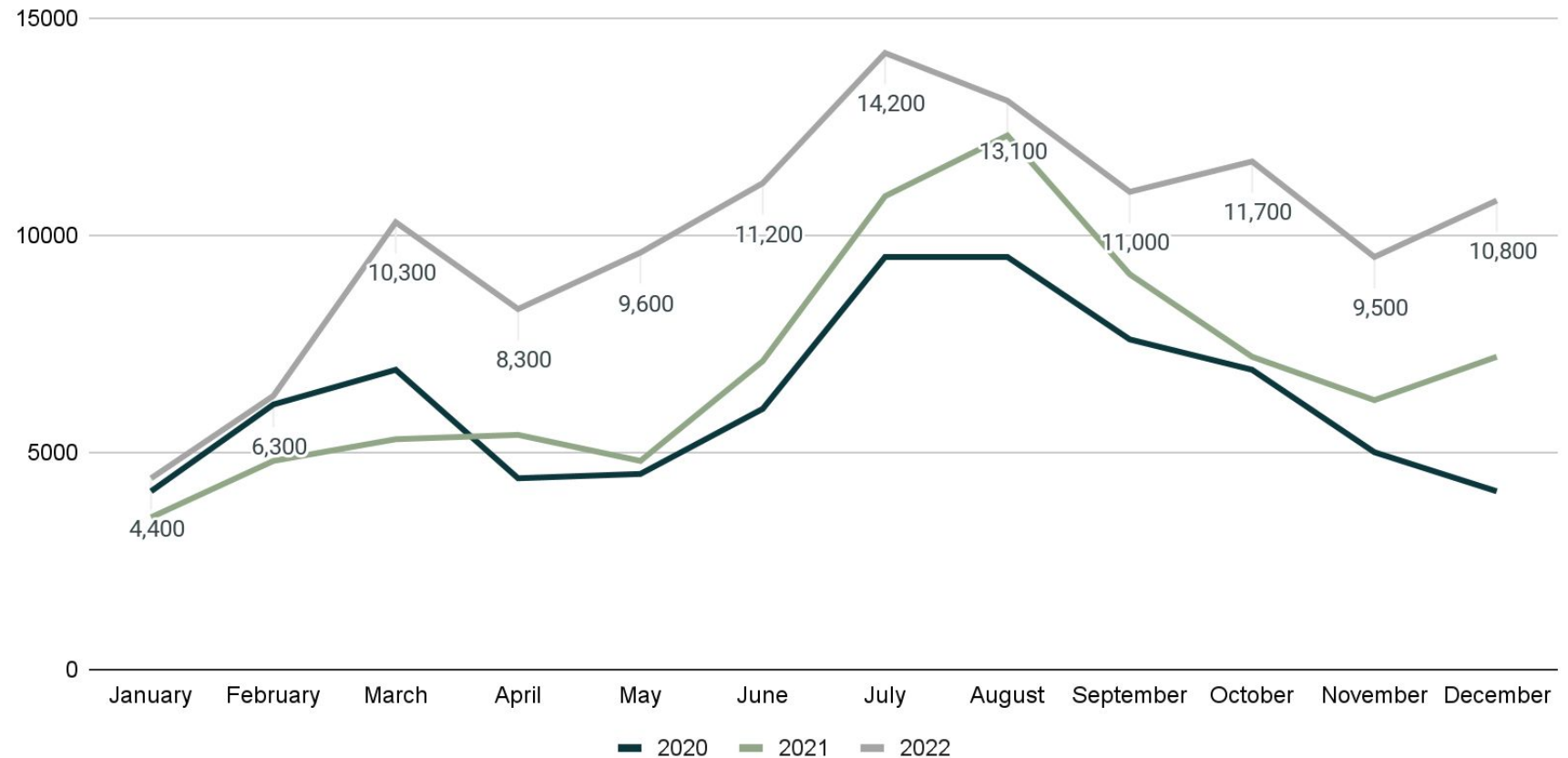
Note: All counts have been rounded to the nearest 100

# Alberta Visitation

## Alberta Visitors Travelling To Prince George BC By Month



- January 2022 saw a **7%** increase compared to 2020, a **25%** increase compared to 2021
- April 2022 saw a **89%** increase compared to 2020, a **53%** increase compared to 2021
- September 2022 saw a **45%** increase compared to 2020, a **21%** increase compared to 2021



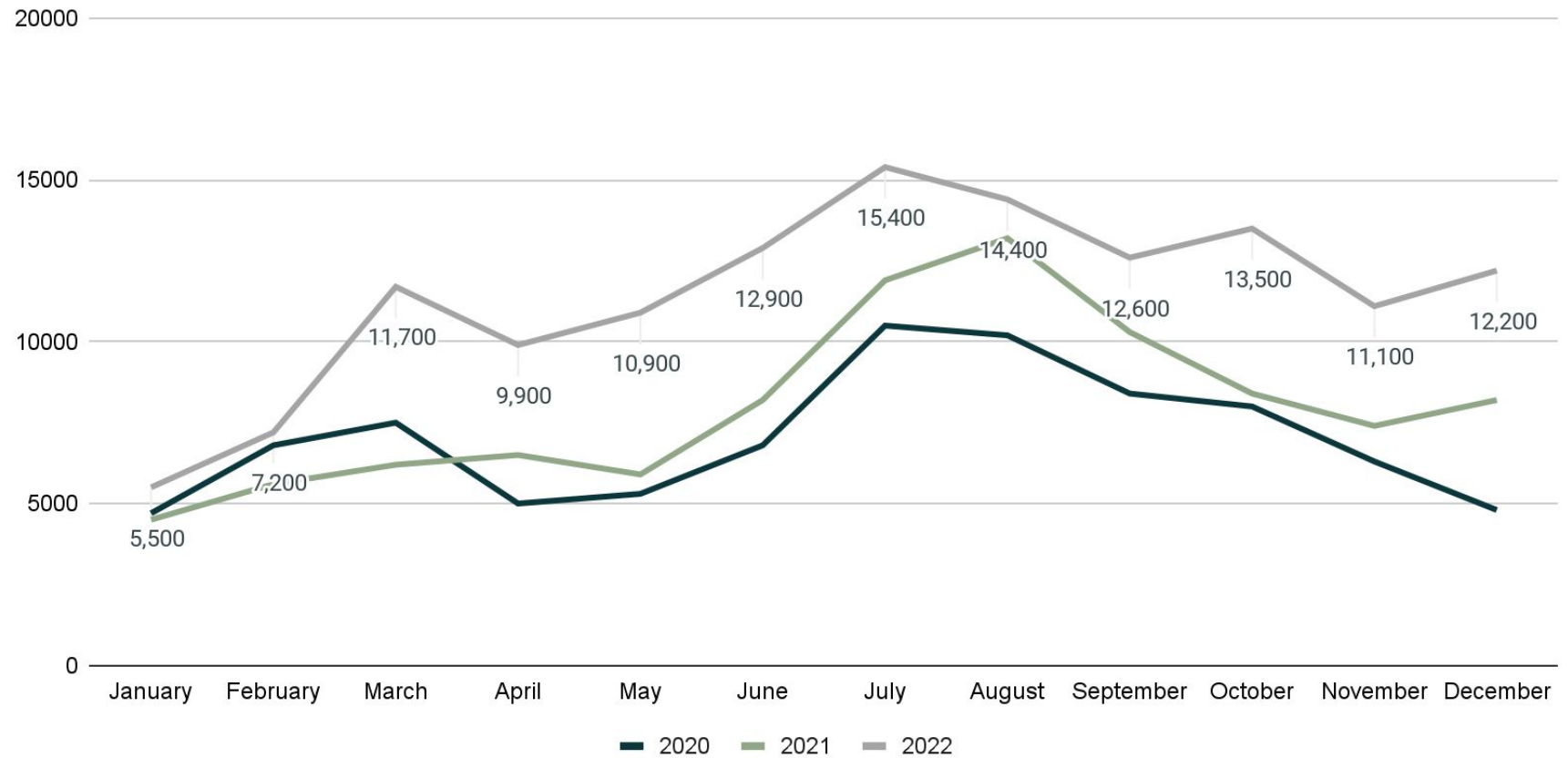
**Note:** "Visitors" is a unique visitor count of travelers who spent one or more nights in the destination over the respective time period.

# Alberta Visitation

## Alberta Trips To Prince George BC By Month



- January 2022 saw a **16%** increase compared to 2020, a **22%** increase compared to 2021
- April 2022 saw a **97%** increase compared to 2020, a **52%** increase compared to 2021
- September 2022 saw a **51%** increase compared to 2020, a **23%** increase compared to 2021



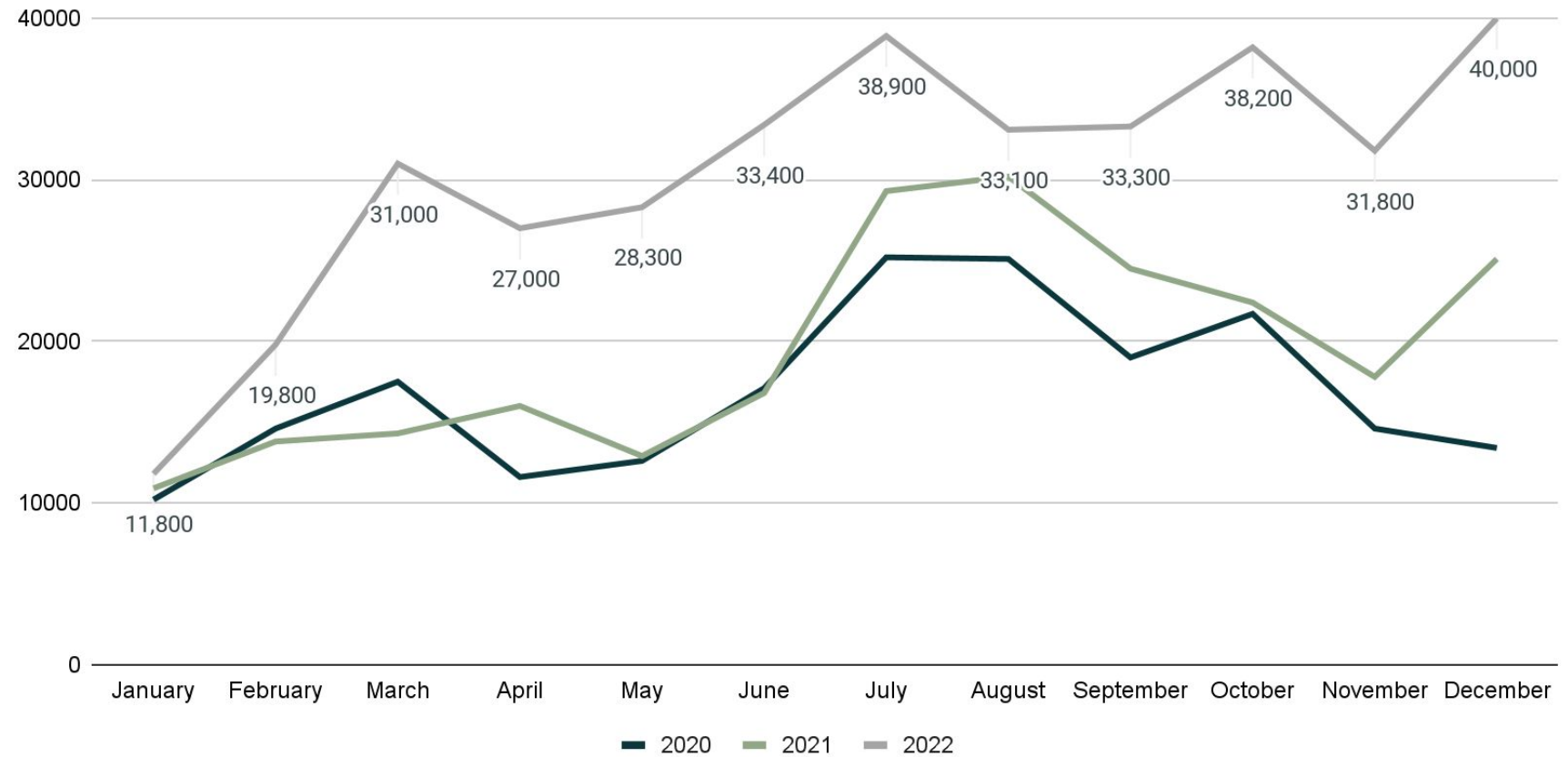
**Note:** "Trips" is a count which involved spending one or more nights over the time period as part of a continuous visit to the destination. One 'visitor' can take multiple 'trips' over the time period.

# Alberta Visitation

## Alberta Overnight Stays On Prince George BC By Month



- January 2022 saw a **16%** increase compared to 2020, a **8%** increase compared to 2021
- April 2022 saw a **134%** increase compared to 2020, a **68=9%** increase compared to 2021
- September 2022 saw a **75%** increase compared to 2020, a **36%** 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

## Prince George BC

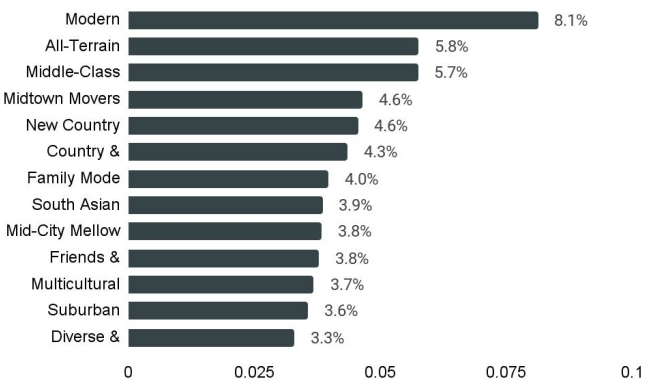
Note: All counts have been rounded to the nearest 100

### Overview

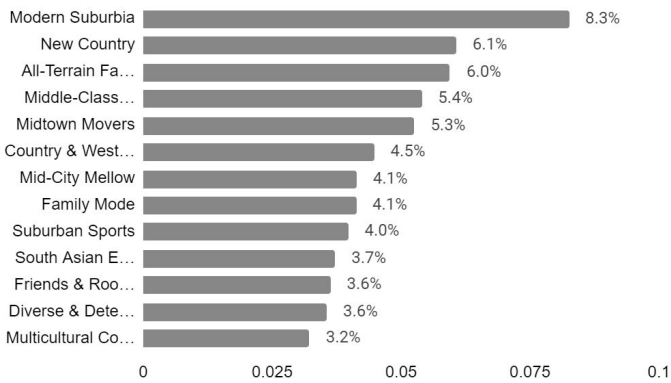
Of the 67 PRIZM Segments identified in Canada, Modern Suburbia, All-Terrain Families and Middle-Class Mosaic were the top visitors from AB across the three years.

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

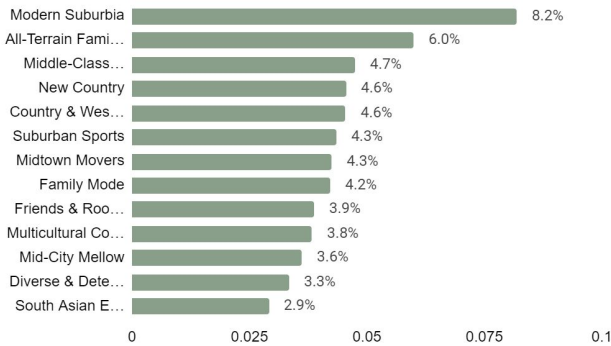
2020 AB Visitors by PRIZM Segment



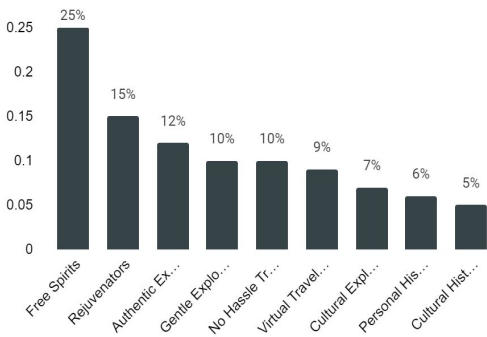
2021 AB Visitors by PRIZM Segment



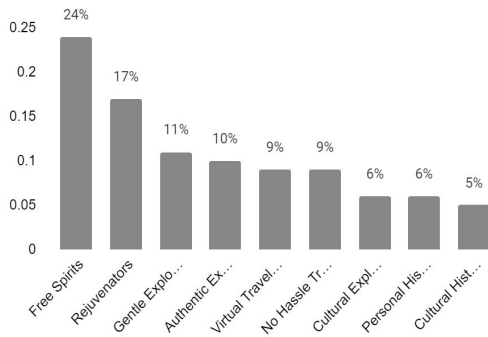
2022 AB Visitors by PRIZM Segment



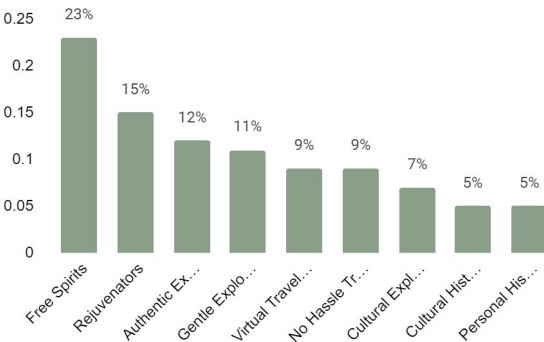
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



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

## Prince George BC

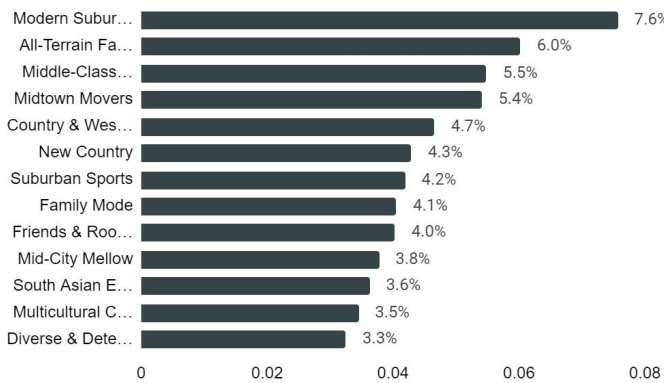
Note: All counts have been rounded to the nearest 100

### Overview

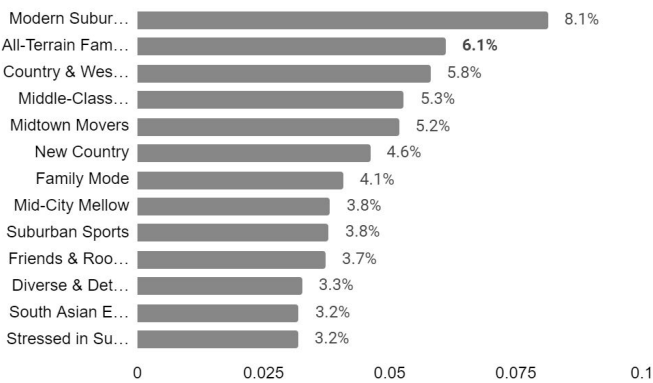
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Modern Suburbia, Middle-Class Mosaic and New Country were the top visitors from AB across the three years.

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

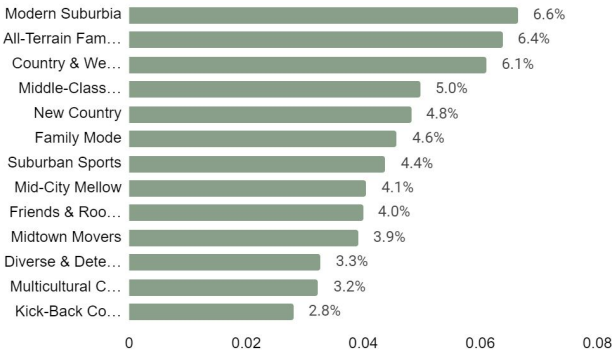
2020 AB Visitors by PRIZM Segment



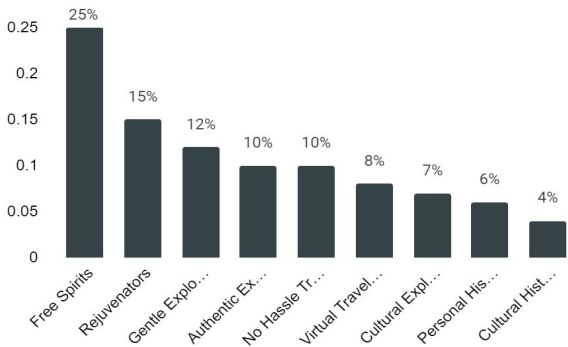
2021 AB Visitors by PRIZM Segment



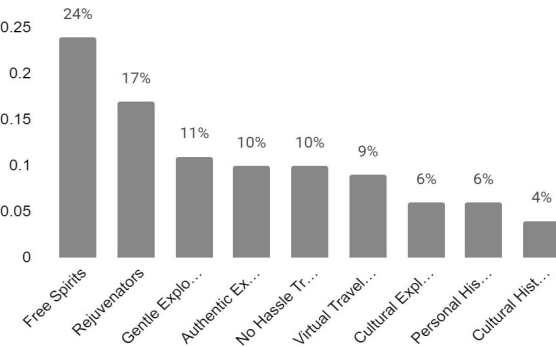
2022 AB Visitors by PRIZM Segment



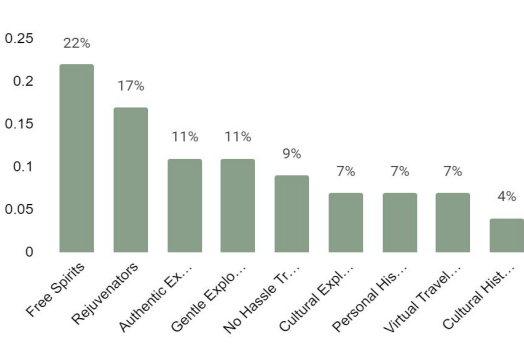
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



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

## Prince George BC

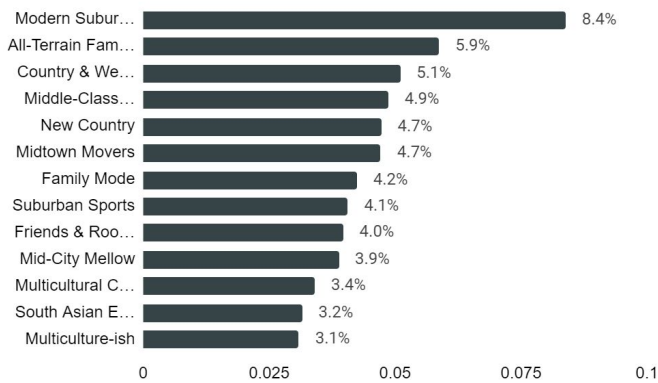
Note: All counts have been rounded to the nearest 100

### Overview

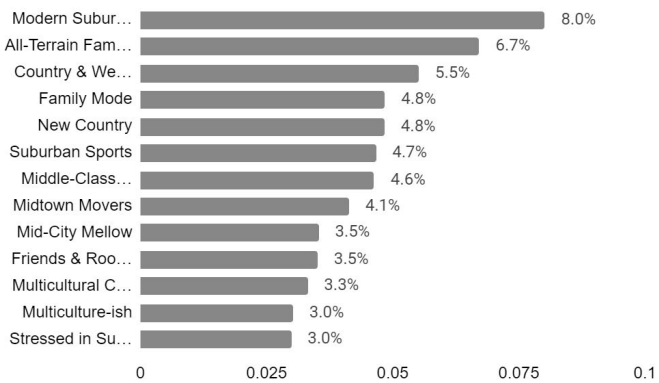
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Country & Western and Modern Suburbia were the top visitors from AB across the three years.

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

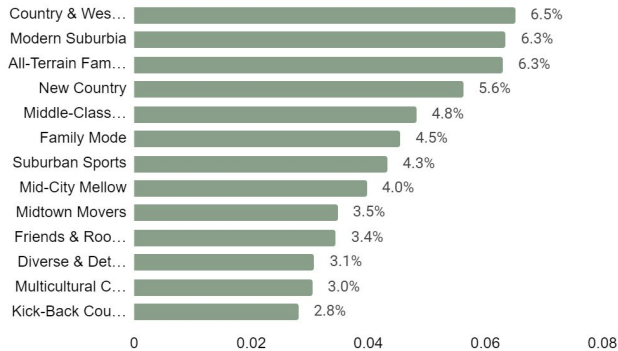
2020 AB Visitors by PRIZM Segment



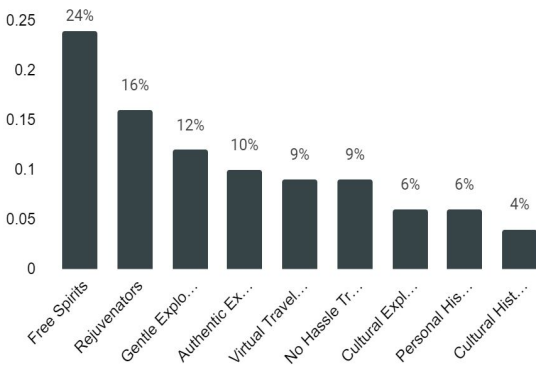
2021 AB Visitors by PRIZM Segment



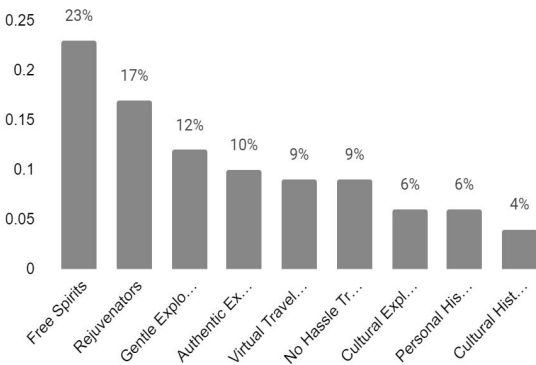
2022 AB Visitors by PRIZM Segment



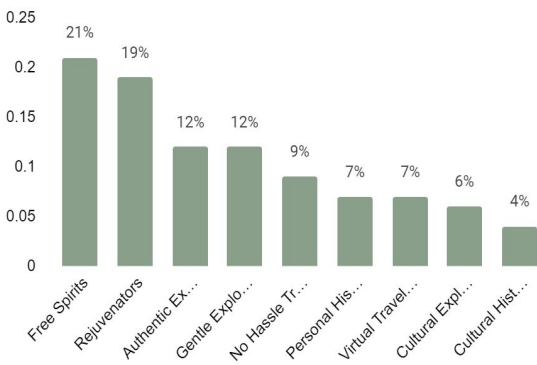
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type



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

## Prince George BC

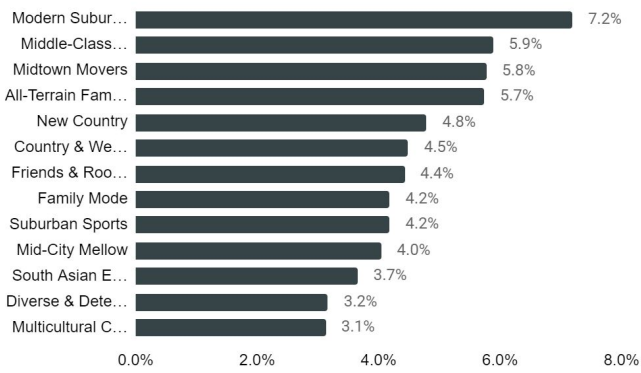
Note: All counts have been rounded to the nearest 100

### Overview

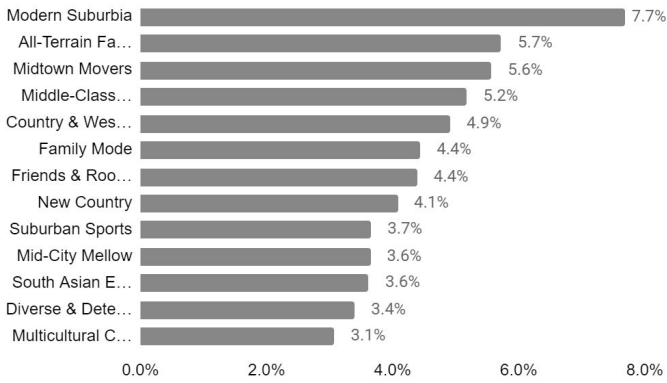
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Modern Suburbia and Middle-Class Mosaic were the top visitors from AB across the three years.

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

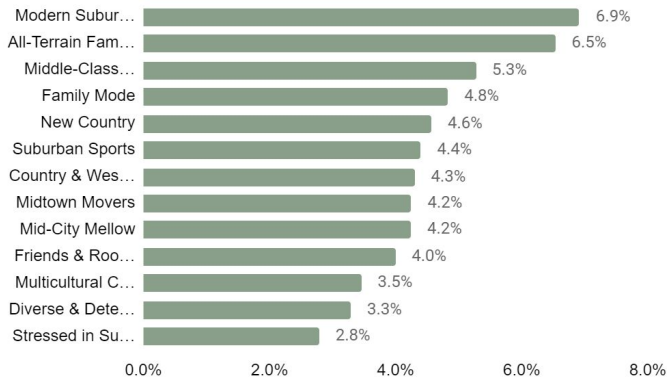
2020 AB Visitors by PRIZM Segment



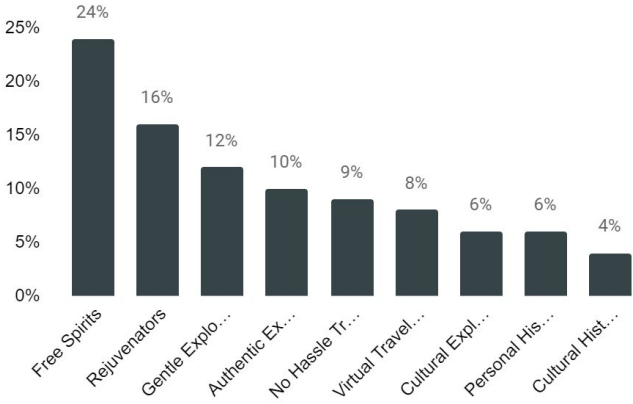
2021 AB Visitors by PRIZM Segment



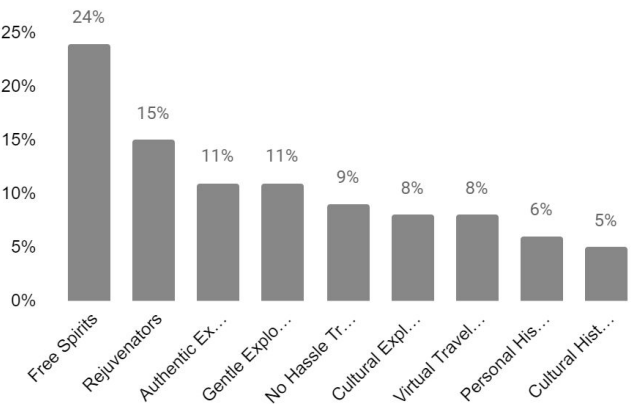
2022 AB Visitors by PRIZM Segment



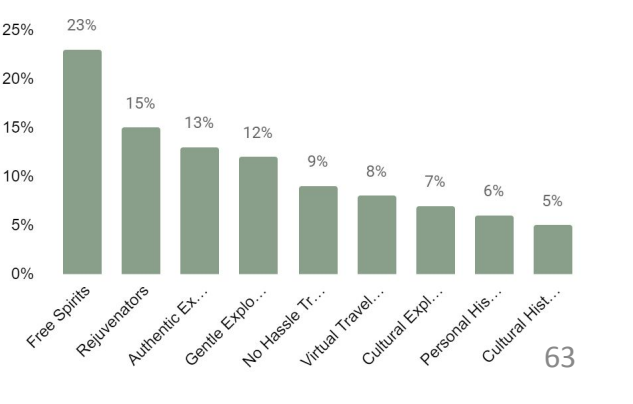
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type





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

## Prince George BC

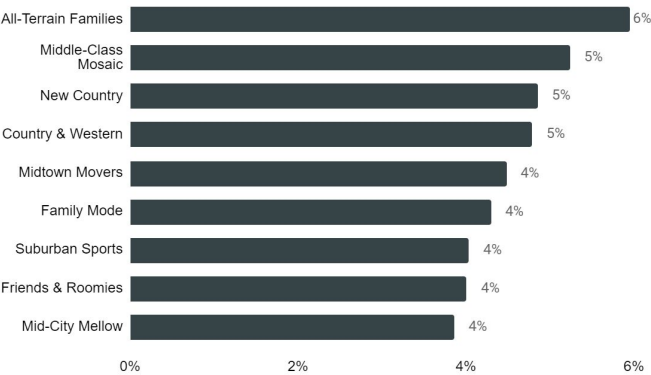
Note: All counts have been rounded to the nearest 100

### Overview

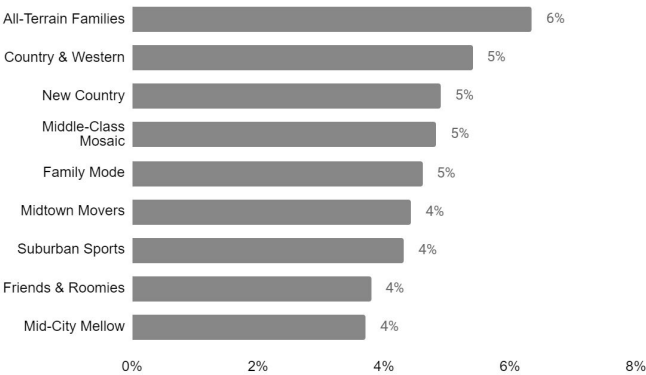
Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, New Country Families, New Country and Middle-Class Mosaic were the top visitors from AB across the three years.

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

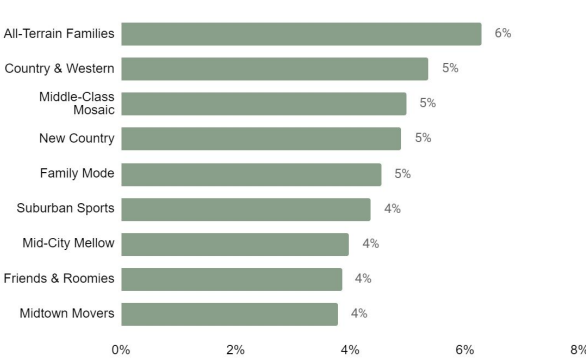
2020 AB Visitors by PRIZM Segment



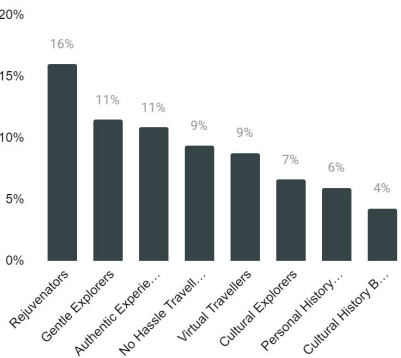
2021 AB Visitors by PRIZM Segment



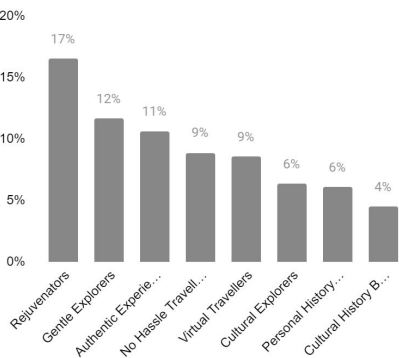
2022 AB Visitors by PRIZM Segment



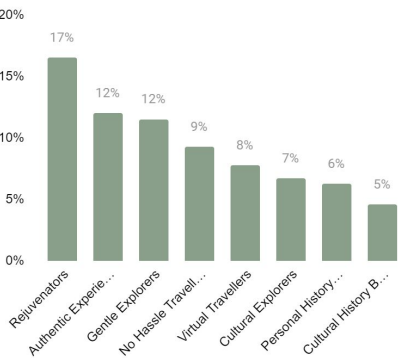
2020 AB Visitors by EQ Type



2021 AB Visitors by EQ Type



2022 AB Visitors by EQ Type





# AB Top PRIZM Segment Summaries



# 2022 AB PRIZM Segment Summary

## Modern Suburbia



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

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

Category	Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 127,141 households, or 8% of the total Households in Alberta (1,642,696)
Maintainer Age	Median Household Maintainer Age is 41
Children at Home	58% of couples have children living at home (Above Average)
Household Income	Above Average Household Income of \$102,474 compared to Alberta at \$131,003
Top Social Values	Pursuit of Originality, Attraction For Crowds, Multiculturalism
Top Tourism Activities	Camping, Cycling, Hiking & backpacking.
Travel	Average interest for travelling within Canada (Above Average for: Banff, Calgary, Toronto, Jasper), Modern Suburbia from Alberta spent an average of \$1,529 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 47% use Instagram (Above Average), 32% use Twitter (Above Average) and 70% use YouTube (Average).



# 2022 AB PRIZM Segment Summary

## All-Terrain Families

General Canadian Summary
<ul style="list-style-type: none"> <li>• Younger and Middle-Aged couples and families with children under the age of 15</li> <li>• Moderate Education (high school/college degree/Trades)</li> <li>• Blue-collar positions in Mining, Oil and Gas Industries</li> <li>• Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them</li> <li>• EQ Type: Free Spirit</li> </ul>

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

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





# 2022 AB PRIZM Segment Summary

## Country & Western

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

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

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



# 2022 AB PRIZM Segment Summary

## New Country

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

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



# 2022 AB PRIZM Segment Summary

## Middle-Class Mosaic

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

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









IN THE OLD DAYS, THE LARGEST  
FISH IN THE WATER WERE  
CATCHED BY SALMON BELLIES.  
THEY WERE COOKED, FRIED, AND  
EATEN IN MY NEIGHBOURHOOD.  
CATCHING THEM WAS A GREAT  
FEELING. I FEEL THEM FAMILIES, NOURISH THEIR  
FOUNDS, AND ENTERTAIN THEIR  
CHILDREN. IN RETURN, THEY CATCH  
OTHER FISH TO SHARE THEIR CATCH  
WITH A COMMUNITARIAN FEEL. THE FISH  
RETURN TO THE RIVER TO COMPLETE  
THE CYCLE OF LIFE.

I AM GENEROUS AND PLENTIFUL.  
THE FISH HAVE GIVEN MY WIFE THE  
POWER THIS WINTER. THEY FISH  
HERE AND THEIR DESCENDANTS  
WILL FISH HERE IN THE FUTURE.

# Alberta Top EQ Segment Summaries



# 2022 AB EQ Segment Summary

## Free Spirits

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

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

Top Geographic Markets	
Census Subdivision	Percentage of group
Calgary	37%
Edmonton	26%
Airdrie	4%
Grand Prairie	4%

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



# 2022 AB EQ Segment Summary

## Gentle Explorers

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

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

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



# 2022 AB EQ Segment Summary

## Authentic Experiencers

**bcrts**

British Columbia  
Regional Tourism  
Secretariat

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





# 2022 AB EQ Segment Summary

## No Hassle Travellers

General Canadian Summary
<ul style="list-style-type: none"> <li>• Mature singles and couples, without children at home, who are in or nearing retirement</li> <li>• No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life</li> <li>• Average Canadians/Americans leading busy lives, understated and cautious with spending money</li> <li>• Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations</li> <li>• Prefer quiet weekend getaways close by</li> </ul>

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

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





# 2022 AB EQ Segment Summary

## Rejuvenators

General Canadian Summary	
<ul style="list-style-type: none"> <li>• Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes</li> <li>• Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves</li> <li>• They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US</li> <li>• They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home</li> </ul>	
Top Geographic Markets	
Census Subdivision	Percentage of group
Surrey	10.9%
Langley	7.3%
Coquitlam	2.9%
Southern Gulf Islands	2.4%

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



# Contact Us



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