

bcrts

British Columbia
Regional Tourism
Secretariat

BRITISH COLUMBIA, ALBERTA & CANADA



Monthly Visitor Highlights

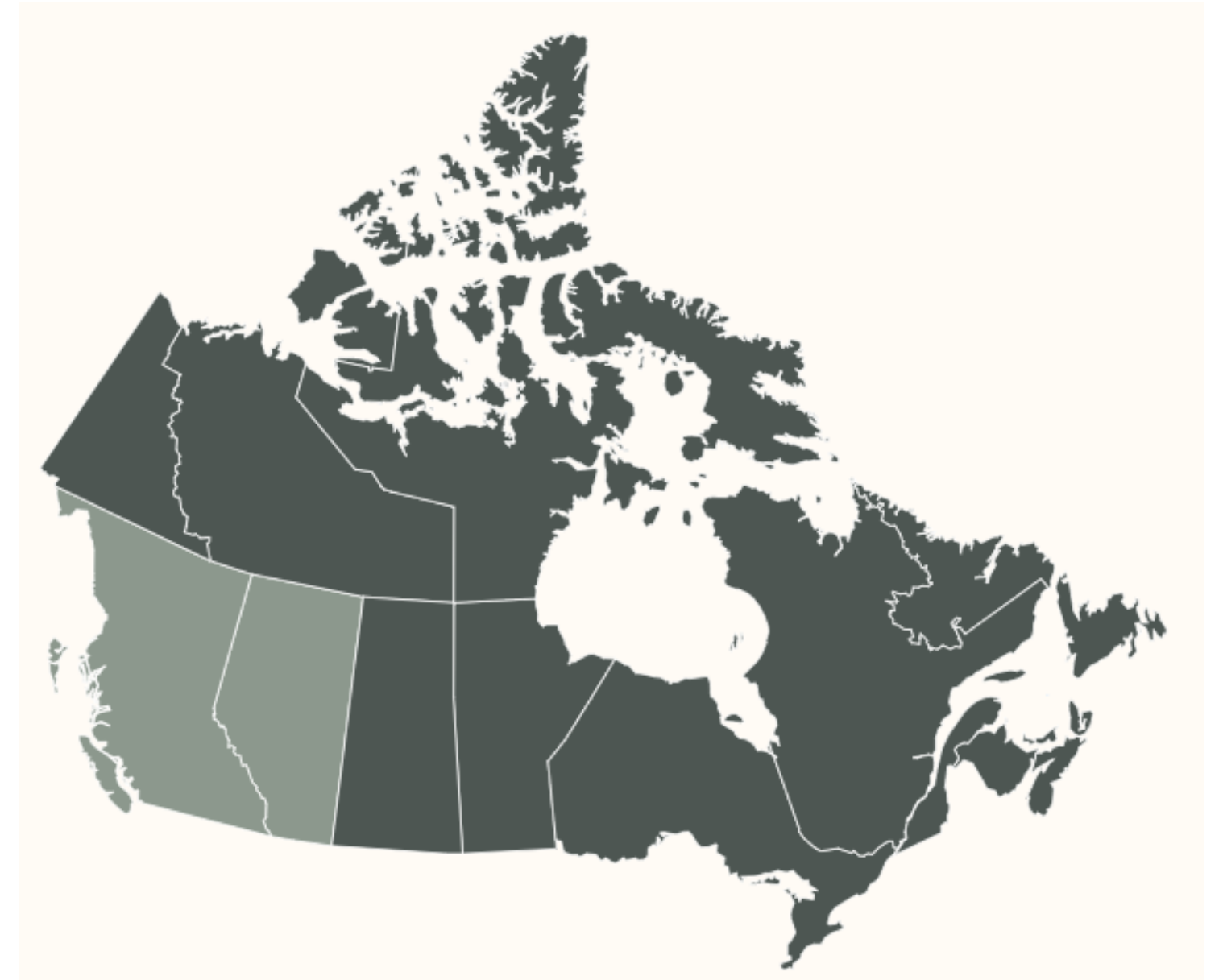
BRITISH COLUMBIA



SYMPHONY
TOURISM
SERVICES

PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to **British Columbia**



RESEARCH OVERVIEW

- Environics Analytics is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to Canada, the provinces and territories, or one of Canada's 85 tourism regions as defined by Destination Canada
- Estimates are provided for the total number of visitors, the number of trips and the number of nights spent in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

Methodology

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within Canada, its provinces, territories, and tourism regions
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2018, 2019 and 2020
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



CANADA INSIGHTS

Q1 2019/2020 VS. Q1 2021: DOMESTIC VISITORS BY QUARTER

BRITISH COLUMBIA



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

Overview

- In Q1 2019 British Columbia saw an average of 1,789,400 Domestic Visitors. In Q1 2020 the Region saw 1,423,400 Domestic Visitors and in Q1 2021 903,000 Domestic Visitors. A **decrease** of **50%** compared to 2019 and **37%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province when compared to 2019 and 2020.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

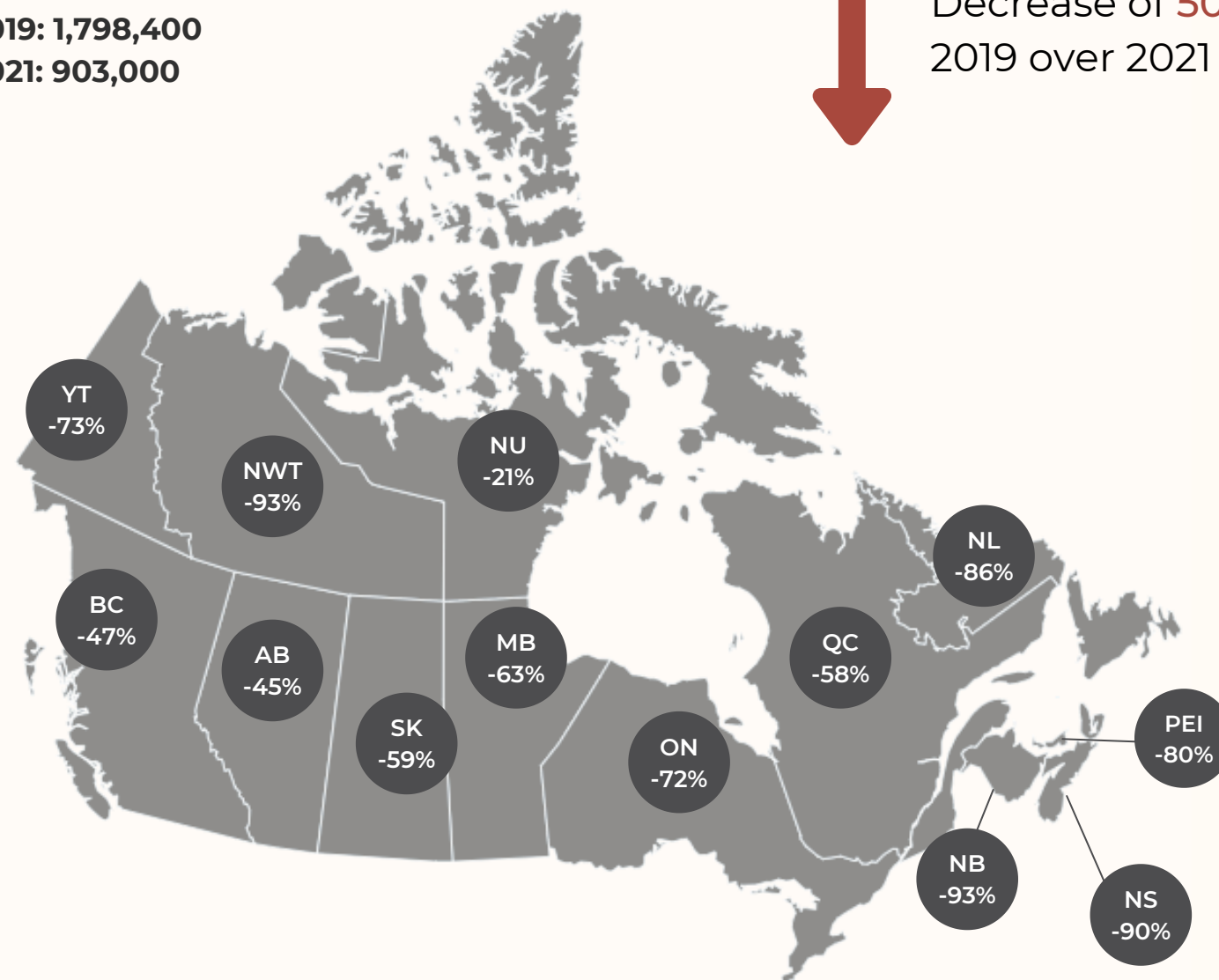
2019 Domestic Visitation vs. 2021 Domestic Visitation

**Yearly visitors to British Columbia
 2019 vs. 2021**

2019: 1,798,400
2021: 903,000

Canada

Decrease of **50%**
 2019 over 2021



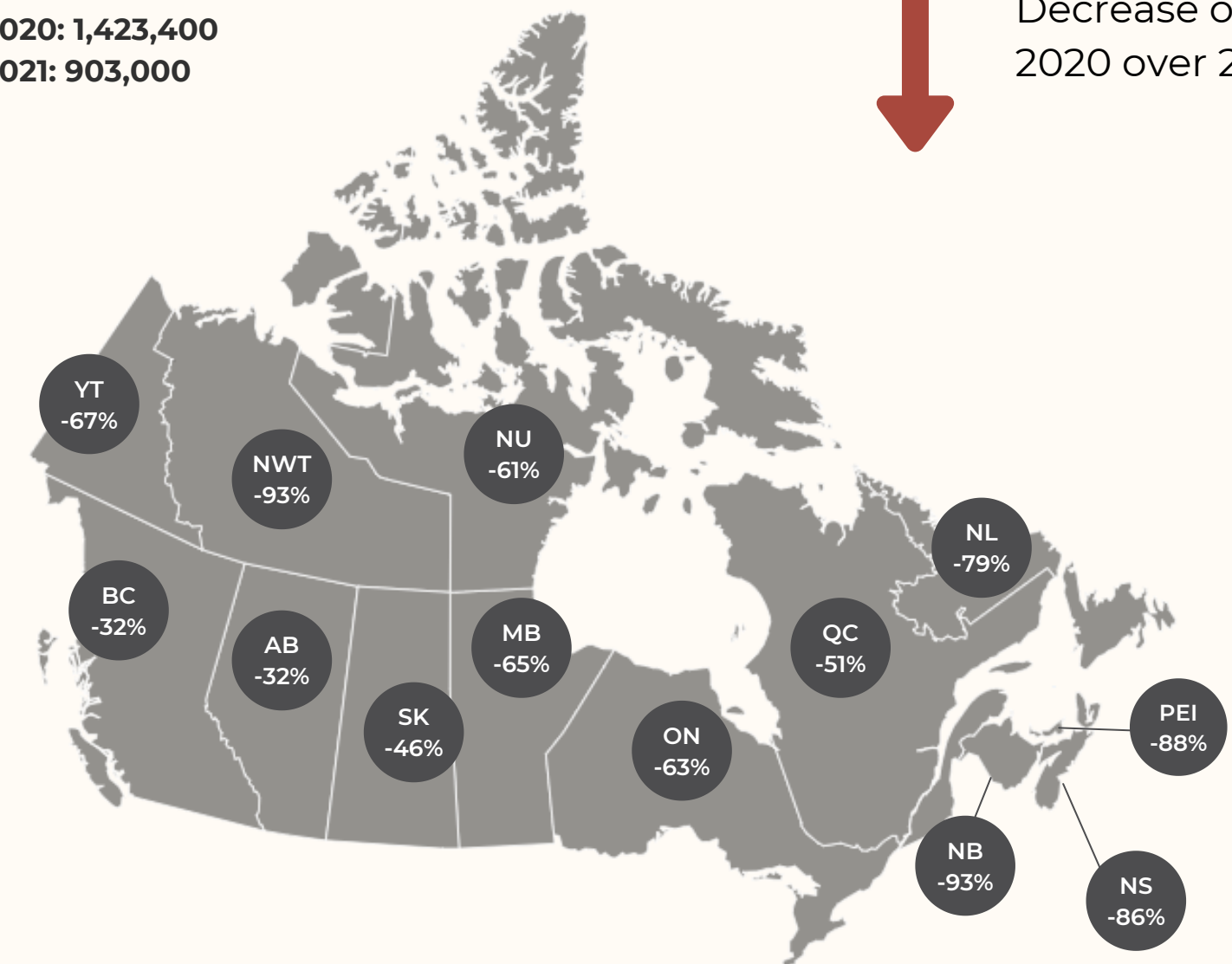
2020 Domestic Visitation vs. 2021 Domestic Visitation

**Yearly visitors to British Columbia
 2020 vs. 2021**

2020: 1,423,400
2021: 903,000

Canada

Decrease of **37%**
 2020 over 2021



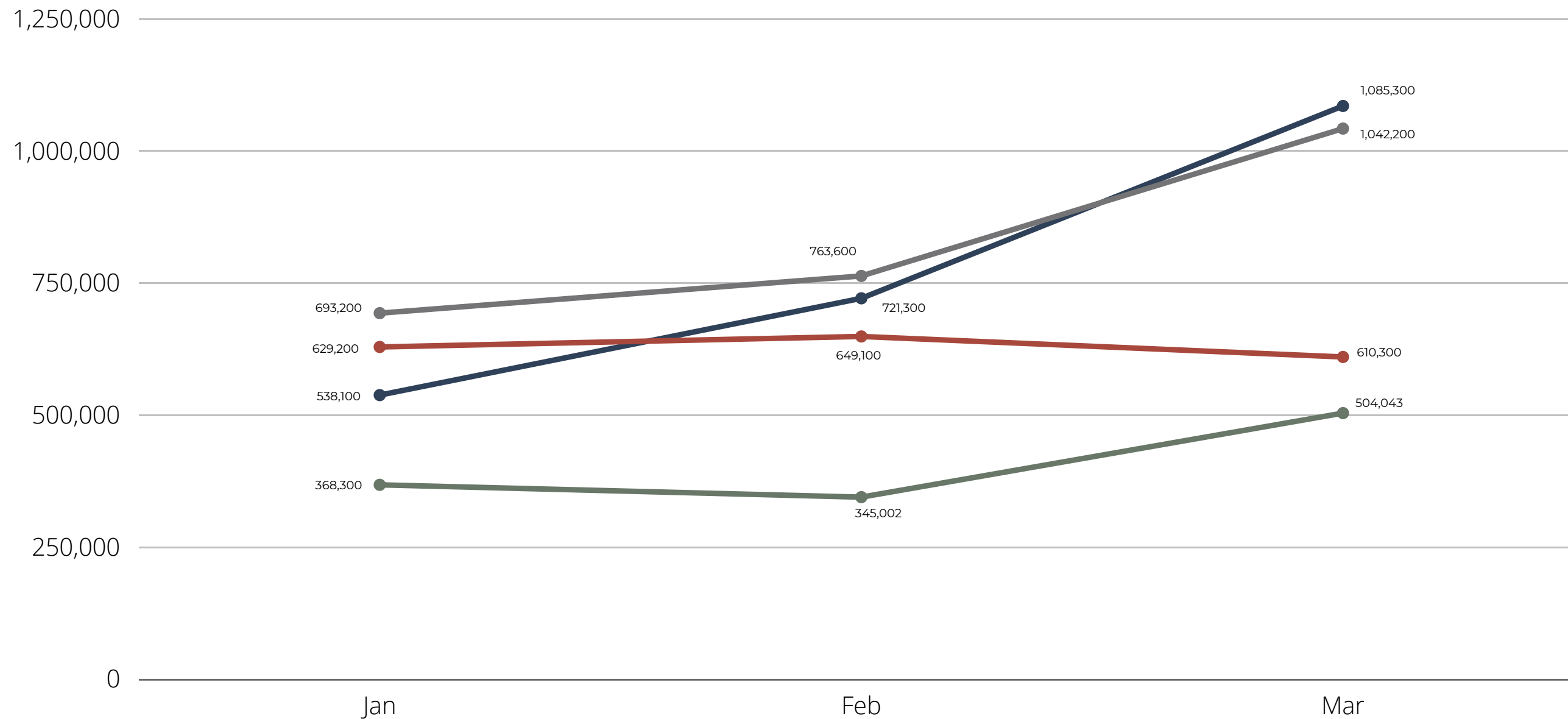
*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

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



CANADIAN VISITATION

CANADIAN VISITORS TRAVELLING TO BRITISH COLUMBIA BY MONTH



KEY FINDINGS

- January 2021 saw a **-41%** decrease in visits compared to January 2020 and a **-47%** decrease compared to 2019.
- February 2021 saw a **-47%** decrease compared to February 2020 and a **-55%** decrease compared to 2019.
- March 2021 saw a **-17%** decrease compared to March 2020 and a **-52%** decrease compared to 2019.

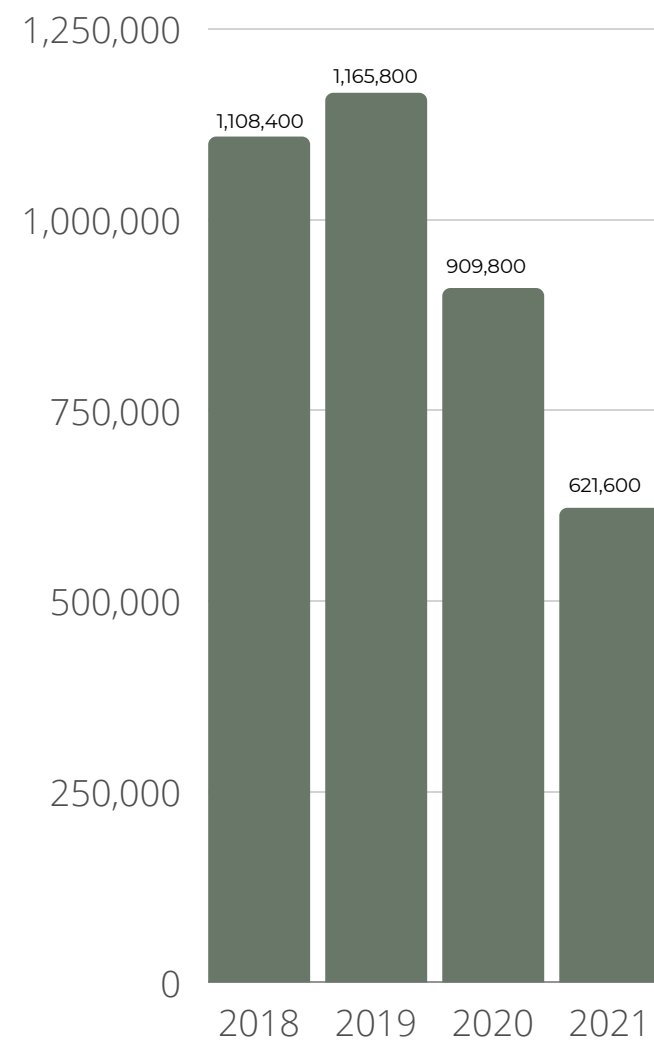
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BRITISH COLUMBIA INSIGHTS

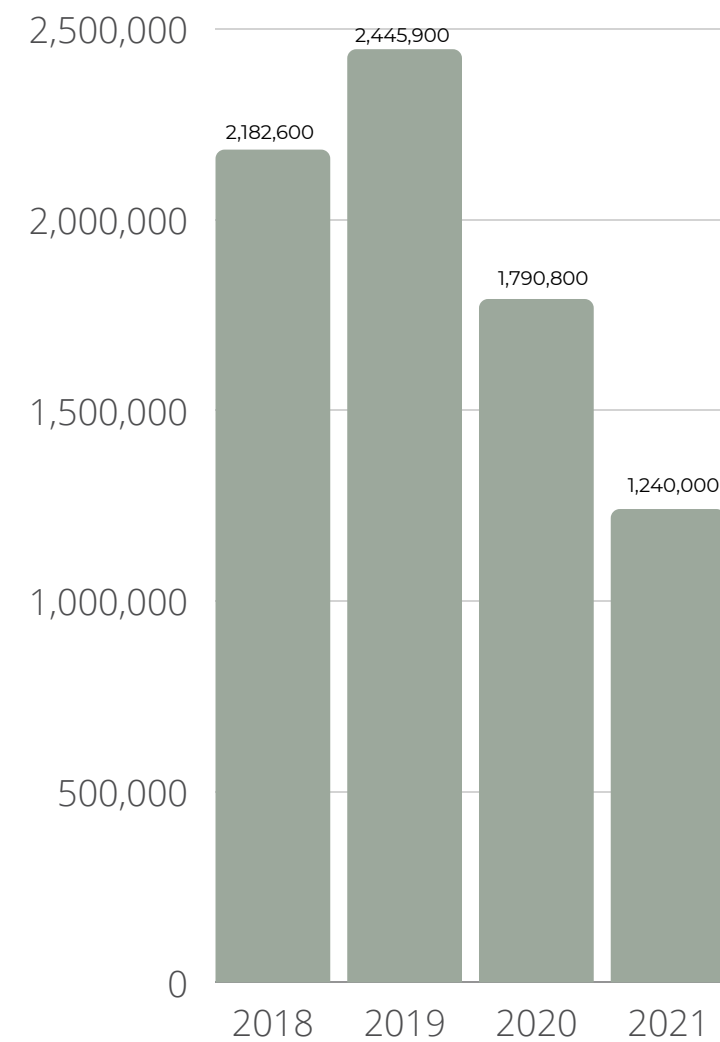
BRITISH COLUMBIA VISITATION - Q1

BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

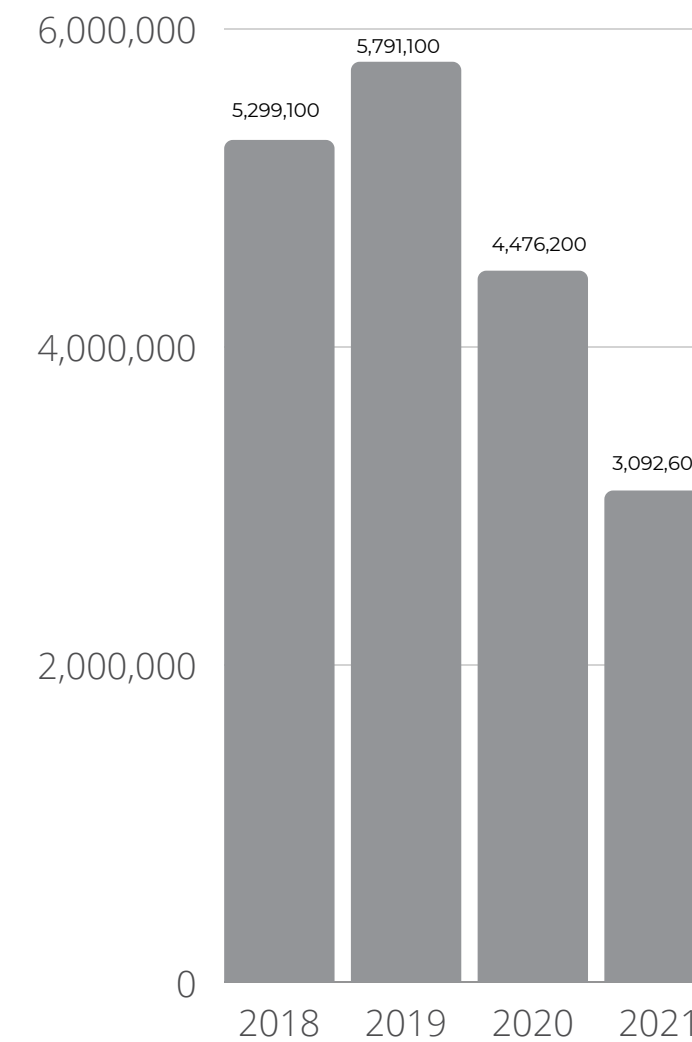
Number of Visitors to BC from BC in Q1



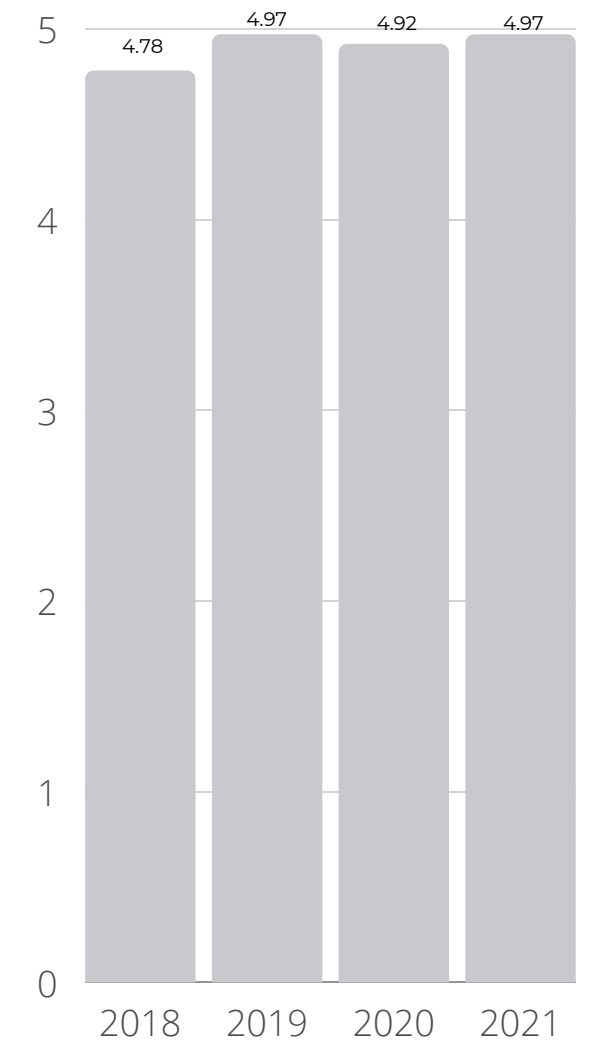
Number of Trips to BC from BC in Q1



Number of Nights Stayed in BC from BC in Q1



Night Stays/Visits to BC from BC in Q1



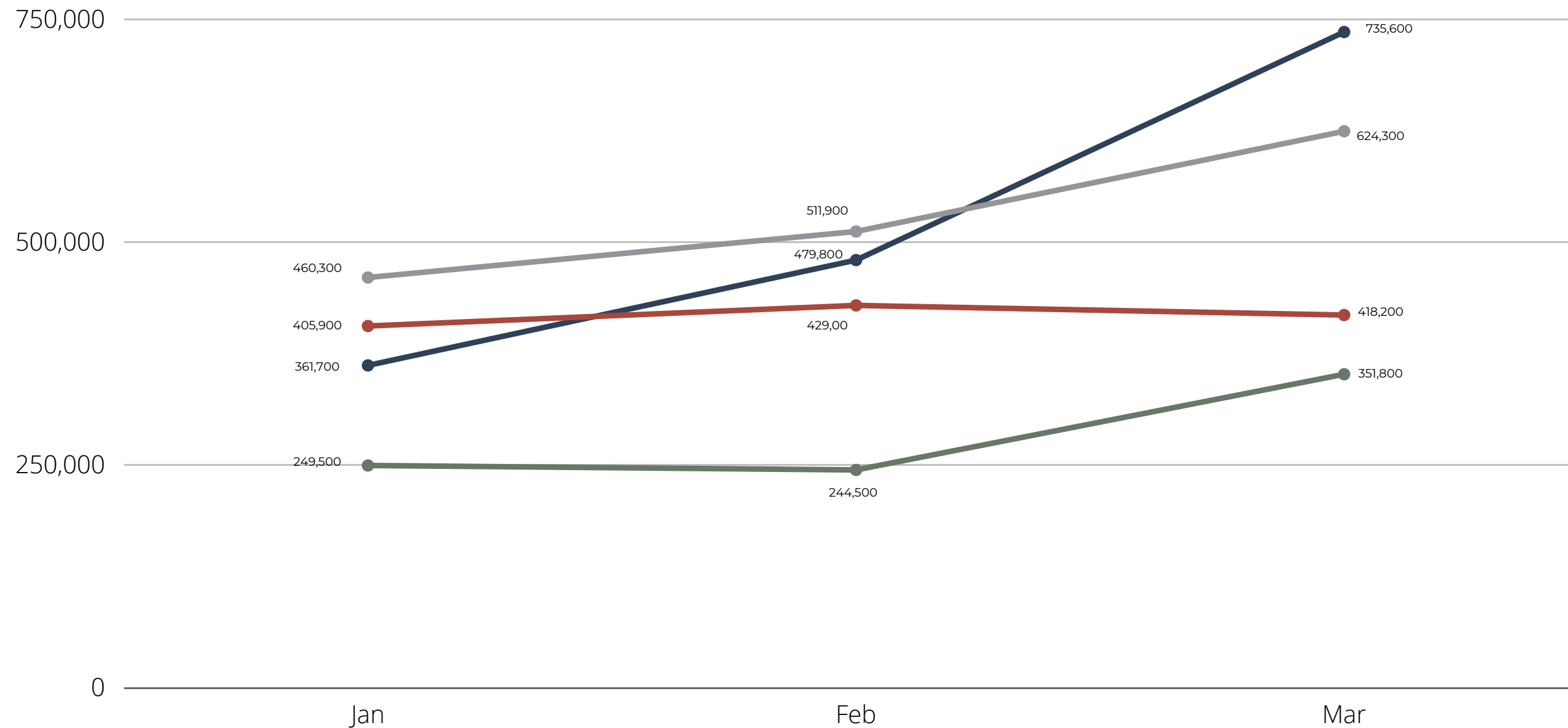
BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2018 Visitor Count	City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	85,500	Vancouver	106,900	Vancouver	72,800	Vancouver	46,700
Surrey	64,200	Surrey	68,300	Surrey	52,300	Surrey	44,200
Kamloops	39,400	Kelowna	40,400	Kelowna	32,900	Abbotsford	24,400
Kelowna	39,100	Abbotsford	40,400	Abbotsford	30,400	Kelowna	21,000
Saanich	37,800	Saanich	39,100	Kamloops	30,400	Kamloops	19,300
Abbotsford	36,300	Kamloops	37,300	Saanich	28,900	Saanich	17,800
Nanaimo	35,600	Nanaimo	34,800	Nanaimo	27,700	Nanaimo	17,700
Burnaby	29,300	Burnaby	29,900	Prince George	23,500	Victoria	16,800
Prince George	25,700	Victoria	29,300	Burnaby	21,900	Burnaby	15,500
Victoria	25,300	Chilliwack	27,100	Chilliwack	20,300	Chilliwack	15,400

BRITISH COLUMBIA VISITATION

BC VISITORS TRAVELLING WITHIN BC BY MONTH



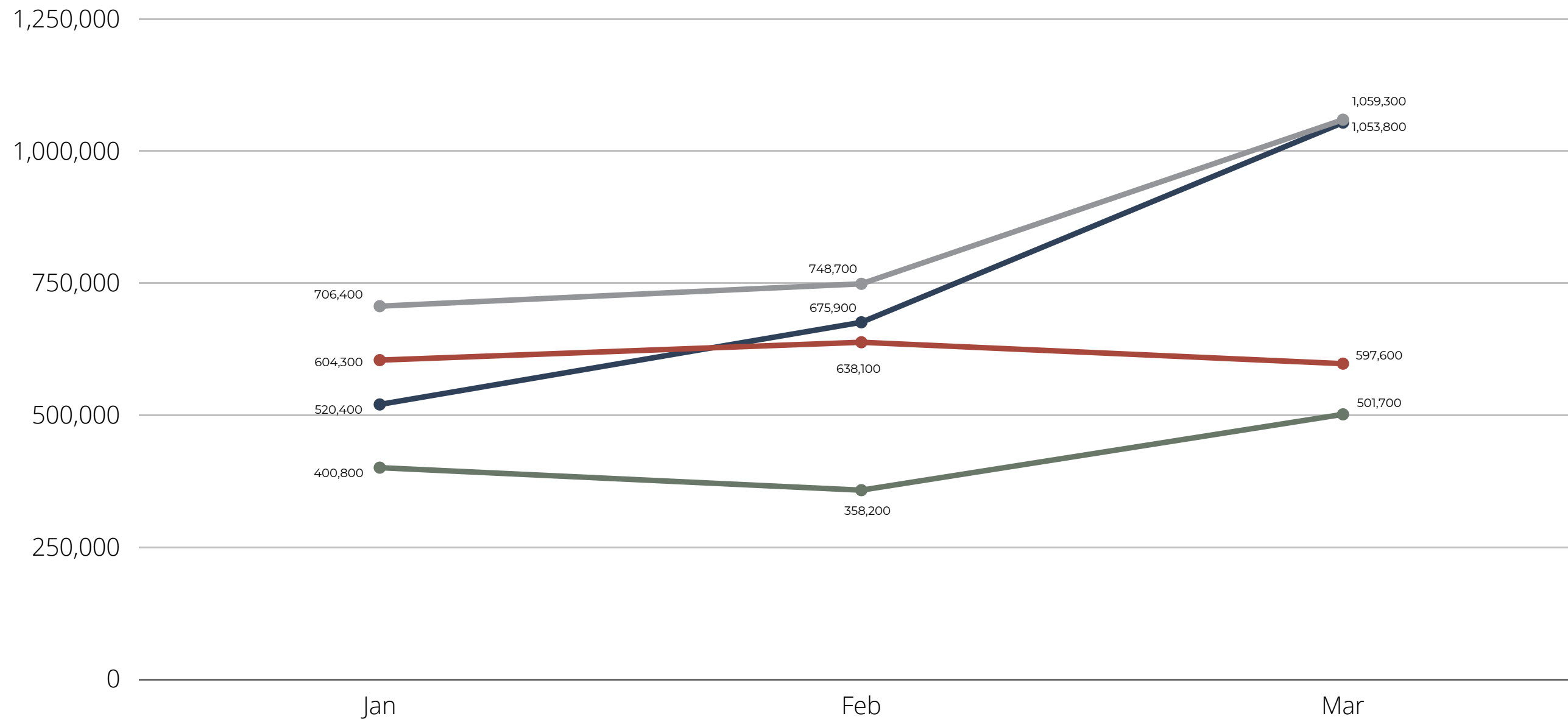
KEY FINDINGS

- January 2021 saw a **-63%** decrease in visits compared to January 2020 and a **-84%** decrease compared to 2019.
- February 2021 saw a **-75%** decrease compared to February 2020 and a **-109%** decrease compared to 2019.
- March 2021 saw a **-19%** decrease compared to March 2020 and a **-77%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

BRITISH COLUMBIA VISITATION

BC TRIPS WITHIN BC BY MONTH



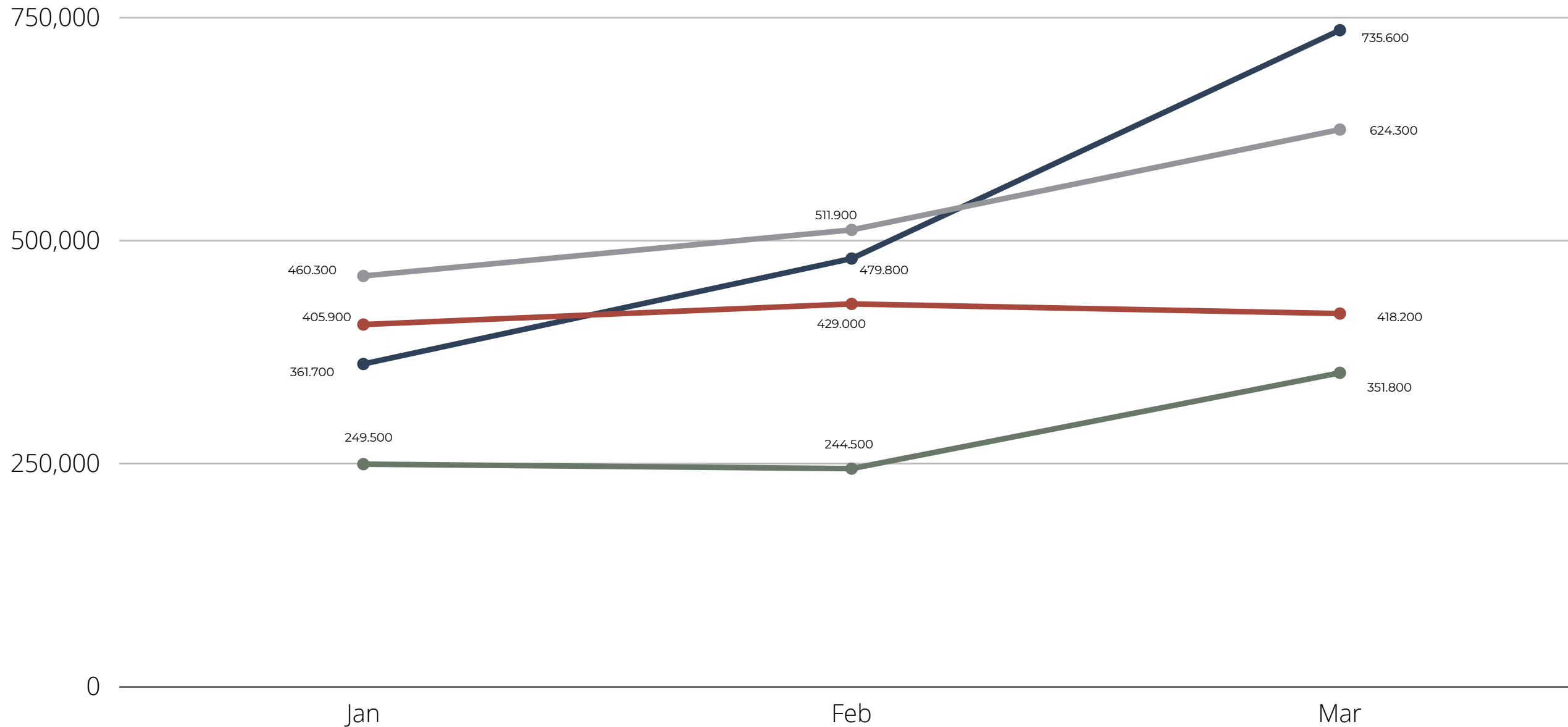
KEY FINDINGS

- January 2021 saw a **-51%** decrease in trips compared to January 2020 and a **-76%** decrease compared to 2019.
- February 2021 saw a **-78%** decrease compared to February 2020 and a **-109%** decrease compared to 2019.
- March 2021 saw a **-19%** decrease compared to March 2020 and a **-111%** decrease compared to 2019.

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BRITISH COLUMBIA VISITATION

BC OVERNIGHT STAYS WITHIN BC BY MONTH



KEY FINDINGS

- January 2021 saw a **-50%** decrease in Overnight Stays compared to January 2020 and a **-73%** decrease compared to 2019.
- February 2021 saw a **-72%** decrease compared to February 2020 and a **-97%** decrease compared to 2019.
- March 2021 saw a **-22%** decrease compared to March 2020 and a **-34%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

- The number of visits to British Columbia from Canadian travellers dropped by **47%** when comparing January 2019 to January 2021.
 - Trips decreased by **44%** and Overnight Stays decreased by **44%** from January 2019 to January 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **41%** when comparing January 2020 to January 2021.
 - Trips decreased by **36%** and Overnight Stays decreased by **37%** from January 2020 to January 2021.

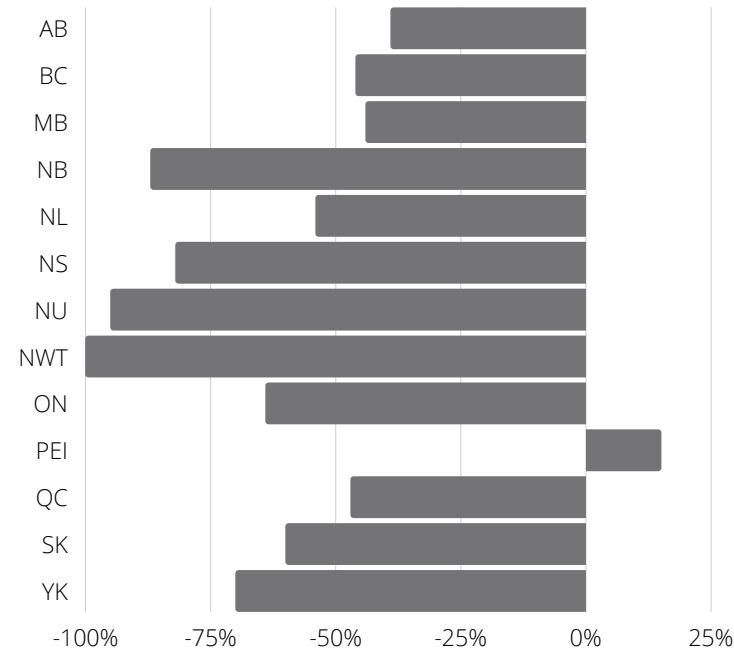
Visits to British Columbia from PEI increased in January 2021 when compared to January 2019 and 2020. All other Provinces decreased.

January 2019 Provincial and National Visitation

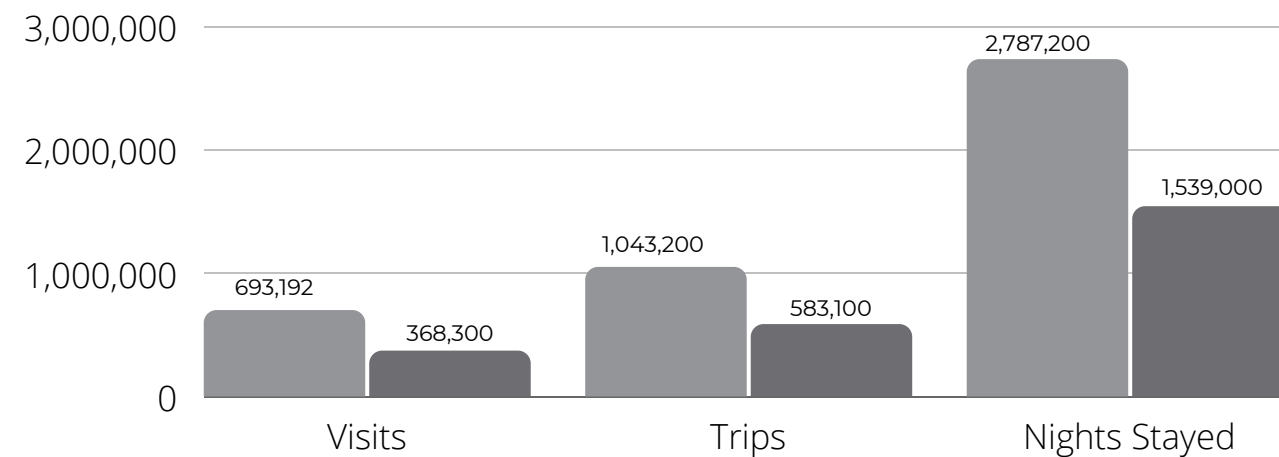
Canadian Visitation

- Canadian Visits to BC decreased by **47%** from 693,200 in January 2019 to 368,300 in 2021.
- Canadian Trips to BC decreased by **44%** from 1,043,200 in January 2019 to 583,100 in 2021.
- Canadian Night Stays in BC decreased by **44%** from 2,727,800 in January 2019 to 1,539,000 in 2021.

Provincial Visits to British Columbia January 2019 vs. January 2021



Canadian Visitation to British Columbia- January 2019/2021

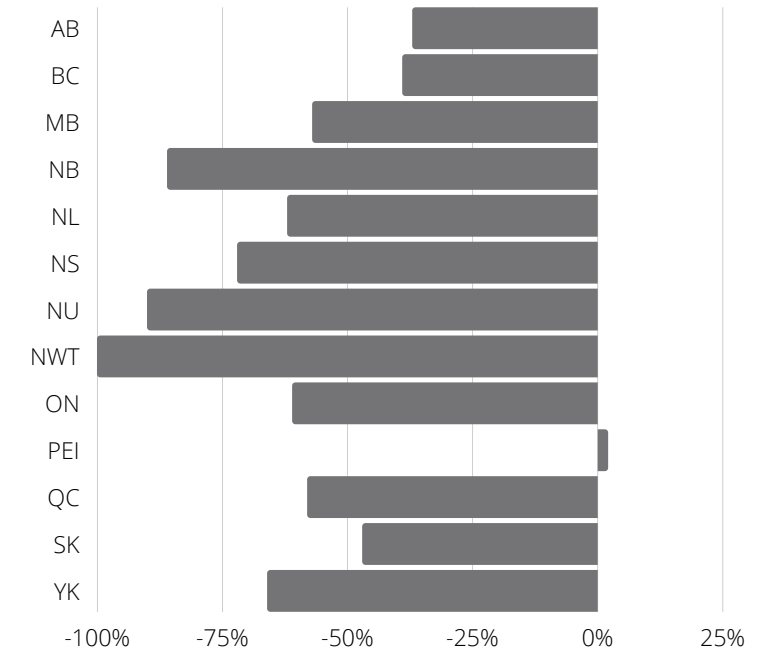


January 2021 Provincial and National Visitation

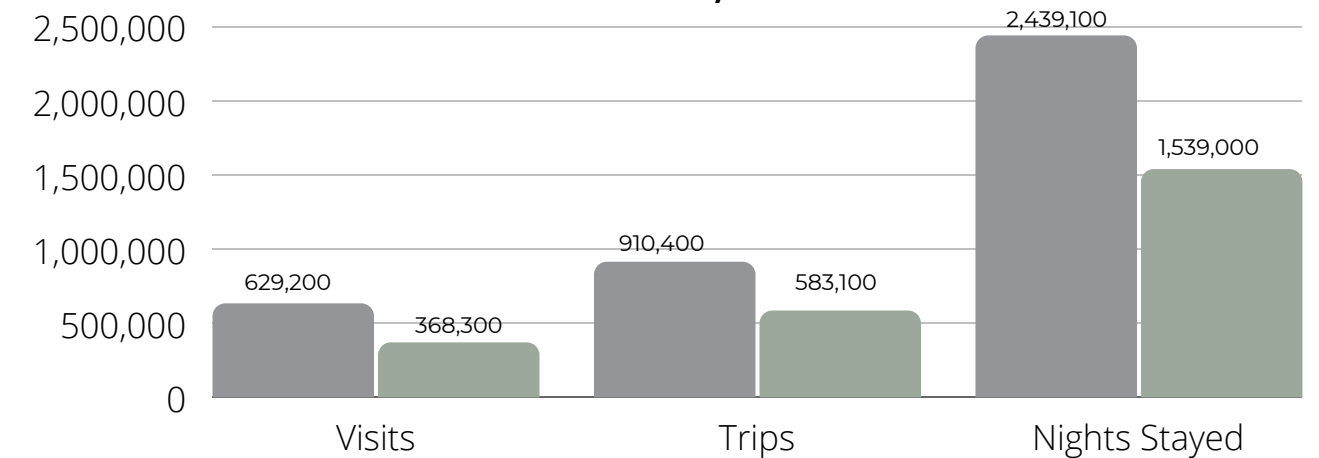
Canadian Visitation

- Canadian Visits to BC decreased by **41%** from 629,200 in January 2020 to 368,300 in 2021.
- Canadian Trips to BC decreased by **36%** from 910,400 in January 2020 to 583,100 in 2021.
- Canadian Night Stays in BC decreased by **37%** from 2,439,500 in January 2020 to 1,539,000 in 2021.

Provincial Visits to British Columbia January 2020 vs. January 2021



Canadian Visitation to British Columbia- January 2020/2021



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

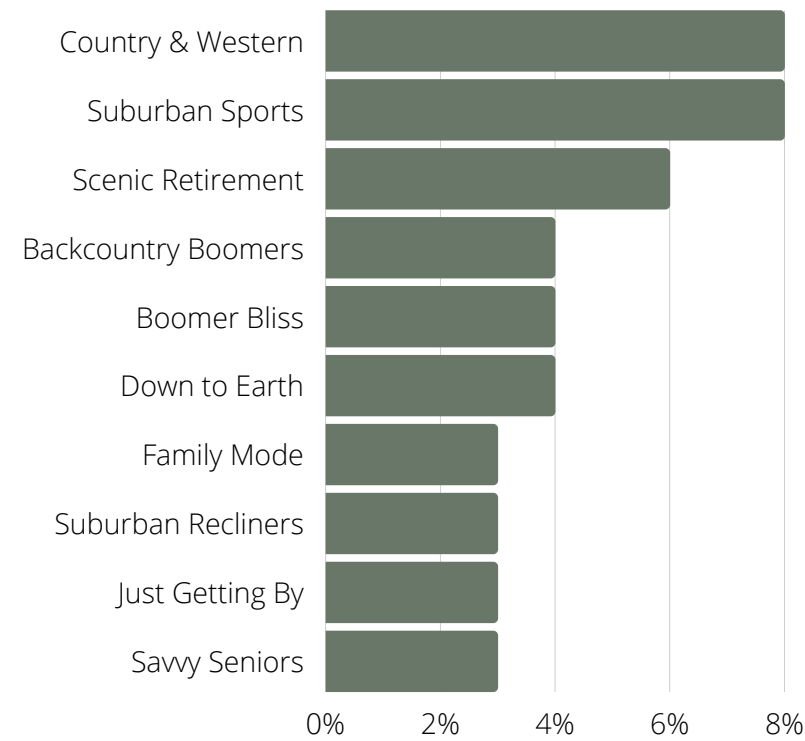
- Of the 67 PRIZM Segments identified in Canada - Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in January 2019 and January 2021.

January 2019 BC Visits to BC by PRIZM Segment

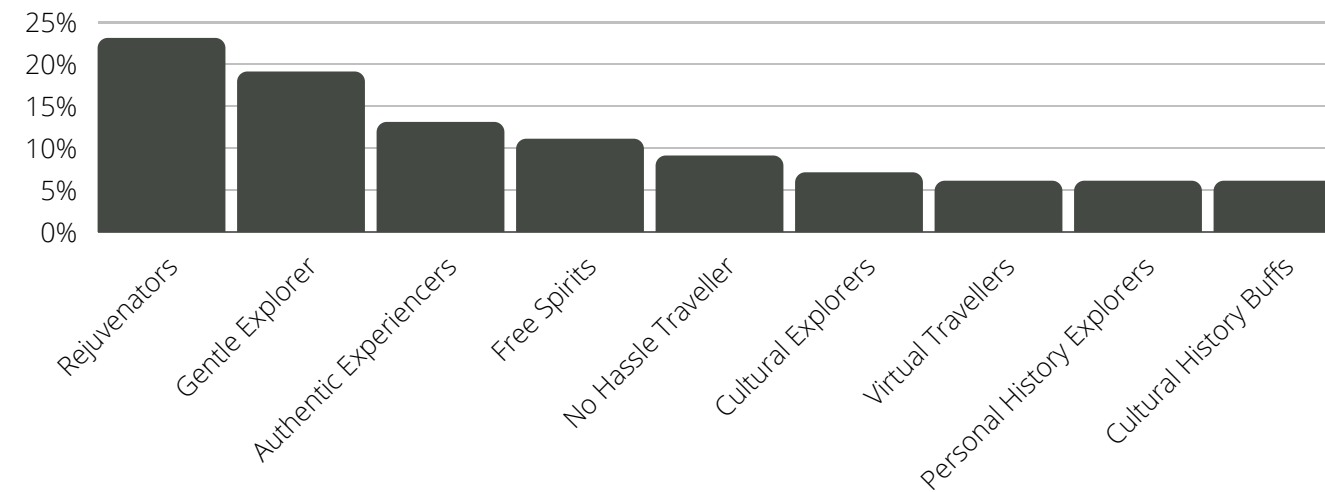
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
- Suburban Sports** rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- Scenic Retirement** rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)



January 2019 Visits by EQ Type

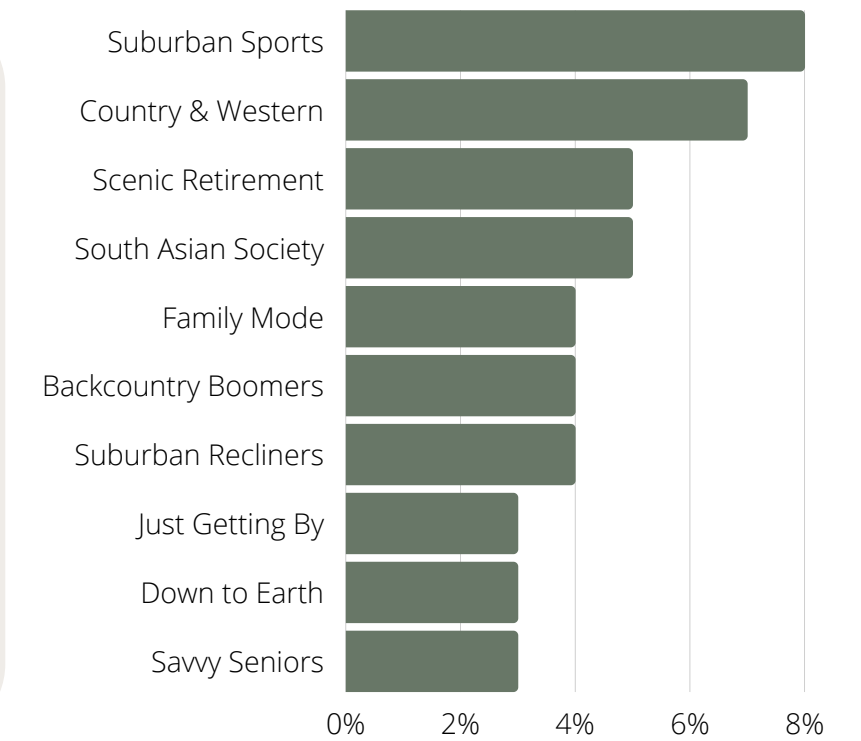


January 2021 BC Visits to BC by PRIZM Segment

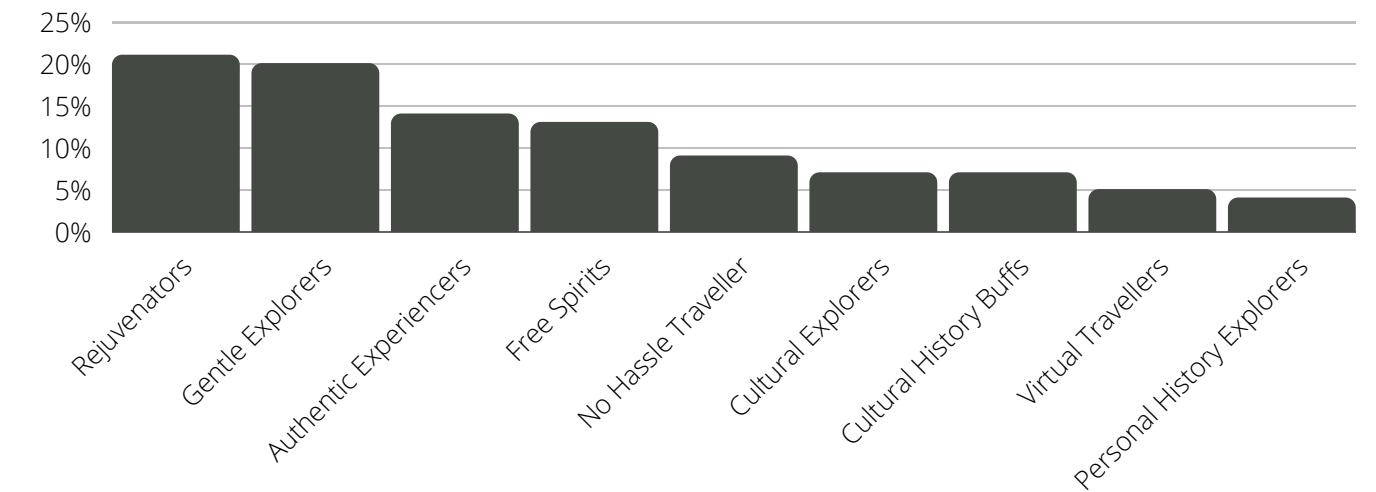
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January 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

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FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

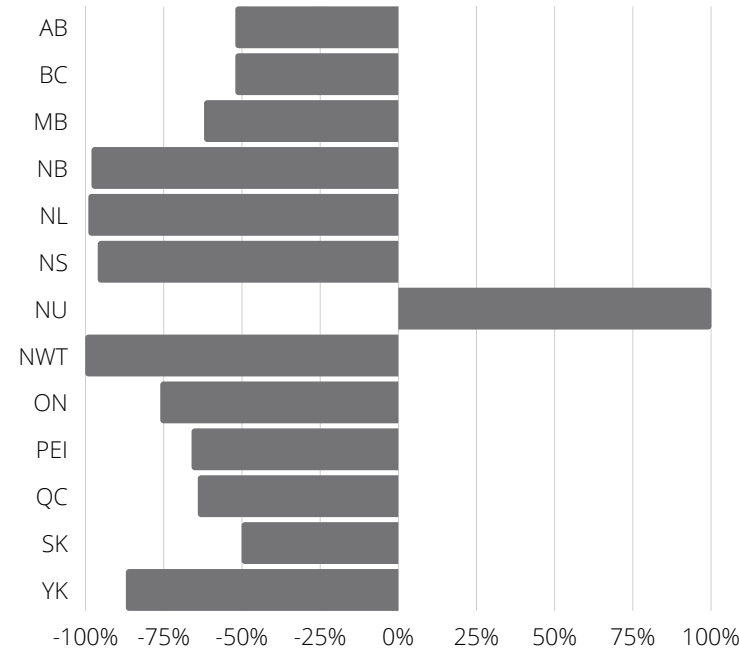
- The number of visits to British Columbia from Canadian travellers dropped by **55%** when comparing February 2019 to February 2021.
 - Trips decreased by **54%** and Overnight Stays decreased by **49%** from February 2019 to February 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **47%** when comparing February 2020 to February 2021.
 - Trips decreased by **46%** and Overnight Stays decreased by **43%** from February 2020 to February 2021.
- Visits to British Columbia from Nunavut increased in February 2021 when compared to February 2019. All other Provinces decreased when compared to February 2019 and 2020.

February 2019 Provincial and National Visitation

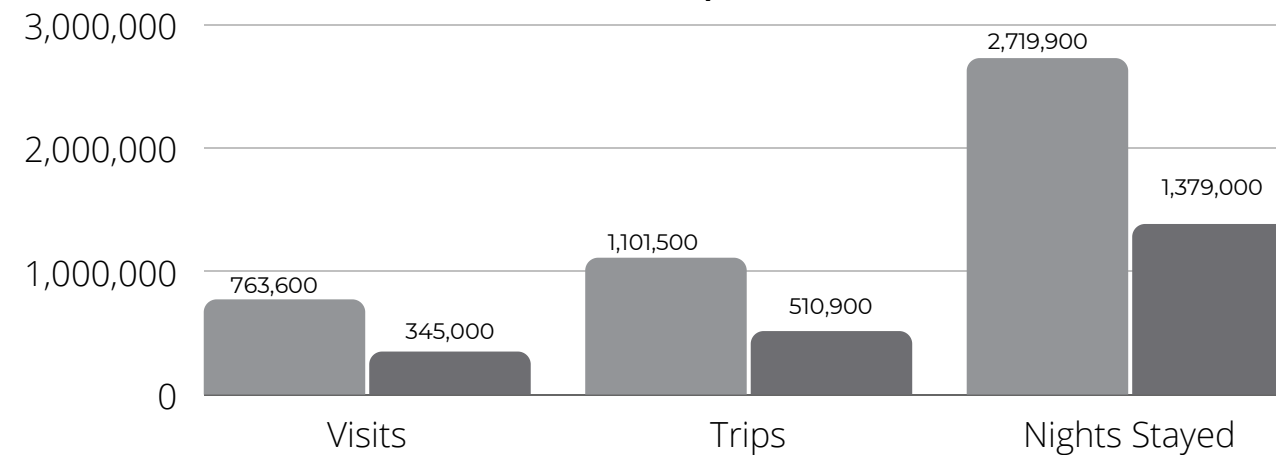
Canadian Visitation

- Canadian Visits to BC decreased by **55%** from 763,600 in February 2019 to 345,000 in 2021.
- Canadian Trips to BC decreased by **54%** from 1,101,500 in February 2019 to 510,900 in 2021.
- Canadian Night Stays in BC decreased by **49%** from 2,719,900 in February 2019 to 1,379,000 in 2021.

Provincial Visits to British Columbia February 2019 vs. February 2021



Canadian Visitation to British Columbia - February 2019/2021

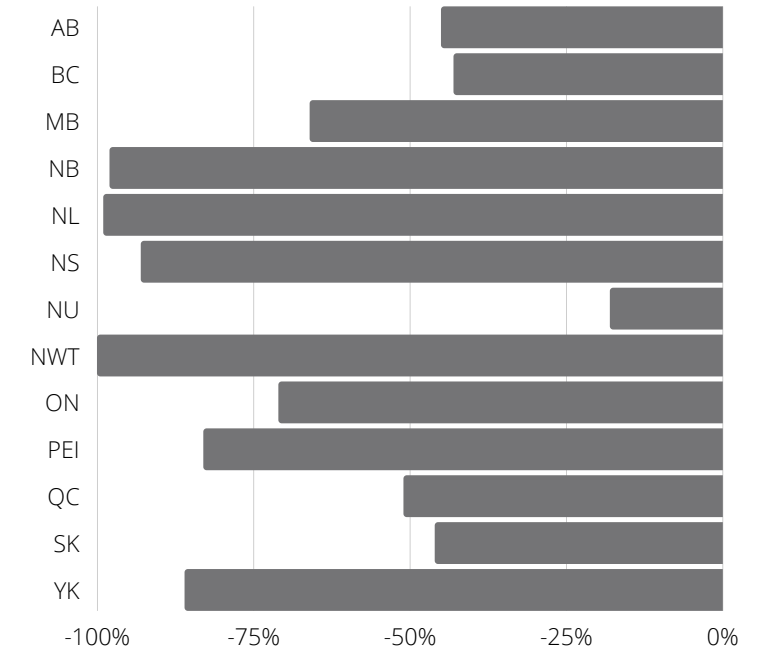


February 2021 BC Provincial and National Visitation

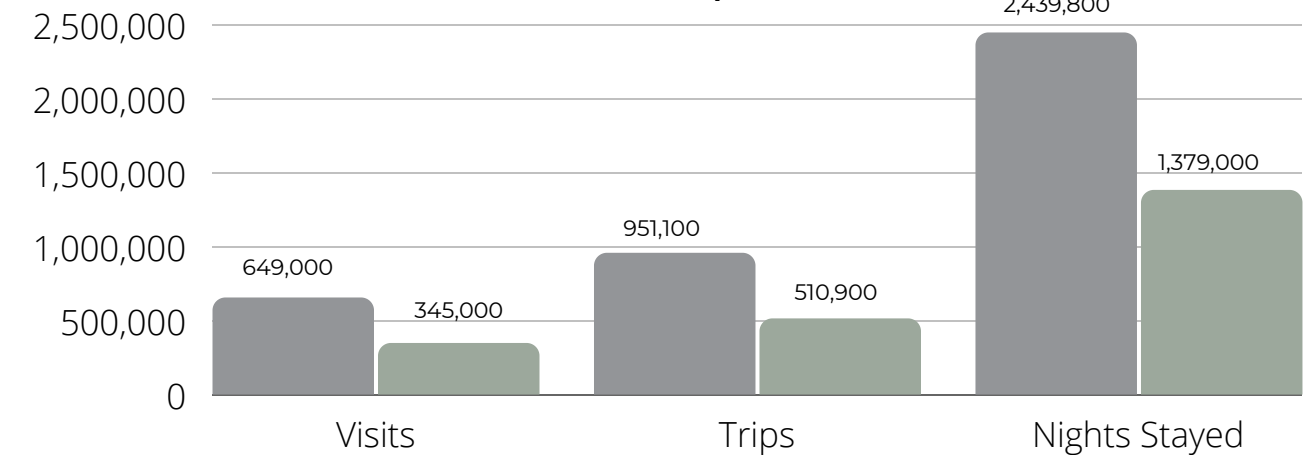
Canadian Visitation

- Canadian Visits to BC decreased by **47%** from 649,100 in February 2020 to 345,000 in 2021.
- Canadian Trips to BC decreased by **46%** from 951,100 in February 2020 to 510,900 in 2021.
- Canadian Night Stays in BC decreased by **43%** from 2,439,800 in February 2020 to 1,379,000 in 2021.

Provincial Visits to British Columbia February 2020 vs. February 2021



Canadian Visitation to British Columbia - February 2020/2021



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 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
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BRITISH COLUMBIA

Overview

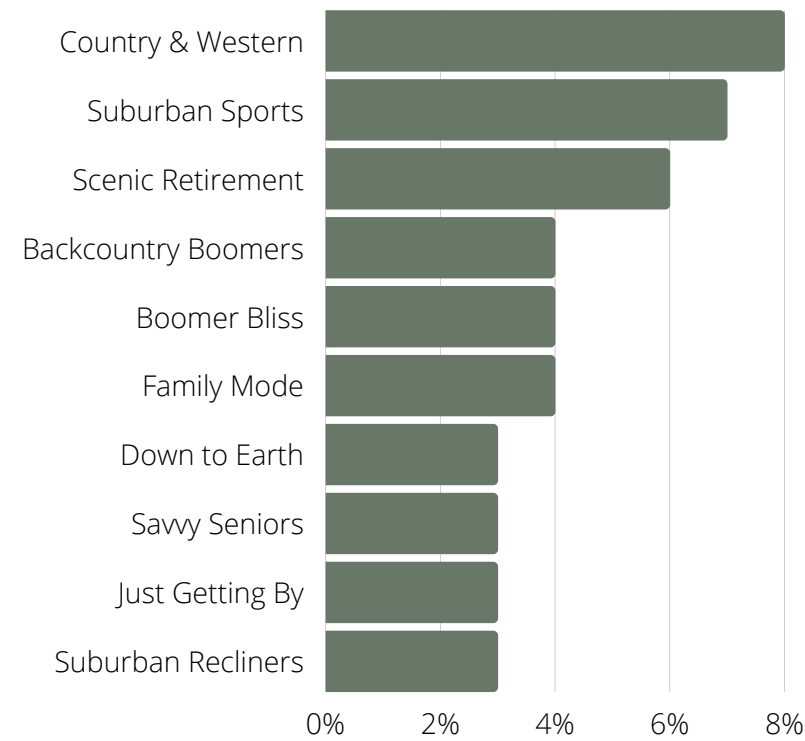
- Of the 67 PRIZM Segments identified in Canada - Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in February 2019 and February 2021.

February 2019 Provincial and National Visitation

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
- Suburban Sports** rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- Scenic Retirement** rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)

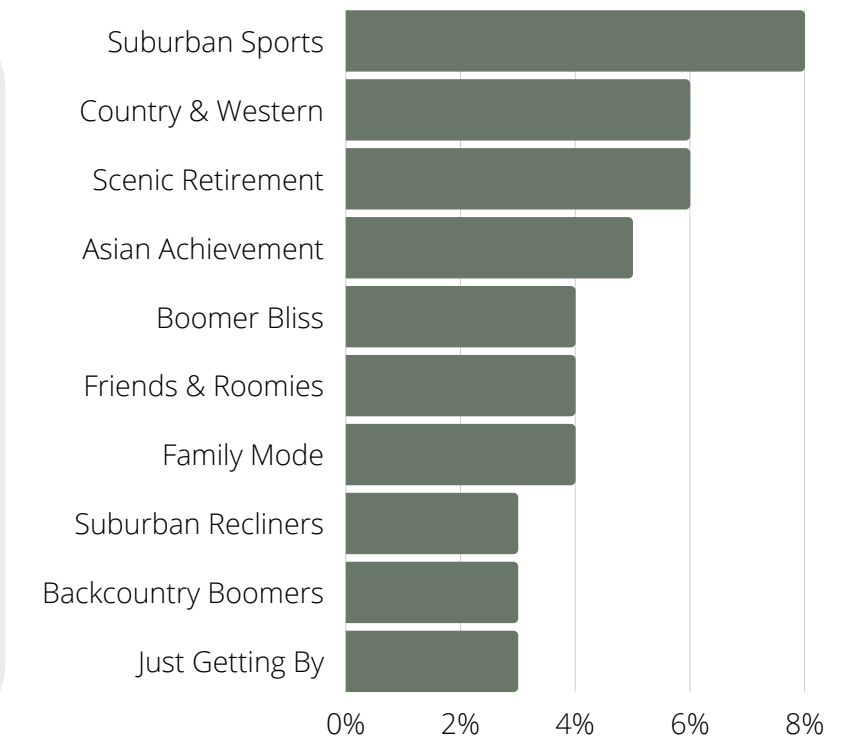


February 2021 BC Visits to BC by PRIZM Segment

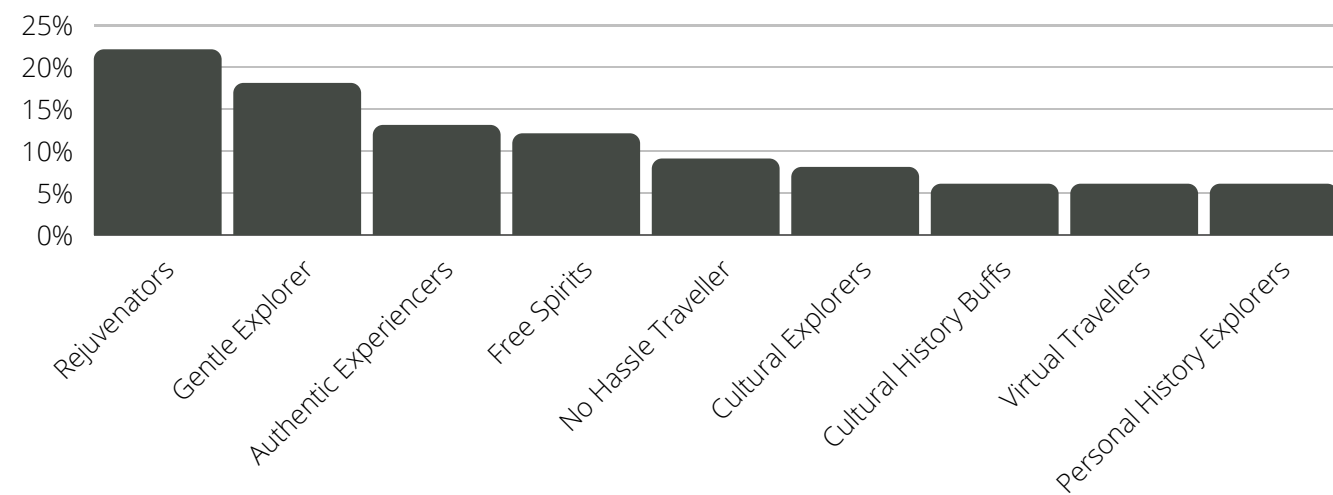
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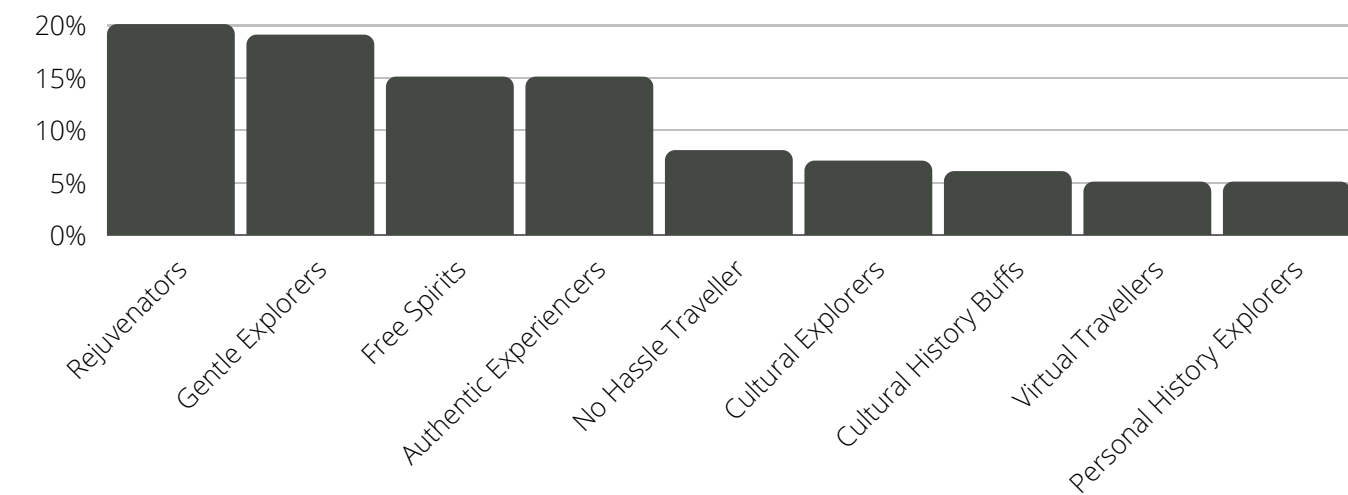
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February 2019 Visits by EQ Type



February 2021 Visits by EQ Type



MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

- The number of visits to British Columbia from Canadian travellers dropped by **52%** when comparing March 2019 to March 2021.
 - Trips decreased by **51%** and Overnight Stays decreased by **44%** from March 2019 to March 2021.
- The number of visits to British Columbia from Canadian travellers dropped by **17%** when comparing March 2020 to March 2021.
 - Trips decreased by **15%** and Overnight Stays decreased by **15%** from March 2020 to March 2021.

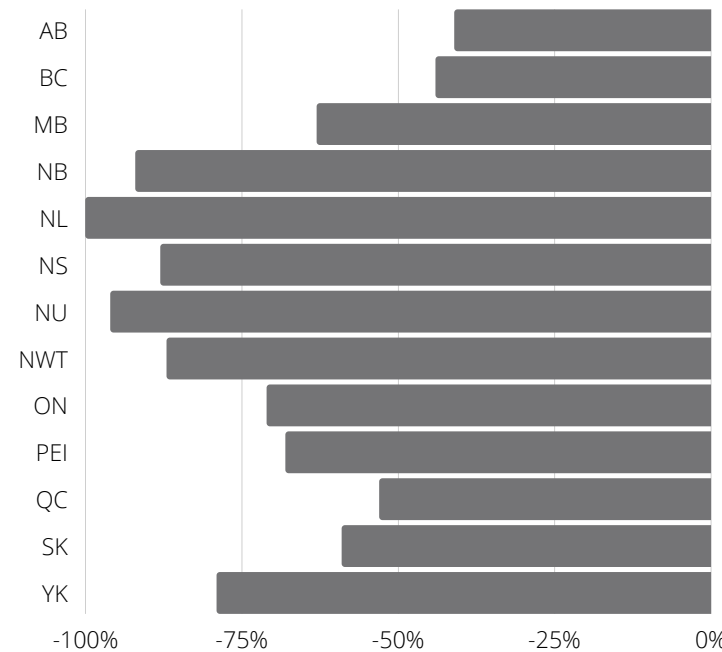
Visits from All Provinces decreased when comparing to March 2021 to March 2019 and 2020.

March 2019 Provincial and National Visitation

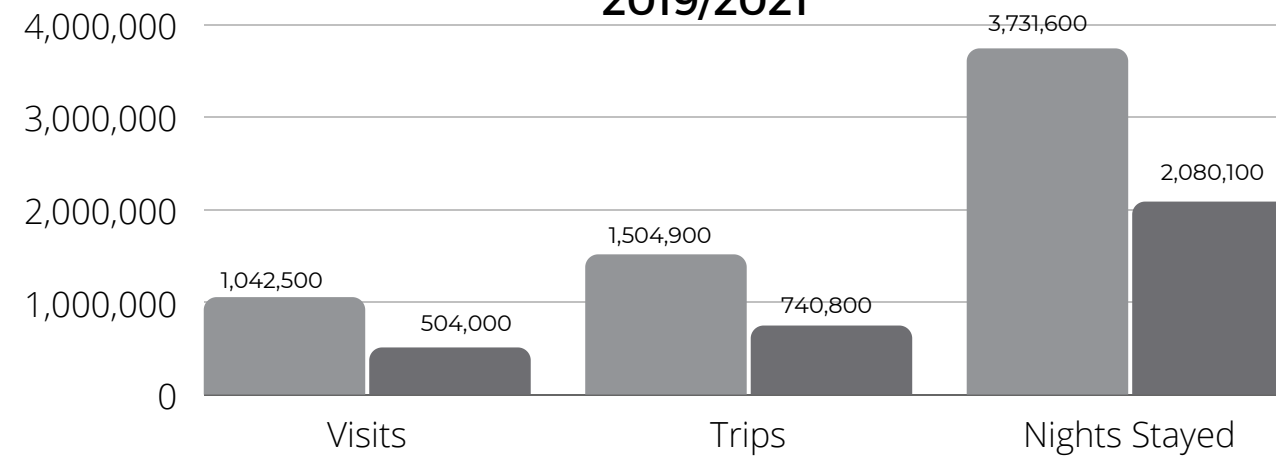
Canadian Visitation

- Canadian Visits to BC decreased by **52%** from 1,042,500 in March 2019 to 504,000 in 2021.
- Canadian Trips to BC decreased by **51%** from 1,504,900 in March 2019 to 740,800 in 2021.
- Canadian Night Stays in BC decreased by **44%** from 3,732,600 in March 2019 to 2,080,100 in 2021.

Provincial Visits to British Columbia
March 2019 vs. March 2021



Canadian Visitation to British Columbia - March
2019/2021

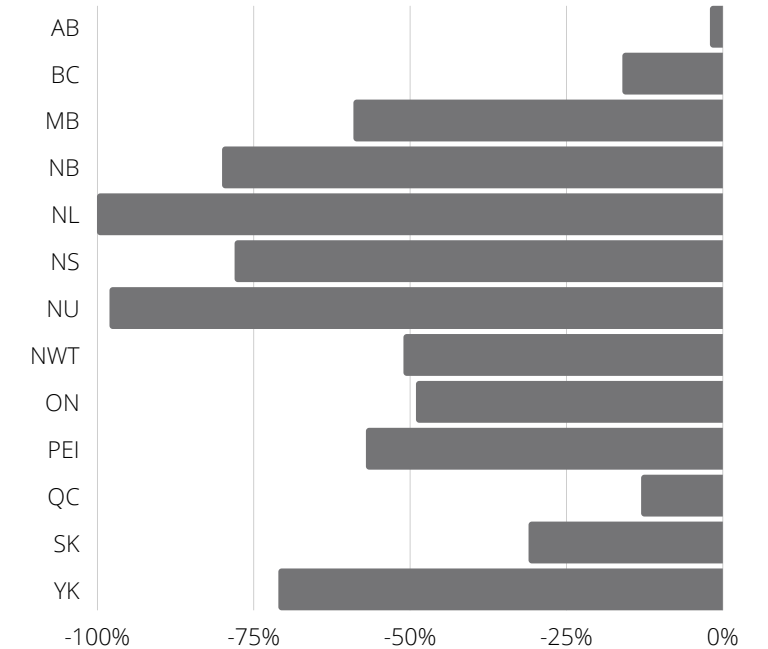


March 2021 Provincial and National Visitation

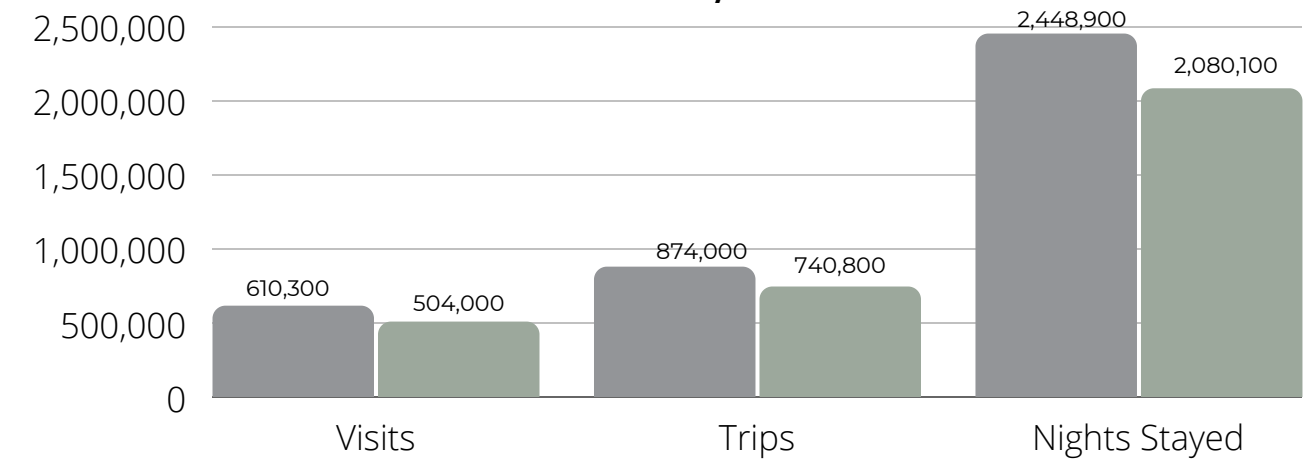
Canadian Visitation

- Canadian Visits to BC decreased by **17%** from 610,300 in March 2020 to 504,000 in 2021.
- Canadian Trips to BC decreased by **15%** from 874,000 in March 2020 to 740,800 in 2021.
- Canadian Night Stays in BC decreased by **15%** from 2,448,900 in March 2020 to 2,080,100 in 2021.

Provincial Visits to British Columbia
March 2020 vs. March 2021



Canadian Visitation to British Columbia - March
2020/2021



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Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

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MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

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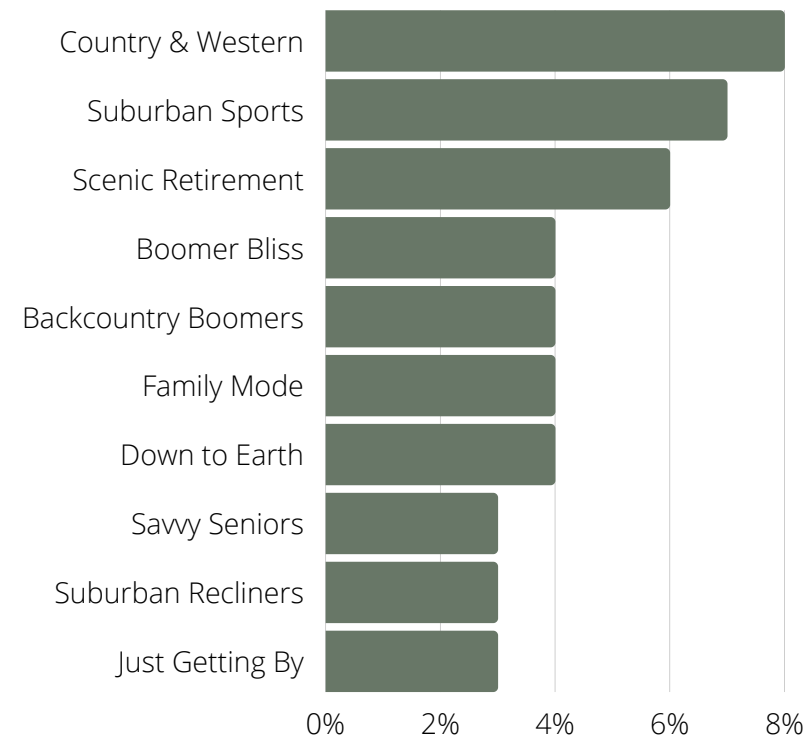
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March 2019 BC Visits to BC by PRIZM Segment

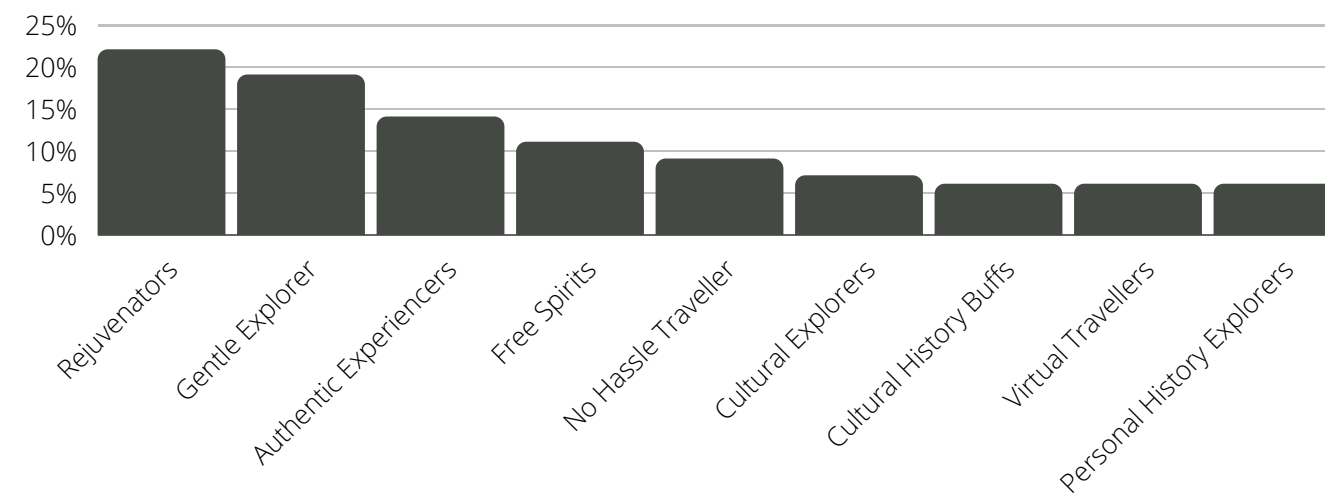
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Canadian Visitation to British Columbia - March

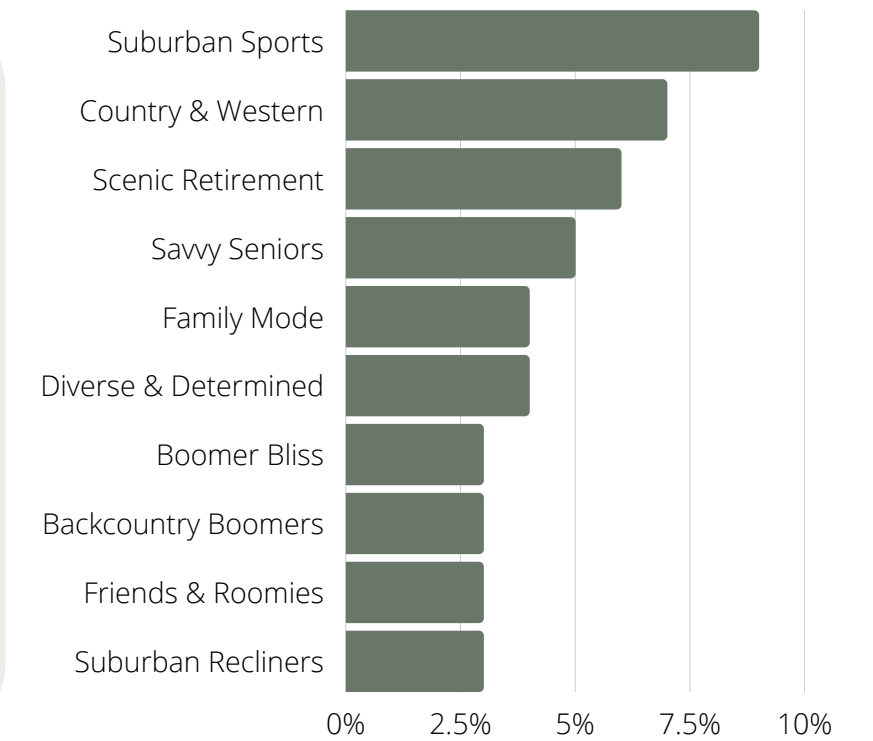


March 2021 BC Visits to BC by PRIZM Segment

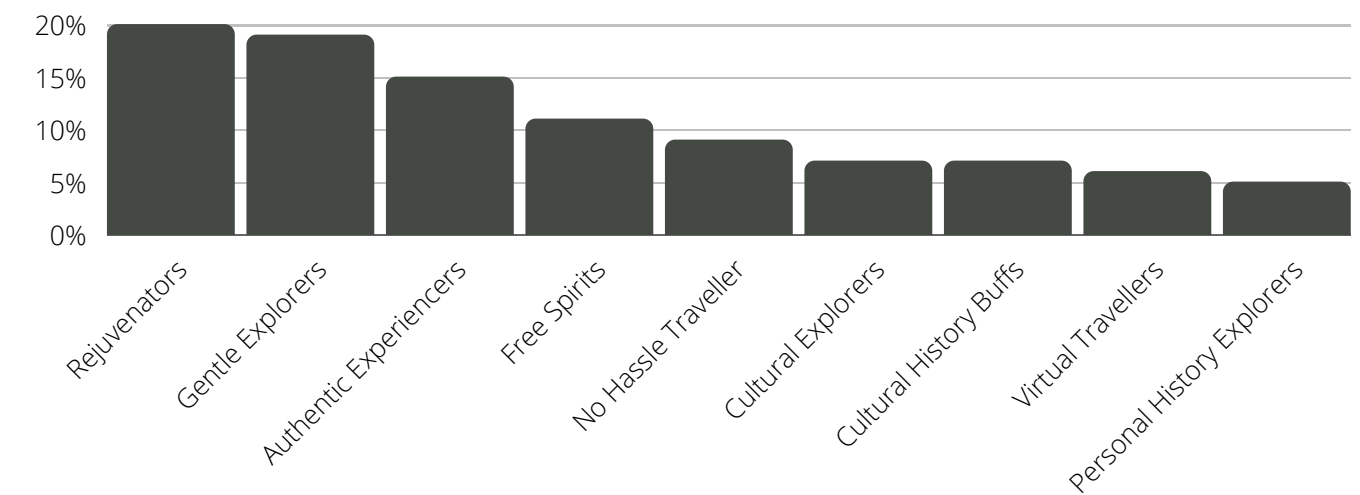
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Canadian Visitation to British Columbia - March



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Note: All counts have been rounded to the nearest 100

2020 BC PRIZM SEGMENT SUMMARY

SUBURBAN SPORTS

General Canadian Summary

- Middle-aged couples and families (with children of all ages at home)
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (natural resources, Trades)
- Value community involvement and companies that treat their employees fairly
- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2020

Category	British Columbia Highlights
Household Count	<ul style="list-style-type: none"> • Of the 67 PRIZM Segments identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 52
Children at Home	<ul style="list-style-type: none"> • 47% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Above Average Household Income of \$120,592 compared to BC at \$106,681
Top Social Value	<ul style="list-style-type: none"> • Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal • 79% currently use Facebook, 36% use Instagram and 23% use Twitter



Source: Environics Analytics- Envision 2020

2020 BC PRIZM SEGMENT SUMMARY

SCENIC RETIREMENT

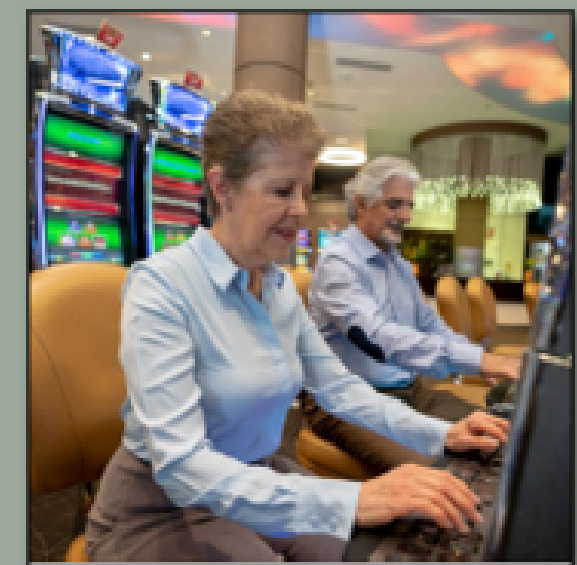
General Canadian Summary

- Older and more mature, middle-income suburbanites
- Mixed Education - College/High School
- Blue-collar and service sector jobs as well as pensions and government transfers
- Value traditional media and home-based hobby crafts
- Top Geography: Vernon, Nanaimo, Kelowna
- EQ Type: Rejuvenator



Source: Environics PRIZM Marketer's Guide 2020

Category	British Columbia Highlights
Household Count	<ul style="list-style-type: none"> • Of the 67 PRIZM Segments identified in Canada Scenic Retirement rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 64
Children at Home	<ul style="list-style-type: none"> • 39% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Average Household Income of \$100,586 compared to BC at \$106,681
Top Social Value	<ul style="list-style-type: none"> • Top Social Value: Ethical Consumerism: The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns
Media Habits	<ul style="list-style-type: none"> • 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.2hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 79% currently use Facebook, 30% use Instagram and 21% use Twitter



Source: Environics Analytics- Envision 2020

2020 BC PRIZM SEGMENT SUMMARY

COUNTRY & WESTERN

General Canadian Summary

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta
- EQ Type: Rejuvenator



Source: Environics PRIZM Marketer's Guide 2020

Category	British Columbia Highlights
Household Count	<ul style="list-style-type: none"> • Of the 67 PRIZM Segments identified in Canada Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 57
Children at Home	<ul style="list-style-type: none"> • 48% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Below Average Household Income of \$91,291 compared to BC at \$106,681
Top Social Value	<ul style="list-style-type: none"> • Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day) • 84% currently use Facebook, 33% use Instagram and 22% use Twitter



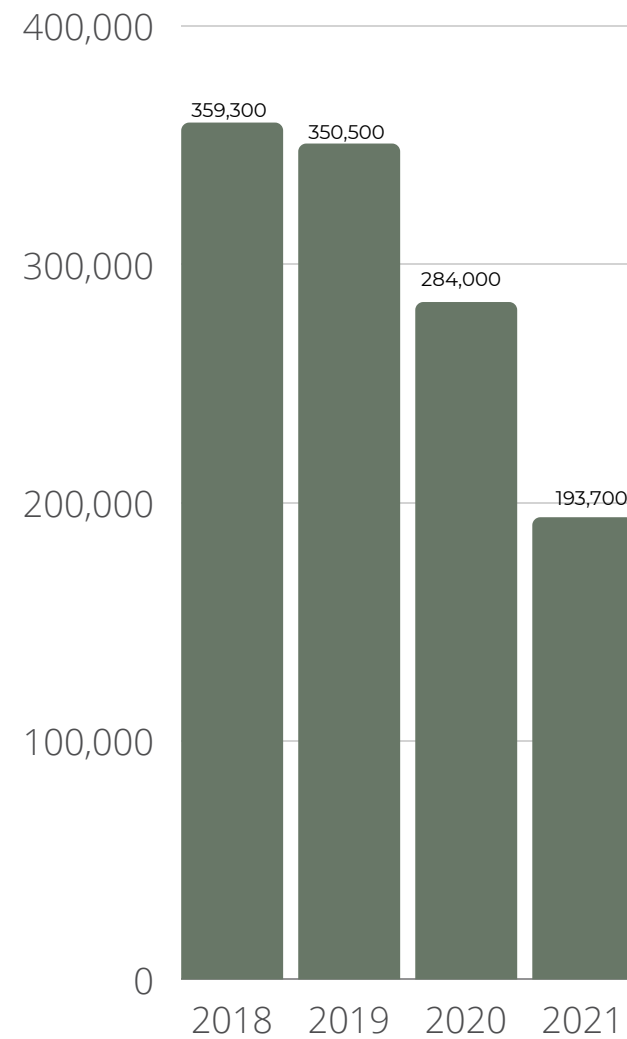
Source: Environics Analytics- Envision 2020

ALBERTA INSIGHTS

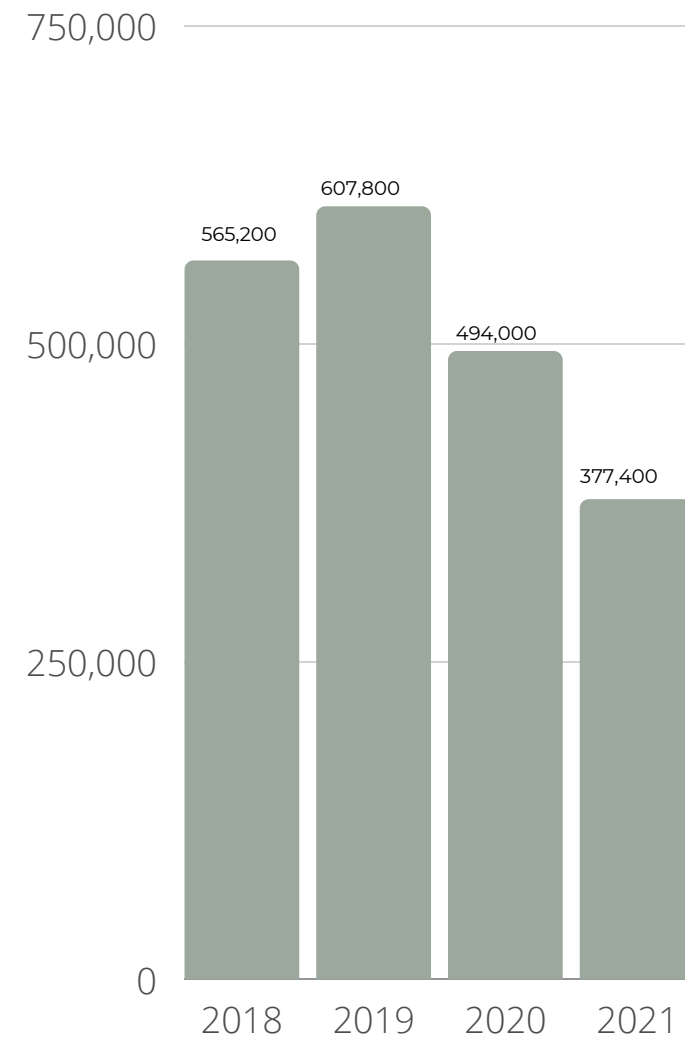
BRITISH COLUMBIA VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

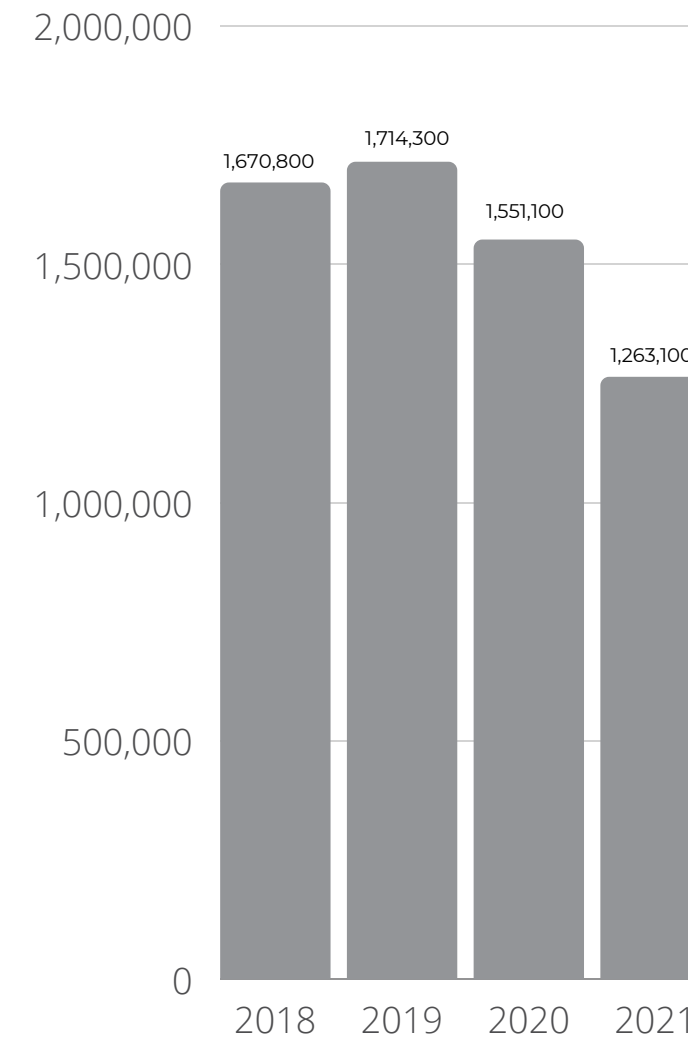
Number of Visitors to BC from AB in Q1



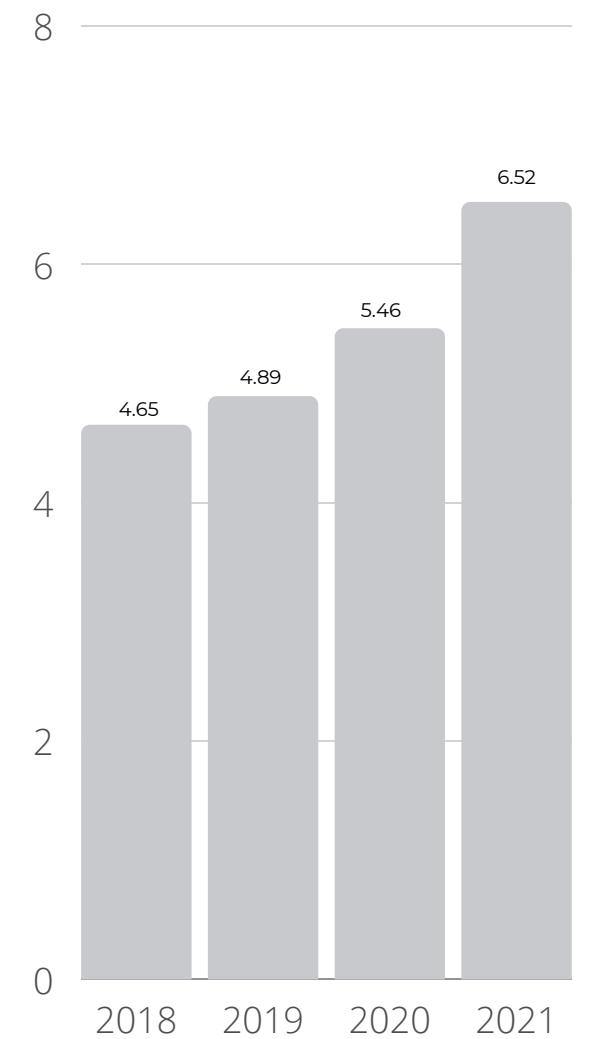
Number of Trips to BC from AB in Q1



Number of Nights Stayed in BC from AB in Q1



Night Stays/Visits to BC from AB in Q1



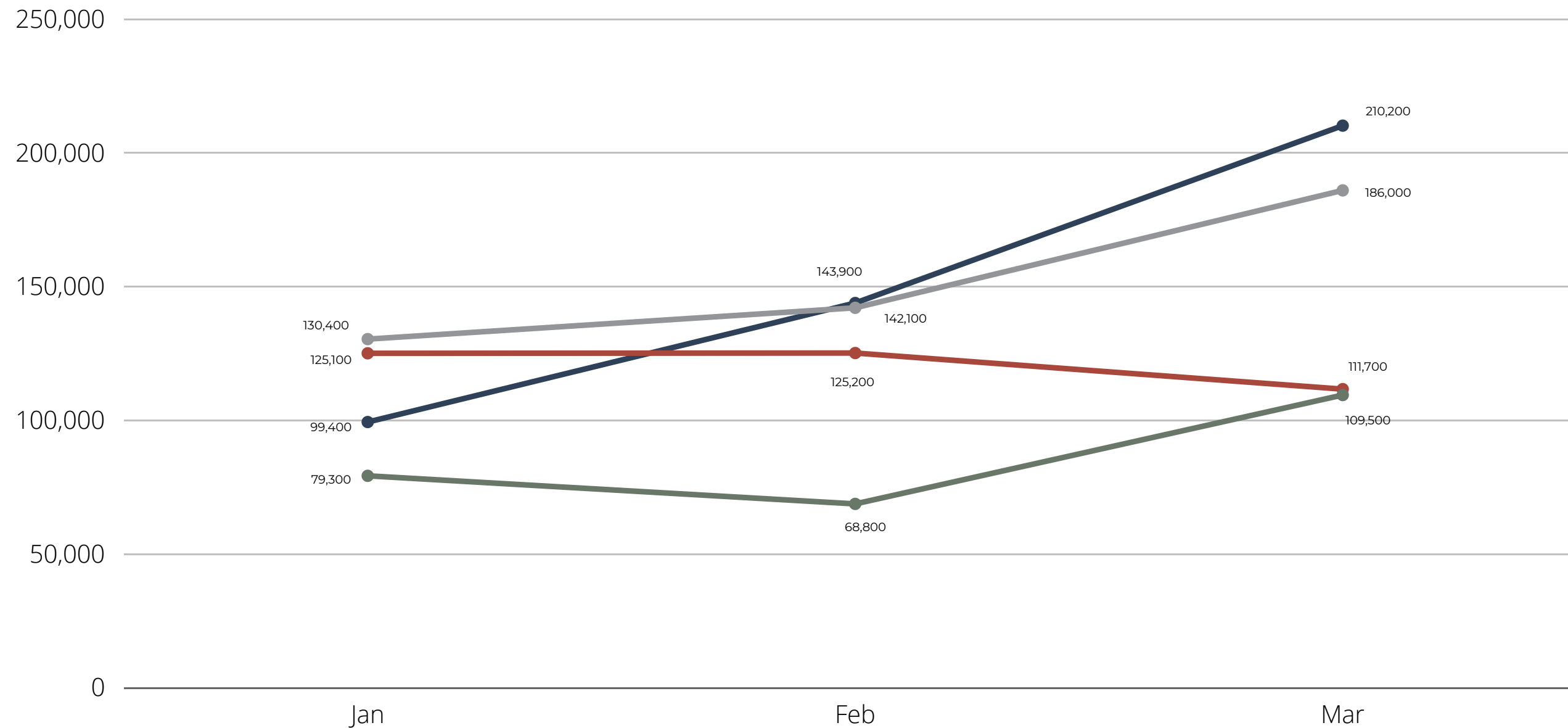
AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2018 Visitor Count	City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	135,200	Calgary	123,900	Calgary	97,500	Calgary	70,800
Edmonton	66,100	Edmonton	65,300	Edmonton	53,600	Edmonton	27,200
Grande Prairie	9,800	Grande Prairie	10,100	Grande Prairie	8,500	Grande Prairie	6,600
Strathcona County	9,500	Strathcona County	8,100	Red Deer	6,500	Red Deer	4,800
Airdrie	7,300	Red Deer	7,700	Strathcona County	6,100	Airdrie	4,800
Red Deer	7,300	Airdrie	7,200	Airdrie	5,300	Strathcona County	3,900
St. Albert	6,100	St. Albert	5,300	Lethbridge	5,200	Rocky View County	3,400
Lethbridge	5,900	Wood Buffalo	5,200	Wood Buffalo	4,900	St. Albert	2,700
Rocky View County	5,800	Rocky View County	5,200	St. Albert	4,500	Okotoks	2,500
Canmore	4,000	Lethbridge	4,600	Rocky View County	3,900	Wood Buffalo	2,500

ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO BC BY MONTH



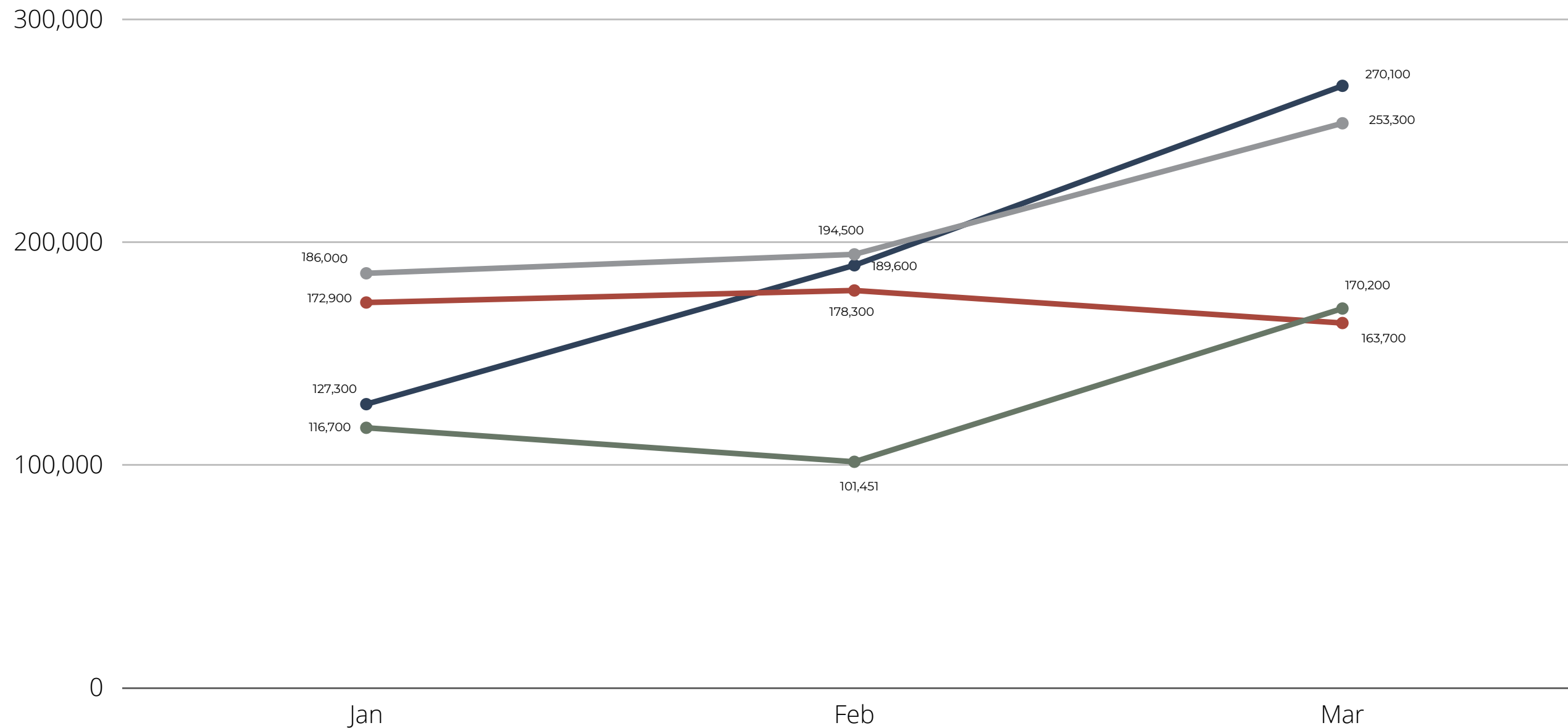
KEY FINDINGS

- January 2021 saw a **-58%** decrease in visits compared to January 2020 and a **-65%** decrease compared to 2019.
- February 2021 saw a **-82%** decrease compared to February 2020 and a **-107%** decrease compared to 2019.
- March 2021 saw a **-2%** decrease compared to March 2020 and a **-70%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

ALBERTA VISITATION

ALBERTA TRIPS TO BC BY MONTH



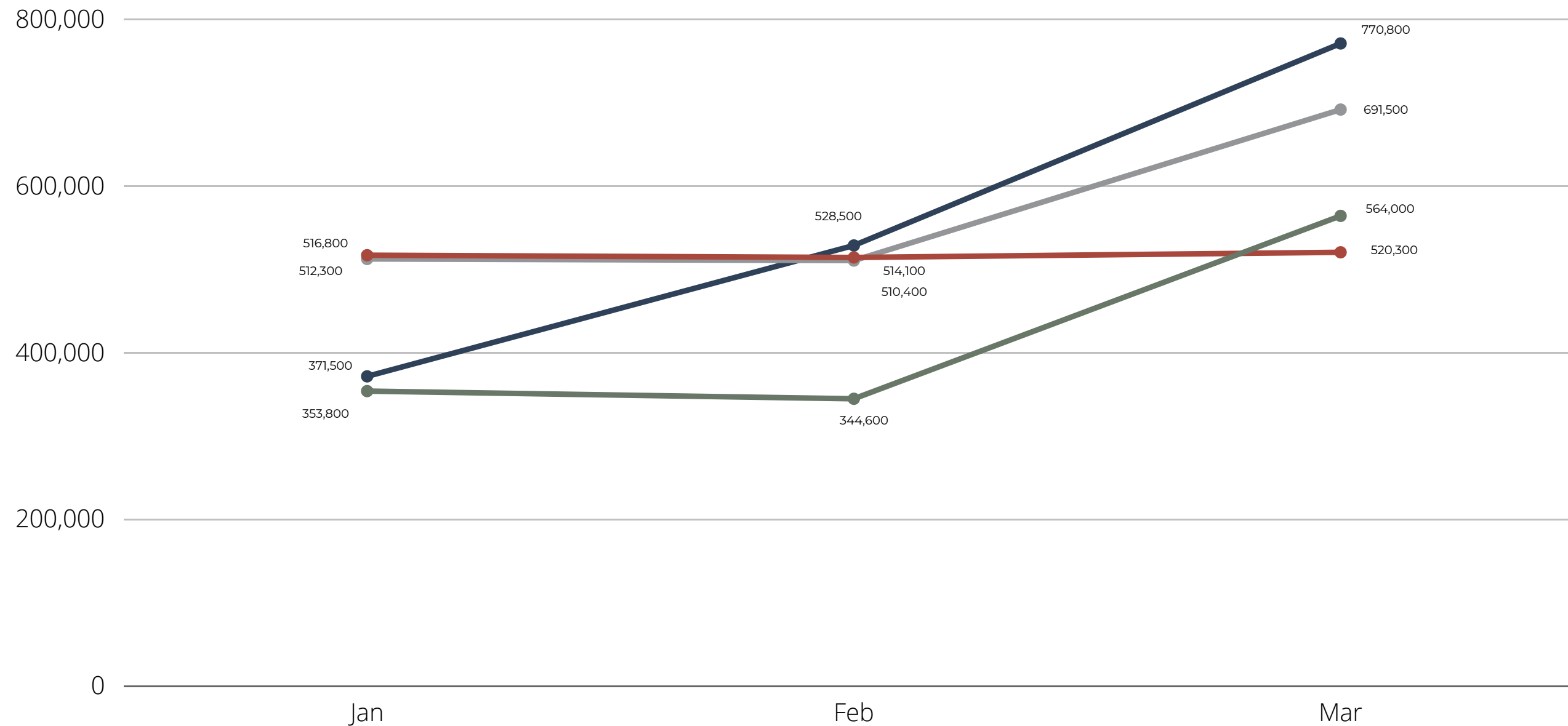
KEY FINDINGS

- January 2021 saw a **-48%** decrease in trips compared to January 2021 and a **-59%** decrease compared to 2019.
- February 2021 saw a **-76%** decrease compared to February 2021 and a **-92%** decrease compared to 2019.
- March 2021 saw a **4%** increase compared to March 2020 and a **-49%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

ALBERTA VISITATION

ALBERTA OVERNIGHT STAYS IN BC BY MONTH



KEY FINDINGS

- January 2021 saw a **-46%** decrease in Overnight Stays compared to January 2020 and a **-45%** decrease compared to 2019.
- February 2021 saw a **-49%** decrease compared to February 2020 and a **-48%** decrease compared to 2019.
- March 2021 saw a **8%** increase compared to March 2020 and a **-23%** decrease compared to 2019.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

JANUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

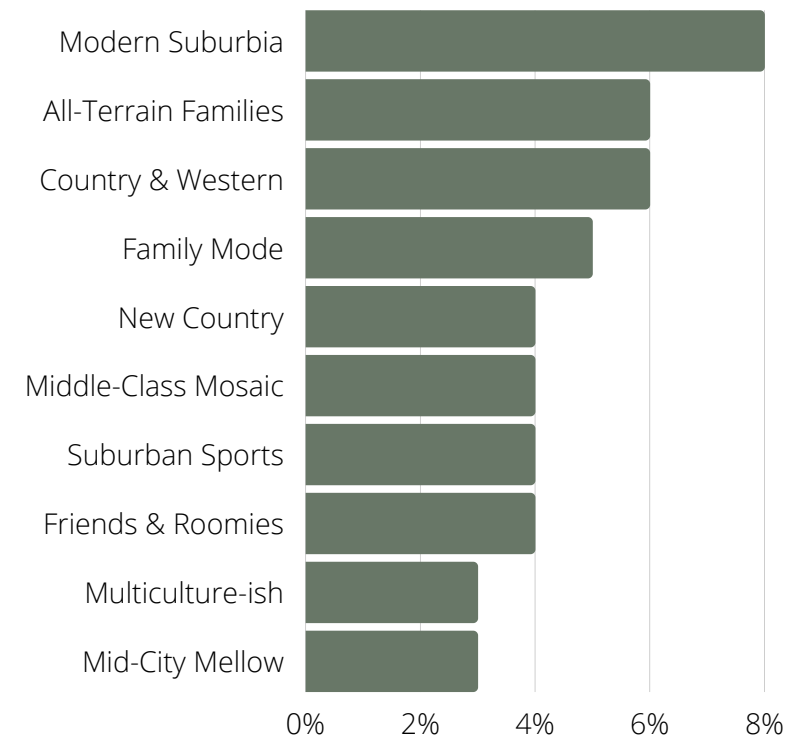
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to BC in January 2019.
- All-Terrain Families, Family Mode and Country & Western were the top visiting PRIZM Segments in January 2021.
 - Modern Suburbia ranked 1st in 2019 and 5th in 2021
 - Family Mode ranked 2nd in 2021 and 4th in 2019

January 2019 AB Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
- **Country & Western** rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)

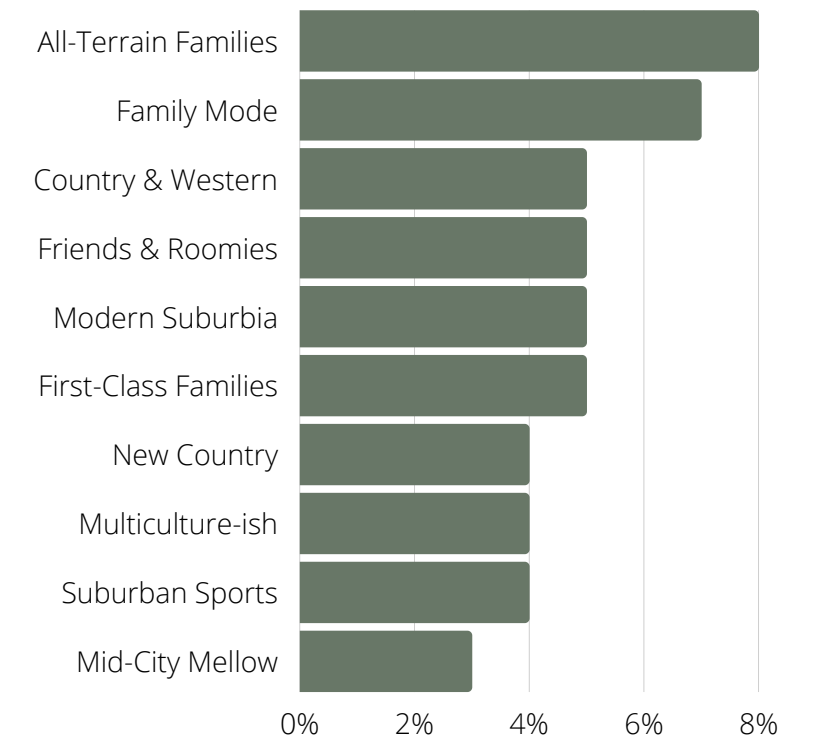


January 2021 AB Visits to BC by PRIZM Segment

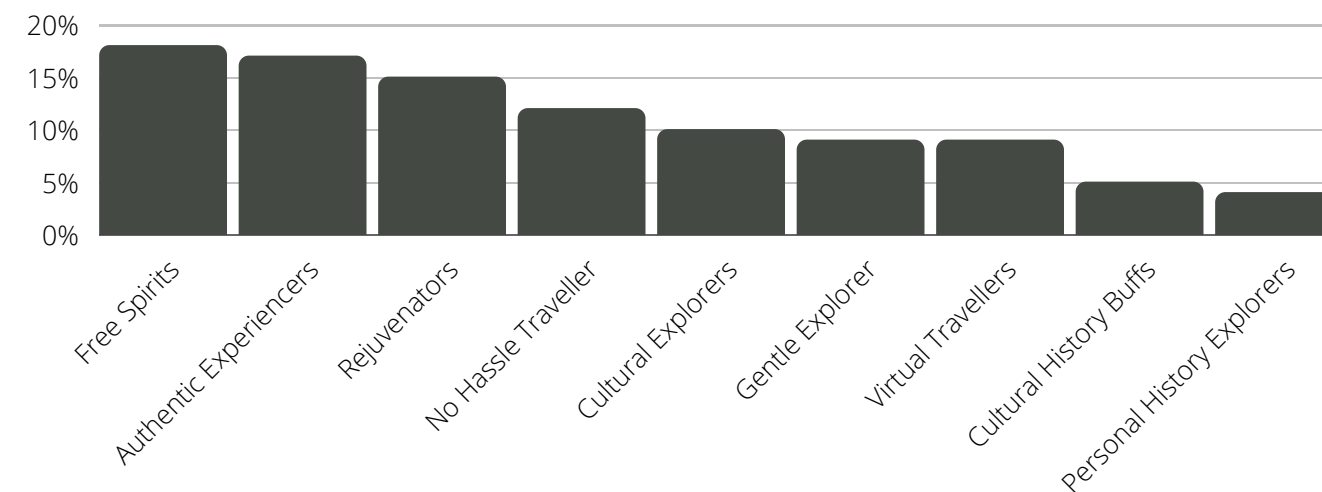
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

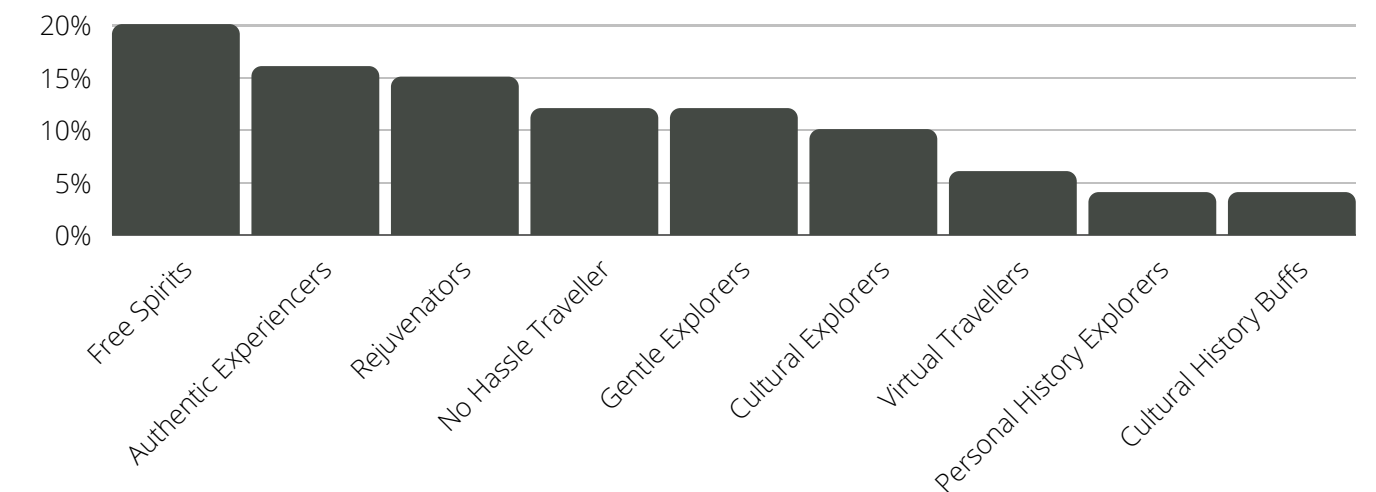
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
- **Family Mode** rank 7th, making up 64,272 households, or 3.9% of the total Households in Alberta (1,644,476)
- **Country & Western** rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)



January 2019 Visits by EQ Type



January 2021 Visits by EQ Type



FEBRUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

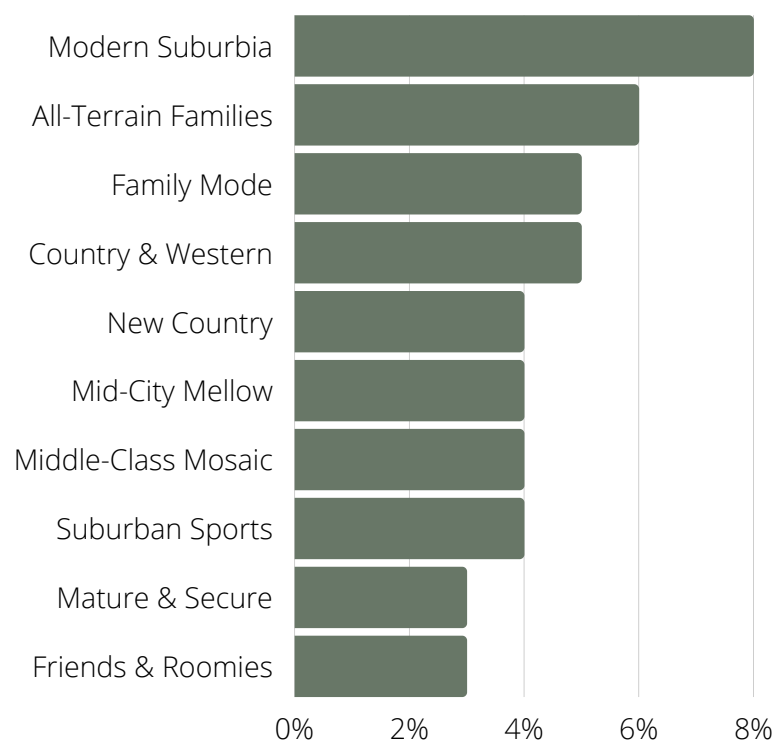
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to BC in February 2019.
- All-Terrain Families, Modern Suburbia and Country & Western were the top visiting PRIZM Segments in February 2021.
 - Family Mode ranked 3rd in 2019 and 4th in 2021
 - Country & Western ranked 3rd in 2021 and 4th in 2019

February 2019 AB Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
- **Family Mode** rank 7th, making up 64,272 households, or 3.9% of the total Households in Alberta (1,644,476)

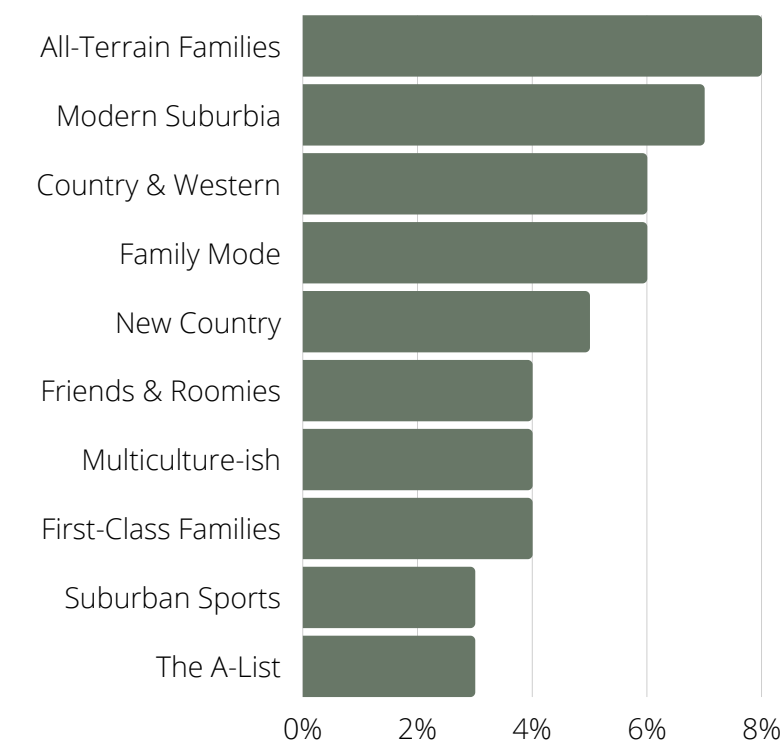


February 2021 AB Visits to BC by PRIZM Segment

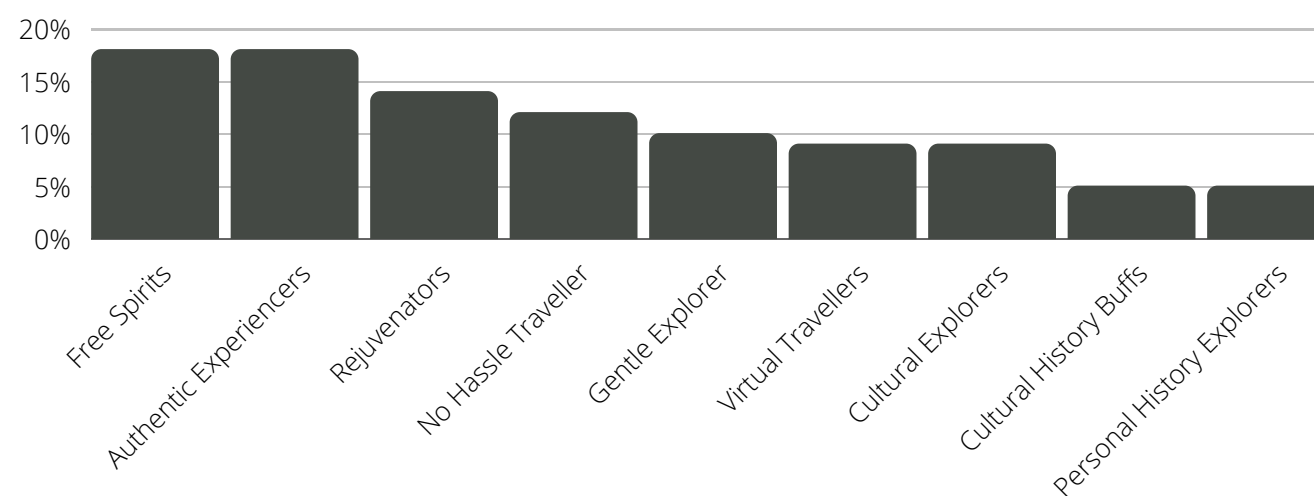
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

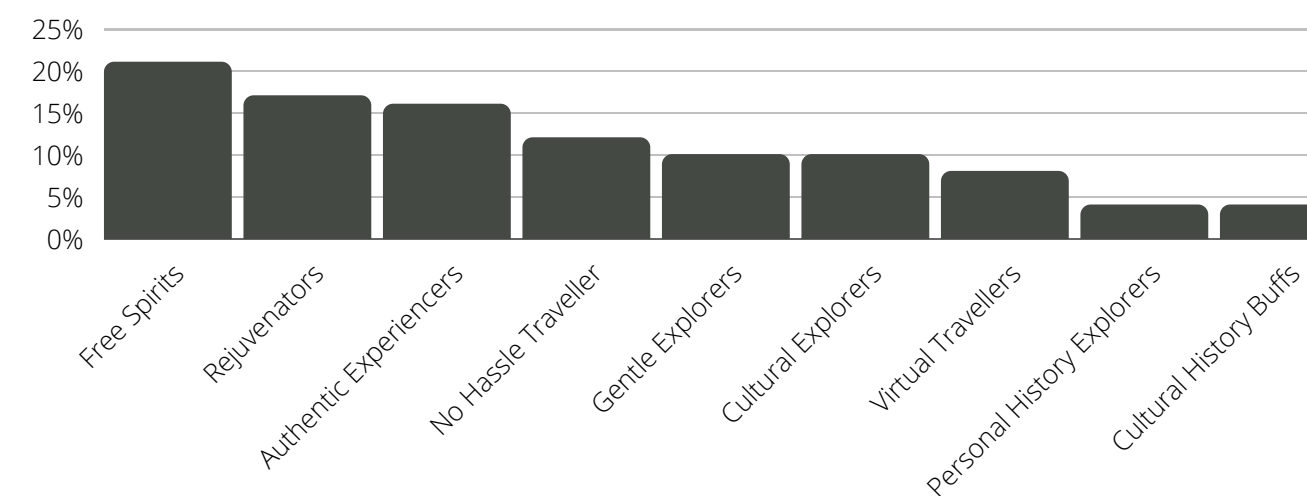
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
- **Modern Suburbia** rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
- **Country & Western** rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)



February 2019 Visits by EQ Type



February 2021 Visits by EQ Type



MARCH 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

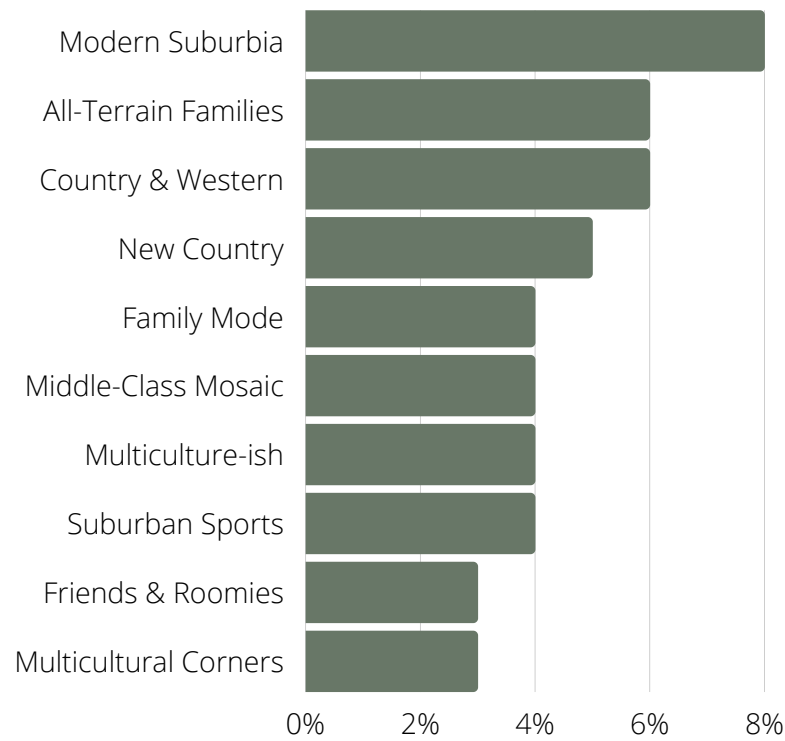
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to BC in March 2019.
- Modern Suburbia, All-Terrain Families and Multicultural Corners were the top visiting PRIZM Segments in March 2021.
 - Country & Western ranked 3rd in 2019 and 4th in 2020
 - Multicultural Corners ranked 3rd in 2021 and 10th in 2019

March 2019 AB Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
- **Country & Western** rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)

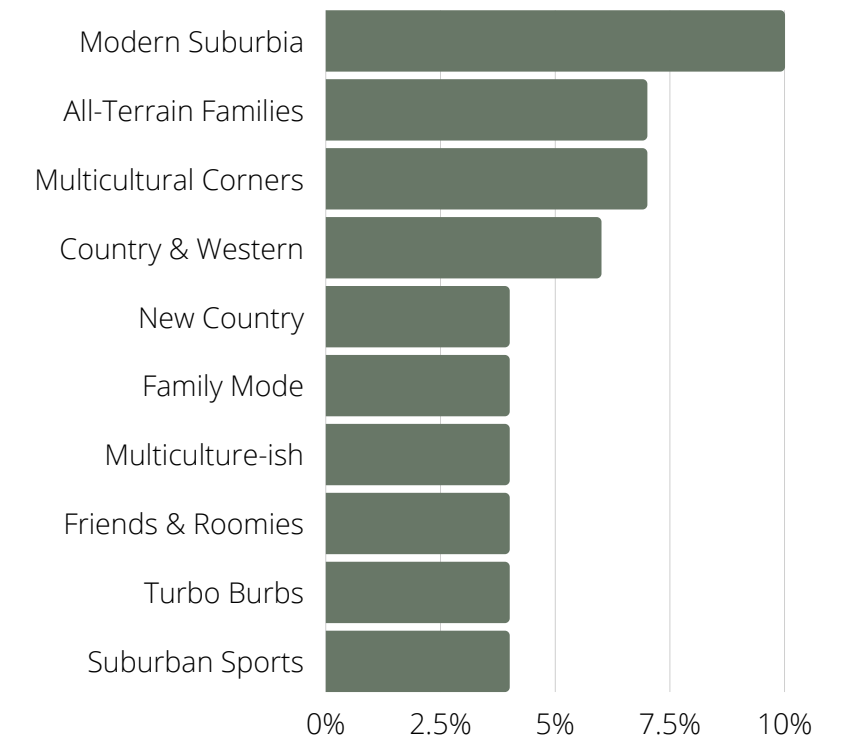


March 2021 AB Visits to BC by PRIZM Segment

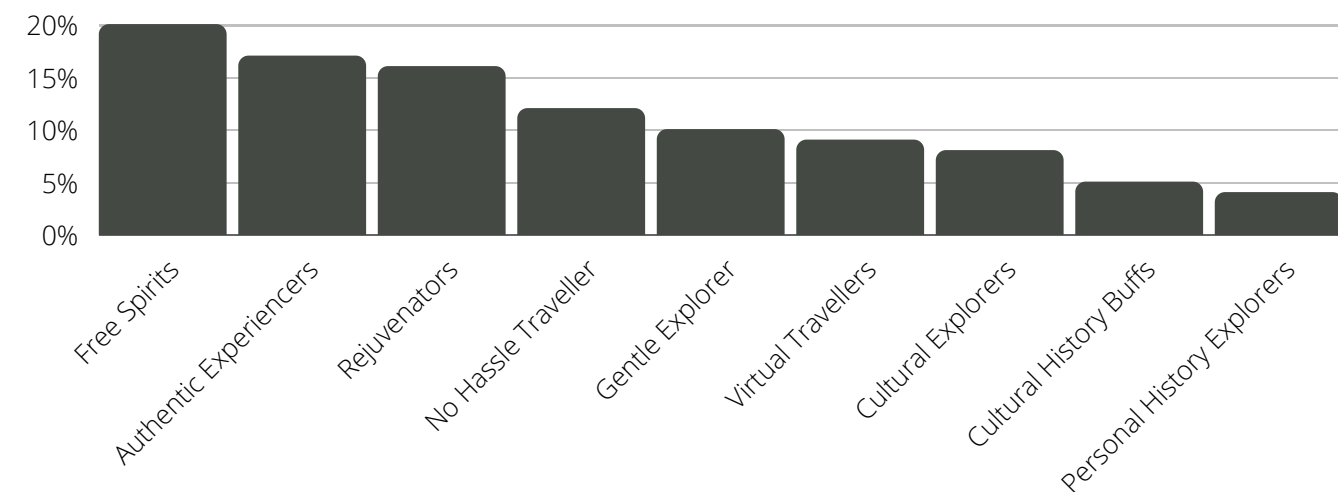
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

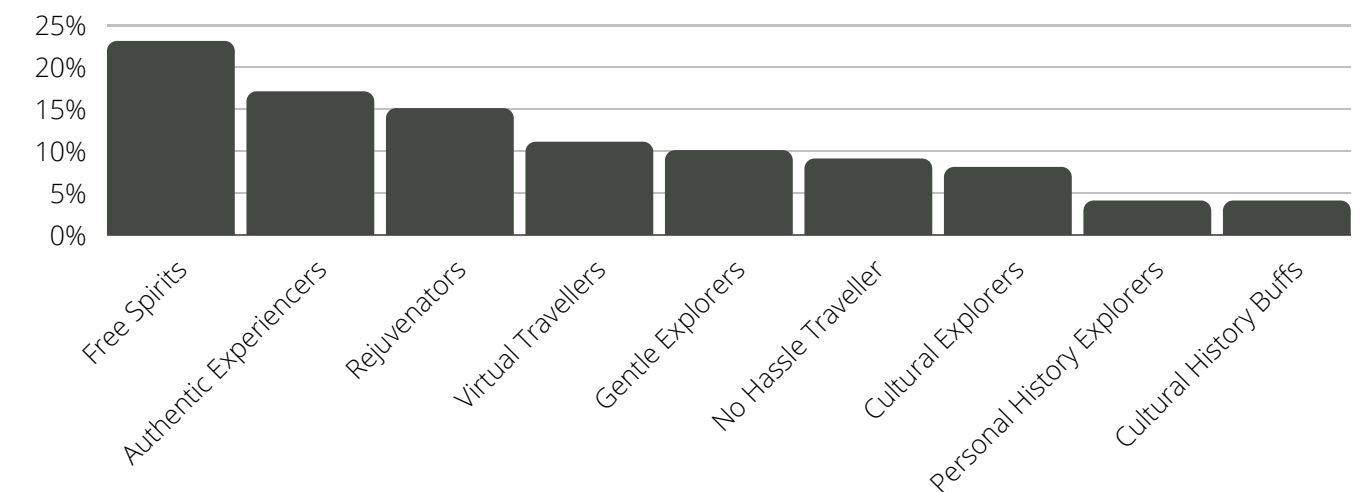
- **Modern Suburbia** rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
- **Multicultural Corners** rank 11th, making up 54,162 households, or 3.3% of the total Households in Alberta (1,644,476)



March 2019 Visits by EQ Type



March 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2020 to March 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

2020 ALBERTA PRIZM SEGMENT SUMMARY

ALL-TERRAIN FAMILIES

General Canadian Summary

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



Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	<ul style="list-style-type: none"> • Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 42
Children at Home	<ul style="list-style-type: none"> • 53% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Above Average Household Income of \$138,853 compared to Alberta at \$125,945
Top Social Value	<ul style="list-style-type: none"> • Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
Media Habits	<ul style="list-style-type: none"> • 14hrs/week listening to the Radio, 20hrs/week watching TV, 0hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day) • 78% currently use Facebook, 43% use Instagram and 31% use Twitter



Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY

COUNTRY & WESTERN

General Canadian Summary

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta
- EQ Type: Rejuvenator

Category

Alberta Highlights

Household Count

- Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up 70,151 households, or 4.3% of the total Households in Alberta (1,644,476)

Maintainer Age

- Median Household Maintainer Age is 54

Children at Home

- 56% of couples have children living at home

Household Income

- Below Average Household Income of \$99,744 compared to Alberta at \$125,945

Top Social Value

- Top Social Value: Emotional Control: The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences

Media Habits

- 14hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Weekly Magazine usage is minimal (13min/day)
- 82% currently use Facebook, 32% use Instagram and 21% use Twitter



Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY

FAMILY MODE

General Canadian Summary

- Middle-aged couples and families with children (ages 10+) at home
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (Retail, Public Administration)
- Value outdoor adventure and interacting with people from different cultures
- Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's
- EQ Type: No Hassle Traveller



Category

Alberta Highlights

Household Count

- Of the 67 PRIZM Segments identified in Canada, Family Mode rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia (2,010,897)

Maintainer Age

- Median Household Maintainer Age is 48

Children at Home

- 54% of couples have children living at home

Household Income

- Above Average Household Income of \$150,792 compared to Alberta at \$125,945

Top Social Value

- Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life

Media Habits

- 13hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Weekly Magazine usage is minimal (7min/day)
- 77% currently use Facebook, 39% use Instagram and 29% use Twitter



2020 ALBERTA PRIZM SEGMENT SUMMARY

MODERN SUBURBIA

General Canadian Summary

- Younger and Middle-Aged, diverse families with younger children
- Highly Educated (University/College Degree)
- Mixed levels of employment
- Value trying new and exciting products and aesthetics over functionality
- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau
- EQ Type: Virtual Traveller



Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	<ul style="list-style-type: none"> • Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 123,489 households, or 7.5% of the total Households in Alberta (1,644,476)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 41
Children at Home	<ul style="list-style-type: none"> • 58% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Above Average Household Income of \$141,199 compared to Alberta at \$125,945
Top Social Value	<ul style="list-style-type: none"> • Top Social Value: Confidence in Advertising: A tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society
Media Habits	<ul style="list-style-type: none"> • 11hrs/week listening to the Radio, 18hrs/week watching TV, 0hr/week reading the Newspaper and 4.6hrs/day on the Internet. Weekly Magazine usage is minimal (4min/day) • 77% currently use Facebook, 48% use Instagram and 36% use Twitter



Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY

MULTICULTURAL CORNERS

General Canadian Summary

- Larger, more diverse families with older children
- Mixed Education (high school/college degree/University Degree)
- White-collar and Service Sector Positions
- Value hard work, their families, community involvement and religious connections
- Top Geography: Edmonton, Toronto, Calgary, Ottawa, Guelph and Gatineau
- EQ Type: Free Spirit



Source: Environics PRIZM Marketer's Guide 2020

Category	Alberta Highlights
Household Count	<ul style="list-style-type: none"> • Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 11th, making up 54,162 households, or 3.3% of the total Households in Alberta (1,644,476)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 50
Children at Home	<ul style="list-style-type: none"> • 56% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Average Household Income of \$124,669 compared to Alberta at \$125,945
Top Social Value	<ul style="list-style-type: none"> • Work Ethic - The propensity to follow the "golden rule" and guiding one's life according to the principles of deferring pleasure to realize greater gains in the future. Individuals who score high on this construct believe that children should be taught to work hard to get ahead
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal (5min/day) • 78% currently use Facebook, 42% use Instagram and 34% use Twitter



Source: Environics Analytics- Envision 2020

CONTACT US

Kelly Galaski

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SYMPHONY
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