

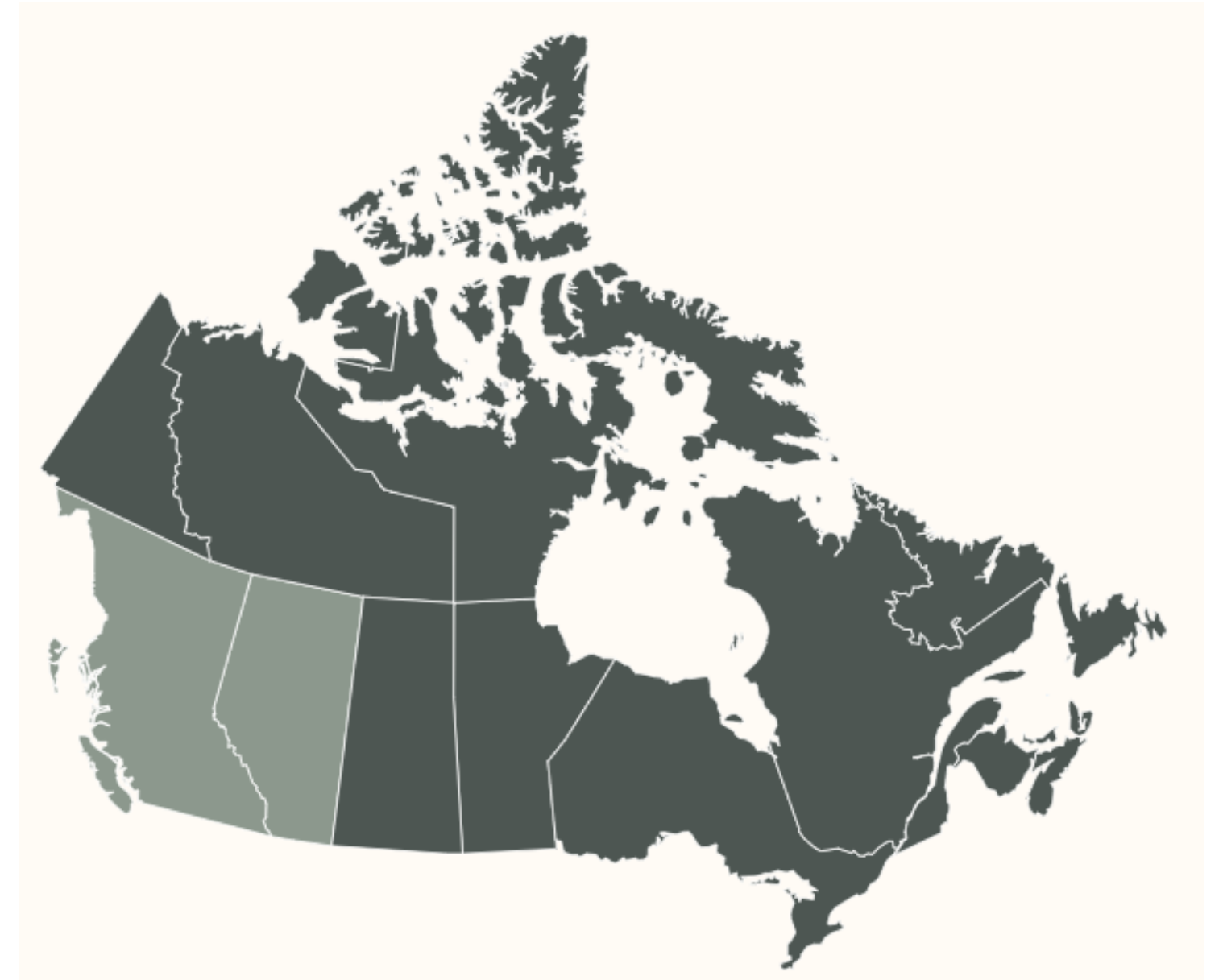
Monthly Visitor Highlights

KOOTENAY ROCKIES REGION



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 the **Kootenay Rockies Region**



RESEARCH OVERVIEW

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

KOOTENAY ROCKIES



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

Overview

- In Q1 2019 the Kootenay Rockies Region saw an average of 256,200 Domestic Visitors. In Q1 2020 the Region saw 200,100 Domestic Visitors and in Q1 2021 153,700 Domestic Visitors. A **decrease** of **40%** compared to 2019 and **23%** 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.

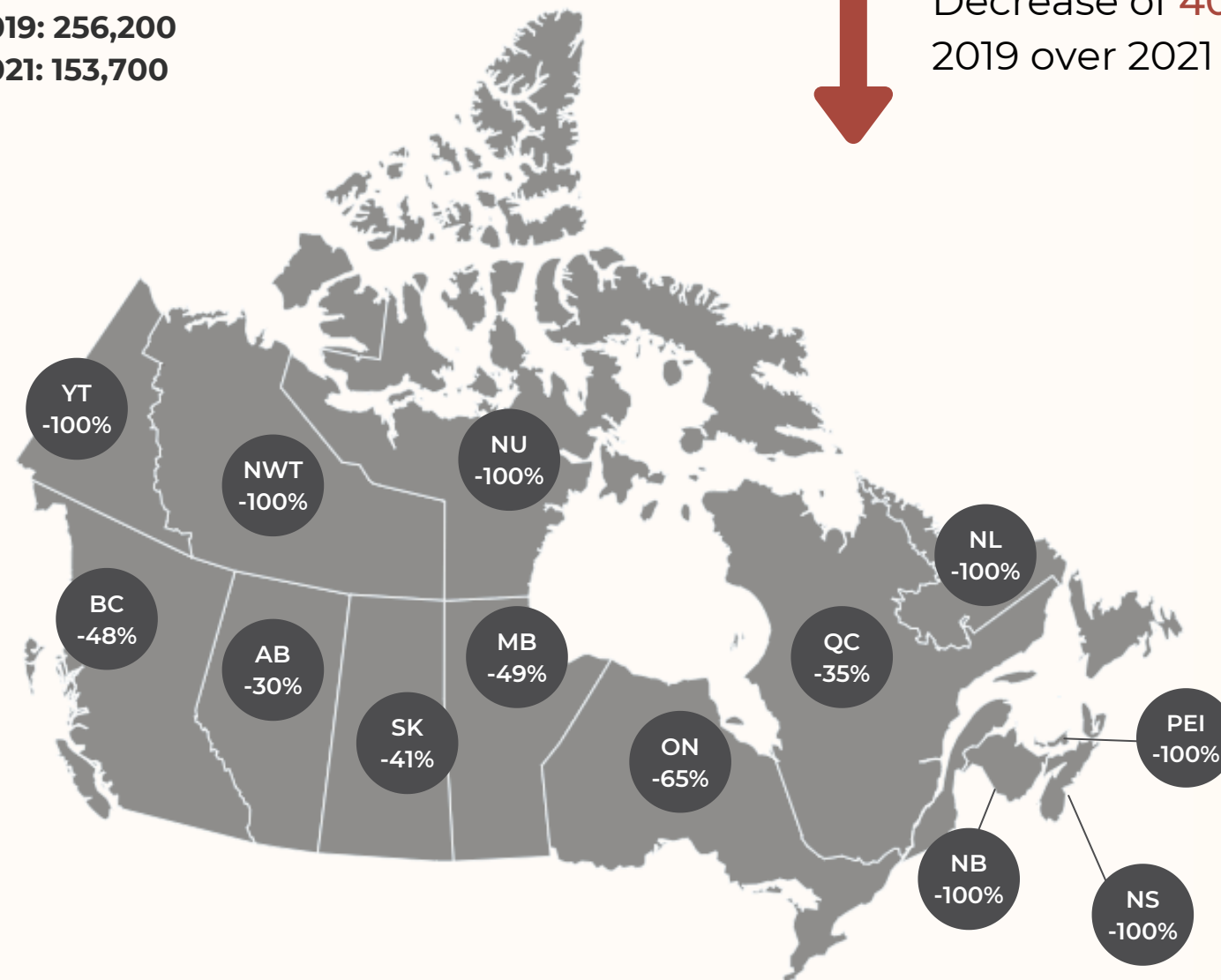
2019 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2019 vs. 2021

2019: 256,200
2021: 153,700

Canada

Decrease of **40%**
 2019 over 2021



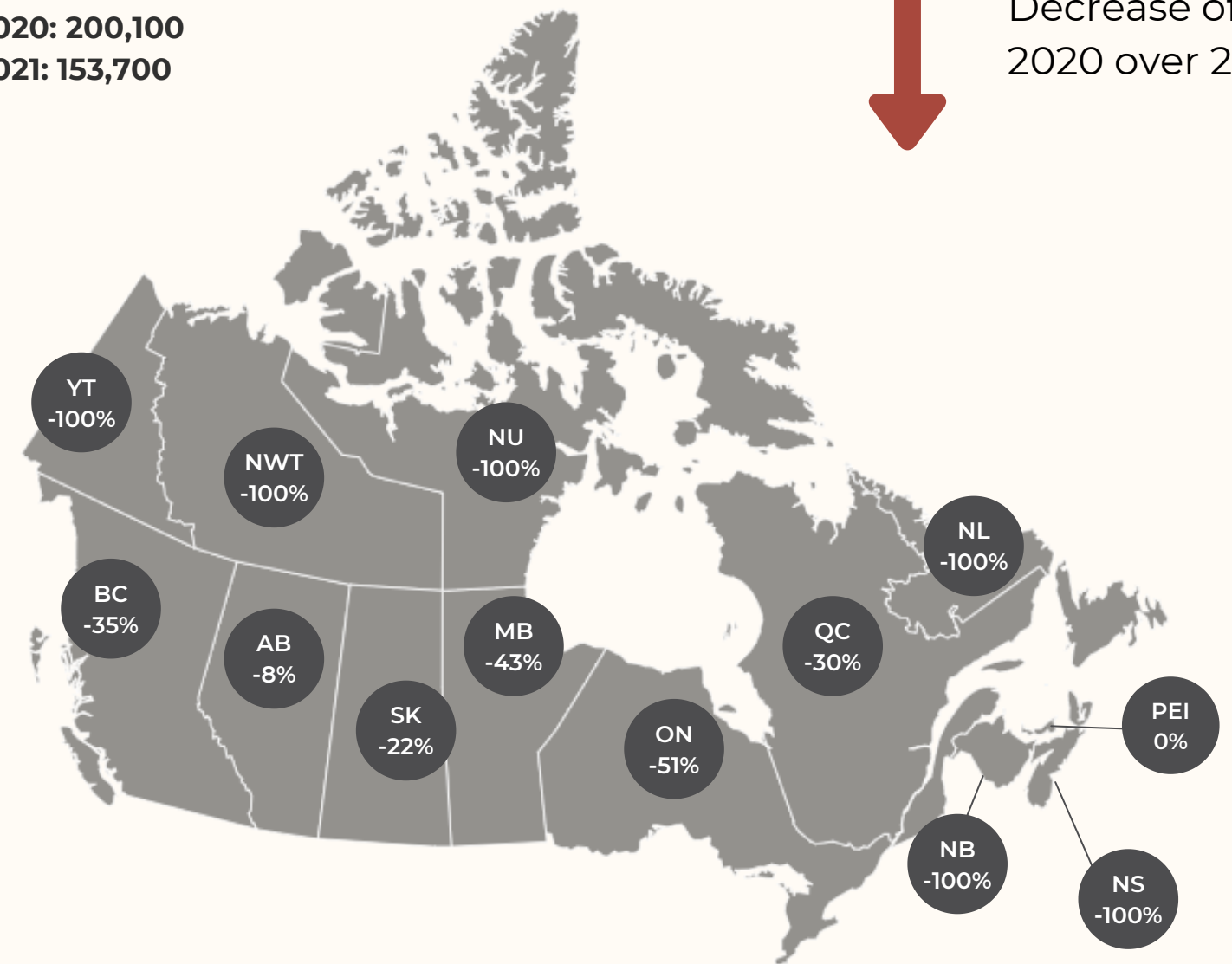
2020 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to the Kootenay Rockies 2020 vs. 2021

2020: 200,100
2021: 153,700

Canada

Decrease of **23%**
 2020 over 2021



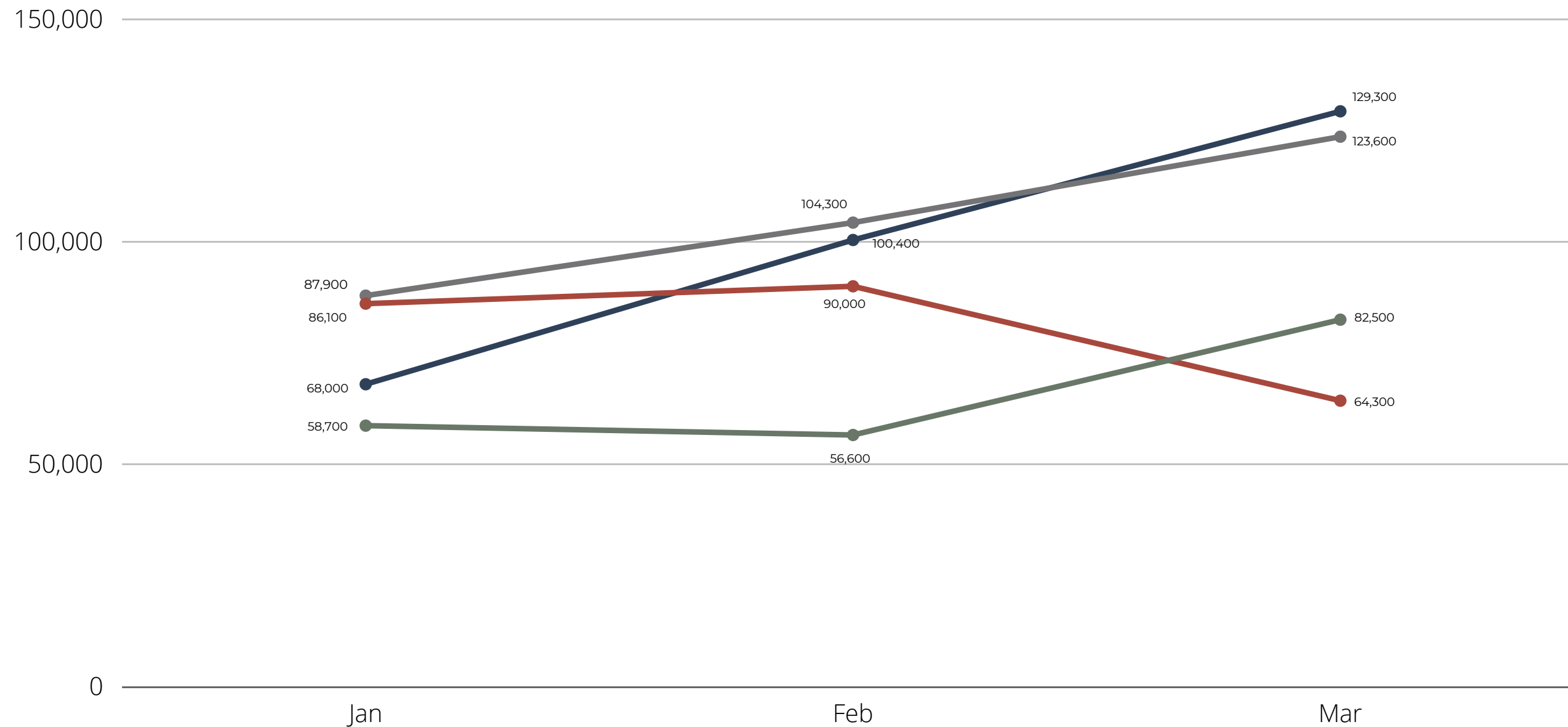
*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

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



CANADIAN VISITATION

CANADIAN VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



KEY FINDINGS

- January 2021 saw a **-32%** decrease in visits compared to January 2020 and a **-33%** decrease compared to 2019.
- February 2021 saw a **-37%** decrease compared to February 2020 and a **-46%** decrease compared to 2019.
- March 2021 saw a **28%** increase compared to March 2020 and a **-33%** decrease compared to 2019.

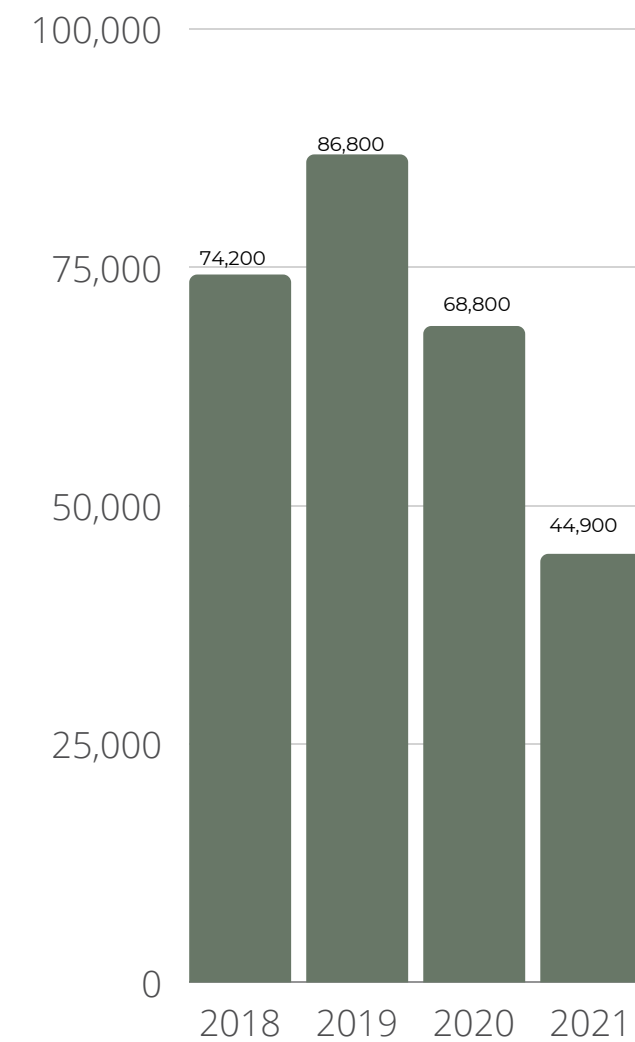
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

BRITISH COLUMBIA INSIGHTS

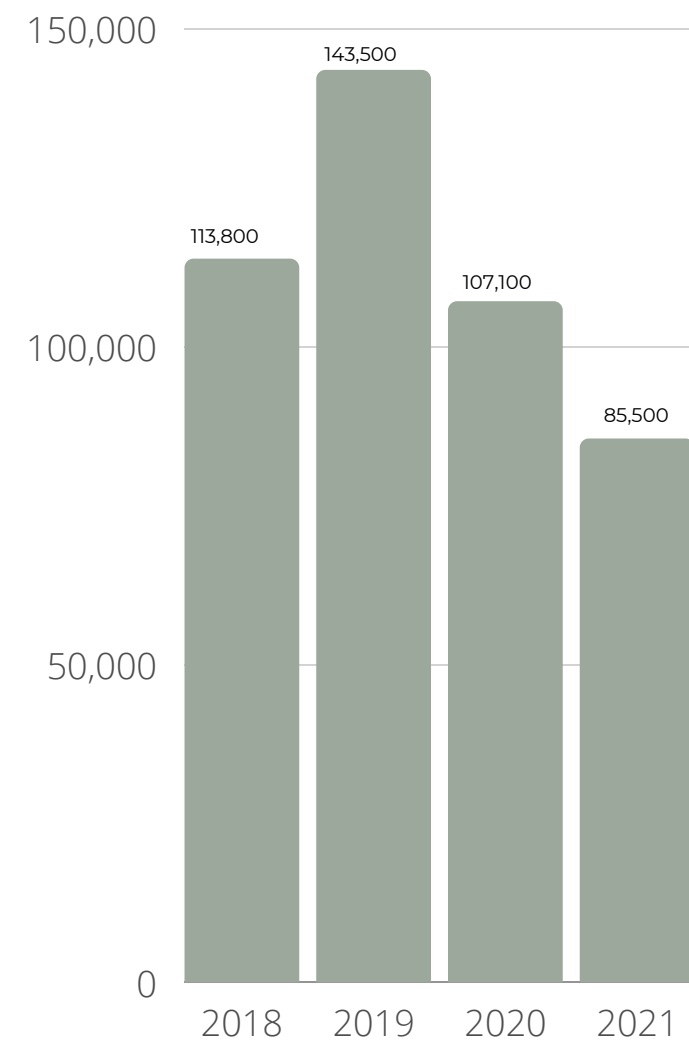
KOOTENAY ROCKIES VISITATION - Q1

BC RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

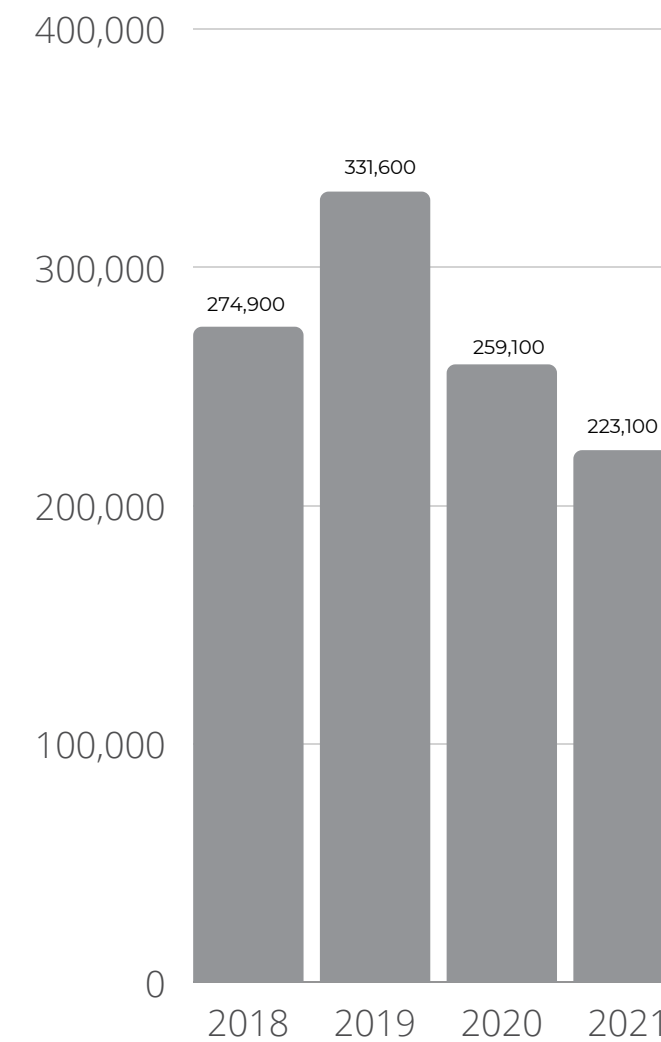
Number of Visitors to the Kootenay Rockies from BC in Q1



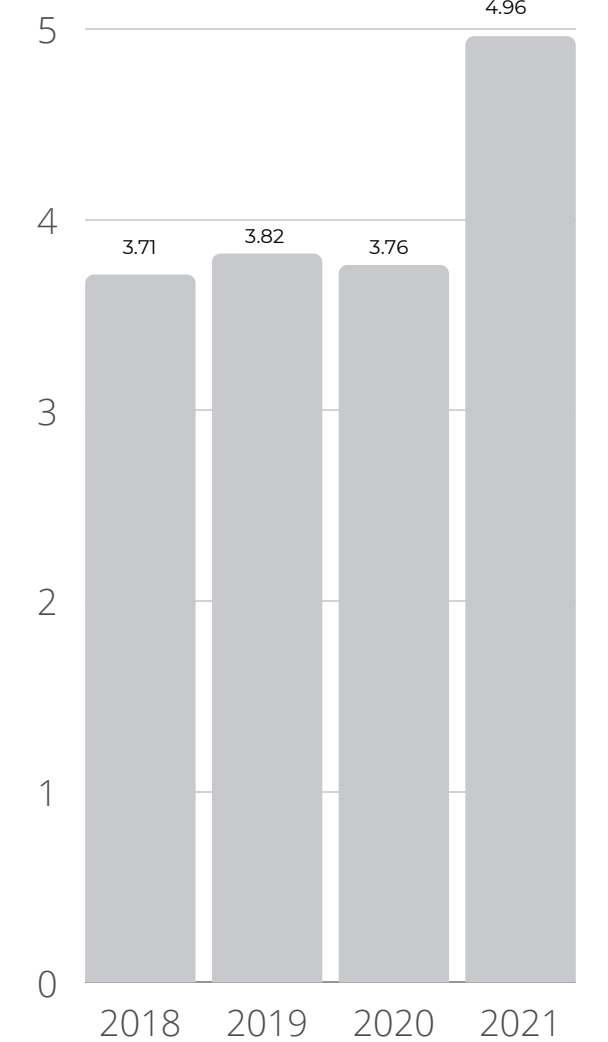
Number of Trips to the Kootenay Rockies from BC in Q1



Number of Nights Stayed in the Kootenay Rockies from BC in Q1



Night Stays/Visits to the Kootenay Rockies from BC in Q1



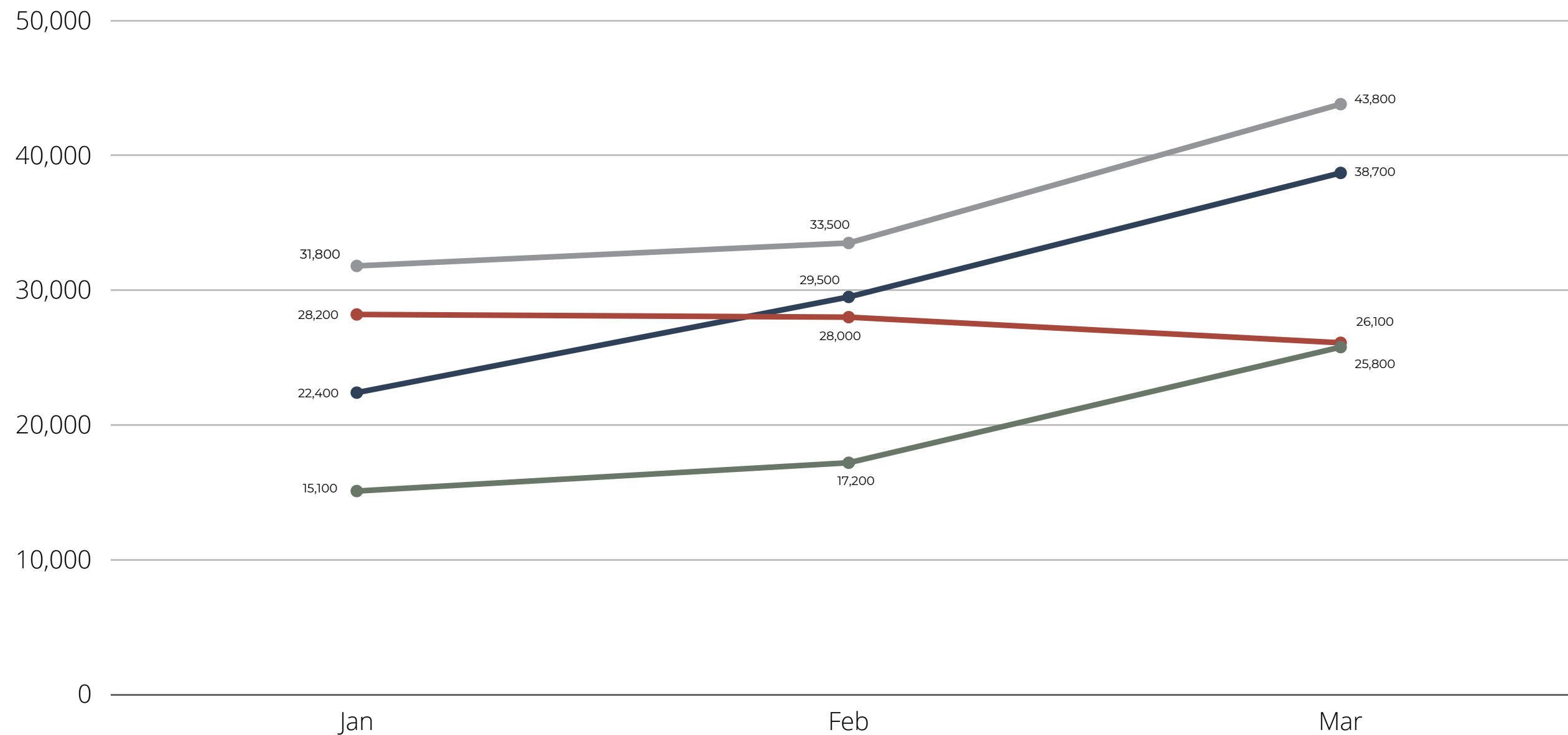
BC VISITS TO THE KOOTENAY ROCKIES BY QUARTER - Q1

NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

City	2018 Visitor Count	City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Kelowna	6,300	Vancouver	8,100	Vancouver	5,400	Vancouver	3,000
Vancouver	4,900	Kelowna	6,100	Kelowna	4,600	Abbotsford	2,400
Cranbrook	3,100	Surrey	4,000	Surrey	3,200	Kelowna	2,400
Surrey	2,900	Kamloops	3,800	Cranbrook	2,800	Chilliwack	1,800
Penticton	2,100	Cranbrook	3,600	Kamloops	2,500	Kamloops	1,800
Nelson	2,000	Abbotsford	1,700	Abbotsford	1,900	Penticton	1,400
Kamloops	2,000	Vernon	1,700	Burnaby	1,500	Surrey	1,400
Castlegar	1,700	West Kelowna	1,600	Vernon	1,400	Cranbrook	1,400
Abbotsford	1,600	Burnaby	1,400	Chilliwack	1,300	Burnaby	1,300
Salmon Arm	1,400	Langley	1,400	Salmon Arm	1,300	Vernon	1,200

BRITISH COLUMBIA VISITATION

BC VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



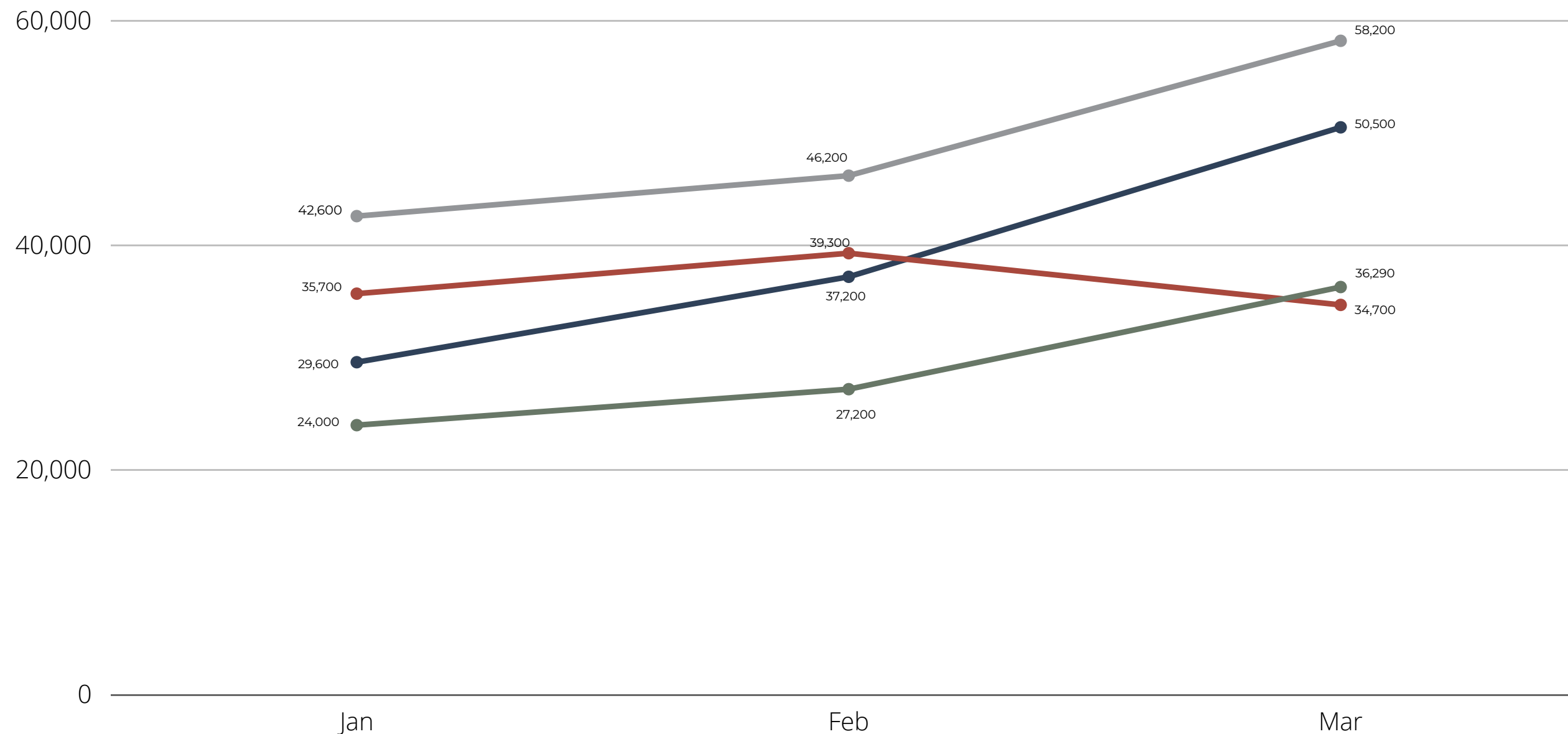
KEY FINDINGS

- January 2021 saw a **-87%** decrease in visits compared to January 2020 and a **-110%** decrease compared to 2019.
- February 2021 saw a **-63%** decrease compared to February 2020 and a **-95%** decrease compared to 2019.
- March 2021 saw a **-1%** 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.

BRITISH COLUMBIA VISITATION

BC TRIPS TO THE KOOTENAY ROCKIES BY MONTH



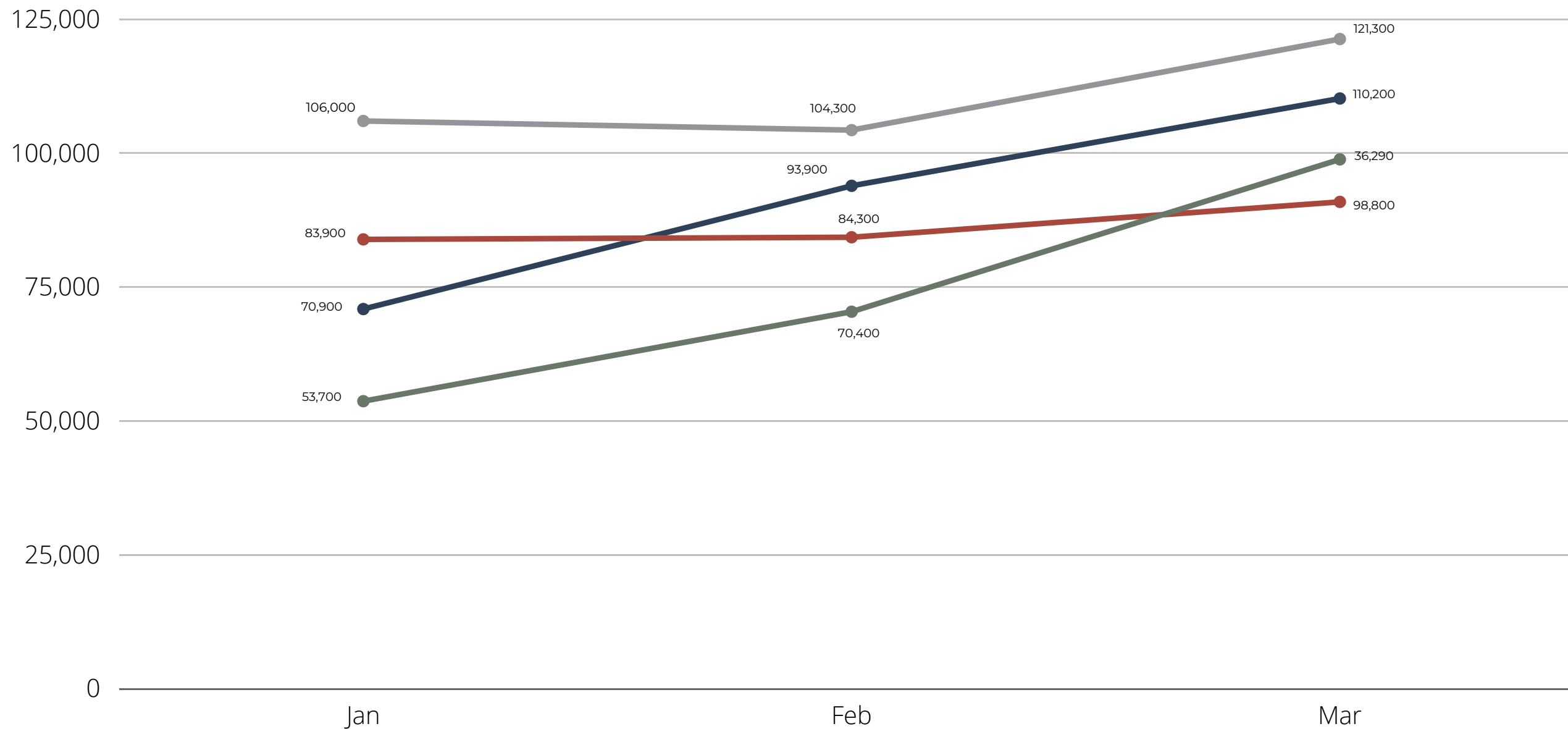
KEY FINDINGS

- January 2021 saw a **-49%** decrease in trips compared to January 2020 and a **-17%** decrease compared to 2019.
- February 2021 saw a **-45%** decrease compared to February 2020 and a **-70%** decrease compared to 2019.
- March 2021 saw a **4%** increase compared to March 2020 and a **-60%** 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 OVERNIGHT STAYS IN THE KOOTENAY ROCKIES BY MONTH



KEY FINDINGS

- January 2021 saw a **-56%** decrease in Overnight Stays compared to January 2020 and a **-98%** decrease compared to 2019.
- February 2021 saw a **-20%** 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/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **33%** when comparing January 2019 to January 2021.
 - Trips decreased by **27%** and Overnight Stays decreased by **27%** from January 2019 to January 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **32%** when comparing January 2020 to January 2021.
 - Trips decreased by **26%** and Overnight Stays decreased by **29%** from January 2020 to January 2021.

Visitation to the Kootenay Rockies from all provinces decreased when comparing January 2021 to January 2019 and 2020.

There was no ranking visitation from New Brunswick, Nova Scotia or Nunavut in January 2019 or 2021.

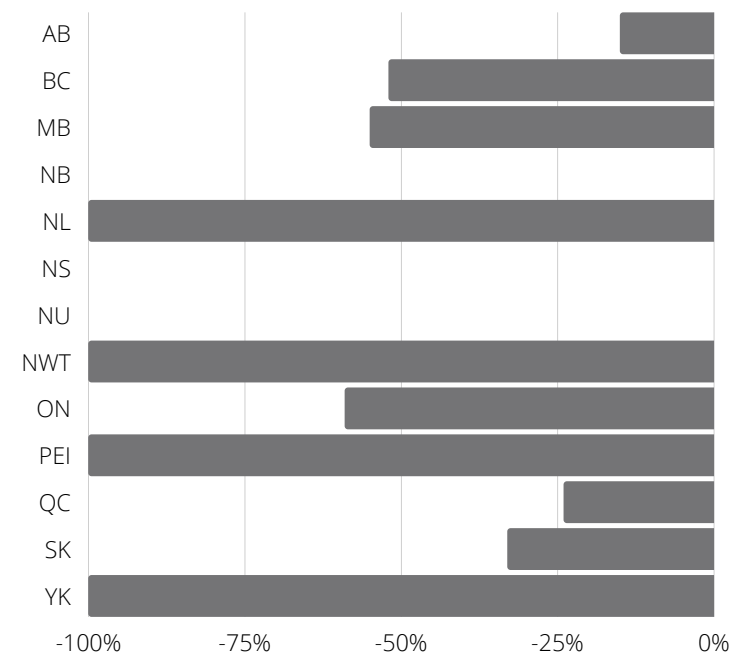
There was no ranking visitation from Newfoundland, Nova Scotia, Nunavut, the Northwest Territories or PEI in January 2020 or 2021.

January 2019 Provincial and National Visitation

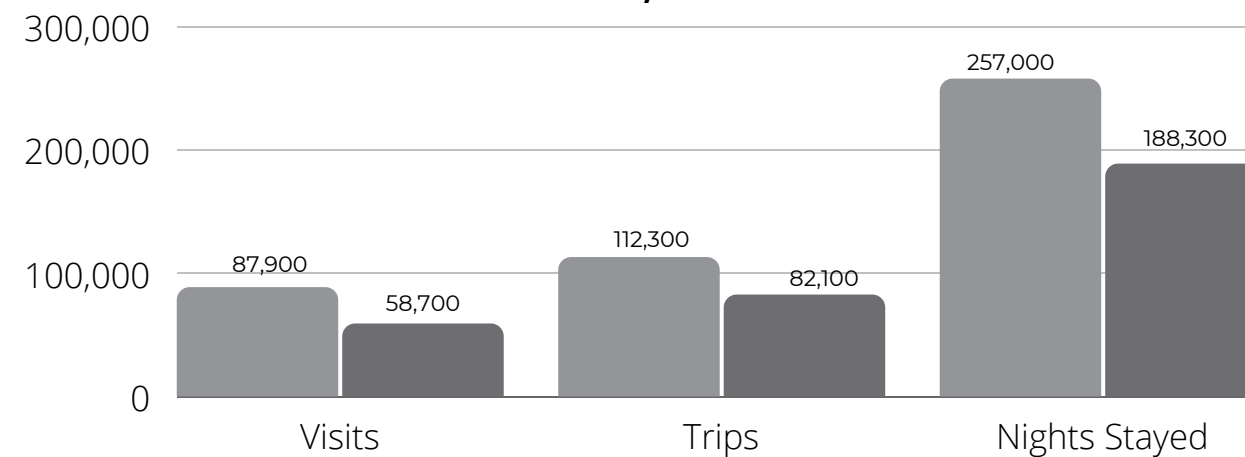
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **33%** from 87,900 in January 2019 to 58,700 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **27%** from 112,300 in January 2019 to 82,100 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **27%** from 257,000 in January 2019 to 188,300 in 2021.

Provincial Visits to the Kootenay Rockies January 2019 vs. January 2021



Canadian Visitation to the Kootenay Rockies - January 2019/2021

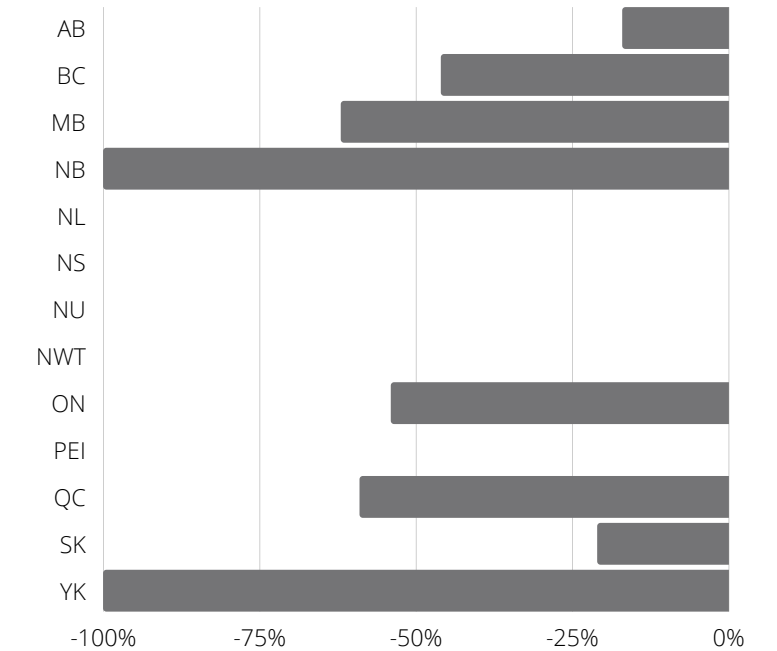


January 2021 Provincial and National Visitation

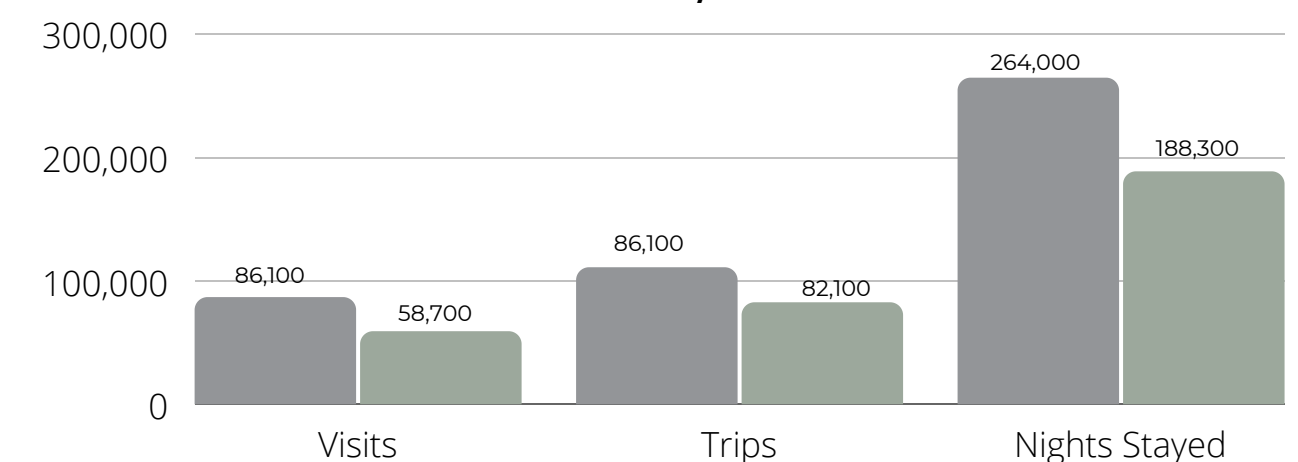
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **32%** from 86,100 in January 2020 to 58,700 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **26%** from 110,300 in January 2020 to 82,100 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **29%** from 264,000 in January 2020 to 188,300 in 2021.

Provincial Visits to the Kootenay Rockies January 2020 vs. January 2021



Canadian Visitation to the Kootenay Rockies - January 2020/2021



JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

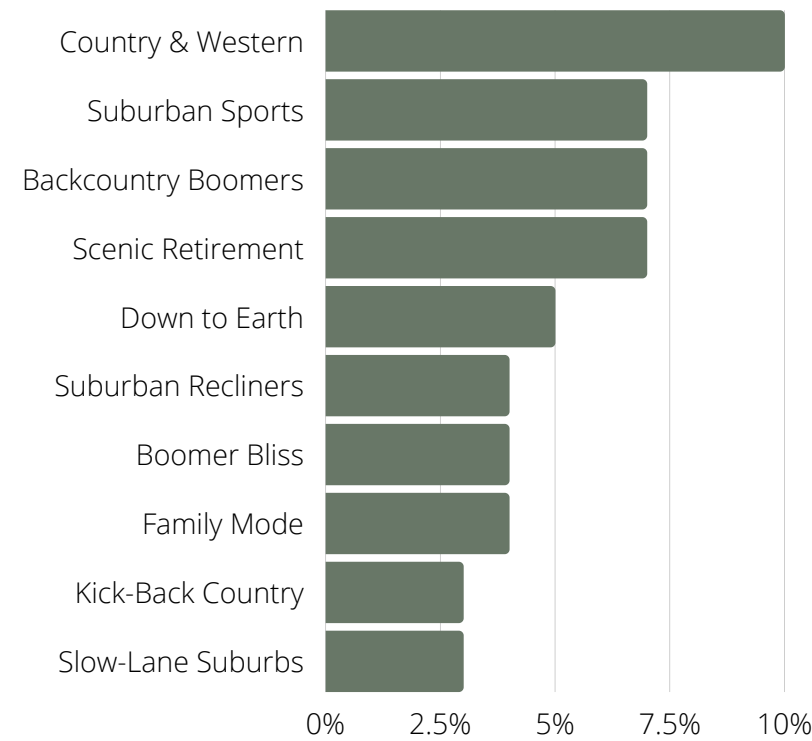
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to Vancouver Island in February 2019 and 2021.
- The top 3 PRIZM Segments were consistent in 2019 and 2021

January 2019 BC Visits to the Kootenay Rockies 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)
- **Backcountry Boomers** rank 15th, making up 54,847 households, or 2.7% of the total Households in British Columbia (2,010,897)

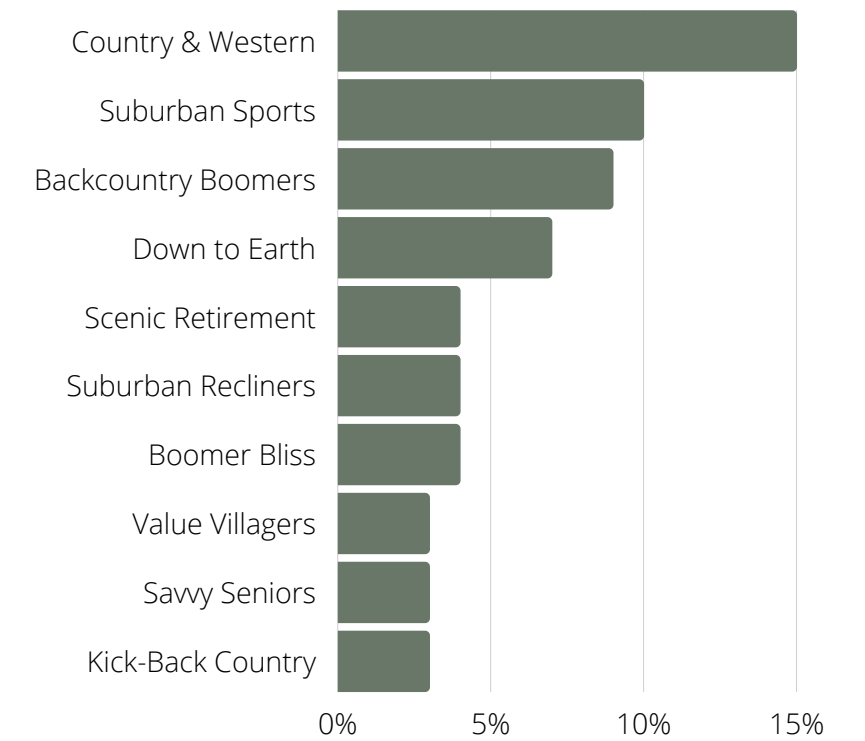


January 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

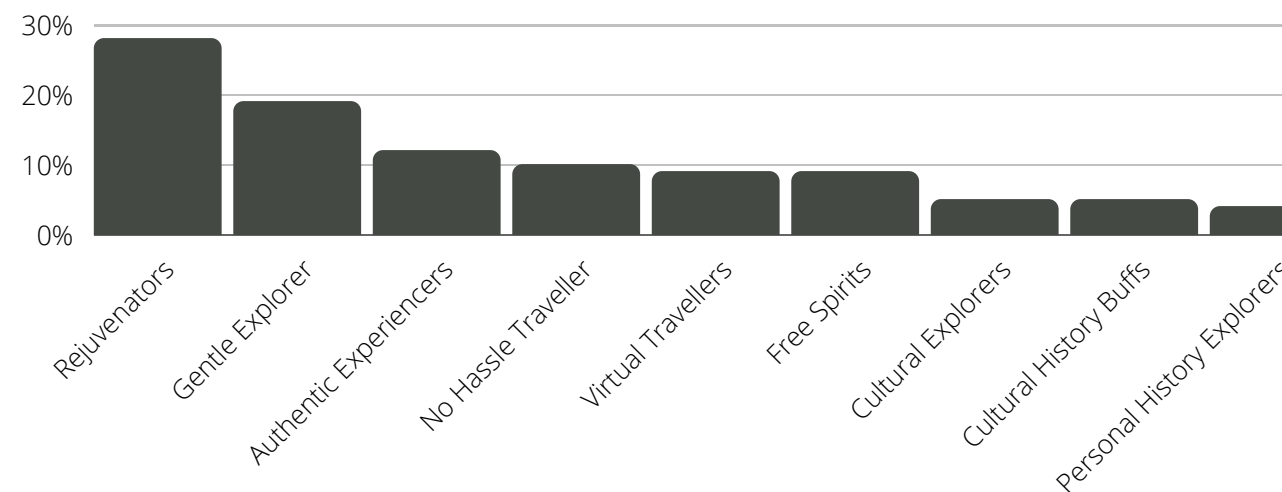
Visits by PRIZM Segment

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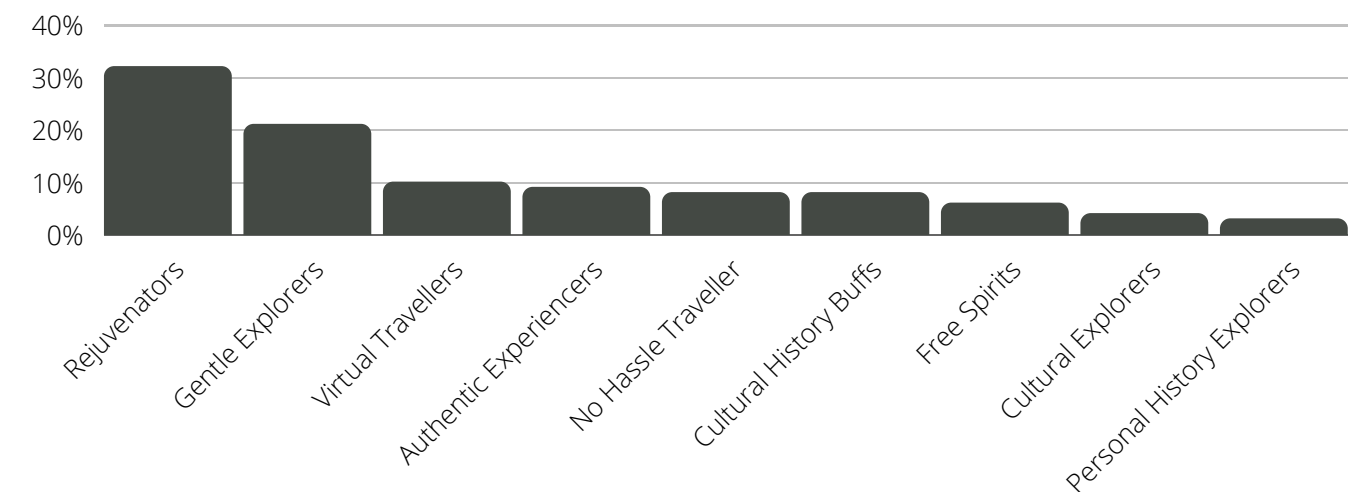
- **Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
- **Suburban Sports** rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- **Backcountry Boomers** rank 15th, making up 54,847 households, or 2.7% of the total Households in British Columbia (2,010,897)



January 2019 Visits by EQ Type



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.
 Note: All counts have been rounded to the nearest 100

FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

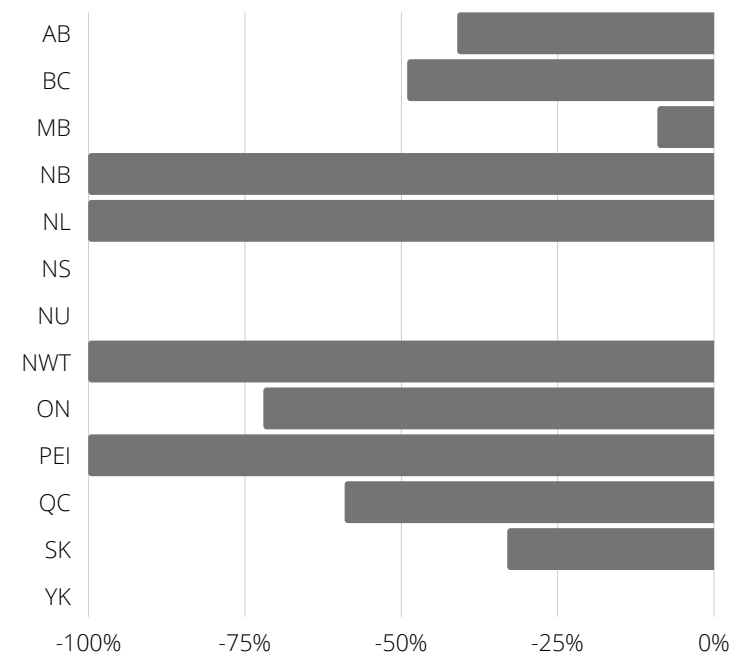
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **46%** when comparing February 2019 to February 2021.
 - Trips decreased by **38%** and Overnight Stays decreased by **16%** from February 2019 to February 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **37%** when comparing February 2020 to February 2021.
 - Trips decreased by **31%** and Overnight Stays decreased by **9%** from February 2020 to February 2021.
- There was no ranking visitation from Nova Scotia or Nunavut in February 2019 or 2021.
- There was no ranking visitation from Nunavut in February 2020 or 2021.

February 2019 Provincial and National Visitation

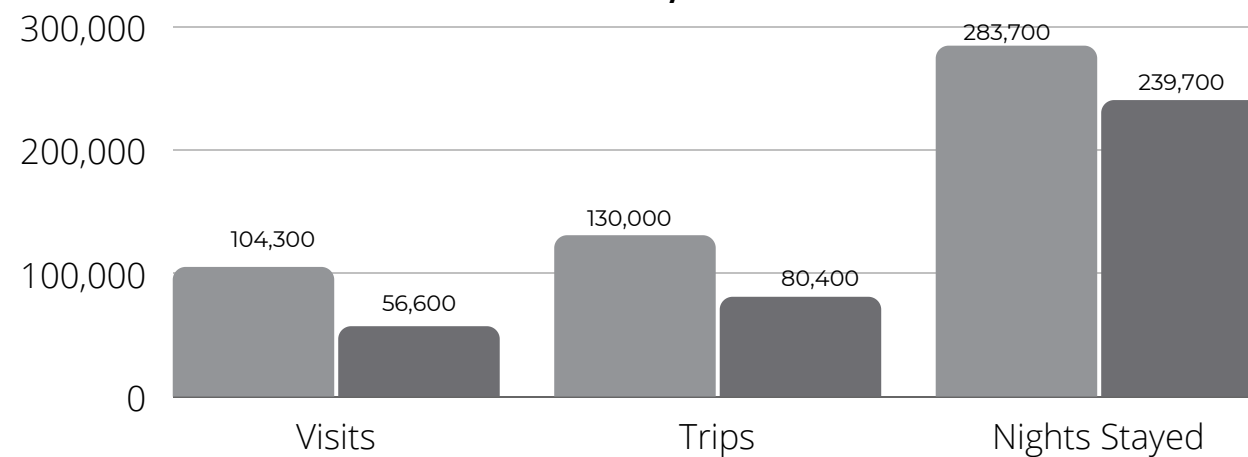
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **46%** from 104,300 in February 2019 to 56,600 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **38%** from 130,000 in February 2019 to 80,400 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **16%** from 283,700 in February 2019 to 239,700 in 2021.

Provincial Visits to the Kootenay Rockies February 2019 vs. February 2021



Canadian Visitation to the Kootenay Rockies - February 2019/2021

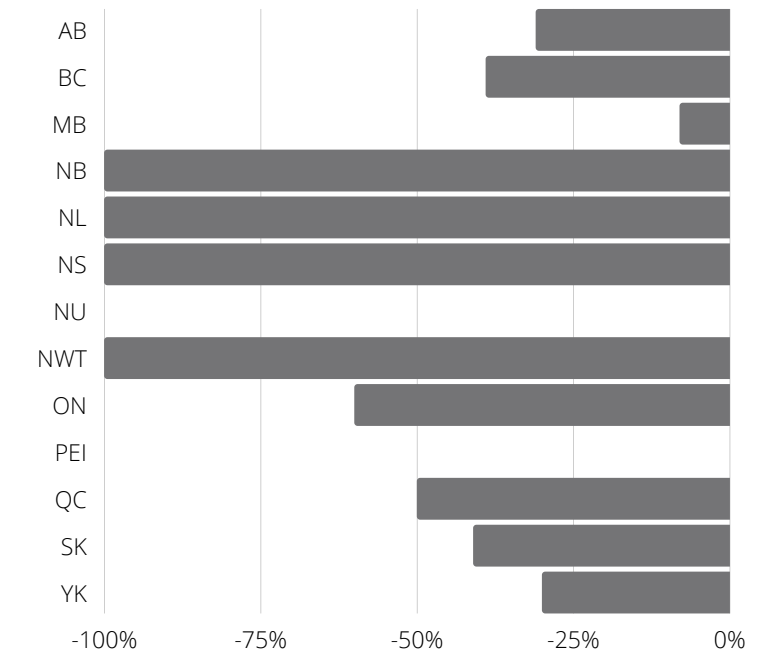


February 2021 Provincial and National Visitation

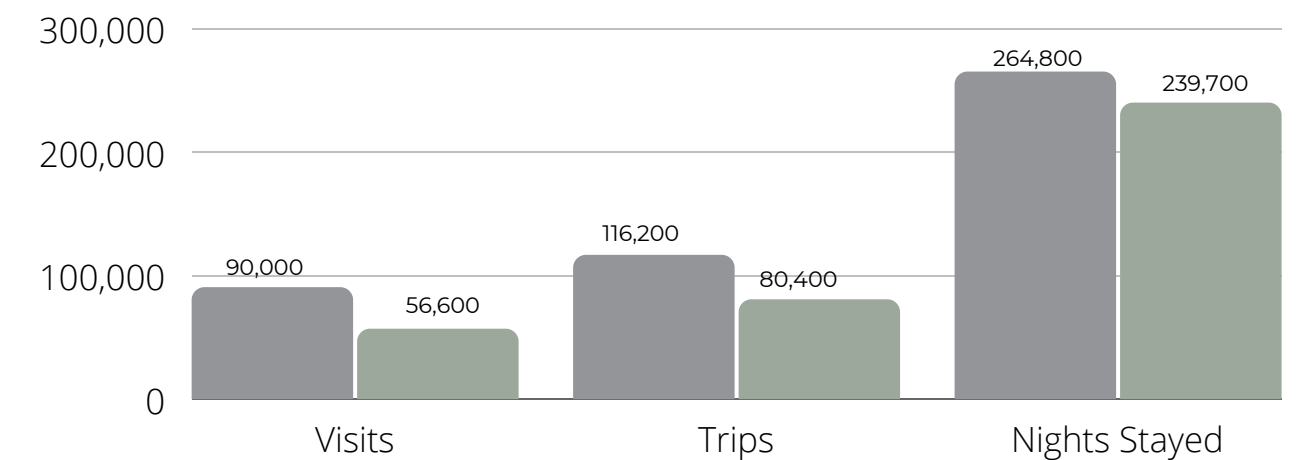
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **37%** from 90,000 in February 2020 to 56,600 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **31%** from 116,200 in February 2020 to 80,400 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **9%** from 264,800 in February 2020 to 239,700 in 2021.

Provincial Visits to the Kootenay Rockies February 2020 vs. February 2021



Canadian Visitation to the Kootenay Rockies - February 2020/2021



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

FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

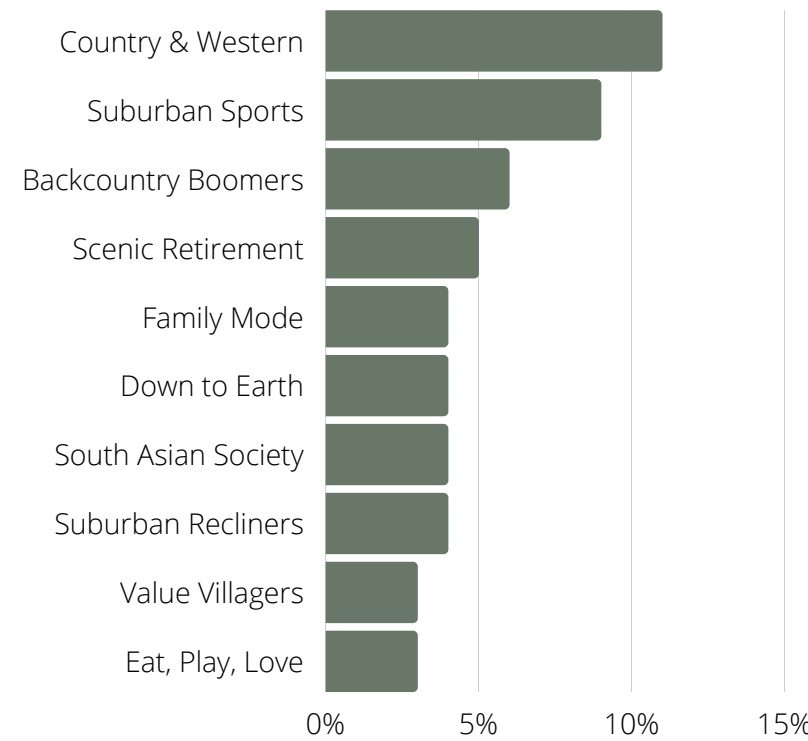
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in February 2019 and 2021.
- The top 3 PRIZM Segments were consistent in 2019 and 2021

February 2019 BC Visits to the Kootenay Rockies 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)
- **Backcountry Boomers** rank 15th, making up 54,847 households, or 2.7% of the total Households in British Columbia (2,010,897)

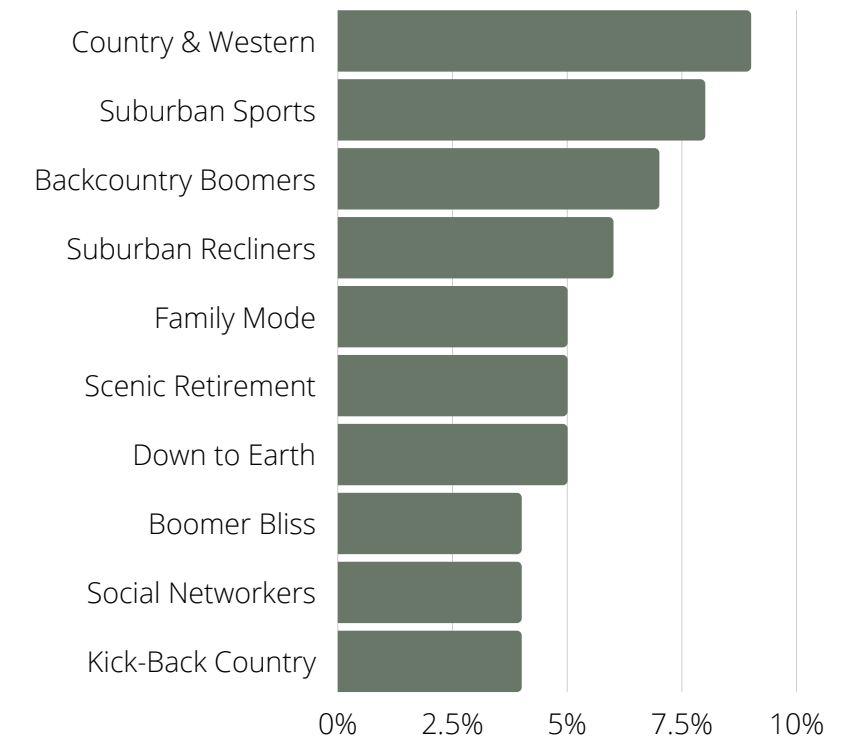


February 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

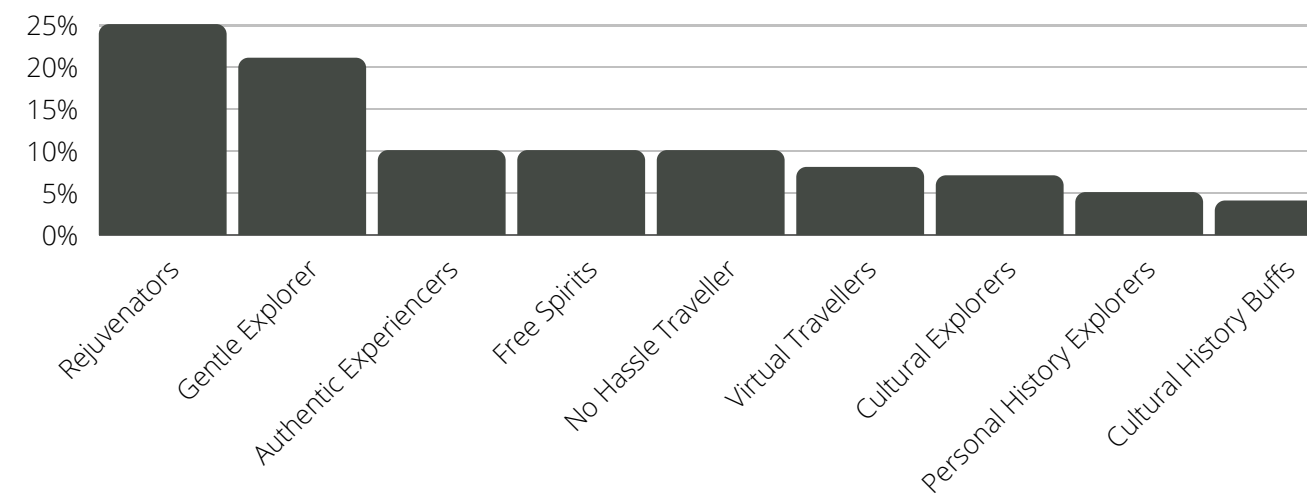
Visits by PRIZM Segment

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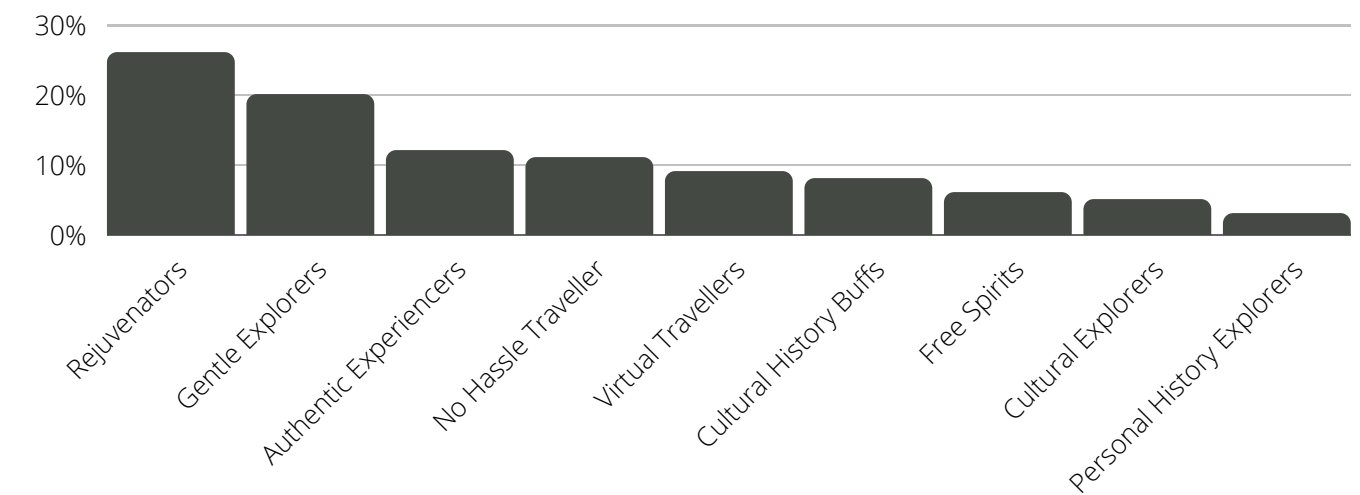
- **Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
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February 2019 Visits by EQ Type



February 2021 Visits by EQ Type



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

MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

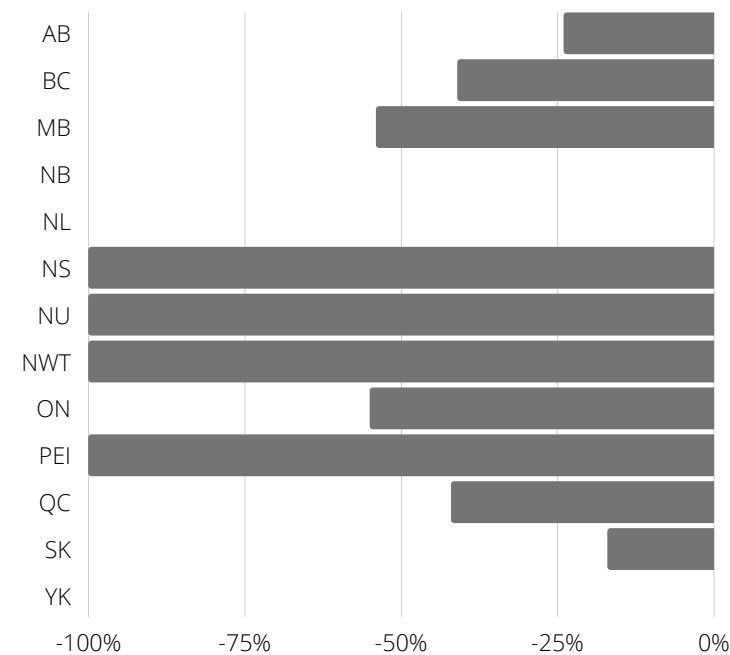
- The number of visits to the Kootenay Rockies from Canadian travellers dropped by **33%** when comparing March 2019 to March 2021.
 - Trips decreased by **24%** and Overnight Stays decreased by **7%** from March 2019 to March 2021.
- The number of visits to the Kootenay Rockies from Canadian travellers increased by **28%** when comparing March 2020 to March 2021.
 - Trips increased by **38%** and Overnight Stays increased by **37%** from March 2020 to March 2021.
- There was no ranking visitation from New Brunswick, Newfoundland or the Yukon in March 2019 or 2021.
- Visits to the Kootenay Rockies from Alberta and Saskatchewan increased in March 2021 when compared to March 2020. All other Provinces decreased or had no ranking visitation (New Brunswick, Newfoundland, PEI)

March 2019 Provincial and National Visitation

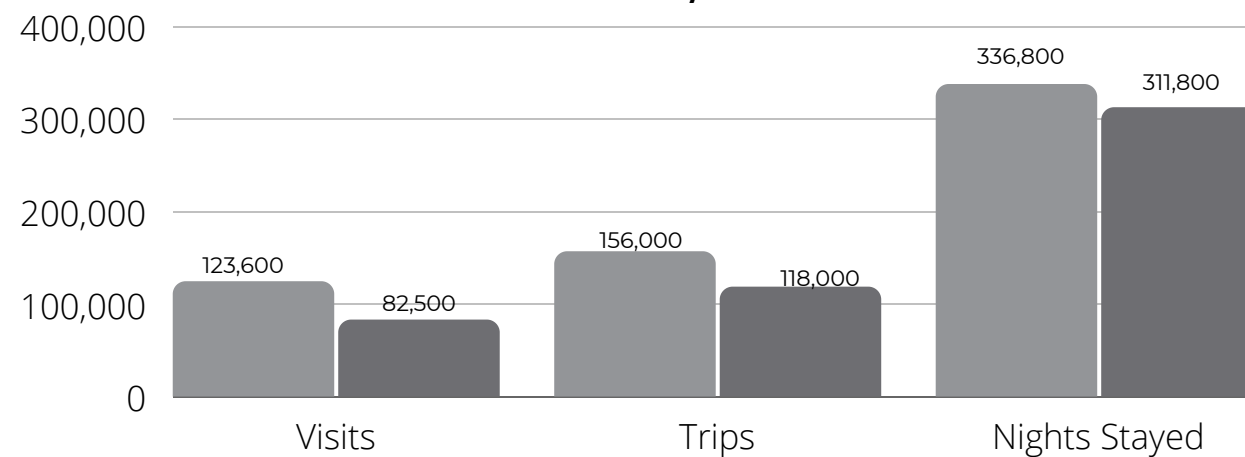
Canadian Visitation

- Canadian Visits to the Kootenay Rockies decreased by **33%** from 123,600 in March 2019 to 85,500 in 2021.
- Canadian Trips to the Kootenay Rockies decreased by **24%** from 156,000 in March 2019 to 118,000 in 2021.
- Canadian Night Stays in the Kootenay Rockies decreased by **7%** from 336,800 in March 2019 to 311,800 in 2021.

Provincial Visits to the Kootenay Rockies
March 2019 vs. March 2021



Canadian Visitation to the Kootenay Rockies - March 2019/2021

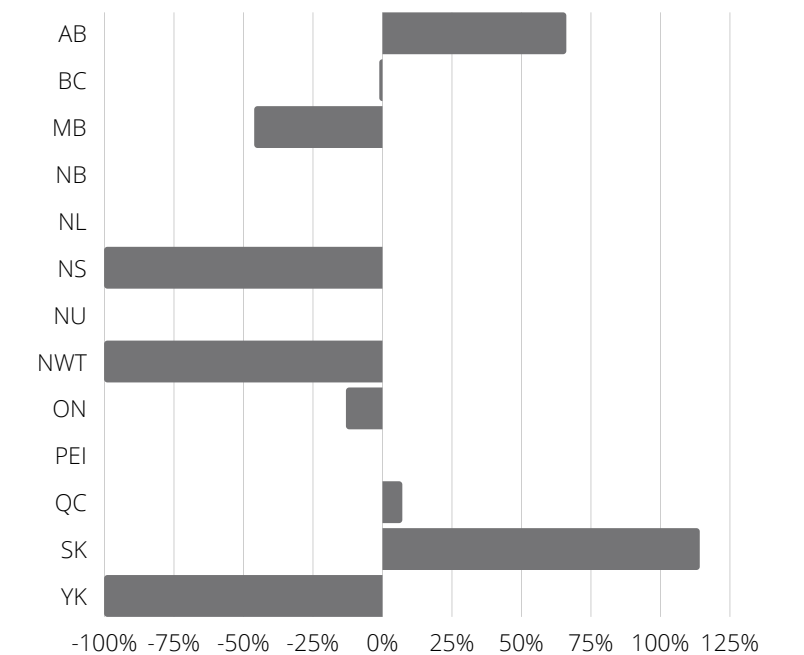


March 2019 Provincial and National Visitation

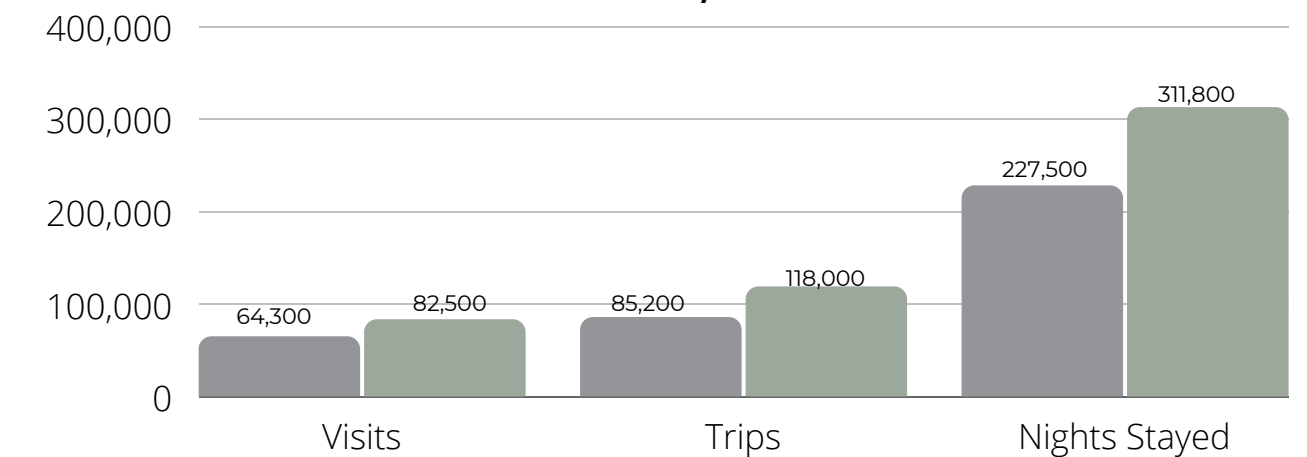
Canadian Visitation

- Canadian Visits to the Kootenay Rockies increased by **28%** from 64,300 in March 2020 to 85,500 in 2021.
- Canadian Trips to the Kootenay Rockies increased by **38%** from 85,200 in March 2020 to 118,000 in 2021.
- Canadian Night Stays in the Kootenay Rockies increased by **37%** from 227,500 in March 2020 to 311,800 in 2021.

Provincial Visits to the Kootenay Rockies
March 2020 vs. March 2021



Canadian Visitation to the Kootenay Rockies - March 2020/2021



MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

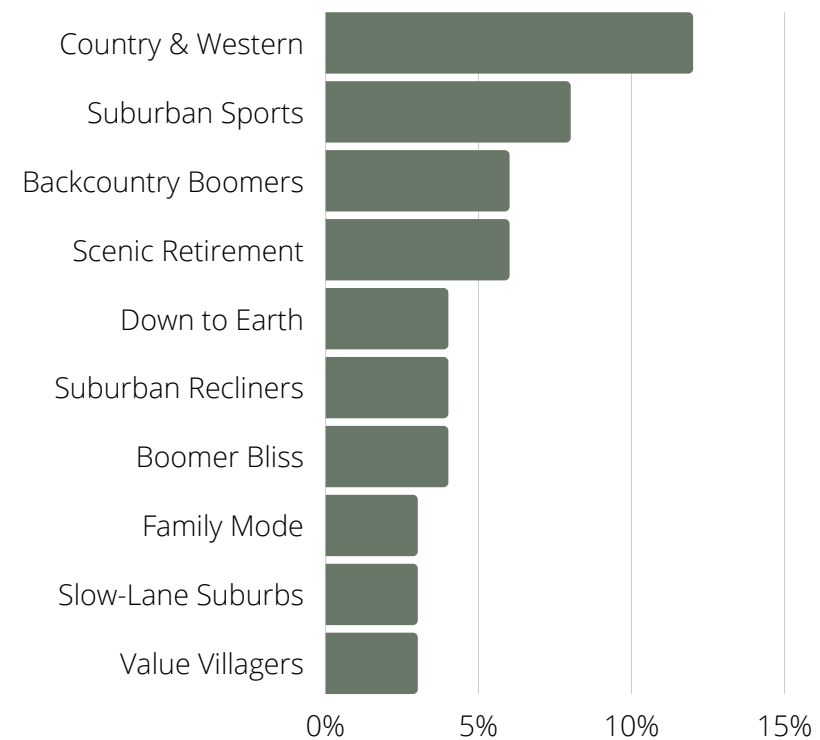
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Kootenay Rockies in March 2019.
- Country & Western, Suburban Sports and Family Mode were the top visiting PRIZM Segments in March 2021.
 - Backcountry Boomers ranked 3rd in 2019 and 4th in 2021
 - Family Mode ranked 3rd in 2021 and 8th in 2019

March 2019 BC Visits to the Kootenay Rockies 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)
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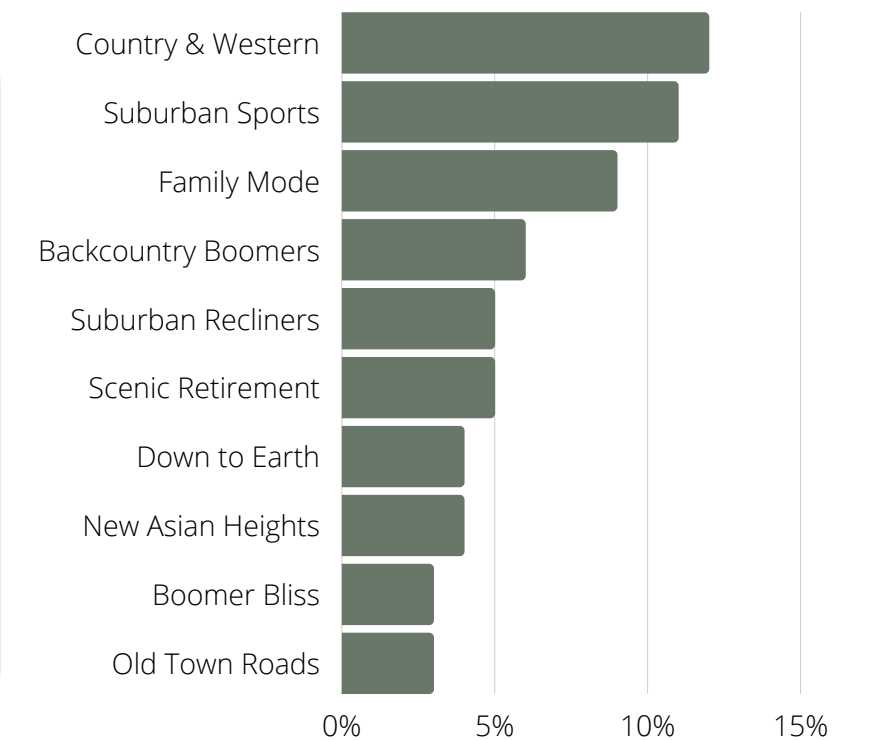


March 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

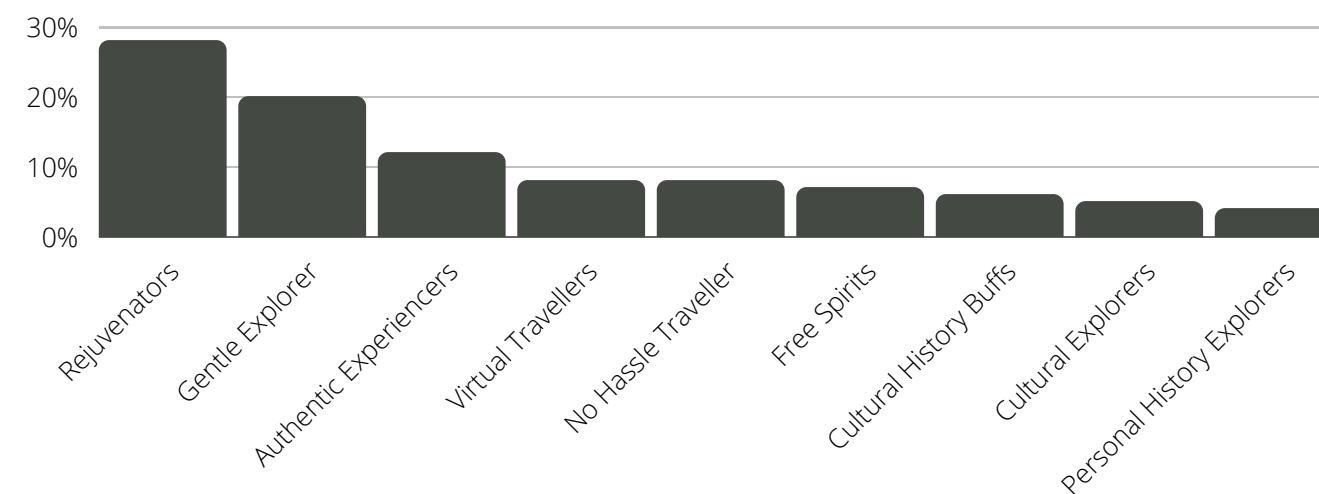
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

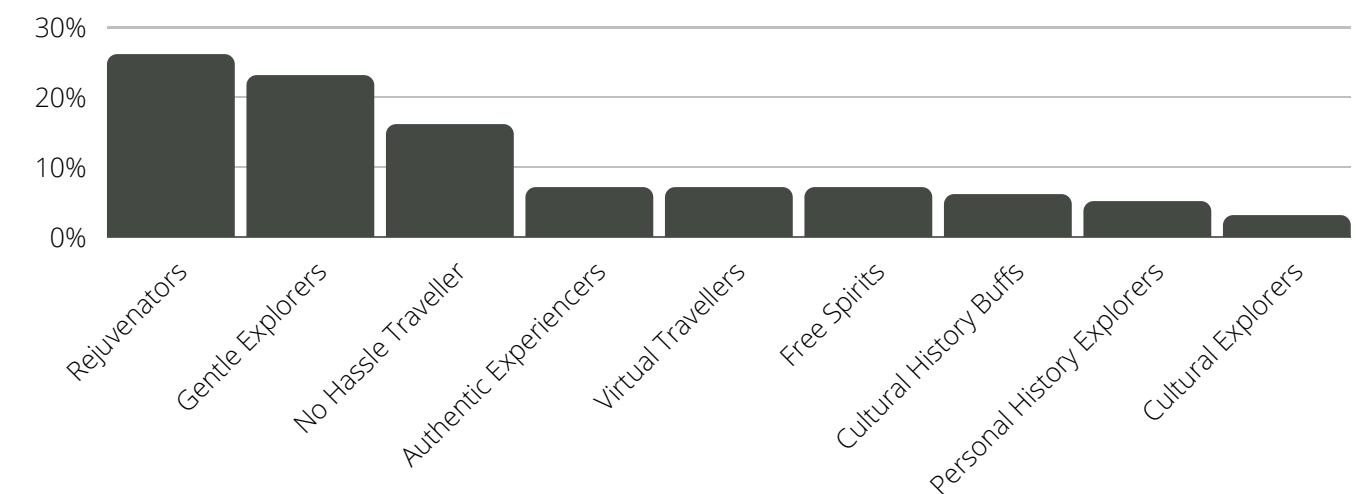
- **Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897)
- **Suburban Sports** rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)
- **Family Mode** rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia (2,010,897)



March 2019 Visits by EQ Type



March 2021 Visits by EQ Type



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

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

BACKCOUNTRY BOOMERS

General Canadian Summary

- Rural, lower-middle-income older couples and singles
- Mixed Education
- Blue-collar and Service Sector Positions in farming, natural resources, construction, transportation and trades
- Value their outdoor surroundings, hiking, cross-country skiing and snowmobiling
- Top Geography: Prince Edward Island, Ontario, Nova Scotia, Newfoundland, New Brunswick
- EQ Type: Virtual Traveller



Source: Environics PRIZM Marketer's Guide 2020

Category

British Columbia Highlights

Household Count

- Of the 67 PRIZM Segments identified in Canada, Backcountry Boomers rank 15th, making up 54,847 households, or 2.7% of the total Households in British Columbia (2,010,897)

Maintainer Age

- Median Household Maintainer Age is 63

Children at Home

- 37% of couples have children living at home

Household Income

- Below Average Household Income of \$85,977 compared to BC at \$106,681

Top Social Value

- 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

- 15hrs/week listening to the Radio, 24hrs/week watching TV, 1hr/week reading the Newspaper and 3.3hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)
- 83% currently use Facebook, 30% use Instagram and 20% use Twitter



Source: Environics Analytics- Envision 2020

2020 BC 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



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, Family Mode rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia (2,010,897)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 51
Children at Home	<ul style="list-style-type: none"> • 50% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Above Average Household Income of \$134,916 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"> • 13hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Weekly Magazine usage is minimal • 78% currently use Facebook, 35% use Instagram and 23% use Twitter



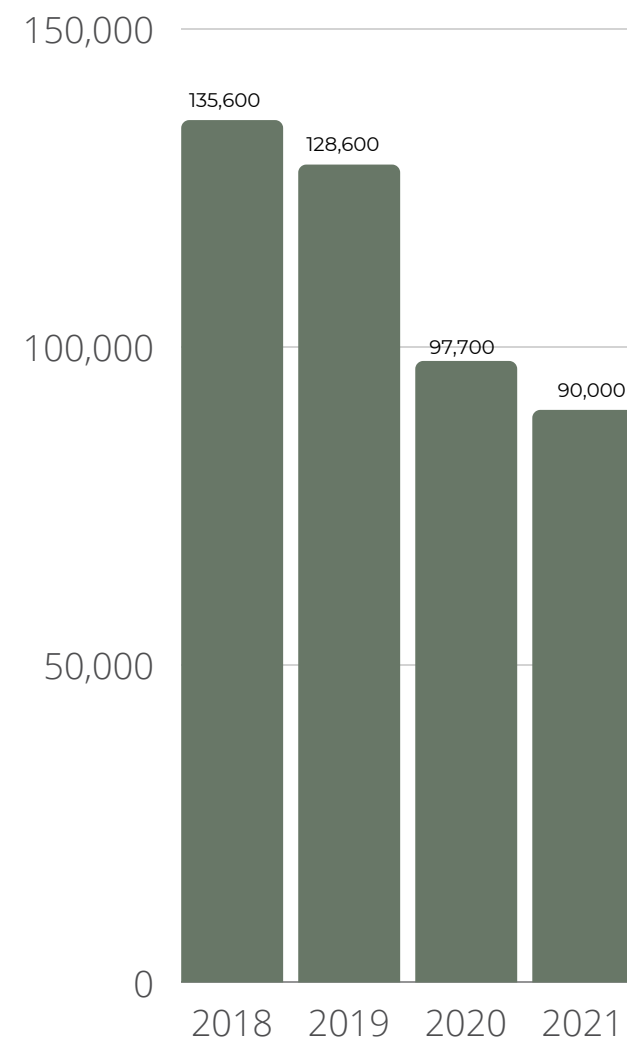
Source: Environics Analytics- Envision 2020

ALBERTA INSIGHTS

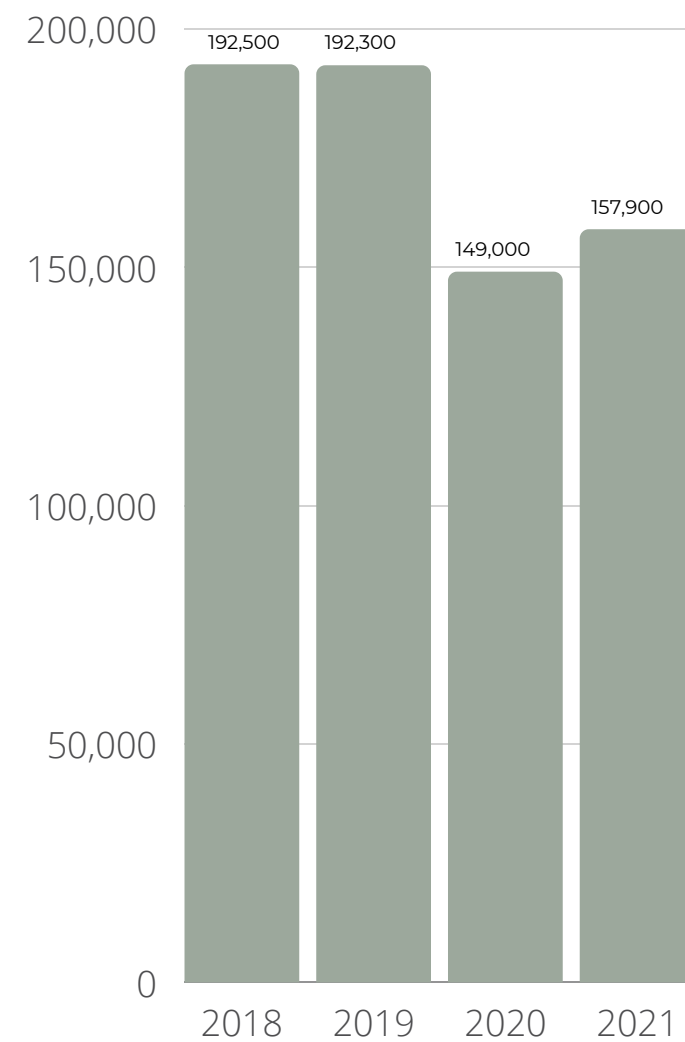
KOOTENAY ROCKIES VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO THE KOOTENAY ROCKIES

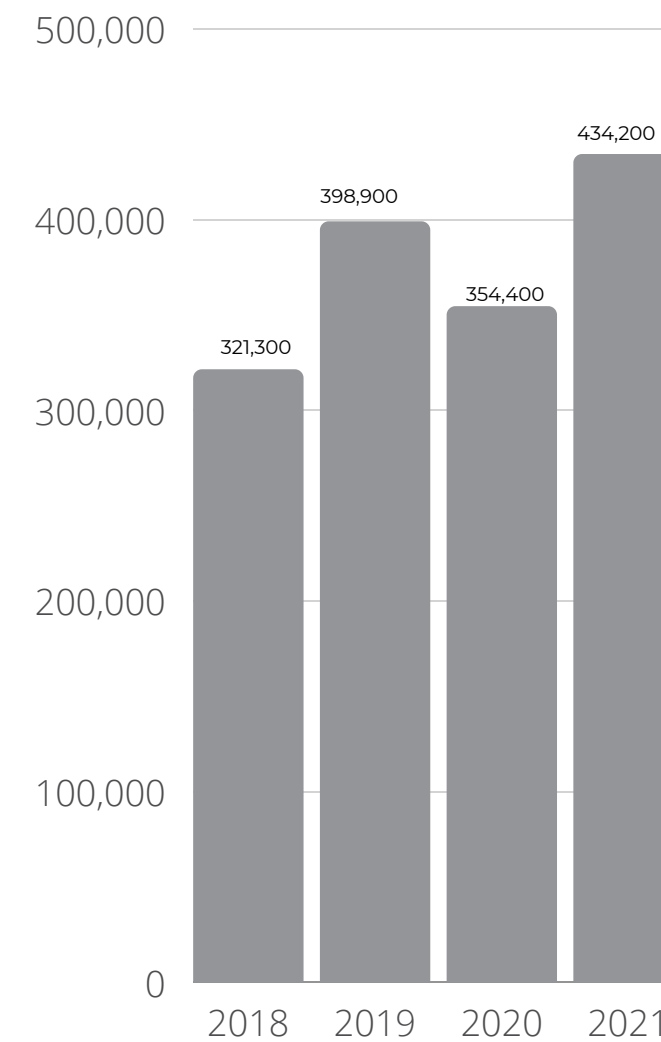
Number of Visitors to the Kootenay Rockies from AB in Q1



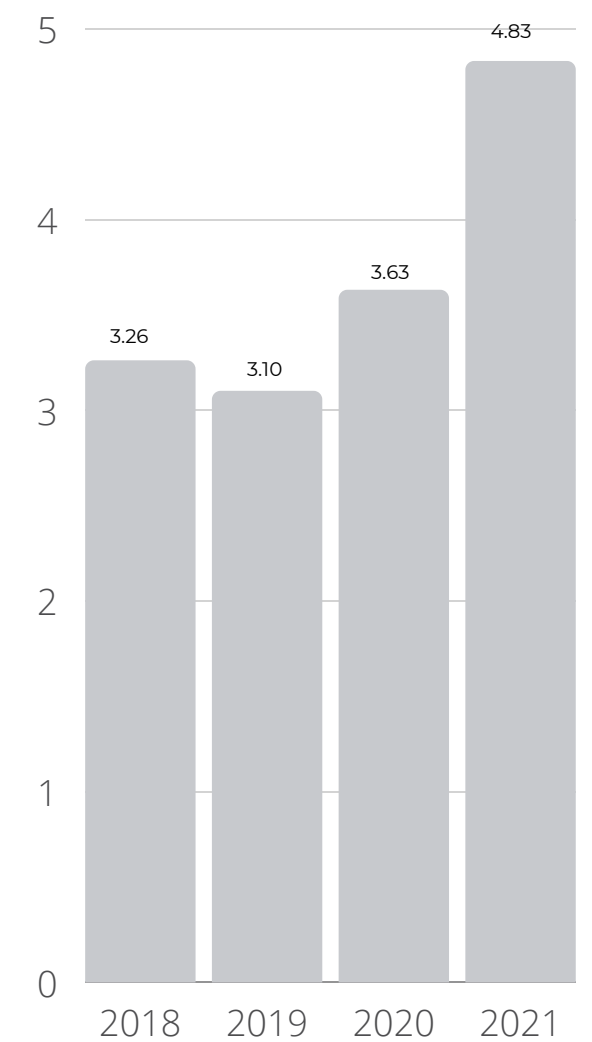
Number of Trips to the Kootenay Rockies from AB in Q1



Number of Nights Stayed in the Kootenay Rockies from AB in Q1



Night Stays/Visits to the Kootenay Rockies from AB in Q1



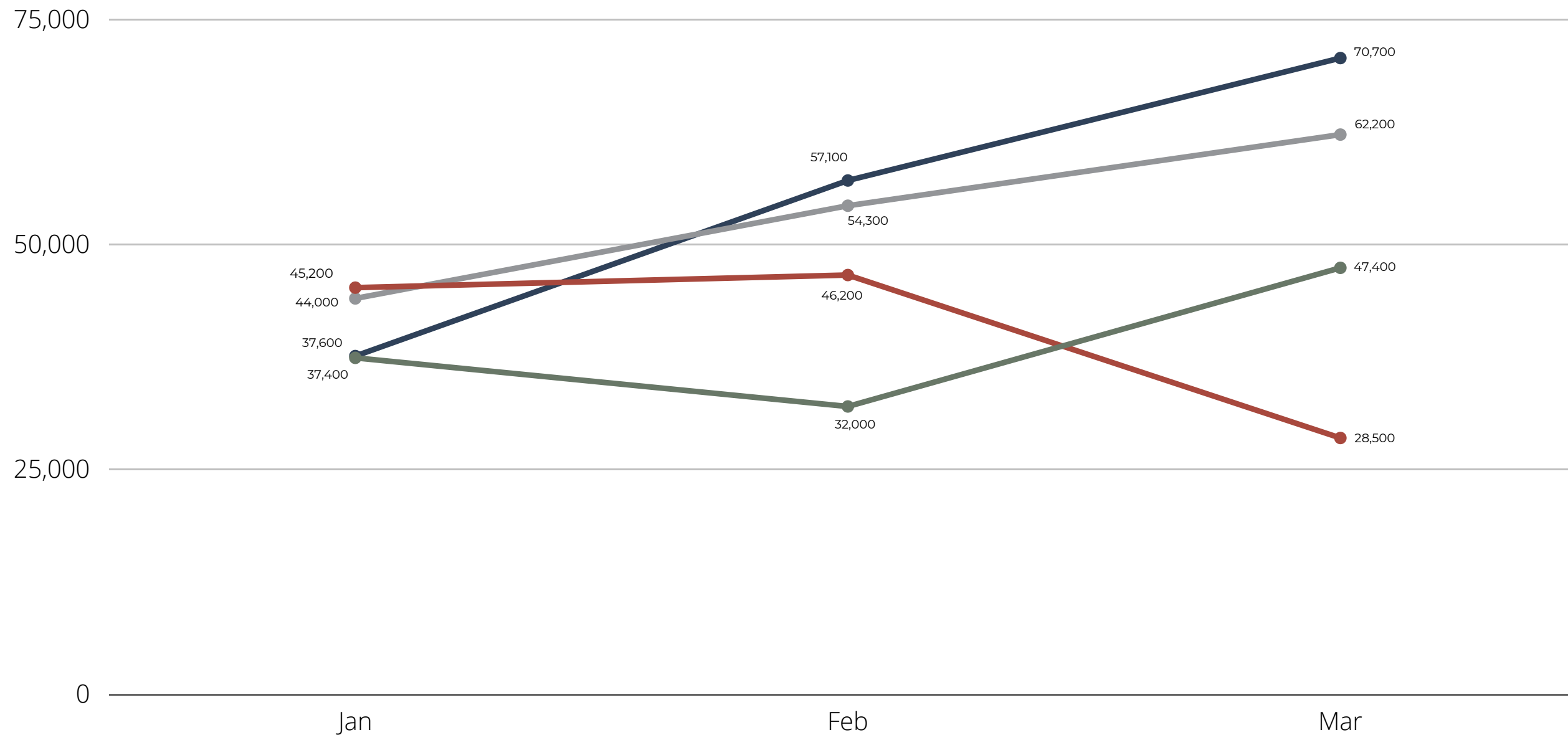
AB VISITS TO THE KOOTENAY ROCKIES BY QUARTER - Q1

NUMBER OF VISITS TO THE KOOTENAY ROCKIES BY ORIGIN CITY

City	2018 Visitor Count	City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	68843	Calgary	59,200	Calgary	48,000	Calgary	44,100
Edmonton	14955	Edmonton	15,600	Edmonton	9,500	Edmonton	7,700
Airdrie	3756	Airdrie	3,200	Lethbridge	3,400	Red Deer	2,500
Lethbridge	3652	Rocky View County	2,800	Red Deer	2,500	Airdrie	2,100
Rocky View County	3163	Red Deer	2,600	Airdrie	2,400	Rocky View County	2,100
Strathcona County	3016	Lethbridge	2,600	Rocky View County	2,200	Okotoks	1,400
Canmore	2205	Canmore	2,400	Canmore	1,600	Canmore	1,300
Red Deer	2195	Strathcona County	1,800	Strathcona County	1,300	Strathcona County	1,200
St. Albert	1889	Okotoks	1,600	Okotoks	1,300	Chestermere	1,100
Okotoks	1669	Cochrane	1,400	Cochrane	1,000	Spruce Grove	1,000

ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO THE KOOTENAY ROCKIES BY MONTH



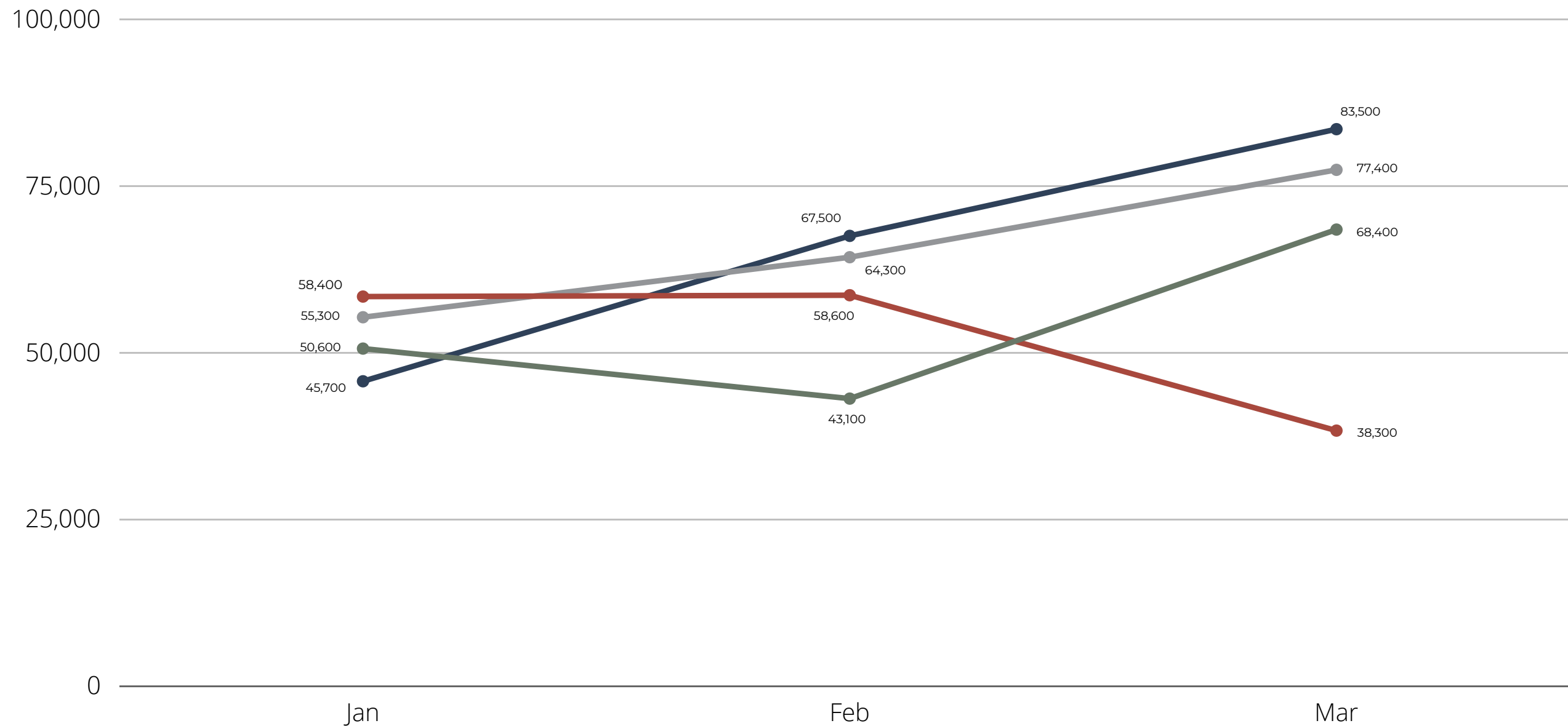
KEY FINDINGS

- January 2021 saw a **-21%** decrease in visits compared to January 2020 and a **-18%** decrease compared to 2019.
- February 2021 saw a **-45%** decrease compared to February 2020 and a **-70%** decrease compared to 2019.
- March 2021 saw a **40%** increase compared to March 2020 and a **-31%** 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 THE KOOTENAY ROCKIES BY MONTH



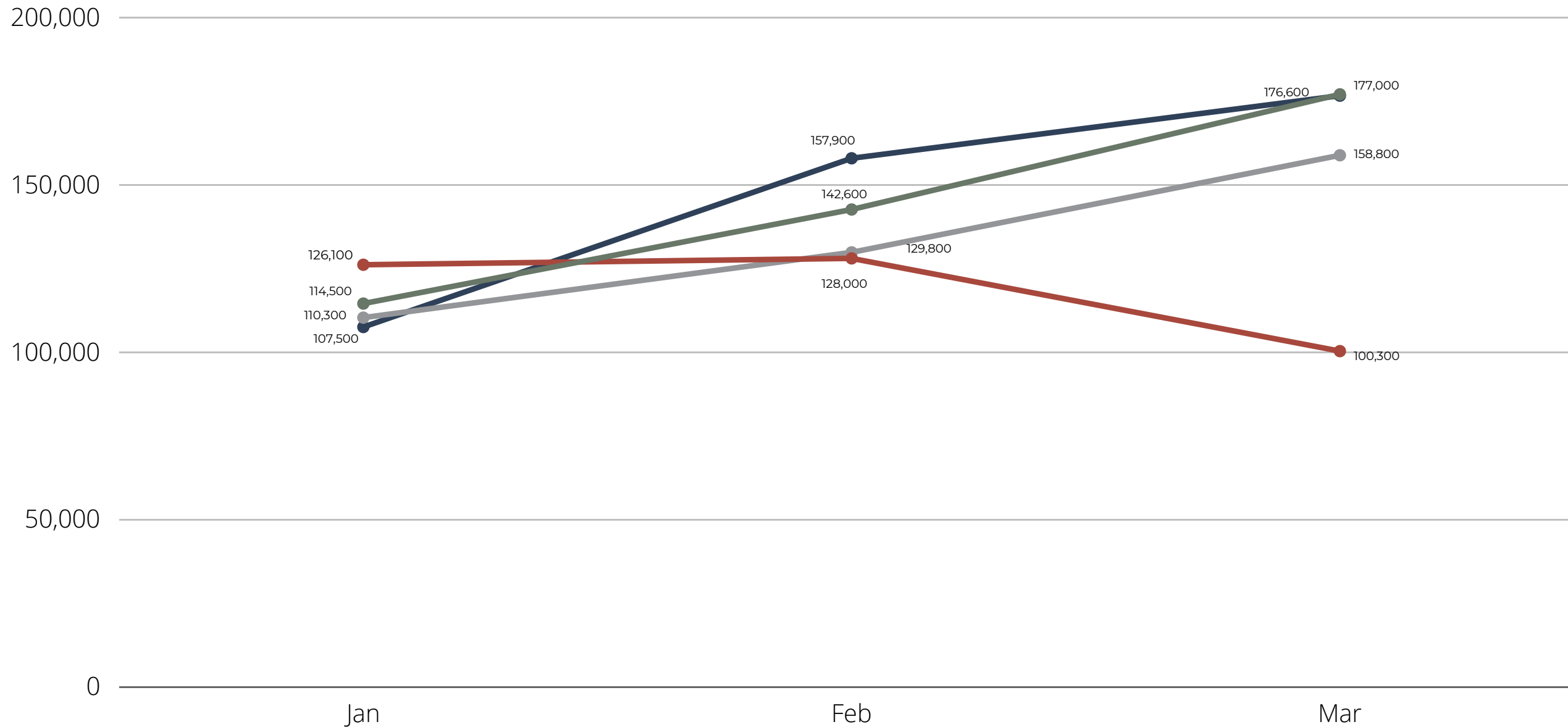
KEY FINDINGS

- January 2021 saw a **-15%** decrease in trips compared to January 2020 and a **-9%** decrease compared to 2019.
- February 2021 saw a **-36%** decrease compared to February 2020 and a **-49%** decrease compared to 2019.
- March 2021 saw a **44%** increase compared to March 2020 and a **-13%** 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 THE KOOTENAY ROCKIES BY MONTH



KEY FINDINGS

- January 2021 saw a **-10%** decrease in Overnight Stays compared to January 2021 and a **4%** increase compared to 2019.
- February 2021 saw a **10%** increase compared to February 2021 and a **9%** increase compared to 2019.
- March 2021 saw a **43%** increase compared to March 2020 and a **10%** increase 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 2019/2021: CANADA/ALBERTA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

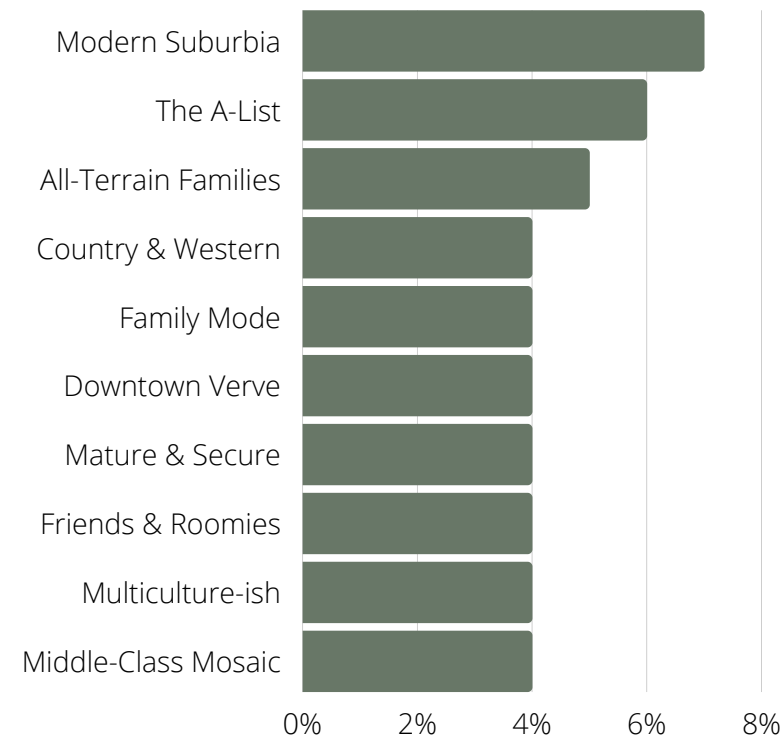
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, The A-List and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to Vancouver Island in January 2019.
- Family Mode, First-Class Families and Multiculture-ish were the top visiting PRIZM Segments in January 2021.
 - Modern Suburbia ranked 1st in 2019 and did not rank in the top 10 PRIZM Segments in 2021
 - The A-List ranked 2nd in 2019 and 6th in 2021
 - All-Terrain Families ranked 3rd in 2019 and 5th in 2021
 - Family Mode ranked 1st in 2021 and 5th in 2019
 - First-Class Families ranked 2nd in 2021 and did not rank in the top 10 PRIZM Segments in 2019
 - Multiculture-ish ranked 3rd in 2021 and 9th in 2019

January 2019 AB Visits to the Kootenay Rockies 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)
- **The A-List** rank 28th, making up 23,972 households, or 1.5% 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)

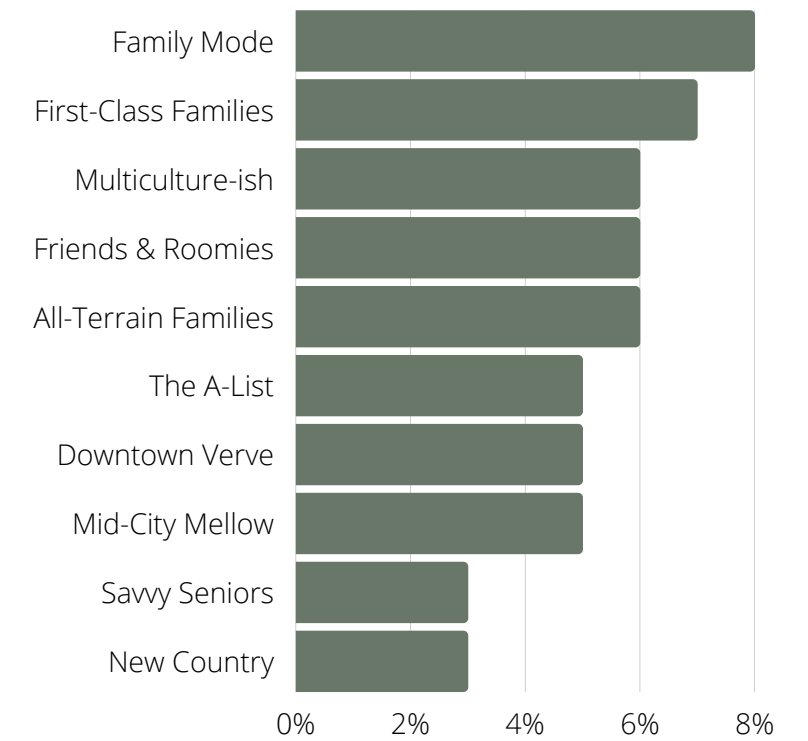


January 2021 AB Visits to the Kootenay Rockies by PRIZM Segment

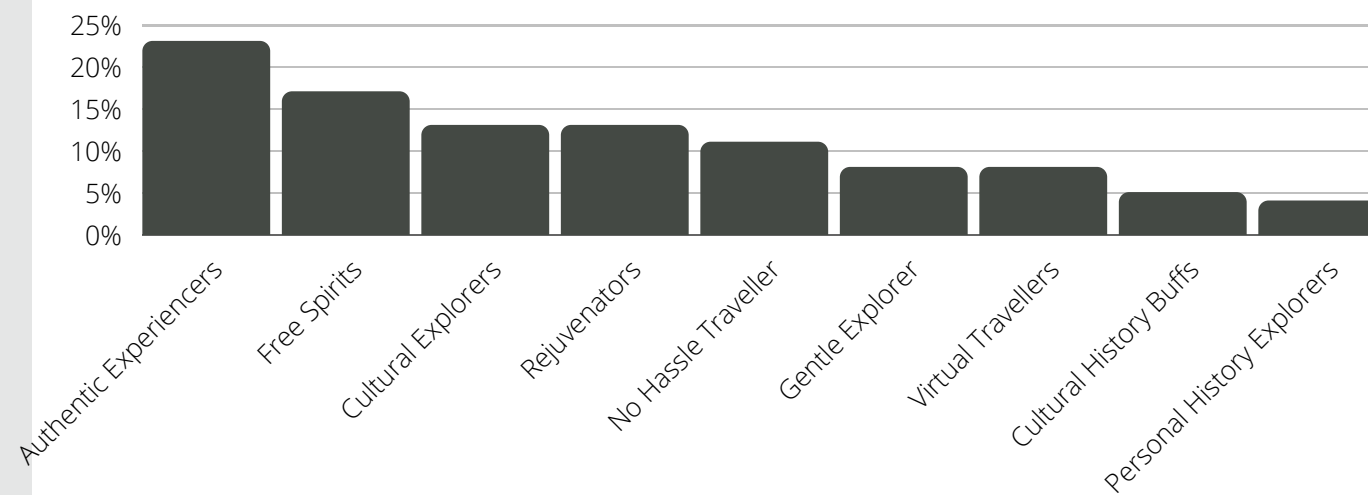
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

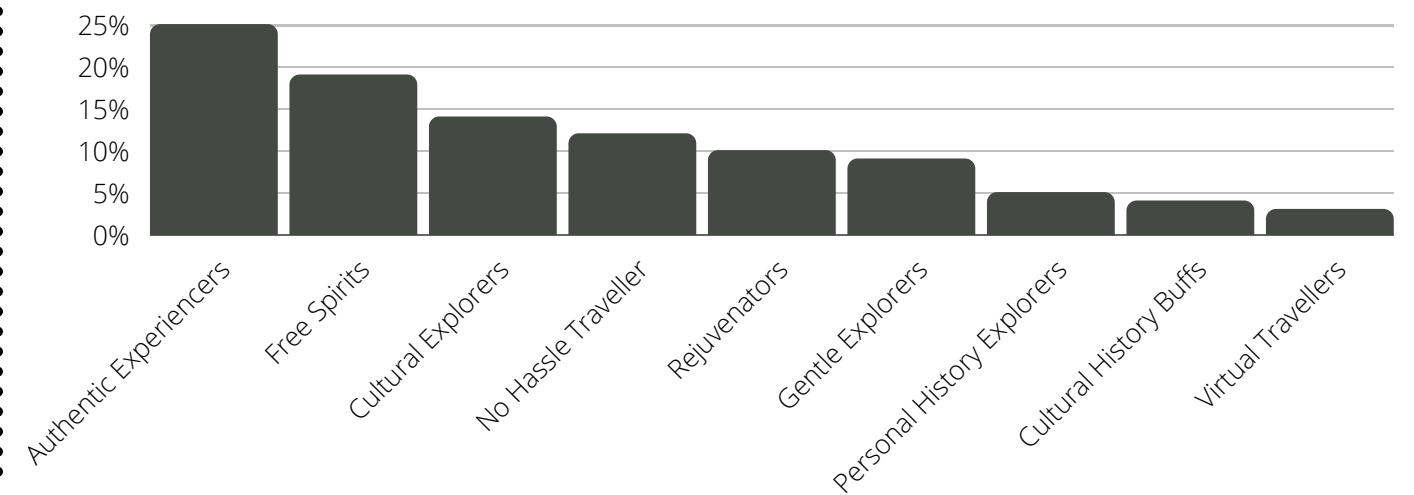
- **Family Mode** rank 7th, making up 64,272 households, or 3.9% of the total Households in Alberta (1,644,476)
- **First-Class Families** rank 18th, making up 36,893 households, or 2.2% of the total Households in Alberta (1,644,476)
- **Multiculture-ish** rank 13th, making up 46,523 households, or 2.8% of the total Households in Alberta (1,644,476)



January 2019 Visits by EQ Type



January 2021 Visits by EQ Type



FEBRUARY 2019/2021: CANADA/ALBERTA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

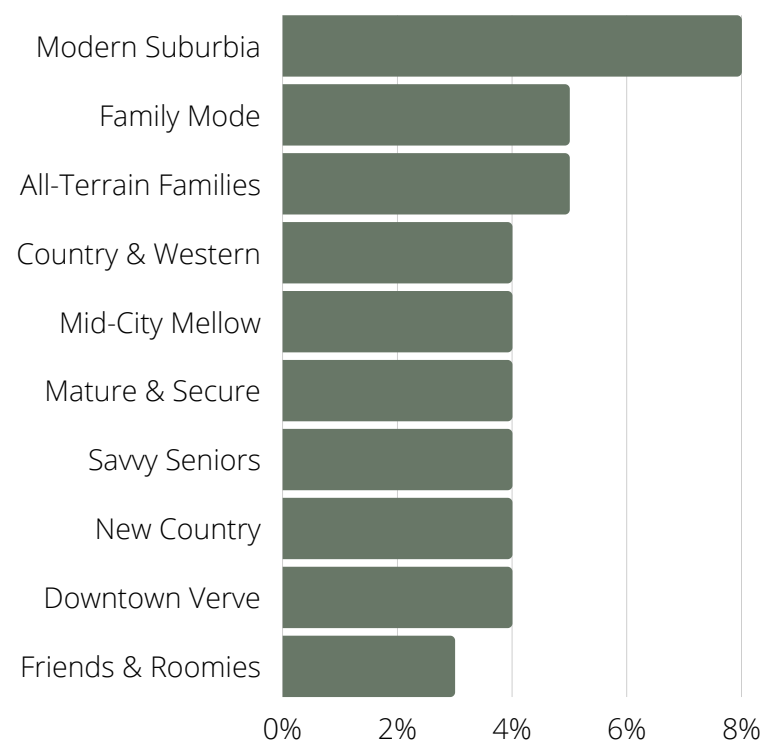
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Family Mode and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in February 2019.
- First-Class Families, Multiculture-ish and All-Terrain Families were the top visiting PRIZM Segments in February 2021.
 - Modern Suburbia ranked 1st in 2019 and did not rank in the top 10 PRIZM Segments in 2021
 - Family Mode ranked 2nd in 2019 and 4th in 2021
 - First-Class Families ranked 1st in 2021 and did not rank in the top 10 PRIZM Segments in 2019
 - Multiculture-ish ranked 2nd in 2021 and did not rank in the top 10 PRIZM Segments in 2019

February 2019 AB Visits to the Kootenay Rockies 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)
- **Family Mode** rank 7th, making up 64,272 households, or 3.9% 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)

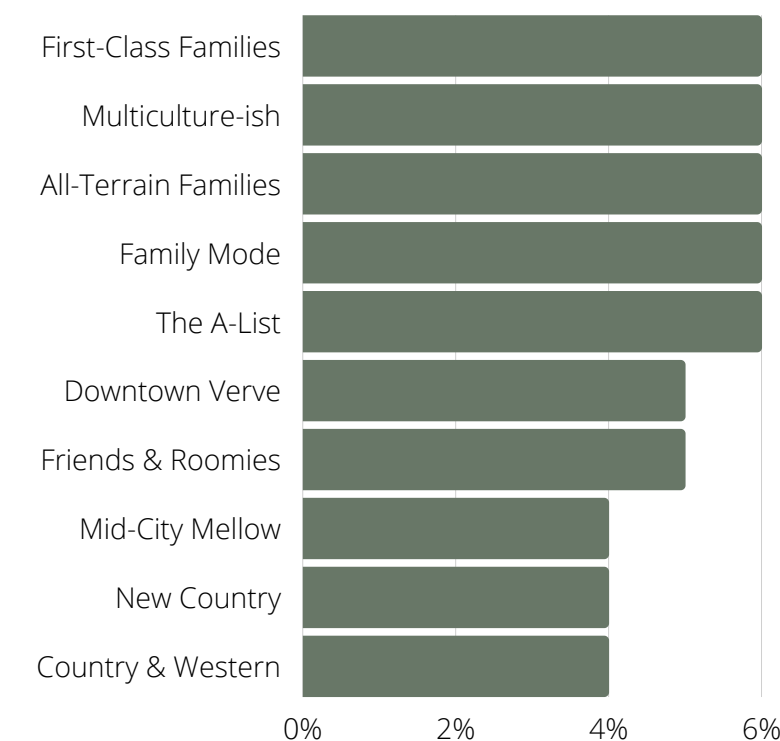


February 2021 AB Visits to the Kootenay Rockies by PRIZM Segment

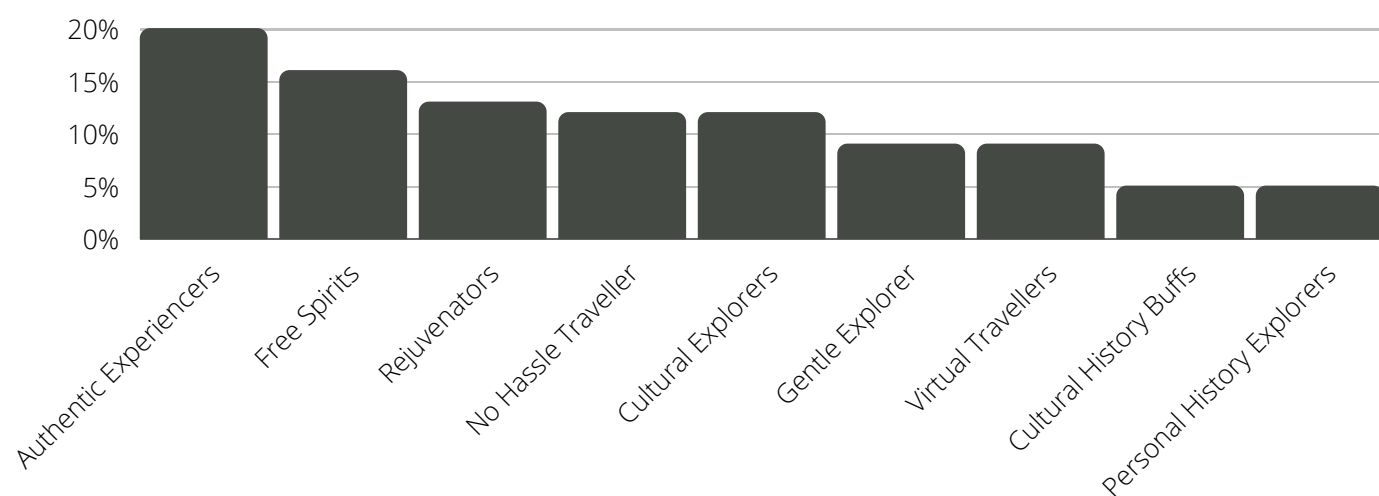
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

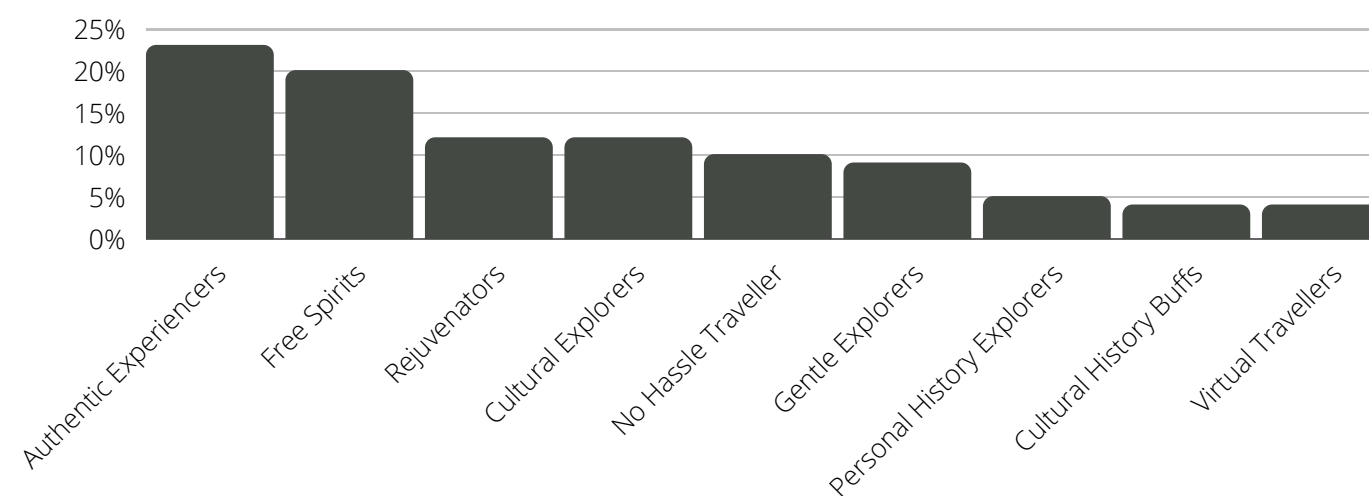
- **First-Class Families** rank 18th, making up 36,893 households, or 2.2% of the total Households in Alberta (1,644,476)
- **Multiculture-ish** rank 13th, making up 46,523 households, or 2.8% of the total Households in Alberta (1,644,476)
- **All-Terrain Families** rank 3rd, making up 85,544 households, or 5.2% of the total Households in Alberta (1,644,476)



February 2019 Visits by EQ Type



February 2021 Visits by EQ Type



MARCH 2019/2021: CANADA/BRITISH COLUMBIA VISITATION TO THE KOOTENAY ROCKIES

KOOTENAY ROCKIES REGION

Overview

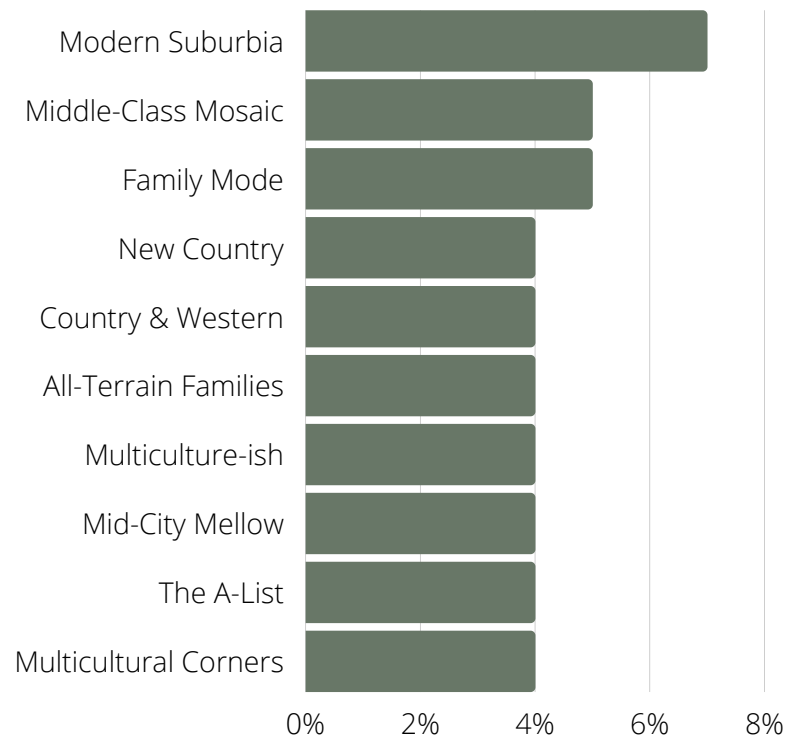
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Middle-Class Mosaic and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to the Kootenay Rockies in March 2019.
- Modern Suburbia, Multicultural Corners and All-Terrain Families were the top visiting PRIZM Segments in March 2021.
 - Middle-Class Mosaic ranked 2nd in 2019 and did not rank in the top 10 PRIZM Segments in 2021
 - Family Mode ranked 3rd in 2019 and did not rank in the top 10 PRIZM Segments in 2021
 - Multicultural Corners ranked 2nd in 2021 and 10th in 2019
 - All-Terrain Families ranked 3rd in 2021 and 6th in 2019

March 2019 Provincial and National Visitation

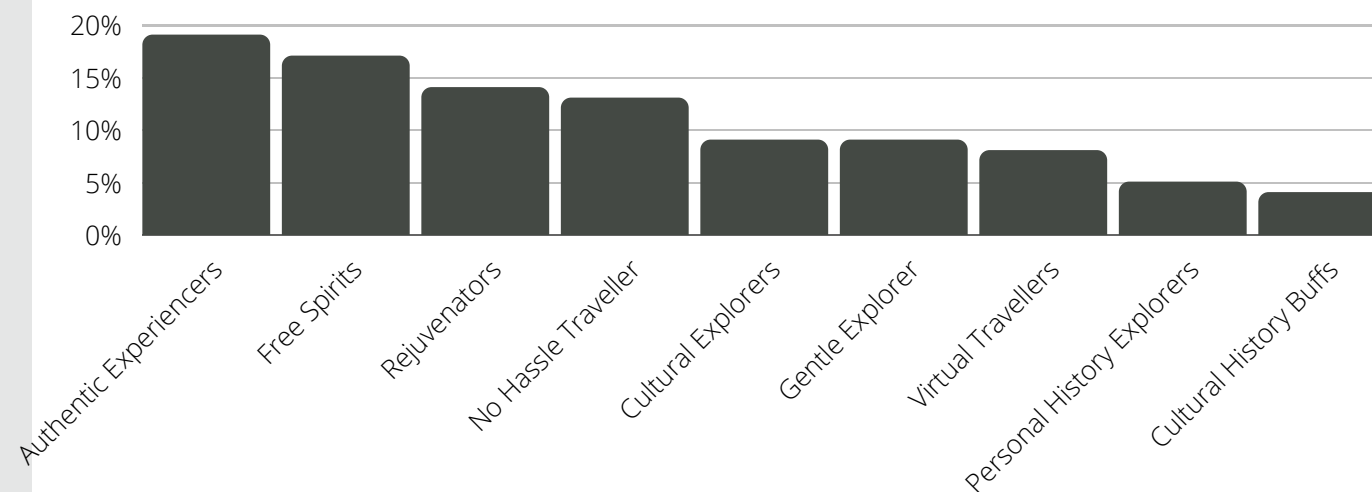
Visits by PRIZM Segment

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)
- **Middle-Class Mosaic** rank 4th, making up 81,980 households, or 5% 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)



March 2019 Visits by EQ Type

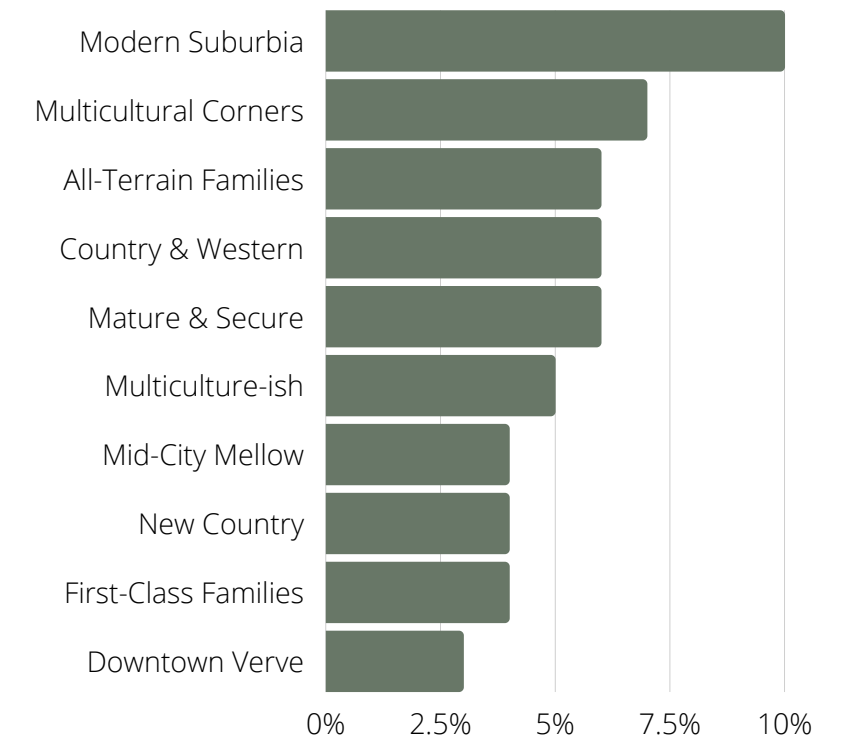


March 2021 BC Visits to the Kootenay Rockies by PRIZM Segment

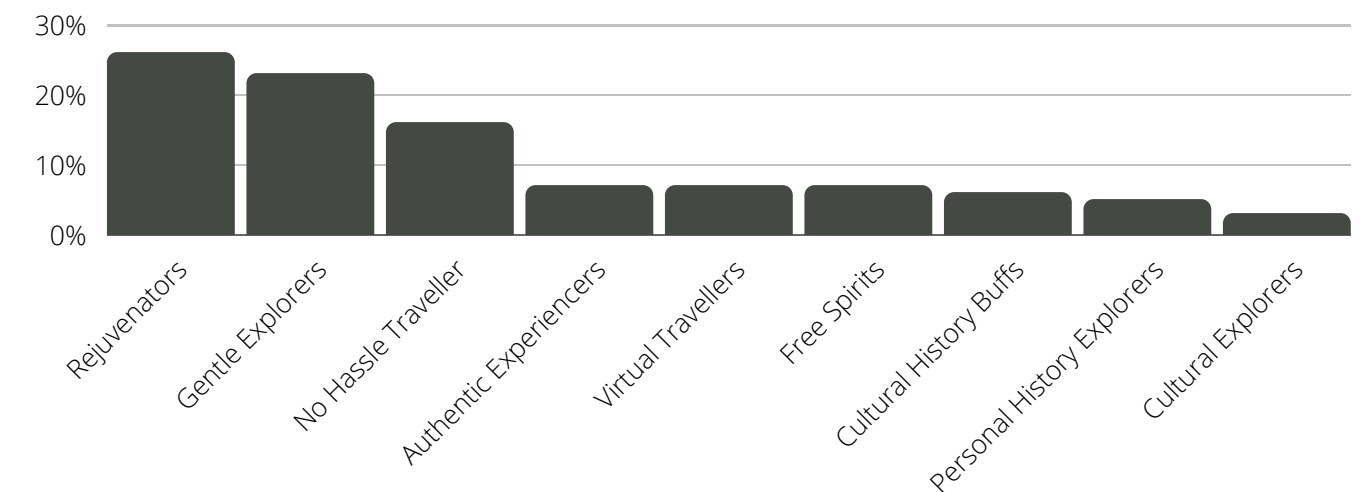
Visits by PRIZM Segment

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)
- **Multicultural Corners** rank 11th, making up 54,162 households, or 3.3% 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)



March 2021 Visits by EQ Type



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

FIRST-CLASS FAMILIES

General Canadian Summary

- Middle-aged families with four or more people living at home (Children aged 10+)
- Mixed Education (high school/college degree/University Degree)
- White Collar/Service Sector Positions in Management, Education and Government
- Value environmental protection and living a healthy/wholesome lifestyle
- Top Geography: Calgary, Vancouver, Toronto, Ottawa, Oshawa, Windsor, Guelph, Hamilton and Gatineau
- EQ Type: Authentic Experiencer



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, First-Class Families rank 18th, making up 36,893 households, or 2.2% of the total Households in Alberta (1,644,476)
Maintainer Age	<ul style="list-style-type: none"> • Median Household Maintainer Age is 56
Children at Home	<ul style="list-style-type: none"> • 57% of couples have children living at home
Household Income	<ul style="list-style-type: none"> • Above Average Household Income of \$187,416 compared to Alberta at \$125,945
Top Social Value	<ul style="list-style-type: none"> • Effort Towards Health - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet
Media Habits	<ul style="list-style-type: none"> • 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.9hrs/day on the Internet. Weekly Magazine usage is minimal (6min/day) • 75% currently use Facebook, 38% use Instagram and 21% use Twitter



Source: Environics Analytics- Envision 2020

2020 ALBERTA PRIZM SEGMENT SUMMARY

MULTICULTURE-ISH

General Canadian Summary

- Ethnically diverse middle-aged Asian and South Asian households
- Highly Educated – University/Advanced Degree
- White-collar positions in Management, Business and Sciences
- Value ethnic diversity within their communities, work ethic and advertising
- Top Geography: Calgary, Edmonton, Winnipeg, Windsor, Guelph
- EQ Type: Free Spirit

Category

Alberta Highlights

Household Count

- Of the 67 PRIZM Clusters identified in Canada, Multiculture-ish rank 13th, making up 46,523 households, or 2.8% of the total Households in Alberta (1,644,476)

Maintainer Age

- Median Household Maintainer Age is 48

Children at Home

- 65% of couples have children living at home

Household Income

- Above Average Household Income of \$166,844 compared to Alberta at \$125,945

Top Social Value

- Legacy - The desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance

Media Habits

- 11hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Weekly Magazine usage is minimal (5min/day)
- 75% currently use Facebook, 43% use Instagram and 36% use Twitter



Source: Environics PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

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

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

Category

Alberta Highlights

Household Count

- 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

- Median Household Maintainer Age is 50

Children at Home

- 56% of couples have children living at home

Household Income

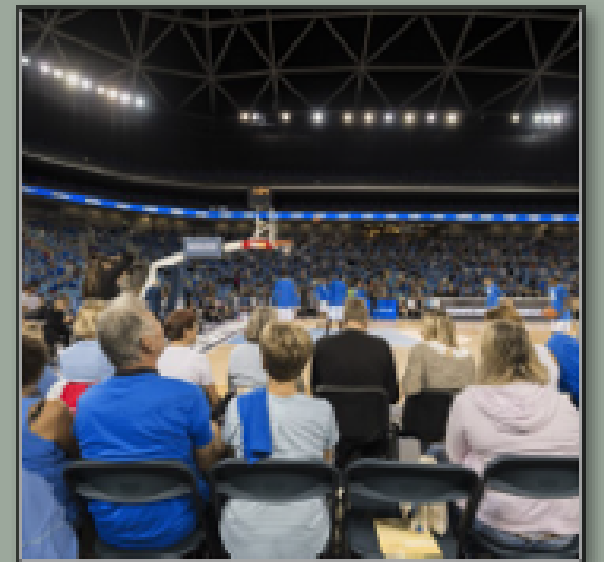
- Average Household Income of \$124,669 compared to Alberta at \$125,945

Top Social Value

- 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

- 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 PRIZM Marketer's Guide 2020

Source: Environics Analytics- Envision 2020

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