



# Monthly Visitor Highlights

BRITISH COLUMBIA

2021 DATA VINTAGE



# 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 2019, 2020 and 2021
- 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 **2,206,800** Domestic Visitors. In Q1 2020 the Region saw **1,983,700** Domestic Visitors and in Q1 2021 **1,441,100** Domestic Visitors. A **decrease** of **-35%** compared to 2019 and **-27%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Newfoundland in 2019 and Nunavut in 2019 and 2020 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.

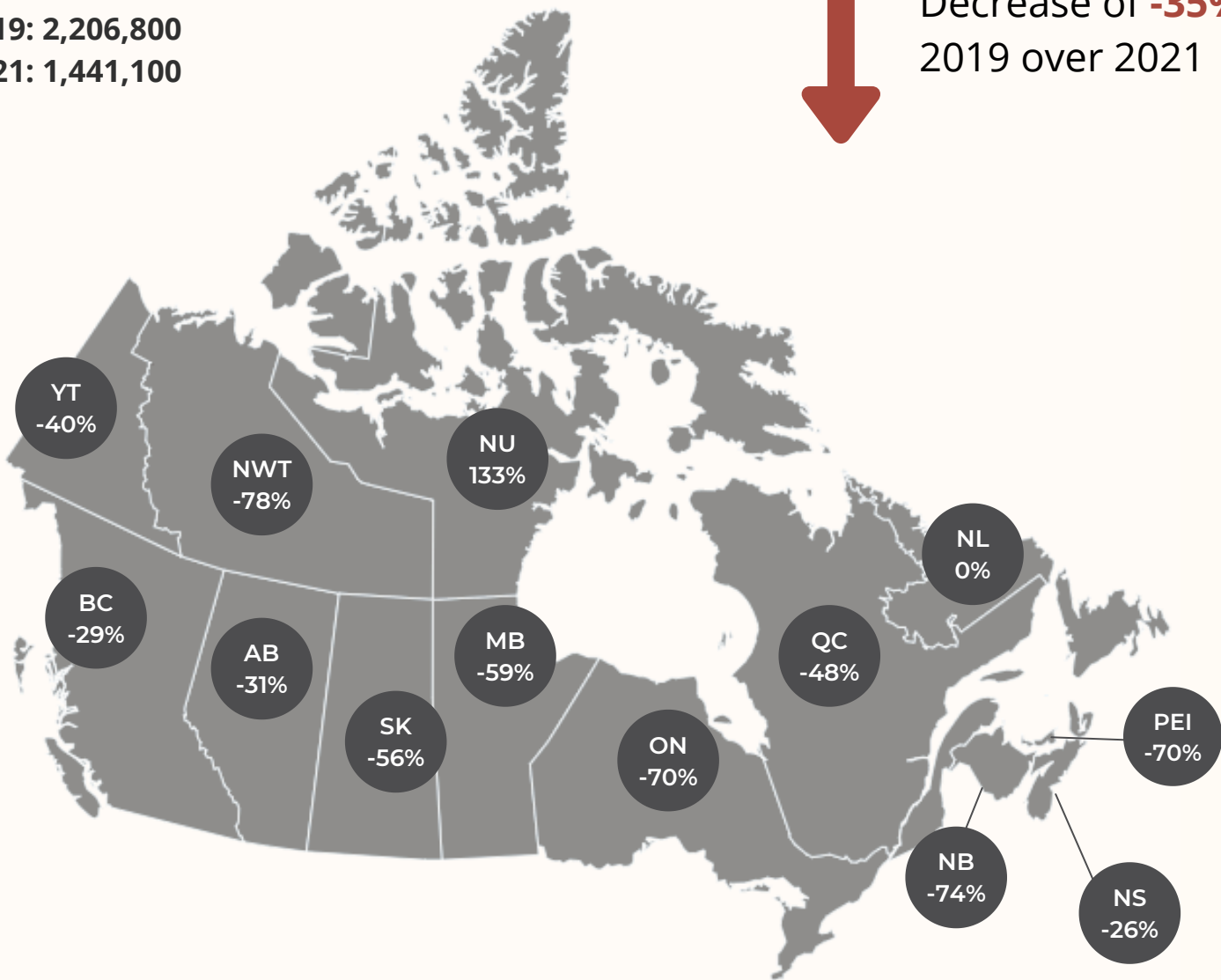
### 2019 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to British Columbia  
2019 vs. 2021

2019: 2,206,800  
2021: 1,441,100

Canada

Decrease of **-35%**  
2019 over 2021



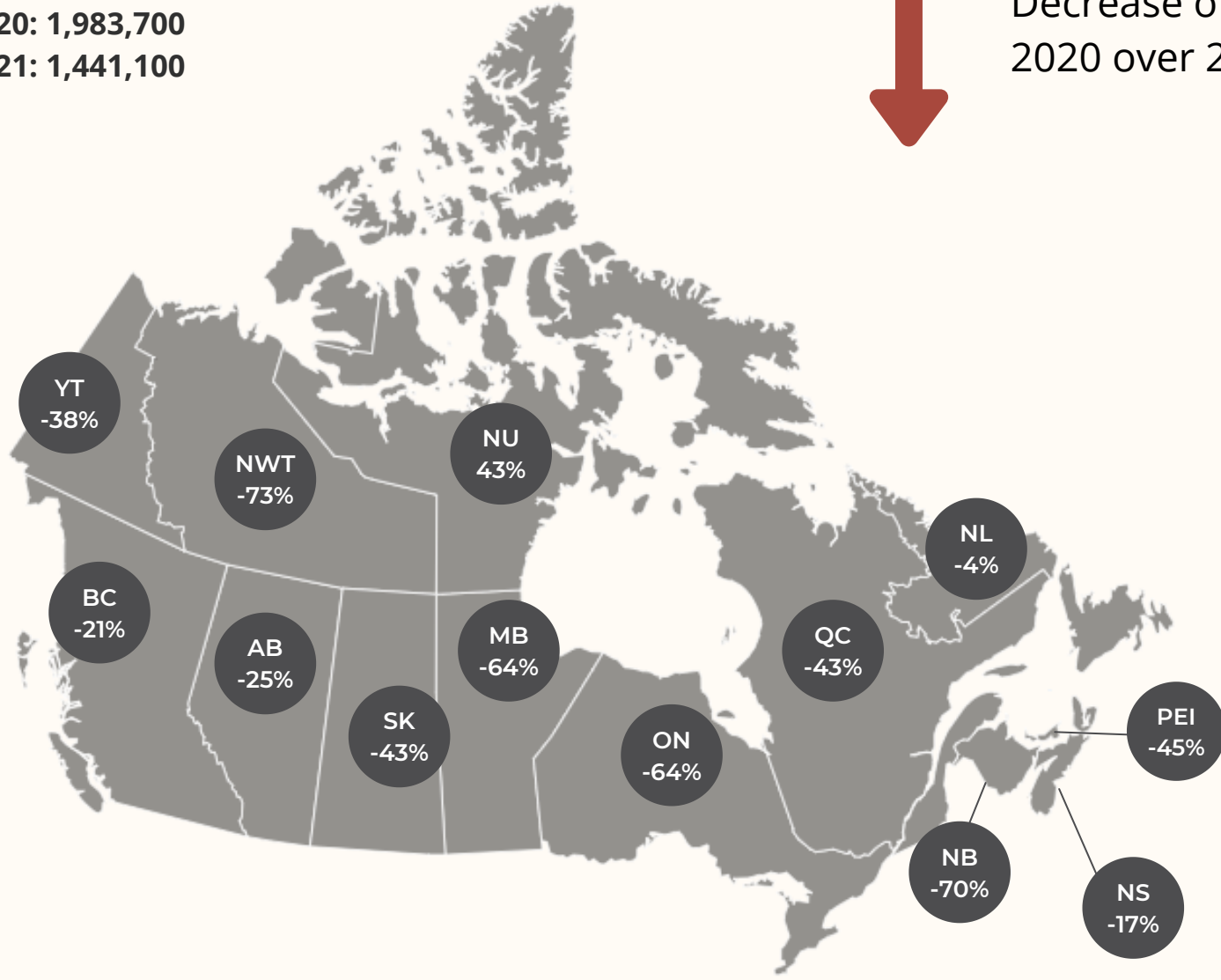
### 2020 Domestic Visitation vs. 2021 Domestic Visitation

Yearly visitors to British Columbia  
2020 vs. 2021

2020: 1,983,700  
2021: 1,441,100

Canada

Decrease of **-27%**  
2020 over 2021



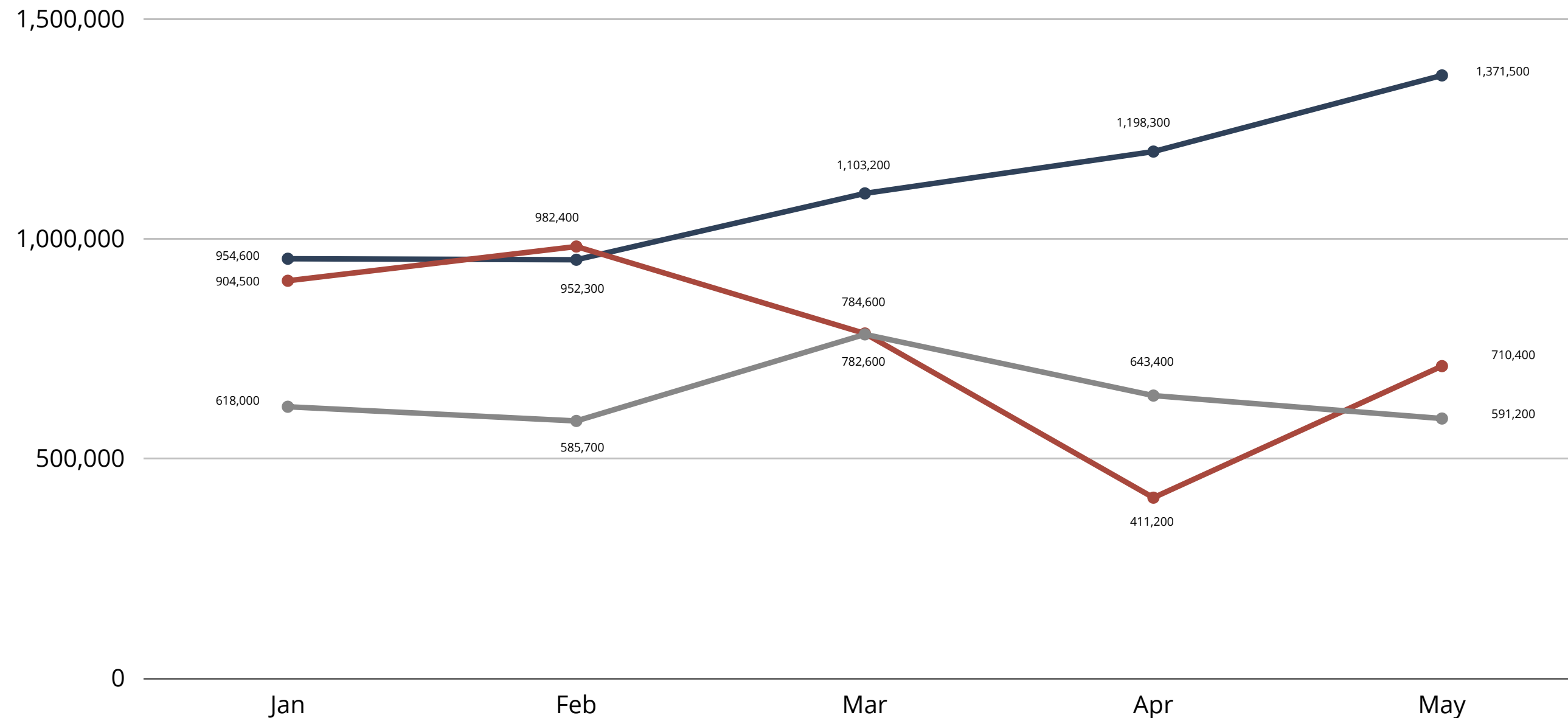
\*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

**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

- March 2021 saw a **0%** change compared to March 2020 and a **-29%** decrease compared to 2019.
- April 2021 saw a **56%** increase compared to April 2020 and a **-46%** decrease compared to 2019.
- May 2021 saw a **-17%** decrease in visits compared to May 2020 and a **-57%** 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.

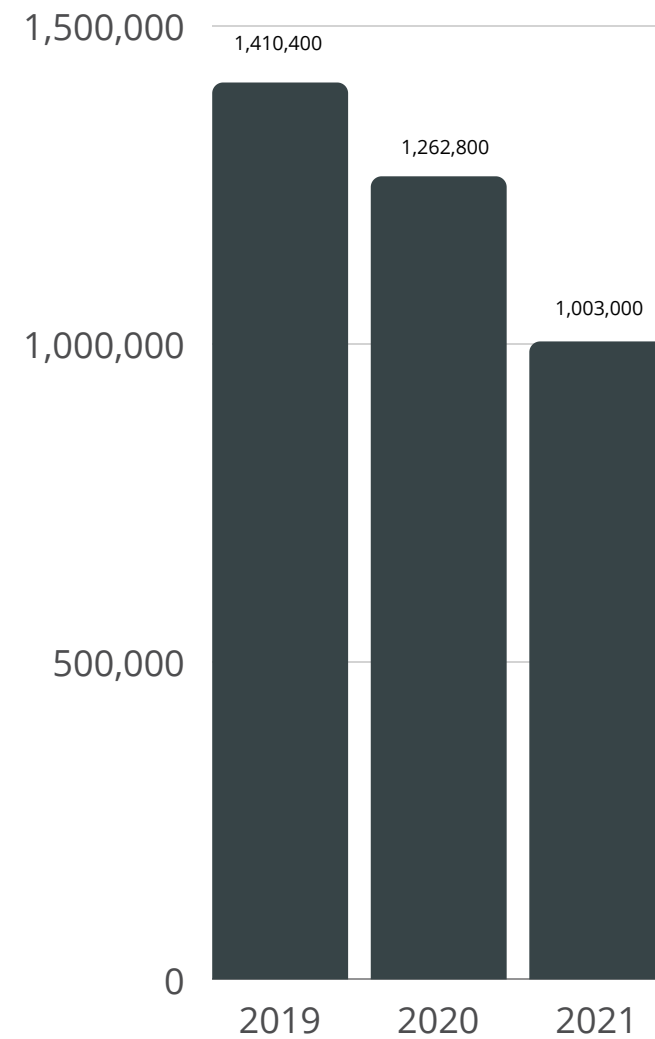
# BRITISH COLUMBIA INSIGHTS



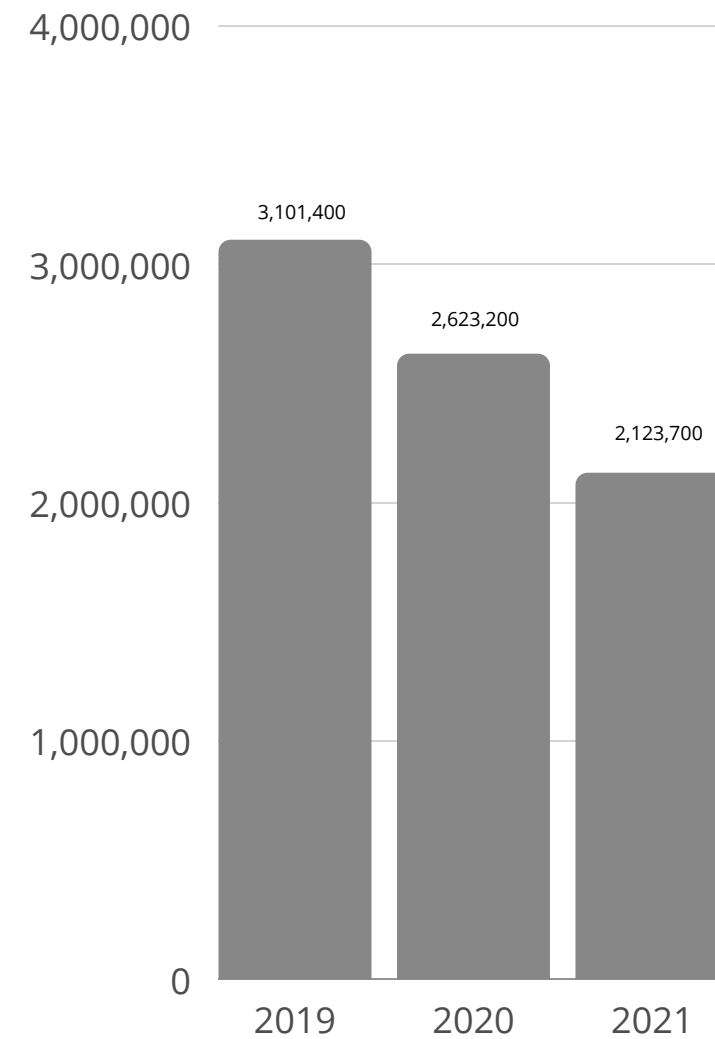
# BRITISH COLUMBIA VISITATION - Q1

## BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA

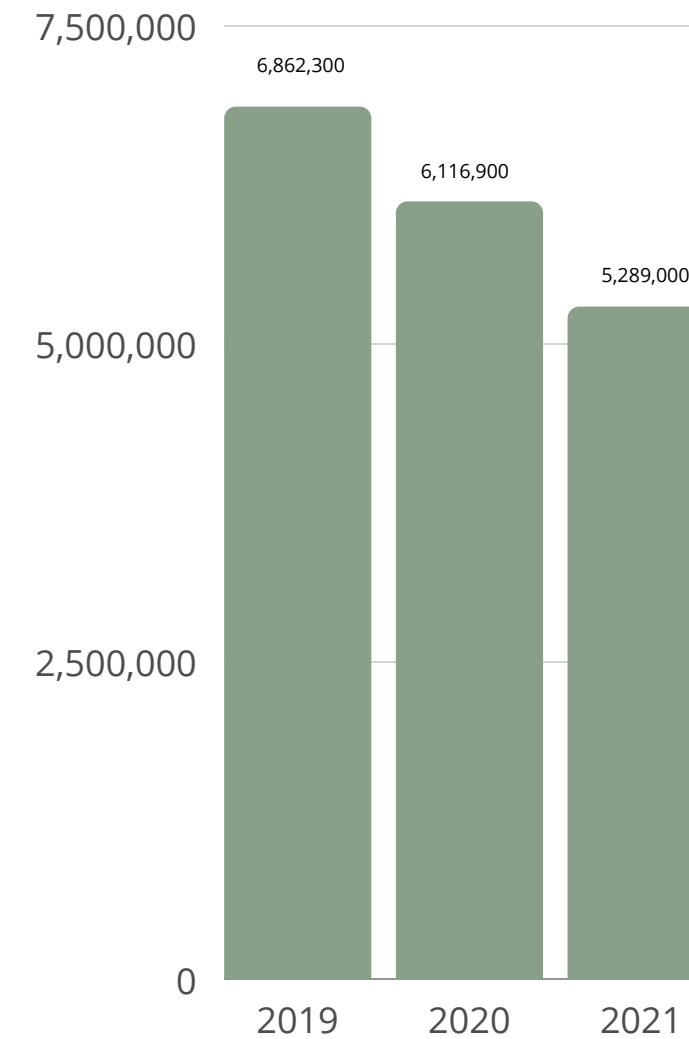
Number of Visitors to BC  
from BC in Q1



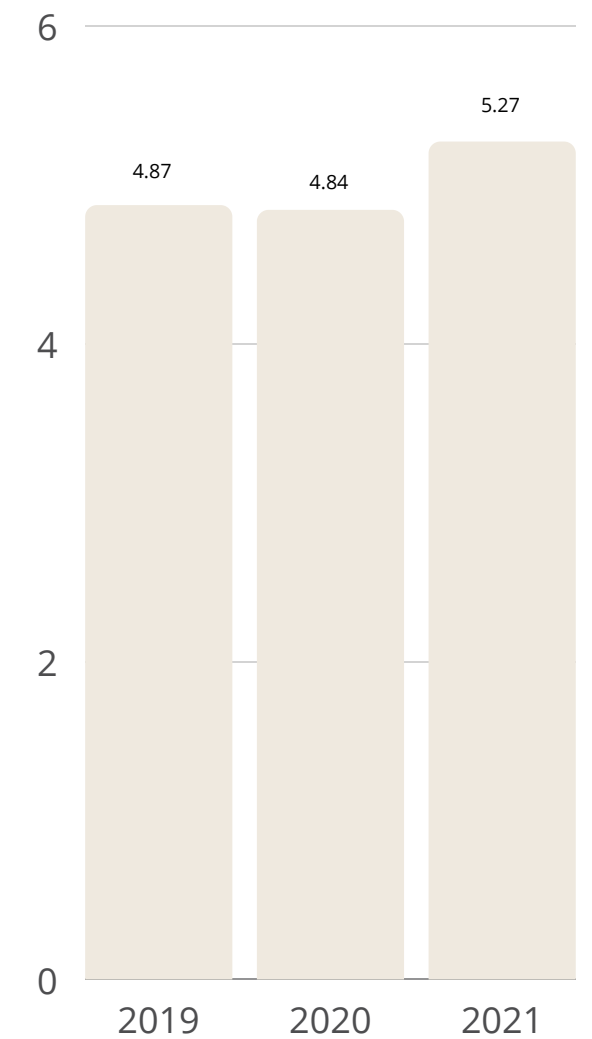
Number of Trips to BC  
from BC in Q1



Number of Nights Stayed in BC  
from BC in Q1



Night Stays/Visits to BC  
from BC in Q1



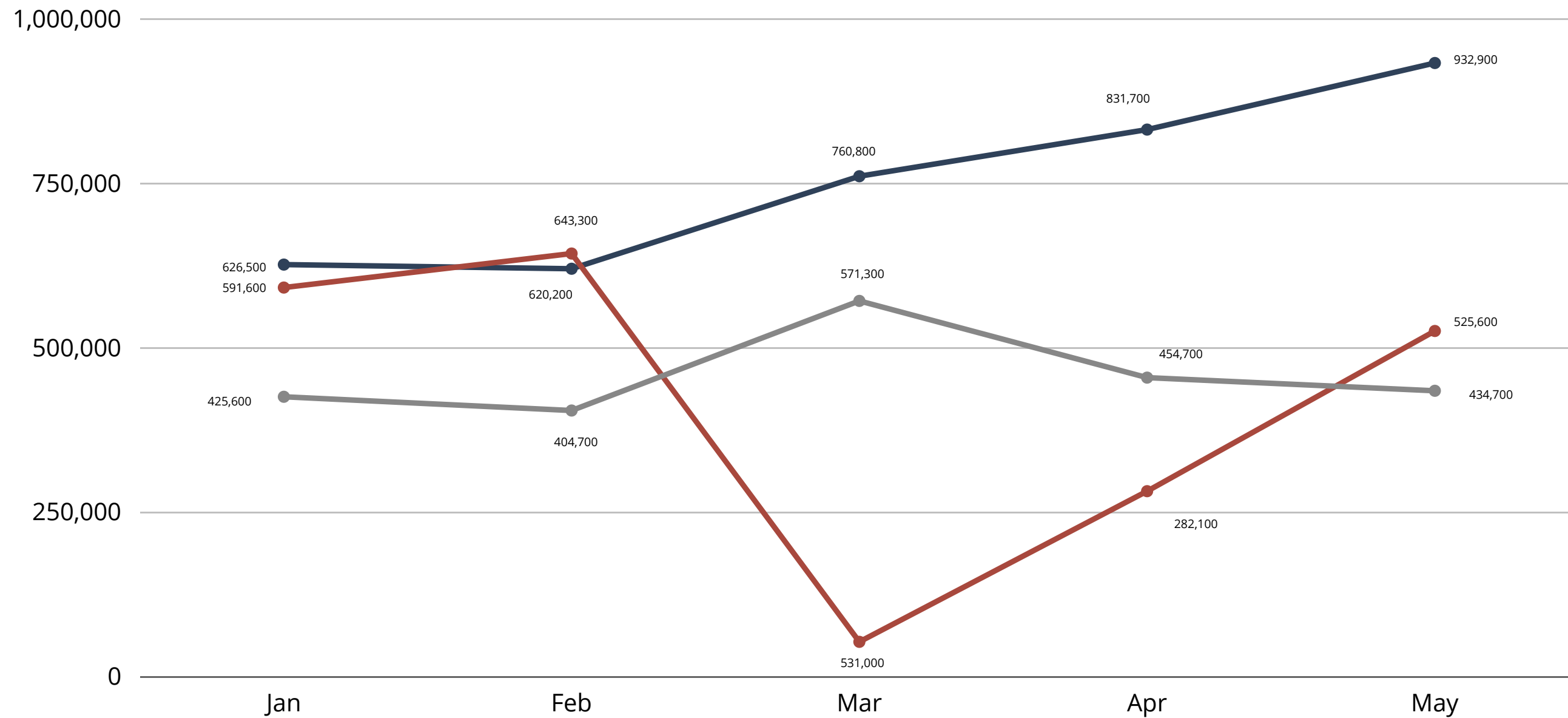
# BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

| City       | 2019<br>Visitor Count | City          | 2020<br>Visitor Count | City       | 2021<br>Visitor Count |
|------------|-----------------------|---------------|-----------------------|------------|-----------------------|
| Vancouver  | 129,900               | Vancouver     | 109,800               | Vancouver  | 95,400                |
| Surrey     | 81,200                | Surrey        | 72,600                | Surrey     | 66,700                |
| Abbotsford | 50,000                | Kelowna       | 43,500                | Abbotsford | 36,200                |
| Kelowna    | 48,800                | Abbotsford    | 41,500                | Kelowna    | 34,000                |
| Saanich    | 46,700                | Kamloops      | 40,000                | Kamloops   | 32,500                |
| Nanaimo    | 43,200                | Nanaimo       | 39,900                | Nanaimo    | 28,500                |
| Kamloops   | 41,500                | Saanich       | 38,900                | Burnaby    | 27,300                |
| Burnaby    | 38,300                | Burnaby       | 31,200                | Saanich    | 26,000                |
| Victoria   | 34,300                | Prince George | 29,500                | Chilliwack | 24,500                |
| Richmond   | 35,500                | Victoria      | 29,200                | Richmond   | 22,400                |

# BRITISH COLUMBIA VISITATION

## BC VISITORS TRAVELLING WITHIN BC BY MONTH



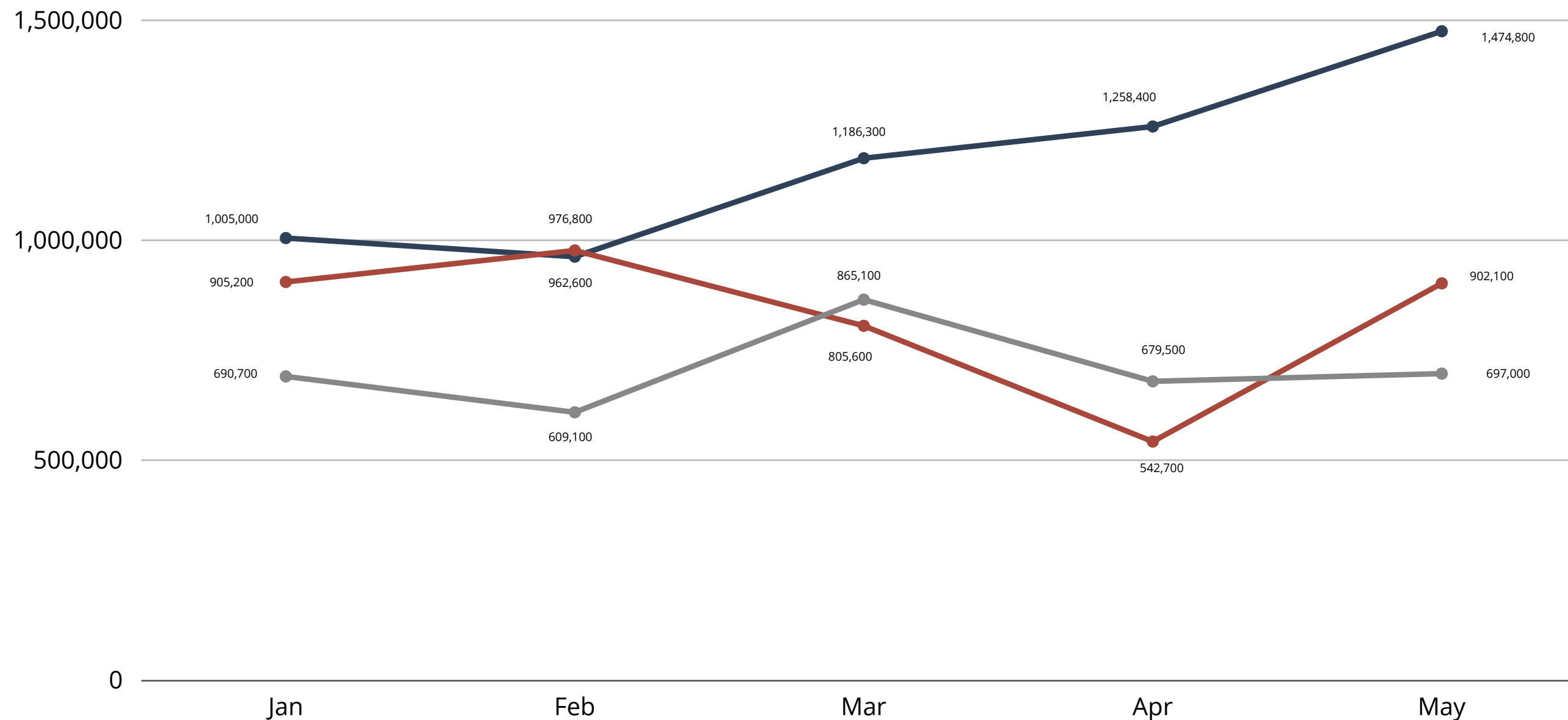
### KEY FINDINGS

- March 2021 saw a **8%** increase compared to March 2020 and a **-25%** decrease compared to 2019.
- April 2021 saw a **61%** increase compared to April 2020 and a **-45%** decrease compared to 2019.
- May 2021 saw a **-17%** decrease compared to May 2020 and a **-53%** 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



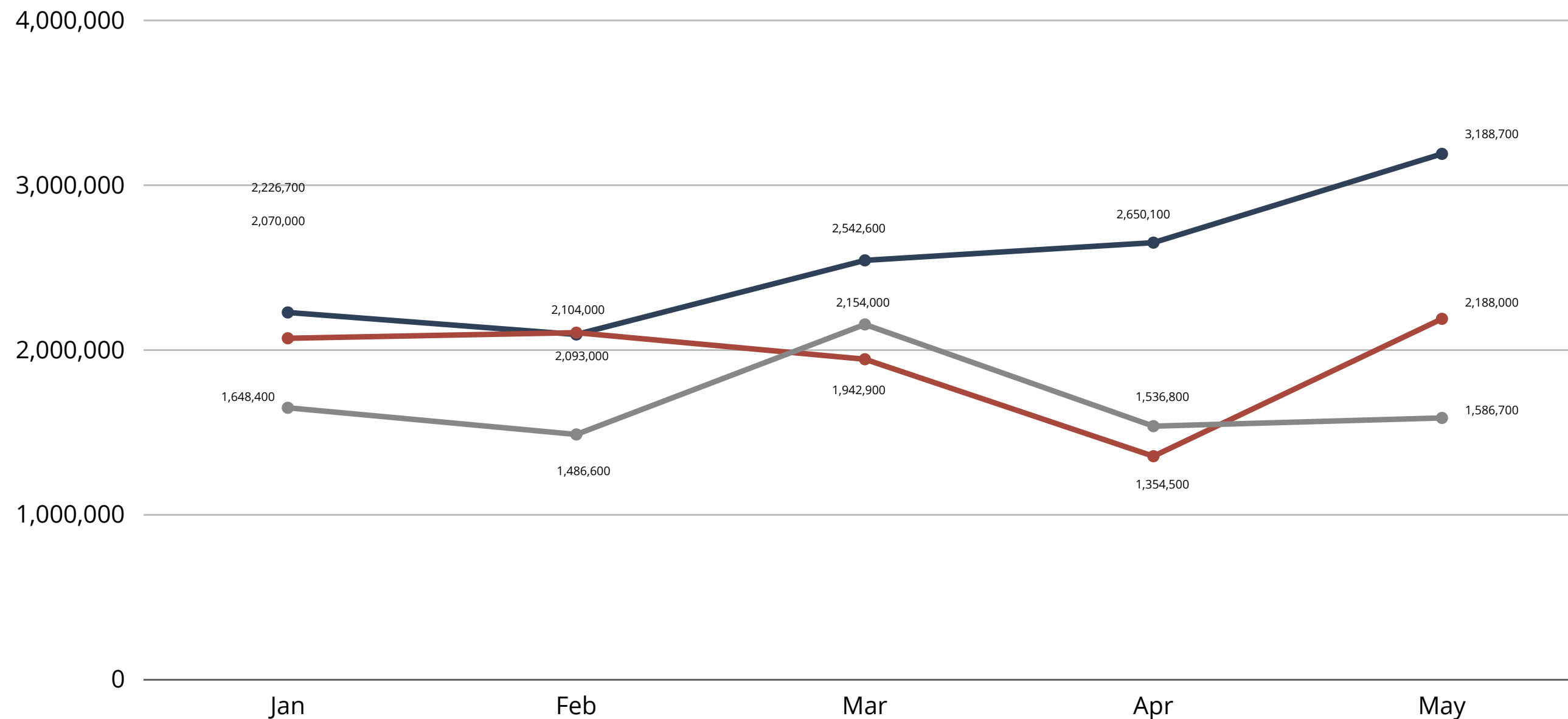
### KEY FINDINGS

- March 2021 saw a **7%** increase compared to March 2020 and a **-27%** decrease compared to 2019.
- April 2021 saw a **25%** increase compared to April 2020 and a **-46%** decrease compared to 2019.
- May 2021 saw a **-23%** decrease compared to May 2020 and a **-53%** 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 WITHIN BC BY MONTH



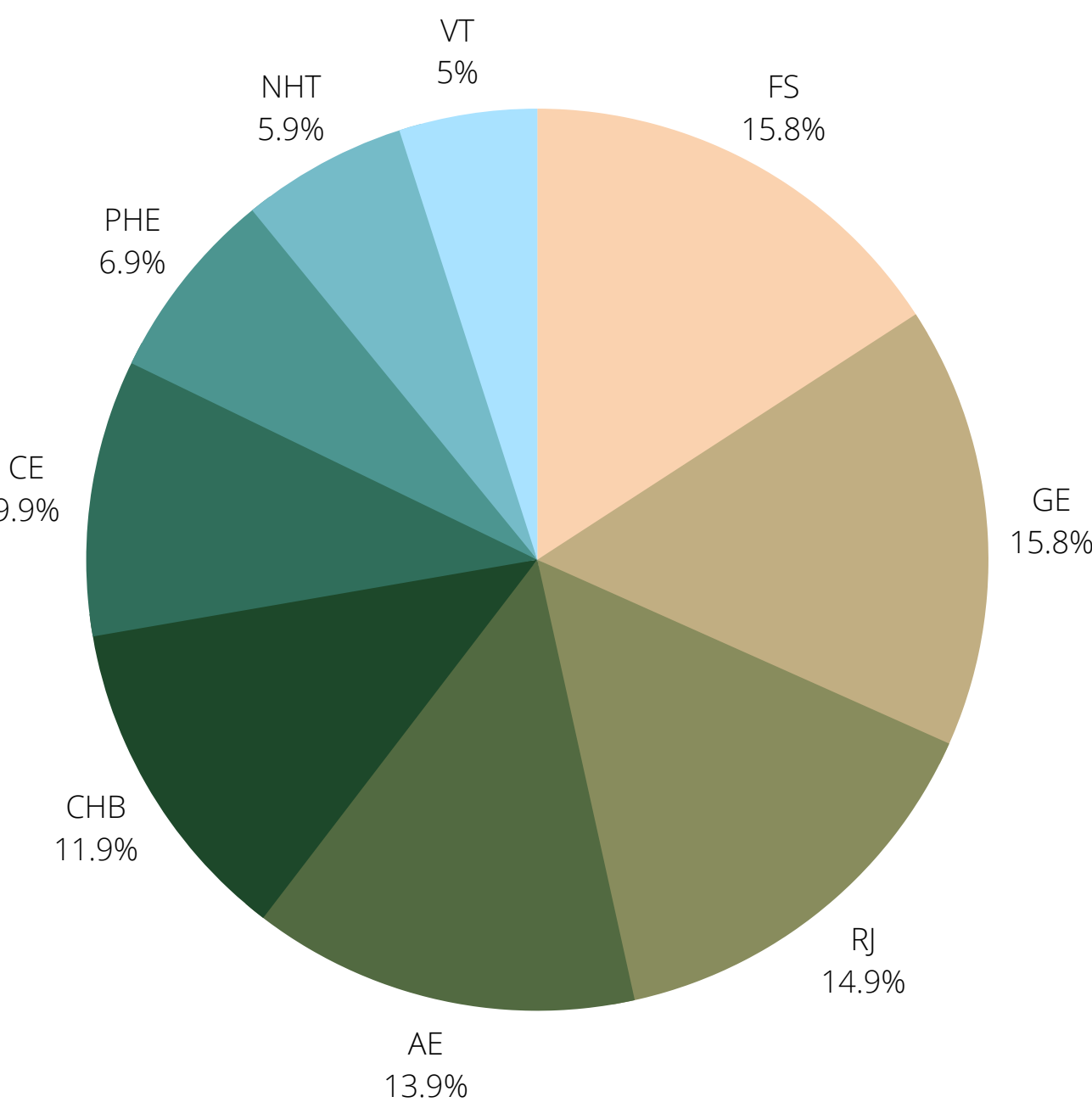
### KEY FINDINGS

- March 2021 saw a **11%** increase compared to March 2020 and a **-15%** decrease compared to 2019.
- April 2021 saw **13%** increase compared to April 2020 and a **-42%** decrease compared to 2019.
- May 2021 saw a **-27%** decrease compared to May 2020 and a **-50%** 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.

# 2021 BRITISH COLUMBIA EQ COMPOSITION

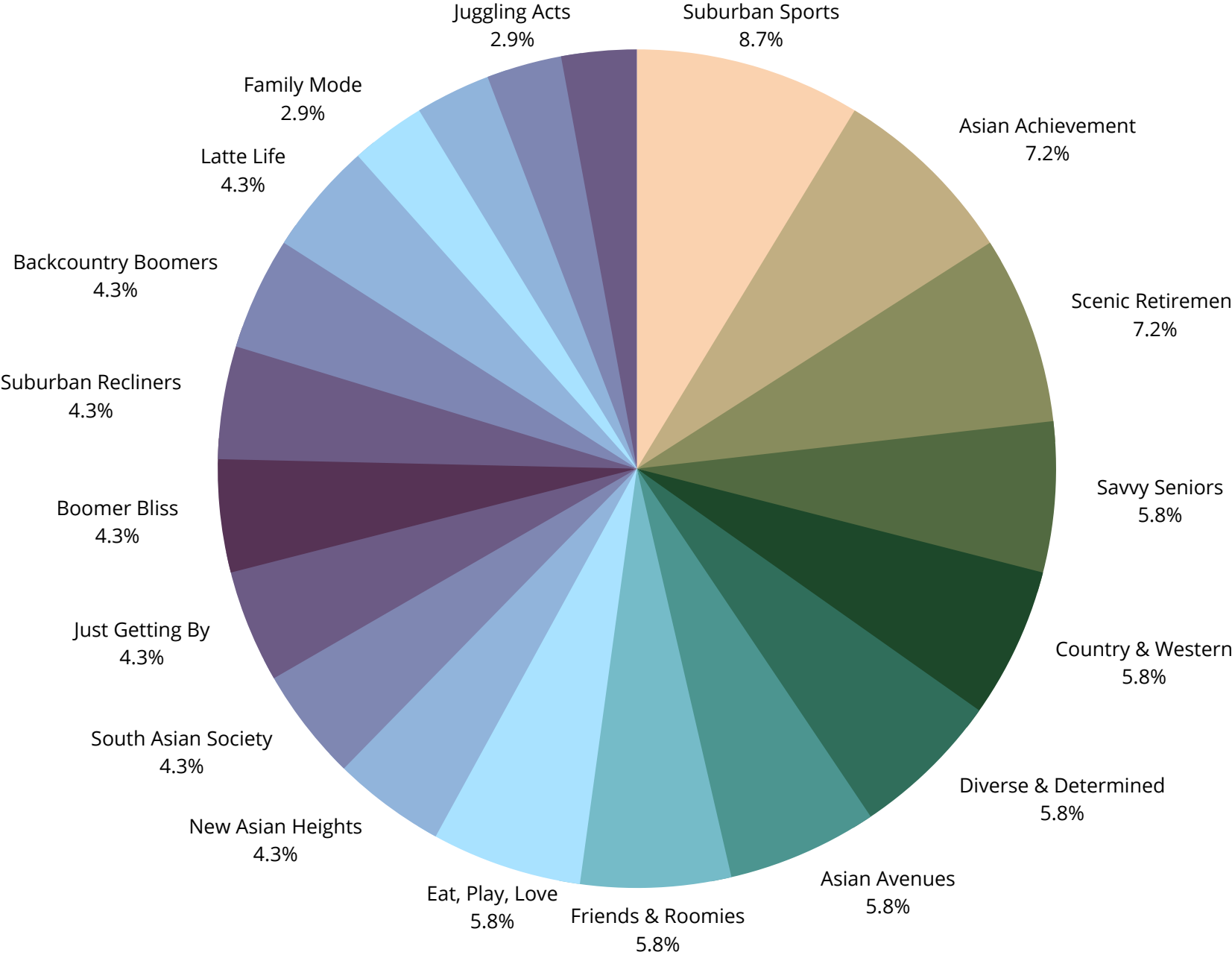
## BY HOUSEHOLD AND POPULATION COUNT



| EQ TYPE                          | HOUSEHOLD COUNT | POPULATION COUNT |
|----------------------------------|-----------------|------------------|
| Free Spirits (FS)                | 323,033 (16%)   | 1,029,520 (20%)  |
| Gentle Explorers (GE)            | 320,030 (16%)   | 783,446 (15%)    |
| Rejuvenators (RJ)                | 296,119 (15%)   | 721,800 (14%)    |
| Authentic Explorers (AE)         | 276,802 (14%)   | 732,081 (14%)    |
| Cultural History Buffs (CHB)     | 243,289 (12%)   | 468,665 (9%)     |
| Cultural Explorers (CE)          | 200,674 (10%)   | 398,769 (8%)     |
| Personal History Explorers (PHE) | 147,316 (7%)    | 403,882 (8%)     |
| No Hassle Travellers (NHT)       | 118,852 (6%)    | 334,368 (7%)     |
| Virtual Travellers (VT)          | 92,619 (5%)     | 229,734 (5%)     |

# 2021 BRITISH COLUMBIA PRIZM COMPOSITION

## TOP 20 SEGMENTS BY HOUSEHOLD AND POPULATION COUNT

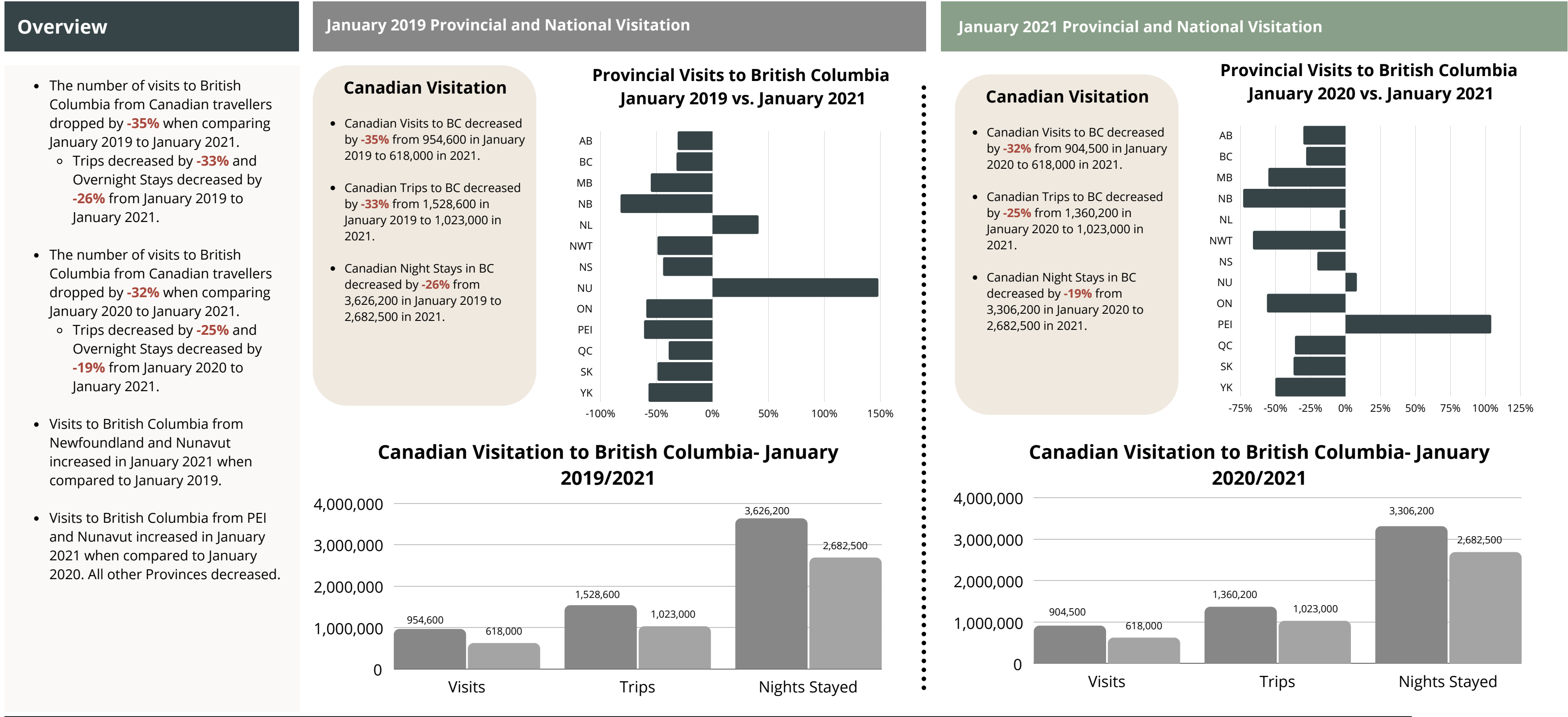


| PRIZM Segment        | Household Count | Population Count |
|----------------------|-----------------|------------------|
| Suburban Sports      | 122,632 (6%)    | 362,405 (7%)     |
| Asian Achievement    | 94,893 (5%)     | 297,724 (6%)     |
| Scenic Retirement    | 93,530 (5%)     | 212,599 (4%)     |
| Savvy Seniors        | 89,521 (4%)     | 193,136 (4%)     |
| Country & Western    | 85,872 (4%)     | 205,921 (4%)     |
| Diverse & Determined | 84,842 (4%)     | 176,314 (3%)     |
| Asian Avenues        | 80,351 (4%)     | 242,774 (5%)     |
| Friends & Roomies    | 73,154 (4%)     | 139,123 (3%)     |
| Eat, Play, Love      | 73,122 (4%)     | 127,270 (2%)     |
| New Asian Heights    | 70,149 (3%)     | 141,066 (3%)     |
| South Asian Society  | 69,211 (3%)     | 261,544 (5%)     |
| Just Getting By      | 64,348 (3%)     | 119,593 (2%)     |
| Boomer Bliss         | 63,809 (3%)     | 163,285 (3%)     |
| Suburban Recliners   | 57,976 (3%)     | 116,425 (2%)     |
| Backcountry Boomers  | 55,024 (3%)     | 123,109 (2%)     |
| Latte Life           | 54,307 (3%)     | 88,790 (2%)      |
| Family Mode          | 50,010 (2%)     | 152,262 (3%)     |
| Mature & Secure      | 45,943 (2%)     | 139,619 (3%)     |
| Juggling Acts        | 43,742 (2%)     | 105,997 (2%)     |
| Down to Earth        | 40,197 (2%)     | 99,666 (2%)      |



# JANUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

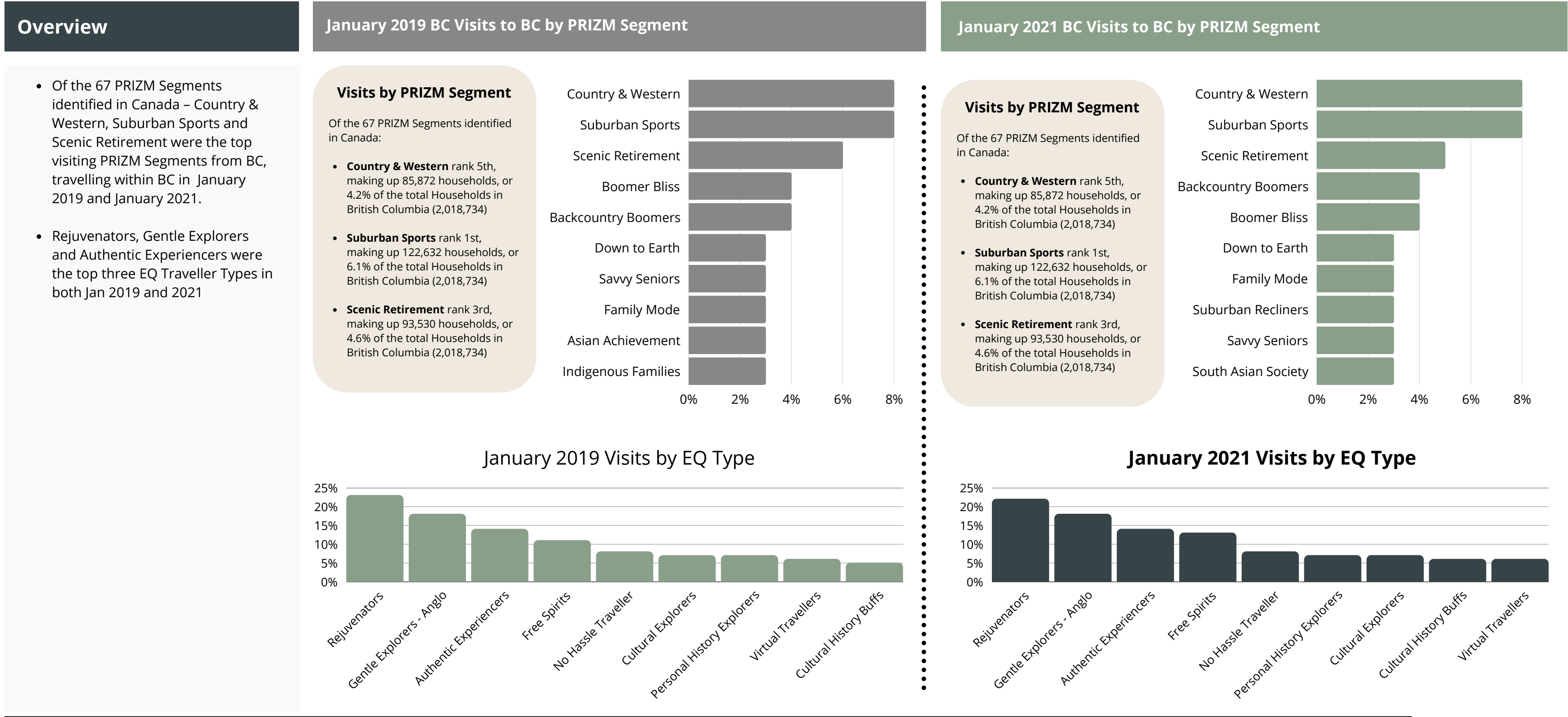
## BRITISH COLUMBIA



\*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

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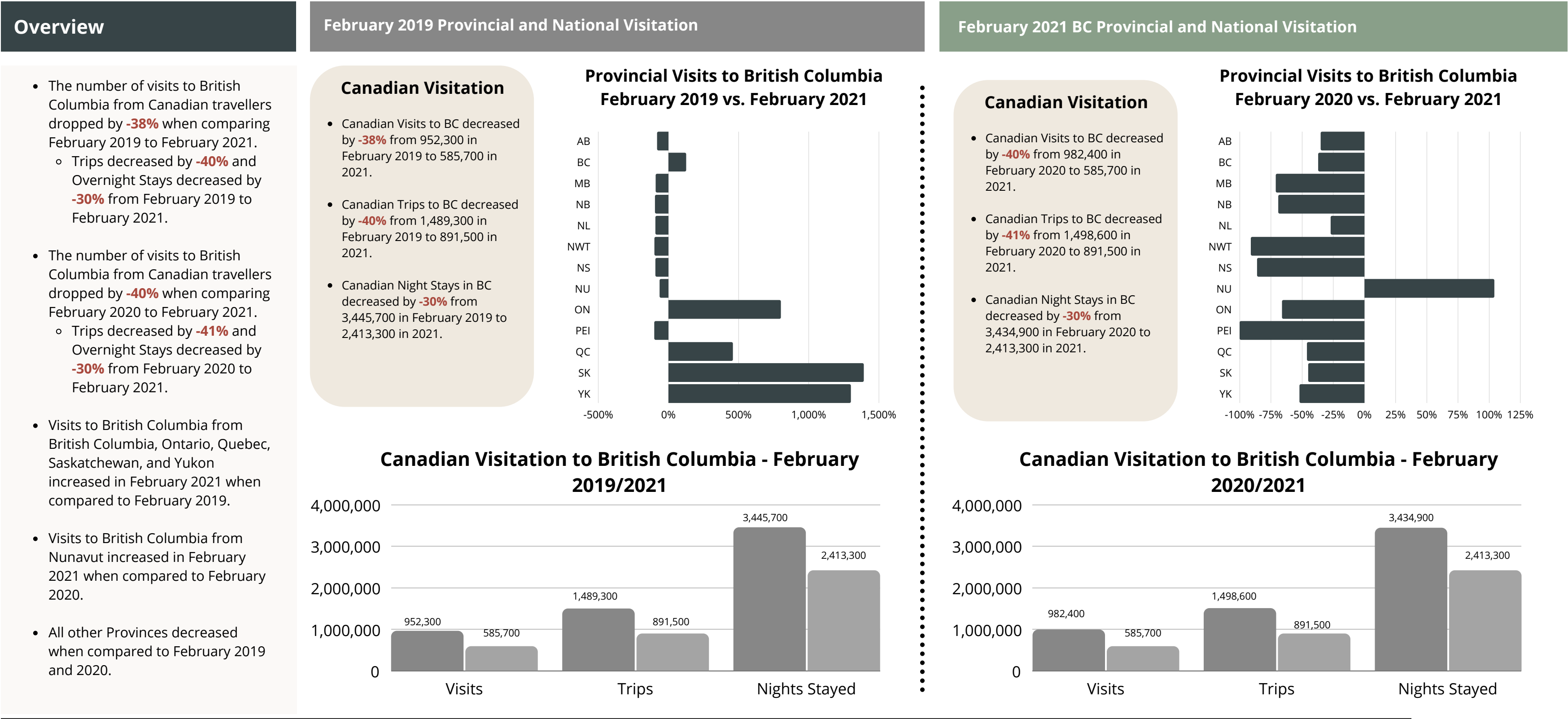
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# FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

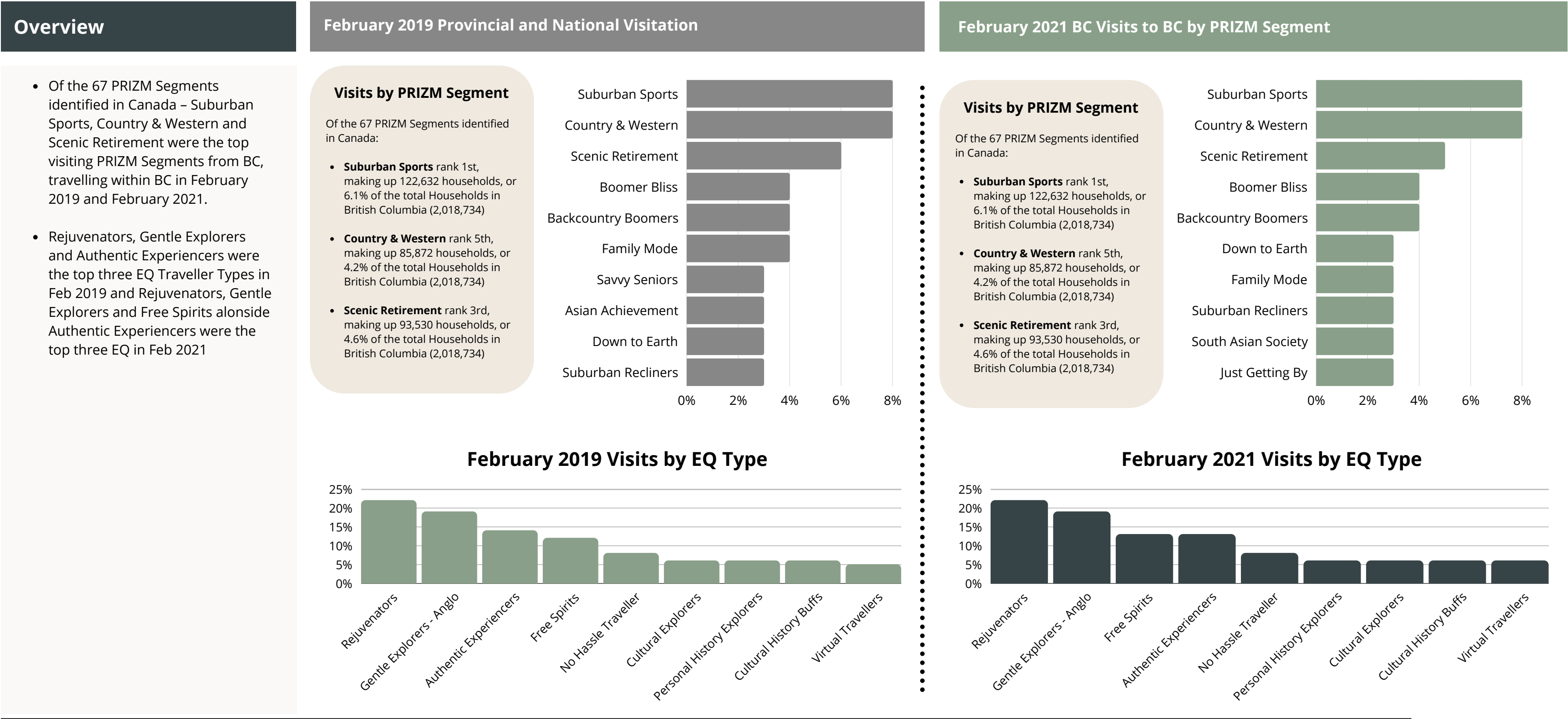
## BRITISH COLUMBIA



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# FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

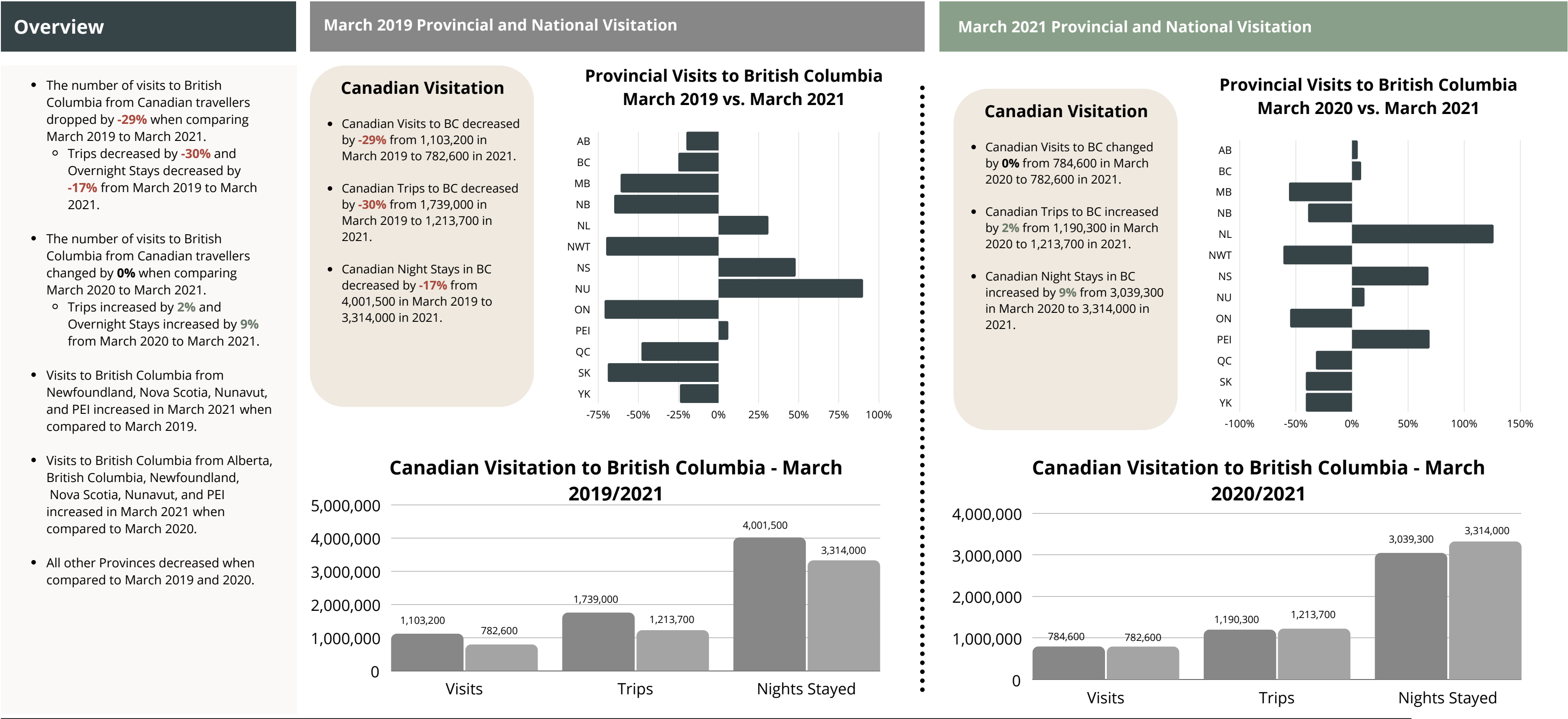
## BRITISH COLUMBIA





# MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

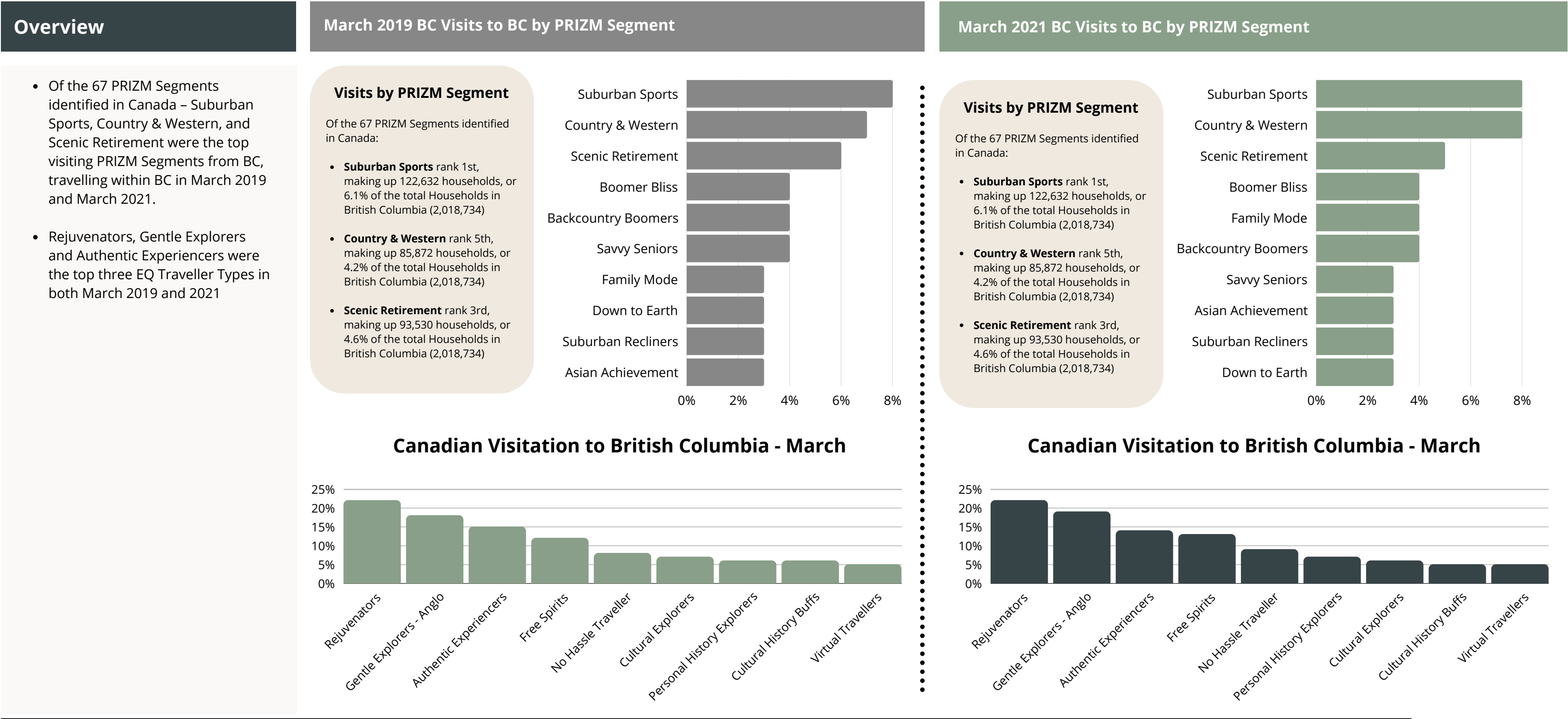
## BRITISH COLUMBIA



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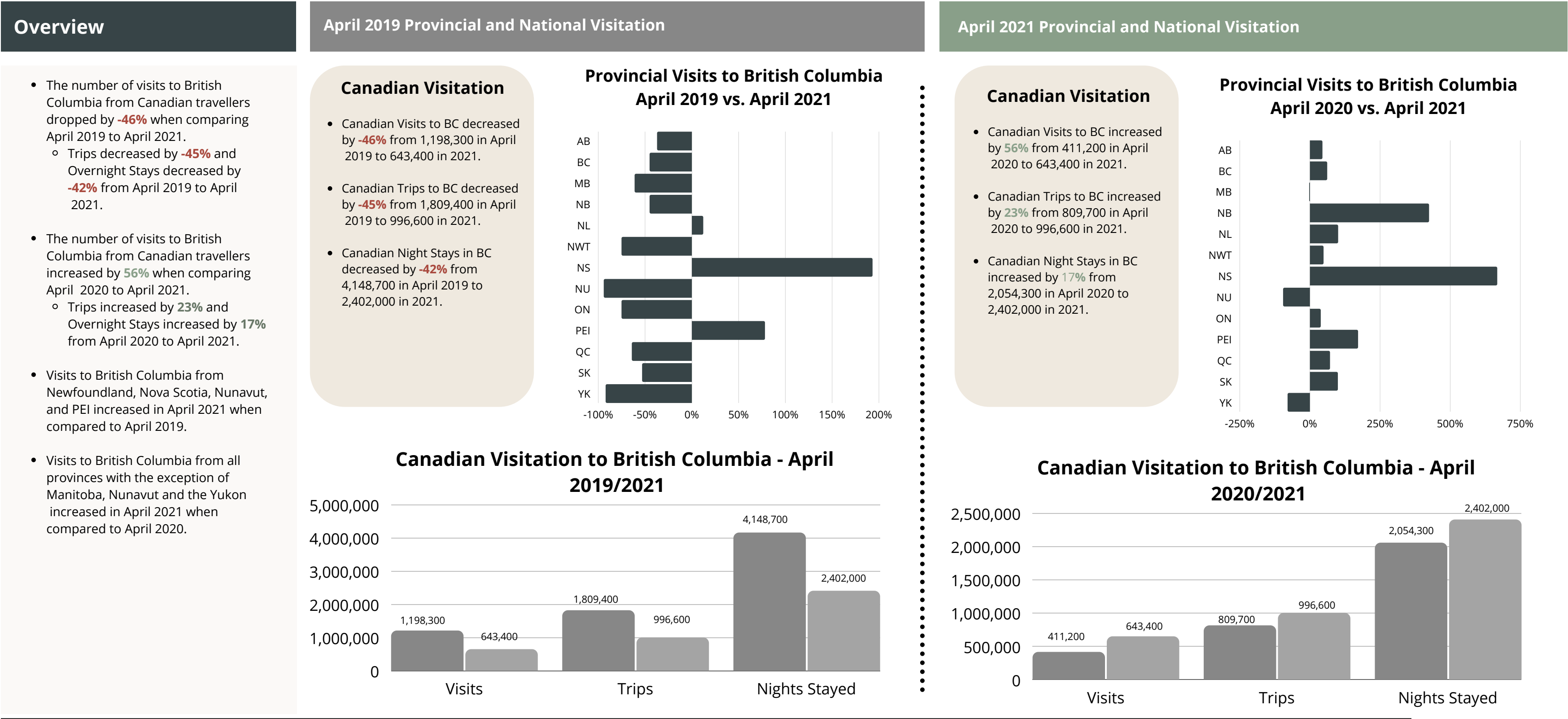
# MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA



# APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA



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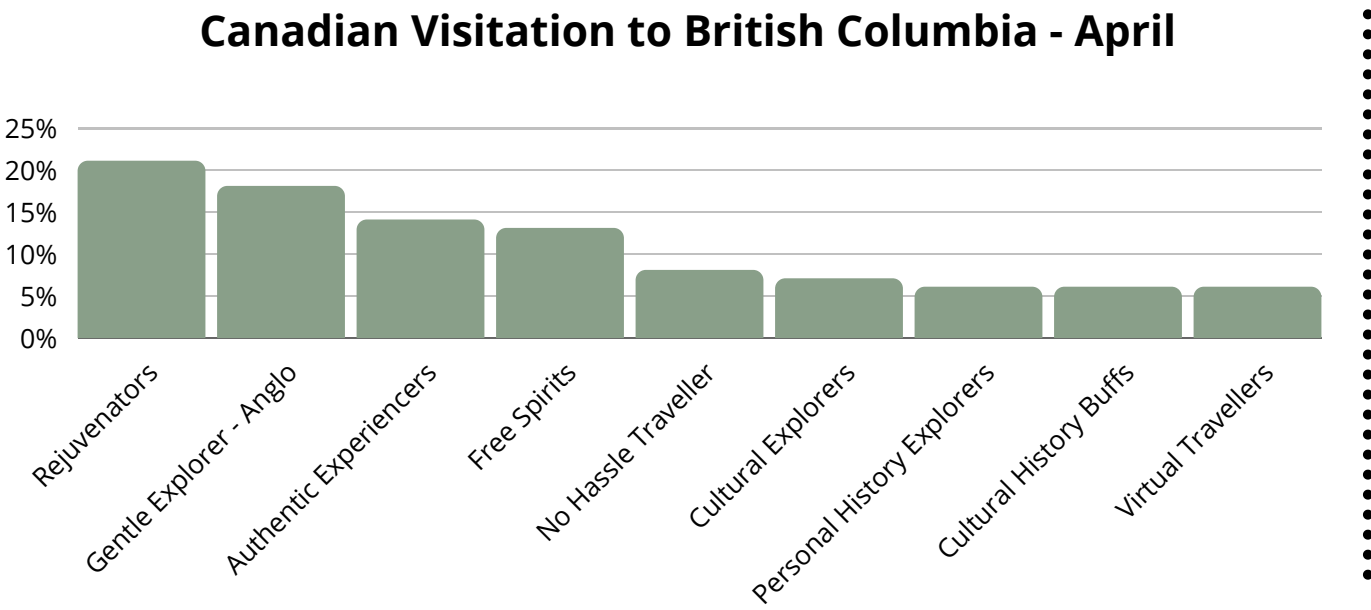
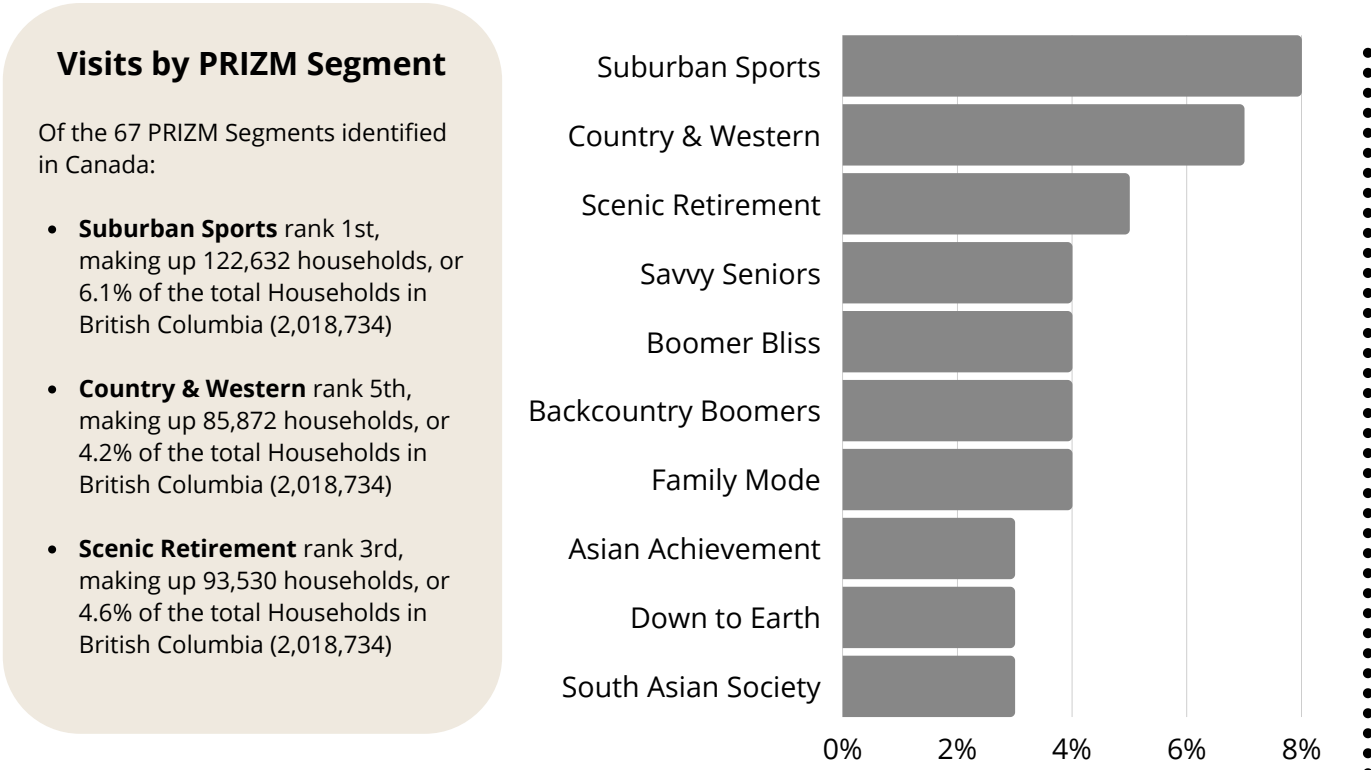
# APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

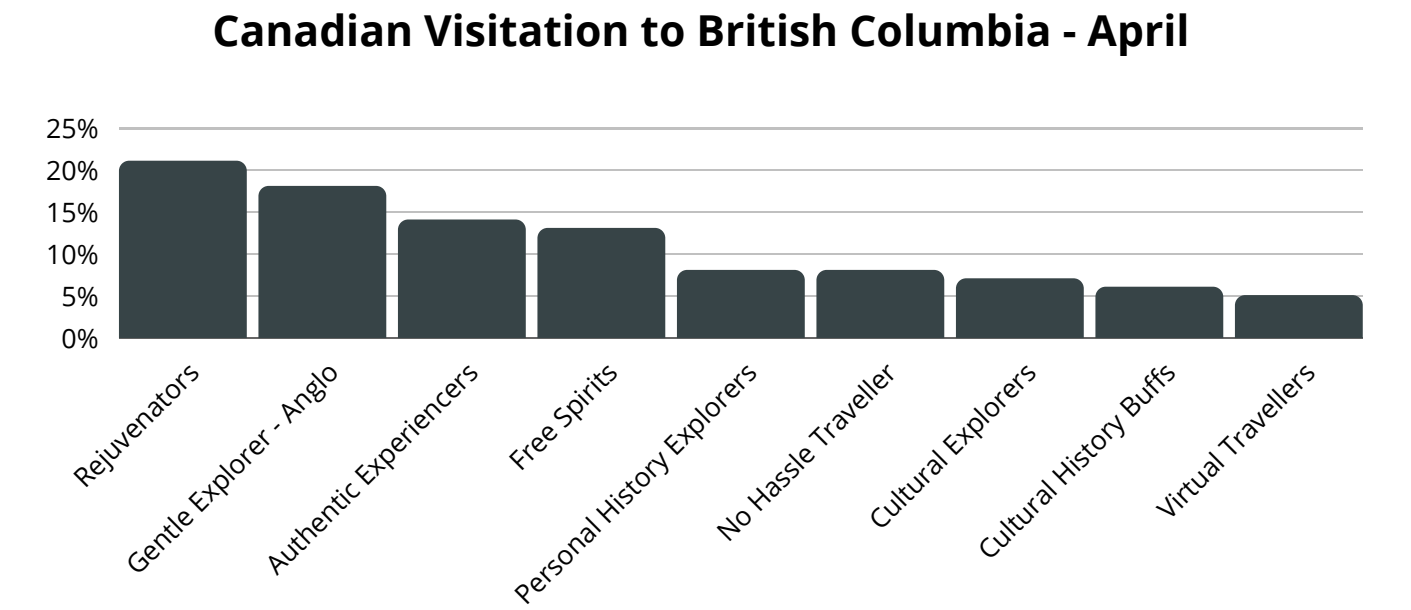
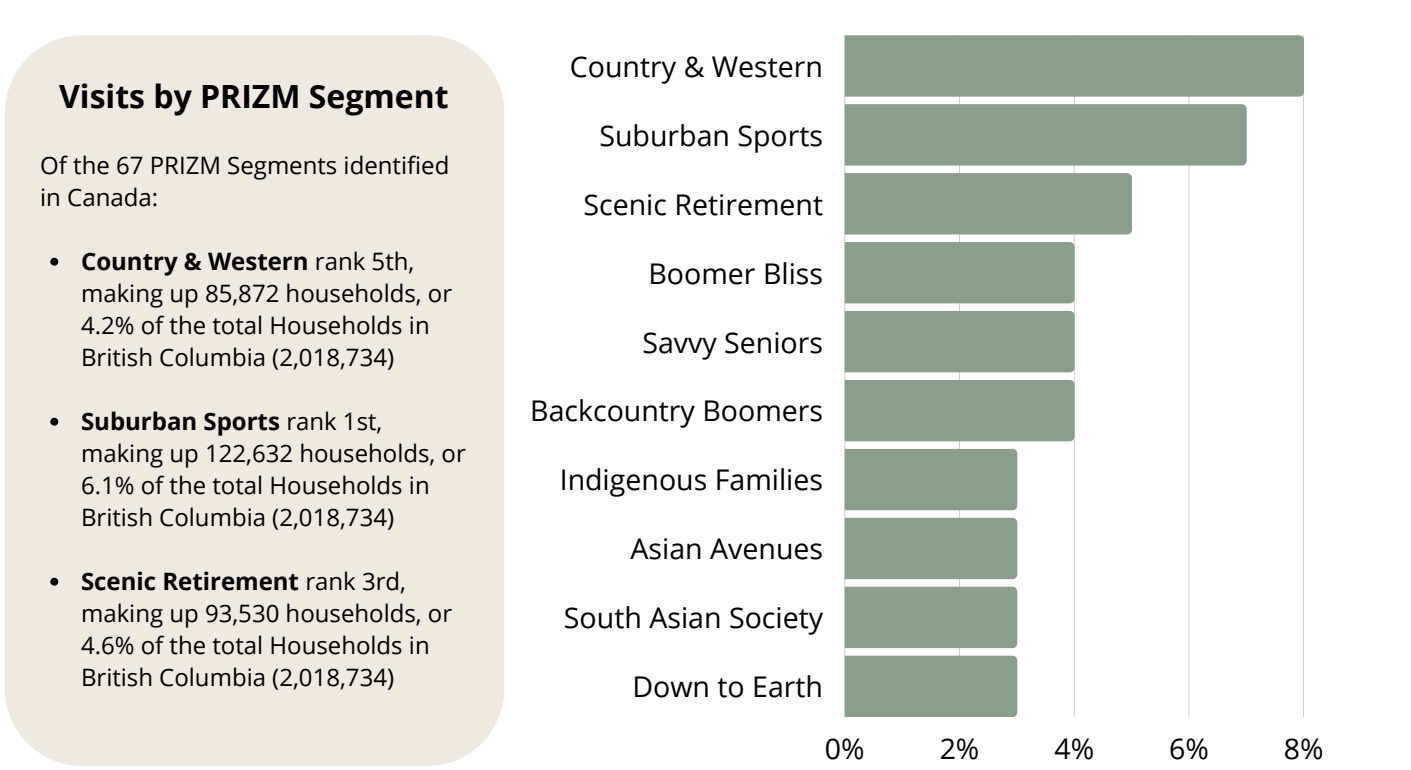
### Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in April 2019 and April 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both Apr 2019 and 2021

### April 2019 BC Visits to BC by PRIZM Segment



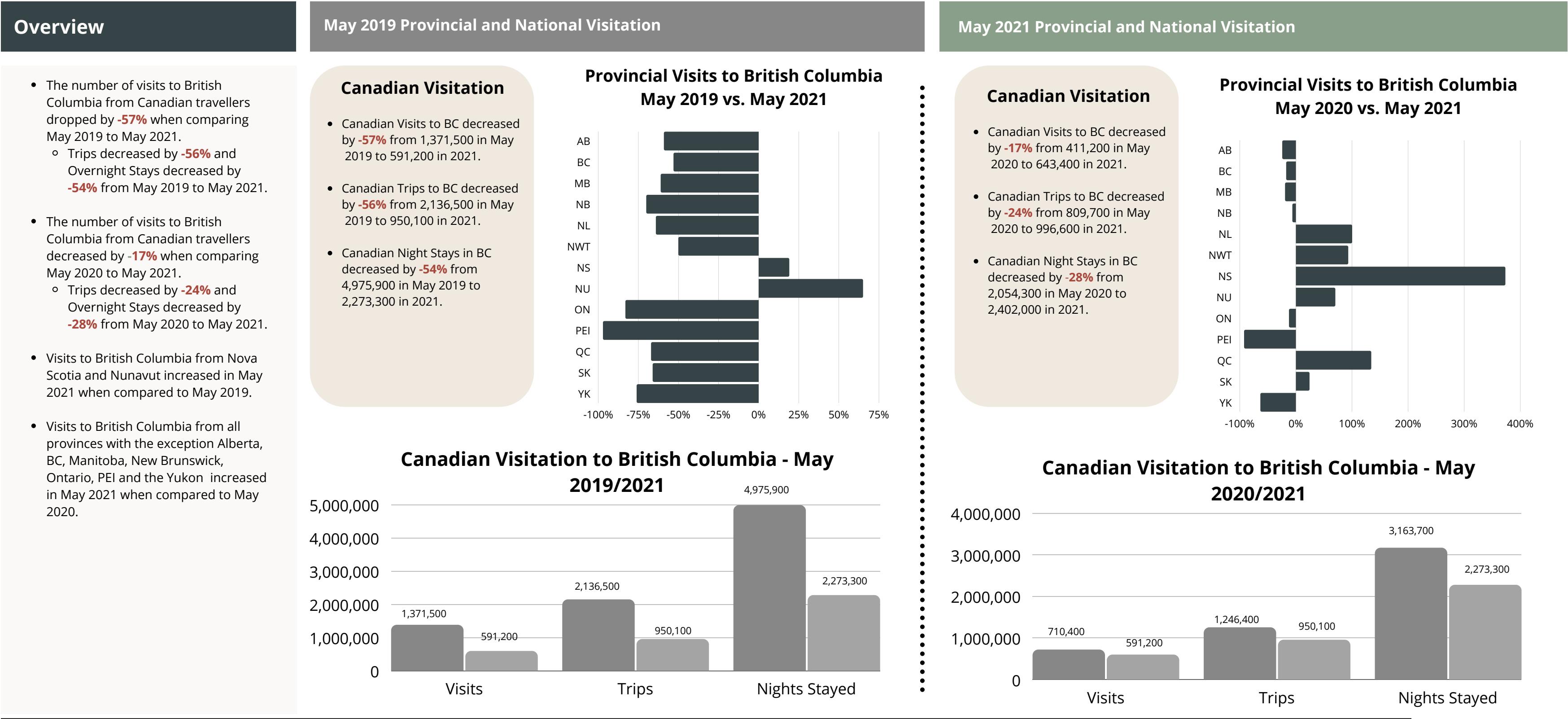
### April 2021 BC Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2019, 2020 to April 2021.  
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# MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA



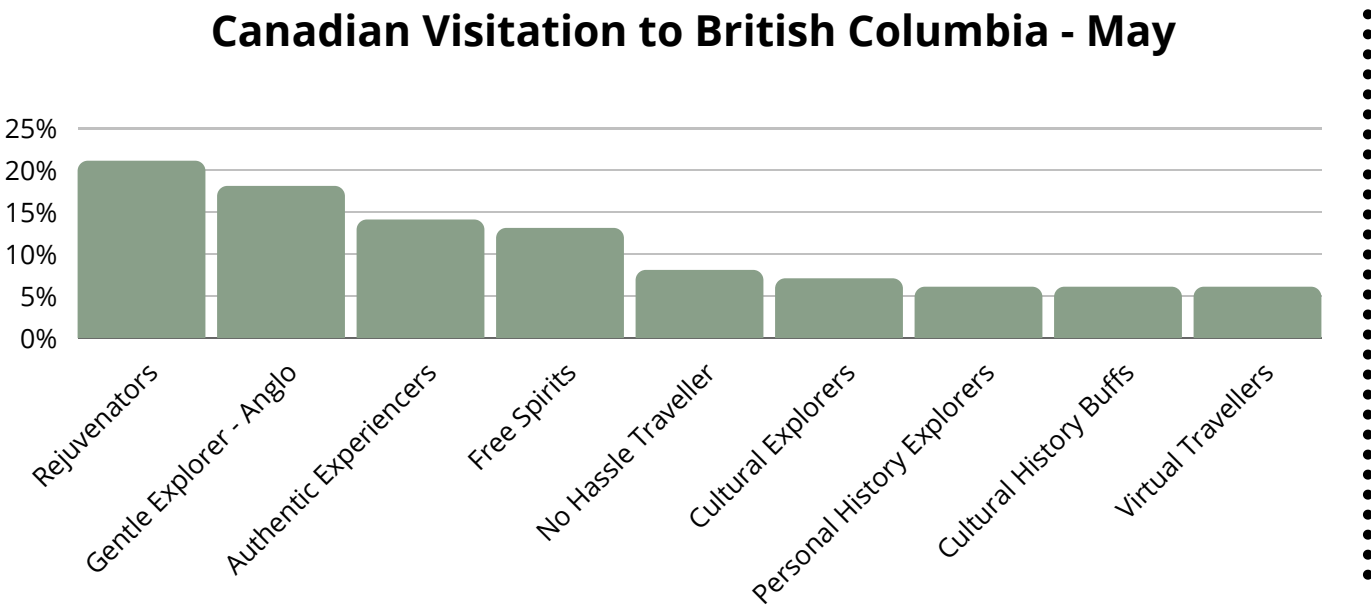
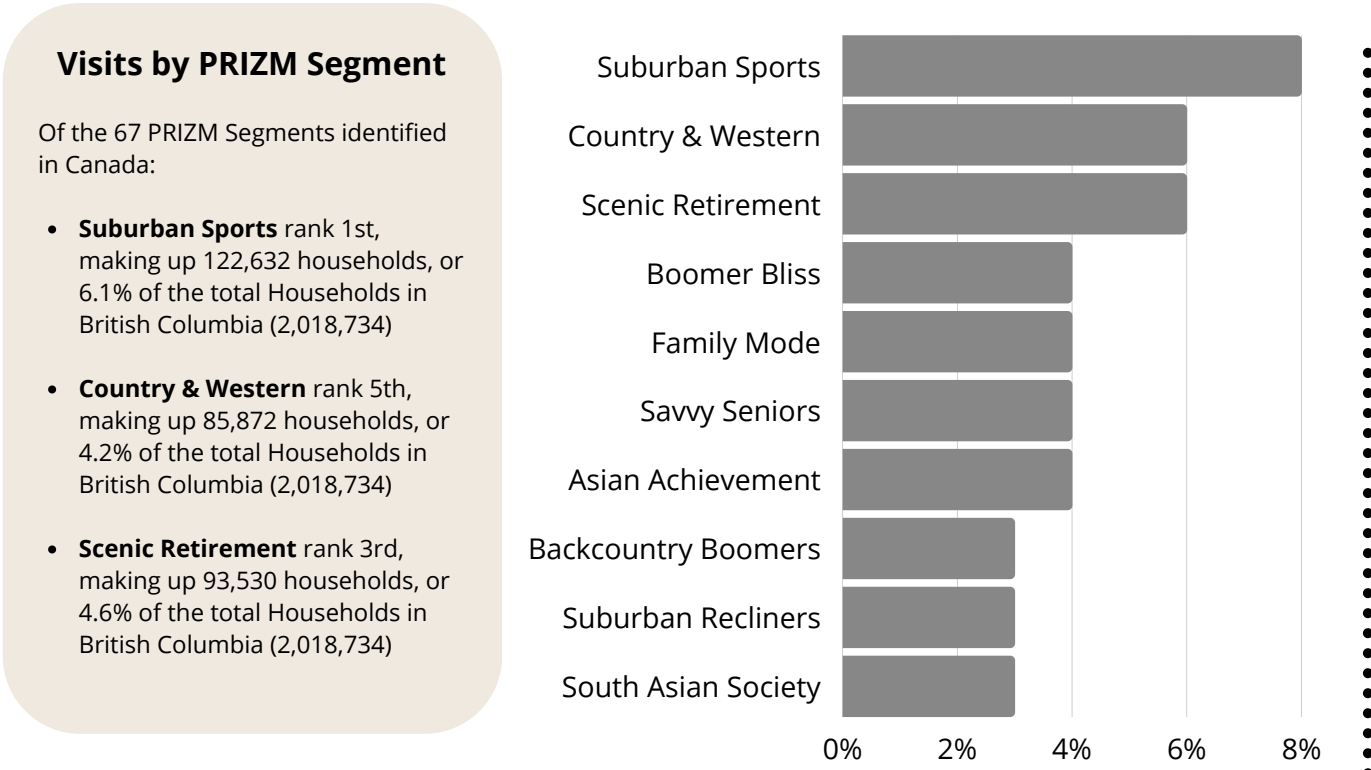
# MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

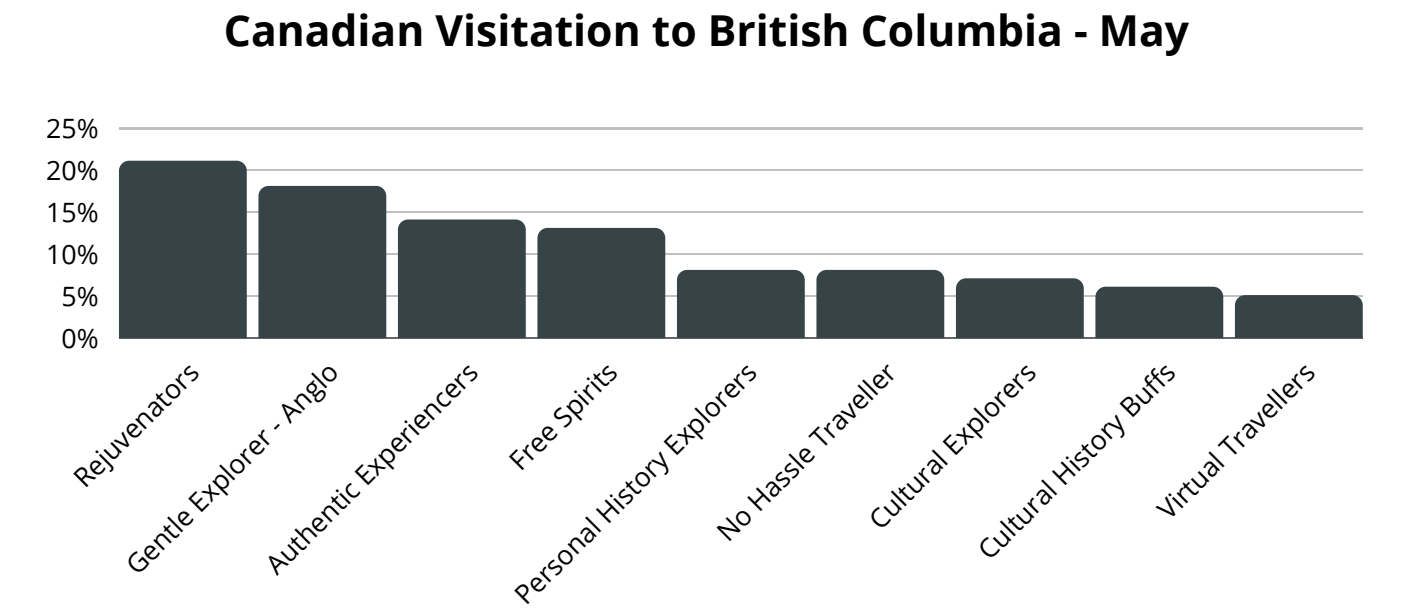
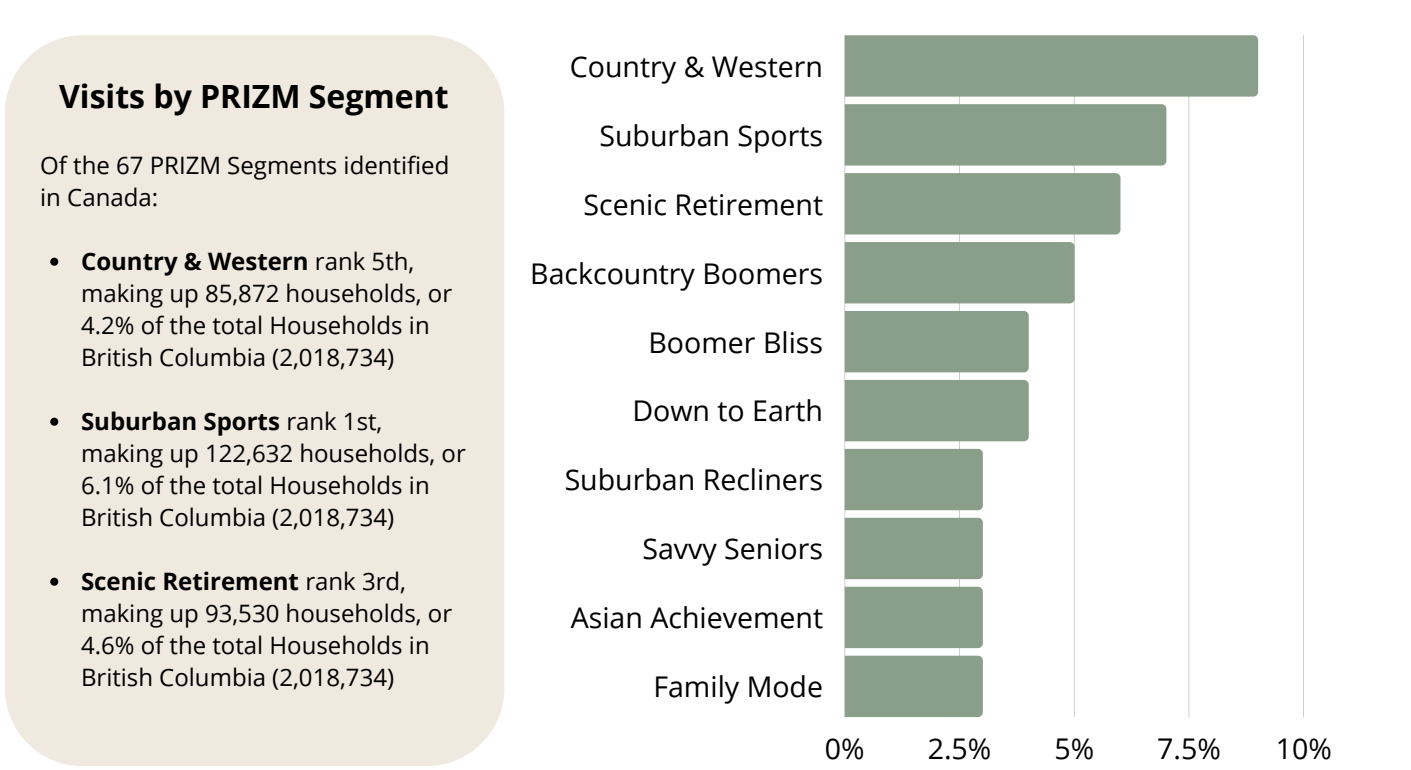
### Overview

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- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both May 2019 and 2021

### May 2019 BC Visits to BC by PRIZM Segment



### May 2021 BC Visits to BC by PRIZM Segment



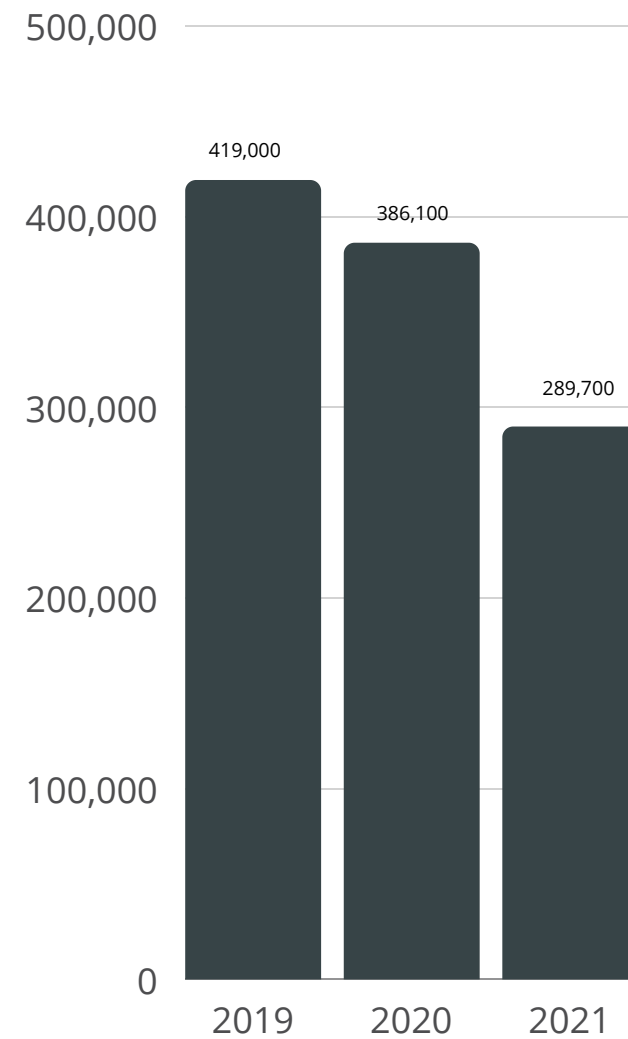
\*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021.  
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.  
Note: All counts have been rounded to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

# ALBERTA INSIGHTS

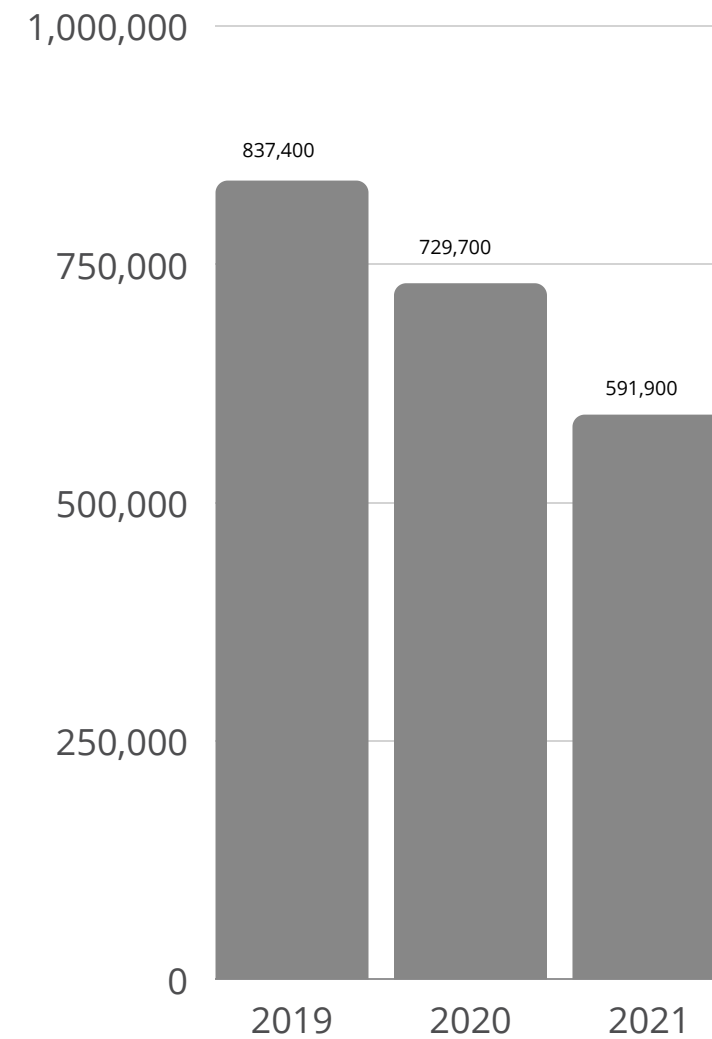
# BRITISH COLUMBIA VISITATION - Q1

## ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

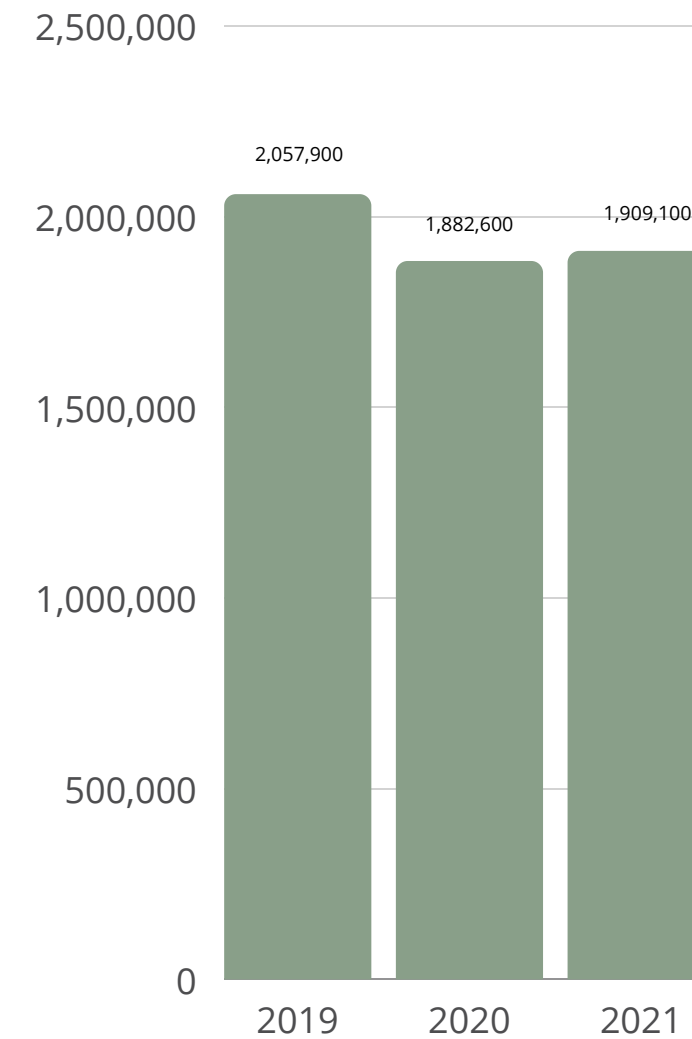
Number of Visitors to BC  
from AB in Q1



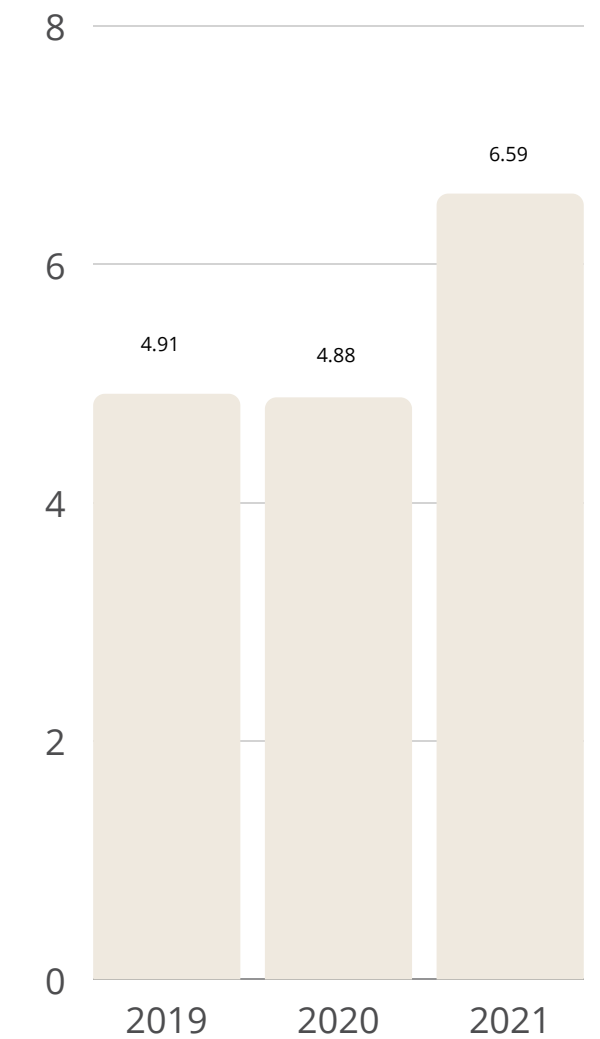
Number of Trips to BC  
from AB in Q1



Number of Nights Stayed in BC  
from AB in Q1



Night Stays/Visits to BC  
from AB in Q1



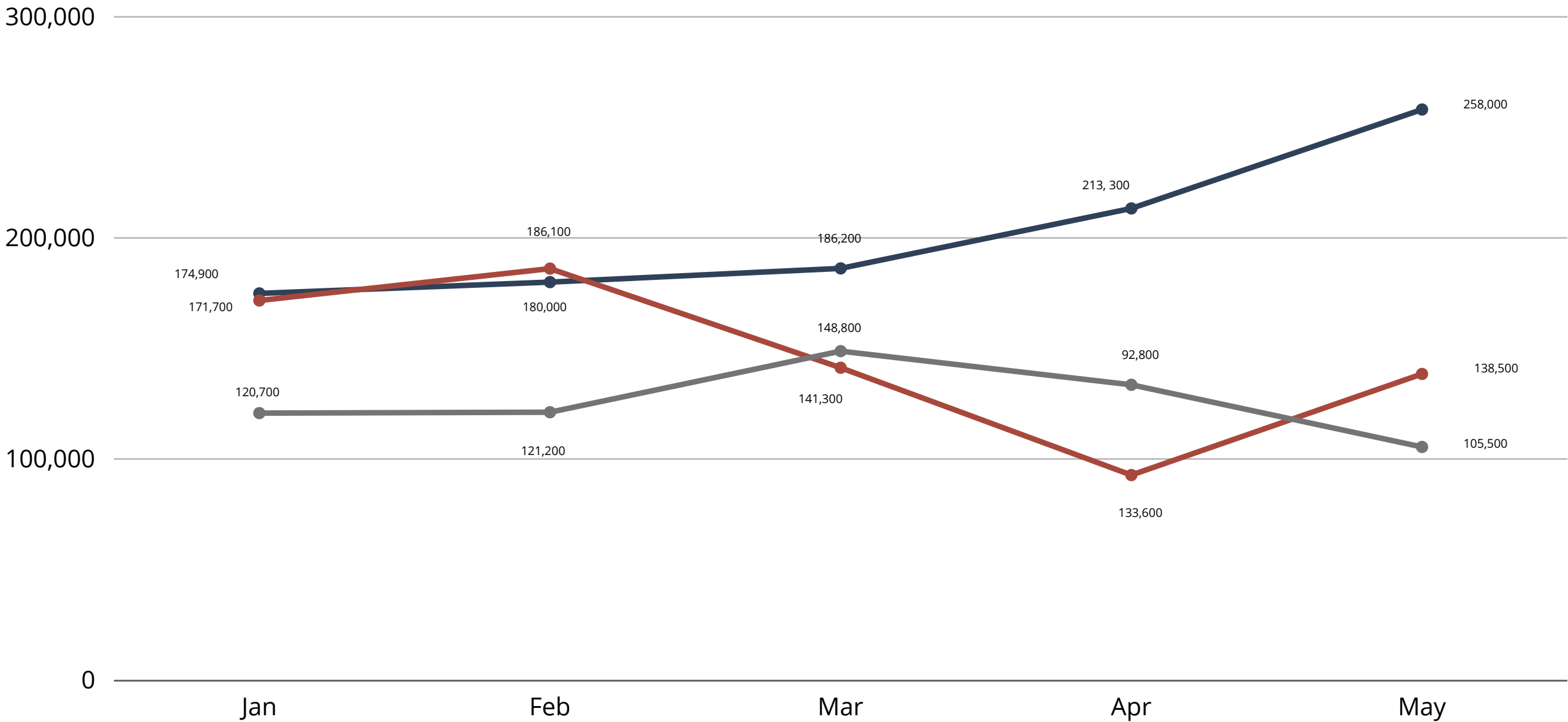
# AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

## NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

| City           | 2019<br>Visitor Count | City           | 2020<br>Visitor Count | City           | 2021<br>Visitor Count |
|----------------|-----------------------|----------------|-----------------------|----------------|-----------------------|
| Calgary        | 144,300               | Calgary        | 130,000               | Calgary        | 91,100                |
| Edmonton       | 79,900                | Edmonton       | 74,800                | Edmonton       | 45,600                |
| Grande Prairie | 12,900                | Grande Prairie | 10,800                | Grande Prairie | 8,600                 |
| Red Deer       | 9,500                 | Strathcona     | 9,300                 | Strathcona     | 7,600                 |
| Strathcona     | 9,300                 | Red Deer       | 8,900                 | Red Deer       | 6,900                 |
| Rocky View     | 7,400                 | Lethbridge     | 7,500                 | Airdrie        | 5,600                 |
| Airdrie        | 7,300                 | Airdrie        | 6,900                 | St. Albert     | 5,000                 |
| Wood Buffalo   | 7,200                 | Rocky View     | 6,000                 | Rocky View     | 4,800                 |
| St. Albert     | 6,700                 | St. Albert     | 6,000                 | Canmore        | 3,800                 |
| Lethbridge     | 6,200                 | Wood Buffalo   | 5,000                 | Wood Buffalo   | 3,600                 |

# ALBERTA VISITATION

## ALBERTA VISITORS TRAVELLING TO BC BY MONTH



### KEY FINDINGS

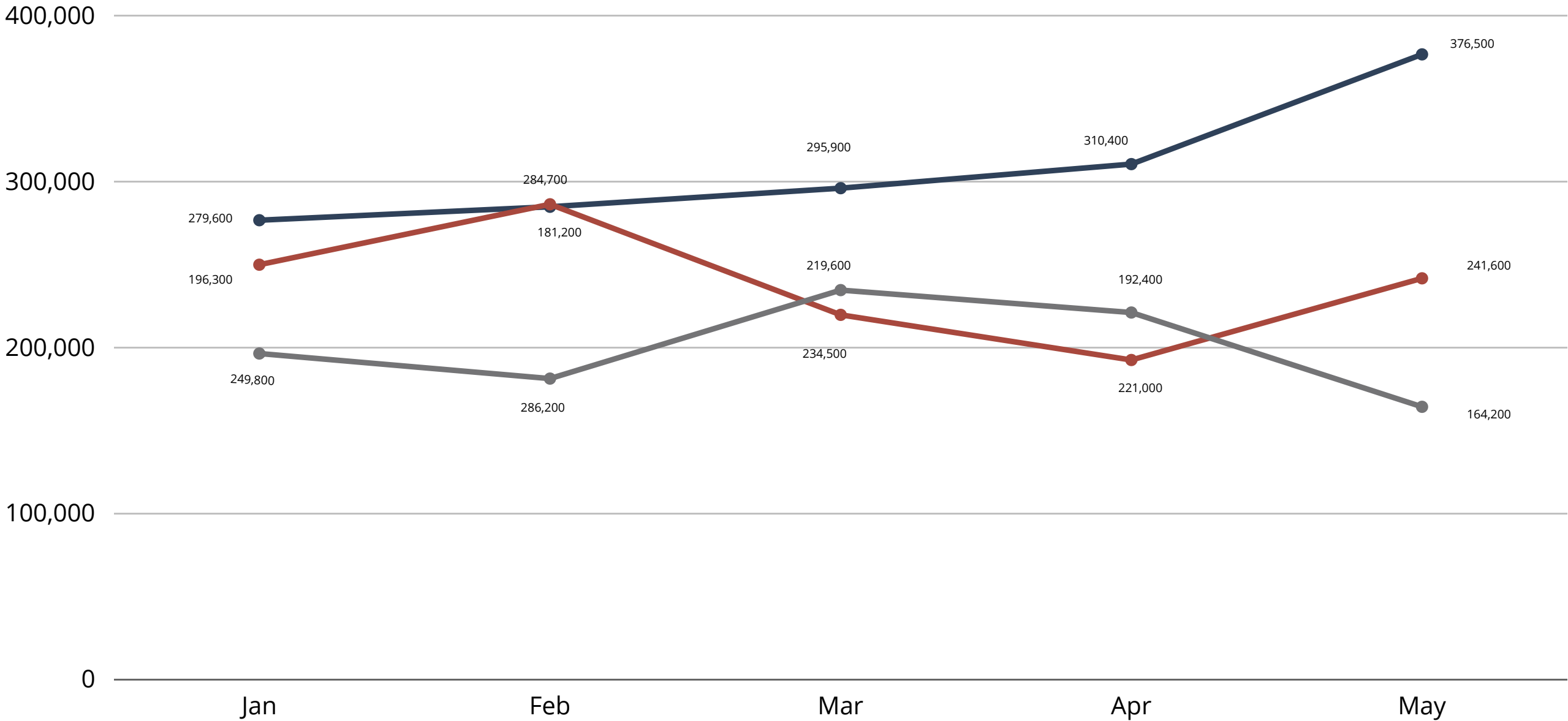
- March 2021 saw a **5%** increase compared to March 2020 and a **-21%** decrease compared to 2019.
- April 2021 saw a **44%** increase compared to April 2020 and a **-37%** decrease compared to 2019.
- May 2021 saw a **-24%** decrease compared to May 2020 and a **-59%** decrease compared to 2019.

**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



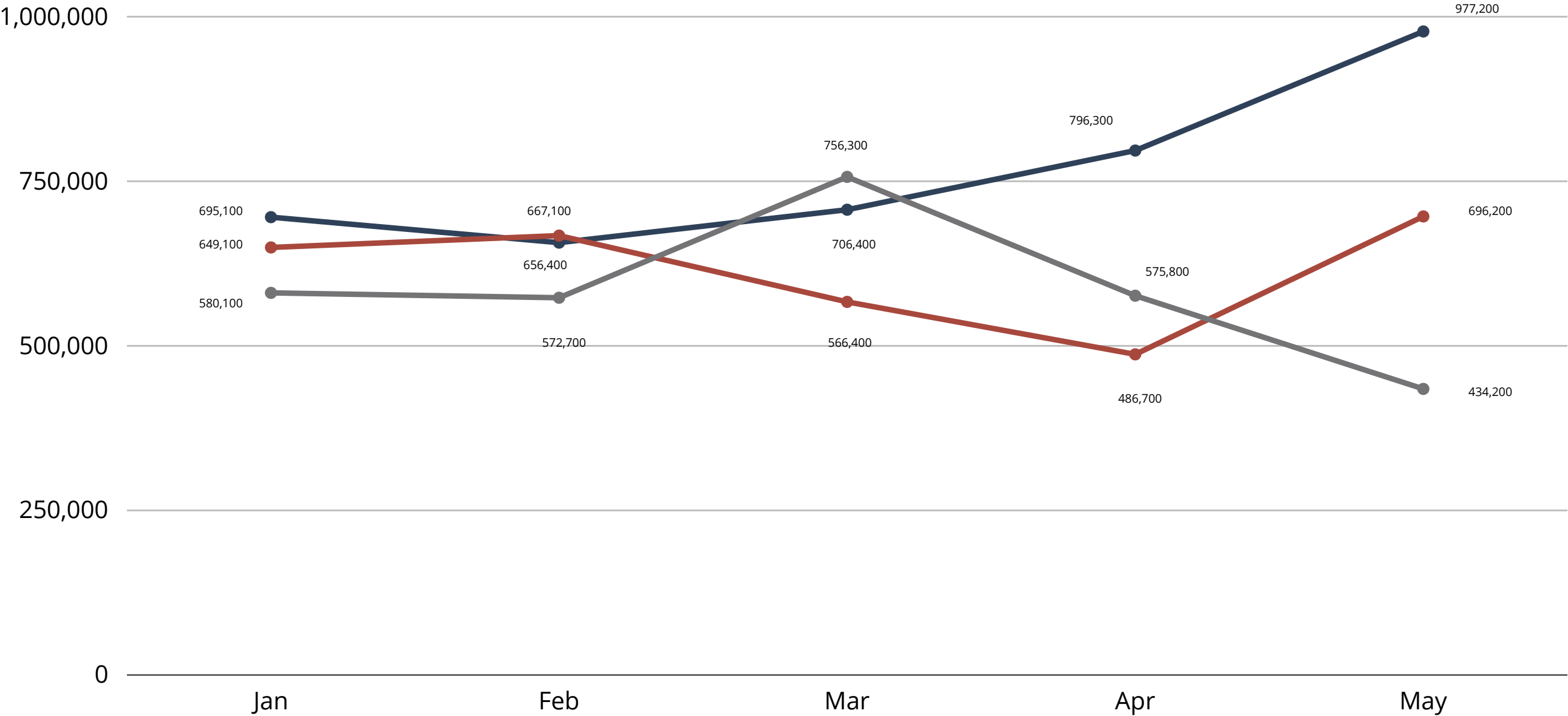
### KEY FINDINGS

- March 2021 saw a **7%** increase compared to March 2020 and a **-21%** decrease compared to 2019.
- April 2021 saw a **15%** increase compared to April 2020 and a **-29%** decrease compared to 2019.
- May 2021 saw a **-32%** decrease compared to May 2020 and a **-56%** 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



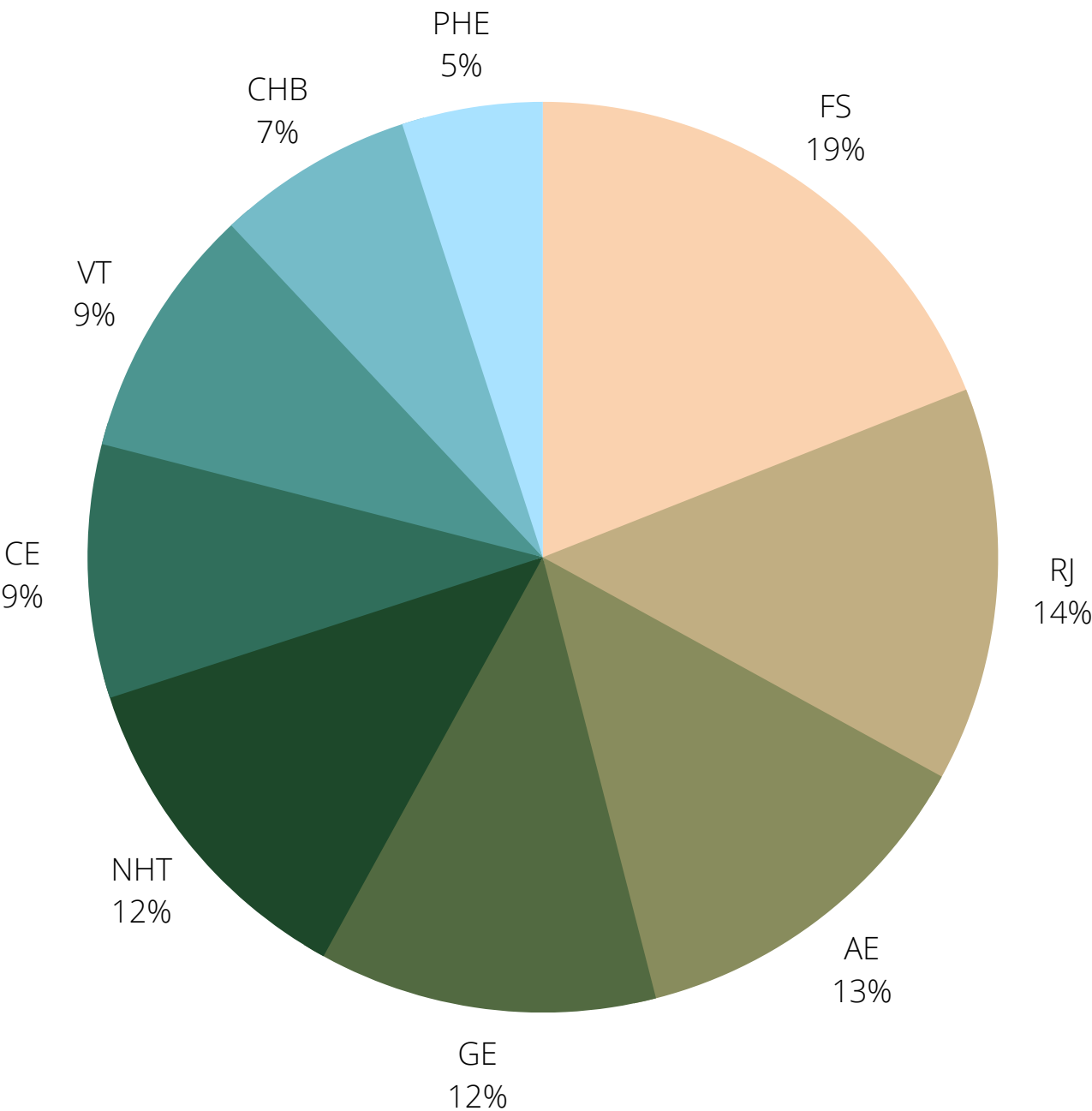
### KEY FINDINGS

- March 2021 saw a **34%** increase compared to March 2020 and a **7%** increase compared to 2019.
- April 2021 saw a **18%** increase compared to April 2020 and a **-28%** decrease compared to 2019.
- May 2021 saw a **-38%** decrease compared to May 2020 and a **-56%** 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.

# 2021 ALBERTA EQ COMPOSITION

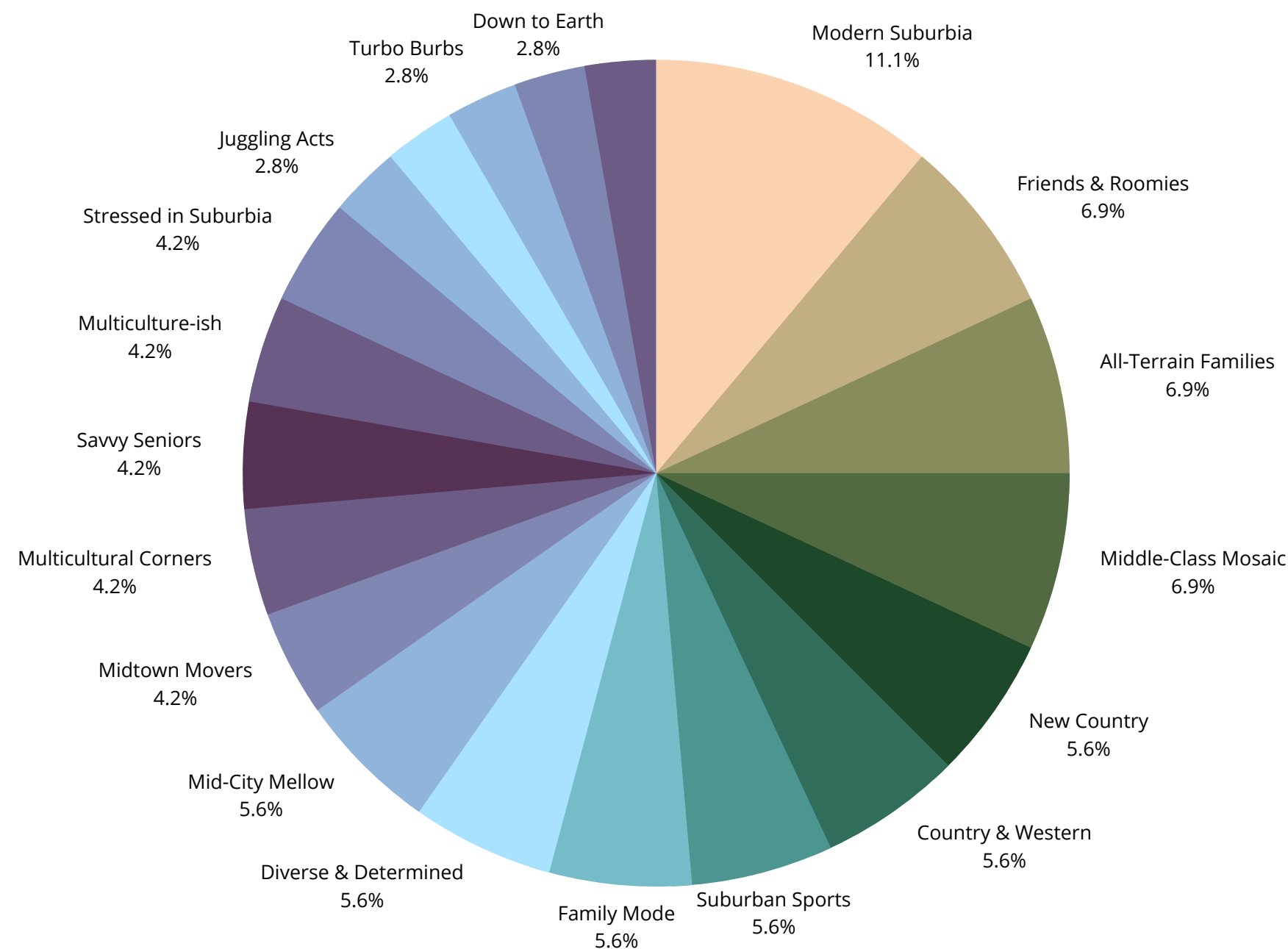
## BY HOUSEHOLD AND POPULATION COUNT



| EQ TYPE                          | HOUSEHOLD COUNT | POPULATION COUNT |
|----------------------------------|-----------------|------------------|
| Free Spirits (FS)                | 316,975 (19%)   | 953,603 (21%)    |
| Rejuvenators (RJ)                | 230,949 (14%)   | 658,962 (15%)    |
| Authentic Explorers (AE)         | 207,014 (13%)   | 584,506 (13%)    |
| Gentle Explorers (GE)            | 203,153 (12%)   | 497,597 (11%)    |
| No Hassle Travellers (NHT)       | 198,267 (12%)   | 584,453 (13%)    |
| Cultural Explorers (CE)          | 155,177 (9%)    | 318,097 (7%)     |
| Virtual Travellers (VT)          | 139,621 (9%)    | 415,948 (9%)     |
| Cultural History Buffs (CHB)     | 107,775 (7%)    | 212,573 (5%)     |
| Personal History Explorers (PHE) | 82,290 (5%)     | 215,010 (5%)     |

# 2021 ALBERTA PRIZM COMPOSITION

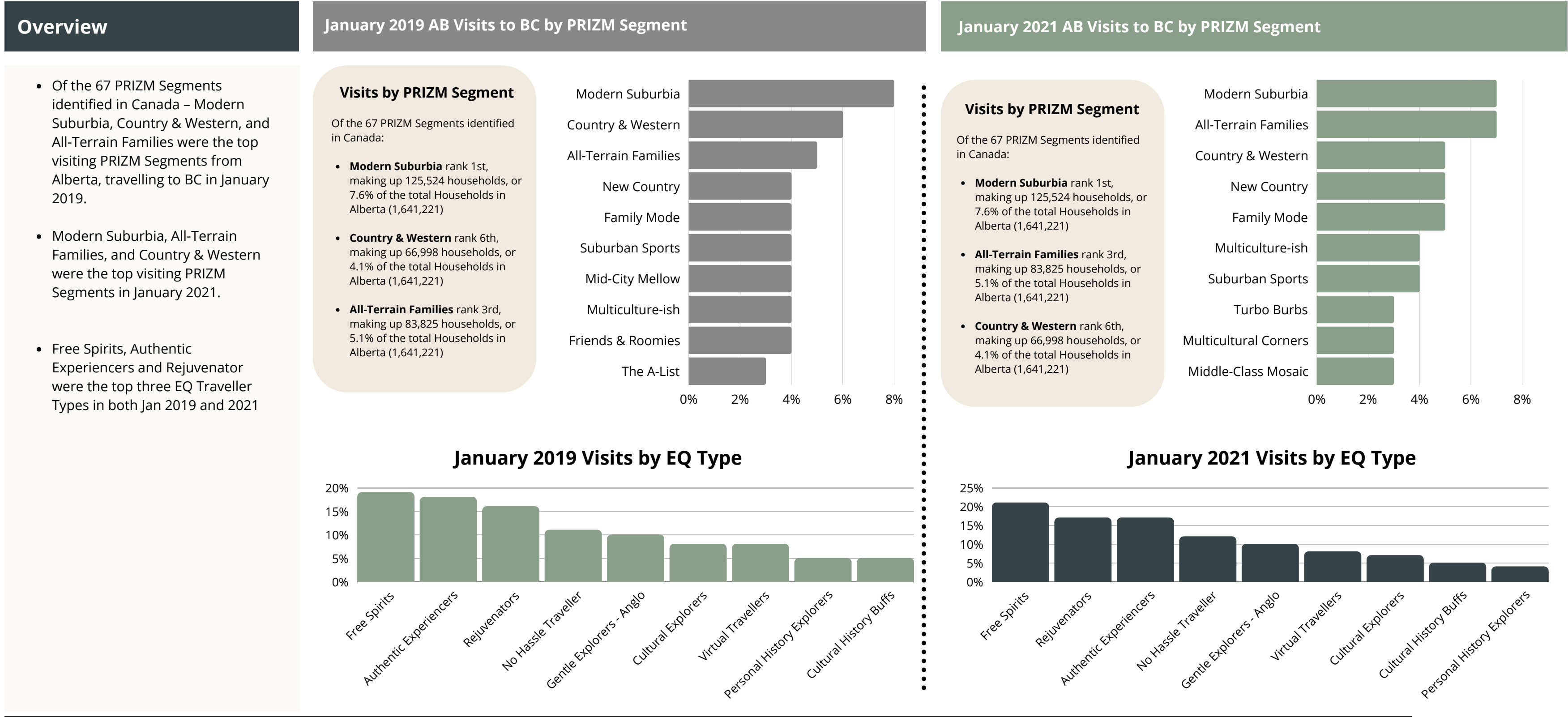
## TOP 20 SEGMENTS BY HOUSEHOLD AND POPULATION COUNT



| PRIZM Segment         | Household Count | Population Count |
|-----------------------|-----------------|------------------|
| Modern Suburbia       | 125,524 (8%)    | 380,265 (9%)     |
| Friends & Roomies     | 85,053 (5%)     | 170,856 (4%)     |
| All-Terrain Families  | 83,825 (5%)     | 245,476 (6%)     |
| Middle-Class Mosaic   | 81,299 (5%)     | 240,000 (5%)     |
| New Country           | 70,280 (4%)     | 198,462 (4%)     |
| Country & Western     | 66,998 (4%)     | 203,195 (5%)     |
| Suburban Sports       | 63,021 (4%)     | 175,075 4%)      |
| Family Mode           | 62,772 (4%)     | 191,447 (4%)     |
| Diverse & Determined  | 62,476 (4%)     | 138,884 (3%)     |
| Mid-City Mellow       | 58,379 (4%)     | 157,557 (4%)     |
| Midtown Movers        | 57,418 (3%)     | 157,144 (4%)     |
| Multicultural Corners | 52,077 (3%)     | 165,920 (4%)     |
| Savvy Seniors         | 45,839 (3%)     | 106,518 (2%)     |
| Multiculture-ish      | 44,496 (3%)     | 151,651 (3%)     |
| Stressed in Suburbia  | 43,084 (3%)     | 116,027 (3%)     |
| Juggling Acts         | 40,518 (2%)     | 97,050 (2%)      |
| Mature & Secure       | 36,389 (2%)     | 103,363 (2%)     |
| Turbo Burbs           | 36,192 (2%)     | 110,709 (2%)     |
| Down to Earth         | 35,648 (2%)     | 97,807 (2%)      |
| Just Getting By       | 35,453 (2%)     | 70,690 (2%)      |

# JANUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA



\*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

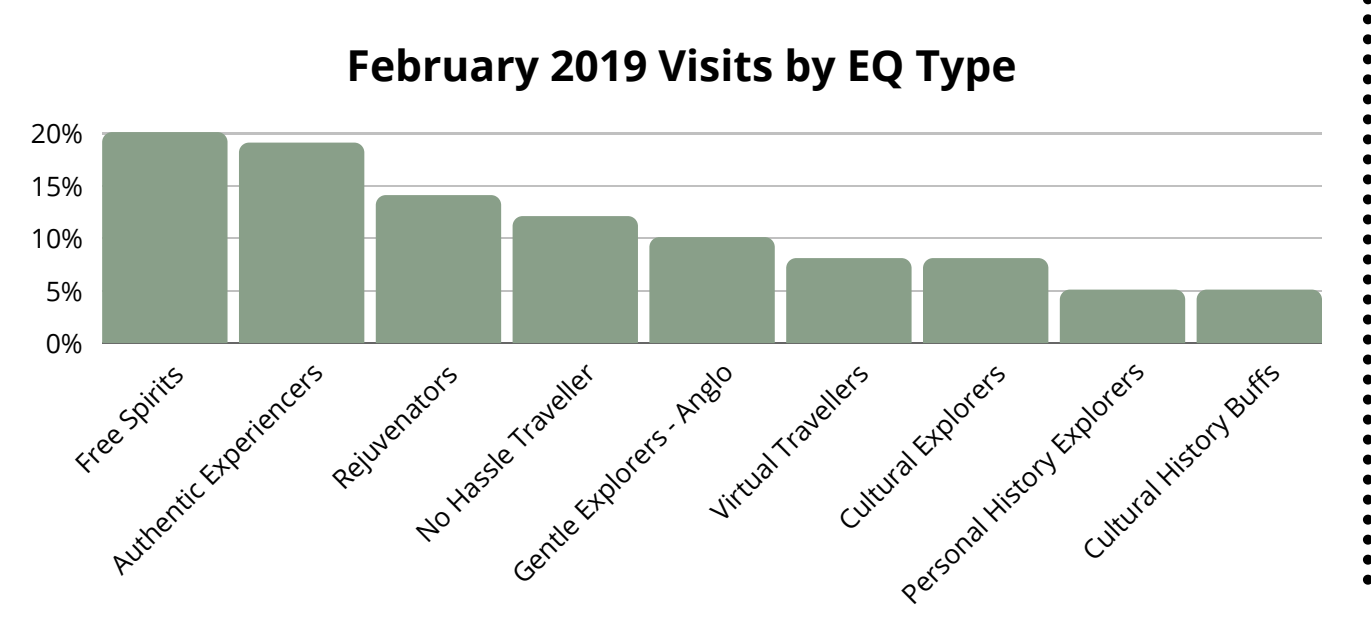
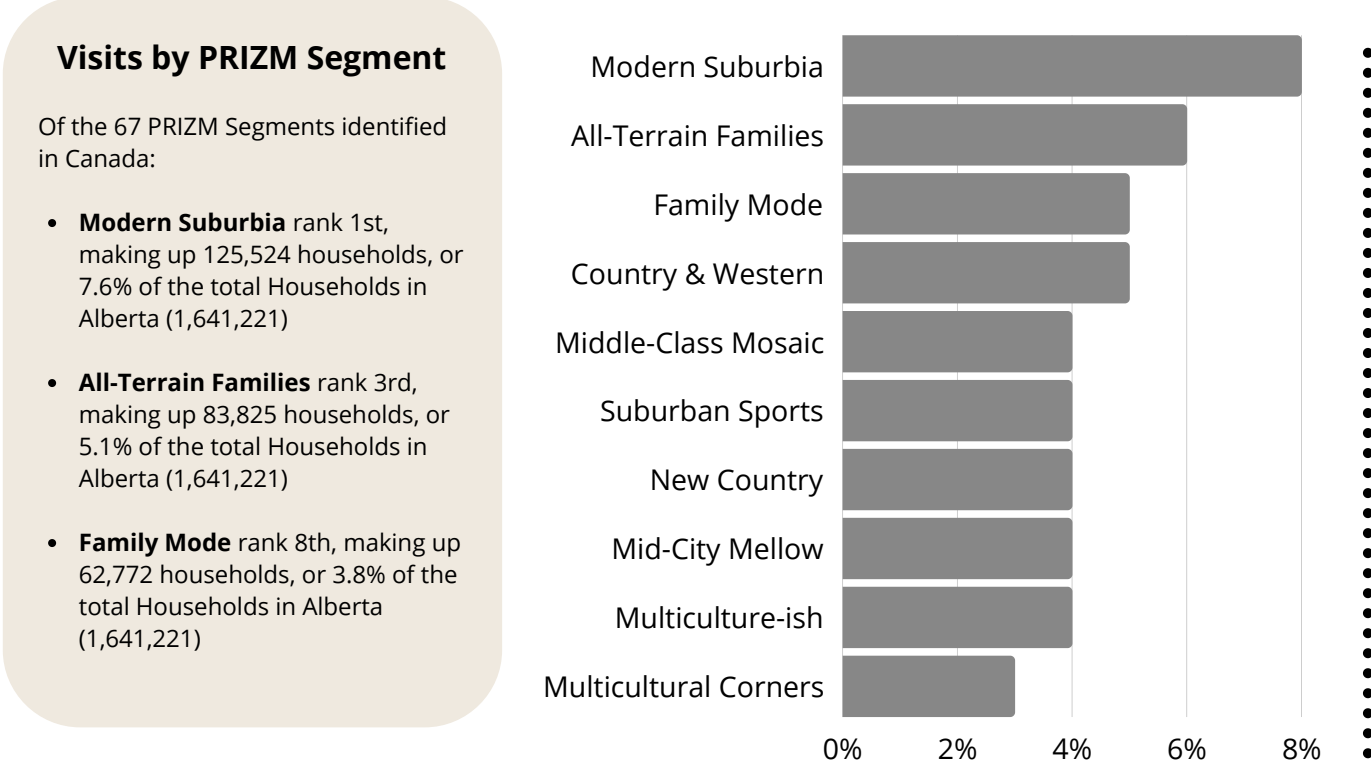
# FEBRUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

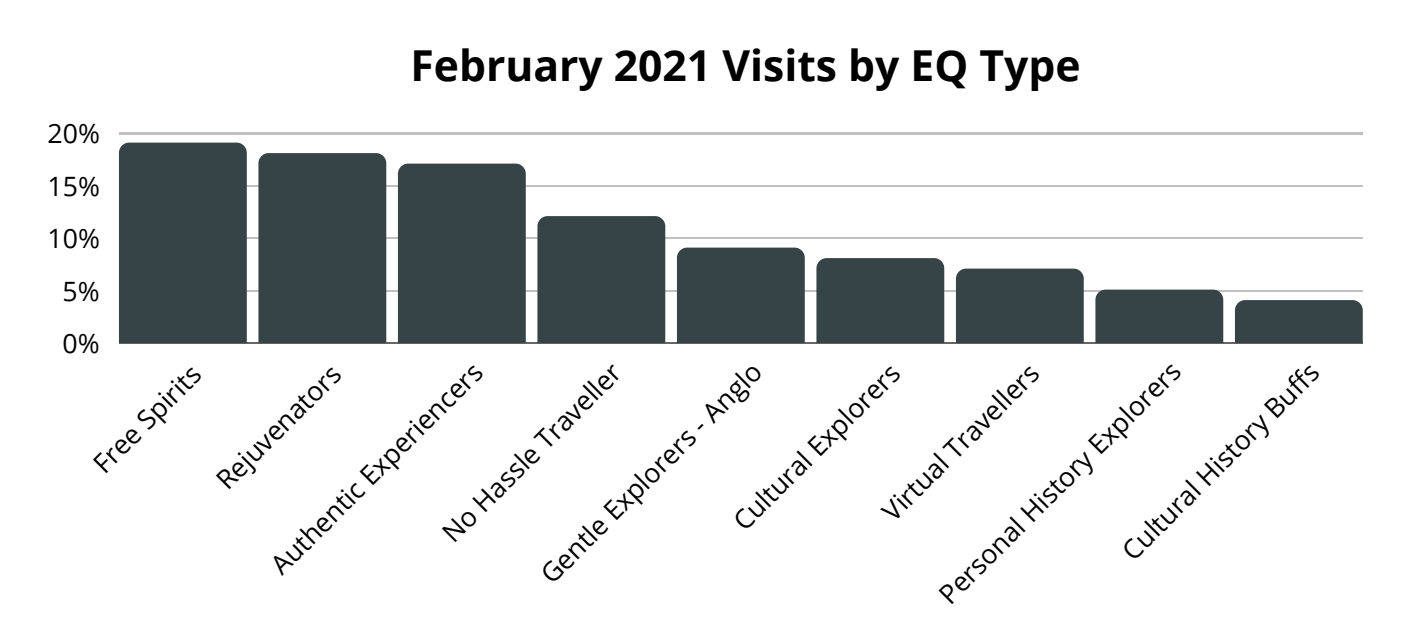
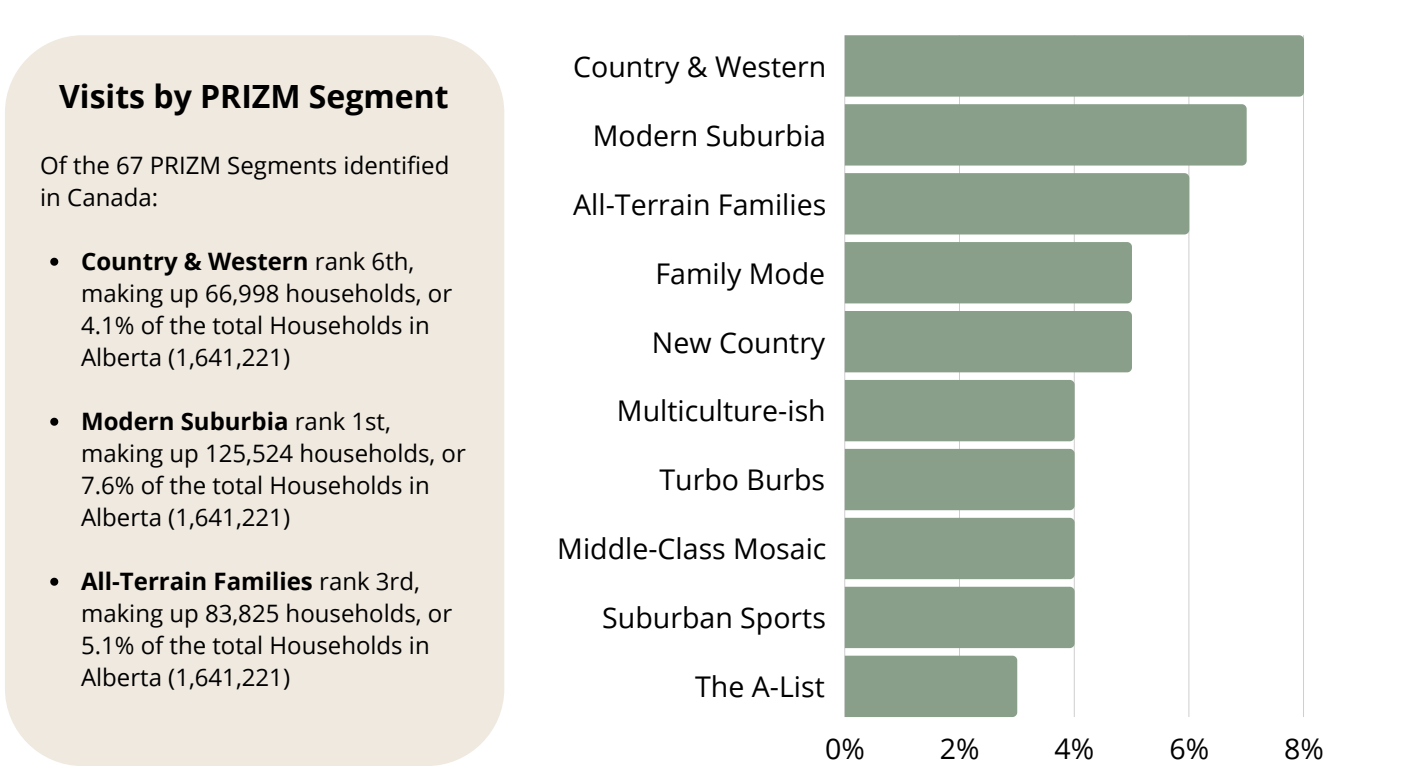
### Overview

- 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.
- Country & Western, Modern Suburbia, and All-Terrain Families were the top visiting PRIZM Segments in February 2021.
  - Family Mode ranked 3rd in 2019 and 4th in 2021.
  - Country & Western ranked 1st in 2021 and 4th in 2019.
- Free Spirits, Authentic Experiencers and Rejuvenator were the top three EQ Traveller Types in both Feb 2019 and 2021

### February 2019 AB Visits to BC by PRIZM Segment



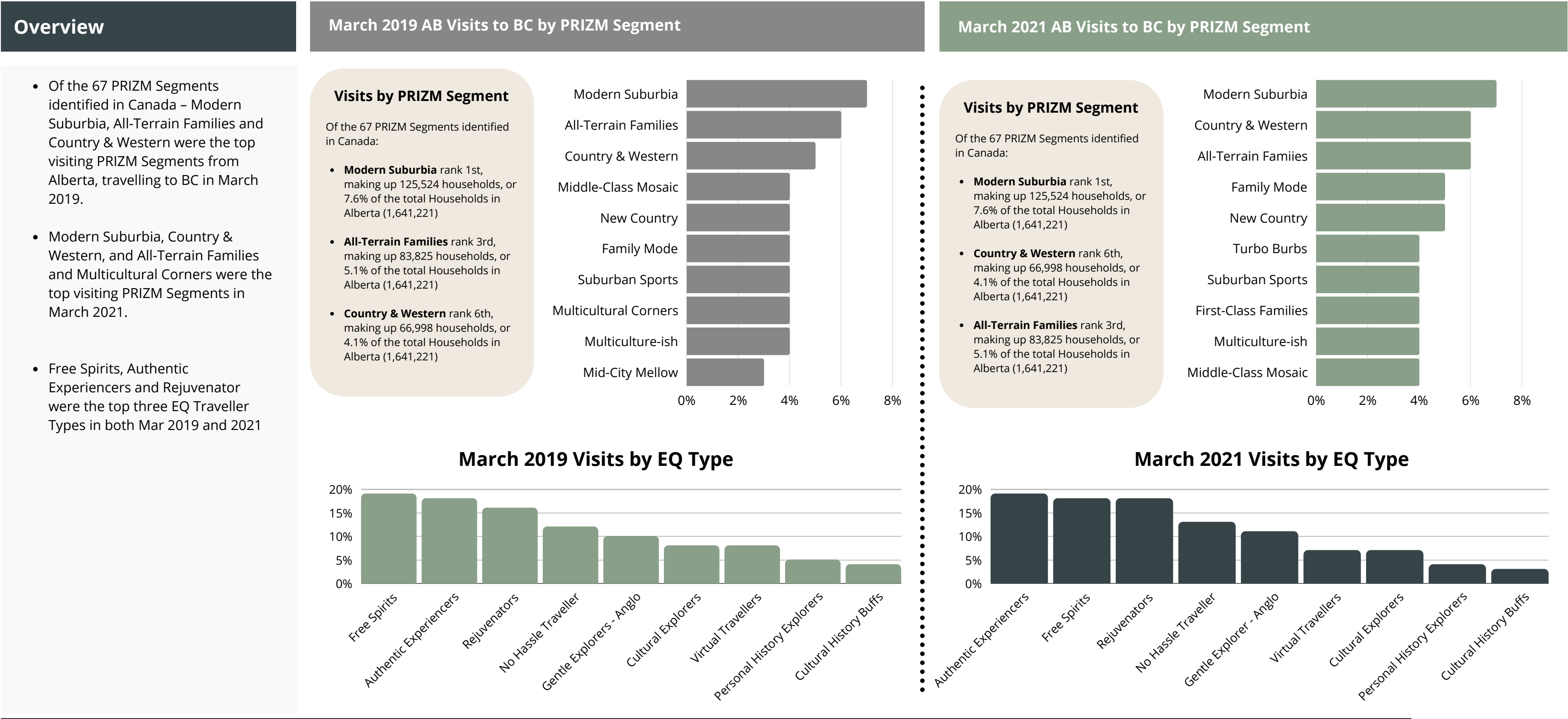
### February 2021 AB Visits to BC by PRIZM Segment





# MARCH 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA



\*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



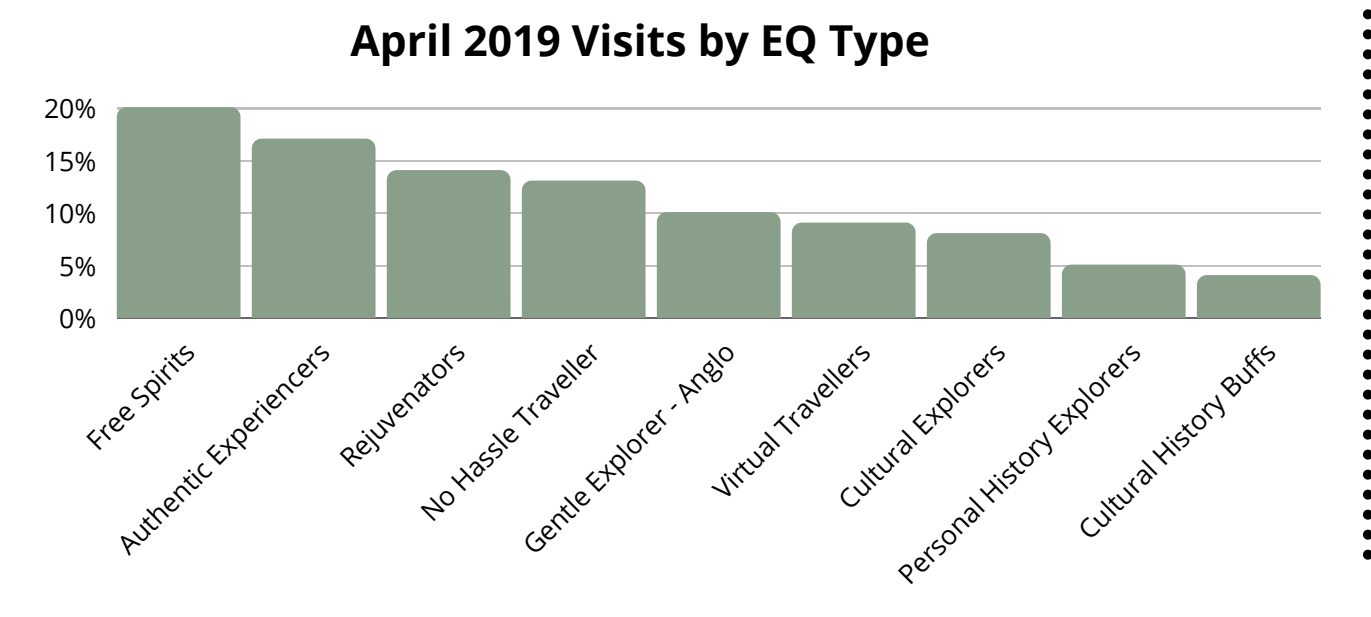
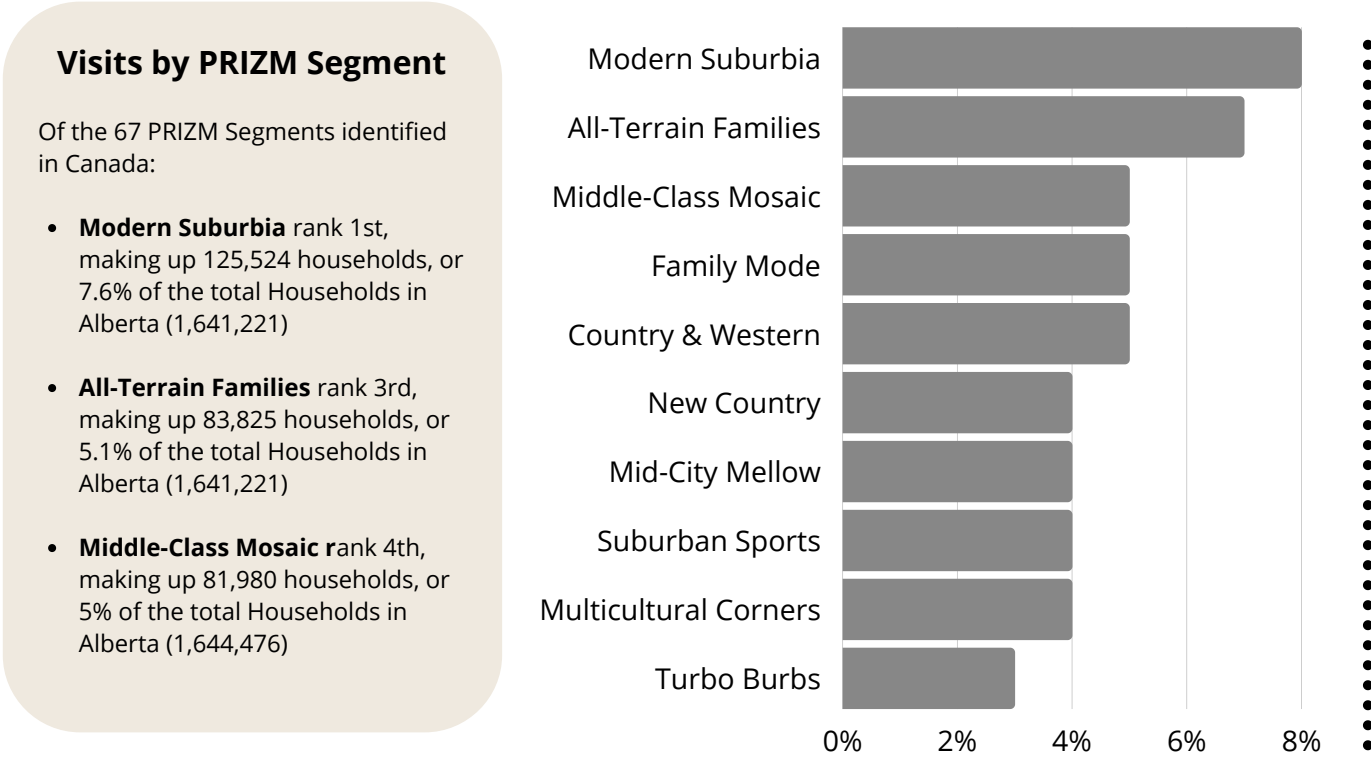
# APRIL 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

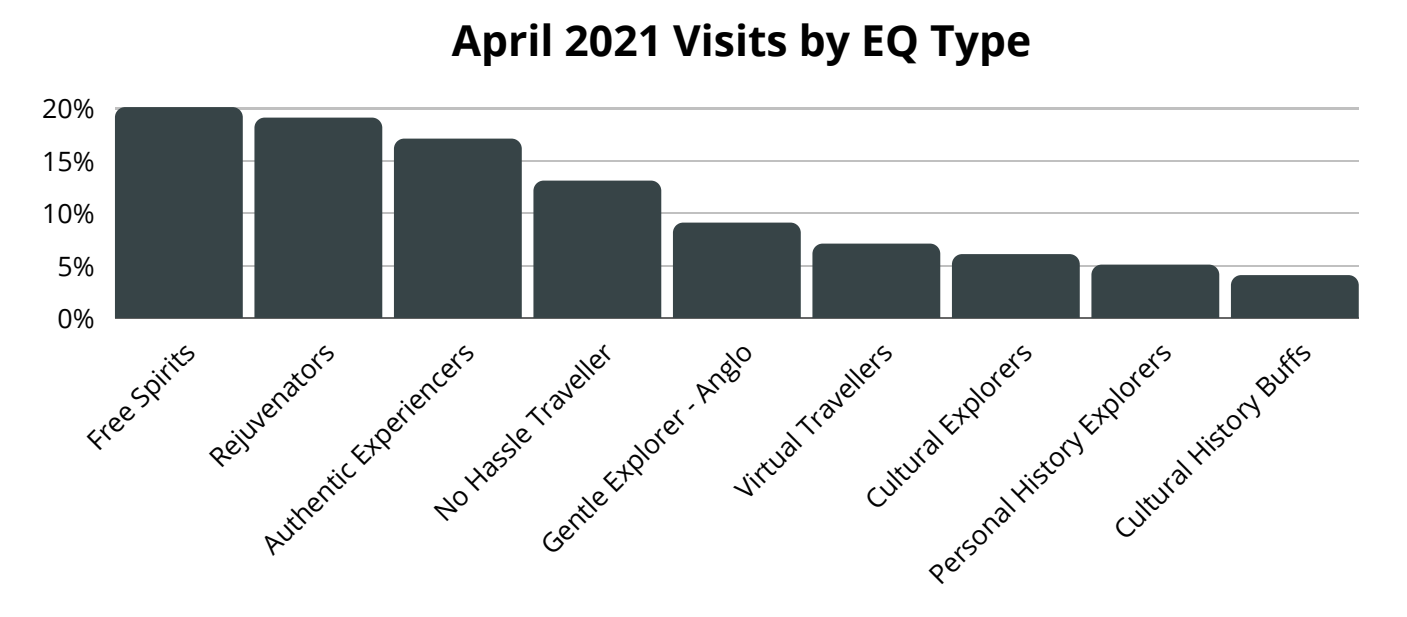
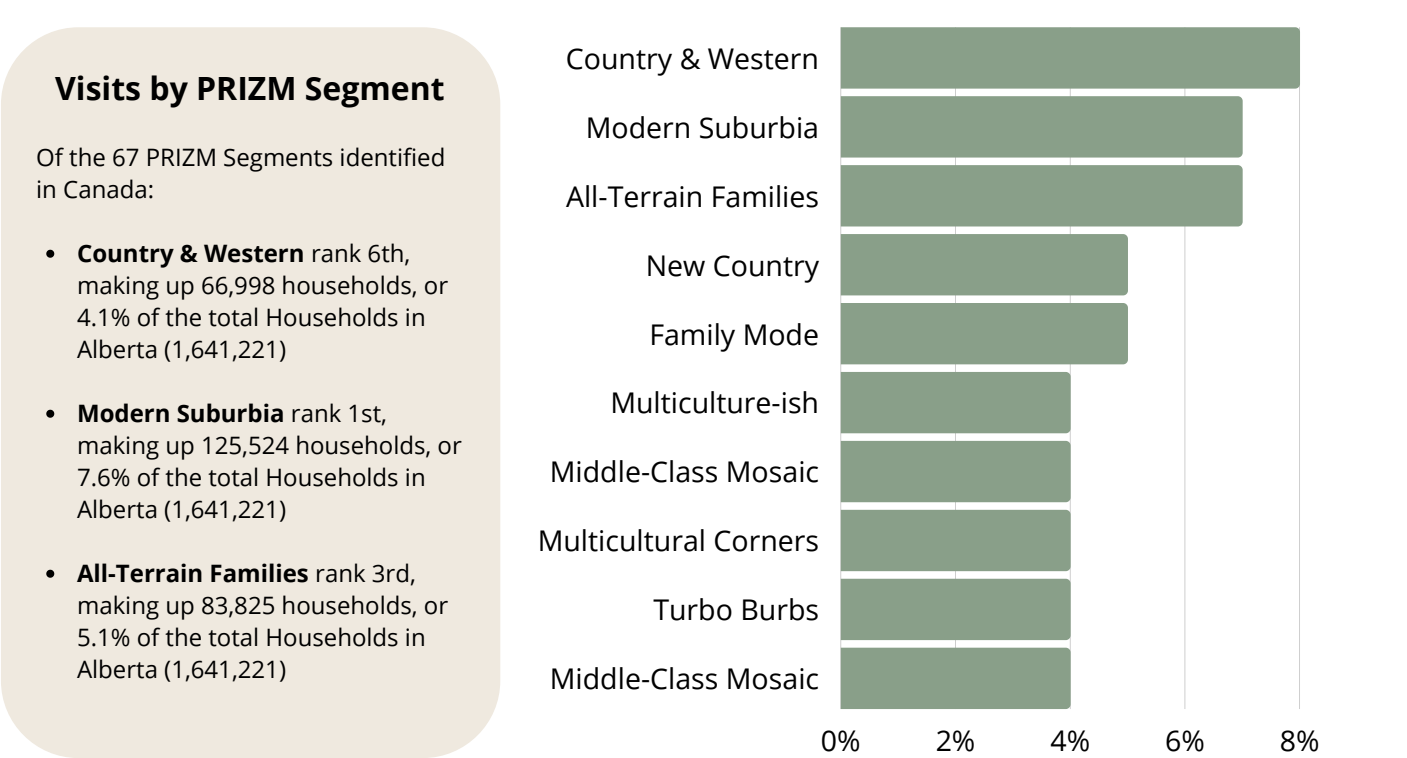
### Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in April 2019.
- Country & Western, Modern Suburbia and All-Terrain Families and Multicultural Corners were the top visiting PRIZM Segments in April 2021.
- Free Spirits, Authentic Experiencers and Rejuvenator were the top three EQ Traveller Types in both Apr 2019 and 2021

### April 2019 AB Visits to BC by PRIZM Segment



### April 2021 AB Visits to BC by PRIZM Segment



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2020 to April 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

# MAY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

## BRITISH COLUMBIA

### Overview

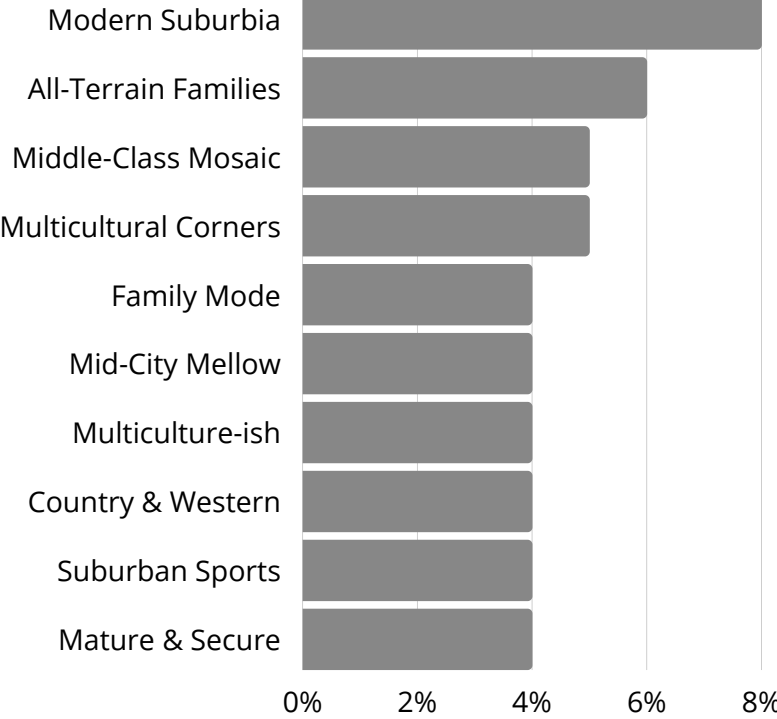
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in May 2019.
- Modern Suburbia, Country & Western and All-Terrain Families were the top visiting PRIZM Segments in May 2021.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Traveller Types in May 2019 and Free Spirits, Authentic Experiencers and Rejuvenators were the top three in May 2021

### May 2019 AB Visits to BC by PRIZM Segment

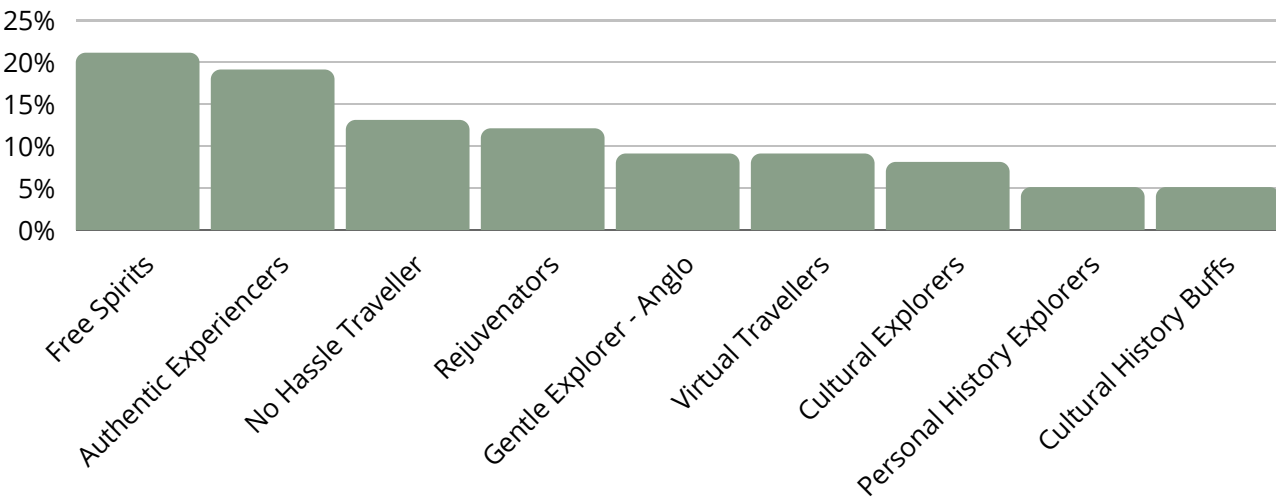
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- **Middle-Class Mosaic** rank 4th, making up 81,980 households, or 5% of the total Households in Alberta (1,644,476)



### May 2019 Visits by EQ Type

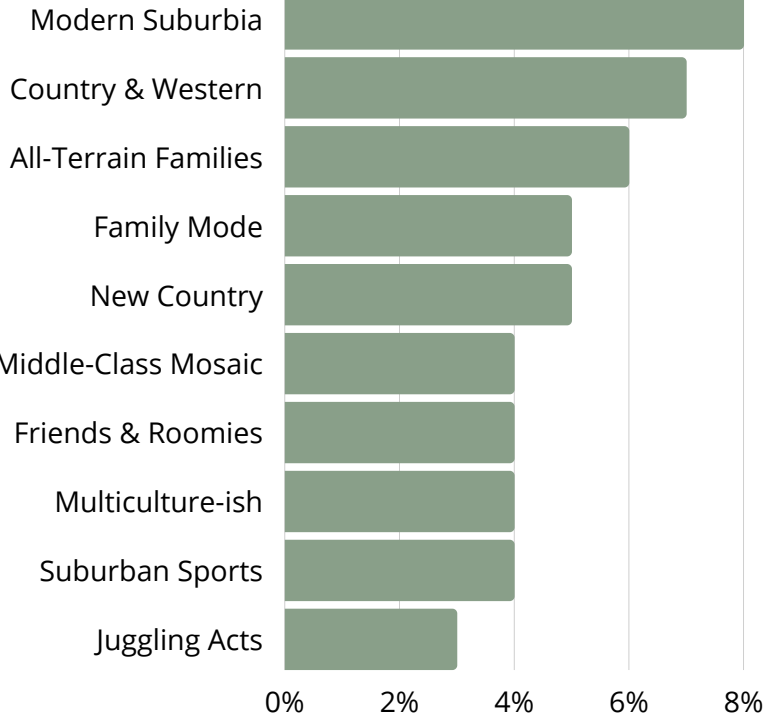


### May 2021 AB Visits to BC by PRIZM Segment

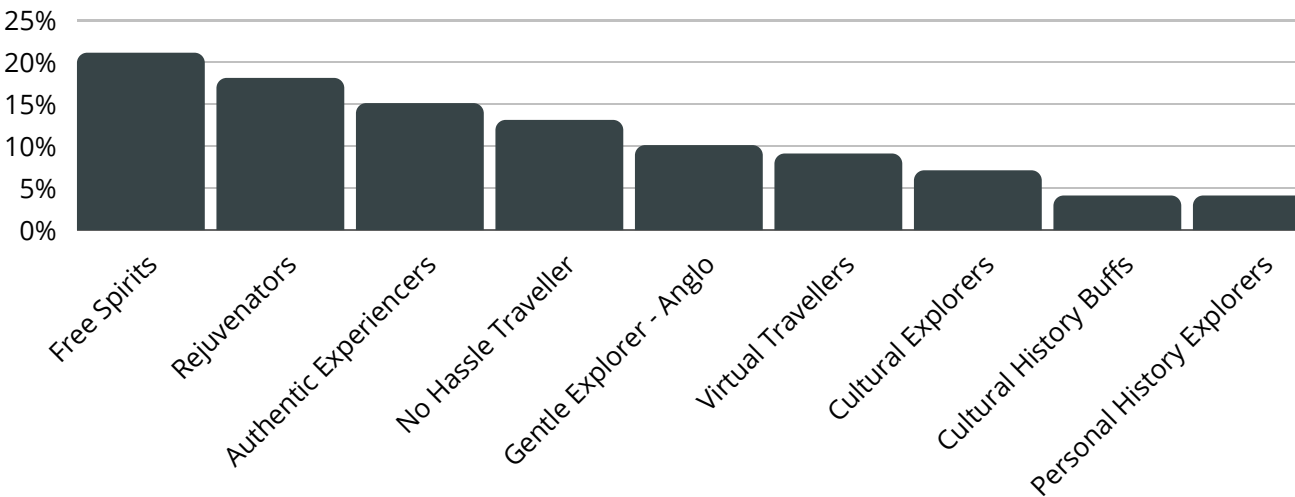
#### Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- **Country & Western** rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221)
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)



### May 2021 Visits by EQ Type



\*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2020 to May 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

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