

BRITISH COLUMBIA, ALBERTA & CANADA





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

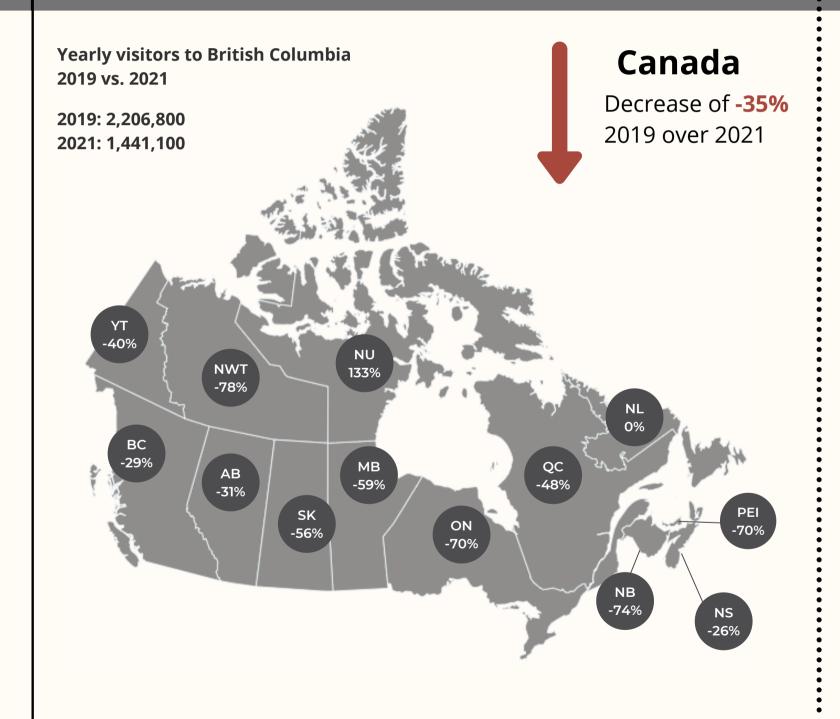
Q1 = January | February | March Note: All counts have been rounded to the nearest 100

Overview

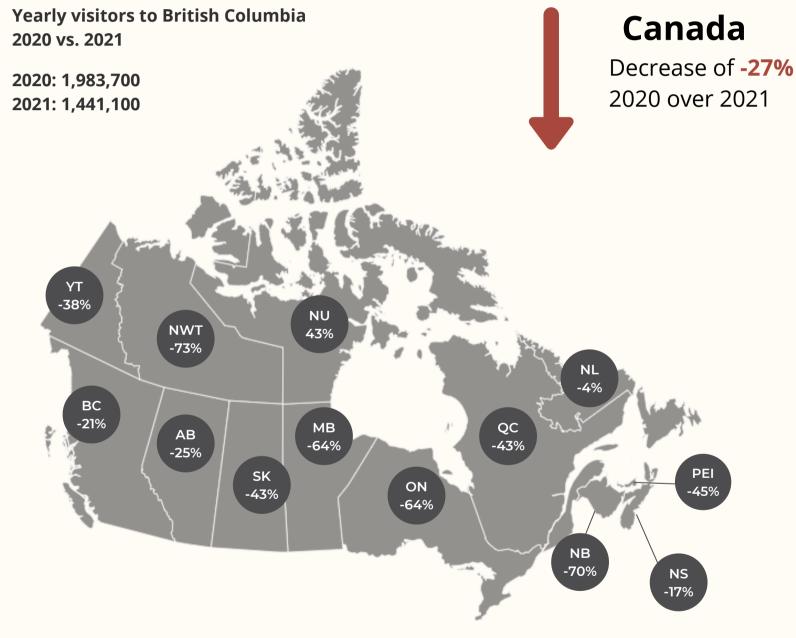
- In Q1 2019 British
 Columbia saw an average
 of 2,206,800 Domestic
 Visitors. In Q1 2020 the
 Region saw 1,983,700
 Domestic Visitors and in
 Q1 2021 1,441,100
 Domestic Visitors. A
 decrease of -35%
 compared to 2019 and
 -27% compared to 2020
 visitation.
- 2021 saw a decrease in visitation from 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



2020 Domestic Visitation vs. 2021 Domestic Visitation

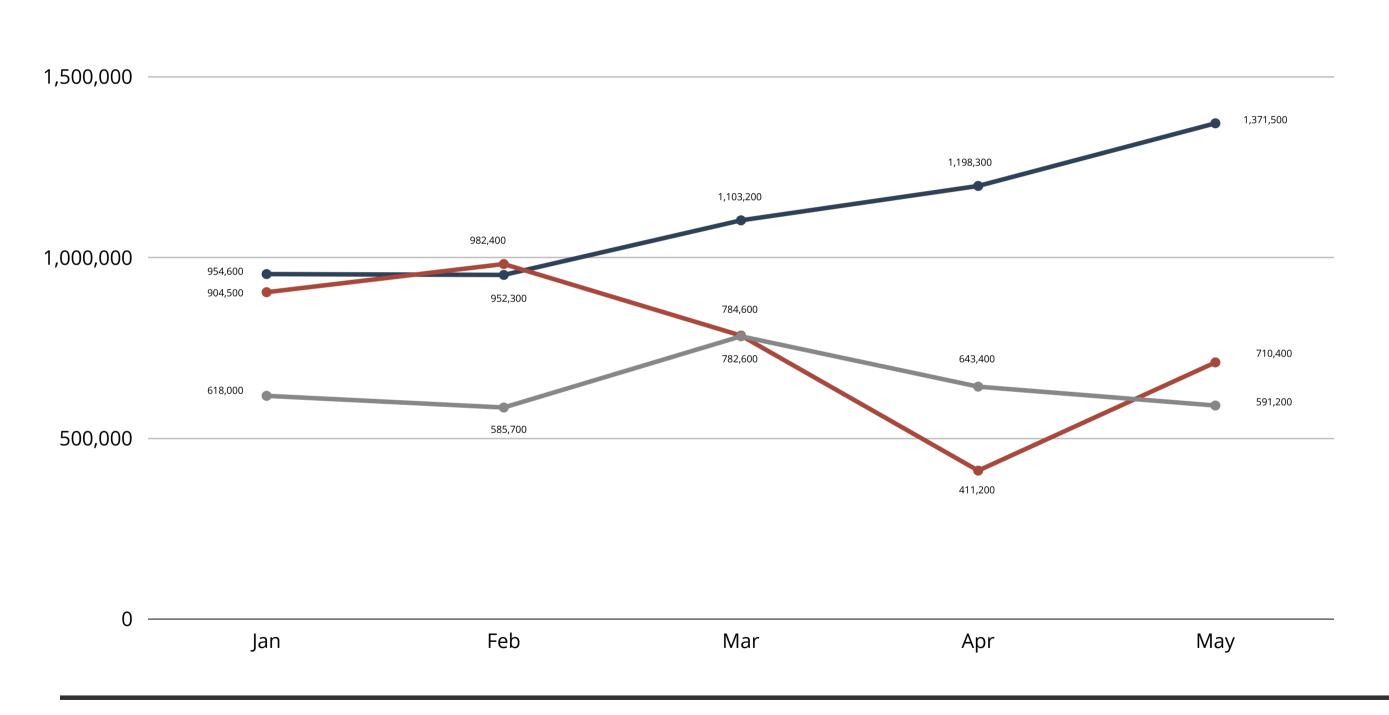


^{*}All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

CANADIAN VISITATION



CANADIAN VISITORS TRAVELLING TO BRITISH COLUMBIA BY MONTH



KEY FINDINGS

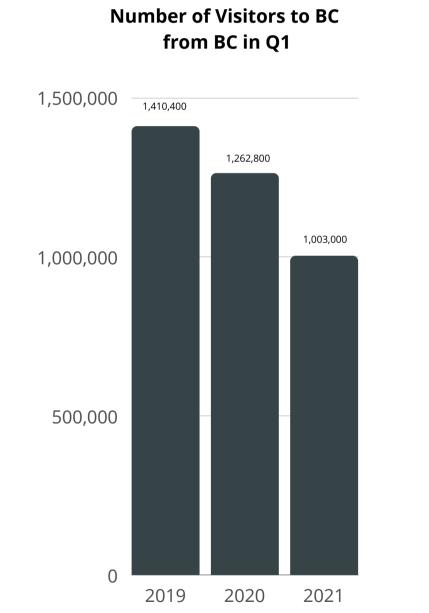
- March 2021 saw a 0% change compared to March 2020 and a -29% decrease compared to 2019.
- April 2021 saw a 56% increase compared to April 2020 and a -46% decrease compared to 2019.
- May 2021 saw a -17% decrease in visits compared to May 2020 and a -57% decrease compared to 2019.

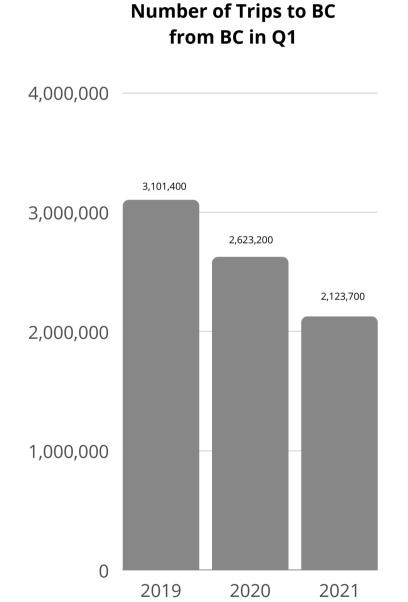
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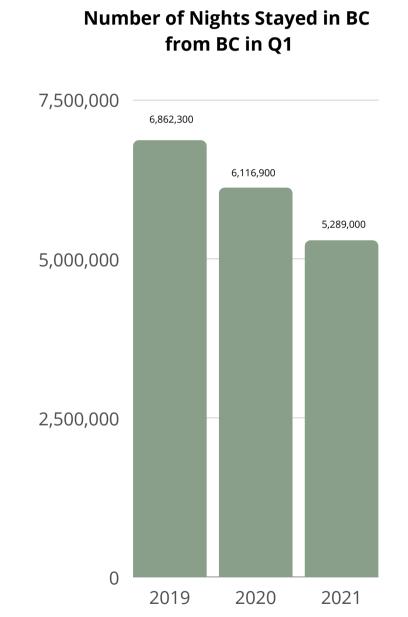
BRITISH COLUMBIA INSIGHTS

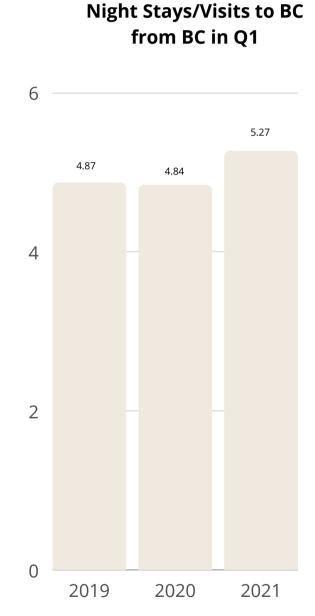
BRITISH COLUMBIA VISITATION - Q1

BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA









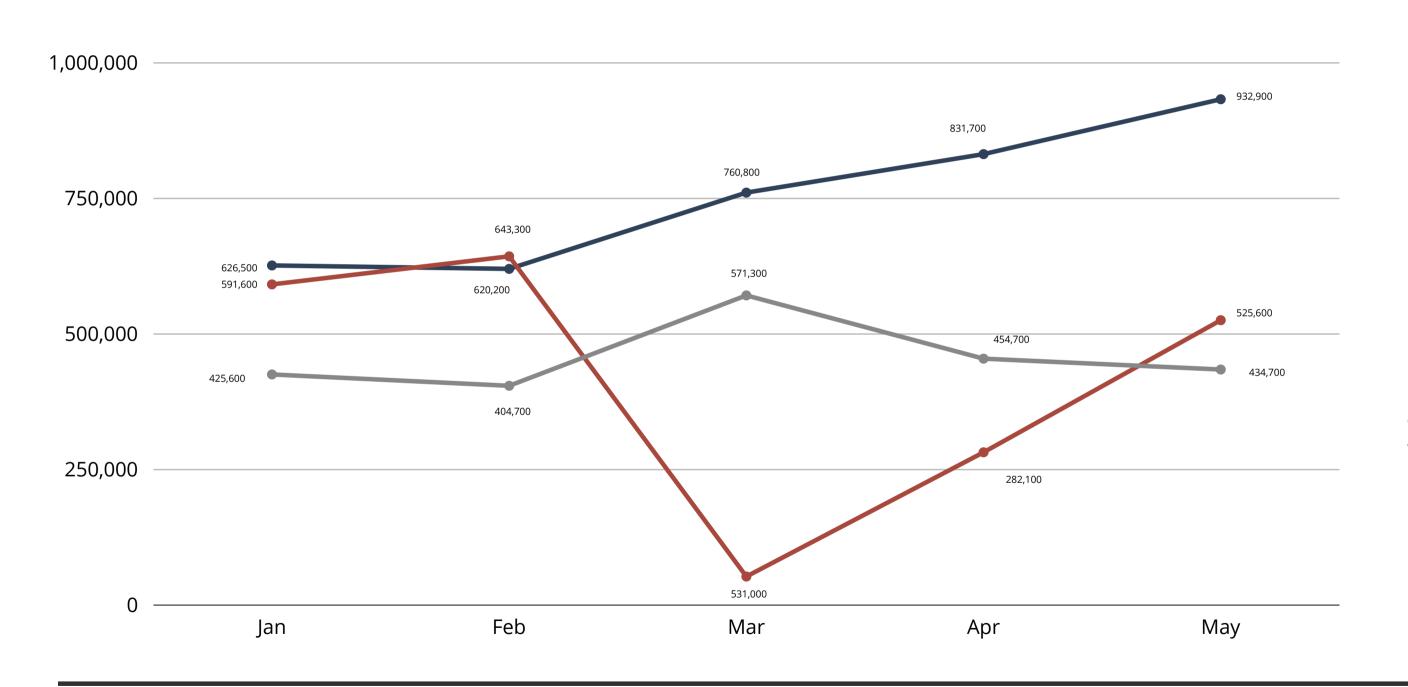
BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 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	Abbortsford	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

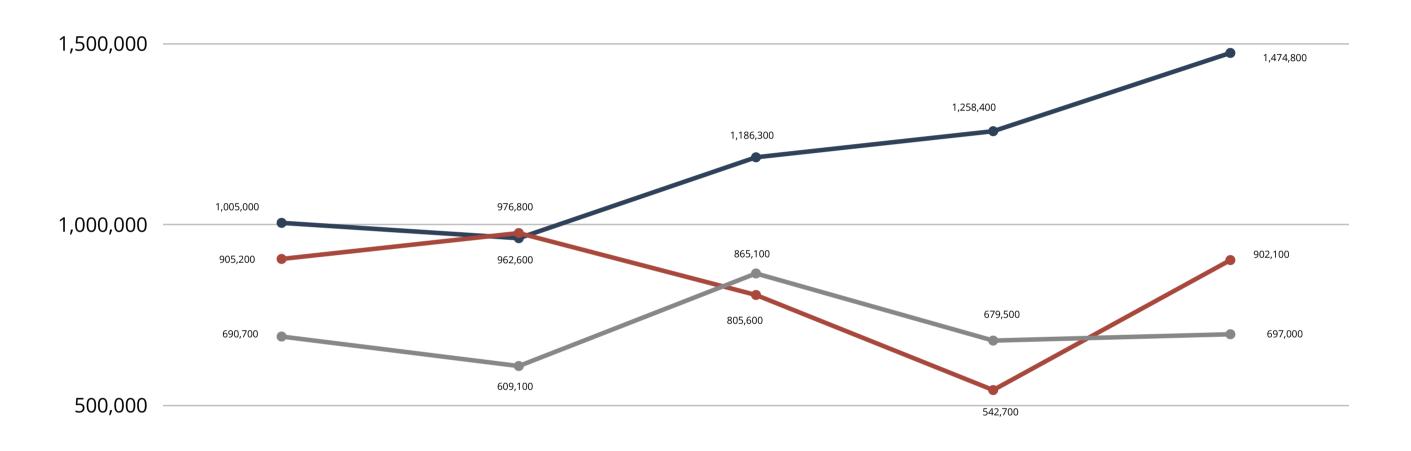
- March 2021 saw a 8% increase compared to March 2020 and a -25% decrease compared to 2019.
- April 2021 saw a 61% increase compared to April 2020 and a -45% decrease compared to 2019.
- May 2021 saw a -17% decrease compared to May 2020 and a -53% decrease compared to 2019.

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

2019 2020 2021

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.

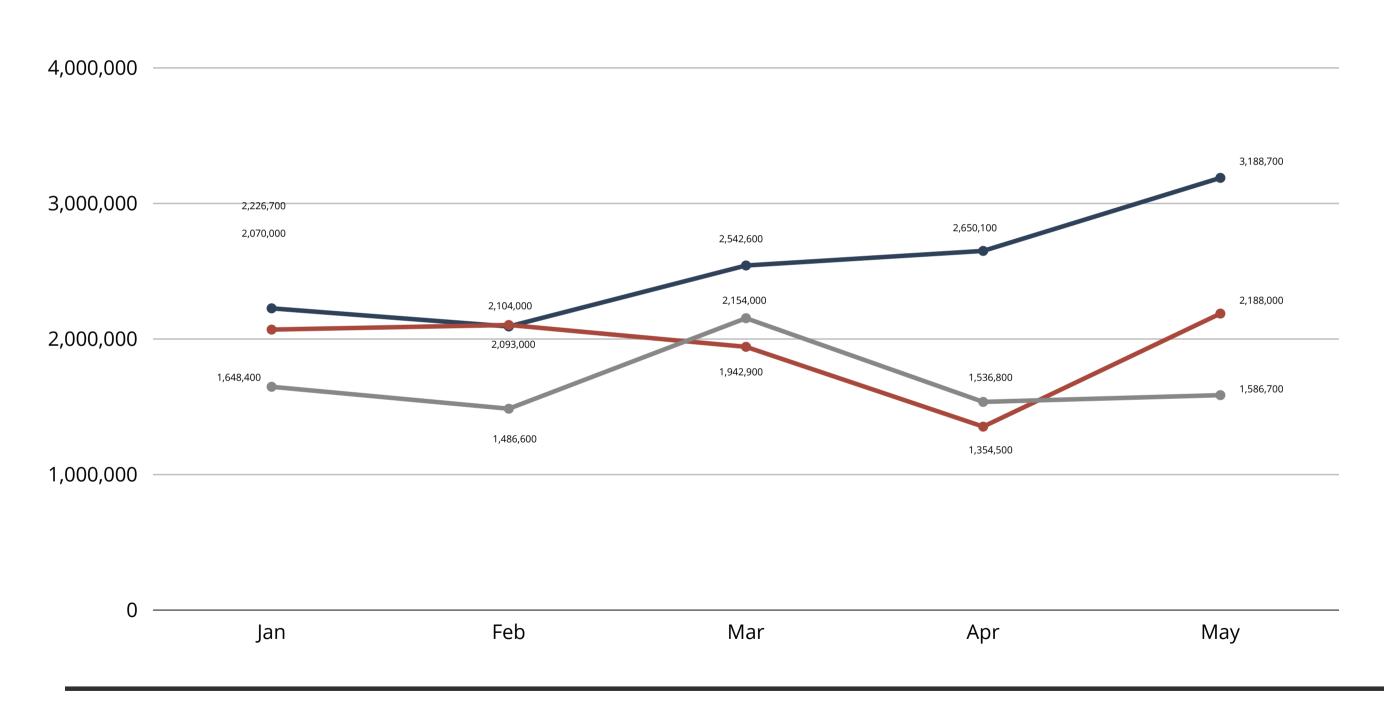
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2021

BRITISH COLUMBIA VISITATION

BC OVERNIGHT STAYS WITHIN BC BY MONTH



KEY FINDINGS

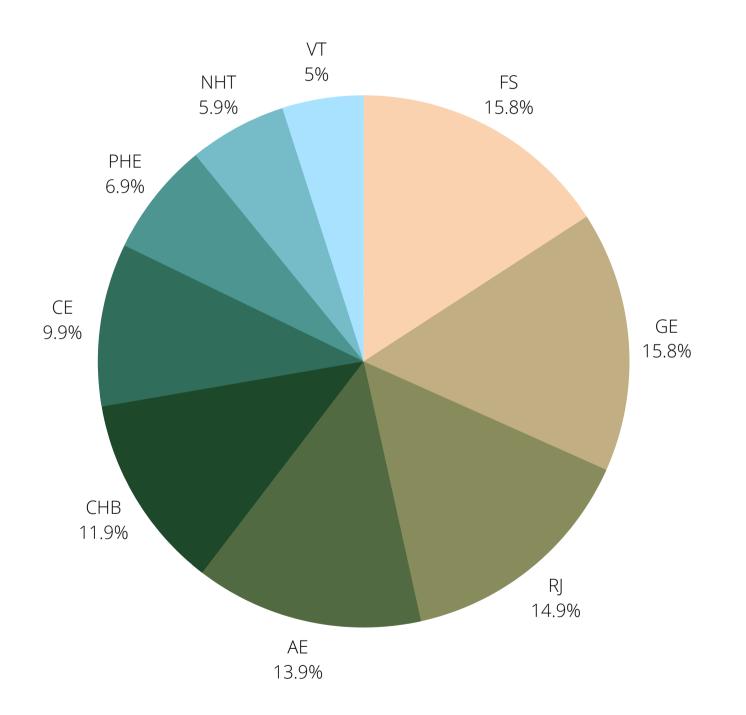
- March 2021 saw a 11% increase compared to March 2020 and a -15% decrease compared to 2019.
- April 2021 saw 13% increase compared to April 2020 and a -42% decrease compared to 2019.
- May 2021 saw a -27% decrease compared to May 2020 and a -50% decrease compared to 2019.

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

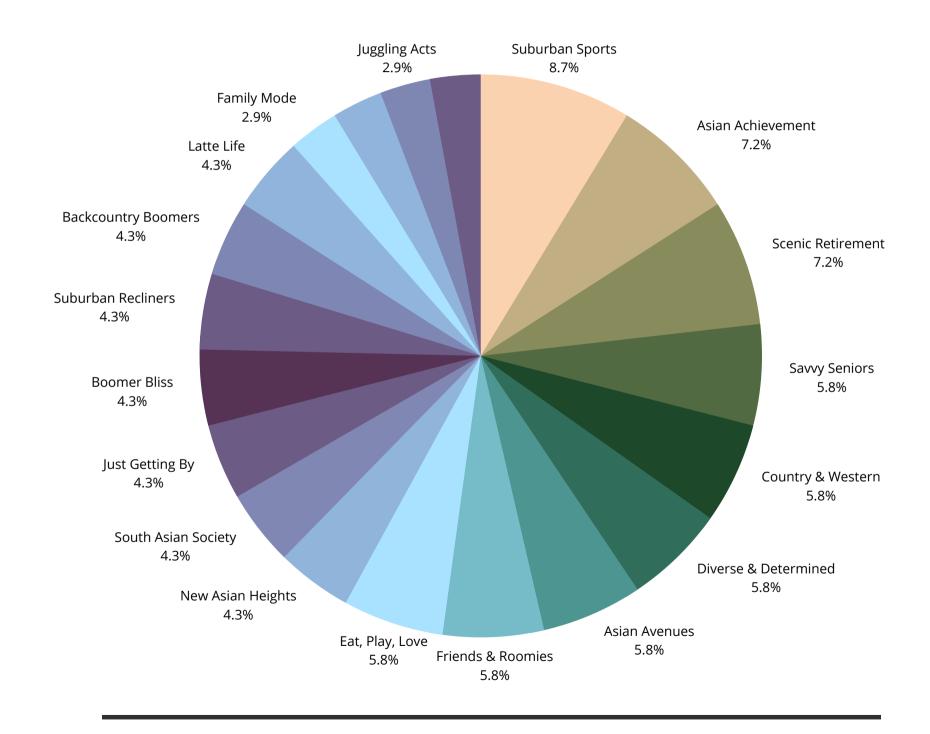


EQ TYPE	HOUSEHOLD COUNT	POPULATION COUNT
Free Spirits (FS)	323,033 (16%)	1,029,520 (20%)
Gentle Explorers (GE)	320,030 (16%)	783,446 (15%)
Rejuvenators (RJ)	296,119 (15%)	721,800 (14%)
Authentic Experiencers (AE)	276,802 (14%)	732,081 (14%)
Cultural History Buffs (CHB)	243,289 (12%)	468,665 (9%)
Cultural 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%)

BC Household Count: 2,018,734 BC Population Count: 5,102,265

2021 BRITISH COLUMBIA PRIZM COMPOSITION

TOP 20 SEGMENTS BY HOUSEHOLD AND POPULATION COUNT



15 | 2021 PRIZM Composition

BC Household Count: 2,018,734

BC Population Count: 5,102,265

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

Overview

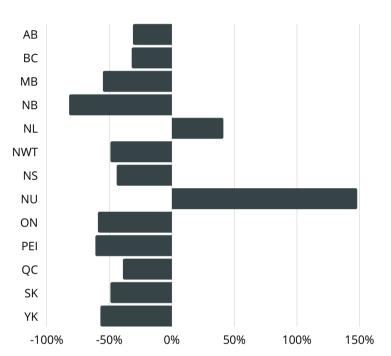
- The number of visits to British Columbia from Canadian travellers dropped by -35% when comparing January 2019 to January 2021.
 - Trips decreased by -33% and Overnight Stays decreased by -26% from January 2019 to January 2021.
- The number of visits to British Columbia from Canadian travellers dropped by -32% when comparing January 2020 to January 2021.
 - Trips decreased by -25% and Overnight Stays decreased by -19% from January 2020 to January 2021.
- Visits to British Columbia from Newfoundland and Nunavut increased in January 2021 when compared to January 2019.
- Visits to British Columbia from PEI and Nunavut increased in January 2021 when compared to January 2020. All other Provinces decreased.

January 2019 Provincial and National Visitation

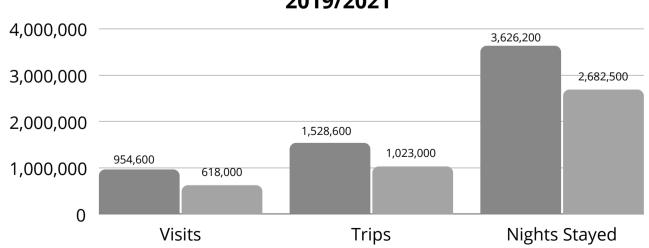
Canadian Visitation

- Canadian Visits to BC decreased by -35% from 954,600 in January 2019 to 618,000 in 2021.
- Canadian Trips to BC decreased by -33% from 1,528,600 in January 2019 to 1,023,000 in 2021.
- Canadian Night Stays in BC decreased by -26% from 3,626,200 in January 2019 to 2,682,500 in 2021.

Provincial Visits to British Columbia January 2019 vs. January 2021



Canadian Visitation to British Columbia- January 2019/2021

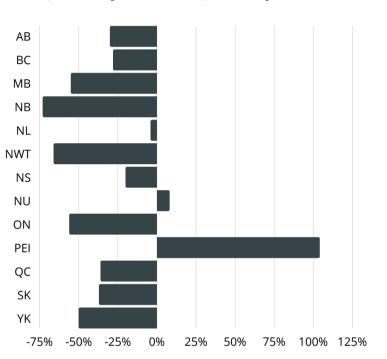


January 2021 Provincial and National Visitation

Canadian Visitation

- Canadian Visits to BC decreased by -32% from 904,500 in January 2020 to 618,000 in 2021.
- Canadian Trips to BC decreased by -25% from 1,360,200 in January 2020 to 1,023,000 in 2021.
- Canadian Night Stays in BC decreased by -19% from 3,306,200 in January 2020 to 2,682,500 in 2021.

Provincial Visits to British Columbia January 2020 vs. January 2021



Canadian Visitation to British Columbia- January 2020/2021







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

Overview

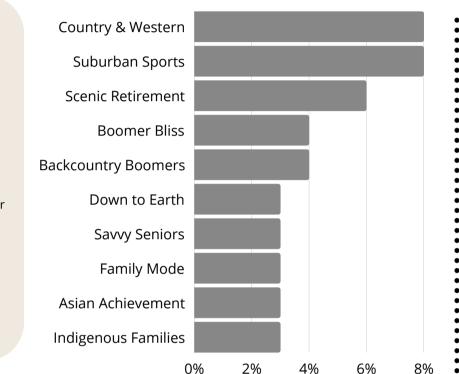
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in January 2019 and January 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types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

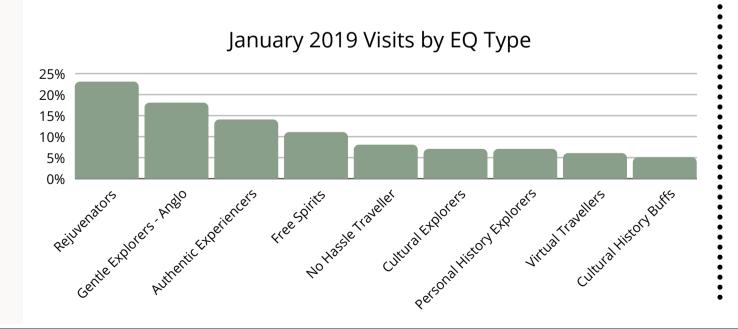
January 2019 BC Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



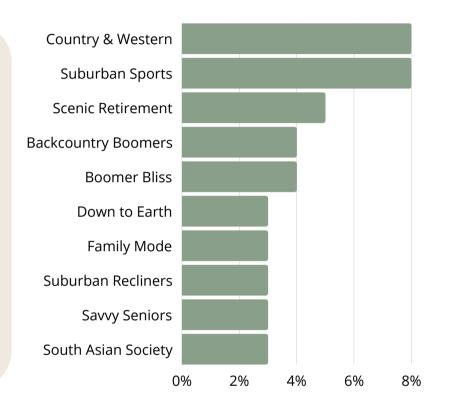


January 2021 BC Visits to BC by PRIZM Segment

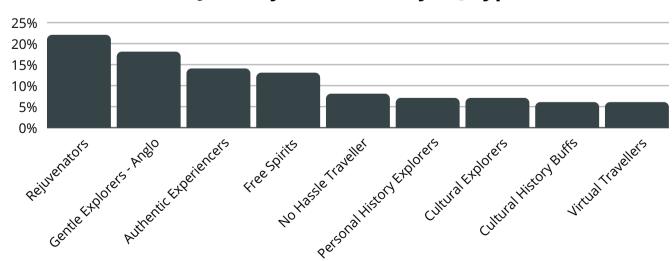
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

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- Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



January 2021 Visits by EQ Type





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

Overview

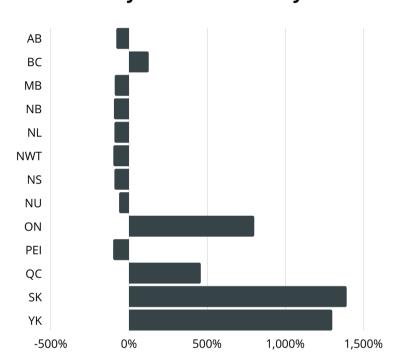
- The number of visits to British Columbia from Canadian travellers dropped by -38% when comparing February 2019 to February 2021.
 - Trips decreased by -40% and Overnight Stays decreased by -30% from February 2019 to February 2021.
- The number of visits to British Columbia from Canadian travellers dropped by -40% when comparing February 2020 to February 2021.
 - Trips decreased by -41% and Overnight Stays decreased by -30% from February 2020 to February 2021.
- Visits to British Columbia from British Columbia, Ontario, Quebec, Saskatchewan, and Yukon increased in February 2021 when compared to February 2019.
- Visits to British Columbia from Nunavut increased in February 2021 when compared to February 2020.
- All other Provinces decreased when compared to February 2019 and 2020.

February 2019 Provincial and National Visitation

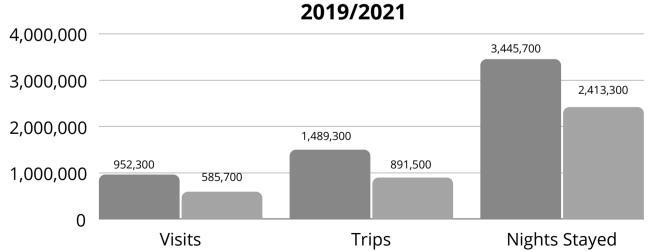
Canadian Visitation

- Canadian Visits to BC decreased by -38% from 952,300 in February 2019 to 585,700 in 2021.
- Canadian Trips to BC decreased by -40% from 1,489,300 in February 2019 to 891,500 in 2021.
- Canadian Night Stays in BC decreased by -30% from 3,445,700 in February 2019 to 2,413,300 in 2021.

Provincial Visits to British Columbia February 2019 vs. February 2021



Canadian Visitation to British Columbia - February



February 2021 BC Provincial and National Visitation

Canadian Visitation

- Canadian Visits to BC decreased by -40% from 982,400 in February 2020 to 585,700 in 2021.
- Canadian Trips to BC decreased by -41% from 1,498,600 in February 2020 to 891,500 in 2021.
- Canadian Night Stays in BC decreased by -30% from 3,434,900 in February 2020 to 2,413,300 in 2021.

Provincial Visits to British Columbia February 2020 vs. February 2021



Canadian Visitation to British Columbia - February 2020/2021







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

Overview

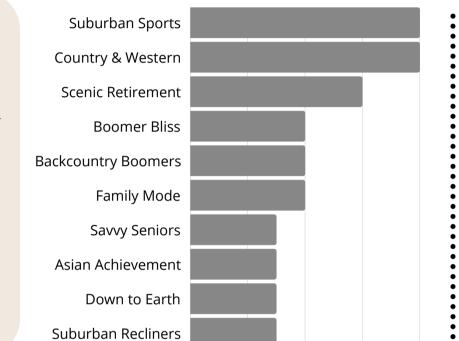
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in February 2019 and February 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller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

February 2019 Provincial and National Visitation

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Country & Western rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
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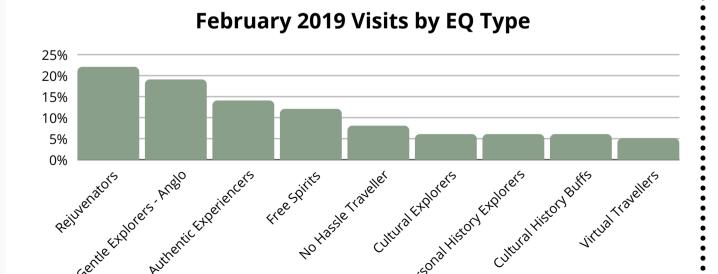


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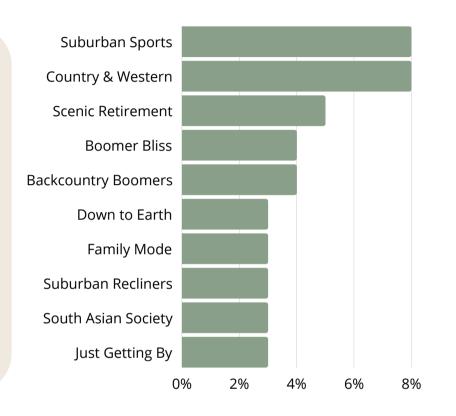


February 2021 BC Visits to BC by PRIZM Segment

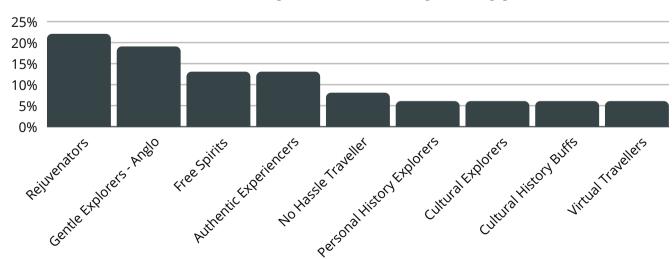
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February 2021 Visits by EQ Type





MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

- The number of visits to British Columbia from Canadian travellers dropped by -29% when comparing March 2019 to March 2021.
- Trips decreased by -30% and Overnight Stays decreased by -17% from March 2019 to March 2021.
- The number of visits to British Columbia from Canadian travellers changed by 0% when comparing March 2020 to March 2021.
- Trips increased by 2% and Overnight Stays increased by 9% from March 2020 to March 2021.
- Visits to British Columbia from Newfoundland, Nova Scotia, Nunavut, and PEI increased in March 2021 when compared to March 2019.
- Visits to British Columbia from Alberta, British Columbia, Newfoundland, Nova Scotia, Nunavut, and PEI increased in March 2021 when compared to March 2020.
- All other Provinces decreased when compared to March 2019 and 2020.

March 2019 Provincial and National Visitation

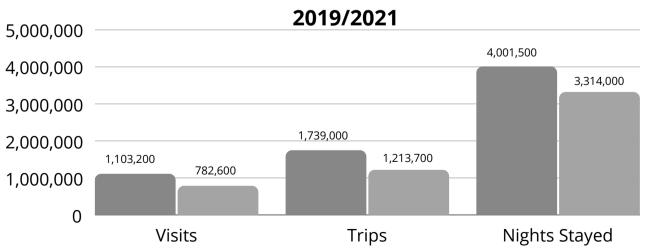
Canadian Visitation

- Canadian Visits to BC decreased by -29% from 1,103,200 in March 2019 to 782,600 in 2021.
- Canadian Trips to BC decreased by -30% from 1,739,000 in March 2019 to 1,213,700 in 2021.
- Canadian Night Stays in BC decreased by -17% from 4,001,500 in March 2019 to 3,314,000 in 2021.

Provincial Visits to British Columbia March 2019 vs. March 2021



Canadian Visitation to British Columbia - March

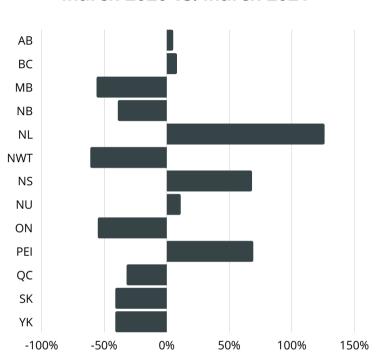


March 2021 Provincial and National Visitation

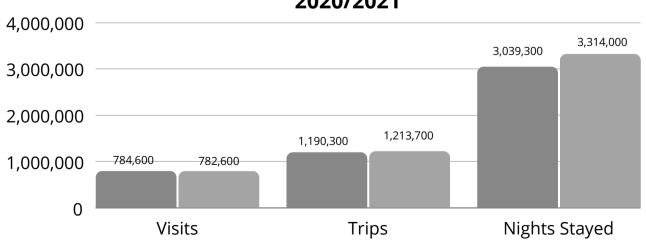
Canadian Visitation

- Canadian Visits to BC changed by **0%** from 784,600 in March 2020 to 782,600 in 2021.
- Canadian Trips to BC increased by **2%** from 1,190,300 in March 2020 to 1,213,700 in 2021.
- Canadian Night Stays in BC increased by **9%** from 3,039,300 in March 2020 to 3,314,000 in 2021.

Provincial Visits to British Columbia March 2020 vs. March 2021



Canadian Visitation to British Columbia - March 2020/2021







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

Overview

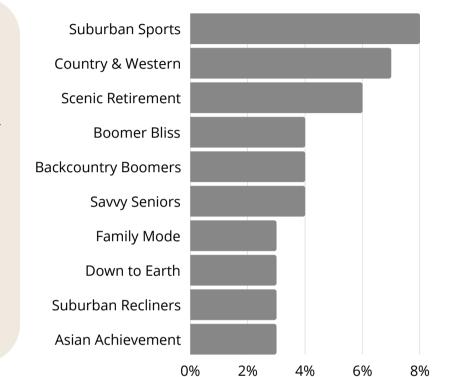
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March 2019 BC Visits to BC by PRIZM Segment

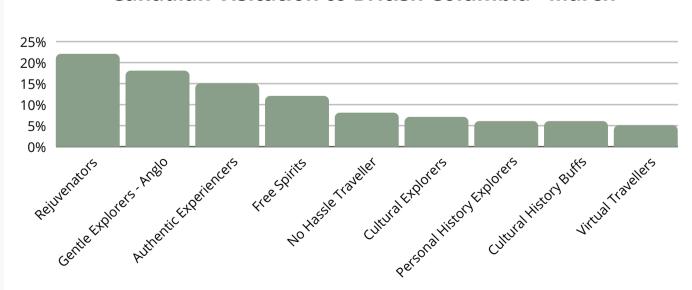
Visits by PRIZM Segment

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Canadian Visitation to British Columbia - March

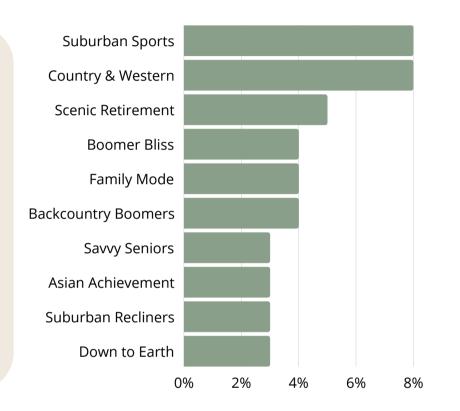


March 2021 BC Visits to BC by PRIZM Segment

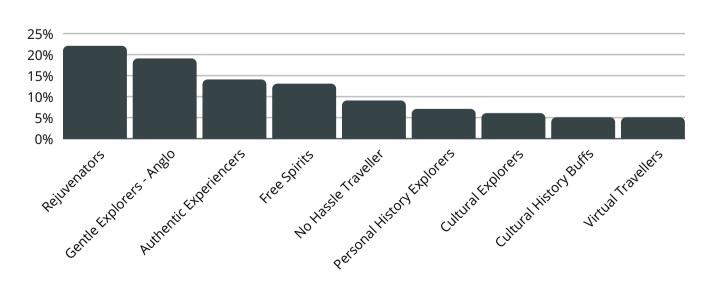
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Canadian Visitation to British Columbia - March





APRIL 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

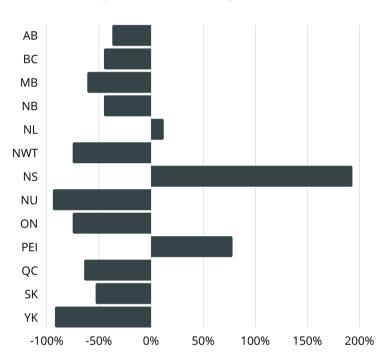
- The number of visits to British Columbia from Canadian travellers dropped by -46% when comparing April 2019 to April 2021.
- Trips decreased by -45% and Overnight Stays decreased by -42% from April 2019 to April 2021.
- The number of visits to British Columbia from Canadian travellers increased by 56% when comparing April 2020 to April 2021.
- Trips increased by 23% and Overnight Stays increased by 17% from April 2020 to April 2021.
- Visits to British Columbia from Newfoundland, Nova Scotia, Nunavut, and PEI increased in April 2021 when compared to April 2019.
- Visits to British Columbia from all provinces with the exception of Manitoba, Nunavut and the Yukon increased in April 2021 when compared to April 2020.

April 2019 Provincial and National Visitation

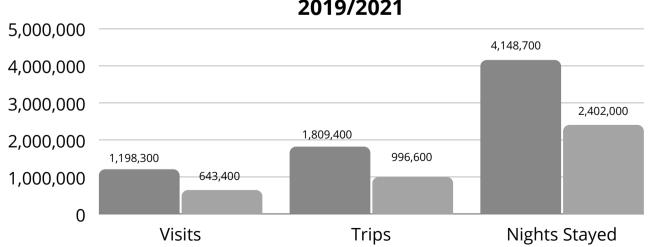
Canadian Visitation

- Canadian Visits to BC decreased by -46% from 1,198,300 in April 2019 to 643,400 in 2021.
- Canadian Trips to BC decreased by -45% from 1,809,400 in April 2019 to 996,600 in 2021.
- Canadian Night Stays in BC decreased by -42% from 4,148,700 in April 2019 to 2,402,000 in 2021.

Provincial Visits to British Columbia April 2019 vs. April 2021



Canadian Visitation to British Columbia - April 2019/2021



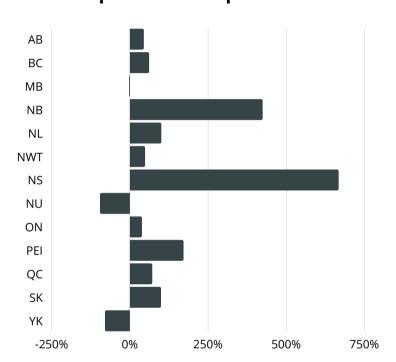
Note: All counts have been rounded to the nearest 100

April 2021 Provincial and National Visitation

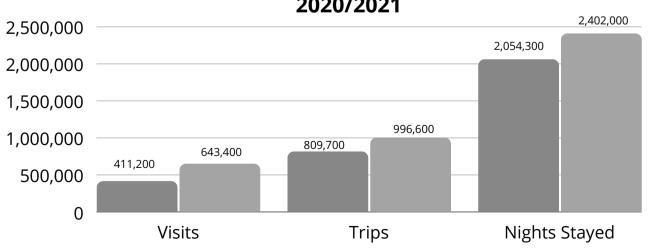
Canadian Visitation

- Canadian Visits to BC increased by **56%** from 411,200 in April 2020 to 643,400 in 2021.
- Canadian Trips to BC increased by 23% from 809,700 in April 2020 to 996,600 in 2021.
- Canadian Night Stays in BC increased by 17% from 2,054,300 in April 2020 to 2,402,000 in 2021.

Provincial Visits to British Columbia April 2020 vs. April 2021



Canadian Visitation to British Columbia - April 2020/2021







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

Overview

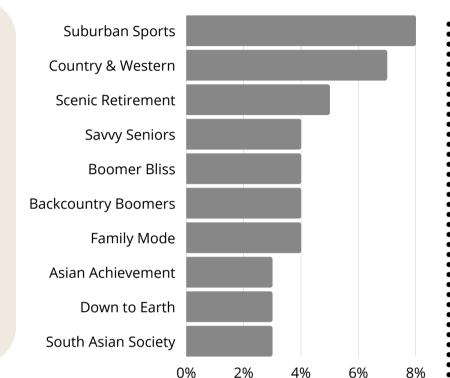
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in April 2019 and April 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types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

April 2019 BC Visits to BC by PRIZM Segment

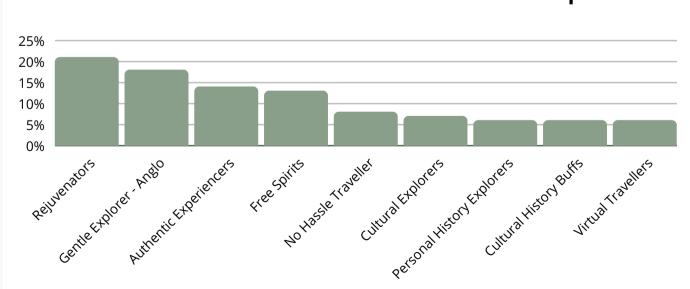
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Country & Western rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



Canadian Visitation to British Columbia - April

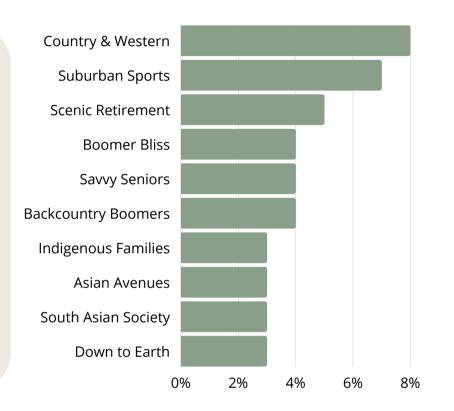


April 2021 BC Visits to BC by PRIZM Segment

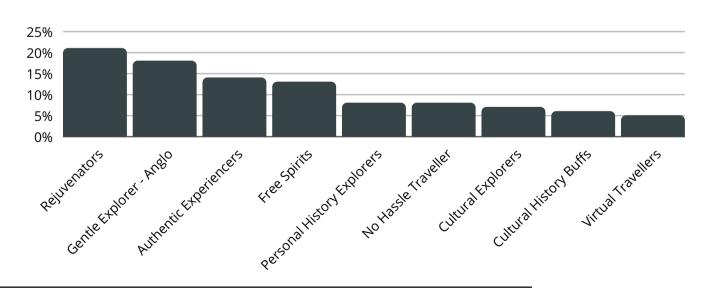
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



Canadian Visitation to British Columbia - April





MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

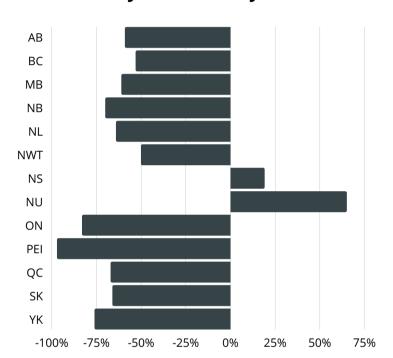
- The number of visits to British Columbia from Canadian travellers dropped by -57% when comparing May 2019 to May 2021.
- Trips decreased by -56% and Overnight Stays decreased by **-54%** from May 2019 to May 2021.
- The number of visits to British Columbia from Canadian travellers decreased by -17% when comparing May 2020 to May 2021.
- Trips decreased by -24% and Overnight Stays decreased by -28% from May 2020 to May 2021.
- Visits to British Columbia from Nova Scotia and Nunavut increased in May 2021 when compared to May 2019.
- Visits to British Columbia from all provinces with the exception Alberta, BC, Manitoba, New Brunswick, Ontario, PEI and the Yukon increased in May 2021 when compared to May 2020.

May 2019 Provincial and National Visitation

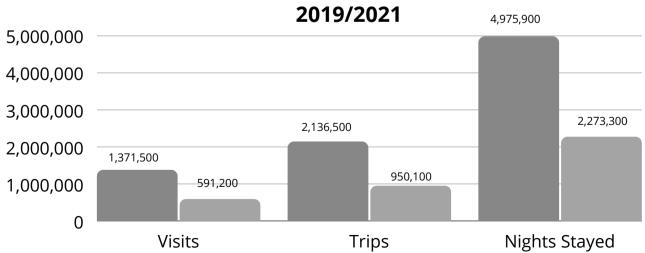
Canadian Visitation

- Canadian Visits to BC decreased by **-57%** from 1,371,500 in May 2019 to 591,200 in 2021.
- Canadian Trips to BC decreased by **-56%** from 2,136,500 in May 2019 to 950,100 in 2021.
- Canadian Night Stays in BC decreased by -54% from 4,975,900 in May 2019 to 2.273.300 in 2021.

Provincial Visits to British Columbia May 2019 vs. May 2021



Canadian Visitation to British Columbia - May

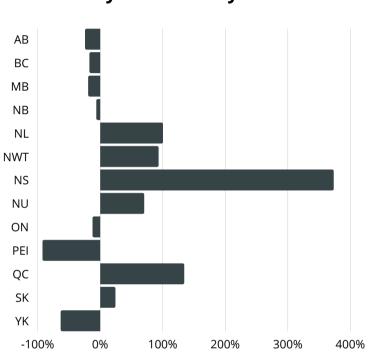


May 2021 Provincial and National Visitation

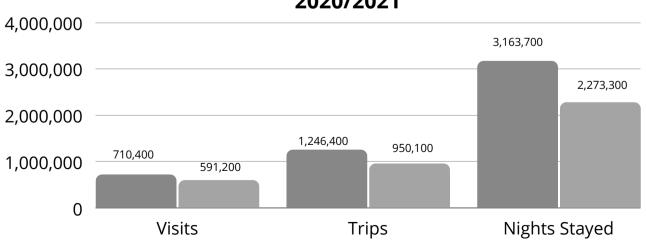
Canadian Visitation

- Canadian Visits to BC decreased by -17% from 411,200 in May 2020 to 643,400 in 2021.
- Canadian Trips to BC decreased by -24% from 809,700 in May 2020 to 996,600 in 2021.
- Canadian Night Stays in BC decreased by -28% from 2,054,300 in May 2020 to 2,402,000 in 2021.

Provincial Visits to British Columbia May 2020 vs. May 2021



Canadian Visitation to British Columbia - May 2020/2021







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

Overview

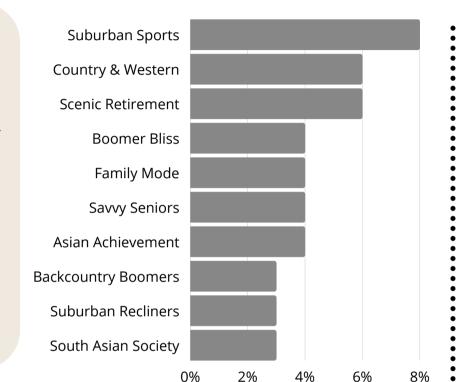
- Of the 67 PRIZM Segments identified in Canada - Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in May 2019 and May 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in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

May 2019 BC Visits to BC by PRIZM Segment

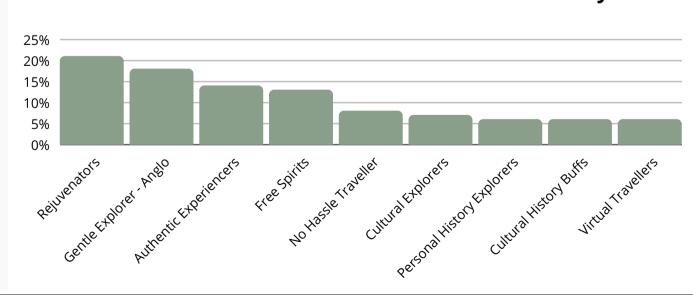
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Country & Western rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



Canadian Visitation to British Columbia - May

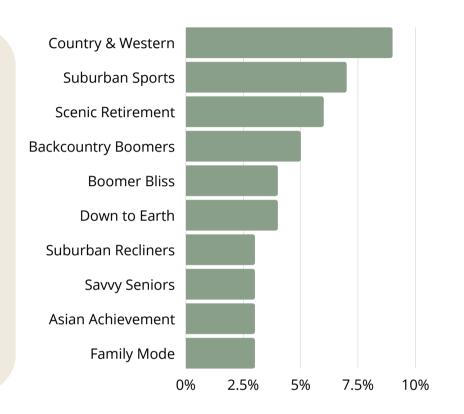


May 2021 BC Visits to BC by PRIZM Segment

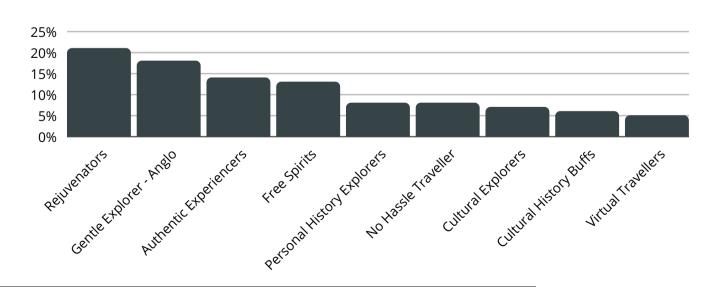
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western rank 5th, making up 85,872 households, or 4.2% of the total Households in British Columbia (2,018,734)
- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734)
- Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734)



Canadian Visitation to British Columbia - May

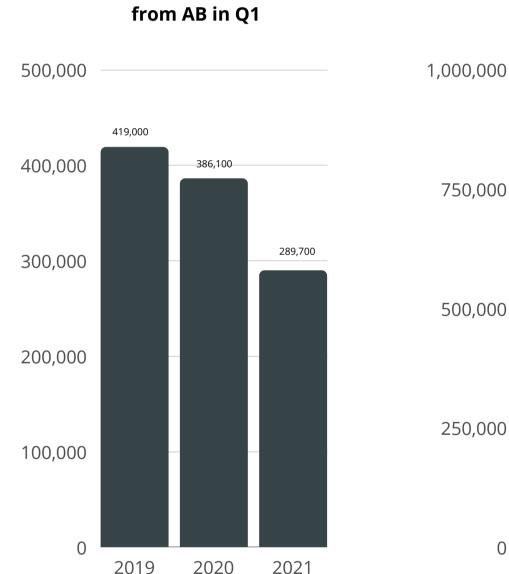




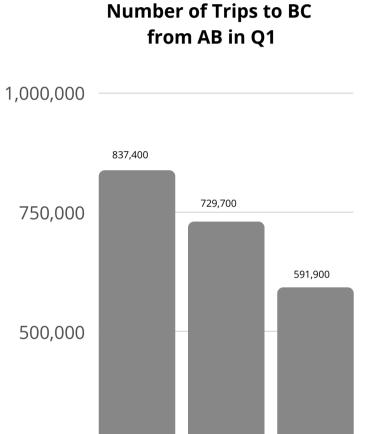
ALBERTA INSIGHTS

BRITISH COLUMBIA VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA



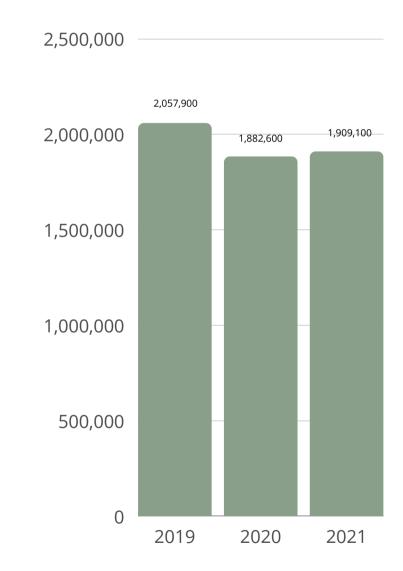
Number of Visitors to BC



2019

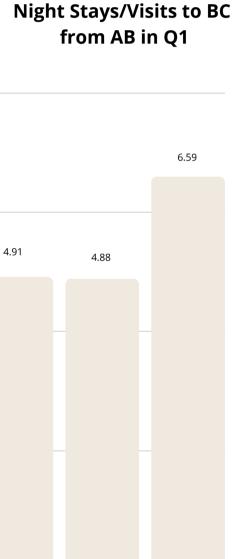
2020

2021



Number of Nights Stayed in BC

from AB in Q1



2020

2021

2

2019

AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

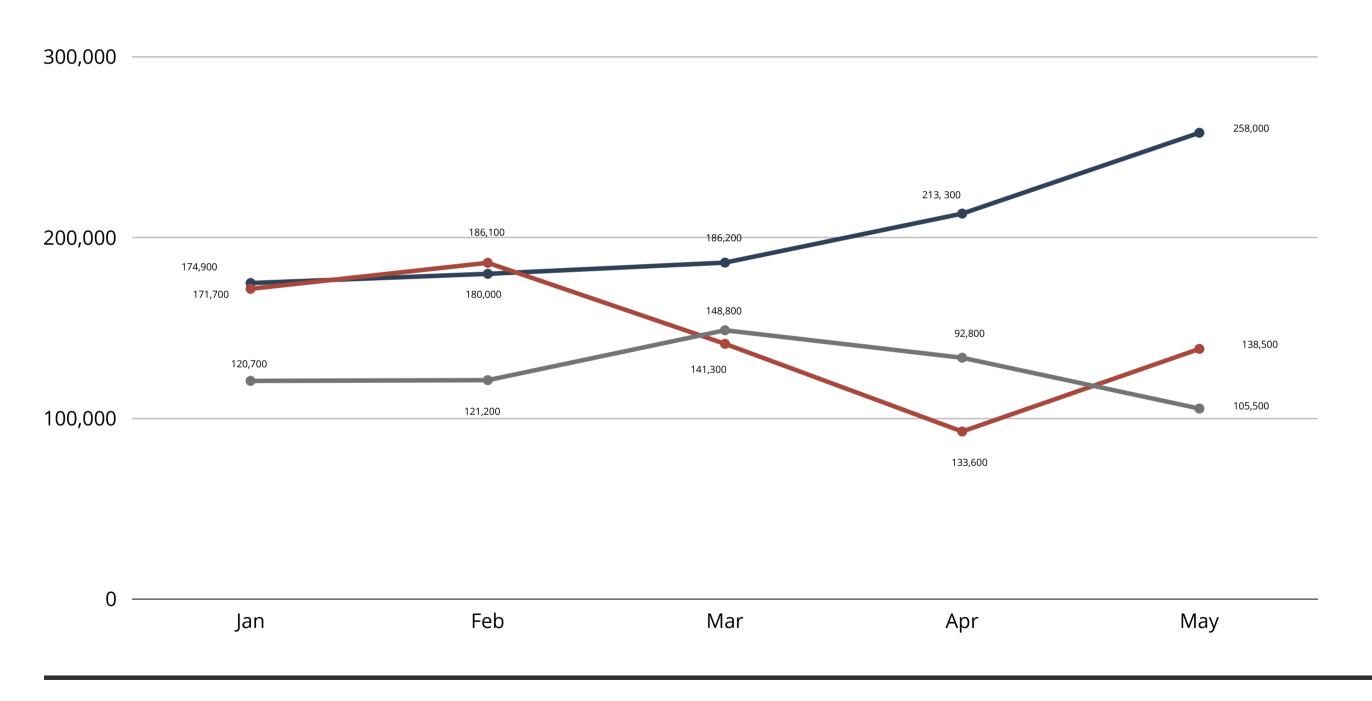
City	2019 Visitor Count	
Calgary	144,300	
Edmonton	79,900	
Grande Prairie	12,900	
Red Deer	9,500	
Strathcona	9,300	
Rocky View	7,400	
Airdrie	7,300	
Wood Buffalo	7,200	
St. Albert	6,700	
Lethbridge	6,200	

City	2020 Visitor Count	
Calgary	130,000	
Edmonton	74,800	
Grande Prairie	10,800	
Strathcona	9,300	
Red Deer	8,900	
Lethbridge	7,500	
Airdrie	6,900	
Rocky View	6,000	
St. Albert	6,000	
Wood Buffalo	5,000	

City	2021 Visitor Count	
Calgary	91,100	
Edmonton	45,600	
Grande Prairie	8,600	
Strathcona	7,600	
Red Deer	6,900	
Airdrie	5,600	
St. Albert	5,000	
Rocky View	4,800	
Canmore	3,800	
Wood Buffalo	3,600	

ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO BC BY MONTH



KEY FINDINGS

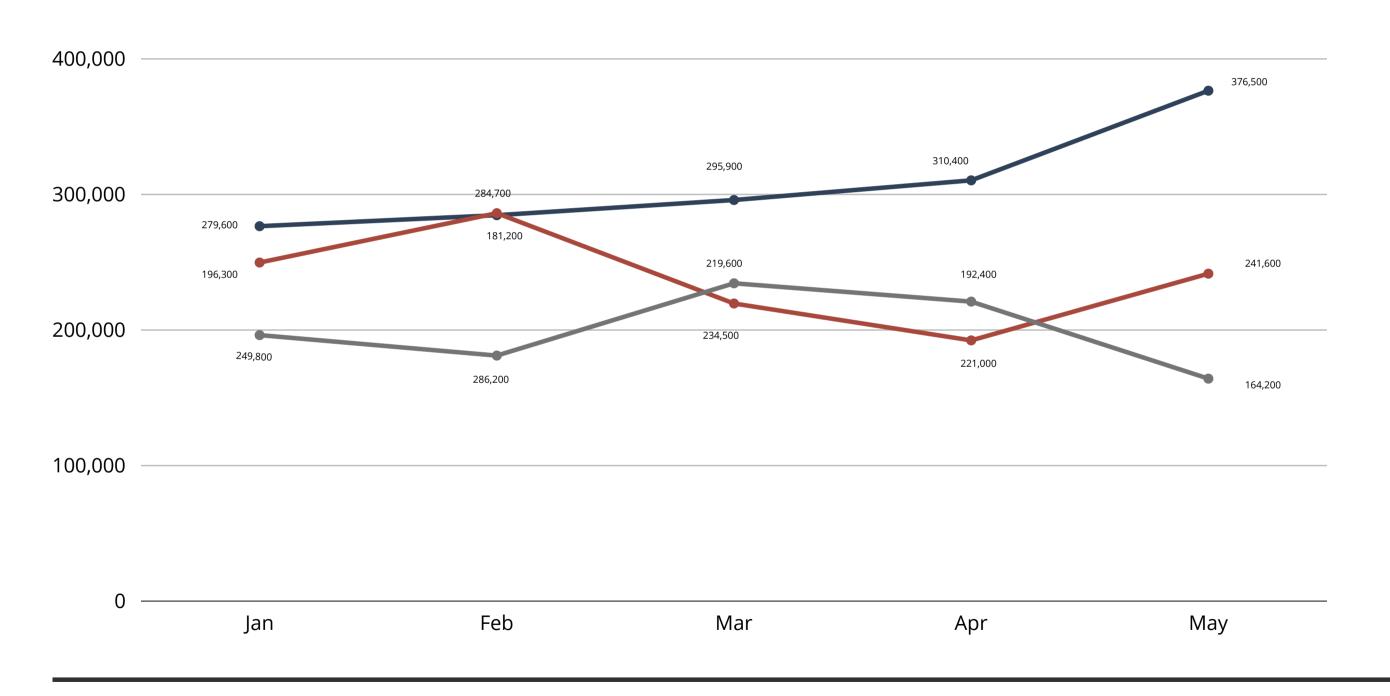
- March 2021 saw a 5% increase compared to March 2020 and a
 -21% decrease compared to 2019.
- April 2021 saw a 44% increase compared to April 2020 and a -37% decrease compared to 2019.
- May 2021 saw a -24% decrease compared to May 2020 and a -59% decrease compared to 2019.

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

2021

ALBERTA VISITATION

ALBERTA TRIPS TO BC BY MONTH



KEY FINDINGS

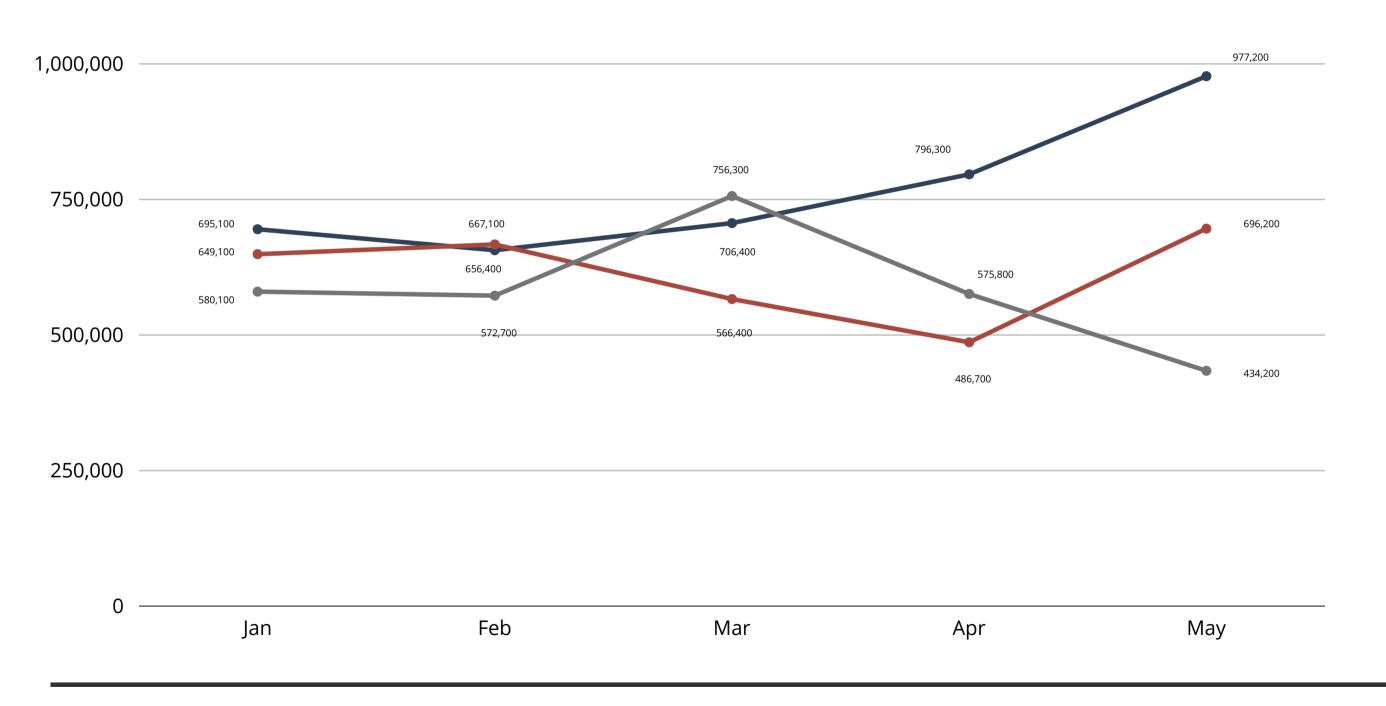
- March 2021 saw a 7% increase compared to March 2020 and a
 -21% decrease compared to 2019.
- April 2021 saw a 15% increase compared to April 2020 and a
 -29% decrease compared to 2019.
- May 2021 saw a -32% decrease compared to May 2020 and a -56% decrease compared to 2019.

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

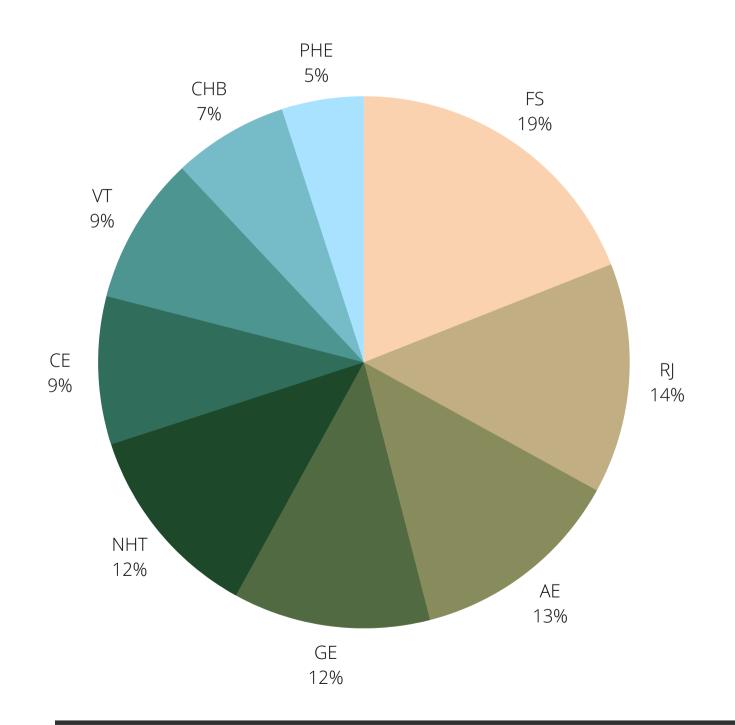


KEY FINDINGS

- 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.

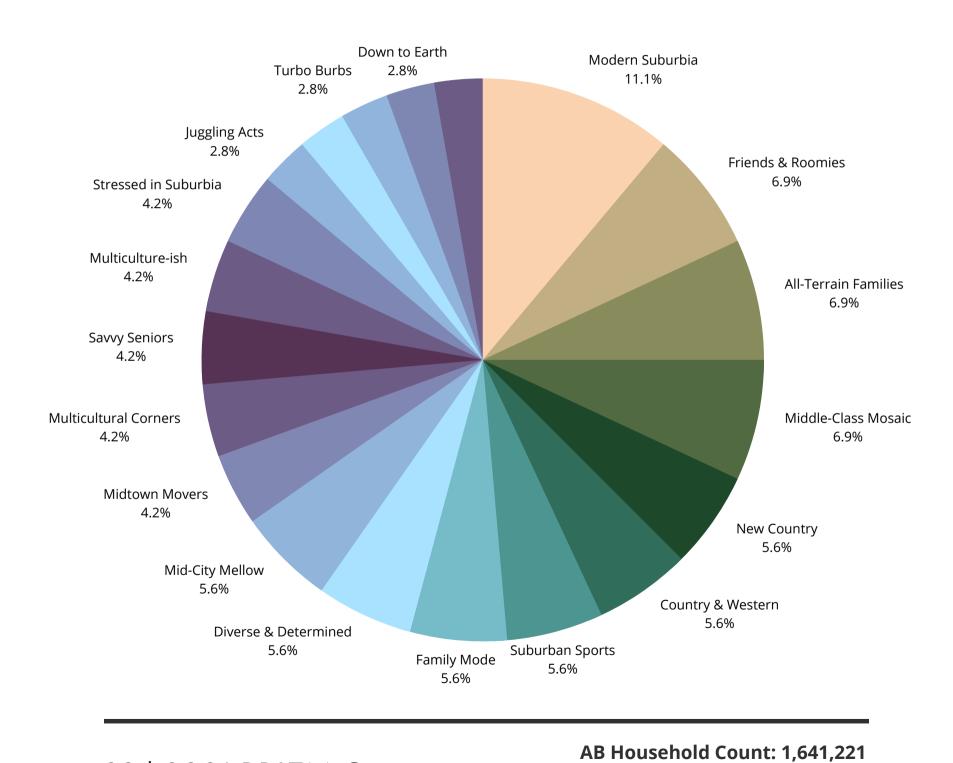
2021 ALBERTA EQ COMPOSITION BY HOUSEHOLD AND POPULATION COUNT



EQ TYPE	HOUSEHOLD COUNT	POPULATION COUNT
Free Spirits (FS)	316,975 (19%)	953,603 (21%)
Rejuvenators (RJ)	230,949 (14%)	658,962 (15%)
Authentic Experiencers (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**

Overview

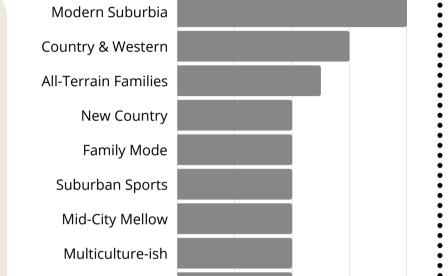
- Of the 67 PRIZM Segments identified in Canada - Modern Suburbia, Country & Western, and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to BC in January 2019.
- Modern Suburbia, All-Terrain Families, and Country & Western were the top visiting PRIZM Segments in January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

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 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)



2%

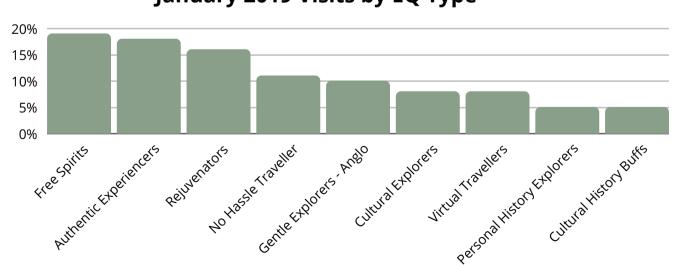
6%

8%

January 2019 Visits by EQ Type

Friends & Roomies

The A-List

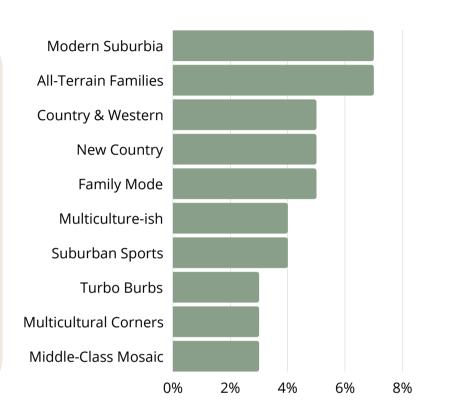


January 2021 AB Visits to BC by PRIZM Segment

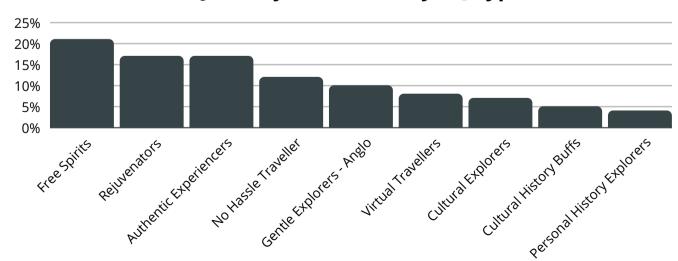
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

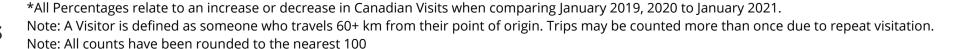
- Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- Country & Western rank 6th, making up 66,998 households, or 4.1% of the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



January 2021 Visits by EQ Type







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

Overview

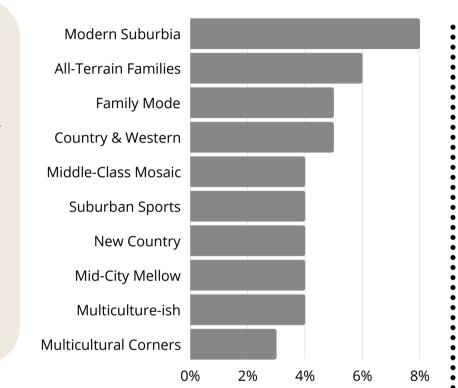
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to BC in February 2019.
- Country & Western, Modern Suburbia, and All-Terrain Families were the top visiting PRIZM Segments in February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

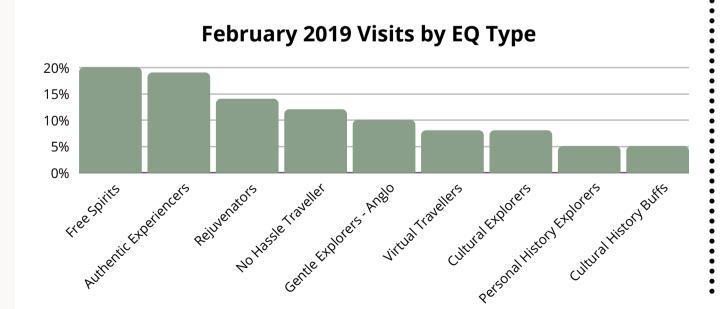
February 2019 AB Visits to BC by PRIZM Segment

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)
- Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221)



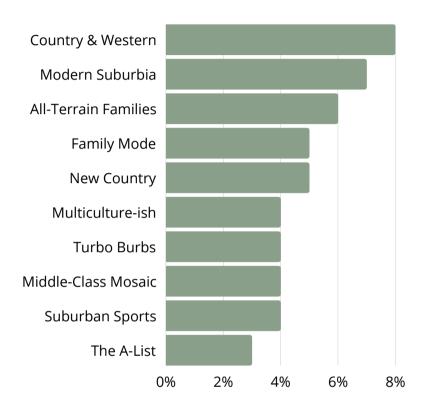


February 2021 AB Visits to BC by PRIZM Segment

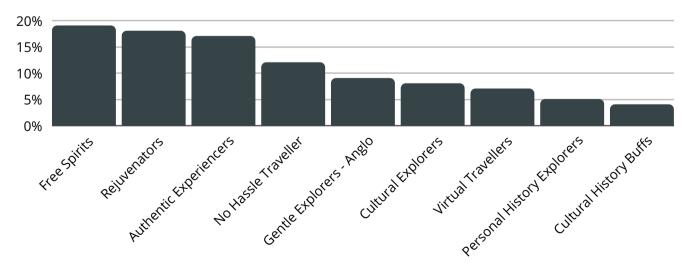
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Country & Western rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221)
- 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)



February 2021 Visits by EQ Type





MARCH 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA **BRITISH COLUMBIA**

Overview

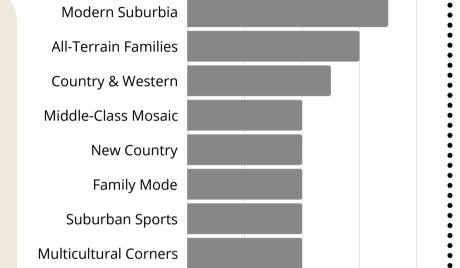
- Of the 67 PRIZM Segments identified in Canada - Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to BC in March 2019.
- Modern Suburbia, Country & Western, and All-Terrain Families and Multicultural Corners were the top visiting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

March 2019 AB Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

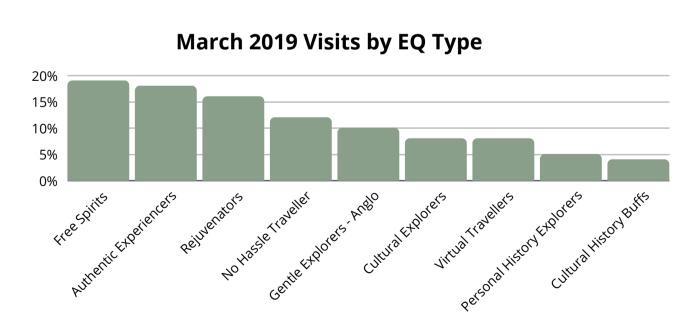
- Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- Country & Western rank 6th, making up 66,998 households, or 4.1% of the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



2%

6%

8%



Multiculture-ish

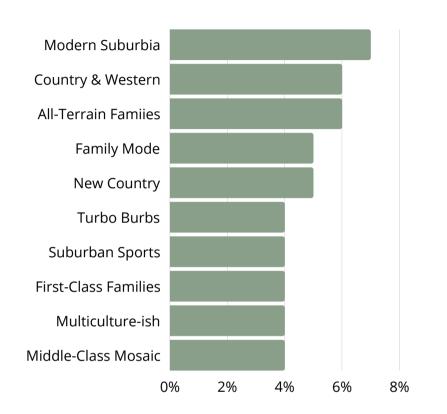
Mid-City Mellow

March 2021 AB Visits to BC by PRIZM Segment

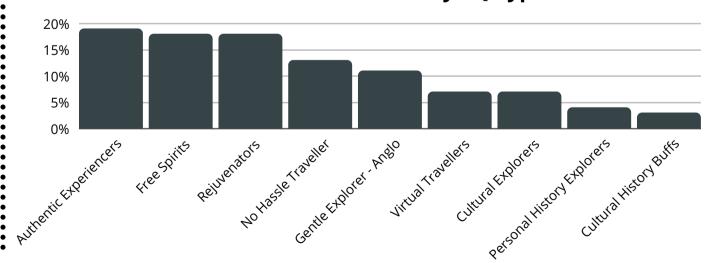
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia rank 1st, making up 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)



March 2021 Visits by EQ Type





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

Overview

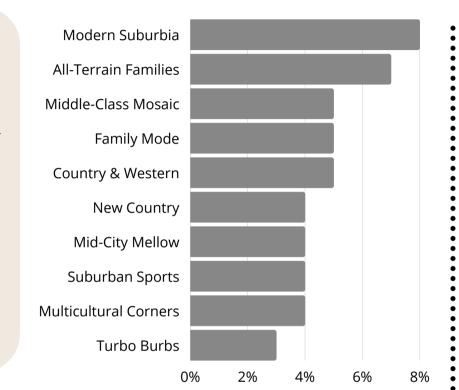
- Of the 67 PRIZM Segments identified in Canada - Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in April 2019.
- Country & Western, Modern Suburbia and All-Terrain Families and Multicultural Corners were the top visiting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

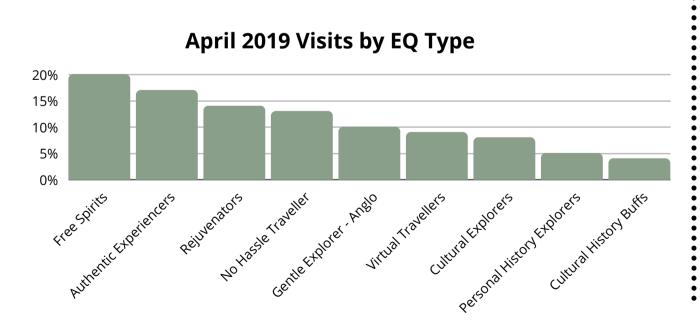
April 2019 AB Visits to BC by PRIZM Segment

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)



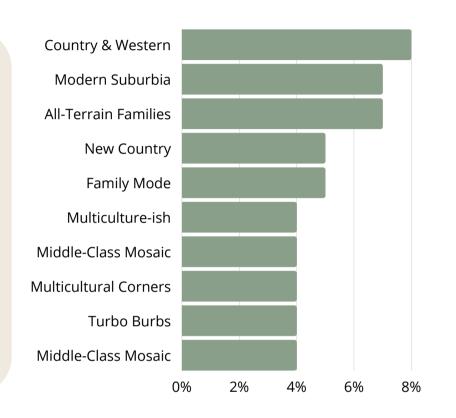


April 2021 AB Visits to BC by PRIZM Segment

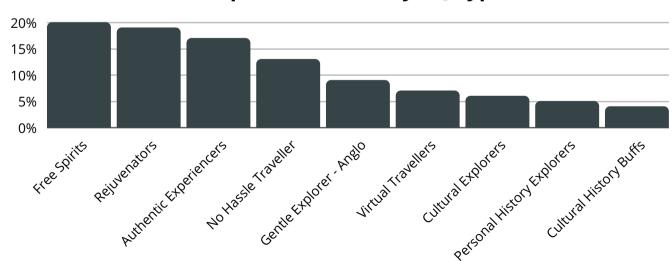
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

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



April 2021 Visits by EQ Type





MAY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA **BRITISH COLUMBIA**

Overview

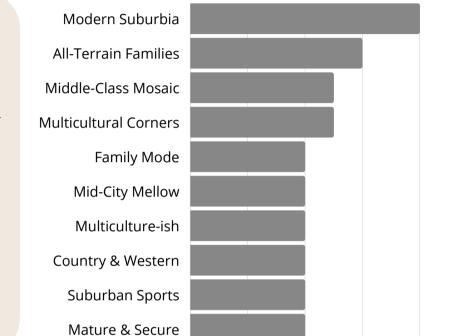
- Of the 67 PRIZM Segments identified in Canada - Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in May 2019.
- Modern Suburbia, Country & Western and All-Terrain Families were the top visiting PRIZM Segments in May 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:

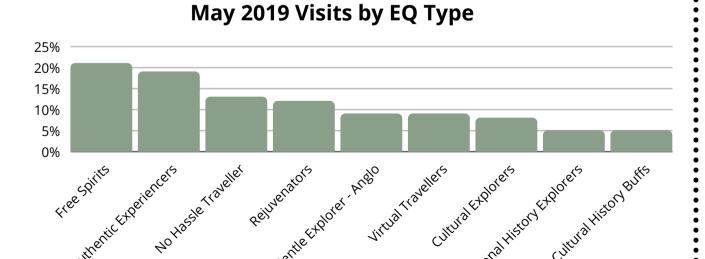
- Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221)
- All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221)
- Middle-Class Mosaic rank 4th, making up 81,980 households, or 5% of the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



2%

6%

8%



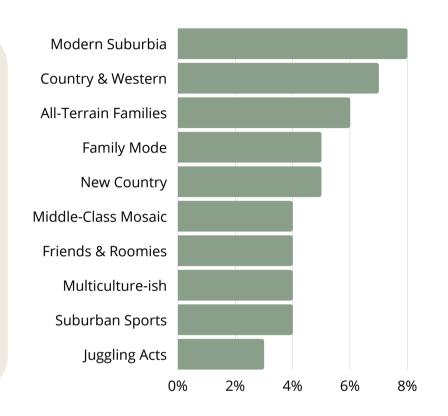
Note: All counts have been rounded to the nearest 100

May 2021 AB Visits to BC by PRIZM Segment

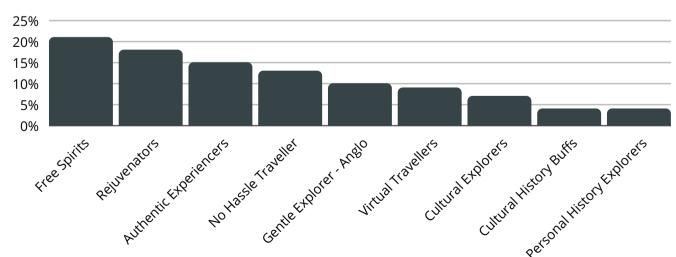
Visits by PRIZM Segment

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





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