

HOW TO Use Monthly Visitor Highlights Research

A step-by-step guide using the regional monthly visitor data to understand your visitors, and discover opportunities to reach new customers.



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What is the Monthly Visitor Highlights Report?



The monthly visitor highlights report is developed by Symphony Tourism Services for the BCRTS regional DMOs and their stakeholders each month, using Environics Analytics' Visitor View platform. Visitor View produces neighborhood-level estimates of overnight Canadian visitors to Canada, the provinces and territories, and Canada's 85 tourism regions as defined by Destination Canada such as Cariboo Chilcotin Coast, Northern BC, Kootenay Rockies, Thompson Okanagan, Vancouver Island and Vancouver, Coast & Mountains. 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.

Where does the data come from?

Visitor View is based on anonymized, consent-based mobile location data. Monthly, quarterly and annual estimate data is available starting with January 2019 to allow for analysis of historical trends.



What kind of information lies within the report?

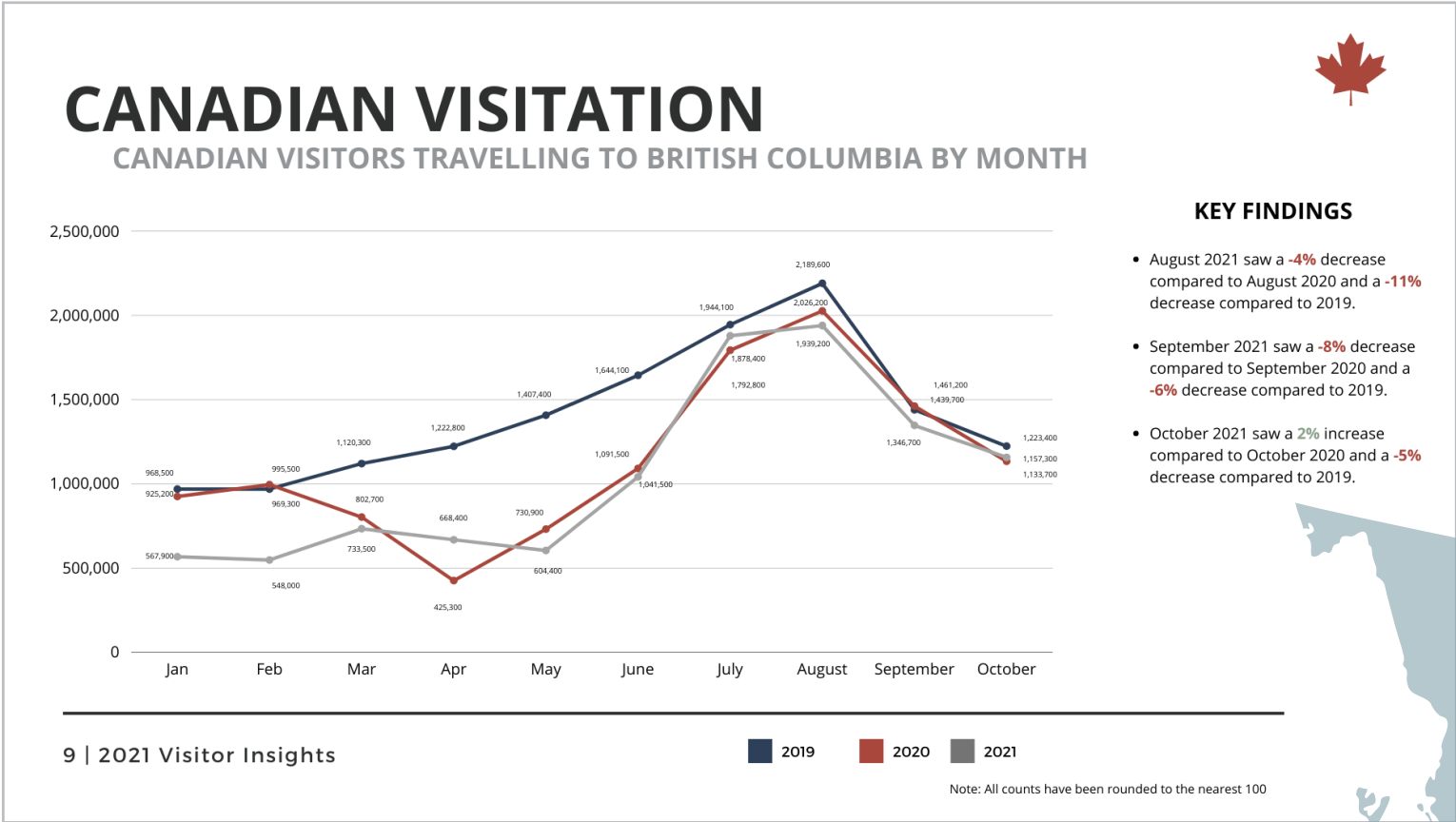
Total domestic overnight visitor numbers for the region by month, quarter and year

Visits, trips and nights stayed from each Canadian province

Visitation information from our top domestic markets—BC & AB

Market segmentation profiles of our BC & AB visitors using **PRIZM & EQ** traveller types

This graph shows us the total estimated number of Canadian visitors to BC by month throughout the year, comparing 2021 to 2020 and 2019.



This is the one for BC, but you can view the one for your region via your RDMO's research page.

KEY FINDINGS

- August 2021 saw a **-4%** decrease compared to August 2020 and a **-11%** decrease compared to 2019.
- September 2021 saw a **-8%** decrease compared to September 2020 and a **-6%** decrease compared to 2019.
- October 2021 saw a **2%** increase compared to October 2020 and a **-5%** decrease compared to 2019.



Definitions:

Visits:

A visitor is defined as someone who travels 60+km from their point of origin. (The numbers include those who have travelled within the region 60km from home, as well as those who have travelled from outside the region)

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)



Travels
60+km



of trips
of 1+
nights



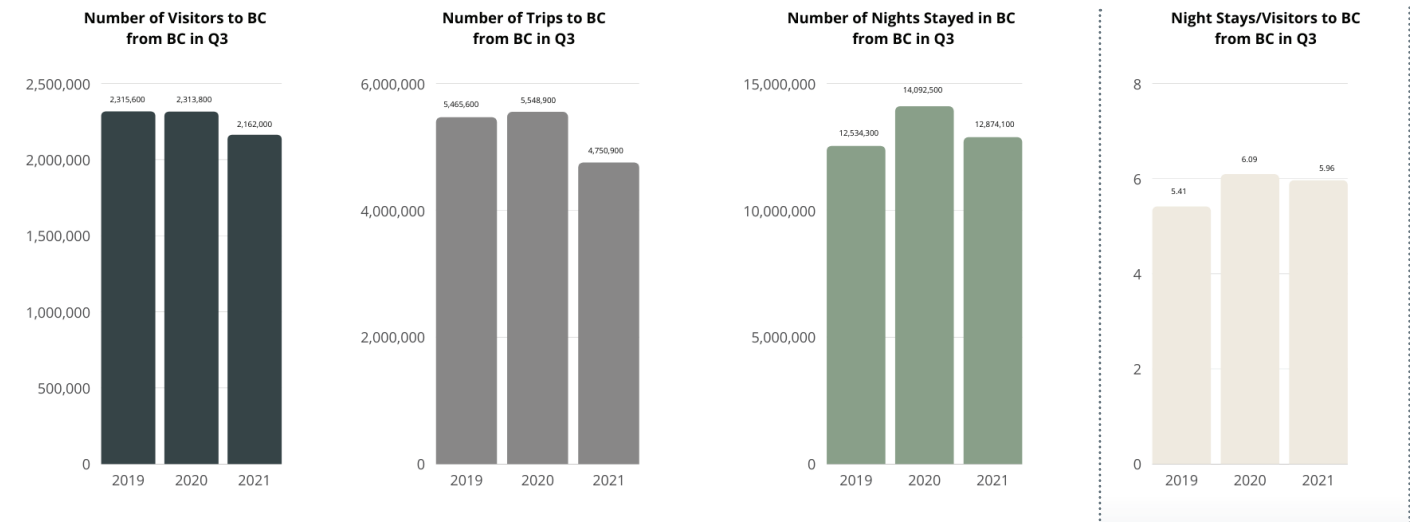
of
unique
nights



This page of the report shows the total estimated number of unique visitors for the 3rd quarter of the year (July, August & September), for all three years of 2019, 2020 and 2021 so we can see the changes year to year.

BRITISH COLUMBIA VISITATION - Q3

BC RESIDENTS TRAVELLING WITHIN BRITISH COLUMBIA



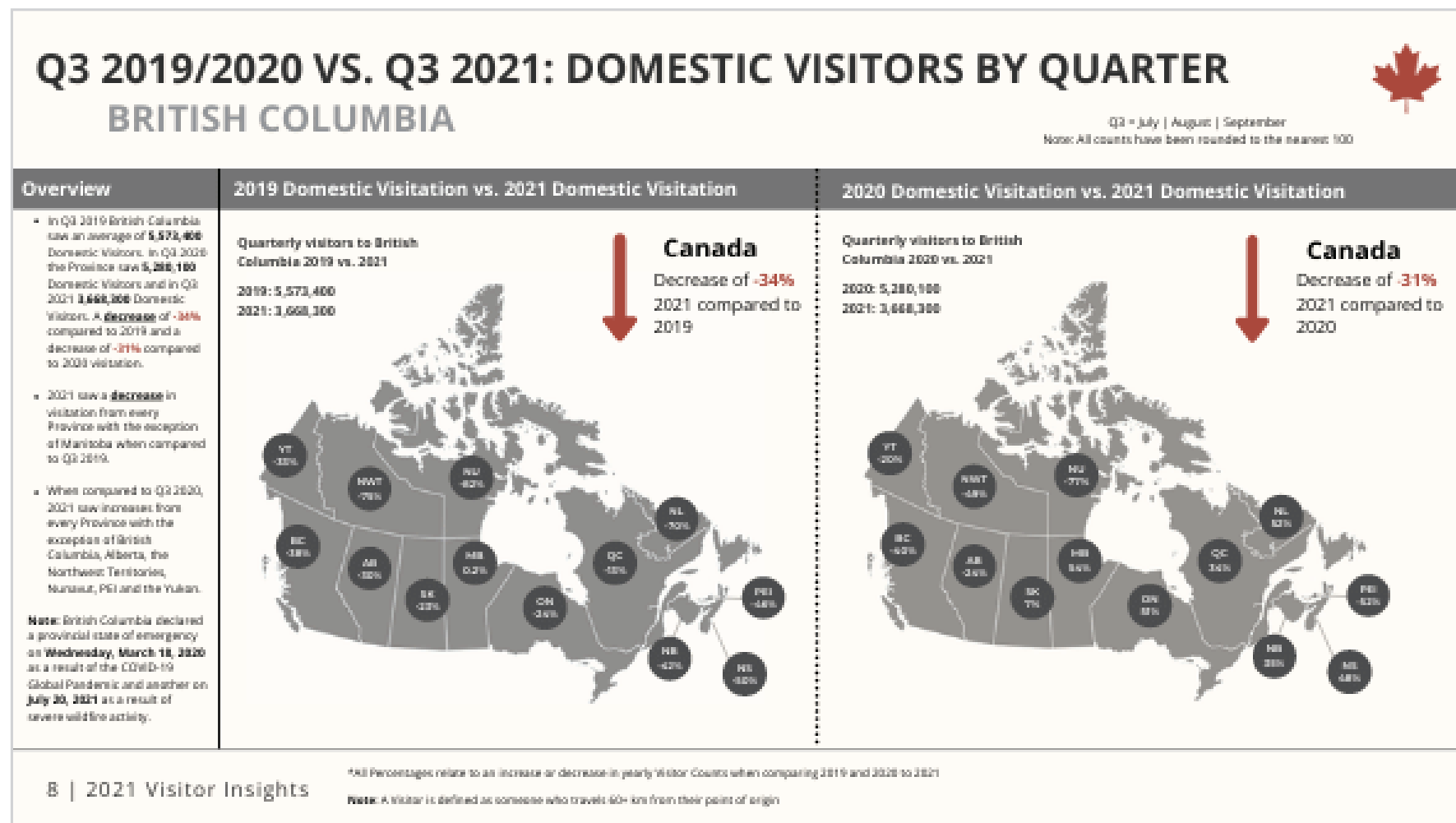
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Q3 = July | August | September
Note: All counts have been rounded to the nearest 100

The 4th graph gives us the average length of stay which is close to six nights in 2021.

Visitor Origins

For each quarter we report the percentage of visitors to BC by province.



Visitor Origins

For each quarter we also report the visitor origins by top city by province. We focus on BC & AB, but other provinces can be requested by stakeholders to RDMOs who can find out more information directly from our research service providers and data suppliers.



BC VISITS TO BRITISH COLUMBIA BY QUARTER - Q3

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Vancouver	359,300	Vancouver	410,400	Vancouver	239,900
Surrey	261,000	Surrey	317,600	Surrey	187,400
Abbotsford	127,100	Abbotsford	129,400	Burnaby	76,100
Kelowna	123,700	Burnaby	122,200	Kelowna	70,900
Burnaby	110,800	Kelowna	116,200	Saanich	68,900
Saanich	105,300	Richmond	107,500	Richmond	66,300
Kamloops	102,500	Kamloops	99,100	Abbotsford	64,300
Richmond	97,500	Saanich	95,800	Kamloops	59,700
Langley	84,200	Langley	92,900	Langley	55,300
Nanaimo	81,800	Coquitlam	90,800	Coquitlam	53,400

Top PRIZM & EQ Segments travelling within BC in October 2021:

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

Overview

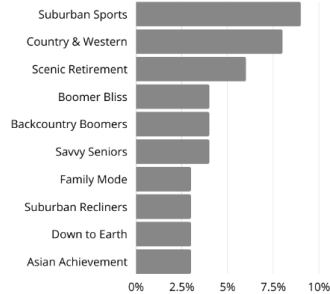
- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western, and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling within BC in October 2019 and 2021.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in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

October 2019 BC Visits to BC by PRIZM Segment

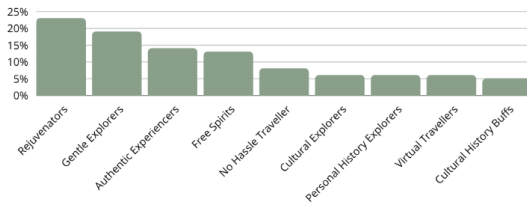
Visits by PRIZM Segment

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% 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 - October

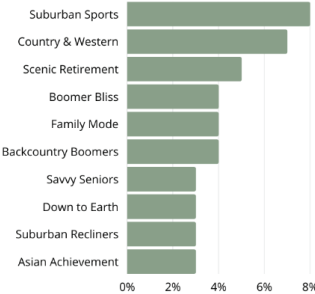


October 2021 BC Visits to BC by PRIZM Segment

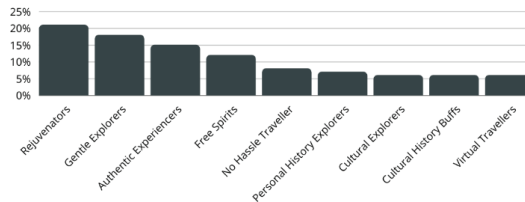
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Canadian Visitation to British Columbia - October



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



Who were the top three segments in 2019 and 2021?

PRIZM:

Suburban Sports,
Country & Western,
Scenic Retirement

EQ:

Rejuvenators,
Gentle Explorers,
Authentic Experiencers

Exercise: For Your Region - which are the top 5 PRIZM and top 5 EQ segments? Review your region's Monthly Visitor Highlights Report.

What are PRIZM & EQ?

PRIZM is Canada's leading segmentation system for understanding customers and markets.

Developed by Environics Analytics, PRIZM divides Canada into 67 segments based on postal codes that capture current demographics, lifestyles and values across the country. Each segment has details that help us understand more about where the visitors have come from, what they are like, what kinds of activities they typically do, their media habits, and more.

EQ is a market segmentation system based on the science of psychographics.


Destination Canada worked with Environics Analytics to develop the Explorer Quotient traveller types to apply sophisticated, values-based segmentation specifically for the travel market (based on the PRIZM system). Psychographics is an evolution of the traditional field of demographics. Instead of just breaking travellers into groups based on age, income, gender, family status or education level—all of which is useful information—psychographics looks deeper at people's social values and views of the world. EQ breaks each geographic market down into different psychographic groups, called Explorer Types. Each type is identified by particular characteristics stemming from social and travel values, travel motivations and behaviours.

Each Monthly Visitor Highlights Report details the top PRIZM & EQ segments that have visited BC, and each tourism region, so that we can measure shifts in demand from different types of Canadians during different seasons and in different regions.



What are these segments like?
Take a look at their summaries.

2021 BC PRIZM SEGMENT SUMMARY SUBURBAN SPORTS

General Canadian Summary	Category	British Columbia Highlights
<ul style="list-style-type: none"> • 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  <p>Source: Environics PRIZM Marketer's Guide 2021</p>	Household Count	Of the 67 PRIZM Clusters 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).
	Maintainer Age	Median Household Maintainer Age is 52.
	Children at Home	47.1% of couples have children living at home (Above Average).
	Household Income	Above Average Household Income of \$127,861 compared to BC at \$113,574.
	Top Social Values	Rejection of Orderliness, Need for Escape, and Racial Fusion
	Top Tourism Activities	Swimming, Camping, and Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Golfing.
	Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, and Jasper). Suburban Sports from British Columbia spent an average of \$1,566 (Average) on their last vacation.
	Social Media	76.8% currently use Facebook, 36.9% use Instagram, 24.6% use Twitter, and 69.3% use YouTube.



Source: Environics Analytics- Envision 2021



Demographics
(age, household income, life stage)



Where they live
(top cities within BC or AB)



What they like to do
from regular to tourism activities



What values are important
to them



Traditional and social media habits
and channels



and much more...



Let's look at Suburban Sports closely.

You can see that Suburban Sports is the top-ranking segment in BC and therefore they are moving around the province and show up in many of our tourism regions as they are travelling close to home. They are typically middle-aged couples with children at home, middle class, with slightly above average household income.



What kinds of activities do they like to do?

They enjoy swimming, camping, hiking, cycling, visiting national parks and golfing, for some of their top tourism activities.

What are their top social values?

Top social values are rejection of orderliness, need for escape, and racial fusion. What do social values mean? These are psychographic values that tell us a little bit about what is important to this segment. You can request detailed profiles from your RDMO (more on that in the next guide).

Rejection of Orderliness

The inclination to live with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.

Need for Escape

The desire to regularly escape the stress and responsibilities of everyday life.

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.

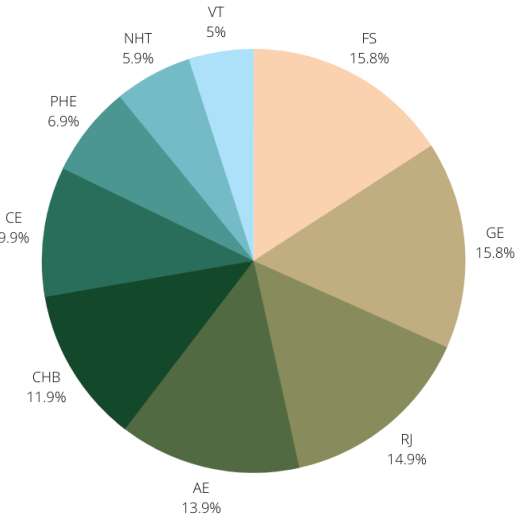
Why do we need to do it? How will it help my business?

Understanding current visitors and potential customers can help you achieve goals such as: expanding your seasons into fall, winter and spring; finding the right customer for new products, and speaking the language that resonates with potential customers most effectively.

Using the 2021 Monthly Visitor Highlights Report for BC to understand more about the visitors in October.

PRIZM & EQ by Household and Population Counts –You may want to understand who the residents of BC & AB are in terms of top segments by household and population. Why? So that you can find other segments, beyond the top ones visiting the region, who you may want to target.

2021 BRITISH COLUMBIA EQ COMPOSITION BY HOUSEHOLD AND POPULATION COUNT



20 | 2021 EQ Composition


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

Take a look at the pie charts that show the top segments. We can see that Free Spirits, Gentle Explorers, Rejuvenators and Authentic Experiencers are the top 4 EQ segments living in BC. You may be interested in targeting Authentic Experiencers and Cultural Explorers and so you would need to know more details about them. For each of these we have more details about who they are, where they live, and where they typically travel to. We will take a look more in detail in the next guide.

Download the BC & AB PRIZM & EQ Composition by Household and Population Counts





Go to the next level: 
Identify your ideal customer
and **HOW TO** find them.
See *How-to Guide #4*

