

December 2021



SYMPHONY
TOURISM
SERVICES

RESEARCH INSIGHTS



Culinary (Food/Wine) Enthusiast Sector Analysis

BRITISH COLUMBIA

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OBJECTIVES

- To create a profile of "**Culinary (Food/Wine) Enthusiasts**" in British Columbia using Demographic and Psychographic Variables.
- Create a tool for Businesses, Communities and Government Organizations to understand the **Culinary (Food/Wine)** target groups and apply insights to marketing strategy and recovery plans.
- This Sector Analysis profiles selected demographic and psychographic data within British Columbia as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2021 PRIZM Market Segmentation profiles.
- Through this project we aim to provide you with insights to aid in reaching and developing your marketing goals and recovery strategy.

INTRODUCTION

SECTOR ANALYSIS

CULINARY (FOOD/WINE) PROFILE

BRITISH COLUMBIA

The **Culinary (Food/Wine) Enthusiast Profile** was created through the analysis of demographic and psychographic variables as they relate to the 67 PRIZM Segments in British Columbia outlined by Environics Analytics. Variables include:

Primary Variables:

- Age of Household Maintainer
- Size of Household (% of children living at home)
- Household Income
- Visible Minority Status
- I visit Bars/Restaurants
- I attend Beer/Food/Wine Festivals
- I attend Food/Wine Shows
- I visit Restaurants/Resto-Bars or Pubs
- I visit Casual/Family Dining Restaurants
- I visit Formal Dine-In Restaurants
- I shop at local farmers markets

Secondary Variables:

- I drink Microbrewery/Craft Beer
- I visit Bars/Nightclubs

Analysis of the variables above resulted in the creation of three target groups with an above average interest (compared to British Columbia population) in Culinary (Food/Wine) related variables.

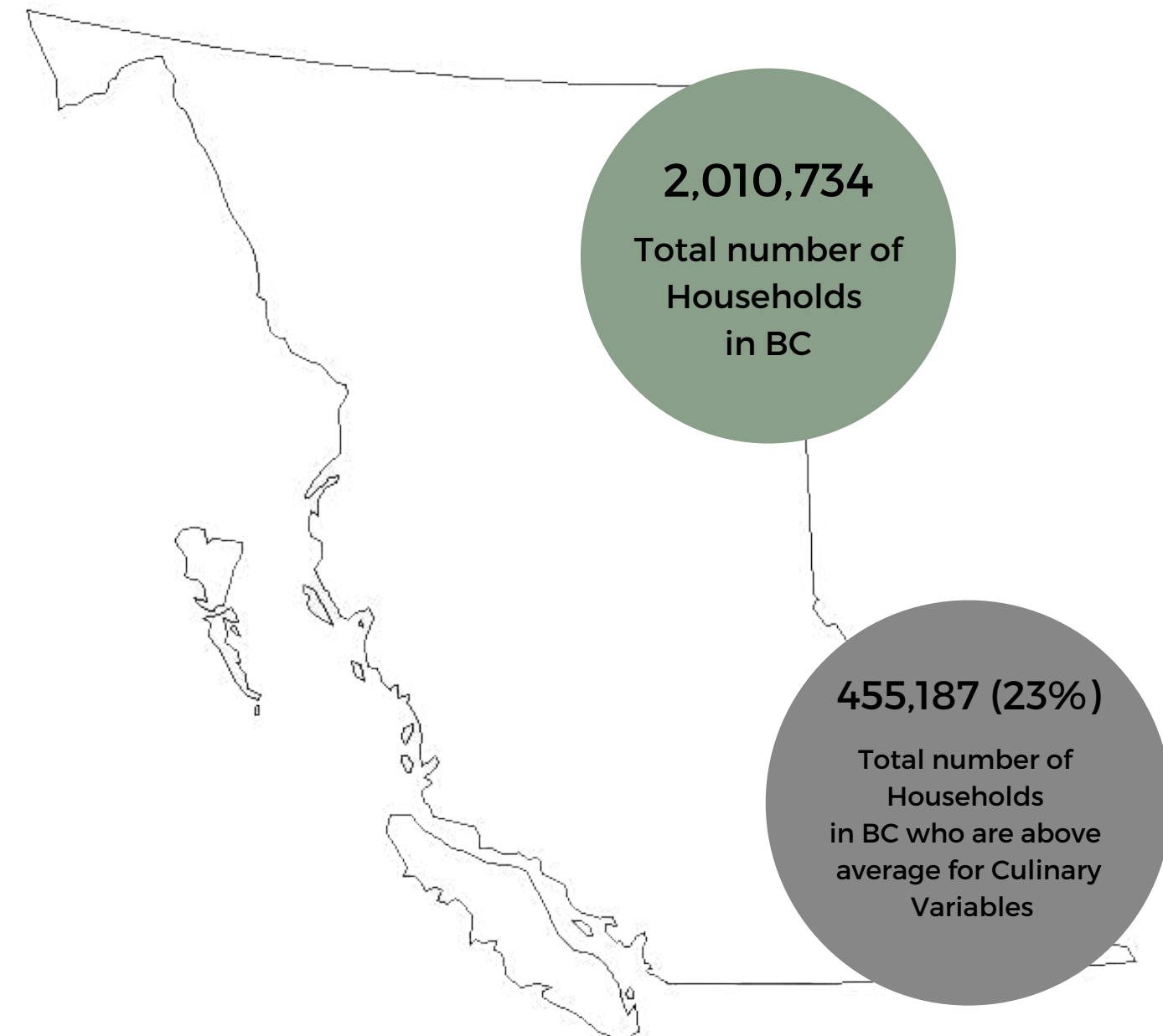
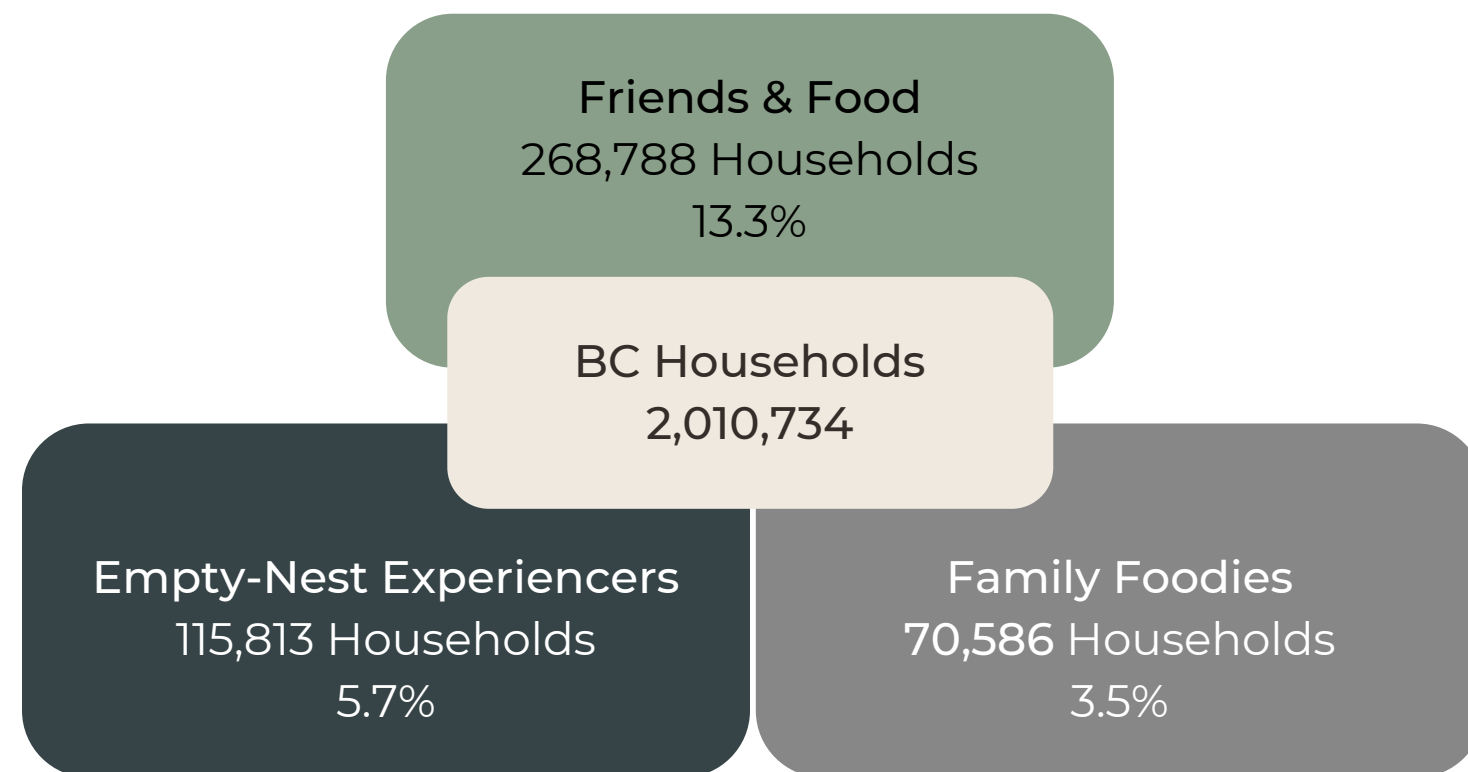


CULINARY ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

The Culinary (Food/Wine) Enthusiast Market consists of three distinct target groups. Groups are organized based on their demographic and psychographic characteristics.

455,187 households or 23% of the total households in British Columbia (2,010,734) index above average for Culinary (Food/Wine) related variables.



CULINARY ENTHUSIAST TARGET GROUPS

BRITISH COLUMBIA



Friends & Food

- Maintainer Age: 44
- 268,788 or 13.3% of the total households in BC
- 52% do not have Children at home
- Average visible minority
- Below Average Household Income of \$98,070



Empty-Nest Experiencers

- Maintainer Age: 58
- 115,813 or 5.7% of the total households in BC
- 53% do not have Children at home
- Below average visible minority
- Above Average Household Income of \$134,644



Family Foodies

- Maintainer Age: 57
- 70,586 or 3.5% of the total households in BC
- 55% have Children at home.
- Above average visible minority (57% above average)
- Above Average Household Income of \$214,394

CULINARY ENTHUSIAST TARGET GROUPS

BY TOP CITY



Friends & Food Vancouver

- Maintainer Age: 43
- 176,591 or 17.1% of the total households in Vancouver
- 56% do not have Children at home
- Below Average visible minority
- Below Average Household Income of \$103,306



Empty-Nest Experiencers Vancouver

- Maintainer Age: 54
- 56,804 or 5.5% of the total households in Vancouver
- 48% do not have Children at home
- Below average visible minority
- Average Household Income of \$131,410



Family Foodies Vancouver

- Maintainer Age: 57
- 61,190 or 5.9% of the total households in Vancouver
- 56% have Children at home.
- Average visible minority
- Above Average Household Income of \$217,612

FRIENDS & FOOD

BRITISH COLUMBIA

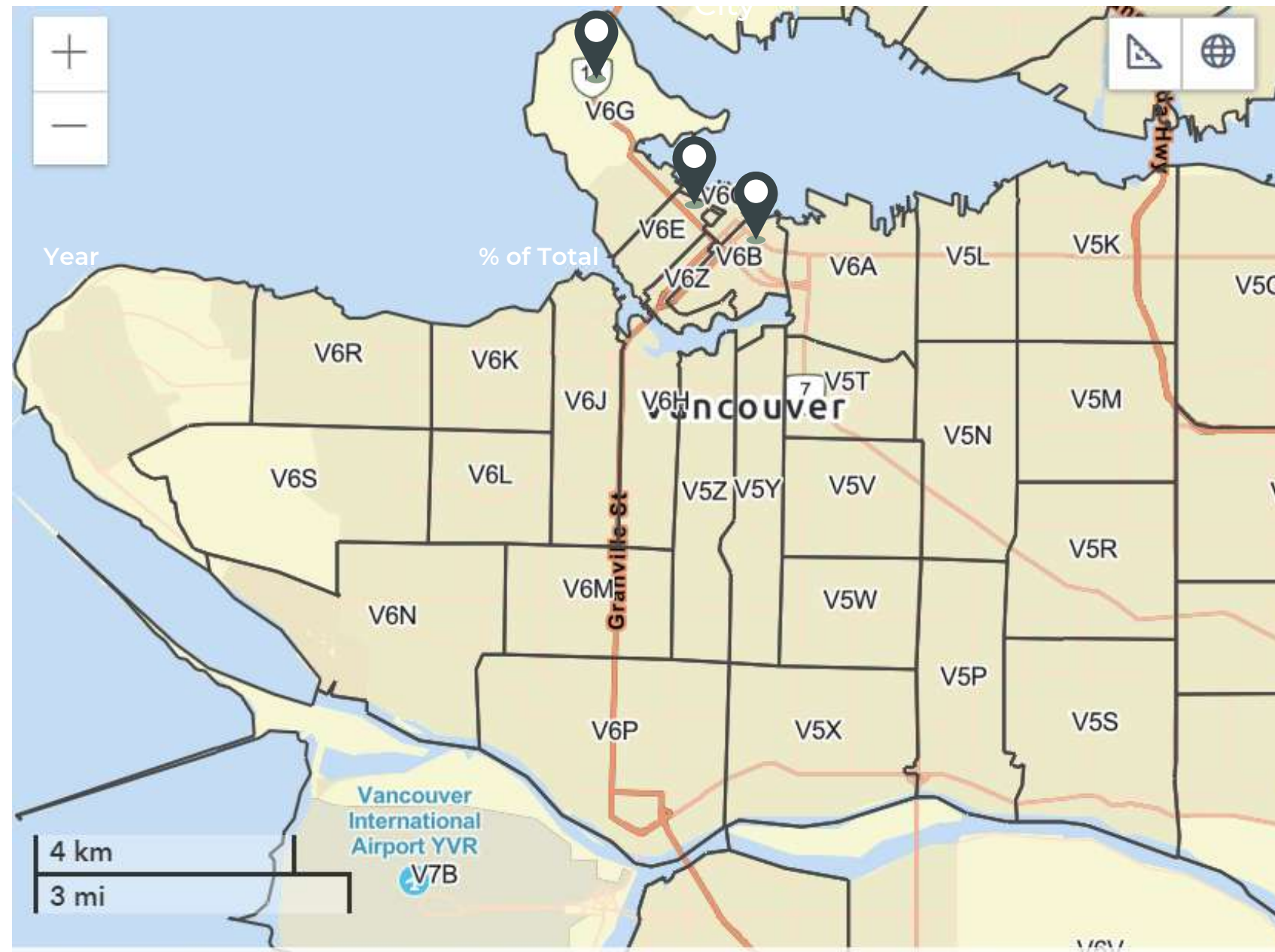
- The Median Household Maintainer Age for Friends & Food was 44, 52% of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of \$98,070 compared to BC at \$113,574.
- Top 3 Social Values: Culture Sampling, Social Learning, Ecological Concern
- Top Tourism Activities: Hiking/Backpacking, Swimming, Visiting Parks/City Gardens. Above average interest in Visiting Parks/City Gardens, Bars/Restaurants, Pilates/Yoga, Historical Sites, Video Arcades, Beer/Food/Wine Festivals, Adventure Sports
- Average interest for travelling within Canada (Above Average for Toronto, Montreal, Saskatchewan), Friends & Food from British Columbia spent an average of \$1,654 (Average) on their last vacation.
- 79% currently use Facebook (Average), 47% use Instagram (Above Average), 32% use Twitter (Above Average) and 77% use YouTube (Average).

Friends & Food Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	137,695	51%
Victoria	29,757	11%
Saanich	11,864	4%
Kelowna	9,770	4%
North Vancouver	7,477	3%
Surrey	6,581	2%
Burnaby	5,648	2%

- Full list of Friends & Food Locations included in Google Share Folder in excel format
- Detailed profiles for Friends & Food in Vancouver located in Google Share Folder

FRIENDS & FOOD

VANCOUVER - TOP FSA MARKETS



Friends & Food Geographic Markets		
FSA	Target Group Count	% of Target Group
V6B	19,112	11%
V6E	16,507	9%
V6G	14,500	8%
V5T	12,730	7%
V6J	9,708	5%
V6Z	9,707	5%
V6H	8,452	5%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Friends & Food in Vancouver

EMPTY-NEST EXPERIENCERS

BRITISH COLUMBIA

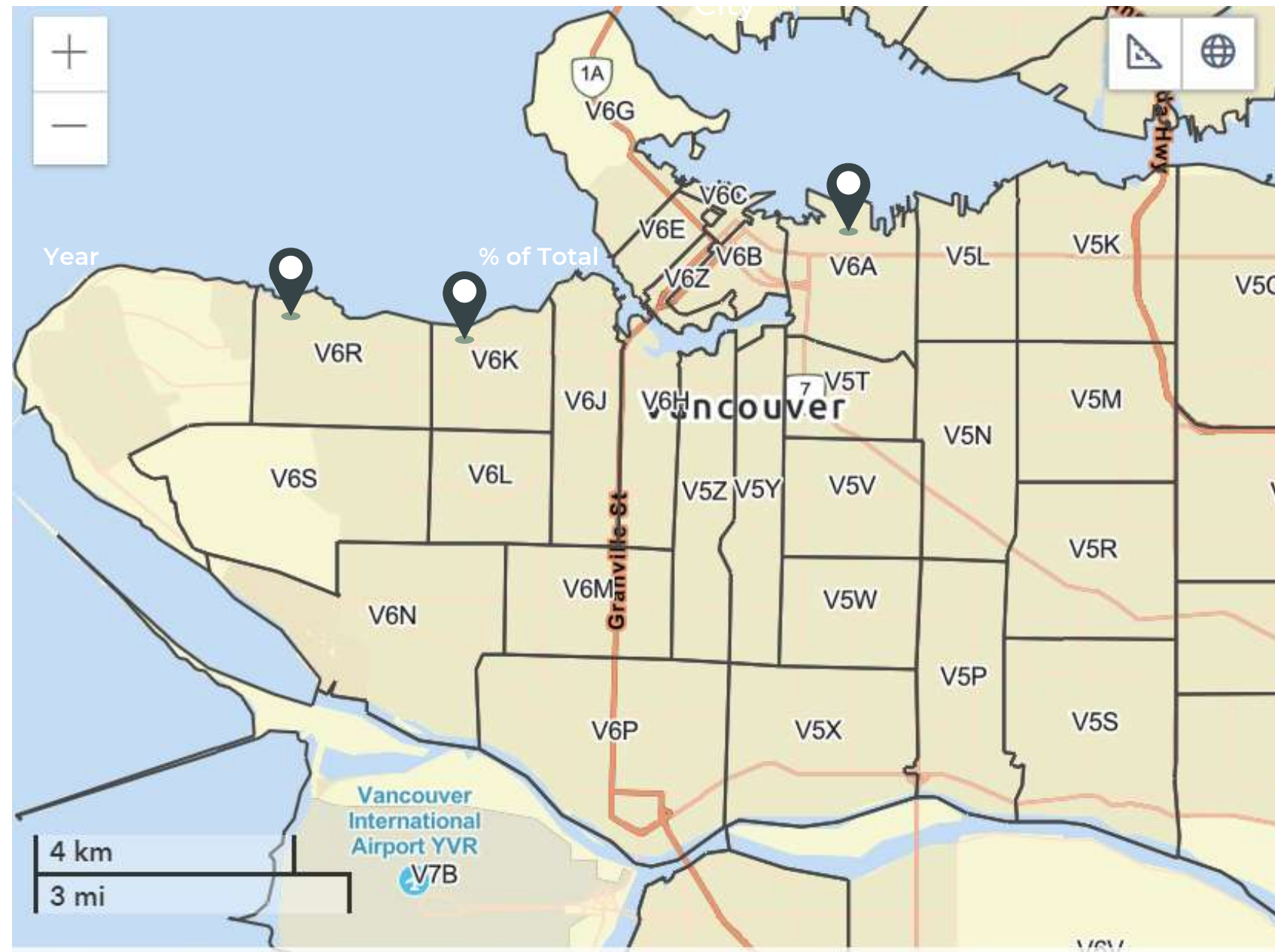
- The Median Household Maintainer Age for Empty-Nest Experiencers was 58, 53% of couples DO NOT have children living at home (Above Average).
- Above Average Household Income of \$134,644 compared to BC at \$113,574.
- Top 3 Social Values: Culture Sampling, Social Learning, National Pride
- Top Tourism Activities: Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Visiting Parks/City Gardens, Bars/Restaurants, National/Provincial Parks, Specialty Movie Theatres/IMAX, Downhill Skiing, Historical Sites
- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Toronto, Montreal), Empty-Nest Experiencers from British Columbia spent an average of \$1,800 (Average) on their last vacation.
- 76% currently use Facebook (Average), 37% use Instagram (Average), 26% use Twitter (Average) and 72% use YouTube (Average).

Empty-Nest Experiencers Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	30,870	27%
Nanaimo	7,049	6%
Kelowna	6,313	5%
Saanich	4,787	4%
Victoria	4,751	4%
Delta	3,912	3%
Surrey	3,909	3%

- Full list of Empty-Nest Experiencers Locations included in Google Share Folder in excel format
- Detailed profiles for Empty-Nest Experiencers in Vancouver located in Google Share Folder

EMPTY-NEST EXPERIENCERS

VANCOUVER - TOP FSA MARKETS



Empty-Nest Experiencers Geographic Markets		
FSA	Target Group Count	% of Target Group
V6K	5,188	9%
V6A	3,446	6%
V6R	2,962	5%
V5V	2,849	5%
V5Z	2,531	4%
V6J	1,867	3%
V5N	1,864	3%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Empty-Nest Experiencers in Vancouver

FAMILY FOODIES

BRITISH COLUMBIA

- The Median Household Maintainer Age for Family Foodies was 57, 55% of couples have children living at home (Above Average).
- Above Average Household Income of \$214,394 compared to BC at \$113,574.
- Top 3 Social Values: Legacy, Brand Genuineness, Consumption Evangelism
- Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Specialty Movie Theatres/IMAX, Downhill Skiing, Snowboarding
- Average interest for travelling within Canada (Above Average for Whistler), Family Foodies from British Columbia spent an average of \$1,724 (Average) on their last vacation.
- 72% currently use Facebook (Average), 40% use Instagram (Average), 27% use Twitter (Average) and 70% use YouTube (Average).

Family Foodies Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	13,904	20%
Richmond	13,441	19%
West Vancouver	7,920	11%
Surrey	7,342	10%
North Vancouver	6,484	9%
Coquitlam	5,236	7%
Burnaby	2,424	3%

- Full list of Family Foodies Locations included in Google Share Folder in excel format
- Detailed profiles for Family Foodies in Vancouver located in Google Share Folder

FAMILY FOODIES

VANCOUVER - TOP FSA MARKETS



Family Foodies Geographic Markets		
FSA	Target Group Count	% of Target Group
V6N	2,638	4%
V6P	2,401	4%
V6L	2,036	3%
V6M	1,755	3%
V6R	1,429	2%
V6S	1,243	2%
V6J	727	1%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Family Foodies in Vancouver

CULINARY ENTHUSIAST TARGET GROUPS

BY TOP CITY

Friends & Food Vancouver

- The Median Household Maintainer Age for Friends & Food was 43, 56% of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of \$103,306 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health
- Top Tourism Activities: Hiking/Backpacking, Swimming, Visiting Parks/City Gardens. Above average interest in Visiting Parks/City Gardens, Bars/Restaurants, Pilates/Yoga, National/Provincial Parks, Sporting Events, Historical Sites, Beer/Food/Wine Festivals
- Average interest for travelling within Canada (Above Average for Toronto, Alberta, Montreal, Saskatchewan) Friends & Food from Vancouver spent an average of \$1,727 (Average) on their last vacation.
- 78% currently use Facebook (Average), 50% use Instagram (Above Average), 35% use Twitter (Above Average) and 79% use YouTube (Average).

Empty-Nest Experiencers Vancouver

- The Median Household Maintainer Age for Empty-Nest Experiencers was 54, 48% of couples do NOT have children living at home (Above Average).
- Average Household Income of \$131,410 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health
- Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Parks/Gardens, Photography, National/provincial Parks, Cross Country Skiing/Snowshoeing, Historical Sites
- Average interest for travelling within Canada (Above Average for BC, Vancouver, Toronto, Calgary, Montreal, Jasper), Empty-Nest Experiencers from Vancouver spent an average of \$1,774 (Average) on their last vacation.
- 76% currently use Facebook (Average), 43% use Instagram (Average), 29% use Twitter (Average) and 75% use YouTube (Average).

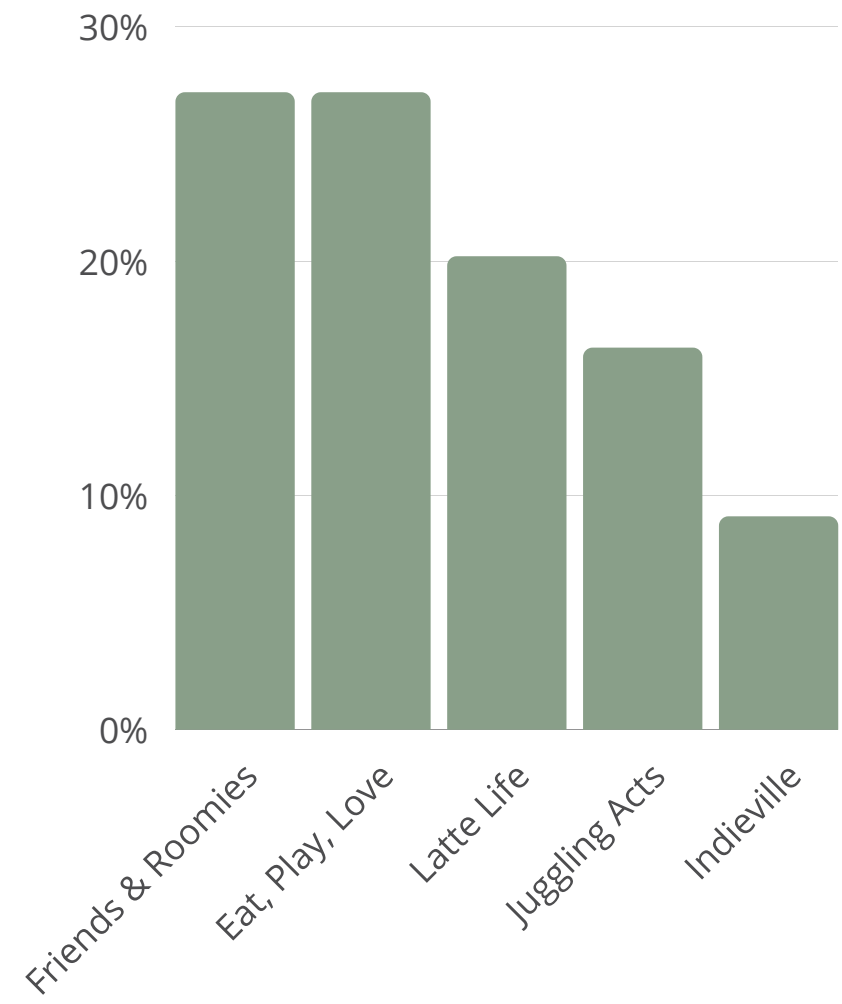
Family Foodies Vancouver

- The Median Household Maintainer Age for Family Foodies was 57, 56% of couples have children living at home (Above Average).
- Above Average Household Income of \$217,612 compared to Vancouver at \$121,324.
- Top 3 Social Values: Legacy, Brand Genuineness, Consumption Evangelism
- Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Specialty Movie Theatre/IMAX, Downhill Skiing, ATV/Snowmobiling, Dinner Theatre
- Average interest for travelling within Canada, Family Foodies from Vancouver spent an average of \$1,739 (Average) on their last vacation.
- 72% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 70% use YouTube (Average).

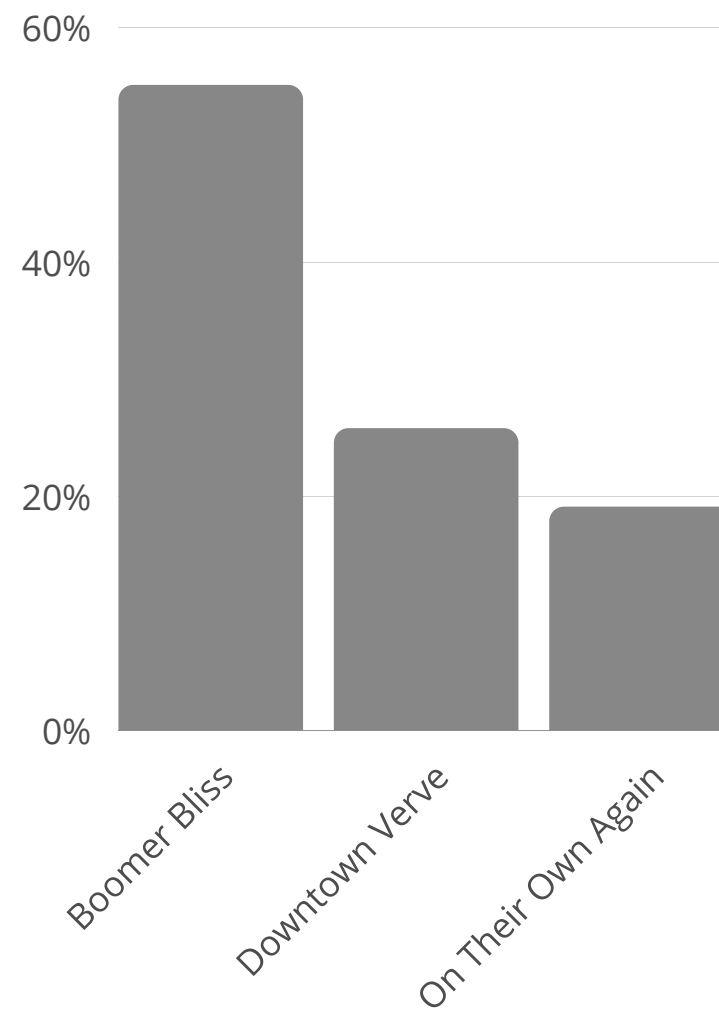
MARKET SEGMENTATION

CULINARY TARGET GROUPS BY PRIZM SEGMENT

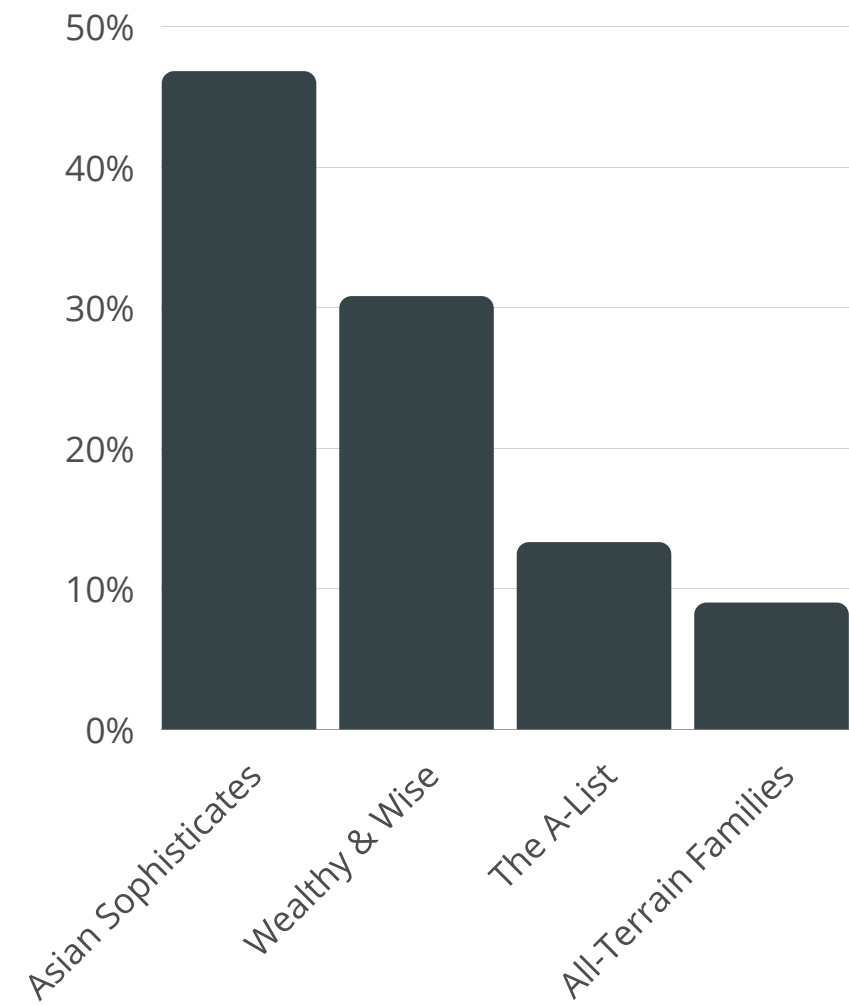
BRITISH COLUMBIA



Friends & Food



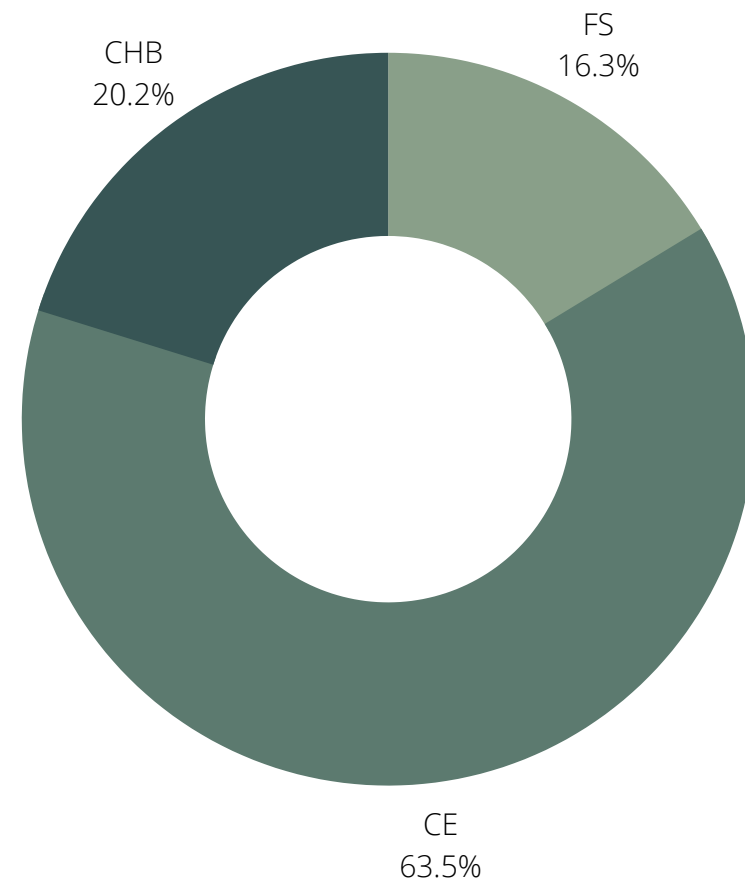
Empty-Nest Experiencers



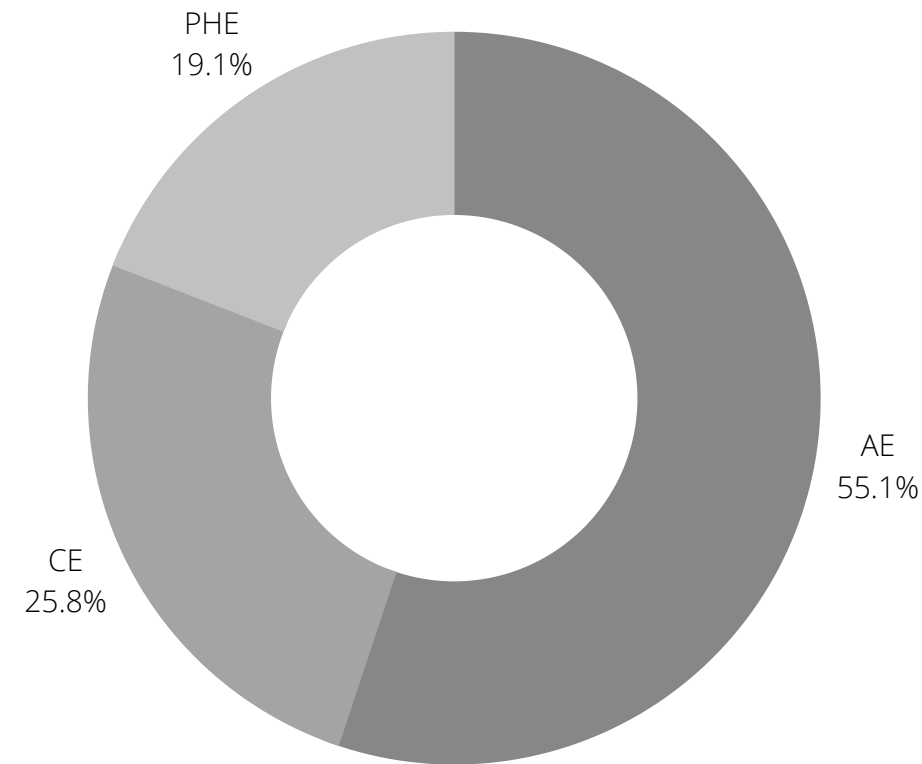
Family Foodies

CULINARY ENTHUSIAST TARGET GROUPS BY EQ TYPE

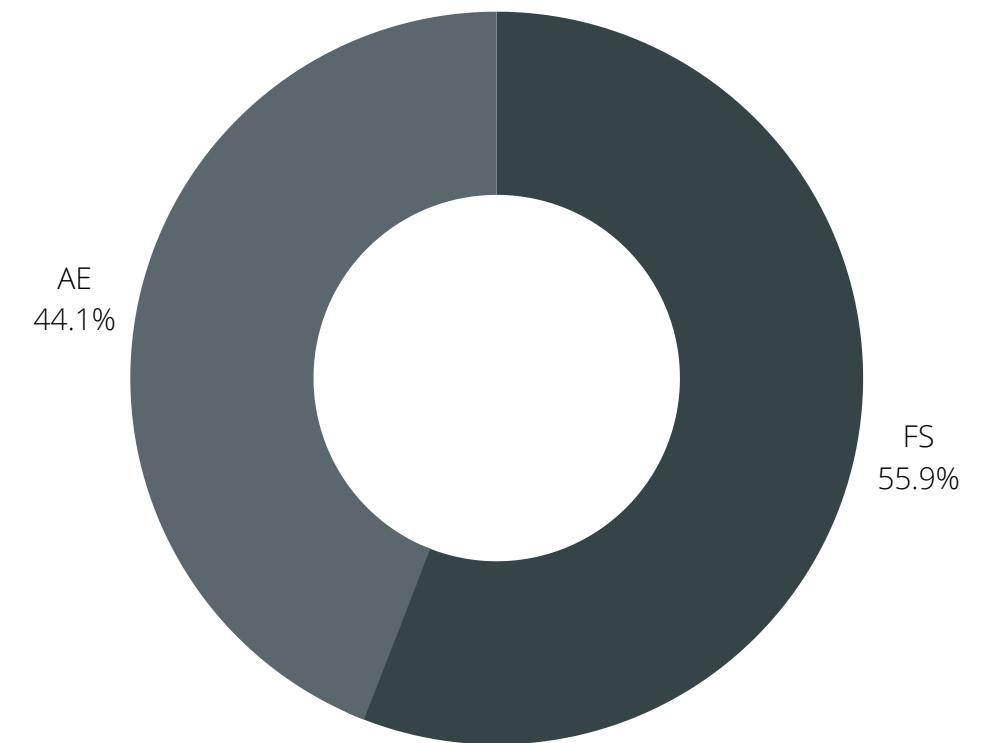
BRITISH COLUMBIA



Friends & Food



Empty-Nest Experiencers



Family Foodies

**PRIZM SEGMENTS
INCLUDED IN
TARGET GROUP**

FRIENDS & FOOD

2021 BC PRIZM SEGMENT SUMMARY

EAT, PLAY, LOVE

General Canadian Summary

- Younger urban singles. Over half of households contain single or divorced individuals
- University Education (Most educated of all 67 segments)
- White-collar positions in Business, Science, Education and Management
- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking
- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 9th, making up 73,122 households, or 4% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 43

Children at Home

65.5% of couples do not have children living at home (Above Average).

Household Income

Average Household Income of \$119,193 compared to BC at \$113,574.

Top Social Values

Sexual Permissiveness, Culture Sampling, and Social Learning

Top Tourism Activities

Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Pilates/Yoga, Beer/Food/Wine Festivals, and Snowboarding.

Travel

Average interest for travelling within Canada (Above Average for Toronto, Other Ontario, and Quebec City), Eat, Play, Love from British Columbia spent an average of \$1,855 (Above Average) on their last vacation.

Social Media

76% currently use Facebook, 52.6% use Instagram (Above Average), 37% use Twitter (Above Average), and 79.2% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

FRIENDS & ROOMIES

General Canadian Summary

- Younger, diverse lower-middle-income city dwellers
- Mixed Education (High School/University)
- Service Sector and White-Collar positions
- Value in-person and online entertainment, music, podcasts and video games
- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 8th, making up 73,154 households, or 4% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 46

Children at Home

44.3% of couples do not have children living at home (Average).

Household Income

Below Average Household Income of \$77,543 compared to BC at \$113,574.

Top Social Values

Introspection & Empathy, Penchant for Risk, and Multiculturalism

Top Tourism Activities

Swimming, Hiking/Backpacking, and Visiting Parks/City Gardens. Above Average interest in Bars/Restaurant Bars, Pilates/Yoga, and Historical Sites.

Travel

Average interest for travelling within Canada (Above Average for Toronto, Saskatchewan, and Montreal), Friends & Roomies from British Columbia spent an average of \$1,639 (Average) on their last vacation.

Social Media

80.3% currently use Facebook, 46.9% use Instagram (Above Average), 30.5% use Twitter (Above Average), and 77% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

INDIEVILLE

General Canadian Summary

- Younger and middle-aged urban singles and couples
- Highly Educated (University Degree). Twice as likely as the average Canadian to hold a Master's Degree
- White-collar and Service Sector Positions in the arts, education and sciences
- Enjoy an active social life, nightclubs, sports bars as well as a healthy lifestyle through swimming, yoga and Pilates classes
- Top Geography: Victoria, London, Kitchener, Toronto, Halifax
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Indieville rank 31st, making up 24,463 households, or 1.2% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 46

Children at Home

44.7% of couples do not have children living at home (Average).

Household Income

Average Household Income of \$108,852 compared to BC at \$113,574.

Top Social Values

: Culture Sampling, Rejection of Authority, and Effort Toward Health

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Bars/Restaurant Bars, Canoeing/Kayaking, and Cross-Country Skiing/Snowshoeing

Travel

Average interest for travelling within Canada (Above Average for Toronto, Montreal, and Jasper), Indieville from British Columbia spent an average of \$1,637 (Average) on their last vacation.

Social Media

79.2% currently use Facebook, 43.1% use Instagram (Above Average), 28.8% use Twitter (Above Average), and 76.3% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

JUGGLING ACTS

General Canadian Summary

- Younger, lower-middle-income urban singles and families
- Moderate Education (Grade 9/High School/College Degree)
- Blue-collar and Service Sector Positions
- Value dining and entertainment, family friendly activities and daytime/reality television
- Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay
- EQ Type: Free Spirit



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 19th, making up 43,742 households, or 2.2% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 47

Children at Home

41% of couples do not have children living at home (Average).

Household Income

Below Average Household Income of \$94,227 compared to BC at \$113,574.

Top Social Values

Rejection of Inequality, Need for Escape, and Primacy of Environmental Protection.

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting Parks/City Gardens, and Golfing.

Travel

Average interest for travelling within Canada (Above Average for Vancouver, Banff, Jasper, and Montreal), Juggling Acts from British Columbia spent an average of \$1,456 (Below Average) on their last vacation.

Social Media

80.7% currently use Facebook, 39.8% use Instagram, 24.5% use Twitter, and 72.3% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

LATTE LIFE

General Canadian Summary

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments
- University Education
- Entry-level positions in Education, Arts, Business and Science
- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media
- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax
- EQ Type: Cultural History Buffs



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 16th, making up 54,307 households, or 2.7% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 41

Children at Home

65.7% of couples do not have children living at home (Above Average)

Household Income

Below Average Household Income of \$95,519 compared to BC at \$113,574

Top Social Values

Rejection of Authority, Culture Sampling, and Social Learning

Top Tourism Activities

Hiking/Backpacking, Visiting Parks/City Gardens, and Swimming. Above Average interest in Bars/Restaurant Bars, Photography, and Pilates/Yoga

Travel

Above Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, Saskatchewan, and Other Ontario), Latte Life from British Columbia spent an average of \$1,614 (Average) on their last vacation.

Social Media

79.4% currently use Facebook, 50.3% use Instagram (Above Average), 36.5% use Twitter (Above Average), and 80.1% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021

EMPTY-NEST EXPERIENCERS

2021 BC PRIZM SEGMENT SUMMARY

BOOMER BLISS

General Canadian Summary

- Couples and Families with older children (ages 10+) at home
- Highly Educated (University/College Degree)
- White-collar positions in Management, Education, Health and Government Services
- Value environmental protection and eco-friendly products
- Top Geography: London, Hamilton, St. Catharines, Victoria, Nanaimo, Sault Ste. Marie, Chatham-Kent, Peterborough and Kingston
- EQ Type: Authentic Experiencers



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 13th, making up 63,809 households, or 3% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 62

Children at Home

54.5% of couples do not have children living at home (Above Average).

Household Income

Above Average Household Income of \$149,946 compared to BC at \$113,574.

Top Social Values

Work Ethic, National Pride, and Culture Sampling.

Top Tourism Activities

Swimming, Cycling, and Camping. Above Average interest in Parks/City Gardens, Photography, and Bars/Restaurant Bars.

Travel

Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, and Montreal), Boomer Bliss from British Columbia spent an average of \$1,840 (Above Average) on their last vacation.

Social Media

74.7% currently use Facebook, 32.5% use Instagram (Below Average), 23.3% use Twitter (Below Average), and 68.9% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

DOWNTOWN VERVE

General Canadian Summary

- Younger and Middle-Aged singles, couples and families with children ranging from ages 5-24
- Highly Educated (University/College Degree)
- White-collar Management Positions
- Value the environment and purchasing eco-friendly products/services
- Top Geography: Calgary, Vancouver, Montréal, Halifax, Ottawa and Gatineau
- EQ Type: Cultural Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Downtown Verve rank 25th, making up 29,935 households, or 1.5% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 48

Children at Home

46.5% of couples do not have children living at home (Average).

Household Income

Above Average Household Income of \$145,795 compared to BC at \$113,574.

Top Social Values

Rejection of Authority, Equal Relationship with Youth, and Social Learning

Top Tourism Activities

Swimming, Hiking/Backpacking, and Visiting Parks/City Gardens. Above Average interest in Bars/Restaurant Bars, Pilates/Yoga, and Specialty Movie Theatres/IMAX.

Travel

Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, and Ottawa), Downtown Verve from British Columbia spent an average of \$1,755 (Average) on their last vacation.

Social Media

77.6% currently use Facebook, 44.3% use Instagram (Above Average), 29.4% use Twitter (Above Average), and 76.7% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

ON THEIR OWN AGAIN

General Canadian Summary

- City seniors in apartment rentals
- Mixed Education. Over 45% have attended College or University
- White-collar and Service Sector Positions in sales, administration support and health care
- Value being active in their communities as volunteers on local issues as well as reading, watching tv and listening to music
- Top Geography: Ottawa, Oshawa, Hamilton, Guelph, Winnipeg
- EQ Type: Personal History Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, On Their Own Again rank 33rd, making up 22,069 households, or 1.1% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 56

Children at Home

56% of couples do not have children living at home (Above Average).

Household Income

Below Average Household Income of \$75,276 compared to BC at \$113,574.

Top Social Values

Flexible Families, Ecological Concern, and Introspection & Empathy.

Top Tourism Activities

: Visiting Parks/City Gardens, Swimming, and Hiking/Backpacking. Above Average interest in Pilates/Yoga, Beer/Food/Wine Festivals, and Music Festivals.

Travel

Above Average interest for travelling within Canada (Above Average for Toronto, Montreal, Jasper, and Saskatchewan), On Their Own Again from British Columbia spent an average of \$1,704 (Average) on their last vacation.

Social Media

77.1% currently use Facebook, 45.9% use Instagram (Above Average), 32.5% use Twitter (Above Average), and 77.3% use YouTube.



Source: Environics Analytics- Envision 2021

FAMILY FOODIES

2021 BC PRIZM SEGMENT SUMMARY

ALL-TERRAIN FAMILIES

General Canadian Summary

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



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 48th, making up 6,367 households, or 0.3% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 44

Children at Home

49.6% of couples have children living at home (Above Average)

Household Income

Above Average Household Income of \$141,639 compared to BC at \$113,574.

Top Social Values

Need for Escape, Flexible Families, Personal Control.

Top Tourism Activities

Camping, Swimming, Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Canoeing/Kayaking.

Travel

Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Calgary, Alberta, Banff, Montreal, Jasper, Toronto), All-Terrain Families from British Columbia spent an average of \$1,399 (Below Average) on their last vacation.

Social Media

73.8% currently use Facebook (Average), 43% use Instagram (Above Average), 27.7% use Twitter (Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

ASIAN SOPHISTICATES

General Canadian Summary

- Upscale, middle-aged Asian families, most affluent of the Asian-dominated lifestyles. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents.
- University Educated
- White-Collar professionals and managers in business, finance, arts and science
- Enjoy active lifestyles, travelling, sports
- Top Geography: Toronto, Vancouver, Surrey, Coquitlam
- EQ Type: Free Spirits



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Asian Sophisticates rank 22nd, making up 33,065 households, or 1.6% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 56

Children at Home

59% of couples have children living at home (Above Average).

Household Income

Above Average Household Income of \$162,943 compared to BC at \$113,574.

Top Social Values

Brand Genuineness, Traditional Family, and Legacy

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Specialty Movie Theatres/IMAX, Downhill Skiing, and Dinner Theatres

Travel

Below Average interest for travelling within Canada (Above Average for Whistler), Asian Sophisticates from British Columbia spent an average of \$1,687 (Average) on their last vacation

Social Media

72% currently use Facebook, 40.1% use Instagram, 26.5% use Twitter, and 69.6% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

THE A-LIST

General Canadian Summary

- Canada's most affluent segment. Middle-aged and older couples and families with older children (ages 10-25)
- Highly Educated – University/Advanced Degree
- Executive Positions in Management, Real Estate and the Arts
- Value community involvement, cultural diversity and having a healthy lifestyle
- Top Geography: Calgary, Vancouver, Edmonton, Montréal
- EQ Type: Authentic Experienter



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, The A-List rank 47th, making up 9,402 households, or 0.5% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 60

Children at Home

48.9% of couples have children living at home (Above Average).

Household Income

Above Average Household Income of \$411,697 compared to BC at \$113,574.

Top Social Values

Personal Control, North American Dream, and Culture Sampling

Top Tourism Activities

Swimming, Camping, and Cycling. Above Average interest in Bars/Restaurant Bars, Specialty Movie Theatres/IMAX, and Downhill Skiing.

Travel

Below Average interest for travelling within Canada (Above Average for Whistler and Toronto), The A-List from British Columbia spent an average of \$1,835 (Above Average) on their last vacation.

Social Media

71.9% currently use Facebook, 40.4% use Instagram, 29% use Twitter (Above Average), and 70.4% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

WEALTHY & WISE

General Canadian Summary

- Older, more mature families with older children (Ages 10-25)
- Highly Educated – University/Advanced Degree
- White-collar positions in high-level Management
- Value learning from different cultures and incorporating diverse influences into their lives
- Top Geography: Calgary, Ottawa, Gatineau, Regina, London and Victoria
- EQ Type: Authentic Experienter



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Wealthy & Wise rank 34th, making up 21,752 households, or 1.1% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 59

Children at Home

51.9% of couples have children living at home (Above Average).

Household Income

Above Average Household Income of \$228,619 compared to BC at \$113,574.

Top Social Values

Culture Sampling, Legacy, and Equal Relationship with Youth.

Top Tourism Activities

Swimming, Camping, and Cycling. Above Average interest in Bars/Restaurant Bars, Specialty Movie Theatres/IMAX, and Downhill Skiing.

Travel

Below Average interest for travelling within Canada (Above Average for Whistler), Wealthy & Wise from British Columbia spent an average of \$1,824 (Above Average) on their last vacation.

Social Media

72.7% currently use Facebook, 40.1% use Instagram, 28.1% use Twitter, and 70.8% use YouTube.



Source: Environics Analytics- Envision 2021

TOP EQ TYPES

2021 EQ TYPE SUMMARY

AUTHENTIC EXPERIENCERS

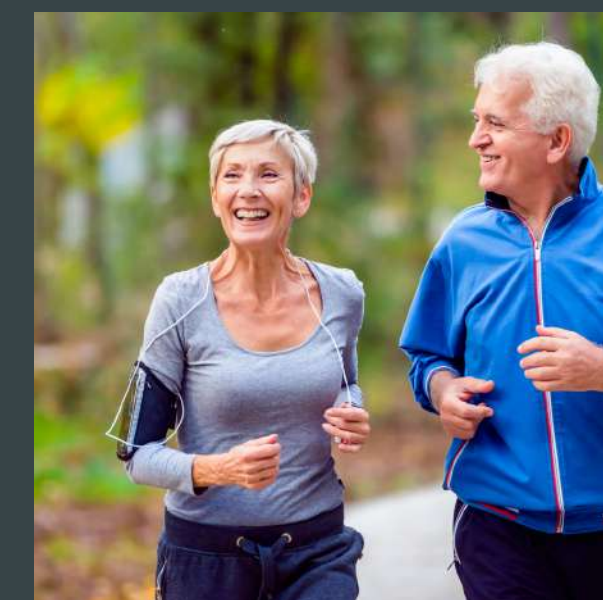
General Canadian Summary

- Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods
- Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit
- Tend to be older, highly educated and adventurous
- Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way
- Drawn to nature and are likely to seek it out far and wide
- Travel is an important part of their lives, so they are likely to go often and for a while



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 4th, making up 276,802 households, or 13.7% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	46% of couples do not have children living at home (Above Average).
Household Income	Above Average Household Income of \$160,372 compared to BC at \$113,574.
Top Social Values	Culture Sampling, Legacy and National Pride
Top Tourism Activities	Swimming, Camping, Cycling Above average interest in Downhill Skiing and Sporting Events
Travel	Average interest for travelling within Canada. Authentic Experiencers from British Columbia spent an average of \$1,769 (Average) on their last vacation.
Social Media	75% currently use Facebook (Average), 37% use Instagram (Average), 25% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

CULTURAL EXPLORERS

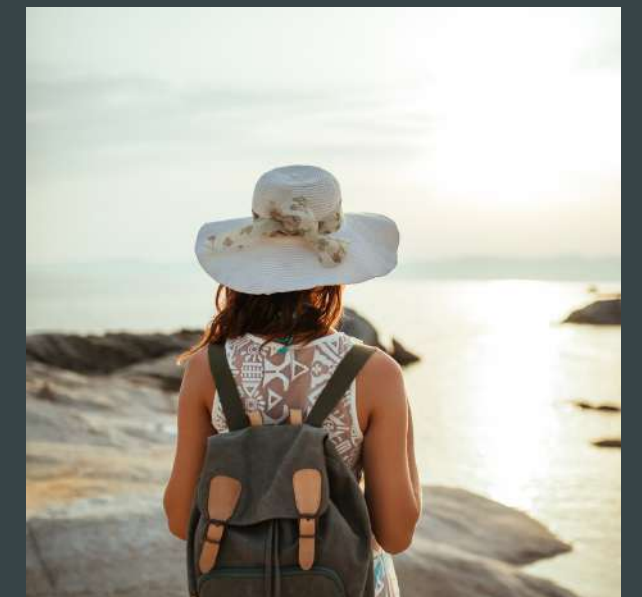
General Canadian Summary

- Young, highly educated diverse singles and couples without children at home; living in urban neighbourhoods
- Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit
- Avid, open-minded and socially-engaged global travellers, who seek spontaneous and authentic experiences
- Prefer to make their own plans as they go, rather than stick to predetermined schedules



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Cultural Explorers rank 6th, making up 200,674 households, or 9.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 45
Children at Home	52% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$106,717 compared to BC at \$113,574.
Top Social Values	Culture Sampling, Social Learning, Ecological Concern
Top Tourism Activities	Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Video Arcades, Beer/Food/Wine Festivals, Snowboarding, Music Festivals
Travel	Average interest for travelling within Canada (Above Average for Toronto, Montreal and Saskatchewan), Cultural Explorers from British Columbia spent an average of \$1,730 (Average) on their last vacation.
Social Media	78% currently use Facebook (Average), 49% use Instagram (Above Average), 32% use Twitter (Above Average) and 78% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

CULTURAL HISTORY BUFFS

General Canadian Summary

- Young, educated singles and couples; earning below-average incomes
- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations
- Tend to be highly educated, and often single
- Like to travel alone or with one other
- Have a high propensity for international travel



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Cultural History Buffs rank 5th, making up 243,289 households, or 12.1% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	47% of couples do not have children living at home (Average).
Household Income	Below Average Household Income of \$88,193 compared to BC at \$113,574.
Top Social Values	Culture Sampling, Attraction for Crowds, Ecological Concern
Top Tourism Activities	Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals, Music Festivals, Snowboarding, Film Festivals
Travel	Average interest for travelling within Canada (Above Average for Toronto), Cultural History Buffs from British Columbia spent an average of \$1,715 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 47% use Instagram (Above Average), 34% use Twitter (Above Average) and 77% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

FREE SPIRITS

General Canadian Summary

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas
- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others
- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest
- They seek some structure when they travel so they can indulge in worry-free hedonistic activities
- Enjoy the best they can afford in terms of accommodations and restaurants



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	•Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 323,033 households, or 16% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	56% of couples have children living at home (Above Average).
Household Income	Average Household Income of \$121,583 compared to BC at \$113,574.
Top Social Values	Consumption Evangelism, Traditional Family, Multiculturalism
Top Tourism Activities	Camping, Swimming, Hiking/Backpacking. Above average interest in Video Arcades, Adventure Sports, Snowboarding
Travel	Average interest for travelling within Canada (Above Average for Whistler). Free Spirits from British Columbia spent an average of \$1,523 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average).



Source: Envirionics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

PERSONAL HISTORY EXPLORERS

General Canadian Summary

- Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes
- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security
- They are a more culturally diverse group
- Social people who enjoy being with others when travelling and favour group travel



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up 147,316 households, or 7.3% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	46% of couples have children living at home (Above Average).
Household Income	Below Average Household Income of \$102,730 compared to BC at \$113,574.
Top Social Values	Ecological Fatalism, Traditional Family, Multiculturalism
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Snowboarding, Film Festivals
Travel	Average interest for travelling within Canada (Above Average for Victoria, Toronto, Montreal), Personal History Explorers from British Columbia spent an average of \$1,650 (Average) on their last vacation.
Social Media	74% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 74% use YouTube (Average).



Source: Envirionics Analytics- Envision 2021

ADDITIONAL RESOURCES

SUMMARY OF REPORTS

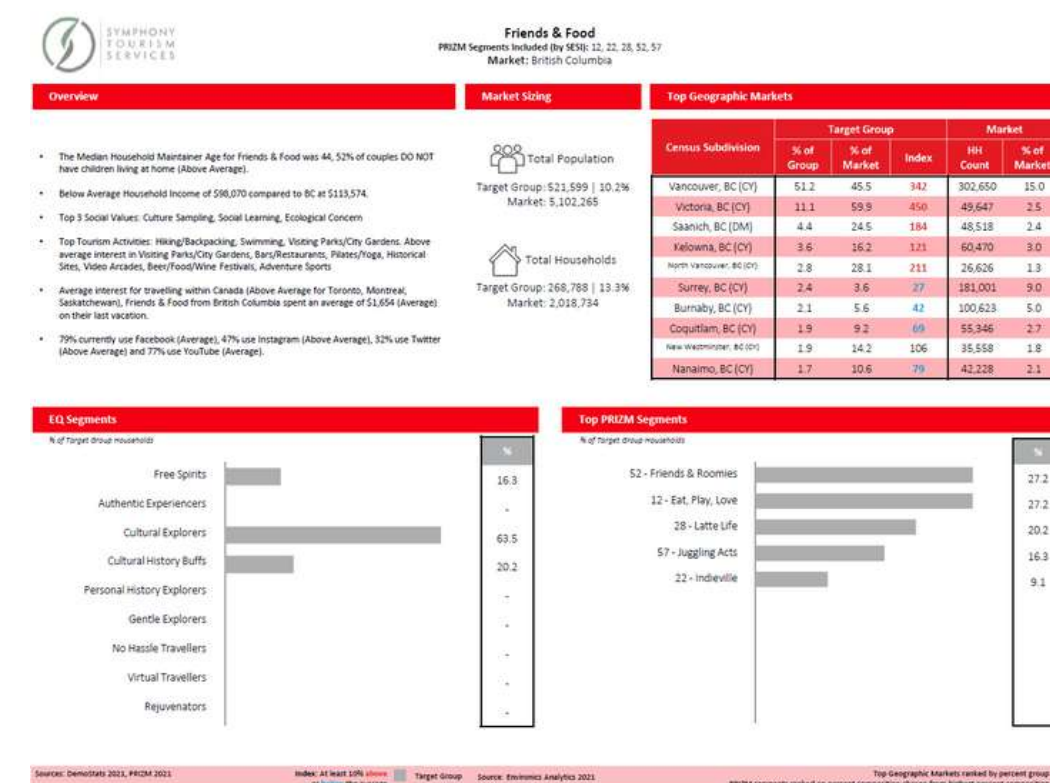
Project Deliverables:

- Friends & Food - BC Profile
- Empty-Nest Experiencers - BC Profile
- Family Foodies - BC Profile
- **Friends & Food**
 - Vancouver Profile
- **Empty-Nest Experiencers**
 - Vancouver Profile
- **Family Foodies**
 - Vancouver Profile

Profile Details:

- Each EQ and PRIZM Profile Includes 17 pages of detailed information:
 - Demographics
 - Key Social Values
 - Key Tourism Activities
 - Travel Profile (Vacation Booking, Vacation Spend etc.)
 - Traditional and Digital (Social) Media usage
 - Product Preferences
 - Internet Activity

Accessible from BCRTS Shared Folder



RESOURCES

[Destination Canada - Explorer Quotient \(EQ\) Program & Toolkit](#)

[Environics Analytics PRIZM Segmentation System](#)

[PRIZM Marketer's Guide 2021](#)



ABOUT SYMPHONY

- **Symphony Tourism Services** is a small consulting company created as a resource to support the tourism industry in the Thompson Okanagan region and across British Columbia. STS is a subsidiary of the **Thompson Okanagan Tourism Association (TOTA)**.
- STS currently supplies **research, marketing, consulting** and **project management** services ranging from economic development and tourism development consulting, custom visitor and market research, and digital marketing campaign development and execution.

Learn more at symphonytourismservices.com



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ABOUT ENVIRONICS

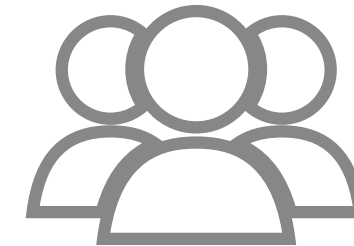
Environics Analytix is one of North America's leading data analytics and marketing services companies.

PRIZM provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values.

Environics Analytics Research provides a deeper understanding of customers and markets through geographic analysis and customized segmentation.

Market Reports Available for:

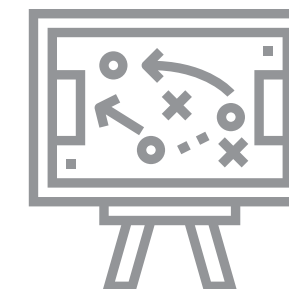
- BC
- Alberta
- Ontario
- United States



Understand your Customers



Identify Top Markets



Execute your Strategy

ABOUT EQ

- [Explorer Quotient](#), also known as EQ, was developed by Destination Canada in partnership with Environics Analytics.
- EQ is a proprietary market segmentation system based on the science of psychographics; developed to provide tourism businesses with insights into why and how people like to travel
- EQ goes beyond traditional market research of defining people. It looks deeper at views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

DESTINATION CANADA EQ RESOURCES

- [EQ TOOLKIT](#)
- [EQ PROFILES](#)

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