

Canada, British Columbia & Alberta

2019-2021 Quarterly Visitor Highlights

Okanagan-Similkameen



SYMPHONY
TOURISM
SERVICES

2021 DATA VINTAGE

PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry
- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery
- The program has commenced with the **BC Market** as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the **Alberta Market**
- This report focuses on visitor analysis to the **Okanagan-Similkameen**



RESEARCH OVERVIEW

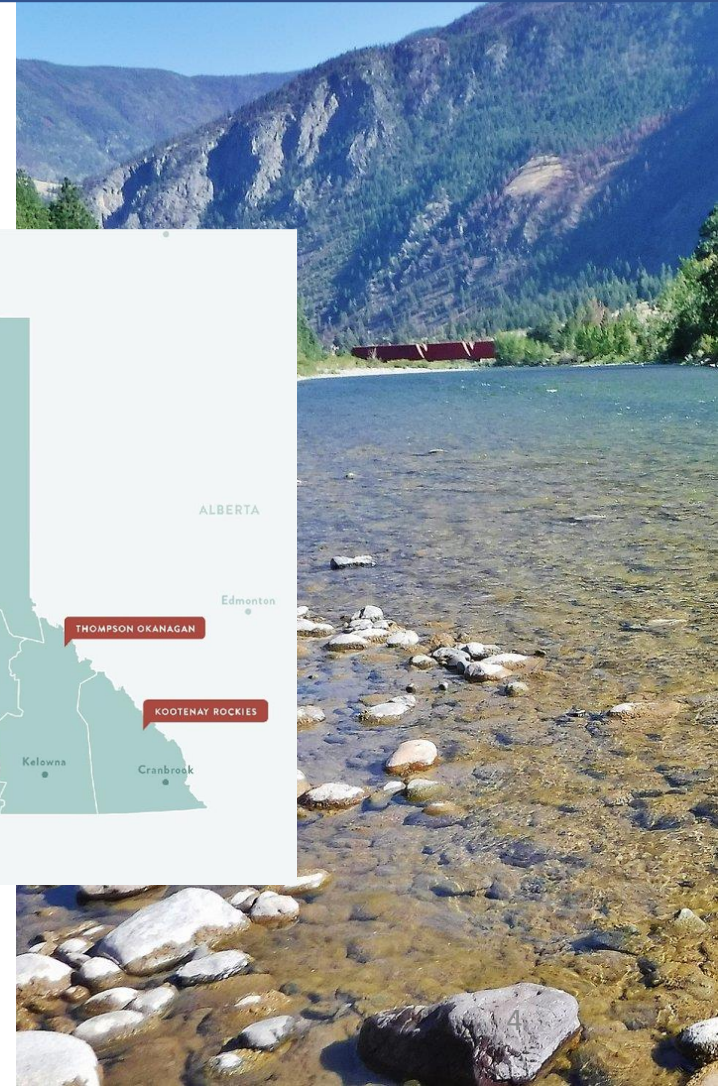
- Environics Analytics is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor 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 2019 to allow for analysis of historical trends

Methodology

- **Visitor:** 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)

RESEARCH OVERVIEW

- 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 & 2021: Domestic Visitors by Quarter

Okanagan-Similkameen

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

Overview

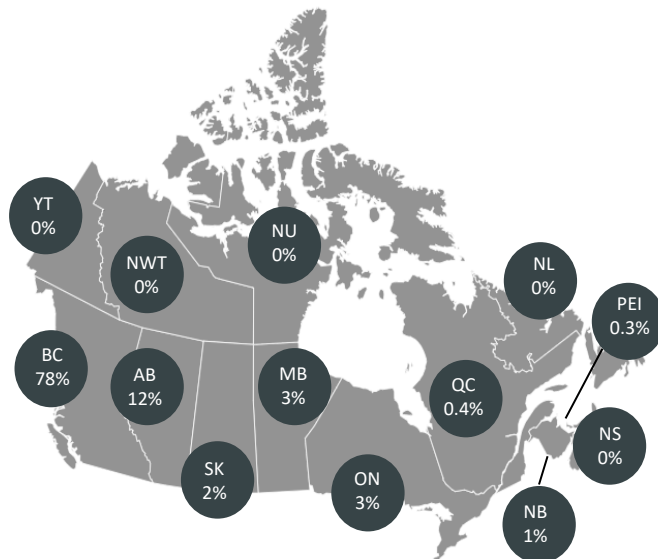
During Q1 2019 the Okanagan-Similkameen Area saw an average of **84,900** Domestic Visitors. During Q1 2020 the area saw **83,200** Domestic Visitors and in Q1 2021 **53,400** Domestic Visitors. A **decrease** of **-37%** compared to 2019 and **-36%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Okanagan-Similkameen resident visitors depending on point of origin and point of destination

Q1 2019 Domestic Visitation

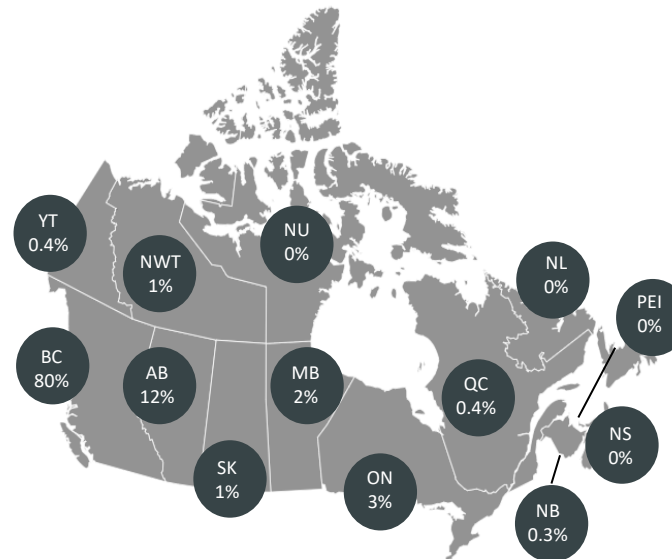
2019 Q1 Canadian Visitors
84,900



Q1 2020 Domestic Visitation

2020 Q1 Canadian Visitors
83,200

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

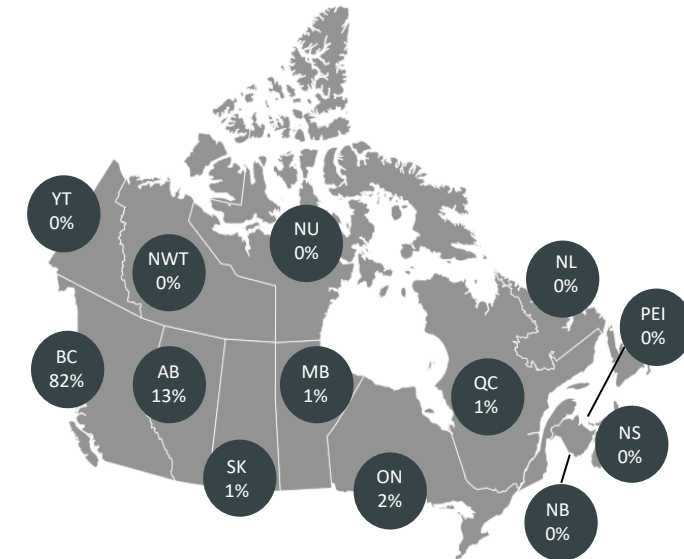


Q1 2021 Domestic Visitation

2021 Q1 Canadian Visitors
53,400

Decrease of **-37%**
2021 compared to
2019

Decrease of **-36%**
2021 compared to
2020



Q2 2019, 2020 & 2021: Domestic Visitors by Quarter

Okanagan-Similkameen

Q2 = April | May | June
 Note: All counts have been rounded to the nearest 100

Overview

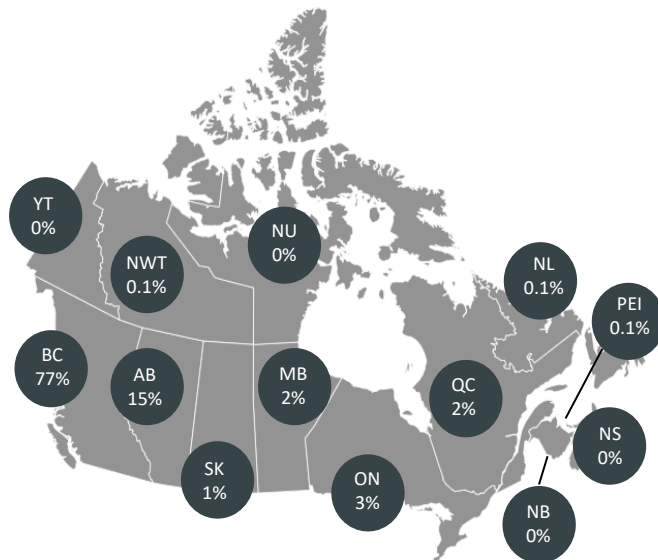
During Q2 2019 the Okanagan-Similkameen Area saw an average of **217,700** Domestic Visitors. During Q2 2020 the area saw **134,500** Domestic Visitors and in Q2 2021 **183,700** Domestic Visitors. A **decrease** of **-16%** compared to 2019 and an **increase** of **37%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Okanagan-Similkameen resident visitors depending on point of origin and point of destination

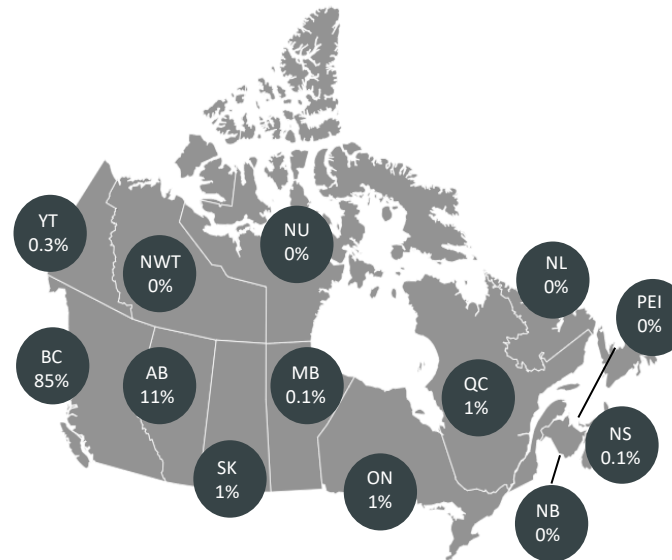
Q2 2019 Domestic Visitation

2019 Q2 Canadian Visitors
217,700



Q2 2020 Domestic Visitation

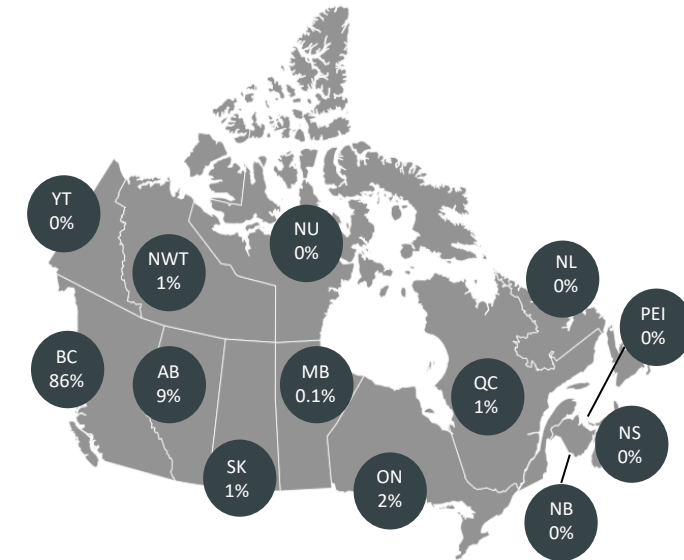
2020 Q2 Canadian Visitors
134,500



Q2 2021 Domestic Visitation

2021 Q2 Canadian Visitors
183,700

Decrease of **-16%** 2021 compared to 2019
 Increase of **37%** 2021 compared to 2020



Q3 2019, 2020 & 2021: Domestic Visitors by Quarter

Okanagan-Similkameen

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

Overview

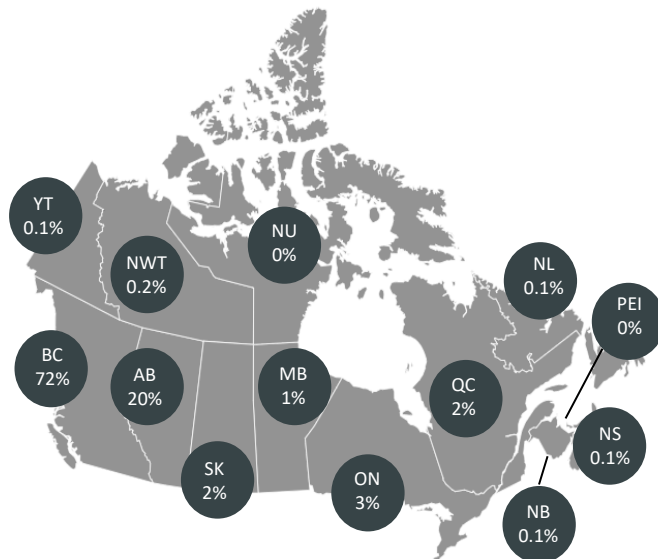
During Q3 2019 the Okanagan-Similkameen Area saw an average of **374,500** Domestic Visitors. During Q3 2020 the area saw **416,400** Domestic Visitors and in Q3 2021 **377,800** Domestic Visitors. An **increase** of **1%** compared to 2019 and a **decrease** of **-9%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Okanagan-Similkameen resident visitors depending on point of origin and point of destination

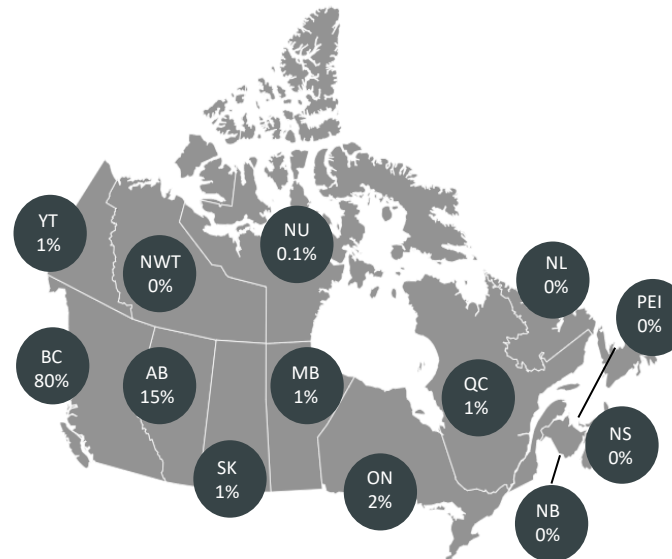
Q3 2019 Domestic Visitation

2019 Q3 Canadian Visitors
374,500



Q3 2020 Domestic Visitation

2020 Q3 Canadian Visitors
416,400

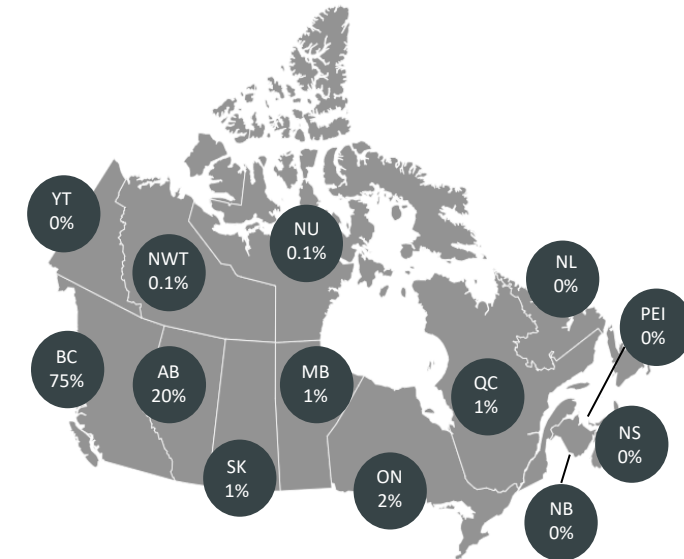


Q3 2021 Domestic Visitation

2021 Q3 Canadian Visitors
377,800

Increase of **1%** 2021 compared to 2019 Decrease of **-9%** 2021 compared to 2020

Note: British Columbia declared a provincial state of emergency on July 20, 2021 as a result of severe wildfire activity



Q4 2019, 2020 & 2021: Domestic Visitors by Quarter

Okanagan-Similkameen

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Overview

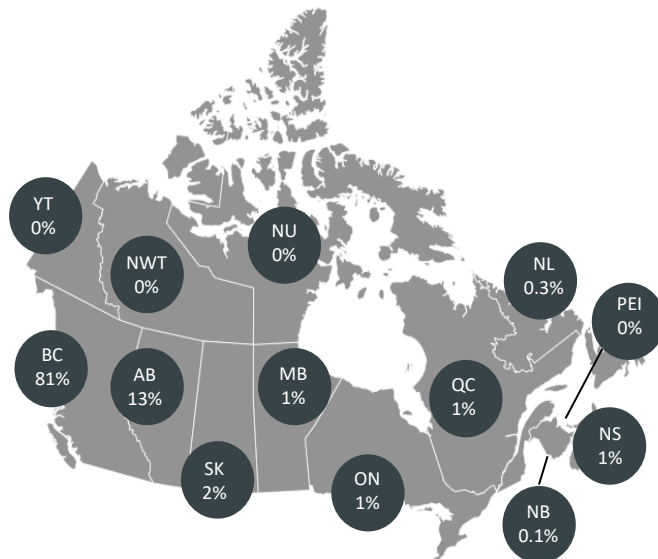
During Q4 2019 the Okanagan-Similkameen Area saw an average of **105,400** Domestic Visitors. During Q4 2020 the area saw **106,100** Domestic Visitors and in Q4 2021 **132,200** Domestic Visitors. An **increase** of **25%** compared to 2019 and **25%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Okanagan-Similkameen resident visitors depending on point of origin and point of destination

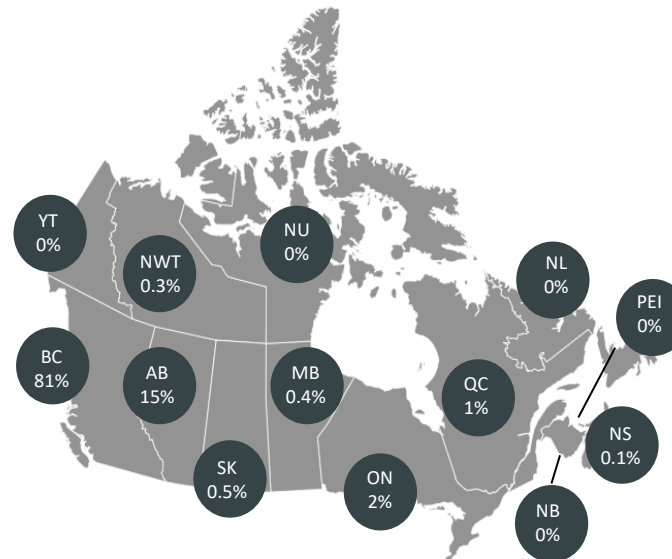
Q4 2019 Domestic Visitation

2019 Q4 Canadian Visitors
105,400



Q4 2020 Domestic Visitation

2020 Q4 Canadian Visitors
106,100

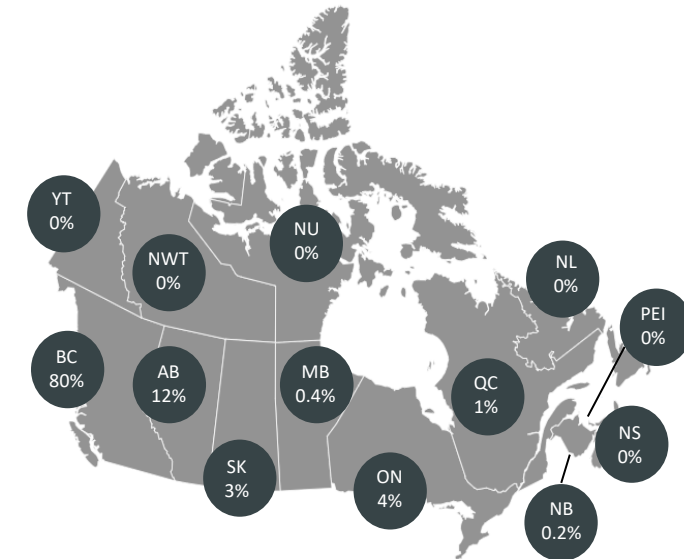


Q4 2021 Domestic Visitation

2021 Q4 Canadian Visitors
132,200

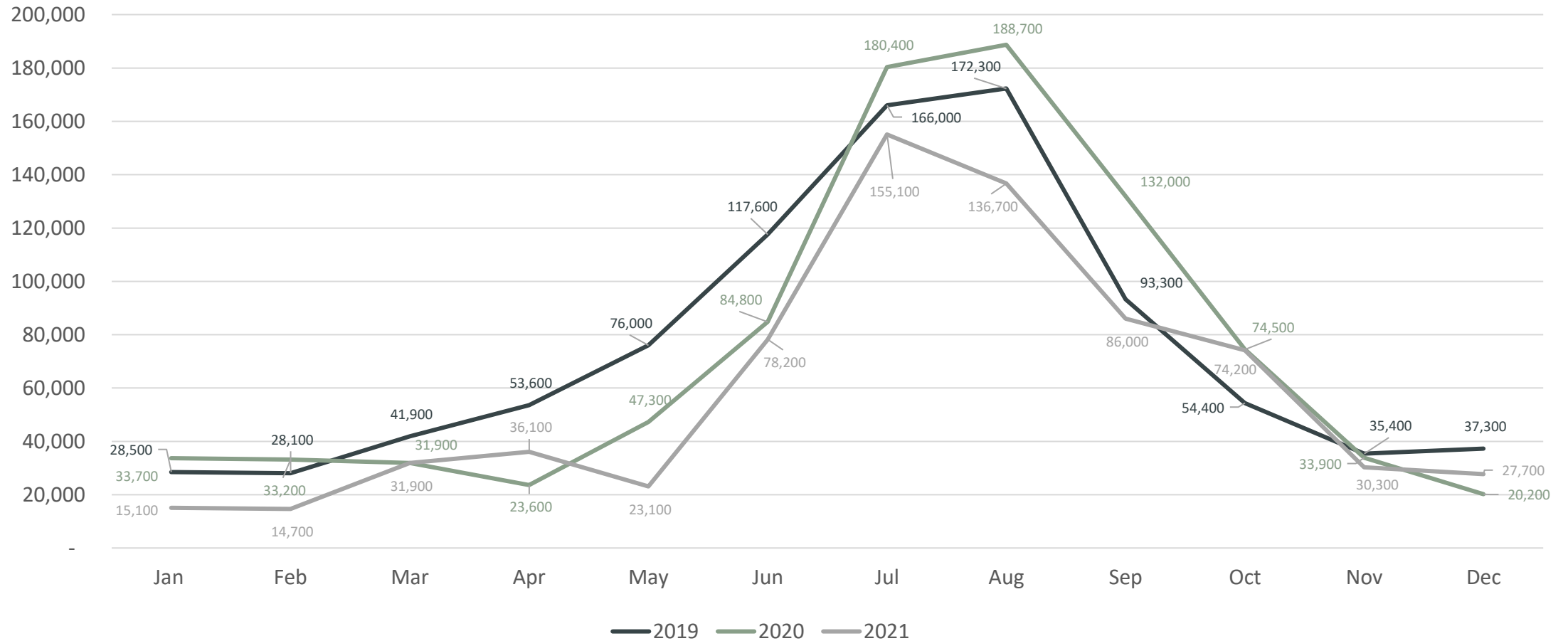
Increase of **25%** 2021 compared to 2019 Increase of **25%** 2021 compared to 2020

Note: British Columbia declared a provincial state of emergency on November 17, 2021 as a result of severe provincial flooding.



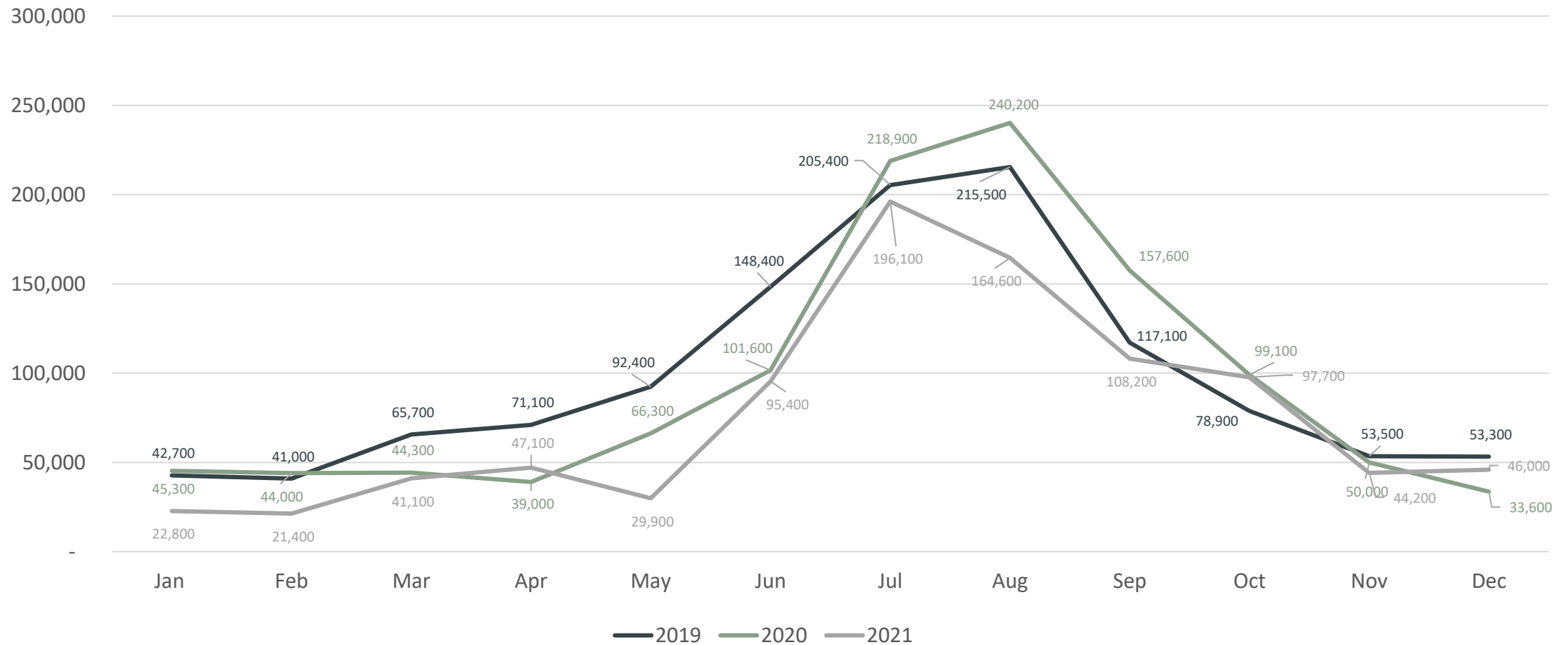
Canadian Visitation

CANADIAN VISITORS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY MONTH



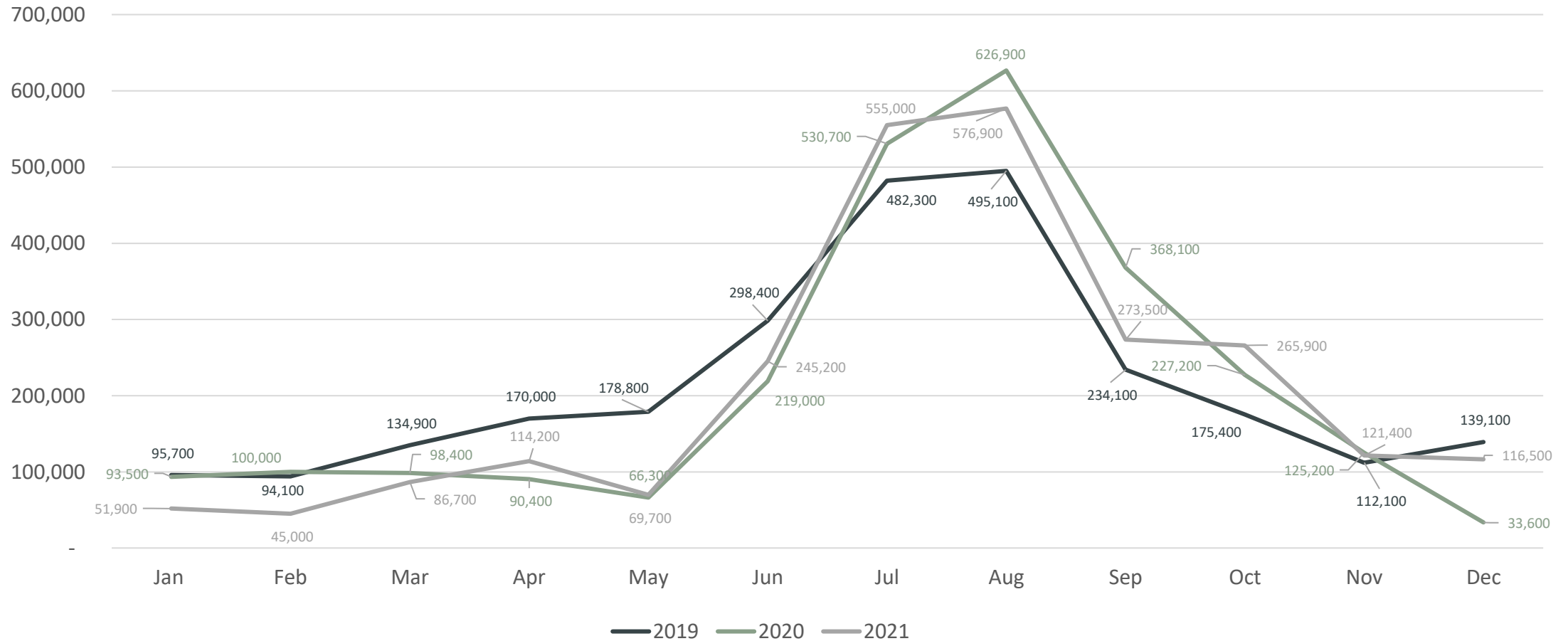
Canadian Visitation

CANADIAN TRIPS TO THE OKANAGAN-SIMILKAMEEN BY MONTH



Canadian Visitation

CANADIAN OVERNIGHT STAYS IN THE OKANAGAN-SIMILKAMEEN BY MONTH



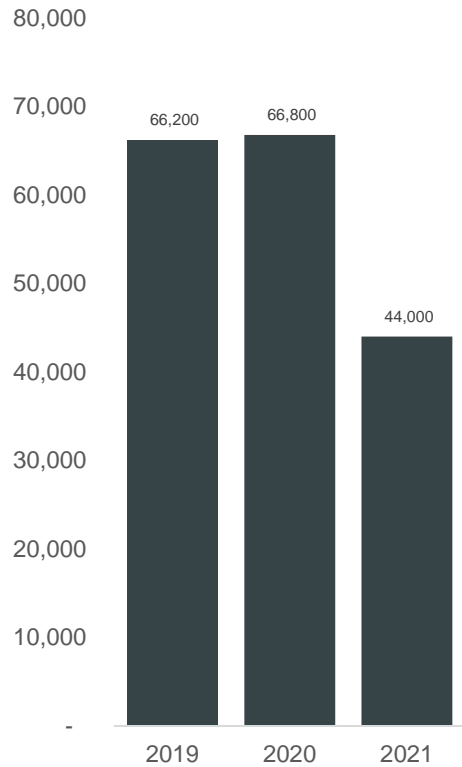


British Columbia Insights

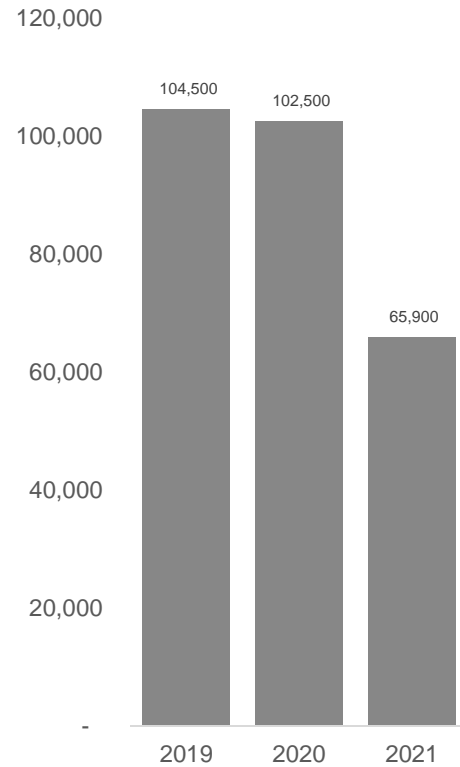
British Columbia Visitation

BC RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

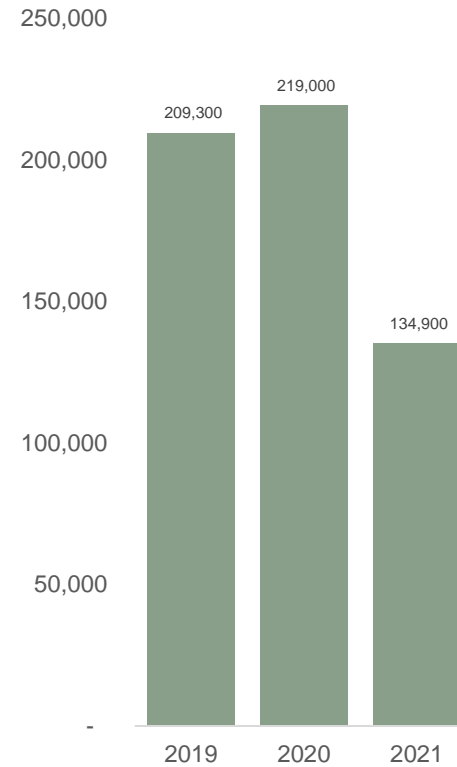
Number of Visitors to the Okanagan-Similkameen from BC in Q1



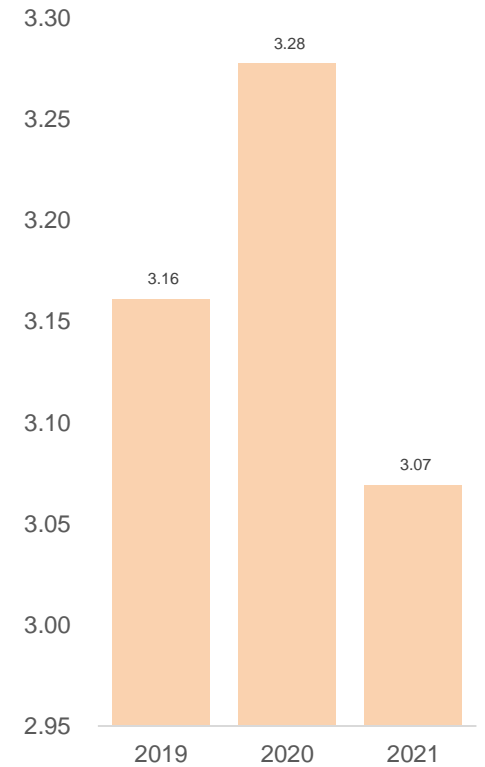
Number of Trips to the Okanagan-Similkameen from BC in Q1



Number of Nights Stayed in the Okanagan-Similkameen from BC in Q1



Length of Stay in the Okanagan-Similkameen from BC in Q1



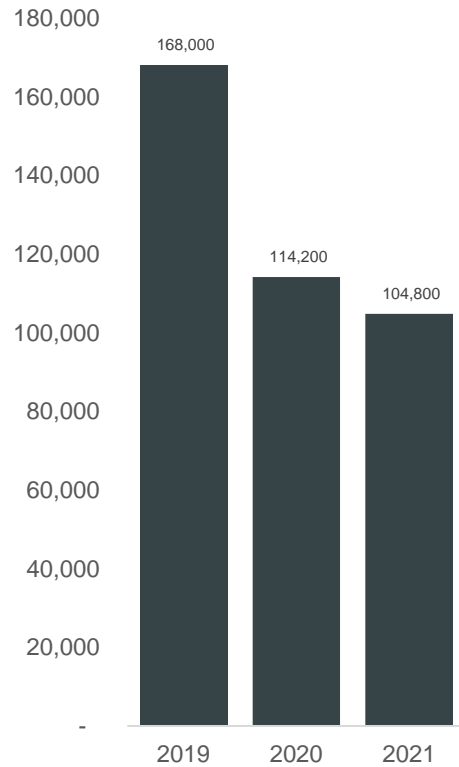
Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

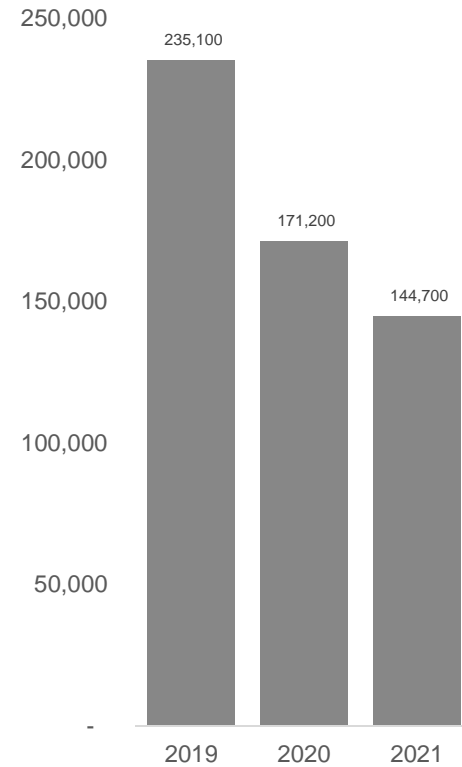
British Columbia Visitation

BC RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

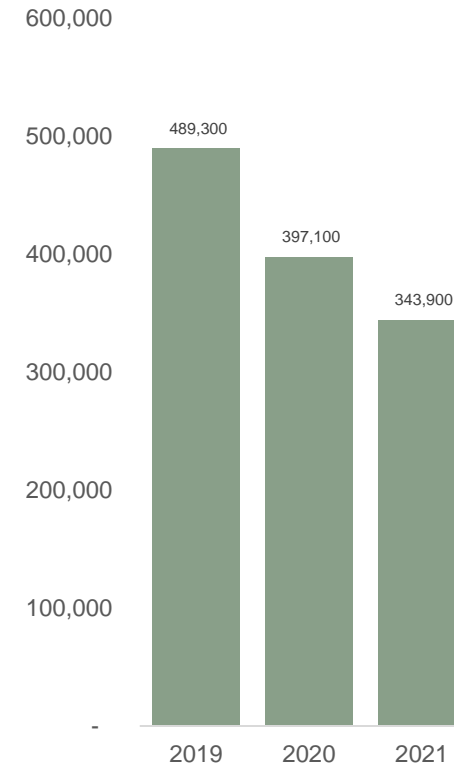
Number of Visitors to the Okanagan-Similkameen from BC in Q2



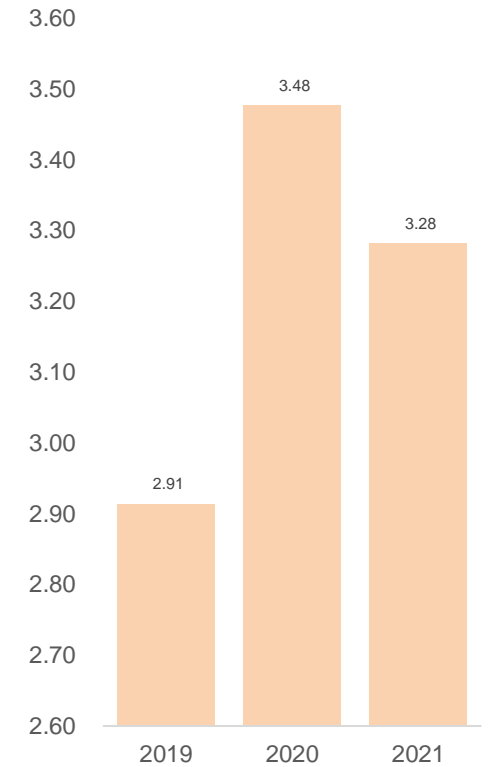
Number of Trips to the Okanagan-Similkameen from BC in Q2



Number of Nights Stayed in the Okanagan-Similkameen from BC in Q2



Length of Stay in the Okanagan-Similkameen from BC in Q2



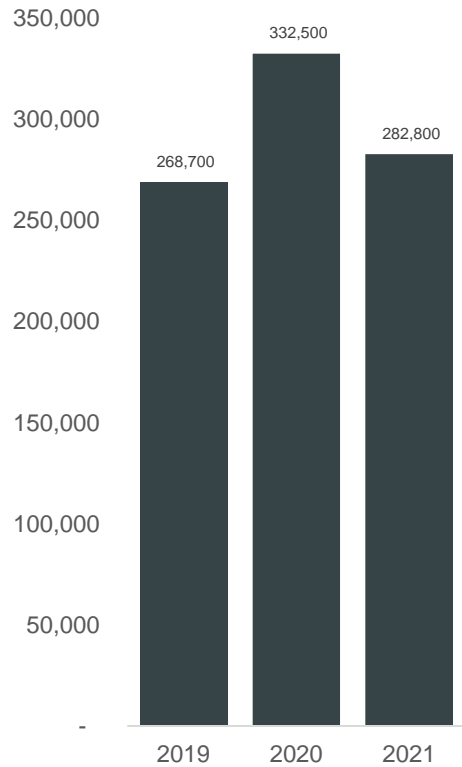
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

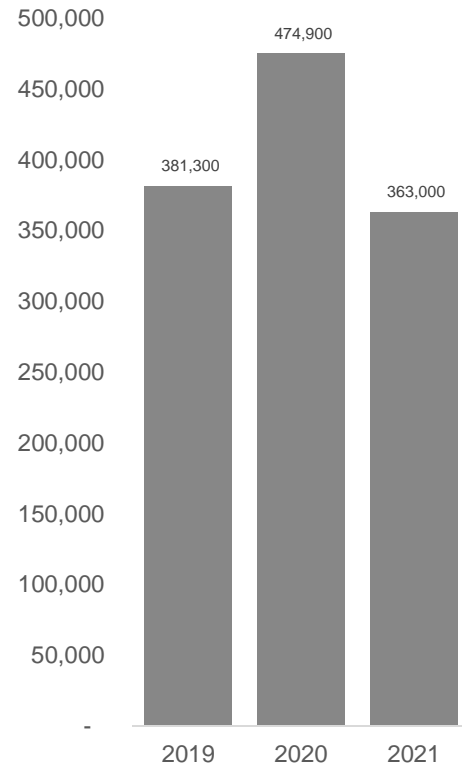
British Columbia Visitation

BC RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

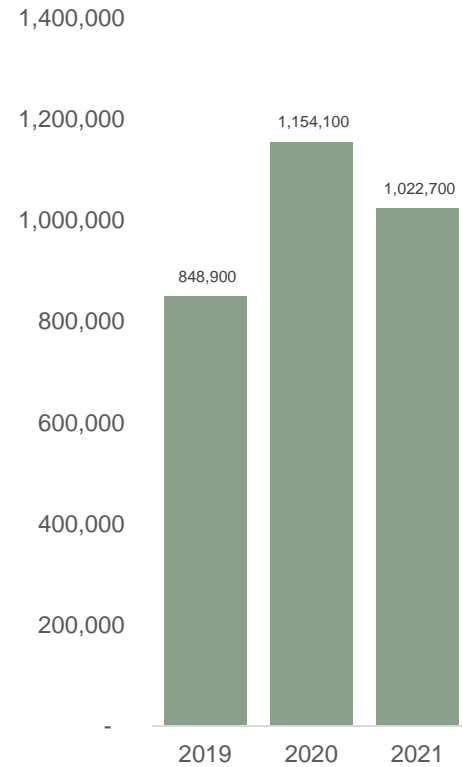
Number of Visitors to the Okanagan-Similkameen from BC in Q3



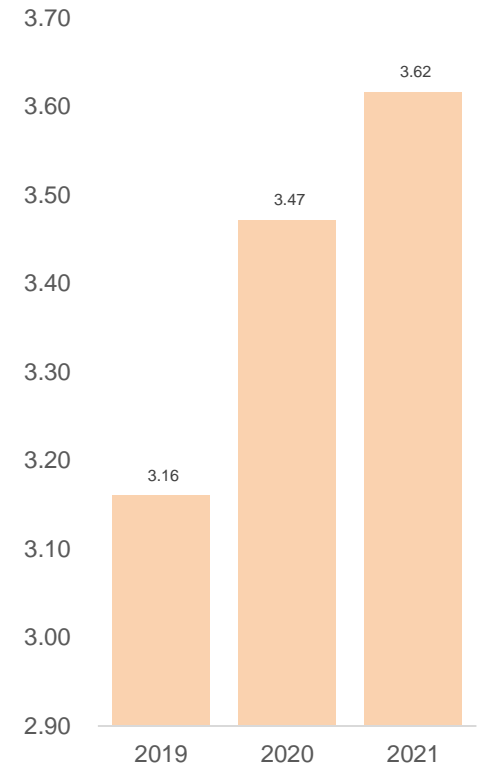
Number of Trips to the Okanagan-Similkameen from BC in Q3



Number of Nights Stayed in the Okanagan-Similkameen from BC in Q3



Length of Stay in the Okanagan-Similkameen from BC in Q3



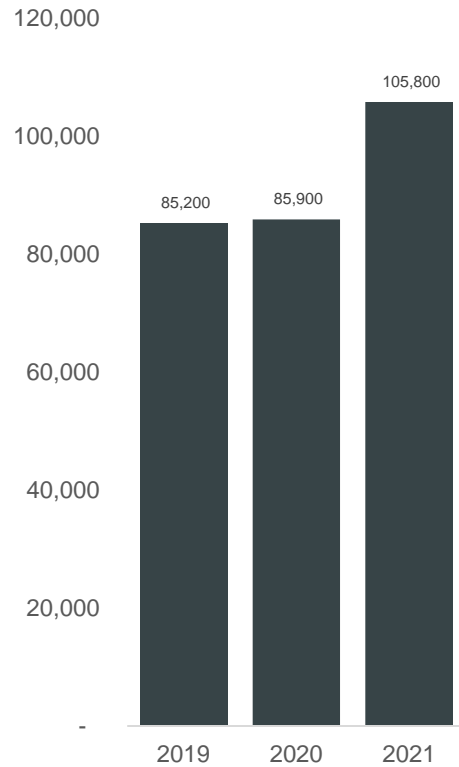
Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

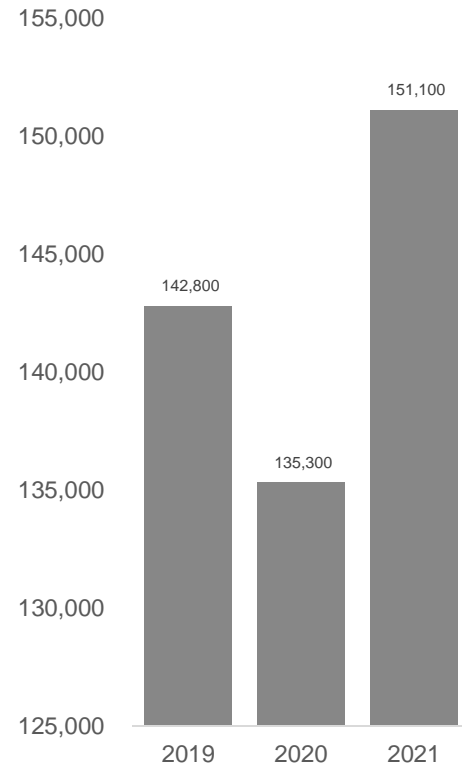
British Columbia Visitation

BC RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

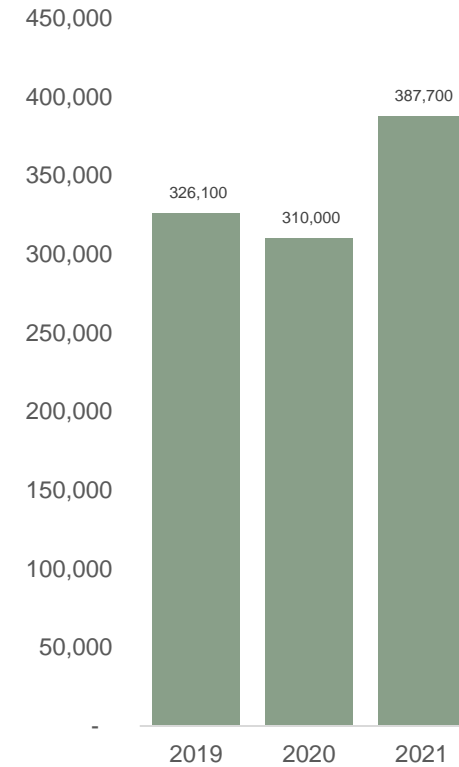
Number of Visitors to the Okanagan-Similkameen from BC in Q4



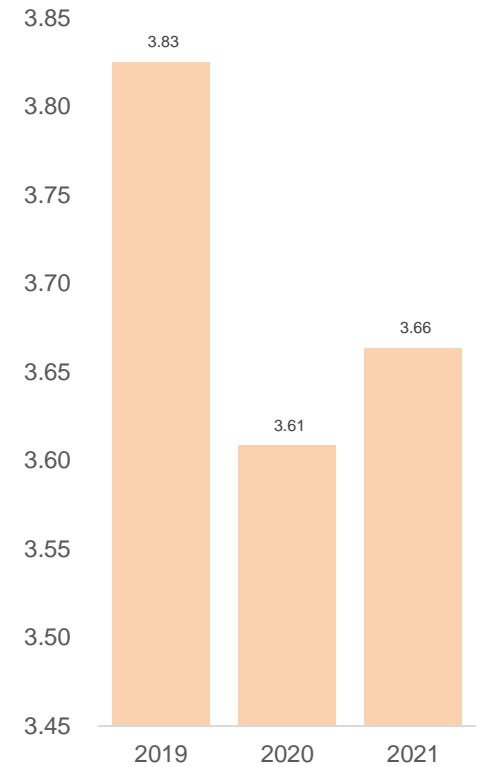
Number of Trips to the Okanagan-Similkameen from BC in Q4



Number of Nights Stayed in the Okanagan-Similkameen from BC in Q4



Length of Stay in the Okanagan-Similkameen from BC in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q1

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Vancouver	5,300
Surrey	4,700
Kelowna	3,800
Abbotsford	3,300
Kamloops	2,800
Chilliwack	2,600
Langley	2,300
Vernon	2,100
Burnaby	1,500
Maple Ridge	1,400

City	2020 Visitor Count
Surrey	5,800
Vancouver	5,500
Kelowna	3,700
Abbotsford	3,000
Kamloops	2,700
Chilliwack	2,300
Richmond	2,200
Burnaby	2,100
Langley	1,900
Coquitlam	1,700

City	2021 Visitor Count
Surrey	4,500
Vancouver	4,400
Kelowna	3,300
Abbotsford	2,200
Penticton	2,000
Burnaby	1,700
Langley	1,600
Kamloops	1,400
Richmond	1,400
Coquitlam	1,100

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q2

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Vancouver	20,200
Surrey	17,800
Abbotsford	8,000
Burnaby	6,800
Kelowna	6,300
Richmond	6,100
Langley	6,000
Kamloops	5,400
Chilliwack	5,200
Coquitlam	5,000

City	2020 Visitor Count
Vancouver	14,900
Surrey	13,300
Abbotsford	8,000
Langley	4,700
Burnaby	4,600
Kelowna	4,600
Maple Ridge	4,500
Richmond	4,200
Chilliwack	4,000
Coquitlam	3,500

City	2021 Visitor Count
Vancouver	12,700
Surrey	9,600
Abbotsford	7,300
Kelowna	4,800
Burnaby	4,200
Maple Ridge	3,900
Langley	3,600
Richmond	3,500
Kamloops	3,200
Vernon	2,900

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q3

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Vancouver	35,200
Surrey	31,300
Abbotsford	12,400
Langley	12,400
Burnaby	11,500
Richmond	10,400
Chilliwack	9,400
Coquitlam	9,300
Maple Ridge	8,700
Kelowna	8,200

City	2020 Visitor Count
Vancouver	47,200
Surrey	40,700
Abbotsford	17,800
Langley	14,300
Burnaby	13,900
Richmond	12,800
Chilliwack	12,700
Coquitlam	12,000
Maple Ridge	10,700
Delta	10,500

City	2021 Visitor Count
Surrey	32,500
Vancouver	26,300
Abbotsford	20,500
Langley	13,300
Burnaby	12,000
Richmond	10,600
Coquitlam	10,000
Delta	9,300
Maple Ridge	9,100
Chilliwack	9,000

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

BC VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q4

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Surrey	8,400
Vancouver	7,500
Kelowna	4,500
Abbotsford	4,300
Langley	3,300
Chilliwack	2,900
Kamloops	2,800
Vernon	2,400
Maple Ridge	2,400
Burnaby	2,300

City	2020 Visitor Count
Vancouver	9,800
Surrey	9,200
Abbotsford	5,600
Kamloops	3,500
Kelowna	3,400
Maple Ridge	3,000
Langley	3,000
Chilliwack	2,400
Vernon	2,300
Burnaby	2,100

City	2021 Visitor Count
Vancouver	9,700
Abbotsford	8,700
Surrey	8,100
Kelowna	7,300
Chilliwack	3,000
Maple Ridge	2,700
Burnaby	2,700
Richmond	2,600
Penticton	2,500
Kamloops	2,500

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Q1 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Okanagan-Similkameen

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

Overview

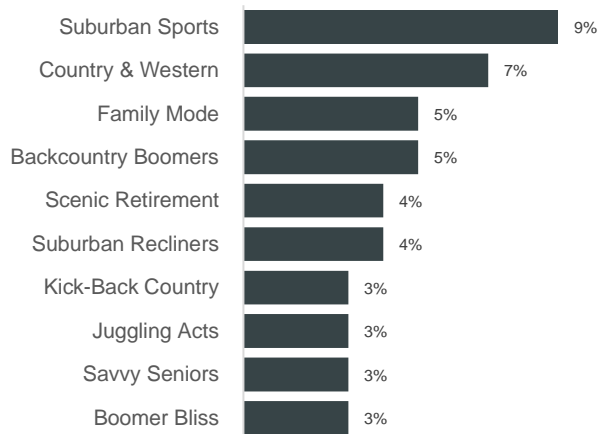
Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Family Mode were the top visiting PRIZM Segments from BC travelling to the Okanagan-Similkameen during Q1 2019.

Suburban Sports, Country & Western and Backcountry Boomers were the top three during Q1 2020 and Suburban Sports, Scenic Retirement and Savvy Seniors were the top three during Q1 2021.

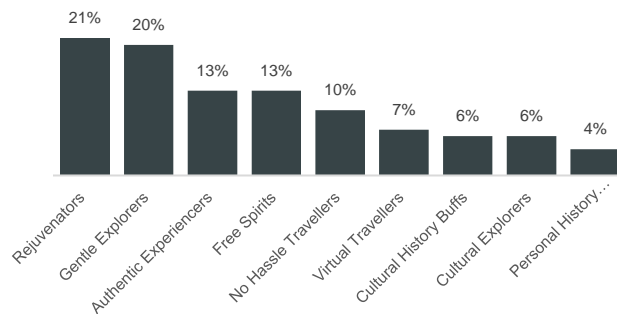
Rejuvenators, Gentle Explorers & Authentic Experiencers were the top visiting EQ Types during Q1 2019.

Rejuvenators, Gentle Explorers & Free Spirits were the top three during Q1 2020 and Free Spirits, Gentle Explorers and Authentic Experiencers in 2021.

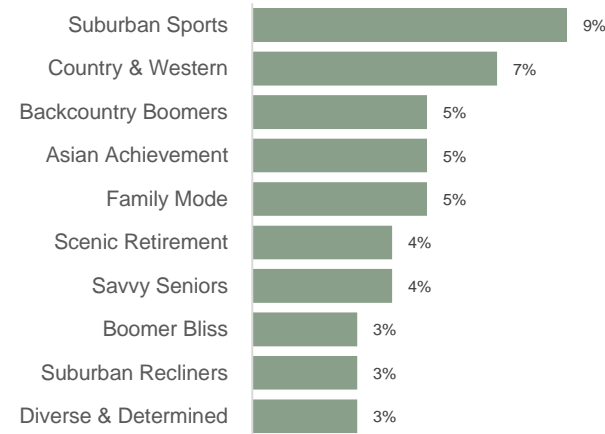
Q1 2019 BC Visitors by PRIZM Segment



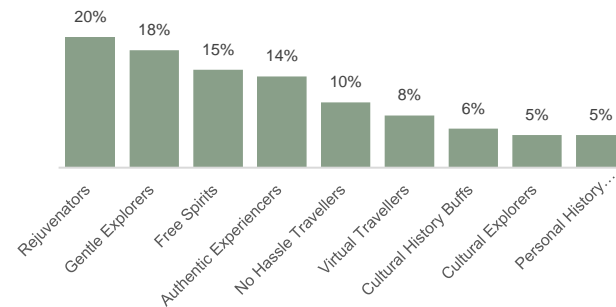
Q1 2019 BC Visitors by EQ Type



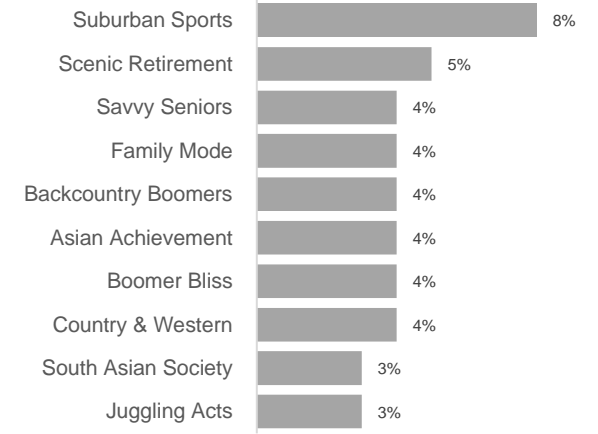
Q1 2020 BC Visitors by PRIZM Segment



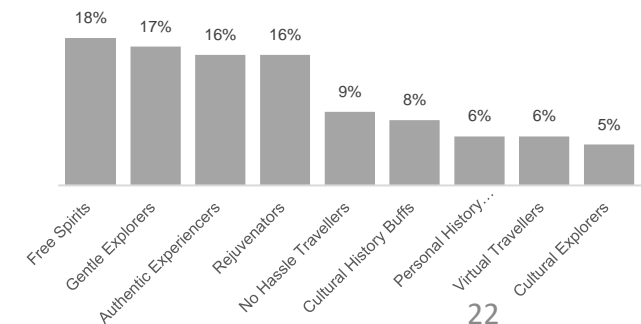
Q1 2020 BC Visitors by EQ Type



Q1 2021 BC Visitors by PRIZM Segment



Q1 2021 BC Visitors by EQ Type



Q2 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Okanagan-Similkameen

Q2 = April | May | June
 Note: All counts have been rounded to the nearest 100

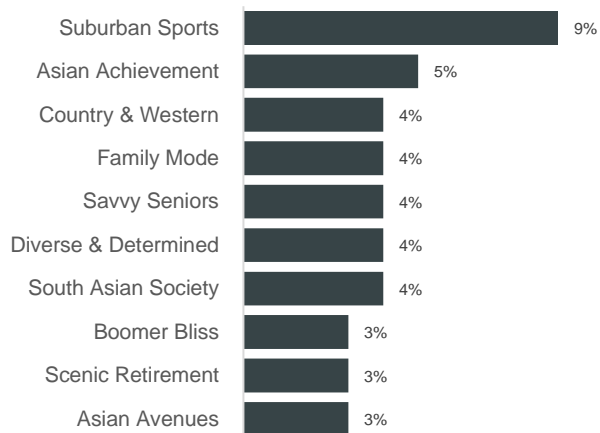
Overview

Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Asian Achievement and Country & Western were the top visiting PRIZM Segments from BC travelling to the Okanagan-Similkameen during Q2 2019.

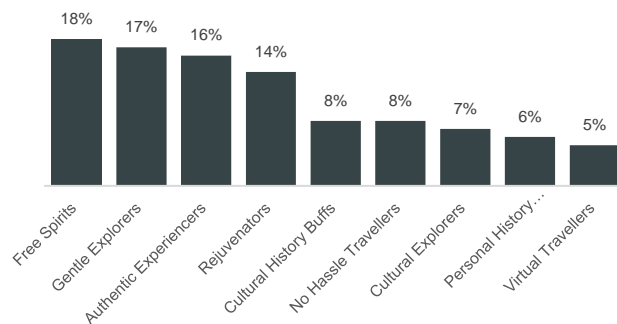
Suburban Sports, Family Mode and Asian Achievement were the top three during Q2 2020 and Suburban Sports, Country & Western and Family Mode were the top three during Q2 2021.

Free Spirits, Gentle Explorers and Authentic Experiencers were the top visiting EQ Types during Q2 2019 and 2020. Gentle Explorers, Free Spirits and Rejuvenators were the top three during Q2 2021.

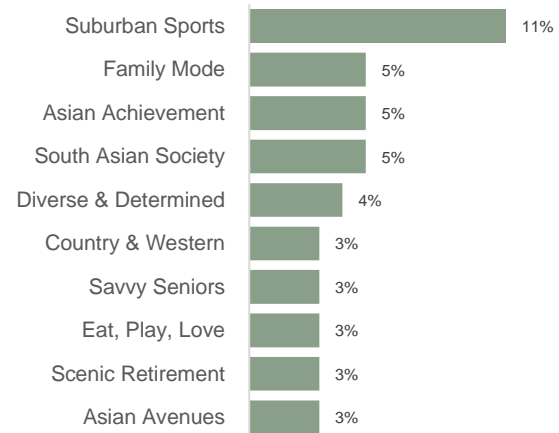
Q2 2019 BC Visitors by PRIZM Segment



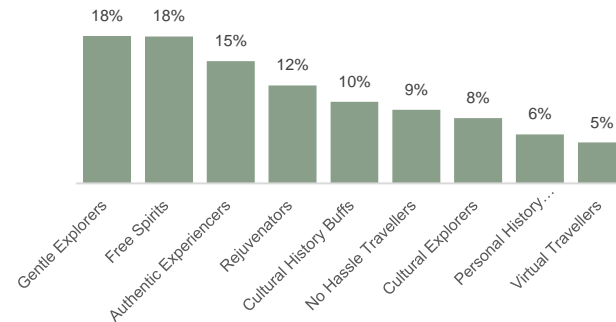
Q2 2019 BC Visitors by EQ Type



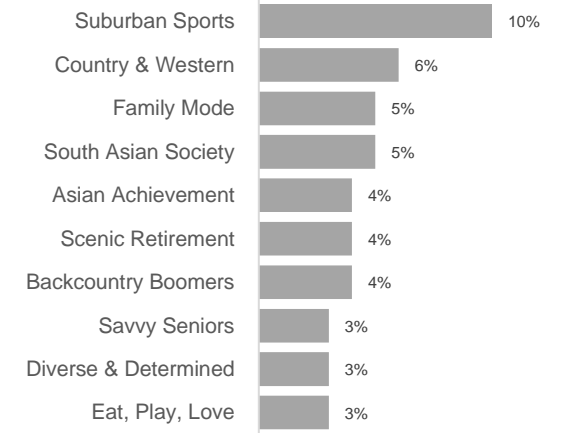
Q2 2020 BC Visitors by PRIZM Segment



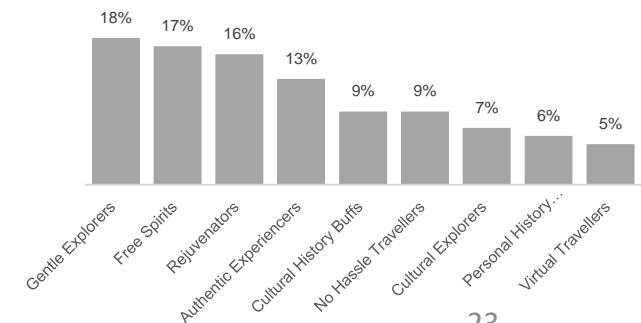
Q2 2020 BC Visitors by EQ Type



Q2 2021 BC Visitors by PRIZM Segment



Q2 2021 BC Visitors by EQ Type



Q3 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Okanagan-Similkameen

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

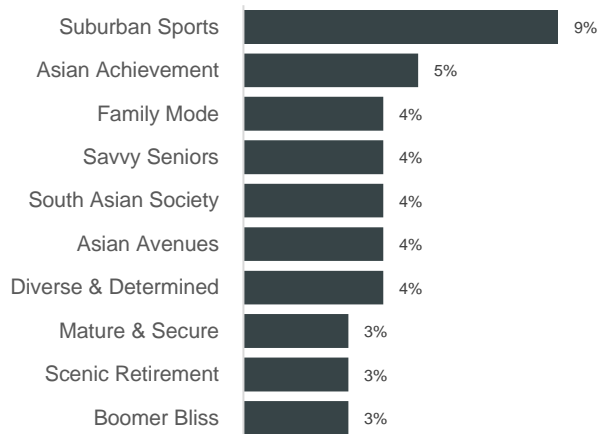
Overview

Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Asian Achievement and Family Mode were the top visiting PRIZM Segments from BC travelling to the Okanagan-Similkameen during Q3 2019 and 2020.

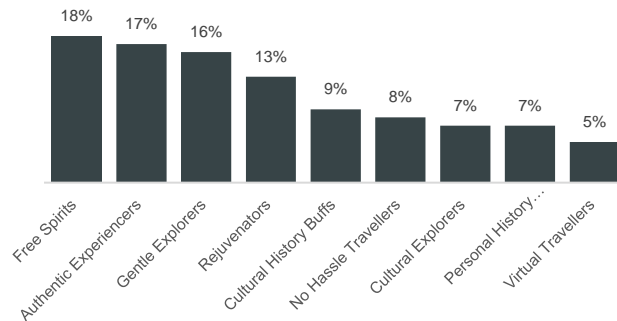
Suburban Sports, Asian Achievement and South Asian Society were the top three during Q3 2021.

Free Spirits, Authentic Experiencers and Gentle Explorers were the top visiting EQ Types during Q3 2019, 2020 and 2021.

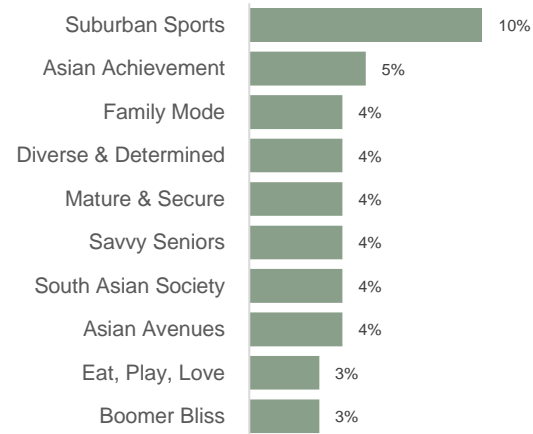
Q3 2019 BC Visitors by PRIZM Segment



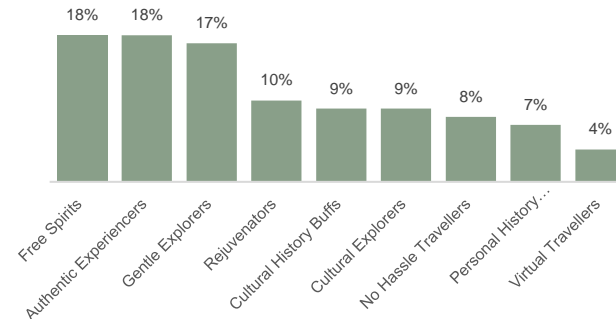
Q3 2019 BC Visitors by EQ Type



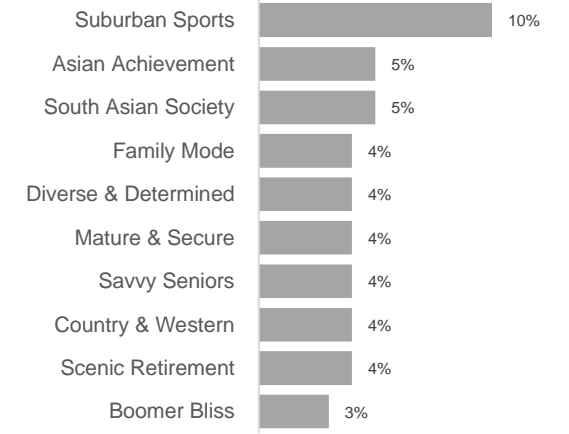
Q3 2020 BC Visitors by PRIZM Segment



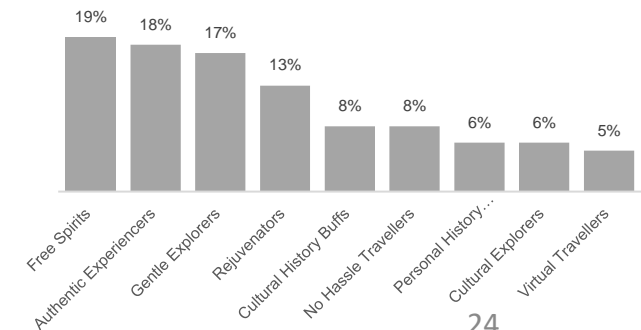
Q3 2020 BC Visitors by EQ Type



Q3 2021 BC Visitors by PRIZM Segment



Q3 2021 BC Visitors by EQ Type



Q4 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Okanagan-Similkameen

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Overview

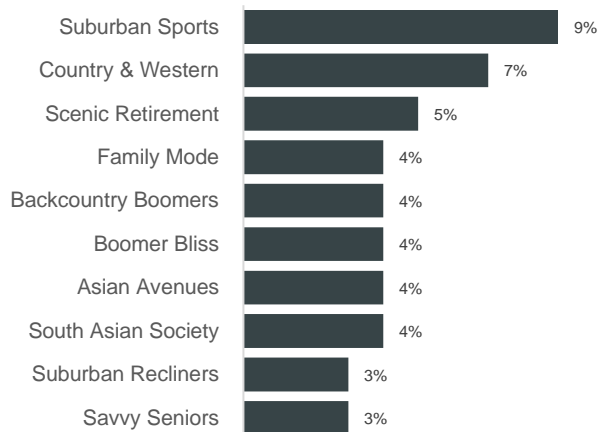
Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Scenic Retirement were the top visiting PRIZM Segments from BC travelling to the Okanagan-Similkameen during Q4 2019 and 2021.

Suburban Sports, Country & Western and Family Mode were the top three during Q4 2020.

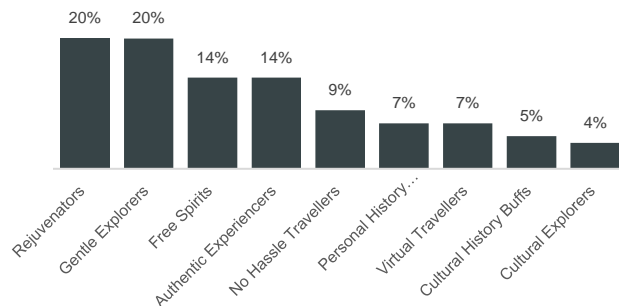
Rejuvenators, Gentle Explorers and Free Spirits were the top visiting EQ Types during Q4 2019 and 2021.

Gentle Explorers, Authentic Experiencers and Free Spirits were the top three during Q4 2020.

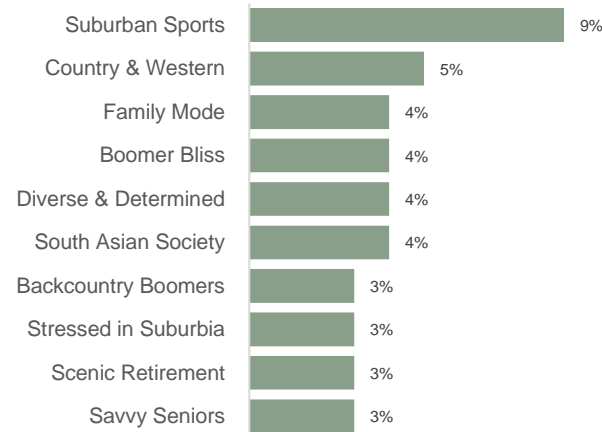
Q4 2019 BC Visitors by PRIZM Segment



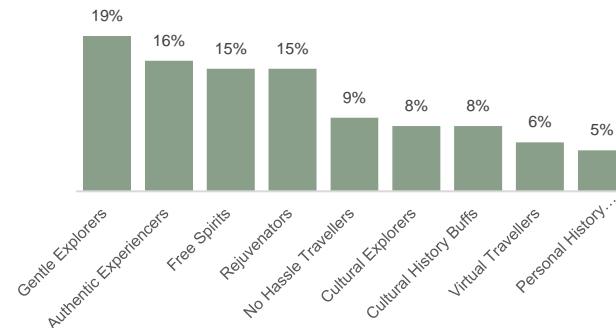
Q4 2019 BC Visitors by EQ Type



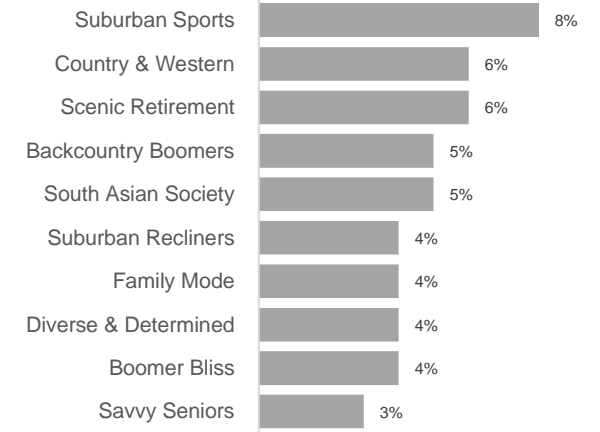
Q4 2020 BC Visitors by PRIZM Segment



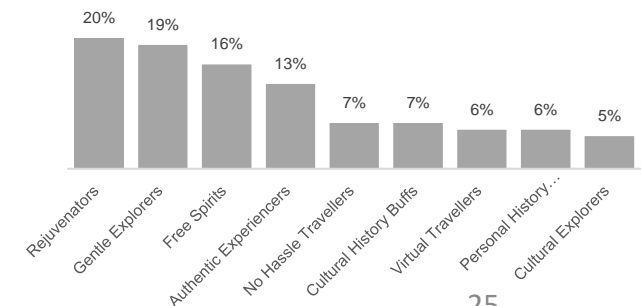
Q4 2020 BC Visitors by EQ Type



Q4 2021 BC Visitors by PRIZM Segment

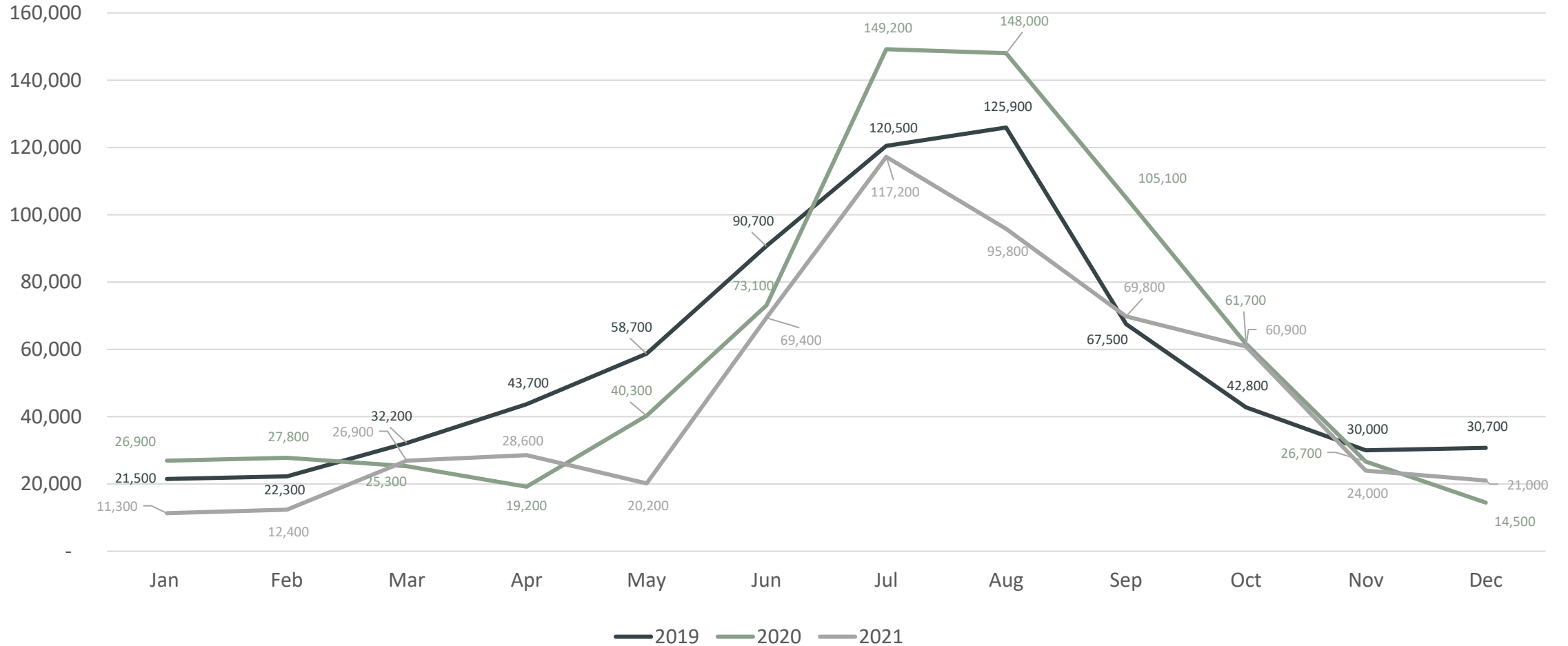


Q4 2021 BC Visitors by EQ Type



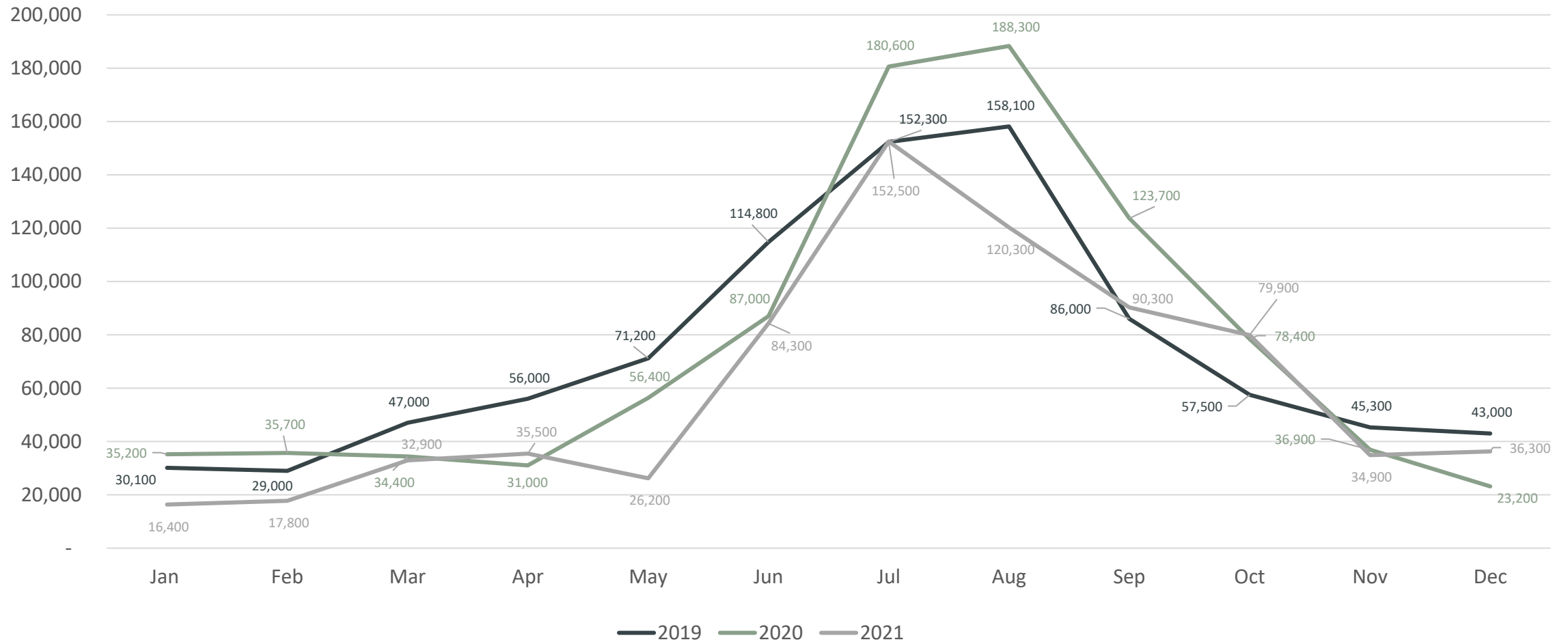
British Columbian Visitation

BC VISITORS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY MONTH



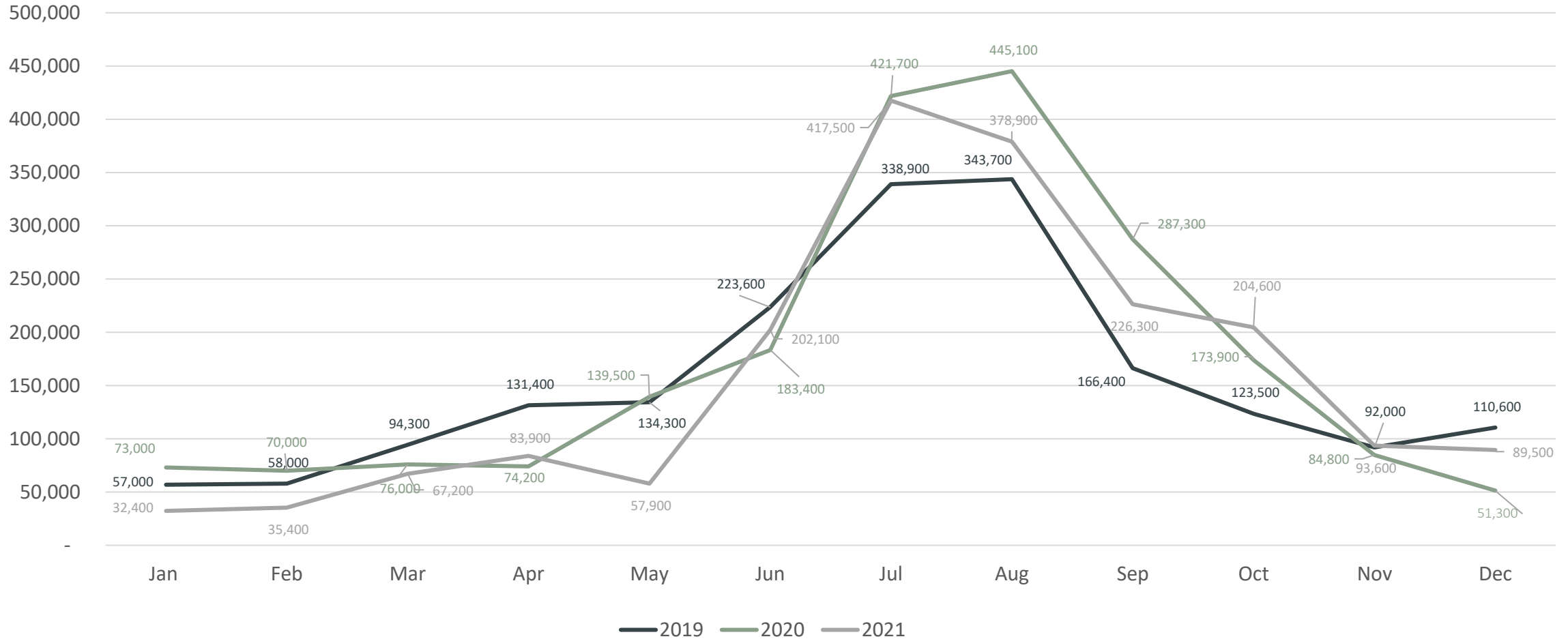
British Columbian Visitation

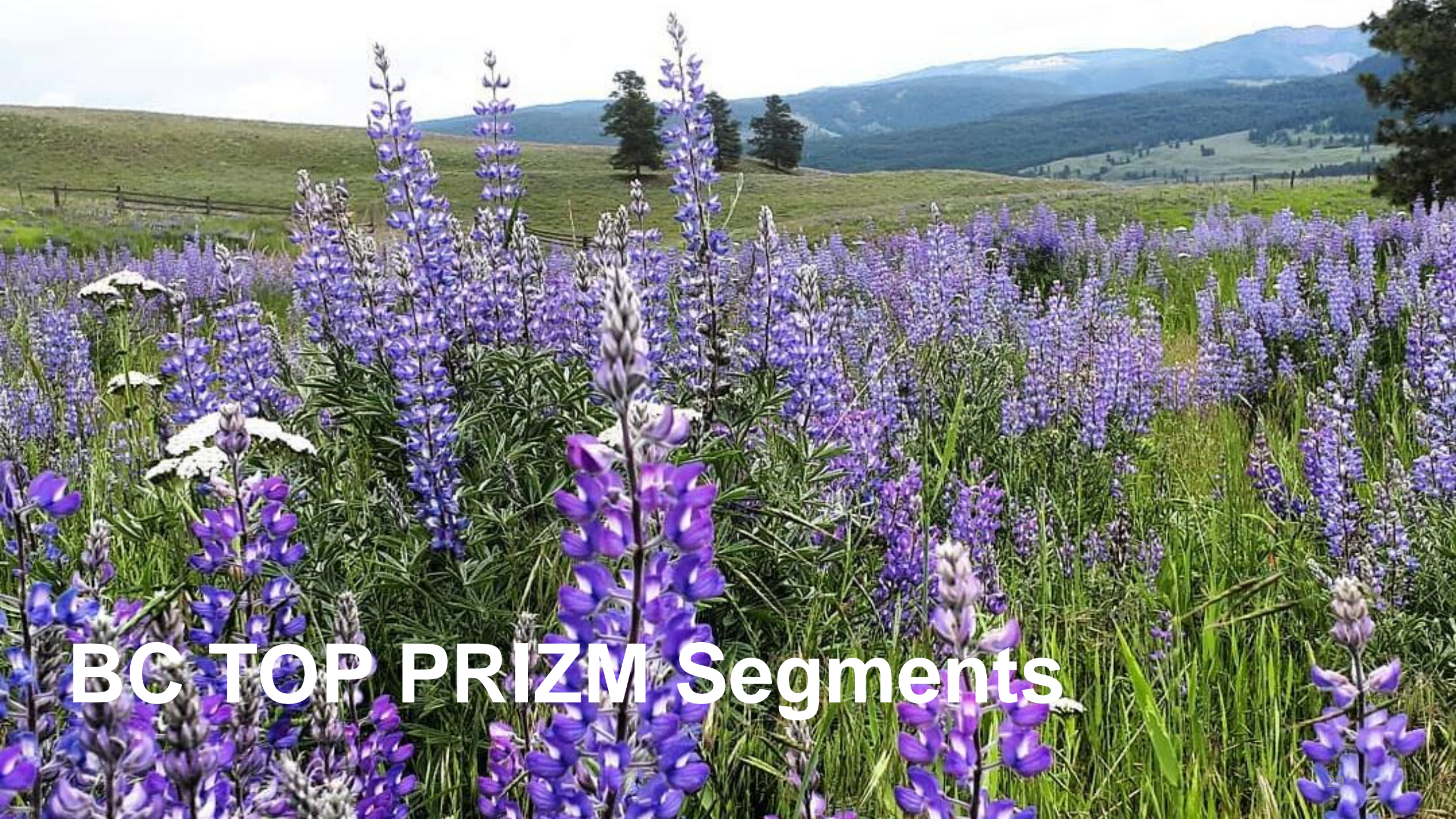
BC TRIPS TO THE OKANAGAN-SIMILKAMEEN BY MONTH



British Columbian Visitation

BC OVERNIGHT STAYS IN THE OKANAGAN-SIMILKAMEEN BY MONTH





BC TOP PRIZM Segments

2021 BC PRIZM Segment Summary

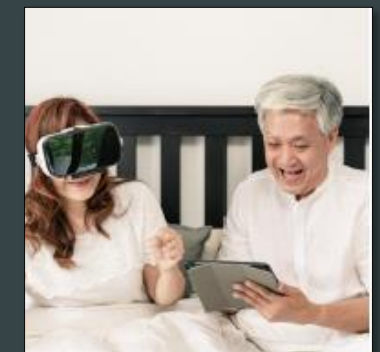
Asian Achievement

General Canadian Summary

- Middle-aged and older families with 60% of citizens born outside of Canada. Children ages 5-25 at home
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions
- Value connections to similar communities and products/services from large companies with a compelling story
- Top Geography: Vancouver, Toronto, Edmonton, Calgary and Montréal
- 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, Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	54.9% of couples have children living at home (Above Average)
Household Income	Above Average Household Income of \$128,169 compared to BC at \$113,574.
Top Social Value	Brand Genuineness, Ostentatious Consumption, and Importance of Aesthetics.
Top Tourism Activities	Swimming, Camping, and Hiking/Backpacking. Above Average interest in Adventure Sports, Snowboarding, and Dinner Theatres.
Travel	Below Average interest for travelling within Canada (Above Average for Whistler), Asian Achievement from British Columbia spent an average of \$1,611 (Average) on their last vacation.
Social Media	72% currently use Facebook (Average), 39.2% use Instagram (Average), 26.7% use Twitter (Average) and 72.5% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Backcountry Boomers

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 63
Children at Home	63.3% of couples do not have children living at home (Above Average)
Household Income	Below Average Household Income of \$90,992 compared to BC at \$113,574
Top Social Value	Attraction to Nature, Utilitarian Consumption, and Financial Concern Regarding the Future
Top Tourism Activities	Hiking/Backpacking, Swimming, and Camping. Above Average interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks.
Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary Banff, Ottawa, and Manitoba), Backcountry Boomers from British Columbia spent an average of \$1,865 (Above Average) on their last vacation.
Social Media	82.2% currently use Facebook, 30.2% use Instagram (Below Average), 19.3% use Twitter (Below Average), and 67.8% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Country & Western

General Canadian Summary

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta
- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	52.7% of couples do not have children living at home (Above Average).
Household Income	Below Average Household Income of \$97,206 compared to BC at \$113,574.
Top Social Value	Attraction to Nature, Emotional Control, and Utilitarian Consumerism.
Top Tourism Activities	Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.
Travel	Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, Other Alberta, Calgary, Jasper, Ottawa, and Manitoba), Country & Western from British Columbia spent an average of \$1,750 (Average) on their last vacation.
Social Media	83.4% currently use Facebook, 30.7% use Instagram (Below Average), 20.5% use Twitter (Below Average), and 68.9% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Family Mode

General Canadian Summary

- Middle-aged couples and families with children (ages 10+) at home
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (Retail, Public Administration)
- Value outdoor adventure and interacting with people from different cultures
- Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's
- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 51
Children at Home	50.7% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$143,652 compared to BC at \$113,574.
Top Social Value	Need for Escape, Flexible Families, and Rejection of Orderliness
Top Tourism Activities	Camping, Swimming, and Cycling. Above Average interest in Canoeing/Kayaking, Golfing, and Fishing/Hunting.
Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Other Alberta, Calgary, Banff, Montreal, and Jasper), Family Mode from British Columbia spent an average of \$1,477 (Below Average) on their last vacation.
Social Media	74.8% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.6% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Savvy Seniors

General Canadian Summary

- Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65
- Mixed Education (High School/College/University degree)
- Upper level positions in Science, Education, Arts and Public Administration
- Value cultural activities, art galleries, the theatre and classical music concerts
- Top Geography: Victoria, Abbotsford, Saskatoon, London, Guelph
- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Savvy Seniors rank 4 th , making up 89,521 households, or 4.4% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 60
Children at Home	52.2% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$110,398 compared to BC at \$113,574.
Top Social Value	Culture Sampling, Emotional Control, and Vitality.
Top Tourism Activities	Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Visiting National/Provincial Parks, Sporting Events, and Beer/Food/Wine Festivals.
Travel	Above Average interest for travelling within Canada (Above Average for Calgary, Toronto, Jasper, and Ottawa), Savvy Seniors from British Columbia spent an average of \$1,725 (Average) on their last vacation.
Social Media	76.2% currently use Facebook, 37% use Instagram, 24.3% use Twitter, and 71.4% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Scenic Retirement

General Canadian Summary

- Older and more mature, middle-income suburbanites
- Mixed Education - College/High School
- Blue-collar and service sector jobs as well as pensions and government transfers
- Value traditional media and home-based hobby crafts
- Top Geography: Vernon, Nanaimo, Kelowna
- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 64
Children at Home	60.6% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$106,335 compared to BC at \$113,574.
Top Social Value	Duty, Emotional Control, and Cultural Assimilation
Top Tourism Activities	Swimming, Hiking/Backpacking, and Camping. Above Average interest in Visiting Parks/City Gardens, Photography, and Fishing/Hunting.
Travel	Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, Banff, Ottawa, and Manitoba), Scenic Retirement from British Columbia spent an average of \$1,847 (Above Average) on their last vacation.
Social Media	78.4% currently use Facebook, 30.6% use Instagram (Below Average), 20.7% use Twitter (Below Average), and 70% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

South Asian Society

General Canadian Summary

- Middle- aged, middle income South Asian Families with children of mixed ages
- Grade 9/High School Education
- Positions in Manufacturing, Trades and Services
- Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising
- Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto
- 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, South Asian Society rank 11th, making up 69,211 households, or 3.4% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 49
Children at Home	64.8% of couples have children living at home (Above Average).
Household Income	Average Household Income of \$110,741 compared to BC at \$113,574.
Top Social Value	Traditional Family, Status vis Home, and Ostentatious Consumption.
Top Tourism Activities	Camping, Hiking/Backpacking, and Swimming. Above Average interest in Golfing, Video Arcades/Indoor Amusement Centres, and Adventure Sports.
Travel	Below Average interest for travelling within Canada (Above Average for Victoria, Whistler, and Toronto), South Asian Society from British Columbia spent an average of \$1,352 (Below Average) on their last vacation.
Social Media	80.9% currently use Facebook, 40.9% use Instagram, 29.7% use Twitter (Above Average), and 74% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Suburban Sports

General Canadian Summary
<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
Source: Environics PRIZM Marketer's Guide 2021

Category	British Columbia Highlights
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 Value	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.





BC TOP EQ TYPES

2021 BC 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 Value	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 BC EQ Type Summary

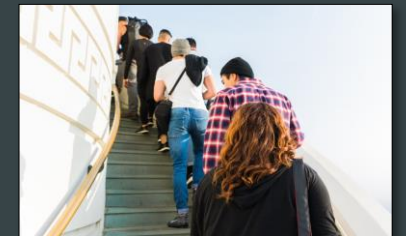
Free Spirits

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 Value	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: Environics Analytics- Envision 2021

2021 BC EQ Type Summary

Gentle Explorers

General Canadian Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home

Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	43% of couples do not have children living at home (Average).
Household Income	Below Average Household Income of \$99,208 compared to BC at \$113,574.
Top Social Value	Need for Escape, Racial Fusion, Flexible Families
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing
Travel	Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of \$1,558 (Average) on their last vacation.
Social Media	79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 BC EQ Type Summary

Rejuvenators

General Canadian Summary

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves
- They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home

Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 3rd, making up 296,119 households, or 14.7% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	54% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$106,423 compared to BC at \$113,574.
Top Social Value	Attraction to Nature, Emotional Control, Community Involvement
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa), Rejuvenators from British Columbia spent an average of \$1,775 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 61% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021

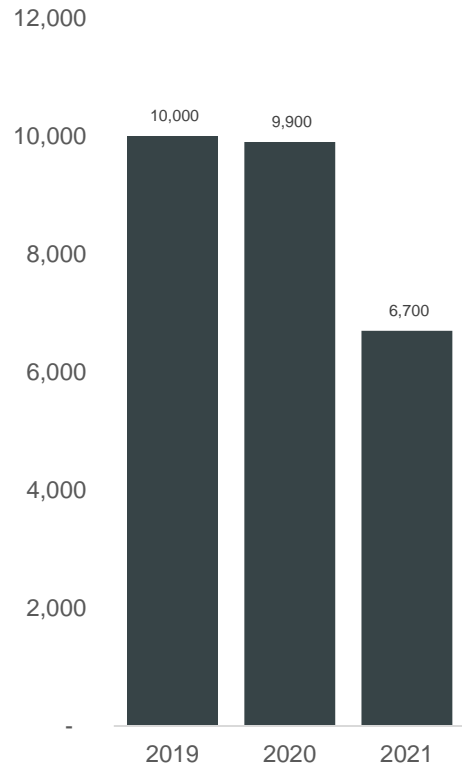


Alberta Insights

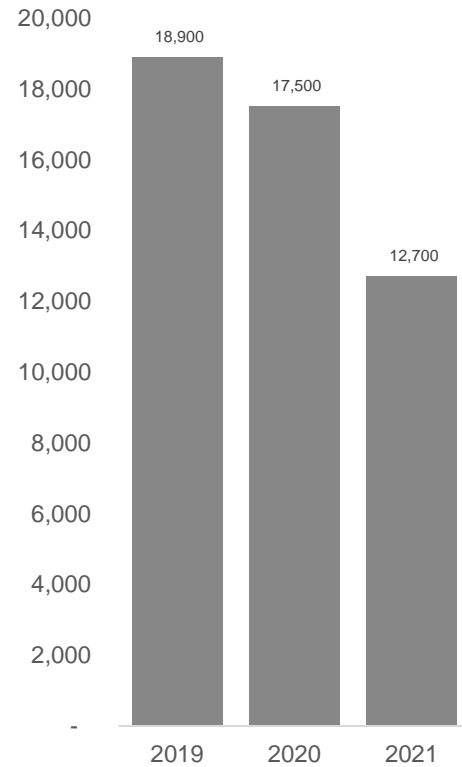
Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

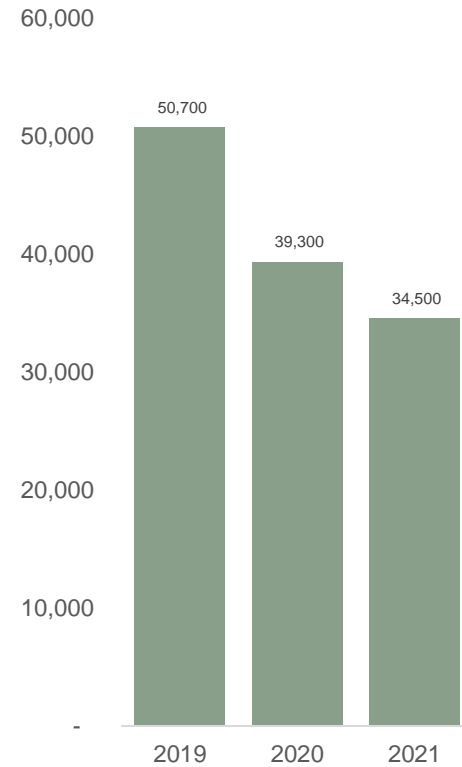
Number of Visitors to the Okanagan-Similkameen from AB in Q1



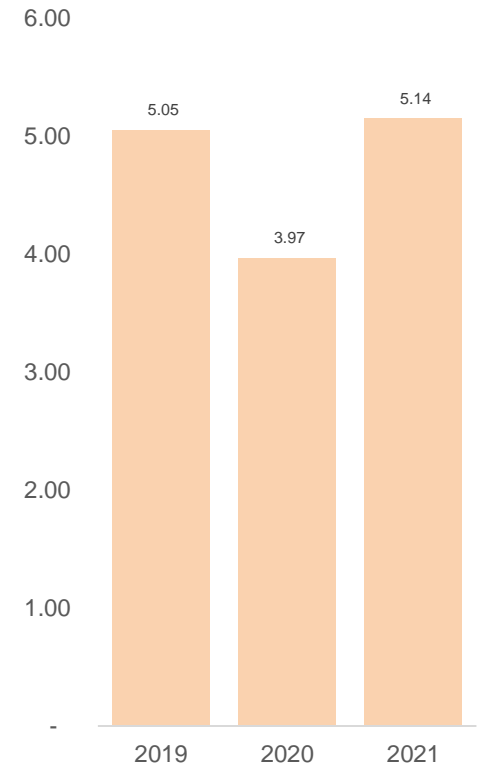
Number of Trips to the Okanagan-Similkameen from AB in Q1



Number of Nights Stayed in the Okanagan-Similkameen from AB in Q1



Length of Stay in the Okanagan-Similkameen from AB in Q1

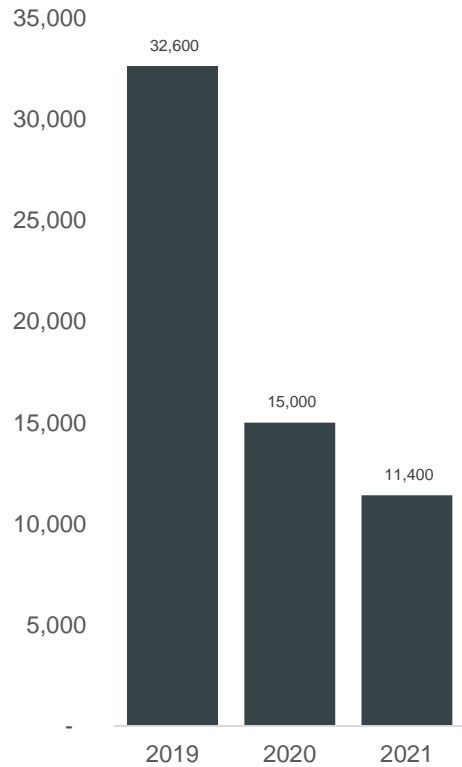


Q1 = January | February | March
Note: All counts have been rounded to the nearest 100

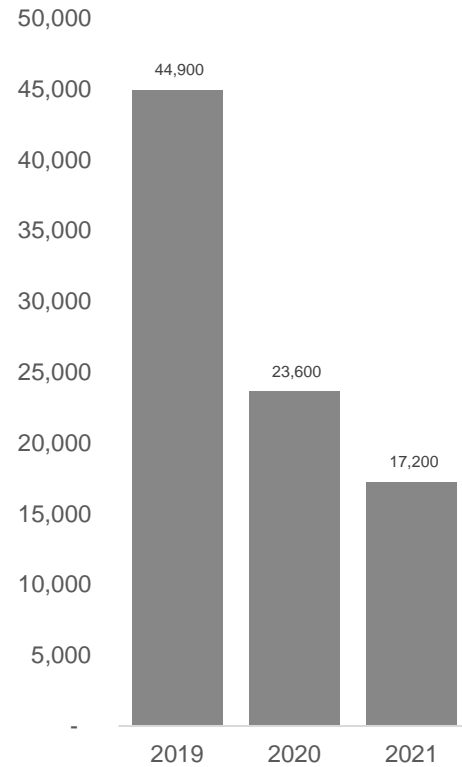
Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

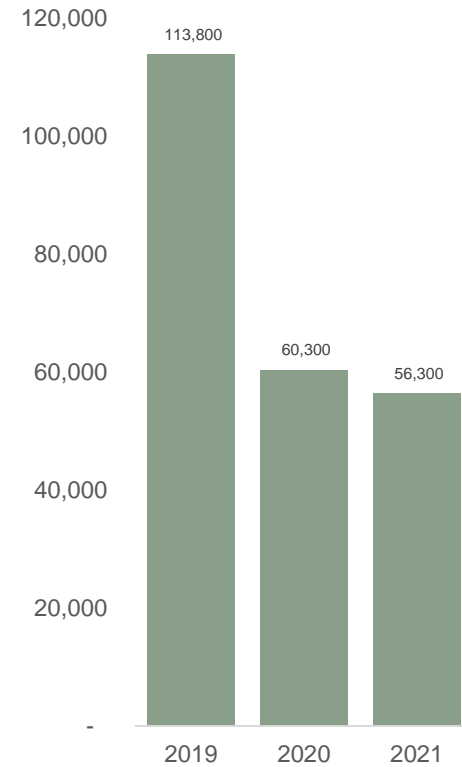
Number of Visitors to the Okanagan-Similkameen from AB in Q2



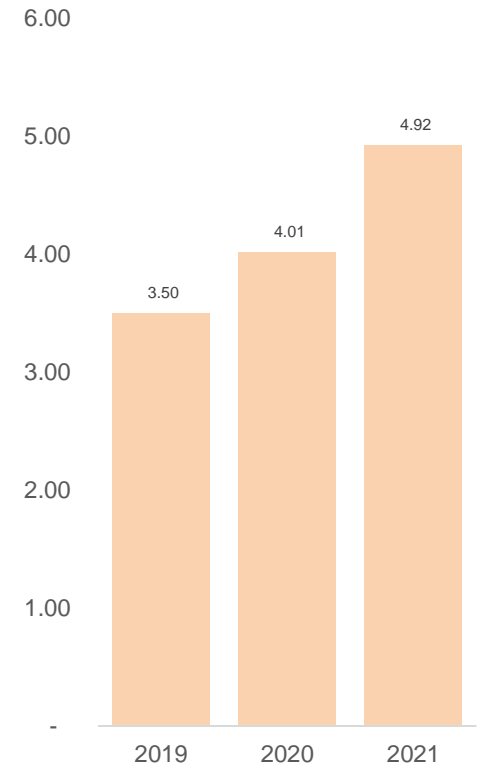
Number of Trips to the Okanagan-Similkameen from AB in Q2



Number of Nights Stayed in the Okanagan-Similkameen from AB in Q2



Length of Stay in the Okanagan-Similkameen from AB in Q2



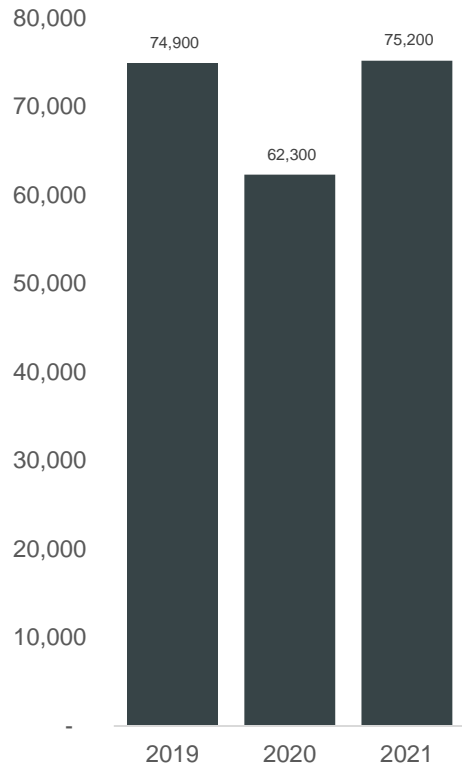
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

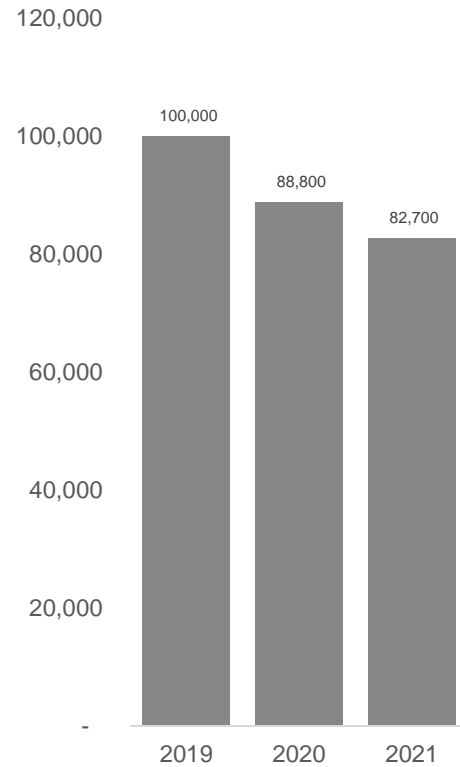
Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

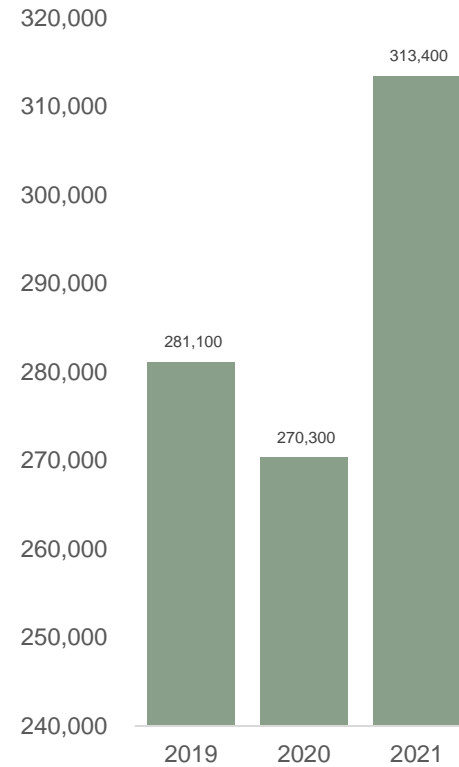
Number of Visitors to the Okanagan-Similkameen from AB in Q3



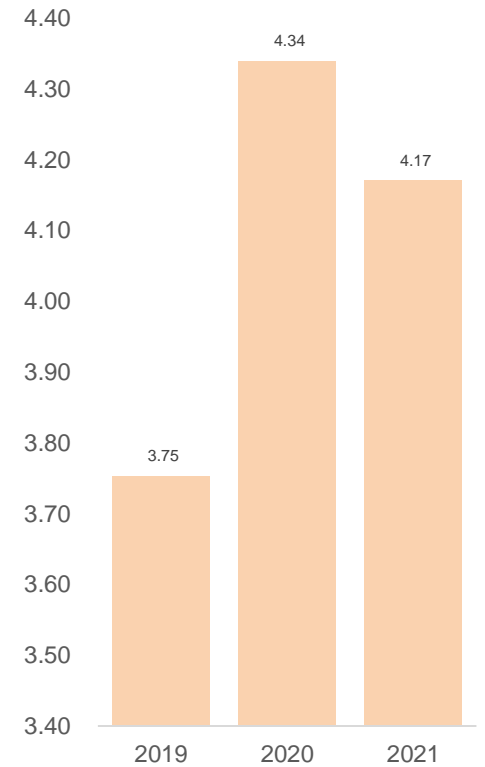
Number of Trips to the Okanagan-Similkameen from AB in Q3



Number of Nights Stayed in the Okanagan-Similkameen from AB in Q3



Length of Stay in the Okanagan-Similkameen from AB in Q3



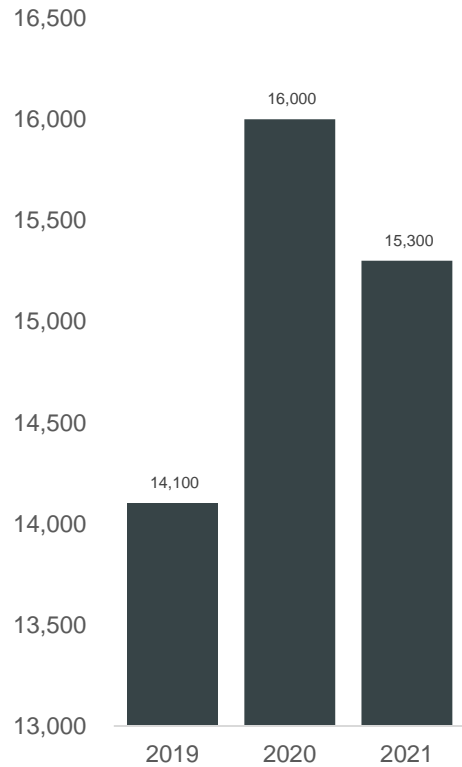
Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

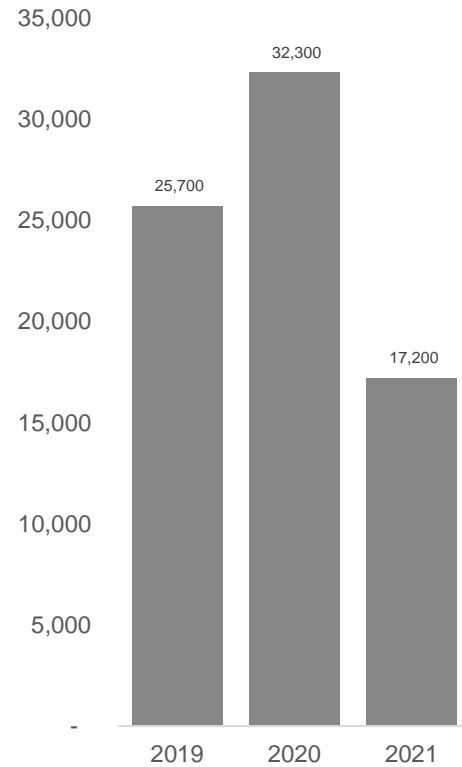
Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY QUARTER

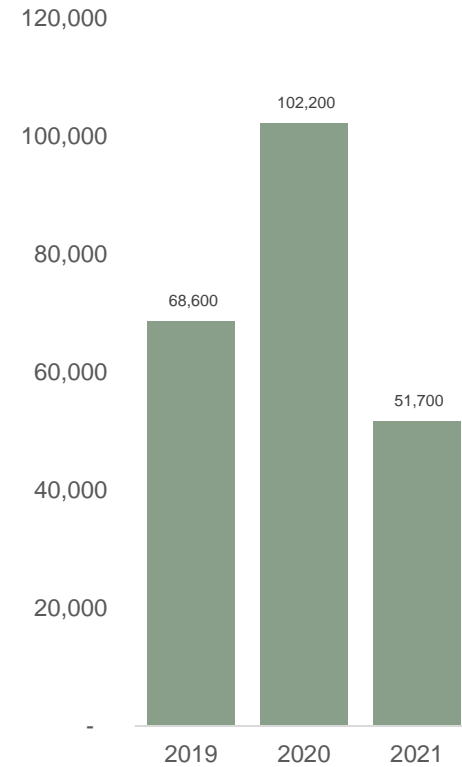
Number of Visitors to the Okanagan-Similkameen from AB in Q4



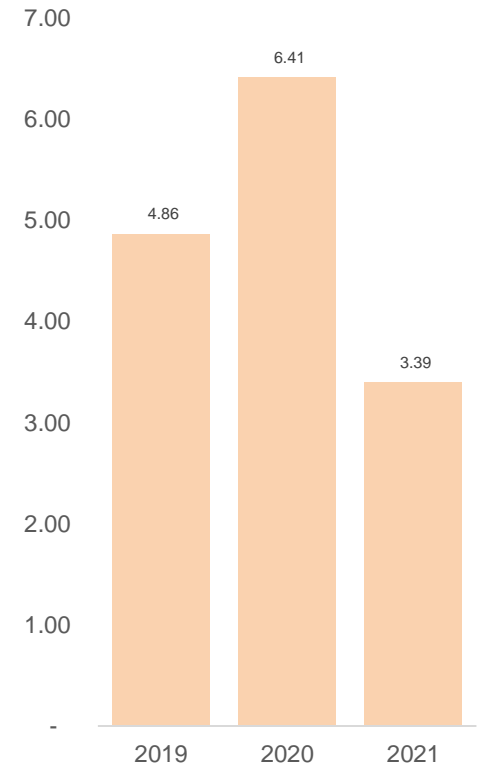
Number of Trips to the Okanagan-Similkameen from AB in Q4



Number of Nights Stayed in the Okanagan-Similkameen from AB in Q4



Length of Stay in the Okanagan-Similkameen from AB in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q1

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Calgary	2,700
Edmonton	2,000
Rocky View County	300
Airdrie	300
Strathcona County	300
Canmore	300
Red Deer	200
Okotoks	200
Grande Prairie	200
St. Albert	100

City	2020 Visitor Count
Calgary	2,400
Edmonton	1,500
Red Deer	400
Strathcona County	400
Wood Buffalo	200
St. Albert	200
Lethbridge	200
Airdrie	200
Parkland County	100
Spruce Grove	100

City	2021 Visitor Count
Calgary	1,600
Edmonton	1,300
Wood Buffalo	400
Airdrie	300
Red Deer	200
Red Deer County	200
Strathcona County	100
Okotoks	100
Cochrane	100
Rocky View County	100

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

ALBERTA VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q2

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Calgary	13,600
Edmonton	7,100
Red Deer	800
Strathcona County	600
Canmore	600
Lethbridge	500
Airdrie	500
Grande Prairie	500
St. Albert	400
Wood Buffalo	400

City	2020 Visitor Count
Calgary	4,500
Edmonton	3,000
Strathcona County	600
Airdrie	600
Grande Prairie	400
St. Albert	300
Canmore	300
Rocky View County	300
Red Deer	200
Cochrane	200

City	2021 Visitor Count
Edmonton	2,700
Calgary	2,500
Airdrie	600
Strathcona County	300
Lethbridge	300
Red Deer County	300
Wood Buffalo	200
Cochrane	200
Canmore	200
Okotoks	200

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q3

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Calgary	27,800
Edmonton	14,100
Strathcona County	2,500
Red Deer	1,600
Lethbridge	1,500
St. Albert	1,500
Airdrie	1,400
Grande Prairie	1,100
Rocky View County	1,000
Spruce Grove	1,000

City	2020 Visitor Count
Calgary	25,800
Edmonton	10,000
Strathcona County	1,700
Grande Prairie	1,600
Red Deer	1,300
St. Albert	1,200
Lethbridge	1,100
Airdrie	900
Rocky View County	900
Spruce Grove	600

City	2021 Visitor Count
Calgary	30,100
Edmonton	15,400
Strathcona County	2,200
Lethbridge	1,600
Airdrie	1,600
St. Albert	1,100
Spruce Grove	1,000
Leduc	1,000
Wetaskiwin	900
Fort Saskatchewan	900

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO THE OKANAGAN-SIMILKAMEEN BY QUARTER – Q4

NUMBER OF VISITORS TO THE OKANAGAN-SIMILKAMEEN BY ORIGIN CITY

City	2019 Visitor Count
Calgary	6,000
Edmonton	2,000
Red Deer	400
Strathcona County	300
Lethbridge	300
Wood Buffalo	200
St. Albert	200
Rocky View County	200
Grande Prairie	200
Canmore	200

City	2020 Visitor Count
Calgary	6,900
Edmonton	1,600
Rocky View County	400
Strathcona County	400
Canmore	300
Airdrie	300
Lethbridge	300
Strathmore	300
St. Albert	200
Okotoks	200

City	2021 Visitor Count
Calgary	5,800
Edmonton	2,700
Strathcona County	600
Airdrie	400
Sturgeon County	400
Red Deer	400
Parkland County	300
St. Albert	200
Rocky View County	200
Westlock	200

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Q1 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Okanagan-Similkameen

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

Overview

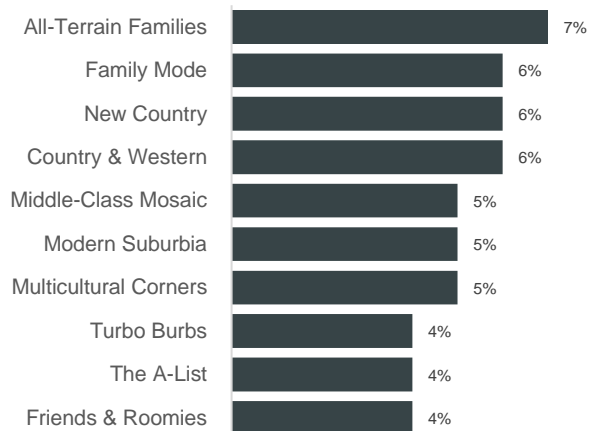
Of the 67 PRIZM Segments identified in Canada –All-Terrain Families, Family Mode and New Country were the top visiting PRIZM Segments from Alberta travelling to the Okanagan-Similkameen during Q1 2019.

New Country, Country & Western and Modern Suburbia were the top three during Q1 2020 and All-Terrain Families, Country & Western and Family Mode were the top three during Q1 2021.

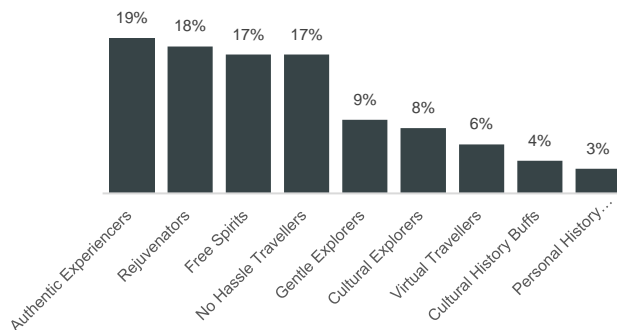
Authentic Experiencers, Rejuvenators and Free Spirits were the top visiting EQ Types during Q1 2019 and Q1 2021.

Rejuvenators, Free Spirits and No Hassle Travellers were the top three during Q1 2020.

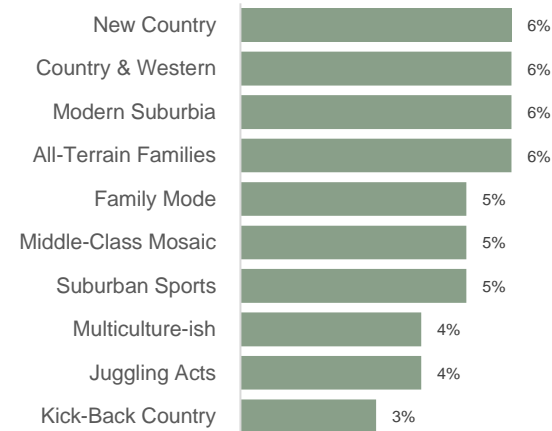
Q1 2019 AB Visitors by PRIZM Segment



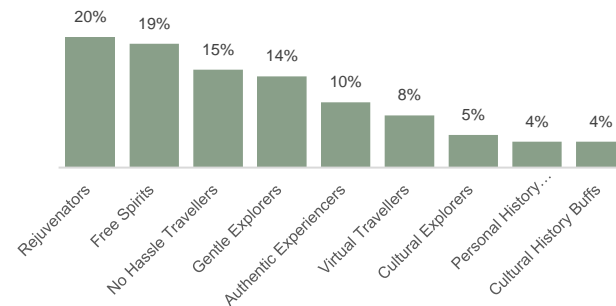
Q1 2019 AB Visitors by EQ Type



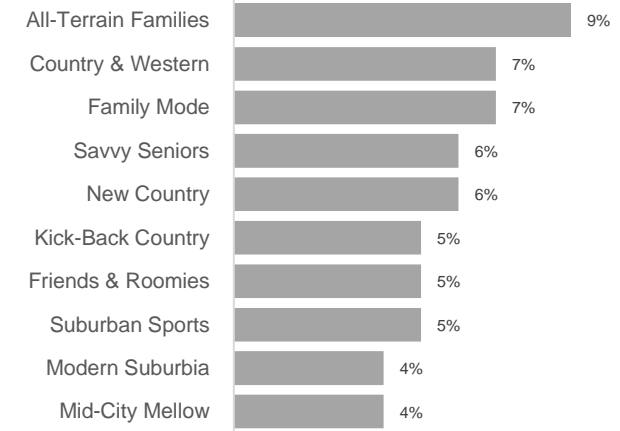
Q1 2020 AB Visitors by PRIZM Segment



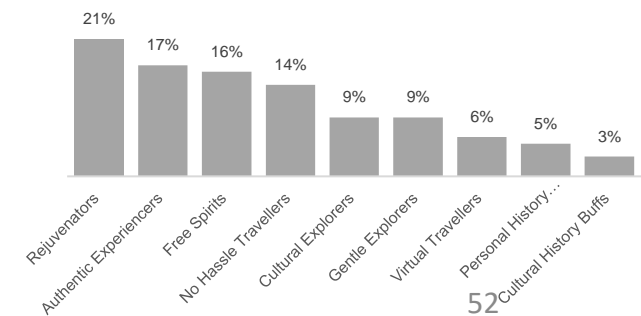
Q1 2020 AB Visitors by EQ Type



Q1 2021 AB Visitors by PRIZM Segment



Q1 2021 AB Visitors by EQ Type



Q2 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Okanagan-Similkameen

Q2 = April | May | June
 Note: All counts have been rounded to the nearest 100

Overview

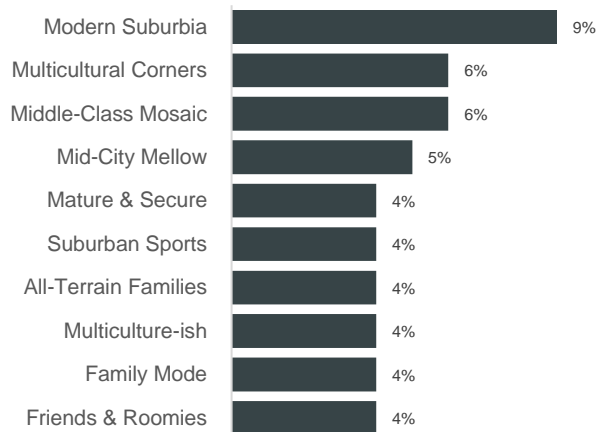
Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Multicultural Corners and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta travelling to the Okanagan-Similkameen during Q2 2019.

All-Terrain Families, Family Mode and Savvy Seniors were the top three during Q2 2020 and New Country, First-Class Families and All-Terrain Families were the top three during Q2 2021.

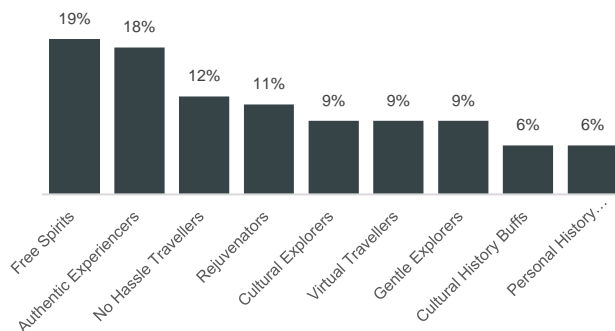
Free Spirits, Authentic Experiencers and No Hassle Travellers were the top visiting EQ Types during Q2 2019.

Authentic Experiencers, Free Spirits and Rejuvenators were the top three during Q2 2020 and 2021.

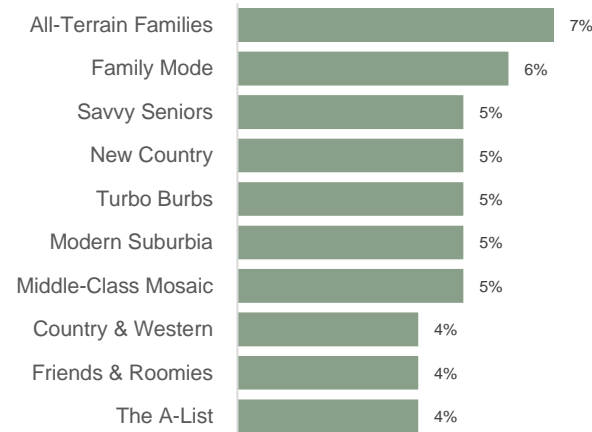
Q2 2019 AB Visitors by PRIZM Segment



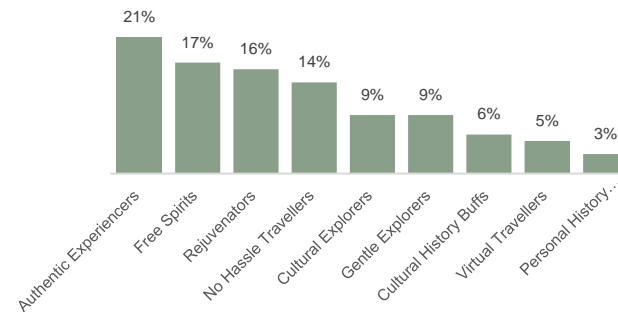
Q2 2019 AB Visitors by EQ Type



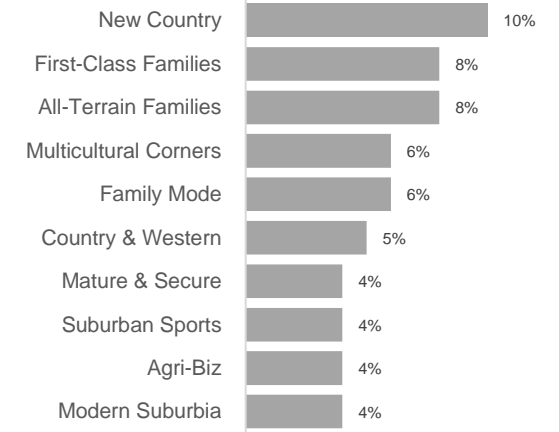
Q2 2020 AB Visitors by PRIZM Segment



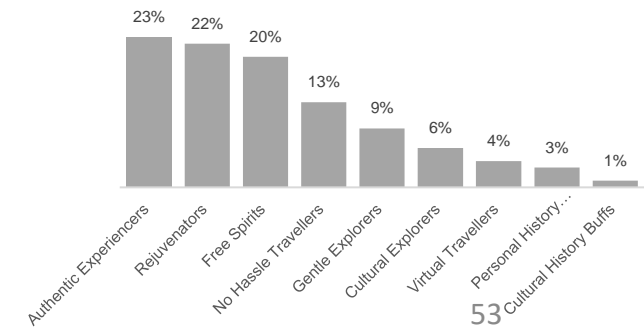
Q2 2020 AB Visitors by EQ Type



Q2 2021 AB Visitors by PRIZM Segment



Q2 2021 AB Visitors by EQ Type



Q3 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Okanagan-Similkameen

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

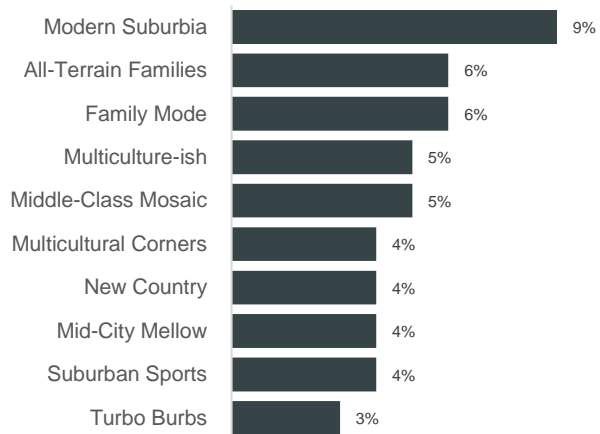
Overview

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 the Okanagan-Similkameen during Q3 2019.

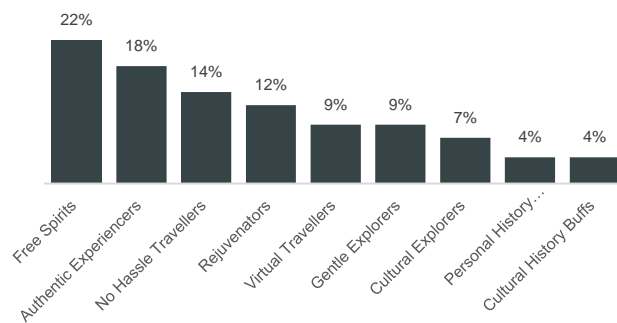
Modern Suburbia, All-Terrain Families and Middle-Class Mosaic were the top three during Q3 2020 and Modern Suburbia, Multiculture-ish and All-Terrain Families were the top three during Q3 2021.

Free Spirits, Authentic Experiencers and No Hassle Travellers were the top visiting EQ Types during Q3 2019, 2020 and 2021.

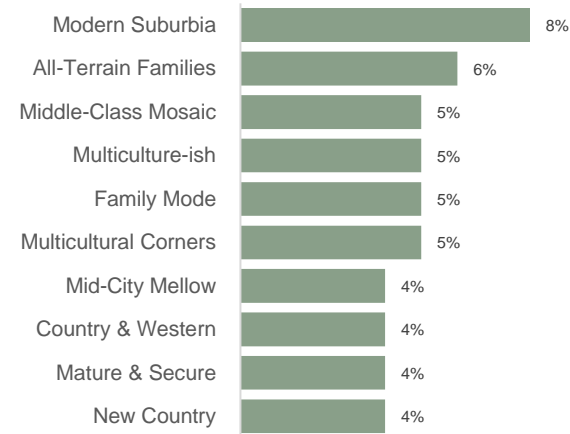
Q3 2019 AB Visitors by PRIZM Segment



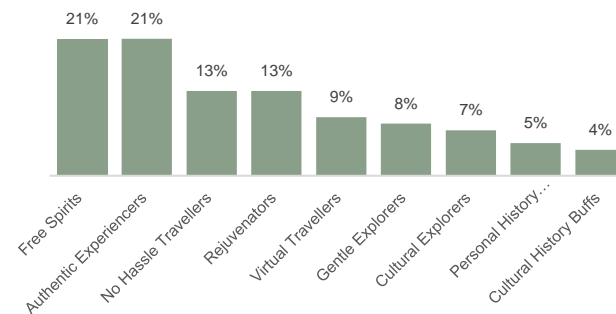
Q3 2019 AB Visitors by EQ Type



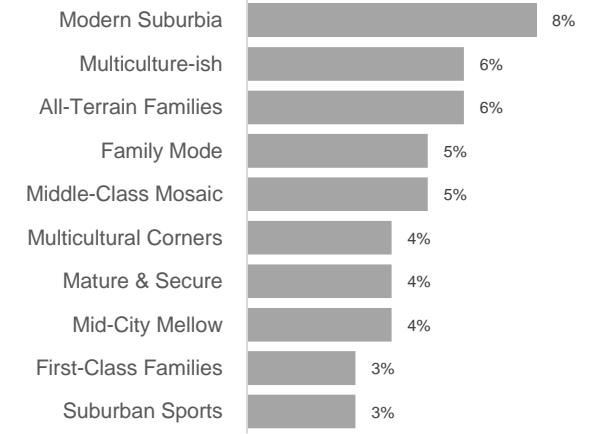
Q3 2020 AB Visitors by PRIZM Segment



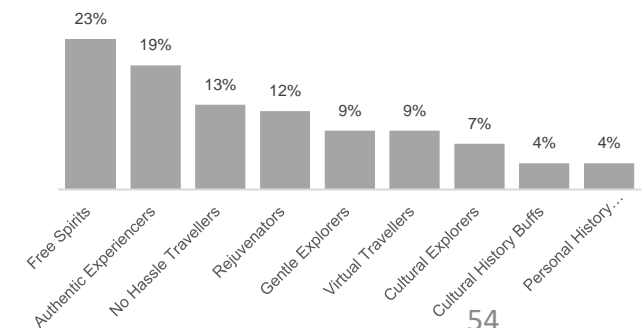
Q3 2020 AB Visitors by EQ Type



Q3 2021 AB Visitors by PRIZM Segment



Q3 2021 AB Visitors by EQ Type



Q4 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Okanagan-Similkameen

Q4 = October | November | December
 Note: All counts have been rounded to the nearest 100

Overview

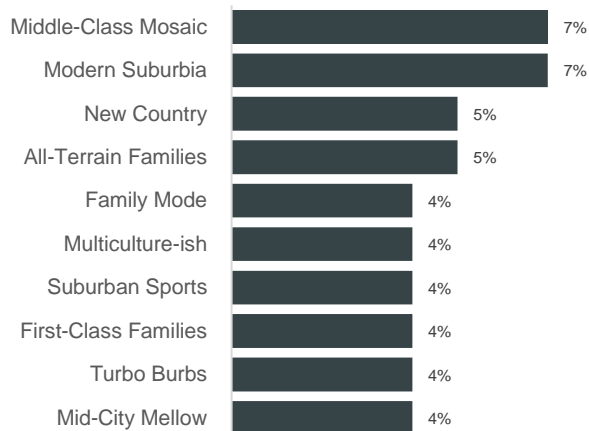
Of the 67 PRIZM Segments identified in Canada –Middle-Class Mosaic, Modern Suburbia and New Country were the top visiting PRIZM Segments from Alberta travelling to the Okanagan-Similkameen during Q4 2019.

New Country, Country & Western and The A-List were the top three during Q4 2020 and Multicultural Corners, Modern Suburbia and Multiculture-ish were the top three during Q4 2021.

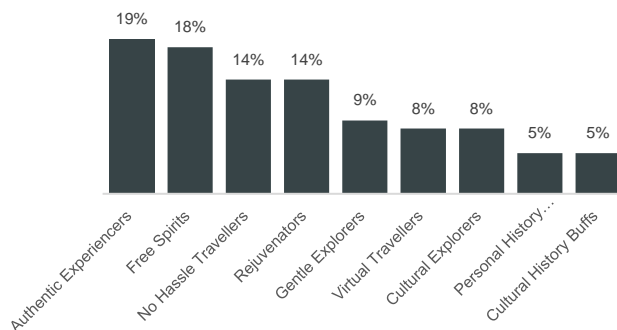
Authentic Experiencers, Free Spirits and No Hassle Travellers were the top visiting EQ Types during Q4 2019.

Authentic Experiencers, Rejuvenators and Free Spirits were the top three during 2020 and Free Spirits, Rejuvenators and No Hassle Travellers in 2021.

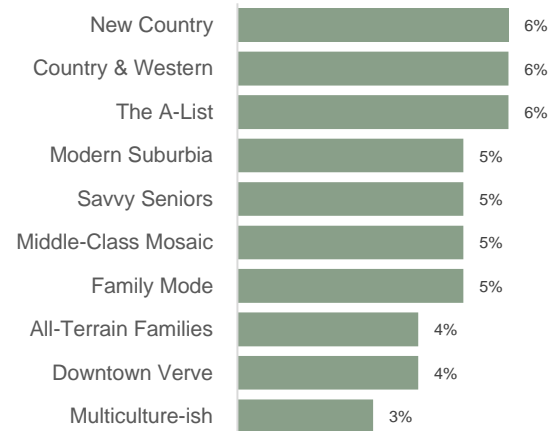
Q4 2019 AB Visitors by PRIZM Segment



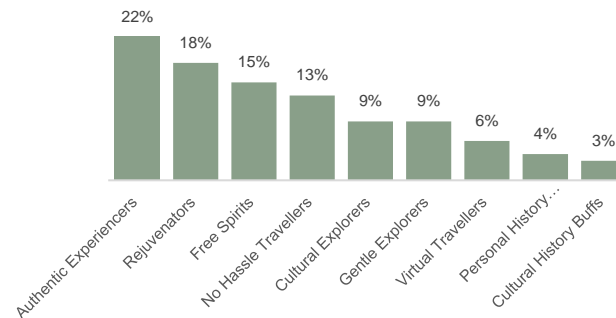
Q4 2019 AB Visitors by EQ Type



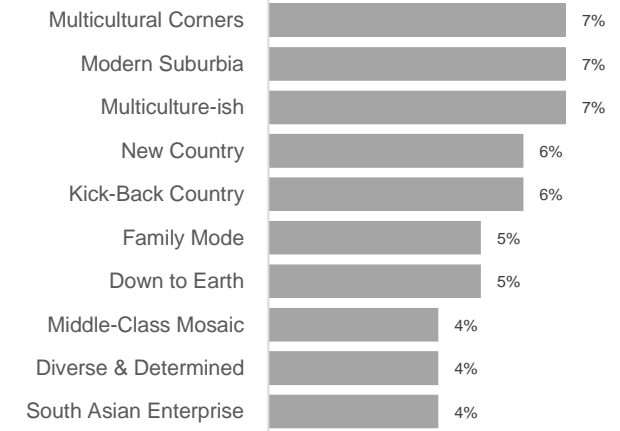
Q4 2020 AB Visitors by PRIZM Segment



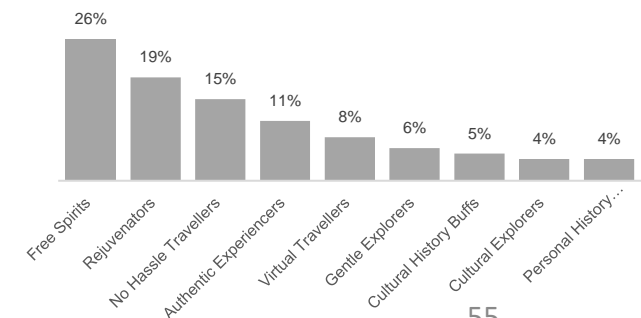
Q4 2020 AB Visitors by EQ Type



Q4 2021 AB Visitors by PRIZM Segment

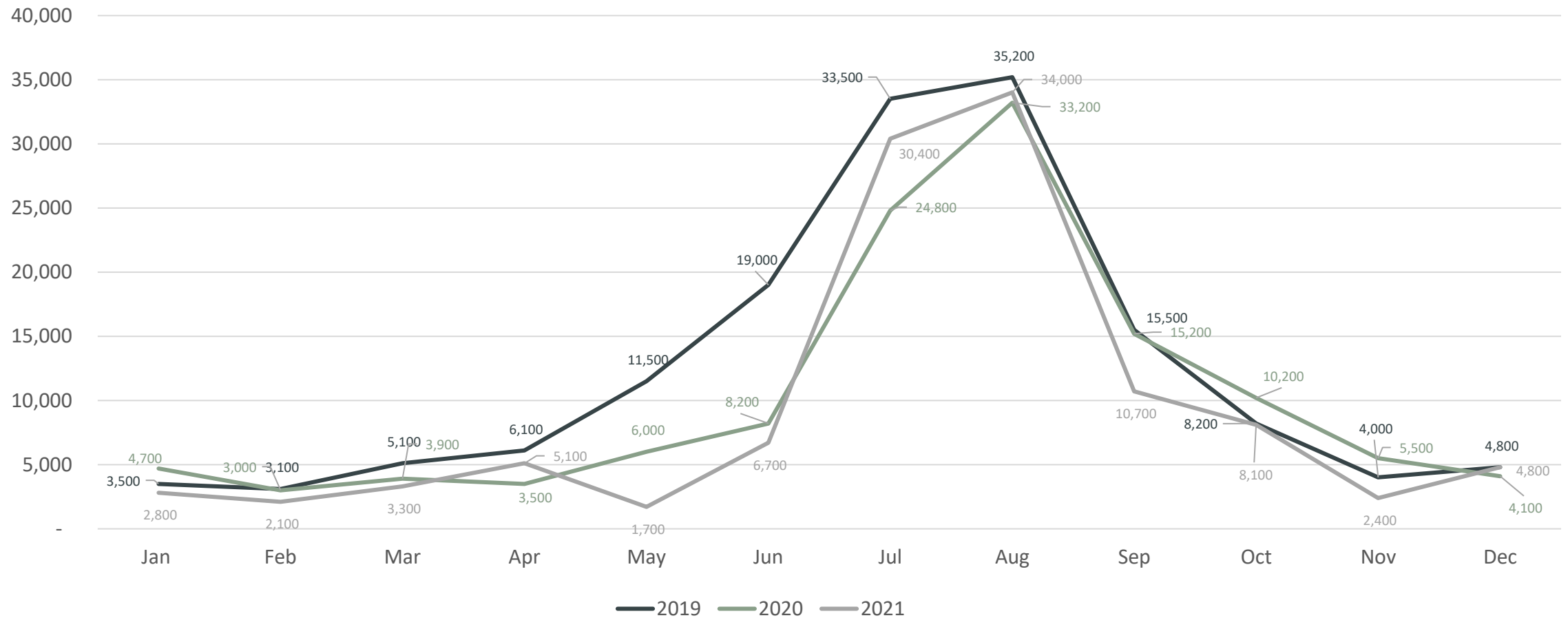


Q4 2021 AB Visitors by EQ Type



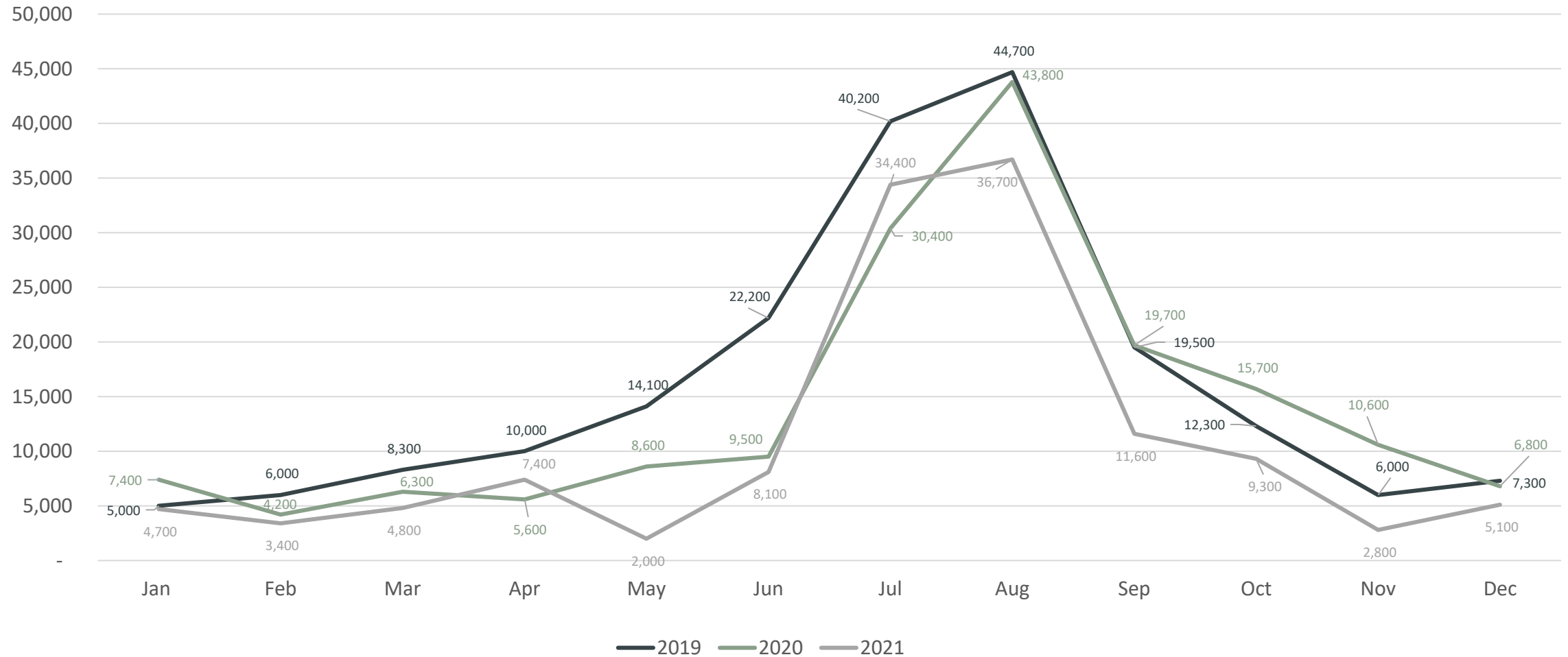
Alberta Visitation

ALBERTA VISITORS TRAVELLING TO THE OKANAGAN-SIMILKAMEEN BY MONTH



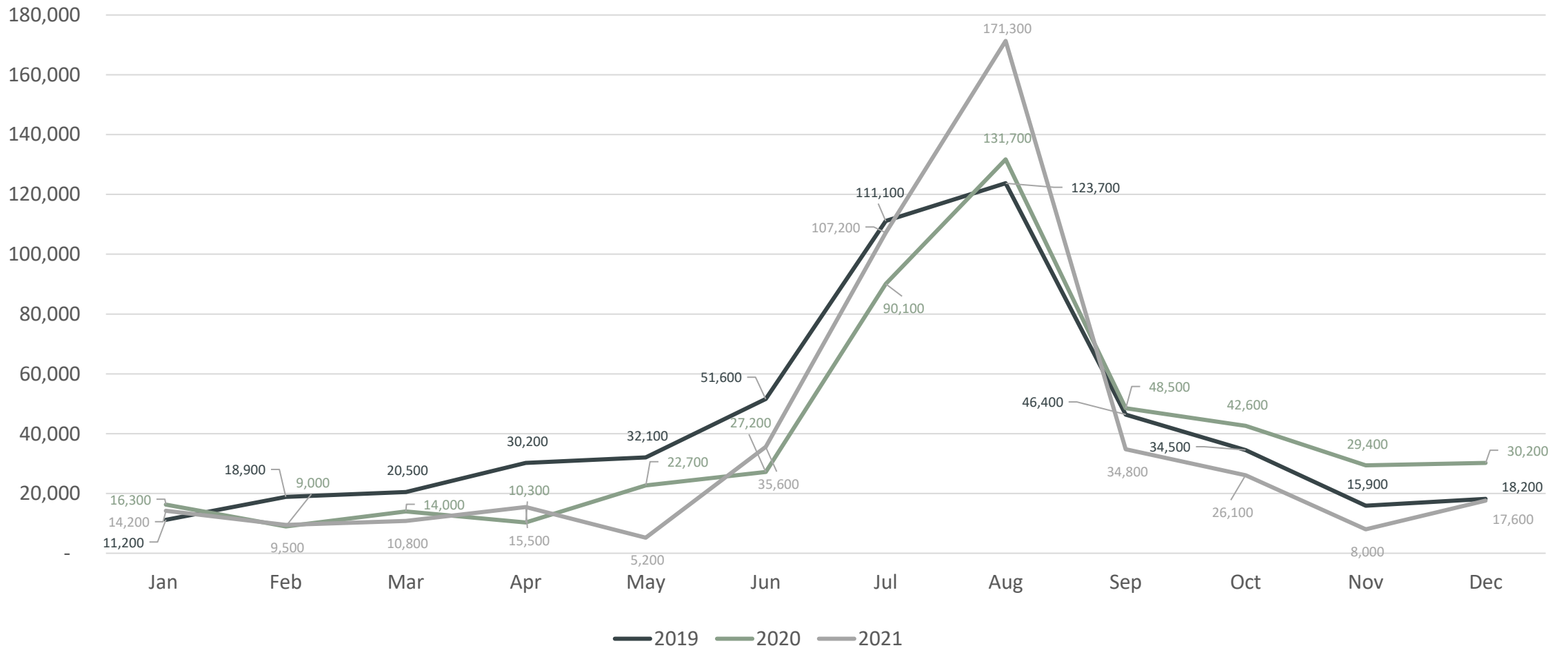
Alberta Visitation

ALBERTA TRIPS TO THE OKANAGAN-SIMILKAMEEN BY MONTH



Alberta Visitation

ALBERTA OVERNIGHT STAYS IN THE OKANAGAN-SIMILKAMEEN BY MONTH





ALBERTA TOP PRIZM Segments

2021 AB 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	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 42
Children at Home	53% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$140,202 compared to Alberta at \$126,807.
Top Social Value	Flexible Families, Need for Escape, Racial Fusion
Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in Swimming, Sporting Events, Canoeing/Kayaking, Ice Skating, Golfing
Travel	Average interest for travelling within Canada (Above Average for: BC, Calgary, Ontario), All-Terrain Families from Alberta spent an average of \$1,752 (Above Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 43% use Instagram (Above Average), 33% use Twitter (Above Average) and 70% use YouTube (Average).



2021 AB PRIZM Segment Summary

Country & Western

General Canadian Summary

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta
- EQ Type: Rejuvenator

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	43% of couples DO NOT have children living at home (Above Average).
Household Income	Below Average Household Income of \$101,869 compared to Alberta at \$126,807.
Top Social Value	Attraction to Nature, Emotional Control, Ecological Fatalism
Top Tourism Activities	Camping, Cycling, Swimming. Above Average interest Cycling, Fishing/Hunting, ATV/Snowmobiling, Historical Sites, Hockey
Travel	Average interest for travelling within Canada (Above Average for: Alberta, Saskatchewan, Manitoba), Country & Western from Alberta spent an average of \$1,508 (Average) on their last vacation.
Social Media	82% currently use Facebook (Average), 28% use Instagram (Below Average), 16% use Twitter (Below Average) and 65% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Family Mode

General Canadian Summary

- Middle-aged couples and families with children (ages 10+) at home
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (Retail, Public Administration)
- Value outdoor adventure and interacting with people from different cultures
- Top Geography: Barrie, Chilliwack, Kamloops, Oshawa and St. John's
- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 49
Children at Home	54% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$152,385 compared to Alberta at \$126,807.
Top Social Value	Need for Escape, Flexible Families, Racial Fusion
Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in Attending Sporting Events, Ice Skating, Canoeing/Kayaking, Fishing/Hunting, Zoos/Aquariums
Travel	Average interest for travelling within Canada (Above Average for: BC, Alberta, Calgary), Family Mode from Alberta spent an average of \$1,728 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Average) and 68% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

First- Class Families

General Canadian Summary

- Large, well-off suburban families, more than 40 percent of households contain four or more people
- University Educated, with white-collar jobs in management, education and government. They earn incomes that are nearly twice the national average
- Enjoy many team sports—baseball, basketball, football, hockey, volleyball, Many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce.
- Top Geography: Hamilton, Oshawa
- EQ Type: Authentic Experiencers

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	First-Class Families rank 22 nd , making up 33,902 households, or 2.1% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	57% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$189,758 compared to Alberta at \$126,807.
Top Social Value	Legacy, Effort Towards Health, Traditional Family
Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in Visiting National/Provincial Parks, Sporting Events, Bars/Restaurants
Travel	Average interest for travelling within Canada (Above Average for: BC, Banff, Vancouver, Jasper, Victoria, Toronto, Manitoba), First-Class Families from Alberta spent an average of \$1,742 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 39% use Instagram (Average), 30% use Twitter (Average) and 71% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Middle-Class Mosaic

General Canadian Summary

- Middle-income urban homeowners, mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25
- Moderate Education with positions in blue-collar and service sector jobs as well as manufacturing, transportation and trades
- Enjoy living a mellow urban lifestyle, participating in yoga, arts/crafts, movies and team sports
- Top Geography: Ontario, Winnipeg
- EQ Type: No Hassle Traveller

• Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	47% of couples have children living at home (Average).
Household Income	Below Average Household Income of \$97,258 compared to Alberta at \$126,807.
Top Social Value	Need for Escape, Social Intimacy, Legacy
Top Tourism Activities	Camping, Swimming, Hiking/Backpacking, Cycling, Attending Sporting Events
Travel	Average interest for travelling within Canada, Middle-Class Mosaic from Alberta spent an average of \$1,592 (Average) on their last vacation.
Social Media	79% currently use Facebook (Average), 44% use Instagram (Above Average), 30% use Twitter (Average) and 73% use YouTube (Average).



2021 AB PRIZM Segment Summary

Modern Suburbia

General Canadian Summary

- Younger and Middle-Aged, diverse families with younger children
- Highly Educated (University/College Degree)
- Mixed levels of employment
- Value trying new and exciting products and aesthetics over functionality
- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau
- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 41
Children at Home	58% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$142,117 compared to Alberta at \$126,807.
Top Social Value	Attraction for Crowds, Pursuit of Originality, Racial Fusion
Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in: Swimming, Cycling, Hiking/Backpacking, Attending Sporting Events, Visiting National/Provincial Parks
Travel	Average interest for travelling within Canada (Above Average for: BC, Banff, Alberta, Vancouver, Jasper, Saskatchewan, Toronto, Ontario), Modern Suburbia from Alberta spent an average of \$1,698 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 47% use Instagram (Above Average), 35% use Twitter (Above Average) and 72% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Multicultural Corners

General Canadian Summary

- Diverse, upper-middle-income city families, More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates
- Moderate Education with white-collar and service sector jobs
- Value an active lifestyle, a strong work ethic and connecting with smaller close-knit groups in an authentic and sincere manner
- Top Geography: Toronto, Calgary, Ottawa, Edmonton
- EQ Type: Free Spirits

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 12th, making up 52,077 households, or 3.2% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	56% of couples have children living at home (Above Average).
Household Income	Average Household Income of \$125,542 compared to Alberta at \$126,807.
Top Social Value	Multiculturalism, Legacy, Social Learning
Top Tourism Activities	Camping, Swimming, Hiking/Backpacking. Above Average interest in: Hiking/Backpacking, Attending Sporting Events, Bars/Restaurants, Ice Skating, Specialty Movie Theatres/IMAX
Travel	Average interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Victoria), Multicultural Corners from Alberta spent an average of \$1,607 (Average) on their last vacation.
Social Media	78% currently use Facebook (Average), 43% use Instagram (Average), 31% use Twitter (Above Average) and 75% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Multiculture-ish

General Canadian Summary

- Upscale, multi-ethnic suburban families, more than 40 percent of residents are immigrants
- University Education with jobs in management, business and sciences
- Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums.
- Top Geography: Toronto, Calgary, Edmonton
- EQ Type: Free Spirits

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Multiculture-ish rank 14 th , making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 48
Children at Home	65% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$168,915 compared to Alberta at \$126,807.
Top Social Value	Legacy, Consumption Evangelism, Primacy of the Family
Top Tourism Activities	Swimming, Camping, Cycling, Above Average interest in: Attending Sporting Events, Ice Skating, Golf, Theme Parks, Cross Country Skiing/Snowshoeing
Travel	Average interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Toronto, Ontario), Multiculture-ish from Alberta spent an average of \$1,699 (Average) on their last vacation.
Social Media	78% currently use Facebook (Average), 45% use Instagram (Above Average), 32% use Twitter (Above Average) and 75% use YouTube (Average).



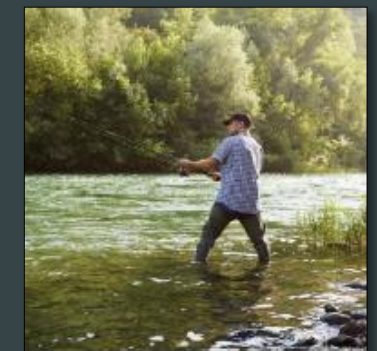
2021 AB PRIZM Segment Summary

New Country

General Canadian Summary

- One of the wealthiest rural segments with maintainers between the ages of 45-64 years old
- Mixed Education (high school/college degree/University Degree)
- Blue-collar employment in the fields of Agriculture, Mining and Manufacturing
- Value community involvement and purchasing from small businesses rather than larger corporations
- Top Geography: Manitoba, Ontario, Prince Edward Island, Saskatchewan
- EQ Type: Rejuvenator
- Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	46.4% of couples DO NOT have children living at home (Above Average).
Household Income	Below Average Household Income of \$107,857 compared to Alberta at \$126,807.
Top Social Value	Attraction to Nature, Community Involvement, Emotional Control
Top Tourism Activities	Camping, Cycling, Swimming. Above Average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports
Travel	Average interest for travelling within Canada (Above Average for: Alberta) New Country from Alberta spent an average of \$1,491 (Average) on their last vacation.
Social Media	81% currently use Facebook (Average), 26% use Instagram (Below Average), 16% use Twitter (Below Average) and 66% use YouTube (Average).



2021 AB PRIZM Segment Summary

Savvy Seniors

General Canadian Summary

- Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65
- Mixed Education (High School/College/University degree)
- Upper level positions in Science, Education, Arts and Public Administration
- Value cultural activities, art galleries, the theatre and classical music concerts
- Top Geography: Victoria, Abbotsford, Saskatoon, London, Guelph
- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Savvy Seniors rank 13 th , making up 45,839 households, or 2.8% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 56
Children at Home	48% of couples DO NOT have children living at home (Above Average).
Household Income	Average Household Income of \$126,606 compared to Alberta at \$126,807.
Top Social Value	Culture Sampling, Emotional Control, Effort Towards Health
Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in Dinner Theatre, Music Festivals
Travel	Average interest for travelling within Canada (Above Average for: Victoria, Saskatchewan, Manitoba) Savvy Seniors from Alberta spent an average of \$1,677 (Average) on their last vacation.
Social Media	75% currently use Facebook (Average), 40% use Instagram (Average), 30% use Twitter (Average) and 71% use YouTube (Average).



2021 AB PRIZM Segment Summary

Suburban Sports

General Canadian Summary

- Middle-aged couples and families (with children of all ages at home)
- Moderate Education (high school/college degree)
- Blue-collar positions in service sector (natural resources, Trades)
- Value community involvement and companies that treat their employees fairly
- Top Geography: St. John's, Victoria, Chilliwack, Kelowna and Barrie
- EQ Type: Gentle Explorer

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 7th, making up 63,021 households, or 3.8% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 50
Children at Home	46% of couples have children living at home (Average).
Household Income	Average Household Income of \$135,578 compared to Alberta at \$126,807.
Top Social Value	Need for Escape, Racial Fusion, Flexible Families
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports
Travel	Average interest for travelling within Canada, Suburban Sports from Alberta spent an average of \$1,597 (Average) on their last vacation.
Social Media	81% currently use Facebook (Average), 37% use Instagram (Average), 26% use Twitter (Average) and 68% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 AB 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 Experiencer

Source: Environics PRIZM Marketer's Guide 2021

Category	Alberta Highlights
Household Count	Of the 67 PRIZM Clusters identified in Canada, The A-List rank 24th, making up 21,148 households, or 1.3% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 58
Children at Home	55% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$483,591 compared to Alberta at \$126,807.
Top Social Value	Culture Sampling, Consumptivity, Legacy
Top Tourism Activities	Camping, Cycling, Swimming. Above average interest in Cycling, Attending Sporting Events, Visiting National/Provincial Parks, Hiking/Backpacking, Ice Skating
Travel	Average interest for travelling within Canada (Above Average for BC, Banff, Alberta, Vancouver, Jasper, Victoria, Toronto, Manitoba), The A-List from Alberta spent an average of \$1,910 (Above Average) on their last vacation.
Social Media	74% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Above Average) and 71% use YouTube (Average).





ALBERTA TOP EQ TYPES

2021 Alberta 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	Alberta Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 3rd, making up 207,017 households, or 12.6% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 57
Children at Home	49% of couples have children living at home (Average).
Household Income	Above Average Household Income of \$211,784 compared to Alberta at \$126,807.
Top Social Value	Legacy, Culture Sampling, Effort Towards Health
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Attending Sporting Events, Historical Sites, Downhill Skiing, Cross Country Skiing/Snowshoeing
Travel	Average interest for travelling within Canada (Above Average for: BC, Banff, Vancouver, Victoria, Toronto, Manitoba). Authentic Experiencers from Alberta spent an average of \$1,738 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 39% use Instagram (Average), 29% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

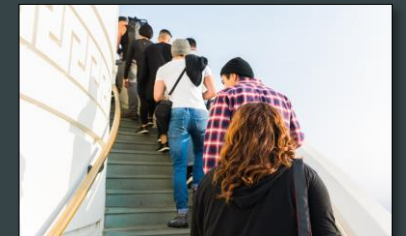
Free Spirits

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	Alberta Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 316,975 households, or 19.3% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	54% of couples have children living at home (Above Average).
Household Income	Average Household Income of \$123,273 compared to Alberta at \$126,807.
Top Social Value	Multiculturalism, Primacy of the Family, Racial Fusion
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Beer/Food/Wine Festivals
Travel	Average interest for travelling within Canada (Above Average for: Banff, Toronto). Free Spirits from Alberta spent an average of \$1,587 (Average) on their last vacation.
Social Media	79% currently use Facebook (Average), 44% use Instagram (Above Average), 32% use Twitter (Above Average) and 74% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

No Hassle Travellers

General Canadian Summary

- Mature singles and couples, without children at home, who are in or nearing retirement
- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life
- Average Canadians/Americans leading busy lives, understated and cautious with spending money
- Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations
- Prefer quiet weekend getaways close by

Source: Destination Canada EQ Reference Guide 2020

Category	Alberta Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 5th, making up 198,267 households, or 12.1% of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	48% of couples have children living at home (Average).
Household Income	Average Household Income of \$119,080 compared to Alberta at \$126,807.
Top Social Value	Need for Escape, National Pride, Emotional Control
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in ATV/Snowmobiling
Travel	Average interest for travelling within Canada. No Hassle Travellers from Alberta spent an average of \$1,620 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 39% use Instagram (Average), 27% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

Rejuvenators

General Canadian Summary

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves
- They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home

Source: Destination Canada EQ Reference Guide 2020

Category	Alberta Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 2nd, making up 230,949 households, or 14.1 of the total Households in Alberta (1,641,221).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	46% of couples DO NOT have children living at home (Above Average).
Household Income	Below Average Household Income of \$110,921 compared to Alberta at \$126,807.
Top Social Value	Attraction to Nature, Emotional Control, Community Involvement
Top Tourism Activities	Camping, Cycling, Swimming. Above Average interest in: Fishing/Hunting, ATV/Snowmobiling, Curling
Travel	Average interest for travelling within Canada (Above Average for: Manitoba). Rejuvenators from Alberta spent an average of \$1,524 (Average) on their last vacation.
Social Media	81% currently use Facebook (Average), 28% use Instagram (Below Average), 18% use Twitter (Below Average) and 66% use YouTube (Average).



Source: Environics Analytics- Envision 2021

CONTACT US

Karen Chalmers

Managing Director, Symphony Tourism Services

Email: karen@totabc.com

Phone: 778.721.5448

symphonytourismservices.com



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