



Similkameen Valley

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Regional District Okanagan Similkameen (RDOS)
2022 Visitor Research Analysis
and 2023/24 Target Groups

Executive Summary

1. BC continues to be the number one domestic market for visitors BC, followed by Alberta
2. Review of visitor market segments using the PRIZM market segmentation profiles from 2022 annual visitor data indicated similar visitor segments to the Regional District Okanagan Similkameen (RDOS) compared to the Thompson Okanagan region for the top 3 for BC and top 4 for Alberta. *Note this result is partially relative to the top market segments also represent the top household counts by volume.*
3. The top 18 individual PRIZM segments to the RDOS were grouped by life stage and location to identify 4 custom target groups for BC and 5 for Alberta to create custom profiles by market.
4. City vs. rural target groups are distinct and BC and Alberta target groups are distinct
5. Detailed reports with preferred activities, social values, media habits, travel preferences, etc. are provided for each custom target group.
6. In addition to targeting audiences by their target group, activity-based market profiles support the current visitor profiles





Target Groups



BC Market – RDOS Target Groups

- For the **BC** market target audiences have been grouped into four custom groups based on life stage and visitation in 2022 – Market size 63% of households
 1. Suburban Families (*Gentle Explorers*) – Fraser Valley, Okanagan, Vancouver Island
 2. Asian Couples & Families (*Free Spirits*) – Vancouver, Burnaby, Surrey, Richmond
 3. Mature Couples (*Authentic Experiencers*) – Vancouver Island, Okanagan, North Vancouver
 4. Young & Cultured (*Cultural Explorers*) – Vancouver, Victoria, Surrey North Vancouver

Alberta Market – RDOS Target Groups

- For the **Alberta** market target audiences have been grouped into five custom groups based on life stage and visitation in 2022 – Market size 59% of households
 1. Modern Suburban (*Virtual Traveller*) – Edmonton, Calgary
 2. Rural & Suburban Families (*Rejuvenators*) – Rural Alberta
 3. Cultured Urban & Suburban (*Free Spirits*) – Calgary, Edmonton
 4. Mature Urbanites (*Personal History Explorers*) – Calgary, Edmonton
 5. Upscale Middle Aged Suburban Families (*Authentic Experiencers*) – Rural Alberta



Key Recommendations

1. Target audiences by top visitation and market potential first by Province – priority BC, followed by Alberta
2. Where data provides local or regional district level visitor statistics continue to group audiences for targeting (annual process)
3. Create content for both overall common audience appeal factors and niche content for target group sets
4. Utilize target audience groups for experience design, content creation, and marketing unique to BC and Alberta.
5. For destination marketing consider targeting to each distinct group with a dedicated website landing page and ad creative (*when using postal code targeting*)
6. Audience targeting recommendations include relevant previous visitors, look-alike audiences, close-in regional markets, by interests (e.g. activities), travel intent, visitors to other geographic areas that are a potential match such as National Parks enthusiasts via past visitation geo-fencing for digital target marketing by target group.
7. The further east along Highway 3 past Osoyoos visitation increases from Albertans vs. BC residents and decreases from Vancouver, therefore targeting from the East (Alberta) to the East (Kootenay Rockies) and West (Lower Mainland) to the West is recommended.
8. Disseminate information to local operators to review in the context of their experience offerings



Introduction & Context

Introduction & Context

1. The Similkameen Valley Planning Society (SVPS), as part of their tourism services, has engaged with Carlisle & Co. Consulting Services to report on target audiences for the Similkameen Valley area based on the analysis of visitors from 2022 to the broader area of the Regional District Okanagan Similkameen (RDOS). Destination BC Research Services provided the baseline reports from the Highway 3 Research project or the RDOS and custom target group reports for this project based on the analysis of Carlisle & Co.
2. The information provided does not distinguish by travel purpose (business, leisure, Visiting Friends and Relatives (VFR), etc.) therefore the findings apply to all visitor types and final selection for the tourism sector should consider desirable leisure traveller personas in addition to those provided which can also be profiled by activity type.
3. The Target Audiences have been identified based on one source of visitor data using the latest methodology release with the 2022 Environics Analytics data vintage. Additional research such as social listening, key word research, and other sources including [Thompson Okanagan Tourism Association](#) [Destination BC](#) and [Destination Canada](#), plus sector group analysis should be considered for additional insights.
4. Target Audiences are customized based on similar characteristics grouped together, known as Target Groups to allow for personalization of audience understanding and potential engagement by tailoring experience design, content creation and marketing for each group.
5. Target Groups are created from Environics Analytics PRIZM segments which can be combined and cross-referenced with Destination Canada's Explorer Quotient (EQ) travel type, Location (urban/suburban/rural), Life-stage (Family Life, Mature Years, Younger Years), Social Values, Activity such as (hike, cycle, culinary, etc.).

Process

Methodology

Domestic visitor and market analysis for BC/AB was conducted using [Environics Analytics](#) (EA) data sources and [PRIZM](#) market segmentation, which classifies neighbourhoods into 67 segments which are mapped to the nine [Destination Canada Explorer Quotient \(EQ\)](#)[®] market segmentation profiling EQ Explorer types. PRIZM segments are the primary influence as corresponding EQ types are cross-referenced for leisure travel values insights only.

A review of visitor and market reports was summarized to formulate the key findings, conclusions and recommendations based on the most recent data available. Data vintages and methodologies differ by report source.

Key findings are based on the visitor data and market potential from the reports listed, supplemented with additional market reports based on the top visitor origin cities of the study area including the RDOS compared to the Thompson Okanagan Region as a whole. Review of the Highway 3 visitor analysis was also conducted, which includes Hope to Sparwood.

Visitor & Market Reports - Sources

- The current 2022 data sources include the [Visitor View](#) data sources for the Okanagan Similkameen Regional District (RDOS). The custom target group reports were created based on visitor volume. (Source: Destination BC, Research Services)
- 2022 Year in Review Visitor Reports and 2023 Year-To-Date Visitor Reports for Thompson Okanagan Tourism Region and British Columbia and Alberta (Visitor View). (Source: Kootenay Rockies Tourism, via Highway 3 Research Legacy Project)
- 2022 PRIZM and EQ market profiles for BC and Alberta (Source: Kootenay Rockies Tourism via Highway 3 Research Legacy Project)
- 2021 Data Source for Activity Based market reports for BC. (Source: Kootenay Rockies Tourism via Highway 3 Research Legacy Project)

PRIZM Overview – Market Segmentation System

The PRIZM segmentation system classifies Canada’s neighbourhoods at a postal code-level into actionable, lifestyle segments.



Look up your segment!

<https://prizm.environicsanalytics.com/>

PRIZM Captures:



Aging population



Increased cultural diversity



More urban lifestyles; Emerging urban Fringe



Emergence of Millennial lifestyles



Evolving household types

M4W 3H1 Uniqueness of each 6-digit postal code

- Best in class methodologies and multiple recent data sources combine for a granular view that confirms the big picture from the ground up
- Assigns neighborhoods to a lifestyle segment at a postal code level based on demographics, psychographics, and other behaviors



Key Findings

Thompson Okanagan Region

Key Findings

Thompson Okanagan Region

1. Visitor PRIZM segments are unique to each Province of Origin (BC/AB) and become more granular at the local and regional district level vs. the Thompson Okanagan Tourism Region level, therefore forming custom target groups is a valid approach.

Note: While local visitor volume numbers are lower, they provide insights for the top segments as they become more niche at that level.



Key Findings

Thompson Okanagan Region

- Total visitor volume to the **Thompson Okanagan region** is estimated at 3,663,000 Canadian Visitors up 79% over 2021 (Compared to BC visitation 9,171,400 up 63%), indicating recovery from local climate and COVID-19 impacts.

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

- 2022 domestic visitors to the **Thompson Okanagan region** originate from BC (59%, down from 62% in 2021), Alberta (28% same as 2021), followed by, Ontario (6% up from 5% in 2021) and Saskatchewan (3% down 1% from 2021).

2022 Domestic Visitation

3,663,000 Canadian Visitors

Increase of 36%
2022 compared to
2019

Increase of 54%
2022 compared to
2020

Increase of 79%
2022 compared to
2021



Key Findings

Thompson Okanagan Region

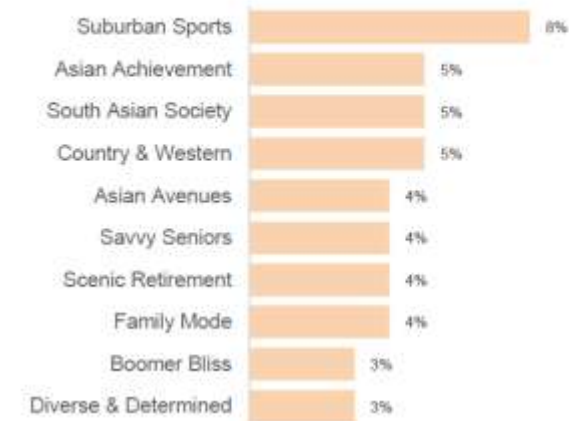


4. In descending order, the top BC visitor origin to the **Thompson Okanagan region** by volume is Vancouver, Surrey, Burnaby, Richmond, Kelowna, Abbotsford, Kamloops, Langley, Coquitlam, Delta.

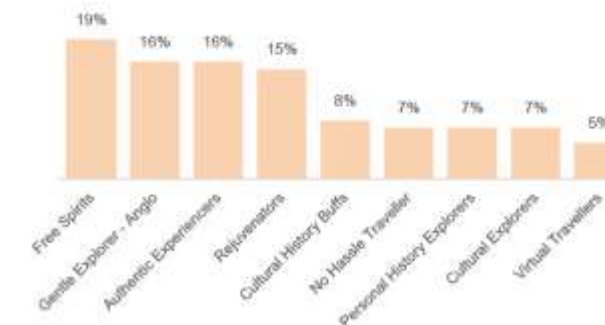
5. The top PRIZM segments by overall volume in descending order by visitors to the **Thompson Okanagan Region** are Suburban Sports (#1 Household count in BC), Asian Achievement, South Asian Society, Country & Western, Family Mode, Asian Avenues, Savvy Seniors, Scenic Retirement, Boomer Bliss, and Diverse and Determined. The top corresponding EQ traveller types are Free Spirits (19%), Gentle Explorers (16%), Authentic Experiencers (16%), Rejuvenators (14%), Cultural History Buffs (8%), No Hassle Traveller (7%), Personal History Explorers (7%), Cultural Explorers (7%), and Virtual Travellers (5%).

City	2022 Visitor Count
Vancouver	267,200
Surrey	232,500
Burnaby	96,500
Richmond	83,900
Kelowna	80,500
Abbotsford	78,600
Kamloops	68,100
Langley	67,800
Coquitlam	66,700
Delta	50,400

2022 BC Visitors by PRIZM Segment



2022 BC Visitors by EQ Type



Key Findings

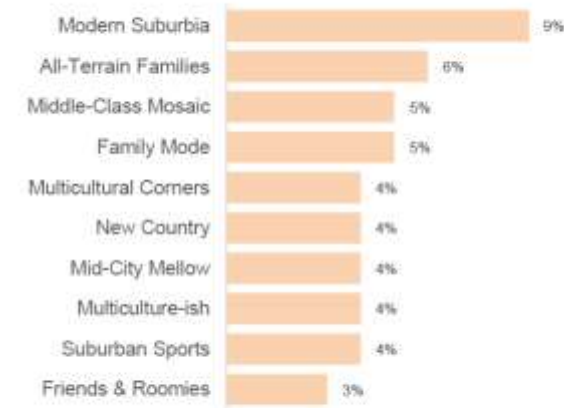
Thompson Okanagan Region



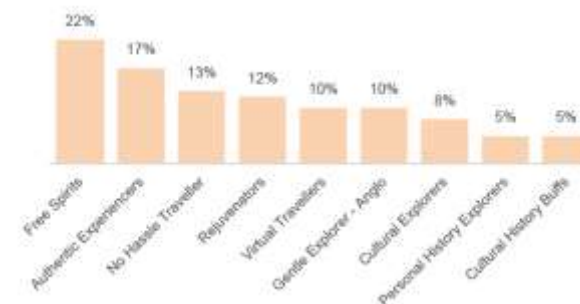
- In descending order, the top ALBERTA visitor origin to the **Thompson Okanagan region** by volume is Calgary, Edmonton, Strathcona County, Red Deer, Airdrie, Grand Prairie, St. Albert, Lethbridge, Rocky View County, Wood Buffalo.
- The top PRIZM segments by overall volume in descending order by visitors to the **Thompson Okanagan Region** are Modern Suburbia (#1 Household count in AB), All-Terrain Families, Middle-Class Mosaic, Family Mode, Multicultural Corners, New Country, Mid-City mellow, Multiculture-ish, Suburban Sports, Friends & Roomies. The top corresponding EQ traveller types are Free Spirits (22%), Authentic Experiencers (17%), No Hassle Travellers (13%), Rejuvenators (12%), Virtual Travellers (10%), Gentle Explorer - Argo (10%), Cultural Explorers (8%), Personal History Explorers (5%), Cultural History Buffs (5%).

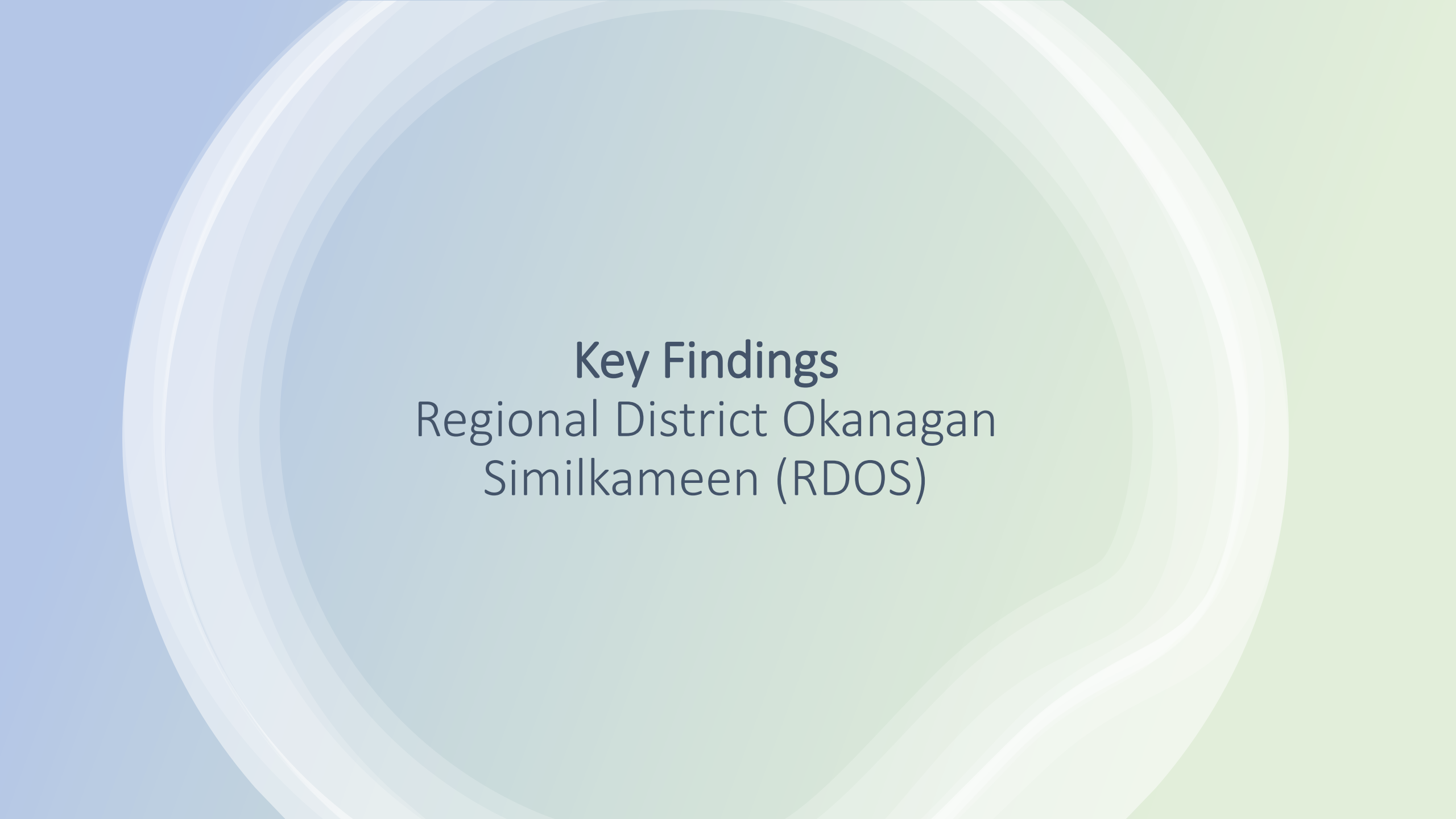
City	2022 Visitor Count
Calgary	376,900
Edmonton	213,500
Strathcona County	25,400
Red Deer	23,800
Airdrie	23,600
Grande Prairie	17,900
St. Albert	17,300
Lethbridge	15,400
Rocky View County	13,900
Wood Buffalo	11,700

2022 AB Visitors by PRIZM Segment



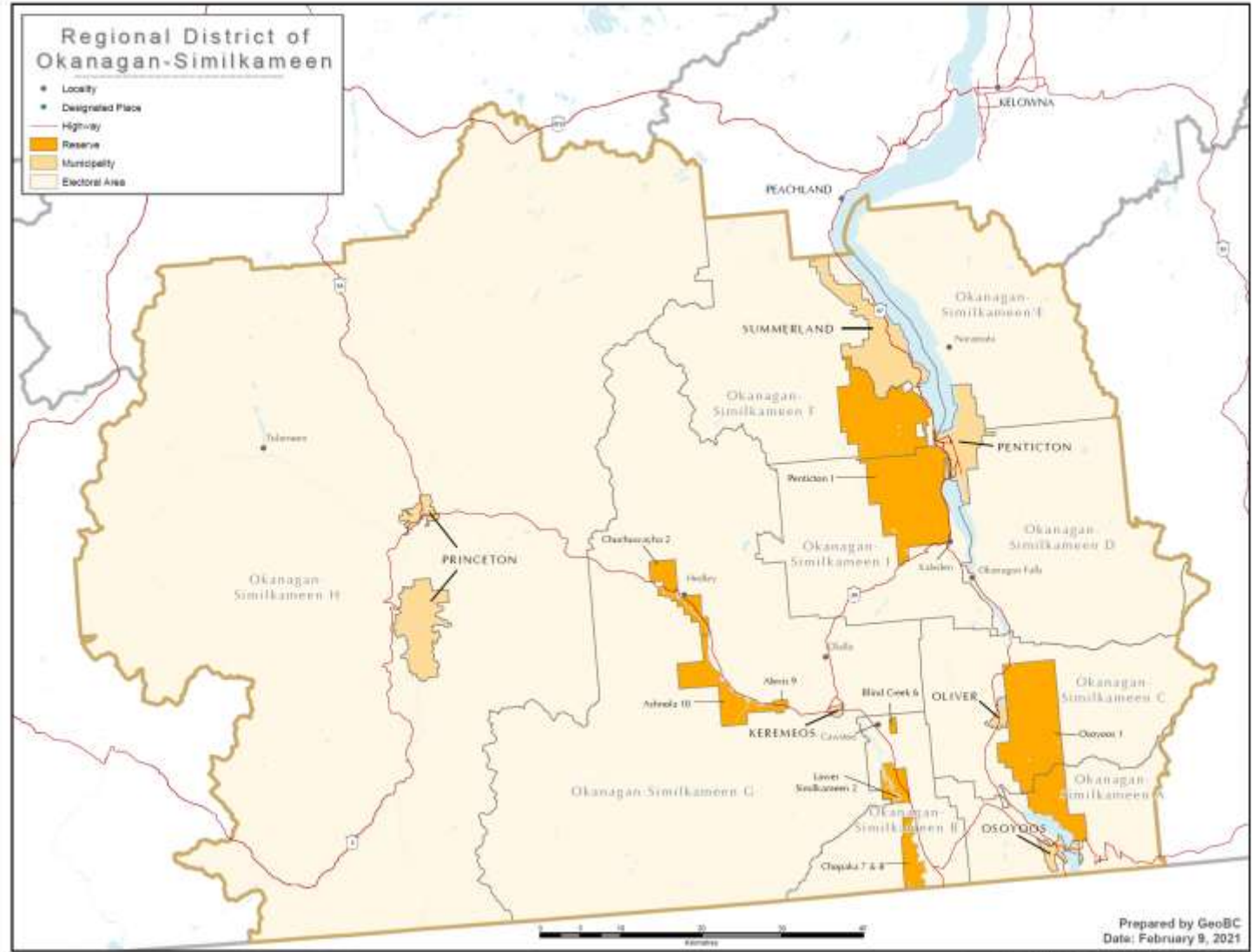
2022 AB Visitors by EQ Type





Key Findings
Regional District Okanagan
Similkameen (RDOS)

Regional District Okanagan Similkameen





Key Findings RDOS

1. Top domestic visitation to the RDOS is from BC (primary) followed by Alberta (secondary)
2. Top BC regional visitation to the Regional District Okanagan Similkameen (RDOS) is from the Vancouver Coast & Mountains region with 529,600 visitors, 794,300 trips and 2,286,700 nights with an average of 2.9 nights per trip in 2022.
3. Top BC visitor origin to the Regional District Okanagan Similkameen (RDOS) by volume is Vancouver, Surrey, Burnaby, Richmond, Abbotsford, Kelowna, Langley, Coquitlam, Kamloops, Chilliwack, Maple Ridge, Delta, North Vancouver, representing 61% of all visitors from BC.
4. Secondary BC regional visitation to the Regional District Okanagan Similkameen (RDOS) by volume was from within the Thompson Okanagan Region with 126,400 visitors, 203,800 trips, 464,200 nights with an average of 2.3 nights per trip followed by Vancouver Island with 75,200 visitors, 101,500 trips, 303,500 nights and average of 3 nights per trip; Kootenay Rockies 30,000 visitors, 48,500 trips, 110,800 nights, 2.3 nights per trip; Northern BC 21,700 visitors, 30,900 trips, 110,600 nights and average of 3.6 nights per trip and least visitation is from the Cariboo, Chilcotin Coast region with 8,200 visitors, 12,700 trips, 38,700 nights and 3 nights average per trip.

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: 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)

Nights per Trip: Include the average number of nights for each visit within the destination

Key Findings RDOS



Top ALBERTA visitor origin to the Regional District Okanagan Similkameen (RDOS) by volume is Calgary, Edmonton, Strathcona County, Airdrie, Red Deer, Lethbridge, St. Albert, Grand Prairie, Rocky View County, Okotoks representing 72% of all visitors from Alberta.

Top AB Visitor Origins to Okanagan Similkameen				
City	Count	%	Index	
Calgary	67,000	37%	118	
Edmonton	36,000	20%	81	
Strathcona County	4,700	3%	114	
Airdrie	4,600	3%	151	
Red Deer	4,100	2%	91	
Lethbridge	3,900	2%	86	
St. Albert	3,200	2%	111	
Grande Prairie	3,000	2%	103	
Rocky View County	2,100	1%	130	
Okotoks	2,100	1%	166	
TOP CSDs	130,700	72%	104	
Index Legend	Under 80	110 to 119	120 to 149	Over 150

Description of labels

Count: The number of visitors living in that geography.

% Comp: (Count/Total Count * 100) The percentage of the total visitors living in that geography

Index: (% / Base % * 100) measures whether the presence of visitors in a geography is over represented or under represented when compared to the overall average presence of customers in BC (average = 100)

RDOS Top 10 Segments by Volume vs. Thompson Okanagan Region (TO)

- **BC Top 10 PRIZM Segments**

- Suburban Sports #1 RDOS & TO
- Asian Achievement #2 RDOS & TO
- South Asian Society #3 RDOS & TO

- Family Mode #4 RDOS #8 TO
- Boomer Bliss #5 RDOS #9 TO
- Savvy Seniors #6 RDOS # 6 TO
- Asian Avenues #7 RDOS #5 TO
- Country & Western #8 RDOS #4 TO
- Scenic Retirement #9 RDOS #7 TO
- Diverse & Determined #10 RDOS #10

- **Alberta Top PRIZM Segments**

- Modern Suburbia #1 RDOS & TO
- All-Terrain Families # 2 RDOS & TO
- Middle-Class Mosaic #3 RDOS & TO
- Family Mode #4 RDOS & TO

- Mid-City Mellow #5 RDOS #7 TO
- New Country #6 RDOS #6 TO
- Multicultural Corners #7 RDOS #5 TO
- Suburban Sports #8 RDOS TO #9 TO
- Multiculture-ish #9 RDOS #8
- County & Western #10 RDOS Not in TO top 10





Target Groups
Regional District Okanagan
Similkameen (RDOS)

About Target Groups from RDOS Visitors

1. Target Groups combine similar variables for targeting by location, life-stage, characteristics, etc. based on previous visitors to the RDOS in 2022
2. Target Groups allow for personalization of audience targeting and potential engagement by tailoring experience design, content creation and marketing for each group.
3. Target Groups are created from combining individual PRIZM segments which are cross-referenced by EQ type, Location (urban/suburban/rural), Life-stage (Family Life, Mature Years, Younger Years), Social Values, Activity such as (hike, cycle, culinary, etc.).
4. Target Groups are based on highest visitor volume from previous visitation using the 2022 data vintage. The target groups are presented by market size, this accounts for current visitors and new market potential. Refer to the full report by the corresponding custom target group name for details about each group.
5. Additional layering of activity-based target audiences have been included as they are relevant to the RDOS experience themes. Refer to the full report by each activity theme. While the BC data set is from 2021, it is the only source available currently.



TARGET GROUPS BC




Key Findings – BRITISH COLUMBIA



Four distinct target groups represent **63.2%** or **1,282,420** of BC households for market potential, which is over ½ of BC households.

1. Suburban Families
 2. Asian Couples & Families
 3. Mature Couples
 4. Young & Cultured
1. Location of the target groups are found outside Vancouver and mostly located in the Fraser Valley, Okanagan and Vancouver Island with the exception of the Asian Families/couples group who are located in Vancouver, Burnaby, Surrey and Richmond
 2. Close in regional travel (Okanagan Corridor) supports local communities in addition to higher volumes from larger populated areas (Lower Mainland)
 3. Overall Top EQ Types: Primary; Gentle Explorers, Secondary; Free Spirits, Authentic Experiencers and Cultural Explorers
 4. Median household age ranges by each group 53,52,61,47
 5. Cultural diversity is low for groups 1&3, high for Asian Couples and Families, medium for group 4
 6. Overall mix of singles, couples and families
 7. Key social values include: Need for Escape, Status via Home, Duty

RDOS Target Groups By Life Stage in BC

Group Name	EQ Type	HH Count	Cultural Diversity	Life stage	Location
#1 Suburban Families Suburban Sports (58.8%) (GE) Family Mode (23.9%) (NHT) Kick-back Country (17.2%) (R)	Gentle Explorers (58.8%) No Hassle Travellers (23.9%) Rejuvenators (17.2%)	208,555 (10.3%)	Low (14.5%)	Above-average-income, mature urbanites (median age 53) in primarily 2-5+ person households, 35% 2-person households	Fraser Valley (Maple Ridge, Abbotsford, Langley, Chilliwack, Mission), Okanagan (Kelowna, Kamloops), Vancouver Island (Langford) and Prince George
#2 Asian Couples & Families Asian Achievement (27.8%) Asian Avenues (23.3%) South Asian Society (20.1%) New Asian Heights (20%) Asian Sophisticates (8.7%)	Free Spirits (56.6%) Personal History Explorers (23.3%) Cultural History Buffs (20%)	345,573 (17%)	High (74.5%)	Average income, younger to older aged City Dwellers (median age 52) in primarily 3-5+ person households, more than half have children at home	Vancouver, Burnaby, Surrey, Richmond, Coquitlam, Abbotsford, New Westminster, Delta, Greater Vancouver (Area A)
#3 Mature Couples Savvy Seniors (18.6%) Scenic Retirement (18.3%) Country & Western (17.6%) Boomer Bliss (14%) Suburban Recliners (11.3%) Backcountry Boomers (11.1%) Mature & Secure (9.2%)	Authentic Experiencers (41.7%) Rejuvenators (36%) Gentle Explorers (11.3%) Virtual Travellers (11.1%)	495,543 (24.4%)	Low (12.7%)	Just below average income, mature small city dwellers (median age 61) in primarily 2 person households (41.5%) followed by 1-person households (28.9%), more than half have children at home	Vancouver Island (Saanich, Nanaimo) Okanagan (Kelowna, Vernon, Penticton) North Vancouver, Delta
#4 Young & Cultured Diverse & Determined (36.4%) Eat, Play, Love (32.2%) Friends & Roomies (31.4%)	Cultural Explorers (63.6%) Cultural History Buffs (36.4%)	232,749 (11.5%)	Medium (39.9%)	Below average income, younger city dwellers, (median age 47), in primarily 1 person households, less than half without kids at home	Vancouver, Victoria, Surrey, North Vancouver, Coquitlam, New Westminister, Saanich
	Total BC Households Primary Targets	1,282,420 63.2% of BC Households		TOTAL BC HOUSEHOLDS 2,030,007	

Top Social Values of RDOS Target Groups for BC

Refer to Social Values Glossary for full descriptions



Target Group	Top Social Values
#1 Suburban Families	Need for Escape, Emotional Control, Rejection of Orderliness, Personal Control and Attraction to Nature.
#2 Asian Couples & Families	Status via Home, Ostentatious Consumption, Importance of Aesthetics, Traditional Family (Note: Attraction to Nature – low)
#3 Mature Couples	Duty, Utilitarian Consumerism, Emotional Control, Community Involvement, Need for Escape
#4 Young & Cultured	Cultural Sampling, Equal Relationship with Youth, Pursuit of Originality, Ecological Lifestyle, Time Stress



BC TARGET GROUP

SUBURBAN FAMILIES



RDOS - BC Target Group # 1 Suburban Families

#1 Target Group Suburban Families represents 10.3% of households in BC or 208,555

Above-average-income, mature urbanites (median age 53) in primarily 2-5+ person households, 35% 2-person households

- **Primary locations:** Fraser Valley (Maple Ridge, Abbotsford, Langley, Chilliwack, Mission), Okanagan (Kelowna, Kamloops), Vancouver Island (Langford) and Prince George
- **Primary EQ type:** Gentle Explorers (58.8%), No-Hassle Travellers (23.9%), Rejuvenators (17.2%)
- **Cultural Diversity:** Low (14.5%)
- **Median Household Maintainer Age:** Above-average-income, mature urbanites (median age 53) in primarily 2-5+ person households, 35% 2-person households
- **Average income:** \$138,326 (Above average household income for BC at \$118,490)
- **Top Social Values:** Need for Escape, Emotional Control, Rejection of Orderliness, Personal Control and Attraction to Nature
- **Top Sports Leisure and Tourism Activities:** Camping, cycling, hiking/backpacking, canoeing/kayaking, parks
- **Digital Channels Use:** Facebook 81.6%, YouTube 70.6%, Instagram 38.6%, Twitter 23.6%



Destination Canada EQ[®] Profile Summary

Familiarity Seekers - Gentle Explorers – 58.8%

- 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. They are typically located in rural settings. Gentle Explorers want to get the best there is to offer when it comes to hotels, restaurants and shopping. They are attracted to affordable packages demonstrating value for money and a taste of luxury. They prefer structured, pre-planned trips, and are less interested in leaving the beaten path and being exposed to the local way of life.
- Experience Appeal: observing, socializing, celebrating.



Destination Canada EQ[®] Profile Summary

Familiarity Seekers – No-Hassle Traveller- 23.9%

- 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.
- They are average Canadians/Americans leading busy lives, understated and cautious with spending money. They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations. Vacation is a time to be carefree and indulge – they will enjoy spa, great cuisine and other opportunities for a little pampering.
- They prefer quiet weekend getaways close by. They are typically located in rural settings.
- Top defining Values Personal Control: They are seeking more control over the events that impact their lives. Need for Status Recognition: They desire to be held in esteem and respect by others, through good manners, taste and style. Skepticism Towards Advertising: They do not turn to or appreciate advertising – downplay the importance of brands as markers of quality. Meaningful Moments: They cherish the ordinary moments in everyday life – they will take time to indulge in individual pleasures. Work Ethic: A strong work ethic is important, as is a sense of duty to others. Many are women, and they tend to believe in the equality of the sexes in the workplace. Bottom defining Values Adaptability to Complexity: They are overwhelmed by challenges and changes - they tend to trail other types in adopting the latest technologies. Penchant for Risk: They tend to not set difficult or risky goals for themselves.
- Cultural Immersion: They are not interested in immersing themselves in the culture of the places they visit – they prefer to ‘observe’ rather than ‘live like a local’



Destination Canada EQ[®] Profile Summary

Escapists – Rejuvenators- 17.2%

- 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.
- They like the outdoors, nature and unstructured travel and are comfort seekers. They are typically located in rural settings. Rejuvenators do not want an overly hectic schedule and seek connections to nature. They tend to be mature, lower-middle income couples and families in small towns and rural communities. Rejuvenators are frugal consumers and tend to be practical in their purchase decisions, not being swayed by popular brand names. Rejuvenators are also among the last to embrace digital media and smart devices.
- Experience Appeal: relaxing, celebrating.



BC TARGET GROUP

ASIAN COUPLES & FAMILIES



RDOS - BC Target Group

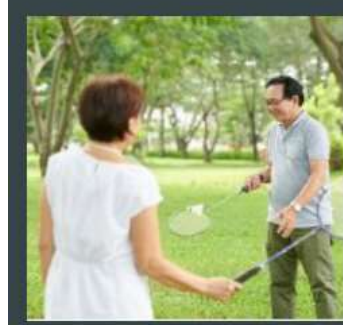
2 Asian Couples & Families

#2 Target Group Asian Couples & Families represents 17% of households in BC or 345,573.

Average income, younger to older aged City Dwellers (median age 52) in primarily 3-5+ person households, more than half have children at home

- **Primary locations:** Vancouver, Burnaby, Surrey, Richmond, Coquitlam, Abbotsford, New Westminster, Delta, Greater Vancouver (Area A)
- **Primary EQ type:** Free Spirits (56.6%), Personal History Explorers (23.3%), Cultural History Buffs (20%)
- **Cultural Diversity:** High (74.5%)
- **Median Household Maintainer Age:** Average income, younger to older aged City Dwellers (median age 52) in primarily 3-5+ person households, more than half have children at home
- **Average income:** \$119,545 (average household income for BC at \$118,490)
- **Top Social Values:** Status via Home, Ostentatious Consumption, Importance of Aesthetics, Traditional Family (Note: Attraction to Nature – low)
- **Top Sports Leisure:** Video Games, Bowling, Jogging, Billiards, Basketball
- **Digital Channels Use:** Facebook 73.8%, YouTube 74.6%, Instagram 42%, Twitter 29.6%

RDOS - BC Target Group # 2 Asian Couples & Families



Destination Canada EQ[®] Profiles Summary

Indulgers – Free Spirits 56.6%

- 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. They tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest. They seek structure when they travel so they can indulge in worry-free hedonistic activities. They enjoy the best they can afford in terms of accommodation and restaurants.
- They have an interest visiting parks and iconic historic sites and will travel multi-day tours, prefer gourmet food and brand accommodation. They are typically located in urban settings.
- Accommodation preferences include commercial, international brand, boutique hotels, luxury hotels and spa services. They prefer gourmet and high-end restaurants, active participation in adventure and/or winter sports, entertainment and shopping, social events, festivals, activities they can do with their kids, wildlife/marine viewing (in the wild or zoos and aquariums), visiting parks, iconic historic sites and interpretive centres, detailed itineraries that allow them to sample and not miss the hot spots, multiple-day tours by bus, access to wi-fi is important as they love to share on social media. They avoid farm stays, volunteerism, and hostels.
- Experience Appeal: thrilling, exciting, socializing.



Destination Canada EQ[®] Profiles Summary

Learners – Personal History Explorers 23.3%

- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style, and security. They are a more culturally diverse group. They are social people who enjoy being with others when travelling and favour group travel. They are typically located in rural settings.
- A Personal History Explorer will seek: Roots Travel: Their most important travel motivation is interest in understanding ancestry, heritage. Comfort/Luxury Seekers: They want their creature comforts and will splurge on the finer things, including luxurious accommodations when on vacation. Canadian PHEs also enjoy active adventure. Security Concern: They tend to be anxious travellers, fearful for their personal security Checklist Travel: They want to see all the main attractions but don't need to go in depth with any. Shared Experience: Attracted to groups where they can socialize and share the experience with others. Hedonistic Rejuvenation: Vacation is a time to be carefree and indulge – they will enjoy spa, great cuisine and other opportunities for a little pampering.



Destination Canada EQ[®] Profiles

Learner – Cultural History Buffs 20%

- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations. They tend to be highly educated, and often single. They like to travel alone or with one another. They have a high propensity for international travel.
- A Cultural History Buff will seek: Historical Travel: They love to learn about and absorb themselves in the ancient history, as well as the modern cultures of the places they visit. Nature: They will choose destinations that provide opportunities to experience natural beauty. Cultural Immersion: The best way to experience a culture is to interact with it as deeply as possible. Constant Travel: They put a high priority on travel, making them an attractive target. Group Travel: They prefer well-organized trips and the security that comes from being part of a group and where they can share their experiences and socialize.
- Experience Appeal: in-depth learning.



BC TARGET GROUP

MATURE COUPLES



RDOS - BC Target Group # 3 Mature Couples

#3 Target Group Mature Couples represents 24.4% of households in BC or 495,543

Just below average income, mature small city dwellers (median age 61) in primarily 2 person households (41.5%) followed by 1-person households (28.9%), more than half have children at home

- **Primary locations:** Vancouver Island (Saanich, Nanaimo) Okanagan (Kelowna, Vernon, Penticton) North Vancouver, Delta
- **Primary EQ type:** Authentic Experiencers (41.7%), Rejuvenators (36%), Gentle Explorers (11.3%), Virtual Travellers (11.1%)
- **Cultural Diversity:** Low (12.7%)
- **Median Household Maintainer Age:** Just below average income, mature small city dwellers (median age 61) in primarily 2 person households (41.5%) followed by 1-person households (28.9%), more than half have children at home
- **Average income:** \$115,810 (below average household income for BC at \$118,490)
- **Top Social Values:** Duty, Utilitarian Consumerism, Emotional Control, Community Involvement, Need for Escape
- **Top Sports /Leisure:** Gardening, Camping, Cycling, Photography, Parks
- **Digital Channels Use:** Facebook 79%, YouTube 68.8%, Instagram 32.2%, Twitter 21.7%



RDOS - BC Target Group # 3 Mature Couples



Destination Canada EQ[®] Profile Summary

Learners - Authentic Experiencers – 41.7%

- Authentic Experiencers tend to be mature, affluent couples from suburban and urban fringe neighbourhoods in urban areas. Travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history and culture of the places they visit. They tend to be older, highly educated, and adventurous. They relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way. They are drawn to nature (especially parks), small towns, historic sites and well-known wonders. Travel is an important part of their lives, so they are likely to go often and for a while. They enjoy historical travel, low-impact activities and learning, unique dining experiences including local ingredients. They tend to be healthy and live active lifestyles.
- Accommodation preferences include country inns, B&Bs, eco-lodges and options that connect them to the local history and culture. They prefer unique dining experiences featuring local ingredients, wineries for tours and tastings, historical travel, low-impact activities, learning, being behind the scenes – experiences that are not mass tourist markets, they enjoy opportunities for interacting with new cultures, parks for wildlife/marine-life viewing, adventure, interpretive centres, visiting small towns historic sites and well-known wonders. They prefer self-touring and avoid touristy situations and want time to do their own thing. Small group shuttle is OK, and they love a surprise, appreciate recycling and other sustainable options. They avoid nightclubs, lounges, motorcycling, and group travel.
- Experience Appeal: discovering, accomplishing.



Destination Canada EQ[®] Profile Summary

Escapists – Rejuvenators - 36%

- 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.
- They like the outdoors, nature and unstructured travel and are comfort seekers. They are typically located in rural settings. Rejuvenators do not want an overly hectic schedule and seek connections to nature. They tend to be mature, lower-middle income couples and families in small towns and rural communities. Rejuvenators are frugal consumers and tend to be practical in their purchase decisions, not being swayed by popular brand names. Rejuvenators are also among the last to embrace digital media and smart devices.
- Experience Appeal: relaxing, celebrating.



Destination Canada EQ[®] Profile Summary

Familiarity Seekers - Gentle Explorers – 11.3%

- 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. They are typically located in rural settings. Gentle Explorers want to get the best there is to offer when it comes to hotels, restaurants and shopping. They are attracted to affordable packages demonstrating value for money and a taste of luxury. They prefer structured, pre-planned trips, and are less interested in leaving the beaten path and being exposed to the local way of life.
- Experience Appeal: observing, socializing, celebrating.



Destination Canada EQ[®] Profiles

Familiarity Seekers - Virtual Traveller – 11.1%

Virtual Travellers are highly reluctant travellers who travel only when they must, and typically to visit friends or relatives, for them travelling is a chore, not an experience to be enjoyed. They are fearful of change and complexity in their lives and like to maintain control when travelling. They are unlikely to venture far from home.



BC TARGET GROUP

YOUNG & CULTURED



RDOS - BC Target Group # 4 Young & Cultured

#4 Target Group Young & Cultured presents 11.5% of households in BC or 232,749

Below average income, younger city dwellers, (median age 47), in primarily 1 person households, less than half without kids at home

- **Primary locations:** Vancouver, Victoria, Surrey, North Vancouver, Coquitlam, New Westminister, Saanich
- **Primary EQ Type:** Cultural Explorers (63.6%), Cultural History Buffs (36.4%)
- **Cultural Diversity:** Medium (39.9%)
- **Median Household Maintainer Age:** Below average income, younger city dwellers, (median age 47), in primarily 1 person households, less than half without kids at home
- **Average income:** \$101,309 (below average household income for BC at \$118,490)
- **Top Social Values:** Cultural Sampling, Equal Relationship with Youth, Pursuit of Originality, Ecological Lifestyle, Time Stress
- **Top Sports /Leisure:** Exhibitions, Carnivals, Parks, Swimming, Hiking
- **Digital Channels Use:** Facebook 77.7%, YouTube 73.2%, Instagram 45.9% Twitter 29.4%



Destination Canada EQ[®] Profiles

Learners– Cultural Explorer- 64%

- Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover, and immerse themselves in the culture, people, and settings of the places they visit. They are avid, open-minded, and socially engaged global travellers, who seek spontaneous and authentic experiences. They prefer to make their own plans as they go, rather than stick to predetermined schedules. They enjoy interactive, hands on and immersive learning experiences, active adventure, nature and beautiful scenery, wildlife viewing, cultural festivals, unique dining experiences including local ingredients. They are self-touring and small groups are ideal. They are typically located in urban settings.
- Accommodation preferences include country inns, B&Bs, eco-lodges and options that reflect the areas culture/personality such as farm stays and guest ranches. They prefer unique dining experiences featuring local ingredients and tastings at wineries, interactive, hands-on immersive learning experiences, active adventure, nature and beautiful scenery, volunteerism, farmers markets and small towns, wildlife/marine life viewing, cultural festivals and outdoor street performances, food-related factory tours. They prefer unstructured itinerary planning – charting their own course and allow time for spontaneity, they like self-touring, small group shuttles, and a surprise! Access to wi-fi for social media or email. Avoid multi-day guided bus tours, golfing and hunting.
- Experience Appeal: learning, accomplishing, immersing.



Destination Canada EQ[®] Profiles

Learner – Cultural History Buff – 36%

- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations. They tend to be highly educated, and often single. They like to travel alone or with one another. They have a high propensity for international travel.
- A Cultural History Buff will seek: Historical Travel: They love to learn about and absorb themselves in the ancient history, as well as the modern cultures of the places they visit. Nature: They will choose destinations that provide opportunities to experience natural beauty. Cultural Immersion: The best way to experience a culture is to interact with it as deeply as possible. Constant Travel: They put a high priority on travel, making them an attractive target. Group Travel: They prefer well-organized trips and the security that comes from being part of a group and where they can share their experiences and socialize.
- Experience Appeal: in-depth learning.



BC ACTIVITY
GROUPS



BC Activity Groups – Market Reports

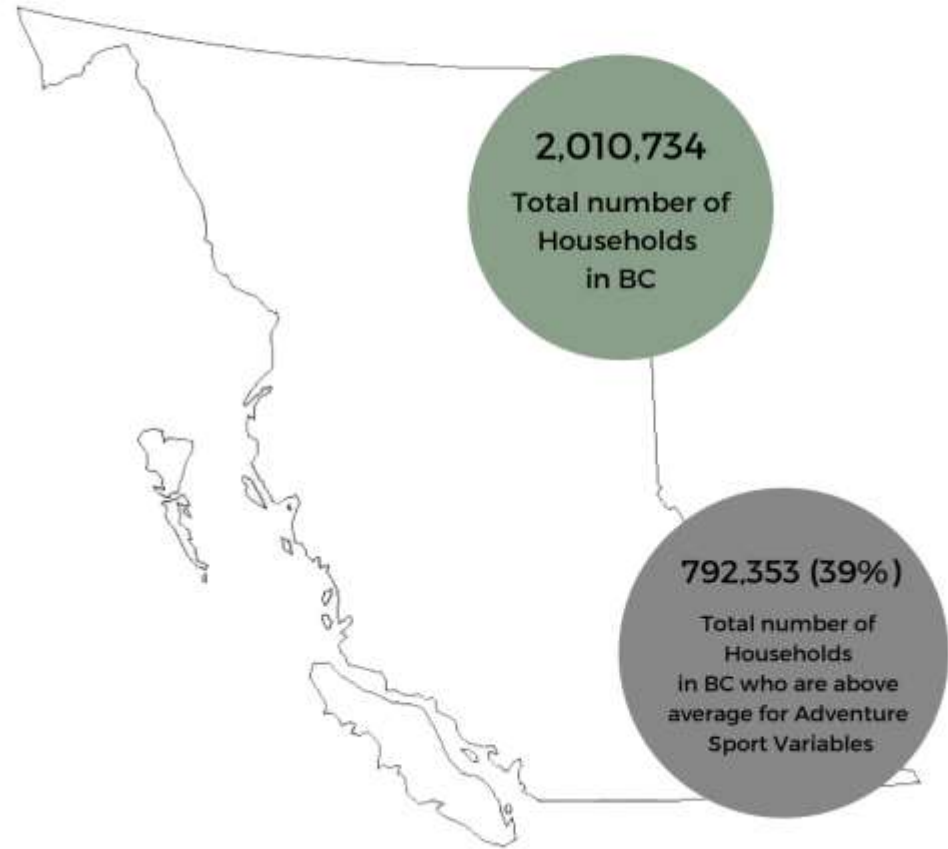
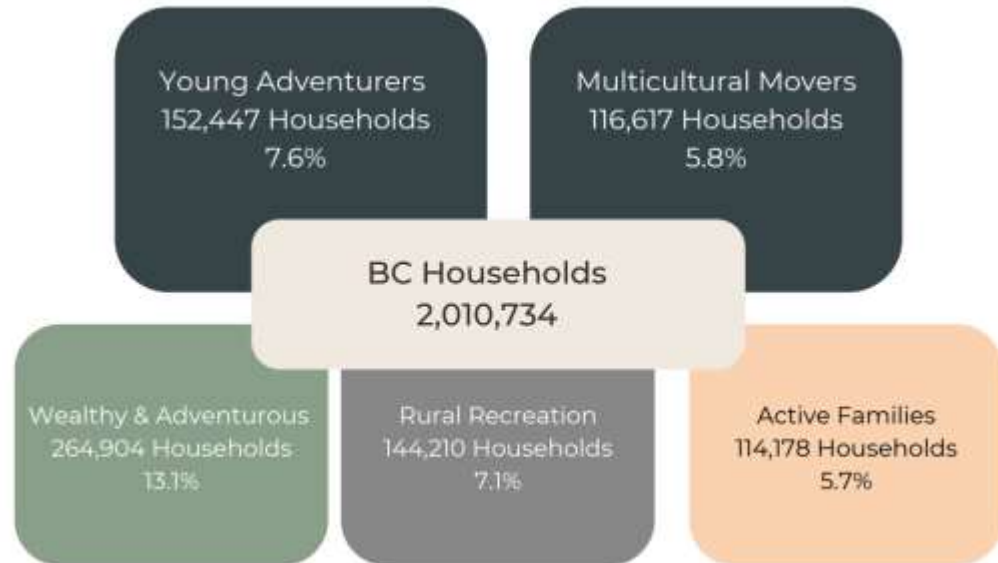
1. Activity groups are market reports that combine similar variables for customized profiles. This type of audience targeting is based on product/market match for a destination. The report profiles help users understand the markets to create experiences or market to audiences that are a fit for current offerings.
2. The latest reports available are the 2021 Data Vintage BC Activity Groups: **BC Adventure Sports Enthusiasts; BC Culinary Enthusiasts, BC Culture & History Enthusiasts, BC Cycling Enthusiasts, BC Hiking Enthusiasts.**
3. These profiles are ideal for market segmentation selection to complement the new custom target groups that were based on previous visitation.
4. The full profiles provide information for experience design, destination development and marketing.
5. Full reports by each activity theme are available for more information by activity type.

ADVENTURE SPORT ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

The Adventure Sport Enthusiast Market consists of five distinct target groups. Two of the groups have an above average interest in "harder" Adventure Sport variables and three have an above average interest in "softer" adventure sport variables. Groups are organized based on their demographic and psychographic characteristics.

792,353 households or 39% of the total households in British Columbia (2,010,734) index above average for Adventure Sport related variables.



ADVENTURE SPORT ENTHUSIAST TARGET GROUPS

BY TOP CITY

Young Adventurers Vancouver

- The Median Household Maintainer Age for Young Adventurers was 44, 53% of couples do NOT have children living at home (Above Average).
- Average Household Income of \$113,808 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health
- Top Tourism Activities: Hiking/Backpacking, Swimming, Parks/Gardens. Above average interest in Parks/Gardens, Bars/Restaurants, Photography, Canoeing/Kayaking, Pilates/Yoga, National/provincial Parks, Cross Country Skiing/Snowshoeing, Adventure Sports
- Average interest for travelling within Canada (Above Average for Toronto, Montreal, Saskatchewan), Young Adventurers from Vancouver spent an average of \$1,669 (Average) on their last vacation.
- 79% currently use Facebook (Average), 47% use Instagram (Above Average), 33% use Twitter (Above Average) and 78% use YouTube (Average).
- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 15% access Travel Content Websites (Average).

Multicultural Movers Surrey

- The Median Household Maintainer Age for Multicultural Movers was 49, 63% of couples have children living at home (Above Average).
- Average Household Income of \$106,981 compared to Surrey at \$117,249.
- Top 3 Social Values: Traditional Family, Racial Fusion, Social Intimacy
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Adventure Sports, Snowboarding, Beer/Food/Wine Festivals, Marathons
- Average interest for travelling within Canada, Multicultural Movers from Surrey spent an average of \$1,386 (Average) on their last vacation.
- 80% currently use Facebook (Average), 41% use Instagram (Average), 29% use Twitter (Average) and 80% use YouTube (Average).
- Internet and Social Media Usage: 49% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Below Average).

Wealthy & Adventurous Surrey

- The Median Household Maintainer Age for Wealthy & Adventurous was 54, 58% of couples have children living at home (Average).
- Above Average Household Income of \$139,054 compared to Surrey at \$117,249.
- Top 3 Social Values: Consumptive Evangelism, Traditional Family, Community Involvement
- Top Tourism Activities: Camping, Swimming, Cycling. Above average interest in Cycling, National/Provincial Parks, Power Boating/Jet Skiing
- Average interest for travelling within Canada (Above Average for Whistler, Banff, Montreal), Wealthy & Adventurous from Surrey spent an average of \$1,548 (Average) on their last vacation.
- 76% currently use Facebook (Average), 41% use Instagram (Average), 26% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

Rural Recreation Prince Rupert

- The Median Household Maintainer Age for Rural Recreation was 53, 40% of couples have children living at home (Average).
- Average Household Income of \$112,357 compared to Prince Rupert at \$113,608
- Top 3 Social Values: Multiculturalism, Attraction to Nature, Ecological Fatalism
- Top Tourism Activities: Hiking/Backpacking, Swimming, Camping Cycling, Canoeing/Kayaking, Parks/City Gardens, Photography
- Average interest for travelling within Canada, Rural Recreation from Prince Rupert spent an average of \$1,480 (Average) on their last vacation.
- 81% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 10% access Travel Content Websites (Average).

Active Families Surrey

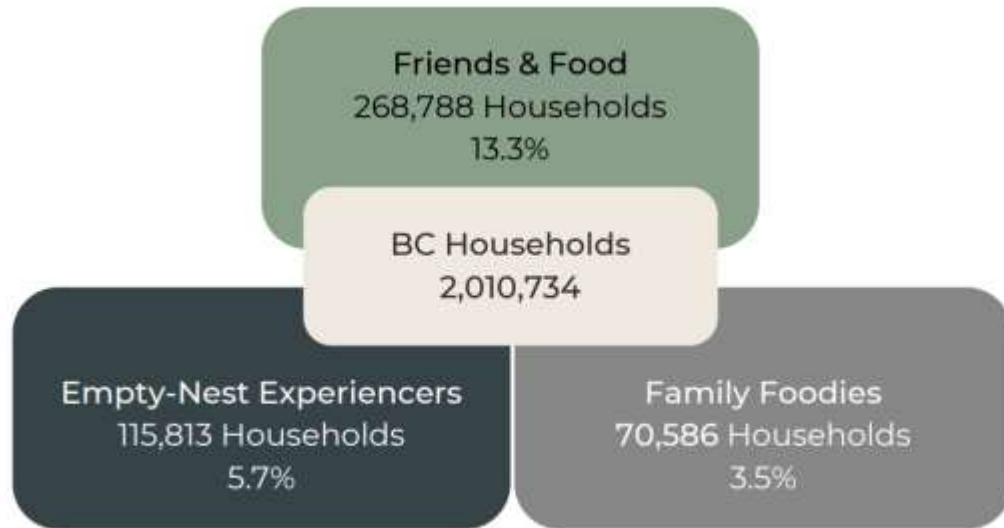
- The Median Household Maintainer Age for Active Families was 45, 53% of couples have children living at home (Average).
- Above Average Household Income of \$132,420 compared to Surrey at \$117,249
- Top 3 Social Values: Racial Fusion, Attraction for Crowds, Pursuit of Originality
- Top Tourism Activities: Camping, Swimming, Hiking/Backpacking. Above average interest in Camping, Swimming, Parks/City Gardens, Bars/Restaurants, Canoeing/Kayaking, Photography, Golf, Ice Skating, National/Provincial Parks, Fishing/Hunting, Pilates/Yoga, Sporting Events
- Above Average interest for travelling within Canada (Above Average for BC, Victoria, Vancouver, Alberta, Calgary, Banff, Montreal, Jasper), Active Families from Surrey spent an average of \$1,536 (Average) on their last vacation.
- 74% currently use Facebook (Average), 48% use Instagram (Above Average), 28% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 44% search for Businesses, Services and Products online (Average), 17% access Travel Content Websites (Above Average).

CULINARY ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

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

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



CULINARY ENTHUSIAST TARGET GROUPS

BY TOP CITY

Friends & Food Vancouver

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

Empty-Nest Experiencers Vancouver

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

Family Foodies Vancouver

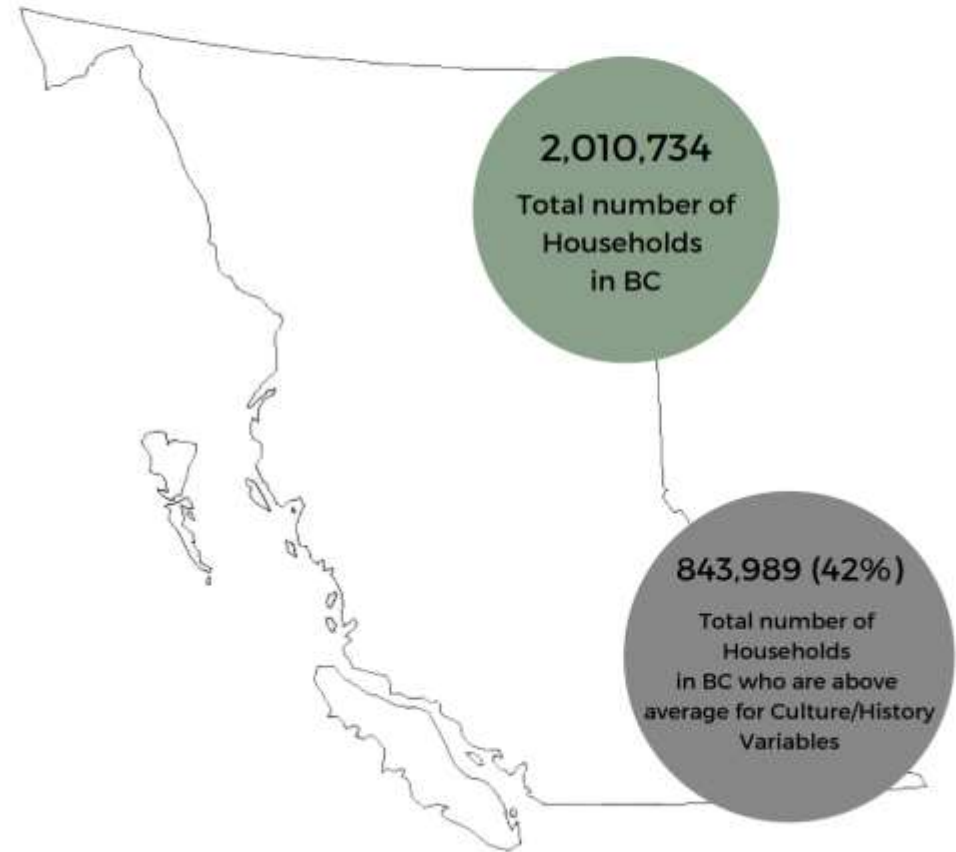
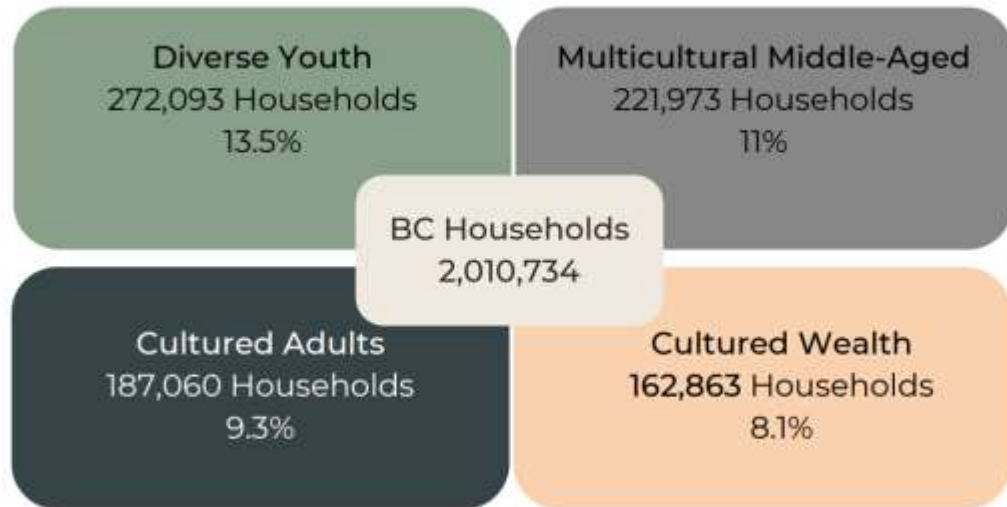
- The Median Household Maintainer Age for Family Foodies was 57, 56% of couples have children living at home (Above Average).
- Above Average Household Income of \$217,612 compared to Vancouver at \$121,324.
- Top 3 Social Values: Legacy, Brand Genuineness, Consumption Evangelism
- Top Tourism Activities: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

CULTURE & HISTORY ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

The Culture & History Enthusiast Market consists of four distinct target groups. Groups are organized based on their demographic and psychographic characteristics.

843,989 households or 42% of the total households in British Columbia (2,010,734) index above average for Culture & History related variables.



CULTURE & HISTORY ENTHUSIAST TARGET GROUPS

BY TOP CITY

Diverse Youth Vancouver

- The Median Household Maintainer Age for Diverse Youth was 44, 49% of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of \$95,100 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Consumptivity, Pursuit of Originality
- Top Tourism Activities: Swimming, Hiking/Backpacking, Parks/City Gardens. Above average interest in Parks/City Gardens, Beer/Food/Wine Festivals
- Average interest for travelling within Canada (Above Average for Quebec City), Diverse Youth from Vancouver spent an average of \$1,791 (Average) on their last vacation.
- 75% currently use Facebook (Average), 49% use Instagram (Above Average), 37% use Twitter (Above Average) and 79% use YouTube (Average).

Multicultural Middle-Aged Vancouver

- The Median Household Maintainer Age for Multicultural Middle-Aged was 52, 46% of couples have children living at home (Average).
- Below Average Household Income of \$97,811 compared to Vancouver at \$121,324.
- Top 3 Social Values: Traditional Family, Attraction for Crowds, Ecological Fatalism
- Top Tourism Activities: Swimming, Camping, Hiking/Backpacking. Above average interest in Snowboarding, Music Festivals, Curling
- Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal), Multicultural Middle-Aged from Vancouver spent an average of \$1,657 (Average) on their last vacation.
- 75% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 73% use YouTube (Average).

Cultured Adults Vancouver

- The Median Household Maintainer Age for Cultured Adults was 51, 53% of couples DO NOT have children living at home (Above Average).
- Average Household Income of \$113,247 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Effort Towards Health
- Top Tourism Activities: Swimming, Hiking/Backpacking, Parks/City Gardens. Above average interest in Parks/City Gardens, Restaurants/Bars, Photography, National/Provincial Parks, Pilates/Yoga, Cross Country Skiing/Snowshoeing, Historical Sites
- Average interest for travelling within Canada (Above Average for Toronto, Alberta, Calgary, Montreal, Saskatchewan), Cultured Adults from Vancouver spent an average of \$1,698 (Average) on their last vacation.
- 77% currently use Facebook (Average), 44% use Instagram (Average), 30% use Twitter (Average) and 76% use YouTube (Average).

Cultured Wealth Richmond

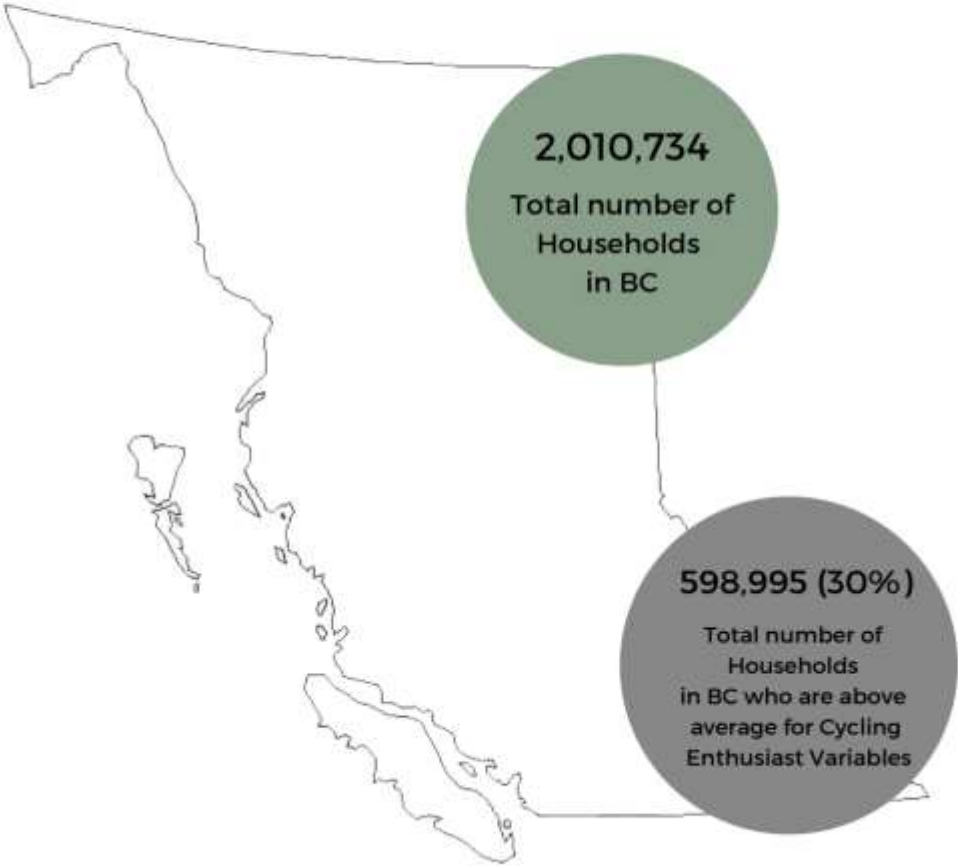
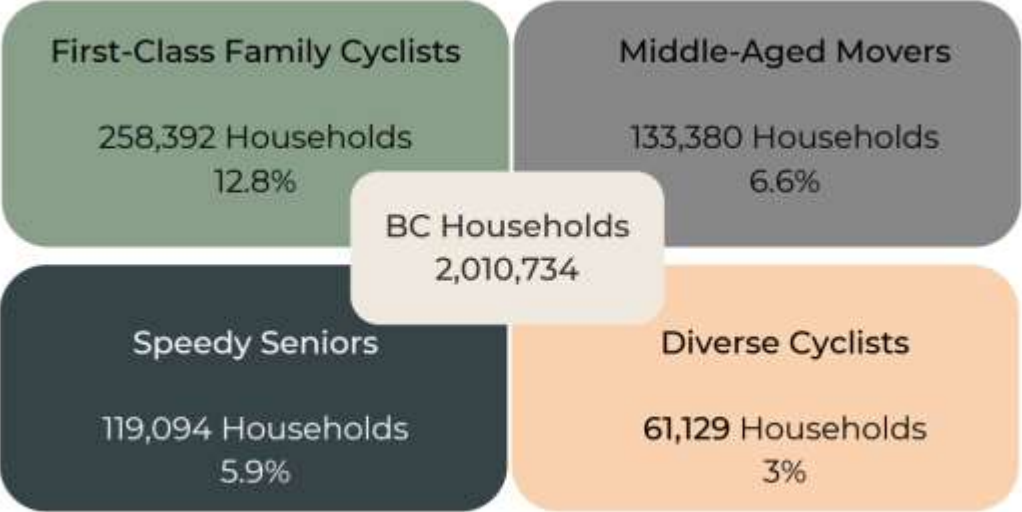
- The Median Household Maintainer Age for Cultured Wealth was 55, 55% of couples have children living at home (Average).
- Average Household Income of \$109,566 compared to Richmond at \$105,948.
- Top 3 Social Values: Brand Genuineness, Consumption Evangelism, Multiculturalism
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming. Above average interest in Downhill Skiing, Adventure Sports, Theme Parks, Dinner Theatre
- Average interest for travelling within Canada (Above Average for Whistler), Cultured Wealth from Richmond spent an average of \$1,613 (Average) on their last vacation.
- 72% currently use Facebook (Average), 39% use Instagram (Average), 27% use Twitter (Average) and 72% use YouTube (Average).

CYCLING ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

The **Cycling Enthusiast Market** consists of four distinct target groups. Each group has an above average interest in Key Cycling variables. Groups are organized based on their demographic and psychographic characteristics.

598,995 households or **30%** of the total households in British Columbia (2,010,734) index above average for Cycling related variables.



CYCLING ENTHUSIAST TARGET GROUPS

BY TOP CITY

First-Class Family Cyclists Surrey

- The Median Household Maintainer Age is for First-Class Family Cyclists was 63, 54% of couples have children living at home (Average).
- Above Average Household Income of \$155,376 compared to Surrey at \$117,249.
- Top 3 Social Values: Need for Escape, Racial Fusion, Legacy
- Top Tourism Activities: Swimming, Camping, Cycling. Above average interest in Swimming, Cycling, Canoeing/Kayaking, Visiting National/Provincial Parks, Ice Skating
- Average interest for travelling within Canada (Above Average for British Columbia, Vancouver, Alberta, Calgary, Banff, Montreal), First-Class Family Cyclists from Surrey spent an average of \$1,592 (Average) on their last vacation.
- 76% currently use Facebook (Average), 42% use Instagram (Average), 26% use Twitter (Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 42% search for Businesses, Services and Products online (Below Average), 14% access Travel Content Websites (Above Average).

Middle-Aged Movers Revelstoke

- The Median Household Maintainer Age is for Middle-Aged Movers was 50, 51% of couples do not have children living at home (Average).
- Average Household Income of \$106,990 compared to Revelstoke at \$106,913.
- Top 3 Social Values: Ecological Fatalism, Emotional Control, Attraction to Nature
- Top Tourism Activities: Hiking/Backpacking, Camping, Cycling.
- Average interest for travelling within Canada, Middle-Aged Movers from Revelstoke spent an average of \$1,770 (Average) on their last vacation.
- 84% currently use Facebook (Average), 30% use Instagram (Average), 20% use Twitter (Average) and 71% use YouTube (Average).
- Internet and Social Media Usage: 47% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).

Speedy Seniors Nanaimo

- The Median Household Maintainer Age is for Speedy Seniors was 61, 53% of couples do not have children living at home (Average).
- Above Average Household Income of \$123,732 compared to Nanaimo at \$93,487.
- Top 3 Social Values: Work Ethic, National Pride, Need for Escape
- Top Tourism Activities: Swimming, Hiking/Backpacking, Cycling. Above average interest in Downhill Skiing, Specialty Movie Theatres/IMAX, Attending Sporting Events
- Average interest for travelling within Canada (Above Average for Vancouver, Victoria, Alberta), Speedy Seniors from Nanaimo spent an average of \$1,875 (Above Average) on their last vacation.
- 74% currently use Facebook (Average), 31% use Instagram (Below Average), 23% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).

Diverse Cyclists Prince George

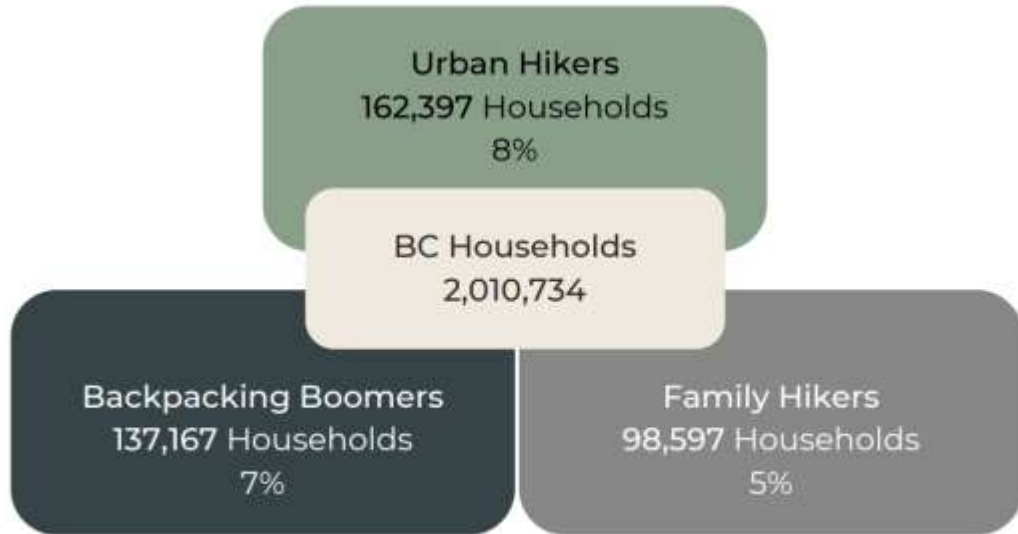
- The Median Household Maintainer Age is for Diverse Cyclists was 48, 39% of couples have children living at home (Average).
- Average Household Income of \$107,327 compared to Prince George at \$110,863.
- Top 3 Social Values: Need for Escape, Racial Fusion, Multiculturalism
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming, Cycling, Visiting Parks/City Gardens
- Average interest for travelling within Canada, Diverse Cyclists from Prince George spent an average of \$1,435 (Average) on their last vacation.
- 79% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Average) and 71% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Average).

HIKING/BACKPACKING ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

The Hiking/Backpacking Enthusiast Market consists of three distinct target groups. Groups are organized based on their demographic and psychographic characteristics.

398,161 households or 20% of the total households in British Columbia (2,010,734) index above average for Hiking/Backpacking related variables.



HIKING/BACKPACKING ENTHUSIAST TARGET GROUPS

BY TOP CITY

Urban Hikers Vancouver

- The Median Household Maintainer Age for Urban Hikers is 43, 59% of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of \$90,793 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Multiculturalism
- Top Tourism Activities: Hiking/Backpacking, Swimming, Parks/City Gardens. Above average interest in Hiking/Backpacking, Parks/City Gardens, Restaurants/Bars, Photography, Canoeing/Kayaking, Pilates/Yoga, National/Provincial Parks, Historical Sites, Cross Country Skiing/Snowshoeing, Sporting Events, Zoos/Aquariums, Music Festivals, Adventure Sports, Beer/Food/Wine Festivals, Theme Parks, Film Festivals, Snowboarding, Marathons, Food/Wine Shows
- Average interest for travelling within Canada (Above Average for Toronto, Alberta, Montreal, Saskatchewan), Urban Hikers from Vancouver spent an average of \$1,589 (Average) on their last vacation.
- 80% currently use Facebook (Average), 49% use Instagram (Above Average), 34% use Twitter (Above Average) and 79% use YouTube (Average).
- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 14% access Travel Content Websites (Average).

Backpacking Boomers Nanaimo

- The Median Household Maintainer Age is for Backpacking Boomers is 55, 47% of couples do not have children living at home (Average).
- Average Household Income of \$85,995 compared to Nanaimo at \$93,487.
- Top 3 Social Values: Need for Escape, National Pride, Primacy of Environmental Protection
- Top Tourism Activities: Hiking/Backpacking, Swimming, Cycling. Above average interest in Kayaking/Canoeing, Music Festivals, Inline Skating
- Average interest for travelling within Canada (Above Average for Banff, Jasper), Backpacking Boomers from Nanaimo spent an average of \$1,586 (Average) on their last vacation.
- 81% currently use Facebook (Average), 35% use Instagram (Average), 22% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 47% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

Family Hikers Prince George

- The Median Household Maintainer Age is for Family Hikers was 48, 61% of couples have children living at home (Average).
- Average Household Income of \$104,048 compared to Prince George at \$110,863.
- Top 3 Social Values: Need for Escape, Flexible Families, Racial Fusion
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming, Cycling, Visiting Parks/City Gardens
- Average interest for travelling within Canada. Family Hikers from Prince George spent an average of \$1,448 (Average) on their last vacation.
- 80% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 47% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Average).

Alberta



TARGET
GROUPS
ALBERTA




Key Findings – ALBERTA

1. Five distinct custom target groups represent 59% or 970,174 Alberta households to target for the RDOS Area
 1. Modern Suburbia
 2. Rural & Suburban Families
 3. Cultured Urban & Suburban
 4. Mature Urbanites
 5. Upscale Middle-Aged Suburban Families
2. Top locations of the top two target groups by household count are found outside Calgary & Edmonton and are mostly located in the surrounding towns in rural Alberta.
3. EQ Types vary: Rejuvenators, Free Spirits, No Hassle Travellers, Authentic Experiencers and the Cultural set (varies)
4. Median household age ranges are lower than the BC market at 41, 50, 48, 58, 53
5. Cultural diversity is low to medium
6. Mix of singles, couples or small families
7. Key social values include: Penchant for Risk, Technology Anxiety, Pursuit of Originality, Cultural Sampling, Legacy



RDOS Target Groups By Life Stage in Alberta

Group Name	EQ Type	HH Count	Cultural Diversity	Life stage	Location
#1 Modern Suburbia Modern Suburbia (100%)	Virtual Travellers (100%)	127,141 (7.7%)	Medium-High (55.9%)	Above average income, young families (median age 41) in urban areas primarily 3-5+ person households 57.9% with children at home	Edmonton, Calgary, Wood Buffalo, Chestermere
#2 Rural & Suburban Families All-Terrain Families (29.9%) New Country (25.4%) Country & Western (22.5%) Suburban Sports (22.1%)	Rejuvenators (47.9%) Free Spirits (29.9%) Gentle Explorers (22.1%)	281,015 (17.1%)	Low (9.5%)	Just below average income, middle aged rural & suburban (median age 50) in primarily 2+ person households, less than half have children at home	Airdrie, Wood Buffalo, Grand Prairie, Spruce Grove, Red Deer, Leduc, Fort Saskatchewan, Medicine Hat, Cochrane
#3 Cultured Urban & Suburban Friends & Roomies (26.2%) Middle-Class Mosaic (25%) Diverse & Determined (19%) Multicultural Corners (16%) Multiculture-ish (13.2%)	Free Spirits (29.3) Cultural Explorers (26.2%) Cultural History Buffs (19.6%) No-Hassle Travellers (25%)	319,675 (19.5%)	Medium (48.9%)	Below average income, middle-aged city dwellers (median age 48) in 2 (31%) to 5-person households, less than half have children at home	Calgary, Edmonton
#4 Mature Urbanites Mid-City Mellow (56.5%) Savvy Seniors (43.5%)	Personal History Explorers (56.5%) Authentic Experiencers (43.5%)	107,931 (6.6%)	Low (22.9%)	Just below average-income, mature city dwellers (median age 58) in primarily 2 (37.7%) to 5-person households, more than half have children at home	Calgary, Edmonton, St. Albert, Strathcona County
#5 Upscale Middle Aged Suburban Families Family-Mode (46.8%) Turbo Burbs (28.7%) First-Class Families (28.4%)	Authentic Experiencers (53.2%) No-Hassle Traveller (46.8%)	134,412 (8.2%)	Low (19%)	Well-above average income, middle-aged rural dwellers (median age 53) in primarily 3-5 person family households, with over 54% with children at home	Strathcona County, St. Albert, Red Deer, Okotoks, Rocky View County, Airdrie, Chestermere, Lethbridge
	Total AB Households Primary Targets	970,174 59% of AB Households		TOTAL AB HOUSEHOLDS 1,642,696	

Top Social Values of RDOS Target Groups for Alberta

Refer to Social Values Glossary for full descriptions



Target Group	Top Social Values
#1 Modern Suburbia	Penchant for Risk, Pursuit of Originality, Attraction for Crowds, Status via Home, Multiculturalism – Low for attraction to nature
#2 Rural & Suburban Families	Technology Anxiety, Attraction to Nature, Need for Escape, Ecological Fatalism, Financial Concern Regarding the Future
#3 Cultured Urban & Suburban	Pursuit of Originality, Interest in the Unexplained, Social Learning, Multiculturalism, Rejection of Authority
#4 Mature Urbanites	Cultural Sampling, Legacy, Need for Escape, Rejection of Authority, Rejection of Orderliness
#5 Upscale Middle Aged Suburban Families	Legacy, Effort Toward Health, Cultural Assimilation, Personal Optimism, Need for Escape

ALBERTA TARGET GROUP

Modern Suburbia

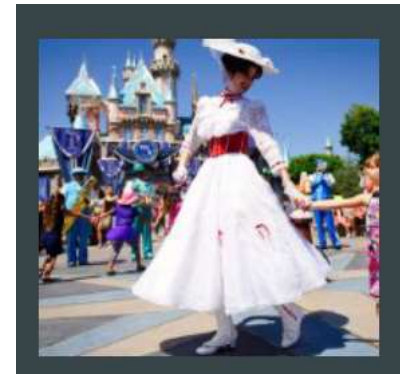


RDOS - AB Target Group # 1 Modern Suburbia

#1 Target Group Modern Suburbia presents 7.7% of households in Alberta or 127,141 – Modern Suburbia also represents the highest household count of a single PRIZM segment for Alberta

Above average income, young families (median age 41) in urban areas primarily 3-5+ person households 57.9% with children at home

- **Primary locations:** Edmonton, Calgary, Wood Buffalo, Chestermere
- **Primary EQ type:** Virtual Travellers (100%)
- **Cultural Diversity:** Medium-High (55.9%)
- **Median Household Maintainer Age:** Above average income, young families (median age 41) in urban areas primarily 3-5+ person households 57.9% with children at home
- **Average income:** \$147,169 (above average household income for AB at \$131,003)
- **Top Social Values:** Penchant for Risk, Pursuit of Originality, Attraction for Crowds, Status via Home, Multiculturalism – Low for attraction to nature
- **Top Sports Leisure and Tourism Activities:** Sporting events, average interest National Parks, camping, cycling, canoeing and kayaking, above average for hiking/backpacking, ice-skating+
- **Digital Channels Use:** Facebook 76.9%, YouTube 70.4%, Instagram 46.9%, Twitter 32.2%



Destination Canada EQ[®] Profiles

Familiarity Seekers - Virtual Traveller- 100%

Virtual Travellers are highly reluctant travellers who travel only when they must, and typically to visit friends or relatives, for them travelling is a chore, not an experience to be enjoyed. They are fearful of change and complexity in their lives and like to maintain control when travelling. They are unlikely to venture far from home.



ALBERTA TARGET GROUP

Rural & Suburban Families



RDOS-AB Target Group # 2 Rural & Suburban Families

#2 Target Group Rural & Suburban Families represents 17.1% of households in Alberta or 281,015

Just below average income, middle aged rural & suburban (median age 50) in primarily 2+ person households, less than half have children at home

- **Primary locations:** Airdrie, Wood Buffalo, Grand Prairie, Spruce Grove, Red Deer, Leduc, Fort Saskatchewan, Medicine Hat, Cochrane
- **Primary EQ type:** Rejuvenators (47.9%), Free Spirits (29.9%), Gentle Explorers (22.1%)
- **Cultural Diversity:** Low (9.5%)
- **Median Household Maintainer Age:** Just below average income, middle aged rural & suburban (median age 50) in primarily 2+ person households, less than half have children at home
- **Average income:** \$125,568 (just average household income for AB at \$131,003)
- **Top Social Values:** Technology Anxiety, Attraction to Nature, Need for Escape, Ecological Fatalism, Financial Concern Regarding the Future
- **Top Sports Leisure and Tourism Activities:** Average interest in Parks, camping, cycling, swimming, hiking/backpacking, golf, ice-skating, canoeing/kayaking. Above average interest in Fishing/hunting, Cross-country skiing/snowshoeing, ATV/Snowmobiling.
- **Digital Channels Use:** Facebook 76.9%, YouTube 65.6%, Instagram 32.6%, Twitter 21.3%



Destination Canada EQ[®] Profile Summary

Escapists – Rejuvenators- 47.9%

- 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.
- They like the outdoors, nature and unstructured travel and are comfort seekers. They are typically located in rural settings. Rejuvenators do not want an overly hectic schedule and seek connections to nature. They tend to be mature, lower-middle income couples and families in small towns and rural communities. Rejuvenators are frugal consumers and tend to be practical in their purchase decisions, not being swayed by popular brand names. Rejuvenators are also among the last to embrace digital media and smart devices.
- Experience Appeal: relaxing, celebrating.



Destination Canada EQ[®] Profile Summary

Indulgers – Free Spirits – 29.9%

- 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. They tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest. They seek structure when they travel so they can indulge in worry-free hedonistic activities. They enjoy the best they can afford in terms of accommodation and restaurants.
- They have an interest visiting parks and iconic historic sites and will travel multi-day tours, prefer gourmet food and brand accommodation. They are typically located in urban settings.
- Accommodation preferences include commercial, international brand, boutique hotels, luxury hotels and spa services. They prefer gourmet and high-end restaurants, active participation in adventure and/or winter sports, entertainment and shopping, social events, festivals, activities they can do with their kids, wildlife/marine viewing (in the wild or zoos and aquariums), visiting parks, iconic historic sites and interpretive centres, detailed itineraries that allow them to sample and not miss the hot spots, multiple-day tours by bus, access to wi-fi is important as they love to share on social media. They avoid farm stays, volunteerism, and hostels.
- Experience Appeal: thrilling, exciting, socializing.



Destination Canada EQ[®] Profiles Summary

Familiarity Seekers - Gentle Explorers – 22.1%

- 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. They are typically located in rural settings. Gentle Explorers want to get the best there is to offer when it comes to hotels, restaurants and shopping. They are attracted to affordable packages demonstrating value for money and a taste of luxury. They prefer structured, pre-planned trips, and are less interested in leaving the beaten path and being exposed to the local way of life.
- Experience Appeal: observing, socializing, celebrating.



ALBERTA TARGET GROUP

Cultured Urban & Suburban



RDOS - AB Target Group # 3 Cultured Urban & Suburban

#3 Target Group Cultured Urban & Suburban represents 19.5% of households in Alberta or 319,675

Below average income, middle-aged city dwellers (median age 48) in 2 (31%) to 5-person households, less than half have children at home

- **Primary locations:** Calgary, Edmonton
- **Primary EQ type:** Free Spirits (29.3%), Cultural Explorers (26.2%), Cultural History Buffs (19.6%), No Hassle Travellers (25%)
- **Cultural Diversity:** Medium (48.9%)
- **Median Household Maintainer Age:** Below average-income, middle-aged city dwellers (median age 48) in 2 (31%) to 5-person households, less than half have children at home
- **Average income:** \$109, 336 (below average household income for AB at \$131,003)
- **Top Social Values:** Pursuit of Originality, Interest in the Unexplained, Social Learning, Multiculturalism, Rejection of Authority
- **Top Sports Leisure and Tourism Activities:** Average for parks, camping, cycling, hiking/backpacking, golf, photography, canoeing/kayaking. Above average for video games and movies theatres
- **Digital Channels Use:** Facebook 76.1%, YouTube 60.7%, Instagram 39.5%, Twitter 27.4%

RDOS - AB Target Group # 3 Cultured Urban & Suburban



Destination Canada EQ[®] Profile Summary

Indulgers – Free Spirits – 29.3%

- 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. They tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest. They seek structure when they travel so they can indulge in worry-free hedonistic activities. They enjoy the best they can afford in terms of accommodation and restaurants.
- They have an interest visiting parks and iconic historic sites and will travel multi-day tours, prefer gourmet food and brand accommodation. They are typically located in urban settings.
- Accommodation preferences include commercial, international brand, boutique hotels, luxury hotels and spa services. They prefer gourmet and high-end restaurants, active participation in adventure and/or winter sports, entertainment and shopping, social events, festivals, activities they can do with their kids, wildlife/marine viewing (in the wild or zoos and aquariums), visiting parks, iconic historic sites and interpretive centres, detailed itineraries that allow them to sample and not miss the hot spots, multiple-day tours by bus, access to wi-fi is important as they love to share on social media. They avoid farm stays, volunteerism, and hostels.
- Experience Appeal: thrilling, exciting, socializing.



Destination Canada EQ[®] Profiles

Learners– Cultural Explorer- 26.2%

- Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover, and immerse themselves in the culture, people, and settings of the places they visit. They are avid, open-minded, and socially engaged global travellers, who seek spontaneous and authentic experiences. They prefer to make their own plans as they go, rather than stick to predetermined schedules. They enjoy interactive, hands on and immersive learning experiences, active adventure, nature and beautiful scenery, wildlife viewing, cultural festivals, unique dining experiences including local ingredients. They are self touring and small groups are ideal. They are typically located in urban settings.
- Accommodation preferences include country inns, B&Bs, eco-lodges and options that reflect the areas culture/personality such as farm stays and guest ranches. They prefer unique dining experiences featuring local ingredients and tastings at wineries, interactive, hands on immersive learning experiences, active adventure, nature and beautiful scenery, volunteerism, farmers markets and small towns, wildlife/marine life viewing, cultural festivals and outdoor street performances, food-related factory tours. They prefer unstructured itinerary planning – charting their own course and allow time for spontaneity, they like self touring, small group shuttles, and a surprise! Access to wi-fi for social media or email. Avoid multi-day guided bus tours, golfing and hunting.
- Experience Appeal: learning, accomplishing, immersing.



Destination Canada EQ[®] Profiles

Learner – Cultural History Buff-19.6%

- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations. They tend to be highly educated, and often single. They like to travel alone or with one another. They have a high propensity for international travel.
- A Cultural History Buff will seek: Historical Travel: They love to learn about and absorb themselves in the ancient history, as well as the modern cultures of the places they visit. Nature: They will choose destinations that provide opportunities to experience natural beauty. Cultural Immersion: The best way to experience a culture is to interact with it as deeply as possible. Constant Travel: They put a high priority on travel, making them an attractive target. Group Travel: They prefer well-organized trips and the security that comes from being part of a group and where they can share their experiences and socialize.
- Experience Appeal: in-depth learning.



Destination Canada EQ[®] Profile Summary

Familiarity Seekers – No-Hassle Traveller – 25%

- 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.
- They are average Canadians/Americans leading busy lives, understated and cautious with spending money. They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations. Vacation is a time to be carefree and indulge – they will enjoy spa, great cuisine and other opportunities for a little pampering.
- They prefer quiet weekend getaways close by. They are typically located in rural settings.
- Top defining Values Personal Control: They are seeking more control over the events that impact their lives. Need for Status Recognition: They desire to be held in esteem and respect by others, through good manners, taste and style. Skepticism Towards Advertising: They do not turn to or appreciate advertising – downplay the importance of brands as markers of quality. Meaningful Moments: They cherish the ordinary moments in everyday life – they will take time to indulge in individual pleasures. Work Ethic: A strong work ethic is important, as is a sense of duty to others. Many are women, and they tend to believe in the equality of the sexes in the workplace. Bottom defining Values Adaptability to Complexity: They are overwhelmed by challenges and changes - they tend to trail other types in adopting the latest technologies. Penchant for Risk: They tend to not set difficult or risky goals for themselves.
- Cultural Immersion: They are not interested in immersing themselves in the culture of the places they visit – they prefer to ‘observe’ rather than ‘live like a local’



ALBERTA TARGET GROUP

Mature Urbanites

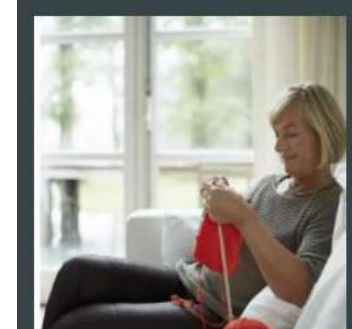
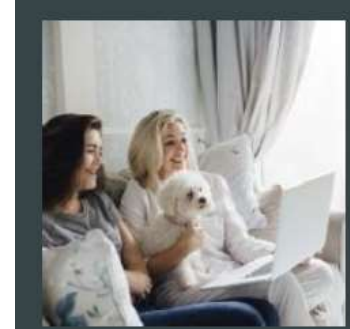


RDOS - AB Target Group # 4 Mature Urbanites

#4 Target Group Mature Urbanites represents 6.6% of households in Alberta or 107,931

Just below average-income, mature city dwellers (median age 58) in primarily 2 (37.7%) to 5-person households, more than half have children at home

- **Primary locations:** Calgary, Edmonton, St. Albert, Strathcona County
- **Primary EQ type:** Personal History Explorers (56.5%), Authentic Experiencers (43.5%)
- **Cultural Diversity: Low** (22.9%)
- **Median Household Maintainer Age:** Just below average-income, mature city dwellers (median age 58) in primarily 2 (37.7%) to 5-person households, more than half have children at home
- **Average income:** \$126,994 (just below average household income for AB at \$131,003)
- **Top Social Values:** Cultural Sampling, Legacy, Need for Escape, Rejection of Authority, Rejection of Orderliness
- **Top Sports Leisure and Tourism Activities:** Below average for camping, golf, average for parks, cycling, hiking/backpacking, photography, canoeing/kayaking
- **Digital Channels Use:** Facebook 76.4%, YouTube 66.8%, Instagram 37.3%, Twitter 26.3%



Destination Canada EQ[®] Profiles Summary

Learners – Personal History Explorers 56.5%

- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style, and security. They are a more culturally diverse group. They are social people who enjoy being with others when travelling and favour group travel. They are typically located in rural settings.
- A Personal History Explorer will seek: Roots Travel: Their most important travel motivation is interest in understanding ancestry, heritage. Comfort/Luxury Seekers: They want their creature comforts and will splurge on the finer things, including luxurious accommodations when on vacation. Canadian PHEs also enjoy active adventure. Security Concern: They tend to be anxious travellers, fearful for their personal security Checklist Travel: They want to see all the main attractions but don't need to go in depth with any. Shared Experience: Attracted to groups where they can socialize and share the experience with others. Hedonistic Rejuvenation: Vacation is a time to be carefree and indulge – they will enjoy spa, great cuisine and other opportunities for a little pampering.



Destination Canada EQ[®] Profile Summary

Learners - Authentic Experiencers – 43.5%

- Authentic Experiencers tend to be mature, affluent couples from suburban and urban fringe neighbourhoods in urban areas. Travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history and culture of the places they visit. They tend to be older, highly educated, and adventurous. They relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way. They are drawn to nature (especially parks), small towns, historic sites and well-known wonders. Travel is an important part of their lives, so they are likely to go often and for a while. They enjoy historical travel, low-impact activities and learning, unique dining experiences including local ingredients. They tend to be healthy and live active lifestyles.
- Accommodation preferences include country inns, B&Bs, eco-lodges and options that connect them to the local history and culture. They prefer unique dining experiences featuring local ingredients, wineries for tours and tastings, historical travel, low-impact activities, learning, being behind the scenes – experiences that are not mass tourist markets, they enjoy opportunities for interacting with new cultures, parks for wildlife/marine-life viewing, adventure, interpretive centres, visiting small towns historic sites and well-known wonders. They prefer self-touring and avoid touristy situations and want time to do their own thing. Small group shuttle is OK, and they love a surprise, appreciate recycling and other sustainable options. They avoid nightclubs, lounges, motorcycling, and group travel.
- Experience Appeal: discovering, accomplishing.



ALBERTA TARGET GROUP

Upscale Middle Aged
Suburban Families

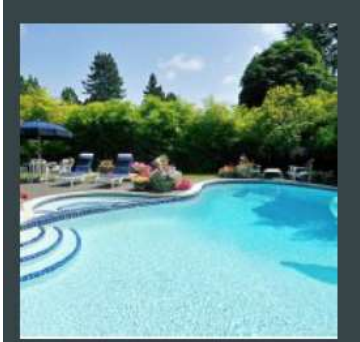


RDOS - AB Target Group # 5 Upscale Middle Aged Suburban Families

#5 Target Upscale Middle Aged Suburban Families represents 8.2% of households in Alberta or 134,412

Well-above average income, middle-aged rural dwellers (median age 53) in primarily 3-5 person family households, with over 54% with children at home

- **Primary locations:** Strathcona County, St. Albert, Red Deer, Okotoks, Rocky View County, Airdrie, Chestermere, Lethbridge
- **Primary EQ type:** Authentic Experiencers (53.2%), No Hassle Travellers (46.8%)
- **Cultural Diversity:** Low (19%)
- **Median Household Maintainer Age:** Above average income, middle-aged rural dwellers (median age 53) in primarily 3-5 person family households, with over 54% with children at home
- **Average income:** \$188,362 (Well above average household income for AB at \$131,003)
- **Top Social Values:** Legacy, Effort Toward Health, Cultural Assimilation, Personal Optimism, Need for Escape
- **Top Sports Leisure and Tourism Activities:** Average for camping, cycling, swimming, hiking/backpacking, photography, canoeing/kayaking. Above average for golf, downhill skiing, ATV & Snowmobiling
- **Digital Channels Use:** Facebook 76.6%, YouTube 66.5%, Instagram 37.8%, Twitter 27.6%



Destination Canada EQ[®] Profile Summary

Learners - Authentic Experiencers – 53.2%

- Authentic Experiencers tend to be mature, affluent couples from suburban and urban fringe neighbourhoods in urban areas. Travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history and culture of the places they visit. They tend to be older, highly educated, and adventurous. They relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way. They are drawn to nature (especially parks), small towns, historic sites and well-known wonders. Travel is an important part of their lives, so they are likely to go often and for a while. They enjoy historical travel, low-impact activities and learning, unique dining experiences including local ingredients. They tend to be healthy and live active lifestyles.
- Accommodation preferences include country inns, B&Bs, eco-lodges and options that connect them to the local history and culture. They prefer unique dining experiences featuring local ingredients, wineries for tours and tastings, historical travel, low-impact activities, learning, being behind the scenes – experiences that are not mass tourist markets, they enjoy opportunities for interacting with new cultures, parks for wildlife/marine-life viewing, adventure, interpretive centres, visiting small towns historic sites and well-known wonders. They prefer self-touring and avoid touristy situations and want time to do their own thing. Small group shuttle is OK, and they love a surprise, appreciate recycling and other sustainable options. They avoid nightclubs, lounges, motorcycling, and group travel.
- Experience Appeal: discovering, accomplishing.



Destination Canada EQ[®] Profile Summary

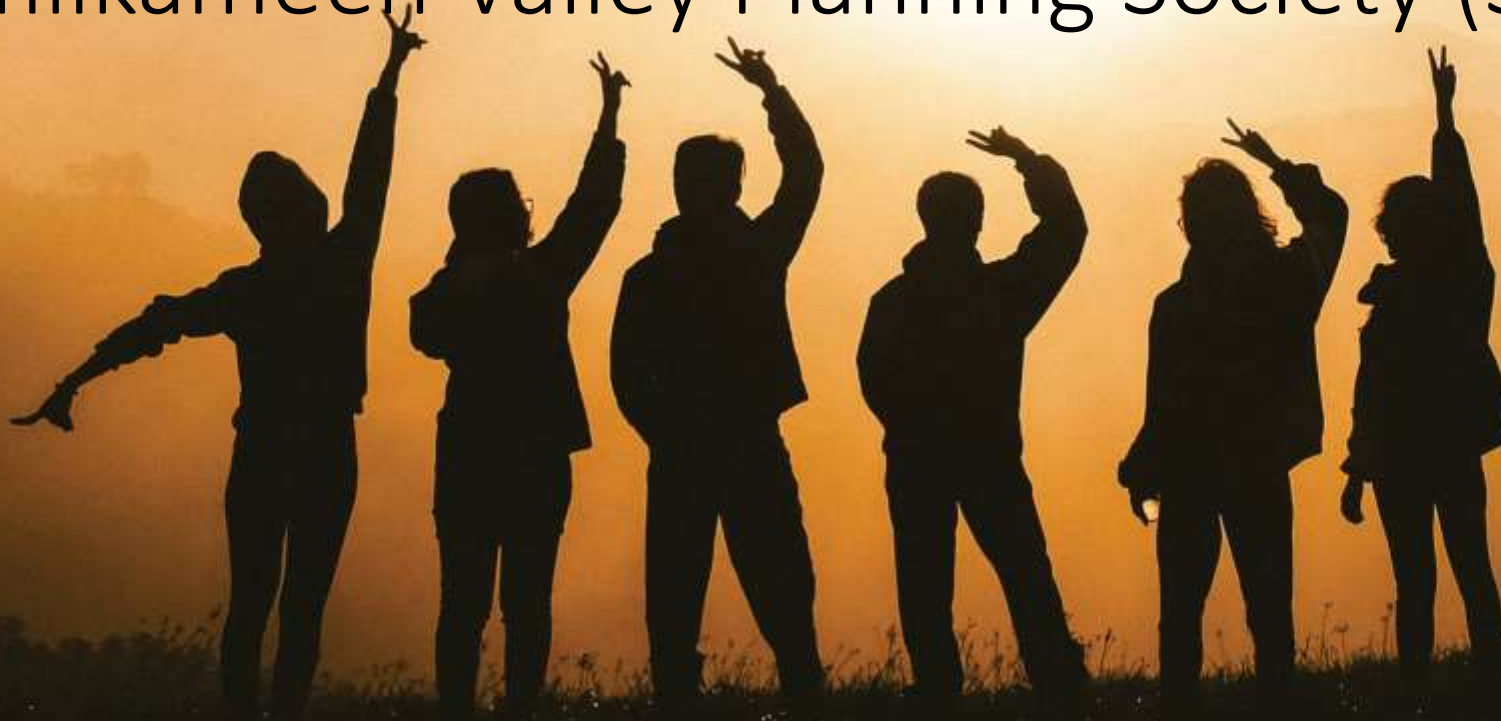
Familiarity Seekers – No-Hassle Traveller – 46.8%

- 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.
- They are average Canadians/Americans leading busy lives, understated and cautious with spending money. They favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations. Vacation is a time to be carefree and indulge – they will enjoy spa, great cuisine and other opportunities for a little pampering.
- They prefer quiet weekend getaways close by. They are typically located in rural settings.
- Top defining Values Personal Control: They are seeking more control over the events that impact their lives. Need for Status Recognition: They desire to be held in esteem and respect by others, through good manners, taste and style. Skepticism Towards Advertising: They do not turn to or appreciate advertising – downplay the importance of brands as markers of quality. Meaningful Moments: They cherish the ordinary moments in everyday life – they will take time to indulge in individual pleasures. Work Ethic: A strong work ethic is important, as is a sense of duty to others. Many are women, and they tend to believe in the equality of the sexes in the workplace. Bottom defining Values Adaptability to Complexity: They are overwhelmed by challenges and changes - they tend to trail other types in adopting the latest technologies. Penchant for Risk: They tend to not set difficult or risky goals for themselves.
- Cultural Immersion: They are not interested in immersing themselves in the culture of the places they visit – they prefer to ‘observe’ rather than ‘live like a local’



Carlysle & Co.

RDOS Research for Similkameen Valley Planning Society (SVPS)



Tourism Planning | Marketing | Project Management | Research

CONTACT

Simone Carlysle-Smith, President

Carlysle & Co. Consulting

Direct: 250-575-7247

Email: info@simonecs.com

Web: simonecs.com

The logo for Carlysle & Co. is displayed in white serif font on a solid black rectangular background. The text is arranged in two lines: "Carlysle" on the top line and "& Co." on the bottom line.

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