

bcrts

British Columbia
Regional Tourism
Secretariat



Monthly Visitor Highlights

BRITISH COLUMBIA
ALBERTA & CANADA

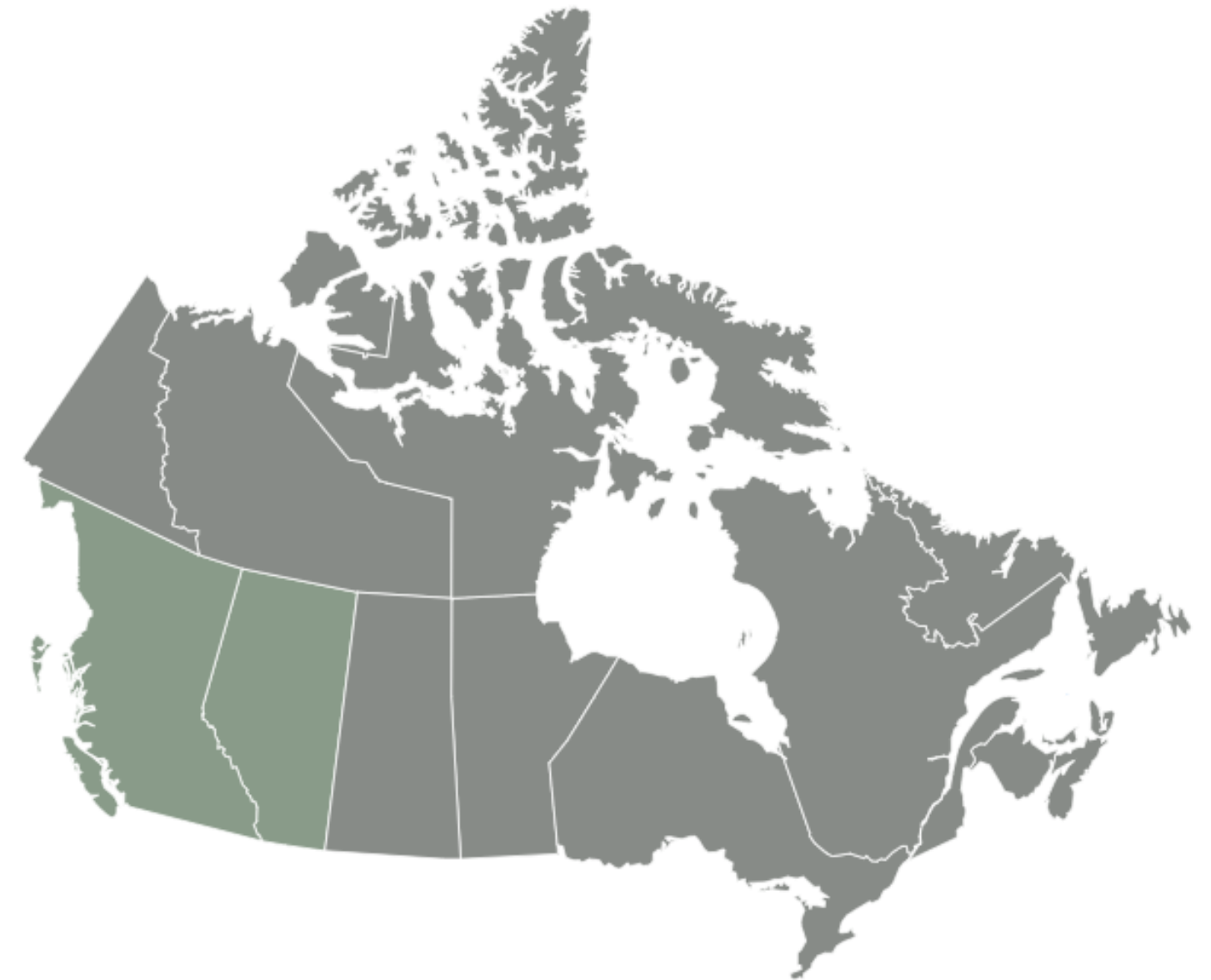
2021 DATA VINTAGE



SYMPHONY
TOURISM
SERVICES

PURPOSE

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



RESEARCH OVERVIEW

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces** and **territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada
- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data
Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

Methodology

- **Visits:** A visitor is defined as someone who travels 60+km from their point of origin
- **Trips:** Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination
- **Nights Stayed:** Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

HOW CAN VISITOR VIEW HELP YOU?

- Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within **Canada**, its **provinces, territories**, and **tourism regions**
- Using Visitor View we can compare the number of visitors and their travel patterns by month in 2019, 2020 and 2021
- We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia's respective tourism regions
- Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing



CANADA INSIGHTS

Q1 2019/2020 VS. Q1 2021: DOMESTIC VISITORS BY QUARTER

BRITISH COLUMBIA



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

Overview

- In Q1 2019 British Columbia saw an average of **3,058,100** Domestic Visitors. In Q1 2020 the Province saw **2,723,400** Domestic Visitors and in Q1 2021 **1,849,400** Domestic Visitors. A **decrease** of **-40%** compared to 2019 and **-32%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Nunavut when compared to Q1 2019 and 2021.

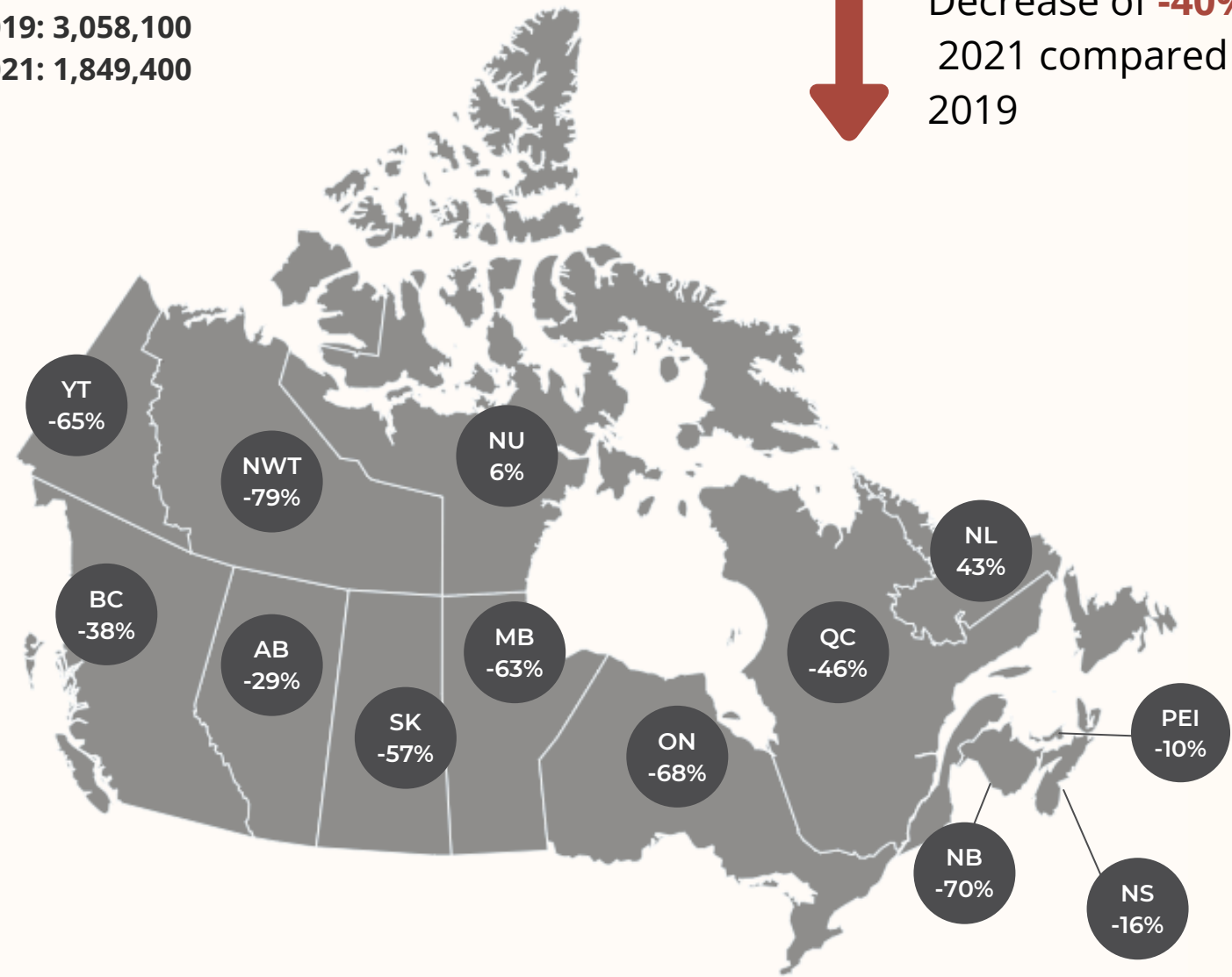
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

2019 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2019 vs. 2021

2019: 3,058,100
 2021: 1,849,400

Canada
 Decrease of **-40%**
 2021 compared to 2019

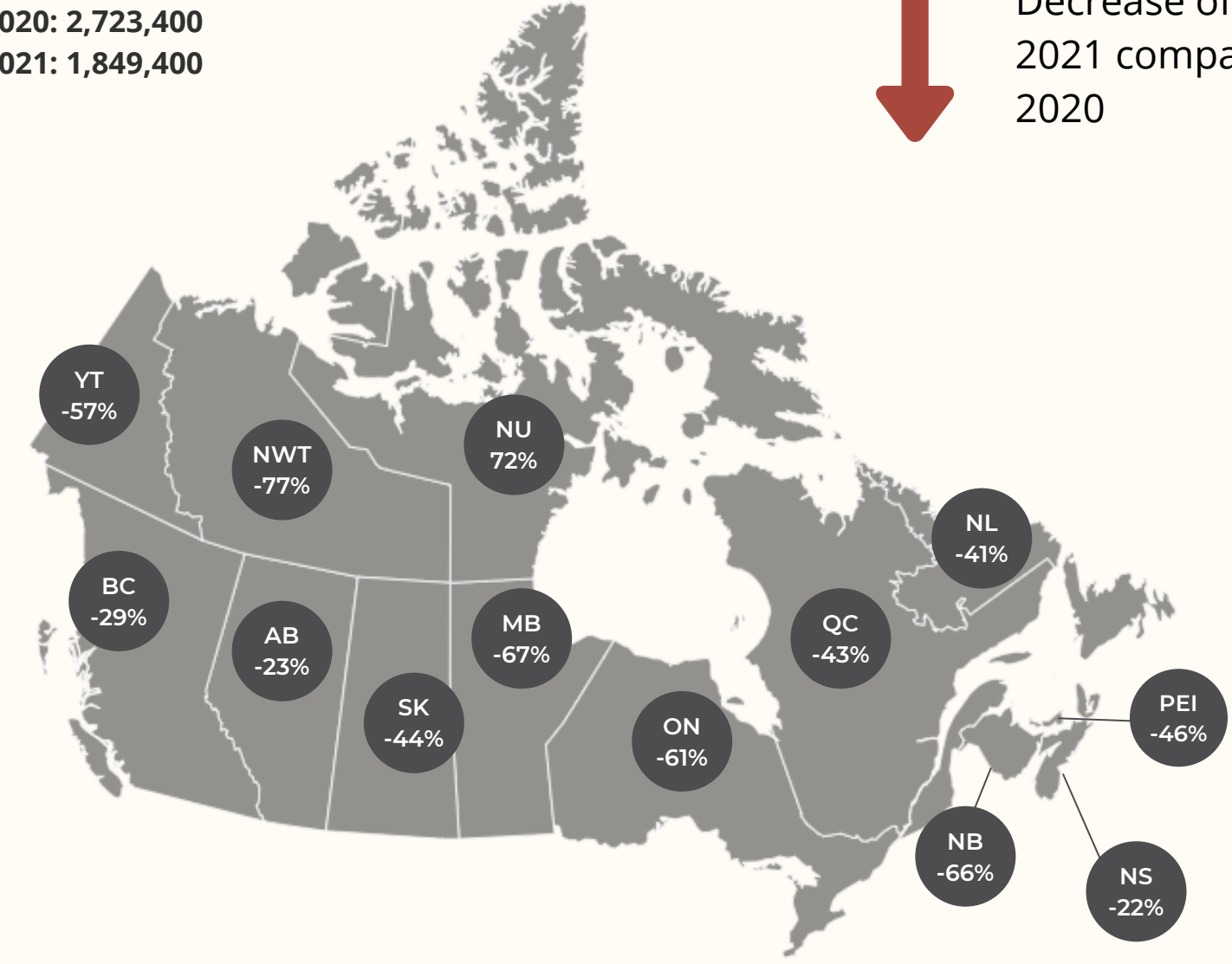


2020 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2020 vs. 2021

2020: 2,723,400
 2021: 1,849,400

Canada
 Decrease of **-32%**
 2021 compared to 2020



*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021
Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q2 2019/2020 VS. Q2 2021: DOMESTIC VISITORS BY QUARTER

BRITISH COLUMBIA



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

Overview

- In Q2 2019 British Columbia saw an average of **4,274,300** Domestic Visitors. In Q2 2020 the Province saw **2,247,700** Domestic Visitors and in Q2 2021 **2,314,400** Domestic Visitors. A **decrease** of **-49%** compared to 2019 and an increase of **3%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Nova Scotia when compared to Q2 2019.
- When compared to Q2 2020, 2021 saw increases from every Province with the exception of Manitoba, the Northwest Territories, Nunavut, PEI and the Yukon.

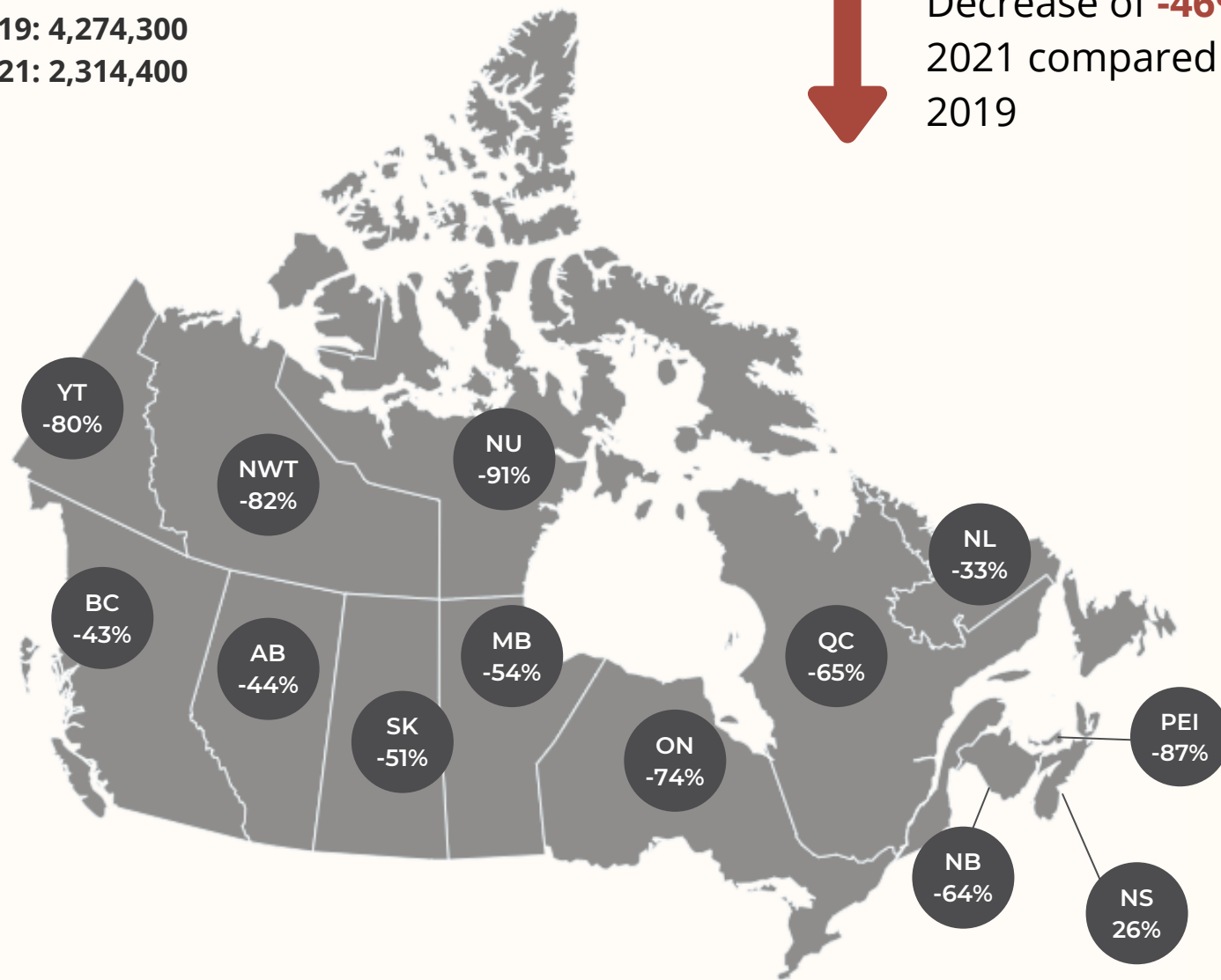
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic.

2019 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2019 vs. 2021

2019: 4,274,300
 2021: 2,314,400

Canada
 Decrease of **-46%**
 2021 compared to 2019

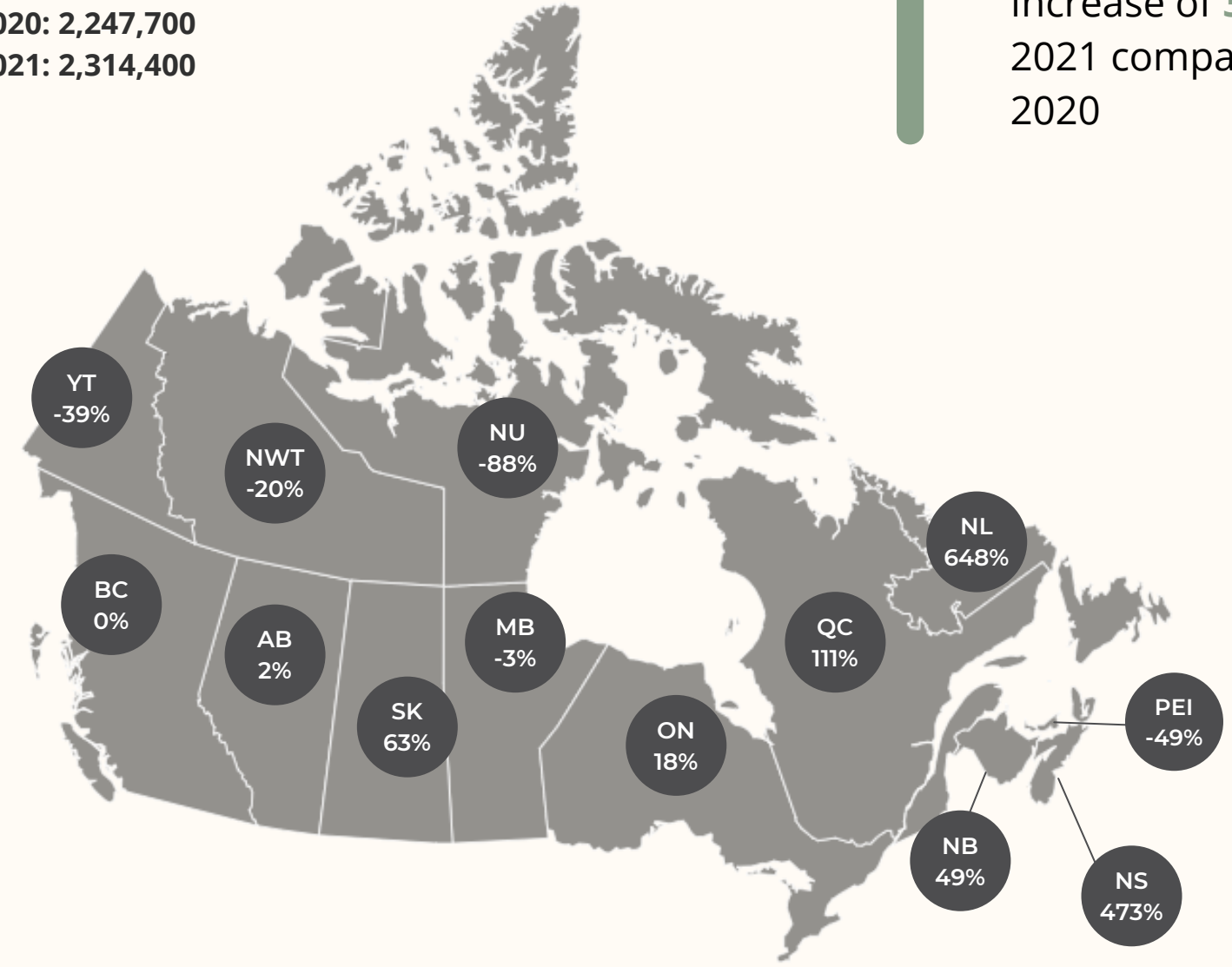


2020 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2020 vs. 2021

2020: 2,247,700
 2021: 2,314,400

Canada
 Increase of **3%**
 2021 compared to 2020



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

Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q3 2019/2020 VS. Q3 2021: DOMESTIC VISITORS BY QUARTER

BRITISH COLUMBIA



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

Overview

- In Q3 2019 British Columbia saw an average of **5,573,400** Domestic Visitors. In Q3 2020 the Province saw **5,280,100** Domestic Visitors and in Q3 2021 **3,668,300** Domestic Visitors. A **decrease** of **-34%** compared to 2019 and a decrease of **-31%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Manitoba when compared to Q3 2019.
- When compared to Q3 2020, 2021 saw increases from every Province with the exception of British Columbia, Alberta, the Northwest Territories, Nunavut, PEI and the Yukon.

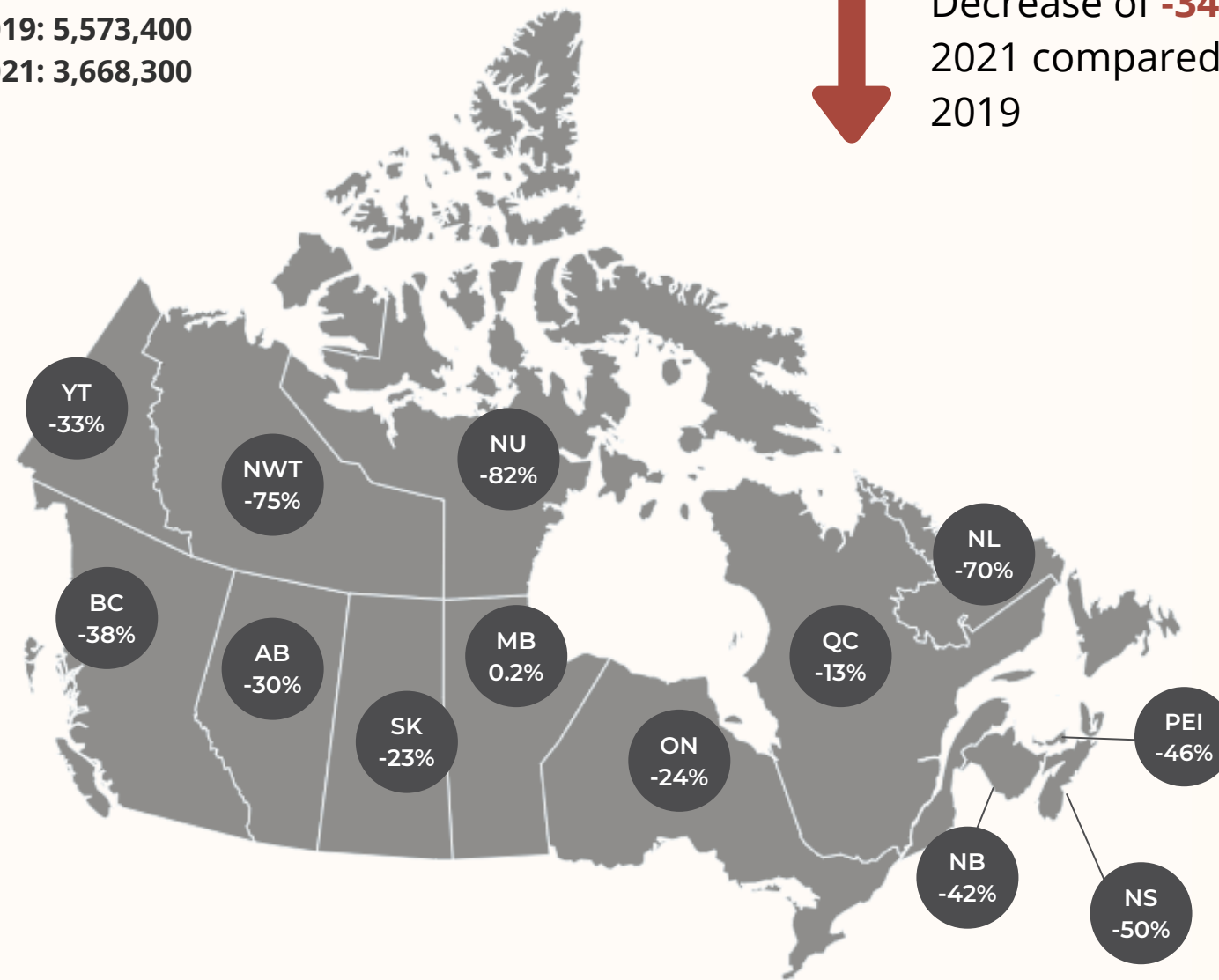
Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic and another on **July 20, 2021** as a result of severe wildfire activity.

2019 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2019 vs. 2021

2019: 5,573,400
 2021: 3,668,300

Canada
 Decrease of **-34%**
 2021 compared to 2019

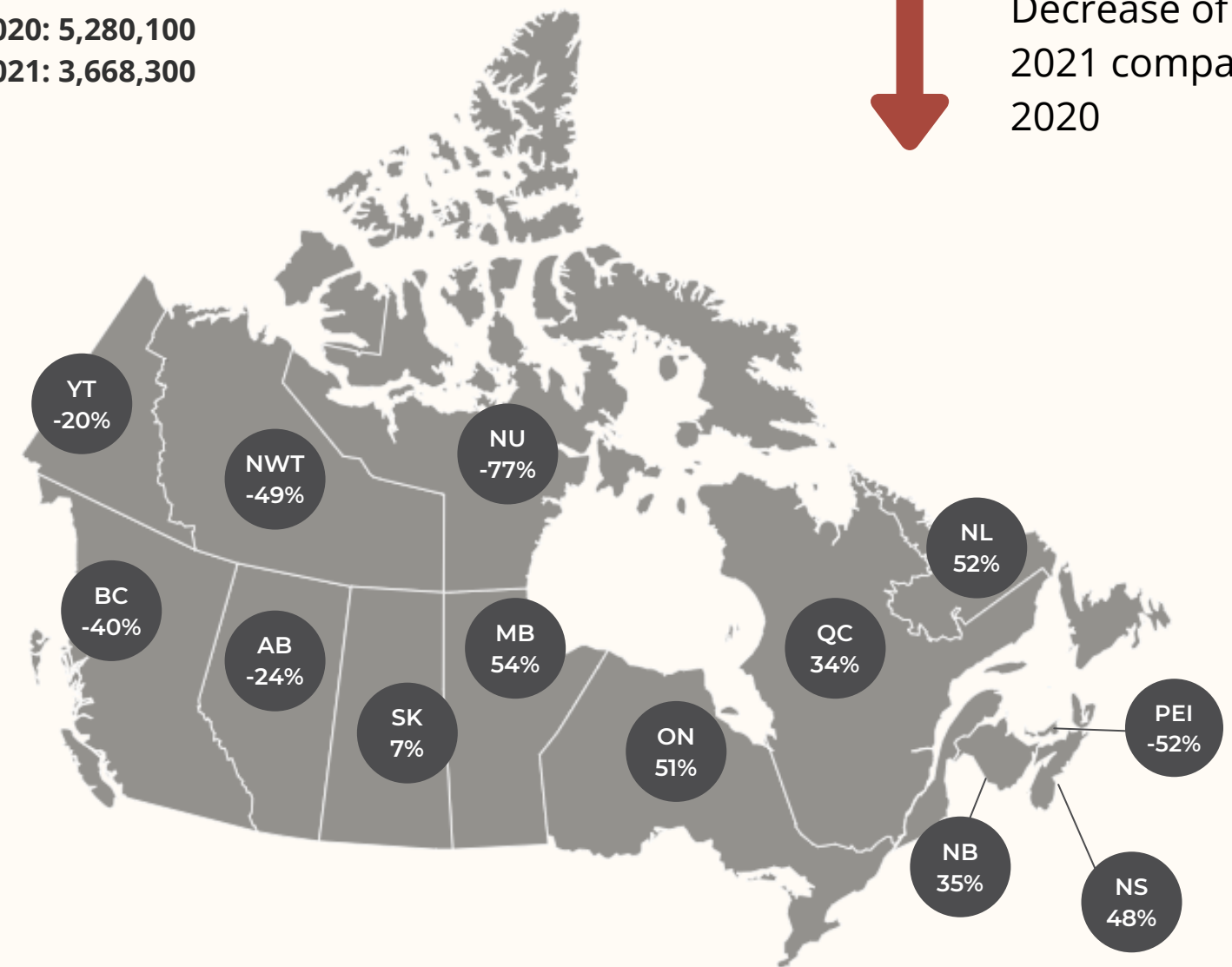


2020 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to British Columbia 2020 vs. 2021

2020: 5,280,100
 2021: 3,668,300

Canada
 Decrease of **-31%**
 2021 compared to 2020



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

Note: A Visitor is defined as someone who travels 60+ km from their point of origin

Q4 2019/2020 VS. Q4 2021: DOMESTIC VISITORS BY QUARTER

BRITISH COLUMBIA



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

Overview

- In Q4 2019 British Columbia saw an average of **2,460,700** Domestic Visitors. In Q4 2020 the Province saw **1,822,200** Domestic Visitors and in Q4 2021 **2,185,900** Domestic Visitors. A **decrease** of **-11%** compared to 2019 and an increase of **20%** compared to 2020 visitation.
- 2021 saw a **decrease** in visitation from every Province with the exception of Manitoba, Nunavut, PEI and Quebec when compared to Q4 2019.
- When compared to Q4 2020, 2021 saw increases from every Province with the exception of New Brunswick and the Yukon.

Note: British Columbia declared a provincial state of emergency on **Wednesday, March 18, 2020** as a result of the COVID-19 Global Pandemic and another on **November 17, 2021** as a result of severe provincial flooding.

2019 Domestic Visitation vs. 2021 Domestic Visitation

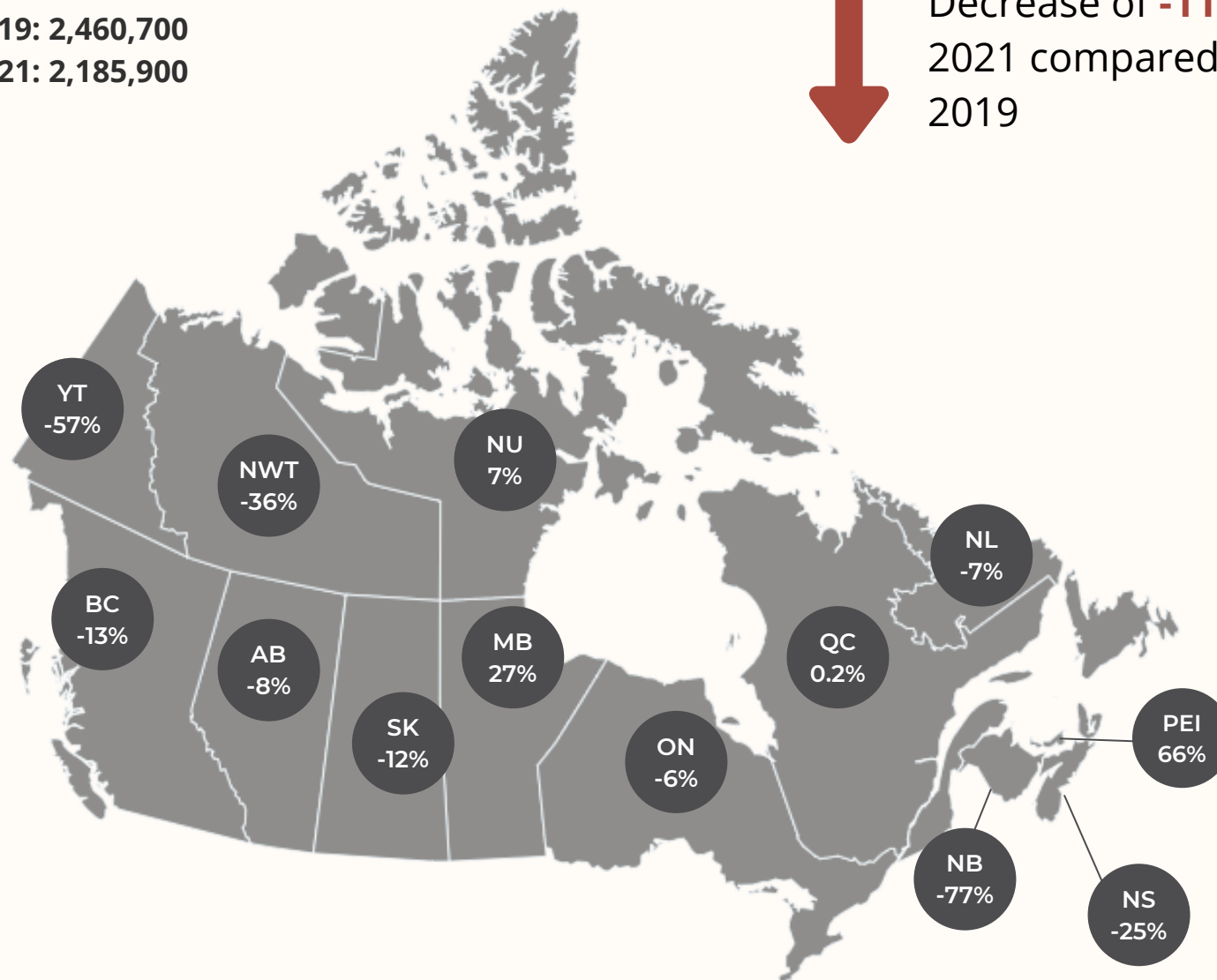
Quarterly visitors to British Columbia 2019 vs. 2021

2019: 2,460,700
 2021: 2,185,900



Canada

Decrease of **-11%**
 2021 compared to 2019



2020 Domestic Visitation vs. 2021 Domestic Visitation

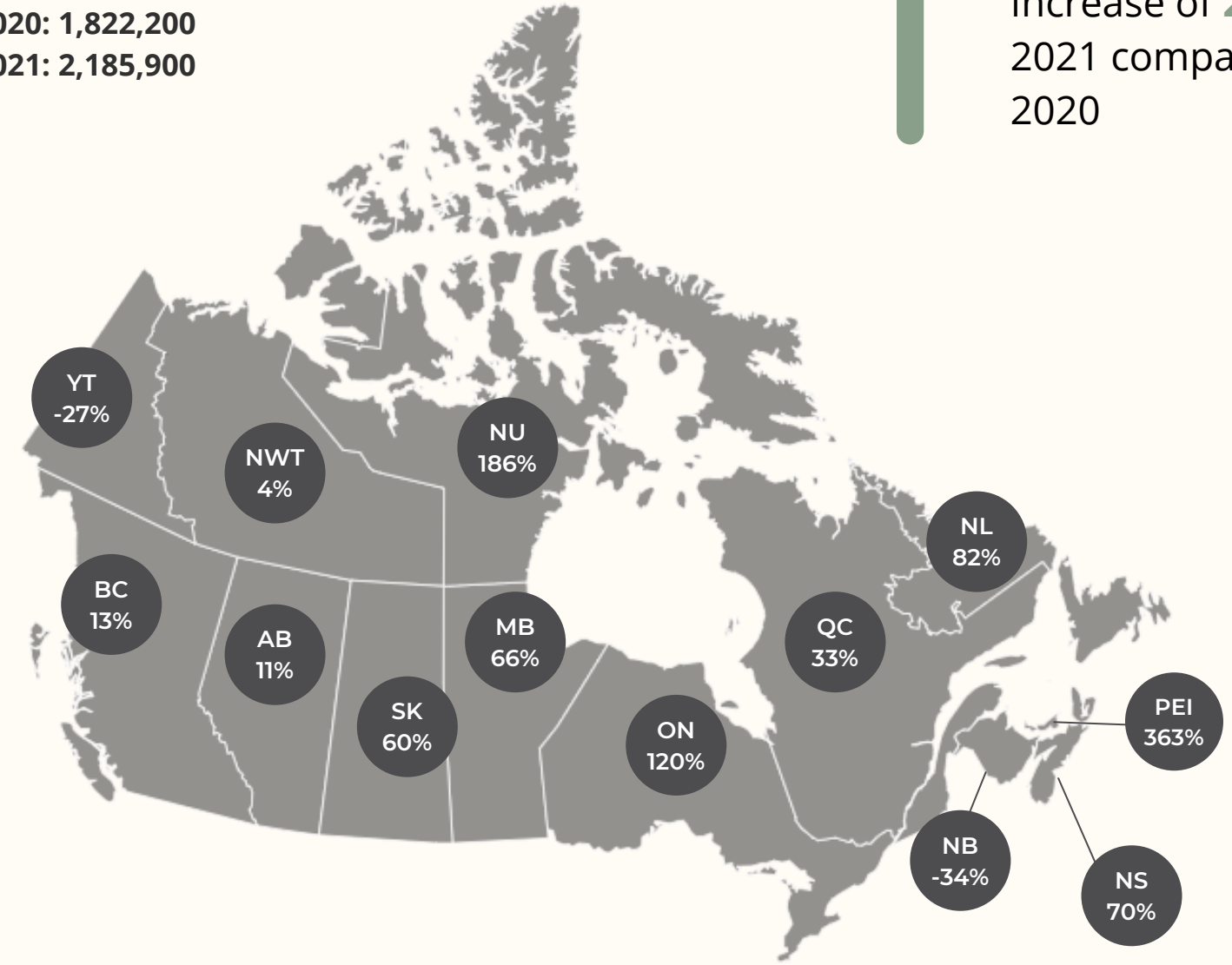
Quarterly visitors to British Columbia 2020 vs. 2021

2020: 1,822,200
 2021: 2,185,900



Canada

Increase of **20%**
 2021 compared to 2020



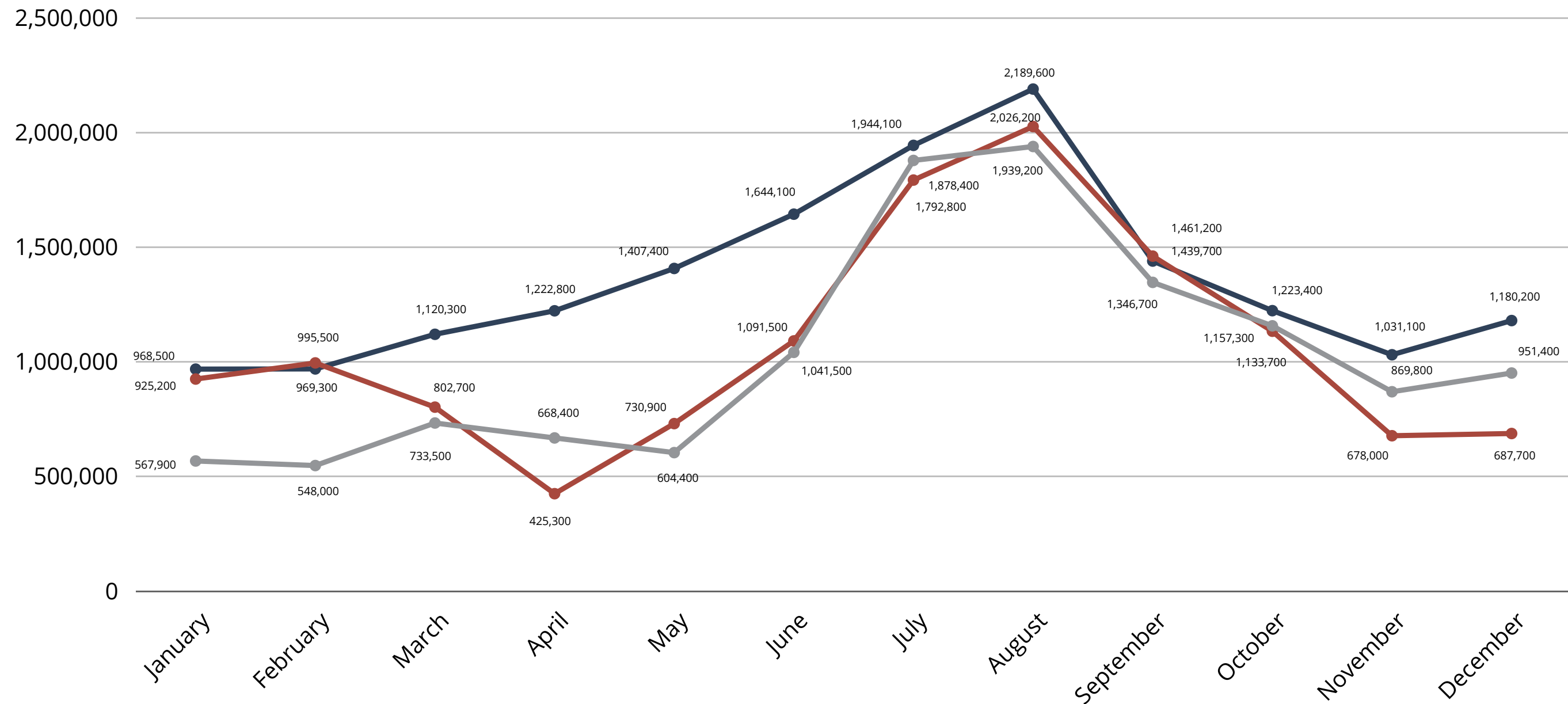
*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

Note: A Visitor is defined as someone who travels 60+ km from their point of origin



CANADIAN VISITATION

CANADIAN VISITORS TRAVELLING TO BRITISH COLUMBIA BY MONTH



KEY FINDINGS

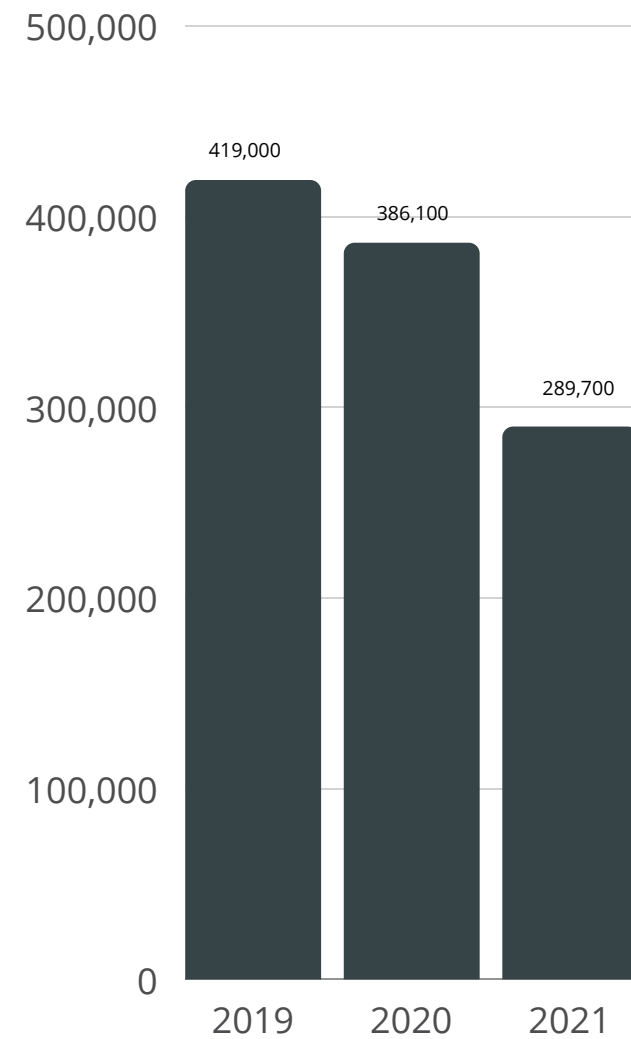
- October 2021 saw a **2%** increase compared to October 2020 and a **-5%** decrease compared to 2019.
- November 2021 saw a **28%** increase compared to November 2020 and a **-16%** decrease compared to 2019.
- December 2021 saw a **38%** increase compared to December 2020 and a **-19%** decrease compared to 2019.

ALBERTA INSIGHTS

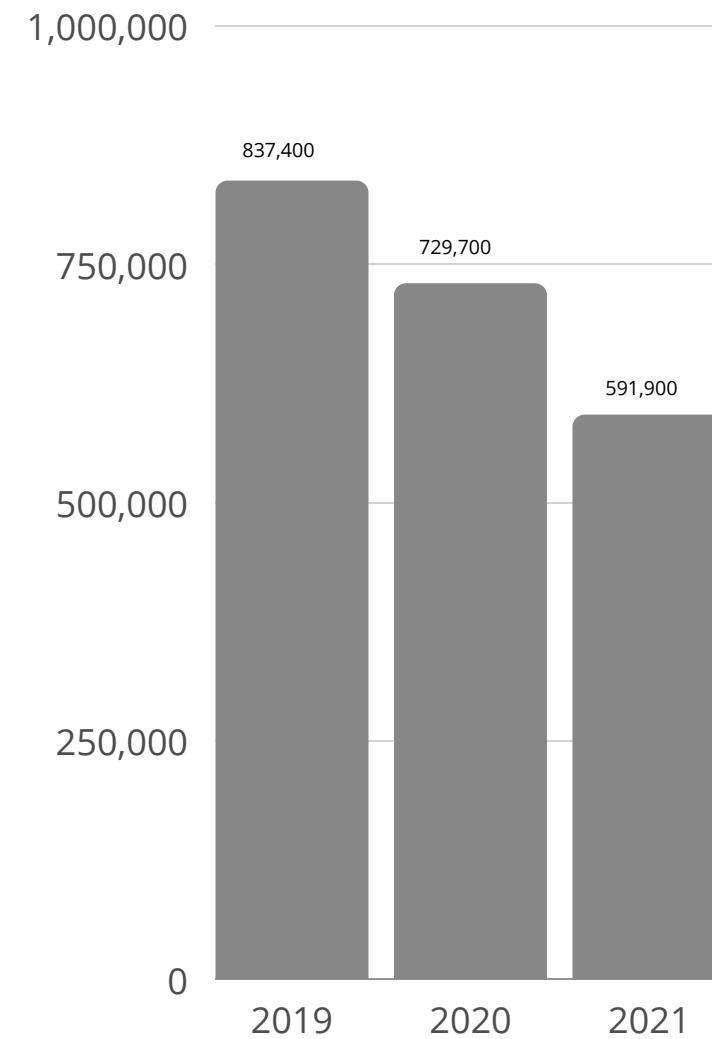
BRITISH COLUMBIA VISITATION - Q1

ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

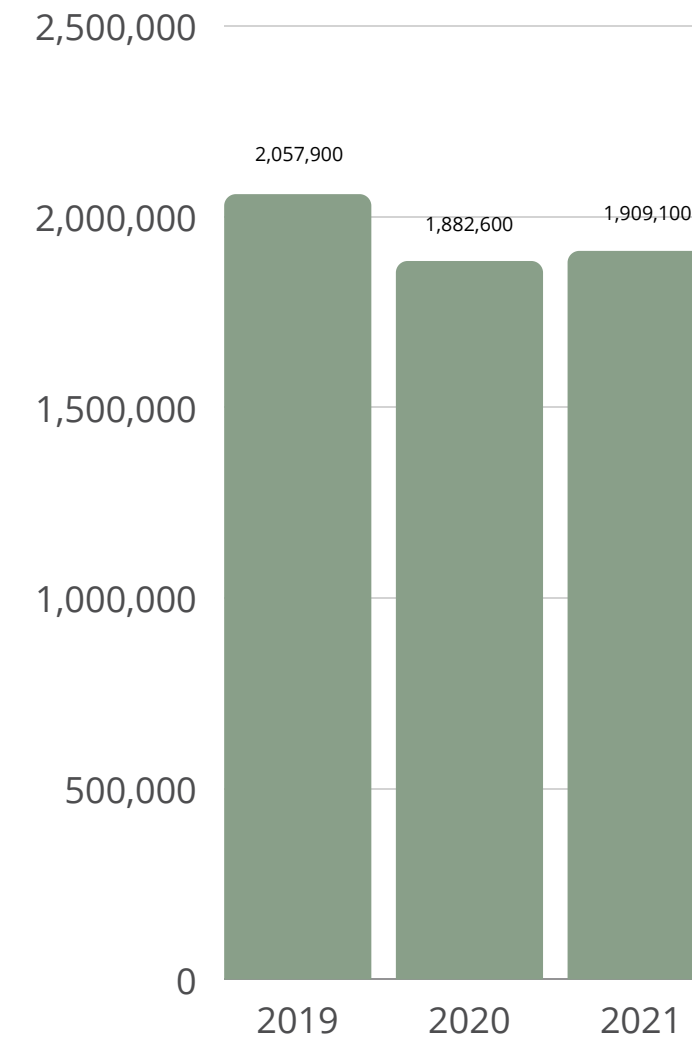
Number of Visitors to BC from AB in Q1



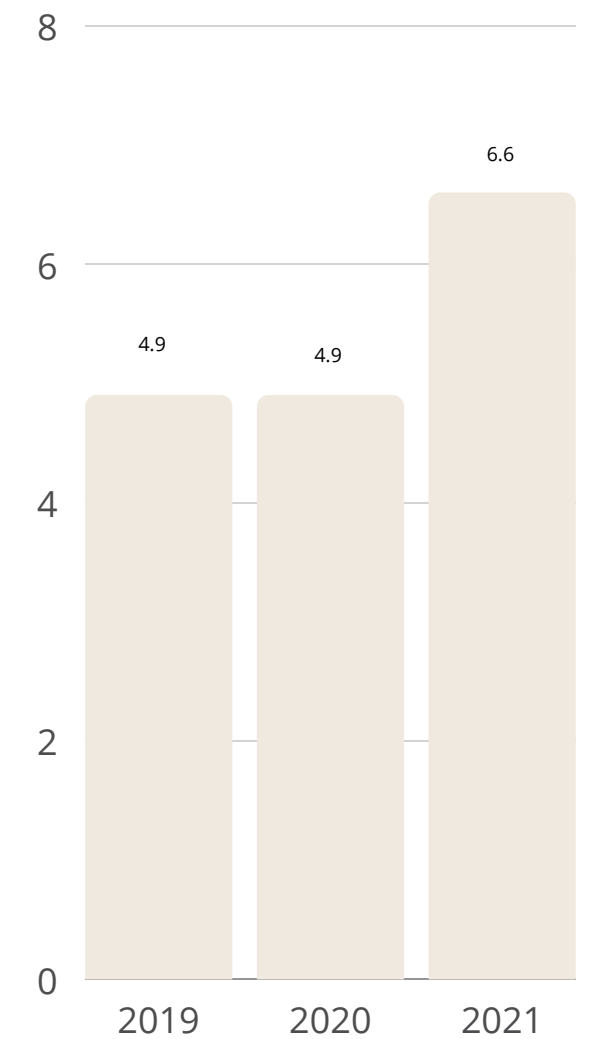
Number of Trips to BC from AB in Q1



Number of Nights Stayed in BC from AB in Q1



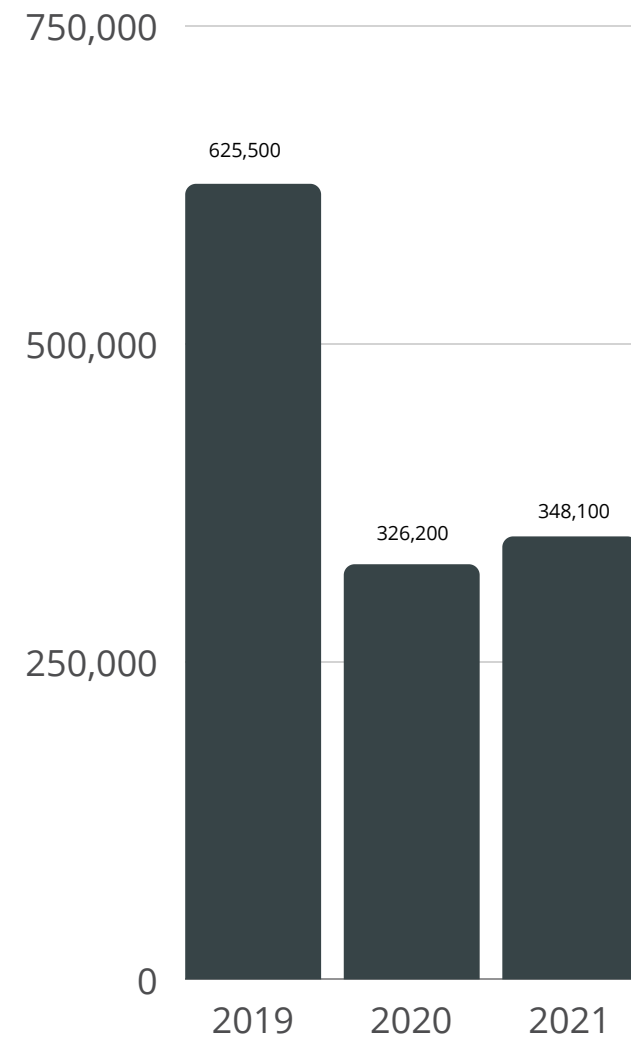
Night Stays/Visitors to BC from AB in Q1



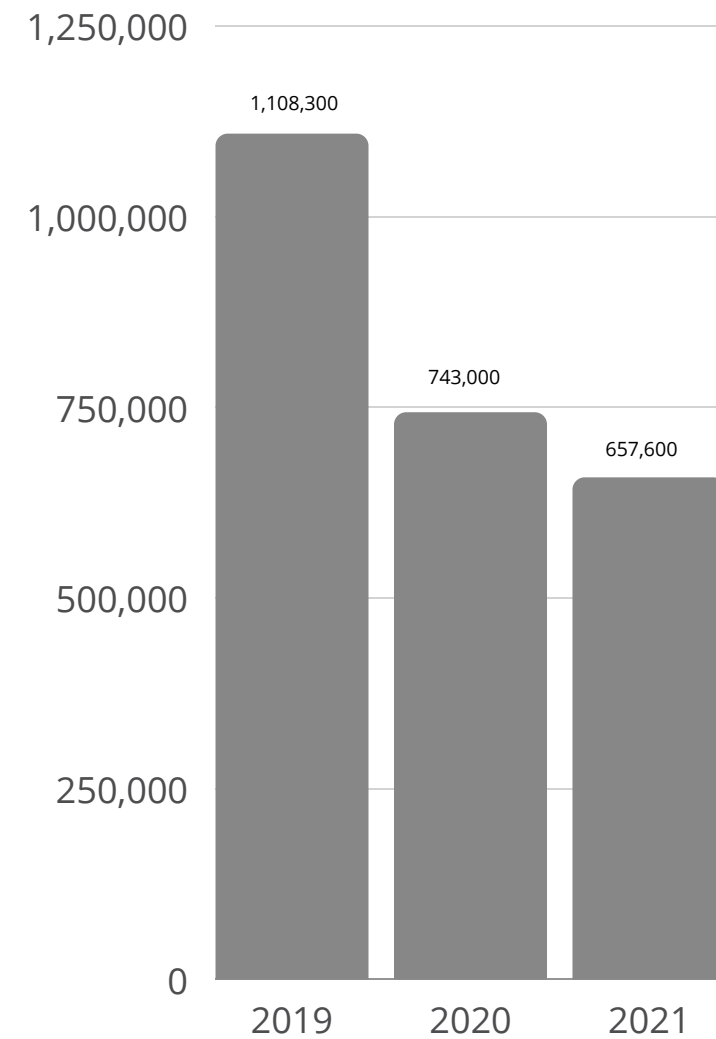
BRITISH COLUMBIA VISITATION - Q2

ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

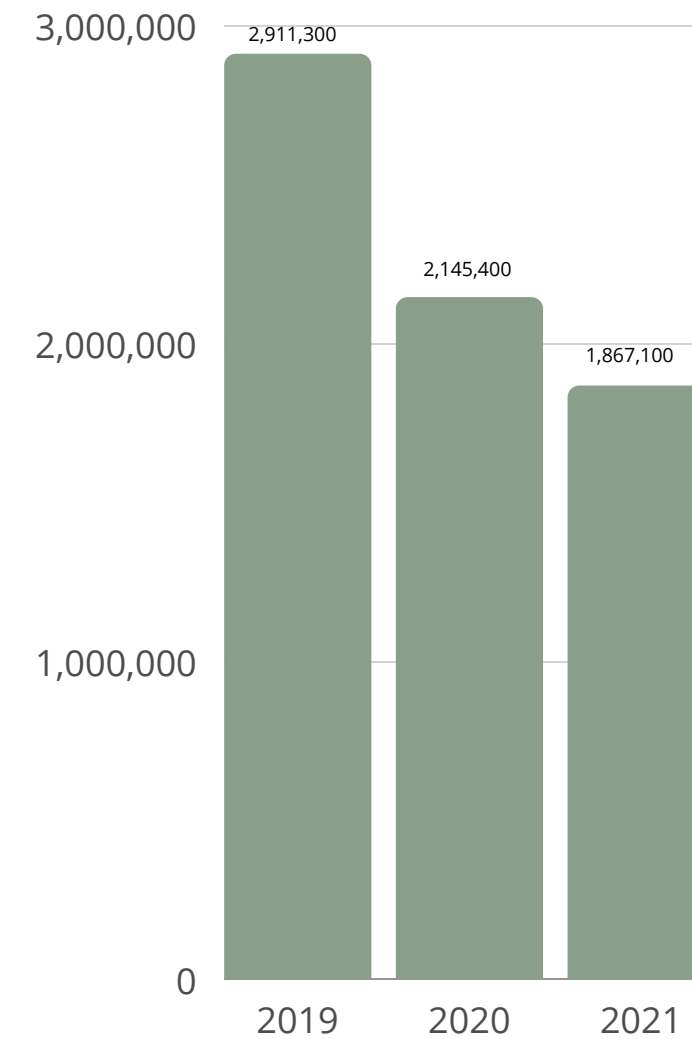
Number of Visitors to BC from AB in Q2



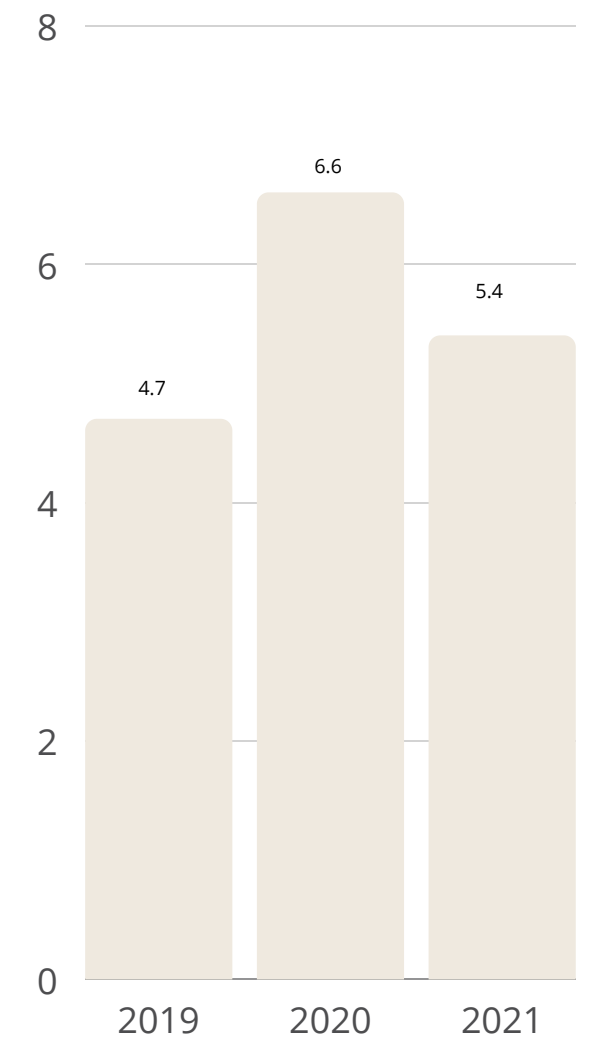
Number of Trips to BC from AB in Q2



Number of Nights Stayed in BC from AB in Q2



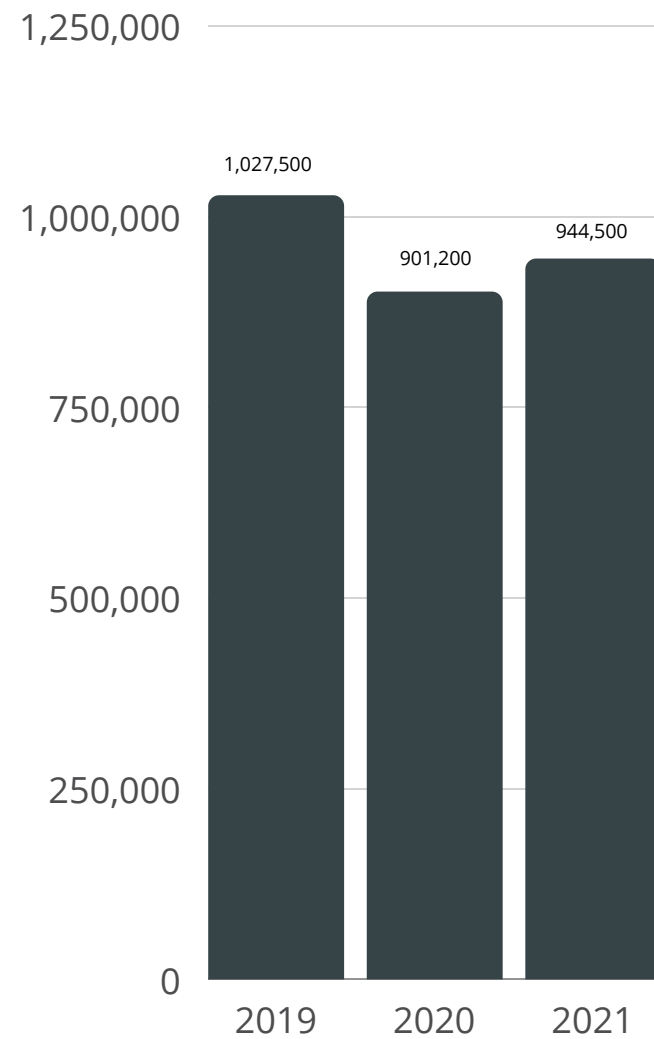
Night Stays/Visitors to BC from AB in Q2



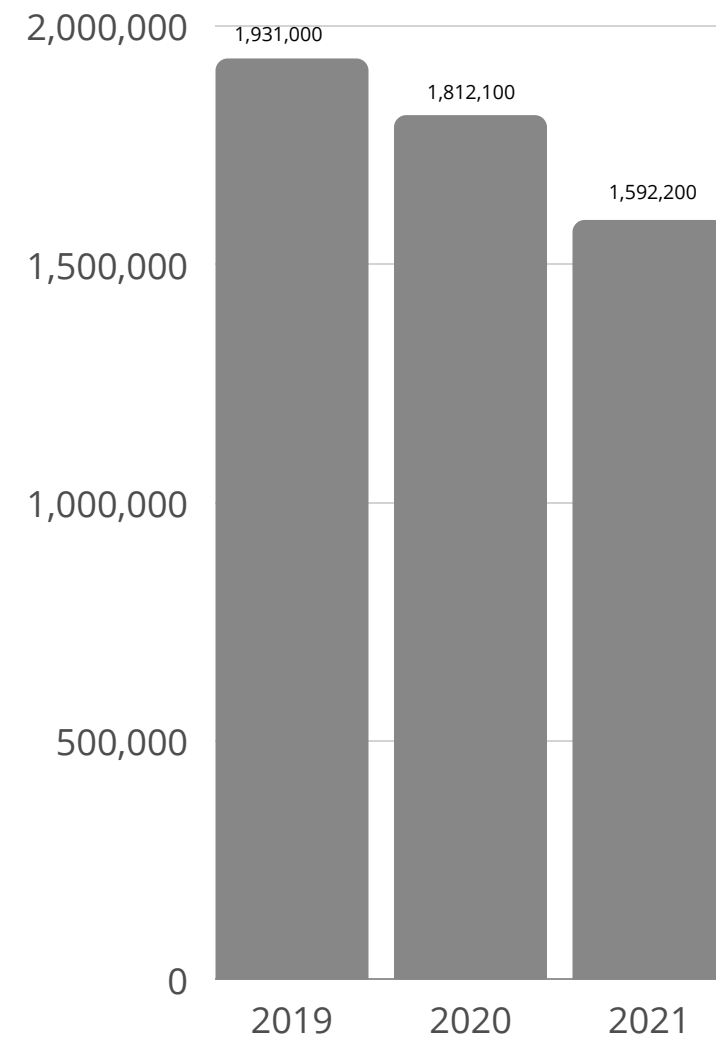
BRITISH COLUMBIA VISITATION - Q3

ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

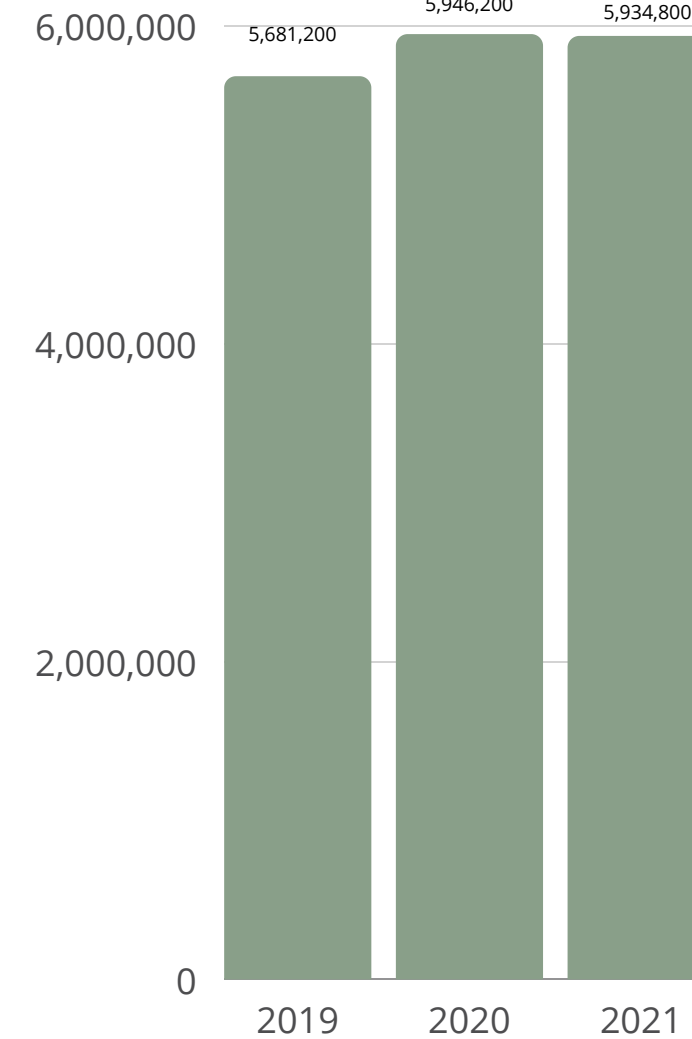
Number of Visitors to BC from AB in Q3



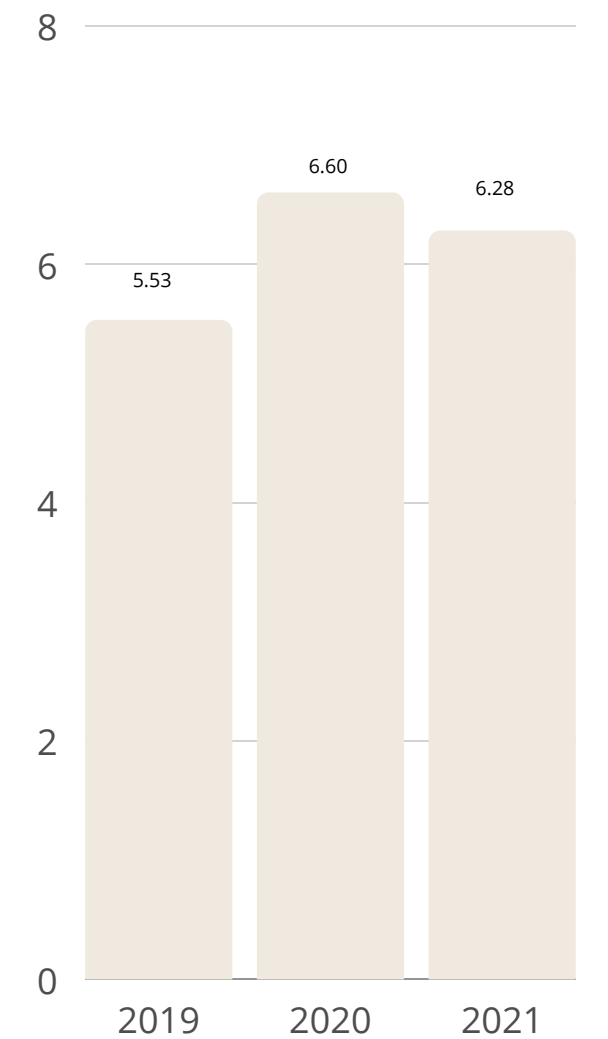
Number of Trips to BC from AB in Q3



Number of Nights Stayed in BC from AB in Q3



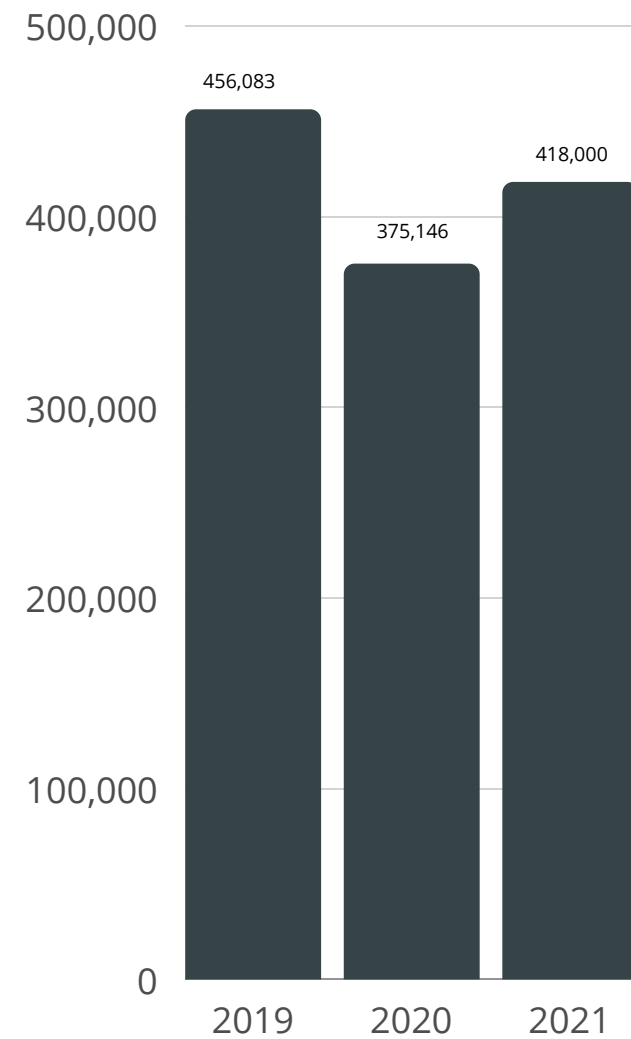
Night Stays/Visitors to BC from AB in Q3



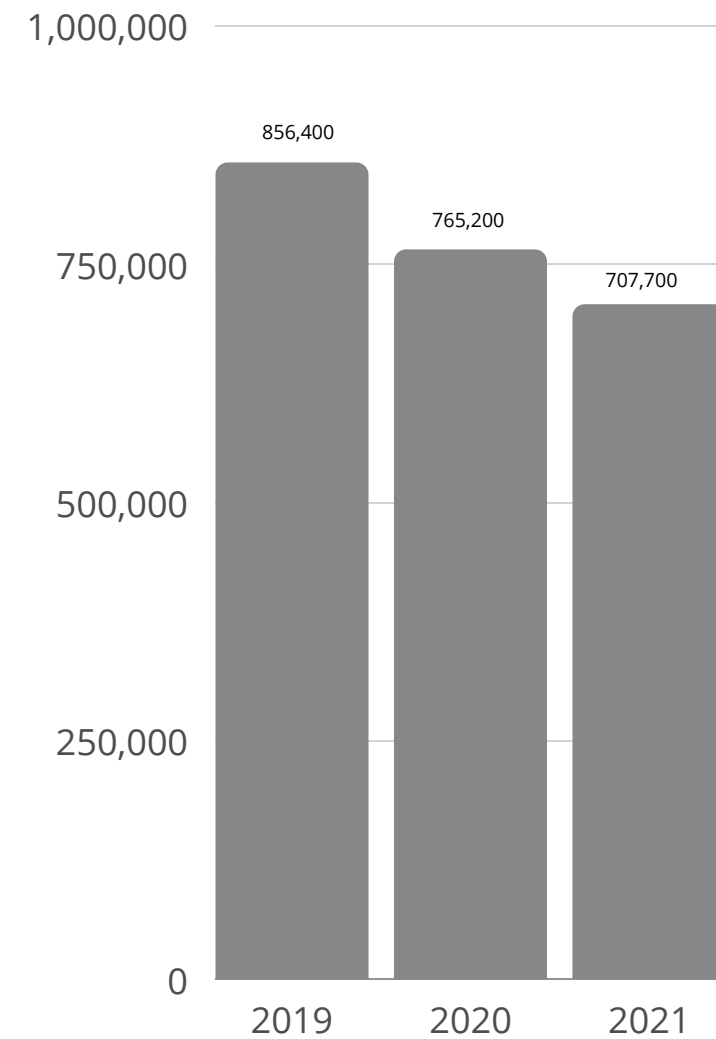
BRITISH COLUMBIA VISITATION - Q4

ALBERTA RESIDENTS TRAVELLING TO BRITISH COLUMBIA

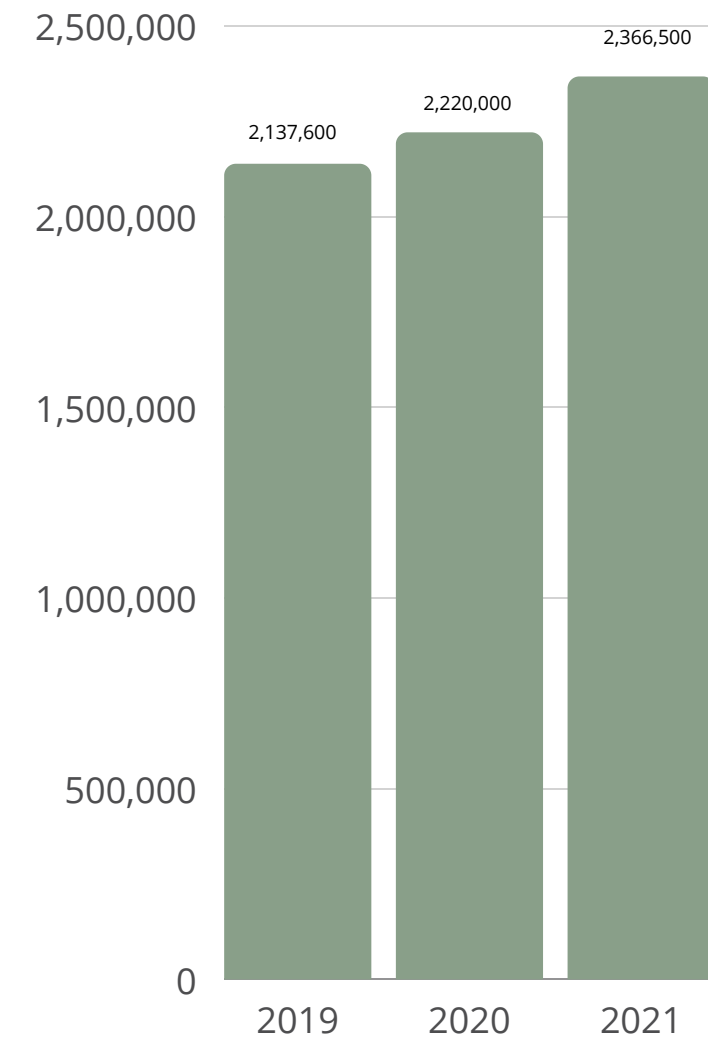
Number of Visitors to BC from AB in Q4



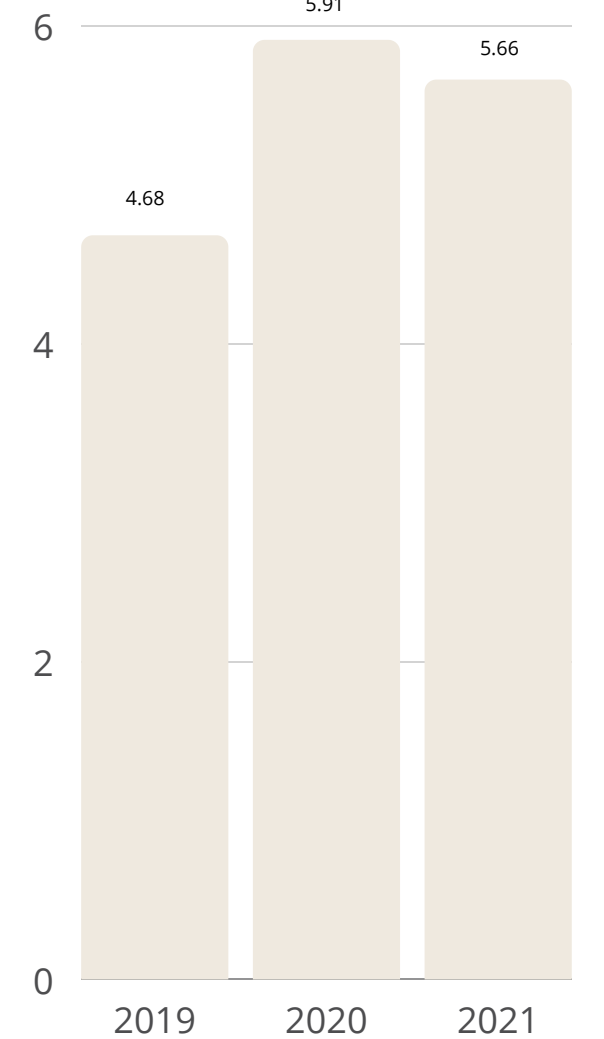
Number of Trips to BC from AB in Q4



Number of Nights Stayed in BC from AB in Q4



Night Stays/Visitors to BC from AB in Q4



AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q1

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	205,100	Calgary	182,600	Calgary	147,400
Edmonton	103,800	Edmonton	97,800	Edmonton	59,500
Grande Prairie	17,700	Grande Prairie	14,900	Grande Prairie	10,800
Red Deer	12,800	Red Deer	12,800	Red Deer	10,500
Strathcona County	12,400	Strathcona County	11,800	Strathcona County	9,700
Rocky View County	10,900	Lethbridge	10,400	Airdrie	8,100
Airdrie	10,500	Airdrie	10,000	Rocky View County	7,900
Wood Buffalo	9,700	Rocky View County	9,500	Lethbridge	6,400
St. Albert	8,500	St. Albert	7,700	St. Albert	6,100
Lethbridge	7,300	Wood Buffalo	7,500	Canmore	5,200

AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q2

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	341,500	Calgary	181,600	Calgary	177,900
Edmonton	159,400	Edmonton	73,700	Edmonton	80,600
Grande Prairie	21,100	Grande Prairie	17,400	Grande Prairie	18,000
Airdrie	19,600	Airdrie	11,900	Lethbridge	11,100
Red Deer	18,400	Red Deer	11,400	Airdrie	11,000
Strathcona County	16,000	Strathcona County	10,400	Red Deer	8,600
Lethbridge	15,900	Lethbridge	8,700	Rocky View County	8,600
Rocky View County	13,900	Rocky View County	8,100	Strathcona County	8,600
St. Albert	11,000	Wood Buffalo	7,000	Wood Buffalo	7,500
Canmore	9,300	St. Albert	6,700	Okotoks	5,000

AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q3

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	537,100	Calgary	508,300	Calgary	348,700
Edmonton	247,000	Edmonton	204,900	Edmonton	193,800
Airdrie	31,700	Airdrie	31,300	Strathcona County	23,100
Grande Prairie	29,700	Strathcona County	26,300	Airdrie	20,200
Red Deer	29,200	Red Deer	26,000	Grande Prairie	20,200
Strathcona County	28,700	Grande Prairie	24,500	Lethbridge	18,600
Lethbridge	25,200	Rocky View County	22,000	Red Deer	15,300
St. Albert	19,600	Lethbridge	22,000	St. Albert	14,500
Rocky View County	18,700	Wood Buffalo	18,300	Rocky View County	13,500
Okotoks	13,900	St. Albert	17,500	Parkland County	9,000

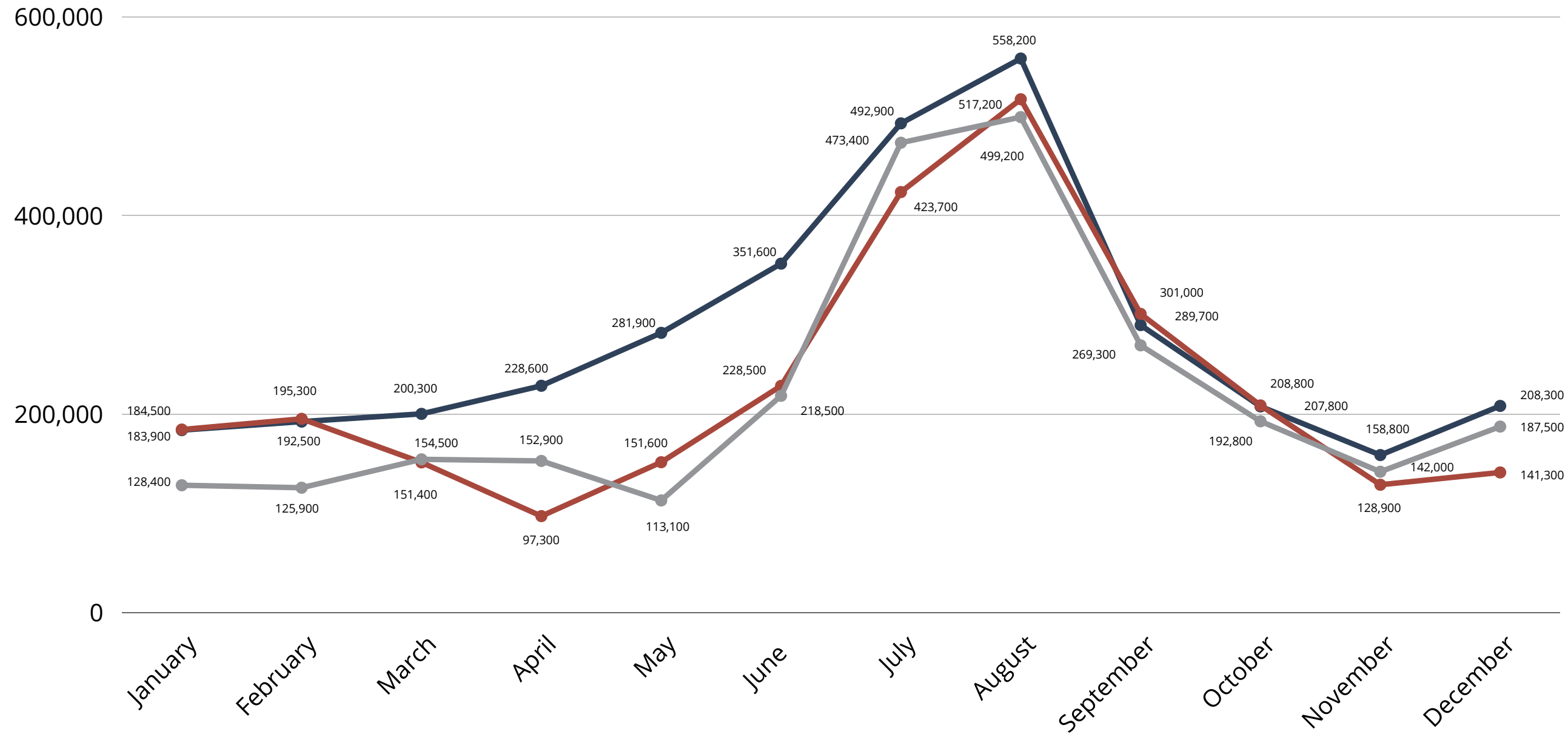
AB VISITS TO BRITISH COLUMBIA BY QUARTER - Q4

NUMBER OF VISITS TO BRITISH COLUMBIA BY ORIGIN CITY

City	2019 Visitor Count	City	2020 Visitor Count	City	2021 Visitor Count
Calgary	155,500	Calgary	137,000	Calgary	152,200
Edmonton	87,000	Edmonton	66,400	Edmonton	83,000
Grande Prairie	11,500	Grande Prairie	10,800	Strathcona County	9,800
Wood Buffalo	10,700	Red Deer	9,000	Red Deer	8,200
Red Deer	10,600	Strathcona County	8,100	Lethbridge	8,100
Strathcona County	10,300	Airdrie	8,000	Grande Prairie	8,000
Lethbridge	9,400	Lethbridge	7,400	Airdrie	8,000
Airdrie	9,000	Rocky View County	6,200	Rocky View County	6,200
St. Albert	7,100	St. Albert	5,100	St. Albert	5,800
Rocky View County	7,000	Wood Buffalo	4,700	Parkland County	4,400

ALBERTA VISITATION

ALBERTA VISITORS TRAVELLING TO BC BY MONTH

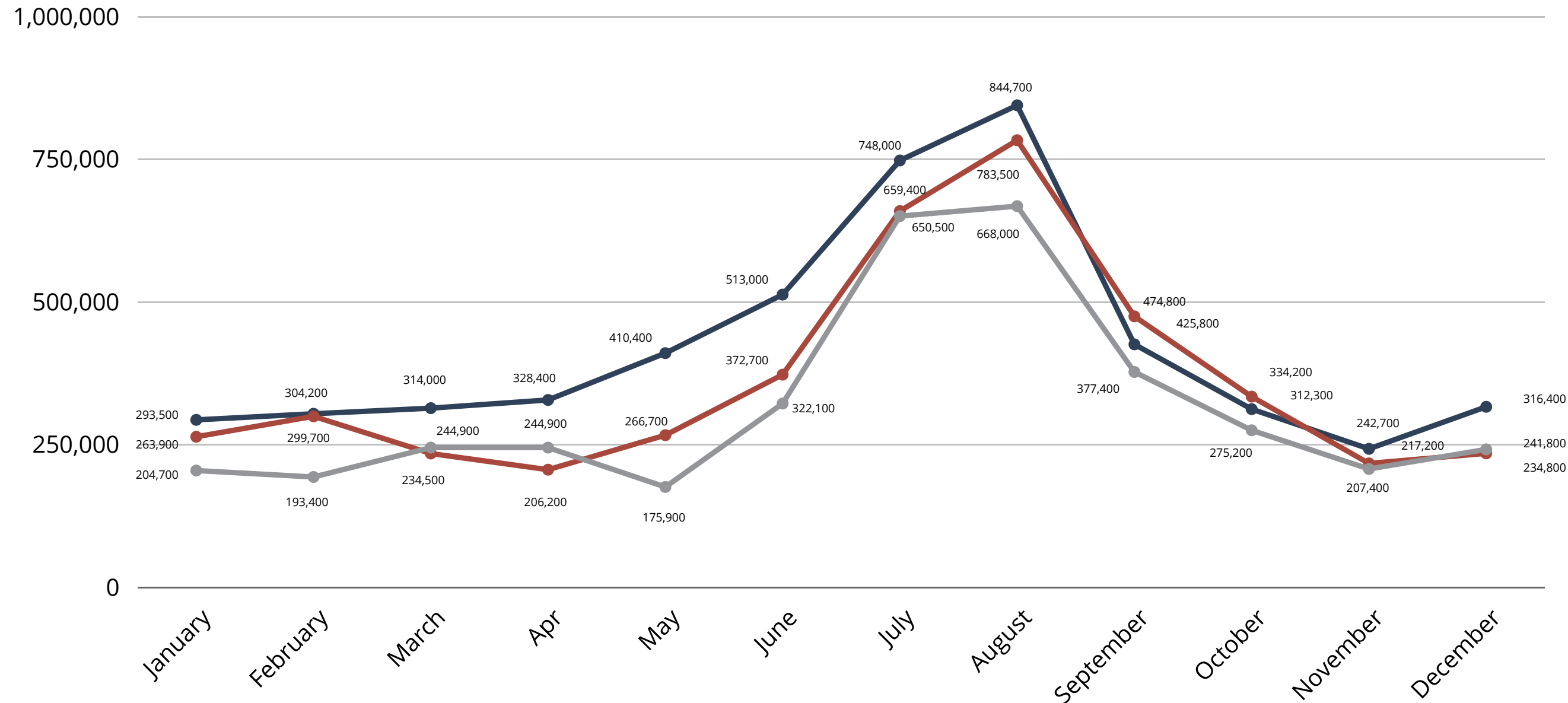


KEY FINDINGS

- October 2021 saw a **-8%** decrease compared to October 2020 and a **-7%** decrease compared to 2019.
- November 2021 saw a **10%** increase compared to November 2020 and a **-11%** decrease compared to 2019.
- December 2021 saw a **33%** increase compared to December 2020 and a **-10%** decrease compared to 2019.

ALBERTA VISITATION

ALBERTA TRIPS TO BC BY MONTH

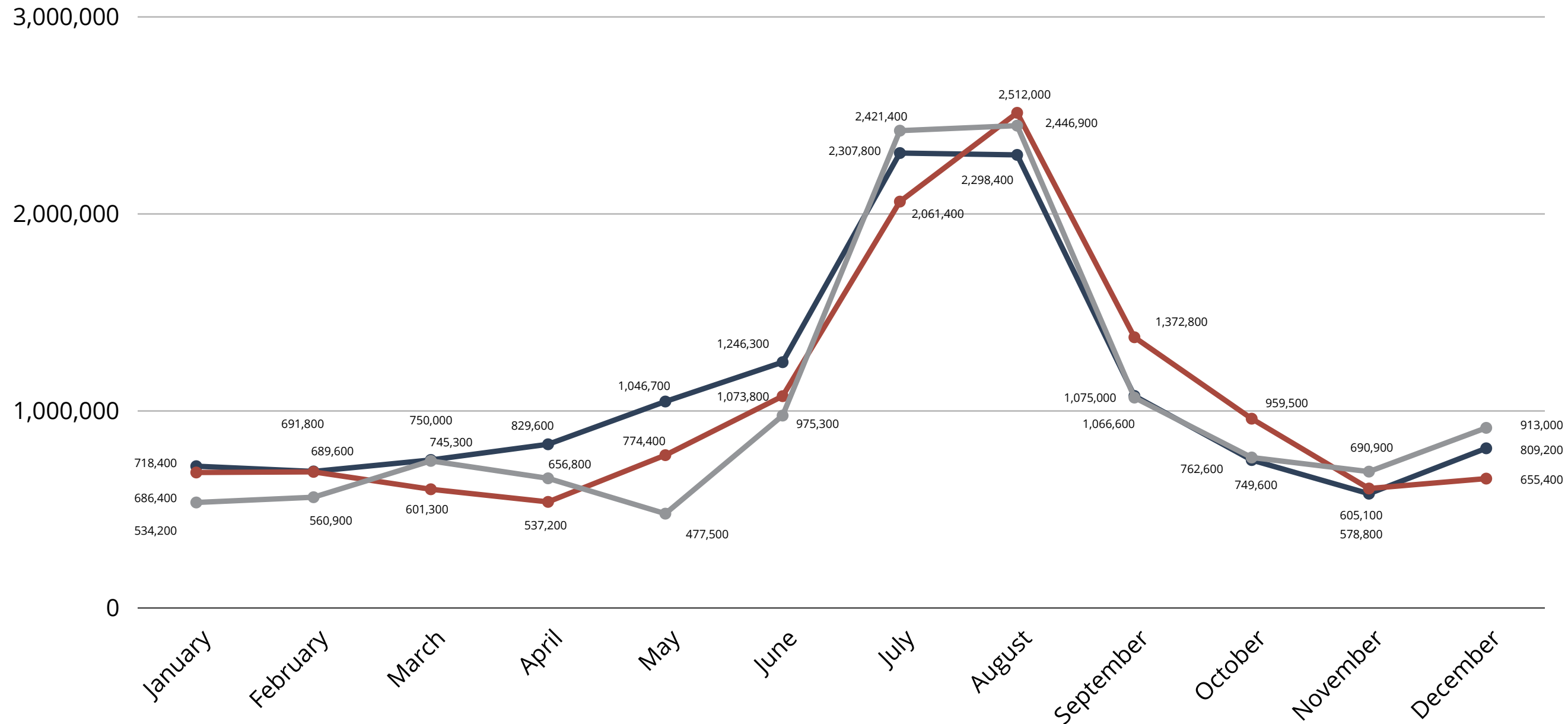


KEY FINDINGS

- October 2021 saw a **-18%** decrease compared to October 2020 and a **-12%** decrease compared to 2019.
- November 2021 saw a **-4%** decrease compared to November 2020 and a **-15%** decrease compared to 2019.
- December 2021 saw a **3%** increase compared to December 2020 and a **-24%** decrease compared to 2019.

ALBERTA VISITATION

ALBERTA OVERNIGHT STAYS IN BC BY MONTH

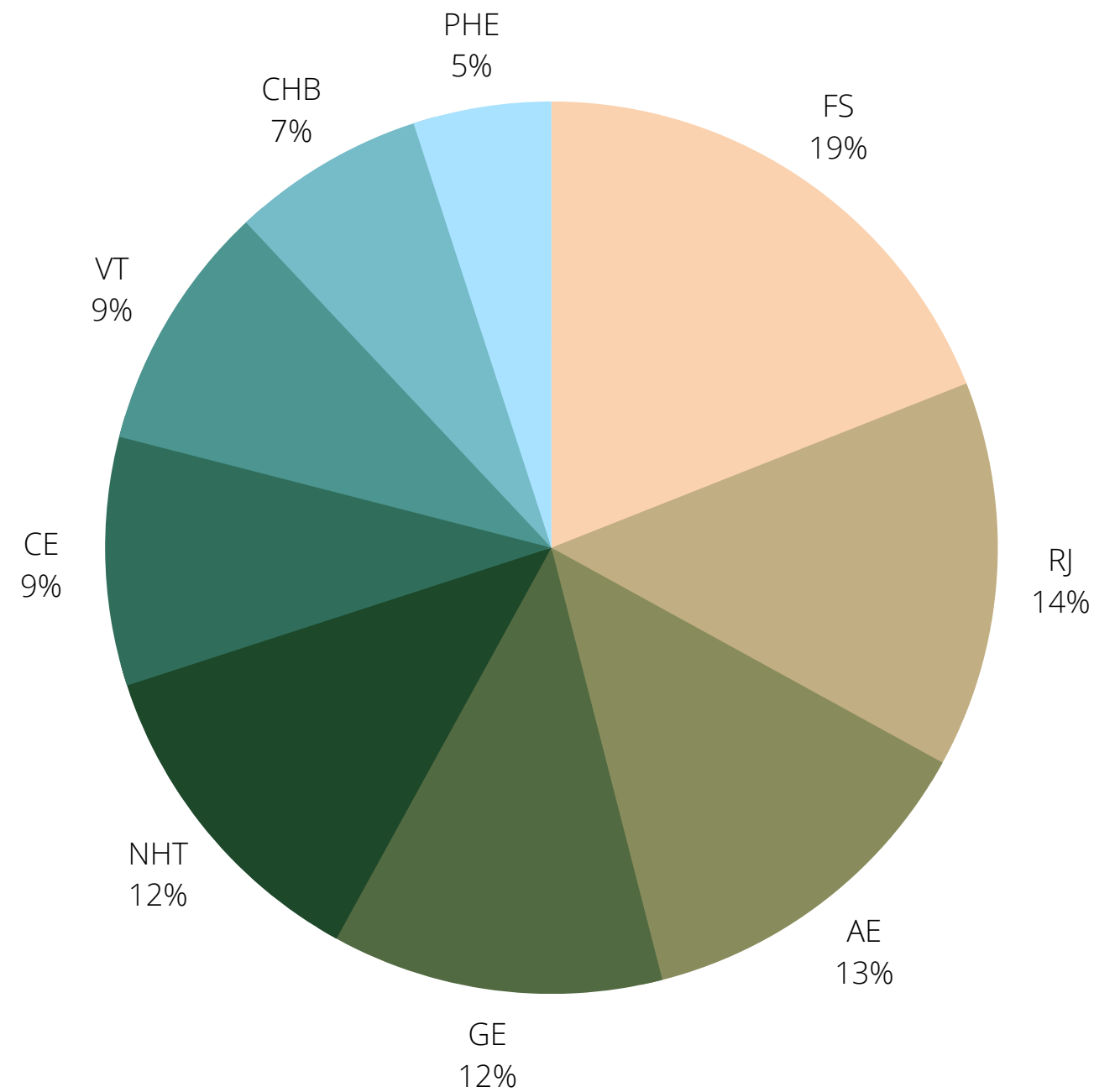


KEY FINDINGS

- October 2021 saw a **-21%** decrease compared to October 2020 and a **2%** increase compared to 2019.
- November 2021 saw a **14%** increase compared to November 2020 and a **19%** increase compared to 2019.
- December 2021 saw a **39%** increase compared to December 2020 and a **13%** increase compared to 2019.

2021 ALBERTA EQ COMPOSITION

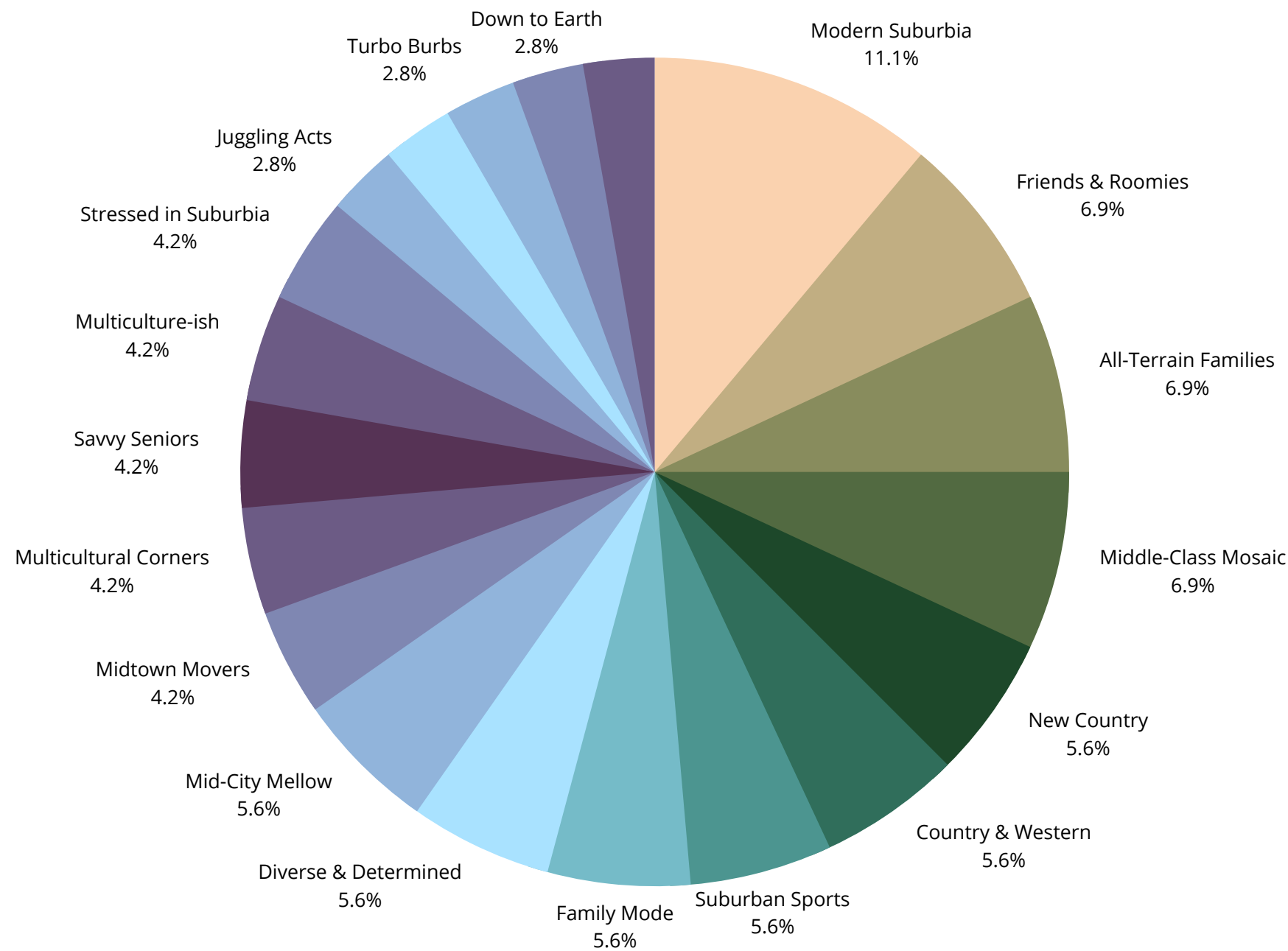
BY HOUSEHOLD AND POPULATION COUNT



EQ TYPE	HOUSEHOLD COUNT	POPULATION COUNT
Free Spirits (FS)	316,975 (19%)	953,603 (21%)
Rejuvenators (RJ)	230,949 (14%)	658,962 (15%)
Authentic Experiencers (AE)	207,014 (13%)	584,506 (13%)
Gentle Explorers (GE)	203,153 (12%)	497,597 (11%)
No Hassle Travellers (NHT)	198,267 (12%)	584,453 (13%)
Cultural Explorers (CE)	155,177 (9%)	318,097 (7%)
Virtual Travellers (VT)	139,621 (9%)	415,948 (9%)
Cultural History Buffs (CHB)	107,775 (7%)	212,573 (5%)
Personal History Explorers (PHE)	82,290 (5%)	215,010 (5%)

2021 ALBERTA PRIZM COMPOSITION

TOP 20 SEGMENTS BY HOUSEHOLD AND POPULATION COUNT



PRIZM Segment	Household Count	Population Count
Modern Suburbia	125,524 (8%)	380,265 (9%)
Friends & Roomies	85,053 (5%)	170,856 (4%)
All-Terrain Families	83,825 (5%)	245,476 (6%)
Middle-Class Mosaic	81,299 (5%)	240,000 (5%)
New Country	70,280 (4%)	198,462 (4%)
Country & Western	66,998 (4%)	203,195 (5%)
Suburban Sports	63,021 (4%)	175,075 (4%)
Family Mode	62,772 (4%)	191,447 (4%)
Diverse & Determined	62,476 (4%)	138,884 (3%)
Mid-City Mellow	58,379 (4%)	157,557 (4%)
Midtown Movers	57,418 (3%)	157,144 (4%)
Multicultural Corners	52,077 (3%)	165,920 (4%)
Savvy Seniors	45,839 (3%)	106,518 (2%)
Multiculture-ish	44,496 (3%)	151,651 (3%)
Stressed in Suburbia	43,084 (3%)	116,027 (3%)
Juggling Acts	40,518 (2%)	97,050 (2%)
Mature & Secure	36,389 (2%)	103,363 (2%)
Turbo Burbs	36,192 (2%)	110,709 (2%)
Down to Earth	35,648 (2%)	97,807 (2%)
Just Getting By	35,453 (2%)	70,690 (2%)

JANUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

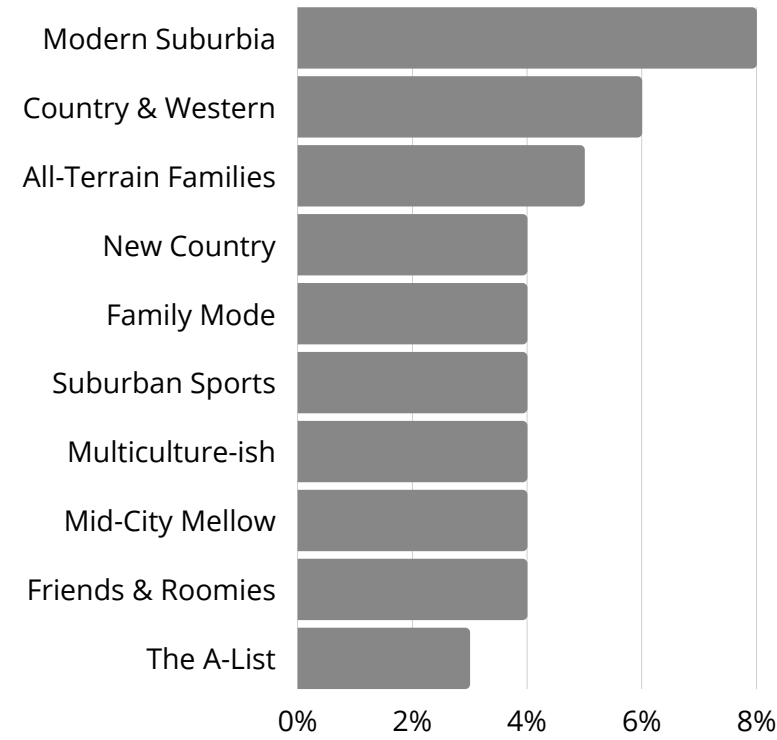
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Country & Western, and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to BC in January 2019.
- All-Terrain Families, Modern Suburbia and Family Mode were the top visiting PRIZM Segments in January 2021.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

January 2019 AB Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Country & Western** rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

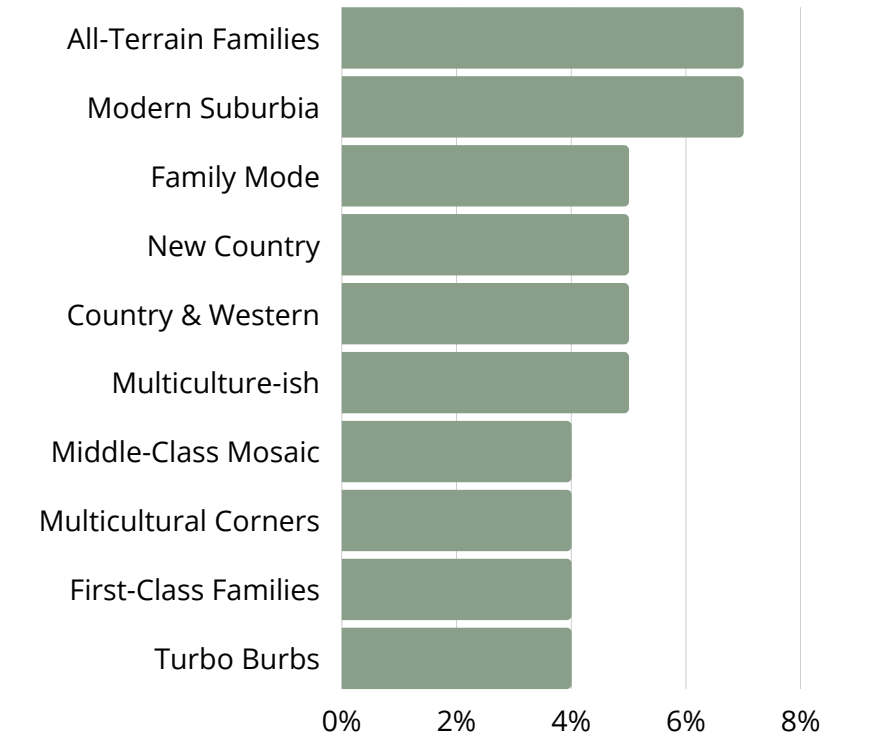


January 2021 AB Visits to BC by PRIZM Segment

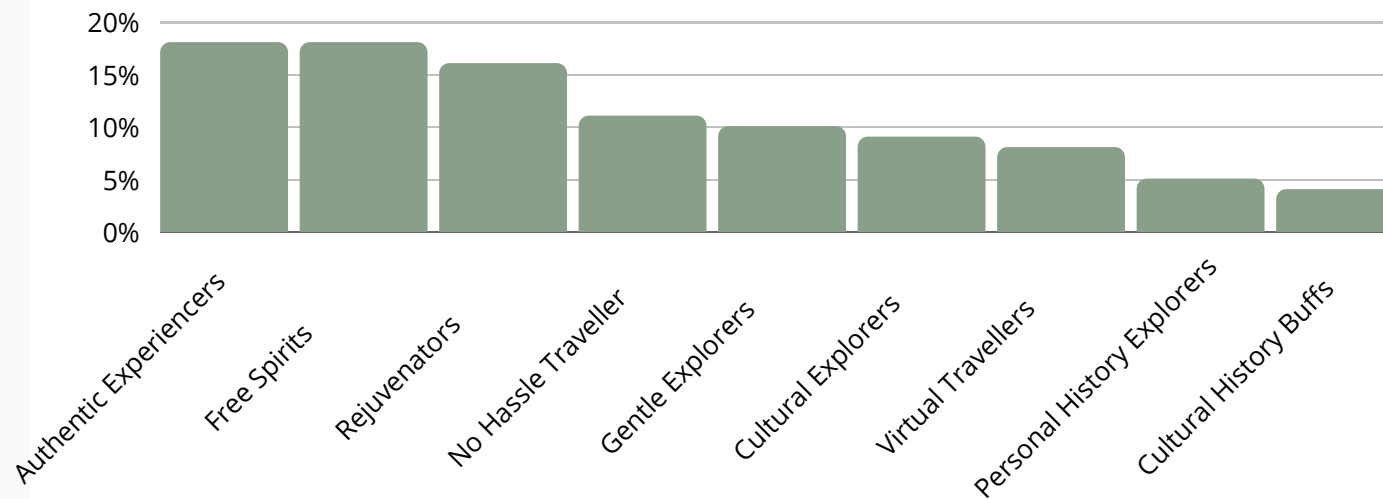
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

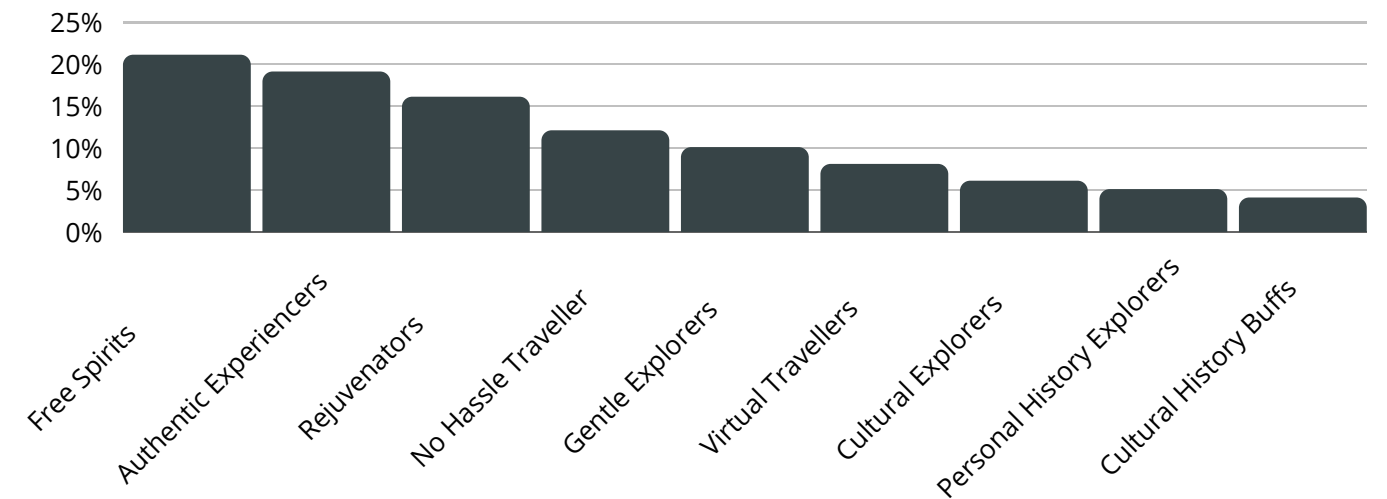
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).



January 2019 Visits by EQ Type



January 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

FEBRUARY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

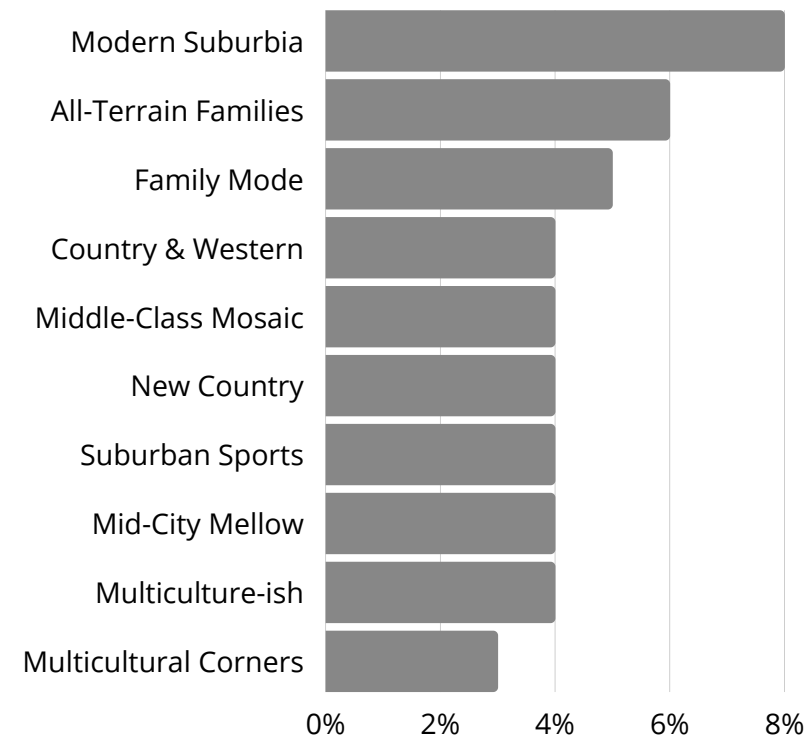
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to BC in February 2019.
- Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments in February 2021.
 - Family Mode ranked 3rd in 2019 and 4th in 2021.
 - Country & Western ranked 3rd in 2021 and 4th in 2019.
- Free Spirits, Authentic Experiencers and Rejuvenator were the top three EQ Traveller Types in both Feb 2019 and 2021

February 2019 AB Visits to BC by PRIZM Segment

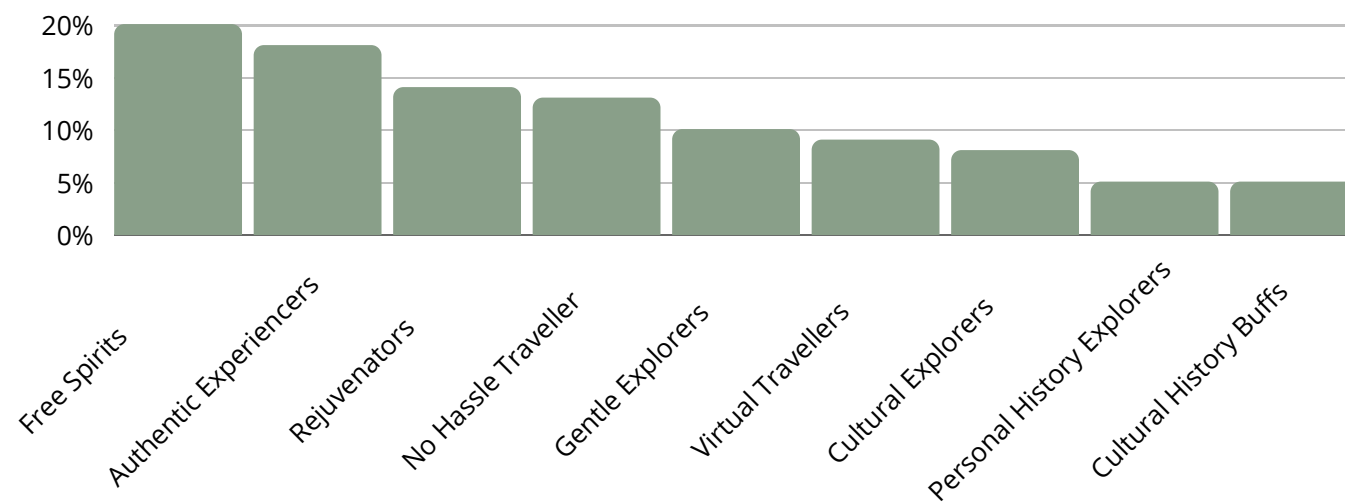
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).



February 2019 Visits by EQ Type

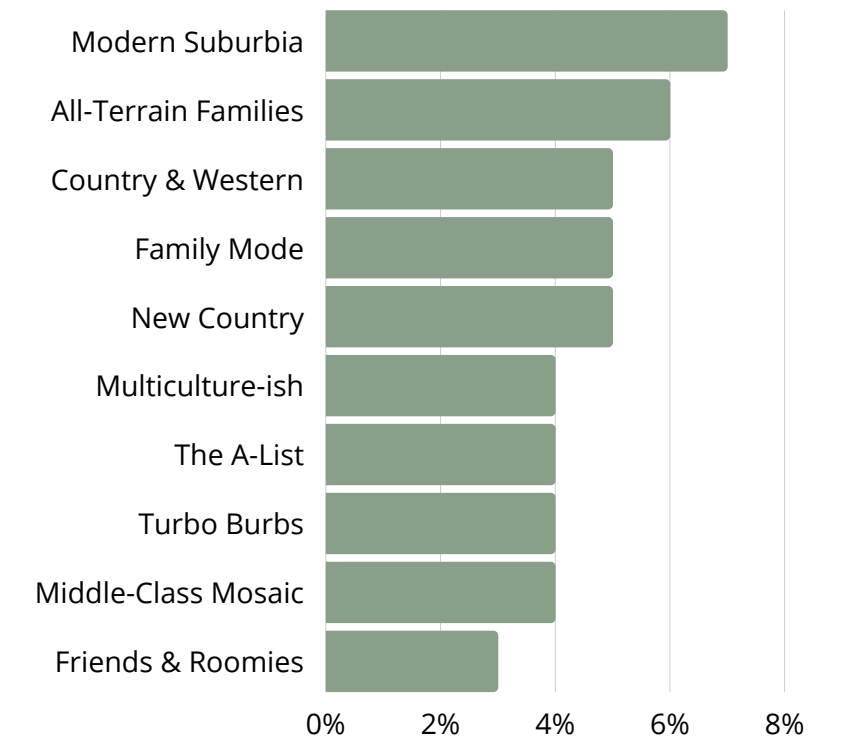


February 2021 AB Visits to BC by PRIZM Segment

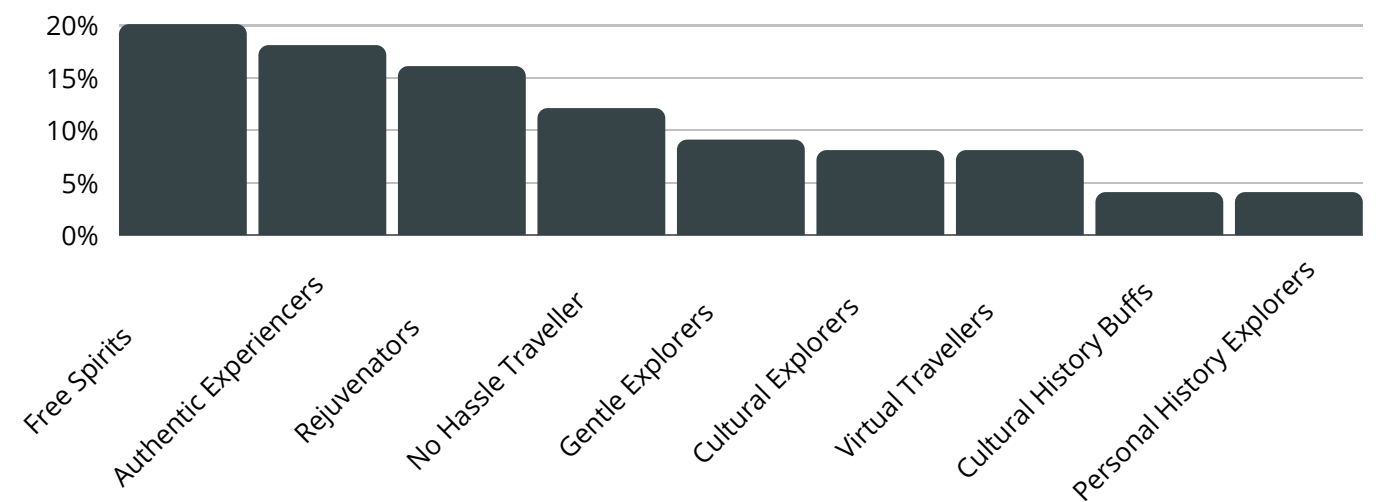
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Country & Western** rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).



February 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

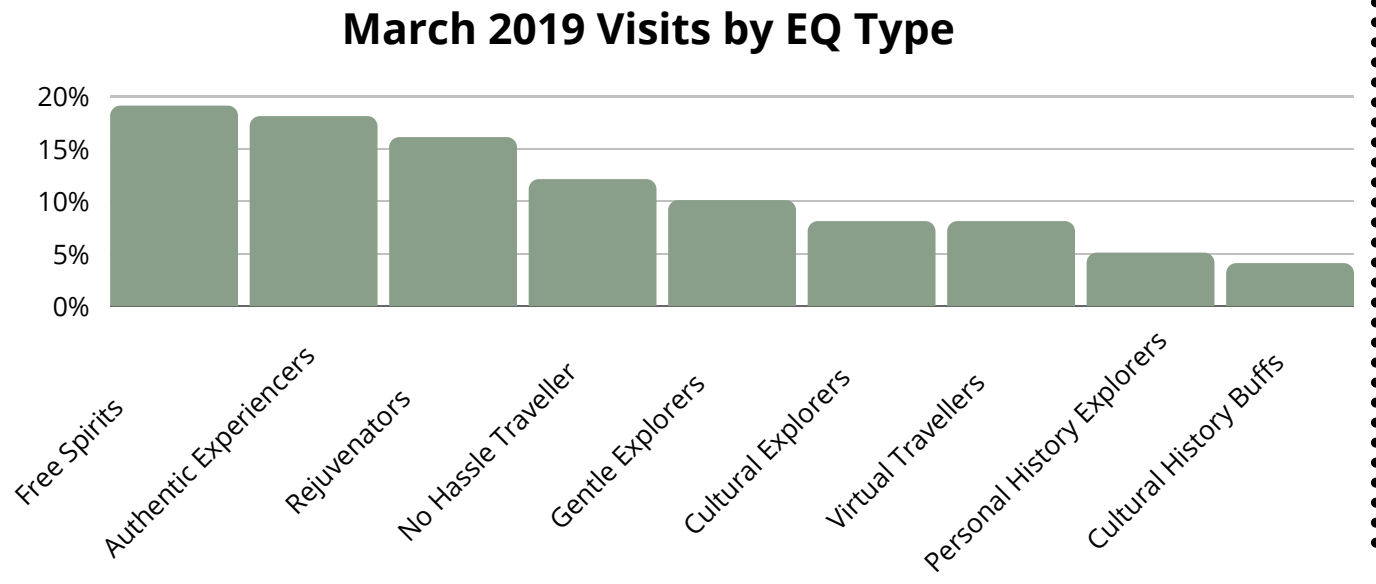
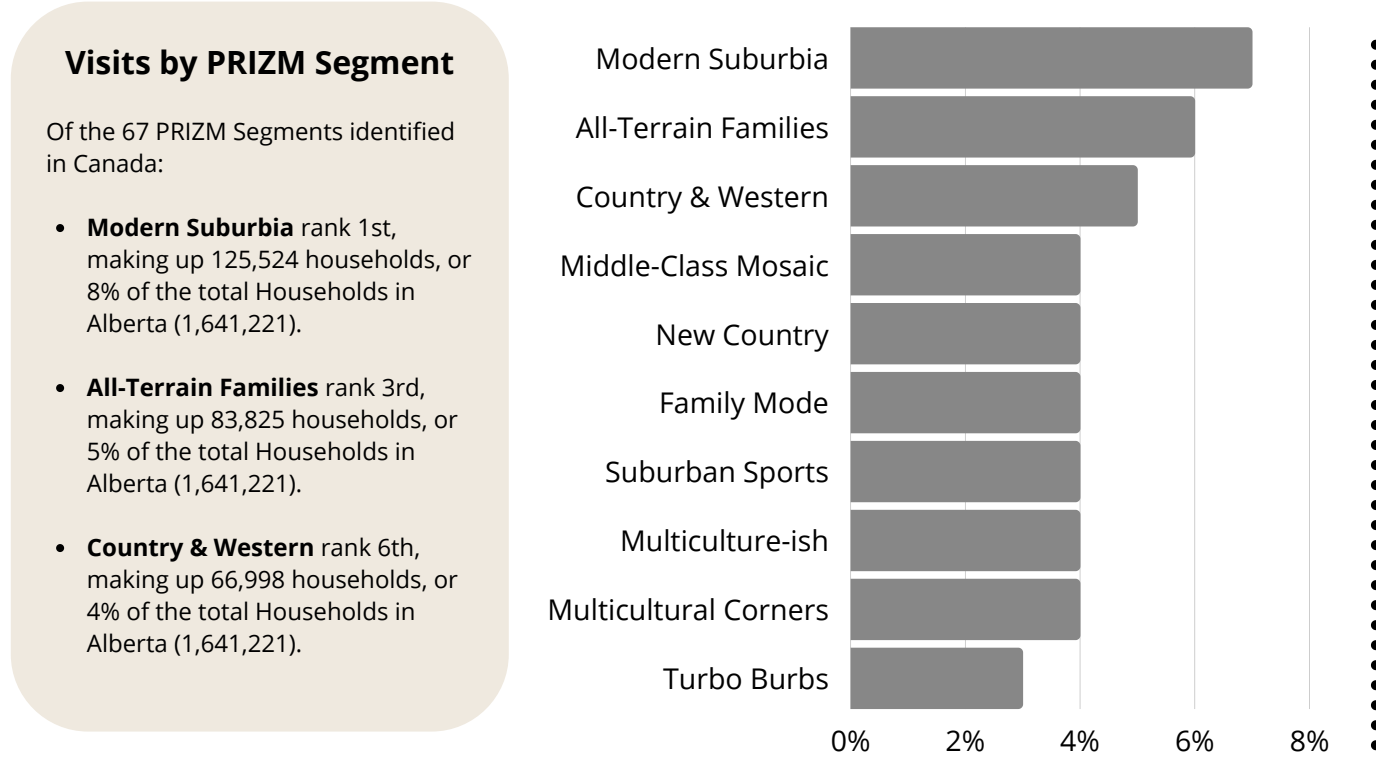
MARCH 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

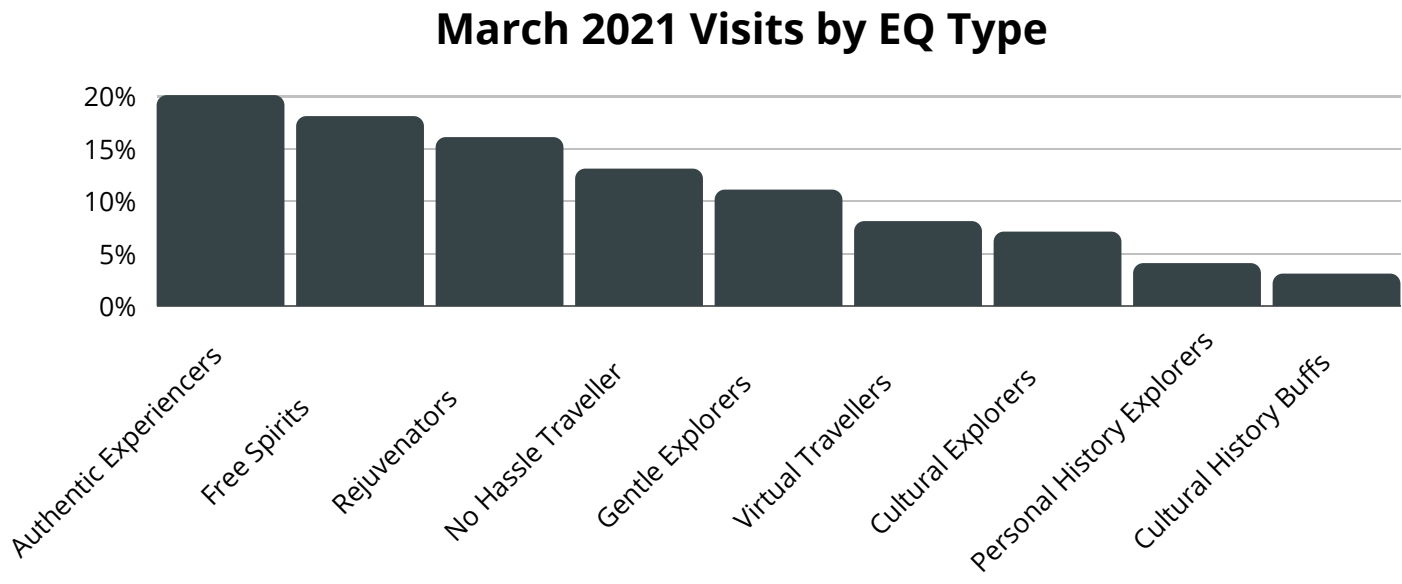
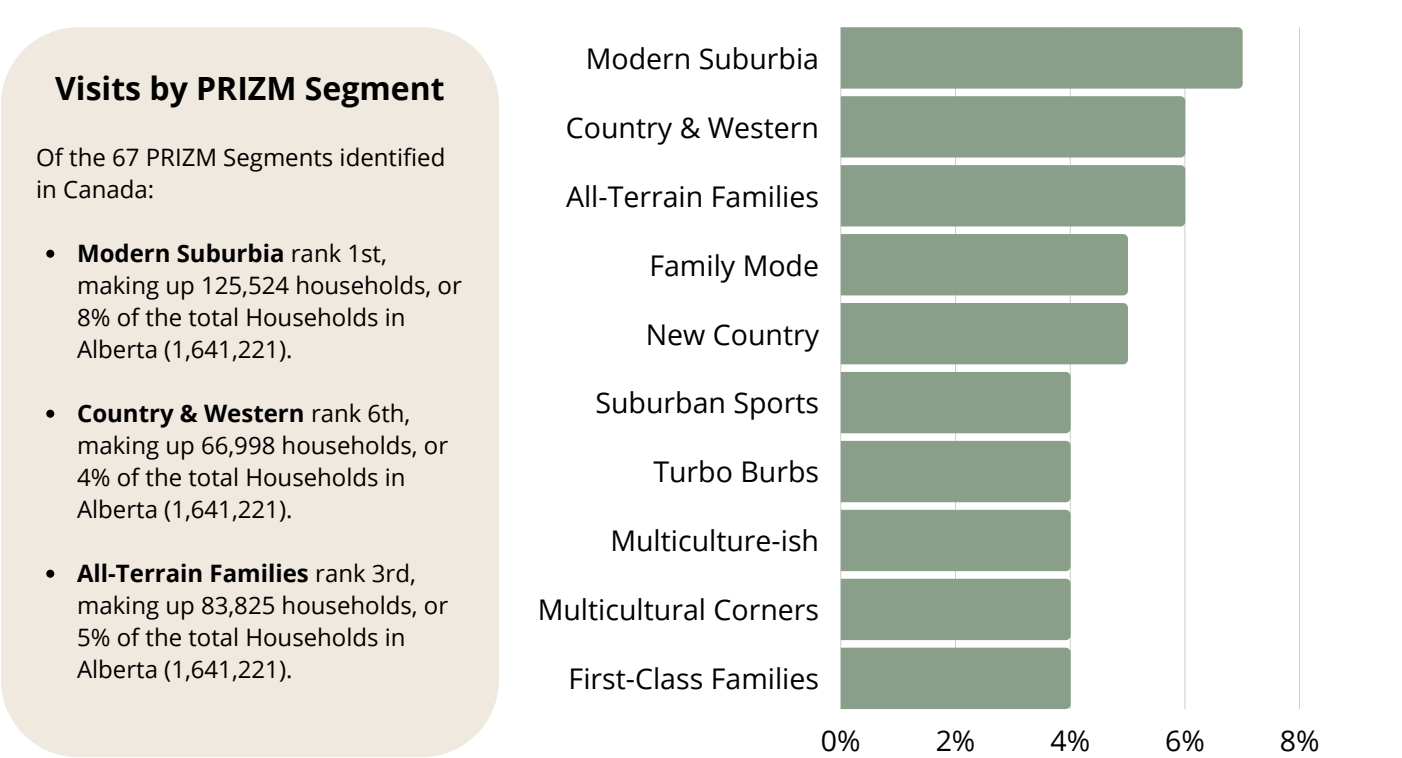
Overview

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

March 2019 AB Visits to BC by PRIZM Segment



March 2021 AB Visits to BC by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2020 to March 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

APRIL 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

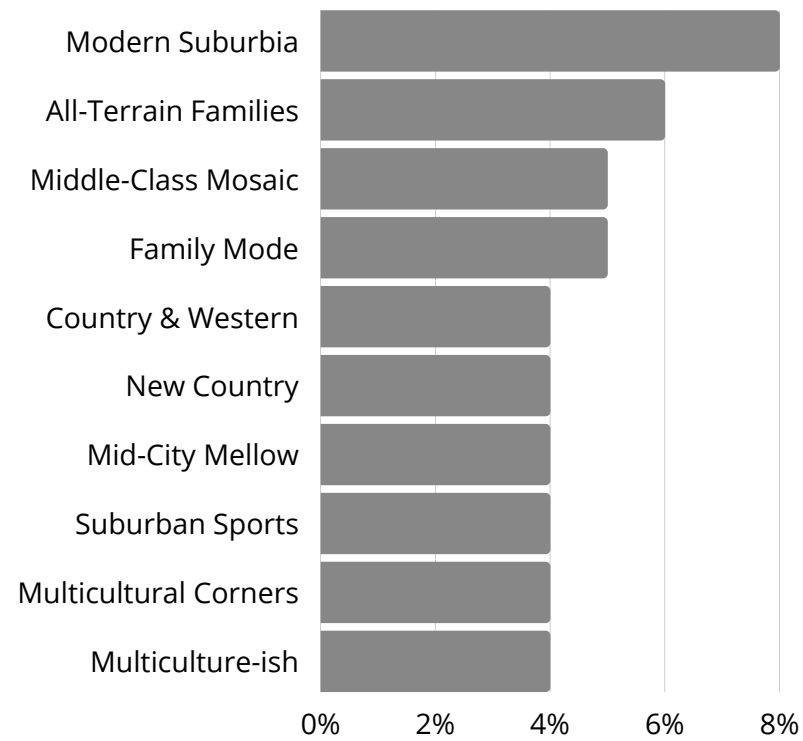
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in April 2019.
- Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments in April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

April 2019 AB Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).

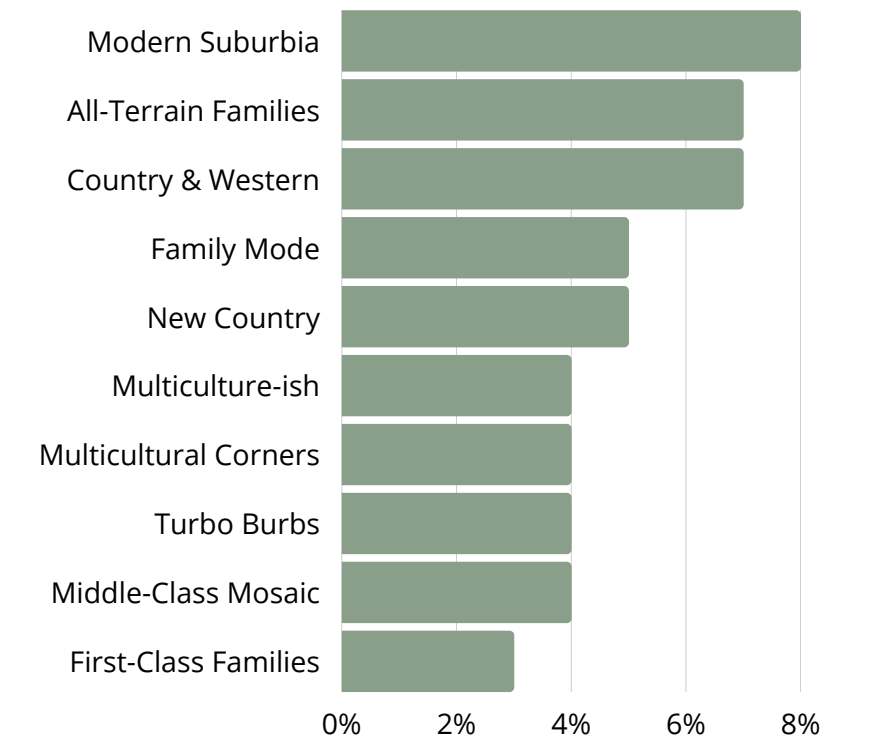


April 2021 AB Visits to BC by PRIZM Segment

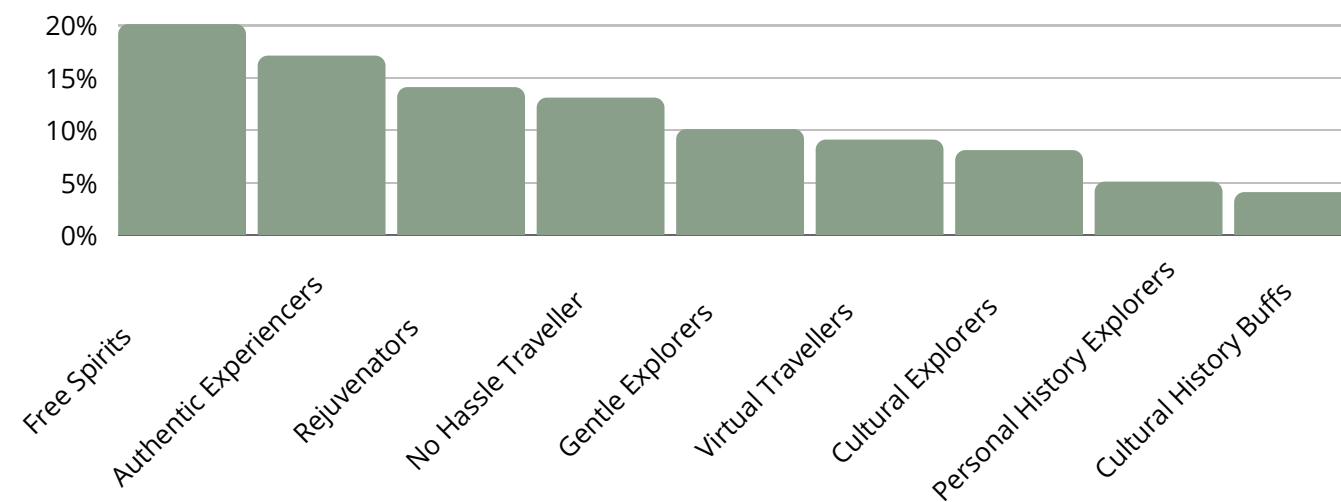
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

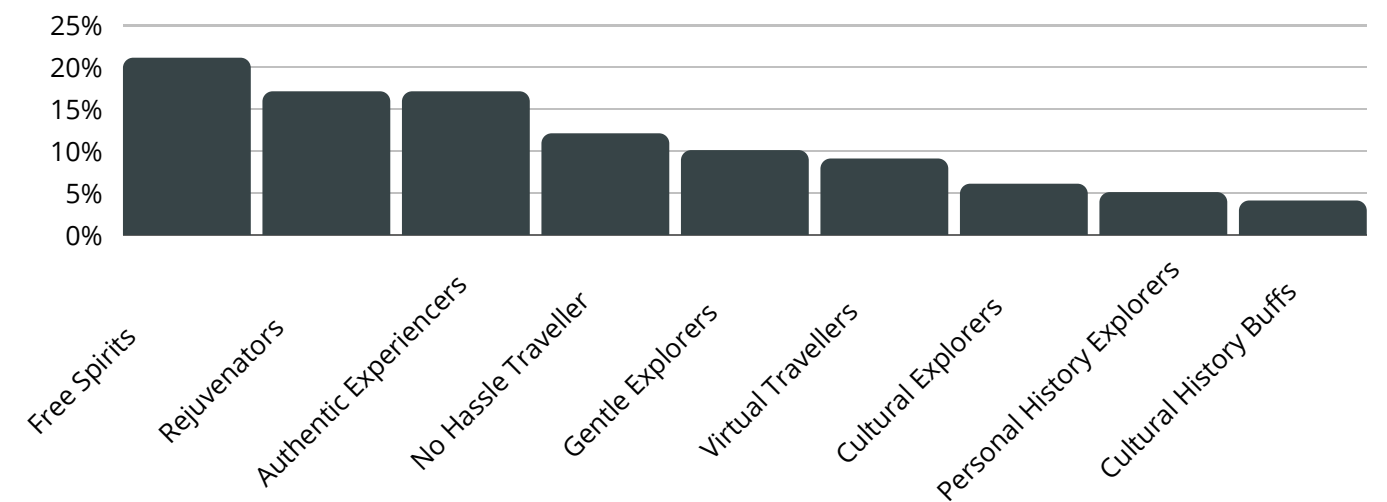
- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Country & Western** rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).



April 2019 Visits by EQ Type



April 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2020 to April 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

MAY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

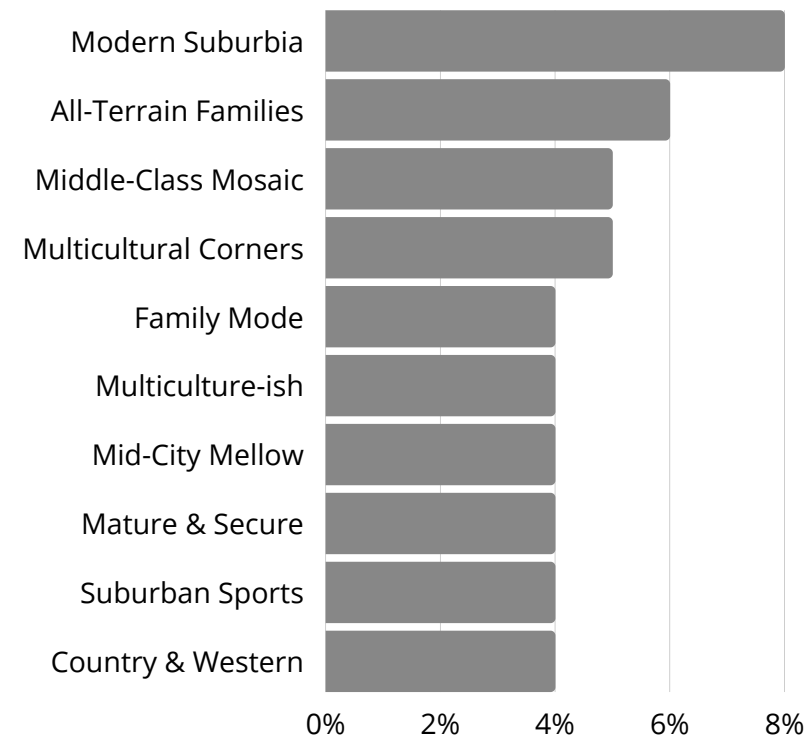
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in May 2019.
- Modern Suburbia, Country & Western and All-Terrain Families were the top visiting PRIZM Segments in May 2021.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Traveller Types in May 2019 and Free Spirits, Rejuvenators and Authentic Experiencers were the top three in May 2021.

May 2019 AB Visits to BC by PRIZM Segment

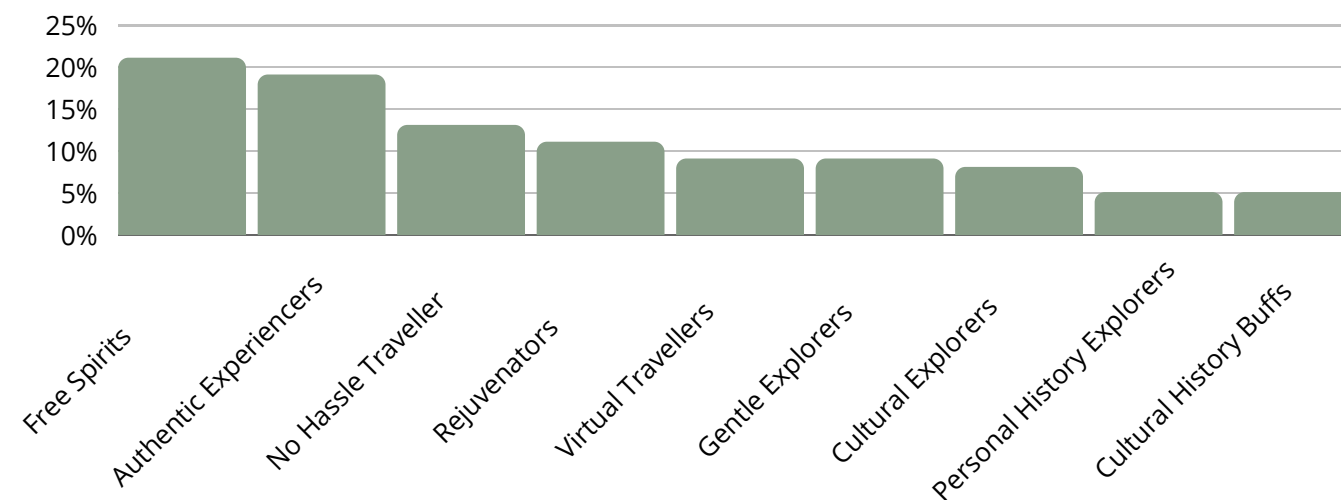
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).



May 2019 Visits by EQ Type

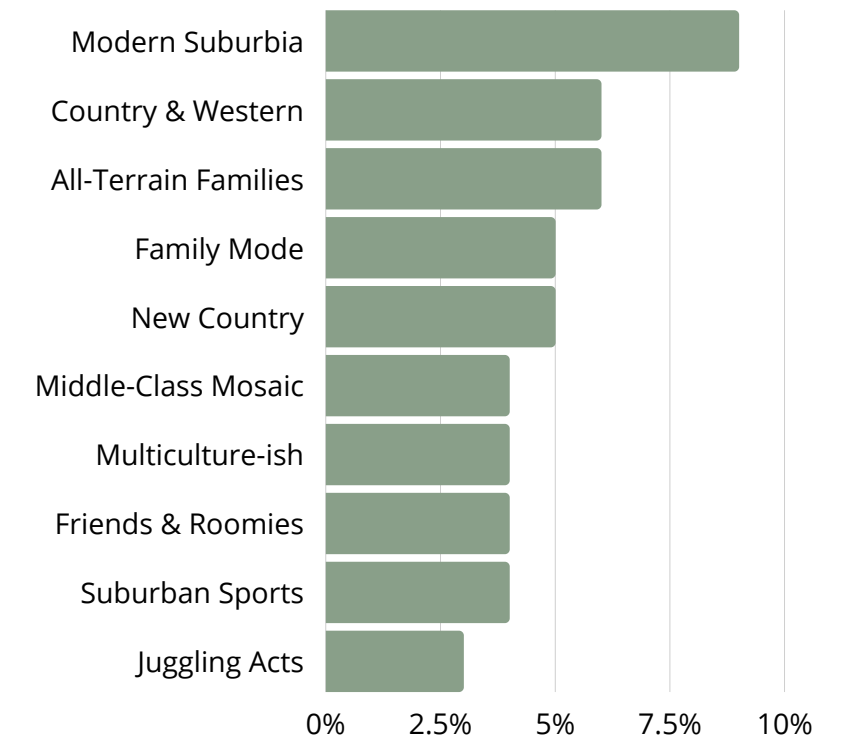


May 2021 AB Visits to BC by PRIZM Segment

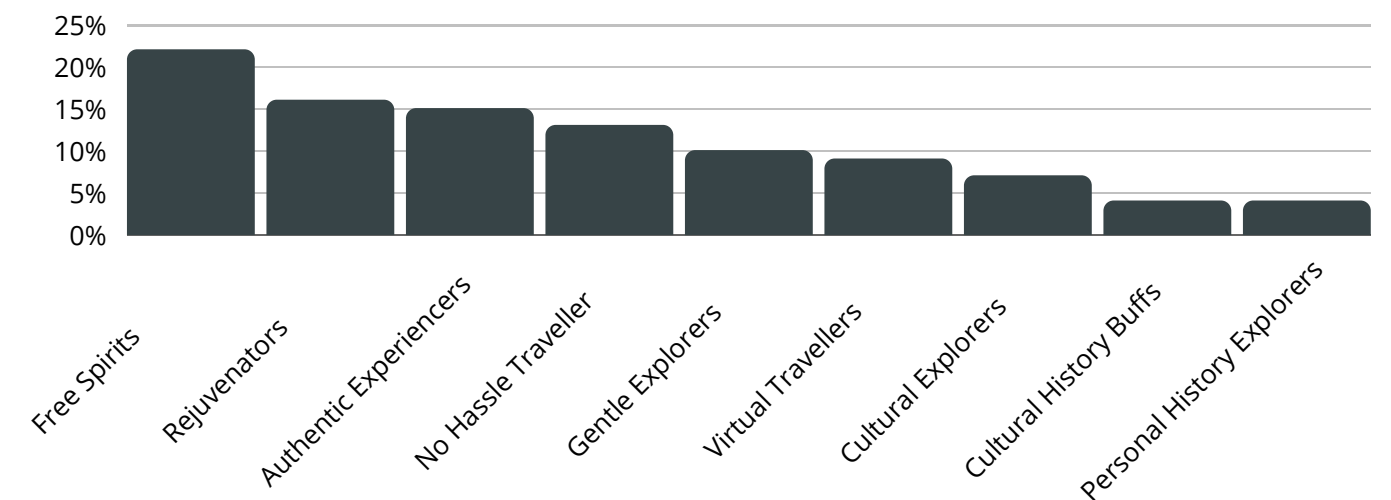
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Country & Western** rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).



May 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2020 to May 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

JUNE 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

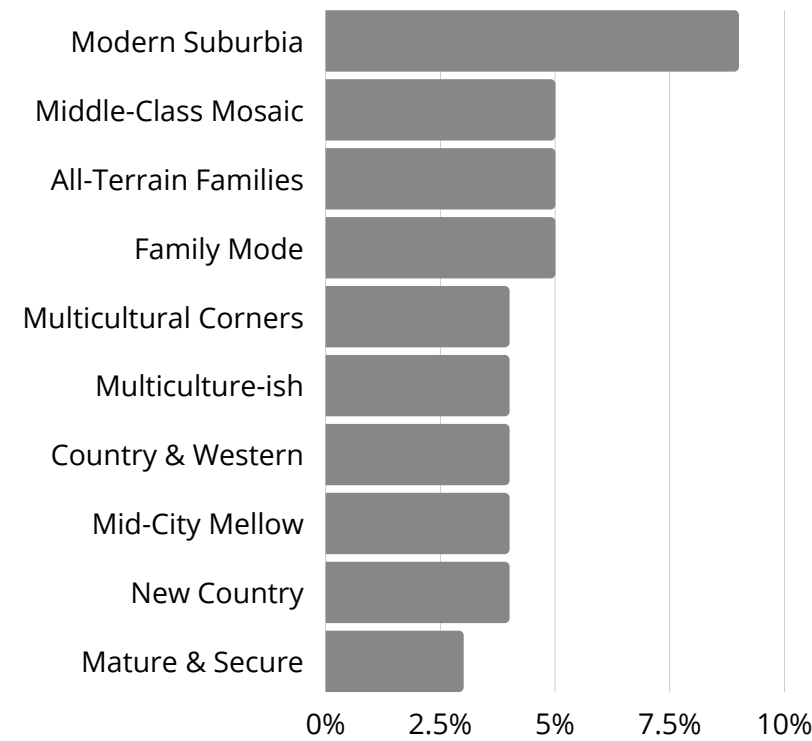
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Middle - Class Mosaic and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to BC in June 2019.
- Modern Suburbia, All-Terrain Families and Middle - Class Mosaic were the top visiting PRIZM Segments in June 2021.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Traveller Types in June 2019 and Free Spirits, Authentic Experiencers and Rejuvenators were the top three in June 2021.

June 2019 AB Visits to BC by PRIZM Segment

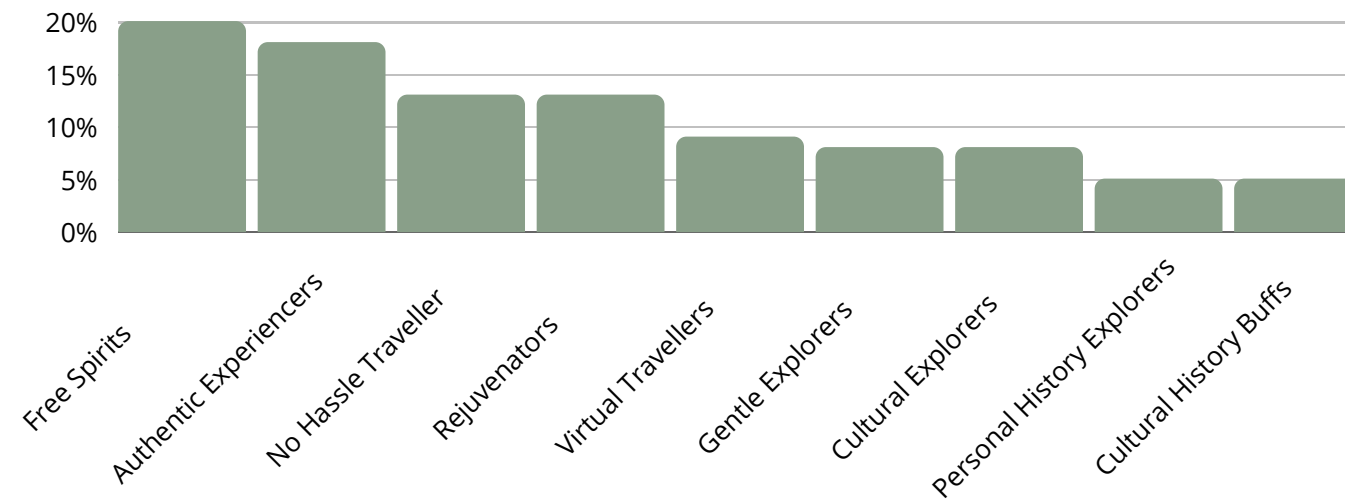
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).



June 2019 Visits by EQ Type

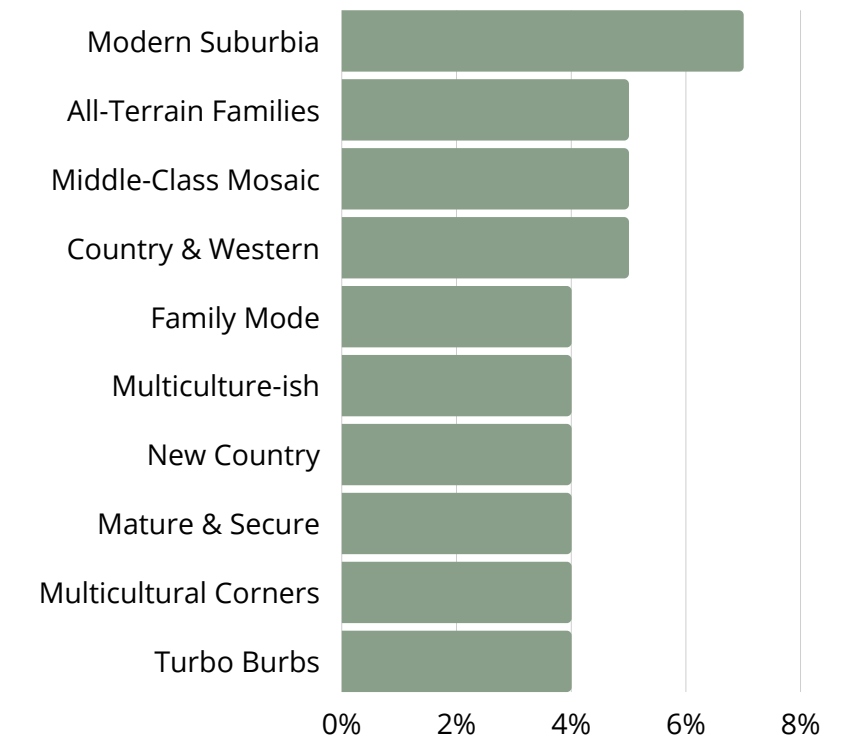


June 2021 AB Visits to BC by PRIZM Segment

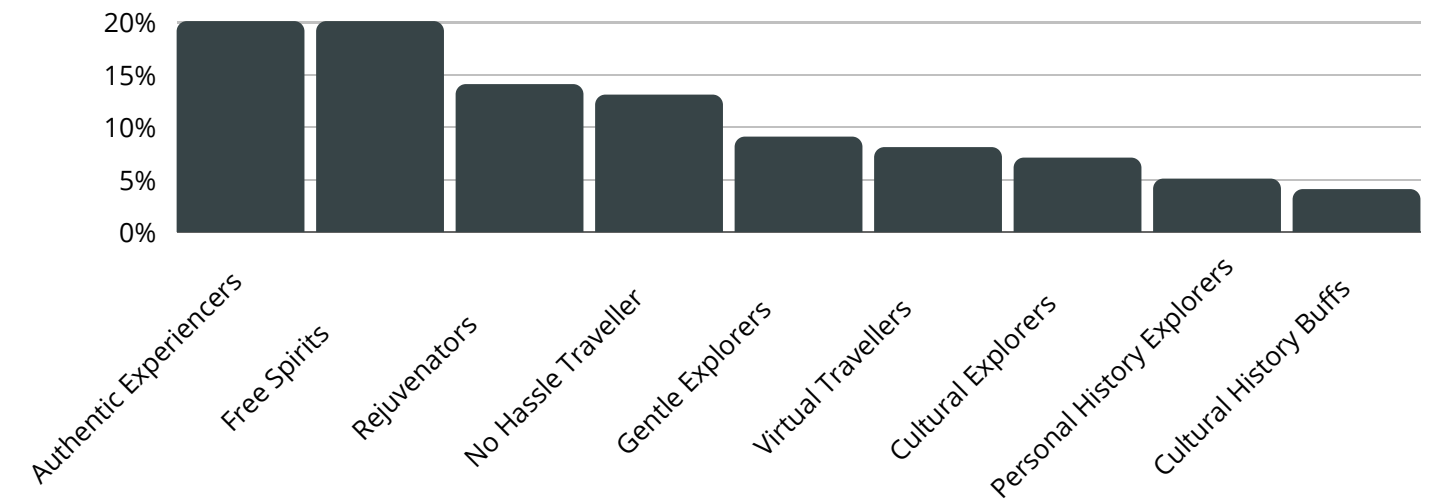
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).



June 2021 Visits by EQ Type



JULY 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

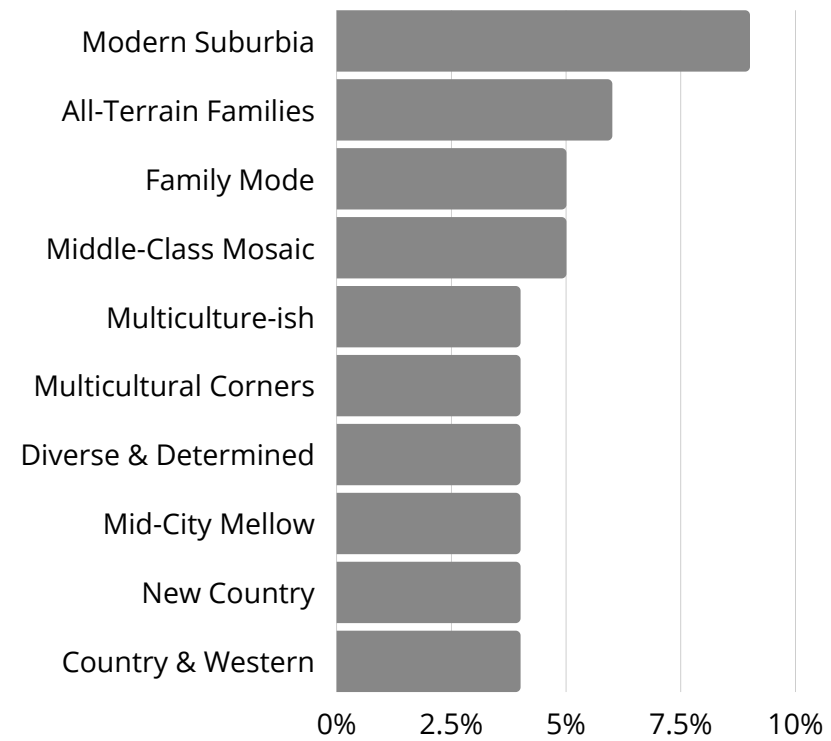
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to BC in July 2019.
- Modern Suburbia, All-Terrain Families and Multiculture-ish were the top visiting PRIZM Segments in July 2021.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Traveller Types in July 2019 and Free Spirits, Authentic Experiencers and Rejuvenators were the top three in July 2021

July 2019 AB Visits to BC by PRIZM Segment

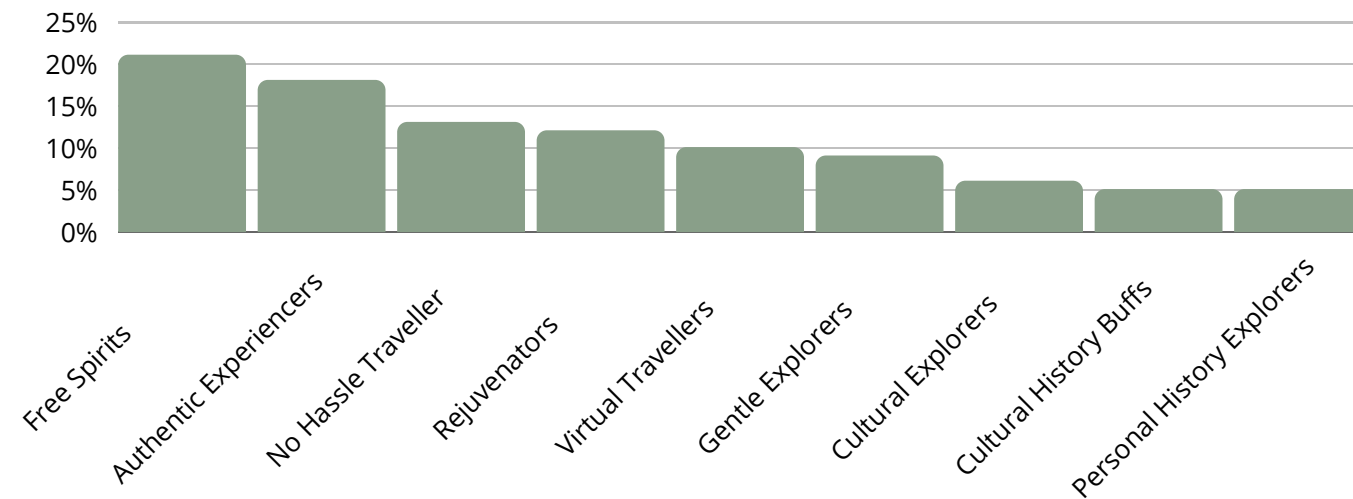
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Family Mode** rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).



July 2019 Visits by EQ Type

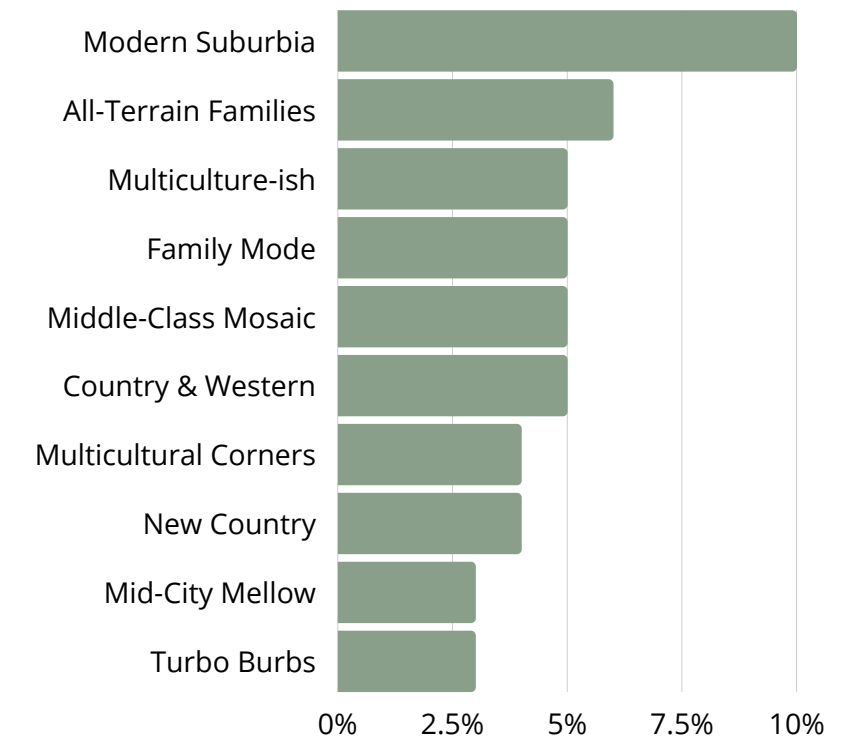


July 2021 AB Visits to BC by PRIZM Segment

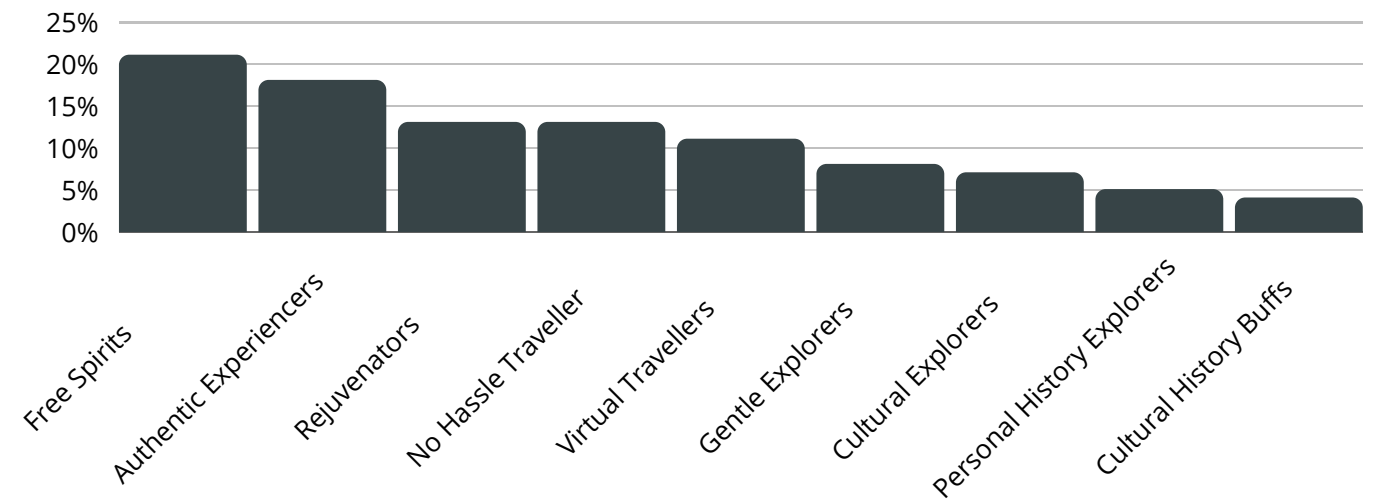
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- **All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- **Multiculture-ish** rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).



July 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing July 2020 to July 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

AUGUST 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

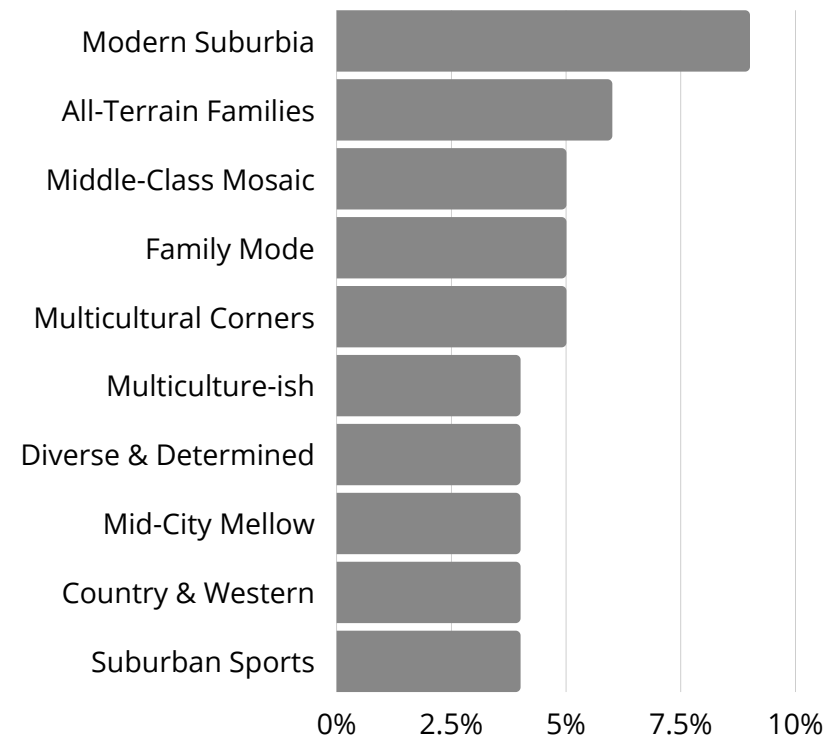
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in August 2019.
- Modern Suburbia, All-Terrain Families and Multiculture-ish were the top visiting PRIZM Segments in August 2021.
 - Middle-Class Mosaic ranked 3rd in August 2019 and 5th in 2021.
 - Multiculture-ish ranked 3rd in 2021 and 6th in 2019.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Traveller Types in August 2019 and 2021

August 2019 AB Visits to BC by PRIZM Segment

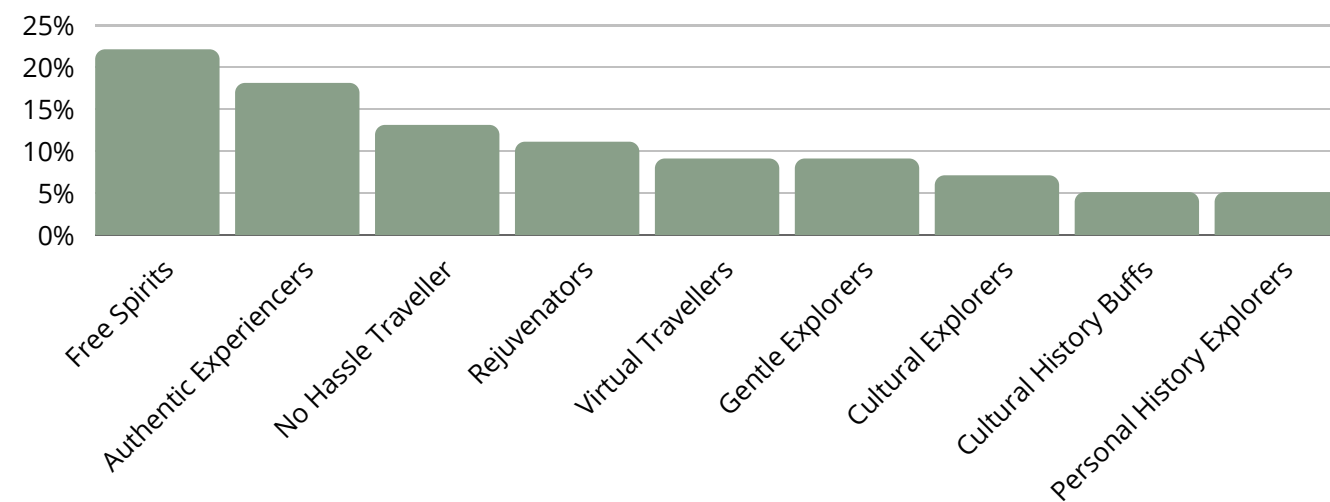
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).



August 2019 Visits by EQ Type

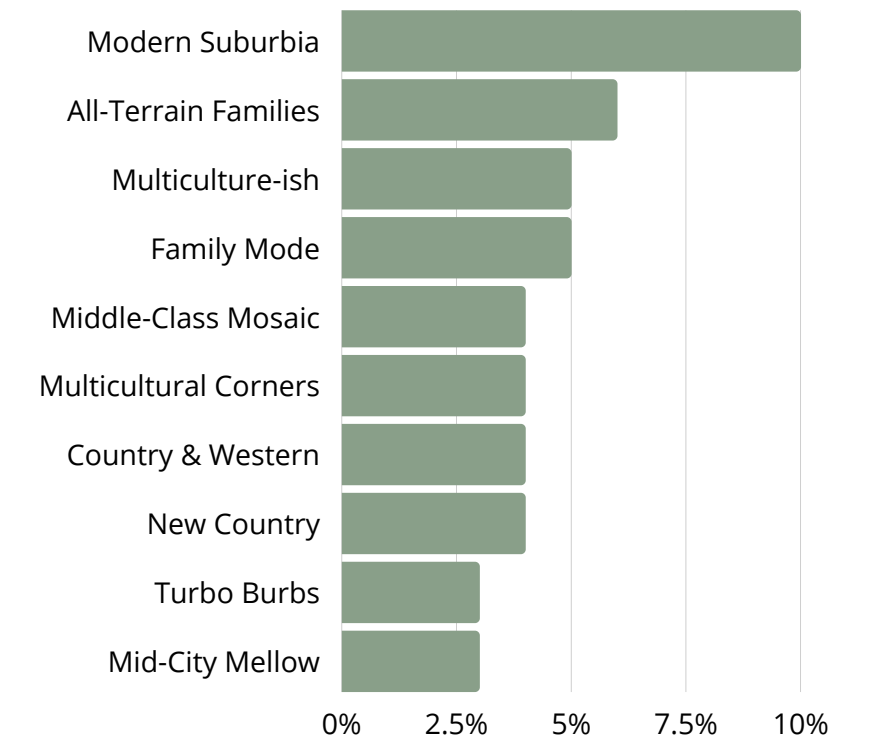


August 2021 AB Visits to BC by PRIZM Segment

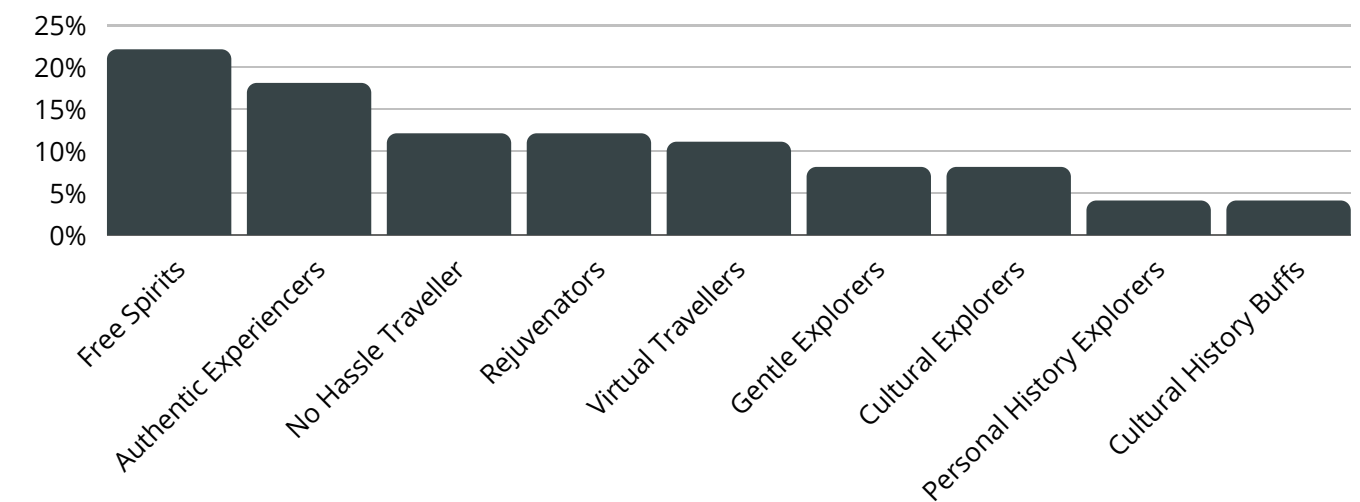
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Multiculture-ish** rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).



August 2021 Visits by EQ Type



*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2020 to August 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

SEPTEMBER 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

Overview

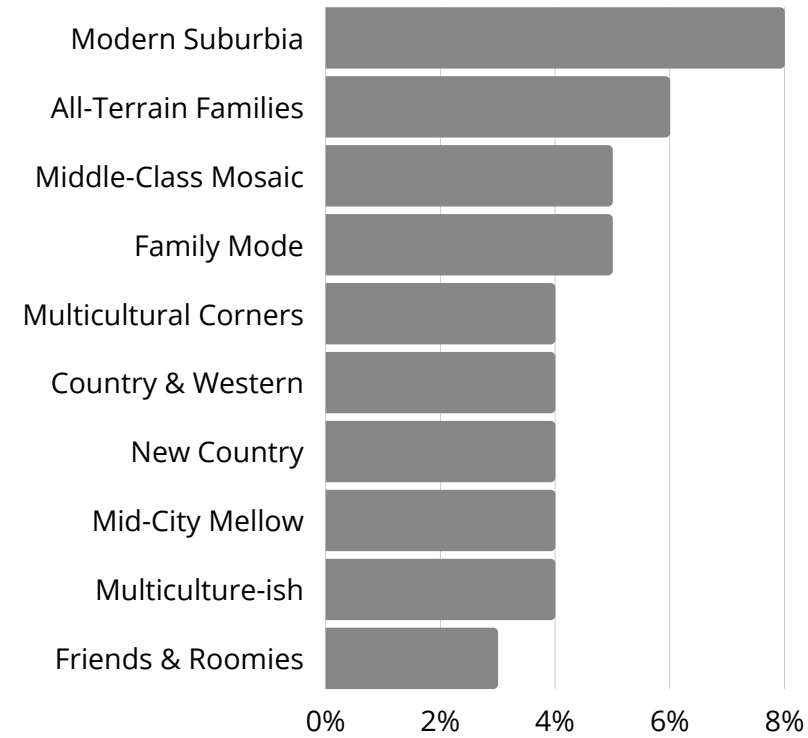
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to BC in September 2019.
- Modern Suburbia, Country & Western and All-Terrain Families were the top visiting PRIZM Segments in September 2021.
 - Middle-Class Mosaic ranked 3rd in September 2019 and 5th in 2021.
 - Country & Western ranked 2nd in 2021 and 6th in 2019.
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three EQ Traveller Types in September 2019 and 2021

September 2019 AB Visits to BC by PRIZM Segment

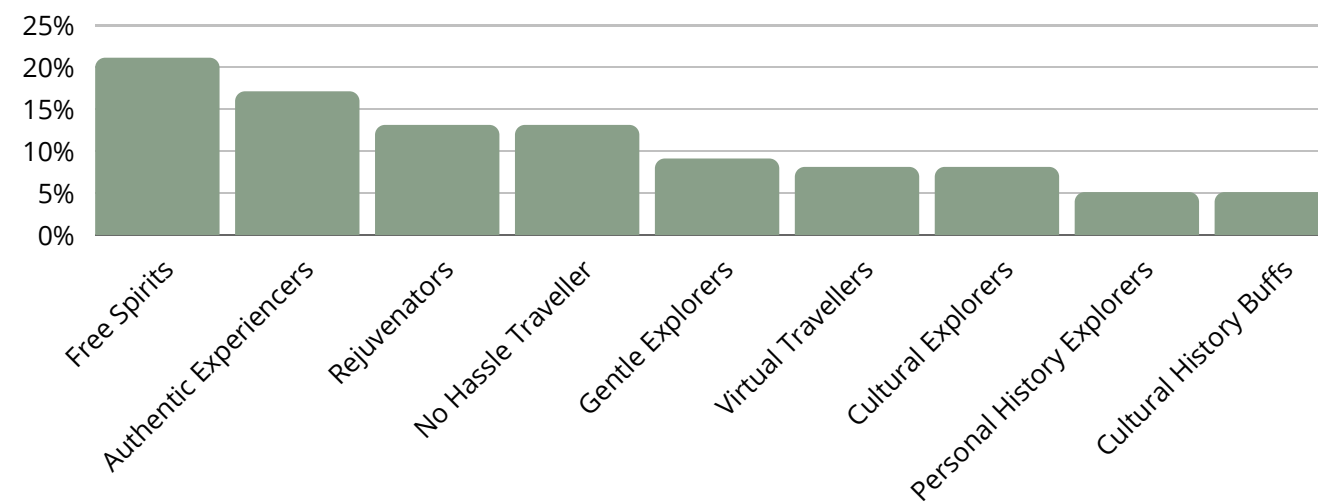
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic** rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).



September 2019 Visits by EQ Type

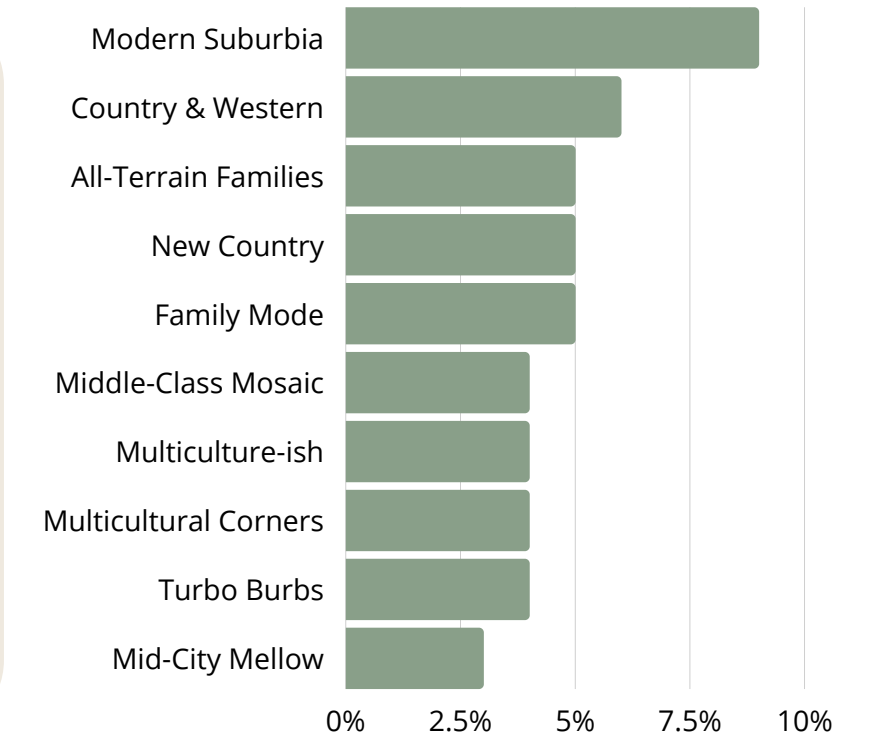


September 2021 AB Visits to BC by PRIZM Segment

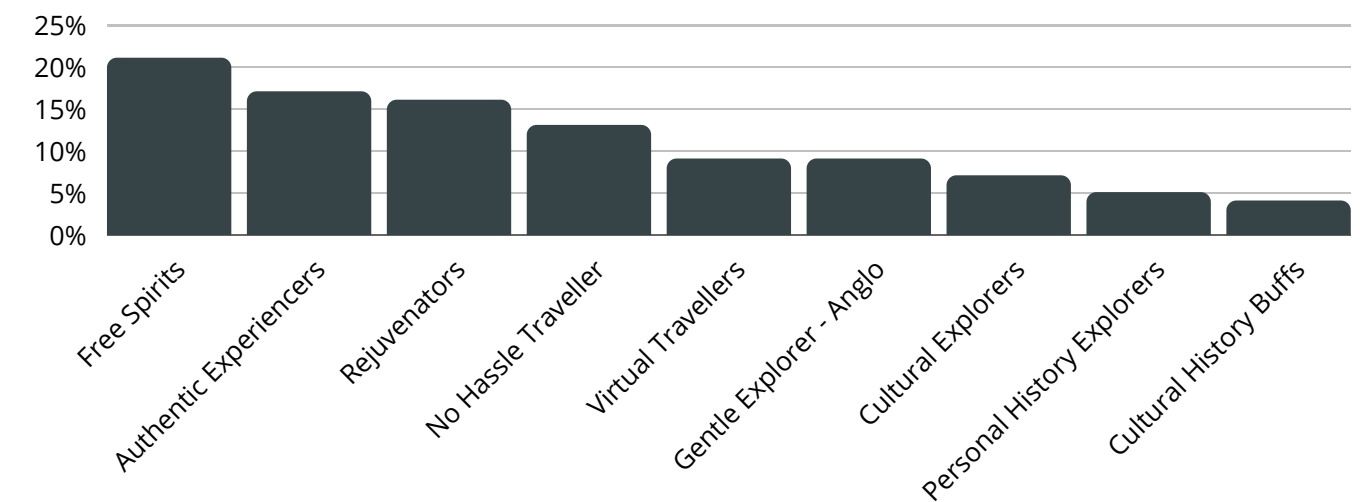
Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia** rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Country & Western** rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- All-Terrain Families** rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).



September 2021 Visits by EQ Type



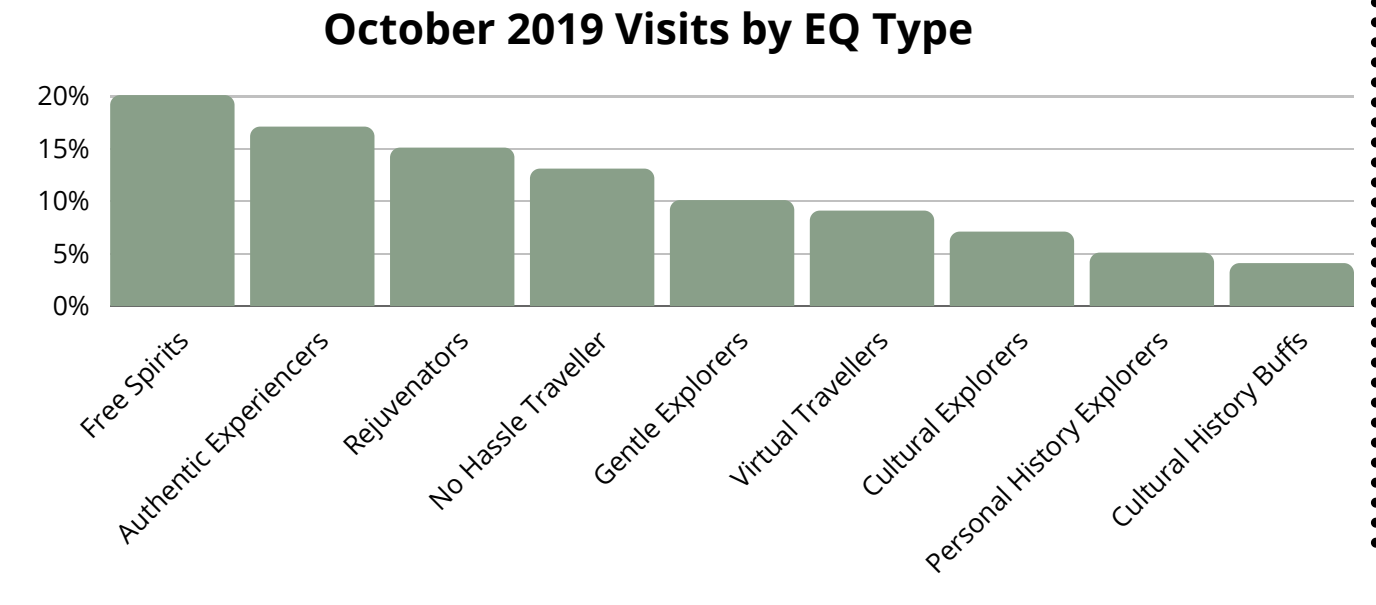
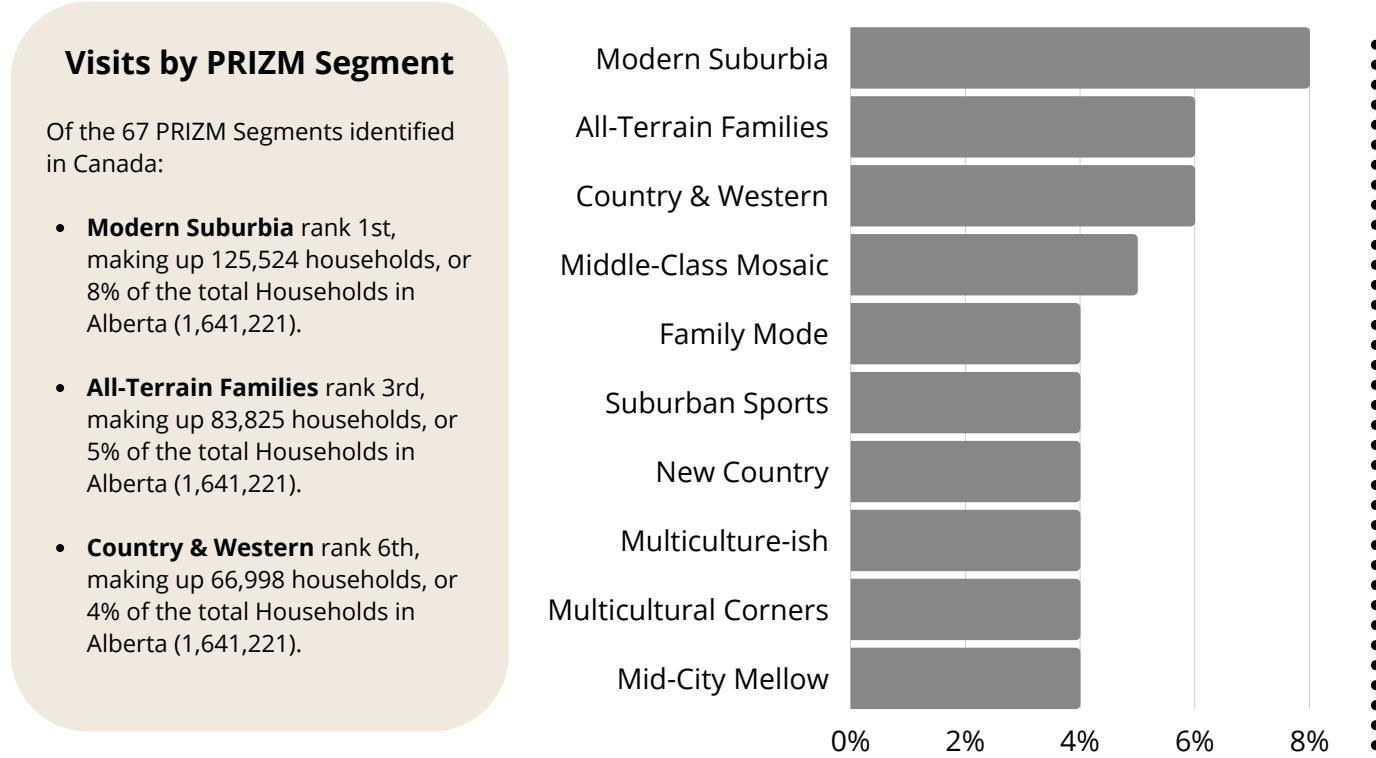
OCTOBER 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

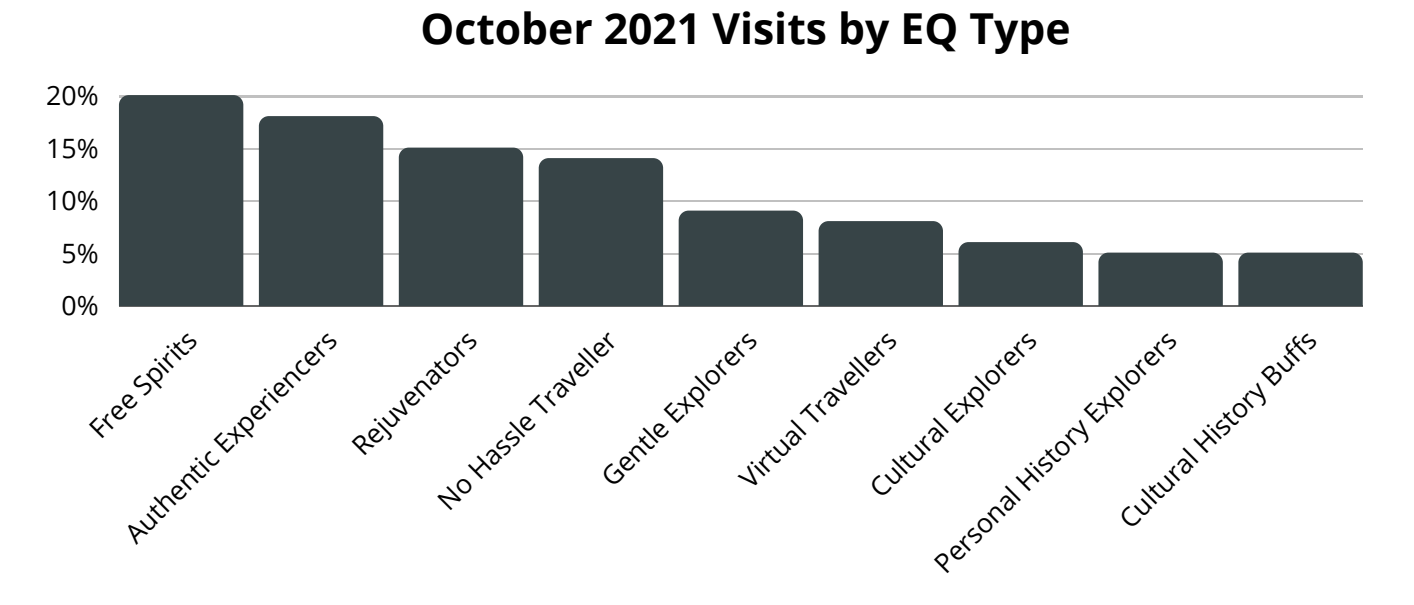
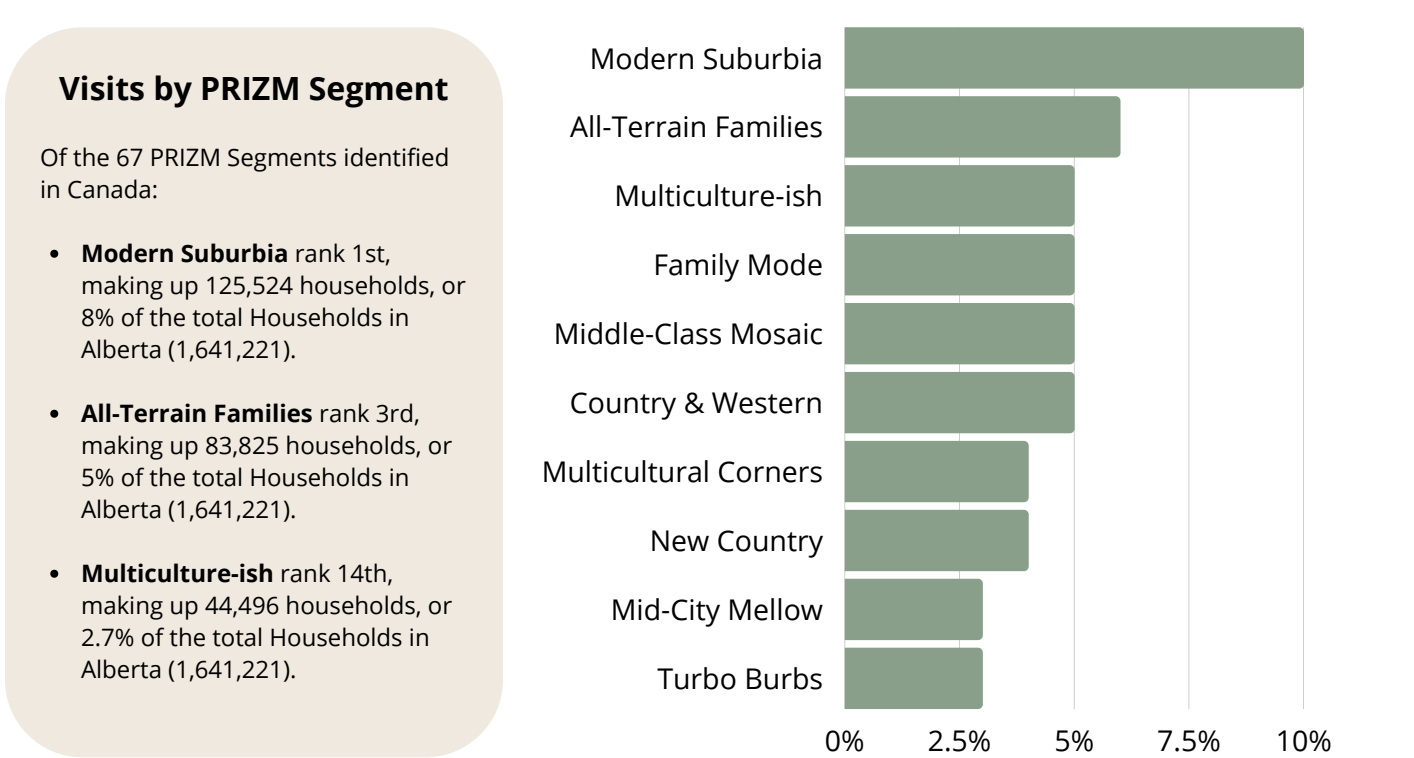
Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to BC in October 2019.
- Modern Suburbia, All-Terrain Families and Multiculture-ish were the top visiting PRIZM Segments in October 2021.
 - Country & Western ranked 3rd in 2019 and 6th in 2021.
 - Multiculture-ish ranked 3rd in 2021 and 8th in 2019
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three EQ Traveller Types in October 2019 and 2021

October 2019 AB Visits to BC by PRIZM Segment



October 2021 AB Visits to BC by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing October 2020 to October 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

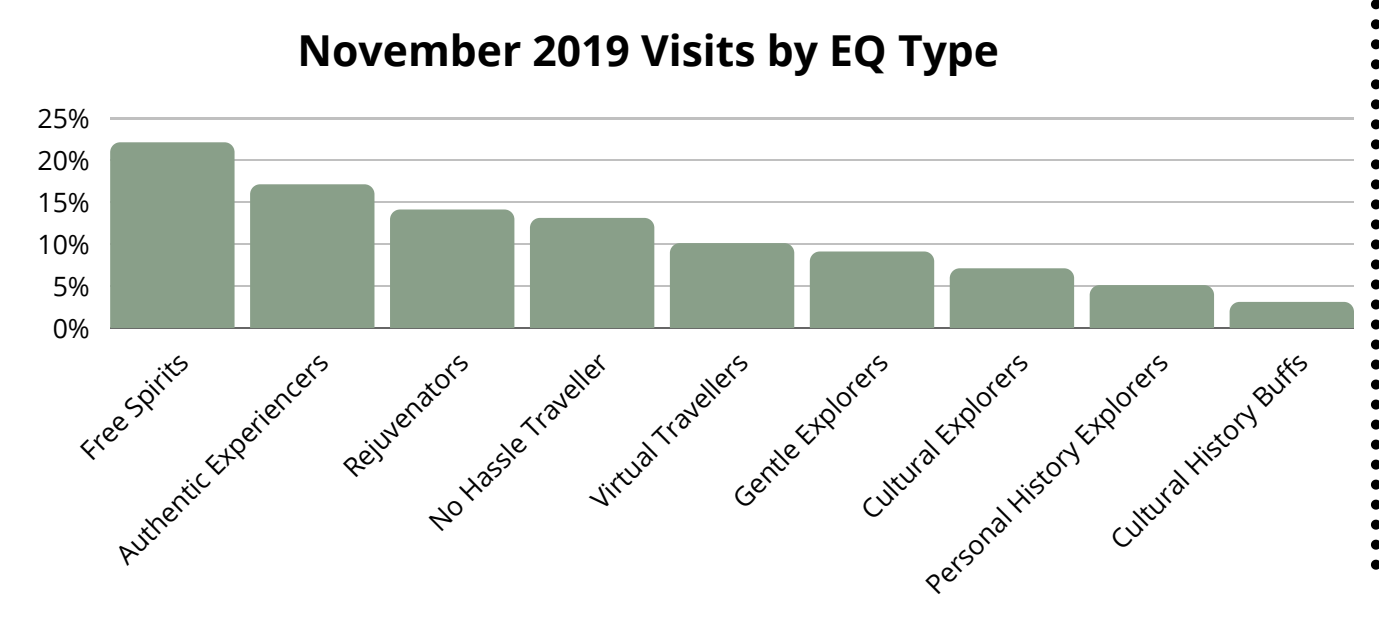
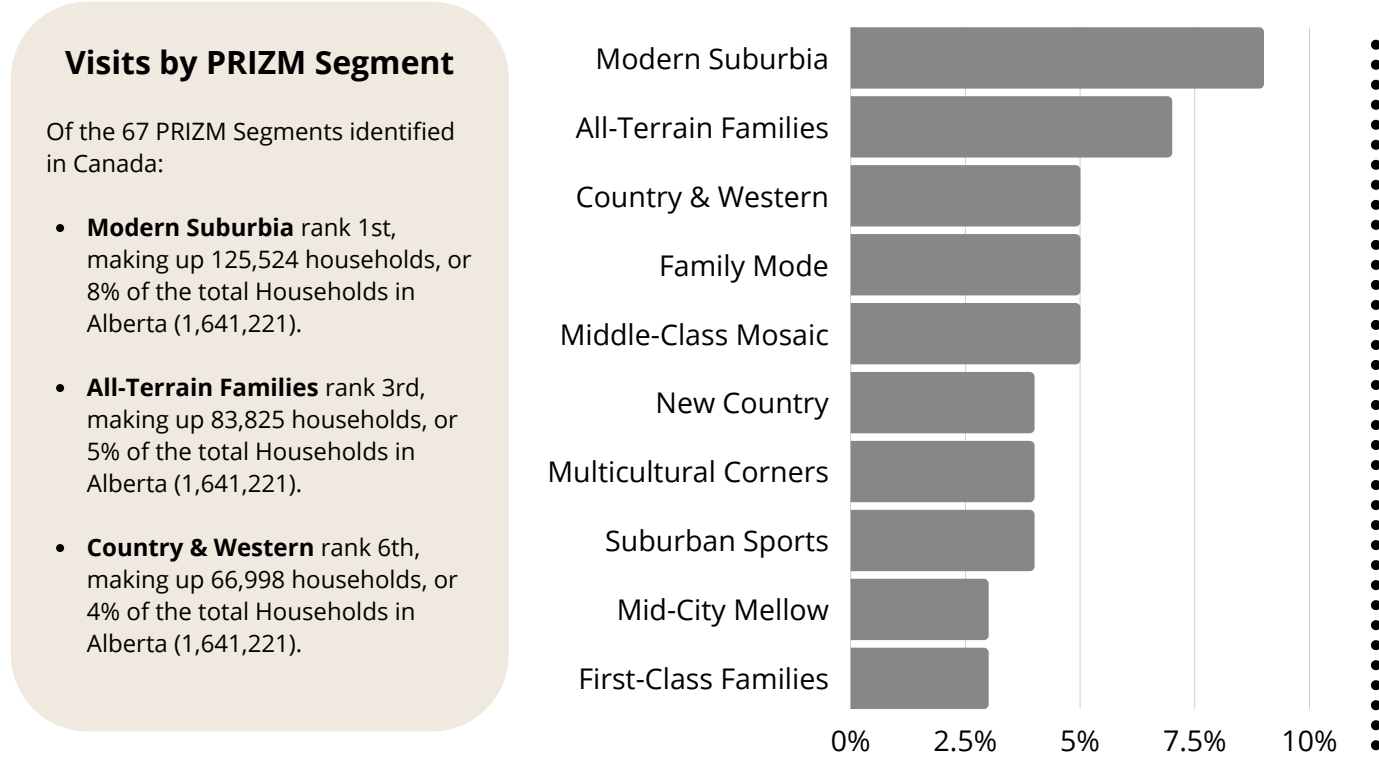
NOVEMBER 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

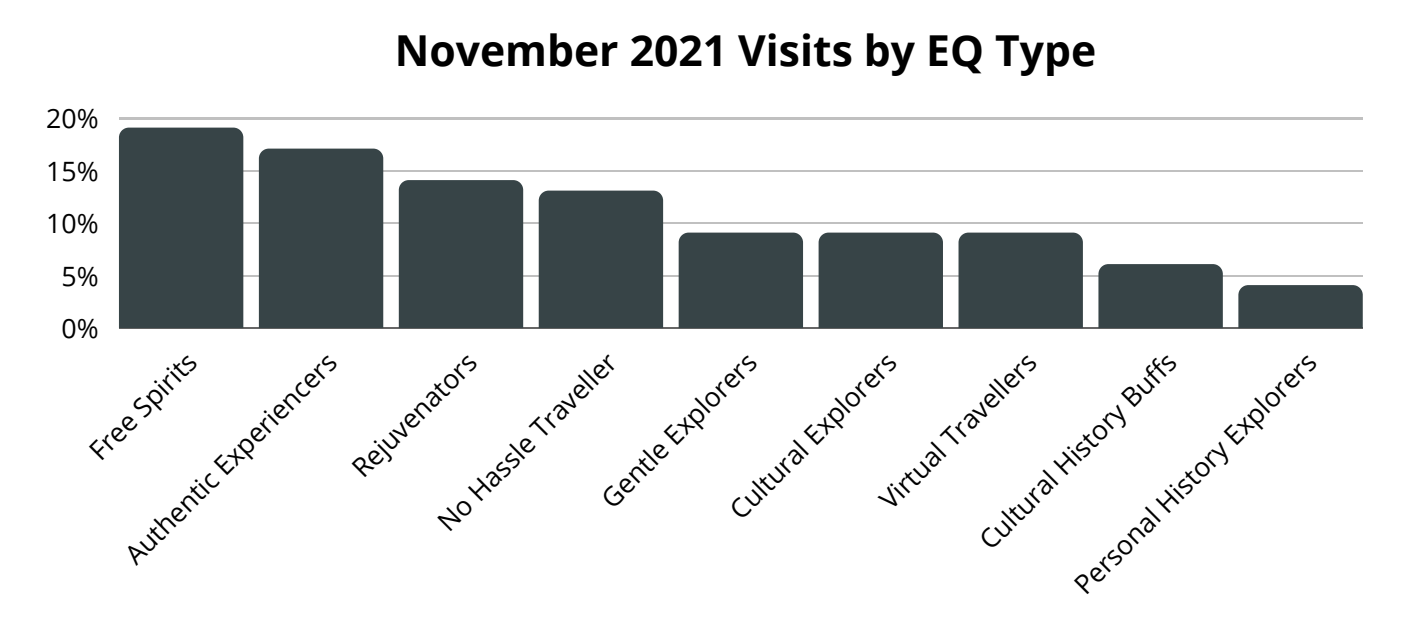
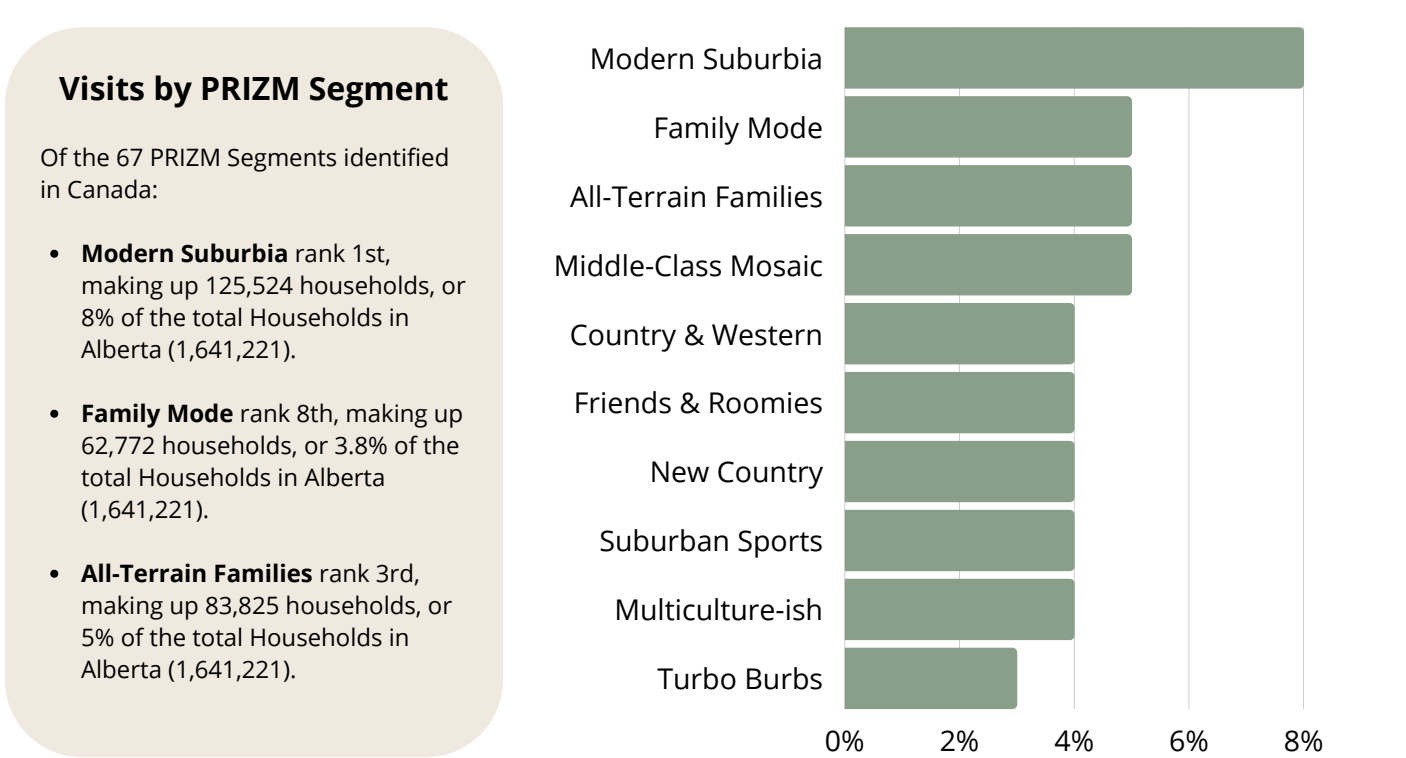
Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to BC in November 2019.
- Modern Suburbia, Family Mode and All-Terrain Families were the top visiting PRIZM Segments in November 2021.
 - Country & Western ranked 3rd in 2019 and 5th in 2021.
 - Family Mode ranked 2nd in 2021 and 4th in 2019
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three EQ Traveller Types in November 2019 and 2021.

November 2019 AB Visits to BC by PRIZM Segment



November 2021 AB Visits to BC by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing November 2020 to November 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

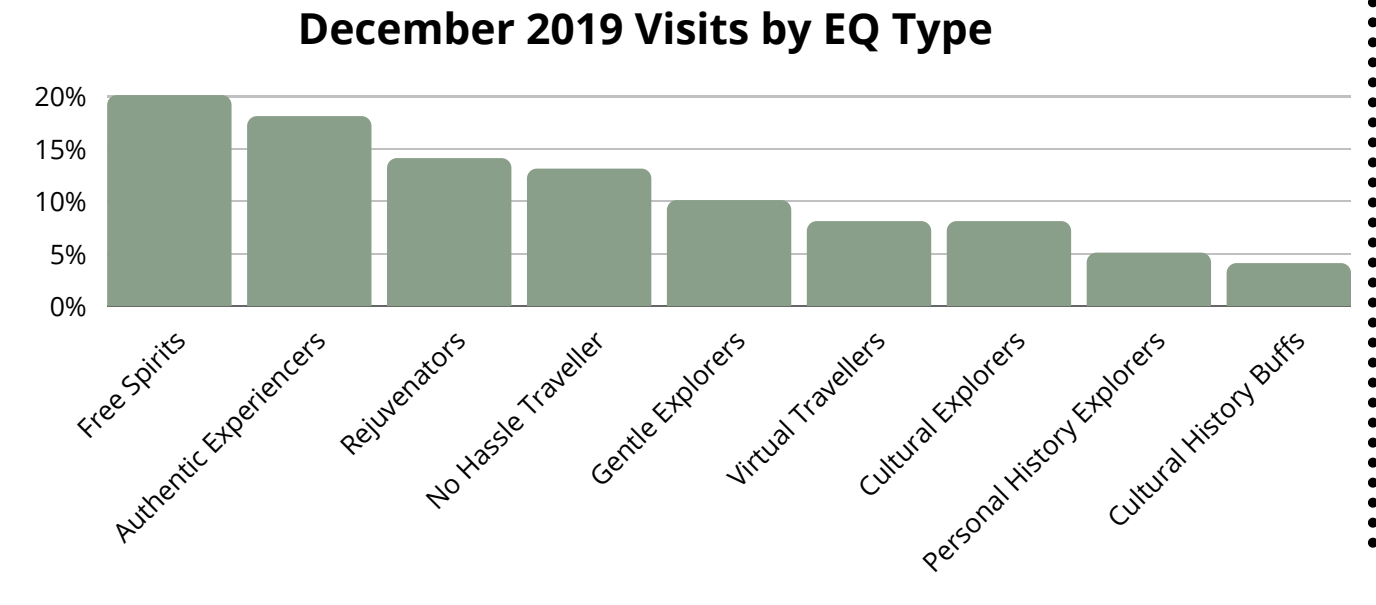
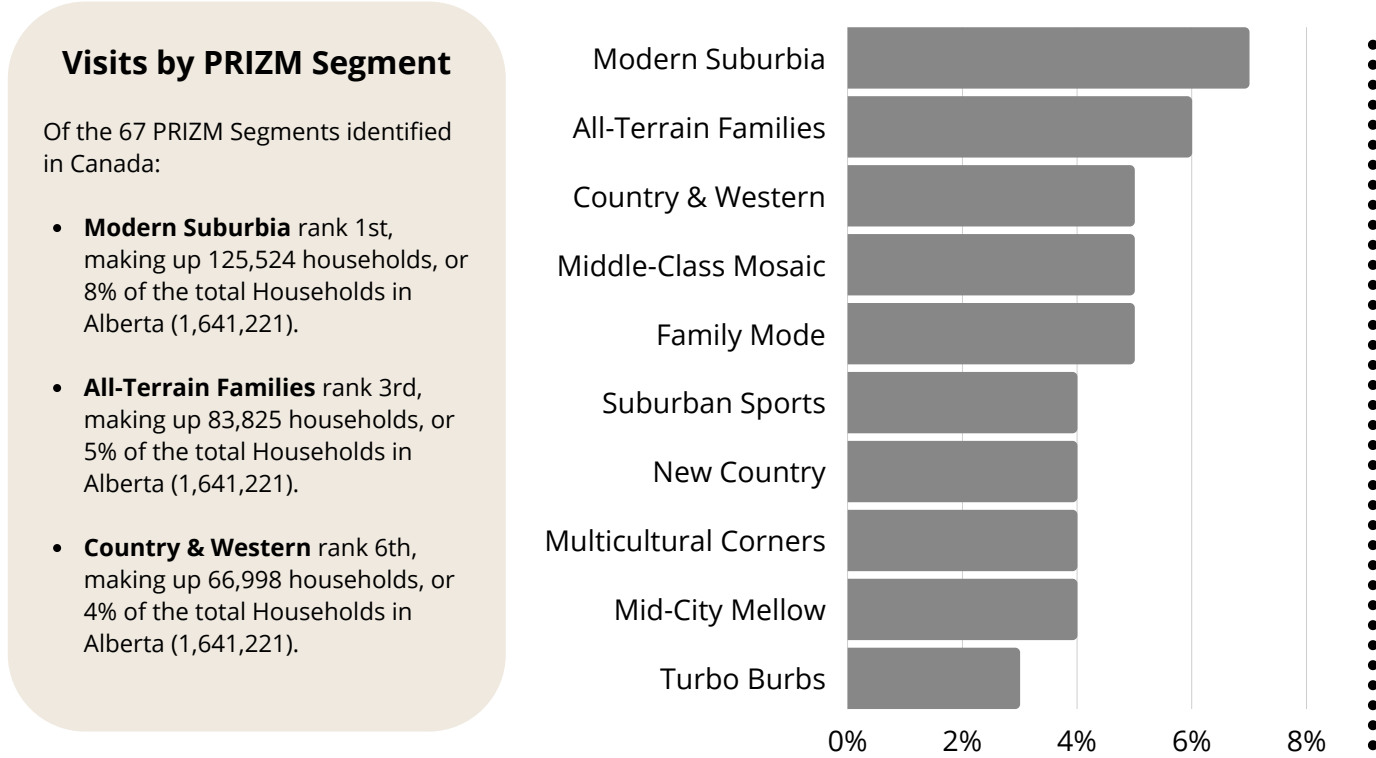
DECEMBER 2021: CANADA/ALBERTA VISITATION TO BRITISH COLUMBIA

BRITISH COLUMBIA

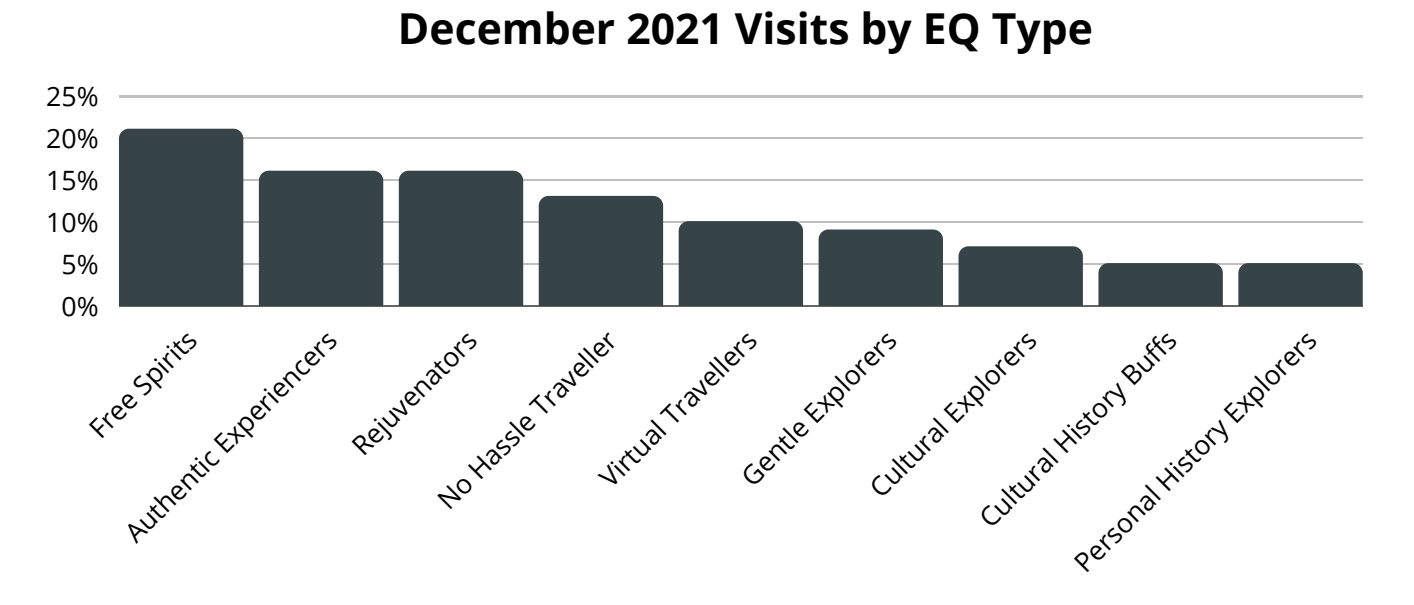
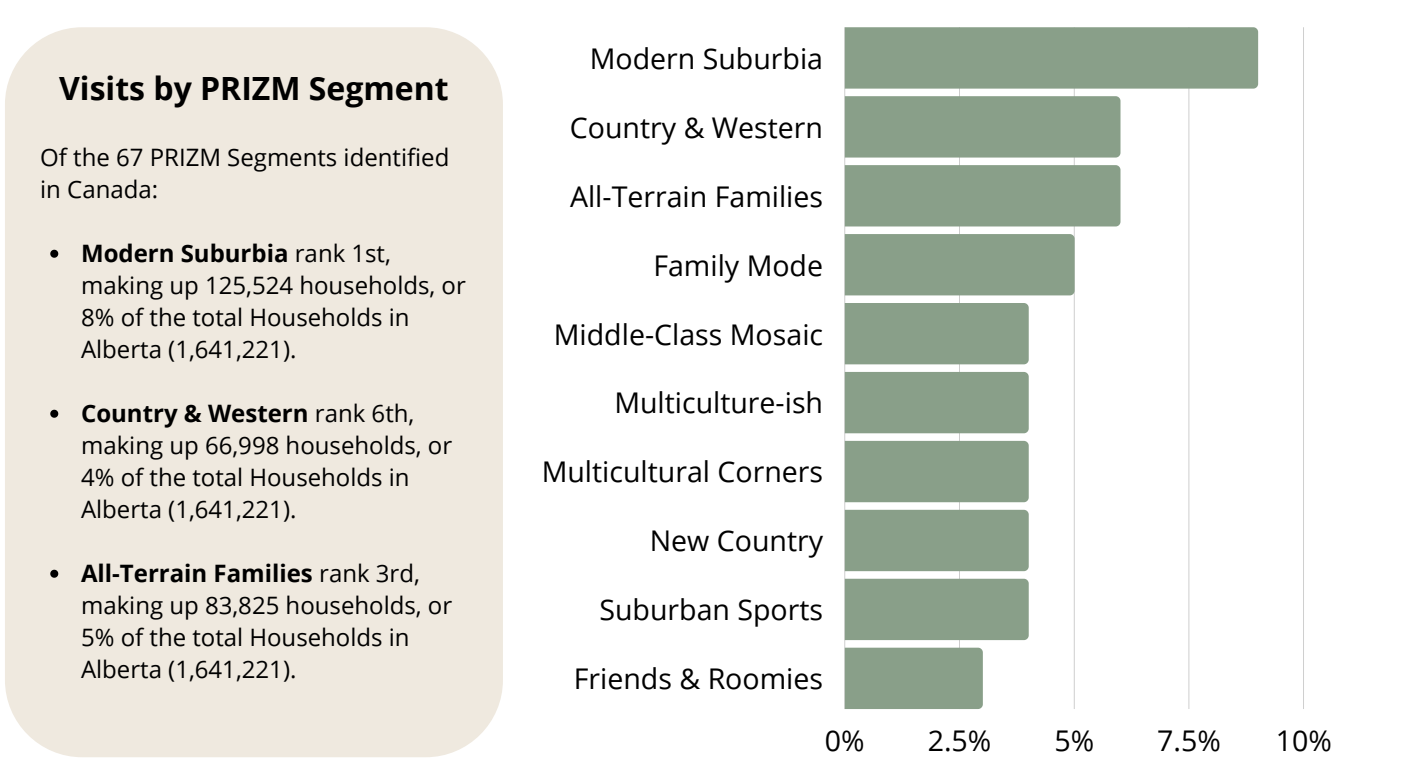
Overview

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

December 2019 AB Visits to BC by PRIZM Segment



December 2021 AB Visits to BC by PRIZM Segment



*All Percentages relate to an increase or decrease in Canadian Visits when comparing December 2020 to December 2021.
 Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
 Note: All counts have been rounded to the nearest 100

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