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 BC and our regions so they can plan strategically to attract visitors that 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
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 location data

- Quarterly and annual estimate data is available starting with January 2017 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 traveler 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 2018, 2019 and 2020 year to Date (January-July 2020)

• 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
BRITISH COLUMBIA HIGHLIGHTS

JANUARY – JULY 2020

• To date (Jan-July 2020) **1,952,724** BC residents have travelled within BC and stayed **13,414,375** nights

• The average number of night stays per trip is **6.9** nights, down from **10.6** in 2018 and 2019

• To date, **July** has been the most popular month of 2020, with BC Travel **down** over **843,000** or **19%** compared to July 2019. **August** was the peak month of travel for BC Travellers in 2018 and 2019

• **Vancouver, Coast & Mountains** (the largest area by population) was the most visited BC Region frequented by BC Travellers in 2018, 2019 and 2020 year to date, followed by the **Thompson Okanagan**

• **Vancouver, Surrey** and **Kamloops/Kelowna** were the top visitor origin locations of BC travellers in January-June 2018 and 2019. To date in 2020, **Vancouver, Surrey, Kelowna** and **Abbotsford** continue to have the highest visitor origin counts, but volume has dropped dramatically due to the COVID-19 Pandemic

• The top PRIZM Segments of Households travelling in BC are **Suburban Sports, Country and Western** and **Scenic Retirement**. The Top 10 PRIZM Segments represent **43%** of the households in BC who have travelled within BC year to date
BRITISH COLUMBIA VISITATION

BC VISITORS TRAVELLING WITHIN BC

Top 5 Most Visited Regions in British Columbia

Visitors Per Quarter in British Columbia

Year to Date: January-July 2020
Q 120 18/20 19 vs. Q 120 20: Domestic Visitors by Quarter

British Columbia

Overview

Domestic Quarterly Visitation – 2018 Q1 vs. 2020 Q1

2018 = 1,733,454
2020 = 1,423,360

Q 1 quarterly Visitors to BC during Q1 (2018 vs. 2020)

Canada

Decrease of 18%
Q 1 2018 over Q 1 2020

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

- Throughout Q 1 2018 (January - March) British Columbia saw an average of 1,733,454 domestic visitors. During the same time period in 2019 the Province saw an average of 1,798,407 domestic visitors, and during 2020 an average of 1,423,360 domestic visitors, a decrease of 18% over Q 1 2018 and 21% over Q 1 2019.

- The decrease is consistent across all provinces, with the exception of the Northwest Territories, up 25%, New Brunswick up 12%, Quebec and Manitoba up 1%, and Newfoundland, up 0.3% when comparing domestic quarterly visitation in Q 1 2018 against Q 1 2020.

- The decrease is consistent across all provinces, with the exception of Nunavut, up 102%, Prince Edward Island, up 63%, Manitoba, up 7% and the Northwest Territories up 3% when comparing domestic quarterly visitation in Q 1 2019 against Q 1 2020.

Note: A visitor is defined as someone who travels 60+ km from their point of origin, counts may include Thompson Okanagan residents depending on point of origin and point of destination.

All Percentages relate to an increase or decrease in quarterly visitor counts when comparing Q1 (January, February, March) 2020 to Q1 (January, February, March) 2019.

2018 = 1,733,454
2020 = 1,423,360

Q 1 quarterly Visitors to BC during Q1 (2018 vs. 2020)

Canada

Decrease of 21%
Q 1 2019 over Q 1 2020

Note: A visitor is defined as someone who travels 60+ km from their point of origin, counts may include Thompson Okanagan residents depending on point of origin and point of destination.
Overview

Domestic Quarterly Visitation – 2018 Q2 vs. 2020 Q2

2018 = 2,801,171
2020 = 1,277,513

Q2 2018/2019 vs. Q2 2020: Domestic Visitors by Quarter

British Columbia

Canada
Decrease of 54%
Q2 2018 over Q2 2020

Canada
Decrease of 56%
Q2 2019 over Q2 2020

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

Throughout Q2 2018 (April-June) British Columbia saw an average of 2,801,171 Domestic Visitors. During the same time period in 2019 the Province saw an average of 2,889,989 Domestic Visitors and during 2020 an average of 1,277,513 Domestic Visitors. A decrease of 54% over Q2 2018 and 56% over Q2 2019.

The decrease is consistent across all Provinces when comparing domestic quarterly visitation in Q2 2018 against Q2 2020.

The decrease is consistent across all Provinces when comparing domestic quarterly visitation in Q2 2019 against Q2 2020.

*All Percentages relate to an increase or decrease in Quartery Visitor Counts when comparing Q2 (April, May, June) 2018 and 2019 to Q2 (April, May, June) 2020

Note: A Visitor is defined as someone who travels 60+ km from their point of origin, counts may include Thompson Okanagan residents depending on point of origin and point of destination.
# BC Visits Within BC by Quarter – Q1

## Number of Visits to British Columbia by Origin City

<table>
<thead>
<tr>
<th>City</th>
<th>Visit Count – 2018 Q1</th>
<th>Visit Count – 2019 Q1</th>
<th>Visit Count – 2020 Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver</td>
<td>85,517</td>
<td>106,857</td>
<td>72,806</td>
</tr>
<tr>
<td>Surrey</td>
<td>64,208</td>
<td>68,295</td>
<td>52,311</td>
</tr>
<tr>
<td>Kamloops</td>
<td>39,355</td>
<td>40,446</td>
<td>30,385</td>
</tr>
<tr>
<td>Kelowna</td>
<td>39,139</td>
<td>39,110</td>
<td>28,864</td>
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<tr>
<td>Saanich</td>
<td>37,844</td>
<td>34,809</td>
<td>27,704</td>
</tr>
<tr>
<td>Abbotsford</td>
<td>36,278</td>
<td>40,413</td>
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<td>Nanaimo</td>
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<td>Prince George</td>
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<td>Victoria</td>
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<tr>
<td>Chilliwack</td>
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</tr>
</tbody>
</table>

**Key Findings BC Nights Spent by Month:**

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

- Vancouver, Surrey and Kamloops were the top visitor origin locations of BC travellers in Q1 2018.
- Vancouver, Surrey and Kelowna were the top visitor origin locations of BC travellers in Q1 2019.
- To date in 2020, Vancouver, Surrey and Kelowna have been the most popular in Q1, although visitor counts have dropped dramatically due to the COVID-19 Pandemic.
- Vancouver Visitation decreased by **15%** compared to Q1 2018 and **32%** when compared to Q1 2019.
- Surrey Visitation decreased by **19%** compared to Q1 2018 and **23%** when compared to Q1 2019.
- Kelowna Visitation decreased by **16%** compared to Q1 2018 and **19%** when compared to Q1 2019.
## BC Visitors Within BC by Quarter – Q2

### Number of Visitors to British Columbia by Origin City

<table>
<thead>
<tr>
<th>City</th>
<th>Visitor Count – 2018 Q1</th>
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<th>Visitor Count – 2019 Q1</th>
<th>City</th>
<th>Visitor Count – 2020 Q1</th>
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</thead>
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<td>Kamloops</td>
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<td>Victoria</td>
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<td>Coquitlam</td>
<td>42,252</td>
<td>Langley</td>
<td>22,747</td>
</tr>
</tbody>
</table>

### Key Findings BC Nights Spent by Month:

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

- Vancouver, Surrey and Kelowna were the top visitor origin locations of BC travellers in Q2 2018.
- Vancouver, Surrey and Kelowna were the top visitor origin locations of BC travellers in Q1 2019.
- To date in 2020, Vancouver, Surrey and Abbotsford have been the most popular in Q1, although visitor counts have dropped dramatically due to the COVID-19 Pandemic.

- Vancouver Visitation decreased by **47%** compared to Q2 2018 and **55%** when compared Q2 2019.
- Surrey Visitation decreased by **46%** compared to Q2 2018 and **47%** when compared Q2 2019.
- Kelowna Visitation decreased by **50%** compared to Q2 2018 and **52%** when compared Q1 2019.
- Abbotsford Visitation decreased by **47%** compared to Q2 2018 and **48%** when compared Q1 2019.
Canadian Visitation

Canadian Visits to British Columbia decreased by 9% from 693,392 in January 2019 to 629,184 in 2020.

Canadian Trips to British Columbia decreased by 13% from 1,043,167 in January 2019 to 910,445 in 2020.

Canadian Night Stays in British Columbia decreased by 11% from 2,727,776 in January 2019 to 2,439,521 in 2020.

Rejuvenators are the third largest EQ Type in BC making up 294,476 households, or 14.6% of the total households in British Columbia (2,010,897). They have an average household income and enjoy:

- Park/City Gardens, Photography, National/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total households in British Columbia (2,010,897).
- **Suburban Sports** rank 1st, making up 123,442 households, or 6% of the total households in British Columbia (2,010,897).
- **Scenic Retirement** rank 2nd, making up 94,025 households, or 4.7% of the total households in British Columbia (2,010,897).

Canadian Visitors Travelling within BC by Month

- January 2019: Visits - 693,392, Trips - 1,043,167, Nights Stayed - 2,727,776
- January 2020: Visits - 629,184, Trips - 910,445, Nights Stayed - 2,439,521

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.

Overview

The number of visits to British Columbia from Canadian travellers dropped by 9% in January 2020 compared to January 2019.

Visits to British Columbia from Manitoba, Quebec, Newfoundland and Prince Edward Island increased in January 2020 when compared to January 2019. All other Provinces decreased.

Of the 67 PRIZM Segments identified in Canada - Country and Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from Canada, travelling within British Columbia in January 2020.

- **Country & Western** are typically middle-aged, below-average income travellers who value outdoor experiences such as snowmobiling, hiking, camping and boating.
- **Suburban Sports** are middle-aged couples and families with above average incomes who enjoy camping, fishing/hunting, cross country skiing and snowshoeing.
- **Scenic Retirement** are older/mature average income suburbanites who enjoy visiting parks/city gardens, photography and canoeing/kayaking.

Rejuvenators are the third largest EQ Type in BC making up 294,476 households, or 14.6% of the total households in British Columbia (2,010,897). They have an average household income and enjoy:

- Park/City Gardens, Photography, National/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing

Visits by EQ Type

- Rejuvenators: 20%
- Gentle Explorer - Anglo: 16%
- Authentic Experiences: 15%
- Free Spirits: 12%
- No-Hassle Traveler: 10%
- Cultural Explorers: 8%
- Virtual Travelers: 7%
- Personal History Explorers: 6%
- Cultural History Buffs: 6%
- Gentle Explorer - France: 1%

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

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.
Canadian Visitation

Canadian Visits to British Columbia decreased by 15% from 763,640 in February 2019 to 649,137 in February 2020.

Canadian Trips to British Columbia decreased by 14% from 1,101,467 in February 2019 to 951,128 in 2020.

Canadian Night Stays in British Columbia decreased by 10% from 2,719,865 in February 2019 to 2,439,804 in 2020.

February 2020 Provincial and National Visitation

Canadian Visitors Travelling within BC by Month

Provincial Visits to British Columbia February 2019 vs. February 2020

Visits by PRIZM Segment

Rejuvenators are the third largest EQ Type in BC making up 294,476 households, or 14.6% of the total households in British Columbia (2,010,897). They have an average household income and enjoy:

- Park/City Gardens, Photography, National/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing

February 2020 Canadian Visits to BC by PRIZM Segment

Visits by EQ Type

February 2020 Visits by EQ Type

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

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
March 2020 Provincial and National Visitation

Canadian Visitation

Canadian Visits to British Columbia decreased by 42% from 1,042,534 in March 2019 to 610,253 in 2020.

Canadian Trips to British Columbia decreased by 42% from 1,504,920 in March 2019 to 873,978 in 2020.

Canadian Night Stays in British Columbia decreased by 34% from 3,731,556 in March 2019 to 2,448,879 in 2020.

March 2020 Canadian Visits to BC by PRIZM Segment

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- **Country & Western** rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897).
- **Suburban Sports** rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897).
- **Scenic Retirement** rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897).

March 2020 Canadian Visitors Travelling within BC by Month

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.

Rejuvenators are the third largest EQ Type in BC making up 294,476 households, or 14.6% of the total Households in British Columbia (2,010,897). They have an average household income and enjoy:

- Park/City Gardens, Photography, National/Parks/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing

March 2020 Visits by EQ Type

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

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.

For the latest information, visit the BC Tourism website.
The number of visits to British Columbia from Canadian travellers dropped by 74% in April 2020 compared to April 2019. All Provinces decreased in visits when comparing April 2020 to April 2019.

Of the 67 PRIZM Segments identified in Canada: Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from Canada, travelling within British Columbia in April 2020.

- Country & Western are typically middle-aged, below-average income travellers who value outdoor experiences such as snowmobiling, hiking, camping and boating.
- Suburban Sports are middle-aged couples and families with above average incomes who enjoy camping, fishing/hunting, cross-country skiing and snowshoeing.
- Scenic Retirement are older/mature average income suburbanites who enjoy visiting parks/city gardens, photography and canoeing/kayaking.

Rejuvenators are the third largest EQ Type in BC making up 294,476 households, or 14.6% of the total Households in British Columbia (2,010,897). They have an average household income and enjoy:

- Park/City Gardens, Photography, National/Provincial Parks, Canoeing/Kayaking, Fishing/Hunting, Golfing, Cross-Country Skiing/Snowshoeing

Canadian Visitation to British Columbia decreased by 74% from 1,194,627 in April 2019 to 309,508 in 2020.

Canadian Trips to British Columbia decreased by 69% from 1,702,861 in April 2019 to 535,535 in 2020.

Canadian Night Stays in British Columbia decreased by 62% from 4,236,943 in April 2019 to 1,609,747 in 2020.

Visits by PRIZM Segment

- Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia (2,010,897).
- Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897).
- Scenic Retirement rank 2nd, making up 94,025 households, or 4.7% of the total Households in British Columbia (2,010,897).

Visual data and graphs are not included in this text representation.
The number of visits to British Columbia from Canadian travellers dropped by 59% in May 2020 compared to May 2019.

All Provinces decreased in visits when comparing May 2020 to May 2019.

Of the 67 PRIZM Segments identified in Canada:
- Suburban Sports rank 1st, making up 123,442 households, or 6% of the total households in British Columbia (2,010,897).
- Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total households in British Columbia.
- Family Mode rank 17th, making up 51,487 households, or 2.6% of the total households in British Columbia.

Canadian Visitation to British Columbia decreased by 54% from 1,970,012 in May 2019 to 898,555 in 2020.

Canadian Night Stays in British Columbia decreased by 48% from 4,803,273 in May 2019 to 2,514,460 in 2020.

May 2020 saw a shift in PRIZM Segments when compared to the prior months in 2020, with more families travelling within the Province in search of outdoor experiences (Suburban Sports and Family Mode).

Canadian Visitors Travelling within BC by Month

British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020 as a result of the COVID-19 Global Pandemic.
The number of visits to British Columbia from Canadian travellers dropped by 47% in June 2020 compared to June 2019.

All Provinces decreased in visits when comparing June 2020 to June 2019, with the exception of PEI and Nunavut.

Of the 67 PRIZM Segments identified in Canada:
- Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897).
- Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total Households in British Columbia.
- Family Mode rank 17th, making up 51,487 households, or 2.6% of the total Households in British Columbia.

Canadian VIsitation to British Columbia - June

Canadian Visits to British Columbia decreased by 47% from 1,585,858 in June 2019 to 846,664 in 2020.

Canadian Trips to British Columbia decreased by 43% from 2,248,725 in June 2019 to 1,276,241 in 2020.

Canadian Night Stays in British Columbia decreased by 35% from 5,437,888 in June 2019 to 3,520,764 in 2020.

Free Spirits are the second largest EQ Type in BC making up 319,737 households, or 15.9% of the total Households in British Columbia. They have an average household income and enjoy:
- Visiting Arcades and Amusement Centres

April 2020 saw a shift in PRIZM Segments when compared to the prior months in 2020, with more families travelling within the Province in search of outdoor experiences (Suburban Sports and Family Mode) this is consistent in June 2020.

British Columbia declared a provincial state of emergency on Wednesday, March 18, 2020 as a result of the COVID-19 Global Pandemic.
**July 2019 - 2020: Canadian Visitation in British Columbia**

**Overview**

The number of visits to British Columbia from Canadian travellers dropped by 27% in July 2020 compared to June 2019.

All Provinces decreased in visits when comparing July 2020 to July 2019, with the exception of PEI.

Of the 67 PRIZM Segments identified in Canada: Suburban Sports, Country & Western and Family Mode were the top visiting PRIZM Segments from Canada, travelling within British Columbia in July 2020.

- **Suburban Sports** are middle-aged couples and families with above average incomes who enjoy camping, fishing/hunting, cross country skiing and snowshoeing.
- **Country & Western** are typically middle-aged, below-average income travellers who value outdoor experiences such as snowmobiling, hiking, camping and boating.
- **Family Mode** are middle-aged families with children aged 0-18 at home who value outdoor adventure and interacting with people of different cultures.

**Provincial Visits to British Columbia**

Canadian visits to British Columbia decreased by 27% from 1,854,520 in July 2019 to 1,348,433 in 2020.

**Canadian Trips to British Columbia** decreased by 27% from 2,690,941 in July 2019 to 1,967,938 in 2020.

**Canadian Night Stays in British Columbia** decreased by 27% from 7,339,366 in July 2019 to 5,642,589 in 2020.

**Canadian Visitation to British Columbia - J uly**

- **Visits**: 1,854,520 → 1,348,433
- **Trips**: 2,690,941 → 1,967,938
- **Nights Stayed**: 7,339,366 → 5,642,589

**Visits by PRIZM Segment**

- **Suburban Sports**: 1st, making up 123,442 households, or 6% of the total households in British Columbia (2,010,897).
- **Country & Western**: 3rd, making up 87,601 households, or 4.4% of the total households in British Columbia (2,010,897).
- **Family Mode**: 17th, making up 51,487 households, or 2.6% of the total households in British Columbia (2,010,897).

**July 2020 Canadian Visits to BC by PRIZM Segment**

**July 2020 Visits by EQ Type**

- **Free Spirits**: 319,737 households, or 15.9% of the total households in British Columbia (2,010,897). They have an average household income and enjoy:
  - Visiting Arcades and Amusement Centres.

**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.

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

N ote: 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.
Key Findings Canadian Visits by Month:

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

- April 2020 saw a dramatic decline in visitation from Canadian Residents travelling within BC, dropping by 73% when compared to April 2018 and 74% when compared to April 2019.

- While BC visitation from BC residents is significantly down compared to 2018 and 2019, an upward trend in visitors is apparent in May – July, 2020.

- May 2020 Visitation decreased by 60% and 59% when compared to May 2018 and May 2019 respectively

- June 2020 Visitation decreased by 43% and 47% when compared to June 2018 and June 2019 respectively

- July 2020 Visitation decreased by 25% and 27% when compared to July 2019 and July 2019 respectively
Key Findings BC Visits by Month:

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

- April 2020 saw a dramatic decline in visitation from BC Residents travelling within BC, dropping by 72% when compared to April 2018 and 74% when compared to April 2019.

- While BC visitation from BC residents is significantly down compared to 2018 and 2019, an upward trend in visitors is apparent in May – July, 2020.

- May 2020 Visitation decreased by 35% and 56% when compared to May 2018 and May 2019 respectively.

- June 2020 Visitation decreased by 35% and 41% when compared to June 2018 and June 2019 respectively.

- July 2020 Visitation decreased by 15% and 19% when compared to July 2018 and July 2019 respectively.
Key Findings BC Trips by Month:

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

- April 2020 saw a dramatic decline in trips from BC residents travelling within BC, dropping by 66% when compared to April 2018 and 69% when compared to April 2019.

- While BC trips from BC residents is significantly down compared to 2018 and 2019, an upward trend in visitors is apparent in May – July, 2020.

- May 2020 Trips decreased by 53% and 52% when compared to May 2018 and May 2019 respectively.

- June 2020 Trips decreased by 33% and 39% when compared to June 2018 and June 2019 respectively.

- July 2020 Trips decreased by 17% and 19% when compared to July 2018 and July 2019 respectively.
Key Findings BC Nights Spent by Month:

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

- April 2020 saw a dramatic decline in number of nights spent by BC Residents travelling within BC, dropping by 58% when compared to April 2018 and 61% when compared to April 2019.

- While BC nights spent by BC residents is significantly down compared to 2018 and 2019, an upward trend in visitors is apparent in May – July, 2020.

- May 2020 Overnight Stays decreased by 46% and 44% when compared to May 2018 and May 2019 respectively.

- June 2020 Overnight Stays decreased by 21% and 28% when compared to June 2018 and June 2019 respectively.

- July 2020 Overnight Stays decreased by 8% and 12% when compared to July 2018 and July 2019 respectively.
PRIZM SEGMENT
SUMMARY
Key Findings BC Visitation by PRIZM Segment in BC

The 10 PRIZM Segments to the left represent 43.3% of the total households in British Columbia with the most visitors to BC during the period of January - July 2020.

1. **Suburban Sports** represent the largest PRIZM Segment by Household Count in BC overall and 7.9% of all BC visitors travelling within BC during the current year (January - July 2020)

2. **Country & Western** represent the 3rd largest PRIZM Segment in BC and 5.9% of BC Visitors

3. **Scenic Retirement** represent the 2nd largest segment in BC and 4.9% of Visitors

4. **Savvy Seniors** represent the 6th largest segment in BC and 3.7% of Visitors

5. **Family Mode** represent the 17th largest segment in BC and 3.7% of Visitors

6. **Asian Achievement** represent the 5th largest segment in BC and 3.6% of Visitors

7. **Boomer Bliss** represent the 13th largest segment in BC and 3.6% of Visitors

8. **South Asian Society** represent the 11th largest segment in BC and 3.6% of Visitors

9. **Backcountry Boomers** represent the 15th largest segment in BC and 3.2% of Visitors

10. **Diverse and Determined** represent the 4th largest segment in BC and 3.2% of Visitors

Year to Date: January - July 2020
**General Canadian Summary:**

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

### Suburban Sports

#### Household Count

Of the 67 PRIZM Segments identified in Canada, Suburban Sports rank 1st, making up 123,442 households, or 6% of the total Households in British Columbia (2,010,897)

#### Maintainer Age

Median Household Maintainer Age is 52

#### Children at Home

47% of couples have children living at home

#### Household Income

Above average Household Income of $120,592 compared to BC at $106,681

#### Top Social Value

Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people’s lives

#### Media Habits

- 12hrs/week listening to the Radio, 18hrs/week watching TV, 3hr/week reading the Newspaper and 3.5hrs/day on the Internet. Weekly Magazine usage is minimal
- 79% currently use Facebook, 36% use Instagram and 23% use Twitter

Source: Environics PRIZM Marketer’s Guide 2020
2020 PRIZM SEGMENT SUMMARY
COUNTRY AND WESTERN

General Canadian Summary:

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

Category | British Columbia Highlights
---|---
Household Count | Of the 67 PRIZM Segments identified in Canada, Country & Western rank 3rd, making up 87,601 households, or 4.4% of the total households in British Columbia (2,010,897)
Maintainer Age | Median household maintainer age is 57
Children at Home | 48% of couples have children living at home
Household Income | Below average household income of $91,291 compared to BC at $106,681
Top Social Value | Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life
Media Habits | • On average, Country & Western from British Columbia spend 34 hrs/week listening to the Radio, 2 hrs/week watching TV, 3hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily magazine usage is minimal (10 min/day)
| • 84% currently use Facebook, 33% use Instagram and 22% use Twitter
2020 PRIZM SEGMENT SUMMARY

SCENIC RETIREMENT

General Canadian Summary:

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

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>Of the 67 PRIZM Segments identified in Canada Scenic Retirement ranked 2nd, making up 94,025 households, or 4.7% of the total households in British Columbia (2.0 million)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median household maintainer age is 64</td>
</tr>
<tr>
<td>Children at Home</td>
<td>39% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Average household income of $100,586 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value: Ethical Consumerism</td>
<td>The willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, cooperates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns</td>
</tr>
<tr>
<td>Media Habits</td>
<td>• 15 hrs/week listening to the radio, 24 hrs/week watching TV, 3hr/week reading the newspaper and 3.2 hrs/day on the Internet. Daily magazine usage is minimal (10 min/day)</td>
</tr>
<tr>
<td></td>
<td>• 79% currently use Facebook, 30% use Instagram and 21% use Twitter</td>
</tr>
</tbody>
</table>

Source: Environics PRIZM Marketer’s Guide 2020

Source: Environics Analytics - Envision 2020
General Canadian Summary:

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

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>Of the 67 PRIZM Segments identified in Canada, Savvy Seniors rank 6th, making up 85,564 households, or 4.3% of the total households in British Columbia (2,010,897)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median Household Maintainer Age is 60</td>
</tr>
<tr>
<td>Children at Home</td>
<td>48% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Average Household Income of $104,131 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value</td>
<td>Top Social Value: Culture Sampling - This construct identifies the view that other cultures have a great deal to teach us and measures people’s inclination to incorporate some of these cultural influences into their own lives</td>
</tr>
</tbody>
</table>
| Media Habits      | • 13hrs/week listening to the Radio, 22hrs/week watching TV, 3hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10 min/day)  
|                   | • 79% currently use Facebook, 36% use Instagram and 25% use Twitter                         |
2020 PRIZM SEGMENT SUMMARY
FAMILY MODE

General Canadian Summary:

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

Source: Environics PRIZM Marketer’s Guide 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>Of the 67 PRIZM Segments identified in Canada, Family Mode ranks 17th, making up 51,487 households, or 2.6% of the total households in British Columbia (2,010,897)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median household maintainer age is 51</td>
</tr>
<tr>
<td>Children at Home</td>
<td>50% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Above average household income of $134,916 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value</td>
<td>Top Social Value: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people’s lives</td>
</tr>
<tr>
<td>Media Habits</td>
<td>- 13hrs/week listening to the radio, 18hrs/week watching TV, 1hr/week reading the newspaper and 4hrs/day on the Internet. Weekly magazine usage is minimal</td>
</tr>
<tr>
<td></td>
<td>- 78% currently use Facebook, 35% use Instagram and 23% use Twitter</td>
</tr>
</tbody>
</table>

Source: Environics Analytics - Envision 2020
2020 PRIZM SEGMENT SUMMARY

ASIAN ACHIEVEMENT

General Canadian Summary:

- Middle-aged and older families with 60% of citizens born outside of Canada. Children ages 5-25 at home
- Moderate Education (high school/University degree)
- White-collar and Service Sector Positions
- Value connections to similar communities and products/services from large companies with a compelling story
- Top Geography: Vancouver, Toronto, Edmonton, Calgary and Montreal
- EQ Type: Free Spirit

Source: Environics PRIZM Marketer’s Guide 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>One of the 67 PRIZM Segments identified in Canada, Asian Achievement rank 5th, making up 86,462 households, or 4% of the total households in British Columbia (2,010,897)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median household maintainer age is 55</td>
</tr>
<tr>
<td>Children at Home</td>
<td>55% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Above average household income of $120,295 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value</td>
<td>Top Social Value: Brand Genuineness - A tendency to value authenticity and to look for a deeper level of brand experience</td>
</tr>
</tbody>
</table>
| Media Habits   | • 13hrs/week listening to the radio, 16hrs/week watching TV, 3hrs/week reading the newspaper and 4hrs/day on the Internet. Weekly magazine usage is minimal  
• 75% currently use Facebook, 4% use Instagram and 26% use Twitter |
## 2020 PRIZM SEGMENT SUMMARY

### BOOMER BLISS

#### General Canadian Summary:
- Couples and Families with older children (ages 10+) at home
- Highly Educated (University/College Degree)
- White-collar positions in Management, Education, Health and Government Services
- Value environmental protection and eco-friendly products
- EQ Type: Authentic Experiencer

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>Of the 67 PRIZM Segments identified in Canada, Boomer Bliss rank 13th, making up 59,001 households, or 2.9% of the total Households in British Columbia (2,010,897)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median Household Maintainer Age is 62</td>
</tr>
<tr>
<td>Children at Home</td>
<td>46% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Above Average Household Income of $141,716 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value</td>
<td>Top Social Value: Effort Towards Health - The commitment to focus on diet, exercise and healthy living to feel better and have a healthy, wholesome lifestyle. A willingness to transform one’s lifestyle through exercise and radical changes to diet</td>
</tr>
<tr>
<td>Media Habits</td>
<td>• 34 hrs/week listening to the radio, 2 hrs/week watching TV, 3 hrs/week reading the newspaper and 3 hrs/day on the Internet. Weekly Magazine usage is minimal</td>
</tr>
<tr>
<td></td>
<td>• 75% currently use Facebook, 32% use Instagram and 23% use Twitter</td>
</tr>
</tbody>
</table>

Source: Environics PRIZM Marketer’s Guide 2020
2020 PRIZM SEGMENT SUMMARY
SOUTH ASIAN SOCIETY

General Canadian Summary:

- Middle-aged, middle income South Asian Families with children of mixed ages
- Grade 9/High School Education
- Positions in Manufacturing, Trades and Services
- Value their cultural faith and traditions, new and cutting-edge products and out-of-the-box advertising
- Top Geography: Abbotsford-Mission, Vancouver, Kelowna, Calgary, Toronto
- EQ Type: Free Spirit

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>Of the 67 PRIZM Segments identified in Canada, South Asian Society rank 11th, making up 68,984 households, or 3% of the total households in British Columbia (2,010,897)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median Household Maintainer Age is 49</td>
</tr>
<tr>
<td>Children at Home</td>
<td>65% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Average Household income of $104,255 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value</td>
<td>Top Social Value: Traditional Family - The belief that &quot;family&quot; should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of &quot;family,&quot; such as common law and same-sex marriages</td>
</tr>
<tr>
<td>Media Habits</td>
<td>30 hrs/week listening to the radio, 34 hrs/week watching TV, 0 hrs/week reading the newspaper and 4 hrs/day on the Internet. Daily Magazine usage is minimal (8 min/day)</td>
</tr>
<tr>
<td></td>
<td>77% currently use Facebook, 44% use Instagram and 30% use Twitter</td>
</tr>
</tbody>
</table>

Source: Environics PRIZM Marketer’s Guide 2020
2020 PRIZM SEGMENT SUMMARY
BACKCOUNTRY BOOMERS

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

Source: Environics PRIZM Marketer’s Guide 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>British Columbia Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Count</td>
<td>Of the 67 PRIZM Segments identified in Canada, Backcountry Boomers rank 15th, making up 54,847 households, or 2.7% of the total households in British Columbia (2,010,897)</td>
</tr>
<tr>
<td>Maintainer Age</td>
<td>Median Household Maintainer Age is 63</td>
</tr>
<tr>
<td>Children at Home</td>
<td>37% of couples have children living at home</td>
</tr>
<tr>
<td>Household Income</td>
<td>Below Average Household Income of $85,977 compared to BC at $106,681</td>
</tr>
<tr>
<td>Top Social Value</td>
<td>Top Social Value: Attraction to Nature - How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life</td>
</tr>
<tr>
<td>Media Habits</td>
<td>• 35hrs/week listening to the radio, 24hrs/week watching TV, 3hrs/week reading the newspaper and 3.3hrs/day on the Internet. Daily magazine usage is minimal (1D min/day)</td>
</tr>
<tr>
<td></td>
<td>• 83% currently use Facebook, 30% use Instagram and 20% use Twitter</td>
</tr>
</tbody>
</table>
General Canadian Summary:

- Midscale, younger and middle-aged city dwellers. Over one third of residents identify as a visible minority
- Mixed Education (High School/University)
- Mixed employment in Sales, Services, Business and Trades
- Value active activities such as Tennis, Pilates, Snowboarding/Skiing compared to more sedate pastimes
- Top Geography: Victoria, Abbotsford, Mission, Kelowna, Guelph
- EQ Type: Cultural History Buff

Source: Environics PRIZM Marketer’s Guide 2020

**Household Count**

Of the 67 PRIZM Segments identified in Canada, Diverse & Determined rank 4th, making up 86,517 households, or 4% of the total households in British Columbia (2,010,897)

**Maintainer Age**

Median Household Maintainer Age is 51

**Children at Home**

59% of couples have children living at home

**Household Income**

Below Average Household Income of $87,023 compared to BC at $106,681

**Top Social Value**

Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life

**Media Habits**

- On average, Diverse & Determined from British Columbia spend 12hrs/week listening to the radio, 2hrs/week watching TV, 3hrs/week reading the newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (9 min/day)
- 79% currently use Facebook, 41% use Instagram and 27% use Twitter
BRITISH COLUMBIA EQ COMPOSITION
BY HOUSEHOLD AND POPULATION COUNT

<table>
<thead>
<tr>
<th>EQ Type</th>
<th>Household Count</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gentle Explorer (GE)</td>
<td>322,371</td>
<td>788,161</td>
</tr>
<tr>
<td>Free Spirits (FS)</td>
<td>319,737</td>
<td>1,029,193</td>
</tr>
<tr>
<td>Rejuvenators (RJ)</td>
<td>294,476</td>
<td>724,438</td>
</tr>
<tr>
<td>Authentic Experiencers (AE)</td>
<td>260,859</td>
<td>688,581</td>
</tr>
<tr>
<td>Cultural History Buffs (CHB)</td>
<td>246,845</td>
<td>462,592</td>
</tr>
<tr>
<td>Cultural Explorers (CE)</td>
<td>202,079</td>
<td>398,123</td>
</tr>
<tr>
<td>Personal History Explorers (PHE)</td>
<td>145,982</td>
<td>401,775</td>
</tr>
<tr>
<td>No Hassle Traveller (NHT)</td>
<td>122,414</td>
<td>338,204</td>
</tr>
<tr>
<td>Virtual Travellers (VT)</td>
<td>96,134</td>
<td>233,304</td>
</tr>
</tbody>
</table>

Refer to BC EQ Profiles for additional information.
Contact: Simone Carlysle-Smith, Managing Director
Symphony Tourism Services, a subsidiary of the Thompson Okanagan Tourism Association
778-721-5448
sts@totabc.com
https://www.totabc.org/symphony-tourism-services