



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

MOBILESCAPES RESEARCH INSIGHTS

March 2021



Port McNeill Visitor Analysis

BRITISH COLUMBIA & ALBERTA VISITOR ANALYSIS

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OBJECTIVES

- Understand your visitors: Who are they, where are they coming from? What are their interests? Where do they get their information? And where are more of them that we can market to?
- Utilize research results derived from MobileScapes Mobile Movement analysis to support strategy direction, target marketing and COVID-19 Recovery planning
- This Visitor Analysis profiles Mobile Movement Data for key locations within Port McNeill as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2020 PRIZM5 Market Segmentation profiles
- Through this project we aim to answer the above questions, identify similarities/differences in visitor profiles, and ultimately provide you with insights to aid in reaching your marketing goals

INTRODUCTION

ABOUT MOBILESCAPES

What is MobileScapes?

- Combines data collected from mobile devices with location enabled tracking on various Apps
- Identifies devices observed within a defined area:
 - e.g Trail head, public square or a winery for a given date and time range
 - 110 acres (Non contiguous)
- The amount of anonymized, permission based data captured is dependent upon:
 - Device being ON
 - Device has Apps allowing location tracking
 - There is a WIFI or Cell tower within the geo-fenced area for the device to ping
- The devices then become a sample of the visitors to the area (just like a sample of people answering a survey)
- The Sample is then reviewed for visitor origin postal codes, extrapolated and then averaged using a number of external data sources used by Environics Analytics to weight and validate the data

Why MobileScapes?

- Identify Visitor Movement Patterns
- Identify Visitation trends by Date, Time of day and Location

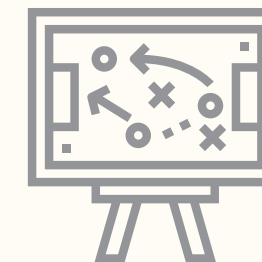
Identify **WHO** visits your location, **WHAT** they like (Activities/Media Habits) and **WHERE** more people like them are



Understand your
Visitors



Identify Top
Markets



Execute your
Strategy

MOBILESCAPES

THE PROCESS

Select your Locations

Choose Areas to Geo-Fence

- What are the areas that represent destination highlights?
- If aggregated, will they give you a good picture of the community or region?

Choose your Time Frame

Decide on a Time Frame

- Would you like to know visitor volume, origin and profiles for a full year (2019, 2020, 2021)
- A season?
- A season over multiple years?

Each time frame represents ONE query

Analysis

Symphony Research Specialist conducts Analysis

- Analysis is preformed in EnviroNics Analytics to develop your visitor profile

Report Generation

Reports Include:

- Visitor Origin
- Estimated count of visitors by time frame
- Mobile Movement patterns by time period by PRIZM Segment
- Top 3 PRIZM Segments by Geography - BC, AB (Other provinces/territories if applicable)

Discussion and Review

Review and Discuss Material

- How to use the information for your strategy planning or targeted marketing

Additional Documentation & Reports

Additional Reports Provided if Needed

- Further details
- Postal Codes for targeted marketing
 - Requires a separate privacy agreement with EnviroNics Analytics

HOW TO USE MOBILESCAPES

HOW CAN THESE INSIGHTS HELP YOU?

Identify Patterns

- Use Visitor Volume estimates to identify fluctuations/changes in visitation by month/season/year
- COVID-19 Patterns

Develop Profiles

- Visitor Profiles developed to help you understand your visitors
 - Demographics
 - Psychographics
 - Life Stage/Family Size
 - Income Level
 - Media Habits
 - Activities/Interests

Product Development & Campaigns

- Use your Visitor Insights to create new products or Itineraries
- Tailor existing products/services to existing customers
- Identify New Target Markets or expand your reach
- Target Digital or Traditional Media Campaigns based on geography, media habits, social values, activities etc.

DATA ANALYZED

- MobileScapes is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices.
- The main sources of data are **opt-in location-enabled applications** on mobile devices and ad exchange platforms.
- At present, there are approximately **100,000 mobile applications** that contribute data to Environics Analytics' MobileScapes services.



Port McNeill - 2019

Sample of **20,400** visitors analyzed from British Columbia
Sample of **1,200** visitors analyzed from Alberta



Port McNeill - 2020

Sample of **18,300** visitors analyzed from British Columbia
Sample of **600** visitors analyzed from Alberta



Port McNeill - 2019

Sample of **14,200** visitors analyzed from British Columbia
** Local Residents from Port McNeill removed from Sample*



Port McNeill - 2020

Sample of **12,600** visitors analyzed from British Columbia
** Local Residents from Port McNeill removed from Sample*

VISITOR INSIGHTS

KEY FINDINGS

Category	BC Visitors - 2019	BC Visitors - 2020	Alberta Visitors- 2019	Alberta Visitors- 2020
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 20,400 or 91% were from BC 	<ul style="list-style-type: none"> 18,300 or 95% were from BC 	<ul style="list-style-type: none"> 1,200 or 5% were from Alberta 	<ul style="list-style-type: none"> 600 or 3% were from Alberta
Top Visitor Origin Locations	<ul style="list-style-type: none"> Port McNeill Port Hardy Nanaimo Campbell River Vancouver Mount Waddington Saanich 	<ul style="list-style-type: none"> Port McNeill Port Hardy Nanaimo Courtenay Campbell River Vancouver Surrey 	<ul style="list-style-type: none"> Calgary Edmonton <p>Visitation from Alberta was very limited in 2019</p>	<ul style="list-style-type: none"> Calgary Edmonton <p>Visitation from Alberta was very limited in 2020</p>
Top PRIZM Segments	<ul style="list-style-type: none"> Country & Western Scenic Retirement Indigenous Families Boomer Bliss Backcountry Boomers Just Getting By Down to Earth Suburban Sports Slow-Lane Suburbs Savvy Seniors 	<ul style="list-style-type: none"> Country & Western Scenic Retirement Boomer Bliss Suburban Sports Indigenous Families Slow-Lane Suburbs Backcountry Boomers Just Getting By Down to Earth Savvy Seniors 	<ul style="list-style-type: none"> Suburban Sports Stressed in Suburbia Juggling Acts All-Terrain Families Indigenous Families 	<ul style="list-style-type: none"> Family Mode Multicultural Corners Country & Western The A-List Value Villagers
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Gentle Explorer Free Spirits Cultural Explorers 	<ul style="list-style-type: none"> Rejuvenators No Hassle Travellers Cultural History Buffs

KEY FINDINGS

NON-LOCAL (EXCLUDES PORT MCNEILL)

Category	BC Visitors - 2019	BC Visitors - 2020	Key Findings
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 14,200 or 88% were from BC 	<ul style="list-style-type: none"> 12,600 or 93% were from BC 	<p>Key Findings comparing the full mobile analysis (including locals) to the analysis that does not include visitation from Port McNeill:</p> <ul style="list-style-type: none"> The top 10 PRIZM Segments are consistent across both analyses, however; Suburban Recliners and Family Mode also ranked in the secondary analysis (non-local) for 2019 and Suburban Recliners and Kick-Back Country ranked in the secondary analysis (non-local) for 2020 The top three EQ Types are consistent across both years and analyses.
Top Visitor Origin Locations	<ul style="list-style-type: none"> Nanaimo Campbell River Vancouver Courtenay Victoria Saanich Comox Surrey Central Saanich Esquimalt North Cowichan Port Alberni Richmond Burnaby 	<ul style="list-style-type: none"> Nanaimo Courtenay Campbell River Surrey Vancouver Victoria Saanich Comox Squamish Central Saanich Burnaby Esquimalt Duncan North Vancouver 	
Top PRIZM Segments	<ul style="list-style-type: none"> Scenic Retirement Country & Western Suburban Recliners Just Getting By Boomer Bliss Slow-Lane Suburbs Suburban Sports Indigenous Families Family Mode Savvy Seniors 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Just Getting By Slow-Lane Suburbs Savvy Seniors Country & Western Down to Earth Kick-Back Country Suburban Recliners 	
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	

CURRENT VISITOR PROFILE

BRITISH COLUMBIA & ALBERTA

BC Visitors - 2019

- The Median Household Maintainer Age for British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2019 was 57, 49% of couples have children living at home
- Average Household Income of \$97,080 compared to BC at \$106,681
- Top Social Value: Emotional Control: The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences
- Key Tourism Activities: Swimming, Camping, Hiking/Backpacking. Above Average interest in Visiting Parks/City Gardens, Photography, Golf
- Above Average interest in travelling within Canada (Vancouver, Alberta (Calgary, Jasper) Nova Scotia), British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2019 spent an average of \$1,566 on their last vacation
- On average, British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2019 spent 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (9min/day)
- 80% currently use Facebook, 35% use Instagram and 23% use Twitter. 13% above average use of Pinterest

BC Visitors - 2020

- The Median Household Maintainer Age for British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2020 was 57, 49% of couples have children living at home
- Average Household Income of \$98,342 compared to BC at \$106,681
- Top Social Value: Emotional Control: The desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences
- Key Tourism Activities: Swimming, Camping, Hiking/Backpacking. Above Average interest in Photography, Visiting National/Provincial Parks, Golf, Cross Country Skiing, Fishing/Hunting
- Above Average interest in travelling within Canada (Vancouver, Alberta (Calgary, Jasper) Nova Scotia), British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2020 spent an average of \$1,564 on their last vacation
- On average, British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2020 spent 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (9min/day)
- 80% currently use Facebook, 35% use Instagram and 24% use Twitter. 12% above average use of Pinterest

Alberta Visitors - 2019

- The Median Household Maintainer Age for Alberta visitors to the Port McNeill Geo-Fenced Areas in 2019 was 44, 57% of couples have children living at home
- Average Household Income of \$135,454 compared to Alberta at \$122,710
- Top Social Value: Need for Escape: The desire to regularly escape the stress and responsibilities of everyday life
- Key Tourism Activities: Camping, Swimming, Cycling, Above Average interest in Attending Sporting Events and Specialty Theatres/IMAX
- Average interest in travelling within Canada (Above Average for: Banff, BC, Calgary, Jasper), Alberta visitors to the Port McNeill Geo-Fenced Areas in 2019 spent an average of \$1,431 on their last vacation
- On average, Alberta visitors to the Port McNeill Geo-Fenced Areas in 2019 spent 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 3.8hrs/day on the Internet. Daily Magazine usage is minimal (4min/day)
- 79% currently use Facebook, 42% use Instagram and 33% use Twitter (16% above average)

Alberta Visitors - 2020

- The Median Household Maintainer Age for Alberta visitors to the Port McNeill Geo-Fenced Areas in 2020 was 48, 46% of couples have children living at home
- Average Household Income of \$136,744 compared to Alberta at \$122,710
- Top Social Value: Need for Escape: The desire to regularly escape the stress and responsibilities of everyday life
- Key Tourism Activities: Camping, Swimming, Cycling, Above Average interest in Pilates/Yoga
- Average interest in travelling within Canada (Above Average for: Manitoba), Alberta visitors to the Port McNeill Geo-Fenced Areas in 2020 spent an average of \$1,536 on their last vacation
- On average, Alberta visitors to the Port McNeill Geo-Fenced Areas in 2020 spent 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4hrs/day on the Internet. Daily Magazine usage is minimal (8min/day)
- 78% currently use Facebook, 38% use Instagram and 28% use Twitter

CURRENT VISITOR PROFILE

NON-LOCAL (EXCLUDES PORT MCNEILL)

BC Visitors (Non Local) - 2019

- The Median Household Maintainer Age for British Columbian visitors (Non-Local) to the Port McNeill Geo-Fenced Areas in 2019 was 54, 31% of couples have children living at home
- Average Household Income of \$100,464 compared to BC at \$106,681
- Top Social Value: Confidence in Small Business: A tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest
- Key Tourism Activities: Reading, Gardening, Swimming, Camping. Above Average interest in Golfing, Cross Country Skiing/Snowshoeing, Fishing/Hunting
- Average interest in travelling within Canada (Above Average for: Vancouver, Calgary), British Columbian visitors (Non-Local) to the Port McNeill Geo-Fenced Areas in 2019 spent an average of \$1,642 on their last vacation
- On average, British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2019 spent 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (9min/day)
- 79% currently use Facebook, 36% use Instagram and 24% use Twitter. 11% above average use of Pinterest

BC Visitors (Non Local) - 2020

- The Median Household Maintainer Age for British Columbian visitors (Non-Local) to the Port McNeill Geo-Fenced Areas in 2020 was 55, 13% of couples have children living at home
- Average Household Income of \$102,111 compared to BC at \$106,681
- Top Social Value: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life
- Key Tourism Activities: Reading, Gardening, Swimming. Above Average interest in Cross Country Skiing/Snowshoeing, Power Boating/Jet Skiing
- Average interest in travelling within Canada (Above Average for: Vancouver, Calgary), British Columbian visitors (Non-Local) to the Port McNeill Geo-Fenced Areas in 2020 spent an average of \$1,663 on their last vacation
- On average, British Columbian visitors to the Port McNeill Geo-Fenced Areas in 2020 spent 13hrs/week listening to the Radio, 21hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal (9min/day)
- 78% currently use Facebook, 36% use Instagram and 24% use Twitter

KEY VARIABLE HIGHLIGHTS

BRITISH COLUMBIA & ALBERTA

Variable	BC Visitors - 2019	BC Visitors - 2020	AB Visitors - 2019	AB Visitors - 2020
I am interested in learning about different cultures	62% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy learning about different cultures	54% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy learning about different cultures	59% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy learning about different cultures
I occasionally/regularly participate in Camping activities	55% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy camping activities	55% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy camping activities	60% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy camping activities	59% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy camping activities
I occasionally/regularly participate in Whale Watching activities	11% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy Whale Watching activities	11% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy Whale Watching activities	6% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy Whale Watching activities	6% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy Whale Watching activities
I occasionally/regularly participate in Fishing/Hunting activities	28% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy fishing/hunting activities	28% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy fishing/hunting activities	24% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy fishing/hunting activities	28% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy fishing/hunting activities
I occasionally/regularly participate in Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy hiking/backpacking activities	52% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy hiking/backpacking activities	40% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy hiking/backpacking activities	40% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy hiking/backpacking activities
I occasionally/regularly participate in Swimming activities	60% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy swimming activities	60% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy swimming activities	55% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy swimming activities	51% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy swimming activities

KEY VARIABLE HIGHLIGHTS

NON-LOCAL (EXCLUDES PORT MCNEILL)

Variable	BC Visitors - 2019	BC Visitors - 2020
I am interested in learning about different cultures	63% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy learning about different cultures	62% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy learning about different cultures
I occasionally/regularly participate in Camping activities	54% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy camping activities	53% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy camping activities
I occasionally/regularly participate in Whale Watching activities	10% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy Whale Watching activities (14% above average)	10% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy Whale Watching activities (14% above average)
I occasionally/regularly participate in Fishing/Hunting activities	26% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy fishing/hunting activities (12% above average)	25% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy fishing/hunting activities
I occasionally/regularly participate in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy hiking/backpacking activities	52% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy hiking/backpacking activities
I occasionally/regularly participate in Swimming activities	60% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy swimming activities	60% of the Visitors sampled within the Geo-fenced Port McNeill area enjoy swimming activities

SUMMARY HIGHLIGHTS

BRITISH COLUMBIA

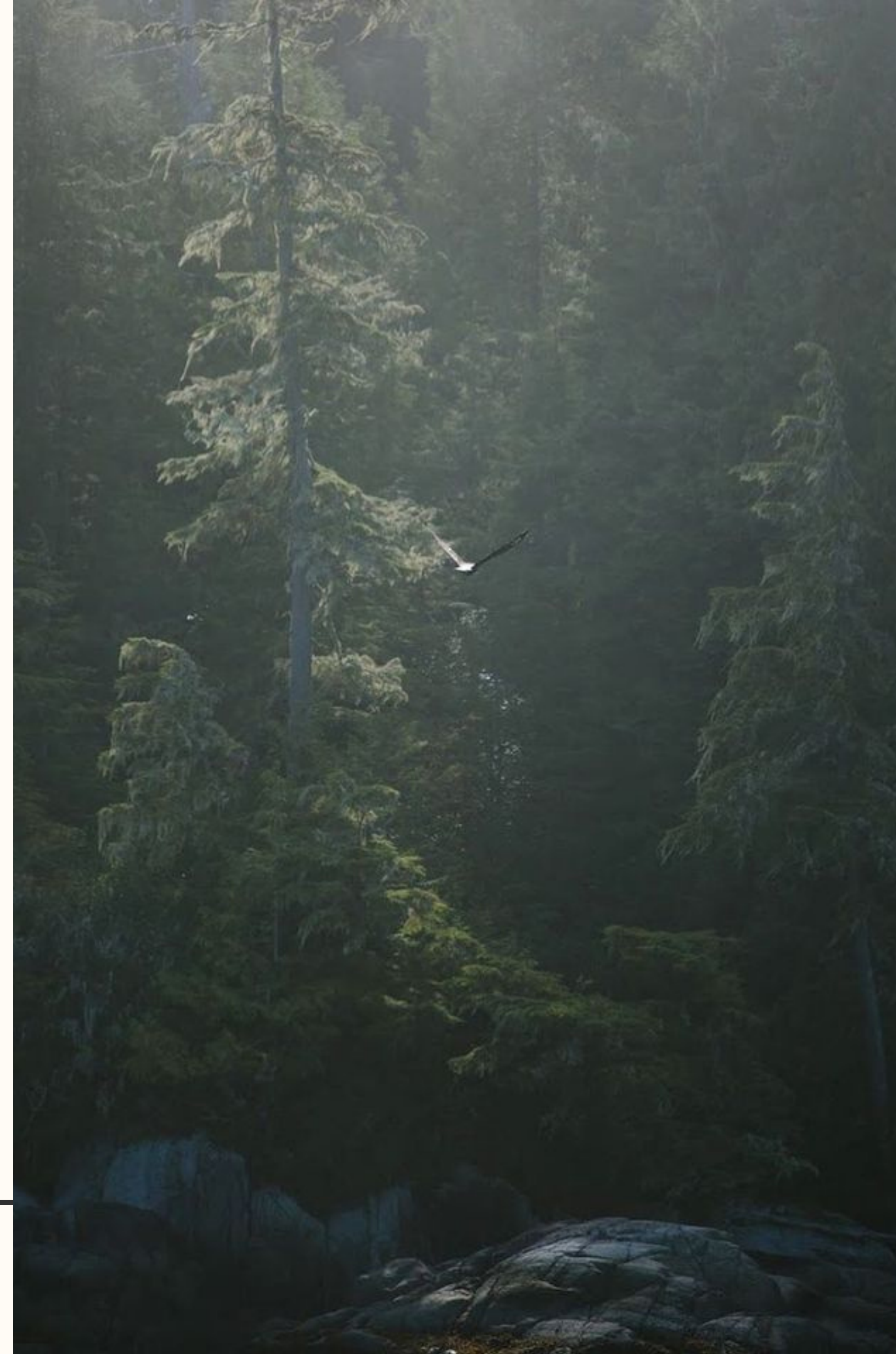
- British Columbia was the primary origin of Port McNeill Area Visitors, making up **91%** of visitation in 2019 and **95%** in 2020
 - *When Port McNeill was removed from the analysis BC made up **88%** of visitation in 2019 and **93%** in 2020*
- Port McNeill, Port Hardy and Nanaimo were the top three visitor origin markets in 2019 and 2020
 - *When Port McNeill was removed from the analysis Nanaimo, Campbell River and Vancouver were the top three visitor origin locations in 2019 and Nanaimo, Courtenay and Campbell River were the top three in 2020*
- The top three PRIZM Segments visiting the Port McNeill Area in 2019 were Country & Western, Scenic Retirement and Indigenous Families. The top three in 2020 were Country & Western, Scenic Retirement and Boomer Bliss
 - *When Port McNeill was removed from the analysis Scenic Retirement, Country & Western and Suburban Recliners were the top three in 2019 and Scenic Retirement, Boomer Bliss and Suburban Sports were the top three in 2020*
 - **Country & Western** are typically middle aged, below average income travellers who enjoy: Snowmobiling, Hiking, Camping, Boating
 - **Scenic Retirement** are typically older and more mature, middle-income suburbanites, who enjoy: Visiting Parks/City Gardens, Photography Canoeing and Kayaking
 - **Indigenous Families** are younger and middle-aged First Nations, Inuit and Métis families, nearly 95% are of Indigenous origin. They are typically active adventurers, enjoying fishing, hunting and snowmobiling.
 - **Boomer Bliss** are typically older and mature, upper-middle-income suburbanites. They appreciate the arts (theatre, galleries) and outdoor activities such as golf and fishing
 - **Suburban Sports** are typically middle-aged couples and families (with children of all ages at home). They value community involvement and companies that treat their employees fairly
 - **Suburban Recliners** are typically suburban downscale singles and couples who enjoy community theatre, music festivals and visiting national/provincial parks
- The top three EQ Types of visitors from BC in 2019 and 2020 were: Rejuvenators, Gentle Explorers and Authentic Experiencers



SUMMARY HIGHLIGHTS

ALBERTA

- Alberta was the secondary origin location of Port McNeill Area Visitors (although visitor counts were still minimal), making up **5%** of visitation in 2019 and **3%** in 2020
- Calgary and Edmonton were the top visitor origin markets in 2019 and 2020. Although visitation was minimal from all other Alberta locations
- The top three PRIZM Segments visiting Port McNeill Area in 2019 were Suburban Sports, Stressed in Suburbia and Juggling Acts The top three in 2020 were Family Mode, Multicultural Corners and Country & Western
 - **Suburban Sports** are typically middle-aged couples and families (with children of all ages at home). They value community involvement and companies that treat their employees fairly
 - **Stressed in Suburbia** are typically middle-income, younger and middle-aged suburban families who enjoy outdoor sports and cultural activities.
 - **Juggling Acts** are typically younger, lower-middle income urban singles and families. They enjoy going to sporting events, community theatres, camping and snowboarding
 - **Family Mode** are typically Middle-aged couples and families with children (ages 10+) at home. They value outdoor adventure and interacting with people from different cultures
 - **Multicultural Corners** are typically Larger, more diverse families with older children. They value hard work, their families, community involvement and religious connections
 - **Country & Western** are typically Older, middle-income western homeowners who value outdoor experiences, boating, camping, hiking, snowmobiles and motorcycles
- The top three EQ Types visiting the Port McNeill Area from Alberta in 2019 were Gentle Explorers, Free Spirits and Cultural Explorers. The top three in 2020 were Rejuvenators, No Hassle Travellers and Cultural History Buffs
- Alberta Visitors to the Port McNeill Area geo-fenced area tend to be younger and more family oriented than BC Travellers to Port McNeill Area (Note: Alberta visitors in 2019 were 21% more diverse than in 2020 and much more family oriented). They tend to enjoy camping, swimming and cycling at average rates compared to Alberta



INSIGHTS

POTENTIAL GROWTH MARKETS

British Columbia	Alberta	Considerations	COVID-19 Considerations
<ul style="list-style-type: none"> • Vancouver Island (Campbell River, Nanaimo, Courtenay, Saanich) <ul style="list-style-type: none"> ◦ Semi-Frequent travellers who are looking to understand and explore their “Own Backyard” or different locations on Vancouver Island • Local Northern Vancouver Island Residents (Port McNeill, Port Hardy, Mount Waddington) <ul style="list-style-type: none"> ◦ These are loyal visitors who understand your products/services and visited in 2019 and 2020 • Lower Mainland Visitors (Vancouver, Surrey) <ul style="list-style-type: none"> ◦ Less frequent travellers looking for experiences that allow them to connect with nature and experience different outdoor activities 	<ul style="list-style-type: none"> • Calgary/Edmonton <ul style="list-style-type: none"> ◦ Ethnic, Family Oriented visitors who enjoy outdoor adventure based leisure activities were prominent in 2019 ◦ 2020: Middle-Aged couples with average household income looking to escape everyday life through nature based activities • Visitation to Port McNeill was minimal from all other Alberta locations 	<ul style="list-style-type: none"> • Consider targeting by BC Top PRIZM Segments: <ul style="list-style-type: none"> ◦ Backcountry Boomers ◦ Boomer Bliss ◦ Country & Western ◦ Indigenous Families ◦ Scenic Retirement ◦ Suburban Sports • Top 10 Locations of Top PRIZM Segments: <ul style="list-style-type: none"> ◦ Nanaimo ◦ Surrey ◦ Kelowna ◦ Abbotsford ◦ Langley ◦ Saanich ◦ Maple Ridge ◦ Delta ◦ Prince George ◦ Kamloops 	<p>British Columbia announced a Provincial State of Emergency due to the COVID-19 Pandemic on March 18, 2020, Alberta announced on March 17, 2020</p> <p>Province wide restrictions limiting social interactions and travel are still in place</p> <p>BC COVID-19 Travel Restrictions</p>

VISITOR ORIGIN

PROVINCIAL BREAKDOWN

2019 VISITORS

- On average 91% of visitors to the 4 geo-coded Port McNeill areas in 2019 were from **British Columbia**, 5% from **Alberta** and 2% from **Ontario**
- This report will focus on the **British Columbia Market**, followed by the **Alberta Market**

Note: When Port McNeill was removed from the analysis, **BC** made up 88% and **Alberta** 7% of 2019 visitors



PROVINCIAL BREAKDOWN

2020 VISITORS

- On average 95% of visitors to the 4 geo-coded Port McNeill areas in 2020 were from **British Columbia**, 3% from **Alberta** and 1% from **Ontario**
- This report will focus on the **British Columbia Market**, followed by the **Alberta Market**

Note: When Port McNeill was removed from the analysis, **BC** made up 93% and **Alberta** 4% of 2019 visitors



VISITOR ORIGIN BY CITY

BRITISH COLUMBIA

Key Findings

- Locals of Port McNeill and Port Hardy were consistent top Visitor Origin markets across both years (2019 and 2020)
- Vancouver Island Visitation from Nanaimo, Campbell River ranked in the top 7 origin locations across both years
- Non-Island Visitation from Vancouver and Surrey ranked in the top 7 origin locations across both years

City

Visitor Origin - 2019

City	% of Total
Port McNeill	10%
Port Hardy	7%
Nanaimo	6%
Campbell River	6%
Vancouver	5%
Mount Waddington	4%
Saanich	4%

Visitor Origin - 2020

City	% of Total
Port McNeill	9%
Port Hardy	6%
Nanaimo	6%
Courtenay	6%
Campbell River	5%
Vancouver	5%
Surrey	4%

VISITOR ORIGIN BY CITY

NON-LOCAL (EXCLUDES PORT MCNEILL)

Key Findings

- Nanaimo ranked as the top visitor origin location in 2019 and 2020 for the Port McNeill- Non-Local Analysis.
- Non-Northern Vancouver Island Visitation from Campbell River, Courtenay and Saanich ranked in the top 7 BC locations in 2019 and 2020.
- Non Island Visitation from Vancouver and Surrey ranked as top visitor origin locations in 2019 and 2020.

City

Visitor Origin - 2019	
City	% of Total
Nanaimo	10%
Campbell River	9%
Vancouver	5%
Courtenay	5%
Victoria	4%
Saanich	4%
Comox	3%

Visitor Origin - 2020	
City	% of Total
Nanaimo	9%
Courtenay	9%
Campbell River	8%
Surrey	7%
Vancouver	5%
Victoria	4%
Saanich	3%

VISITOR ORIGIN BY CITY

ALBERTA

Key Findings

- Calgary and Edmonton were consistent top Visitor Origin markets across both years (2019 and 2020)
- Visitation from all other Alberta Cities were very low overall in 2019 and 2020

City

Visitor Origin - 2019

City	% of Total
Calgary	24%
Edmonton	19%
Wood Buffalo	11%
Red Deer	8%
Grande Prairie	4%
Strathcona County	4%
Fort Saskatchewan	4%

Visitor Origin - 2020

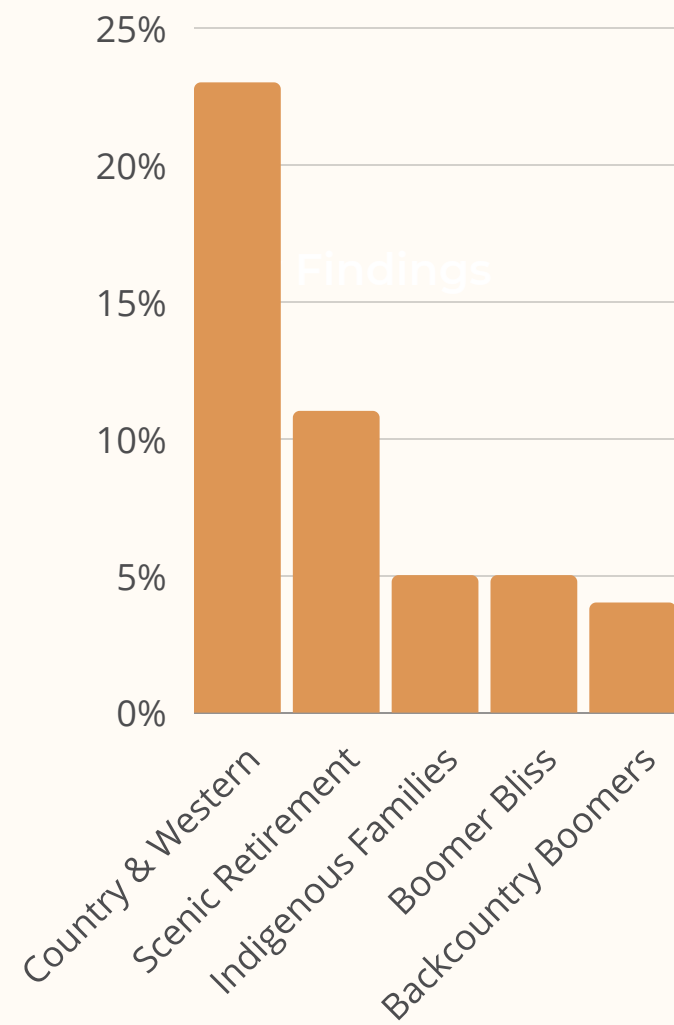
City	% of Total
Calgary	35%
Edmonton	15%
Lethbridge	10%
Mackenzie County	9%
Medicine Hat	8%
Canmore	6%
Wood Buffalo	5%

VISITOR PERSONAS

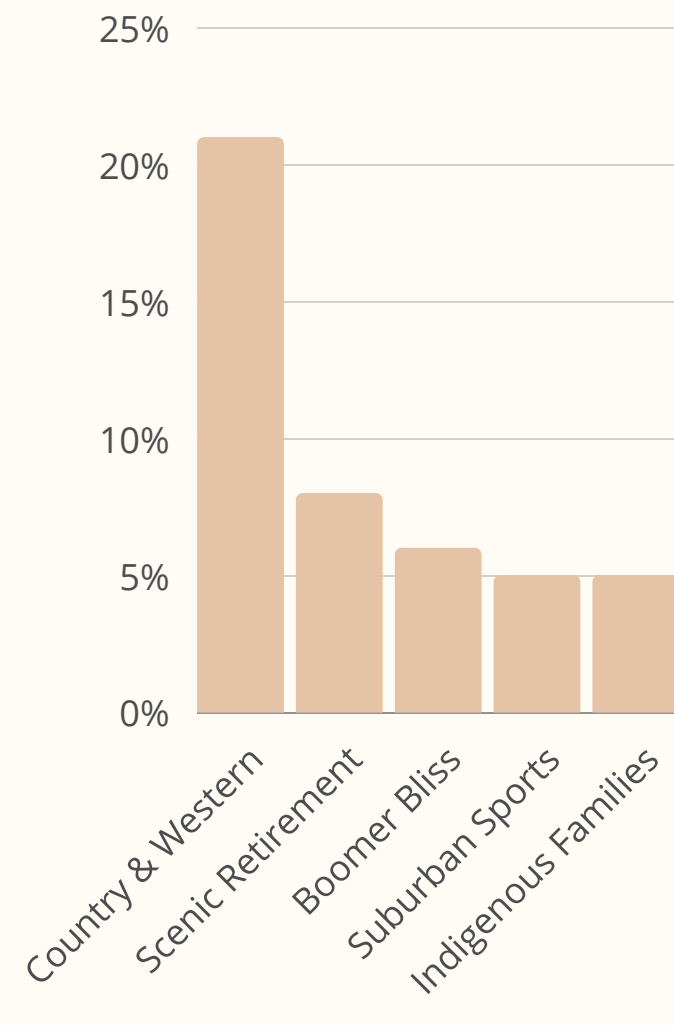
PRIZM SEGMENTS

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL BY YEAR

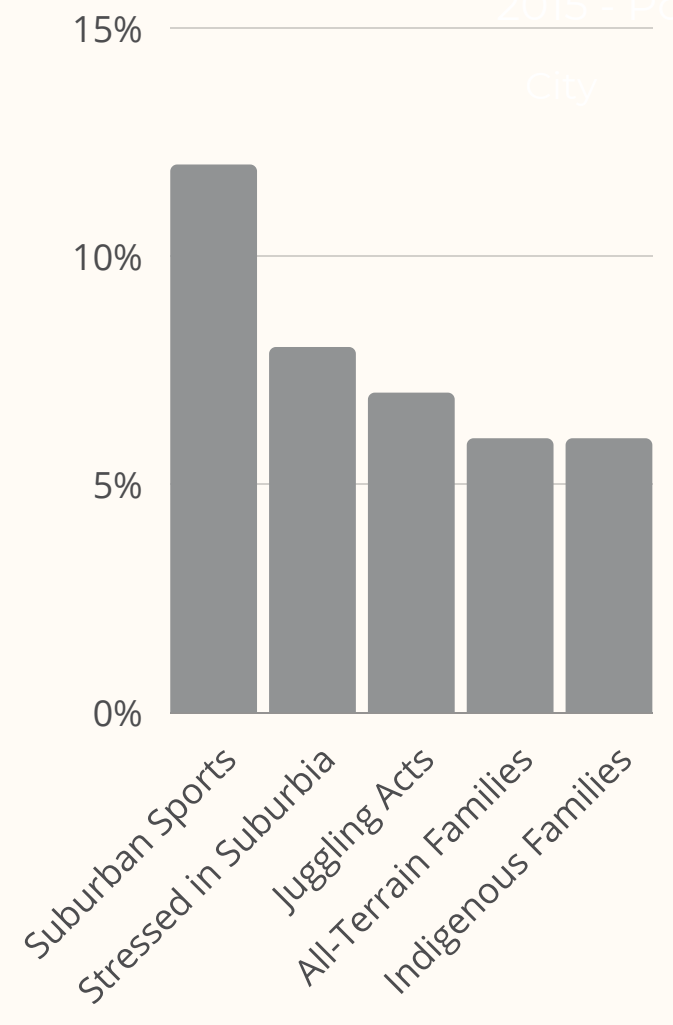
BRITISH COLUMBIA & ALBERTA



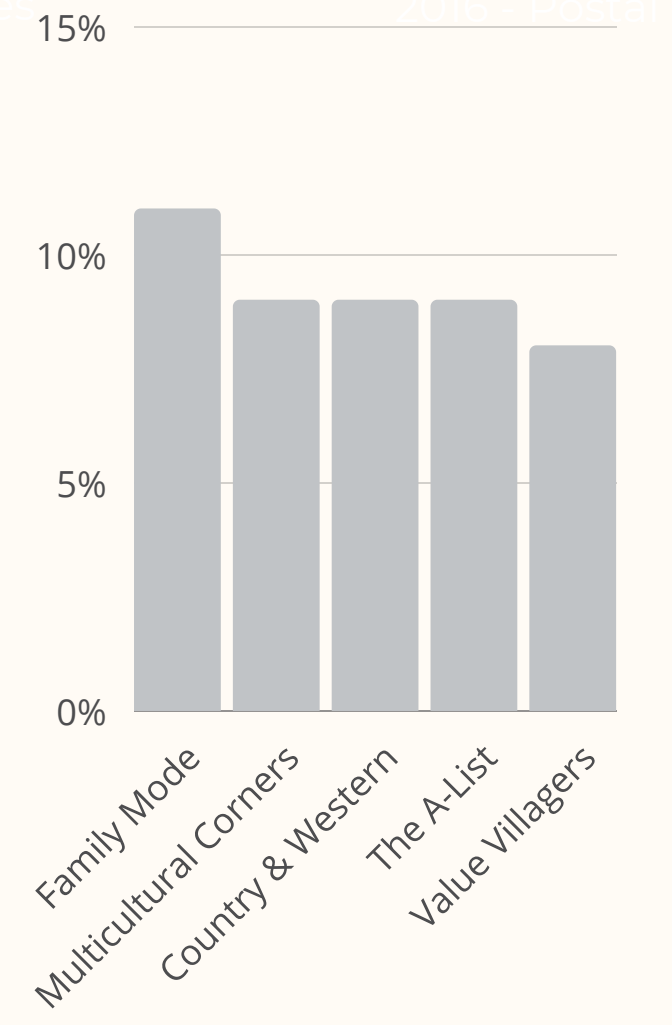
**BC Visitors
2019**



**BC Visitors
2020**



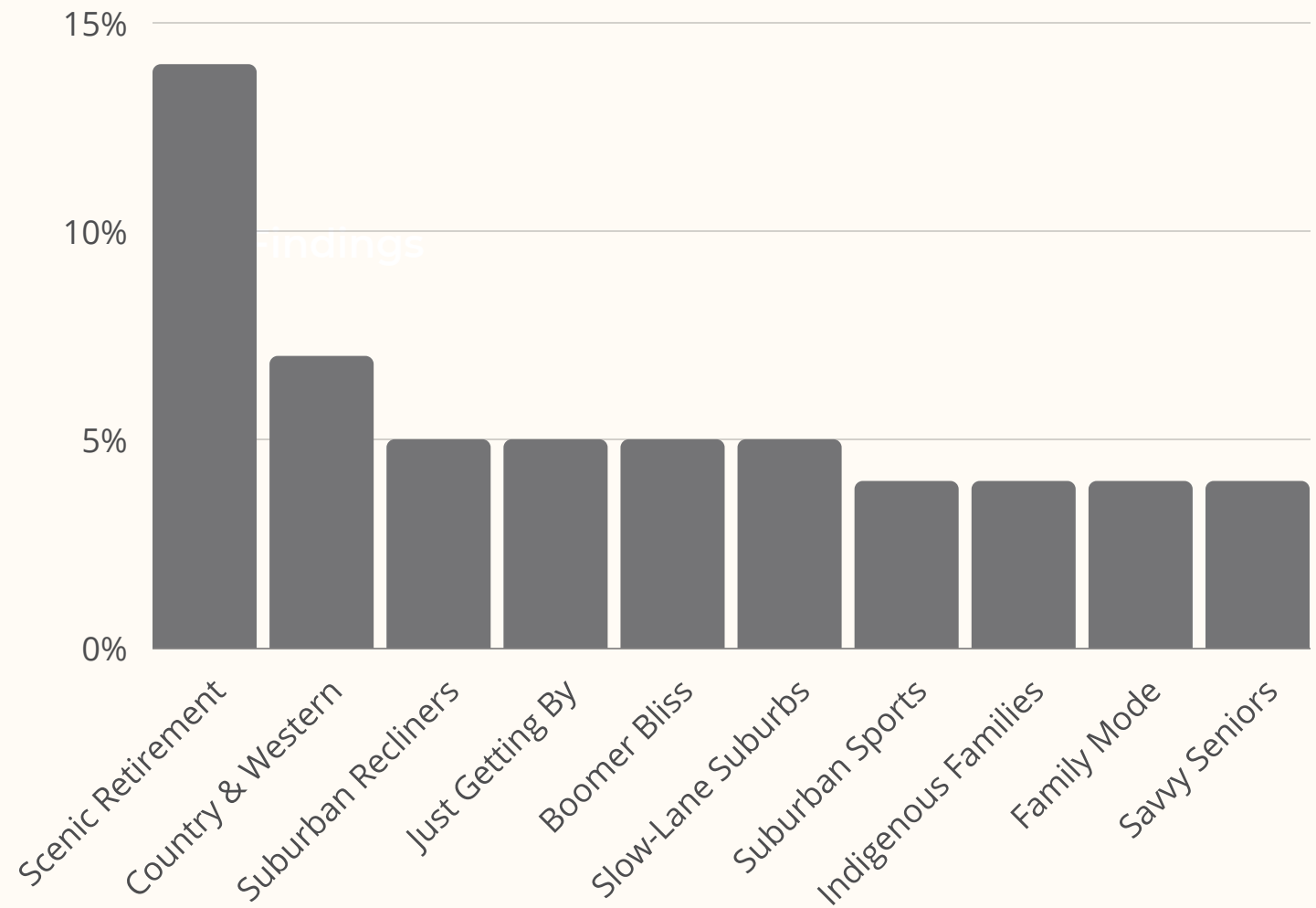
**Alberta Visitors
2019**



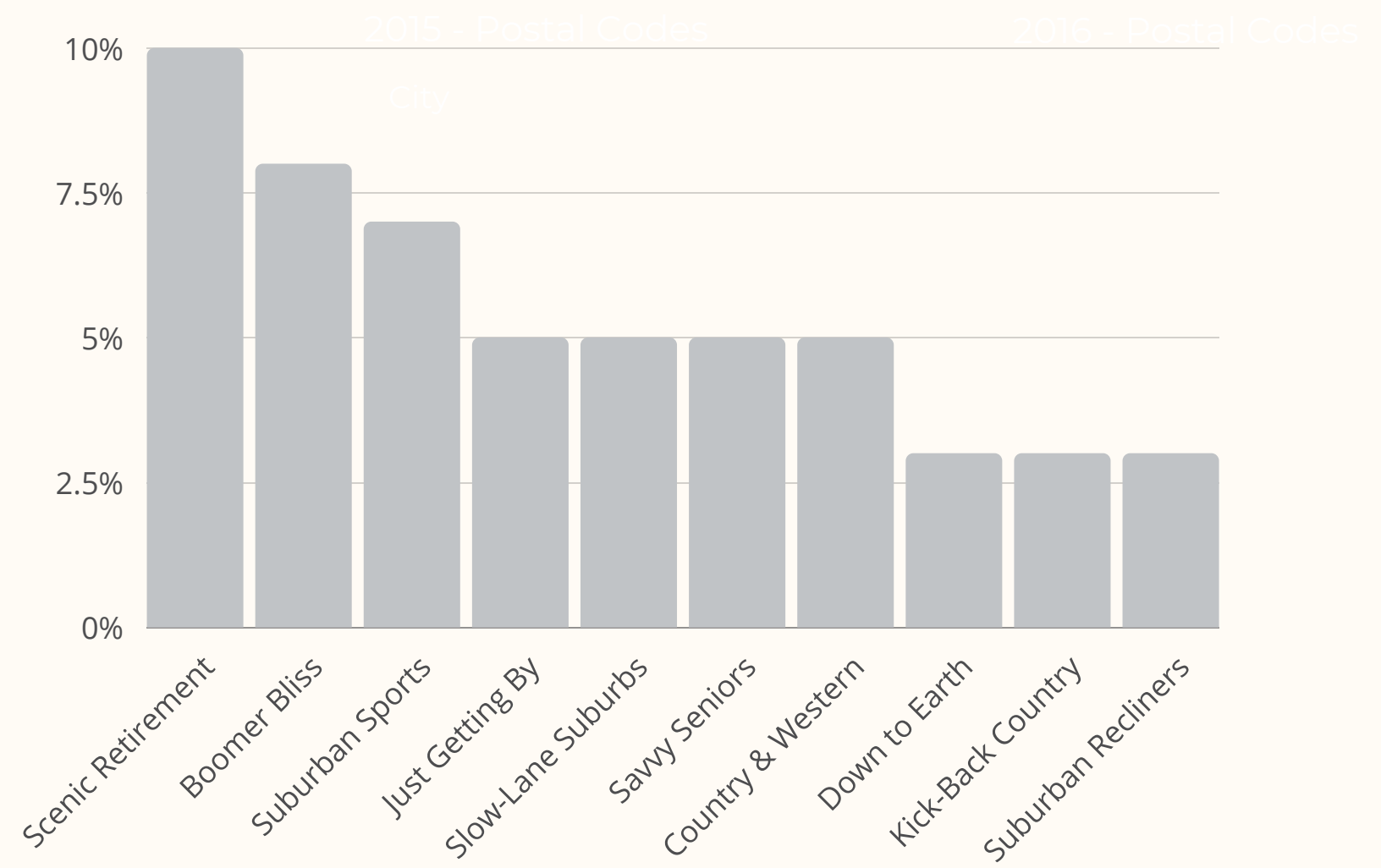
**Alberta Visitors
2020**

TOP PRIZM SEGMENTS OF VISITORS TO THE PORT MCNEILL AREA BY YEAR

NON-LOCAL (EXCLUDES PORT MCNEILL)



BC Visitors - Non-Local 2019



BC Visitors - Non-Local 2020

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

BRITISH COLUMBIA MARKET

Category	Country & Western	Scenic Retirement	Boomer Bliss	Suburban Sports	Indigenous Families	Backcountry Boomers
Household Count	<ul style="list-style-type: none"> Rank 3rd by Household Count 87,601 households, or 4.4% of the total Households in BC 	<ul style="list-style-type: none"> Rank 2nd by Household Count 94,025 households, or 4.7% of the total Households in BC 	<ul style="list-style-type: none"> Rank 13th by Household Count 59,001 Households or 2.9% of the total Households in BC 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,442 households, or 6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 32nd by Household Count 23,088 households, or 1.1% of the total Households in BC 	<ul style="list-style-type: none"> Rank 15th by Household Count 54,847 Households or 2.7% of the total Households in BC
Maintainer Age	57	64	62	52	54	63
% of Children at Home	48% of couples have children living at home	39% of couples have children living at home	46% of couples have children living at home	47% of couples have children living at home	37% of couples have children living at home	37% of couples have children living at home
Household Income	Below Average Household Income of \$91,291 compared to BC at \$106,681	Average Household Income of \$100,586 compared to BC at \$106,681	Above Average Household Income of \$141,716 compared to BC at \$106,681	Above Average Household Income of \$120,592 compared to BC at \$106,681	Below Average Household Income of \$79,525 compared to BC at \$106,681	Below Average Household Income of \$85,977 compared to BC at \$106,681
Top Social Value	Attraction to Nature	Ethical Consumerism	Effort Toward Health	Racial Fusion	Attraction to Nature	Attraction to Nature
Social Media Habits	84% currently use Facebook, 33% use Instagram and 22% use Twitter	79% currently use Facebook, 30% use Instagram and 21% use Twitter	75% currently use Facebook, 32% use Instagram and 23% use Twitter	79% currently use Facebook, 36% use Instagram and 23% use Twitter	85% currently use Facebook, 35% use Instagram and 26% use Twitter	83% currently use Facebook, 30% use Instagram and 20% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

BRITISH COLUMBIA MARKET CONTINUED

Category	Family Mode	Kick-Back Country	Suburban Recliners	Just Getting By	Slow-Lane Suburbs
Household Count	<ul style="list-style-type: none"> Rank 17th by Household Count 51,487 Households or 2.6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 25th by Household Count 29,418 Households or 2% of the total Households in BC 	<ul style="list-style-type: none"> Rank 14th by Household Count 56,046 households, or 2.8% of the total Households in BC 	<ul style="list-style-type: none"> Rank 12th by Household Count 65,327 households, or 3.2% of the total Households in BC 	<ul style="list-style-type: none"> Rank 28th by Household Count 28,299 households, or 1.4% of the total Households in BC
Maintainer Age	51	57	60	51	56
% of Children at Home	50% of couples have children living at home	52% of couples have children living at home	46% of couples have children living at home	56% of couples have children living at home	52% of couples have children living at home
Household Income	Above Average Household Income of \$134,916 compared to BC at \$106,681	Above Average Household Income of \$135,443 compared to BC at \$106,681	Below Average Household Income of \$75,008 compared to BC at \$106,681	Below Average Household Income of \$62,460 compared to BC at \$106,681	Below Average Household Income of \$87,080 compared to BC at \$106,681
Top Social Value	Racial Fusion	Attraction to Nature	Racial Fusion	Primacy of Environmental Protection	National Pride
Social Media Habits	78% currently use Facebook, 35% use Instagram and 23% use Twitter	78% currently use Facebook, 34% use Instagram and 22% use Twitter	82% currently use Facebook, 32% use Instagram and 21% use Twitter	81% currently use Facebook, 35% use Instagram and 24% use Twitter	81% currently use Facebook, 34% use Instagram and 22% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

ALBERTA MARKET

Category	Suburban Sports	Stressed in Suburbia	Juggling Acts	All-Terrain Families	Indigenous Families
Household Count	<ul style="list-style-type: none"> Rank 9th by Household Count 61,676 households, or 3.8% of the total Households in AB 	<ul style="list-style-type: none"> Rank 15th by Household Count 142,788 households, or 2.6% of the total Households in AB 	<ul style="list-style-type: none"> Rank 16th by Household Count 41,108 households, or 2.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 3rd by Household Count 85,544 households, or 5.2% of the total Households in AB 	<ul style="list-style-type: none"> Rank 43rd by Household Count 5,839 households, or 0.4% of the total Households in AB
Maintainer Age	50	48	45	42	52
% of Children at Home	46% of couples have children living at home	54% of couples have children living at home	40% of couples have children living at home	53% of couples have children living at home	44% of couples have children living at home
Household Income	Average Household Income of \$136,314 compared to AB at \$125,945	Below Average Household Income of \$110,451 compared to AB at \$125,945	Below Average Household Income of \$102,001 compared to AB at \$125,945	Above Average Household Income of \$138,853 compared to AB at \$125,945	Below Average Household Income of \$98,996 compared to AB at \$125,945
Top Social Value	Racial Fusion	Racial Fusion	Need for Escape	Need for Escape	Attraction to Nature
Social Media Habits	79% currently use Facebook, 35% use Instagram and 25% use Twitter	80% currently use Facebook, 37% use Instagram and 27% use Twitter	82% currently use Facebook, 38% use Instagram and 28% use Twitter	78% currently use Facebook, 43% use Instagram and 31% use Twitter	83% currently use Facebook, 33% use Instagram and 22% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

ALBERTA MARKET CONTINUED

Category	Family Mode	Multicultural Corners	Country & Western	The A-List	Value Villagers
Household Count	<ul style="list-style-type: none"> Rank 7th by Household Count 64,272 households, or 3.9% of the total Households in AB 	<ul style="list-style-type: none"> Rank 11th by Household Count 54,162 households, or 3.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 6th by Household Count 70,151 households, or 4.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 28th by Household Count 23,972 households, or 1.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 23rd by Household Count 34,040 households, or 2.1% of the total Households in AB
Maintainer Age	48	50	54	57	51
% of Children at Home	54% of couples have children living at home	56% of couples have children living at home	56% of couples have children living at home	55% of couples have children living at home	58% of couples have children living at home
Household Income	Above Average Household Income of \$150,792 compared to AB at \$125,945	Average Household Income of \$124,669 compared to AB at \$125,945	Below Average Household Income of \$99,744 compared to AB at \$125,945	Above Average Household Income of \$466,483 compared to Alberta at \$125,945	Below Average Household Income of \$89,345 compared to Alberta at \$125,945
Top Social Value	Need for Escape	Work Ethic	Emotional Control	Culture Sampling	Racial Fusion
Social Media Habits	77% currently use Facebook, 39% use Instagram and 29% use Twitter	78% currently use Facebook, 42% use Instagram and 34% use Twitter	82% currently use Facebook, 32% use Instagram and 21% use Twitter	73% currently use Facebook, 38% use Instagram and 31% use Twitter	82% currently use Facebook, 35% use Instagram and 25% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

CANADIAN PRIZM SUMMARIES

2015 - Postal Codes

2016 - Postal Codes

City % of Total

2015 - Postal Codes

2016 - Postal Codes

Country & Western	Scenic Retirement	Boomer Bliss	Suburban Sports	Indigenous Families
<p>Country & Western are typically:</p> <ul style="list-style-type: none"> • Middle-aged • Below-average income travellers • Value outdoor experiences such as: <ul style="list-style-type: none"> ◦ Snowmobiling ◦ Hiking ◦ Camping ◦ Boating 	<p>Scenic Retirement are typically:</p> <ul style="list-style-type: none"> • Older and more mature, middle-income suburbanites • Enjoy: <ul style="list-style-type: none"> ◦ Visiting Parks/City Gardens ◦ Photography ◦ Canoeing and Kayaking • Value traditional media and home-based hobby crafts 	<p>Boomer Bliss are typically:</p> <ul style="list-style-type: none"> • Middle-aged couples and families with children (ages 10+) at home • Enjoy: <ul style="list-style-type: none"> ◦ Visiting Parks/City Gardens ◦ Cycling ◦ Bars/Restaurants • Value environmental protection and eco-friendly products 	<p>Suburban Sports are typically:</p> <ul style="list-style-type: none"> • Middle-aged couples and families • Enjoy: <ul style="list-style-type: none"> ◦ Camping ◦ Fishing/Hunting ◦ Cross Country Skiing and Snowshoeing • Value community involvement and companies that treat their employees fairly 	<p>Indigenous Families are typically:</p> <ul style="list-style-type: none"> • Younger and middle-aged First Nations, Inuit and Métis families • Nearly 95% of residents are of Indigenous origin • Enjoy <ul style="list-style-type: none"> ◦ Camping ◦ Visiting Parks/City Gardens ◦ Photography

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

CANADIAN PRIZM SUMMARIES CONTINUED

2015 - Postal Codes

2015 - Postal Codes

Prizm % of Total

2015 - Postal Codes

2015 - Postal Codes

Backcountry Boomers	Stressed in Suburbia	Juggling Acts	All- Terrain Families	Family Mode
<p>Backcountry Boomers are typically:</p> <ul style="list-style-type: none"> • Rural, lower-middle-income older couples and singles • Below Average Household Income • Enjoy: <ul style="list-style-type: none"> ◦ Photography ◦ Visiting Parks/City Gardens 	<p>Stressed in Suburbia are typically:</p> <ul style="list-style-type: none"> • Middle-Income, younger and middle-aged suburban families • Below Average Household Income • Enjoy: <ul style="list-style-type: none"> ◦ Swimming ◦ Camping ◦ Fishing/Hunting 	<p>Juggling Acts are typically:</p> <ul style="list-style-type: none"> • Younger, lower-middle-income urban singles and families • Value dining and entertainment, family friendly activities and daytime/reality television 	<p>All-Terrain Families are typically:</p> <ul style="list-style-type: none"> • Younger and Middle-Aged couples and families with children under the age of 15 • Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them 	<p>Family Mode are typically:</p> <ul style="list-style-type: none"> • Middle-aged couples and families with children (ages 10+) at home • Enjoy: <ul style="list-style-type: none"> ◦ Camping ◦ Cycling ◦ Pilates and Yoga • Value outdoor adventure and interacting with people from different cultures

TOP PRIZM SEGMENTS OF VISITORS TO PORT MCNEILL

CANADIAN PRIZM SUMMARIES CONTINUED

2015 - Postal Codes

2015 - Postal Codes

City % of Total

2015 - Postal Codes

2015 - Postal Codes

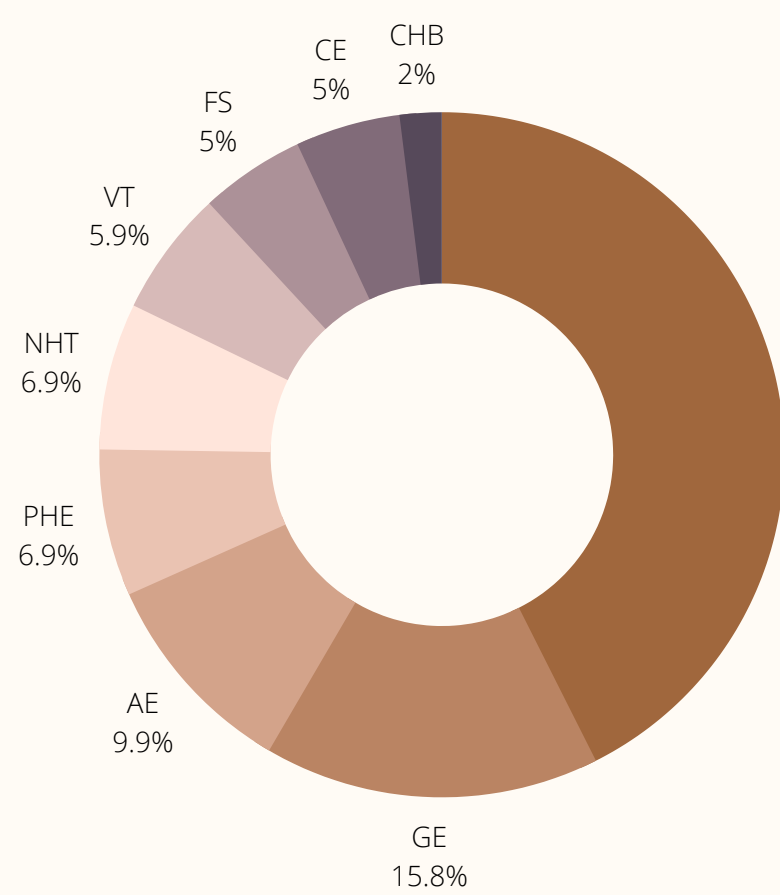
Multicultural Corners	The A-List	Value Villagers	Kick-Back Country	Suburban Recliners
<p>Multicultural Corners are typically:</p> <ul style="list-style-type: none"> • Larger, more diverse families with older children • Value hard work, their families, community involvement and religious connections 	<p>The A-List are typically:</p> <ul style="list-style-type: none"> • Canada's most affluent segment • Middle-aged and older couples and families with older children (ages 10-25) • Enjoy: <ul style="list-style-type: none"> ◦ Visiting Restaurants/Bars ◦ Downhill Skiing ◦ Visiting Zoos/Aquariums • Value community involvement, cultural diversity and having a healthy lifestyle 	<p>Value Villagers are typically:</p> <ul style="list-style-type: none"> • Lower-middle-income city dwellers • Below Average Household Income • Enjoy: <ul style="list-style-type: none"> ◦ Cross Country Skiing ◦ Snowshoeing ◦ ATV and Snowmobiling 	<p>Kick-Back Country are typically:</p> <ul style="list-style-type: none"> • Rural, middle-aged upscale families and couples • Enjoy <ul style="list-style-type: none"> ◦ Fishing ◦ Hunting ◦ Camping ◦ Boating 	<p>Suburban Recliners are typically:</p> <ul style="list-style-type: none"> • Suburban downscale singles and couples many are retired Empty-Nesters • Enjoy: <ul style="list-style-type: none"> ◦ Community Theatre ◦ Visiting National/Provincial Parks ◦ Casinos • Suburban Recliners are socially progressive and prefer a more casual approach to life

VISITOR PERSONAS

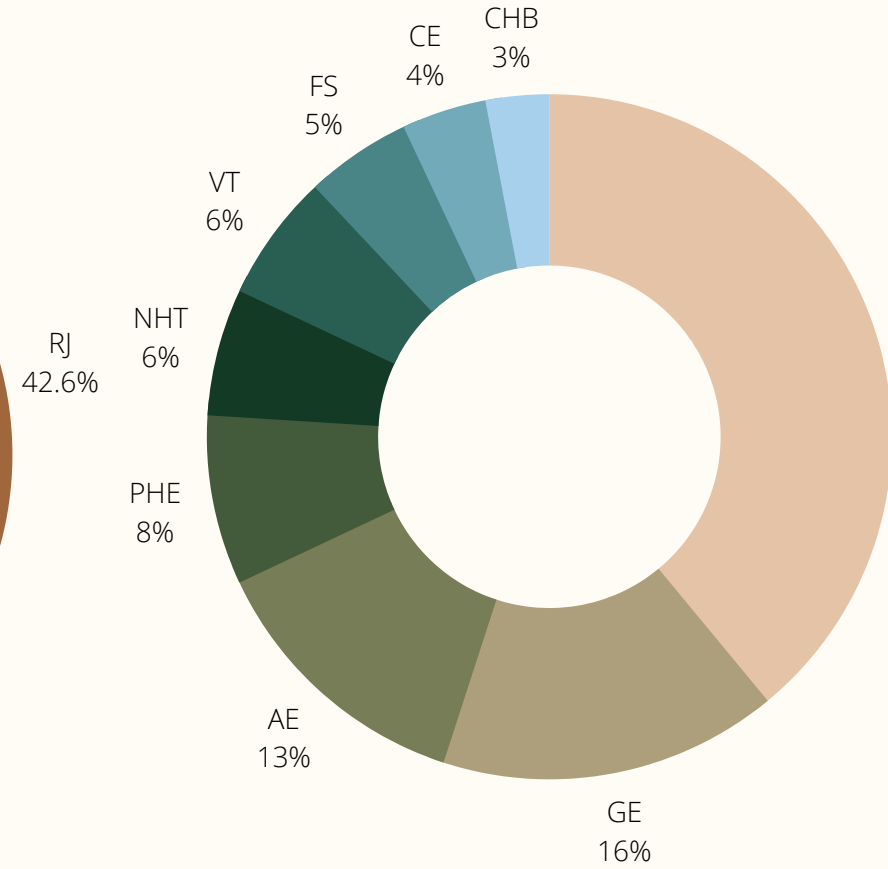
EQ TYPES

TOP EQ TYPES OF VISITORS TO PORT MCNEILL BY YEAR

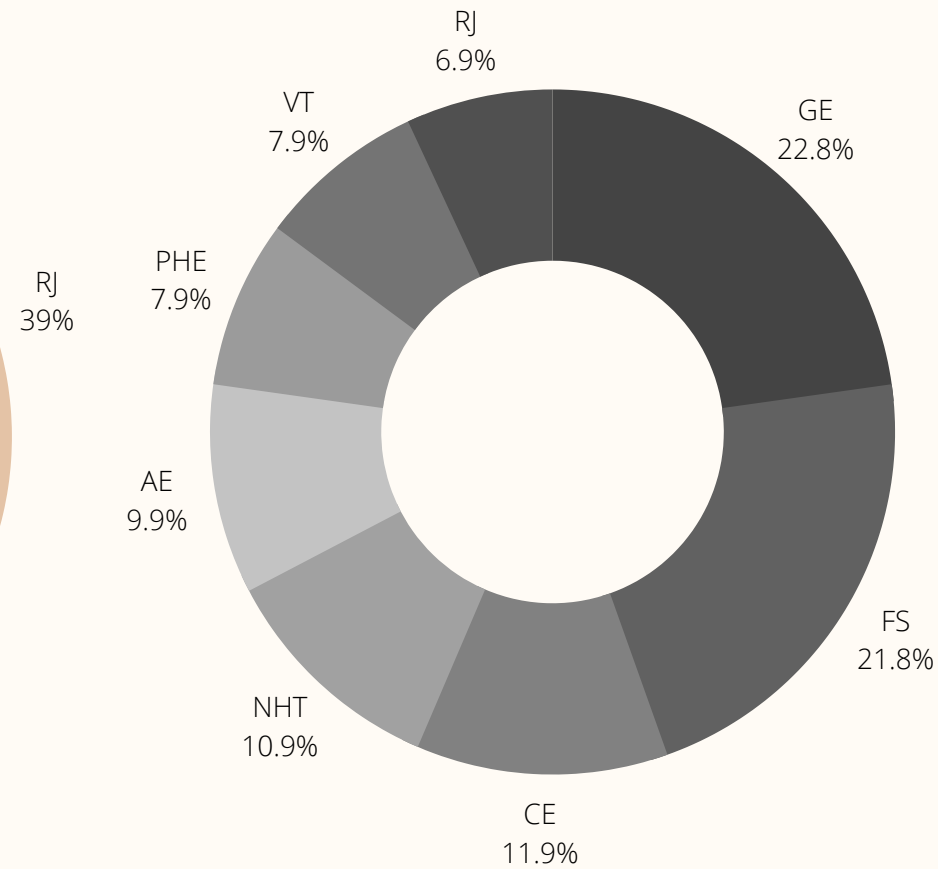
BRITISH COLUMBIA & ALBERTA



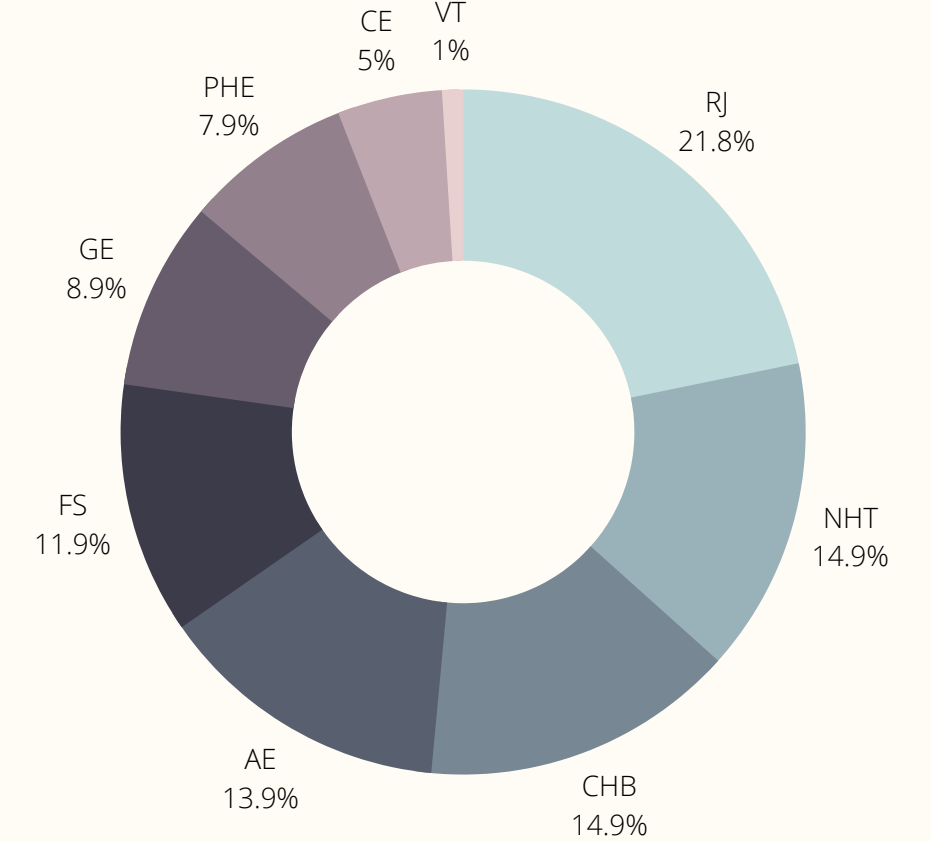
BC Visitors - 2019



BC Visitors - 2020



Alberta Visitors - 2019

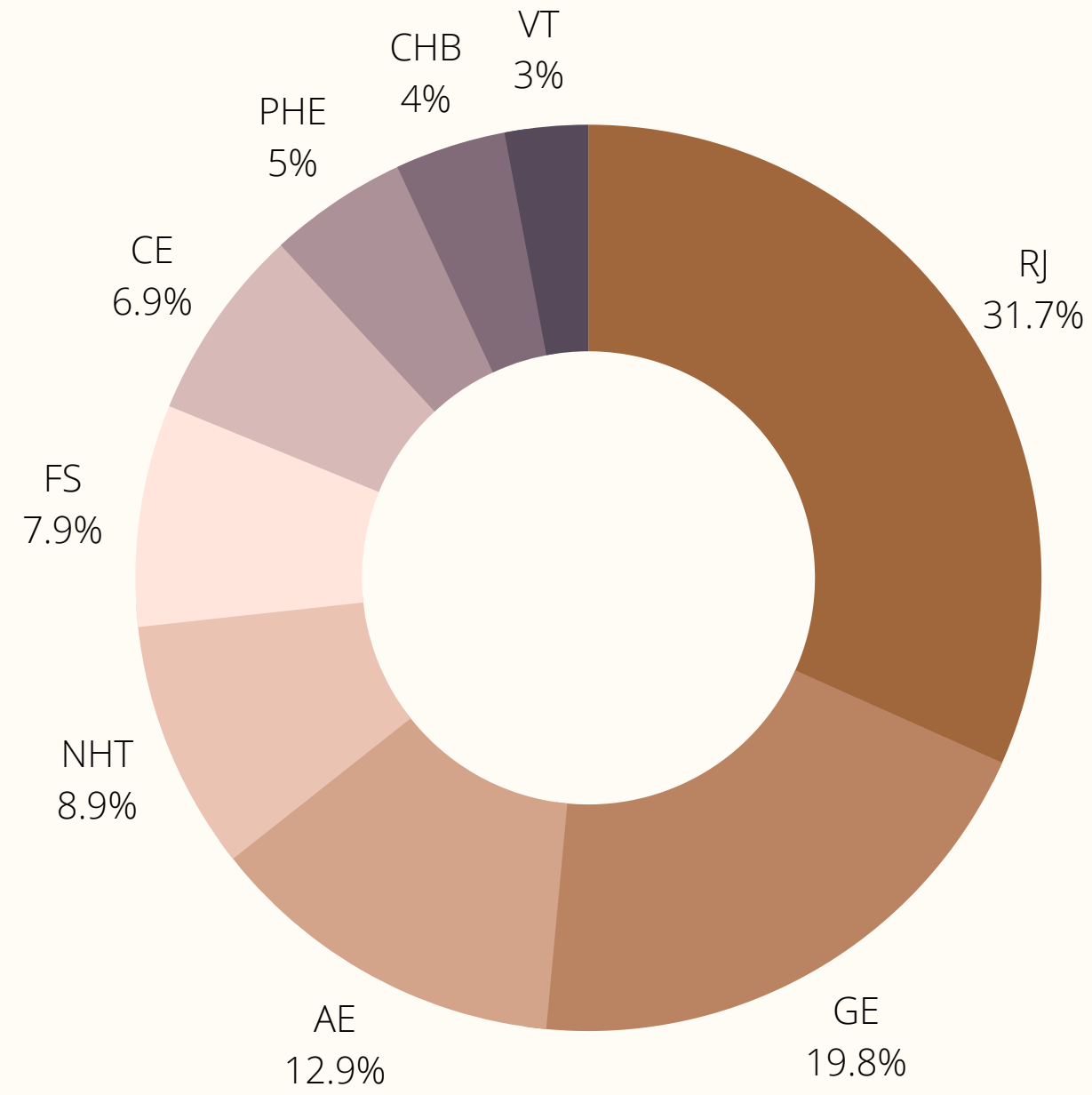


AB Visitors - 2020

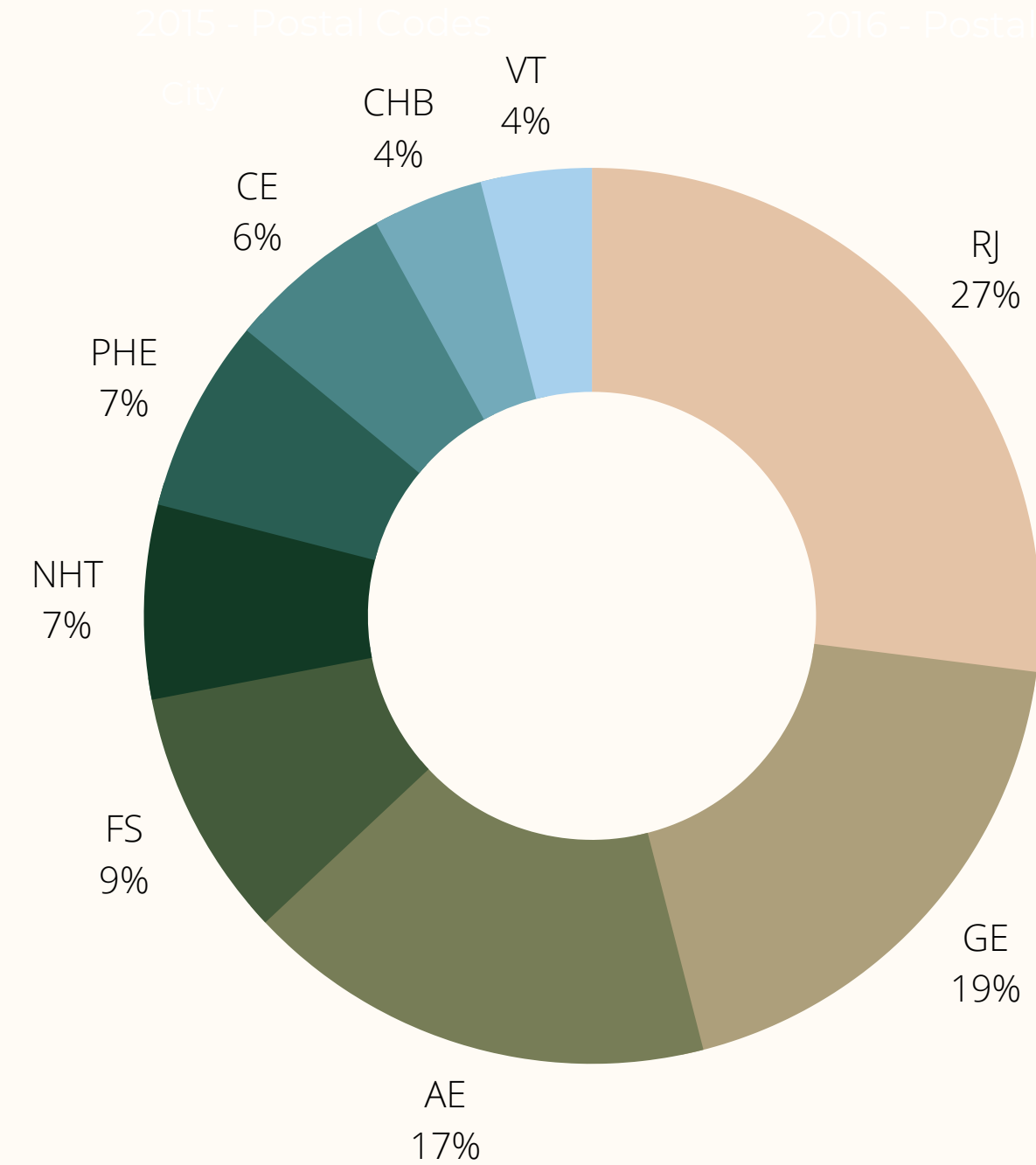
TOP EQ TYPES OF VISITORS TO THE PORT MCNEILL AREA BY YEAR

NON-LOCAL (EXCLUDES PORT MCNEILL)

% of Total



BC Visitors Non-Local - 2019



BC Visitors Non-Local - 2020

TOP EQ TYPES OF VISITORS TO PORT MCNEILL

BRITISH COLUMBIA MARKET

Category	Rejuvenators	Gentle Explorers	Authentic Experiencers
Household Count	<ul style="list-style-type: none"> Rank 3rd by Household Count 294,476 households, or 14.6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 1st by Household Count 322,371 households, or 16% of the total Households in BC 	<ul style="list-style-type: none"> Rank 4th by Household Count 260,859 households, or 13% of the total Households in BC
Maintainer Age	59	54	59
% of Children at Home	46% of couples have children living at home	47% of couples have children living at home	54% of couples have children living at home
Household Income	Average Household Income of \$99,976 compared to BC at \$106,681	Below Average Household Income of \$93,549 compared to BC at \$106,681	Above Average Household Income of \$152,393 compared to BC at \$106,681
Top Social Value	Attraction to Nature	Racial Fusion	Culture Sampling
Social Media Habits	81% currently use Facebook, 32% use Instagram and 21% use Twitter	80% currently use Facebook, 35% use Instagram and 23% use Twitter	76% currently use Facebook, 34% use Instagram and 25% use Twitter

TOP EQ TYPES OF VISITORS TO PORT MCNEILL

ALBERTA MARKET

Category	Gentle Explorers	Free Spirits	Cultural Explorers
Household Count	<ul style="list-style-type: none"> Rank 5th by Household Count 199,412 households, or 12.1% of the total Households in AB 	<ul style="list-style-type: none"> Rank 1st by Household Count 322,609 households, or 19.6% of the total Households in AB 	<ul style="list-style-type: none"> Rank 6th by Household Count 158,951 households, or 9.7% of the total Households in AB
Maintainer Age	50	46	43
% of Children at Home	41% of couples have children living at home	53% of couples have children living at home	53% of couples have children living at home
Household Income	Below Average Household Income of \$104,079 compared to AB at \$125,945	Average Household Income of \$122,710 compared to AB at \$125,945	Below Average Household Income of \$104,021 compared to AB at \$125,945
Top Social Value	Racial Fusion	Need for Escape	Culture Sampling
Social Media Habits	80% currently use Facebook, 36% use Instagram and 26% use Twitter	79% currently use Facebook, 42% use Instagram and 33% use Twitter	78% currently use Facebook, 41% use Instagram and 30% use Twitter

TOP EQ TYPES OF VISITORS TO PORT MCNEILL

ALBERTA MARKET CONTINUED

Category	Rejuvenators	No Hassle Travellers	Cultural History Buffs
Household Count	<ul style="list-style-type: none"> Rank 3rd by Household Count 237,088 households, or 14.4% of the total Households in AB 	<ul style="list-style-type: none"> Rank 8th by Household Count 199,715 households, or 12.1% of the total Households in AB 	<ul style="list-style-type: none"> Rank 8th by Household Count 107,691 households, or 6.5% of the total Households in AB
Maintainer Age	55	51	43
% of Children at Home	54% of couples have children living at home	48% of couples have children living at home	51% of couples have children living at home
Household Income	Below Average Household Income of \$110,045 compared to AB at \$125,945	Average Household Income of \$118,008 compared to AB at \$125,945	Below Average Household Income of \$901,222 compared to AB at \$125,945
Top Social Value	Attraction to Nature	Need for Escape	Culture Sampling
Social Media Habits	80% currently use Facebook, 32% use Instagram and 22% use Twitter	79% currently use Facebook, 38% use Instagram and 29% use Twitter	78% currently use Facebook, 43% use Instagram and 30% use Twitter

TOP EQ TYPES OF VISITORS TO PORT MCNEILL

CANADIAN EQ SUMMARIES

2015 - Postal Codes
% of Total

2016 - Postal Codes
City % of Total

2015 - Postal Codes

2015 - Postal Codes

Gentle Explorers

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

Free Spirits

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

Cultural Explorers

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

Rejuvenators

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

TOP EQ TYPES OF VISITORS TO PORT MCNEILL

CANADIAN EQ SUMMARIES CONTINUED

2015 - Postal Codes
City % of Total

2016 - Postal Codes
City % of Total

2015 - Postal Codes
City

2015 - Postal Codes
City

No Hassle Travellers

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

Cultural History Buffs

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

Authentic Experiencers

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

**NORTHERN
VANCOUVER ISLAND
VISITOR SUMMARY**

NORTHERN VANCOUVER ISLAND VISITOR SUMMARY

BRITISH COLUMBIA

WHO ARE THEY?

- Scenic Retirement was the top PRIZM segment across all communities in the non-local analysis for 2019.
- Country & Western was second across all except Regional District with Boomer Bliss. The top 3rd segment was different by community with Indigenous Families, Boomer Bliss, Savvy Seniors, and Suburban Recliners showing up.

The top EQ Types across all analyses were Rejuvenators, Gentle Explorers and Authentic Experiences. Northern Vancouver Island Profile is made up of Older, middle-income empty nesters (55+) and younger-middle-aged families. They enjoy participating in outdoor activities such as camping, hiking and fishing as well as having an interest in learning about cultures.

WHERE DID THEY COME FROM?

Local travel from within the Northern Vancouver Island communities is strong. Port Hardy and Port McNeill ranked as top visitor origin locations across all geo-coded locations in 2019 and 2020

Visitors from Campbell River, Nanaimo, Courtenay and Vancouver ranked within the top 7 locations across the multiple queries

WHAT DO THEY LIKE?

- Mix of Income levels, with older empty nesters having higher incomes, younger families with lower incomes.
- 24% above average compared to BC to NOT have Children at home. 43% of the households are couples
- Top Social Value: Attraction to Nature
- Above Average Interest in: Visiting Parks/Gardens, Photography, Canoeing/Kayaking, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golf, Visiting Historical Sites
- 14hrs/week listening to the Radio, 22hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (10min/day)
 - Above Average users of Radio and TV

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"

WHERE TO FIND MORE OF THEM

- North Vancouver
- Surrey
- Saanich
- Langley
- Coquitlam
- Abbotsford
- Prince George
- North Cowichan
- Parksville
- Nanaimo
- Vernon
- Chilliwack
- Qualicum Beach
- Kelowna
- Courtenay
- Summerland
- Saltspring Island
- Victoria

NORTHERN VANCOUVER ISLAND VISITOR SUMMARY

ALBERTA - FAMILY SEGMENTS

WHO ARE THEY?

- All-Terrain Families
- Family Mode
- Modern Suburbia
- The A-List
- Turbo Burbs

All of these Segments are at least 10% more likely than the general Alberta population to have Children living at home

The Alberta profile of the Northern Vancouver Island FAMILY visitor is made up of younger -middle-aged (45 years old and younger) wealthy families who tend to use nature as a means to escape their everyday lives. They enjoy family-friendly activities such as RV/Camping, outdoor sports, boating and group activities.

WHERE DID THEY COME FROM?

Calgary was the top visitor origin location of Alberta travellers in 2019 and 2020 by a substantial margin across all geo-fenced locations with Edmonton as a secondary market.

Visitors from Wood Buffalo, Strathcona County and Red Deer ranked within the top 7 locations across the multiple queries

WHAT DO THEY LIKE?

- Above Average Household Income of \$174,716 compared to Alberta at \$122,710
- 18% above average compared to Alberta to HAVE Children at home. 34% of the households have 2+ children
- Top Social Value: Need for Escape
 - Above Average Interest in: Cycling, Sporting Events, Hiking/Backpacking, Visiting National/Provincial Parks, Skating, Canoeing/Kayaking
- 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)
 - Below Average users of Newspapers and Magazines

Need for Escape

"The desire to regularly escape the stress and responsibilities of everyday life"

WHERE TO FIND MORE OF THEM

- Calgary
- Edmonton
- Strathcona County
- Airdrie
- Red Deer
- St. Albert
- Wood Buffalo
- Grande Prairie
- Rocky View County
- Spruce Grove

NORTHERN VANCOUVER ISLAND VISITOR SUMMARY

ALBERTA - NON - FAMILY SEGMENTS

WHO ARE THEY?

- Country & Western
- Indigenous Families
- Mid-City Mellow
- New Country
- Stressed in Suburbia
- Suburban Sports

All of these Segments are at least 6% less likely than the general Alberta population to have Children living at home

The Alberta profile of the Northern Vancouver Island NON - FAMILY visitor is made up of middle-aged/mature (50 years old and older) mid-income singles and couples who enjoy being outside and are nearing retirement. They enjoy Swimming, Hiking, Golfing and also appreciate culture based activities

WHERE DID THEY COME FROM?

Calgary was the top visitor origin location of Alberta travellers in 2019 and 2020 by a substantial margin across all geo-fenced locations with Edmonton as a secondary market.

Visitors from Wood Buffalo, Strathcona County and Red Deer ranked within the top 7 locations across the multiple queries

WHAT DO THEY LIKE?

- Average Household Income of \$114,015 compared to Alberta at \$122,710
- 7% below average compared to Alberta to HAVE Children at home. 59% of the households are single or couples
- Top Social Value: Need for Escape
 - Above Average Interest in: Fishing/Hunting, ATV/Snowmobiling, Hockey
- 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (10min/day)
 - Above Average users of Magazines however usage is still minimal

Need for Escape

"The desire to regularly escape the stress and responsibilities of everyday life"

WHERE TO FIND MORE OF THEM

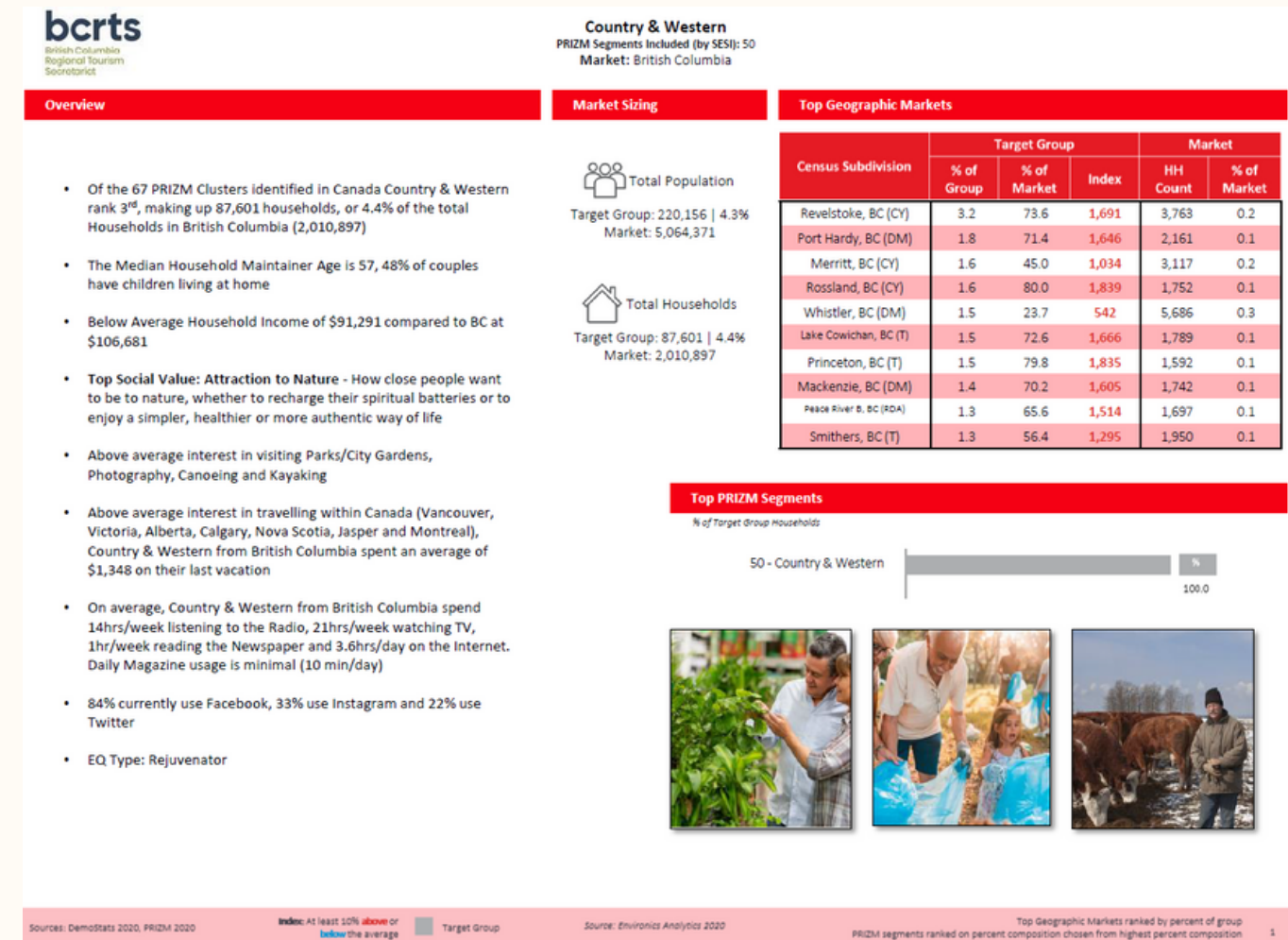
- Calgary
- Edmonton
- Red Deer
- Medicine Hat
- Wood Buffalo
- Lethbridge
- St. Albert
- Grande Prairie
- Strathcona County
- Airdrie

ADDITIONAL RESOURCES

ADDITIONAL REPORTS

Profile Details (Shared via Google Drive):

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



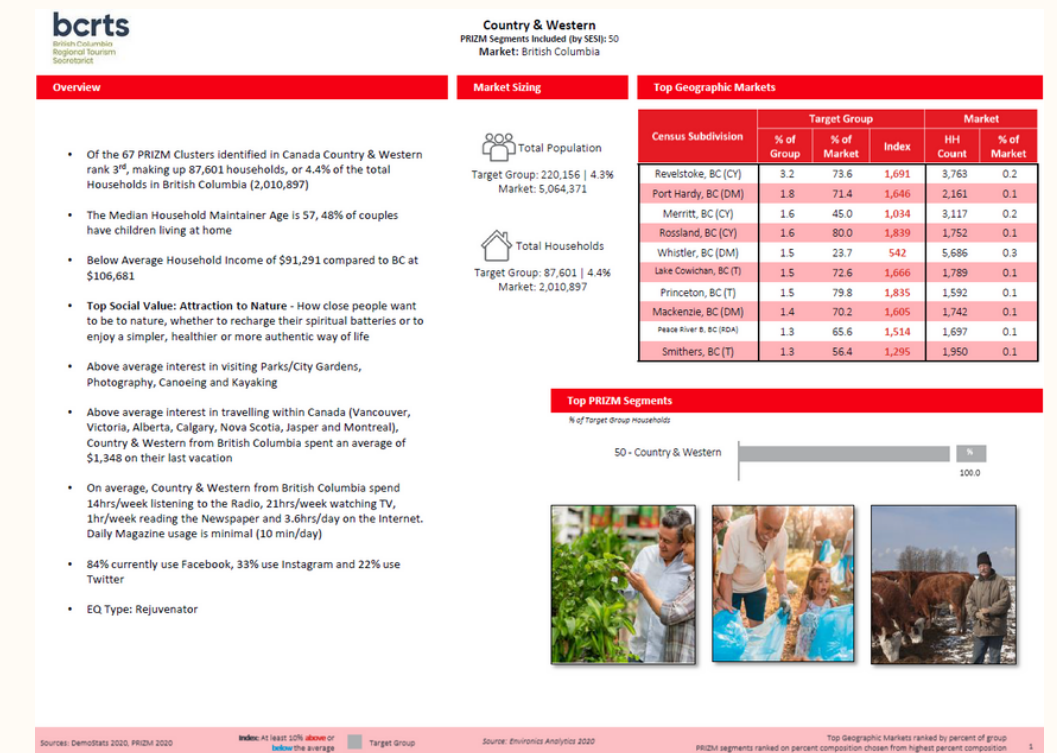
SUMMARY OF REPORTS

Project Deliverables:

- Port McNeill Area - Visitor Analysis Summary Report
- Port McNeill Area Profile by Area and Province (BC, Alberta)
- Top three Provincial Profiles by PRIZM Segment (BC, Alberta)
- Top three Provincial Profiles by EQ Type (BC, Alberta)

Profile Details:

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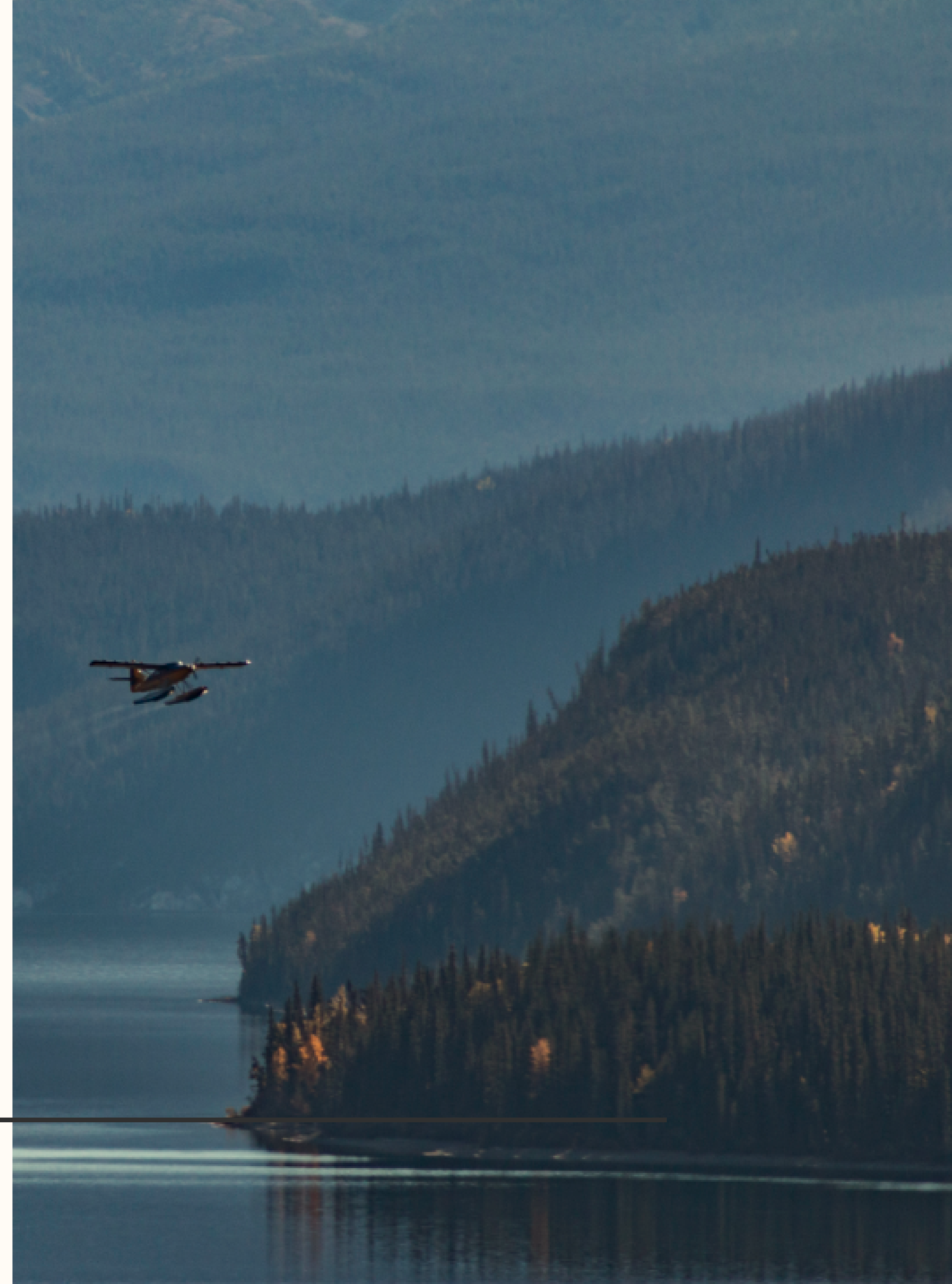
RESOURCES

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

[Environics Analytics](#)

[British Columbia - COVID-19](#)

[Thompson Okanagan Tourism Association - Research Spotlight](#)



ABOUT SYMPHONY

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



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ABOUT ENVIRONICS

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

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

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

Market Reports Available for:

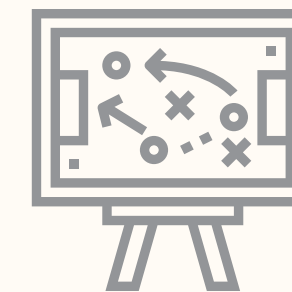
- BC
- Alberta
- Ontario
- United States



Understand your
Customers



Identify Top
Markets



Execute your
Strategy

ABOUT EQ

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

DESTINATION CANADA EQ RESOURCES

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

CONTACT US

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