



Mobilescapes Research Insights

Mackenzie Mobile Visitor Analysis

British Columbia & Alberta



Table Of Contents

• Objectives & Introduction	3
• About MobileScapes	4 - 6
• Data Analyzed	7
• Visitor Insights: <ul style="list-style-type: none">○ Key Findings○ Current Visitor Profile○ Key Variable Highlights○ Summary Highlights○ Insights - Growth Markets	8 - 17
• Visitor Origin	18 - 20
• Visitor Personas - Top PRIZM Segments	21 - 25
• Visitor Personas - Top EQ Types	26 - 32
• Additional Resources	33 - 40



Objectives

- Understand your domestic 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.

Introduction

- This Visitor Analysis profiles Mobile Movement Data for key locations within **Mackenzie** as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2023 PRIZM Market Segmentation profiles for the Domestic Market.
- 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.

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 hotel 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?

Short of doing an intercept or in-person visitor survey, the next best solution is Mobile Data. It allows us to capture a sample of visitors at various locations and assess them by origin, demographic and psychographic variables.

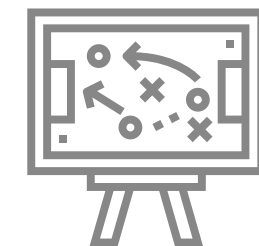
Identify **WHO** visits your location, **WHAT** they like (Activities/Media Habits) and **WHERE** there are more people like them in your top markets.



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
- Visitor Profiles by Top Domestic Markets
- 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 and Visitor Origins to understand differences in seasons or time frames selected.

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.



Mackenzie

Sept 1, 2022 - Aug 31, 2023 - NO LOCALS

Sample of **6,400** visitors analyzed from British Columbia

** Local Residents from Mackenzie removed from Sample*



Mackenzie

Sept 1, 2022 - Aug 31, 2023

Sample of **600** visitors analyzed from Alberta

Sample of **10,500** visitors analyzed from British Columbia



Visitor Insights

Key Findings



Sept 1, 2022 - Aug 31, 2023

Total Estimated Canadian Visitors:
11,400*

Category	BC Visitors	BC Visitors - NO LOCALS	AB Visitors	Key Findings
Estimated Visitor Volume and %	10,500 or 92% were from BC	6,400 or 88% were from BC	600 or 5% were from Alberta	<p>When removing Mackenzie local V0J postal codes; Peace River, and Dawson Creek appeared as top origins.</p> <p>The top 5 locations of BC visitors make up 66% of the estimated total number of visitors. In the non-local analysis, they make up 61% of the estimated total visitors.</p> <p>Country and Western was the top PRIZM type for the BC analysis representing 40% of BC visitors. When locals were removed it represented only 9% of BC visitors. In the non-local analysis Kick-Back Country was the top PRIZM type representing 11% of BC visitors.</p>
Top Visitor Origin Locations	<ul style="list-style-type: none"> Mackenzie Prince George Fort St. John Kamloops Fraser-Fort George G 	<ul style="list-style-type: none"> Prince George Fort St. John Kamloops Peace River D Dawson Creek 	<ul style="list-style-type: none"> Penhold Grande Prairie County No. 1 Edmonton Lac la Biche County Grande Prairie 	
Top PRIZM Segments	<ul style="list-style-type: none"> Country & Western Juggling Acts Kick-Back Country Value Villagers Suburban Sports 	<ul style="list-style-type: none"> Kick-Back Country Juggling Acts Country & Western Value Villagers Suburban Sports 	<ul style="list-style-type: none"> All-Terrain Families Family Mode New Country South Asian Enterprise Modern Suburbia 	
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Free Spirits 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers No Hassle Travellers 	<ul style="list-style-type: none"> Free Spirits Rejuvenators No Hassle Travellers 	

Visitation Summary Including Locals

Sept 1, 2022 - Aug 31, 2023

11,400

Total Estimated Unique
Visitors*

849,300

Visits

74%

Of Visits are Weekday
Visits

\$118K

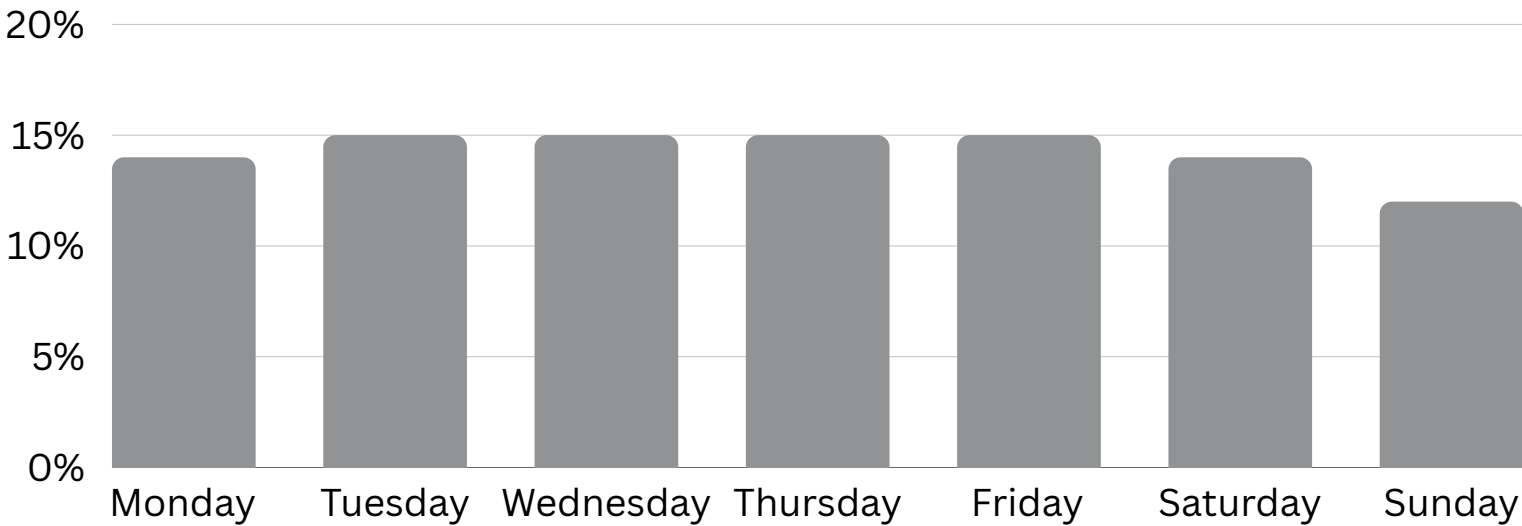
Average Household
Income

38%

Households with
Children

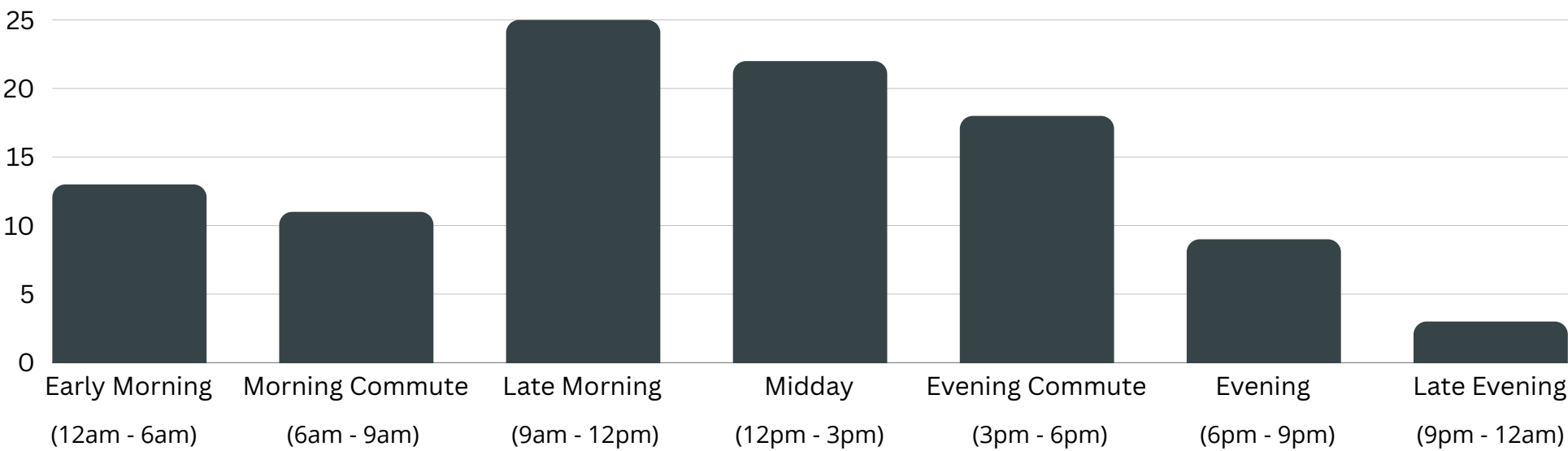
Visit Summary by Day of Week

% of Visits by Unique Visitors



Visit Summary by Daypart

% of Visits by Unique Visitors



*Unique visitors and visits represent visitors and visits to the selected location(s) during the time period including locals

Summary Highlights

British Columbia

- British Columbia was the **primary** origin of visitors, making up **92%** of the sample from Sept 1, 2022 to Aug 31, 2023.
 - *When Mackenzie was removed from the sample, BC made up **88%** of visitation.*
- **Mackenzie, Prince George** and **Fort St. John** were the top three visitor origin markets from Sept 1, 2022 to Aug 31, 2023.
 - *When Mackenzie was removed from the sample, Prince George, Fort St. John, and Kamloops were the top three visitor origin markets.*
- The top five PRIZM Segments visiting the Mackenzie Areas from Sept 2022 to Aug 2023 were **Country & Western, Juggling Acts, Value Villagers, Suburban Sports**, and **Kick-Back Country**.
 - *When Mackenzie was removed from the sample, the top PRIZM types stayed the same.*
 - **Country & Western** are typically middle-aged, below-average income travellers who enjoy snowmobiling, hiking, camping, and boating.
 - **Juggling Acts** are younger, lower-middle-income urban singles and families who value dining and entertainment, family-friendly activities and daytime/reality television.
 - **Value Villagers** are lower-middle-income city dwellers in blue-collar and service sector Positions who enjoy crafting, swimming, hunting and snowboarding and value learning from different cultures.
 - **Suburban Sports** are typically blue-collar, middle-aged couples and families that value community involvement.
 - **Kick-Back Country** are typically middle-aged families and older couples with children aged 5-24 at home with entry-level positions in the service sector who value outdoor adventure/healthy lifestyles and purchasing from small businesses.
- The top EQ Types visiting the Mackenzie Areas during both periods were **Rejuvenators, Gentle Explorers, No Hassle Travellers** and **Free Spirits**.



Summary Highlights Alberta

- Alberta was the **secondary** origin of Mackenzie Area Visitors, making up **5%** of the sample from Sept 1, 2022 to Aug 31, 2023.
- **Penhold, Edmonton, Grande Prairie County,** and **Edmonton** were the top three visitor origin markets from Sept 1, 2022 to Aug 31, 2023.
- The top five PRIZM Segments visiting the Mackenzie Areas from Sept 2022 to Aug 2023 were **All-Terrain Families, Family Mode, New Country, South Asian Enterprise,** and **Modern Suburbia.**
 - **New Country** are one of the wealthiest rural segments with maintainers between the ages of 45-64 years old who value community involvement and purchasing from small businesses rather than larger corporations.
 - **South Asian Enterprise** are larger, upper-middle-class families often living in multi-family households who value culturally diverse community involvement, large events and brands with authentic stories.
 - **Modern Suburbia** are younger and middle-aged, diverse families with younger children who value trying new and exciting products and aesthetics over functionality.
 - **Family Mode** are middle-aged couples and families with children (ages 10+) at home who value outdoor adventure and interacting with people from different cultures,
 - **All-Terrain Families** are younger and Middle-Aged couples and families with children under the age of 15 who value hard work, the thrill of purchasing, and are often impulse shoppers who do not spend a great deal of time researching products before buying them
- The top three EQ Types visiting the Mackenzie Areas during both periods were **Free Spirits, No Hassle Travellers,** and **Rejuvenators.**



Current Visitor Profile

British Columbia & Alberta

BC Visitors

BC Visitors (NON-LOCAL)

Alberta Visitors

Median Maintainer
Age

50

Average Household
Income



\$115,216

Index:97

Strong Values

- Attraction to Nature
- Cultural Assimilation
- Financial Concern Regarding the Future

Family Status



45.7%

Index: 103

Couples Without Children At Home

Daily Used Social
Media



59.9%

Index: 111

Facebook

Top Activity

Gardening



70.6%

Index: 109

Median Maintainer
Age

48

Average Household
Income



\$117,829

Index:99

Strong Values

- Attraction to Nature
- Confidence in Small Business
- Cultural Assimilation

Family Status



15.7%

Index: 105

Total Lone-Parent Families

Daily Used Social
Media



59.0%

Index: 109

Facebook

Top Activity

Camping



56.7%

Index: 108

Median Maintainer
Age

44

Average Household
Income



\$150,364

Index:117

Strong Values

- Attraction to Nature
- Cultural Assimilation
- Emotional Control

Family Status



52.8%

Index: 116

Couples With Children At Home

Daily Used Social
Media



56.6%

Index: 103

Facebook

Top Activity

Volunteer work



48.1%

Index: 105

Key Variable Highlights

British Columbia & Alberta

Variable	BC Visitors	BC Visitors (NON Local)	AB Visitors
	Percentage of the non local Visitors sampled within the Geo-fenced Mackenzie areas	Percentage of the non local Visitors sampled within the Geo-fenced Mackenzie areas	Percentage of the Alberta Visitors sampled within the Geo-fenced Mackenzie areas
I occasionally/regularly participate in Camping Activities	56%	57%	57%
I occasionally/regularly participate in Cycling Activities	51%	53%	49%
I occasionally/regularly participate in Hiking/backpacking Activities	50%	51%	44%
I occasionally/regularly participate in Canoeing/Kayaking Activities	43%	42%	39%
I occasionally/regularly participate in Skiing - cross country / Snowshoeing Activities	24%	23%	22%

Key Variable Highlights

British Columbia & Alberta Continued

Variable	BC Visitors	BC Visitors (NON Local)	AB Visitors
	Percentage of the non local Visitors sampled within the Geo-fenced Mackenzie areas	Percentage of the non local Visitors sampled within the Geo-fenced Mackenzie areas	Percentage of the Alberta Visitors sampled within the Geo-fenced Mackenzie areas
I visited/attended Art galleries/museums/science centres in the past year	21%	21%	19%
I occasionally/regularly participate in Fishing/hunting Activities	18%	18%	28%
I occasionally/regularly participate in ATV/Snowmobiling Activities	11%	10%	16%
I occasionally/regularly participate in Snowboarding Activities	9%	8%	3%
I occasionally/regularly participate in a Marathon or similar event Activities	4%	4%	3%

Insights- Potential Growth Markets

Top Locations By Top Market Segments

AB Target Considerations

- Cities of Top PRIZM Segments
 - Calgary
 - Edmonton
 - Airdrie
 - Strathcona County
 - Wood Buffalo
 - Red Deer
 - Grande Prairie
 - Lethbridge
 - Spruce Grove
 - Okotoks
 - Consider targeting by Alberta Top PRIZM Segments:
 - Country & Western
 - Juggling Acts
 - Kick-Back Country
 - Value Villagers
 - Suburban Sports



BC Target Considerations

- Cities of Top PRIZM Segments
 - Abbotsford
 - Kelowna
 - Langley
 - Maple Ridge
 - Surrey
 - Prince George
 - Nanaimo
 - Chilliwack
 - Mission
 - Kamloops
 - Consider targeting by BC Top PRIZM Segments:
 - All-Terrain Families
 - Family Mode
 - New Country
 - South Asian Enterprise
 - Modern Suburbia



A note about the BC & AB Target Considerations

These "Top 10 Locations" have been identified by running Mackenzie's top PRIZM segments through the database to pull out the top cities to target in order to capture these segments.

If you would like to target by PRIZM segment, we can provide the Postal Codes or FSAs to be used in marketing campaigns. These would be the specific FSAs aligned to your top market segments.

Contact the Symphony Team for a quote.

Insights- Potential Growth Markets

Insights to Top Target Considerations

Calgary - AB



POPULATION

The population in Calgary is estimated to have changed from **1,309,030** to **1,422,893**, resulting in a growth of **8.7%** between 2018 and 2023. Over the next five years, the population is projected to grow by **13.2%**



INCOME

The average household income is estimated to be **\$137,843** for 2023, while the average household income for Alberta is estimated to be **\$128,010**.



Descriptions | Top 3 Strong Values

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

FREQUENCY OF USE (DAILY)



52.9%

Index: 96

Facebook

Abbotsford - BC



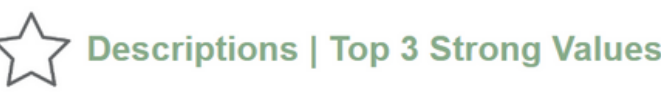
POPULATION

The population in Abbotsford is estimated to have changed from **154,539** to **164,634**, resulting in a growth of **6.5%** between 2018 and 2023. Over the next five years, the population is projected to grow by **8.9%**



INCOME

The average household income is estimated to be **\$119,489** for 2023, while the average household income for British Columbia is estimated to be **\$119,172**



Descriptions | Top 3 Strong Values

Personal Challenge

Setting difficult goals to achieve, even if just to prove to themselves that they accomplish them. People strong on this construct set lofty, challenging goals and finish what they start, persevering until their self-assigned task is completed to their satisfaction. Rejecting personal failure.

Introspection & Empathy

Tendency to analyze and examine one's actions and those of others dispassionately, rather than being judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life, and others, rather than taking sides.

Adaptability to Complexity

Tendency to adapt easily to the uncertainties of modern life, and not to feel threatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunity.

FREQUENCY OF USE (DAILY)



56.1%

Index: 104

Facebook

A note about the Top BC and AB Cities

These cities can be analyzed using Trade Area reporting. These provide insights into any geography (region, sub-region, census division etc.) and may guide marketing efforts. Insights include demographic breakdowns, social values, social media habits and more.

If you would like to target by Trade Areas, we can provide report insights to be used in marketing campaigns.

Contact the Symphony Team for a quote.



Visitor Origin

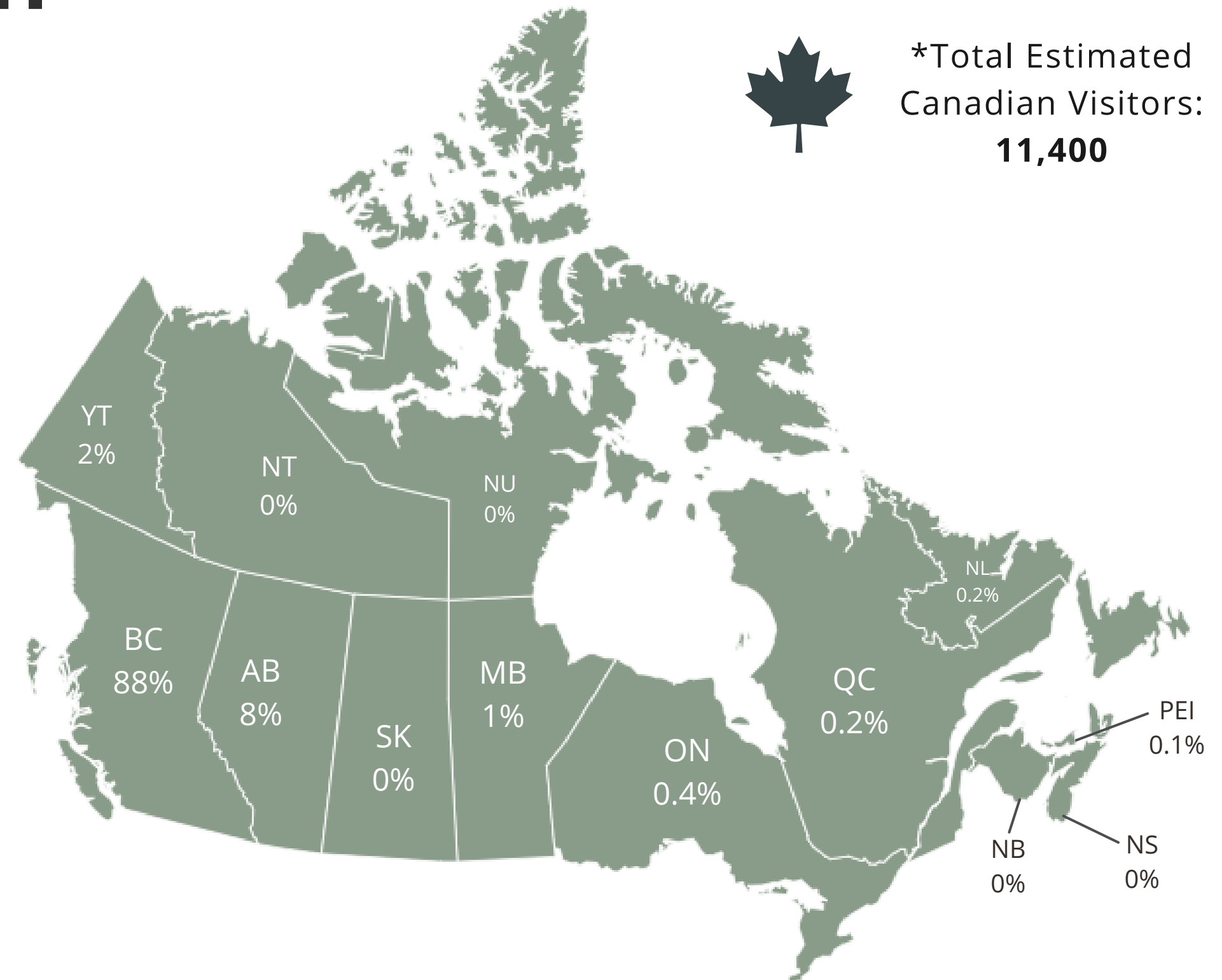
Provincial Breakdown

Sept 1, 2022 - Aug 31, 2023

- On average, **88%** of visitors to the geo-coded Mackenzie areas were from **British Columbia**, **8%** from **Alberta**, **2%** from **Ontario** and **1%** from **Saskatchewan**.
- This report focuses on the **Alberta** and **British Columbia** Markets.
- **Note:** When Mackenzie was **INCLUDED** in the analysis, **92%** of visitors were from **British Columbia**, **5%** from **Alberta**, **1%** from **Yukon** and **0.5%** from **Manitoba**



*Total Estimated
Canadian Visitors:
11,400



Visitor Origin By City

British Columbia & Alberta

Key Findings

- Prince George, Fraser-Fort George, Dawson Creek, Fort St. John, and Kamloops were consistent top BC Visitor Origin markets.
- Prince George was the main visitor market, it had 2,600 visitors from Sept 1, 2022, and Aug 31, 2023

British Columbia		British Columbia (NO LOCAL)		Alberta	
City	% of Total	City	% of Total	City	% of Total
Mackenzie	31%	Prince George	41%	Penhold	15%
Prince George	25%	Fort St. John	10%	Grande Prairie County	14%
Fort St. John	6%	Kamloops	4%	Edmonton	13%
Kamloops	3%	Peace River D	3%	Lac la Biche County	10%
Fraser-Fort George G	2%	Dawson Creek	3%	Grande Prairie	10%
Dawson Creek	2%	Fraser-Fort George A	3%	Calgary	9%
Fraser-Fort George A	2%	Surrey	2%	Strathcona County	4%

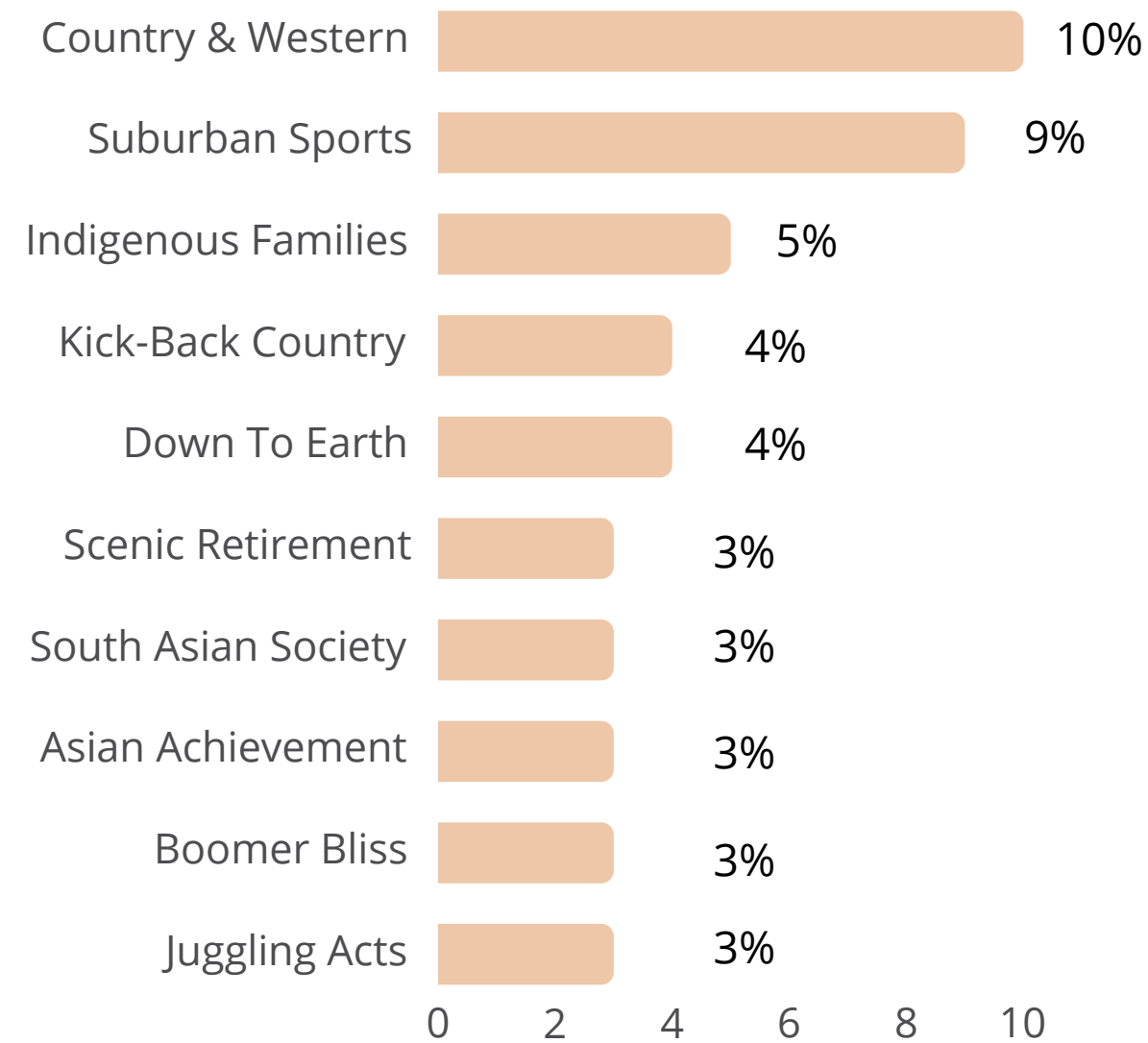


Visitor Personas

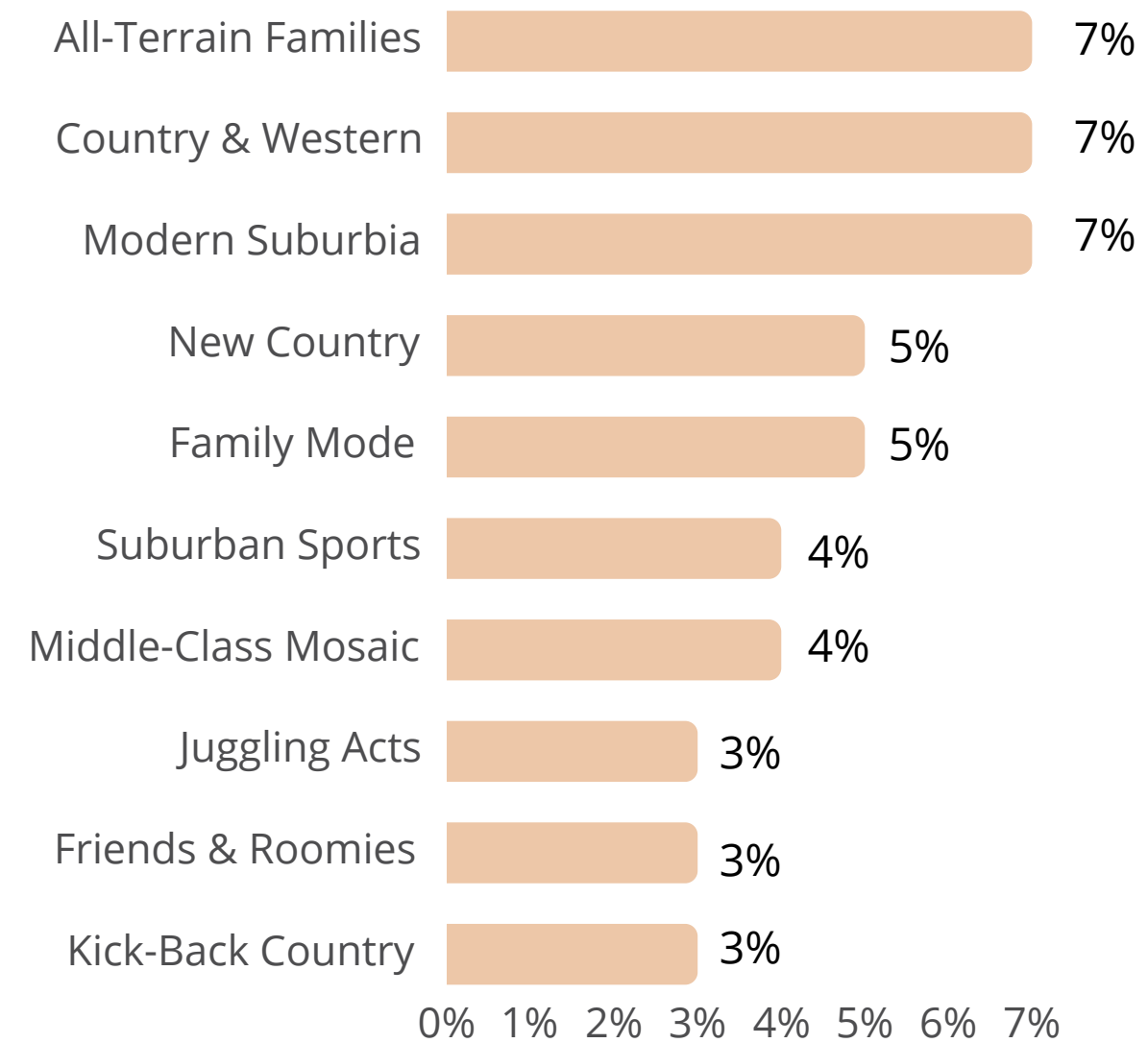
PRIZM Segments

Top PRIZM Segments of BC & AB Travellers to Northern BC

2022 - For Reference



BC Visitors 2022

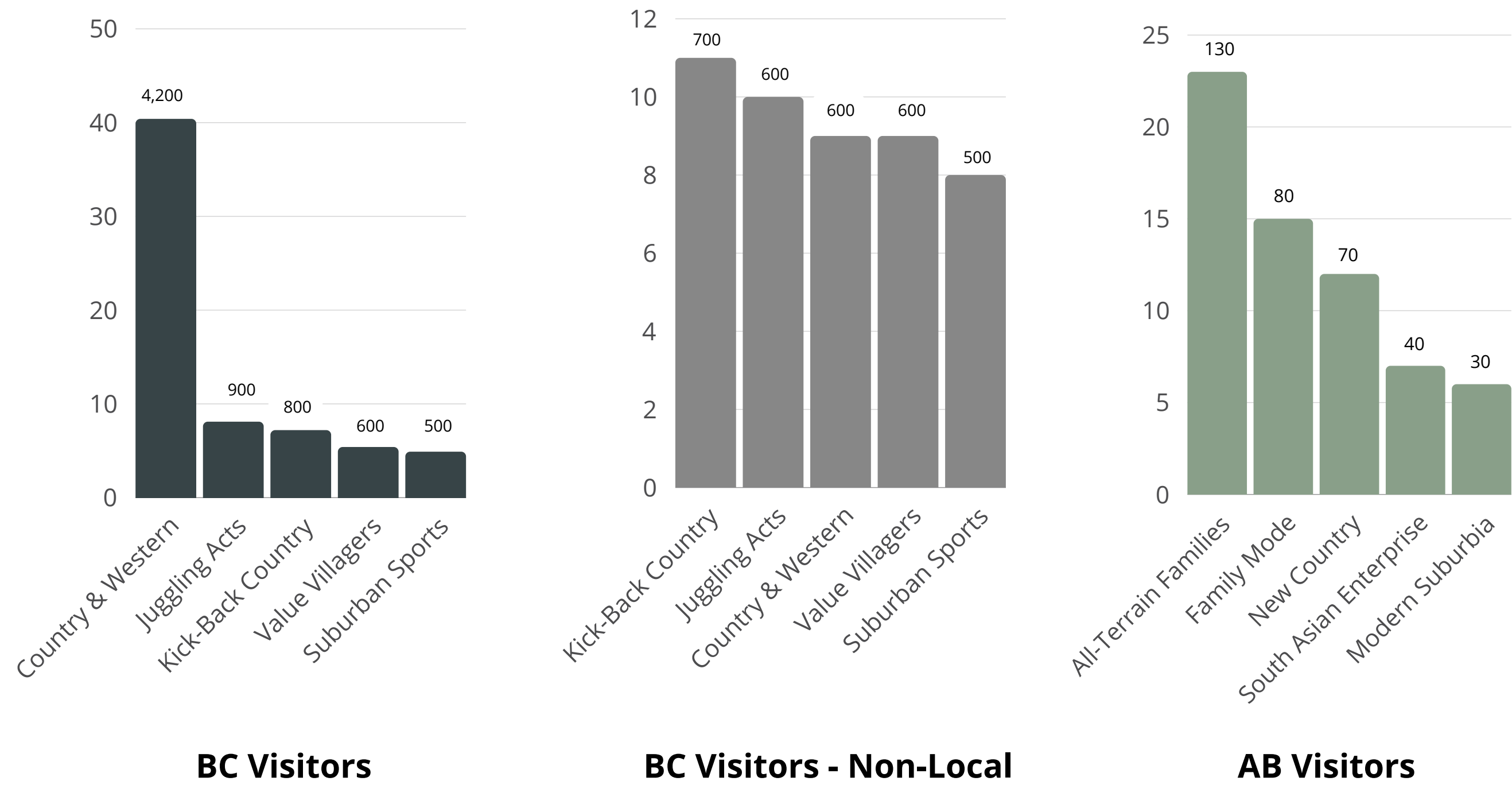


Alberta Visitors 2022



Top PRIZM Segments of Visitors

British Columbia & Alberta: Sept 2022 - Aug 2023



Top PRIZM Segments of Visitors


British Columbia Market

Category	Country & Western	Juggling Acts	Kick-Back Country	Value Villagers	Suburban Sports
Maintainer Age & Children at Home	The Median Household Maintainer Age is 57, 52% of couples do not have children living at home (Above Average)	The Median Household Maintainer Age is 47, 42% of couples do not have children living at home (Above Average)	The Median Household Maintainer Age is 57, 48% of couples do not have children living at home	The Median Household Maintainer Age is 52, 42% of couples do not have children living at home (Above Average)	The Median Household Maintainer Age is 52, 47% of couples have children living at home (Above Average)
Household Income	Below Average Household Income of \$98,792 compared to BC at \$119,172	Below Average Household Income of \$97,167 compared to BC at \$119,172	Above Average Household Income of \$144,643 compared to BC at \$119,172	Below Average Household Income of \$95,710 compared to BC at \$119,172	Above Average Household Income of \$133,126 compared to BC at \$119,172
Top Social Values	Ecological Fatalism, Religiosity, Attraction to Nature	Rejection of Inequality, Racial Fusion, Need for Escape	Cultural Assimilation, Attraction to Nature, Rejection of Orderliness	Financial Concern Regarding the Future, Fear of Violence, Need for Escape	Ecological Fatalism, Need for Escape, Personal Challenge
Top Tourism Activities	Reading, Gardening, Fitness walking. Above average interest in Cross country skiing & snowshoeing, Baseball & softball, and Fishing & hunting	Reading, Gardening, Home exercise & home workout. Above average interest in Other activities & attractions, National or provincial park, Soccer, Other activities & attractions	Reading, Gardening, Fitness walking. Above average interest in Fishing & hunting, Camping, Swimming	Reading, Gardening, Fitness walking. Above average interest in Other activities & attractions, National or provincial park, Photography, Fishing & hunting	Reading, Gardening, Home exercise & home workout. Above average interest in Fishing & hunting and Soccer.
Social Media Habits	83% currently use Facebook, 33% use Instagram, 31% use Twitter and 64% use YouTube	80% currently use Facebook, 39% use Instagram, 24% use Twitter and 38% use YouTube	80% currently use Facebook, 33% use Instagram, 22% use Twitter and 65% use YouTube	82% currently use Facebook, 35% use Instagram, 22% use Twitter and 65% use YouTube	79% currently use Facebook, 36% use Instagram, 23% use Twitter and 66% use YouTube

Top PRIZM Segments of Visitors

Alberta Market

Category	All-Terrain Families	Family Mode	New Country	South Asian Enterprise	Modern Suburbia
Maintainer Age & Children at Home	The Median Household Maintainer Age is 43, 53% of couples have children living at home (Above Average)	The Median Household Maintainer Age is 50, 54% of couples have children living at home (Above Average)	The Median Household Maintainer Age is 56, 47% of couples do not have children living at home (Above Average)	The Median Household Maintainer Age is 46, 70% of couples have children living at home (Above Average)	The Median Household Maintainer Age is 42, 57% of couples have children living at home (Above Average)
Household Income	Above Average Household Income of \$144,877 compared to AB at \$128,010	Above Average Household Income of \$154,817 compared to AB at \$128,010	Below Average Household Income of \$108,928 compared to AB at \$128,010	Average Household Income of \$132,306 compared to AB at \$128,010	Above Average Household Income of \$145,626 compared to AB at \$128,010
Top Social Values	Ecological Fatalism, Sexual Permissiveness, Parochialism	Culture Sampling, Racial Fusion, Work	Attraction to Nature, Confidence in Small Business, Emotional Control	Ostentatious Consumption, Need for Status Recognition, Traditional Family	Personal Optimism, North American Dream, Culture Sampling
Top Tourism Activities	Reading, Camping, Home exercise & home workout. Above average interest in Downhill skiing, Other activities & attractions, Zoos & aquariums, Jogging	Reading, Gardening, Home exercise & home workout. Above average interest in Movies at a theatre/drive-in, Downhill skiing, Pilates & yoga	Reading, Gardening, Camping. Above average interest in ATV & snowmobiling, Cross country skiing & snowshoeing, Hockey, Volunteer work	Reading, Camping, Home exercise & home workout. Above average interest in Adventure sports, Other activities & attractions, Downhill skiing, Specialty movie theatres/IMAX	Reading, Camping, Home exercise & home workout. Above average interest in Movies at a theatre/drive-in, Baseball & softball, Basketball, Billiards & pool
Social Media Habits	74% currently use Facebook, 44% use Instagram, 27% use Twitter and 64% use YouTube	76% currently use Facebook, 40% use Instagram, 25% use Twitter and 65% use YouTube	80% currently use Facebook, 26% use Instagram, 18% use Twitter and 62% use YouTube	79% currently use Facebook, 49% use Instagram, 33% use Twitter and 73% use YouTube	78% currently use Facebook, 56% use Instagram, 34% use Twitter and 74% use YouTube



Visitor Personas

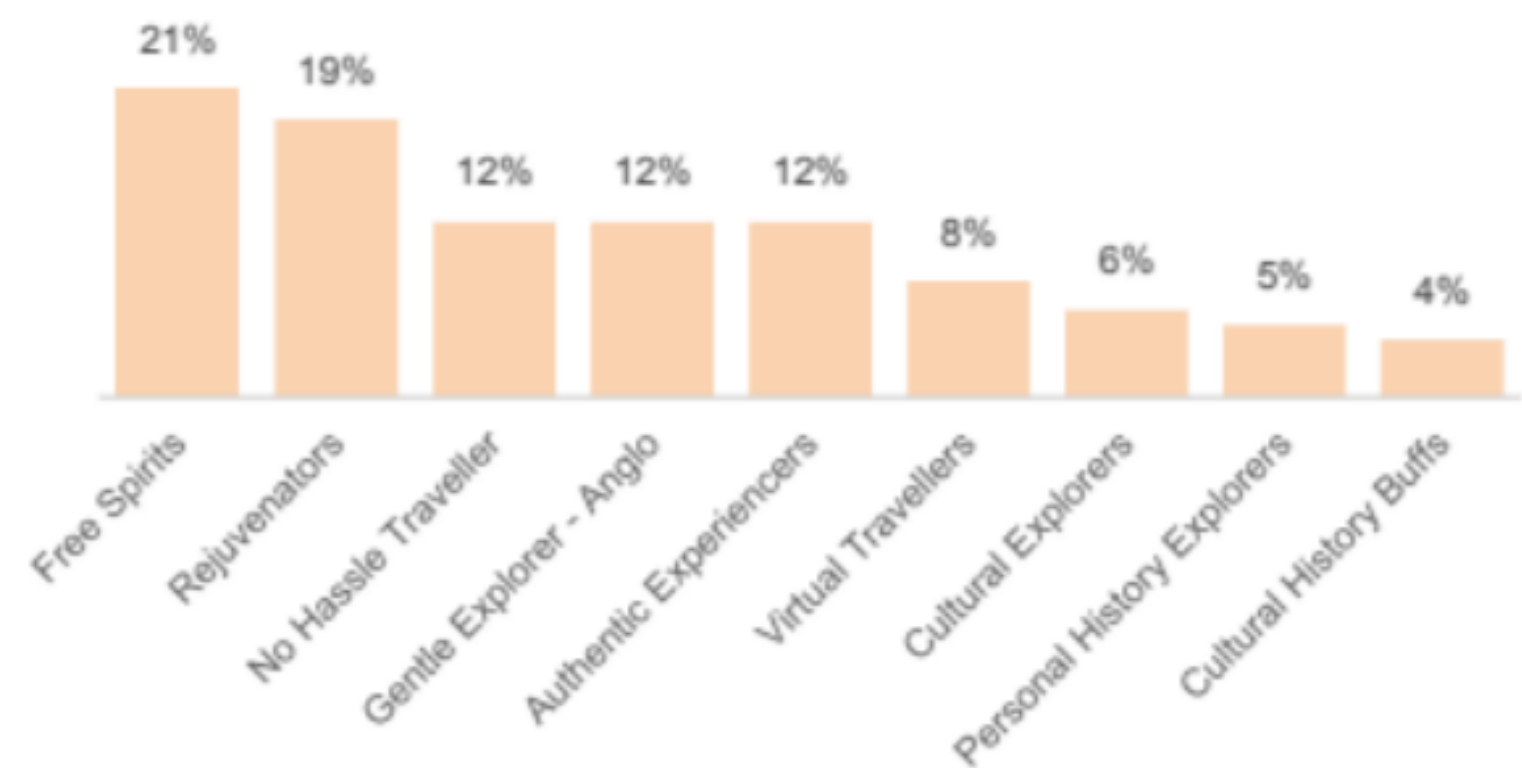
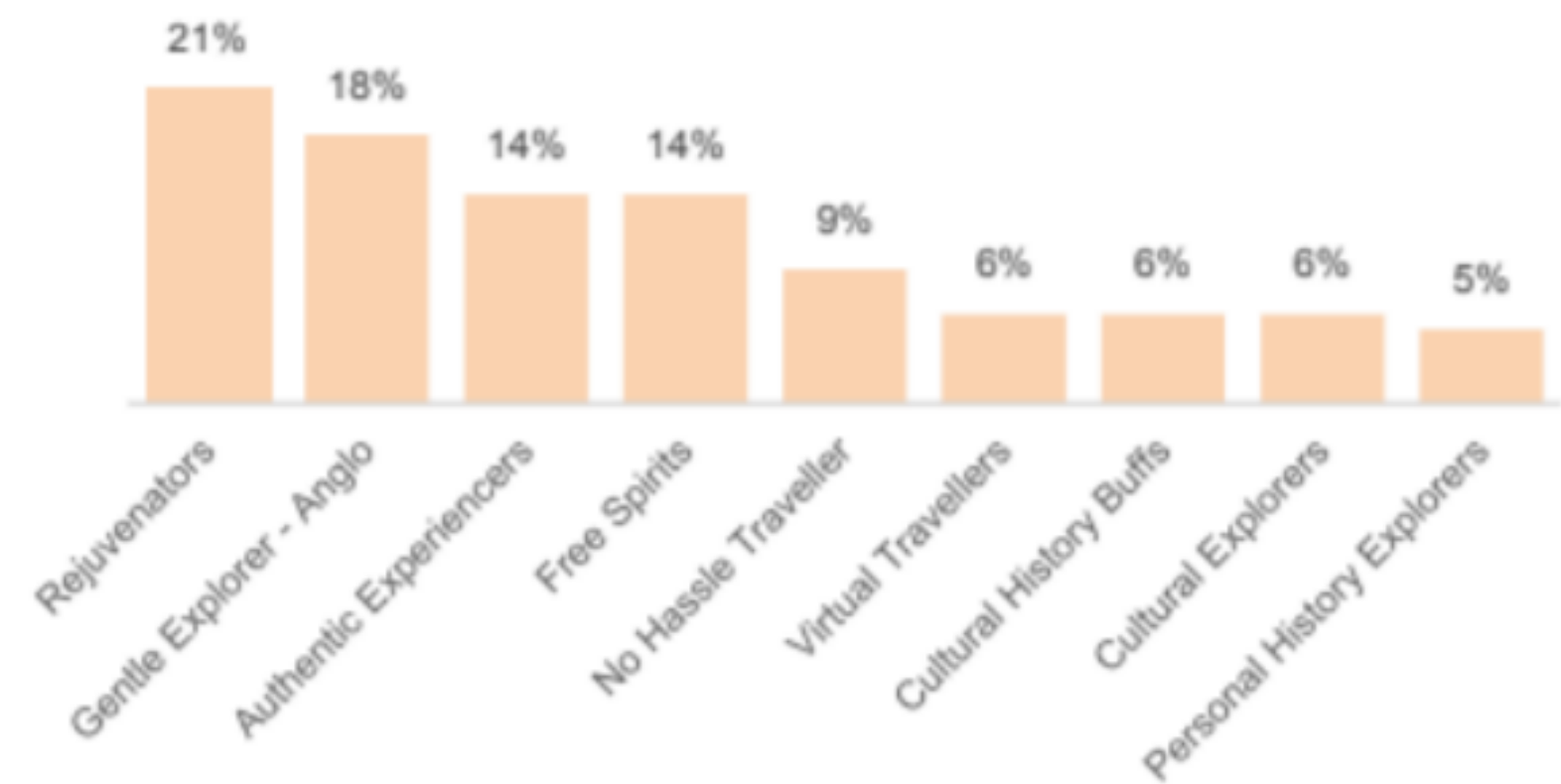
EQ Types

Top EQ Types of BC & AB Travellers To Northern BC

2022 - For Reference

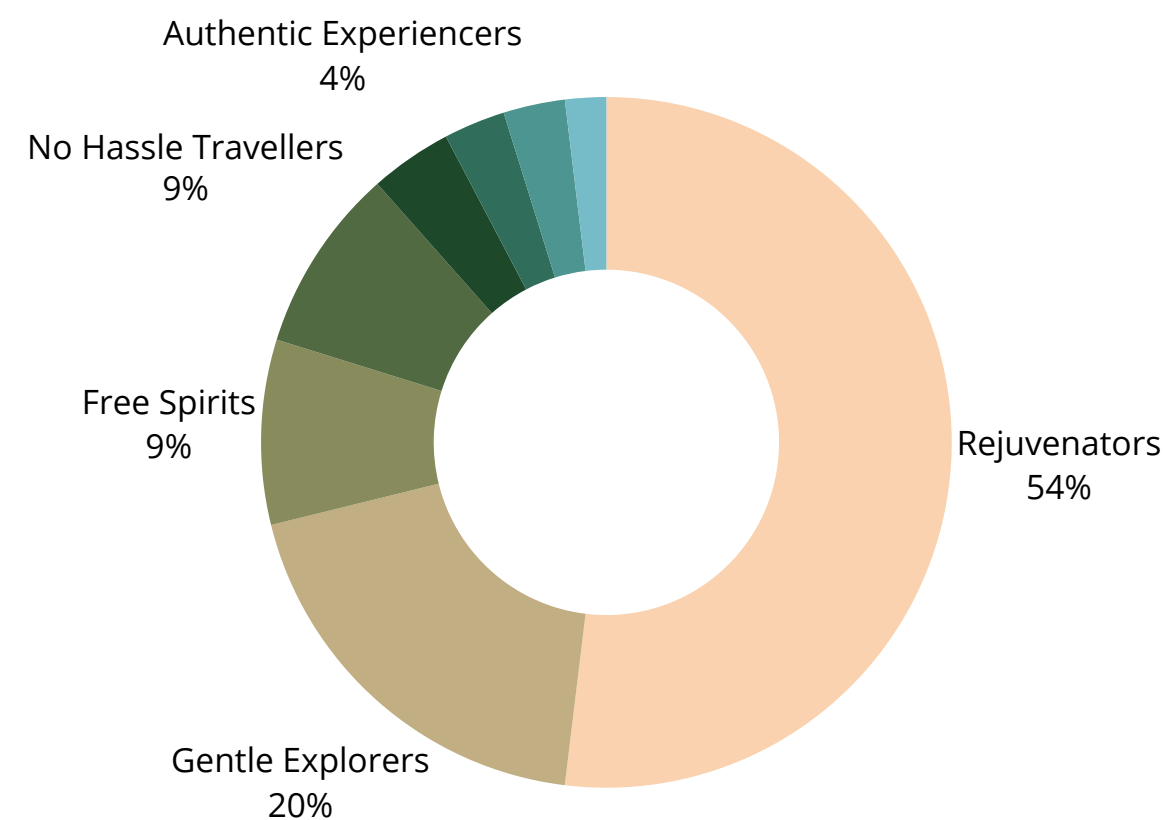
BC Visitors 2022

AB Visitors 2022

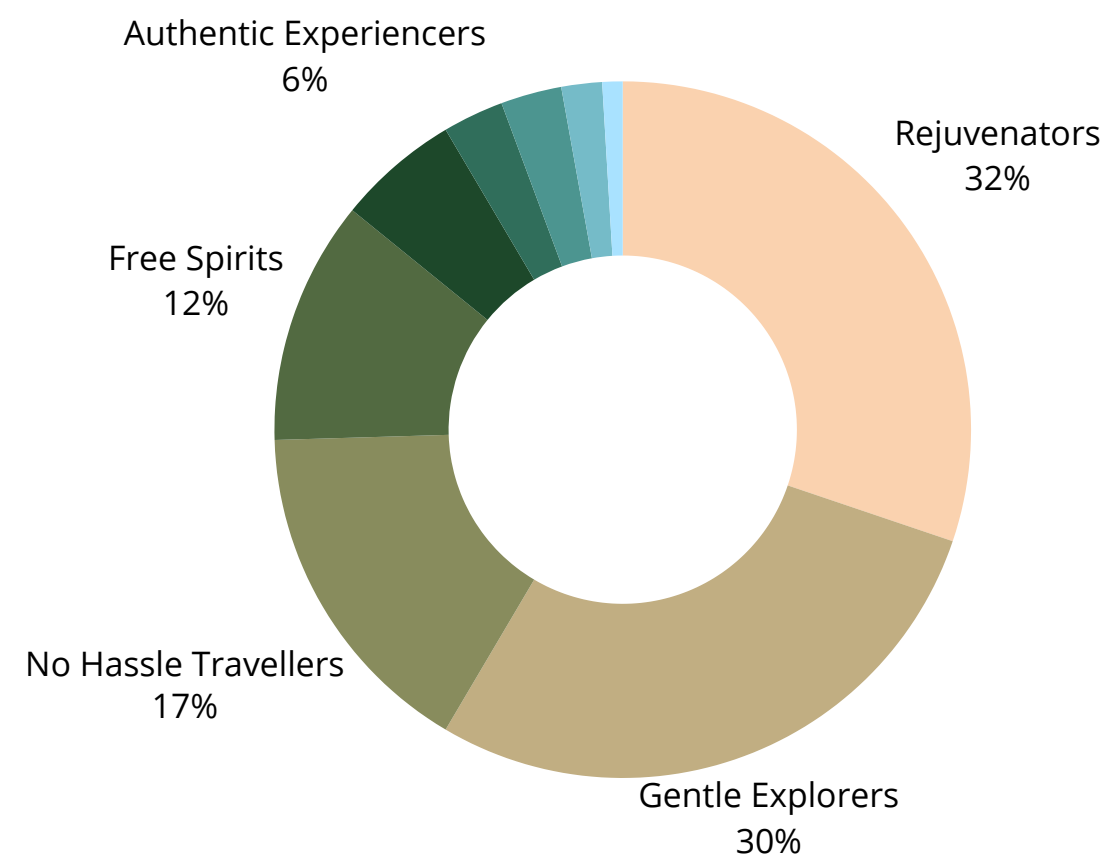


Top EQ Types of BC Visitors

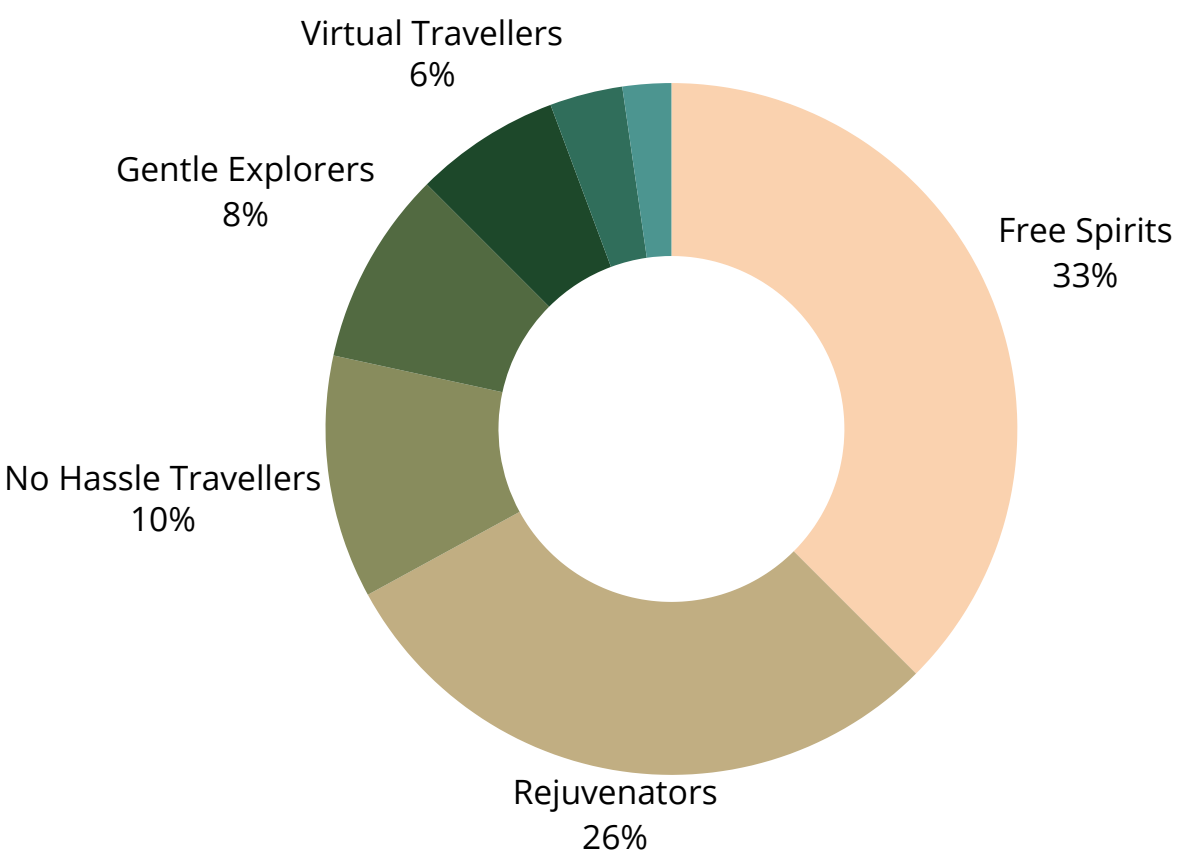
British Columbia & Alberta: Sept 2022 - Aug 2023



BC Visitors



BC Visitors - NO LOCALS



AB Visitors

Top EQ Types of Visitors

Canadian EQ Summaries

Authentic Experiencers	Free Spirits	Gentle Explorers	No Hassle Travellers	Rejuvenators
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Mature singles and couples, without children at home, who are in or nearing retirement• No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life• Average Canadians/Americans leading busy lives, understated and cautious with spending money• Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations• Prefer quiet weekend getaways close by	<ul style="list-style-type: none">• 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

Canadian EQ Summaries

Cultural Explorers	Cultural History Buffs	Personal History Explorers	Virtual Travellers
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes• As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security• They are a more culturally diverse group• Social people who enjoy being with others when travelling and favour group travel	<ul style="list-style-type: none">• Middle-aged families with lower levels of educational attainment; living outside of urban areas• Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives• For Virtual Travellers, travelling is a chore, not an experience to be enjoyed• They are fearful of change and complexity in their lives and like to maintain control when travelling• They are highly unlikely to venture far from home

Top EQ Types of Visitors

British Columbia Market

Category	Rejuvenators	No Hassle Traveller	Gentle Explorer	Free Spirits	Authentic Experiencers
Maintainer Age & Children at Home	The Median Household Maintainer Age is 60, 54% of couples do not have children living at home	The Median Household Maintainer Age is 54, 44% of couples have children living at home	The Median Household Maintainer Age is 54, 43% of couples do not have children living at home	The Median Household Maintainer Age is 52, 55% of couples have children living at home	The Median Household Maintainer Age is 60, 46% of couples do not have children living at home
Household Income	Below Average Household Income of \$107,415 compared to BC at \$119,172	Average Household Income of \$127,090 compared to BC at \$119,172	Below Average Household Income of \$105,266 compared to BC at \$119,172	Above Average Household Income of \$133,614 compared to BC at \$119,172	Above Average Household Income of \$155,661 compared to BC at \$119,172
Top Social Values	Attraction to Nature, Utilitarian Consumerism, Financial Concern Regarding the Future	Racial Fusion, Financial Concern Regarding the Future, Attraction to Nature	Financial Concern Regarding the Future, Racial Fusion, Need for Escape	Ostentatious Consumption, Status via Home, Legacy	Legacy, Effort Toward Health, Culture Sampling
Top Tourism Activities	Reading, Gardening, Fitness walking. Above average interest in, Golfing, Volunteer work, Photography, Cross country skiing & snowshoeing	Reading, Gardening, Home exercise & home workout. Above average interest in, Ice skating, Camping, Soccer, Swimming	Reading, Gardening, Fitness walking. Above average interest in Racquet sports, National or provincial park, Exhibitions, carnivals, fairs & markets, Jogging, Soccer	Reading, Gardening, Home exercise & home workout. Above average interest in Art galleries, museums & science centres, Exhibitions, carnivals, fairs & markets, Jogging	Reading, Gardening, Home exercise & home workout
Social Media Habits	80% currently use Facebook, 31% use Instagram, 21% use Twitter and 63% use YouTube	79% currently use Facebook, 35% use Instagram, 22% use Twitter and 66% use YouTube	79% currently use Facebook, 36% use Instagram, 23% use Twitter and 61% use YouTube	74% currently use Facebook, 41% use Instagram, 24% use Twitter and 74% use YouTube	75% currently use Facebook, 35% use Instagram, 23% use Twitter and 69% use YouTube

Top EQ Types of Visitors

Alberta Market

Category	Virtual Travellers	Rejuvenators	No Hassle Traveller	Gentle Explorer	Free Spirits
Maintainer Age & Children at Home	The Median Household Maintainer Age is 43, 55% of couples have children living at home (Above Average)	The Median Household Maintainer Age is 53, 46% of couples do not have children living at home (Above Average)	The Median Household Maintainer Age is 52, 48% of couples have children living at home (Average)	The Median Household Maintainer Age is 51, 41% of couples have children living at home (Average)	The Median Household Maintainer Age is 47, 54% of couples have children living at home (Above Average)
Household Income	Above Average Household Income of \$142,305 compared to AB at \$128,010	Below Average Household Income of \$111,621 compared to AB at \$128,010	Average Household Income of \$126,281 compared to AB at \$128,010	Below Average Household Income of \$106,558 compared to AB at \$128,010	Average Household Income of \$131,636 compared to AB at \$128,010
Top Social Values	Personal Optimism, North American Dream, Culture Sampling	Attraction to Nature, Religiosity, Emotional Control	Racial Fusion, Rejection of Orderliness, Need for Escape	Financial Concern Regarding the Future, Need for Escape, Racial Fusion	Status via Home, Ostentatious Consumption, Pursuit of Originality
Top Tourism Activities	Reading, Camping, Home exercise & home workout. Above average interest in Cycling, Other activities & attractions, Baseball & softball, Basketball	Reading, Camping, Gardening. Above average interest in ATV & snowmobiling, Cross country skiing & snowshoeing, Photography, Canoeing & kayaking	Reading, Gardening, Home exercise & home workout	Reading, Home exercise & home workout, Home exercise & home workout.	Reading, Camping, Home exercise & home workout. Above average interest in Other activities & attractions, Downhill skiing, Jogging, Basketball
Social Media Habits	78% currently use Facebook, 54% use Instagram, 33% use Twitter and 73% use YouTube	81% currently use Facebook, 27% use Instagram, 19% use Twitter and 61% use YouTube	77% currently use Facebook, 37% use Instagram, 24% use Twitter and 64% use YouTube	79% currently use Facebook, 35% use Instagram, 23% use Twitter and 63% use YouTube	76% currently use Facebook, 44% use Instagram, 28% use Twitter and 67% use YouTube

The background features a stylized mountain range with several peaks of varying heights, rendered in a light green color. In the foreground, there is a dense forest of evergreen trees, also in shades of green, creating a layered effect. A dark grey rectangular box is positioned on the left side of the image, containing the text 'Additional Resources' in white.

Additional Resources

Summary of Reports

Project Deliverables:

- Mackenzie Area - Visitor Analysis Summary Report
- Mackenzie Area Visitors Profiles by Province (BC, Alberta)
- Top Five Provincial Profiles by PRIZM Segment (BC, Alberta)
- Top Five Provincial Profiles by EQ Type (BC, Alberta)

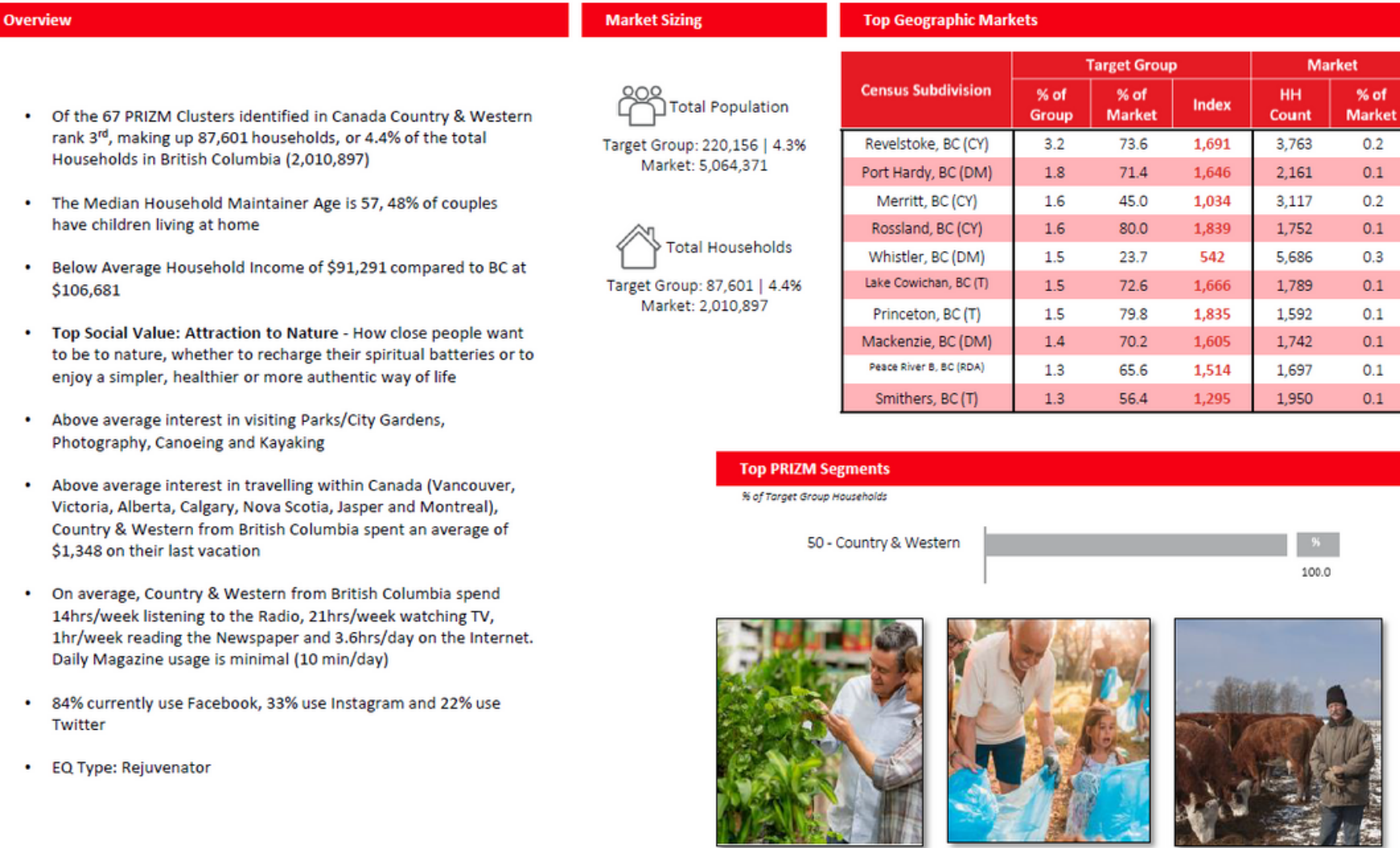
Additional Reports

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



Country & Western
PRIZM Segments Included (by SESI): 50
Market: British Columbia



Resources

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

[Environics Analytics](#)

[British Columbia - COVID-19](#)

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



About Symphony

- **Symphony Tourism Services (STS)** 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.

About Environics Analytics

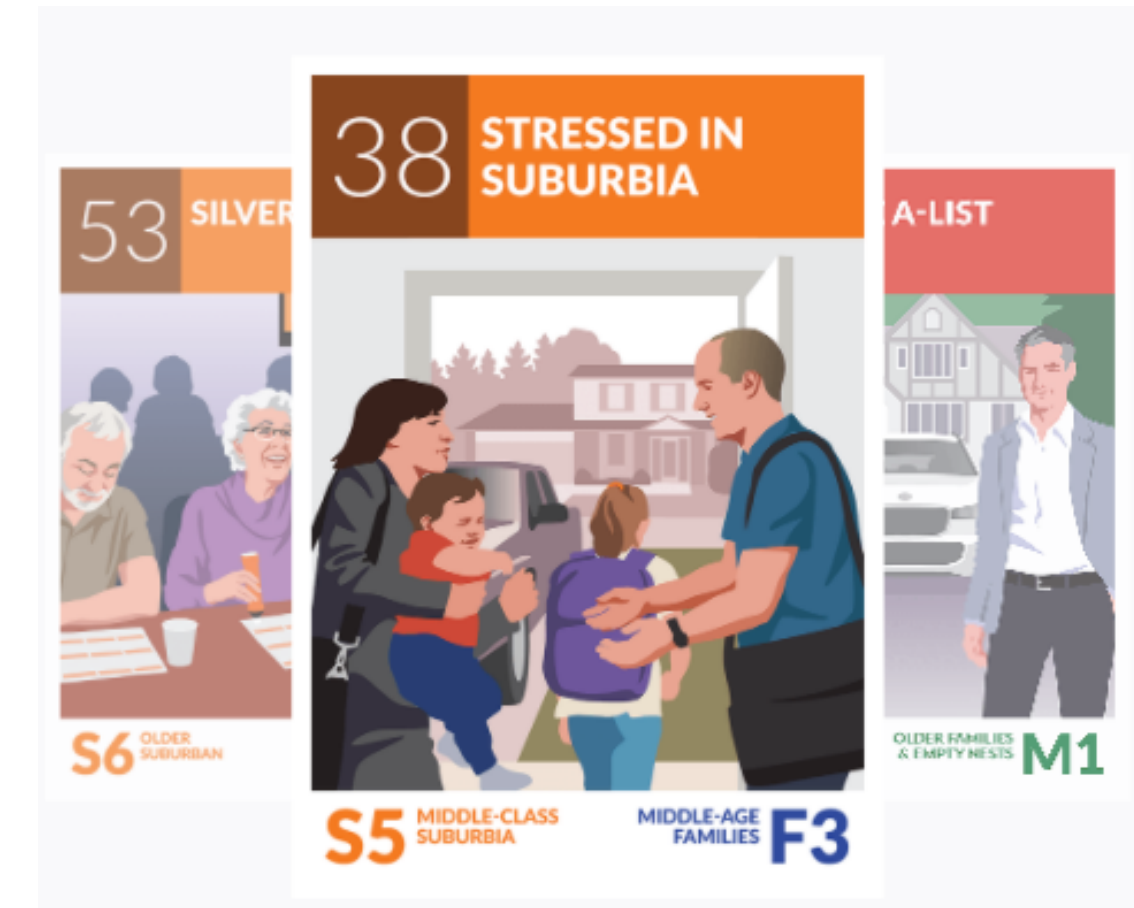
Environics Analytics is one of North America's leading data analytics and marketing services companies.

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:

- Canada
- USA
- International



ENVIRONICS
ANALYTICS

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

Robb MacDonald

Managing Director,
Symphony Tourism Services

Email: Info@SymphonyTourism.ca

Phone: (778) 721-5448

symphonytourismservices.com



SYMPHONY
TOURISM
SERVICES