

Canada, British Columbia & Alberta

2019-2021 Quarterly Visitor Highlights

Revelstoke

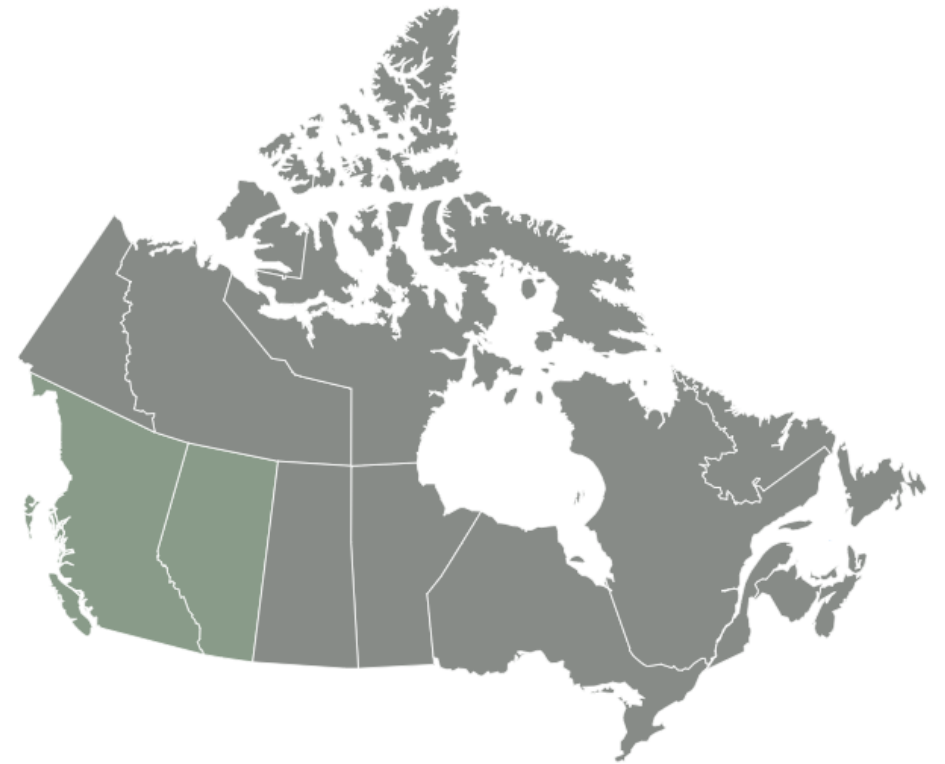


SYMPHONY
TOURISM
SERVICES

2021 DATA VINTAGE

PURPOSE

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



RESEARCH OVERVIEW

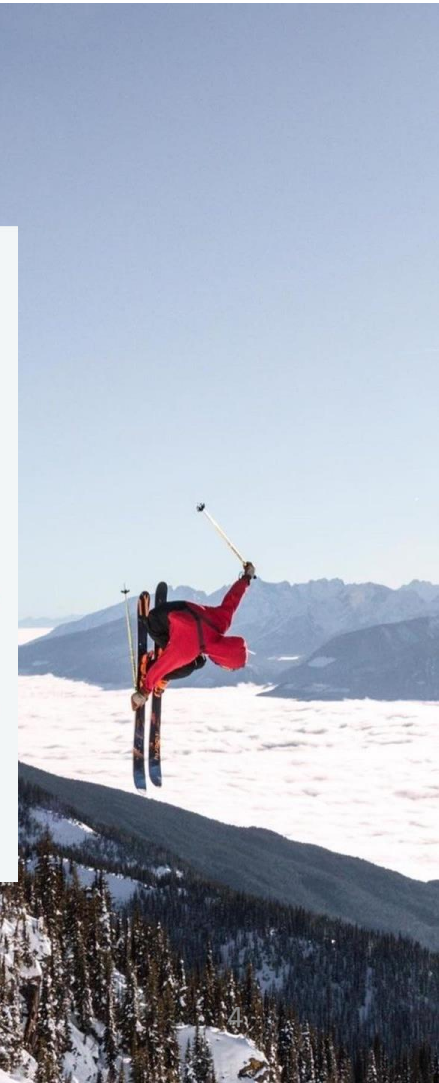
- Environics Analytics is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets
- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers
- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to **Canada**, the **provinces and territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada
- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region
- Visitor View is based on anonymized, consent-based mobile location data Monthly, quarterly and annual estimate data is available starting with January 2019 to allow for analysis of historical trends

Methodology

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

RESEARCH OVERVIEW

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





Canada Insights

Q1 2019, 2020 & 2021: Domestic Visitors by Quarter

Revelstoke

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

Overview

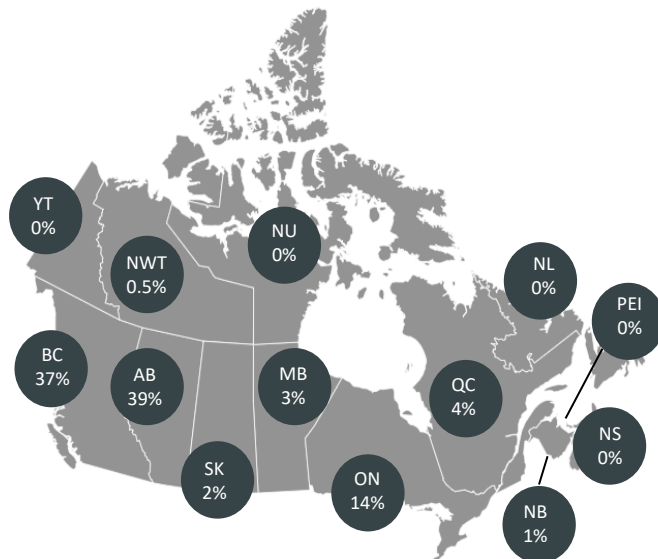
During Q1 2019 the Revelstoke Area saw an average of **54,200** Domestic Visitors. During Q1 2020 the area saw **44,300** Domestic Visitors and in Q1 2021 **39,500** Domestic Visitors. A **decrease** of **-27%** compared to 2019 and **-11%** compared to 2020.

Provincial Visitation was consistent across all three years, with Alberta and British Columbia ranking as the top two domestic markets.

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

Q1 2019 Domestic Visitation

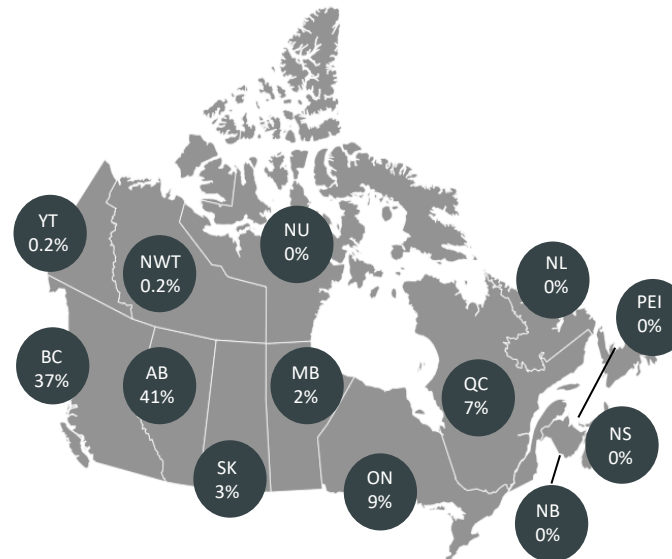
2019 Q1 Canadian Visitors
54,200



Q1 2020 Domestic Visitation

2020 Q1 Canadian Visitors
44,300

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

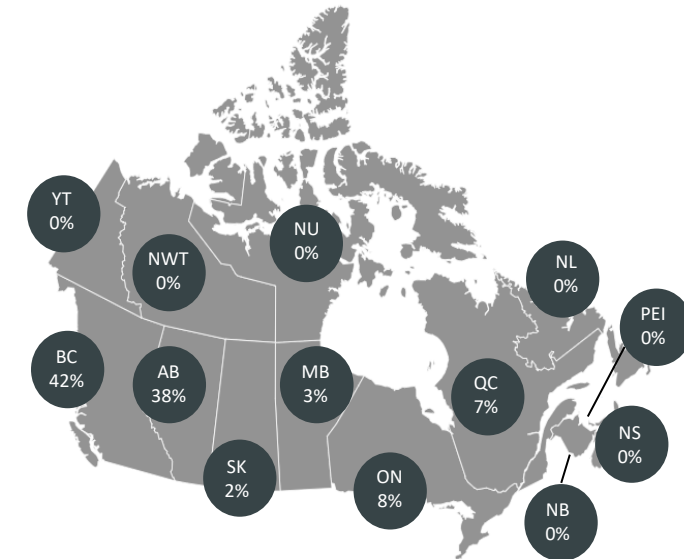


Q1 2021 Domestic Visitation

2021 Q1 Canadian Visitors
39,500

Decrease of **-27%**
 2021 compared to
 2019

Decrease of **-11%**
 2021 compared to
 2020



Q2 2019, 2020 & 2021: Domestic Visitors by Quarter

Revelstoke

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

Overview

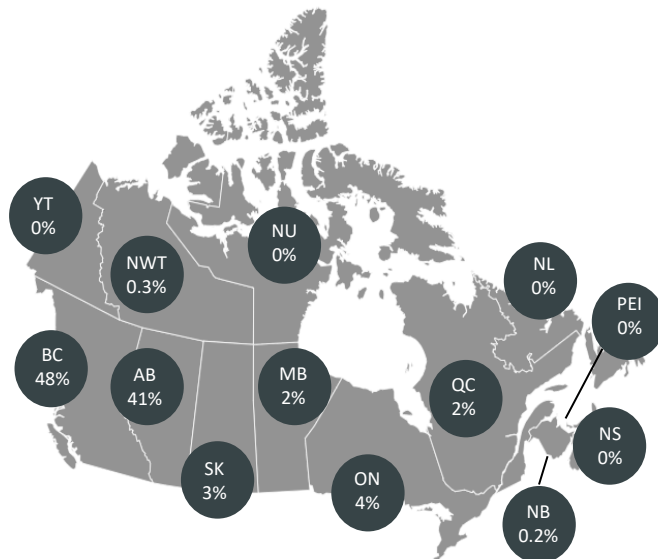
During Q2 2019 the Revelstoke Area saw an average of **50,300** Domestic Visitors. During Q2 2020 the area saw **24,100** Domestic Visitors and in Q2 2021 **24,900** Domestic Visitors. A **decrease** of **-51%** compared to 2019 and an increase of **3%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

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

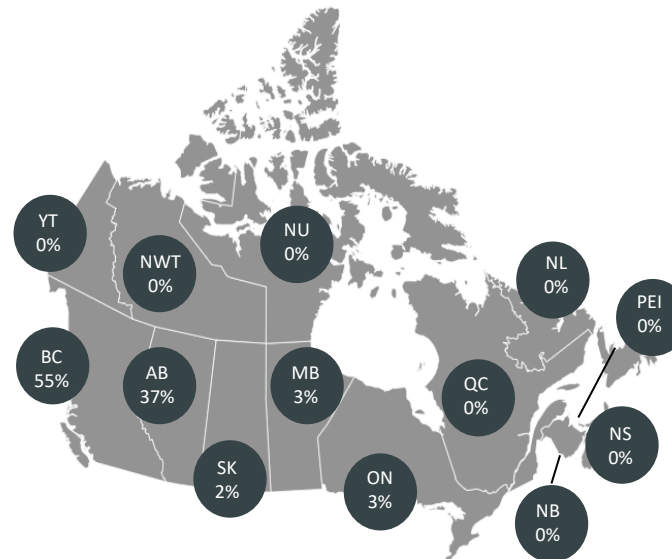
Q2 2019 Domestic Visitation

2019 Q2 Canadian Visitors
50,300



Q2 2020 Domestic Visitation

2020 Q2 Canadian Visitors
24,100

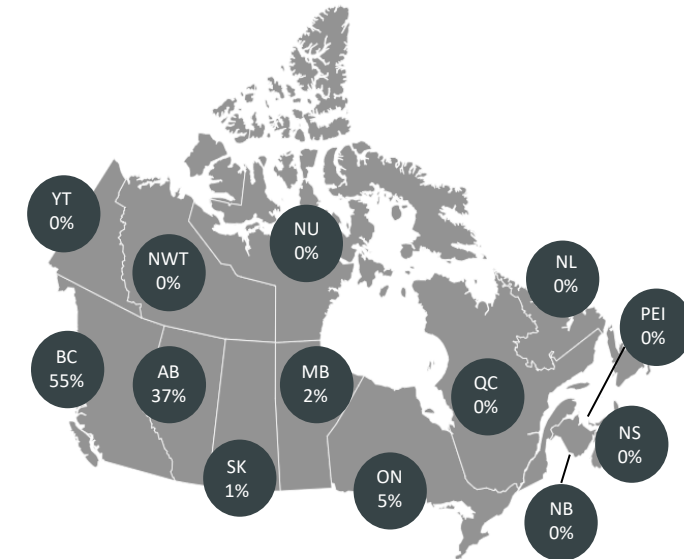


Q2 2021 Domestic Visitation

2021 Q2 Canadian Visitors
24,900

Decrease of **-51%**
 2021 compared to
 2019

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



Q3 2019, 2020 & 2021: Domestic Visitors by Quarter

Revelstoke

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

Overview

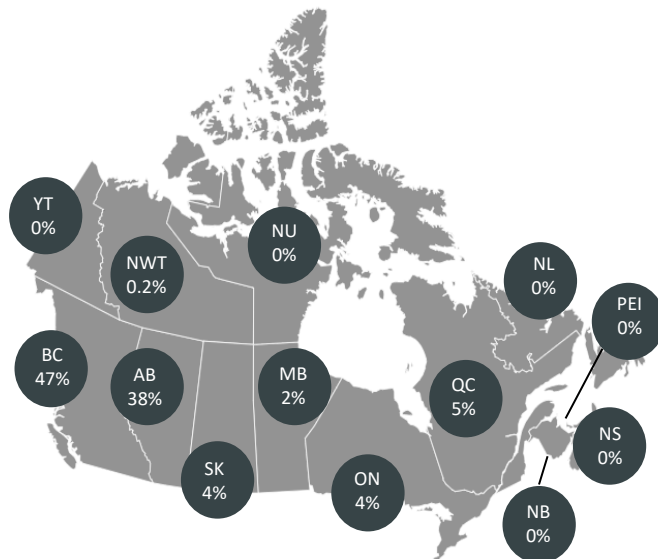
During Q3 2019 the Revelstoke Area saw an average of **84,900** Domestic Visitors. During Q3 2020 the area saw **101,100** Domestic Visitors and in Q3 2021 **110,400** Domestic Visitors. An **Increase** of **30%** compared to 2019 and **9%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

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

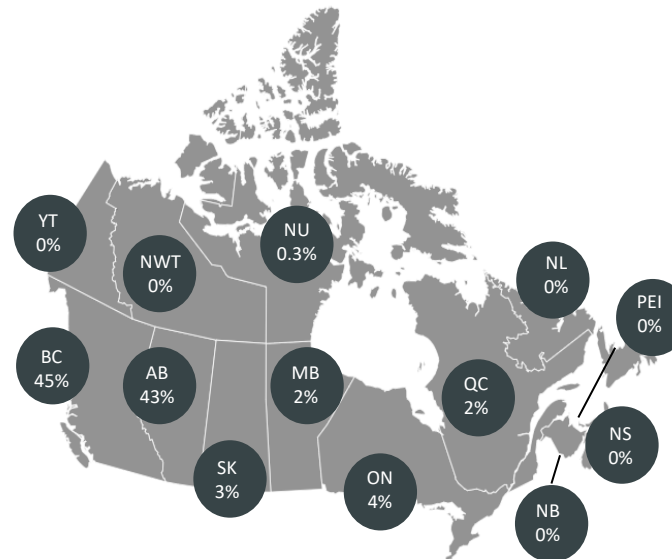
Q3 2019 Domestic Visitation

2019 Q3 Canadian Visitors
84,900



Q3 2020 Domestic Visitation

2020 Q3 Canadian Visitors
101,100

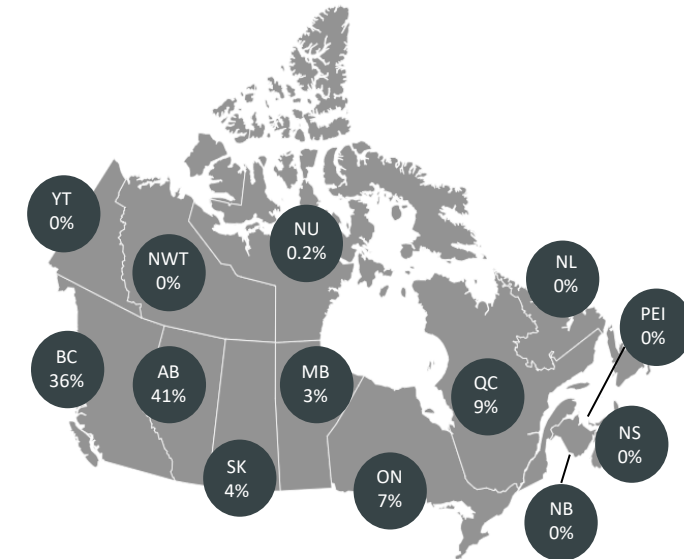


Q3 2021 Domestic Visitation

2021 Q3 Canadian Visitors
110,400

Increase of **30%** 2021 compared to 2019
 Increase of **9%** 2021 compared to 2020

Note: British Columbia declared a provincial state of emergency on July 20, 2021 as a result of severe wildfire activity



Q4 2019, 2020 & 2021: Domestic Visitors by Quarter

Revelstoke

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

Overview

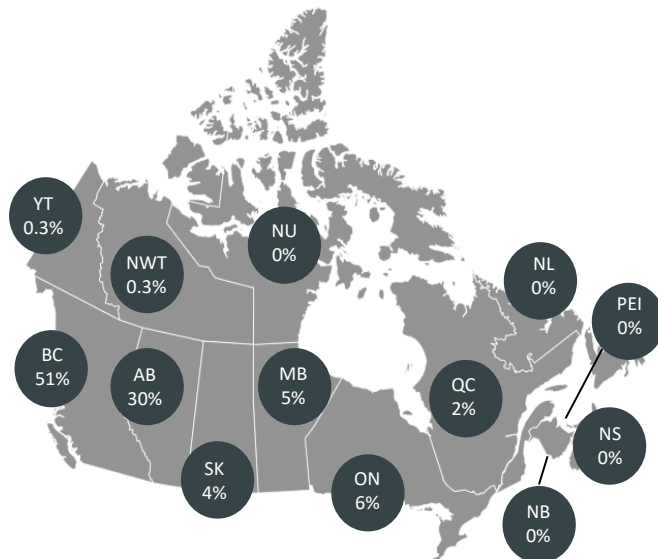
During Q4 2019 the Revelstoke Area saw an average of **32,900** Domestic Visitors. During Q4 2020 the area saw **37,000** Domestic Visitors and in Q4 2021 **28,000** Domestic Visitors. A **Decrease** of **-13%** compared to 2019 and **-24%** compared to 2020.

Provincial Visitation was consistent across all three years, with British Columbia and Alberta ranking as the top two domestic markets.

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

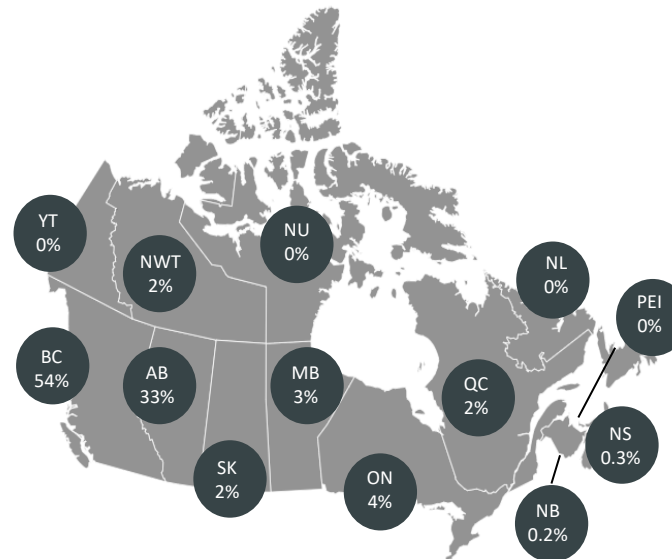
Q4 2019 Domestic Visitation

2019 Q4 Canadian Visitors
32,900



Q4 2020 Domestic Visitation

2020 Q4 Canadian Visitors
37,000

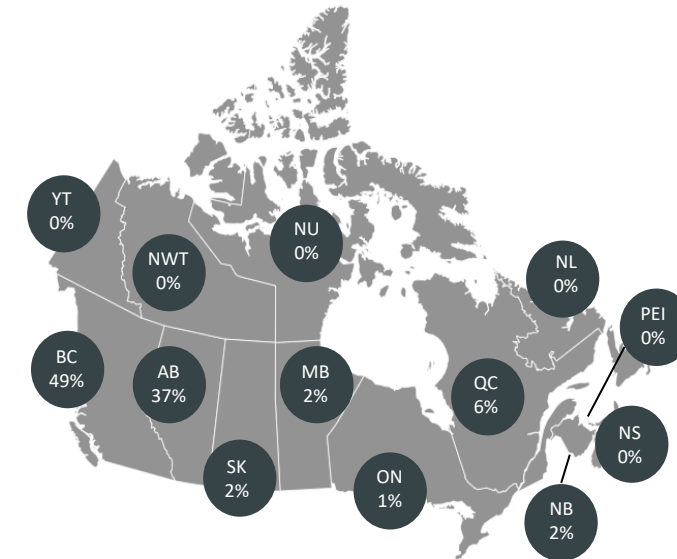


Q4 2021 Domestic Visitation

2021 Q4 Canadian Visitors
28,000

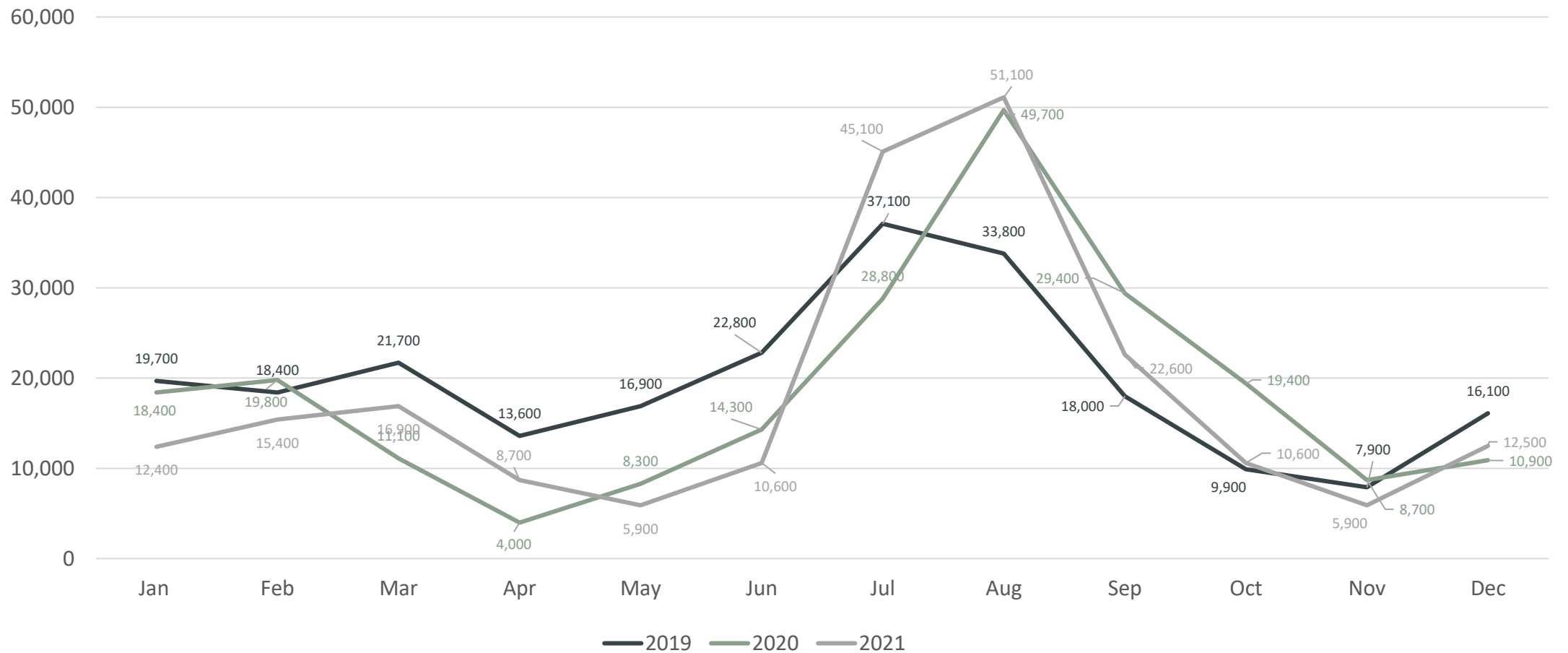
Decrease of **-13%** 2021 compared to 2019 Decrease of **-24%** 2021 compared to 2020

Note: British Columbia declared a provincial state of emergency on November 17, 2021 as a result of severe provincial flooding.



Canadian Visitation

CANADIAN VISITORS TRAVELLING TO REVELSTOKE BY MONTH



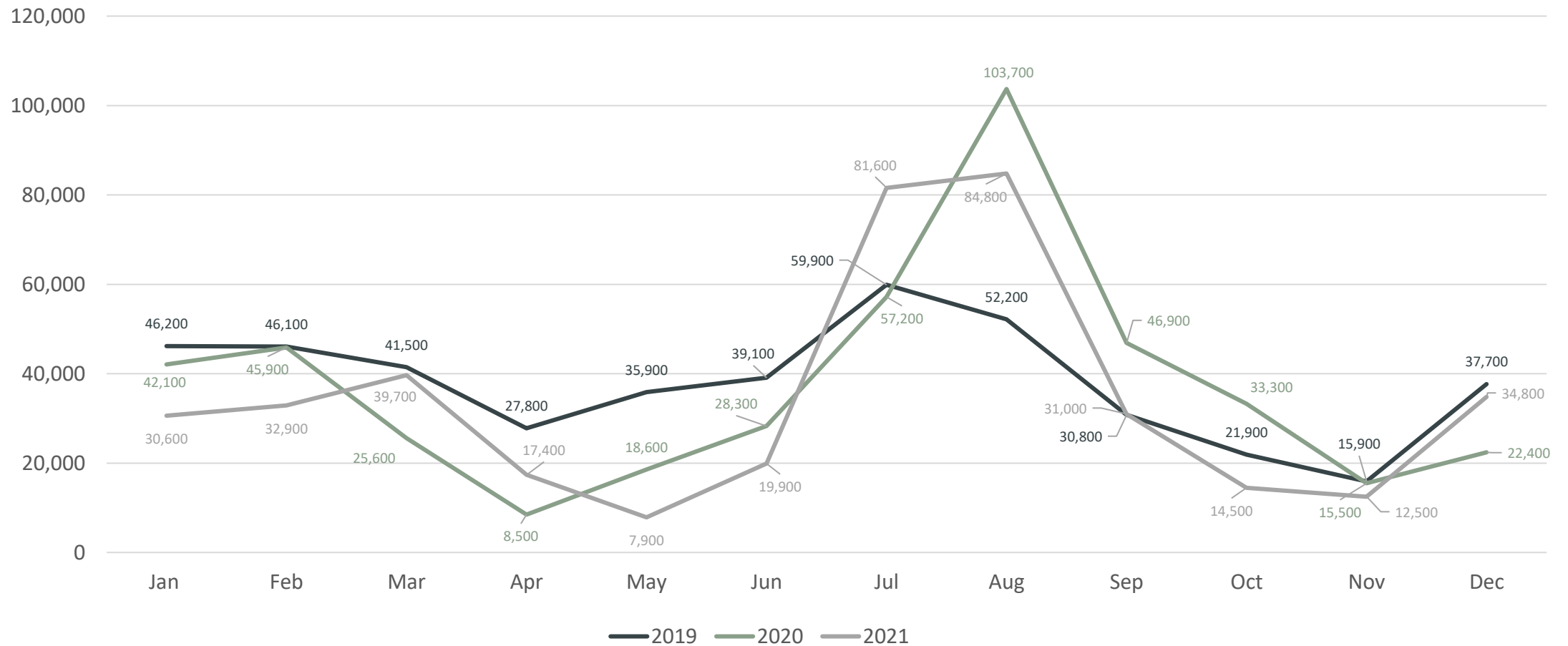
Canadian Visitation

CANADIAN TRIPS TO REVELSTOKE BY MONTH



Canadian Visitation

CANADIAN OVERNIGHT STAYS IN REVELSTOKE BY MONTH

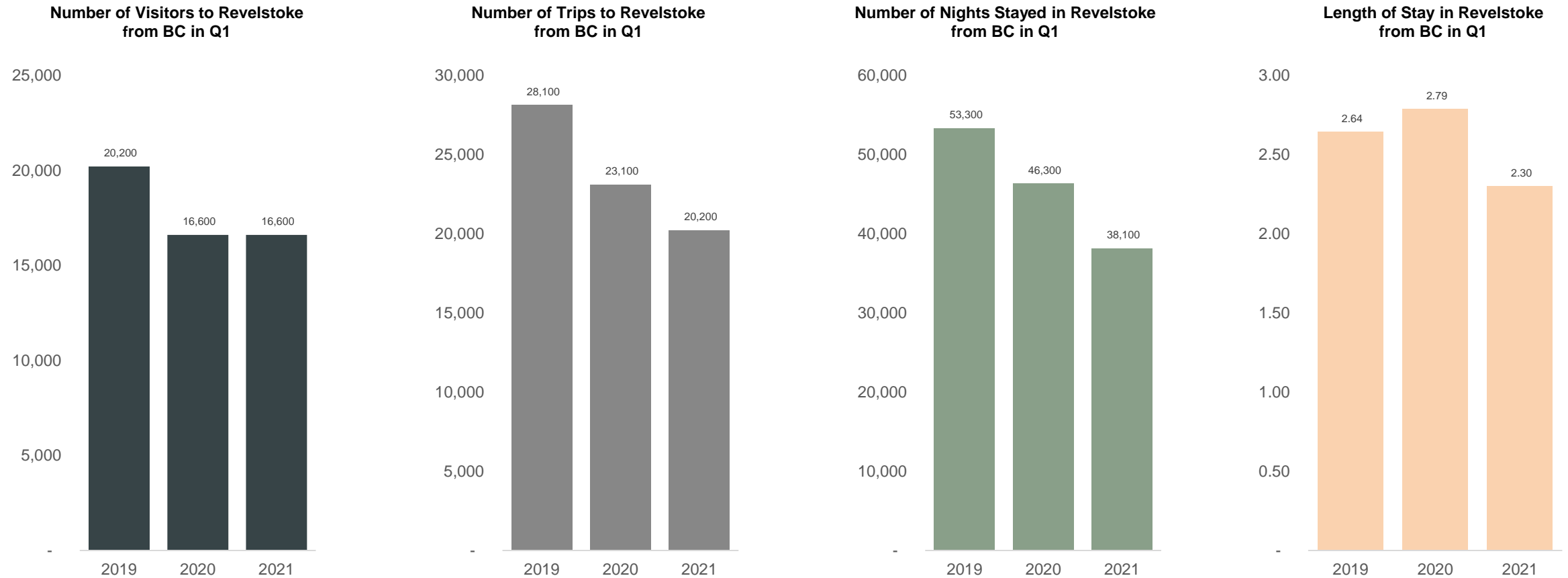




British Columbia Insights

British Columbia Visitation

BC RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q1

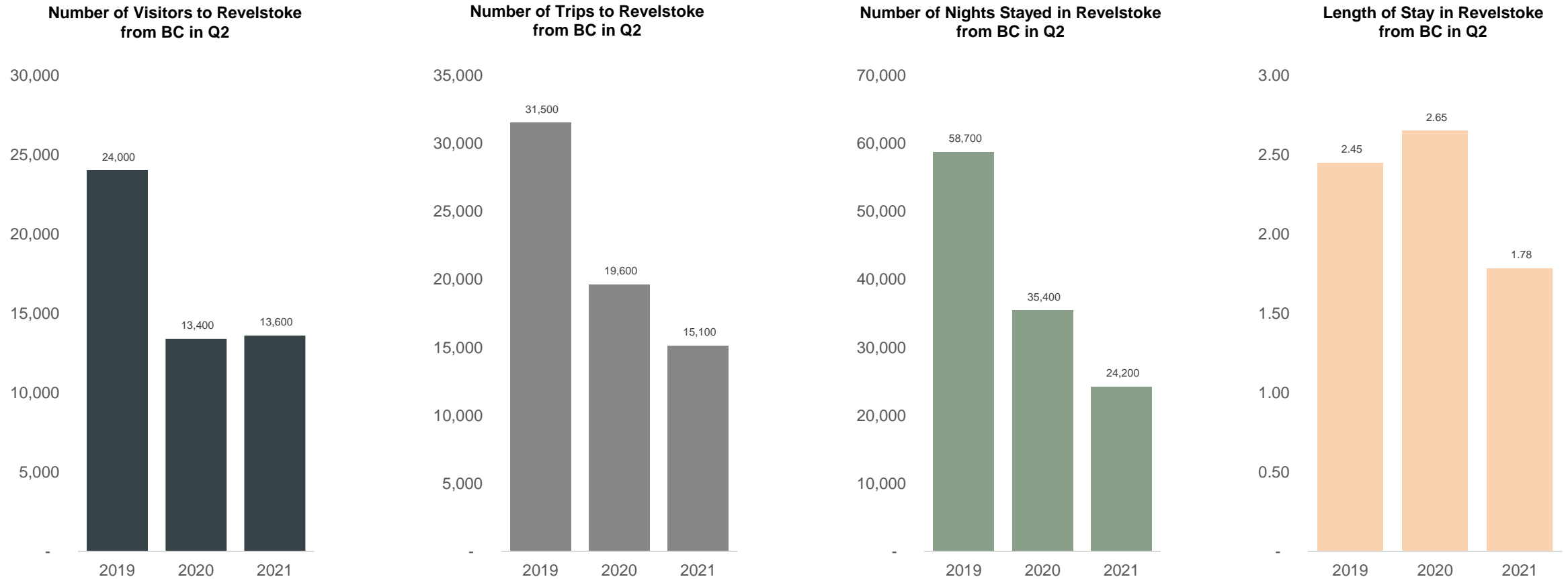


Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

British Columbia Visitation

BC RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER- Q2



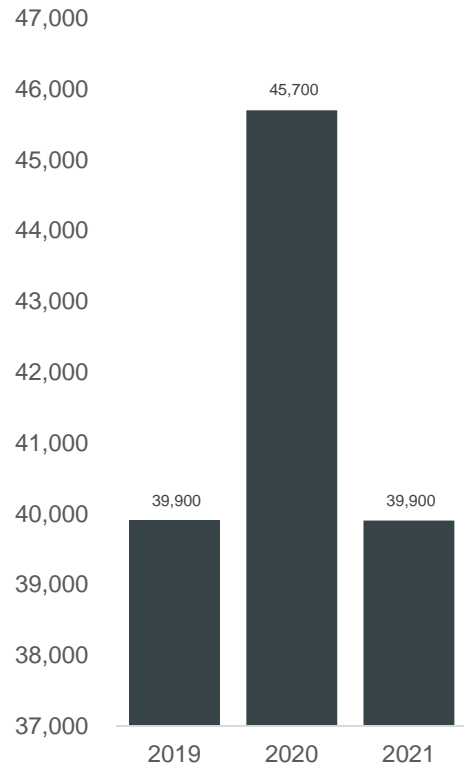
Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

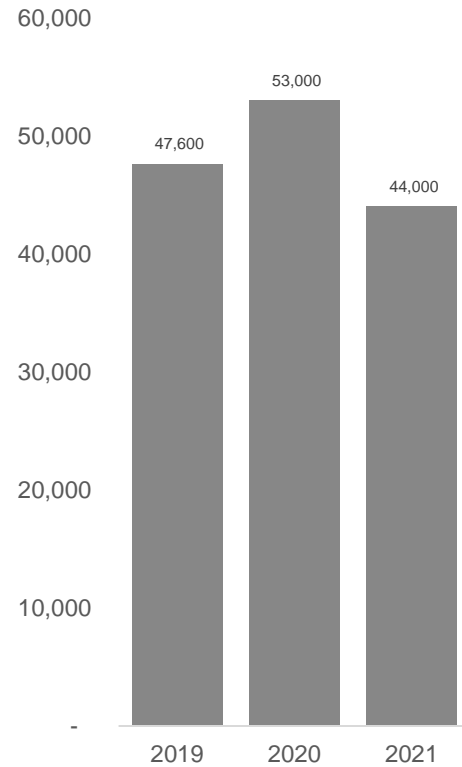
British Columbia Visitation

BC RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q3

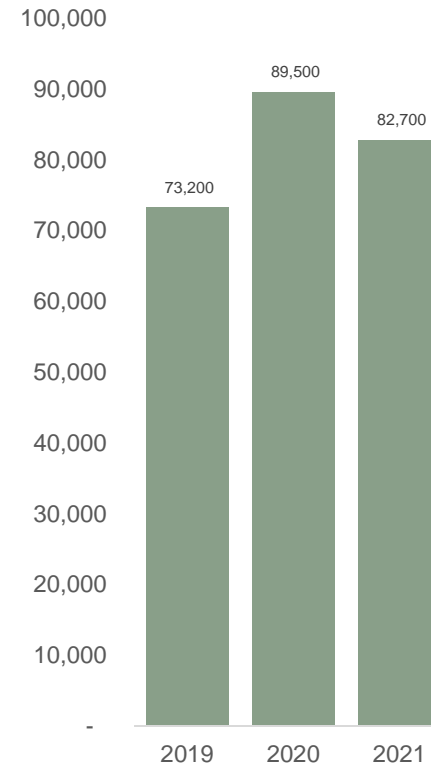
Number of Visitors to Revelstoke from BC in Q3



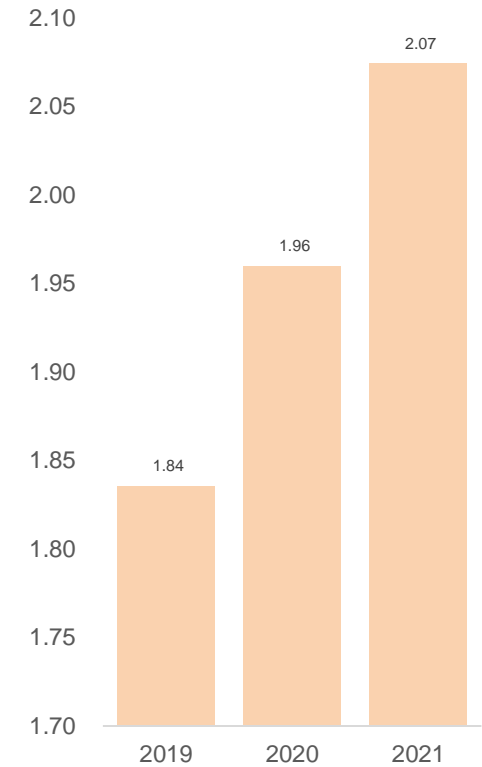
Number of Trips to Revelstoke from BC in Q3



Number of Nights Stayed in Revelstoke from BC in Q3



Length of Stay in Revelstoke from BC in Q3



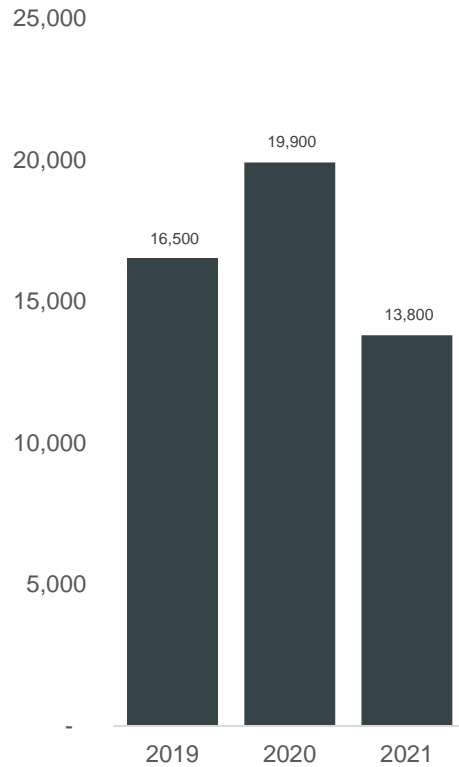
Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

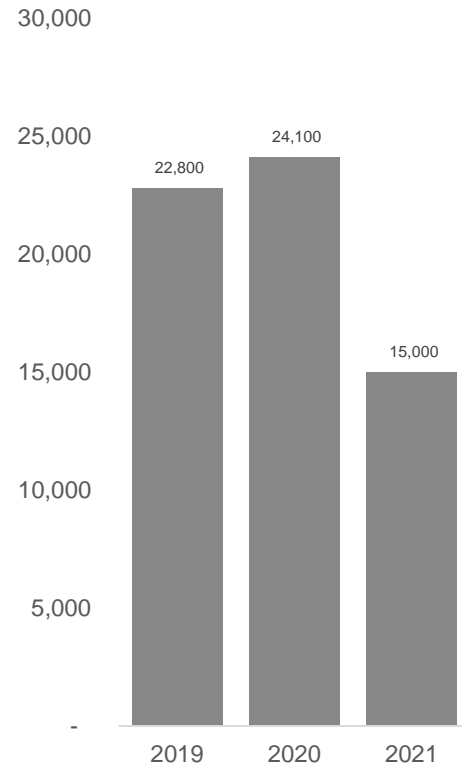
British Columbia Visitation

BC RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q4

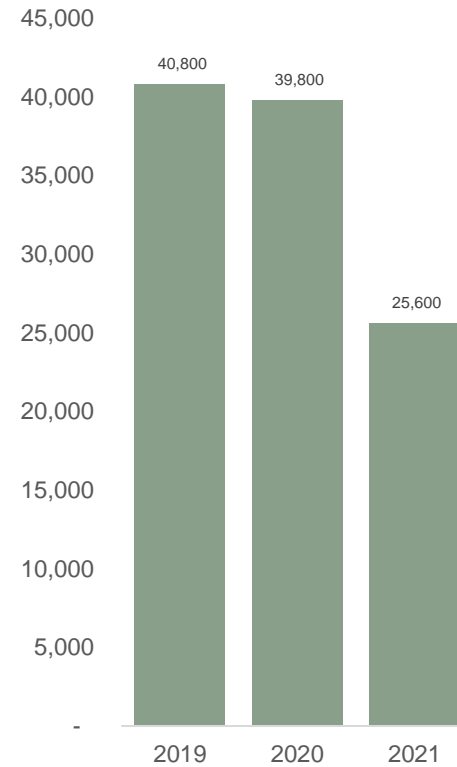
Number of Visitors to Revelstoke from BC in Q4



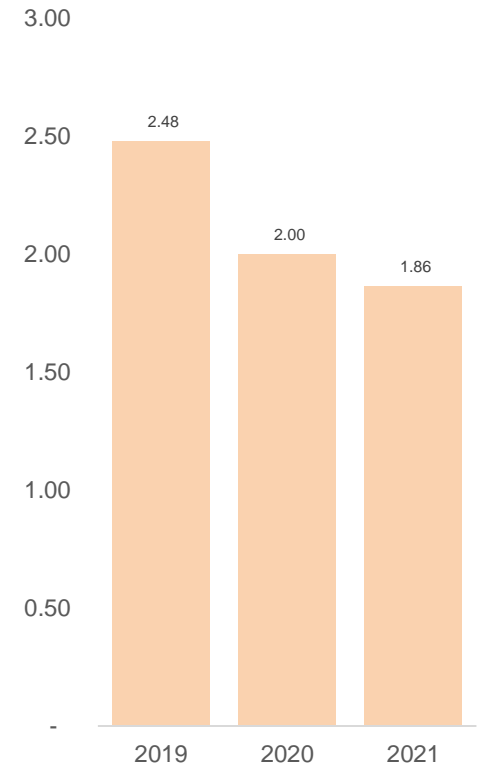
Number of Trips to Revelstoke from BC in Q4



Number of Nights Stayed in Revelstoke from BC in Q4



Length of Stay in Revelstoke from BC in Q4



Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

BC VISITORS TO REVELSTOKE BY QUARTER – Q1

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|------------|--------------------|
| Vancouver | 3,600 |
| Surrey | 1,100 |
| Abbotsford | 1,100 |
| Kelowna | 1,000 |
| Whistler | 800 |
| Kamloops | 800 |
| Chilliwack | 600 |
| Burnaby | 600 |
| Squamish | 600 |
| Vernon | 400 |

| City | 2020 Visitor Count |
|------------|--------------------|
| Vancouver | 2,700 |
| Kamloops | 1,000 |
| Kelowna | 800 |
| Burnaby | 800 |
| Richmond | 600 |
| Surrey | 600 |
| Abbotsford | 500 |
| Vernon | 400 |
| Coquitlam | 300 |
| Salmon Arm | 300 |

| City | 2021 Visitor Count |
|------------|--------------------|
| Vancouver | 2,400 |
| Abbotsford | 800 |
| Vernon | 700 |
| Salmon Arm | 700 |
| Chilliwack | 600 |
| Kamloops | 500 |
| Kelowna | 500 |
| Surrey | 500 |
| Mission | 400 |
| Burnaby | 400 |

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

BC VISITORS TO REVELSTOKE BY QUARTER – Q2

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|------------|--------------------|
| Vancouver | 2,500 |
| Surrey | 1,700 |
| Kamloops | 1,300 |
| Abbotsford | 1,200 |
| Kelowna | 1,000 |
| Burnaby | 1,000 |
| Salmon Arm | 700 |
| Richmond | 700 |
| Langley | 700 |
| Saanich | 600 |

| City | 2020 Visitor Count |
|-------------|--------------------|
| Kelowna | 1,200 |
| Surrey | 1,000 |
| Vancouver | 700 |
| Abbotsford | 600 |
| Kamloops | 600 |
| Maple Ridge | 400 |
| Chilliwack | 400 |
| Vernon | 400 |
| Coldstream | 400 |
| Burnaby | 400 |

| City | 2021 Visitor Count |
|----------------|--------------------|
| Vancouver | 1,200 |
| Surrey | 1,000 |
| Kelowna | 900 |
| Kamloops | 800 |
| Maple Ridge | 800 |
| Langley | 700 |
| Abbotsford | 600 |
| Chilliwack | 600 |
| Salmon Arm | 300 |
| Port Coquitlam | 300 |

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

BC VISITORS TO REVELSTOKE BY QUARTER – Q3

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|-----------------|--------------------|
| Vancouver | 5,100 |
| Surrey | 3,400 |
| Kelowna | 2,200 |
| Kamloops | 1,700 |
| Burnaby | 1,400 |
| Richmond | 1,200 |
| Vernon | 1,100 |
| North Vancouver | 1,000 |
| Coquitlam | 1,000 |
| Chilliwack | 900 |

| City | 2020 Visitor Count |
|------------|--------------------|
| Vancouver | 5,000 |
| Kelowna | 3,400 |
| Surrey | 3,400 |
| Kamloops | 2,500 |
| Abbotsford | 1,600 |
| Burnaby | 1,500 |
| Richmond | 1,300 |
| Coquitlam | 1,000 |
| Vernon | 1,000 |
| Chilliwack | 1,000 |

| City | 2021 Visitor Count |
|--------------|--------------------|
| Vancouver | 4,600 |
| Surrey | 4,000 |
| Kelowna | 3,700 |
| Richmond | 2,000 |
| Burnaby | 1,700 |
| Coquitlam | 1,000 |
| Kamloops | 1,100 |
| West Kelowna | 1,000 |
| Langley | 1,000 |
| Cranbrook | 1,000 |

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

BC VISITORS TO REVELSTOKE BY QUARTER – Q4

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|------------|--------------------|
| Vancouver | 2,400 |
| Kamloops | 1,100 |
| Surrey | 1,000 |
| Salmon Arm | 1,000 |
| Kelowna | 900 |
| Vernon | 500 |
| Burnaby | 500 |
| Langford | 400 |
| Richmond | 400 |
| Coquitlam | 200 |

| City | 2020 Visitor Count |
|------------|--------------------|
| Vancouver | 2,200 |
| Kamloops | 1,600 |
| Surrey | 1,100 |
| Vernon | 1,000 |
| Kelowna | 900 |
| Courtenay | 600 |
| Abbotsford | 500 |
| Coldstream | 500 |
| Chilliwack | 400 |
| Burnaby | 400 |

| City | 2021 Visitor Count |
|---------------|--------------------|
| Vancouver | 1,600 |
| Kelowna | 1,400 |
| Surrey | 1,200 |
| Kamloops | 1,000 |
| Vernon | 800 |
| Whistler | 600 |
| West Kelowna | 500 |
| Prince George | 400 |
| Coldstream | 300 |
| Burnaby | 300 |

Q4 = October | November | December

Note: All counts have been rounded to the nearest 100

Q1 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

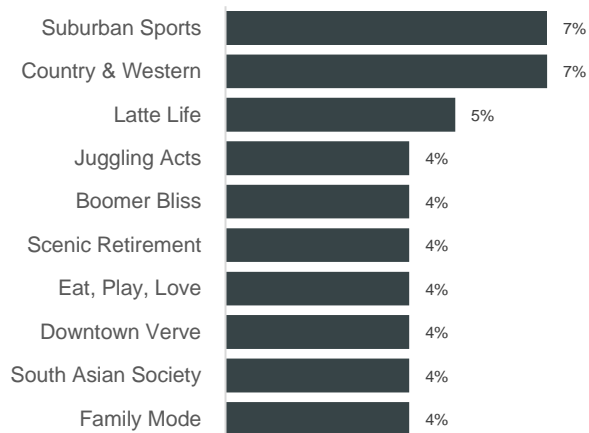
Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Latte Life were the top visiting PRIZM Segments from BC travelling to Revelstoke during Q1 2019.

Country & Western, Suburban Sports and Backcountry Boomers were the top three during Q1 2020 and Country & Western, Suburban Sports and Eat, Play, Love were the top three during Q1 2021.

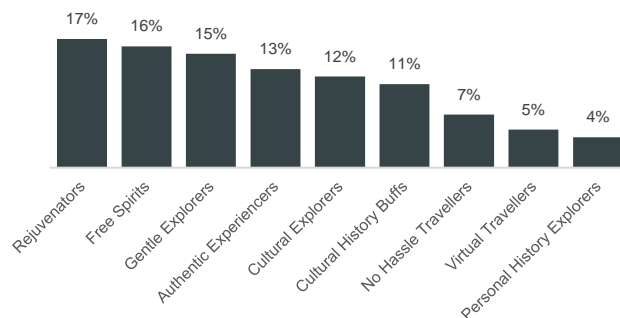
Rejuvenators, Free Spirits and Gentle Explorers were the top visiting EQ Types during Q1 2019 and Q1 2020.

Rejuvenators, Gentle Explorers & Authentic Experiencers were the top three during Q1 2021.

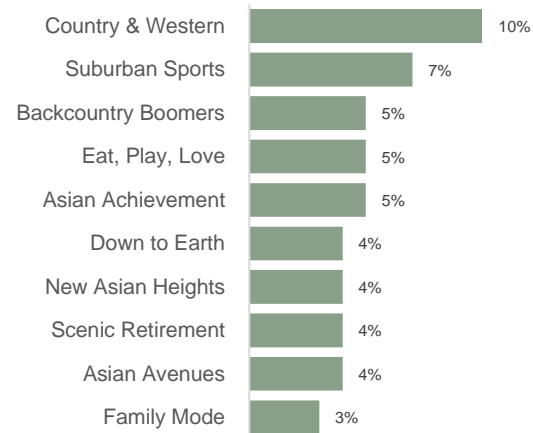
Q1 2019 BC Visitors by PRIZM Segment



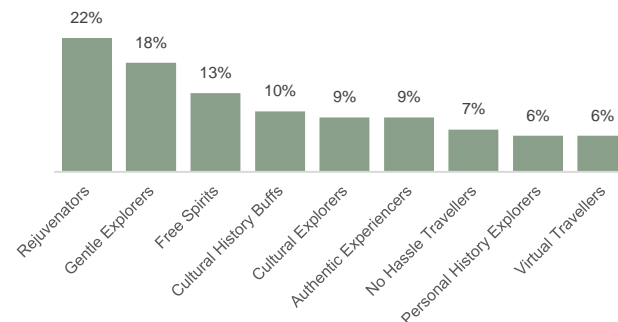
Q1 2019 BC Visitors by EQ Type



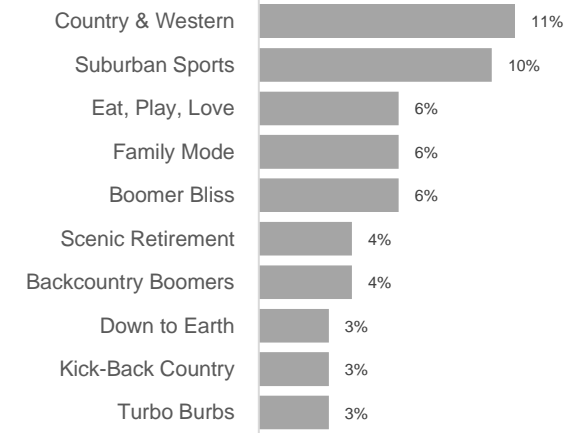
Q1 2020 BC Visitors by PRIZM Segment



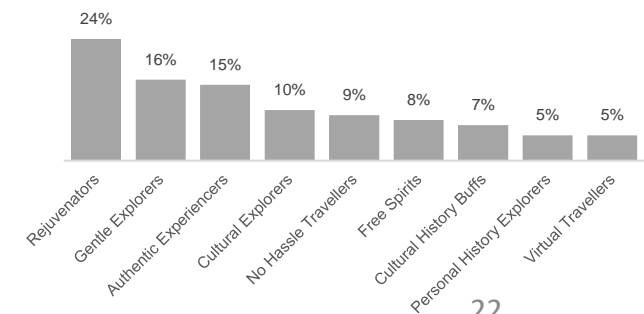
Q1 2020 BC Visitors by EQ Type



Q1 2021 BC Visitors by PRIZM Segment



Q1 2021 BC Visitors by EQ Type



Q2 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

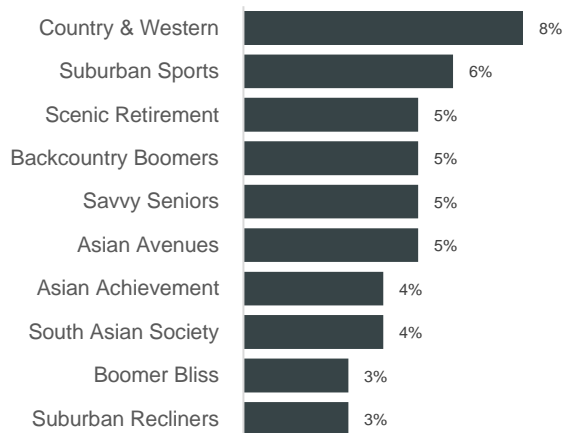
Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Scenic Retirement were the top visiting PRIZM Segments from BC travelling to Revelstoke during Q2 2019.

Suburban Sports, Country & Western and Family Mode were the top three during Q2 2020 and Q2 2021.

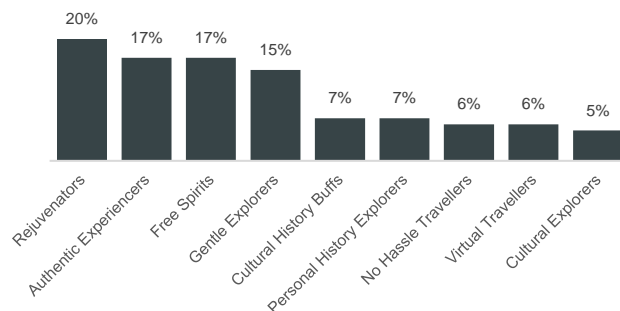
Rejuvenators, Authentic Experiencers and Free Spirits were the top visiting EQ Types during Q2 2019.

Rejuvenators, Gentle Explorers and Free Spirits were the top three during Q2 2020 and Gentle Explorers, Rejuvenators and Authentic Experiencers were the top three during Q2 2021.

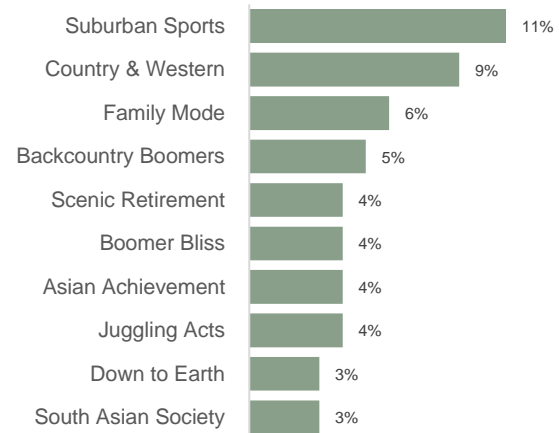
Q2 2019 BC Visitors by PRIZM Segment



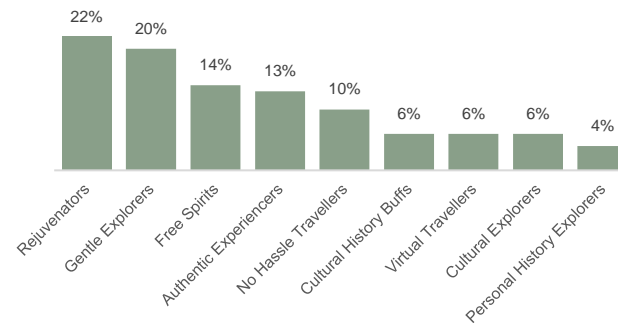
Q2 2019 BC Visitors by EQ Type



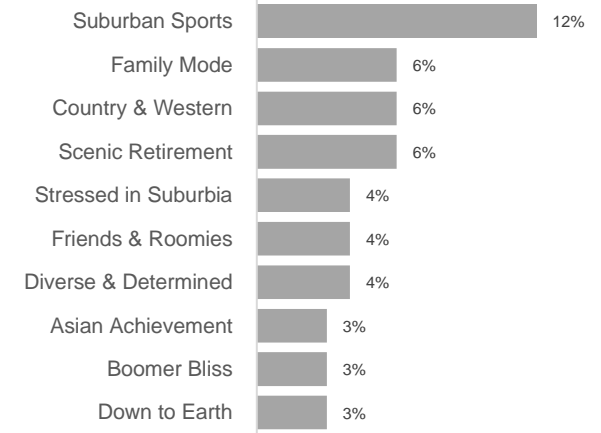
Q2 2020 BC Visitors by PRIZM Segment



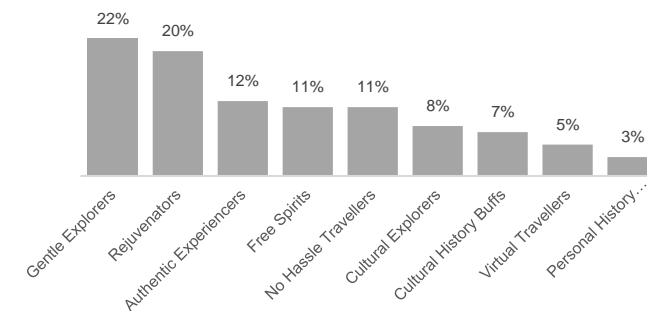
Q2 2020 BC Visitors by EQ Type



Q2 2021 BC Visitors by PRIZM Segment



Q2 2021 BC Visitors by EQ Type



Q3 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

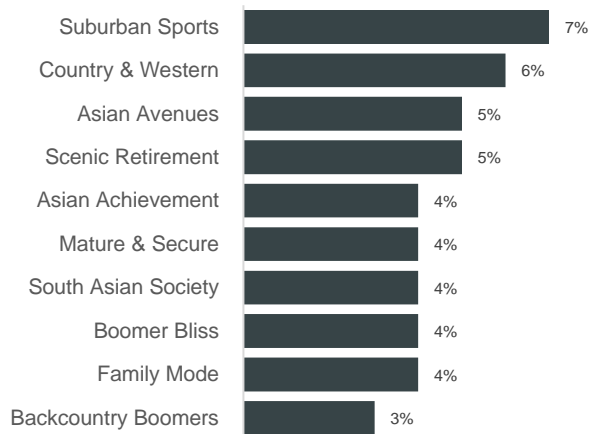
Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Asian Avenues were the top visiting PRIZM Segments from BC travelling to Revelstoke during Q3 2019.

Suburban Sports, Country & Western and Family Mode were the top three during Q3 2020 and Suburban Sports, Asian Achievement and Eat, Play, Love were the top three during Q3 2021.

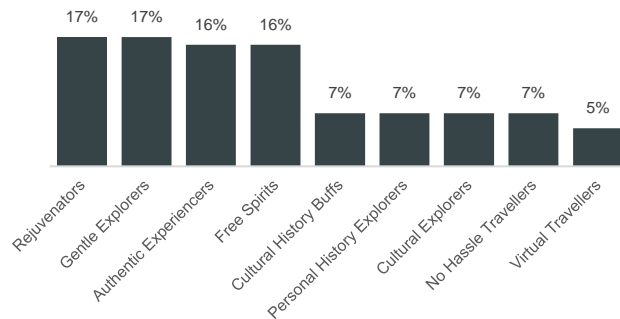
Rejuvenators, Gentle Explorers and Authentic Experiencers were the top visiting EQ Types during Q3 2019.

Rejuvenators, Gentle Explorers and Free Spirits were the top three during Q3 2020 and Free Spirits, Gentle Explorers and Rejuvenators were the top three during Q3 2021.

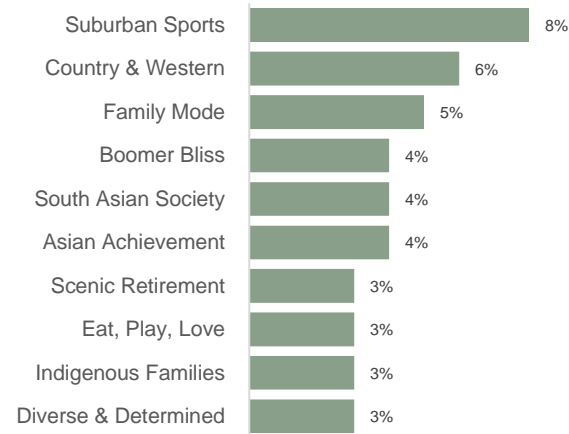
Q3 2019 BC Visitors by PRIZM Segment



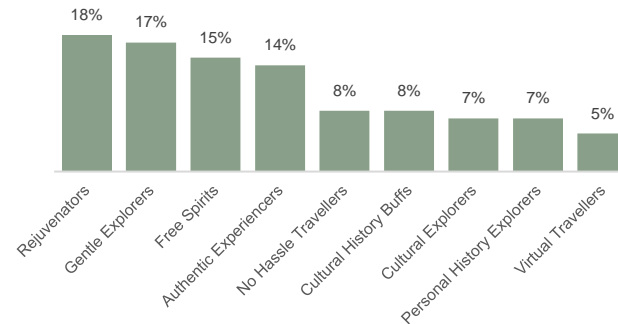
Q3 2019 BC Visitors by EQ Type



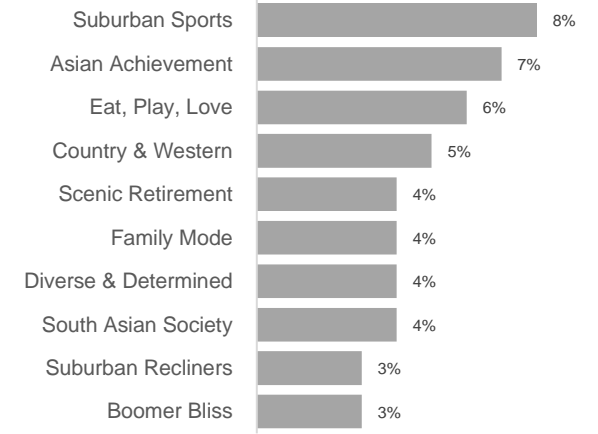
Q3 2020 BC Visitors by PRIZM Segment



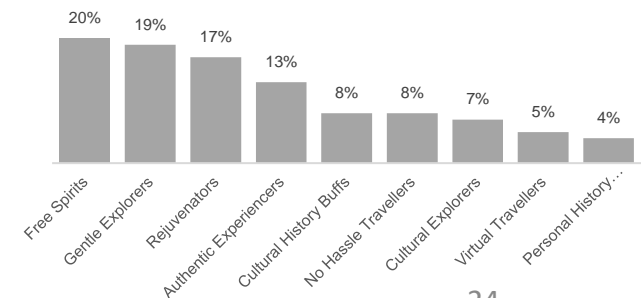
Q3 2020 BC Visitors by EQ Type



Q3 2021 BC Visitors by PRIZM Segment



Q3 2021 BC Visitors by EQ Type



Q4 2019, 2020 & 2021: BC Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

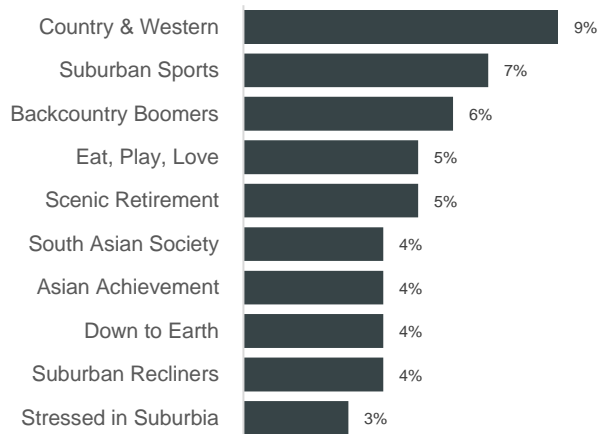
Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC travelling to Revelstoke during Q4 2019.

Country & Western, Suburban Sports and Scenic Retirement were the top three during Q4 2020 and Country & Western, Family Mode and Suburban Sports were the top three during Q4 2021.

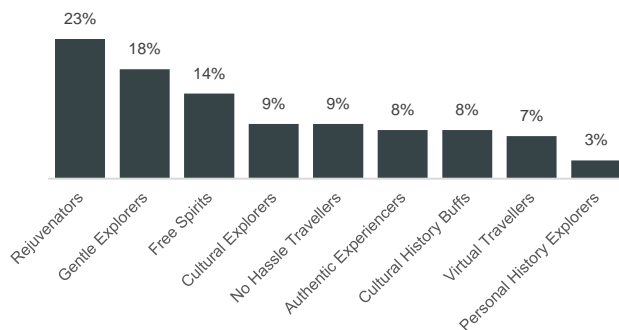
Rejuvenators, Gentle Explorers and Free Spirits were the top visiting EQ Types during Q4 2019 and 2021.

Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three during Q4 2020.

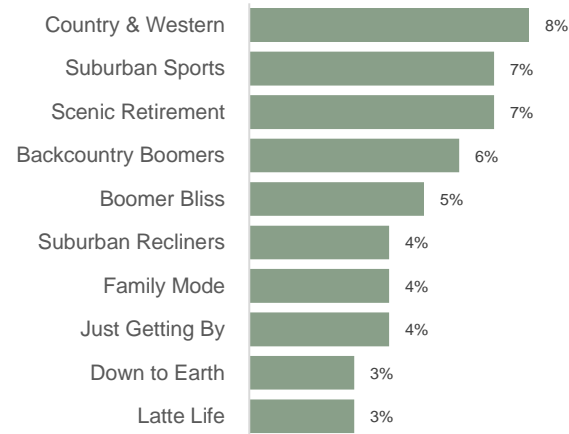
Q4 2019 BC Visitors by PRIZM Segment



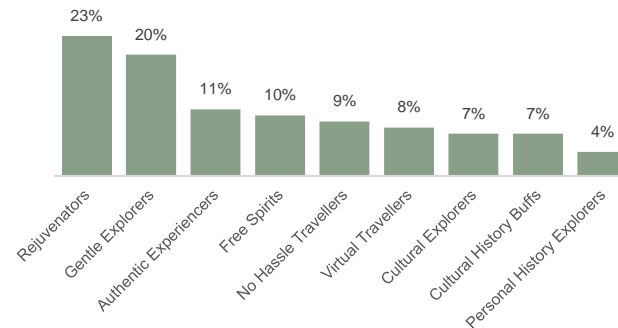
Q4 2019 BC Visitors by EQ Type



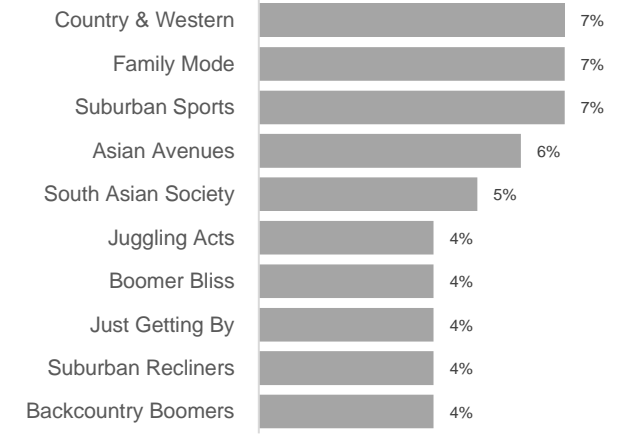
Q4 2020 BC Visitors by PRIZM Segment



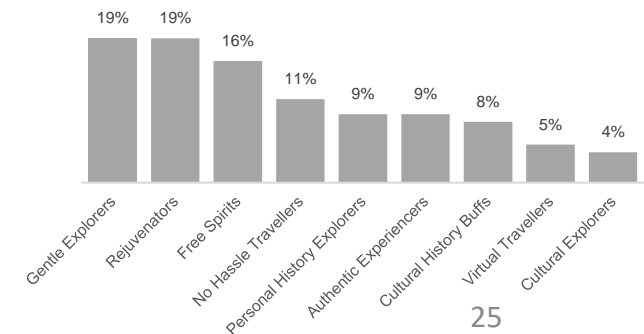
Q4 2020 BC Visitors by EQ Type



Q4 2021 BC Visitors by PRIZM Segment

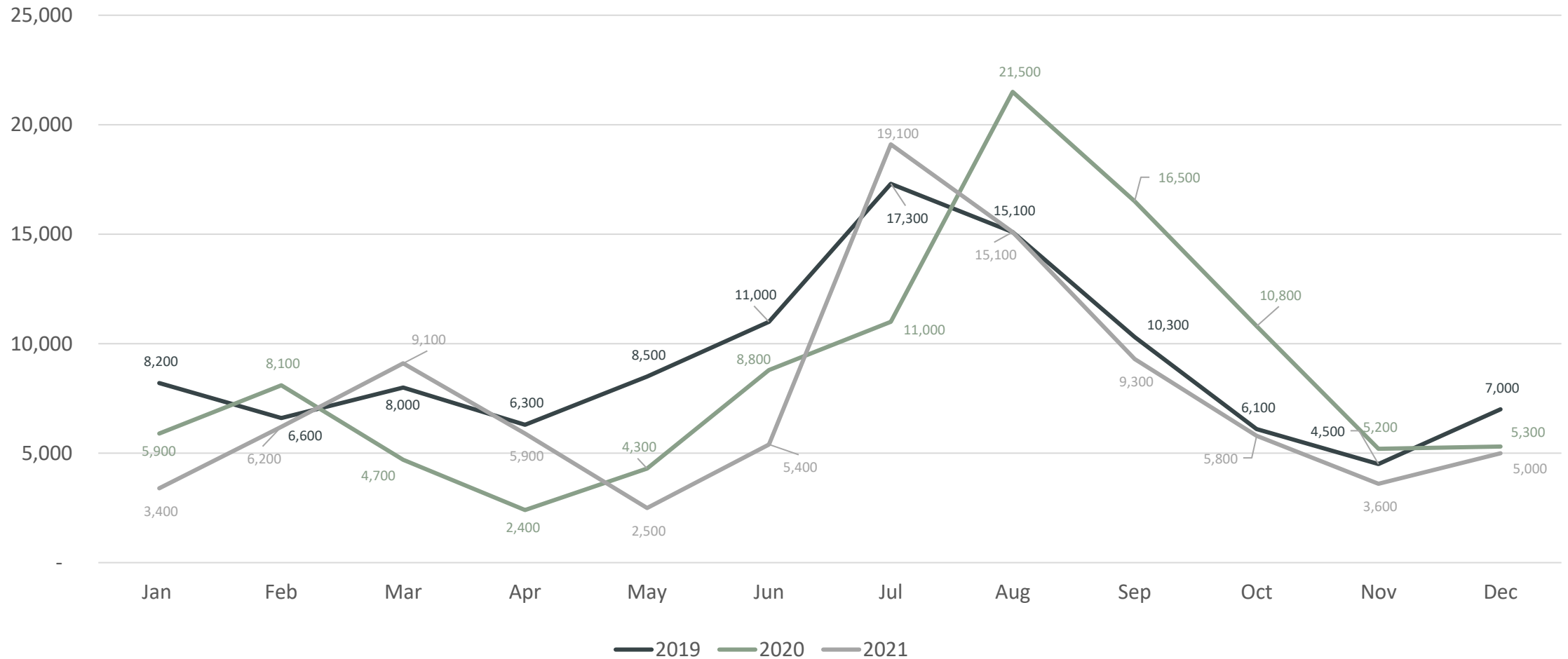


Q4 2021 BC Visitors by EQ Type



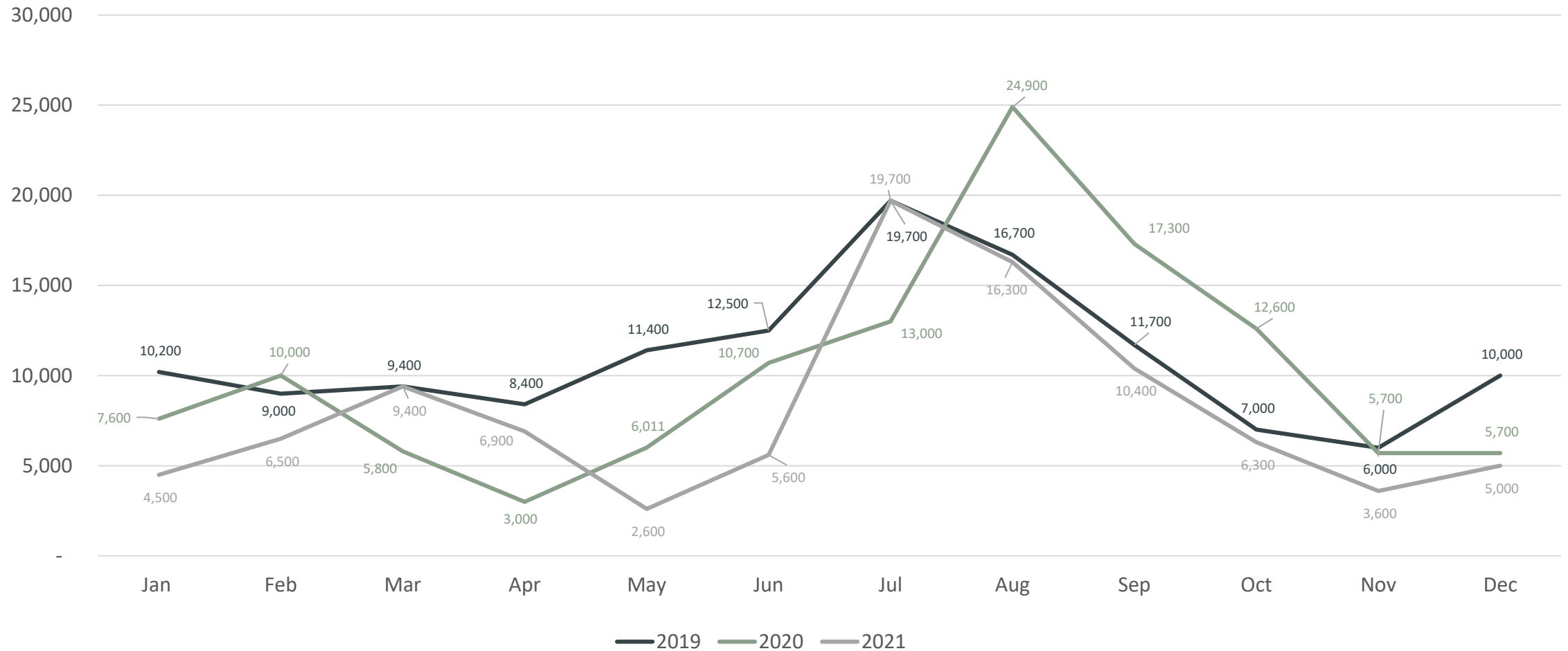
British Columbian Visitation

BC VISITORS TRAVELLING TO REVELSTOKE BY MONTH



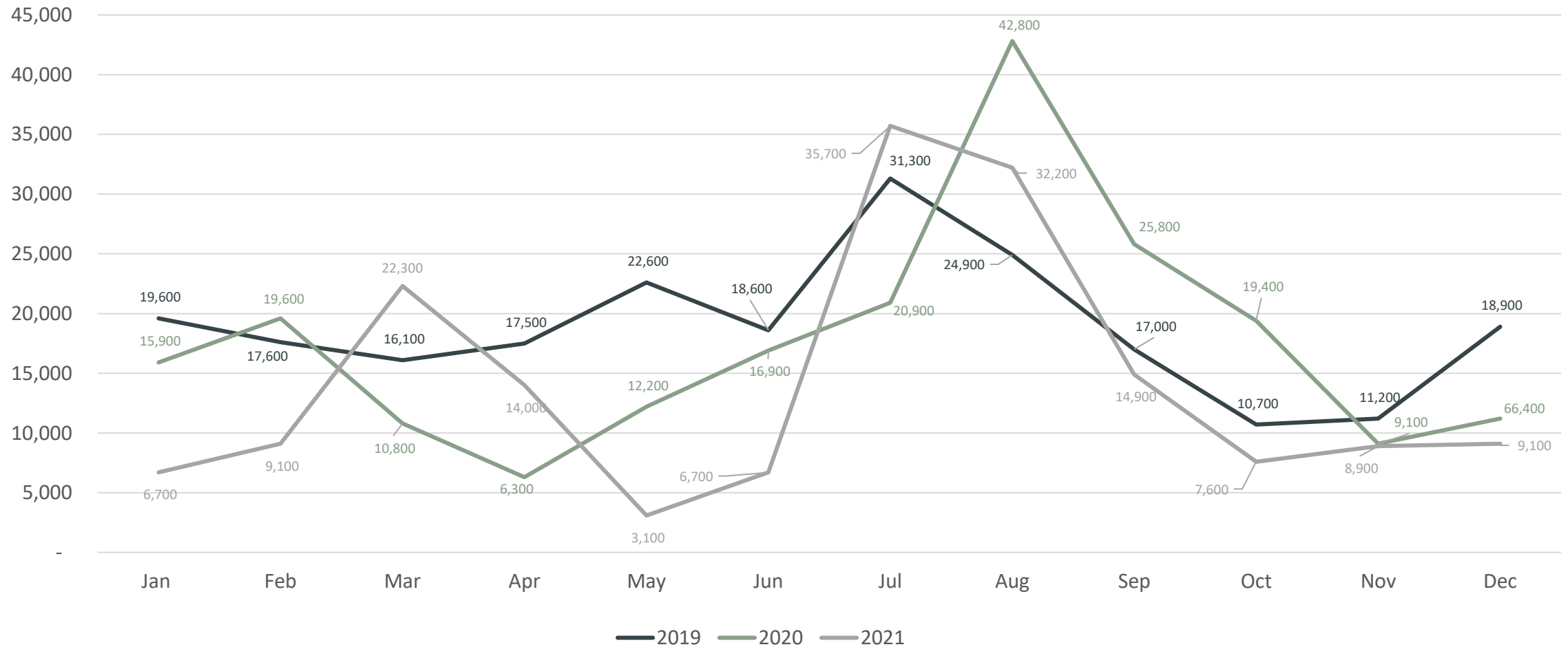
British Columbian Visitation

BC TRIPS TO REVELSTOKE BY MONTH



British Columbian Visitation

BC OVERNIGHT STAYS IN REVELSTOKE BY MONTH





BC TOP PRIZM SEGMENTS

2021 BC PRIZM Segment Summary

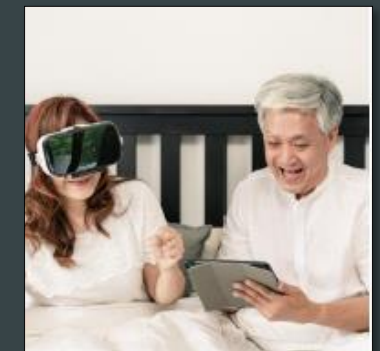
Asian Achievement

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 55 |
| Children at Home | 54.9% of couples have children living at home (Above Average) |
| Household Income | Above Average Household Income of \$128,169 compared to BC at \$113,574. |
| Top Social Value | Brand Genuineness, Ostentatious Consumption, and Importance of Aesthetics. |
| Top Tourism Activities | Swimming, Camping, and Hiking/Backpacking. Above Average interest in Adventure Sports, Snowboarding, and Dinner Theatres. |
| Travel | Below Average interest for travelling within Canada (Above Average for Whistler), Asian Achievement from British Columbia spent an average of \$1,611 (Average) on their last vacation. |
| Social Media | 72% currently use Facebook (Average), 39.2% use Instagram (Average), 26.7% use Twitter (Average) and 72.5% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Asian Avenues

General Canadian Summary

- Urban, middle-income Asian families and singles with teenage and older children
- Mixed Educations with white-collar and service sector jobs
- Value traditional family, connecting with others and technology
- Top Geography: Burnaby, Vancouver, Toronto, Ottawa, Montreal
- EQ Type: Personal History Explorers

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Asian Avenues rank 7th, making up 80,351 households, or 4% of the total Households in British Columbia (2,018,734) |
| Maintainer Age | Median Household Maintainer Age is 53 |
| Children at Home | 52.3% of couples have children living at home (Above Average) |
| Household Income | Average Household Income of \$108,440 compared to BC at \$113,574 |
| Top Social Value | Ostentatious Consumption, Ecological Fatalism, and Traditional Family |
| Top Tourism Activities | Swimming, Hiking/Backpacking, and Camping. Above Average interest in Video Arcades/Indoor Amusement Centres, Snowboarding, Curling, and Film Festivals. |
| Travel | Average interest for travelling within Canada (Above Average for Whistler, Victoria, Toronto, and Montreal), Asian Avenues from British Columbia spent an average of \$1,644 (Average) on their last vacation. |
| Social Media | 70% currently use Facebook (Average), 38% use Instagram (Average), 27.9% use Twitter (Average) and 75.9% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Backcountry Boomers

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 63 |
| Children at Home | 63.3% of couples do not have children living at home (Above Average) |
| Household Income | Below Average Household Income of \$90,992 compared to BC at \$113,574 |
| Top Social Value | Attraction to Nature, Utilitarian Consumption, and Financial Concern Regarding the Future |
| Top Tourism Activities | Hiking/Backpacking, Swimming, and Camping. Above Average interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks. |
| Travel | Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary Banff, Ottawa, and Manitoba), Backcountry Boomers from British Columbia spent an average of \$1,865 (Above Average) on their last vacation. |
| Social Media | 82.2% currently use Facebook, 30.2% use Instagram (Below Average), 19.3% use Twitter (Below Average), and 67.8% use YouTube. |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Country & Western

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 57 |
| Children at Home | 52.7% of couples do not have children living at home (Above Average). |
| Household Income | Below Average Household Income of \$97,206 compared to BC at \$113,574. |
| Top Social Value | Attraction to Nature, Emotional Control, and Utilitarian Consumerism. |
| Top Tourism Activities | Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking. |
| Travel | Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, Other Alberta, Calgary, Jasper, Ottawa, and Manitoba), Country & Western from British Columbia spent an average of \$1,750 (Average) on their last vacation. |
| Social Media | 83.4% currently use Facebook, 30.7% use Instagram (Below Average), 20.5% use Twitter (Below Average), and 68.9% use YouTube. |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Eat, Play, Love

General Canadian Summary

- Younger urban singles. Over half of households contain single or divorced individuals
- University Education (Most educated of all 67 segments)
- White-collar positions in Business, Science, Education and Management
- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking
- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary
- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 9th, making up 73,122 households, or 4% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 43 |
| Children at Home | 65.5% of couples do not have children living at home (Above Average). |
| Household Income | Average Household Income of \$119,193 compared to BC at \$113,574. |
| Top Social Value | Sexual Permissiveness, Culture Sampling, and Social Learning |
| Top Tourism Activities | Swimming, Visiting Parks/City Gardens, and Hiking/Backpacking. Above Average interest in Pilates/Yoga, Beer/Food/Wine Festivals, and Snowboarding. |
| Travel | Average interest for travelling within Canada (Above Average for Toronto, Other Ontario, and Quebec City), Eat, Play, Love from British Columbia spent an average of \$1,855 (Above Average) on their last vacation. |
| Social Media | 76% currently use Facebook, 52.6% use Instagram (Above Average), 37% use Twitter (Above Average), and 79.2% use YouTube (Above Average). |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Family Mode

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 51 |
| Children at Home | 50.7% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$143,652 compared to BC at \$113,574. |
| Top Social Value | Need for Escape, Flexible Families, and Rejection of Orderliness |
| Top Tourism Activities | Camping, Swimming, and Cycling. Above Average interest in Canoeing/Kayaking, Golfing, and Fishing/Hunting. |
| Travel | Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Victoria, Other Alberta, Calgary, Banff, Montreal, and Jasper), Family Mode from British Columbia spent an average of \$1,477 (Below Average) on their last vacation. |
| Social Media | 74.8% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.6% use YouTube. |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Latte Life

General Canadian Summary

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments
- University Education
- Entry-level positions in Education, Arts, Business and Science
- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media
- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax
- EQ Type: Cultural History Buffs

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 16th, making up 54,307 households, or 2.7% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 41 |
| Children at Home | 65.7% of couples do not have children living at home (Above Average) |
| Household Income | Below Average Household Income of \$95,519 compared to BC at \$113,574 |
| Top Social Value | Rejection of Authority, Culture Sampling, and Social Learning |
| Top Tourism Activities | Hiking/Backpacking, Visiting Parks/City Gardens, and Swimming. Above Average interest in Bars/Restaurant Bars, Photography, and Pilates/Yoga |
| Travel | Above Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, Saskatchewan, and Other Ontario), Latte Life from British Columbia spent an average of \$1,614 (Average) on their last vacation. |
| Social Media | 79.4% currently use Facebook, 50.3% use Instagram (Above Average), 36.5% use Twitter (Above Average), and 80.1% use YouTube (Above Average). |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Scenic Retirement

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 64 |
| Children at Home | 60.6% of couples do not have children living at home (Above Average). |
| Household Income | Average Household Income of \$106,335 compared to BC at \$113,574. |
| Top Social Value | Duty, Emotional Control, and Cultural Assimilation |
| Top Tourism Activities | Swimming, Hiking/Backpacking, and Camping. Above Average interest in Visiting Parks/City Gardens, Photography, and Fishing/Hunting. |
| Travel | Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Calgary, Banff, Ottawa, and Manitoba), Scenic Retirement from British Columbia spent an average of \$1,847 (Above Average) on their last vacation. |
| Social Media | 78.4% currently use Facebook, 30.6% use Instagram (Below Average), 20.7% use Twitter (Below Average), and 70% use YouTube. |



Source: Environics Analytics- Envision 2021

2021 BC PRIZM Segment Summary

Suburban Sports

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | British Columbia Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 47.1% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$127,861 compared to BC at \$113,574. |
| Top Social Value | Rejection of Orderliness, Need for Escape, and Racial Fusion |
| Top Tourism Activities | Swimming, Camping, and Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Golfing. |
| Travel | Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, and Jasper), Suburban Sports from British Columbia spent an average of \$1,566 (Average) on their last vacation. |
| Social Media | 76.8% currently use Facebook, 36.9% use Instagram, 24.6% use Twitter, and 69.3% use YouTube. |



Source: Environics Analytics- Envision 2021



BC TOP EQ TYPES

2021 BC EQ Type Summary

Authentic Experiencers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 4th, making up 276,802 households, or 13.7% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 59 |
| Children at Home | 46% of couples do not have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$160,372 compared to BC at \$113,574. |
| Top Social Value | Culture Sampling, Legacy and National Pride |
| Top Tourism Activities | Swimming, Camping, Cycling Above average interest in Downhill Skiing and Sporting Events |
| Travel | Average interest for travelling within Canada. Authentic Experiencers from British Columbia spent an average of \$1,769 (Average) on their last vacation. |
| Social Media | 75% currently use Facebook (Average), 37% use Instagram (Average), 25% use Twitter (Average) and 70% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 BC EQ Type Summary

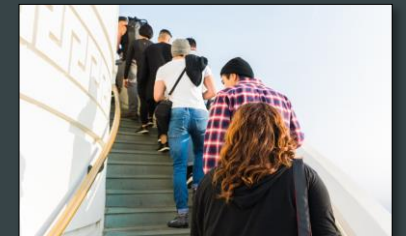
Free Spirits

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 323,033 households, or 16% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 56% of couples have children living at home (Above Average). |
| Household Income | Average Household Income of \$121,583 compared to BC at \$113,574. |
| Top Social Value | Consumption Evangelism, Traditional Family, Multiculturalism |
| Top Tourism Activities | Camping, Swimming, Hiking/Backpacking. Above average interest in Video Arcades, Adventure Sports, Snowboarding |
| Travel | Average interest for travelling within Canada (Above Average for Whistler). Free Spirits from British Columbia spent an average of \$1,523 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 BC EQ Type Summary

Gentle Explorers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | British Columbia Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 54 |
| Children at Home | 43% of couples do not have children living at home (Average). |
| Household Income | Below Average Household Income of \$99,208 compared to BC at \$113,574. |
| Top Social Value | Need for Escape, Racial Fusion, Flexible Families |
| Top Tourism Activities | Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing |
| Travel | Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of \$1,558 (Average) on their last vacation. |
| Social Media | 79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 BC EQ Type Summary

Rejuvenators

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | British Columbia Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 3rd, making up 296,119 households, or 14.7% of the total Households in British Columbia (2,018,734). |
| Maintainer Age | Median Household Maintainer Age is 59 |
| Children at Home | 54% of couples do not have children living at home (Above Average). |
| Household Income | Average Household Income of \$106,423 compared to BC at \$113,574. |
| Top Social Value | Attraction to Nature, Emotional Control, Community Involvement |
| Top Tourism Activities | Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing |
| Travel | Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa), Rejuvenators from British Columbia spent an average of \$1,775 (Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 61% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

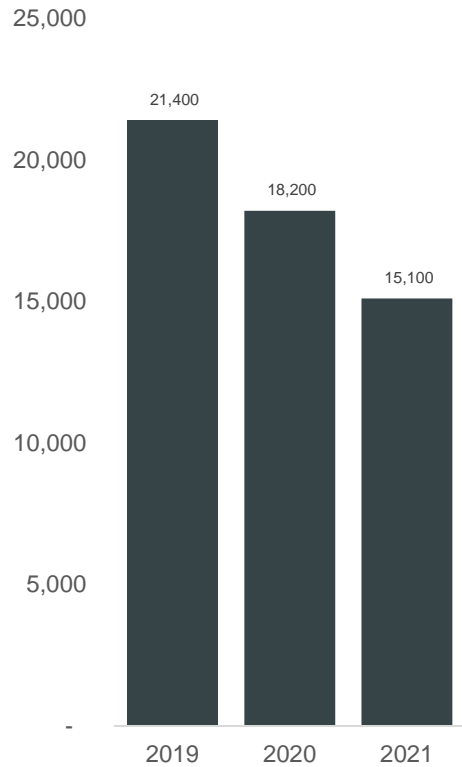


Alberta Insights

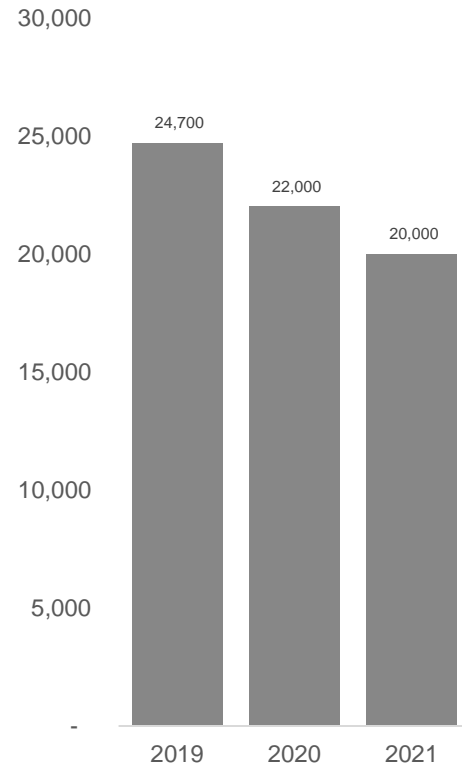
Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q1

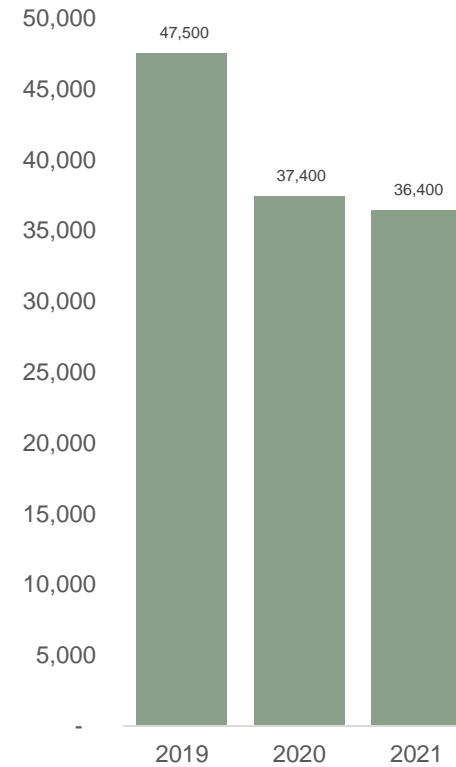
Number of Visitors to Revelstoke from AB in Q1



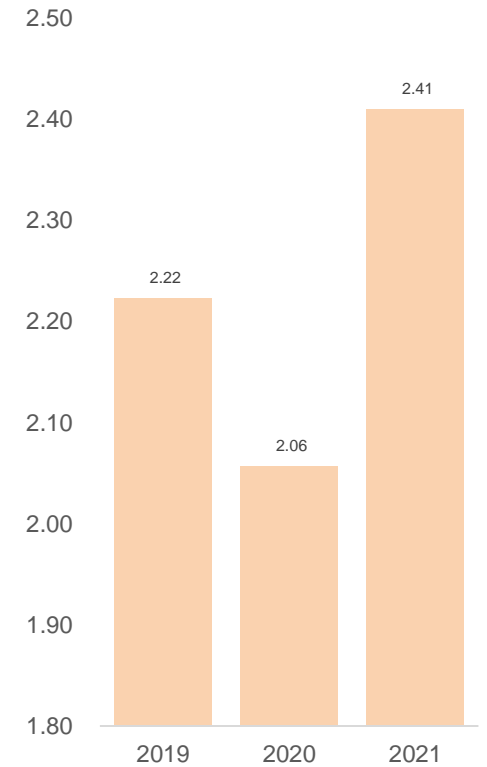
Number of Trips to Revelstoke from AB in Q1



Number of Nights Stayed in Revelstoke from AB in Q1



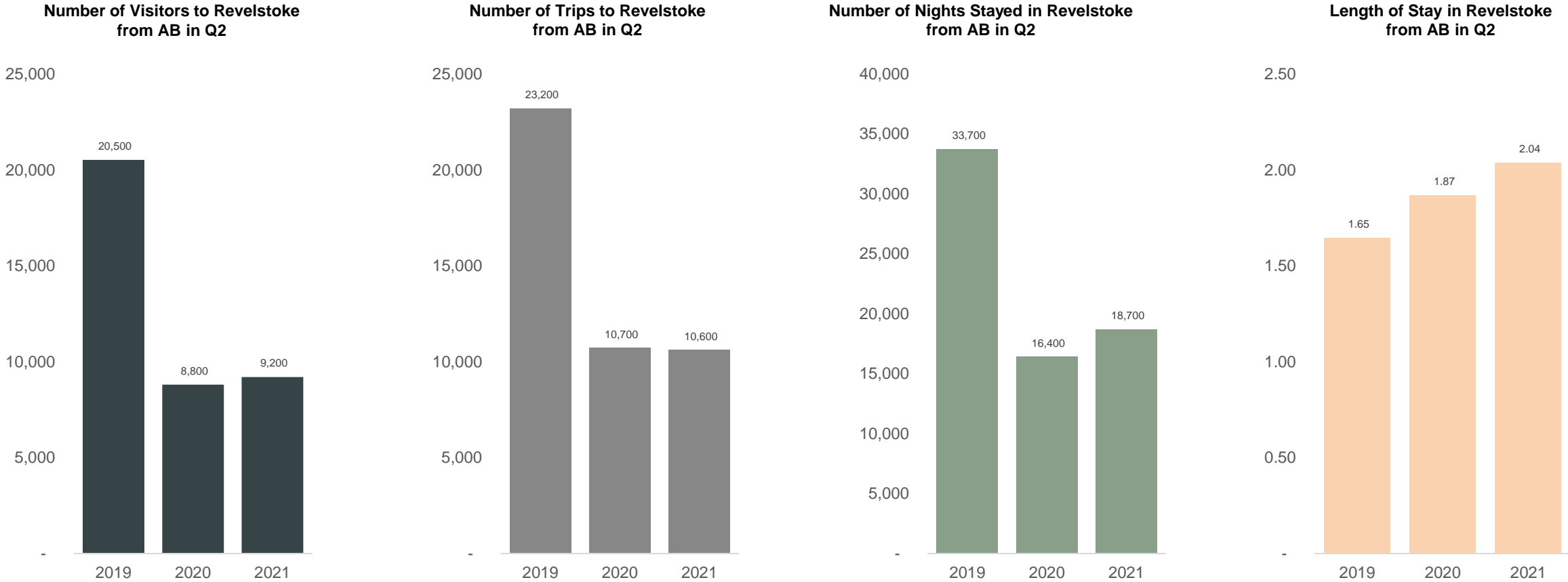
Length of Stay in Revelstoke from AB in Q1



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

Alberta Visitation

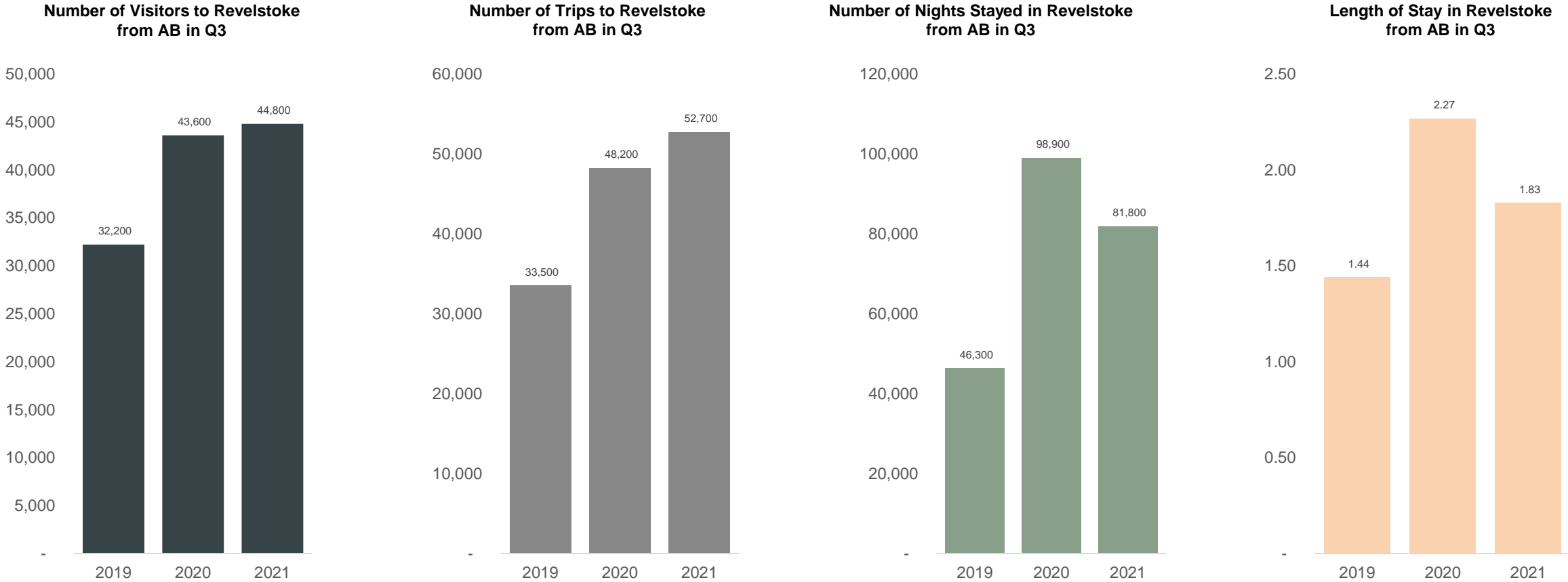
ALBERTA RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q2



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

Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q3

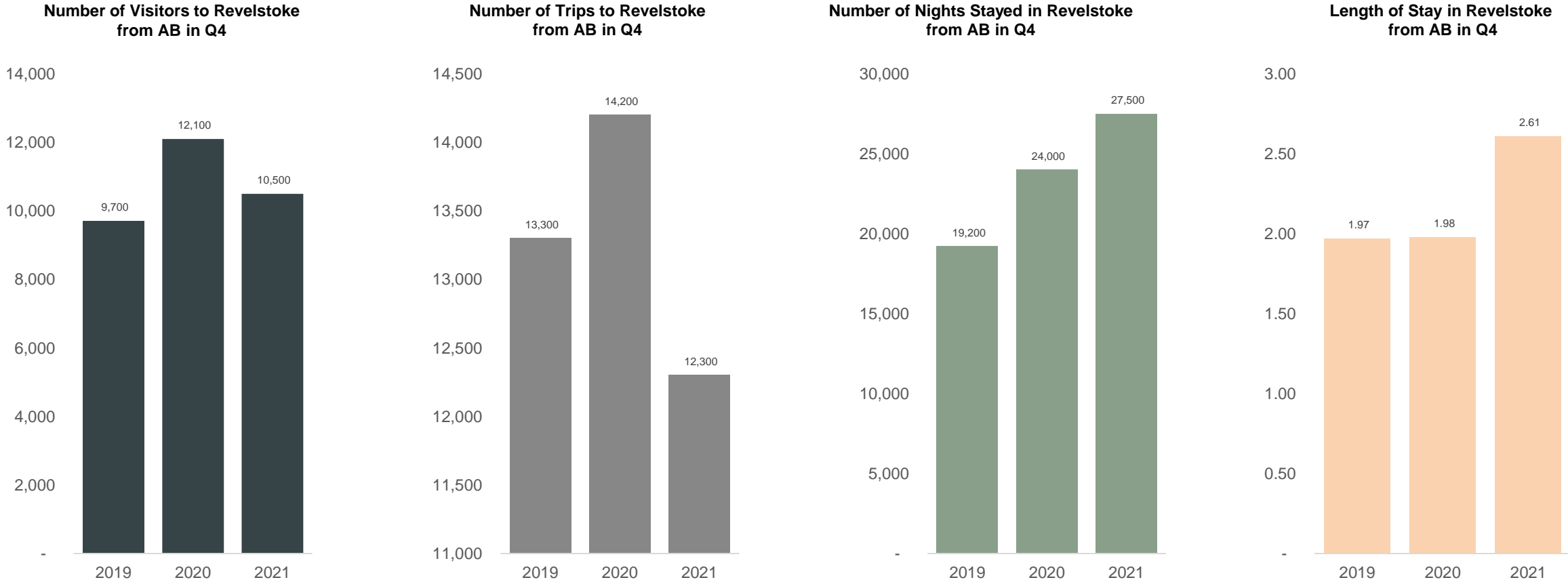


Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

Alberta Visitation

ALBERTA RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q4



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

ALBERTA VISITORS TO REVELSTOKE BY QUARTER – Q1

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|-------------------|--------------------|
| Calgary | 8,400 |
| Edmonton | 2,800 |
| Canmore | 1,200 |
| Banff | 800 |
| Rocky View County | 600 |
| Grande Prairie | 500 |
| Red Deer | 400 |
| Airdrie | 300 |
| Strathcona County | 300 |
| St. Albert | 300 |

| City | 2020 Visitor Count |
|-------------------|--------------------|
| Calgary | 7,700 |
| Edmonton | 2,400 |
| Canmore | 1,100 |
| Banff | 500 |
| Rocky View County | 400 |
| Red Deer | 300 |
| Strathcona County | 300 |
| Airdrie | 300 |
| Lethbridge | 200 |
| Yellowhead County | 200 |

| City | 2021 Visitor Count |
|-------------------|--------------------|
| Calgary | 5,500 |
| Edmonton | 1,200 |
| Airdrie | 600 |
| Red Deer County | 400 |
| Okotoks | 400 |
| Wood Buffalo | 300 |
| Strathcona County | 300 |
| Rocky View County | 300 |
| Red Deer | 300 |
| Cochrane | 300 |

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO REVELSTOKE BY QUARTER – Q2

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|-------------------|--------------------|
| Calgary | 9,800 |
| Edmonton | 3,200 |
| Lethbridge | 500 |
| Rocky View County | 400 |
| Medicine Hat | 400 |
| Strathcona County | 400 |
| Canmore | 400 |
| Red Deer County | 300 |
| Airdrie | 300 |
| Red Deer | 200 |

| City | 2020 Visitor Count |
|-------------------|--------------------|
| Calgary | 2,900 |
| Edmonton | 1,100 |
| Red Deer | 600 |
| Grande Prairie | 500 |
| Strathcona County | 300 |
| Canmore | 200 |
| St. Albert | 200 |
| Spruce Grove | 200 |
| Rocky View County | 200 |
| Camrose | 100 |

| City | 2021 Visitor Count |
|-------------------|--------------------|
| Calgary | 4,300 |
| Edmonton | 500 |
| Canmore | 500 |
| Red Deer | 400 |
| Airdrie | 400 |
| Banff | 300 |
| Rocky View County | 200 |
| Strathcona County | 200 |
| Okotoks | 100 |
| Foothills No. 31 | 100 |

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO REVELSTOKE BY QUARTER – Q3

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|-------------------|--------------------|
| Calgary | 13,000 |
| Edmonton | 4,800 |
| Red Deer | 1,300 |
| Airdrie | 1,000 |
| Strathcona County | 700 |
| Okotoks | 500 |
| Medicine Hat | 500 |
| Rocky View County | 500 |
| Cochrane | 400 |
| St. Albert | 400 |

| City | 2020 Visitor Count |
|-------------------|--------------------|
| Calgary | 17,500 |
| Edmonton | 5,500 |
| Wood Buffalo | 4,300 |
| Red Deer | 1,300 |
| Lethbridge | 900 |
| Strathcona County | 800 |
| Airdrie | 700 |
| Medicine Hat | 700 |
| Rocky View County | 600 |
| Canmore | 600 |

| City | 2021 Visitor Count |
|-------------------|--------------------|
| Calgary | 21,100 |
| Edmonton | 7,200 |
| Airdrie | 1,400 |
| Red Deer | 1,300 |
| Strathcona County | 1,000 |
| Wood Buffalo | 700 |
| St. Albert | 600 |
| Grande Prairie | 600 |
| Rocky View County | 500 |
| Okotoks | 500 |

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

ALBERTA VISITORS TO REVELSTOKE BY QUARTER – Q4

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|-------------------|--------------------|
| Calgary | 3,900 |
| Edmonton | 1,100 |
| Lethbridge | 400 |
| Airdrie | 300 |
| Red Deer | 300 |
| Strathcona County | 200 |
| Yellowhead County | 200 |
| St. Albert | 200 |
| Canmore | 200 |
| Rocky View County | 200 |

| City | 2020 Visitor Count |
|-------------------|--------------------|
| Calgary | 5,000 |
| Edmonton | 2,100 |
| Canmore | 600 |
| Red Deer | 400 |
| Airdrie | 300 |
| Rocky View County | 300 |
| Wetaskiwin | 200 |
| Foothills No. 31 | 200 |
| Strathcona County | 200 |
| St. Albert | 200 |

| City | 2021 Visitor Count |
|-------------------|--------------------|
| Calgary | 4,200 |
| Edmonton | 1,900 |
| Airdrie | 800 |
| Red Deer | 400 |
| Strathcona County | 300 |
| St. Albert | 300 |
| Cochrane | 300 |
| Okotoks | 200 |
| Westlock | 200 |
| Foothills No. 31 | 200 |

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

Q1 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

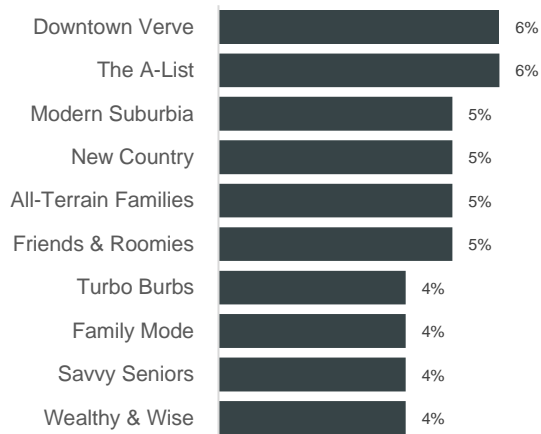
Of the 67 PRIZM Segments identified in Canada – Downtown Verve, The A-List and Modern Suburbia were the top visiting PRIZM Segments from Alberta travelling to Revelstoke during Q1 2019.

Modern Suburbia, New Country and Mid-City Mellow were the top three during Q1 2020 and New Country, Modern Suburbia and Family Mode were the top three during Q1 2021.

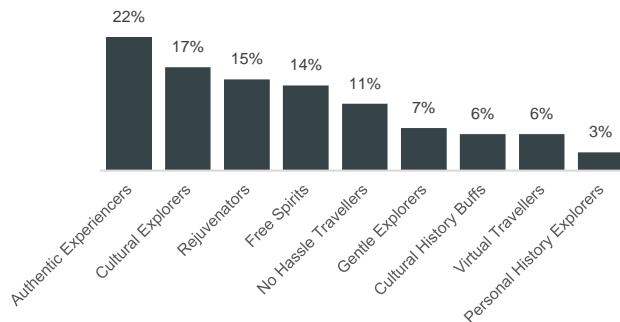
Authentic Experiencers, Cultural Explorers and Rejuvenators were the top visiting EQ Types during Q1 2019.

Authentic Experiencers, Free Spirits and Rejuvenators were the top three during Q1 202 and Rejuvenators, Free Spirits and No Hassle Travellers were the top three during Q1 2021.

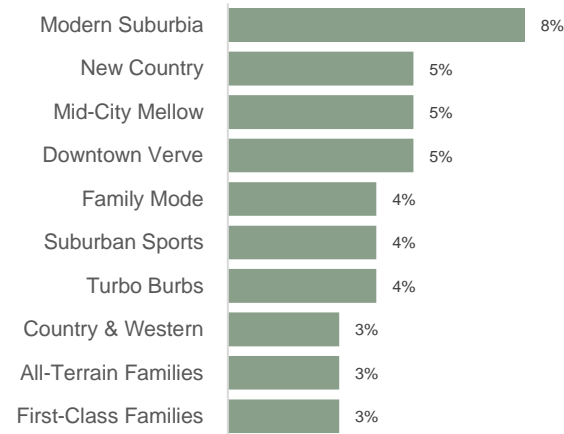
Q1 2019 AB Visitors by PRIZM Segment



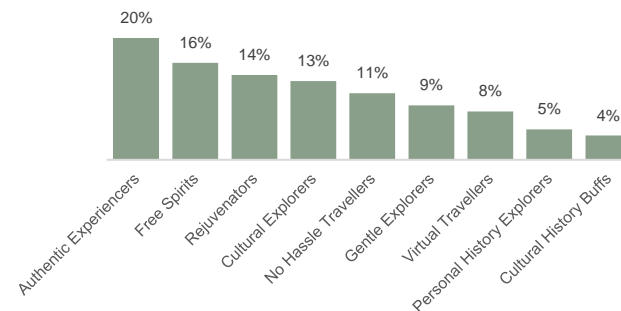
Q1 2019 AB Visitors by EQ Type



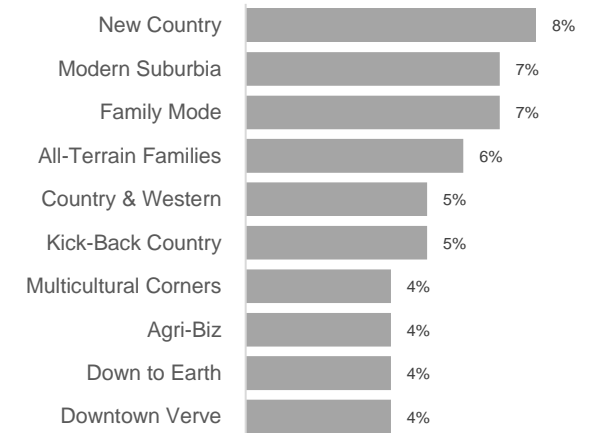
Q1 2020 AB Visitors by PRIZM Segment



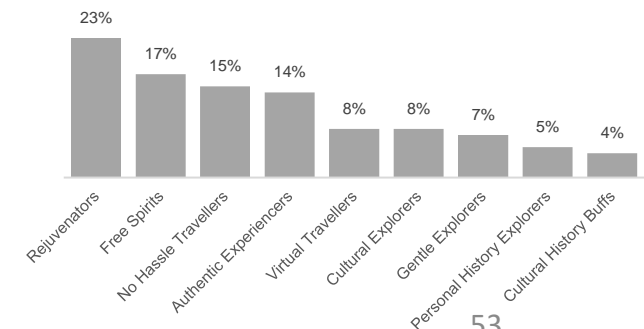
Q1 2020 AB Visitors by EQ Type



Q1 2021 AB Visitors by PRIZM Segment



Q1 2021 AB Visitors by EQ Type



Q2 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Revelstoke

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

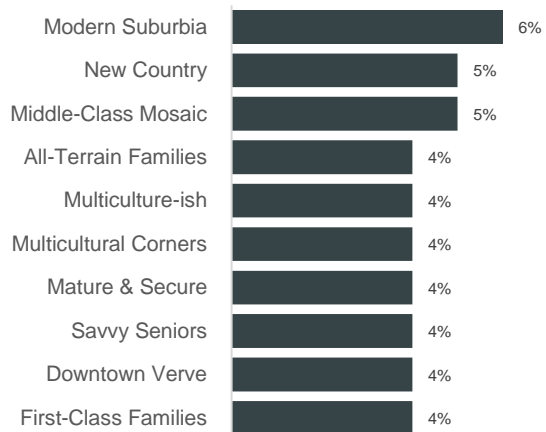
Overview

Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, New Country and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta travelling to Revelstoke during Q2 2019.

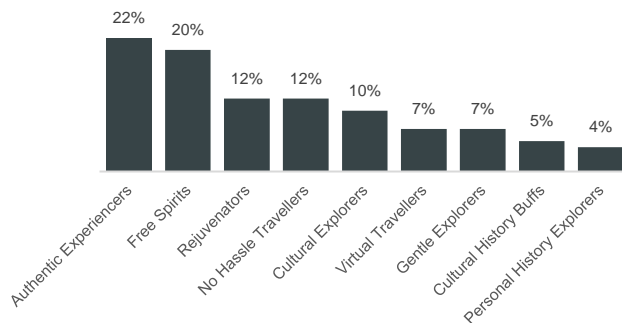
All-Terrain Families, Modern Suburbia and Family Mode were the top three during Q2 2020 and Middle-Class Mosaic, All-Terrain Families and Multicultural Corners were the top three during Q2 2021.

Authentic Experiencers, Free Spirits and Rejuvenators were the top visiting EQ Types during Q2 2019. Free Spirits, Authentic Experiencers and Gentle Explorers were the top three during Q2 2020 and Authentic Experiencers, No Hassle Travellers and Free Spirits were the top three during Q2 2021.

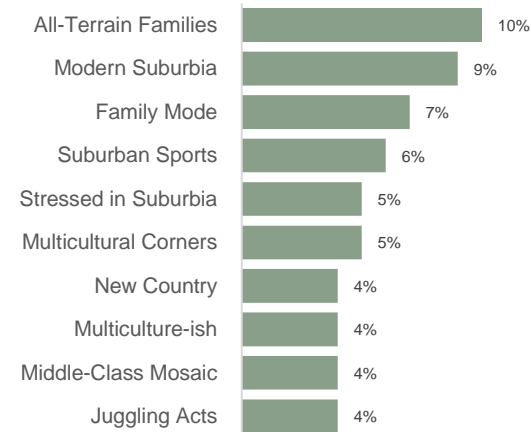
Q2 2019 AB Visitors by PRIZM Segment



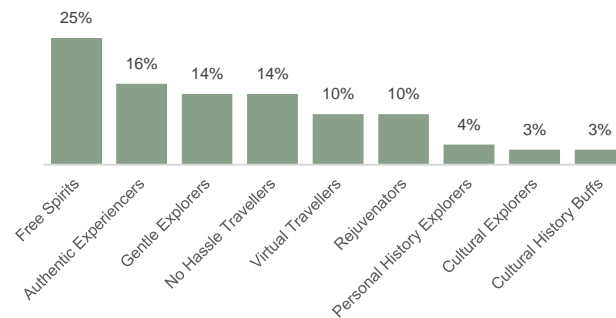
Q2 2019 AB Visitors by EQ Type



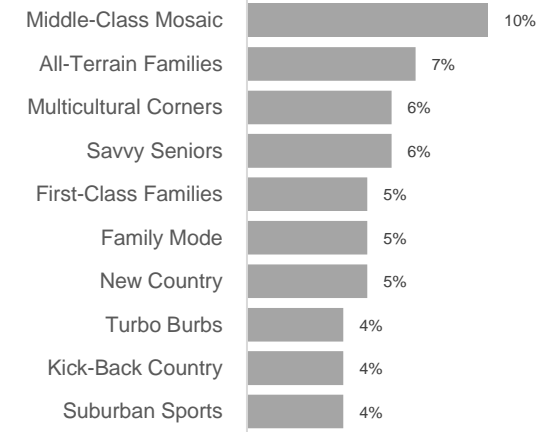
Q2 2020 AB Visitors by PRIZM Segment



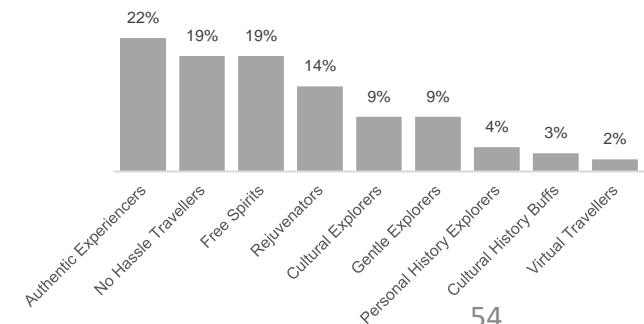
Q2 2020 AB Visitors by EQ Type



Q2 2021 AB Visitors by PRIZM Segment



Q2 2021 AB Visitors by EQ Type



Q3 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

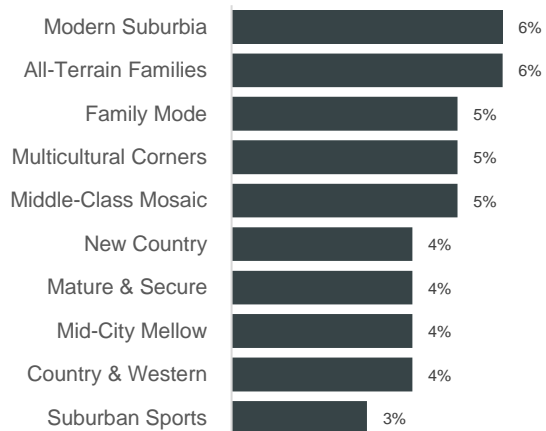
Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta travelling to Revelstoke during Q3 2019 and 2020.

Modern Suburbia, Multiculture-ish and Middle-Class Mosaic and were the top three during Q3 2021.

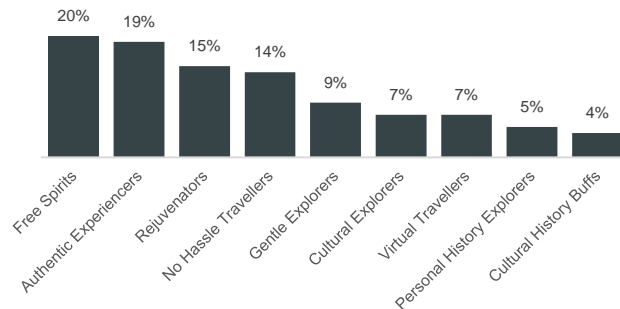
Free Spirits, Authentic Experiencers and Rejuvenators were the top visiting EQ Types during Q3 2019.

Free Spirits, Authentic Experiencers and Virtual Travellers were the top three during Q3 2020 and Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three during Q3 2021.

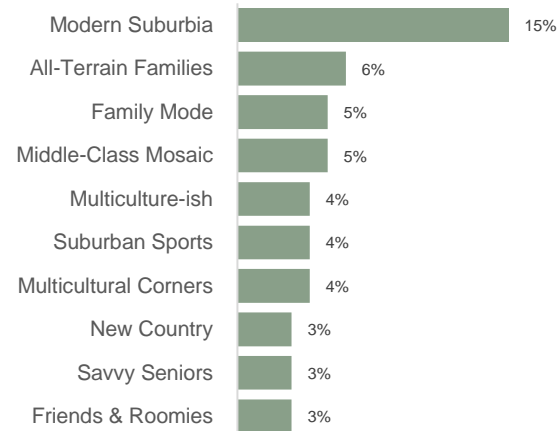
Q3 2019 AB Visitors by PRIZM Segment



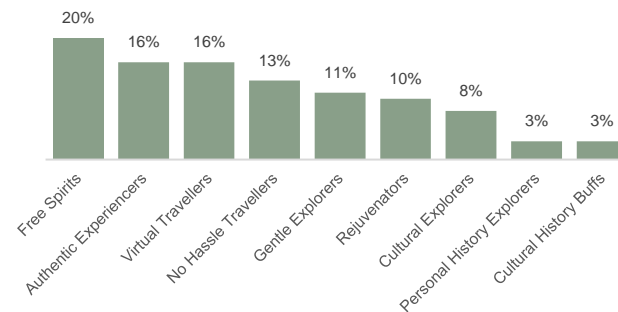
Q3 2019 AB Visitors by EQ Type



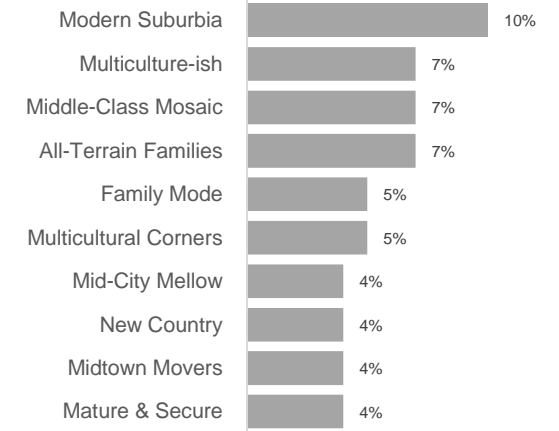
Q3 2020 AB Visitors by PRIZM Segment



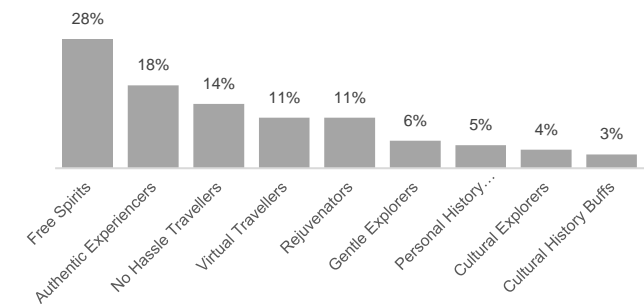
Q3 2020 AB Visitors by EQ Type



Q3 2021 AB Visitors by PRIZM Segment



Q3 2021 AB Visitors by EQ Type



Q4 2019, 2020 & 2021: Alberta Visitors by PRIZM & EQ Type

Revelstoke

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

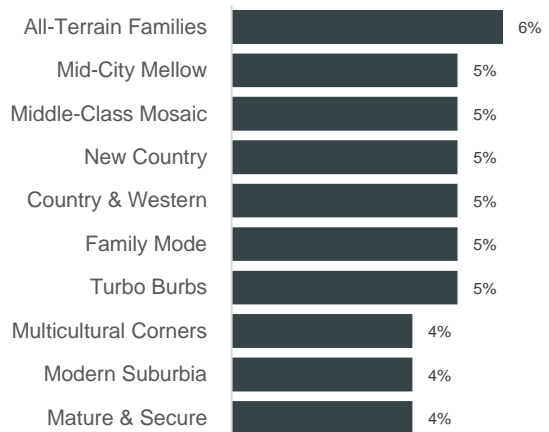
Overview

Of the 67 PRIZM Segments identified in Canada - All-Terrain Families, Mid-City Mellow and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta travelling to Revelstoke during Q4 2019.

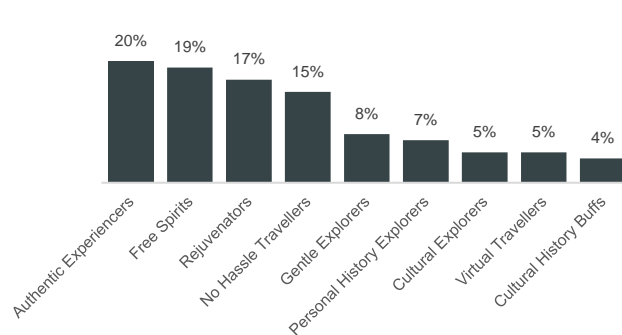
Friends & Roomies, Modern Suburbia and Turbo Burbs were the top three during Q4 2020 and Modern Suburbia, All-Terrain Families and Multiculture-ish were the top three during Q4 2021.

Authentic Experiencers, Free Spirits and Rejuvenators were the top visiting EQ Types during Q4 2019. Authentic Experiencers, Free Spirits and Cultural Explorers were the top three during Q4 2020 and Free Spirits, Authentic Experiencers and Virtual Travellers were the top three during Q4 2021.

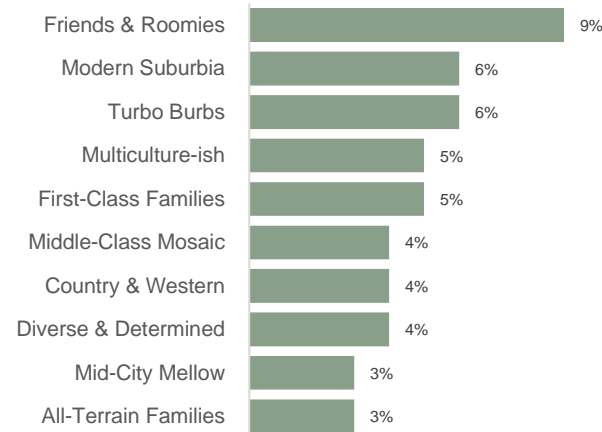
Q4 2019 AB Visitors by PRIZM Segment



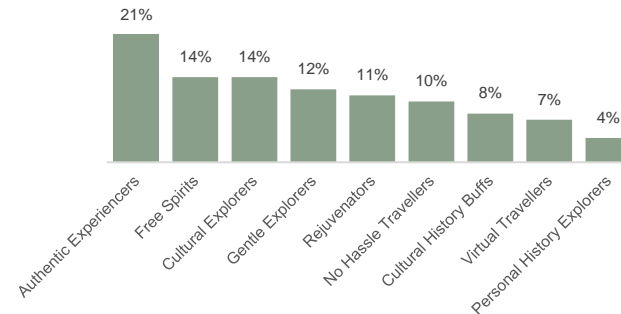
Q4 2019 AB Visitors by EQ Type



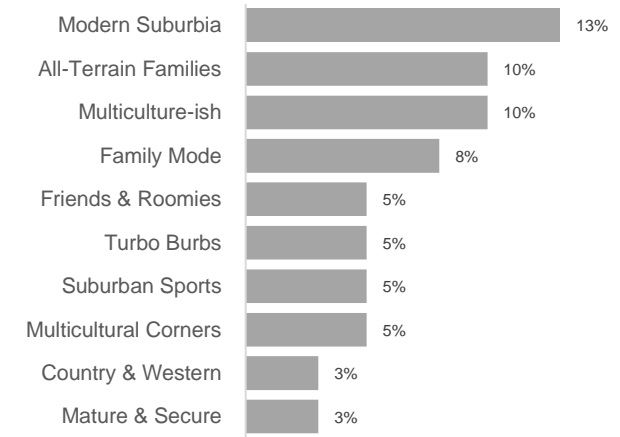
Q4 2020 AB Visitors by PRIZM Segment



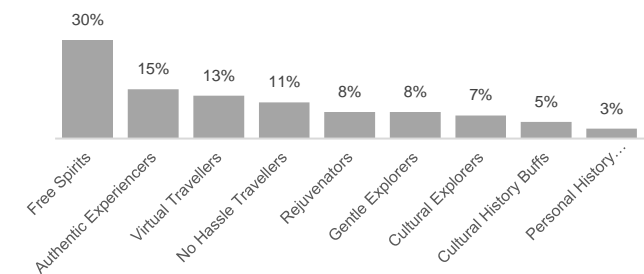
Q4 2020 AB Visitors by EQ Type



Q4 2021 AB Visitors by PRIZM Segment

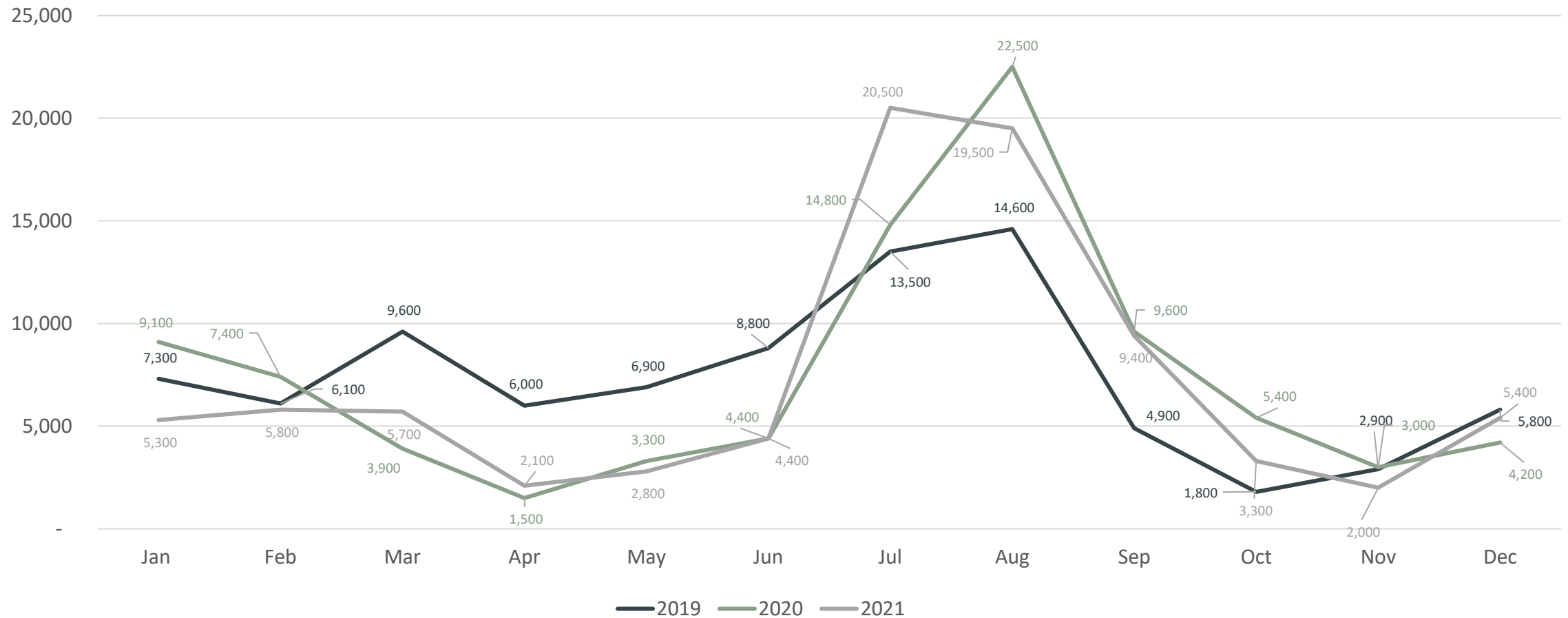


Q4 2021 AB Visitors by EQ Type



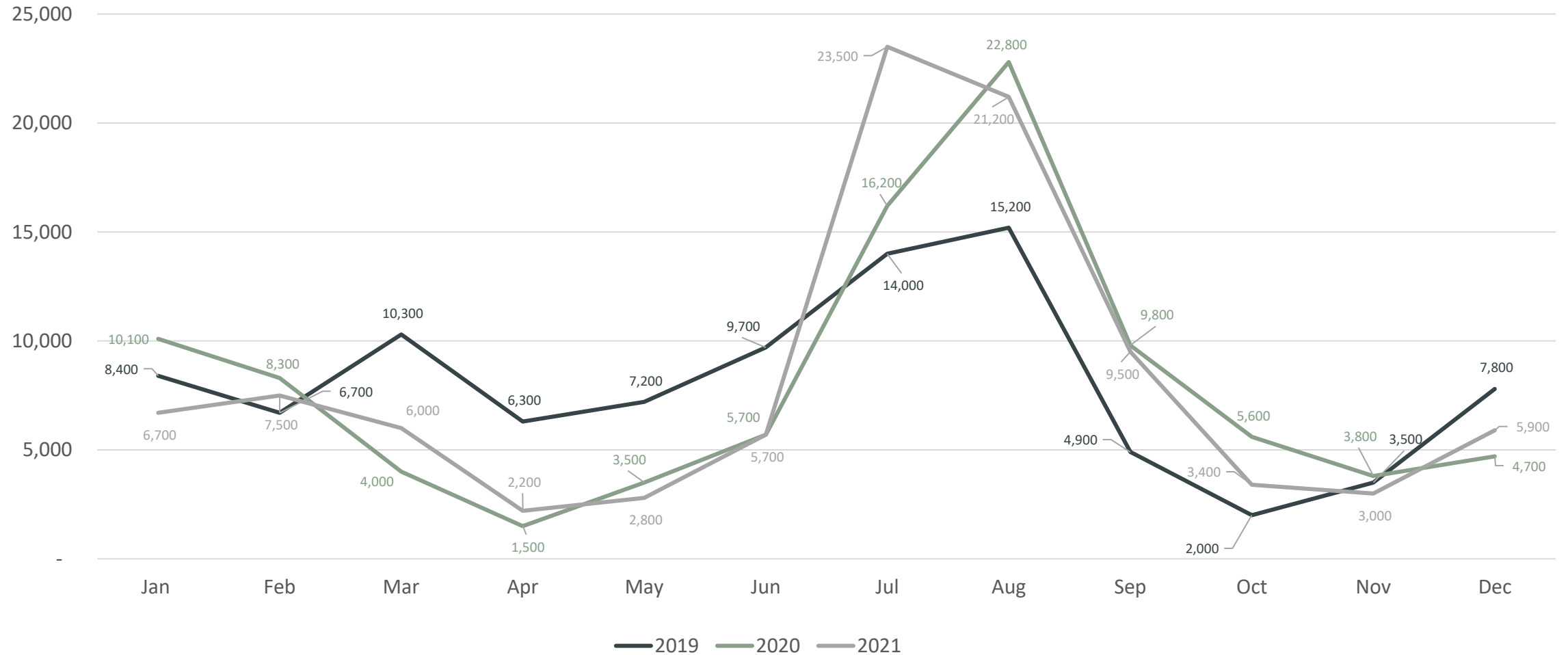
Alberta Visitation

ALBERTA VISITORS TRAVELLING TO REVELSTOKE BY MONTH



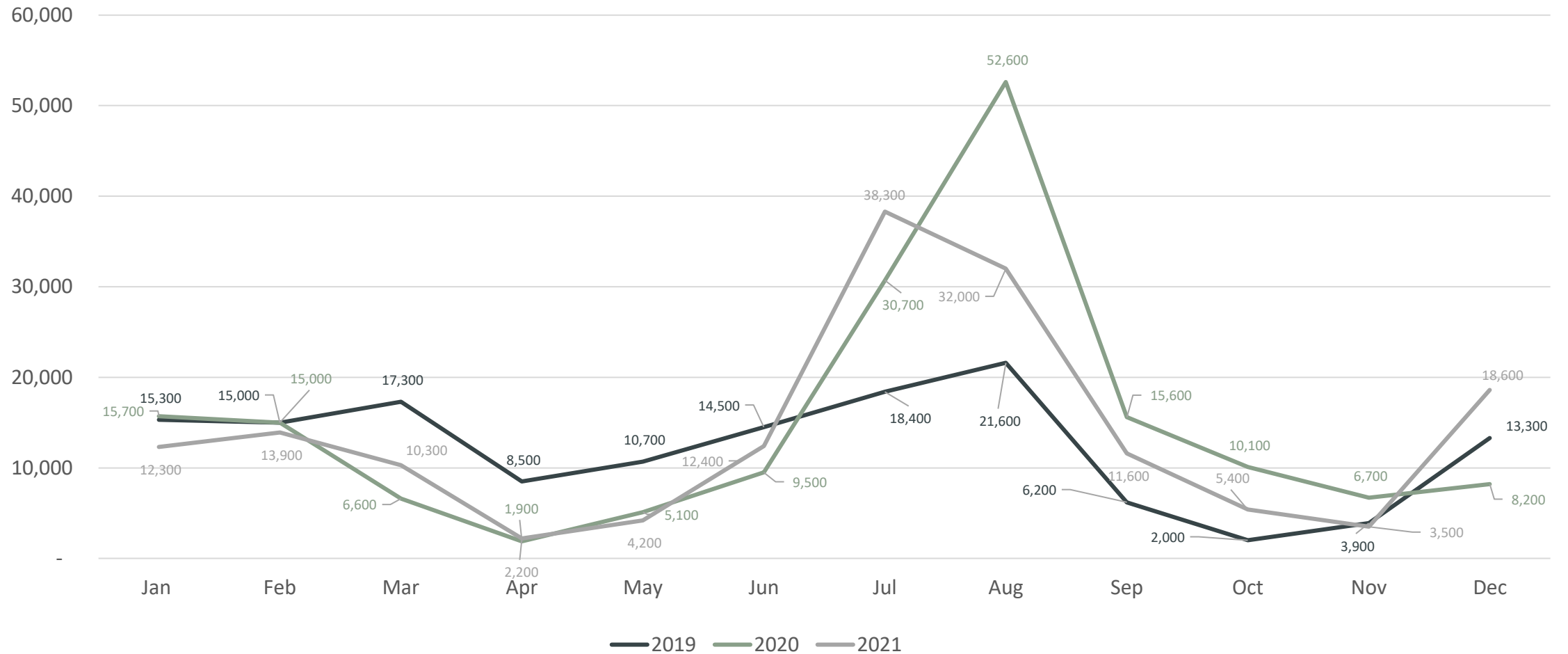
Alberta Visitation

ALBERTA TRIPS TO REVELSTOKE BY MONTH



Alberta Visitation

ALBERTA OVERNIGHT STAYS IN REVELSTOKE BY MONTH





ALBERTA TOP PRIZM SEGMENTS

2021 AB PRIZM Segment Summary

All-Terrain Families

General Canadian Summary

- Younger and Middle-Aged couples and families with children under the age of 15
- Moderate Education (high school/college degree/Trades)
- Blue-collar positions in Mining, Oil and Gas Industries
- 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
- Top Geography: St. Johns, Fredericton, Lethbridge, Red Deer
- EQ Type: Free Spirit
- Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 42 |
| Children at Home | 53% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$140,202 compared to Alberta at \$126,807. |
| Top Social Value | Flexible Families, Need for Escape, Racial Fusion |
| Top Tourism Activities | Camping, Swimming, Cycling. Above Average interest in Swimming, Sporting Events, Canoeing/Kayaking, Ice Skating, Golfing |
| Travel | Average interest for travelling within Canada (Above Average for: BC, Calgary, Ontario), All-Terrain Families from Alberta spent an average of \$1,752 (Above Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 43% use Instagram (Above Average), 33% use Twitter (Above Average) and 70% use YouTube (Average). |



2021 AB PRIZM Segment Summary

Family Mode

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 49 |
| Children at Home | 54% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$152,385 compared to Alberta at \$126,807. |
| Top Social Value | Need for Escape, Flexible Families, Racial Fusion |
| Top Tourism Activities | Camping, Swimming, Cycling. Above Average interest in Attending Sporting Events, Ice Skating, Canoeing/Kayaking, Fishing/Hunting, Zoos/Aquariums |
| Travel | Average interest for travelling within Canada (Above Average for: BC, Alberta, Calgary), Family Mode from Alberta spent an average of \$1,728 (Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Average) and 68% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Friends & Roomies

General Canadian Summary

- Younger, diverse lower-middle-income city dwellers
- Mixed Education (High School/University)
- Service Sector and White-Collar positions
- Value in-person and online entertainment, music, podcasts and video games
- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton
- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 2nd, making up 85,053 households, or 5.2% of the total Households in Alberta (1,641,221) |
| Maintainer Age | The Median Household Maintainer Age is 43 |
| Children at Home | 41.8% of couples do not have children living at home (Average) |
| Household Income | Below Average Household Income of \$\$81,310 compared to Alberta at \$126,807 |
| Top Social Value | Multiculturalism, Culture Sampling, Racial Fusion |
| Top Tourism Activities | Music festivals, Inline skating, Beer, food & wine festivals. Above Average interest in Adventure sports, Specialty movie theatres/IMAX, and Marathons or similar events |
| Travel | Average interest for travelling within Canada (Above Average for Toronto and Manitoba) Friends & Roomies from Alberta spent an average of \$1,461 (Average) on their last vacation |
| Social Media | 77.4% currently use Facebook (Average), 43.2% use Instagram (Above Average), 30.8% use Twitter (Above Average) and 73.8% use YouTube (Average) |



2021 AB PRIZM Segment Summary

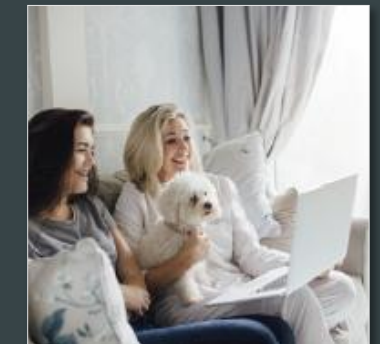
Mid-City Mellow

General Canadian Summary

- Older and mature city homeowners, a collection of both older couples and middle-aged families raising older children
- Mixed Education, with service, white-collar and blue-collar jobs
- Value the virtues of other cultures, environmental protection, preservation of their moral, spiritual and cultural nature
- Top Geography: Winnipeg, Edmonton, Hamilton, Toronto
- EQ Type: Personal History Explorers

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Mid-City Mellow rank 10th, making up 58,379 households, or 3.6% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 58 |
| Children at Home | 43% of couples have children living at home (Average). |
| Household Income | Average Household Income of \$120,758 compared to Alberta at \$126,807. |
| Top Social Value | Legacy, Need for Escape, Culture Sampling |
| Top Tourism Activities | Camping, Swimming, Hiking/Backpacking, Visiting National/Provincial Parks, Parks/City Gardens |
| Travel | Average interest for travelling within Canada(Above Average for: Victoria, Manitoba), Mid-City Mellow from Alberta spent an average of \$1,643 (Average) on their last vacation. |
| Social Media | 78% currently use Facebook (Average), 39% use Instagram (Average), 28% use Twitter (Average) and 70% use YouTube (Average). |



2021 AB PRIZM Segment Summary

Middle-Class Mosaic

General Canadian Summary

- Middle-income urban homeowners, mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25
- Moderate Education with positions in blue-collar and service sector jobs as well as manufacturing, transportation and trades
- Enjoy living a mellow urban lifestyle, participating in yoga, arts/crafts, movies and team sports
- Top Geography: Ontario, Winnipeg
- EQ Type: No Hassle Traveller

- Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 47% of couples have children living at home (Average). |
| Household Income | Below Average Household Income of \$97,258 compared to Alberta at \$126,807. |
| Top Social Value | Need for Escape, Social Intimacy, Legacy |
| Top Tourism Activities | Camping, Swimming, Hiking/Backpacking, Cycling, Attending Sporting Events |
| Travel | Average interest for travelling within Canada, Middle-Class Mosaic from Alberta spent an average of \$1,592 (Average) on their last vacation. |
| Social Media | 79% currently use Facebook (Average), 44% use Instagram (Above Average), 30% use Twitter (Average) and 73% use YouTube (Average). |



2021 AB PRIZM Segment Summary

Modern Suburbia

General Canadian Summary

- Younger and Middle-Aged, diverse families with younger children
- Highly Educated (University/College Degree)
- Mixed levels of employment
- Value trying new and exciting products and aesthetics over functionality
- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau
- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 41 |
| Children at Home | 58% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$142,117 compared to Alberta at \$126,807. |
| Top Social Value | Attraction for Crowds, Pursuit of Originality, Racial Fusion |
| Top Tourism Activities | Camping, Swimming, Cycling. Above Average interest in: Swimming, Cycling, Hiking/Backpacking, Attending Sporting Events, Visiting National/Provincial Parks |
| Travel | Average interest for travelling within Canada (Above Average for: BC, Banff, Alberta, Vancouver, Jasper, Saskatchewan, Toronto, Ontario), Modern Suburbia from Alberta spent an average of \$1,698 (Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 47% use Instagram (Above Average), 35% use Twitter (Above Average) and 72% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Multicultural Corners

General Canadian Summary

- Diverse, upper-middle-income city families, More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates
- Moderate Education with white-collar and service sector jobs
- Value an active lifestyle, a strong work ethic and connecting with smaller close-knit groups in an authentic and sincere manner
- Top Geography: Toronto, Calgary, Ottawa, Edmonton
- EQ Type: Free Spirits

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Multicultural Corners rank 12th, making up 52,077 households, or 3.2% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 50 |
| Children at Home | 56% of couples have children living at home (Above Average). |
| Household Income | Average Household Income of \$125,542 compared to Alberta at \$126,807. |
| Top Social Value | Multiculturalism, Legacy, Social Learning |
| Top Tourism Activities | Camping, Swimming, Hiking/Backpacking. Above Average interest in: Hiking/Backpacking, Attending Sporting Events, Bars/Restaurants, Ice Skating, Specialty Movie Theatres/IMAX |
| Travel | Average interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Victoria), Multicultural Corners from Alberta spent an average of \$1,607 (Average) on their last vacation. |
| Social Media | 78% currently use Facebook (Average), 43% use Instagram (Average), 31% use Twitter (Above Average) and 75% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 AB PRIZM Segment Summary

Multiculture-ish

General Canadian Summary

- Upscale, multi-ethnic suburban families, more than 40 percent of residents are immigrants
- University Education with jobs in management, business and sciences
- Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums.
- Top Geography: Toronto, Calgary, Edmonton
- EQ Type: Free Spirits

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Multiculture-ish rank 14 th , making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 48 |
| Children at Home | 65% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$168,915 compared to Alberta at \$126,807. |
| Top Social Value | Legacy, Consumption Evangelism, Primacy of the Family |
| Top Tourism Activities | Swimming, Camping, Cycling, Above Average interest in: Attending Sporting Events, Ice Skating, Golf, Theme Parks, Cross Country Skiing/Snowshoeing |
| Travel | Average interest for travelling within Canada (Above Average for: Banff, BC, Vancouver, Toronto, Ontario), Multiculture-ish from Alberta spent an average of \$1,699 (Average) on their last vacation. |
| Social Media | 78% currently use Facebook (Average), 45% use Instagram (Above Average), 32% use Twitter (Above Average) and 75% use YouTube (Average). |



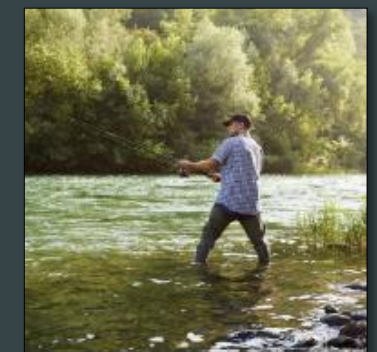
2021 AB PRIZM Segment Summary

New Country

General Canadian Summary

- One of the wealthiest rural segments with maintainers between the ages of 45-64 years old
- Mixed Education (high school/college degree/University Degree)
- Blue-collar employment in the fields of Agriculture, Mining and Manufacturing
- Value community involvement and purchasing from small businesses rather than larger corporations
- Top Geography: Manitoba, Ontario, Prince Edward Island, Saskatchewan
- EQ Type: Rejuvenator
- Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 56 |
| Children at Home | 46.4% of couples DO NOT have children living at home (Above Average). |
| Household Income | Below Average Household Income of \$107,857 compared to Alberta at \$126,807. |
| Top Social Value | Attraction to Nature, Community Involvement, Emotional Control |
| Top Tourism Activities | Camping, Cycling, Swimming. Above Average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports |
| Travel | Average interest for travelling within Canada (Above Average for: Alberta) New Country from Alberta spent an average of \$1,491 (Average) on their last vacation. |
| Social Media | 81% currently use Facebook (Average), 26% use Instagram (Below Average), 16% use Twitter (Below Average) and 66% use YouTube (Average). |



2021 AB PRIZM Segment Summary

The A-List

General Canadian Summary

- Canada's most affluent segment. Middle-aged and older couples and families with older children (ages 10-25)
- Highly Educated – University/Advanced Degree
- Executive Positions in Management, Real Estate and the Arts
- Value community involvement, cultural diversity and having a healthy lifestyle
- Top Geography: Calgary, Vancouver, Edmonton, Montréal
- EQ Type: Authentic Experiencer

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, The A-List rank 24th, making up 21,148 households, or 1.3% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 58 |
| Children at Home | 55% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$483,591 compared to Alberta at \$126,807. |
| Top Social Value | Culture Sampling, Consumptivity, Legacy |
| Top Tourism Activities | Camping, Cycling, Swimming. Above average interest in Cycling, Attending Sporting Events, Visiting National/Provincial Parks, Hiking/Backpacking, Ice Skating |
| Travel | Average interest for travelling within Canada (Above Average for BC, Banff, Alberta, Vancouver, Jasper, Victoria, Toronto, Manitoba), The A-List from Alberta spent an average of \$1,910 (Above Average) on their last vacation. |
| Social Media | 74% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Above Average) and 71% use YouTube (Average). |



2021 AB PRIZM Segment Summary

Turbo Burbs

General Canadian Summary

- Middle-aged upscale suburbanites, the wealthiest suburban segment, with children between the ages of 10 and 25
- Mixed Education with jobs in management, finance, education and government
- Value success, travel and an on-the-go lifestyle. As consumers, many think of themselves as leaders and influencers among their peers
- Top Geography: Kelowna, St. John's
- EQ Type: Authentic Experiencers

Source: Environics PRIZM Marketer's Guide 2021

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Turbo Burbs rank 18th, making up 36,192 households, or 2.2% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 56 |
| Children at Home | 52% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$234,862 compared to Alberta at \$126,807. |
| Top Social Value | Legacy, Effort Towards Health, Racial Fusion |
| Top Tourism Activities | Camping, Cycling, Swimming. Above Average interest in Cycling, Sporting Events, Ice Skating, Fishing/Hunting, Downhill Skiing |
| Travel | Average interest for travelling within Canada (Above Average for: BC, Jasper, Victoria) Turbo Burbs from Alberta spent an average of \$1,773 (Above Average) on their last vacation. |
| Social Media | 78% currently use Facebook (Average), 37% use Instagram (Average), 28% use Twitter (Average) and 67% use YouTube (Average). |



Source: Environics Analytics- Envision 2021



ALBERTA TOP EQ TYPES

2021 Alberta EQ Type Summary

Authentic Experiencers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 3rd, making up 207,017 households, or 12.6% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 57 |
| Children at Home | 49% of couples have children living at home (Average). |
| Household Income | Above Average Household Income of \$211,784 compared to Alberta at \$126,807. |
| Top Social Value | Legacy, Culture Sampling, Effort Towards Health |
| Top Tourism Activities | Camping, Swimming, Cycling. Above average interest in Attending Sporting Events, Historical Sites, Downhill Skiing, Cross Country Skiing/Snowshoeing |
| Travel | Average interest for travelling within Canada (Above Average for: BC, Banff, Vancouver, Victoria, Toronto, Manitoba). Authentic Experiencers from Alberta spent an average of \$1,738 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 39% use Instagram (Average), 29% use Twitter (Average) and 70% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

Cultural Explorers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Cultural Explorers rank 6 th , making up 115,177 households, or 9.5 of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 43 |
| Children at Home | 47% of couples do NOT have children living at home (Above Average). |
| Household Income | Below Average Household Income of \$105,868 compared to Alberta at \$126,807. |
| Top Social Value | Culture Sampling, Social Learning and Racial Fusion |
| Top Tourism Activities | Camping, Swimming, Cycling. Above average interest in Parks/City Gardens, Cross Country Skiing/Snowshoeing, Adventure Sports, Music Festivals, Beer/Food/Wine Festivals, Inline Skating, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Victoria, Toronto, Manitoba). Cultural Explorers from Alberta spent an average of \$1,511 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 44% use Instagram (Above Average), 32% use Twitter (Above Average) and 73% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

Free Spirits

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 316,975 households, or 19.3% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 46 |
| Children at Home | 54% of couples have children living at home (Above Average). |
| Household Income | Average Household Income of \$123,273 compared to Alberta at \$126,807. |
| Top Social Value | Multiculturalism, Primacy of the Family, Racial Fusion |
| Top Tourism Activities | Camping, Swimming, Cycling. Above average interest in Beer/Food/Wine Festivals |
| Travel | Average interest for travelling within Canada (Above Average for: Banff, Toronto). Free Spirits from Alberta spent an average of \$1,587 (Average) on their last vacation. |
| Social Media | 79% currently use Facebook (Average), 44% use Instagram (Above Average), 32% use Twitter (Above Average) and 74% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

Gentle Explorers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 4th, making up 203,153 households, or 12.4 of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 50 |
| Children at Home | 41% of couples have children living at home (Below Average). |
| Household Income | Below Average Household Income of \$104,309 compared to Alberta at \$126,807. |
| Top Social Value | Need for Escape, Racial Fusion, Flexible Families |
| Top Tourism Activities | Camping, Swimming, Cycling, Visiting National/Provincial Parks, Parks/City Gardens |
| Travel | Average interest for travelling within Canada. Gentle Explorers from Alberta spent an average of \$1,536 (Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 38% use Instagram (Average), 26% use Twitter (Average) and 70% use YouTube (Average). |



2021 Alberta EQ Type Summary

No Hassle Travellers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 5th, making up 198,267 households, or 12.1% of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 55 |
| Children at Home | 48% of couples have children living at home (Average). |
| Household Income | Average Household Income of \$119,080 compared to Alberta at \$126,807. |
| Top Social Value | Need for Escape, National Pride, Emotional Control |
| Top Tourism Activities | Camping, Swimming, Cycling. Above average interest in ATV/Snowmobiling |
| Travel | Average interest for travelling within Canada. No Hassle Travellers from Alberta spent an average of \$1,620 (Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 39% use Instagram (Average), 27% use Twitter (Average) and 70% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

Rejuvenators

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 2nd, making up 230,949 households, or 14.1 of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 55 |
| Children at Home | 46% of couples DO NOT have children living at home (Above Average). |
| Household Income | Below Average Household Income of \$110,921 compared to Alberta at \$126,807. |
| Top Social Value | Attraction to Nature, Emotional Control, Community Involvement |
| Top Tourism Activities | Camping, Cycling, Swimming. Above Average interest in: Fishing/Hunting, ATV/Snowmobiling, Curling |
| Travel | Average interest for travelling within Canada (Above Average for: Manitoba). Rejuvenators from Alberta spent an average of \$1,524 (Average) on their last vacation. |
| Social Media | 81% currently use Facebook (Average), 28% use Instagram (Below Average), 18% use Twitter (Below Average) and 66% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Alberta EQ Type Summary

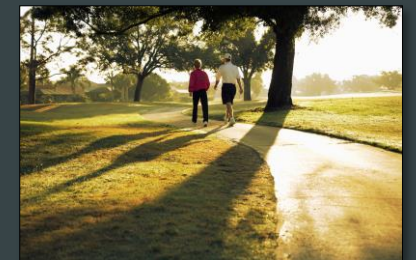
Virtual Travellers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Alberta Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Virtual Travellers rank 7th, making up 139,921 households, or 8.5 of the total Households in Alberta (1,641,221). |
| Maintainer Age | Median Household Maintainer Age is 42 |
| Children at Home | The Median Household Maintainer Age is 42, 56% of couples have children living at home (Above Average). |
| Household Income | Average Household Income of \$138,317 compared to Alberta at \$126,807. |
| Top Social Value | Attraction for Crowds, Pursuit of Originality, Racial Fusion |
| Top Tourism Activities | Camping, Swimming, Cycling. Above average interest in Swimming, Cycling, Hiking/Backpacking, Visiting National/Provincial Parks, Sporting Events |
| Travel | Average interest for travelling within Canada (Above Average for: BC, Banff, Alberta, Vancouver, Saskatchewan, Toronto, Ontario). Virtual Travellers from Alberta spent an average of \$1,682 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

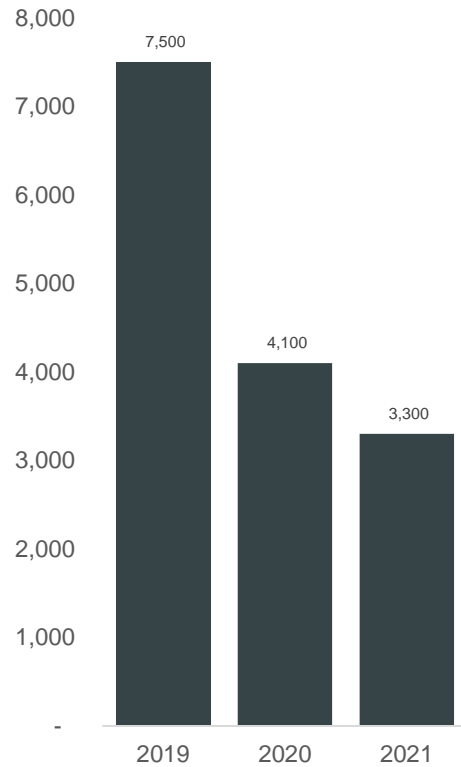


Ontario Insights

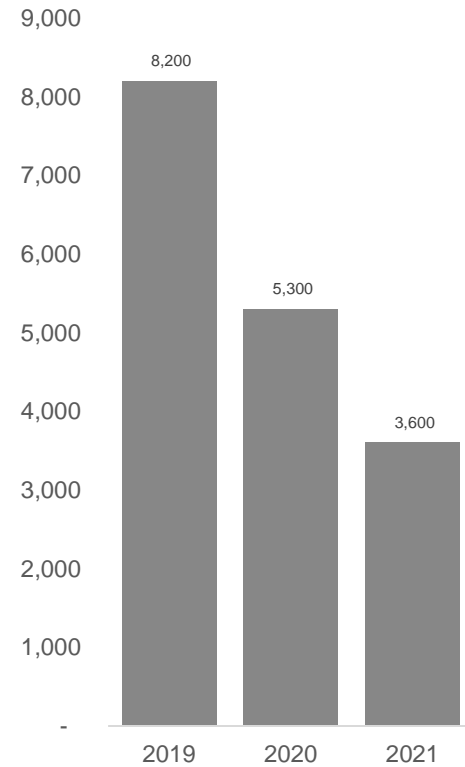
Ontario Visitation

ONTARIO RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q1

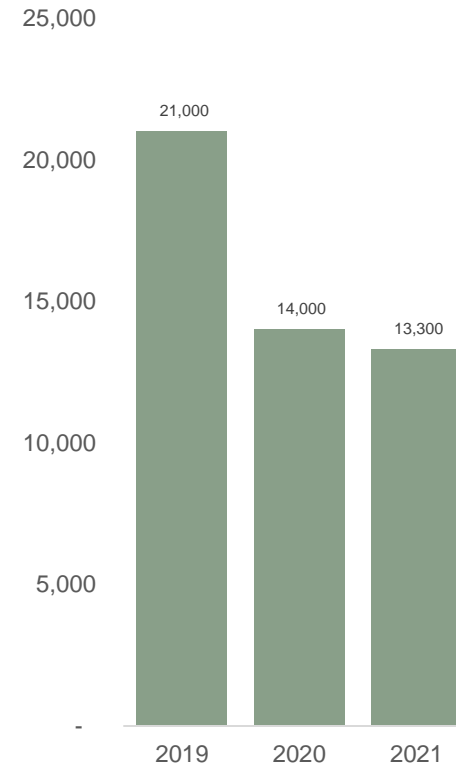
Number of Visitors to Revelstoke from ON in Q1



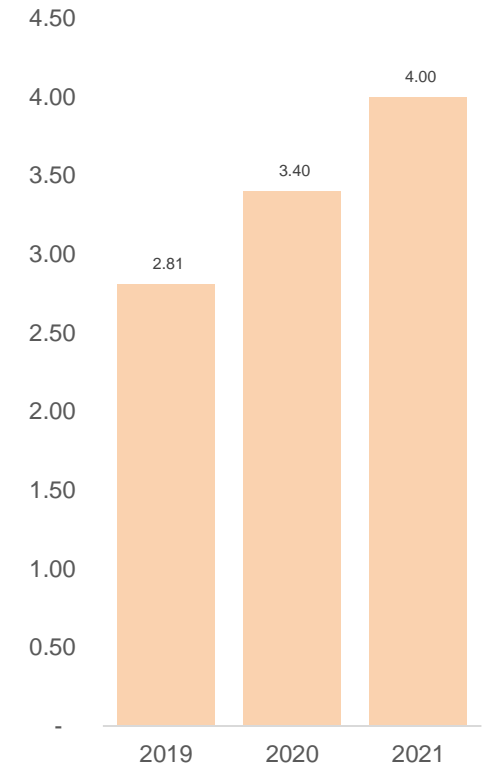
Number of Trips to Revelstoke from ON in Q1



Number of Nights Stayed in Revelstoke from ON in Q1



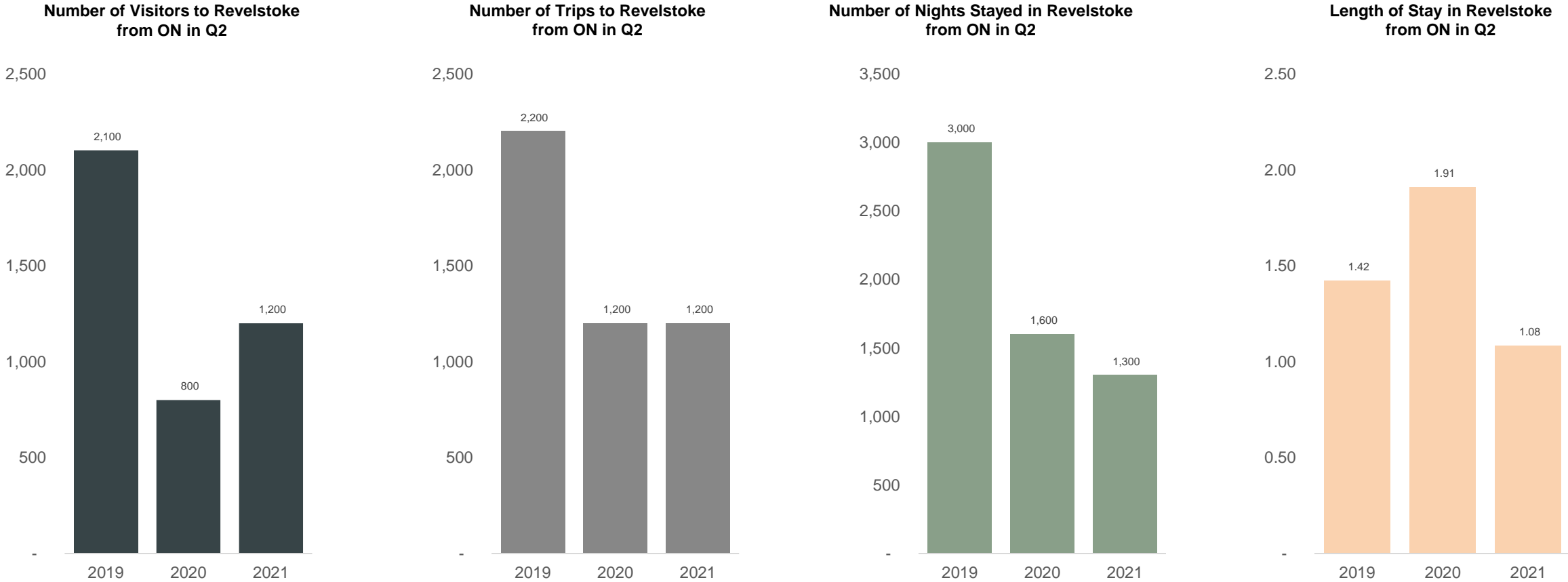
Length of Stay in Revelstoke from ON in Q1



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

Ontario Visitation

ONTARIO RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q2

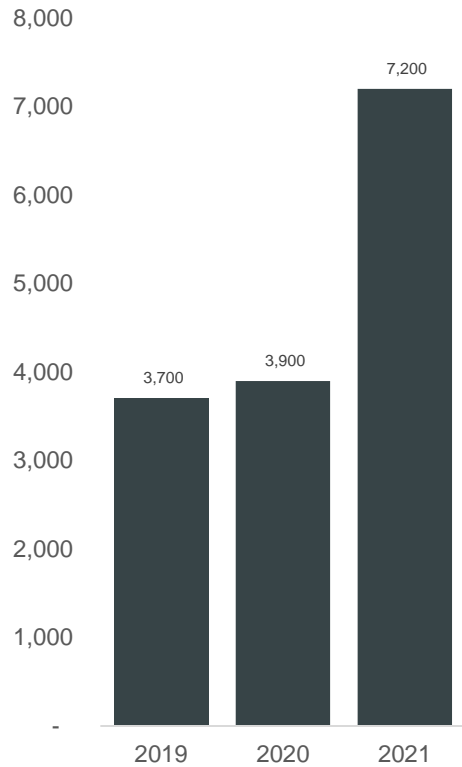


Q2 = April | May | June
Note: All counts have been rounded to the nearest 100

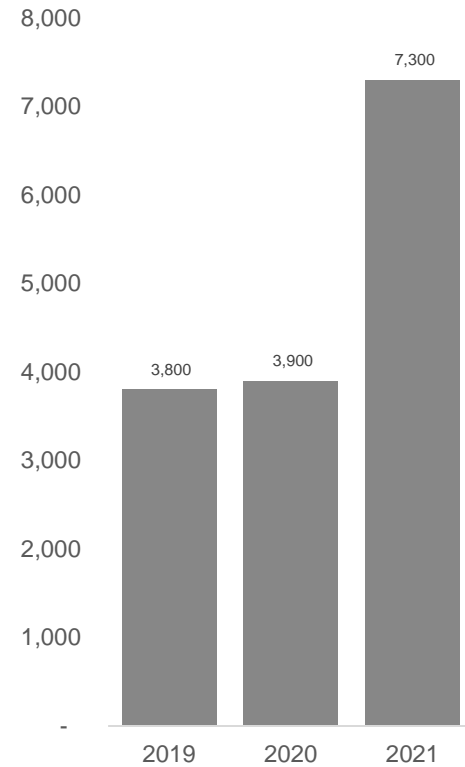
Ontario Visitation

ONTARIO RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q3

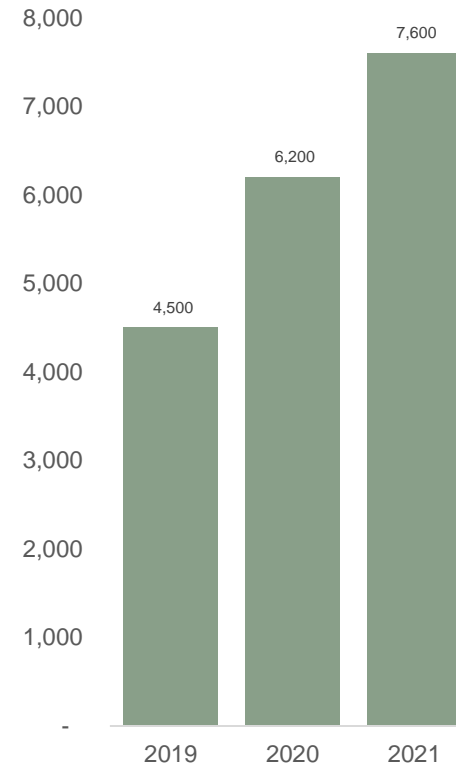
Number of Visitors to Revelstoke from ON in Q3



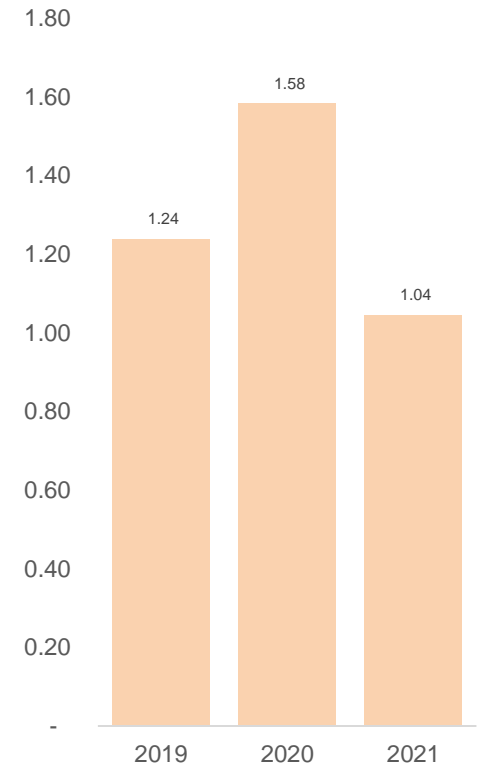
Number of Trips to Revelstoke from ON in Q3



Number of Nights Stayed in Revelstoke from ON in Q3



Length of Stay in Revelstoke from ON in Q3

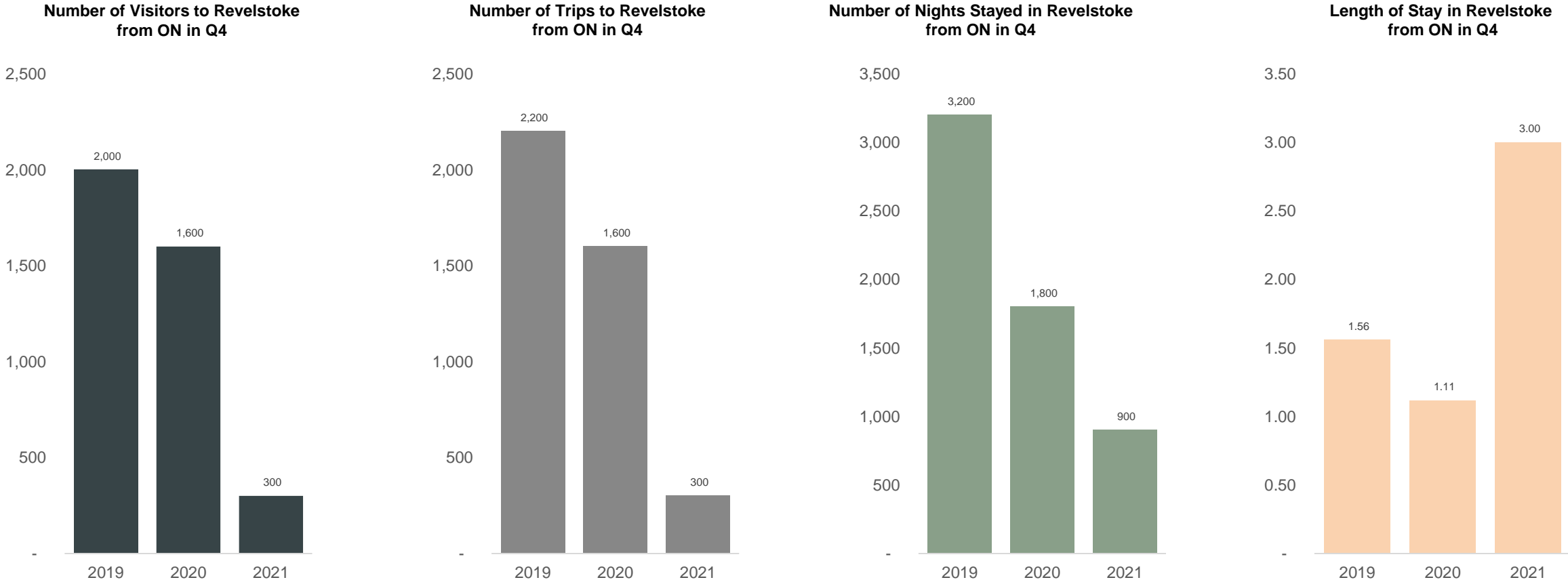


Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

Ontario Visitation

ONTARIO RESIDENTS TRAVELLING TO REVELSTOKE BY QUARTER – Q4



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

ONTARIO VISITORS TO REVELSTOKE BY QUARTER – Q1

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|--------------|--------------------|
| Toronto | 2,800 |
| Ottawa | 600 |
| Burlington | 500 |
| Oakville | 400 |
| Guelph | 200 |
| Halton Hills | 200 |
| Waterloo | 200 |
| Kitchener | 200 |
| Cambridge | 100 |
| Thunder Bay | 100 |

| City | 2020 Visitor Count |
|-------------|--------------------|
| Toronto | 1,500 |
| Ottawa | 400 |
| Mississauga | 100 |
| Vaughan | 100 |
| Brampton | 100 |
| London | 100 |
| Burlington | 100 |
| Hamilton | 100 |
| Oakville | 100 |
| Whitby | 100 |

| City | 2021 Visitor Count |
|---------------|--------------------|
| Toronto | 600 |
| Mississauga | 400 |
| Caledon | 300 |
| Brant | 200 |
| Vaughan | 200 |
| Markham | 200 |
| Brampton | 200 |
| Barrie | 100 |
| Georgina | 100 |
| Richmond Hill | 100 |

Q1 = January | February | March

Note: All counts have been rounded to the nearest 100

ONTARIO VISITORS TO REVELSTOKE BY QUARTER – Q2

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|--------------|--------------------|
| Peterborough | 800 |
| Toronto | 400 |
| London | 100 |
| Kingston | 100 |
| Pembroke | 100 |
| Cambridge | 100 |
| Chatham-Kent | 100 |
| Petawawa | 100 |
| Burlington | 100 |
| Waterloo | 100 |

| City | 2020 Visitor Count |
|-------------|--------------------|
| Ottawa | 400 |
| Mississauga | 100 |
| Hamilton | 100 |
| Toronto | 100 |
| Tillsonburg | 100 |

| City | 2021 Visitor Count |
|-------------|--------------------|
| Brantford | 200 |
| Thunder Bay | 200 |
| Toronto | 100 |
| Clarington | 100 |
| Brant | 100 |
| Sarnia | 100 |

Q2 = April | May | June

Note: All counts have been rounded to the nearest 100

ONTARIO VISITORS TO REVELSTOKE BY QUARTER – Q3

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|---------------|--------------------|
| Ottawa | 400 |
| Toronto | 400 |
| Markham | 200 |
| London | 200 |
| Thunder Bay | 200 |
| Vaughan | 200 |
| Peterborough | 200 |
| Richmond Hill | 100 |
| Milton | 100 |
| Windsor | 100 |

| City | 2020 Visitor Count |
|---------------|--------------------|
| Toronto | 1,100 |
| Ottawa | 700 |
| Hamilton | 500 |
| Fort Frances | 200 |
| Mississauga | 200 |
| Vaughan | 100 |
| London | 100 |
| Richmond Hill | 100 |
| Markham | 100 |
| Belleville | 100 |

| City | 2021 Visitor Count |
|----------------|--------------------|
| Barrie | 600 |
| Toronto | 500 |
| Kawartha Lakes | 400 |
| Central Elgin | 300 |
| Brampton | 300 |
| Mississauga | 300 |
| Oakville | 300 |
| Ottawa | 300 |
| Vaughan | 200 |
| Malahide | 200 |

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100

ONTARIO VISITORS TO REVELSTOKE BY QUARTER – Q4

NUMBER OF VISITORS TO REVELSTOKE BY ORIGIN CITY

| City | 2019 Visitor Count |
|-------------|--------------------|
| Toronto | 1,000 |
| Milton | 200 |
| Caledon | 100 |
| Brampton | 100 |
| Mississauga | 100 |
| Kitchener | 100 |
| Hamilton | 100 |
| Oakville | 100 |

| City | 2020 Visitor Count |
|-------------|--------------------|
| Toronto | 900 |
| Thunder Bay | 100 |
| Hamilton | 100 |
| Mississauga | 100 |

| City | 2021 Visitor Count |
|------------|--------------------|
| Burlington | 100 |
| Kitchener | 100 |

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

Q1 2019, 2020 & 2021: Ontario Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

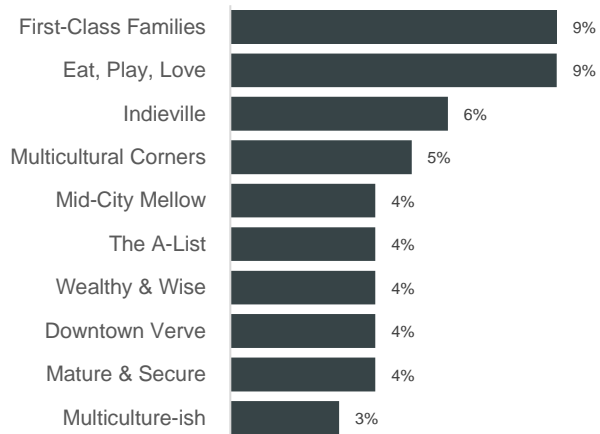
Of the 67 PRIZM Segments identified in Canada – First – Class Families, Eat, Play, Love and Indieville were the top visiting PRIZM Segments from Ontario travelling to Revelstoke during Q1 2019.

Eat, Play, Love, The A-List and First- Class Families were the top three during Q1 2020 and Turbo Burbs, Wealthy & Wise and Eat, Play, Love were the top three during Q1 2021.

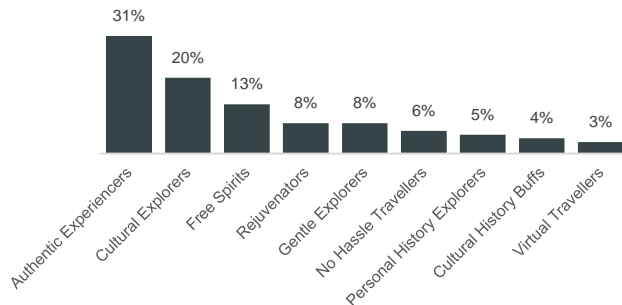
Authentic Experiencers, Cultural Explorers and Free Spirits were the top visiting EQ Types during Q1 2019 and 2020.

Authentic Experiencers, Free Spirits and Rejuvenators were the top three during Q1 2021.

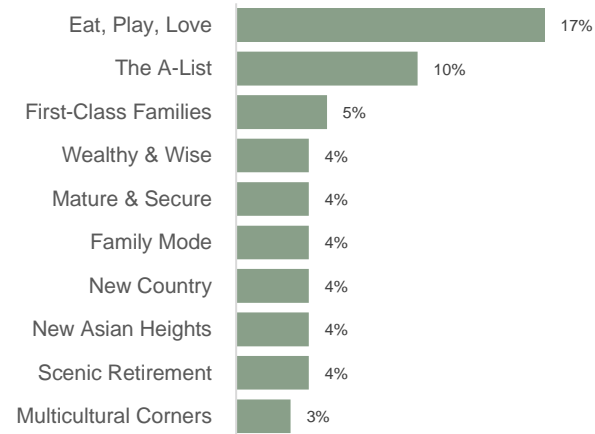
Q1 2019 ON Visitors by PRIZM Segment



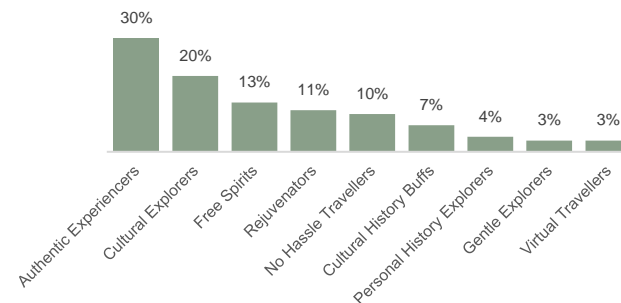
Q1 2019 ON Visitors by EQ Type



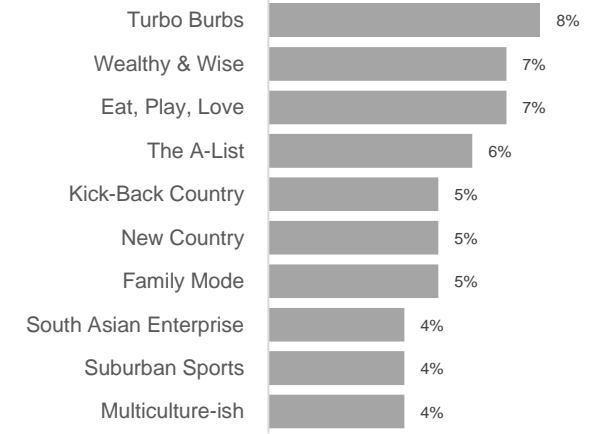
Q1 2020 ON Visitors by PRIZM Segment



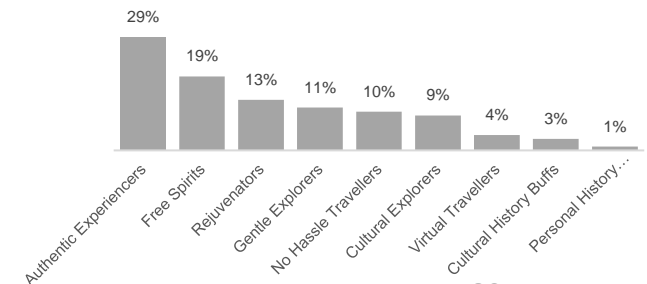
Q1 2020 ON Visitors by EQ Type



Q1 2021 ON Visitors by PRIZM Segment



Q1 2021 ON Visitors by EQ Type



Q2 2019, 2020 & 2021: Ontario Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

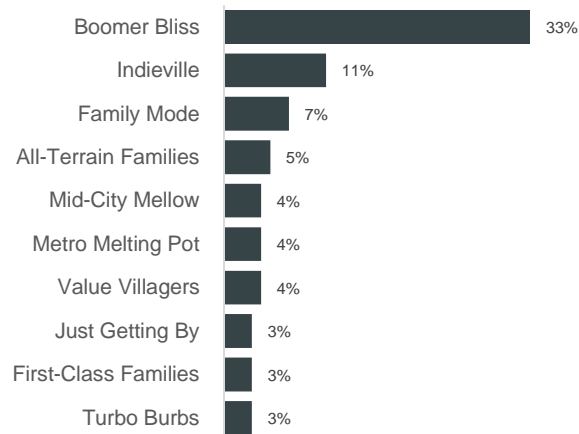
Of the 67 PRIZM Segments identified in Canada – Boomer Bliss, Indieville and Family Mode were the top visiting PRIZM Segments from Ontario travelling to Revelstoke during Q2 2019.

Friends & Roomies, Came from Away and Latte Life were the top three during Q2 2020 and Family Mode, Old Town Roads and Metro Melting Pot were the top three during Q2 2021.

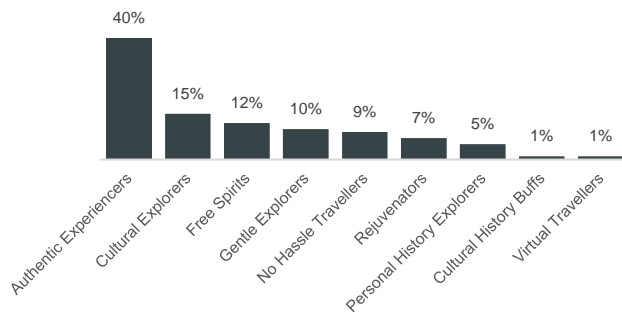
Authentic Experiencers, Cultural Explorers and Free Spirits were the top visiting EQ Types during Q2 2019.

Cultural History Buffs, Cultural Explorers and Gentle Explorers were the top three during Q2 2020 and No Hassle Travellers, Rejuvenators and Free Spirits were the top three during Q2 2021.

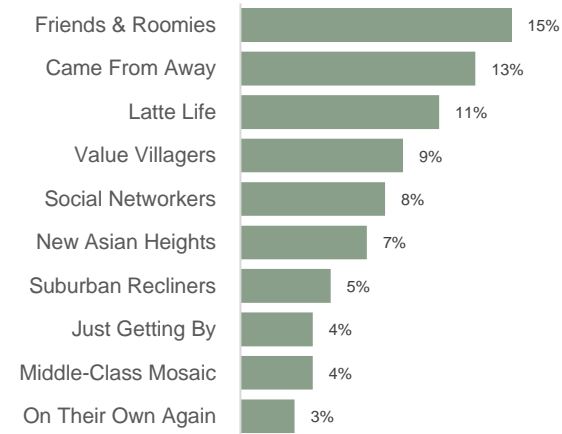
Q2 2019 ON Visitors by PRIZM Segment



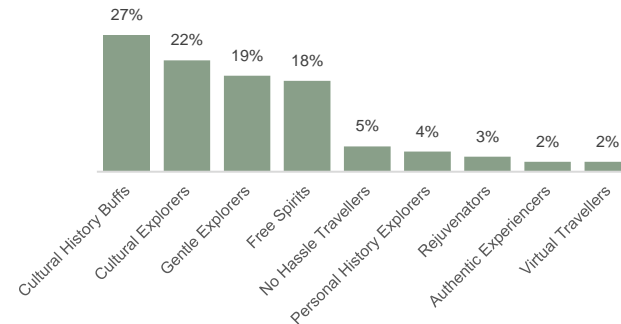
Q2 2019 ON Visitors by EQ Type



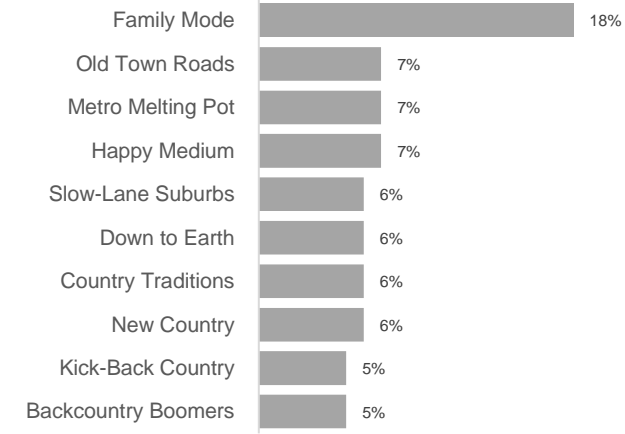
Q2 2020 ON Visitors by PRIZM Segment



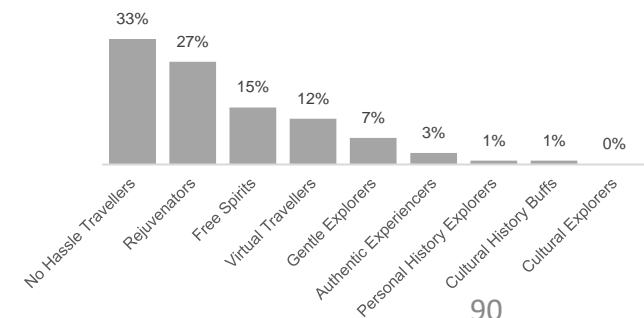
Q2 2020 ON Visitors by EQ Type



Q2 2021 ON Visitors by PRIZM Segment



Q2 2021 ON Visitors by EQ Type



Q3 2019, 2020 & 2021: Ontario Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

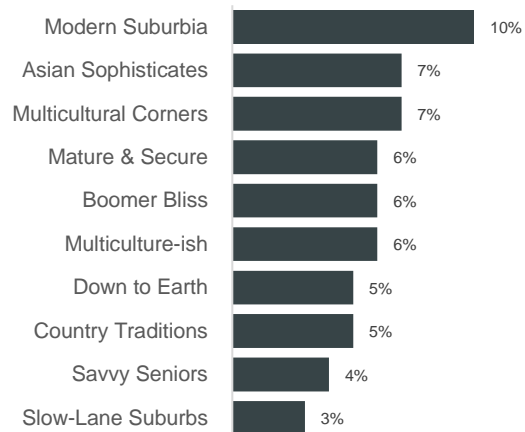
Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Asian Sophisticates and Multicultural Corners were the top visiting PRIZM Segments from Ontario travelling to Revelstoke during Q3 2019.

Downtown Verve, Country Traditions and Social Networkers were the top three during Q3 2020 and Country Traditions, Multiculture-ish and New Country were the top three during Q3 2021.

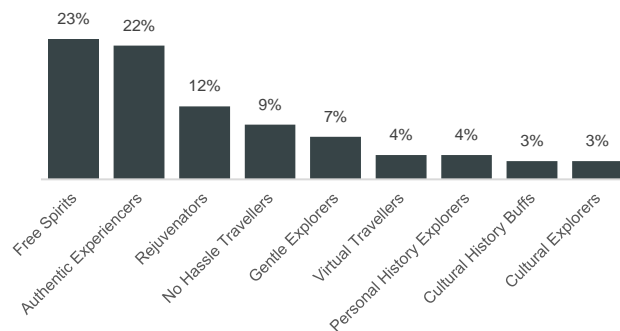
Free Spirits, Authentic Experiencers and Rejuvenators were the top visiting EQ Types during Q3 2019.

Cultural Explorers, Free Spirits and Authentic Experiencers were the top three during Q3 2020 and Free Spirits, Rejuvenators and No Hassle Travellers were the top three during Q3 2021.

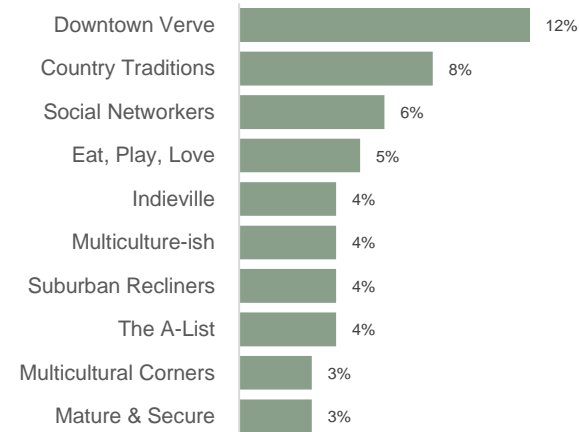
Q3 2019 ON Visitors by PRIZM Segment



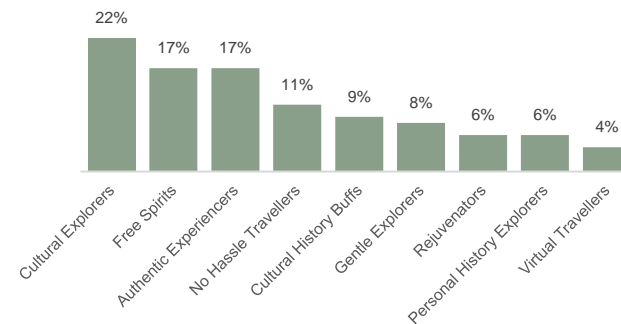
Q3 2019 ON Visitors by EQ Type



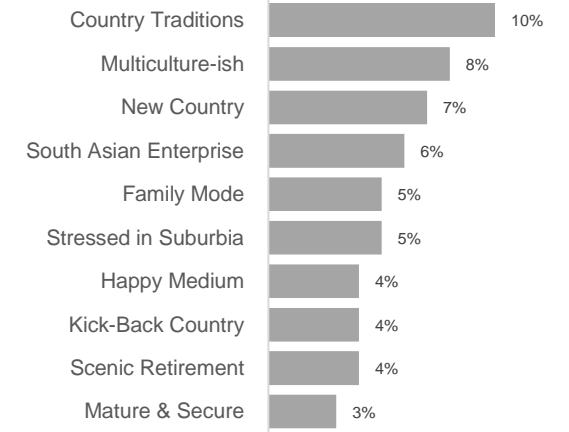
Q3 2020 ON Visitors by PRIZM Segment



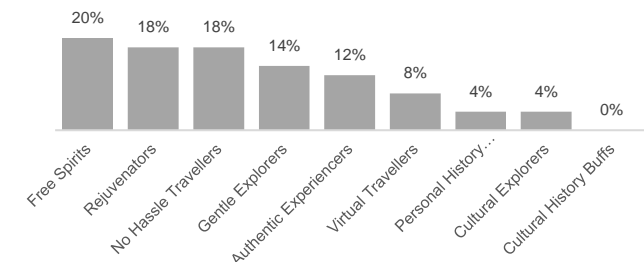
Q3 2020 ON Visitors by EQ Type



Q3 2021 ON Visitors by PRIZM Segment



Q3 2021 ON Visitors by EQ Type



Q4 2019, 2020 & 2021: Ontario Visitors by PRIZM & EQ Type

Revelstoke

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

Overview

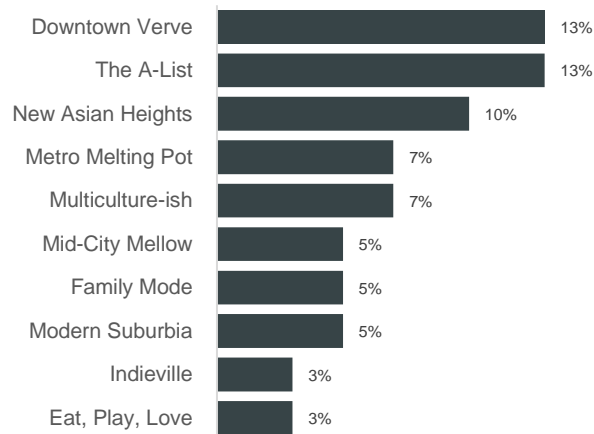
Of the 67 PRIZM Segments identified in Canada – Downtown Verve, The A-List and New Asian Heights were the top visiting PRIZM Segments from Ontario travelling to Revelstoke during Q4 2019.

Came from Away, Downtown Verve and The A-List were the top three during Q4 2020 and Juggling Acts, Stressed in Suburbia and Suburban Sports were the top three during Q4 2021.

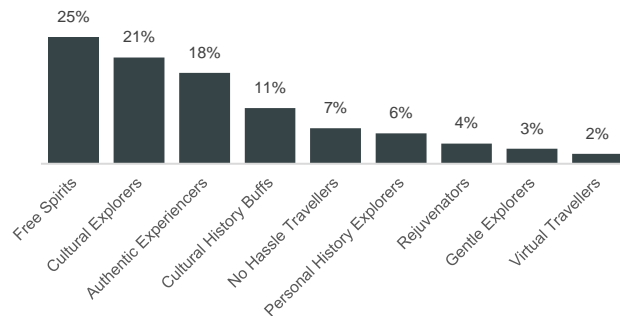
Free Spirits, Cultural Explorers and Authentic Experiencers were the top visiting EQ Types during Q4 2019 and 2020.

Gentle Explorers, Free Spirits and No Hassle Travellers were the top three during Q4 2021.

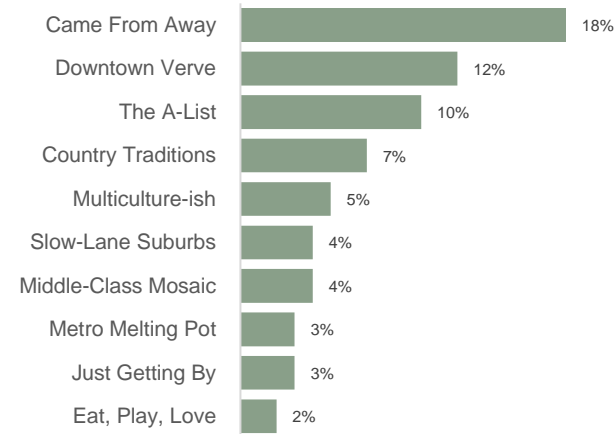
Q4 2019 ON Visitors by PRIZM Segment



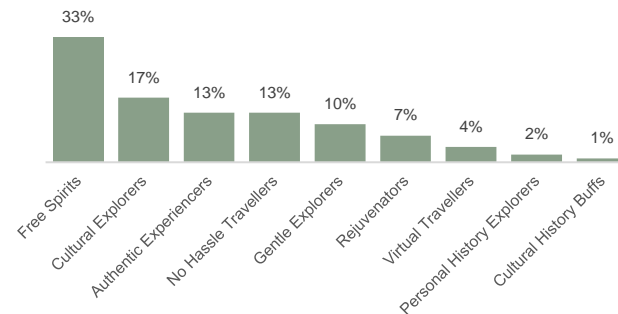
Q4 2019 ON Visitors by EQ Type



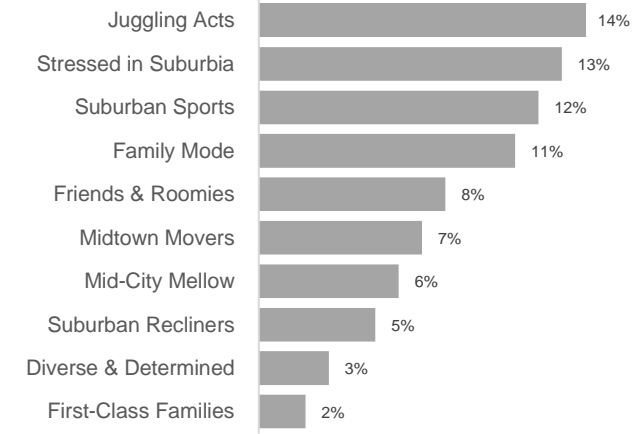
Q4 2020 ON Visitors by PRIZM Segment



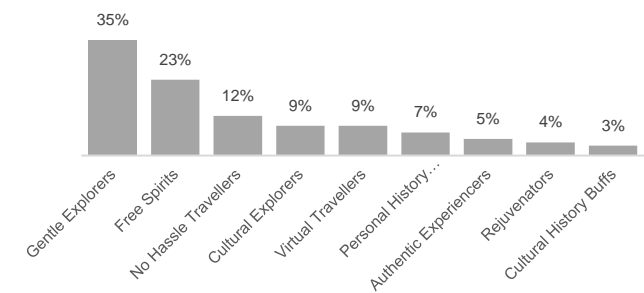
Q4 2020 ON Visitors by EQ Type



Q4 2021 ON Visitors by PRIZM Segment

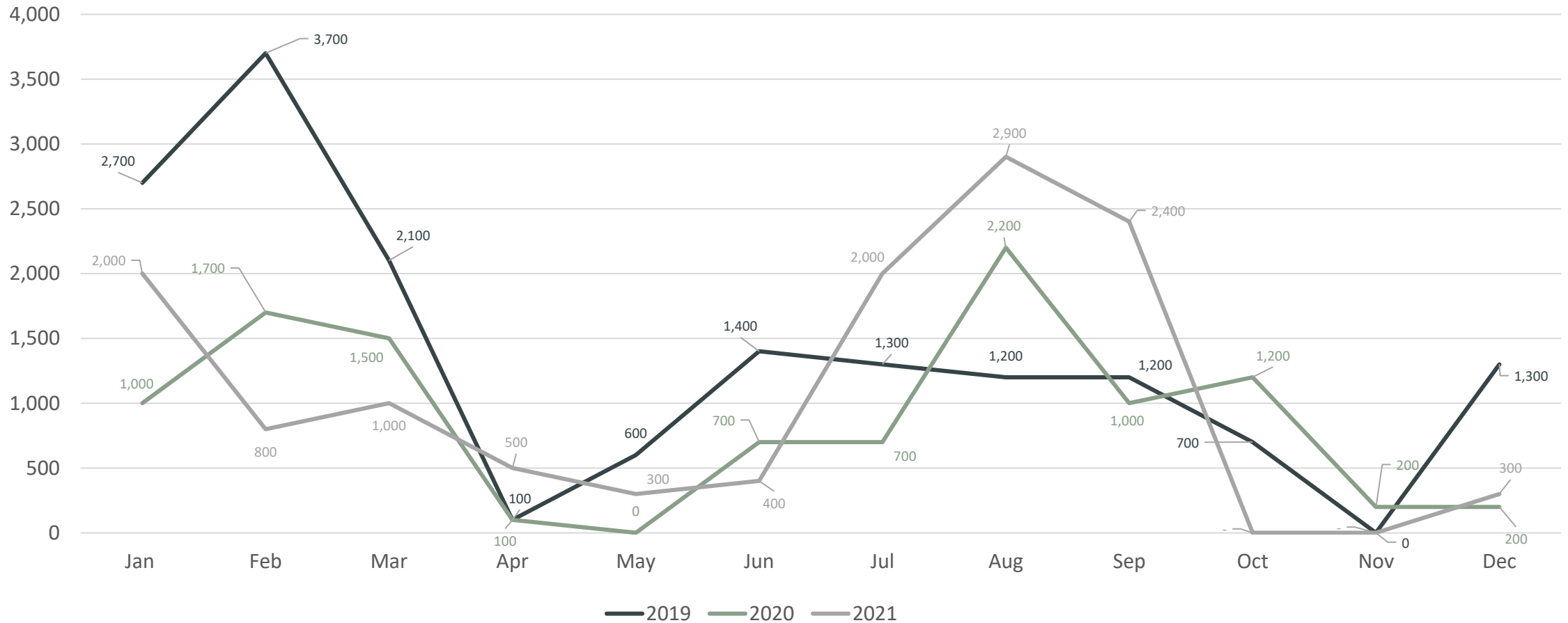


Q4 2021 ON Visitors by EQ Type



Ontario Visitation

ONTARIO VISITORS TRAVELLING TO REVELSTOKE BY MONTH



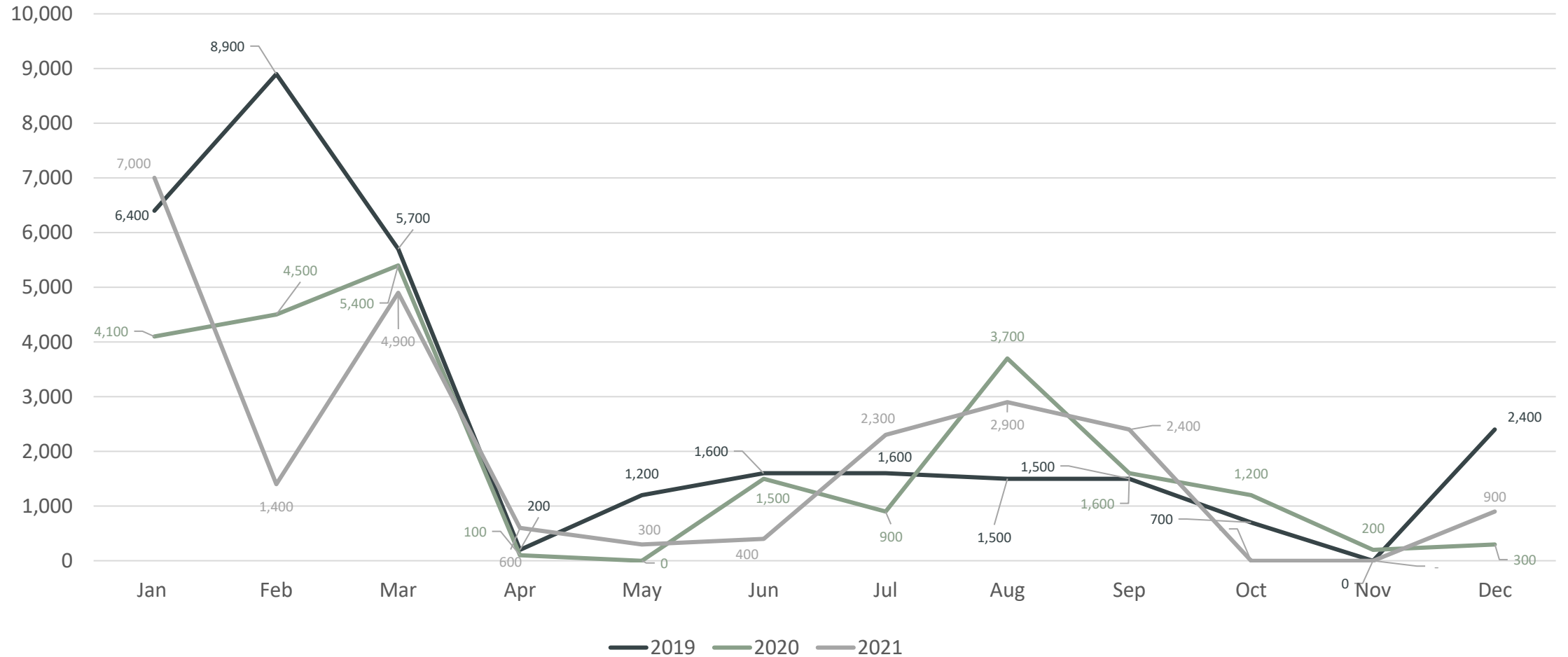
Ontario Visitation

ONTARIO TRIPS TO REVELSTOKE BY MONTH



Ontario Visitation

ONTARIO OVERNIGHT STAYS IN REVELSTOKE BY MONTH





ONTARIO TOP PRIZM SEGMENTS

2021 Ontario PRIZM Segment Summary

Boomer Bliss

General Canadian Summary

- Couples and Families with older children (ages 10+) at home
- Highly Educated (University/College Degree)
- White-collar positions in Management, Education, Health and Government Services
- Value environmental protection and eco-friendly products
- Top Geography: London, Hamilton, St. Catharines, Victoria, Nanaimo, Sault Ste. Marie, Chatham-Kent, Peterborough and Kingston
- EQ Type: Authentic Experiencers

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Boomer Bliss rank 15 th , making up 131,809 households, or 2.3% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 60 |
| Children at Home | 47% of couples DO NOT have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$137,194 compared to Ontario at \$116,877. |
| Top Social Value | Work Ethic, National Pride, Need for Escape |
| Top Tourism Activities | Swimming, Cycling Camping. Above Average interest in Visiting Parks/City Gardens, Golf, National/Provincial Parks, Fishing/Hunting, Sporting Events, Cross Country Skiing/Snowshoeing, ATV/Snowmobiling, Power Boating, Music Festivals, Curling, Food/Wine Shows |
| Travel | Average interest for travelling within Canada. Boomer Bliss from Ontario spent an average of \$1,762 (Average) on their last vacation. |
| Social Media | 78% currently use Facebook (Average), 34% use Instagram (Below Average), 25% use Twitter (Below Average) and 67% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Came From Away

General Canadian Summary

- Multi-ethnic, middle-aged urban renters. Nearly 60% of residents are foreign-born
- Mixed Education (Grade School through to University)
- Service Sector employment and jobs in manufacturing and trades
- Value furthering their education to advance their careers as well as outdoor sports and activities
- Top Geography: Toronto, Kitchener, Hamilton, Ottawa, Montréal
- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Came From Away rank 1 st , making up 270,737 households, or 4.8% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 49 |
| Children at Home | 43% of couples have children living at home (Average). |
| Household Income | Below Average Household Income of \$70,269 compared to Ontario at \$116,877. |
| Top Social Value | Attraction for Crowds, Confidence in Advertising, Consumptive Evangelism |
| Top Tourism Activities | Swimming, Bars/Restaurants, Camping. Above Average interest in Visiting Historical Sites, Zoos/Aquariums, Film Festivals, Inline Skating |
| Travel | Average interest for travelling within Canada. Came From Away from Ontario spent an average of \$1,526 (Below Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 44% use Instagram (Above Average), 36% use Twitter (Above Average) and 76% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Country Traditions

General Canadian Summary

- Rural, upper-middle-income couples and families. With half the maintainers over 55, households are split between couples and families with children of all ages
- Mixed Education, blue-collar and service sector jobs including construction, health care, social services and public admin
- Value working with their hands, travelling within Canada, communing with nature
- Top Geography: Halifax, Southern Ontario
- EQ Type: No Hassle Traveller

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Country Traditions rank 4 th , making up 221,157 households, or 3.9% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 57 |
| Children at Home | 45% of couples DO NOT have children living at home (Above Average). |
| Household Income | Average Household Income of \$121,104 compared to Ontario at \$116,877. |
| Top Social Value | Attraction to Nature, Work Ethic, National Pride |
| Top Tourism Activities | Swimming, Camping, Cycling. Above Average interest in Cycling, Hiking/Backpacking, Canoeing/Kayaking, Ice Skating, Sporting Events, National/Provincial Parks, Golf, Fishing/Hunting, Cross Country Skiing/Snowshoeing, ATV/Snowmobiling, Power Boating, Hockey, Curling, Dinner Theatre |
| Travel | Average interest for travelling within Canada (Above Average for: Toronto, Quebec, New Brunswick). Country Traditions from Ontario spent an average of \$1,742 (Average) on their last vacation. |
| Social Media | 80% currently use Facebook (Average), 31% use Instagram (Below Average), 23% use Twitter (Below Average) and 68% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Downtown Verve

General Canadian Summary

- Younger and Middle-Aged singles, couples and families with children ranging from ages 5-24
- Highly Educated (University/College Degree)
- White-collar Management Positions
- Value the environment and purchasing eco-friendly products/services
- Top Geography: Calgary, Vancouver, Montréal, Halifax, Ottawa and Gatineau
- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Downtown Verve rank 25 th , making up 107,166 households, or 1.9% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 51 |
| Children at Home | 47% of couples have children living at home (Average). |
| Household Income | Above Average Household Income of \$178,467 compared to Ontario at \$116,877.. |
| Top Social Value | Social Learning, Consumptivity, Effort Towards Health |
| Top Tourism Activities | Swimming, Camping, Bars/Restaurants. Above Average interest in: Ice Skating, Photography, Historical Sites, Downhill Skiing, Country Skiing/Snowshoeing, Music Festivals, Film Festivals, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Cottage Country, Montreal, Ottawa, Vancouver, Nova Scotia, BC). Downtown Verve from Ontario spent an average of \$1,778 (Average) on their last vacation. |
| Social Media | 73% currently use Facebook (Average), 47% use Instagram (Above Average), 36% use Twitter (Above Average) and 74% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Eat, Play, Love

General Canadian Summary

- Younger urban singles. Over half of households contain single or divorced individuals
- University Education (Most educated of all 67 segments)
- White-collar positions in Business, Science, Education and Management
- Value experience-intensive lifestyles, adventure sports, concerts, gourmet cooking
- Top Geography: Toronto, Ottawa, Victoria, Edmonton, Calgary
- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Eat, Play, Love rank 2 nd , making up 258,048 households, or 4.6% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 39 |
| Children at Home | 62% of couples DO NOT have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$130,669 compared to Ontario at \$116,877. |
| Top Social Value | Culture Sampling, Pursuit of Originality, Effort Towards Health |
| Top Tourism Activities | Swimming, Bars/Restaurants, Cycling. Above Average interest in: Specialty Movie Theatres/Imax, Historical Sites, Downhill Skiing, Adventure Sports, Beer/Food/Wine Festivals, Film Festivals, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Niagara Falls, Ontario, Nova Scotia, Alberta). Eat, Play, Love from Ontario spent an average of \$1,758 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 55% use Instagram (Above Average), 38% use Twitter (Above Average) and 76% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Family Mode

General Canadian Summary

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

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Family Mode rank 9 th , making up 174,152 households, or 3.1% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 51 |
| Children at Home | 56% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$135,258 compared to Ontario at \$116,877. |
| Top Social Value | Need for Escape, Flexible Families, National Pride |
| Top Tourism Activities | Swimming, Camping, Cycling. Above Average interest in: Swimming, Camping, Cycling, Visiting Parks/City Gardens, National/Provincial Parks, Golf, Fishing/Hunting, Sporting Events, Country Skiing/Snowshoeing, Beer/Food/Wine Festivals, ATV/Snowmobiling, Adventure Sports, Video Arcades, Snowboarding, Curling, Inline Skating, Food/Wine Shows, Dinner Theatre |
| Travel | Average interest for travelling within Canada (Above Average for: Cottage Country, Niagara Falls, Toronto, Ontario, Quebec, Nova Scotia, Calgary). Family Mode from Ontario spent an average of \$1,719 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 38% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

First-Class Families

General Canadian Summary

- Large, well-off suburban families, more than 40 percent of households contain four or more people
- University Educated, with white-collar jobs in management, education and government. They earn incomes that are nearly twice the national average
- Enjoy many team sports—baseball, basketball, football, hockey, volleyball, Many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce.
- Top Geography: Hamilton, Oshawa
- EQ Type: Authentic Experiencers

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, First-Class Families rank 13 th , making up 139,726 households, or 2.5% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 56 |
| Children at Home | 62% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$179,696 compared to Ontario at \$116,877. |
| Top Social Value | Legacy, Effort Towards Health, Traditional Family |
| Top Tourism Activities | Swimming, Camping, Cycling. Above Average interest in: Golf, Theme Parks, Sporting Events, Downhill Skiing, Hockey, Adventure Sports, Video Arcades, Curling, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Cottage Country, Niagara Falls, Ottawa, Montreal, Quebec City, Nova Scotia, Vancouver, Quebec). First-Class Families from Ontario spent an average of \$1,795 (Average) on their last vacation. |
| Social Media | 74% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Average) and 72% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

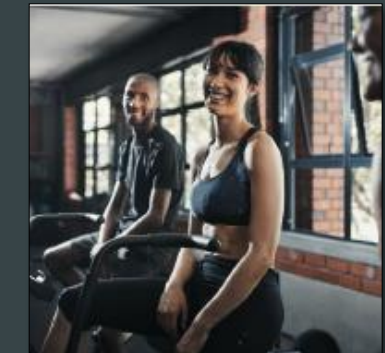
Friends & Roomies

General Canadian Summary

- Younger, diverse lower-middle-income city dwellers
- Mixed Education (High School/University)
- Service Sector and White-Collar positions
- Value in-person and online entertainment, music, podcasts and video games
- Top Geography: Victoria, Saskatoon, Regina, Kingston, Fredericton
- EQ Type: Cultural Explorer

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Friends & Roomies rank 27 th , making up 101,282 households, or 1.8% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 46 |
| Children at Home | 68% of couples DO NOT have children living at home (Above Average). |
| Household Income | Below Average Household Income of \$75,832 compared to Ontario at \$116,877. |
| Top Social Value | Culture Sampling, Multiculturalism, Racial Fusion |
| Top Tourism Activities | Swimming, Camping, Bars/Restaurants. Above Average interest in: Music Festivals, Inline Skating |
| Travel | Average interest for travelling within Canada. Friends & Roomies from Ontario spent an average of \$1,576 (Average) on their last vacation. |
| Social Media | 79% currently use Facebook (Average), 43% use Instagram (Average), 35% use Twitter (Above Average) and 71% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Juggling Acts

General Canadian Summary

- Younger, lower-middle-income urban singles and families
- Moderate Education (Grade 9/High School/College Degree)
- Blue-collar and Service Sector Positions
- Value dining and entertainment, family friendly activities and daytime/reality television
- Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay
- EQ Type: Free Spirit

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 33 rd , making up 82,985 households, or 1.5% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 49 |
| Children at Home | 36% of couples have children living at home (Below Average). |
| Household Income | Below Average Household Income of \$78,442 compared to Ontario at \$116,877. |
| Top Social Value | Primacy of Environmental Protection, Need for Escape, Racial Fusion |
| Top Tourism Activities | Swimming, Camping, Bars/Restaurants. Above Average interest in: Parks/City Gardens, Fishing/Hunting, Food/Wine Shows |
| Travel | Average interest for travelling within Canada. Juggling Acts from Ontario spent an average of \$1,541 (Average) on their last vacation. |
| Social Media | 82% currently use Facebook (Average), 38% use Instagram (Average), 30% use Twitter (Average) and 68% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Modern Suburbia

General Canadian Summary

- Younger and Middle-Aged, diverse families with younger children
- Highly Educated (University/College Degree)
- Mixed levels of employment
- Value trying new and exciting products and aesthetics over functionality
- Top Geography: Saskatoon, Kitchener, Cambridge, Waterloo, Oshawa, Ottawa and Gatineau
- EQ Type: Virtual Traveller

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Modern Suburbia rank 19 th , making up 119,659 households, or 2.1% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 44 |
| Children at Home | 62% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$136,631 compared to Ontario at \$116,877. |
| Top Social Value | Attraction for Crowds, Pursuit of Originality, Racial Fusion |
| Top Tourism Activities | Swimming, Bars/Restaurants, Camping. Above Average interest in: Bars/Restaurants, Photography, Specialty Movie Theatres/IMAX, Zoos/Aquariums, Theme Parks, Hockey, Adventure Sports, Video Arcades, Snowboarding, Inline Skating |
| Travel | Average interest for travelling within Canada (Above Average for: Niagara Falls, Toronto, Ontario, Montreal, Ottawa, Quebec City, Vancouver, Quebec, New Brunswick). Modern Suburbia from Ontario spent an average of \$1,627 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 47% use Instagram (Above Average), 37% use Twitter (Above Average) and 79% use YouTube (Above Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario PRIZM Segment Summary

Turbo Burbs

General Canadian Summary

- Middle-aged upscale suburbanites, the wealthiest suburban segment, with children between the ages of 10 and 25
- Mixed Education with jobs in management, finance, education and government
- Value success, travel and an on-the-go lifestyle. As consumers, many think of themselves as leaders and influencers among their peers
- Top Geography: Kelowna, St. John's
- EQ Type: Authentic Experiencers

Source: Environics PRIZM Marketer's Guide 2021

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 67 PRIZM Clusters identified in Canada, Turbo Burbs rank 36 th , making up 78,462 households, or 1.4% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 56 |
| Children at Home | 53% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$186,466 compared to Ontario at \$116,877. |
| Top Social Value | Legacy, Effort Towards Health, Racial Fusion |
| Top Tourism Activities | Swimming, Camping, Cycling. Above Average interest in: Canoeing/Kayaking, Specialty Movie Theatres/Imax, National/Provincial Parks, Fishing/Hunting, Sporting Events, Cross Country Skiing/Snowshoeing, Downhill Skiing, Hockey, Power Boating, ATV/Snowmobiling, Curling, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Cottage Country, Ontario, Ottawa, Quebec City, Vancouver, Calgary, Banff). Turbo Burbs from Ontario spent an average of \$1,736 (Average) on their last vacation. |
| Social Media | 75% currently use Facebook (Average), 36% use Instagram (Below Average), 26% use Twitter (Below Average) and 70% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

A skier is shown in profile, facing right, in a snowy mountain environment. The skier is wearing a bright red helmet with the 'BOC' logo, a yellow and black ski jacket, and a black backpack with a floral pattern. The skier is holding a ski pole. The background consists of snow-covered evergreen trees and a heavy snowfall, creating a soft, white atmosphere. The text 'ONTARIO TOP EQ TYPES' is overlaid in large, white, sans-serif capital letters across the lower portion of the image.

ONTARIO TOP EQ TYPES

2021 Ontario EQ Type Summary

Authentic Experiencers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Authentic Experiencers rank 2 nd , making up 719,507 households, or 12.8% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 58 |
| Children at Home | 51% of couples have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$190,486 compared to Ontario at \$116,877. |
| Top Social Value | Legacy, Culture Sampling, Effort Towards Health |
| Top Tourism Activities | Swimming, Camping, Cycling. Above average interest in Sporting Events, Cross Country Skiing/Snowshoeing, Downhill Skiing, Curling, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Ottawa, Vancouver, Nova Scotia). Authentic Experiencers from Ontario spent an average of \$1,791 (Average) on their last vacation. |
| Social Media | 75% currently use Facebook (Average), 38% use Instagram (Average), 29% use Twitter (Average) and 70% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario EQ Type Summary

Cultural Explorers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Cultural Explorers rank 4 th , making up 596,133 households, or 10.6% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 44 |
| Children at Home | 47% of couples DO NOT have children living at home (Above Average). |
| Household Income | Above Average Household Income of \$128,020 compared to Ontario at \$116,877. |
| Top Social Value | Culture Sampling, Social Learning, Effort Towards Health |
| Top Tourism Activities | Swimming, Bars/Restaurants, Cycling Above average interest in Bars/Restaurants, Historical Sites, Downhill Skiing, Beer/Food/Wine Festivals, Adventure Sports, Film Festivals, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Ontario, Montreal, Ottawa, Nova Scotia, Vancouver, Alberta). Cultural Explorers from Ontario spent an average of \$1,721 (Average) on their last vacation. |
| Social Media | 76% currently use Facebook (Average), 50% use Instagram (Above Average), 37% use Twitter (Above Average) and 75% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario EQ Type Summary

Cultural History Buffs

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Cultural History Buffs rank 9 th , making up 323,718 households, or 5.8% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 45 |
| Children at Home | 39% of couples DO NOT have children living at home (Average). |
| Household Income | Below Average Household Income of \$84,973 compared to Ontario at \$116,877. |
| Top Social Value | Culture Sampling, Attraction for Crowds, Ecological Concern |
| Top Tourism Activities | Swimming, Bars/Restaurants, Camping. Above average interest in: Specialty Movie Theatres/IMAX, Historical Sites, Beer/Food/Wine Festivals, Adventure Sports, Music Festivals, Film Festivals |
| Travel | Average interest for travelling within Canada (Above Average for: Niagara Falls, Toronto, Montreal, Ottawa, Calgary). Cultural History Buffs from Ontario spent an average of \$1,598 (Average) on their last vacation. |
| Social Media | 75% currently use Facebook (Average), 47% use Instagram (Above Average), 35% use Twitter (Above Average) and 76% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario EQ Type Summary

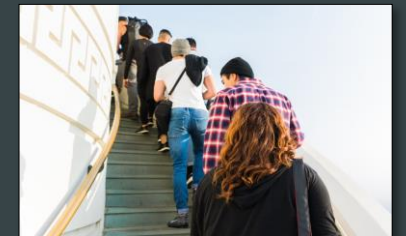
Free Spirits

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1 st , making up 1,383,034 households, or 24.6% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 52 |
| Children at Home | 56% of couples have children living at home (Above Average). |
| Household Income | Average Household Income of \$110,200 compared to Ontario at \$116,877. |
| Top Social Value | Consumption Evangelism, Traditional Family, Attraction for Crowds |
| Top Tourism Activities | Swimming, Camping, Cycling. Above average interest in: Theme Parks, Zoos/Aquariums, Adventure Sports, Video Arcades, Snowboarding, Marathons |
| Travel | Average interest for travelling within Canada (Above Average for: Niagara Falls, Montreal). Free Spirits from Ontario spent an average of \$1,645 (Average) on their last vacation. |
| Social Media | 75% currently use Facebook (Average), 48% use Instagram (Above Average), 35% use Twitter (Above Average) and 75% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario EQ Type Summary

Gentle Explorers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Ontario Highlights |
|-------------------------------|---|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, Gentle Explorer rank 3 rd , making up 682,419 households, or 12.1% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 54 |
| Children at Home | 39% of couples DO NOT have children living at home (Average). |
| Household Income | Below Average Household Income of \$81,390 compared to Ontario at \$116,877. |
| Top Social Value | Need for Escape, Ethical Consumerism, Flexible Families |
| Top Tourism Activities | Swimming, Camping, Bars/Restaurants. Above average interest in: Fishing/Hunting, Food/Wine Shows |
| Travel | Average interest for travelling within Canada. Gentle Explorer from Ontario spent an average of \$1,661 (Average) on their last vacation. |
| Social Media | 82% currently use Facebook (Average), 35% use Instagram (Below Average), 27% use Twitter (Below Average) and 69% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

2021 Ontario EQ Type Summary

No Hassle Travellers

General Canadian Summary

- 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

Source: Destination Canada EQ Reference Guide 2020

| Category | Ontario Highlights |
|-------------------------------|--|
| Household Count | Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 6 th , making up 558,677 households, or 9.9% of the total Households in Ontario (5,619,890). |
| Maintainer Age | Median Household Maintainer Age is 55 |
| Children at Home | 47% of couples have children living at home (Average). |
| Household Income | Average Household Income of \$117,553 compared to Ontario at \$116,877. |
| Top Social Value | Attraction to Nature, Need for Escape, Emotional Control |
| Top Tourism Activities | Swimming, Camping, Cycling. Above average interest in: Cycling, Hiking/Backpacking, Parks/City Gardens, Golf, National/Provincial Parks, Fishing/Hunting, Sporting Events, ATV/Snowmobiling, Power Boating, Curling, Food/Wine Shows, Dinner Theatre |
| Travel | Average interest for travelling within Canada (Above Average for: Quebec). No Hassle Traveller from Ontario spent an average of \$1,711 (Average) on their last vacation. |
| Social Media | 79% currently use Facebook (Average), 34% use Instagram (Below Average), 25% use Twitter (Below Average) and 69% use YouTube (Average). |



Source: Environics Analytics- Envision 2021

CONTACT US

Karen Chalmers

Managing Director, Symphony Tourism Services

Email: karen@totabc.com

Phone: 778.721.5448

symphonytourismservices.com



SYMPHONY
TOURISM
SERVICES