

October 2021



SYMPHONY
TOURISM
SERVICES

MOBILESCAPES RESEARCH INSIGHTS



CRANBROOK
TOURISM

Cranbrook Visitor Analysis

BRITISH COLUMBIA & ALBERTA
VISITOR ANALYSIS



TABLE OF CONTENTS

• Objectives & Introduction	3
• About Mobilescapes	4-6
• Data Analyzed	7
• Visitor Insights: <ul style="list-style-type: none">◦ Key Findings◦ Current Visitor Profile◦ Key Variable Highlights◦ Summary Highlights◦ Insights - Growth Markets	8-17
• Visitor Origin	18-23
• Visitor Personas - Top PRIZM Segments	24-39
• Visitor Personas - Top EQ Types	40-47
• Additional Resources	48-55



OBJECTIVES

- Understand your domestic visitors: Who are they, where are they coming from? What are their interests? Where do they get their information? And where are more of them that we can market to?
- Utilize research results derived from MobileScapes Mobile Movement analysis to support strategy direction, target marketing and COVID-19 Recovery planning

INTRODUCTION

- This Visitor Analysis profiles Mobile Movement Data for key locations within Cranbrook as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2021 PRIZM Market Segmentation profiles for the Domestic Market.
- Through this project we aim to answer the above questions, identify similarities/differences in visitor profiles, and ultimately provide you with insights to aid in reaching your marketing goals

ABOUT MOBILESCAPES

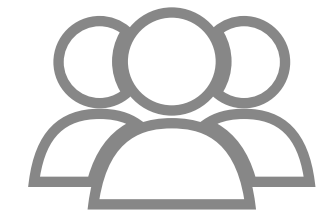
What is MobileScapes?

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

Why MobileScapes?

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

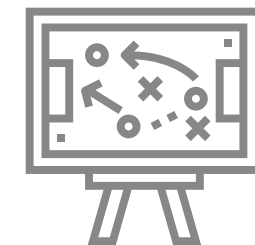
Identify **WHO** visits your location, **WHAT** they like (Activities/Media Habits) and **WHERE** there are more people like them in your top markets.



Understand your
Visitors



Identify Top
Markets



Execute your
Strategy

MOBILESCAPES

THE PROCESS

Select your Locations

Choose Areas to Geo-Fence

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

Choose your Time Frame

Decide on a Time Frame

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

Each time frame represents ONE query

Analysis

Symphony Research Specialist conducts Analysis

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

Report Generation

Reports Include:

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

Discussion and Review

Review and Discuss Material

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

Additional Documentation & Reports

Additional Reports Provided if Needed

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

HOW TO USE MOBILESCAPES

HOW CAN THESE INSIGHTS HELP YOU?

Identify Patterns	Develop Profiles	Product Development & Campaigns
<ul style="list-style-type: none">• Use Visitor Volume and Visitor Origins to understand differences in seasons or time frames selected.	<ul style="list-style-type: none">• Visitor Profiles developed to help you understand your visitors<ul style="list-style-type: none">◦ Demographics◦ Psychographics◦ Life Stage/Family Size◦ Income Level◦ Media Habits◦ Activities/Interests	<ul style="list-style-type: none">• Use your Visitor Insights to create new products or Itineraries• Tailor existing products/services to existing customers• Identify New Target Markets or expand your reach• Target Digital or Traditional Media Campaigns based on geography, media habits, social values, activities etc.

DATA ANALYZED

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



Cranbrook - November 2018 - March 2019 - NO LOCALS

Sample of **32,100** visitors analyzed from British Columbia

** Local Residents from Cranbrook (V1C Postal Codes) removed from Sample*



Cranbrook - April 2019 - September 2019- NO LOCALS

Sample of **58,100** visitors analyzed from British Columbia

** Local Residents from Cranbrook (V1C Postal Codes) removed from Sample*



Cranbrook - November 2018 - March 2019

Sample of **46,500** visitors analyzed from British Columbia

Sample of **16,800** visitors analyzed from Alberta



Cranbrook - April 2019 - September 2019

Sample of **74,100** visitors analyzed from British Columbia

Sample of **67,200** visitors analyzed from Alberta

VISITOR INSIGHTS

KEY FINDINGS

Category	BC Visitors - NO LOCALS Nov 2018-March 2019	BC Visitors - NO LOCALS April-September 2019	AB Visitors Nov 2018-March 2019	AB Visitors April-September 2019
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 32,200 or 61% were from BC 	<ul style="list-style-type: none"> 58,100 or 42% were from BC 	<ul style="list-style-type: none"> 16,800 or 25% were from Alberta 	<ul style="list-style-type: none"> 67,200 or 43% were from Alberta
Top Visitor Origin Locations	<ul style="list-style-type: none"> Kimberley Central Kootenay B Creston Sparwood Fernie 	<ul style="list-style-type: none"> Kimberley Central Kootenay B Creston Vancouver Castlegar 	<ul style="list-style-type: none"> Calgary Edmonton Lethbridge Airdrie Okotoks 	<ul style="list-style-type: none"> Calgary Edmonton Lethbridge Airdrie Rocky View County
Top PRIZM Segments	<ul style="list-style-type: none"> Country & Western Backcountry Boomers Down to Earth Suburban Sports Keep on Trucking 	<ul style="list-style-type: none"> Country & Western Backcountry Boomers Down to Earth Suburban Sports Scenic Retirement 	<ul style="list-style-type: none"> Agri-Biz All-Terrain Families Family Mode Modern Suburbia Middle-Class Mosaic 	<ul style="list-style-type: none"> Modern Suburbia All-Terrain Families Agri-Biz Family Mode Middle-Class Mosaic
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers No Hassle Travellers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers No Hassle Travellers 	<ul style="list-style-type: none"> No Hassle Travellers Free Spirits Authentic Experiencers 	<ul style="list-style-type: none"> Free Spirits No Hassle Travellers Authentic Experiencers

KEY FINDINGS

INCLUDES CRANBROOK RESIDENTS OF V1C POSTAL CODES

Category	BC Visitors Nov 2018-March 2019	BC Visitors April-September 2019	Key Findings
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 46,500 or 69% were from BC 	<ul style="list-style-type: none"> 74,100 or 48% were from BC 	<p>Key Findings comparing the full mobile analysis (including locals) to the analysis that does not include visitation from Cranbrook.</p> <ul style="list-style-type: none"> The top 10 PRIZM Segments are moderately consistent across both analyses, however; Suburban Recliners ranked in the secondary (non-local) analysis for the November-March period and Suburban Recliners, Family Mode and Kick-Back Country ranked for the non-local analysis for the April-September period. Just Getting By ranked within the top 10 PRIZM Segments for both periods in the locals included analysis. The top three EQ Types are consistent across both time periods and analyses.
Top Visitor Origin Locations	<ul style="list-style-type: none"> Cranbrook Kimberley East Kootenay C Central Kootenay B Creston Sparwood Fernie Nelson East Kootenay F Vancouver 	<ul style="list-style-type: none"> Cranbrook Kimberley East Kootenay C Central Kootenay B Creston Vancouver Castlegar Surrey Nelson Sparwood 	
Top PRIZM Segments	<ul style="list-style-type: none"> Country & Western Down to Earth Slow-Lane Suburbs Backcountry Boomers Suburban Sports 	<ul style="list-style-type: none"> Country & Western Down to Earth Backcountry Boomers Suburban Sports Scenic Retirement 	
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorer No Hassle Travellers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers No Hassle Travellers 	

CURRENT VISITOR PROFILE

BRITISH COLUMBIA & ALBERTA

BC Visitors (NON-LOCAL) Nov 2018-March 2019	BC Visitors (NON-LOCAL) April - September 2019	Alberta Visitors Nov 2018-March 2019	Alberta Visitors April - September 2019
<ul style="list-style-type: none">• The Median Household Maintainer Age for BC visitors to the Cranbrook Geo-Fenced Areas in November 2018-March 2019 (NON-LOCAL) was 56 (Avg), 53% of couples DO NOT have children living at home (Above Avg).• Average Household Income of \$109,263 compared to BC at \$113,574.• Top 3 Social Values: Emotional Control, Racial Fusion, Attraction to Nature• Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks, Cross Country Skiing/Snowshoeing, Golfing• Average interest for travelling within Canada (Above Average for: Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa) these visitors from BC spent an average of \$1,743 (Average) on their last vacation.• 80% currently use Facebook (Average), 33% use Instagram (Below Average), 22% use Twitter (Below Average) and 70% use YouTube (Average).	<ul style="list-style-type: none">• The Median Household Maintainer Age for BC visitors to the Cranbrook Geo-Fenced Areas in April 2019-September 2019 (NON-LOCAL) was 56 (Avg), 52% of couples DO NOT have children living at home (Above Avg).• Average Household Income of \$109,902 compared to BC at \$113,574.• Top 3 Social Values: Emotional Control, Need for Escape, Racial Fusion• Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks, Cross Country Skiing/Snowshoeing, Visiting Historical Sites• Average interest for travelling within Canada (Above Average for: Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa) these visitors from BC spent an average of \$1,731 (Average) on their last vacation.• 79% currently use Facebook (Average), 35% use Instagram (Below Average), 23% use Twitter (Below Average) and 71% use YouTube (Average).	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cranbrook Geo-Fenced Areas in November 2018-March 2019 was 45 (Below Avg), 54% of couples have children living at home (Above Avg).• Average Household Income of \$135,835 compared to Alberta at \$126,807.• Top 3 Social Values: Racial Fusion, Pursuit of Originality, Ecological Fatalism• Top Tourism Activities: Camping, Swimming, Cycling. Above average interest in Hiking/Backpacking, Sporting Events, Golf, Canoeing/Kayaking, Historical sites• Average interest for travelling within Canada (Above Average for: BC, Alberta, Vancouver, Toronto), these visitors from Alberta spent an average of \$1,697 (Average) on their last vacation.• 80% currently use Facebook (Average), 44% use Instagram (Above Average), 31% use Twitter (Above Average) and 71% use YouTube (Average).	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cranbrook Geo-Fenced Areas in April 2019-September 2019 was 44 (Below Avg), 53% of couples have children living at home (Above Avg).• Above Average Household Income of \$139,720 compared to Alberta at \$126,807.• Top 3 Social Values: Racial Fusion, Pursuit of Originality, Ecological Fatalism• Top Tourism Activities: Camping, Swimming, Cycling. Above average interest in Cycling, Hiking/Backpacking, Visiting National/Provincial Parks, Sporting Events, Golf• Average interest for travelling within Canada (Above Average for: BC, Alberta, Banff, Vancouver, Saskatchewan, Toronto), these visitors from Alberta spent an average of \$1,740 (Average) on their last vacation.• 80% currently use Facebook (Average), 44% use Instagram (Above Average), 32% use Twitter (Above Average) and 71% use YouTube (Average).

CURRENT VISITOR PROFILE

INCLUDES CRANBROOK RESIDENTS OF V1C POSTAL CODES

BC Visitors - November 2018 - March 2019

- The Median Household Maintainer Age for BC visitors to the Cranbrook Geo-Fenced Areas in November 2018-March 2019 was 57 (Avg), 53% of couples DO NOT have children living at home (Above Avg).
- Average Household Income of \$110,257 compared to BC at \$113,574.
- Top 3 Social Values: Emotional Control, Attraction to Nature, Need for Escape
- Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Photography, Fishing/Hunting, visiting National/Provincial Parks, Golf, Cross Country Skiing/Snowshoeing
- Average interest for travelling within Canada (Above Average for: BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa) these visitors from BC spent an average of \$1,743 (Average) on their last vacation.
- 80% currently use Facebook (Average), 33% use Instagram (Below Average), 22% use Twitter (Below Average) and 70% use YouTube (Average).

BC Visitors - April - September 2019

- The Median Household Maintainer Age for BC visitors to the Cranbrook Geo-Fenced Areas in April - September 2019 was 56 (Avg), 52% of couples DO NOT have children living at home (Above Avg).
- Average Household Income of \$110,422 compared to BC at \$113,574.
- Top 3 Social Values: Emotional Control, Need for Escape, Racial Fusion
- Top Tourism Activities: Swimming, Hiking/Backpacking, Camping. Above average interest in Photography, Fishing/Hunting, visiting National/Provincial Parks, Cross Country Skiing/Snowshoeing, Historical Sites
- Average interest for travelling within Canada (Above Average for: Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa) these visitors from BC spent an average of \$1,733 (Average) on their last vacation.
- 79% currently use Facebook (Average), 34% use Instagram (Below Average), 23% use Twitter (Below Average) and 71% use YouTube (Average).

KEY VARIABLE HIGHLIGHTS

BRITISH COLUMBIA & ALBERTA

KEY VARIABLE HIGHLIGHTS

BRITISH COLUMBIA & ALBERTA

Variable

Attended Historical Sites

I occasionally/regularly participate in ATV/snowmobiling

I occasionally/regularly participate in Fishing/hunting activities

I occasionally/regularly participate in Golfing activities

I occasionally/regularly participate in Cross country / Snowshoeing activities

I occasionally/regularly participate in Hiking/backpacking activities

BC Visitors (NON-LOCAL)
November 2018 - March 2019

24% of the Visitors sampled within the Geo-fenced Cranbrook area Visited a local historical site in the last year (Above Average)

17% of the Visitors sampled within the Geo-fenced Cranbrook area participate in ATV/Snowmobiling Activities (Above Average)

35% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Fishing/Hunting Activities (Above Average)

29% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Golf Activities (Above Average)

31% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Cross Country/Snowshoeing Activities (Above Average)

54% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Hiking/Backpacking Activities (Average)

BC Visitors (NON-LOCAL)
April - September 2019

23% of the Visitors sampled within the Geo-fenced Cranbrook area Visited a local historical site in the last year (Above Average)

16% of the Visitors sampled within the Geo-fenced Cranbrook area participate in ATV/Snowmobiling Activities (Above Average)

33% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Fishing/Hunting Activities (Above Average)

28% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Golf Activities (Average)

29% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Cross Country/Snowshoeing Activities (Above Average)

53% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Hiking/Backpacking Activities (Average)

AB Visitors
November 2018 - March 2019

25% of the Visitors sampled within the Geo-fenced Cranbrook area Visited a local historical site in the last year (Above Average)

17% of the Visitors sampled within the Geo-fenced Cranbrook area participate in ATV/Snowmobiling Activities (Average)

30% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Fishing/Hunting Activities (Average)

36% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Golf Activities (Above Average)

16% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Cross Country/Snowshoeing Activities (Average)

49% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Hiking/Backpacking Activities (Above Average)

AB Visitors
April - September 2019

25% of the Visitors sampled within the Geo-fenced Cranbrook area Visited a local historical site in the last year (Above Average)

17% of the Visitors sampled within the Geo-fenced Cranbrook area participate in ATV/Snowmobiling Activities (Average)

29% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Fishing/Hunting Activities (Average)

29% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Golf Activities (Average)

17% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Cross Country/Snowshoeing Activities (Average)

49% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Hiking/Backpacking Activities (Above Average)

Average Usage by Variable - British Columbia

• Historical Sites: 19.5%

• ATV/Snowmobiling: 12.1%

• Fishing/Hunting: 24.5%

• Golf: 26.5%

• Cross Country Skiing/Snowshoeing: 24.6%

• Hiking/Backpacking: 50%

Average Usage by Variable - Alberta

• Historical Sites: 20.8%

• ATV/Snowmobiling: 16.4%

• Fishing/Hunting: 28.9%

• Golf: 31.5%

• Cross Country Skiing/Snowshoeing: 18.1%

• Hiking/Backpacking: 43.4%

Note: Variable Highlighted here ranked above average across multiple time periods and/or Provinces. All other variables selected by client can be found in Client Deliverable Google Share Folder

KEY VARIABLE HIGHLIGHTS

INCLUDES CRANBROOK RESIDENTS

Variable	BC Visitors Nov 2018 - March 2019	BC Visitors April - September 2019
Attended Historical Sites	24% of the Visitors sampled within the Geo-fenced Cranbrook rea Visited a local historical site in the last year (Above Average)	23% of the Visitors sampled within the Geo-fenced Cranbrook rea Visited a local historical site in the last year (Above Average)
I occasionally/regularly participate in ATV/snowmobiling	18% of the Visitors sampled within the Geo-fenced Cranbrook area participate in ATV/Snowmobiling Activities (Above Average)	16% of the Visitors sampled within the Geo-fenced Cranbrook area participate in ATV/Snowmobiling Activities (Above Average)
I occasionally/regularly participate in Fishing/hunting activities	35% of the Visitors sampled within the Geo-fenced Cranbrook rea participate in Fishing/Hunting Activities (Above Average)	33% of the Visitors sampled within the Geo-fenced Cranbrook rea participate in Fishing/Hunting Activities (Above Average)
I occasionally/regularly participate in Golfing activities	30% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Golf Activities (Above Average)	29% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Golf Activities (Above Average)
I occasionally/regularly participate in Cross country / Snowshoeing activities	30% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Cross Country/Snowshoeing Activities (Above Average)	29% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Cross Country/Snowshoeing Activities (Above Average)
I occasionally/regularly participate in Hiking/backpacking activities	53% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Hiking/Backpacking Activities (Average)	52% of the Visitors sampled within the Geo-fenced Cranbrook area participate in Hiking/Backpacking Activities (Average)

Average Usage by Variable - British Columbia

- Historical Sites: 19.5%
- ATV/Snowmobiling: 12.1%
- Fishing/Hunting: 24.5%
- Golf: 26.5%
- Cross Country Skiing/Snowshoeing: 24.6%
- Hiking/Backpacking: 50%

SUMMARY HIGHLIGHTS

BRITISH COLUMBIA

- British Columbia was the **primary** origin of Cranbrook Area Visitors, making up **69%** of visitation during the November 2018-March 2019 period and **48%** during the April-September 2019 period.
 - *When Cranbrook was removed from the analysis, BC made up **61%** of visitation during the November-March period and **48%** during the April-September period*
- Cranbrook, Kimberley and East Kootenay C were the top three visitor origin markets during both time periods.
 - *When Cranbrook was removed from the analysis Kimberley, Central Kootenay B and Creston were the top visitor origin locations during both periods.*
- The top three PRIZM Segments visiting the Cranbrook Areas during the November 2018-March 2019 period were Country & Western, Down to Earth and Slow-Lane Suburbs. The top three during the April-September 2019 period were Country & Western, Down to Earth and Backcountry Boomers.
 - *When Cranbrook was removed from the analysis Suburban Sports appeared in the top three PRIZM Segments during both periods.*
 - **Backcountry Boomers** are typically rural, lower-middle-income older couples and singles. They tend to enjoy their natural surroundings, participating in hiking, cross-country skiing and snowmobiling
 - **Country & Western** are typically middle aged, below average income travellers who enjoy: Snowmobiling, Hiking, Camping, Boating
 - **Down to Earth** are typically older, middle-income rural couples and families who enjoy spending their leisure time close to home or ATVing, RVing, fishing and gardening
 - **Slow-Lane Suburbs** are typically older and mature suburban singles and couples who enjoy leisure-intensive lifestyles and traditional media
 - **Suburban Sports** are typically middle-aged couples and families, who enjoy outdoor activities, such as Camping, Fishing/Hunting. Cross Country Skiing/Snowshoeing
- The top three EQ Types visiting the Cranbrook Areas during both periods were Rejuvenators, Gentle Explorers and No Hassle Travellers
 - *When Cranbrook was removed from the analysis Virtual Travellers appeared in the top three EQ Types during the November 2018-March 2019 time frame.*



SUMMARY HIGHLIGHTS

ALBERTA

- Alberta was the **secondary** origin of Cranbrook Area Visitors, making up **25%** of visitation during the November 2018-March 2019 period and **43%** during the April-September 2019 period.
- Calgary, Edmonton and Lethbridge were the top three visitor origin markets during both time periods.
- The top three PRIZM Segments visiting the Cranbrook Areas during the November 2018-March 2019 period were: Agri-Biz, All-Terrain Families and Family Mode. The top three during the April-September 2019 period were: Modern Suburbia, All-Terrain Families and Agri-Biz.
 - **Agri-Biz** are typically Middle- income farmers and blue-collar workers, who enjoy fishing/hunting, boating and camping
 - **All-Terrain Families** are typically Younger and Middle-Aged couples and families with children under the age of 15, who value hard work, and the thrill of purchasing and are often impulse shoppers
 - **Family Mode** are typically Middle-aged couples and families with children (ages 10+) at home. They value outdoor adventure and interacting with people from different cultures
 - **Modern Suburbia** are typically Younger and Middle-Aged, diverse families with younger children who value trying new and exciting products and pilates/yoga
- The top three EQ Types visiting the Cranbrook Areas during both periods were No Hassle Travellers, Free Spirits and Authentic Experiencers.



INSIGHTS- POTENTIAL GROWTH MARKETS

TOP LOCATIONS BY TOP MARKET SEGMENTS

British Columbia	Alberta	BC Target Considerations	AB Target Considerations
<ul style="list-style-type: none">• Local Kootenay Rockies Residents<ul style="list-style-type: none">◦ These are loyal visitors who understand your products/services and visited during both time periods• BC Regional Visitors<ul style="list-style-type: none">◦ Vancouver, Surrey, Burnaby, Abbotsford◦ Kelowna, Kamloops, Armstrong, Vernon<ul style="list-style-type: none">▪ Less frequent travellers looking for experiences that allow them to connect with nature and experience different outdoor activities	<ul style="list-style-type: none">• Calgary/Edmonton/Lethbridge<ul style="list-style-type: none">◦ Loyal Visitors who understand your products/services and travelled during multiple periods.◦ These geographies are also strong visitors by PRIZM Segment	<p>Consider targeting by BC Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Backcountry Boomers◦ Boomer Bliss◦ Country & Western◦ Country Traditions◦ Down to Earth◦ Family Mode◦ Just Getting By◦ Keep on Trucking◦ Kick-Back Country◦ Scenic Retirement◦ Slow-Lane Suburbs◦ Suburban Recliners◦ Suburban Sports◦ Value Villagers <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Nanaimo◦ Kelowna◦ Kamloops◦ Abbotsford◦ Chilliwack◦ Prince George◦ Langley◦ Maple Ridge◦ Surrey◦ Vernon	<p>Consider targeting by Alberta Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Agri-Biz◦ All-Terrain Families◦ Country & Western◦ Family Mode◦ First-Class Families◦ Mid-City Mellow◦ Middle-Class Mosaic◦ Modern Suburbia◦ Multicultural Corners◦ Multiculture-ish◦ Stressed in Suburbia◦ Suburban Sports <p>• Top 10 Locations of Top PRIZM Segments:</p> <ul style="list-style-type: none">◦ Calgary◦ Edmonton◦ Airdrie◦ Red Deer◦ Strathcona County◦ Wood Buffalo◦ Lethbridge◦ Grande Prairie◦ St. Albert◦ Spruce Grove

A note about the BC & AB Target Considerations

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

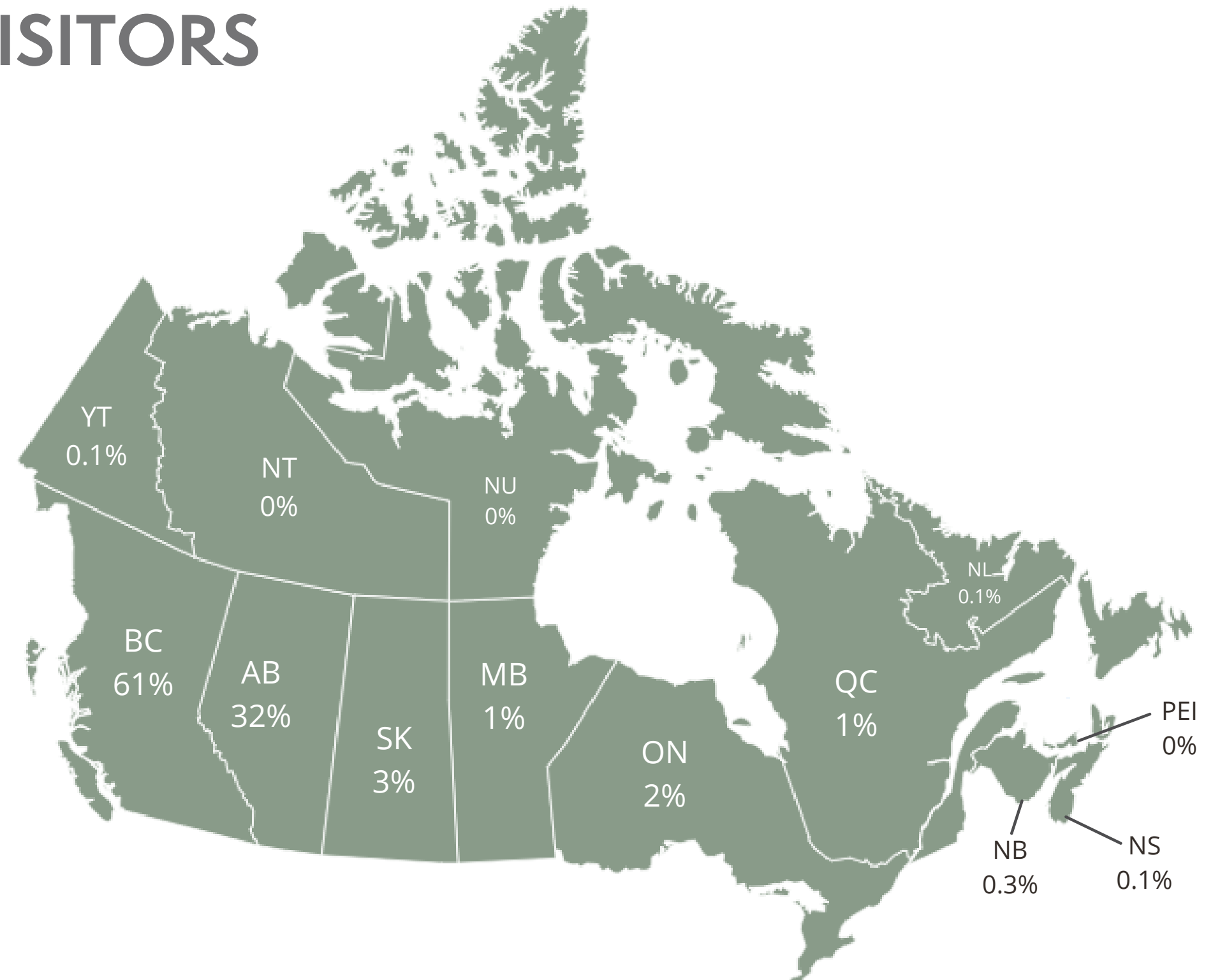
If you would like to target by PRIZM segment, we can provide the Postal Codes or FSAs (first 3 characters) to be used in marketing campaigns. These would be the specific FSAs aligned to your top market segments from these cities.

VISITOR ORIGIN

PROVINCIAL BREAKDOWN

NOV 2018-MARCH 2019 VISITORS

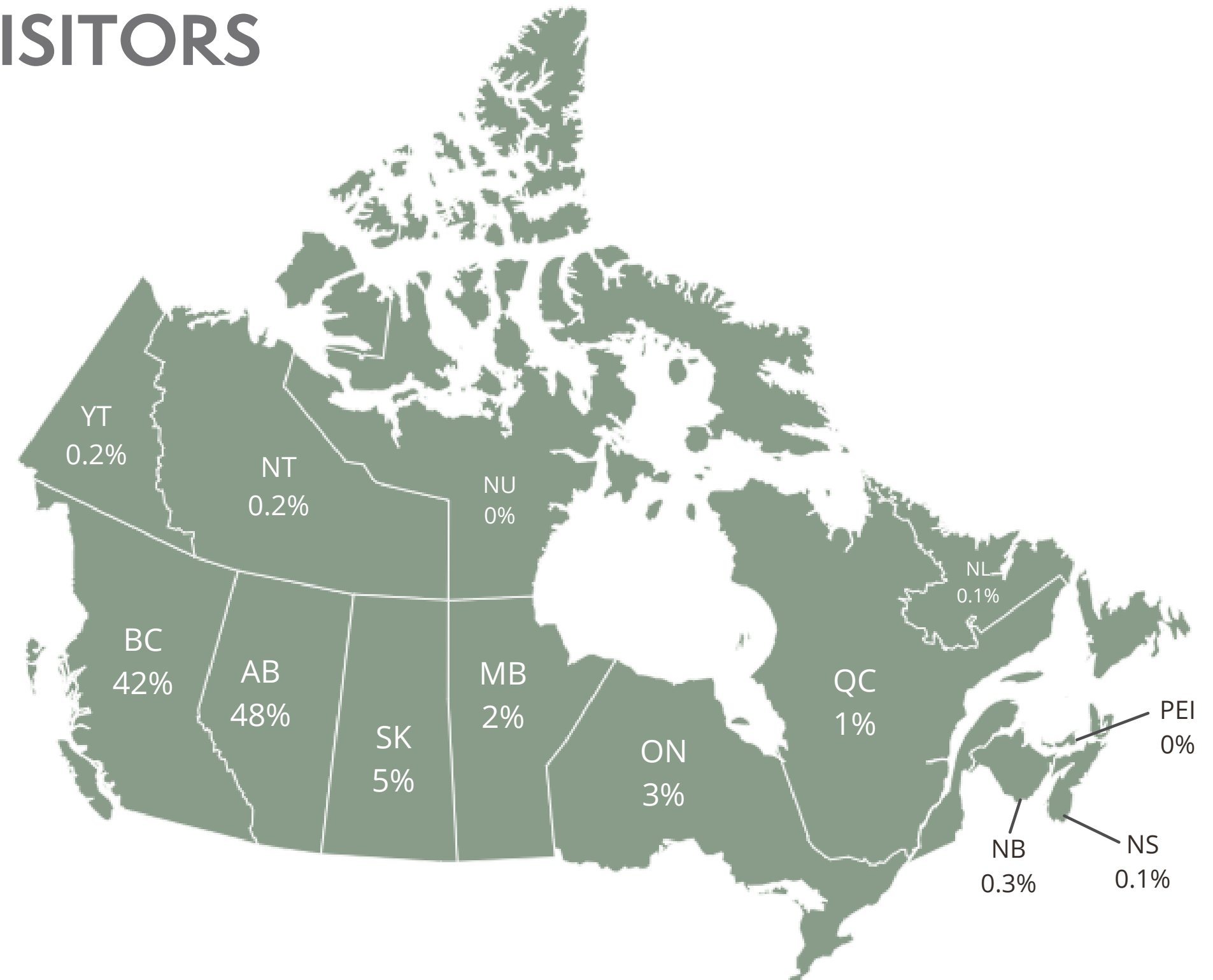
- On average **61%** of visitors to the geo-coded Cranbrook areas in November 2018 - March 2019 were from **British Columbia**, **32%** from **Alberta**, **3%** from **Saskatchewan** and **2%** from **Ontario**.
- This report will focus on the **British Columbia** and **Alberta** Markets.
- **Note:** When Cranbrook was **INCLUDED** in the analysis, **British Columbia** made up **69%**, **Alberta 25%**, **Saskatchewan 3%** and **Ontario 1%** of November 2018 - March 2019 visitors.



PROVINCIAL BREAKDOWN

APRIL - SEPTEMBER 2019 VISITORS

- On average **48%** of visitors to the geo-coded Cranbrook areas in April-September 2019 were from **Alberta**, **42%** from **British Columbia**, **5%** from **Saskatchewan** and **3%** from **Ontario**.
- This report will focus on the **British Columbia** and **Alberta** Markets.
- **Note:** When Cranbrook was **INCLUDED** in the analysis, **British Columbia** made up **48%**, **Alberta 43%**, **Saskatchewan 4%** and **Ontario 2%** of April-September 2019 visitors.



VISITOR ORIGIN BY CITY

BC NON-LOCAL (EXCLUDES CRANBROOK)

Key Findings

- Kimberley, Central Kootenay B and Creston were consistent top Visitor Origin markets across both time periods.
- Visitation from the Lower Mainland (Surrey and Vancouver) ranked within the top 7 visitor origin locations during the April-September 2019 period.

Visitor Origin Nov 2018 - March 2019		Visitor Origin April - September 2019	
City	% of Total	City	% of Total
Kimberley	12%	Kimberley	6%
Central Kootenay B	5%	Central Kootenay B	4%
Creston+ other VOB	5%	Creston+ other VOB	3%
Sparwood	4%	Vancouver	3%
Fernie	4%	Castlegar	3%
Nelson	4%	Surrey	3%
East Kootenay F	3%	Nelson	2%

VISITOR ORIGIN BY CITY

BRITISH COLUMBIA INCLUDING LOCALS

Key Findings

- Visitor Origin Locations were consistent across both time periods, with Cranbrook, Kimberley, East Kootenay C, Central Kootenay B and Creston ranking as top Visitor Origin markets across both time periods.
- Visitation from the Kootenay Rockies was strong across the top 7 locations during both time periods.

Visitor Origin Nov 2018 - March 2019	
City	% of Total
Cranbrook	26%
Kimberley	8%
East Kootenay C	6%
Central Kootenay B	4%
Creston	4%
Sparwood	3%
Fernie	3%

Visitor Origin April - September 2019	
City	% of Total
Cranbrook	19%
Kimberley	5%
East Kootenay C	5%
Central Kootenay B	3%
Creston	3%
Vancouver	2%
Castlegar	2%

VISITOR ORIGIN BY CITY

ALBERTA

Key Findings

- Calgary, Edmonton, Lethbridge and Aidrie were consistent top Visitor Origin markets across both time periods.
- Visitor Origin locations were consistent across both time periods

Visitor Origin Nov 2018 - March 2019	
City	% of Total
Calgary	38%
Edmonton	7%
Lethbridge	6%
Airdrie	3%
Okotoks	3%
Rocky View County	2%
Coaldale	2%

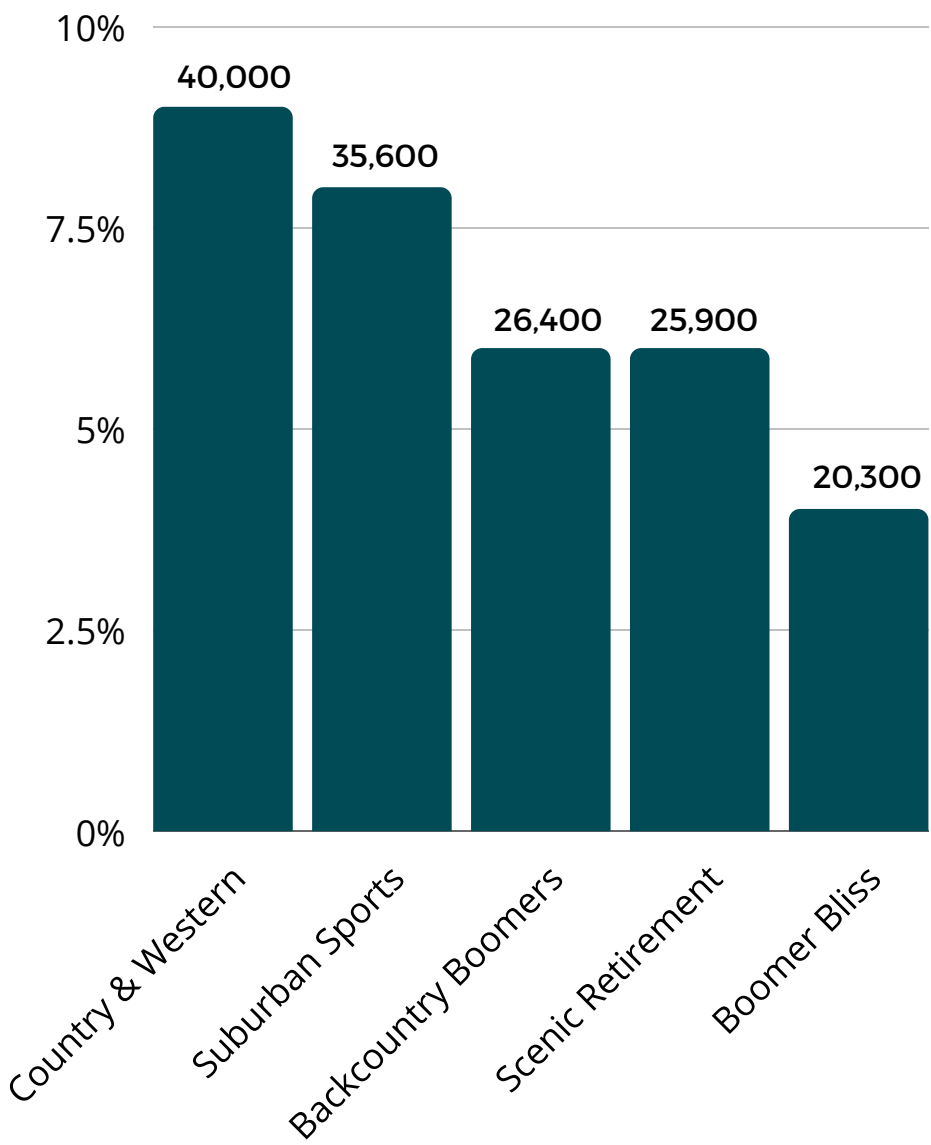
Visitor Origin April - September 2019	
City	% of Total
Calgary	39%
Edmonton	9%
Lethbridge	6%
Airdrie	3%
Rocky View County	3%
Red Deer	2%
Medicine Hat	2%

VISITOR PERSONAS

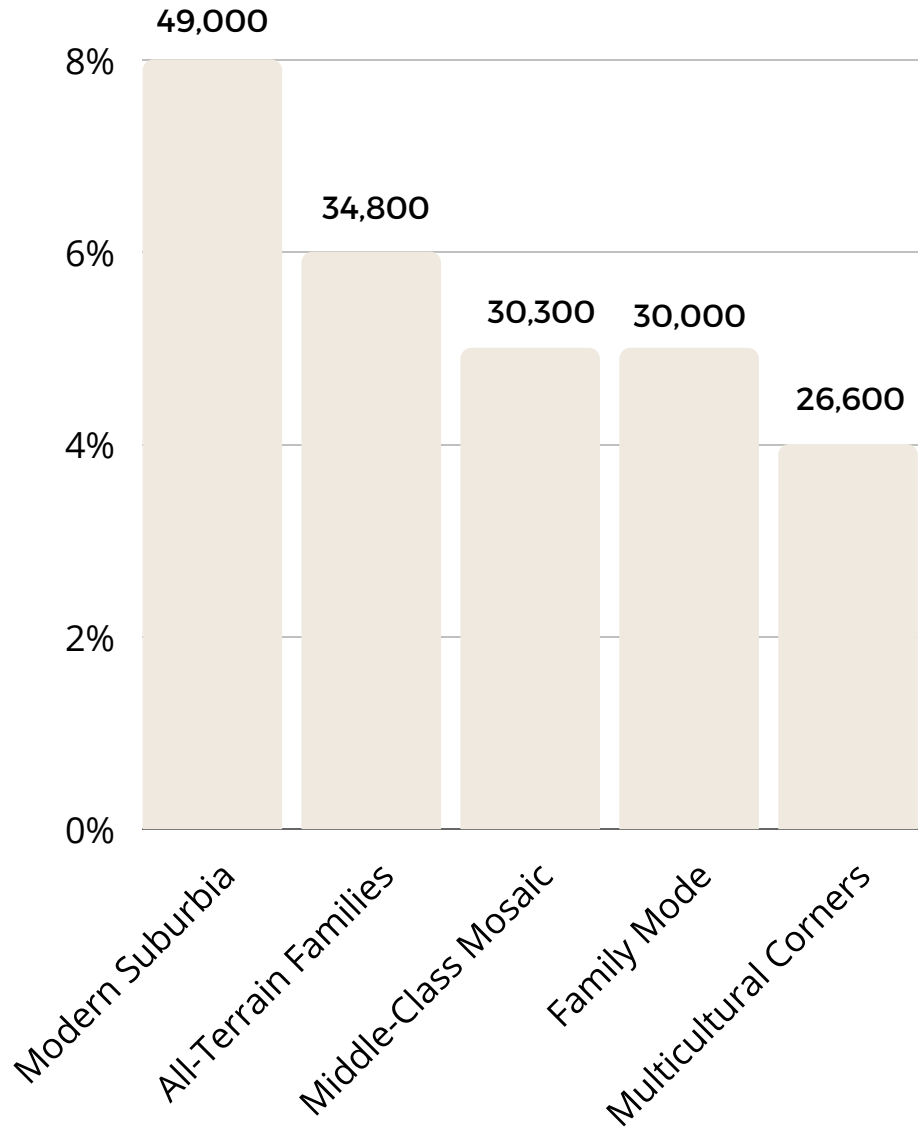
PRIZM SEGMENTS

TOP PRIZM SEGMENTS OF BC & AB TRAVELLERS TO KOOTENAY ROCKIES

2019 - FOR REFERENCE



BC Visitors 2019

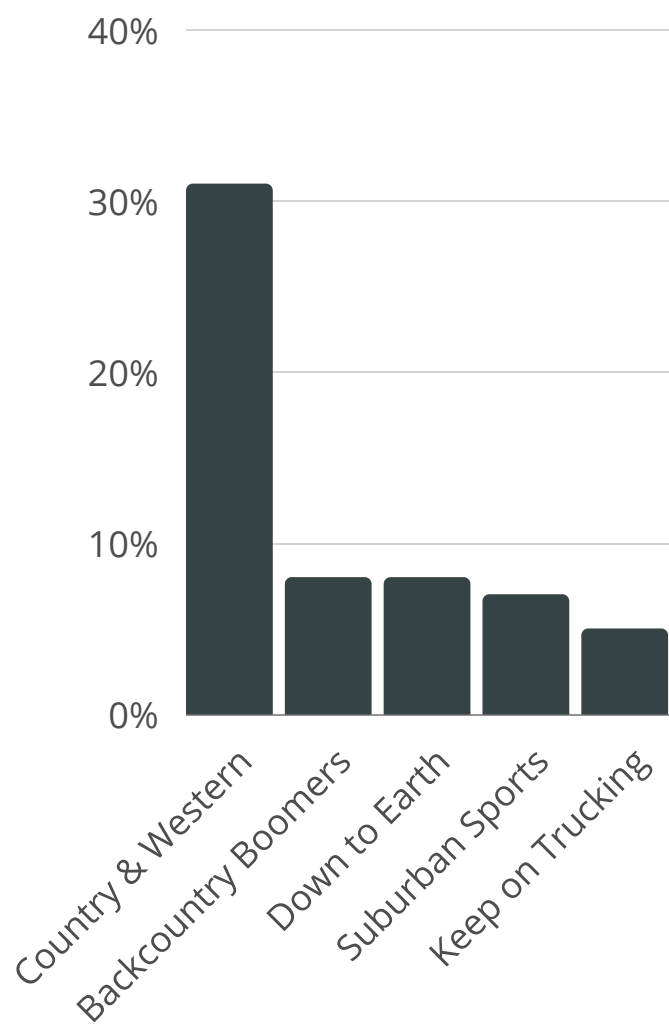


Alberta Visitors 2019

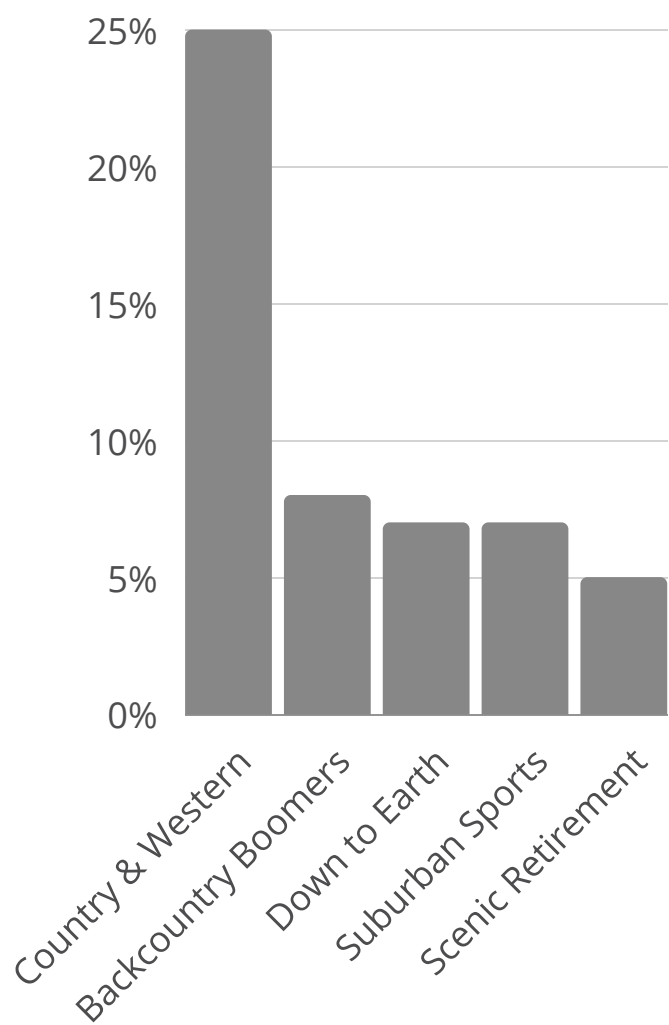


TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK BY TIME PERIOD

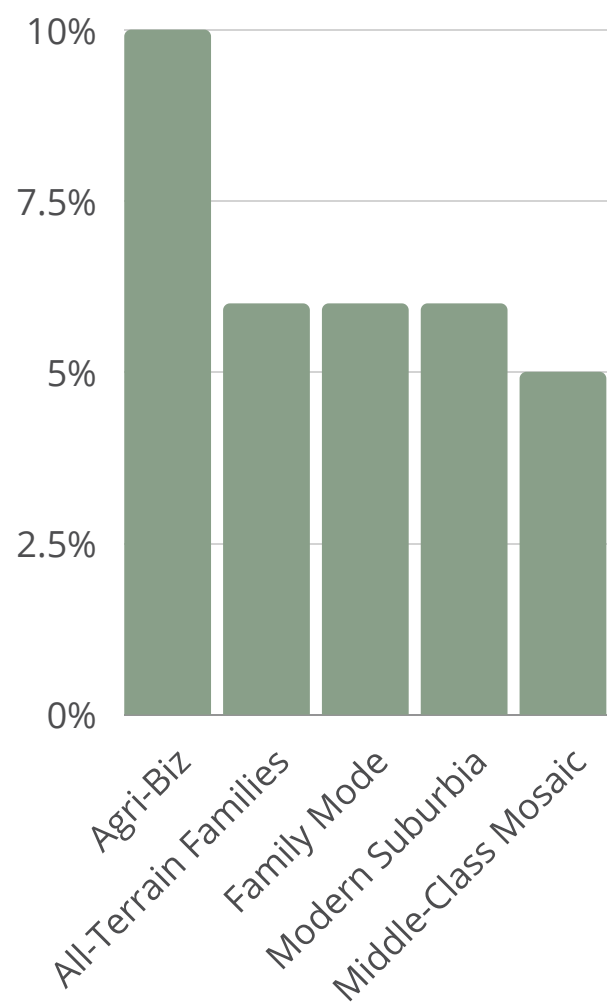
BRITISH COLUMBIA & ALBERTA



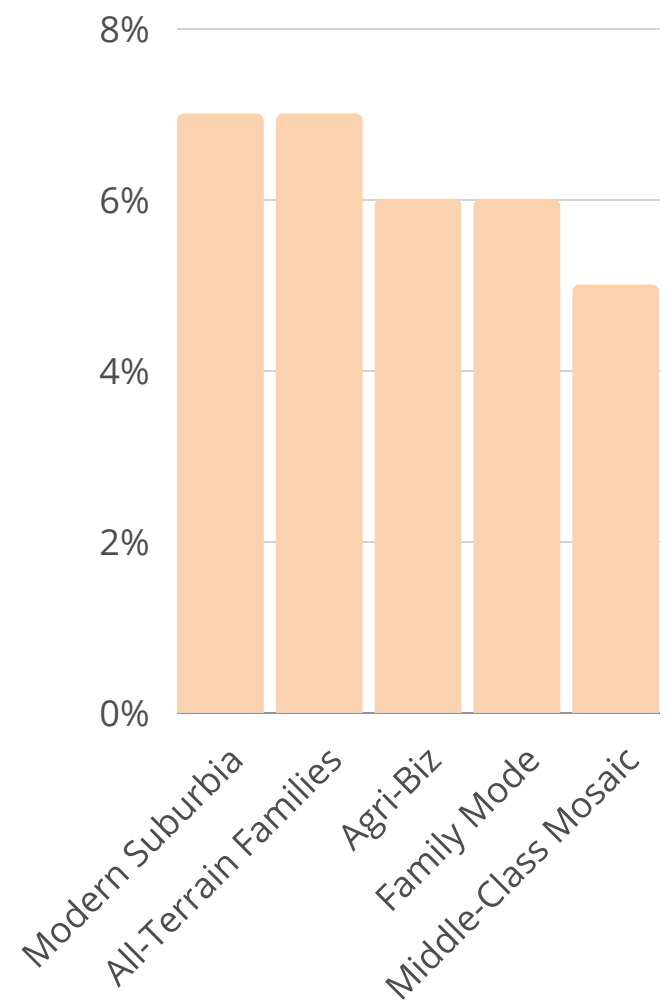
BC Visitors - Non-Local
Nov 2018 - March 2019



BC Visitors - Non-Local
April 2019 - September 2019



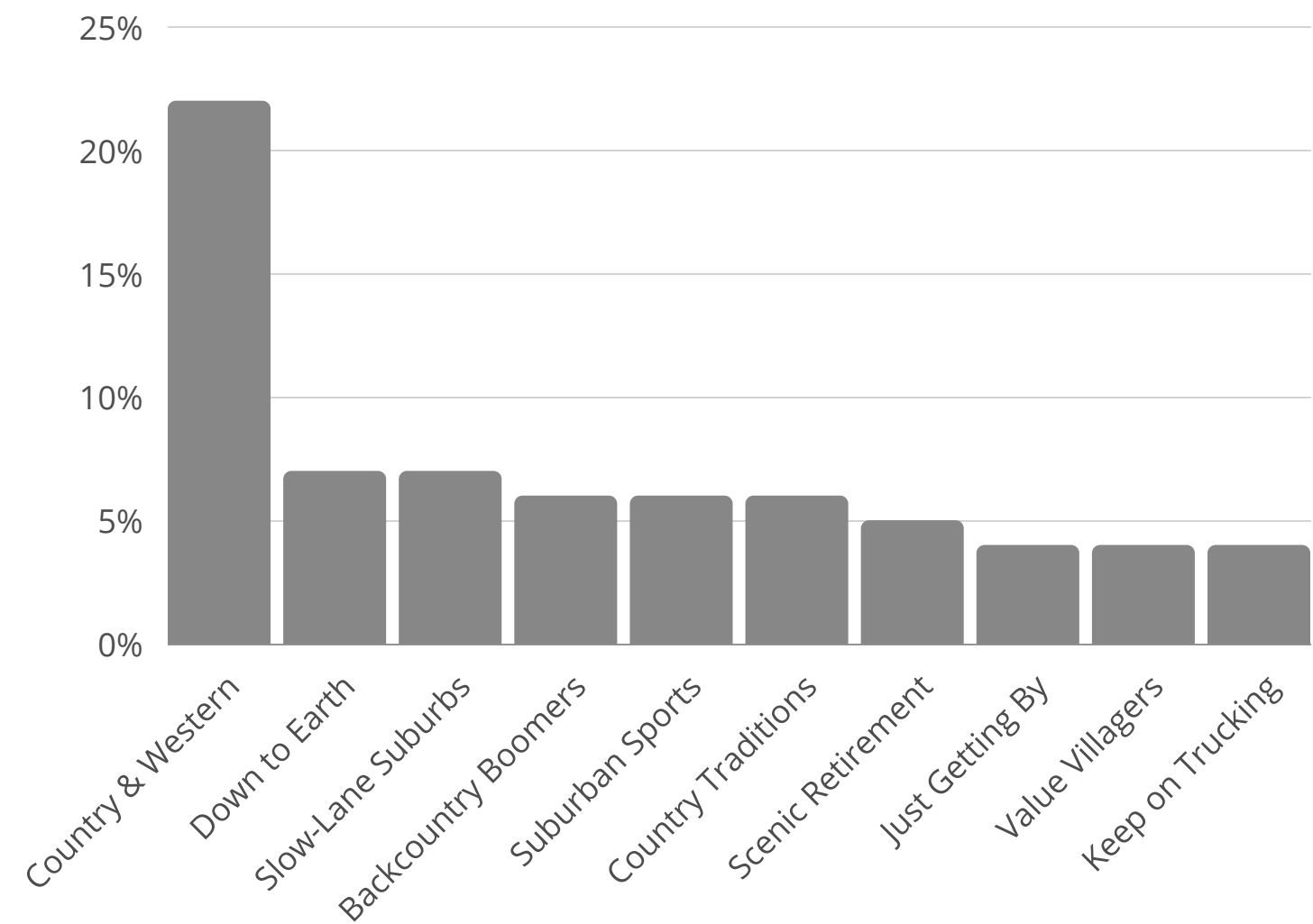
AB Visitors
Nov 2018 - March 2019



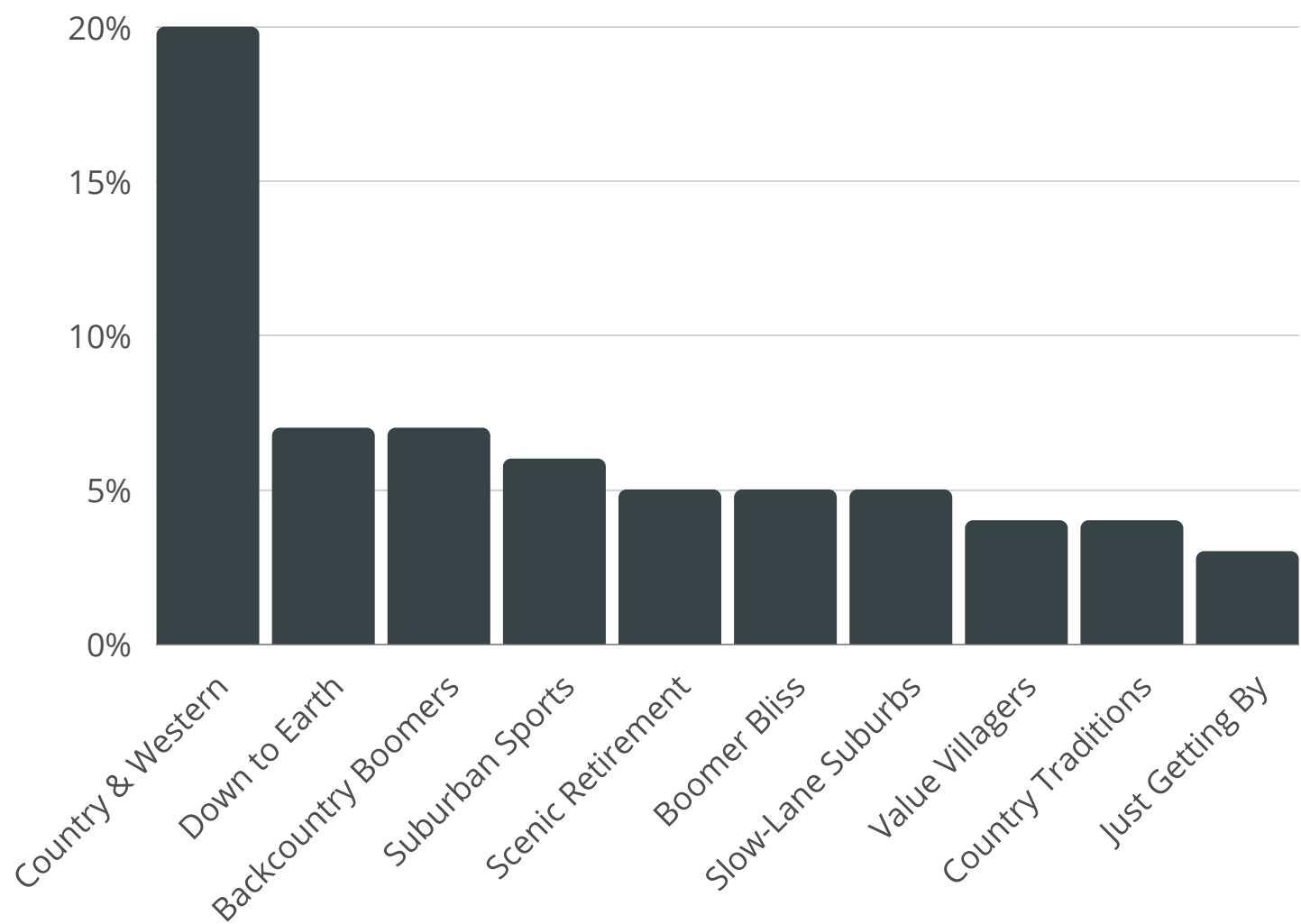
AB Visitors
April 2019 - September 2019

TOP PRIZM SEGMENTS OF BC VISITORS TO CRANBROOK BY TIME PERIOD

INCLUDES CRANBROOK



BC Visitors
Nov 2018 - March 2019



BC Visitors
April 2019 - September 2019

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

BRITISH COLUMBIA MARKET

Category	Backcountry Boomers	Boomer Bliss	Country & Western	Country Traditions
Household Count	Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).	Boomer Bliss rank 13th, making up 63,809 households, or 3% of the total Households in British Columbia (2,018,734).	Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).	Country Traditions rank 38th, making up 17,047 households, or 0.8% of the total Households in British Columbia (2,018,734).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 6363.3% do not have children living at home (Above Average)	<ul style="list-style-type: none">Maintainer Age: 6254.5% do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5752.7% do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5748.8% do not have children living at home (Above Average).
Household Income	Below Average Household Income of \$90,992 compared to BC at \$113,574	Above Average Household Income of \$149,946 compared to BC at \$113,574.	Below Average Household Income of \$97,206 compared to BC at \$113,574.	Above Average Household Income of \$126,106 compared to BC at \$113,574.
Top Social Values	Attraction to Nature, Utilitarian Consumption, and Financial Concern Regarding the Future	Work Ethic, National Pride, and Culture Sampling.	Attraction to Nature, Emotional Control, and Utilitarian Consumerism.	Attraction to Nature, Utilitarian Consumerism, and Rejection of Orderliness
Top Tourism Activities	Hiking/Backpacking, Swimming, and Camping. Above Average interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks.	Swimming, Cycling, and Camping. Above Average interest in Parks/City Gardens, Photography, and Bars/Restaurant Bars.	Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.	Swimming, Camping, and Cycling. Above Average interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks.
Social Media Habits	82.2% currently use Facebook, 30.2% use Instagram (Below Average), 19.3% use Twitter (Below Average), and 67.8% use YouTube.	74.7% currently use Facebook, 32.5% use Instagram (Below Average), 23.3% use Twitter (Below Average), and 68.9% use YouTube.	83.4% currently use Facebook, 30.7% use Instagram (Below Average), 20.5% use Twitter (Below Average), and 68.9% use YouTube.	76.3% currently use Facebook, 31.8% use Instagram (Below Average), 22.6% use Twitter (Below Average), and 70.7% use YouTube.

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

BRITISH COLUMBIA MARKET CONTINUED

Category	Down to Earth	Family Mode	Just Getting By	Keep on Trucking
Household Count	Down to Earth rank 20th, making up 40,167 households, or 2% of the total Households in British Columbia (2,018,734).	Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).	Just Getting By rank 12th, making up 64,348 households, or 3.2% of the total Households in British Columbia (2,018,734).	Keep on Trucking rank 45th, making up 10,794 households, or 0.5% of the total Households in British Columbia (2,018,734).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5954.4% do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5150.7% have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5143% do not have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 5444.8% do not have children living at home (Average).
Household Income	Average Household Income of \$103,586 compared to BC at \$113,574.	Above Average Household Income of \$143,652 compared to BC at \$113,574.	Below Average Household Income of \$66,282 compared to BC at \$113,574.	Average Household Income of \$117,613 compared to BC at \$113,574.
Top Social Values	Attraction to Nature, Utilitarian Consumerism, and Emotional Control	Need for Escape, Flexible Families, and Rejection of Orderliness	Financial Concern Regarding the Future, Rejection of Inequality, and Ethical Consumerism	Financial Concern Regarding the Future, Ecological Fatalism, and Multiculturalism.
Top Tourism Activities	Swimming, Hiking/Backpacking, and Camping. Above Average interest in Photography, Fishing/Hunting, and Visiting National/Provincial Parks.	Camping, Swimming, and Cycling. Above Average interest in Canoeing/Kayaking, Golfing, and Fishing/Hunting.	Swimming, Hiking/Backpacking, and Camping. Above Average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, and Historical Sites.	Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.
Social Media Habits	81.4% currently use Facebook, 30.6% use Instagram (Below Average), 20% use Twitter (Below Average), and 69.4% use YouTube.	74.8% currently use Facebook, 39.8% use Instagram, 26.9% use Twitter, and 68.6% use YouTube.	83.8% currently use Facebook, 41.7% use Instagram, 25.2% use Twitter, and 74.5% use YouTube.	81.4% currently use Facebook, 32.5% use Instagram (Below Average), 21.4% use Twitter (Below Average), and 69.2% use YouTube.

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

BRITISH COLUMBIA MARKET CONTINUED

Category	Kick-Back Country	Scenic Retirement	Slow-Lane Suburbs	Suburban Recliners
Household Count	Kick-Back Country rank 23rd, making up 33,008 households, or 1.6% of the total Households in British Columbia (2,018,734).	Scenic Retirement rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).	Slow-Lane Suburbs rank 26th, making up 29,777 households, or 1.5% of the total Households in British Columbia (2,018,734).	Suburban Recliners rank 14th, making up 57,976 households, or 2.9% of the total Households in British Columbia (2,018,734).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5748.1% do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 6460.6% do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5647.3% do not have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 6054.2% of couples do not have children living at home (Above Average).
Household Income	Above Average Household Income of \$142,581 compared to BC at \$113,574.	Average Household Income of \$106,335 compared to BC at \$113,574.	Below Average Household Income of \$92,786 compared to BC at \$113,574.	Below Average Household Income of \$79,620 compared to BC at \$113,574.
Top Social Values	Attraction to Nature, Cultural Assimilation, and Personal Control.	Duty, Emotional Control, and Cultural Assimilation	Need for Escape, Confidence in Small Business, and Obedience to Authority.	Need for Escape, Confidence in Small Business, and Primacy of Environmental Protection.
Top Tourism Activities	Swimming, Camping, and Cycling. Above Average interest in Photography, Visiting National/Provincial Parks, and Fishing/Hunting.	Swimming, Hiking/Backpacking, and Camping. Above Average interest in Visiting Parks/City Gardens, Photography, and Fishing/Hunting.	Hiking/Backing, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, and Fishing/Hunting.	Swimming, Hiking/Backpacking, and Camping. Above Average interest in Canoeing/Kayaking, and Visiting National/Provincial Parks, and Fishing/Hunting.
Social Media Habits	77.7% currently use Facebook, 33.3% use Instagram (Below Average), 22.8% use Twitter (Below Average), and 69.4% use YouTube.	78.4% currently use Facebook, 30.6% use Instagram (Below Average), 20.7% use Twitter (Below Average), and 70% use YouTube.	80.5% currently use Facebook, 33.8% use Instagram (Below Average), 21.8% use Twitter (Below Average), and 69.7% use YouTube.	82.7% currently use Facebook, 33.2% use Instagram (Below Average), 21.5% use Twitter (Below Average), and 70% use YouTube.

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

BRITISH COLUMBIA MARKET CONTINUED

Category	Suburban Sports	Value Villagers
Household Count	Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).	Value Villagers rank 28th, making up 26,674 households, or 1.3% of the total Households in British Columbia (2,018,734).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5247.1% have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5342.2% of couples do not have children living at home (Average).
Household Income	Above Average Household Income of \$127,861 compared to BC at \$113,574.	Below Average Household Income of \$93,034 compared to BC at \$113,574.
Top Social Values	Rejection of Orderliness, Need for Escape, and Racial Fusion	Need for Escape, Ethical Consumerism, and Financial Concern Regarding the Future.
Top Tourism Activities	Swimming, Camping, and Hiking/Backpacking. Above Average interest in Cycling, Visiting National/Provincial Parks, and Golfing.	Hiking/Backpacking, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, and Golfing.
Social Media Habits	76.8% currently use Facebook, 36.9% use Instagram, 24.6% use Twitter, and 69.3% use YouTube.	81.6% currently use Facebook, 34.5% use Instagram (Below Average), 21.8% use Twitter (Below Average), and 68.8% use YouTube

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

ALBERTA MARKET

Category	Agri-Biz	All-Terrain Families	Country & Western	Family Mode
Household Count	Agri-Biz rank 24th, making up 30,992 households, or 1.9% of the total Households in Alberta (1,641,221).	All-Terrain Families rank 3rd, making up 83,825 households, or 5.1% of the total Households in Alberta (1,641,221).	Country & Western rank 6th, making up 66,998 households, or 4.1% of the total Households in Alberta (1,641,221).	Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5646% of couples DO NOT have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 4253% of couples have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5443% of couples DO NOT have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 4954% of couples have children living at home (Above Average).
Household Income	Below Average Household Income of \$102,474 compared to Alberta at \$126,807.	Above Average Household Income of \$140,202 compared to Alberta at \$126,807.	Below Average Household Income of \$101,869 compared to Alberta at \$126,807.	Above Average Household Income of \$152,385 compared to Alberta at \$126,807.
Top Social Values	Attraction to Nature, Emotional Control, Community Involvement	Flexible Families, Need for Escape, Racial Fusion	Attraction to Nature, Emotional Control, Ecological Fatalism	Need for Escape, Flexible Families, Racial Fusion
Top Tourism Activities	Camping, Cycling, Swimming. Above Average interest Cycling, Fishing/Hunting, ATV/Snowmobiling, Downhill Skiing, Curling	Camping, Swimming, Cycling. Above Average interest in Swimming, Sporting Events, Canoeing/Kayaking, Ice Skating, Golfing	Camping, Cycling, Swimming. Above Average interest Cycling, Fishing/Hunting, ATV/Snowmobiling, Historical Sites, Hockey	Camping, Swimming, Cycling. Above Average interest in Attending Sporting Events, Ice Skating, Canoeing/Kayaking, Fishing/Hunting, Zoos/Aquariums
Social Media Habits	81% currently use Facebook (Average), 26% use Instagram (Below Average), 16% use Twitter (Below Average) and 66% use YouTube (Average).	80% currently use Facebook (Average), 43% use Instagram (Above Average), 33% use Twitter (Above Average) and 70% use YouTube (Average).	82% currently use Facebook (Average), 28% use Instagram (Below Average), 16% use Twitter (Below Average) and 65% use YouTube (Average).	80% currently use Facebook (Average), 41% use Instagram (Average), 31% use Twitter (Average) and 68% use YouTube (Average).

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

ALBERTA MARKET CONTINUED

Category	First-Class Families	Mid-City Mellow	Middle-Class Mosaic	Modern Suburbia	Multicultural Corners
Household Count	First-Class Families rank 22nd, making up 33,902 households, or 2.1% of the total Households in Alberta (1,641,221).	Mid-City Mellow rank 10th, making up 58,379 households, or 3.6% of the total Households in Alberta (1,641,221).	Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).	Modern Suburbia rank 1st, making up 125,524 households, or 7.6% of the total Households in Alberta (1,641,221).	Multicultural Corners rank 12th, making up 52,077 households, or 3.2% of the total Households in Alberta (1,641,221).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5657% of couples have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5843% of couples have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 5247% of couples have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 4158% of couples have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5056% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$189,758 compared to Alberta at \$126,807.	Average Household Income of \$120,758 compared to Alberta at \$126,807.	Below Average Household Income of \$97,258 compared to Alberta at \$126,807.	Above Average Household Income of \$142,117 compared to Alberta at \$126,807.	Average Household Income of \$125,542 compared to Alberta at \$126,807.
Top Social Values	Legacy, Effort Towards Health, Traditional Family	Legacy, Need for Escape, Culture Sampling	Need for Escape, Social Intimacy, Legacy	Attraction for Crowds, Pursuit of Originality, Racial Fusion	Multiculturalism, Legacy, Social Learning
Top Tourism Activities	Camping, Swimming, Cycling. Above Average interest in Visiting National/Provincial Parks, Sporting Events, Bars/Restaurants	Camping, Swimming, Hiking/Backpacking, Visiting National/Provincial Parks, Parks/City Gardens	Camping, Swimming, Hiking/Backpacking, Cycling, Attending Sporting Events	Camping, Swimming, Cycling. Above Average interest in: Swimming, Cycling, Hiking/Backpacking, Attending Sporting Events, Visiting National/Provincial Parks	Camping, Swimming, Hiking/Backpacking. Above Average interest in: Hiking/Backpacking, Attending Sporting Events, Bars/Restaurants, Ice Skating, Specialty Movie Theatres/IMAX
Social Media Habits	77% currently use Facebook (Average), 39% use Instagram (Average), 30% use Twitter (Average) and 71% use YouTube (Average).	78% currently use Facebook (Average), 39% use Instagram (Average), 28% use Twitter (Average) and 70% use YouTube (Average).	79% currently use Facebook (Average), 44% use Instagram (Above Average), 30% use Twitter (Average) and 73% use YouTube (Average).	80% currently use Facebook (Average), 47% use Instagram (Above Average), 35% use Twitter (Above Average) and 72% use YouTube (Average).	78% currently use Facebook (Average), 43% use Instagram (Average), 31% use Twitter (Above Average) and 75% use YouTube (Average).

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

ALBERTA MARKET CONTINUED

Category	Multiculture-ish	Stressed in Suburbia	Suburban Sports
Household Count	Multiculture-ish rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).	Stressed in Suburbia rank 15th, making up 43,084 households, or 2.6% of the total Households in Alberta (1,641,221).	Suburban Sports rank 7th, making up 63,021 households, or 3.8% of the total Households in Alberta (1,641,221).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 4865% of couples have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 4844% of couples have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 5046% of couples have children living at home (Average).
Household Income	Above Average Household Income of \$168,915 compared to Alberta at \$126,807.	Below Average Household Income of \$112,186 compared to Alberta at \$126,807.	Average Household Income of \$135,578 compared to Alberta at \$126,807.
Top Social Values	Legacy, Consumption Evangelism, Primacy of the Family	Need for Escape, Racial Fusion, Flexible Families	Need for Escape, Racial Fusion, Flexible Families
Top Tourism Activities	Swimming, Camping, Cycling, Above Average interest in: Attending Sporting Events, Ice Skating, Golf, Theme Parks, Cross Country Skiing/Snowshoeing	Camping, Swimming, Cycling, Hiking/Backpacking, Visiting National/Provincial Parks, Parks/City Gardens	Camping, Swimming, Cycling. Above average interest in Fishing/Hunting, ATV/Snowmobiling, Adventure Sports
Social Media Habits	78% currently use Facebook (Average), 45% use Instagram (Above Average), 32% use Twitter (Above Average) and 75% use YouTube (Average).	81% currently use Facebook (Average), 40% use Instagram (Average), 28% use Twitter (Average) and 71% use YouTube (Average).	81% currently use Facebook (Average), 37% use Instagram (Average), 26% use Twitter (Average) and 68% use YouTube (Average).

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

CANADIAN PRIZM SUMMARIES

Agri-Biz	All-Terrain Families	Backcountry Boomers	Boomer Bliss	Country & Western
<p>Agri-Biz are typically:</p> <ul style="list-style-type: none">• Middle- income farmers and blue-collar workers• No other PRIZM Segment has a higher proportion of Farmers with nearly a fifth in the farming labour force• Enjoy:<ul style="list-style-type: none">◦ Fishing◦ Hunting◦ Boating◦ Camping	<p>All-Terrain Families are typically:</p> <ul style="list-style-type: none">• Younger and Middle-Aged couples and families with children under the age of 15• Value hard work, and the thrill of purchasing, are often impulse shoppers who do not spend a great deal of time researching products before buying them	<p>Backcountry Boomers are typically:</p> <ul style="list-style-type: none">• Rural, lower-middle-income older couples and singles• Below Average Household Income• Enjoy:<ul style="list-style-type: none">◦ Photography◦ Visiting Parks/City Gardens	<p>Boomer Bliss are typically:</p> <ul style="list-style-type: none">• Middle-aged couples and families with children (ages 10+) at home• Enjoy:<ul style="list-style-type: none">◦ Visiting Parks/City Gardens◦ Cycling◦ Bars/Restaurants• Value environmental protection and eco-friendly products	<p>Country & Western are typically:</p> <ul style="list-style-type: none">• Middle-aged• Below-average income travellers• Value outdoor experiences such as:<ul style="list-style-type: none">◦ Snowmobiling◦ Hiking◦ Camping◦ Boating

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

CANADIAN PRIZM SUMMARIES

Country Traditions	Down to Earth	Family Mode	First-Class Families	Just Getting By
<p>Country Traditions are typically:</p> <ul style="list-style-type: none"> • Rural, upper-middle-income couples and families. • 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 	<p>Down to Earth are typically:</p> <ul style="list-style-type: none"> • Older, middle-income rural couples and families • The majority of maintainers are over 55 years old enjoying average household incomes • Enjoy: <ul style="list-style-type: none"> ◦ Fishing ◦ Hunting ◦ Bird-Watching ◦ Gardening 	<p>Family Mode are typically:</p> <ul style="list-style-type: none"> • Middle-aged couples and families with children (ages 10+) at home • Enjoy: <ul style="list-style-type: none"> ◦ Camping ◦ Cycling ◦ Pilates and Yoga • Value outdoor adventure and interacting with people from different cultures 	<p>First-Class Families are typically:</p> <ul style="list-style-type: none"> • Large, well-off suburban families, more than 40 percent of households contain four or more people • University Educated, . 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 	<p>Just Getting By are typically:</p> <ul style="list-style-type: none"> • Younger, low-income city singles and families • Enjoy: <ul style="list-style-type: none"> ◦ Visiting Parks/City Gardens ◦ Adventure Sports • Value leisure activities, visiting chain restaurants and keeping up to date on entertainment and celebrity gossip

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

CANADIAN PRIZM SUMMARIES

Keep on Trucking	Kick-Back Country	Mid-City Mellow	Middle-Class Mosaic	Modern Suburbia
<p>Keep on Trucking are typically:</p> <ul style="list-style-type: none">• Upper=Middle income town homeowners often located in rural communities• Tend to enjoy outdoor activities such as:<ul style="list-style-type: none">◦ Boating◦ ATVing◦ Snowmobiling	<p>Kick-Back Country are typically:</p> <ul style="list-style-type: none">• Rural, middle-aged upscale families and couples• Enjoy<ul style="list-style-type: none">◦ Fishing◦ Hunting◦ Camping◦ Boating	<p>Mid-City Mellow are typically:</p> <ul style="list-style-type: none">• Older, more mature singles and middle-aged families with older children• Enjoy:<ul style="list-style-type: none">◦ Visiting National/Provincial Parks◦ Golfing◦ Downhill Skiing• Value community involvement and the preservation of cultural traditions as well as brand authenticity	<p>Middle-Class Mosaic are typically:</p> <ul style="list-style-type: none">• Middle-income urban homeowners. More than a third of the population are visible minorities• Enjoy:<ul style="list-style-type: none">◦ Ice Skating◦ Visiting Video Arcades/Indoor Amusement Centres◦ Hockey• Value a mellow urban lifestyle doing yoga and reading entertainment and science magazines	<p>Modern Suburbia are typically:</p> <ul style="list-style-type: none">• Younger and Middle-Aged, diverse families with younger children• Enjoy:<ul style="list-style-type: none">◦ Pilates/Yoga◦ Ice Skating• Value trying new and exciting products and aesthetics over functionality

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

CANADIAN PRIZM SUMMARIES

Multicultural Corners	Multiculture-ish	Scenic Retirement	Slow-Lane Suburbs	Stressed in Suburbia
<p>Multicultural Corners are typically:</p> <ul style="list-style-type: none">• Larger, more diverse families with older children• Value hard work, their families, community involvement and religious connections	<p>Multiculture-ish are typically:</p> <ul style="list-style-type: none">• Ethnically diverse middle-aged Asian and South Asian households• Enjoy:<ul style="list-style-type: none">◦ Ice Skating◦ Video Arcades and Indoor Amusement Parks• Value ethnic diversity within their communities, work ethic and advertising	<p>Scenic Retirement are typically:</p> <ul style="list-style-type: none">• Older and more mature, middle-income suburbanites• Enjoy:<ul style="list-style-type: none">◦ Visiting Parks/City Gardens◦ Photography◦ Canoeing and Kayaking• Value traditional media and home-based hobby crafts	<p>Slow-Lane Suburbs are typically:</p> <ul style="list-style-type: none">• Older and mature suburban singles and couples• Enjoy:<ul style="list-style-type: none">◦ Camping◦ Visiting Parks/City Gardens◦ Photography• Value leisure-intensive lifestyles, casinos, community theatre,<ul style="list-style-type: none">◦ beer/food/wine festivals	<p>Stressed in Suburbia are typically:</p> <ul style="list-style-type: none">• Middle-Income, younger and middle-aged suburban families• Below Average Household Income• Enjoy:<ul style="list-style-type: none">◦ Swimming◦ Camping◦ Fishing◦ Hunting

TOP PRIZM SEGMENTS OF VISITORS TO CRANBROOK

CANADIAN PRIZM SUMMARIES

Suburban Recliners	Suburban Sports	Value Villagers
<p>Suburban Recliners are typically:</p> <ul style="list-style-type: none">• Suburban downscale singles and couples many are retired Empty-Nesters• Enjoy:<ul style="list-style-type: none">◦ Community Theatre◦ Visiting National/Provincial Parks◦ Casinos• Suburban Recliners are socially progressive and prefer a more casual approach to life	<p>Suburban Sports are typically:</p> <ul style="list-style-type: none">• Middle-aged couples and families• Enjoy:<ul style="list-style-type: none">◦ Camping◦ Fishing/Hunting◦ Cross Country Skiing and Snowshoeing• Value community involvement and companies that treat their employees fairly	<p>Value Villagers are typically:</p> <ul style="list-style-type: none">• Lower-middle-income city dwellers• Below Average Household Income• Enjoy:<ul style="list-style-type: none">◦ Cross Country Skiing◦ Snowshoeing◦ ATV and Snowmobiling

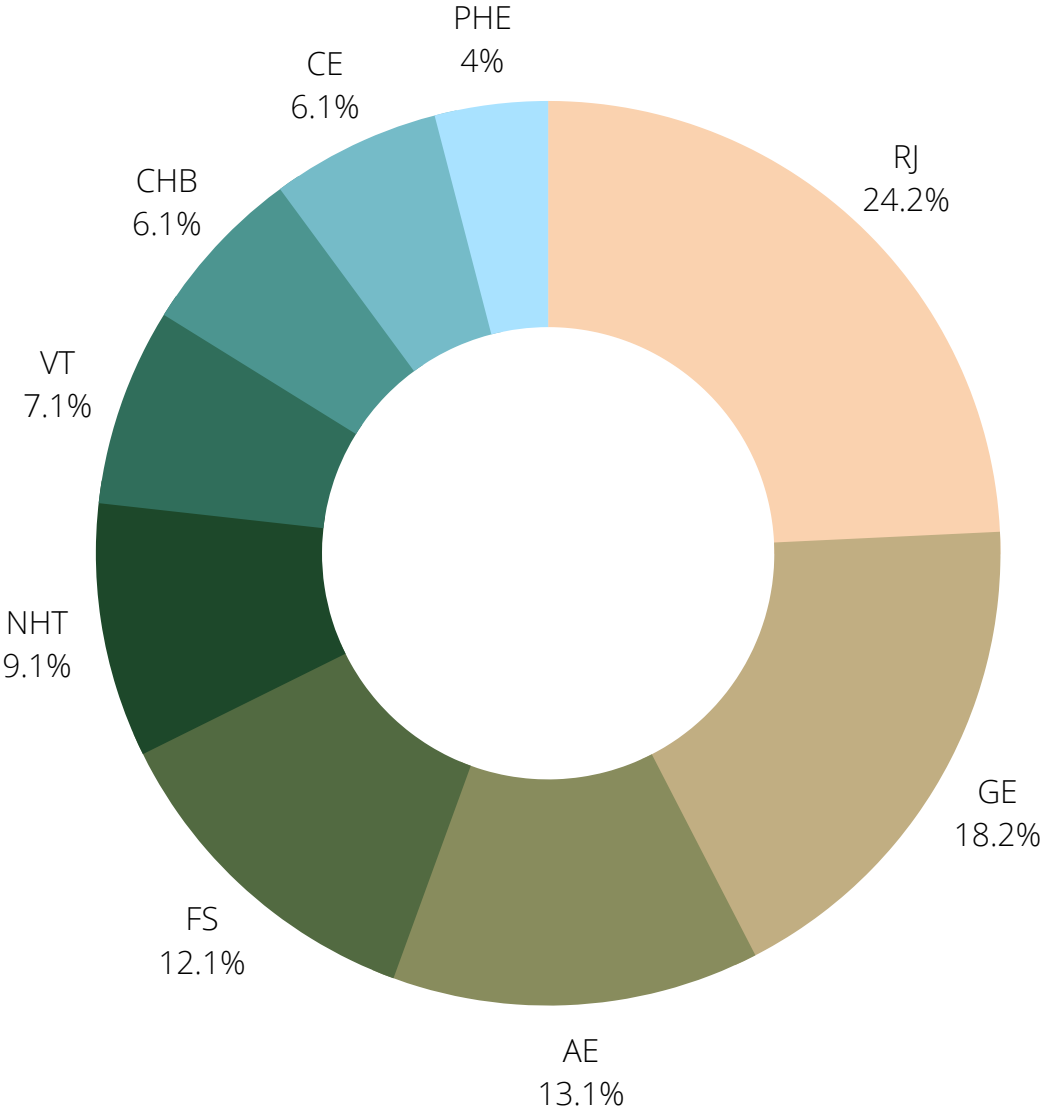
VISITOR PERSONAS

EQ TYPES

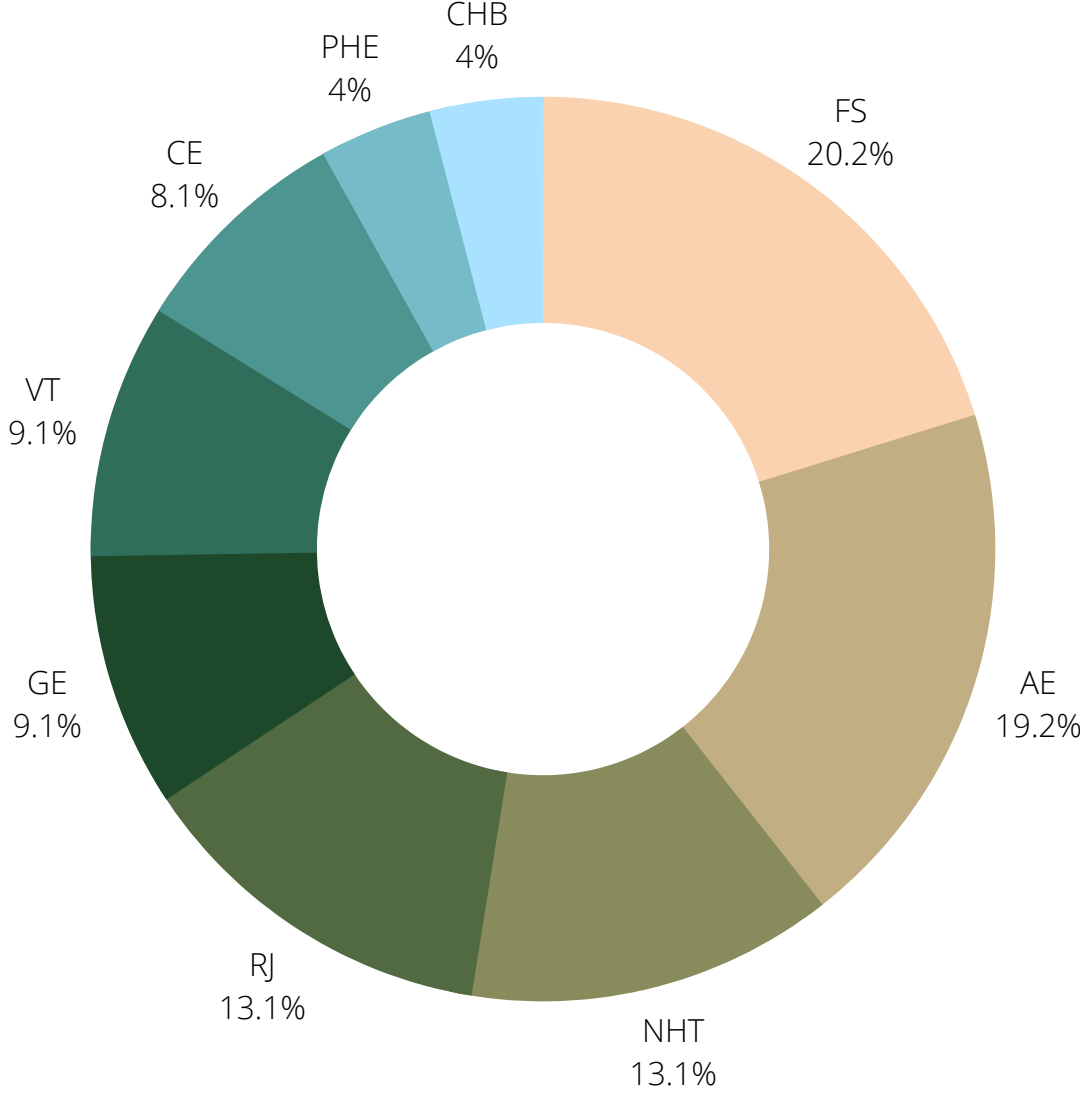
TOP EQ TYPES OF BC & AB TRAVELLERS TO KOOTENAY ROCKIES

2019 - FOR REFERENCE

BC Visitors 2019

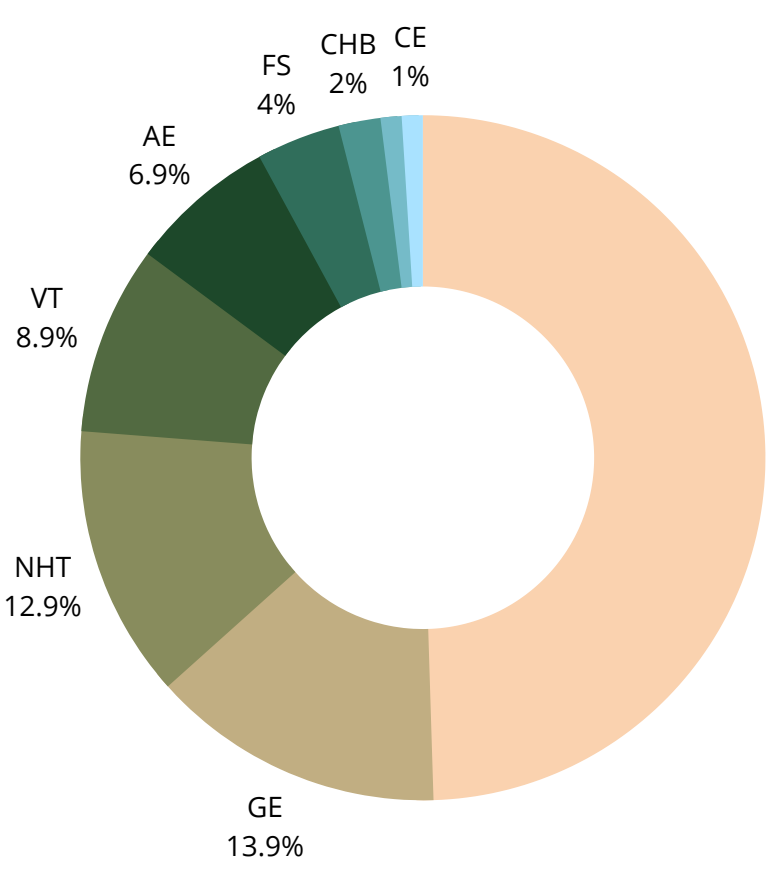


Alberta Visitors 2019

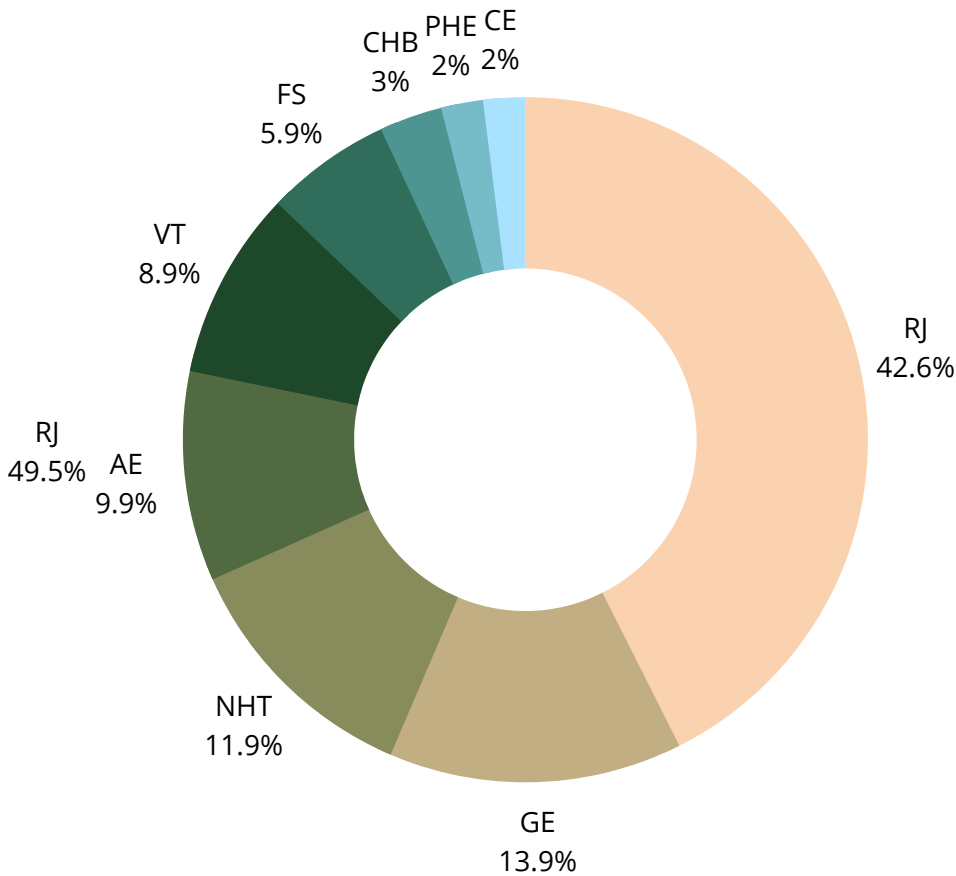


TOP EQ TYPES OF VISITORS TO CRANBROOK BY TIME PERIOD

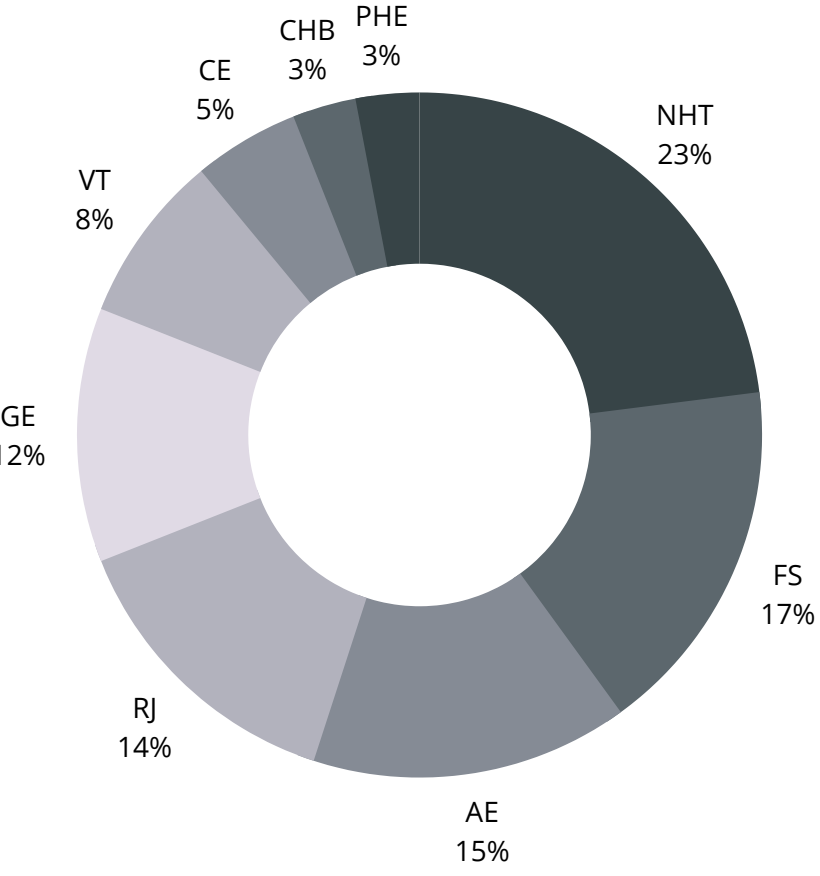
BRITISH COLUMBIA & ALBERTA



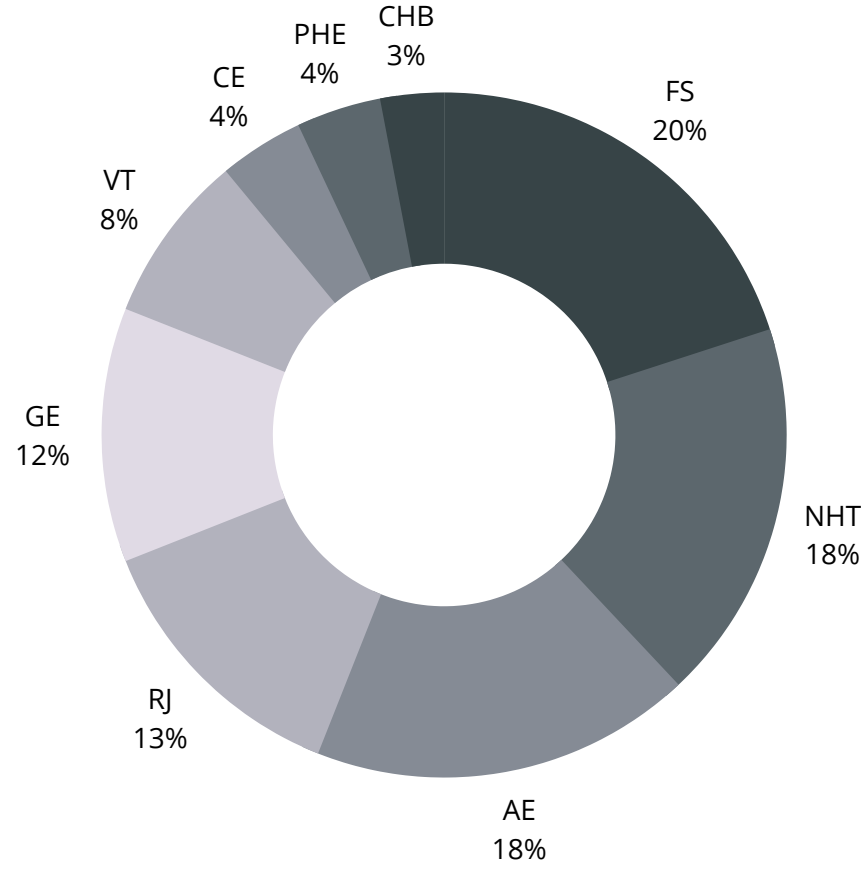
BC Visitors - NO LOCALS
Nov 2018-March 2019



BC Visitors - NO LOCALS
April 2019-September 2019



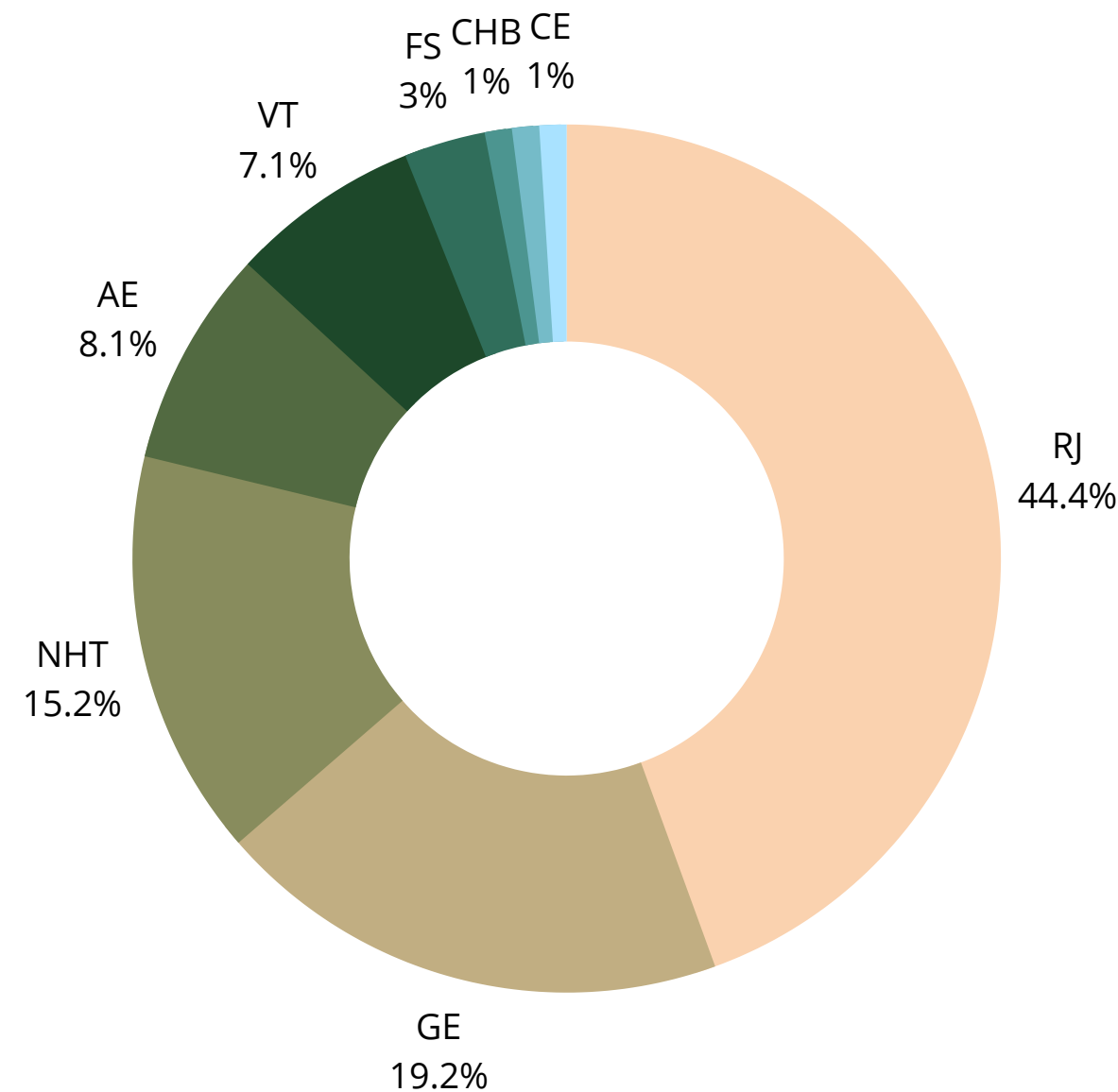
AB Visitors
Nov 2018-March 2019



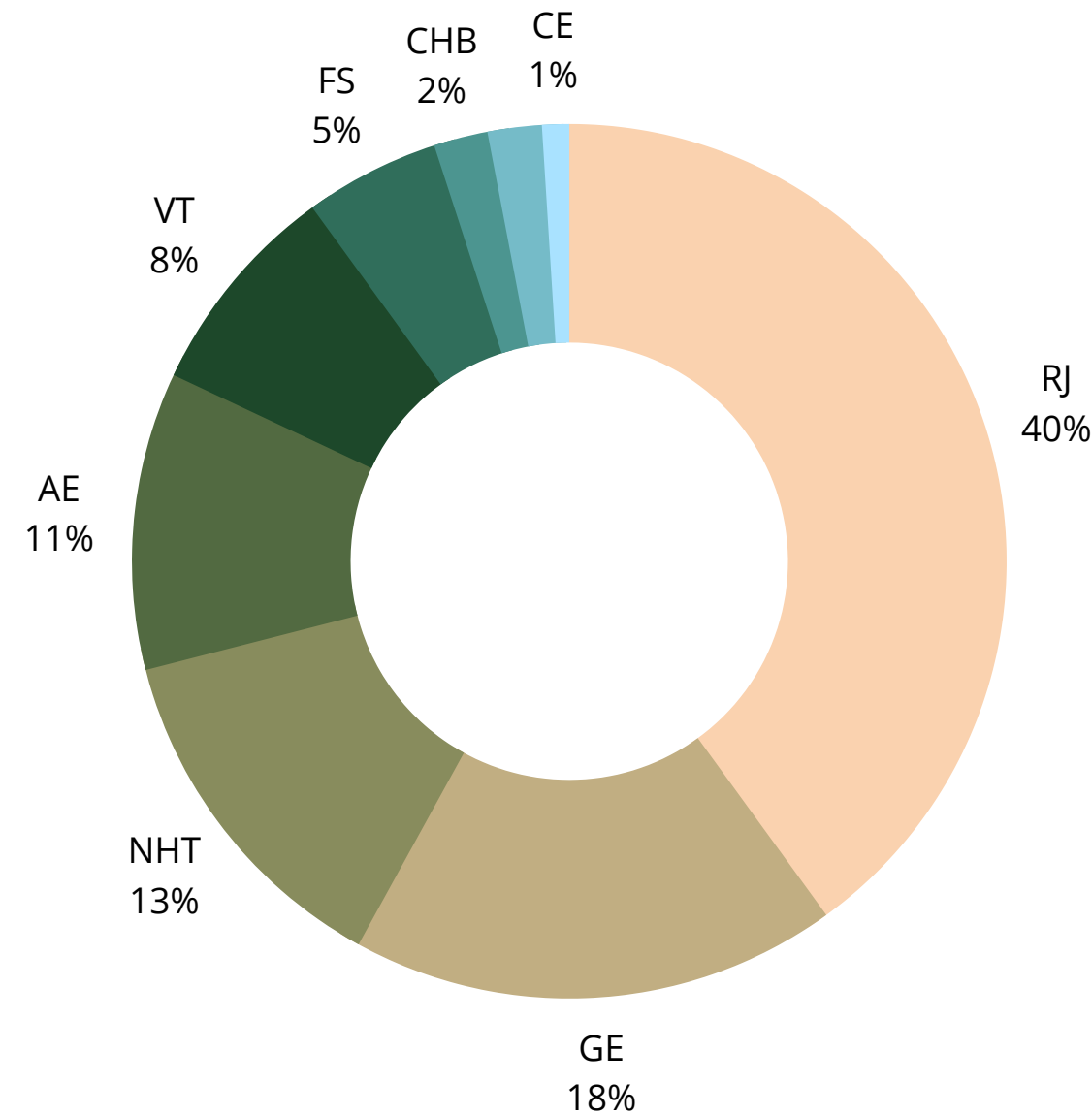
AB Visitors
April 2019-September 2019

TOP EQ TYPES OF BC VISITORS TO CRANBROOK BY TIME PERIOD

INCLUDES CRANBROOK RESIDENTS



BC Visitors
Nov 2018-March 2019



BC Visitors
April 2019-September 2019

TOP EQ TYPES OF VISITORS TO CRANBROOK

CANADIAN EQ SUMMARIES

Authentic Experiencers	Free Spirits	Gentle Explorers	No Hassle Travellers	Rejuvenators	Virtual Travellers
<ul style="list-style-type: none">• Affluent, highly educated mature singles and couples with older children; living in urban and suburban neighbourhoods• Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit• Tend to be older, highly educated and adventurous• Relish experiencing all their travel destination has to offer in a reserved and non-exorbitant way• Drawn to nature and are likely to seek it out far and wide• Travel is an important part of their lives, so they are likely to go often and for a while	<ul style="list-style-type: none">• Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas• Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others• Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest• They seek some structure when they travel so they can indulge in worry-free hedonistic activities• Enjoy the best they can afford in terms of accommodations and restaurants	<ul style="list-style-type: none">• Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel• Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home• They travel ‘on condition’, demanding the very best and most comfortable environments for themselves when they must do so• They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures• They prefer creature comforts and the security of group travel• Travel is an opportunity to act more vividly and spontaneously than when at home	<ul style="list-style-type: none">• Mature singles and couples, without children at home, who are in or nearing retirement• No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life• Average Canadians/Americans leading busy lives, understated and cautious with spending money• Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations• Prefer quiet weekend getaways close by	<ul style="list-style-type: none">• Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes• Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves• They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US• They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home	<ul style="list-style-type: none">• Middle-aged families with lower levels of educational attainment; living outside of urban areas• Virtual Travellers are highly reluctant travellers who travel only when they must, and typically just to visit friends or relatives• For Virtual Travellers, travelling is a chore, not an experience to be enjoyed• They are fearful of change and complexity in their lives and like to maintain control when travelling• They are highly unlikely to venture far from home

TOP EQ TYPES OF VISITORS TO CRANBROOK

BRITISH COLUMBIA MARKET

Category	Authentic Experiencers	Gentle Explorers	No Hassle Travellers
Household Count	Authentic Experiencers rank 4th, making up 276,802 households, or 13.7% of the total Households in British Columbia (2,018,734)	Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734).	No Hassle Travellers rank 8th, making up 118,852 households, or 5.9% of the total Households in British Columbia (2,018,734).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5946% of couples do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5443% of couples do not have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 5445% of couples have children living at home (Average).
Household Income	Above Average Household Income of \$160,372 compared to BC at \$113,574.	Below Average Household Income of \$99,208 compared to BC at \$113,574.	Average Household Income of \$122,879 compared to BC at \$113,574.
Top Social Values	Culture Sampling, Legacy and National Pride	Need for Escape, Racial Fusion, Flexible Families	Need for Escape, Emotional Control, Attraction to Nature
Top Tourism Activities	Swimming, Camping, Cycling Above average interest in Downhill Skiing and Sporting Events	Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing	Camping, Swimming, Cycling. Above average interest in Camping, Cycling, Visiting National/Provincial Parks, Fishing/Hunting, Golfing
Social Media Habits	75% currently use Facebook (Average), 37% use Instagram (Average), 25% use Twitter (Average) and 70% use YouTube (Average).	79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average).	77% currently use Facebook (Average), 36% use Instagram (Average), 24% use Twitter (Average) and 69% use YouTube (Average).

TOP EQ TYPES OF VISITORS TO CRANBROOK

BRITISH COLUMBIA MARKET

Category	Rejuvenators	Virtual Travellers
Household Count	Rejuvenators rank 3rd, making up 296,119 households, or 14.7% of the total Households in British Columbia (2,018,734).	Virtual Travellers rank 9th, making up 92,619 households, or 4.6% of the total Households in British Columbia (2,018,734).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5954% of couples do not have children living at home (Above Average).	<ul style="list-style-type: none">Maintainer Age: 5853% 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.	Average Household Income of \$105,134 compared to BC at \$113,574.
Top Social Values	Attraction to Nature, Emotional Control, Community Involvement	Attraction to Nature, Emotional Control, Racial Fusion
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing	Swimming, Camping, Hiking/Backpacking. Above average interest in Photography, Fishing/Hunting, Visiting National/Provincial Parks and Historical Sites
Social Media Habits	80% currently use Facebook (Average), 61% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).	80% currently use Facebook (Average), 36% use Instagram (Average), 22% use Twitter (Below Average) and 69% use YouTube (Average).

TOP EQ TYPES OF VISITORS TO CRANBROOK

ALBERTA MARKET

Category	Authentic Experiencers	No Hassle Travellers	Free Spirits
Household Count	Authentic Experiencers rank 3rd, making up 207,017 households, or 12.6% of the total Households in Alberta (1,641,221).	No Hassle Travellers rank 5th, making up 198,267 households, or 12.1% of the total Households in Alberta (1,641,221).	Free Spirits rank 1st, making up 316,975 households, or 19.3 of the total Households in Alberta (1,641,221).
Maintainer Age & Children at Home	<ul style="list-style-type: none">Maintainer Age: 5749% of couples have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 5548% of couples have children living at home (Average).	<ul style="list-style-type: none">Maintainer Age: 4654% of couples have children living at home (Above Average).
Household Income	Above Average Household Income of \$211,784 compared to Alberta at \$126,807.	Average Household Income of \$119,080 compared to Alberta at \$126,807.	Average Household Income of \$123,273 compared to Alberta at \$126,807.
Top Social Values	Legacy, Culture Sampling, Effort Towards Health	Need for Escape, National Pride, Emotional Control	Multiculturalism, Primacy of the Family, Racial Fusion
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Attending Sporting Events, Historical Sites, Downhill Skiing, Cross Country Skiing/Snowshoeing	Camping, Swimming, Cycling. Above average interest in ATV/Snowmobiling	Camping, Swimming, Cycling. Above average interest in Beer/Food/Wine Festivals
Social Media Habits	76% currently use Facebook (Average), 39% use Instagram (Average), 29% use Twitter (Average) and 70% use YouTube (Average).	80% currently use Facebook (Average), 39% use Instagram (Average), 27% use Twitter (Average) and 70% use YouTube (Average).	79% currently use Facebook (Average), 44% use Instagram (Above Average), 32% use Twitter (Above Average) and 74% use YouTube (Average).

ADDITIONAL RESOURCES

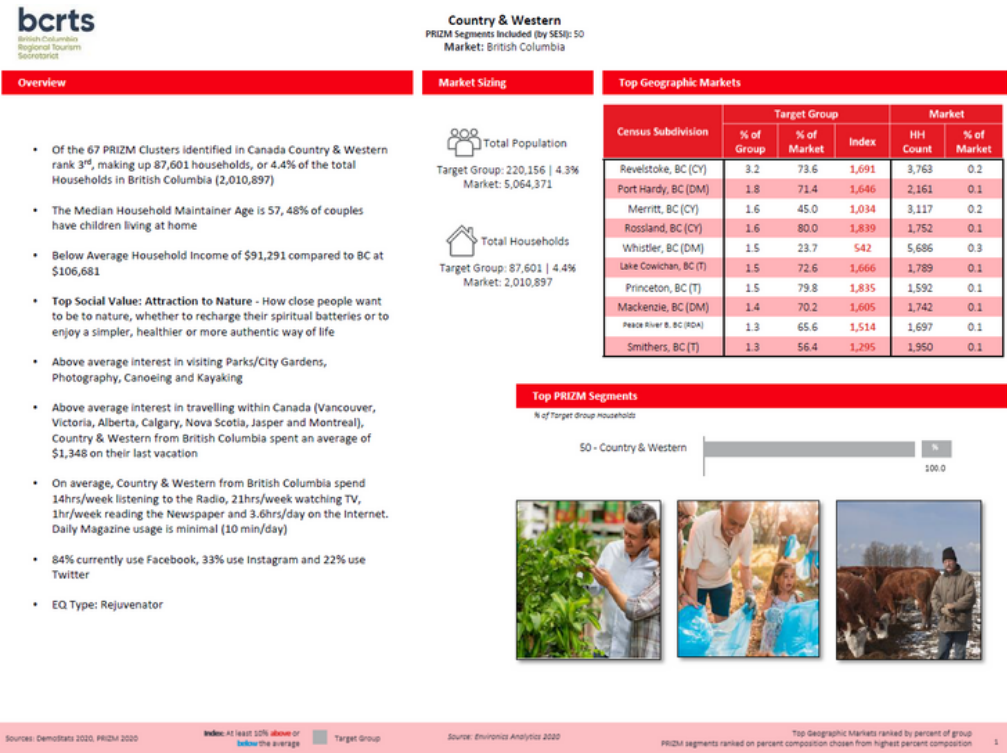
SUMMARY OF REPORTS

Project Deliverables:

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

Profile Details:

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



RESOURCES

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

[Environics Analytics](#)

[British Columbia - COVID-19](#)



ABOUT SYMPHONY

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

symphonytourismservices.com



Kelly Galaski
Managing Director

kelly@totabc.com



Shelby Campbell
Research Specialist

shelby@totabc.com



Darnel St. Pierre
*Digital Marketing
Coordinator*

darnel@totabc.com

ABOUT ENVIRONICS ANALYTICS

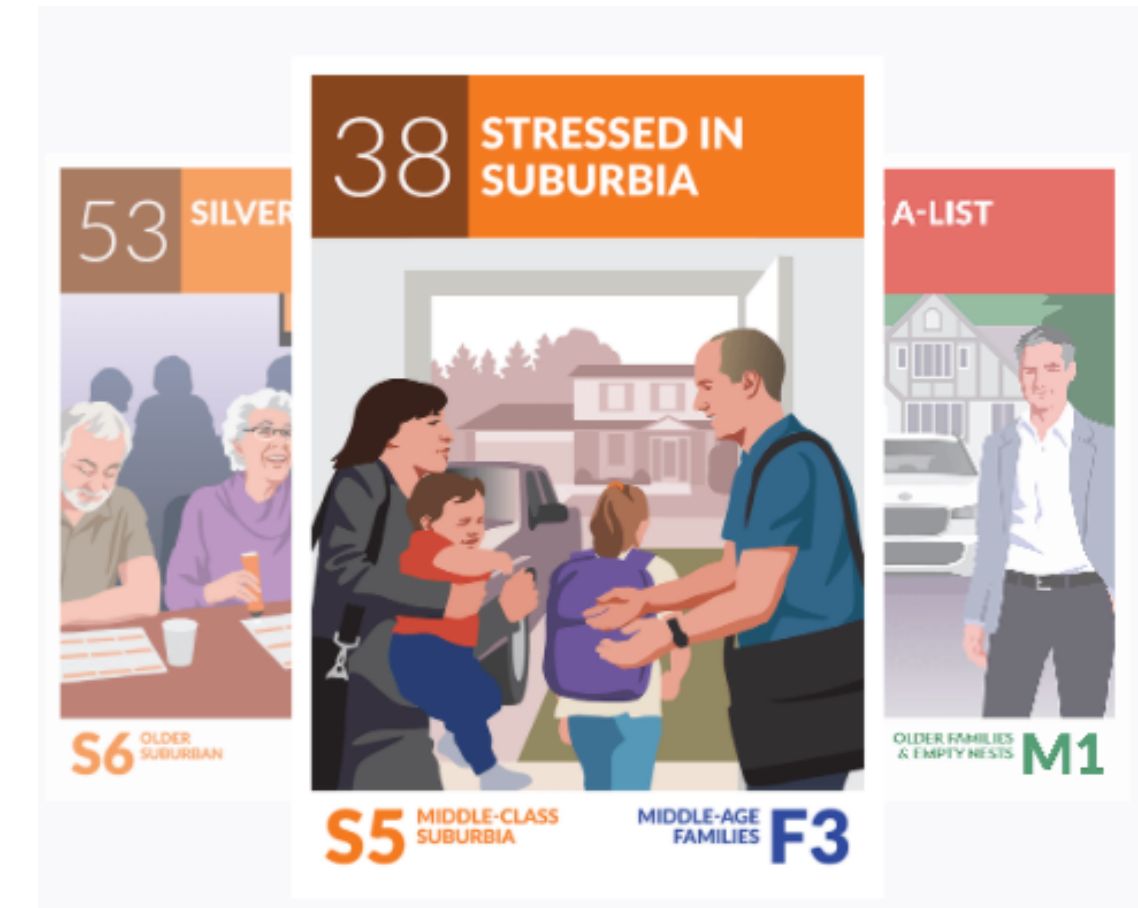
Environics Analytics is one of North America's leading data analytics and marketing services companies.

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

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

Market Reports Available for:

- BC
- Alberta
- Ontario
- United States



ENVIRONICS
ANALYTICS

ABOUT EQ

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

DESTINATION CANADA EQ RESOURCES

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



CONTACT US

Kelly Galaski

Managing Director, Symphony Tourism Services

Email: kelly@symphonytourism.ca

Phone: 778.721.5448

symphonytourismservices.com

