

March 2021



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

MOBILESCAPES RESEARCH INSIGHTS

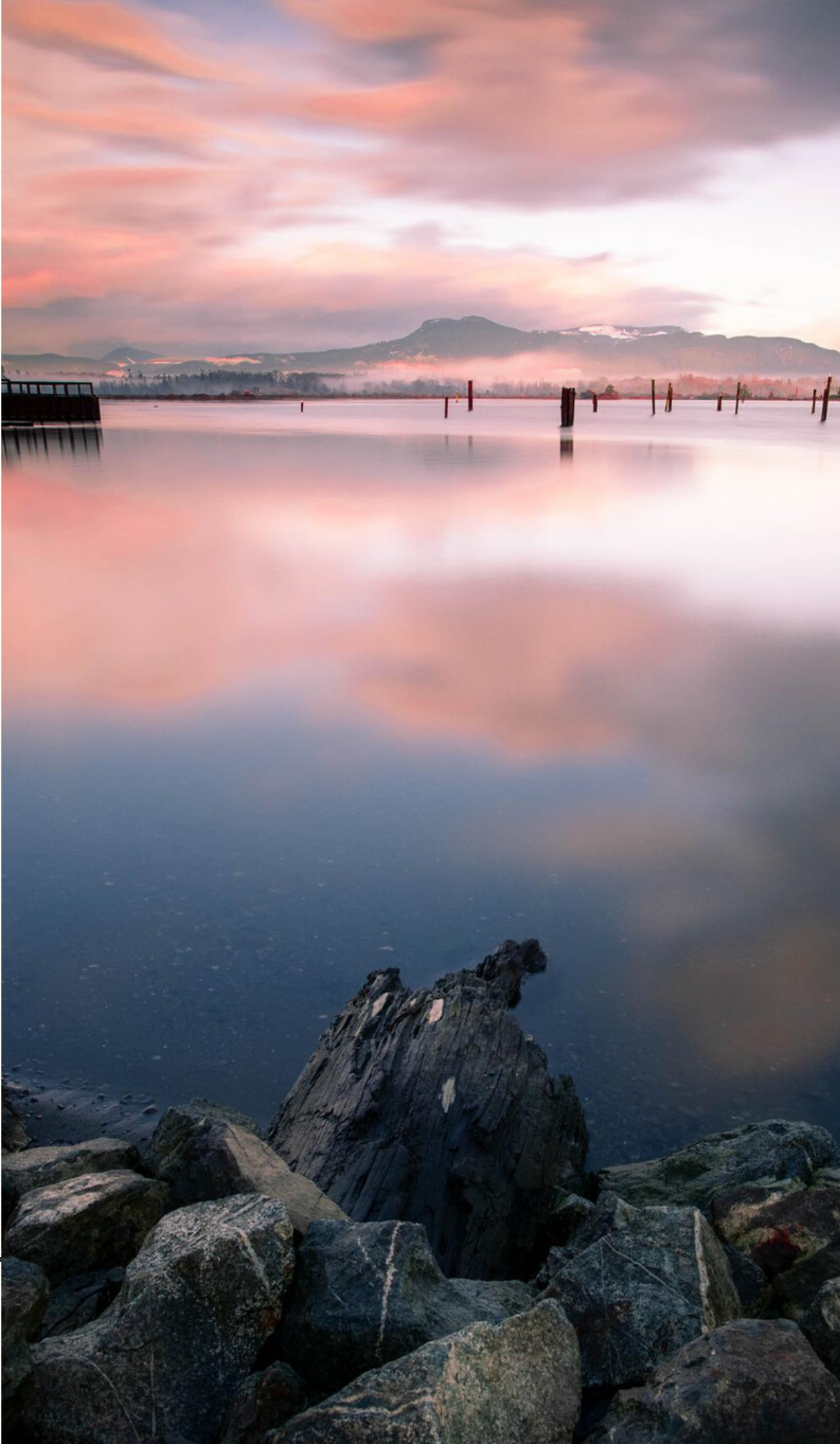


Cowichan Valley Visitor Analysis

BRITISH COLUMBIA & ALBERTA VISITOR ANALYSIS

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OBJECTIVES

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

INTRODUCTION

ABOUT MOBILESCAPES

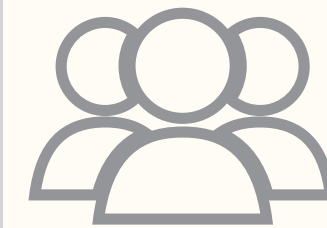
What is MobileScapes?

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

Why MobileScapes?

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

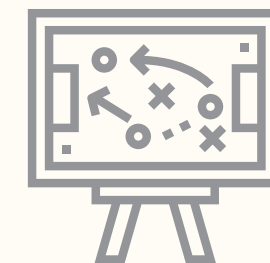
Identify **WHO** visits your location, **WHAT** they like (Activities/Media Habits) and **WHERE** more people like them are



Understand your
Visitors



Identify Top
Markets



Execute your
Strategy

MOBILESCAPES

THE PROCESS

Select your Locations

Choose Areas to Geo-Fence

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

Choose your Time Frame

Decide on a Time Frame

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

Each time frame represents ONE query

Analysis

Symphony Research Specialist conducts Analysis

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

Report Generation

Reports Include:

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

Discussion and Review

Review and Discuss Material

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

Additional Documentation & Reports

Additional Reports Provided if Needed

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

HOW TO USE MOBILESCAPES

HOW CAN THESE INSIGHTS HELP YOU?

Identify Patterns	Develop Profiles	Product Development & Campaigns
<ul style="list-style-type: none">• Use Visitor Volume estimates to identify fluctuations/changes in visitation by month/season/year• COVID-19 Patterns	<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.



Malahat

Sample of **302,300** visitors analyzed from British Columbia in 2019
Sample of **20,500** visitors analyzed from Alberta in 2019

Sample of **295,000** visitors analyzed from British Columbia in 2020
Sample of **16,100** visitors analyzed from Alberta in 2020



Arts & Culture

Sample of **134,400** visitors analyzed from British Columbia in 2019
Sample of **5,500** visitors analyzed from Alberta in 2019

Sample of **88,900** visitors analyzed from British Columbia in 2020
Sample of **2,300** visitors analyzed from Alberta in 2020



Food & Beverage

Sample of **111,600** visitors analyzed from British Columbia in 2019
Sample of **6,100** visitors analyzed from Alberta in 2019

Sample of **99,000** visitors analyzed from British Columbia in 2020
Sample of **3,700** visitors analyzed from Alberta in 2020



Trails & Parks

Sample of **43,000** visitors analyzed from British Columbia in 2019
Sample of **1,900** visitors analyzed from Alberta in 2019

Sample of **43,100** visitors analyzed from British Columbia in 2020
Sample of **1,400** visitors analyzed from Alberta in 2020

DATA ANALYZED

EXCLUDING LOCALS

- 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.



Malahat

Sample of **250,400** visitors analyzed from British Columbia in 2019

Sample of **246,800** visitors analyzed from British Columbia in 2020

** Local Residents from the Cowichan Valley removed from Sample*



Arts & Culture

Sample of **78,900** visitors analyzed from British Columbia in 2019

Sample of **42,200** visitors analyzed from British Columbia in 2020

** Local Residents from the Cowichan Valley removed from Sample*



Food & Beverage

Sample of **66,500** visitors analyzed from British Columbia in 2019

Sample of **53,200** visitors analyzed from British Columbia in 2020

** Local Residents from the Cowichan Valley removed from Sample*



Trails & Parks

Sample of **25,300** visitors analyzed from British Columbia in 2019

Sample of **23,700** visitors analyzed from British Columbia in 2020

** Local Residents from the Cowichan Valley removed from Sample*

VISITOR INSIGHTS

KEY FINDINGS BRITISH COLUMBIA - 2019

Category	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 302,300 or 87% were from BC 	<ul style="list-style-type: none"> 134,400 or 92% were from BC 	<ul style="list-style-type: none"> 111,600 or 90% were from BC 	<ul style="list-style-type: none"> 43,000 or 90% were from BC
Top Visitor Origin Locations	<ul style="list-style-type: none"> Saanich, Nanaimo Victoria Langford North Cowichan Vancouver Colwood 	<ul style="list-style-type: none"> North Cowichan Nanaimo Saanich Victoria Langford Ladysmith Duncan 	<ul style="list-style-type: none"> North Cowichan Nanaimo Saanich Victoria Langford Ladysmith Vancouver 	<ul style="list-style-type: none"> North Cowichan Nanaimo Saanich Victoria Ladysmith Langford Vancouver
Top PRIZM Segments	<ul style="list-style-type: none"> Scenic Retirement Suburban Sports Boomer Bliss Savvy Seniors Friends & Roomies 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Down to Earth Suburban Recliners 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Down to Earth Suburban Recliners 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Down to Earth Backcountry Boomers
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers

KEY FINDINGS BRITISH COLUMBIA - 2019

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY RESIDENTS)

Category	Malahat	Arts & Culture	Food & Beverage	Trails & Parks	Key Findings
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 250,400 or 85% were from BC 	<ul style="list-style-type: none"> 78,900 or 87% were from BC 	<ul style="list-style-type: none"> 66,500 or 85% were from BC 	<ul style="list-style-type: none"> 25,300 or 85% were from BC 	<p>Key Findings comparing the full mobile analysis (including locals) to the analysis that does not include visitation from the Cowichan Valley:</p> <ul style="list-style-type: none"> The top 5 PRIZM Segments are consistent across both analyses, however: Friends and Roomies ranked within the top five segments for Arts & Culture and Food & Beverage non-local 2019 analysis. The top 5 PRIZM Segments for the Malahat Analysis and the Trails and Parks Analysis were consistent across both local included and local excluded analyses.
Top Visitor Origin Locations	<ul style="list-style-type: none"> Saanich Victoria Nanaimo Langford Vancouver Campbell River Colwood 	<ul style="list-style-type: none"> Nanaimo Saanich Victoria Langford Vancouver Colwood Surrey 	<ul style="list-style-type: none"> Nanaimo Saanich Victoria Langford Vancouver Surrey Esquimalt 	<ul style="list-style-type: none"> Nanaimo Saanich Victoria Langford Vancouver Esquimalt Saltspring Island 	
Top PRIZM Segments	<ul style="list-style-type: none"> Scenic Retirement Suburban Sports Boomer Bliss Friends & Roomies Savvy Seniors 	<ul style="list-style-type: none"> Scenic Retirement Suburban Sports Boomer Bliss Friends & Roomies Just Getting By 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Savvy Seniors Friends & Roomies 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Friends & Roomies Savvy Seniors 	
Top EQ Types	<ul style="list-style-type: none"> Gentle Explorers Authentic Experiencers Rejuvenators 	<ul style="list-style-type: none"> Gentle Explorers Rejuvenators Authentic Experiencers 	<ul style="list-style-type: none"> Gentle Explorers Authentic Experiencers Rejuvenators 	<ul style="list-style-type: none"> Gentle Explorers Authentic Experiencers Rejuvenators 	

KEY FINDINGS BRITISH COLUMBIA - 2020

Category	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 295,000 or 91% were from BC 	<ul style="list-style-type: none"> 88,900 or 95% were from BC 	<ul style="list-style-type: none"> 99,000 or 94% were from BC 	<ul style="list-style-type: none"> 43,100 or 95% were from BC
Top Visitor Origin Locations	<ul style="list-style-type: none"> Saanich Nanaimo Victoria Langford North Cowichan Vancouver Colwood 	<ul style="list-style-type: none"> North Cowichan Nanaimo Saanich Victoria Ladysmith Langford Duncan 	<ul style="list-style-type: none"> North Cowichan Nanaimo Saanich Victoria Langford Ladysmith Vancouver 	<ul style="list-style-type: none"> North Cowichan Saanich Nanaimo Victoria Langford Ladysmith Colwood
Top PRIZM Segments	<ul style="list-style-type: none"> Scenic Retirement Suburban Sports Boomer Bliss Savvy Seniors Friends & Roomies 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Down to Earth Suburban Sports Suburban Recliners 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Down to Earth Suburban Recliners 	<ul style="list-style-type: none"> Scenic Retirement Boomer Bliss Suburban Sports Old Town Roads Down to Earth
Top EQ Types	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers 	<ul style="list-style-type: none"> Rejuvenators Gentle Explorers Authentic Experiencers

KEY FINDINGS BRITISH COLUMBIA - 2020

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)

Category	Malahat	Arts & Culture	Food & Beverage	Trails & Parks	Key Findings
Estimated Visitor Volume and %	<ul style="list-style-type: none">246,800 or 90% were from BC	<ul style="list-style-type: none">43,200 or 90% were from BC	<ul style="list-style-type: none">53,200 or 90% were from BC	<ul style="list-style-type: none">23,700 or 91% were from BC	<p>Key Findings comparing the full mobile analysis (including locals) to the analysis that does not include visitation from the Cowichan Valley:</p> <ul style="list-style-type: none">The top 5 PRIZM Segments are consistent across both analyses, howeverFriends and Roomies ranked within the top five segments for the Malahat and Arts & Culture non-local 2019 analysis.Savvy Seniors ranked within the top five segments for the Arts & Culture and Food & Beverage non-local 2019 analysis.The top 5 PRIZM Segments for the Trails and Parks Analysis were consistent across both local included and local excluded analyses.
Top Visitor Origin Locations	<ul style="list-style-type: none">SaanichVictoriaNanaimoLangfordVancouverColwoodSurrey	<ul style="list-style-type: none">NanaimoSaanichVictoriaLangfordVancouverSurreyColwood	<ul style="list-style-type: none">NanaimoSaanichVictoriaLangfordVancouverColwoodSurrey	<ul style="list-style-type: none">SaanichNanaimoLangfordVictoriaVancouverColwoodSurrey	
Top PRIZM Segments	<ul style="list-style-type: none">Suburban SportsBoomer BlissScenic RetirementFriends & RoomiesSavvy Seniors	<ul style="list-style-type: none">Boomer BlissScenic RetirementSuburban SportsSavvy SeniorsFriends & Roomies	<ul style="list-style-type: none">Suburban SportsScenic RetirementBoomer BlissFriends & RoomiesSavvy Seniors	<ul style="list-style-type: none">Suburban SportsBoomer BlissScenic RetirementSavvy SeniorsFamily Mode	
Top EQ Types	<ul style="list-style-type: none">Gentle ExplorersAuthentic ExperiencersRejuvenators	<ul style="list-style-type: none">Authentic ExperiencersGentle ExplorersRejuvenators	<ul style="list-style-type: none">Gentle ExplorersAuthentic ExperiencersRejuvenators	<ul style="list-style-type: none">Authentic ExperiencersGentle ExplorersRejuvenators	

KEY FINDINGS ALBERTA - 2019

Category	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
Estimated Visitor Volume and %	<ul style="list-style-type: none"> • 20,500 or 6% were from Alberta 	<ul style="list-style-type: none"> • 5,500 or 4% were from Alberta 	<ul style="list-style-type: none"> • 6,100 or 5% were from Alberta 	<ul style="list-style-type: none"> • 1,900 or 4% were from Alberta
Top Visitor Origin Locations	<ul style="list-style-type: none"> • Calgary • Edmonton • Strathcona County • Wood Buffalo • Red Deer 	<ul style="list-style-type: none"> • Calgary • Edmonton • Grande Prairie • Strathcona County • Red Deer 	<ul style="list-style-type: none"> • Calgary • Edmonton • Grande Prairie • Wood Buffalo • Strathcona County 	<ul style="list-style-type: none"> • Calgary • Edmonton • Grande Prairie • Sturgeon County • Medicine Hat
Top PRIZM Segments	<ul style="list-style-type: none"> • Modern Suburbia • All-Terrain Families • Family Mode • Multicultural Corners • New Country 	<ul style="list-style-type: none"> • Modern Suburbia • All-Terrain Families • Mid-City Mellow • New Country • Savvy Seniors 	<ul style="list-style-type: none"> • Family Mode • Modern Suburbia • Country & Western • Friends & Roomies • Mature & Secure 	<ul style="list-style-type: none"> • Modern Suburbia • New Country • First-Class Families • Family Mode • Friends & Roomies
Top EQ Types	<ul style="list-style-type: none"> • Authentic Experiencers • Free Spirits • No Hassle Travellers 	<ul style="list-style-type: none"> • Authentic Experiencers • Free Spirits • Rejuvenators 	<ul style="list-style-type: none"> • Authentic Experiencers • Rejuvenators • No Hassle Travellers 	<ul style="list-style-type: none"> • Authentic Experiencers • Rejuvenators • No Hassle Travellers

KEY FINDINGS ALBERTA - 2020

Category	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
Estimated Visitor Volume and %	<ul style="list-style-type: none"> 16,100 or 5% were from Alberta 	<ul style="list-style-type: none"> 2,300 or 2% were from Alberta 	<ul style="list-style-type: none"> 3,700 or 3% were from Alberta 	<ul style="list-style-type: none"> 1,400 or 3% were from Alberta
Top Visitor Origin Locations	<ul style="list-style-type: none"> Calgary Edmonton Strathcona County Wood Buffalo St. Albert 	<ul style="list-style-type: none"> Calgary Edmonton Elk Point Strathcona County Grande Prairie County 	<ul style="list-style-type: none"> Calgary Edmonton Wood Buffalo Strathcona County St. Albert 	<ul style="list-style-type: none"> Calgary St. Albert Edmonton Medicine Hat Sunrise Beach
Top PRIZM Segments	<ul style="list-style-type: none"> Modern Suburbia Multiculture-ish All-Terrain Families Multicultural Corners Suburban Sports 	<ul style="list-style-type: none"> New Country Family Mode Modern Suburbia Down to Earth Middle-Class Mosaic 	<ul style="list-style-type: none"> Modern Suburbia First-Class Families The A-List Family Mode Multicultural Corners 	<ul style="list-style-type: none"> Diverse & Determined Down to Earth Multicultural Corners Indieville Eat, Play, Love
Top EQ Types	<ul style="list-style-type: none"> Free Spirits Authentic Experiencers Rejuvenators 	<ul style="list-style-type: none"> Rejuvenators No Hassle Travellers Authentic Experiencers 	<ul style="list-style-type: none"> Authentic Experiencers Free Spirits No Hassle Travellers 	<ul style="list-style-type: none"> Cultural Explorers Rejuvenators Cultural History Buffs

CURRENT VISITOR PROFILE - 2019

BRITISH COLUMBIA

Malahat 2019

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan Malahat Geo-Fenced Area in 2019 was 55 (Avg), 49% of couples without children living at home (Above Avg).
- Average Household Income of \$104,120 compared to BC at \$106,681 (Average).
- Top Social Values: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives; & Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life.
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, visiting Parks & City Gardens, Cycling, Photography with above average interest visiting National or Provincial parks, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Power boating & Jet Skiing, ATV & Snowmobiling.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Toronto, Jasper, Banff. These visitors spent an average of \$1,629 on their last trip (Avg).
- On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.2 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day). 78.8% currently use Facebook, 35.6% use Instagram and 23.7% use Twitter.

Arts & Culture 2019

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan Arts & Culture Geo-Fenced Areas in 2019 was 56 (Avg), 50% of couples without children living at home (Above Avg).
- Average Household Income of \$99,558 compared to BC at \$106,681 (below Average).
- Top Social Values: Racial Fusion, Need for Escape, Ethical Consumerism, Emotional Control
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, Cycling, with above average interest in visiting Parks & City Gardens, visiting National or Provincial parks, Canoeing & Kayaking, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Sporting Events, Power boating & Jet Skiing, ATV & Snowmobiling, Music Festivals, Snowboarding, Curling, Inline Skating.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,623 on their last trip (Avg).
- On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.8 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 79.3% currently use Facebook, 34.4% use Instagram and 22.9% use Twitter.

Food & Beverage 2019

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan F & B Geo-Fenced Areas in 2019 was 56 (Avg), 50.6% of couples without children living at home (Above Avg).
- Average Household Income of \$103,267 compared to BC at \$106,681 (below Average).
- Top Social Values: Racial Fusion, Need for Escape, Ethical Consumerism, Emotional Control
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, Cycling, with above average interest in visiting Parks & City Gardens, Photography, visiting National or Provincial parks, Bars & Restaurants, Canoeing & Kayaking, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Sporting Events, Power boating & Jet Skiing, ATV & Snowmobiling, Music Festivals, Snowboarding, Curling, Inline Skating.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,628 on their last trip (Avg).
- On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.7 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 79.1% currently use Facebook, 34.5% use Instagram and 22.9% use Twitter.

Trails & Parks 2019

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan Trails & Parks Geo-Fenced Area in 2019 was 56 (Avg), 50.8% of couples with children living at home (Above Avg).
- Average Household Income of \$100,832 compared to BC at \$106,681 (Average)
- Top Social Values: Racial Fusion, Ethical Consumerism, Need for Escape, Emotional Control
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, Cycling, with above average interest in visiting Parks & City Gardens, Photography, visiting National or Provincial parks, Canoeing & Kayaking, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Power boating & Jet Skiing, ATV & Snowmobiling.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,641 on their last trip (Avg).
- On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.8 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 79.2% currently use Facebook, 34.7% use Instagram and 23.1% use Twitter.

CURRENT VISITOR PROFILE - 2019

BC NON-LOCAL (EXCLUDES THE COWICHAN VALLEY)

Malahat 2019 (Non-Local)	Arts & Culture 2019 (Non-Local)	Food & Beverage 2019 (Non-Local)	Trails & Parks 2019 (Non-Local)
<ul style="list-style-type: none">• The Median Household Maintainer Age for British Columbian visitors to the Cowichan Malahat Geo-Fenced Area in 2019 was 53 (Avg), 32% of couples with children living at home• Average Household Income of \$103,177 compared to BC at \$106,681 (Average).• Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life.• Key Tourism Activities: Reading, Gardening, Swimming, Camping, Volunteer Work<ul style="list-style-type: none">◦ Above Average Interest in: Skating• Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Toronto, Jasper, Banff. These visitors spent an average of \$1,638 on their last trip (Avg).• On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.2 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day).• 79% currently use Facebook, 37% use Instagram and 28% use Twitter.	<ul style="list-style-type: none">• The Median Household Maintainer Age for British Columbian visitors to the Cowichan Arts & Culture Geo-Fenced Areas in 2019 was 53 (Avg), 31% of couples with children living at home• Average Household Income of \$102,365 compared to BC at \$106,681 (Average).• Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life.• Key Tourism Activities: Reading, Gardening, Swimming, Camping, Fitness<ul style="list-style-type: none">◦ Above Average Interest in: Power Boating/Jet Skiing, Skating• Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,642 on their last trip (Avg).• On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.8 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)• 79% currently use Facebook, 37% use Instagram and 28% use Twitter.	<ul style="list-style-type: none">• The Median Household Maintainer Age for British Columbian visitors to the Cowichan F & B Geo-Fenced Areas in 2019 was 53 (Avg), 31% of couples with children living at home• Average Household Income of \$104,339 compared to BC at \$106,681 (Average).• Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life.• Key Tourism Activities: Reading, Gardening, Swimming, Camping, Fitness<ul style="list-style-type: none">◦ Above Average Interest in: Power Boating/Jet Skiing, Skating• Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,640 on their last trip (Avg).• On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.7 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)• 79% currently use Facebook, 37% use Instagram and 28% use Twitter.	<ul style="list-style-type: none">• The Median Household Maintainer Age for British Columbian visitors to the Cowichan Trails & Parks Geo-Fenced Area in 2019 was 53 (Avg), 31% of couples with children living at home• Average Household Income of \$101,585 compared to BC at \$106,681 (Average)• Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life.• Key Tourism Activities: Reading, Gardening, Swimming, Camping, Fitness<ul style="list-style-type: none">◦ Above Average Interest in: Skating• Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,635 on their last trip (Avg).• On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.8 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)• 79% currently use Facebook, 37% use Instagram and 28% use Twitter.

CURRENT VISITOR PROFILE - 2020

BRITISH COLUMBIA

Malahat 2020

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan Malahat Geo-Fenced Area in 2020 was 54 (Avg), 48.7% of couples without children living at home (Above Avg).
- Average Household Income of \$105,188 compared to BC at \$106,681 (Average).
- Top Social Values: Racial Fusion - People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives.
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, visiting Parks & City Gardens, Cycling, with above average interest visiting National or Provincial parks, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Power boating & Jet Skiing, ATV & Snowmobiling.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Toronto, Jasper, Banff. These visitors spent an average of \$1,623 on their last trip (Avg).
- On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.2 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 78.8% currently use Facebook, 35.7% use Instagram and 23.8% use Twitter.

Arts & Culture 2020

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan Arts & Culture Geo-Fenced Areas in 2020 was 56 (Avg), 49.4% of couples without children living at home (Above Avg).
- Average Household Income of \$97,591 compared to BC at \$106,681 (below Average).
- Top Social Values: Ethical Consumerism, Racial Fusion, Need for Escape, Emotional Control
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, Cycling, with above average interest in visiting Parks & City Gardens, Photography, visiting National or Provincial parks, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Adventure Sports, Sporting Events, Power boating & Jet Skiing, ATV & Snowmobiling.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,611 on their last trip (Avg).
- On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.8 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 79.5% currently use Facebook, 34.3% use Instagram and 22.8% use Twitter.

Food & Beverage 2020

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan F & B Geo-Fenced Areas in 2020 was 56 (Avg), 50.8% of couples without children living at home (Above Avg).
- Average Household Income of \$100,204 compared to BC at \$106,681 (below Average).
- Top Social Values: Racial Fusion, Need for Escape, Ethical Consumerism
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, Cycling, with above average interest in visiting Parks & City Gardens, Photography, visiting National or Provincial parks, Bars & Restaurants, Canoeing & Kayaking, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Power boating & Jet Skiing, ATV & Snowmobiling, Music Festivals, Snowboarding, Curling, Inline Skating.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,622 on their last trip (Avg).
- On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.7 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 79.3% currently use Facebook, 34.8% use Instagram and 23.1% use Twitter.

Trails & Parks 2020

- The Median Household Maintainer Age for British Columbian visitors to the Cowichan Trails & Parks Geo-Fenced Area in 2020 was 56 (Avg), 49.4% of couples without children living at home (Above Avg).
- Average Household Income of \$100,863 compared to BC at \$106,681 (Average).
- Top Social Values: Racial Fusion, Need for Escape, Ethical Consumerism, Emotional Control
- Key Tourism Activities: Swimming, Camping, Hiking & Backpacking, Cycling, with above average interest in visiting Parks & City Gardens, visiting National or Provincial parks, Golfing, Cross country skiing & snowshoeing, Fishing & hunting, Historical Sites, Power boating & Jet Skiing, ATV & Snowmobiling.
- Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,611 on their last trip (Avg).
- On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.5 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day)
- 79.2% currently use Facebook, 34.5% use Instagram and 22.9% use Twitter.

CURRENT VISITOR PROFILE - 2020

BC NON-LOCAL (EXCLUDES THE COWICHAN VALLEY)

Malahat 2020 (Non-Local)	Arts & Culture 2020 (Non-Local)	Food & Beverage 2020 (Non-Local)	Trails & Parks 2020 (Non-Local)
<ul style="list-style-type: none"> The Median Household Maintainer Age for British Columbian visitors to the Cowichan Malahat Geo-Fenced Area in 2020 was 53 (Avg), 33% of couples with children living at home Average Household Income of \$105,573 compared to BC at \$106,681 (Average). Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life. Key Tourism Activities: Reading, Gardening, Swimming, Camping, Fitness <ul style="list-style-type: none"> Above Average Interest in: Power Boating/Jet Skiing, Skating Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Toronto, Jasper, Banff. These visitors spent an average of \$1,626 on their last trip (Avg). On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.2 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day) 79% currently use Facebook, 37% use Instagram and 28% use Twitter. 	<ul style="list-style-type: none"> The Median Household Maintainer Age for British Columbian visitors to the Cowichan Arts & Culture Geo-Fenced Areas in 2020 was 53 (Avg), 32% of couples with children living at home Average Household Income of \$101,204 compared to BC at \$106,681 (Average). Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life. Key Tourism Activities: Reading, Gardening, Swimming, Camping, Volunteer Work <ul style="list-style-type: none"> Above Average Interest in: Power Boating/Jet Skiing, Skating Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,624 on their last trip (Avg). On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.8 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day) 79% currently use Facebook, 37% use Instagram and 28% use Twitter. 	<ul style="list-style-type: none"> The Median Household Maintainer Age for British Columbian visitors to the Cowichan F & B Geo-Fenced Areas in 2020 was 52 (Avg), 31% of couples with children living at home Average Household Income of \$103,388 compared to BC at \$106,681 (Average). Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life. Key Tourism Activities: Reading, Gardening, Swimming, Camping, Fitness <ul style="list-style-type: none"> Above Average Interest in: Skating Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,633 on their last trip (Avg). On average, these visitors spent 14hrs/week listening to the Radio (above average), 20.7 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day) 79% currently use Facebook, 37% use Instagram and 28% use Twitter. 	<ul style="list-style-type: none"> The Median Household Maintainer Age for British Columbian visitors to the Cowichan Trails & Parks Geo-Fenced Area in 2020 was 52 (Avg), 33% of couples with children living at home Average Household Income of \$106,256 compared to BC at \$106,681 (Average). Top Social Values: Need for Escape - The desire to regularly escape the stress and responsibilities of everyday life. Key Tourism Activities: Reading, Gardening, Swimming, Camping, Fitness <ul style="list-style-type: none"> Above Average Interest in: Power Boating/Jet Skiing, Skating Avg interest in travelling in Canada with top destinations visited including Other BC, Vancouver, Victoria, Whistler, Other Alberta, Calgary, Banff, Jasper, Other Ontario. These visitors spent an average of \$1,603 on their last trip (Avg). On average, these visitors spent 13hrs/week listening to the Radio (above average), 20.5 hrs/week watching TV, 1hr/week reading the Newspaper and 3.6hrs/day on the Internet. Daily Magazine usage is minimal 9min/day) 79% currently use Facebook, 37% use Instagram and 28% use Twitter.

CURRENT VISITOR PROFILE - 2019

ALBERTA

Malahat 2019	Arts & Culture 2019	Food & Beverage 2019	Trails & Parks 2019
<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan Malahat Geo-Fenced Areas in 2019 was 44 (below avg), 53.5% of couples have children living at home (above avg).• Average Household Income of \$142,444 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Ecological Fatalism, Confidence in Advertising, Need for Escape, Attraction for Crowds,• Key Tourism Activities: Camping, Swimming, Cycling, Sporting Events, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Sporting Events, Ice Skating, Theme Parks, Snowboarding, RV Shows.• Average interest in travelling within Canada, Top Destinations visited: Banff, Other BC, Calgary, Other AB, Vancouver, Jasper, Victoria. These visitors spent an average of \$1,553 on their last trip.• On average, Alberta visitors to the Cowichan Malahat in 2019 spent 12hrs/week listening to the Radio, 19.2hrs/week watching TV, 1hr/week reading the Newspaper and 4.18hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77.2% currently use Facebook, 43.6% use Instagram and 33.1% use Twitter	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan Arts & Culture Geo-Fenced Areas in 2019 was 44 (below avg), 52.4% of couples have children living at home (above avg).• Average Household Income of \$138,110 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Ecological Fatalism, Confidence in Advertising, Need for Escape, Attraction for Crowds• Key Tourism Activities: Camping, Swimming, Cycling, Sporting Events, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Sporting Events, Ice Skating, Theme Parks, Snowboarding, Inline Skating, RV Shows.• Average interest in travelling within Canada, Top Destinations visited: Banff, Other BC, Calgary, Other AB, Vancouver, Jasper.. These visitors spent an average of \$1,537 on their last trip.• On average, Alberta visitors to the Cowichan Arts & Culture in 2019 spent 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77.4% currently use Facebook, 43.3% use Instagram and 32.7% use Twitter	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan F & B Geo-Fenced Areas in 2019 was 45 (Avg), 51.3% of couples have children living at home (above avg).• Average Household Income of \$143,591 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Ecological Fatalism, Need for Escape, Racial Fusion, Culture Sampling• Key Tourism Activities: Camping, Swimming, Cycling, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Sporting Events, Ice Skating, Theme Parks, Snowboarding, Inline Skating, Beer, Food & Wine Festivals.• Average interest in travelling within Canada, Top Destinations visited: Banff, Calgary, Vancouver, Jasper. These visitors spent an average of \$1,563 on their last trip.• On average, Alberta visitors to the Cowichan F & B in 2019 spent 13hrs/week listening to the Radio, 19.3hrs/week watching TV, 1hr/week reading the Newspaper and 4.15hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77% currently use Facebook, 41.9% use Instagram and 31.6% use Twitter	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan Trails & Parks Geo-Fenced Areas in 2019 was 43 (Avg), 53.2% of couples have children living at home (above avg).• Average Household Income of \$147,928 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Ecological Fatalism, Need for Escape, Racial Fusion, Culture Sampling• Key Tourism Activities: Camping, Swimming, Cycling, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Sporting Events, Ice Skating, Theme Parks, Snowboarding.• Average interest in travelling within Canada, Top Destinations visited: Banff, Calgary, Vancouver, Jasper. These visitors spent an average of \$1,525 on their last trip.• On average, Alberta visitors to the Cowichan Trails & Parks in 2019 spent 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77.7% currently use Facebook, 44.2% use Instagram and 33.5% use Twitter

CURRENT VISITOR PROFILE - 2020

ALBERTA

Malahat 2020	Arts & Culture 2020	Food & Beverage 2020	Trails & Parks 2020
<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan Malahat Geo-Fenced Areas in 2020 was 43 (below avg), 54.4% of couples have children living at home (above avg).• Average Household Income of \$141,466 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Confidence in Advertising, Ecological Fatalism, Attraction for Crowds, Need for Escape• Key Tourism Activities: Camping, Swimming, Cycling, Sporting Events, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Cycling, Sporting Events, Ice Skating, Theme Parks, Snowboarding, Hockey, Beer Food & Wine Festivals, RV Shows.• Average interest in travelling within Canada, Top Destinations visited: Banff, Other BC, Calgary, Vancouver, Jasper. These visitors spent an average of \$1,578 on their last trip.• On average, Alberta visitors to the Cowichan Malahatin 2020 spent 12hrs/week listening to the Radio, 18.8hrs/week watching TV, 1hr/week reading the Newspaper and 4.31hrs/day on the Internet. Daily Magazine usage is minimal (5min/day)• 77.3% currently use Facebook, 44.9% use Instagram and 34% use Twitter	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan Arts & Culture Geo-Fenced Areas in 2020 was 44 (below avg), 52.9% of couples have children living at home (above avg).• Average Household Income of \$138,572 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Confidence in Advertising, Racial Fusion, Ecological Fatalism, Need for Escape• Key Tourism Activities: Camping, Swimming, Cycling, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Sporting Events, Cycling, visiting National/prov parks, Canoeing & Kayaking, Ice Skating, Theme Parks, Cross country skiing & snowshoeing, Snowboarding, RV Shows.• Average interest in travelling within Canada, Top Destinations visited: Banff, Calgary, Vancouver, Jasper. These visitors spent an average of \$1,579 on their last trip.• On average, Alberta visitors to the Cowichan Arts & Culture in 2020 spent 12hrs/week listening to the Radio, 18hrs/week watching TV, 1hr/week reading the Newspaper and 4.34hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77.6% currently use Facebook, 43.4% use Instagram and 33% use Twitter	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan F & B Geo-Fenced Areas in 2020 was 44 (below avg), 52.5% of couples have children living at home (above avg).• Average Household Income of \$139,693 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Confidence in Advertising, Need for Escape, Racial Fusion, Ecological Fatalism• Key Tourism Activities: Camping, Swimming, Cycling, Hiking & Backpacking, visiting National or provincial parks, with above average interest in Sporting Events, Theme Parks, Hockey, Snowboarding, Inline Skating, Beer, Food & Wine Festivals, RV Shows.• Average interest in travelling within Canada, Top Destinations visited: Banff, Calgary, Vancouver, Jasper. These visitors spent an average of \$1,551 on their last trip.• On average, Alberta visitors to the Cowichan F & B in 2020 spent 12hrs/week listening to the Radio, 18.9hrs/week watching TV, 1hr/week reading the Newspaper and 4.2hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77.7% currently use Facebook, 43.4% use Instagram and 32.4% use Twitter	<ul style="list-style-type: none">• The Median Household Maintainer Age for Alberta visitors to the Cowichan Trails & Parks Geo-Fenced Areas in 2020 was 43 (Avg), 50.1% of couples have children living at home (above avg).• Average Household Income of \$151,312 compared to Alberta at \$122,710 (Above Average)• Top Social Value: Confidence in Advertising, Culture Sampling, Racial Fusion, Attraction for Crowds• Key Tourism Activities: Camping, Swimming, Cycling, Hiking & Backpacking, with above average interest in Sporting Events, visiting National or provincial parks, Historical Sites, Yoga, Theme Parks, Snowboarding, Beer Food & Wine festivals.• Average interest in travelling within Canada, Top Destinations visited: Banff, Vancouver, Jasper. These visitors spent an average of \$1,548 on their last trip.• On average, Alberta visitors to the Cowichan Trails & Parks in 2020 spent 12hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (6min/day)• 77.8% currently use Facebook, 43.8% use Instagram and 33.6% use Twitter

KEY VARIABLES BRITISH COLUMBIA - 2019

Variable	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
I have visited or ordered from a casual/family restaurant in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited or ordered from a casual/family restaurant in the past year (10% above avg.)	41% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited or ordered from a casual/family restaurant in the past year (16% above avg.)	40% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited or ordered from a casual/family restaurant in the past year (16% above avg.)	40% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited or ordered from a casual/family restaurant in the past year (16% above avg.)
I have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited an art gallery/museum/science centre in the past year
I occasionally/regularly participate in Canoe/Kayaking activities	38% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Canoe/Kayaking activities	39% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Canoe/Kayaking activities (11% above avg.)	39% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Canoe/Kayaking activities (11% above avg.)	39% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Canoe/Kayaking activities (16% above avg.)
I occasionally/regularly participate in Cycling (Mountain/Road Biking) activities	45% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Cycling (Mountain and/or Road) activities	46% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Cycling (Mountain and/or Road) activities
I occasionally/regularly participate Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Hiking/Backpacking activities
I am interested in learning about different cultures	63% of the Visitors sampled within the Geo-fenced Malahat area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy learning about different cultures

KEY VARIABLES BRITISH COLUMBIA - 2019

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)

Variable	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
I have visited or ordered from a casual/family restaurant in the past year	37% of the Visitors sampled within the Geo-fenced Malahat area have visited or ordered from a casual/family restaurant in the past year	37% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited or ordered from a casual/family restaurant in the past year	38% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited or ordered from a casual/family restaurant in the past year	37% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited or ordered from a casual/family restaurant in the past year
I have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited an art gallery/museum/science centre in the past year
I occasionally/regularly participate in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Canoe/Kayaking activities
I occasionally/regularly participate in Cycling (Mountain/Road Biking) activities	45% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Cycling (Mountain and/or Road) activities	44% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Cycling (Mountain and/or Road) activities
I occasionally/regularly participate in Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Hiking/Backpacking activities
I am interested in learning about different cultures	63% of the Visitors sampled within the Geo-fenced Malahat area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy learning about different cultures

KEY VARIABLES BRITISH COLUMBIA - 2020

Variable	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
I have visited or ordered from a casual/family restaurant in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited or ordered from a casual/family restaurant in the past year (10% above avg.)	41% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited or ordered from a casual/family restaurant in the past year (17% above avg.)	40% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited or ordered from a casual/family restaurant in the past year (16% above avg.)	40% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited or ordered from a casual/family restaurant in the past year (15% above avg.)
I have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited an art gallery/museum/science centre in the past year	39% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited an art gallery/museum/science centre in the past year
I occasionally/regularly participate in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Canoe/Kayaking activities	40% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Canoe/Kayaking activities (12% above avg.)	39% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Canoe/Kayaking activities (11% above avg.)	39% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Canoe/Kayaking activities
I occasionally/regularly participate in Cycling (Mountain/Road Biking) activities	45% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Cycling (Mountain and/or Road) activities
I occasionally/regularly participate Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Hiking/Backpacking activities	53% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Hiking/Backpacking activities
I am interested in learning about different cultures	63% of the Visitors sampled within the Geo-fenced Malahat area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy learning about different cultures

KEY VARIABLES BRITISH COLUMBIA - 2020

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)

Variable	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
I have visited or ordered from a casual/family restaurant in the past year	37% of the Visitors sampled within the Geo-fenced Malahat area have visited or ordered from a casual/family restaurant in the past year	37% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited or ordered from a casual/family restaurant in the past year	36% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited or ordered from a casual/family restaurant in the past year	37% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited or ordered from a casual/family restaurant in the past year
I have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited an art gallery/museum/science centre in the past year
I occasionally/regularly participate in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Canoe/Kayaking activities	37% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Canoe/Kayaking activities	36% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Canoe/Kayaking activities
I occasionally/regularly participate in Cycling (Mountain/Road Biking) activities	45% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Cycling (Mountain and/or Road) activities	45% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Cycling (Mountain and/or Road) activities
I occasionally/regularly participate Hiking/Backpacking activities	51% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Hiking/Backpacking activities	51% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Hiking/Backpacking activities	52% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Hiking/Backpacking activities	51% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Hiking/Backpacking activities
I am interested in learning about different cultures	63% of the Visitors sampled within the Geo-fenced Malahat area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy learning about different cultures	63% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy learning about different cultures	62% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy learning about different cultures

KEY VARIABLES ALBERTA - 2019

Variable	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
I have visited or ordered from a casual/family restaurant in the past year	35% of the Visitors sampled within the Geo-fenced Malahat area have visited or ordered from a casual/family restaurant in the past year	35% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited or ordered from a casual/family restaurant in the past year	35% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited or ordered from a casual/family restaurant in the past year	35% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited or ordered from a casual/family restaurant in the past year
I have visited an art gallery/museum/science centre in the past year	39% of the Visitors sampled within the Geo-fenced Malahat area have visited an art gallery/museum/science centre in the past year	39% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited an art gallery/museum/science centre in the past year (10% above avg.)	37% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited an art gallery/museum/science centre in the past year
I occasionally/regularly participate in Canoe/Kayaking activities	28% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Canoe/Kayaking activities	28% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Canoe/Kayaking activities	29% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Canoe/Kayaking activities	28% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Canoe/Kayaking activities
I occasionally/regularly participate in Cycling (Mountain/Road Biking) activities	49% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Cycling (Mountain and/or Road) activities	49% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Cycling (Mountain and/or Road) activities	49% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Cycling (Mountain and/or Road) activities	48% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Cycling (Mountain and/or Road) activities
I occasionally/regularly participate in Hiking/Backpacking activities	44% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Hiking/Backpacking activities	43% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Hiking/Backpacking activities	43% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Hiking/Backpacking activities	43% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Hiking/Backpacking activities
I am interested in learning about different cultures	57% of the Visitors sampled within the Geo-fenced Malahat area enjoy learning about different cultures	57% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy learning about different cultures	57% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy learning about different cultures	59% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy learning about different cultures

KEY VARIABLES ALBERTA - 2020

Variable	Malahat	Arts & Culture	Food & Beverage	Trails & Parks
I have visited or ordered from a casual/family restaurant in the past year	34% of the Visitors sampled within the Geo-fenced Malahat area have visited or ordered from a casual/family restaurant in the past year	36% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited or ordered from a casual/family restaurant in the past year	35% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited or ordered from a casual/family restaurant in the past year	34% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited or ordered from a casual/family restaurant in the past year
I have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Malahat area have visited an art gallery/museum/science centre in the past year	37% of the Visitors sampled within the Geo-fenced Arts/Culture area have visited an art gallery/museum/science centre in the past year	38% of the Visitors sampled within the Geo-fenced Food/Beverage area have visited an art gallery/museum/science centre in the past year	40% of the Visitors sampled within the Geo-fenced Trails/Parks area have visited an art gallery/museum/science centre in the past year (12% above average)
I occasionally/regularly participate in Canoe/Kayaking activities	30% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Canoe/Kayaking activities	30% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Canoe/Kayaking activities (12% above average)	29% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Canoe/Kayaking activities	27% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Canoe/Kayaking activities
I occasionally/regularly participate in Cycling (Mountain/Road Biking) activities	50% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Cycling (Mountain and/or Road) activities (10% above avg.)	50% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Cycling (Mountain and/or Road) activities (10% above average)	49% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Cycling (Mountain and/or Road) activities	48% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Cycling (Mountain and/or Road) activities
I occasionally/regularly participate Hiking/Backpacking activities	45% of the Visitors sampled within the Geo-fenced Malahat area enjoy participating in Hiking/Backpacking activities	45% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy participating in Hiking/Backpacking activities	45% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy participating in Hiking/Backpacking activities	43% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy participating in Hiking/Backpacking activities
I am interested in learning about different cultures	58% of the Visitors sampled within the Geo-fenced Malahat area enjoy learning about different cultures	61% of the Visitors sampled within the Geo-fenced Arts/Culture area enjoy learning about different cultures	59% of the Visitors sampled within the Geo-fenced Food/Beverage area enjoy learning about different cultures	60% of the Visitors sampled within the Geo-fenced Trails/Parks area enjoy learning about different cultures

SUMMARY HIGHLIGHTS

BRITISH COLUMBIA 2019

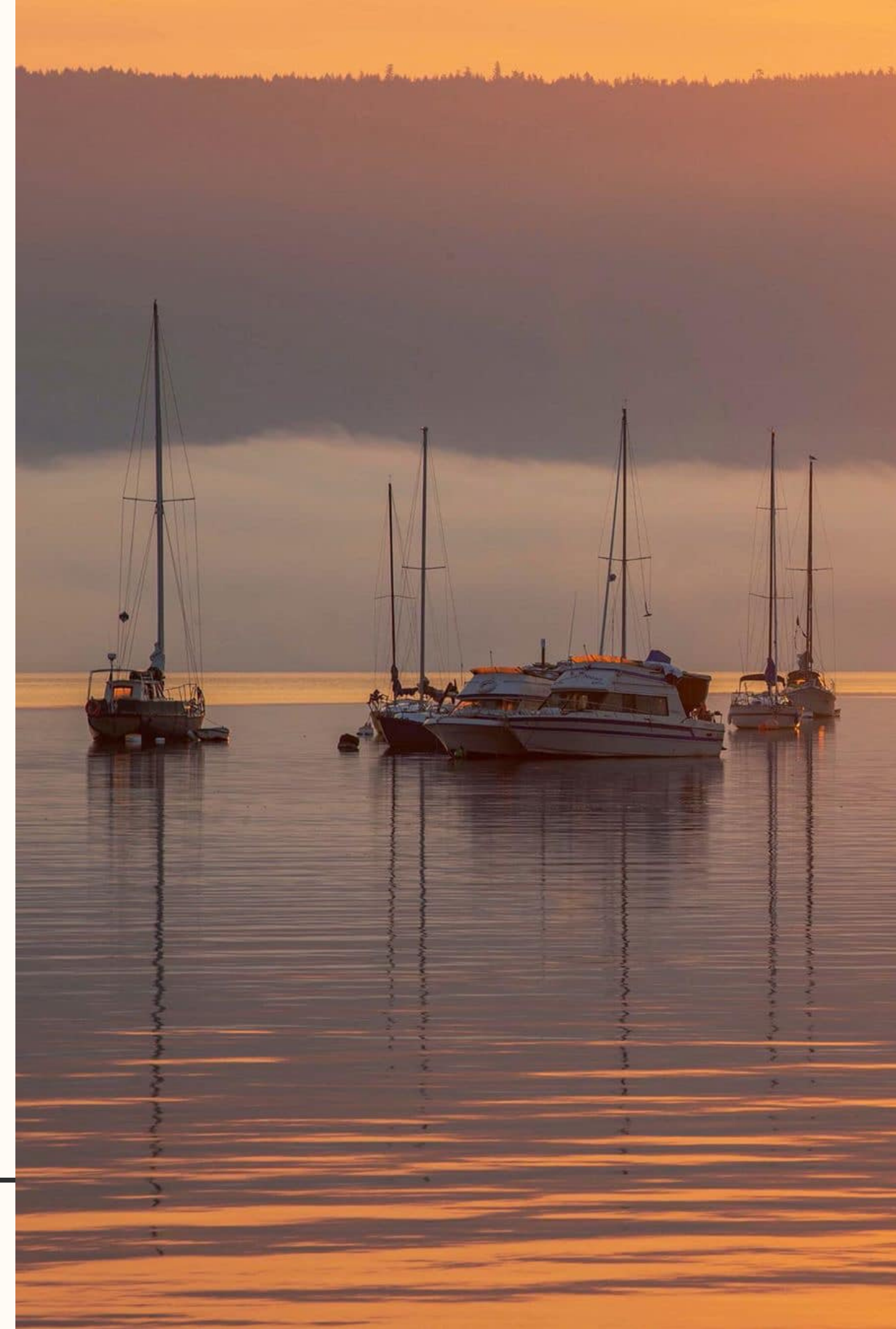
- British Columbia was the primary market across all Geo-Fenced Areas in 2019, making up:
 - 87% of the Malahat area, 92% of the Arts & Culture Area, 90% of the Food & Beverage area and 90% of the Trails & Parks area
 - *When the Cowichan Valley was removed from the Analysis, BC made up 85% of the Malahat area, 87% of the Arts & Culture Area, 85% of the Food & Beverage area and 85% of the Trails & Parks area*
- North Cowichan, Nanaimo and Saanich were the top Visitor Origin locations across all geo-fenced areas in 2019.
 - *When the Cowichan Valley was removed from the Analysis Nanaimo, Saanich and Victoria were top Visitor Origin Locations*
- The top three PRIZM Segments visiting the four Cowichan Geo-Fenced locations from BC travellers were similar across all queries, with **Scenic Retirement** ranking first across all queries, followed by **Boomer Bliss** and **Suburban Sports**
 - *The Top three PRIZM Segments remained consistent when the Cowichan Valley was removed from the analysis*
 - **Scenic Retirement** are typically older and more mature, middle-income suburbanites, who enjoy: Visiting Parks/City Gardens, Photography, Canoeing and Kayaking
 - **Boomer Bliss** are typically middle-aged couples and families with children (ages 10+ at home), who enjoy cycling, restaurants and eco-friendly products
 - **Suburban Sports** are typically Middle-aged couples and families who enjoy outdoor activities such as Camping, Fishing, Skiing
- The top three EQ Types of visitors from BC in 2019 were consistent across all geo-fenced areas (Rejuvenators, Gentle Explorers and Authentic Experiencers)
 - *The Top three EQ Types remained consistent when the Cowichan Valley was removed from the analysis*



SUMMARY HIGHLIGHTS

BRITISH COLUMBIA 2020

- British Columbia was the primary market across all Geo-Fenced Areas in 2020, making up:
 - 91% of the Malahat area, 95% of the Arts & Culture Area, 94% of the Food & Beverage area and 90% of the Trails & Parks area
 - *When the Cowichan Valley was removed from the Analysis, BC made up 90% of the Malahat area, 90% of the Arts & Culture Area, 90% of the Food & Beverage area and 91% of the Trails & Parks area*
- North Cowichan, Nanaimo, Saanich and Victoria were the top Visitor Origin locations across all geo-fenced areas in 2020.
 - *When the Cowichan Valley was removed from the Analysis Nanaimo, Saanich, Victoria and Langford were top Visitor Origin Locations*
- The top three PRIZM Segments visiting the four Cowichan Geo-Fenced locations from BC travellers were similar across all queries, with **Scenic Retirement** ranking first across all queries, followed by **Boomer Bliss** and **Suburban Sports**. **Down to Earth** ranked as the third PRIZM Segment for the Arts & Culture area in 2020.
 - *The Top three PRIZM Segments remained consistent when the Cowichan Valley was removed from the analysis*
 - **Scenic Retirement** are typically older and more mature, middle-income suburbanites, who enjoy: Visiting Parks/City Gardens, Photography Canoeing and Kayaking
 - **Boomer Bliss** are typically middle-aged couples and families with children (ages 10+ at home), who enjoy cycling, restaurants and eco-friendly products
 - **Suburban Sports** are typically Middle-aged couples and families who enjoy outdoor activities such as Camping, Fishing, Skiing
 - **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
- The top three EQ Types of visitors from BC in 2020 were consistent across all geo-fenced areas (Rejuvenators, Gentle Explorers and Authentic Experiencers)
 - *The Top three EQ Types remained consistent when the Cowichan Valley was removed from the analysis*



SUMMARY HIGHLIGHTS

ALBERTA 2019

- Alberta was the secondary market across all Geo-Fenced Areas in 2019, making up:
 - 6% of the Malahat area, 4% of the Arts & Culture Area, 5% of the Food & Beverage area and 4% of the Trails & Parks area
- Calgary, Edmonton and Strathcona County were the top Visitor Origin locations across all geo-fenced areas in 2019.
 - Grande Prairie ranked as the third largest visitor origin location for the Arts & Culture area in 2019
- The top three PRIZM Segments visiting the Malahat Geo-Fenced area from Alberta travellers were: Modern Suburbia, All-Terrain Families and Family Mode. The top three for Arts/Culture were Modern Suburbia, All-Terrain Families and Mid-City Mellow. The top three for Food/Beverage were Family Mode, Modern Suburbia and Country & Western and the top three for Trails/Parks were Modern Suburbia, New Country and First-Class Families.
 - **Modern Suburbia** are typically Younger and Middle-Aged, diverse families with younger children who value trying new and exciting products and pilates/yoga
 - **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 suburban, upscale middle-aged families with upper-middle household incomes who enjoy skiing, golfing, boating and camping
 - **Mid-City Mellow** are typically Older, more mature singles and middle-aged families with older children. They value community involvement and the preservation of cultural traditions as well as brand authenticity
 - **Country & Western** are typically middle aged, below average income travellers who enjoy: Snowmobiling, Hiking, Camping, Boating
 - **New Country** are one of the wealthiest rural segments with maintainers between the ages of 45-64 years old. They value community involvement and purchasing from small businesses rather than larger corporations
 - **First-Class Families** are typically large, well-off suburban families who enjoy team sports, eating out and e-commerce
- The top three EQ Types of visitors from Alberta in 2019 for the Malahat and Arts & Culture areas were: Authentic Experiencers, Free Spirits and Rejuvenators. The Top three for the Food & Beverage and Trails & Parks area were Authentic Experiencers, Rejuvenators and No Hassle Travellers



SUMMARY HIGHLIGHTS

ALBERTA 2020

- Alberta was the secondary market across all Geo-Fenced Areas in 2020, making up:
 - 5% of the Malahat area, 2% of the Arts & Culture Area, 3% of the Food & Beverage area and 3% of the Trails & Parks area
- Calgary and Edmonton were consistent top Visitor Origin locations across all geo-fenced areas in 2020.
 - Strathcona County ranked as the third largest visitor origin location for the Malahat Area in 2020, Elk Point ranked as the third visitor origin area for Arts & Culture, Wood Buffalo for Food & Beverage and St. Albert for Trails & Parks.
- The top three PRIZM Segments visiting the Malahat Geo-Fenced area from Alberta travellers were: Modern Suburbia, Multiculture-ish and All-Terrain Families. The top three for Arts/Culture were New Country, Family Mode and Modern Suburbia. The top three for Food/Beverage were Modern Suburbia, First-Class Families and the A-List and the top three for Trails/Parks were Diverse & Determined, Down to Earth and Muticultural Corners.
 - 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
 - Diverse & Determined are typically midscale, younger and middle-aged city dwellers who enjoy visiting casinos, bars and sporting events
 - 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
 - Family Mode are typically suburban, upscale middle-aged families with upper-middle household incomes who enjoy skiing, golfing, boating and camping
 - First-Class Families are typically large, well-off suburban families who enjoy team sports, eating out and e-commerce
 - Modern Suburbia are typically Younger and Middle-Aged, diverse families with younger children who value trying new and exciting products and pilates/yoga
 - Multicultural Corners are typically Larger, more diverse families with older children. They value hard work, their families, community involvement and religious connections
 - Multiculture-ish are typically ethnically diverse middle-aged Asian and South Asian households who value ethnic diversity within their communities, work ethic and advertising
 - New Country are one of the wealthiest rural segments with maintainers between the ages of 45-64 years old. They value community involvement and purchasing from small businesses rather than larger corporations
 - The A-List are Canada's wealthiest segment. They are typically Middle-aged and older couples and families with older children (ages 10-25) who value Value community involvement, cultural diversity and having a healthy lifestyle

The top three EQ Types of visitors from Alberta in 2019 for the Malahat area were Free Spirits, Authentic Experiencers and Rejuvenators. The top three for the Arts & Culture area were Rejuvenators, No Hassle Travellers and Authentic Experiencers. The Top three for the Food/Beverage area were Authentic Experiencers, Free Spirits and No Hassle Travellers and the top three for the Trails/Parks area were Cultural Explorers, Rejuvenators and Cultural History Buffs



INSIGHTS

POTENTIAL GROWTH MARKETS

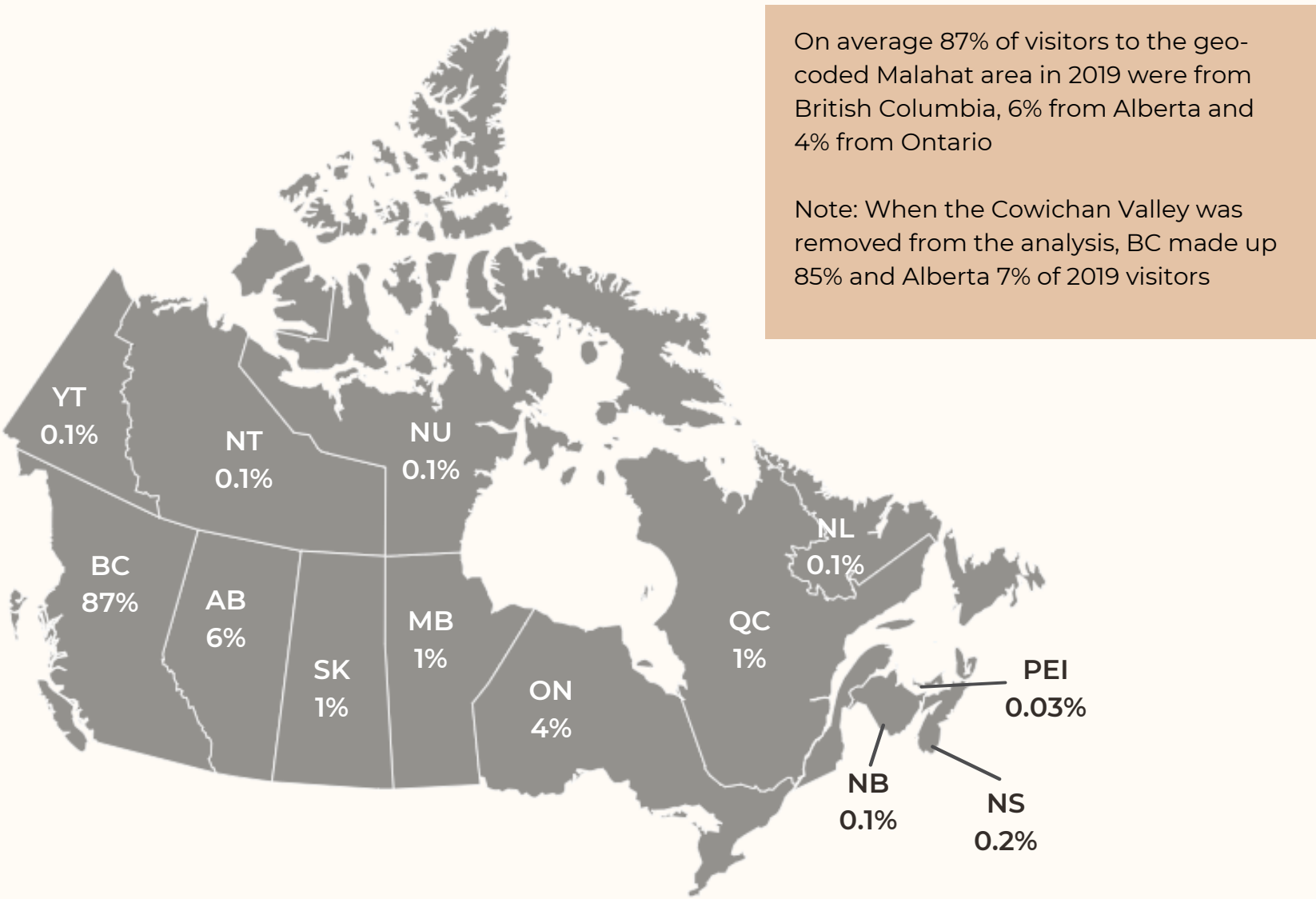
British Columbia	Alberta	Considerations	COVID-19 Considerations
<ul style="list-style-type: none"> • Vancouver Island Residents (Saanich, Nanaimo, Victoria, Langford, North Cowichan) <ul style="list-style-type: none"> ◦ These are loyal visitors who understand your products/services and visited multiple Cowichan Valley attractions in 2019/2020 • Lower Mainland Visitors (Vancouver, Surrey) <ul style="list-style-type: none"> ◦ Less frequent travellers looking for experiences that allow them to connect with nature and better themselves through travel 	<ul style="list-style-type: none"> • Calgary/Edmonton <ul style="list-style-type: none"> ◦ Loyal Visitors (Middle income) who are family oriented and are looking to escape from everyday life through adventure based leisure activities • Strathcona County, Grande Prairie, Elk Point, Wood Buffalo, St. Albert are loyal visitors on a much smaller scale - Secondary Growth Market if needed 	<ul style="list-style-type: none"> • Consider targeting by BC Top PRIZM Segments: <ul style="list-style-type: none"> ◦ Backcountry Boomers ◦ Boomer Bliss ◦ Country Traditions ◦ Down to Earth ◦ Family Mode ◦ Friends & Roomies ◦ Juggling Acts ◦ Old Town Roads ◦ Savvy Seniors ◦ Scenic Retirement ◦ Stressed in Suburbia ◦ Suburban Recliners ◦ Suburban Sports • Top 10 Locations of Top PRIZM Segments: <ul style="list-style-type: none"> ◦ Kelowna ◦ Surrey ◦ Nanaimo ◦ Victoria ◦ Abbotsford ◦ Kamloops ◦ Saanich ◦ Chilliwack ◦ Prince George ◦ Langley 	<p>British Columbia announced a Provincial State of Emergency due to the COVID-19 Pandemic on March 18, 2020, Alberta announced on March 17, 2020</p> <p>Province wide restrictions limiting social interactions and travel are still in place</p> <p>BC COVID-19 Travel Restrictions</p>

VISITOR ORIGIN

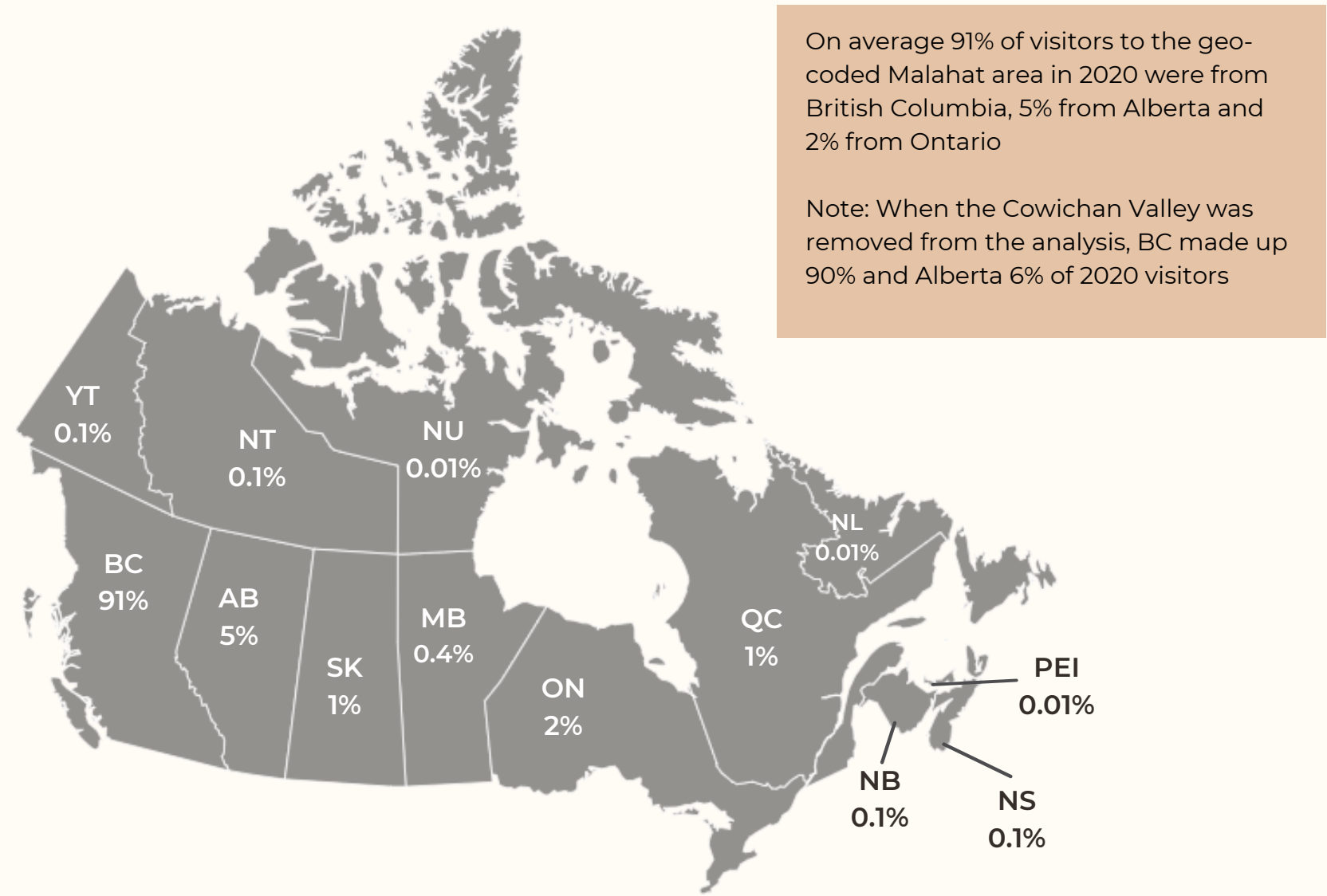
PROVINCIAL BREAKDOWN

MALAHAT VISITORS - 2019/2020

Malahat Visitors 2019



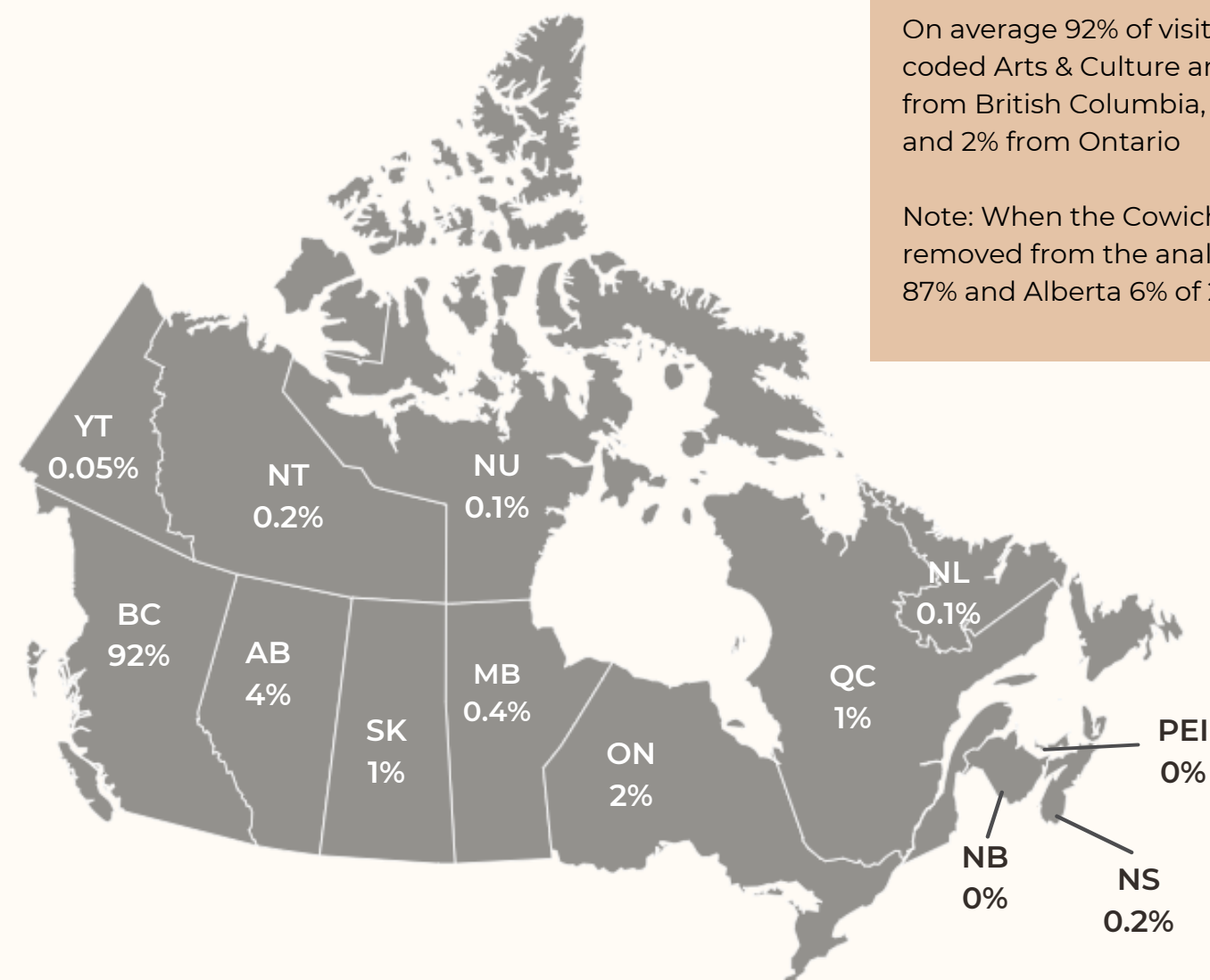
Malahat Visitors 2020



PROVINCIAL BREAKDOWN

ARTS & CULTURE VISITORS - 2019/2020

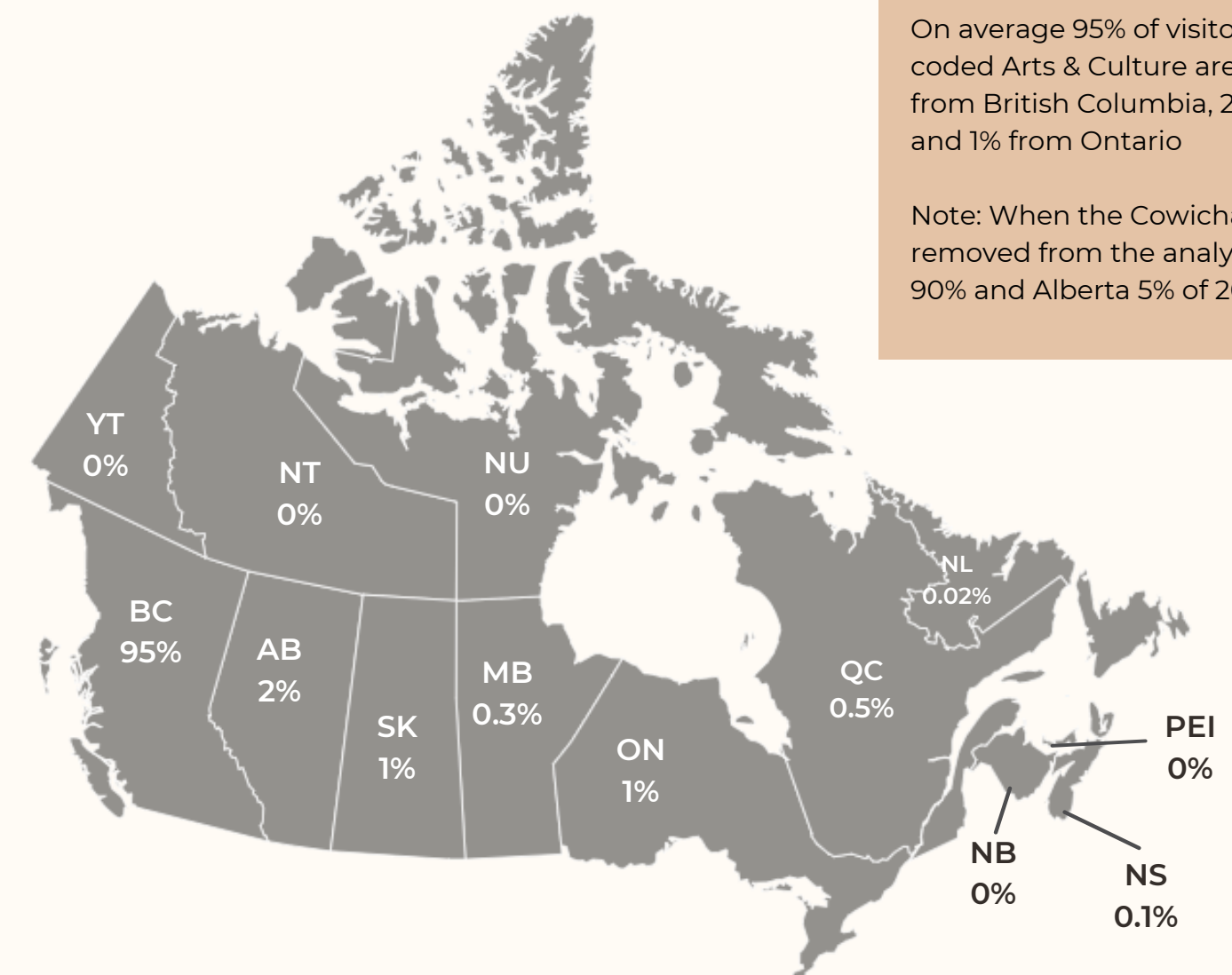
Arts & Culture Visitors 2019



On average 92% of visitors to the geo-coded Arts & Culture areas in 2019 were from British Columbia, 4% from Alberta and 2% from Ontario

Note: When the Cowichan Valley was removed from the analysis, BC made up 87% and Alberta 6% of 2019 visitors

Arts & Culture Visitors 2020



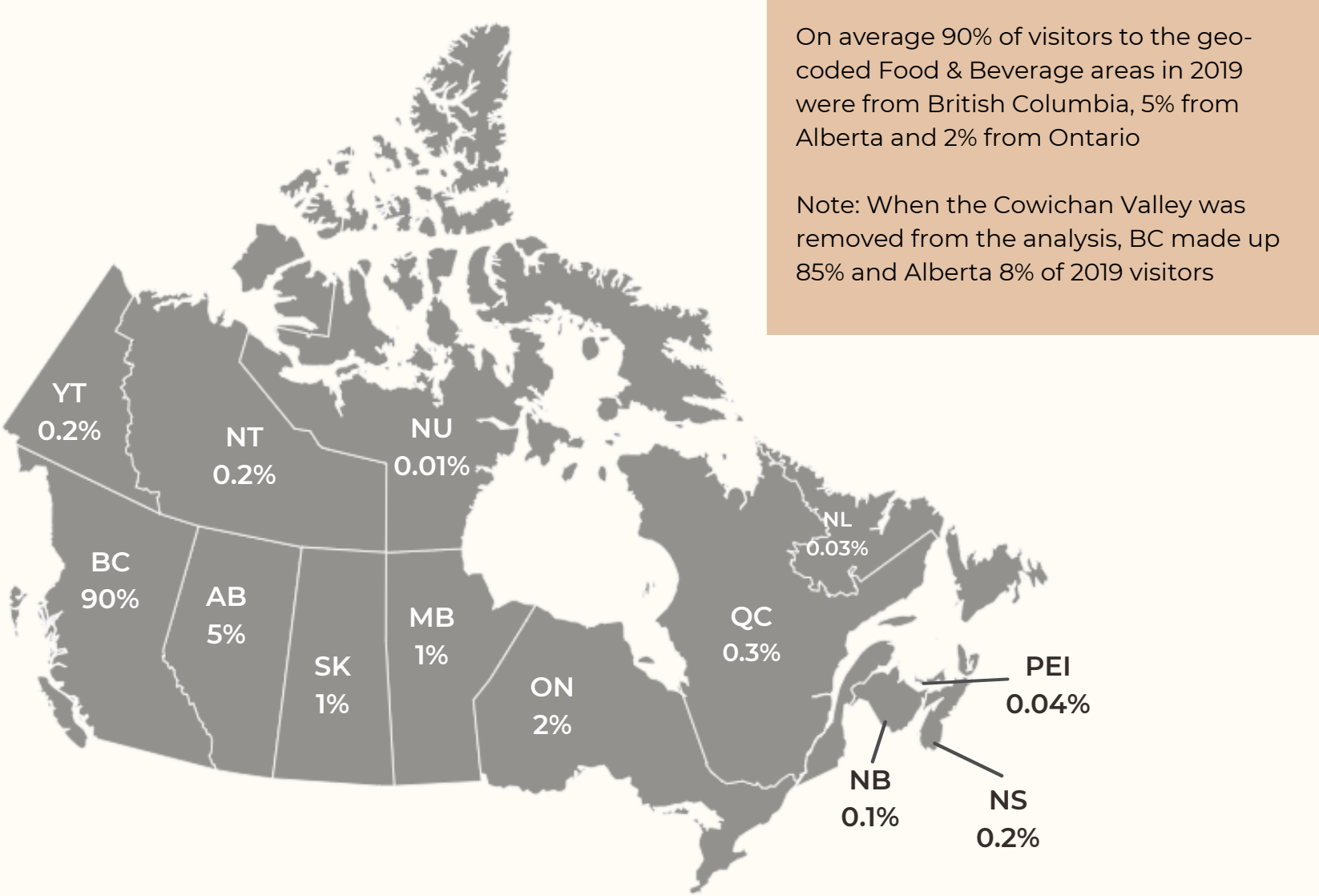
On average 95% of visitors to the geo-coded Arts & Culture areas in 2020 were from British Columbia, 2% from Alberta and 1% from Ontario

Note: When the Cowichan Valley was removed from the analysis, BC made up 90% and Alberta 5% of 2020 visitors

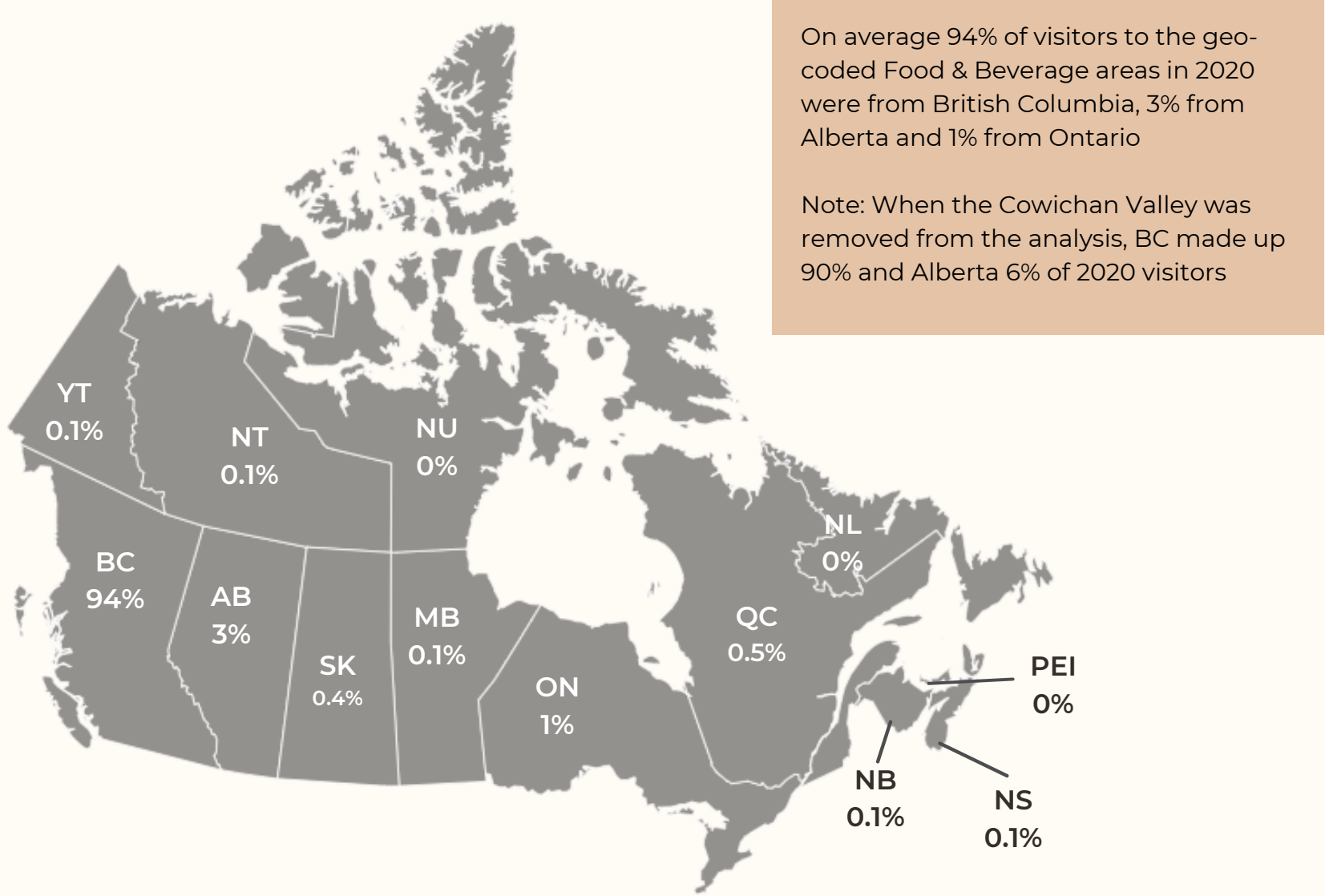
PROVINCIAL BREAKDOWN

FOOD & BEVERAGE VISITORS - 2019/2020

Food & Beverage Visitors 2019



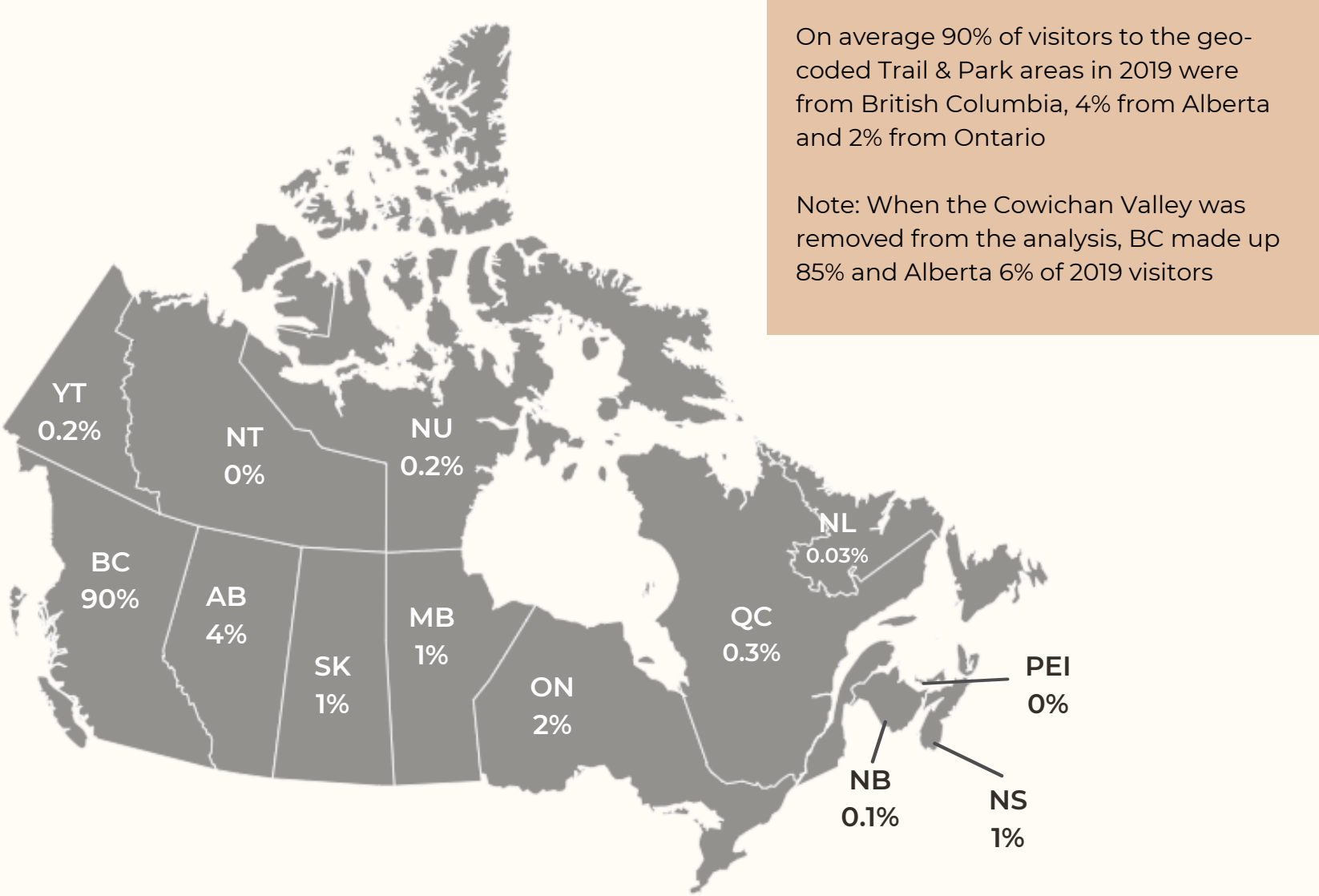
Food & Beverage Visitors 2020



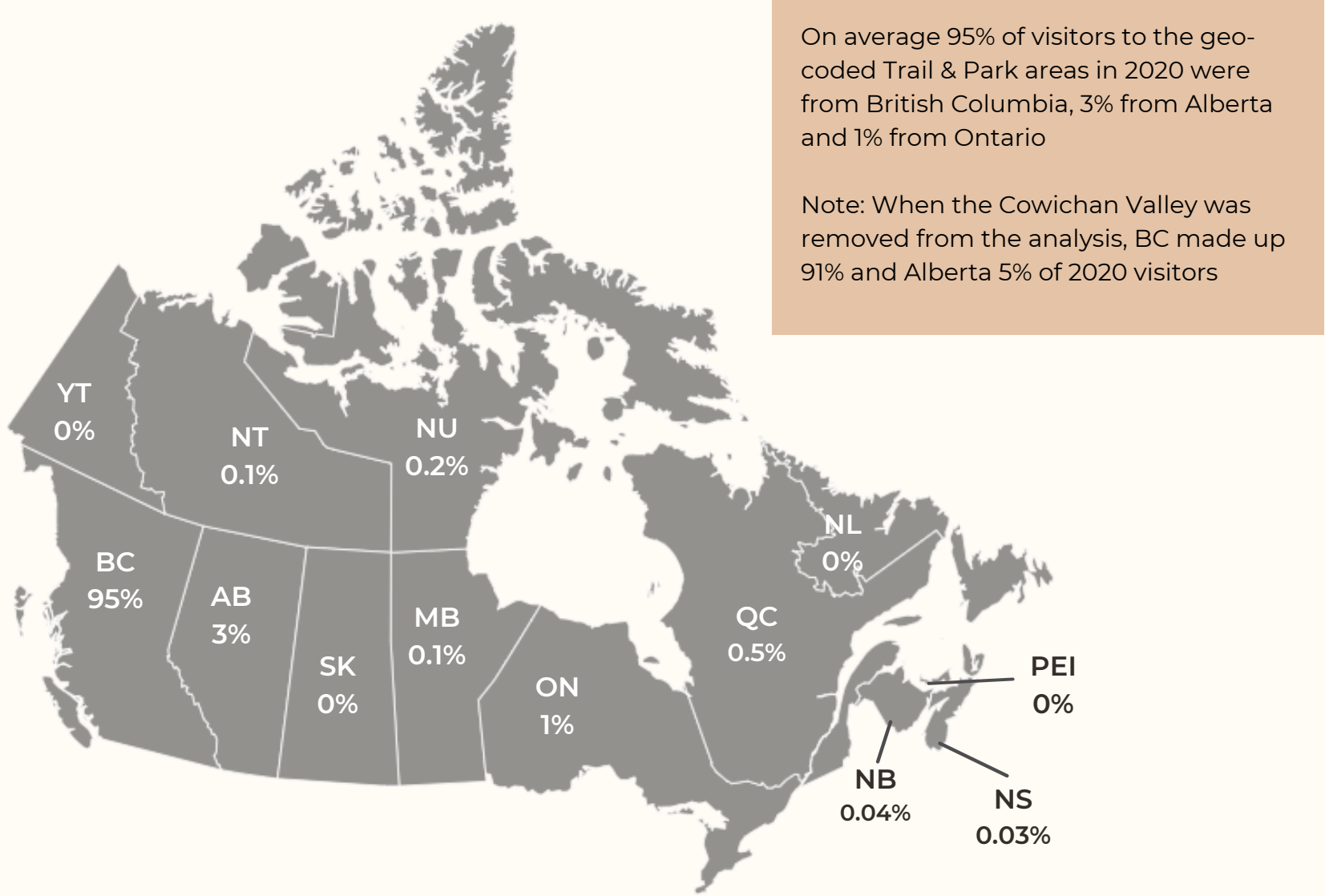
PROVINCIAL BREAKDOWN

TRAIL & PARK VISITORS - 2019/2020

Trail & Park Visitors 2019



Trail & Park Visitors 2020



VISITOR ORIGIN BY CITY - 2019

BRITISH COLUMBIA

Key Findings

- North Cowichan and Nanaimo were consistent top Visitor Origin markets across the four Queries (Malahat, Arts & Culture, Food & Beverage, Trails & Parks).
 - Saanich ranked as the top Visitor Origin market for Malahat visitors in 2019
- Visitation from Victoria and Langford appeared within the top five visitor origin markets across all queries.

Malahat Visitors	
City	% of Total
Saanich	12%
Nanaimo	9%
Victoria	7%
Langford	5%
North Cowichan	5%
Vancouver	3%
Colwood	3%

Food & Beverage Visitors	
City	% of Total
North Cowichan	15%
Nanaimo	9%
Saanich	8%
Victoria	5%
Langford	4%
Ladysmith	4%
Vancouver	3%

Arts & Culture Visitors	
City	% of Total
North Cowichan	16%
Nanaimo	11%
Saanich	7%
Victoria	4%
Langford	4%
Ladysmith	3%
Duncan	2%

Trail & Park Visitors	
City	% of Total
North Cowichan	15%
Nanaimo	10%
Saanich	8%
Victoria	5%
Ladysmith	5%
Langford	4%
Vancouver	2%

VISITOR ORIGIN BY CITY - 2019

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)

Key Findings

- Nanaimo and Saanich were consistent top Visitor Origin markets across the four Queries (Malahat, Arts & Culture, Food & Beverage, Trails & Parks) when Cowichan residents were removed from the Analysis.
 - Victoria ranked as the second top Visitor Origin market for Malahat visitors in 2019
- Visitation from Langford appeared within the top five visitor origin markets across all queries.

Malahat Visitors	
City	% of Total
Saanich	14%
Victoria	11%
Nanaimo	10%
Langford	6%
Vancouver	4%
Campbell River	3%
Colwood	3%

Food & Beverage Visitors	
City	% of Total
Nanaimo	14%
Saanich	13%
Victoria	9%
Langford	5%
Vancouver	4%
Surrey	2%
Esquimalt	2%

Arts & Culture Visitors	
City	% of Total
Nanaimo	17%
Saanich	11%
Victoria	9%
Langford	6%
Vancouver	4%
Colwood	3%
Surrey	2%

Trail & Park Visitors	
City	% of Total
Nanaimo	15%
Saanich	13%
Victoria	10%
Langford	7%
Vancouver	4%
Esquimalt	2%
Saltspring Island	2%

VISITOR ORIGIN BY CITY - 2020

BRITISH COLUMBIA

Key Findings

- North Cowichan and Nanaimo were consistent top Visitor Origin markets across the four Queries (Malahat, Arts & Culture, Food & Beverage, Trails & Parks).
 - Saanich ranked as the top Visitor Origin market for Malahat visitors in 2020
- Visitation from Victoria and Langford appeared within the top five visitor origin markets across all queries.

Malahat Visitors

City	% of Total
Saanich	14%
Nanaimo	8%
Victoria	8%
Langford	7%
North Cowichan	5%
Vancouver	3%
Colwood	3%

Arts & Culture Visitors

City	% of Total
North Cowichan	20%
Nanaimo	8%
Saanich	8%
Victoria	4%
Ladysmith	4%
Langford	3%
Duncan	2%

Food & Beverage Visitors

City	% of Total
North Cowichan	17%
Nanaimo	8%
Saanich	7%
Victoria	4%
Langford	3%
Ladysmith	3%
Vancouver	2%

Trail & Park Visitors

City	% of Total
North Cowichan	18%
Saanich	11%
Nanaimo	8%
Victoria	5%
Langford	5%
Colwood	3%
Lake Cowichan	2%

VISITOR ORIGIN BY CITY - 2020

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)

Key Findings

- Nanaimo and Saanich were consistent top Visitor Origin markets across the four Queries (Malahat, Arts & Culture, Food & Beverage, Trails & Parks) when Cowichan residents were removed from the Analysis.
 - Victoria ranked as the second top Visitor Origin market for Malahat visitors in 2020
- Visitation from Langford appeared within the top five visitor origin markets across all queries.

Malahat Visitors	
City	% of Total
Saanich	16%
Victoria	11%
Nanaimo	10%
Langford	8%
Vancouver	4%
Colwood	3%
Surrey	3%

Food & Beverage Visitors	
City	% of Total
Nanaimo	14%
Saanich	13%
Victoria	11%
Langford	7%
Vancouver	3%
Colwood	3%
Surrey	2%

Arts & Culture Visitors	
City	% of Total
Nanaimo	15%
Saanich	14%
Victoria	10%
Langford	7%
Vancouver	4%
Surrey	2%
Colwood	2%

Trail & Park Visitors	
City	% of Total
Saanich	18%
Nanaimo	14%
Langford	10%
Victoria	9%
Vancouver	3%
Colwood	3%
Surrey	3%

VISITOR ORIGIN BY CITY - 2019

ALBERTA

Key Findings

- Calgary and Edmonton were consistent top Visitor Origin markets by a large margin across the four Queries (Malahat, Arts & Culture, Food & Beverage, Trails & Parks)
- Strathcona County was the third top visitor origin location for Malahat, Arts & Culture and Trails & Parks.
- Grande Prairie was the third top visitor origin location for Food & Beverage

Malahat Visitors	
City	% of Total
Calgary	35%
Edmonton	22%
Strathcona County	3%
Wood Buffalo	2%
Red Deer	2%

Food & Beverage Visitors	
City	% of Total
Calgary	28%
Edmonton	21%
Grande Prairie	4%
Wood Buffalo	3%
Strathcona County	3%

Arts & Culture Visitors	
City	% of Total
Calgary	36%
Edmonton	18%
Grande Prairie	3%
Strathcona County	3%
Red Deer	3%

Trail & Park Visitors	
City	% of Total
Calgary	34%
Edmonton	26%
Grande Prairie	6%
Sturgeon County	5%
Medicine Hat	4%

VISITOR ORIGIN BY CITY - 2020

ALBERTA

Key Findings

- Calgary and Edmonton were consistent top Visitor Origin markets by a large margin across the four Queries (Malahat, Arts & Culture, Food & Beverage
 - St. Albert ranked second for Trails & Parks
- Strathcona County was the third top visitor origin location for Malahat travelers, Elk Point was the third for Arts & Culture travellers and Wood Buffalo was the third for Food & Beverage travellers

Malahat Visitors	
City	% of Total
Calgary	37%
Edmonton	20%
Strathcona County	4%
Wood Buffalo	3%
St. Albert	2%

Food & Beverage Visitors	
City	% of Total
Calgary	38%
Edmonton	17%
Wood Buffalo	4%
Strathcona County	2%
St. Albert	2%

Arts & Culture Visitors	
City	% of Total
Calgary	28%
Edmonton	16%
Elk Point	5%
Strathcona County	4%
Grande Prairie County	3%

Trail & Park Visitors	
City	% of Total
Calgary	47%
St. Albert	10%
Edmonton	7%
Medicine Hat	3%
Sunrise Beach	3%

VISITOR PERSONAS

PRIZM SEGMENTS

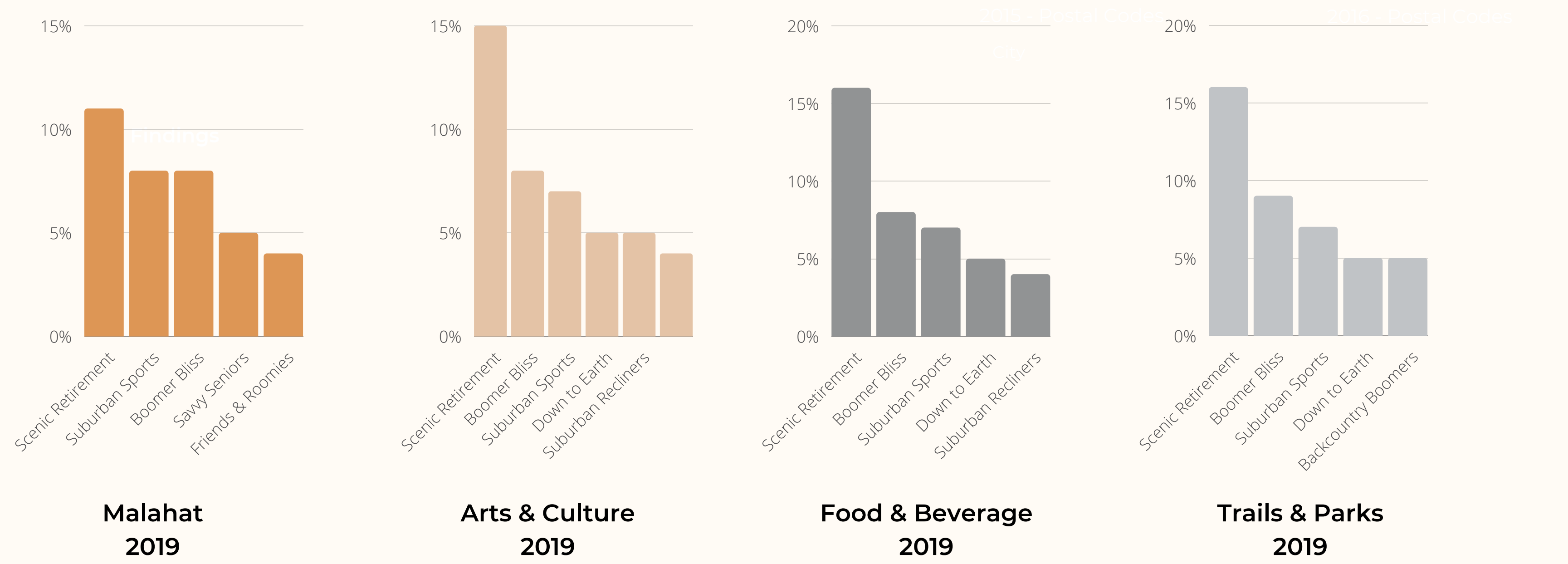
2015 - Postal Codes

2016 - Postal Codes

Total

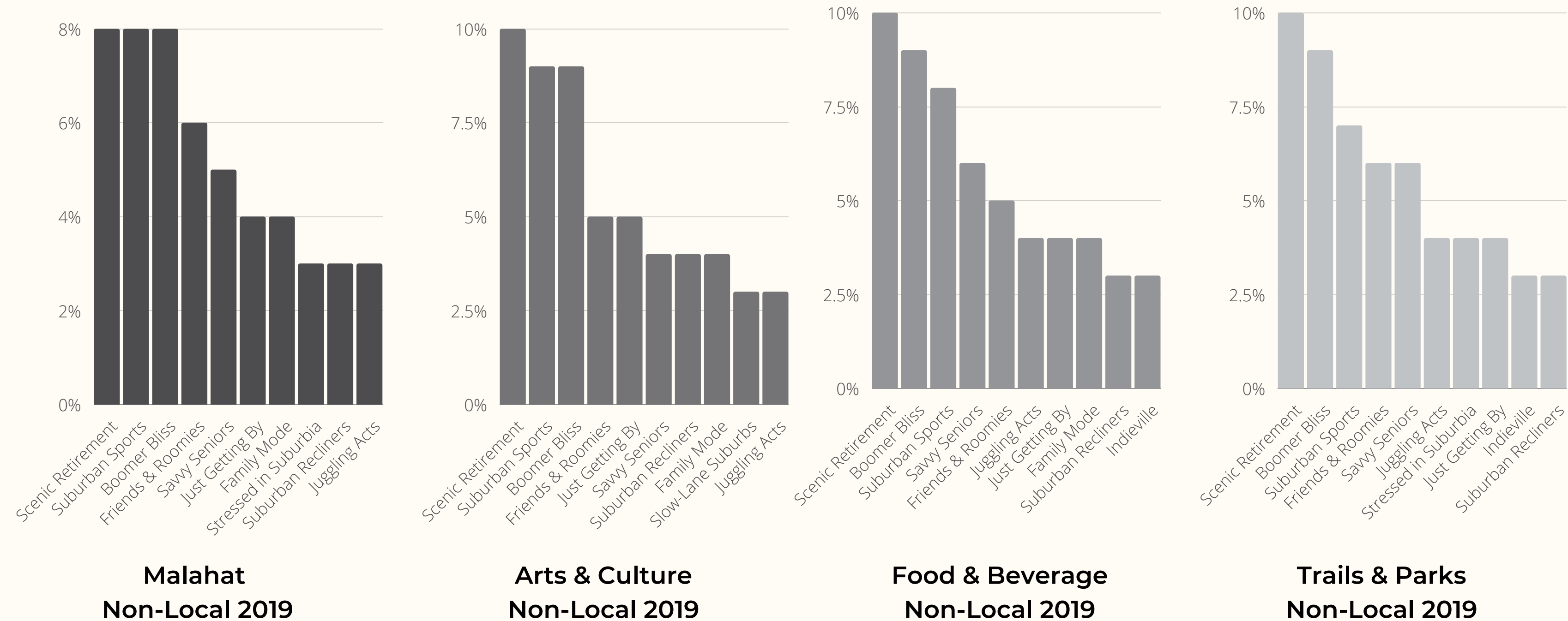
TOP PRIZM SEGMENTS OF BC VISITORS TO THE COWICHAN VALLEY AREA BY YEAR - 2019

MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE AND TRAIL & PARK VISITORS

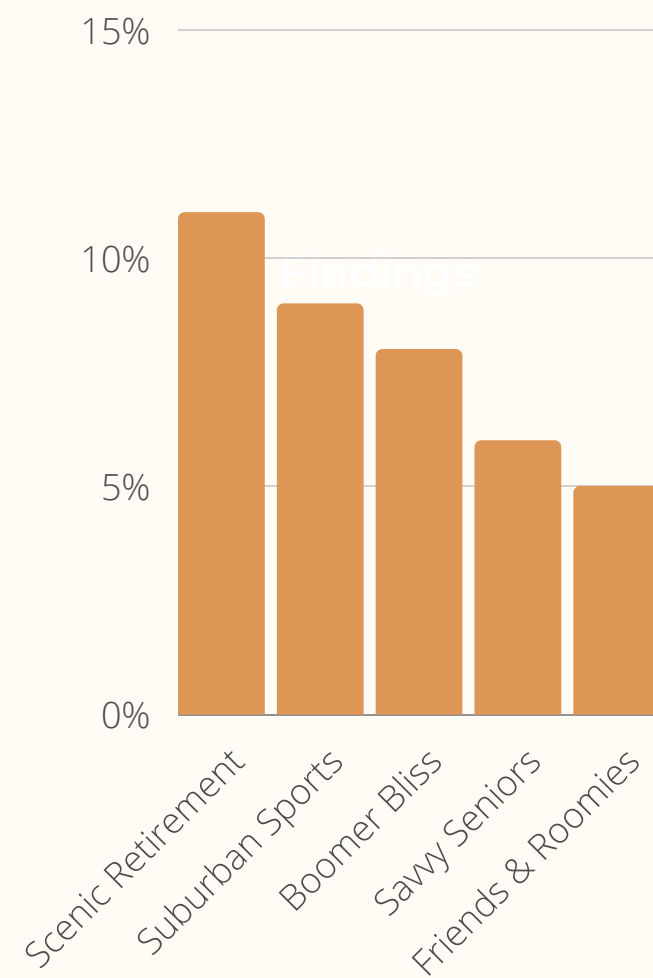


TOP PRIZM SEGMENTS OF BC VISITORS TO THE COWICHAN VALLEY AREA BY YEAR - 2019

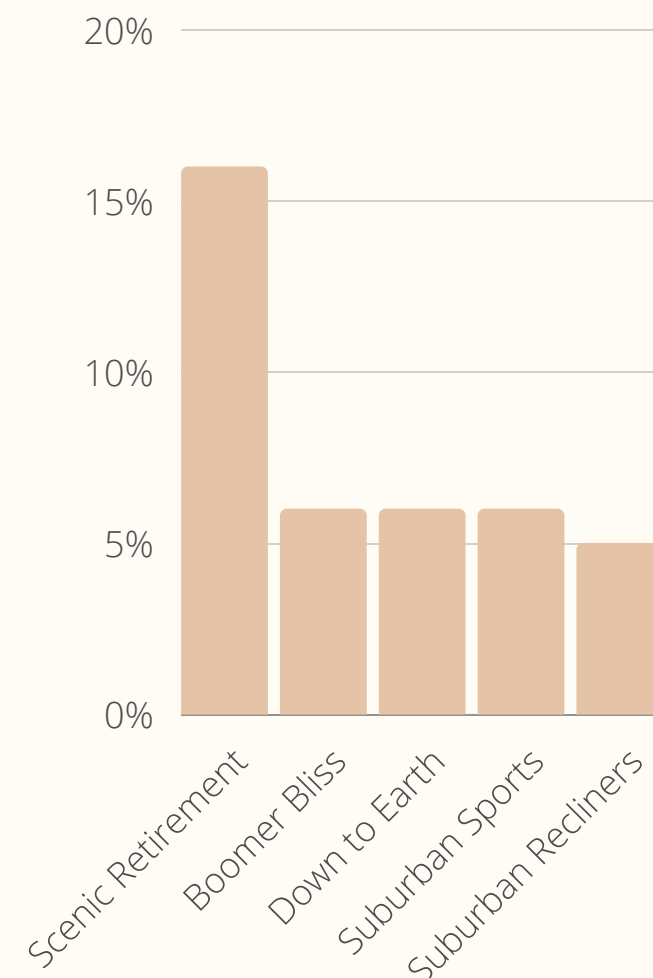
BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)



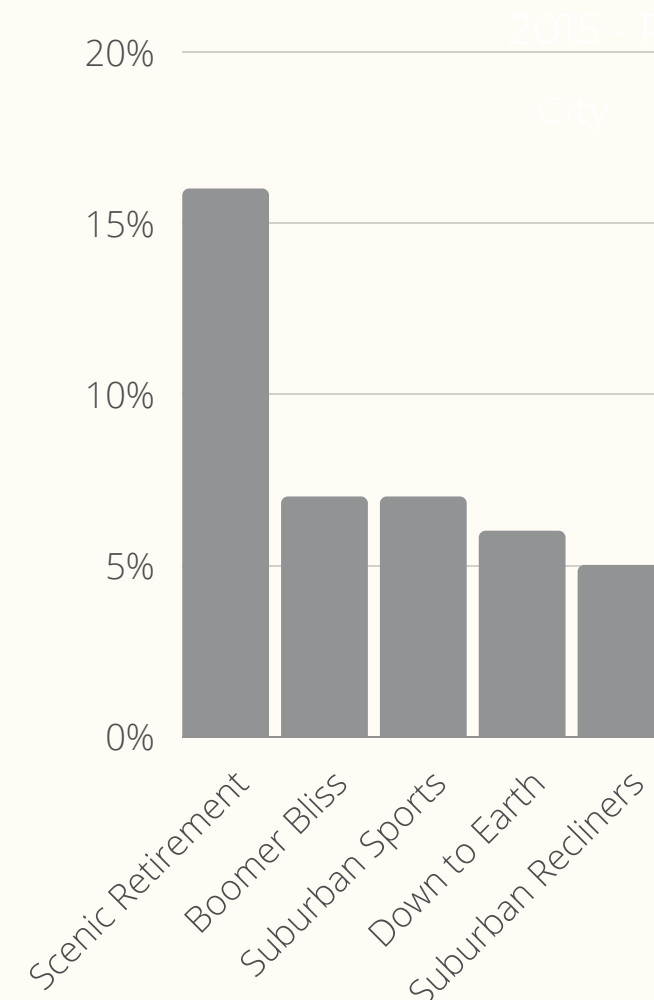
TOP PRIZM SEGMENTS OF BC VISITORS TO THE COWICHAN VALLEY AREA BY YEAR - 2020



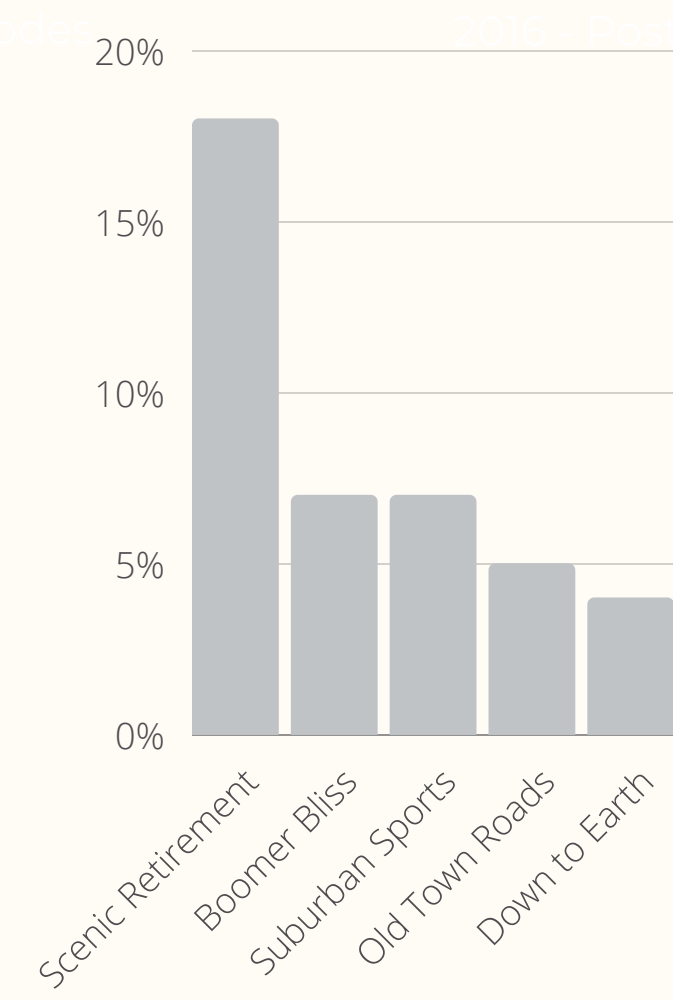
Malahat 2020



Arts & Culture



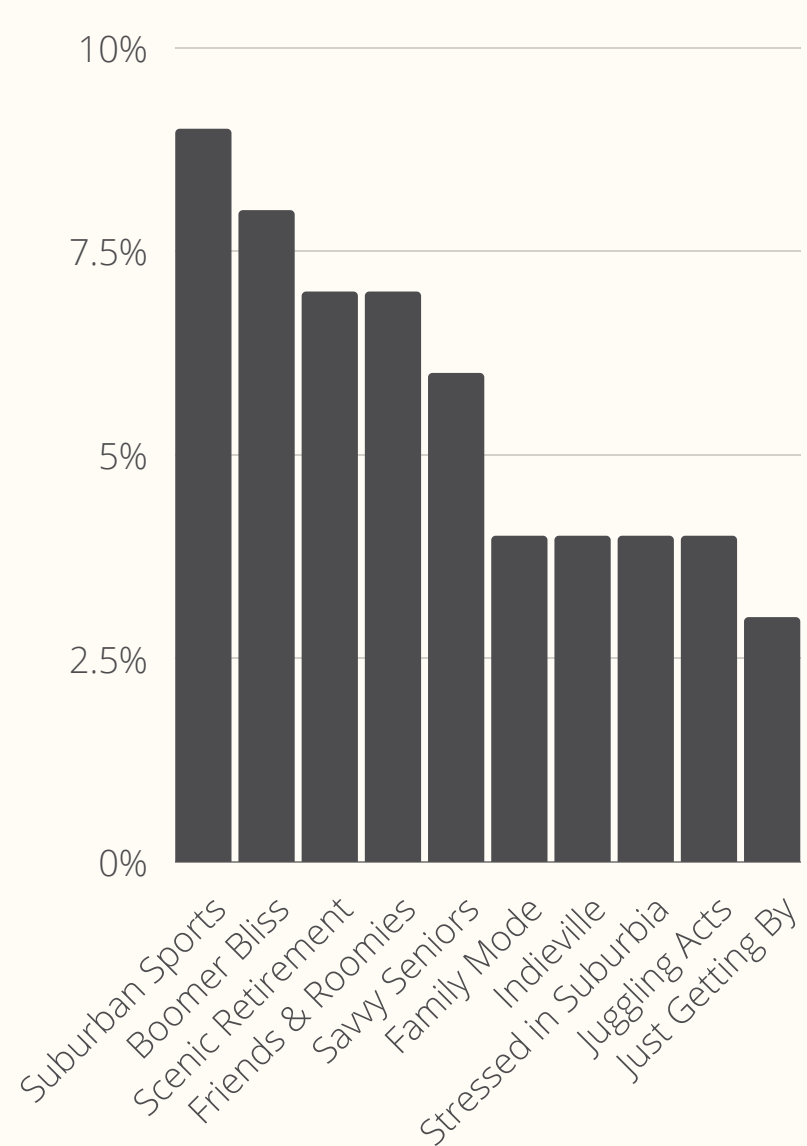
Food & Beverage 2020



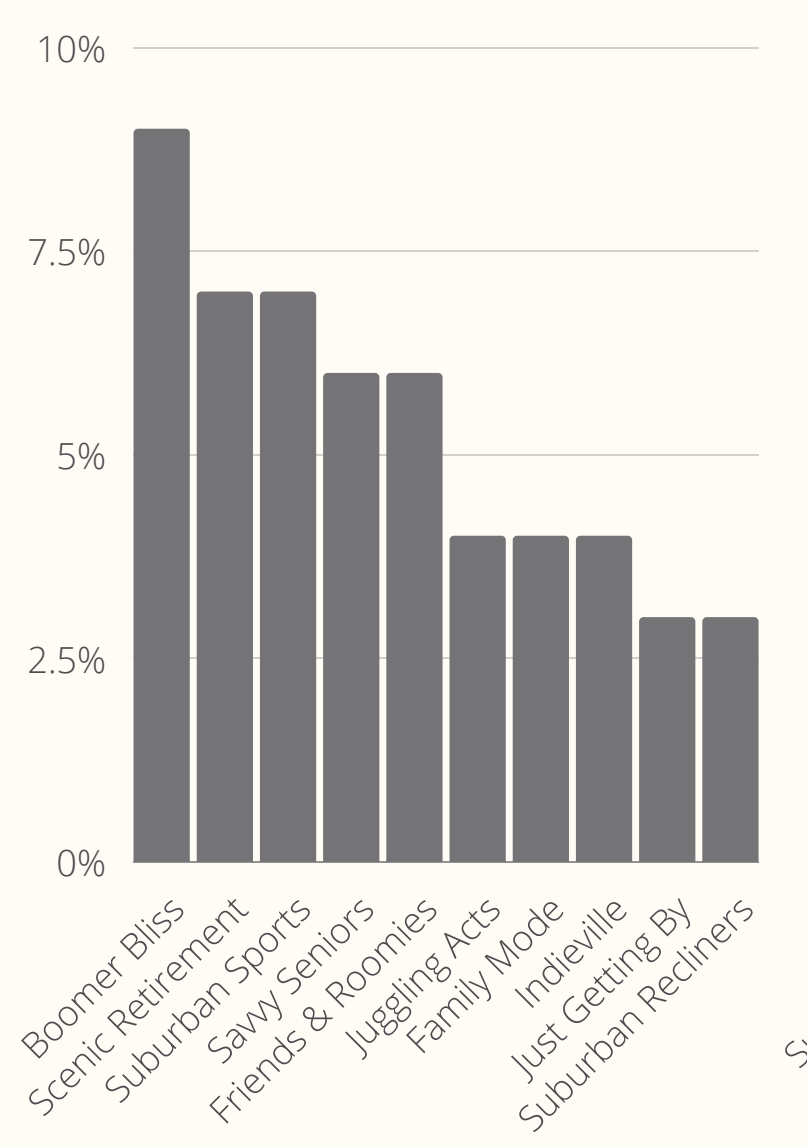
Trails & Parks 2020

TOP PRIZM SEGMENTS OF BC VISITORS TO THE COWICHAN VALLEY AREA BY YEAR - 2020

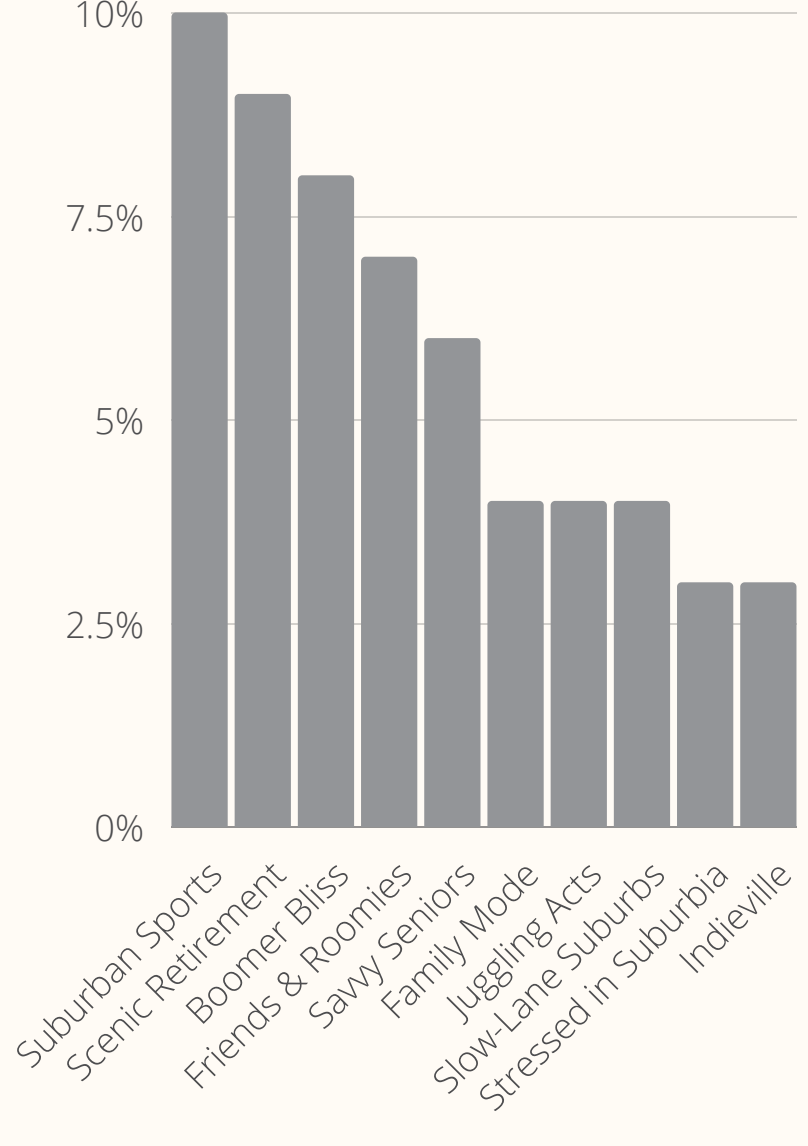
BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)



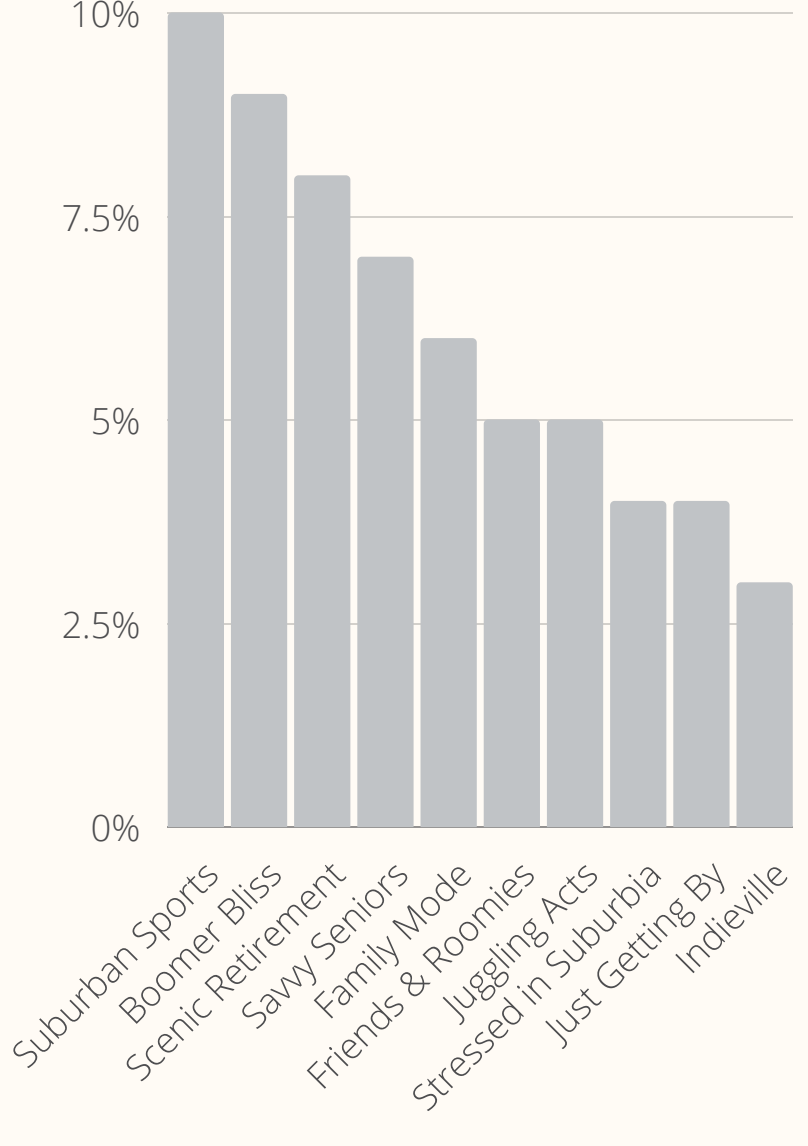
**Malahat
Non-Local 2020**



**Arts & Culture
Non-Local 2020**



**Food & Beverage
Non-Local 2020**



**Trails & Parks
Non-Local 2020**

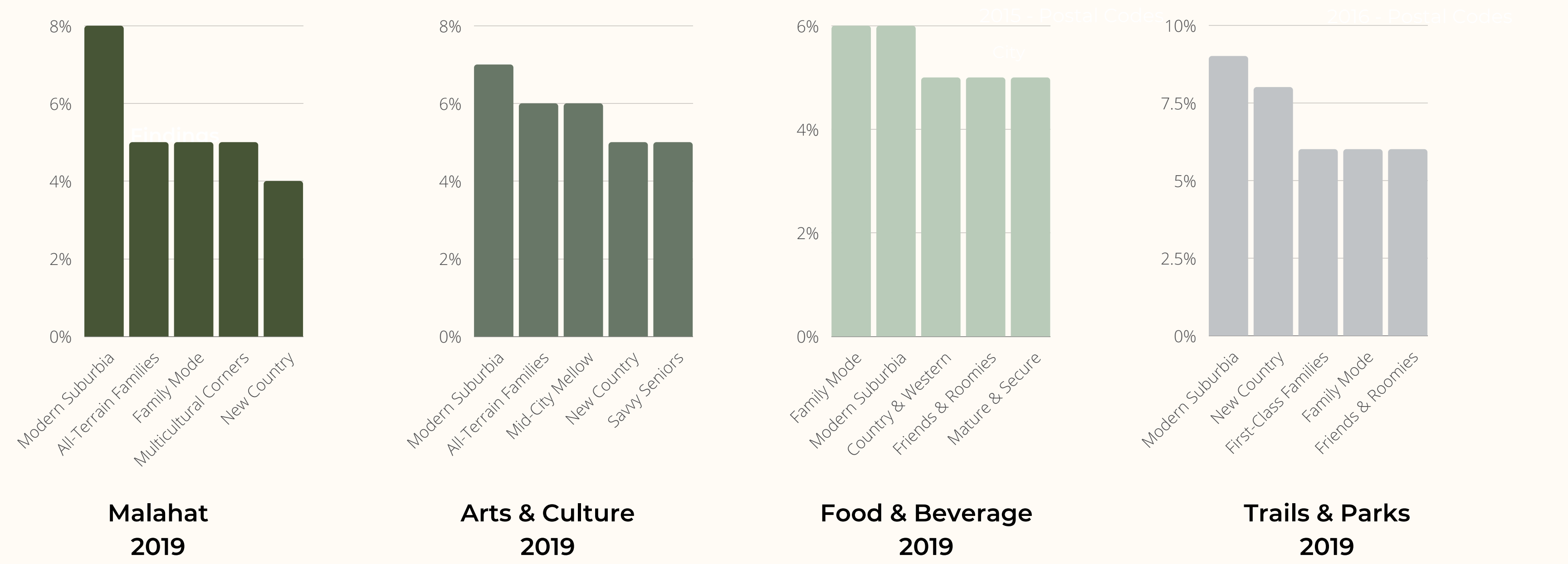
2015 - Postal Codes

2016 - Postal Codes

Total

TOP PRIZM SEGMENTS OF ALBERTA VISITORS TO THE COWICHAN VALLEY AREA BY YEAR - 2019

MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE AND TRAIL & PARK VISITORS



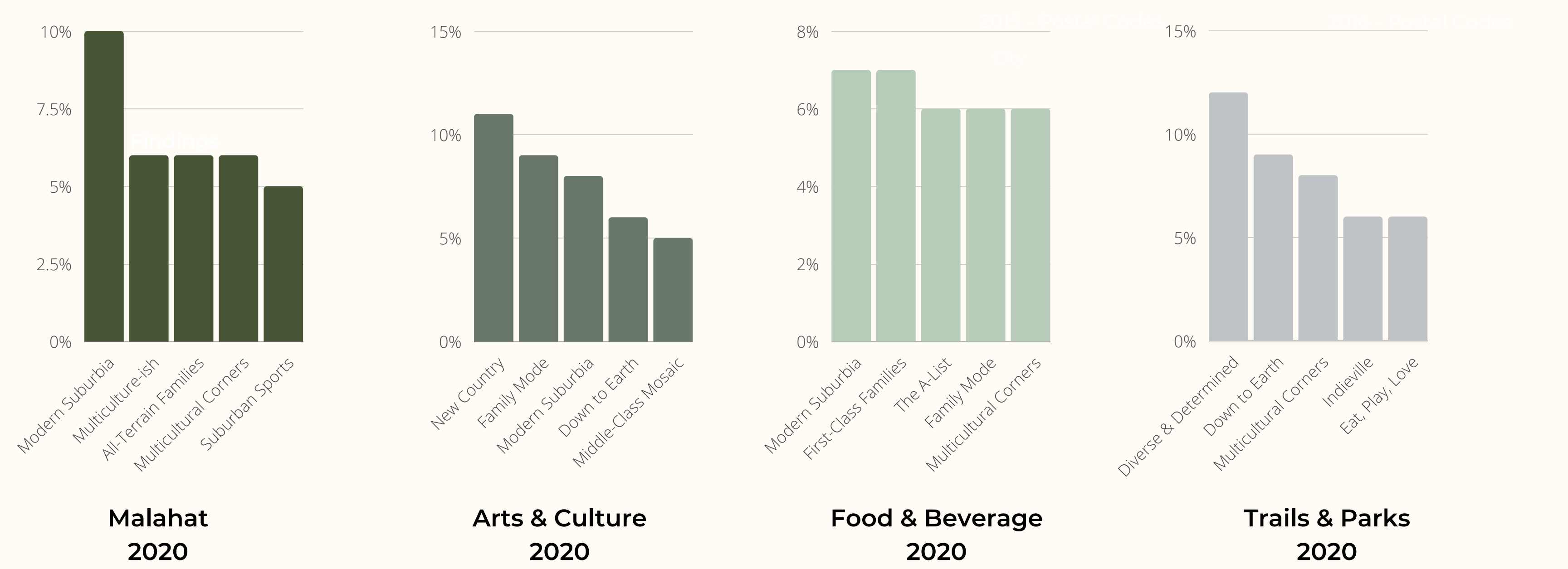
2015 - Postal Codes

2016 - Postal Codes

Total

TOP PRIZM SEGMENTS OF ALBERTA VISITORS TO THE COWICHAN VALLEY AREA BY YEAR - 2020

MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE AND TRAIL & PARK VISITORS



TOP PRIZM SEGMENTS OF VISITORS TO THE MALAHAT AREA 2019/2020

BRITISH COLUMBIA MARKET

Category	Boomer Bliss	Friends & Roomies	Savvy Seniors	Scenic Retirement	Suburban Sports
Household Count	<ul style="list-style-type: none"> Rank 13th by Household Count 59,001 Households or 2.9% of the total Households in BC 	<ul style="list-style-type: none"> Rank 10th by Household Count 71,682 Households or 3.6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 6th by Household Count 85,564 households, or 4.3% of the total Households in BC 	<ul style="list-style-type: none"> Rank 2nd by Household Count 94,025 households, or 4.7% of the total Households in BC 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,442 households, or 6.1% of the total Households in BC
Maintainer Age	62	46	60	64	52
% of Children at Home	46% of couples have children living at home	56% of couples have children living at home	48% of couples have children living at home	39% of couples have children living at home	47% of couples have children living at home
Household Income	Above Average Household Income of \$141,716 compared to BC at \$106,681	Below Average Household Income of \$73,285 compared to BC at \$106,681	Average Household Income of \$104,131 compared to BC at \$106,681	Average Household Income of \$100,586 compared to BC at \$106,681	Above Average Household Income of \$120,592 compared to BC at \$106,681
Top Social Value	Effort Toward Health	Multiculturalism	Culture Sampling	Ethical Consumerism	Racial Fusion
Social Media Habits	75% currently use Facebook, 32% use Instagram and 23% use Twitter	80% currently use Facebook, 43% use Instagram and 42% use Twitter	79% currently use Facebook, 36% use Instagram and 25% use Twitter	79% currently use Facebook, 30% use Instagram and 21% use Twitter	79% currently use Facebook, 36% use Instagram and 23% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY ARTS & CULTURE AREAS 2019/2020

BRITISH COLUMBIA MARKET

Category	Boomer Bliss	Down to Earth	Friends & Roomies	Just Getting By	Savvy Seniors
Household Count	<ul style="list-style-type: none"> Rank 13th by Household Count 59,001 Households or 2.9% of the total Households in BC 	<ul style="list-style-type: none"> Rank 20th by Household Count 41,978 households, or 2.1% of the total Households in BC 	<ul style="list-style-type: none"> Rank 10th by Household Count 71,682 Households or 3.6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 12th by Household Count 65,327 households, or 3.2% of the total Households in BC 	<ul style="list-style-type: none"> Rank 6th by Household Count 85,564 households, or 4.3% of the total Households in BC
Maintainer Age	62	59	46	51	60
% of Children at Home	46% of couples have children living at home	46% of couples have children living at home	56% of couples have children living at home	56% of couples have children living at home	48% of couples have children living at home
Household Income	Above Average Household Income of \$141,716 compared to BC at \$106,681	Average Household Income of \$97,322 compared to BC at \$106,681	Below Average Household Income of \$73,285 compared to BC at \$106,681	Below Average Household Income of \$62,460 compared to BC at \$106,681	Average Household Income of \$104,131 compared to BC at \$106,681
Top Social Value	Effort Toward Health	Attraction to Nature	Multiculturalism	Primacy of Environmental Protection	Culture Sampling
Social Media Habits	75% currently use Facebook, 32% use Instagram and 23% use Twitter	81% currently use Facebook, 32% use Instagram and 21% use Twitter	80% currently use Facebook, 43% use Instagram and 42% use Twitter	81% currently use Facebook, 35% use Instagram and 24% use Twitter	79% currently use Facebook, 36% use Instagram and 25% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY ARTS & CULTURE AREAS 2019/2020
BRITISH COLUMBIA MARKET CONTINUED

Category	Scenic Retirement	Suburban Recliners	Suburban Sports
Household Count	<ul style="list-style-type: none"> Rank 2nd by Household Count 94,025 households, or 4.7% of the total Households in BC 	<ul style="list-style-type: none"> Rank 14th by Household Count 56,046 households, or 2.8% of the total Households in BC 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,442 households, or 6.1% of the total Households in BC
Maintainer Age	64	60	52
% of Children at Home	39% of couples have children living at home	46% of couples have children living at home	47% of couples have children living at home
Household Income	Average Household Income of \$100,586 compared to BC at \$106,681	•Below Average Household Income of \$75,008 compared to BC at \$106,681	Above Average Household Income of \$120,592 compared to BC at \$106,681
Top Social Value	Ethical Consumerism	Racial Fusion	Racial Fusion
Social Media Habits	79% currently use Facebook, 30% use Instagram and 21% use Twitter	82% currently use Facebook, 32% use Instagram and 21% use Twitter	79% currently use Facebook, 36% use Instagram and 23% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY FOOD & BEVERAGE AREAS 2019/2020

BRITISH COLUMBIA MARKET

Category	Boomer Bliss	Down to Earth	Friends & Roomies	Savvy Seniors	Scenic Retirement
Household Count	<ul style="list-style-type: none"> Rank 13th by Household Count 59,001 Households or 2.9% of the total Households in BC 	<ul style="list-style-type: none"> Rank 20th by Household Count 41,978 households, or 2.1% of the total Households in BC 	<ul style="list-style-type: none"> Rank 10th by Household Count 71,682 Households or 3.6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 6th by Household Count 85,564 households, or 4.3% of the total Households in BC 	<ul style="list-style-type: none"> Rank 2nd by Household Count 94,025 households, or 4.7% of the total Households in BC
Maintainer Age	62	59	46	60	64
% of Children at Home	46% of couples have children living at home	46% of couples have children living at home	56% of couples have children living at home	48% of couples have children living at home	39% of couples have children living at home
Household Income	Above Average Household Income of \$141,716 compared to BC at \$106,681	Average Household Income of \$97,322 compared to BC at \$106,681	Below Average Household Income of \$73,285 compared to BC at \$106,681	Average Household Income of \$104,131 compared to BC at \$106,681	Average Household Income of \$100,586 compared to BC at \$106,681
Top Social Value	Effort Toward Health	Attraction to Nature	Multiculturalism	Culture Sampling	Ethical Consumerism
Social Media Habits	75% currently use Facebook, 32% use Instagram and 23% use Twitter	81% currently use Facebook, 32% use Instagram and 21% use Twitter	80% currently use Facebook, 43% use Instagram and 42% use Twitter	79% currently use Facebook, 36% use Instagram and 25% use Twitter	79% currently use Facebook, 30% use Instagram and 21% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY FOOD & BEVERAGE AREAS 2019/2020
BRITISH COLUMBIA MARKET CONTINUED

Category	Suburban Recliners	Suburban Sports
Household Count	<ul style="list-style-type: none"> Rank 14th by Household Count 56,046 households, or 2.8% of the total Households in BC 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,442 households, or 6.1% of the total Households in BC
Maintainer Age	60	52
% of Children at Home	46% of couples have children living at home	47% of couples have children living at home
Household Income	•Below Average Household Income of \$75,008 compared to BC at \$106,681	Above Average Household Income of \$120,592 compared to BC at \$106,681
Top Social Value	Racial Fusion	Racial Fusion
Social Media Habits	82% currently use Facebook, 32% use Instagram and 21% use Twitter	79% currently use Facebook, 36% use Instagram and 23% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY TRAIL & PARK AREAS 2019/2020

BRITISH COLUMBIA MARKET

Category	Backcountry Boomers	Boomer Bliss	Down to Earth	Family Mode	Friends & Roomies
Household Count	<ul style="list-style-type: none"> Rank 15th by Household Count 54,847 households, or 2.7% of the total Households in BC 	<ul style="list-style-type: none"> Rank 13th by Household Count 59,001 Households or 2.9% of the total Households in BC 	<ul style="list-style-type: none"> Rank 20th by Household Count 41,978 households, or 2.1% of the total Households in BC 	<ul style="list-style-type: none"> Rank 17th by Household Count 51,487 Households or 2.6% of the total Households in BC 	<ul style="list-style-type: none"> Rank 10th by Household Count 71,682 Households or 3.6% of the total Households in BC
Maintainer Age	63	62	59	51	46
% of Children at Home	37% of couples have children living at home	46% of couples have children living at home	46% of couples have children living at home	50% of couples have children living at home	56% of couples have children living at home
Household Income	Below Average Household Income of \$85,977 compared to BC at \$106,681	Above Average Household Income of \$141,716 compared to BC at \$106,681	Average Household Income of \$97,322 compared to BC at \$106,681	Above Average Household Income of \$134,916 compared to BC at \$106,681	Below Average Household Income of \$73,285 compared to BC at \$106,681
Top Social Value	Attraction to Nature	Effort Toward Health	Attraction to Nature	Racial Fusion	Multiculturalism
Social Media Habits	83% currently use Facebook, 30% use Instagram and 20% use Twitter	75% currently use Facebook, 32% use Instagram and 23% use Twitter	81% currently use Facebook, 32% use Instagram and 21% use Twitter	78% currently use Facebook, 35% use Instagram and 23% use Twitter	80% currently use Facebook, 43% use Instagram and 42% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY TRAIL & PARK AREAS 2019/2020

BRITISH COLUMBIA MARKET CONTINUED

Category	Old Town Roads	Savvy Seniors	Scenic Retirement	Suburban Sports
Household Count	<ul style="list-style-type: none"> Rank 34th by Household Count 21,676 households, or 1.1% of the total Households in BC 	<ul style="list-style-type: none"> Rank 6th by Household Count 85,564 households, or 4.3% of the total Households in BC 	<ul style="list-style-type: none"> Rank 2nd by Household Count 94,025 households, or 4.7% of the total Households in BC 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,442 households, or 6.1% of the total Households in BC
Maintainer Age	59	60	64	52
% of Children at Home	47% of couples have children living at home	48% of couples have children living at home	39% of couples have children living at home	47% of couples have children living at home
Household Income	Below Average Household Income of \$82,275 compared to BC at \$106,681	Average Household Income of \$104,131 compared to BC at \$106,681	Average Household Income of \$100,586 compared to BC at \$106,681	Above Average Household Income of \$120,592 compared to BC at \$106,681
Top Social Value	Attraction to Nature	Culture Sampling	Ethical Consumerism	Racial Fusion
Social Media Habits	83% currently use Facebook, 32% use Instagram and 21% use Twitter	79% currently use Facebook, 36% use Instagram and 25% use Twitter	79% currently use Facebook, 30% use Instagram and 21% use Twitter	79% currently use Facebook, 36% use Instagram and 23% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE MALAHAT AREA 2019/2020

ALBERTA MARKET

Category	All-Terrain Families	Family Mode	Modern Suburbia	Multicultural Corners	Multiculture-ish
Household Count	<ul style="list-style-type: none"> Rank 3rd by Household Count 85,544 households, or 5.2% of the total Households in AB 	<ul style="list-style-type: none"> Rank 7th by Household Count 64,272 households, or 3.9% of the total Households in AB 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,489 households, or 7.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 11th by Household Count 54,162 households, or 3.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 13th by Household Count 46,523 households, or 2.8% of the total Households in AB
Maintainer Age	42	48	41	50	48
% of Children at Home	53% of couples have children living at home	54% of couples have children living at home	58% of couples have children living at home	56% of couples have children living at home	65% of couples have children living at home
Household Income	Above Average Household Income of \$138,853 compared to AB at \$125,945	Above Average Household Income of \$150,792 compared to AB at \$125,945	Above Average Household Income of \$141,199 compared to AB at \$125,945	Average Household Income of \$124,669 compared to AB at \$125,945	Above Average Household Income of \$166,844 compared to AB at \$125,945
Top Social Value	Need for Escape	Need for Escape	Confidence in Advertising	Work Ethic	Legacy
Social Media Habits	78% currently use Facebook, 43% use Instagram and 31% use Twitter	77% currently use Facebook, 39% use Instagram and 29% use Twitter	77% currently use Facebook, 48% use Instagram and 36% use Twitter	78% currently use Facebook, 42% use Instagram and 34% use Twitter	75% currently use Facebook, 43% use Instagram and 36% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE MALAHAT AREA 2019/2020

ALBERTA MARKET CONTINUED

Category	New Country	Suburban Sports
Household Count	<ul style="list-style-type: none"> Rank 5th by Household Count 71,011 households, or 4.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 9th by Household Count 61,676 households, or 3.8% of the total Households in AB
Maintainer Age	55	50
% of Children at Home	54% of couples have children living at home	46% of couples have children living at home
Household Income	Below Average Household Income of \$107,836 compared to AB at \$125,945	Average Household Income of \$136,314 compared to AB at \$125,945
Top Social Value	Attraction to Nature	Racial Fusion
Social Media Habits	80% currently use Facebook, 31% use Instagram and 21% use Twitter	79% currently use Facebook, 35% use Instagram and 25% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY ARTS & CULTURE AREAS 2019/2020

ALBERTA MARKET

Category	All-Terrain Families	Down to Earth	Family Mode	Mid-City Mellow	Middle-Class Mosaic
Household Count	<ul style="list-style-type: none"> Rank 3rd by Household Count 85,544 households, or 5.2% of the total Households in AB 	<ul style="list-style-type: none"> Rank 17th by Household Count 40,458 households, or 2.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 7th by Household Count 64,272 households, or 3.9% of the total Households in AB 	<ul style="list-style-type: none"> Rank 12th by Household Count 53,453 households, or 3.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 4th by Household Count 81,980 households, or 5% of the total Households in AB
Maintainer Age	42	55	48	58	52
% of Children at Home	53% of couples have children living at home	53% of couples have children living at home	54% of couples have children living at home	57% of couples have children living at home	47% of couples have children living at home
Household Income	Above Average Household Income of \$138,853 compared to AB at \$125,945	Below Average Household Income of \$105,282 compared to Alberta at \$125,945	Above Average Household Income of \$150,792 compared to AB at \$125,945	Average Household Income of \$119,718 compared to AB at \$125,945	Below Average Household Income of \$97,145 compared to AB at \$125,945
Top Social Value	Need for Escape	Attraction to Nature	Need for Escape	Culture Sampling	Work Ethic
Social Media Habits	78% currently use Facebook, 43% use Instagram and 31% use Twitter	81% currently use Facebook, 32% use Instagram and 21% use Twitter	77% currently use Facebook, 39% use Instagram and 29% use Twitter	78% currently use Facebook, 35% use Instagram and 27% use Twitter	81% currently use Facebook, 40% use Instagram and 31% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY ARTS & CULTURE AREAS 2019/2020

ALBERTA MARKET CONTINUED

Category	Modern Suburbia	New Country	Savvy Seniors
Household Count	<ul style="list-style-type: none"> Rank 1st by Household Count 123,489 households, or 7.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 5th by Household Count 71,011 households, or 4.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 14th by Household Count 43,382 households, or 2.6% of the total Households in AB
Maintainer Age	41	55	56
% of Children at Home	58% of couples have children living at home	54% of couples have children living at home	52% of couples have children living at home
Household Income	Above Average Household Income of \$141,199 compared to AB at \$125,945	Below Average Household Income of \$107,836 compared to AB at \$125,945	•Average Household Income of \$124,394 compared to Alberta at \$125,945
Top Social Value	Confidence in Advertising	Attraction to Nature	Culture Sampling
Social Media Habits	77% currently use Facebook, 48% use Instagram and 36% use Twitter	80% currently use Facebook, 31% use Instagram and 21% use Twitter	78% currently use Facebook, 38% use Instagram and 28% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY FOOD & BEVERAGE AREAS 2019/2020

ALBERTA MARKET

Category	Country & Western	Family Mode	First-Class Families	Friends & Roomies	Mature & Secure
Household Count	<ul style="list-style-type: none"> Rank 6th by Household Count 70,151 households, or 4.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 7th by Household Count 64,272 households, or 3.9% of the total Households in AB 	<ul style="list-style-type: none"> Rank 18th by Household Count 36,893 households, or 2.2% of the total Households in AB 	<ul style="list-style-type: none"> Rank 2nd by Household Count 86,518 households, or 5.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 19th by Household Count 35,973 households, or 2.2% of the total Households in AB
Maintainer Age	54	48	56	43	58
% of Children at Home	56% of couples have children living at home	54% of couples have children living at home	57% of couples have children living at home	58% of couples have children living at home	48% of couples have children living at home
Household Income	Below Average Household Income of \$99,744 compared to AB at \$125,945	Above Average Household Income of \$150,792 compared to AB at \$125,945	Above Average Household Income of \$187,416 compared to AB at \$125,945	Below Average Household Income of \$79,651 compared to AB at \$125,945	Above Average Household Income of \$160,241 compared to AB at \$125,945
Top Social Value	Emotional Control	Need for Escape	Effort Towards Health	Multiculturalism	Legacy
Social Media Habits	82% currently use Facebook, 32% use Instagram and 21% use Twitter	77% currently use Facebook, 39% use Instagram and 29% use Twitter	75% currently use Facebook, 38% use Instagram and 21% use Twitter	79% currently use Facebook, 41% use Instagram and 29% use Twitter	75% currently use Facebook, 37% use Instagram and 29% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY FOOD & BEVERAGE AREAS 2019/2020

ALBERTA MARKET CONTINUED

Category	Modern Suburbia	Multicultural Corners	The A-List
Household Count	<ul style="list-style-type: none"> Rank 1st by Household Count 123,489 households, or 7.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 11th by Household Count 54,162 households, or 3.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 28th by Household Count 23,972 households, or 1.5% of the total Households in AB
Maintainer Age	41	50	57
% of Children at Home	58% of couples have children living at home	56% of couples have children living at home	55% of couples have children living at home
Household Income	Above Average Household Income of \$141,199 compared to AB at \$125,945	Average Household Income of \$124,669 compared to AB at \$125,945	Above Average Household Income of \$466,483 compared to AB at \$125,945
Top Social Value	Confidence in Advertising	Work Ethic	Culture Sampling
Social Media Habits	77% currently use Facebook, 48% use Instagram and 36% use Twitter	78% currently use Facebook, 42% use Instagram and 34% use Twitter	73% currently use Facebook, 38% use Instagram and 31% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY TRAIL & PARK AREAS 2019/2020

ALBERTA MARKET

Category	Diverse & Determined	Down to Earth	Eat, Play, Love	Family Mode	First-Class Families
Household Count	<ul style="list-style-type: none"> Rank 8th by Household Count 62,321 households, or 3.8% of the total Households in AB 	<ul style="list-style-type: none"> Rank 17th by Household Count 40,458 households, or 2.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 33rd by Household Count 16,258 households, or 1% of the total Households in AB 	<ul style="list-style-type: none"> Rank 7th by Household Count 64,272 households, or 3.9% of the total Households in AB 	<ul style="list-style-type: none"> Rank 18th by Household Count 36,893 households, or 2.2% of the total Households in AB
Maintainer Age	48	55	39	48	56
% of Children at Home	59% of couples have children living at home	53% of couples have children living at home	24% of couples have children living at home	54% of couples have children living at home	57% of couples have children living at home
Household Income	Below Average Household Income of \$92,485 compared to AB at \$125,945	Below Average Household Income of \$105,282 compared to Alberta at \$125,945	Above Average Household Income of \$153,102 compared to AB at \$125,945	Above Average Household Income of \$150,792 compared to AB at \$125,945	Above Average Household Income of \$187,416 compared to AB at \$125,945
Top Social Value	Culture Sampling	Attraction to Nature	Culture Sampling	Need for Escape	Effort Towards Health
Social Media Habits	81% currently use Facebook, 42% use Instagram and 30% use Twitter	81% currently use Facebook, 32% use Instagram and 21% use Twitter	72% currently use Facebook, 44% use Instagram and 29% use Twitter	77% currently use Facebook, 39% use Instagram and 29% use Twitter	75% currently use Facebook, 38% use Instagram and 21% use Twitter

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY TRAIL & PARK AREAS 2019/2020

ALBERTA MARKET CONTINUED

Category	Friends & Roomies	Indieville	Modern Suburbia	Multicultural Corners	New Country
Household Count	<ul style="list-style-type: none"> Rank 2nd by Household Count up 86,518 households, or 5.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 25th by Household Count 28,279 households, or 1.7% of the total Households in AB 	<ul style="list-style-type: none"> Rank 1st by Household Count 123,489 households, or 7.5% of the total Households in AB 	<ul style="list-style-type: none"> Rank 11th by Household Count 54,162 households, or 3.3% of the total Households in AB 	<ul style="list-style-type: none"> Rank 5th by Household Count 71,011 households, or 4.3% of the total Households in AB
Maintainer Age	43	46	41	50	55
% of Children at Home	58% of couples have children living at home	54% of couples have children living at home	58% of couples have children living at home	56% of couples have children living at home	54% of couples have children living at home
Household Income	Below Average Household Income of \$79,651 compared to AB at \$125,945	Below Average Household Income of \$107,679 compared to Alberta at \$125,945	Above Average Household Income of \$141,199 compared to AB at \$125,945	Average Household Income of \$124,669 compared to AB at \$125,945	Below Average Household Income of \$107,836 compared to AB at \$125,945
Top Social Value	Multiculturalism	Culture Sampling	Confidence in Advertising	Work Ethic	Attraction to Nature
Social Media Habits	79% currently use Facebook, 41% use Instagram and 29% use Twitter	80% currently use Facebook, 40% use Instagram and 31% use Twitter	77% currently use Facebook, 48% use Instagram and 36% use Twitter	78% currently use Facebook, 42% use Instagram and 34% use Twitter	80% currently use Facebook, 31% use Instagram and 21% use Twitter

2015 - Postal Codes

2016 - Postal Codes

Total

2015 - Postal Codes

2016 - Postal Codes

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY AREAS 2019/2020

CANADIAN PRIZM SUMMARIES

All-Terrain Families	Backcountry Boomers	Boomer Bliss	Country & Western	Diverse & Determined
<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	<p>'Diverse & Determined are typically:</p> <ul style="list-style-type: none">• Midscale, younger and middle-aged city dwellers• Enjoy:<ul style="list-style-type: none">◦ Casinos◦ Bars/Nightclubs◦ Tennis◦ Pilates◦ Snowboarding• Value community and cultural connections/preservation

2015 - Postal Codes

2016 - Postal Codes

Total

2015 - Postal Codes

2016 - Postal Codes

Total

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY AREAS 2019/2020

CANADIAN PRIZM SUMMARIES

Down to Earth	Eat, Play, Love	Family Mode	First-Class Families	Friends & Roomies
<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>Eat, Play, Love are typically:</p> <ul style="list-style-type: none">• Younger, well-educated urban singles• Enjoy:<ul style="list-style-type: none">◦ Adventure Sports◦ Concerts and Comedy Shows◦ Fine Food/Local Produce• Value: Family, Culture Sampling and Environmental Protection	<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• Enjoy:<ul style="list-style-type: none">◦ Team Sports◦ E-Commerce◦ Boating◦ Golfing• Value: Environmental Protection, Preservation of cultural traditions	<p>"Friends & Roomies are typically:</p> <ul style="list-style-type: none">• Young, diverse lower-middle-income city dwellers• Enjoy:<ul style="list-style-type: none">◦ Social Activities (Bars/Nightclubs)◦ Shopping◦ Community Theatre• Value: Entertainment and Social Media, Technology and Diversity

TOP PRIZM SEGMENTS OF VISITORS TO THE COWICHAN VALLEY AREAS 2019/2020

CANADIAN PRIZM SUMMARIES

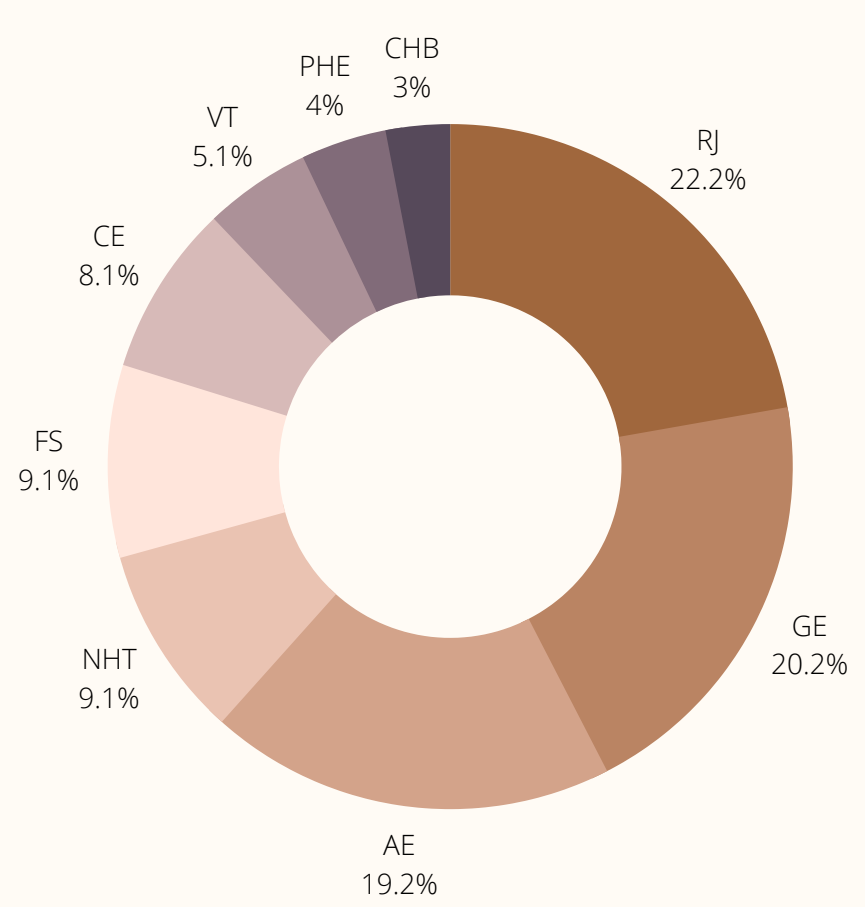
Savvy Seniors	Scenic Retirement	Suburban Recliners	Suburban Sports	The A-List
<p>Savvy Seniors are typically:</p> <ul style="list-style-type: none">• Upper-Middle-income Seniors in Urban Apartments. Nearly 40% of maintainers are over 65• Enjoy:<ul style="list-style-type: none">◦ Golf◦ Camping◦ Hiking◦ Visiting Parks/City Gardens• Value cultural activities, art galleries, the theatre and classical music concerts	<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>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>The A-List are typically:</p> <ul style="list-style-type: none">• Canada’s most affluent segment• Middle-aged and older couples and families with older children (ages 10-25)• Enjoy:<ul style="list-style-type: none">◦ Visiting Restaurants/Bars◦ Downhill Skiing◦ Visiting Zoos/Aquariums• Value community involvement, cultural diversity and having a healthy lifestyle

VISITOR PERSONAS

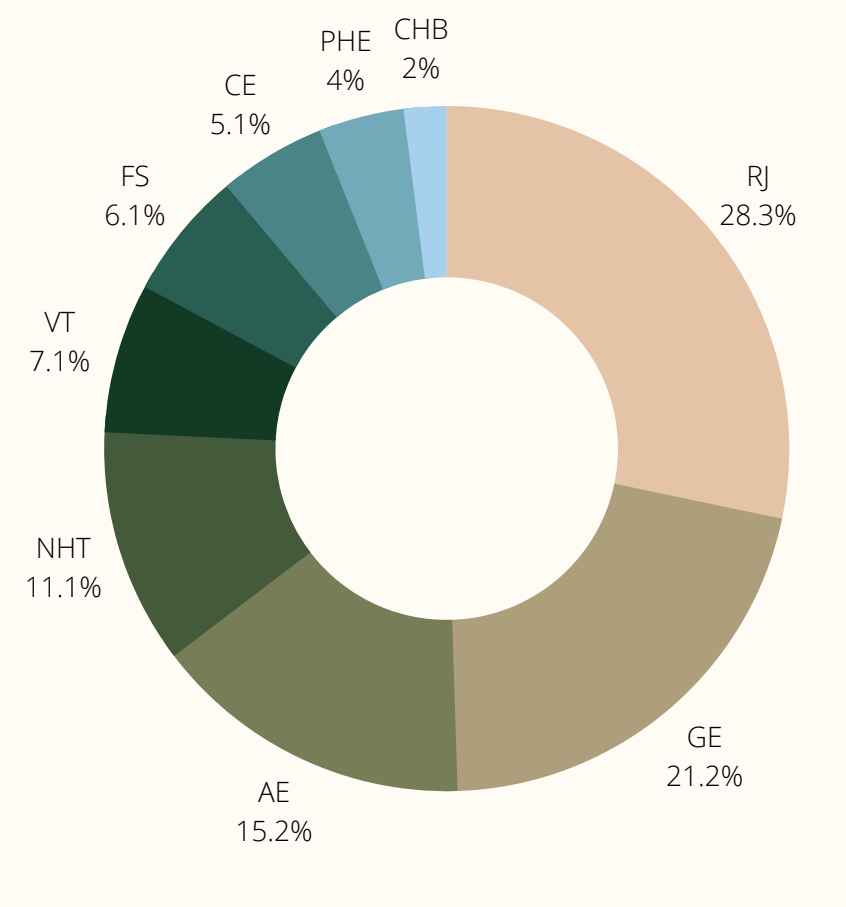
EQ TYPES

TOP EQ TYPES OF BC VISITORS TO THE COWICHAN VALLEY AREAS BY YEAR - 2019

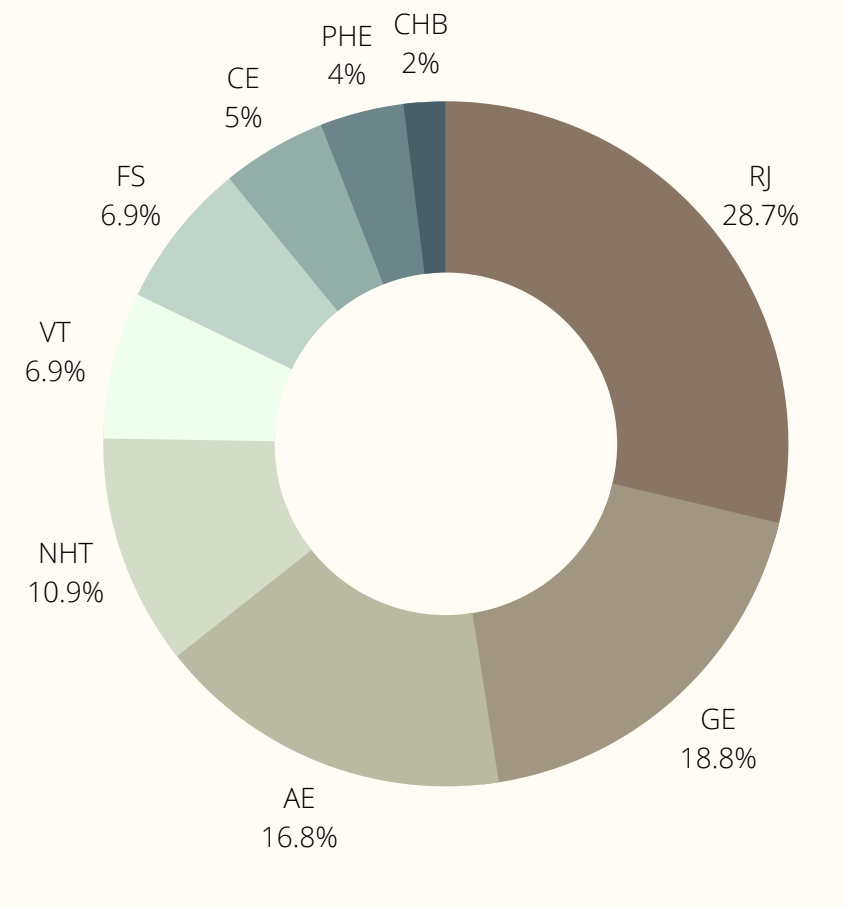
MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE, TRAILS & PARKS



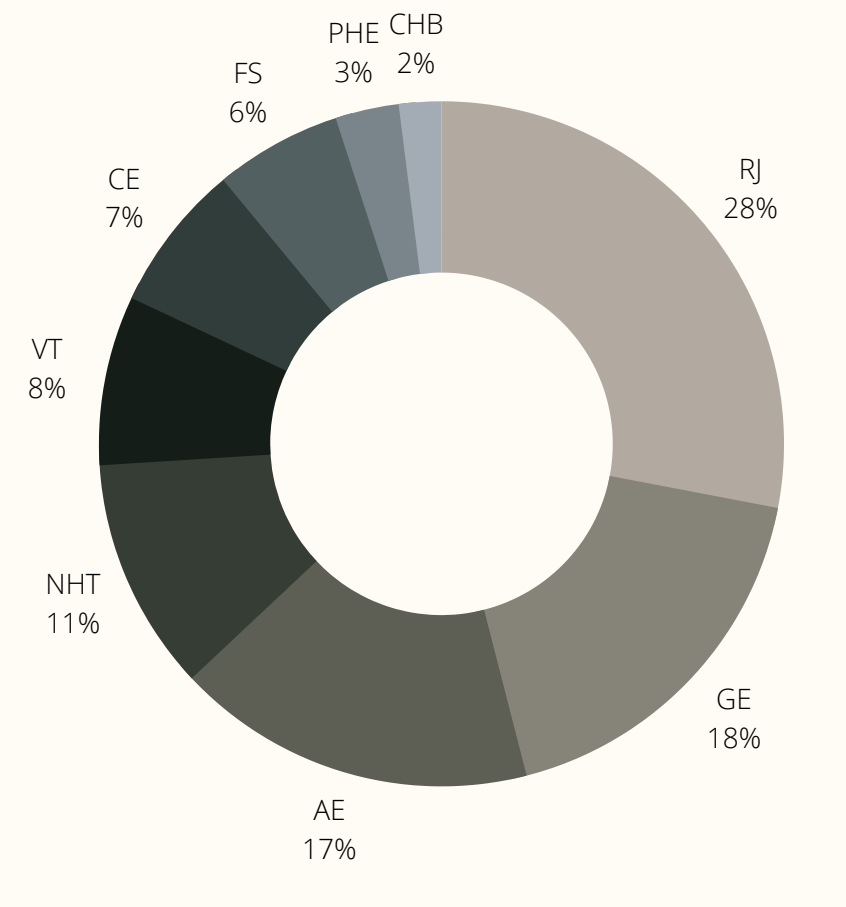
Malahat
2019



Arts & Culture
2019



Food & Beverage
2019



Trails & Parks
2019

2015 - Postal Codes

2016 - Postal Codes

TOP EQ TYPES OF BC VISITORS TO THE COWICHAN VALLEY AREAS BY YEAR - 2019

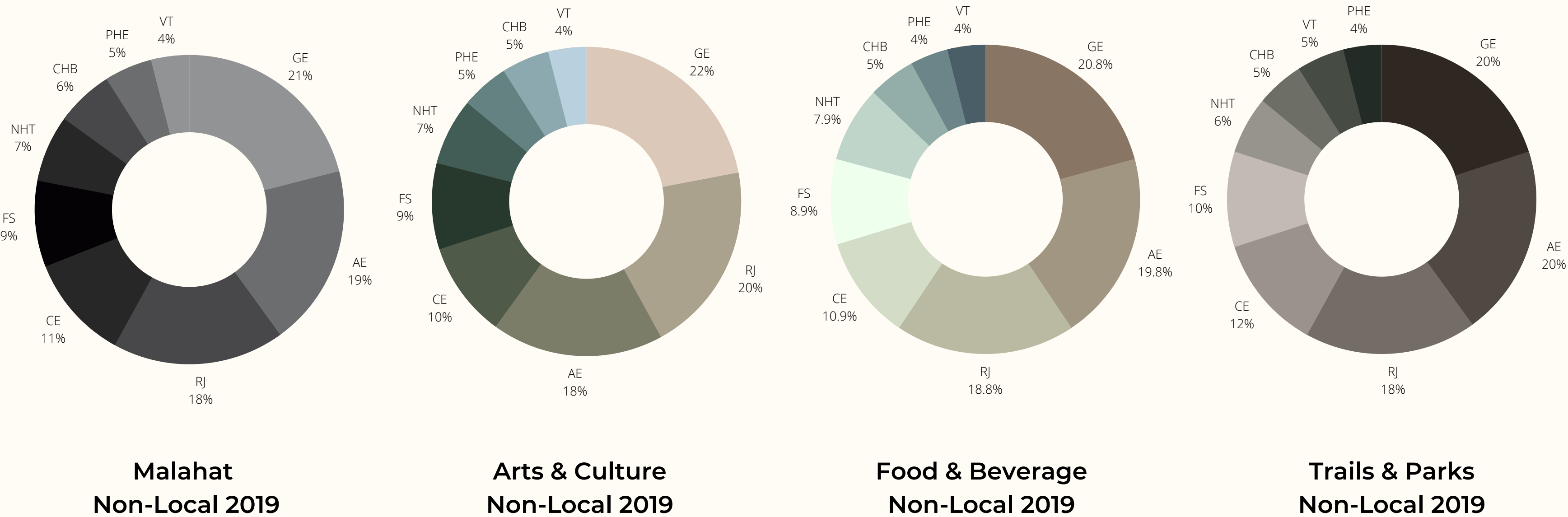
MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE, TRAILS & PARKS

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)

2015 - Postal Codes

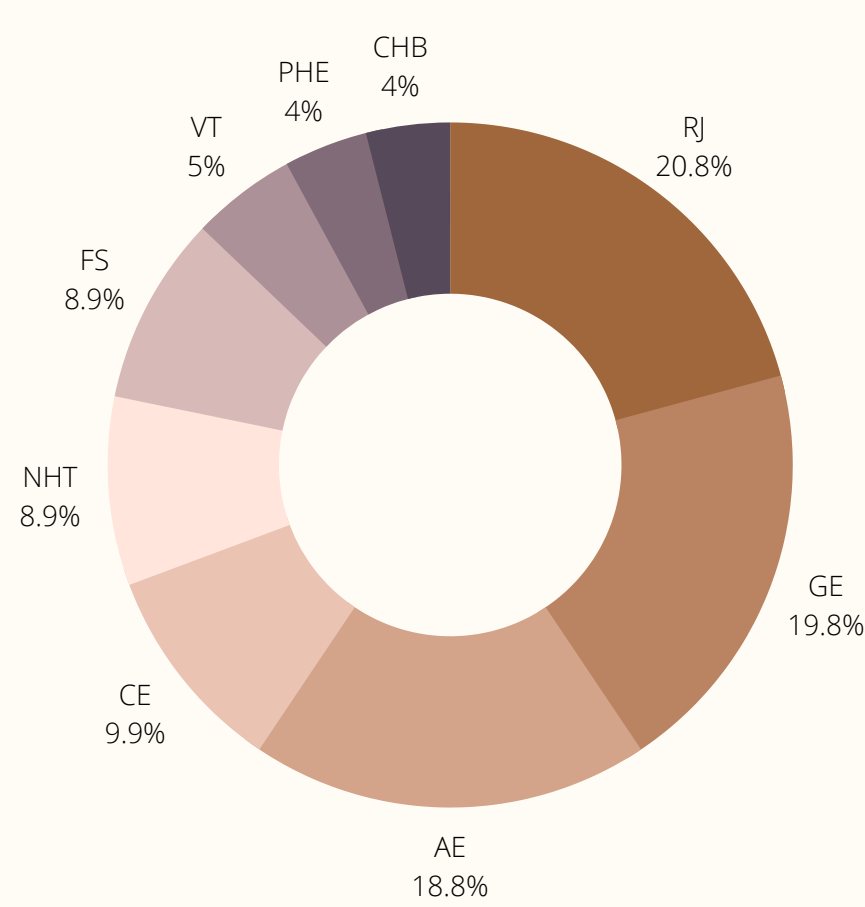
City

2016 - Postal Codes

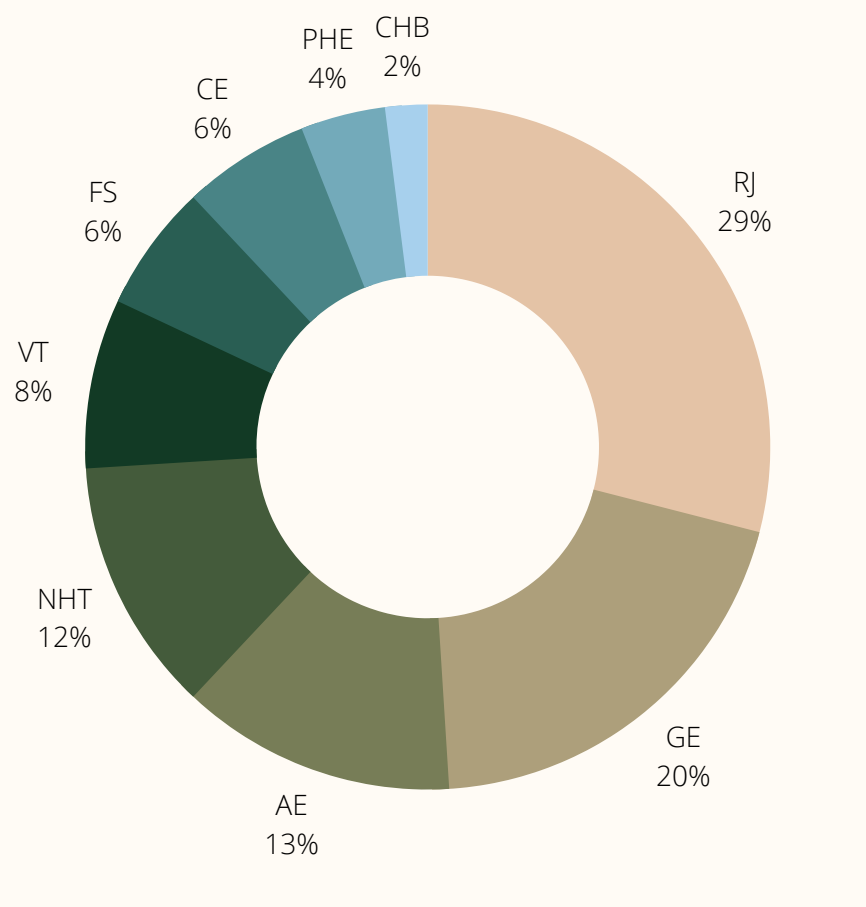


TOP EQ TYPES OF BC VISITORS TO THE COWICHAN VALLEY AREAS BY YEAR - 2020

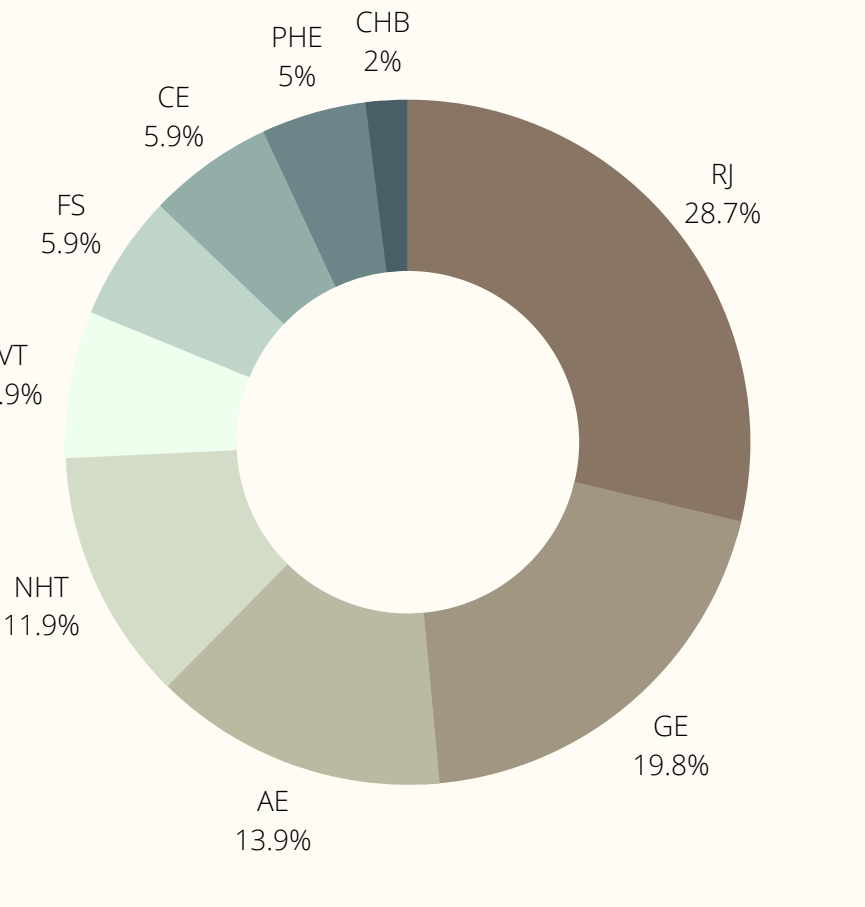
MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE, TRAILS & PARKS



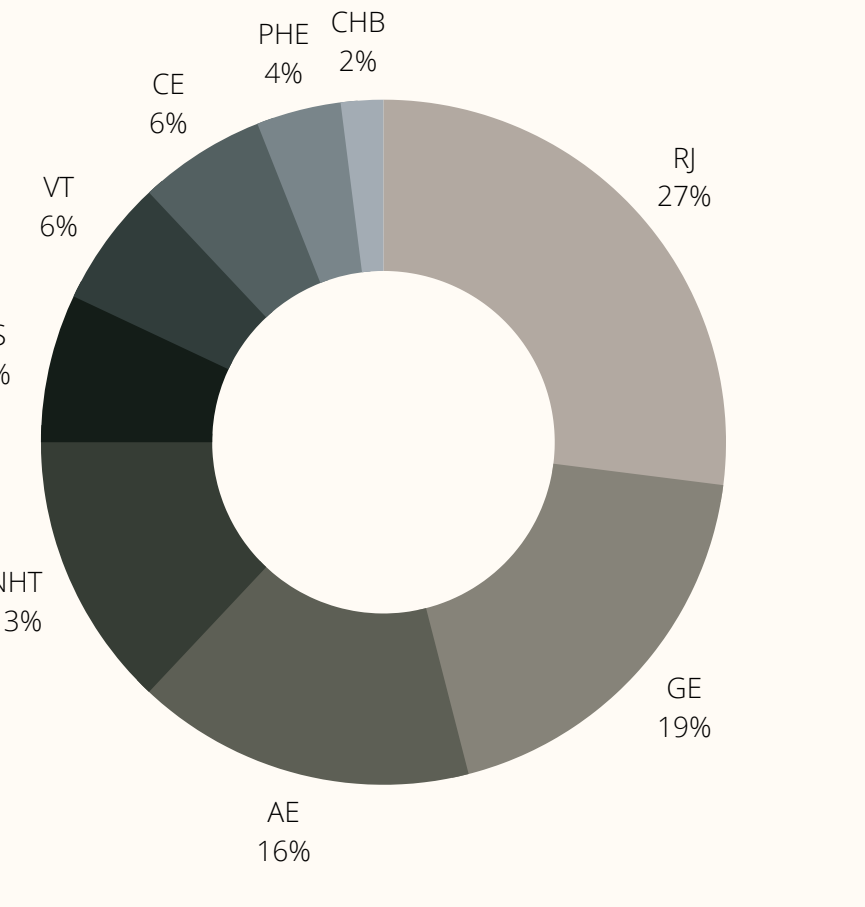
Malahat
2020



Arts & Culture
2020



Food & Beverage
2020



Trails & Parks
2020

2015 - Postal Codes

2015 - Postal Codes

TOP EQ TYPES OF BC VISITORS TO THE COWICHAN VALLEY AREAS BY YEAR - 2020

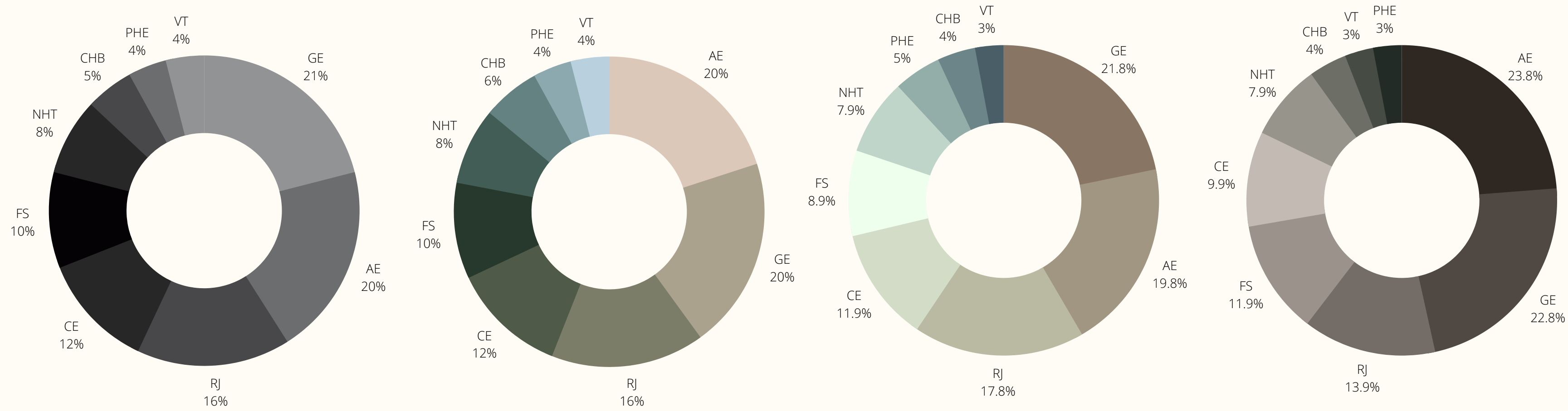
MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE, TRAILS & PARKS

2015 - Postal Codes

2015 - Postal Codes

City

BC NON-LOCAL (EXCLUDES COWICHAN VALLEY)



Malahat
Non-Local 2020

Arts & Culture
Non-Local 2020

Food & Beverage
Non-Local 2020

Trails & Parks
Non-Local 2020

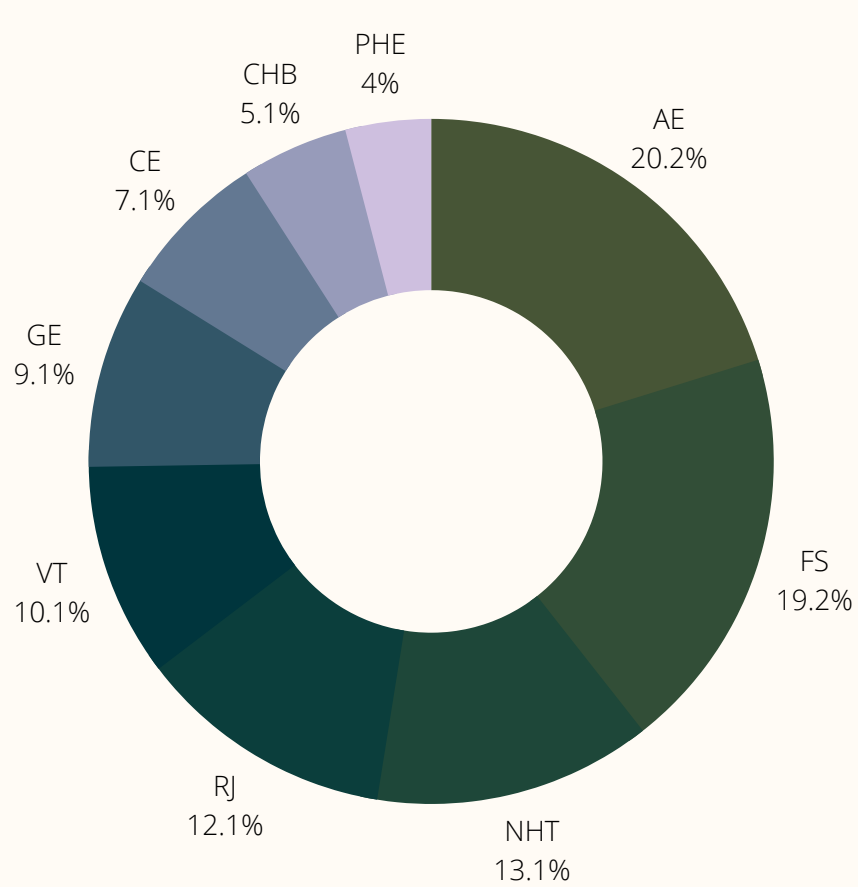
TOP EQ TYPES OF COWICHAN VALLEY AREA VISITORS

BRITISH COLUMBIA MARKET

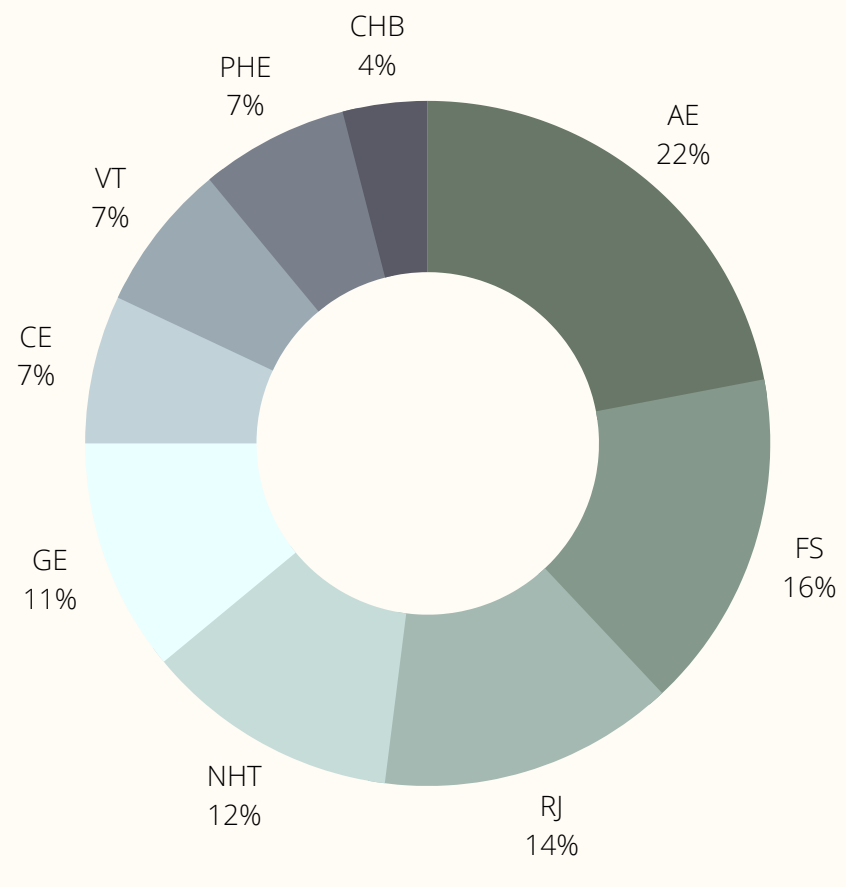
Category	Gentle Explorers	Rejuvenators	Authentic Experiencers
Household Count	<ul style="list-style-type: none">Rank 1st by Household Count322,371 households, or 16% of the total Households in BC	<ul style="list-style-type: none">Rank 3rd by Household Count294,476 households, or 14.6% of the total Households in BC	<ul style="list-style-type: none">Rank 4th by Household Count260,859 households, or 13% of the total Households in BC
Maintainer Age	54	59	59
% of Children at Home	47% of couples have children living at home	46% of couples have children living at home	54% of couples have children living at home
Household Income	Below Average Household Income of \$93,549 compared to BC at \$106,681	Average Household Income of \$99,976 compared to BC at \$106,681	Above Average Household Income of \$152,393 compared to BC at \$106,681
Top Social Value	Racial Fusion	Attraction to Nature	Culture Sampling
Social Media Habits	80% currently use Facebook, 35% use Instagram and 23% use Twitter	81% currently use Facebook, 32% use Instagram and 21% use Twitter	76% currently use Facebook, 34% use Instagram and 25% use Twitter

TOP EQ TYPES OF ALBERTA VISITORS TO THE COWICHAN VALLEY AREAS BY YEAR - 2019

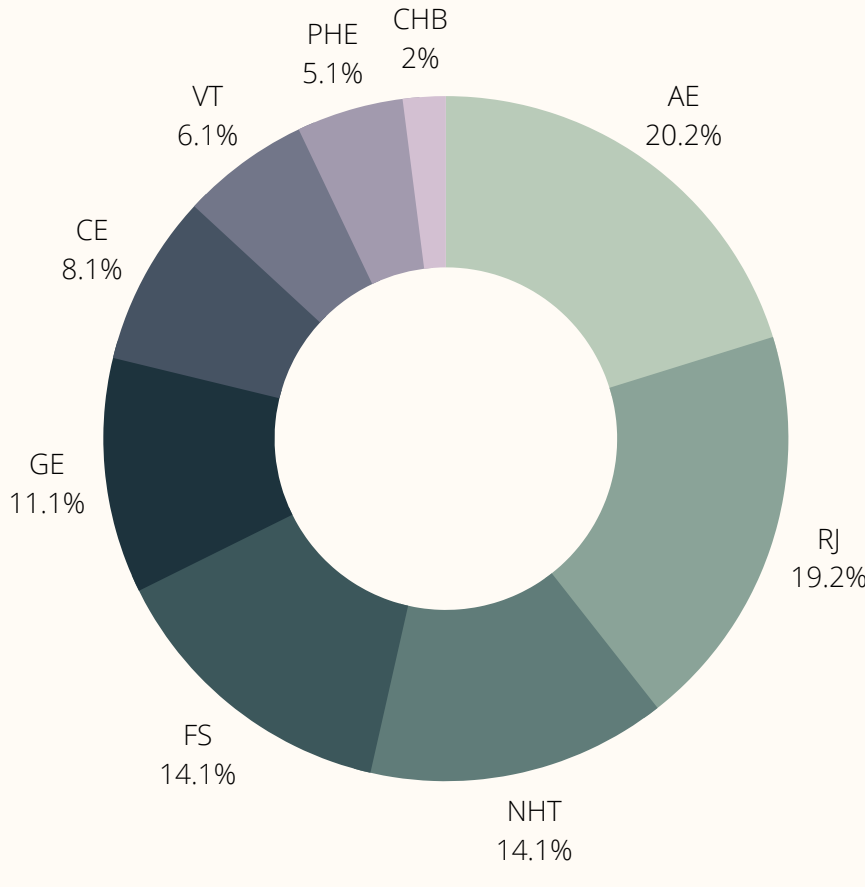
MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE, TRAILS & PARKS



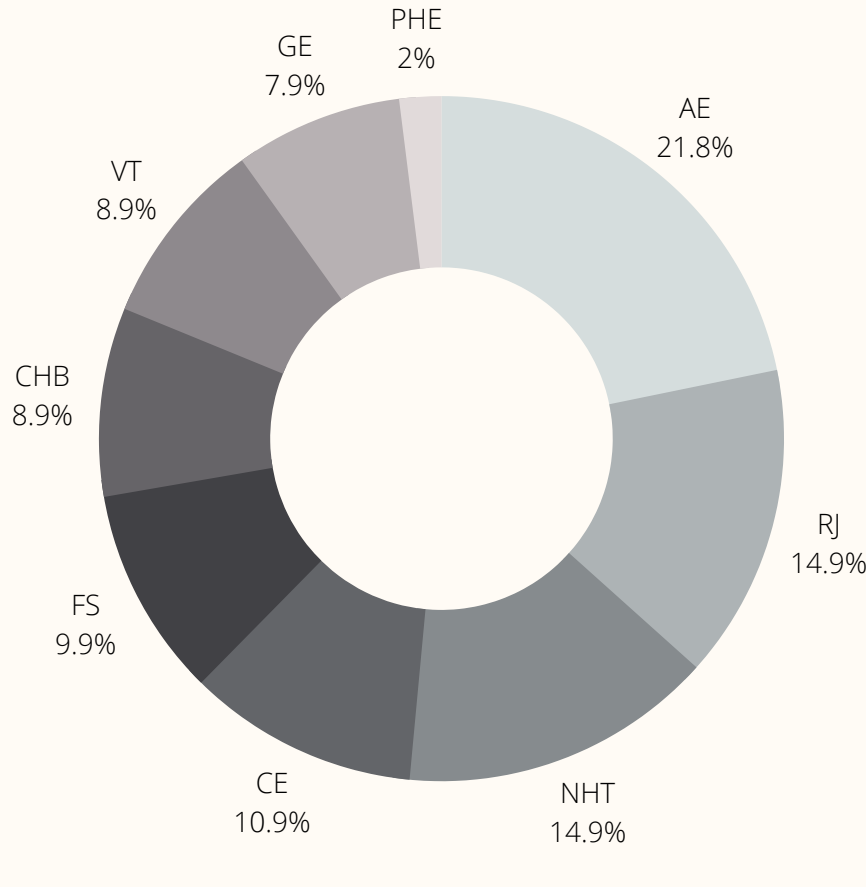
Malahat
2019



Arts & Culture
2019



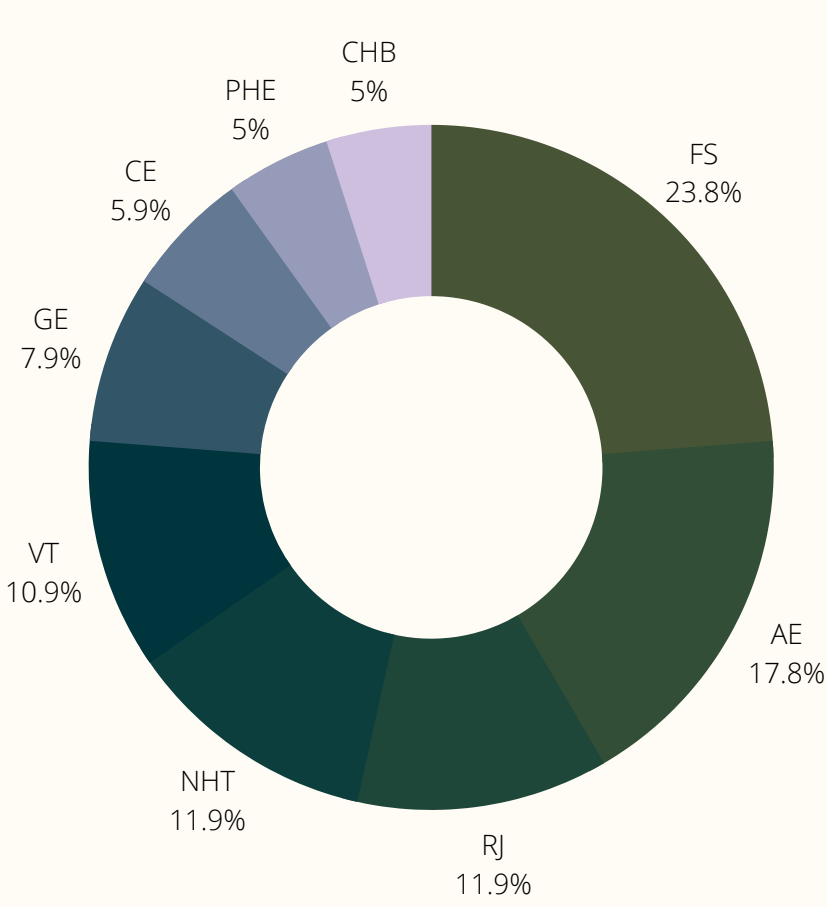
Food & Beverage
2019



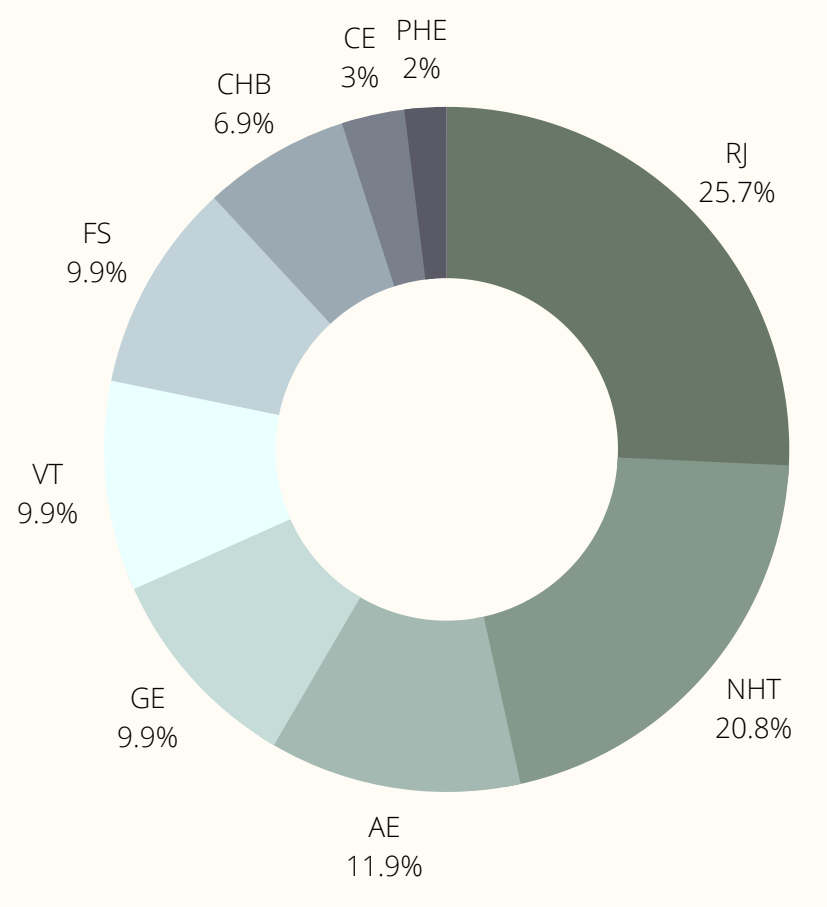
Trails & Parks
2019

TOP EQ TYPES OF ALBERTA VISITORS TO THE COWICHAN VALLEY AREAS BY YEAR - 2020

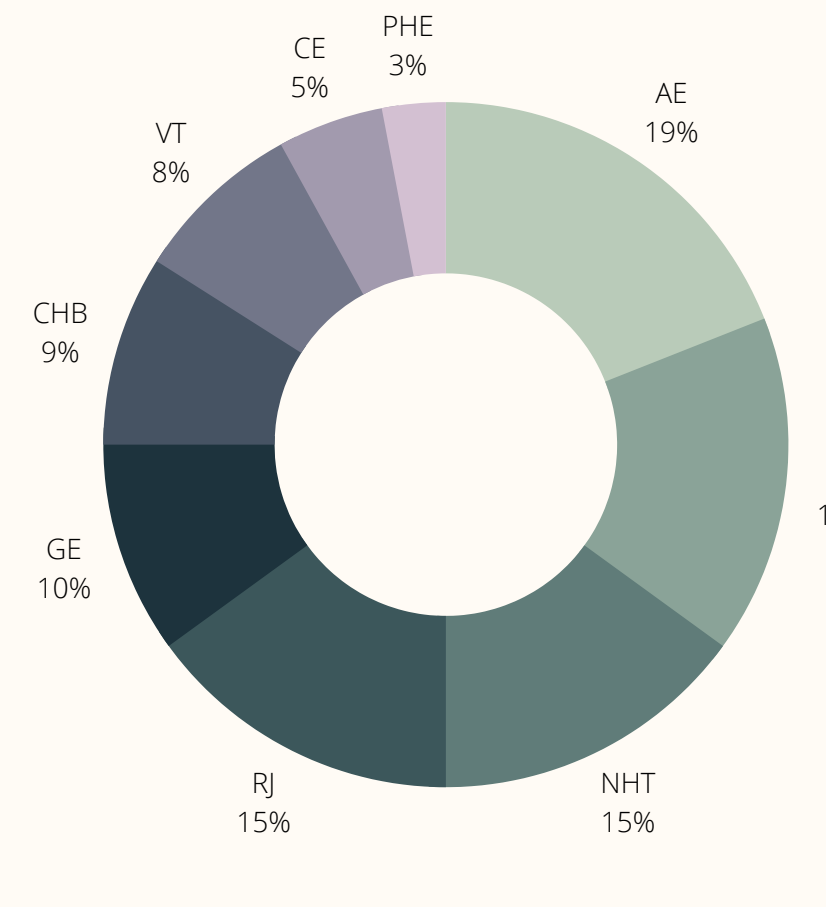
MALAHAT, ARTS & CULTURE, FOOD & BEVERAGE, TRAILS & PARKS



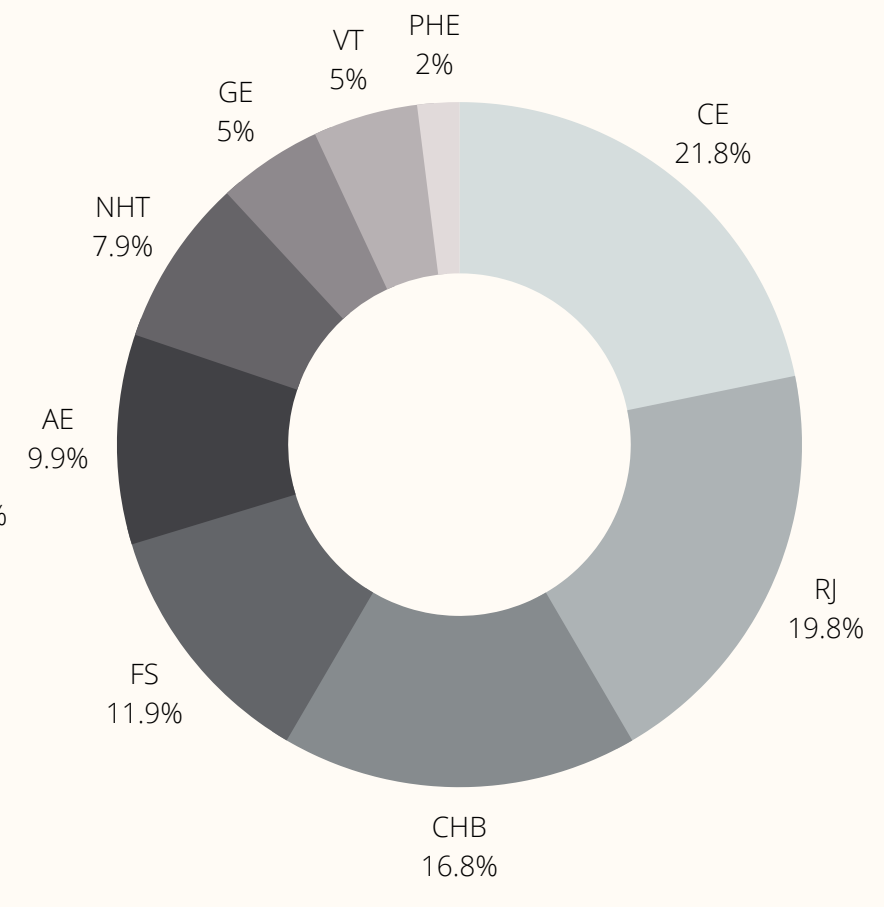
Malahat
2020



Arts & Culture
2020



Food & Beverage
2020



Trails & Parks
2020

TOP EQ TYPES OF COWICHAN VALLEY AREA VISITORS

ALBERTA MARKET

Category	Authentic Experiencers	Cultural Explorers	Cultural History Buffs
Household Count	<ul style="list-style-type: none">Rank 3rd by Household Count207,086 households, or 12.6% of the total Households in AB	<ul style="list-style-type: none">Rank 6th by Household Count158,951 households, or 9.7% of the total Households in AB	<ul style="list-style-type: none">Rank 8th by Household Count107,691 households, or 6.5% of the total Households in AB
Maintainer Age	57	43	43
% of Children at Home	49% of couples have children living at home	53% of couples have children living at home	51% of couples have children living at home
Household Income	Above Average Average Household Income of \$211,249 compared to AB at \$125,945	Below Average Household Income of \$104,021 compared to AB at \$125,945	Below Average Household Income of \$90,222 compared to AB at \$125,945
Top Social Value	Culture Sampling	Culture Sampling	Culture Sampling
Social Media Habits	76% currently use Facebook, 37% use Instagram and 30% use Twitter	78% currently use Facebook, 41% use Instagram and 30% use Twitter	78% currently use Facebook, 43% use Instagram and 30% use Twitter

TOP EQ TYPES OF COWICHAN VALLEY AREA VISITORS

ALBERTA MARKET

Category	Free Spirits	No Hassle Travellers	Rejuvenators
Household Count	<ul style="list-style-type: none">Rank 1st by Household Count322,609 households, or 19.6% of the total Households in AB	<ul style="list-style-type: none">Rank 4th by Household Count199,715 households, or 12.1% of the total Households in AB	<ul style="list-style-type: none">Rank 2nd by Household Count237,088 households, or 14.4% of the total Households in AB
Maintainer Age	46	51	55
% of Children at Home	53% of couples have children living at home	48% of couples have children living at home	54% of couples have children living at home
Household Income	Average Household Income of \$122,710 compared to AB at \$125,945	Average Household Income of \$118,008 compared to AB at \$125,945	Below Average Household Income of \$110,045 compared to AB at \$125,945
Top Social Value	Need for Escape	Need for Escape	Attraction to Nature
Social Media Habits	79% currently use Facebook, 42% use Instagram and 33% use Twitter	79% currently use Facebook, 38% use Instagram and 29% use Twitter	80% currently use Facebook, 32% use Instagram and 22% use Twitter

Authentic Experiencers	Cultural Explorers	Cultural History Buffs	Free Spirits
<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"> • Young, highly educated diverse singles and couples without children at home; living in urban neighbourhoods • Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit • Avid, open-minded and socially-engaged global travellers, who seek spontaneous and authentic experiences • Prefer to make their own plans as they go, rather than stick to predetermined schedules 	<ul style="list-style-type: none"> • Young, educated singles and couples; earning below-average incomes • Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations • Tend to be highly educated, and often single • Like to travel alone or with one other • Have a high propensity for international travel 	<ul style="list-style-type: none"> • 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

2015 - Postal Codes 2016 - Postal Codes

AN VALLEY AREAS % of Total

COWICHAN VALLEY VISITOR SUMMARY

COWICHAN VALLEY VISITOR SUMMARY

BRITISH COLUMBIA

WHO ARE THEY?

- Scenic Retirement was the top PRIZM segment across all queries in the local included and local excluded analysis for 2019 and 2020.
- Boomer Bliss and Suburban Sports ranked second and third interchangeably across both analyses.

The top EQ Types across all analyses were Rejuvenators, Gentle Explorers and Authentic Experiencers.

The Cowichan Valley BC Visitor Profile is made up of middle-aged (50+) couples and families, however all 4 areas ranked above average for not having children at home.

They value ethnic diversity and enjoy active outdoor lifestyles, often participating in Canoeing/Kayaking, Golf, Visiting Parks/City Gardens and Cross Country Skiing/Snowshoeing at above average rates compared to BC.

WHERE DID THEY COME FROM?

Local travel from Vancouver Island communities is strong. Nanaimo and Saanich ranked as top visitor origin locations across all geo-coded locations in 2019 and 2020

Visitors from North Cowichan, Victoria and Langford ranked within the top 7 locations across multiple queries

WHAT DO THEY LIKE?

- Average household income compared to BC. All areas have an average household income of \$100,000+
- 13% above average compared to BC to NOT have Children at home. 41% of the households are couples (17% above average)
- Top Social Value: Racial Fusion and Ethical Consumerism
- Above Average Interest in: Visiting Parks/Gardens, Photography, Canoeing/Kayaking, Cross Country Skiing/Snowshoeing, Golf, Fishing/Hunting, Visiting Historical Sites
- 13hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.4hrs/day on the Internet. Daily Magazine usage is minimal (8min/day)

Racial Fusion

"People who are strongest on this construct are accepting of ethnic diversity within families, such as inter-racial marriage, believing that it enriches people's lives"

WHERE TO FIND MORE OF THEM

- Nanaimo
- Surrey
- Kelowna
- Abbotsford
- Langley
- Saanich
- Maple Ridge
- Delta
- Kamloops
- Chilliwack
- Prince George
- West Kelowna
- Mission
- Vernon
- North Cowichan
- Courtenay
- Comox
- Langford
- Parksville
- Qualicum Beach

COWICHAN VALLEY VISITOR SUMMARY

ALBERTA - FAMILY SEGMENTS

WHO ARE THEY?

- All-Terrain Families
- Family Mode
- First-Class Families
- Modern Suburbia
- Multicultural Corners
- Multiculture-ish
- The A-List

All of these Segments are at least 20% more likely than the general Alberta population to have Children living at home

The Alberta profile of the Cowichan Valley FAMILY visitor is made up of younger -middle-aged (43 years old and younger) wealthy families who tend to use nature as a means to escape their everyday lives. They enjoy family-friendly activities such as cycling, sporting events, skating, theme parks and skiing.

WHERE DID THEY COME FROM?

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

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

WHAT DO THEY LIKE?

- Above Average Household Income of \$164,693 compared to Alberta at \$122,710
- 22% above average compared to Alberta to HAVE Children at home. 35% of the households have 2+ children
- Top Social Value: Need for Escape
 - Above Average Interest in: Cycling, Sporting events, Skating, Theme parks and Skiing.
- 12hrs/week listening to the Radio, 19hrs/week watching TV, 1hr/week reading the Newspaper and 4.1hrs/day on the Internet. Daily Magazine usage is minimal (5min/day)
 - Below Average users of Newspapers and Magazines

Need for Escape

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

WHERE TO FIND MORE OF THEM

- | | |
|---------------------|---------------------|
| • Calgary | • Cochrane |
| • Edmonton | • Okotoks |
| • Airdrie | • Fort Saskatchewan |
| • Strathcona County | • Rocky View County |
| • Red Deer | • Chestermere |
| • St. Albert | • Leduc |
| • Wood Buffalo | • Beaumont |
| • Grande Prairie | • Sylvan Lake |
| • Spruce Grove | • Stony Plain |
| • Lethbridge | • Blackfalds |

COWICHAN VALLEY VISITOR SUMMARY

ALBERTA - NON-FAMILY SEGMENTS

WHO ARE THEY?

- Country & Western
- Diverse & Determined
- Down to Earth
- Mid-City Mellow
- New Country

All of these Segments are at least 19% - 3% less likely than the general Alberta population to have Children living at home

The Alberta profile of the Northern Vancouver Island NON - FAMILY visitor is made up of middle-aged/mature (50 years old and older) mid-income singles and couples who enjoy being outside and are nearing retirement. They tend to enjoy Swimming, Cycling and Fishing/Hunting activities

WHERE DID THEY COME FROM?

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

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

WHAT DO THEY LIKE?

- Below Average Household Income of \$104,602 compared to Alberta at \$122,710
- 14% above average compared to Alberta to NOT HAVE Children at home. 64% of the households are single or couples
- Top Social Value: Emotional Control, National Pride and Need for Escape
 - Above Average Interest in: Fishing/Hunting, ATV/Snowmobiling, Dinner Theatre
- 14hrs/week listening to the Radio, 20hrs/week watching TV, 1hr/week reading the Newspaper and 3.7hrs/day on the Internet. Daily Magazine usage is minimal (10min/day)
 - Above Average users of Magazines however usage is still minimal

Need for Escape

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

WHERE TO FIND MORE OF THEM

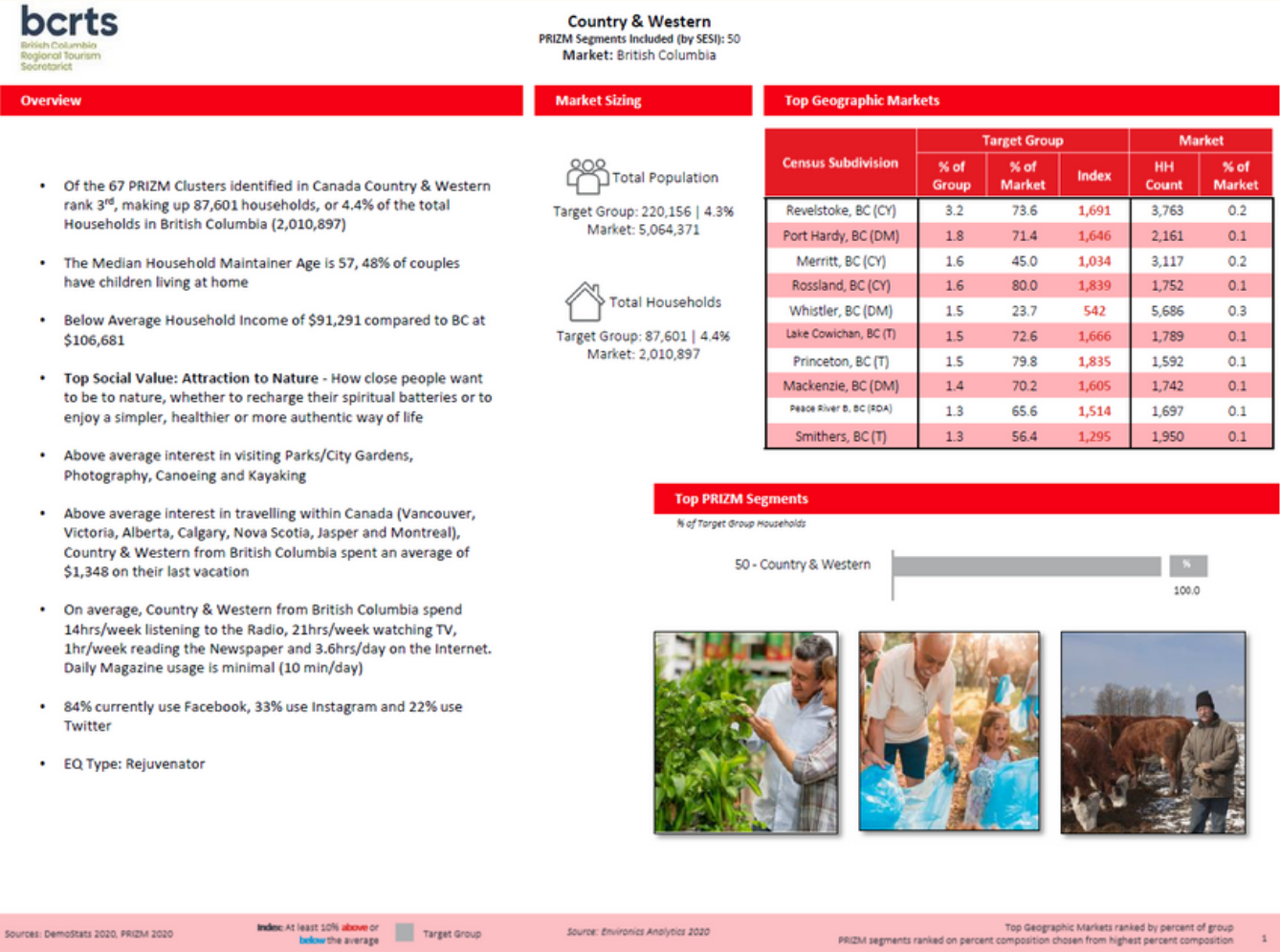
- | | |
|------------------------|--------------------------|
| • Calgary | • Lacombe County |
| • Edmonton | • Ponoka County |
| • Strathcona County | • Athabasca County |
| • St. Albert | • Vermilion River County |
| • Parkland County | • Westlock County |
| • Wetaskiwin County | • Leduc County |
| • Mountain View County | • Lac la Biche County |
| • Lac Ste. Anne County | • Red Deer County |
| • Bonnyville | • Camrose County |
| • Clearwater County | • St. Paul County |

ADDITIONAL RESOURCES

ADDITIONAL REPORTS

Profile Details (Shared via Google Drive):

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



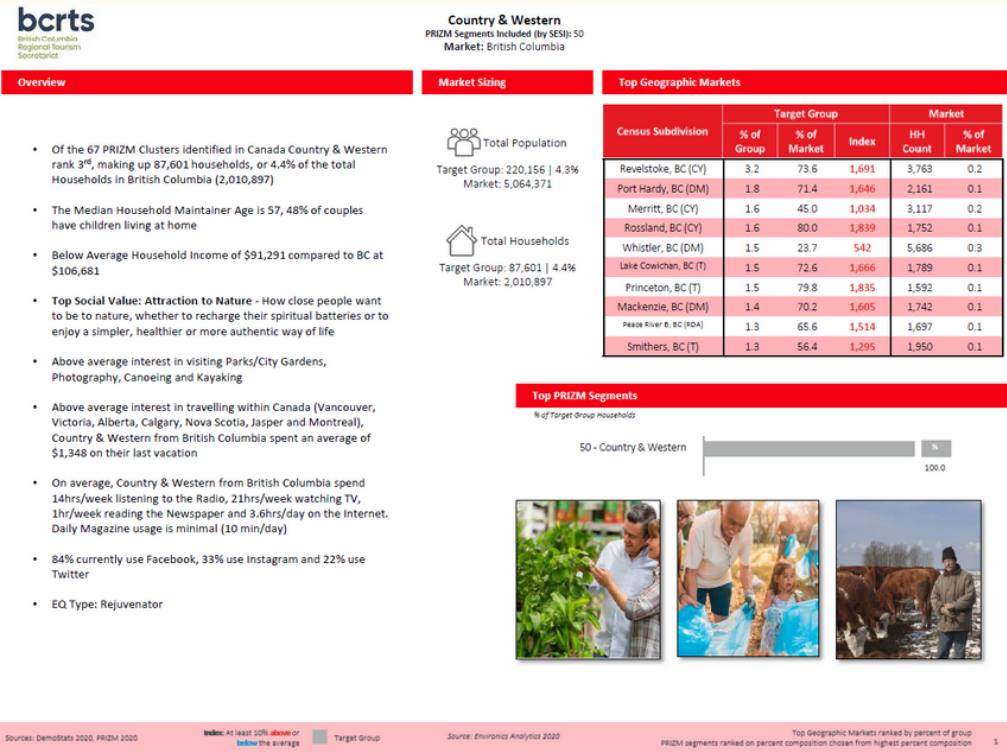
SUMMARY OF REPORTS

Project Deliverables:

- Cowichan Valley Areas - Visitor Analysis Summary Report
- Cowichan Valley Areas Profile by Area and Province (BC, Alberta) (2019 and 2020)
- 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](#)

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



ABOUT SYMPHONY

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



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

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

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

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

Market Reports Available for:

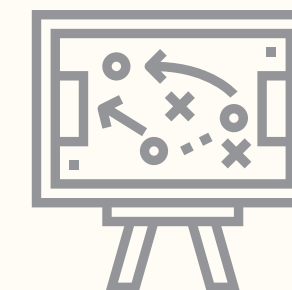
- BC
- Alberta
- Ontario
- United States



Understand your
Customers



Identify Top
Markets



Execute your
Strategy

ABOUT EQ

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

DESTINATION CANADA EQ RESOURCES

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

CONTACT US

Kelly Galaski

Managing Director, Symphony Tourism Services

Email: kelly@totabc.com

Phone: 778.721.5448



SYMPHONY
TOURISM
SERVICES

INSPIRED NAVIGATION