Monthly Visitor Highlights

THOMPSON OKANAGAN REGION

2021 DATA VINTAGE
PURPOSE

- As the tourism industry navigates through the global pandemic of COVID-19, the British Columbia Regional Tourism Secretariat (BCRTS) will provide baseline research to support the industry.

- Baseline visitor analysis will help industry understand who is visiting our regions so they can plan strategically to attract visitors who will support their recovery.

- The program has commenced with the BC Market as the top priority to coincide with the PHO travel recommendations for British Columbia, followed by the Alberta Market.

- This report focuses on visitor analysis to the Thompson Okanagan Region.
RESEARCH OVERVIEW

- **Environics Analytics** is a Canadian based research firm providing information solutions for a variety of industries in both the Canadian and USA Markets

- Visitor View Canada provides insights the tourism industry needs to understand, market to and grow their business with Canadian travellers

- Visitor View produces neighborhood-level estimates of overnight Canadian visitors to Canada, the **provinces** and **territories**, or one of Canada's **85 tourism regions** as defined by Destination Canada

- Estimates are provided for the **total number of visitors**, the **number of trips** and the **number of nights spent** in each province or tourism region

- Visitor View is based on anonymized, consent-based mobile location data Monthly, quarterly and annual estimate data is available starting with January 2018 to allow for analysis of historical trends

Methodology

- **Visits**: A visitor is defined as someone who travels 60+km from their point of origin

- **Trips**: Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination

- **Nights Stayed**: Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)
Measure the effectiveness of your marketing strategies on Canadian Visitors, the Canadian travel and tourism industry and understand the impact of the worldwide COVID-19 pandemic as it relates to Visitors, Number of Trips and Number of Overnight Stays within Canada, its provinces, territories, and tourism regions.

Using Visitor View we can compare the number of visitors and their travel patterns by month in 2019, 2020 and 2021.

We can also compare different regions to assess the impact of the pandemic on Canadian travel patterns and identify when visitors start to return to British Columbia’s respective tourism regions.

Identify the best regions and neighborhoods in Canada to prospect for new visitors and use the PRIZM Segmentation System to optimize experience development and marketing.
Q1 2019/2020 VS. Q1 2021: DOMESTIC VISITORS BY QUARTER
THOMPSON OKANAGAN

Overview
- In Q1 2019 the Thompson Okanagan Region saw an average of 640,600 Domestic Visitors. In Q1 2020 the Region saw 573,100 Domestic Visitors and in Q1 2021 433,900 Domestic Visitors. A decrease of -32% compared to 2019 and -24% compared to 2020 visitation.
- 2021 saw a decrease in visitation from every Province with the exception of Newfoundland, Nunavut and the Yukon when compared to 2019 and 2020.
  - Nunavut experienced very high percentage point increases and had visitor counts of 200 in 2019, 0 in 2020, and 2,500 in 2021.

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

Quarterly visitors to the Thompson Okanagan 2019 vs. 2021
2019: 640,600
2021: 433,900

Canada
Decrease of -32%
2019 over 2021

Quarterly visitors to the Thompson Okanagan 2020 vs. 2021
2020: 573,100
2021: 433,900

Canada
Decrease of -24%
2020 over 2021

Note: All counts have been rounded to the nearest 100

*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021

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

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.
Overview

- In Q2 2019 the Thompson Okanagan Region saw an average of 1,191,100 Domestic Visitors. In Q2 2020 the Region saw 708,900 Domestic Visitors and in Q2 2021 634,500 Domestic Visitors. A **decrease** of -47% compared to 2019 and -10% compared to 2020 visitation.

- 2021 saw a **decrease** in visitation from every Province with the exception of Nunavut when compared to 2019.

- When compared to 2020, the Thompson Okanagan saw increased visitation from New Brunswick, the Northwest Territories, Nova Scotia, Ontario and Quebec.

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

```
Q2 2019/2020 VS. Q2 2021: DOMESTIC VISITORS BY QUARTER
THOMPSON OKANAGAN
```

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to the Thompson Okanagan 2019 vs. 2021

<table>
<thead>
<tr>
<th>Province</th>
<th>2019 visitors</th>
<th>2021 visitors</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>571,000</td>
<td>377,000</td>
<td>-33%</td>
</tr>
<tr>
<td>AB</td>
<td>564,000</td>
<td>484,000</td>
<td>-14%</td>
</tr>
<tr>
<td>MB</td>
<td>370,000</td>
<td>254,000</td>
<td>-30%</td>
</tr>
<tr>
<td>SK</td>
<td>260,000</td>
<td>182,000</td>
<td>-30%</td>
</tr>
<tr>
<td>ON</td>
<td>459,000</td>
<td>389,000</td>
<td>-15%</td>
</tr>
<tr>
<td>QC</td>
<td>423,000</td>
<td>285,000</td>
<td>-33%</td>
</tr>
<tr>
<td>NB</td>
<td>524,000</td>
<td>350,000</td>
<td>-34%</td>
</tr>
<tr>
<td>NS</td>
<td>268,000</td>
<td>157,000</td>
<td>-40%</td>
</tr>
<tr>
<td>NU</td>
<td>137,000</td>
<td>111,000</td>
<td>-20%</td>
</tr>
<tr>
<td>PEI</td>
<td>41,000</td>
<td>29,000</td>
<td>-29%</td>
</tr>
<tr>
<td>YT</td>
<td>28,000</td>
<td>20,000</td>
<td>-29%</td>
</tr>
</tbody>
</table>

**Canada**

**Decrease of -47%**

2019: 1,191,100

2021: 634,500

### 2020 Domestic Visitation vs. 2021 Domestic Visitation

Quarterly visitors to the Thompson Okanagan 2020 vs. 2021

<table>
<thead>
<tr>
<th>Province</th>
<th>2020 visitors</th>
<th>2021 visitors</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>571,000</td>
<td>571,000</td>
<td>0%</td>
</tr>
<tr>
<td>AB</td>
<td>564,000</td>
<td>564,000</td>
<td>0%</td>
</tr>
<tr>
<td>MB</td>
<td>370,000</td>
<td>370,000</td>
<td>0%</td>
</tr>
<tr>
<td>SK</td>
<td>260,000</td>
<td>260,000</td>
<td>0%</td>
</tr>
<tr>
<td>ON</td>
<td>459,000</td>
<td>459,000</td>
<td>0%</td>
</tr>
<tr>
<td>QC</td>
<td>423,000</td>
<td>423,000</td>
<td>0%</td>
</tr>
<tr>
<td>NB</td>
<td>524,000</td>
<td>524,000</td>
<td>0%</td>
</tr>
<tr>
<td>NS</td>
<td>268,000</td>
<td>268,000</td>
<td>0%</td>
</tr>
<tr>
<td>NU</td>
<td>137,000</td>
<td>137,000</td>
<td>0%</td>
</tr>
<tr>
<td>PEI</td>
<td>41,000</td>
<td>41,000</td>
<td>0%</td>
</tr>
<tr>
<td>YT</td>
<td>28,000</td>
<td>28,000</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Canada**

**Decrease of -10%**

2020: 708,900

2021: 634,500

---

*All Percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021*

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

**Note:** For provinces showing no results, there was 0% change in visitation between the two years being compared.
Q3 2019/2020 VS. Q3 2021: DOMESTIC VISITORS BY QUARTER

**THOMPSON OKANAGAN**

### Overview
- In Q3 2019 the Thompson Okanagan Region saw an average of 1,773,900 Domestic Visitors. In Q3 2020 the Region saw 1,904,400 Domestic Visitors and in Q3 2021 1,181,000 Domestic Visitors. A decrease of -33% compared to 2019 and -38% compared to 2020 visitation.
- 2021 saw a decrease in visitation from every Province with the exception of New Brunswick when compared to 2019.
- 2021 saw a decrease in visitation from every Province with the exception of New Brunswick, Nova Scotia and Quebec when compared to 2020.

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

### 2019 Domestic Visitation vs. 2021 Domestic Visitation

**Quarterly visitors to the Thompson Okanagan 2019 vs. 2021**

<table>
<thead>
<tr>
<th>Province</th>
<th>2019</th>
<th>2021</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>13%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>AB</td>
<td>-27%</td>
<td>-19%</td>
<td>8%</td>
</tr>
<tr>
<td>SK</td>
<td>-32%</td>
<td>-32%</td>
<td>0%</td>
</tr>
<tr>
<td>MB</td>
<td>-19%</td>
<td>-19%</td>
<td>0%</td>
</tr>
<tr>
<td>QC</td>
<td>-11%</td>
<td>-11%</td>
<td>0%</td>
</tr>
<tr>
<td>ON</td>
<td>-7%</td>
<td>-7%</td>
<td>0%</td>
</tr>
<tr>
<td>NU</td>
<td>-62%</td>
<td>-62%</td>
<td>0%</td>
</tr>
<tr>
<td>NL</td>
<td>-54%</td>
<td>-54%</td>
<td>0%</td>
</tr>
<tr>
<td>NS</td>
<td>-57%</td>
<td>-57%</td>
<td>0%</td>
</tr>
<tr>
<td>PEI</td>
<td>-82%</td>
<td>-82%</td>
<td>0%</td>
</tr>
<tr>
<td>NB</td>
<td>13%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>NY</td>
<td>52%</td>
<td>52%</td>
<td>0%</td>
</tr>
<tr>
<td>NWT</td>
<td>-78%</td>
<td>-78%</td>
<td>0%</td>
</tr>
<tr>
<td>YT</td>
<td>-37%</td>
<td>-37%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Canada**

Decrease of -33%

2019 over 2021

### 2020 Domestic Visitation vs. 2021 Domestic Visitation

**Quarterly visitors to the Thompson Okanagan 2020 vs. 2021**

<table>
<thead>
<tr>
<th>Province</th>
<th>2020</th>
<th>2021</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>13%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>AB</td>
<td>-27%</td>
<td>-19%</td>
<td>8%</td>
</tr>
<tr>
<td>SK</td>
<td>-32%</td>
<td>-32%</td>
<td>0%</td>
</tr>
<tr>
<td>MB</td>
<td>-19%</td>
<td>-19%</td>
<td>0%</td>
</tr>
<tr>
<td>QC</td>
<td>-11%</td>
<td>-11%</td>
<td>0%</td>
</tr>
<tr>
<td>ON</td>
<td>-7%</td>
<td>-7%</td>
<td>0%</td>
</tr>
<tr>
<td>NU</td>
<td>-62%</td>
<td>-62%</td>
<td>0%</td>
</tr>
<tr>
<td>NL</td>
<td>-54%</td>
<td>-54%</td>
<td>0%</td>
</tr>
<tr>
<td>NS</td>
<td>-57%</td>
<td>-57%</td>
<td>0%</td>
</tr>
<tr>
<td>PEI</td>
<td>-82%</td>
<td>-82%</td>
<td>0%</td>
</tr>
<tr>
<td>NB</td>
<td>13%</td>
<td>13%</td>
<td>0%</td>
</tr>
<tr>
<td>NY</td>
<td>52%</td>
<td>52%</td>
<td>0%</td>
</tr>
<tr>
<td>NWT</td>
<td>-78%</td>
<td>-78%</td>
<td>0%</td>
</tr>
<tr>
<td>YT</td>
<td>-37%</td>
<td>-37%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Canada**

Decrease of -38%

2020 over 2021

**Note:** All percentages relate to an increase or decrease in yearly Visitor Counts when comparing 2019 and 2020 to 2021.

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

**Note:** For provinces showing no results, there was 0% change in visitation between the two years being compared.
August 2021 saw a -29% decrease compared to August 2020 and a -29% decrease compared to 2019.

September 2021 saw a -30% decrease compared to September 2020 and a -15% decrease compared to 2019.

October 2021 saw a -9% decrease compared to October 2020 and a -1% decrease compared to 2019.
BRITISH COLUMBIA INSIGHTS
THOMPSON OKANAGAN VISITATION - Q1
BC RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN

Number of Visitors to the Thompson Okanagan from BC in Q1

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>302,000</td>
<td>328,000</td>
<td>246,400</td>
</tr>
</tbody>
</table>

Number of Trips to the Thompson Okanagan from BC in Q1

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>624,000</td>
<td>549,600</td>
<td>424,300</td>
</tr>
</tbody>
</table>

Number of Nights Stayed in the Thompson Okanagan from BC in Q1

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>1,314,400</td>
<td>1,116,000</td>
<td>940,400</td>
</tr>
</tbody>
</table>

Night Stays/Visitors to the Thompson Okanagan from BC in Q1

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>3.6</td>
<td>3.6</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Q1 = January | February | March
Note: All counts have been rounded to the nearest 100
THOMPSON OKANAGAN VISITATION - Q2
BC RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN

Number of Visitors to the Thompson Okanagan from BC in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>750,000</td>
<td>500,000</td>
<td>250,000</td>
</tr>
</tbody>
</table>

Number of Trips to the Thompson Okanagan from BC in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>1,250,000</td>
<td>1,000,000</td>
<td>750,000</td>
</tr>
</tbody>
</table>

Number of Nights Stayed in the Thompson Okanagan from BC in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>2,500,000</td>
<td>2,000,000</td>
<td>1,500,000</td>
</tr>
</tbody>
</table>

Night Stays/Visitors to the Thompson Okanagan from BC in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Q2 = April | May | June
Note: All counts have been rounded to the nearest 100
# Thompson Okanagan Visitation - Q3

**BC Residents Travelling to the Thompson Okanagan**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Visitors</th>
<th>Number of Trips</th>
<th>Number of Nights Stayed</th>
<th>Night Stays/Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>1,000,000</td>
<td>2,000,000</td>
<td>5,000,000</td>
<td>3</td>
</tr>
<tr>
<td>2020</td>
<td>750,000</td>
<td>1,500,000</td>
<td>4,000,000</td>
<td>4</td>
</tr>
<tr>
<td>2021</td>
<td>500,000</td>
<td>1,000,000</td>
<td>3,000,000</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note:** All counts have been rounded to the nearest 100

Q3 = July | August | September
## BC VISITS TO THE THOMPSON OKANAGAN BY QUARTER - Q1

### NUMBER OF VISITS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

<table>
<thead>
<tr>
<th>City</th>
<th>2019 Visitor Count</th>
<th>City</th>
<th>2020 Visitor Count</th>
<th>City</th>
<th>2021 Visitor Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver</td>
<td>37,500</td>
<td>Vancouver</td>
<td>34,200</td>
<td>Vancouver</td>
<td>26,300</td>
</tr>
<tr>
<td>Surrey</td>
<td>29,600</td>
<td>Surrey</td>
<td>28,300</td>
<td>Surrey</td>
<td>23,800</td>
</tr>
<tr>
<td>Kamloops</td>
<td>28,400</td>
<td>Kamloops</td>
<td>24,200</td>
<td>Kamloops</td>
<td>20,700</td>
</tr>
<tr>
<td>Kelowna</td>
<td>21,400</td>
<td>Kelowna</td>
<td>18,100</td>
<td>Kelowna</td>
<td>13,300</td>
</tr>
<tr>
<td>Abbotsford</td>
<td>14,000</td>
<td>Abbotsford</td>
<td>14,500</td>
<td>Abbotsford</td>
<td>13,200</td>
</tr>
<tr>
<td>Burnaby</td>
<td>11,800</td>
<td>Burnaby</td>
<td>10,700</td>
<td>Chilliwack</td>
<td>8,700</td>
</tr>
<tr>
<td>Langley</td>
<td>11,100</td>
<td>Langley</td>
<td>10,300</td>
<td>Langley</td>
<td>8,500</td>
</tr>
<tr>
<td>Richmond</td>
<td>10,900</td>
<td>Richmond</td>
<td>10,100</td>
<td>Burnaby</td>
<td>8,000</td>
</tr>
<tr>
<td>Chilliwack</td>
<td>10,500</td>
<td>Langley</td>
<td>9,600</td>
<td>Maple Ridge</td>
<td>6,500</td>
</tr>
<tr>
<td>Prince George</td>
<td>9,800</td>
<td>Coquitlam</td>
<td>8,000</td>
<td>Richmond</td>
<td>6,200</td>
</tr>
</tbody>
</table>

Note: All counts have been rounded to the nearest 100.
<table>
<thead>
<tr>
<th>City</th>
<th>2019 Visitor Count</th>
<th>City</th>
<th>2020 Visitor Count</th>
<th>City</th>
<th>2021 Visitor Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver</td>
<td>82,900</td>
<td>Vancouver</td>
<td>55,300</td>
<td>Vancouver</td>
<td>44,800</td>
</tr>
<tr>
<td>Surrey</td>
<td>75,700</td>
<td>Surrey</td>
<td>47,500</td>
<td>Surrey</td>
<td>36,900</td>
</tr>
<tr>
<td>Kamloops</td>
<td>41,000</td>
<td>Kamloops</td>
<td>27,100</td>
<td>Kamloops</td>
<td>27,200</td>
</tr>
<tr>
<td>Kelowna</td>
<td>40,200</td>
<td>Kelowna</td>
<td>27,000</td>
<td>Kelowna</td>
<td>21,100</td>
</tr>
<tr>
<td>Abbotsford</td>
<td>35,600</td>
<td>Abbotsford</td>
<td>24,900</td>
<td>Abbotsford</td>
<td>17,700</td>
</tr>
<tr>
<td>Burnaby</td>
<td>27,400</td>
<td>Burnaby</td>
<td>15,600</td>
<td>Burnaby</td>
<td>12,200</td>
</tr>
<tr>
<td>Langley</td>
<td>26,300</td>
<td>Langley</td>
<td>15,500</td>
<td>Langley</td>
<td>11,400</td>
</tr>
<tr>
<td>Richmond</td>
<td>24,700</td>
<td>Chilliwack</td>
<td>14,700</td>
<td>Penticton</td>
<td>11,200</td>
</tr>
<tr>
<td>Chilliwack</td>
<td>21,400</td>
<td>Richmond</td>
<td>13,400</td>
<td>Maple Ridge</td>
<td>10,600</td>
</tr>
<tr>
<td>Coquitlam</td>
<td>20,200</td>
<td>Maple Ridge</td>
<td>12,500</td>
<td>Richmond</td>
<td>10,000</td>
</tr>
</tbody>
</table>

Q2 = April | May | June
Note: All counts have been rounded to the nearest 100
### BC VISITS TO THE THOMPSON OKANAGAN BY QUARTER - Q3

#### NUMBER OF VISITS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

<table>
<thead>
<tr>
<th>City</th>
<th>2019 Visitor Count</th>
<th>City</th>
<th>2020 Visitor Count</th>
<th>City</th>
<th>2021 Visitor Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vancouver</td>
<td>129,200</td>
<td>Vancouver</td>
<td>164,000</td>
<td>Vancouver</td>
<td>76,400</td>
</tr>
<tr>
<td>Surrey</td>
<td>104,800</td>
<td>Surrey</td>
<td>139,300</td>
<td>Surrey</td>
<td>72,800</td>
</tr>
<tr>
<td>Kelowna</td>
<td>49,600</td>
<td>Abbotsford</td>
<td>60,700</td>
<td>Abbotsford</td>
<td>34,400</td>
</tr>
<tr>
<td>Kamloops</td>
<td>49,100</td>
<td>Kelowna</td>
<td>48,700</td>
<td>Kamloops</td>
<td>28,100</td>
</tr>
<tr>
<td>Abbotsford</td>
<td>48,900</td>
<td>Burnaby</td>
<td>48,700</td>
<td>Burnaby</td>
<td>27,400</td>
</tr>
<tr>
<td>Burnaby</td>
<td>42,900</td>
<td>Kamloops</td>
<td>47,200</td>
<td>Richmond</td>
<td>24,700</td>
</tr>
<tr>
<td>Langley</td>
<td>38,600</td>
<td>Langley</td>
<td>44,300</td>
<td>Langley</td>
<td>23,700</td>
</tr>
<tr>
<td>Richmond</td>
<td>37,800</td>
<td>Richmond</td>
<td>43,300</td>
<td>Kelowna</td>
<td>23,700</td>
</tr>
<tr>
<td>Chilliwack</td>
<td>31,000</td>
<td>Chilliwack</td>
<td>39,900</td>
<td>Coquitlam</td>
<td>20,400</td>
</tr>
<tr>
<td>Coquitlam</td>
<td>30,400</td>
<td>Coquitlam</td>
<td>37,800</td>
<td>Maple Ridge</td>
<td>17,900</td>
</tr>
</tbody>
</table>

Q3 = July | August | September
Note: All counts have been rounded to the nearest 100
BRITISH COLUMBIA VISITATION
BC VISITORS TRAVELLING TO THE THOMPSON OKANAGAN BY MONTH

KEY FINDINGS

- August 2021 saw a -37% decrease compared to August 2020 and a -34% decrease compared to 2019.

- September 2021 saw a -31% decrease compared to September 2020 and a -11% decrease compared to 2019.

- October 2021 saw a -9% decrease compared to October 2020 and a -2% decrease compared to 2019.

Note: All counts have been rounded to the nearest 100.
August 2021 saw a -40% decrease compared to August 2020 and a -36% decrease compared to 2019.

September 2021 saw a -32% decrease compared to September 2020 and a -17% decrease compared to 2019.

October 2021 saw a -11% decrease compared to October 2020 and a -9% decrease compared to 2019.
BRITISH COLUMBIA VISITATION
BC OVERNIGHT STAYS IN THE THOMPSON OKANAGAN BY MONTH

KEY FINDINGS

- August 2021 saw a -29% decrease compared to August 2020 and a -14% decrease compared to 2019.
- September 2021 saw a -30% decrease compared to September 2020 and a -1% decrease compared to 2019.
- October 2021 saw a -3% decrease compared to October 2020 and a -1% decrease compared to 2019.
# Overview

- The number of visits to the Thompson Okanagan from Canadian travellers dropped by **-40%** when comparing January 2019 to January 2021.
  - Trips decreased by **-39%** and Overnight Stays decreased by **-39%** from January 2019 to January 2021.
- The number of visits to the Thompson Okanagan from Canadian travellers dropped by **-40%** when comparing January 2020 to January 2021.
  - Trips decreased by **-34%** and Overnight Stays decreased by **-34%** from January 2020 to January 2021.

## Canadian Visitation

- **Canadian Visits to the Thompson Okanagan decreased by -40%** from 196,900 in January 2019 to 117,500 in 2021.
- **Canadian Trips to the Thompson Okanagan decreased by -39%** from 290,100 in January 2019 to 177,500 in 2021.

## Provincial Visits to the Thompson Okanagan - January 2019 vs. January 2021

<table>
<thead>
<tr>
<th>Province</th>
<th>Visits</th>
<th>Trips</th>
<th>Nights Stayed</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB</td>
<td>196,900</td>
<td>290,100</td>
<td>659,800</td>
</tr>
<tr>
<td>BC</td>
<td>117,500</td>
<td>177,500</td>
<td>399,200</td>
</tr>
</tbody>
</table>

## Canadian Visitation to the Thompson Okanagan - January 2020 vs. January 2021

- **Canadian Visits to the Thompson Okanagan decreased by -40%** from 195,200 in January 2020 to 117,500 in 2021.
- **Canadian Trips to the Thompson Okanagan decreased by -34%** from 268,400 in January 2020 to 177,500 in 2021.
- **Canadian Night Stays in the Thompson Okanagan decreased by -34%** from 607,600 in January 2020 to 399,200 in 2021.

## Provincial Visits to the Thompson Okanagan - January 2020 vs. January 2021

<table>
<thead>
<tr>
<th>Province</th>
<th>Visits</th>
<th>Trips</th>
<th>Nights Stayed</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB</td>
<td>195,200</td>
<td>268,400</td>
<td>607,600</td>
</tr>
<tr>
<td>BC</td>
<td>117,500</td>
<td>177,500</td>
<td>399,200</td>
</tr>
</tbody>
</table>

*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2020 to January 2021.*

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100.
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports, and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in January 2019 and 2021.

- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in both January 2019 and 2021.

January 2019 BC Visits to the Thompson Okanagan by PRIZM Segment

- Of the 67 PRIZM Segments identified in Canada:
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

January 2021 BC Visits to the Thompson Okanagan by PRIZM Segment

- Of the 67 PRIZM Segments identified in Canada:
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

January 2019 Visits by EQ Type

- Rejuvenators, Authentic Explorers, Free Spirits, No Hassle Traveller, Visual Travellers, Personal History Explorers, Cultural History Buffs, Cultural Explorers.

January 2021 Visits by EQ Type

- Rejuvenators, Authentic Explorers, Free Spirits, No Hassle Traveller, Visual Travellers, Personal History Explorers, Cultural History Buffs, Cultural Explorers.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020, 2021. Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation. Note: All counts have been rounded to the nearest 100.
FEBRUARY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE THOMPSON OKANAGAN
THOMPSON OKANAGAN REGION

Overview

- The number of visits to the Thompson Okanagan from Canadian travellers dropped by -34% when comparing February 2019 to February 2021.
  - Trips decreased by -37% and Overnight Stays decreased by -32% from February 2019 to February 2021.
- The number of visits to the Thompson Okanagan from Canadian travellers dropped by -37% when comparing February 2020 to February 2021.
  - Trips decreased by -35% and Overnight Stays decreased by -31% from February 2020 to February 2021.

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

February 2019 Provincial and National Visitation

Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -34% from 191,500 in February 2019 to 126,200 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -37% from 279,200 in February 2019 to 175,600 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -32% from 586,000 in February 2019 to 395,800 in 2021.

February 2020 Provincial and National Visitation

Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -37% from 201,500 in February 2020 to 126,200 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -35% from 271,400 in February 2020 to 175,600 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -31% from 573,700 in February 2020 to 395,800 in 2021.

Provincial Visits to the Thompson Okanagan - February 2019 vs. February 2020

Canadian Visitation to the Thompson Okanagan - February 2019/2021

- All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020, 2021.
- Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
- Note: All counts have been rounded to the nearest 100

Visits

Trips

Nights Stayed

600,000

586,000

395,800

191,500

279,200

126,200

175,600

201,500

271,400

126,200

175,600

201,500

126,200

271,400

175,600

573,700

395,800
February 2021: Canada/British Columbia Visitation to the Thompson Okanagan
Thompson Okanagan Region

Overview
- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in February 2019 and 2021.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types in both February 2019 and 2021.

February 2019 BC Visits to the Thompson Okanagan by PRIZM Segment
- Of the 67 PRIZM Segments identified in Canada:
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

February 2021 BC Visits to the Thompson Okanagan by PRIZM Segment
- Of the 67 PRIZM Segments identified in Canada:
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

Visits by EQ Type
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types in both February 2019 and 2021.
MARCH 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE THOMPSON OKANAGAN THOMPSON OKANAGAN REGION

**Overview**

- The number of visits to the Thompson Okanagan from Canadian travellers dropped by -25% when comparing March 2019 to March 2021.
  - Trips decreased by -29% and Overnight Stays decreased by -19% from March 2019 to March 2021.
- The number of visits to the Thompson Okanagan from Canadian travellers increased by 8% when comparing March 2020 to March 2021.
  - Trips increased by 4% and Overnight Stays increased by 5% from March 2020 to March 2021.
- Visits to the Thompson Okanagan from Nunavut increased in March 2021 and when compared to March 2019.
  - Note: 2019 Visits from Nunavut were below 700 in March 2019 resulting in a significant percentage increase in 2021 (1,500 visitors).
- Visits to the Thompson Okanagan from Newfoundland increased in March 2021 and when compared to March 2020.
  - Note: 2019 Visits from Newfoundland were below 200 in March 2019 resulting in a significant percentage increase in 2021 (450 visitors).

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

| Provincial Visits to the Thompson Okanagan March 2019 vs. March 2021 |
|---|---|---|
| AB | BC | MB |
| Visits | 750,000 | 500,000 | 250,000 | 252,200 | 190,300 | 253,800 | 572,900 | 601,700 |
| Trips | 747,300 | 500,000 | 250,000 | 357,500 | 253,800 | 572,900 | 601,700 |
| Nights Stayed | 601,700 | 500,000 | 250,000 | 253,800 | 253,800 | 572,900 | 601,700 |

*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100.
Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in March 2019 and 2021.
- Rejuvenators, Gentle Explorers, and Authentic Experiencers were the top three EQ Traveller Types in 2019.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types in March 2021.

March 2019 Visits to the Thompson Okanagan by PRIZM Segment

- Of the 67 PRIZM Segments identified in Canada:
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

March 2021 Visits to the Thompson Okanagan by PRIZM Segment

- Of the 67 PRIZM Segments identified in Canada:
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

March 2019 Visits by EQ Type

- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types in March 2019.
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three EQ Traveller Types in March 2021.

March 2021 Visits by EQ Type

- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types in March 2021.
Overview

- The number of visits to the Thompson Okanagan from Canadian travellers dropped by -42% when comparing April 2019 to April 2021.
  - Trips decreased by -40% and Overnight Stays decreased by -31% from April 2019 to April 2021.
- The number of visits to the Thompson Okanagan from Canadian travellers increased by 46% when comparing April 2020 to April 2021.
  - Trips increased by 15% and Overnight Stays increased by 18% from April 2020 to April 2021.
- Visits to the Thompson Okanagan from the Northwest Territories increased in April 2021 when compared to April 2019.
  - Note: 2019 Visits from the Northwest Territories were below 150 in April 2019 resulting in a significant percentage increase in 2021 (750 visitors).
- Visits to the Thompson Okanagan from Quebec increased in April 2021 when compared to April 2020.
  - Note: Visits from Quebec were below 700 in April 2020 resulting in a significant percentage increase in 2021 (2,600 visitors).
  - Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -46% from 121,400 in April 2020 to 176,700 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -40% from 214,400 in April 2019 to 245,600 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -31% from 870,000 in April 2019 to 601,300 in 2021.

Canadian Visitation to the Thompson Okanagan - April 2019 vs. April 2021

Canadian Visitation to the Thompson Okanagan - April 2020 vs. April 2021

*All Percentages relate to an increase or decrease in Canadian Visits when comparing April 2018, 2020 to April 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
April 2021 BC Visits to the Thompson Okanagan by PRIZM Segment

Visits by PRIZM Segment
Of the 67 PRIZM Segments identified in Canada:
- Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

April 2019 BC Visits to the Thompson Okanagan by PRIZM

Visits by PRIZM Segment
Of the 67 PRIZM Segments identified in Canada:
- Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Backcountry Boomers rank 15th, making up 55,024 households, or 3% of the total Households in British Columbia (2,018,734).

Overview

- Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in April 2019 and 2021.
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Traveller Types in both Apr 2021 and 2019.
MAY 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE THOMPSON OKANAGAN THOMPSON OKANAGAN REGION

Overview

The number of visits to the Thompson Okanagan from Canadian travellers dropped by -61% when comparing May 2019 to May 2021.
- Trips decreased by -58% and Overnight Stays decreased by -56% from May 2019 to May 2021.

The number of visits to the Thompson Okanagan from Canadian travellers decreased by -34% when comparing May 2020 to May 2021.
- Trips decreased by -38% and Overnight Stays decreased by -40% from May 2020 to May 2021.

For provinces showing no results, it means there was 0% change in visitation between the two years being compared.

Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -61% from 384,900 in May 2019 to 151,300 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -58% from 514,900 in May 2019 to 214,400 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -56% from 1,097,700 in May 2019 to 484,900 in 2021.

May 2019 Provincial and National Visitation

May 2020 Provincial and National Visitation

Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -24% from 229,800 in May 2020 to 151,300 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -38% from 346,400 in May 2020 to 214,400 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -40% from 812,500 in May 2020 to 484,900 in 2021.

May 2020 Provincial and National Visitation

Canadian Visitation

- All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021.
- Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
- Note: All counts have been rounded to the nearest 100
Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Scenic Retirement were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in May 2019.

- Scenic Retirement ranked 3rd in 2019 and 4th in 2021
- Backcountry Boomers ranked 2nd in 2021 and 4th in 2019
- Gentle Explorers, Rejuvenators and Free Spirits were the top three EQ Types visiting in May 2019
- Rejuvenators, Gentle Explorers and Authentic Experiencers were the top three in May 2021

**Visits by PRIZM Segment**

- **Suburban Sports** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).

**Visits by EQ Type**

- **Rejuvenators** rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- **Country & Western** rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- **Scenic Retirement** rank 3rd, making up 93,530 households, or 4.6% of the total Households in British Columbia (2,018,734).

*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation. Note: All counts have been rounded to the nearest 100.
JUNE 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE THOMPSON OKANAGAN THOMPSON OKANAGAN REGION

Overview

- The number of visits to the Thompson Okanagan from Canadian travellers dropped by -39% when comparing June 2019 to June 2021. Trips decreased by -40% and Overnight Stays decreased by -29% from June 2019 to June 2021.
- The number of visits to the Thompson Okanagan from Canadian travellers decreased by -14% when comparing June 2020 to June 2021. Trips decreased by -19% and Overnight Stays decreased by -15% from June 2020 to June 2021.
- Visits to the Thompson Okanagan from Nova Scotia increased in June 2021 when compared to June 2020. Note: 2020 Visits from Nova Scotia were below 150 in June 2020 resulting in a significant percentage increase in 2021 (700 visitors).

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

Canadian Visitation
- Canadian Visits to the Thompson Okanagan decreased by -39% from 357,600 in June 2020 to 306,500 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -40% from 492,500 in June 2020 to 396,800 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -29% from 1,374,600 in June 2019 to 972,600 in June 2021.

Canadian Visitation to the Thompson Okanagan - June 2019/2021

- Canadian Visits to the Thompson Okanagan decreased by -14% from 357,600 in June 2020 to 306,500 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -19% from 492,500 in June 2020 to 396,800 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -15% from 1,141,900 in June 2019 to 972,600 in 2021.

Canadian Visitation to the Thompson Okanagan - June 2020/2021

- Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
- Note: All counts have been rounded to the nearest 100

*All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 2021.

Note: 2020 Visits from Nova Scotia were below 150 in June 2020 resulting in a significant percentage increase in 2021 (700 visitors).

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

30 | 2021 Visitor Insights
Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Family Mode were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in June 2019 and 2021.

Gentle Explorers, Rejuvenators and Authentic Experiencers were the top three EQ Types visiting in June 2019.

Gentle Explorers, Rejuvenators and Free Spirits were the top three in June 2021.

Visits by PRIZM Segment

- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).

June 2019 Visits by EQ Type

- Gentle Explorers
- Rejuvenators
- Authentic Experiencers
- Free Spirits
- No Haste Traveller
- Personal History Explorers
- Cultural Explorers
- Virtual Travellers

June 2021 Visits by EQ Type

- Gentle Explorers
- Rejuvenators
- Authentic Experiencers
- Free Spirits
- No Haste Traveller
- Personal History Explorers
- Cultural Explorers
- Virtual Travellers

Note: All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100
Overview

The number of visits to the Thompson Okanagan from Canadian travellers dropped by -6% when comparing July 2019 to July 2021.
- Trips decreased by -12% and Overnight Stays increased by 13% from July 2019 to July 2021.

The number of visits to the Thompson Okanagan from Canadian travellers decreased by -11% when comparing July 2020 to July 2021.
- Trips decreased by -16% and Overnight Stays increased by 1% from July 2020 to July 2021.

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

July 2019 Provincial and National Visitation

Canadian Visitation
- Canadian Visits to the Thompson Okanagan decreased by -6% from 644,500 in July 2019 to 606,200 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -12% from 879,100 in July 2019 to 777,200 in 2021.
- Canadian Night Stays in the Thompson Okanagan increased by 1% from 2,035,200 in July 2019 to 2,302,500 in 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100

July 2020 Provincial and National Visitation

Canadian Visitation
- Canadian Visits to the Thompson Okanagan decreased by -11% from 684,200 in July 2020 to 606,200 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -16% from 926,800 in July 2020 to 777,200 in 2021.
- Canadian Night Stays in the Thompson Okanagan increased by 1% from 2,289,700 in July 2020 to 2,302,500 in 2021.

*All Percentages relate to an increase or decrease in Canadian Visits when comparing July 2019, 2020 to July 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Family Mode and Country & Western were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in July 2019.
- Suburban Sports, Asian Achievement and Country & Western were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in July 2021.
- Gentle Explorers, Authentic Experiencers and Free Spirits were the top three EQ Types visiting in July 2019 and 2021.

July 2019 BC Visits to the Thompson Okanagan by PRIZM

- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).
- Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).

July 2021 BC Visits to the Thompson Okanagan by PRIZM Segment

- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).
- Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- Asian Avenues rank 4th, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).

July 2019 Visits by EQ Type

- Of the 67 PRIZM Segments identified in Canada:
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).
  - Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
  - Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).
  - Savvy Seniors rank 18th, making up 55,872 households, or 3% of the total Households in British Columbia (2,018,734).

July 2021 Visits by EQ Type

- Of the 67 PRIZM Segments identified in Canada:
  - Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
  - Asian Achievement rank 2nd, making up 94,893 households, or 5% of the total Households in British Columbia (2,018,734).
  - Savvy Seniors rank 18th, making up 55,872 households, or 3% of the total Households in British Columbia (2,018,734).
  - Backcountry Boomers rank 40th, making up 2,500 households, or 0.1% of the total Households in British Columbia (2,018,734).

*All Percentages relate to an increase or decrease in Canadian Visits when comparing July 2019, 2020 to July 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100.
**Overview**

- The number of visits to the Thompson Okanagan from Canadian travellers dropped by -29% when comparing August 2019 to August 2021.
  - Trips decreased by -33% and Overnight Stays decreased by 13% from August 2019 to August 2021.
- The number of visits to the Thompson Okanagan from Canadian travellers decreased by -29% when comparing August 2020 to August 2021.
  - Trips decreased by -35% and Overnight Stays decreased by -24% from August 2020 to August 2021.
- Visits to the Thompson Okanagan from Nova Scotia increased in August 2021 when compared to August 2019.
  - Note: Visits from Nova Scotia were below 900 in August 2019 resulting in a significant percentage increase in August 2021 (5,500 visitors)
- Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

### Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -29% from 727,000 in August 2020 to 513,200 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -35% from 993,700 in August 2020 to 648,400 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -24% from 2,543,100 in August 2020 to 1,934,100 in 2021.

### Provincial Visits to the Thompson Okanagan - August 2019 vs. 2021

<table>
<thead>
<tr>
<th>Province</th>
<th>August 2019</th>
<th>August 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>725,200</td>
<td>513,200</td>
</tr>
<tr>
<td>AB</td>
<td>513,200</td>
<td>399,000</td>
</tr>
<tr>
<td>MB</td>
<td>972,200</td>
<td>648,400</td>
</tr>
<tr>
<td>NB</td>
<td>2,215,600</td>
<td>1,934,100</td>
</tr>
<tr>
<td>NL</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>NS</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>PEI</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>QC</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>SK</td>
<td>2,215,600</td>
<td>1,934,100</td>
</tr>
<tr>
<td>ON</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>QC</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>PEI</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>QC</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>SK</td>
<td>2,215,600</td>
<td>1,934,100</td>
</tr>
<tr>
<td>AB</td>
<td>725,200</td>
<td>513,200</td>
</tr>
<tr>
<td>BC</td>
<td>513,200</td>
<td>399,000</td>
</tr>
<tr>
<td>MB</td>
<td>972,200</td>
<td>648,400</td>
</tr>
<tr>
<td>NB</td>
<td>2,215,600</td>
<td>1,934,100</td>
</tr>
<tr>
<td>NL</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>NS</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>PEI</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>QC</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>SK</td>
<td>2,215,600</td>
<td>1,934,100</td>
</tr>
<tr>
<td>ON</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>QC</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>PEI</td>
<td>727,000</td>
<td>513,200</td>
</tr>
<tr>
<td>QC</td>
<td>993,700</td>
<td>648,400</td>
</tr>
<tr>
<td>SK</td>
<td>2,215,600</td>
<td>1,934,100</td>
</tr>
</tbody>
</table>

*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Asian Achievement were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in August 2019.
- Suburban Sports, South Asian Society and Family Mode were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in August 2021.
  - Country & Western ranked 2nd in 2019 and 4th in 2021.
  - Asian Achievement ranked 3rd in 2019 and 5th in 2021.
  - South Asian Society ranked 2nd in 2021 and 5th in 2019.
- Gentle Explorers, Authentic Experiencers and Free Spirits were the top three EQ Types visiting in August 2019 and 2021.

August 2019 Visits by EQ Type

- Suburban Sports
- Country & Western
- Asian Achievement
- Family Mode
- South Asian Society
- Asian Avenues
- Savvy Seniors
- Scenic Retirement
- Diverse & Determined
- Backcountry Boomers

*All Percentages relate to an increase or decrease in Canadian Visits when comparing August 2019, 2020 to August 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100.
**SEPTEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE THOMPSON OKANAGAN THOMPSON OKANAGAN REGION**

**Canadian Visitation**
- Canadian Visits to the Thompson Okanagan decreased by -15% from 404,200 in September 2019 to 343,400 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -20% from 560,100 in September 2019 to 446,200 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -8% from 1,212,500 in September 2019 to 1,119,800 in 2021.

**Canadian Visitation**
- Canadian Visits to the Thompson Okanagan decreased by -30% from 493,200 in September 2019 to 343,400 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -32% from 655,200 in September 2019 to 446,200 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -28% from 1,548,400 in September 2019 to 1,119,800 in 2021.

**Note:** For provinces showing no results, there was 0% change in visitation between the two years being compared.
SEPTEMBER 2021: CANADA/BRITISH COLUMBIA VISITATION TO THE THOMPSON OKANAGAN
THOMPSON OKANAGAN REGION

Overview

- Of the 67 PRIZM Segments identified in Canada – Suburban Sports, Country & Western and Family Mode were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in September 2019.
- Suburban Sports, Country & Western and Asian Achievement were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in September 2021.
  - Family Mode ranked 3rd in 2019 and 4th in 2021
  - Asian Achievement ranked 3rd in 2021 and 4th in 2019
- Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Types visiting in September 2019. Gentle Explorers, Rejuvenators and Authentic Experiencers were the top three EQ Types visiting in September 2021.

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:
- Suburban Sports rank 1st, making up 122,632 households, or 6.1% of the total Households in British Columbia (2,018,734).
- Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).
- Family Mode rank 17th, making up 50,010 households, or 2% of the total Households in British Columbia (2,018,734).

Visits by EQ Type

- September 2019 Visits by EQ Type
- September 2021 Visits by EQ Type

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100

*All Percentages relate to an increase or decrease in Canadian Visits when comparing September 2019, 2020 to September 2021.

BCRTS Regionals: Destination Insights

37 | 2021 Visitor Insights
Canadian Visitation

- Canadian Visits to the Thompson Okanagan decreased by -1% from 299,400 in October 2019 to 297,500 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -8% from 446,000 in October 2019 to 408,900 in 2021.
- Canadian Night Stays in the Thompson Okanagan increased by 1% from 984,500 in October 2019 to 992,500 in 2021.

Canadian Visits to the Thompson Okanagan decreased by -9% from 328,100 in October 2020 to 297,500 in 2021.
- Canadian Trips to the Thompson Okanagan decreased by -12% from 445,700 in October 2020 to 408,900 in 2021.
- Canadian Night Stays in the Thompson Okanagan decreased by -6% from 1,055,300 in October 2020 to 992,500 in 2021.

Note: For provinces showing no results, there was 0% change in visitation between the two years being compared.

Canadian Visitation

- All Percentages relate to an increase or decrease in Canadian Visits when comparing October 2019, 2020 to October 2021.
- Trips may be counted more than once due to repeat visitation.
- Note: A Visitor is defined as someone who travels 60+ km from their point of origin.
Of the 67 PRIZM Segments identified in Canada – Country & Western, Suburban Sports and Backcountry Boomers were the top visiting PRIZM Segments from BC, travelling to the Thompson Okanagan in October 2019 and 2021.

Rejuvenators, Gentle Explorers and Free Spirits were the top three EQ Types visiting in October 2019 and 2021.
ALBERTA INSIGHTS
THOMPSON OKANAGAN VISITATION - Q1
ALBERTA RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN

**Number of Visitors to the Thompson Okanagan from AB in Q1**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>94,800</td>
<td>83,200</td>
<td>68,700</td>
</tr>
</tbody>
</table>

**Number of Trips to the Thompson Okanagan from AB in Q1**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>165,000</td>
<td>133,800</td>
<td>118,100</td>
</tr>
</tbody>
</table>

**Number of Nights Stayed in the Thompson Okanagan from AB in Q1**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>369,300</td>
<td>307,600</td>
<td>322,600</td>
</tr>
</tbody>
</table>

**Night Stays/Visitors to the Thompson Okanagan from AB in Q1**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio</td>
<td>3.9</td>
<td>3.7</td>
<td>4.6</td>
</tr>
</tbody>
</table>

Q1 = January | February | March
Note: All counts have been rounded to the nearest 100
THOMPSON OKANAGAN VISITATION - Q2
ALBERTA RESIDENTS TRAVELLING TO THE THOMPSON OKANAGAN

Number of Visitors to the Thompson Okanagan from AB in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>214,400</td>
<td>124,400</td>
<td>110,400</td>
</tr>
</tbody>
</table>

Number of Trips to the Thompson Okanagan from AB in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>307,500</td>
<td>225,800</td>
<td>171,900</td>
</tr>
</tbody>
</table>

Number of Nights Stayed in the Thompson Okanagan from AB in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>755,000</td>
<td>628,000</td>
<td>486,000</td>
</tr>
</tbody>
</table>

Night Stays/Visitors to the Thompson Okanagan from AB in Q2

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>735,000</td>
<td>608,800</td>
<td>486,900</td>
</tr>
</tbody>
</table>

Q2 = April | May | June
Note: All counts have been rounded to the nearest 100.
### Thompson Okanagan Visitation - Q3

**Alberta Residents Travelling to the Thompson Okanagan**

#### Number of Visitors to the Thompson Okanagan from AB in Q3

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>345,000</td>
<td>387,000</td>
<td>402,000</td>
</tr>
</tbody>
</table>

#### Number of Trips to the Thompson Okanagan from AB in Q3

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>405,700</td>
<td>601,000</td>
<td>557,000</td>
</tr>
</tbody>
</table>

#### Number of Nights Stayed in the Thompson Okanagan from AB in Q3

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>1,567,100</td>
<td>1,764,100</td>
<td>1,574,100</td>
</tr>
</tbody>
</table>

#### Night Stays/Visitors to the Thompson Okanagan from AB in Q3

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>3.92</td>
<td>4.56</td>
<td>4.54</td>
</tr>
</tbody>
</table>

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100.
### AB Visits to the Thompson Okanagan by Quarter - Q1

Number of Visits to the Thompson Okanagan by Origin City

<table>
<thead>
<tr>
<th>City</th>
<th>2019 Visitor Count</th>
<th>City</th>
<th>2020 Visitor Count</th>
<th>City</th>
<th>2021 Visitor Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>33,500</td>
<td>Calgary</td>
<td>29,600</td>
<td>Calgary</td>
<td>20,900</td>
</tr>
<tr>
<td>Edmonton</td>
<td>23,200</td>
<td>Edmonton</td>
<td>17,100</td>
<td>Edmonton</td>
<td>12,600</td>
</tr>
<tr>
<td>Strathcona</td>
<td>3,100</td>
<td>Strathcona</td>
<td>2,800</td>
<td>Strathcona</td>
<td>3,500</td>
</tr>
<tr>
<td>Wood Buffalo</td>
<td>2,400</td>
<td>Red Deer</td>
<td>2,400</td>
<td>Airdrie</td>
<td>2,500</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>2,300</td>
<td>Grande Prairie</td>
<td>2,300</td>
<td>Greenview</td>
<td>2,000</td>
</tr>
<tr>
<td>Rocky View</td>
<td>1,900</td>
<td>Airdrie</td>
<td>2,200</td>
<td>St. Albert</td>
<td>1,700</td>
</tr>
<tr>
<td>Canmore</td>
<td>1,900</td>
<td>Wood Buffalo</td>
<td>2,100</td>
<td>Rocky View</td>
<td>1,600</td>
</tr>
<tr>
<td>St. Albert</td>
<td>1,900</td>
<td>St. Albert</td>
<td>1,700</td>
<td>Stoney 142/143/144</td>
<td>1,500</td>
</tr>
<tr>
<td>Red Deer</td>
<td>1,700</td>
<td>Rocky View</td>
<td>1,500</td>
<td>Wood Buffalo</td>
<td>1,500</td>
</tr>
<tr>
<td>Parkland County</td>
<td>1,600</td>
<td>Lethbridge</td>
<td>2,300</td>
<td>Parkland County</td>
<td>1,500</td>
</tr>
</tbody>
</table>

Q1 = January | February | March
Note: All counts have been rounded to the nearest 100
### AB VISITS TO THE THOMPSON OKANAGAN BY QUARTER - Q2

#### NUMBER OF VISITS TO THE THOMPSON OKANAGAN BY ORIGIN CITY

<table>
<thead>
<tr>
<th>City</th>
<th>2019 Visitor Count</th>
<th>City</th>
<th>2020 Visitor Count</th>
<th>City</th>
<th>2021 Visitor Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>96,900</td>
<td>Calgary</td>
<td>46,300</td>
<td>Calgary</td>
<td>36,200</td>
</tr>
<tr>
<td>Edmonton</td>
<td>46,700</td>
<td>Edmonton</td>
<td>29,100</td>
<td>Edmonton</td>
<td>19,200</td>
</tr>
<tr>
<td>Airdrie</td>
<td>6,500</td>
<td>Grande Prairie</td>
<td>5,500</td>
<td>Grande Prairie</td>
<td>4,200</td>
</tr>
<tr>
<td>Strathcona</td>
<td>5,500</td>
<td>Strathcona</td>
<td>5,000</td>
<td>Strathcona</td>
<td>4,100</td>
</tr>
<tr>
<td>Red Deer</td>
<td>4,100</td>
<td>Red Deer</td>
<td>4,100</td>
<td>Red Deer</td>
<td>2,900</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>4,000</td>
<td>Airdrie</td>
<td>3,900</td>
<td>Airdrie</td>
<td>2,700</td>
</tr>
<tr>
<td>Rocky View</td>
<td>3,800</td>
<td>St. Albert</td>
<td>3,300</td>
<td>St. Albert</td>
<td>2,500</td>
</tr>
<tr>
<td>St. Albert</td>
<td>3,500</td>
<td>Rocky View</td>
<td>2,800</td>
<td>Rocky View</td>
<td>1,700</td>
</tr>
<tr>
<td>Wood Buffalo</td>
<td>3,300</td>
<td>Wood Buffalo</td>
<td>2,200</td>
<td>Wood Buffalo</td>
<td>1,600</td>
</tr>
<tr>
<td>Lethbridge</td>
<td>2,900</td>
<td>Canmore</td>
<td>2,000</td>
<td>Canmore</td>
<td>1,600</td>
</tr>
</tbody>
</table>

Q2 = April | May | June  

Note: All counts have been rounded to the nearest 100
## AB Visits to the Thompson Okanagan by Quarter - Q3

### Number of Visits to the Thompson Okanagan by Origin City

<table>
<thead>
<tr>
<th>City</th>
<th>2019 Visitor Count</th>
<th>2020 Visitor Count</th>
<th>2021 Visitor Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>189,500</td>
<td>158,100</td>
<td>128,600</td>
</tr>
<tr>
<td>Edmonton</td>
<td>87,300</td>
<td>85,000</td>
<td>64,000</td>
</tr>
<tr>
<td>Strathcona County</td>
<td>12,400</td>
<td>13,500</td>
<td>9,700</td>
</tr>
<tr>
<td>Airdrie</td>
<td>12,200</td>
<td>11,400</td>
<td>7,600</td>
</tr>
<tr>
<td>Red Deer</td>
<td>10,600</td>
<td>11,000</td>
<td>5,900</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>8,200</td>
<td>8,700</td>
<td>5,900</td>
</tr>
<tr>
<td>St. Albert</td>
<td>8,000</td>
<td>8,400</td>
<td>5,000</td>
</tr>
<tr>
<td>Lethbridge</td>
<td>6,900</td>
<td>7,300</td>
<td>4,300</td>
</tr>
<tr>
<td>Wood Buffalo</td>
<td>6,700</td>
<td>7,200</td>
<td>4,200</td>
</tr>
<tr>
<td>Rocky View County</td>
<td>5,900</td>
<td>8,400</td>
<td>4,000</td>
</tr>
<tr>
<td>Lethbridge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parkland County</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q3 = July | August | September

Note: All counts have been rounded to the nearest 100
August 2021 saw a -20% decrease compared to August 2020 and a -23% decrease compared to 2019.

September 2021 saw a -29% decrease compared to September 2020 and a -17% decrease compared to 2019.

October 2021 saw a -24% decrease compared to October 2020 and a -10% decrease compared to 2019.

Note: All counts have been rounded to the nearest 100.
August 2021 saw a -31% decrease compared to August 2020 and a -33% decrease compared to 2019.

September 2021 saw a -34% decrease compared to September 2020 and a -22% decrease compared to 2019.

October 2021 saw a -25% decrease compared to October 2020 and a -9% decrease compared to 2019.

Note: All counts have been rounded to the nearest 100.
ALBERTA VISITATION
ALBERTA OVERNIGHT STAYS IN THE THOMPSON OKANAGAN BY MONTH

August 2021 saw a -20% decrease compared to August 2020 and a -10% decrease compared to 2019.

September 2021 saw a -31% decrease compared to September 2020 and a -15% decrease compared to 2019.

October 2021 saw a -32% decrease compared to October 2020 and a -0.1% decrease compared to 2019.

Note: All counts have been rounded to the nearest 100
Overview

• Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, New Country, and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in January 2019 and 2021.

• Free Spirits, Rejuvenators and No Hassle Travellers were the top three EQ Traveller Types visiting in January 2019.

• Rejuvenators Free Spirits and Authentic Experiencers were the top three visiting in January 2021.

January 2019 AB Visits to the Thompson Okanagan by PRIZM Segment

Visits by PRIZM Segment

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

January 2021 AB Visits to the Thompson Okanagan by PRIZM Segment

Visits by PRIZM Segment

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

January 2019 Visits by EQ Type

- Free Spirits, Rejuvenators and No Hassle Travellers were the top three EQ Traveller Types visiting in January 2019.

- Rejuvenators Free Spirits and Authentic Experiencers were the top three visiting in January 2021.

January 2021 Visits by EQ Type

- New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).

*All Percentages relate to an increase or decrease in Canadian Visits when comparing January 2019, 2020 to January 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100
FEBRUARY 2021: CANADA/ALBERTA VISITATION TO THE THOMPSON OKANAGAN
THOMPSON OKANAGAN REGION

Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families, and New Country were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in February 2019.
- Modern Suburbia, Country & Western and All-Terrain Families were the top visiting PRIZM Segments in February 2021.
  - Country & Western ranked 2nd in 2021 and 5th in 2019.
- Free Spirits, Rejuvenators and No Hassle Travellers were the top three EQ Traveller Types visiting in February 2019.
- Rejuvenators, Free Spirits and Authentic Experiencers were the top three visiting in February 2021.

February 2019 AB Visits to the Thompson Okanagan by PRIZM Segment

Visits by PRIZM Segment
Of the 67 PRIZM Segments identified in Canada:
- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).

February 2021 AB Visits to the Thompson Okanagan by PRIZM Segment

Visits by PRIZM Segment
Of the 67 PRIZM Segments identified in Canada:
- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- New Country, Country & Western, All-Terrain Families rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).

February 2019 Visits by EQ Type

- Free Spirits
- Rejuvenators
- No Hassle Travellers
- Authentic Experiencers
- Cultural Explorers
- Personal History Explorers
- Cultural History Buffs

February 2021 Visits by EQ Type

- Free Spirits
- Rejuvenators
- No Hassle Travellers
- Authentic Experiencers
- Cultural Explorers
- Personal History Explorers
- Cultural History Buffs

*All Percentages relate to an increase or decrease in Canadian Visits when comparing February 2019, 2020 to February 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
March 2021: Canada/Alberta Visitation to the Thompson Okanagan

Overview

- Of the 67 PRIZM Segments identified in Canada – New Country, Modern Suburbia, and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in March 2019.
- Country & Western, New Country and Family Mode were the top visiting PRIZM Segments in March 2021.
  - Modern Suburbia ranked 2nd in March 2019 and 5th in 2021.
  - Middle-Class Mosaic ranked 3rd in March 2019 and did not rank in the top 10 PRIZM Segments in 2021.
  - Country & Western ranked 1st in March 2021 and 5th in 2019.
  - Family Mode ranked 3rd in 2021 and 7th in 2019.
- Rejuvenators, Authentic Experiencers and Free Spirits were the top three EQ Traveller Types in March 2019 and 2021.

Visits by PRIZM Segment

- Of the 67 PRIZM Segments identified in Canada:
  - New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
  - Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
  - Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).

Visits by PRIZM Segment

- Of the 67 PRIZM Segments identified in Canada:
  - Country & Western rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
  - New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).
  - Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).

March 2021 Visits by EQ Type

- Rejuvenators, Authentic Experiencers and Free Spirits were the top three EQ Traveller Types in March 2019 and 2021.

March 2021 Visits by EQ Type

- Rejuvenators, Authentic Experiencers and Free Spirits were the top three EQ Traveller Types in March 2019 and 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100

*All Percentages relate to an increase or decrease in Canadian Visits when comparing March 2019, 2020 to March 2021.
### Overview

- Of the 67 PRIZM Segments identified in Canada, All-Terrain Families, Modern Suburbia, and Middle-Class Mosaic were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in April 2019.
- All-Terrain Families, Country & Western, and New Country were the top visiting PRIZM Segments in April 2021.
  - Middle-Class Mosaic ranked 3rd in April 2019 and did not rank in the Top 10 PRIZM Segments in 2021.
  - Country & Western ranked 2nd in April 2021 and 8th in 2019.
- Rejuvenators, Free Spirits, and Authentic Experiencers were the top three EQ Traveller Types in April 2019 and 2021.

### April 2019 Visits to the Thompson Okanagan by PRIZM Segment

<table>
<thead>
<tr>
<th>PRIZM Segment</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-Terrain Families</td>
<td>83,825</td>
</tr>
<tr>
<td>Modern Suburbia</td>
<td>125,524</td>
</tr>
<tr>
<td>Middle-Class Mosaic</td>
<td>81,299</td>
</tr>
<tr>
<td>Mid-City Mellow</td>
<td></td>
</tr>
<tr>
<td>New Country</td>
<td></td>
</tr>
<tr>
<td>Family Mode</td>
<td></td>
</tr>
<tr>
<td>Suburban Sports</td>
<td></td>
</tr>
<tr>
<td>Country &amp; Western</td>
<td></td>
</tr>
<tr>
<td>Multicultural Corners</td>
<td></td>
</tr>
<tr>
<td>Friends &amp; Roomies</td>
<td></td>
</tr>
</tbody>
</table>

### April 2021 Visits to the Thompson Okanagan by PRIZM Segment

<table>
<thead>
<tr>
<th>PRIZM Segment</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-Terrain Families</td>
<td></td>
</tr>
<tr>
<td>Country &amp; Western</td>
<td></td>
</tr>
<tr>
<td>New Country</td>
<td></td>
</tr>
<tr>
<td>Family Mode</td>
<td></td>
</tr>
<tr>
<td>Suburban Sports</td>
<td></td>
</tr>
<tr>
<td>Modern Suburbia</td>
<td></td>
</tr>
<tr>
<td>Kick-Back Country</td>
<td></td>
</tr>
<tr>
<td>First-Class Families</td>
<td></td>
</tr>
<tr>
<td>Turbo Burbs</td>
<td></td>
</tr>
<tr>
<td>Agri-Biz</td>
<td></td>
</tr>
</tbody>
</table>

### April 2019 Visits by EQ Type

<table>
<thead>
<tr>
<th>EQ Type</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Spirits</td>
<td></td>
</tr>
<tr>
<td>Authentic Experiencers</td>
<td></td>
</tr>
<tr>
<td>Rejuvenators</td>
<td></td>
</tr>
<tr>
<td>No Hobby Traveller</td>
<td></td>
</tr>
<tr>
<td>Global Explorers</td>
<td></td>
</tr>
<tr>
<td>Cultural Explorers</td>
<td></td>
</tr>
<tr>
<td>Virtual Travellers</td>
<td></td>
</tr>
<tr>
<td>Personal History Explorers</td>
<td></td>
</tr>
<tr>
<td>Cultural History Buffs</td>
<td></td>
</tr>
</tbody>
</table>

### April 2021 Visits by EQ Type

<table>
<thead>
<tr>
<th>EQ Type</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rejuvenators</td>
<td></td>
</tr>
<tr>
<td>Free Spirits</td>
<td></td>
</tr>
<tr>
<td>Authentic Experiencers</td>
<td></td>
</tr>
<tr>
<td>No Hobby Traveller</td>
<td></td>
</tr>
<tr>
<td>Global Explorers</td>
<td></td>
</tr>
<tr>
<td>Cultural Explorers</td>
<td></td>
</tr>
<tr>
<td>Virtual Travellers</td>
<td></td>
</tr>
<tr>
<td>Personal History Explorers</td>
<td></td>
</tr>
<tr>
<td>Cultural History Buffs</td>
<td></td>
</tr>
</tbody>
</table>
MAY 2021: CANADA/ALBERTA VISITATION TO THE THOMPSON OKANAGAN

THOMPSON OKANAGAN REGION

Overview

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

- Country & Western, All-Terrain Families and New Country were the top visiting PRIZM Segments in May 2021.
  - New Country ranked 3rd in May 2021 and did not rank in the top 10 PRIZM Segments in May 2019.

- Authentic Experiencers, Free Spirits and No Hassle Travellers were the top three EQ Traveller Types visiting in May 2019.

- Rejuvenators, Free Spirits and Authentic Experiencers were the top three EQ Traveller Types visiting in May 2021.

Visits by PRIZM Segment

May 2019 AB Visits to the Thompson Okanagan by PRIZM Segment

- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).

Visits by PRIZM Segment

May 2021 AB Visits to the Thompson Okanagan by PRIZM Segment

- Country & Western rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- New Country rank 5th, making up 70,280 households, or 4.3% of the total Households in Alberta (1,641,221).

May 2019 Visits by EQ Type

Visits by EQ Type

May 2021 Visits by EQ Type

*All Percentages relate to an increase or decrease in Canadian Visits when comparing May 2019, 2020 to May 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.

Note: All counts have been rounded to the nearest 100
JUNE 2021: CANADA/ALBERTA VISITATION TO THE THOMPSON OKANAGAN
THOMPSON OKANAGAN REGION

Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Middle-Class Mosaic and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in June 2019.
- Modern Suburbia, Country & Western and All-Terrain Families were the top visiting PRIZM Segments in June 2021.
  - Middle-Class Mosaic ranked 2nd in June 2019 and 8th in 2021.
  - Country & Western ranked 2nd in 2021 and 8th in 2019.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Types visiting in June 2019.
- Authentic Experiencers, Rejuvenators and Free Spirits were the top three in June 2021.

June 2019 AB Visits to the Thompson Okanagan by PRIZM Segment

- Modern Suburbia ranked 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic ranked 2nd, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).
- All-Terrain Families ranked 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

June 2021 AB Visits to the Thompson Okanagan by PRIZM Segment

- Modern Suburbia ranked 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Country & Western ranked 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- All-Terrain Families ranked 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

June 2020 AB Visits to the Thompson Okanagan by PRIZM Segment

- Modern Suburbia ranked 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Country & Western ranked 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- All-Terrain Families ranked 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

June 2019 Visits by EQ Type

- All Percentages relate to an increase or decrease in Canadian Visits when comparing June 2019, 2020 to June 2021.
- A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
- Note: All counts have been rounded to the nearest 100
Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in July 2019.
- Modern Suburbia, All-Terrain Families and Multiculture-ish were the top three visiting in July 2021.
  - Family Mode ranked 3rd in July 2019 and 5th in 2021.
  - Multiculture-ish ranked 3rd in July 2021 and 5th in July 2019.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Types visiting in July 2019.
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three visiting in July 2021.

July 2019 AB Visits to the Thompson Okanagan by PRIZM Segment

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).

July 2021 AB Visits to the Thompson Okanagan by PRIZM Segment

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Family Mode rank 14th, making up 44,496 households, or 2.7% of the total Households in Alberta (1,641,221).

July 2019 Visits by EQ Type

- Free Spirits: 25%
- Authentic Experiencers: 20%
- No Hassle Travellers: 15%
- Virtual Travellers: 10%
- Gentle Explorers: 5%
- Cultural Explorers: 0%
- Personal History Explorers: 0%
- Cultural History Buffs: 0%

July 2021 Visits by EQ Type

- Free Spirits: 25%
- Authentic Experiencers: 20%
- No Hassle Travellers: 15%
- Virtual Travellers: 10%
- Gentle Explorers: 5%
- Cultural Explorers: 0%
- Personal History Explorers: 0%
- Cultural History Buffs: 0%
August 2021 AB Visits to the Thompson Okanagan by PRIZM Segment

Visits by PRIZM Segment
Of the 67 PRIZM Segments identified in Canada:
- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
- Family Mode rank 8th, making up 62,772 households, or 3.8% of the total Households in Alberta (1,641,221).

Visits by EQ Type
- Modern Suburbia
- All-Terrain Families
- Family Mode
- Middle-Class Mosaic
- Multicultural Corners
- Multiculture-ish
- Mid-City Mellow
- Mature & Secure
- First-Class Families
- Suburban Sports

August 2019 Visits by EQ Type
- Free Spirits
- Authentic Experiencers
- Rejuvenators
- No Hassle Traveller
- Virtual Travellers
- Gentle Explorers
- Cultural Explorers
- Personal History Explorers
- Cultural History Buffs

August 2021 Visits by EQ Type
- Free Spirits
- Authentic Experiencers
- Rejuvenators
- No Hassle Traveller
- Virtual Travellers
- Gentle Explorers
- Cultural Explorers
- Personal History Explorers
- Cultural History Buffs

Overview
- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, All-Terrain Families and Family Mode were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in August 2019 and 2021.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Types visiting in August 2019.
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three visiting in August 2021.

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
SEPTEMBER 2021: CANADA/ALBERTA VISITATION TO THE THOMPSON OKANAGAN
THOMPSON OKANAGAN REGION

Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Middle-Class Mosaic and All-Terrain Families were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in September 2019.
- Modern Suburbia, All-Terrain Families and Country & Western were the top three during September 2021.
- Free Spirits, Authentic Experiencers and No Hassle Travellers were the top three EQ Types visiting in September 2019.
- Free Spirits, Rejuvenators and Authentic Experiencers were the top three visiting in September 2021.

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).
- All-Terrain Families rank 3rd, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).

Visits by EQ Type

September 2019 Visits by EQ Type

- Free Spirits 25%
- Authentic Experiencers 20%
- No Hassle Travellers 15%
- Rejuvenators 10%
- Virtual Travellers 5%
- Cultural Explorers 0%
- Personal History Explorers 0%
- Cultural History Buffs 0%

September 2021 Visits by EQ Type

- Free Spirits 20%
- Authentic Experiencers 15%
- No Hassle Travellers 10%
- Rejuvenators 5%
- Virtual Travellers 0%
- Cultural Explorers 0%
- Personal History Explorers 0%
- Cultural History Buffs 0%

Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
OCTOBER 2021: CANADA/ALBERTA VISITATION TO THE THOMPSON OKANAGAN
THOMPSON OKANAGAN REGION

Overview

- Of the 67 PRIZM Segments identified in Canada – Modern Suburbia, Middle-Class Mosaic and Country & Western were the top visiting PRIZM Segments from Alberta, travelling to the Thompson Okanagan in October 2019.
- Modern Suburbia, All-Terrain Families and Country & Western were the top three during October 2021.  
  - Modern Suburbia ranked 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
  - All-Terrain Families ranked 2nd in 2021 and 6th in 2019, making up 83,825 households, or 5% of the total Households in Alberta (1,641,221).
  - Country & Western rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).
- Free Spirits, Authentic Experiencers and Rejuvenators were the top three EQ Types visiting in October 2019 and 2021.

Visits by PRIZM Segment

Of the 67 PRIZM Segments identified in Canada:

- Modern Suburbia rank 1st, making up 125,524 households, or 8% of the total Households in Alberta (1,641,221).
- Middle-Class Mosaic rank 4th, making up 81,299 households, or 5% of the total Households in Alberta (1,641,221).
- Country & Western rank 6th, making up 66,998 households, or 4% of the total Households in Alberta (1,641,221).

Visits by EQ Type

October 2019 Visits by EQ Type

- Free Spirits, Rejuvenators, Gentle Explorers, Virtual Travellers, Cultural Explorers, Cultural History Buffs, Personal History Explorers

October 2021 Visits by EQ Type

- Free Spirits, Rejuvenators, Gentle Explorers, Virtual Travellers, Cultural Explorers, Cultural History Buffs, Personal History Explorers

*All Percentages relate to an increase or decrease in Canadian Visits when comparing October 2019, 2020 to October 2021.
Note: A Visitor is defined as someone who travels 60+ km from their point of origin. Trips may be counted more than once due to repeat visitation.
Note: All counts have been rounded to the nearest 100
CONTACT US

Kelly Galaski
Managing Director, Symphony Tourism Services

Email: kelly@totabc.com
Phone: 778.721.5448
WEB: https://www.symphonytourismservices.com/