

Silver Star VisitorView Highlights | 2024

Canada, British Columbia & Alberta

2024 Data Vintage - March, 2025

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Purpose

- VisitorView Canada provides insights the tourism industry needs to understand who is visiting our regions so they can plan strategically how and what visitors to attract.
- VisitorView also allows us to identify the best regions and neighbourhoods in Canada to prospect for new visitors by using the PRIZM Segmentation System to optimize experience development and marketing.
- Research commenced with the **British Columbia Market** as the top priority followed by the **Alberta Market**.
- This report focuses on visitor analysis to **Silver Star** from January 2024 to December 2024.



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.
- VisitorView produces neighbourhood-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.
- VisitorView is based on anonymized, consent-based mobile location data. Monthly, quarterly and annual estimate data is available starting with January 2020 to allow for analysis of historical trends.
- Environics is certified **Privacy By Design**. These certifications provide certainty that privacy considerations are embedded into every aspect of products and services.

Methodology

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





Canada Insights

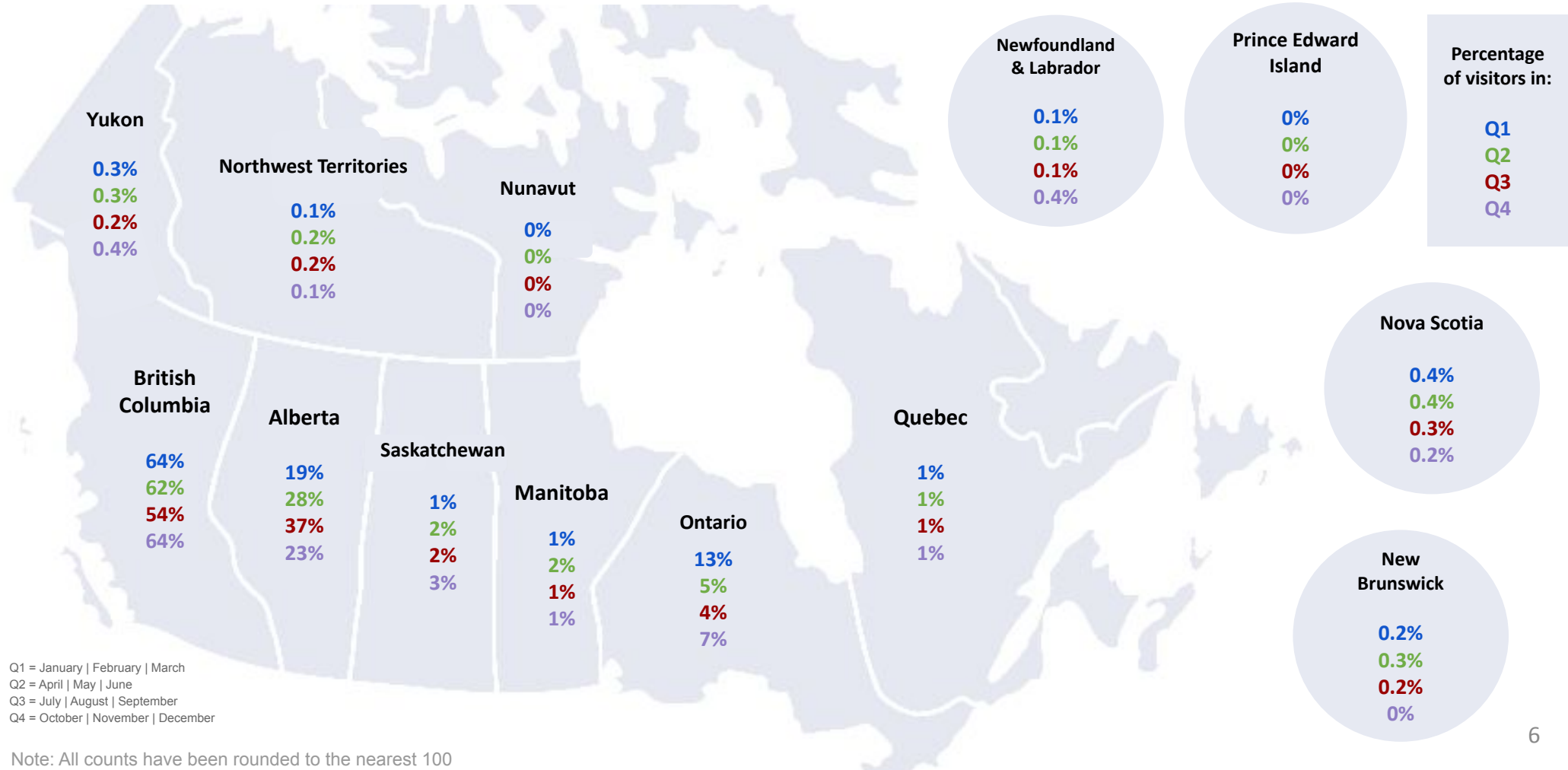
Domestic Visitors by Quarter

Overview

During Q1 2024 Silver Star saw an estimated **26,100** domestic visitors, in Q2 **17,700** visitors, in Q3 **30,300** visitors and in Q4 **15,800** visitors.

- **British Columbia** saw the most visitation in Q1 and Q4
- **Alberta** saw the most visitation in Q3
- **Ontario** saw the most visitation in Q1

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



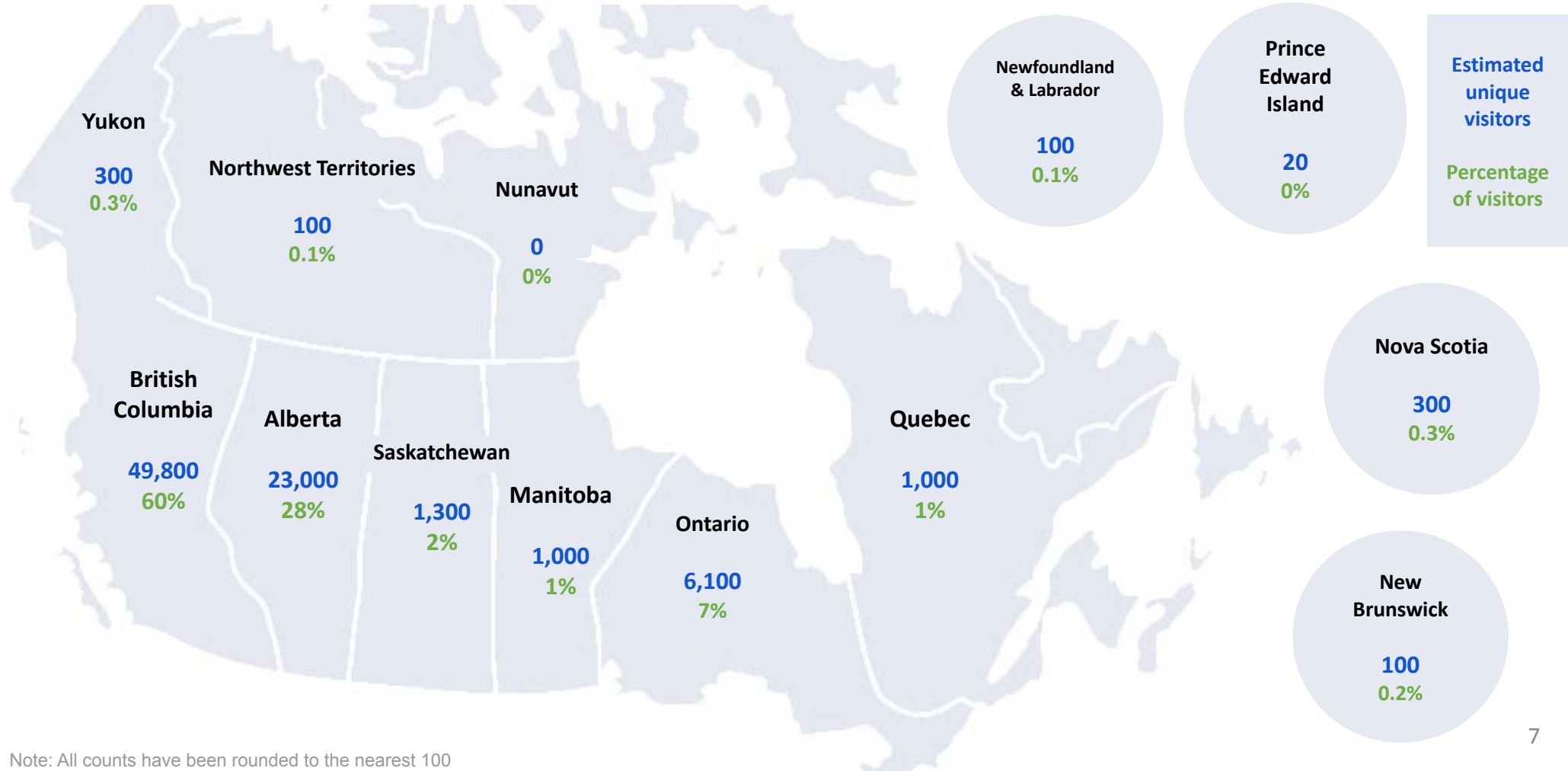
Domestic Visitors by Year

Overview

During 2024 Silver Star saw an estimate of **83,100** domestic unique visitors who took **102,000** trips and stayed **291,500** nights.

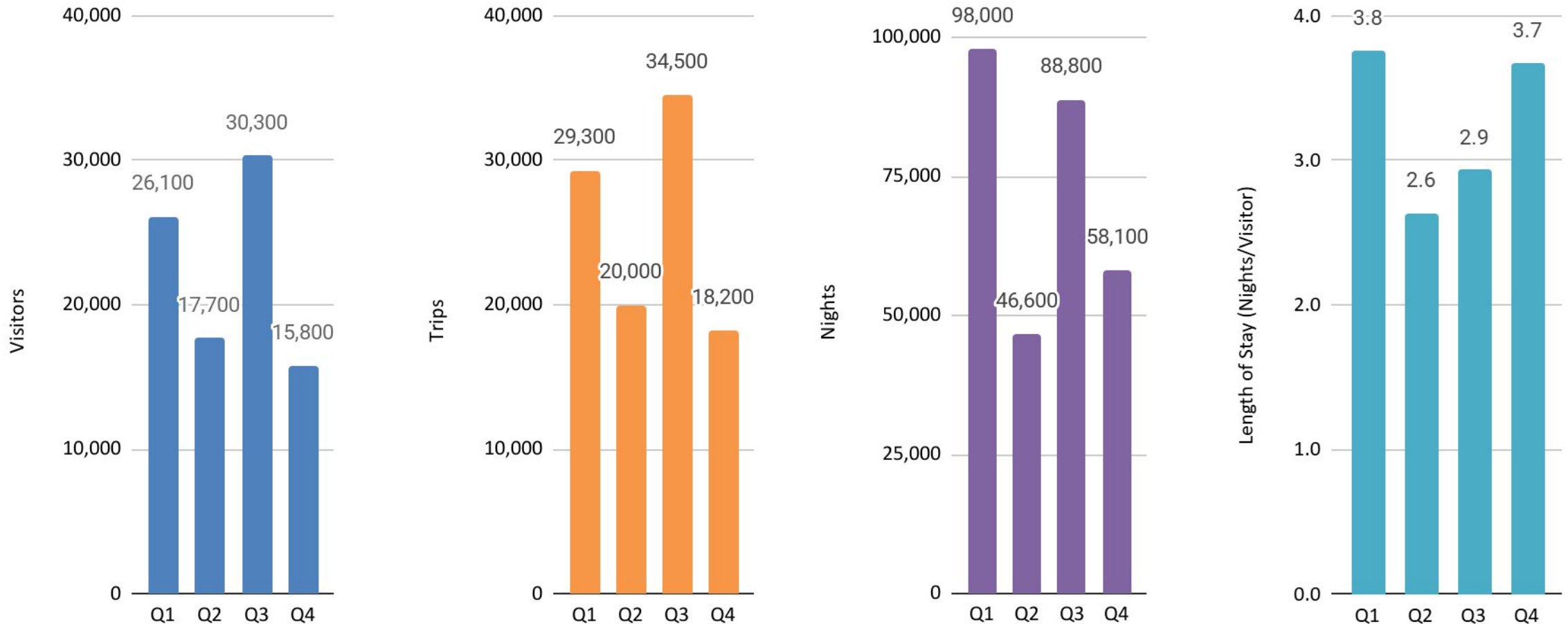
Majority of visitors were from **British Columbia**, followed by **Alberta** and **Ontario**.

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



Silver Star Visitation

Domestic Travellers to Silver Star By Quarter in 2024



Note: All counts have been rounded to the nearest 100

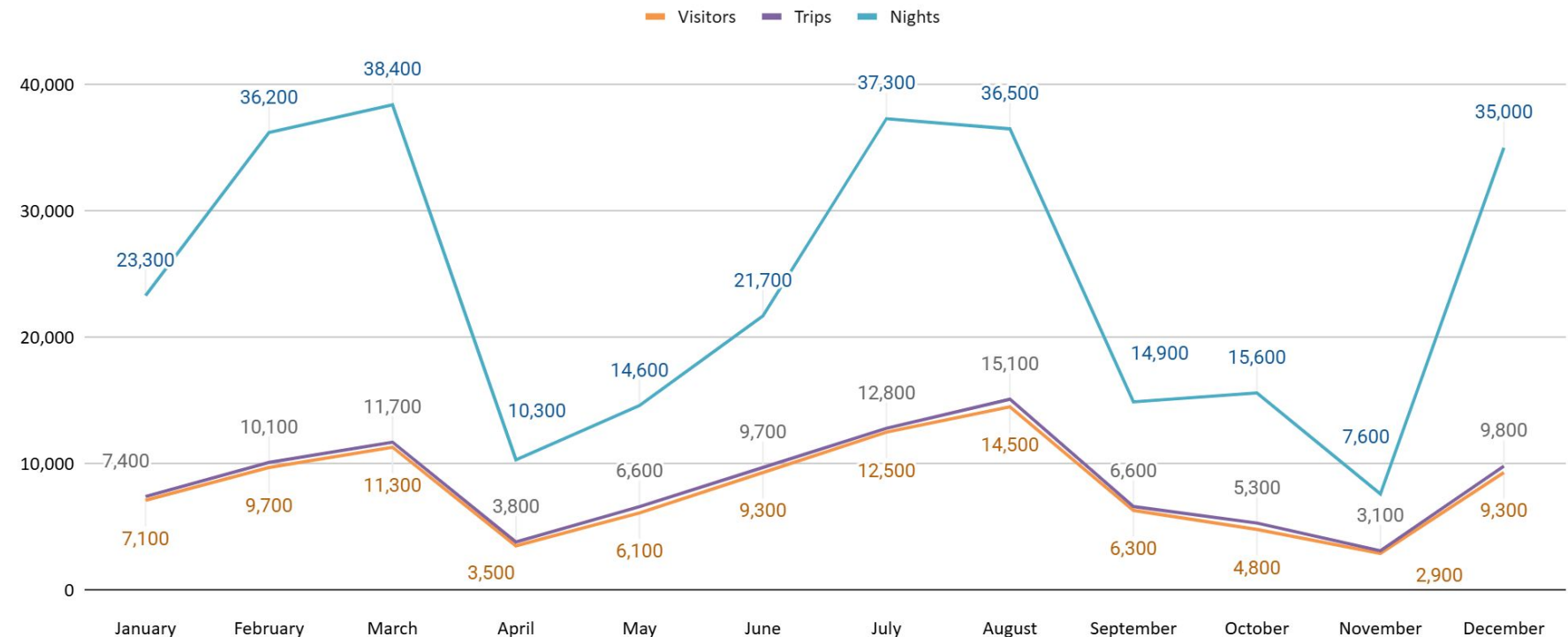
Canadian Visitation

Canadian Visitors, Trips and Nights Travelling to Silver Star by Month

There are significant nights stayed spikes in March, July, August, and December, with noticeable dips in April and November.

This pattern suggests that visitors tend to stay longer during holiday seasons.

The number of Visitors and Trips generally follows a similar pattern, but Trips are consistently higher than Visitors, suggesting that many visitors take multiple trips.



Visitor: A visitor is defined as someone who travels 60+km from their point of origin. A unique person that may take multiple trips.

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

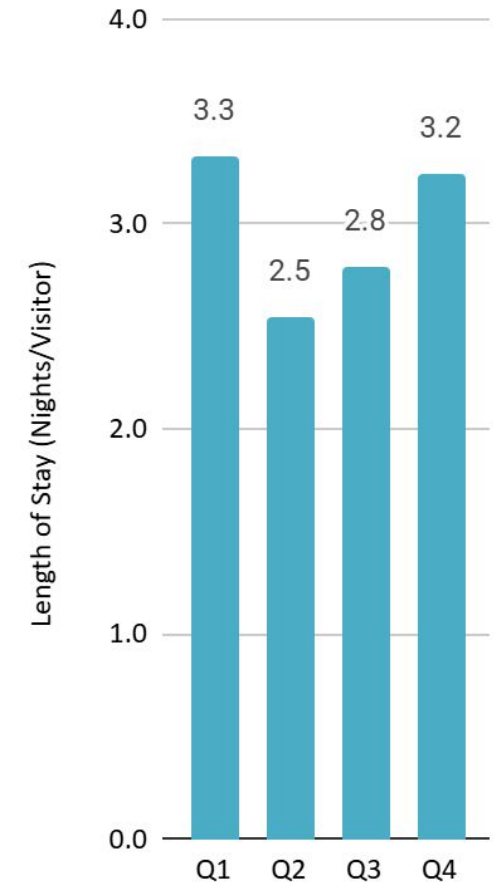
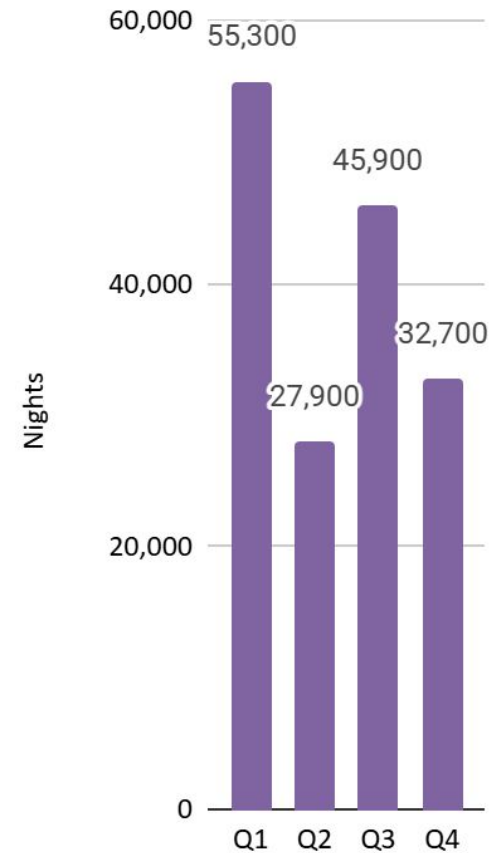
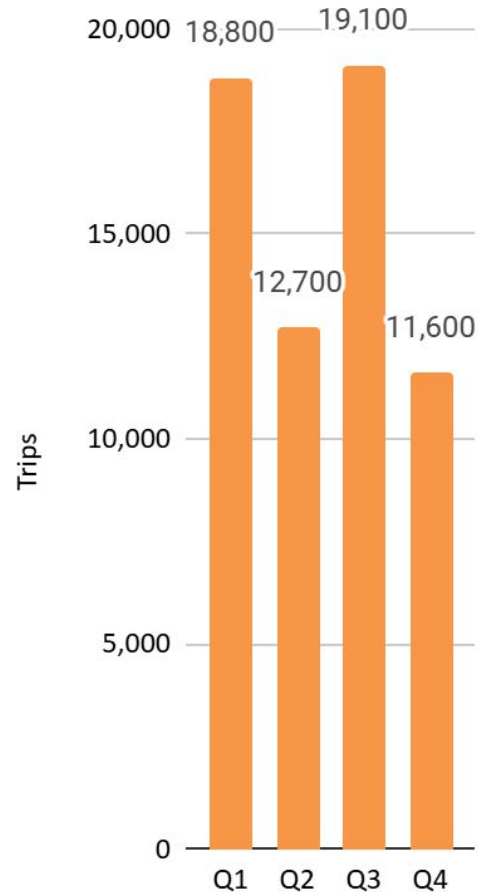
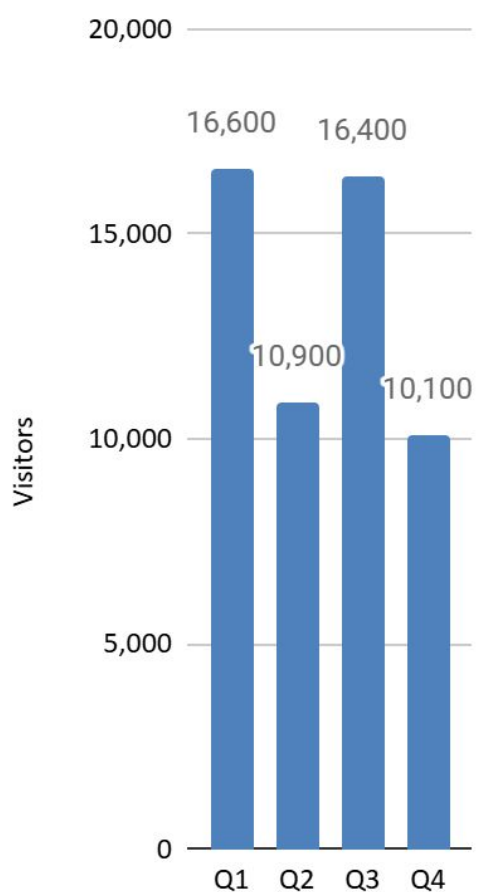
Nights Stayed: Is defined as the count of unique nights a domestic visitor was observed in the destination over the time period (between 6:00pm – 8:00am the following day)

A photograph of two hikers on a dirt trail in a dense forest. The hiker in the foreground is a woman wearing a yellow jacket, a tan cap, and a backpack, using trekking poles. The hiker behind her is a man in a dark jacket and red pants. The forest is filled with tall evergreen trees, and the scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text 'British Columbia Insights' is overlaid in white at the bottom.

British Columbia Insights

Silver Star Visitation

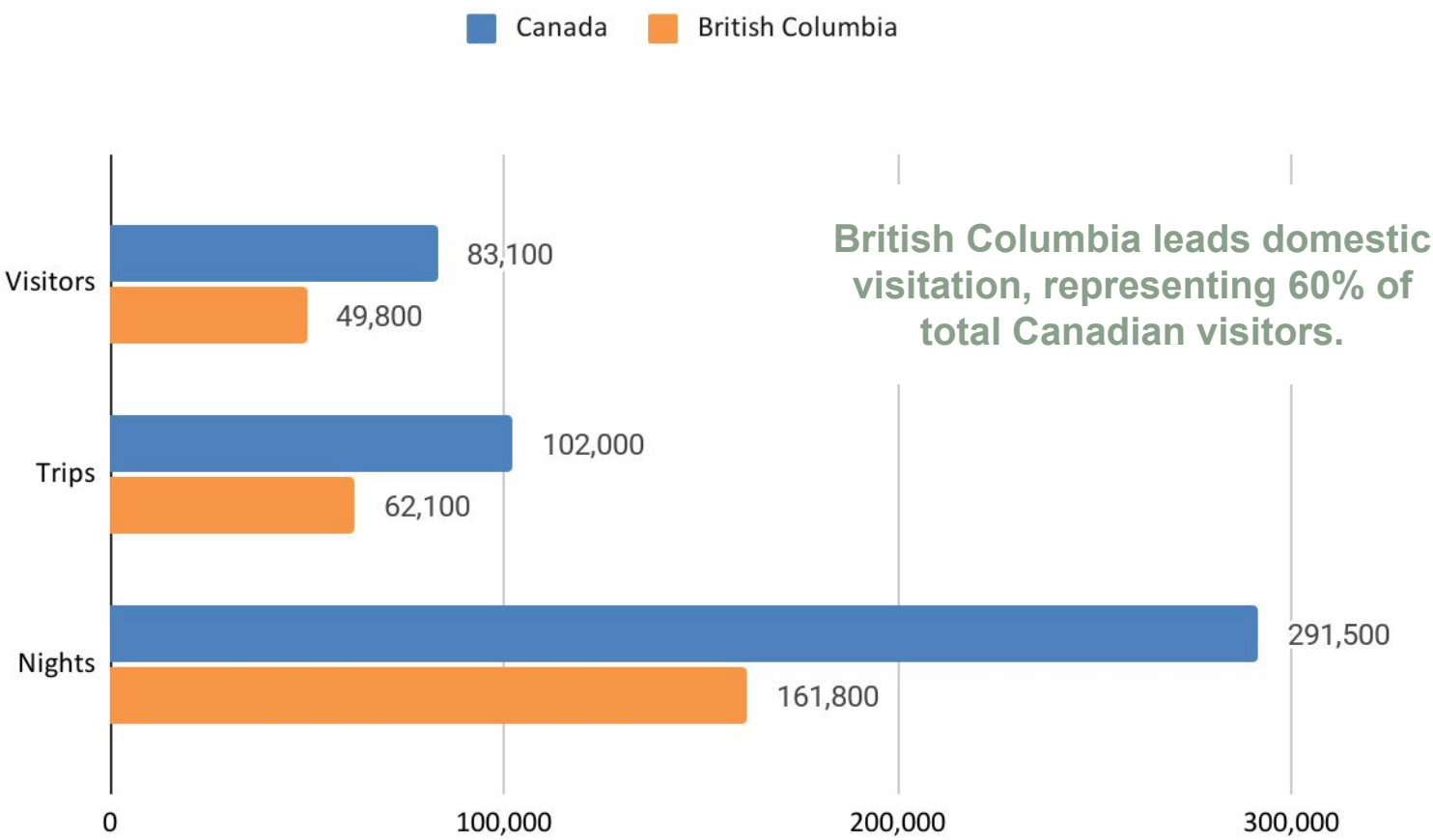
BC Residents Travelling to Silver Star By Quarter in 2024



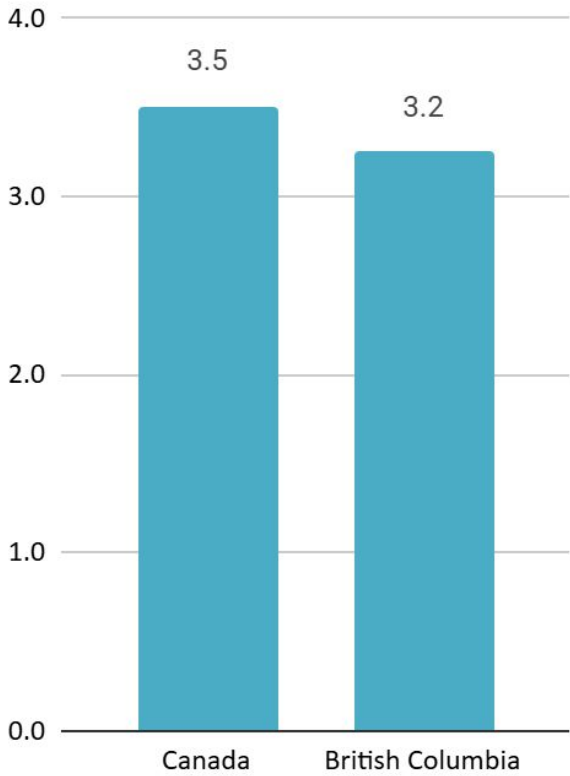
Note: All counts have been rounded to the nearest 100

Silver Star Visitation

BC Residents Travelling to Silver Star vs Canada in 2024



Average Length Of Stay



Note: All counts have been rounded to the nearest 100

BC Visitors To Silver Star By Quarter

Number of Visitors To Silver Star By Top Origin Cities in 2024



City	Q1 Visitor Count	City	Q2 Visitor Count	City	Q3 Visitor Count	City	Q4 Visitor Count
Vancouver	2,100	Surrey	1,100	Surrey	1,600	Vancouver	1,500
Surrey	1,200	Vancouver	1,100	Vancouver	1,300	Surrey	800
Kamloops	900	Kamloops	800	Kamloops	900	Kamloops	600
Kelowna	700	Burnaby	400	Burnaby	500	Kelowna	400
Langley	600	Prince George	400	Richmond	500	Langley	300
Abbotsford	500	Langley	300	Prince George	500	Penticton	300
Burnaby	500	Richmond	300	Langley	500	Burnaby	300
Richmond	400	Abbotsford	300	Penticton	500	Prince George	200
North Vancouver	400	Coquitlam	300	Kelowna	500	Maple Ridge	200
Coquitlam	400	Chilliwack	300	Coquitlam	400	North Vancouver	200

Note: All counts have been rounded to the nearest 100

BC Visitors To Silver Star By Year

Number of Visitors To Silver Star By Top Origin Cities in 2024

City	2024 Visitor Count
Vancouver	5,600
Surrey	4,300
Kamloops	3,000
Kelowna	1,,700
Burnaby	1,600
Langley	1,500
Richmond	1,400
Abbotsford	1,300
Prince George	1,300
Coquitlam	1,200

City	2024 Visitor Count
Penticton	1,200
Maple Ridge	1,100
North Vancouver	1,100
Delta	900
Chilliwack	900
Saanich	900
New Westminster	700
Port Coquitlam	600
Victoria	600
North Vancouver	600

British Columbia Visitation

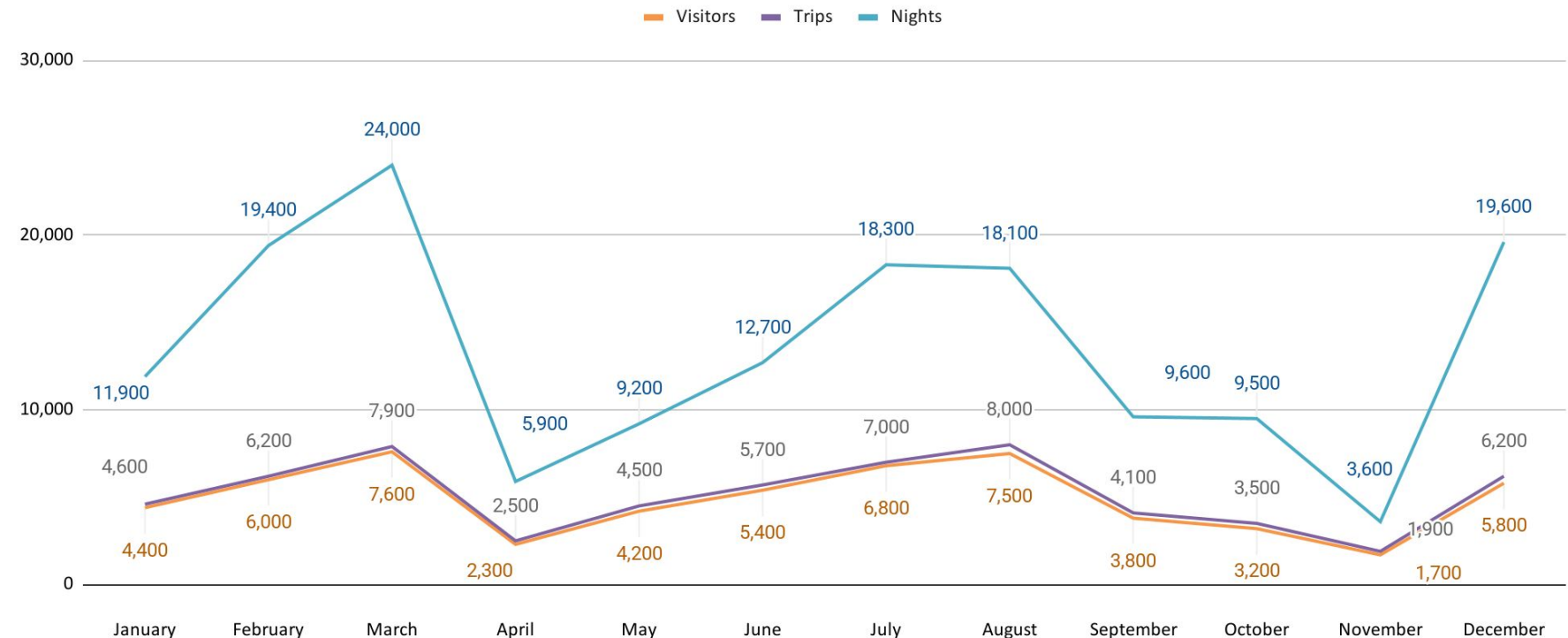
BC Visitors, Trips and Nights Travelling To Silver Star By Month

March and December show the highest number of nights spent (24,000 and 19,600, respectively).

In April, the number of nights drops significantly to just 5,900.

March, July, and December show significantly higher nights per trip, indicating that travellers tend to stay longer during these months.

Conversely, months like April and November have a steep drop in nights spent, suggesting short stays possibly due to post-holiday travel.

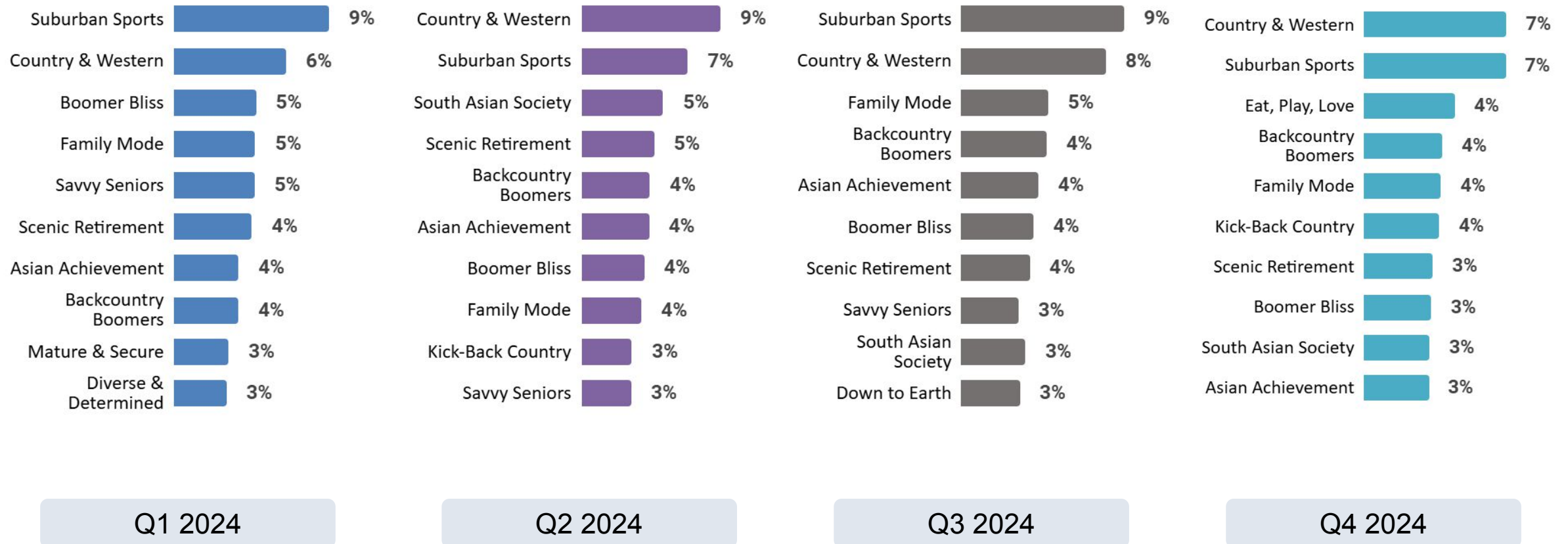


Visitor: A visitor is defined as someone who travels 60+km from their point of origin. A unique person that may take multiple trips.

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)

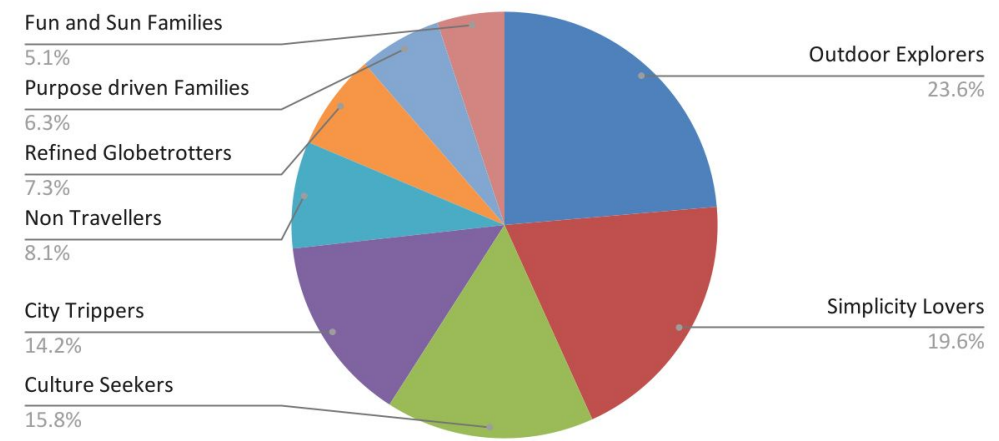
Quarterly BC Visitors PRIZM Segment



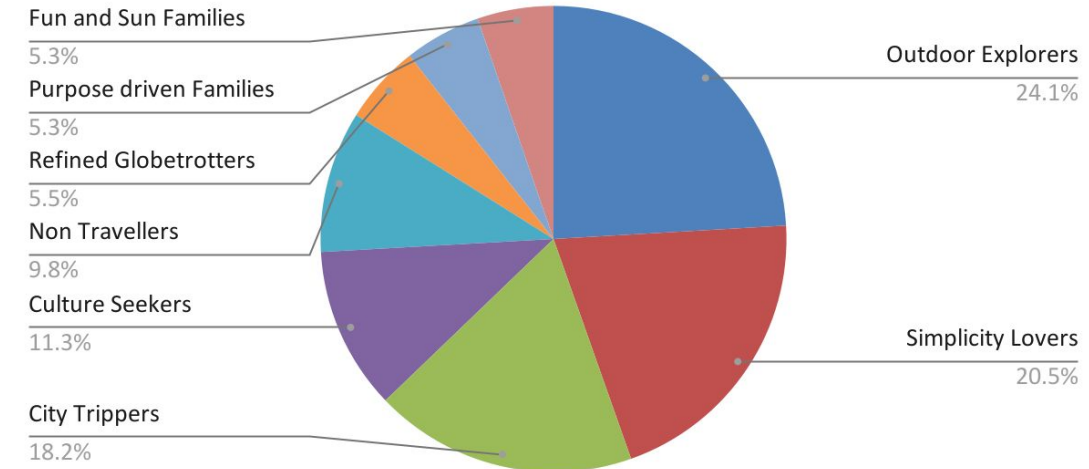
Quarterly BC Visitors by Traveller Segmentation Program Type



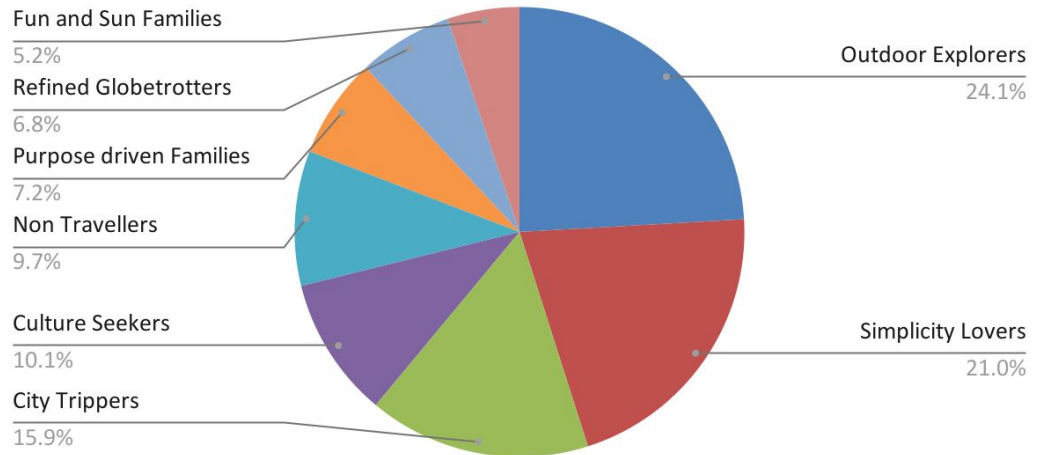
Q1 2024



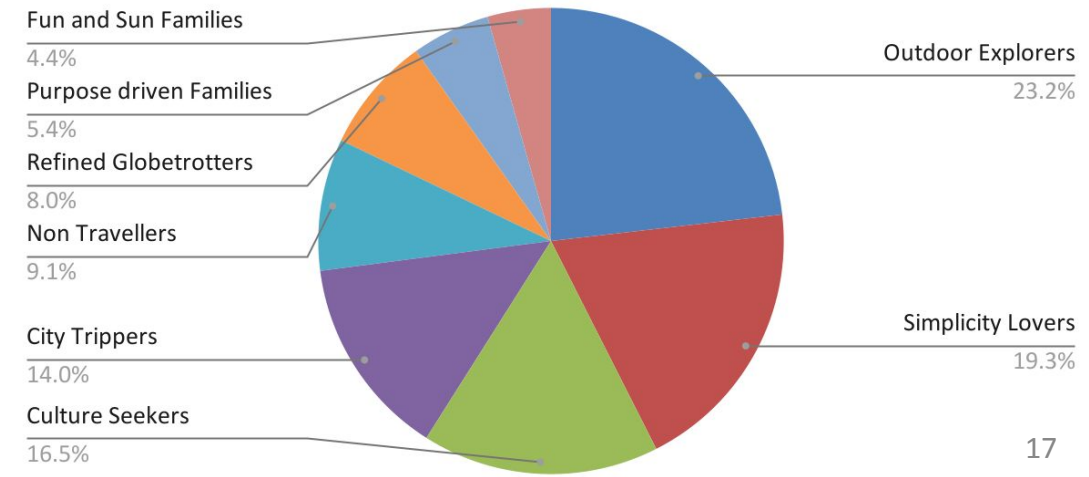
Q3 2024



Q2 2024



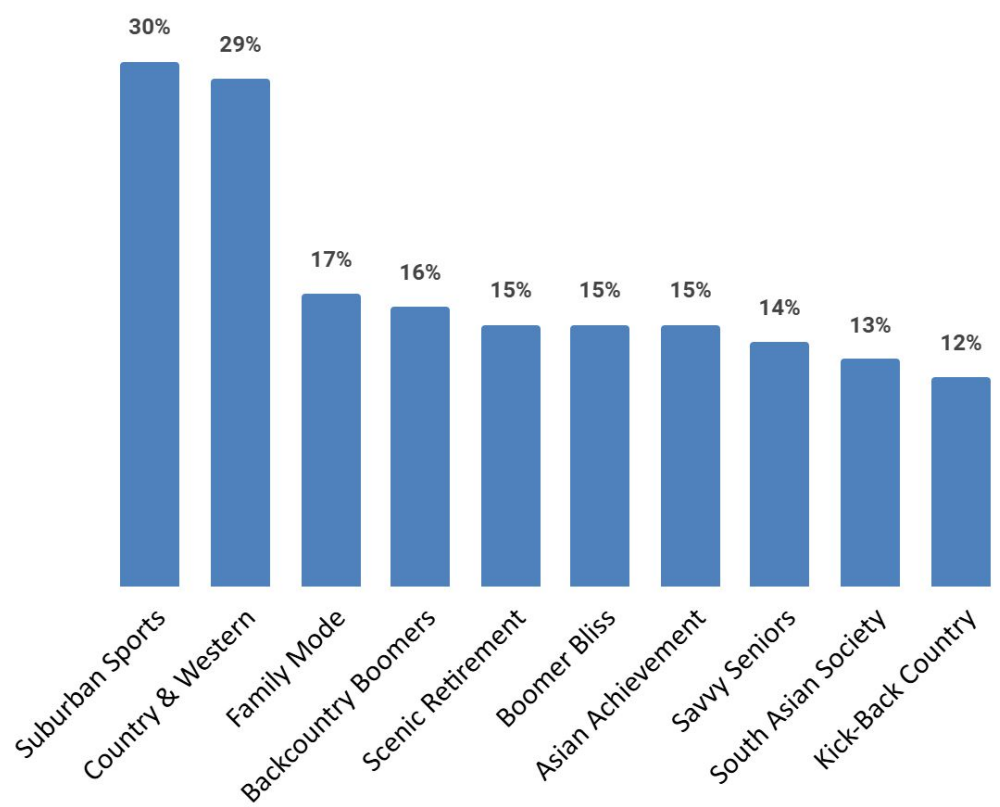
Q4 2024



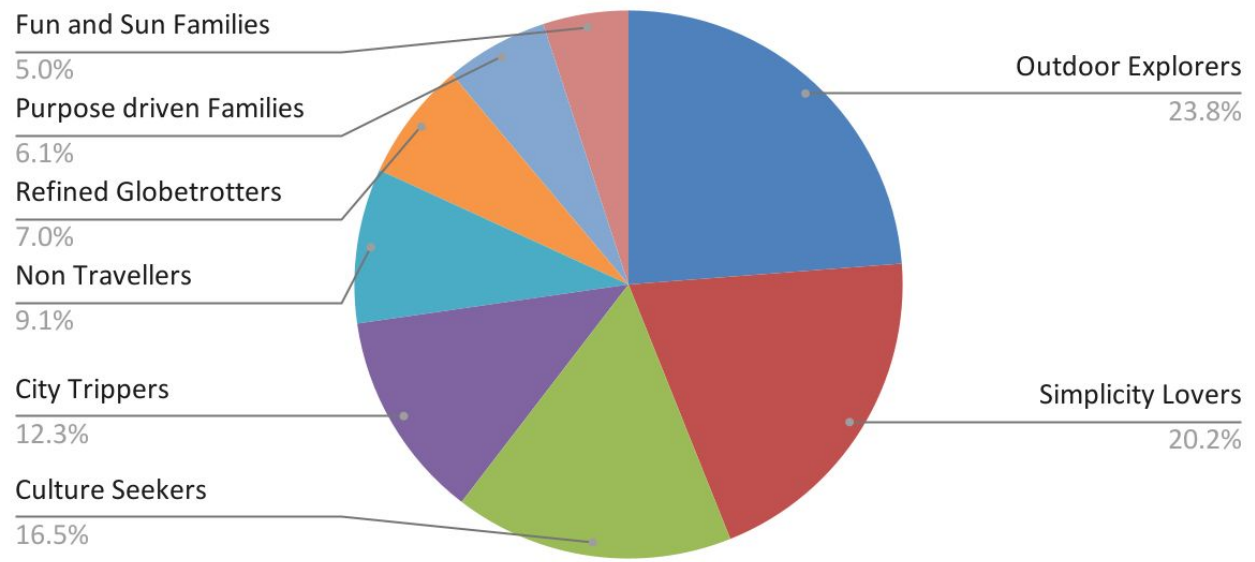
Yearly 2024 BC Visitors by PRIZM & Traveller Segmentation Program Type



BC Visitors by PRIZM Segment



BC Traveller Segmentation Program Type





BC Top PRIZM Segment Summaries

BC Suburban Sports 2024 PRIZM Segment

Median Maintainer Age

52

Index: 97

Marital Status



59.8%

Index: 106

Married/Common-Law

Family Status



45.1%

Index: 114

Couples With Children At Home

Average Household Income



\$142,430

Index: 112

Top Activities

Ice skating



25.6%

Index: 116

Power boating/Jet skiing



13.1%

Index: 114

ATV/snowmobiling



10.5%

Index: 111

Fishing/hunting



25.6%

Index: 111



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Technology Anxiety

People strong on this construct are intimidated and threatened by technological changes and express high concern regarding the ethical and moral dilemmas towards which science and technology is advancing.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

BC Country & Western 2024 PRIZM Segment

Median Maintainer Age

57

Index: 107

Marital Status



57.6%

Index: 102

Married/Common-Law

Family Status



50.9%

Index: 114

Couples Without Children At Home

Average Household Income



\$107,455

Index: 85

Top Activities

ATV/snowmobiling



16.8%

Index: 178

Fishing/hunting



30.6%

Index: 132

Gardening



65.6%

Index: 112

Camping



56.3%

Index: 106



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Brand Apathy

Giving little weight to the brand name of a product or service; a tendency to favour no brands in particular over others and being unwilling to pay a price premium for a brand.

BC Family Mode 2024 PRIZM Segment

Median Maintainer Age

51

Index: 95

Marital Status



63.9%

Index: 113

Married/Common-Law

Family Status



49.3%

Index: 125

Couples With Children At Home

Average Household Income



\$160,081

Index: 126

Top Activities

Camping



60.7%

Index: 114

Ice skating



24.5%

Index: 111

Playing video games



47.8%

Index: 109

Whale watching



12.4%

Index: 108



Descriptions | Top 3 Strong Values

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

BC Backcountry Boomers 2024 PRIZM Segment

Median Maintainer Age

64

Index: 119

Marital Status



61.0%

Index: 108

Married/Common-Law

Family Status



62.5%

Index: 140

Couples Without Children At Home

Average Household Income



\$101,892

Index: 80

Top Activities

ATV/snowmobiling



12.1%

Index: 129

Power boating/Jet skiing



13.8%

Index: 121

Fishing/hunting



27.3%

Index: 118

Gardening



66.6%

Index: 114



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Technology Anxiety

People strong on this construct are intimidated and threatened by technological changes and express high concern regarding the ethical and moral dilemmas towards which science and technology is advancing.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

BC Scenic Retirement 2024 PRIZM Segment

Median Maintainer Age

65

Index: 121

Marital Status



61.5%

Index: 109

Married/Common-Law

Family Status



61.3%

Index: 137

Couples Without Children At Home

Average Household Income



\$117,792

Index: 93

Top Activities

Power boating/Jet skiing



14.8%

Index: 129

Fishing/hunting



27.1%

Index: 117

Whale watching



13.3%

Index: 116

Gardening



65.2%

Index: 111



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Discriminating Consumerism

Tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by the consumer society, and to seek product information before making purchases.

National Pride

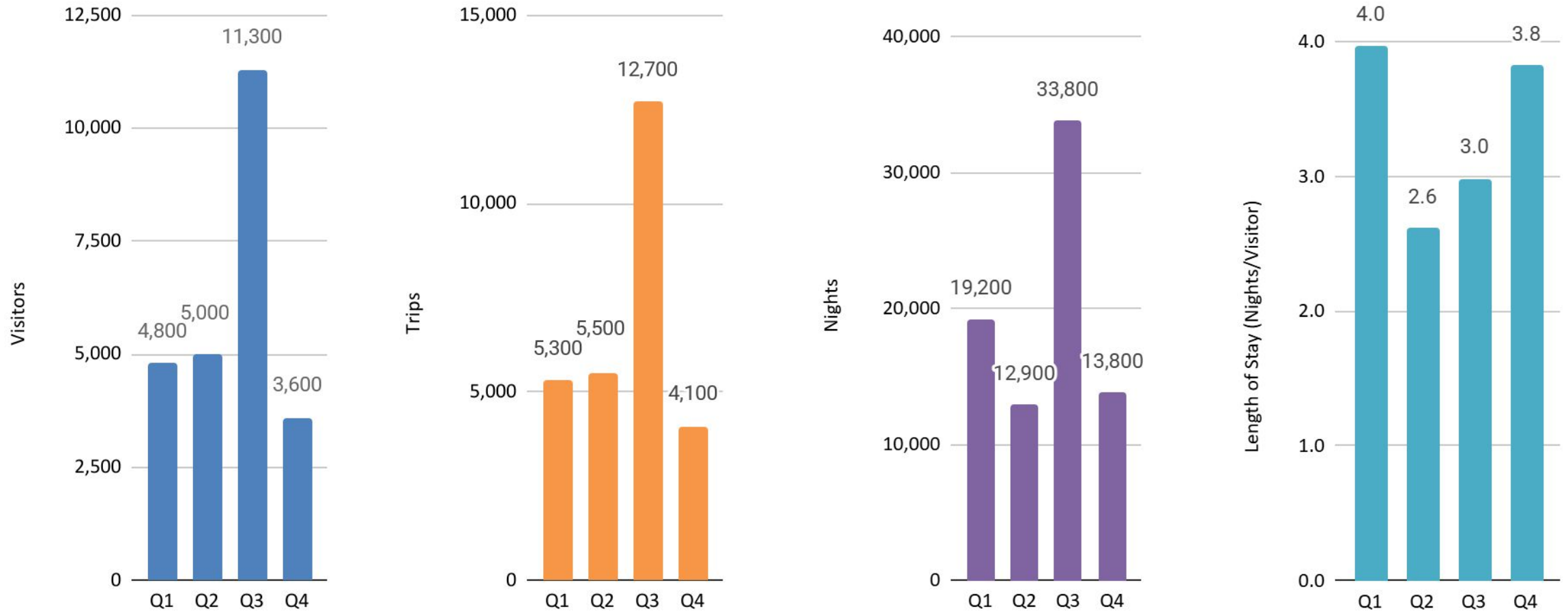
Defining one's identity through national pride and believing that Canada should hold a strong position in the world.

A photograph of two hikers on a dirt trail in a forest. The hiker in the foreground is a woman wearing a yellow jacket, a tan cap, and purple shorts, using trekking poles. The hiker behind her is a man in a dark jacket and red pants. The trail is surrounded by dense evergreen trees and undergrowth. The text 'Alberta Insights' is overlaid in white on the lower left.

Alberta Insights

Silver Star Visitation

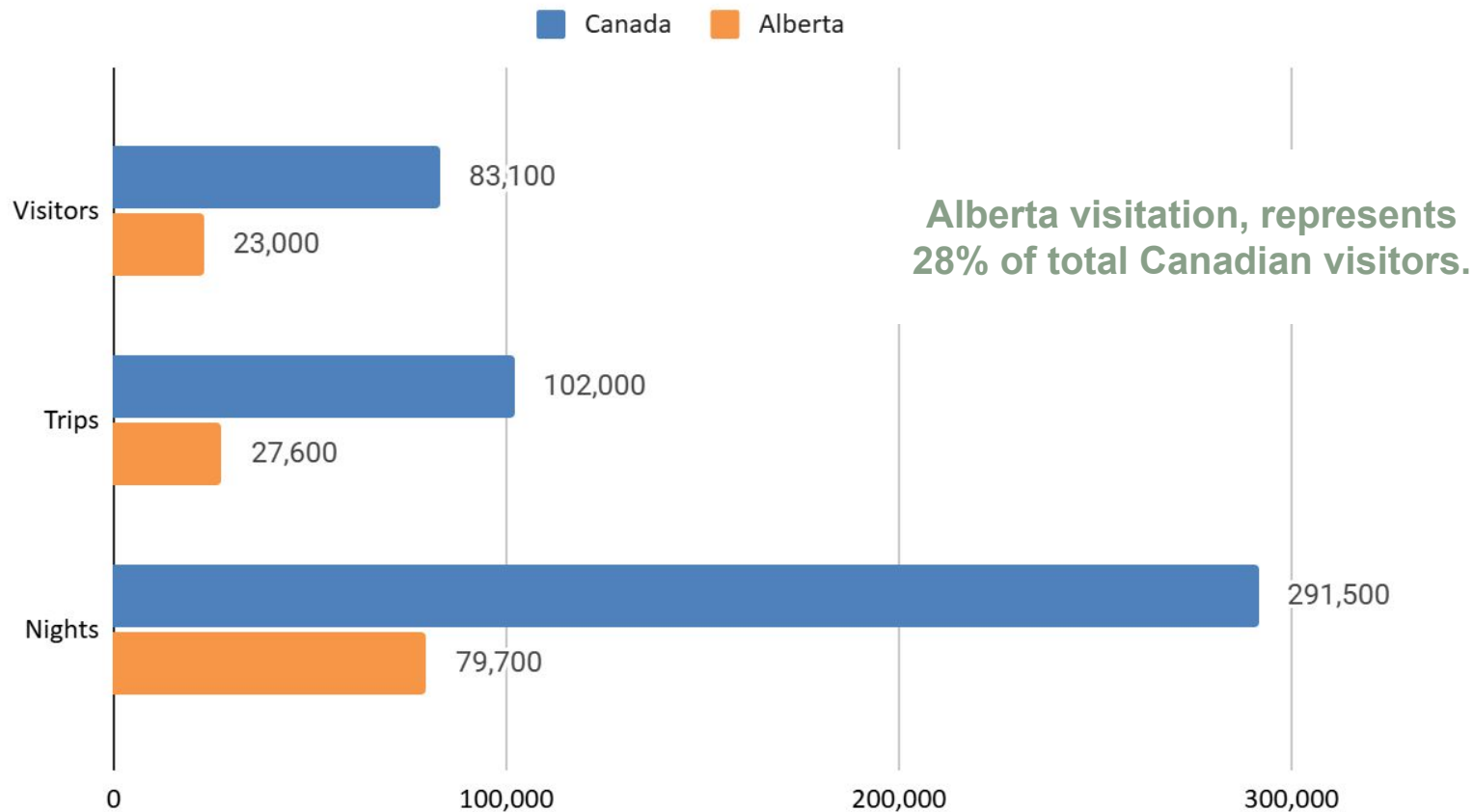
AB Residents Travelling to Silver Star By Quarter in 2024



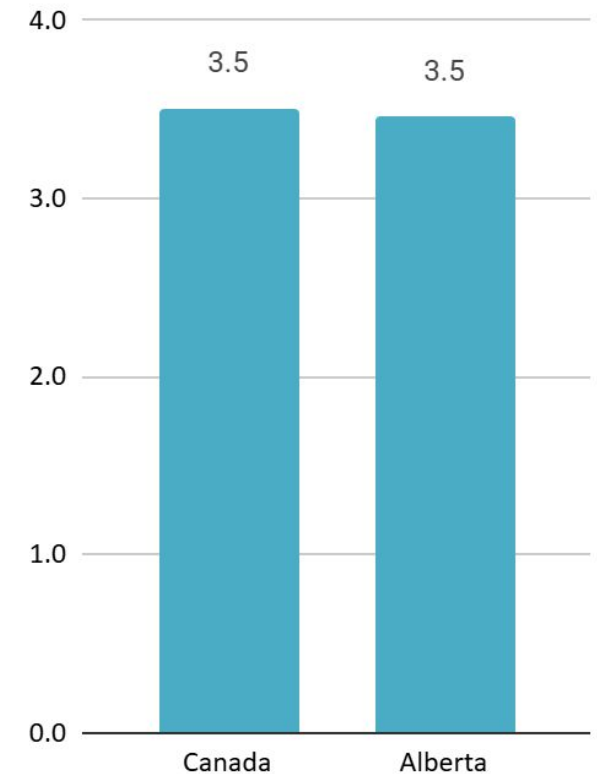
Note: All counts have been rounded to the nearest 100

Silver Star Visitation

AB Residents Travelling to Silver Star vs Canada in 2024



Average Length Of Stay



Note: All counts have been rounded to the nearest 100

AB Visitors To Silver Star By Quarter

Number of Visitors To Silver Star By Top Origin Cities in 2024



City	Q1 Visitor Count	City	Q2 Visitor Count	City	Q3 Visitor Count	City	Q4 Visitor Count
Calgary	2,300	Calgary	2,000	Calgary	4,200	Calgary	1,600
Edmonton	900	Edmonton	900	Edmonton	2,100	Edmonton	500
Canmore	200	Canmore	200	Airdrie	300	Canmore	300
Strathcona County	100	Lethbridge	100	Canmore	300	Yellowhead County	100
Red Deer	100	Strathcona County	100	Red Deer	300	Red Deer	100
St. Albert	100	Airdrie	100	Strathcona County	200	Lethbridge	100
Airdrie	100	Red Deer	100	Grande Prairie	100	Airdrie	100
Rocky View County	100	St. Albert	100	St. Albert	100	Grande Prairie	100
Okotoks	40	Spruce Grove	100	Lethbridge	100	Strathcona County	50
Banff	40	Wood Buffalo	100	Wood Buffalo	100	Okotoks	40

Note: All counts have been rounded to the nearest 100

AB Visitors To Silver Star By Year

Number of Visitors To Silver Star By Top Origin Cities in 2024



City	2024 Visitor Count
Calgary	9,500
Edmonton	4,100
Canmore	800
Red Deer	500
Airdrie	500
Strathcona County	500
Lethbridge	300
St. Albert	300
Grande Prairie	200
Okotoks	200

City	2024 Visitor Count
Banff	200
Rocky View County	200
Cochrane	200
Wood Buffalo	200
Spruce Grove	200
Chestermere	200
Leduc	200
Parkland County	100
Fort Saskatchewan	100
Red Deer County	100

Note: All counts have been rounded to the nearest 100

Alberta Visitation

AB Visitors, Trips and Nights Travelling To Silver Star By Month



There is a clear seasonality pattern, with Nights (blue line) peaking significantly in July (14,700) and August (15,400) before dropping sharply in September.

The lowest activity occurs in April and November, where all three variables drop significantly.

Nights increase at a much higher rate than Visitors or Trips in peak months, suggesting that visitors tend to stay longer during summer (July-August).

Unlike other off-peak months, December sees a rise in Nights (7,200), suggesting an increase in longer stays despite relatively low trips and visitors.

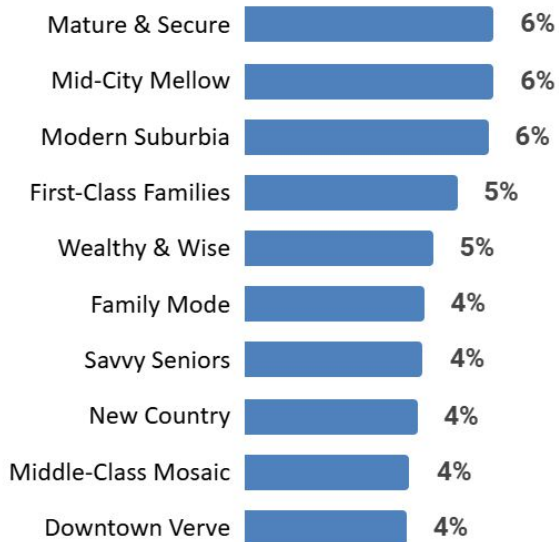


Visitor: A visitor is defined as someone who travels 60+km from their point of origin. A unique person that may take multiple trips.

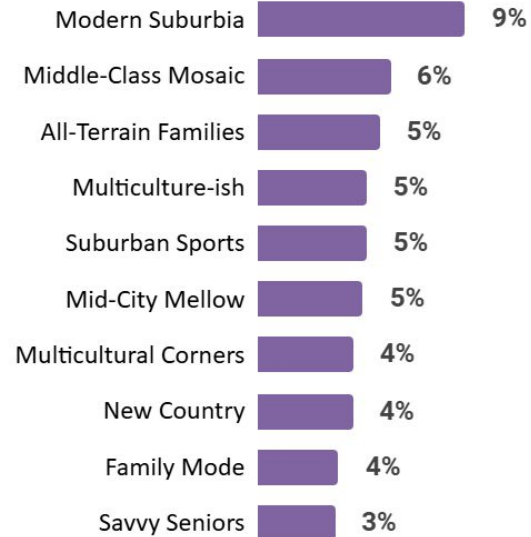
Trips: Are defined as the count of domestic traveller trips which involved spending one or more nights over the time period as part of a continuous visit to the destination

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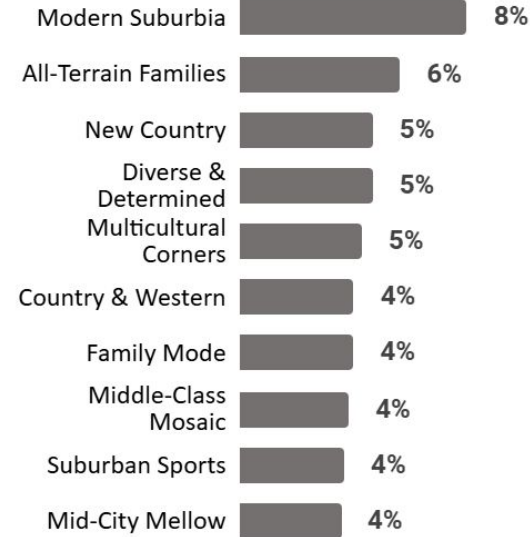
Quarterly AB Visitors by PRIZM Segment



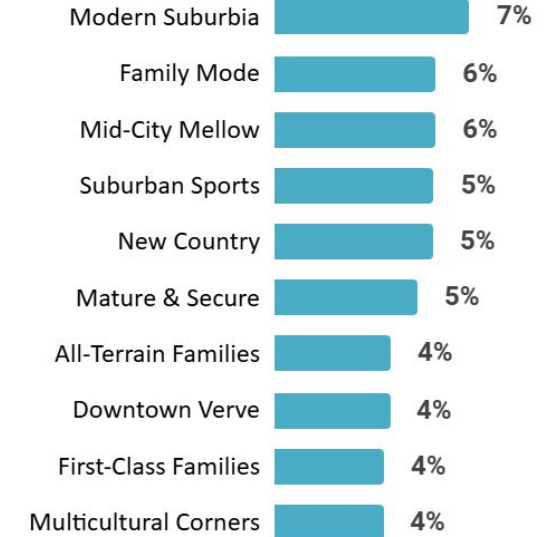
Q1 2024



Q2 2024



Q3 2024

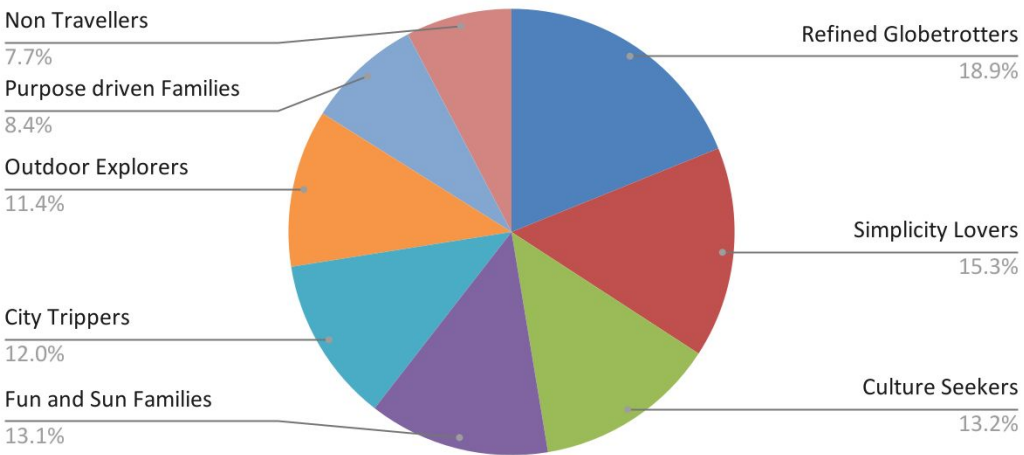


Q4 2024

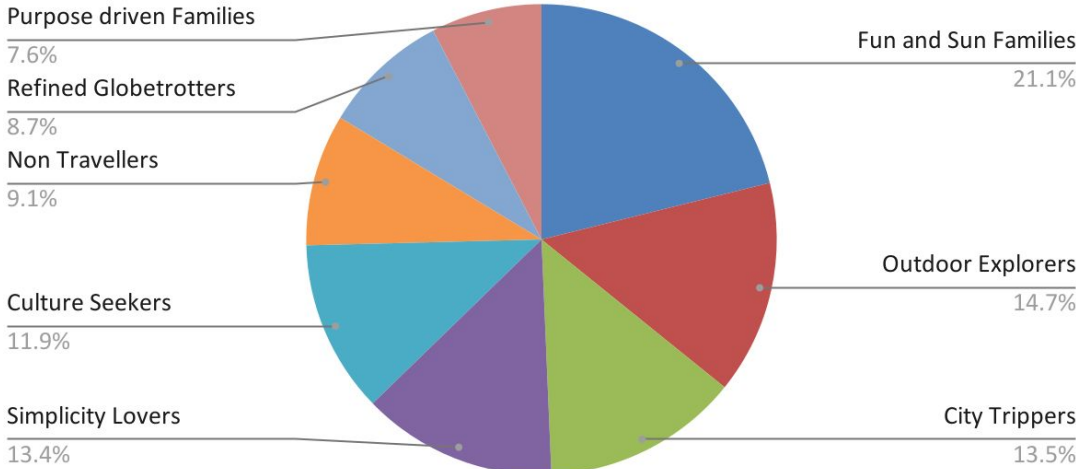
Quarterly AB Visitors by Traveller Segmentation Program Type



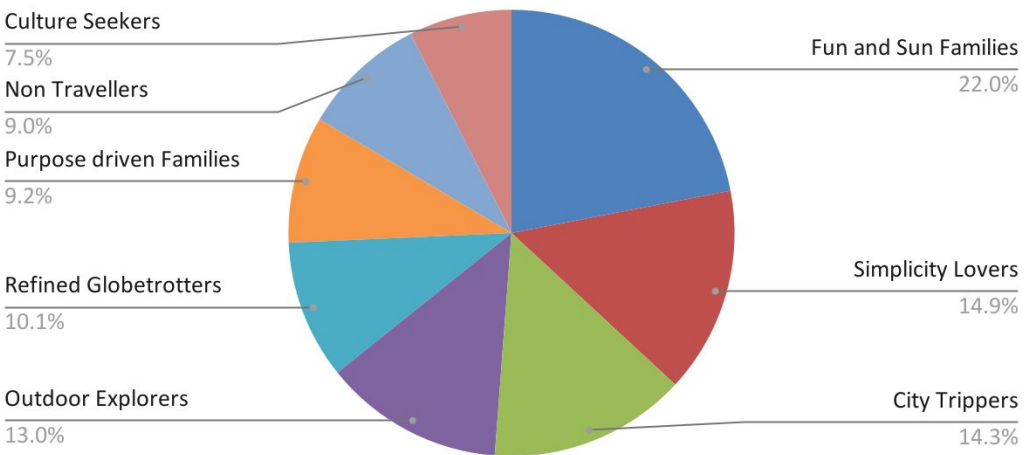
Q1 2024



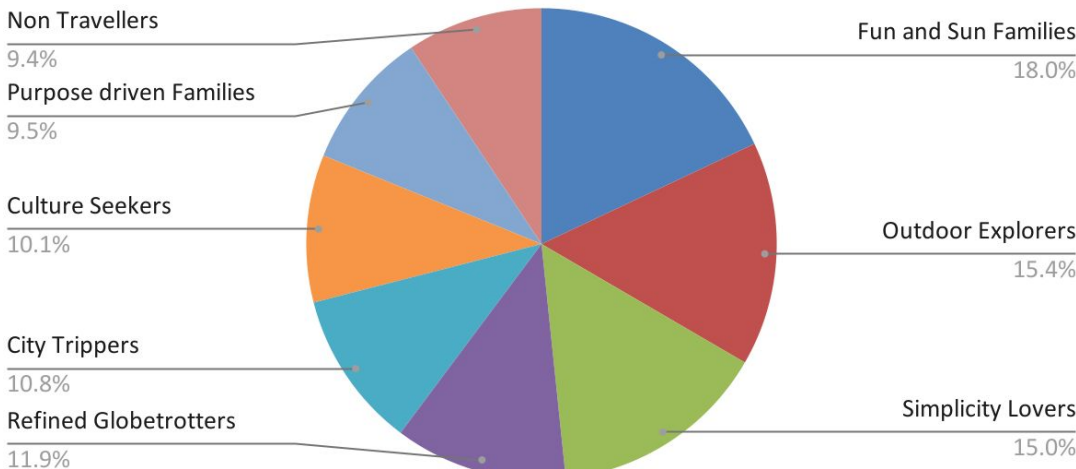
Q3 2024



Q2 2024



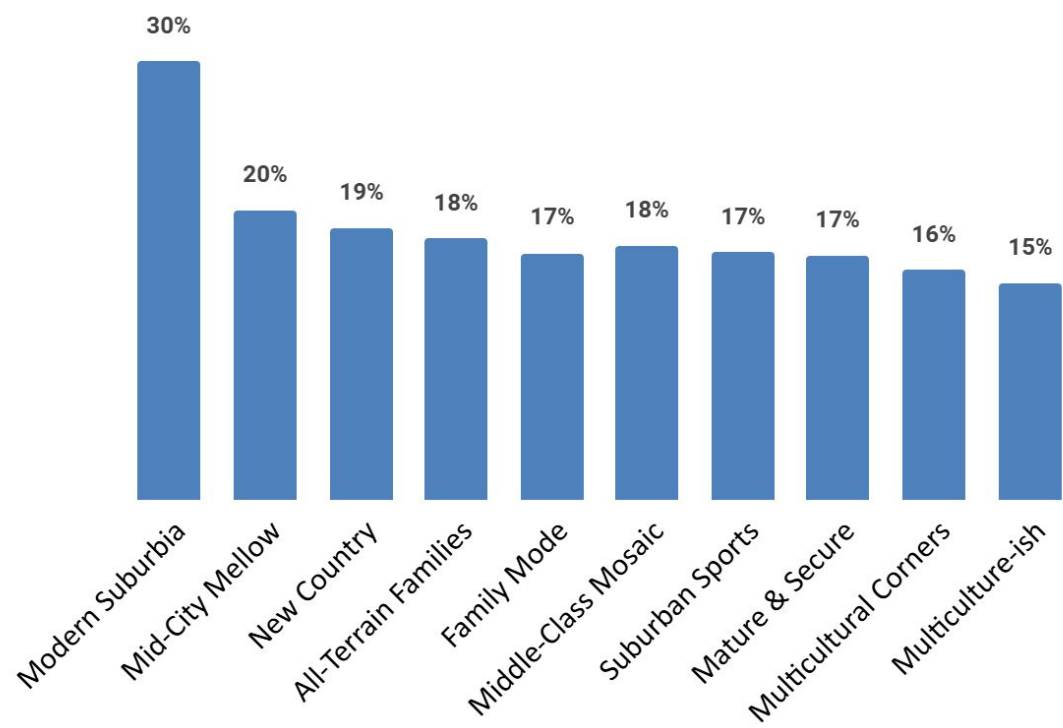
Q4 2024



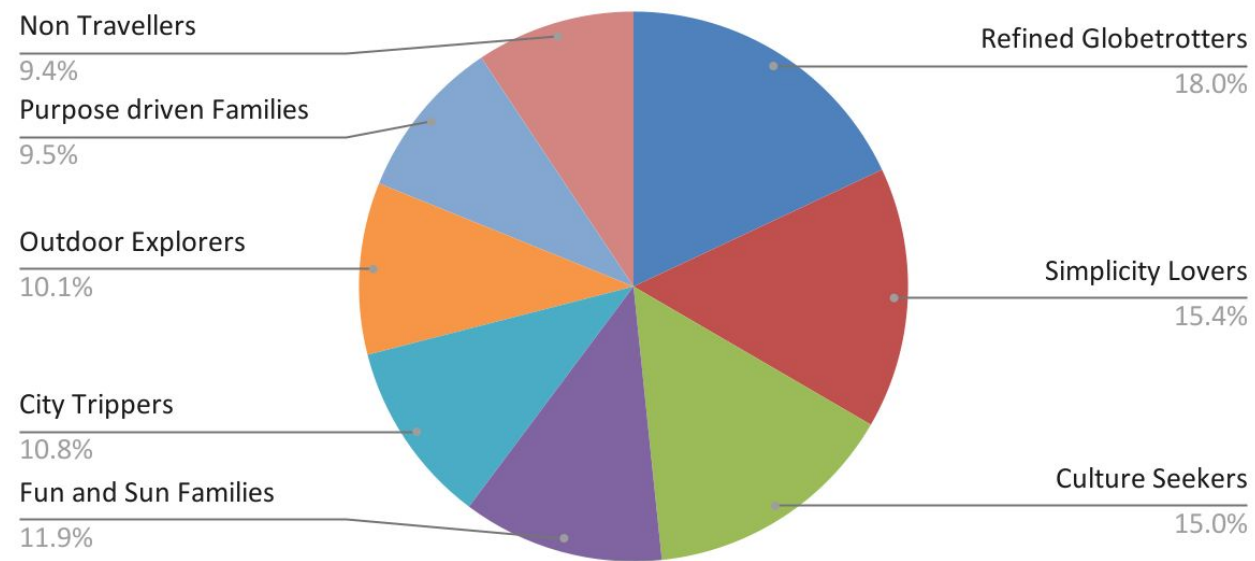
Yearly 2024 AB Visitors by PRIZM & Traveller Segmentation Program Type



AB Visitors by PRIZM Segment



AB Traveller Segmentation Program Type



A mountain biker wearing a light blue helmet and jersey is riding a black mountain bike on a steep, rocky trail. The rider is positioned in the center of the frame, leaning forward. The trail is composed of large, grey, jagged rocks. The background is a dense forest of tall, green evergreen trees. The lighting is bright, suggesting a sunny day. The overall scene is dynamic and adventurous.

AB Top PRIZM Segment Summaries

AB Modern Suburbia 2024 PRIZM Segment

Median Maintainer Age

42

Index: 84

Marital Status



67.2%

Index: 112

Married/Common-Law

Family Status



56.5%

Index: 126

Couples With Children At Home

Average Household Income



\$117,792

Index: 93

Top Activities

Ice skating



39.6%

Index: 122

Power boating/Jet skiing



12.1%

Index: 121

Playing video games



53.1%

Index: 121

Camping



57.5%

Index: 103



Descriptions | Top 3 Strong Values

Enthusiasm for Technology

Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this construct have great confidence that science and technology can better their lives.

Status via Home

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

Social Darwinism

A belief that active involvement in the political process doesn't really make any difference in society. People strongest on this construct accept the notion that inequities in society are inevitable and should be expected.

AB Mid-City Mellow 2024 PRIZM Segment

Median Maintainer Age

58

Index: 116

Marital Status



61.0%

Index: 102

Married/Common-Law

Family Status



43.5%

Index: 111

Couples Without Children At Home

Average Household Income



\$134,708

Index: 100

Top Activities

ATV/snowmobiling



27.1%

Index: 181

Whale watching



8.7%

Index: 150

Fishing/hunting



26.7%

Index: 115

Gardening



70.8%

Index: 113



Descriptions | Top 3 Strong Values

Interest in the Unexplained

Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of beliefs or phenomena that remain mysterious or unexplained by modern science.

Social Learning

Attraction to, and interest in, diversity. Feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience.

Primacy of Environmental Protection

People strong on this construct prioritize protection of the environment over economic advancement and job creation that could threaten the environment.

AB New Country 2024 PRIZM Segment

Median Maintainer Age

56

Index: 114

Marital Status



62.4%

Index: 104

Married/Common-Law

Family Status



47.0%

Index: 120

Couples Without Children At Home

Average Household Income



\$104,020

Index: 78

Top Activities

ATV/snowmobiling



27.1%

Index: 181

Whale watching



8.7%

Index: 150

Fishing/hunting



26.7%

Index: 115

Gardening



70.8%

Index: 113



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Brand Apathy

Giving little weight to the brand name of a product or service; a tendency to favour no brands in particular over others and being unwilling to pay a price premium for a brand.

AB All-Terrain Families 2024 PRIZM Segment

Median Maintainer Age

43

Index: 87

Marital Status



66.1%

Index: 111

Married/Common-Law

Family Status



53.5%

Index: 119

Couples With Children At Home

Average Household Income



\$151,575

Index: 113

Top Activities

Power boating/Jet skiing



15.2%

Index: 152

Ice skating



41.3%

Index: 127

Photography



35.8%

Index: 116

Fishing/hunting



25.5%

Index: 110



Descriptions | Top 3 Strong Values

Ecological Fatalism

A tendency to believe that today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable, and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also view environmental leaders as misguided and overly extreme.

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.

Personal Optimism

Generalized optimism about one's future personal outcomes.

AB Family Mode 2024 PRIZM Segment

Median Maintainer Age

49

Index: 99

Marital Status



65.8%

Index: 110

Married/Common-Law

Family Status



52.8%

Index: 118

Couples With Children At Home

Average Household Income



\$169,336

Index: 126

Top Activities

Whale watching



7.0%

Index: 120

Fishing/hunting



27.5%

Index: 118

Power boating/Jet skiing



11.7%

Index: 117

Ice skating



35.8%

Index: 110



Descriptions | Top 3 Strong Values

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Discriminating Consumerism

Tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by the consumer society, and to seek product information before making purchases.

Adaptability to Complexity

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

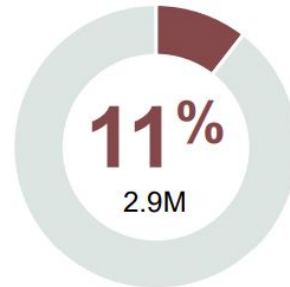
A photograph of two hikers on a dirt trail in a dense forest. The hiker in the foreground is a woman wearing a yellow jacket, a tan cap, and a backpack, using trekking poles. The hiker behind her is a man in a dark jacket and red pants. The forest is filled with tall evergreen trees, and sunlight filters through the canopy, creating a warm, golden glow. The text 'Top Canada Traveller Segmentation Program Summaries' is overlaid in white at the bottom.

Top Canada Traveller Segmentation Program Summaries

Canada Refined Globetrotters Segment

WHAT YOU NEED TO KNOW ABOUT ME

- 1 Travel is our #1 spending priority.
- 2 We have the flexibility to travel at any time of year, as our kids are grown up.
- 3 Planning how we will see the history, museums, and architecture of a destination is paramount.
- 4 We are looking for world-class and curated experiences in all aspects from dining and shopping to accommodation.



% OF CANADA POPULATION

We prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. We are experienced travellers who are always on the lookout for new, unique places to cross of our list. We immerse ourselves in history, museums, and the authentic charm of new places, ensuring smooth travel with all-inclusive packages and expert-guided tours.



HOUSEHOLD

17% 94 Children <18
Living At Home*

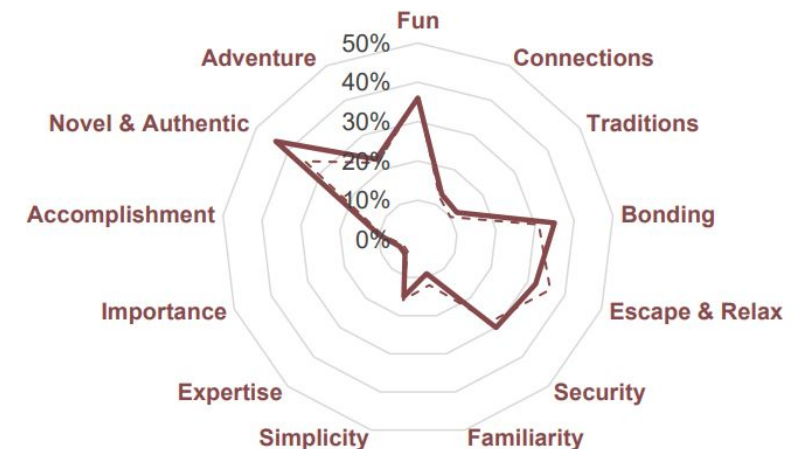
8% 96 Children 18+
Living At Home*

32% 115 Children NOT
Living At Home*

51% 101
No Children

* Option is not exclusive

EMOTIONAL TRAVEL MOTIVATIONS MAP



--- Canada Market Average — Refined Globetrotters



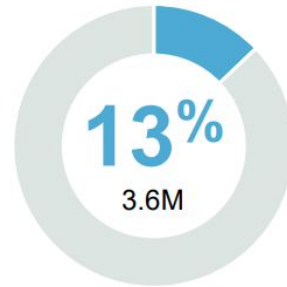
TRAVELLER RESPONSIBLE INDEX

103

Canada Simplicity Lovers Segment

WHAT YOU NEED TO KNOW ABOUT ME

- 1 We seek peace, relaxation, and familiarity in our travels, preferring easy, affordable destinations with a small-town feel.
- 2 We like to take it slow, with low impact activities. We don't prioritize fitting in physical activity during our trips.
- 3 Loyal to regular destinations, we are creatures of habit who favor simplicity and serenity over glitz, glamour, and cultural immersion.
- 4 Hard-to-reach destinations don't attract us, we want ease of access and don't want to worry about how to navigate once we arrive.



% OF CANADA POPULATION

We seek peace, relaxation, and familiarity in our journeys, preferring easy and affordable destinations with a small-town feel. Prioritizing dining and nature experiences, we value simplicity and serenity. Loyal to regular destinations, we appreciate safety and ease of travel, and while we enjoy new cultures, we often stay within our comfort zone. We are not concerned with what's trendy, and won't be active on social media.



HOUSEHOLD

9% 88 Children <18
Living At Home*

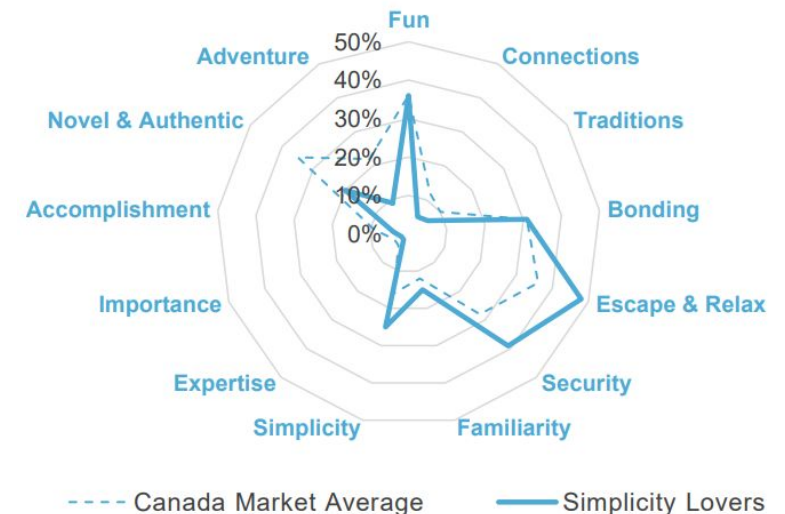
10% 113 Children 18+
Living At Home*

42% 131 Children NOT
Living At Home*

49% 99
No Children

* Option is not exclusive

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

76

Canada Culture Seekers Segment

WHAT YOU NEED TO KNOW ABOUT ME

1

We prioritize diversity, inclusion and sustainability, and are open to both short and longer trips.

2

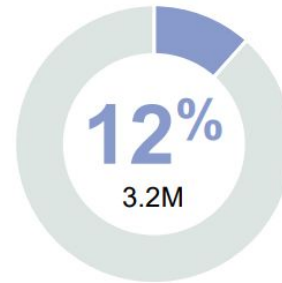
We like the challenge of a new experience, and aren't afraid of trying something different like unconventional accommodations.

3

We try to learn the basics of the language before we travel and learn something while we are there.

4

We take ownership over feeling welcomed in a destination by ensuring we travel responsibly and engage with communities.



% OF CANADA POPULATION

We are sociable, free-spirited individuals who seek unique, authentic experiences. We thrive on immersing ourselves in new perspectives, local culture, making connections, which boosts our energy and confidence. We prefer vibrant city life, dynamic arts scenes, and culturally rich destinations. We prioritize diversity, inclusion, and sustainability, and open to both short and longer trips. Travel is an investment we make in ourselves.



HOUSEHOLD

22%

97 Children <18
Living At Home*

8%

88 Children 18+
Living At Home*

18%

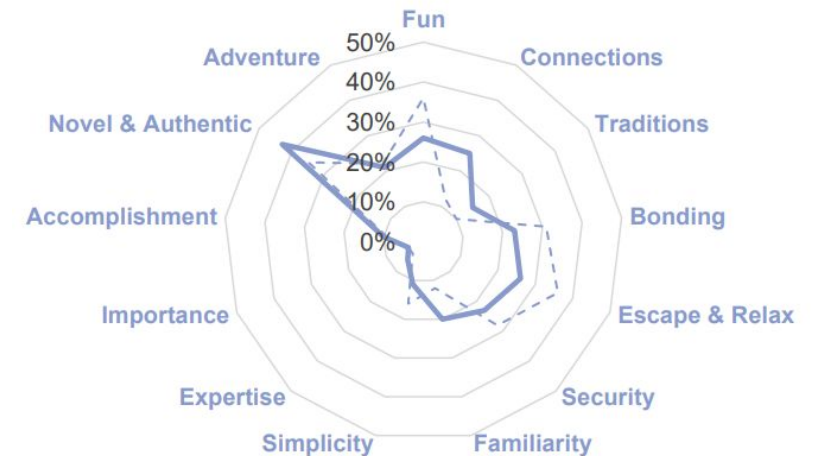
90 Children NOT
Living At Home*

60%

110
No Children

* Option is not exclusive

EMOTIONAL TRAVEL MOTIVATIONS MAP



--- Canada Market Average

— Culture Seekers



TRAVELLER RESPONSIBLE INDEX

133

Canada Fun & Sun Segment

WHAT YOU NEED TO KNOW ABOUT ME

1

We prioritize affordable, kid-friendly destinations that offer relaxation and shared family experiences, even if luxury is within reach.

2

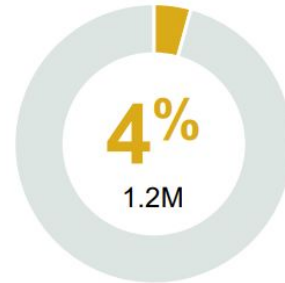
Our trips are escapes from everyday life, focusing on creating lasting memories. Often the activities we choose are easy and fun, but sometimes we seek more adventure and excitement though more challenging sports.

3

Plan annual vacations months in advance, relying on review sites, apps, social media, and recommendations.

4

Mostly travel within Canada, exploring popular destinations in British Columbia and Ontario, with dreams of international trips.



% OF CANADA POPULATION

We cherish relaxation and shared family experiences in familiar, kid-friendly, and affordable destinations. We prioritize fun and simplicity over extravagance, gravitating towards well-known beaches and local spots with good communication standards. Our big family trips are often domestic, and focus on creating lasting memories through simple, enjoyable activities guided by our children's interests. While we generally stay in our comfort zone, we sometimes take trips to challenge ourselves in a new sport or culture.



HOUSEHOLD

90%

146 Children <18
Living At Home*

11%

125 Children 18+
Living At Home*

5%

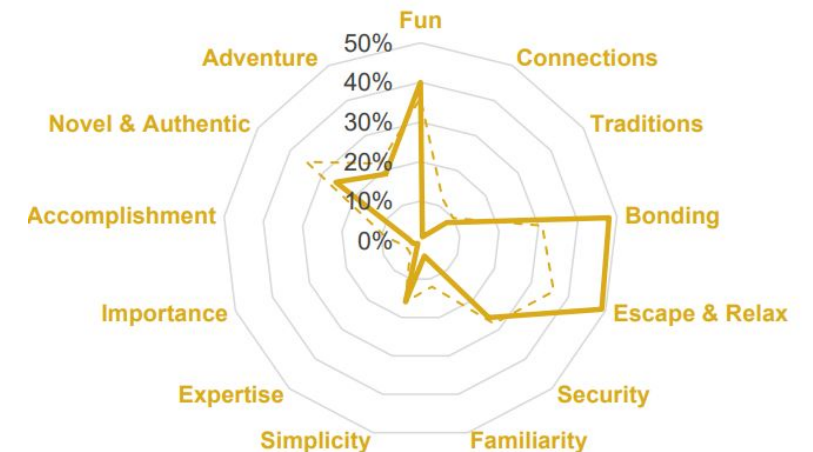
67 Children NOT
Living At Home*

5%

53
No Children

* Option is not exclusive

EMOTIONAL TRAVEL MOTIVATIONS MAP



--- Canada Market Average

— Fun & Sun Families

44

TRAVELLER RESPONSIBLE INDEX

68



Canada City Trippers Segment

WHAT YOU NEED TO KNOW ABOUT ME

1

We prioritize fun and social settings and seek experiences that are worth sharing on social media.

2

We like the freedom to explore without an agenda, and disconnect from everyday life.

3

We prefer the company of friends during travels to share experiences directly. Our travel group is generally adults only.

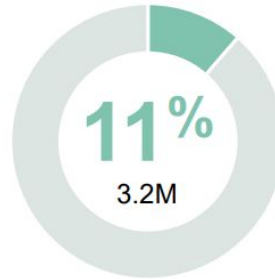
4

Convenience and easy access to trendy hotspots is important, as we like to see and do as much as possible in busy and vibrant destination.



TRAVELLER RESPONSIBLE INDEX

82



% OF CANADA POPULATION

We are independent, sociable, and trendy travellers who prioritize having fun, indulging, and living in the moment. We prefer trendy, friendly locations with a variety of activities and distractions, valuing safety and ease of travel. We relish vibrant nightlife, cultural experiences, and sharing our adventures with others. Our travel decisions focus on enjoying ourselves and creating memorable experiences with friends and loved ones.



HOUSEHOLD

13%

91 Children <18
Living At Home*

9%

107 Children 18+
Living At Home*

22%

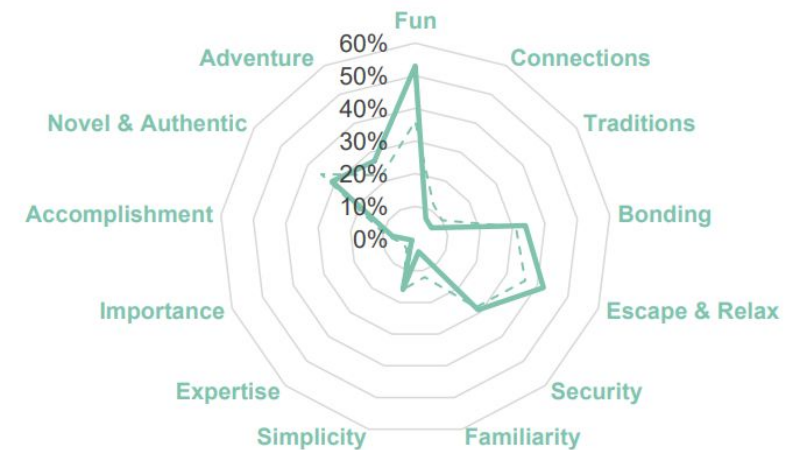
96 Children NOT
Living At Home*

65%

115
No Children

* Option is not exclusive

EMOTIONAL TRAVEL MOTIVATIONS MAP



--- Canada Market Average

— City Trippers

Contact Us

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