

BC CYCLING MARKET PROFILE

January 15, 2020

INTRODUCTION

- The **Thompson Okanagan Tourism Association (TOTA)** through its commercial division **Symphony Tourism Services (STS)** provides custom research services to the Tourism Industry.
- The Cycling Market Profile is one of the many outputs available using **Environics Analytics data**.



OBJECTIVE

- To create a profile of **Cycling enthusiasts** in British Columbia using Mountain/Road Cycling variables.
- Create a **tool** for Businesses, Communities, Government, Organizations and Events to use in their **marketing strategy** and tactical plans.



CYCLE MARKET ANALYSIS

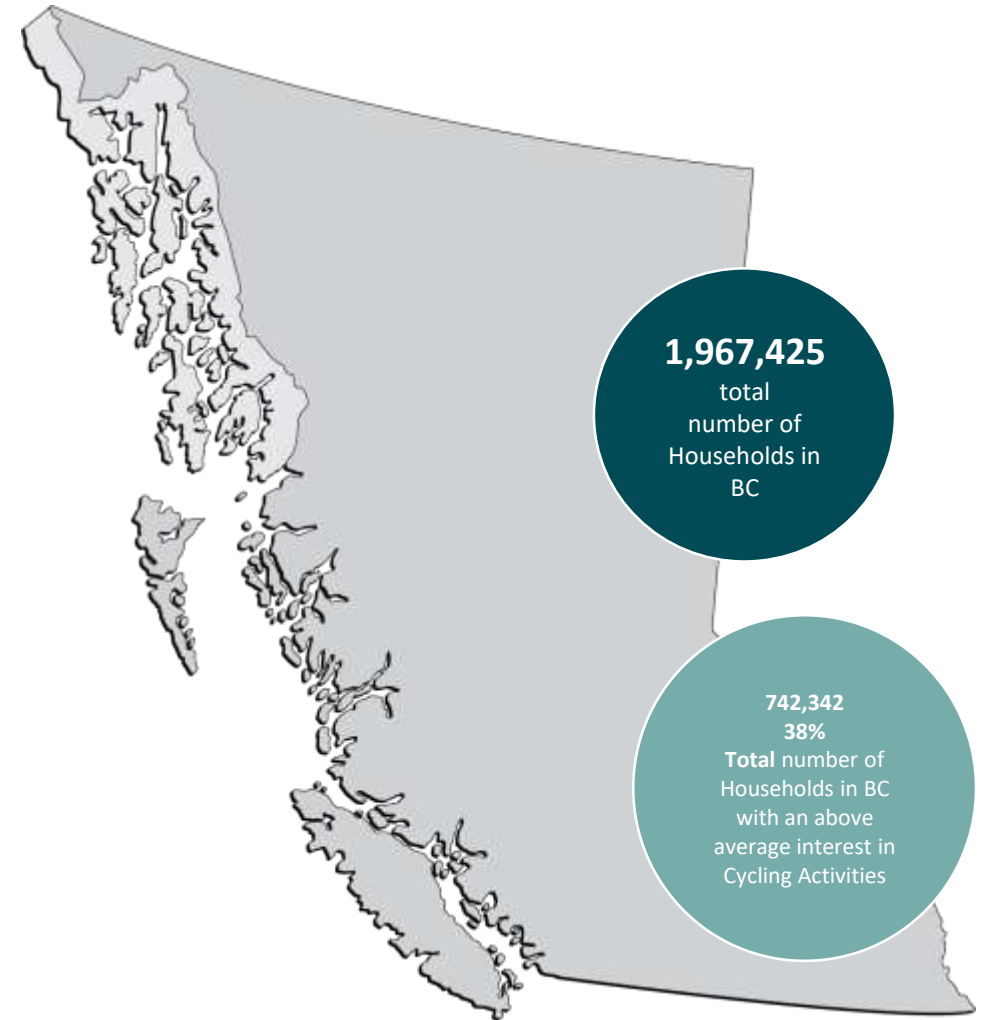
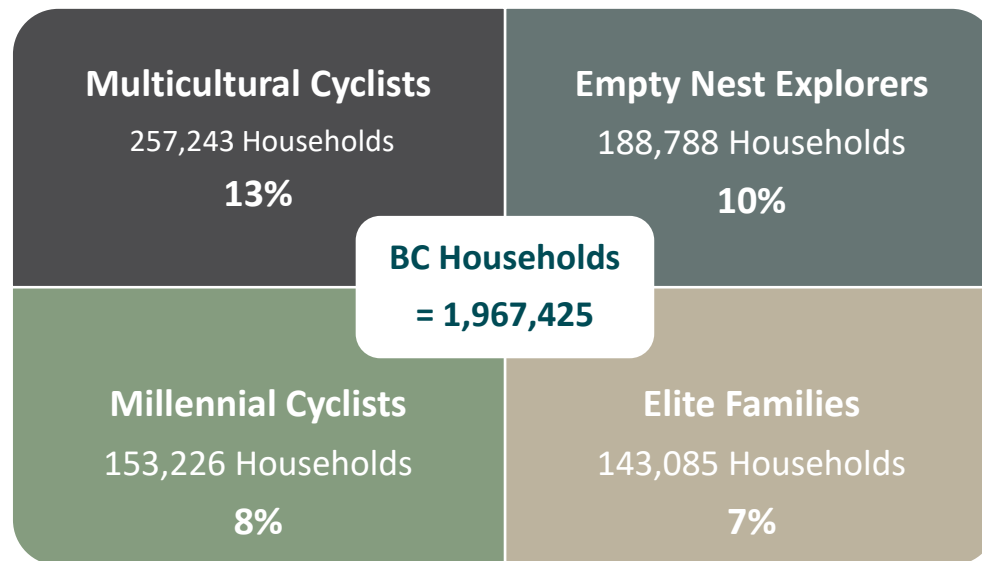
BC CYCLE PROFILE

- The Cycling Sector Profile was created through the analysis of demographics, psychographics and travel values of Cycling enthusiasts in British Columbia; including those who participate in **mountain/road** cycling, **read health/fitness magazines** and those who **access health related content** over the internet as a basis to profile the groups.



BC CYCLING MARKET SIZE

- The BC Cycling Market is made up of four distinct groups, meaning **38%** or 742,342 of the total households in BC (1,967,425) have an above average interest in Cycling activities. Each Target Group is made up of a combination of demographic and psychographic characteristics.
- **Note:** Of the 68 PRIZM Clusters 16 rank above average (compared to the general population of BC) for interest/participation in **Cycling activities**. This report profiles the 16 clusters, grouped into four target groups based on demographic and psychographic characteristics.
- The highest volume of cyclists in the Province is V6Y – Richmond at 14,339 Households.



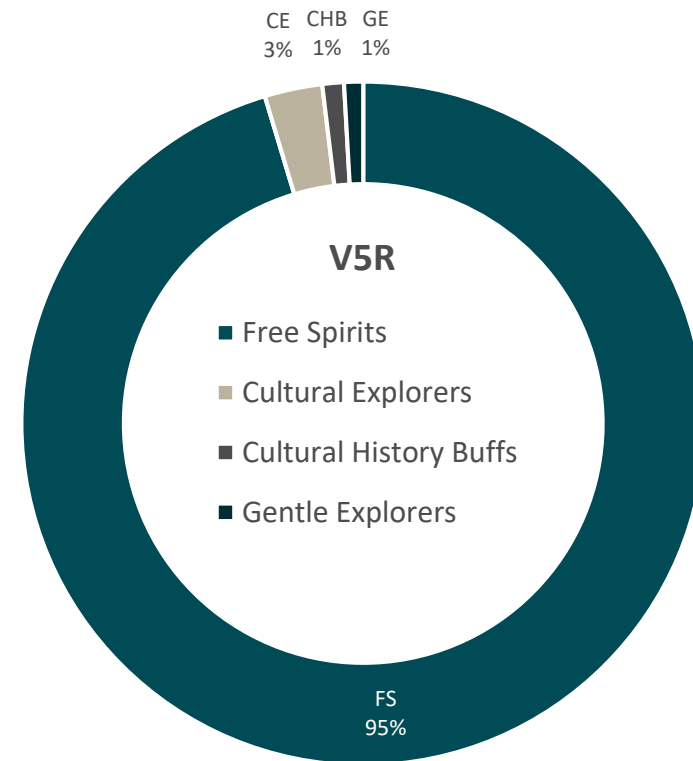
TOP BC CYCLIST VOLUME BY CITY

MULTICULTURAL CYCLISTS – V5R VANCOUVER



The FSA **V5R** ranks highest by Household Count for Multicultural Cyclists (45-64 years old) in Vancouver. Of those **17,671** Households, Multicultural Cyclists make up **78%** or **13,759** Households. Free Spirits are dominant in this FSA at **95%**.

TOP EQ TYPES IN V5R MARKET



BC CYCLING MARKET TARGET GROUPS



Note: The 35-44 age range ranks **below average** compared to the Cycling Market Profile Variables.

Findings are consistent compared to the **2017** Cycling Market Target Groups.

Source: Environics Analytics

Millennial Cyclists

25 – 34

153,226 or **8%** of households in BC,
21% of Cyclists in BC

32% have Children at Home

Below Average Visible Minority

Average Household Income \$98,641

Multicultural Cyclists

45 – 64

257,243 or **13%** of households in BC,
35% of Cyclists in BC

51% have Children at Home

Above Average Visible Minority

Above Average Household Income \$116,218

Elite Families

55 – 64

143,085 or **7%** of households in BC,
19% of Cyclists in BC

43% have Children at Home

Below Average Visible Minority

Above Average Household Income \$152,324

Empty Nest Explorers

55 – 64

188,788 or **10%** of households in BC,
25% of Cyclists in BC

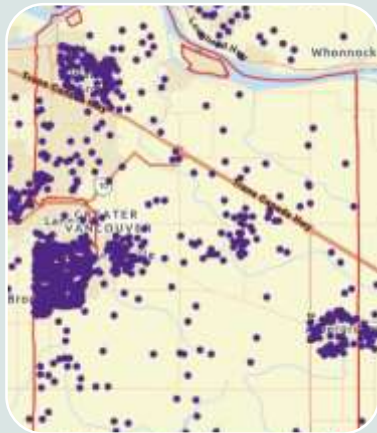
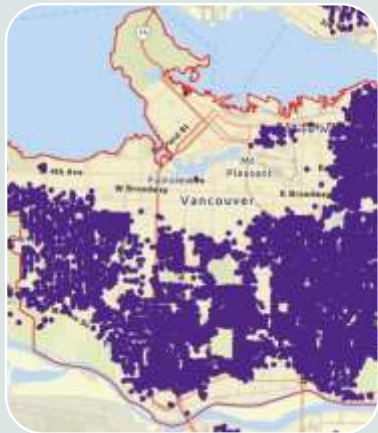
38% have Children at Home

Below Average Visible Minority

Average Household Income \$113,962

Note: Of the 68 PRIZM Clusters 16 rank above average (compared to the general population of BC) for interest/participation in **Cycling activities**. This report profiles the 16 clusters, grouped into four target groups based on demographic and psychographic characteristics.

BC CYCLING TARGET GROUPS BY TOP LOCATION



Note: Of the 68 PRIZM Clusters 16 rank above average (compared to the general population of BC) for interest/participation in **Cycling activities**. This report profiles the 16 clusters, grouped into four target groups based on demographic and psychographic characteristics.

Millennial Cyclists
 25-34
 Top Market Vancouver
 44,805 households or 15% of the Vancouver Market (299,662)
 Top FSA's: V6K, V6H, V5T Vancouver

Multicultural Cyclists
 45-54
 Top Market Vancouver
 96,516 households or 32% of the Vancouver Market (299,662)
 Top FSA's: V6Y Richmond, V5R Vancouver, V7C Richmond

Elite Families
 55-64
 Top Market Kelowna
 9,954 households or 17% of the Kelowna Market (57,780)
 Top FSA's: V1W Kelowna, V4A White Rock, V1B Vernon

Empty Nest Explorers
 55-64
 Top Market Langley
 12,410 households or 28% of the Langley Market (44,462)
 Top FSA's: V0R Cobble Hill, V2X Maple Ridge, V8E Whistler

Note: The 35-44 age range ranks **below average** compared to the Cycling Market Profile Variables.

Findings are consistent compared to the **2017** Cycling Market Target Groups.

Source: Environics Analytics

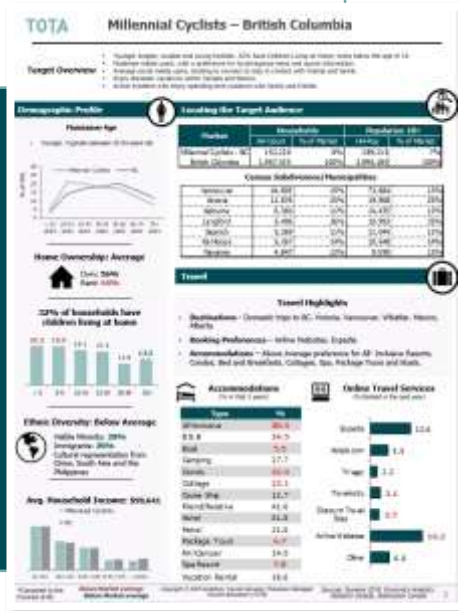
BC CYCLING PROFILES INCLUDED IN PACKAGE

BRITISH COLUMBIA PROVINCIAL PROFILES

- Millennial Cyclists
- Multicultural Cyclists
- Elite Families
- Empty Nest Explorers

Each Profile includes 8 Pages of Information benchmarked against Province:

- Demographics (Age, Lifestage, Income)
- Location
- Travel Preferences (Accommodation Type, Online Travel Services)
- Psychographics (Top Values)
- Digital and Traditional Media Habits

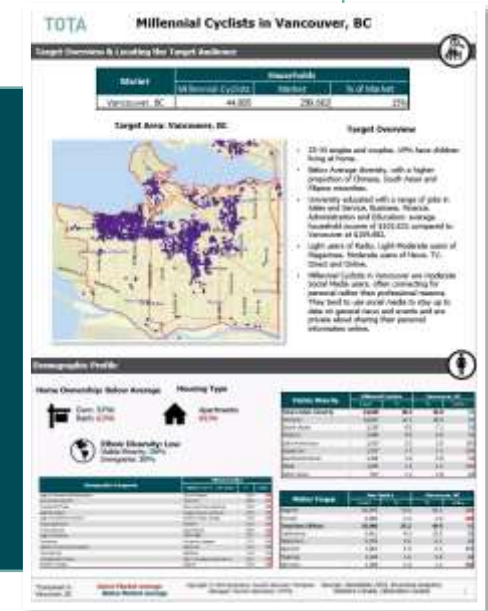


BRITISH COLUMBIA TOP GEO-PROFILES

- Millennial Cyclists – Vancouver
- Multicultural Cyclists – Vancouver
- Elite Families – Kelowna
- Empty Nest Explorers – Langley

Each Profile includes 8 Pages of Information benchmarked against top City Location:

- Demographics (Age, Lifestage, Income)
- City Penetration Map by Target Group
- Digital and Traditional Media Habits





BC Millennial Cyclists

25-34 years old

HH Count: 153,226,
8% of HH in BC

Top Markets =
Vancouver
Victoria
Kelowna

Top FSA's: V6K, V6H,
V5T - Vancouver

Demographics

Younger, typically between **25-34** years old

32% have children living at home

Below average ethnic diversity of **20%** compared to the general population of BC

Educated, **8%** more likely than the general BC Population to have a University degree

Average HH income of **\$98,641** compared to BC at **\$105,535**

Psychographics

Active and health conscious individuals who enjoy spending time with family and friends

Up to Date on current trends and events

Value companies who give back to their local communities

6% more likely than the average BC Population to participate in **mountain or road biking** activities

Millennial Cyclists

Top Locations

Represent **153,226** or **8%** of HH in BC

1. **Vancouver:** 44,805 HH, 15% of Vancouver HH (299,662)
2. **Victoria:** 11,876 HH, 25% of Victoria HH (48,413)
3. **Kelowna:** 6,360, or 11% of Kelowna HH (57,780)

Top FSA's: V6K, V6H, V5T Vancouver

Media Habits

Moderate-Heavy Internet users with an active social network
58% use Facebook frequently, **28%** use Instagram frequently

Above average interest in sharing websites/articles

Light users of Radio

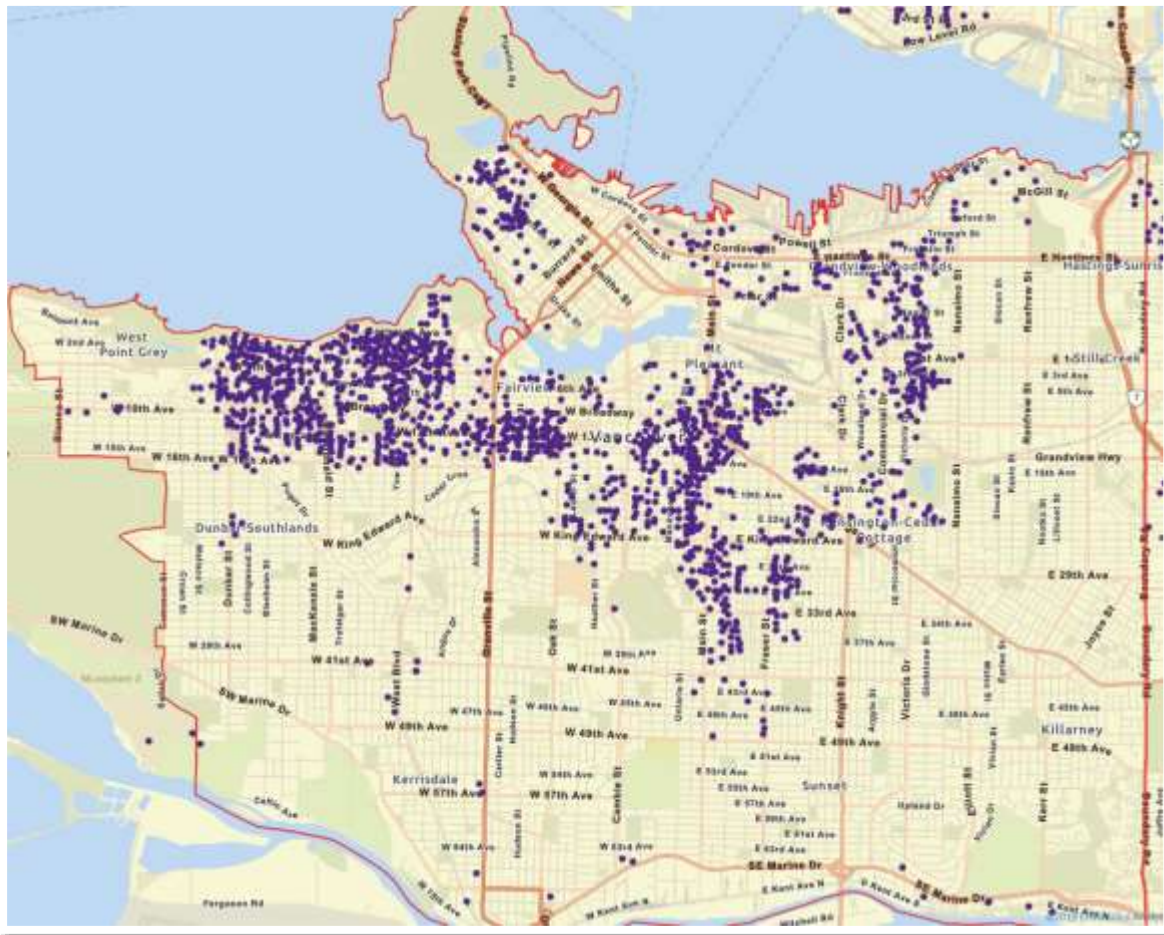
Light-Moderate users of Magazines

Moderate-Heavy users of Newspapers, TV, Direct Mail and Online Media

BC MILLENNIAL CYCLISTS

VANCOUVER

Top Millennial Cyclist FSA's in Vancouver



FSA	Cyclist Households		Total Households	
	Count	% of Visitors	Count	% of Households
V6K	9,326	20.3	14,097	4.6
V6H	5,908	12.8	10,531	3.4
V5T	5,889	12.8	13,523	4.4
V6J	5,320	11.6	13,073	4.3
V6G	3,106	6.8	17,865	5.8
V6R	2,518	5.5	8,689	2.8
V5V	2,354	5.1	10,118	3.3
V5L	2,157	4.7	10,622	3.5
V5Y	1,560	3.4	8,740	2.8
V6A	1,404	3.1	10,819	3.5

The top three FSA's (Forward Sortation Areas) of Millennial Cyclists in Vancouver, BC are: **V6K** 9,326 or 20% of Millennial Cyclist households in Vancouver, **V6H** 5,908 or 13% and **V5T** 5,889 or 13%. Together they equal 46% of all Millennial Cyclist households in Vancouver.



BC Multicultural Cyclists

45-54 years old

HH Count: 257,243,
13% of HH in BC

Top Markets:
Vancouver
Richmond
Burnaby

Top FSA's: V6Y
Richmond, V5R
Vancouver, V7C
Richmond

Demographics

Middle-Aged, typically between **55-64** years old

51% have children living at home

Above average ethnic diversity of **68%** compared to the general population of BC

Educated, **24%** more likely than the general BC Population to have a University degree

Above Average HH income of **\$116,218** compared to BC at **\$105,535**

Psychographics

Well informed and culturally diverse couples and families

Up to Date on current trends and events

Try to make an effort to buy local produce/products whenever possible

8% more likely than the average BC Population to participate in **mountain or road biking** activities

Multicultural Cyclists

Top Location

Represent **257,243** or **13%** of HH in BC

1. **Vancouver:** 96,516 HH, 32% of Vancouver HH (299,662)
2. **Richmond:** 52,530 HH, 67% of Richmond HH (78,521)
3. **Burnaby:** 44,676 HH, 46% of Burnaby HH (97,868)

Top FSA's: V6Y Richmond, V5R Vancouver, V7C Richmond

Media Habits

Heavy Internet users with an active social network

56% use Facebook frequently, **31%** use Instagram frequently

Above average interest in online maps, banking and downloading/printing discount coupons

Light-Moderate users of: Magazines and Radio

Moderate users of: Newspapers, TV and Direct Mail

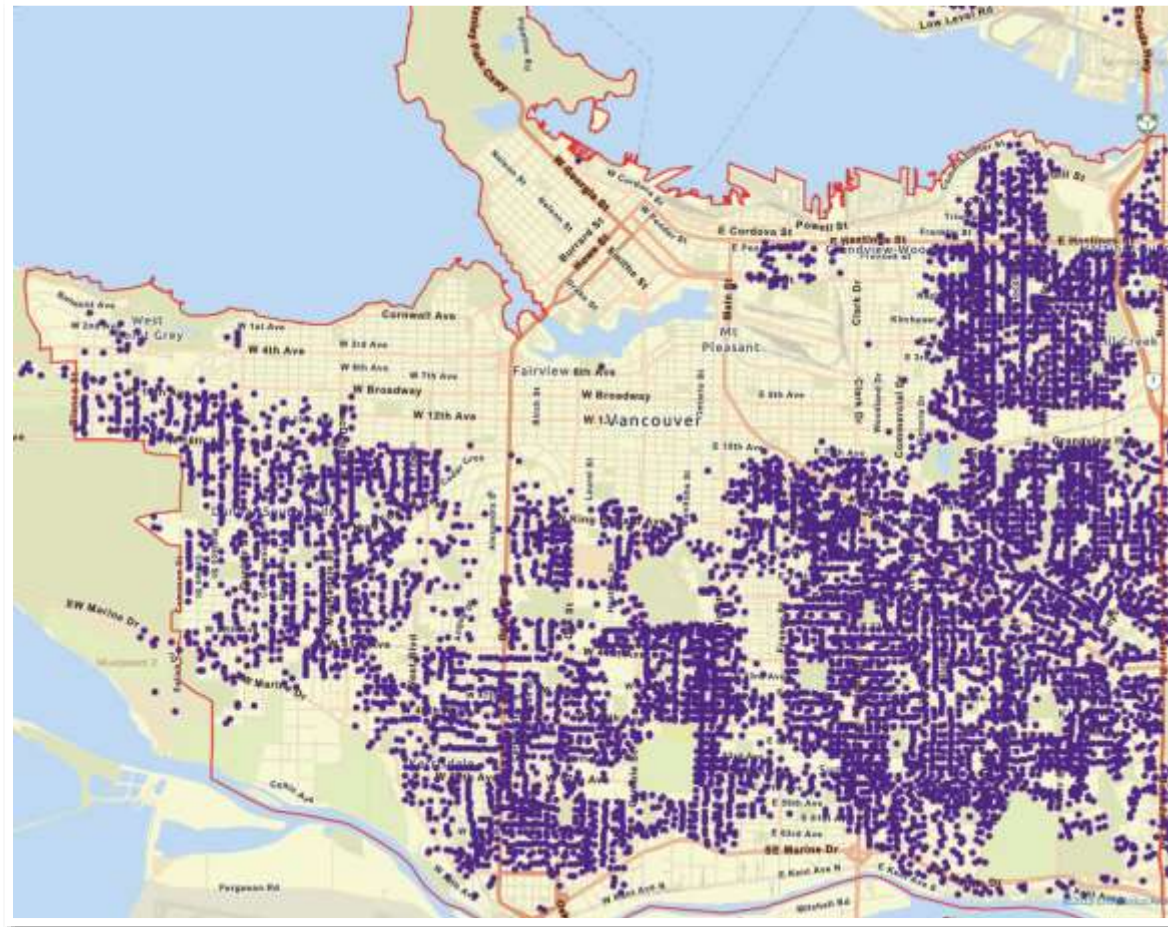
Heavy users of: Online Media

Source: Environics Analytics 2019 FSA= First Three Characters of a Postal Code HH = Household

BC MULTICULTURAL CYCLISTS

VANCOUVER

Top Multicultural Cyclist FSA's in Vancouver



FSA	Cyclist Households		Total Households	
	Count	% of Visitors	Count	% of Households
V5R	13,759	14.1	17,671	5.8
V5P	9,163	9.4	10,166	3.3
V5S	7,868	8.1	11,199	3.6
V5K	7,590	7.8	8,854	2.9
V5M	7,489	7.7	8,108	2.6
V6P	7,029	7.2	13,597	4.4
V5X	6,549	6.7	9,848	3.2
V5N	6,367	6.5	14,133	4.6
V5W	5,427	5.6	7,198	2.3
V5V	4,936	5.1	10,118	3.3

The top three FSA's (Forward Sortation Areas) of Multicultural Cyclists in Vancouver, BC are: **V5R** 13,759 or 14% of Multicultural Cyclist households in Vancouver, **V5P** 9,163 or 9% and **V5S** 7,868 or 8%. Together they equal 31% of all Multicultural Cyclist households in Vancouver.



BC Elite Families

55-64 years old

HH Count: 143,085,
7% of HH in BC

Top Markets:

Kelowna
Surrey
North Vancouver

Top FSA's: V1W
Kelowna, V4A White
Rock, V1B Vernon

Demographics

Middle Aged, typically between 55-64 years old.

43% have children living at home

Below average ethnic diversity of 16% compared to the general population of BC

Educated, **6%** more likely than the general BC Population to have a University degree

Above Average HH income of **\$152,324** compared to BC at **\$105,535**

Psychographics

Family oriented and brand loyal consumers

Enjoy trying new places to eat and learning about different cultures

7% more likely than the average BC Population to participate in **mountain or road biking** activities

Elite Families

Top Locations

Represent 143,085 or 7% of HH in BC

1. Kelowna: 9,954 HH, 17% of Kelowna HH (57,780)
2. Surrey: 8,753 HH, 5% of Surrey HH (179,548)
3. North Vancouver: 8,300, 26% of North Vancouver HH (32,470)

Top FSA's: V1W Kelowna, V4A White Rock, V1B Vernon

Media Habits

Moderate-Heavy Internet users with an average social network

56% use Facebook frequently, **29%** use Instagram frequently

Interested in using the internet to research products/services and use maps/directional services

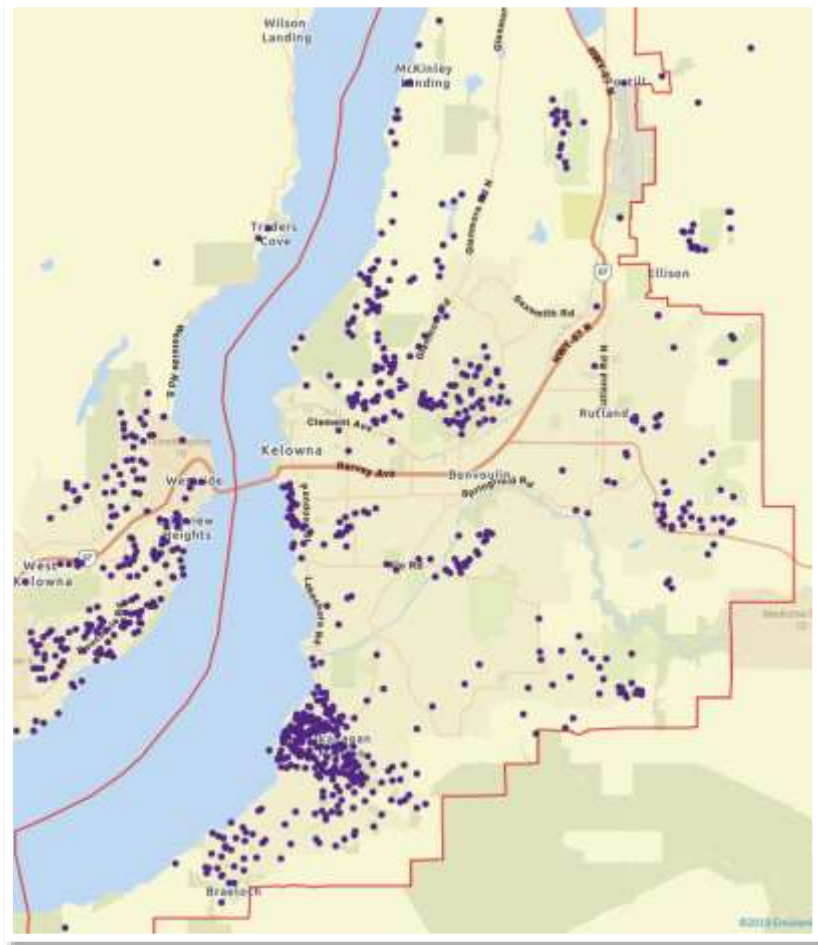
Light – Moderate users of Newspapers, Magazines and Radio

Moderate users of Direct Mail and TV

Moderate – Heavy users of Online Media

BC ELITE FAMILIES

KELOWNA



Top Elite Family FSA's in Kelowna

FSA	Cyclist Households		Total Households	
	Count	% of Visitors	Count	% of Households
V1W	5,174	37.2	15,231	21.3
V1V	3,042	21.9	9,205	12.9
V1Z	2,422	17.4	5,880	8.2
V4V	1,313	9.4	6,496	9.1
V1P	783	5.6	2,979	4.2
V1Y	729	5.2	17,628	24.6
V1X	455	3.3	14,096	19.7

The top three FSA's (Forward Sortation Areas) of Elite Families in Kelowna, BC are: **V1W** 5,174 or 37% of Elite Family households in Kelowna, **V1V** 3,042 or 22% and **V1Z** 2,422 or 17%. Together they equal 76% of all Elite Family households in Kelowna.



BC Empty Nest Explorers

55-64 years old

HH Count: 188,788,
10% of HH in BC

Top Markets:

Langley
Surrey
Abbotsford

Top FSA's: V0R Cobble Hill, V2X Maple Ridge, V8E Whistler

Demographics

Middle Aged-Mature, typically between 55-64 years old

38% have children living at home

Below average ethnic diversity of **13%** compared to the general population of BC

Below Average Education, **22%** less likely than the general BC Population to have a University degree

Average HH income of **113,962** compared to BC at **\$105,535**

Psychographics

Casual travellers who value their quiet time and exploring the world at their own pace

5% more likely than the average BC Population to participate in mountain or road biking activities

Empty Nest Explorers

Top Location

Represent **188,788** or **10%** of Households in BC

1. **Langley:** 12,410 HH, 28% of Langley HH (44,462)
2. **Surrey:** 10,667 HH, 6% of Surrey HH (179,548)
3. **Abbotsford:** 10,098 HH, 20% of Abbotsford HH (51,733)

Top FSA's: V0R Cobble Hill, V2X Maple Ridge, V8E Whistler

Media Habits

Moderate Internet users with an active social network

57% use Facebook frequently, **27%** use Instagram frequently

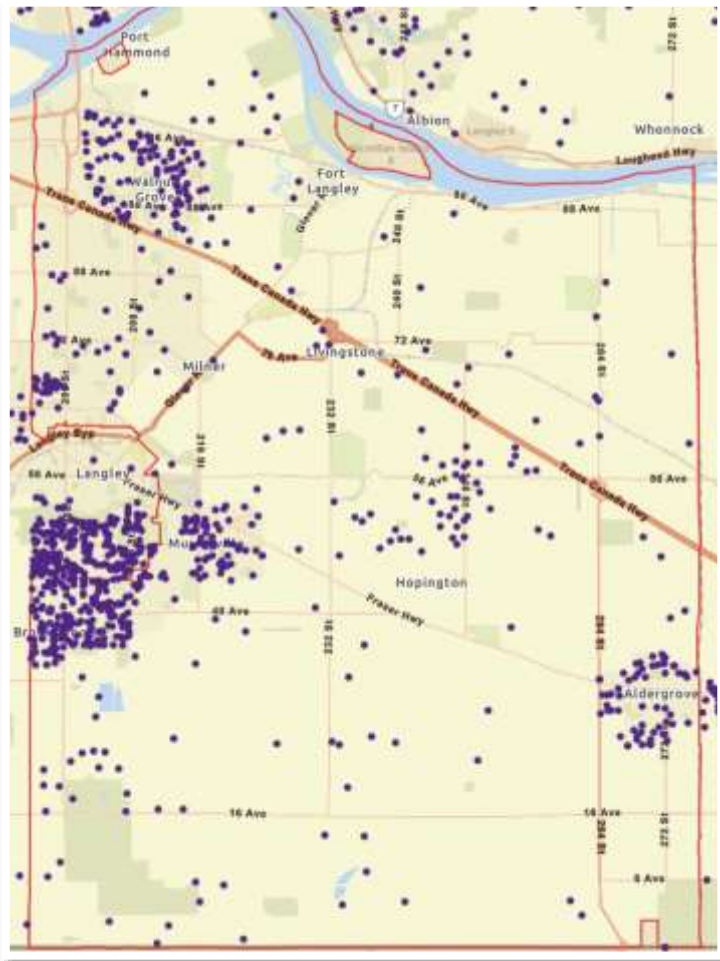
20% use their mobile phones to search for businesses and services online

Light-Moderate users of Newspapers, TV and Radio

Moderate users of Magazines, Direct Mail and Online Media

BC EMPTY NEST EXPLORERS

LANGLEY



Top Empty Nest Explorer FSA's in Langley

FSA	Cyclist Households		Total Households	
	Count	% of Visitors	Count	% of Households
V1M	4,459	28.0	11,886	13.5
V3A	4,164	26.2	18,615	21.1
V4W	2,294	14.4	7,221	8.2
V2Y	1,847	11.6	13,119	14.9
V2Z	1,504	9.4	6,419	7.3
V4X	1,136	7.1	3,753	4.3
V4N	514	3.2	27,132	30.8

The top three FSA's (Forward Sortation Areas) of Empty Nest Explorers in Langley, BC are: **V1M** 4,459 or 28% of Empty Nest Explorer households in Langley, **V3A** 4,164 or 26% and **V4W** 2,294 or 14%. Together they equal 68% of all Empty Nest Explorer households in Langley.

ENVIRONICS ANALYTICS MARKET SEGMENTATION

EXPLORER QUOTIENT (EQ)
PRIZM 5 CLUSTERS

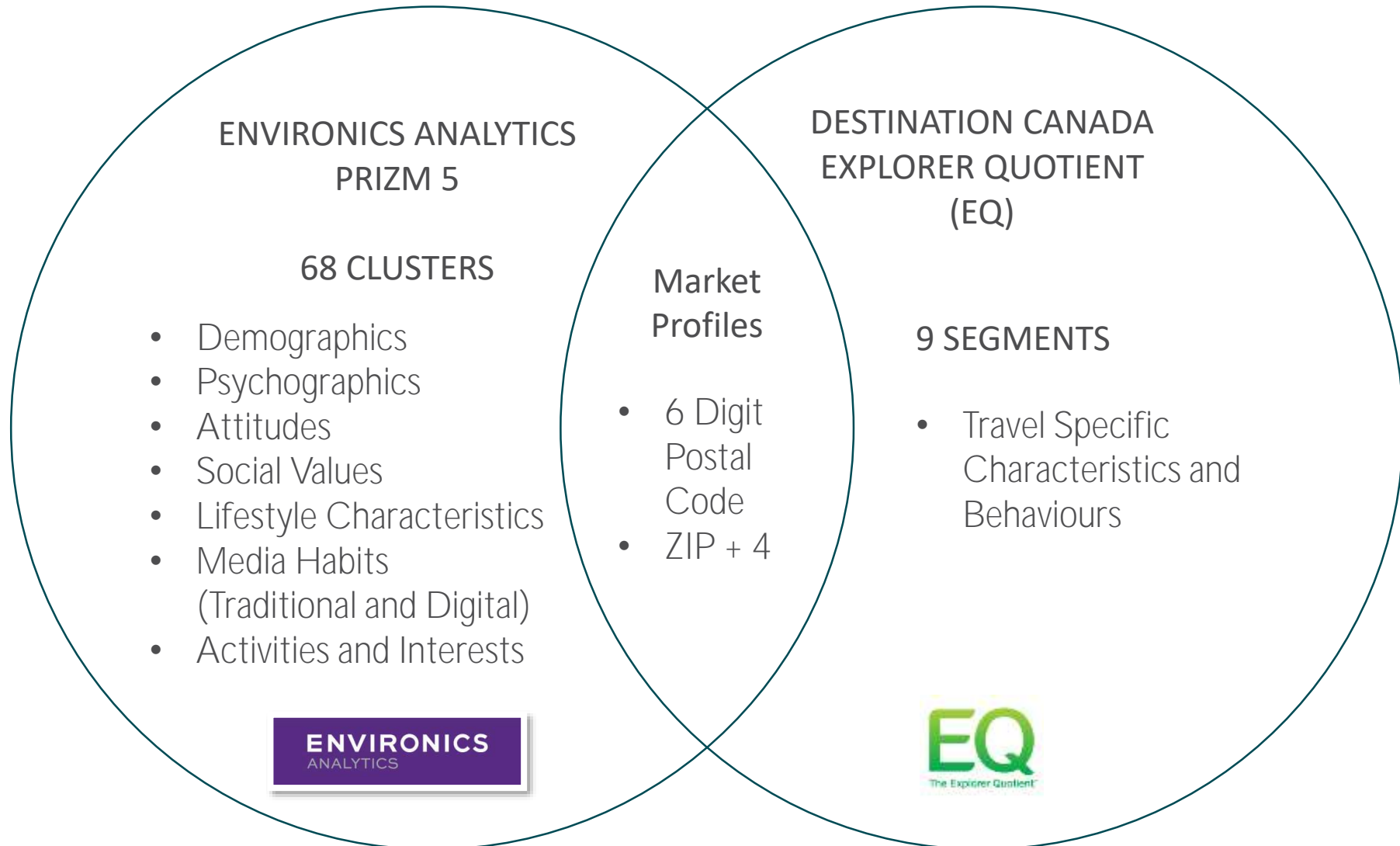
ABOUT ENVIRONICS ANALYTICS

ENVIRONICS
ANALYTICS



- Environics Analytics is one of North America's leading data, analytics and marketing services companies.
- ENVISION5 provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values.
- Environics Analytics Research provides a deeper understanding of customers and markets through geographic analysis and customized segmentation.
- Market Reports Available for:
 - Canada and the United States
- <https://environicsanalytics.com/en-ca/about>

MARKET SEGMENTATION



ABOUT EQ



- Explorer Quotient, also known as EQ, was developed by Destination Canada in partnership with Environics Research Group.
- EQ is a proprietary market segmentation system based on the science of psychographics.
- EQ goes beyond traditional market research of defining people. It looks deeper at individuals' personal beliefs, social values and views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

For more information visit:

<https://www.destinationcanada.com/en/tools>



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BC CYCLE TARGET GROUP CONSIDERATIONS

The BC Market of **1,967,425** Households are mapped to Destination Canada's 9 Explorer Quotient (EQ) Profiles.

Total Volume by Household Count in British Columbia:

- **Multicultural Cyclists** are the group with the highest household volume in BC at **257,243** households or **13%** and an above average income of **\$116,218** compared to the province of BC.
- **Empty Nest Explorers** are the second largest at **188,788** or **10%** with an average income of **\$113,962**.
- **Millennial Cyclists** represent **153,226** or **8%** of households and have the lowest household income at **\$98,641**.
- **Elite Families** are the smallest and most wealthy target group at **143,085** households or **7%** with an above average household income of **\$152,324**.

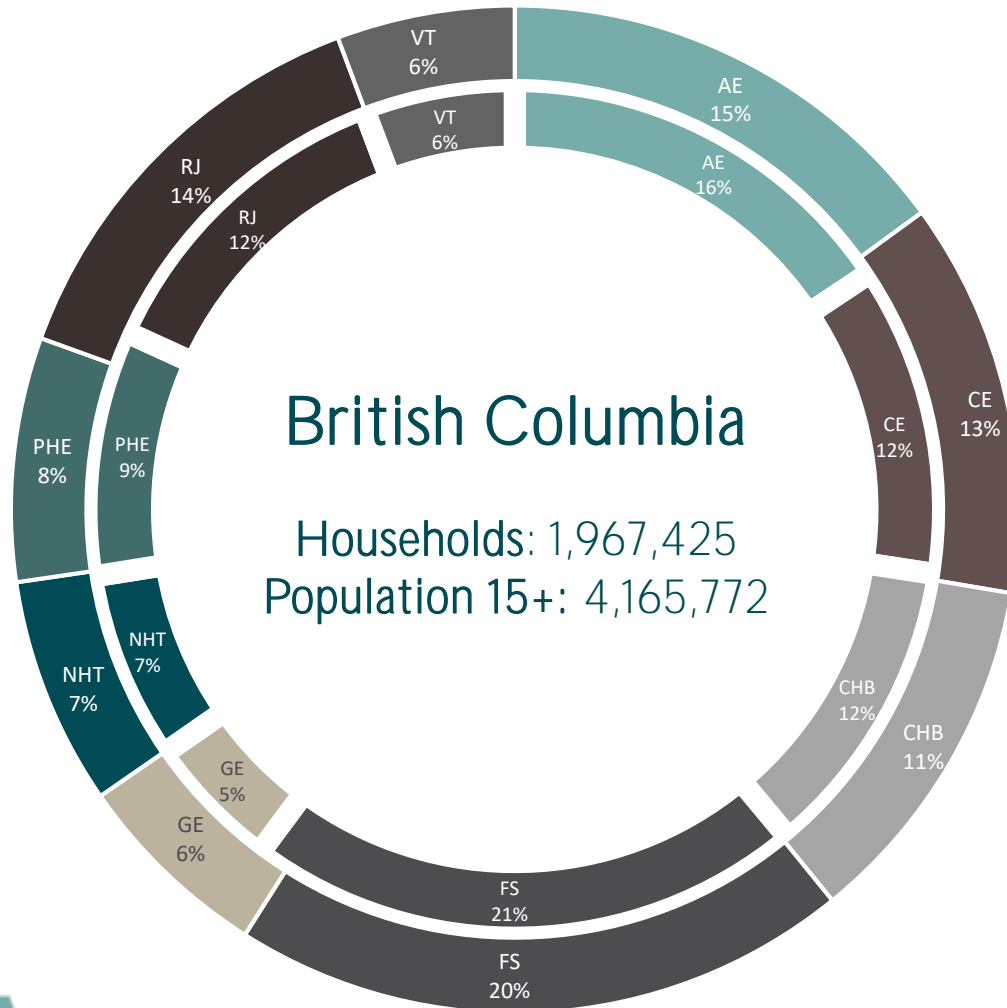
Volume by Household Count in British Columbia by City:

- Highest volume by household count location for **Millennial Cyclists** and **Multicultural Cyclists** is Vancouver at **44,805** households, **15%** and **96,516** households, **32%** respectively.
- **Elite Families** = Kelowna at **9,954** households, **17%**.
- **Empty Nest Explorers** = Langley at **12,410** households or **28%**.

Each Target Group is cross-referenced by EQ type



BRITISH COLUMBIA EQ COMPOSITION



EQ Type	Household Count	Population 15+
Free Spirits (FS)	390,561	884,417
Authentic Experiencers (AE)	294,568	651,999
Rejuvenators (RJ)	270,932	518,753
Cultural Explorers (CE)	249,629	490,883
Cultural History Buffs (CHB)	225,853	479,366
Personal History Explorers (PHE)	154,108	388,818
No Hassle Travellers (NHT)	144,091	298,214
Gentle Explorers (GE)	125,261	214,707
Virtual Travellers (VT)	112,422	238,615

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

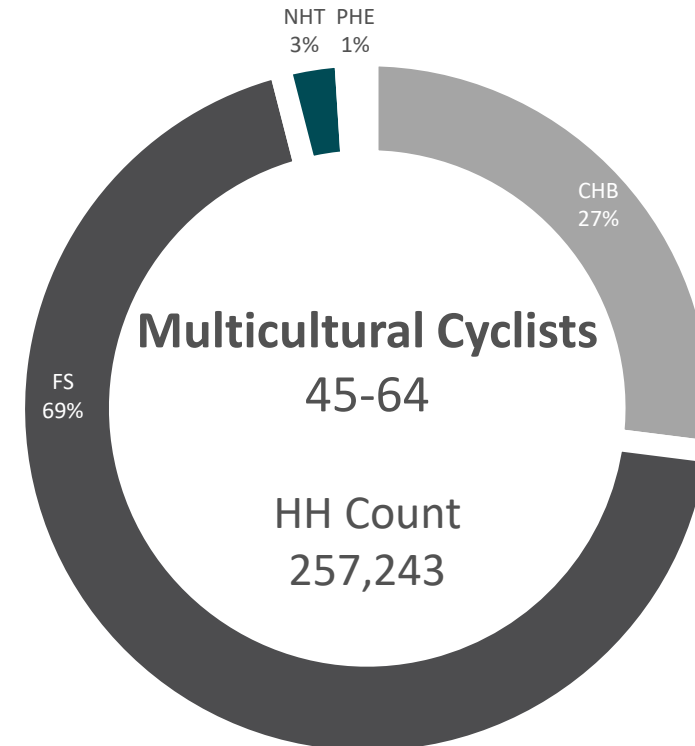
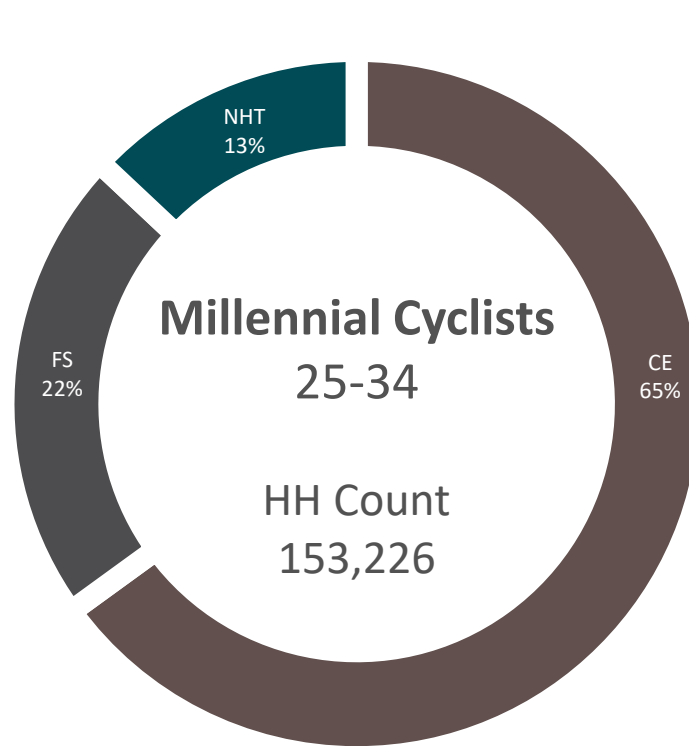
Outer Circle: Households
Inner Circle: Population 15+

Refer to BC EQ Profiles for additional information

EXPLORER QUOTIENT (EQ) TARGET ANALYSIS

Source: Environics Analytics

Cycling
Target
Groups
in BC



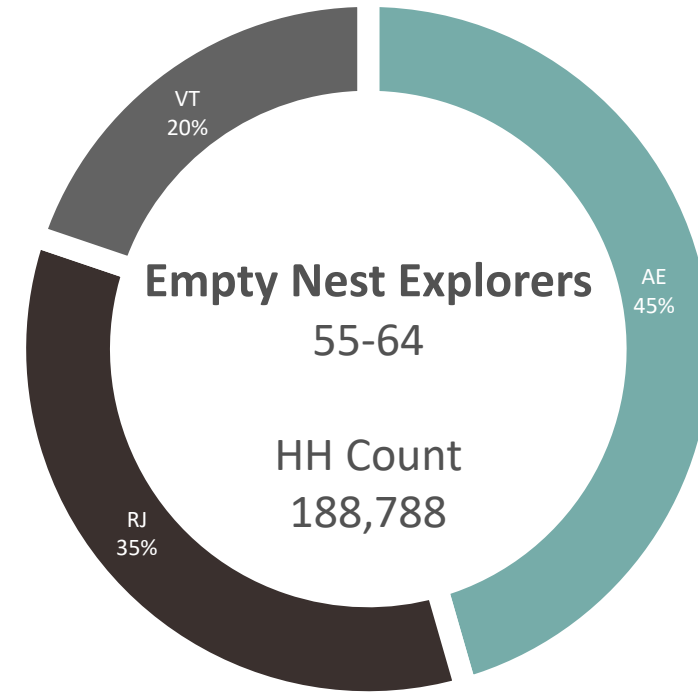
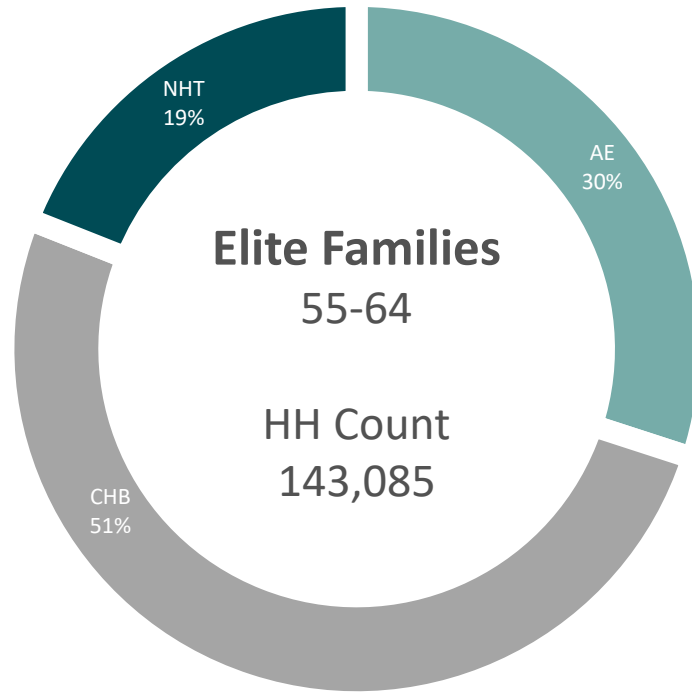
EQ Type	Household Count	% of HH	% of EQ Type in BC
Cultural Explorers (CE)	99,181	65%	38%
Free Spirits (FS)	33,428	22%	9%
No Hassle Travellers (NHT)	20,617	13%	14%
Millennial Cyclists TOTAL	153,226	100%	N/A

EQ Type	Household Count	% of HH	% of EQ Type in BC
Free Spirits (FS)	177,132	69%	45%
Cultural History Buffs (CHB)	69,199	27%	27%
No Hassle Travellers (NHT)	8,562	3%	6%
Personal History Explorers (PHE)	2,350	1%	2%
Multicultural Cyclists TOTAL	257,243	100%	N/A

EXPLORER QUOTIENT (EQ) TARGET ANALYSIS

Source: Environics Analytics

Cycling
Target
Groups
in BC



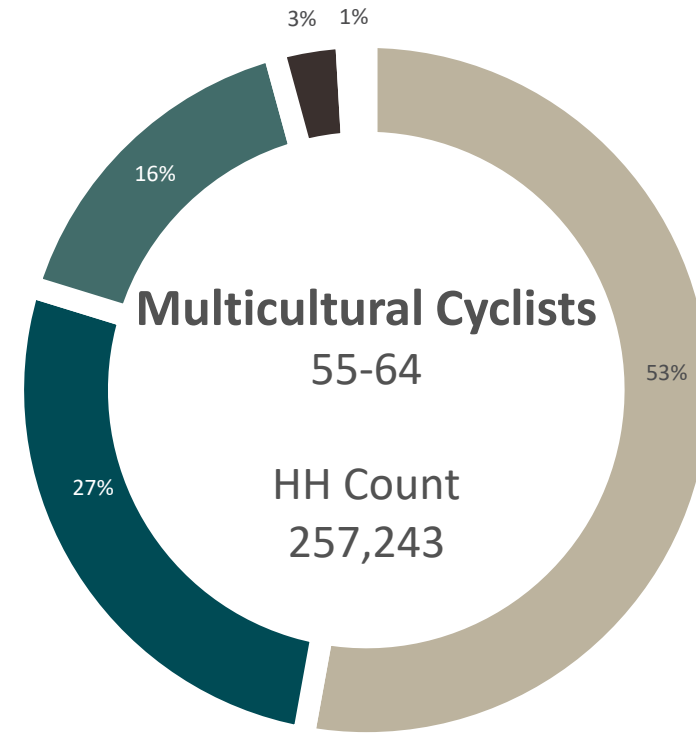
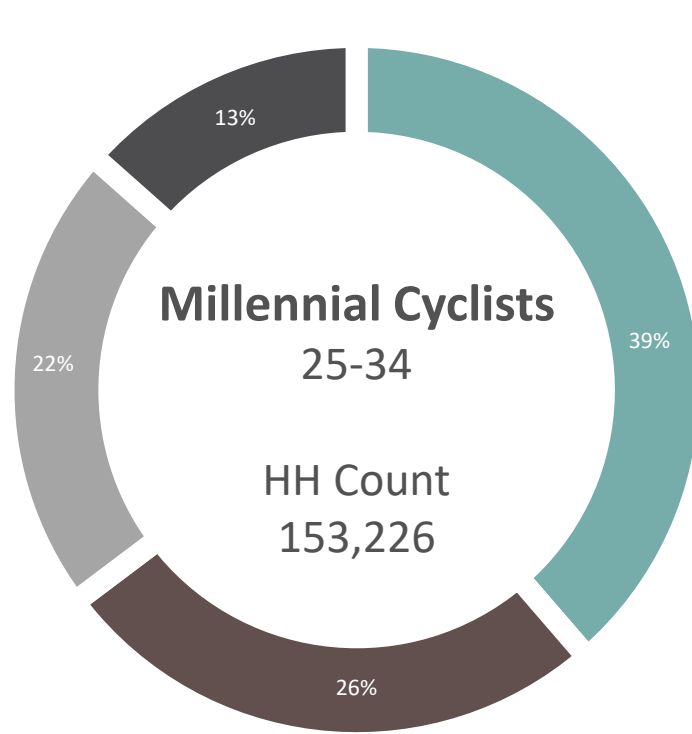
EQ Type	Household Count	%	% of EQ Type in BC
Cultural History Buffs (CHB)	73,178	51%	32%
Authentic Experiencers (AE)	42,910	30%	15%
No Hassle Travellers (NHT)	26,997	19%	19%
Elite Families TOTAL	143,085	100%	N/A

EQ Type	Household Count	%	% of EQ Type in BC
Authentic Experiencers (AE)	85,989	45%	29%
Rejuvenators (RJ)	65,790	35%	24%
Virtual Travellers (VT)	37,009	20%	33%
Empty Nest Explorers TOTAL	188,788	100%	N/A

EA PRIZM 5 CLUSTER ANALYSIS

Source: Environics Analytics

Note: Of the 68 PRIZM Clusters 16 rank above average (compared to the general population of BC) for interest/participation in **Cycling activities**. This report profiles the 16 clusters, grouped into four target groups based on demographic and psychographic characteristics.



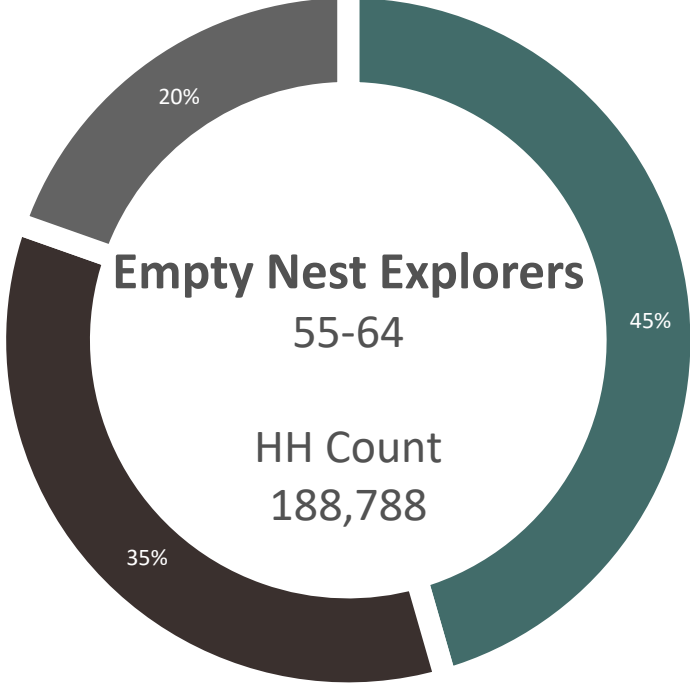
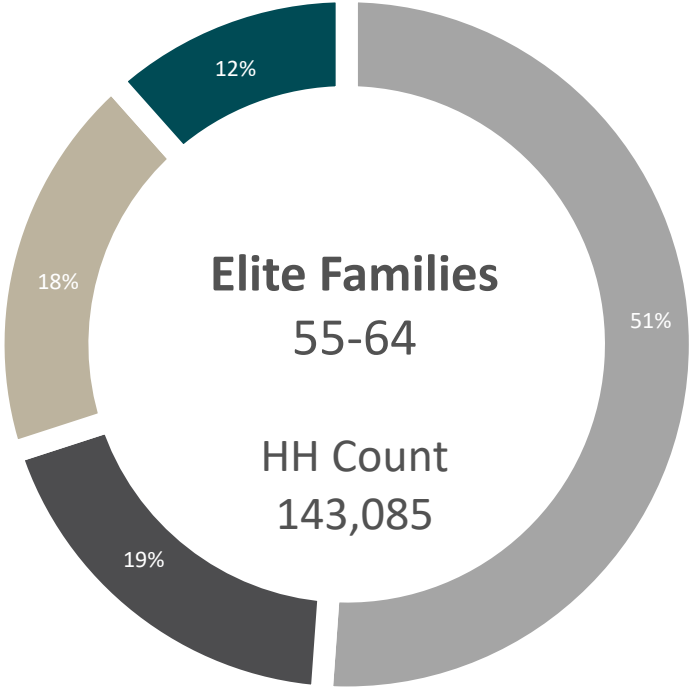
PRIZM 5 Cluster	Household Count	%
Suburban Scramble	59,249	39%
Grads and Pads	39,932	26%
Street Scenes	33,428	22%
Trucks and Trades	20,617	13%

PRIZM 5 Cluster	Household Count	%
Asian Avenues	135,964	53%
Diversity Heights	69,199	27%
Asian Sophisticates	41,168	16%
Metro Multiculturals	8,562	3%
Diverse City	2,350	1%

EA PRIZM 5 CLUSTER ANALYSIS

Source: Environics Analytics

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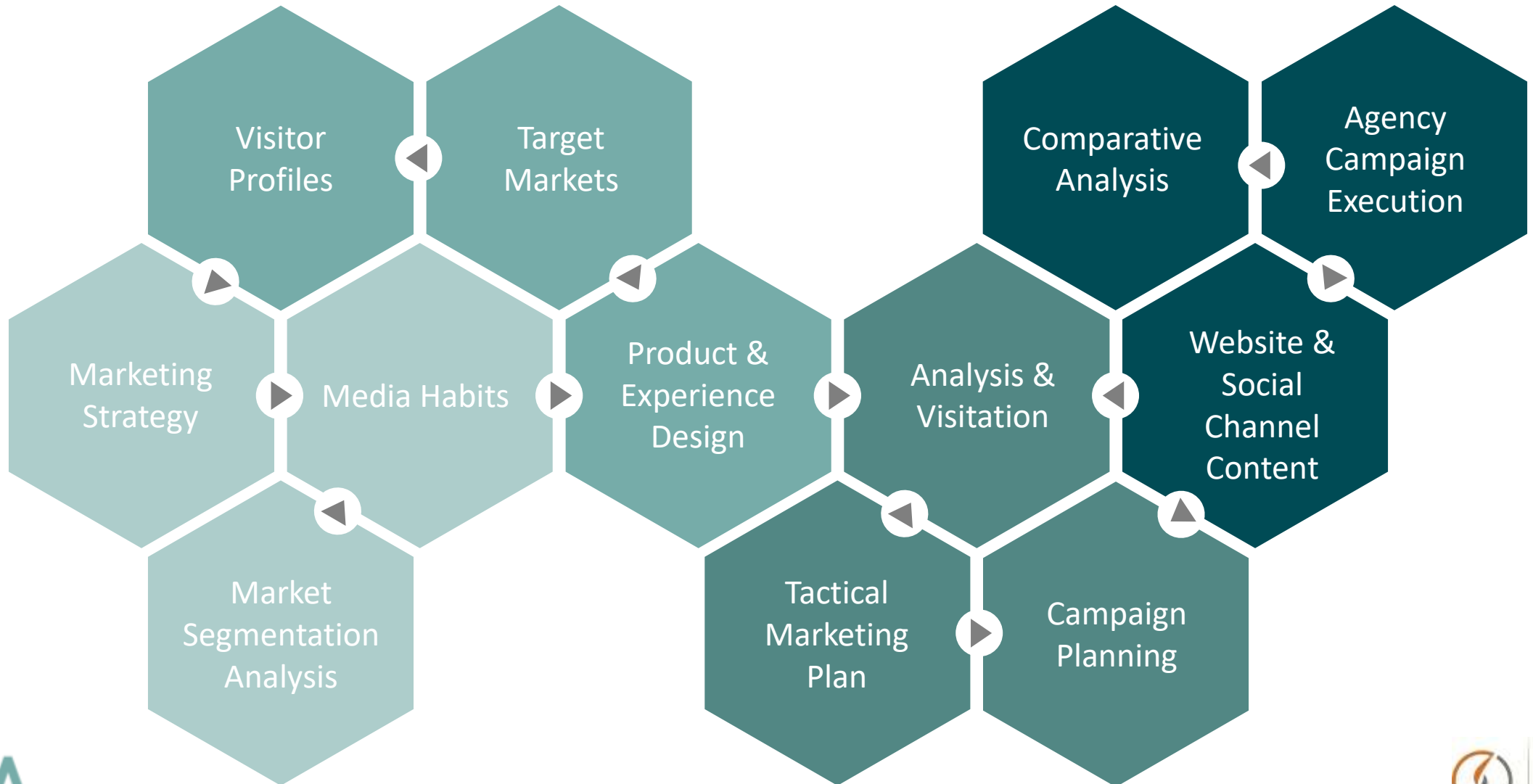


PRIZM 5 Cluster	Household Count	%
Satellite Burbs	73,178	51%
Exurban Wonderland	26,997	19%
Suburban Success	26,354	18%
Urbane Villagers	16,556	12%

PRIZM 5 Cluster	Household Count	%
Aging in Suburbia	85,989	45%
Emptying Nests	65,790	35%
Second City Retirees	37,009	20%

APPLICATIONS

RESEARCH SERVICES SUPPORT



A scenic view of a mountain valley. In the foreground, there are tall, dark green evergreen trees. In the middle ground, a small wooden cabin with a blue roof is nestled among the trees. In the background, there are misty, mountain ranges under a cloudy sky.

MARKETING STRATEGY

Research-based decision making:

- Supports brand positioning
- Supports both business and marketing objectives
- Supports market development, product development, or penetration strategies.





TARGET MARKETS

North America by Postal Code or ZIP Code:

- Choose by **market segments** and any drive/fly radius
- Choose by **values** and any drive/fly radius
- Choose to profile your existing customers by any drive/fly radius



PRODUCT AND EXPERIENCE DESIGN

- Redevelop your product offering in consideration of the key touch points of your target markets.
- Adjust the type of experiences offered based on the market segments you want to attract.



MEDIA HABITS

Each profile includes 8 pages of information benchmarked against Province or City of choice

DIGITAL MEDIA

- Online Media Usage
- Top Websites
- Social Media Platforms
- Online Activities
- Hours Spent Online
- Brand Interactions
- Key Social Media Values
- Social Media Usage by Time of Day/Device

TRADITIONAL MEDIA

- Television
- Print: Newspapers, Magazines
- Radio
- Direct





WEBSITE AND SOCIAL MEDIA CONTENT PLAN

- Product and experience themes
- Segmented for target audiences
- Video and still imagery
- Copywriting
- Call-to-action
- Consider all marketing communication channels

CAMPAIGN PLANNING

- Traditional & Digital Media
- Digital Media Advertising Campaign Services
 - Target Markets
 - Objectives
 - Channels
 - Creative
 - Call-to-action
 - Target by Postal Code or FSAs



RESOURCES

TOTA RESOURCES: RESEARCH SPOTLIGHT

SHARING WITH INDUSTRY

- For Information on Regional Visitation within the Thompson Okanagan Visit:
<https://news.totabc.org/category/research/>

- Regional Industry Information available by:

- 2018 Year in Review
- Winter 2018 – 2019 Summary
- Spring 2019
- Summer 2019
- 2019 Monthly Updates

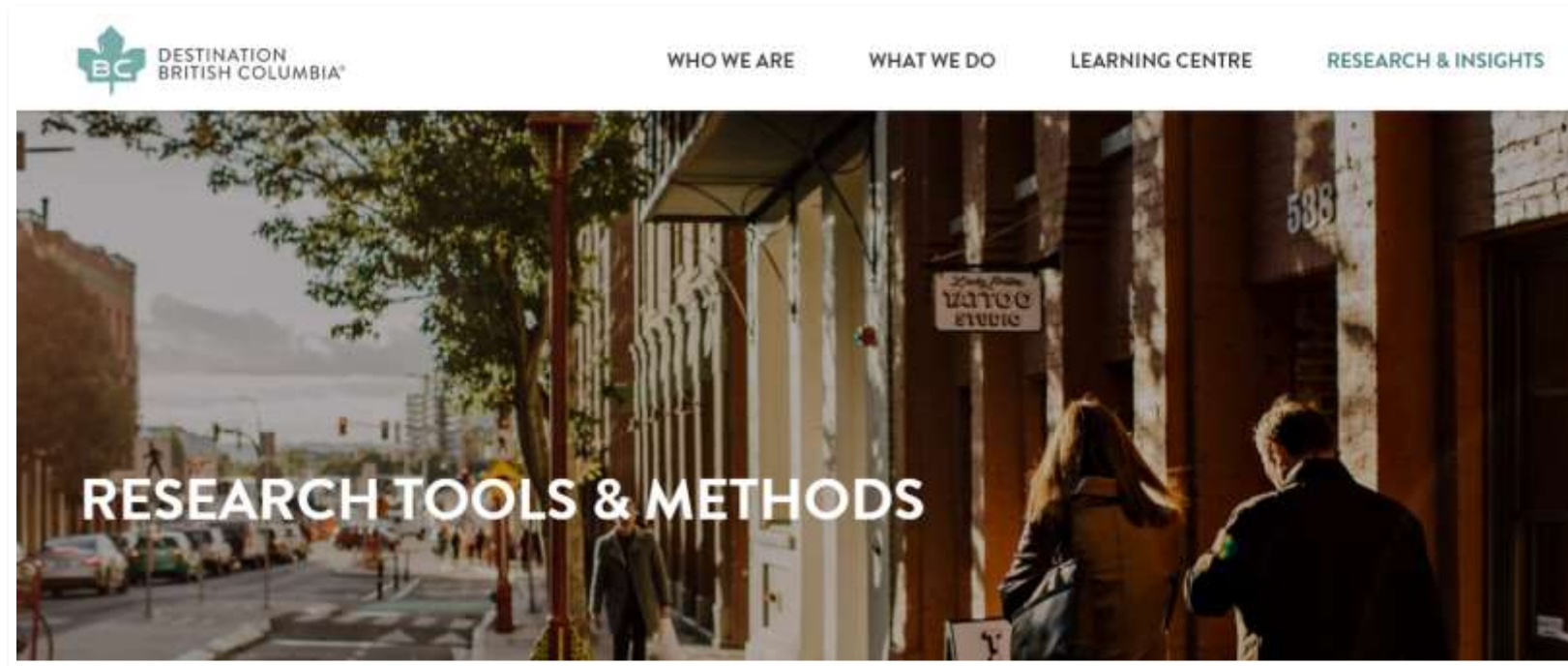
 TELUS Insights



DESTINATION BC RESOURCES

Register with Destination BC to access additional Explorer Quotient (EQ) profile information.

<http://www.destinationbc.ca/Resources/Explorer-Quotient.aspx>

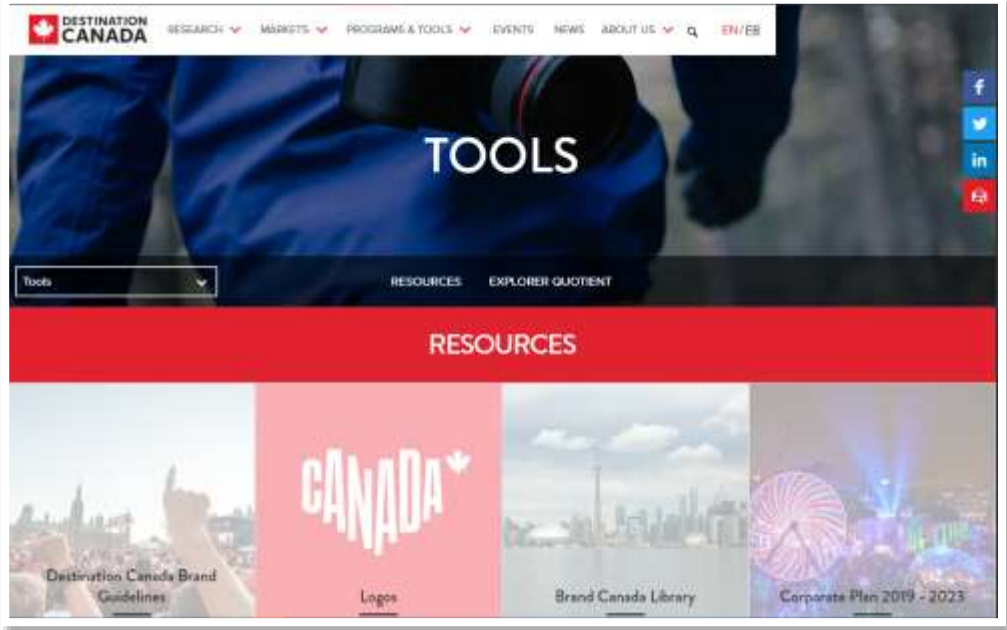


DESTINATION CANADA

EXPLORER QUOTIENT (EQ) RESOURCES



[Destination Canada: Resources / EQ](#) for public facing support documents.



SERVICES

RESEARCH SERVICES

- Serving Businesses, Communities, Government, Organizations and Festivals & Events in British Columbia
- Supplying custom market research for **Canada** and the **United States** utilizing Environics Analytics
- Utilizing TELUS Insights for visitor counts within Canada
 - Used to create custom visitor segment profiles using Environics Analytics





RESEARCH SERVICES

- Market Profiles - Canada & United States
(Environics Analytics).
- Your Customers Profiled – Canada & United States (Customer Postal/ZIP Codes using **Environics Analytics**).
- Market Segmentation Targeting – Canada & United States (Consumer Profiles by Sectors, EQ Types, Social Values, and Custom Variables) **(Environics Analytics).**
- Thompson Okanagan Region & District Level Area Visitor Profiles (**TELUS Insights** with **Environics Analytics**) –
Communities Only.

HOW TO USE DATA



Mobile Insights
Visitor Data



Envionics Analytics
targets to postal code or
zip code level including
Explorer Quotient
Profiling or custom



Use for Marketing
Strategy to Hyper-Target
Potential Visitors for
traditional and digital
media



Analyze Return on
Investment by Number of
People who saw Digital
Ads who actually visited
your destination

DATA SOURCES

Custom
Reports for
Your Specific
Needs

ENVIRONICS
ANALYTICS
Market Data

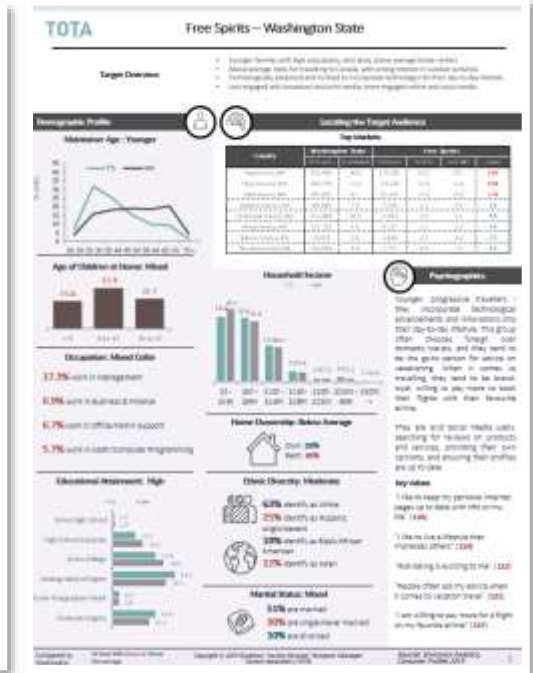
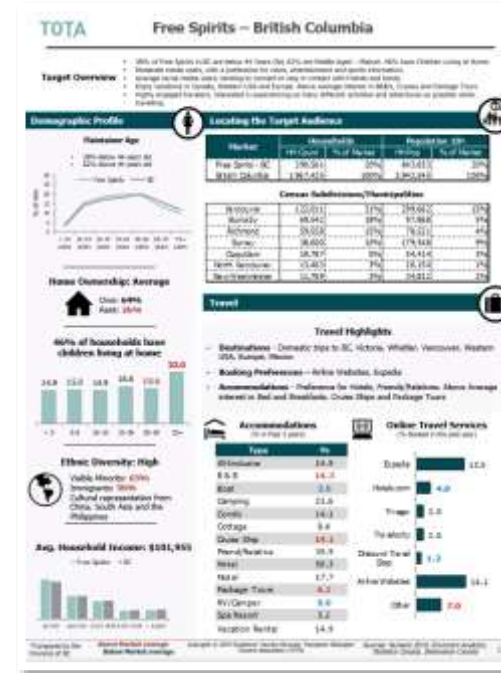
CLIENT DATA
Postal/ZIP Codes

TELUS INSIGHTS
Visitor Origin

Combine With Other Research (Internal/External)

CONSUMER PROFILES

- Market data can be profiled by:
 - Explorer Quotient (EQ)
 - Consumer Personas
 - Sectors
 - Hiking, Cycling, Culinary, etc.
- Social Values
 - Global Consciousness, Multiculturalism, etc.
- Custom Variable Sets
- Analysis of your customer postal codes/zip codes





SPECIAL INTEREST PROFILES

We can analyze profiles by Province, State or City Level

Sector profiles include:

- ATV/Snowmobiling
- Camping/RV
- Canoeing/Kayaking
- Consumer Shows
- Culinary
- Culture
- Cycle
- Festivals and Events
- Golf
- Hike
- Motorcycle
- Ski (Cross Country/Downhill)
- Snowboarding
- Spa
- Sports

PROGRAMMATIC ADVERTISING



KLICK&MORTAR

Digital Campaigns

- Campaign Strategy
- Campaign Execution
- Campaign Tracking
- Campaign Reporting
 - Quantifies number of people who visited a location that were exposed to the ad campaign up to 90 days later
 - Estimate economic impact and ROI

CASE STUDY: ROUTE 97

PROGRAMMATIC ADVERTISING



Seattle, WA Campaign | May-Aug 2018 | *Connecting America* Program

Objective: Increase awareness of Route 97 and the Thompson Okanagan Region

1. Targeted Authentic Experiencers by physical location (ZIP Codes) – 25-54
2. War Room Programmatic Agency executed digital campaign (Facebook, Google AdWords, Search & Display), YouTube
3. Used Zip Codes from Environics Analytics data source
4. Agency measured impact of the campaign exposure (impressions)
5. Results: 9,705 total visits to the Thompson Okanagan Region by consumers who had viewed the campaign ads, on average visits took place 4-9 weeks after the campaign
6. Economic Impact \$7.74 million (9,705 visits x \$798 average spend per vacation)



CLIENT NAME HERE

Seasonal EQ Guest Profile 2019



Overview

- Number of Records
- Number of Geo-Coded Records
- Provincial Breakdown

Top Cities (CSD's)

Business	% of Records	Leisure	% of Records

EQ Breakdown



Spring

Top Cities (CSD's)

-
-
-
-
-

- Total = # of Records
- BC = # of Records (%)
- \$\$\$ = Average spend per reservation

Typical Visitors

- Age
- Income
- Family Status

EQ Type

EQ Type	Avg. \$ per reso.
AE	\$0*
CE	\$0*
CHB	\$0
FS	\$0
PHE	\$0
NHT	\$0*
RJ	\$0
GE	\$0
VT	\$0

Summer

Top Cities (CSD's)

-
-
-
-
-

- Total = # of Records
- BC = # of Records (%)
- \$\$\$ = Average spend per reservation

Typical Visitors

- Age
- Income
- Family Status

EQ Type

EQ Type	Avg. \$ per reso.
AE	\$0*
CE	\$0*
CHB	\$0
FS	\$0
PHE	\$0
NHT	\$0*
RJ	\$0
GE	\$0
VT	\$0

Fall

Top Cities (CSD's)

-
-
-
-
-

- Total = # of Records
- BC = # of Records (%)
- \$\$\$ = Average spend per reservation

Typical Visitors

- Age
- Income
- Family Status

EQ Type

EQ Type	Avg. \$ per reso.
AE	\$0*
CE	\$0*
CHB	\$0
FS	\$0
PHE	\$0
NHT	\$0*
RJ	\$0
GE	\$0
VT	\$0

Winter

Top Cities (CSD's)

-
-
-
-
-

- Total = # of Records
- BC = # of Records (%)
- \$\$\$ = Average spend per reservation

Typical Visitors

- Age
- Income
- Family Status

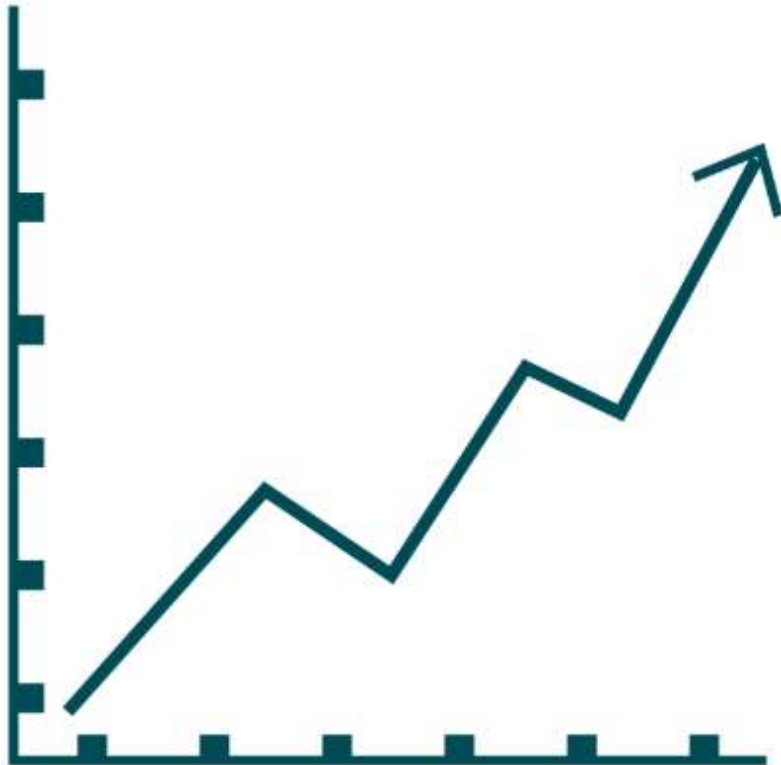
EQ Type

EQ Type	Avg. \$ per reso.
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CHB	\$0
FS	\$0
PHE	\$0
NHT	\$0*
RJ	\$0
GE	\$0
VT	\$0

- Virtual Travellers (VT)
- No Hassle Travellers (NHT)
- Cultural History Buffs (CHB)
- Gentle Explorers (GE)
- Personal History Explorers (PHE)
- Cultural Explorers (CE)
- Rejuvenators (RJ)
- Free Spirits (FS)
- Authentic Experiencers (AE)

Source: Company Name
CSD = Census Subdivision

COMPARATIVE ANALYSIS OVER TIME



- Seasonal
- Year-over-year
- Segmentation
- Targets vs. actual visitors

LET'S CONNECT



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

Contact: Simone Carlyse-Smith, Managing Director

Symphony Tourism Services, a subsidiary of the Thompson
Okanagan Tourism Association.

778-721-5448

sts@totabc.com

totabc.org/symphony-tourism-services