

# Canada Day Fireworks Show in Vancouver

July 12, 2017

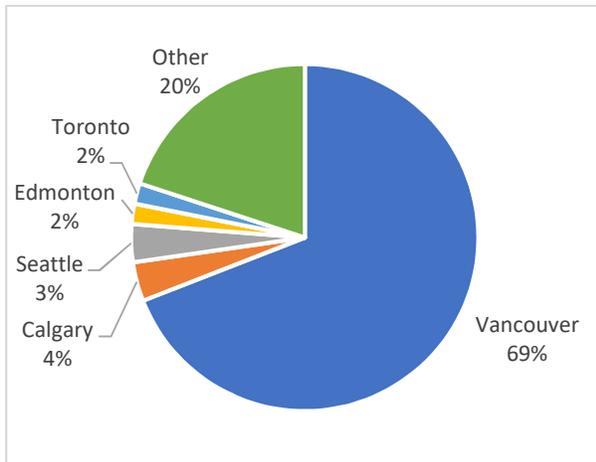
On July 1, 2017, Canada Day was celebrated in Vancouver at the fireworks display viewing zone at Canada Place. Tickets for this sold out event were marketed and distributed via Tourism Vancouver’s Tickets Tonight platform. Over 2,500 tickets were purchased by customers.

As all of the tickets were sold via Tickets Tonight, we have postal/zip code data for all customers who purchased tickets which allows PRIZM<sup>1</sup> analysis to be conducted. This briefing provides an overview of some of the findings from the initial analysis.

## Where did customers for this event come from?

Based on the ticketing data, over 85% of customers originated from Canada with the remaining 15% from the U.S. The PRIZM analysis enables a more detailed break-down as follows.

**Chart 1: Origin of Customers by Metropolitan Statistical Area**



Source: PRIZM.

Further analysis shows that within Metro Vancouver, the majority of customers came from the City of Vancouver (43%), followed by Burnaby (14%), Surrey (12%) and Richmond (11%).

## Who are our customers for this event?

When we look at customers from Canada, who make up the majority of event participants, the demographics skews towards a younger audience for this event including Millennials and Gen-Xers.

**Chart 2: Age Profile of Customers (Canada)**

Age Category	Share of Total (%)
15-24	5%
25-34	22%
35-44	21%
45-54	19%
55-64	16%
65-74	10%
75+	7%

Source: PRIZM.

Most of the customers for this event tend to be couples (married or living with a common-law partner) without children. Over 60% has completed some form of higher education and average household income is above the Canadian average.

The PRIZM analysis also shows that an estimated 46% are from a visible minority, including 19% ethnic Chinese and 9% South Asian. As a reflection of the diversity of this audience, many (over 45%) also have a mother language other than English. Some of the other languages spoken by these customers include Chinese (Cantonese or Mandarin), Punjabi, Korean, Tagalog and Persian.

<sup>1</sup> PRIZM is an analytics tool that combines geographic, demographic and consumer behaviour data of Canada and U.S. households modeled to the postal/zip code level.

**Why is this important?**

This information enables us to be more precise and targeted in our marketing efforts to ensure that we are reaching those customers that are most interested in these types of events.

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