

New Year's Eve Fireworks in Vancouver

February 19, 2018

New Year's Eve 2017 in Vancouver was celebrated at Canada Place and at Vancouver Convention Centre West on December 31, 2017. Over 5,000 tickets were sold for the ticketed portion of this event via Tourism Vancouver's Tickets Tonight platform.

As all of the tickets were sold via Tickets Tonight, we have postal/zip code data for all customers who purchased tickets which allows PRIZM¹ analysis to be conducted. This briefing provides an overview of some of the findings from the analysis.

Where did customers for this NYE event come from?

The ticketing data shows that over 78% of customers for the NYE event (ticketed portion) originated from Canada while approximately 7% came from the United States. A summary of the market origin by country is provided below.

Chart 1: Origin of Customers by Country

Origin	Share of Tickets (%)
Canada	78%
U.S.	7%
Mexico	3%
Other	3%
Unknown	9%
Total	100%

Source: Tourism Vancouver.

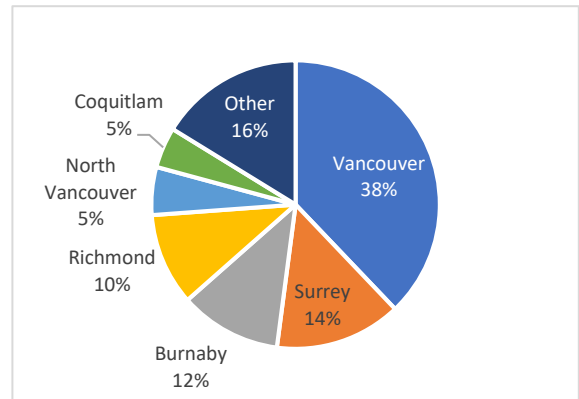
Note: Unknown includes tickets sold on event day.

Within Canada, the majority of event participants originated from British Columbia and specifically the Vancouver Metropolitan Area.

¹ 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.

Further analysis shows that within Metro Vancouver, the majority of customers came from the City of Vancouver (38%), followed by Surrey (14%), Burnaby (11%) and Richmond (10%).

Chart 2: Origin of Customers in Metro Vancouver



Source: Tourism Vancouver, PRIZM.

The PRIZM analysis also shows that in addition to Vancouver where the event was located, residents from North Vancouver and Richmond have the highest propensity to attend the NYE ticketed event of any City in the Vancouver Metropolitan area relative to its population base.

This means that even though residents from Surrey and Burnaby make up a larger proportion of total NYE event visitors, residents from Richmond and North Vancouver are more likely to attend the event and should be considered for any marketing efforts.

The NYE ticketed event also attracted customers from across the United States. Top states of origin included Washington and California which made up nearly half of ticketed customers from the U.S. A sprinkling of U.S. customers also came from Florida, Oregon, Massachusetts, New York and Texas.

Who are the customers for this NYE event?

An examination of customers from Canada, who make up the majority of event participants, shows that the NYE ticketed event is generally popular amongst a wide range of demographic audiences with a slight skew towards a younger customer base including Millennials and Gen-Xers.

Chart 3: Age Profile of Customers (Canada)

Age Category	Share of Total (%)
15-24	5%
25-34	21%
35-44	20%
45-54	19%
55-64	16%
65-74	11%
75+	8%
Total	100%

Source: PRIZM.

Most of the customers for this event tend to be couples (married or living with a common-law partner) without children or single. Approximately 61% have completed a college or University education.

The PRIZM analysis also indicates that approximately 50% of NYE event ticketed customers are from a visible minority. As a reflection of the diversity of this audience, about 50% also have a mother language other than English. Some of the other languages spoken by these customers include Chinese (Cantonese or Mandarin), Punjabi and Korean. Approximately 20% of ticketed customers to NYE are ethnic Chinese.

It should also be noted that ethnic Chinese, especially those that speak Mandarin, have a high propensity to participate in this ticketed NYE event relative to the population of ethnic Chinese living in Metro Vancouver. This suggests that ethnic Chinese, especially those that speak Mandarin, are amongst the most

likely to attend the ticketed NYE event and should be considered for any marketing efforts.

What type of media do these customers consume?

The PRIZM analysis also shows that these customers tend to be light users of traditional media channels such as TV, radio and newspapers (both in absolute percentage terms and also relative to other customers in Canada).

In comparison, these customers are typically medium level users of magazines and the Internet. Top social media applications used include Facebook, Instagram and Twitter. For the ethnic Chinese, WeChat is also a popular social media platform. NYE ticketed event customers also have a higher propensity of using video/photo sharing sites compared to the general Canadian population.

Why is this important?

This information provides insight into the type of customers that are interested in ticketed events such as NYE, and the most effective media and communications channels that could be used to reach these customers.

If you have any questions about this article, please contact:

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