

## Taking it all in

Connected Explorers rank well above average for almost all activities (museums, galleries, shopping, parks, landmarks, culinary, spa, beach)



## Connected Explorers

Connected Explorers are young couples under 40, both with and without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons, and they are looking for a fully packed schedule of activities.

Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.



## Authentic experiences

68% are completely open to diverse cultures (46% avg)

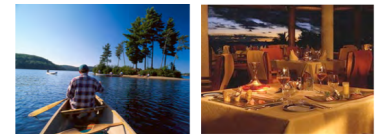


## Do what the locals do



## Travel is a break to escape from the everyday

60% believe this (40% avg)



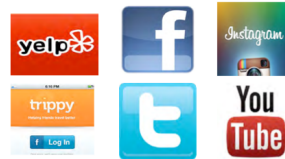
## Research to say "in the know"

Trip planning sources include brochures, travel books, magazine travel articles, travel TV shows, accommodation websites, online travel agencies. Active newspaper and magazine readers when it comes to travel (especially online).



## Connect & Share Online

Heavy online media users across all types of sites. 90% share their travel stories on social networks. 80% use smartphones and tablets when travelling



## Desire to explore the arts

93% visited museums/places of interest (50% is art)



## Discovering new surroundings

90% like to see local architecture and unique cityscapes



## Planning trips

51% rely on family and friends, but also use brochures, travel books, AA. 50% use accommodation websites; 42% use online travel agencies



# Knowledge Seekers

Knowledge seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.



## Media Habits

Active newspaper and magazine readers (news and travel). Active online users (search, weather, travel). Below average social media use.



## Looking for cultural appreciation

81% are seeking knowledge and cultural travel experiences



## Mental stimulation trumps R&R

54% see themselves as knowledge seekers (23% is art)



## Cultural Understanding explore

Expand your knowledge

Drive to learn History

## Enriching Stimulate the mind rediscovery

Galleries Landmarks Museums New & Different Art & Design Baby Boomers Second act Zoomer

## Outdoors, Relaxed

Recreational activities (hiking, visiting beaches, canoeing, national parks, fishing) are preferred over adventure sports



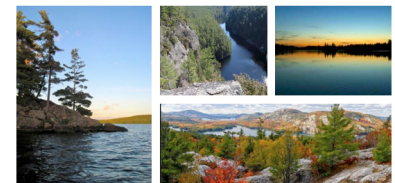
# Nature Lovers

Nature Lovers, typically families with kids, have a passion for experiencing the great outdoors together. Travel for them is all about exploring new, undiscovered places off the beaten path. Ontario is the perfect place for this segment who are looking to be dazzled by awe-inspiring nature. With a lower than average travel budget, these travellers are happy with the basics – camping in a tent, spending time as a family, and taking in all the beauty around them. Because spending time outdoors means an opportunity to enrich family bonds.



## Scenic Beauty

76% choose places to be awe-struck by the beauty of nature



## Back to Basics

71% stayed on a campground or trailer park



## Family Friendly

87% see their vacation as a time to make family memories



## Planning Trips

42% rely on family and friends for travel tips (above average). 78% use the Internet to plan, including accommodation sites, online travel agencies and official destination sites.



## Media Habits

Moderate traditional and online media users. Online habits include search, weather and Facebook. Offline media habits includes magazines, TV but less so newspaper (well below avg).



Family Bonding One With Nature Fresh Air Physical Challenge Explore Memories Natural Beauty Simple Fun The Great Outdoors Discovery Landscapes Camping Get Outside Take It All In Wildlife

## Take It Easy

88% travel to relax and pick destinations where they can do just that: 67% visited the beach, 37% visited a resort and 23% visited a spa.



## On My Schedule

74% want to do exactly what they want, when they want on vacation: shopping, pampering, lounging, eating.



## Planning Trips

33% rely on family and friends for travel tips (slightly below average).



## Pampered Relaxers

Pampered relaxers, as their name suggests, see vacation as a chance to indulge in total relaxation and pampering. They want an ultimate spa and resort experience that let's them unwind, recharge, and reconnect with friends. This group is comprised mainly of couples travelling with an above average income and travel budget. They want to make the most of their get-away by enjoying both the finer things in life as well as some youthful, carefree fun.



## The Finer Things

They value luxury and sophisticated activities like dining and cultural exploration.



## Without a Care in the World

72% enjoy carefree fun and entertainment, especially at the beach and in the water.



## Online Planners

Online is used more than average by this segment, including accommodation websites, travel agency websites and review sites.



Recharge  
With the girls  
Social  
Unwind  
Carefree  
Relax  
Get Away  
Treat Yourself  
Me Time  
Break  
Retail Therapy  
Indulge  
Young At Heart

## In the Stands

50% attend sporting events and 37% say it is their main reason to travel.



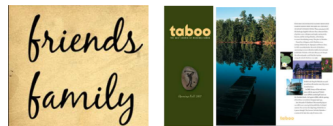
## In the Action

47% take part in sports while travelling, 16% played golf on their most recent trip.



## Travel Planning Sources

38% rely on family and friends, 22% use their own experience, 15% use brochures and pamphlets, 11% use auto associations



# Sports Lovers

These travellers are sports lovers through and through – whether it's attending a major league game or playing a round of golf themselves. Sport in every capacity is what drives them to travel. Because of their energy and enthusiasm for sports they see themselves as more active than the typical traveller, although in reality they are looking for as much if not more rest and relaxation than anyone else. Sports lovers in Ontario are predominantly middle-aged men (aged 35-54).



## Travel Recharge

The desire for rest and relaxation on vacation is higher than average, exceeding all segments except pampered relaxers. 47% went to a beach, resort, spa or water on recent trips.



## Adventurous In Spirit

Although they describe themselves as more active than most, in reality the sports they choose are not extreme (meaning they follow what's popular such as golf and organized sports).



## Traditional & Digital Media

Above average to average consumption of both.



Energy Competition  
Fan Sports Taking It Easy  
Cheers Excitement  
Physical Challenge Passion Active  
Enthusiasm Relaxing Fun  
Entertainment

## Core tourist attractions

57% visited amusement parks/zoo/aquarium (29% avg)



# Up & Coming Explorers

Up and Coming Explorers consist of young families, aged 18-34 with kids hailing primarily from the US. Many have a diverse background - 45% are visible minorities and 40% are immigrants. This group is recently affluent and emerging into a new life phase that includes fresh experiences such as travel. As they define a new life for themselves, travel is an opportunity to learn and explore as a nuclear family. Visiting friends and family is not a primary travel driver for them. While this groups often want to be adventurous and energetic, their travel experiences often start with what is nearby and typically considered a core tourist attraction.



## Feel exhilarated & excited

44% want this emotional benefit (25% avg)



## Popular & famous

70% plan trips around the world's most famous sites (well above avg)



## Explore & learn new things

72% see learning as the core benefit of travel, especially when these explorations are 'guided' with a helping hand.



## Information gathering

30% use TV ads & brochures to plan their trip (above avg). Travel articles are also used. This groups also heavily relies on the internet to plan, including accommodation websites and online travel agencies



## Media Habits

Active across social media platforms like Facebook and Twitter. Also avid readers of the travel section of the newspaper.



Iconic Major Attractions  
Nuclear Family  
New Affluence  
New Life Stage  
Middle Class  
Exploration  
Adventurous Popular  
Outside Canada  
High Energy  
Youth Oriented