CANADA MARKET PROFILES

Canadians are known for their deep-rooted sense of adventure, constantly seeking new horizons both abroad and within their own vast and breathtaking backyard.

From relaxing on sun-soaked beaches to embracing the wilderness, Canadians journey both domestically and abroad in search of novel cultural experiences and nature-based escapes.

CANADA

DESTINATION CANADA

A GUIDE
TO UNDERSTANDING THE PROFILE

THE STRUCTURE

Understand The Market	○ Overall segment sizes in the market ○ Segment comparison by key metrics	01
Explore The Segments	○ Detailed profiles per segment	04
Glossary	○ Additional definitions for key terminology referenced in this profile	143

HOW TO READ THE DATA

Percentage (%) values are beneficial, but we must also consider how one segment compares to others

An **index** is a tool that helps you understand the relative performance or significance of a particular value. Think of it like a reference point or a benchmark

FOR EXAMPLE:

Let’s say **80%** of a segment who has been to Canada before loved their trip

On its own, this value might seem pretty good—after all, it’s **80% satisfaction**

But if all other segments have a value of **90%+**, suddenly, that 80% doesn’t look so great

Understanding indexes put values into perspective, allowing you to accurately assess their importance compared to the same value for the whole market

In these profiles, index values of **115+ are marked in blue** and mean the segment over-performs vs. the overall market. Values **under 85 are marked in orange** and mean the segment under-performs on this metric.

KEY DEFINITIONS

When reading the profiles, key definitions will be provided at the bottom of the page in a box like the below.

! **KEY** terminology on this page…

Additional definitions and details can be accessed by visiting the Glossary which can be clicked to wherever you see blue text, or by scrolling down to **page 104**.

MARKET OVERVIEW

KEY MARKET HIGHLIGHTS

○ Canadians seek authenticity in their travel experiences. Travel is also an important way to connect with loved ones and create traditions

○ Canadians are interested in friendly and accepting destinations that provide access to nature. They travel during winter months, and also escape to milder climates.

○ Typically not luxury seekers, though some segments will spend more for desirable experiences.

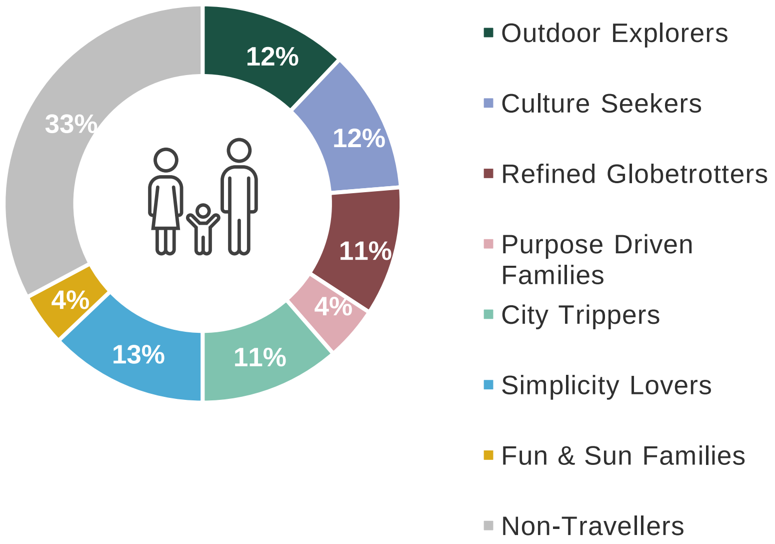
The Canadian travel market has a relatively even distribution of all segments with the highest frequency of Simplicity Lovers and Outdoor Explorers.

Canadians over-index in terms of being motivated to travel by a desire for novelty & authenticity, as well as fun. Overall as a market, there is a higher prioritization placed on health and safety standards, and a strong desire for destinations that come across as friendly and sociable.

Compared to other markets, Canadian travellers are more likely to take part in guided tours, overnight experiences, and festivals & events.

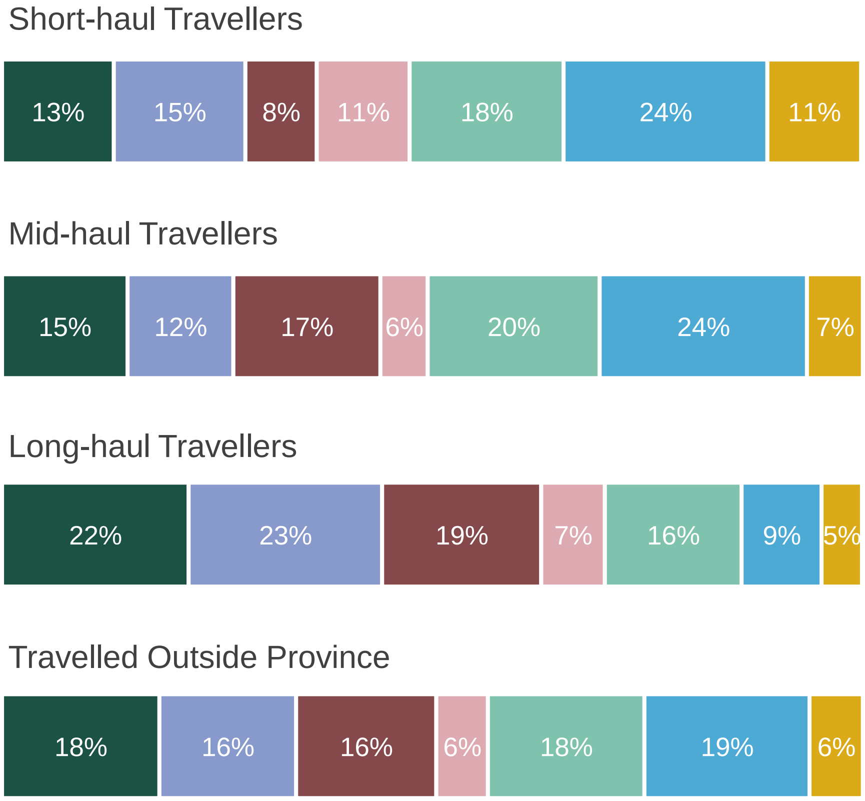
MARKET SIZING

POPULATION BREAKDOWN



32.8% of the adult population in Canada (est. **28M**) are non-travellers (est. **9M**). Reasons for not travelling are often financial or health related.

OUTBOUND TRAVELLERS' BREAKDOWN



KEY terminology on this page (for additional details and definitions see Glossary)

○ **SHORT / MID / LONG HAUL** – No-Flight or < 3 Hours Flight / 3–7 Hour Flight / 7+ Flight.

○ **NON-TRAVELLER** – Has not travelled a minimum of one night away in paid accommodation in past 5 years OR is not actively planning to travel in next 2 years.

MARKET SEGMENTS OVERVIEW

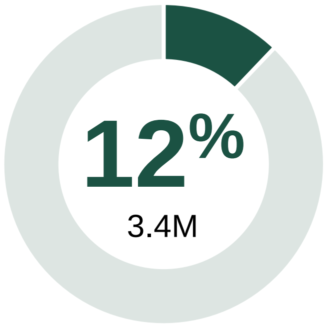
	Segment Size	Domestic Travel Likelihood Index	Top Travel Activities	Emotional Travel Motivations
OUTDOOR EXPLORERS	**3.4M**	**111**	○ Nature Experiences ○ Water Sports ○ High-Intensity Sports	○ Adventure ○ Novel & Authentic ○ Accomplishment
CULTURE SEEKERS	**3.2M**	**102**	○ Cultural Experiences & Attractions ○ Festivals & Events ○ Cuisine	○ Novel & Authentic ○ Connections ○ Familiarity
REFINED GLOBETROTTERS	**2.9M**	**103**	○ Cultural Experiences & Attractions ○ Cuisine ○ Guided Tours	○ Novel & Authentic ○ Security ○ Bonding
PURPOSE DRIVEN FAMILIES	**1.3M**	**99**	○ Family-Focused Attractions ○ Nature Experiences ○ Cultural Experiences & Attractions	○ Bonding ○ Novel & Authentic ○ Connections
CITY TRIPPERS	**3.2M**	**103**	○ Shopping ○ Cuisine ○ Festivals & Events	○ Fun ○ Escape & Relax ○ Bonding
SIMPLICITY LOVERS	**3.6M**	**88**	○ Nature Experiences ○ Shopping ○ Casual Sports	○ Escape & Relax ○ Security ○ Simplicity
FUN & SUN FAMILIES	**1.2M**	**85**	○ Family-Focused Attractions ○ Shopping ○ Water Sports	○ Escape & Relax ○ Bonding ○ Fun

KEY terminology on this page (for additional details and definitions see Glossary)

- **DOMESTIC TRAVEL LIKELIHOOD INDEX** – Indicator of the overall likelihood to travel domestically. The index is calculated using ta combination of number of domestic trips per year, the likelihood of future out-of-province travel over next two years, and historical number of provinces visited. Indexed against other segments in the market.
- **EMOTIONAL TRAVEL MOTIVATIONS** – These motivations were developed using factor analysis and provide insights into what drives traveller behaviour. Understanding these motivations helps to reveal drivers of more specific values and behaviours. For more detailed definitions of each base motivation please visit the Glossary.

OUTDOOR EXPLORERS

PSYCHOGRAPHICS – SUMMARY



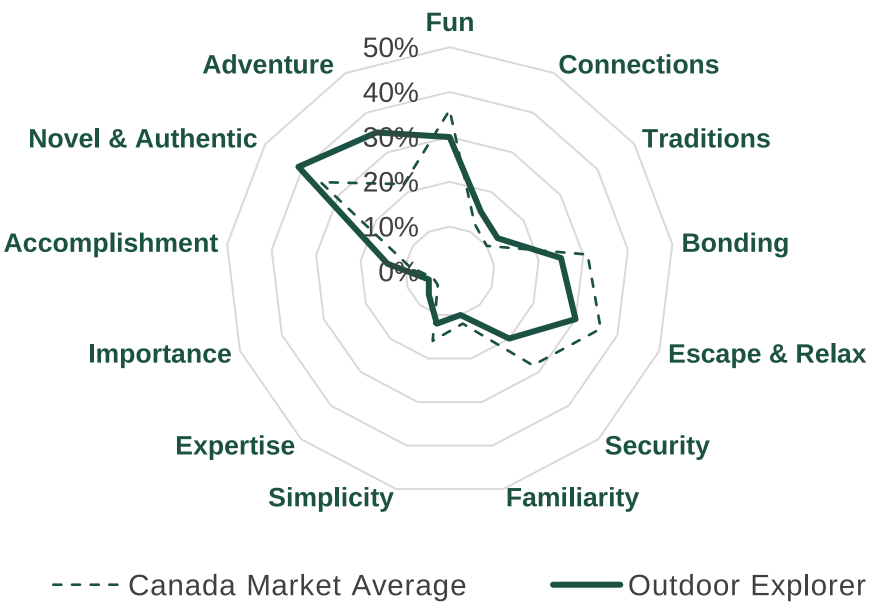
% OF CANADA POPULATION

We are daring explorers who crave the thrill of unknown landscapes and overcoming challenges. Adventure travel allows us to grow, learn new skills, and establish personal traditions. We often seek adrenaline through physical activities, engaging with locals, and ensuring a positive impact. We embrace both short getaways and longer holidays, relishing in nature-related experiences.

WHAT YOU NEED TO KNOW ABOUT ME

1. We love travel and take all types of trips (domestic / international / business / bleisure).
2. Beyond adventure, we also prioritize learning something new in the destinations we visit, which is part of our personal growth.
3. We are always eager for new, authentic experiences that require a challenge.
4. Like to get off the beaten path, open to visiting places with less infrastructure and more challenging climates.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

110

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

101

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

OUTDOOR EXPLORERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- Travel fuels personal growth. We constantly seek new destinations to learn from.
- Motivated by adventures that challenge us, we seek a feeling of discovery and accomplishment.
- We prioritize adventurous, authentic, unexplored destinations, finding highlights in natural attractions.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I like my holiday to have some form of physical activity	**82%**	144
Exploring the world through travel is an important milestone of growing up	**81%**	115
I'm always on the look out for new destinations to visit next	**81%**	122
I like to come back from travels having learnt something new	**80%**	118
When I travel to natural environments it makes me reflect on how fortunate I am	**76%**	134
I generally think natural attractions are the highlights of my trip	**75%**	148
I prioritize discovering new restaurants, stores, and hotels over revisiting familiar ones	**73%**	116
I'm passionate about travelling	**71%**	117
I go where I want to go, no matter the hurdles	**62%**	135
I'm open to unconventional accommodations when travelling	**51%**	135
I enjoy living in the moment while travelling and don't worry much about what comes next	**46%**	125
I love posting my trips on social media to share with friends	**45%**	119
I'd be open to using AI-powered chatbots for travel planning and assistance	**31%**	127

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To explore and discover new things / places	**54%**	122
To feel a sense of adventure	**45%**	147
To be proud to share my travel experiences	**27%**	123
To push my limits and challenge myself	**16%**	135
To create new, or take part in old, traditions	**13%**	123
To feel like I've accomplished something	**13%**	131

DESIRED DESTINATION

	SCORE	INDEX
Adventurous	**56%**	149
Authentic	**42%**	112
Unique	**33%**	125
Unexplored	**22%**	148
Free-Spirited	**20%**	138
Carefree	**18%**	123

OUTDOOR EXPLORERS

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**37%**	120
35-54	**32%**	97
55+	**31%**	91
MEAN YEARS	**44.6**	86

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**21%**	100
$40K to <$120K	**66%**	101
$120K or more	**10%**	106
Refused	**3%**	74

EMPLOYMENT

	SCORE	INDEX
Employed FT	**56%**	112
Employed PT	**7%**	92
Self-employed	**3%**	74
Retired	**20%**	91

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	18
Secondary education	**21%**	91
Post-secondary education	**78%**	109

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**75%**	96
Recent immigrant (<5y)	**7%**	116
Non-recent immigrant (5+y)	**18%**	95

73%
103 Have a valid passport

GENDER

55%	111	Male
45%	89	Female
0%	100	Non-binary / Other

HOUSEHOLD

22%	97	Children <18 Living At Home*
9%	102	Children 18+ Living At Home*
20%	94	Children NOT Living At Home*
57%	107	No Children

** Option is not exclusive*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**39%**	91
Quebec	**21%**	91
British Columbia	**16%**	120
Alberta	**12%**	114
Saskatchewan	**5%**	129

	SCORE	INDEX
Manitoba	**4%**	91
New Brunswick	**2%**	104
Nova Scotia	**2%**	88
Newfoundland and Labrador	**1%**	97
Prince Edward Island	**0%**	81

OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

88

TRAVEL TRADE INDEX: **GROUP**

102

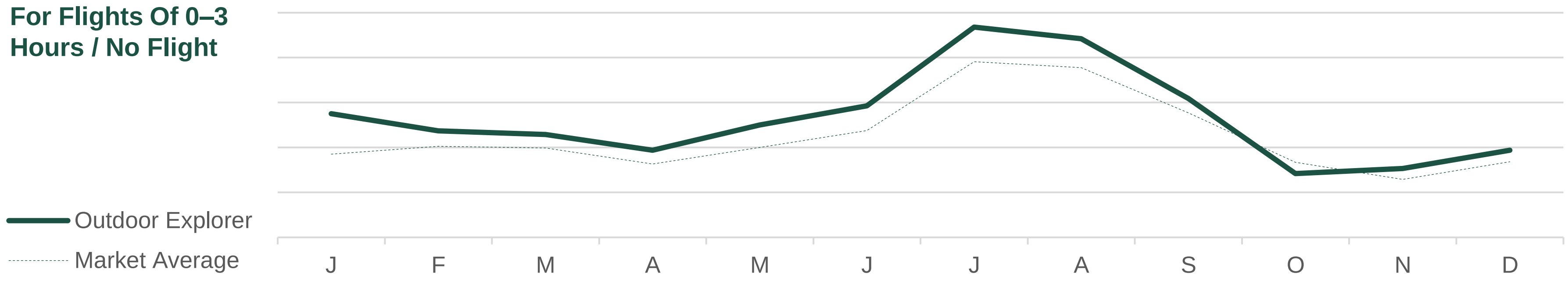
KEY terminology on this page

- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

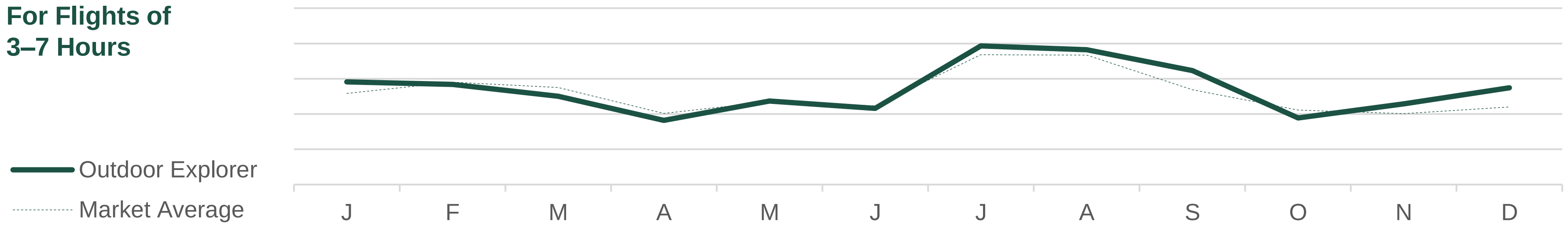
For additional definitions see Glossary

TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

		INDEX
1-2 Days	37%	129
3-5 Days	22%	128
1 Week Holiday	12%	103
2 Weeks Holiday	11%	111
3 Weeks Or More	5%	104

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	38%	123
International Leisure	17%	102
Business Trip	11%	119
Added Personal To Business	5%	103
Worked During Vacation	4%	104

Incidence is frequency of 2+ times per year

OUTDOOR EXPLORERS

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**47%**	92
Vacation Rental (e.g., Airbnb, Vrbo)	**24%**	128
Friend’s or family’s place	**21%**	79
Premium Hotel	**21%**	105
Budget Hotel	**15%**	114
Campsite	**14%**	146

THOUGHTS ON INDIGENOUS TRAVEL

56%

118 INDEX SCORE

I’d look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

12%

126 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I like to explore places that are off the beaten path and less explored	**79%**	137
I’m willing to put in the effort while travelling in order to see lesser-known places	**74%**	135
You only ever get to know a country by experiencing its culture	**73%**	104
I really want to learn about the history of the destinations I visit	**67%**	99
I’m open to travelling to destinations with limited tourist infrastructure	**59%**	138
I’m open to visiting destinations with challenging climates or weather conditions	**41%**	133

OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- We travel with our partner, in larger groups, or alone.
- Our budgets are moderate, though we may spend more on experiences.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**53%**	83
Adult relatives	**22%**	104
Solo	**18%**	115
Friends	**16%**	108
Kids	**13%**	96

BUDGET

AVERAGE SPEND SHORT-HAUL

$1,750 97 INDEX SCORE

AVERAGE SPEND MID-HAUL

$2,530 106 INDEX SCORE

SPEND STYLE

Mid-range

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**54%**	99
Hearing from underrepresented communities is an important part of travelling	**46%**	113
I consider the impact that I personally have on the destinations I visit	**46%**	98
It's important to me that I visit somewhere that is open to diversity and inclusion	**44%**	98
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**38%**	114

42%

PRIORITIZE SUSTAINABLE TRAVEL

116 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- All sports are of interest. We are not deterred by a challenging new activity.
- We also seek cultural experiences, and specifically to learn about local cultures.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Nature experiences	**70%**	146
○ Hiking	**46%**	151
○ Nature walks	**45%**	149
○ Viewing wildlife in natural habitat	**38%**	152
Water-based sports	**25%**	143
○ Swimming	**15%**	132
○ Kayaking, canoeing, or paddle-boarding	**15%**	151
Casual sports	**23%**	143
○ Fishing	**9%**	136
○ Ziplining	**5%**	147
Winter-based sports	**17%**	145
○ Snowboarding or downhill skiing	**11%**	149
○ Snowshoeing or cross-country skiing	**5%**	142
High-intensity sports	**10%**	136
○ Mountain biking	**6%**	145
○ Whitewater rafting	**5%**	148
Cultural experiences or attractions	**48%**	87
Local cuisine	**37%**	66
Guided tours	**33%**	102
Festivals and events	**27%**	91
Overnight experiences	**25%**	113
Family-focused attractions	**22%**	93
Health and wellness	**17%**	97

OUTDOOR EXPLORERS

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF **0–3 HOURS / NO FLIGHT**		TRIPS OF FLIGHTS OF **3–7 HOURS**	
	SCORE	**INDEX**	**SCORE**	**INDEX**
To relax and unwind	**55%**	82	**48%**	66
For adventure and excitement	**48%**	137	**58%**	143
To escape from routine	**37%**	79	**35%**	76
To spend time with family	**31%**	83	**32%**	94
To learn through other cultures	**26%**	108	**32%**	104
To have fun with friends	**23%**	94	**22%**	100
To check off dream travel places	**21%**	103	**26%**	111
For personal reflection and growth	**13%**	133	**10%**	114
To have memories from top travel spots	**13%**	150	**10%**	109

EXTERNAL TRIP TRIGGERS

	SCORE	**INDEX**	**SCORE**	**INDEX**
Partner / spouse wanted to go	**43%**	86	**40%**	75
Visiting friends / family	**39%**	93	**37%**	112
Family / friends wanted to go	**31%**	92	**31%**	100
Festival or event	**20%**	99	**20%**	105
Special event (e.g., wedding, reunion)	**19%**	74	**23%**	108
Kids wanted to go	**10%**	93	**9%**	93

18% 98 INDEX SCORE

Travel aligns with children's school schedule

23% 99 INDEX SCORE

Take time off for vacation during major holidays

15% 104 INDEX SCORE

Difficult to take more than a few days of vacation at once

OUTDOOR EXPLORERS

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- ○ We are always thinking about our next trips, generally researching all types of trips (short-haul or otherwise) well in advance.

63%

Primary Trip Planner

120
INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- ○ **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF 0–3 HOURS / NO FLIGHT

Started Researching and Planning – 3.2 months
- ○ Online videos

Booked Accommodation – 2.1 months
- ○ Direct with company

Booked Transportation – 1.9 months
- ○ Travel booking sites / apps

Booked Activities – 1.4 months
- ○ Direct with company

FLIGHT OF 3–7 HOURS

Started Researching and Planning – 4.1 Months
- ○ Travel booking sites / apps

Booked Accommodation – 2.9 months
- ○ Travel booking sites / apps

Booked Transportation – 2.8 months
- ○ Travel booking sites / apps

Booked Activities – 1.5 months
- ○ Direct with company

7 MONTHS + BEFORE MY TRIP

6 MONTHS BEFORE MY TRIP

5 MONTHS BEFORE MY TRIP

4 MONTHS BEFORE MY TRIP

3 MONTHS BEFORE MY TRIP

2 MONTHS BEFORE MY TRIP

1 MONTH BEFORE MY TRIP

MY TRIP BEGINS!

DURING MY TRIP

OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- Our top trips are to outdoor or mountain destinations.
- At times we take trips like Culture Seekers or Simplicity Lovers.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

8% 107 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Wildlife & Nature Reserve		
COMPANIONS	Couple Only		**46%**
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Escape & Relax
ACTIVITIES	Nature walks		**42%**
	Viewing wildlife in natural habitat		**34%**
	Local restaurants		**23%**
KEY BEHAVIOURS	Seeking novel and off-the-beaten path access to wildlife and landscapes		

% OF TOTAL TRIPS

5% 89 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Mountain Retreat		
COMPANIONS	Extended Family		**31%**
	Couple Only		**30%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Hiking		**57%**
	Lakes, rivers, or waterfalls		**32%**
	Snowboarding or downhill skiing		**15%**
KEY BEHAVIOURS	Larger group, camping or a budget hotel, most likely to be winter-based		

% OF TOTAL TRIPS

18% 104 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban Centre		**29%**
	Cultural Experience		**19%**
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Adventure
ACTIVITIES	Local restaurants		**52%**
	Museums		**30%**
	Music concerts or festivals		**13%**
KEY BEHAVIOURS	Planned more last minute, seeking excitement via a festival or trendy city		

% OF TOTAL TRIPS

36% 144 INDEX SCORE

SEGMENT ALIGNMENT

● ● ○ ○ ○

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Urban Centre		**18%**
	Small Cities & Towns		**17%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants		**40%**
	Famous shopping centres / areas		**18%**
	Nature walks		**16%**
KEY BEHAVIOURS	Relaxing down-time with our partner, visiting friends, less active		

OUTDOOR EXPLORERS

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We seek access to adventure, wildlife and nature, and if it's remote and less-explored, even better!
- We take frequent trips in North America, and take international trips about once a year.

WHERE WE ARE GOING LATELY

	SCORE	INDEX
Canada	**32%**	103
US	**24%**	102
Mexico	**6%**	87
France	**4%**	98
UK	**3%**	103

	SCORE	INDEX
Italy	**3%**	85
Germany	**2%**	117
Portugal	**2%**	113
Cuba	**2%**	91
Dominican Republic	**2%**	84

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Known for stunning natural landscapes	**49%**	143
Provides access to unique natural wonders	**47%**	148
Provides opportunities to view wildlife in its natural habitat	**41%**	151
Provides numerous opportunities for outdoor adventures	**39%**	154
Offers a range of scenic viewpoints	**36%**	145
Has many hidden gems	**29%**	129
Provides a remote, no-frills experience	**13%**	140
Offers options for adrenaline seekers	**12%**	148

OUTDOOR EXPLORERS

OUR BEHAVIOURS – THOUGHTS ON CANADA

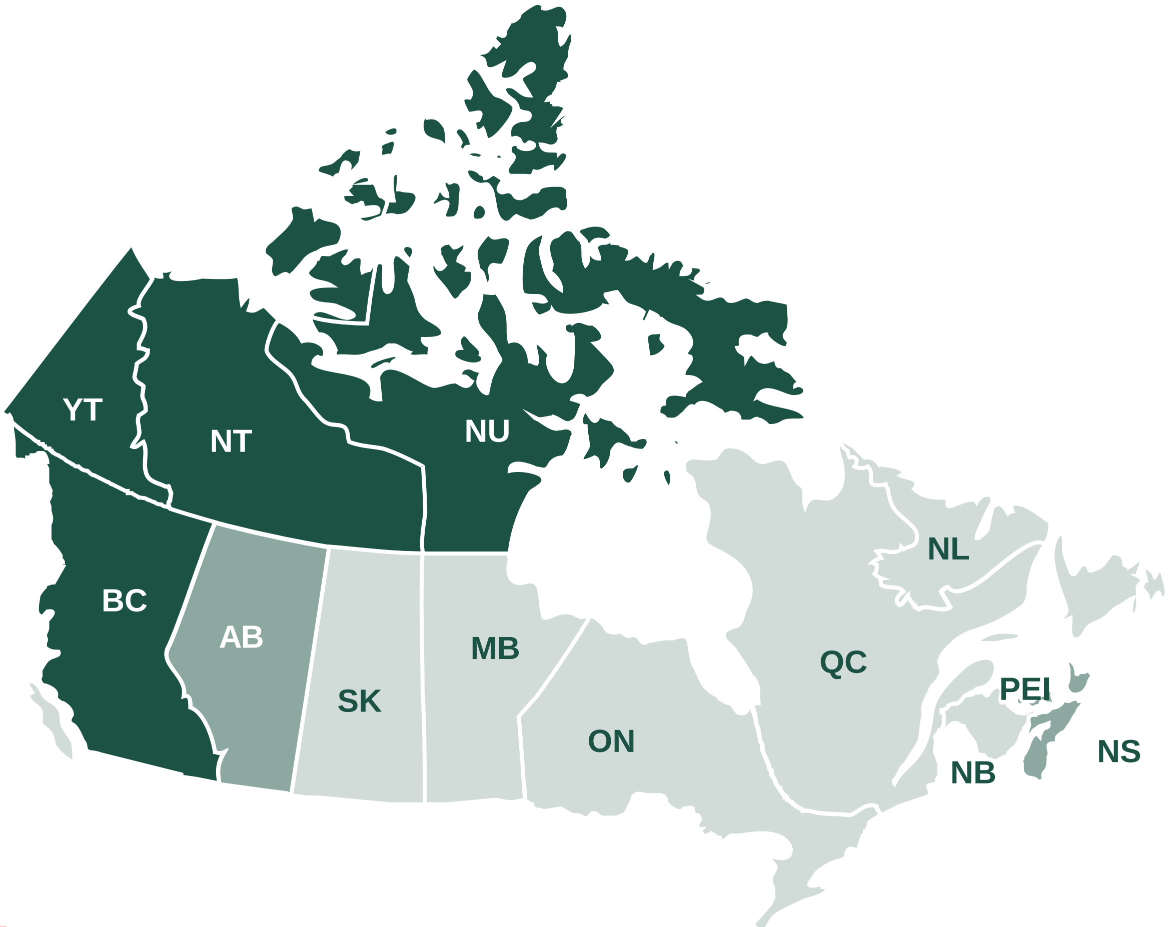
OVERALL INSIGHT

- We have explored most provinces, with a propensity towards mountain destinations, national parks, Quebec, and the Territories.
- Our next trip in Canada may be to British Columbia, Alberta, Quebec, or the East Coast.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	16%	121
BC	21%	125
MB	3%	93
NB	5%	98
NL	2%	94
NS	8%	118
NT	1%	145
NU	0%	144
ON	36%	103
PEI	4%	122
QC	22%	107
SK	2%	75
YT	1%	129

OUTDOOR EXPLORERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

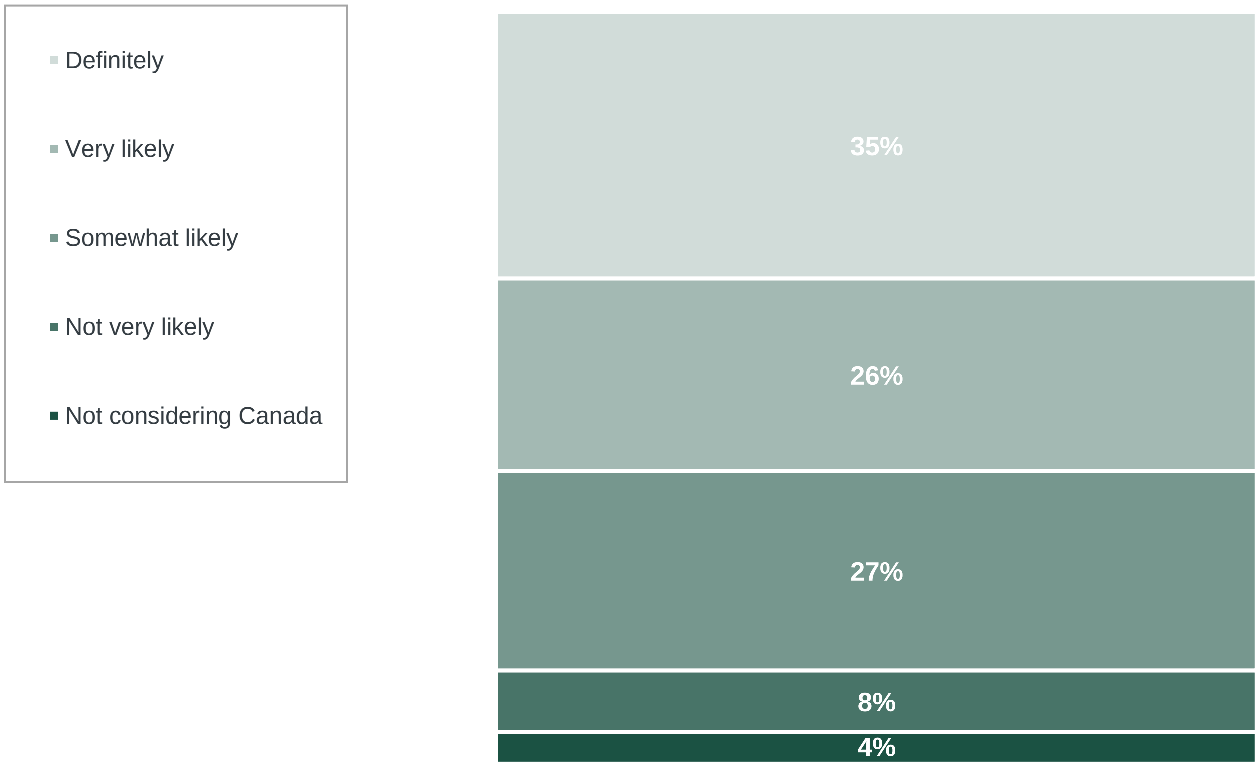
OVERALL INSIGHT

- We are definitely likely to be travelling outside our home province again soon.
- Typically we know what to expect for our trips within Canada, but Canada still often surprises and delights us!

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
OUTDOOR EXPLORERS	**11%**	**8%**	**53%**	**30%**
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



INDEX

114
122
108
63
77

OUTDOOR EXPLORERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- Among our youngest – we are building our lives and starting to make big moves. We have recently purchased a car, started a new job, or moved to a new city.
- Some of us are a little older, and we are just retiring, which may have also sparked a move to a new city or a home renovation.

MAJOR LIFE EVENTS IN LAST 5 YEARS

4%
Had a child
94 INDEX SCORE

36%
Started a new job / career
133 INDEX SCORE

12%
Bought a new home
92 INDEX SCORE

19%
Moved to a new city
120 INDEX SCORE

3%
Child started school
94 INDEX SCORE

40%
Purchased a car
100 INDEX SCORE

11%
Retired
100 INDEX SCORE

26%
Renovated house
101 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	60%	106
Savings and investments	51%	98
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	45%	117
Experiences (e.g., concerts, events).	37%	117
Personal care and wellness	35%	76
Technology and gadgets	22%	113

OUTDOOR EXPLORERS

FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
CBC	20%	104
CNN	15%	101
The Globe and Mail	11%	108
The New York Times	10%	118
National Geographic	9%	133
The Toronto Star	5%	92
Canadian Living	5%	103
Food & Wine	5%	113
BNN Bloomberg	6%	132
La Presse	6%	104
CP24.com	6%	111
Travel + Leisure	5%	148
Le Journal de Montreal	6%	102
Toronto Sun	4%	95
Maclean's Magazine	3%	105
Blog TO	3%	102
Zoomer	3%	122
Toronto Life	4%	117
Daily Hive	4%	147
Elle Canada	2%	83
Bon Appetit	2%	117
Le Devoir	3%	112
Ottawa Citizen	2%	121
Le Journal de Québec	3%	96
Condé Nast Traveler	2%	135
Vancouver is Awesome	2%	112
Metroland Community Papers (ex. Niagarathisweek.com, Brampton Guardian, Cambridge Times, Hamilton Spectator)	2%	113

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	**64%**	104
Facebook	**60%**	96
Instagram	**42%**	99
TikTok	**24%**	99
Twitter (now X)	**17%**	94
Threads	**7%**	101

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	**14%**	105
Booking.com	**12%**	126
AirBnb	**11%**	123
TripAdvisor	**8%**	118
Kayak	**5%**	150
American Express	**5%**	93
VRBO	**4%**	161
Marriott Bonvoy	**4%**	113

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

OUTDOOR EXPLORERS

TRAVEL BEHAVIOUR

TOP NEWSPAPER SECTIONS

Readership: Light

	SCORE	INDEX
Travel	22%	100
Editorials	32%	103
Business & financial	27%	100
Sports	23%	100
Automotive	12%	104

TOP RADIO PROGRAMS

Listenership: Heavy

STREAMING	SCORE	INDEX
SiriusXM (web or app streaming)	8%	109
CBC Listen	7%	105

FORMATS		
Music	56%	101
News	39%	103
Weather	25%	100

TOP TELEVISION PROGRAMS

Viewership: Medium/Heavy

STREAMING	SCORE	INDEX
Regular TV services	54%	101
Netflix	54%	100
YouTube	38%	92
Amazon Prime	36%	101
CBC Gem	7%	103

PROGRAMS		
Movies	43%	100
Evening local news	35%	104
Documentaries	27%	104

TOP MAGAZINE PUBLICATIONS

Readership: Medium/Heavy

	SCORE	INDEX
CAA Magazine	9%	91
Other U.S. magazines	7%	103
Other English-Canadian magazines	5%	98
Canadian Living	3%	107
Food & Drink	3%	93
National Geographic	3%	87
Maclean's	3%	95
People	3%	88
Zoomer Magazine	2%	93
Reader's Digest	2%	93
Canadian Geographic	2%	96
Other French-Canadian magazines	2%	105
Hello! Canada	2%	90
Canadian House and Home	2%	84
Better Homes & Gardens	1%	98
Cottage Life	1%	108
Coup de Pouce	1%	127
Chatelaine (English edition)	1%	87
RICARDO	1%	106
Bel Âge	1%	115

TOP TELEVISION NETWORKS

	SCORE	INDEX
TSN	14%	97
CBC News Network	14%	94
Sportsnet	13%	99
HGTV (Home & Garden Television)	12%	104
History Channel	10%	104
Global News BC	8%	144
National Geographic Channel	7%	111
Crime + Investigation (Mystery)	6%	105
Le Réseau de l'information (RDI)	5%	114
Sportsnet ONE	5%	102

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

OUTDOOR EXPLORERS

TRAVEL BEHAVIOUR

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	14%	94
Access travel content	13%	98
Send/receive email	72%	101
Send/receive a text/instant message	67%	100
Do banking/pay bills online	58%	101
Take pictures/video	53%	100
Search: business/services/products	51%	101
Play/download online games	30%	102
Click on an Internet advertisement	16%	101
Listen to a radio via streaming audio	15%	108
Access real estate listings/sites	13%	100
Access a radio station's website	10%	104

ACTIONS TAKEN USING SOCIAL MEDIA

1. Like brand on Facebook
2. Join an online community who also like the brand
3. Subscribe to brand email newsletter

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To enter contests
2. To learn about a brand's products and services
3. To get coupons and discounts

SOCIAL MEDIA ATTITUDES

- Social media companies should not be allowed to own or share my personal information
- I tend to ignore marketing and advertisements from financial institutions when I'm in a social media environment
- I tend to ignore marketing and advertisements when I'm in a social media environment
- I would be more inclined to participate in Social Media if I knew my personal info would not be owned/shared by company
- Use Social Media to stay connected with family

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	34%	104
Online music/movie download stores	23%	98
Cosmetics/skin care stores	8%	83
Cannabis stores	4%	93
Natural/health food stores	4%	103
Craft supply stores	4%	86
Camera stores and photo finishing	4%	92

STATEMENTS / ATTITUDES

I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(90)

I feel that I have a great deal of influence on the consumption choices of the people around me
(93)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(93)

Advertising is useful in helping me make a choice when buying
(99)

SOCIAL MEDIA PLATFORMS

		INDEX
Facebook	82%	104
YouTube	63%	95
Pinterest	26%	107
Spotify	23%	94
Audio Podcasts	13%	94
TikTok	11%	93
Snapchat	9%	91

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

OUTDOOR EXPLORERS

TRAVEL BEHAVIOUR

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	27%	95
Airline websites	24%	94
Booking.com	20%	100
Hotels.com	13%	97
Trivago.ca	11%	98
Travelocity.com/Travelocity.ca	6%	95
Sunwing.ca	6%	92
Redtag.ca	3%	81

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through a hotel directly	37%	103
Book through an airline directly	28%	97
Book through airline/hotel website	23%	101
Book through an online travel agency	21%	95

TOP AIRLINES

		INDEX
Air Canada (any)	23%	94
West Jet	15%	107
Other Canadian airlines	5%	112
Air Transat	4%	103
European airlines (any)	4%	96

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	45%	101
Camping	19%	109
Motel	14%	115
RV/camper	10%	139
Condominium/apartment	8%	112

CANADIAN DESTINATIONS

	SCORE	INDEX
Other British Columbia	13%	126
Vancouver	10%	115
Other Quebec	9%	108
Toronto	9%	87
Quebec City	9%	108
Montreal	8%	98
Other Ontario	8%	88
Other Alberta	8%	122
Cottage country (any)	7%	67
Ottawa	7%	88
Victoria	7%	123
Banff	7%	103
Calgary	7%	103
Niagara Falls	5%	67
Jasper	5%	109
Other Nova Scotia	4%	88
Whistler	4%	120
Cape Breton Island	2%	92

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

OUTDOOR EXPLORERS

LIFE OUTSIDE OF TRAVEL

I offer recommendations of products/services to other people - 49%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Attraction to Nature	121
Cultural Assimilation	120
Emotional Control	110
Rejection of Orderliness	110
Discriminating Consumerism	109
Financial Concern Regarding the Future	109

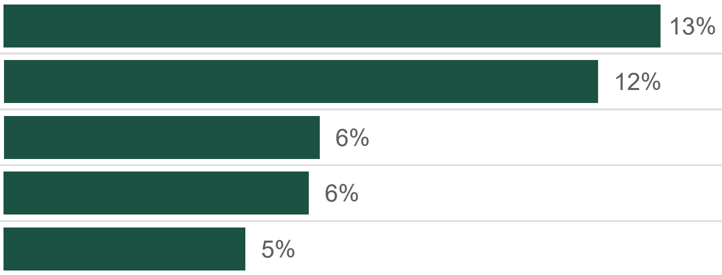
LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Parks/ city gardens	*41%*	(106)
Movies at a theatre/ drive-in	*31%*	(100)
National or provincial park	*31%*	(111)
Exhibitions/ carnivals/ fairs/ markets	*31%*	(110)
Art galleries/ museums/ science centres	*28%*	(104)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Reading	*82%*	(100)
Gardening	*62%*	(103)
Fitness walking	*51%*	(100)
Swimming	*50%*	(100)
Camping	*50%*	(108)

MAJOR EVENTS *- in the past 2 years*



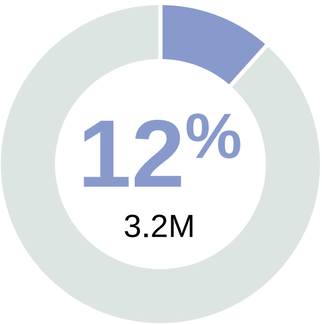
		INDEX
Change job/career	13%	90
Shop for mortgage/renegotiate mortgage	12%	108
Bought/sold home	6%	109
Retire	6%	121
Grandchild born/adopted	5%	107

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

CULTURE SEEKERS

PSYCHOGRAPHICS – SUMMARY



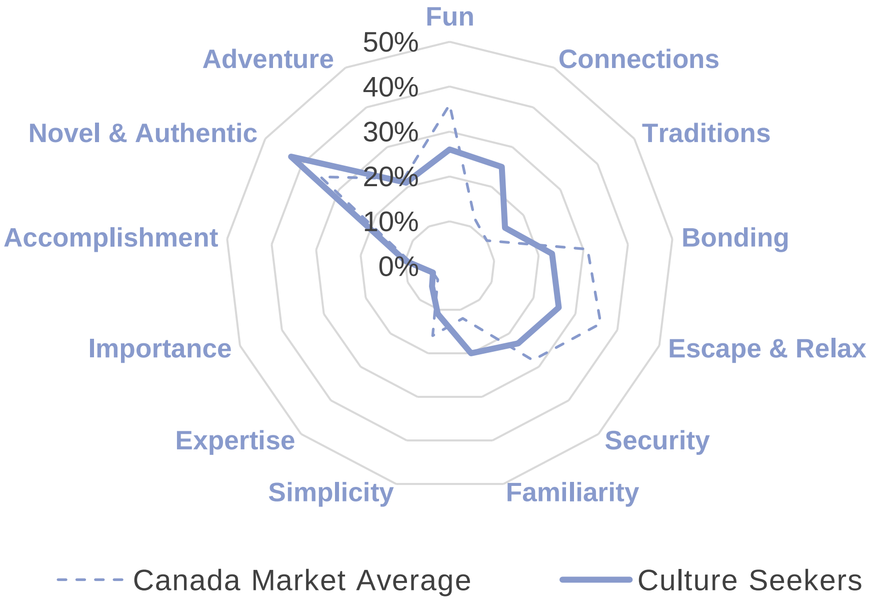
% OF CANADA POPULATION

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.

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.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

133

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

105

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

CULTURE SEEKERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We value authentic experiences, embracing new perspectives and connecting with locals.
- We are dedicated to sustainable travel, ensuring we respect and preserve the environment.
- Staying flexible and being open to spontaneous experiences is how we get the most out of travel.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I like to come back from travels having learnt something new	**83%**	123
Trying out local cuisine is a really important part of travel	**82%**	129
Exploring the world through travel is an important milestone of growing up	**81%**	113
I prioritize discovering new restaurants, stores, and hotels over revisiting familiar ones	**75%**	121
I like to be able to take my time at a historic site or in a museum and not feel rushed	**74%**	130
I’m passionate about travelling	**70%**	115
I learn the basics of a language before visiting a country / region	**66%**	139
I am more likely to select destinations / activities that invest in socially responsible tourism	**64%**	123
I go where I want to go, no matter the hurdles	**55%**	125
While I think about value for money, it doesn’t tend to influence my choice of destination	**51%**	125
I enjoy living in the moment while travelling and don’t worry much about what comes next	**49%**	134
I’m open to unconventional accommodations when travelling	**47%**	128
I like to keep my travel plans flexible and often book on short notice	**37%**	133

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To have authentic experiences	**47%**	131
To open my mind to new perspectives	**39%**	130
To feel connected with new people	**25%**	139
To feel a sense of adventure	**23%**	98
To feel like a local	**22%**	143
To feel welcomed	**19%**	108

DESIRED DESTINATION

	SCORE	INDEX
Authentic	**51%**	133
Unique	**31%**	121
Accepting	**30%**	151
Open	**25%**	142
Sociable	**24%**	123
Passionate	**17%**	127

CULTURE SEEKERS

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**34%**	113
35-54	**33%**	99
55+	**33%**	93
MEAN YEARS	**45.5**	90

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**21%**	99
$40K to <$120K	**67%**	108
$120K or more	**9%**	101
Refused	**3%**	79

EMPLOYMENT

	SCORE	INDEX
Employed FT	**51%**	101
Employed PT	**9%**	114
Self-employed	**8%**	146
Retired	**19%**	90

EDUCATION

	SCORE	INDEX
Primary education or less	**1%**	75
Secondary education	**23%**	99
Post-secondary education	**76%**	103

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**75%**	96
Recent immigrant (<5y)	**6%**	108
Non-recent immigrant (5+y)	**19%**	101

80%
118 Have a valid passport

GENDER

57%	118	Male
41%	79	Female
1%	153	Non-binary / Other

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*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**44%**	123
Quebec	**21%**	93
British Columbia	**15%**	113
Alberta	**9%**	77
Manitoba	**3%**	73

	SCORE	INDEX
Nova Scotia	**3%**	117
Saskatchewan	**2%**	88
New Brunswick	**1%**	87
Prince Edward Island	**1%**	119
Newfoundland and Labrador	**1%**	90

CULTURE SEEKERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

97

TRAVEL TRADE INDEX: **GROUP**

105

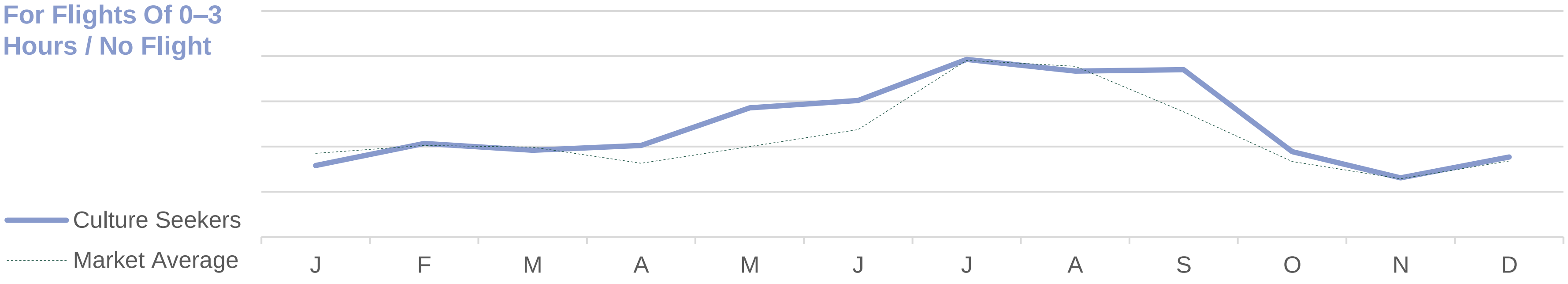
KEY terminology on this page

- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

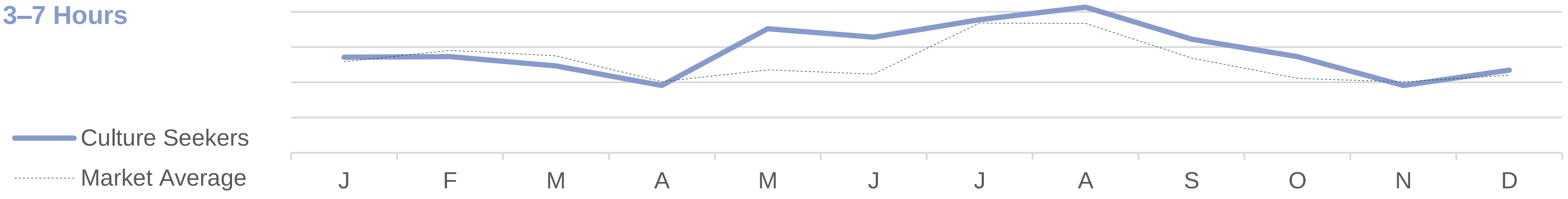
For additional definitions see Glossary

TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

		INDEX
1-2 Days	32%	71
3-5 Days	20%	110
1 Week Holiday	14%	111
2 Weeks Holiday	12%	120
3 Weeks Or More	8%	138

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	30%	71
International Leisure	17%	101
Business Trip	10%	117
Added Personal To Business	7%	117
Worked During Vacation	7%	130

Incidence is frequency of 2+ times per year

CULTURE SEEKERS

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**45%**	87
Friend's or family's place	**26%**	101
Vacation Rental (e.g., Airbnb, Vrbo)	**23%**	121
Premium Hotel	**16%**	88
Budget Hotel	**16%**	119
All-inclusive resort	**16%**	92

THOUGHTS ON INDIGENOUS TRAVEL

63%

127 INDEX SCORE

I'd look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

12%

126 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I really want to learn about the history of the destinations I visit	**85%**	129
You only ever get to know a country by experiencing its culture	**79%**	120
I like to explore places that are off the beaten path and less explored	**70%**	125
I'm willing to put in the effort while travelling in order to see lesser-known places	**65%**	123
I'm open to travelling to destinations with limited tourist infrastructure	**52%**	125
I'm open to visiting destinations with challenging climates or weather conditions	**38%**	128

CULTURE SEEKERS

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- We travel primarily as a couple, and sometimes alone.
- Our budgets are usually mid-ranged, but can splurge on an experience.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**53%**	81
Solo	**23%**	134
Adult relatives	**18%**	74
Friends	**13%**	97
Kids	**12%**	95

BUDGET

AVERAGE SPEND SHORT-HAUL

$2,740 143 INDEX SCORE

AVERAGE SPEND MID-HAUL

$2,700 114 INDEX SCORE

SPEND STYLE

Mid-range to Premium

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**70%**	138
It's important to me that I visit somewhere that is open to diversity and inclusion	**68%**	136
I consider the impact that I personally have on the destinations I visit	**66%**	141
Hearing from underrepresented communities is an important part of travelling	**60%**	132
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**48%**	135

48%

PRIORITIZE SUSTAINABLE TRAVEL

128 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

CULTURE SEEKERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- We like exploring popular places and trendy but less-travelled experiences.
- When exploring cultural attractions, we actively engage and prioritize immersion.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Cultural experiences or attractions	**62%**	122
○ Museums	**44%**	125
○ Historical or archeological sites	**37%**	115
○ Visiting local monuments	**34%**	120
Local cuisine	**61%**	124
○ Local restaurants	**52%**	127
○ Street cuisine	**36%**	141
Festivals and events	**45%**	130
○ Music concerts or festivals	**25%**	117
○ Cultural or traditional festivals	**22%**	140
Nightlife	**17%**	109
○ Bars and pubs	**10%**	104
○ Clubs and dancing	**9%**	114
High-intensity sports	**5%**	107
○ Mountain biking	**3%**	112
○ Whitewater rafting	**2%**	108
Nature experiences	**39%**	89
Shopping	**31%**	89
Guided tours	**31%**	98
Overnight experiences	**20%**	84
Family-focused attractions	**15%**	86
Casual sports	**13%**	80
Health and wellness	**11%**	71

CULTURE SEEKERS

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	51%	74	54%	80
To learn through other cultures	44%	140	43%	125
To escape from routine	33%	69	35%	77
To spend time with family	33%	85	29%	89
For adventure and excitement	29%	100	38%	112
To check off dream travel places	25%	119	24%	105
To have fun with friends	23%	92	20%	94
To be pampered	14%	127	12%	97
For a romantic getaway	13%	116	7%	78

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	42%	83	43%	80
Visiting friends / family	41%	102	34%	105
Festival or event	36%	142	27%	125
Family / friends wanted to go	30%	89	31%	99
Special event (e.g., wedding, reunion)	27%	105	25%	117
Kids wanted to go	11%	95	12%	96

19% 99 INDEX SCORE

Travel aligns with children's school schedule

25% 106 INDEX SCORE

Take time off for vacation during major holidays

14% 93 INDEX SCORE

Difficult to take more than a few days of vacation at once

CULTURE SEEKERS

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- We are generally planning within 4 months of a trip, and using many information resources.

67%

Primary Trip Planner

135
INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF
0–3 HOURS / NO FLIGHT

Started Researching and Planning – 2.9 months
- Travel provider websites

Booked Accommodation – 1.9 months
- Travel booking sites / apps

Booked Transportation – 1.9 months
- Direct with company

Booked Activities – 1.7 months
- Direct with company

7 MONTHS +
BEFORE MY TRIP

6 MONTHS
BEFORE MY TRIP

5 MONTHS
BEFORE MY TRIP

4 MONTHS
BEFORE MY TRIP

3 MONTHS
BEFORE MY TRIP

2 MONTHS
BEFORE MY TRIP

1 MONTH
BEFORE MY TRIP

MY TRIP BEGINS!

DURING
MY TRIP

FLIGHT OF
3–7 HOURS

Started Researching and Planning – 3.7 Months
- Travel provider websites
- Travel review sites

Booked Transportation – 2.6 months
- Direct with company

Booked Accommodation – 2.2 months
- Travel booking sites / apps

Booked Activities – 1.8 months
- Direct with company

CULTURE SEEKERS

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- Our top trips are about experiencing the culture, food, music, and shopping of a destination.
- We also take trips like Refined Globetrotters or City Trippers.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

23% 114 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban Centre	**29%**	
	Cultural Experience	**19%**	
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Escape & Relax
ACTIVITIES	Local restaurants	**52%**	
	Museums	**30%**	
	Cafes or bakeries	**28%**	
KEY BEHAVIOURS	Exploration of safe and trendy destinations, not planned too far in advance		

% OF TOTAL TRIPS

12% 122 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Cultural Experience		
COMPANIONS	Alone	**39%**	
	Couple Only	**25%**	
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Bonding
ACTIVITIES	Local restaurants	**56%**	
	Museums	**41%**	
	Art galleries	**41%**	
KEY BEHAVIOURS	Authentic experience, immersed in a new culture. Planned well in advance		

% OF TOTAL TRIPS

25% 174 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	**34%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	**58%**	
	Bars and pubs	**26%**	
	Souvenir shopping	**24%**	
KEY BEHAVIOURS	Fun with family and friends, visiting restaurants and experiencing nightlife		

% OF TOTAL TRIPS

37% 143 INDEX SCORE

SEGMENT ALIGNMENT

● ● ○ ○ ○

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Beach Resort	**13%**	
	Luxury Resort	**13%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Novel & Authentic	Bonding
ACTIVITIES	Local restaurants	**44%**	
	Historical / archeological sites	**24%**	
	City tours	**21%**	
KEY BEHAVIOURS	May be all-inclusive destination or a cruise, booked more in advance		

CULTURE SEEKERS

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We seek rich culture and heritage, with a variety of museums and historical sites.
- Our main areas of interest are Canada, US, and Europe, with past trips to France, Italy, Spain, and Mexico.

WHERE WE ARE GOING LATELY

	SCORE	INDEX
Canada	**26%**	83
US	**19%**	73
Italy	**6%**	135
UK	**5%**	135
France	**5%**	114

	SCORE	INDEX
Mexico	**5%**	64
Spain	**4%**	143
Japan	**3%**	125
Dominican Republic	**2%**	86
Portugal	**2%**	103

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has a rich cultural and historical heritage	**44%**	129
Has a variety of museums and / or historical sites	**35%**	129
Is inclusive and tolerant	**31%**	144
Renowned for food and drink experiences	**29%**	111
Provides a variety of local festivals and events	**28%**	145
Has many hidden gems	**26%**	116
Offers an energetic and dynamic cultural scene	**24%**	148
Has a thriving arts and music scene	**23%**	151

CULTURE SEEKERS

OUR BEHAVIOURS – THOUGHTS ON CANADA

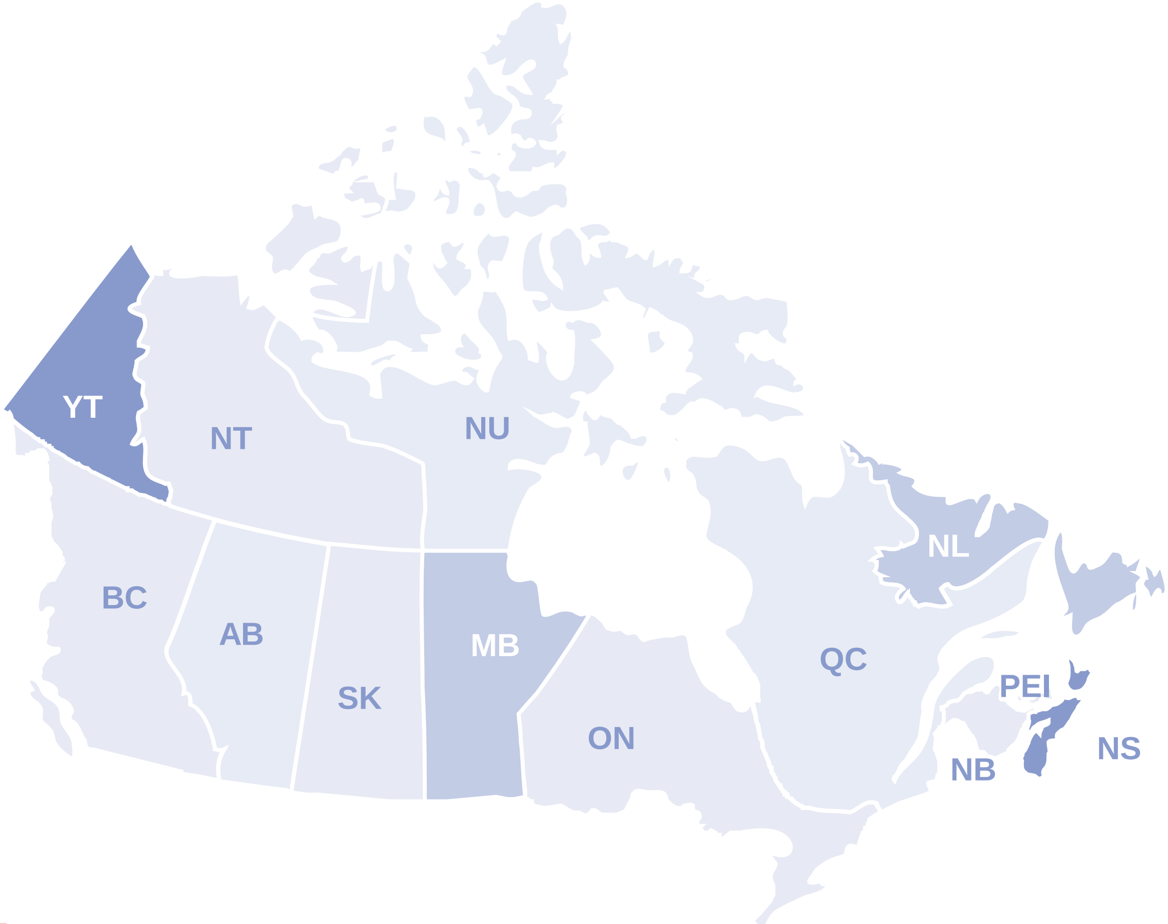
OVERALL INSIGHT

- We have a history of travelling across Canada, with travel experiences spanning across the country.
- Our travel preferences within Canada are diverse, with Ontario, Quebec, British Columbia, Nova Scotia, and New Brunswick topping our list.
- When exploring Canada, our penchant for bustling cities often guides our journey.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	11%	70
BC	20%	109
MB	4%	118
NB	5%	93
NL	3%	120
NS	10%	131
NT	0%	85
NU	0%	78
ON	34%	94
PEI	3%	100
QC	22%	107
SK	3%	92
YT	1%	129

CULTURE SEEKERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

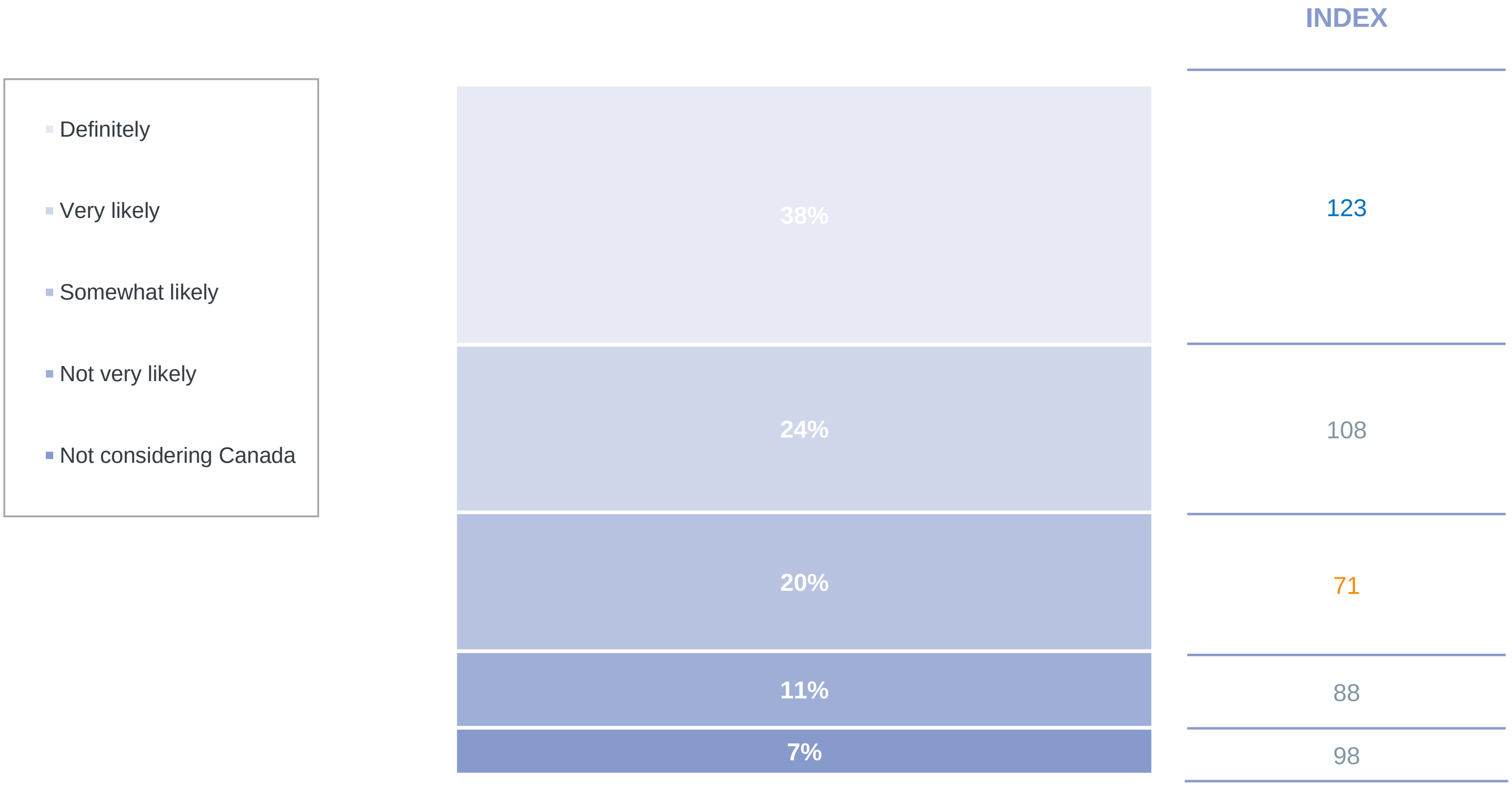
OVERALL INSIGHT

- ○ Our travel experiences have filled us with a broad understanding and deep appreciation of Canada's varied landscapes.
- ○ We expect to venture outside of our home province within the next two years.
- ○ We want to discover the hidden gems of Canada.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
CULTURE SEEKERS	**12%**	**14%**	**50%**	**26%**
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



CULTURE SEEKERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- We primarily spend our money on leisure travel and experiences.
- In the last 5 years, we have purchased a new car, and some of us have also invested in home renovations and career changes.

MAJOR LIFE EVENTS IN LAST 5 YEARS

4%
Had a child
95 INDEX SCORE

32%
Started a new job / career
116 INDEX SCORE

12%
Bought a new home
94 INDEX SCORE

18%
Moved to a new city
112 INDEX SCORE

4%
Child started school
95 INDEX SCORE

35%
Purchased a car
76 INDEX SCORE

10%
Retired
96 INDEX SCORE

24%
Renovated house
82 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**55%**	92
Savings and investments	**48%**	84
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	**45%**	117
Experiences (e.g., concerts, events).	**39%**	128
Personal care and wellness	**36%**	84
Technology and gadgets	**22%**	117

CULTURE SEEKERS

FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
CBC	27%	142
CNN	19%	127
The Globe and Mail	15%	155
The New York Times	12%	148
National Geographic	10%	143
The Toronto Star	8%	146
Canadian Living	7%	150
Food & Wine	6%	146
BNN Bloomberg	6%	139
La Presse	6%	99
CP24.com	6%	99
Travel + Leisure	6%	160
Le Journal de Montreal	5%	91
Toronto Sun	5%	111
Maclean's Magazine	5%	173
Blog TO	4%	149
Zoomer	4%	167
Toronto Life	4%	136
Daily Hive	4%	130
Elle Canada	4%	159
Bon Appetit	3%	174
Le Devoir	3%	128
Ottawa Citizen	3%	146
Le Journal de Québec	3%	84
Condé Nast Traveler	3%	182
Vancouver is Awesome	2%	151
Metroland Community Papers (ex. Niagarathisweek.com, Brampton Guardian, Cambridge Times, Hamilton Spectator)	2%	145

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	**60%**	99
Facebook	**60%**	95
Instagram	**42%**	101
TikTok	**24%**	97
Twitter (now X)	**20%**	113
Threads	**9%**	136

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	**16%**	118
Booking.com	**11%**	120
AirBnb	**9%**	104
TripAdvisor	**8%**	119
Kayak	**4%**	142
American Express	**7%**	134
VRBO	**3%**	121
Marriott Bonvoy	**4%**	126

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada’s 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

CULTURE SEEKERS

TRAVEL BEHAVIOUR

TOP NEWSPAPER SECTIONS

Readership: Heavy

	SCORE	INDEX
Travel	25%	111
Local & regional news	53%	102
National news	53%	107
International news/world section	51%	107
Editorials	34%	110

TOP RADIO PROGRAMS

Listenership: Light

STREAMING	SCORE	INDEX
YouTube for music videos	30%	108
Spotify (subscription without ads)	21%	110

FORMATS		
Music	53%	96
Traffic reports	21%	105
General interest talk/phone in shows	15%	104

TOP TELEVISION PROGRAMS

Viewership: Light

STREAMING	SCORE	INDEX
Netflix	54%	101
YouTube	45%	109
Crave	19%	115
Facebook videos	11%	103
Apple TV+	8%	107

PROGRAMS		
News/current affairs	26%	104
Documentaries	26%	102
Suspense/crime dramas	26%	101

TOP MAGAZINE PUBLICATIONS

Readership: Medium

	SCORE	INDEX
CAA Magazine	8%	86
Other U.S. magazines	7%	110
Other English-Canadian magazines	7%	122
Food & Drink	4%	125
National Geographic	4%	103
People	4%	120
Canadian Living	3%	108
Maclean's	3%	108
Other French-Canadian magazines	2%	129
Canadian House and Home	2%	119
Hello! Canada	2%	123
Canadian Geographic	2%	105
Reader's Digest	2%	98
Time	2%	146
Zoomer Magazine	2%	90
Chatelaine (English edition)	2%	102
Air Canada enRoute	2%	120
RICARDO	2%	117
Better Homes & Gardens	1%	99
Cineplex Magazine	1%	116

TOP TELEVISION NETWORKS

	SCORE	INDEX
CBC News Network	16%	110
Crave	13%	111
CTV News Channel	11%	100
CNN	11%	101
The Comedy Network/CTV Comedy	8%	100
Showcase	7%	107
HBO Canada	7%	123
CablePulse24 (CP24)	7%	114
Global News BC	7%	122
Space/CTV Sci-Fi	6%	106

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

CULTURE SEEKERS

TRAVEL BEHAVIOUR

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	19%	122
Access travel content	15%	118
Send/receive email	72%	101
Send/receive a text/instant message	68%	101
Do banking/pay bills online	60%	103
Use maps/directions service	57%	105
Participate in an online social media	53%	100
Take pictures/video	53%	100
Use apps	53%	104
Search: business/services/products	51%	103
Access a news site	41%	108
Compare products while shopping	35%	103

ACTIONS TAKEN USING SOCIAL MEDIA

1. Follow brand on Instagram
2. Subscribe to brand email newsletter
3. Subscribe to brand on YouTube

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To get coupons and discounts
3. To enter contests

SOCIAL MEDIA ATTITUDES

- Social Media to stay connected with personal contacts
- I am well informed about social media (e.g. the tools that are available and how to use them)
- Use Social Media to keep up to date on general news/events
- Feel comfortable meeting and communicating with people through Social Media
- Use Social Media to keep up to date on news/events in my industry

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	29%	89
Online music/movie download stores	26%	108
Cosmetics/skin care stores	13%	122
Craft supply stores	5%	113
Camera stores and photo finishing	5%	115
Cannabis stores	4%	86
Natural/health food stores	4%	97

STATEMENTS / ATTITUDES

I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(110)

I feel that I have a great deal of influence on the consumption choices of the people around me
(105)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(108)

Advertising is useful in helping me make a choice when buying
(100)

SOCIAL MEDIA PLATFORMS

		INDEX
YouTube	70%	106
WhatsApp	56%	135
Instagram	46%	121
LinkedIn	45%	128
Spotify	29%	119
X (Twitter)	26%	125
Audio Podcasts	20%	140

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

CULTURE SEEKERS

TRAVEL BEHAVIOUR

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	31%	112
Airline websites	29%	116
Booking.com	22%	112
Hotels.com	15%	111
Trivago.ca	12%	109
Travelocity.com/Travelocity.ca	8%	113
Sunwing.ca	7%	105
Redtag.ca	4%	114

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through a hotel directly	36%	100
Book through an airline directly	33%	114
Book through airline/hotel website	27%	115
Book through an online travel agency	25%	116

TOP AIRLINES

		INDEX
Air Canada (any)	28%	116
West Jet	13%	100
European airlines (any)	5%	120
Other Canadian airlines	4%	92
Air Transat	4%	95

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	46%	103
Friends/relatives	30%	105
Vacation rental by owner	17%	103
Bed and breakfast	8%	107
Condominium/apartment	8%	103

CANADIAN DESTINATIONS

	SCORE	INDEX
Toronto	12%	117
Other British Columbia	12%	115
Cottage country (any)	11%	111
Other Ontario	10%	108
Vancouver	10%	113
Niagara Falls	9%	118
Quebec City	9%	105
Montreal	9%	104
Other Quebec	9%	100
Ottawa	8%	110
Victoria	7%	122
Banff	6%	96
Calgary	6%	89
Other Alberta	5%	79
Other Nova Scotia	4%	87
Whistler	4%	143
Jasper	4%	88
Cape Breton Island	1%	71

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

CULTURE SEEKERS

LIFE OUTSIDE OF TRAVEL

I offer recommendations of products/services to other people - 52%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Global Consciousness	124
Social Learning	124
Sexual Permissiveness	123
Culture Sampling	121
Multiculturalism	120
Rejection of Authority	120

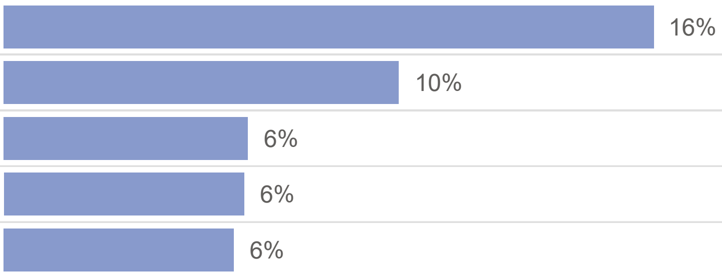
LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Parks/ city gardens	*39%*	(101)
Bars/ restaurant bars	*37%*	(105)
Movies at a theatre/ drive-in	*33%*	(105)
Exhibitions/ carnivals/ fairs/ markets	*29%*	(106)
Art galleries/ museums/ science centres	*29%*	(108)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Reading	*83%*	(101)
Home exercise/ workout	*61%*	(100)
Hiking/ backpacking	*46%*	(100)
Playing video games	*43%*	(103)
Photography	*32%*	(103)

MAJOR EVENTS *- in the past 2 years*



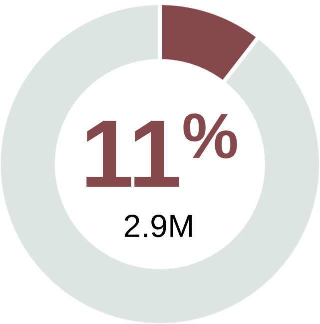
		INDEX
Change job/career	16%	114
Shop for mortgage/renegotiate mortgage	10%	93
Lose job or be laid off	6%	121
Complete college/university	6%	137
Bought/sold home	6%	103

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

REFINED GLOBETROTTERS

PSYCHOGRAPHICS – SUMMARY



% 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.

WHAT YOU NEED TO KNOW ABOUT ME

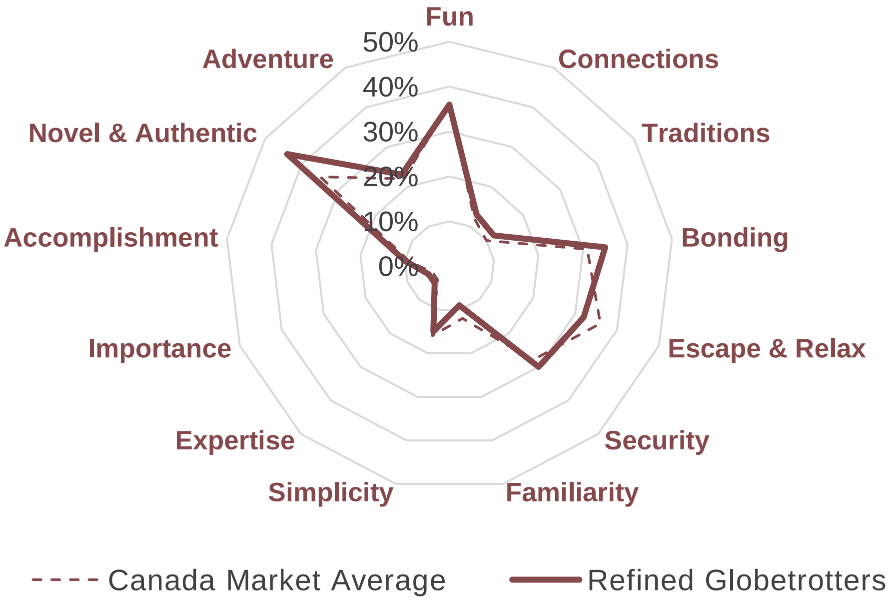
1 Travel is our #1 spending priority.

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.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

103

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

147

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

REFINED GLOBETROTTERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We seek discovery through experiences, and a sense of accomplishment through our travels.
- We want to experience luxury and indulge in world-class experiences, and tend not to think about budget.
- Joining tours and working with travel agents ensures a smooth, enlightening travel experience.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I prefer booking flights and accommodations well in advance	**84%**	143
I'm always on the look out for new destinations to visit next	**83%**	126
Exploring the world through travel is an important milestone of growing up	**83%**	119
I like to come back from travels having learnt something new	**82%**	121
I prefer destinations with well-established tourist infrastructure	**78%**	128
I'm passionate about travelling	**72%**	119
I make sure to visit the "famous" sites wherever I go	**63%**	131
I enjoy joining guided tours to explore new destinations	**55%**	155
While I think about value for money, it doesn't tend to influence my choice of destination	**54%**	132
I seek travel advice from travel agencies and agents	**48%**	147
Luxury experiences are an important part of travel	**48%**	148
When traveling, I expect 24 / 7 support from a travel provider	**36%**	150
I seek out fine dining experiences and gourmet cuisine when I travel	**32%**	135

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To explore and discover new things / places	**60%**	141
To feel safe and secure	**45%**	118
To have authentic experiences	**39%**	113
To open my mind to new perspectives	**32%**	115
To bond through shared experiences	**31%**	122
To be proud to share my travel experiences	**24%**	114

DESIRED DESTINATION

	SCORE	INDEX
Authentic	**45%**	118
Charming	**36%**	152
Luxurious	**30%**	155
Unique	**29%**	115
World-Class	**25%**	154
Exclusive	**18%**	154

REFINED GLOBETROTTERS

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**19%**	84
35-54	**30%**	94
55+	**51%**	114
MEAN YEARS	**52.5**	116

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**10%**	53
$40K to <$120K	**70%**	131
$120K or more	**16%**	147
Refused	**4%**	107

EMPLOYMENT

	SCORE	INDEX
Employed FT	**48%**	96
Employed PT	**5%**	62
Self-employed	**4%**	78
Retired	**36%**	117

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	18
Secondary education	**18%**	79
Post-secondary education	**81%**	120

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**73%**	92
Recent immigrant (<5y)	**4%**	92
Non-recent immigrant (5+y)	**22%**	116

87%
134 Have a valid passport

GENDER

53%	103	Male
48%	98	Female
0%	86	Non-binary / Other

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*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**45%**	134
Quebec	**24%**	111
British Columbia	**13%**	68
Alberta	**9%**	72
Manitoba	**4%**	88

	SCORE	INDEX
Saskatchewan	**2%**	90
Nova Scotia	**2%**	98
New Brunswick	**1%**	79
Newfoundland and Labrador	**1%**	90
Prince Edward Island	**0%**	81

REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

150

TRAVEL TRADE INDEX: **GROUP**

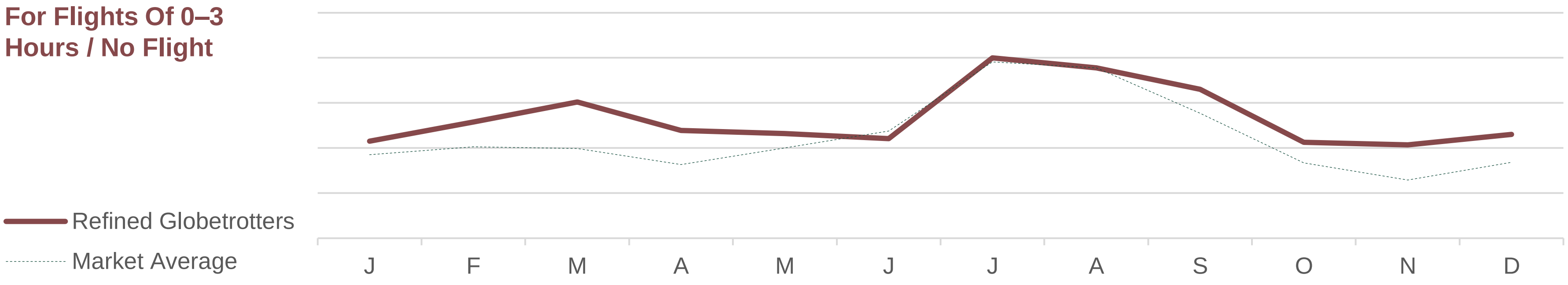
145

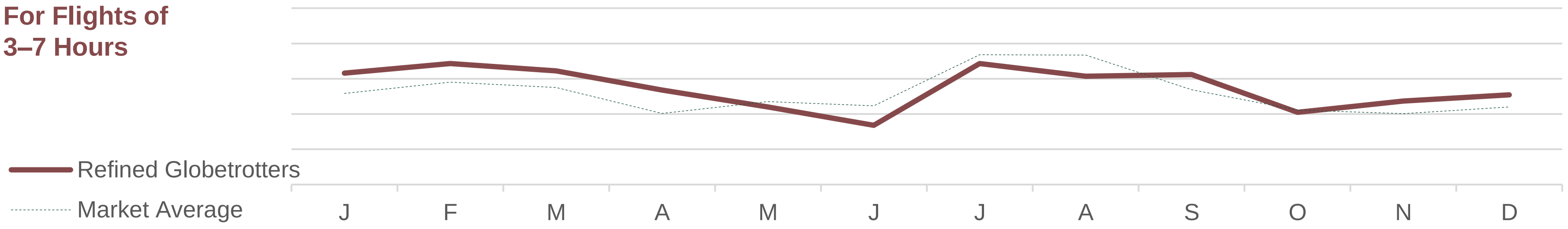
KEY terminology on this page

- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

For additional definitions see Glossary

TYPICAL TRAVEL MONTHS


For Flights Of 0–3 Hours / No Flight


For Flights of 3–7 Hours

TRIP DURATION

		INDEX
1-2 Days	35%	107
3-5 Days	19%	104
1 Week Holiday	17%	128
2 Weeks Holiday	14%	129
3 Weeks Or More	7%	125

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	37%	116
International Leisure	28%	147
Business Trip	9%	109
Added Personal To Business	7%	118
Worked During Vacation	5%	117

Incidence is frequency of 2+ times per year

REFINED GLOBETROTTERS

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**41%**	69
Premium Hotel	**31%**	144
All-inclusive resort	**27%**	148
Cruise ship	**20%**	147
Friend's or family's place	**19%**	65
Vacation Rental (e.g., Airbnb, Vrbo)	**14%**	69

THOUGHTS ON INDIGENOUS TRAVEL

46%

101 INDEX SCORE

I'd look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

8%

102 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I really want to learn about the history of the destinations I visit	**82%**	125
You only ever get to know a country by experiencing its culture	**82%**	130
I'm willing to put in the effort while travelling in order to see lesser-known places	**47%**	97
I like to explore places that are off the beaten path and less explored	**44%**	91
I'm open to travelling to destinations with limited tourist infrastructure	**22%**	72
I'm open to visiting destinations with challenging climates or weather conditions	**20%**	90

REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- We travel primarily with our partner our spouse.
- Our budgets are healthy, as travel is our priority.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**74%**	124
Adult relatives	**17%**	67
Friends	**12%**	91
Solo	**11%**	87
Kids	**10%**	93

BUDGET

AVERAGE SPEND (ALL TRIPS)

$4,890

139
INDEX SCORE

SPEND STYLE

Premium to High-end Luxury

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**56%**	105
I consider the impact that I personally have on the destinations I visit	**48%**	104
It's important to me that I visit somewhere that is open to diversity and inclusion	**43%**	96
Hearing from underrepresented communities is an important part of travelling	**33%**	95
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**28%**	94

35%

PRIORITIZE SUSTAINABLE TRAVEL

102 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- Local cuisine and overall relaxation through wellness experiences are a priority.
- We like to explore historical cities, through guided tours or multiple stops on a cruise.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Cultural experiences or attractions	66%	135
○ Museums	47%	136
○ Historical or archeological sites	46%	145
○ Visiting local monuments	39%	143
Local cuisine	62%	126
○ Local restaurants	51%	123
○ Luxury dining	25%	148
Guided tours	54%	148
○ City tours	42%	147
○ Wildlife or nature tours	28%	141
Overnight experiences	30%	142
○ Cruise	20%	149
○ Staying at all-inclusive resort	11%	109
Health and wellness	29%	151
○ Spas	21%	148
○ Sauna or steam bath	13%	148
Nature experiences	38%	86
Shopping	38%	101
Festivals and events	20%	77
Family-focused attractions	20%	90
Casual sports	11%	66
Nightlife	10%	88
Water-based sports	9%	87

REFINED GLOBETROTTERS

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	**INDEX**	**SCORE**	**INDEX**
To relax and unwind	**56%**	85	**66%**	108
To escape from routine	**39%**	85	**44%**	99
To spend time with family	**38%**	92	**32%**	93
To learn through other cultures	**32%**	118	**33%**	107
To check off dream travel places	**28%**	132	**34%**	138
For adventure and excitement	**23%**	89	**16%**	78
To have fun with friends	**20%**	84	**13%**	75
For a romantic getaway	**17%**	150	**19%**	135
To be pampered	**15%**	134	**18%**	120

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	**58%**	121	**55%**	112
Visiting friends / family	**32%**	57	**26%**	79
Family / friends wanted to go	**27%**	81	**21%**	57
Special event (e.g., wedding, reunion)	**20%**	76	**18%**	79
Kids wanted to go	**14%**	97	**12%**	96
Festival or event	**10%**	72	**10%**	75

15% 94 INDEX SCORE

Travel aligns with children's school schedule

23% 101 INDEX SCORE

Take time off for vacation during major holidays

13% 87 INDEX SCORE

Difficult to take more than a few days of vacation at once

REFINED GLOBETROTTERS

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- We book on average 3 months in advance, even for shorter distance trips.

49%

Primary Trip Planner

75

INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF **0–3 HOURS / NO FLIGHT**	FLIGHT OF **3–7 HOURS**

7 MONTHS +
BEFORE MY TRIP

6 MONTHS
BEFORE MY TRIP

5 MONTHS
BEFORE MY TRIP

4 MONTHS
BEFORE MY TRIP

3 MONTHS
BEFORE MY TRIP

2 MONTHS
BEFORE MY TRIP

1 MONTH
BEFORE MY TRIP

MY TRIP BEGINS!

DURING
MY TRIP

FLIGHT OF 0–3 HOURS / NO FLIGHT

Started Researching and Planning – 3.4 months
- Recommendations from friends or family

Booked Accommodation – 2.4 months
- Direct with company
- Travel booking sites / apps

Booked Transportation – 2.3 months
- Through a travel agent

Booked Activities – 1.9 months
- Direct with company

FLIGHT OF 3–7 HOURS

Started Researching and Planning – 4.8 Months
- Travel agents

Booked Transportation – 3.5 months
- Through a travel agent

Booked Accommodation – 3.4 months
- Travel booking sites / apps

Booked Activities – 2.1 months
- Travel booking sites / apps

REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- On our top trips, we explore cities, visit spas, and seek luxury experiences.
- We also take trips like Simplicity Lovers or City Trippers.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

54% 150 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Urban Centre	**19%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Novel & Authentic	Bonding
ACTIVITIES	Local restaurants	**44%**	
	Historical / archeological sites	**24%**	
	City tours	**21%**	
KEY BEHAVIOURS	Mid-range budget, most likely to be a cruise		

% OF TOTAL TRIPS

11% 120 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Luxury Resort		
COMPANIONS	Couple Only	**63%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Luxury dining	**25%**	
	Sauna or steam bath	**19%**	
	Oceanside beaches	**15%**	
KEY BEHAVIOURS	Relaxed but luxurious romantic getaway		

% OF TOTAL TRIPS

14% 133 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Beach Resort		
COMPANIONS	Extended Family	**35%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Security
ACTIVITIES	Local restaurants	**37%**	
	Oceanside beaches	**21%**	
	Souvenir shopping	**20%**	
KEY BEHAVIOURS	All-inclusive trip with extended family. No surprises, easy vacation		

% OF TOTAL TRIPS

20% 162 INDEX SCORE

SEGMENT ALIGNMENT

● ● ○ ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	**33%**	
	Alone	**30%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Local restaurants	**50%**	
	Museums	**34%**	
	Music concerts or festivals	**14%**	
KEY BEHAVIOURS	Visiting friends, exploring the hustle bustle of a city		

REFINED GLOBETROTTERS

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We enjoy exploring well-known and developed destinations through curated experiences.
- Our future plans include Europe, Japan, and cruises which help us explore new places.

WHERE WE ARE GOING LATELY

	SCORE	INDEX
Canada	**20%**	62
US	**20%**	79
Mexico	**8%**	145
France	**5%**	124
Italy	**5%**	123

	SCORE	INDEX
Dominican Republic	**5%**	146
UK	**4%**	120
Portugal	**3%**	139
Bahamas	**3%**	142
Japan	**3%**	134

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has a rich cultural and historical heritage	**46%**	131
Known for stunning natural landscapes	**40%**	124
Has a variety of museums and / or historical sites	**39%**	139
Has famous attractions	**36%**	134
Renowned for food and drink experiences	**36%**	129
Offers all-inclusive resort packages	**34%**	140
Has luxury dining, shopping, and accommodations	**30%**	152
Has well-developed tourism infrastructure	**21%**	135

REFINED GLOBETROTTERS

OUR BEHAVIOURS – THOUGHTS ON CANADA

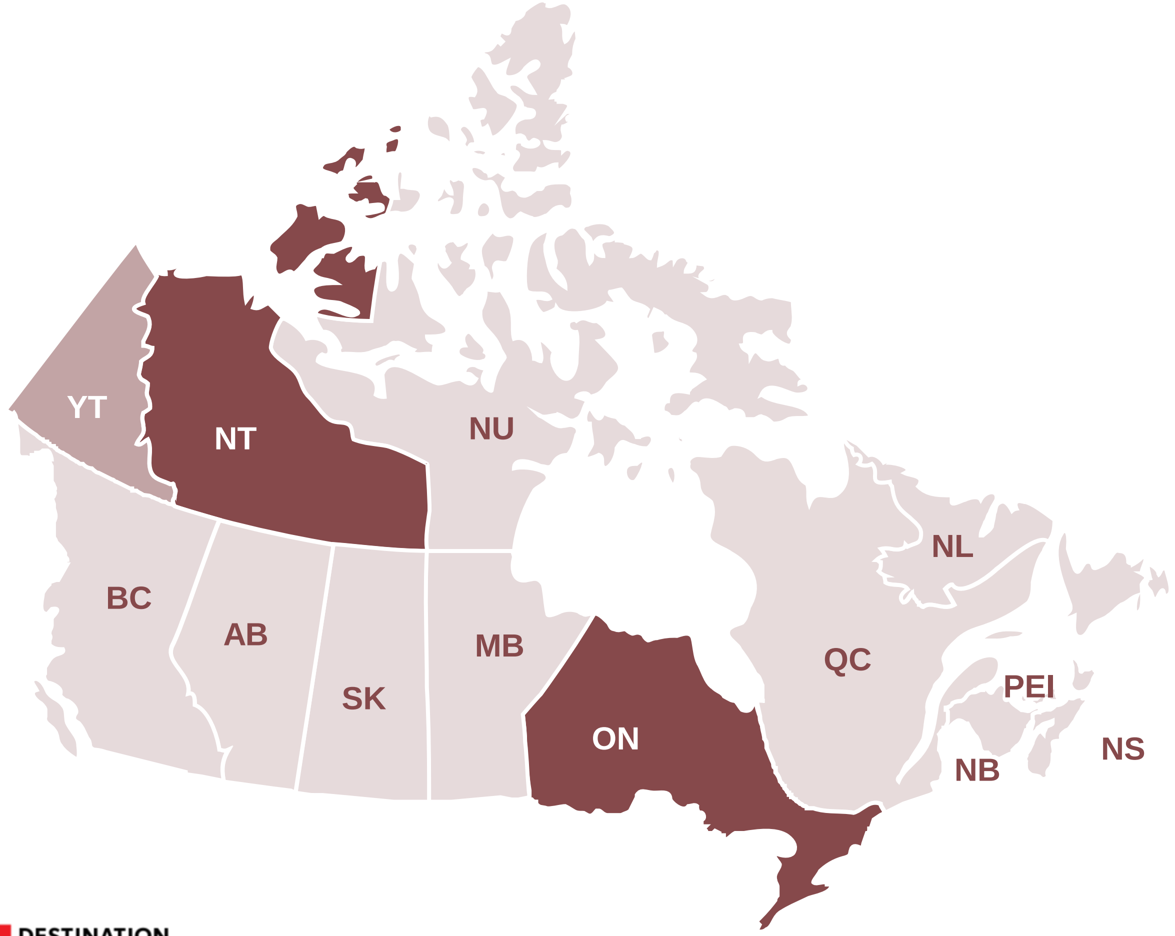
OVERALL INSIGHT

- We are generally well-travelled within Canada.
- We have visited a mix of large cities as well as destinations such as the Muskoka's and Niagara (likely wineries).
- The next places we would like to explore in Canada are British Columbia, Nova Scotia and Quebec.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	12%	77
BC	18%	86
MB	3%	78
NB	4%	80
NL	2%	98
NS	5%	87
NT	1%	125
NU	0%	78
ON	42%	140
PEI	2%	72
QC	21%	94
SK	3%	104
YT	1%	115

REFINED GLOBETROTTERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

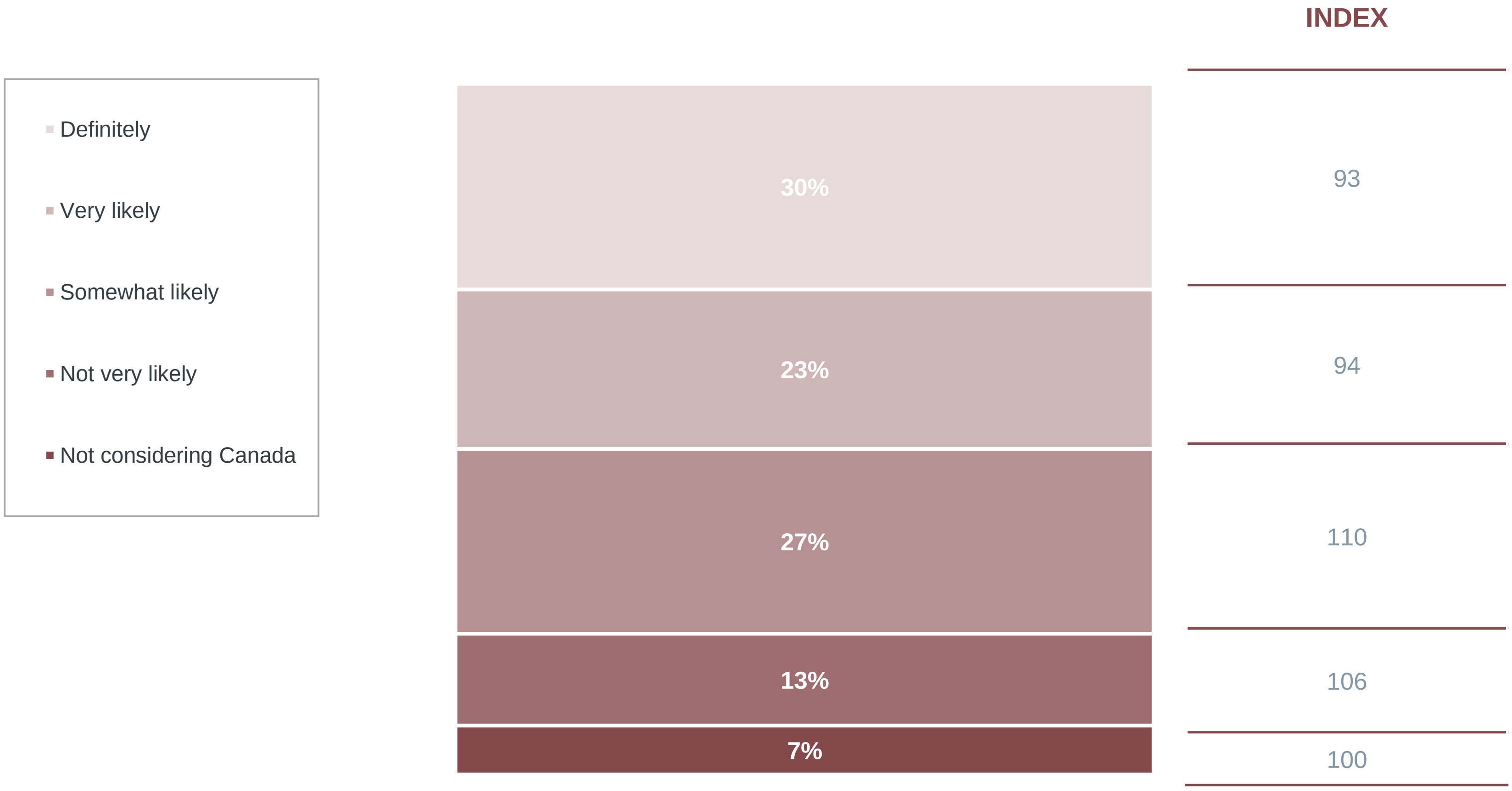
OVERALL INSIGHT

- We have visited Canada in spring, summer, and fall, and have the freedom to travel in any season.
- We are happy with past trips within Canada, and will likely explore again in the future.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
REFINED GLOBETROTTERS	**6%***	**14%**	**54%**	**32%**
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



*Data point is associated with a small base size.
Results may not be representative and should be interpreted with caution.

REFINED GLOBETROTTERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- Our higher net worth affords us the ability to continue to invest in new, big purchases (like home renovations or vehicles) - and of course travel.
- We are happy where we are, not moving cities or houses.

MAJOR LIFE EVENTS IN LAST 5 YEARS

4%
Had a child
95 INDEX SCORE

24%
Started a new job / career
83 INDEX SCORE

12%
Bought a new home
91 INDEX SCORE

13%
Moved to a new city
77 INDEX SCORE

4%
Child started school
96 INDEX SCORE

44%
Purchased a car
121 INDEX SCORE

13%
Retired
110 INDEX SCORE

29%
Renovated house
134 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	75%	149
Savings and investments	52%	102
Personal care and wellness	38%	92
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	31%	52
Experiences (e.g., concerts, events).	30%	83
Fashion and accessories	21%	108

REFINED GLOBETROTTERS

FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
CBC	18%	96
CNN	16%	105
The Globe and Mail	11%	110
The New York Times	8%	91
La Presse	8%	127
Le Journal de Montreal	8%	135
The Toronto Star	7%	129
National Geographic	7%	106
CP24.com	7%	116
Food & Wine	6%	154
Toronto Sun	6%	136
Travel + Leisure	6%	154
Canadian Living	5%	107
Toronto Life	4%	147
BNN Bloomberg	4%	101
Le Journal de Québec	4%	134
Blog TO	3%	116
Maclean's Magazine	3%	132
Elle Canada	3%	138
Daily Hive	3%	101
Le Devoir	3%	112
Zoomer	3%	109
Bon Appetit	3%	138
Metroland Community Papers (ex. Niagarathisweek.com, Brampton Guardian, Cambridge Times, Hamilton Spectator)	2%	119
Condé Nast Traveler	2%	123
re:Porter Magazine	2%	139
Ottawa Citizen	2%	81

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	59%	96
Facebook	62%	99
Instagram	42%	101
TikTok	25%	105
Twitter (now X)	20%	112
Threads	6%	98

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	18%	134
Booking.com	13%	137
AirBnb	10%	115
TripAdvisor	10%	136
Kayak	3%	101
American Express	8%	155
VRBO	2%	106
Marriott Bonvoy	5%	143

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

REFINED GLOBETROTTERS (EN)

TRADITIONAL MEDIA PROFILING

TOP NEWSPAPER SECTIONS

Readership: Medium/Heavy

	SCORE	INDEX
Travel	24%	105
Local & regional news	52%	100
National news	50%	102
International news/world section	48%	100
Health	31%	103

TOP RADIO PROGRAMS

Listenership: Medium/Light

STREAMING	SCORE	INDEX
Spotify (subscription without ads)	20%	104
Apple Music	9%	101

FORMATS		
Music	56%	101
News	39%	101
Weather	27%	106

TOP TELEVISION PROGRAMS

Viewership: Medium

STREAMING	SCORE	INDEX
Regular TV services	56%	105
Netflix	55%	103
YouTube	43%	103
Amazon Prime	37%	105
Disney+	28%	103

PROGRAMS		
News/current affairs	26%	100
Hockey (when in season)	23%	107
Home renovation/decoration shows	20%	101

TOP MAGAZINE PUBLICATIONS

Readership: Medium

	SCORE	INDEX
CAA Magazine	11%	115
Other U.S. magazines	7%	106
Other English-Canadian magazines	6%	112
Food & Drink	4%	126
National Geographic	4%	112
Maclean's	4%	138
Canadian Living	3%	108
People	3%	113
Zoomer Magazine	3%	134
Canadian Geographic	2%	110
Chatelaine (English edition)	2%	130
Reader's Digest	2%	99
Hello! Canada	2%	115
Canadian House and Home	2%	109
Better Homes & Gardens	2%	114
Style at Home	2%	154
Cottage Life	2%	116
Air Canada enRoute	1%	110
Time	1%	107
Report On Business Magazine	1%	140

TOP TELEVISION NETWORKS

	SCORE	INDEX
CBC News Network	18%	121
TSN	17%	117
Sportsnet	17%	128
Crave	14%	122
CTV News Channel	14%	119
HGTV (Home & Garden Television)	14%	120
CNN	12%	113
Food Network	11%	120
Discovery Channel	10%	111
History Channel	10%	106

DESTINATION CANADA

Refined Globetrotters profiling from PRIZM is broken into French and English sub-categories due to the impact of language biases at the combined level.

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

REFINED GLOBETROTTERS (EN)

TRADITIONAL MEDIA PROFILING

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	17%	110
Access travel content	13%	99
Send/receive email	71%	100
Send/receive a text/instant message	67%	100
Use maps/directions service	56%	104
Take pictures/video	53%	100
Use apps	52%	102
Access a news site	40%	104
Research products/services	32%	101
Purchase products or services	30%	104
Listen to a podcast	21%	102
Access health content	19%	100

ACTIONS TAKEN USING SOCIAL MEDIA

1. Follow brand on Instagram
2. Subscribe to brand email newsletter
3. Join an online community who also like the brand

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To get coupons and discounts
3. To be among the first to hear brand news

SOCIAL MEDIA ATTITUDES

- Social media companies should not be allowed to own or share my personal information
- I tend to ignore marketing and advertisements from financial institutions when I'm in a social media environment
- I tend to ignore marketing and advertisements when I'm in a social media environment
- I would be more inclined to participate in Social Media if I knew my personal info would not be owned/shared by company
- I am open to receiving relevant marketing messages through social media channels

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	29%	88
Online music/movie download stores	24%	100
Cosmetics/skin care stores	10%	96
Craft supply stores	5%	96
Cannabis stores	4%	90
Natural/health food stores	4%	89
Camera stores and photo finishing	3%	74

STATEMENTS / ATTITUDES

I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(104)

I feel that I have a great deal of influence on the consumption choices of the people around me
(104)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(107)

Advertising is useful in helping me make a choice when buying
(100)

SOCIAL MEDIA PLATFORMS

		INDEX
YouTube	69%	104
WhatsApp	54%	131
LinkedIn	46%	129
Instagram	42%	109
Spotify	26%	107
Pinterest	24%	101
X (Twitter)	24%	113

DESTINATION CANADA

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REFINED GLOBETROTTERS (EN)

TRADITIONAL MEDIA PROFILING

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	29%	103
Airline websites	27%	108
Booking.com	18%	94
Hotels.com	13%	94
Trivago.ca	10%	94
Travelocity.com/Travelocity.ca	7%	98
Sunwing.ca	6%	88
Redtag.ca	4%	98

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through a hotel directly	36%	100
Book through an airline directly	31%	109
Book through an online travel agency	24%	111
Book through airline/hotel website	24%	104

TOP AIRLINES

		INDEX
Air Canada (any)	26%	108
West Jet	16%	120
Other Canadian airlines	5%	99
European airlines (any)	4%	108
Air Transat	3%	75

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	45%	101
Friends/relatives	29%	103
Vacation rental by owner	17%	105
All-inclusive resort	13%	106
Bed and breakfast	8%	102

CANADIAN DESTINATIONS

	SCORE	INDEX
Cottage country (any)	14%	132
Other British Columbia	12%	117
Toronto	11%	105
Other Ontario	10%	106
Niagara Falls	9%	119
Vancouver	9%	105
Ottawa	8%	99
Calgary	7%	111
Banff	7%	111
Montreal	7%	81
Other Alberta	7%	99
Victoria	5%	101
Other Quebec	5%	56
Quebec City	5%	54
Jasper	4%	106
Other Nova Scotia	4%	75
Whistler	3%	115
Cape Breton Island	1%	63

DESTINATION CANADA

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REFINED GLOBETROTTERS (EN)

TRADITIONAL MEDIA PROFILING

I offer recommendations of products/services to other people - 50%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Legacy	134
Personal Control	128
Culture Sampling	125
Effort Toward Health	125
Rejection of Orderliness	124
Social Learning	116

LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Bars/ restaurant bars	*36%*	(101)
Specialty movie theatres/ IMAX/ VIP	*20%*	(102)
Sporting events/ racing/ air shows	*18%*	(104)
Ballet/ opera/ symphony	*9%*	(106)
Parks/ city gardens	*35%*	(91)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Reading	*82%*	(100)
Home exercise/ workout	*64%*	(105)
Gardening	*62%*	(104)
Fitness walking	*55%*	(108)
Swimming	*52%*	(104)

MAJOR EVENTS *- in the past 2 years*

		INDEX
Change job/career	14%	98
Shop for mortgage/renegotiate mortgage	8%	76
Lose job or be laid off	5%	101
Retire	5%	96
Grandchild born/adopted	5%	106

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REFINED GLOBETROTTERS (FR)

TRADITIONAL MEDIA PROFILING

TOP NEWSPAPER SECTIONS

Readership: Heavy

	SCORE	INDEX
Travel	27%	121
Local & regional news	57%	109
International news/world section	55%	115
National news	54%	110
Editorials	36%	116

TOP RADIO PROGRAMS

Listenership: Heavy

STREAMING	SCORE	INDEX
YouTube for music videos	28%	100
Spotify (free with ads)	14%	114

FORMATS		
News	40%	106
General interest talk/phone in shows	19%	125
Community information	16%	134

TOP TELEVISION PROGRAMS

Viewership: Medium

STREAMING	SCORE	INDEX
Regular TV services	57%	107
Club illico	9%	441
Noovo	8%	428
ICI TOU.TV Extra	7%	326
ICI TOU.TV	7%	309

PROGRAMS		
Movies	46%	109
Evening local news	40%	119
Primetime serial dramas	32%	128

TOP MAGAZINE PUBLICATIONS

Readership: Medium/Heavy

	SCORE	INDEX
CAA Magazine	9%	92
Other French-Canadian magazines	7%	411
RICARDO	7%	506
Bel Âge	6%	503
Coup de Pouce	5%	477
L'Actualité	5%	451
Other U.S. magazines	3%	49
Châtelaine (French edition)	2%	417
National Geographic	2%	46
Reader's Digest	1%	51
Other English-Canadian magazines	1%	19
Food & Drink	1%	24
People	1%	25
Air Canada enRoute	1%	56
Canadian Geographic	1%	35
Time	1%	51
Maclean's	1%	24
Chatelaine (English edition)	1%	39
Canadian House and Home	1%	32
Canadian Living	1%	18

TOP TELEVISION NETWORKS

	SCORE	INDEX
Le Réseau de l'information (RDI)	19%	406
Le Canal Nouvelles (LCN)	17%	445
Le Réseau des Sports (RDS)	16%	433
Canal D	16%	460
TVA Sports	14%	464
MétéoMédia	12%	438
addikTV	12%	426
Canal Vie	12%	443
ARTV	12%	431
Séries+	11%	501

DESTINATION CANADA

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REFINED GLOBETROTTERS (FR)

TRADITIONAL MEDIA PROFILING

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	10%	64
Access travel content	14%	107
Search: business/services/products	53%	106
Compare products while shopping	36%	105
Access food/recipes content	30%	102
Consult consumer reviews	25%	107
Read or look into online newspapers	20%	117
Listen to a radio via streaming audio	17%	117
Access celebrity gossip content	12%	146
Access a radio station's website	11%	115
Access a TV station's website	10%	121
Access home decor content	10%	113

ACTIONS TAKEN USING SOCIAL MEDIA

1. Like brand on Facebook
2. Join an online community who also like the brand
3. Subscribe to brand email newsletter

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To enter contests
3. To get coupons and discounts

SOCIAL MEDIA ATTITUDES

- Social media companies should not be allowed to own or share my personal information
- Social Media to stay connected with personal contacts
- Use Social Media to stay connected with family
- Use Social Media to keep up to date on general news/events
- I am well informed about social media (e.g. the tools that are available and how to use them)

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	36%	110
Online music/movie download stores	23%	96
Cosmetics/skin care stores	9%	90
Camera stores and photo finishing	6%	149
Kitchen stores	3%	140
Candy/chocolate stores	3%	110
Cannabis stores	3%	62

STATEMENTS / ATTITUDES

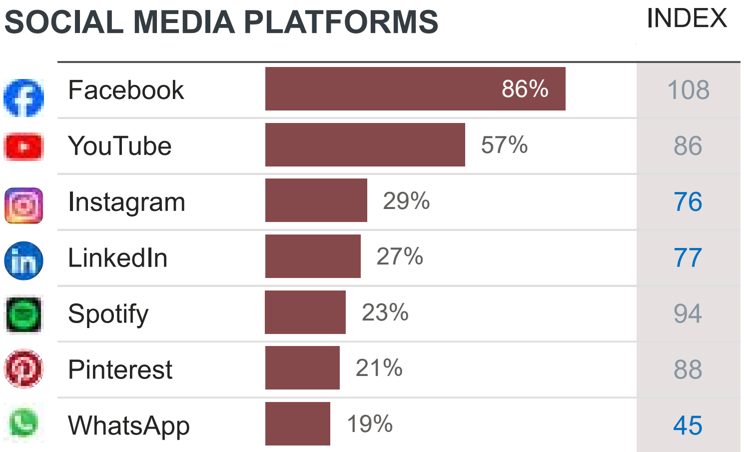
I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(99)

I feel that I have a great deal of influence on the consumption choices of the people around me
(102)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(91)

Advertising is useful in helping me make a choice when buying
(97)

SOCIAL MEDIA PLATFORMS



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EA Sources: SocialValues, Opticks Powered by Numeris 2024

REFINED GLOBETROTTERS (FR)

TRADITIONAL MEDIA PROFILING

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	23%	82
Booking.com	20%	102
Airline websites	16%	66
Trivago.ca	14%	128
Hotels.com	12%	88
Sunwing.ca	7%	104
Travelocity.com/Travelocity.ca	2%	33
Redtag.ca	1%	39

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through a hotel directly	39%	108
Other services	19%	108
Book through a full service travel agent	18%	137
Book a package tour	11%	145

TOP AIRLINES

		INDEX
Air Canada (any)	18%	74
Air Transat	11%	270
Other charter airlines	3%	148
European airlines (any)	3%	74
West Jet	2%	16

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	47%	106
Cottage	24%	137
Camping	20%	116
Motel	13%	107
All-inclusive resort	12%	100

CANADIAN DESTINATIONS

	SCORE	INDEX
Other Quebec	30%	340
Quebec City	26%	308
Montreal	17%	197
Ottawa	10%	133
Toronto	9%	81
Other Ontario	6%	61
Other Nova Scotia	3%	68
Vancouver	3%	31
Niagara Falls	2%	30
Other British Columbia	2%	20
Calgary	2%	24
Banff	1%	23
Other Alberta	1%	22
Cottage country (any)	1%	14
Cape Breton Island	1%	52
Whistler	1%	29
Jasper	1%	20
Victoria	1%	15

Refined Globetrotters profiling from PRIZM is broken into French and English sub-categories due to the impact of language biases at the combined level.

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

REFINED GLOBETROTTERS (FR)

TRADITIONAL MEDIA PROFILING

I offer recommendations of products/services to other people - 54%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Fulfilment Through Work	177
Cultural Assimilation	156
Obedience to Authority	136
Ecological Concern	135
Sexism	130
Active Government	129

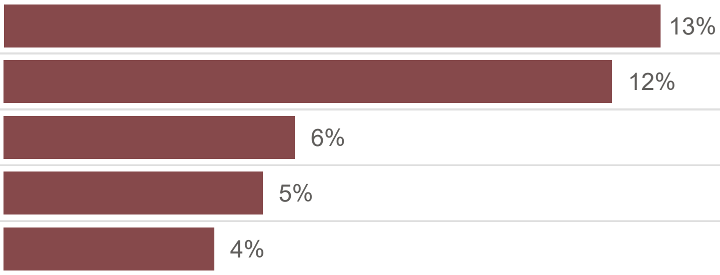
LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Historical sites	33%	(136)
Movies at a theatre/ drive-in	31%	(101)
Comedy clubs/ shows	21%	(207)
Popular music/ rock concerts	20%	(121)
Theme parks/ waterparks/ water slides	16%	(121)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Reading	83%	(102)
Hiking/ backpacking	59%	(127)
Cycling (mountain/ road biking)	59%	(131)
Skiing cross country/ Snowshoeing	40%	(169)
Ice skating	36%	(118)

MAJOR EVENTS *- in the past 2 years*



		INDEX
Change job/career	13%	89
Shop for mortgage/renegotiate mortgage	12%	110
Retire	6%	115
Bought/sold home	5%	89
Parent moves into retirement/nursing home/your home	4%	105

DESTINATION CANADA

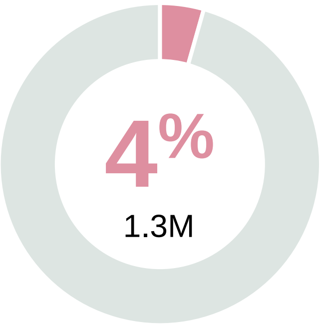
Refined Globetrotters profiling from PRIZM is broken into French and English sub-categories due to the impact of language biases at the combined level.

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: SocialValues, Opticks Powered by Numeris 2024

PURPOSE DRIVEN FAMILIES

PSYCHOGRAPHICS – SUMMARY



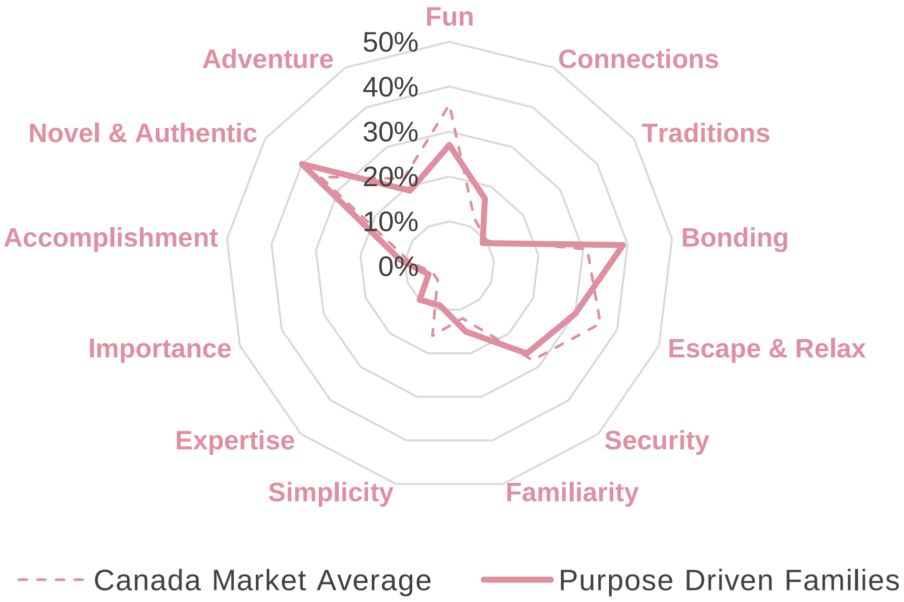
% OF CANADA POPULATION

We are ambitious and conscientious parents who prioritize unique, kid-friendly travels. We relish trendy destinations, hidden gems that support local cultures, and anywhere that lets us spend time in nature. Travel is both a shared accomplishment and a personal journey of learning for the entire family. Cost or difficulty aren't big deterrents; we seek socially responsible, impressive, new experiences.

WHAT YOU NEED TO KNOW ABOUT ME

1. We take pride in our destination choices, and the effort it takes to reach some destinations.
2. Being trendy for us includes being trendsetters in travel choices and behaviours, which includes prioritizing sustainability and responsible travel.
3. We value being able to provide these experiences to our children, but we also appreciate how it allows us to demonstrate our success to others.
4. Exposure to nature, exploring the outdoors, and immersing in culture are all primary needs.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

125

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

115

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

PURPOSE DRIVEN FAMILIES

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We value learning, engaging with local cultures, and exploring the history of our destinations.
- We use travel to bond and create memories, and we'll tackle a few challenges to achieve that.
- We are in pursuit of unique destinations that will make our friends say 'wow' when we share photos and stories.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
Exploring the world through travel is an important milestone of growing up	**80%**	113
I like to come back from travels having learnt something new	**78%**	113
I am more likely to select destinations / activities that invest in socially responsible tourism	**67%**	133
I generally think natural attractions are the highlights of my trip	**62%**	121
Videos and pictures on social media inspire me to travel	**51%**	135
Even while travelling, I like to maintain regular contact with my duties or obligations back home	**46%**	155
I seek out destinations where I can explore my ancestral heritage	**46%**	146
I love posting my trips on social media to share with friends	**45%**	120
When there's a lot of positive buzz about a destination it makes me want to visit it more	**45%**	132
I'm open to unconventional accommodations when travelling	**36%**	110
Luxury experiences are an important part of travel	**36%**	123
I seek travel advice from travel agencies and agents	**35%**	117
I'd be open to using AI-powered chatbots for travel planning and assistance	**32%**	131

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To share quality time with others	**44%**	112
To bond through shared experiences	**35%**	135
To be familiar with my surroundings	**17%**	116
To feel connected with new people	**17%**	114
To push my limits and challenge myself	**12%**	117
To feel like a travel expert	**10%**	143

DESIRED DESTINATION

	SCORE	INDEX
Caring	**27%**	152
Passionate	**19%**	137
Free-Spirited	**16%**	117
Luxurious	**13%**	110
World-Class	**12%**	112
Unexplored	**12%**	116

PURPOSE DRIVEN FAMILIES

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**45%**	136
35-54	**51%**	126
55+	**4%**	60
MEAN YEARS	**37.2**	59

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**17%**	85
$40K to <$120K	**69%**	122
$120K or more	**11%**	115
Refused	**3%**	74

EMPLOYMENT

	SCORE	INDEX
Employed FT	**70%**	140
Employed PT	**10%**	141
Self-employed	**4%**	82
Retired	**2%**	61

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	18
Secondary education	**18%**	75
Post-secondary education	**83%**	127

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**58%**	46
Recent immigrant (<5y)	**12%**	152
Non-recent immigrant (5+y)	**30%**	149

73%
103 Have a valid passport

GENDER

62% 133 Male

38% 69 Female

0% 86 Non-binary / Other

HOUSEHOLD

86% 143 Children <18 Living At Home*

3% 47 Children 18+ Living At Home*

1% 60 Children NOT Living At Home*

13% 61 No Children

** Option is not exclusive*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**41%**	105
Quebec	**25%**	119
Alberta	**13%**	121
British Columbia	**13%**	67
Saskatchewan	**4%**	112

	SCORE	INDEX
Manitoba	**3%**	67
Newfoundland and Labrador	**1%**	103
Prince Edward Island	**1%**	134
New Brunswick	**0%**	58
Nova Scotia	**0%**	52

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

97

TRAVEL TRADE INDEX: **GROUP**

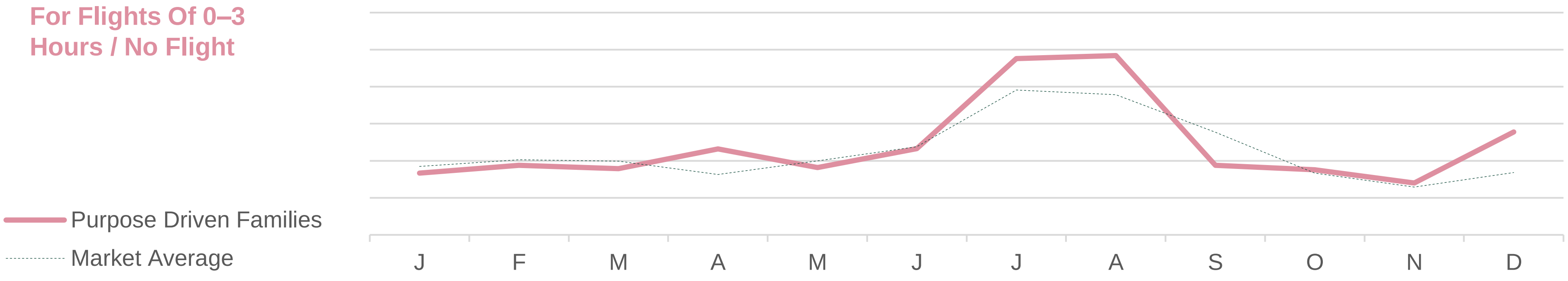
102

KEY terminology on this page

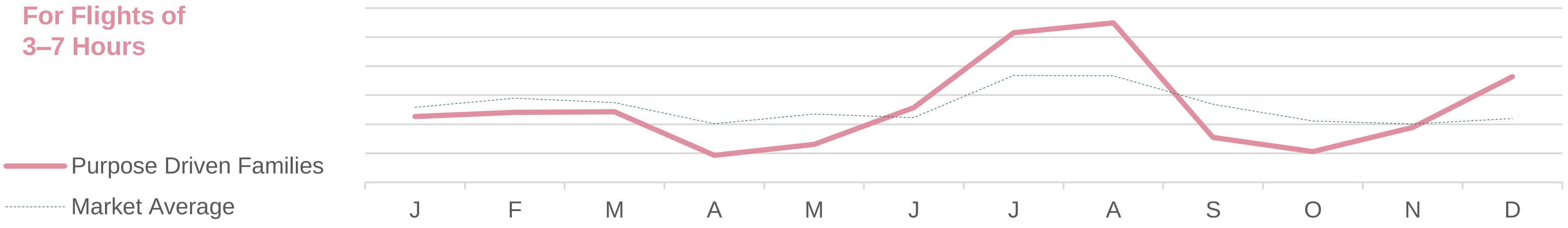
- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

For additional definitions see Glossary

TYPICAL TRAVEL MONTHS



For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours

TRIP DURATION

		INDEX
1-2 Days	33%	74
3-5 Days	16%	76
1 Week Holiday	18%	132
2 Weeks Holiday	10%	104
3 Weeks Or More	4%	94

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	41%	138
International Leisure	15%	94
Business Trip	14%	139
Added Personal To Business	9%	140
Worked During Vacation	6%	128

Incidence is frequency of 2+ times per year

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**56%**	131
Friend's or family's place	**24%**	91
Vacation Rental (e.g., Airbnb, Vrbo)	**22%**	116
Premium Hotel	**19%**	99
Budget Hotel	**17%**	122
All-inclusive resort	**13%**	81

THOUGHTS ON INDIGENOUS TRAVEL

63%

128 INDEX SCORE

I'd look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

11%

120 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I really want to learn about the history of the destinations I visit	**79%**	119
You only ever get to know a country by experiencing its culture	**74%**	108
I'm willing to put in the effort while travelling in order to see lesser-known places	**55%**	109
I like to explore places that are off the beaten path and less explored	**54%**	105
I'm open to travelling to destinations with limited tourist infrastructure	**35%**	96
I'm open to visiting destinations with challenging climates or weather conditions	**31%**	113

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- We travel primarily as a nuclear family.
- Our budgets are usually mid-ranged, but we spend on experiences we really value.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**73%**	121
Kids	**67%**	140
Adult relatives	**21%**	97
Solo	**10%**	84
Friends	**5%**	59

BUDGET

AVERAGE SPEND (ALL TRIPS)

$4,440

126
INDEX SCORE

SPEND STYLE

Mid-range to Premium

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	**65%**	132
Hearing from underrepresented communities is an important part of travelling	**59%**	131
It's important for me to know that the money I spend will support the local economy I'm visiting	**59%**	111
I consider the impact that I personally have on the destinations I visit	**55%**	119
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**44%**	127

49%

PRIORITIZE SUSTAINABLE TRAVEL

130 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- We like to explore outdoors, finding beaches, lakes, and outdoor sports to try.
- Exposing our kids to local culture, festivals, and events is important.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Family-focused attractions	**58%**	129
○ Zoos or aquariums	**42%**	130
○ Amusement parks or theme parks	**39%**	122
○ Space or science centres	**30%**	144
Nature experiences	**54%**	117
○ Oceanside beaches	**29%**	119
○ See or explore lakes, rivers, or waterfalls	**28%**	118
Water-based sports	**19%**	121
○ Swimming	**14%**	126
○ Kayaking, canoeing, or paddle-boarding	**9%**	113
Winter-based sports	**12%**	121
○ Snowboarding or downhill skiing	**6%**	108
○ Ice skating or hockey	**5%**	133
High-intensity sports	**9%**	130
○ Rock climbing	**5%**	144
○ Bungee jumping or skydiving	**3%**	138
Cultural experiences or attractions	**56%**	108
Local cuisine	**48%**	92
Festivals and events	**35%**	108
Shopping	**31%**	89
Guided tours	**21%**	74
Overnight experiences	**19%**	73
Casual sports	**17%**	105

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To spend time with family	66%	127	67%	139
To relax and unwind	57%	87	59%	91
To escape from routine	42%	92	38%	84
For adventure and excitement	34%	110	23%	88
To learn through other cultures	25%	105	41%	122
To have fun with friends	17%	71	14%	77
To check off dream travel places	15%	77	23%	99
For a romantic getaway	12%	103	4%	60
To seek solitude and isolation	8%	103	2%	76

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	59%	123	69%	148
Kids wanted to go	51%	139	49%	141
Visiting friends / family	43%	113	49%	148
Family / friends wanted to go	40%	119	36%	120
Special event (e.g., wedding, reunion)	38%	146	27%	126
Festival or event	24%	109	24%	115

54% 141 INDEX SCORE

Travel aligns with children's school schedule

46% 158 INDEX SCORE

Take time off for vacation during major holidays

22% 151 INDEX SCORE

Difficult to take more than a few days of vacation at once

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- We are busy parents, so don't always plan in advance for short trips, but will plan a few months out for longer trips.

60%

Primary Trip Planner

109
INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF 0–3 HOURS / NO FLIGHT

Started Researching and Planning – 2.4 months
- Travel review sites
- Travel agents

Booked Accommodation – 1.7 months
- Travel booking sites / apps

Booked Transportation – 1.3 months
- Travel booking sites / apps

Booked Activities – 1 month
- Direct with company

FLIGHT OF 3–7 HOURS

Started Researching and Planning – 3.7 Months
- Official tourism websites

Booked Transportation – 2.8 months
- Travel booking sites / apps

Booked Accommodation – 2.6 months
- Travel booking sites / apps

Booked Activities – 1.3 months
- Direct with company

7 MONTHS +
BEFORE MY TRIP

6 MONTHS
BEFORE MY TRIP

5 MONTHS
BEFORE MY TRIP

4 MONTHS
BEFORE MY TRIP

3 MONTHS
BEFORE MY TRIP

2 MONTHS
BEFORE MY TRIP

1 MONTH
BEFORE MY TRIP

MY TRIP BEGINS!

DURING
MY TRIP

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- On our top trips, we explore new places and experience new foods and activities.
- We also take trips like Culture Seekers or Fun & Sun Families.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

13% 129 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Cultural Experience		
COMPANIONS	Nuclear Family With Kids	**54%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Novel & Authentic
ACTIVITIES	Art galleries	**34%**	
	Historical / archeological sites	**33%**	
	Nature parks / preserves	**27%**	
KEY BEHAVIOURS	Getting out in nature, immersing family in a new culture. Planning in advance for this		

% OF TOTAL TRIPS

6% 99 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Adventure Destination		
COMPANIONS	Nuclear Family With Kids	**61%**	
	Extended Family	**24%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Adventure	Security
ACTIVITIES	Amusement parks / theme parks	**47%**	
	Local restaurants	**44%**	
	Nature parks / preserves	**22%**	
KEY BEHAVIOURS	Seeking world-class attractions, planning a little more last minute		

% OF TOTAL TRIPS

21% 168 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	**33%**	
	Alone	**30%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Local restaurants	**50%**	
	Museums	**34%**	
	Famous shopping centres / areas	**28%**	
KEY BEHAVIOURS	Planned in advance, spending more, visiting friends, and exploring a new culture		

% OF TOTAL TRIPS

11% 121 INDEX SCORE

SEGMENT ALIGNMENT

● ● ○ ○ ○

TRIP TYPE	Beach Resort		
COMPANIONS	Nuclear Family With Kids	**46%**	
	Extended Family	**27%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Escape & Relax	Fun
ACTIVITIES	Swimming	**30%**	
	Oceanside beaches	**26%**	
	Local restaurants	**21%**	
KEY BEHAVIOURS	Planned in advance, spending more, visiting friends, and exploring a new culture		

DESTINATION CANADA

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We are looking for kid-friendly access to nature and new cultural experiences.
- Most of our travel is in North America, but we venture further to Europe or Asian countries for the bigger trips.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Canada	**30%**	96	Greece	**3%**	143
US	**22%**	91	Italy	**3%**	87
Mexico	**7%**	104	UK	**2%**	88
France	**5%**	110	Australia	**2%**	150
India	**4%**	152	Belgium	**2%**	143

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	**83%**	145
Has a rich cultural and historical heritage	**35%**	112
Offers natural landscapes in close proximity to city amenities	**29%**	141
Is inclusive and tolerant	**24%**	120
Provides a variety of local festivals and events	**19%**	120
Offers an energetic and dynamic cultural scene	**12%**	108
Has a thriving arts and music scene	**10%**	107
Offers options for adrenaline seekers	**7%**	119

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – THOUGHTS ON CANADA

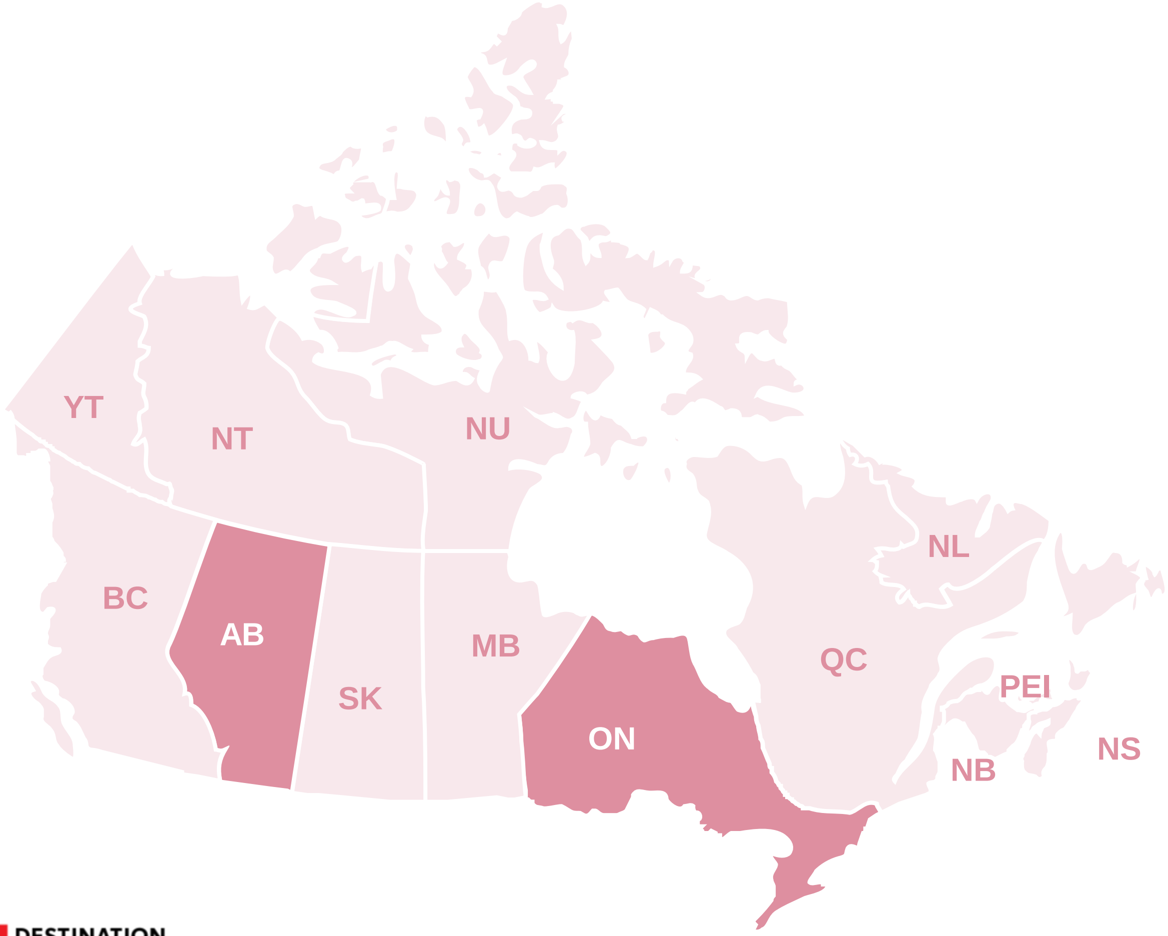
OVERALL INSIGHT

- We often travel domestically within Canada.
- We have explored a number of the big cities in Canada, but we have also ventured off the beaten path to more remote destinations.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	18%	139
BC	16%	58
MB	3%	78
NB	3%	56
NL	0%	62
NS	2%	59
NT	0%	85
NU	0%	78
ON	41%	136
PEI	3%	109
QC	17%	66
SK	1%	62
YT	0%	76

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

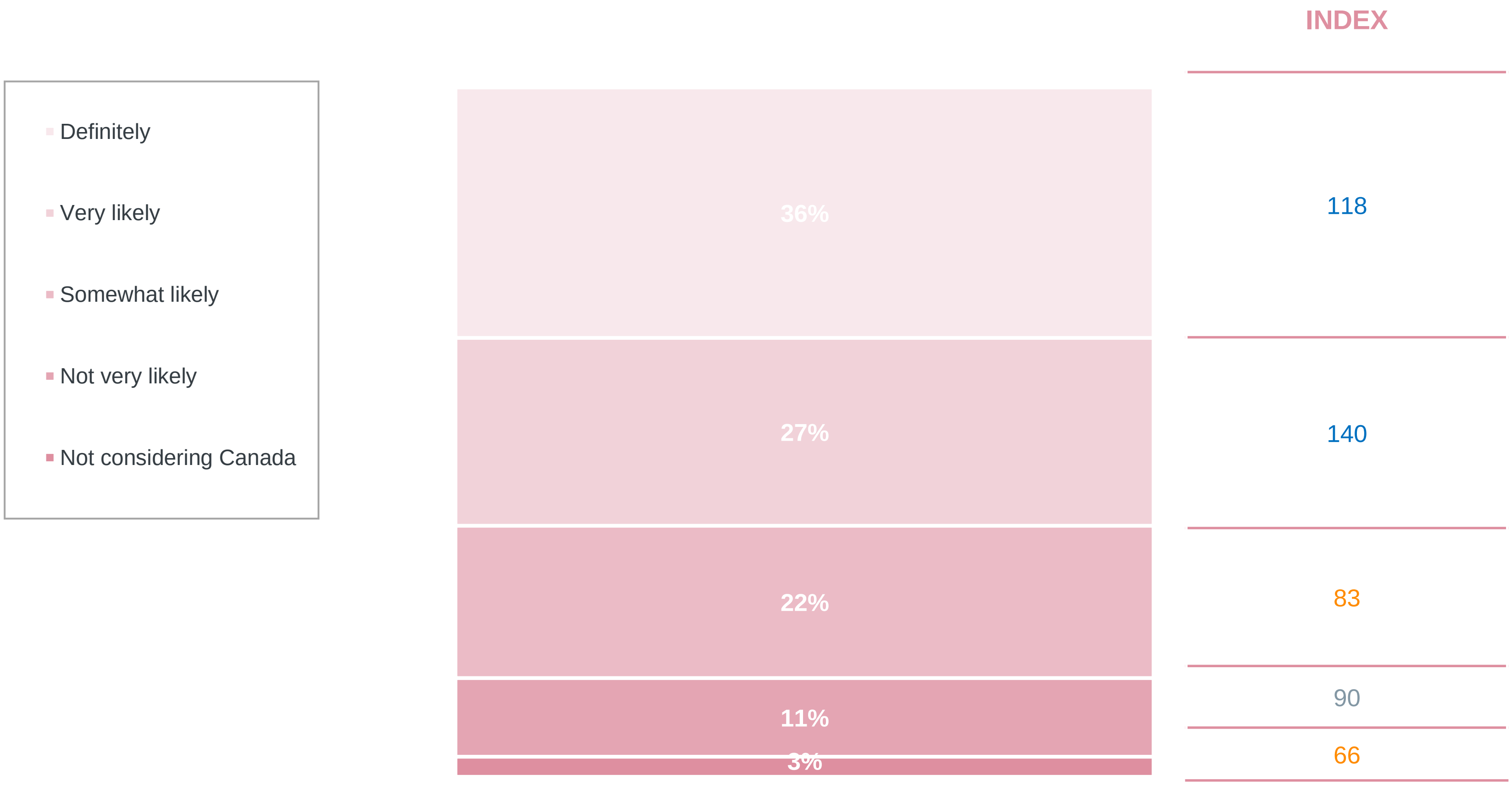
OVERALL INSIGHT

- ○ Most of our travel is aligned to our kids' school schedule, so you will see us in summer or during winter breaks.
- ○ We definitely have plans to travel outside our province soon.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
PURPOSE DRIVEN FAMILIES	**4%***	**10%***	**64%**	**23%**
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



*Data point is associated with a small base size.
Results may not be representative and should be interpreted with caution.

PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- We are in a busy time of life, with many changes happening. Changing careers, homes, and vehicles all take up our time and finances.
- We are also focused on our growing and changing family, whether that means welcoming a new family member or seeing our kids start school for the first time.

MAJOR LIFE EVENTS IN LAST 5 YEARS

32%
Had a child
151 INDEX SCORE

31%
Started a new job / career
112 INDEX SCORE

26%
Bought a new home
151 INDEX SCORE

21%
Moved to a new city
133 INDEX SCORE

32%
Child started school
148 INDEX SCORE

44%
Purchased a car
122 INDEX SCORE

1%
Retired
56 INDEX SCORE

26%
Renovated house
103 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Savings and investments	**63%**	151
Travel	**50%**	80
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	**44%**	112
Personal care and wellness	**38%**	92
Experiences (e.g., concerts, events).	**29%**	79
Technology and gadgets	**27%**	147

PURPOSE DRIVEN FAMILIES

FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
CBC	20%	106
CNN	18%	116
The Globe and Mail	11%	108
The New York Times	14%	168
La Presse	5%	83
Le Journal de Montreal	5%	81
The Toronto Star	6%	104
National Geographic	12%	180
CP24.com	6%	107
Food & Wine	7%	169
Toronto Sun	6%	148
Travel + Leisure	6%	156
Canadian Living	10%	203
Toronto Life	7%	226
BNN Bloomberg	6%	137
Le Journal de Québec	3%	102
Blog TO	3%	100
Maclean's Magazine	5%	174
Elle Canada	7%	306
Daily Hive	4%	144
Le Devoir	4%	167
Zoomer	5%	217
Bon Appetit	4%	212
Metroland Community Papers (ex. Niagarathisweek.com, Brampton Guardian, Cambridge Times, Hamilton Spectator)	4%	255
Condé Nast Traveler	3%	224
re:Porter Magazine	2%	185
Ottawa Citizen	4%	214

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	61%	99
Facebook	61%	98
Instagram	49%	117
TikTok	35%	146
Twitter (now X)	23%	126
Threads	8%	129

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	17%	126
Booking.com	15%	164
AirBnb	19%	210
TripAdvisor	10%	144
Kayak	5%	178
American Express	10%	194
VRBO	4%	179
Marriott Bonvoy	6%	190

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

PURPOSE DRIVEN FAMILIES

TRAVEL BEHAVIOUR

TOP NEWSPAPER SECTIONS

Readership: Light

	SCORE	INDEX
Travel	21%	91
Computer/high tech	14%	101
Real estate listings	12%	106
Automotive	11%	101
Local & regional news	49%	94

TOP RADIO PROGRAMS

Listenership: Medium/Light

STREAMING	SCORE	INDEX
YouTube for music videos	28%	101
Spotify (subscription without ads)	21%	110

FORMATS		
Music	55%	99
Traffic reports	21%	108
Sports (play-by-play)	6%	110

TOP TELEVISION PROGRAMS

Viewership: Light

STREAMING	SCORE	INDEX
Netflix	55%	102
Regular TV services	54%	100
YouTube	44%	106
Amazon Prime	37%	104
Disney+	30%	109

PROGRAMS		
Movies	43%	100
Hockey (when in season)	21%	100
Baseball (when in season)	12%	100

TOP MAGAZINE PUBLICATIONS

Readership: Light

	SCORE	INDEX
CAA Magazine	9%	97
Other U.S. magazines	6%	91
Other English-Canadian magazines	5%	84
National Geographic	3%	87
Food & Drink	3%	86
People	3%	102
Canadian Living	3%	79
Maclean's	2%	88
Reader's Digest	2%	87
Hello! Canada	2%	90
Zoomer Magazine	2%	74
Canadian House and Home	2%	82
Chatelaine (English edition)	1%	90
Canadian Geographic	1%	71
Other French-Canadian magazines	1%	75
Better Homes & Gardens	1%	90
Time	1%	89
RICARDO	1%	88
Cineplex Magazine	1%	94
Style at Home	1%	104

TOP TELEVISION NETWORKS

	SCORE	INDEX
TSN	16%	105
Sportsnet	15%	109
Crave	12%	106
HGTV (Home & Garden Television)	12%	103
Food Network	9%	100
Bravo!/CTV Drama	9%	100
CablePulse24 (CP24)	9%	140
TSN2	7%	101
Sportsnet 360/SN 360 (The Score)	7%	105
W Network	7%	103

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

PURPOSE DRIVEN FAMILIES

TRAVEL BEHAVIOUR

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	16%	105
Access travel content	12%	95
Send/receive a text/instant message	67%	100
Use maps/directions service	55%	102
Participate in an online social media	55%	103
Take pictures/video	55%	103
Use apps	52%	102
Access a news site	38%	100
Compare products while shopping	35%	103
Purchase products or services	30%	105
Listen to a podcast	21%	105
Click on an Internet advertisement	16%	100

ACTIONS TAKEN USING SOCIAL MEDIA

1. Follow brand on Instagram
2. Subscribe to brand email newsletter
3. Subscribe to brand on YouTube

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To get coupons and discounts
3. To be among the first to hear brand news

SOCIAL MEDIA ATTITUDES

- Use Social Media to keep up to date on general news/events
- I am well informed about social media (e.g. the tools that are available and how to use them)
- Feel comfortable meeting and communicating with people through Social Media
- Use Social Media to keep up to date on news/events in my industry
- Feel comfortable collaborating with others through Social Media

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	30%	92
Online music/movie download stores	24%	102
Cosmetics/skin care stores	11%	112
Cannabis stores	4%	98
Craft supply stores	4%	93
Natural/health food stores	4%	100
Camera stores and photo finishing	4%	86

STATEMENTS / ATTITUDES

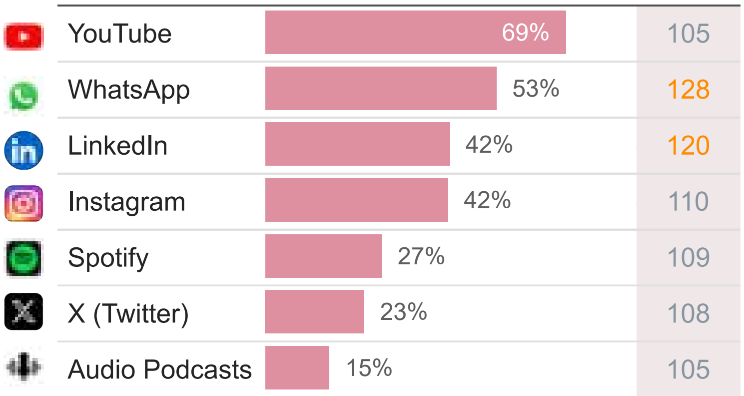
I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(111)

I feel that I have a great deal of influence on the consumption choices of the people around me
(106)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(102)

Advertising is useful in helping me make a choice when buying
(106)

SOCIAL MEDIA PLATFORMS



		INDEX
YouTube	69%	105
WhatsApp	53%	128
LinkedIn	42%	120
Instagram	42%	110
Spotify	27%	109
X (Twitter)	23%	108
Audio Podcasts	15%	105

DESTINATION CANADA

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

PURPOSE DRIVEN FAMILIES

TRAVEL BEHAVIOUR

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	29%	104
Airline websites	26%	103
Booking.com	20%	100
Hotels.com	14%	101
Trivago.ca	11%	104
Sunwing.ca	7%	106
Travelocity.com/Travelocity.ca	6%	90
Redtag.ca	4%	106

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through a hotel directly	36%	101
Book through an airline directly	29%	100
Book through an online travel agency	23%	107
Book through airline/hotel website	23%	97

TOP AIRLINES

		INDEX
Air Canada (any)	25%	105
West Jet	12%	90
Air Transat	4%	107
Other Canadian airlines	4%	94
European airlines (any)	4%	94

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	47%	106
Friends/relatives	28%	100
Cottage	19%	109
Vacation rental by owner	17%	104
All-inclusive resort	14%	115

CANADIAN DESTINATIONS

	SCORE	INDEX
Cottage country (any)	13%	129
Toronto	11%	107
Niagara Falls	11%	143
Other Ontario	10%	107
Other British Columbia	9%	84
Montreal	8%	98
Quebec City	8%	97
Ottawa	8%	102
Vancouver	8%	90
Other Quebec	8%	87
Calgary	7%	107
Banff	7%	102
Other Alberta	6%	90
Victoria	5%	86
Jasper	4%	97
Other Nova Scotia	4%	72
Whistler	3%	93
Cape Breton Island	1%	54

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

PURPOSE DRIVEN FAMILIES

LIFE OUTSIDE OF TRAVEL

I offer recommendations of products/services to other people - 52%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Status via Home	119
Importance of Brand	114
Ostentatious Consumption	112
Pursuit of Novelty	112
Confidence in Advertising	109
Equal Relationship with Youth	109

LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Movies at a theatre/ drive-in	*32%*	(103)
Specialty movie theatres/ IMAX/ VIP	*20%*	(104)
Popular music/ rock concerts	*17%*	(101)
Theme parks/ waterparks/ water slides	*16%*	(117)
Arcades/ indoor amusement centres	*10%*	(103)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Gardening	*60%*	(100)
Fitness walking	*52%*	(101)
Cycling (mountain/ road biking)	*45%*	(101)
Playing video games	*43%*	(101)
Bowling	*41%*	(103)

MAJOR EVENTS *- in the past 2 years*

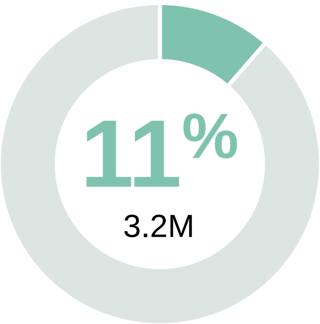
		INDEX
Change job/career	15%	103
Shop for mortgage/renegotiate mortgage	11%	99
Lose job or be laid off	5%	101
Bought/sold home	5%	91
Complete college/university	5%	104

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

CITY TRIPPERS

PSYCHOGRAPHICS – SUMMARY



% 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.

WHAT YOU NEED TO KNOW ABOUT ME

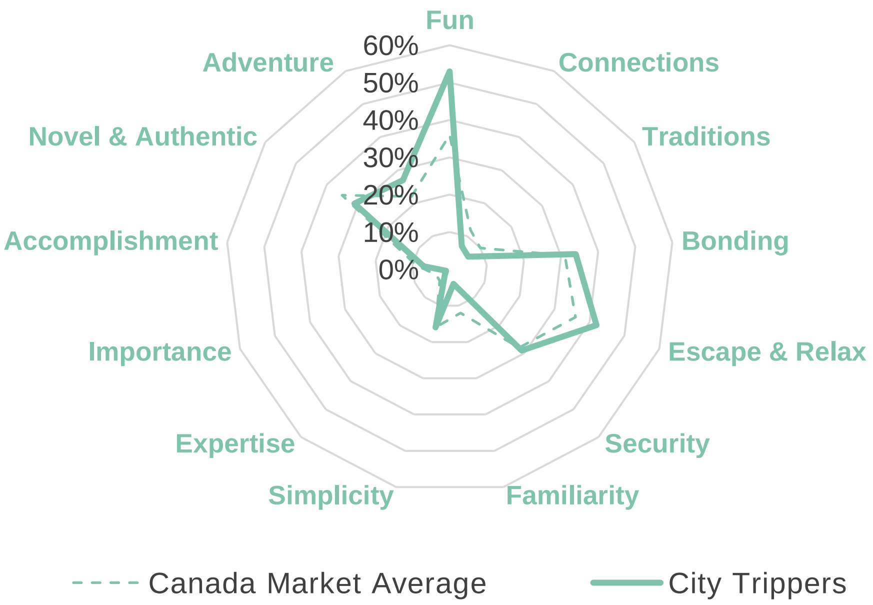
1 We prioritize fun and social settings and seek experiences that are worth sharing on social media.

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.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

82

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

85

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

CITY TRIPPERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We select destinations that offer a fun, social setting, allowing us to fully indulge and live in the moment.
- We seek experiences that we can be proud of, and that we look forward to sharing with others.
- Busy destinations with lots to see and provide a welcome atmosphere.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I prefer destinations with lots of distractions and things to do	**88%**	144
I will generally not pay more or go out of my way to make eco-friendly choices when travelling	**80%**	122
I generally don’t go out of my way to seek out perspectives from underrepresented communities	**78%**	121
I generally stick to the most popular areas when I visit somewhere	**68%**	125
I enjoy the freedom of exploring new destinations without guided tours	**67%**	115
I generally don’t think much on the impact that I personally have on the destinations I visit	**65%**	125
While travelling I generally stick to places that are direct and convenient to get to	**63%**	117
I like natural attractions but I don’t usually think they are the highlights of my trip	**62%**	125
Videos and pictures on social media inspire me to travel	**47%**	123
I love posting my trips on social media to share with friends	**46%**	121
I’m more interested in the present and don’t focus much on the history of where I visit	**44%**	121
When there’s a lot of positive buzz about a destination it makes me want to visit it more	**40%**	120
I prefer to explore quickly and cover as much ground as possible at historic sites or museums	**33%**	122

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	**74%**	131
To indulge myself and live in the moment	**52%**	151
To share quality time with others	**46%**	115
To have a fun, social setting	**41%**	149
To let loose and forget about day-to-day life	**41%**	135
To be proud to share my travel experiences	**28%**	129

DESIRED DESTINATION

	SCORE	INDEX
Fun	**77%**	140
Friendly	**66%**	124
Sociable	**27%**	134
Carefree	**16%**	111
Trendy	**14%**	149
Free-Spirited	**10%**	90

CITY TRIPPERS

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**33%**	112
35-54	**29%**	92
55+	**38%**	99
MEAN YEARS	**47.1**	96

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**27%**	128
$40K to <$120K	**63%**	68
$120K or more	**6%**	75
Refused	**5%**	124

EMPLOYMENT

	SCORE	INDEX
Employed FT	**50%**	100
Employed PT	**9%**	118
Self-employed	**5%**	93
Retired	**22%**	95

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	18
Secondary education	**28%**	119
Post-secondary education	**71%**	81

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**83%**	121
Recent immigrant (<5y)	**4%**	96
Non-recent immigrant (5+y)	**13%**	73

68%

92 Have a valid passport

GENDER

45% 78 Male

55% 123 Female

0% 86 Non-binary / Other

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*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**40%**	103
Quebec	**18%**	76
British Columbia	**15%**	100
Alberta	**11%**	96
Manitoba	**5%**	130

	SCORE	INDEX
New Brunswick	**4%**	134
Saskatchewan	**3%**	107
Nova Scotia	**2%**	95
Newfoundland and Labrador	**2%**	117
Prince Edward Island	**1%**	115

CITY TRIPPERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

85

TRAVEL TRADE INDEX: **GROUP**

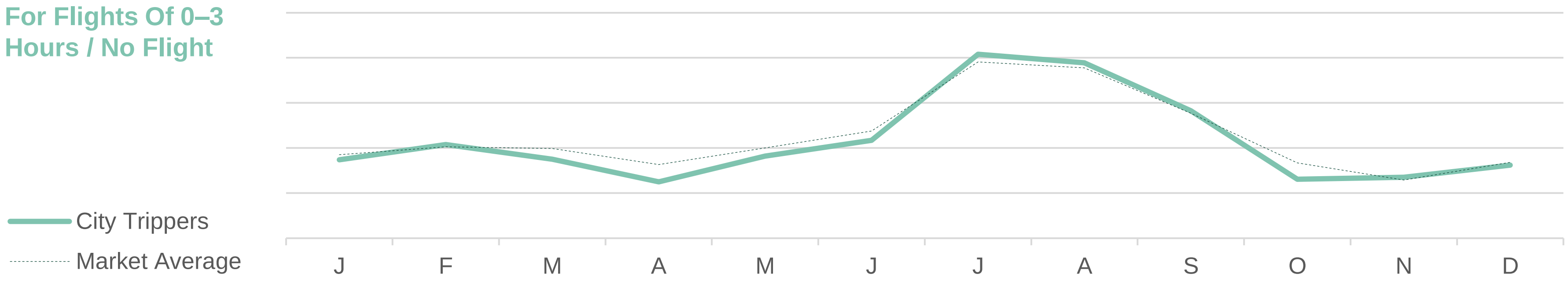
87

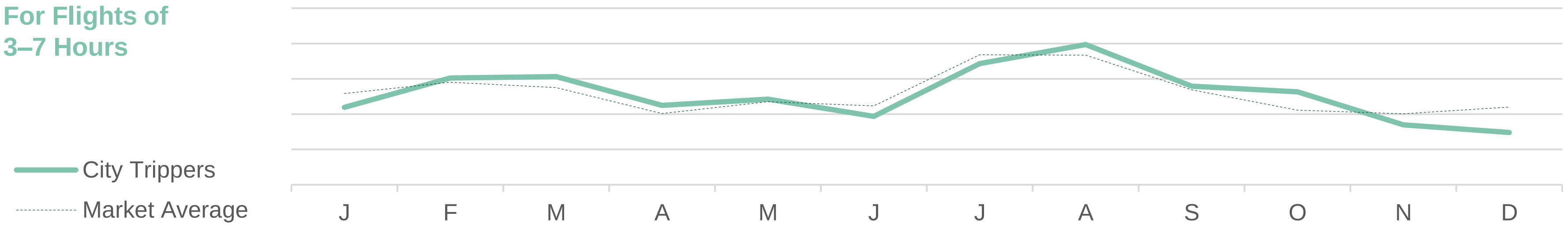
KEY terminology on this page

- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

For additional definitions see Glossary

TYPICAL TRAVEL MONTHS


For Flights Of 0–3 Hours / No Flight


For Flights of 3–7 Hours

TRIP DURATION

		INDEX
1-2 Days	36%	120
3-5 Days	20%	114
1 Week Holiday	10%	90
2 Weeks Holiday	6%	87
3 Weeks Or More	2%	77

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	36%	106
International Leisure	15%	94
Business Trip	4%	82
Added Personal To Business	3%	83
Worked During Vacation	2%	79

Incidence is frequency of 2+ times per year

CITY TRIPPERS

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**58%**	139
Friend's or family's place	**28%**	115
Vacation Rental (e.g., Airbnb, Vrbo)	**22%**	113
All-inclusive resort	**17%**	101
Premium Hotel	**14%**	77
Budget Hotel	**13%**	105

THOUGHTS ON INDIGENOUS TRAVEL

32%

80 INDEX SCORE

I'd look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

2%

69 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
You only ever get to know a country by experiencing its culture	**72%**	101
I really want to learn about the history of the destinations I visit	**56%**	79
I'm willing to put in the effort while travelling in order to see lesser-known places	**38%**	83
I like to explore places that are off the beaten path and less explored	**32%**	75
I'm open to travelling to destinations with limited tourist infrastructure	**31%**	88
I'm open to visiting destinations with challenging climates or weather conditions	**16%**	83

CITY TRIPPERS

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- Our travel groups are generally adults only including our partner and friends.
- Our budget is mid-range. We don't often splurge.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**52%**	81
Adult relatives	**26%**	136
Friends	**23%**	138
Solo	**11%**	90
Kids	**7%**	91

BUDGET

AVERAGE SPEND SHORT-HAUL

$1,510 85 INDEX SCORE

AVERAGE SPEND MID-HAUL

$2,060 86 INDEX SCORE

SPEND STYLE

Mid-range

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**47%**	83
It's important to me that I visit somewhere that is open to diversity and inclusion	**45%**	100
I consider the impact that I personally have on the destinations I visit	**35%**	75
Hearing from underrepresented communities is an important part of travelling	**22%**	79
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**20%**	78

25%

PRIORITIZE SUSTAINABLE TRAVEL

81 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

CITY TRIPPERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- Festivals, events and shopping are most attractive. Amusement parks and zoos / aquariums could also capture our interest.
- Nightlife, cuisine, and guided tours are also a highlights for us.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Local cuisine	59%	119
○ Local restaurants	50%	119
○ Cafes or bakeries	33%	125
○ Street cuisine	29%	114
Shopping	57%	139
○ Visiting famous shopping centres or areas	36%	140
○ Outdoor markets	34%	143
Cultural experiences or attractions	56%	106
○ Museums	38%	106
○ Historical or archeological sites	32%	99
Festivals and events	47%	135
○ Music concerts or festivals	34%	142
○ Sporting events	18%	143
Nightlife	27%	144
○ Bars and pubs	20%	144
○ Clubs and dancing	12%	138
Family-focused attractions	34%	105
Guided tours	31%	98
Nature experiences	28%	68
Overnight experiences	24%	107
Health and wellness	16%	90
Casual sports	15%	93
Water-based sports	9%	86

CITY TRIPPERS

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	**61%**	98	**71%**	118
To escape from routine	**47%**	105	**51%**	114
To spend time with family	**44%**	99	**31%**	93
For adventure and excitement	**37%**	116	**35%**	107
To have fun with friends	**34%**	136	**38%**	147
To check off dream travel places	**23%**	110	**14%**	71
To learn through other cultures	**17%**	90	**21%**	80
For a romantic getaway	**9%**	86	**15%**	114
To have memories from top travel spots	**8%**	98	**7%**	85

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Visiting friends / family	**47%**	133	**35%**	105
Family / friends wanted to go	**47%**	140	**41%**	140
Partner / spouse wanted to go	**42%**	83	**48%**	94
Festival or event	**27%**	119	**27%**	125
Special event (e.g., wedding, reunion)	**26%**	99	**26%**	124
Kids wanted to go	**7%**	90	**8%**	92

12% 91 INDEX SCORE

Travel aligns with children's school schedule

21% 95 INDEX SCORE

Take time off for vacation during major holidays

14% 93 INDEX SCORE

Difficult to take more than a few days of vacation at once

CITY TRIPPERS

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- We plan our transportation a few months in advance, but may leave other items a little later.

58%

Primary Trip Planner

102
INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

7 MONTHS + BEFORE MY TRIP

6 MONTHS BEFORE MY TRIP

5 MONTHS BEFORE MY TRIP

4 MONTHS BEFORE MY TRIP

3 MONTHS BEFORE MY TRIP

2 MONTHS BEFORE MY TRIP

1 MONTH BEFORE MY TRIP

MY TRIP BEGINS!

DURING MY TRIP

FLIGHT OF 0–3 HOURS / NO FLIGHT

Started Researching and Planning – 3.1 months
- Recommendations from friends or family

Booked Accommodation – 2.2 months
- Direct with company
- Travel booking sites / apps

Booked Transportation – 2 months
- Travel booking sites / apps

Booked Activities – 1.6 months
- Direct with company

FLIGHT OF 3–7 HOURS

Started Researching and Planning – 4.7 Months
- Travel booking sites / apps
- Travel review sites

Booked Transportation – 3.2 months
- Direct with company

Booked Accommodation – 2.9 months
- Travel booking sites / apps

Booked Activities – 1.6 months
- Direct with company

CITY TRIPPERS

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- Most of our trips are focused on exploring new cities or towns.
- We also take couples trips like Simplicity Lovers.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS — **30%** 179 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ● ●

TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	**34%**	
	Non-Family Only	**22%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	**58%**	
	Bars and pubs	**26%**	
	Souvenir shopping	**24%**	
KEY BEHAVIOURS	A couples trip to visit a city where friends live		

% OF TOTAL TRIPS — **19%** 104 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ● ●

TRIP TYPE	Friends Trip		
DESTINATION TYPE	Small Cities & Towns	**11%**	
	Cultural Experience	**11%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	**52%**	
	Bars and pubs	**23%**	
	Famous shopping centres / areas	**21%**	
KEY BEHAVIOURS	Exploring a new place with friends. All about fun and relaxation		

% OF TOTAL TRIPS — **37%** 141 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ○ ○

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Urban Centre	**18%**	
	Small Cities & Towns	**17%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	**40%**	
	Famous shopping centres / areas	**18%**	
	Nature walks	**16%**	
KEY BEHAVIOURS	Safe and reliable couples getaway to escape and relax		

% OF TOTAL TRIPS — **12%** 119 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ○ ○

TRIP TYPE	Beach Resort		
COMPANIONS	Extended Family	**35%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Security
ACTIVITIES	Local restaurants	**37%**	
	Oceanside beaches	**21%**	
	Swimming	**18%**	
KEY BEHAVIOURS	All-inclusive trip to unwind with extended family		

CITY TRIPPERS

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We seek destinations that are easy to travel to and around, brimming with activities and distractions.
- Our travel mainly spans across Canada and the US, and also includes Europe, Mexico, and the Caribbean.

WHERE WE ARE GOING LATELY

	SCORE	INDEX
Canada	**34%**	110
US	**27%**	116
Mexico	**6%**	100
France	**4%**	105
Italy	**3%**	95

	SCORE	INDEX
UK	**3%**	95
Dominican Republic	**2%**	95
Japan	**2%**	96
Cuba	**2%**	85
Spain	**2%**	89

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is easy to travel around once there	**56%**	133
Is easy to travel to	**47%**	128
Renowned for food and drink experiences	**36%**	128
Language is not a barrier	**34%**	119
Has vibrant nightlife and entertainment	**18%**	141
Provides a variety of local festivals and events	**16%**	111
Provides a bustling and vibrant city vibe	**14%**	119
Is a trendy destination	**12%**	140

CITY TRIPPERS

OUR BEHAVIOURS – THOUGHTS ON CANADA

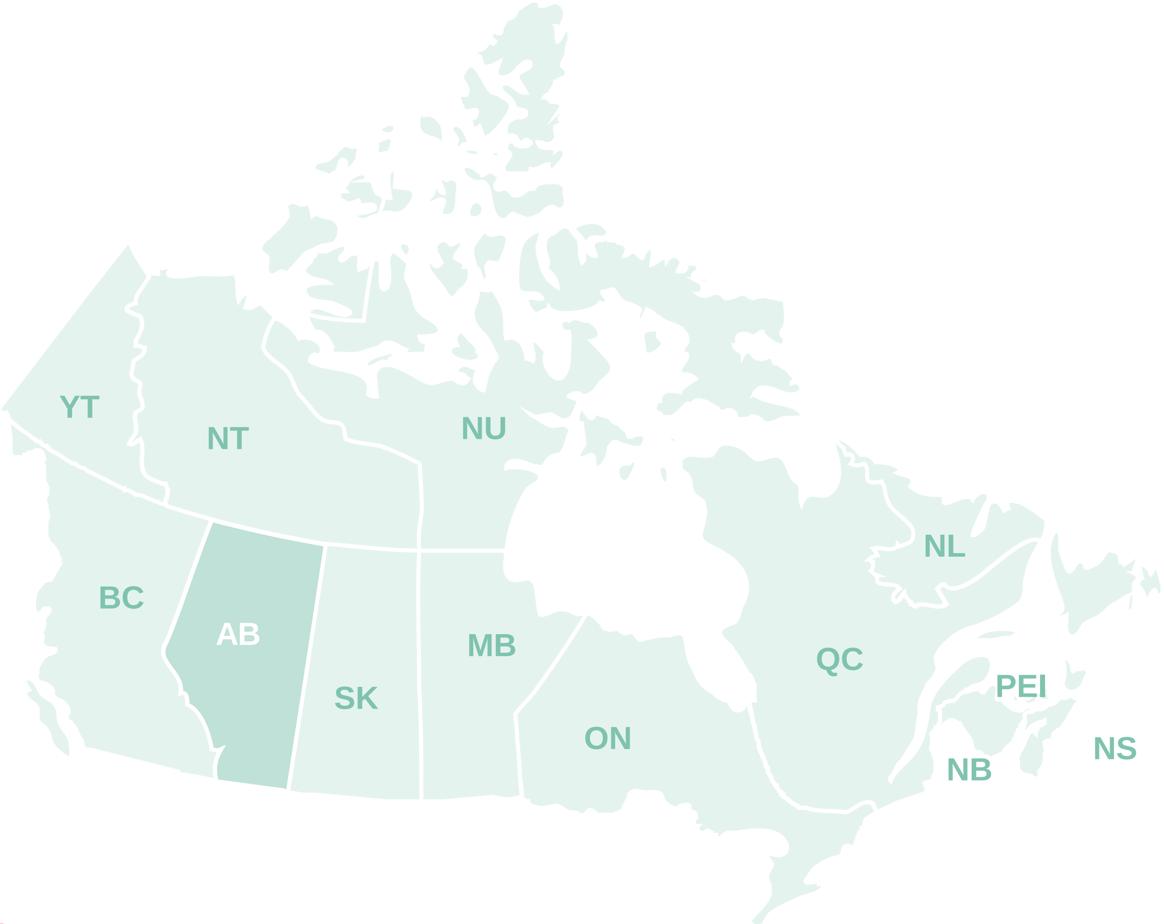
OVERALL INSIGHT

- We have travelled across provinces, with a focus on major cities.
- We have visited landmarks like the Rockies, Banff, Okanagan, and Niagara.
- Our Canadian travels predominantly span Ontario, Quebec, the Prairies, and British Columbia.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	16%	117
BC	20%	108
MB	4%	96
NB	5%	95
NL	1%	76
NS	4%	78
NT	0%	85
NU	0%	78
ON	35%	101
PEI	2%	75
QC	22%	106
SK	3%	104
YT	0%	76

CITY TRIPPERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

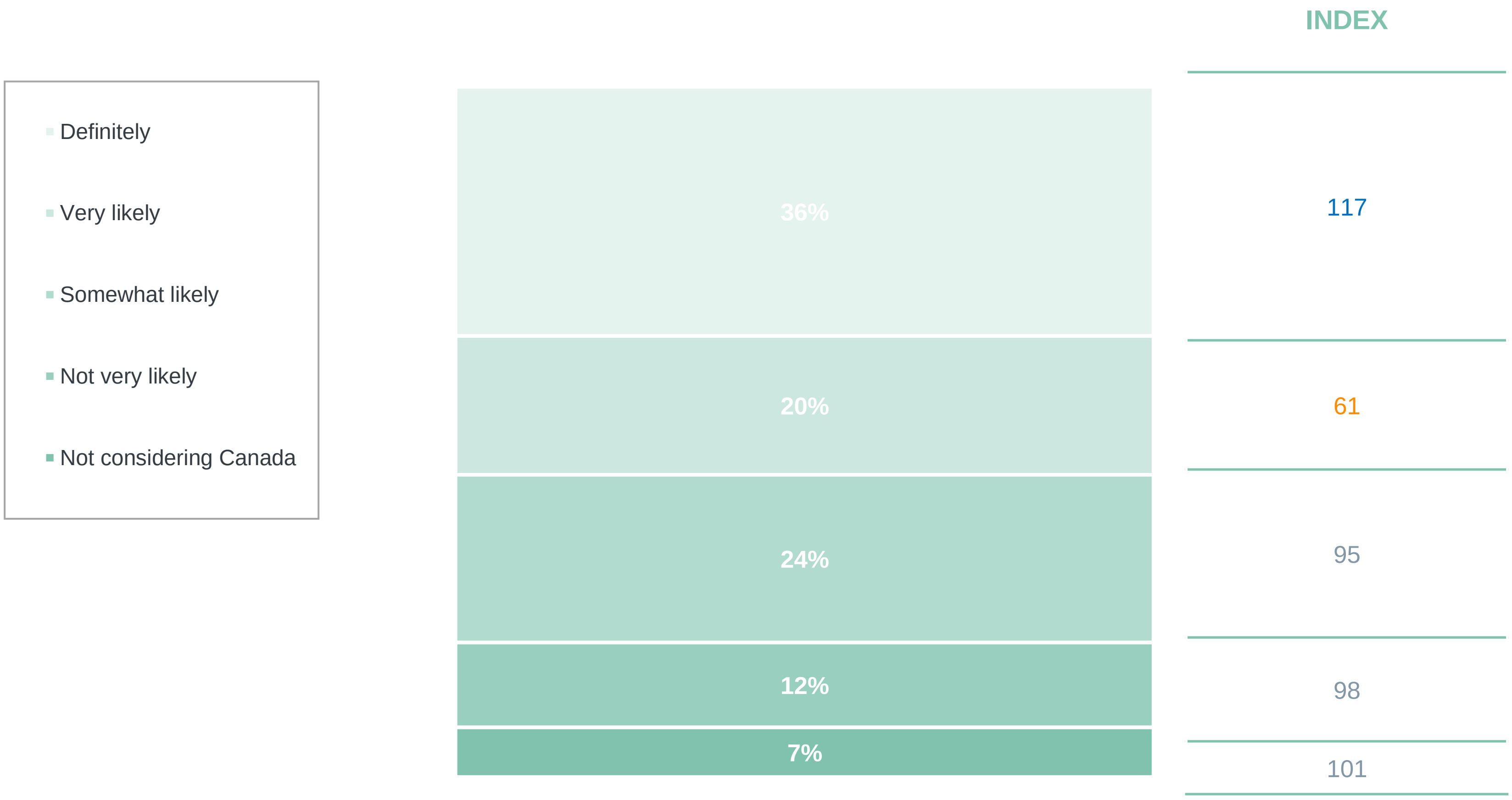
OVERALL INSIGHT

- Future travel within Canada is likely, especially if there are new and easily accessible experiences we can participate in, though we aren’t inclined to focus on winter or sports too much.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
CITY TRIPPERS	**8%**	**16%**	**47%**	**33%**
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



CITY TRIPPERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- In recent years we have embarked on memorable leisure travels, purchased a new car, and invested in our home.
- Some of us have started new jobs or careers, and even relocated to new cities.

MAJOR LIFE EVENTS IN LAST 5 YEARS

3% Had a child 94 INDEX SCORE	**30%** Started a new job / career 109 INDEX SCORE	**13%** Bought a new home 97 INDEX SCORE	**17%** Moved to a new city 107 INDEX SCORE
2% Child started school 92 INDEX SCORE	**40%** Purchased a car 101 INDEX SCORE	**9%** Retired 93 INDEX SCORE	**22%** Renovated house 65 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**56%**	97
Savings and investments	**47%**	79
Personal care and wellness	**44%**	125
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	**38%**	86
Experiences (e.g., concerts, events).	**38%**	121
Fashion and accessories	**26%**	136

CITY TRIPPERS

FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
CBC	16%	84
CNN	15%	100
The New York Times	7%	85
The Globe and Mail	7%	71
La Presse	5%	92
The Toronto Star	5%	93
CP24.com	5%	88
National Geographic	5%	69
Le Journal de Montreal	5%	81
Toronto Sun	4%	92
Canadian Living	4%	80
Le Journal de Québec	3%	94
Food & Wine	3%	65
BNN Bloomberg	3%	63
Blog TO	3%	89
Daily Hive	2%	83
Toronto Life	2%	75
Le Devoir	2%	79
Travel + Leisure	2%	46
Maclean's Magazine	2%	61
Postmedia Publications (ex. Calgary Herald, Calgary Sun, Edmonton Journal, Edmonton Sun, Fort McMurray Today, Fort McMurray Today)	2%	99
Vancouver is Awesome	1%	97
Zoomer	1%	52
Elle Canada	1%	55
Postmedia: Vancouver Sun, The Province	1%	87
Winnipeg Free Press	1%	97
Montreal Gazette	1%	95

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	60%	99
Facebook	60%	95
Instagram	42%	101
TikTok	24%	97
Twitter (now X)	20%	113
Threads	9%	136

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	16%	118
Booking.com	11%	120
AirBnb	9%	104
TripAdvisor	8%	119
Kayak	4%	142
American Express	7%	134
VRBO	3%	121
Marriott Bonvoy	4%	126

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

CITY TRIPPERS

TRAVEL BEHAVIOUR

TOP NEWSPAPER SECTIONS

Readership: Light

	SCORE	INDEX
Travel	22%	97
Movie & entertainment	30%	100
Food	28%	100
Computer/high tech	15%	105
New homes section	12%	101

TOP RADIO PROGRAMS

Listenership: Light

STREAMING	SCORE	INDEX
YouTube for music videos	31%	111
Spotify (subscription without ads)	22%	113

FORMATS		
Music	54%	98
News	35%	91
Traffic reports	21%	109

TOP TELEVISION PROGRAMS

Viewership: Light

STREAMING	SCORE	INDEX
YouTube	46%	110
Amazon Prime	36%	101
Disney+	28%	103
Crave	17%	105
Facebook videos	12%	108

PROGRAMS		
Situation comedies	19%	100
Sci-Fi/fantasy/comic book shows	14%	108
Late night talk shows	10%	101

TOP MAGAZINE PUBLICATIONS

Readership: Light

	SCORE	INDEX
CAA Magazine	8%	83
Other U.S. magazines	7%	103
Other English-Canadian magazines	6%	109
National Geographic	4%	110
Food & Drink	4%	101
People	3%	112
Maclean's	3%	114
Canadian Living	3%	98
Canadian Geographic	2%	104
Reader's Digest	2%	99
Zoomer Magazine	2%	89
Hello! Canada	2%	104
Canadian House and Home	2%	98
Better Homes & Gardens	2%	114
Time	2%	122
Cineplex Magazine	2%	136
Chatelaine (English edition)	2%	99
Good Housekeeping	1%	121
Other French-Canadian magazines	1%	73
Air Canada enRoute	1%	95

TOP TELEVISION NETWORKS

	SCORE	INDEX
Sportsnet	14%	101
Crave	12%	107
Discovery Channel	10%	105
Food Network	10%	104
Bravo!/CTV Drama	10%	112
A&E (Arts & Entertainment)	9%	109
The Comedy Network/CTV Comedy	8%	110
CablePulse24 (CP24)	8%	127
The Weather Network	7%	105
Sportsnet 360/SN 360 (The Score)	7%	112

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

CITY TRIPPERS

TRAVEL BEHAVIOUR

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	17%	109
Access travel content	13%	102
Send/receive a text/instant message	68%	101
Use maps/directions service	56%	104
Participate in an online social media	54%	101
Use apps	52%	103
Access a news site	39%	102
Research products/services	32%	102
Play/download online games	31%	105
Purchase products or services	31%	107
Share website or an article	25%	109
Consult consumer reviews	24%	104

ACTIONS TAKEN USING SOCIAL MEDIA

1. Like brand on Facebook
2. Follow brand on Instagram
3. Subscribe to brand on YouTube

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To get coupons and discounts
3. To enter contests

SOCIAL MEDIA ATTITUDES

- I am well informed about social media (e.g. the tools that are available and how to use them)
- Use Social Media to keep up to date on general news/events
- Feel comfortable meeting and communicating with people through Social Media
- Feel comfortable collaborating with others through Social Media
- Use Social Media to keep up to date on news/events in my industry

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	31%	96
Online music/movie download stores	25%	104
Cosmetics/skin care stores	12%	118
Craft supply stores	6%	118
Camera stores and photo finishing	5%	110
Cannabis stores	4%	93
Natural/health food stores	4%	104

STATEMENTS / ATTITUDES

I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(114)

I feel that I have a great deal of influence on the consumption choices of the people around me
(111)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(105)

Advertising is useful in helping me make a choice when buying
(103)

SOCIAL MEDIA PLATFORMS

		INDEX
YouTube	70%	106
WhatsApp	52%	124
Instagram	42%	110
LinkedIn	38%	109
Spotify	25%	101
X (Twitter)	24%	112
Audio Podcasts	15%	107

DESTINATION CANADA

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

CITY TRIPPERS

TRAVEL BEHAVIOUR

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	29%	106
Airline websites	27%	106
Booking.com	20%	103
Hotels.com	15%	109
Trivago.ca	10%	95
Travelocity.com/Travelocity.ca	8%	111
Sunwing.ca	7%	102
Redtag.ca	4%	113

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through an airline directly	31%	108
Book through an online travel agency	25%	113
Book through airline/hotel website	25%	105
Other services	17%	100

TOP AIRLINES

		INDEX
Air Canada (any)	26%	107
West Jet	16%	115
Other Canadian airlines	5%	106
European airlines (any)	5%	114
Delta Airlines	3%	124

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	43%	97
Friends/relatives	28%	100
Vacation rental by owner	18%	108
Camping	18%	101
Bed and breakfast	8%	109

CANADIAN DESTINATIONS

	SCORE	INDEX
Other British Columbia	13%	125
Toronto	11%	107
Cottage country (any)	11%	106
Vancouver	10%	121
Other Ontario	9%	93
Niagara Falls	8%	106
Montreal	8%	94
Ottawa	8%	100
Banff	7%	114
Other Alberta	7%	104
Calgary	7%	106
Victoria	7%	122
Quebec City	6%	72
Other Quebec	6%	69
Whistler	5%	149
Jasper	4%	107
Other Nova Scotia	4%	82
Cape Breton Island	1%	71

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

CITY TRIPPERS

LIFE OUTSIDE OF TRAVEL

I offer recommendations of products/services to other people - 49%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Importance of Aesthetics	123
Advertising as Stimulus	119
Confidence in Advertising	118
Ostentatious Consumption	118
Penchant for Risk	118
Pursuit of Originality	118

LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Parks/ city gardens	*38%*	(100)
Bars/ restaurant bars	*35%*	(100)
Art galleries/ museums/ science centres	*27%*	(100)
Specialty movie theatres/ IMAX/ VIP	*20%*	(102)
Zoos/ aquariums/ farms/ animal parks	*18%*	(106)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Reading	*82%*	(100)
Home exercise/ workout	*61%*	(100)
Swimming	*50%*	(101)
Playing video games	*46%*	(109)
Arts/ crafts/ sewing/ knitting	*45%*	(105)

MAJOR EVENTS *- in the past 2 years*

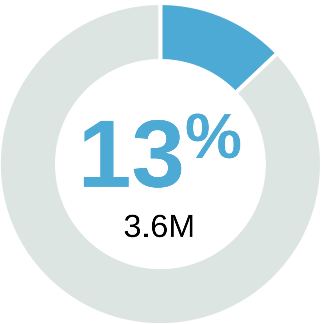
		INDEX
Change job/career	18%	124
Shop for mortgage/renegotiate mortgage	9%	87
Lose job or be laid off	7%	130
Complete college/university	6%	138
Bought/sold home	5%	91

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

SIMPLICITY LOVERS

PSYCHOGRAPHICS – SUMMARY



% 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.

WHAT YOU NEED TO KNOW ABOUT ME

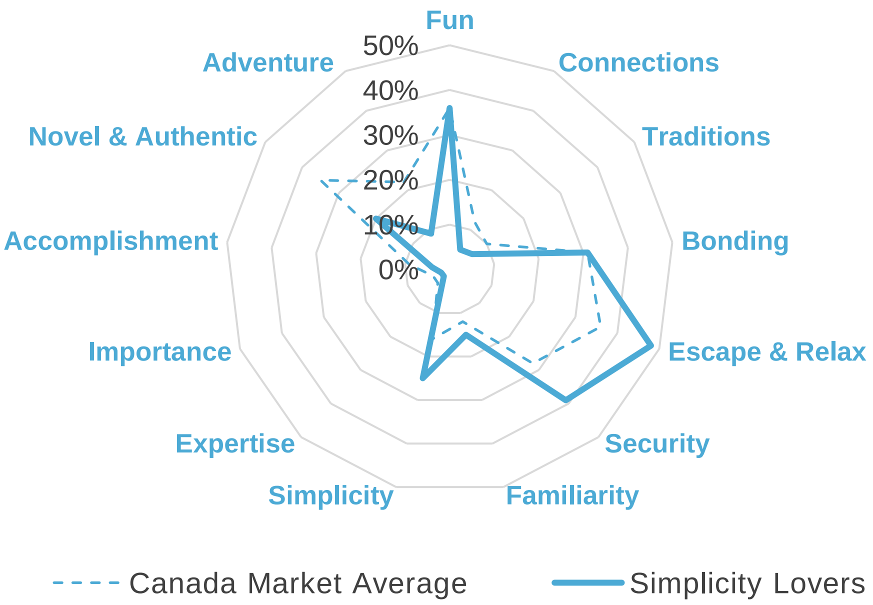
1 We seek peace, relaxation, and familiarity in our travels, preferring easy, affordable destinations with a small-town feel.

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.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

76

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

69

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

SIMPLICITY LOVERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We are creatures of habit and seek familiar, temperate destinations.
- Prioritizing simplicity and serenity, we favor understated locales, and don't see the value of posting our travels online.
- Travel is a needed escape. We meander at our own pace, content to leave 'must-see' attractions unchecked.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I generally only choose destinations with comfortable climate and weather conditions	**89%**	129
Quiet, relaxed experiences are how I take care of myself on vacation	**88%**	146
I don't generally seek out luxury experiences while travelling	**87%**	126
I generally avoid places that are challenging or difficult to reach	**83%**	133
I don't see the point of posting about my trips on social media	**83%**	148
Generally I'm not influenced by what destinations are popular or trendy at the moment	**80%**	139
I travel when I need to	**71%**	152
I generally prefer to go back to the same destinations on holiday	**65%**	150
I generally don't participate in physical activities during my holidays	**64%**	139
I seek out destinations that offer quiet opportunities for deep self-reflection	**55%**	137
It's not important to me that I come back from travels having learnt something new	**50%**	140
I don't consider travel to be an important milestone of growing up	**44%**	153
You can get to know a country without experiencing its culture	**42%**	140

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	**66%**	118
To find much-needed time to relax	**59%**	139
To feel safe and secure	**53%**	139
To enjoy simple, straightforward travel	**37%**	145
To be familiar with my surroundings	**20%**	127
To feel confident travel with no surprises	**16%**	144

DESIRED DESTINATION

	SCORE	INDEX
Relaxed	**77%**	146
Safe	**74%**	129
Peaceful	**65%**	147
Reliable	**44%**	136
Familiar	**30%**	147
Practical	**26%**	150

SIMPLICITY LOVERS

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**9%**	64
35-54	**26%**	88
55+	**64%**	130
MEAN YEARS	**57.6**	135

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**26%**	122
$40K to <$120K	**64%**	78
$120K or more	**6%**	77
Refused	**5%**	119

EMPLOYMENT

	SCORE	INDEX
Employed FT	**33%**	66
Employed PT	**7%**	94
Self-employed	**5%**	107
Retired	**45%**	132

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	18
Secondary education	**30%**	131
Post-secondary education	**67%**	68

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**82%**	119
Recent immigrant (<5y)	**1%**	72
Non-recent immigrant (5+y)	**17%**	90

60%
76 Have a valid passport

GENDER

50%	94	Male
50%	107	Female
0%	86	Non-binary / Other

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*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**33%**	56
Quebec	**28%**	133
British Columbia	**16%**	115
Alberta	**12%**	112
Manitoba	**5%**	130

	SCORE	INDEX
New Brunswick	**3%**	115
Nova Scotia	**2%**	110
Saskatchewan	**1%**	70
Newfoundland and Labrador	**1%**	87
Prince Edward Island	**0%**	81

SIMPLICITY LOVERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

93

TRAVEL TRADE INDEX: **GROUP**

71

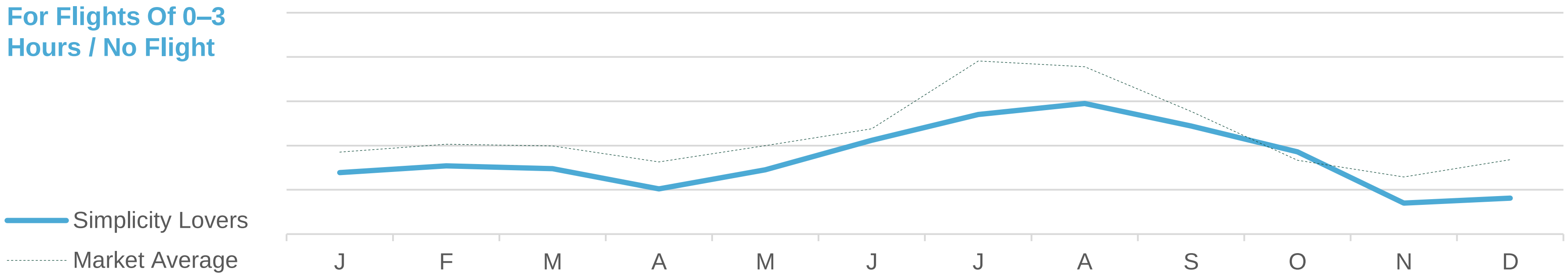
KEY terminology on this page

- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

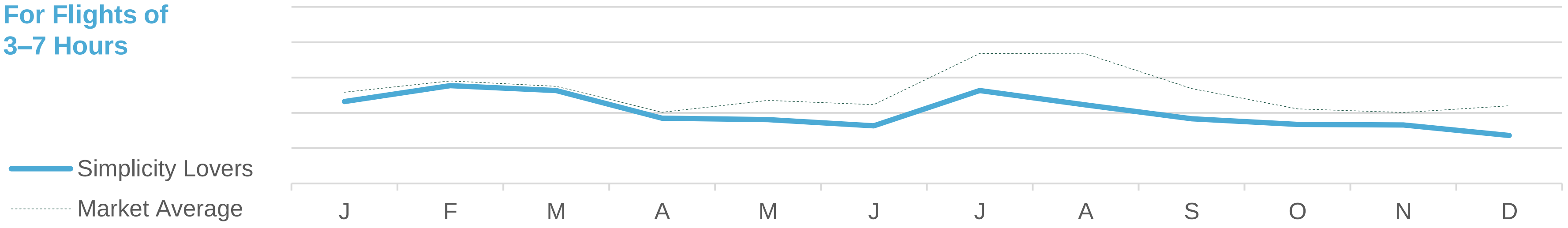
For additional definitions see Glossary

TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

		INDEX
1-2 Days	33%	79
3-5 Days	15%	66
1 Week Holiday	6%	74
2 Weeks Holiday	3%	71
3 Weeks Or More	2%	70

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	31%	76
International Leisure	11%	76
Business Trip	2%	66
Added Personal To Business	2%	74
Worked During Vacation	1%	72

Incidence is frequency of 2+ times per year

SIMPLICITY LOVERS

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**47%**	94
Friend's or family's place	**33%**	141
Premium Hotel	**15%**	82
All-inclusive resort	**15%**	87
Vacation Rental (e.g., Airbnb, Vrbo)	**14%**	67
Budget Hotel	**12%**	99

THOUGHTS ON INDIGENOUS TRAVEL

29%

76 INDEX SCORE

I'd look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

3%

77 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
You only ever get to know a country by experiencing its culture	**59%**	60
I really want to learn about the history of the destinations I visit	**54%**	77
I like to explore places that are off the beaten path and less explored	**35%**	78
I'm open to travelling to destinations with limited tourist infrastructure	**29%**	84
I'm willing to put in the effort while travelling in order to see lesser-known places	**29%**	70
I'm open to visiting destinations with challenging climates or weather conditions	**11%**	71

SIMPLICITY LOVERS

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- We travel primarily with our partner or spouse, sometimes with extended family.
- Our budgets are fairly conservative.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**66%**	109
Adult relatives	**24%**	116
Friends	**13%**	94
Solo	**12%**	94
Kids	**7%**	92

BUDGET

AVERAGE SPEND SHORT-HAUL

$1,290 75 INDEX SCORE

AVERAGE SPEND MID-HAUL

$2,390 100 INDEX SCORE

SPEND STYLE

Value to Mid-range

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**49%**	87
I consider the impact that I personally have on the destinations I visit	**40%**	87
It's important to me that I visit somewhere that is open to diversity and inclusion	**27%**	72
Hearing from underrepresented communities is an important part of travelling	**22%**	80
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**21%**	79

22%

PRIORITIZE SUSTAINABLE TRAVEL

75 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

SIMPLICITY LOVERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- Our activities are low-impact, including sightseeing in nature, dining and shopping.
- We like to get outside for walks and would love to see some wildlife.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Nature experiences	**46%**	101
○ Nature walks	**29%**	103
○ Hiking	**20%**	96
○ Viewing wildlife in natural habitat	**17%**	95
Shopping	**40%**	107
○ Outdoor markets	**21%**	98
○ Souvenir shopping	**19%**	100
Casual sports	**18%**	113
○ Golfing	**9%**	123
○ Fishing	**8%**	126
Health and wellness	**17%**	96
○ Spas	**10%**	93
○ Outdoor hot tub or bath	**7%**	84
Local cuisine	**44%**	83
○ Local restaurants	**39%**	84
○ Cafes or bakeries	**20%**	79
Cultural experiences or attractions	**39%**	63
Family-focused attractions	**25%**	96
Guided tours	**21%**	74
Overnight experiences	**18%**	72
Festivals and events	**18%**	71
Water-based sports	**8%**	81
Nightlife	**4%**	68

SIMPLICITY LOVERS

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	**78%**	138	**77%**	131
To escape from routine	**61%**	140	**63%**	144
To spend time with family	**47%**	103	**39%**	103
To have fun with friends	**29%**	114	**25%**	108
To check off dream travel places	**15%**	76	**12%**	64
To seek solitude and isolation	**13%**	141	**4%**	97
For a romantic getaway	**10%**	92	**13%**	107
To be pampered	**10%**	106	**19%**	125
To learn through other cultures	**8%**	74	**19%**	77

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	**49%**	100	**56%**	116
Visiting friends / family	**42%**	108	**29%**	89
Special event (e.g., wedding, reunion)	**30%**	115	**14%**	59
Family / friends wanted to go	**25%**	75	**32%**	104
Festival or event	**12%**	76	**9%**	73
Kids wanted to go	**6%**	89	**8%**	92

8% 86 INDEX SCORE

Travel aligns with children's school schedule

14% 78 INDEX SCORE

Take time off for vacation during major holidays

14% 93 INDEX SCORE

Difficult to take more than a few days of vacation at once

SIMPLICITY LOVERS

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- We generally plan, but don't need to book many items, as we are often driving distance and don't book activities.

49%

Primary Trip Planner

73

INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF 0–3 HOURS / NO FLIGHT

Started Researching and Planning – 3 months
- Recommendations from friends or family

Booked Accommodation – 2.1 months
- Direct with company

Booked Transportation – 1.9 months
- Direct with company

Booked Activities – 1.6 months
- No need to book

FLIGHT OF 3–7 HOURS

Started Researching and Planning – 4.7 Months
- Recommendations from friends or family

Booked Accommodation – 3.6 months
- Direct with company

Booked Transportation – 3.3 months
- Direct with company

Booked Activities – 2.1 months
- No need to book

7 MONTHS + BEFORE MY TRIP

6 MONTHS BEFORE MY TRIP

5 MONTHS BEFORE MY TRIP

4 MONTHS BEFORE MY TRIP

3 MONTHS BEFORE MY TRIP

2 MONTHS BEFORE MY TRIP

1 MONTH BEFORE MY TRIP

MY TRIP BEGINS!

DURING MY TRIP

SIMPLICITY LOVERS

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- Our trips are generally seeking comfortable weather, and familiar dining and shopping options, avoiding crowds.
- We also take some trips like City Trippers.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

49% 148 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Small Cities & Towns	**17%**	
	Beach Resort	**12%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	**40%**	
	Famous shopping centres / areas	**18%**	
	Nature walks	**16%**	
KEY BEHAVIOURS	Seeking mild climate to relax. Moderate budget, staying in a hotel or all-inclusive resort		

% OF TOTAL TRIPS

18% 147 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Small Cities & Towns		
COMPANIONS	Couple Only	**47%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Security
ACTIVITIES	Local restaurants	**33%**	
	Outdoor markets	**12%**	
	Cafes or bakeries	**11%**	
KEY BEHAVIOURS	Want to avoid crowds, likely a return visit to a reliable destination		

% OF TOTAL TRIPS

8% 104 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Suburban Experience		
COMPANIONS	Couple Only	**44%**	
	Extended Family	**31%**	
TRIP EMOTIONAL MOTIVATIONS	Escape & Relax	Fun	Bonding
ACTIVITIES	Local restaurants	**29%**	
	Famous shopping centres / areas	**21%**	
	Amusement parks or theme parks	**17%**	
KEY BEHAVIOURS	Likely visiting friends, which drives the destination choice and activities		

% OF TOTAL TRIPS

20% 154 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	**34%**	
	Non-Family Only	**22%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	**58%**	
	Bars and pubs	**26%**	
	Souvenir shopping	**24%**	
KEY BEHAVIOURS	Trip with friends to explore a familiar city, dine out, and have fun		

SIMPLICITY LOVERS

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- Since we are only going for a few days, the destinations we choose need to be nearby and easy to get to.
- Shorter trips are mostly in Canada and the US. When we travel internationally, we head to warmer climates like the Caribbean.

WHERE WE ARE GOING LATELY

	SCORE	INDEX
Canada	**41%**	134
US	**28%**	119
Mexico	**6%**	102
Cuba	**4%**	143
Dominican Republic	**3%**	109

	SCORE	INDEX
France	**2%**	74
Italy	**2%**	74
Japan	**2%**	83
Bahamas	**2%**	103
Spain	**2%**	80

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is not too expensive	**73%**	129
Isn’t too crowded	**62%**	144
Provides a sense of personal safety	**53%**	132
Has a mild and pleasant climate	**53%**	137
Is easy to travel to	**48%**	130
Language is not a barrier	**40%**	136
Doesn’t take too long to get there	**33%**	143
Offers all-inclusive resort packages	**26%**	120

SIMPLICITY LOVERS

OUR BEHAVIOURS – THOUGHTS ON CANADA

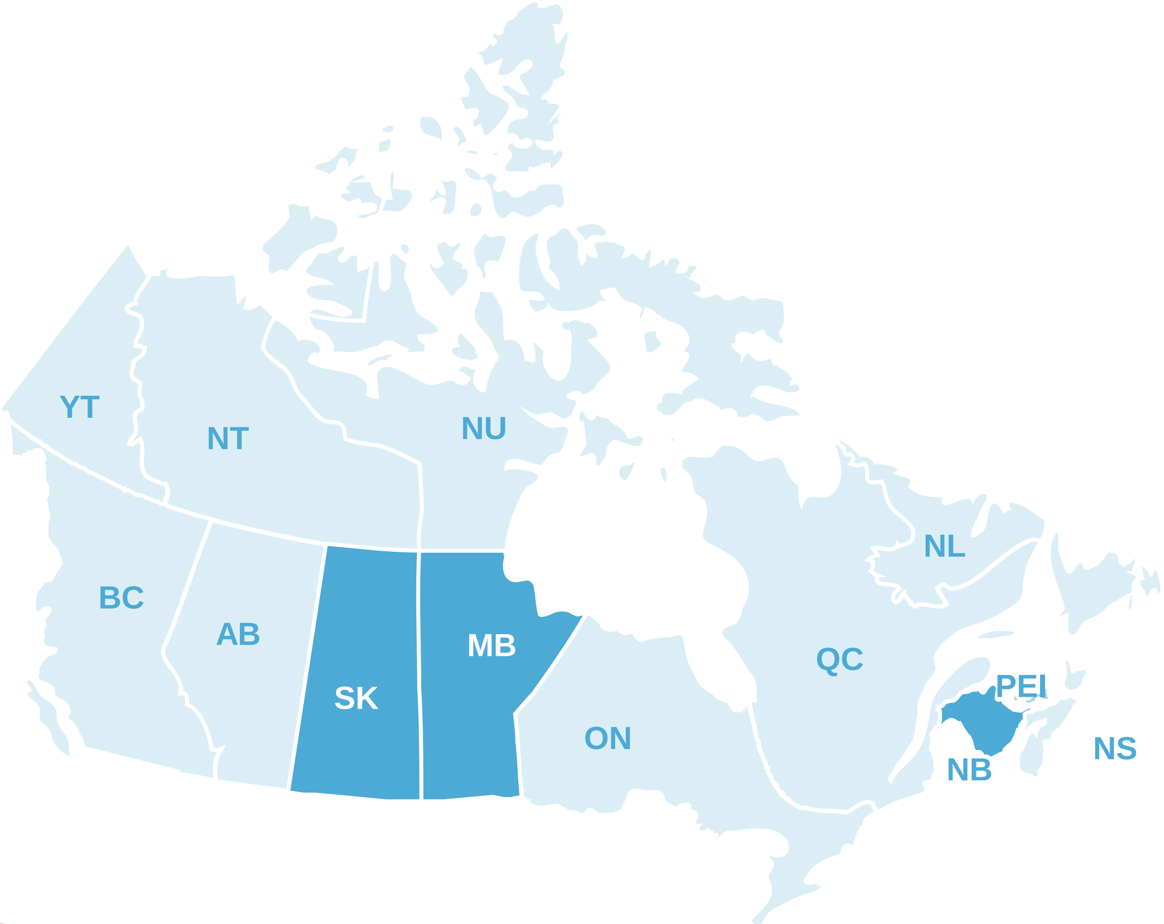
OVERALL INSIGHT

- We have travelled within Canada and explored most provinces and many types of destinations.
- For our next trip within Canada, we are thinking about Ontario, British Columbia, Alberta, or the East Coast.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	13%	92
BC	17%	77
MB	4%	125
NB	8%	138
NL	3%	112
NS	6%	97
NT	0%	85
NU	0%	78
ON	31%	74
PEI	4%	122
QC	23%	114
SK	5%	138
YT	0%	90

SIMPLICITY LOVERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

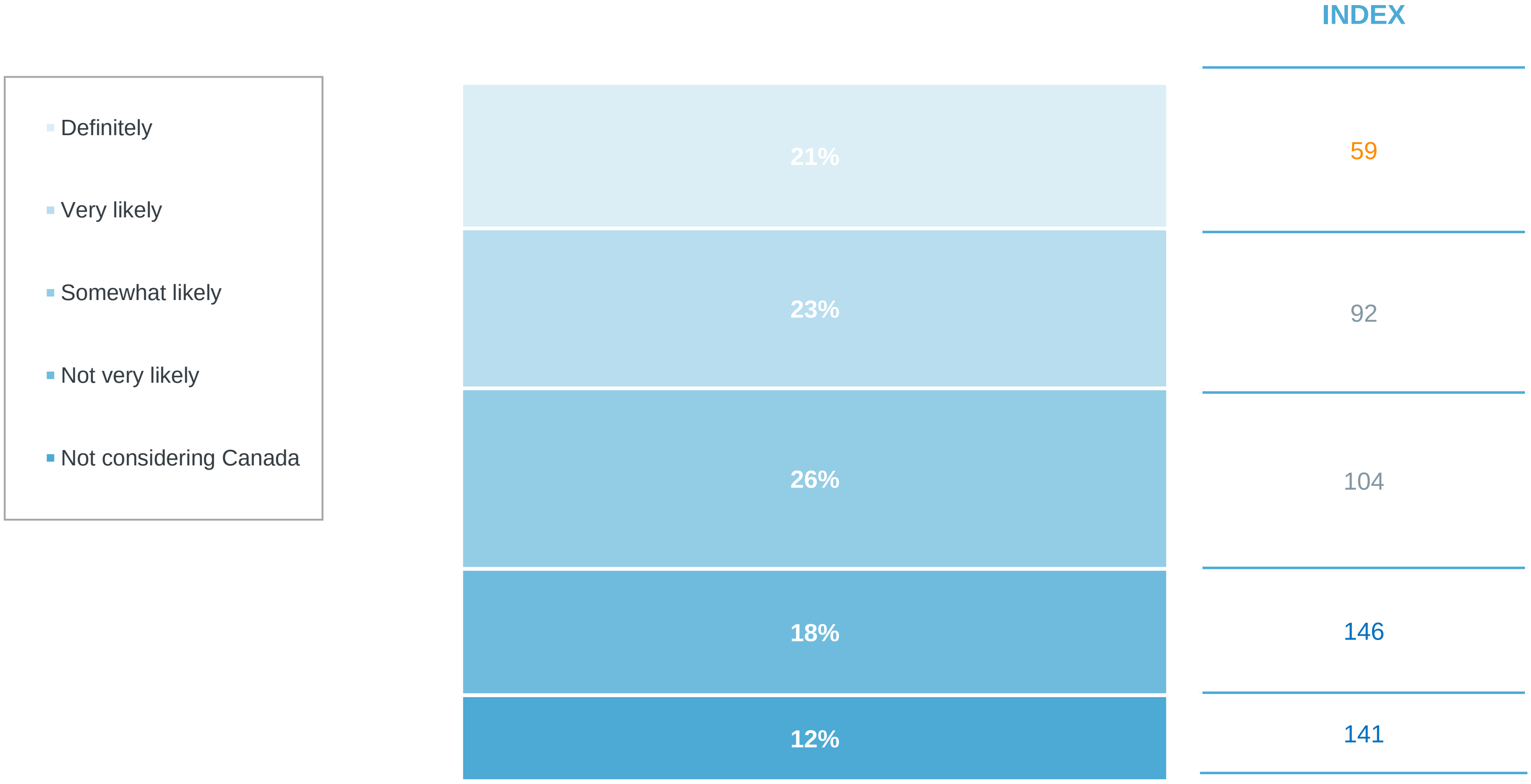
OVERALL INSIGHT

- We travel in fall months , as we have the flexibility, but prefer the summer when the weather is more comfortable.
- We like travelling in our own country because we know what we are getting. There are no surprises and it’s a safe and easy trip.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
SIMPLICITY LOVERS	**4%***	**13%**	**53%**	**33%**
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



*Data point is associated with a small base size.
Results may not be representative and should be interpreted with caution.

SIMPLICITY LOVERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- While many of us are retired, some of us have entered this life stage recently.
- In our retirement we are prioritizing our spending on our hobbies, continuing to build our savings, and investing in our home.

MAJOR LIFE EVENTS IN LAST 5 YEARS

1%
Had a child
90 INDEX SCORE

18%
Started a new job / career
56 INDEX SCORE

12%
Bought a new home
94 INDEX SCORE

11%
Moved to a new city
64 INDEX SCORE

1%
Child started school
90 INDEX SCORE

36%
Purchased a car
81 INDEX SCORE

18%
Retired
128 INDEX SCORE

26%
Renovated house
109 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Savings and investments	**56%**	119
Travel	**49%**	77
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	**43%**	109
Personal care and wellness	**41%**	109
Experiences (e.g., concerts, events).	**26%**	61
Home and decor	**24%**	131

SIMPLICITY LOVERS

FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
CBC	15%	81
CNN	12%	77
The Globe and Mail	7%	72
Le Journal de Montreal	6%	106
La Presse	6%	96
CP24.com	5%	83
The New York Times	5%	54
The Toronto Star	4%	67
Toronto Sun	3%	81
Le Journal de Québec	3%	105
National Geographic	3%	46
BNN Bloomberg	3%	68
Canadian Living	2%	47
Blog TO	2%	61
Food & Wine	2%	38
Postmedia Publications (ex. Calgary Herald, Calgary Sun, Edmonton Journal, Edmonton Sun, Fort McMurray Today, Fort McMurray Today)	2%	102
Le Devoir	2%	62
Ottawa Citizen	1%	77
Maclean's Magazine	1%	49
Daily Hive	1%	42
Winnipeg Free Press	1%	105
Zoomer	1%	42
Metroland Community Papers (ex. Niagarathisweek.com, Brampton Guardian, Cambridge Times, Hamilton Spectator)	1%	52
Journal Métro	1%	100
Travel + Leisure	1%	22
La Tribune	1%	124
Elle Canada	1%	32

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	55%	90
Facebook	62%	98
Instagram	31%	73
TikTok	16%	65
Twitter (now X)	13%	71
Threads	4%	59

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	8%	57
Booking.com	4%	47
AirBnb	4%	49
TripAdvisor	4%	60
Kayak	1%	29
American Express	3%	55
VRBO	2%	65
Marriott Bonvoy	2%	55

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada’s 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

SIMPLICITY LOVERS

TRAVEL BEHAVIOUR

TOP NEWSPAPER SECTIONS

Readership: Light

	SCORE	INDEX
Travel	23%	104
Local & regional news	55%	106
National news	51%	103
International news/world section	50%	104
Editorials	34%	109

TOP RADIO PROGRAMS

Listenership: Heavy

STREAMING

	SCORE	INDEX
AM/FM radio station's app or website	9%	108
SiriusXM (web or app streaming)	9%	119

FORMATS

Music	58%	105
News	42%	109
Weather	29%	113

TOP TELEVISION PROGRAMS

Viewership: Medium/Heavy

STREAMING

	SCORE	INDEX
Regular TV services	55%	103
Netflix	54%	101
Amazon Prime	36%	103
Facebook videos	11%	105
CBC Gem	8%	115

PROGRAMS

Movies	44%	102
Evening local news	37%	111
News/current affairs	28%	111

TOP MAGAZINE PUBLICATIONS

Readership: Heavy

	SCORE	INDEX
CAA Magazine	12%	123
Other U.S. magazines	7%	106
Other English-Canadian magazines	6%	116
National Geographic	4%	113
Food & Drink	4%	105
Canadian Living	4%	115
Maclean's	3%	109
People	3%	101
Zoomer Magazine	3%	136
Reader's Digest	2%	117
Canadian Geographic	2%	120
Canadian House and Home	2%	124
Cottage Life	2%	141
Hello! Canada	2%	105
Chatelaine (English edition)	2%	110
Better Homes & Gardens	2%	109
Other French-Canadian magazines	2%	88
Air Canada enRoute	1%	109
Time	1%	98
Cineplex Magazine	1%	102

TOP TELEVISION NETWORKS

	SCORE	INDEX
CBC News Network	16%	112
TSN	16%	108
Sportsnet	14%	105
CTV News Channel	13%	114
HGTV (Home & Garden Television)	13%	112
History Channel	11%	118
CNN	11%	109
Discovery Channel	10%	113
Food Network	10%	106
A&E (Arts & Entertainment)	9%	113

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

SIMPLICITY LOVERS

TRAVEL BEHAVIOUR

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	15%	96
Access travel content	12%	96
Send/receive email	72%	101
Send/receive a text/instant message	68%	101
Do banking/pay bills online	59%	101
Take pictures/video	54%	101
Participate in an online social media	53%	100
Search: business/services/products	50%	100
Access a news site	38%	100
Access food/recipes content	31%	104
Play/download online games	29%	100
Access health content	19%	101

ACTIONS TAKEN USING SOCIAL MEDIA

1. Like brand on Facebook
2. Subscribe to brand email newsletter
3. Join an online community who also like the brand

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To enter contests
3. To get coupons and discounts

SOCIAL MEDIA ATTITUDES

- Social media companies should not be allowed to own or share my personal information
- I tend to ignore marketing and advertisements from financial institutions when I'm in a social media environment
- I tend to ignore marketing and advertisements when I'm in a social media environment
- I would be more inclined to participate in Social Media if I knew my personal info would not be owned/shared by company
- Use Social Media to stay connected with family

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	35%	108
Online music/movie download stores	23%	96
Cosmetics/skin care stores	9%	86
Cannabis stores	5%	116
Craft supply stores	5%	102
Camera stores and photo finishing	4%	106
Natural/health food stores	4%	99

STATEMENTS / ATTITUDES

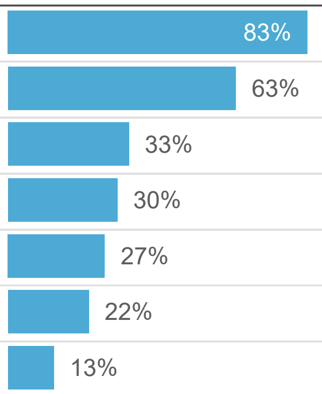
I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(89)

I feel that I have a great deal of influence on the consumption choices of the people around me
(90)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(97)

Advertising is useful in helping me make a choice when buying
(97)

SOCIAL MEDIA PLATFORMS



		INDEX
Facebook	83%	104
YouTube	63%	95
Instagram	33%	88
WhatsApp	30%	73
Pinterest	27%	111
Spotify	22%	91
Audio Podcasts	13%	91

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

SIMPLICITY LOVERS

TRAVEL BEHAVIOUR

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	27%	96
Airline websites	24%	96
Booking.com	19%	95
Hotels.com	12%	92
Trivago.ca	11%	96
Travelocity.com/Travelocity.ca	7%	103
Sunwing.ca	6%	90
Redtag.ca	3%	92

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through a hotel directly	37%	102
Book through an airline directly	28%	98
Book through airline/hotel website	23%	98
Book through a full service travel agent	14%	106

TOP AIRLINES

		INDEX
Air Canada (any)	23%	95
West Jet	14%	100
Other Canadian airlines	5%	104
Air Transat	4%	97
European airlines (any)	4%	100

TOP ACCOMODATIONS

	SCORE	INDEX
Cottage	17%	100
Motel	14%	113
All-inclusive resort	12%	102
RV/camper	8%	115
Bed and breakfast	8%	106

CANADIAN DESTINATIONS

	SCORE	INDEX
Toronto	11%	103
Other Ontario	10%	112
Cottage country (any)	10%	97
Other British Columbia	9%	91
Other Quebec	9%	99
Montreal	8%	97
Quebec City	8%	96
Ottawa	8%	101
Vancouver	8%	91
Other Nova Scotia	7%	145
Niagara Falls	7%	86
Other Alberta	6%	95
Calgary	5%	86
Victoria	5%	98
Banff	5%	78
Cape Breton Island	3%	168
Jasper	3%	79
Whistler	2%	78

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

SIMPLICITY LOVERS

LIFE OUTSIDE OF TRAVEL

I offer recommendations of products/services to other people - 52%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Attraction to Nature	122
Brand Apathy	112
Primacy of the Family	112
Financial Concern Regarding the Future	111
Utilitarian Consumerism	111
Emotional Control	110

LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Parks/ city gardens	*41%*	(107)
Bars/ restaurant bars	*36%*	(104)
Exhibitions/ carnivals/ fairs/ markets	*30%*	(108)
National or provincial park	*30%*	(107)
Historical sites	*24%*	(100)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Reading	*82%*	(100)
Gardening	*64%*	(106)
Home exercise/ workout	*62%*	(101)
Fitness walking	*52%*	(101)
Swimming	*50%*	(102)

MAJOR EVENTS *- in the past 2 years*

		INDEX
Change job/career	12%	83
Shop for mortgage/renegotiate mortgage	12%	109
Bought/sold home	7%	115
Grandchild born/adopted	6%	143
Retire	6%	125

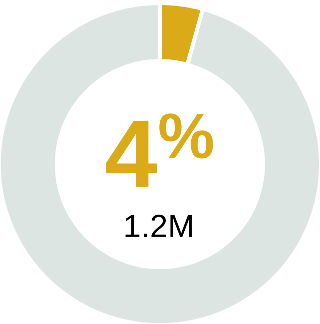
DESTINATION CANADA

EA Sources: SocialValues, Opticks Powered by Numeris 2024

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

FUN & SUN FAMILIES

PSYCHOGRAPHICS – SUMMARY



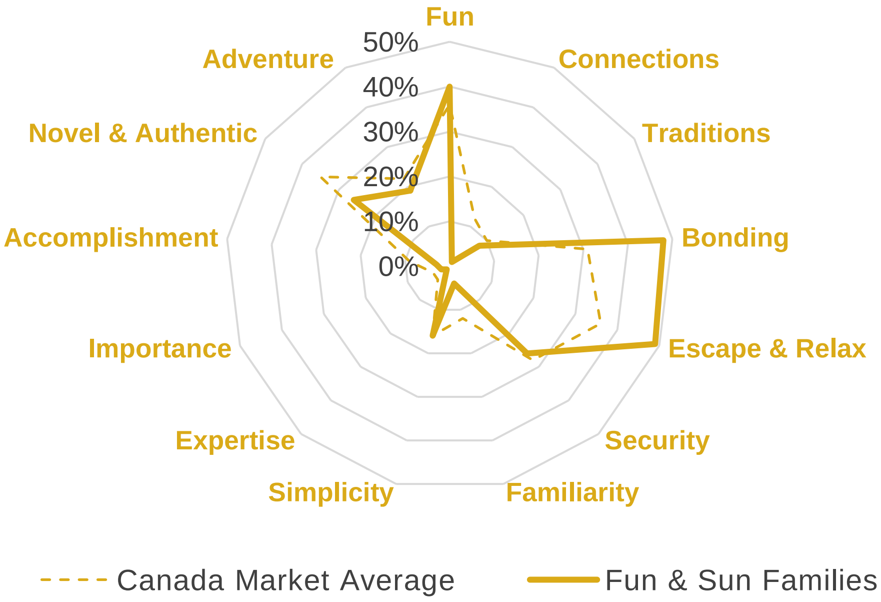
% OF CANADA POPULATION

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.

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.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

68

How is this calculated?

The responsible values index incorporates views on socio-cultural, environmental, and economic sustainability, as well as diversity, reconciliation, and desire to learn. The score is relative to the rest of the market to allow for comparison

TRAVELLER ECONOMIC INDEX

88

How is this calculated?

The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions within their own household. The score is relative to the rest of the market to allow for comparison

FUN & SUN FAMILIES

OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We seek comfortable, entertaining destinations to escape everyday demands and enjoy quality time together.
- Prioritizing value, convenience, and relaxation, we choose popular, easily accessible hotspots.
- Our priority is creating memories with our core travel group, though we appreciate and are open to exposure to new and diverse cultures.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I generally only choose destinations with comfortable climate and weather conditions	86%	122
I prefer planning my trips independently and don't consult travel agencies	83%	125
I will generally not pay more or go out of my way to make eco-friendly choices when travelling	81%	125
I generally avoid places that are challenging or difficult to reach	78%	125
I tend to choose a destination to visit based off value for money	77%	136
I appreciate diversity but not likely engage deeply with Indigenous cultures	75%	131
I generally don't try to learn local languages	73%	134
While travelling I generally stick to places that are direct and convenient to get to	68%	126
I generally don't think much on the impact that I personally have on the destinations I visit	68%	130
I generally stick to the most popular areas when I visit somewhere	67%	124
I will generally not go out of my way to buy local when travelling	63%	142
I'm more interested in the present and don't focus much on the history of where I visit	50%	131
When there's a lot of positive buzz about a destination it makes me want to visit it more	45%	133

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	67%	120
To share quality time with others	60%	146
To find much-needed time to relax	53%	125
To escape the demands of everyday life	52%	144
To let loose and forget about day-to-day life	40%	131
To bond through shared experiences	37%	141

DESIRED DESTINATION

	SCORE	INDEX
Fun	73%	135
Safe	71%	122
Friendly	70%	135
Peaceful	48%	111
Reliable	41%	129
Familiar	19%	115

FUN & SUN FAMILIES

OUR DEMOGRAPHICS

AGE

	SCORE	INDEX
18-34	**21%**	87
35-54	**71%**	157
55+	**8%**	64
MEAN YEARS	**42.1**	77

HH INCOME (CAD)

	SCORE	INDEX
Less than $40K	**18%**	86
$40K to <$120K	**70%**	131
$120K or more	**7%**	88
Refused	**5%**	131

EMPLOYMENT

	SCORE	INDEX
Employed FT	**68%**	135
Employed PT	**7%**	94
Self-employed	**5%**	107
Retired	**6%**	68

EDUCATION

	SCORE	INDEX
Primary education or less	**1%**	62
Secondary education	**14%**	60
Post-secondary education	**85%**	138

IMMIGRATION STATUS

	SCORE	INDEX
Non-immigrant	**71%**	85
Recent immigrant (<5y)	**5%**	100
Non-recent immigrant (5+y)	**24%**	124

53%

60 Have a valid passport

GENDER

39% 59 Male

61% 141 Female

0% 86 Non-binary / Other

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*

CANADA PROVINCE BREAKOUT

	SCORE	INDEX
Ontario	**39%**	96
Quebec	**16%**	61
Alberta	**14%**	142
British Columbia	**13%**	65
Saskatchewan	**6%**	142

	SCORE	INDEX
Manitoba	**4%**	97
Nova Scotia	**3%**	131
Newfoundland and Labrador	**3%**	157
New Brunswick	**2%**	89
Prince Edward Island	**1%**	134

FUN & SUN FAMILIES

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

71

TRAVEL TRADE INDEX: **GROUP**

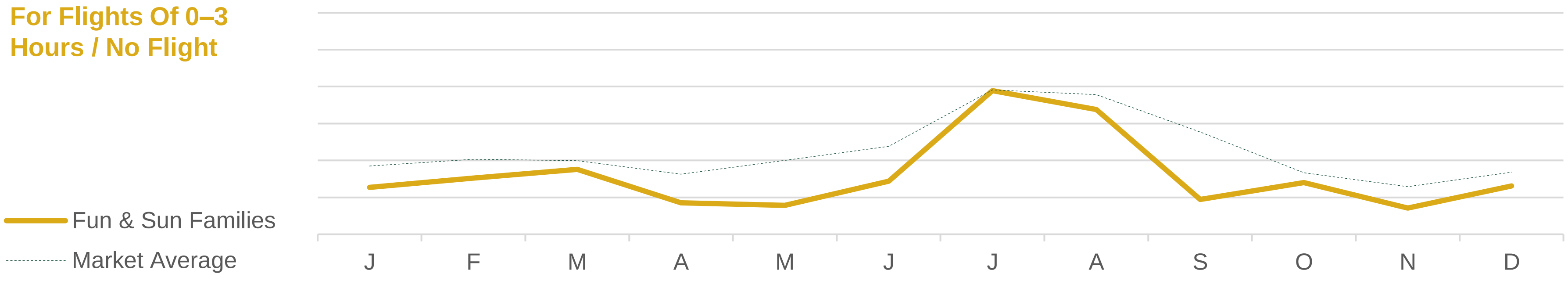
74

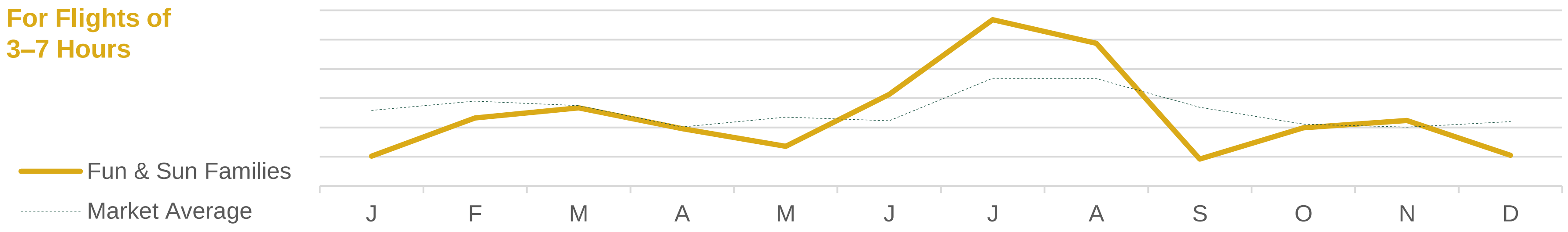
KEY terminology on this page

- **TRAVEL TRADE INDEX – NON-GROUP –** The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).
- **TRAVEL TRADE INDEX – GROUP –** The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables covering both overall preference and the specific makeup of their next planned trip.

For additional definitions see Glossary

TYPICAL TRAVEL MONTHS


For Flights Of 0–3 Hours / No Flight


For Flights of 3–7 Hours

TRIP DURATION

		INDEX
1-2 Days	36%	122
3-5 Days	15%	67
1 Week Holiday	5%	69
2 Weeks Holiday	2%	63
3 Weeks Or More	3%	87

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	34%	92
International Leisure	9%	69
Business Trip	6%	89
Added Personal To Business	2%	76
Worked During Vacation	2%	79

Incidence is frequency of 2+ times per year

FUN & SUN FAMILIES

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**51%**	112
Premium Hotel	**27%**	129
Friend's or family's place	**23%**	87
All-inclusive resort	**21%**	120
Vacation Rental (e.g., Airbnb, Vrbo)	**19%**	95
Budget Hotel	**12%**	100

THOUGHTS ON INDIGENOUS TRAVEL

25%

69 INDEX SCORE

I'd look for opportunities to hear stories and engage with the Indigenous people / original inhabitants of the places I visit

3%

77 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
You only ever get to know a country by experiencing its culture	**62%**	72
I really want to learn about the history of the destinations I visit	**50%**	69
I like to explore places that are off the beaten path and less explored	**33%**	76
I'm willing to put in the effort while travelling in order to see lesser-known places	**32%**	74
I'm open to travelling to destinations with limited tourist infrastructure	**25%**	78
I'm open to visiting destinations with challenging climates or weather conditions	**14%**	78

FUN & SUN FAMILIES

OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- Most of our trips include our immediate family, and sometimes include extended family.
- We keep budgets conservative.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**84%**	144
Kids	**77%**	148
Adult relatives	**24%**	121
Friends	**8%**	73
Solo	**2%**	55

BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,520

100
INDEX SCORE

SPEND STYLE

Mid-range

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**37%**	58
I consider the impact that I personally have on the destinations I visit	**32%**	70
It's important to me that I visit somewhere that is open to diversity and inclusion	**29%**	74
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**19%**	75
Hearing from underrepresented communities is an important part of travelling	**17%**	72

20%

PRIORITIZE SUSTAINABLE TRAVEL

71 INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIORITIZE SUSTAINABLE TRAVEL –** The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage."

FUN & SUN FAMILIES

OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

- Family-focused attractions are the #1 priority.
- Much of our outdoor activity is spent in the water, but we also like to explore mountains and nature parks.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Family-focused attractions	**84%**	154
○ Amusement parks or theme parks	**69%**	157
○ Zoos or aquariums	**60%**	154
○ Space or science centres	**31%**	145
Shopping	**49%**	123
○ Souvenir shopping	**31%**	138
○ Visiting famous shopping centres or areas	**31%**	126
Water-based sports	**20%**	125
○ Swimming	**16%**	138
○ Scuba diving or snorkeling	**8%**	118
Cultural experiences or attractions	**46%**	80
○ Museums	**31%**	84
○ Visiting local monuments	**25%**	83
Nature experiences	**44%**	98
○ See or explore lakes, rivers, or waterfalls	**24%**	107
○ Visiting nature parks or preserves	**22%**	101
Local cuisine	**40%**	74
Guided tours	**27%**	90
Festivals and events	**26%**	89
Overnight experiences	**22%**	93
Health and wellness	**20%**	112
Casual sports	**15%**	90
Nightlife	**8%**	82

FUN & SUN FAMILIES

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF **0–3 HOURS / NO FLIGHT**		TRIPS OF FLIGHTS OF **3–7 HOURS**	
	SCORE	**INDEX**	**SCORE**	**INDEX**
To spend time with family	**86%**	152	**76%**	150
To relax and unwind	**74%**	130	**76%**	129
To escape from routine	**54%**	121	**53%**	118
For adventure and excitement	**22%**	87	**21%**	85
To have fun with friends	**15%**	62	**16%**	82
To check off dream travel places	**13%**	66	**20%**	92
For a romantic getaway	**9%**	81	**9%**	87
To have memories from top travel spots	**8%**	100	**7%**	85
To be pampered	**6%**	82	**0%**	54

EXTERNAL TRIP TRIGGERS

	SCORE	**INDEX**	**SCORE**	**INDEX**
Partner / spouse wanted to go	**70%**	148	**55%**	112
Kids wanted to go	**60%**	148	**55%**	149
Family / friends wanted to go	**42%**	125	**33%**	107
Visiting friends / family	**36%**	75	**24%**	73
Special event (e.g., wedding, reunion)	**30%**	117	**23%**	107
Festival or event	**15%**	86	**8%**	70

59% 147 INDEX SCORE

Travel aligns with children's school schedule

24% 104 INDEX SCORE

Take time off for vacation during major holidays

20% 135 INDEX SCORE

Difficult to take more than a few days of vacation at once

FUN & SUN FAMILIES

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

- We plan our annual long haul holiday over 4 months in advance, getting our accommodation, and even activities, secured.

49%

Primary Trip Planner

73

INDEX SCORE

KEY terminology on this page (for additional details and definitions see Glossary)

- **PRIMARY TRIP PLANNER –** The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF 0–3 HOURS / NO FLIGHT

Started Researching and Planning – 3 months
- Travel review sites

Booked Accommodation – 2.2 months
- Travel booking sites / apps

Booked Transportation – 1.9 months
- Direct with company

Booked Activities – 1.1 months
- Direct with company

7 MONTHS + BEFORE MY TRIP

6 MONTHS BEFORE MY TRIP

5 MONTHS BEFORE MY TRIP

4 MONTHS BEFORE MY TRIP

3 MONTHS BEFORE MY TRIP

2 MONTHS BEFORE MY TRIP

1 MONTH BEFORE MY TRIP

MY TRIP BEGINS!

DURING MY TRIP

FLIGHT OF 3–7 HOURS

Started Researching and Planning – 4.3 Months
- Travel booking sites / apps

Booked Accommodation – 3.3 months
- Direct with company

Booked Transportation – 3.1 months
- Direct with company

Booked Activities – 3.1 months
- Direct with company

FUN & SUN FAMILIES

OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- Our top trips feature beaches and destinations known for family attractions.
- We also take trips like Purpose Driven Families.

KEY terminology on this page (for additional details and definitions see Glossary)

- **SEGMENT ALIGNMENT –** The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

55% 147 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Family Trip		
DESTINATION TYPE	Urban Centre	**27%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Local restaurants	**28%**	
	Amusement parks / theme parks	**22%**	
	Outdoor markets	**18%**	
KEY BEHAVIOURS	All about kids interests, famous kids attractions, lower budget		

% OF TOTAL TRIPS

20% 146 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Beach Resort		
COMPANIONS	Nuclear Family With Kids	**46%**	
	Extended Family	**27%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Escape & Relax	Fun
ACTIVITIES	Swimming	**30%**	
	Oceanside beaches	**26%**	
	Local restaurants	**21%**	
KEY BEHAVIOURS	Planned in advance, larger group, hotel or all-inclusive, comfortable climate		

% OF TOTAL TRIPS

5% 95 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Mountain Retreat		
COMPANIONS	Nuclear Family With Kids	**75%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Escape & Relax	Novel & Authentic
ACTIVITIES	See or explore mountains	**33%**	
	Hiking	**29%**	
	Snowboarding or downhill skiing	**18%**	
KEY BEHAVIOURS	Exploring the outdoors on a budget, ski / boarding trip or summer hiking		

% OF TOTAL TRIPS

10% 112 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Adventure Destination		
COMPANIONS	Nuclear Family With Kids	**61%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Adventure	Security
ACTIVITIES	Amusement parks / theme parks	**47%**	
	Local restaurants	**44%**	
	Nature parks / preserves	**22%**	
KEY BEHAVIOURS	Exploring a bucket list destination, seeking adventure, planned more last minute		

FUN & SUN FAMILIES

OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- Our preferred destinations are kid-friendly, easy to access, and offer packages to make our lives easier.
- Most of our travel is in Canada, exploring British Columbia and Ontario. Outside of Canada, we head south to the US.

WHERE WE ARE GOING LATELY

	SCORE	INDEX
Canada	**39%**	127
US	**32%**	144
Mexico	**7%**	118
Cuba	**2%**	91
Dominican Republic	**2%**	77

	SCORE	INDEX
Iran	**2%**	160
India	**2%**	107
Japan	**2%**	75
Philippines	**2%**	147
Italy	**2%**	67

WHERE DO WE WANT TO GO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	**82%**	144
Is not too expensive	**74%**	130
Is easy to travel around once there	**50%**	121
Provides a sense of personal safety	**50%**	124
Is easy to travel to	**43%**	121
Good connectivity (Wi-Fi, cell service, etc.)	**38%**	139
Offers all-inclusive resort packages	**23%**	110
Has packaged holiday / vacation offers	**17%**	120

FUN & SUN FAMILIES

OUR BEHAVIOURS – THOUGHTS ON CANADA

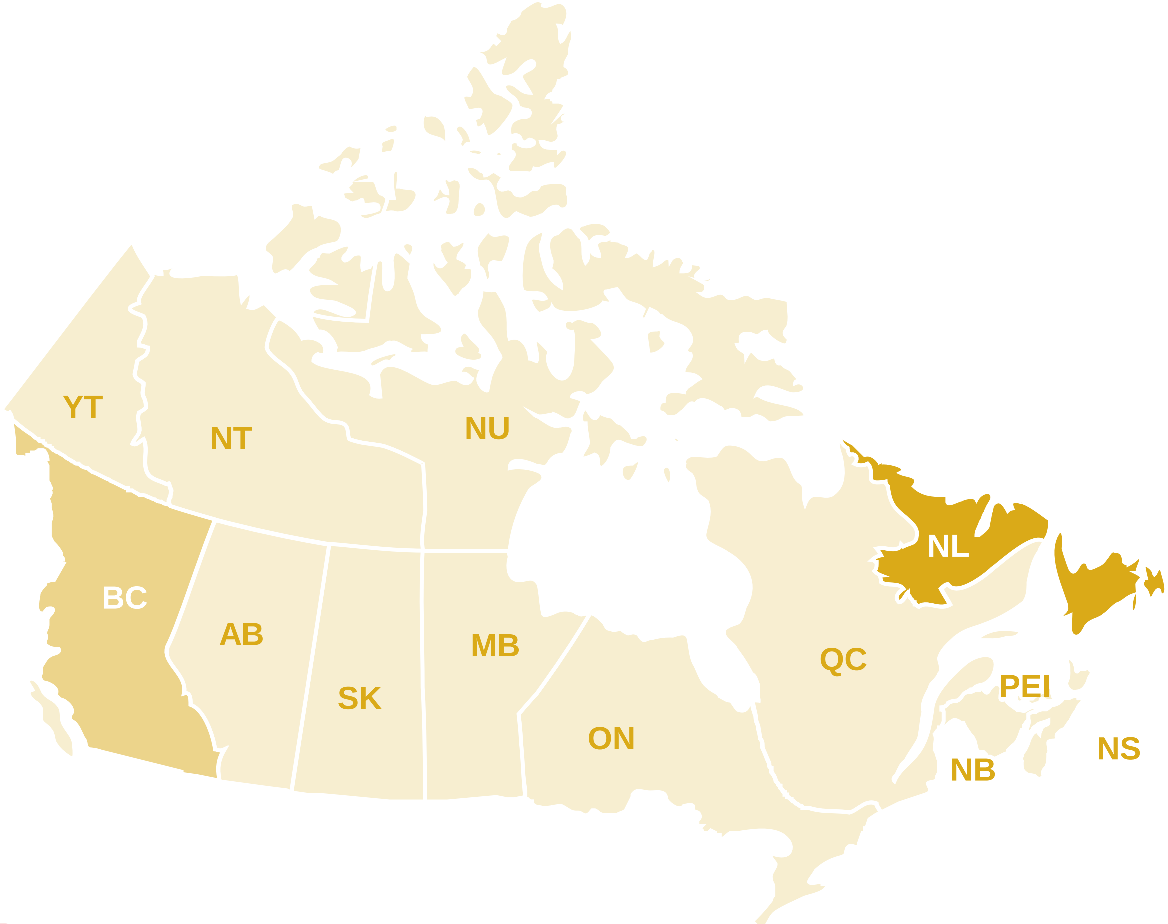
OVERALL INSIGHT

- We love travelling in Canada, and find our Canadian trips exceed our expectations.
- We often travel within our own province, but are considering going further within Canada.
- For our next trip within Canada, we'd like to visit British Columbia, Ontario, or Quebec.

WHERE DO WE WANT TO GO IN CANADA

PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	13%	94
BC	21%	124
MB	2%	53
NB	4%	79
NL	4%	134
NS	8%	113
NT	0%	85
NU	0%	78
ON	33%	84
PEI	2%	62
QC	15%	48
SK	2%	81
YT	0%	76

FUN & SUN FAMILIES

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

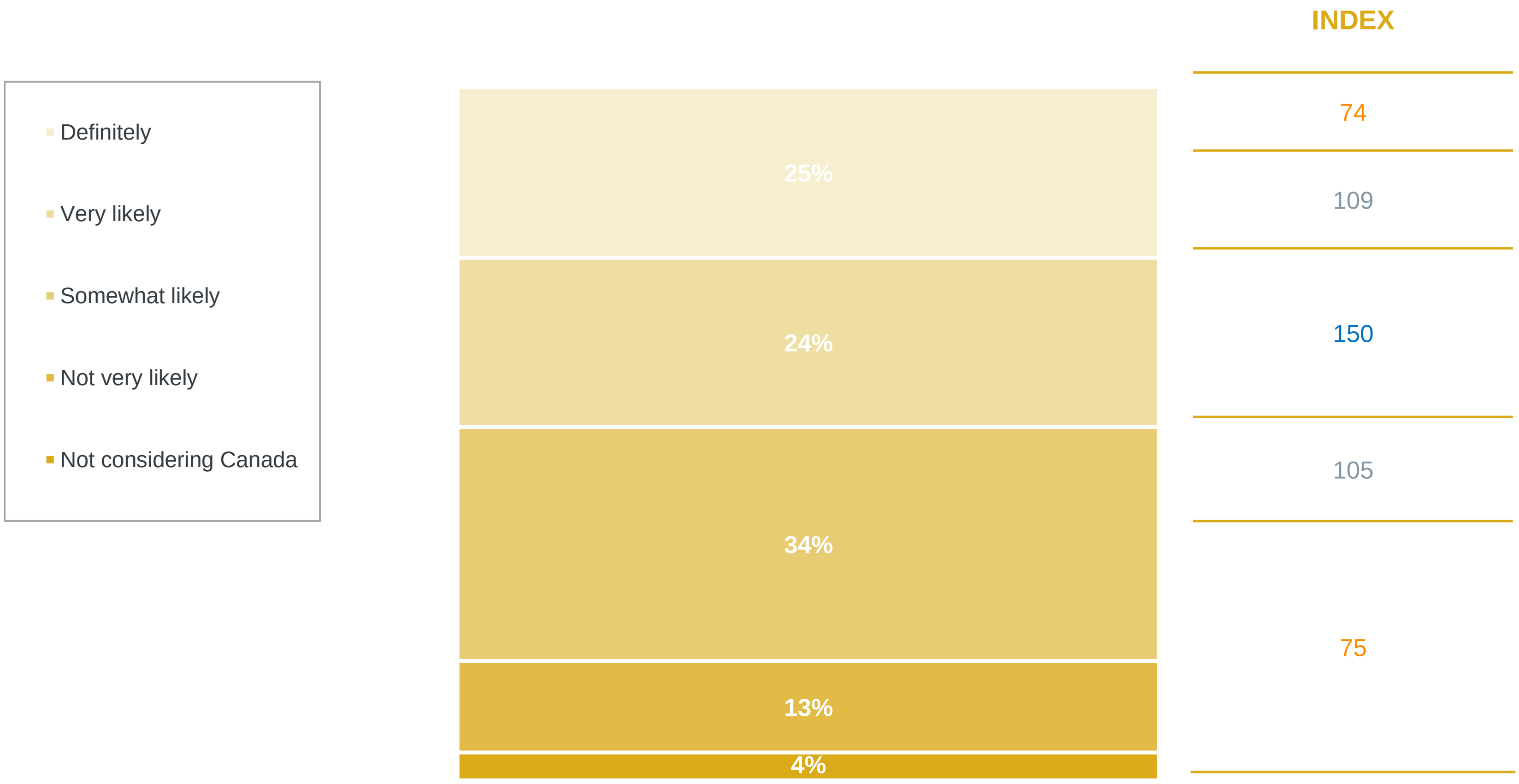
OVERALL INSIGHT

- We are generally limited to travel during our kids school holidays.
- We love the hot spots in Canada, including the big cities, cottage country, and wine regions.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	**SPRING** (Mar-May)	**SUMMER** (Jun-Aug)	**AUTUMN** (Sept-Nov)
FUN & SUN FAMILIES	**5%***	**8%***	**76%**	**11%***
VS. TOTAL MARKET	7%	12%	54%	29%

LIKELIHOOD TO TRAVEL OUTSIDE PROVINCE IN NEXT 2 YEARS



*Data point is associated with a small base size.
Results may not be representative and should be interpreted with caution.

FUN & SUN FAMILIES

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- We are building our families, and the major events in our life revolve around that. This includes the big items, like a home, renovations, and career changes.
- If we didn't just have a child, our young children are transitioning from daycare to school life.

MAJOR LIFE EVENTS IN LAST 5 YEARS

26% **Had a child** 138 INDEX SCORE	**29%** **Started a new job / career** 102 INDEX SCORE	**23%** **Bought a new home** 137 INDEX SCORE	**19%** **Moved to a new city** 120 INDEX SCORE
28% **Child started school** 141 INDEX SCORE	**49%** **Purchased a car** 147 INDEX SCORE	**3%** **Retired** 64 INDEX SCORE	**29%** **Renovated house** 134 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**51%**	83
Savings and investments	**49%**	90
Personal care and wellness	**48%**	147
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	**46%**	121
Experiences (e.g., concerts, events).	**33%**	98
Home and decor	**25%**	136

FUN & SUN FAMILIES

FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
CBC	16%	81
CNN	11%	74
The Globe and Mail	7%	70
CP24.com	7%	118
La Presse	5%	90
Le Journal de Montreal	5%	96
The New York Times	5%	56
The Toronto Star	4%	71
National Geographic	4%	53
Canadian Living	3%	67
Le Journal de Québec	3%	85
Blog TO	3%	90
BNN Bloomberg	3%	59
Food & Wine	2%	55
Daily Hive	2%	72
Toronto Sun	2%	49
Le Devoir	2%	78
Toronto Life	2%	58
Vancouver is Awesome	1%	87
Elle Canada	1%	50
Postmedia Publications (ex. Calgary Herald, Calgary Sun, Edmonton Journal, Edmonton Sun, Fort McMurray Today, Fort McMurray Today)	1%	74
Metroland Community Papers (ex. Niagarathisweek.com, Brampton Guardian, Cambridge Times, Hamilton Spectator)	1%	75
Ottawa Citizen	1%	57
Times Colonist	1%	106
Travel + Leisure	1%	28
Zoomer	1%	36
Montreal Gazette	1%	80

TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	71%	115
Facebook	74%	117
Instagram	52%	124
TikTok	29%	120
Twitter (now X)	15%	82
Threads	7%	111

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	12%	94
Booking.com	6%	64
AirBnb	7%	72
TripAdvisor	5%	70
Kayak	1%	30
American Express	3%	58
VRBO	1%	43
Marriott Bonvoy	1%	45

SOURCE: GTRP 2024

This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada’s 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024

FUN & SUN FAMILIES

TRAVEL BEHAVIOUR

TOP NEWSPAPER SECTIONS

Readership: Light

	SCORE	INDEX
Travel	19%	83
Computer/high tech	14%	103
International news/world section	43%	90
Health	28%	91
Movie & entertainment	27%	91

TOP RADIO PROGRAMS

Listenership: Medium/Light

STREAMING	SCORE	INDEX
YouTube for music videos	31%	111
Spotify (subscription without ads)	22%	114

FORMATS		
Music	55%	99
Traffic reports	21%	107
Sports (play-by-play)	6%	115

TOP TELEVISION PROGRAMS

Viewership: Light

STREAMING	SCORE	INDEX
Netflix	56%	104
YouTube	47%	113
Amazon Prime	38%	107
Disney+	32%	119
Crave	17%	106

PROGRAMS		
Sci-Fi/fantasy/comic book shows	13%	105
Baseball (when in season)	12%	103
Cartoons	8%	107

TOP MAGAZINE PUBLICATIONS

Readership: Light

	SCORE	INDEX
CAA Magazine	9%	89
Other U.S. magazines	6%	98
Other English-Canadian magazines	4%	79
Food & Drink	4%	109
People	3%	112
National Geographic	3%	93
Canadian Living	3%	102
Maclean's	2%	87
Zoomer Magazine	2%	94
Chatelaine (English edition)	2%	122
Reader's Digest	2%	92
Hello! Canada	2%	107
Canadian Geographic	2%	91
Cottage Life	2%	114
Canadian House and Home	2%	81
Better Homes & Gardens	1%	101
FASHION Magazine	1%	185
Air Canada enRoute	1%	96
Time	1%	94
Cineplex Magazine	1%	105

TOP TELEVISION NETWORKS

	SCORE	INDEX
TSN	15%	104
Sportsnet	14%	107
Crave	12%	109
CTV News Channel	12%	100
CablePulse24 (CP24)	11%	188
HGTV (Home & Garden Television)	11%	102
CNN	11%	102
Food Network	10%	111
Bravo!/CTV Drama	9%	109
Discovery Channel	9%	100

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

FUN & SUN FAMILIES

TRAVEL BEHAVIOUR

TIME SPENT ONLINE: *More than 25 hours (on an avg week)*

TOP ONLINE ACTIVITIES

	SCORE	INDEX
Access restaurant guides/reviews	16%	104
Access travel content	12%	89
Send/receive a text/instant message	68%	101
Take pictures/video	56%	105
Use maps/directions service	55%	102
Use apps	55%	108
Participate in an online social media	54%	102
Compare products while shopping	36%	105
Research products/services	32%	101
Play/download online games	30%	100
Purchase products or services	30%	104
Consult consumer reviews	24%	101

ACTIONS TAKEN USING SOCIAL MEDIA

1. Follow brand on Instagram
2. Subscribe to brand email newsletter
3. Subscribe to brand on YouTube

REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA

1. To learn about a brand's products and services
2. To get coupons and discounts
3. To enter contests

SOCIAL MEDIA ATTITUDES

- Use Social Media to stay connected with family
- Use Social Media to keep up to date on general news/events
- I am well informed about social media (e.g. the tools that are available and how to use them)
- Use Social Media to keep up to date on news/events in my industry
- Feel comfortable meeting and communicating with people through Social Media

ITEMS BOUGHT ONLINE

	SCORE	INDEX
Online classified websites (e.g. Kijiji)	30%	92
Online music/movie download stores	25%	104
Cosmetics/skin care stores	12%	114
Craft supply stores	5%	107
Cannabis stores	5%	107
Natural/health food stores	4%	107
Music stores (instruments/sheet)	3%	105

STATEMENTS / ATTITUDES

I love shopping and take pride in researching product features and services. My friends and family often see me as a knowledgeable consumer, and I frequently influence their purchasing decisions with my insights.
(115)

I feel that I have a great deal of influence on the consumption choices of the people around me
(115)

When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created
(107)

Advertising is useful in helping me make a choice when buying
(106)

SOCIAL MEDIA PLATFORMS

		INDEX
YouTube	70%	106
WhatsApp	57%	139
Instagram	44%	115
LinkedIn	43%	120
Spotify	26%	107
X (Twitter)	24%	115
Reddit	15%	142

EA Sources: SocialValues, Opticks Powered by Numeris 2024

DESTINATION CANADA

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

FUN & SUN FAMILIES

TRAVEL BEHAVIOUR

TOP WEBSITES USED FOR TRAVEL

	SCORE	INDEX
Expedia.com/Expedia.ca	30%	106
Airline websites	27%	107
Booking.com	20%	100
Hotels.com	14%	108
Trivago.ca	11%	98
Sunwing.ca	8%	119
Travelocity.com/Travelocity.ca	7%	109
Redtag.ca	5%	138

VACATION PLANNING - Booking Sites

	SCORE	INDEX
Book through an airline directly	30%	105
Book through an online travel agency	25%	115
Book through airline/hotel website	24%	102
Other services	17%	100

TOP AIRLINES

		INDEX
Air Canada (any)	26%	107
West Jet	15%	113
Other Canadian airlines	5%	106
European airlines (any)	3%	83
Air Transat	3%	70

TOP ACCOMODATIONS

	SCORE	INDEX
Hotel	47%	105
Friends/relatives	29%	104
Cottage	18%	106
Vacation rental by owner	17%	101
All-inclusive resort	13%	102

CANADIAN DESTINATIONS

	SCORE	INDEX
Cottage country (any)	15%	145
Niagara Falls	12%	154
Other British Columbia	11%	106
Banff	10%	160
Calgary	10%	159
Other Ontario	10%	105
Toronto	10%	90
Other Alberta	9%	134
Vancouver	9%	105
Ottawa	7%	96
Jasper	7%	175
Montreal	7%	81
Victoria	5%	99
Quebec City	4%	47
Other Nova Scotia	4%	75
Other Quebec	4%	41
Whistler	3%	101
Cape Breton Island	1%	57

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EA Sources: Opticks Powered by Numeris 2024

FUN & SUN FAMILIES

LIFE OUTSIDE OF TRAVEL

I offer recommendations of products/services to other people - 51%

PSYCHOGRAPHICS *- High Indexing SocialValues*

	INDEX
Ostentatious Consumption	134
Religiosity	134
Status via Home	134
Need for Status Recognition	126
Pursuit of Novelty	125
Advertising as Stimulus	124

LOCAL ATTRACTIONS ATTENDED *- occasionally / frequently*

Movies at a theatre/ drive-in	*Specialty movie theatres/ IMAX/ VIP*	*Zoos/ aquariums/ farms/ animal parks*	*Sporting events/ racing/ air shows*	*Theme parks/ waterparks/ water slides*
32%	*21%*	*19%*	*17%*	*16%*
(104)	(106)	(110)	(100)	(121)

ACTIVITIES AND SPORTS PARTICIPATED *- occasionally / frequently*

Home exercise/ workout	*Swimming*	*Fitness walking*	*Playing video games*	*Arts/ crafts/ sewing/ knitting*
64%	*51%*	*51%*	*46%*	*44%*
(105)	(103)	(100)	(109)	(103)

MAJOR EVENTS *- in the past 2 years*

		INDEX
Change job/career	16%	112
Shop for mortgage/renegotiate mortgage	11%	98
Lose job or be laid off	6%	121
Bought/sold home	5%	87
Complete college/university	5%	109

EA Sources: SocialValues, Opticks Powered by Numeris 2024

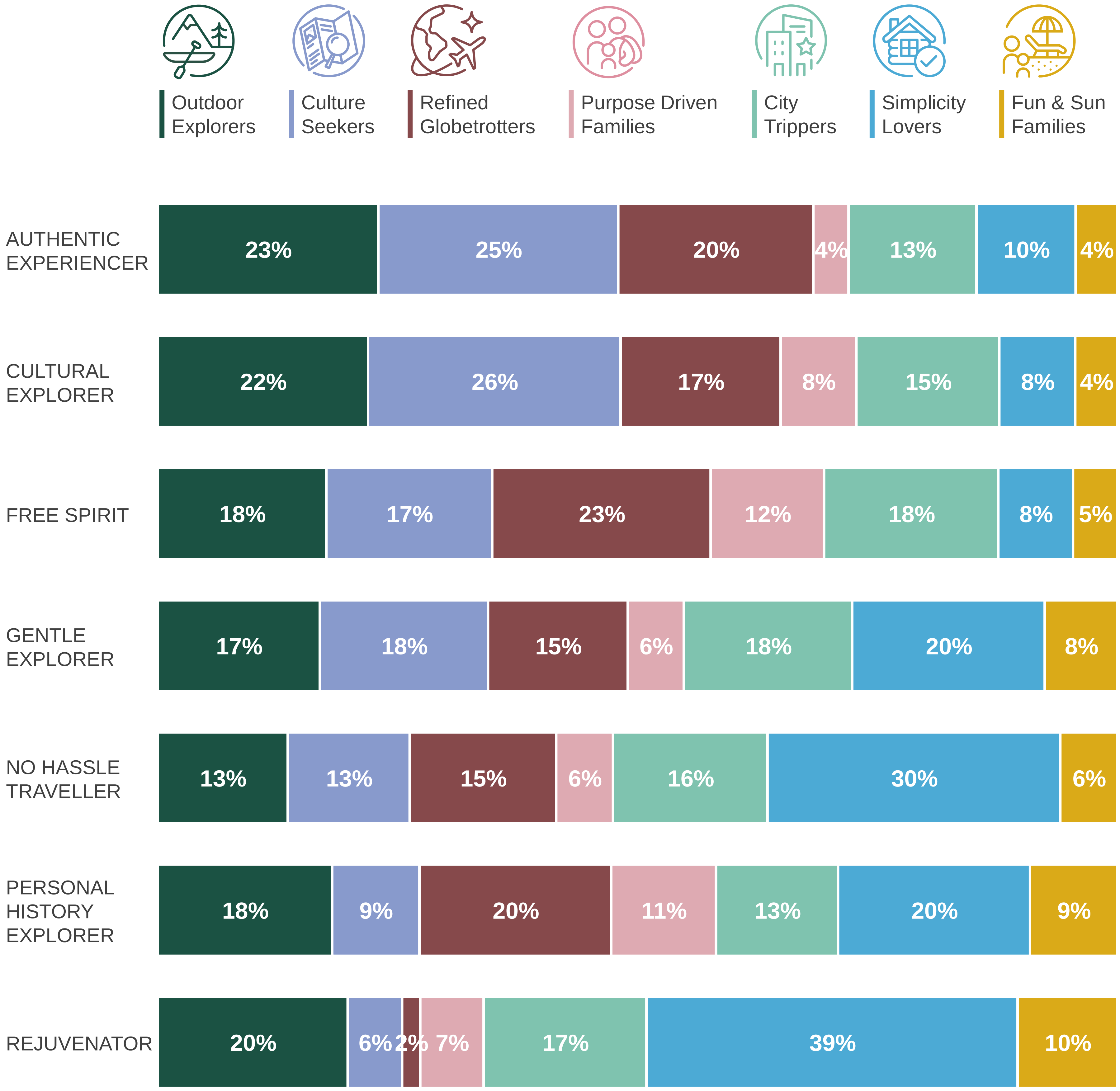
DESTINATION CANADA

The above profiling is based on aligning Destination Canada's segments to the best fitting PRIZM segments.

EXPLORER QUOTIENT MAPPING

MARKET LEVEL SEGMENT DISTRIBUTION ACROSS EQ SEGMENTS

This page provides insights into how the new traveller segments disperse across historical EQ segments in this market.



GLOSSARY

DETAILS AND DEFINITIONS

DOMESTIC TRAVEL LIKELIHOOD INDEX	Indicator of the overall likelihood to travel domestically. The index is calculated using ta combination of number of domestic trips per year, the likelihood of future out-of-province travel over next two years, and historical number of provinces visited. Indexed against other segments in the market.	
DESIRED DESTINATION	How a traveller describes the personality of an ideal destination.	
EMOTIONAL TRAVEL MOTIVATIONS	Key travel motivations derived from factor analysis, which condensed 25 initial statements into 13 primary motivations. These insights help industry researchers and marketers better understand travellers' emotional drivers, which may influence overall travel behaviours including the choice of destination, activities, and experiences during the journey	
EMOTIONAL TRAVEL MOTIVATION: **ACCOMPLISHMENT**	This travel motivation is about achieving personal goals and overcoming challenges during travel. These travellers seek destinations and activities that promote self-discovery and personal growth, pushing their limits to feel a sense of accomplishment.	*Statement(s) included in the motivation:* • *To feel like I've accomplished something.* • *To push my limits and challenge myself.*
EMOTIONAL TRAVEL MOTIVATION: **ADVENTURE**	This travel motivation is about seeking thrill and excitement through adventurous activities. Travellers who seek adventure are often energized by a physical and emotional rush and they often proudly share their experiences with others.	*Statement(s) included in the motivation:* • *To have experiences I am proud to tell others about.* • *To feel a sense of adventure.*
EMOTIONAL TRAVEL MOTIVATION: **BONDING**	This travel motivation focuses on spending quality time with travel companions, particularly partners and family members. Travellers motivated by bonding cherish creating lasting memories through shared experiences with their loved ones.	*Statement(s) included in the motivation:* • *To share quality time with others.* • *To bond and create lasting memories through shared experiences.*
EMOTIONAL TRAVEL MOTIVATION: **CONNECTIONS**	This travel motivation is about building relationships and forming connections with new and interesting people. Travellers motivated by connections look for opportunities to engage with locals or other visitors on their travels.	*Statement(s) included in the motivation:* • *To feel connected with new people.*
EMOTIONAL TRAVEL MOTIVATION: **ESCAPE & RELAX**	This travel motivation signifies a desire to escape daily routines and simply relax during vacation. Travellers motivated by escape and relax often seek solitude, tranquility, and rejuvenation in peaceful destinations.	*Statement(s) included in the motivation:* • *To escape the demands of everyday life.* • *To find much-needed time to relax.* • *To let loose and forget about day-to-day life.*

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EMOTIONAL TRAVEL MOTIVATION: **EXPERTISE**	This travel motivation is about influence, status, and confidence. Travellers with this motivation like to be well versed in travel opportunities, so they can confidently navigate new environments, and take pride in being the expert among their peers	*Statement(s) included in the motivation:* • *To feel like a travel expert.*
EMOTIONAL TRAVEL MOTIVATION: **FAMILIARITY**	This travel motivation encompasses a diverse range of travellers looking for familiarity during their travels. Some seek the comfort of recognizable destinations and routines, enjoying the predictability of repeat travel. Others aim to immerse themselves in new places while feeling like they are not tourists, blending in and experiencing the local culture as if they were natives.	*Statement(s) included in the motivation:* • *To be familiar with my surroundings.* • *To feel like a local.*
EMOTIONAL TRAVEL MOTIVATION: **FUN**	This travel motivation is centered around the pure enjoyment of travel. The travellers motivated by fun prioritize activities and destinations that bring happiness and a sense of playfulness. They focus on living in the moment, indulging in joyful experiences, and seeking vibrant, social environments.	*Statement(s) included in the motivation:* • *To just enjoy myself and have fun.* • *To indulge myself and live in the moment.* • *To have a fun, social setting.*
EMOTIONAL TRAVEL MOTIVATION: **IMPORTANCE**	This travel motivation is about the desire to feel important and admired. Travellers motivated by importance often choose popular, exotic, and luxury destinations to reflect their success and gain recognition.	*Statement(s) included in the motivation:* • *To feel like I'm important.*
EMOTIONAL TRAVEL MOTIVATION: **NOVEL & AUTHENTIC**	This travel motivation is driven by a desire for novelty in all its forms—new places, unique experiences, and fresh perspectives. The travellers motivated by novel and authentic seek orgiginality in their journeys, immersing themselves in different cultures and engaging in genuine and authentic interactions.	*Statement(s) included in the motivation:* • *To have authentic experiences.* • *To open my mind to new perspectives.* • *To explore and discover new things and places.*
EMOTIONAL TRAVEL MOTIVATION: **SECURITY**	This travel motivation is around prioritizing safety and predictability. Travellers motivated by security prefer well-planned trips, reliable accommodations, and destinations known for their safety.	*Statement(s) included in the motivation:* • *To feel welcomed.* • *To feel safe and secure.*

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EMOTIONAL TRAVEL MOTIVATION: **SIMPLICITY**	This travel motivation is about appreciating straightforward and easy travel experiences. Travellers motivated by simplicity prefer simpler trips with laid back itineraries and no surprises.	*Statement(s) included in the motivation:* • *To enjoy the simplicity of easy, straightforward travel.* • *To feel confident of no surprises; I'll get exactly what I expected.*
EMOTIONAL TRAVEL MOTIVATION: **TRADITIONS**	This travel motivation is about seeking to engage in traditions, whether by a traveller participating in local cultural practices or creating their own travel traditions with family and friends.	*Statement(s) included in the motivation:* • *To create new, or take part in old, traditions.*
FUNCTIONAL BENEFITS	Functional needs in travel pertain to the practical aspects necessary for a trip. These include affordable pricing, convenient transportation, comfortable accommodation, and reliable services. These needs are often about the logistics and practicalities of travel, ensuring the trip runs smoothly	
NON-TRAVELLER	Has not travelled a minimum of one night away in paid accommodation in past 5 years OR is actively planning to travel in next 2.	
PRIMARY TRIP PLANNER	The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.	
PRIORITIZE SUSTAINABLE TRAVEL	The percent of respondents who responded 5-7 on a 7-point scale in terms of prioritizing 'sustainable travel'. Sustainable travel is defined as "travel that minimizes any negative impact on the destination's environment, economy and society, while making positive contributions to the local people and conserving the destination's natural and cultural heritage.	
SEGMENT ALIGNMENT	Indicates how closely personal needs, motivations and travel behaviours on a specific trip type (e.g. long-haul trip, short-haul trip, family vacation, weekend getaway) align with the overall travel needs, motivations and behaviours that define the segment. For example, a travellers' personal needs (motivations and ideal trip specifics) may fully influence and define a long-haul trip to a bucket-list destination; however, these needs may not be a priority on a quick getaway with friends. This score provides insights into when traveller needs and behaviours shift by trip type and should be considered when targeting this segment for this type of trip	
SHORT / MID / LONG HAUL	Short Haul: Those who did not travel via flight or travelled on a less than 3 hours flight Mid Haul: Those who travelled on a 3 to 7 hours flight Long Haul: Those who travelled or 7+ hours flight	

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TRAVELLER ECONOMIC INDEX	An industry metric providing insight into a segment's propensity to have a positive impact on Canada's tourism economy. The score is derived from a selection of variables from the initial study that most represent a positive impact on the tourism economy. The included variables cover economic means, typical trip recency and frequency, propensity towards more luxury travel behaviours, and details about travel specifically to Canada. To reduce market specific bias and any variation in score composition across markets, the score is reported as an index
TRAVELLER RESPONSIBLE INDEX	An industry metric providing insight into a segment's alignment with Canada's responsible travel values. The score is derived from a selection of variables from the initial study that most represent responsible travel. The included variables cover traveller values across themes of socio-cultural, environmental, and economic sustainability, impact of tourism on a destination, visitor engagement with tourism communities, diversity, and inclusion. To reduce market specific bias and any variation in score composition across markets, the score is reported as an index in the segment profiles
TRAVEL TRADE INDEX – GROUP	The propensity to travel as part of an organized group indexed against the rest of the market. Measured by examining variables cover both overall preference and the specific makeup of their next planned trip
TRAVEL TRADE INDEX – NON-GROUP	The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).

PRIZM CANADA SEGMENT MAPPING

MARKET LEVEL SEGMENT DISTRIBUTION ACROSS PRIZM SEGMENTS

Some partners utilize the PRIZM segmentation program for marketing and/or research purposes. This page provides insights into how the new traveller segments disperse across Environics Analytics Canadian PRIZM segments. Please note:

1. DC Traveller segments can be activated for media buys by postal code or PRIZM segments.
2. DC Traveller Segment insights and measurement can be conducted within the ENVISION platform (access to ENVISION requires additional subscription via Environic Analytics)

For more information about PRIZM and Environics Analytics, please reach out to ea-tourism@environicsanalytics.com

NOTE ON SEGMENTS

French and English segments are separated below as their PRIZM media and behavioral profiling characteristics can vary considerably. Depending on your intent, you may want to examine the French / English segments separately.

Outdoor Explorer	Culture Seekers	Refined Globetrotters	Purpose Driven Families	City Trippers	Simplicity Lovers	Fun & Sun Families	Non-Travellers
Turbo Burbs (4) Boomer Bliss (9) Kick-Back Country (14) Suburban Sport (25) Country & Western (50) ——— Familles Typiques (34) Banlieues Tranquilles (42) Un Grand Cru (44)	Downtown Verve (6) Eat, Play, Love (12) Asian Avenues (17) Indieville (22) Latte Life (28) Diverse & Determined (32) Social Networkers (47) ——— Jeunes Biculturels (56) Évolution Urbaine (39)	The A-List (1) Wealthy & Wise (2) First-Class Families (5) Mature & Secure (7) ——— Vie de Rêve (13) C'est Tiguidou (29)	Asian Sophisticates (3) Multiculture-ish (8) Family Mode (19) ——— Diversité Nouvelle (27)	Asian Achievement (10) New Asian Heights (20) South Asian Society (30) Middle-Class Mosaic (36) Stressed in Suburbia (38) Friends & Roomies (52) Juggling Acts (57) Came From Away (61) Midtown Movers (64) ——— Les Énerjeunes (40) Enclaves Multiethniques (55)	Savvy Seniors (16)** Scenic Retirement (21)** Mid-City Mellow (23) Country Traditions (26) Down to Earth (41) Happy Medium (43) Slow-Lane Suburbs (45) Old Town Roads (58) Suburban Recliners (62) ——— La Vie Simple (59) Amants de la Nature (63) Vie Dynamique (35)	Modern Suburbia (11) South Asian Enterprise (15) Multicultural Corners (18) All-Terrain Families (24) Metro Melting Pot (31) Indigenous Families (66)	New Country (33) Keep on Trucking (37) Agri-Biz (48) Backcountry Boomers (49) On Their Own Again (51) Silver Flats (53) Vie au Village (54) Value Villagers (60) Just Getting By (67) ——— Patrimoine Rustique (46) Âgés & Traditionnels (65)

*** Savvy Seniors (16) and Scenic Retirement (21) are both currently being monitored to potentially be shifted to Refined Globetrotters segment.*