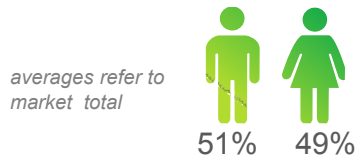


Canada  
**Authentic Experiencers**  
 12% of Canadian Market



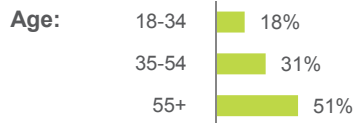
**Demographics**



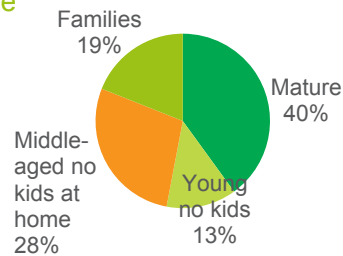
**Education:** Higher than average

**Employment:** FT, higher than avg. are retired

**Household Income:** Average



**Lifestage**



*Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.*

**Social Values**

**Top defining Values**

**Personal Control:** They are focused on maintaining control and autonomy in their lives. Many are retired, with time to do the things they want to do.

**Financial Security:** They feel optimistic about their financial future; more so than global AE's.

**Cultural Sampling:** They show a tendency to incorporate foreign cultures into their lives, like going to an Inuit art gallery or dining at a Thai restaurant.

**Importance of Spontaneity:** They enjoy the unexpected in life - they welcome and appreciate surprises.

**Ecological Concern:** They are concerned about the health of the planet and what that means to future generations.

**Bottom defining Values**

**Importance of Aesthetics:** With a more functional and pragmatic approach to life they are unlikely to be swayed by beauty or appearance.

**Joy of Consumption:** Although they are relatively affluent and confident financially, they are not avid shoppers, deriving little enjoyment from the act of consumption

**Travel Values**

**An Authentic Experiencer will seek:**

**Historic Travel:** They love to learn about and absorb themselves in the history and culture of the places they visit. They will research before they leave and take their time in historic sites and museums.

**An Authentic Experiencer will avoid:**

**Comfort Seekers:** This EQ type does not shy away from living like the locals do. This is more important than staying somewhere with the comforts of home.

**Luxury Travel:** They are unlikely to seek out luxury amenities or gourmet experiences.

**Group Travel:** They prefer to do their own thing.

**Escape:** Travel is not about escape from the day to day, they need not disconnect in order to relax.

**Hedonistic Rejuvenation:** They are unlikely to be carefree and indulgent when traveling – their focus is on learning

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## Experience Appeal and Travel Behaviours

### 10 Most Appealing Activities (in descending order)

1. Marine life viewing (whale watching, other marine life)
2. Wildlife viewing - land based animals & bird watching
3. Visiting small towns, villages
4. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences
5. Seeing beautiful coastlines, beaches
6. Visiting national, provincial/state parks to visit interpretative centres/museums
7. Visiting well known historic sites and buildings
8. Dining at restaurants offering local ingredients
9. Mountain and glacier viewing
10. Visiting well-known natural wonders

### 3 of the Least Appealing Activities

1. Attending nightclubs/lounges
2. Motorcycling
3. Snowmobiling as an overnight touring trip

### Last Trip

**Party composition & size:** 78% of Canadian AE's took child-free trips (vs. Canadian average of 72%).

**Duration:** Canadian AEs typically take longer trips that the average - 12.7 nights overall and 15.7 nights for long-haul travel.

**Spend:** Canadian AEs have an average per party spend of \$3189 per trip, \$3859 for long-haul..

### Top 3 Sources for Trip Planning

1. Websites of airlines, hotels, attractions or other services at destination
2. Websites of online retailers, travel agencies or tour operators
3. Travel guides and books

### Product:

- Historical Travel
- Features opportunities to meaningfully connect with locals
- More low-impact activities, but also some active and hands-on\*
- Authentic, living culture
- Creates opportunities for shared experiences

### Price:

- Reasonable

## Canadian Authentic Experiencers

### Promotion:

- Get people talking – word of mouth or word of mouse
- Traditional media and Internet – more use websites of regional or city tourism offices
- Practical details
- Catered to older demo
- Non-touristy
- Promotion in Travel Guides
- Articles in Newspapers

### Close the Sale!

- Partner with airlines, hotels, attraction and services in your area
- Travel agencies, travel operators and tour guide websites are sales channels – make sure where possible you are listed!
- Include a clear 'call to action' on your website
- Make it clear how to book online or connect via phone

*\*compared to the global Authentic Experiencer*