

Canada
Cultural Explorers
 9% of Canadian Market



Demographics

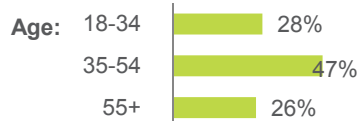
averages refer to market total



Education: Average

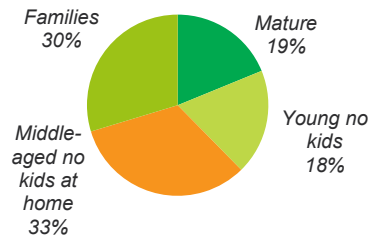
Employment: FT, slightly above avg. # of homemakers

Household Income: Average



Lifestage

41% are single!



Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

Social Values

Top defining Values

Cultural Sampling: They believe that other cultures have a lot to teach them.

Personal Creativity: They love to use their imagination and creativity at work and play and sharing their ideas with others.

Personal Control: They feel in control of their lives and not afraid to take on moderate risk if it means they can learn something new.

Need for Uniqueness: They like to be different from others, and will pay attention to their manner of dress and appearance.

Social Responsibility: They believe in giving back to those in need.

Personal Escape: They long for that which is beyond the practical - want to experience beauty and pleasure in surprise and astonishment.

Bottom defining Values

Ostentatious Consumption: They are not highly materialistic and are offended by ostentatious consumption.

Aversion to Complexity: They are not intimidated by changes or complexities in society. Being spontaneous is thrilling and fun for them.

Travel Values

A Cultural Explorer will seek:

Unstructured Travel: They prefer not to be constrained to "tourist" schedules or destinations, and will chart their own courses.

Historical Travel: They love to learn about and absorb themselves in the ancient history, as well as the modern cultures of the places they visit.

Cultural Immersion: The best way to experience a culture is to interact with it as deeply as possible.

Nature Travel: They will choose destinations that provide opportunities to experience natural beauty.

Shared Experiences: They are attracted to groups where they can socialize and share the experience with others – using social media for sharing during and after the trip.

A Cultural Explorer will avoid:

Comfort-Seeking: This EQ type seeks an authentic experience and doesn't need to be pampered in commercial hotels.

Reluctant Travel: They are always planning their next trip – they are not content to experience the world through the Internet or TV.

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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. Attending farmers' markets
3. Dining at restaurants offering local ingredients
4. Visiting national, provincial/state parks to visit interpretative centres/museums
5. Wildlife viewing - land based animals & bird watching
6. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences
7. Viewing outdoor street performances (free)
8. Viewing Northern/Southern Lights/Aurora
9. Visiting small towns, villages
10. Food related factory tours (Cheese, chocolate, etc.)

3 of the Least Appealing Activities

1. Participating in multi-day guided group tours by bus
2. Golfing
3. Hunting

Last Trip

Party composition & size: 74% took child-free trips, mainly travelling in groups of 2 adults.

Duration: 36% took trips between 4-7 nights duration, and a higher than average proportion took trips between 8-14 nights (28% vs. 22% for Canada). Avg: 10.4 nights

Spend: Average party spend is \$3,141 per trip. More was spent on long-haul trips - on average \$3,851 per trip

Top 3 Sources for Trip Planning

1. Websites of online retailers, travel agencies or tour operators
2. Websites of airlines, hotels, attractions or other services at destination
3. Discussions w/ friends, family, business colleagues

Product:

- Interactive and immersive experiences
- Beautiful scenery, active adventure, shopping, dining and outdoor festivals/events
- Allows free exploration
- Environmentally, socially responsible

Price:

- Will pay for unique experiences, local, sustainable, ethical products
- Value for money
- Respond well to discounts and feeling like they are getting a 'deal'
- Transparency of offering

Canadian Cultural Explorers

Promotion:

- Get people talking (word of mouth and word of mouse)
- Varied and extensive media mix, heavy emphasis on websites
- Include other traveller reviews
- Social connection with locals
- Stylish, creative
- Traditional Advertising (newspaper, magazine, billboard)

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 websites and social channels
- Make it clear how to book online or connect via phone

**compared to the global Cultural Explorer*