CHINA MARKET PROFILES

China is set to remain a global powerhouse shaping global tourism trends, driven by its vast population and growing appetite for international experiences. Chinese travellers are motivated by a deep respect for tradition, a desire to gain expertise, and the pursuit of culturally rich and immersive journeys.

With their travel expectations blending business and leisure, Chinese travellers are drawn to luxurious experiences, romantic getaways, and destinations that allow them to stay connected with home while embracing new environments.

CHINA

DESTINATION CANADA

China segmentations considers only population of Beijing, Qingdao, Shenyang, Shanghai, Hangzhou, Nanjing, Suzhou, Chengdu, Xi'an, Guangzhou, Shenzhen (9% of total population)

A GUIDE
TO UNDERSTANDING THE PROFILE

THE STRUCTURE

Understand The Market	o Overall segment sizes in the market o Segment comparison by key metrics	01
Explore The Segments	o Detailed profiles per segment	04
Glossary	o Additional definitions for key terminology referenced in this profile	111

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.

❶ **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**.

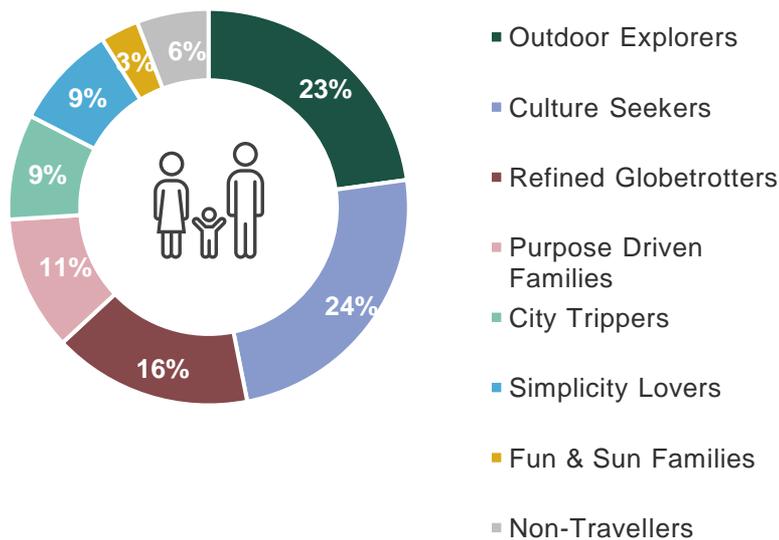**DESTINATION CANADA**

MARKET OVERVIEW

KEY MARKET HIGHLIGHTS

o Interest in unique and memorable experiences, with an overall openness for different trip types and accommodations, as long as they are established.

o Overall preference for exclusive, world-class, or trendy destinations offering culinary and cultural experiences.

o General reliance on social media, apps, and online resources for travel inspiration, planning, and sharing journeys.

This research focuses on **key target cities in China**, where travellers overindex for Purpose-Driven Families and Culture Seekers. Chinese travellers seek vibrant cultural atmospheres that align with their motivations for novelty, fun, and a deep sense of tradition.

While enjoying fine dining and relying on travel trade and guided tours, Chinese tourists appreciate both flexibility and a high level of support throughout their journeys. At their core, they are driven by a desire to enjoy themselves, let loose, and temporarily forget the demands of daily life, all while embracing new & authentic experiences.

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MARKET SIZING

POPULATION BREAKDOWN

- Outdoor Explorers — 23%
- Culture Seekers — 24%
- Refined Globetrotters — 16%
- Purpose Driven Families — 11%
- City Trippers — 9%
- Simplicity Lovers — 9%
- Fun & Sun Families — 3%
- Non-Travellers — 6%

5.9% of the adult population in China (est. **105M**) are non-travellers (est. **6M**). Reasons for not travelling include prioritizing responsibilities of caregiving and parenting, and discomfort with travelling due to health risks like Covid.

OUTBOUND TRAVELLERS' BREAKDOWN

Short-haul Travellers

| 25% | 27% | 14% | 10% | 9% | 10% | 4% |

Mid-haul Travellers

| 22% | 25% | 19% | 13% | 10% | 8% | 3% |
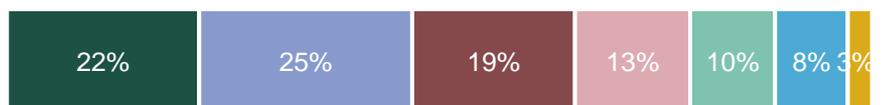
Long-haul Travellers

| 26% | 25% | 23% | 11% | 7% | 6% | 2% |

Travellers To Canada

| 26% | 24% | 20% | 15% | 7% | 6% | 2% |

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

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

o **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	Destination Canada Priority Segment	Top Travel Activities	Emotional Travel Motivations
OUTDOOR EXPLORERS	**24.0M**	**Yes**	o Casual Sports o High-Intensity Sports o Water Sports	o Expertise o Adventure o Importance
CULTURE SEEKERS	**25.2M**	No	o Festivals & Events o Cultural Experiences & Attractions o Casual Sports	o Novel & Authentic o Connections o Familiarity
REFINED GLOBETROTTERS	**17.2M**	**Yes**	o Cuisine o Cultural Experiences & Attractions o Overnight Experiences	o Novel & Authentic o Bonding o Security
PURPOSE DRIVEN FAMILIES	**11.3M**	No	o Cuisine o Family-Focused Attractions o Cultural Experiences & Attractions	o Bonding o Novel & Authentic o Escape & Relax
CITY TRIPPERS	**9.0M**	No	o Cuisine o Shopping o Nightlife	o Fun o Bonding o Escape & Relax
SIMPLICITY LOVERS	**8.9M**	No	o Nature Experiences o Cuisine o Health & Wellness	o Escape & Relax o Familiarity o Security
FUN & SUN FAMILIES	**3.3M**	No	o Family-Focused Attractions o Cuisine o Nature Experiences	o Bonding o Escape & Relax o Fun

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

- o **DESTINATION CANADA PRIORITY SEGMENT** – Traveler segments prioritized by Destination Canada for targeted marketing and strategic efforts due to the opportunity they provide to contribute significantly to the Canadian tourism landscape. Aligning with these segments enables tourism partners to effectively coordinate with the national tourism strategy and maximizing their impact.

- o **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.

DESTINATION CANADA

OUTDOOR EXPLORERS
PSYCHOGRAPHICS – SUMMARY

23%

24.0M
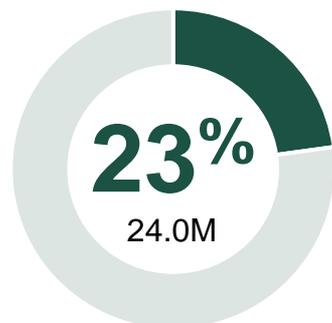
% OF CHINA POPULATION

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 accomplishment through physical activities, and spending on some unique and luxury experiences. 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, and splurge on luxury experiences when we can.

2 We are nature enthusiasts driven by a sense of accomplishment from overcoming challenges in the great outdoors.

3 Living in the moment is an important aspect of travel, to engage socially during our trips and focus on feeling accomplished in our activities.

4 While adventurous, we are not always spontaneous. We like to feel secure in our trip plans and know what to expect.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - China Market Average ——— Outdoor Explorer

TRAVELLER RESPONSIBLE INDEX

83

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

DESTINATION CANADA

OUTDOOR EXPLORERS
OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

o We value outdoor experiences and are not afraid of the effort it takes.

o We are motivated by activities challenge us, taking pride in the feeling of accomplishment as a way to communicate our success.

o We prioritize adventurous and unexplored destinations where we can find luxury experiences.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I like my holiday to have some form of physical activity	66%	124
I go where I want to go, no matter the hurdles	60%	122
I learn the basics of a language before visiting a country / region	59%	110
I like to keep my travel plans flexible and often book on short notice	53%	128
You can get to know a country without experiencing its culture	51%	129
I don't consider diversity and inclusion factors when choosing travel destinations	50%	137
I'm open to unconventional accommodations when travelling	50%	129
I'm more interested in the present and don't focus much on the history of where I visit	48%	126
I will generally not pay more or go out of my way to make eco-friendly choices when travelling	46%	124
Generally I'm not influenced by what destinations are popular or trendy at the moment	46%	132
Local cuisine is not a priority for me; I focus on other aspects of travel	45%	132
I am not more likely to select destinations / activities that invest in socially responsible tourism	41%	128
I don't consider travel to be an important milestone of growing up	38%	124

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To feel a sense of adventure	21%	136
To feel like a travel expert	21%	131
To be proud to share my travel experiences	20%	133
To feel like I'm important	18%	114
To push my limits and challenge myself	18%	123
To feel confident travel with no surprises	16%	145

DESIRED DESTINATION

	SCORE	INDEX
Adventurous	28%	145
Unexplored	21%	142
Trendy	19%	114
Sociable	16%	107
Open	15%	99
Luxurious	15%	106

OUTDOOR EXPLORERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We represent a diverse age range, and most of us do not have children.
- We are working full-time earning a conservative income.
- Find us primarily in Shanghai, Guangzhou, and Shenzhen.

73%
103 Have a valid passport

GENDER

52% 98 Male

48% 102 Female

0% Non-binary / Other

AGE

	SCORE	INDEX
18-34	31%	102
35-54	33%	84
55+	37%	115
MEAN YEARS	46.6	111

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	21%	100
>$3K to $6K	66%	101
More than $6K	10%	106
Refused	3%	74

* HH Income reported by month

HOUSEHOLD

36% 88 Children <18 Living At Home*

15% 105 Children 18+ Living At Home*

17% 100 Children NOT Living At Home*

47% 118 No Children

* Option is not exclusive

EMPLOYMENT

	SCORE	INDEX
Employed FT	67%	82
Employed PT	3%	129
Self-employed	11%	138
Retired	15%	100

EDUCATION

	SCORE	INDEX
Primary education or less	0%	100
Secondary education	20%	112
Post-secondary education	80%	87

CHINA CITY BREAKOUT

	SCORE	INDEX		SCORE	INDEX
Shanghai	19%	70	Shenyang	7%	103
Shenzhen	15%	119	Xi'an	7%	128
Guangzhou	11%	99	Suzhou	6%	106
Beijing	10%	85	Hangzhou	5%	104
Qingdao	8%	127	Chengdu	5%	97
Nanjing	7%	110			

OUTDOOR EXPLORERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

78

TRAVEL TRADE INDEX: **GROUP**

108

❗ 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
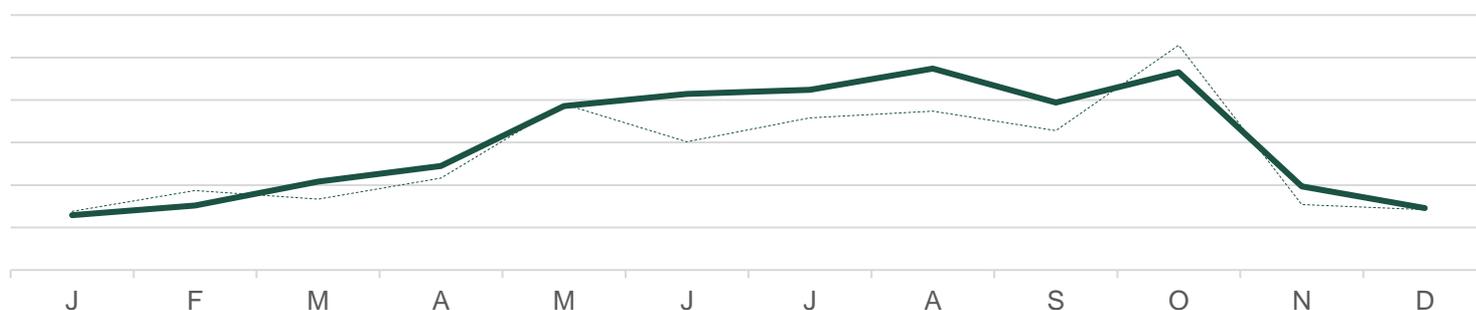
For additional definitions see Glossary
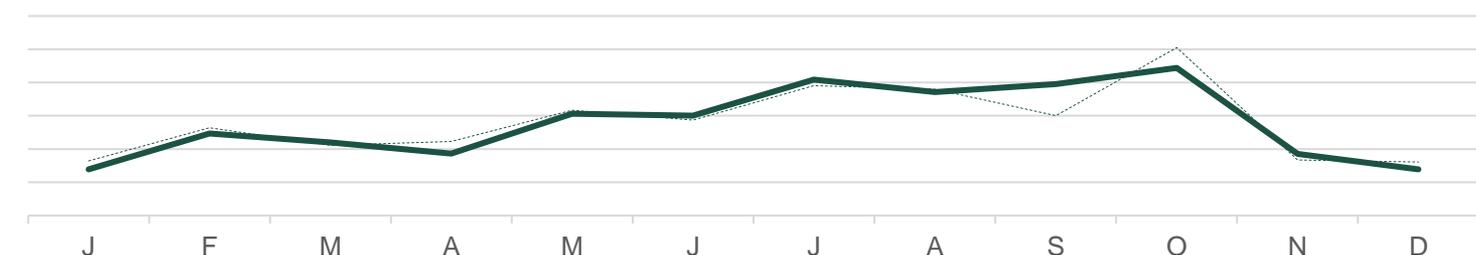
🗓 TYPICAL TRAVEL MONTHS

For Flights of 3–7 Hours

— Outdoor Explorer
······· Market Average

J F M A M J J A S O N D

For Flights of 7+ Hours

— Outdoor Explorer
······· Market Average

J F M A M J J A S O N D

🧳 TRIP DURATION

		INDEX
1-2 Days	41%	79
3-5 Days	31%	79
1 Week Holiday	18%	90
2 Weeks Holiday	12%	114
3 Weeks Or More	13%	124

Incidence is frequency of 2+ times per year

📍 TRIP TYPE

		INDEX
Domestic Leisure	33%	72
International Leisure	18%	101
Business Trip	18%	90
Added Personal To Business	16%	108
Worked During Vacation	18%	100

Incidence is frequency of 2+ times per year

OUTDOOR EXPLORERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	29%	86
Premium Hotel	27%	88
Vacation Rental (e.g., Airbnb, Vrbo)	17%	93
High-end / Luxury Hotel	15%	108
Budget Hotel	15%	96
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	12%	82

THOUGHTS ON INDIGENOUS TRAVEL

52%
96 INDEX SCORE

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

5%
70 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	58%	132
I really want to learn about the history of the destinations I visit	52%	74
I'm willing to put in the effort while travelling in order to see lesser-known places	50%	121
You only ever get to know a country by experiencing its culture	50%	71
I'm open to travelling to destinations with limited tourist infrastructure	49%	129
I'm open to visiting destinations with challenging climates or weather conditions	47%	129

OUTDOOR EXPLORERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

o We travel with our partner, and often take solo trips.
o Our budgets are healthy, as we prioritize spending on experiences.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	54%	78
Solo	26%	123
Kids	23%	91
Friends	14%	106
Adult relatives	10%	88

BUDGET

AVERAGE SPEND MID-HAUL

$6,550   148 INDEX SCORE

AVERAGE SPEND LONG-HAUL

$7,410   117 INDEX SCORE

SPEND STYLE
Premium to High-end Luxury

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
I consider the impact that I personally have on the destinations I visit	54%	86
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	54%	76
It's important to me that I visit somewhere that is open to diversity and inclusion	50%	63
Hearing from underrepresented communities is an important part of travelling	50%	93
It's important for me to know that the money I spend will support the local economy I'm visiting	49%	92

86%
PRIORITIZE SUSTAINABLE TRAVEL
93   INDEX SCORE

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

o **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

o We seek adventure options and anything that lets us immerse ourselves in nature.

o Exploring nature is best when it is something unique, remote, or novel.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Water-based sports	15%	129
o Surfing	6%	128
o Swimming	5%	109
o White-water rafting	5%	109
High-intensity sports	14%	141
o Whitewater rafting	5%	140
o Bungee jumping or skydiving	6%	140
Winter-based sports	12%	120
o Snowboarding or downhill skiing	6%	117
o Snowshoeing or cross-country skiing	4%	126
Nature experiences	32%	96
o Explore wilderness or backcountry	5%	126
o Northern lights	4%	98
Casual sports	21%	111
o Ziplining	5%	134
o Road cycling	6%	115
Family-focused attractions	20%	87
Cultural experiences or attractions	18%	60
Overnight experiences	18%	88
Local cuisine	16%	63
Health and wellness	17%	76
Festivals and events	15%	83
Guided tours	12%	94

OUTDOOR EXPLORERS
OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 3–7 HOURS		TRIPS OF FLIGHTS OF 7+ HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	43%	67	48%	73
To spend time with family	38%	74	31%	80
To learn through other cultures	23%	79	26%	86
To be pampered	23%	127	15%	108
For a romantic getaway	22%	87	21%	84
To have fun with friends	20%	118	20%	122
For adventure and excitement	22%	141	25%	114
To have memories from top travel spots	18%	78	26%	91
To seek solitude and isolation	18%	131	15%	114

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	41%	71	28%	81
Family / friends wanted to go	33%	91	25%	107
Kids wanted to go	20%	85	20%	90
Special event (e.g., wedding, reunion)	26%	115	18%	92
Festival or event	21%	77	26%	89
Work dictates destinations	13%	66	9%	89

39% 103 INDEX SCORE
Travel aligns with children's school schedule

44% 71 INDEX SCORE
Take time off for vacation during major holidays

36% 129 INDEX SCORE
Difficult to take more than a few days of vacation at once

OUTDOOR EXPLORERS
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o While we are often thinking about our next trips, we don't begin planning and booking until a couple months before the trip.
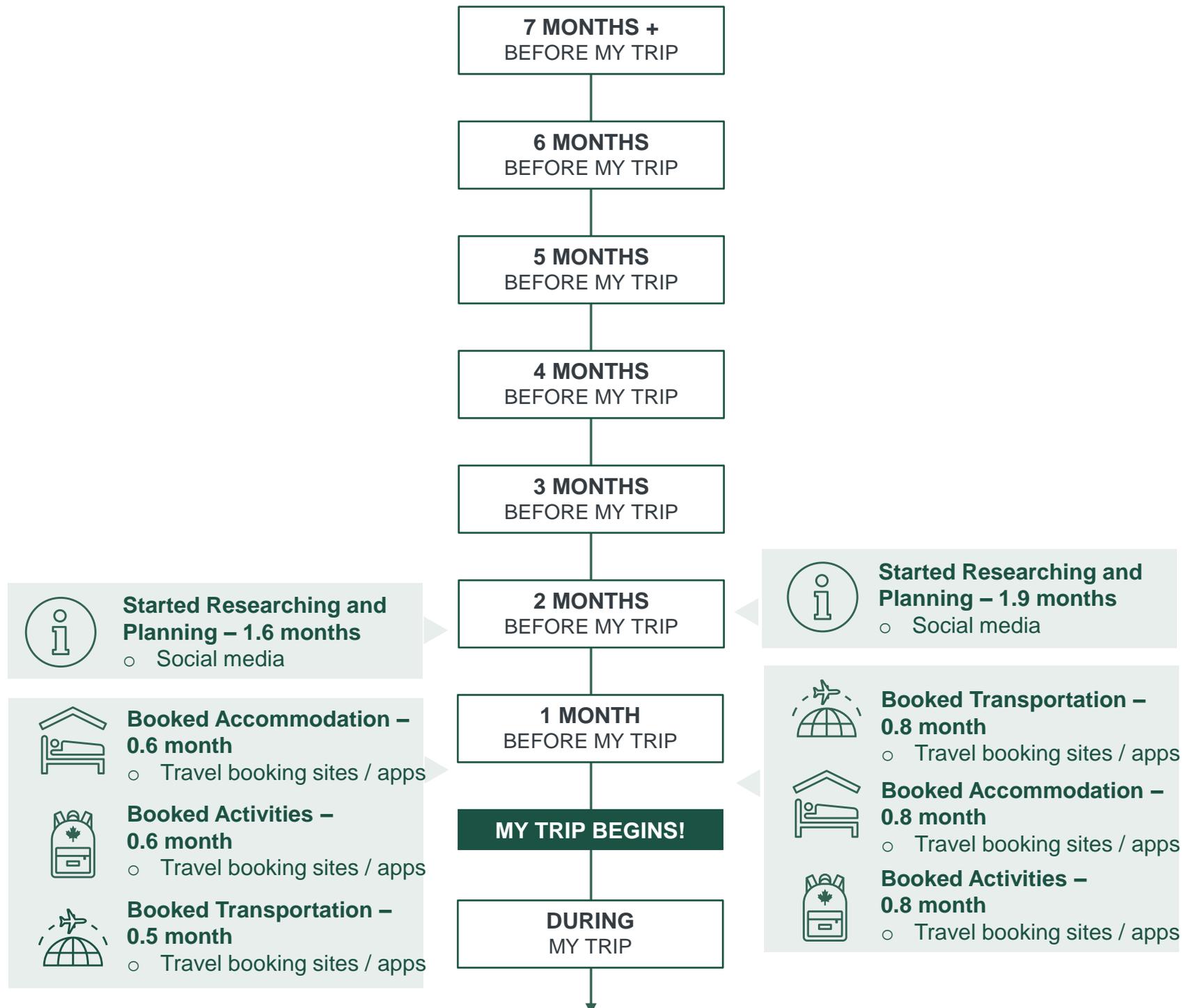
94%
Primary Trip Planner
105 INDEX SCORE

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

o **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 3–7 HOURS

FLIGHT OF 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 |

Started Researching and Planning – 1.6 months
o Social media

Booked Accommodation – 0.6 month
o Travel booking sites / apps

Booked Activities – 0.6 month
o Travel booking sites / apps

Booked Transportation – 0.5 month
o Travel booking sites / apps

Started Researching and Planning – 1.9 months
o Social media

Booked Transportation – 0.8 month
o Travel booking sites / apps

Booked Accommodation – 0.8 month
o Travel booking sites / apps

Booked Activities – 0.8 month
o Travel booking sites / apps

OUTDOOR EXPLORERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips are to luxury and outdoor destinations.

o We also take trips like Culture Seekers.

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

o **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 — SEGMENT ALIGNMENT

5% 87 INDEX SCORE   ● ● ● ● ●

TRIP TYPE	Luxury Resort		
COMPANIONS	Couple only		39%
	Alone		31%
TRIP EMOTIONAL MOTIVATIONS	Traditions	Security	Bonding
ACTIVITIES	Golfing		11%
	Explore lakes, rivers, or waterfalls		10%
	Mountain biking		8%
KEY BEHAVIOURS	Splurging for unique and unexplored experiences. Seeking hidden gems for a romantic getaway		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

6% 94 INDEX SCORE   ● ● ● ● ●

TRIP TYPE	Wildlife & Nature Reserve		
COMPANIONS	Alone		30%
	Couple only		25%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Traditions	Escape & Relax
ACTIVITIES	Outdoor hot tub or bath		12%
	Spas		12%
	Food tours		11%
KEY BEHAVIOURS	Lower budget, planning last minute. Seeking a comfortable climate and stunning landscapes		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

15% 167 INDEX SCORE   ● ● ● ○ ○

TRIP TYPE	Eco-Tourism Spot		
COMPANIONS	Couple only		29%
	Alone		24%
TRIP EMOTIONAL MOTIVATIONS	Simplicity	Bonding	Novel & Authentic
ACTIVITIES	Street cuisine		38%
	Local restaurants		31%
	Souvenir shopping		15%
KEY BEHAVIOURS	A trip focussed on quiet relaxation. Simplicity and security in the experience is important		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

26% 122 INDEX SCORE   ● ● ● ○ ○

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban centre		18%
	Cultural experience		15%
TRIP EMOTIONAL MOTIVATIONS	Escape & Relax	Simplicity	Novel & Authentic
ACTIVITIES	Local restaurants		24%
	Visiting famous shopping centres		14%
	Historical or archeological sites		13%
KEY BEHAVIOURS	A trendy destination picked for a festival or event, cultural experiences, and cuisine		

OUTDOOR EXPLORERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o We seek access to adventure, wildlife and nature, and if it is remote and less-explored, even better!

o We frequently travel domestically, and take international trips about once a year or more.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	40%	82	Thailand	3%	80
Japan	5%	65	Singapore	2%	80
France	3%	96	New Zealand	2%	141
Hong Kong	3%	79	Antarctica	2%	110
Australia	3%	103	Macao	2%	97

WHERE DO WE WANT TO GO

THAILAND DALIAN UNITED KINGDOM CANADA
MYANMAR SHENZHEN BRAZIL EGYPT
EUROPE DUBAI DALI AUSTRALIA LHASA ITALY XINJIANG
DENMARK XIAMEN LAS VEGAS QINGDAO GREAT WALL
SINGAPORE HONG KONG HAINAN SHANGHAI
BEIJING RUSSIA AFRICA CHINA HARBIN GERMANY MACAO
CHANGSHA HANGZHOU WUHAN NANJING CHONGQING XI'AN MALDIVES TIBET
UNITED STATES SANYA MALAYSIA GUILIN YUNNAN HAIKOU TAIWAN
SOUTH KOREA FRANCE NEW ZEALAND JAPAN

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Known for stunning natural landscapes	25%	111
Provide access to unique natural wonders	25%	110
Provides opportunities to view wildlife in its natural habitat	24%	137
Provides numerous opportunities for outdoor adventures	24%	148
Provides a remote, no-frills experience	21%	119
Offers options for adrenaline seekers	19%	145
Has packaged holiday / vacation offers	15%	116
Offers an eccentric and unique atmosphere	13%	111

OUTDOOR EXPLORERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o If we have been to Canada before, it is likely been more than once.

o We overindex on propensity to visit a number of regions, especially Atlantic provinces and the territories.

o For future trips to Canada we are thinking about major cities in Ontario, as well as Vancouver.
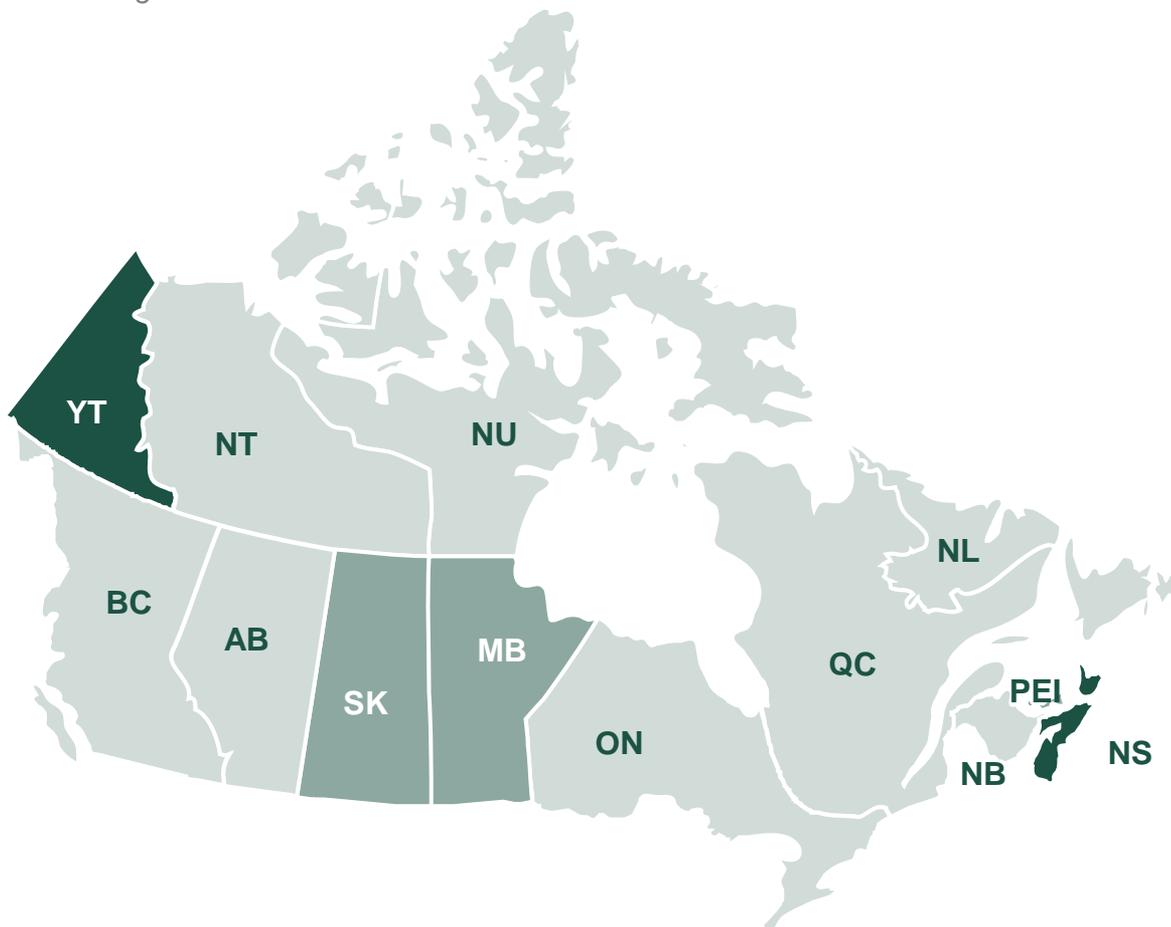
WHERE DO WE WANT TO GO IN CANADA

VANCOUVER NEWFOUNDLAND QUEBEC
MONTREAL CHARLOTTETOWN CALGARY CN TOWER SASKATOON
BAY OF FUNDY MAPLE LEAF FOREST BANFF
ARROWSMITH MOUNTAIN IQALUIT PRINCE EDWARD ISLAND WESTERN REGION
STANLEY PARK HALIFAX TORONTO REGINA WHISTLER YUKON
HOWE SOUND WINNIPEG
ALBERTA YELLOWKNIFE FREDERICTON EDMONTON
JUAN DE FUCA PROVINCIAL PARK TOWN OF BANFF VICTORIA FAIRMONT MANITOBA
NORTH-WEST REGION JASPER NATIONAL PARK
GRAND CANYON OF SAINT-ANNE
ONTARIO LAKE LOUISE NEW BRUNSWICK NIAGARA OTTAWA
ST. JOHN'S WHITEHORSE

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	2%	67
BC	6%	71
MB	16%	117
NB	8%	74
NL	20%	102
NS	13%	134
NT	13%	100
NU	12%	114
ON	17%	78
PEI	20%	122
QC	22%	101
SK	7%	123
YT	7%	142

OUTDOOR EXPLORERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

- Our travel to Canada to date has more likely been during Spring and Fall, but we also visit in the Summer.
- If we have not been to Canada before, our knowledge of it as a travel destination is quite low.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
OUTDOOR EXPLORERS	14%	38%	44%	21%
VS. TOTAL MARKET	14%	31%	46%	20%

23% Been to Canada in last 5 years
111 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
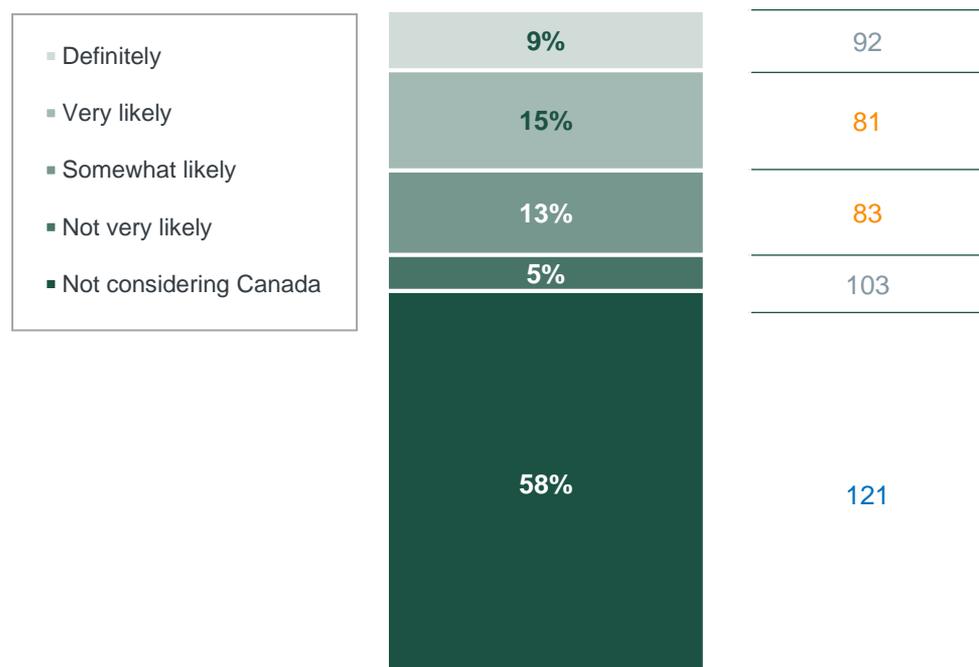
		INDEX
Definitely	9%	92
Very likely	15%	81
Somewhat likely	13%	83
Not very likely	5%	103
Not considering Canada	58%	121

FAMILIARITY WITH CANADA

		INDEX
Been To Canada Multiple Times	14%	130
Been To Canada Once	10%	82
I know a lot about travel in Canada	2%	106
I have researched it, but only superficially	7%	70
I have heard it, but never looked into it	27%	75
I have never heard about travel in Canada	41%	127

DESTINATION CANADA
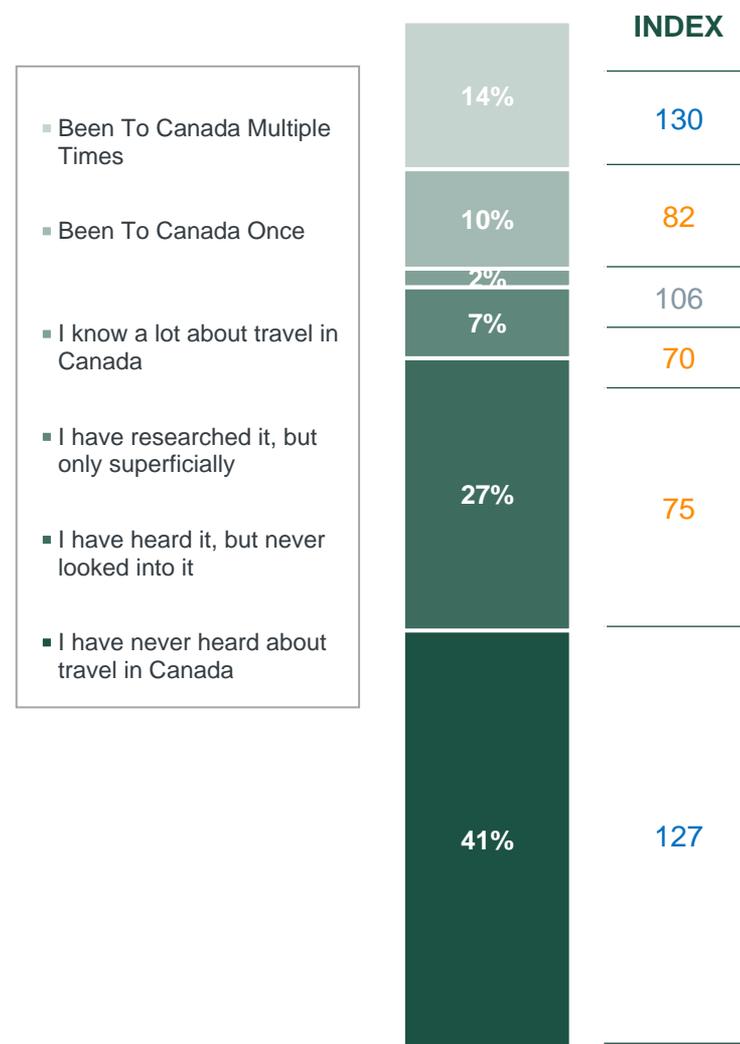
OUTDOOR EXPLORERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o Recent life events have included large purchases like a vehicle or perhaps a home.

o Beyond travel, our extra income is spent on experiences and our home.

MAJOR LIFE EVENTS IN LAST 5 YEARS

3%
Had a child
90 INDEX SCORE

13%
Started a new job / career
105 INDEX SCORE

18%
Bought a new home
95 INDEX SCORE

5%
Moved to a new city
108 INDEX SCORE

11%
Child started school
85 INDEX SCORE

32%
Purchased a car
76 INDEX SCORE

4%
Retired
90 INDEX SCORE

26%
Renovated house
75 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	86%	130
Experiences (e.g., concerts, events)	37%	133
Personal care and wellness	33%	66
Fashion and accessories	31%	80
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	30%	98
Savings and investments	25%	79

OUTDOOR EXPLORERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	29%	76
Sina News	26%	92
National Geographic	22%	94
Global Times	22%	94
Netease News	19%	80
Phoenix News	19%	101
Travel & Leisure	19%	80
Sohu News	17%	89
Traveler	17%	98
World Traveller	17%	97
Voyage	16%	120
China Daily	16%	84
Xinhua News	16%	75
Zhihu News	15%	93
The Paper (Pengpai)	14%	98
Southern Weekly	13%	118
Caixin Global	11%	115
Jiemian News	9%	119
Condé Nast Traveler	8%	135
Sanlian	7%	104

TOP SOCIAL PLATFORMS

	SCORE	INDEX
Douyin	66%	94
WeChat	65%	91
Xiaohongshu	41%	90
Weibo	39%	95
Kuaishou	31%	90

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	46%	89
fliggy.com	32%	99
ly.com	28%	104
Qunar	24%	88
Tuniu.com	22%	124
Mafengwo	13%	104
Skyscanner.com	4%	108

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

PSYCHOGRAPHICS – SUMMARY

24%

25.2M
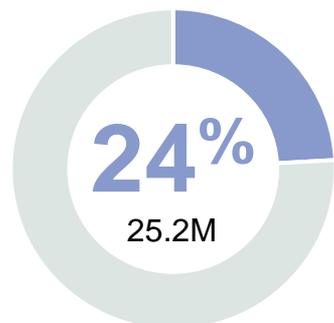
% OF CHINA POPULATION

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, sustainability and supporting the local economy.

2 We like the challenge of a new experience, and are not afraid of trying something different like unconventional accommodations.

3 We try to learn the basics of the language before we travel so we can connect with new people and learn something new.

4 Though we like to stay flexible, we also value the security travel agents and guided tours offer.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - China Market Average ——— Culture Seekers
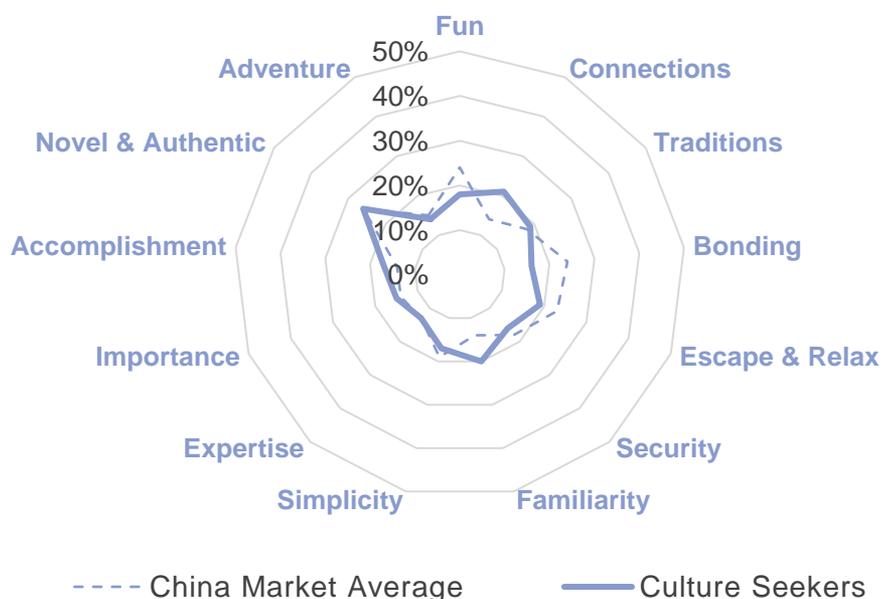
TRAVELLER RESPONSIBLE INDEX

112

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

CULTURE SEEKERS
OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

o We seek new places and like the challenge of exploring something unconventional.

o We like to become familiar with our surroundings by participating in local traditions.

o We select destinations that are open and accepting, which aligns with our carefree and flexible nature.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I learn the basics of a language before visiting a country / region	60%	113
I seek out destinations where I can explore my ancestral heritage	57%	108
I like natural attractions but I don't usually think they are the highlights of my trip	55%	140
I seek travel advice from travel agencies and agents	51%	113
I go where I want to go, no matter the hurdles	51%	107
I enjoy joining guided tours to explore new destinations	50%	111
I like to keep my travel plans flexible and often book on short notice	50%	117
I feel best on vacation when being highly active	47%	111
I completely disconnect from my work / home life while on holiday	45%	111
I'd be open to using AI-powered chatbots for travel planning and assistance	45%	103
I'm open to unconventional accommodations when travelling	43%	108
I tend to choose a destination to visit based off value for money	42%	116
I generally prefer to go back to the same destinations on holiday	40%	110

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To be familiar with my surroundings	23%	125
To feel connected with new people	21%	125
To create new, or take part in old, traditions	20%	115
To feel like I've accomplished something	17%	127
To feel like a local	17%	119
To push my limits and challenge myself	16%	114

DESIRED DESTINATION

	SCORE	INDEX
Accepting	26%	111
Carefree	25%	105
Open	23%	137
Caring	20%	116
Familiar	18%	112
Sociable	17%	114

CULTURE SEEKERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We represent a diverse age range and most of us do not have children living at home.
- We are working full-time or are self employed, and earn a medium to high income.

AGE

	SCORE	INDEX
18-34	**33%**	112
35-54	**34%**	87
55+	**33%**	104
MEAN YEARS	**45.0**	97

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	**21%**	99
>$3K to $6K	**67%**	108
More than $6K	**9%**	101
Refused	**3%**	79

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**70%**	91
Employed PT	**2%**	110
Self-employed	**8%**	109
Retired	**16%**	103

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	90
Secondary education	**19%**	107
Post-secondary education	**81%**	94

80%
118 Have a valid passport

GENDER

52% 101 Male

48% 99 Female

0% Non-binary / Other

HOUSEHOLD

39% 92 Children <18 Living At Home*

12% 86 Children 18+ Living At Home*

21% 111 Children NOT Living At Home*

40% 106 No Children

* Option is not exclusive

CHINA CITY BREAKOUT

	SCORE	INDEX		SCORE	INDEX
Shanghai	**22%**	89	Suzhou	**7%**	115
Beijing	**13%**	122	Qingdao	**7%**	106
Shenzhen	**12%**	92	Hangzhou	**5%**	98
Guangzhou	**12%**	104	Chengdu	**5%**	95
Nanjing	**7%**	105	Xi'an	**4%**	84
Shenyang	**7%**	101			

CULTURE SEEKERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: NON-GROUP

109

TRAVEL TRADE INDEX: GROUP
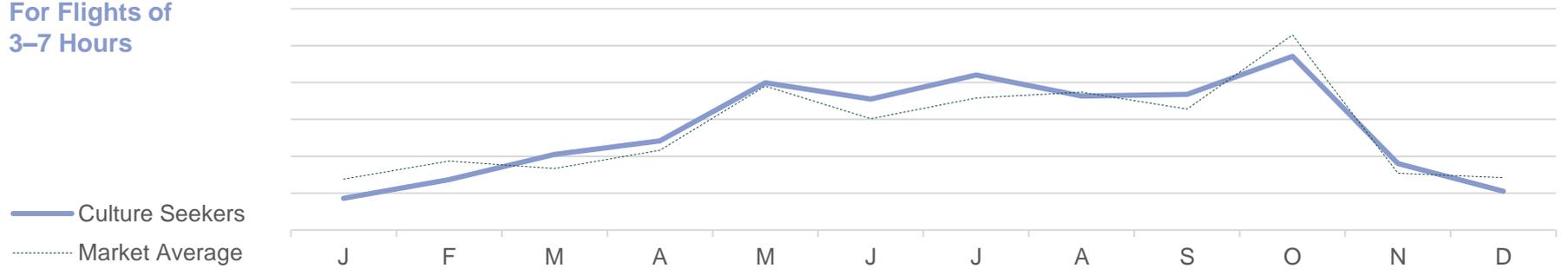
108

! KEY terminology on this page

o **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).

o **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 3–7 Hours

—— Culture Seekers
········ Market Average

J F M A M J J A S O N D

For Flights of 7+ Hours

—— Culture Seekers
········ Market Average

J F M A M J J A S O N D

TRIP DURATION

		INDEX
1-2 Days	46%	89
3-5 Days	35%	92
1 Week Holiday	18%	95
2 Weeks Holiday	11%	108
3 Weeks Or More	11%	112

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	40%	86
International Leisure	18%	99
Business Trip	21%	105
Added Personal To Business	15%	102
Worked During Vacation	18%	101

Incidence is frequency of 2+ times per year

CULTURE SEEKERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	34%	101
Premium Hotel	31%	98
Budget Hotel	15%	100
Vacation Rental (e.g., Airbnb, Vrbo)	15%	87
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	12%	87
High-end / Luxury Hotel	12%	93

THOUGHTS ON INDIGENOUS TRAVEL

63%
115 INDEX SCORE

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

11%
98 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	70%	109
You only ever get to know a country by experiencing its culture	57%	96
I like to explore places that are off the beaten path and less explored	45%	110
I'm willing to put in the effort while travelling in order to see lesser-known places	44%	103
I'm open to visiting destinations with challenging climates or weather conditions	41%	114
I'm open to travelling to destinations with limited tourist infrastructure	40%	111

CULTURE SEEKERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

o We are frequent solo travellers, also travel with our partner.
o We sometimes splurge on an experience or unique accommodation.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	53%	76
Solo	28%	130
Kids	19%	85
Friends	13%	103
Adult relatives	9%	84

BUDGET

AVERAGE SPEND MID-HAUL

$4,160
104
INDEX SCORE

AVERAGE SPEND LONG-HAUL

$6,100
95
INDEX SCORE

SPEND STYLE
Premium to High-end Luxury

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	74%	123
I consider the impact that I personally have on the destinations I visit	67%	119
Hearing from underrepresented communities is an important part of travelling	62%	121
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	61%	102
It's important for me to know that the money I spend will support the local economy I'm visiting	57%	115

90%
PRIORITIZE SUSTAINABLE TRAVEL
106 INDEX SCORE

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

o **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

o We explore and immerse in destinations through food and local festivals.

o For some trips we enjoy nightlife or may engage in some causal sports.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Local cuisine	40%	95
o Street cuisine	25%	90
o Local restaurants	23%	90
o Cafes or bakeries	10%	96
Cultural experiences or attractions	37%	97
o Immersive cultural experiences	13%	97
o Observing architecture	12%	93
Festivals and events	25%	126
o Cultural or traditional festivals	12%	114
o Music concerts or festivals	11%	116
Nightlife	12%	104
o Bars and pubs	8%	104
o Clubs and dancing	5%	105
Casual sports	22%	129
o Casual biking	11%	107
o Road cycling	7%	131
Family-focused attractions	22%	89
Shopping	23%	96
Nature experiences	20%	71
Health and wellness	17%	80
Overnight experiences	16%	77
Winter-based sports	10%	105
Guided tours	10%	79

CULTURE SEEKERS
OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 3–7 HOURS		TRIPS OF FLIGHTS OF 7+ HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	60%	94	55%	89
To spend time with family	47%	88	35%	85
For a romantic getaway	23%	97	24%	94
To learn through other cultures	37%	129	37%	115
To have memories from top travel spots	22%	112	37%	114
To escape from routine	14%	87	10%	91
To be pampered	14%	95	15%	110
To check off dream travel places	18%	122	23%	129
To seek solitude and isolation	13%	110	16%	116

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	46%	81	27%	80
Family / friends wanted to go	34%	94	15%	77
Festival or event	34%	121	34%	111
Special event (e.g., wedding, reunion)	24%	104	19%	95
Kids wanted to go	22%	86	14%	84
Work dictates destinations	19%	139	20%	115

33% 87 INDEX SCORE

Travel aligns with children's school schedule

52% 92 INDEX SCORE

Take time off for vacation during major holidays

31% 105 INDEX SCORE

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

CULTURE SEEKERS

OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o We are generally planning within 2 months of a trip, and book through travel booking sites / apps.
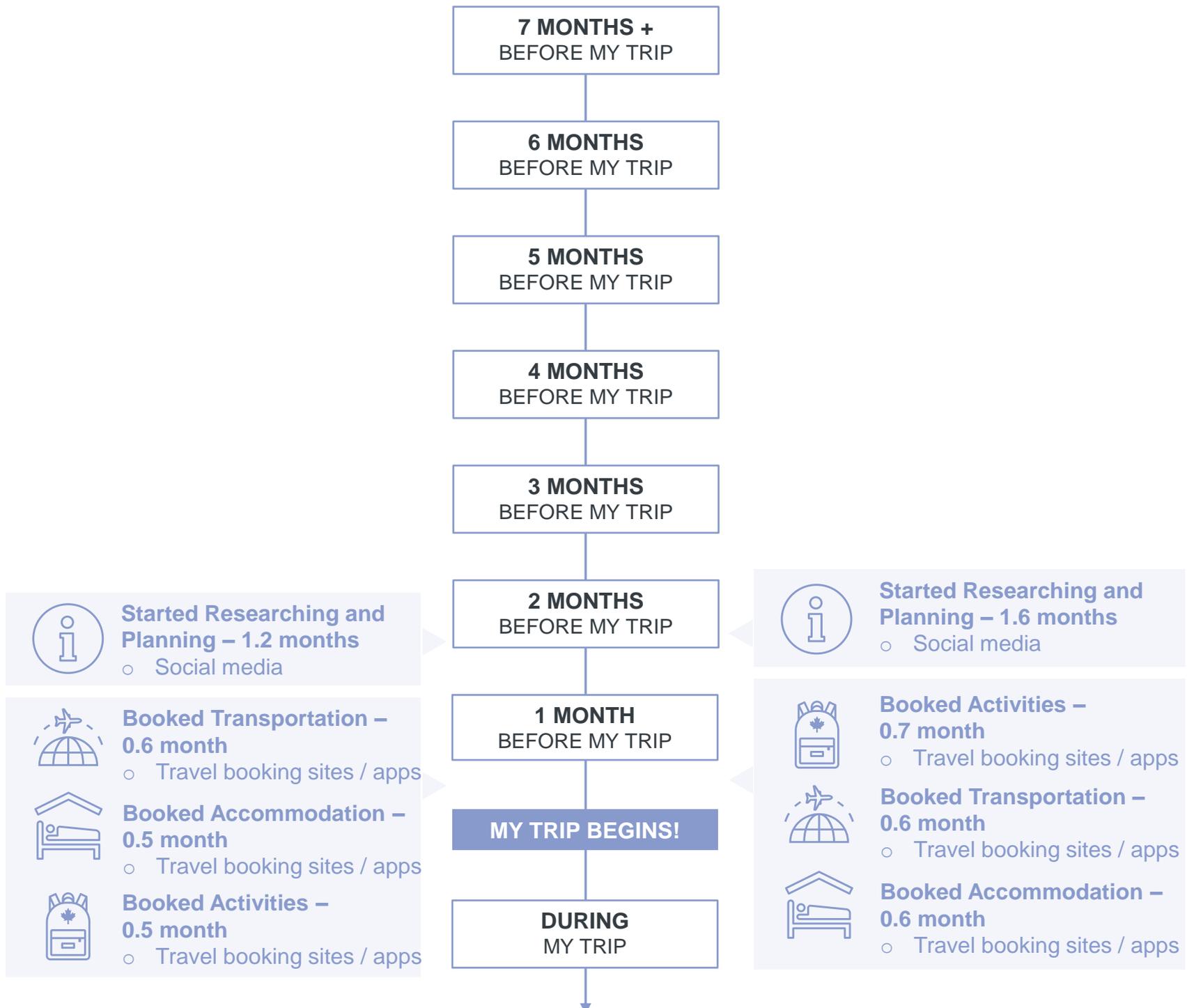
95%

Primary Trip Planner

111
INDEX SCORE

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

o **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 3–7 HOURS		FLIGHT OF 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	
Started Researching and Planning – 1.2 months o Social media	**2 MONTHS** BEFORE MY TRIP	**Started Researching and Planning – 1.6 months** o Social media
Booked Transportation – 0.6 month o Travel booking sites / apps	**1 MONTH** BEFORE MY TRIP	**Booked Activities – 0.7 month** o Travel booking sites / apps
Booked Accommodation – 0.5 month o Travel booking sites / apps	**MY TRIP BEGINS!**	**Booked Transportation – 0.6 month** o Travel booking sites / apps
Booked Activities – 0.5 month o Travel booking sites / apps	**DURING** MY TRIP	**Booked Accommodation – 0.6 month** o Travel booking sites / apps

CULTURE SEEKERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips enjoy the culture, food, music, and shopping of a destination.
o We also take trips like Outdoor Explorers or Refined Globetrotters.

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

o **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 — SEGMENT ALIGNMENT

28% 125 INDEX SCORE ● ● ● ● ●

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban centre	**18%**	
	Cultural experience	**15%**	
TRIP EMOTIONAL MOTIVATIONS	Escape & Relax	Simplicity	Novel & Authentic
ACTIVITIES	Street cuisine		**23%**
	Historical or archeological sites		**13%**
	Visiting nature parks or preserves		**7%**
KEY BEHAVIOURS	Planning more last minute. All about relaxation, having the best culinary experiences and sightseeing		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

13% 130 INDEX SCORE ● ● ● ● ●

TRIP TYPE	Cultural Experience		
COMPANIONS	Couple only	**32%**	
	Alone	**32%**	
TRIP EMOTIONAL MOTIVATIONS	Simplicity	Escape & Relax	Familiarity
ACTIVITIES	Local restaurants		**38%**
	Historical or archeological sites		**25%**
	Immersive cultural experiences		**20%**
KEY BEHAVIOURS	Focussed on learning something new and exploring the local culture		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

6% 97 INDEX SCORE ● ● ● ○ ○

TRIP TYPE	Mountain Retreat		
COMPANIONS	Couple only	**37%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Familiarity	Simplicity
ACTIVITIES	See or explore mountains		**17%**
	Souvenir shopping		**11%**
	Explore wilderness		**7%**
KEY BEHAVIOURS	Seeking a peaceful and remote destination with access to nature and mountains		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

19% 158 INDEX SCORE ● ● ○ ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple only	**46%**	
	Nuclear family with kids	**23%**	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Novel & Authentic	Fun
ACTIVITIES	Local restaurants		**71%**
	Street cuisine		**59%**
	Visiting famous shopping centres		**47%**
KEY BEHAVIOURS	Couples trip to explore famous shopping and luxury dining in a new vibrant city		

CULTURE SEEKERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o We seek rich culture and heritage, with attractions, festivals and events to explore.

o We travel domestically, but take regular international trips for both business and leisure.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	45%	90	Singapore	3%	114
Japan	7%	99	South Korea	3%	117
Hong Kong	5%	99	Canada	3%	134
Thailand	4%	108	France	3%	87
Australia	3%	117	Antarctica	3%	125

WHERE DO WE WANT TO GO

THAILAND KAIFENG QUANZHOU GERMANY MOGANSHAN PUERTO RICO UNITED STATES
SWITZERLAND QINGHAI XISHUANGBANNA MALAYSIA CHONGQING TAHITI MALDIVES
CANADA YUNNAN PHOENIX MOUNTAINS SUZHOU GARDENS VIETNAM FRANCE
INDONESIA TAIWAN SHUOYANG, GUANGXI CHINA UNITED KINGDOM
TIBET ITALY SPAIN LAOJUN MOUNTAIN WUZHEN HONG KONG
RUSSIA NEW ZEALAND JIANGXI SICHUAN SINGAPORE
JAPAN MACAO LINJIANG AUSTRALIA HUNAN MYANMAR KUNZHOU KUNMING YUNTAI MOUNTAIN SOUTH KOREA WEST LAKE

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is inclusive and tolerant	28%	138
Provides a variety of local festivals and events	25%	139
Offers an energetic and dynamic cultural scene	25%	120
Has a thriving arts and music scene	22%	146
Has a variety of museums and / or historical sites	21%	107
Has vibrant nightlife and entertainment	18%	127
Provides a bustling and vibrant city vibe	16%	108
Offers an eccentric and unique atmosphere	16%	128

CULTURE SEEKERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o Many of us have never visited Canada, and if we have, it was only one time.

o We overindex on propensity to visit a number of regions, especially Atlantic provinces and the territories.

o A future visit could include major cities in Ontario or Vancouver.

WHERE DO WE WANT TO GO IN CANADA

VANCOUVER MANITOBA QUEBEC
CAPILANO SUSPENSION BRIDGE PARK
STANLEY PARK CALGARY ROCKY MOUNTAINS
ATHABASCA FALLS
GREAT SLAVE LAKE EDMONTON YUKON
ALBERTA TORONTO NEWFOUNDLAND AND LABRADOR
BEACH NORTHWEST REGIONS
BANFF CANADIAN SUBURBS VICTORIA WHISTLER MONTREAL
FOREST GARDEN
ONTARIO CHINATOWN NIAGARA OTTAWA
OLD QUEBEC

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
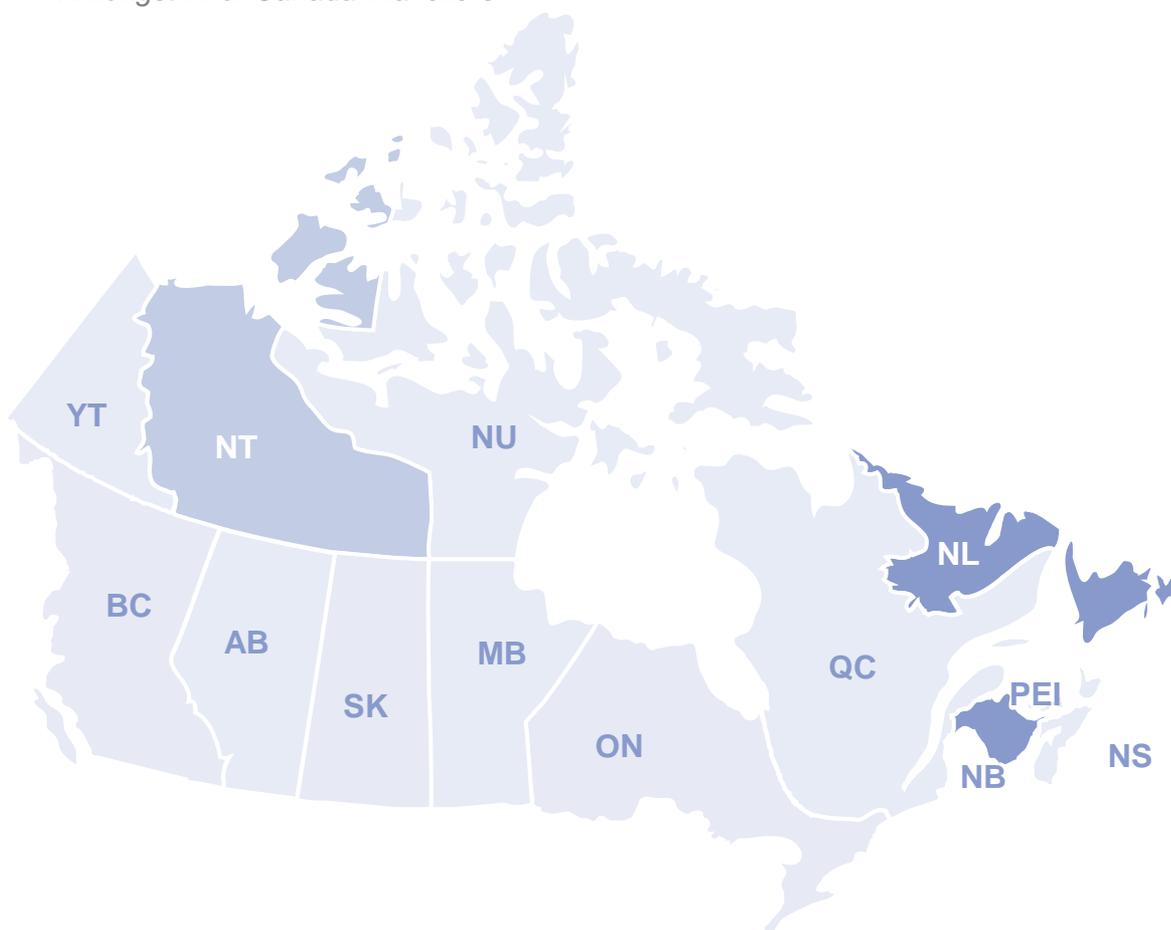
PROVINCES	%	INDEX
AB	7%	105
BC	22%	114
MB	10%	90
NB	15%	135
NL	23%	128
NS	9%	85
NT	16%	119
NU	10%	107
ON	20%	86
PEI	16%	99
QC	11%	76
SK	5%	100
YT	1%	84

CULTURE SEEKERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o Most travel to Canada has been during the spring and summer months.

o Overall, our knowledge of Canada as a travel destination has an opportunity to grow, but we show interest in visiting in the future.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
CULTURE SEEKERS	**14%**	**29%**	**49%**	**22%**
VS. TOTAL MARKET	14%	31%	46%	20%

19% Been to Canada in last 5 years
95 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
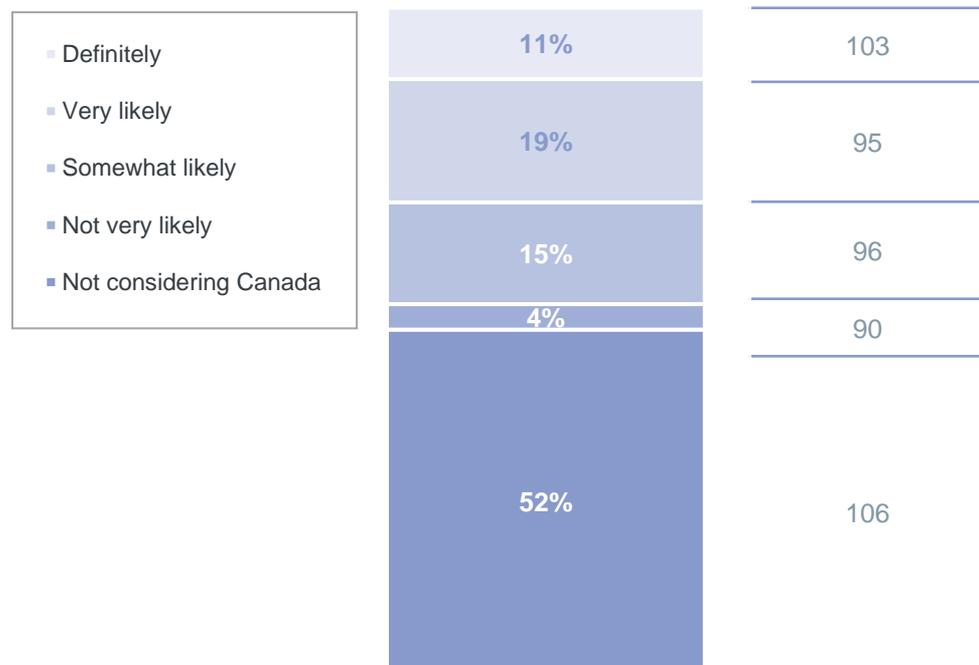
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

	INDEX
11%	103
19%	95
15%	96
4%	90
52%	106

FAMILIARITY WITH CANADA

- Been To Canada Multiple Times
- Been To Canada Once
- I know a lot about travel in Canada
- I have researched it, but only superficially
- I have heard it, but never looked into it
- I have never heard about travel in Canada

	INDEX
10%	99
11%	91
2%	121
11%	99
34%	94
32%	107
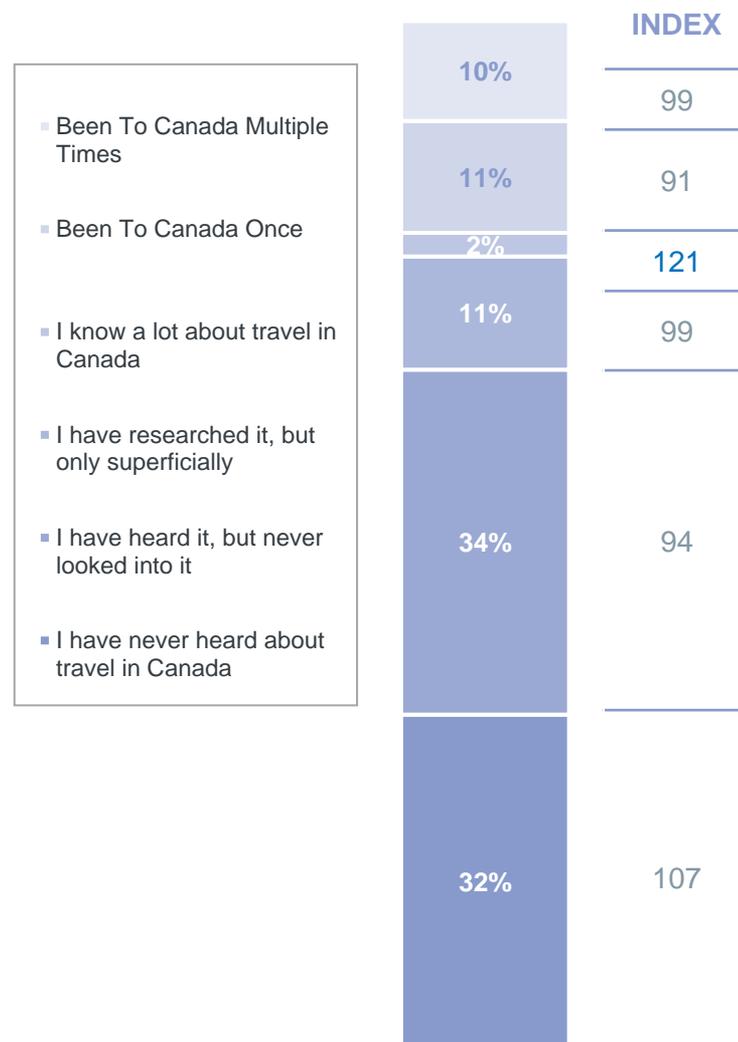
CULTURE SEEKERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

○ In the last 5 years, we have purchased a new car and invested in home renovations.

○ Those of us who are parents may have had a child start school.

MAJOR LIFE EVENTS IN LAST 5 YEARS

5%
Had a child
97 INDEX SCORE

13%
Started a new job / career
107 INDEX SCORE

19%
Bought a new home
96 INDEX SCORE

6%
Moved to a new city
122 INDEX SCORE

16%
Child started school
93 INDEX SCORE

36%
Purchased a car
87 INDEX SCORE

5%
Retired
101 INDEX SCORE

31%
Renovated house
94 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**77%**	103
Personal care and wellness	**38%**	85
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	**35%**	127
Fashion and accessories	**35%**	94
Experiences (e.g., concerts, events)	**32%**	113
Savings and investments	**28%**	86

CULTURE SEEKERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	**36%**	96
Xinhua News	**25%**	117
Netease News	**25%**	102
Sina News	**24%**	88
National Geographic	**24%**	102
Travel & Leisure	**24%**	99
China Daily	**20%**	104
Global Times	**19%**	83
Sohu News	**18%**	93
Zhihu News	**18%**	108
World Traveller	**17%**	97
The Paper (Pengpai)	**17%**	120
Phoenix News	**16%**	87
Traveler	**16%**	94
Voyage	**14%**	101
Southern Weekly	**12%**	103
Jiemian News	**10%**	136
Caixin Global	**10%**	106
Condé Nast Traveler	**8%**	125
Sanlian	**8%**	119

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WeChat	**69%**	96
Douyin	**69%**	98
Xiaohongshu	**45%**	99
Weibo	**40%**	99
Kuaishou	**32%**	93

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	**49%**	94
Qunar	**32%**	114
fliggy.com	**33%**	102
ly.com	**26%**	97
Tuniu.com	**18%**	101
Mafengwo	**12%**	95
Skyscanner.com	**4%**	119

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
PSYCHOGRAPHICS – SUMMARY

16%

17.2M
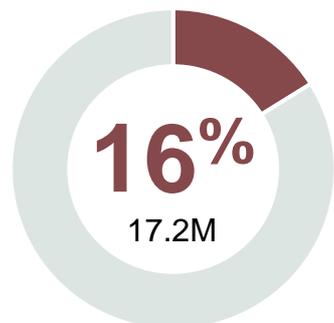
% OF CHINA POPULATION

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 off our list.

We immerse ourselves in history, museums, and seek to learn something new from the cultures we experience. Our choice of the best destinations and attractions ensures safe, reliable, and welcoming experiences.

WHAT YOU NEED TO KNOW ABOUT ME

1 Travel is our #1 spending priority.

2 We are looking for world-class and curated experiences in all aspects from dining and shopping to accommodation.

3 Social media and technology feature in our travel, including inspiration from influencers, apps for planning, and sharing our experiences with friends.

4 Being open to new perspectives and learning about new cultures is important part of our travels.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - China Market Average —— Refined Globetrotters

TRAVELLER RESPONSIBLE INDEX

120

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

131

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

o We seek discovery through experiences, and want to come back from travel with a new perspective.

o Feeling confident that our destinations are safe and reliable are a needed comfort.

o Joining tours and working with travel agents ensures a smooth, enlightening travel experience.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
Exploring the world through travel is an important milestone of growing up	83%	129
I'm passionate about travelling	78%	119
I like to come back from travels having learnt something new	76%	124
Luxury experiences are an important part of travel	76%	138
When there's a lot of positive buzz about a destination it makes me want to visit it more	73%	137
I love posting my trips on social media to share with friends	72%	122
When traveling, I expect 24 / 7 support from a travel provider	70%	134
I tend to not think about my budget too much when travelling	67%	129
I prefer booking flights and accommodations well in advance	66%	131
I make sure to visit the "famous" sites wherever I go	63%	132
I seek travel advice from travel agencies and agents	60%	138
I seek out fine dining experiences and gourmet cuisine when I travel	59%	134
I enjoy joining guided tours to explore new destinations	53%	123

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To share quality time with others	39%	117
To just enjoy myself and have fun	36%	110
To explore and discover new things / places	35%	118
To have authentic experiences	35%	125
To feel safe and secure	28%	121
To open my mind to new perspectives	27%	116

DESIRED DESTINATION

	SCORE	INDEX
Charming	36%	141
Reliable	33%	121
Authentic	30%	133
Luxurious	28%	145
World-Class	26%	142
Exclusive	19%	135

REFINED GLOBETROTTERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

o We are employed full time, and some of us are retired.
o We have medium-high incomes or are comfortable in retirement.
o If we are parents, our kids are entering their teen years, or perhaps not living with us any longer.

87%
134 Have a valid passport

GENDER

49% 82 Male

52% 118 Female

0% Non-binary / Other

AGE

	SCORE	INDEX
18-34	**25%**	80
35-54	**42%**	111
55+	**33%**	103
MEAN YEARS	**46.8**	113

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	**10%**	53
>$3K to $6K	**70%**	131
More than $6K	**16%**	147
Refused	**4%**	107

* HH Income reported by month

HOUSEHOLD

46% 101 Children <18 Living At Home*

15% 107 Children 18+ Living At Home*

22% 116 Children NOT Living At Home*

32% 90 No Children

* Option is not exclusive

EMPLOYMENT

	SCORE	INDEX
Employed FT	**75%**	108
Employed PT	**1%**	69
Self-employed	**6%**	83
Retired	**17%**	107

EDUCATION

	SCORE	INDEX
Primary education or less	**1%**	157
Secondary education	**17%**	99
Post-secondary education	**82%**	97

CHINA CITY BREAKOUT

	SCORE	INDEX			SCORE	INDEX
Shanghai	**25%**	105		Nanjing	**6%**	82
Shenzhen	**15%**	115		Qingdao	**6%**	101
Guangzhou	**10%**	94		Chengdu	**6%**	108
Beijing	**8%**	65		Hangzhou	**5%**	105
Shenyang	**7%**	102		Xi'an	**5%**	93
Suzhou	**7%**	113				

REFINED GLOBETROTTERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

139

TRAVEL TRADE INDEX: **GROUP**

113

> ⓘ **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 3–7 Hours

— Refined Globetrotters
····· Market Average

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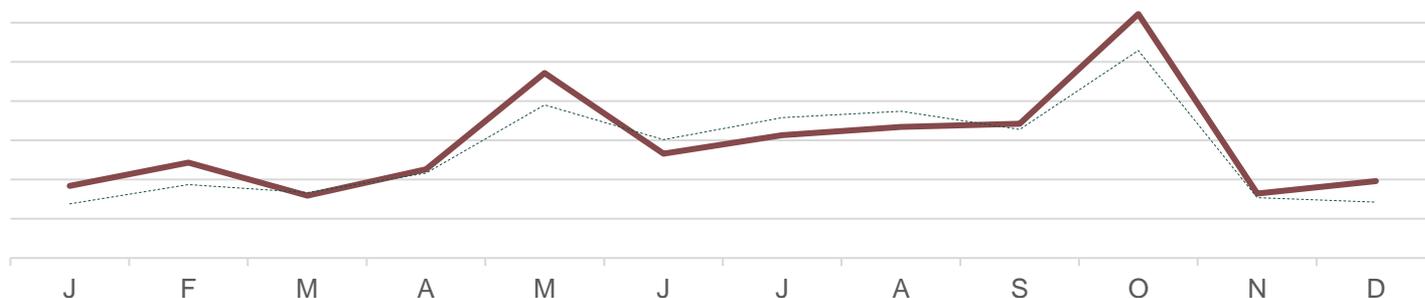
For Flights of 7+ Hours

— Refined Globetrotters
····· Market Average

J F M A M J J A S O N D
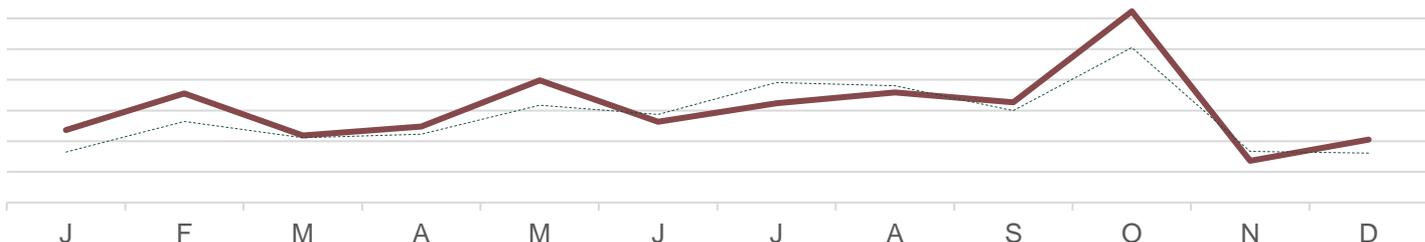
🧳 TRIP DURATION

		INDEX
1-2 Days	52%	101
3-5 Days	47%	129
1 Week Holiday	28%	137
2 Weeks Holiday	12%	116
3 Weeks Or More	8%	94

Incidence is frequency of 2+ times per year

📍 TRIP TYPE

		INDEX
Domestic Leisure	56%	122
International Leisure	27%	136
Business Trip	22%	108
Added Personal To Business	16%	109
Worked During Vacation	20%	109

Incidence is frequency of 2+ times per year

REFINED GLOBETROTTERS
OUR BEHAVIOURS – MORE TRAVEL HABITS
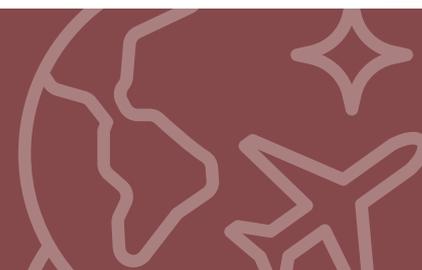
TYPICAL ACCOMMODATION

	SCORE	INDEX
Premium Hotel	45%	144
Mid-priced Hotel	27%	77
High-end / Luxury Hotel	21%	143
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	17%	122
Vacation Rental (e.g., Airbnb, Vrbo)	14%	81
Bed & Breakfast	13%	108

THOUGHTS ON INDIGENOUS TRAVEL

62%
114 INDEX SCORE

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

18%
129 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%	127
You only ever get to know a country by experiencing its culture	69%	138
I'm willing to put in the effort while travelling in order to see lesser-known places	38%	89
I'm open to visiting destinations with challenging climates or weather conditions	28%	80
I'm open to travelling to destinations with limited tourist infrastructure	27%	82
I like to explore places that are off the beaten path and less explored	27%	77

REFINED GLOBETROTTERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

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

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**75%**	120
Kids	**28%**	96
Adult relatives	**13%**	103
Solo	**12%**	85
Friends	**10%**	86

BUDGET

AVERAGE SPEND (ALL TRIPS)

$5,340

133
INDEX SCORE

SPEND STYLE
High-end luxury

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	**70%**	114
I consider the impact that I personally have on the destinations I visit	**67%**	118
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**65%**	117
It's important for me to know that the money I spend will support the local economy I'm visiting	**59%**	122
Hearing from underrepresented communities is an important part of travelling	**54%**	104

93%
PRIORITIZE SUSTAINABLE TRAVEL

115 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
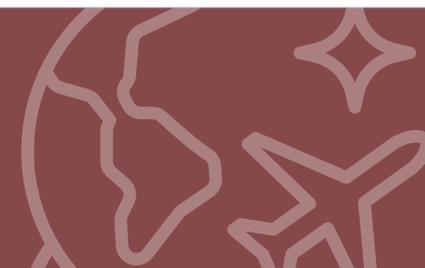
OVERALL INSIGHT

o Local and luxury in both cuisine and shopping are a priority.
o We like to explore historical sites and local culture, and enjoy unique overnight experiences.

TOP DESIRED TRAVEL ACTIVITIES

		SCORE	INDEX
Local cuisine		60%	122
o	Street cuisine	44%	116
o	Local restaurants	42%	121
o	Luxury dining	28%	146
Cultural experiences or attractions		52%	128
o	Historical or archeological sites	30%	128
o	Museums	24%	120
Nature experiences		39%	112
o	Oceanside beaches	21%	116
o	Visiting nature parks or preserves	19%	111
Shopping		35%	122
o	Visiting famous shopping centres or areas	25%	123
o	Luxury shopping	20%	149
Overnight experiences		26%	148
o	Staying at resort or cabin in nature	14%	134
o	Staying at bed & breakfast	14%	143
Family-focused attractions		32%	101
Health and wellness		24%	118
Casual sports		18%	68
Guided tours		17%	122
Festivals and events		15%	81
Nightlife		9%	94
Winter-based sports		9%	90

REFINED GLOBETROTTERS
OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 3–7 HOURS		TRIPS OF FLIGHTS OF 7+ HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	71%	115	74%	134
To spend time with family	63%	115	60%	116
To learn through other cultures	29%	101	38%	119
For a romantic getaway	31%	139	33%	118
To have memories from top travel spots	23%	120	33%	107
To have fun with friends	14%	88	5%	81
To check off dream travel places	9%	70	10%	83
To learn about your own history or ancestry	7%	87	9%	85
For personal reflection and growth	6%	80	8%	88

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	68%	124	63%	117
Family / friends wanted to go	32%	91	21%	95
Kids wanted to go	37%	102	35%	104
Festival or event	28%	99	33%	108
Special event (e.g., wedding, reunion)	21%	85	20%	99
Visiting friends / family	15%	74	11%	84

37% 98 INDEX SCORE
Travel aligns with children's school schedule

66% 131 INDEX SCORE
Take time off for vacation during major holidays

26% 81 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 just a couple of months ahead, and plan with travel booking sites or social media.

96%
Primary Trip Planner

115
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 **3–7 HOURS**		FLIGHT OF **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

Started Researching and Planning – 1.7 months
○ Social media

Started Researching and Planning – 0.9 month
○ Travel booking sites / apps

Booked Transportation – 0.6 month
○ Travel booking sites / apps

1 MONTH
BEFORE MY TRIP

Booked Accommodation – 1.1 months
○ Travel booking sites / apps

Booked Accommodation – 0.6 month
○ Travel booking sites / apps

MY TRIP BEGINS!

Booked Transportation – 1 month
○ Travel booking sites / apps

Booked Activities – 0.6 month
○ Travel booking sites / apps

DURING
MY TRIP

Booked Activities – 1 month
○ Travel booking sites / apps

REFINED GLOBETROTTERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips explore world renowned destinations and attractions.
o We also take trips like Outdoor Explorers or Culture Seekers

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

o **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   SEGMENT ALIGNMENT

14% 128 INDEX SCORE   ● ● ● ● ●

TRIP TYPE	Cultural Experience		
COMPANIONS	Couple only		36%
	Nuclear family with kids		25%
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Escape & Relax
ACTIVITIES	Local restaurants		48%
	Historical or archeological sites		33%
	Museums		27%
KEY BEHAVIOURS	Seeking authentic experiences. Visiting a unique destination and spending on experiences		

% OF TOTAL TRIPS   SEGMENT ALIGNMENT

24% 165 INDEX SCORE   ● ● ● ● ●

TRIP TYPE	Urban Centre		
COMPANIONS	Couple only		46%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Novel & Authentic	Fun
ACTIVITIES	Local restaurants		71%
	Street cuisine		59%
	Luxury dining		36%
KEY BEHAVIOURS	All about luxury culinary and accommodations in a vibrant city		

% OF TOTAL TRIPS   SEGMENT ALIGNMENT

7% 102 INDEX SCORE   ● ● ● ○ ○

TRIP TYPE	Island Getaway		
COMPANIONS	Nuclear family with kids		30%
	Alone		28%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Adventure
ACTIVITIES	Street cuisine		29%
	Nature walks		18%
	Oceanside beaches		15%
KEY BEHAVIOURS	Feeling adventure by escaping to a remote destination for fun and relaxation		

### % OF TOTAL TRIPS   SEGMENT ALIGNMENT

7% 100 INDEX SCORE   ● ● ● ○ ○

TRIP TYPE	Historical Site		
COMPANIONS	Couple only		43%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Novel & Authentic
ACTIVITIES	Historical or archeological sites		31%
	Local restaurants		22%
	Observing architecture		13%
KEY BEHAVIOURS	Selecting friendly and passionate destinations with architecture and history to explore		

REFINED GLOBETROTTERS
OUR BEHAVIOURS – WHERE WE GO
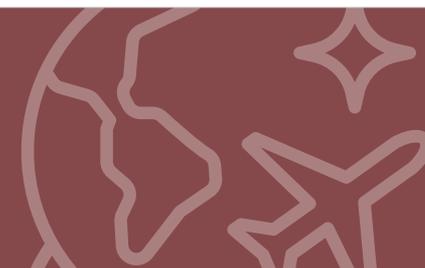
OVERALL INSIGHT

○ We enjoy exploring well-known and luxury destinations, with access to nature, through curated experiences.

○ Though we travel domestically, we often travel internationally.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	40%	81	Australia	4%	124
Japan	10%	143	South Korea	3%	119
France	5%	129	Singapore	3%	103
Hong Kong	5%	99	Maldives	3%	141
Thailand	5%	120	Malaysia	3%	143

WHERE DO WE WANT TO GO

SOUTH KOREA AFRICA GANSU CANADA LONDON SAUDI ARABIA JAPAN
HONG KONG AUSTRIA ARCTIC INDONESIA SWITZERLAND BELGIUM ICELAND BEJING
TURKEY NEW ZEALAND EUROPE
MALAYSIA FINLAND DUBAI ENGLAND
GERMANY SHANGHAI CHINA BRAZIL NORWAY
TIBET INDIA ITALY BALI QINGDAO SPAIN AUSTRALIA
CAMBODIA INNER MONGOLIA UGANDA LHASA
UNITED STATES NANJING MALDIVES CUBA GREECE SWEDEN
RUSSIA
THAILAND EGYPT SINGAPORE FRANCE
YUNNAN

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has a rich cultural and historical heritage	37%	133
Renowned for food and drink experiences	35%	132
Has famous attractions	31%	124
Has luxury dining, shopping, and accommodations	30%	147
Has a variety of museums and / or historical sites	28%	131
Offers all-inclusive resort packages	20%	147
Is a trendy destination	19%	120
Has packaged holiday / vacation offers	16%	127

REFINED GLOBETROTTERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

○ We have likely visited Canada before, perhaps more than once.

○ Overall we have visited a variety of destinations in Canada, with affinity for Ontario, Quebec, and British Columbia.

WHERE DO WE WANT TO GO IN CANADA

VANCOUVER BANFF BAY OF FUNDY NIAGARA
PRINCE EDWARD ISLAND VICTORIA BRITISH COLUMBIA QUEBEC CITY
MANITOBA HORSESHOE FALLS ALGONQUIN PROVINCIAL PARK HISTORY MUSEUM STANLEY PARK
NORTHWEST REGION TORONTO ONTARIO
CALGARY THEME PARK HALIFAX ALBERTA
WINNIPEG MONTREAL BEACH ROCKY MOUNTAINS EDMONTON
WINDSOR
OTTAWA NEWFOUNDLAND QUEBEC

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
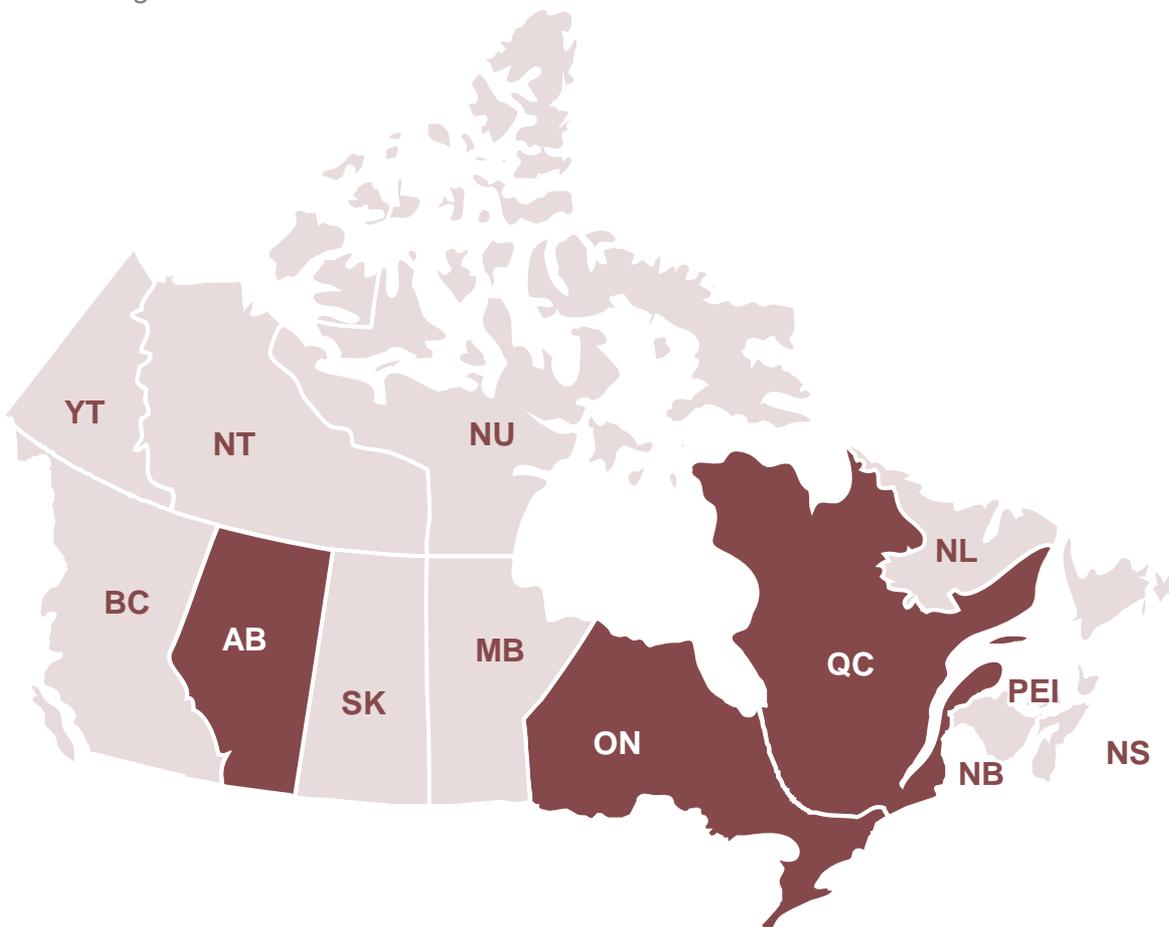
PROVINCES	%	INDEX
AB	10%	129
BC	22%	114
MB	11%	94
NB	10%	92
NL	14%	55
NS	10%	102
NT	11%	78
NU	3%	82
ON	41%	136
PEI	14%	89
QC	36%	133
SK	5%	102
YT	0%	69

REFINED GLOBETROTTERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o We are most likely to have visited during the summer months.

o Overall we have some knowledge of Canada, and are likely to consider a trip in the future.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
REFINED GLOBETROTTERS	14%	27%	54%	13%
VS. TOTAL MARKET	14%	31%	46%	20%

24% Been to Canada in last 5 years
118 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
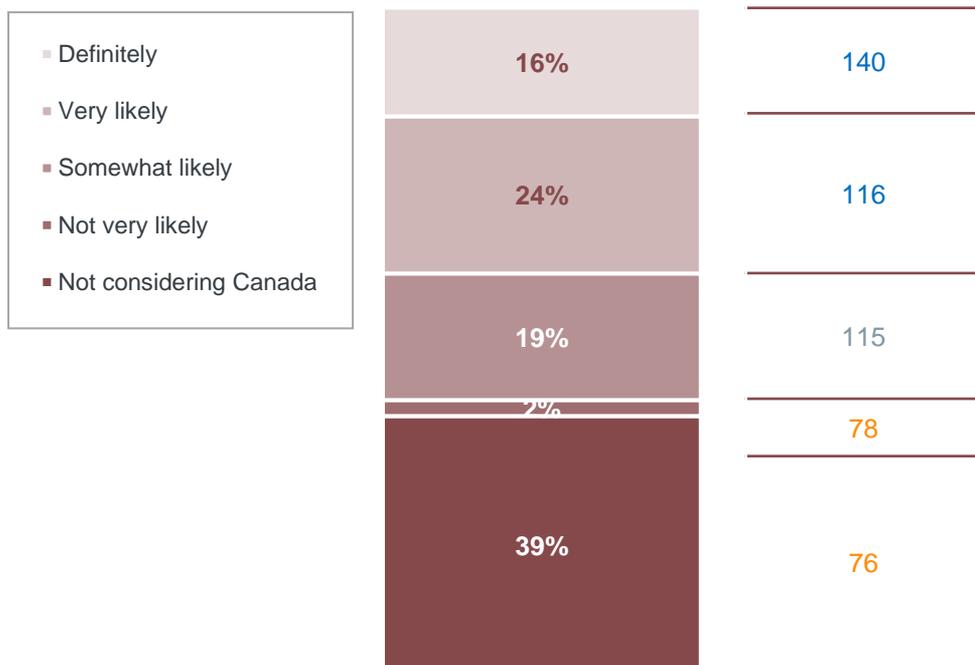
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

	INDEX
16%	140
24%	116
19%	115
2%	78
39%	76

FAMILIARITY WITH CANADA

- Been To Canada Multiple Times
- Been To Canada Once
- I know a lot about travel in Canada
- I have researched it, but only superficially
- I have heard it, but never looked into it
- I have never heard about travel in Canada

	INDEX
10%	103
15%	121
1%	91
13%	116
41%	113
19%	75
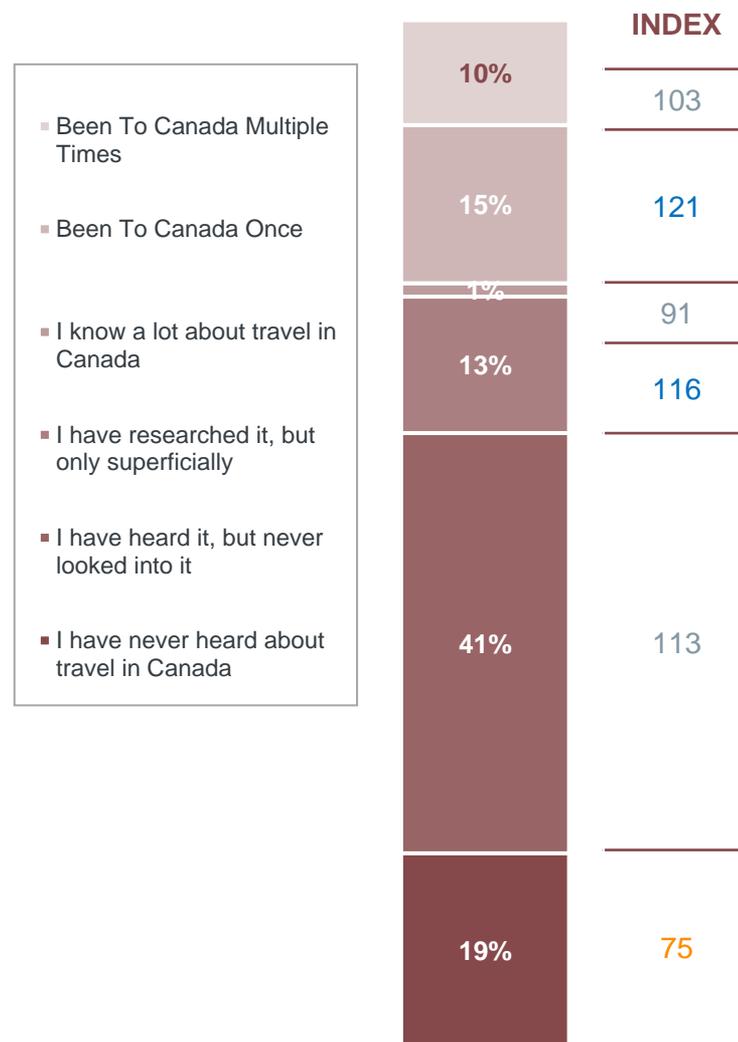
REFINED GLOBETROTTERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

○ Recent larger expenses include investing in a new car and renovating our homes.

○ After spending on travel, our next biggest priority is personal care and wellness expenses.

MAJOR LIFE EVENTS IN LAST 5 YEARS

5%
Had a child
98 INDEX SCORE

9%
Started a new job / career
73 INDEX SCORE

18%
Bought a new home
92 INDEX SCORE

2%
Moved to a new city
61 INDEX SCORE

21%
Child started school
102 INDEX SCORE

53%
Purchased a car
131 INDEX SCORE

6%
Retired
106 INDEX SCORE

34%
Renovated house
103 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**77%**	100
Personal care and wellness	**49%**	134
Fashion and accessories	**39%**	109
Savings and investments	**34%**	101
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	**31%**	105
Technology and gadgets	**26%**	106

REFINED GLOBETROTTERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	43%	113
Sina News	29%	104
Travel & Leisure	26%	110
Netease News	25%	103
Global Times	23%	98
National Geographic	23%	97
Xinhua News	20%	94
Sohu News	20%	102
World Traveller	19%	109
Traveler	19%	109
Phoenix News	19%	99
China Daily	17%	90
Zhihu News	14%	89
Voyage	14%	104
The Paper (Pengpai)	12%	85
Southern Weekly	9%	82
Caixin Global	8%	83
Jiemian News	5%	70
Sanlian	5%	75
Condé Nast Traveler	4%	64

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WeChat	78%	108
Douyin	75%	106
Xiaohongshu	46%	100
Weibo	44%	110
Kuaishou	38%	110

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	55%	107
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Skyscanner.com	3%	88

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
PSYCHOGRAPHICS – SUMMARY

11%
11.3M
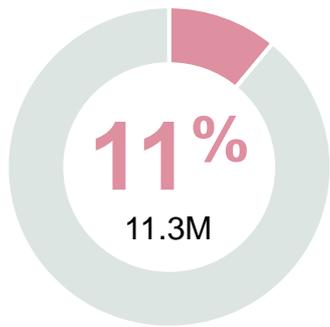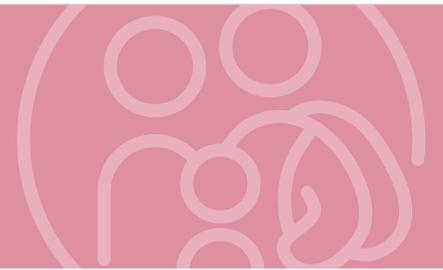
% OF CHINA POPULATION

We are ambitious and conscientious parents who prioritize unique, kid-friendly travels. We relish 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 are not big deterrents; we seek socially responsible, impressive, new experiences.

WHAT YOU NEED TO KNOW ABOUT ME

1 We prioritize authentic exploration that allows us to discover and learn about the world.

2 Being trendy for us includes being trendsetters in travel choices and behaviours, which includes prioritizing sustainability and responsible travel.

3 Social media and videos inspire our travel choices, and we love to share our experience online as well.

4 While exploration of new places is important, we also take comfort in selecting destinations which make us feel safe.

EMOTIONAL TRAVEL MOTIVATIONS MAP

Radar chart axes: Fun, Connections, Traditions, Bonding, Escape & Relax, Security, Familiarity, Simplicity, Expertise, Importance, Accomplishment, Novel & Authentic, Adventure. Scale: 0% to 50%.

- - - - China Market Average ——— Purpose Driven Families
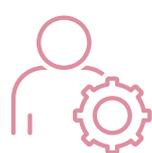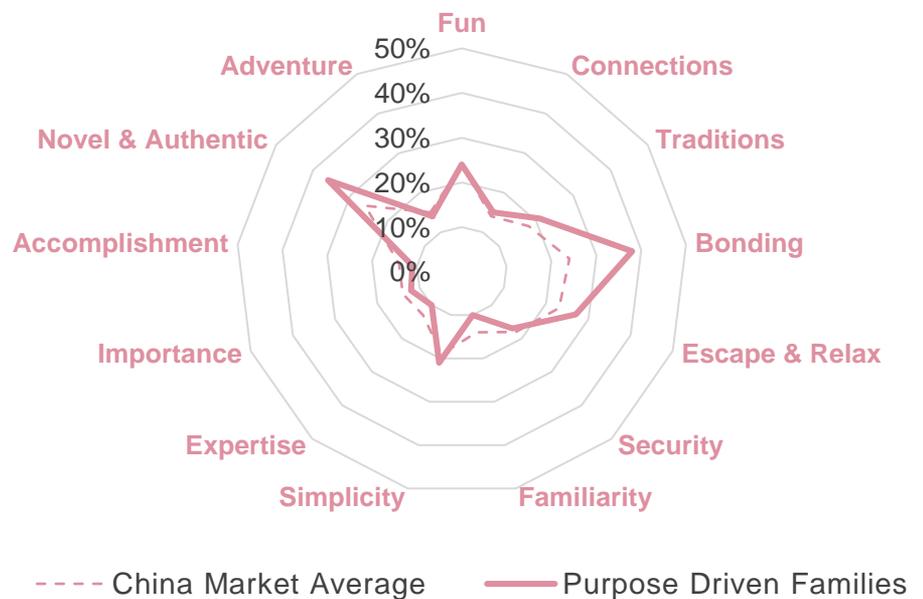
TRAVELLER RESPONSIBLE INDEX
127

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
106

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

o We value learning from our destinations, reflecting on the culture and environments we engage with.

o Selecting safe and friendly destinations with well-established tourism offerings help us relax and focus quality time with our families.

o We travel to bond and create memories, and value that we can provide these experiences to our children.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
Exploring the world through travel is an important milestone of growing up	83%	130
I like to come back from travels having learnt something new	79%	130
I prefer destinations with well-established tourist infrastructure	78%	130
I'm always on the look out for new destinations to visit next	78%	118
I am more likely to select destinations / activities that invest in socially responsible tourism	78%	128
I'm passionate about travelling	77%	119
Videos and pictures on social media inspire me to travel	73%	120
While I think about value for money, it doesn't tend to influence my choice of destination	67%	132
Even while travelling, I like to maintain regular contact with my duties or obligations back home	67%	135
I generally think natural attractions are the highlights of my trip	66%	134
When I travel to natural environments it makes me reflect on how fortunate I am	66%	127
I prioritize discovering new restaurants, stores, and hotels over revisiting familiar ones	64%	128
I'd be open to using AI-powered chatbots for travel planning and assistance	52%	124

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To share quality time with others	49%	134
To explore and discover new things / places	43%	136
To have authentic experiences	36%	129
To open my mind to new perspectives	30%	129
To bond through shared experiences	28%	146
To create new, or take part in old, traditions	21%	132

DESIRED DESTINATION

	SCORE	INDEX
Relaxed	51%	123
Safe	51%	126
Passionate	43%	146
Friendly	39%	124
Accepting	36%	150
Unique	30%	124

PURPOSE DRIVEN FAMILIES
OUR DEMOGRAPHICS

OVERALL INSIGHT

o We are parents aged 25-44, with kids of all ages.
o We attended post-secondary education, are working full-time, and earn high incomes.

AGE

	SCORE	INDEX
18-34	**31%**	104
35-54	**53%**	144
55+	**16%**	55
MEAN YEARS	**41.2**	62

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	**17%**	85
>$3K to $6K	**69%**	122
More than $6K	**11%**	115
Refused	**3%**	74

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**89%**	149
Employed PT	**1%**	67
Self-employed	**4%**	63
Retired	**6%**	62

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	90
Secondary education	**9%**	54
Post-secondary education	**91%**	146

73%
103 Have a valid passport

GENDER

53% 106 Male

47% 94 Female

0% Non-binary / Other

HOUSEHOLD

80% 143 Children <18 Living At Home*

10% 71 Children 18+ Living At Home*

5% 57 Children NOT Living At Home*

15% 59 No Children

* Option is not exclusive

CHINA CITY BREAKOUT

	SCORE	INDEX			SCORE	INDEX
Shanghai	**33%**	143		Chengdu	**5%**	101
Beijing	**13%**	118		Suzhou	**5%**	83
Guangzhou	**12%**	109		Xi'an	**4%**	76
Shenzhen	**10%**	75		Qingdao	**3%**	66
Nanjing	**7%**	97		Shenyang	**3%**	56
Hangzhou	**7%**	132				

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – TRAVEL HABITS
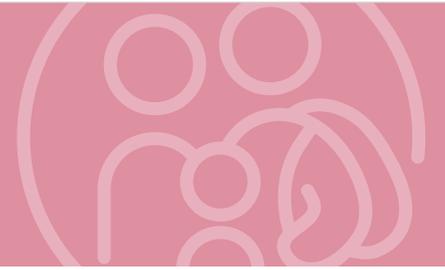
TRAVEL TRADE INDEX: **NON-GROUP**

93

TRAVEL TRADE INDEX: **GROUP**

80

! **KEY** terminology on this page

o **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).

o **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 3–7 Hours

— Purpose Driven Families
···· Market Average

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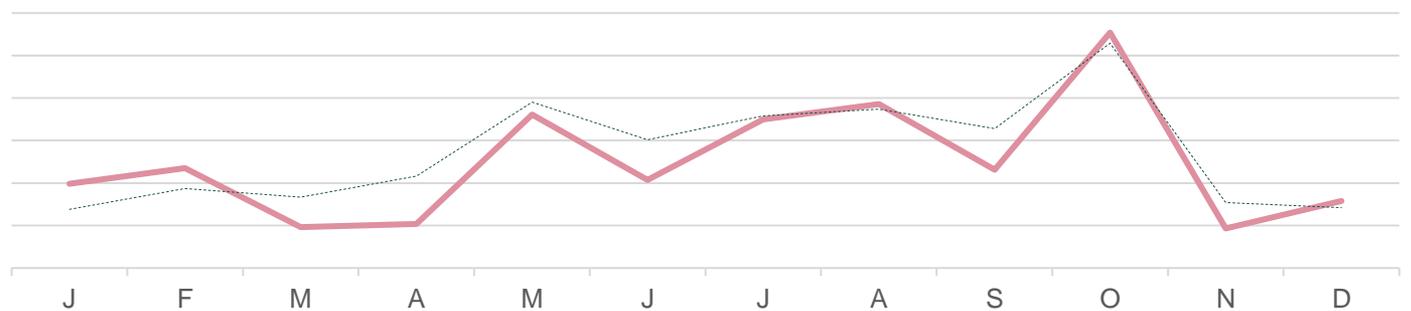
For Flights of 7+ Hours

— Purpose Driven Families
···· Market Average

J F M A M J J A S O N D
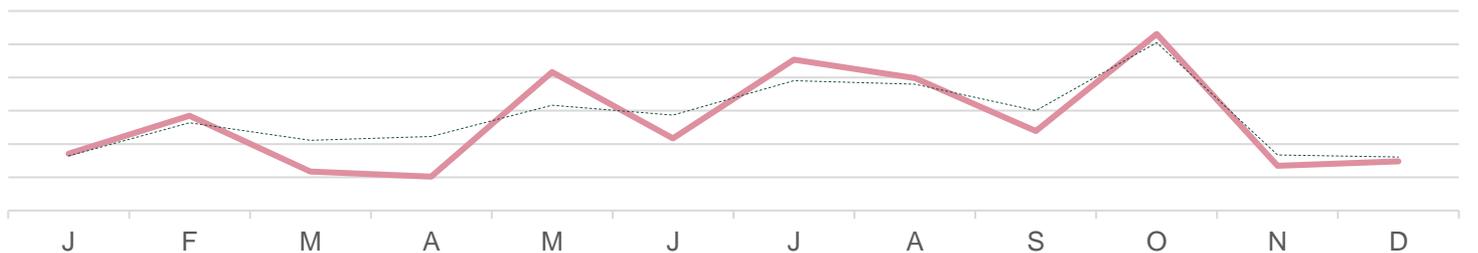
TRIP DURATION

		INDEX
1-2 Days	63%	125
3-5 Days	46%	127
1 Week Holiday	23%	117
2 Weeks Holiday	8%	89
3 Weeks Or More	7%	88

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	59%	128
International Leisure	18%	100
Business Trip	29%	138
Added Personal To Business	20%	128
Worked During Vacation	26%	132

Incidence is frequency of 2+ times per year

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	37%	113
Premium Hotel	28%	92
Vacation Rental (e.g., Airbnb, Vrbo)	25%	125
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	20%	148
Bed & Breakfast	16%	132
Budget Hotel	14%	94

THOUGHTS ON INDIGENOUS TRAVEL

64%

117 INDEX SCORE

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

18%

131 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	80%	129
You only ever get to know a country by experiencing its culture	66%	126
I'm willing to put in the effort while travelling in order to see lesser-known places	47%	111
I like to explore places that are off the beaten path and less explored	35%	92
I'm open to visiting destinations with challenging climates or weather conditions	26%	76
I'm open to travelling to destinations with limited tourist infrastructure	22%	70

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

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

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	83%	136
Kids	64%	139
Adult relatives	10%	90
Friends	7%	74
Solo	7%	69

💰 BUDGET

AVERAGE SPEND (ALL TRIPS)

$4,130

102
INDEX SCORE

SPEND STYLE
Premium to High-end Luxury

💡 OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	75%	126
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	73%	146
I consider the impact that I personally have on the destinations I visit	65%	115
Hearing from underrepresented communities is an important part of travelling	61%	120
It's important for me to know that the money I spend will support the local economy I'm visiting	54%	108

95%
PRIORITIZE SUSTAINABLE TRAVEL

122 INDEX SCORE

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

o **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

o Family attractions, cultural experiences, and local cuisine are highlights.
o We also explore nature and find opportunities for outdoor wellness experiences.

TOP DESIRED TRAVEL ACTIVITIES

		SCORE	INDEX
Local cuisine		61%	123
o	Street cuisine	50%	124
o	Local restaurants	43%	123
o	Luxury dining	17%	113
Family-focused attractions		59%	130
o	Amusement parks or theme parks	51%	129
o	Zoos or aquariums	43%	130
Cultural experiences or attractions		55%	135
o	Historical or archeological sites	34%	138
o	Museums	32%	140
Nature experiences		46%	126
o	Visiting nature parks or preserves	28%	133
o	Lakeside beaches	22%	132
Health and wellness		25%	123
o	Outdoor hot tub or bath	14%	125
o	Spas	12%	121
Guided tours		20%	138
Shopping		28%	107
Festivals and events		23%	121
Overnight experiences		22%	120
Casual sports		21%	112
Winter-based sports		12%	120
Water-based sports		12%	106

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 3–7 HOURS		TRIPS OF FLIGHTS OF 7+ HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	71%	113	61%	102
To spend time with family	72%	129	67%	124
To learn through other cultures	32%	111	26%	85
To have memories from top travel spots	24%	124	28%	96
For a romantic getaway	19%	74	26%	99
To escape from routine	16%	94	11%	96
To be pampered	10%	80	11%	96
To have fun with friends	9%	69	10%	95
To check off dream travel places	11%	81	11%	85

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	71%	131	75%	130
Kids wanted to go	69%	135	65%	134
Family / friends wanted to go	35%	99	30%	123
Festival or event	33%	115	29%	97
Special event (e.g., wedding, reunion)	23%	97	28%	125
Work dictates destinations	17%	107	11%	93

54% 138 INDEX SCORE
Travel aligns with children's school schedule

67% 135 INDEX SCORE
Take time off for vacation during major holidays

28% 90 INDEX SCORE
Difficult to take more than a few days of vacation at once

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o We are busy parents, so do not always plan in advance. Most items are not booked more than a few months before the trip.
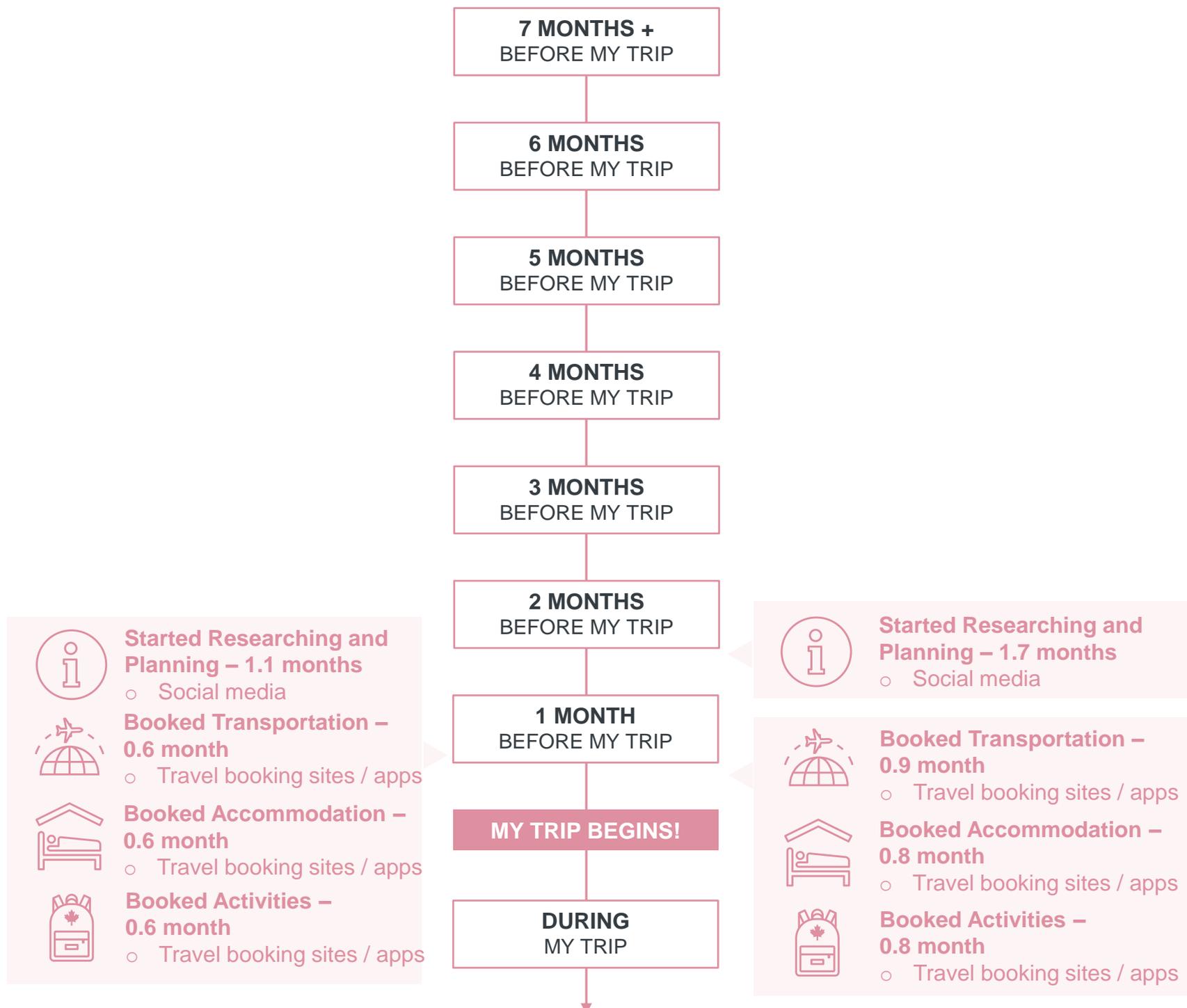
96%
Primary Trip Planner
114 INDEX SCORE

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

o **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 3–7 HOURS

FLIGHT OF 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

Started Researching and Planning – 1.1 months
o Social media

Started Researching and Planning – 1.7 months
o Social media

1 MONTH BEFORE MY TRIP

Booked Transportation – 0.6 month
o Travel booking sites / apps

Booked Transportation – 0.9 month
o Travel booking sites / apps

MY TRIP BEGINS!

Booked Accommodation – 0.6 month
o Travel booking sites / apps

Booked Accommodation – 0.8 month
o Travel booking sites / apps

Booked Activities – 0.6 month
o Travel booking sites / apps

DURING MY TRIP

Booked Activities – 0.8 month
o Travel booking sites / apps

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips are to safe destinations where we can share new experiences with our children.
o We also take trips like Refined Globetrotters or Outdoor Explorers.

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

o **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	Beach Resort		
COMPANIONS	Nuclear family with kids		61%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Simplicity	Novel & Authentic
ACTIVITIES	Street cuisine		54%
	Oceanside beaches		43%
	Zoos or aquariums		38%
KEY BEHAVIOURS	Kid-friendly resort with activities for the kids and sought after landscapes and scenery		

% OF TOTAL TRIPS

19% 149 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ● ●

TRIP TYPE	Eco-Tourism Spot		
COMPANIONS	Nuclear family with kids		50%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Street cuisine		53%
	Amusement parks or theme parks		35%
	Visiting nature parks or preserves		27%
KEY BEHAVIOURS	Visiting a destinations known for natural wonders. May stay in a vacation rental		

% OF TOTAL TRIPS

21% 157 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple only		46%
	Nuclear family with kids		23%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Novel & Authentic	Fun
ACTIVITIES	Local restaurants		71%
	Street cuisine		59%
	Visiting famous shopping centres		47%
KEY BEHAVIOURS	Couples trip to explore famous shopping and luxury dining in a new vibrant city		

% OF TOTAL TRIPS

6% 99 INDEX SCORE

SEGMENT ALIGNMENT ● ● ○ ○ ○

TRIP TYPE	Island Getaway		
COMPANIONS	Nuclear family with kids		30%
	Alone		28%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Adventure
ACTIVITIES	Street cuisine		29%
	Nature walks		18%
	Oceanside beaches		15%
KEY BEHAVIOURS	Feeling adventure by escaping to a remote destination for fun and relaxation		

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o We are looking for scenic and culturally rich kid-friendly destinations.

o Most of our travel explores East Asian and Pacific destinations, sometimes Europe.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	59%	116	Singapore	4%	137
Hong Kong	9%	149	Macao	4%	147
Japan	7%	103	Australia	3%	93
France	5%	127	South Korea	3%	102
Thailand	4%	110	US	2%	106

WHERE DO WE WANT TO GO

SINGAPORE YUNNAN MACAO UNITED STATES
CHENGDU LIJIANG TAIWAN HANGZHOU GUIZHOU QINGDAO NEW ZEALAND
CANADA ICELAND SOUTH KOREA SUZHOU YILI
ENGLAND BEJING CHINA XINJIANG ZHANGJIAJIE TIBET
HONG KONG XI'AN ITALY MOSCOW DUBAI
THAILAND NANJING SHANGHAI DALI MALDIVES EUROPE
SICHUAN WEIHAI INDONESIA SANYA LONDON YANGSHUO HUASHAN CHONGQING
FRANCE MALAYSIA HAWAII AUSTRALIA PARIS JAPAN
GUIYANG

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	66%	144
Has a rich cultural and historical heritage	37%	133
Provide access to unique natural wonders	33%	140
Known for stunning natural landscapes	31%	137
Has a variety of museums and / or historical sites	28%	130
Offers an energetic and dynamic cultural scene	27%	125
Is inclusive and tolerant	24%	121
Has many hidden gems	19%	121

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o We may have been to Canada once before, but many years ago.

o Trips to date have explored many provinces.

o A future trip would explore Ontario cities and attractions, or be to Vancouver.

WHERE DO WE WANT TO GO IN CANADA

OTTAWA BRITISH COLUMBIA VANCOUVER
LAKE LOUISE QUEBEC ROCKY MOUNTAINS
STANLEY PARK
NEWFOUNDLAND MUSEUM NORTHWEST REGION CASA LOMA ALBERTA
MANITOBA ISLAND TORONTO EAST NATIONAL ARTS CENTRE OTTAWA
CN TOWER
MONTREAL HAMILTON BETHUNE'S FORMER RESIDENCE PEGGY'S COVE LIGHTHOUSE
NATIONAL PARK STANLEY PARK NOVA SCOTIA BANFF NATIONAL PARK
NIAGARA FALLS ROYAL BOTANICAL GARDENS ONTARIO
PRINCE EDWARD ISLAND

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
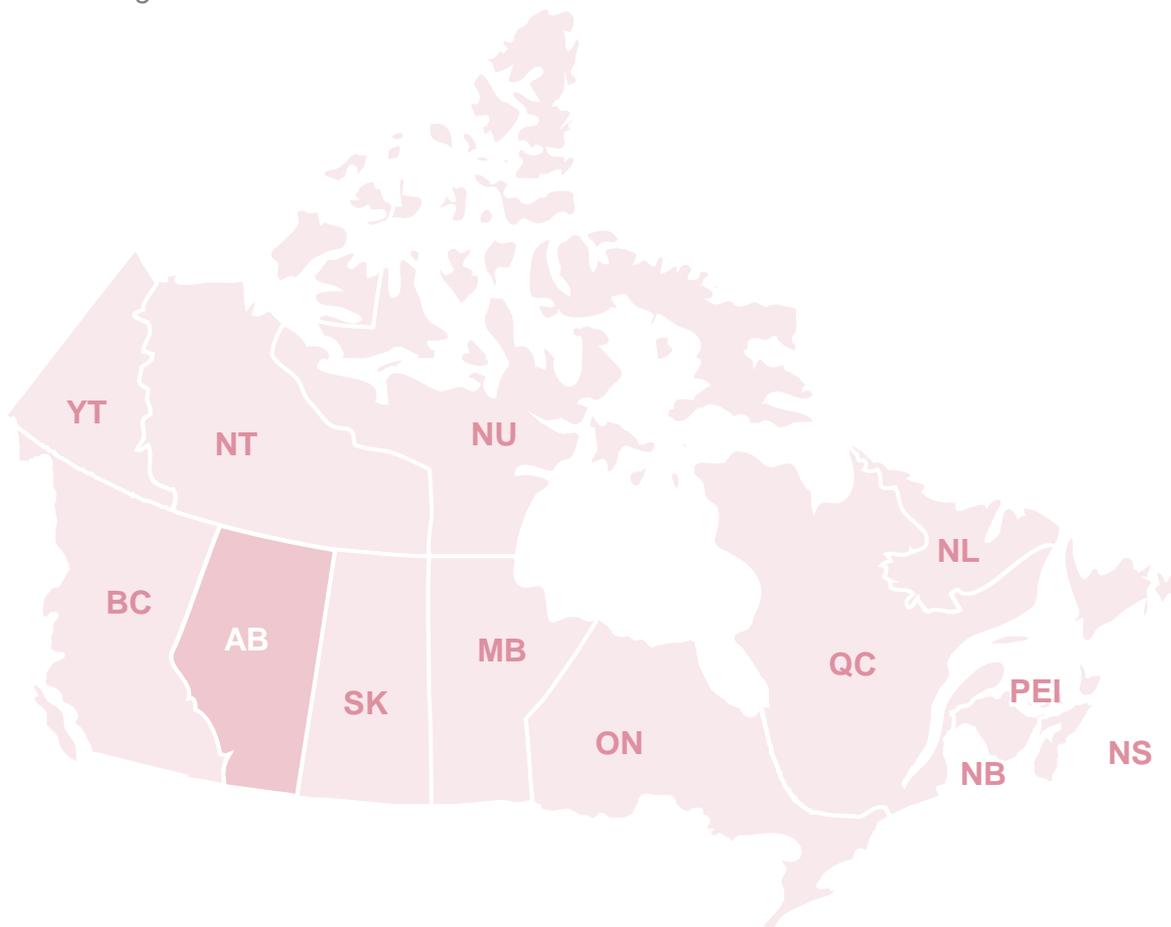
PROVINCES	%	INDEX
AB	9%	116
BC	19%	107
MB	15%	114
NB	10%	89
NL	21%	106
NS	6%	60
NT	13%	98
NU	6%	91
ON	31%	112
PEI	13%	88
QC	20%	97
SK	3%	82
YT	3%	103

DESTINATION CANADA

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o For those of us who have visited Canada, it was most likely during winter or fall months.

o We are familiar with Canada as a travel destination and may consider it for a future trip.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
PURPOSE DRIVEN FAMILIES	**17%**	**31%**	**33%**	**22%**
VS. TOTAL MARKET	14%	31%	46%	20%

25% Been to Canada in last 5 years
121 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
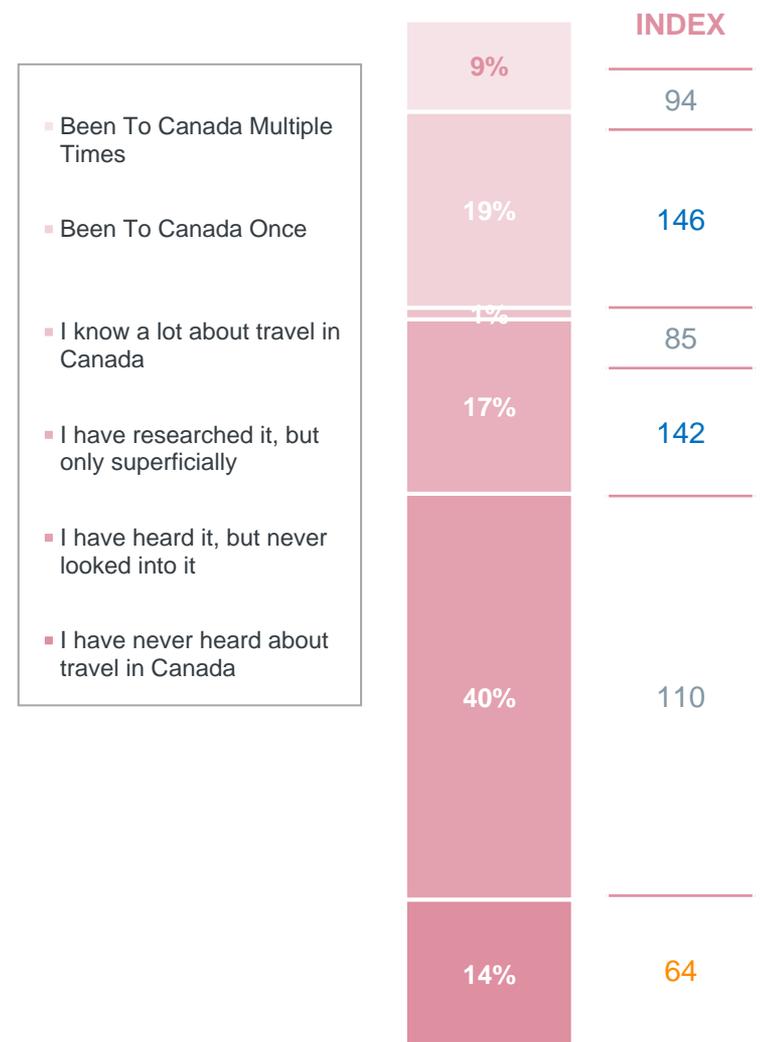
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

	INDEX
11%	105
31%	149
20%	120
6%	112
31%	58

FAMILIARITY WITH CANADA

- Been To Canada Multiple Times
- Been To Canada Once
- I know a lot about travel in Canada
- I have researched it, but only superficially
- I have heard it, but never looked into it
- I have never heard about travel in Canada

	INDEX
9%	94
19%	146
1%	85
17%	142
40%	110
14%	64

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o We are in a busy time of life, with many things experiencing change. Changing careers, homes, and vehicles all take up our time and finances.

o 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

11%
Had a child
119 INDEX SCORE

14%
Started a new job / career
111 INDEX SCORE

30%
Bought a new home
148 INDEX SCORE

3%
Moved to a new city
69 INDEX SCORE

43%
Child started school
137 INDEX SCORE

55%
Purchased a car
136 INDEX SCORE

2%
Retired
77 INDEX SCORE

46%
Renovated house
150 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	67%	68
Personal care and wellness	46%	120
Fashion and accessories	43%	127
Savings and investments	41%	120
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	31%	100
Technology and gadgets	26%	102

PURPOSE DRIVEN FAMILIES
FIND US ONLINE – META VARIABLES
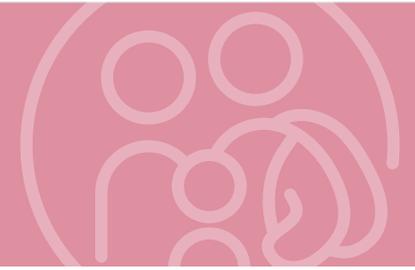
TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	31%	82
Netease News	29%	119
National Geographic	29%	123
Global Times	27%	117
Travel & Leisure	27%	112
Sina News	25%	91
Traveler	24%	139
Zhihu News	24%	147
China Daily	23%	119
World Traveller	22%	127
Sohu News	21%	108
Xinhua News	21%	97
Phoenix News	19%	99
Caixin Global	16%	172
Voyage	16%	115
The Paper (Pengpai)	13%	90
Southern Weekly	12%	106
Sanlian	12%	181
Jiemian News	10%	128
Condé Nast Traveler	7%	108

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WeChat	62%	86
Douyin	58%	82
Xiaohongshu	44%	97
Weibo	33%	82
Kuaishou	28%	82

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	50%	96
fliggy.com	36%	113
Qunar	31%	113
ly.com	32%	117
Mafengwo	22%	175
Tuniu.com	21%	119
Skyscanner.com	8%	204

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
PSYCHOGRAPHICS – SUMMARY

9%

9.0M
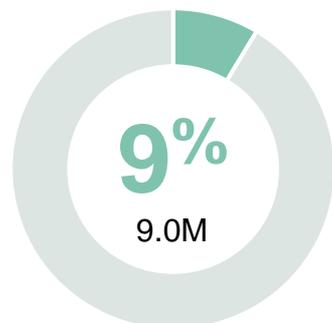
% OF CHINA POPULATION

We are independent, sociable, and trendy travelers 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 culinary and cultural experiences. 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 feel indulgent, even if we are not spending too much.

2 We like to live in the moment and engage with new cultures and destinations through culinary experiences.

3 We value simplicity in our travels, preferring destinations that are convenient to get to and are built for tourism. If we can save some money even better.

4 While we primarily travel as a couple or with friends, we sometimes slow down and travel with parents or extended family.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - China Market Average ——— City Trippers
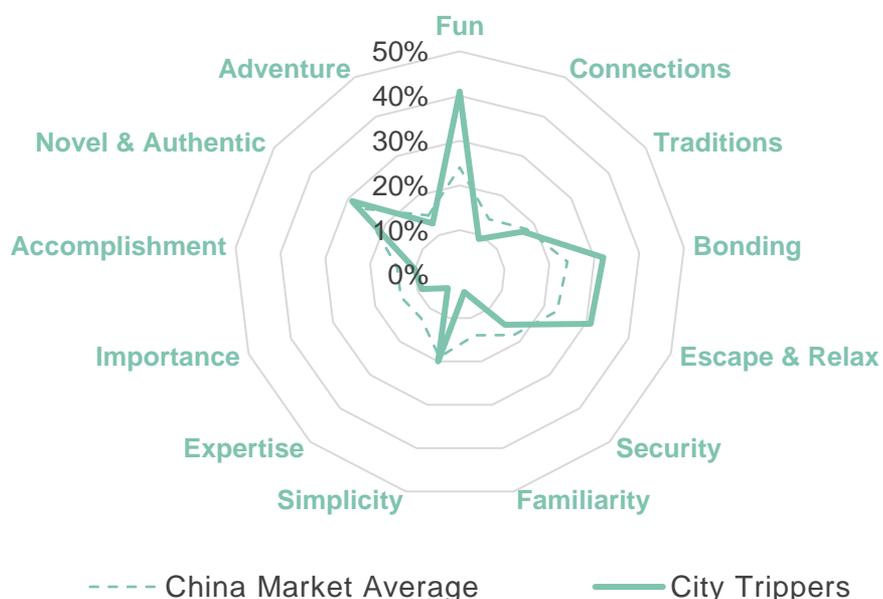
TRAVELLER RESPONSIBLE INDEX

88

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

75

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

o We select destinations that offer a fun, social setting, allowing us to fully indulge and live in the moment.

o While we seek free-spirited escapes, we are still traditional planners, preferring to book in advance and stick to popular areas.

o Our primary way to engage with the local culture is to immerse ourselves in the local cuisine.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I'm always on the look out for new destinations to visit next	86%	130
Trying out local cuisine is a really important part of travel	83%	137
I prefer destinations with lots of distractions and things to do	82%	132
I generally stick to the most popular areas when I visit somewhere	78%	132
I'm passionate about travelling	77%	119
I am more likely to select destinations / activities that invest in socially responsible tourism	77%	126
I prefer traditional and well-known accommodation options when travelling	71%	138
I prefer relying on traditional travel resources for planning	70%	136
I prefer booking flights and accommodations well in advance	66%	131
I prioritize discovering new restaurants, stores, and hotels over revisiting familiar ones	65%	131
I tend to not think about my budget too much when travelling	64%	120
I prefer planning my trips independently and don't consult travel agencies	63%	130
I appreciate diversity but not likely engage deeply with Indigenous cultures	59%	124

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	49%	135
To let loose and forget about day-to-day life	47%	137
To indulge myself and live in the moment	46%	156
To share quality time with others	45%	126
To find much-needed time to relax	37%	126
To have a fun, social setting	27%	150

DESIRED DESTINATION

	SCORE	INDEX
Fun	72%	148
Passionate	35%	123
Free-Spirited	35%	143
Unique	32%	134
Carefree	32%	130
Trendy	25%	139

CITY TRIPPERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

o We skew younger, working full-time and earning an average income, though some of us are retired.

o Many of us are not parents, or our children are older and not living at home anymore.

AGE

	SCORE	INDEX
18-34	**38%**	133
35-54	**31%**	80
55+	**31%**	97
MEAN YEARS	**43.9**	86

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	**27%**	128
>$3K to $6K	**63%**	68
More than $6K	**6%**	75
Refused	**5%**	124

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**72%**	98
Employed PT	**3%**	124
Self-employed	**6%**	81
Retired	**17%**	107

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	90
Secondary education	**20%**	114
Post-secondary education	**80%**	87

68% 92 Have a valid passport

GENDER

53% 103 Male

47% 97 Female

0% Non-binary / Other

HOUSEHOLD

43% 97 Children <18 Living At Home*

16% 114 Children 18+ Living At Home*

18% 100 Children NOT Living At Home*

39% 104 No Children

* Option is not exclusive

CHINA CITY BREAKOUT

	SCORE	INDEX		SCORE	INDEX
Shanghai	**28%**	120	Qingdao	**6%**	101
Guangzhou	**13%**	120	Chengdu	**5%**	100
Beijing	**10%**	89	Xi'an	**5%**	97
Shenyang	**10%**	132	Suzhou	**5%**	79
Shenzhen	**8%**	62	Hangzhou	**3%**	60
Nanjing	**7%**	105			

DESTINATION CANADA

CITY TRIPPERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

86

TRAVEL TRADE INDEX: **GROUP**

97

(!) KEY terminology on this page

o **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).

o **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 3–7 Hours

— City Trippers
······ Market Average

J F M A M J J A S O N D

For Flights of 7+ Hours

— City Trippers
······ Market Average

J F M A M J J A S O N D
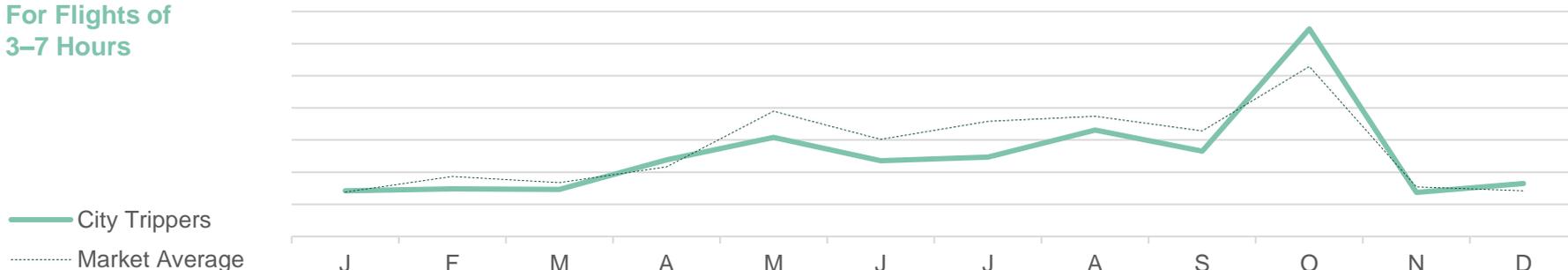
TRIP DURATION

		INDEX
1-2 Days	**71%**	142
3-5 Days	**45%**	125
1 Week Holiday	**18%**	92
2 Weeks Holiday	**4%**	61
3 Weeks Or More	**5%**	74

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	**62%**	135
International Leisure	**12%**	74
Business Trip	**18%**	94
Added Personal To Business	**9%**	65
Worked During Vacation	**15%**	91

Incidence is frequency of 2+ times per year

CITY TRIPPERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**41%**	128
Premium Hotel	**29%**	93
Vacation Rental (e.g., Airbnb, Vrbo)	**28%**	139
Budget Hotel	**20%**	123
Bed & Breakfast	**17%**	142
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	**11%**	77

THOUGHTS ON INDIGENOUS TRAVEL

41%

76 INDEX SCORE

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

15%

118 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	**61%**	93
You only ever get to know a country by experiencing its culture	**59%**	105
I'm willing to put in the effort while travelling in order to see lesser-known places	**37%**	86
I'm open to travelling to destinations with limited tourist infrastructure	**24%**	75
I'm open to visiting destinations with challenging climates or weather conditions	**24%**	70
I like to explore places that are off the beaten path and less explored	**22%**	68

CITY TRIPPERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- Our travel groups are generally adults only including our partner, extended family and/or friends.
- Our budget is mid-range. We do not often splurge.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**62%**	93
Friends	**23%**	152
Kids	**21%**	89
Adult relatives	**19%**	127
Solo	**12%**	83

💰 BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,120

76
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	**66%**	104
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**60%**	97
I consider the impact that I personally have on the destinations I visit	**52%**	80
Hearing from underrepresented communities is an important part of travelling	**42%**	74
It's important for me to know that the money I spend will support the local economy I'm visiting	**41%**	70

86%
PRIORITIZE SUSTAINABLE TRAVEL
94   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

- We enjoy shopping, dining, festivals, and events.
- Our larger travel groups with extended family are well suited to well-known attractions.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Local cuisine	68%	132
o Street cuisine	58%	136
o Local restaurants	51%	137
o Luxury dining	19%	117
Cultural experiences or attractions	46%	116
o Museums	27%	128
o Historical or archeological sites	26%	117
Shopping	40%	134
o Visiting famous shopping centres or areas	31%	136
o Souvenir shopping	27%	135
Nightlife	27%	157
o Bars and pubs	20%	155
o Clubs and dancing	8%	138
Festivals and events	24%	122
o Music concerts or festivals	15%	139
o Cultural or traditional festivals	15%	132
Family-focused attractions	36%	105
Nature experiences	35%	104
Health and wellness	23%	115
Casual sports	19%	85
Overnight experiences	19%	97
Guided tours	13%	101
Water-based sports	12%	107

CITY TRIPPERS

OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF **3–7 HOURS**		TRIPS OF FLIGHTS OF **7+ HOURS**	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	83%	134	74%	134
To spend time with family	61%	111	60%	116
To have fun with friends	24%	134	15%	109
To have memories from top travel spots	18%	75	19%	77
To learn through other cultures	18%	64	23%	76
To escape from routine	17%	96	5%	79
For a romantic getaway	25%	107	35%	124
To be pampered	13%	93	18%	121
To check off dream travel places	13%	91	9%	78

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Family / friends wanted to go	53%	151	29%	122
Partner / spouse wanted to go	64%	118	57%	111
Kids wanted to go	34%	99	26%	95
Festival or event	31%	110	36%	117
Special event (e.g., wedding, reunion)	26%	115	27%	123
Visiting friends / family	18%	91	22%	115

29% | 78 INDEX SCORE
Travel aligns with children's school schedule

57% | 107 INDEX SCORE
Take time off for vacation during major holidays

20% | 50 INDEX SCORE
Difficult to take more than a few days of vacation at once

CITY TRIPPERS
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o Many of us plan within a month of our trip, getting recommendations from friends and family.

85%
Primary Trip Planner
62
INDEX SCORE

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

o **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
3–7 HOURS

FLIGHT OF
7+ HOURS

7 MONTHS +
BEFORE MY TRIP

6 MONTHS
BEFORE MY TRIP

5 MONTHS
BEFORE MY TRIP

4 MONTHS
BEFORE MY TRIP

*The incidence of this traveller segment taking recent trips of the flight duration indicated above resulted in a base size too small for statistically reliable analysis.

3 MONTHS
BEFORE MY TRIP

Started Researching and Planning – 1.1 months
o Recommendations from friends or family

2 MONTHS
BEFORE MY TRIP

Booked Activities – 0.6 month
o Travel booking sites/apps

1 MONTH
BEFORE MY TRIP

Booked Transportation – 0.5 month
o Travel booking sites/apps

MY TRIP BEGINS!

Booked Accommodation – 0.5 month
o Travel booking sites/apps

DURING
MY TRIP

CITY TRIPPERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips focus on fun, escape, and connection with our friends and family.
o We also take trips like Simplicity Lovers.

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

o **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

18% 104 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ● ●

TRIP TYPE	Friends Trip		
DESTINATION TYPE	Urban centre		33%
	Eco-tourism spot		26%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Local restaurants		67%
	Street cuisine		58%
	Nature walks		23%
KEY BEHAVIOURS	All about fun and feeling free with friends. Looking to save some money. May do some sightseeing		

% OF TOTAL TRIPS

33% 180 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ● ●

TRIP TYPE	Urban Centre		
COMPANIONS	Couple only		32%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Local restaurants		71%
	Street cuisine		60%
	Visiting famous shopping centres		36%
KEY BEHAVIOURS	An escape to a vibrant and trendy destination to really immerse in cuisine		

% OF TOTAL TRIPS

7% 100 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ● ●

TRIP TYPE	Beach Resort		
COMPANIONS	Extended family		38%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants		70%
	Oceanside beaches		56%
	Nature walks		34%
KEY BEHAVIOURS	Larger group with extended family. Lower budget, staying in a vacation rental		

% OF TOTAL TRIPS

15% 127 INDEX SCORE

SEGMENT ALIGNMENT ● ● ● ○ ○

TRIP TYPE	Eco-Tourism Spot		
COMPANIONS	Couple only		29%
	Extended family		22%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Street cuisine		47%
	Hiking		22%
	Historical or archeological sites		19%
KEY BEHAVIOURS	Quiet destination, with a mild climate. Seeking more intimate accommodation like a B&B		

CITY TRIPPERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We seek trendy locations with ease of travel, where famous attractions, culinary experiences, and nightlife are abundant.
- Most of our travel explores East Asian and Pacific destinations.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	69%	135	France	2%	71
Japan	6%	87	Macao	2%	94
Hong Kong	5%	107	Canada	2%	100
Thailand	4%	98	New Zealand	2%	90
Singapore	3%	97	South Korea	2%	81

WHERE DO WE WANT TO GO

UNITED STATES ITALY XINJIANG CHENGDU JAPAN
SUZHOU
GUANGXI XI'AN THAILAND DUBAI MALDIVES
SOUTH KOREA INDONESIA SWITZERLAND
HANGZHOU SYDNEY HARBIN SANYA QINGHAI TIBET
ENGLAND ICELAND CHINA PARIS
YANGSHUO LHASA QINGDAO NEW YORK BARCELONA
MELBOURNE ENSHI NEW ZEALAND
CANADA SHANGHAI LUOYANG NORWAY
JIUZHAIGOU BEIJING FIJI SINGAPORE HONG KONG
JILIN MACAO
FRANCE TAIWAN EGYPT YUNNAN MOSCOW AUSTRALIA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has a mild and pleasant climate	43%	140
Renowned for food and drink experiences	39%	142
Has famous attractions	38%	143
Is easy to travel to	33%	134
Offers a range of scenic viewpoints	32%	144
Is a trendy destination	25%	146
Isn't too crowded	24%	118
Is easy to travel around once there	21%	139

CITY TRIPPERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o We are unlikely to have visited Canada before.

o If we have been, it may have been to British Columbia or Alberta.

o A future trip may explore Toronto or Niagara Falls, and Vancouver.

WHERE DO WE WANT TO GO IN CANADA

OTTAWA ROCKY MOUNTAINS VANCOUVER
JASPER NATIONAL PARK CALGARY BRITISH COLUMBIA
ONTARIO PRINCE EDWARD ISLAND NEWFOUNDLAND
QUEBEC BEACH TORONTO GARDEN ALBERTA
NOVA SCOTIA NORTHWEST REGION
BANFF NATIONAL PARK ST. JOHN'S STANLEY PARK
ONTARIO RIVER
MONTREAL BOUCHERVILLE NIAGARA FALLS

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	9%	120
BC	26%	123
MB	9%	83
NB	11%	100
NL	23%	123
NS	11%	114
NT	12%	86
NU	4%	86
ON	25%	97
PEI	14%	90
QC	11%	76
SK	2%	78
YT	2%	91

CITY TRIPPERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o If we have visited, it has been primarily in the Winter and Summer seasons.

o Overall we do not know much about Canada has a travel destination, and may not plan a visit in the near future.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
CITY TRIPPERS	16%	29%	48%	17%
VS. TOTAL MARKET	14%	31%	46%	20%

15% Been to Canada in last 5 years
74 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
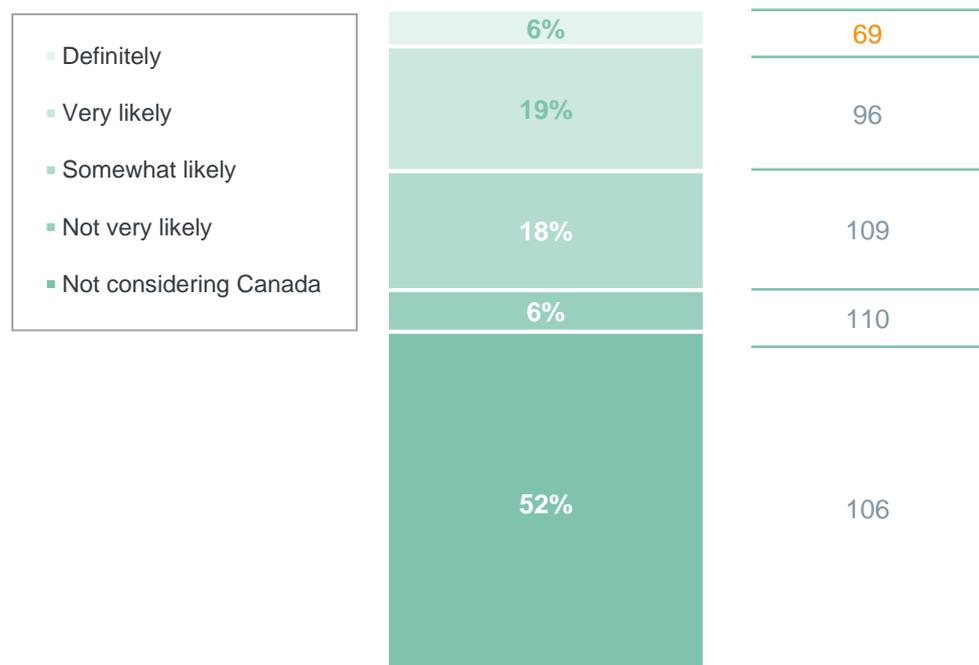
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

%	INDEX
6%	69
19%	96
18%	109
6%	110
52%	106

FAMILIARITY WITH CANADA

- Been To Canada Multiple Times
- Been To Canada Once
- I know a lot about travel in Canada
- I have researched it, but only superficially
- I have heard it, but never looked into it
- I have never heard about travel in Canada

%	INDEX
4%	63
12%	98
1%	73
10%	89
43%	120
30%	102

DESTINATION CANADA
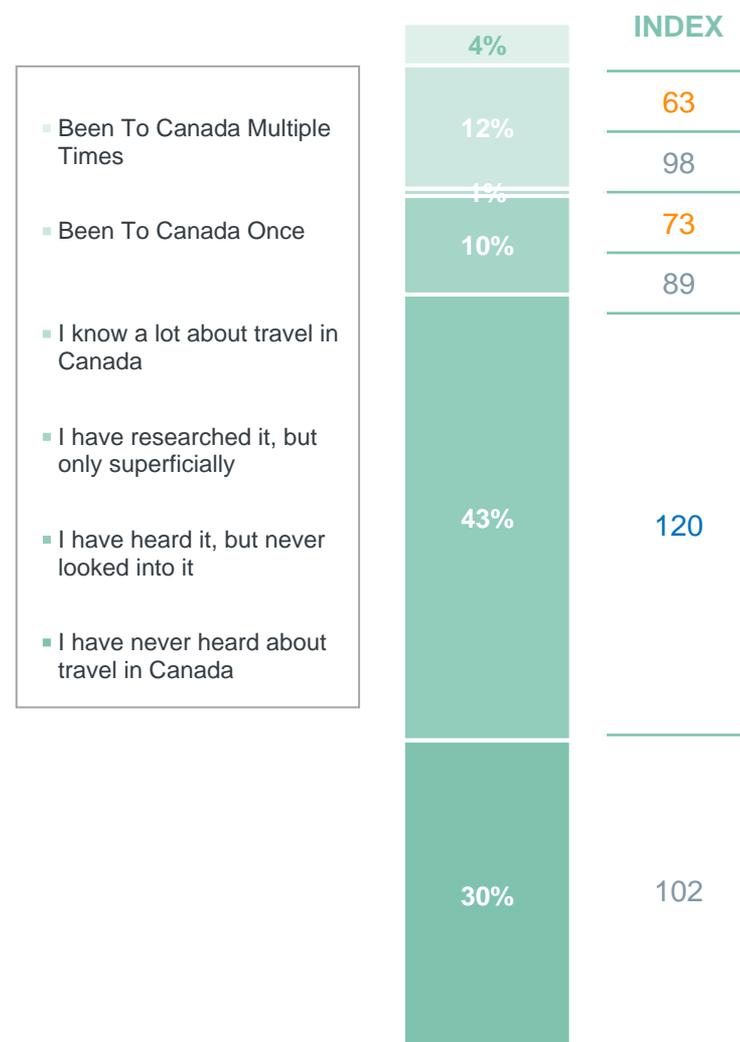
CITY TRIPPERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

○ Events in recent years have included travel, purchasing a vehicle, and investing in our home (either moving to a new home or renovating).

○ After spending on travel, our next biggest priorities are growing our savings and spending on fashion.

MAJOR LIFE EVENTS IN LAST 5 YEARS

8%
Had a child
107 INDEX SCORE

16%
Started a new job / career
130 INDEX SCORE

22%
Bought a new home
110 INDEX SCORE

6%
Moved to a new city
125 INDEX SCORE

17%
Child started school
94 INDEX SCORE

45%
Purchased a car
110 INDEX SCORE

6%
Retired
102 INDEX SCORE

38%
Renovated house
121 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**70%**	78
Fashion and accessories	**46%**	138
Personal care and wellness	**46%**	120
Savings and investments	**41%**	120
Technology and gadgets	**28%**	135
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	**24%**	54

CITY TRIPPERS
FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	**49%**	130
Sina News	**34%**	125
Global Times	**30%**	130
Netease News	**28%**	114
Travel & Leisure	**28%**	116
Xinhua News	**26%**	122
National Geographic	**25%**	106
China Daily	**22%**	115
Sohu News	**21%**	110
Phoenix News	**21%**	109
World Traveller	**16%**	93
Traveler	**15%**	84
Zhihu News	**13%**	79
Southern Weekly	**13%**	111
The Paper (Pengpai)	**12%**	84
Voyage	**9%**	64
Caixin Global	**7%**	76
Sanlian	**5%**	82
Jiemian News	**4%**	58
Condé Nast Traveler	**3%**	56

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WeChat	**85%**	118
Douyin	**80%**	114
Xiaohongshu	**56%**	123
Weibo	**48%**	117
Kuaishou	**41%**	119

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	**61%**	118
fliggy.com	**30%**	94
Qunar	**28%**	100
ly.com	**26%**	96
Tuniu.com	**13%**	73
Mafengwo	**9%**	75
Skyscanner.com	**2%**	42

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
PSYCHOGRAPHICS – SUMMARY

9%
8.9M
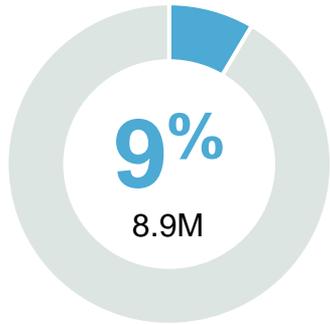
% OF CHINA POPULATION

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.

WHAT YOU NEED TO KNOW ABOUT ME

1 We seek peace, relaxation, and familiarity in our travels, preferring easy, affordable destinations offering a sense of safety.

2 We like to take it slow, with low impact activities. We do not prioritize fitting in physical activity during our trips, but enjoy a quiet walk in nature to feel more relaxed.

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 do not attract us, we do not want to worry about how to navigate once we arrive. Packaged vacations are attractive.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - China Market Average ——— Simplicity Lovers

TRAVELLER RESPONSIBLE INDEX

63

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, safe and practical destinations.
- Prioritizing simplicity and serenity, we favor understated locales, and don't see the value of posting our travels online.
- We do not feel the need to travel often, but when we do it needs to be easy, direct, and reliable.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I generally avoid places that are challenging or difficult to reach	74%	134
I appreciate diversity but not likely engage deeply with Indigenous cultures	70%	143
I don't generally seek out luxury experiences while travelling	69%	125
I generally don't participate in physical activities during my holidays	68%	148
I seek out destinations that offer quiet opportunities for deep self-reflection	64%	140
I don't see the point of posting about my trips on social media	61%	155
I generally prefer to go back to the same destinations on holiday	59%	141
I try to keep a strict budget when I go on holiday	59%	147
I generally don't think much on the impact that I personally have on the destinations I visit	56%	138
It's not important to me that I come back from travels having learnt something new	55%	135
I travel when I need to	54%	151
I'm more interested in the present and don't focus much on the history of where I visit	52%	135
I don't consider travel to be an important milestone of growing up	41%	132

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To let loose and forget about day-to-day life	41%	123
To find much-needed time to relax	37%	125
To escape the demands of everyday life	23%	146
To be familiar with my surroundings	21%	119
To feel like a local	17%	122
To feel welcomed	15%	123

DESIRED DESTINATION

	SCORE	INDEX
Relaxed	54%	128
Safe	45%	116
Reliable	38%	134
Peaceful	34%	147
Familiar	28%	142
Practical	22%	147

SIMPLICITY LOVERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We are generally aged 45+, likely retired.
- Our monthly incomes are moderate, or can be a little lower due to retirement.
- Our kids are older or have moved out already. We are likely empty nesters.

AGE

	SCORE	INDEX
18-34	19%	55
35-54	42%	113
55+	38%	119
MEAN YEARS	49.0	132

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	26%	122
>$3K to $6K	64%	78
More than $6K	6%	77
Refused	5%	119

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	68%	85
Employed PT	1%	86
Self-employed	5%	76
Retired	22%	132

EDUCATION

	SCORE	INDEX
Primary education or less	0%	90
Secondary education	19%	107
Post-secondary education	82%	94

60% 76 Have a valid passport

GENDER

60% 141 Male

40% 59 Female

0% Non-binary / Other

HOUSEHOLD

33% 84 Children <18 Living At Home*

21% 145 Children 18+ Living At Home*

21% 111 Children NOT Living At Home*

46% 117 No Children

Option is not exclusive

CHINA CITY BREAKOUT

	SCORE	INDEX		SCORE	INDEX
Shanghai	30%	128	Xi'an	5%	102
Beijing	14%	136	Hangzhou	5%	98
Shenzhen	13%	98	Suzhou	5%	82
Shenyang	9%	117	Chengdu	4%	82
Nanjing	7%	110	Qingdao	4%	68
Guangzhou	6%	55			

SIMPLICITY LOVERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

95

TRAVEL TRADE INDEX: **GROUP**

90

KEY terminology on this page

- o **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).

- o **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 3–7 Hours

— Simplicity Lovers
······ Market Average

J F M A M J J A S O N D

For Flights of 7+ Hours

— Simplicity Lovers
······ Market Average

J F M A M J J A S O N D

TRIP DURATION

		INDEX
1-2 Days	50%	97
3-5 Days	27%	69
1 Week Holiday	12%	63
2 Weeks Holiday	7%	78
3 Weeks Or More	5%	77

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	42%	91
International Leisure	12%	73
Business Trip	11%	60
Added Personal To Business	9%	62
Worked During Vacation	7%	60

Incidence is frequency of 2+ times per year

SIMPLICITY LOVERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	37%	114
Premium Hotel	25%	83
Budget Hotel	21%	127
Vacation Rental (e.g., Airbnb, Vrbo)	19%	102
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	15%	108
Bed & Breakfast	13%	105

THOUGHTS ON INDIGENOUS TRAVEL

30%
57 INDEX SCORE

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

8%
83 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	50%	73
I really want to learn about the history of the destinations I visit	48%	65
I'm open to travelling to destinations with limited tourist infrastructure	38%	106
I'm willing to put in the effort while travelling in order to see lesser-known places	34%	79
I'm open to visiting destinations with challenging climates or weather conditions	34%	95
I like to explore places that are off the beaten path and less explored	32%	86

SIMPLICITY LOVERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

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

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**65%**	99
Kids	**26%**	94
Adult relatives	**18%**	124
Solo	**16%**	94
Friends	**12%**	100

BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,140

77
INDEX SCORE

SPEND STYLE
Mid-range to Premium

💡 OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**54%**	77
It's important to me that I visit somewhere that is open to diversity and inclusion	**53%**	71
I consider the impact that I personally have on the destinations I visit	**45%**	62
It's important for me to know that the money I spend will support the local economy I'm visiting	**42%**	73
Hearing from underrepresented communities is an important part of travelling	**38%**	65

78%
PRIORITIZE SUSTAINABLE TRAVEL

68 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

o Our top activities include dining and exploring cultural attractions. We also enjoy spas and saunas.

o We like to get outside for walks and appreciate being in nature.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Local cuisine	44%	100
o Street cuisine	34%	102
o Local restaurants	30%	102
o Breweries	3%	97
Nature experiences	40%	113
o Oceanside beaches	20%	113
o Nature walks	19%	134
Cultural experiences or attractions	35%	95
o Historical or archeological sites	19%	98
o Art galleries	10%	115
Health and wellness	25%	125
o Outdoor hot tub or bath	13%	119
o Spas	12%	127
Overnight experiences	17%	82
o Staying at bed & breakfast	8%	97
o Train trip	4%	102
Family-focused attractions	30%	98
Shopping	21%	92
Casual sports	18%	65
Festivals and events	12%	68
Guided tours	9%	73
Water-based sports	7%	74
Nightlife	5%	83

SIMPLICITY LOVERS
OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 3–7 HOURS		TRIPS OF FLIGHTS OF 7+ HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	58%	91	49%	75
To spend time with family	44%	83	39%	90
To escape from routine	27%	130	29%	151
To have fun with friends	19%	114	33%	156
For a romantic getaway	23%	92	17%	72
To learn through other cultures	22%	77	16%	57
To seek solitude and isolation	14%	112	19%	129
To check off dream travel places	15%	105	14%	95
To be pampered	21%	122	20%	126

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	48%	85	48%	102
Family / friends wanted to go	35%	98	37%	148
Kids wanted to go	30%	95	38%	107
Festival or event	14%	53	11%	51
Special event (e.g., wedding, reunion)	16%	57	8%	57
Visiting friends / family	17%	84	11%	83

35% 92 INDEX SCORE
Travel aligns with children's school schedule

48% 80 INDEX SCORE
Take time off for vacation during major holidays

32% 109 INDEX SCORE
Difficult to take more than a few days of vacation at once

SIMPLICITY LOVERS
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o We generally plan, but do not need to book many items, as we are often driving distance and do not book activities.

85%

Primary Trip Planner

58
INDEX SCORE

> **KEY** terminology on this page (for additional details and definitions see Glossary)
>
> o **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 3–7 HOURS		FLIGHT OF 7+ HOURS

	7 MONTHS + BEFORE MY TRIP	
	6 MONTHS BEFORE MY TRIP	
	5 MONTHS BEFORE MY TRIP	
*The incidence of this traveller segment taking recent trips of the flight duration indicated above resulted in a base size too small for statistically reliable analysis.	**4 MONTHS** BEFORE MY TRIP	*The incidence of this traveller segment taking recent trips of the flight duration indicated above resulted in a base size too small for statistically reliable analysis.
	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

o Our top trips visit quiet and relaxing destinations where we can spend quality time.
o We also take trips like Outdoor Explorers or City Trippers.

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

o **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 — SEGMENT ALIGNMENT

20% 159 INDEX SCORE ● ● ● ● ●

TRIP TYPE	Eco-Tourism Spot		
COMPANIONS	Couple only		29%
	Extended family		22%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Street cuisine		47%
	Hiking		22%
	Historical or archeological sites		19%
KEY BEHAVIOURS	Quiet destination, with a mild climate. Seeking more intimate accommodation like a B&B		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

6% 98 INDEX SCORE ● ● ● ● ●

TRIP TYPE	Small Cities & Towns		
COMPANIONS	Couple only		34%
	Nuclear family with kids		30%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Security
ACTIVITIES	Local restaurants		38%
	Nature walks		21%
	Fall colours		17%
KEY BEHAVIOURS	Safe and reliable destination to avoid crowds. May splurge a little on accommodations		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

5% 92 INDEX SCORE ● ● ● ○ ○

TRIP TYPE	Wildlife and Nature Reserve		
COMPANIONS	Alone		30%
	Couple only		25%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Traditions	Escape & Relax
ACTIVITIES	Outdoor hot tub or bath		12%
	Spas		12%
	Food tours		11%
KEY BEHAVIOURS	Lower budget, planning last minute. Seeking a comfortable climate and stunning landscapes		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

17% 147 INDEX SCORE ● ● ○ ○ ○

TRIP TYPE	Urban Centre		
COMPANIONS	Couple only		32%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Local restaurants		71%
	Street cuisine		60%
	Visiting famous shopping centres		36%
KEY BEHAVIOURS	An escape to a vibrant and trendy destination to really immerse in cuisine		

SIMPLICITY LOVERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- Our preferred destinations are affordable, accessible, not-too crowded, and have pleasant weather.
- We take shorter trips, mostly domestic, with international trips every few years at most.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	**63%**	124	Australia	**2%**	83
Japan	**6%**	80	France	**2%**	73
Thailand	**3%**	84	Singapore	**2%**	63
South Korea	**3%**	107	Malaysia	**2%**	112
Hong Kong	**3%**	72	New Zealand	**2%**	69

WHERE DO WE WANT TO GO

UNITED STATES QINGHAI XINJIANG DUBAI FRANCE
MALDIVES INNER MONGOLIA NEW YORK XI'AN SWITZERLAND
YUNNAN SOUTH KOREA FIJI ENGLAND SUZHOU BEIJING
YANGSHUO SHANGHAI BARCELONA LUOYANG GUANGXI PARIS ITALY TIBET
SINGAPORE MELBOURNE CHINA TAIWAN JIUZHAIGOU
HONG KONG LHASA MACAO NEW ZEALAND HARBIN CANADA
NORWAY CHENGDU THAILAND JILIN SANYA ENSHI DALIAN INDONESIA
JAPAN ICELAND MOSCOW EGYPT HANGZHOU AUSTRALIA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Isn't too crowded	**36%**	149
Is not too expensive	**34%**	141
Is easy to travel to	**33%**	134
Doesn't take too long to get there	**29%**	155
Language is not a barrier	**21%**	154
Is easy to travel around once there	**20%**	135
Has packaged holiday / vacation offers	**16%**	129
Has a small town feel	**15%**	134

SIMPLICITY LOVERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o We likely have not been to Canada before, and do not know too much about it as a travel destination.

o Trips to date have taken us to Quebec and British Columbia.

o We are not likely to consider Canada in the next two years.

WHERE DO WE WANT TO GO IN CANADA

ONTARIO MANITOBA VANCOUVER
OTTAWA GREAT LAKES BANFF NATIONAL PARK
STANLEY PARK TORONTO NIAGARA WATERFALL
QUEBEC NORTHWEST REGION YUKON
SAINT JOHN ROCKY MOUNTAINS
MONTREAL BEACH NEWFOUNDLAND AND LABRADOR
PRINCE EDWARD ISLAND JASPER NATIONAL PARK

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	2%	67
BC	17%	101
MB	10%	88
NB	12%	110
NL	19%	95
NS	9%	95
NT	17%	131
NU	7%	95
ON	22%	90
PEI	10%	72
QC	32%	124
SK	0%	57
YT	2%	95

SIMPLICITY LOVERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

○ If we have visited, it may have been in the fall season to avoid crowds and take advantage of affordable options.

○ We also gravitate to the summer season to take advantage of the pleasant weather.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
SIMPLICITY LOVERS	9%	34%	40%	22%
VS. TOTAL MARKET	14%	31%	46%	20%

14% Been to Canada in last 5 years
68 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS

- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

%	INDEX
6%	72
15%	82
12%	78
7%	121
60%	125

FAMILIARITY WITH CANADA

- Been To Canada Multiple Times
- Been To Canada Once
- I know a lot about travel in Canada
- I have researched it, but only superficially
- I have heard it, but never looked into it
- I have never heard about travel in Canada

%	INDEX
6%	78
9%	76
2%	118
11%	96
38%	105
34%	112
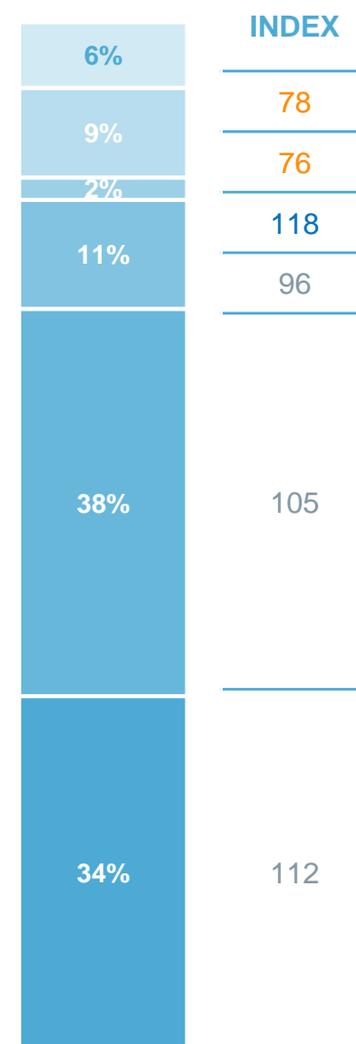
SIMPLICITY LOVERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o While many of us are retired, some of us have entered this life stage recently.

o In our retirement we are prioritizing our spending on our homes and continuing to build our savings.

MAJOR LIFE EVENTS IN LAST 5 YEARS

2%
Had a child
86 INDEX SCORE

8%
Started a new job / career
64 INDEX SCORE

13%
Bought a new home
71 INDEX SCORE

5%
Moved to a new city
109 INDEX SCORE

17%
Child started school
95 INDEX SCORE

32%
Purchased a car
77 INDEX SCORE

12%
Retired
150 INDEX SCORE

29%
Renovated house
88 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	74%	91
Personal care and wellness	44%	112
Savings and investments	44%	127
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	28%	83
Fashion and accessories	28%	71
Experiences (e.g., concerts, events)	27%	91

SIMPLICITY LOVERS
FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	39%	103
Sina News	27%	97
Xinhua News	24%	112
China Daily	24%	124
Global Times	23%	97
Phoenix News	23%	120
Netease News	22%	91
Sohu News	21%	107
Travel & Leisure	20%	85
The Paper (Pengpai)	18%	128
National Geographic	17%	74
Zhihu News	17%	108
World Traveller	13%	73
Traveler	13%	73
Voyage	10%	73
Southern Weekly	8%	66
Jiemian News	5%	70
Condé Nast Traveler	5%	86
Caixin Global	4%	43
Sanlian	4%	63

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WeChat	74%	103
Douyin	70%	99
Xiaohongshu	42%	92
Kuaishou	39%	113
Weibo	31%	77

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	50%	96
fliggy.com	31%	97
Qunar	22%	78
ly.com	24%	88
Tuniu.com	12%	65
Mafengwo	6%	51
Skyscanner.com	2%	63

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
PSYCHOGRAPHICS — SUMMARY

3%
3.3M
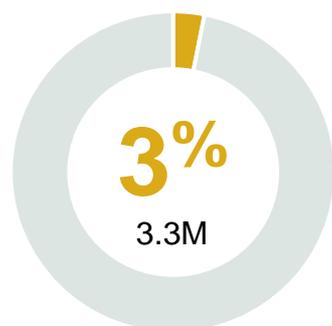
% OF CHINA POPULATION

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.

WHAT YOU NEED TO KNOW ABOUT ME

1 We prioritize affordable, kid-friendly destinations that offer relaxation and shared family experiences.

2 Our trips are escapes from everyday life, focusing on creating lasting memories through fun and simple activities.

3 Destinations built for tourism, offering safe and reliable experiences and weather, make planning for large groups easier.

4 While we generally prefer to stay in our comfort zone, we are excited to explore local shopping and cuisine when we travel.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - China Market Average ——— Fun & Sun Families
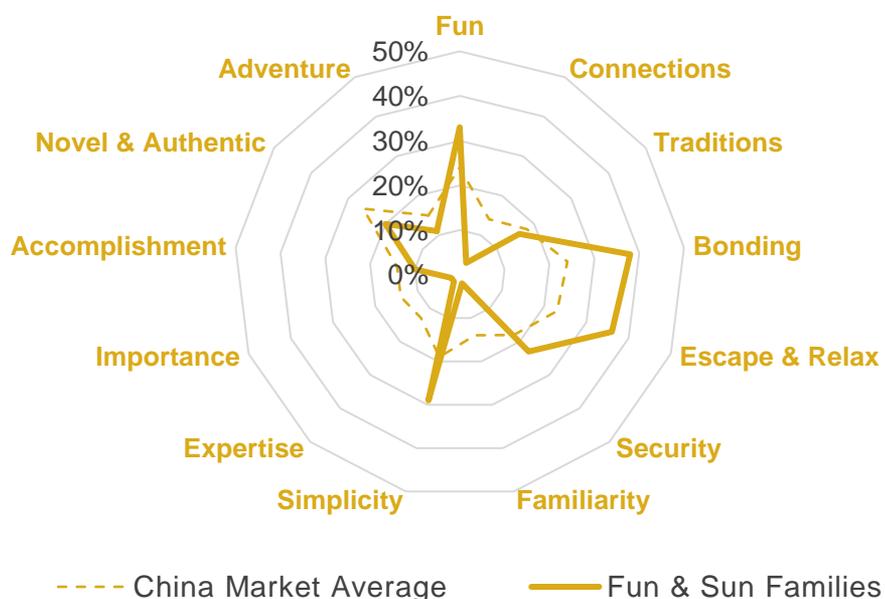
TRAVELLER RESPONSIBLE INDEX

71

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

59

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

o We seek comfortable, entertaining destinations to escape everyday demands and enjoy quality time together.

o Prioritizing ease and relaxation, we choose practical, easily accessible hotspots.

o We seek safe and friendly places, and escaping everyday life is our form of indulgence.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I generally avoid places that are challenging or difficult to reach	85%	151
I generally stick to the most popular areas when I visit somewhere	83%	140
I'm always on the look out for new destinations to visit next	82%	125
I prefer destinations with well-established tourist infrastructure	82%	139
I don't generally seek out luxury experiences while travelling	82%	143
I prefer destinations with lots of distractions and things to do	80%	129
I generally only choose destinations with comfortable climate and weather conditions	80%	140
While travelling I generally stick to places that are direct and convenient to get to	79%	155
Videos and pictures on social media inspire me to travel	76%	129
I generally don't try to learn local languages	69%	152
I will generally not go out of my way to buy local when travelling	64%	143
I generally don't participate in physical activities during my holidays	62%	135
I generally don't seek out destinations in order to explore my ancestral heritage	61%	145

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	55%	149
To share quality time with others	52%	139
To enjoy simple, straightforward travel	49%	159
To find much-needed time to relax	44%	146
To feel safe and secure	37%	157
To escape the demands of everyday life	22%	140

DESIRED DESTINATION

	SCORE	INDEX
Relaxed	68%	150
Safe	65%	148
Fun	61%	135
Friendly	46%	144
Reliable	43%	146
Carefree	38%	152

FUN & SUN FAMILIES
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We are aged 25-44, with at least one child.
- We are likely to be female.
- We are primarily employed earning a medium-high income.

AGE

	SCORE	INDEX
18-34	33%	112
35-54	49%	132
55+	18%	62
MEAN YEARS	41.9	69

HH INCOME (CAD)*

	SCORE	INDEX
$3K or less	18%	86
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More than $6K	7%	88
Refused	5%	131

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Secondary education	10%	61
Post-secondary education	90%	139

53% 60 Have a valid passport

GENDER

44% 58 Male

56% 142 Female

0% Non-binary / Other

HOUSEHOLD

79% 141 Children <18 Living At Home*

11% 80 Children 18+ Living At Home*

5% 59 Children NOT Living At Home*

16% 61 No Children

Option is not exclusive

CHINA CITY BREAKOUT

	SCORE	INDEX			SCORE	INDEX
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Shenzhen	16%	131		Nanjing	5%	41
Guangzhou	15%	136		Hangzhou	3%	64
Beijing	11%	94		Qingdao	3%	61
Chengdu	10%	160		Suzhou	2%	44
Xi'an	8%	147				

FUN & SUN FAMILIES
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: NON-GROUP

59

TRAVEL TRADE INDEX: GROUP

41

KEY terminology on this page

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For Flights of 3–7 Hours

— Fun & Sun Families
⋯⋯ Market Average

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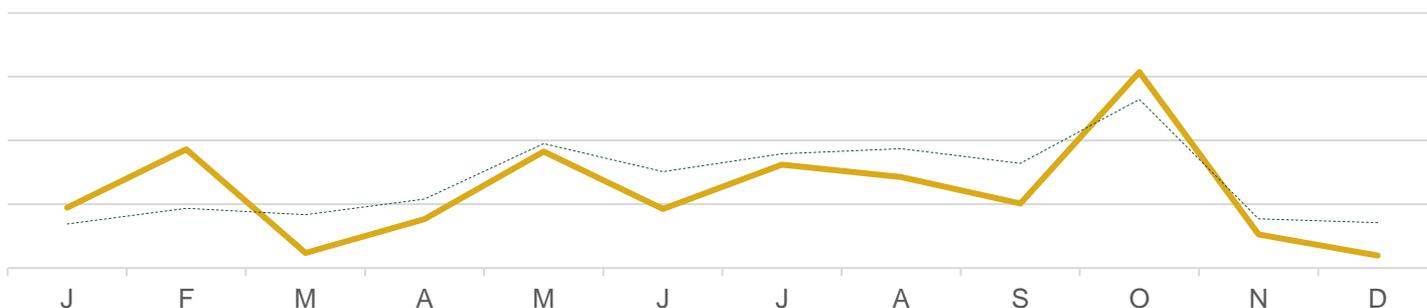
For Flights of 7+ Hours

— Fun & Sun Families
⋯⋯ Market Average

J F M A M J J A S O N D
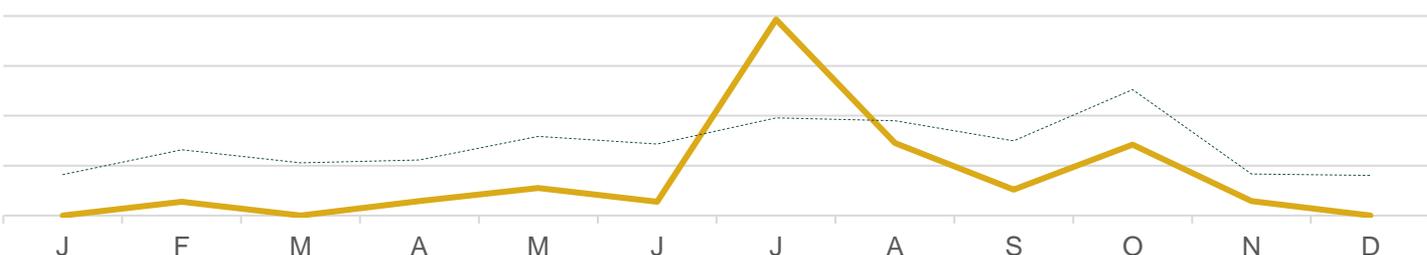
TRIP DURATION

		INDEX
1-2 Days	70%	139
3-5 Days	34%	90
1 Week Holiday	14%	74
2 Weeks Holiday	3%	55
3 Weeks Or More	1%	48

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	59%	127
International Leisure	9%	61
Business Trip	14%	76
Added Personal To Business	11%	78
Worked During Vacation	8%	65

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FUN & SUN FAMILIES
OUR BEHAVIOURS – MORE TRAVEL HABITS

🛏 TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**48%**	151
Vacation Rental (e.g., Airbnb, Vrbo)	**28%**	141
Budget Hotel	**26%**	149
Premium Hotel	**18%**	61
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	**14%**	102
All-inclusive resort	**12%**	152

THOUGHTS ON INDIGENOUS TRAVEL

36%
68 INDEX SCORE

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

7%
79 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	**60%**	90
You only ever get to know a country by experiencing its culture	**59%**	105
I'm willing to put in the effort while travelling in order to see lesser-known places	**21%**	45
I'm open to visiting destinations with challenging climates or weather conditions	**20%**	60
I'm open to travelling to destinations with limited tourist infrastructure	**18%**	61
I like to explore places that are off the beaten path and less explored	**17%**	60

FUN & SUN FAMILIES
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

○ We travel in larger groups, with immediate family, extended family, and even friends.
○ We keep budgets conservative.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	82%	134
Kids	69%	144
Adult relatives	24%	150
Friends	10%	86
Solo	5%	65

💰 BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,040

74
INDEX SCORE

SPEND STYLE
Mid-range

💡 OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	61%	91
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	56%	85
I consider the impact that I personally have on the destinations I visit	46%	65
Hearing from underrepresented communities is an important part of travelling	37%	62
It's important for me to know that the money I spend will support the local economy I'm visiting	36%	57

73%
PRIORITIZE SUSTAINABLE TRAVEL

53   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

o Family focussed attractions are the #1 priority.
o We like to explore local cuisine and shopping, and explore various water attractions, from beaches to spa opportunities.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Family-focused attractions	82%	156
o Amusement parks or theme parks	75%	155
o Zoos or aquariums	62%	156
o Space or science centres	29%	153
Local cuisine	66%	129
o Street cuisine	59%	136
o Local restaurants	47%	129
Nature experiences	58%	152
o Oceanside beaches	35%	153
o See or explore lakes, rivers, or waterfalls	30%	154
Shopping	42%	139
o Visiting famous shopping centres or areas	31%	137
o Souvenir shopping	27%	136
Health and wellness	28%	145
o Sauna or steam bath	17%	154
o Outdoor hot tub or bath	15%	135
Water-based sports	16%	139
Guided tours	18%	128
Cultural experiences or attractions	43%	111
Overnight experiences	21%	109
Casual sports	19%	74
Festivals and events	14%	76
Nightlife	11%	100

FUN & SUN FAMILIES
OUR BEHAVIOURS – WHY WE TRAVEL

INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 3–7 HOURS		TRIPS OF FLIGHTS OF 7+ HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	84%	137	58%	95
To spend time with family	80%	142	89%	150
To escape from routine	34%	154	17%	113
To have fun with friends	10%	70	12%	101
To learn through other cultures	36%	125	16%	57
To have memories from top travel spots	20%	87	0%	38
For a romantic getaway	17%	61	42%	144
To check off dream travel places	7%	60	0%	47
To seek solitude and isolation	0%	57	0%	59

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	69%	126	94%	149
Kids wanted to go	82%	150	84%	153
Family / friends wanted to go	49%	139	17%	83
Special event (e.g., wedding, reunion)	30%	135	28%	127
Visiting friends / family	17%	84	0%	54
Festival or event	33%	115	16%	64

56% 143 INDEX SCORE
Travel aligns with children's school schedule

62% 121 INDEX SCORE
Take time off for vacation during major holidays

29% 96 INDEX SCORE
Difficult to take more than a few days of vacation at once

FUN & SUN FAMILIES
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o We plan in advance and secure accommodation early. Destinations are often selected at our kids requests.

89%
Primary Trip Planner

78
INDEX SCORE

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

o **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 3–7 HOURS		FLIGHT OF 7+ HOURS
*The incidence of this traveller segment taking recent trips of the flight duration indicated above resulted in a base size too small for statistically reliable analysis.	**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	*The incidence of this traveller segment taking recent trips of the flight duration indicated above resulted in a base size too small for statistically reliable analysis.

FUN & SUN FAMILIES
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips primarily feature destinations known for family attractions.

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

o **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

50% 147 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Nuclear Family	
DESTINATION TYPE	Eco-tourism spot	21%
	Urban centre	20%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Escape & Relax	Fun
ACTIVITIES	Street cuisine	51%
	Amusement parks or theme parks	48%
KEY BEHAVIOURS	Planned within a month of travel. Lower budget. All about fun and connecting as a family	

% OF TOTAL TRIPS

24% 110 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Extended Family	
DESTINATION TYPE	Urban centre	29%
	Cultural experience	21%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Escape & Relax	Simplicity
ACTIVITIES	Local restaurants	52%
	Observing architecture	32%
	Zoos or aquariums	31%
KEY BEHAVIOURS	Higher budget, may be staying at an all-inclusive resort. Planned in advance due to larger group	

% OF TOTAL TRIPS

N/A N/A INDEX SCORE

SEGMENT ALIGNMENT
○ ○ ○ ○ ○

TRIP TYPE	BASE SIZE TOO SMALL		
COMPANIONS			
TRIP EMOTIONAL MOTIVATIONS			
ACTIVITIES			
KEY BEHAVIOURS			

% OF TOTAL TRIPS

N/A N/A INDEX SCORE

SEGMENT ALIGNMENT
○ ○ ○ ○ ○

TRIP TYPE	BASE SIZE TOO SMALL		
COMPANIONS			
TRIP EMOTIONAL MOTIVATIONS			
ACTIVITIES			
KEY BEHAVIOURS			

DESTINATION CANADA

FUN & SUN FAMILIES
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o Our preferred destinations are kid-friendly, easy to access, built for tourism, and have affordable options.

o We take shorter trips, 1-week long or less, mostly domestic.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
China	72%	140	Singapore	2%	80
Japan	8%	110	France	2%	73
Hong Kong	4%	95	Macao	2%	94
US	3%	141	New Zealand	2%	110
Australia	2%	83	Switzerland	2%	147

WHERE DO WE WANT TO GO

UNITED STATES FIJI XINJIANG ICELAND FRANCE
SHANGHAI YANGSHUO QINGHAI HANGZHOU SWITZERLAND MELBOURNE BARCELONA MOSCOW
ENGLAND NEW ZEALAND SANYA GUANGXI ENSHI YUNNAN
MALDIES CHENGDU INDONESIA
SOUTH KOREA LUOYANG CHINA ITALY SUZHOU TIBET
DUBAI PARIS
CANADA XI'AN HARBIN MACAO SINGAPORE
JILIN HONG KONG DALIAN TAIWAN INNER MONGOLIA
JIUZHAIGOU YANGSHUO NORWAY NEW YORK DUBAI
JAPAN LHASA BEIJING THAILAND EGYPT AUSTRALIA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	64%	142
Has well-developed tourism infrastructure	47%	160
Has a mild and pleasant climate	46%	147
Has adequate health standards	40%	156
Is easy to travel to	37%	143
Is not too expensive	33%	138
Provides a sense of personal safety	32%	139
Isn't too crowded	30%	135

FUN & SUN FAMILIES
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

- We likely have not been to Canada before.
- To date, any travel to Canada has primarily been to Ontario or Atlantic provinces.

WHERE DO WE WANT TO GO IN CANADA

VANCOUVER
BANFF NATIONAL PARK
MONTREAL
TORONTO
CALGARY
NIAGARA FALLS
OTTAWA YELLOWKNIFE QUEBEC

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
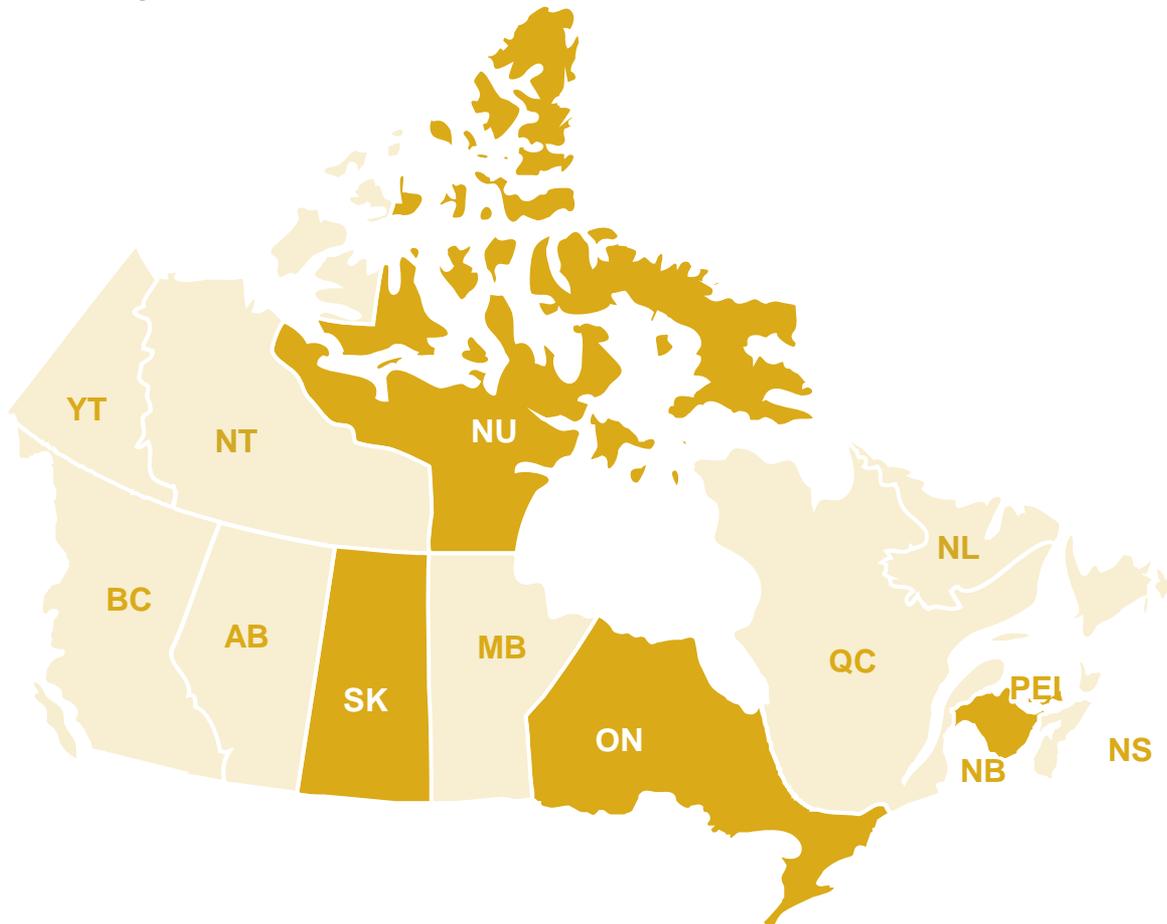
PROVINCES	%	INDEX
AB	8%	108
BC	0%	56
MB	0%	41
NB	17%	143
NL	17%	81
NS	8%	74
NT	8%	57
NU	24%	155
ON	43%	142
PEI	25%	146
QC	8%	68
SK	8%	126
YT	0%	69

FUN & SUN FAMILIES
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o While we have heard of Canada, we have never really looked into it as a travel destination.

o Generally, we are not planning a future visit.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
FUN & SUN FAMILIES	15%	18%	59%	16%
VS. TOTAL MARKET	14%	31%	46%	20%

12%
Been to Canada in last 5 years
60 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
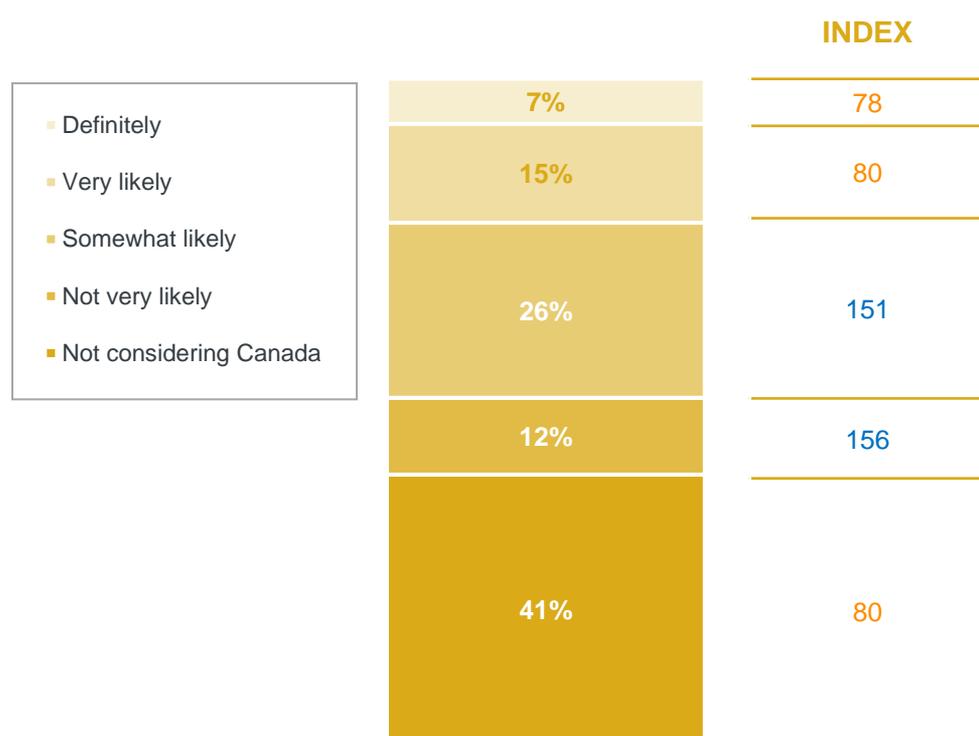
		INDEX
■ Definitely	7%	78
■ Very likely	15%	80
■ Somewhat likely	26%	151
■ Not very likely	12%	156
■ Not considering Canada	41%	80

FAMILIARITY WITH CANADA

		INDEX
■ Been To Canada Multiple Times	3%	
	10%	57
■ Been To Canada Once	0%	86
	16%	52
■ I know a lot about travel in Canada		132
■ I have researched it, but only superficially		
■ I have heard it, but never looked into it	57%	156
■ I have never heard about travel in Canada	14%	64
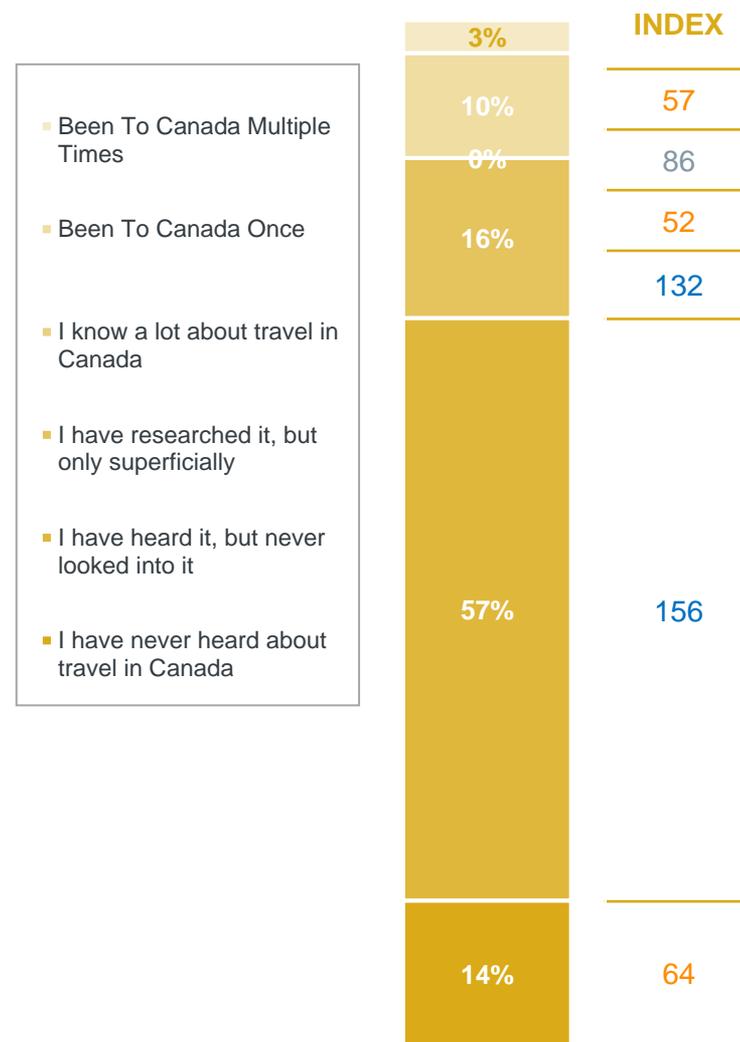
FUN & SUN FAMILIES
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o Our spending priorities include a range of categories to account for all family members, but we are also focussed on growing our savings.

o If we did not just have a child, our young children are transitioning from daycare to school life.

MAJOR LIFE EVENTS IN LAST 5 YEARS

22%
Had a child
159 INDEX SCORE

16%
Started a new job / career
126 INDEX SCORE

15%
Bought a new home
81 INDEX SCORE

4%
Moved to a new city
97 INDEX SCORE

50%
Child started school
150 INDEX SCORE

48%
Purchased a car
118 INDEX SCORE

2%
Retired
77 INDEX SCORE

37%
Renovated house
117 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	63%	55
Savings and investments	52%	151
Personal care and wellness	48%	129
Fashion and accessories	42%	121
Technology and gadgets	27%	130
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	26%	65

FUN & SUN FAMILIES
FIND US ONLINE – META VARIABLES

TOP PUBLICATIONS

	SCORE	INDEX
Tencent News	71%	187
Sina News	50%	181
Netease News	38%	158
Travel & Leisure	38%	160
Sohu News	35%	180
National Geographic	35%	151
Traveler	29%	169
Xinhua News	26%	124
Global Times	24%	101
Zhihu News	24%	145
World Traveller	21%	118
Phoenix News	18%	93
The Paper (Pengpai)	18%	125
China Daily	15%	77
Voyage	12%	87
Caixin Global	9%	94
Jiemian News	6%	79
Condé Nast Traveler	6%	96
Southern Weekly	3%	26
Sanlian	-	-

TOP SOCIAL PLATFORMS

	SCORE	INDEX
Douyin	85%	121
WeChat	74%	102
Xiaohongshu	56%	123
Weibo	53%	131
Kuaishou	26%	77

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Ctrip (now Trip.com)	76%	147
Qunar	44%	159
fliggy.com	44%	137
ly.com	35%	130
Tuniu.com	15%	82
Mafengwo	12%	95
Skyscanner.com	-	-

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

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.

	Outdoor Explorers	Culture Seekers	Refined Globetrotters	Purpose Driven Families	City Trippers	Simplicity Lovers	Fun & Sun Families
ASPIRING ESCAPISTS	34%	30%	14%	8%	5%	8%	2%
FREE SPIRITS	16%	24%	24%	16%	14%	4%	2%
GENTLE EXPLORER	23%	22%	14%	11%	12%	13%	5%
GROUP TOURIST	14%	25%	27%	18%	8%	5%	3%
REJUVENATOR	7%	16%	14%	15%	19%	17%	13%

GLOSSARY
DETAILS AND DEFINITIONS

DESIRED DESTINATION	How a traveller describes the personality of an ideal destination.	
DESTINATION CANADA PRIORITY SEGMENT	Traveler segments prioritized by Destination Canada for targeted marketing and strategic efforts due to the opportunity they provide to contribute significantly to the Canadian tourism landscape. Aligning with these segments enables tourism partners to effectively coordinate with the national tourism strategy and maximizing their impact.	
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.*

GLOSSARY

DETAILS AND DEFINITIONS

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 orginality 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.*

GLOSSARY

DETAILS AND DEFINITIONS

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	

GLOSSARY
DETAILS AND DEFINITIONS

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).