MEXICO MARKET PROFILES

As one of the fastest-growing travel markets in the world, Mexican travellers are renowned for their passion for exploring as a family.

With a blend of fun and relaxation, Mexican tourists seek destinations that create unforgettable moments for all ages, embracing both new cultures and learning experiences with a sense of togetherness.

MEXICO

DESTINATION CANADA

This research on the Mexican market is focused on travellers with Socio-Economic tier of A, B, & C+.

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.

(!) **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**.
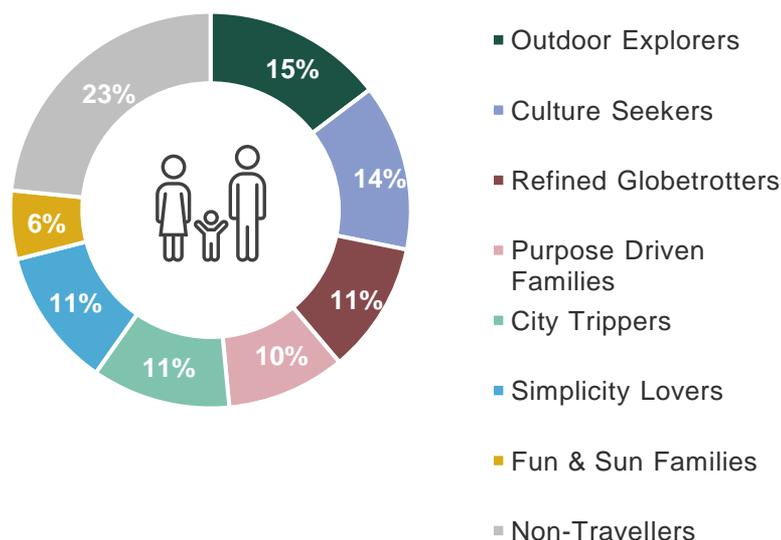
DESTINATION CANADA

MARKET OVERVIEW

This reseach on the Mexican market is focused on travellers with **Socio-Economic tier of A, B, & C+**.

Amongst these Mexican travellers, there is a strong overindex for Purpose Driven Families as well as Fun & Sun Families compared to other markets, however the most common segments are Outdoor Explorers and Culture Seekers.

Travellers from Mexico are often interested in destinations that feel familiar and fun, and are more likely than other markets to be interested in exploring family-focused attractions, nightlife, and guided tours.

KEY MARKET HIGHLIGHTS

o Mexican segments overall have a general view of travel as an important way to learn about new cultures, and a desire to learn something new from the destinations visited.

o Overall preference for reliable, safe, and well-known destinations and interest in trendy locales.

o With larger families and travel groups, more likely to be travelling during major holidays and aligned with kids schedules.

MARKET SIZING

POPULATION BREAKDOWN

- 15% Outdoor Explorers
- 14% Culture Seekers
- 11% Refined Globetrotters
- 10% Purpose Driven Families
- 11% City Trippers
- 11% Simplicity Lovers
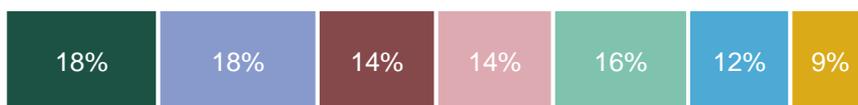- 6% Fun & Sun Families
- 23% Non-Travellers

24.4% of the adult population in Mexico (est. **10M**) are non-travellers (est. **2M**). Reasons for not travelling are often financial or related to inability to travel due to commitments and limited vacation time.

OUTBOUND TRAVELLERS' BREAKDOWN

Short-haul Travellers

| 17% | 19% | 11% | 13% | 10% | 22% | 8% |

Mid-haul Travellers

| 18% | 18% | 14% | 14% | 16% | 12% | 9% |
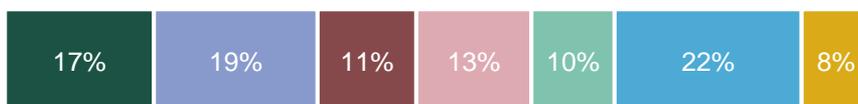
Long-haul Travellers

| 20% | 20% | 19% | 11% | 16% | 9% | 5% |

Travellers To Canada
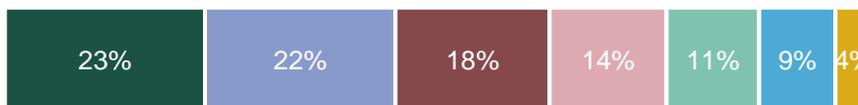
| 23% | 22% | 18% | 14% | 11% | 9% | 4% |

! **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	**1.5M**	No	o Nature Experiences o Overnight Experiences o High-Intensity Sports	o Adventure o Novel & Authentic o Connections
CULTURE SEEKERS	**1.3M**	No	o Cultural Experiences & Attractions o Festivals & Events o Nightlife	o Connections o Security o Familiarity
REFINED GLOBETROTTERS	**1.1M**	**Yes**	o Cultural Experiences & Attractions o Cuisine o Guided Tours	o Novel & Authentic o Bonding o Escape & Relax
PURPOSE DRIVEN FAMILIES	**0.9M**	No	o Family-Focused Attractions o Cultural Experiences & Attractions o Nature Experiences	o Novel & Authentic o Bonding o Adventure
CITY TRIPPERS	**1.2M**	No	o Shopping o Nightlife o Cultural Experiences & Attractions	o Fun o Novel & Authentic o Escape & Relax
SIMPLICITY LOVERS	**1.1M**	No	o Family-Focused Attractions o Cultural Experiences & Attractions o Nature Experiences	o Escape & Relax o Fun o Simplicity
FUN & SUN FAMILIES	**0.5M**	No	o Family-Focused Attractions o Shopping o Nature Experiences	o Fun o Bonding o Escape & Relax

> **!** **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.

OUTDOOR EXPLORERS
PSYCHOGRAPHICS – SUMMARY

15%
1.5M
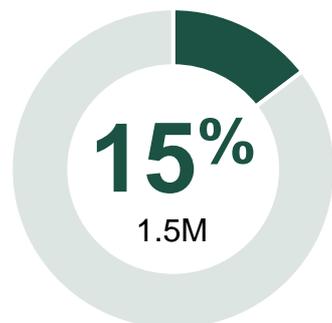
% OF MEXICO POPULATION

We're daring explorers who crave the thrill of unknown landscapes and overcoming challenges. Adventure travel allows us to grow, learn new skills, and establish personal traditions.

We often seek adrenaline through physical activities, engaging with locals, and ensuring a positive impact. We embrace both short getaways and longer holidays, relishing in nature-related experiences.

WHAT YOU NEED TO KNOW ABOUT ME

1 We love travel and take all types of trips (domestic / international / business / bleisure).

2 We're nature enthusiasts driven by a sense of accomplishment from overcoming challenges in the great outdoors.
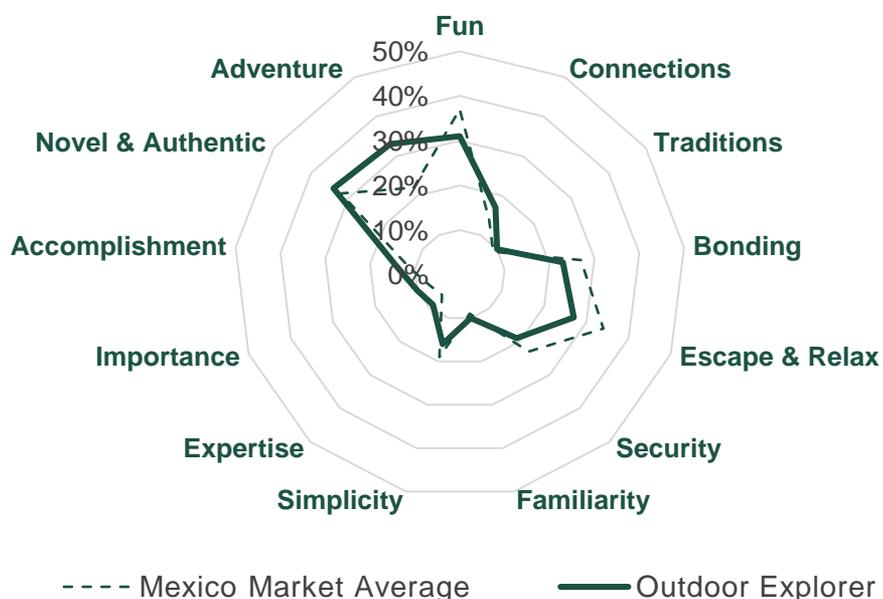
3 As young parents, and value travel as a way to demonstrate success and provide opportunities to our family.

4 Exploration, learning from local communities, and adventure are priorities, and we like to use travel agents to help us plan the best trips.

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%.

- - - - Mexico Market Average — Outdoor Explorer

TRAVELLER RESPONSIBLE INDEX
116

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
110

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 prioritize unexplored travel, engaging with local communities for personal growth.

o We're motivated by adventures that challenge us, taking pride in the feeling of accomplishment as a way to communicate our success.

o We prioritize natural, adventurous, free-spirited, and unexplored destinations.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
Exploring the world through travel is an important milestone of growing up	86%	125
I'm always on the look out for new destinations to visit next	85%	122
I like my holiday to have some form of physical activity	81%	142
I am more likely to select destinations / activities that invest in socially responsible tourism	78%	121
I'm passionate about travelling	76%	114
I generally think natural attractions are the highlights of my trip	71%	147
I go where I want to go, no matter the hurdles	67%	131
I learn the basics of a language before visiting a country / region	67%	124
I prioritize discovering new restaurants, stores, and hotels over revisiting familiar ones	66%	134
I feel best on vacation when being highly active	58%	128
I'm open to unconventional accommodations when travelling	55%	133
I seek out destinations where I can explore my ancestral heritage	51%	120
I'd be open to using AI-powered chatbots for travel planning and assistance	46%	127

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To feel a sense of adventure	38%	140
To be proud to share my travel experiences	27%	131
To push my limits and challenge myself	18%	137
To feel connected with new people	17%	112
To feel like I'm important	10%	120
To feel like a travel expert	9%	124

DESIRED DESTINATION

	SCORE	INDEX
Adventurous	63%	147
Fun	49%	100
Authentic	29%	103
Free-Spirited	29%	140
Unexplored	19%	151
Passionate	17%	110

OUTDOOR EXPLORERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We are under 35 years of age with at least one child.
- We are working full time or still finishing post secondary education.
- Find us in the Mexico City Metropolitan Area.

73%
103 Have a valid passport

GENDER

50% 98 Male

50% 101 Female

0% 108 Non-binary / Other

AGE

	SCORE	INDEX
18-34	50%	127
35-54	39%	88
55+	11%	82
MEAN YEARS	37.0	75

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	21%	100
$900 to <$6K	66%	101
$6K or more	10%	106
Refused	3%	74

* HH Income reported by month

HOUSEHOLD

71% 105 Children <18 Living At Home*

11% 82 Children 18+ Living At Home*

3% 84 Children NOT Living At Home*

27% 97 No Children

Option is not exclusive

EMPLOYMENT

	SCORE	INDEX
Employed FT	64%	114
Employed PT	13%	115
Self-employed	13%	89
Retired	2%	80

EDUCATION

	SCORE	INDEX
Primary education or less	0%	74
Secondary education	3%	85
Post-secondary education	97%	112

MEXICO REGION BREAKOUT

	SCORE	INDEX
Mexico City Metropolitan Area	22%	103
South	19%	107
Northeast	17%	88
Centre-West	17%	99
Centre-East	15%	88
Northwest	11%	108

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	51%	95
C+	49%	105

OUTDOOR EXPLORERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

117

TRAVEL TRADE INDEX: **GROUP**

118

❗ 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

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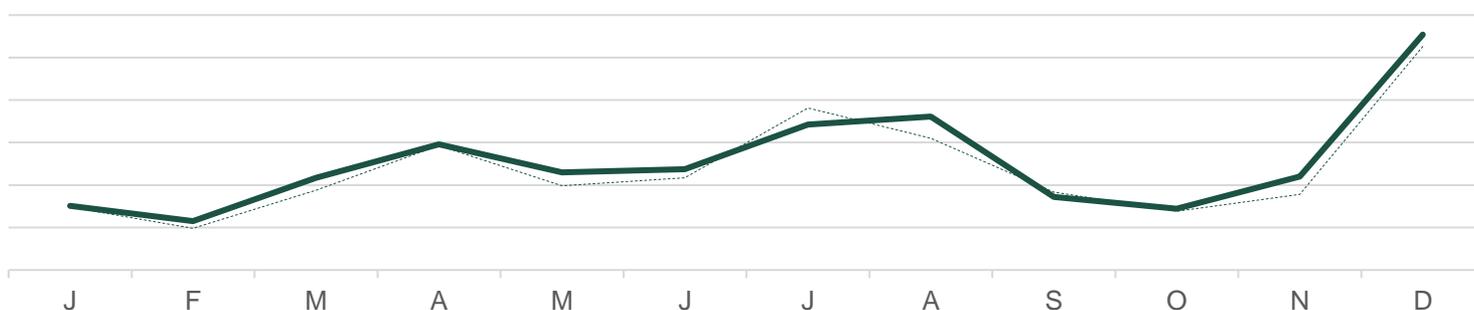
For Flights of 7+ Hours

— Outdoor Explorer
···· Market Average

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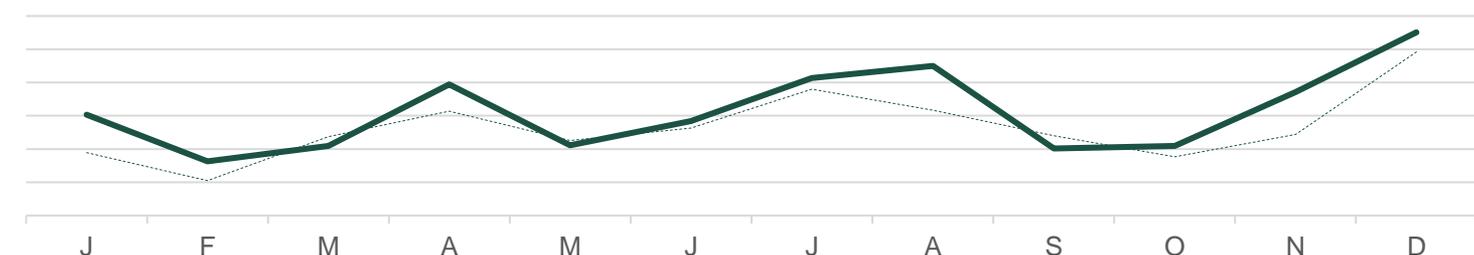
🧳 TRIP DURATION

		INDEX
1-2 Days	40%	106
3-5 Days	32%	104
1 Week Holiday	28%	116
2 Weeks Holiday	18%	118
3 Weeks Or More	14%	125

Incidence is frequency of 2+ times per year

📍 TRIP TYPE

		INDEX
Domestic Leisure	49%	94
International Leisure	20%	115
Business Trip	28%	110
Added Personal To Business	20%	114
Worked During Vacation	19%	115

Incidence is frequency of 2+ times per year

OUTDOOR EXPLORERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**50%**	97
Vacation Rental (e.g., Airbnb, Vrbo)	**26%**	99
Premium Hotel	**24%**	96
All-inclusive resort	**19%**	93
Friend's or family's place	**19%**	86
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	**10%**	133

THOUGHTS ON INDIGENOUS TRAVEL

67%
120 INDEX SCORE

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

10%
90 INDEX SCORE

Strong Interest In Indigenous Activities

WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I'm willing to put in the effort while travelling in order to see lesser-known places	**78%**	134
I like to explore places that are off the beaten path and less explored	**73%**	136
You only ever get to know a country by experiencing its culture	**71%**	74
I really want to learn about the history of the destinations I visit	**70%**	86
I'm open to visiting destinations with challenging climates or weather conditions	**56%**	129
I'm open to travelling to destinations with limited tourist infrastructure	**52%**	128

OUTDOOR EXPLORERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

o We travel with our partner, sometimes with our kids.
o Our budgets are moderate, though we may spend on experiences.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	63%	90
Kids	39%	96
Adult relatives	22%	83
Solo	12%	118
Friends	8%	102

BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,210

108
INDEX SCORE

SPEND STYLE
Premium / Upscale

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	65%	123
It's important for me to know that the money I spend will support the local economy I'm visiting	63%	115
I consider the impact that I personally have on the destinations I visit	61%	106
It's important to me that I visit somewhere that is open to diversity and inclusion	56%	102
Hearing from underrepresented communities is an important part of travelling	56%	112

82%
PRIORITIZE SUSTAINABLE TRAVEL

121 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 All sports are of interest, we're not deterred by a challenging new activity.
o Guided tours that provide unique and novel access to nature are attractive.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Nature experiences	64%	139
o Nature walks	32%	145
o Visiting nature parks or preserves	25%	135
o See or explore lakes, rivers, or waterfalls	24%	140
Water-based sports	20%	139
o Swimming	14%	137
o Kayaking, canoeing, or paddle-boarding	8%	146
High-intensity sports	16%	147
o Rock climbing	8%	148
o Bungee jumping or skydiving	6%	151
Casual sports	12%	130
o Ziplining	5%	134
o Fishing	5%	135
Winter-based sports	11%	131
o Snowmobiling	3%	125
o Dog-sledding	2%	121
Family-focused attractions	47%	85
Cultural experiences or attractions	45%	57
Guided tours	35%	94
Overnight experiences	30%	113
Shopping	29%	60
Festivals and events	28%	98
Local cuisine	24%	56

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	65%	97	50%	67
To spend time with family	47%	85	53%	105
To escape from routine	34%	58	38%	98
For adventure and excitement	37%	129	45%	129
To learn through other cultures	27%	93	39%	97
To have memories from top travel spots	16%	133	10%	97
To have fun with friends	15%	126	14%	103
For personal reflection and growth	18%	121	16%	134
For a romantic getaway	13%	107	12%	96

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	51%	77	54%	94
Family / friends wanted to go	26%	83	29%	100
Visiting friends / family	30%	89	36%	103
Kids wanted to go	40%	95	41%	99
Festival or event	25%	103	26%	104
Special event (e.g., wedding, reunion)	24%	83	28%	92

51% 101 INDEX SCORE
Travel aligns with children's school schedule

43% 113 INDEX SCORE
Take time off for vacation during major holidays

28% 100 INDEX SCORE
Difficult to take more than a few days of vacation at once

OUTDOOR EXPLORERS
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

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

73%
Primary Trip Planner
113 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

Started Researching and Planning – 3.9 Months
o Social Media

3 MONTHS BEFORE MY TRIP

Started Researching and Planning – 2.5 months
o Recommendations from friends or family

Booked Transportation – 2.6 months
o Travel booking sites / apps

Booked Accommodation – 2.5 months
o Travel booking sites / apps

2 MONTHS BEFORE MY TRIP

Booked Transportation – 1.6 months
o Travel booking sites / apps

Booked Accommodation – 1.4 months
o Travel booking sites / apps

Booked Activities – 1.9 months
o Travel booking sites / apps

1 MONTH BEFORE MY TRIP

Booked Activities – 1.4 months
o Travel booking sites / apps

MY TRIP BEGINS!

DURING MY TRIP
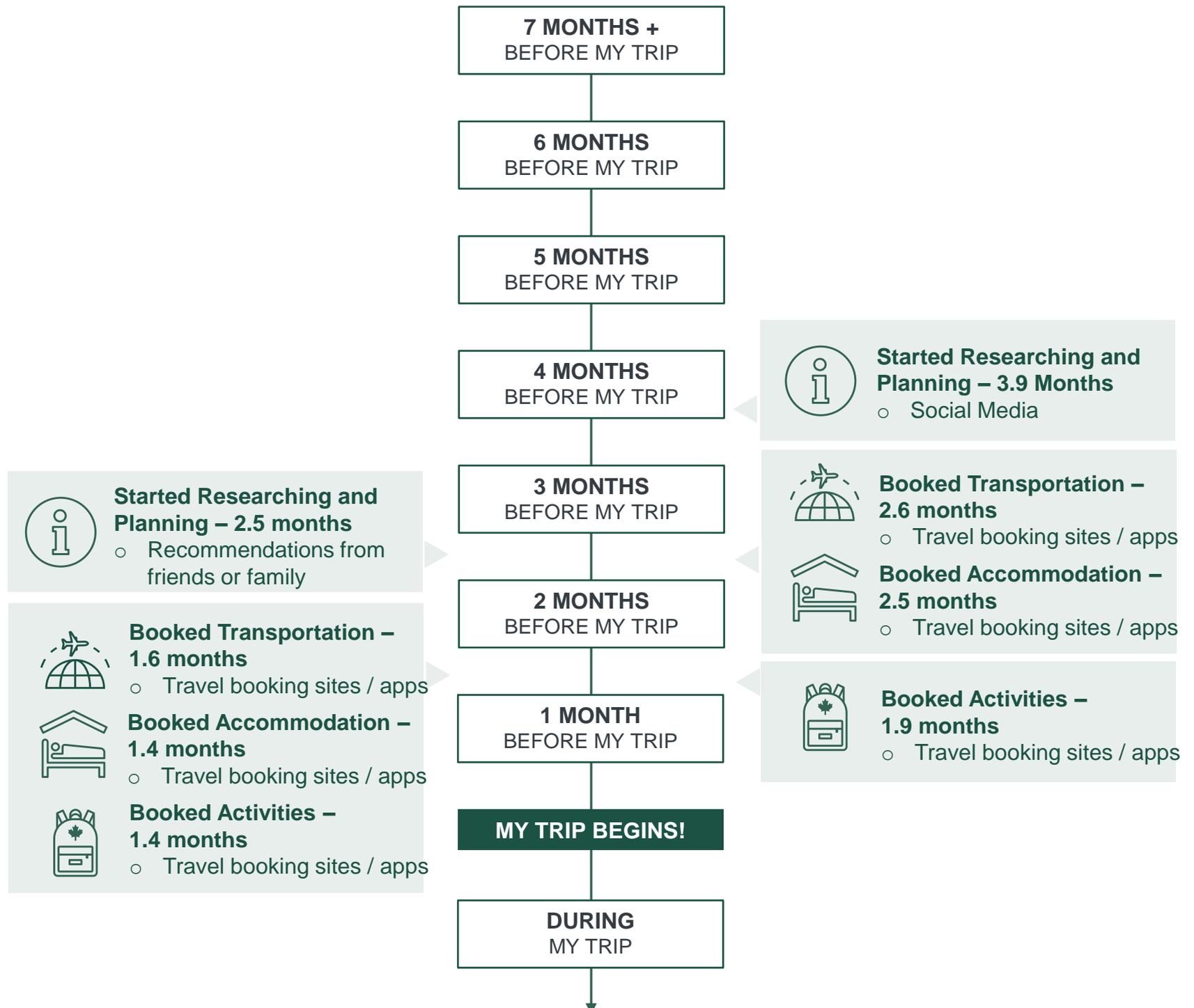
OUTDOOR EXPLORERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips are to adventure and nature destinations.

o At times we take trips like Culture Seekers 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

12% 89 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban centre		**20%**
	Small cities & town		**15%**
TRIP EMOTIONAL MOTIVATIONS	Escape & Relax	Fun	Adventure
ACTIVITIES	Bars and pubs		**30%**
	Camping		**12%**
	Meditation or yoga		**9%**
KEY BEHAVIOURS	Planning fairly last minute, in pursuit of personal growth		

% OF TOTAL TRIPS

7% 101 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ● ●

TRIP TYPE	Eco-Tourism Spot		
COMPANIONS	Couple only		**31%**
	Nuclear family with kids		**29%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Zoos or aquariums		**33%**
	Nature walks		**29%**
	Visiting nature parks or preserves		**28%**
KEY BEHAVIOURS	Seeking novel and unique access to nature, likely staying in a vacation rental		

% OF TOTAL TRIPS

9% 112 INDEX SCORE

SEGMENT ALIGNMENT

● ● ● ○ ○

TRIP TYPE	Cultural Experience		
COMPANIONS	Couple only		**35%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Historical or archeological sites		**28%**
	Museums		**26%**
	Visiting local monuments		**22%**
KEY BEHAVIOURS	Couples trip to really immerse in and learn about a new culture		

% OF TOTAL TRIPS

28% 125 INDEX SCORE

SEGMENT ALIGNMENT

● ● ○ ○ ○

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Urban centre		**29%**
	Beach resort		**24%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local Restaurants		**40%**
	Bars and pubs		**39%**
	Souvenir shopping		**36%**
KEY BEHAVIOURS	A romantic getaway focussed on fun		

OUTDOOR EXPLORERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

- We seek access to adventure, wildlife and nature, and if it's remote and less-explored, even better!
- A lot of our travel is in Latin American countries and the Caribbean.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	51%	89	Colombia	3%	110
US	12%	81	Italy	3%	103
Spain	6%	113	Argentina	2%	123
Canada	5%	127	Germany	2%	116
France	4%	111	Belize	2%	129

WHERE DO WE WANT TO GO

CANADA LONDON GREECE JAPAN HAWAII KOREA VERACRUZ CANCUN NORWAY COLOMBIA TURKEY THE MOUNTAINS SANTORINI NEW ZEALAND INDIA BEACH FLORIDA DALLAS, TEXAS EUROPE PERU SPAIN THE CAPES LOS CABOS EGYPT NEW YORK AUSTRALIA MAGIC TOWNS THAILAND LOS ANGELES FRANCE ICELAND PORTUGAL CARIBBEAN ACAPULCO DUBAI SWITZERLAND SOUTH KOREA PARIS OAXACA MIAMI GUADALAJARA THE ANTARCTICA MACHU PICCHU GERMANY BRAZIL MEXICO UNITED STATES ITALY AMERSTERDAM ARGENTINA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Provide access to unique natural wonders	41%	137
Known for stunning natural landscapes	38%	142
Provides numerous opportunities for outdoor adventures	35%	149
Provides opportunities to view wildlife in its natural habitat	29%	143
Offers a range of scenic viewpoints	22%	132
Offers an energetic and dynamic cultural scene	21%	111
Has many hidden gems	16%	117
Offers options for adrenaline seekers	15%	142

OUTDOOR EXPLORERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

○ While many of us haven't visited Canada, we are likely to visit in the future.

○ We over-index on propensity to visit the Territories.

○ We are open to exploring all areas of Canada, but top of our list is Quebec, Toronto, and Vancouver.

WHERE DO WE WANT TO GO IN CANADA

TORONTO EDMONTON SAINT JOHN CN TOWER MONTREAL WHITEHORSE CALGARY WINNIPEG NEW BRUNSWICK YUKON NIAGARA FALLS RIPLEY'S AQUARIUM PRINCE EDWARD PALACE ALBERTA HALIFAX QUEBEC WATERFALLS ATLANTA SASKATCHEWAN NEWFOUNDLAND LONDON ALASKA CANADA MOUNTAINS ROYAL ONTARIO MUSEUM KELOWNA VICTORIA ISLAND GROUSE MOUNTAIN OTTAWA VANCOUVER MANITOBA ONTARIO BANFF NATIONAL PARK

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
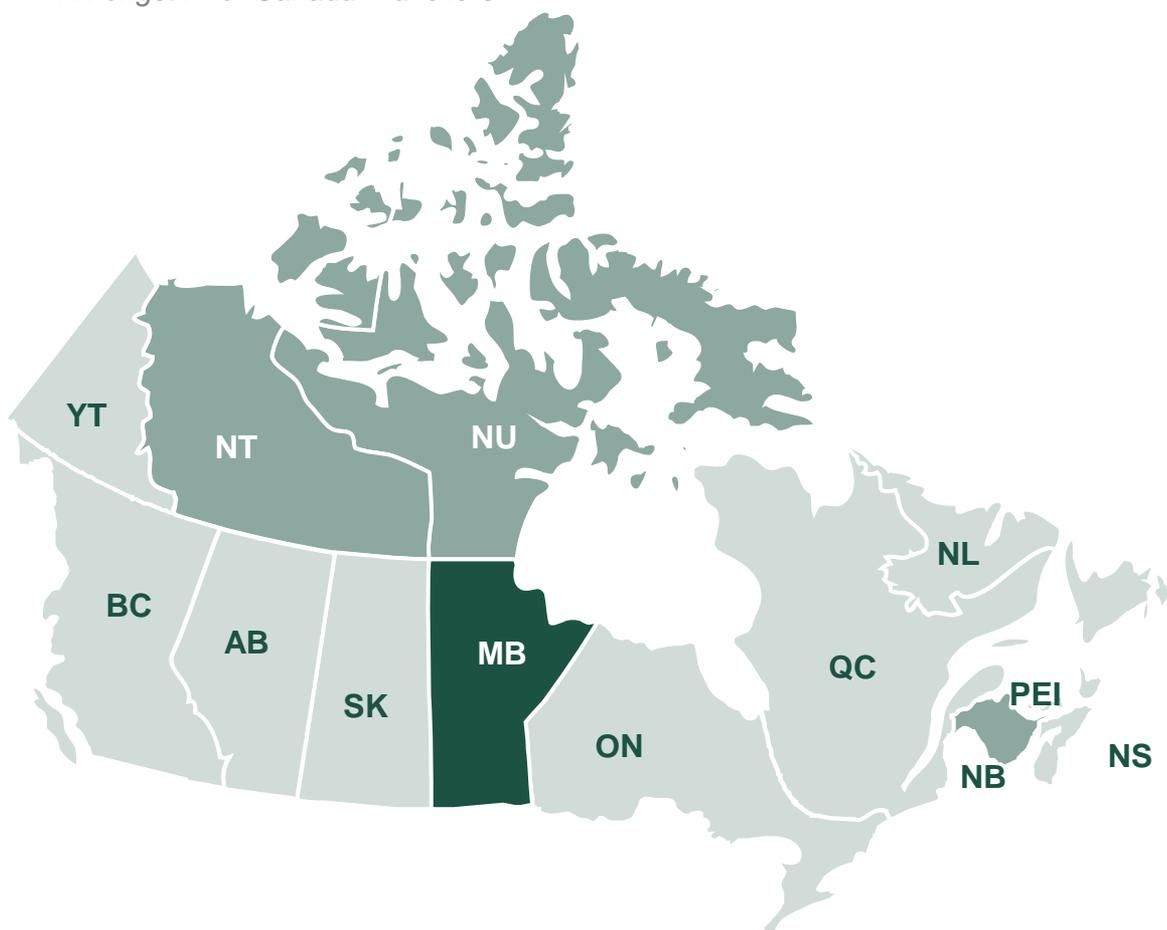
PROVINCES	%	INDEX
AB	9%	83
BC	16%	90
MB	8%	134
NB	8%	119
NL	6%	106
NS	13%	101
NT	5%	118
NU	5%	118
ON	30%	88
PEI	6%	109
QC	45%	97
SK	2%	84
YT	5%	92

OUTDOOR EXPLORERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o We will travel in all seasons, but more likely in the Spring, which aligns with a major holiday.

o If we have visited, it's been 1-2 times so far, but planning for more.

o Our knowledge of Canada is fairly strong, and we have done some research thinking about future trips.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
OUTDOOR EXPLORERS	28%	26%	35%	21%
VS. TOTAL MARKET	30%	22%	35%	22%

29% Been to Canada in last 5 years
118 INDEX SCORE

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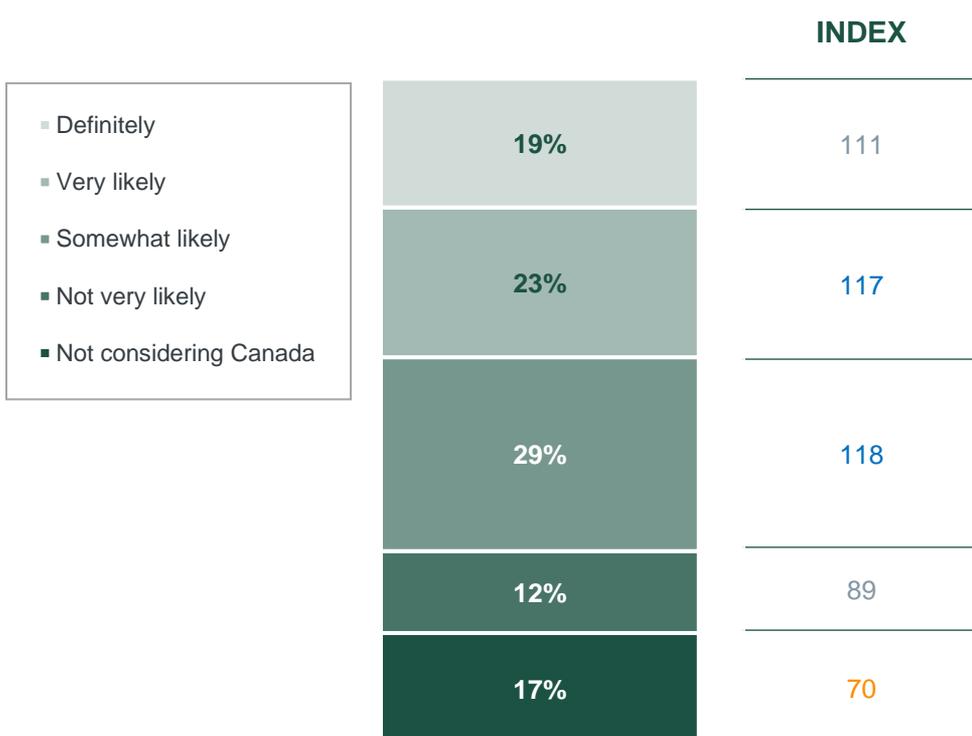
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

%	INDEX
19%	111
23%	117
29%	118
12%	89
17%	70

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
16%	109
19%	123
4%	131
18%	109
35%	81
10%	89
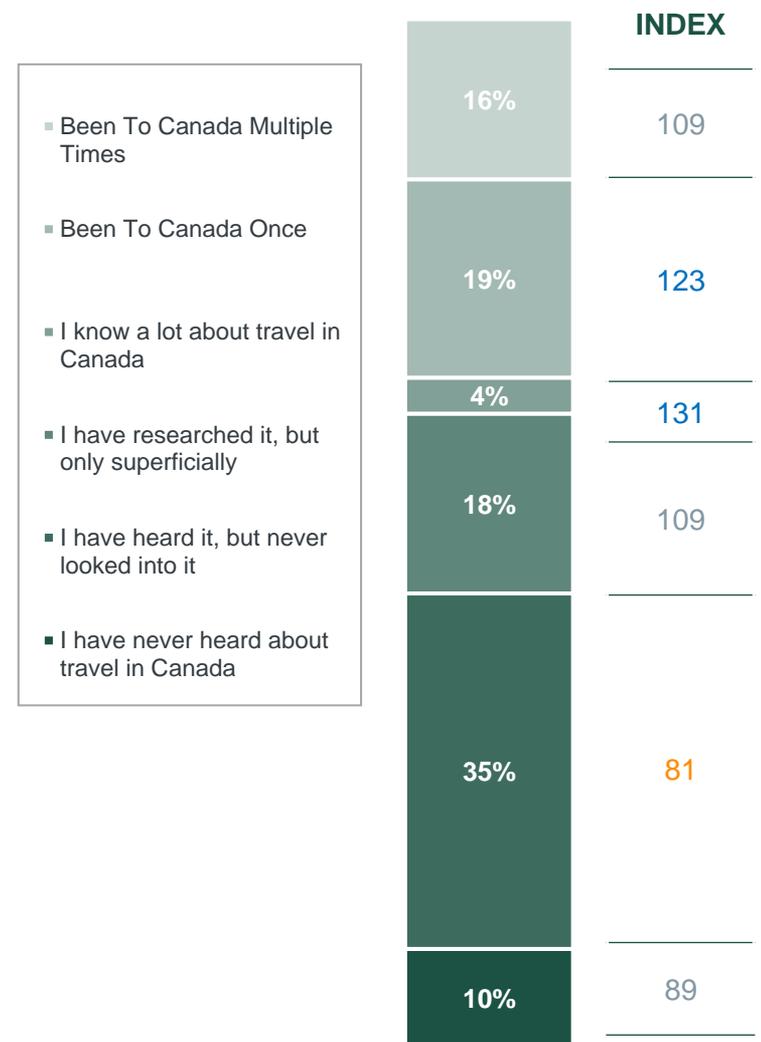
OUTDOOR EXPLORERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o Recent life changes have included a career move and / or moving to a new city.

o Beyond travel, our extra income in spent on fashion and personal hobbies or interests.

MAJOR LIFE EVENTS IN LAST 5 YEARS

15%
Had a child
99 INDEX SCORE

38%
Started a new job / career
131 INDEX SCORE

11%
Bought a new home
109 INDEX SCORE

12%
Moved to a new city
127 INDEX SCORE

17%
Child started school
96 INDEX SCORE

44%
Purchased a car
102 INDEX SCORE

2%
Retired
83 INDEX SCORE

41%
Renovated house
102 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Personal care and wellness	50%	69
Travel	48%	84
Technology and gadgets	45%	136
Savings and investments	42%	115
Fashion and accessories	30%	111
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	30%	107

OUTDOOR EXPLORERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
El Universal	**46%**	111
Milenio	**35%**	111
Reforma	**29%**	106
El Financiero	**25%**	97
Excélsior	**23%**	99
El Economista	**22%**	101
National Geographic en Español	**21%**	104
Forbes	**16%**	111
Expansión	**13%**	115
Food and Travel	**8%**	85
Life and Style	**7%**	103
InStyle	**7%**	141
Travel+Leisure	**7%**	106
Food & Wine	**6%**	98
Travesías	**6%**	115
Luxury Travel Magazine	**4%**	106
Esquire	**4%**	115
Harper's Bazaar	**4%**	94
Moi	**2%**	100
Robb Report	**2%**	109

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	**81%**	99
Facebook	**78%**	98
YouTube	**79%**	102
Instagram	**70%**	104
TikTok	**55%**	99

TOP TRAVEL PLATFORMS

|	SCORE	INDEX
Tripadvisor MX	**21%**	124
Expedia	**28%**	108
Chilango (travel section)	**10%**	130
The Happening	**4%**	156
Dónde Ir	**11%**	105
Martha Debayle	**5%**	116
Hotbook	**4%**	141

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

DESTINATION CANADA

CULTURE SEEKERS
PSYCHOGRAPHICS – SUMMARY

14%
1.3M
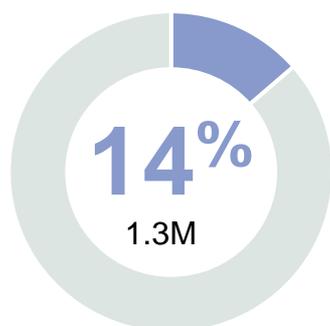
% OF MEXICO POPULATION

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 aren't afraid of trying something different like unconventional accommodations.

3 We try to learn the basics of the language before we travel and learn about the history of the destinations we visit.

4 Visiting trendy hotspots help us feel like travel experts among our friends and family.

EMOTIONAL TRAVEL MOTIVATIONS MAP

Categories: Fun, Connections, Traditions, Bonding, Escape & Relax, Security, Familiarity, Simplicity, Expertise, Importance, Accomplishment, Novel & Authentic, Adventure

Scale: 0% to 50%

- - - - Mexico Market Average —— Culture Seekers

TRAVELLER RESPONSIBLE INDEX
124

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
112

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 authentic experiences, embracing new perspectives and connecting with locals.

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

o We are dedicated to sustainable travel, ensuring we respect and preserve the environment.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I'm passionate about travelling	73%	107
When there's a lot of positive buzz about a destination it makes me want to visit it more	65%	110
I learn the basics of a language before visiting a country / region	64%	116
I go where I want to go, no matter the hurdles	56%	115
I seek out destinations where I can explore my ancestral heritage	52%	123
I'm a planner, while travelling I like to know what comes next	52%	115
I'm open to unconventional accommodations when travelling	48%	116
Even while travelling, I like to maintain regular contact with my duties or obligations back home	47%	148
I enjoy joining guided tours to explore new destinations	47%	120
When traveling, I expect 24 / 7 support from a travel provider	44%	131
I seek out destinations that offer quiet opportunities for deep self-reflection	42%	111
I like to keep my travel plans flexible and often book on short notice	38%	124
Local cuisine is not a priority for me; I focus on other aspects of travel	27%	134

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To feel welcomed	28%	132
To feel connected with new people	23%	136
To be familiar with my surroundings	18%	130
To feel like a local	13%	136
To create new, or take part in old, traditions	13%	135
To feel like a travel expert	9%	124

DESIRED DESTINATION

	SCORE	INDEX
Authentic	35%	128
Open	27%	134
Unique	26%	117
Caring	23%	137
Passionate	22%	129
Accepting	15%	134

CULTURE SEEKERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

o We represent a diverse age range, and many of us have teenage (or older) children.
o We're generally employed full-time.
o We're most likely to be found outside metropolitan areas.

AGE

	SCORE	INDEX
18-34	**44%**	113
35-54	**42%**	98
55+	**13%**	88
MEAN YEARS	**38.3**	85

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	**21%**	99
$900 to <$6K	**67%**	108
$6K or more	**9%**	101
Refused	**3%**	79

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**65%**	119
Employed PT	**11%**	99
Self-employed	**13%**	89
Retired	**3%**	89

EDUCATION

	SCORE	INDEX
Primary education or less	**1%**	140
Secondary education	**6%**	117
Post-secondary education	**94%**	80

80%
118 Have a valid passport

GENDER

52% 115 Male

47% 85 Female

0% 100 Non-binary / Other

HOUSEHOLD

64% 97 Children <18 Living At Home*

16% 100 Children 18+ Living At Home*

4% 92 Children NOT Living At Home*

32% 105 No Children

* Option is not exclusive

MEXICO REGION BREAKOUT

	SCORE	INDEX
Northeast	**22%**	147
Mexico City Metropolitan Area	**21%**	93
Centre-East	**17%**	120
South	**15%**	86
Centre-West	**15%**	78
Northwest	**10%**	103

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	**52%**	100
C+	**48%**	100

CULTURE SEEKERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

104

TRAVEL TRADE INDEX: **GROUP**

101

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

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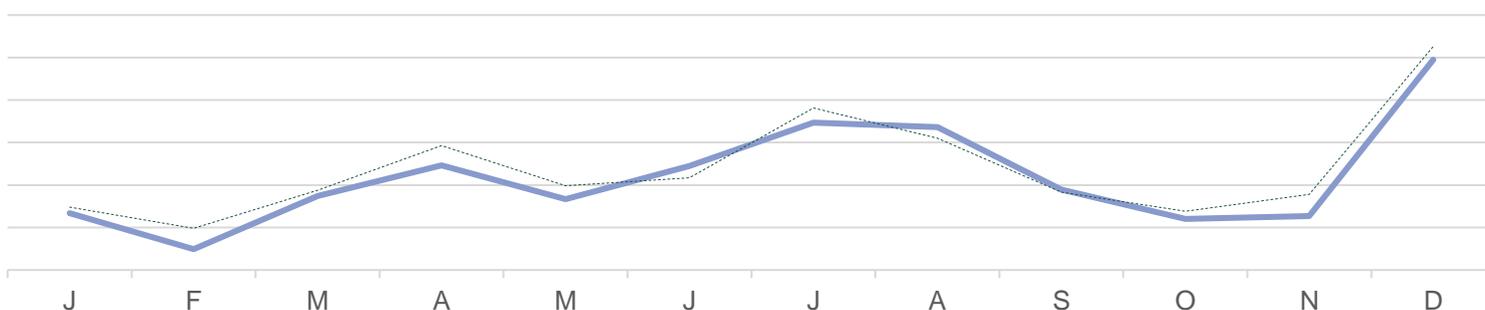
For Flights of 7+ Hours

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

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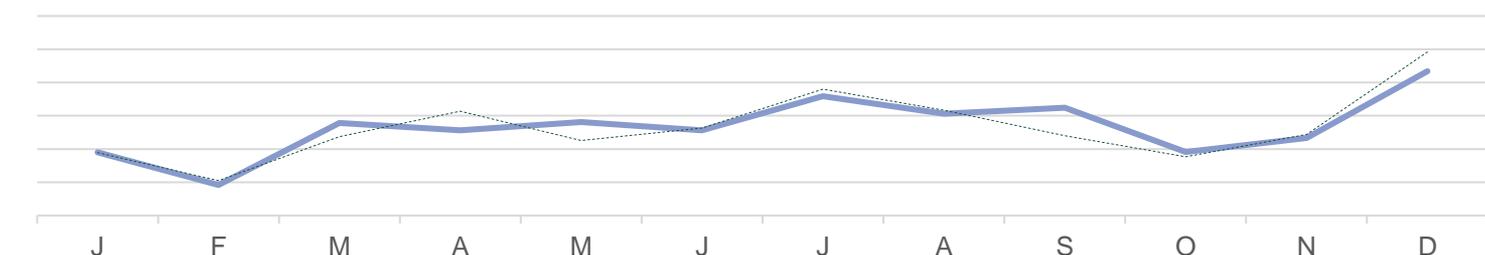
TRIP DURATION

			INDEX
1-2 Days		38%	93
3-5 Days		31%	100
1 Week Holiday		27%	113
2 Weeks Holiday		19%	123
3 Weeks Or More		14%	125

Incidence is frequency of 2+ times per year

TRIP TYPE

			INDEX
Domestic Leisure		46%	84
International Leisure		23%	125
Business Trip		30%	115
Added Personal To Business		24%	129
Worked During Vacation		22%	127

Incidence is frequency of 2+ times per year

CULTURE SEEKERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**54%**	106
Vacation Rental (e.g., Airbnb, Vrbo)	**27%**	110
Premium Hotel	**24%**	97
Friend's or family's place	**22%**	95
All-inclusive resort	**16%**	80
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	**8%**	112

THOUGHTS ON INDIGENOUS TRAVEL

67%
118 INDEX SCORE

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

12%
104 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	**78%**	116
You only ever get to know a country by experiencing its culture	**73%**	91
I'm willing to put in the effort while travelling in order to see lesser-known places	**65%**	111
I like to explore places that are off the beaten path and less explored	**59%**	114
I'm open to visiting destinations with challenging climates or weather conditions	**53%**	121
I'm open to travelling to destinations with limited tourist infrastructure	**50%**	122

CULTURE SEEKERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

o We travel as a couple and also with our kids.
o Our budgets are usually mid-ranged, but can splurge on an experience.

TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	60%	83
Kids	34%	90
Adult relatives	25%	93
Solo	14%	131
Friends	9%	104

BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,000

101
INDEX SCORE

SPEND STYLE
Premium / Upscale

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	77%	140
Hearing from underrepresented communities is an important part of travelling	69%	135
I consider the impact that I personally have on the destinations I visit	68%	125
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	64%	119
It's important for me to know that the money I spend will support the local economy I'm visiting	62%	108

82%

PRIORITIZE SUSTAINABLE TRAVEL

123 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 like exploring popular places and trendy but less-travelled experiences.
o We like to engage with cultural attractions and explore history and heritage.

TOP DESIRED TRAVEL ACTIVITIES

		SCORE	INDEX
Cultural experiences or attractions		58%	111
	o Museums	37%	99
	o Art galleries	23%	123
	o History or culture lessons	13%	122
Festivals and events		40%	135
	o Music concerts or festivals	23%	130
	o Cultural or traditional festivals	19%	130
Casual sports		11%	127
	o Road cycling	3%	125
	o Ziplining	4%	108
High-intensity sports		9%	111
	o Mountain biking	5%	120
	o Whitewater rafting	3%	139
Winter-based sports		9%	117
	o Snowshoeing or cross-country skiing	4%	132
	o Ice skating or hockey	4%	134
Shopping		43%	95
Family-focused attractions		39%	72
Local cuisine		40%	103
Nature experiences		36%	70
Guided tours		33%	75
Nightlife		32%	111
Overnight experiences		25%	94

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 spend time with family	48%	87	42%	87
To relax and unwind	62%	88	54%	84
To escape from routine	49%	126	39%	100
To learn through other cultures	31%	103	52%	130
For adventure and excitement	25%	84	21%	76
To have fun with friends	10%	101	16%	112
For personal reflection and growth	14%	108	14%	115
For a romantic getaway	12%	93	10%	83
To check off dream travel places	6%	87	17%	118

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	55%	85	39%	66
Visiting friends / family	36%	115	37%	105
Family / friends wanted to go	33%	134	41%	127
Special event (e.g., wedding, reunion)	39%	138	35%	121
Kids wanted to go	34%	84	27%	85
Festival or event	31%	121	30%	113

50% 99 INDEX SCORE
Travel aligns with children's school schedule

49% 137 INDEX SCORE
Take time off for vacation during major holidays

36% 140 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 generally book about 1-2 months in advance, even for long-haul trips, taking inspiration and influence from social media and online resources.

78%
Primary Trip Planner
125
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

Started Researching and Planning – 3.8 Months
o Travel booking sites / apps

Started Researching and Planning – 2.3 months
o Social Media

3 MONTHS
BEFORE MY TRIP

Booked Transportation – 2.6 months
o Direct with company

Booked Transportation – 1.6 months
o Travel booking sites / apps

2 MONTHS
BEFORE MY TRIP

Booked Accommodation – 2.5 months
o Travel booking sites / apps

Booked Accommodation – 1.6 months
o Travel booking sites / apps

1 MONTH
BEFORE MY TRIP

Booked Activities – 2 months
o Travel booking sites / apps

Booked Activities – 1.1 months
o Travel booking sites / apps

MY TRIP BEGINS!

DURING
MY TRIP
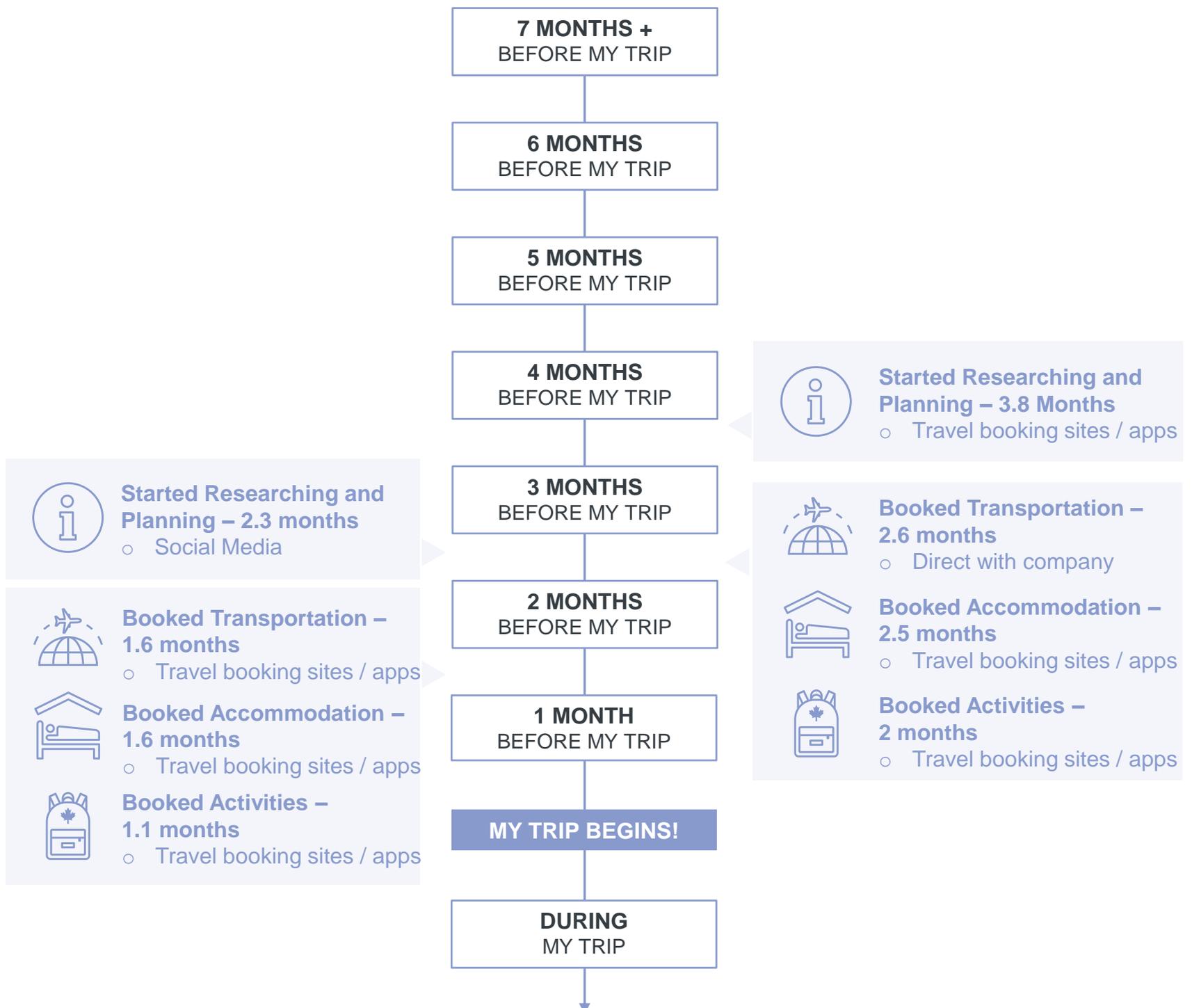
CULTURE SEEKERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

- Our top trips enjoy the culture, food, music, and shopping of a destination.
- Some couples trips are more like Refined Globetrotters.

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

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

% OF TOTAL TRIPS **SEGMENT ALIGNMENT**

12% 126 INDEX SCORE

● ● ● ● ●

TRIP TYPE	Cultural Experience		
COMPANIONS	Couple only		**35%**
	Nuclear family with kids		**22%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Local restaurants		**34%**
	Historical or archeological sites		**28%**
	Museums		**26%**
KEY BEHAVIOURS	Authentic experience, immersed in a new culture. Planned well in advance		

% OF TOTAL TRIPS **SEGMENT ALIGNMENT**

18% 160 INDEX SCORE

● ● ● ● ●

TRIP TYPE	Urban Centre		
COMPANIONS	Extended family		**23%**
	Nuclear family with kids		**22%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Security
ACTIVITIES	Visiting famous shopping centres		**32%**
	Bars and pubs		**32%**
	Zoos or aquariums		**24%**
KEY BEHAVIOURS	Larger travel group, trendy destination, vacation rental		

% OF TOTAL TRIPS **SEGMENT ALIGNMENT**

14% 93 INDEX SCORE

● ● ● ○ ○

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban centre		**29%**
	Cultural experience		**12%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Adventure
ACTIVITIES	Bars and pubs		**39%**
	Local restaurants		**18%**
	Souvenir shopping		**18%**
KEY BEHAVIOURS	Planned last minute, taking time to enjoy an energetic city with vibrant nightlife		

% OF TOTAL TRIPS **SEGMENT ALIGNMENT**

28% 127 INDEX SCORE

● ● ● ○ ○

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Beach resort		**20%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Local restaurants		**35%**
	Visiting local monuments		**28%**
	City tours		**19%**
KEY BEHAVIOURS	Romantic getaway, higher budget, likely an all-inclusive resort		

CULTURE SEEKERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

○ We seek rich culture and heritage, with a variety of museums and historical sites.

○ Many of us travel within Mexico and we also visit other Spanish speaking countries like Columbia and Spain.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	47%	80	Colombia	3%	125
US	16%	120	France	3%	97
Spain	6%	110	Italy	3%	106
Canada	5%	111	Cuba	2%	128
Brazil	4%	149	Japan	2%	104

WHERE DO WE WANT TO GO

CANCUN ASIA VERACRUZ GERMANY NEW YORK SOUTH KOREA THE BEACH MAYAN RIVIERA CALIFORNIA MOROCCO RUSSIA HAWAII FRANCE COLOMBIA MEXICO PERU EGYPT EUROPE MAZATLAN YUCATAN CANADA THAILAND ACAPULCO FINLAND OAXACA GUADALAJARA BRAZIL ICELAND CHINA PARIS SPAIN THE CAPES TOKYO TURKEY CARIBBEAN PUERTO VALLARTA PORTUGAL CUBA GREECE MADRID KOREA JAPAN UNITED STATES MIAMI DUBAI ITALY AUSTRALIA PUERTO RICO

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is inclusive and tolerant	30%	142
Provides a variety of local festivals and events	29%	141
Offers an energetic and dynamic cultural scene	27%	136
Has a thriving arts and music scene	25%	148
Has vibrant nightlife and entertainment	24%	125
Has many hidden gems	16%	124
Offers an eccentric and unique atmosphere	16%	130
Has a small town feel	15%	122

CULTURE SEEKERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o Many of us have never visited Canada. Those that have visited have likely only been once.

o Our visits have focused on Ontario, Quebec and the Atlantic.
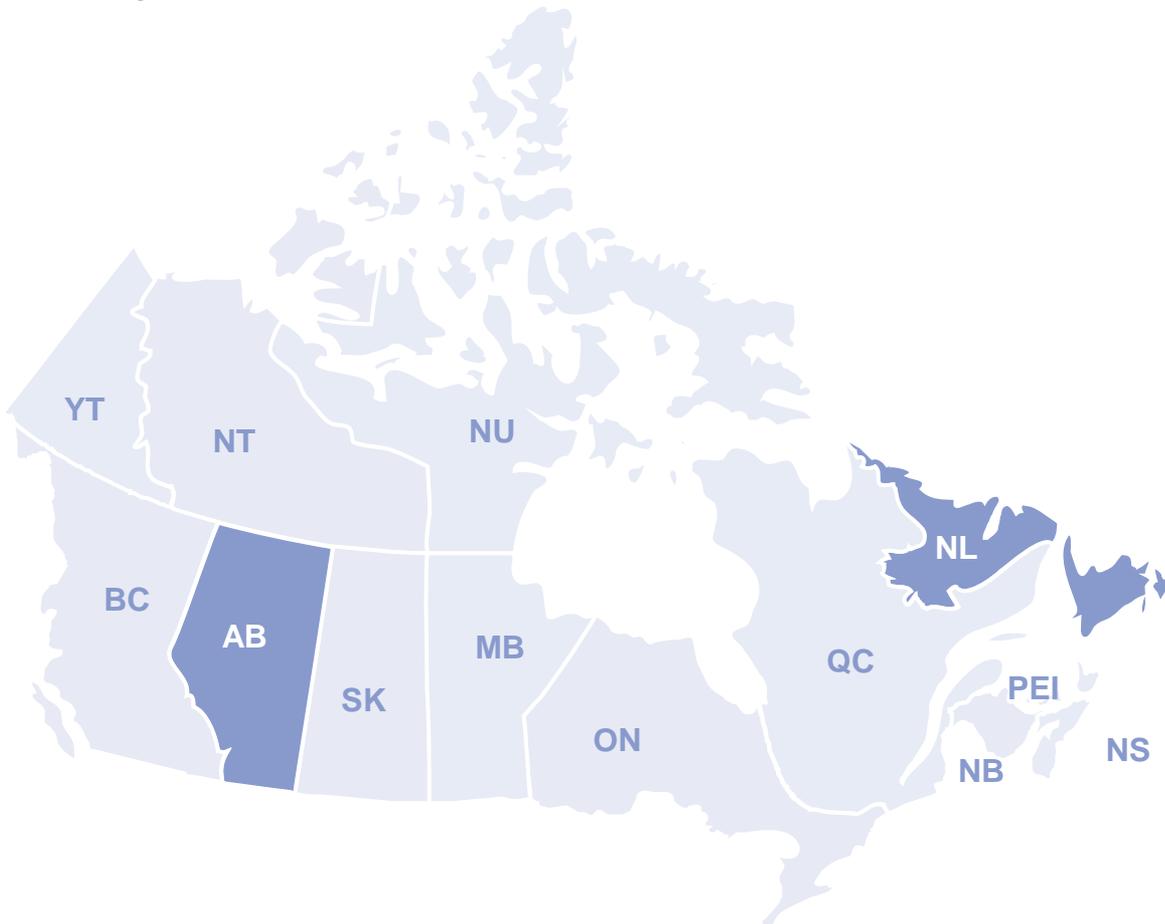
o A future visit could include Quebec or Toronto.

WHERE DO WE WANT TO GO IN CANADA

VANCOUVER CANADA QUEBEC
NEWFOUNDLAND
NIAGARA FALLS CANADIAN ROCKY MOUNTAINS
HALIFAX CHICOUTIMI TORONTO WHISTLER
CALGARY YUKON
TILBURY PRINCE EDWARD ISLAND
JASPER NATIONAL PARK VICTORIA ISLAND
MONTREAL ALBERTA ONTARIO
LEAMINGTON

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	15%	127
BC	17%	94
MB	4%	94
NB	6%	106
NL	8%	129
NS	14%	105
NT	2%	83
NU	4%	104
ON	35%	97
PEI	5%	93
QC	43%	87
SK	3%	107
YT	5%	88

CULTURE SEEKERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o Most travel to Canada has been done during the summer months and some in December.

o A number of us are likely to return to Canada within the next couple of years, especially those who have visited before.

o Overall our consideration is high for visiting Canada.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
CULTURE SEEKERS	26%	30%	32%	19%
VS. TOTAL MARKET	30%	22%	35%	22%

30% Been to Canada in last 5 years
121 INDEX SCORE

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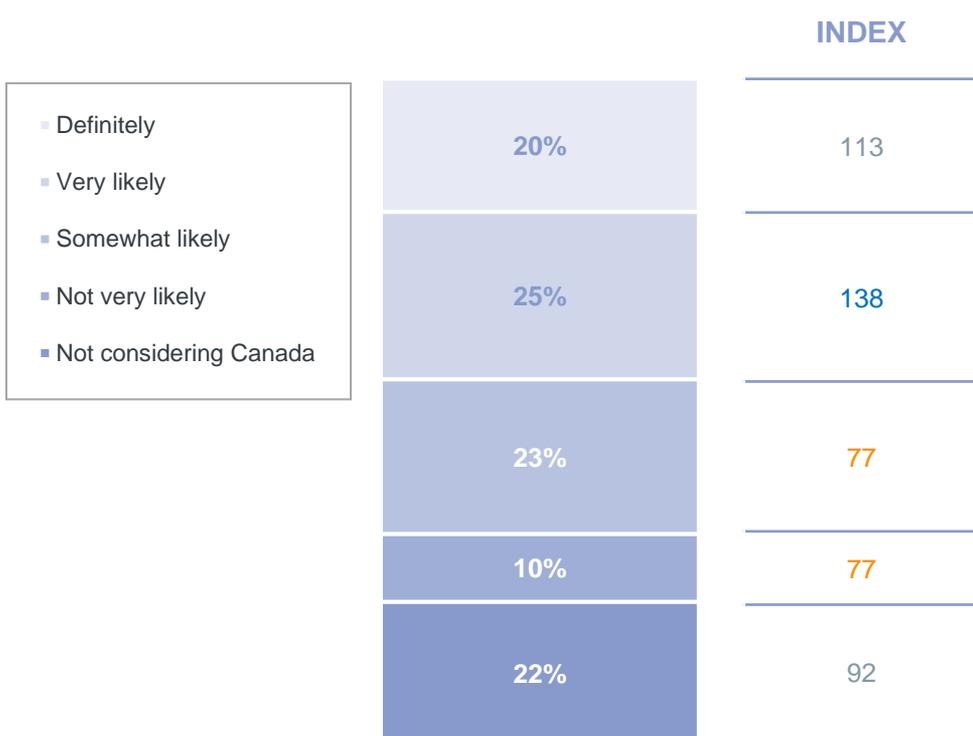
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

%	INDEX
20%	113
25%	138
23%	77
10%	77
22%	92

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
19%	125
17%	111
3%	117
14%	78
35%	83
13%	106
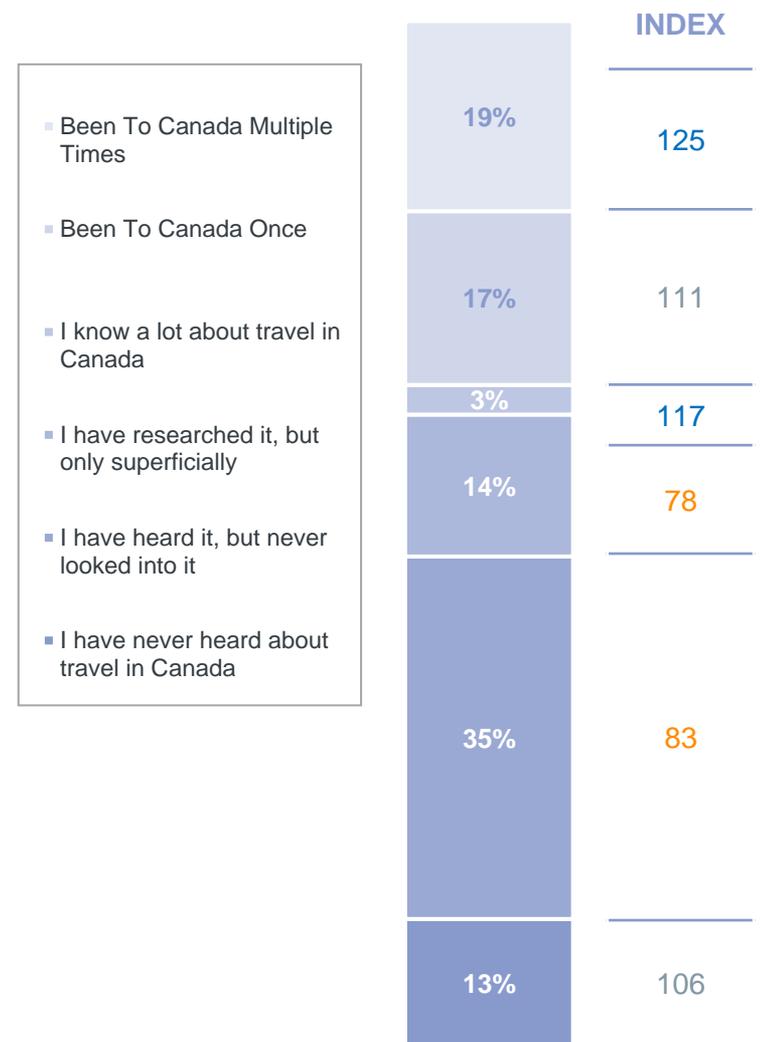
CULTURE SEEKERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

- We primarily spend our money on leisure travel and experiences.
- In the last 5 years, we have purchased a new car, invested in home renovations, started a new job, or had a child start school.

MAJOR LIFE EVENTS IN LAST 5 YEARS

14%
Had a child
97 INDEX SCORE

31%
Started a new job / career
104 INDEX SCORE

9%
Bought a new home
93 INDEX SCORE

10%
Moved to a new city
105 INDEX SCORE

18%
Child started school
97 INDEX SCORE

45%
Purchased a car
105 INDEX SCORE

2%
Retired
85 INDEX SCORE

42%
Renovated house
105 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Personal care and wellness	53%	92
Travel	50%	89
Technology and gadgets	41%	109
Savings and investments	38%	71
Fashion and accessories	30%	108
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	28%	95

CULTURE SEEKERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
El Universal	**40%**	97
Reforma	**31%**	111
Milenio	**30%**	95
El Financiero	**28%**	106
Excélsior	**26%**	111
El Economista	**24%**	112
National Geographic en Español	**19%**	96
Forbes	**14%**	93
Expansión	**12%**	105
Food & Wine	**10%**	152
Life and Style	**9%**	122
Travel+Leisure	**8%**	132
Food and Travel	**8%**	92
Esquire	**6%**	172
Luxury Travel Magazine	**6%**	149
Travesías	**5%**	101
InStyle	**4%**	85
Harper's Bazaar	**3%**	92
Moi	**3%**	176
Robb Report	**2%**	156

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	**78%**	96
Facebook	**77%**	97
YouTube	**71%**	92
Instagram	**59%**	89
TikTok	**54%**	97

TOP TRAVEL PLATFORMS

|	SCORE	INDEX
Tripadvisor MX	**15%**	92
Expedia	**23%**	89
Chilango (travel section)	**8%**	103
The Happening	**2%**	100
Dónde Ir	**13%**	122
Martha Debayle	**4%**	94
Hotbook	**5%**	163

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

11%

1.1M
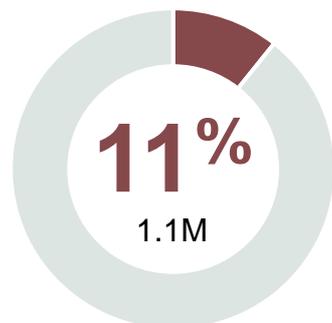
% OF MEXICO POPULATION

We prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. We are experienced travellers who are always on the lookout for new, unique places to cross of our list.

We immerse ourselves in history, museums, and seek to learn something new from the cultures we experience. We ensure smooth travel with all-inclusive packages and expert-guided tours.

WHAT YOU NEED TO KNOW ABOUT ME

1 Travel is our #1 spending priority.

2 Our travel often aligns with major holidays and children's school holidays.

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

4 We use travel and the experiences as a way to bond and connect with each other during the trip.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - Mexico Market Average ——— Refined Globetrotters
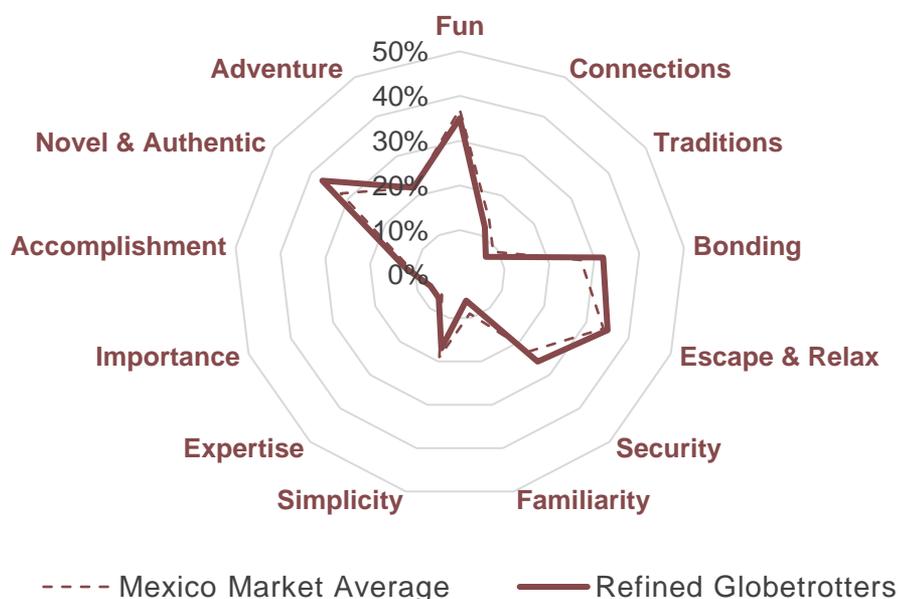
TRAVELLER RESPONSIBLE INDEX

97

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

134

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

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I'm always on the look out for new destinations to visit next	83%	117
I'm passionate about travelling	80%	122
I prefer destinations with well-established tourist infrastructure	69%	129
I learn the basics of a language before visiting a country / region	65%	120
Luxury experiences are an important part of travel	64%	148
I make sure to visit the "famous" sites wherever I go	63%	132
I'm a planner, while travelling I like to know what comes next	57%	143
While I think about value for money, it doesn't tend to influence my choice of destination	56%	140
I seek out fine dining experiences and gourmet cuisine when I travel	52%	143
I enjoy joining guided tours to explore new destinations	50%	139
I tend to not think about my budget too much when travelling	49%	130
I seek travel advice from travel agencies and agents	49%	128
When traveling, I expect 24 / 7 support from a travel provider	44%	129

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To explore and discover new things / places	46%	120
To have authentic experiences	38%	114
To share quality time with others	36%	110
To bond through shared experiences	28%	123
To feel safe and secure	28%	130
To feel like I've accomplished something	13%	114

DESIRED DESTINATION

	SCORE	INDEX
Luxurious	32%	156
Authentic	32%	115
World-Class	29%	156
Exclusive	26%	151
Unique	24%	111
Trendy	23%	106

REFINED GLOBETROTTERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

o We are employed full time, earning medium to high incomes.
o Many of us are parents, with multiple children living at home.
o Find us primarily in Mexico City and Guadalajara.

AGE

	SCORE	INDEX
18-34	**30%**	75
35-54	**48%**	114
55+	**22%**	113
MEAN YEARS	**43.2**	125

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	**10%**	53
$900 to <$6K	**70%**	131
$6K or more	**16%**	147
Refused	**4%**	107

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**65%**	117
Employed PT	**9%**	65
Self-employed	**13%**	88
Retired	**5%**	120

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	74
Secondary education	**2%**	79
Post-secondary education	**98%**	122

87%
134 Have a valid passport

GENDER

53% 121 Male

47% 81 Female

0% 75 Non-binary / Other

HOUSEHOLD

60% 92 Children <18 Living At Home*

19% 107 Children 18+ Living At Home*

9% 131 Children NOT Living At Home*

31% 103 No Children

* Option is not exclusive

MEXICO REGION BREAKOUT

	SCORE	INDEX
Mexico City Metropolitan Area	**27%**	133
Centre-West	**22%**	146
Northeast	**17%**	92
Centre-East	**14%**	80
South	**12%**	64
Northwest	**7%**	65

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	**63%**	149
C+	**37%**	51

REFINED GLOBETROTTERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

133

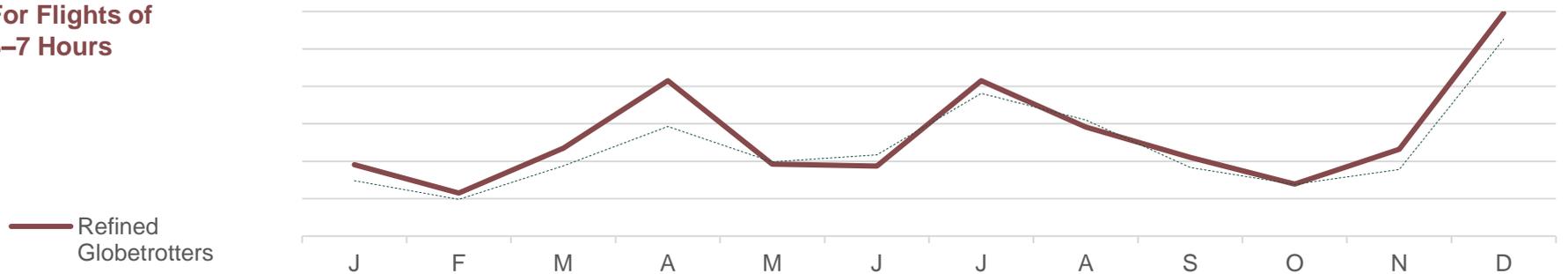TRAVEL TRADE INDEX: **GROUP**

122

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
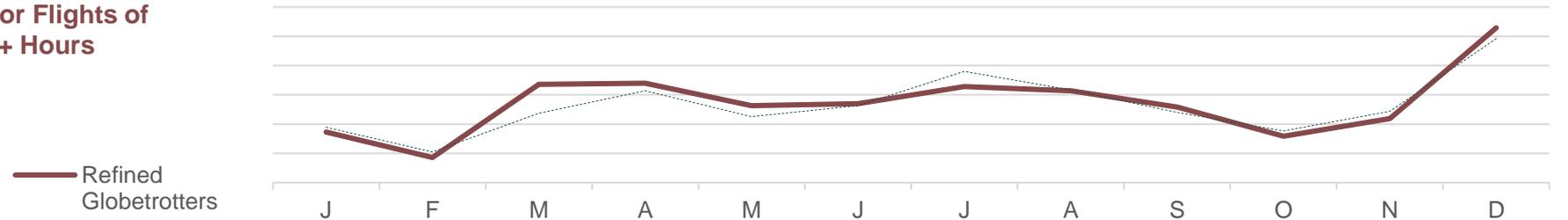
For additional definitions see Glossary

TYPICAL TRAVEL MONTHS

For Flights of 3–7 Hours

— Refined Globetrotters

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

For Flights of 7+ Hours

— Refined Globetrotters

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

TRIP DURATION

		INDEX
1-2 Days	**42%**	117
3-5 Days	**39%**	128
1 Week Holiday	**31%**	126
2 Weeks Holiday	**18%**	116
3 Weeks Or More	**12%**	114

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	**60%**	130
International Leisure	**19%**	110
Business Trip	**35%**	128
Added Personal To Business	**17%**	105
Worked During Vacation	**18%**	108

Incidence is frequency of 2+ times per year

REFINED GLOBETROTTERS
OUR BEHAVIOURS – MORE TRAVEL HABITS
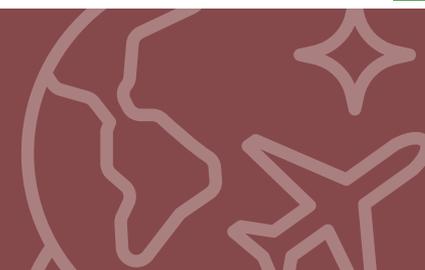
TYPICAL ACCOMMODATION

	SCORE	INDEX
Premium Hotel	46%	152
Mid-priced Hotel	33%	51
All-inclusive resort	31%	140
Vacation Rental (e.g., Airbnb, Vrbo)	25%	89
High-end / Luxury Hotel	12%	146
Friend's or family's place	11%	62

THOUGHTS ON INDIGENOUS TRAVEL

55%
89   INDEX SCORE

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

12%
109   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	78%	122
I really want to learn about the history of the destinations I visit	76%	108
I'm willing to put in the effort while travelling in order to see lesser-known places	56%	93
I like to explore places that are off the beaten path and less explored	41%	86
I'm open to visiting destinations with challenging climates or weather conditions	38%	90
I'm open to travelling to destinations with limited tourist infrastructure	31%	71

REFINED GLOBETROTTERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

- We travel primarily with our partner / spouse and as a nuclear family.
- Our budgets are healthy, as travel is our priority.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	76%	121
Kids	35%	91
Adult relatives	24%	91
Friends	8%	98
Solo	6%	81

BUDGET

AVERAGE SPEND (ALL TRIPS)

$4,230

140
INDEX SCORE

SPEND STYLE
High-end luxury

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	62%	109
I consider the impact that I personally have on the destinations I visit	60%	105
It's important to me that I visit somewhere that is open to diversity and inclusion	50%	91
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	49%	89
Hearing from underrepresented communities is an important part of travelling	42%	89

73%
PRIORITIZE SUSTAINABLE TRAVEL

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

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Cultural experiences or attractions	62%	128
o Historical or archeological sites	44%	145
o Museums	44%	133
o Visiting local monuments	33%	144
Local cuisine	51%	135
o Local restaurants	43%	131
o Luxury dining	24%	154
Overnight experiences	32%	122
o Staying at all-inclusive resort	23%	142
o Cruise	11%	132
Nightlife	32%	111
o Clubs and dancing	21%	123
o Casinos	10%	133
Health and wellness	24%	140
o Spas	18%	145
o Outdoor hot tub or bath	13%	146
Family-focused attractions	54%	96
Shopping	47%	105
Guided tours	41%	148
Nature experiences	41%	81
Festivals and events	20%	73
Water-based sports	14%	95
Winter-based sports	7%	104

REFINED GLOBETROTTERS
OUR BEHAVIOURS – WHY WE TRAVEL
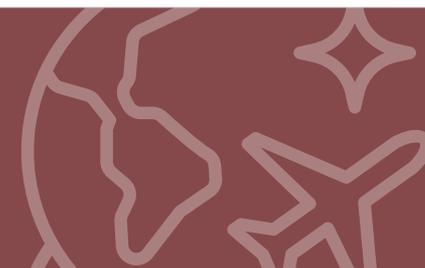
INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF **3–7 HOURS**		TRIPS OF FLIGHTS OF **7+ HOURS**	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	64%	94	66%	128
To spend time with family	50%	90	39%	83
To escape from routine	42%	91	36%	94
To learn through other cultures	38%	120	41%	103
For adventure and excitement	23%	77	31%	97
For a romantic getaway	15%	130	16%	119
To have memories from top travel spots	15%	125	9%	93
To have fun with friends	8%	89	14%	105
To check off dream travel places	13%	129	9%	90

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	69%	122	66%	117
Family / friends wanted to go	28%	95	16%	69
Kids wanted to go	46%	104	39%	97
Visiting friends / family	26%	68	24%	82
Special event (e.g., wedding, reunion)	31%	107	28%	91
Festival or event	24%	99	22%	94

48% 95 INDEX SCORE
Travel aligns with children's school schedule

40% 104 INDEX SCORE
Take time off for vacation during major holidays

23% 68 INDEX SCORE
Difficult to take more than a few days of vacation at once

REFINED GLOBETROTTERS
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o We research a couple months before booking long-haul trips, but research and book closer together for shorter distance trips.

76%
Primary Trip Planner

119
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

Started Researching and Planning – 4.5 Months
o Travel booking sites / apps

4 MONTHS BEFORE MY TRIP

Started Researching and Planning – 2.8 months
o Travel agents / advisors

Booked Transportation – 2.8 months
o Travel booking sites / apps

Booked Transportation – 2.0 months
o Travel booking sites / apps

3 MONTHS BEFORE MY TRIP

Booked Accommodation – 2.7 months
o Travel booking sites / apps

2 MONTHS BEFORE MY TRIP

Booked Accommodation – 1.9 months
o Travel booking sites / apps

Booked Activities – 2.0 months
o Travel booking sites / apps

Booked Activities – 1.3 months
o Travel booking sites / apps

1 MONTH BEFORE MY TRIP

MY TRIP BEGINS!

DURING MY TRIP
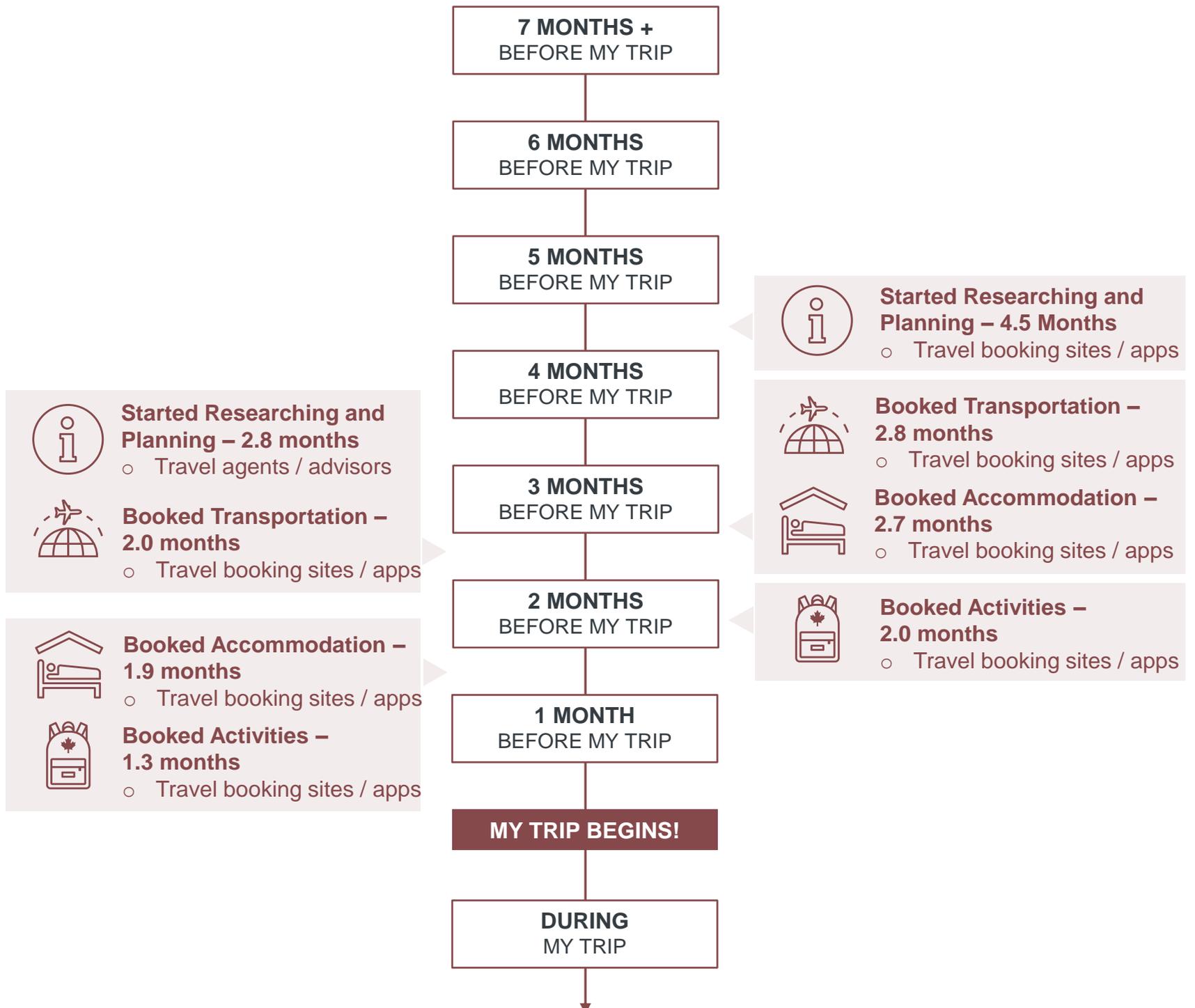
REFINED GLOBETROTTERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Our top trips explore cities, beaches, and premium experiences.
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
37% 136 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Couples Trip		
DESTINATION TYPE	Beach resort	**20%**	
	Urban centre	**18%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Local restaurants		**35%**
	Visiting local monuments		**28%**
	Souvenir shopping		**23%**
KEY BEHAVIOURS	Romantic getaway to see some well-known attractions and indulge a little		

% OF TOTAL TRIPS
24% 167 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Beach Resort		
COMPANIONS	Extended family	**36%**	
	Couple only	**31%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Fun	Escape & Relax
ACTIVITIES	Local restaurants		**40%**
	Oceanside beaches		**30%**
	Souvenir shopping		**28%**
KEY BEHAVIOURS	A reliable all-inclusive family trip, focussed on relaxation		

% OF TOTAL TRIPS
9% 109 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Luxury Resort		
COMPANIONS	Couple only	**31%**	
	Nuclear family with kids	**29%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Fun	Escape & Relax
ACTIVITIES	Casinos		**28%**
	Luxury shopping		**27%**
	Luxury dining		**23%**
KEY BEHAVIOURS	Seeking world-class premium experiences. Many activities and nightlife		

% OF TOTAL TRIPS
10% 112 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ○ ○

TRIP TYPE	Cultural Experience		
COMPANIONS	Couple only	**35%**	
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Local restaurants		**34%**
	Historical or archeological sites		**28%**
	Cultural or traditional festivals		**16%**
KEY BEHAVIOURS	Seeking opportunities to immerse and learn from new cultures		

REFINED GLOBETROTTERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

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

o We travel everywhere, close to home, as well as Europe, Asian countries and North America.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	46%	77	Italy	4%	132
US	18%	139	UK	3%	135
Spain	7%	131	Germany	3%	134
France	6%	139	Japan	2%	140
Canada	5%	111	Colombia	2%	94

WHERE DO WE WANT TO GO

SWITZERLAND CANADA UNITED STATES JAPAN
CRUISE THAILAND GREECE PARIA PUEURTO VALLARTA YUCATAN PATAGONIA COSTA RICA
DUBAI COLOMBIA ITALY MAZATLAN SOUTH KOREA EGYPT FRANCE
LAS VEGAS KOREA EUROPE DISNEYLAND NORWAY
ASIA EASTERN EUROPE MCALLEN FIJI INDIA BARCELONA THE CAPES MEXICO
ENGLAND ISRAEL HAWAII CALIFORNIA SLOVENIA IRELAND NEW YORK OAXACA ORLANDO
AFRICA GERMANY
BEACH LONDON CANCUN MOROCCO SPAIN
FLORIDA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Offers all-inclusive resort packages	42%	140
Has a rich cultural and historical heritage	41%	133
Renowned for food and drink experiences	41%	149
Has a variety of museums and / or historical sites	36%	135
Provide access to unique natural wonders	35%	119
Has luxury dining, shopping, and accommodations	33%	147
Has packaged holiday / vacation offers	31%	124
Has well-developed tourism infrastructure	30%	147

REFINED GLOBETROTTERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o We have likely been to Canada before, but perhaps not recently.

o We are most likely to have visited British Columbia, Ontario and Quebec.

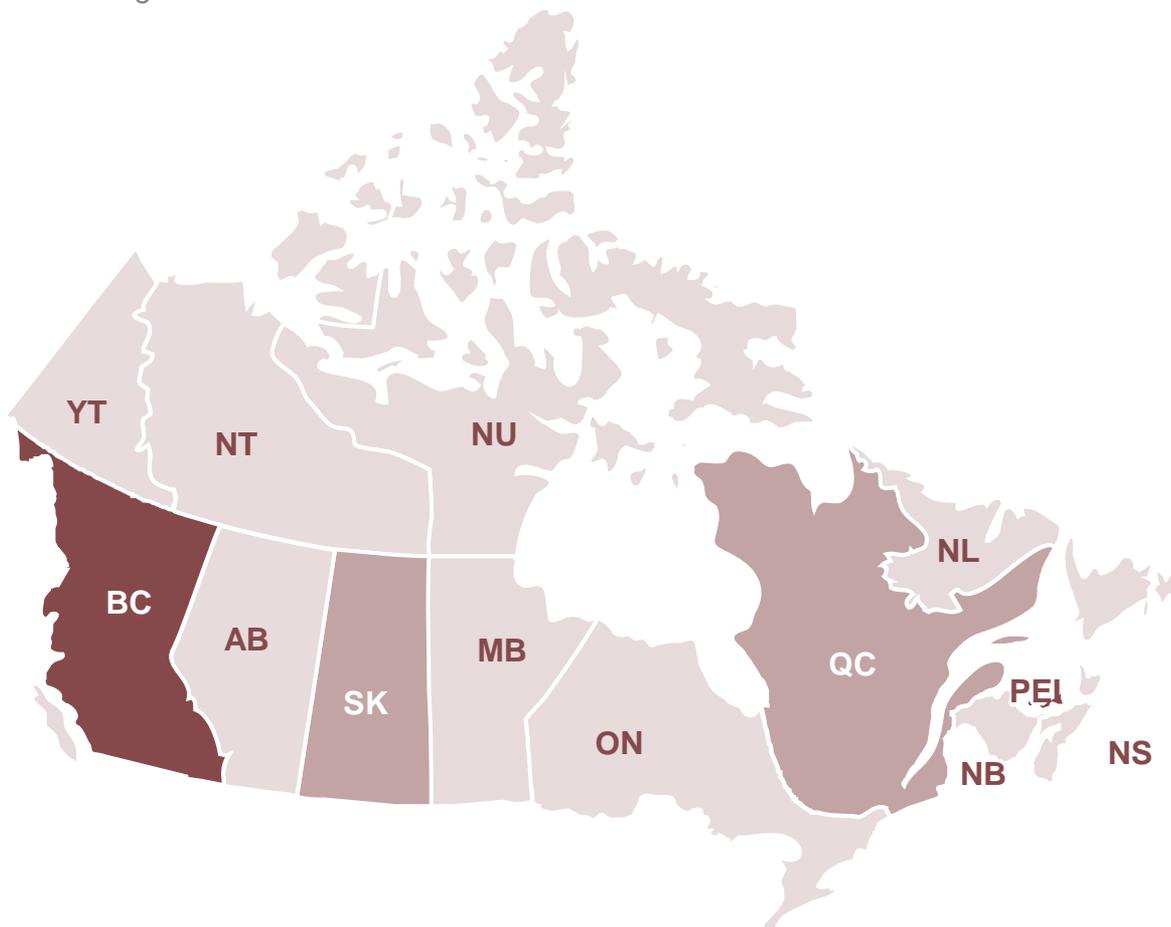o A future trip to Canada could include Quebec or Toronto.

WHERE DO WE WANT TO GO IN CANADA

ONTARIO JAPSPER NATIONAL PARK KINGSTON TORONTO
NEW BRUNSWICK OTTAWA QUALICUM BEACH
ROCKY MOUNTAINS VICTORIA ISLAND CANADA
BRITISH COLUMBIA QUEBEC LABRADOR WHISTLER
YUKON STANLEY PARK CHURCHILL
CN TOWER SASKATCHEWAN ALBERTA
NIAGARA FALLS SUSPENSION BRIDGE PARK
MONTREAL MANITOBA VANCOUVER

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	12%	107
BC	23%	132
MB	3%	83
NB	7%	112
NL	3%	75
NS	13%	102
NT	2%	87
NU	4%	101
ON	40%	106
PEI	8%	126
QC	51%	124
SK	4%	121
YT	5%	87

REFINED GLOBETROTTERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o We have visited Canada in spring and summer.

o Overall we are well informed about Canada, and may be considering a trip.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
REFINED GLOBETROTTERS	**30%**	**18%**	**37%**	**22%**
VS. TOTAL MARKET	30%	22%	35%	22%

28%
Been to Canada in last 5 years
115 INDEX SCORE

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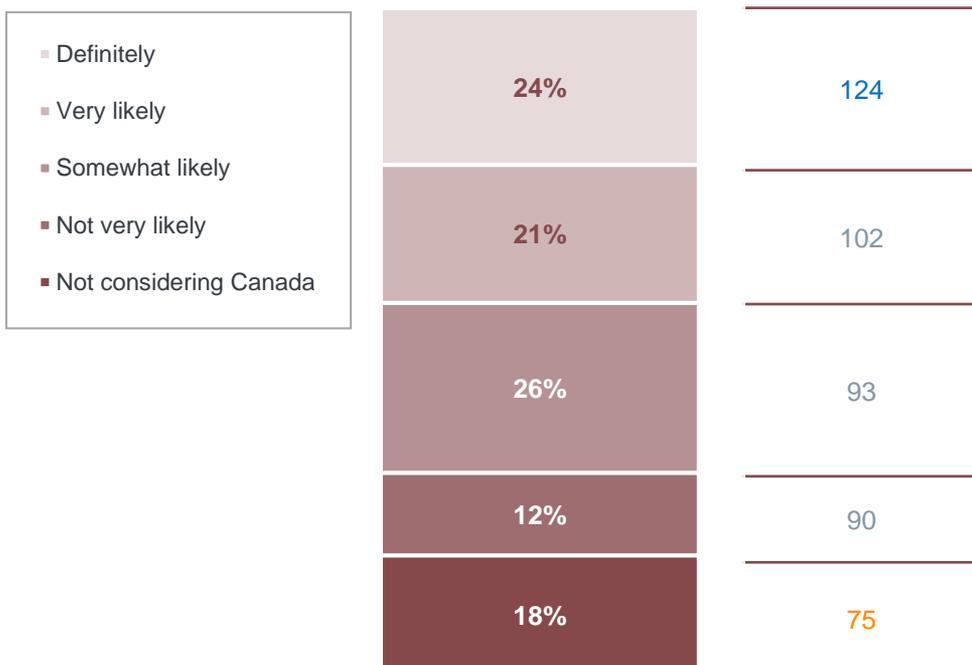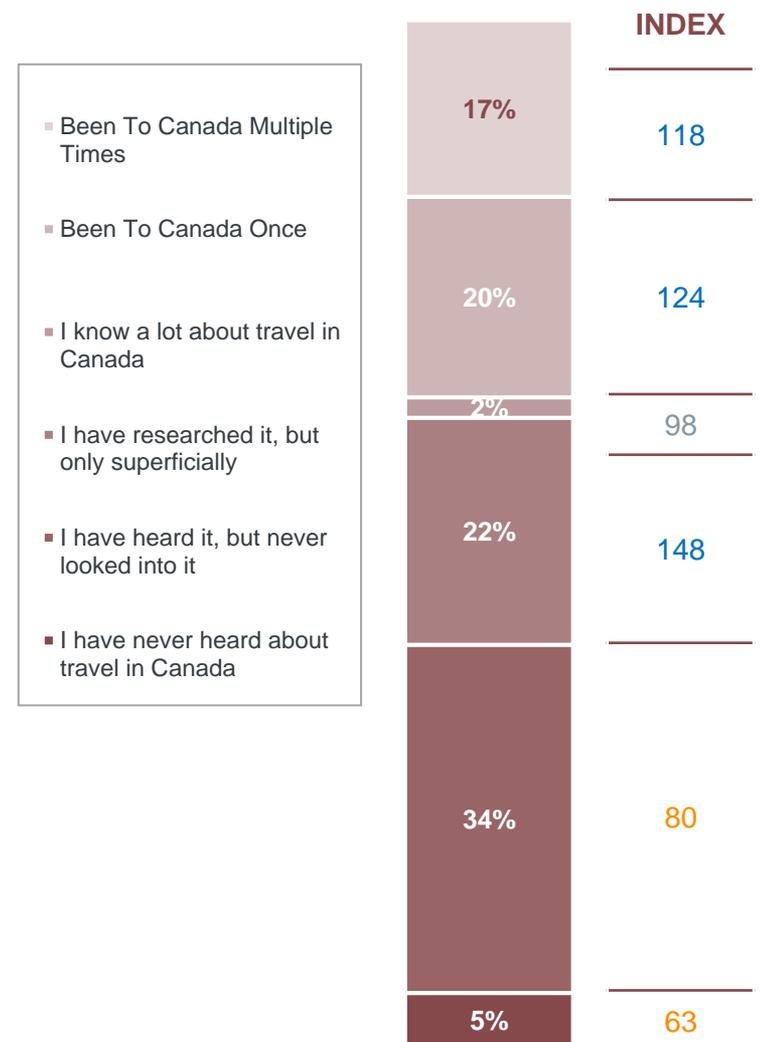
- Definitely
- Very likely
- Somewhat likely
- Not very likely
- Not considering Canada

Percentage	INDEX
24%	124
21%	102
26%	93
12%	90
18%	75

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

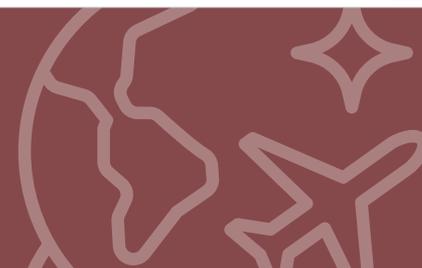| Percentage	INDEX
17%	118
20%	124
2%	98
22%	148
34%	80
5%	63

REFINED GLOBETROTTERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o Our higher income affords us the ability to invest in new, big purchases (like homes, renovations, or vehicles) - and of course travel.

o After spending on travel, our next biggest priority is continuing to grow our savings.

MAJOR LIFE EVENTS IN LAST 5 YEARS

10%
Had a child
86 INDEX SCORE

21%
Started a new job / career
63 INDEX SCORE

14%
Bought a new home
140 INDEX SCORE

6%
Moved to a new city
57 INDEX SCORE

15%
Child started school
93 INDEX SCORE

56%
Purchased a car
138 INDEX SCORE

4%
Retired
107 INDEX SCORE

44%
Renovated house
123 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	**68%**	150
Personal care and wellness	**52%**	85
Savings and investments	**42%**	115
Technology and gadgets	**41%**	112
Fashion and accessories	**28%**	96
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	**25%**	63

REFINED GLOBETROTTERS
FIND US ONLINE – MEDIA PROFILING
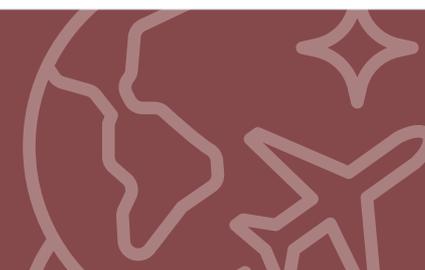
TOP PUBLICATIONS

	SCORE	INDEX
El Universal	38%	92
Milenio	37%	115
Reforma	27%	99
El Financiero	27%	104
Excélsior	25%	109
Forbes	24%	161
El Economista	21%	95
National Geographic en Español	20%	102
Expansión	15%	128
Food and Travel	14%	159
Life and Style	8%	119
Food & Wine	7%	111
Travel+Leisure	6%	100
InStyle	5%	109
Travesías	5%	102
Luxury Travel Magazine	5%	127
Harper's Bazaar	4%	110
Esquire	4%	104
Robb Report	3%	188
Moi	1%	85

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	78%	95
Facebook	77%	96
YouTube	81%	104
Instagram	72%	108
TikTok	58%	104

TOP TRAVEL PLATFORMS

|	SCORE	INDEX
Tripadvisor MX	19%	118
Expedia	27%	105
Chilango (travel section)	8%	106
The Happening	4%	184
Dónde Ir	12%	108
Martha Debayle	5%	109
Hotbook	4%	118

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
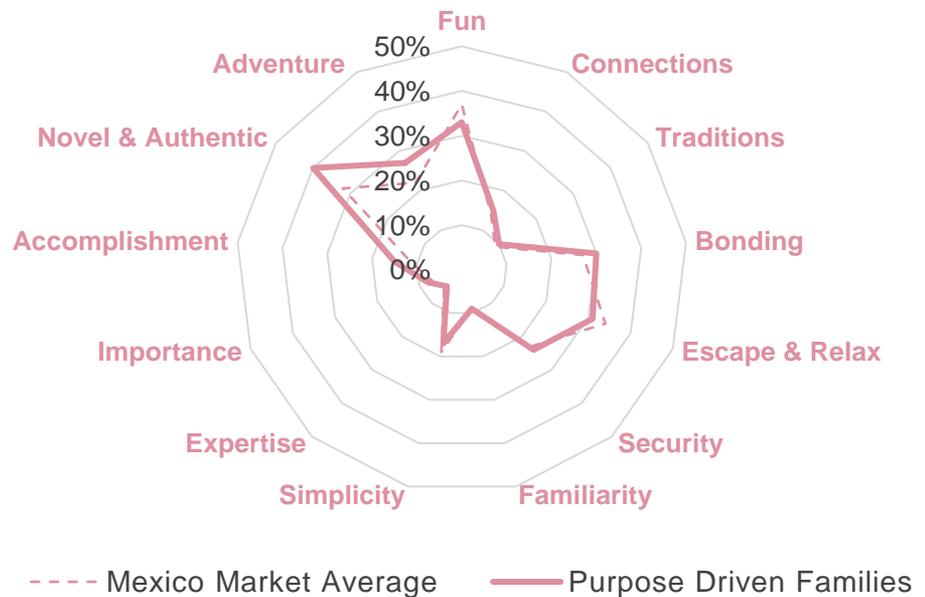## PSYCHOGRAPHICS – SUMMARY

10%
0.9M
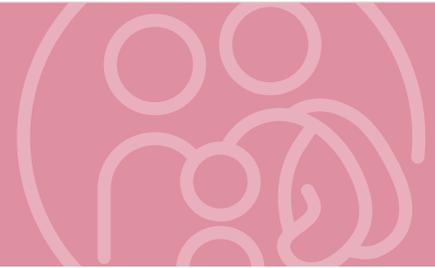
% OF MEXICO POPULATION

We are ambitious and conscientious parents who prioritize unique, kid-friendly travels. We take the time to engage with and learn from the destinations we visit, and take care to appreciate local cultures, and anywhere that lets us spend time in nature.

Travel is both a shared accomplishment and a personal journey of learning for the entire family. Cost or difficulty aren't big deterrents; we seek socially responsible, impressive, new experiences.

WHAT YOU NEED TO KNOW ABOUT ME

1 Understanding the history of the places we visit and the people we meet is important.

2 We value being able to provide these experiences to our children, but we also appreciate how it demonstrates our success to others.

3 Exposure to nature, exploring the outdoors, and immersing in culture make us feel fortunate.

4 We value and use the expertise of travel agents to ensure we are getting the best experiences.

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%.

- - - - Mexico Market Average ——— Purpose Driven Families

TRAVELLER RESPONSIBLE INDEX

128

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

110

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, engaging with local cultures, and exploring the history of our destinations.

o We use travel to experience something new, and view this as an accomplishment.

o We are passionate about travel, and seek adventurous destinations that will make our friends say 'wow'.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
Exploring the world through travel is an important milestone of growing up	87%	128
I like to come back from travels having learnt something new	86%	127
I am more likely to select destinations / activities that invest in socially responsible tourism	81%	138
Trying out local cuisine is a really important part of travel	81%	126
I'm always on the look out for new destinations to visit next	81%	113
I like to be able to take my time at a historic site or in a museum and not feel rushed	78%	156
When I travel to natural environments it makes me reflect on how fortunate I am	76%	136
Videos and pictures on social media inspire me to travel	71%	114
I prefer booking flights and accommodations well in advance	70%	132
When there's a lot of positive buzz about a destination it makes me want to visit it more	68%	119
I generally think natural attractions are the highlights of my trip	57%	113
I seek travel advice from travel agencies and agents	49%	130
I seek out destinations where I can explore my ancestral heritage	46%	112

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To explore and discover new things / places	50%	134
To have authentic experiences	42%	126
To open my mind to new perspectives	29%	119
To be proud to share my travel experiences	25%	119
To feel like I've accomplished something	16%	145
To create new, or take part in old, traditions	10%	114

DESIRED DESTINATION

	SCORE	INDEX
Familiar	70%	124
Adventurous	34%	106
Unique	26%	116
Open	23%	116
Passionate	19%	120
Accepting	15%	133

PURPOSE DRIVEN FAMILIES
OUR DEMOGRAPHICS

OVERALL INSIGHT

o We are parents under 55 years of age, with kids of all ages.
o We attended post-secondary education, are working full-time, and earn moderate incomes.

73%
103 Have a valid passport

GENDER

44% 60 Male

56% 138 Female

0% 108 Non-binary / Other

AGE

	SCORE	INDEX
18-34	**42%**	107
35-54	**50%**	119
55+	**8%**	73
MEAN YEARS	**38.0**	83

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	**17%**	85
$900 to <$6K	**69%**	122
$6K or more	**11%**	115
Refused	**3%**	74

* HH Income reported by month

HOUSEHOLD

96% 137 Children <18 Living At Home*

9% 76 Children 18+ Living At Home*

1% 70 Children NOT Living At Home*

3% 63 No Children

* Option is not exclusive

EMPLOYMENT

	SCORE	INDEX
Employed FT	**61%**	102
Employed PT	**11%**	88
Self-employed	**17%**	125
Retired	**3%**	89

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	74
Secondary education	**6%**	123
Post-secondary education	**94%**	78

MEXICO REGION BREAKOUT

	SCORE	INDEX
Mexico City Metropolitan Area	**25%**	120
Centre-East	**18%**	127
Centre-West	**17%**	99
South	**16%**	91
Northeast	**16%**	73
Northwest	**8%**	77

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	**51%**	97
C+	**49%**	103

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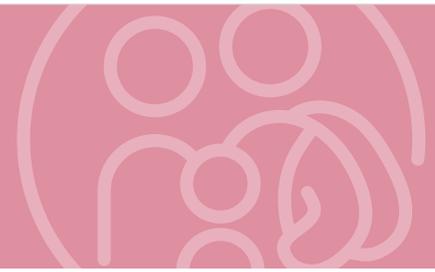
TRAVEL TRADE INDEX: **NON-GROUP**

112

TRAVEL TRADE INDEX: **GROUP**

91

! **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
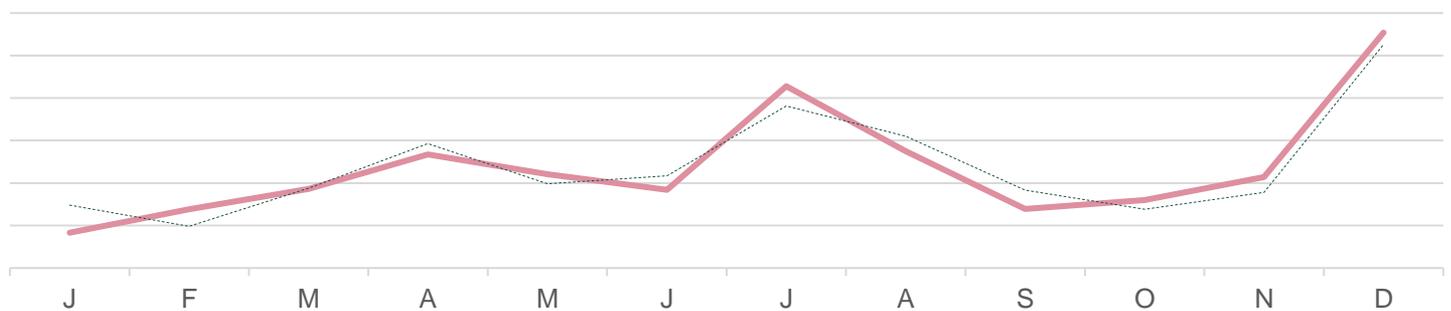
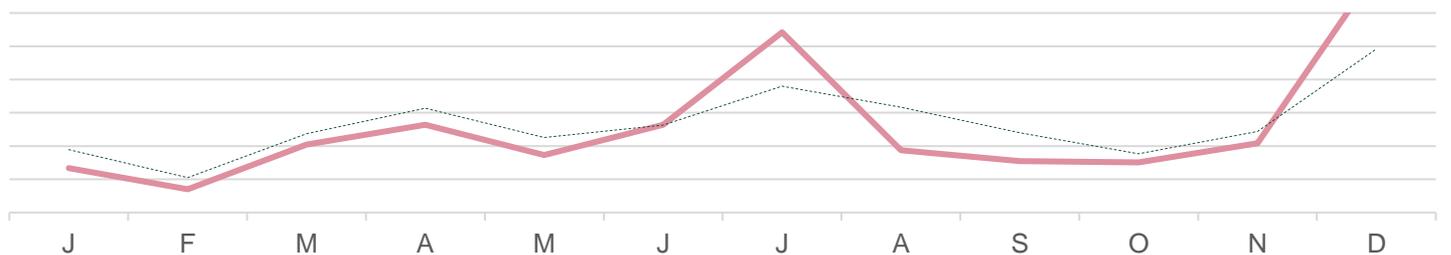For additional definitions see Glossary

TYPICAL TRAVEL MONTHS

For Flights of 3–7 Hours

— Purpose Driven Families
···· Market Average

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

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	43%	123
3-5 Days	37%	121
1 Week Holiday	26%	108
2 Weeks Holiday	17%	112
3 Weeks Or More	8%	97

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	58%	123
International Leisure	20%	114
Business Trip	30%	113
Added Personal To Business	20%	114
Worked During Vacation	19%	116

Incidence is frequency of 2+ times per year

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – MORE TRAVEL HABITS

🛏 TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	48%	90
Premium Hotel	28%	106
Vacation Rental (e.g., Airbnb, Vrbo)	26%	100
All-inclusive resort	25%	117
Friend's or family's place	23%	100
Recreation-based lodge or resort (e.g., cabins / cottages, ranch, farm, etc.)	7%	95

THOUGHTS ON INDIGENOUS TRAVEL

72%
132 INDEX SCORE

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

17%
151 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	87%	146
You only ever get to know a country by experiencing its culture	77%	116
I'm willing to put in the effort while travelling in order to see lesser-known places	66%	112
I like to explore places that are off the beaten path and less explored	56%	109
I'm open to travelling to destinations with limited tourist infrastructure	47%	116
I'm open to visiting destinations with challenging climates or weather conditions	44%	104

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

o We travel as a nuclear family, sometimes with extended family.
o Our budgets are usually mid-range, but we spend on experiences we really value.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	80%	131
Kids	69%	132
Adult relatives	22%	84
Solo	6%	84
Friends	3%	73

BUDGET

AVERAGE SPEND (ALL TRIPS)

$3,580

120
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	70%	131
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	68%	128
It's important for me to know that the money I spend will support the local economy I'm visiting	65%	123
It's important to me that I visit somewhere that is open to diversity and inclusion	64%	116
Hearing from underrepresented communities is an important part of travelling	58%	116

78%
PRIORITIZE SUSTAINABLE TRAVEL

114 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."

DESTINATION CANADA

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

o Overnight experiences at resorts or cruises are a luxury we like to experience.

o We like to indulge in local cuisine and shopping.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Family-focused attractions	69%	121
o Amusement parks or theme parks	56%	122
o Zoos or aquariums	54%	122
o Space or science centres	25%	148
Nature experiences	56%	119
o Oceanside beaches	39%	131
o Visiting nature parks or preserves	24%	122
Overnight experiences	31%	118
o Staying at all-inclusive resort	18%	118
o Cruise	10%	122
Cultural experiences or attractions	59%	113
o Museums	40%	116
o Indigenous experiences	17%	151
Local cuisine	43%	112
o Local restaurants	35%	108
o Cafes or bakeries	21%	122
Shopping	42%	93
Guided tours	36%	106
Festivals and events	27%	95
Nightlife	21%	88
Health and wellness	18%	96
Water-based sports	16%	113
Winter-based sports	8%	109

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 spend time with family	77%	131	68%	127
To relax and unwind	62%	87	63%	116
To escape from routine	47%	114	29%	77
For adventure and excitement	28%	95	36%	108
To learn through other cultures	33%	108	32%	80
To have memories from top travel spots	9%	75	17%	133
For a romantic getaway	13%	106	15%	112
For personal reflection and growth	10%	94	9%	76
To be pampered	6%	71	4%	75

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	73%	132	76%	134
Kids wanted to go	68%	137	81%	138
Special event (e.g., wedding, reunion)	29%	100	33%	112
Visiting friends / family	32%	96	22%	79
Family / friends wanted to go	27%	86	22%	83
Festival or event	23%	97	18%	85

64% 126 INDEX SCORE
Travel aligns with children's school schedule

39% 98 INDEX SCORE
Take time off for vacation during major holidays

26% 87 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 don't always plan in advance for short trips, but will plan a few months out for longer trips.
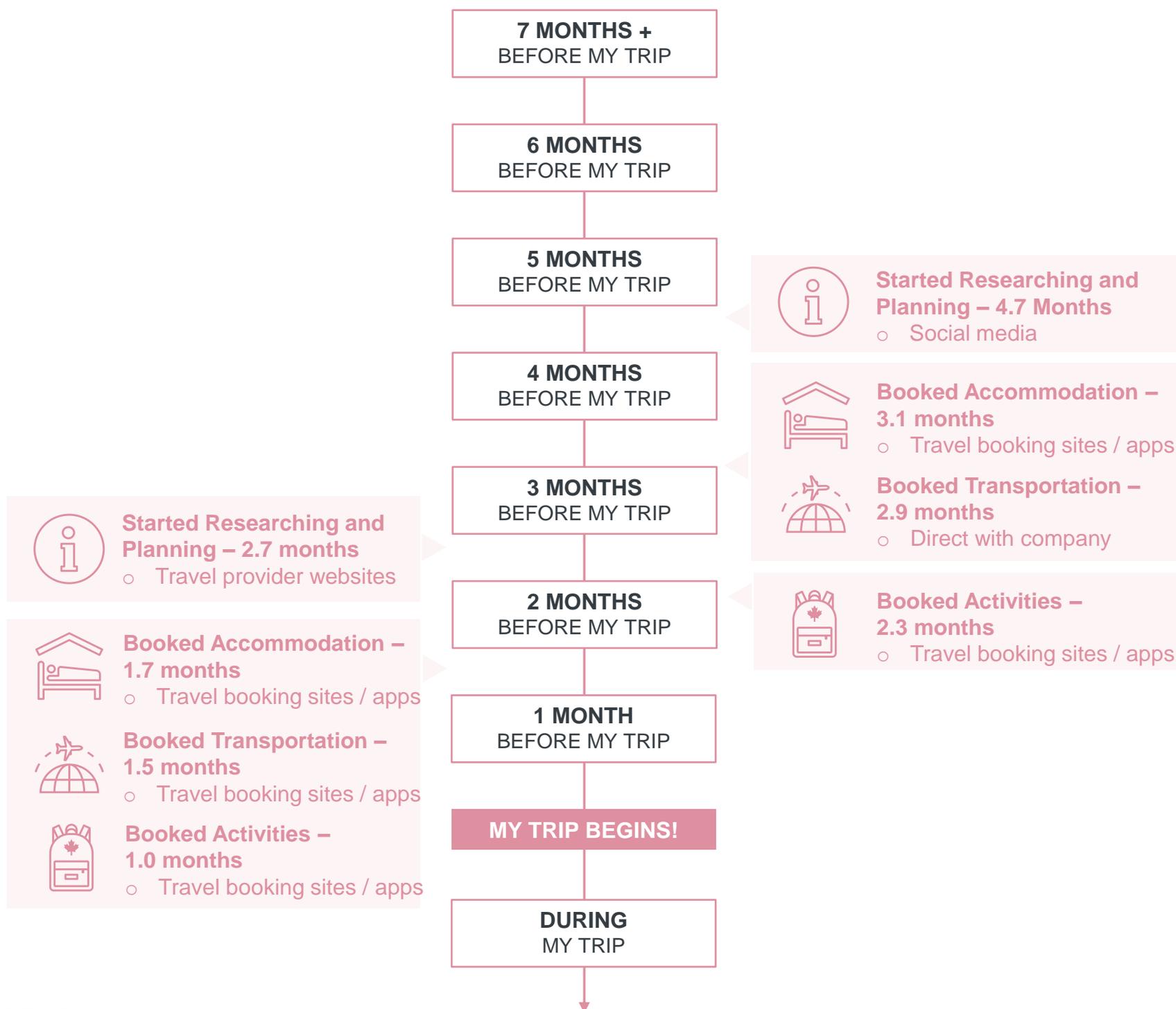
66%
Primary Trip Planner
96 INDEX SCORE

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

Started Researching and Planning – 4.7 Months
o Social media

4 MONTHS
BEFORE MY TRIP

Booked Accommodation – 3.1 months
o Travel booking sites / apps

3 MONTHS
BEFORE MY TRIP

Booked Transportation – 2.9 months
o Direct with company

Started Researching and Planning – 2.7 months
o Travel provider websites

2 MONTHS
BEFORE MY TRIP

Booked Activities – 2.3 months
o Travel booking sites / apps

Booked Accommodation – 1.7 months
o Travel booking sites / apps

Booked Transportation – 1.5 months
o Travel booking sites / apps

1 MONTH
BEFORE MY TRIP

Booked Activities – 1.0 months
o Travel booking sites / apps

MY TRIP BEGINS!

DURING
MY TRIP

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Most of our trips are all about family - our immediate family but also extended family.

o We also take couples trips like Culture Seekers and Fun & Sun Families.

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% 180 INDEX SCORE

TRIP TYPE	Beach Resort		
COMPANIONS	Nuclear family with kids		**51%**
	Extended family		**26%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants		**38%**
	Oceanside beaches		**36%**
	Zoos or aquariums		**31%**
KEY BEHAVIOURS	Exploring a nearby resort for a premium experience		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

10% 111 INDEX SCORE

TRIP TYPE	Small Cities & Towns		
COMPANIONS	Nuclear family with kids		**48%**
	Extended family		**20%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Outdoor markets		**31%**
	Historical or archeological sites		**28%**
	Nature walks		**19%**
KEY BEHAVIOURS	Focus on learning about a new culture with our family		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

6% 96 INDEX SCORE

TRIP TYPE	Historical Site		
COMPANIONS	Couple only		**32%**
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Adventure
ACTIVITIES	Museums		**43%**
	Historical or archeological sites		**38%**
	Bars and pubs		**23%**
KEY BEHAVIOURS	Planned in advance, spending more, visiting friends, and exploring a new culture		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

51% 146 INDEX SCORE

TRIP TYPE	Nuclear Family		
DESTINATION TYPE	Urban centre		**22%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants		**43%**
	Visiting famous shopping centres		**30%**
	Amusement parks or theme parks		**28%**
KEY BEHAVIOURS	Non-beach family trips to familiar destinations, focussed family time together		

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o We are looking for kid-friendly cultural destinations with access to nature and oceans.

o Most of our travel is closer to home, but our next most likely destination is North America.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	**59%**	107	Argentina	**3%**	135
US	**13%**	85	Cuba	**3%**	136
Canada	**4%**	103	Italy	**2%**	85
Spain	**4%**	85	Belize	**2%**	129
Colombia	**3%**	119	Japan	**2%**	113

WHERE DO WE WANT TO GO

BEACHES DISNEY SPAIN CHIAPAS JAPAN
DUBAI RUSSIA
SWITZERLAND OAXACA QUEBEC GERMANY ENGLAND BRAZIL MAYAN RIVIERA EGYPT CUBA
PARIS ITALY ICELAND GUADALAJARA THE CAPES AUSTRALIA
NEW YORK AFRICA CANCUN CHINA
MAGIC TOWN ARGENTINA HAWAII INDIA MIAMI TURKEY
EUROPE PERU ACAPULCO ORLANDO, FLORIDA MADRID
CARMEN BEACH THE ANGELS TULUM FRANCE UNITED STATES
CANADA HUATULCO QUINTANA ROO
COLOMBIA BAJA CALIFORNIA SOUTH
GREECE

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	**95%**	141
Has a rich cultural and historical heritage	**35%**	112
Provide access to unique natural wonders	**33%**	114
Has a variety of museums and / or historical sites	**28%**	110
Is inclusive and tolerant	**23%**	122
Provides a variety of local festivals and events	**19%**	110
Provides opportunities to view wildlife in its natural habitat	**19%**	112
Provides a bustling and vibrant city vibe	**13%**	135

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o While many of us haven't visited Canada yet, those of us who have, are often repeat visitors.

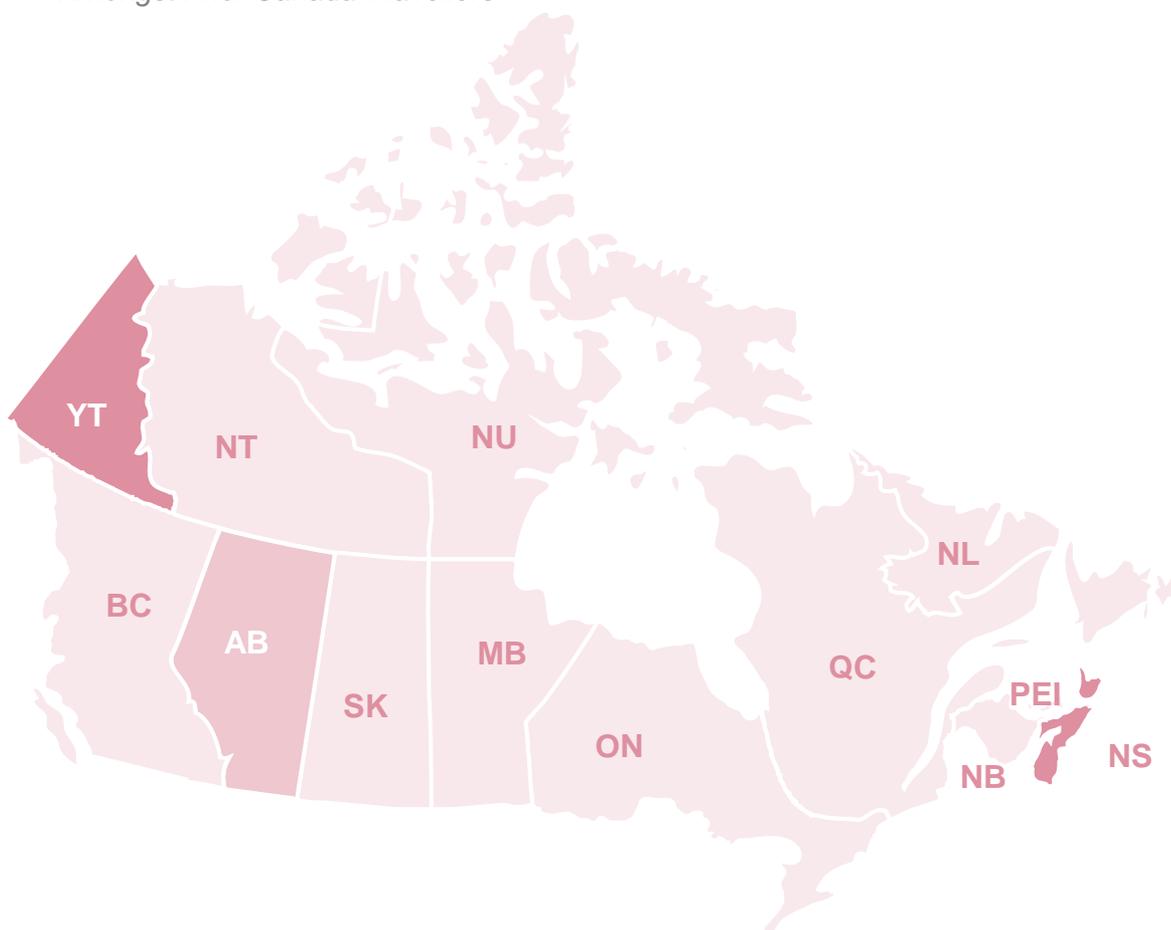o Quebec, Toronto, and Vancouver are major cities on our list for future trips.

WHERE DO WE WANT TO GO IN CANADA

ONTARIO BANFF NATIONAL PARK TORONTO YUKON SASKATCHEWAN MONTREAL CHURCHILL MANITOBA KELOWNA JASPER NATIONAL PARK CANADA VICTORIA QUEBEC OTTAWA THUNDER BAY THE ROCKY MOUNTAINS ALBERTA NORTHERN TERRITORY BRITISH COLUMBIA NIAGARA FALLS HORNBY ISLAND VANCOUVER LAKE LOUISE

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	14%	122
BC	16%	90
MB	5%	103
NB	5%	92
NL	5%	99
NS	21%	132
NT	4%	105
NU	4%	105
ON	34%	95
PEI	5%	95
QC	41%	81
SK	1%	76
YT	12%	153

PURPOSE DRIVEN FAMILIES
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA
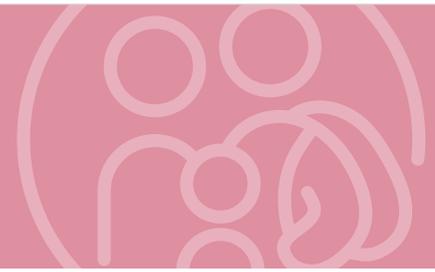
OVERALL INSIGHT

o For those of us who have visited Canada, it has been in winter and summer months, aligned with the school calendar.

o We don't know a lot about Canadian travel destinations, but would consider it.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
PURPOSE DRIVEN FAMILIES	**37%**	**21%**	**32%**	**19%**
VS. TOTAL MARKET	30%	22%	35%	22%

26% Been to Canada in last 5 years
108 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
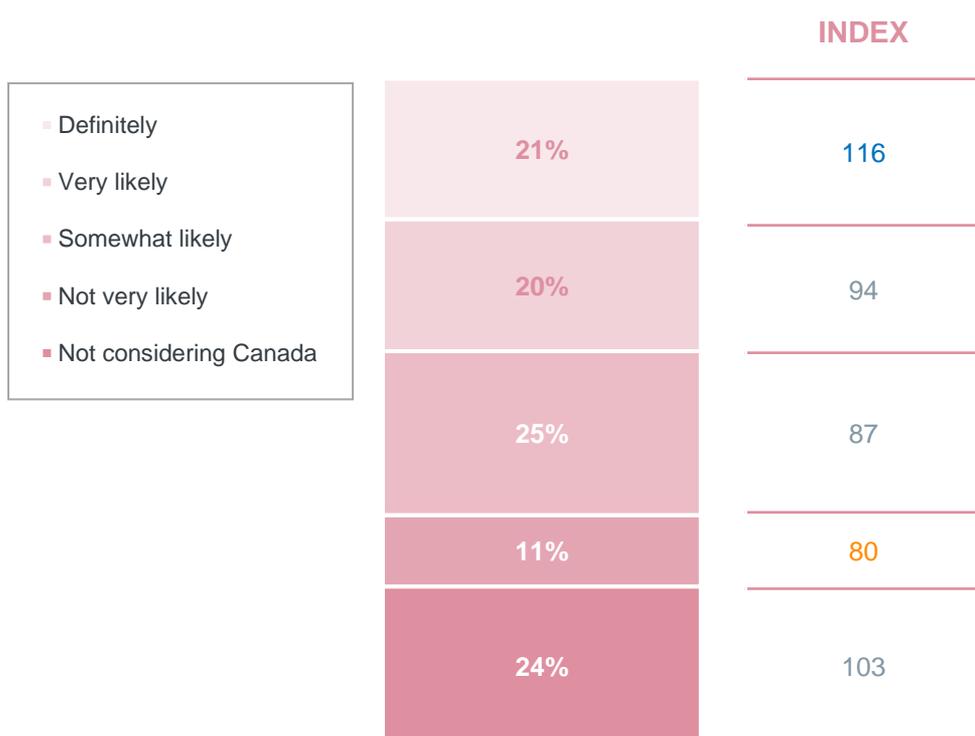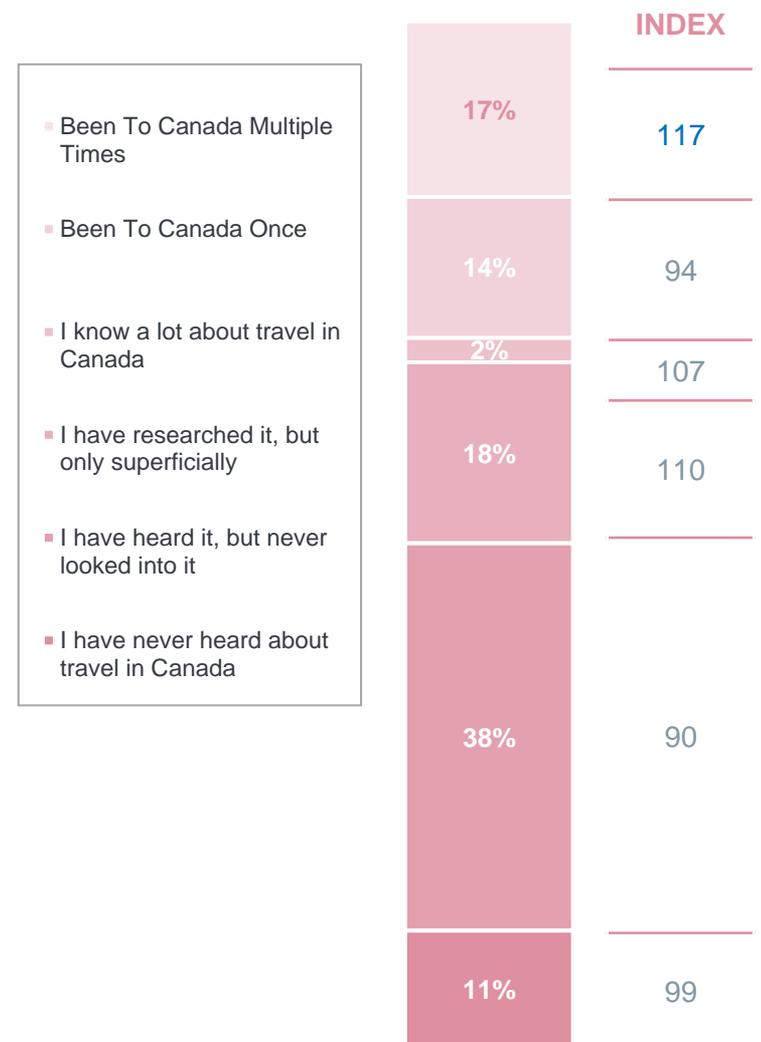
		INDEX
▪ Definitely	21%	116
▪ Very likely	20%	94
▪ Somewhat likely	25%	87
▪ Not very likely	11%	80
▪ Not considering Canada	24%	103

FAMILIARITY WITH CANADA

		INDEX
▪ Been To Canada Multiple Times	17%	117
▪ Been To Canada Once	14%	94
▪ I know a lot about travel in Canada	2%	107
▪ I have researched it, but only superficially	18%	110
▪ I have heard it, but never looked into it	38%	90
▪ I have never heard about travel in Canada	11%	99

DESTINATION CANADA

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 vehicles, renovating our homes, and starting a family all take up our time and finances.

o We are also focussed on our growing and changing family, including seeing our kids start school for the first time.

MAJOR LIFE EVENTS IN LAST 5 YEARS

27%
Had a child
133 INDEX SCORE

26%
Started a new job / career
82 INDEX SCORE

10%
Bought a new home
101 INDEX SCORE

8%
Moved to a new city
83 INDEX SCORE

34%
Child started school
129 INDEX SCORE

50%
Purchased a car
119 INDEX SCORE

2%
Retired
80 INDEX SCORE

46%
Renovated house
137 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Personal care and wellness	**58%**	129
Travel	**53%**	100
Savings and investments	**40%**	89
Technology and gadgets	**39%**	101
Home and decor	**33%**	125
Fashion and accessories	**30%**	107

PURPOSE DRIVEN FAMILIES
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
El Universal	**53%**	128
Milenio	**31%**	97
Excélsior	**28%**	123
National Geographic en Español	**28%**	144
Reforma	**28%**	99
El Economista	**28%**	126
El Financiero	**25%**	98
Forbes	**16%**	112
Food and Travel	**11%**	124
Expansión	**10%**	87
Travel+Leisure	**9%**	147
InStyle	**9%**	179
Travesías	**8%**	147
Food & Wine	**7%**	116
Life and Style	**7%**	98
Harper's Bazaar	**5%**	124
Luxury Travel Magazine	**4%**	99
Esquire	**4%**	102
Moi	**2%**	120
Robb Report	**2%**	98

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	**84%**	102
Facebook	**85%**	107
YouTube	**78%**	100
Instagram	**73%**	109
TikTok	**62%**	112

TOP TRAVEL PLATFORMS

|	SCORE	INDEX
Tripadvisor MX	**17%**	102
Expedia	**32%**	123
Chilango (travel section)	**9%**	117
The Happening	**2%**	91
Dónde Ir	**12%**	106
Martha Debayle	**6%**	132
Hotbook	**1%**	45

SOURCE: GTRP 2024

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

Date: December 2024

CITY TRIPPERS
PSYCHOGRAPHICS – SUMMARY

11%
1.2M
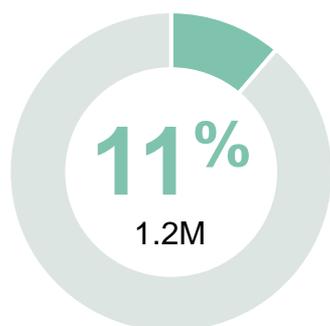
% OF MEXICO POPULATION

We are independent, sociable, and trendy travellers who prioritize having fun, indulging, and living in the moment. We prefer trendy, friendly locations with a variety of activities and distractions, valuing safety and ease of travel.

We relish vibrant nightlife, cultural experiences, and sharing our adventures with others. Our travel decisions focus on enjoying ourselves and creating memorable experiences with friends and loved ones.

WHAT YOU NEED TO KNOW ABOUT ME

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

2 We like to let loose, find adventure, and forget about the day to day. If a destination garners a lot of positive buzz, it heightens our desire to visit.

3 We value simplicity in our travels, preferring destinations that are easy to maneuver and travel around in.

4 We tend to travel with our extended family and as a couple. We even travel with our grown kids sometimes.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - Mexico Market Average ——— City Trippers
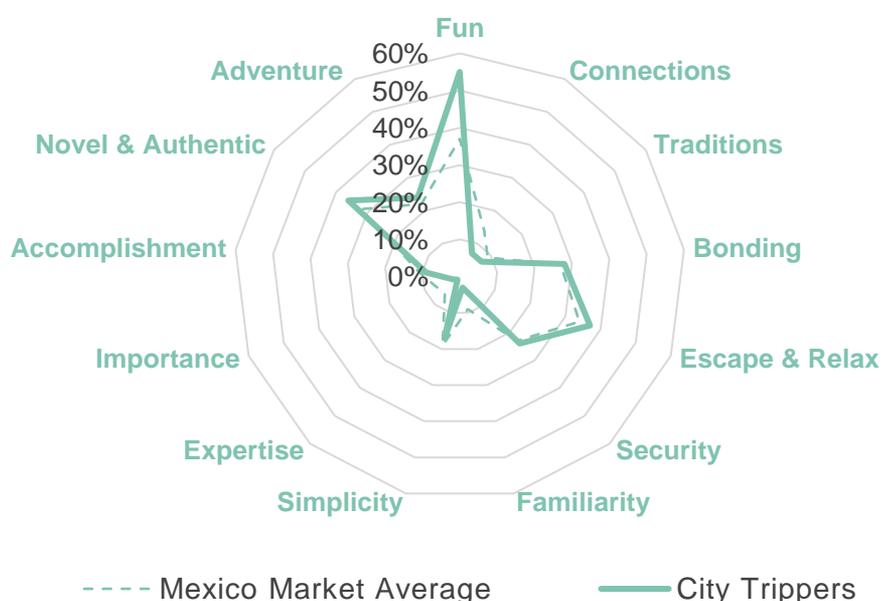
TRAVELLER RESPONSIBLE INDEX
68

How is this calculated?

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

TRAVELLER ECONOMIC INDEX
79

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 We seek experiences that we can be proud of, and that we look forward to sharing with others.

o We prefer self-guided experiences in well established tourism destinations.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I prefer destinations with lots of distractions and things to do	85%	139
I will generally not pay more or go out of my way to make eco-friendly choices when travelling	63%	137
I prefer booking flights and accommodations well in advance	70%	128
I prefer destinations with well-established tourist infrastructure	68%	124
I generally stick to the most popular areas when I visit somewhere	64%	122
I generally don't think much on the impact that I personally have on the destinations I visit	51%	126
I like natural attractions but I don't usually think they are the highlights of my trip	59%	127
I love posting my trips on social media to share with friends	61%	120
I will generally not go out of my way to buy local when travelling	49%	148
Videos and pictures on social media inspire me to travel	71%	113
I'm more interested in the present and don't focus much on the history of where I visit	32%	121
When there's a lot of positive buzz about a destination it makes me want to visit it more	66%	113
I enjoy the beauty of nature without reflecting too much on its significance	39%	134

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	77%	134
To indulge myself and live in the moment	66%	140
To let loose and forget about day-to-day life	57%	118
To explore and discover new things / places	47%	122
To have authentic experiences	38%	115
To have a fun, social setting	22%	138

DESIRED DESTINATION

	SCORE	INDEX
Fun	78%	141
Friendly	53%	144
Trendy	35%	149
Charming	34%	119
Sociable	32%	139
Practical	26%	109

CITY TRIPPERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

o While we represent a diverse age range, we skew towards being Millennials, working full-time and earning an average income.

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

AGE

	SCORE	INDEX
18-34	**45%**	114
35-54	**34%**	75
55+	**21%**	111
MEAN YEARS	**39.2**	92

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	**27%**	128
$900 to <$6K	**63%**	68
$6K or more	**6%**	75
Refused	**5%**	124

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**58%**	88
Employed PT	**13%**	117
Self-employed	**11%**	75
Retired	**3%**	93

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	74
Secondary education	**3%**	89
Post-secondary education	**97%**	112

68%
92 Have a valid passport

GENDER

50% 102 Male

50% 99 Female

0% 75 Non-binary / Other

HOUSEHOLD

47% 74 Children <18 Living At Home*

16% 98 Children 18+ Living At Home*

6% 107 Children NOT Living At Home*

48% 128 No Children

* Option is not exclusive

MEXICO REGION BREAKOUT

	SCORE	INDEX
South	**23%**	131
Mexico City Metropolitan Area	**19%**	83
Northeast	**18%**	105
Centre-West	**16%**	91
Centre-East	**13%**	69
Northwest	**11%**	113

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	**53%**	104
C+	**47%**	96

CITY TRIPPERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: NON-GROUP

60

TRAVEL TRADE INDEX: GROUP

112

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
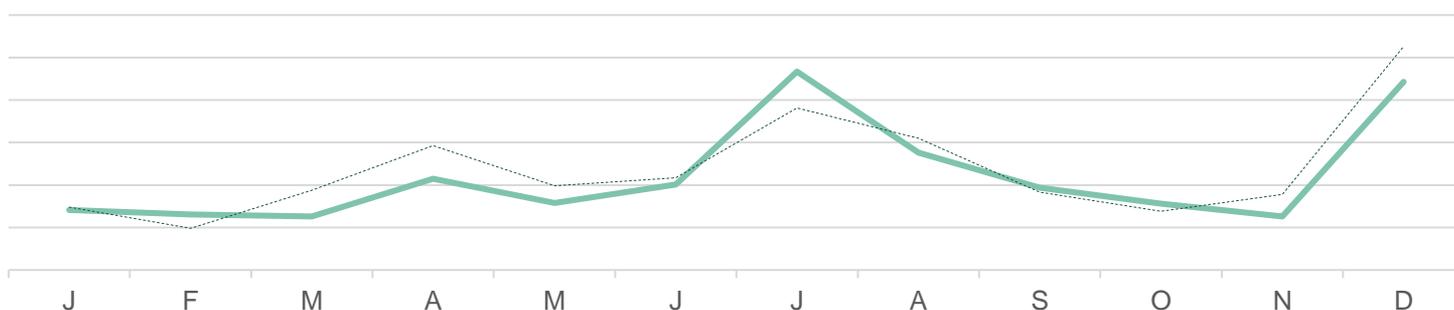
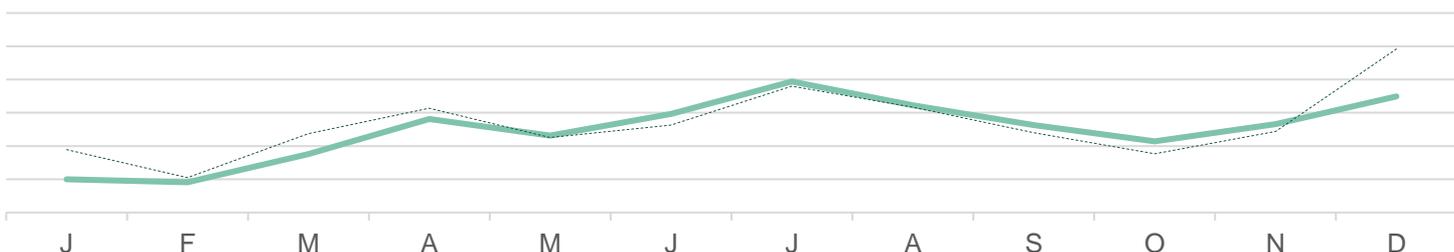For additional definitions see Glossary

TYPICAL TRAVEL MONTHS

For Flights of 3–7 Hours

— 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	43%	119
3-5 Days	32%	105
1 Week Holiday	18%	86
2 Weeks Holiday	6%	68
3 Weeks Or More	3%	71

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	57%	120
International Leisure	11%	83
Business Trip	18%	82
Added Personal To Business	9%	76
Worked During Vacation	9%	72

Incidence is frequency of 2+ times per year

CITY TRIPPERS

OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**61%**	126
Vacation Rental (e.g., Airbnb, Vrbo)	**32%**	141
Friend's or family's place	**27%**	112
Premium Hotel	**19%**	84
All-inclusive resort	**18%**	89
Budget Hotel	**5%**	116

THOUGHTS ON INDIGENOUS TRAVEL

46%

65 INDEX SCORE

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

10%

88 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	**74%**	97
I really want to learn about the history of the destinations I visit	**68%**	79
I'm willing to put in the effort while travelling in order to see lesser-known places	**54%**	89
I'm open to visiting destinations with challenging climates or weather conditions	**42%**	98
I like to explore places that are off the beaten path and less explored	**36%**	78
I'm open to travelling to destinations with limited tourist infrastructure	**33%**	76

CITY TRIPPERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

o We travel with our extended family and as a couple. We even travel with our grown kids sometimes.
o Our budgets are generally focussed on value and affordability.

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**57%**	76
Adult relatives	**35%**	128
Kids	**27%**	82
Friends	**15%**	139
Solo	**9%**	104

💰 BUDGET

AVERAGE SPEND (ALL TRIPS)

$2,340

80
INDEX SCORE

SPEND STYLE
Mid-range to Premium

💡 OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**51%**	52
I consider the impact that I personally have on the destinations I visit	**49%**	74
It's important to me that I visit somewhere that is open to diversity and inclusion	**44%**	80
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**37%**	63
Hearing from underrepresented communities is an important part of travelling	**31%**	69

58%
PRIORITIZE SUSTAINABLE TRAVEL

71 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."

CITY TRIPPERS
OUR BEHAVIOURS – TRAVEL ACTIVITIES

OVERALL INSIGHT

o We enjoy shopping, dining, and definitely explore the nightlife.

o Festivals, cultural events and concerts are our style, and we aren't really interested in winter or outdoor activities.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Shopping	60%	141
o Visiting famous shopping centres or areas	43%	141
o Souvenir shopping	34%	140
o Outdoor markets	30%	139
Family-focused attractions	62%	109
o Amusement parks or theme parks	50%	112
o Zoos or aquariums	44%	105
Cultural experiences or attractions	59%	113
o Museums	41%	121
o Observing architecture	28%	131
Nightlife	46%	142
o Bars and pubs	30%	138
o Clubs and dancing	24%	137
Festivals and events	37%	123
o Music concerts or festivals	23%	130
o Cultural or traditional festivals	17%	121
Local cuisine	41%	107
Nature experiences	39%	78
Guided tours	35%	97
Overnight experiences	29%	110
Health and wellness	13%	65
Water-based sports	11%	78
Casual sports	5%	75

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	72%	119	57%	92
To spend time with family	56%	99	46%	94
To escape from routine	43%	97	38%	98
To learn through other cultures	34%	111	42%	105
For adventure and excitement	41%	142	37%	111
To have fun with friends	16%	130	15%	108
For a romantic getaway	8%	49	9%	82
To have memories from top travel spots	9%	78	8%	91
To check off dream travel places	13%	131	17%	118

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	51%	77	49%	84
Family / friends wanted to go	25%	72	39%	123
Visiting friends / family	39%	128	36%	104
Festival or event	23%	97	36%	129
Special event (e.g., wedding, reunion)	20%	69	32%	109
Kids wanted to go	28%	75	26%	85

36% 73 INDEX SCORE
Travel aligns with children's school schedule

35% 85 INDEX SCORE
Take time off for vacation during major holidays

28% 96 INDEX SCORE
Difficult to take more than a few days of vacation at once

CITY TRIPPERS
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

o We plan in advance for most trips, and book all components, even activities, a few months ahead for long-haul trips. We like to book transportation directly with the company.
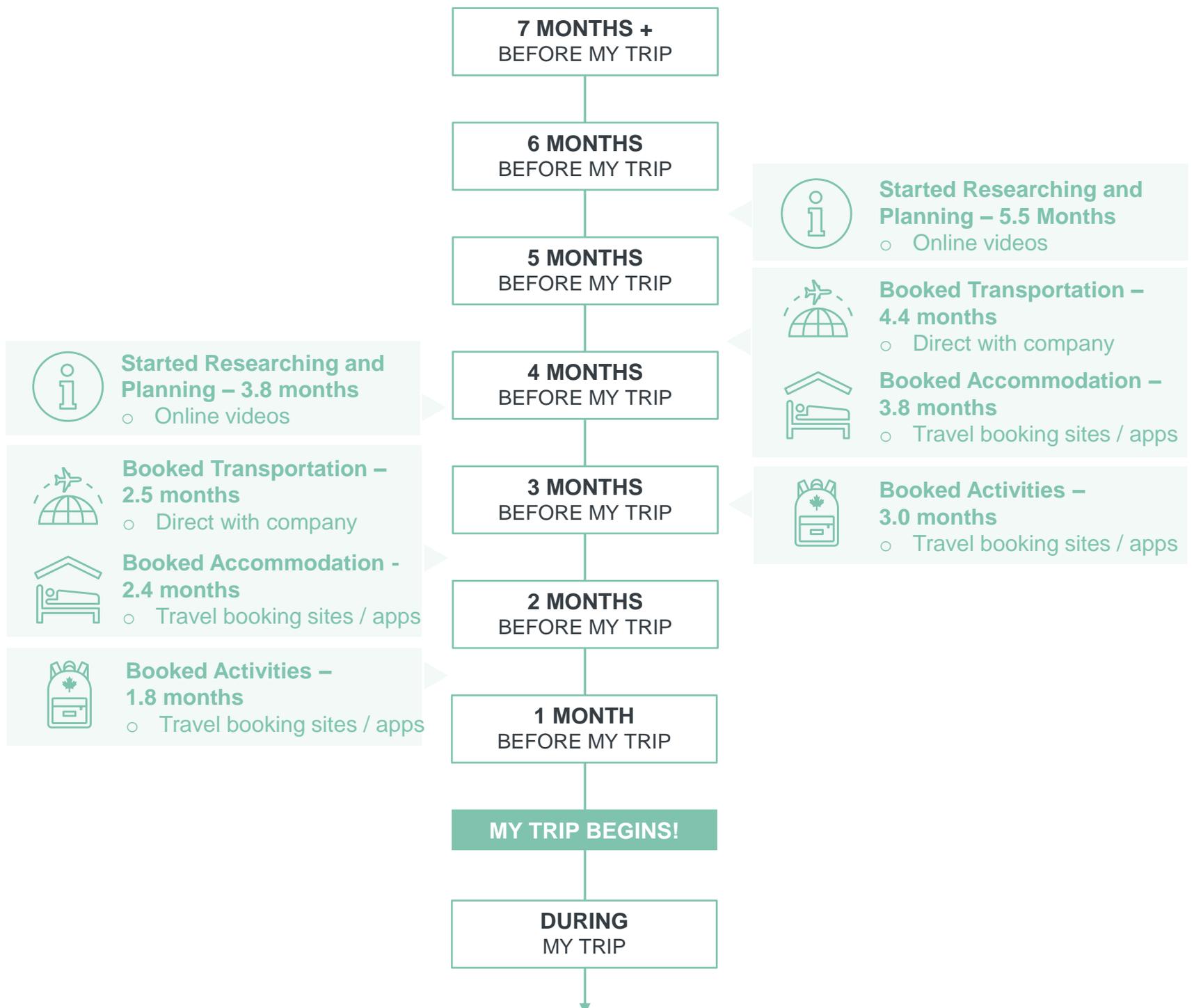
65%
Primary Trip Planner

93
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

Started Researching and Planning – 5.5 Months
o Online videos

5 MONTHS
BEFORE MY TRIP

Booked Transportation – 4.4 months
o Direct with company

Started Researching and Planning – 3.8 months
o Online videos

4 MONTHS
BEFORE MY TRIP

Booked Accommodation – 3.8 months
o Travel booking sites / apps

Booked Transportation – 2.5 months
o Direct with company

3 MONTHS
BEFORE MY TRIP

Booked Activities – 3.0 months
o Travel booking sites / apps

Booked Accommodation - 2.4 months
o Travel booking sites / apps

2 MONTHS
BEFORE MY TRIP

Booked Activities – 1.8 months
o Travel booking sites / apps

1 MONTH
BEFORE MY TRIP

MY TRIP BEGINS!

DURING
MY TRIP

CITY TRIPPERS
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

o Most of our trips are focused on fun and spending time together.
o We also take trips like Culture Seekers and 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   **SEGMENT ALIGNMENT**

10% 84 INDEX SCORE

TRIP TYPE	Friends Trip		
DESTINATION TYPE	Urban centre		25%
	Beach resort		13%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Bars and pubs		45%
	Clubs and dancing		35%
	Street cuisine		26%
KEY BEHAVIOURS	Fun, indulgence, and nightlife with friends		

% OF TOTAL TRIPS   **SEGMENT ALIGNMENT**

23% 156 INDEX SCORE

TRIP TYPE	Urban Centre		
COMPANIONS	Couple only		34%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants		47%
	Visiting famous shopping centres		45%
	Souvenir shopping		45%
KEY BEHAVIOURS	Couples trip to escape to a safe and trendy locale. Needs to be easy and lively		

% OF TOTAL TRIPS   **SEGMENT ALIGNMENT**

9% 107 INDEX SCORE

TRIP TYPE	Cultural Experience		
COMPANIONS	Couple only		35%
	Nuclear family with kids		22%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Local restaurants		34%
	Historical or archeological sites		28%
	Museums		26%
KEY BEHAVIOURS	Spending a little more, seeking an authentic cultural experience to learn from		

% OF TOTAL TRIPS   **SEGMENT ALIGNMENT**

9% 82 INDEX SCORE

TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban centre		20%
	Small cities & towns		15%
TRIP EMOTIONAL MOTIVATIONS	Escape & Relax	Fun	Simplicity
ACTIVITIES	Bars and pubs		30%
	Clubs and dancing		13%
	Camping		12%
KEY BEHAVIOURS	May be staying with friends, seeking some adventure, planning last minute		

CITY TRIPPERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o We seek destinations that are easy to travel to and around, boasting renowned food and drink experiences, and vibrant nightlife.

o We tend to travel within Mexico mostly. Outside of Mexico we have visited Spain and US.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	**62%**	112	Canada	**3%**	68
US	**15%**	107	UK	**2%**	120
Spain	**4%**	83	Germany	**2%**	106
France	**3%**	98	Colombia	**2%**	90
Italy	**3%**	115	Cuba	**1%**	106

WHERE DO WE WANT TO GO

CANCUN MERIDA BEACH ALASKA ACAPULCO PARIS JAPAN
LAS VEGAS CHINA
CHIHUAHUA CITY CHICAGO GREECE ORLANDO, FLORIDA VENEZEUELA CHIAPAS EGYPT THAILAND
SPAIN ASIA COLOMBIA HOLBOX ISRAEL
THE CAPES NEW ZEALAND UNITED KINGDOM QUERETARO
NEW YORK GUANAJUATO EUROPE YUCATAN ITALY
INDIA LONDON PHOENIX
PUERTO VALLARTA QUINTANA ROO IRELAND TURKEY
BAJA CALIFORNIA SOUTH KOREA GERMANY
PUNTA CANA
CANADA AFRICA DISNEYLAND UNITED STATES
ARGENTINA HAWAII MEXICO CITY COSTA RICA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has famous attractions	**43%**	149
Is easy to travel to	**43%**	118
Is easy to travel around once there	**36%**	132
Renowned for food and drink experiences	**30%**	118
Has vibrant nightlife and entertainment	**27%**	135
Language is not a barrier	**26%**	132
Provides a variety of local festivals and events	**21%**	116
Is a trendy destination	**15%**	134

CITY TRIPPERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o Not many of us have visited Canada before, and if we have been it was only one time.

o Top provinces visited are Ontario and Quebec.

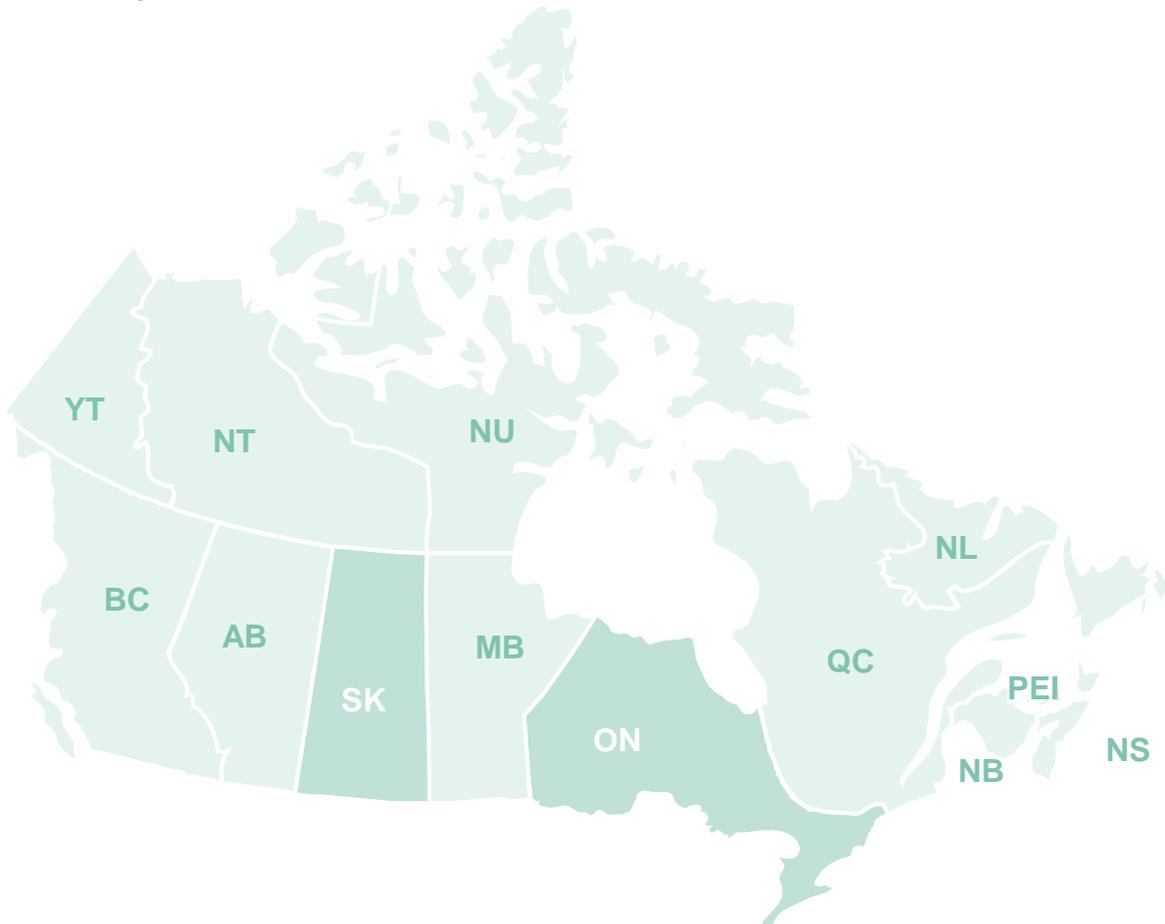o Future trip interests may be Toronto and Vancouver.

WHERE DO WE WANT TO GO IN CANADA

OTTAWA YUKON EDMONTON VANCOUVER
SASKATCHEWAN
NIAGARA FALLS PRINCE EDWARD ISLAND
NOVA SCOTIA TORONTO WHISTLER
BANFF BRITISH COLUMBIA
WINNIPEG CANADA ALBERTA BURNABY WYOMING
QUEBEC ONTARIO MONTREAL

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers

PROVINCES	%	INDEX
AB	6%	55
BC	13%	66
MB	2%	72
NB	1%	61
NL	4%	91
NS	7%	82
NT	1%	77
NU	3%	91
ON	48%	120
PEI	5%	98
QC	45%	99
SK	4%	116
YT	6%	100

CITY TRIPPERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o We tend to visit Canada in the summer but quite a few have also visited in December and October.

o We are somewhat familiar with what Canada has to offer but we have never really looked into it too deeply.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
CITY TRIPPERS	**30%**	**16%**	**34%**	**29%**
VS. TOTAL MARKET	30%	22%	35%	22%

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

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS
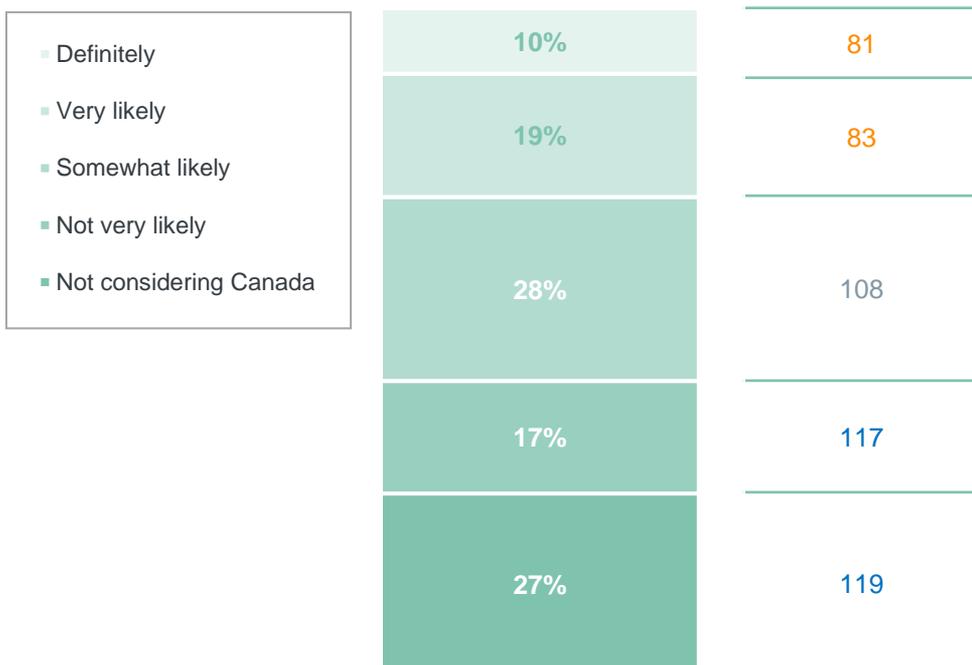
		INDEX
Definitely	10%	81
Very likely	19%	83
Somewhat likely	28%	108
Not very likely	17%	117
Not considering Canada	27%	119

FAMILIARITY WITH CANADA

		INDEX
Been To Canada Multiple Times	9%	72
Been To Canada Once	13%	88
	1%	83
I know a lot about travel in Canada	14%	83
I have researched it, but only superficially	53%	133
I have heard it, but never looked into it		
I have never heard about travel in Canada	10%	91
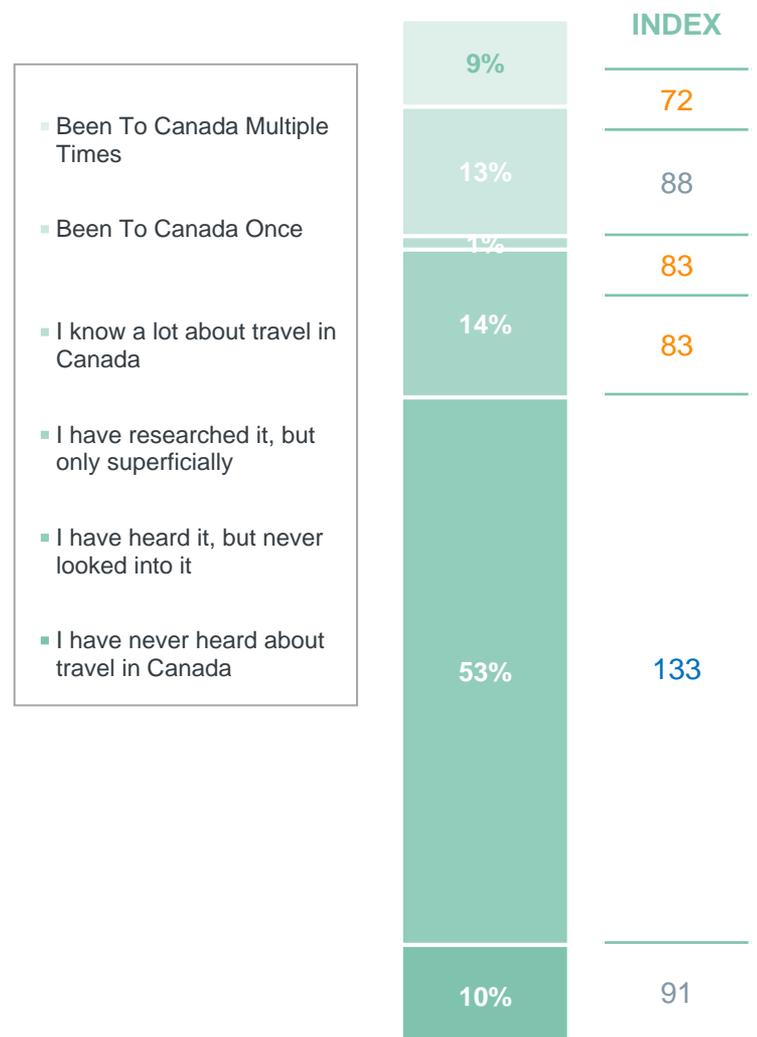
CITY TRIPPERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o In recent years we have embarked on memorable leisure travels, purchased a new car, and invested in our home.

o Some of us have started new jobs or careers, and even relocated to new cities.

MAJOR LIFE EVENTS IN LAST 5 YEARS

9%
Had a child
81 INDEX SCORE

37%
Started a new job / career
125 INDEX SCORE

9%
Bought a new home
92 INDEX SCORE

10%
Moved to a new city
109 INDEX SCORE

11%
Child started school
83 INDEX SCORE

39%
Purchased a car
84 INDEX SCORE

5%
Retired

117 INDEX SCORE

38%
Renovated house
73 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	57%	115
Personal care and wellness	54%	95
Savings and investments	38%	74
Technology and gadgets	36%	76
Personal hobbies and interests (e.g., sports equipment, books, art supplies)	33%	130
Fashion and accessories	32%	127

CITY TRIPPERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
El Universal	39%	94
El Financiero	27%	104
Milenio	24%	76
Reforma	23%	84
Excélsior	21%	91
El Economista	19%	89
National Geographic en Español	19%	96
Forbes	11%	78
Expansión	9%	81
Food and Travel	9%	99
Life and Style	7%	99
Travel+Leisure	5%	74
Harper's Bazaar	5%	121
Travesías	4%	76
Food & Wine	4%	59
InStyle	3%	58
Luxury Travel Magazine	2%	56
Esquire	2%	53
Moi	1%	85
Robb Report	1%	52

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	85%	104
Facebook	82%	103
YouTube	78%	101
Instagram	68%	102
TikTok	57%	104

TOP TRAVEL PLATFORMS

|	SCORE	INDEX
Tripadvisor MX	13%	76
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Date: December 2024

SIMPLICITY LOVERS
PSYCHOGRAPHICS – SUMMARY

11%

1.1M
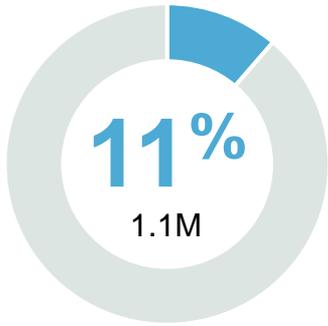
% OF MEXICO POPULATION

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 don't 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're creatures of habit who favor simplicity and serenity over glitz, glamour, and cultural immersion.

4 Hard-to-reach destinations don't attract us, we don't want to worry about how to navigate once we arrive. Packaged vacations are attractive.

EMOTIONAL TRAVEL MOTIVATIONS MAP

- - - - Mexico Market Average ——— Simplicity Lovers
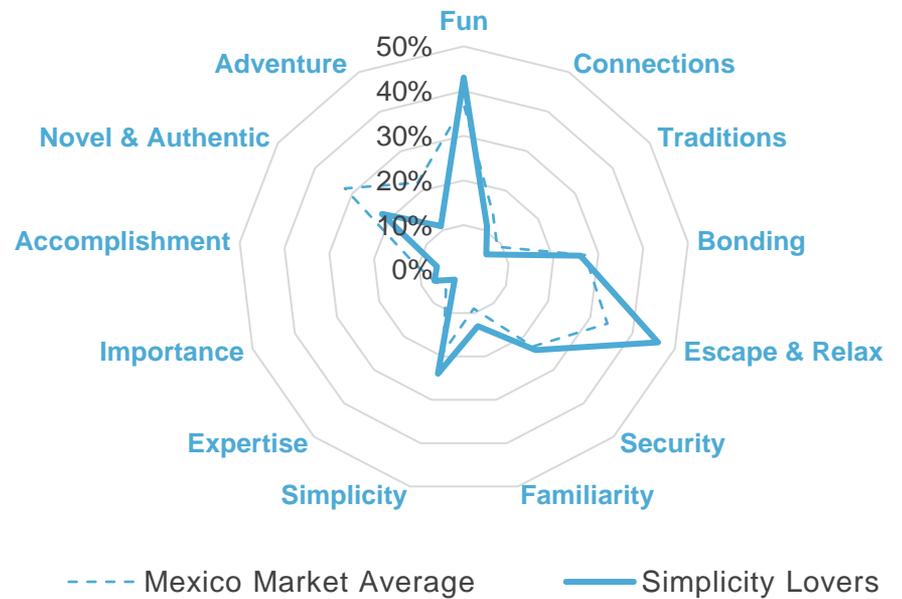
TRAVELLER RESPONSIBLE INDEX

72

How is this calculated?

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TRAVELLER ECONOMIC INDEX

65

How is this calculated?

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

SIMPLICITY LOVERS
OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

○ We are creatures of habit and seek familiar, temperate destinations.

○ Prioritizing simplicity and serenity, we favor understated locales, and don't see the value of posting our travels online.

○ Travel is a needed escape, we meander at our own pace, content to leave 'must-see' attractions unchecked.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I don't generally seek out luxury experiences while travelling	83%	132
I generally avoid places that are challenging or difficult to reach	81%	141
I generally only choose destinations with comfortable climate and weather conditions	77%	140
I don't see the point of posting about my trips on social media	72%	149
Quiet, relaxed experiences are how I take care of myself on vacation	72%	144
I generally don't participate in physical activities during my holidays	62%	141
While travelling I generally stick to places that are direct and convenient to get to	59%	134
I generally don't try to learn local languages	57%	135
I travel when I need to	55%	150
I generally don't think much on the impact that I personally have on the destinations I visit	54%	134
Generally I'm not influenced by what destinations are popular or trendy at the moment	53%	154
I generally prefer to go back to the same destinations on holiday	51%	148
I don't consider travel to be an important milestone of growing up	28%	143

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To let loose and forget about day-to-day life	64%	135
To escape the demands of everyday life	41%	135
To find much-needed time to relax	39%	129
To enjoy simple, straightforward travel	31%	153
To feel confident travel with no surprises	18%	131
To be familiar with my surroundings	18%	130

DESIRED DESTINATION

	SCORE	INDEX
Relaxed	75%	153
Peaceful	71%	153
Familiar	67%	121
Practical	39%	153
Carefree	37%	132
Reliable	24%	136

SIMPLICITY LOVERS
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We are generally aged 45+.
- We are generally working, self-employed, or running our home. Some of us are retired.
- Our kids are older or have moved out already. We are likely empty nesters.

AGE

	SCORE	INDEX
18-34	**28%**	69
35-54	**39%**	89
55+	**33%**	145
MEAN YEARS	**45.3**	142

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	**26%**	122
$900 to <$6K	**64%**	78
$6K or more	**6%**	77
Refused	**5%**	119

* HH Income reported by month

EMPLOYMENT

	SCORE	INDEX
Employed FT	**48%**	48
Employed PT	**10%**	86
Self-employed	**19%**	146
Retired	**7%**	148

EDUCATION

	SCORE	INDEX
Primary education or less	**0%**	74
Secondary education	**7%**	128
Post-secondary education	**94%**	74

60%
76 Have a valid passport

GENDER

52% 115 Male

47% 82 Female

1% 142 Non-binary / Other

HOUSEHOLD

51% 80 Children <18 Living At Home*

33% 149 Children 18+ Living At Home*

9% 132 Children NOT Living At Home*

40% 117 No Children

* Option is not exclusive

MEXICO REGION BREAKOUT

	SCORE	INDEX
Mexico City Metropolitan Area	**21%**	95
Northeast	**18%**	98
South	**18%**	101
Centre-East	**16%**	102
Centre-West	**15%**	80
Northwest	**13%**	138

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	**46%**	72
C+	**55%**	128

SIMPLICITY LOVERS
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

83

TRAVEL TRADE INDEX: **GROUP**
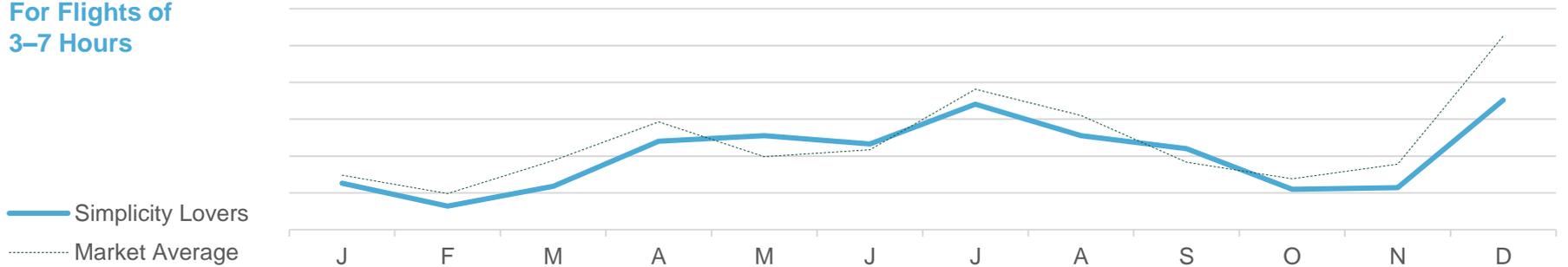
81

! **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

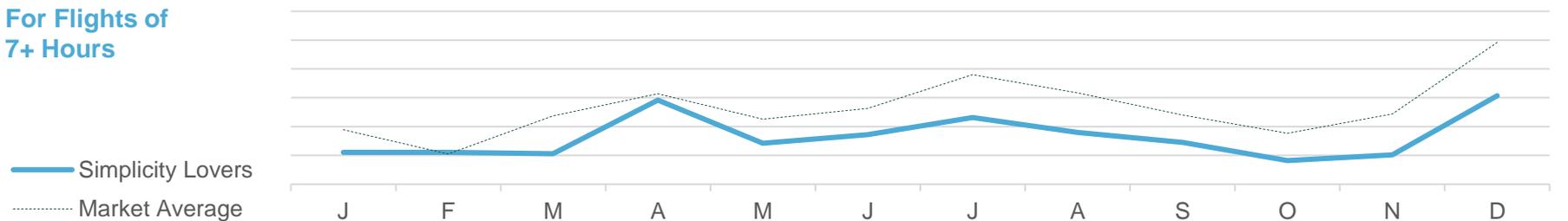## TYPICAL TRAVEL MONTHS

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	**32%**	64
3-5 Days	**17%**	57
1 Week Holiday	**9%**	57
2 Weeks Holiday	**6%**	66
3 Weeks Or More	**3%**	70

Incidence is frequency of 2+ times per year

TRIP TYPE

		INDEX
Domestic Leisure	**39%**	60
International Leisure	**4%**	59
Business Trip	**11%**	63
Added Personal To Business	**7%**	70
Worked During Vacation	**9%**	70

Incidence is frequency of 2+ times per year

SIMPLICITY LOVERS
OUR BEHAVIOURS – MORE TRAVEL HABITS

🛏 TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**60%**	123
Friend's or family's place	**37%**	144
Vacation Rental (e.g., Airbnb, Vrbo)	**20%**	57
Premium Hotel	**17%**	77
All-inclusive resort	**15%**	76
Budget Hotel	**6%**	134

THOUGHTS ON INDIGENOUS TRAVEL

50%
76 INDEX SCORE

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

9%
81 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	**73%**	92
I really want to learn about the history of the destinations I visit	**67%**	75
I'm willing to put in the effort while travelling in order to see lesser-known places	**41%**	66
I like to explore places that are off the beaten path and less explored	**38%**	81
I'm open to travelling to destinations with limited tourist infrastructure	**37%**	89
I'm open to visiting destinations with challenging climates or weather conditions	**23%**	60

SIMPLICITY LOVERS
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

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

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	**64%**	92
Adult relatives	**38%**	142
Kids	**38%**	95
Friends	**8%**	97
Solo	**6%**	80

BUDGET

AVERAGE SPEND (ALL TRIPS)

$2,060

72
INDEX SCORE

SPEND STYLE
Mid-range

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	**58%**	85
I consider the impact that I personally have on the destinations I visit	**46%**	66
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	**44%**	78
It's important to me that I visit somewhere that is open to diversity and inclusion	**43%**	79
Hearing from underrepresented communities is an important part of travelling	**39%**	82

61%
PRIORITIZE SUSTAINABLE TRAVEL
77 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 activities are low-impact, including family activities for our larger travel groups, dining and shopping.
o We like to get outside for walks and appreciate beaches and lakes.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Family-focused attractions	60%	106
o Zoos or aquariums	44%	105
o Amusement parks or theme parks	43%	99
o Other family-focused attractions	10%	109
Cultural experiences or attractions	56%	104
o Museums	35%	92
o Historical or archeological sites	34%	98
Nature experiences	51%	107
o Oceanside beaches	35%	115
o Nature walks	21%	101
Shopping	49%	110
o Souvenir shopping	28%	115
o Outdoor markets	24%	110
Local cuisine	43%	111
o Local restaurants	38%	116
o Street cuisine	24%	119
Guided tours	33%	80
Festivals and events	17%	65
Health and wellness	16%	81
Overnight experiences	13%	50
Nightlife	11%	65
Water-based sports	10%	70
Casual sports	8%	95

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	72%	117	68%	137
To spend time with family	66%	115	59%	113
To escape from routine	51%	133	55%	139
To have fun with friends	10%	97	13%	97
For a romantic getaway	11%	83	19%	133
For adventure and excitement	25%	84	13%	58
To learn through other cultures	15%	65	20%	50
For personal reflection and growth	21%	130	14%	111
To have memories from top travel spots	10%	85	12%	109

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	63%	107	68%	120
Visiting friends / family	33%	104	52%	133
Family / friends wanted to go	32%	132	36%	117
Special event (e.g., wedding, reunion)	19%	65	17%	47
Kids wanted to go	39%	93	34%	92
Festival or event	17%	81	9%	63

43% 86 INDEX SCORE
Travel aligns with children's school schedule

28% 56 INDEX SCORE
Take time off for vacation during major holidays

30% 112 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 don't need to book many items, as we are often driving distance and don't book activities.
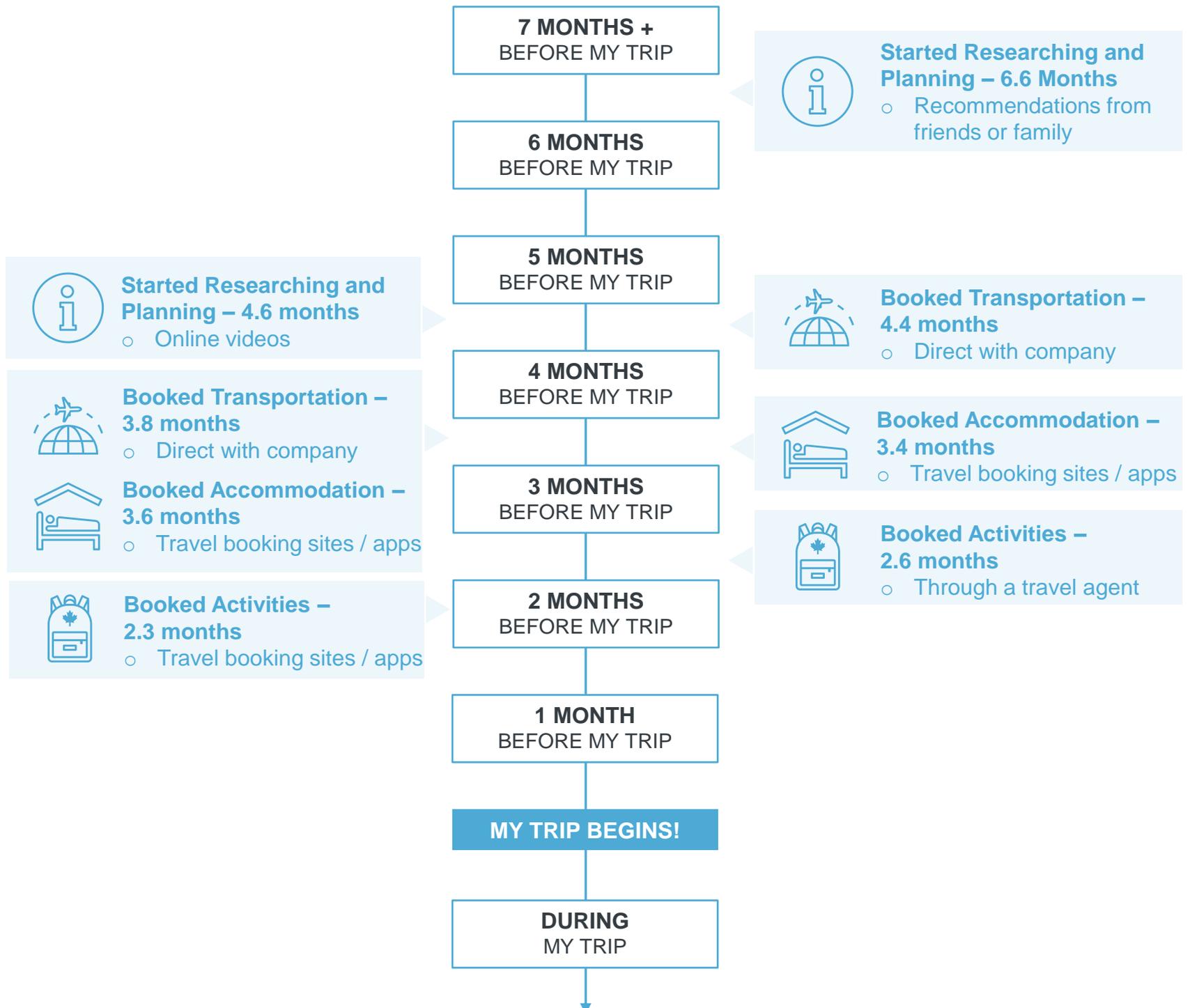
53%

Primary Trip Planner

66
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

Started Researching and Planning – 6.6 Months
o Recommendations from friends or family

6 MONTHS BEFORE MY TRIP

5 MONTHS BEFORE MY TRIP

Started Researching and Planning – 4.6 months
o Online videos

Booked Transportation – 4.4 months
o Direct with company

4 MONTHS BEFORE MY TRIP

Booked Transportation – 3.8 months
o Direct with company

Booked Accommodation – 3.6 months
o Travel booking sites / apps

Booked Accommodation – 3.4 months
o Travel booking sites / apps

3 MONTHS BEFORE MY TRIP

Booked Activities – 2.6 months
o Through a travel agent

Booked Activities – 2.3 months
o Travel booking sites / apps

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 are seeking comfortable weather, and familiar dining and shopping.
o We also take some trips like City Trippers and 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
36%
135 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Extended Family	
DESTINATION TYPE	Beach resort	**35%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants	**40%**
	Souvenir shopping	**23%**
	Amusement parks or theme parks	**18%**
KEY BEHAVIOURS	Larger group, a safe and reliable destination without surprises, all for the kids	

% OF TOTAL TRIPS
13%
121 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ● ●

TRIP TYPE	Small Cities & Towns	
COMPANIONS	Couple only	**36%**
	Extended family	**30%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants	**47%**
	Religious buildings or sites	**24%**
	Hiking	**12%**
KEY BEHAVIOURS	Seeking peaceful small town feel at an affordable price	

% OF TOTAL TRIPS
19%
139 INDEX SCORE

SEGMENT ALIGNMENT
● ● ● ○ ○

TRIP TYPE	Urban Centre	
COMPANIONS	Couple only	**34%**
	Extended family	**22%**
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants	**47%**
	Visiting famous shopping centres	**45%**
	Souvenir shopping	**45%**
KEY BEHAVIOURS	Visiting friends in a familiar city, shopping and dining, spending time together	

% OF TOTAL TRIPS
7%
102 INDEX SCORE

SEGMENT ALIGNMENT
● ● ○ ○ ○

TRIP TYPE	Historical Site	
COMPANIONS	Couple only	**32%**
	Nuclear family with kids	**25%**
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Bonding
ACTIVITIES	Museums	**43%**
	Historical or archeological sites	**38%**
	Visiting local monuments	**35%**
KEY BEHAVIOURS	A unique and authentic experience, immersed in a new culture and seeking to learn	

SIMPLICITY LOVERS
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o Our preferred destinations are affordable, accessible, not-too crowded, and have pleasant weather.

o We take shorter trips, mostly domestic, or elsewhere in Central America.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	72%	134	Italy	2%	74
US	12%	74	Costa Rica	1%	116
Spain	4%	80	Guatemala	1%	126
Canada	3%	68	Japan	1%	82
France	2%	81	Argentina	1%	69

WHERE DO WE WANT TO GO

UNITED STATES HAWAII CANADA YUCATAN CHILI BEACH
DISNEY
PUERTO VALLARTA MADRID CHIAPAS TURKEY THE CAPES
BEIJING
NEW YORK SOUTH AMERICA GUADALAJARA BAHAMAS TULUM MERIDA JAPAN
GERMANY
COSTA RICA AUSTRALIA CANCUN ORLANDO CARIBBEAN
EGYPT
PARIS PORTUGAL MEXICO CITY CHIHUAHUA ITALY
LAS VEGAS MAZATLAN VERACRUZ PERU MIAMI ARGENTINA
FRANCE GREECE
MEXICO OAXACA GUANAJUATO VENICE, ITALY SPAIN JALISCO EUROPE
CUBA

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is not too expensive	52%	140
Has a mild and pleasant climate	50%	148
Is easy to travel to	49%	129
Isn't too crowded	38%	154
Is easy to travel around once there	36%	132
Has packaged holiday / vacation offers	30%	121
Has adequate health standards	23%	138
Doesn't take too long to get there	21%	139

SIMPLICITY LOVERS
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

○ We likely haven't been to Canada before, and don't know too much about it as a travel destination.

○ Trips to date have taken us to common tourist destinations in British Columbia, Alberta and Ontario.

○ If we are thinking about a trip in the future, it would be to Toronto or Quebec.

WHERE DO WE WANT TO GO IN CANADA

TORONTO CANADA MONTREAL
MOUNTAINS CALGARY BEACHES ALBERTA
OTTAWA QUEBEC CABINS
NIAGARA ON THE LAKE PARKS ONTARIO
VANCOUVER MANITOBA NIAGARA

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
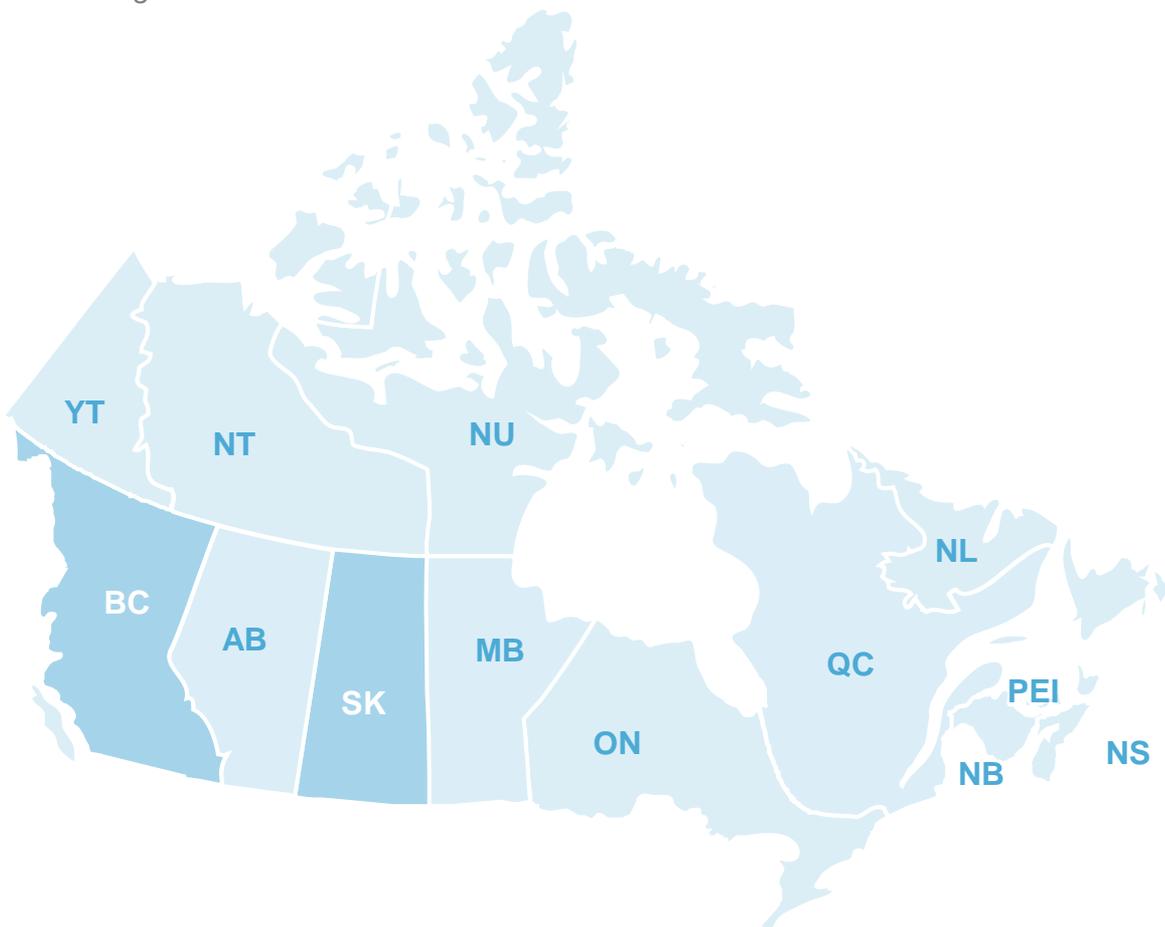
PROVINCES	%	INDEX
AB	10%	89
BC	20%	117
MB	5%	104
NB	5%	93
NL	5%	96
NS	5%	74
NT	5%	109
NU	0%	55
ON	29%	85
PEI	3%	80
QC	45%	97
SK	4%	120
YT	5%	90

SIMPLICITY LOVERS
OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o If we have visited, it was a few years ago.

o We will 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	**32%**	**13%**	**46%**	**18%**
VS. TOTAL MARKET	30%	22%	35%	22%

11%
Been to Canada in last 5 years
67 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS

Legend	%	INDEX
Definitely	7%	73
Very likely	16%	63
Somewhat likely	25%	91
Not very likely	20%	135
Not considering Canada	32%	141

FAMILIARITY WITH CANADA

Legend	%	INDEX
Been To Canada Multiple Times	7%	66
Been To Canada Once	10%	74
I know a lot about travel in Canada	0%	54
I have researched it, but only superficially	14%	80
I have heard it, but never looked into it	50%	124
I have never heard about travel in Canada	19%	143
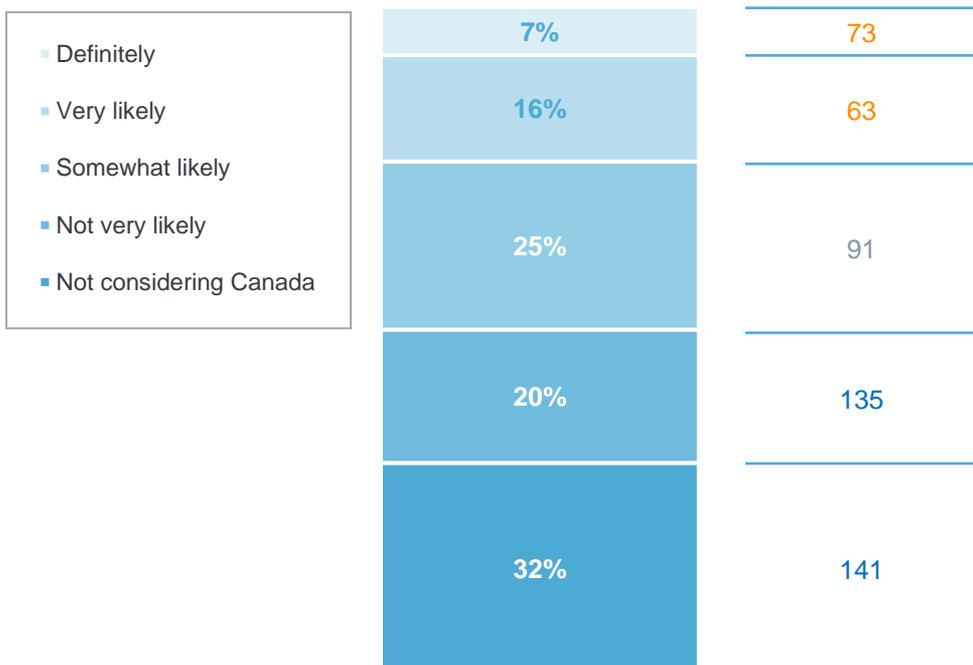
DESTINATION CANADA
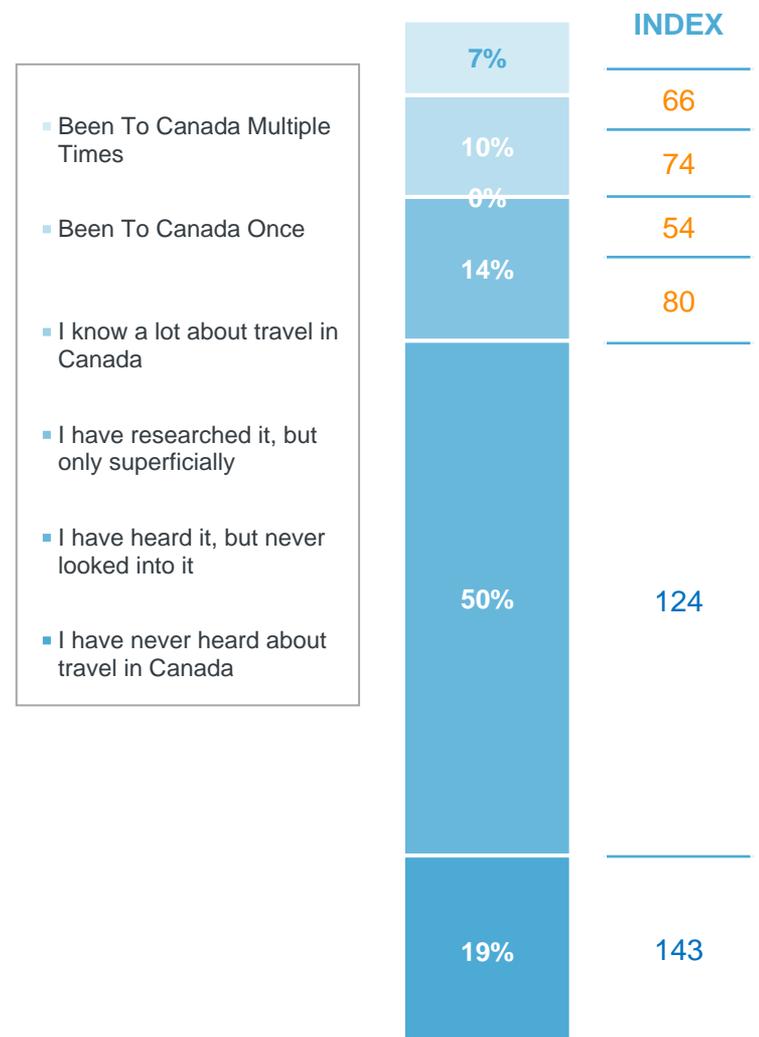
SIMPLICITY LOVERS
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

o We have either recently changed careers, or perhaps just retired.

o With kids starting to move out, we are investing in our home and personal wellness.

MAJOR LIFE EVENTS IN LAST 5 YEARS

11%
Had a child
88 INDEX SCORE

28%
Started a new job / career
92 INDEX SCORE

5%
Bought a new home
60 INDEX SCORE

8%
Moved to a new city
89 INDEX SCORE

11%
Child started school
83 INDEX SCORE

32%
Purchased a car
62 INDEX SCORE

8%
Retired

146 INDEX SCORE

37%
Renovated house
67 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Personal care and wellness	60%	140
Travel	46%	77
Savings and investments	42%	116
Technology and gadgets	35%	67
Home and decor	34%	133
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	32%	124

SIMPLICITY LOVERS
FIND US ONLINE – MEDIA PROFILING

TOP PUBLICATIONS

	SCORE	INDEX
Esquire	31%	74
Robb Report	28%	99
El Universal	26%	81
Reforma	21%	79
Milenio	16%	67
El Financiero	15%	75
Excélsior	15%	66
National Geographic en Español	10%	82
El Economista	5%	71
Expansión	5%	74
Life and Style	4%	29
Travel+Leisure	4%	80
Forbes	4%	63
Travesías	4%	41
Food & Wine	3%	76
Food and Travel	2%	60
Harper's Bazaar	1%	23
Luxury Travel Magazine	1%	39
InStyle	-	-
Moi	-	-

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	85%	104
Facebook	74%	93
YouTube	76%	98
Instagram	61%	91
TikTok	43%	77

TOP TRAVEL PLATFORMS

	SCORE	INDEX
Tripadvisor MX	11%	68
Expedia	17%	66
Chilango (travel section)	3%	37
The Happening	-	-
Dónde Ir	5%	43
Martha Debayle	1%	26
Hotbook	1%	35

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

6%
0.5M
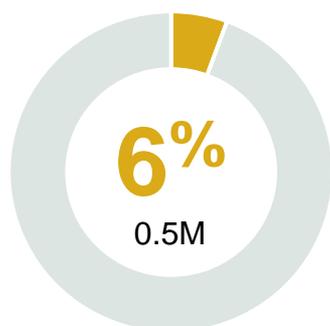
% OF MEXICO POPULATION

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 We plan our annual vacation a few months in advance, sticking to familiar and reliable destinations.

4 Though budget is top of mind, we still view travel as an opportunity to indulge.

EMOTIONAL TRAVEL MOTIVATIONS MAP

Axis labels: Fun, Connections, Traditions, Bonding, Escape & Relax, Security, Familiarity, Simplicity, Expertise, Importance, Accomplishment, Novel & Authentic, Adventure

Scale: 0% 10% 20% 30% 40% 50% 60%

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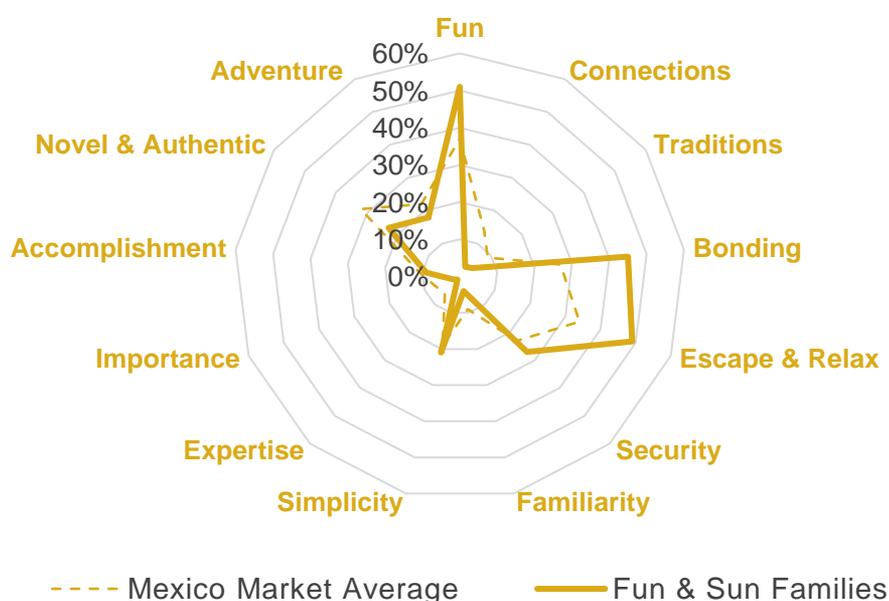
TRAVELLER RESPONSIBLE INDEX

80

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

74

How is this calculated?

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

FUN & SUN FAMILIES
OUR PSYCHOGRAPHICS – TRAVEL VALUES

OVERALL INSIGHT

- We seek comfortable, entertaining destinations to escape everyday demands and enjoy quality time together.
- Prioritizing fun, convenience, and relaxation, we choose familiar and reliable hotspots to let loose and have fun.
- We see travel as an opportunity to create lasting memories through shared experiences with family.

TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I generally don't seek out destinations in order to explore my ancestral heritage	82%	143
I prefer relying on traditional travel resources for planning	74%	136
I generally avoid places that are challenging or difficult to reach	73%	129
I prefer traditional and well-known accommodation options when travelling	73%	137
I generally stick to the most popular areas when I visit somewhere	73%	135
I generally only choose destinations with comfortable climate and weather conditions	71%	129
I prefer destinations with well-established tourist infrastructure	69%	128
I generally don't go out of my way to seek out perspectives from underrepresented communities	67%	128
I don't consider diversity and inclusion factors when choosing travel destinations	64%	132
I don't see the point of posting about my trips on social media	60%	123
While travelling I generally stick to places that are direct and convenient to get to	59%	134
I travel when I need to	40%	120
I generally prefer to go back to the same destinations on holiday	34%	115

EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	74%	129
To indulge myself and live in the moment	60%	132
To share quality time with others	56%	154
To find much-needed time to relax	47%	149
To escape the demands of everyday life	43%	138
To bond through shared experiences	34%	148

DESIRED DESTINATION

	SCORE	INDEX
Familiar	88%	145
Fun	73%	133
Safe	71%	141
Charming	39%	145
Carefree	39%	140
Reliable	24%	139

FUN & SUN FAMILIES
OUR DEMOGRAPHICS

OVERALL INSIGHT

- We are aged 25-44, with more than one child.
- We are likely to be female.
- Completed post-secondary education, working, and earning a moderate income.

53%
60 Have a valid passport

GENDER

44% 63 Male

56% 139 Female

0% 75 Non-binary / Other

AGE

	SCORE	INDEX
18-34	27%	67
35-54	60%	149
55+	13%	86
MEAN YEARS	41.8	114

HH INCOME (CAD)*

	SCORE	INDEX
Less than $900	18%	86
$900 to <$6K	70%	131
$6K or more	7%	88
Refused	5%	131

* HH Income reported by month

HOUSEHOLD

95% 136 Children <18 Living At Home*

10% 80 Children 18+ Living At Home*

2% 79 Children NOT Living At Home*

3% 63 No Children

EMPLOYMENT

	SCORE	INDEX
Employed FT	62%	108
Employed PT	15%	141
Self-employed	14%	96
Retired	2%	82

EDUCATION

	SCORE	INDEX
Primary education or less	0%	74
Secondary education	1%	62
Post-secondary education	99%	138

* Option is not exclusive

MEXICO REGION BREAKOUT

	SCORE	INDEX
South	23%	135
Centre-West	20%	127
Centre-East	18%	134
Northeast	16%	75
Mexico City Metropolitan Area	14%	56
Northwest	8%	80

SOCIO-ECONOMIC LEVEL

	SCORE	INDEX
A / B	47%	77
C+	53%	123

FUN & SUN FAMILIES
OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: **NON-GROUP**

82

TRAVEL TRADE INDEX: **GROUP**

51

! 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

— Fun & Sun Families
····· Market Average

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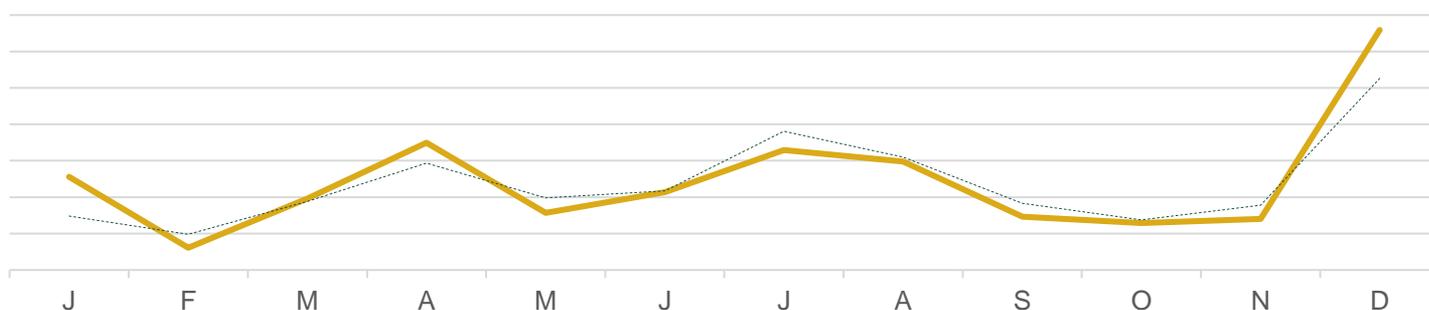
For Flights of 7+ Hours

— Fun & Sun Families
····· Market Average

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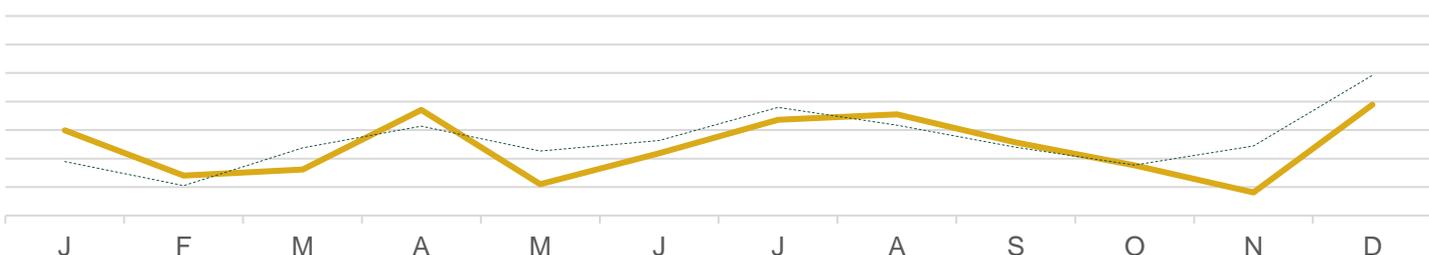
🧳 TRIP DURATION

		INDEX
1-2 Days	32%	65
3-5 Days	23%	75
1 Week Holiday	15%	76
2 Weeks Holiday	9%	82
3 Weeks Or More	4%	74

Incidence is frequency of 2+ times per year

📍 TRIP TYPE

		INDEX
Domestic Leisure	51%	101
International Leisure	8%	75
Business Trip	14%	71
Added Personal To Business	6%	67
Worked During Vacation	9%	72

Incidence is frequency of 2+ times per year

FUN & SUN FAMILIES
OUR BEHAVIOURS – MORE TRAVEL HABITS

TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	**54%**	108
All-inclusive resort	**28%**	129
Vacation Rental (e.g., Airbnb, Vrbo)	**26%**	103
Friend's or family's place	**26%**	108
Premium Hotel	**20%**	85
Budget Hotel	**5%**	121

THOUGHTS ON INDIGENOUS TRAVEL

55%
88 INDEX SCORE

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

9%
78 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	**81%**	149
I really want to learn about the history of the destinations I visit	**73%**	95
I'm willing to put in the effort while travelling in order to see lesser-known places	**41%**	66
I'm open to travelling to destinations with limited tourist infrastructure	**31%**	72
I'm open to visiting destinations with challenging climates or weather conditions	**29%**	71
I like to explore places that are off the beaten path and less explored	**28%**	65

FUN & SUN FAMILIES
OUR BEHAVIOURS – TRAVEL STYLE

OVERALL INSIGHT

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

✈ TRAVEL COMPANIONS

	SCORE	INDEX
Kids	83%	148
Spouse / Partner	83%	138
Adult relatives	20%	77
Solo	2%	59
Friends	1%	61

BUDGET

AVERAGE SPEND (ALL TRIPS)

$2,280

78
INDEX SCORE

SPEND STYLE
Mid-range to Premium

OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important for me to know that the money I spend will support the local economy I'm visiting	64%	119
I consider the impact that I personally have on the destinations I visit	52%	83
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	49%	88
It's important to me that I visit somewhere that is open to diversity and inclusion	37%	68
Hearing from underrepresented communities is an important part of travelling	33%	72

54%
PRIORITIZE SUSTAINABLE TRAVEL
64 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 Much of our outdoor activity is spent in the water, but we also like to explore nature, parks and gardens.

TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Family-focused attractions	86%	148
o Amusement parks or theme parks	71%	149
o Zoos or aquariums	69%	150
o Space or science centres	17%	103
Water-based sports	18%	123
o Swimming	14%	134
o Scuba diving or snorkeling	9%	123
Shopping	51%	117
o Visiting famous shopping centres or areas	35%	118
o Souvenir shopping	29%	119
Nature experiences	50%	105
o Oceanside beaches	36%	119
o Visit city parks or gardens	18%	122
Cultural experiences or attractions	50%	76
o Museums	37%	98
o Historical or archeological sites	34%	97
Guided tours	38%	122
Local cuisine	33%	83
Festivals and events	30%	103
Overnight experiences	23%	87
Health and wellness	20%	109
Nightlife	19%	82
Winter-based sports	3%	74

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 spend time with family	90%	151	85%	154
To relax and unwind	84%	157	62%	114
To escape from routine	45%	106	58%	145
For adventure and excitement	28%	94	41%	119
To learn through other cultures	10%	53	34%	83
To be pampered	8%	88	4%	74
For a romantic getaway	12%	94	6%	60
To have memories from top travel spots	9%	73	0%	50
To check off dream travel places	5%	84	0%	56

EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Kids wanted to go	69%	139	88%	145
Partner / spouse wanted to go	73%	132	71%	125
Visiting friends / family	42%	143	60%	147
Family / friends wanted to go	26%	81	16%	70
Special event (e.g., wedding, reunion)	26%	88	33%	111
Festival or event	4%	41	9%	62

76% 147 INDEX SCORE
Travel aligns with children's school schedule

38% 94 INDEX SCORE
Take time off for vacation during major holidays

23% 71 INDEX SCORE
Difficult to take more than a few days of vacation at once

FUN & SUN FAMILIES
OUR BEHAVIOURS – HOW WE PLAN

OVERALL INSIGHT

○ We plan our annual holiday a few months in advance, getting our transportation and accommodation secured.
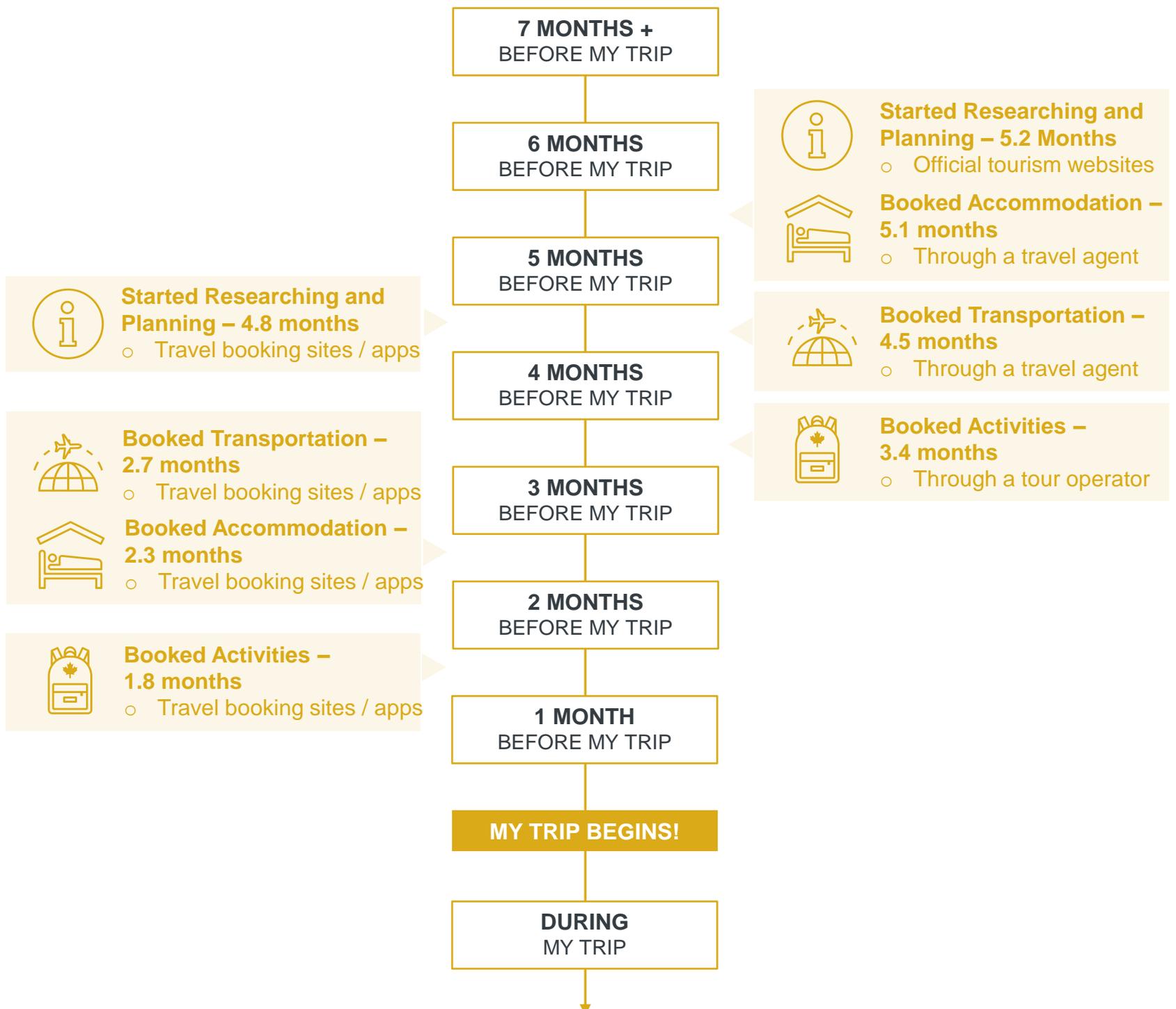
51%

Primary Trip Planner

61
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

Started Researching and Planning – 5.2 Months
○ Official tourism websites

Booked Accommodation – 5.1 months
○ Through a travel agent

5 MONTHS
BEFORE MY TRIP

Started Researching and Planning – 4.8 months
○ Travel booking sites / apps

4 MONTHS
BEFORE MY TRIP

Booked Transportation – 4.5 months
○ Through a travel agent

Booked Transportation – 2.7 months
○ Travel booking sites / apps

Booked Accommodation – 2.3 months
○ Travel booking sites / apps

3 MONTHS
BEFORE MY TRIP

Booked Activities – 3.4 months
○ Through a tour operator

2 MONTHS
BEFORE MY TRIP

Booked Activities – 1.8 months
○ Travel booking sites / apps

1 MONTH
BEFORE MY TRIP

MY TRIP BEGINS!

DURING
MY TRIP

FUN & SUN FAMILIES
OUR BEHAVIOURS – TRIP TYPES

OVERALL INSIGHT

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

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

35% 175 INDEX SCORE ●●●●●

TRIP TYPE	Beach Resort		
COMPANIONS	Nuclear family with kids		63%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Bonding
ACTIVITIES	Local restaurants		45%
	Oceanside beaches		27%
	Zoos or aquariums		21%
KEY BEHAVIOURS	Planned in advance, all-inclusive resort, fun and safe destination		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

10% 110 INDEX SCORE ●●●●●

TRIP TYPE	Small Cities & Towns		
COMPANIONS	Nuclear family with kids		76%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Street Cuisine		48%
	Observing architecture		34%
	Nature walks		19%
KEY BEHAVIOURS	Planned last minute, visiting friends, low-impact activities		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

21% 137 INDEX SCORE ●●●●●

TRIP TYPE	Urban Centre		
COMPANIONS	Nuclear family with kids		69%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants		57%
	Amusement parks		42%
	Zoos or aquariums		32%
KEY BEHAVIOURS	Trendy destination with famous kid-friendly attractions		

% OF TOTAL TRIPS — SEGMENT ALIGNMENT

8% 105 INDEX SCORE ●●●○○

TRIP TYPE	Adventure Destination		
COMPANIONS	Nuclear family with kids		49%
	Couple only		30%
TRIP EMOTIONAL MOTIVATIONS	Fun	Escape & Relax	Novel & Authentic
ACTIVITIES	Historical or archeological sites		36%
	Zoos or aquariums		32%
	Cultural or traditional festivals		17%
KEY BEHAVIOURS	Higher budget, open to new destinations and activities, seeking excitement		

FUN & SUN FAMILIES
OUR BEHAVIOURS – WHERE WE GO

OVERALL INSIGHT

o Our preferred destinations are kid-friendly, easy to access, and offer packages to make our lives easier.

o We take shorter trips, mostly domestic, or elsewhere in Central America.

WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
Mexico	75%	139	Argentina	1%	81
US	12%	76	France	1%	66
Canada	3%	68	Italy	1%	59
Spain	2%	57	Brazil	1%	85
Costa Rica	2%	133	Peru	1%	92

WHERE DO WE WANT TO GO

BEACH SCOTLAND DUBAI CRUISE DISNEY EUROPE
TULUM NORTH AMERICA FRANCE
VERACRUZ PUNTA CANA CALIFORNIA YUCATAN CARIBBEAN COLOMBIA
SPAIN LOS CABOS ARUBA TAMAULIPAS ISRAEL OAXACA MEXICO CITY
VATICAN ITALY MAZATLAN
THE CAPES PRAGUE CANCUN ARGENTINA GUAYABITOS
SWEDEN COSTA RICA ACAPULCO PARIS
THE MAYAN RIVIERA HAWAII NEW LION CARMEN BEACH
ORLANDO TIMBUKTU
JAPAN CHIAPAS GUADALAJARA DOMINICAN UNITED STATES COLIMA CANADA
CUBA CAMPECHE

DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	94%	141
Is easy to travel to	56%	141
Is not too expensive	46%	129
Has a mild and pleasant climate	42%	127
Offers all-inclusive resort packages	40%	135
Has packaged holiday / vacation offers	36%	140
Good connectivity (Wi-Fi, cell service, etc.)	33%	140
Doesn't take too long to get there	21%	137

FUN & SUN FAMILIES
OUR BEHAVIOURS – THOUGHTS ON CANADA

OVERALL INSIGHT

o We likely haven't been to Canada before, and don't know too much about it as a travel destination.

o To date, any travel to Canada has primarily been to Ontario or Quebec, and focussed on summer months, spilling into September.

o Generally, we are not planning a future visit.

WHERE DO WE WANT TO GO IN CANADA

VANCOUVER
CANADA
BRITISH COLUMBIA
QUEBEC
VICTORIA
NIAGARA
TORONTO
WHISTLER
MONTREAL
OTTAWA
ONTARIO

PROVINCES WE HAVE VISITED BEFORE
Amongst Prior Canada Travellers
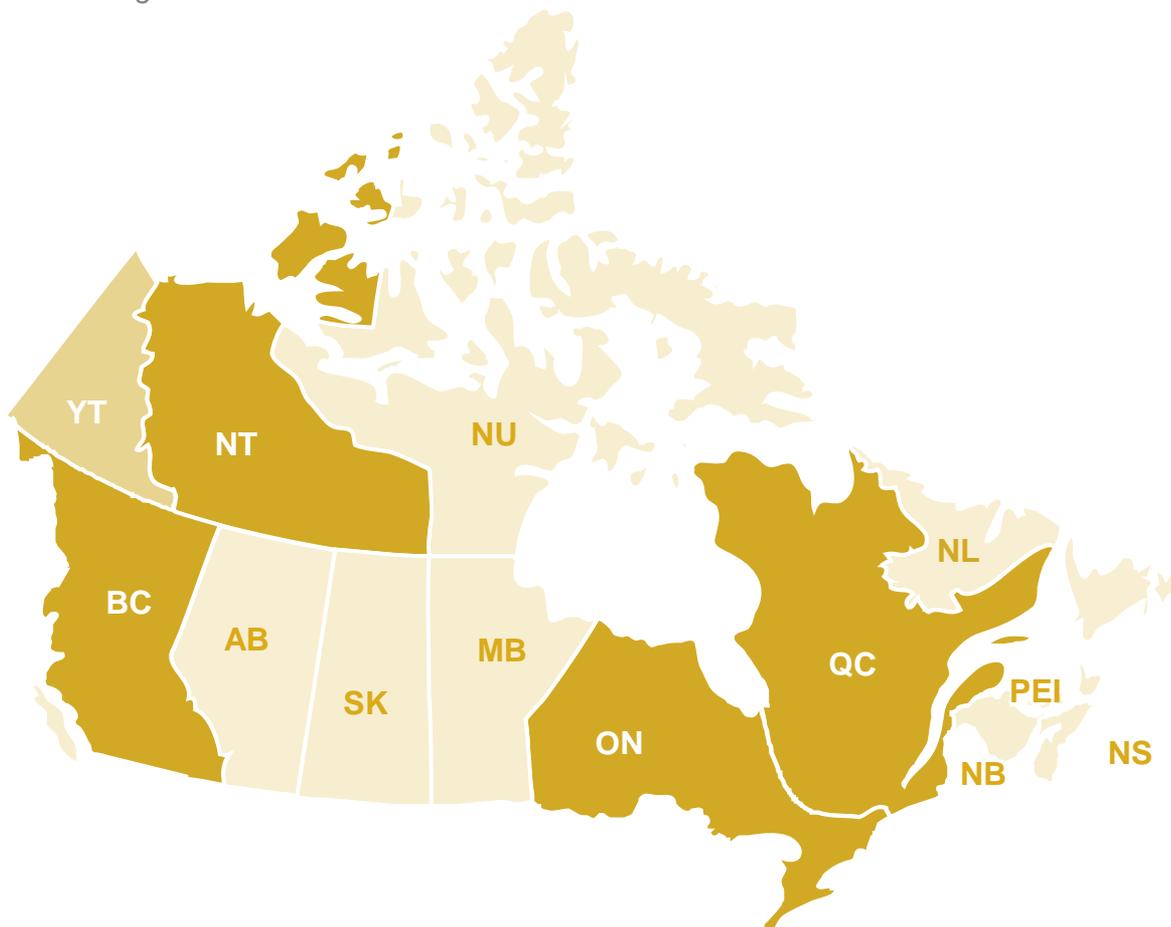
PROVINCES	%	INDEX
AB	10%	90
BC	23%	133
MB	0%	56
NB	0%	54
NL	0%	49
NS	0%	55
NT	8%	150
NU	0%	55
ON	68%	157
PEI	0%	46
QC	58%	153
SK	0%	58
YT	9%	123

FUN & SUN FAMILIES

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA

OVERALL INSIGHT

o If we have visited, it was a few years ago.

o Our knowledge of Canada as a travel destination is limited.

CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
FUN & SUN FAMILIES	**32%**	**6%**	**38%**	**37%**
VS. TOTAL MARKET	30%	22%	35%	22%

10% Been to Canada in last 5 years
64 INDEX SCORE

LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS

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

	INDEX
3%	59
18%	79
34%	152
20%	134
26%	112

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%	76
7%	58
2%	89
16%	92
53%	132
14%	115
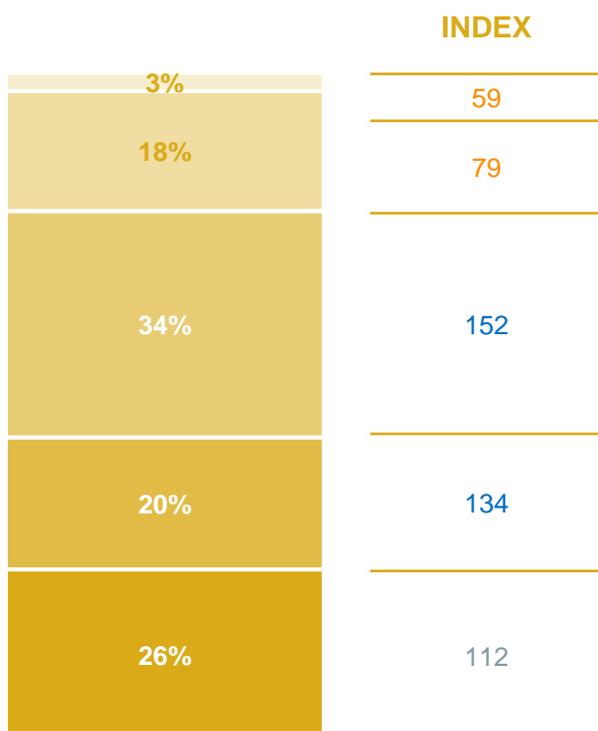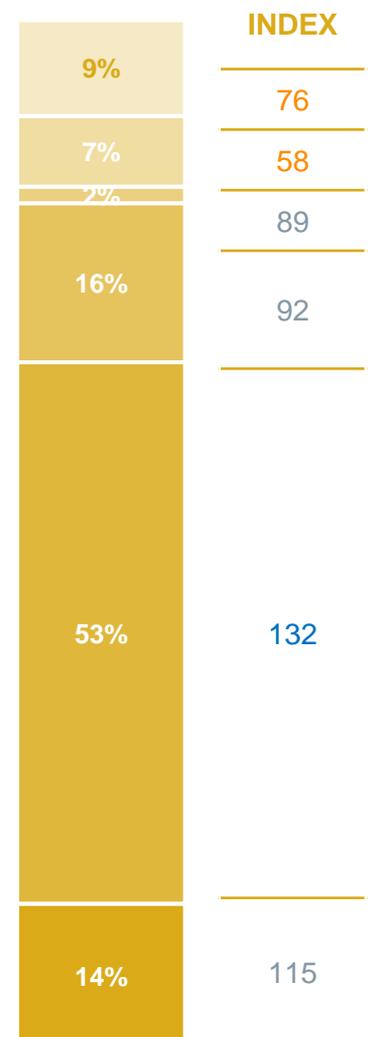
FUN & SUN FAMILIES
OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL

OVERALL INSIGHT

○ We are building our families, and the major events in our life revolve around that. This includes the big items, like a home, car, and career changes.

○ If we didn't just have a child, our young children are transitioning from daycare to school life.

MAJOR LIFE EVENTS IN LAST 5 YEARS

31%
Had a child
145 INDEX SCORE

24%
Started a new job / career
77 INDEX SCORE

12%
Bought a new home
117 INDEX SCORE

12%
Moved to a new city
126 INDEX SCORE

43%
Child started school
149 INDEX SCORE

39%
Purchased a car
85 INDEX SCORE

2%
Retired
80 INDEX SCORE

41%
Renovated house
101 INDEX SCORE

NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Personal care and wellness	55%	108
Travel	50%	90
Savings and investments	44%	138
Technology and gadgets	36%	75
Home and decor	31%	120
Fashion and accessories	29%	99

FUN & SUN FAMILIES
FIND US ONLINE – MEDIA PROFILING

📖 TOP PUBLICATIONS

	SCORE	INDEX
Milenio	**47%**	149
El Universal	**40%**	95
El Financiero	**30%**	114
Reforma	**26%**	94
El Economista	**24%**	111
Excélsior	**21%**	92
Forbes	**17%**	113
National Geographic en Español	**12%**	61
Food and Travel	**10%**	112
Expansión	**9%**	77
Esquire	**4%**	121
Food & Wine	**4%**	70
InStyle	**4%**	73
Life and Style	**2%**	34
Luxury Travel Magazine	**2%**	56
Harper's Bazaar	**2%**	56
Travesías	**2%**	39
Robb Report	-	-
Travel+Leisure	-	-
Moi	-	-

TOP SOCIAL PLATFORMS

	SCORE	INDEX
WhatsApp	**87%**	106
Facebook	**93%**	117
YouTube	**85%**	110
Instagram	**63%**	94
TikTok	**61%**	111

📻 TOP TRAVEL PLATFORMS

	SCORE	INDEX
Tripadvisor MX	**20%**	120
Expedia	**27%**	105
Chilango (travel section)	**7%**	94
The Happening	**1%**	43
Dónde Ir	**6%**	59
Martha Debayle	**5%**	126
Hotbook	-	-

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
AUTHENTIC EXPERIENCER	22%	14%	16%	19%	13%	11%	5%
FREE SPIRIT	30%	19%	16%	13%	17%	3%	2%
GENTLE EXPLORER	9%	6%	14%	10%	17%	27%	16%
GROUP TOURIST	16%	9%	17%	18%	17%	13%	9%
REJUVENATOR	22%	6%	20%	17%	18%	9%	10%
SOCIAL SAMPLER	12%	13%	12%	16%	19%	19%	9%

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).