

UNITED STATES MARKET PROFILES

The US travel market stands as a colossal force within the global tourism landscape, wielding considerable economic influence and setting trends that reverberate across borders.

American travellers embark on journeys not only for leisure but also for cultural immersion and rejuvenating escapes.




UNITED STATES



DESTINATION
CANADA



A GUIDE TO UNDERSTANDING THE PROFILE

 THE STRUCTURE	Understand The Market	<ul style="list-style-type: none"> ○ Overall segment sizes in the market ○ Segment comparison by key metrics 	01
	Explore The Segments	<ul style="list-style-type: none"> ○ Detailed profiles per segment 	04
	Glossary	<ul style="list-style-type: none"> ○ 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**.



MARKET OVERVIEW

KEY MARKET HIGHLIGHTS

- Overall, Americans seek fun, enjoyment, and a sense of adventure when travelling.
- When selecting destinations they often seek ease of travel, and a friendly destination that doesn't require learning a new language, and familiar accommodation options.
- Unique destinations with access to the outdoors or festivals and events are important. Help them find the hidden gems.

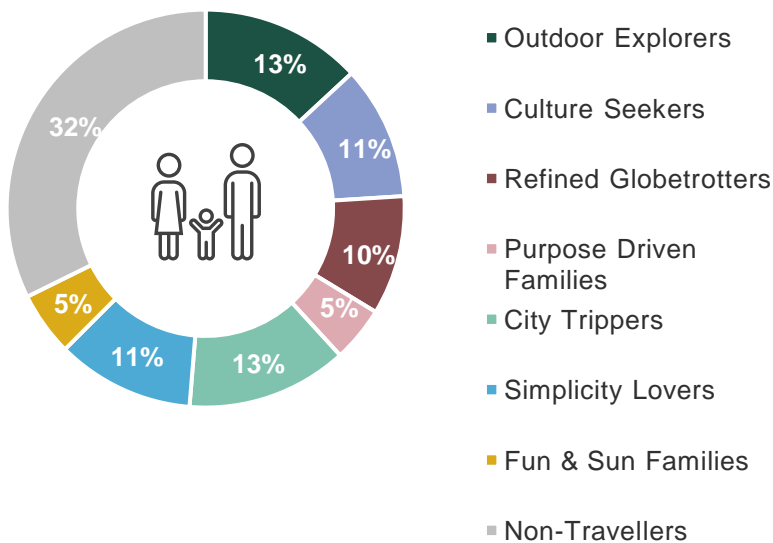
The US market overindexes most notably in terms of Outdoor Explorers, City Trippers, and Fun & Sun Families.

The market has a high prevalence of bonding and adventure as base motivations to travel. Travellers from the United States often look for hidden gems, outdoor adventure opportunities, and are more likely to look for festivals & events compared to the rest of the globe.

American travellers often take pride in their independence and generally state they are not influenced by what destinations are popular.

MARKET SIZING

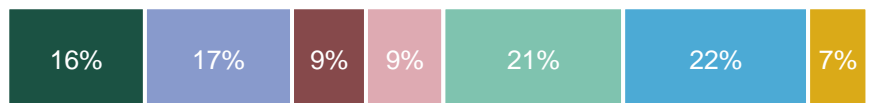
POPULATION BREAKDOWN



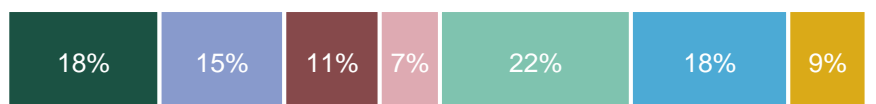
32.4% of the US adult population (est. 253M) are non-travellers (est. 81M). Reasons for not travelling are often financial or health related.

OUTBOUND TRAVELLERS' BREAKDOWN

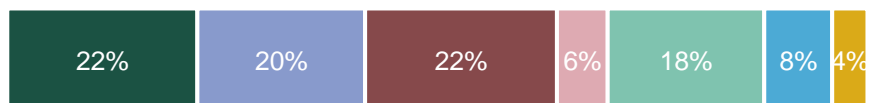
Short-haul Travellers



Mid-haul Travellers



Long-haul Travellers



Travellers To Canada



! KEY terminology on this page (for additional details and definitions see [Glossary](#))

- **SHORT / MID / LONG HAUL** – No-Flight or < 3 Hours Flight / 3–7 Hour Flight / 7+ Flight
- **NON-TRAVELLER** – Has not travelled a minimum of one night away in paid accommodation in past 5 years OR is not actively planning to travel in next 2 years.



MARKET SEGMENTS OVERVIEW

	Segment Size	Destination Canada Priority Segment	Top Travel Activities	Emotional Travel Motivations
 <p>OUTDOOR EXPLORERS</p>	33.4M	Yes	<ul style="list-style-type: none"> ○ Nature Experiences ○ Water Sports ○ Casual Sports 	<ul style="list-style-type: none"> ○ Adventure ○ Novel & Authentic ○ Accomplishment
 <p>CULTURE SEEKERS</p>	27.5M	Yes	<ul style="list-style-type: none"> ○ Cultural Experiences & Attractions ○ Festivals & Events ○ Nightlife 	<ul style="list-style-type: none"> ○ Novel & Authentic ○ Connections ○ Familiarity
 <p>REFINED GLOBETROTTERS</p>	24.6M	Yes	<ul style="list-style-type: none"> ○ Cultural Experiences & Attractions ○ Cuisine ○ Guided Tours 	<ul style="list-style-type: none"> ○ Novel & Authentic ○ Bonding ○ Fun
 <p>PURPOSE DRIVEN FAMILIES</p>	11.2M	No	<ul style="list-style-type: none"> ○ Family-Focused Attractions ○ Festivals & Events ○ Cultural Experiences & Attractions 	<ul style="list-style-type: none"> ○ Bonding ○ Novel & Authentic ○ Traditions
 <p>CITY TRIPPERS</p>	33.3M	No	<ul style="list-style-type: none"> ○ Festivals & Events ○ Cuisine ○ Shopping 	<ul style="list-style-type: none"> ○ Fun ○ Escape & Relax ○ Bonding
 <p>SIMPLICITY LOVERS</p>	28.2M	No	<ul style="list-style-type: none"> ○ Cuisine ○ Nature Experiences ○ Shopping 	<ul style="list-style-type: none"> ○ Escape & Relax ○ Security ○ Simplicity
 <p>FUN & SUN FAMILIES</p>	12.8M	No	<ul style="list-style-type: none"> ○ Family-Focused Attractions ○ Nature Experiences ○ Shopping 	<ul style="list-style-type: none"> ○ Bonding ○ Escape & Relax ○ Fun

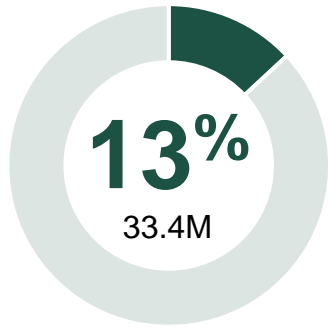
! KEY terminology on this page (for additional details and definitions see [Glossary](#))

- **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** – These motivations were developed using factor analysis and provide insights into what drives traveller behaviour. Understanding these motivations helps to reveal drivers of more specific values and behaviours. For more detailed definitions of each base motivation please visit the Glossary.



OUTDOOR EXPLORERS

PSYCHOGRAPHICS – SUMMARY



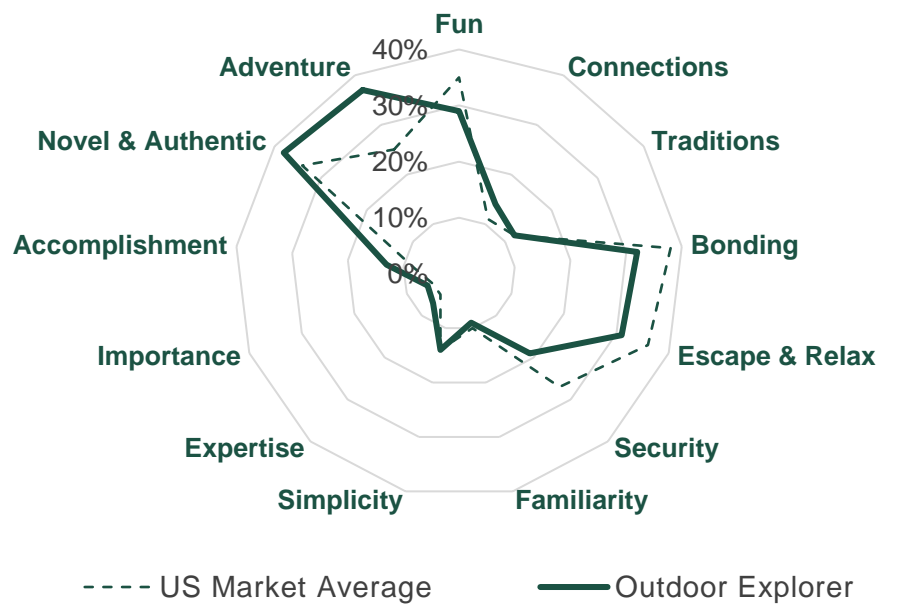
% OF US POPULATION

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

WHAT YOU NEED TO KNOW ABOUT ME

- 1** We love travel and take all types of trips (domestic / international / business / bleisure).
- 2** Participating in novel adventure experiences is important, and overcoming a challenge provides a sense of accomplishment we crave.
- 3** Activity and sports help us relax, and it's our version of self-care.
- 4** Like to get off the beaten path, open to visiting places with less infrastructure and more challenging climates.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

111

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

104

How is this calculated?

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



OUTDOOR EXPLORERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES



OVERALL INSIGHT

- We value outdoor experiences for how they make us feel, and aren't afraid of the effort it takes to find them.
- Motivated by adventures that challenge us, we seek a feeling of discovery and accomplishment.
- We seek adventurous, authentic, and unexplored destinations.



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I like my holiday to have some form of physical activity	83%	142
I'm passionate about travelling	79%	117
I'm always on the look out for new destinations to visit next	78%	116
I generally think natural attractions (e.g., mountains, waterfalls) are the highlights of my trip	77%	148
When I travel to natural environments it makes me reflect on how fortunate I am	74%	130
I like to come back from travels having learnt something new	73%	109
I go where I want to go, no matter the hurdles	62%	128
I am more likely to select destinations / activities that invest in socially responsible tourism	55%	109
I feel best on vacation when being highly active	52%	127
I enjoy living in the moment while travelling and don't worry much about what comes next	50%	132
I'm open to unconventional accommodations when travelling	45%	132
I like to keep my travel plans flexible and often book on short notice	39%	128
I'd be open to using AI-powered chatbots for travel planning and assistance	29%	116



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To explore and discover new things / places	51%	109
To feel a sense of adventure	48%	144
To have authentic experiences	36%	109
To be proud to share my travel experiences	27%	126
To feel like I've accomplished something	13%	137
To push my limits and challenge myself	13%	138



DESIRED DESTINATION

	SCORE	INDEX
Adventurous	61%	148
Unique	35%	112
Unexplored	19%	149
Free-Spirited	13%	110
Passionate	10%	103
Trendy	6%	109



OUTDOOR EXPLORERS

OUR DEMOGRAPHICS



OVERALL INSIGHT

- We span an range of age categories, and likely don't have children in the home.
- Generally employed and still working.
- We often overindex for more central states.



AGE

	SCORE	INDEX
18-34	31%	108
35-54	30%	94
55+	38%	98
MEAN YEARS	47.3	94



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	21%	100
>\$70K to \$275K	66%	101
More than \$275K	10%	106
Refused	3%	74



EMPLOYMENT

	SCORE	INDEX
Employed FT	53%	105
Employed PT	9%	111
Self-employed	4%	91
Retired	23%	96



EDUCATION

	SCORE	INDEX
Primary education or less	0%	84
Secondary education	27%	100
Post-secondary education	73%	101



73%

103 Have a valid passport



GENDER

59%

123 Male

41%

78 Female

0%

82 Non-binary / Other



HOUSEHOLD

25%

99 Children <18 Living At Home*

8%

95 Children 18+ Living At Home*

25%

100 Children NOT Living At Home*

50%

102 No Children

* Option is not exclusive



US STATE BREAKOUT

	SCORE	INDEX
California	11%	91
Texas	8%	114
New York	8%	100
Florida	7%	85
Georgia	5%	138
Minnesota	4%	142

	SCORE	INDEX
Pennsylvania	4%	98
Michigan	4%	114
Colorado	3%	117
Illinois	3%	63
Ohio	3%	100
Arizona	3%	98



OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRAVEL HABITS



TRAVEL TRADE INDEX: NON-GROUP

100

TRAVEL TRADE INDEX: GROUP

105

! KEY terminology on this page

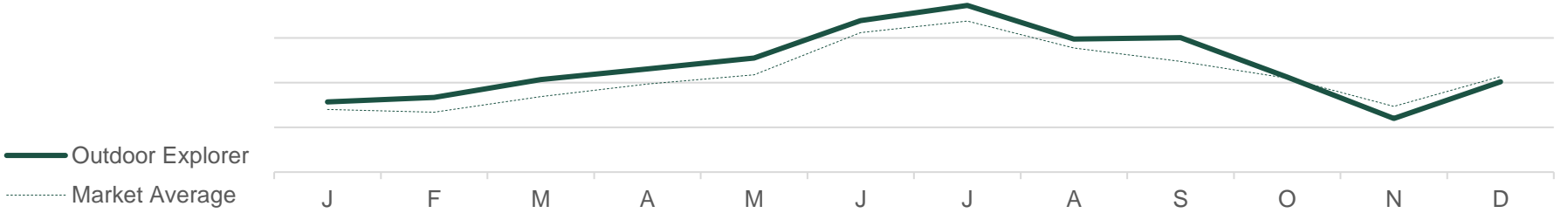
- **TRAVEL TRADE INDEX – NON-GROUP** – The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).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

For additional definitions see [Glossary](#)

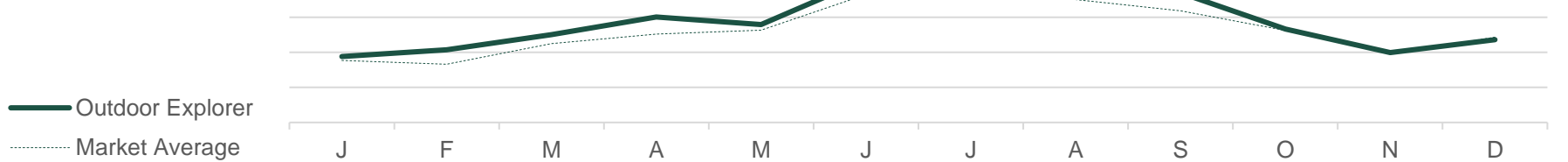


TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

INDEX

1-2 Days	47%	100
3-5 Days	35%	114
1 Week Holiday	21%	106
2 Weeks Holiday	11%	107
3 Weeks Or More	8%	115

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

Domestic Leisure	62%	129
International Leisure	13%	106
Business Trip	19%	107
Added Personal To Business	10%	110
Worked During Vacation	10%	106

Incidence is frequency of 2+ times per year



OUTDOOR EXPLORERS

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	52%	97
Vacation Rental (e.g., Airbnb, Vrbo)	27%	122
Friend's or family's place	23%	85
Premium Hotel	23%	91
Budget Hotel	12%	121
Campsite	10%	149



THOUGHTS ON INDIGENOUS TRAVEL

57%

113 INDEX SCORE

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

11%

108 INDEX SCORE

Strong Interest In Indigenous Activities



WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I like to explore places that are off the beaten path and less explored	80%	137
You only ever get to know a country by experiencing its culture	73%	98
I'm willing to put in the effort while travelling in order to see lesser-known places	73%	128
I really want to learn about the history of the destinations I visit	69%	101
I'm open to travelling to destinations with limited tourist infrastructure	61%	137
I'm open to visiting destinations with challenging climates or weather conditions	40%	122



OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

- We travel with our partner, and sometimes alone.
- Our budgets are moderate, though we may spend on experiences.



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	61%	103
Adult relatives	23%	90
Solo	17%	101
Kids	16%	96
Friends	13%	101



BUDGET

AVERAGE SPEND SHORT-HAUL

\$1,770 89 INDEX SCORE

AVERAGE SPEND MID-HAUL

\$4,700 129 INDEX SCORE

SPEND STYLE

Premium / Upscale



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	52%	106
I consider the impact that I personally have on the destinations I visit	52%	114
It's important to me that I visit somewhere that is open to diversity and inclusion	40%	95
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	39%	119
Hearing from underrepresented communities is an important part of travelling	38%	108

43%

PRIORITIZE SUSTAINABLE TRAVEL

111 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES



OVERALL INSIGHT

- All sports are of interest, we are not deterred by a challenging new activity.
- Seek adventure through overnight experiences such as staying in a cabin or taking a road trip.



TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Nature experiences	70%	150
○ Hiking	42%	151
○ Nature walks	39%	148
○ Viewing wildlife in natural habitat	33%	150
High-intensity sports	13%	143
○ Whitewater rafting	4%	145
○ Rock climbing	4%	136
Water-based sports	23%	137
○ Kayaking, canoeing, or paddle-boarding	13%	143
○ Swimming	13%	133
Overnight experiences	26%	117
○ Staying at resort or cabin in nature	12%	140
○ Renting a RV	3%	127
Casual sports	22%	148
○ Casual biking	8%	145
○ Ziplining	4%	151
Winter-based sports	15%	139
Local cuisine	32%	63
Cultural experiences or attractions	46%	85
Shopping	21%	55
Guided tours	29%	103
Family-focused attractions	28%	93
Festivals and events	24%	80



OUTDOOR EXPLORERS

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
For adventure and excitement	53%	143	54%	142
To relax and unwind	53%	81	46%	79
To spend time with family	40%	84	42%	92
To escape from routine	39%	82	33%	86
To check off dream travel places	23%	121	22%	109
To have fun with friends	21%	80	25%	95
To learn through other cultures	16%	104	24%	103
For personal reflection and growth	13%	118	8%	98
For a romantic getaway	12%	97	13%	98



EXTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	48%	91	51%	101
Visiting friends / family	44%	86	48%	113
Family / friends wanted to go	28%	82	36%	103
Special event (e.g., wedding, reunion)	25%	78	28%	97
Festival or event	21%	93	22%	92
Kids wanted to go	13%	94	19%	99

25% 100
INDEX SCORE

Travel aligns with children’s school schedule

33% 109
INDEX SCORE

Take time off for vacation during major holidays

21% 103
INDEX SCORE

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



OUTDOOR EXPLORERS

OUR BEHAVIOURS – HOW WE PLAN



OVERALL INSIGHT

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

71%

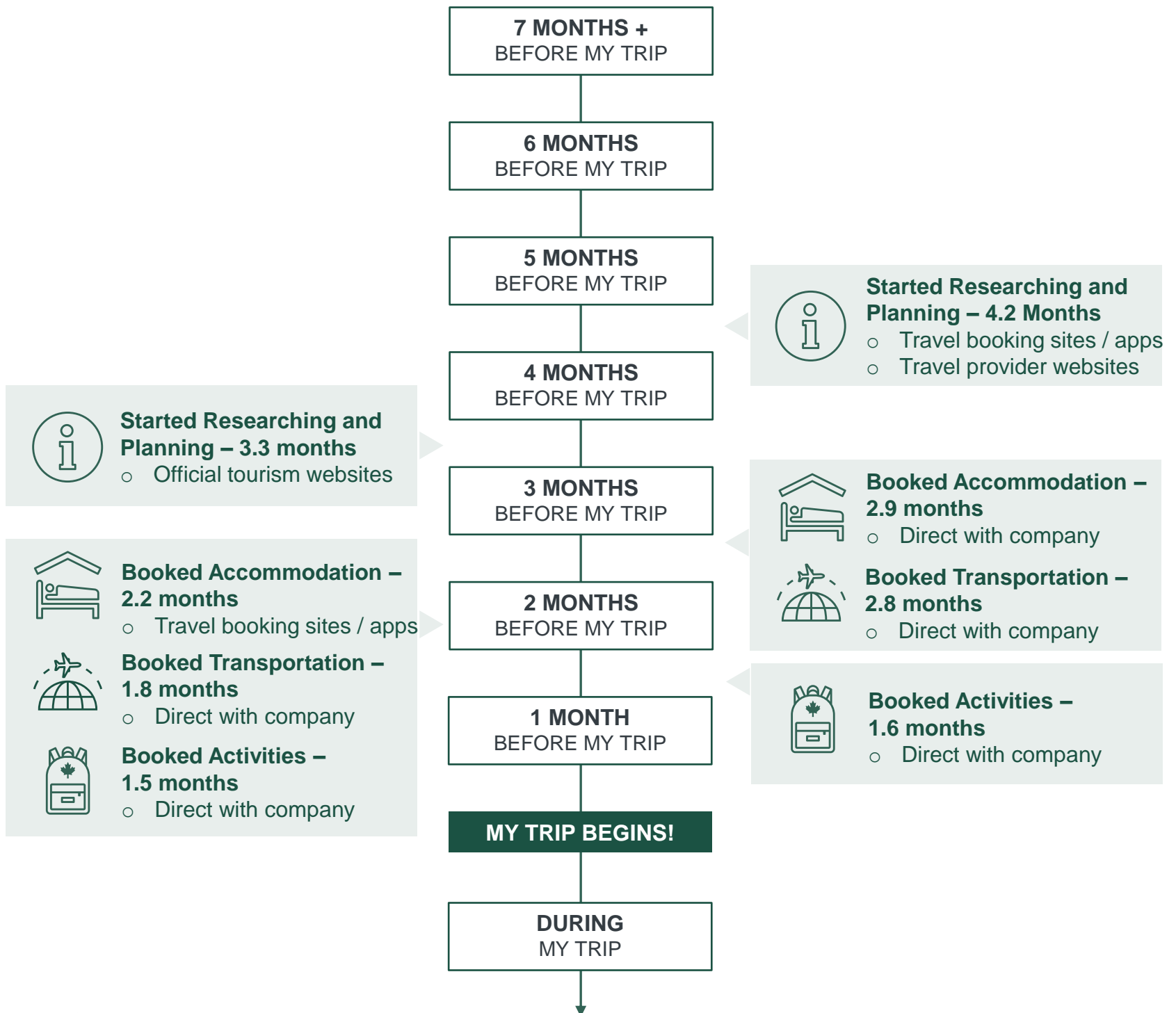
Primary Trip Planner

118
INDEX SCORE

- KEY** terminology on this page (for additional details and definitions see [Glossary](#))
 - PRIMARY TRIP PLANNER** – The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF
0–3 HOURS / NO FLIGHT

FLIGHT OF
3–7 HOURS





OUTDOOR EXPLORERS

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

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

! 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

11% 131
INDEX SCORE



TRIP TYPE	Adventure Destination		
COMPANIONS	Couple Only		33%
TRIP EMOTIONAL MOTIVATIONS	Adventure	Fun	Novel & Authentic
ACTIVITIES	Hiking		35%
	Local restaurants		23%
	See / explore mountains		21%
KEY BEHAVIOURS	Seeking variety of access to adventure, may be a bucket list destination		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

7% 102
INDEX SCORE



TRIP TYPE	Mountain Retreat		
COMPANIONS	Couple Only		43%
	Extended Family		24%
TRIP EMOTIONAL MOTIVATIONS	Fun	Adventure	Bonding
ACTIVITIES	Hiking		41%
	Local restaurants		31%
	Lakes, rivers, or waterfalls		24%
KEY BEHAVIOURS	Larger group, staying in vacation rental, most likely to be winter-based		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

13% 143
INDEX SCORE



TRIP TYPE	Small Cities & Towns		
COMPANIONS	Couple Only		52%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Local restaurants		41%
	Souvenir shopping		13%
	Cafes or bakeries		11%
KEY BEHAVIOURS	Relaxing down-time with our partner, visiting friends, less active		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

17% 100
INDEX SCORE



TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban Centre		28%
TRIP EMOTIONAL MOTIVATIONS	Fun	Novel & Authentic	Bonding
ACTIVITIES	Local restaurants		33%
	Museums		18%
	Historical / archeological sites		11%
KEY BEHAVIOURS	Planned more last minute, seeking excitement in a trendy city		



OUTDOOR EXPLORERS

OUR BEHAVIOURS – THOUGHTS ON CANADA



OVERALL INSIGHT

- We have probably been to Canada before, but perhaps not recently.
- We have explored Canada a little, including British Columbia, the Prairies, and the Territories.
- Toronto, Vancouver, Quebec and Atlantic provinces, are on our radar.

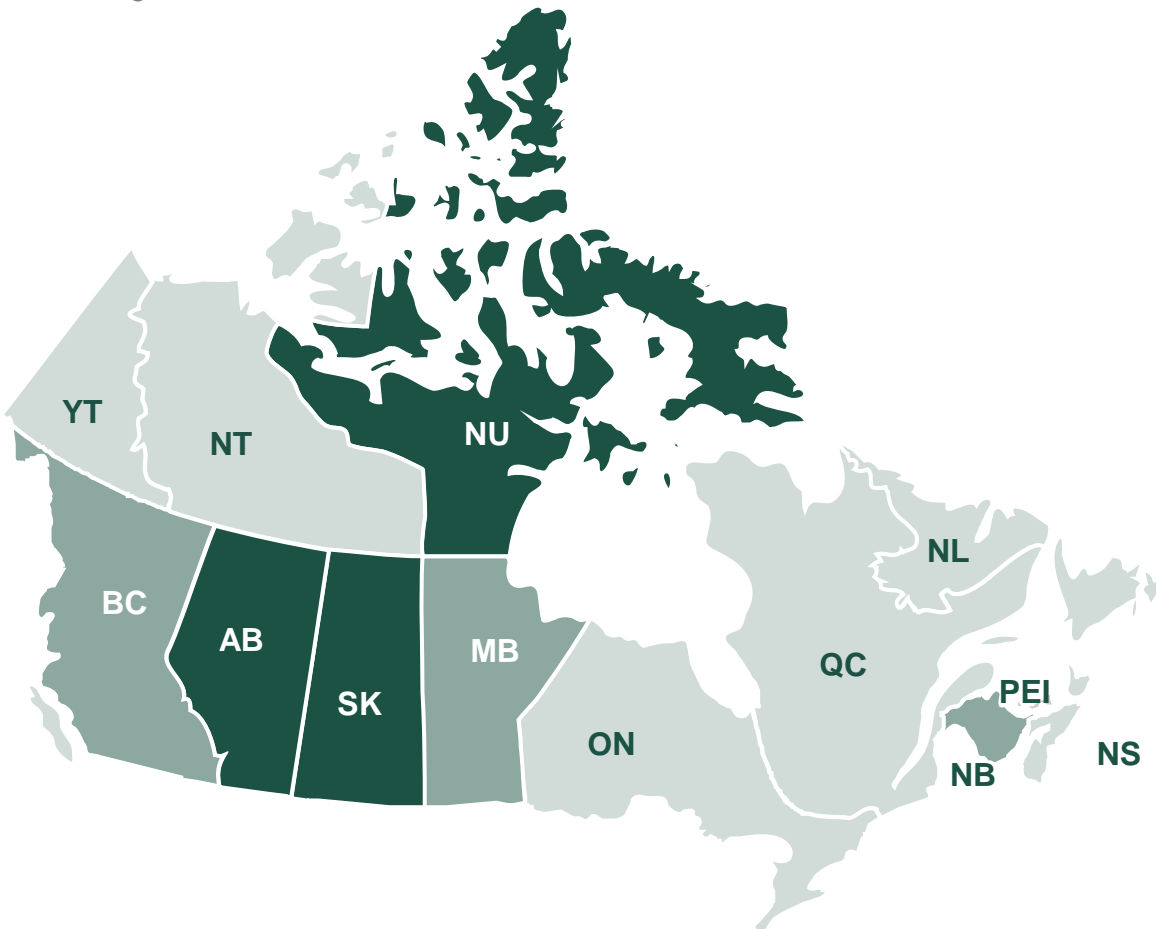


WHERE DO WE WANT TO GO IN CANADA



PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	24%	142
BC	39%	117
MB	9%	122
NB	10%	115
NL	4%	98
NS	11%	95
NT	5%	113
NU	4%	131
ON	44%	85
PEI	5%	90
QC	25%	73
SK	9%	137
YT	4%	113



OUTDOOR EXPLORERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- Like many travellers, the majority of our visits occur in the summer, but we are also skiers, so we will come in winter as well.
- We have started researching some destinations in Canada.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
OUTDOOR EXPLORERS	16%	25%	59%	25%
VS. TOTAL MARKET	14%	24%	58%	25%

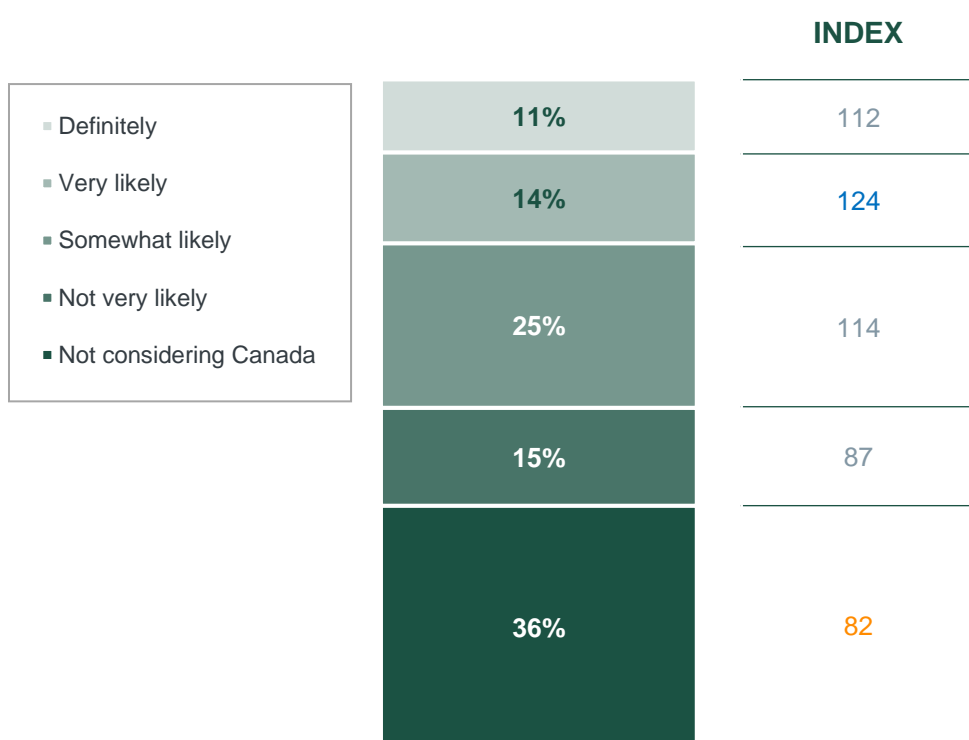
24%

Been to Canada in last 5 years

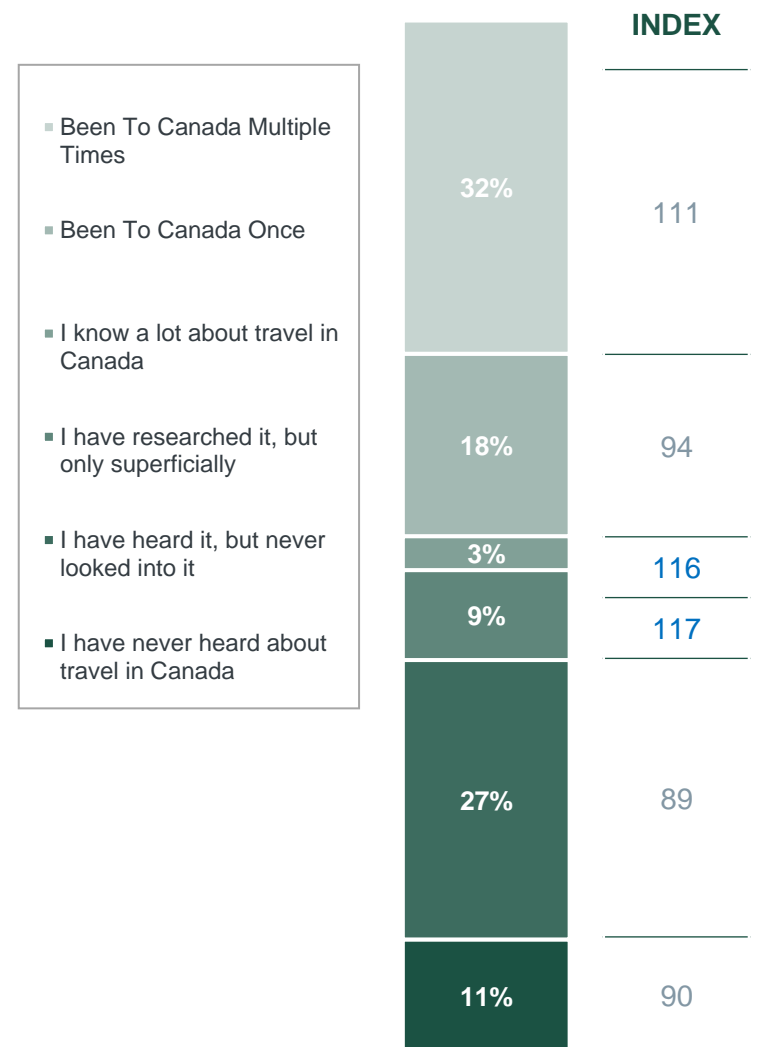
111 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



FAMILIARITY WITH CANADA





OUTDOOR EXPLORERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL



OVERALL INSIGHT

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



MAJOR LIFE EVENTS IN LAST 5 YEARS

6%

Had a child

97 INDEX SCORE

27%

Started a new job / career

107 INDEX SCORE

15%

Bought a new home

98 INDEX SCORE

21%

Moved to a new city

134 INDEX SCORE

7%

Child started school

97 INDEX SCORE

42%

Purchased a car

98 INDEX SCORE

12%

Retired

109 INDEX SCORE

20%

Renovated house

107 INDEX SCORE



NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	60%	104
Savings and investments	50%	94
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	40%	111
Experiences (e.g., concerts, events).	38%	99
Personal care and wellness	36%	76
Technology and gadgets	22%	122



OUTDOOR EXPLORERS

FIND US ONLINE – MEDIA PROFILING



TOP PUBLICATIONS

	SCORE	INDEX
The New York Times	36%	104
CNN	32%	95
The Washington Post	25%	108
The Wall Street Journal	20%	108
USA Today	19%	96
National Geographic	15%	120
Forbes	13%	97
Time	11%	117
AARP	8%	71
Financial Times	8%	101
Vogue	7%	93
Atlas Obscura	4%	138
Outside	3%	164
Sunset	3%	119
Harper's Bazaar	2%	95
Elle	1%	59
Saveur	1%	80
UPROX	1%	99
Thrillist	1%	55



TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	67%	95
Facebook	64%	95
Instagram	49%	88
Twitter (now X)	37%	109
TikTok	31%	93
Threads	10%	80



TOP TRAVEL PLATFORMS

	SCORE	INDEX
AirBnb	16%	128
American Express	15%	102
Expedia	14%	96
Booking.com	12%	96
TripAdvisor	10%	93
Marriott Bonvoy	7%	88
Kayak	5%	121
VRBO	3%	78

SOURCE: GTRP 2024

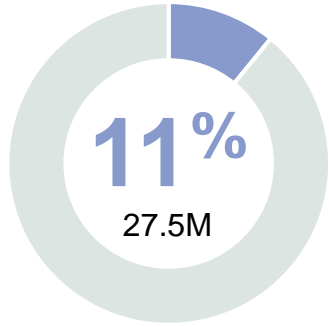
This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024



CULTURE SEEKERS

PSYCHOGRAPHICS – SUMMARY



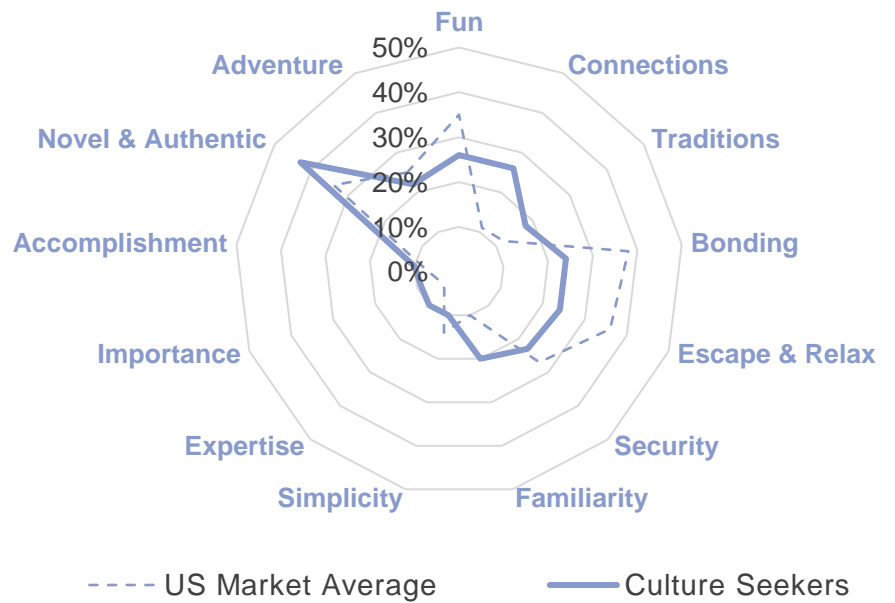
% OF US POPULATION

We are sociable, free-spirited individuals who seek unique, authentic experiences. We thrive on familiarizing ourselves with new perspectives, while making connections with locals and other travellers, 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 are 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.
- 4 We take ownership over feeling welcomed in a destination by ensuring we travel responsibly and engage with communities.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

132

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

122

How is this calculated?

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



CULTURE SEEKERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES



OVERALL INSIGHT

- We seek authentic experiences, embracing new perspectives and connecting with locals.
- We place great value on feeling welcomed and respected.
- Staying flexible and being open to spontaneous experiences is how we get the most out of travel.



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I like to come back from travels having learnt something new	78%	118
Trying out local cuisine is a really important part of travel	77%	120
I am more likely to select destinations / activities that invest in socially responsible tourism	67%	138
I learn the basics of a language before visiting a country / region	59%	132
I go where I want to go, no matter the hurdles	53%	114
I enjoy living in the moment while travelling and don't worry much about what comes next	48%	126
I seek out destinations where I can explore my ancestral heritage	43%	125
I'm open to unconventional accommodations when travelling	41%	123
I like to keep my travel plans flexible and often book on short notice	35%	118
I prefer to explore quickly and cover as much ground as possible at historic sites or museums	33%	134
I'd be open to using AI-powered chatbots for travel planning and assistance	33%	125
I seek out fine dining experiences and gourmet cuisine when I travel	29%	114
I seek travel advice from travel agencies and agents	26%	120



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To have authentic experiences	42%	122
To open my mind to new perspectives	38%	135
To feel a sense of adventure	26%	93
To feel connected with new people	26%	145
To feel like a local	24%	149
To feel welcomed	21%	126



DESIRED DESTINATION

	SCORE	INDEX
Authentic	49%	128
Accepting	32%	149
Sociable	25%	140
Open	23%	136
Free-Spirited	16%	121
Passionate	15%	124



CULTURE SEEKERS

OUR DEMOGRAPHICS



OVERALL INSIGHT

- We represent a diverse age range and most of us don't have children.
- More than half of us are employed full-time, while close to one in five of us are retired.
- We are more likely to be found in western states.



AGE

	SCORE	INDEX
18-34	39%	124
35-54	30%	93
55+	31%	89
MEAN YEARS	44.8	86



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	21%	99
>\$70K to \$275K	67%	108
More than \$275K	9%	101
Refused	3%	79



EMPLOYMENT

	SCORE	INDEX
Employed FT	59%	121
Employed PT	9%	114
Self-employed	5%	107
Retired	19%	89



EDUCATION

	SCORE	INDEX
Primary education or less	0%	116
Secondary education	22%	83
Post-secondary education	78%	116



80%

118 Have a valid passport



GENDER

61%

129 Male

39%

70 Female

1%

127 Non-binary / Other



HOUSEHOLD

21%

95 Children <18 Living At Home*

7%

79 Children 18+ Living At Home*

16%

84 Children NOT Living At Home*

62%

117 No Children

* Option is not exclusive



US STATE BREAKOUT

	SCORE	INDEX
California	16%	133
New York	8%	112
Florida	8%	117
Texas	7%	97
North Carolina	4%	137
Colorado	4%	139

	SCORE	INDEX
Washington	4%	131
Illinois	4%	96
Pennsylvania	3%	89
Maryland	3%	136
Arizona	3%	93
Nevada	3%	131



CULTURE SEEKERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: NON-GROUP

117

TRAVEL TRADE INDEX: GROUP

107

! KEY terminology on this page

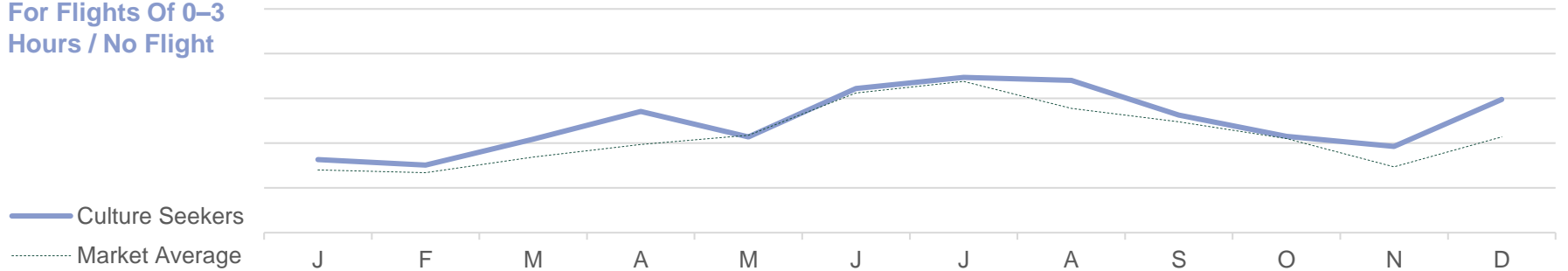
- **TRAVEL TRADE INDEX – NON-GROUP** – The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).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

For additional definitions see [Glossary](#)

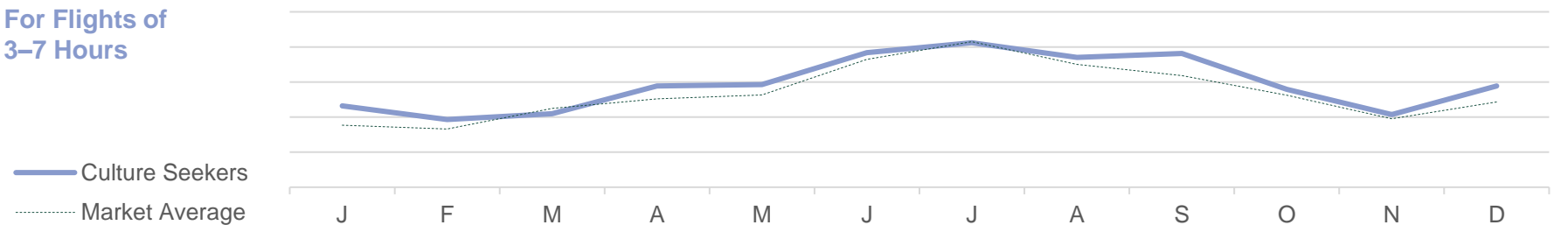


TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

INDEX

1-2 Days	47%	103
3-5 Days	38%	126
1 Week Holiday	29%	135
2 Weeks Holiday	20%	142
3 Weeks Or More	13%	142

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

Domestic Leisure	54%	83
International Leisure	22%	133
Business Trip	26%	128
Added Personal To Business	17%	138
Worked During Vacation	17%	137

Incidence is frequency of 2+ times per year



CULTURE SEEKERS

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	48%	89
Friend's or family's place	26%	97
Premium Hotel	26%	102
Vacation Rental (e.g., Airbnb, Vrbo)	20%	90
Budget Hotel	10%	103
Cruise ship	9%	103



THOUGHTS ON INDIGENOUS TRAVEL

68%

129 INDEX SCORE

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

16%

135 INDEX SCORE

Strong Interest In Indigenous Activities



WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I really want to learn about the history of the destinations I visit	82%	127
You only ever get to know a country by experiencing its culture	77%	113
I like to explore places that are off the beaten path and less explored	68%	119
I'm willing to put in the effort while travelling in order to see lesser-known places	66%	118
I'm open to travelling to destinations with limited tourist infrastructure	56%	124
I'm open to visiting destinations with challenging climates or weather conditions	37%	116



CULTURE SEEKERS

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

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



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	43%	68
Solo	30%	144
Adult relatives	21%	79
Friends	13%	103
Kids	12%	93



BUDGET

AVERAGE SPEND SHORT-HAUL

\$3,200 121 INDEX SCORE

AVERAGE SPEND MID-HAUL

\$3,810 111 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	74%	141
It's important for me to know that the money I spend will support the local economy I'm visiting	66%	134
I consider the impact that I personally have on the destinations I visit	63%	132
Hearing from underrepresented communities is an important part of travelling	57%	132
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	45%	130

58%

PRIORITIZE SUSTAINABLE TRAVEL

131 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



CULTURE SEEKERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES



OVERALL INSIGHT

- We like exploring popular places and trendy but less-travelled experiences.
- Convenience is important; like city tours and street cuisine.



TOP DESIRED TRAVEL ACTIVITIES

		SCORE	INDEX
	Local cuisine	54%	109
	○ Local restaurants	46%	104
	○ Cafes or bakeries	29%	112
	○ Street cuisine	28%	122
	Cultural experiences or attractions	61%	117
	○ Museums	42%	114
	○ Historical or archeological sites	38%	116
	Festivals and events	47%	125
	○ Music concerts or festivals	27%	115
	○ Cultural or traditional festivals	24%	148
	Nightlife	20%	115
	○ Bars and pubs	14%	117
	○ Clubs and dancing	8%	112
	Health and wellness	16%	111
	○ Meditation or yoga	6%	129
	○ Volunteering	3%	115
	High-intensity sports	7%	113
	Winter-based sports	9%	106
	Shopping	35%	95
	Nature experiences	34%	82
	Guided tours	26%	96
	Family-focused attractions	20%	84
	Casual sports	15%	101



CULTURE SEEKERS

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	47%	70	45%	78
For adventure and excitement	38%	108	33%	95
To spend time with family	38%	80	36%	84
To escape from routine	37%	76	31%	81
To learn through other cultures	30%	135	35%	130
To have fun with friends	26%	97	30%	111
To check off dream travel places	20%	106	24%	123
For personal reflection and growth	16%	132	14%	138
For a romantic getaway	13%	106	13%	95



EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Visiting friends / family	46%	99	49%	120
Partner / spouse wanted to go	37%	62	35%	70
Festival or event	34%	131	35%	127
Special event (e.g., wedding, reunion)	34%	112	31%	112
Family / friends wanted to go	32%	93	36%	104
Work dictates destinations	14%	135	17%	136

26% 100
INDEX SCORE

Travel aligns with children’s school schedule

39% 123
INDEX SCORE

Take time off for vacation during major holidays

29% 134
INDEX SCORE

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



CULTURE SEEKERS

OUR BEHAVIOURS – HOW WE PLAN



OVERALL INSIGHT

- We are generally planning within 3 months of a trip, and using many information resources.

73%

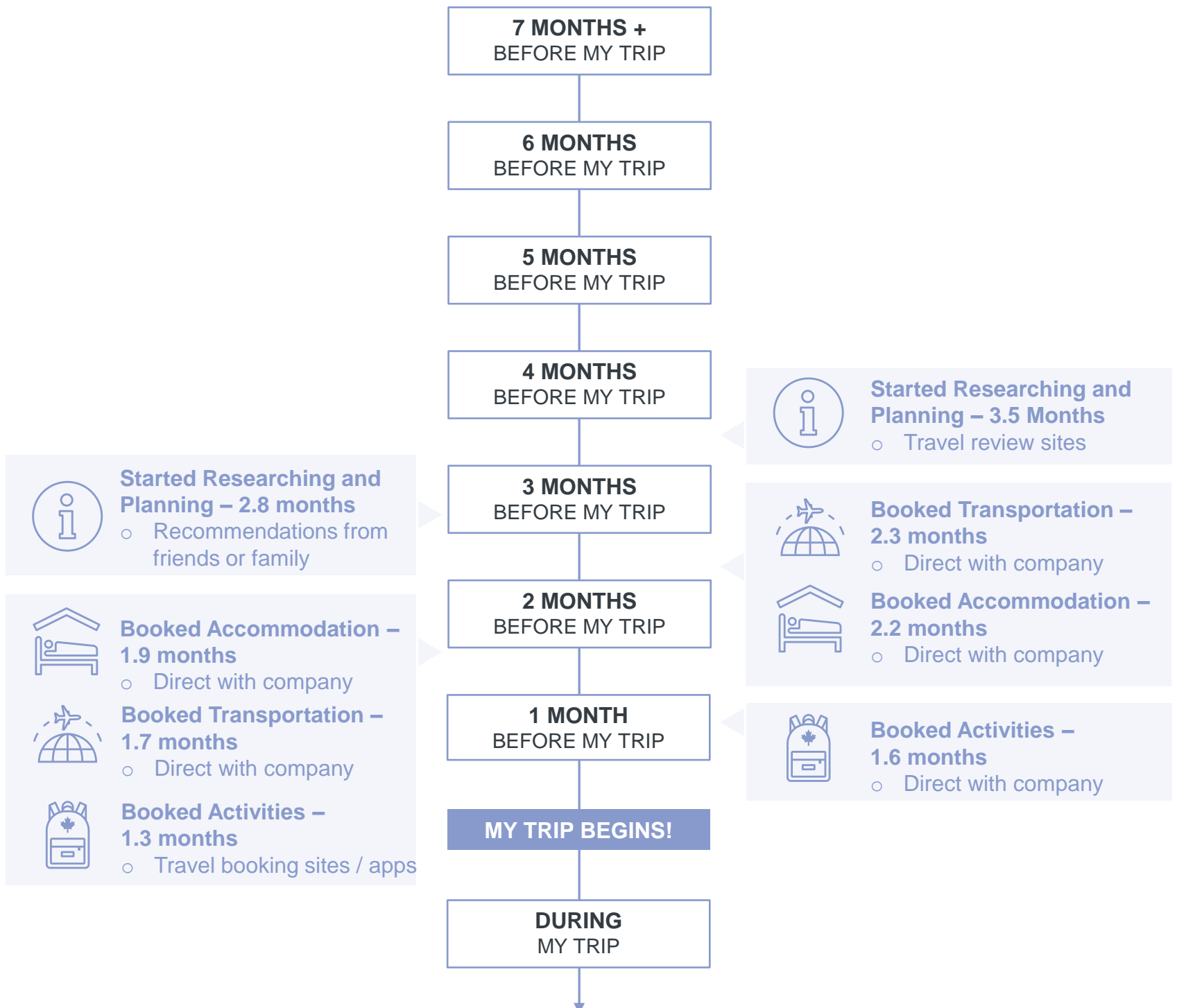
Primary Trip Planner

123
INDEX SCORE

- ! **KEY** terminology on this page (for additional details and definitions see [Glossary](#))
 - **PRIMARY TRIP PLANNER** –The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF
0–3 HOURS / NO FLIGHT

FLIGHT OF
3–7 HOURS





CULTURE SEEKERS

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

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

- ! **KEY** terminology on this page (for additional details and definitions see [Glossary](#))
 - **SEGMENT ALIGNMENT** – The degree to which actual trip aligns with a segments idealized trip across a variety of factors including emotional motivations, trip triggers, desired destination personality, and travel activities.

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

30% ¹³¹ INDEX SCORE



TRIP TYPE	Solo Trip		
DESTINATION TYPE	Urban Centre		28%
TRIP EMOTIONAL MOTIVATIONS	Fun	Novel & Authentic	Bonding
ACTIVITIES	Local restaurants		33%
	Museums		18%
	Art galleries		11%
KEY BEHAVIOURS	Exploration of safe and trendy destinations, not planned too far in advance		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

10% ¹¹⁷ INDEX SCORE



TRIP TYPE	Cultural Experience		
COMPANIONS	Couple Only		30%
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Bonding
ACTIVITIES	Local restaurants		48%
	Visiting local monuments		24%
	Historical / archeological sites		23%
KEY BEHAVIOURS	Authentic experience, immersed in a new culture. Planned well in advance		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

6% ⁹⁷ INDEX SCORE



TRIP TYPE	Historical Site		
COMPANIONS	Couple Only		61%
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Bonding
ACTIVITIES	Historical / archeological sites		62%
	Local restaurants		51%
	Museums		51%
KEY BEHAVIOURS	Discovering new places. Higher budget, could be guided tours or a cruise		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

23% ¹⁷⁴ INDEX SCORE



TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only		29%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants		52%
	Cafes or bakeries		25%
	Souvenir shopping		20%
KEY BEHAVIOURS	Fun with family and friends, visiting restaurants and experiencing nightlife		



CULTURE SEEKERS

OUR BEHAVIOURS – WHERE WE GO



OVERALL INSIGHT

- We seek rich culture and heritage, with a variety of museums and historical sites.
- While we often travel in North America, we also visit Europe, Latin America and the Caribbean.



WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
US	50%	71	Spain	3%	137
UK	4%	131	Mexico	3%	70
Canada	3%	116	Germany	2%	123
France	3%	113	Greece	2%	132
Italy	3%	117	Belgium	2%	146



WHERE DO WE WANT TO GO



DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has a rich cultural and historical heritage	42%	127
Is inclusive and tolerant	40%	153
Has a variety of museums and / or historical sites	38%	126
Has many hidden gems	31%	131
Provides a variety of local festivals and events	29%	140
Has a thriving arts and music scene	25%	151
Offers a range of scenic viewpoints	21%	77
Offers an energetic and dynamic cultural scene	21%	145



CULTURE SEEKERS

OUR BEHAVIOURS – THOUGHTS ON CANADA



OVERALL INSIGHT

- We have likely visited Canada once or twice, but perhaps not in the past five years.
- We have explored a range of provinces, favouring Ontario, Quebec, and British Columbia, but also ventured into the Prairies, Atlantic provinces, and the Territories.
- We are still open to exploring less-toured provinces and territories.

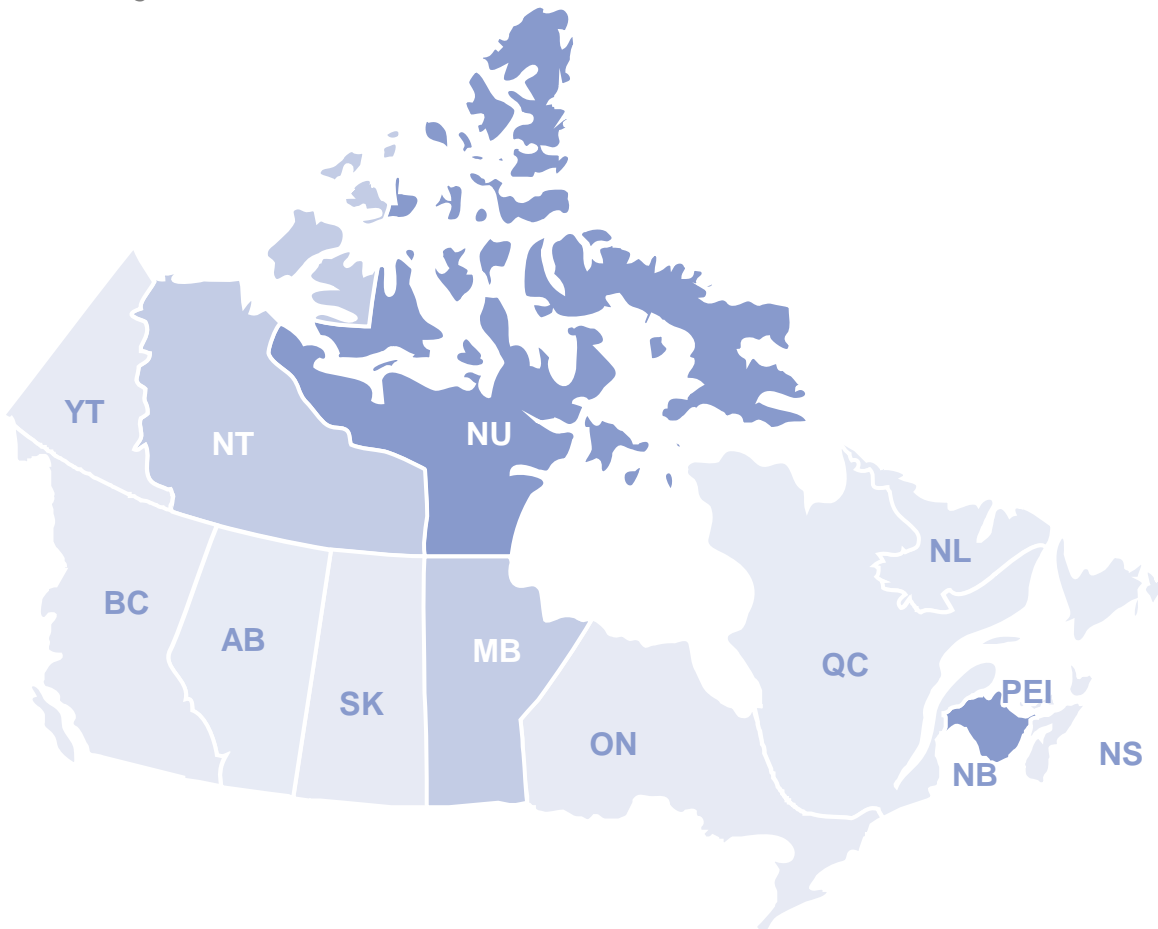


WHERE DO WE WANT TO GO IN CANADA



PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	12%	90
BC	38%	113
MB	10%	123
NB	12%	127
NL	6%	112
NS	11%	98
NT	6%	118
NU	4%	125
ON	40%	64
PEI	7%	102
QC	29%	99
SK	3%	87
YT	2%	83



CULTURE SEEKERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- We have travelled to Canada during the summer months, but there is potential for travel during winter and spring.
- A number of us are likely to return to Canada within the next couple of years, especially those who have visited before.
- We feel fairly familiar with Canada.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
CULTURE SEEKERS	23%	30%	49%	25%
VS. TOTAL MARKET	14%	24%	58%	25%

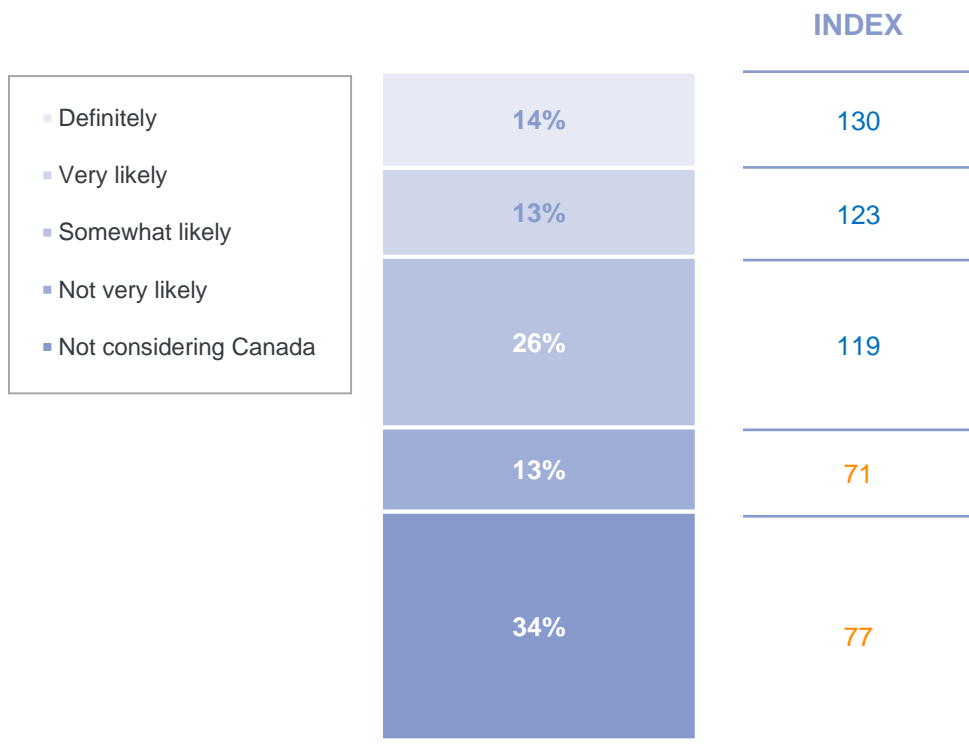
32%

Been to Canada in last 5 years

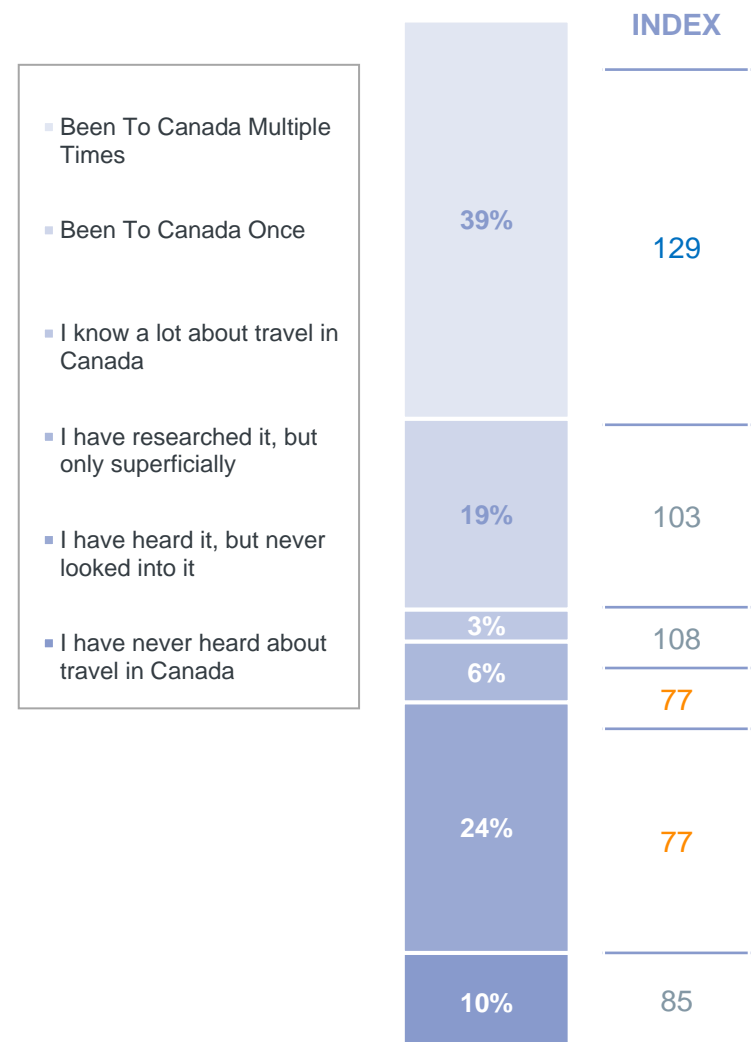
134 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



FAMILIARITY WITH CANADA





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 may have purchased a car, changed jobs, or moved to a new city.



MAJOR LIFE EVENTS IN LAST 5 YEARS

6%

Had a child

96 INDEX SCORE

28%

Started a new job / career

112 INDEX SCORE

12%

Bought a new home

80 INDEX SCORE

19%

Moved to a new city

115 INDEX SCORE

5%

Child started school

94 INDEX SCORE

42%

Purchased a car

97 INDEX SCORE

7%

Retired

84 INDEX SCORE

19%

Renovated house

101 INDEX SCORE



NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	57%	97
Savings and investments	49%	89
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	41%	113
Experiences (e.g., concerts, events).	39%	104
Personal care and wellness	37%	85
Technology and gadgets	23%	128



CULTURE SEEKERS

FIND US ONLINE – MEDIA PROFILING



TOP PUBLICATIONS

	SCORE	INDEX
The New York Times	42%	124
CNN	41%	124
The Washington Post	29%	126
USA Today	22%	111
The Wall Street Journal	18%	97
Forbes	17%	121
National Geographic	16%	127
AARP	15%	121
Financial Times	11%	132
Time	10%	107
Vogue	10%	133
Atlas Obscura	6%	186
Harper's Bazaar	3%	121
Thrillist	3%	187
Sunset	3%	132
Saveur	3%	198
Outside	2%	138
Elle	2%	109
UPROX	2%	198



TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	72%	103
Facebook	67%	99
Instagram	58%	105
TikTok	38%	114
Twitter (now X)	35%	104
Threads	15%	130



TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	16%	108
Booking.com	15%	121
AirBnb	15%	115
American Express	16%	106
TripAdvisor	13%	130
Marriott Bonvoy	7%	89
Kayak	5%	111
VRBO	5%	121

SOURCE: GTRP 2024

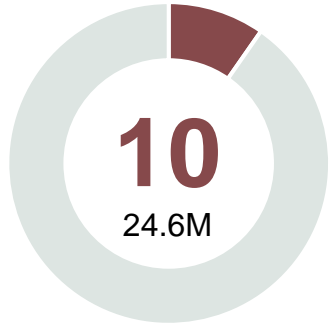
This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024



REFINED GLOBETROTTERS

PSYCHOGRAPHICS – SUMMARY



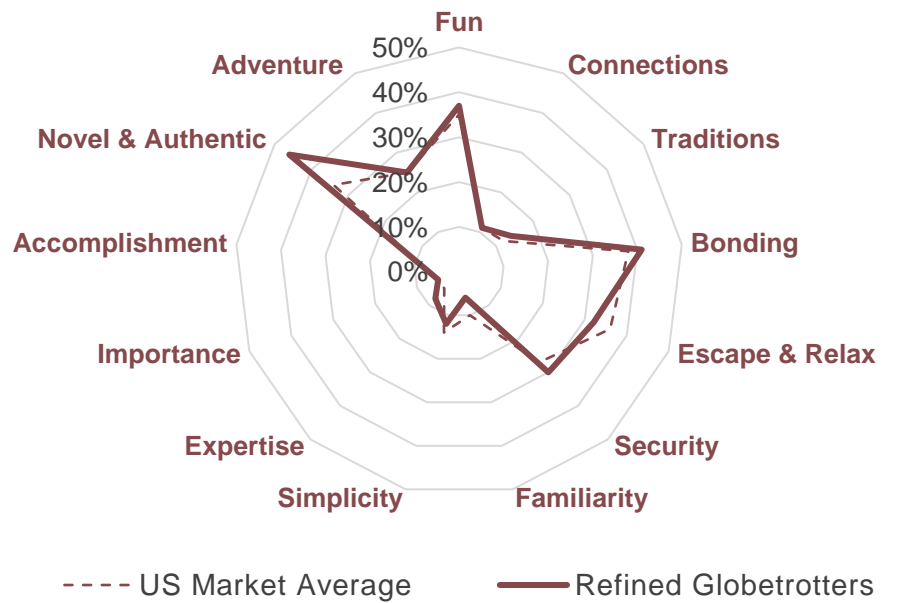
% OF US POPULATION

We prioritize travel above all, indulging in world-class destinations, gourmet dining, and exclusive experiences. We are experienced travellers who are always on the lookout for new, unique places to cross of our list. We immerse ourselves in history, museums, and the authentic charm of new places, ensuring smooth travel with all-inclusive packages and expert-guided tours.

WHAT YOU NEED TO KNOW ABOUT ME

- 1** Travel is our #1 spending priority.
- 2** We have the flexibility to travel at any time of year, as our kids are grown up.
- 3** Planning how we will see the history, museums, and architecture of a destination is paramount.
- 4** We are looking for world-class and curated experiences in all aspects from dining and shopping to accommodation.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

103

How is this calculated?

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



TRAVELLER ECONOMIC INDEX

136

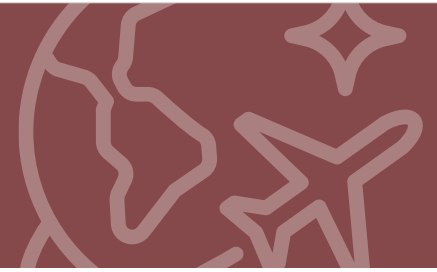
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The economic values index measures positive impact on Canada's tourism economy. Attributes include economic means, Canada trip recency / frequency / likelihood, hotel and flight behaviours, trip spend behaviour, and likelihood to make travel decisions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



REFINED GLOBETROTTERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES



OVERALL INSIGHT

- We seek discovery through experiences in authentic, charming, new places.
- We want to experience luxury and indulge in world-class experiences, and tend not to think about budget.
- Joining tours and working with travel agents ensures a smooth, enlightening travel experience.



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
Exploring the world through travel is an important milestone of growing up	86%	126
I'm always on the look out for new destinations to visit next	83%	124
I prefer booking flights and accommodations well in advance	82%	127
I'm passionate about travelling	81%	121
I tend to not think about my budget too much when travelling	71%	146
I make sure to visit the "famous" sites wherever I go	67%	138
I'm a planner, while travelling I like to know what comes next	67%	136
I prefer destinations with well-established tourist infrastructure	62%	125
Luxury experiences are an important part of travel	59%	145
I enjoy joining guided tours to explore new destinations	47%	136
I seek out fine dining experiences and gourmet cuisine when I travel	39%	137
When traveling, I expect 24 / 7 support from a travel provider	29%	138
I seek travel advice from travel agencies and agents	28%	127



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To explore and discover new things / places	61%	134
To have authentic experiences	48%	134
To open my mind to new perspectives	29%	116
To indulge myself and live in the moment	38%	120
To feel welcomed	20%	119
To feel like a travel expert	8%	116



DESIRED DESTINATION

	SCORE	INDEX
Authentic	49%	128
Luxurious	41%	156
Unique	39%	122
Charming	34%	146
World-Class	24%	154
Exclusive	18%	151



REFINED GLOBETROTTERS

OUR DEMOGRAPHICS



OVERALL INSIGHT

- We are employed full time, and some of us are retired.
- We have high incomes or are financially comfortable in retirement.
- If we are parents, our kids aren't living with us any longer, and our travel plans don't often include them.



AGE

	SCORE	INDEX
18-34	21%	88
35-54	30%	93
55+	49%	112
MEAN YEARS	52.5	113



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	10%	53
>\$70K to \$275K	70%	131
More than \$275K	16%	147
Refused	4%	107



EMPLOYMENT

	SCORE	INDEX
Employed FT	49%	95
Employed PT	7%	82
Self-employed	6%	116
Retired	31%	112



EDUCATION

	SCORE	INDEX
Primary education or less	0%	84
Secondary education	17%	63
Post-secondary education	84%	137



87%

134 Have a valid passport



GENDER

52%

100 Male

48%

101 Female

0%

64 Non-binary / Other



HOUSEHOLD

18%

93 Children <18 Living At Home*

8%

109 Children 18+ Living At Home*

31%

110 Children NOT Living At Home*

51%

104 No Children

* Option is not exclusive



US STATE BREAKOUT

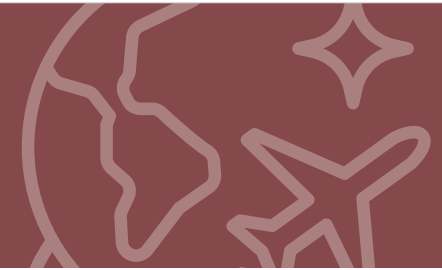
	SCORE	INDEX
California	15%	129
New York	10%	128
Texas	9%	127
Florida	7%	93
Illinois	5%	133
New Jersey	4%	135

	SCORE	INDEX
Pennsylvania	4%	96
North Carolina	3%	97
Tennessee	3%	121
Virginia	3%	108
Massachusetts	2%	109
Michigan	2%	90



REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRAVEL HABITS



TRAVEL TRADE INDEX: NON-GROUP

131

TRAVEL TRADE INDEX: GROUP

131

! KEY terminology on this page

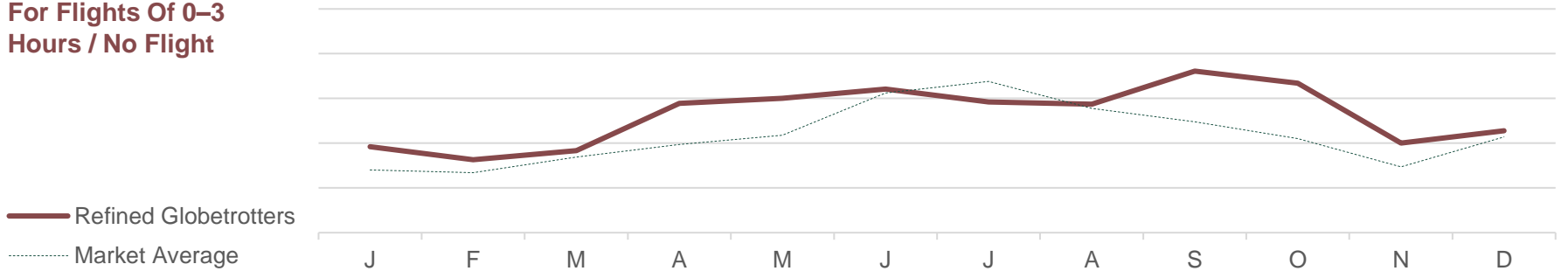
- **TRAVEL TRADE INDEX – NON-GROUP** – The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).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

For additional definitions see [Glossary](#)

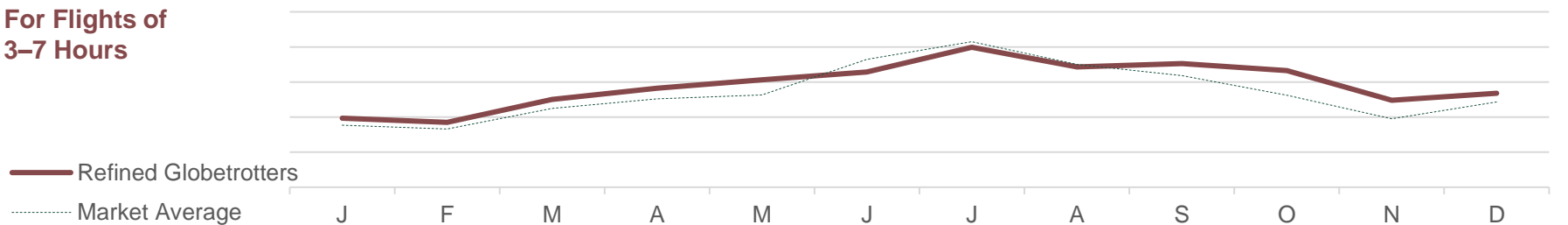


TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

INDEX

1-2 Days	53%	131
3-5 Days	35%	115
1 Week Holiday	25%	121
2 Weeks Holiday	11%	105
3 Weeks Or More	6%	101

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

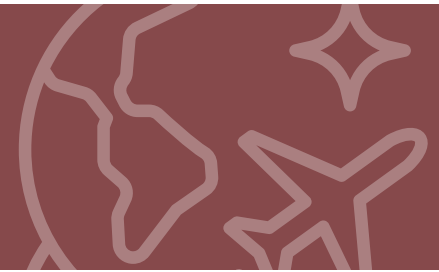
Domestic Leisure	59%	116
International Leisure	19%	125
Business Trip	20%	112
Added Personal To Business	11%	111
Worked During Vacation	11%	111

Incidence is frequency of 2+ times per year



REFINED GLOBETROTTERS

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Premium Hotel	45%	155
Mid-priced Hotel	37%	59
Cruise ship	18%	152
Friend's or family's place	17%	61
Vacation Rental (e.g., Airbnb, Vrbo)	16%	76
All-inclusive resort	16%	151



THOUGHTS ON INDIGENOUS TRAVEL

57%

112 INDEX SCORE

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

13%

117 INDEX SCORE

Strong Interest In Indigenous Activities



WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
I really want to learn about the history of the destinations I visit	85%	133
You only ever get to know a country by experiencing its culture	85%	139
I'm willing to put in the effort while travelling in order to see lesser-known places	62%	111
I like to explore places that are off the beaten path and less explored	49%	91
I'm open to travelling to destinations with limited tourist infrastructure	38%	75
I'm open to visiting destinations with challenging climates or weather conditions	27%	97



REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

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



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	71%	125
Adult relatives	20%	76
Kids	13%	94
Friends	11%	93
Solo	11%	83



BUDGET

AVERAGE SPEND SHORT-HAUL

\$3,790 134 INDEX SCORE

AVERAGE SPEND MID-HAUL

\$3,840 111 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	54%	110
It's important to me that I visit somewhere that is open to diversity and inclusion	44%	100
I consider the impact that I personally have on the destinations I visit	41%	96
Hearing from underrepresented communities is an important part of travelling	31%	99
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	26%	93

33%

PRIORITIZE SUSTAINABLE TRAVEL

98 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES



OVERALL INSIGHT

- Local cuisine and overall relaxation through wellness experiences are a priority.
- We like to explore historical cities, which may be done through guided tours.



TOP DESIRED TRAVEL ACTIVITIES

		SCORE	INDEX
	Local cuisine	69%	138
	○ Local restaurants	61%	138
	○ Cafes or bakeries	37%	137
	○ Luxury dining	33%	153
	Shopping	41%	111
	○ Souvenir shopping	22%	104
	○ Luxury shopping	17%	145
	Cultural experiences or attractions	72%	141
	○ Museums	51%	141
	○ Historical or archeological sites	50%	145
	Guided tours	47%	148
	○ City tours	38%	151
	○ Boat tours	19%	154
	Health and wellness	20%	135
	○ Spas	15%	152
	○ Sauna or steam bath	7%	131
	Nature experiences	41%	96
	Family-focused attractions	26%	90
	Nightlife	12%	89
	Festivals and events	25%	82
	Overnight experiences	30%	137
	Water-based sports	8%	80
	Casual sports	10%	69



REFINED GLOBETROTTERS

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	56%	88	61%	108
To spend time with family	46%	92	42%	93
To escape from routine	44%	96	42%	109
For adventure and excitement	31%	93	28%	83
To learn through other cultures	25%	125	29%	115
To check off dream travel places	25%	126	23%	113
To have fun with friends	20%	77	15%	60
For a romantic getaway	14%	120	16%	124
To be pampered	11%	141	14%	142



EXTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	62%	127	61%	120
Visiting friends / family	43%	81	40%	73
Special event (e.g., wedding, reunion)	33%	110	29%	101
Family / friends wanted to go	28%	82	30%	84
Festival or event	18%	83	22%	92
Kids wanted to go	12%	93	12%	93

19% 93
INDEX SCORE

Travel aligns with children’s school schedule

30% 100
INDEX SCORE

Take time off for vacation during major holidays

13% 70
INDEX SCORE

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



REFINED GLOBETROTTERS

OUR BEHAVIOURS – HOW WE PLAN



OVERALL INSIGHT

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

66%

Primary Trip Planner

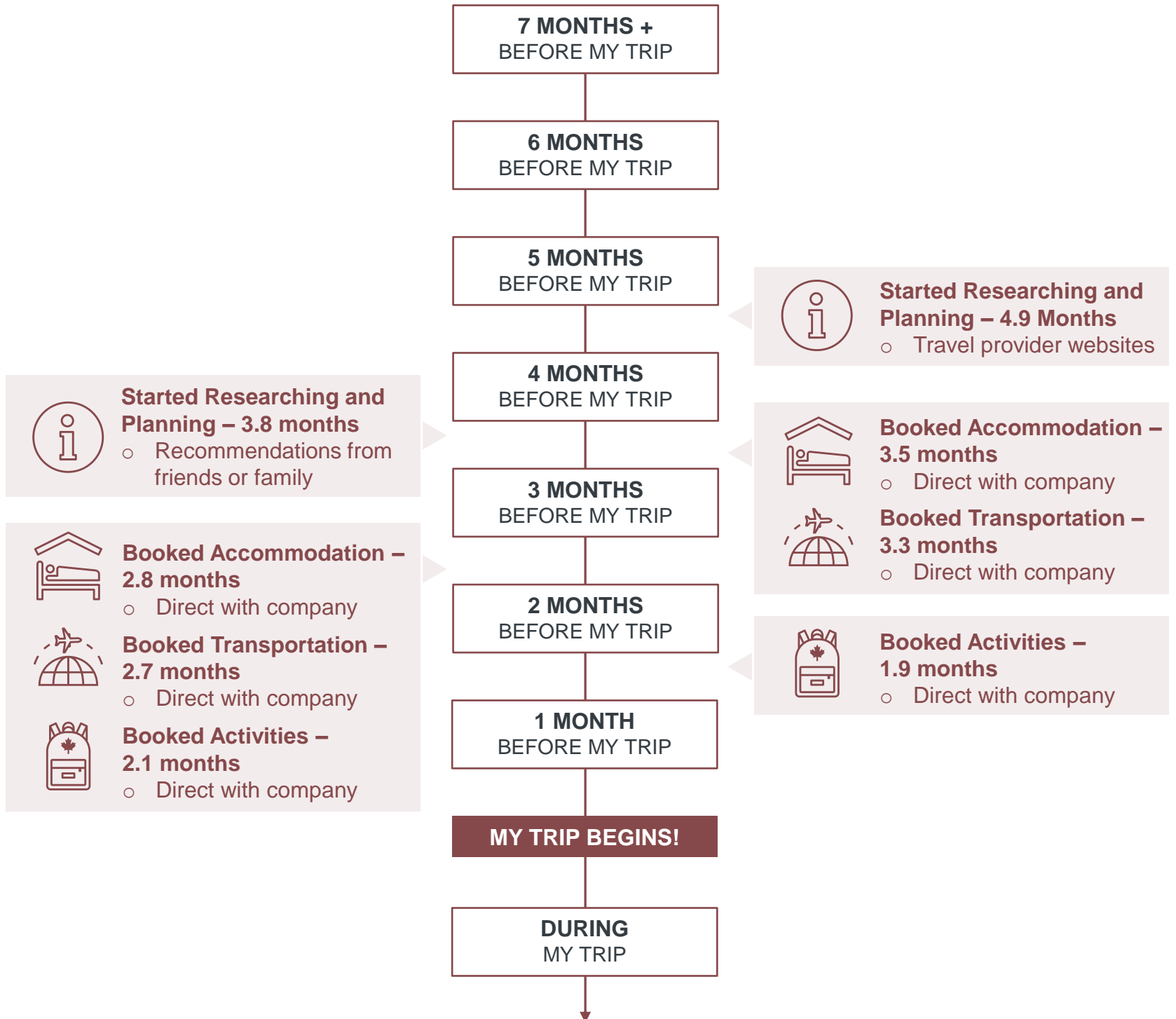
106
INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

FLIGHT OF
0–3 HOURS / NO FLIGHT

FLIGHT OF
3–7 HOURS





REFINED GLOBETROTTERS

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

- Our top trips explore cities, visit spas, or see many places via a cruise.
- We sometimes take trips like City Trippers.

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

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

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

51% 149
INDEX SCORE



TRIP TYPE	Couples Trip		
DESTINATION TYPE	Urban Centre		17%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Local restaurants		54%
	Museums		27%
	Souvenir shopping		21%
KEY BEHAVIOURS	Mid-range budget, most likely to be a romantic getaway		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

8% 107
INDEX SCORE



TRIP TYPE	Luxury Resort		
COMPANIONS	Couple Only		49%
	Extended Family		22%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Escape & Relax	Fun
ACTIVITIES	Luxury dining		44%
	Spas		33%
	Luxury shopping		28%
KEY BEHAVIOURS	Luxury trip focussed on indulgence and upscale amenities. Planned in advance		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

9% 111
INDEX SCORE



TRIP TYPE	Historical Site		
COMPANIONS	Couple Only		62%
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Bonding
ACTIVITIES	Historical / archeological sites		62%
	Local restaurants		51%
	City tours		30%
KEY BEHAVIOURS	Bucket list destination, may be a cruise		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

18% 156
INDEX SCORE

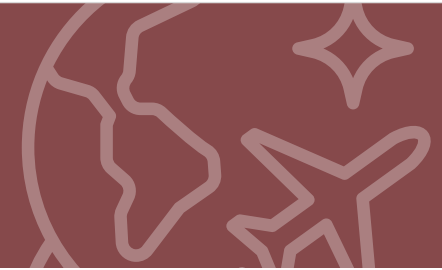


TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only		29%
	Extended Family		23%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants		52%
	Bars and pubs		30%
	Famous shopping centres / areas		19%
KEY BEHAVIOURS	Trip with extended family, lower budget, exploring nightlife and shopping		



REFINED GLOBETROTTERS

OUR BEHAVIOURS – WHERE WE GO



OVERALL INSIGHT

- We enjoy exploring well-known and developed destinations through curated experiences.
- We travel everywhere, with a skew towards Europe, Central Asia, South America, and tropical destinations.



WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
USA	51%	73	Canada	4%	137
Mexico	5%	139	Germany	3%	137
France	5%	139	Spain	3%	126
UK	4%	132	Greece	2%	132
Italy	4%	139	Bahamas	2%	119



WHERE DO WE WANT TO GO



DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Has a rich cultural and historical heritage	47%	135
Has a variety of museums and / or historical sites	45%	144
Renowned for food and drink experiences	41%	138
Has famous attractions	35%	136
Known for stunning natural landscapes	34%	113
Has luxury dining, shopping, and accommodations	29%	147
Has well-developed tourism infrastructure	20%	146
Offers all-inclusive resort packages	18%	147



REFINED GLOBETROTTERS

OUR BEHAVIOURS – THOUGHTS ON CANADA



OVERALL INSIGHT

- We have been to Canada before, but perhaps not recently.
- We are most likely to have visited Ontario and British Columbia, and overindex for travel to Quebec and most Maritime provinces.

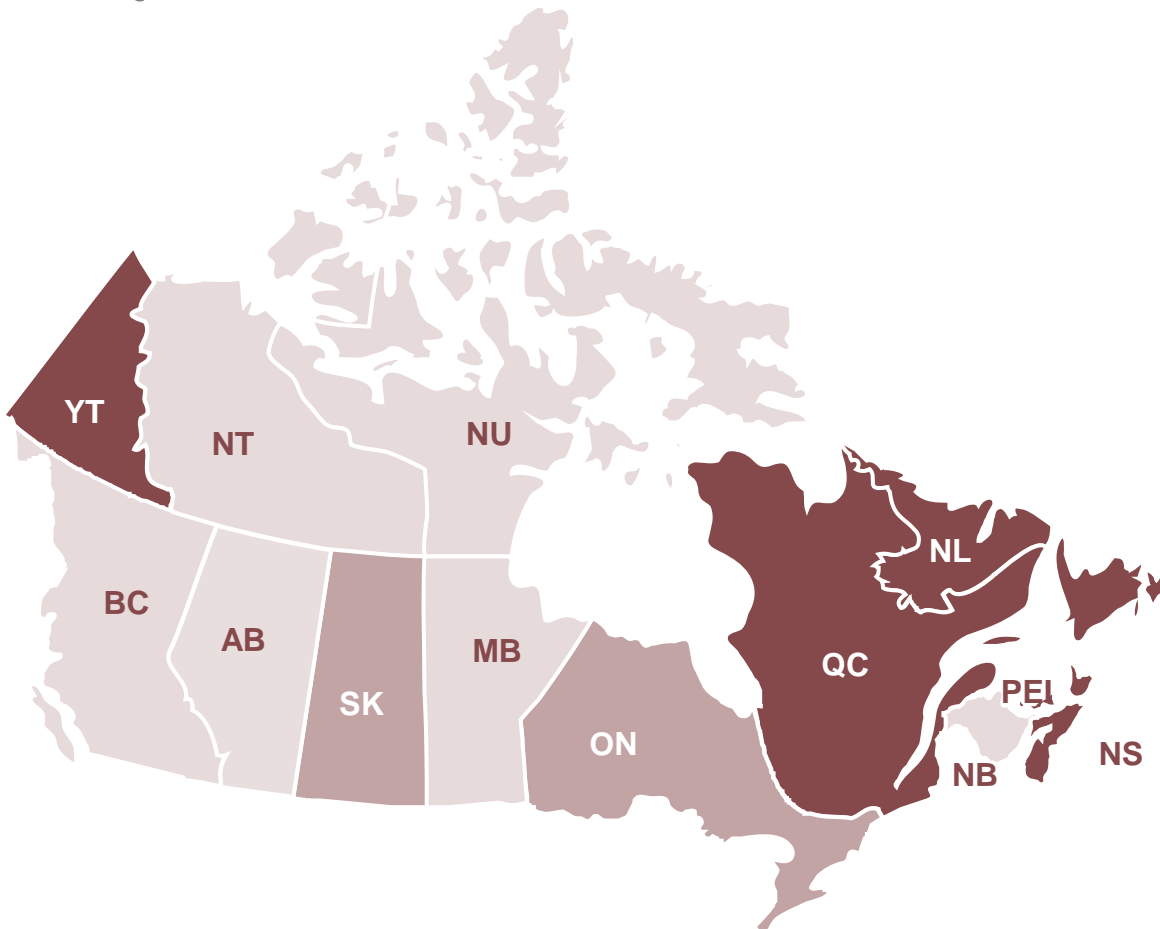


WHERE DO WE WANT TO GO IN CANADA



PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	16%	107
BC	38%	114
MB	7%	104
NB	8%	100
NL	8%	132
NS	18%	137
NT	3%	89
NU	0%	75
ON	49%	118
PEI	12%	142
QC	36%	138
SK	7%	121
YT	5%	125



REFINED GLOBETROTTERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- We have visited Canada in spring, summer, and fall, and have the freedom to travel in any season.
- Overall, we are well informed about Canada as a travel destination.
- We overindex for Fall Travel to Canada.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
REFINED GLOBETROTTERS	13%	27%	56%	30%
VS. TOTAL MARKET	14%	24%	58%	25%

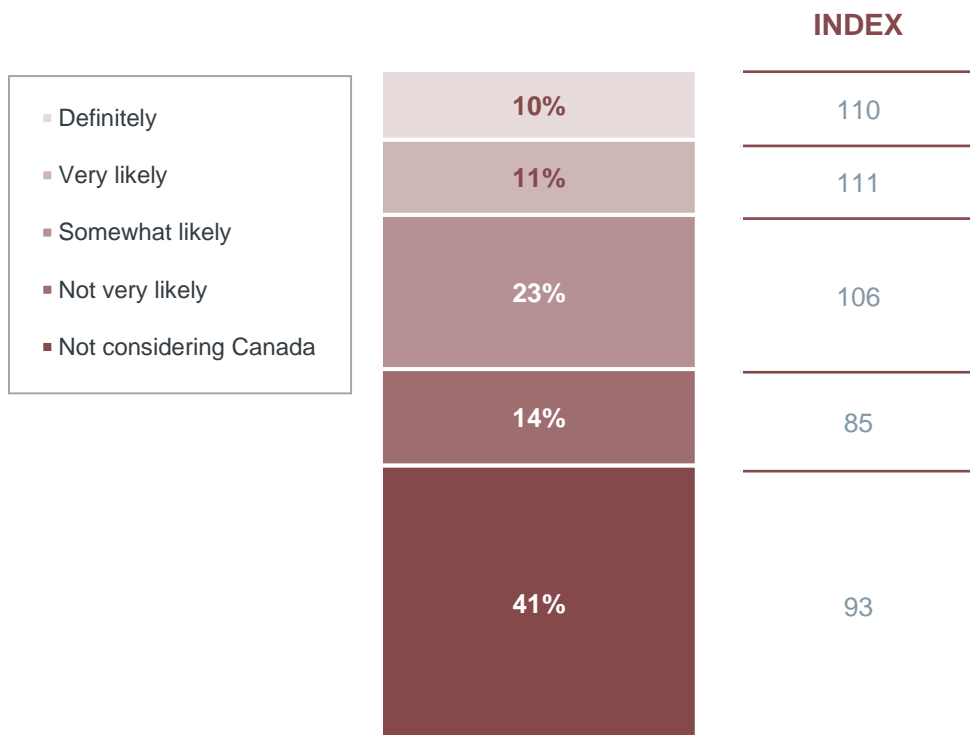
27%

Been to Canada in last 5 years

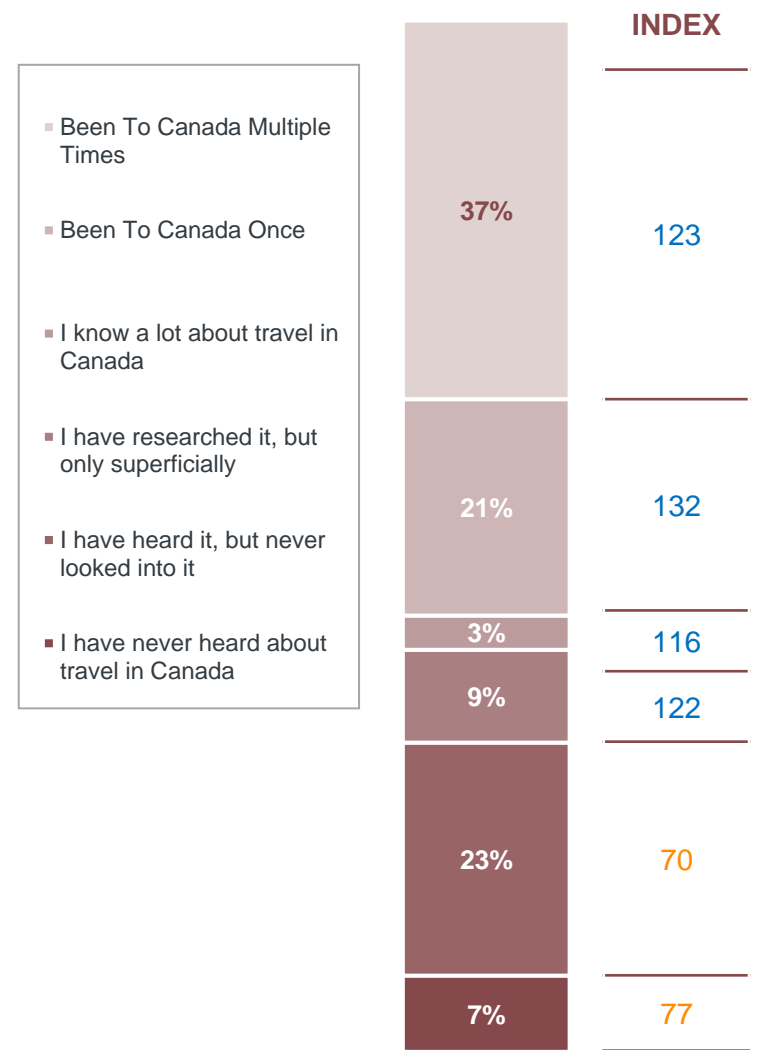
119 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



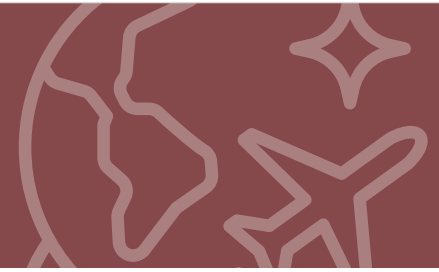
FAMILIARITY WITH CANADA





REFINED GLOBETROTTERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL



OVERALL INSIGHT

- Our higher net worth affords us the ability to continue to invest in new, big purchases (like homes, renovations, or vehicles) – and, of course, travel.
- If still working, we are established and stable in our career; we are not changing jobs.



MAJOR LIFE EVENTS IN LAST 5 YEARS

6%

Had a child

95 INDEX SCORE

21%

Started a new job / career

87 INDEX SCORE

18%

Bought a new home

113 INDEX SCORE

15%

Moved to a new city

82 INDEX SCORE

4%

Child started school

91 INDEX SCORE

46%

Purchased a car

120 INDEX SCORE

10%

Retired

102 INDEX SCORE

21%

Renovated house

110 INDEX SCORE



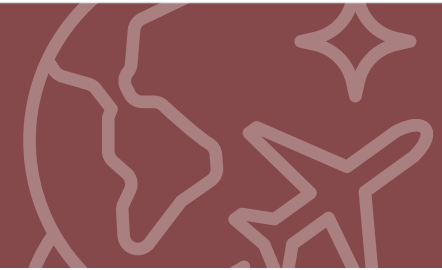
NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	76%	148
Savings and investments	51%	101
Personal care and wellness	38%	92
Experiences (e.g., concerts, events).	34%	85
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	27%	53
Fashion and accessories	24%	128



REFINED GLOBETROTTERS

FIND US ONLINE – MEDIA PROFILING



TOP PUBLICATIONS

	SCORE	INDEX
The New York Times	33%	97
CNN	32%	97
The Washington Post	25%	108
The Wall Street Journal	23%	123
USA Today	22%	110
Forbes	15%	107
AARP	14%	120
National Geographic	13%	104
Time	10%	103
Financial Times	9%	115
Vogue	6%	88
Harper's Bazaar	5%	197
Elle	3%	162
Sunset	2%	109
Atlas Obscura	2%	66
Thrillist	1%	88
UPROX	1%	83
Saveur	1%	51
Outside	0%	9



TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	68%	98
Facebook	66%	98
Instagram	55%	99
Twitter (now X)	36%	106
TikTok	30%	90
Threads	15%	124



TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	18%	121
American Express	23%	151
Marriott Bonvoy	14%	179
Airbnb	13%	103
TripAdvisor	13%	128
Booking.com	12%	99
VRBO	6%	133
Kayak	5%	113

SOURCE: GTRP 2024

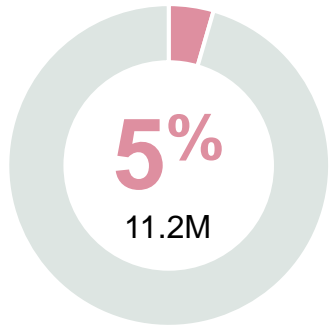
This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024



PURPOSE DRIVEN FAMILIES

PSYCHOGRAPHICS – SUMMARY



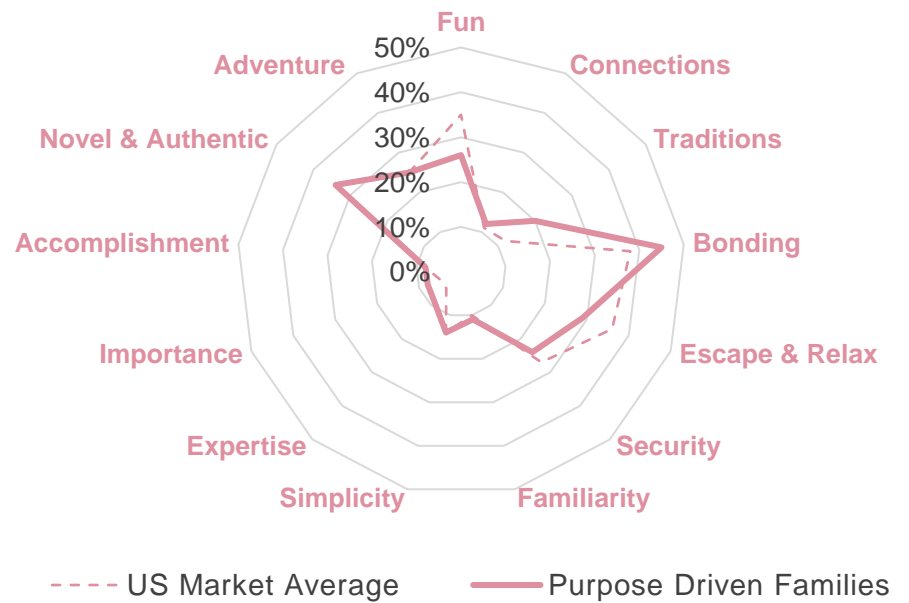
% OF US POPULATION

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

WHAT YOU NEED TO KNOW ABOUT ME

- 1** We take pride in our destination choices, and the effort it takes to reach some destinations.
- 2** Being trendy for us includes being trendsetters in travel choices and behaviours, which includes prioritizing sustainability and responsible travel.
- 3** Travel is important intrinsically, because we value being able to provide these experiences to our children.
- 4** Travel is also important extrinsically, since we work hard to be able to take the trips we do, and it demonstrates our success.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

131

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

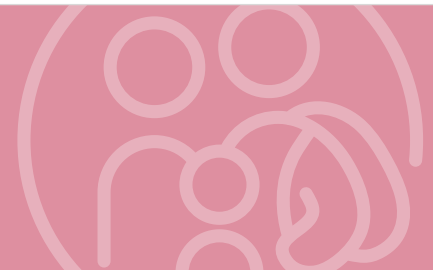
How is this calculated?

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



PURPOSE DRIVEN FAMILIES

OUR PSYCHOGRAPHICS – TRAVEL VALUES



OVERALL INSIGHT

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



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I like to come back from travels having learnt something new	83%	126
I prioritize discovering new restaurants, stores, and hotels over revisiting familiar ones	75%	123
I learn the basics of a language before visiting a country / region	61%	134
I go where I want to go, no matter the hurdles	58%	123
Videos and pictures on social media inspire me to travel	57%	134
I love posting my trips on social media to share with friends	52%	126
I seek out destinations where I can explore my ancestral heritage	51%	140
Luxury experiences are an important part of travel	46%	125
When there's a lot of positive buzz about a destination it makes me want to visit it more	45%	135
Even while travelling, I like to maintain regular contact with my duties or obligations back home	45%	149
I like to keep my travel plans flexible and often book on short notice	39%	128
I'd be open to using AI-powered chatbots for travel planning and assistance	35%	131
I seek travel advice from travel agencies and agents	30%	131



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To share quality time with others	50%	111
To bond through shared experiences	40%	122
To create new, or take part in old, traditions	20%	142
To push my limits and challenge myself	10%	121
To feel like a travel expert	9%	121
To feel like I'm important	8%	127



DESIRED DESTINATION

	SCORE	INDEX
Unique	37%	118
Adventurous	36%	111
Open	22%	132
Passionate	20%	146
Free-Spirited	16%	125
Caring	15%	138



PURPOSE DRIVEN FAMILIES

OUR DEMOGRAPHICS



OVERALL INSIGHT

- We are parents under 45 years of age, with kids of all ages.
- We attended post-secondary education, are working full-time, and earn comfortable to high incomes.



AGE

	SCORE	INDEX
18-34	46%	137
35-54	48%	131
55+	7%	59
MEAN YEARS	38.0	61



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	17%	85
>\$70K to \$275K	69%	122
More than \$275K	11%	115
Refused	3%	74



EMPLOYMENT

	SCORE	INDEX
Employed FT	68%	142
Employed PT	9%	105
Self-employed	7%	144
Retired	4%	62



EDUCATION

	SCORE	INDEX
Primary education or less	0%	84
Secondary education	21%	79
Post-secondary education	79%	121



73%

103 Have a valid passport



GENDER

50%

93 Male

50%

107 Female

1%

100 Non-binary / Other



HOUSEHOLD

85%

145 Children <18 Living At Home*

6%

69 Children 18+ Living At Home*

3%

61 Children NOT Living At Home*

12%

59 No Children

* Option is not exclusive



US STATE BREAKOUT

	SCORE	INDEX
California	11%	91
Florida	9%	127
Texas	9%	119
New York	6%	78
South Carolina	5%	155
Ohio	4%	132

	SCORE	INDEX
Pennsylvania	4%	102
Georgia	4%	108
Illinois	4%	75
Virginia	4%	132
New Jersey	3%	108
Arizona	3%	90



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRAVEL HABITS



TRAVEL TRADE INDEX: NON-GROUP

128

TRAVEL TRADE INDEX: GROUP

125

! KEY terminology on this page

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

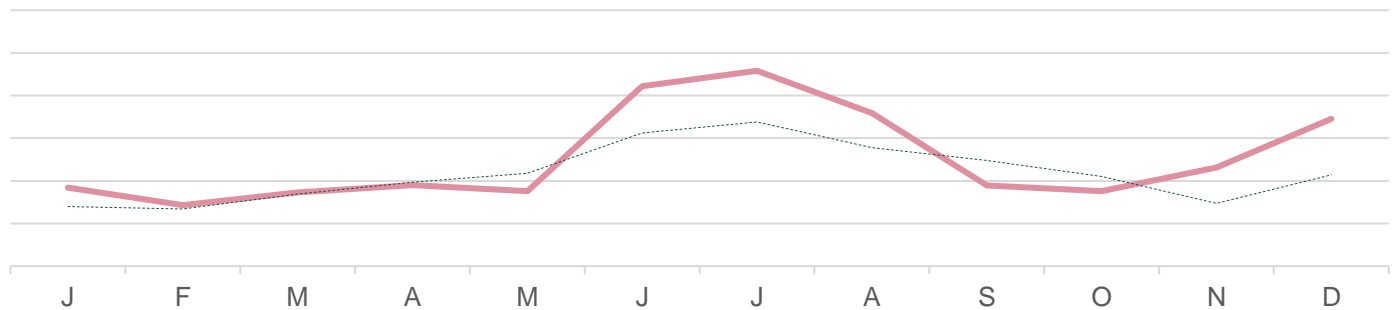
For additional definitions see [Glossary](#)



TYPICAL TRAVEL MONTHS

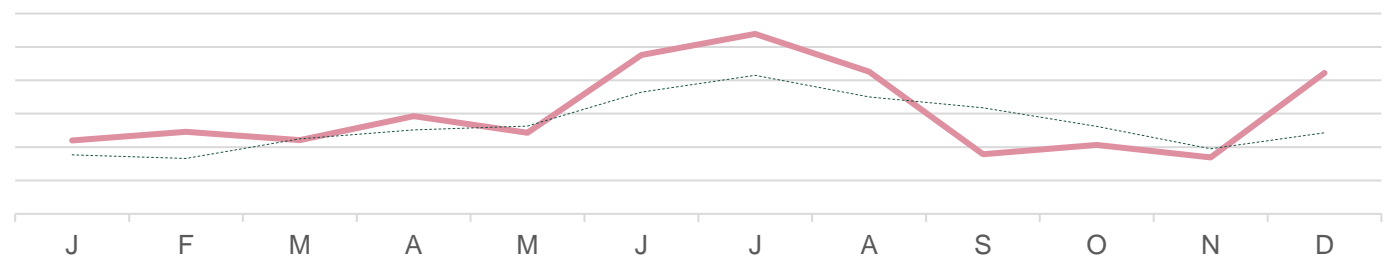
For Flights Of 0–3 Hours / No Flight

— Purpose Driven Families
 Market Average



For Flights of 3–7 Hours

— Purpose Driven Families
 Market Average



TRIP DURATION

INDEX

Duration	Percentage	Index
1-2 Days	52%	128
3-5 Days	35%	115
1 Week Holiday	19%	100
2 Weeks Holiday	13%	113
3 Weeks Or More	7%	110

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

Trip Type	Percentage	Index
Domestic Leisure	59%	113
International Leisure	14%	108
Business Trip	28%	133
Added Personal To Business	12%	116
Worked During Vacation	14%	122

Incidence is frequency of 2+ times per year



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	44%	78
Vacation Rental (e.g., Airbnb, Vrbo)	27%	121
Premium Hotel	25%	97
Friend's or family's place	23%	83
All-inclusive resort	11%	115
Budget Hotel	10%	102



THOUGHTS ON INDIGENOUS TRAVEL

65%

125 INDEX SCORE

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

12%

112 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	75%	112
You only ever get to know a country by experiencing its culture	74%	102
I like to explore places that are off the beaten path and less explored	65%	116
I'm willing to put in the effort while travelling in order to see lesser-known places	65%	116
I'm open to travelling to destinations with limited tourist infrastructure	49%	106
I'm open to visiting destinations with challenging climates or weather conditions	48%	137



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

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



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	71%	125
Kids	63%	138
Adult relatives	23%	90
Solo	9%	79
Friends	7%	67



BUDGET

AVERAGE SPEND (ALL TRIPS)

\$4,080

108
INDEX SCORE

SPEND STYLE

Premium to High-end Luxury



OUR THOUGHTS ON RESPONSIBLE TRAVEL

	SCORE	INDEX
It's important to me that I visit somewhere that is open to diversity and inclusion	66%	130
I consider the impact that I personally have on the destinations I visit	63%	132
It's important for me to know that the money I spend will support the local economy I'm visiting	59%	121
Hearing from underrepresented communities is an important part of travelling	59%	135
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	46%	132

63%

PRIORITIZE SUSTAINABLE TRAVEL

138 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRAVEL ACTIVITIES















OVERALL INSIGHT

- We like to explore and expose our kids to local culture and arts.
- Water and winter sports keep the family active.



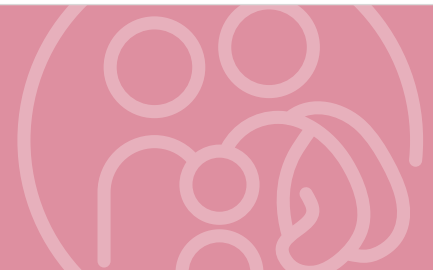
TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
 Family-focused attractions	62%	127
○ Amusement parks or theme parks	45%	128
○ Zoos or aquariums	47%	128
○ Space or science centres	28%	139
 Cultural experiences or attractions	50%	94
○ Museums	38%	102
○ Art galleries	19%	107
 Water-based sports	23%	136
○ Swimming	14%	140
○ Waterskiing, wakesurfing or wakeboarding	2%	107
 Overnight experiences	25%	112
○ Cruise	10%	95
○ Staying at bed & breakfast	4%	79
 Health and wellness	19%	131
○ Outdoor hot tub or bath	6%	97
○ Meditation or yoga	7%	140
 Local cuisine	47%	93
 Shopping	36%	99
 Nature experiences	40%	94
 Festivals and events	36%	103
 Guided tours	23%	88
 Nightlife	13%	93
 Winter-based sports	13%	130



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To spend time with family	69%	123	70%	132
To relax and unwind	52%	79	42%	71
To escape from routine	34%	69	24%	65
For adventure and excitement	31%	91	41%	114
To have fun with friends	24%	91	23%	86
To learn through other cultures	21%	115	25%	106
For personal reflection and growth	14%	125	6%	83
To have memories from top travel spots	14%	137	13%	111
For a romantic getaway	11%	87	18%	147



EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Kids wanted to go	62%	139	69%	145
Partner / spouse wanted to go	58%	115	73%	142
Visiting friends / family	44%	91	42%	86
Family / friends wanted to go	43%	120	45%	133
Special event (e.g., wedding, reunion)	41%	142	36%	145
Festival or event	23%	98	30%	115

58% 138
INDEX SCORE

Travel aligns with children’s school schedule

45% 139
INDEX SCORE

Take time off for vacation during major holidays

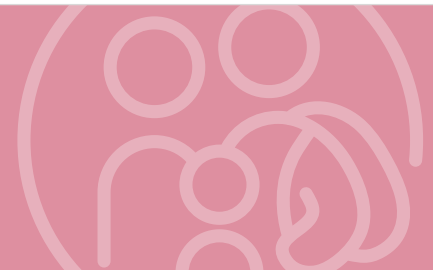
29% 133
INDEX SCORE

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



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – HOW WE PLAN



OVERALL INSIGHT

- We are busy parents, so do not always plan all components of a trip in advance, especially for shorter distance trips. Mid-haul trips are generally booked a couple months out.

73%

Primary Trip Planner

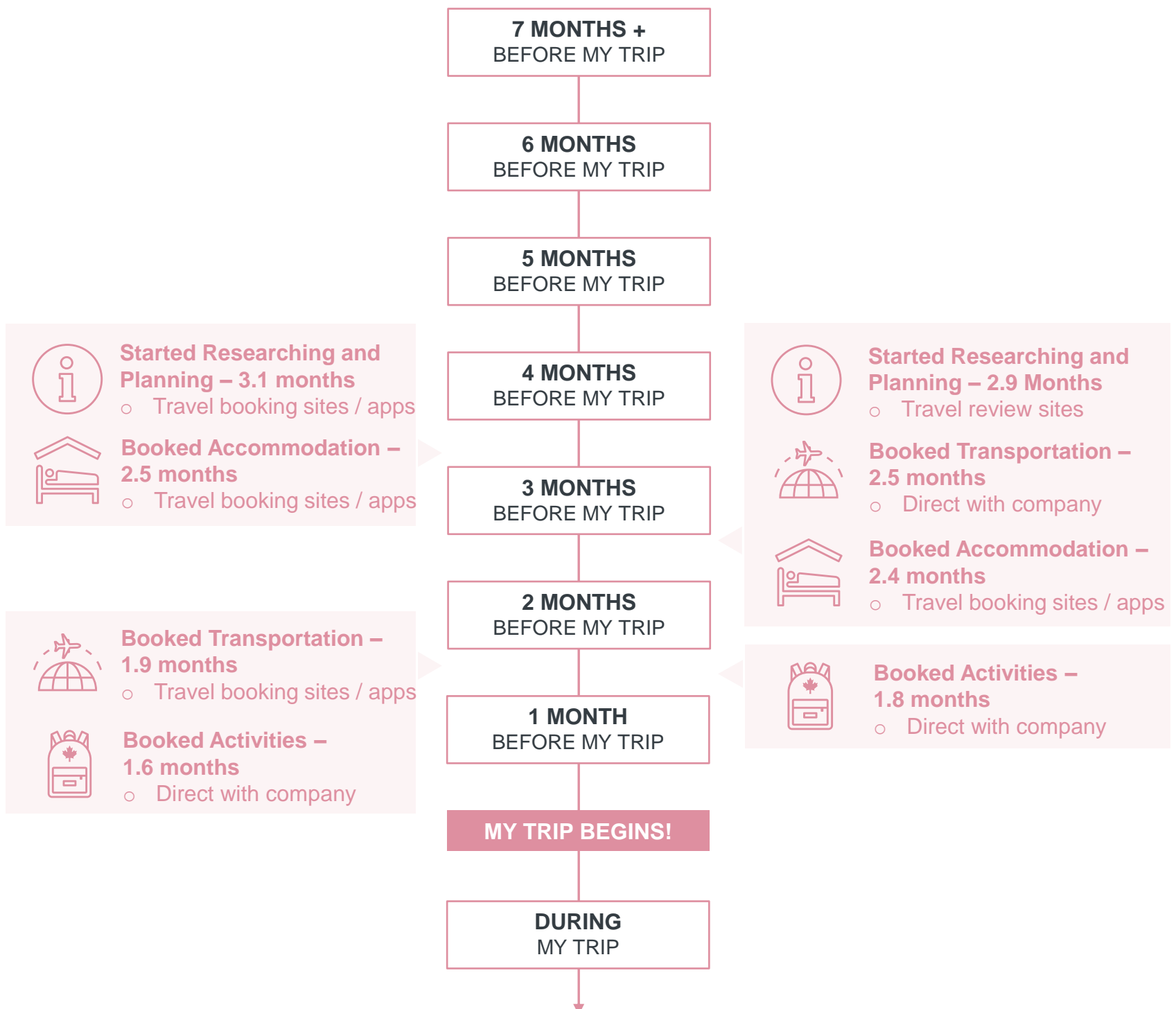
123
INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

FLIGHT OF
0–3 HOURS / NO FLIGHT

FLIGHT OF
3–7 HOURS





PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

- Our top trips explore new places and expose of us to new foods and activities.
- We also take couples trips like Culture Seekers.

! **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

8% 110 INDEX SCORE



TRIP TYPE	Adventure Destination		
COMPANIONS	Nuclear Family With Kids	40%	
	Extended Family	34%	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Novel & Authentic	Adventure
ACTIVITIES	Amusement parks / theme parks		44%
	Souvenir shopping		36%
	Sporting events		16%
KEY BEHAVIOURS	Exploring, seeing and doing new things as a family. Getting outside		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

15% 152 INDEX SCORE



TRIP TYPE	Urban Centre		
COMPANIONS	Nuclear Family With Kids	46%	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Novel & Authentic	Escape & Relax
ACTIVITIES	Local restaurants		44%
	Museums		35%
	Famous shopping centres / areas		30%
KEY BEHAVIOURS	Visiting famous and trendy attractions		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

9% 116 INDEX SCORE



TRIP TYPE	Cultural Experience		
COMPANIONS	Couple Only	30%	
TRIP EMOTIONAL MOTIVATIONS	Novel & Authentic	Fun	Bonding
ACTIVITIES	Street cuisine		31%
	Museums		31%
	City tours		18%
KEY BEHAVIOURS	Planned in advance, spending more, visiting friends, and exploring a new culture		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

15% 152 INDEX SCORE



TRIP TYPE	Urban Centre		
COMPANIONS	Alone	38%	
	Couple Only	26%	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Local restaurants		49%
	Museums		29%
	Bars and pubs		18%
KEY BEHAVIOURS	Planned in advance, spending more, visiting friends, and exploring a new culture		



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – WHERE WE GO



OVERALL INSIGHT

- We are looking for unique hidden gems alongside trendy spots.
- Most of our travel is in North and Central America, but we venture further to Europe or Asia Pacific countries for the bigger trips.



WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
US	64%	98	Italy	3%	106
Mexico	4%	109	France	2%	98
UK	3%	111	Germany	2%	106
Canada	3%	107	Jamaica	1%	157
Bahamas	3%	143	Japan	1%	104



WHERE DO WE WANT TO GO



DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	78%	144
Has a rich cultural and historical heritage	34%	113
Has many hidden gems	29%	122
Provides a variety of local festivals and events	22%	121
Has luxury dining, shopping, and accommodations	18%	114
Offers an eccentric and unique atmosphere	14%	120
Is a trendy destination	14%	144
Has packaged holiday / vacation offers	12%	134



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – THOUGHTS ON CANADA



OVERALL INSIGHT

- While many of us haven't visited Canada yet, those of us who have, are often repeat visitors.
- We have explored the big cities in Ontario and Quebec, Niagara, and some mountain towns.

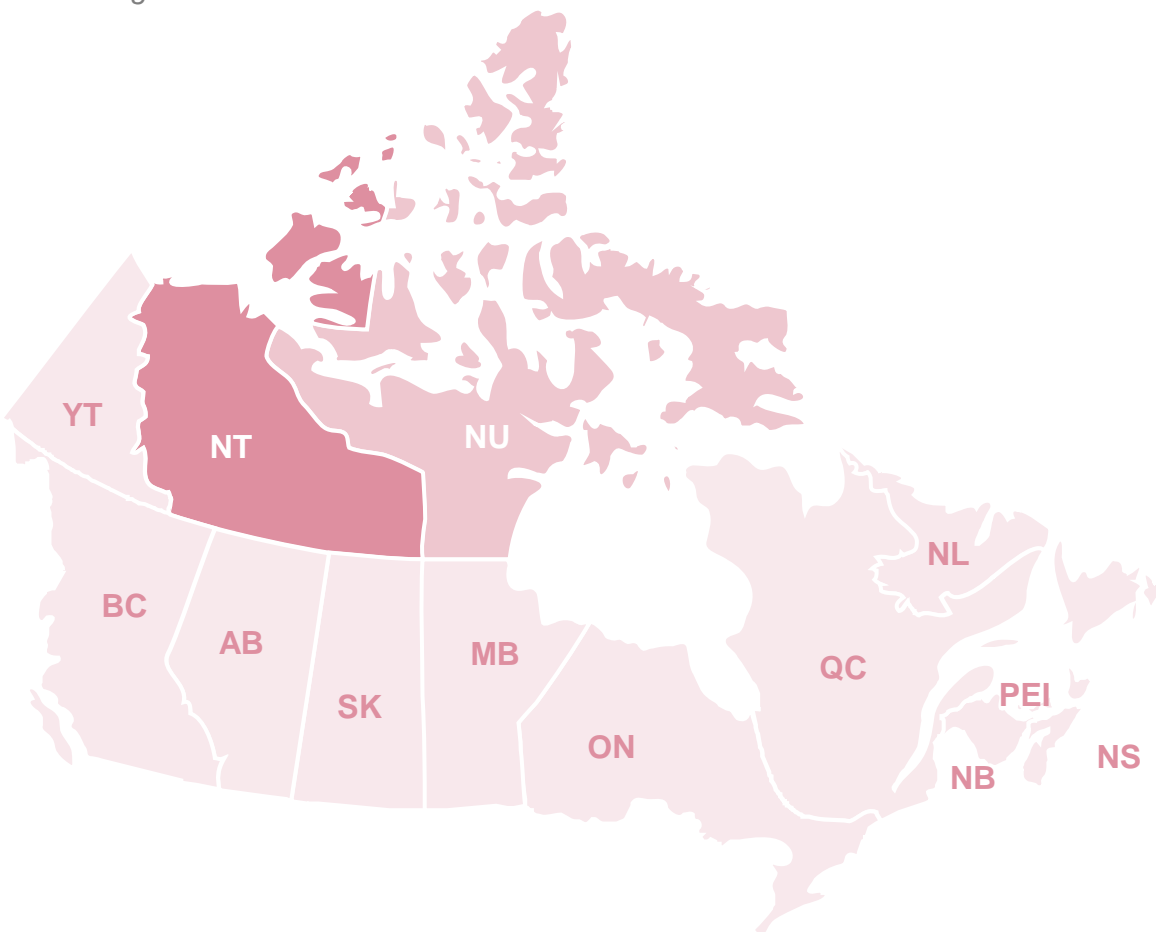


WHERE DO WE WANT TO GO IN CANADA



PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	14%	99
BC	26%	63
MB	3%	70
NB	4%	78
NL	0%	57
NS	11%	99
NT	8%	136
NU	3%	119
ON	47%	105
PEI	4%	85
QC	32%	113
SK	3%	85
YT	1%	62



PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- We visit Canada in winter and summer months, aligned with the school calendar.
- Among those of us who haven't been, we are very interested to visit soon.
- Our familiarity with Canada is generally limited to the well-known destinations.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
PURPOSE DRIVEN FAMILIES	18%	18%	58%	21%
VS. TOTAL MARKET	14%	24%	58%	25%

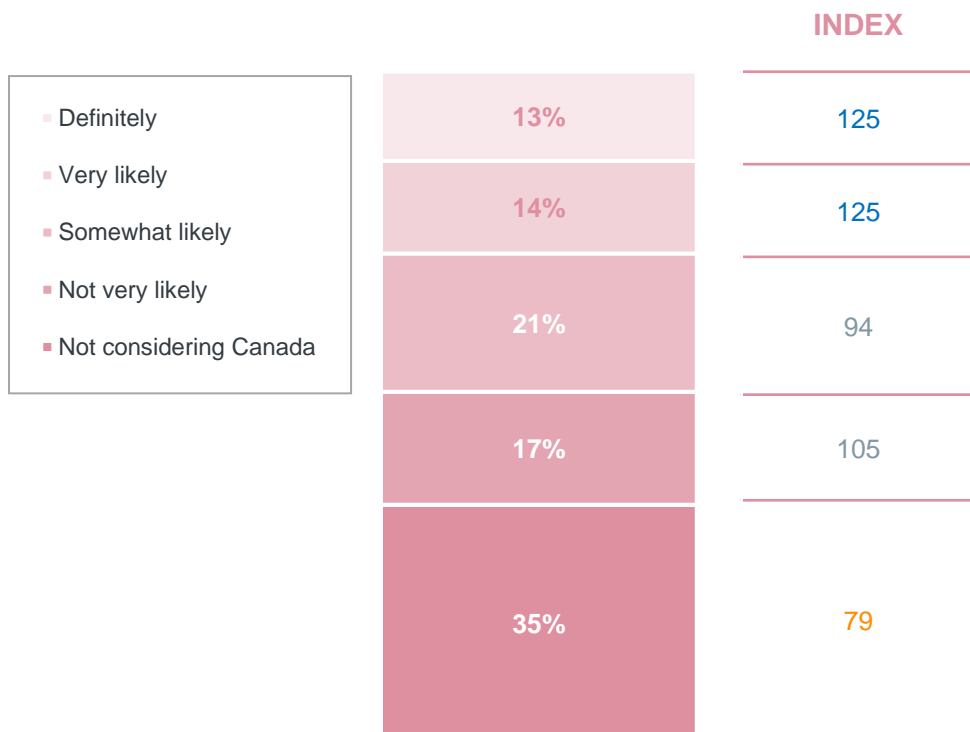
22%

Been to Canada in last 5 years

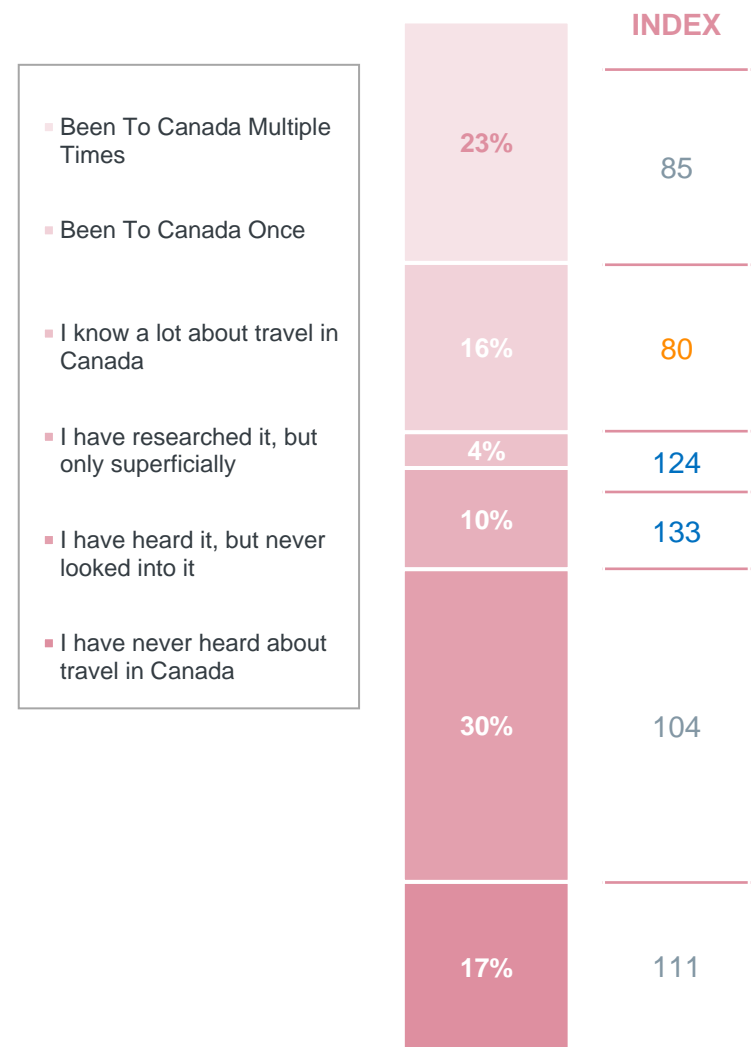
103 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



FAMILIARITY WITH CANADA





PURPOSE DRIVEN FAMILIES

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL



OVERALL INSIGHT

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



MAJOR LIFE EVENTS IN LAST 5 YEARS

23%

Had a child

136 INDEX SCORE

31%

Started a new job / career

124 INDEX SCORE

23%

Bought a new home

141 INDEX SCORE

16%

Moved to a new city

97 INDEX SCORE

32%

Child started school

144 INDEX SCORE

50%

Purchased a car

147 INDEX SCORE

1%

Retired

52 INDEX SCORE

32%

Renovated house

155 INDEX SCORE



NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	52%	83
Savings and investments	45%	70
Personal care and wellness	41%	119
Experiences (e.g., concerts, events).	38%	100
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	36%	94
Home and decor	25%	146



PURPOSE DRIVEN FAMILIES

FIND US ONLINE – META VARIABLES



TOP PUBLICATIONS

	SCORE	INDEX
The New York Times	51%	150
CNN	53%	158
The Washington Post	29%	123
USA Today	36%	176
The Wall Street Journal	32%	170
Forbes	25%	177
Time	20%	206
National Geographic	18%	146
Financial Times	15%	189
Vogue	12%	160
AARP	10%	82
Sunset	7%	321
Elle	4%	201
Atlas Obscura	4%	126
Saveur	3%	242
Outside	3%	192
Harper's Bazaar	2%	84
Thrillist	2%	127
UPROX	1%	116



TOP SOCIAL PLATFORMS

	SCORE	INDEX
Facebook	76%	113
Instagram	73%	132
YouTube	72%	103
TikTok	52%	155
Twitter (now X)	46%	136
Threads	23%	196



TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	22%	151
Booking.com	19%	154
AirBnb	19%	147
American Express	18%	122
TripAdvisor	11%	106
Marriott Bonvoy	7%	95
Kayak	5%	115
VRBO	5%	122

SOURCE: GTRP 2024

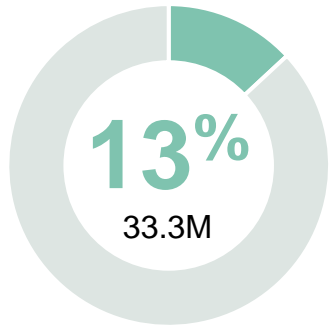
This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024



CITY TRIPPERS

PSYCHOGRAPHICS – SUMMARY



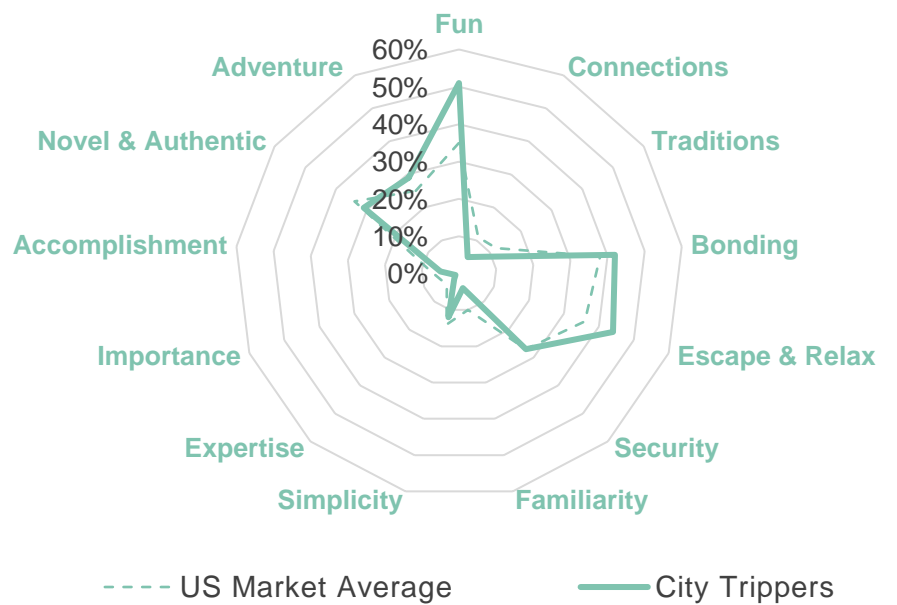
% OF US POPULATION

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** Our travels are about collecting personal experiences, not luxury or education.
- 3** We prefer the company of friends during travels to share experiences directly. Our travel group is generally adults only.
- 4** Convenience and easy access to trendy hotspots is important, as we appreciate destinations that are developed to welcome tourists.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

83

How is this calculated?

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



TRAVELLER ECONOMIC INDEX

80

How is this calculated?

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



CITY TRIPPERS

OUR PSYCHOGRAPHICS – TRAVEL VALUES



OVERALL INSIGHT

- We select destinations that are social and vibrant with a lively atmosphere and good tourist facilities.
- We seek experiences that we can be proud of, and that we look forward to sharing with others.
- We like convenience, and appreciate the ease of famous sites, not always needing to learn something new.



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I prefer destinations with lots of distractions and things to do	85%	137
I will generally not pay more or go out of my way to make eco-friendly choices when travelling	82%	121
I completely disconnect from my work / home life while on holiday	73%	121
I generally don't think much on the impact that I personally have on the destinations I visit	70%	121
I prefer destinations with well-established tourist infrastructure	63%	127
I generally stick to the most popular areas when I visit somewhere	61%	123
I will generally not go out of my way to buy local	60%	119
I like natural attractions but I don't usually think they are the highlights of my trip	56%	125
While travelling I generally stick to places that are direct and convenient to get to	56%	115
I love posting my trips on social media to share with friends	47%	114
Videos and pictures on social media inspire me to travel	45%	111
I'm more interested in the present and don't focus much on the history of where I visit	40%	118
When there's a lot of positive buzz about a destination it makes me want to visit it more	36%	111



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	78%	133
To escape the demands of everyday life	48%	119
To indulge myself and live in the moment	46%	142
To have a fun, social setting	40%	151
To let loose and forget about day-to-day life	37%	130
To be proud to share my travel experiences	26%	121



DESIRED DESTINATION

	SCORE	INDEX
Fun	81%	141
Friendly	64%	124
Sociable	20%	119
Carefree	18%	115
Free-Spirited	15%	120
Trendy	7%	120



CITY TRIPPERS

OUR DEMOGRAPHICS



OVERALL INSIGHT

- Aged 25-55, working full-time, though some of us are already retired.
- Many of us are not parents, or our children are older and not living at home anymore.



AGE

	SCORE	INDEX
18-34	29%	104
35-54	33%	100
55+	38%	98
MEAN YEARS	48.1	97



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	27%	128
>\$70K to \$275K	63%	68
More than \$275K	6%	75
Refused	5%	124



EMPLOYMENT

	SCORE	INDEX
Employed FT	50%	98
Employed PT	9%	112
Self-employed	4%	89
Retired	24%	99



EDUCATION

	SCORE	INDEX
Primary education or less	0%	84
Secondary education	30%	112
Post-secondary education	70%	88



68%

92 Have a valid passport



GENDER

47%

83 Male

53%

118 Female

1%

91 Non-binary / Other



HOUSEHOLD

15%

91 Children <18 Living At Home*

7%

91 Children 18+ Living At Home*

24%

98 Children NOT Living At Home*

61%

115 No Children

* Option is not exclusive



US STATE BREAKOUT

	SCORE	INDEX
California	11%	91
New York	9%	115
Florida	8%	112
Texas	7%	96
Illinois	5%	125
Ohio	4%	135

	SCORE	INDEX
Georgia	4%	115
Michigan	4%	118
Pennsylvania	4%	93
Virginia	3%	127
North Carolina	3%	91
Wisconsin	3%	133



CITY TRIPPERS

OUR BEHAVIOURS – TRAVEL HABITS

TRAVEL TRADE INDEX: NON-GROUP

76

TRAVEL TRADE INDEX: GROUP

89

! KEY terminology on this page

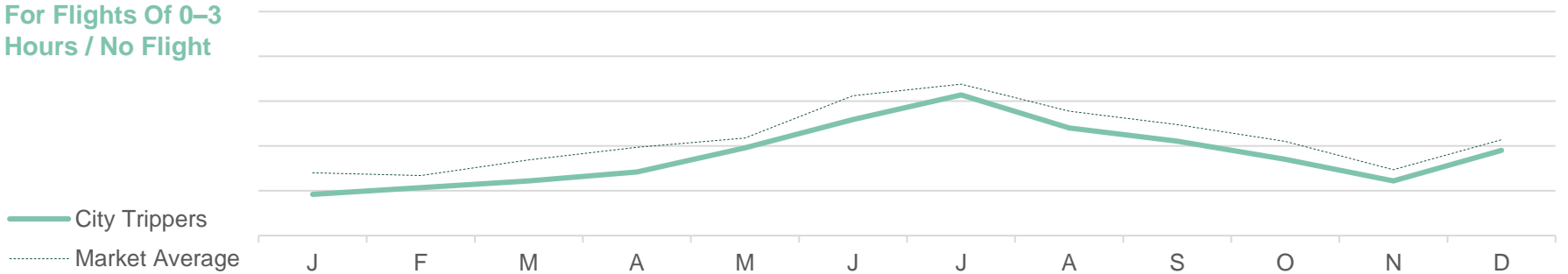
- **TRAVEL TRADE INDEX – NON-GROUP** – The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).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

For additional definitions see [Glossary](#)

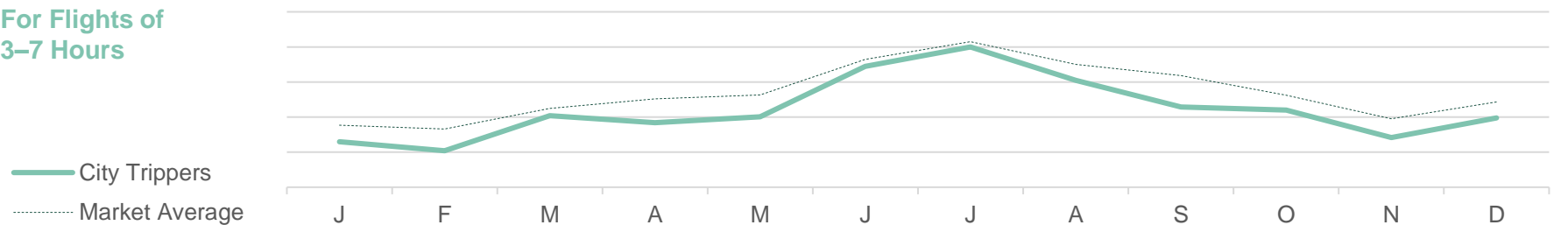


TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

INDEX

1-2 Days	47%	101
3-5 Days	30%	93
1 Week Holiday	14%	86
2 Weeks Holiday	4%	78
3 Weeks Or More	1%	72

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

Domestic Leisure	59%	111
International Leisure	5%	81
Business Trip	10%	84
Added Personal To Business	3%	79
Worked During Vacation	5%	82

Incidence is frequency of 2+ times per year



CITY TRIPPERS

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	64%	131
Friend's or family's place	34%	128
Vacation Rental (e.g., Airbnb, Vrbo)	22%	101
Premium Hotel	20%	85
Budget Hotel	11%	114
All-inclusive resort	10%	103



THOUGHTS ON INDIGENOUS TRAVEL

40%

85 INDEX SCORE

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

7%

83 INDEX SCORE

Strong Interest In Indigenous Activities



WILLINGNESS TO LEARN AND EXPLORE

	SCORE	INDEX
You only ever get to know a country by experiencing its culture	75%	105
I really want to learn about the history of the destinations I visit	60%	82
I'm willing to put in the effort while travelling in order to see lesser-known places	44%	85
I like to explore places that are off the beaten path and less explored	39%	77
I'm open to travelling to destinations with limited tourist infrastructure	37%	73
I'm open to visiting destinations with challenging climates or weather conditions	24%	91



CITY TRIPPERS

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

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



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	47%	75
Adult relatives	31%	133
Friends	20%	141
Solo	16%	98
Kids	9%	91



BUDGET

AVERAGE SPEND SHORT-HAUL

\$1,420 81 INDEX SCORE

AVERAGE SPEND MID-HAUL

\$1,870 72 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	40%	81
It's important to me that I visit somewhere that is open to diversity and inclusion	36%	90
I consider the impact that I personally have on the destinations I visit	30%	79
Hearing from underrepresented communities is an important part of travelling	19%	84
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	18%	79

20%

PRIORITIZE SUSTAINABLE TRAVEL

79 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



CITY TRIPPERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES



OVERALL INSIGHT

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



TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Local cuisine	59%	119
○ Local restaurants	54%	122
○ Cafes or bakeries	32%	121
○ Breweries	22%	133
Shopping	50%	139
○ Souvenir shopping	30%	135
○ Visiting famous shopping centres or areas	28%	142
Cultural experiences or attractions	56%	107
○ Museums	41%	110
○ Visiting local monuments	33%	107
Nightlife	28%	142
○ Bars and pubs	19%	142
○ Casinos	14%	149
Festivals and events	55%	139
○ Music concerts or festivals	38%	143
○ Sporting events	23%	141
Family-focused attractions	35%	99
Nature experiences	28%	70
Guided tours	28%	100
Casual sports	12%	85
Health and wellness	13%	88
Water-based sports	10%	85
Overnight experiences	20%	85



CITY TRIPPERS

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	67%	112	70%	127
To spend time with family	49%	96	49%	102
To escape from routine	48%	105	42%	110
To have fun with friends	40%	144	39%	139
For adventure and excitement	35%	100	33%	96
To check off dream travel places	21%	109	19%	93
For a romantic getaway	11%	90	11%	77
To learn through other cultures	9%	87	12%	74
To have memories from top travel spots	6%	81	7%	57



EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Visiting friends / family	50%	124	50%	126
Partner / spouse wanted to go	47%	89	44%	87
Family / friends wanted to go	47%	128	37%	109
Special event (e.g., wedding, reunion)	35%	120	29%	100
Festival or event	35%	132	30%	115
Kids wanted to go	10%	91	11%	92

15% 87 INDEX SCORE

Travel aligns with children’s school schedule

25% 87 INDEX SCORE

Take time off for vacation during major holidays

18% 90 INDEX SCORE

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



CITY TRIPPERS

OUR BEHAVIOURS – HOW WE PLAN



OVERALL INSIGHT

- We are planners, typically thinking about trips over 4 months in advance.

59%

Primary Trip Planner

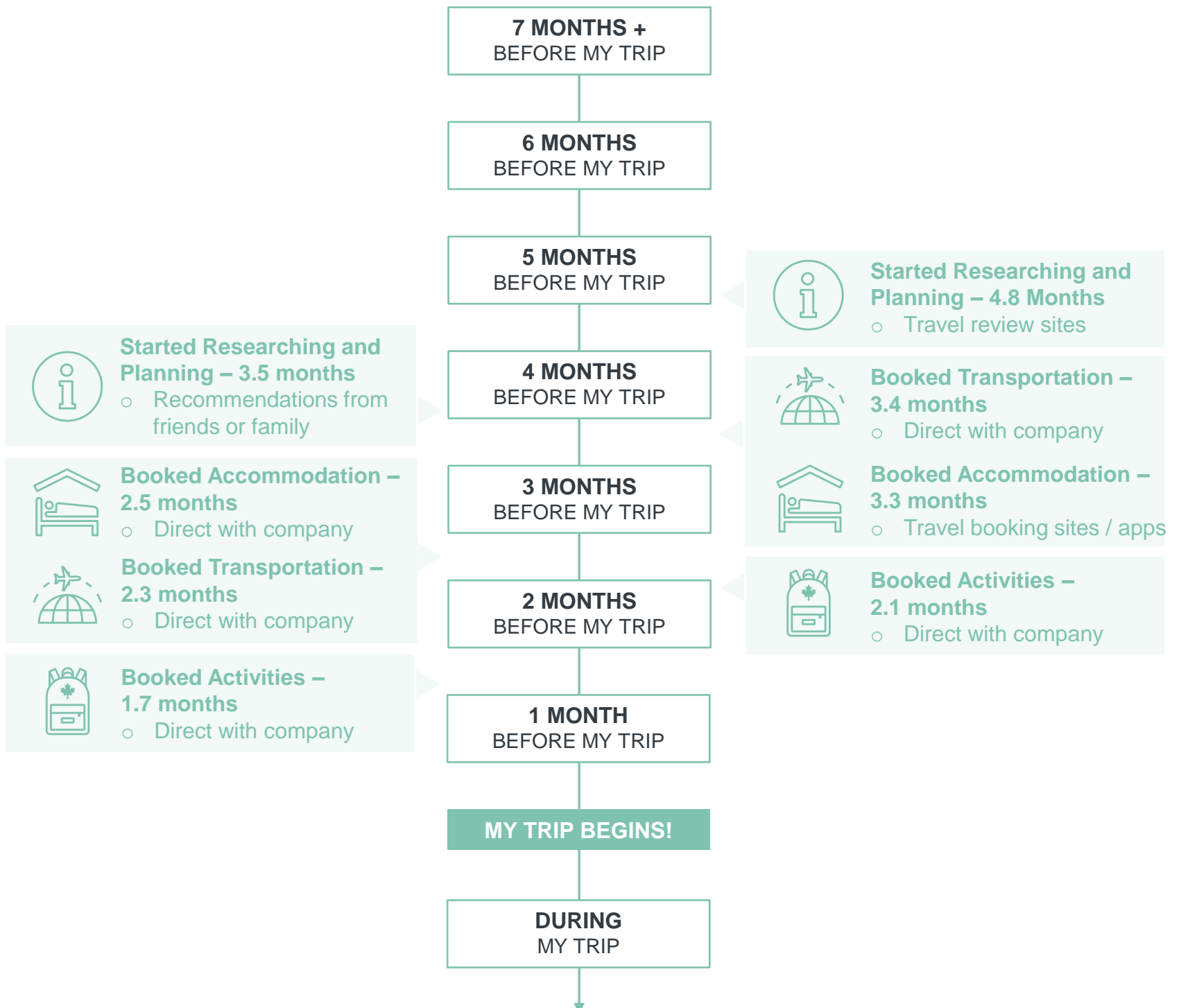
90 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

FLIGHT OF
0–3 HOURS / NO FLIGHT

FLIGHT OF
3–7 HOURS





CITY TRIPPERS

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

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

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

21% ¹⁵⁹ INDEX SCORE



TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only		29%
	Extended Family		23%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
	Local restaurants		52%
ACTIVITIES	Bars and pubs		30%
	Famous shopping centres / areas		19%
	KEY BEHAVIOURS		
City trip with partner and friends, famous attractions and experiencing nightlife			

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

15% ⁹⁶ INDEX SCORE



TRIP TYPE	Friends Trip		
DESTINATION TYPE	Beach Resort		11%
	Cultural Experience		10%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
	Local restaurants		45%
ACTIVITIES	Souvenir shopping		27%
	Clubs and dancing		19%
	KEY BEHAVIOURS		
More likely a beach resort, focus on getting outdoors, staying in a vacation rental			

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

31% ¹³³ INDEX SCORE



TRIP TYPE	Couples Trip		
DESTINATION TYPE	Small Cities & Town		25%
	Beach Resort		16%
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Security
	Local restaurants		44%
ACTIVITIES	Souvenir shopping		16%
	Museums		12%
	KEY BEHAVIOURS		
Safe and reliable couples getaway to escape and relax			

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

15% ¹³³ INDEX SCORE



TRIP TYPE	Small Cities & Towns		
COMPANIONS	Couple Only		52%
	Alone		22%
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
	Souvenir shopping		13%
ACTIVITIES	Cafes or bakeries		11%
	Nature walks		9%
	KEY BEHAVIOURS		
Budget-friendly trip to stay with friends and spend time together			



CITY TRIPPERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- We primarily visit Canada in the summer, but there is opportunity to encourage fall travel.
- More than half are considerers but not necessarily in the next 2 years.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
CITY TRIPPERS	10%	20%	62%	25%
VS. TOTAL MARKET	14%	24%	58%	25%

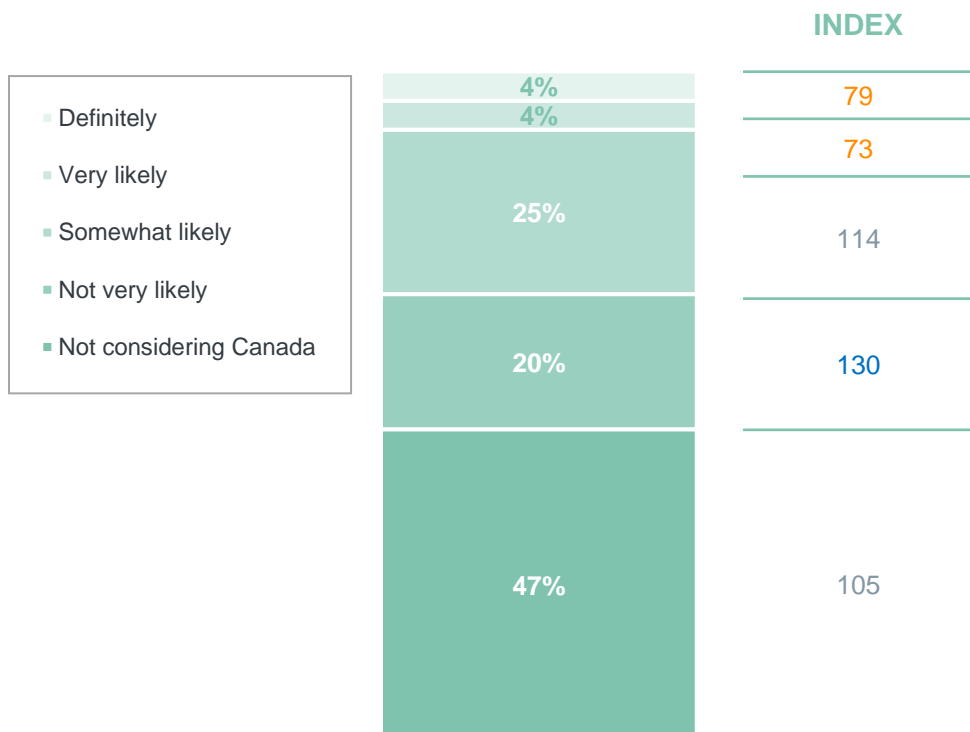
15%

Been to Canada in last 5 years

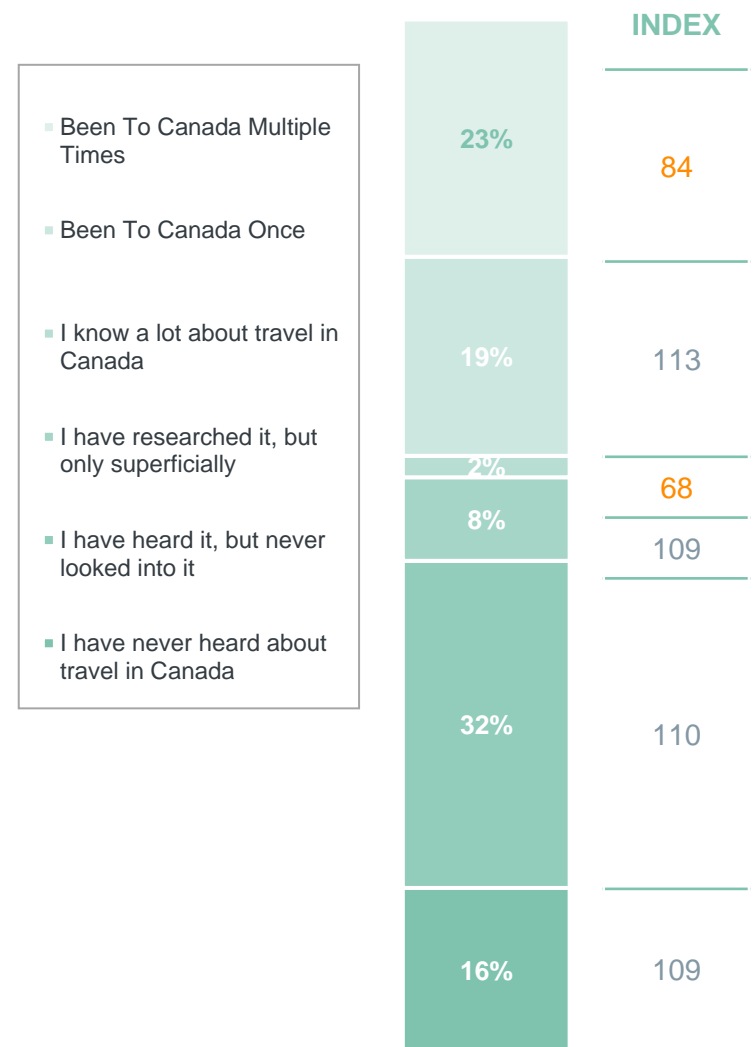
83 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



FAMILIARITY WITH CANADA





CITY TRIPPERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL



OVERALL INSIGHT

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



MAJOR LIFE EVENTS IN LAST 5 YEARS

4%

Had a child

91 INDEX SCORE

31%

Started a new job / career

123 INDEX SCORE

18%

Bought a new home

112 INDEX SCORE

18%

Moved to a new city

108 INDEX SCORE

5%

Child started school

93 INDEX SCORE

41%

Purchased a car

91 INDEX SCORE

12%

Retired

110 INDEX SCORE

16%

Renovated house

90 INDEX SCORE



NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Travel	57%	98
Experiences (e.g., concerts, events).	49%	140
Savings and investments	47%	82
Personal care and wellness	38%	96
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	38%	99
Fashion and accessories	25%	134



CITY TRIPPERS

FIND US ONLINE – META VARIABLES



TOP PUBLICATIONS

	SCORE	INDEX
CNN	29%	88
The New York Times	29%	85
The Washington Post	18%	79
USA Today	16%	81
The Wall Street Journal	15%	80
Forbes	12%	84
AARP	10%	84
National Geographic	8%	64
Time	7%	74
Vogue	7%	94
Financial Times	5%	59
Elle	2%	89
Harper's Bazaar	1%	48
Thrillist	1%	72
Atlas Obscura	1%	35
Outside	1%	66
Saveur	1%	60
UPROX	1%	55
Sunset	1%	24



TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	76%	108
Facebook	70%	105
Instagram	60%	108
TikTok	37%	111
Twitter (now X)	34%	102
Threads	9%	76



TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	13%	90
Booking.com	11%	87
AirBnb	11%	87
American Express	11%	73
TripAdvisor	9%	83
Marriott Bonvoy	7%	83
VRBO	4%	87
Kayak	3%	69

SOURCE: GTRP 2024

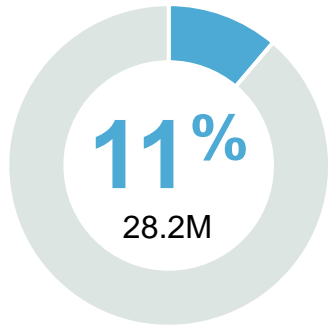
This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024



SIMPLICITY LOVERS

PSYCHOGRAPHICS – SUMMARY



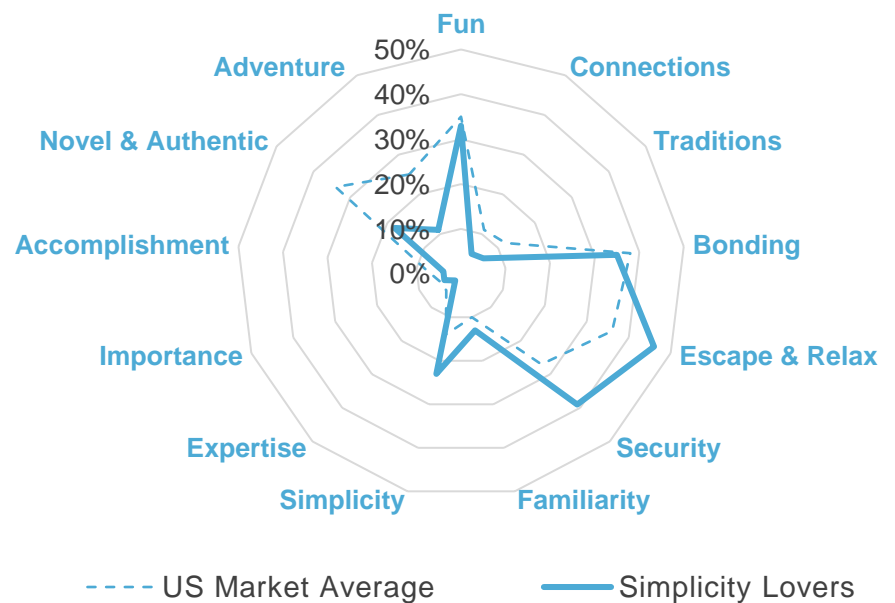
% OF US POPULATION

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 with a small-town feel.
- 2** We like to take it slow, with low impact activities.
- 3** Loyal to regular destinations, we are creatures of habit who favor simplicity and serenity over glitz, glamour, and cultural immersion.
- 4** While we mostly travel within the USA, if we enjoy a Canadian trip, we'll likely return during slower periods.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

72

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

73

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 over trending hotspots and cultural immersion.
- Travel is a needed escape, we meander at our own pace, content to leave 'must-see' attractions unchecked.



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I prefer relying on traditional travel resources for planning	91%	138
I generally only choose destinations with comfortable climate and weather conditions	87%	130
I'm not influenced by social media content when it comes to travel	87%	149
Quiet, relaxed experiences are how I take care of myself on vacation	86%	149
I don't generally seek out luxury experiences while travelling	86%	125
I generally avoid places that are challenging or difficult to reach	78%	137
I generally don't try to learn local languages	77%	128
I prefer wandering around without a set agenda, even if that means missing some "famous" sites	70%	144
I generally prefer to go back to the same destinations on holiday	62%	152
I travel when I need to	60%	151
I seek out destinations that offer quiet opportunities for deep self-reflection	60%	138
I don't consider travel to be an important milestone of growing up	45%	152
You can get to know a country without experiencing its culture	39%	143



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To just enjoy myself and have fun	68%	116
To feel safe and secure	56%	148
To find much-needed time to relax	52%	129
To enjoy simple, straightforward travel	34%	153
To be familiar with my surroundings	17%	131
To feel confident travel with no surprises	14%	149



DESIRED DESTINATION

	SCORE	INDEX
Relaxed	78%	140
Safe	73%	128
Peaceful	67%	149
Reliable	39%	147
Familiar	32%	151
Practical	30%	150



SIMPLICITY LOVERS

OUR DEMOGRAPHICS



OVERALL INSIGHT

- We are generally aged 55+.
- Retired or enjoying the later years of careers.
- Our monthly incomes are lower due to retirement, but our overall net worth is more comfortable.



AGE

	SCORE	INDEX
18-34	7%	59
35-54	25%	84
55+	68%	134
MEAN YEARS	59.8	139



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	26%	122
>\$70K to \$275K	64%	78
More than \$275K	6%	77
Refused	5%	119



EMPLOYMENT

	SCORE	INDEX
Employed FT	36%	61
Employed PT	6%	54
Self-employed	3%	73
Retired	44%	136



EDUCATION

	SCORE	INDEX
Primary education or less	0%	84
Secondary education	37%	134
Post-secondary education	64%	66



60%

76 Have a valid passport



GENDER

49%

89 Male

50%

109 Female

1%

136 Non-binary / Other



HOUSEHOLD

9%

86 Children <18 Living At Home*

11%

147 Children 18+ Living At Home*

45%

136 Children NOT Living At Home*

46%

98 No Children

* Option is not exclusive



US STATE BREAKOUT

	SCORE	INDEX
California	10%	87
Florida	8%	102
New York	6%	72
Texas	6%	76
Arizona	4%	135
Illinois	4%	96

	SCORE	INDEX
Pennsylvania	4%	100
Washington	4%	127
North Carolina	4%	120
Ohio	3%	103
Tennessee	3%	124
Georgia	3%	95



SIMPLICITY LOVERS

OUR BEHAVIOURS – TRAVEL HABITS



TRAVEL TRADE INDEX: NON-GROUP

72

TRAVEL TRADE INDEX: GROUP

68

! KEY terminology on this page

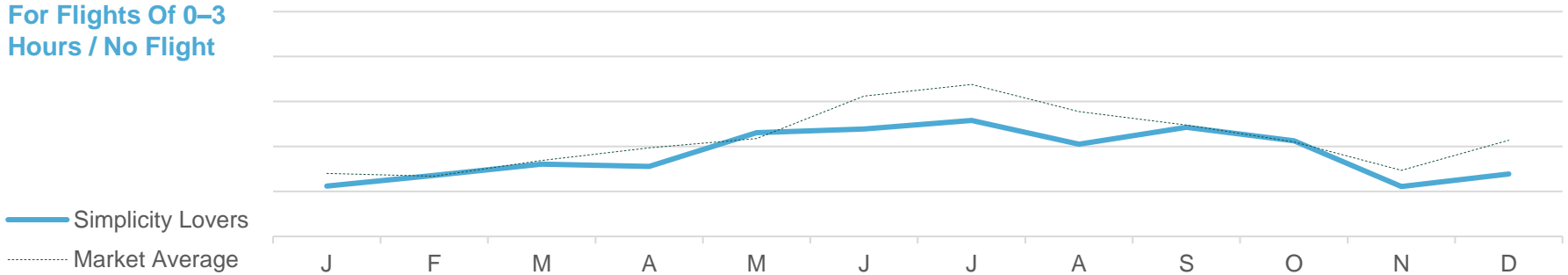
- **TRAVEL TRADE INDEX – NON-GROUP** – The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).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

For additional definitions see [Glossary](#)

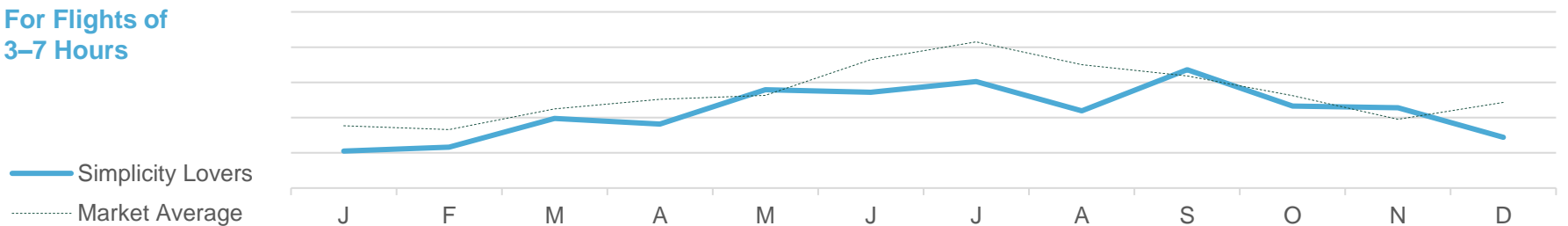


TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

INDEX

1-2 Days	38%	55
3-5 Days	21%	55
1 Week Holiday	10%	71
2 Weeks Holiday	5%	82
3 Weeks Or More	2%	80

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

Domestic Leisure	50%	60
International Leisure	3%	73
Business Trip	4%	69
Added Personal To Business	2%	72
Worked During Vacation	2%	71

Incidence is frequency of 2+ times per year



SIMPLICITY LOVERS

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	57%	112
Friend's or family's place	35%	131
Premium Hotel	20%	84
Vacation Rental (e.g., Airbnb, Vrbo)	16%	76
Budget Hotel	9%	101
All-inclusive resort	7%	82



THOUGHTS ON INDIGENOUS TRAVEL

28%

65 INDEX SCORE

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

4%

70 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	61%	57
I really want to learn about the history of the destinations I visit	56%	75
I'm open to travelling to destinations with limited tourist infrastructure	45%	94
I like to explore places that are off the beaten path and less explored	40%	78
I'm willing to put in the effort while travelling in order to see lesser-known places	29%	61
I'm open to visiting destinations with challenging climates or weather conditions	13%	70



SIMPLICITY LOVERS

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

- We travel primarily with our partner or spouse.
- Our budgets are fairly conservative.



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	64%	110
Adult relatives	26%	106
Solo	15%	97
Kids	9%	90
Friends	8%	73



BUDGET

AVERAGE SPEND SHORT-HAUL

\$1,120 75 INDEX SCORE

AVERAGE SPEND MID-HAUL

\$2,040 75 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	40%	81
I consider the impact that I personally have on the destinations I visit	31%	80
It's important to me that I visit somewhere that is open to diversity and inclusion	25%	74
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	17%	77
Hearing from underrepresented communities is an important part of travelling	14%	78

18%

PRIORITIZE SUSTAINABLE TRAVEL

76 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



SIMPLICITY LOVERS

OUR BEHAVIOURS – TRAVEL ACTIVITIES



OVERALL INSIGHT

- Our activities are low-impact and primarily include dining and shopping.
- We like to get outside for walks and may take in a museum or art gallery.



TOP DESIRED TRAVEL ACTIVITIES

	SCORE	INDEX
Local cuisine	46%	92
○ Local restaurants	42%	94
○ Cafes or bakeries	18%	79
○ Breweries	7%	63
Shopping	36%	99
○ Souvenir shopping	18%	88
○ Outdoor markets	15%	87
Nature experiences	42%	98
○ Nature walks	21%	90
○ Oceanside beaches	22%	101
Cultural experiences or attractions	39%	71
○ Museums	28%	72
○ Historical or archeological sites	22%	79
Casual sports	14%	94
○ Golfing	7%	116
○ Fishing	5%	94
Family-focused attractions	35%	99
Festivals and events	21%	73
Nightlife	5%	67
Guided tours	18%	75
Water-based sports	8%	78
Overnight experiences	19%	80
Health and wellness	11%	72



SIMPLICITY LOVERS

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To relax and unwind	77%	136	73%	134
To escape from routine	60%	139	53%	138
To spend time with family	58%	108	53%	109
To have fun with friends	30%	109	30%	110
For adventure and excitement	16%	59	20%	65
For a romantic getaway	15%	129	12%	87
To check off dream travel places	11%	67	12%	56
To seek solitude and isolation	8%	116	11%	134
For personal reflection and growth	7%	88	5%	75



EXTERNAL TRIP TRIGGERS

	SCORE	INDEX	SCORE	INDEX
Partner / spouse wanted to go	56%	110	50%	99
Visiting friends / family	51%	128	37%	63
Family / friends wanted to go	26%	79	24%	65
Special event (e.g., wedding, reunion)	26%	80	23%	62
Festival or event	13%	70	12%	63
Kids wanted to go	8%	90	7%	88

13% 85
INDEX SCORE

Travel aligns with children’s school schedule

15% 62
INDEX SCORE

Take time off for vacation during major holidays

16% 81
INDEX SCORE

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



SIMPLICITY LOVERS

OUR BEHAVIOURS – HOW WE PLAN



OVERALL INSIGHT

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

51%

Primary Trip Planner

71

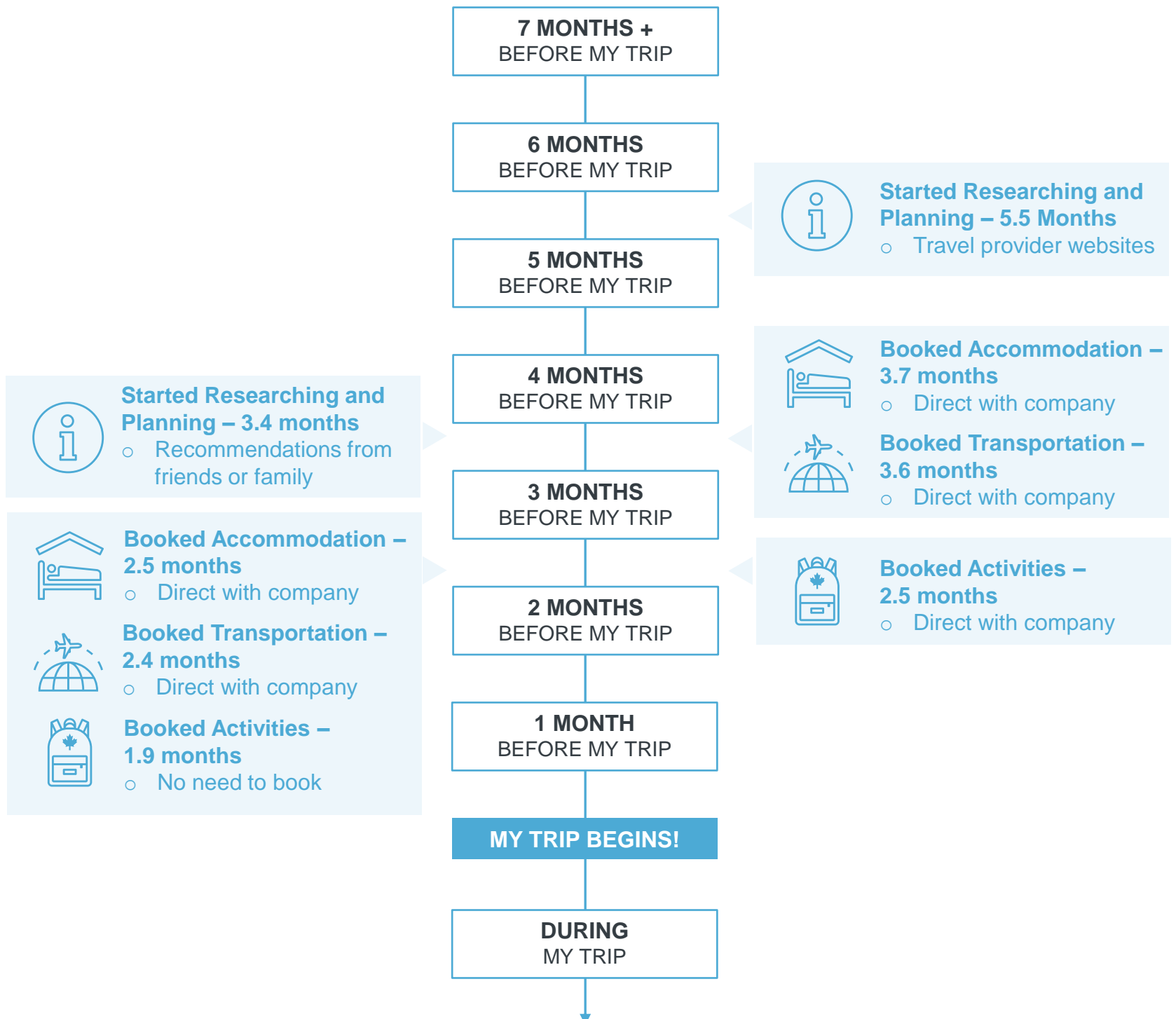
INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

FLIGHT OF
0–3 HOURS / NO FLIGHT

FLIGHT OF
3–7 HOURS





SIMPLICITY LOVERS

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

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

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

48% ¹⁴⁵ INDEX SCORE



TRIP TYPE	Couples Trip		
DESTINATION TYPE	Small Cities & Town	25%	
	Beach Resort	16%	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
	Local restaurants 44%		
	Souvenir shopping 16%		
ACTIVITIES	Museums 12%		
	KEY BEHAVIOURS: Seeking mild climate to relax. Moderate budget, staying in a hotel		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

22% ¹⁵⁸ INDEX SCORE



TRIP TYPE	Small Cities & Towns		
COMPANIONS	Couple Only	52%	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Security
	Local restaurants 41%		
	Souvenir shopping 13%		
ACTIVITIES	Cafes or bakeries 11%		
	KEY BEHAVIOURS: Want to avoid crowds, likely a return visit to a reliable destination		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

12% ¹²⁰ INDEX SCORE



TRIP TYPE	Suburban Experience		
COMPANIONS	Alone	25%	
	Extended Family	21%	
TRIP EMOTIONAL MOTIVATIONS	Fun	Security	Escape & Relax
	Local restaurants 41%		
	Zoos or aquariums 14%		
ACTIVITIES	Famous shopping centres / areas 9%		
	KEY BEHAVIOURS: Likely visiting friends, which drives the destination choice		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

15% ¹³¹ INDEX SCORE



TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	29%	
	Extended Family	23%	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
	Local restaurants 52%		
	Bars and pubs 30%		
ACTIVITIES	Museums 25%		
	KEY BEHAVIOURS: Trip with friends to explore a familiar city, dine out, and have fun		



SIMPLICITY LOVERS

OUR BEHAVIOURS – WHERE WE GO



OVERALL INSIGHT

- Our preferred destinations are affordable, accessible, not-too crowded, and have pleasant weather.
- We take a couple shorter trips a year, almost always in the US.



WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
US	80%	127	UK	1%	75
Mexico	5%	121	Turks & Caicos Islands	1%	128
Bahamas	2%	129	Cayman Islands	1%	126
Canada	2%	75			
Aruba	1%	114			



WHERE DO WE WANT TO GO



DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is not too expensive	70%	131
Is easy to travel to	64%	139
Isn't too crowded	62%	148
Is easy to travel around once there	61%	129
Has a mild and pleasant climate	53%	138
Language is not a barrier	42%	143
Provides a sense of personal safety	41%	130
Doesn't take too long to get there	39%	146



SIMPLICITY LOVERS

OUR BEHAVIOURS – THOUGHTS ON CANADA



OVERALL INSIGHT

- Since we generally stay in the USA, we probably haven't been to Canada before.
- Trips to date have taken us to the common destinations, as well as the East Coast and sometimes even the Yukon.
- Possible future visits could include Vancouver, Toronto, Banff, with some interest in Quebec.

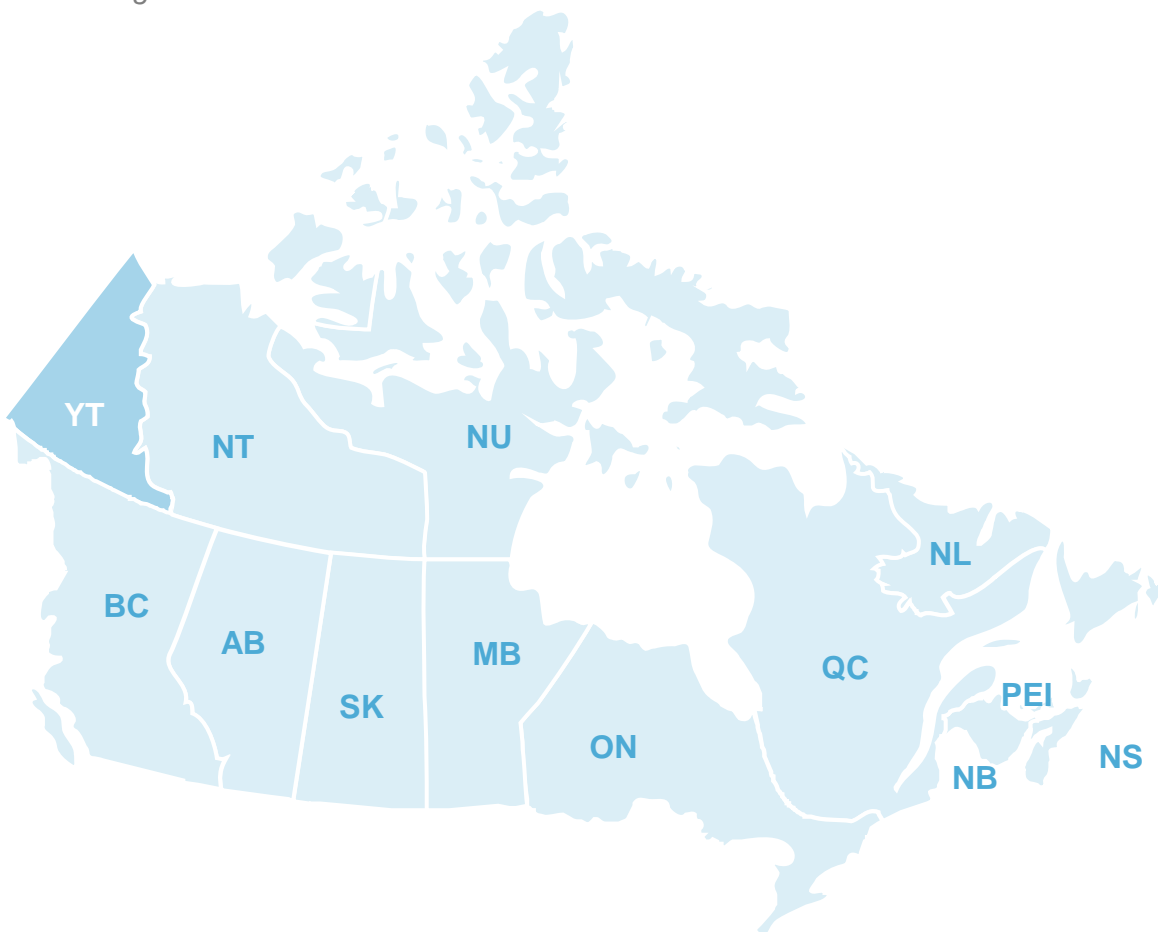


WHERE DO WE WANT TO GO IN CANADA



PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	13%	91
BC	37%	110
MB	5%	86
NB	8%	99
NL	4%	92
NS	13%	107
NT	3%	94
NU	0%	75
ON	46%	99
PEI	6%	102
QC	27%	88
SK	3%	82
YT	4%	122



SIMPLICITY LOVERS

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- Those of us who have visited, have been in the spring, summer, and early fall.
- Some of us have visited, likely only once.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
SIMPLICITY LOVERS	7%	23%	65%	24%
VS. TOTAL MARKET	14%	24%	58%	25%

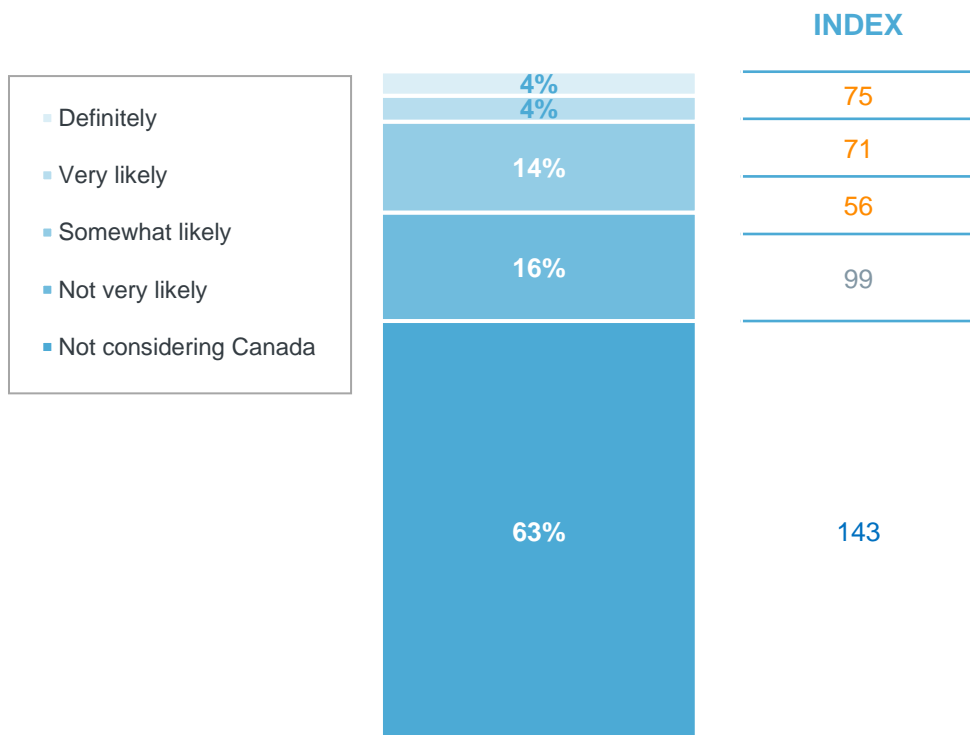
12%

Been to Canada in last 5 years

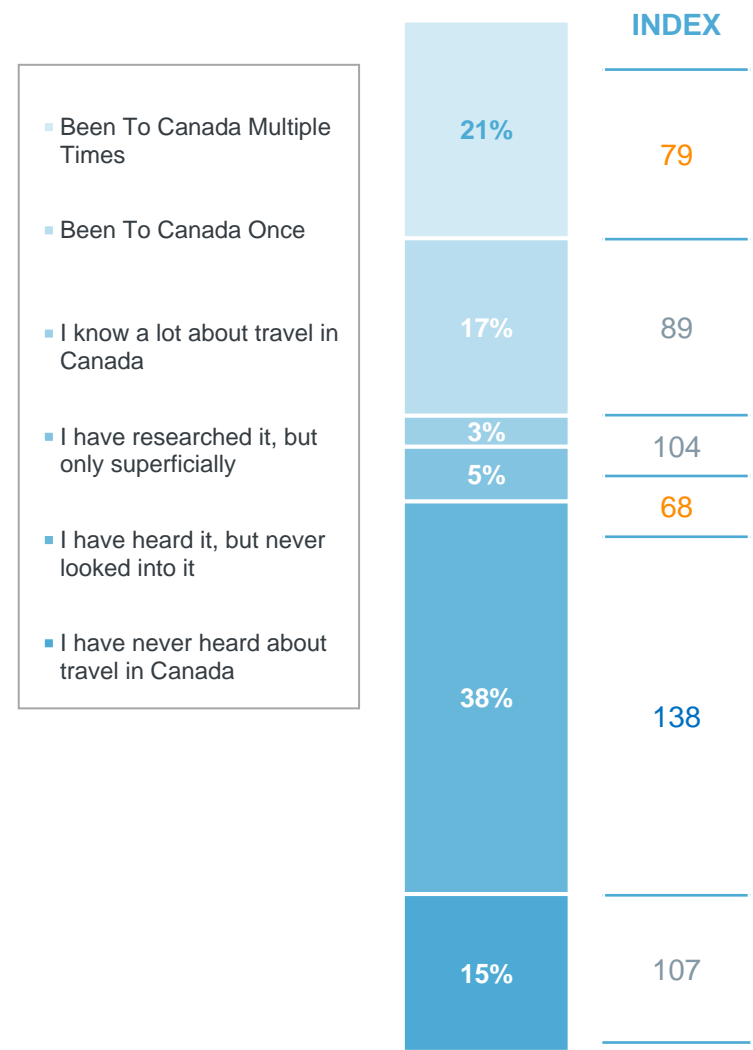
71 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



FAMILIARITY WITH CANADA





SIMPLICITY LOVERS

OUR BEHAVIOURS – LIFE OUTSIDE TRAVEL



OVERALL INSIGHT

- In our retirement we are prioritizing our spending on our hobbies and charities that are important to us.
- While many of us are retired, some of us have entered this life stage recently.



MAJOR LIFE EVENTS IN LAST 5 YEARS

1%

Had a child

85 INDEX SCORE

13%

Started a new job / career

52 INDEX SCORE

10%

Bought a new home

68 INDEX SCORE

12%

Moved to a new city

58 INDEX SCORE

2%

Child started school

89 INDEX SCORE

38%

Purchased a car

70 INDEX SCORE

14%

Retired

124 INDEX SCORE

13%

Renovated house

78 INDEX SCORE



NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Savings and investments	62%	149
Travel	51%	79
Personal care and wellness	42%	123
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	38%	102
Experiences (e.g., concerts, events).	26%	58
Home and decor	22%	128



SIMPLICITY LOVERS

FIND US ONLINE – META VARIABLES



TOP PUBLICATIONS

	SCORE	INDEX
CNN	21%	62
The New York Times	19%	57
AARP	18%	146
The Washington Post	15%	62
USA Today	14%	69
The Wall Street Journal	12%	64
National Geographic	7%	61
Forbes	7%	49
Time	6%	65
Vogue	3%	42
Financial Times	3%	33
Harper's Bazaar	1%	51
Elle	1%	58
Atlas Obscura	1%	25
Sunset	1%	33
Thrillist	1%	30
Saveur	0%	22
Outside	0%	18



TOP SOCIAL PLATFORMS

	SCORE	INDEX
YouTube	60%	85
Facebook	60%	89
Instagram	40%	72
Twitter (now X)	18%	55
TikTok	17%	51
Threads	6%	49



TOP TRAVEL PLATFORMS

	SCORE	INDEX
Expedia	11%	74
American Express	10%	67
Booking.com	7%	54
Marriott Bonvoy	7%	94
AirBnb	5%	36
TripAdvisor	5%	49
Kayak	4%	85
VRBO	3%	79

SOURCE: GTRP 2024

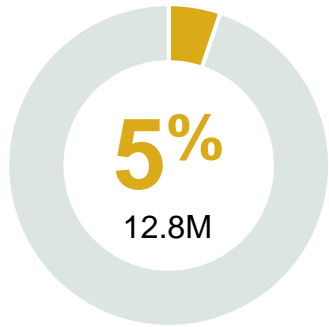
This media profiling comes from usage of the long-form Segmentation Typing Tool in Destination Canada's 2024/2025 Global Traveller Research Program custom survey.

Date: December 2024



FUN & SUN FAMILIES

PSYCHOGRAPHICS – SUMMARY



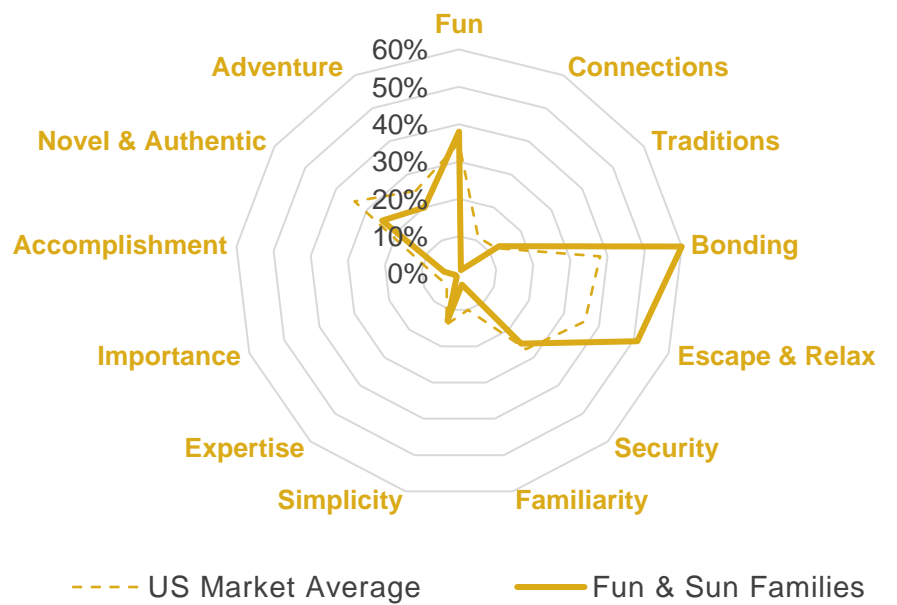
% OF US POPULATION

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, even if luxury is within reach.
- 2** Our trips are escapes from everyday life, focusing on creating lasting memories through fun and simple activities.
- 3** We plan our annual vacation months in advance, relying on review sites, videos, and travel professionals.
- 4** While we mostly travel within the USA, we dream of Hawaiian beaches and have some interest in Canadian hotspots.

EMOTIONAL TRAVEL MOTIVATIONS MAP



TRAVELLER RESPONSIBLE INDEX

77

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 value, convenience, and relaxation, we choose popular, easily accessible hotspots.
- We focus on the present moment, creating lasting memories through shared experiences.



TRAVEL VALUES & ATTITUDES

	SCORE	INDEX
I prefer planning my trips independently and don't consult travel agencies	90%	122
I generally only choose destinations with comfortable climate and weather conditions	85%	127
I don't generally seek out luxury experiences while travelling	83%	120
I will generally not pay more or go out of my way to make eco-friendly choices when travelling	83%	123
I prefer booking flights and accommodations well in advance	82%	126
I prefer destinations with lots of distractions and things to do	76%	122
I generally avoid places that are challenging or difficult to reach	73%	128
I generally don't think much on the impact that I personally have on the destinations I visit	73%	126
I tend to choose a destination to visit based off value for money	71%	143
I will generally not go out of my way to buy local when travelling	68%	135
I generally stick to the most popular areas when I visit somewhere	62%	125
While travelling I generally stick to places that are direct and convenient to get to	61%	122
I'm more interested in the present and don't focus much on the history of where I visit	46%	129



EMOTIONAL MOTIVATIONS

	SCORE	INDEX
To share quality time with others	71%	149
To just enjoy myself and have fun	68%	115
To escape the demands of everyday life	57%	138
To find much-needed time to relax	56%	137
To bond through shared experiences	50%	144
To let loose and forget about day-to-day life	36%	126



DESIRED DESTINATION

	SCORE	INDEX
Fun	72%	130
Safe	71%	124
Relaxed	70%	129
Friendly	67%	129
Peaceful	53%	120
Familiar	18%	112



FUN & SUN FAMILIES

OUR DEMOGRAPHICS



OVERALL INSIGHT

- We likely have more than one child, spanning a range of ages.
- We are more likely to be female.
- We earn a middle-class income, and don't have a post-secondary education.



AGE

	SCORE	INDEX
18-34	27%	99
35-54	58%	152
55+	16%	71
MEAN YEARS	42.7	78



HH INCOME (CAD)

	SCORE	INDEX
\$70K or less	18%	86
>\$70K to \$275K	70%	131
More than \$275K	7%	88
Refused	5%	131



EMPLOYMENT

	SCORE	INDEX
Employed FT	54%	108
Employed PT	10%	130
Self-employed	6%	131
Retired	8%	70



EDUCATION

	SCORE	INDEX
Primary education or less	0%	148
Secondary education	32%	120
Post-secondary education	67%	79



53%

60 Have a valid passport



GENDER

38%

55 Male

61%

145 Female

1%

91 Non-binary / Other



HOUSEHOLD

81%

142 Children <18 Living At Home*

8%

95 Children 18+ Living At Home*

9%

72 Children NOT Living At Home*

10%

57 No Children

* Option is not exclusive



US STATE BREAKOUT

	SCORE	INDEX
California	7%	62
Pennsylvania	7%	161
Florida	6%	51
Michigan	5%	143
New York	5%	61
Kentucky	5%	157

	SCORE	INDEX
Arizona	4%	137
Illinois	4%	104
Texas	4%	57
New Jersey	4%	140
Tennessee	4%	140
Ohio	3%	97



FUN & SUN FAMILIES

OUR BEHAVIOURS – TRAVEL HABITS



TRAVEL TRADE INDEX: NON-GROUP

80

TRAVEL TRADE INDEX: GROUP

69

! KEY terminology on this page

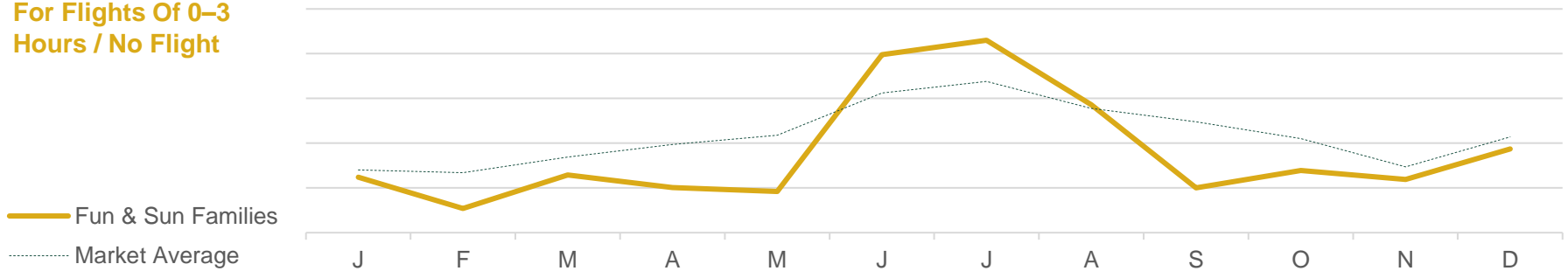
- **TRAVEL TRADE INDEX – NON-GROUP** – The propensity to utilize travel agent / operator assisted channels for free independent travel indexed against the rest of the market. Measured by examining behaviours on ideal & future trips. Does not include self-directed online travel agencies (e.g. Expedia).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

For additional definitions see [Glossary](#)

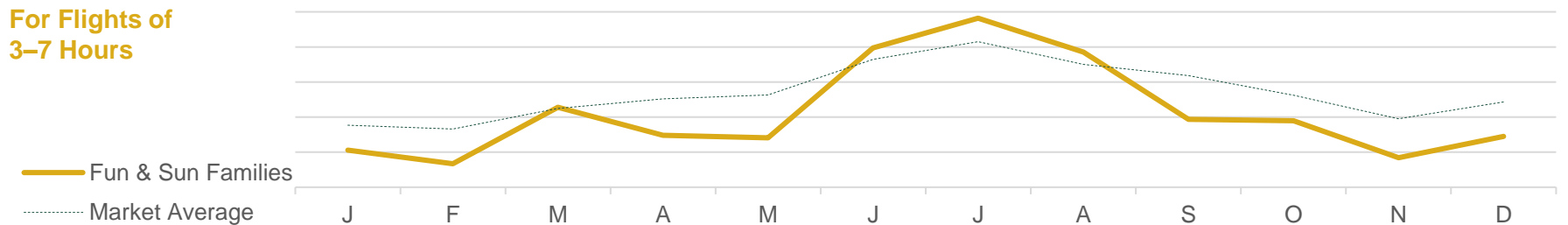


TYPICAL TRAVEL MONTHS

For Flights Of 0–3 Hours / No Flight



For Flights of 3–7 Hours



TRIP DURATION

INDEX

1-2 Days	49%	109
3-5 Days	27%	81
1 Week Holiday	9%	69
2 Weeks Holiday	2%	69
3 Weeks Or More	2%	77

Incidence is frequency of 2+ times per year



TRIP TYPE

INDEX

Domestic Leisure	53%	77
International Leisure	2%	71
Business Trip	8%	78
Added Personal To Business	3%	75
Worked During Vacation	3%	76

Incidence is frequency of 2+ times per year



FUN & SUN FAMILIES

OUR BEHAVIOURS – MORE TRAVEL HABITS



TYPICAL ACCOMMODATION

	SCORE	INDEX
Mid-priced Hotel	60%	120
Vacation Rental (e.g., Airbnb, Vrbo)	32%	141
Friend's or family's place	25%	93
Premium Hotel	22%	89
Budget Hotel	10%	110
All-inclusive resort	7%	83



THOUGHTS ON INDIGENOUS TRAVEL

36%

78 INDEX SCORE

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

4%

71 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	70%	87
I really want to learn about the history of the destinations I visit	54%	71
I'm open to travelling to destinations with limited tourist infrastructure	40%	81
I'm willing to put in the effort while travelling in order to see lesser-known places	40%	78
I like to explore places that are off the beaten path and less explored	38%	75
I'm open to visiting destinations with challenging climates or weather conditions	15%	73



FUN & SUN FAMILIES

OUR BEHAVIOURS – TRAVEL STYLE



OVERALL INSIGHT

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



TRAVEL COMPANIONS

	SCORE	INDEX
Spouse / Partner	75%	131
Kids	74%	149
Adult relatives	32%	138
Friends	9%	80
Solo	5%	65



BUDGET

AVERAGE SPEND (ALL TRIPS)

\$3,510

96
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	32%	65
It's important to me that I visit somewhere that is open to diversity and inclusion	30%	81
I consider the impact that I personally have on the destinations I visit	28%	74
I am committed to sustainable travel and actively take steps to minimize my impact on the environment when travelling	17%	77
Hearing from underrepresented communities is an important part of travelling	11%	74

23%

PRIORITIZE SUSTAINABLE TRAVEL

83 INDEX SCORE

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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



FUN & SUN FAMILIES

OUR BEHAVIOURS – TRAVEL ACTIVITIES















OVERALL INSIGHT

- Family focussed attractions are the #1 priority.
- With so many trips to beaches, much of our outdoor activity is spent swimming.



TOP DESIRED TRAVEL ACTIVITIES

		SCORE	INDEX
	Family-focused attractions	87%	154
○	Amusement parks or theme parks	63%	153
○	Zoos or aquariums	67%	154
○	Space or science centres	31%	148
	Shopping	40%	110
○	Souvenir shopping	30%	134
○	Visiting famous shopping centres or areas	21%	115
	Local cuisine	41%	81
○	Local restaurants	39%	88
○	Cafes or bakeries	19%	83
	Nature experiences	44%	102
○	Visiting nature parks or preserves	28%	113
○	Hiking	25%	109
	Cultural experiences or attractions	41%	74
○	Museums	29%	76
○	Visiting local monuments	23%	79
	Festivals and events	28%	88
	Water-based sports	13%	98
	Guided tours	18%	75
	Casual sports	12%	81
	Nightlife	8%	78
	Health and wellness	12%	78
	Overnight experiences	16%	64



FUN & SUN FAMILIES

OUR BEHAVIOURS – WHY WE TRAVEL



INTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
To spend time with family	89%	151	85%	154
To relax and unwind	71%	122	58%	103
To escape from routine	53%	119	46%	119
For adventure and excitement	30%	89	29%	85
To have fun with friends	18%	70	23%	86
To check off dream travel places	14%	82	16%	80
For a romantic getaway	8%	52	11%	83
To have memories from top travel spots	6%	83	9%	78
To learn through other cultures	3%	73	11%	70



EXTERNAL TRIP TRIGGERS

	TRIPS OF FLIGHTS OF 0–3 HOURS / NO FLIGHT		TRIPS OF FLIGHTS OF 3–7 HOURS	
	SCORE	INDEX	SCORE	INDEX
Kids wanted to go	70%	146	68%	144
Partner / spouse wanted to go	66%	136	65%	128
Family / friends wanted to go	51%	139	45%	135
Visiting friends / family	39%	56	41%	80
Special event (e.g., wedding, reunion)	25%	77	27%	87
Festival or event	15%	76	13%	65

65% 147
INDEX SCORE

Travel aligns with children’s school schedule

34% 110
INDEX SCORE

Take time off for vacation during major holidays

24% 115
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 well in advance - thinking about it at least 4-6 months in advance.

47%

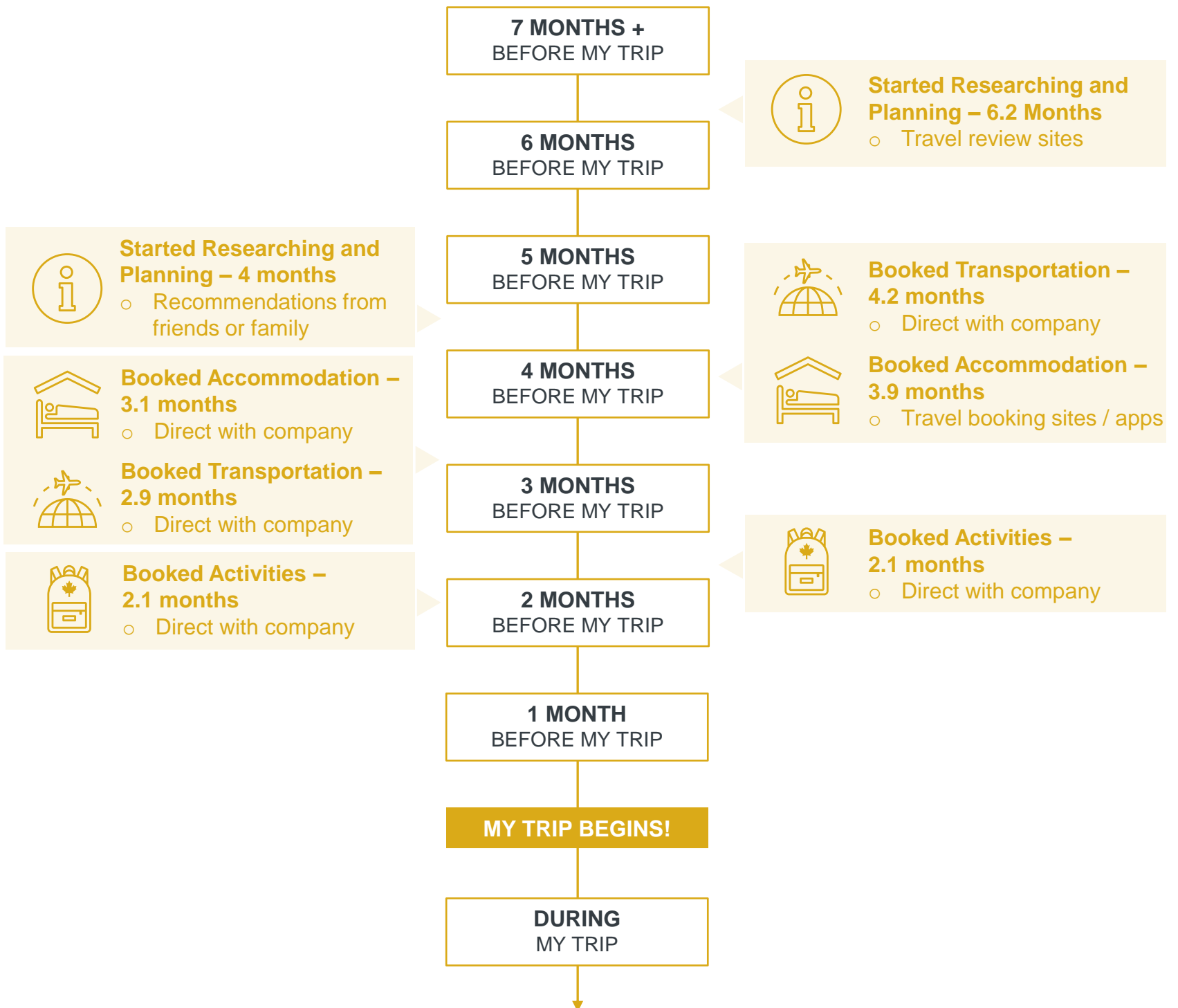
Primary Trip Planner

63
INDEX SCORE

- ! **KEY** terminology on this page (for additional details and definitions see [Glossary](#))
 - **PRIMARY TRIP PLANNER** – The individual who makes all leisure travel decisions, including destination, accommodation, transportation, and activities, either independently or by leading most decisions. Those not in this role usually share decision-making with travel partners, contributing collaboratively to the planning.

FLIGHT OF
0-3 HOURS / NO FLIGHT

FLIGHT OF
3-7 HOURS





FUN & SUN FAMILIES

OUR BEHAVIOURS – TRIP TYPES



OVERALL INSIGHT

- Our top trips feature beaches and destinations known for family attractions.
- We sometimes take couples trips like City Trippers.

! KEY terminology on this page (for additional details and definitions see [Glossary](#))

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

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

21% 162
INDEX SCORE



TRIP TYPE	Beach Resort		
COMPANIONS	Nuclear Family With Kids	52%	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Escape & Relax
ACTIVITIES	Local restaurants	41%	
	Souvenir shopping	36%	
	Swimming	21%	
KEY BEHAVIOURS	Planned in advance, vacation rental or all-inclusive, relaxed destination		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

46% 142
INDEX SCORE



TRIP TYPE	Family Trip		
DESTINATION TYPE	Adventure Destination	17%	
	Urban Centre	12%	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Local restaurants	32%	
	Amusement parks or theme parks	26%	
	Zoos or aquariums	26%	
KEY BEHAVIOURS	All about kids interests, famous kids attractions, lower budget		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

30% 118
INDEX SCORE



TRIP TYPE	Extended Family		
DESTINATION TYPE	Beach Resort	26%	
TRIP EMOTIONAL MOTIVATIONS	Bonding	Fun	Escape & Relax
ACTIVITIES	Souvenir shopping	31%	
	Local restaurants	31%	
	Nature parks or preserves	13%	
KEY BEHAVIOURS	Larger group, repeat destination, ease of travel important		

% OF TOTAL TRIPS

SEGMENT ALIGNMENT

14% 130
INDEX SCORE



TRIP TYPE	Urban Centre		
COMPANIONS	Couple Only	29%	
	Extended Family	23%	
TRIP EMOTIONAL MOTIVATIONS	Fun	Bonding	Novel & Authentic
ACTIVITIES	Local restaurants	52%	
	Bars and pubs	30%	
	Museums	25%	
KEY BEHAVIOURS	Exploring a city with friends. Slightly higher budget, dining out, taking in nightlife		



FUN & SUN FAMILIES

OUR BEHAVIOURS – WHERE WE GO



OVERALL INSIGHT

- Our preferred destinations are kid-friendly, easy to access, and offer packages to make our lives easier.
- Most of our travel is within the US, heading south in sunny Florida.



WHERE WE ARE GOING LATELY

	SCORE	INDEX		SCORE	INDEX
US	84%	134	UK	1%	73
Mexico	4%	94	Italy	1%	77
Aruba	2%	119	France	1%	74
Bahamas	1%	81	Spain	1%	82
Canada	1%	70	Jamaica	1%	108



WHERE DO WE WANT TO GO



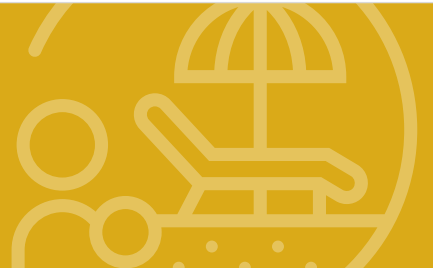
DESIRED DESTINATION FUNCTIONAL BENEFITS

	SCORE	INDEX
Is kid-friendly	79%	144
Is not too expensive	66%	126
Is easy to travel to	48%	115
Is easy to travel around once there	45%	104
Good connectivity (Wi-Fi, cell service, etc.)	31%	122
Doesn't take too long to get there	25%	116
Offers all-inclusive resort packages	13%	115
Has packaged holiday / vacation offers	10%	117



FUN & SUN FAMILIES

OUR BEHAVIOURS – THOUGHTS ON CANADA



OVERALL INSIGHT

- Since we generally stay in the USA, we probably haven't been to Canada before.
- We stick close to the border and are most familiar with Ontario.
- We are generally not planning a visit in the future, but if we do visit, we will be headed for Toronto or another popular city.



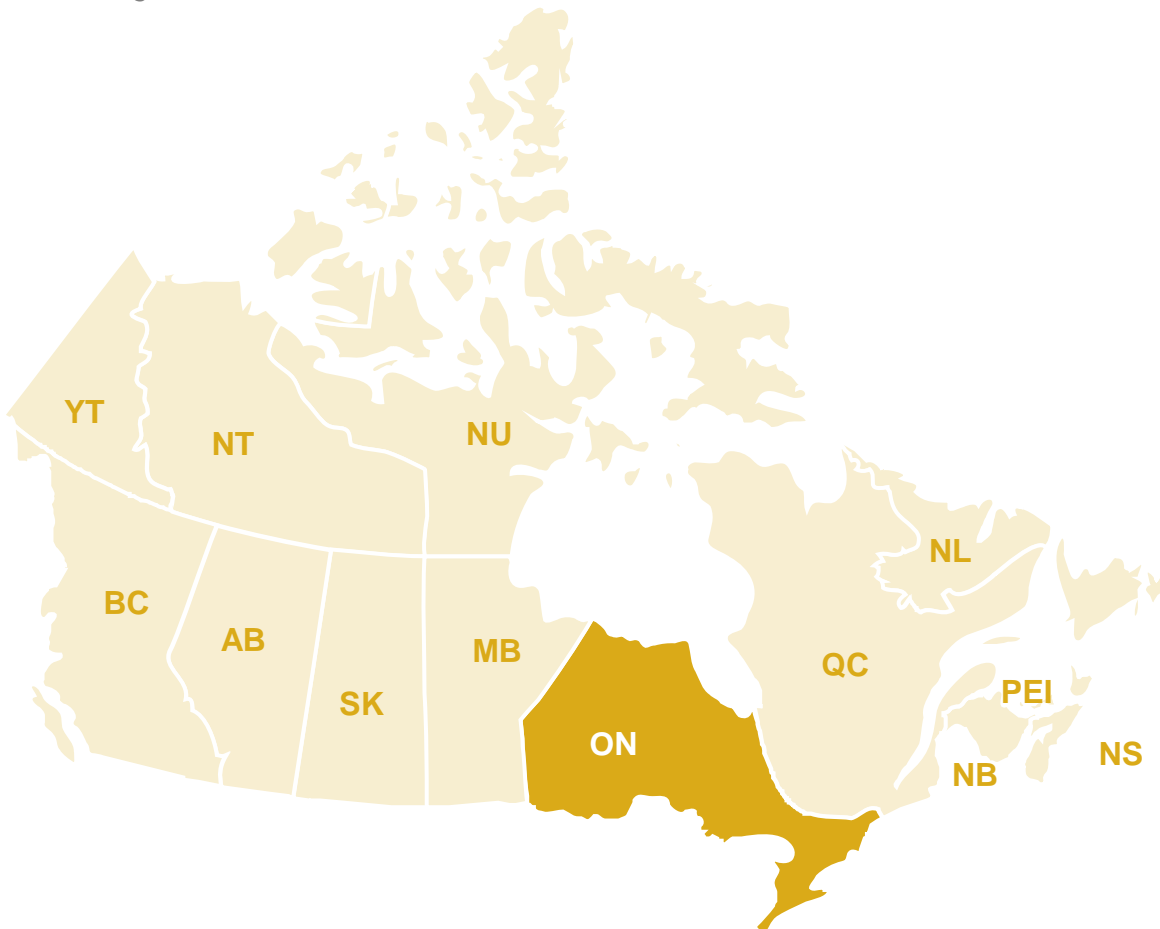
WHERE DO WE WANT TO GO IN CANADA

NIAGARA FALLS BANFF QUEBEC
 NOVA SCOTIA NEWFOUNDLAND HAWK JUNCTION
 ONTARIO **TORONTO** THEME PARKS
 MOUNTAINS BRITISH COLUMBIA
 CITY VANCOUVER MONTREAL



PROVINCES WE HAVE VISITED BEFORE

Amongst Prior Canada Travellers



PROVINCES	%	INDEX
AB	7%	67
BC	33%	94
MB	1%	59
NB	1%	57
NL	2%	73
NS	4%	56
NT	0%	62
NU	1%	87
ON	51%	133
PEI	1%	62
QC	23%	65
SK	1%	72
YT	3%	97



FUN & SUN FAMILIES

OUR BEHAVIOURS – MORE THOUGHTS ON CANADA



OVERALL INSIGHT

- Those of us who have visited, have tried it once for a summer vacation.
- We generally don't know a lot about what Canada has to offer for a vacation.



CANADA TRAVEL MONTHS ON A PAST TRIP

	WINTER (Dec-Feb)	SPRING (Mar-May)	SUMMER (Jun-Aug)	AUTUMN (Sept-Nov)
FUN & SUN FAMILIES	11%	17%	62%	19%
VS. TOTAL MARKET	14%	24%	58%	25%

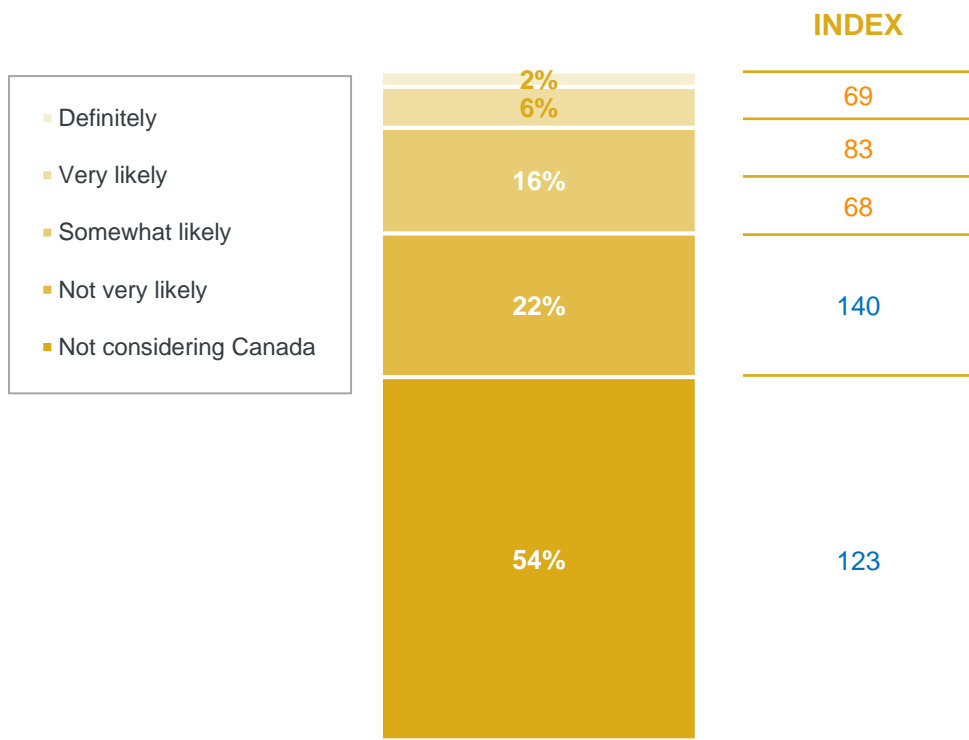
11%

Been to Canada in last 5 years

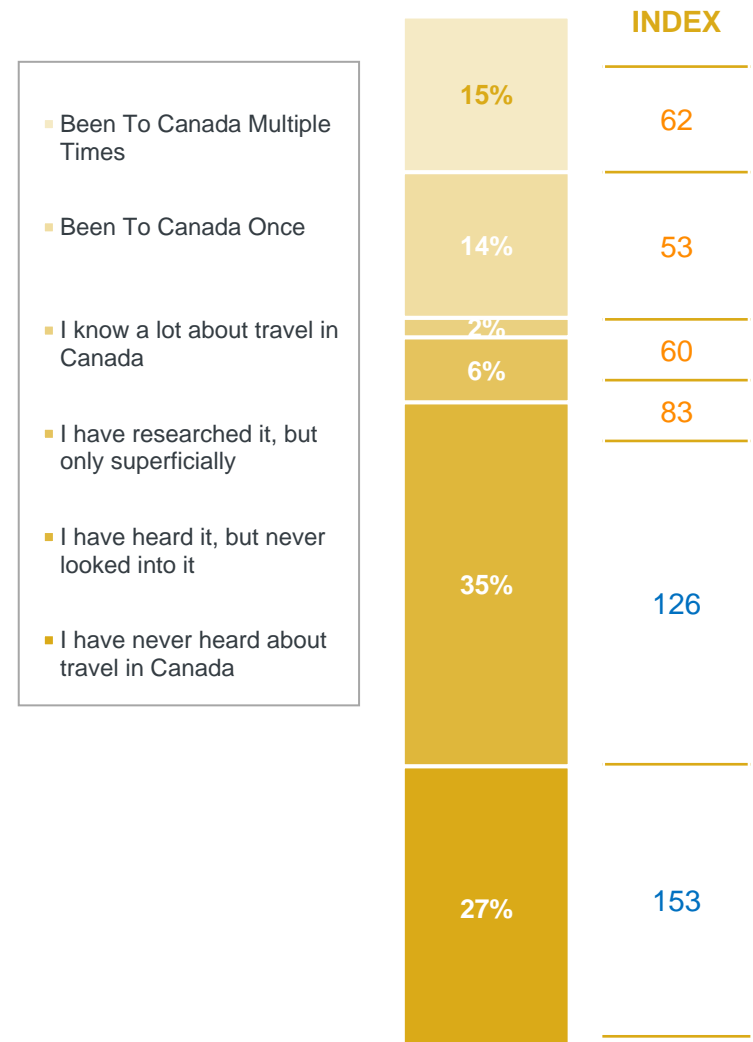
68 INDEX SCORE



LIKELIHOOD TO VISIT CANADA NEXT 2 YEARS



FAMILIARITY WITH CANADA





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 big items, like a home 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

28%

Had a child

149 INDEX SCORE

26%

Started a new job / career

106 INDEX SCORE

19%

Bought a new home

122 INDEX SCORE

15%

Moved to a new city

83 INDEX SCORE

32%

Child started school

143 INDEX SCORE

45%

Purchased a car

119 INDEX SCORE

5%

Retired

72 INDEX SCORE

16%

Renovated house

89 INDEX SCORE



NON-ESSENTIAL SPENDING PRIORITIES

	SCORE	INDEX
Savings and investments	52%	101
Travel	49%	74
Personal hobbies and interests (e.g., sports equipment, books, art supplies).	46%	135
Personal care and wellness	45%	146
Experiences (e.g., concerts, events).	41%	111
Home and decor	20%	113



FUN & SUN FAMILIES

FIND US ONLINE – META VARIABLES



TOP PUBLICATIONS

	SCORE	INDEX
The New York Times	28%	82
CNN	26%	77
The Washington Post	19%	79
USA Today	18%	89
The Wall Street Journal	17%	91
Forbes	12%	84
National Geographic	9%	74
Financial Times	9%	110
Vogue	7%	97
Time	4%	44
AARP	4%	35
Outside	2%	152
Harper's Bazaar	2%	92
Thrillist	2%	143
Atlas Obscura	2%	72
Elle	1%	52
UPROX	1%	110
Sunset	1%	27
Saveur	0%	24



TOP SOCIAL PLATFORMS

	SCORE	INDEX
Facebook	78%	116
YouTube	77%	110
Instagram	64%	115
TikTok	32%	96
Twitter (now X)	29%	87
Threads	7%	59



TOP TRAVEL PLATFORMS

	SCORE	INDEX
Booking.com	14%	112
American Express	12%	81
TripAdvisor	10%	97
AirBnb	9%	68
Expedia	9%	60
Marriott Bonvoy	5%	63
Kayak	3%	76
VRBO	3%	67

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.

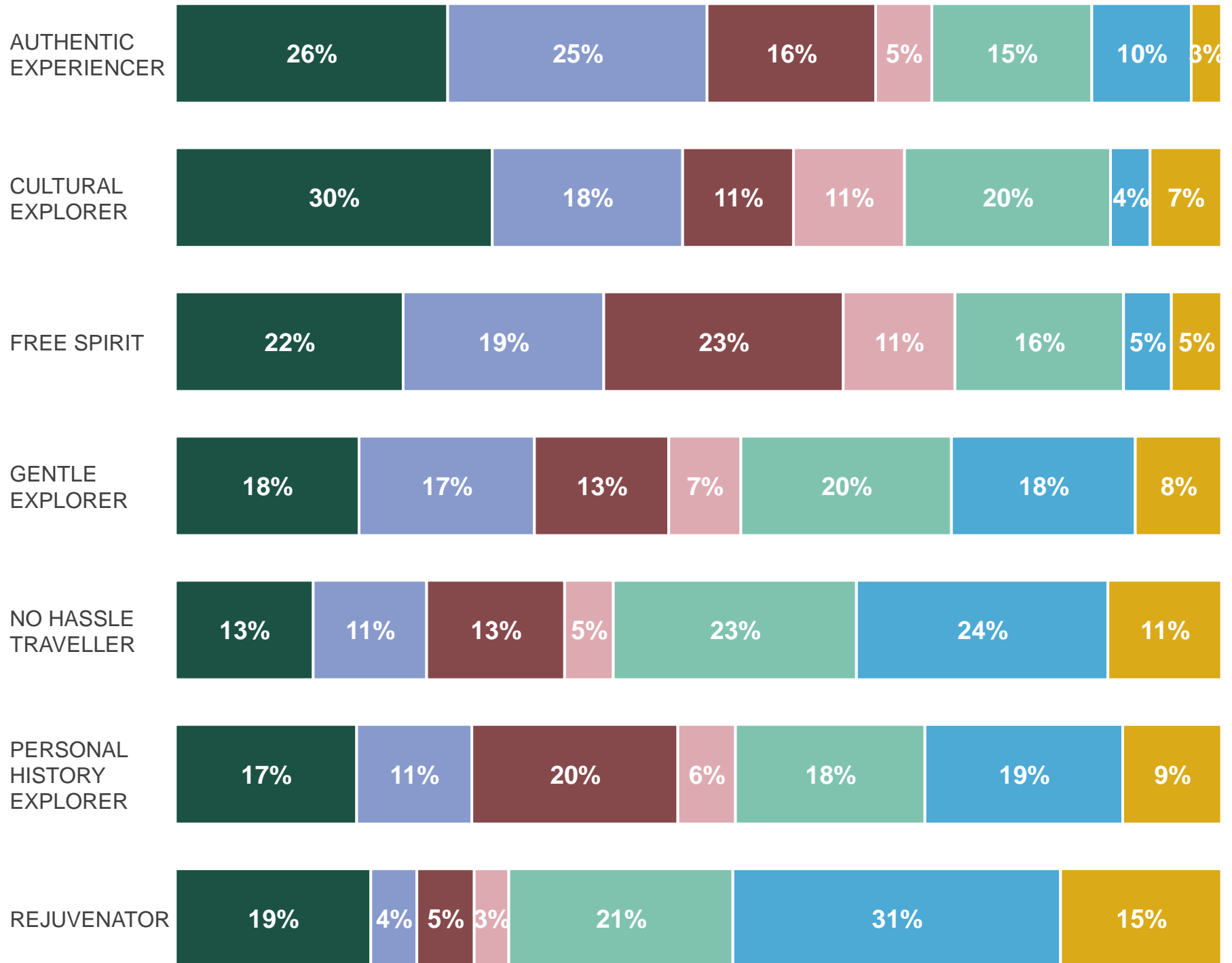
Date: December 2024



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.





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.	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To feel like I've accomplished something.</i> • <i>To push my limits and challenge myself.</i>
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.	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To have experiences I am proud to tell others about.</i> • <i>To feel a sense of adventure.</i>
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.	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To share quality time with others.</i> • <i>To bond and create lasting memories through shared experiences.</i>
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.	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To feel connected with new people.</i>
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.	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To escape the demands of everyday life.</i> • <i>To find much-needed time to relax.</i> • <i>To let loose and forget about day-to-day life.</i>



GLOSSARY

DETAILS AND DEFINITIONS



<p>EMOTIONAL TRAVEL MOTIVATION: EXPERTISE</p>	<p>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</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To feel like a travel expert.</i>
<p>EMOTIONAL TRAVEL MOTIVATION: FAMILIARITY</p>	<p>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.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To be familiar with my surroundings.</i> • <i>To feel like a local.</i>
<p>EMOTIONAL TRAVEL MOTIVATION: FUN</p>	<p>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.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To just enjoy myself and have fun.</i> • <i>To indulge myself and live in the moment.</i> • <i>To have a fun, social setting.</i>
<p>EMOTIONAL TRAVEL MOTIVATION: IMPORTANCE</p>	<p>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.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To feel like I'm important.</i>
<p>EMOTIONAL TRAVEL MOTIVATION: NOVEL & AUTHENTIC</p>	<p>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 originality in their journeys, immersing themselves in different cultures and engaging in genuine and authentic interactions.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To have authentic experiences.</i> • <i>To open my mind to new perspectives.</i> • <i>To explore and discover new things and places.</i>
<p>EMOTIONAL TRAVEL MOTIVATION: SECURITY</p>	<p>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.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To feel welcomed.</i> • <i>To feel safe and secure.</i>



GLOSSARY

DETAILS AND DEFINITIONS



<p>EMOTIONAL TRAVEL MOTIVATION: SIMPLICITY</p>	<p>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.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To enjoy the simplicity of easy, straightforward travel.</i> • <i>To feel confident of no surprises; I'll get exactly what I expected.</i>
<p>EMOTIONAL TRAVEL MOTIVATION: TRADITIONS</p>	<p>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.</p>	<p><i>Statement(s) included in the motivation:</i></p> <ul style="list-style-type: none"> • <i>To create new, or take part in old, traditions.</i>
<p>FUNCTIONAL BENEFITS</p>	<p>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</p>	
<p>NON-TRAVELLER</p>	<p>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.</p>	
<p>PRIMARY TRIP PLANNER</p>	<p>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.</p>	
<p>PRIORITIZE SUSTAINABLE TRAVEL</p>	<p>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.</p>	
<p>SEGMENT ALIGNMENT</p>	<p>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</p>	
<p>SHORT / MID / LONG HAUL</p>	<p>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</p>	



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).