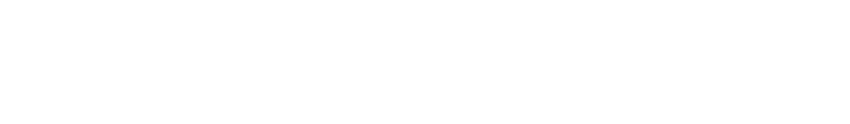
Traveller Segmentation Program

Workshop

Facilitators Delivery Guide

A red heart with white text

Description automatically generated

Table of Contents

[1 Travel Segmentation Program 3](#_Toc191142013)

[2 In-Person Workshop 4](#_Toc191142014)

[3 Online delivery 8](#_Toc191142015)

[4 Personalizing the Workshop for your Destination 12](#_Toc191142016)

[5 Sample Workshop Evaluation 13](#_Toc191142017)

[6 Research Methodology Insights 16](#_Toc191142018)

# Travel Segmentation Program

The Traveller Segmentation Program is helping unlock Canada's tourism development, investment, and marketing potential. This leading-edge research offers rich insights into domestic and international travellers' diverse preferences, motivations and behaviours. The program uses data-driven insights to cluster travellers into distinct groups, allowing tourism operators, marketers and destination managers to tailor their offerings to specific visitor types. It provides a refreshed understanding of the attitudes, interests and values that drive travellers' decisions, enabling businesses and DMOs to increase the effectiveness of their marketing, experience development and destination development.

All the program resources are located on the the Canadian Tourism Data Collective. This centralized national platform harnesses the power of data, research, and insights and shares information in an accessible and secure environment that encourages collaboration and conversation across and beyond the tourism ecosystem. There are many free resources for anyone in the industry, plus for those who want to invest in additional research benefits, there is a partnership buy-in option through Destination Canada.

* Main portal: <https://www.tourismdatacollective.ca/>
* Traveller Segment Program resources: https://www.tourismdatacollective.ca/segmentation

Purpose of this Delivery Guide

This guide is designed to help facilitators confidently plan and deliver Destination Canada’s Traveller Segmentation Program introductory workshop. Whether you're leading a training session for your staff, industry or students, this resource will help guide the effective delivery of an in-person or online workshop. Plus, it shares some high-level research insights at the end. If more details are required to understand the content, you are encouraged to contact your provincial tourism research department or Destination Canada.

Purpose of the Workshop

This introductory workshop is designed for tourism industry professionals seeking their first exposure to the new Traveller Segmentation Program to understand how it can benefit their business or destination. It introduces the key traveller profiles, sets the stage for appreciating how this research can inform strategic decision making and adds a new dimension to other research investments. Participants will learn how to interpret and apply research findings through engaging discussions, hands-on activities, and practical applications.

By the end of the workshop, attendees will know how to access and use traveller data to create compelling, targeted marketing and develop experiences that resonate with the diverse visitor segments.

**Target Audience to Deliver the Workshop Across Canada**

* Paid partners of the Canadian Tourism Data Collective

**Target Audience to Participate in the Workshop**

* Staff and business partners
* Tourism businesses and operators
* General industry/stakeholders (e.g., Economic Development, Associations)
* Training and educational institutions teaching current and future tourism professionals the value of segmentation research

Participant Pre-Requisites

* Complete the Traveller Quiz, located on the CTDC and submit their traveller type to the facilitator one week before the workshop: [https://www.tourismdatacollective.ca/segmentation/traveller-quiz.](https://www.tourismdatacollective.ca/segmentation/traveller-quiz)
  + This is critical for engaging participants with the research and setting the stage for conversations. Plus, there is one slide in the PowerPoint deck that facilitators will be asked to update to show the distribution of workshop participants against Canada’s traveller types, which will lead to excellent teaching points!
* Complete the 25-minute e-course located on the CTDC: <https://www.tourismdatacollective.ca/segmentation/training-ecourse>
  + It is strongly recommended that participants are encouraged to complete the e-course before coming to the workshop to expedite their learning.
  + When facilitating, anticipate that all will not have completed it.

Workshop Resources Provided by Destination Canada

* PowerPoint presentation with suggested narration on each slide, and where relevant, auxiliary facilitator tips.
* Workshop Handouts:
  + Activity #1 Segmentation 2-page summary PDF: Print 2-sided, colour, landscape, 1 per person attending the workshop.
  + Activity #2 AI Case study example: Print 2-sided colour portrait, 1 per person attending
  + Activity #3 Destination Quiz PDF: Print 2-sided, colour, portrait, 1 per person attending
  + Canadian Profile:
    - In-person: Have one sample copy/per table of pages 1 to 60 (includes the Outdoor Explorers, Culture Seekers, Refined Globetrotters, and Purpose Driven Families). Print in colour/two-sided.
    - Online: Be prepared to add the PDF of the full Canada Market Profile to the chat once the workshop begins.

Participant Invitation

Ensure the invitation to participants includes instructions to:

* Submit their traveller type a minimum of two days in advance so the facilitator can adjust the slide deck.
* Strongly recommend that participants complete the e-course before attending to get the most out of the workshop.
* Bring their laptops or iPads fully charged (in-person delivery).
* Provide information on any dietary or physical limitations on the registration form if food/beverages is being made available, or that need to be accommodated to optimize participation in the session.
* Once people have registered, **create a confirmation message and include the course handouts in Word and PDF format for each registered participant.**

Preparing to Deliver the In-person or Online Workshop

* Visit the Canadian Tourism Data portal and familiarize yourself with the site architecture and how to locate the Traveller Segmentation Program information: https://www.tourismdatacollective.ca/
* Complete the e-course, traveller quiz and destination quiz to familiarize yourself with these resources.
* Download the complete Canadian profile and How-to-Guide and review the content to help you prepare.
* Prepare the in-person or online PowerPoint deck.
  + There are two decks, one for the in-person workshop and one for the online.
  + The content is the same, but they vary in terms of timings, breaks and breakout discussions.
  + Update the delivery slides related to the agenda, housekeeping, participant traveller type, etc. There are a couple of places where you can choose to use one slide or the other. Once you decide, 'hide' the slide you are not using so it is there for a future delivery if needed.
  + Decide if you will deliver the workshop ‘as is’ or personalize the content.
  + Review the speaking notes with each slide. Where there are additional facilitator notes, they are below the narration.
* The detailed facilitator timings for the in-person workshop are on pages 5-7 and the online pages 8-11. We have provided the estimated time per content area and left a column for you to add the precise timings based on your start time and scheduled breaks.

# In-Person Workshop

**Resources Required of the Host Organization**

* A/V: Screen, projector and speakers (there are videos embedded within the presentation)
* Flipchart and multi-coloured pens.
* Tent cards or name tags with their FIRST name and TRAVELLER type in large (see example).
* Printed workshop handouts.
* Extension cords and power bars for participants to plug in their devices.
* Wi-Fi access password – post in several places so participants can see it easily.
* Arrange hospitality as desired, ensuring any dietary restrictions are accommodated.

**Venue Setup**

* The ideal venue will have natural light, no poles or beams interrupting the view of the screen, and enough room for tables to be spread out for breakout discussions and nearby- washrooms.
* A screen shot of a screen

  AI-generated content may be incorrect.Embrace 'Green Meeting' practices. Many websites focus on everything from local sourcing to no plastics, paperless meetings, LED lighting, recycling bins, etc.
* Round tab,les of 8, with chairs for six people per table, is optional. Avoid rectangular tables as they are not ideal for group conversations and the planned activities.
* If you have any hearing-impaired participants, place them on the sides of a table, preferably with a wall to their back. Visually impaired, sit near the front.
* Print one handout per table of the Canada Market profile pages 1-60 for the workshop. If you are focusing on different traveller types, print out those traveller types and have your lead traveller types readily available.
* Visual aids (e.g., flip charts, markers, sticky notes).

In-Person Detailed Facilitator’s Agenda

This workshop is designed to be hosted over a 4-hour and 15-minute period, which includes suggested networking breaks. The introduction may be shortened if there are fewer people or extended if you want a more robust set of participant introductions. The agenda provides ‘minutes per section,' allowing the host to set the start time to meet the needs of their audience. Space has been provided in column 1 to enable the facilitator to input your chosen start time.

| Time | Length | In-Person Facilitator Details |
| --- | --- | --- |
|  | 30 min | Facilitator Set up and Tech Check   * Table at the front of the room * AV projector, screen, speakers * Wi-Fi login and password * Extension cords and tape to secure on the floor * One flip chart with coloured pens |
| Participant Table Setup   * Place the participants’ name tags or name cards on the table so they have 'designated seating' and are set for the first group activity without having to move tables * Activity 1: 2-page segment summaries – 1 per person * One copy of pages 1-60 of the Canada profile per table for people to browse (Outdoor Explorers, Culture Seekers, Refined Globetrotter, Purpose Driven Families) |
|  | 15 | Hospitality – Arrives before participants   * Arrival of any coffee/tea snacks the host wants to have available * Participants are invited to arrive and network 15 minutes before the workshop begins |

|  |
| --- |
| WORKSHOP BEGINS |

|  |  |  |
| --- | --- | --- |
|  | 20 min  S: 1-7 | Welcome to the Traveller Segmentation Program   * Participant introductions: Invite people to stand and share their: Name, company, traveller type * Purpose of the workshop and pilot * Agenda and housekeeping |
|  | 5 min  S: 8-11 | * What is segmentation? * Traveller Quiz – Short-form option or a Long option. For the industry at large, choose the short-form option. If your organization has paid Data Collective partners and is using the long-form quiz, you may wish to use the alternative slide. |
|  | 15 min  S: 12-13 | Activity #1: What’s Your Traveller Type   * Group discussion (10 min), share back (5) * This is a 2-page summary with key highlights from each traveller type containing the overview description of the segment and some information on their values and preferred travel activities to foster discussion. This handout has been specifically designed for the workshop and is not a summary available as part of Destination Canada's general program resources. * Note if there are traveller types not represented in the group – this may be due to who is attending, where the session is being held, the overall segment size (e.g. Purpose Driven Families is a small segment) * The Traveller Quiz is a quick tool that can identify a traveller’s segment and be used to make suggestions on destination activities and experiences that match the types of things they like to do * Every traveller will have some characteristics of a segment that match well with who they are and some that align better with another segment. * How someone travels can be impacted by various factors – who they travel with, specific needs, etc. |
|  | 10 min  S: 14-24 | Meet the Canadian Traveller Segments   * Introduce the seven traveller types in greater detail |
|  | 25 min  S: 25-34 | Important Program Insights   * Segmentation by population in 10 key markets * About the research/Ipsos * Canada’s ideal guests * Highly Engaged Guests * New profile information * Plenary group discussion: Benefits of Segmentation Research |
|  | 35 min  S: 35-52 | Segment Profiles – Open Your Laptops!   * Request to open their laptops and go to the CTDC landing page * Walk through how to access the information digitally and via print (47-51) * Walk through the pages of the profiles (52-66) * Finish with 2 minute Travel AB video and ask ‘Why does this video align with the Outdoor Explorer? Allow 4-5 minutes for discussion. |
|  | 30 min  S:53 | Networking or lunch break   * Have extra copies of the activity available in case people didn't download it on their computer, and have a few ‘desk copies’ available for quick off-screen reference * Pulse check with the participants if they would like to shorten the break to finish earlier and reduce to a 15-minute break |
|  | 60 min  S: 54-61 | Activity 2: Applying the Research   * This two-part example will use the Culture Seekers profile. It will have been sent out in advance to participants with the expecttaion they will read it, but not all will. * Participants will be assigned to Group 1 (product focus) or Group 2 (marketing focus), by table. They will need to return to the CTDC website, access the Canada market profiles and access the Culture Seekers profile to begin the exercise – or use the handout provided on the table. The online path is in the speaker's notes * Handout: Activity 2 – Applying the Research using the Culture Seekers profile * Participants will use the profile to complete the activity per their assigned group * Facilitator to moderate the discussion and move between the two groups to check in if they have any questions |
|  | 10 min  S: 62 | Networking Break |
|  | 45 min  S: 63-81  (15)    (15)  (15) | Activity #3 Using the Destination Quiz   * Introduce the destination quiz and walk through a case study based on a regional DMO * This is an individual 'hands-on keyboard' activity. If someone doesn't have a laptop or iPad, encourage them to pair up with someone who does * Ensure they have the handout so they can see the variables being entered * Remind them when they are doing the quiz to write down their answers or screen save as the output currently doesn’t include this information (a potential update Destination Canada is considering) * Once complete, give them 10-15 minutes to complete their OWN destination. If they have previously done the quiz, have them select a different season, or focus on a tourism business in their region * Complete the case study by showing the difference of a fall season, which then leads into a plenary discussion |
|  | 10  S: 82-84 | Final questions and closing comments   * Closing comments, thank yous and contact information from the host destination * Capture any questions that you/the host cannot answer and forward them to Destination Canada |

# Online delivery

* Choose a reliable video conferencing platform (e.g., Zoom, Microsoft Teams) with tech support and co-hosting capabilities.
* Appoint someone from your organization to:
  + Be in charge of tech so the facilitator (s) can focus on delivery.
  + Assist participants who may have trouble getting online.
  + Have the list of all participants ready in a mass email if you need to email any resources to 'everyone' during the workshop in the event of a tech challenge.
* If two facilitators are delivering, they can take turns monitoring the chat. If only one person is delivering the workshop, the tech support person will need to monitor the chat.
* Plan a 'tech check' before the workshop to ensure you are familiar with all the features and to ensure everything is aligned with the technical support person in charge of the platform, setting the breakout rooms, admitting participants, monitoring the chat, and supporting participants with technical issues getting onto the platform.
* It is strongly recommended that a single individual DO NOT attempt to deliver this workshop online without technical or facilitation support.
* Check your internet connection, microphone, and camera before the event!

Online Detailed Facilitator’s Agenda

This workshop is designed to be hosted over a 4-hour and 15-minute period, which includes suggested networking breaks. The introduction may be shortened if there are fewer people or extended if you want a more robust set of participant introductions. The agenda provides ‘minutes per section,' allowing the host to set the start time to meet the needs of their audience. Space has been provided in column 1 to enable the facilitator to input your chosen start time. It will be important to keep the screen breaks to allow people to get up and shift their eyes off their computers.

| Time | Length | Online Workshop Facilitator Details |
| --- | --- | --- |
|  | 30 min | Facilitator Set up and Tech Check   * Open zoom line * Set zoom screens, names, pronouns * Test the white-board and breakout rooms * Assign a Tech Support Person * Have emails/phone numbers of all participants ready in the event of challenges getting online * Have Activity sheets in PDF ready to be added into the chat * Be prepared to monitor the chat throughout so the facilitator(s) can focus on delivery. |
|  | 15 min | * Room opens, participants arrive * Tech/Facilitator support is responsible for letting people into the room * Facilitators welcome people |
| WORKSHOP BEGINS | | |
|  | 20 min  S: 1-7 | Welcome to the Traveller Segmentation Program   * Welcome participants and invite them to come/stay on camera and identify themselves in the chat.   + Support enter in chat: Type your name, company, traveller type and the perspective you are coming from (e.g. marketing, research, product development, destination development, DMO, e.g.   + Support: Upload the Subset of the profiles (60-page PDF) and Activity #1 right away, * Ideally, have the participants go around and introduce themselves. If there are fewer than 16 people, it is likely very doable. If a larger group, you can shorten the items for them to introduce themselves. * Late arrivals facilitator invites them to put their name in the chat. * Facilitator makes summary observations, e.g.:   + Nice diversity – this will lead to good conversations, may be similar to the range you will experience with your stakeholders and allies, or   + Wow – we are a pretty harmonious group! If all your staff are one or two traveller types, if they don't match those of your destination, you may not think like your ideal guest and will need to keep this in mind for marketing and product development initiatives. * Agenda and housekeeping |
|  | 5 min S: 8-11 | * What is segmentation? * Traveller Quiz – Short-form option or a Long-form option. For the industry at large, choose the short-form option. If your organization has paid Data Collective partners and is using the long-form quiz, you may wish to use the alternative slide. |
|  | 15 min S: 12-13 | Activity #1: What’s Your Traveller Type   * Invite the participants to download and read the information about their traveller type segment, then:   + Share their thoughts in the chat on what they feel aligns with their type and what doesn't, and   + Facilitate a conversation with participants on how aligned it is with their perception of themselves. (E.g. Outdoor Explorers, City Trippers) * This is a 2-page summary with key highlights from each traveller type containing the overview description of the segment and some information on their values and preferred travel activities to foster discussion. This handout has been specifically designed for the workshop and is not a summary available as part of Destination Canada's general program resources. * Note if there are traveller types not represented in the group – this may be due to who is attending, where the session is being held, an overall segment size that may be smaller (e.g. Purpose Driven Families) * The Traveller Quiz is a quick tool that can identify a traveller's segment and be used to make suggestions on destination activities and experiences that match the types of things they like to do * Every traveller will have some characteristics of a segment that match well with who they are and some that align better with another segment. * How someone travellers can be impacted by various factors – who they travel with, specific needs, etc. |
|  | 10 min S: 14-24 | Meet the Canadian Traveller Segments   * Introduce the seven traveller types in greater detail * Invite them to refer back to the 2-pager |
|  | 5 min  S: 25 | Screen Break/Leg Stretch |
|  | 25 min S: 26-35 | Important Program Insights - Presentation   * Segmentation by population in 10 key markets * About the research/Ipsos * Canada’s ideal guests * Highly engaged guests * New profile information * Benefits of Segmentation Research   + Invite participants to list one or two benefits of the research in the chat, then call on participants to explain/share their thinking   + Be prepared to invite specific people that you know may not be speaking, but are likely comfortable to share |
|  | 35 min S: 26-53 | Segment Profiles – Presentation   * Walk through how to access the information digitally and via print * Walk through the pages of the profiles * Finish with 1-minute Travel AB video and ask 'which traveller type would you align this with and why? Allow 4-5 minutes for discussion |
|  | 30 min S: 54 | Extended Screen Break/Lunch Break  Support: Put the Activity 2 PDF into during the break   * Remind participants to read the Activity 2 handout they were emailed during the break to prepare for the next session |
|  | 60 S: 55-62  (5)  (35)  (20) | Activity 2: Applying the Research   * Explain 'how the breakout rooms will work:   + Randomly assign people to the rooms is the easiest, or you may wish to pre-set the rooms. If the latter be prepared to accommodate last-minute registrants and a company sending a different person at the last minute   + Describe the process for moving into a breakout room, what to expect in the 'transition' (e.g. a 10-second pause), and which facilitator will lead the Product Development and Marketing discussions.   + Confirm they have the activity sheet available, and if not, download it from the chat before the room allocation begins.   + Provide the contact email and phone number of who to contact if they accidentally get dropped or lost in the transfer. One quick solution is to log out and login again and the technical/support person can let them back in and allocate them to room * Introduce the case study example and remind participants they will be referring to the Culture Seeker profile. * Walk through the staging slides, then move into the breakout discussions which requires two facilitator – the lead workshop host and one other from your organization familiar with the research and able to facilitte the converation. * Return to plenary with 20 minutes, 10 minutes/group for report back and debrief of the experience |
|  | 5 min S: 63 | Screen Break/Leg Stretch |
|  | 45 min S: 64-83  (10)    (15)  (15) | Activity #3 Using the Destination Quiz   * Introduce the destination quiz and walk through a case study based on a regional DMO * This is an individual ‘hands-on keyboard' activity. If someone doesn't have a laptop or iPad, encourage them to pair up with someone who does * Ensure they have the handout so they can see the variables being entered * Remind them when they are doing the quiz to write down their answers or screen save as the output currently doesn’t include this information (a potential update Destination Canada is considering) * Once complete, give them 15 minutes to complete their OWN destination. If they have previously done the quiz, have them select a different season, or focus on a tourism business in their region * Complete the case study by showing the difference of a fall season, which then leads into a plenary discussion |
| 4h 15 | 10  S: 84-85 | Final questions and closing comments   * Closing comments, thank yous and contact information from the host destination * Capture any questions that you/the host cannot answer and forward them to Destination Canada for a response |
|  |  | **Session Ends** |

# Personalizing the Workshop for your Destination

Organizations can deliver the workshop 'as is'; however, it can also be personalized by the destination to increase the relevance if so desired. Options include:

1. Replacing images
2. Selecting/showcasing the traveller segments most aligned with your destination.
3. Adding extra time for more discussion or adding a session specifically discussing your priority traveller types at the end of the workshop.

Note: Slides highlighted in blue require that you update the slides for the standard or customized delivery.

| In-person | Online | Slide Title | Ability to Personalize |
| --- | --- | --- | --- |
| 1 | 1 | Cover image | Option to replace with your province/region |
| 2 | 3 | Your workshop hosts | Insert your workshop facilitators |
| 3 | 3 | Indigenous acknowledgement | Suggest inserting your own acknowledgement and image |
| 6 | 6 | Workshop purpose | Option to replace with your own image |
| 7 | 7 | Workshop agenda | Insert your own times for in-community or online |
| 10-11 | 10-11 | Long-Short-form quiz | Select one and hide the other slide |
| 13 | 13 | Participant breakdown by traveller type | Update with the distribution of those attending your workshop and have confirmed their traveller type in advance. |
| 14 | 14 | Meet the segments | Option to replace with your own image |
| 25 | 26 | Important program insights | Option to replace with your own image |
| 27 | 28 | Ideal guest | Suggest inserting your own image, of your region’s ideal guest |
| 29 | 30 | Highly engaged guests | Option to hide this slide if not relevant to your audience or update to reflect your destination priorities. If retained, it allows you to comment on how to leverage international marketing efforts. |
| 34 | 35 | Questions | Option to replace with your own image |
| 54 | 55 | Discussion | The video example is from Travel Alberta. You could replace with a video from your destination that has appeal to the Outdoor Explorer. |
| 55 | 56 | Applying the research | Option to replace with your own image |
|  |  | Activity 2: Applying the Research | The case study example is based on the PEI Shellfish Festival and the Culture Seeker traveller profile, a high-value guest segment.  Changing the example will require researching the right example for your destination and re-creating the activity. Ensure the person creating the activity is familiar with ChatGPT (currently the most popular)  \*\* Caution – If you change the example, avoid one based on alcohol (e.g., vineyard), as some participants' work computers may block access to certain sites. Have the case study on paper for the in-person delivery and a PDF attachment online in case a participant’s computer is blocked from the website so they can still do the activity. |
| 62 | 63 | Networking/Screen Break | Option to replace with your own image |
| 63 | 64 | Using the Destination Quiz | Option to replace with your own image |

# Sample Workshop Evaluation

The following suggestions are provided as sample questions you may wish to use to obtain feedback on the workshop.

Please feel free to modify it to suit your organization’s needs.

You are also encouraged to share the results with Destination Canada so they may stay informed on how the research is being received and flag any potential future updates to the research or educational materials.

\_\_\_\_\_\_\_\_\_\_\_

Thank you for participating in Destination Canada’s Traveller Segmentation Program workshop. Please complete this short evaluation to provide feedback so we may continue providing the tourism industry with valuable training opportunities.

1. What were the most valuable insights you gained from this workshop?

| 1. **On a scale of 1 to 10, how likely are you to recommend this workshop to a colleague?** | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Not at all likely | | | | | | | | | Very Likely | |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

1. Thinking about the workshop, how valuable were the following elements to you:

|  | **Very valuable** | **Valuable** | **Nice to know** | **Not very valuable** | **Did not do it** |
| --- | --- | --- | --- | --- | --- |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 3a. Completing the e-course before arriving at the workshop |  |  |  |  |  |
| 3b. Taking the Traveller Quiz to know your type when learning about seven traveller profiles. |  |  |  |  |  |
| 3c. Hands-on activities using the research on the CTDC |  |  |  |  |  |
| 3d. Learning about the Traveller Segmentation Research Program |  |  |  |  |  |
| 3e. Learning about the Destination Quiz |  |  |  |  |  |
| 3e. Learning what is in each profile |  |  |  |  |  |

| 1. After the workshop, how prepared do you feel to apply the new traveller segmentation research insights in your role? | | | | |
| --- | --- | --- | --- | --- |
| Very prepared | Somewhat prepared | Somewhat unprepared | Not very prepared | Not prepared at all |

| 1. How likely are you to apply the new traveller segmentation research insights in your role? | | | | |
| --- | --- | --- | --- | --- |
| Very prepared | Somewhat prepared | Somewhat unprepared | Not very prepared | Not prepared at all |

6. What additional training, support or information do you need to strengthen your ability to use the traveller segmentation research within your business?

7. Do you have any other feedback or suggestions you’d like to provide on the workshop to consider for future updates?

# Research Methodology Insights

Quiz Predictability

Overall, the Visitor Quiz strived for 70%. This is above average for industry prediction rates, and IPSOS exceeded 70%, hitting 75% for the long-form typing tool. For the public-facing quiz, it was a balance between reducing length for user experience and maintaining predictability, which was held at 67% (still very strong for this short-form type quiz).

For the active variables in the segmentation:

* There were 11 active variables, and within that, they were very comprehensive. For example, the ‘values’ variable includes 20 paired statements.
* For the traveller quiz, this was reduced to the five most predictive variables, reducing the attributes within the variables (for example, for values there are only nine paired statements).
  + Two additional variables are included for the long-form typing tool to increase prediction rates.
  + Additionally, the long-form typing tool is available by country, increasing prediction rates.

Prediction rates:

* Traveller Quiz – overall 67%
  + Ranges from 61% - 72% across segments at the total level (68% Canada)
* Long-Form – 75%
  + Ranges from 71% - 79% across segments at the total level (77% Canada)