CANADA EXPERIENCE SEEKERS
PEN PORTRAITS

Source: MIDAS, VisitBritain/Kubi Kalloo, fieldwork March-April 2022
Experience Seekers are the best prospect segment for recovery who want to squeeze the most out of every second on holiday. Willing to spend on travel and experiences, they are passionate about travel, they love discovering new, unique, exciting experiences that they can share with others. They want to get ahead of the curve and be seen as a trailblazer, seeking out immersive experiences that allow them to see, taste and discover unique activities, places and people.

**TOP DESTINATIONS LIKELY TO VISIT (excl. Britain)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Preference</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>48%</td>
<td></td>
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<tr>
<td>Australia</td>
<td>43%</td>
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</tr>
</tbody>
</table>

**Propensity to travel**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Britain</td>
<td>7.2</td>
</tr>
<tr>
<td>Anywhere</td>
<td>6.0</td>
</tr>
</tbody>
</table>

**TOP ACTIVITY PREFERENCES**

- Experience coastal places and scenery (68%)
- Visit famous/iconic tourist attractions and places (67%)
- Experience city life (65%)
- Explore local food and beverage specialties (64%)
- Explore history and heritage (historical sites, architecture) (63%)

**KEY PERCEPTIONS OF BRITAIN:**

- Experience Seekers are trend endorsers (vs total):
  - Wellbeing involved 20% (+3%)
  - Sustainability engaged 38% (+20%)
  - Inclusion seekers 36% (+12%)

- **Trend endorsers (vs total):**
  - Wellbeing involved 20% (+3%)
  - Sustainability engaged 38% (+20%)
  - Inclusion seekers 36% (+12%)

- **Propensity to travel (vs Canada total traveller population):**
  - Seeing famous sites, places: 15.2%
  - Relaxing, resting, recharging: 13.8%
  - Exploring or challenging yourself: 13.4%
  - Visiting family and friends: 12.8%

- **Top Holiday Types Preferred (share of preference):**
  - Relaxing, resting, recharging: 34%
  - Exploring or challenging yourself: 30%
  - Visiting family and friends: 29%

**Recommendations**

- Travel websites and web pages
- Recommendations by friends & family
- Travel bloggers and influencers

**TOP ACTIVITY PREFERENCES:**

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- Explore history and heritage (historical sites, architecture) (63%)

**TOP DESTINATIONS LIKELY TO VISIT (excl. Britain)**

- **Likely to consider…**
  - Italy (49%)
  - Australia (43%)
  - Spain (41%)
  - France (40%)
  - Germany (39%)
Canada Experience Seekers (25%)

**Spend Potential as Visitor to Britain:**
- Likely spend on 10-point scale, where 10 = super premium and 1 = super budget
  - Premium Tourists (8-10) 35%
  - Mid-Range Tourists (5-7) 49%
  - Budget Tourists (1-4) 16%

**Trend Endorsers** (vs total)
- Wellbeing involved 19% (+2%)
- Sustainability engaged 21% (+3%)
- Inclusion seekers 22% (-3%)

**Living**
- 43% (+8%) have kids, the split is between kids <12yrs and 12yrs+ is 50%.

**Age**
- Modal age: 25 yrs
- Median age: 34 yrs

**Types of Holidays:**
- Canada total traveller population
- Experience Seekers
  - Relaxing, resting, recharging 17.9%
  - Visiting family and friends 14.9%
  - Seeing famous sites, places, ticking off the 'must do' list 16.8%
  - Familiar, comforting, reconnecting 9.8%
  - Spoiling/treating myself and/or others 10.9%
  - Bespoke, unique, unusual experiences and adventures 10.4%
  - Exploring, stimulating, learning or challenging yourself 11.8%
  - High energy, action-filled fun times 7.5%

**Most Significantly Different Drivers of Destination Choice:**
- Offers experiences I want to share on social media (70%)
- If I don't visit soon, I'd miss out (68%)
- A good place for treating myself, e.g. premium brands, gourmet food, etc. (74%)
- A place recommended by friends or family (74%)
- Has a thriving arts and contemporary culture scene (69%)

**Key Perceptions of Britain – Highest Differences:**
- Offers good value for money (40%)
- Is good to visit at any time of year (48%)
- Offers experiences I want to share on social media (48%)
- If I don't visit soon, I'd miss out (30%)
- It offers the opportunity to travel sustainably/ responsibly (44%)

**Visitors** (vs total)
- Britain Visitors (P5yrs) 37%
- Considerers (P5yrs) 63%

**Gender**
- 55%
- 45%

**Types of Holidays:**
- Experience Seekers
- Canada total traveller population
  - Relaxing, resting, recharging 13.4%
  - Visiting family and friends 12.8%
  - Seeing famous sites, places, ticking off the 'must do' list 15.2%
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  - High energy, action-filled fun times 7.5%

**Most Significant Differences:**
- TOP ACTIVITIES (WHERE PREFERENCES OVERINDEX MOST):
  - Participate in action and adventure experiences (60%)
  - Participate in sport (40%)
  - Participate in wellness activities (41%)
  - Visit a brewery or distillery (51%)
  - Volunteering (31%)

**Competing with Some More Unique Destinations** (vs Canada total)
- Germany (+13%)
- Italy (+12%)
- Australia (+11%)
- Portugal (+10%)
- Spain (+10%)

**Sources of Inspiration (Biggest Skews):**
- Recommendations from friends & family on social media 8%
- Online advertising 6%
- Music, concert, tours 6%
- Travel apps on mobile phones 6%
Experience Seekers show a higher usage of price comparison site in their planning & booking phase, alongside greater use of in-person travel agents. They are also being driven by bargains/deals more than we see in non-European markets.

The majority are using multiple resources in the booking phase, with more than one in 3 (36%) using 3 or more sources in this final phase of the journey.

Despite their apparent independence, 31% are booking all elements of their trip (flights and accommodation) together and show a much higher propensity to do this via price comparison sites.

Don’t be fooled into thinking Experience Seekers are digital-only customers however – 60% use personal interactions with travel agents throughout their journey, and almost half (47%) of these people use in-person travel agents in the booking phase.

**RESOURCES USED FOR INSPIRATION:**

- Travel websites or web pages (34%)
- Recommendations by friends/family (34%)
- Recommendations by friends/family on social media (31%)
- Travel bloggers and influencers (27%)
- Online travel website/agent (26%)
- Photography, GIFS or videos on websites (25%)

**RESOURCES FOR PLANNING:**

- I didn’t make the booking / can’t recall
- I booked everything separately
- I booked some, but not all elements together
- I booked all key elements of the trip as one package

**TOP INSPIRATIONS:**

- Canada total traveller population
- Experience Seekers

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**I2, Resources used; Experience Seekers n=247; total Canada N=1,002, global weighting applies**
Pen portraits have been developed for the Experience Seeker segment and, additionally, the Priority Experience Seeker segment which is the higher-spending sub-segment of Experience Seekers.

The purpose of a pen-portrait is to give a very quick snapshot summary of some key indicators which help identify the target tourist. Each pen portrait has three pages.

The first page indicates key demographics, holiday motivations, desires and behaviours. The second focuses on elements of the customer journey to inform how and where we can engage with them.

*The Experience Seeker, or Priority Experience Seeker data is generally compared with either: (a) the total tourist population, or (b) all tourists who are not Experience Seekers (or Priority Experience Seekers as the case may be).

Both approaches highlight how the segment is unique and distinctive.

We typically use blue numbers to highlight data that is significantly higher from the comparative audience and red numbers are significantly lower. The colour coding is intended to help instant navigation towards what is most distinctive.

We also list the most distinctive drivers, perceptions of Britain and activities. These are listed in descending order, so the top statement in each section will be the single biggest difference between the segment and those not in the segment, even if it isn’t the largest in absolute terms.

*European respondents tend to give lower scores due to cultural differences and proximity with Britain
Experience Seekers are the best prospect segment for recovery who want to squeeze the most out of every second on holiday. Willing to spend on travel and experiences, they are passionate about travel, they love discovering new, unique, exciting experiences that they can share with others. They want to get ahead of the curve and be seen as a trailblazer, seeking out immersive experiences that allow them to see, taste and discover unique activities, places and people.

Experience Seekers over-index on potential spend. If we shine the light on the PRIORITY Experience Seekers (highlighted), they represent 13% of global tourists, but a unique sub-segment which over-index on being younger, male and interested in new tourism trends.

Likely spend on 10-point scale, where 10 = super premium and 1 = super budget

<table>
<thead>
<tr>
<th>Total traveller population</th>
<th>Budget Tourists (1-4)</th>
<th>Mid-Range Tourists (5-7)</th>
<th>Premium Tourists (8-10)</th>
<th>Experience Seekers</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>48%</td>
<td>30%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>41%</td>
<td>45%</td>
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</table>

PRIORITY Experience Seekers are trend endorsers (vs total):
Wellbeing involved 23% (+8%)
Sustainability engaged 40% (+19%)
Inclusion seekers 40% (+15%)

Provides an overview summarising the segment, what defines them as an international tourist and how to connect with them.

Introduces a key sub-segment of interest – the higher-spending Experience Seekers, including snapshot of their size and unique profile (blue = significantly higher than total population).

The data from which the sub-segment of Priority Experience Seekers are identified (highlighted by the gold box)

A quick snapshot to remind us of any key differences which separate Priority Experience Seekers from the norm (total population)
Average propensity to travel (average on a 10-point scale where 10 = ‘definitely visit’) compared to total population. Blue numbers are significantly higher; red lower.

The top kind of holidays preferred by this segment

This show top influences for Experience Seekers overall. The numbers in the boxes indicate the percentage of respondents who selected these options

The top drivers of destination choice, perceptions of Britain and activity preferences (Top 3 box score where asked on a 10-point scale), Perceptions is based on % who associate this statement with Britain

Key facts on travelling generally, as well as to Britain specifically (of visitors who visited in the past 5 years)

The top destinations based on propensity to visit scores (8.9 or 10 on a 10-point scale), but excluding Britain (biased because we only spoke to considerers of Britain)
This chart compares the target segment with the total population of tourists based on the question of what type of tourist they would be if visiting Britain.

The title explains the question responses (as does the legend).

Where blue or red font would be too hard to read, we have used blue or red boxes to indicate significantly higher or lower comparative results. In this case, Priority Experience Seekers had to all respond within the top 3 options of the question scale, which explains why 100% of them are premium tourists!

This chart compares the proportion of holidays generally taken by the target segment compared to those not in that segment. The bigger the difference is in the bar lengths, the more distinctive the segment is – note the use of blue and red numbers to indicate statistically significant differences. The bars are in descending order of size according to the target segment being profiled.

A quick snapshot highlighting sources of inspiration that differ most between the target segment and total population in the market. The numbers in the blue boxes indicate the magnitude of difference.
EXAMPLE

These indicators are explained in the full MIDAS report, but essentially look at how involved the target segment is when it comes to choosing holidays which fulfill Wellbeing, Sustainability and Inclusion needs. Sizes within the target segment are compared to total population in the market — e.g. 23% are Wellbeing involved and this number is 8 percentage points higher than the total figure (which would be 15%).

Demographic breakdowns should be self-explanatory — once again, look for blue figures which indicate higher skews relative to total population.

The sample is split by either Britain Visitors (have visited in Past 5 Years), or considerers (have not visited Britain in past 5 years, but would consider doing so in next 2 years). As a result, the figures will add to 100%. Data is compared vs total tourist population in the market.

These three sections (drivers, Britain perceptions, activities) illustrate the largest differences vs those not in the target segment in descending order. Absolute percentages are also shown (drivers and activities Top 3 box importance), perceptions are the % believing this statement describes Britain.

Some simple stats and figures on who they travel with is included.

And the countries where the segment has a disproportionately higher propensity to visit (Top 3 box score on a 10-point scale) is shown here alongside the magnitude of the difference versus total population in the market.

The relevant base sizes are indicated at the bottom of the page. Where global weighting is applied, this is explained in the full report, but is based on approximate value contributions from the inbound markets (sourced from IPS data).
Experience Seekers show a higher usage of online marketplaces in their planning & booking phase, alongside greater use of Online Travel Agents and Specialist Operators. The majority are using multiple resources in the booking phase, with one in 3 (35%) using 3 or more sources in this final phase of the journey. Despite their apparent independence, 37% are booking all elements of their trip (flights and accommodation) together and show a much higher propensity to do this via Online Market Places.

Don’t be fooled into thinking Experience Seekers are digital-only customers however – 65% use personal interactions with travel agents throughout their journey, and roughly half of these (30%) use them in the booking phase.

A short summary of the segment learnings as they apply to the customer journey is captured here.

And the abridged list of resources (which was repeated for the planning & booking phase) is shown here, with the incidence of the segment using each resource compared to the total tourist population.

These are sorted in descending order by target segment usage. Red and blue indicators are used to highlight differences.
The same set of tools and resources are shown when it comes to those used for planning and booking.

Once again, they are shown in descending incidence of the target segment.

We illustrate the number of tools used in the key planning & booking phase and compare this to those tourists NOT in the target segment.

WE asked about independent or package bookings, comparing the target segment with the total tourist population.

Blue and red boxes are used where font colours would be difficult to see (only on one bar so as not to be cluttered)

Separately, we indicate what proportion of the segment use in-person travel agents, as the high proportion was found to be quite surprising.

The first statistic comes from the base indicated by the dotted red box – i.e. only those who said they booked all elements as one package were then asked HOW they made the booking.

RESOURCES FOR PLANNING:
- Total traveller population
- Experience Seekers

TOOLS:
- 63% use more than one resource in the planning/booking phase of the customer journey vs 55% other tourists

PACKAGE VERSUS SEPARATE BOOKINGS:

- I didn't make the booking / can't recall
- I booked everything separately
- I booked some, but not all elements together
- I booked all key elements of the trip as one package

65% use travel agents IN PERSON throughout the customer journey vs 55% for other tourists

PACKAGE BOOKINGS:
- Online market places more likely to be used to make package bookings (15%) versus other tourists (10%)