Canada Pen Portraits

Buzzseekers & Explorers
Buzzseekers in Canada enjoy travelling, and look to spend their money on exciting holiday experiences. They are keen to try something new, whether its local food and drinks or trying exciting and adventurous activities. They are likely to be travelling in a small group, either family or close friends, and are savvy travellers, confident to book their trip themselves, most often through an online booking site.

### INCOME
**Growing affluence**
This group has an average income but is happy to spend on travel, is planning on increasing their holiday budget and take more frequent trips.

### TRAVEL COMPANIONS
<table>
<thead>
<tr>
<th></th>
<th>Buzzseekers</th>
<th>All of Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>With a partner or spouse</td>
<td>41%</td>
<td>30%</td>
</tr>
<tr>
<td>With my partner or spouse and our children</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>With a friend</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>With a small group of friends</td>
<td>9%</td>
<td>10%</td>
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### TRAVEL BOOKING STYLE
- **Myself via online booking site**: 42%
- **Myself via provider**: 28%
- **Travel Agent**: 18%

### WHAT MAKES THEM UNIQUE?
- I prefer holidays full of action and excitement: 99%
- I always seek out new experiences: 74%
- I'm always looking for new things to do with my time: 66%
- I seek out adventure: 57%
- Holidays are a way to reward myself for my hard work and success: 57%
- I would describe myself as an ambitious person: 53%

### VISITATION TO GB
- 13% visited in past 2 yrs
- Propensity to visit ranks 3rd after Italy and France

### VALUE
**Mid-high**

### APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY
**Top 3 activities per segment**
- Trying local food and drinks
- Experiencing coastal life, scenery and beaches
- Visiting famous/iconic tourist attractions and places

**Point of difference**
- Challenge and or action-filled sporting activities
- Experiencing city life
- Trying gourmet/world class food and drink

### PERCEPTIONS OF GREAT BRITAIN
**Top statements per segment**
1. Has historic towns and cities to explore
2. Is rich in traditional arts and culture
3. Has countryside and villages where you can experience real country life

**Biggest difference vs. total**
1. Has historic towns and cities to explore
2. Has vibrant and buzzing cities
3. Britain is a really exciting destination right now
4. Has a modern and happening arts and music scene

### # LEISURE TRIPS AWAY FROM REGION IN PAST 2YRS
2.3
Hey, I’m Claire. I’m a manager at a sales company. I was recently promoted, and to celebrate this I treated myself to an exclusive wine tasting experience. My partner, Robert and I like going for mountain walks, visiting local breweries and eating out at fancy restaurants.

**Action packed**

**Something new and different to do every day**

**Trying the best food and drink there is on offer!**

**Sharing experiences with my partner**

**Big buzzing cities with bright lights**

Come back feeling relaxed and rejuvenated— I want to feel tired and exhausted in a good way because I’ve done so much on my holiday!

To do the usual touristy activities – I don’t mind paying a bit for an activity that is unique

To experience something ordinary – I don’t want to do an activity that I can do at home
Explorers are financially comfortable but are not looking to increase their holiday budget. They like rural holidays at a relaxed pace, experiencing rural life and natural landscapes. They are also more likely to see Britain as being a good place to experience country life, and are more likely to have visited places outside of London in the UK than other segments. They are less frequent travellers and are more likely to be booking their trip through a travel agent.

**WHAT MAKES THEM UNIQUE?**

- I know the type of thing I like, and tend to stick with that: 54% (Explorers), 100% (All of Canada)
- I enjoy spending time in the outdoors and in natural landscapes: 62% (Explorers), 100% (All of Canada)
- I am comfortable with who I am – I don’t care how others see me: 71% (Explorers), 100% (All of Canada)
- I prefer holidays at a slower and more relaxed pace: 89% (Explorers), 67% (All of Canada)
- I prefer stability: 85% (Explorers), 65% (All of Canada)
- I am happy with what I have: 85% (Explorers), 67% (All of Canada)

**VISITATION TO GB**

10% visited in past 2yrs
Propensity to visit ranks 2nd after Italy

**VALUE**

Mid

**TRAVEL BOOKING STYLE**

- Travel agents
- Myself via online booking site
- Myself via provider

<table>
<thead>
<tr>
<th>Explorers</th>
<th>All of Canada</th>
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<tbody>
<tr>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>28%</td>
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**TRAVEL COMPANIONS**

- With a partner or spouse: 54%
- With a friend: 10%
- With my partner or spouse and our children: 18%
- Alone: 6%

**APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY**

Top 3 activities per segment
- Experiencing coastal life, scenery and beaches
- Experiencing rural life and scenery
- Outdoor leisure pursuits

Point of difference
- Experiencing coastal life, scenery and beaches
- Experiencing rural life and scenery
- Outdoor leisure pursuits

**PERCEPTIONS OF GREAT BRITAIN**

- Has historic towns and cities to explore
- Is rich in traditional arts and culture
- Has countryside and villages where you can experience real country life

Traffic light coding = segment over-indexes to market average

*Value is derived from % of segment who have visited GB in the past 2 years, their reported spend, their propensity to visit in future and estimated spend per person*
Hiya, I’m Dorothy. I work part-time in an accountancy, I’m gently winding down into retirement. In my spare time, I enjoy gardening, going for walks and spending time in the countryside with my husband, Neil. I’m looking forward to my next break and seeing some stunning landscape, visiting beaches and just having a good time.

**POSTCARD**

We’re having a wonderful time here. We’ve spent today fishing, relaxing at the beach and taking a local walk near the cliffs. Neil has planned for us to go canoeing tomorrow, which I am very excited about.

We had dinner at a cosy historic pub yesterday in one of the villages nearby, it was very special. The place we’re staying is perfectly located and very quiet, we can hear the birds singing in the morning. Lots more to talk about when we’re back!

FROM: Love, Dorothy

**MY IDEAL HOLIDAY**

- Spending time outdoors
- With my husband, Neil
- Beautiful and stunning scenery
- Relaxing by the sea
- Taste of local historic towns and cities

**I REALLY DON’T WANT TO...**

- Spend too much time in noisy urban areas – I’m looking to re-connect with nature and experience the quiet countryside
- Do something totally unfamiliar and different – I like to do activities that I know I’ll like
- Off the beaten path but not too much – I like adventure but I also want something safe, affordable and easy.