





DESTINATION CANADA'S TRAVELLER SEGMENTATION SUMMARY

 OUTDOOR EXPLORERS	 CULTURE SEEKERS	 REFINED GLOBETROTTERS	 PURPOSE DRIVEN FAMILIES
<p>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 short getaways and longer holidays, relishing in nature-related experiences.</p>	<p>We are sociable, free-spirited individuals who seek unique, authentic experiences. We thrive on immersing ourselves in new perspectives, local culture, making connections, which boosts our energy and confidence. We prefer vibrant city life, dynamic arts scenes, and culturally rich destinations. Travel is an investment we make in ourselves.</p>	<p>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 off 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.</p>	<p>We are ambitious and conscientious parents who prioritize unique, kid-friendly travels. We relish trendy destinations, hidden gems that support local cultures, and anywhere that lets us spend time in nature. Travel is both a shared accomplishment and a personal journey of learning for the entire family. Cost or difficulty aren't big deterrents; we seek socially responsible, impressive, new experiences.</p>
<ul style="list-style-type: none"> ● We love travel and take all types of trips (domestic / international / business / bleisure). ● Beyond adventure, we also prioritize learning something new in the destinations we visit, which is part of our personal growth. ● We are always eager for new, authentic experiences that require a challenge. ● Like to get off the beaten path, open to visiting places with less infrastructure and more challenging climates. 	<ul style="list-style-type: none"> ● We prioritize diversity, inclusion and sustainability, and are open to both short and longer trips. ● We like the challenge of a new experience, and aren't afraid of trying something different like unconventional accommodations. ● We try to learn the basics of the language before we travel and learn something while we are there. ● We take ownership over feeling welcomed in a destination by ensuring we travel responsibly and engage with communities. 	<ul style="list-style-type: none"> ● Travel is our #1 spending priority. ● We have the flexibility to travel at any time of year, as our kids are grown up. ● Planning how we will see the history, museums, and architecture of a destination is paramount. ● We are looking for world-class and curated experiences in all aspects from dining and shopping to accommodation. 	<ul style="list-style-type: none"> ● We take pride in our destination choices, and the effort it takes to reach some destinations. ● Being trendy for us includes being trendsetters in travel choices and behaviours, which includes prioritizing sustainability and responsible travel. ● We value being able to provide these experiences to our children, but we also appreciate how it allows us to demonstrate our success to others. ● Exposure to nature, exploring the outdoors, and immersing in culture are all primary needs.
<p>We are always thinking about our next trips, generally researching all types of trips (short-haul or otherwise) well in advance.</p>	<p>We are generally planning within 4 months of a trip, and using many information resources.</p>	<p>We book on average 3 months in advance, even for shorter distance trips.</p>	<p>We travel primarily as a nuclear family. Our budgets are usually mid-ranged, but we spend on experiences we really value.</p>
<p>73% have a valid passport 56% look for Indigenous engagement 12% of Canada Population (3.4M)</p>	<p>70% have a valid passport 63% look for Indigenous engagement 12% of Canada Population (3.2M)</p>	<p>87% have a valid passport 46% look for Indigenous engagement 11% of Canada Population (2.9M)</p>	<p>87% have a valid passport 63% look for Indigenous engagement 4% of Canada Population (1.3M)</p>



CITY TRIPPERS

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.

- We prioritize fun and social settings and seek experiences that are worth sharing on social media.
- We like the freedom to explore without an agenda, and disconnect from everyday life.
- We prefer the company of friends during travels to share experiences directly. Our travel group is generally adults only.
- Convenience and easy access to trendy hotspots is important, as we like to see and do as much as possible in busy and vibrant destination.

We plan our transportation a few months in advance, but may leave other items a little later.

68% have a valid passport
32% look for Indigenous engagement
11% of Canada Population (3.2M)



SIMPLICITY LOVERS

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. We are not concerned with what's trendy, and won't be active on social media.

- We look for peace, relaxation, and comfort in our travels, favouring affordable, convenient destinations with a small-town vibe.
- We like to take it slow, with low impact activities. We don't prioritize fitting in physical activity during our trips.
- Loyal to regular destinations, we are creatures of habit who favour simplicity and serenity over glitz, glamour, and cultural immersion.
- Hard-to-reach destinations don't attract us, we want ease of access and don't want to worry about how to navigate once we arrive.

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

60% have a valid passport
29% look for Indigenous engagement
13% of Canada Population (3.6M)



FUN & SUN FAMILIES

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. While we generally stay in our comfort zone, we sometimes take trips to challenge ourselves in a new sport or culture.

- We prioritize affordable, kid-friendly destinations that offer relaxation and shared family experiences, even if luxury is within reach.
- Our trips are escapes from everyday life, focusing on creating lasting memories. Sometimes we seek more adventure and excitement though more challenging sports.
- Plan annual vacations months in advance, relying on review sites, apps, social media, and recommendations
- Mostly travel within Canada, exploring popular destinations in British Columbia and Ontario, with dreams of international trips

We plan our annual long haul holiday over 4 months in advance, getting our accommodation, and even activities, secured.

87% have a valid passport
46% look for Indigenous engagement
11% of Canada Population (2.9M)



DESTINATION CANADA

For more information and to download the full Canadian profile visit the Canadian Tourism Data Collective:
tourismdatacollective.ca/



CANADIAN TOURISM DATA
collective

Canadians are known for their deep-rooted sense of adventure, constantly seeking new horizons both abroad and within their own vast and breathtaking backyard.

From relaxing on sun-soaked beaches to embracing the wilderness, Canadians journey both domestically and abroad in search of novel cultural experiences and nature-based escapes.



CANADA