

# Introducing Pampered Relaxers...

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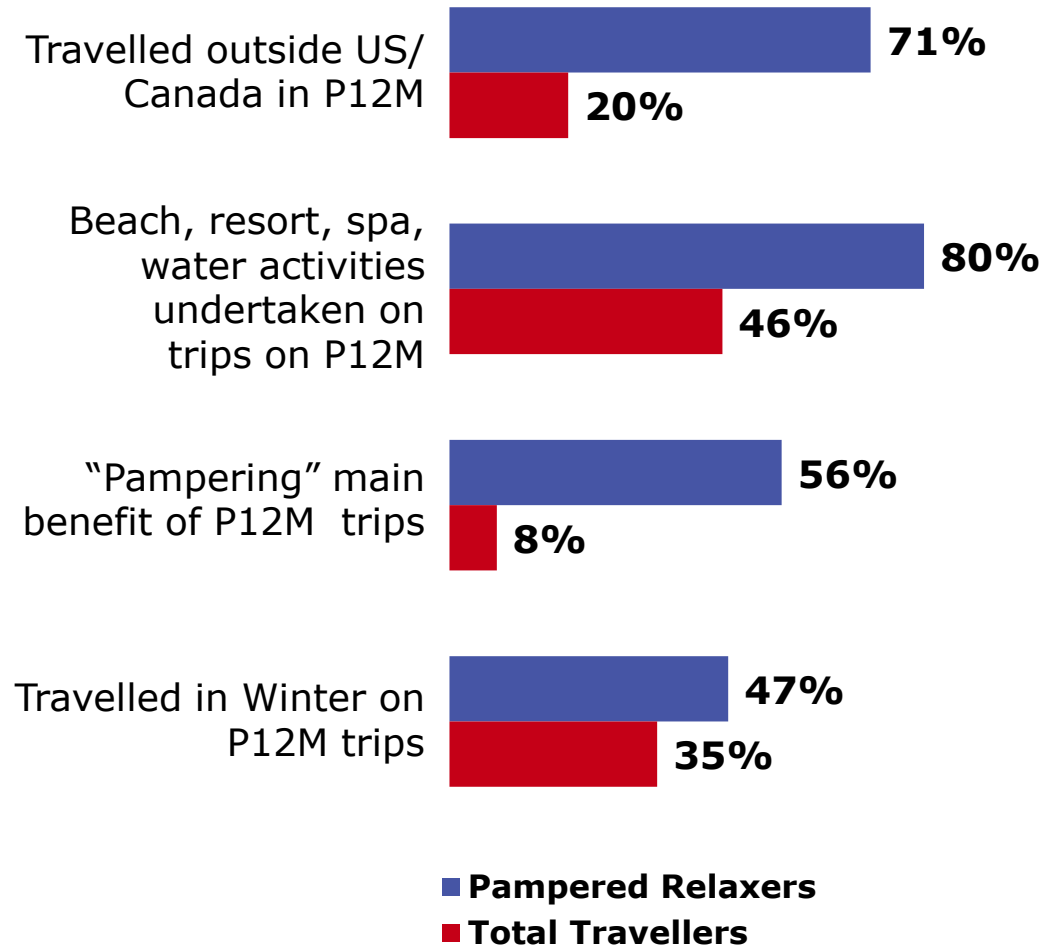
## Pampered Relaxers



This segment is defined by an orientation toward pampering and resort life experiences. This very often involves beach experiences, water and sun destinations in winter.

For this segment, vacations are a time to relax and re-energize often through high-end sophisticated activities.



## Key Differentiators



# Who Are Pampered Relaxers?

	Pampered Relaxers %
<b>Age:</b>	
18-34 Years	26
35-54 Years	41
55 Or Older	32
<b>Gender:</b>	
Male	37
Female	63
<b>Household Composition:</b>	
Live alone	12
Couple with no children	48
Any children 18 or younger	26

	Pampered Relaxers %
<b>Occupation Status:</b>	
Employed	74
Retired	14
Homemaker/ child caring	5
Student	2
Unemployed/ disability	2
<b>Ethnic Status:</b>	
Born outside Canada/ US	18
Visible minority	14

 Well Above Average  
 Well Below Average

# Value Metrics

	Pampered Relaxers
Average Annual Household Income	<b>\$105,554</b>
Average Annual Household Travel Budget	<b>\$4,232</b>
Average Number Of Trips In Past 12 Months	<b>2.8</b>
Average Trip Length (in days)	<b>6.4</b>
Average Party Size Per Trip	<b>3.0</b>
Average Spend Per Person In Travel Party	<b>\$1,206</b>
Maximum Spend Per Trip	<b>\$3,997</b>

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# Travel Attitudes



– Top-2-Box Agreement (Agree Strongly/Somewhat)

	Pampered Relaxers %
A family vacation is an important time to make family memories	81
I enjoy sharing stories back home after my travels	80
I find it enriching to be exposed to the local customs and routines of people in another country	79
When I'm on vacation, I just do whatever I want, however I want	74
I am much more carefree while on vacation than I am at home	73
I like to see local architecture or city scapes that are different from my own	70
I prefer to thoroughly plan my trips in advance	69
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	69
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	66
I like to visit small towns and villages when I travel	55
I am comfortable travelling with groups of people	54
I like to take my time at historical sites or museums	53
When I travel, I like to experience arts and culture	46
Shopping is an important part of the travel experience for me	46
I love travelling to places off the beaten path	43
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	37
I tend to prefer travel destinations that I know fairly well	27
When travelling, I prefer to eat food that is like the food I eat at home	23
I tend to get nervous or anxious when I travel	21
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	21
When choosing a pleasure travel destination, I am influenced by what is currently popular	21
When I travel, I am more interested in understanding the past than in experiencing culture as it exists now	17

# Lifestyle Attitudes

– Top-3-Box Agreement (8/9/10 out of 10)

	Pampered Relaxers %
I am a confident person	56
I make a point of taking time to relax and unwind	56
My life revolves around my family	55
I am generally an optimistic person	54
I consider myself to be youthful in spirit	54
I am completely open to diverse cultures, lifestyles and ideas	49
I am one of those who likes to have everything planned in advance	45
I need to escape my everyday life from time to time and seek new experiences	45
People tend to look to me for advice	44
I never seem to have enough time to accomplish all I need to in a day	41
I spend most of my leisure time at home	41
It is important to me to make a good impression on others	41
I feel financially secure	38
I often seek solitude and quiet times for contemplation	38
I have lots of friends	31
I love to be spontaneous	31
I am in tune with nature	27
I am more physically active than most people	26
I'm usually the first among my friends to try something new	26
I love the fine arts and high culture	23
I am more adventurous than most of my friends	22
My life is too stressful	22
I tend to be the life of the party	13
I consider myself a follower rather than a leader	10

 Above Average  
 Below Average

# Activity Profile (NETS)

## Trips Taken During Past 12 Months

	Pampered Relaxers	
	Total Trips	Ontario Trips
Any Activities on Trips Taken in Past 12 Months:	%	
Beach, resort, spa and water	80	40
Shopping	56	46
Culinary (fine dining and wineries)	55	49
Museums, history, galleries, sightseeing and knowledge	50	39
Botanical/ nature parks, scenic landmarks and related learning	37	30
Touring	35	26
Visiting friends/ relatives and social events	35	42
Camping and related outdoor activities	22	21
Cultural events/ festivals	20	15
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	20	14
Nightclubs and places of entertainment	19	11
Visiting casinos or other gambling	17	16
Sporting events (spectator, player) / golf	9	6

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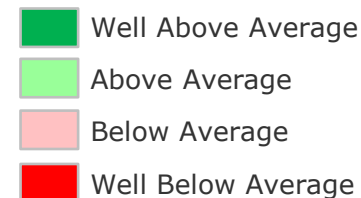
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# Activity Profile (Detail)

## Trips Taken During Past 12 Months

	Pampered Relaxers	
	Total Trips	Ontario Trips
<b>Any Activities on Trips Taken in Past 12 Months:</b>	%	
Visiting a beach	67	18
Shopping	56	46
Dining in fine restaurants	54	46
Visiting / staying at a resort	37	14
City sightseeing on your own	35	30
Visiting friends and relatives	30	37
Visiting scenic landmarks	30	22
Visiting small towns and villages	24	17
Relaxing at a spa	23	17
Visiting places of historical interest	22	12
Water activities (e.g., waterskiing, diving, windsurfing)	20	7
Visiting night clubs or other places of entertainment	19	11
Visiting casinos or other gambling	17	16
Organized city sightseeing	17	6
Attending theatre, concerts or dance shows	16	10
Attending family / social event (e.g., wedding, reunion)	15	18
Visiting museums or galleries	14	12
Boating / sailing	14	9
Visiting theme/amusement park	13	10
Touring by bus, boat or train	13	5
Touring by car or RV	10	10
Visiting a garden attraction (e.g., botanical gardens)	10	7
Visiting a zoo, aquarium	10	6



# Main Activity On Trips Taken During Past 12 Months

	Pampered Relaxers	
	Total Trips	Ontario Trips
Main Activity:	%	
Beach, resort, spa and water	55	17
Visiting friends/ relatives and social events	25	31
Museums, history, galleries, sightseeing and knowledge	10	9
Culinary (fine dining and wineries)	7	9
Shopping	7	7
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	6	4
Botanical/ nature parks, scenic landmarks and related learning	5	5
Touring	5	3
Cultural events/ festivals	4	5
Camping and related outdoor activities	3	5
Sporting events (spectator, player), golf	2	3
Nightclubs and places of entertainment	1	2
Visiting casinos or other gambling	1	2

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# Activity Profile – Pampered Relaxers

## - Relationship Between Main and Other Activities

	Main Activities			
	Beach	VFR	Resort	Shopping
Other Activities	%			
Shopping	40	36	46	100
Dining in fine restaurants	38	34	52	40
Visiting / staying at a resort	24	8	100	4
Water activities (e.g., waterskiing, diving, windsurfing)	21	5	22	3
City sightseeing on your own	17	19	24	22
Visiting scenic landmarks	16	13	16	10
Visiting small towns and villages	13	12	14	17
Visiting night clubs or other places of entertainment	13	10	19	4
Boating / sailing	13	5	10	5
Relaxing at a spa	12	8	25	7
Visiting casinos or other gambling	11	7	13	5
Attending theatre, concerts or dance shows	8	4	11	6
Visiting a beach	100	24	60	24
Kayaking or canoeing	5	2	11	1
Golfing	3	4	10	1

# Benefit Profile

## Trips Taken During Past 12 Months

	Pampered Relaxers	
	Total Trips	Ontario Trips
Travel Benefits Sought On Trips In Past 12 Months	%	
To relax and relieve stress	88	67
To have fun and be entertained	72	62
To be pampered	56	27
To create lasting memories	53	44
To re-energize	53	33
To see or do something new and different	46	33
To enrich your relationship with partner/ children	44	40
To stay connected with family	40	43
To explore and learn	21	16
To renew personal connections with people (other than family)	20	25
To experience different ways of life	17	5
To seek solitude and isolation	16	14
To meet new people	16	8
To gain knowledge of history, other cultures	15	6
To stimulate your mind / be intellectually challenged	7	7
To be challenged physically	2	2



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# Sources Used To Plan Trips

	Pampered Relaxers	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	<b>33</b>	<b>-2</b>
Brochures/pamphlets	<b>13</b>	<b>-4</b>
Travel guides/books	<b>8</b>	<b>-2</b>
Articles/features in travel magazines	<b>6</b>	<b>-1</b>
Own/previous experience	<b>18</b>	<b>-1</b>
Information from a specific attraction	<b>3</b>	<b>-4</b>
Automobile Associations	<b>7</b>	<b>-2</b>
Travel agent (in person)	<b>10</b>	<b>+5</b>
Airline	<b>4</b>	<b>±0</b>
Travel programs on TV	<b>4</b>	<b>-2</b>
TV ads	<b>3</b>	<b>-2</b>

Q. Thinking about all of the overnight pleasure trips you have taken within Ontario during the past year or so, which of the following information sources did you use when planning your travel? If you have not taken an overnight pleasure trip within Ontario, please think about your last overnight pleasure trip.

	Pampered Relaxers	Difference vs. Total Travellers
<b>Internet Sources Used:</b>	%	
Any Internet (Net)	<b>89</b>	<b>+7</b>
- Accommodation websites e.g., hotel	<b>38</b>	<b>-3</b>
- Online travel agencies	<b>43</b>	<b>+9</b>
- Airline websites	<b>28</b>	<b>+4</b>
- Official destination websites, e.g., VisitFlorida	<b>18</b>	<b>-5</b>
- Review sites	<b>28</b>	<b>+7</b>
- Online blogs	<b>4</b>	<b>-3</b>
- Social media	<b>2</b>	<b>-4</b>
- Group buying sites, e.g., Wagjag	<b>4</b>	<b>±0</b>
- Travel apps	<b>2</b>	<b>-1</b>

Q. What kind of Internet sources, if any, did you use to plan your trips?

# Pampered Relaxers Population Projections

## Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
<b>Place of Residence:</b>		
<b>Total Canada</b>	<b>1,407,113</b>	<b>10.5%</b>
Ontario	844,268	9.4%
GTA	406,053	10.3%
Other Ontario	450,276	8.9%
Quebec	514,601	13.5%
Montreal	389,971	13.6%
Other Quebec	124,630	13.1%
Manitoba	40,203	7.4%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
<b>Place of Residence:</b>		
<b>Major US Markets</b>		
Philadelphia	144,732	3.5%
Boston	221,118	4.5%
Chicago	140,711	2.2%
New York City	317,605	4.3%
Washington DC	112,569	2.6%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
<b>Place of Residence:</b>		
<b>Total US</b>	<b>2,613,210</b>	<b>2.6%</b>
<b>States:</b>		
Connecticut	52,264	1.9%
Delaware	48,244	7.0%
Illinois	196,996	2.0%
Indiana	64,325	1.3%
Maryland	84,427	3.2%
Massachusetts	217,097	3.8%
Michigan	124,630	1.7%
Minnesota	88,447	2.2%
New Jersey	233,179	4.1%
New York	534,703	3.9%
Ohio	144,732	1.6%
Pennsylvania	257,301	2.3%
Virginia	116,589	2.8%
Wisconsin	152,772	3.6%
Kentucky	100,508	3.3%
New Hampshire	40,203	2.5%
North Carolina	104,528	1.4%
Rhode Island	16,081	1.9%
Vermont	8,041	1.6%
West Virginia	16,081	1.2%

# How To Reach Pampered Relaxers

## Detail Media Consumption

	Pampered Relaxers	Difference vs. Total Travellers
% reading newspaper	<b>37%</b>	<b>-29</b>
- Daily print	<b>58%</b>	<b>±0</b>
- Daily on computer	<b>25%</b>	<b>-8</b>
- Daily on mobile	<b>10%</b>	<b>+1</b>
% reading travel section of daily newspaper	<b>54%</b>	<b>+3</b>
% reading magazine	<b>61%</b>	<b>-4</b>
- Entertainment/music	<b>35%</b>	<b>+4</b>
- Food/cooking	<b>29%</b>	<b>+3</b>
- Fashion/beauty	<b>26%</b>	<b>+9</b>
- Health/fitness/living	<b>23%</b>	<b>+1</b>
- Travel	<b>16%</b>	<b>+3</b>
Avg. # hrs. watch TV (reg)	<b>13.3</b>	<b>-0.8</b>
Avg. # hrs. watch PVR	<b>4.1</b>	<b>+0.7</b>
Ave. # hrs. watch TV online	<b>4.2</b>	<b>-1</b>
- Movies	<b>54%</b>	<b>+4</b>
- Dramas	<b>54%</b>	<b>+5</b>
- News	<b>48%</b>	<b>+3</b>
- Reality shows	<b>46%</b>	<b>+11</b>
Avg. # hrs. listen to radio	<b>8.2</b>	<b>+0.3</b>
- Top 40	<b>37%</b>	<b>+7</b>
- News/talk	<b>29%</b>	<b>-6</b>
- Oldies	<b>29%</b>	<b>-1</b>

	Pampered Relaxers	Difference vs. Total Travellers
% using Internet	<b>90%</b>	<b>+1</b>
- Search engine	<b>80%</b>	<b>+3</b>
- Weather	<b>55%</b>	<b>+2</b>
- Shopping	<b>52%</b>	<b>+2</b>
- Travel	<b>48%</b>	<b>+15</b>
- Entertainment	<b>46%</b>	<b>±0</b>
Avg. # hrs. spent browsing per week	<b>10.7</b>	<b>-1.4</b>
% using social networks	<b>74%</b>	<b>-4</b>
- Facebook	<b>61%</b>	<b>-7</b>
- Twitter	<b>6%</b>	<b>-8</b>
Avg. # hrs. spent on social networks	<b>3.6</b>	<b>-1</b>
% using smartphone/tablet when travelling	<b>43%</b>	<b>-3</b>
- Look up information	<b>70%</b>	<b>-7</b>
- Check review sites	<b>11%</b>	<b>-14</b>
- make reservations	<b>15%</b>	<b>-9</b>
- Use travel apps	<b>14%</b>	<b>-5</b>