

Introducing Solitaires...

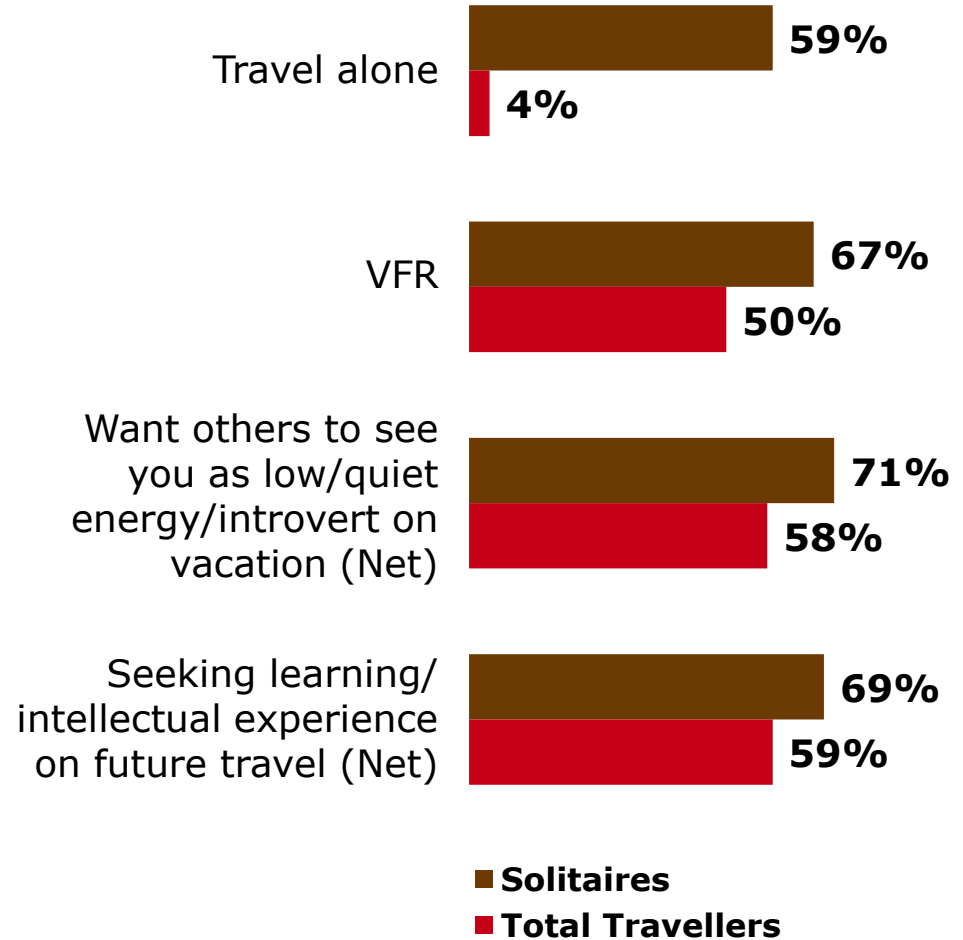
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Solitaires

This group of largely single people often travel alone. They are quiet and reserved people, whose travel experiences and budgets are often quite basic. While they often connect with acquaintances or family at the destinations they choose, they are introspective people. If they gravitate to any forms of activity, they tend to be those that can be enjoyed in isolation and align with inward thinking (museum, galleries).



Key Differentiators



Who Are Solitaires?

	Solitaires %
Age:	
18-34 Years	21
35-54 Years	40
55 Or Older	39
Gender:	
Male	53
Female	47
Household Composition:	
Live alone	65
Couple with no children	11
Any children 18 or younger	8
Income:	
Average Household (\$)	62,507
Average Personal (\$)	53,689

	Solitaires %
Occupation Status:	
Employed	63
Retired	20
Homemaker/ child caring	2
Student	4
Unemployed/ disability	9
Ethnic Status:	
Born outside Canada/ US	14
Visible minority	17

- Well Above Average
- Below Average
- Well Below Average

Value Metrics

	Solitaires
Average Annual Household Income	\$62,507
Average Annual Household Travel Budget	\$1,990
Average Number Of Trips In Past 12 Months	2.5
Average Trip Length (in days)	6
Average Party Size Per Trip	1.6
Average Spend Per Person In Travel Party	\$822
Maximum Spend Per Trip	\$1,436

 Below Average

Travel Attitudes

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

	Solitaires %
A family vacation is an important time to make family memories	57
I enjoy sharing stories back home after my travels	69
I like to see local architecture or city scapes that are different from my own	70
I find it enriching to be exposed to the local customs and routines of people in another country	69
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	70
I prefer to thoroughly plan my trips in advance	58
I like to take my time at historical sites or museums	68
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	60
When I'm on vacation, I just do whatever I want, however I want	70
I like to visit small towns and villages when I travel	62
I am much more carefree while on vacation than I am at home	57
I love travelling to places off the beaten path	63
When I travel, I like to experience arts and culture	53
I am comfortable travelling with groups of people	39
Shopping is an important part of the travel experience for me	31
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	28
I tend to prefer travel destinations that I know fairly well	28
When travelling, I prefer to eat food that is like the food i eat at home	22
When I travel, I am more interested in understanding the past than in experiencing culture as it exists	19
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	19
I tend to get nervous or anxious when I travel	22
When choosing a pleasure travel destination, I am influenced by what is currently popular	11

Lifestyle Attitudes

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

	Solitaires %
I am generally an optimistic person	42
I consider myself a follower rather than a leader	12
I never seem to have enough time to accomplish all I need to in a day	36
I love the fine arts and high culture	29
It is important to me to make a good impression on others	29
I often seek solitude and quiet times for contemplation	57
I am one of those who likes to have everything planned in advance	32
My life revolves around my family	23
I am more physically active than most people	19
I spend most of my leisure time at home	49
I feel financially secure	25
I tend to be the life of the party	8
I am more adventurous than most of my friends	25
I consider myself to be youthful in spirit	46
I am a confident person	45
I have lots of friends	18
I am in tune with nature	30
I need to escape my everyday life from time to time and seek new experiences	40
I am completely open to diverse cultures, lifestyles and ideas	51
I make a point of taking time to relax and unwind	49
I love to be spontaneous	27
My life is too stressful	25
People tend to look to me for advice	33
I'm usually the first among my friends to try something new	17

Activity Profile (NETS)

Trips Taken During Past 12 Months

	Solitaires	
	Total Trips	Ontario Trips
Any Activities On Trips Taken In Past 12 Months:	%	
Beach, resort, spa and water	29	25
Sporting events (spectator, player), golf	11	13
Camping and related outdoor activities	19	25
Museums, history, galleries, sightseeing and knowledge	48	45
Botanical/ nature parks, scenic landmarks and related learning	35	32
Cultural events/ festivals	23	24
Nightclubs and places of entertainment	13	14
Visiting casinos or other gambling	7	9
Culinary (fine dining and wineries)	38	35
Touring	29	30
Shopping	39	33
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	12	9
Visiting friends/ relatives and social events	66	57

Activity Profile (Detail)

Trips Taken During Past 12 Months

	Solitaires	
	Total Trips	Ontario Trips
Any Activities On Trips Taken In Past 12 Months:	%	
Visiting friends and relatives	60	51
Shopping	39	33
Dining in fine restaurants	36	31
City sightseeing on your own	34	31
Visiting places of historical interest	27	19
Visiting scenic landmarks	26	24
Visiting small towns and villages	22	20
Visiting a beach	22	16
Visiting museums or galleries	22	18
None of these / some other activity	21	10
Attending family / social event (e.g., wedding, reunion)	19	20
Visiting a garden attraction (e.g., botanical gardens)	15	11
Attending theatre, concerts or dance shows	14	15
Visiting night clubs or other places of entertainment	13	14
Visiting national or provincial nature parks	12	13
Touring by car or RV	12	14
Hiking / climbing	10	13

Main Activity On Trips Taken During Past 12 Months

	Solitaires	
	Total Trips	Ontario Trips
Main Activity On Trips Taken During Past 12 Months:	%	
Beach, resort, spa and water	11	6
Sporting events (spectator, player), golf	4	3
Camping and related outdoor activities	4	8
Museums, history, galleries, sightseeing and knowledge	11	10
Botanical/ nature parks, scenic landmarks and related learning	5	7
Cultural events/ festivals	7	9
Nightclubs and places of entertainment	1	2
Visiting casinos or other gambling	2	2
Culinary (fine dining and wineries)	3	2
Touring	4	4
Shopping	3	3
Visiting friends/ relatives and social events	55	45
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	3	4

■ Well Above Average ■ Below Average

Activity Profile – Solitaires

- Relationship Between Main and Other Activities

	Main Activities	
	VFR	Beach
Other Activities:	%	
Visiting friends and relatives	89	20
Shopping	28	41
Attending family / social event (e.g., wedding, reunion)	25	0
Dining in fine restaurants	25	28
City sightseeing on your own	19	25
Visiting places of historical interest	14	8
Visiting scenic landmarks	14	11
Visiting small towns and villages	12	12
Visiting a beach	11	100
Visiting museums or galleries	11	4
Visiting a garden attraction (e.g., botanical gardens)	8	6
Touring by car or RV	7	11
Visiting night clubs or other places of entertainment	7	11
Visiting national or provincial nature parks	6	10
Attending theatre, concerts or dance shows	5	7
Hiking / climbing	5	6
Visiting / staying at a resort	2	9
Water activities (e.g., waterskiing, diving, windsurfing)	1	7
Visiting casinos or other gambling	3	5
Relaxing at a spa	1	5

Benefit Profile

Trips Taken During Past 12 Months

	Solitaires	
	Total Trips	Ontario Trips
Travel Benefits Sought On Trips In Past 12 Months:	%	
To see or do something new and different	31	34
To seek solitude and isolation	19	20
To gain knowledge of history, other cultures	18	16
To stimulate your mind / be intellectually challenged	14	13
To relax and relieve stress	55	54
To stay connected with family	50	41
To renew personal connections with people (other than family)	34	35
To enrich your relationship with partner/ children	8	10
To create lasting memories	29	30
To be challenged physically	5	9
To re-energize	26	26
To have fun and be entertained	42	38
To explore and learn	25	24
To meet new people	17	11
To experience different ways of life	12	9
To be pampered	7	5

Well Above Average
 Well Below Average

Sources Used To Plan Trips

	Solitaires	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	28	-7
Brochures/pamphlets	12	-5
Travel guides/books	11	+1
Articles/features in travel magazines	4	-3
Own/previous experience	21	+2
Information from a specific attraction	5	-2
Automobile Associations	6	-3
Travel agent (in person)	3	-2
Airline	4	±0
Travel programs on TV	3	-3
TV ads	2	-3

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.

	Solitaires	Difference vs. Total Travellers
Internet Sources Used:	%	
Any Internet (Net)	77	-5
- Accommodation websites e.g., hotel	33	-8
- Online travel agencies	29	-5
- Airline websites	25	+1
- Official destination websites, e.g., VisitFlorida	17	-6
- Review sites	14	-7
- Online blogs	5	-2
- Social media	3	-3
- Group buying sites, e.g., Wagjag	2	-2
- Travel apps	2	-1

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

Solitaires Population Projections

Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total Canada	846,885	6.3%
Ontario	573,696	6.4%
GTA	307,337	7.8%
Other Ontario	266,359	5.3%
Quebec	239,040	6.3%
Montreal	198,062	6.9%
Other Quebec	40,978	4.3%
Manitoba	34,149	6.3%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Major US Markets		
Philadelphia	218,551	5.3%
Boston	341,486	7.0%
Chicago	389,294	6.1%
New York City	505,399	6.8%
Washington DC	396,124	9.0%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total US	5,982,832	5.9%
States:		
Connecticut	116,105	4.2%
Delaware	61,467	8.9%
Illinois	662,482	6.8%
Indiana	218,551	4.5%
Maryland	341,486	12.8%
Massachusetts	361,975	6.3%
Michigan	389,294	5.2%
Minnesota	218,551	5.3%
New Jersey	368,805	6.4%
New York	887,863	6.5%
Ohio	314,167	3.4%
Pennsylvania	375,634	3.4%
Virginia	635,164	15.4%
Wisconsin	184,402	4.3%
Kentucky	102,446	3.4%
New Hampshire	27,319	1.7%
North Carolina	457,591	6.3%
Rhode Island	75,127	9.1%
Vermont	47,808	9.6%
West Virginia	68,297	5.1%

How To Reach Solitaires

Detail Media Consumption

	Solitaries	Difference vs. Total Travellers
% reading newspaper	68%	+2
- Daily print	56%	-2
- Daily on computer	36%	+3
- Daily on mobile	6%	-3
% reading travel section of daily newspaper	48%	-6
% reading magazine	65%	±0
- Entertainment/music	30%	-1
- News	25%	+7
- Food/cooking	23%	-3
- Health/fitness/living	21%	-1
- Science/geography	16%	+2
Avg. # hrs. watch TV (reg)	15.7	+1.6
Avg. # hrs. watch PVR	3.0	-0.4
Avg. # hrs. watch TV online	5.3	+0.1
- Dramas	50%	+1
- News/current affairs	49%	+4
- History	38%	+4
- Science fiction/fantasy	23%	+5
Avg. # hrs. listen to radio	8.9	+1.0
- News/talk	42%	+7
- Oldies	32%	+2
- Classical	18%	+6

	Solitaries	Difference vs. Total Travellers
% using Internet	86%	-3
- Search engine	80%	+3
- Weather	53%	±0
- Shopping	52%	+2
- Network news sites	36%	+5
- Newspaper sites	33%	+4
Avg. # hrs. spent browsing per week	15.5	+2.8
% using social networks	68%	-10
- Facebook	56%	-12
- Twitter	11%	-3
Avg. # hrs. spent on social networks	4.5	-0.1
% using smartphone/tablet when travelling	30%	-16
- Look up information	70%	-7
- Check review sites	18%	-7
- make reservations	19%	-5
- Use travel apps	16%	-3