Introducing Up & Coming Explorers...

9%

Up & Coming Explorers

This is a youth-oriented group that is on its way up in the world. These travellers are emerging into a new life-stage, often characterized by greater affluence and new opportunities. Visible minorities and immigrants often fall into this segment. Travel is not about connecting with family or friends. While these people often want to be adventurous and energetic their travel experiences often start with what is nearby and typically with core tourist attractions. Ontario is popular with this group and visitation is typically very recent.

Key Differentiators

To explore and learn is the main benefit of trip (Net)
- **72%**
- **25%**

Visited major tourist attractions
- **57%**
- **29%**

Want to feel "excited/ exhilarated" on vacation
- **44%**
- **25%**

VFR
- **22%**
- **50%**

Visible Minority/ Immigrant
- **57%**
- **23%**

Past Year Total

Ever Visited Ontario
- **28%** **71%**
- **15%** **60%**

■ **Up & Coming Explorers**
■ **Total Travellers**

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Who Are Up & Coming Explorers?

Age:	Up & Coming Explorers %
18-34 Years	59
35-54 Years	34
55 Or Older	7
Gender:	
Male	59
Female	41
Household Composition:	
Live alone	14
Couple with no children	22
Any children 18 or younger	53

Occupation Status:	Up & Coming Explorers %
Employed	77
Retired	3
Homemaker/ child caring	9
Student	5
Unemployed/ disability	3
Ethnic Status:	
Born outside Canada/ US	40
Visible minority	45

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■ Well Below Average

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Value Metrics

	Up and Coming Explorers
Average Annual Household Income	$88,361
Average Annual Household Travel Budget	$4,637
Average Number Of Trips In Past 12 Months	3.5
Average Trip Length (in days)	4.6
Average Party Size Per Trip	2.8
Average Spend Per Person In Travel Party	$947
Maximum Spend Per Trip	$2,744

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

	Up and Coming Explorers %
A family vacation is an important time to make family memories	77
I enjoy sharing stories back home after my travels	75
I prefer to thoroughly plan my trips in advance	74
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	72
I like to see local architecture or city scapes that are different from my own	72
I find it enriching to be exposed to the local customs and routines of people in another country	72
I like to take my time at historical sites or museums	71
I like to visit small towns and villages when I travel	70
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	70
I am much more carefree while on vacation than I am at home	70
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	70
When I'm on vacation, I just do whatever I want, however I want	69
I am comfortable travelling with groups of people	69
I love travelling to places off the beaten path	67
When I travel, I like to experience arts and culture	67
Shopping is an important part of the travel experience for me	65
When I travel, I am more interested in understanding the past than in experiencing culture as it exists now	64
When choosing a pleasure travel destination, I am influenced by what is currently popular	64
I tend to prefer travel destinations that I know fairly well	60
When travelling, I prefer to eat food that is like the food I eat at home	55
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	54
I tend to get nervous or anxious when I travel	48

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

	Up and Coming Explorers %
My life revolves around my family	56
I am a confident person	55
I consider myself to be youthful in spirit	54
I am completely open to diverse cultures, lifestyles and ideas	54
I am in tune with nature	53
I'm usually the first among my friends to try something new	53
I need to escape my everyday life from time to time and seek new experiences	52
I make a point of taking time to relax and unwind	52
I am generally an optimistic person	51
I am one of those who likes to have everything planned in advance	51
I love to be spontaneous	51
I often seek solitude and quiet times for contemplation	50
People tend to look to me for advice	50
It is important to me to make a good impression on others	49
I spend most of my leisure time at home	48
I love the fine arts and high culture	48
I am more adventurous than most of my friends	47
I have lots of friends	46
I never seem to have enough time to accomplish all I need to in a day	45
I am more physically active than most people	45
I tend to be the life of the party	44
I feel financially secure	43
My life is too stressful	41
I consider myself a follower rather than a leader	41

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Activity Profile (NETS)
Trips Taken During Past 12 Months

	Up and Coming Explorers	
	Total Trips	**Ontario Trips**
Any Activities on Trips Taken in Past 12 Months:	%	
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	**46**	**39**
Museums, history, galleries, sightseeing and knowledge	**32**	**42**
Beach, resort, spa and water	**34**	**32**
Botanical/ nature parks, scenic landmarks and related learning	**27**	**38**
Camping and related outdoor activities	**24**	**28**
Shopping	**19**	**12**
Culinary (fine dining and wineries)	**20**	**13**
Touring	**14**	**13**
Visiting friends/ relatives and social events	**18**	**10**
Cultural events/ festivals	**10**	**8**
Sporting events (spectator, player), golf	**7**	**6**
Nightclubs and places of entertainment	**5**	**4**
Visiting casinos or other gambling	**5**	**5**

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Activity Profile (Detail)
Trips Taken During Past 12 Months

	Up and Coming Explorers	
	Total Trips	**Ontario Trips**
Any Activities on Trips Taken in Past 12 Months:	%	
Visiting theme/amusement park	**33**	**27**
Visiting a zoo, aquarium	**24**	**22**
Shopping	**19**	**12**
Dining in fine restaurants	**19**	**11**
Visiting a beach	**18**	**8**
City sightseeing on your own	**17**	**12**
Visiting scenic landmarks	**15**	**13**
Visiting friends and relatives	**14**	**8**
Visiting a garden attraction (e.g., botanical gardens)	**12**	**11**
Visiting small towns and villages	**11**	**9**
Organized city sightseeing	**10**	**8**
Relaxing at a spa	**10**	**7**

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Main Activity On Trips Taken During Past 12 Months

Main Activity:	Up and Coming Explorers	
	Total Trips	**Ontario Trips**
	%	
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	**30**	**28**
Museums, history, galleries, sightseeing and knowledge	**19**	**17**
Beach, resort, spa and water	**18**	**11**
Botanical/ nature parks, scenic landmarks and related learning	**14**	**11**
Visiting friends/ relatives and social events	**13**	**6**
Camping and related outdoor activities	**12**	**16**
Culinary (fine dining and wineries)	**5**	**3**
Shopping	**5**	**4**
Sporting events (spectator, player), golf	**4**	**4**
Cultural events/ festivals	**4**	**4**
Touring	**4**	**5**
Visiting casinos or other gambling	**2**	**2**
Nightclubs and places of entertainment	**1**	**1**

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Activity Profile – Up and Coming Explorers
- Relationship Between Main and Other Activities

	Main Activities		
	Amusement/ Theme Park	VFR	City Sight Seeing (NET)
Other Activities	%		
Visiting an amusement or theme park	100	14	6
Visiting a zoo, aquarium	12	9	13
Shopping	8	24	18
City sightseeing on your own	6	8	61
Visiting a beach	5	8	5
Dining in fine restaurants	4	21	14
Visiting museums or galleries	2	5	14
Attending theatre, concerts or dance shows	2	2	5
Visiting scenic landmarks	2	10	21
Organized city sightseeing	2	2	42
Attending a music, film or literary festival	1	1	8
Visiting places of historical interest	1	4	19
Visiting national or provincial nature parks	1	6	10
Relaxing at a spa	1	5	7
Visiting small towns and villages	0	7	8
Visiting night clubs or other places of entertainment	0	3	6
Visiting casinos or other gambling	0	1	6

Benefit Profile
Trips Taken During Past 12 Months

Travel Benefits Sought On Trips In Past 12 Months	Up and Coming Explorers	
	Total Trips	**Ontario Trips**
	%	
To see or do something new and different	47	45
To relax and relieve stress	46	44
To stay connected with family	29	25
To gain knowledge of history, other cultures	26	30
To seek solitude and isolation	24	30
To have fun and be entertained	24	22
To create lasting memories	22	21
To re-energize	21	23
To stimulate your mind / be intellectually challenged	20	20
To explore and learn	19	18
To enrich your relationship with partner/ children	16	16
To renew personal connections with people (other than family)	14	16
To be challenged physically	10	10
To meet new people	8	10
To experience different ways of life	8	9
To be pampered	7	5

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Sources Used To Plan Trips

	Up and Coming Explorers	Difference vs. Total Travellers
	%	
Friends/family/ colleagues (Net)	34	-1
Brochures/pamphlets	29	+12
Travel guides/books	10	±0
Articles/features in travel magazines	22	+15
Own/previous experience	11	+8
Information from a specific attraction	7	±0
Automobile Associations	8	-1
Travel agent (in person)	12	+7
Airline	8	+4
Travel programs on TV	18	+12
TV ads	28	+15
Travel programs on radio	9	+7

Internet Sources Used:	Up and Coming Explorers	Difference vs. Total Travellers
	%	
Any Internet (Net)	94	+12
- Accommodation websites e.g., hotel	42	+1
- Online travel agencies	50	+16
- Airline websites	36	+12
- Official destination websites, e.g., VisitFlorida	23	±0
- Review sites	26	+5
- Online blogs	16	+9
- Social media	16	+10
- Group buying sites, e.g., Wagjag	9	+5
- Travel apps	11	+8

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.

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

Up and Coming Explorers Population Projections
Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total Canada	**606,106**	**4.5%**
Ontario	501,347	5.6%
GTA	404,071	10.2%
Other Ontario	97,276	1.9%
Quebec	97,276	2.5%
Montreal	82,311	2.9%
Other Quebec	14,966	1.6%
Manitoba	7,483	1.4%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total US	**6,876,684**	**6.8%**
States:		
Connecticut	359,174	13.0%
Delaware	44,897	6.5%
Illinois	583,658	6.0%
Indiana	82,311	1.7%
Maryland	366,657	13.7%
Massachusetts	314,277	5.5%
Michigan	351,691	4.7%
Minnesota	119,725	2.9%
New Jersey	568,692	9.9%
New York	1,631,248	12.0%
Ohio	493,864	5.4%
Pennsylvania	501,347	4.5%
Virginia	471,416	11.4%
Wisconsin	231,966	5.5%
Kentucky	157,139	5.2%
New Hampshire	52,380	3.3%
North Carolina	434,002	6.0%
Rhode Island	22,448	2.7%
Vermont	14,966	3.0%
West Virginia	29,931	2.2%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Major US Markets		
Philadelphia	329,243	8.1%
Boston	306,794	6.2%
Chicago	486,381	7.6%
New York City	1,010,177	13.6%
Washington DC	434,002	9.9%

How To Reach Up and Coming Explorers
Detail Media Consumption

	Up and Coming Explorers	Difference vs. Total Travellers
% reading newspaper	51%	-15
- Daily print	64%	+6
- Daily on computer	37%	+4
- Daily on mobile	15%	+6
% reading travel section of daily newspaper	83%	+29
% reading magazine	50%	-15
- Computers/electronics/tech	30%	+18
- Fashion/beauty	29%	+12
- Business/finance/investment	29%	+14
- Health/fitness/living	28%	+6
- Automobile/cycle	22%	+11
Avg. # hrs. watch TV (reg)	10.6	-3.5
Avg. # hrs. watch PVR	3.5	+0.1
Avg. # hrs. watch TV online	7.4	+2.2
- Movies	44%	-6
- Cooking shows	41%	+1
- Biography	20%	+3
- Shopping channels	12%	+7
Avg. # hrs. listen to radio	5.3	-2.6
- Classical	25%	+13
- Sports	22%	+9
- Jazz	15%	+8

	Up and Coming Explorers	Difference vs. Total Travellers
% using Internet	89%	±0
- Entertainment	59%	+13
- Search engine	42%	-35
- Games	38%	+7
- Health	36%	±0
- Weather	26%	-27
Avg. # hrs. spent browsing per week	13.8	+1.7
% using social networks	90%	+12
- Facebook	80%	+12
- Twitter	33%	+19
Avg. # hrs. spent on social networks	5.9	+1.3
% using smartphone/tablet when travelling	67%	+21
- Look up information	73%	-4
- Check review sites	43%	+18
- make reservations	41%	+17
- Use travel apps	19%	±0