

Introducing Outgoing Mature Couples...

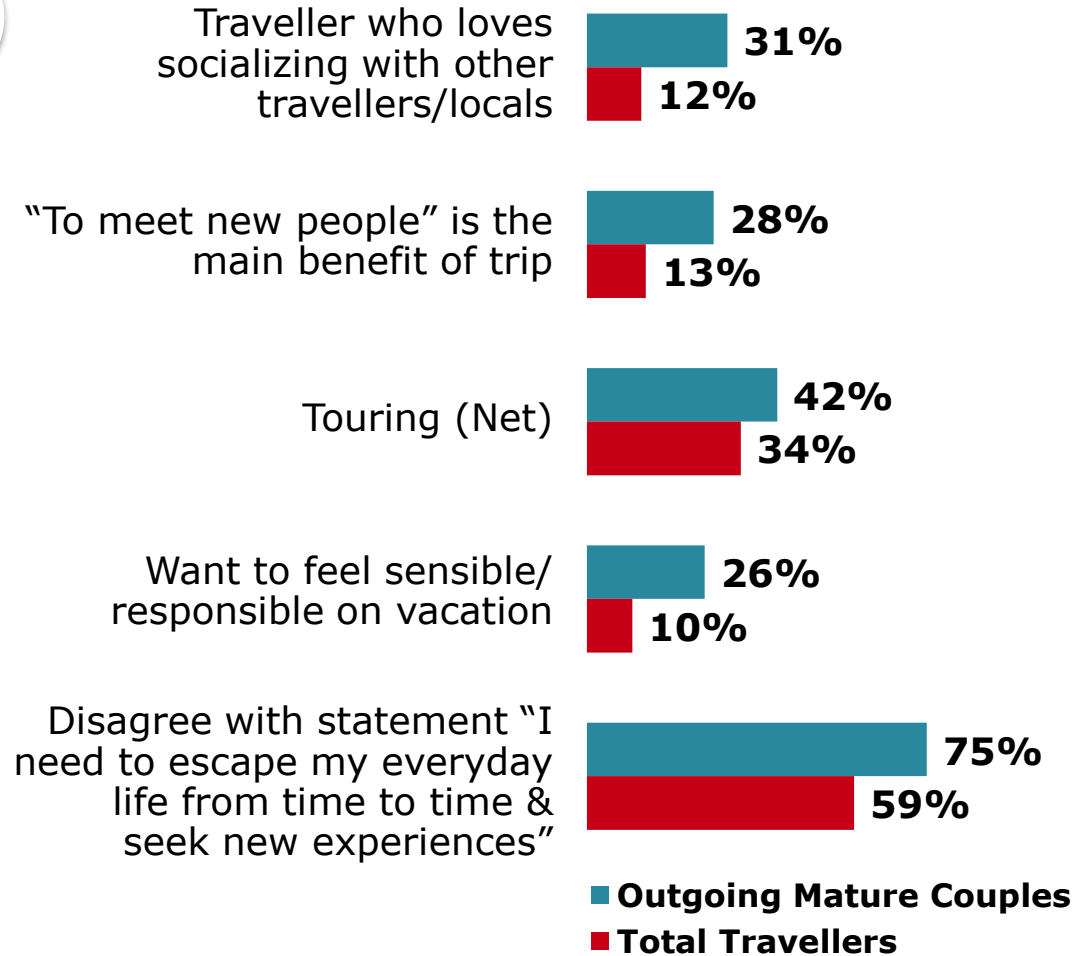
Outgoing Mature Couples

6%



Skewing strongly toward seniors and those in retirement, these travellers are driven by a desire to maintain their vitality and connection with the world. They are not particularly adventurous, rather they want to maintain their vitality often by interacting with new people (travellers and locals alike). It is important to them to feel competent and vital.



Key Differentiators



Who Are Outgoing Mature Couples?



	Outgoing Mature Couples %
Age:	
18-34 Years	7
35-54 Years	21
55 Or Older	73
Gender:	
Male	54
Female	46
Household Composition:	
Live alone	22
Couple with no children	55
Any children 18 or younger	12
Income:	
Average Household (\$)	68,152
Average Personal (\$)	46,509

	Outgoing Mature Couples %
Occupation Status:	
Employed	35
Retired	47
Homemaker/ child caring	5
Student	1
Unemployed/ disability	4
Ethnic Status:	
Born outside Canada/ US	12
Visible minority	6

 Well Above Average
 Well Below Average

Value Metrics

	Outgoing Mature Couples
Average Annual Household Income	68,152
Average Annual Household Travel Budget	\$2,562
Average Number Of Trips In Past 12 Months	2.6
Average Trip Length (in days)	6.8
Average Party Size Per Trip	3.6
Average Spend Per Person In Travel Party	\$641
Maximum Spend Per Trip	\$2,015

 Above Average
 Below Average

Travel Attitudes

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

	Outgoing Mature Couples %
A family vacation is an important time to make family memories	85
I enjoy sharing stories back home after my travels	82
I like to see local architecture or city scapes that are different from my own	67
I find it enriching to be exposed to the local customs and routines of people in another country	72
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	71
I prefer to thoroughly plan my trips in advance	71
I like to take my time at historical sites or museums	70
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	71
When I'm on vacation, I just do whatever I want, however I want	67
I like to visit small towns and villages when I travel	77
I am much more carefree while on vacation than I am at home	56
I love travelling to places off the beaten path	67
When I travel, I like to experience arts and culture	39
I am comfortable travelling with groups of people	60
Shopping is an important part of the travel experience for me	41
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	40
I tend to prefer travel destinations that I know fairly well	31
When travelling, I prefer to eat food that is like the food I eat at home	36
When I travel, I am more interested in understanding the past than in experiencing culture as it exists	29
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	31
I tend to get nervous or anxious when I travel	25
When choosing a pleasure travel destination, I am influenced by what is currently popular	20



 Well Above Average

 Above Average

 Below Average

 Well Below Average

Lifestyle Attitudes

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

	Outgoing Mature Couples %
I am generally an optimistic person	57
I consider myself a follower rather than a leader	16
I never seem to have enough time to accomplish all I need to in a day	37
I love the fine arts and high culture	14
It is important to me to make a good impression on others	31
I often seek solitude and quiet times for contemplation	34
I am one of those who likes to have everything planned in advance	33
My life revolves around my family	56
I am more physically active than most people	23
I spend most of my leisure time at home	42
I feel financially secure	38
I tend to be the life of the party	12
I am more adventurous than most of my friends	22
I consider myself to be youthful in spirit	45
I am a confident person	51
I have lots of friends	40
I am in tune with nature	43
I need to escape my everyday life from time to time and seek new experiences	29
I am completely open to diverse cultures, lifestyles and ideas	33
I make a point of taking time to relax and unwind	51
I love to be spontaneous	35
My life is too stressful	15
People tend to look to me for advice	35
I'm usually the first among my friends to try something new	20



Activity Profile (NETS)

Trips Taken During Past 12 Months

	Outgoing Mature Couples	
	Total Trips	Ontario Trips
Any Activities On Trips Taken In Past 12 Months:	%	
Beach, resort, spa and water	41	28
Sporting events (spectator, player), golf	13	9
Camping and related outdoor activities	30	36
Museums, history, galleries, sightseeing and knowledge	49	44
Botanical/ nature parks, scenic landmarks and related learning	43	36
Cultural events/ festivals	23	17
Nightclubs and places of entertainment	11	10
Visiting casinos or other gambling	13	15
Culinary (fine dining and wineries)	40	30
Touring	41	35
Shopping	41	33
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	23	15
Visiting friends/ relatives and social events	43	40

Well Above Average
 Above Average

Activity Profile (Detail)

Trips Taken During Past 12 Months

	Outgoing Mature Couples	
	Total Trips	Ontario Trips
Any Activities On Trips Taken In Past 12 Months:	%	
Shopping	41	33
Visiting friends and relatives	39	34
Dining in fine restaurants	37	27
Visiting a beach	33	18
City sightseeing on your own	32	29
Visiting scenic landmarks	32	29
Visiting small towns and villages	28	20
Visiting places of historical interest	27	23
Touring by car or RV	21	18
Attending family / social event (e.g., wedding, reunion)	18	17
Visiting museums or galleries	18	12
Visiting national or provincial nature parks	17	12
Visiting theme/amusement park	16	12
Organized city sightseeing	16	11
Visiting a garden attraction (e.g., botanical gardens)	16	12
Attending theatre, concerts or dance shows	14	10
Visiting casinos or other gambling	13	15
Fishing	13	21
Visiting / staying at a resort	13	8
Wildlife / bird watching	12	10
Visiting night clubs or other places of entertainment	11	10
None of these / some other activity	11	9
Visiting a zoo, aquarium	11	5
Touring by bus, boat or train	11	9
Boating / sailing	10	11

Main Activity On Trips Taken During Past 12 Months

	Outgoing Mature Couples	
	Total Trips	Ontario Trips
Main Activity On Trips Taken During Past 12 Months:	%	
Beach, resort, spa and water	18	8
Sporting events (spectator, player), golf	3	2
Camping and related outdoor activities	15	24
Museums, history, galleries, sightseeing and knowledge	12	14
Botanical/ nature parks, scenic landmarks and related learning	7	7
Cultural events/ festivals	6	6
Nightclubs and places of entertainment	2	0
Visiting casinos or other gambling	1	1
Culinary (fine dining and wineries)	4	3
Touring	7	4
Shopping	3	2
Visiting friends/ relatives and social events	26	26
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	12	8

 Above Average

 Below Average

 Well Below Average

Activity Profile – Up and Coming Explorers

- Relationship Between Main and Other Activities

	Main Activities			
	VFR	Beach	Amusement/ Theme Park	Fishing
Other Activities:	%			
Visiting friends and relatives	100	22	21	14
Dining in fine restaurants	27	33	22	15
Shopping	26	40	38	19
City sightseeing on your own	17	21	21	9
Visiting scenic landmarks	17	20	15	12
Visiting small towns and villages	16	22	14	14
Visiting places of historical interest	13	13	14	9
Touring by car or RV	11	16	11	8
Visiting a beach	10	100	26	14
Visiting museums or galleries	9	7	14	3
Visiting a garden attraction (e.g., botanical gardens)	7	8	14	4
Fishing	5	5	3	100
Visiting national or provincial nature parks	5	5	16	8
Visiting night clubs or other places of entertainment	5	9	10	4
Visiting / staying at a resort	3	15	12	6
Wildlife / bird watching	4	11	8	14
Attending theatre, concerts or dance shows	3	10	12	3
Golfing	3	10	11	9
Water activities (e.g., waterskiing, diving, windsurfing)	2	10	5	3
Organized city sightseeing	4	9	11	1
Boating / sailing	3	9	6	24
Visiting a zoo, aquarium	4	5	19	5
Visiting wineries	3	4	12	2

Benefit Profile

Trips Taken During Past 12 Months

	Outgoing Mature Couples	
	Total Trips	Ontario Trips
Travel Benefits Sought On Trips In Past 12 Months:	%	
To see or do something new and different	45	41
To seek solitude and isolation	7	6
To gain knowledge of history, other cultures	24	17
To stimulate your mind / be intellectually challenged	9	9
To relax and relieve stress	57	45
To stay connected with family	44	38
To renew personal connections with people (other than family)	29	29
To enrich your relationship with partner/ children	32	29
To create lasting memories	54	42
To be challenged physically	3	2
To re-energize	19	16
To have fun and be entertained	60	54
To explore and learn	27	22
To meet new people	28	22
To experience different ways of life	18	13
To be pampered	6	5

Sources Used To Plan Trips

	Outgoing Mature Couples	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	44	+9
Brochures/pamphlets	23	+6
Travel guides/books	12	+2
Articles/features in travel magazines	8	+1
Own/previous experience	24	+5
Information from a specific attraction	8	+1
Automobile Associations	14	+5
Travel agent (in person)	9	+4
Airline	4	0
Travel programs on TV	7	+1
TV ads	6	+1

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.

	Outgoing Mature Couples	Difference vs. Total Travellers
	%	
Internet Sources Used:		
Any Internet (Net)	69	-13
- Accommodation websites e.g., hotel	27	-14
- Online travel agencies	17	-17
- Airline websites	13	-11
- Official destination websites, e.g., VisitFlorida	13	-10
- Review sites	7	-14
- Online blogs	1	-6
- Social media	2	-4
- Group buying sites, e.g., Wagjag	2	-2
- Travel apps	1	-2

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

Outgoing Mature Couples Population Projections

Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total Canada	1,649,502	12.3%
Ontario	996,045	11.1%
GTA	285,491	7.2%
Other Ontario	710,555	14.1%
Quebec	602,703	15.8%
Montreal	425,064	14.8%
Other Quebec	177,639	18.7%
Manitoba	50,754	9.4%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Major US Markets		
Philadelphia	158,606	3.9%
Boston	183,983	3.7%
Chicago	342,589	5.3%
New York City	133,229	1.8%
Washington DC	145,917	3.3%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total US	4,694,736	4.7%
States:		
Connecticut	95,164	3.5%
Delaware	31,721	4.6%
Illinois	526,572	5.4%
Indiana	228,393	4.7%
Maryland	164,950	6.2%
Massachusetts	177,639	3.1%
Michigan	418,720	5.6%
Minnesota	253,770	6.2%
New Jersey	253,770	4.4%
New York	406,031	3.0%
Ohio	444,097	4.8%
Pennsylvania	412,375	3.7%
Virginia	336,245	8.1%
Wisconsin	253,770	6.0%
Kentucky	139,573	4.6%
New Hampshire	76,131	4.8%
North Carolina	336,245	4.6%
Rhode Island	31,721	3.8%
Vermont	12,688	2.6%
West Virginia	101,508	7.5%

How To Reach Outgoing Mature Couples

Detail Media Consumption

	Outgoing Mature Couples	Difference vs. Total Travellers
% reading newspaper	82%	+16
- Daily print	73%	+15
- Daily on computer	16%	-17
- Daily on mobile	2%	-7
% reading travel section of daily newspaper	62%	+8
% reading magazine	78%	+13
- Home/garden	35%	+10
- Food/cooking	31%	+5
- General interest	31%	+11
- Entertainment/music	28%	-3
- Crafts/antiques	21%	+11
Avg. # hrs. watch TV (reg)	19.2	+5.1
Avg. # hrs. watch PVR	3.7	+0.3
Ave. # hrs. watch TV online	6.2	+1.0
- News/current affairs	67%	+22
- Movies	58%	+8
- History	46%	+11
- Sports	44%	+10
Avg. # hrs. listen to radio	11.3	+3.4
- Oldies	41%	+11
- News/talk	40%	+5
- Country	33%	+11

	Outgoing Mature Couples	Difference vs. Total Travellers
% using Internet	61%	-28
- Search engine	80%	+3
- Weather	51%	-2
- Shopping	38%	-12
- Games	36%	+5
- Health	33%	-3
Avg. # hrs. spent browsing per week	9.2	-3.5
% using social networks	67%	-11
- Facebook	50%	-18
- Twitter	4%	-10
Avg. # hrs. spent on social networks	9.2	-3.5
% using smartphone/tablet when travelling	16%	-30
- Look up information	58%	-19
- Check review sites	7%	-18
- make reservations	15%	-9
- Use travel apps	19%	±0