

ENTERPRISE

RT012

# Expat Research

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# Research Summary

- Women were consistently the most engaged, most likely to convert, and responded most positively during they consumer survey.
    - Females 35+ were much more likely to choose Canada as a travel destination than males
    - Female expat survey respondents were much more likely than males to indicate that a direct flight would influence their decision.
    - Female expat respondents were more likely to indicate camping, cottages, or wilderness tours were more appealing than their male counterparts.
    - 74% of Facebook Leads from the test campaign were from women. Half of these were aged 40+
    - Women are disproportionately more engaged with the existing RTO12 Facebook Page and have converted more in their CRM to their campaigns.
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- RTO must provide a reason to travel, the behaviour is not there on its own.
    - Regardless of gender, all surveyed participants were less likely to consider Canada as a travel destination than to consider it.
    - Further, overall there was an unfamiliarity with the region, by a large majority, with upwards of 80% overall expressing little knowledge of the region.
    - Attractions at the destination were the top motivating factor for visiting Canada across age groups and gender.
    - Overall there was an unfamiliarity with the region, by a large majority, with upwards of 80% overall expressing little knowledge of the region.
  - Younger Ex-Pats more likely to return home, but not main audience
    - Younger ex pats (18-24) were most likely to consider returning to Canada, the longer they remain outside of Canada the less likely they are to consider returning,
    - However, on Facebook we saw these older ex pats are most likely to convert.
  - Urban residents were more likely to consider travel to Canada than rural: RTO provides a destination.
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- Canadian nostalgia resonates, but not Canada 150
    - Canada's 150<sup>th</sup> Anniversary was not considered a motivating factor in travelling to Canada across age groups and genders.
    - However, Facebook data reveals that ex pats overwhelmingly still stay connected to Canadian culture.
  - Direct flights do not motivate or convert, at this stage in travel planning.
    - Availability of direct flights was ranked 4<sup>th</sup> overall.
    - While there was a even split whether availability of a direct flight to regional destination would make individuals more likely to visit, however, amongst key demographics (women and men in 45-54) there was a noticeable increase in those likely to consider.
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# Creative Performance

- Between the two sets of ads: contest language and promotions converted males more effectively, while activity nostalgia and adventure tourism was more persuasive for women.
  - Language around contests resonated more with younger demographics and men.
  - The top performing ad across all sets was of the sunset and contest language “Win a Trip”.
-

- Women resonate with experiences and activities
    - Older women disproportionately converted on advertising showcasing activities: older women disproportionally converted more on the power sports activity
    - There is a clear emotional tie to summer's of the past, for older women.
    - Highest performing is jump, (carefree, summer, vacation, fun)
    - Power sports – weird performance of women 65+, 55-65 for leads, but peaks mid age
  - Uniquely Canadian vistas perform strongly
    - Northern Lights advertising had a strong performance. This is a uniquely Canadian vista, you can fish anywhere, you can't see Northern Lights.
    - Canoe and foliage advertising saw strong performance; classic Canadian iconography
  - Canoe/fall – appealed to men by far (45-54), 65, 18-24; older woman 65+,
  - Certain activities fail to resonate with target audience
    - Fishing and mountain biking performed well below average
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# Audience Profiles

## **Target Audience:**

- Women (45+)
- Men (35-45) (45-54)

## **Emotional Drivers:**

- Distinct Canadian landscapes: Northern lights, Canoe
  - Adventure of summer: carefree, adventure, youth
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# Facebook Audience

## CITY MIXERS

City mixer households are single urbanites. At a mean age of 41, there are no children at home, and they work in a broad spectrum of white collar jobs.

## ESTABLISHED ELITE

Established Elite represent America's elite couples. With no school-aged children at home and the second highest income in the country, these households have enormous disposable incomes and pursue correlating luxurious activities and goods.

## SUMMIT ESTATES

Summit Estates families are enjoying the good life – luxury, travel, entertainment and consumption of every kind are within easy reach.

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## **SKYBOXES AND SUB-URBANS**

Skyboxes and Suburbans is one of the best-educated of all the clusters. These families shop at upscale stores, spend time feathering their nest, and adhere to regular fitness programs.

## **CORPORATE CLOUT**

Corporate Clout contains well-educated and well-compensated singles and couples in their 40s and 50s. These corporate executives and professionals are serious travelers, whether for work or pleasure, and intelligent investors.

## **SHOOTING STARS & CAREER BUILDERS**

Shooting stars is made up of childless couples in their 30s. These home-owning households often include professionals with graduate degrees. Those who don't own their homes are career-driven mobile renters who switch cities more frequently

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## Our Research

- Google Consumer Survey
  - Facebook Insights Data
  - Facebook IQ Advertising Data
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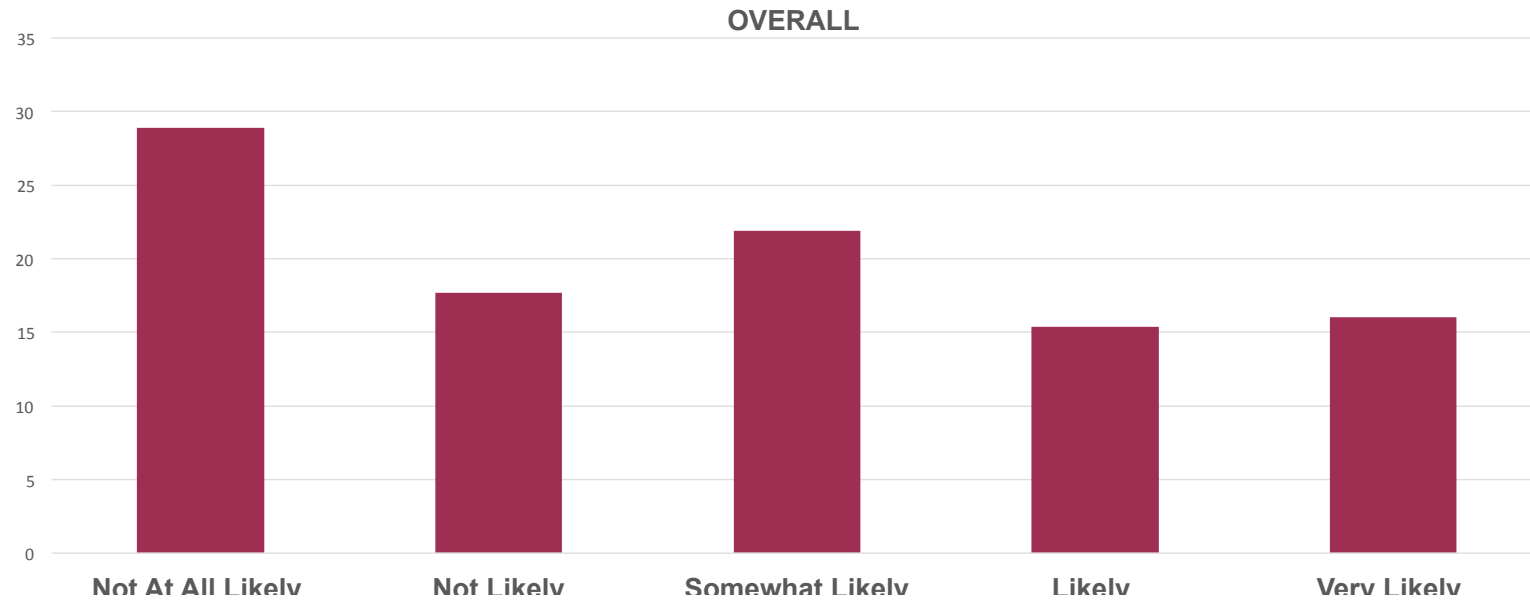
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# Google Consumer Survey

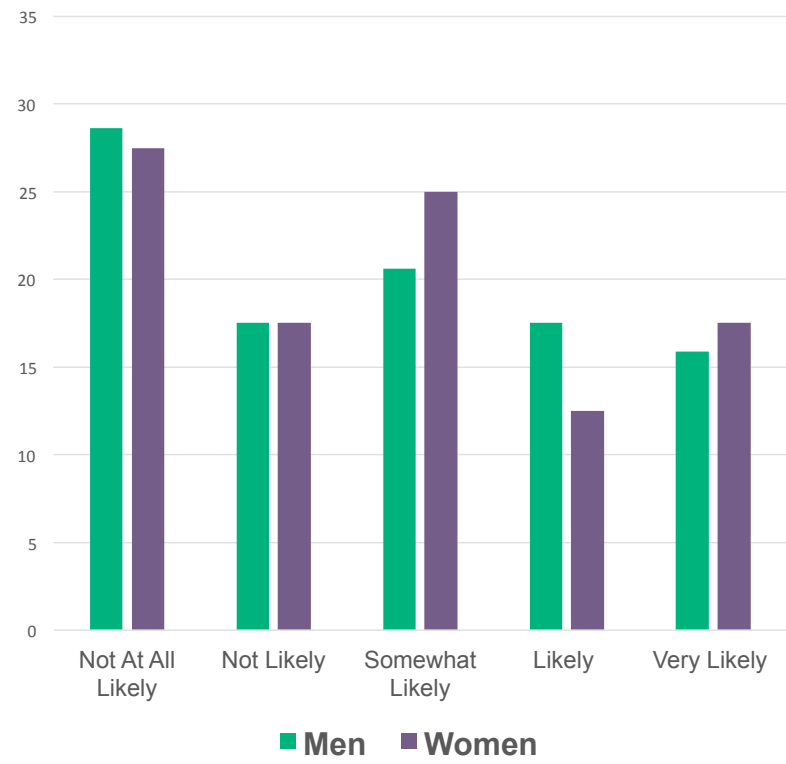
- Polled 3,000+ Expatriate Canadian in the US
  - Each participant was double-screened
  - Survey audience was narrowed to balanced & representative sample of 100 participants who completed the full survey.
  - The survey asked 8 questions in random order
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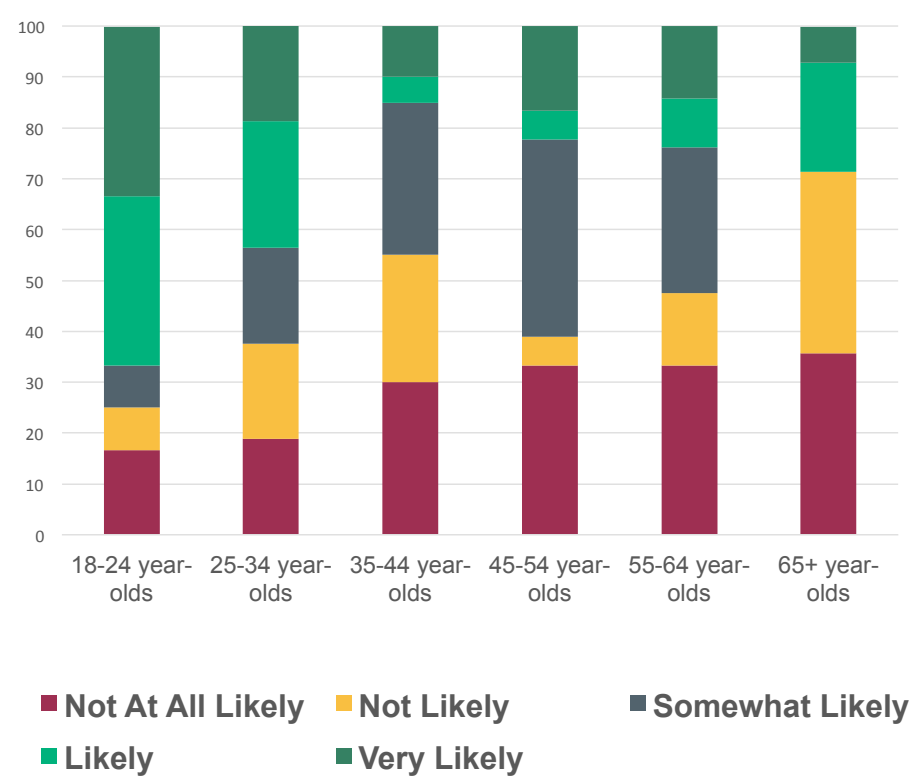
## Q1: How likely are you to consider Canada as your next travel destination?



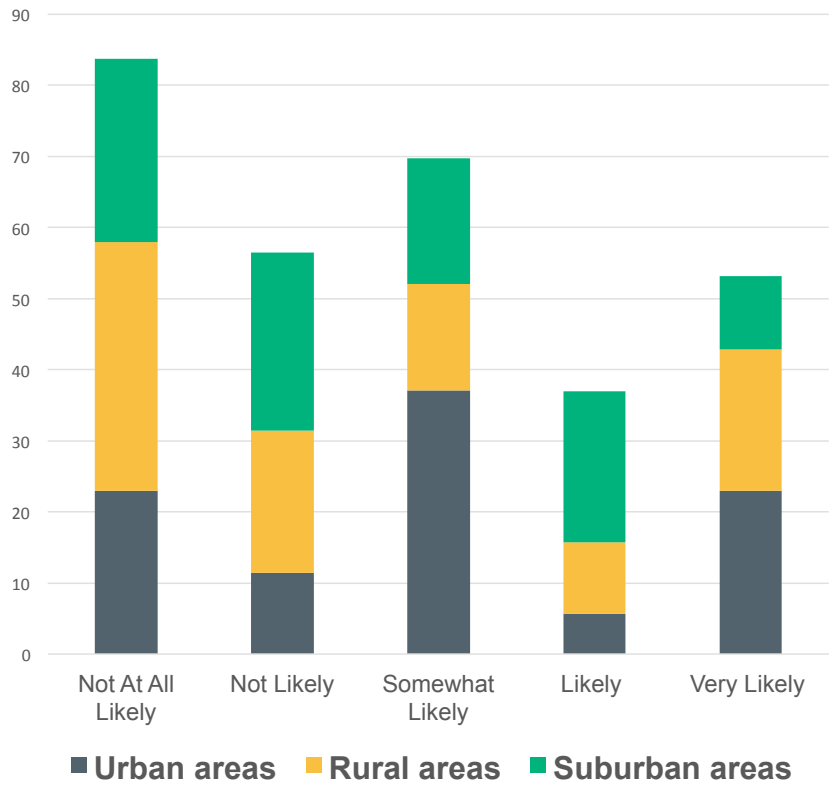
MEN VS WOMEN



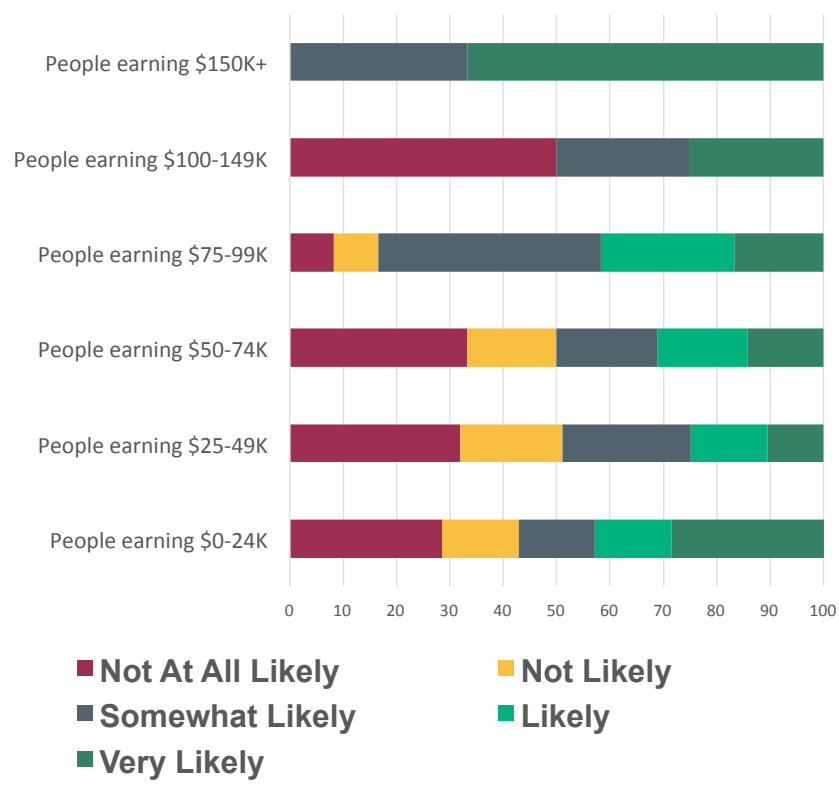
BY AGE



URBAN VS RURAL

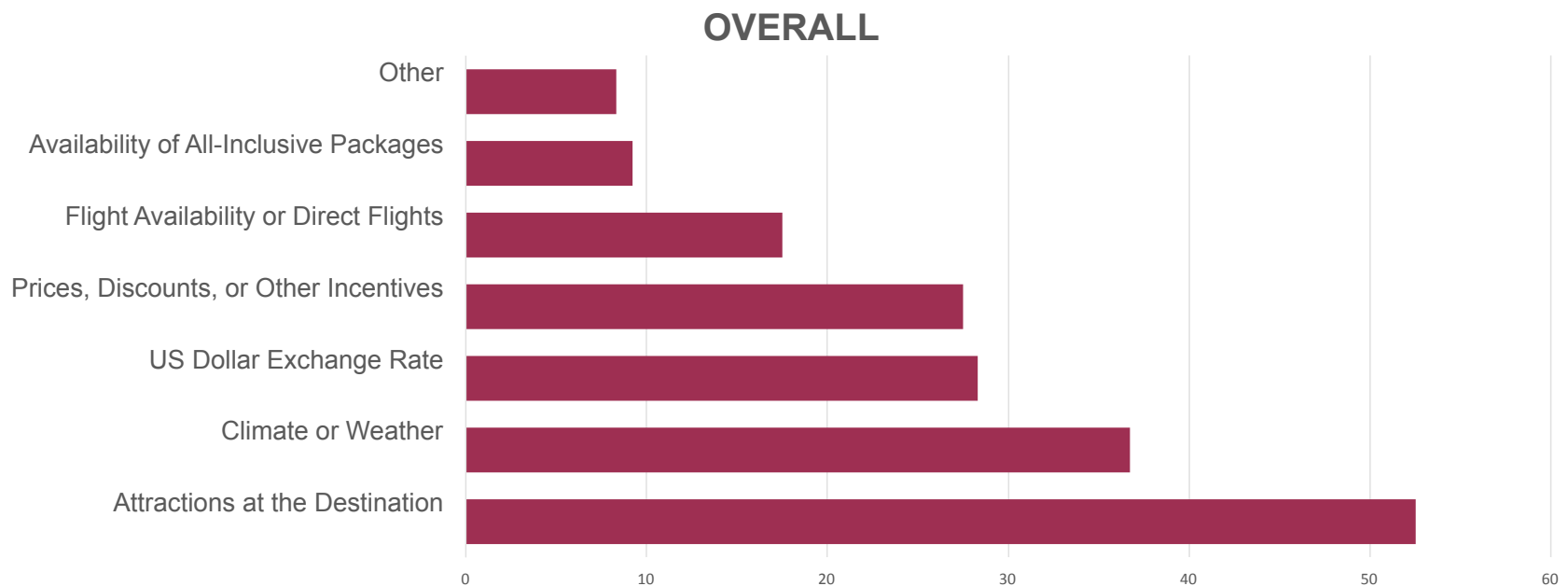


BY INCOME



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## Q2: What reasons would influence your choice of Canada as your next vacation destination?

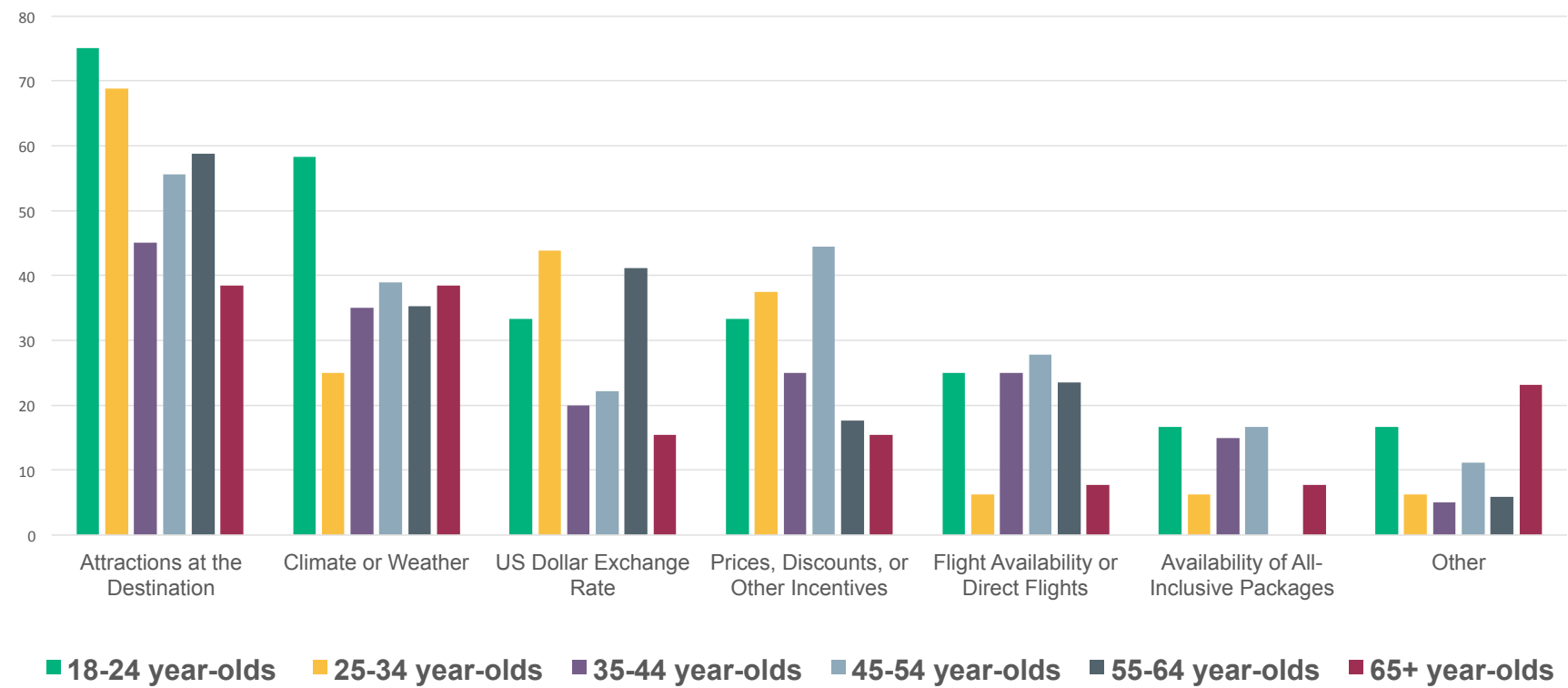


MEN VS WOMEN





BY AGE



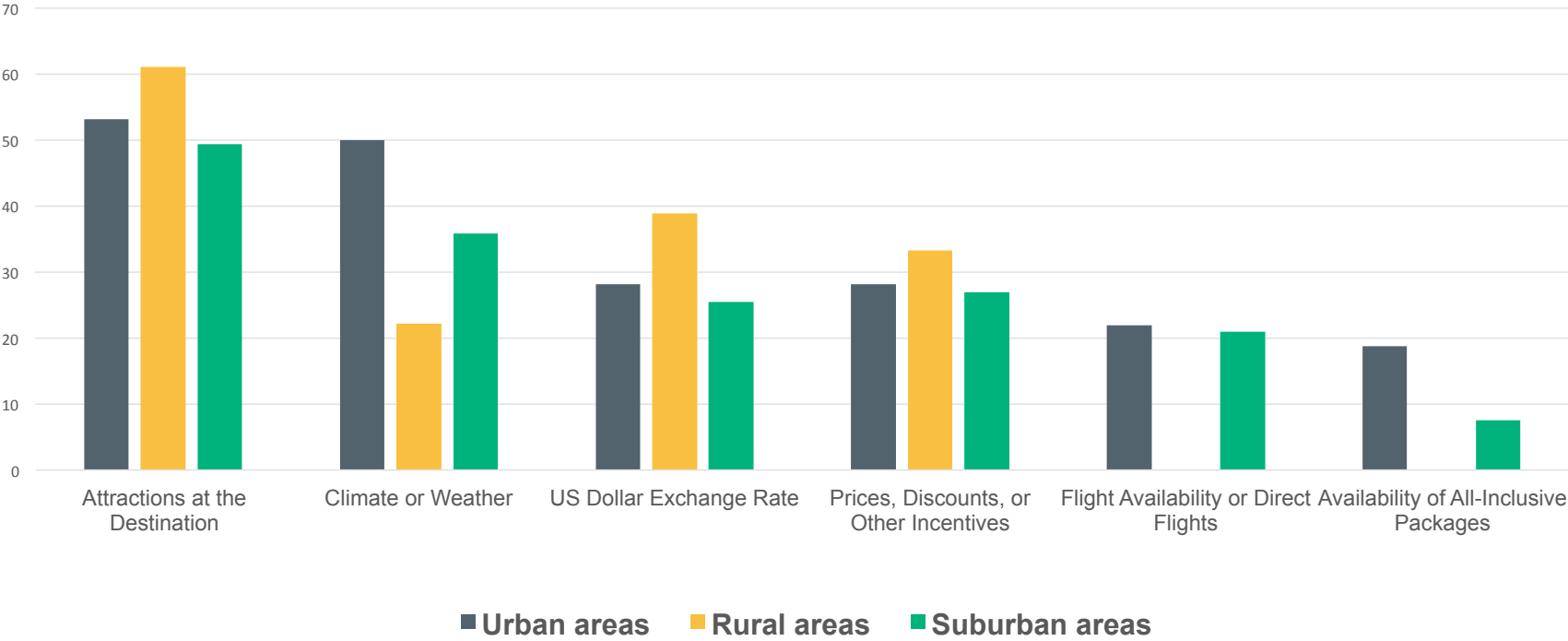
Q2

BY INCOME



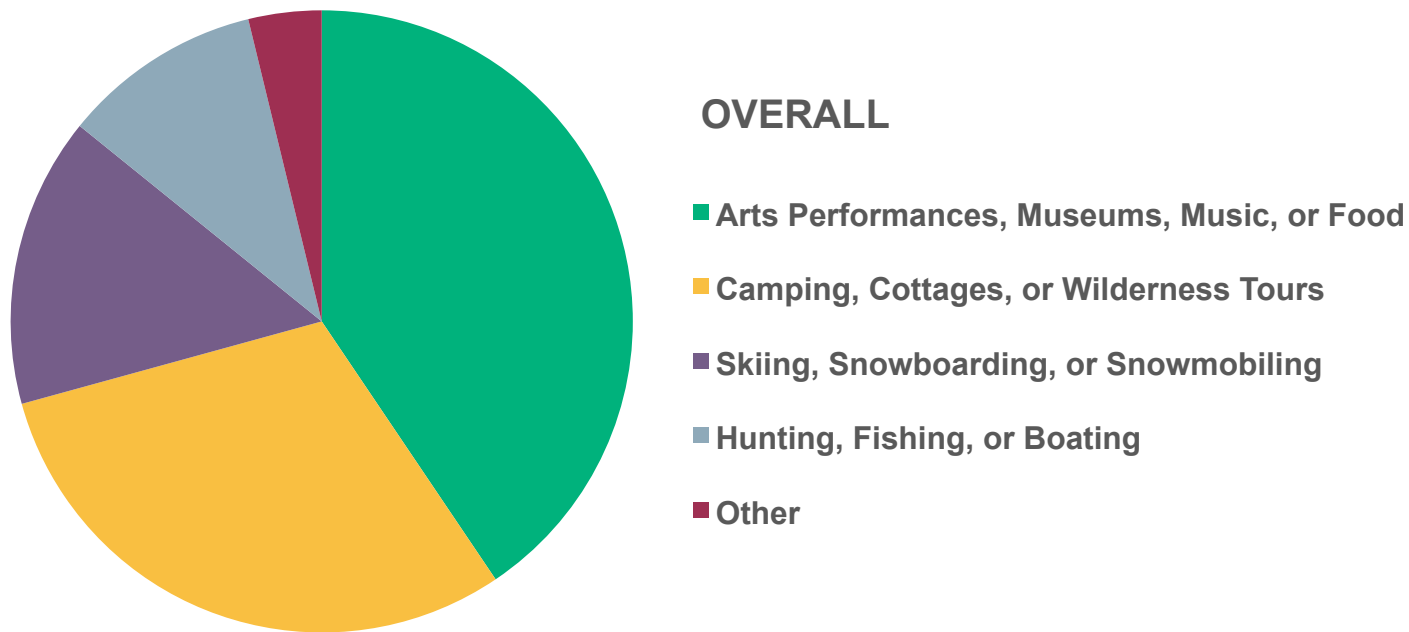
Q2

BY GEOGRAPHY

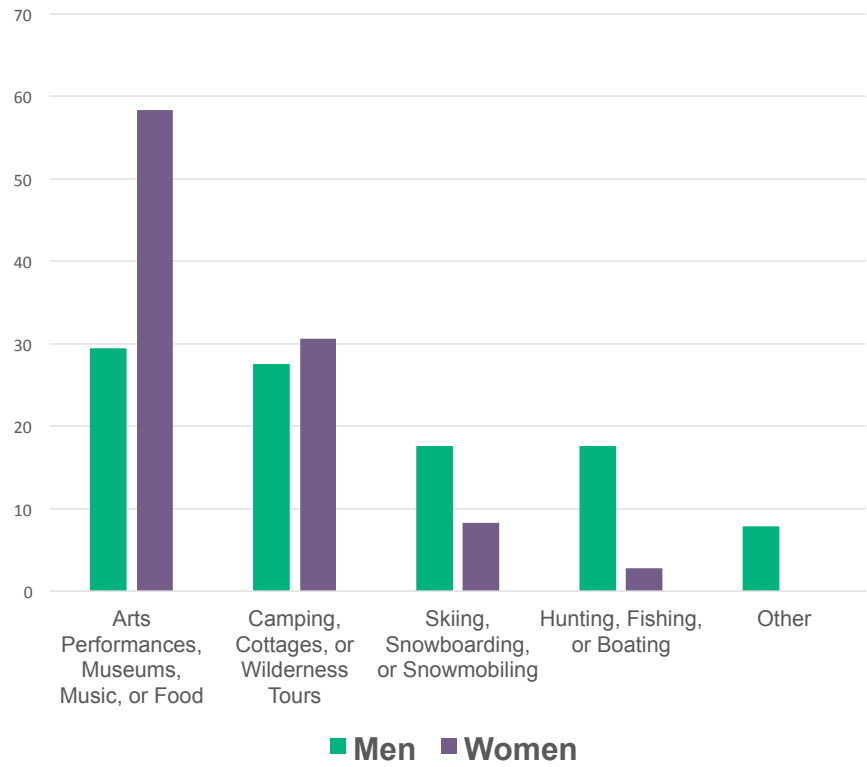


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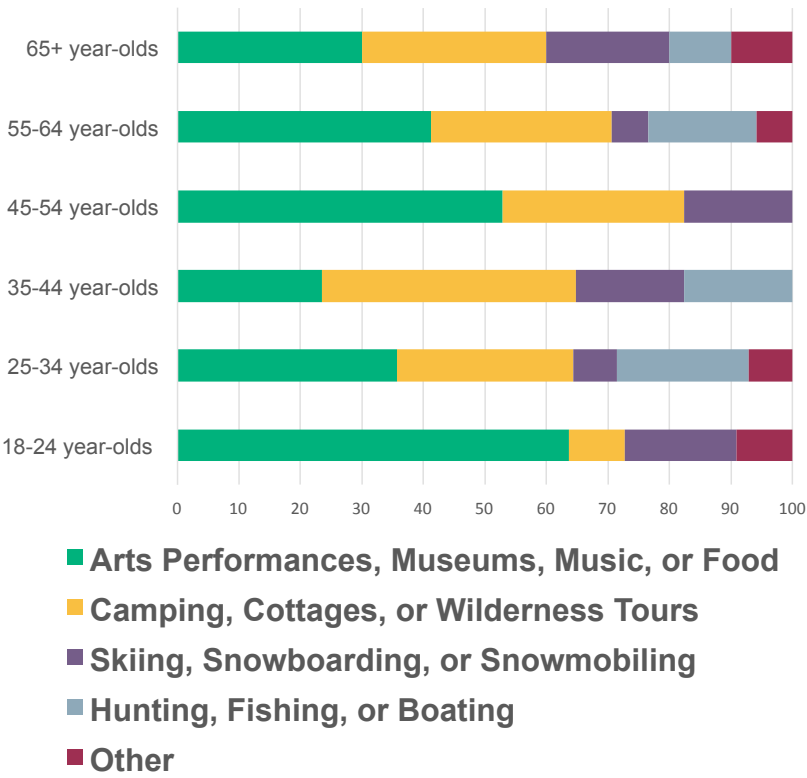
### Q3: If Canada was your destination of choice, what kind of recreation are you most likely to participate in?



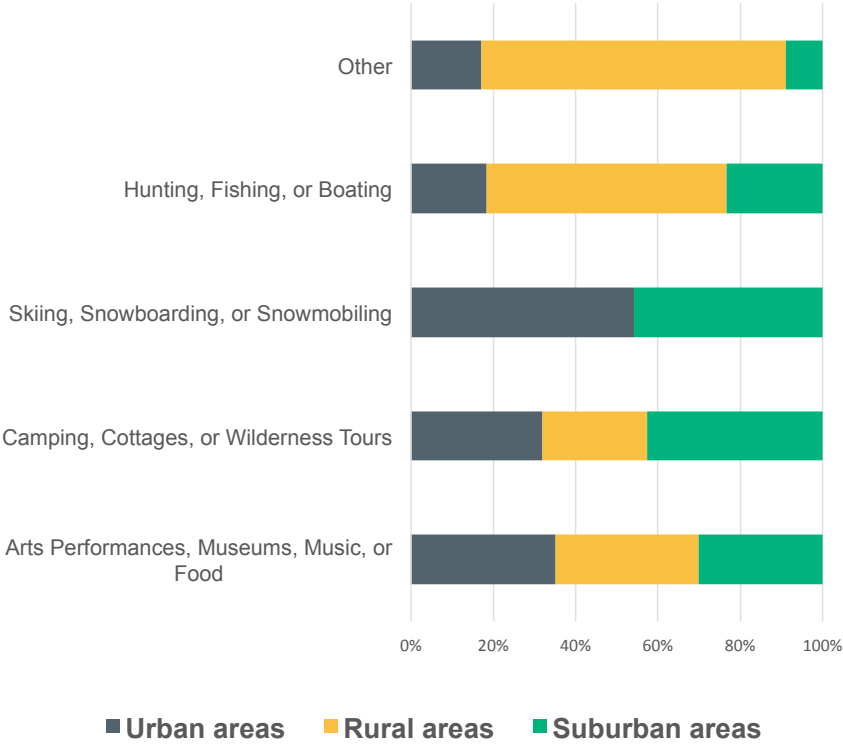
BY GENDER



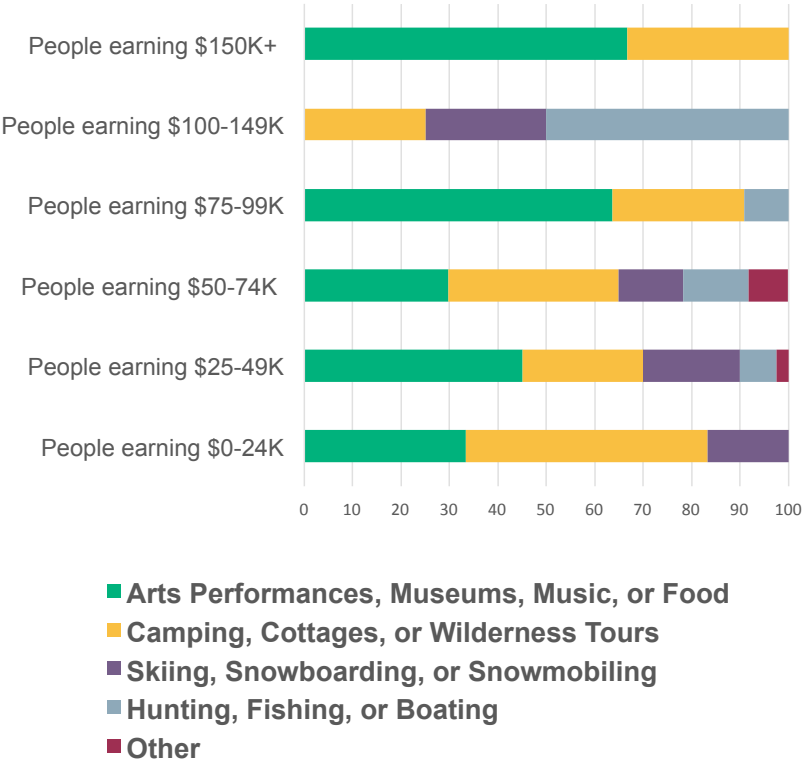
BY AGE



BY GEOGRAPHY

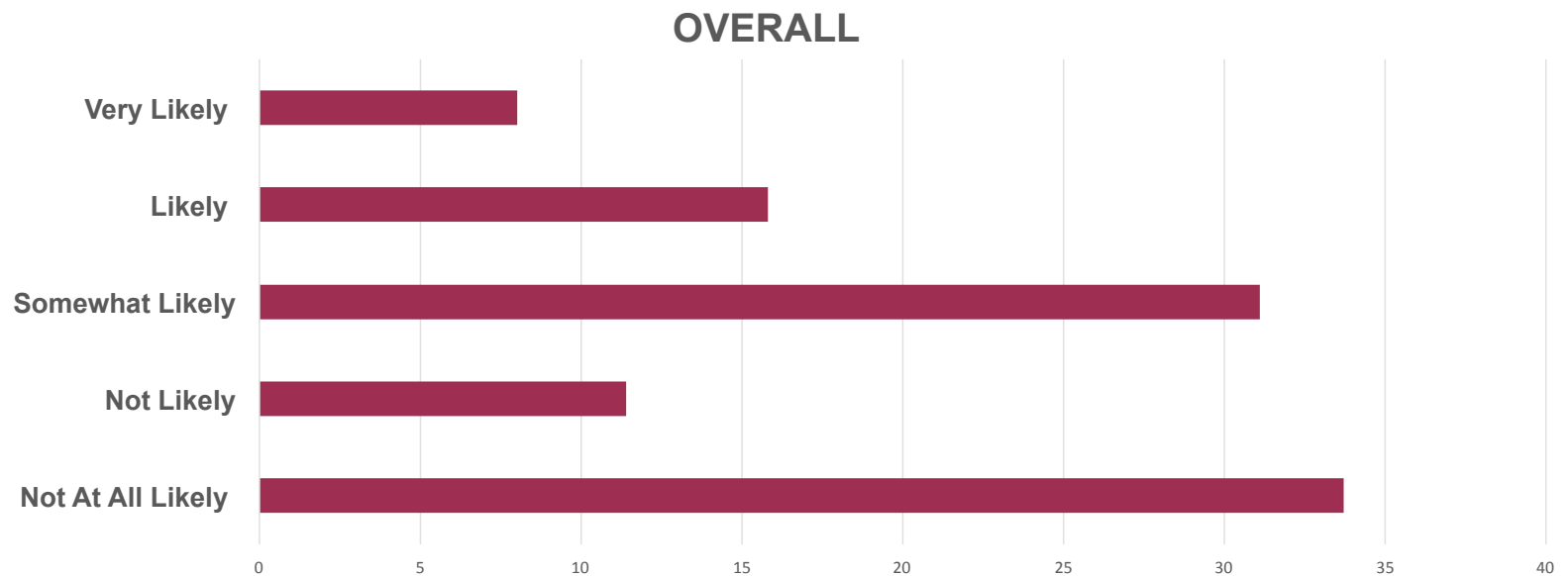


BY INCOME

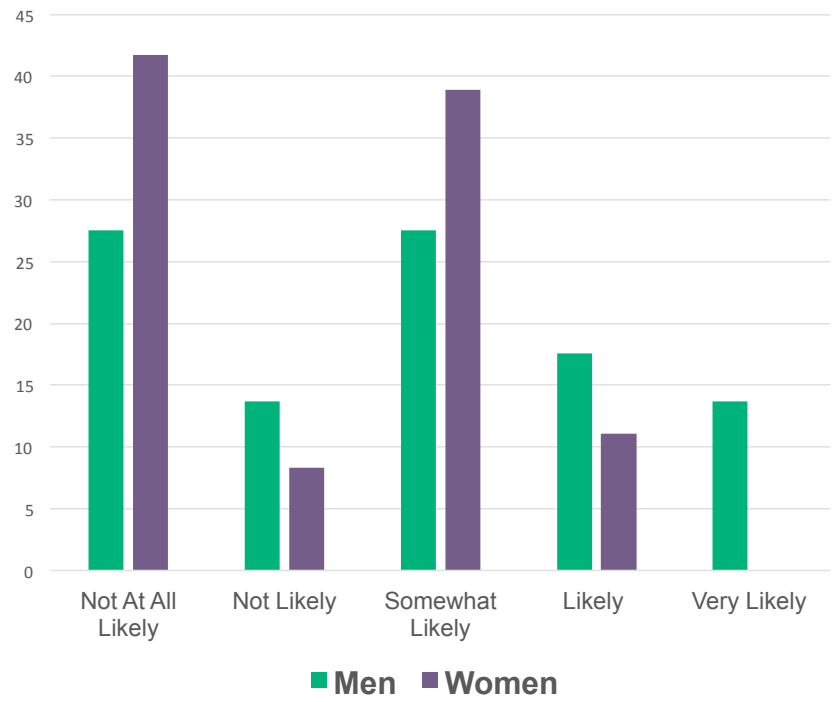


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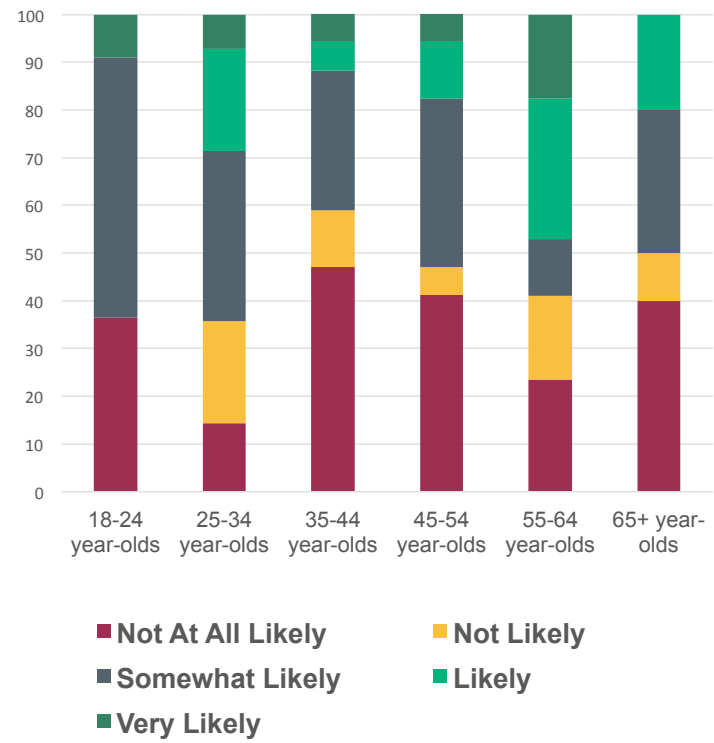
**Q4: 2017 will be the 150th anniversary of Canada's Confederation. Would this national celebration make you more or less likely to consider visiting Canada in 2017?**



BY GENDER

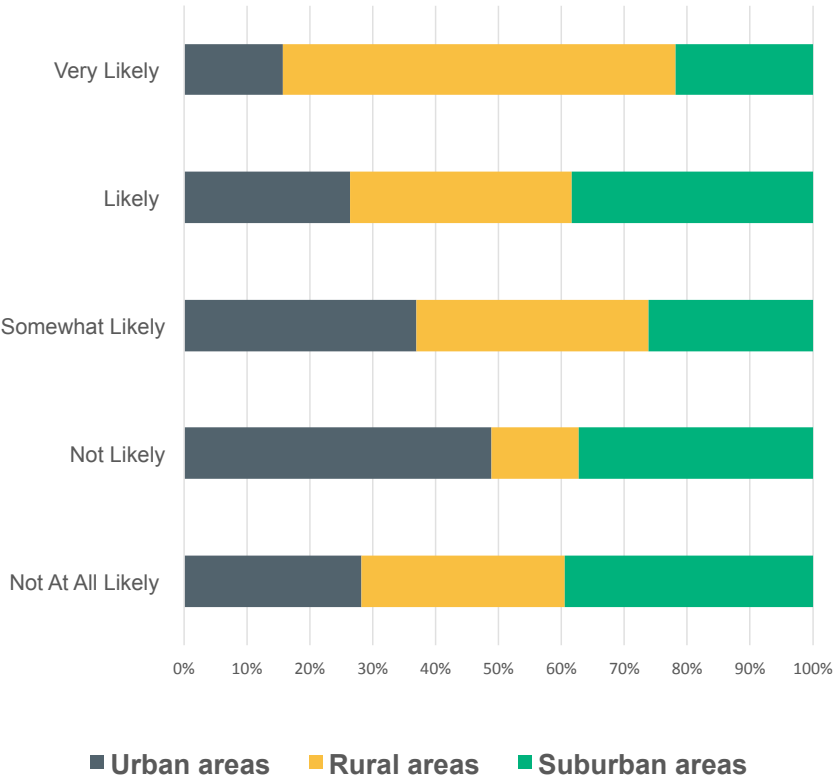


BY AGE

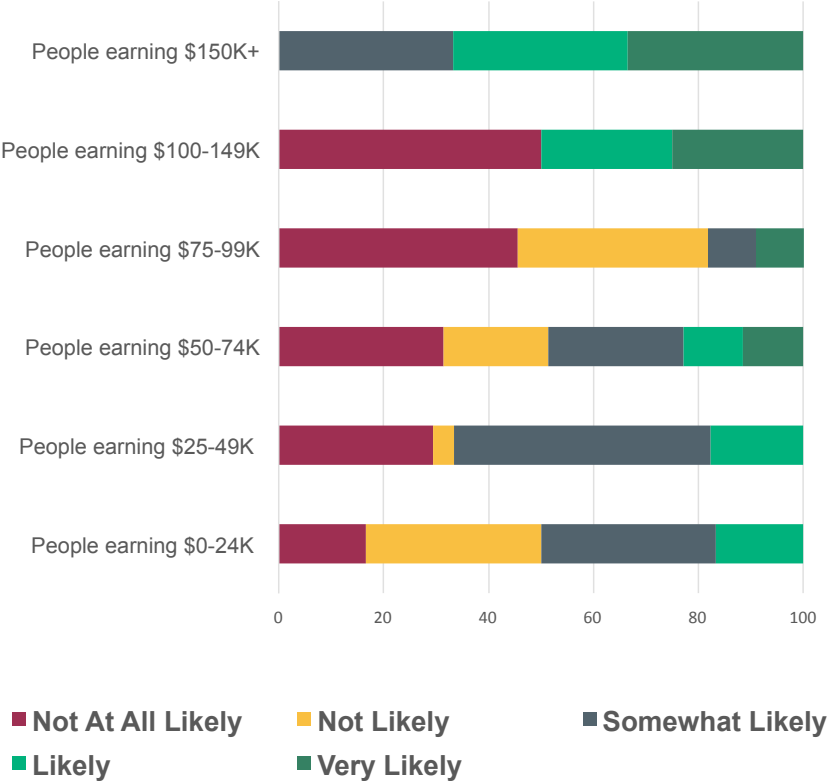




BY GEOGRAPHY



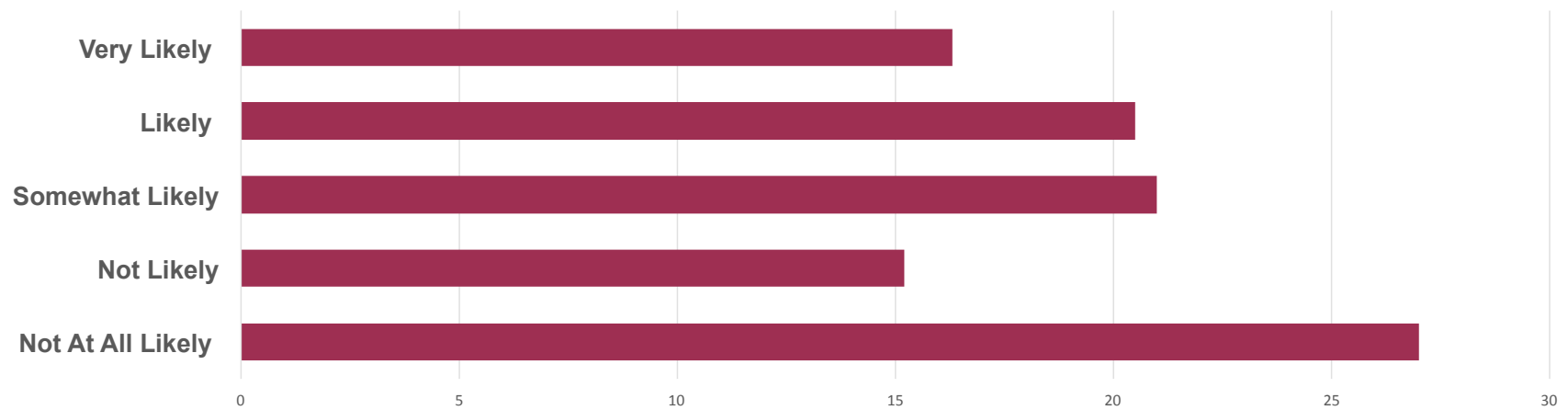
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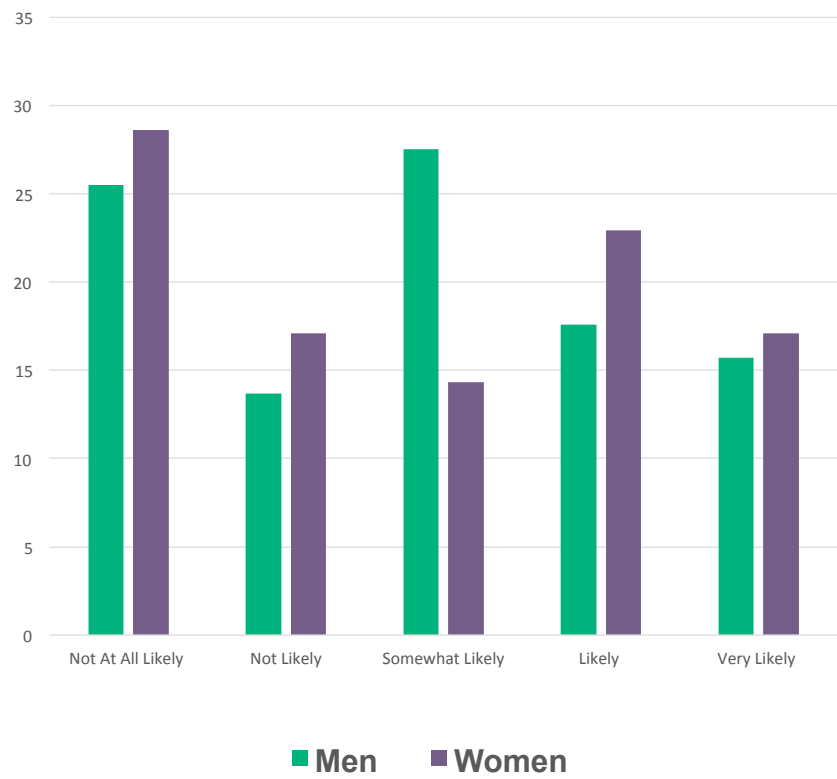
**Q5: Would the availability of a direct flight from a major airport to a regional tourism destination in Canada make you more likely to choose to visit Canada?**

**OVERALL**

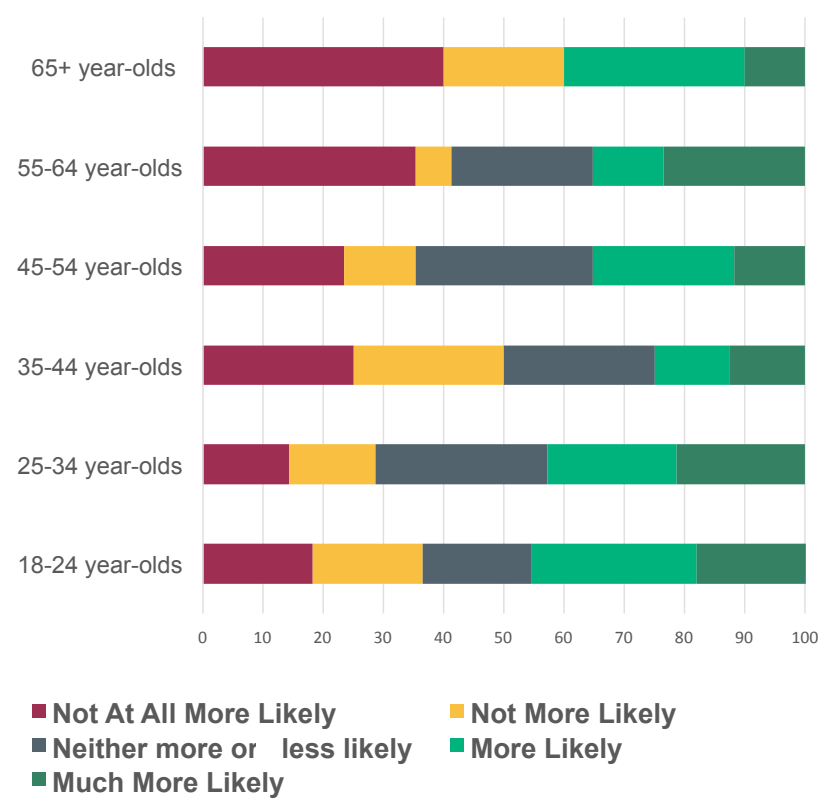


Q5

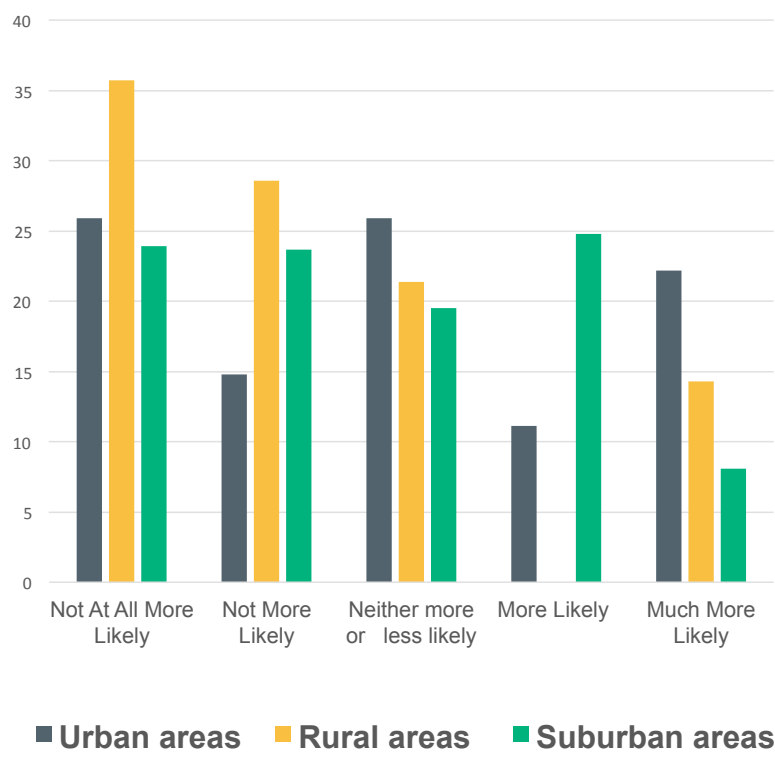
BY GENDER



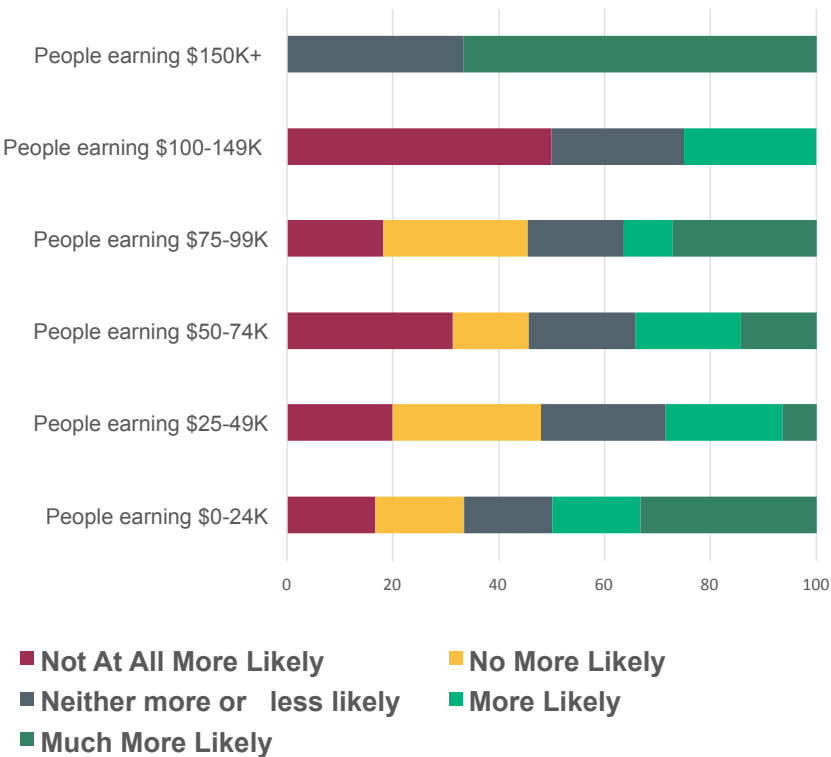
BY AGE



BY GEOGRAPHY

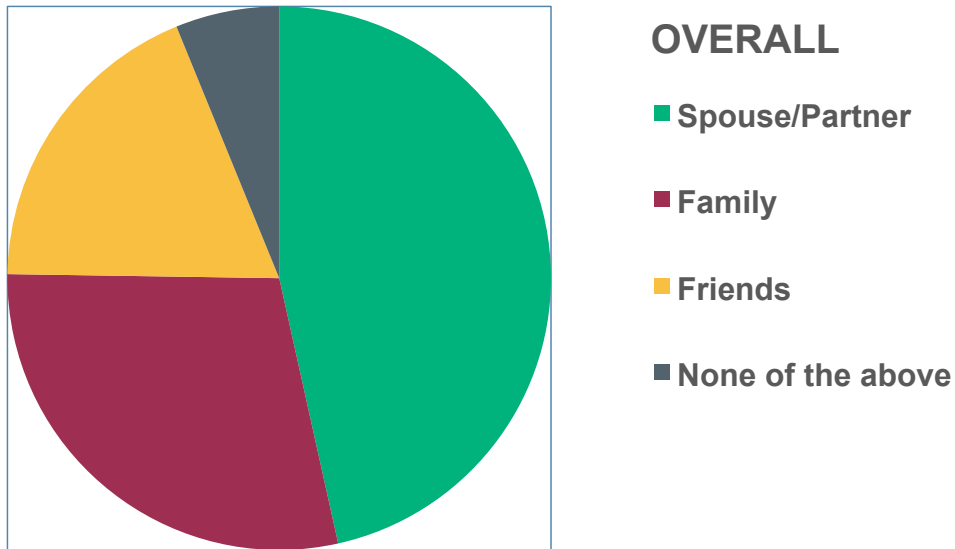


BY INCOME



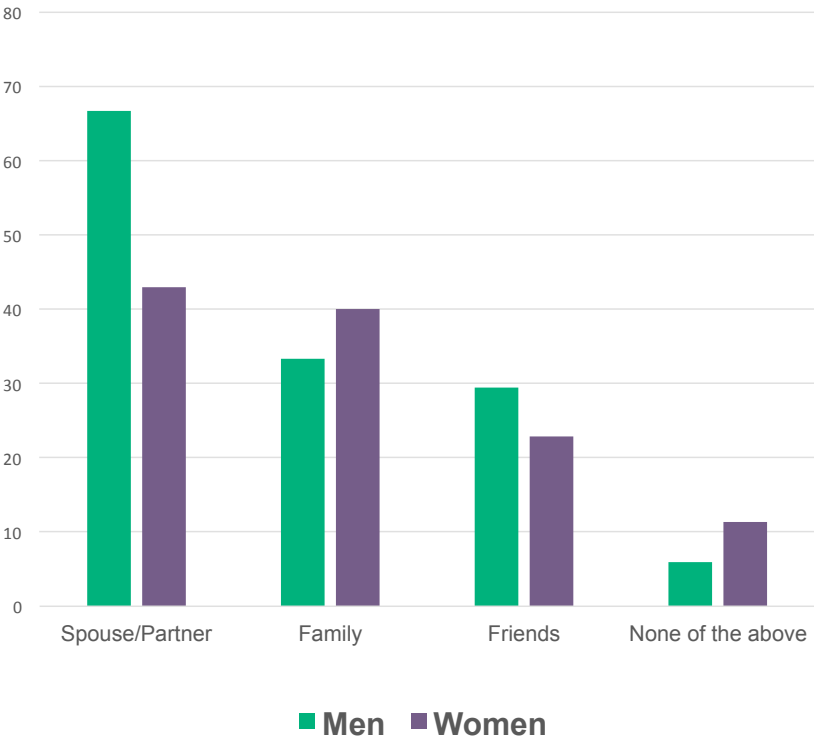
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**Q6: In choosing your next vacation, would you be more likely to plan this vacation with your..**

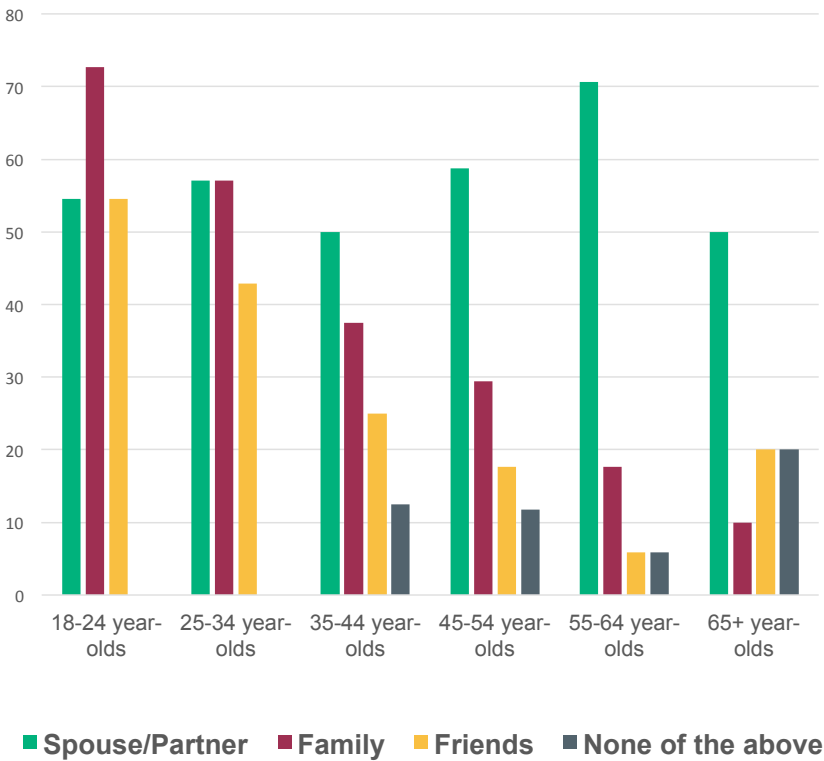


Q6

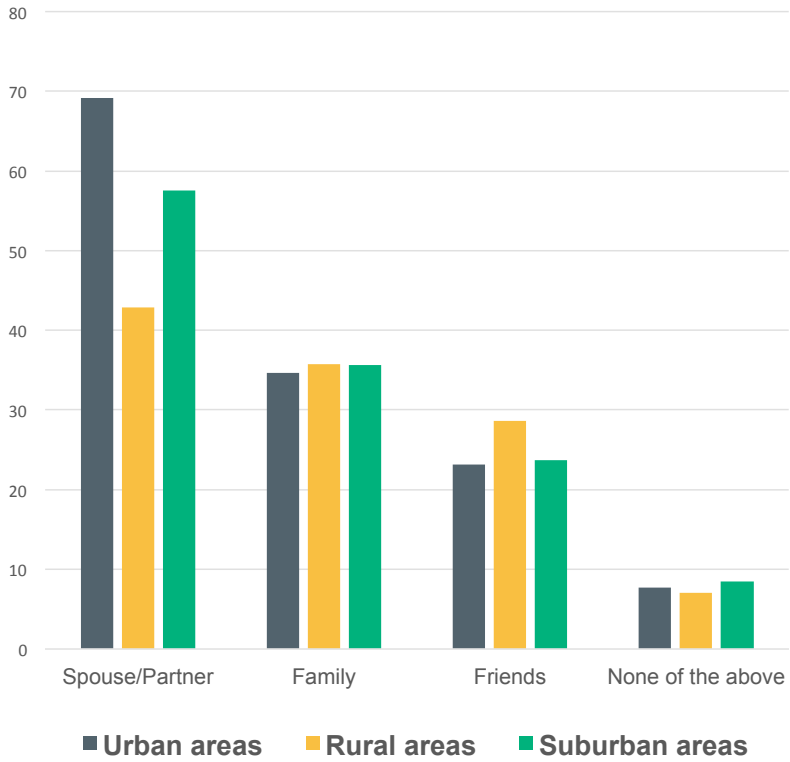
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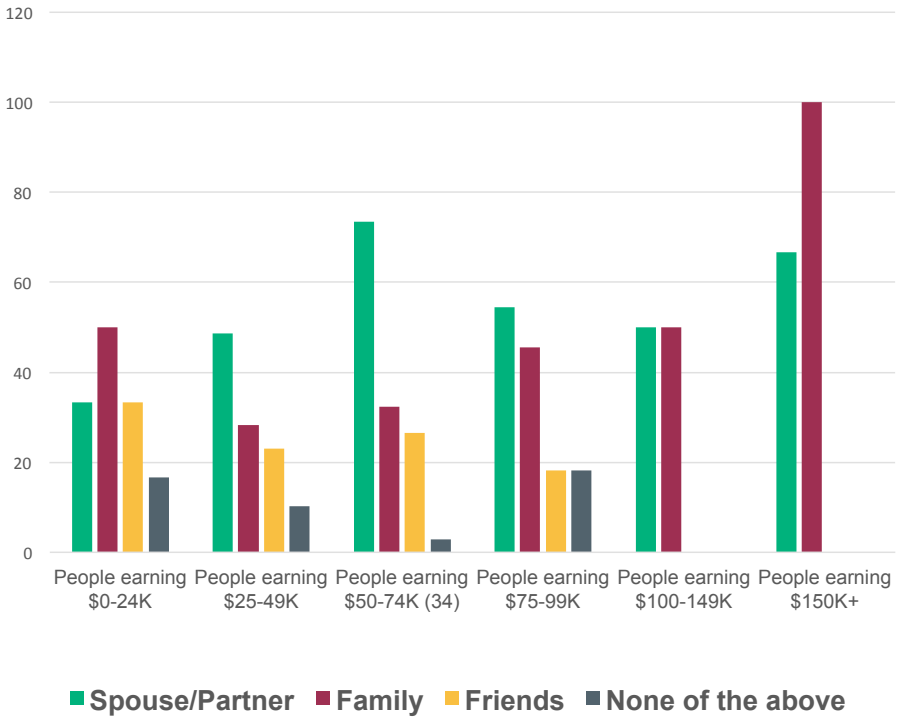
BY AGE



BY GEOGRAPHY

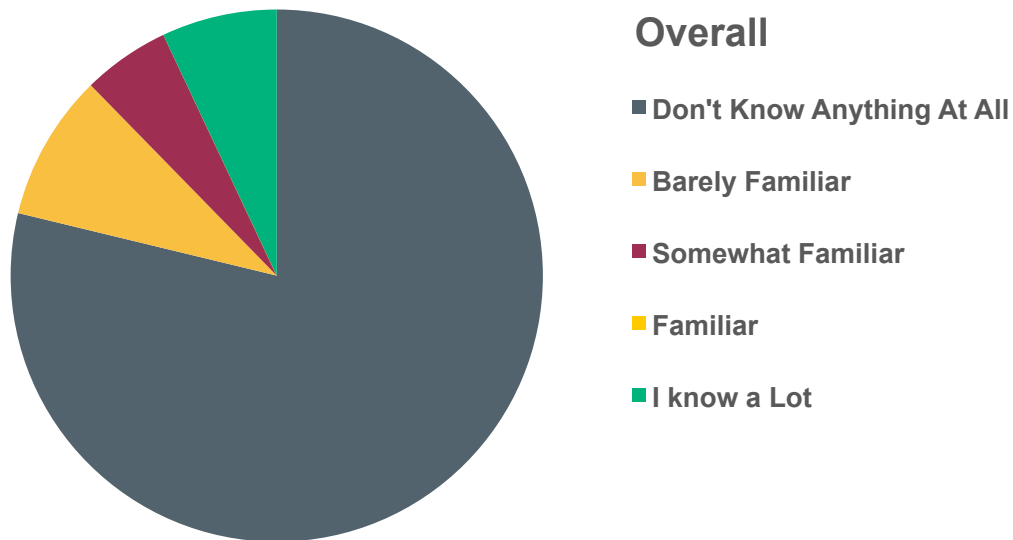


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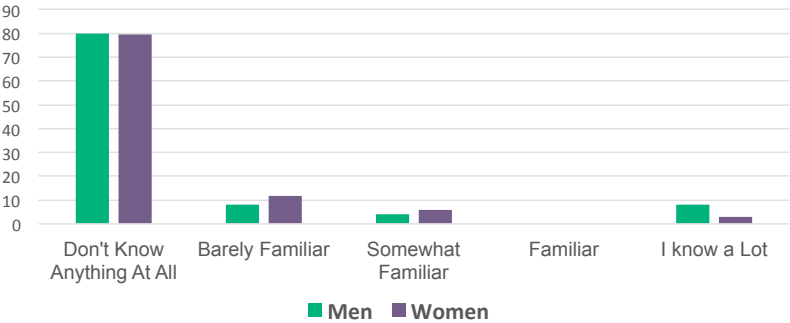
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## Q7: How familiar are you with Ontario's Muskoka Region or Algonquin Park?

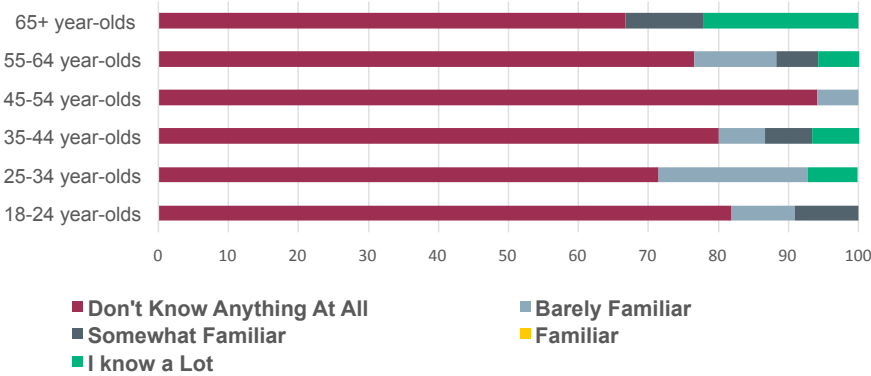




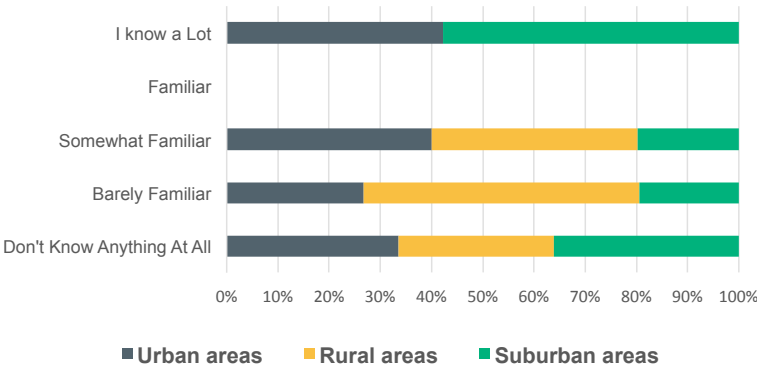
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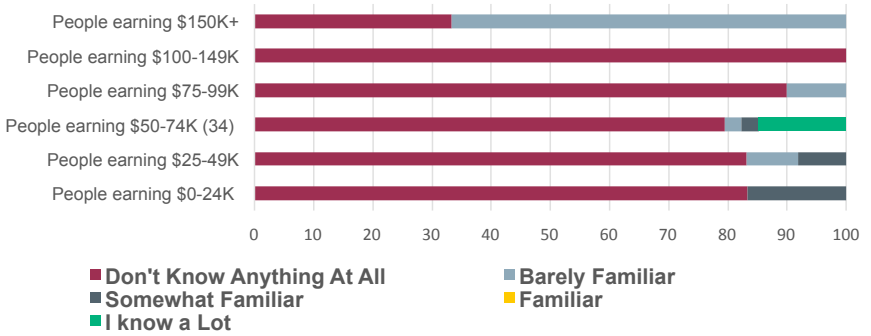
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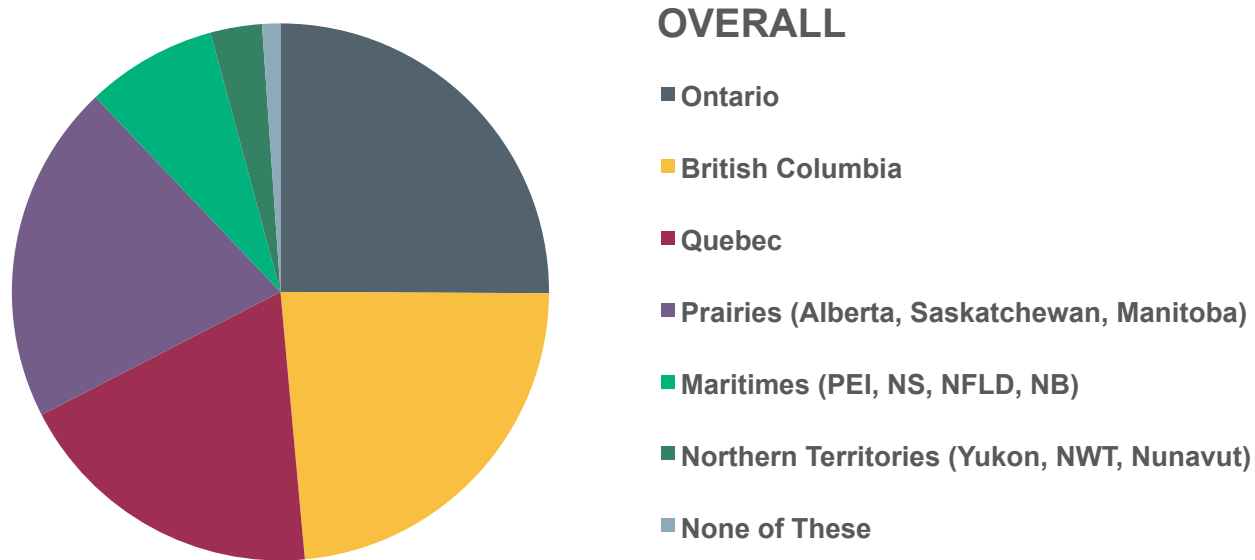


BY INCOME



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## Q8: In which Canadian region did you most recently live or work in?



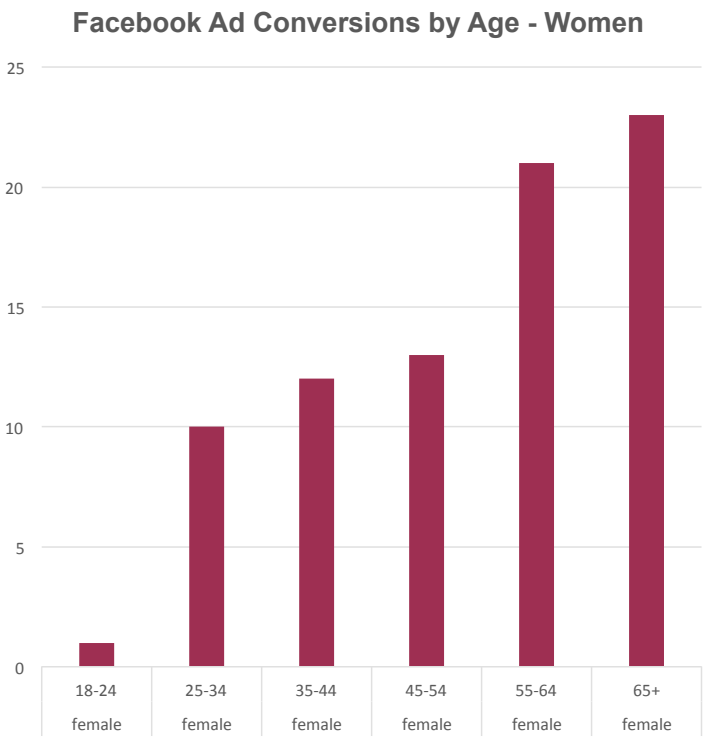
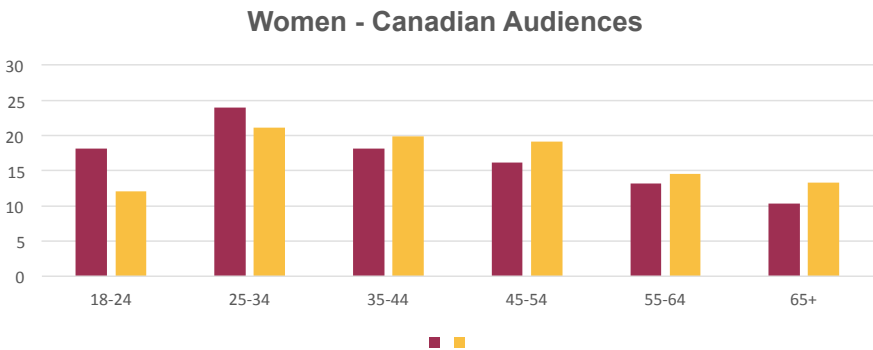
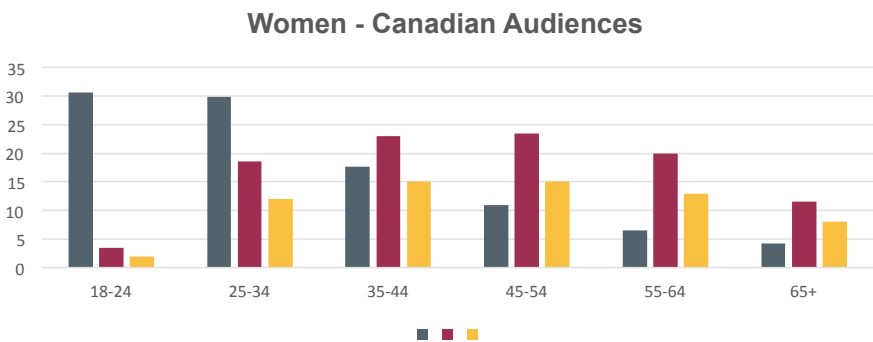
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# Facebook Insights by Acxiom Data Guru

Enterprise Studied:

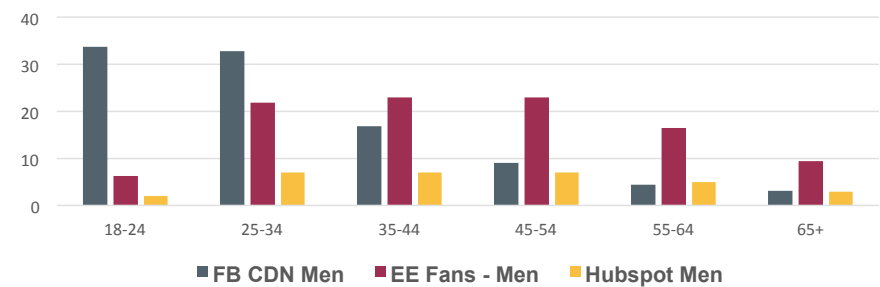
- Your existing Canadian Audience (Explorer's Edge Page)
  - Your existing Conversion Data (Hubspot CRM Conversion)
  - Expat Affinity / Behavioral Audience
  - Ad Response Rates
-

# FB Insights - Female Demos

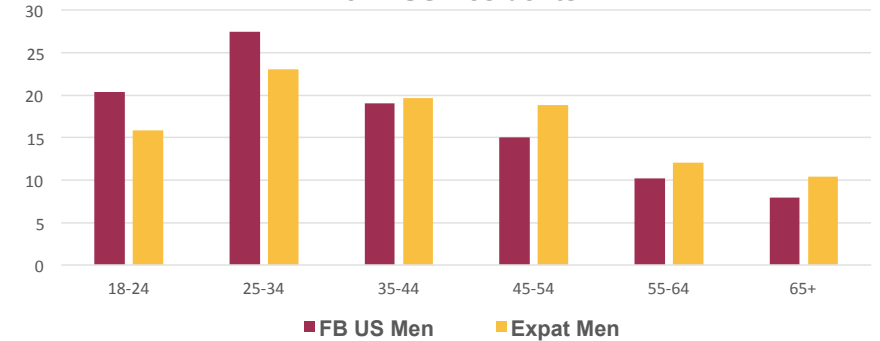


# FB Insights - Male Demos

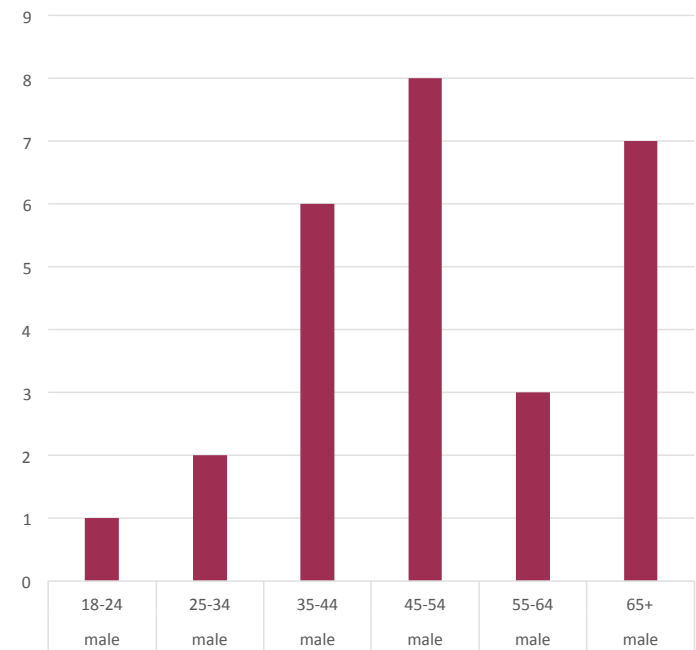
Men - Canadian Audiences



Men - US Residents

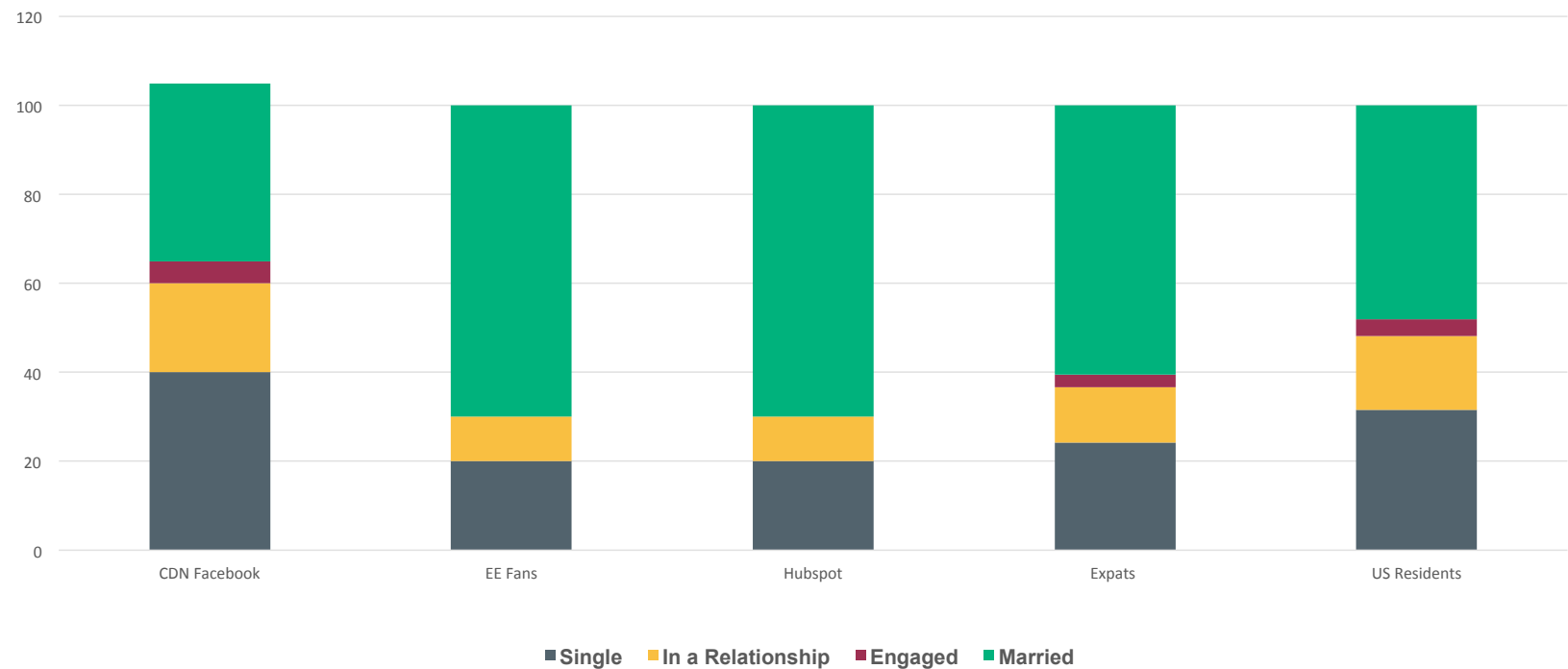


Facebook Ad Conversion by Age - Men



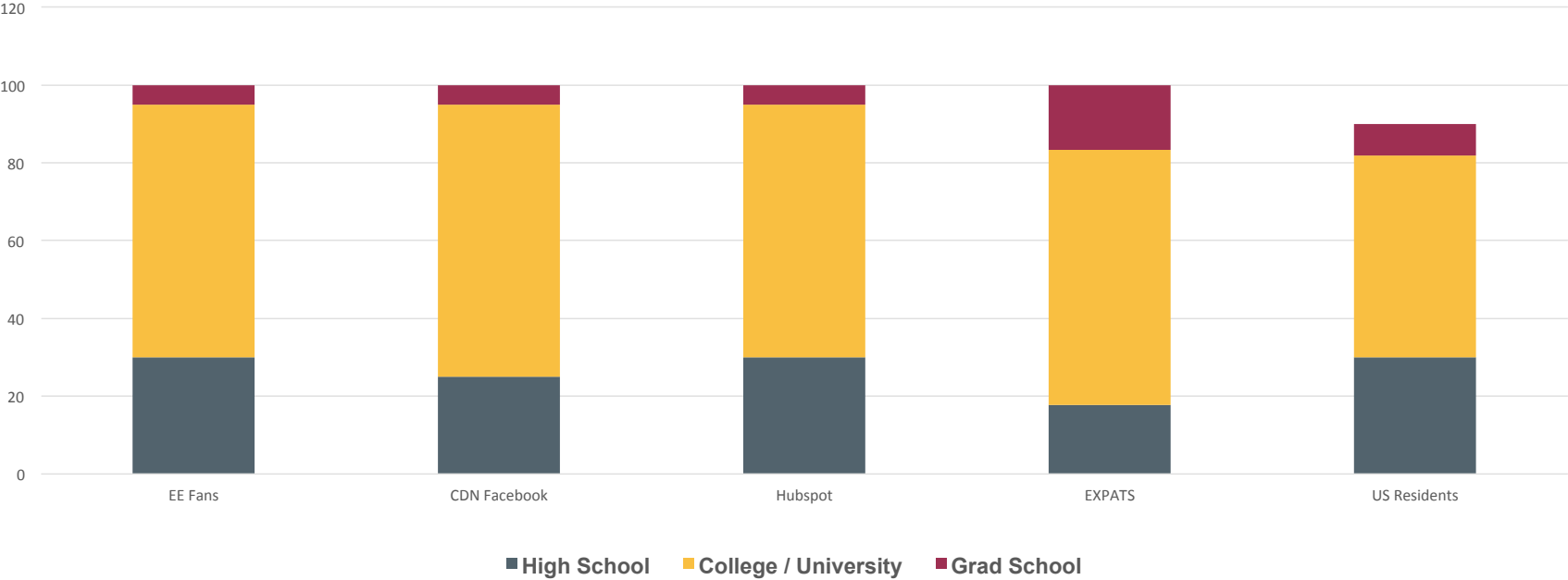
# Household Composition

Relationship Status Comparison



# Education Comparison

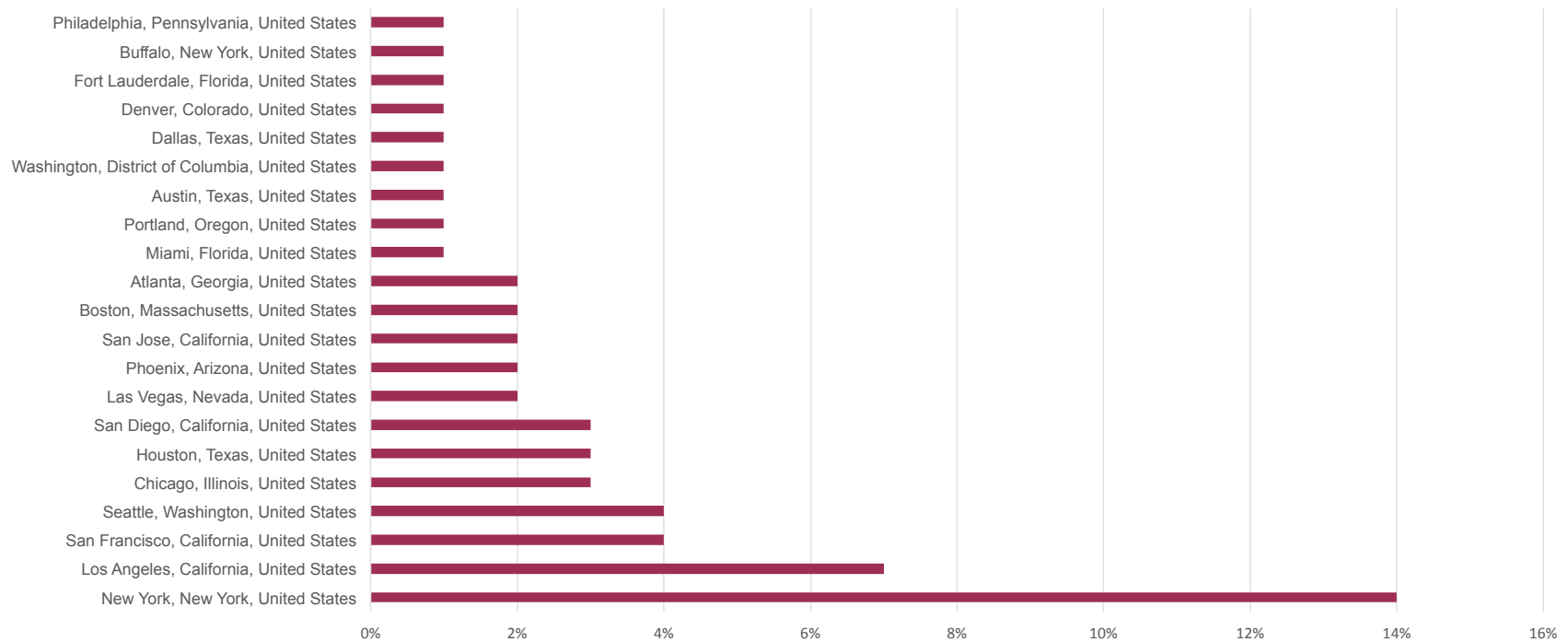
Education Level Comparison



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## Where are the expats?

Canadian Expats by City







## What are the Expats interested in, eh?

Govt Organization	Canada Remembers
Non-Profit Organization	Hockey Canada / NPR
Professional Sports Team	Team Canada / Toronto Maple Leafs / Montreal Canadians / Toronto Blue Jays / Vancouver Canucks / Toronto Raptors
Community	Meanwhile in Canada
Company	CANADA
Food/Beverages	Molson Canadian
Musician/Band	The Tragically Hip
Product/Service	Tim Hortons
Politician	Justin Trudeau
Sport	Hockey / Ice Hockey
Sports League	NHL / Olympics
Clothing	lululemon athletica
News/Media	Newsliq / TED
Public Figure	Dalai Lama
Media/News/Publishing	CBC News/ Upworthy / The New York Times
Arts/Humanities	Humans of New York
TV Show	The Daily Show
Actor/Director	George Takei
Science	I fucking love science




# Advertising Message Comparison

 **Explorers' Edge**  
Sponsored · 



[Like Page](#)

It's Canada's 150th birthday! Take the plunge with your friends and family next summer. Jump into Muskoka's pristine lakes with special packages to celebrate 150 years of the Canadian Outdoors.




**Take the Plunge! Canadian Cottage Adventures For You and Your Friends!**  
Invite your friends and family on a cottage vacation in Canada's pristine wilderness.  
EXPLORERSEEDGE.CA [Learn More](#)

[Like](#) [Comment](#) [Share](#)

 **Explorers' Edge**  
Sponsored · 



[Like Page](#)

Canada's 150th birthday is coming, and a biking adventure through beautiful Muskoka is a great reason to come home and share in Canada's birthday celebration with your friends!




**Mountain Bike in Canada's Pristine Wilderness in 2017.**  
Learn about special deals for expat Canadians and their friends during Canada 150!  
EXPLORERSEEDGE.CA [Learn More](#)

[Like](#) [Comment](#) [Share](#)

 **Explorers' Edge**  
Sponsored · 



[Like Page](#)

Return home and share in celebrating Canada's 150th birthday. See the Northern Lights with your friends and family on a special wilderness adventure!




**Don't Miss The Northern Lights in 2017!**  
Learn about special deals for expat Canadians and their friends during Canada 150!  
EXPLORERSEEDGE.CA [Learn More](#)

[Like](#) [Comment](#) [Share](#)

 **Explorers' Edge**  
Sponsored · 



[Like Page](#)

You've been away for too long! Spend time with your family on the pristine lakes of Muskoka. There's never been a better time as Canada celebrates it's 150th birthday!




**Come home and go fishing with your father!**  
Learn about special deals for expat Canadians and their friends during Canada 150!  
EXPLORERSEEDGE.CA [Learn More](#)

[Like](#) [Comment](#) [Share](#)



 **Explorers' Edge** shared a link.  
Sponsored · 

[Like Page](#)




**Come home and visit Canada's Biggest Waterpark!**  
Learn about special deals for expats visiting Muskoka Region - Canada's natural waterpark!  
EXPLORERSEEDGE.CA [Learn More](#)

[Like](#) [Comment](#) [Share](#)

 **Explorers' Edge** shared a link.  
Sponsored · 


[Like Page](#)




**Like to Travel the Real Canadian Way?**  
Learn about special deals for expat Canadians and their friends during Canada's 150th birthday.  
EXPLORERSEEDGE.CA [Learn More](#)


[Like](#) [Comment](#) [Share](#)

# Ad Conversions




Explorers' Edge

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 Like Page

It's Canada's 150th birthday! Take the plunge with your friends and family next summer. Jump into Muskoka's pristine lakes with special packages to celebrate 150 years of the Canadian Outdoors.





Take the Plunge! Canadian Cottage Adventures For You and Your Friends!


Invite your friends and family on a cottage vacation in Canada's pristine wilderness.

EXPLORERSEEDGE.CA

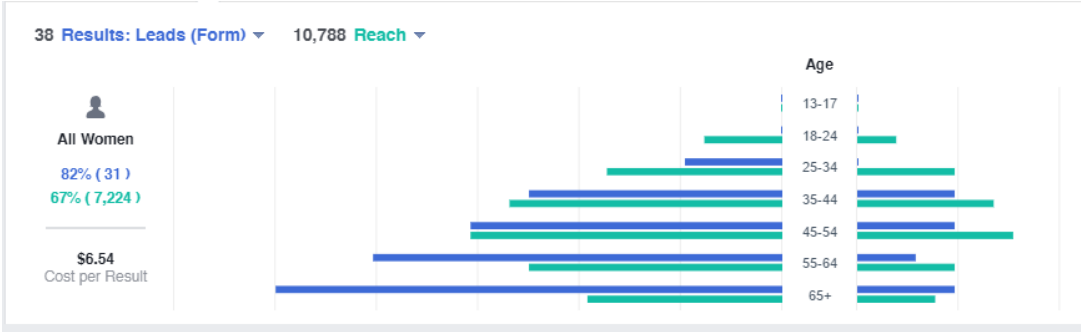
Learn More

 Like



 Comment

 Share

## Top Converting Ad: 38 Leads




# Ad Conversions

 **Explorers' Edge**  
Sponsored · 

Like Page

Return home and share in celebrating Canada's 150th birthday. See the Northern Lights with your friends and family on a special wilderness adventure!



**Don't Miss The Northern Lights in 2017!**  
Learn about special deals for expat Canadians and their friends during Canada 150!

EXPLORERSEEDGE.CA 

Learn More

Like

Comment

Share

## 2<sup>ND</sup> Highest Conversion: 8 Leads

7 Results: Leads (Form) ▾ 2,499 Reach ▾



# Ad Conversions



Explorers' Edge shared a link.  
Sponsored · 

 Like Page



### Like to Travel the Real Canadian Way?

Learn about special deals for expat Canadians and their friends during Canada's 150th birthday.

EXPLORERSEEDGE.CA

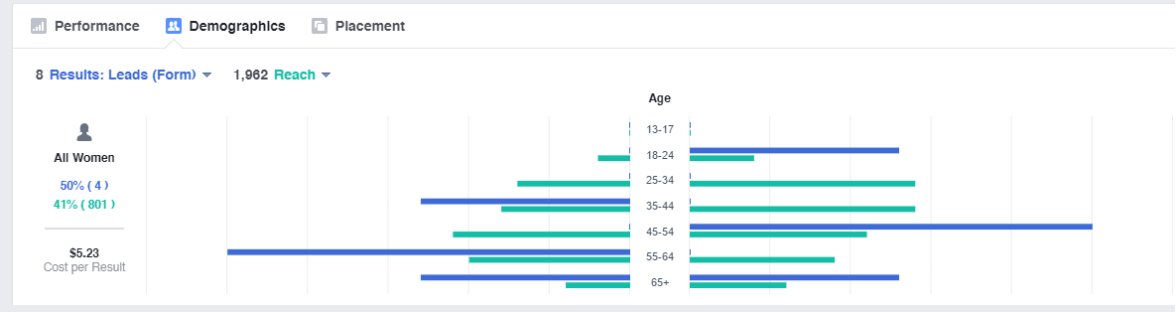
Learn More

 Like

 Comment

 Share

## 2<sup>ND</sup> Highest Conversion: 7 Leads



# Ad Conversions



Like


Comment


Top Comments



EDGE


Write a comment...



**Sherry Stuurman** I'm Canadian, living in California and not a day goes by that I reminisce about summers spent at my Father's 10 acre island on Georgian Bay. I'm so proud to be Canadian ... so much so that I didn't change my status by becoming an American citizen. Still have a green card!!  
Like · Reply · Message ·  6 · September 4 at 5:00pm

**Judith Eddy** Me too! came here in 1954 with my folks and younger sister, who has since become a u.s. citizen. not me, still a green card holder.  
Like · Reply · Message · September 4 at 5:54pm



**Sharla Nafziger** I'm a Canadian living in NY since '99. I'm on a green card and think about becoming a citizen here - as long as I can keep my Canadian citizenship. I will never give that up!  
Like · Reply · Message ·  1 · September 4 at 8:37pm



**Brooke March** Me too, been here almost 20 yrs!  
Like · Reply · Message · September 4 at 11:00pm


**Judith M Conn** Me too. Not going to up my Canadian citizen. Also in Calif.  
Like · Reply · Message · September 5 at 1:16am


EDGE


Write a reply...



**Judith Eddy** Cape Breton, here I come!  
Like · Reply · Message ·  2 · September 4 at 11:34am



**Twee Ty Willow** Forgive my ignorance but .. a 150 years of what?  
Like · Reply · Message · September 4 at 3:08pm


**Shirley Kotyluk** On 7/1/1867 Canada became a dominion of Great Britain and self governing.  
Like · Reply · Message · September 4 at 4:18pm



**Twee Ty Willow** Oh okay !! Thank u for the info!! Not good for us the frenchy!!  
Like · Reply · Message · September 4 at 8:16pm

EDGE

Write a reply...



**Judith M Conn** Looks great  
Like · Reply · Message · September 5 at 1:15am

**Leslie Simms** Brings back memories.  
Like · Reply · Message ·  1 · September 4 at 2:57pm

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# Conclusions

- Canadian Expat women are incredibly similar to RTO12 existing audiences.
  - Demographics skew towards Expat women who are older, married, and urban.
  - When we hit the right demographics with the right messaging, we can trigger the right emotional response - Nostalgia
-