

Introducing Sports Lovers...

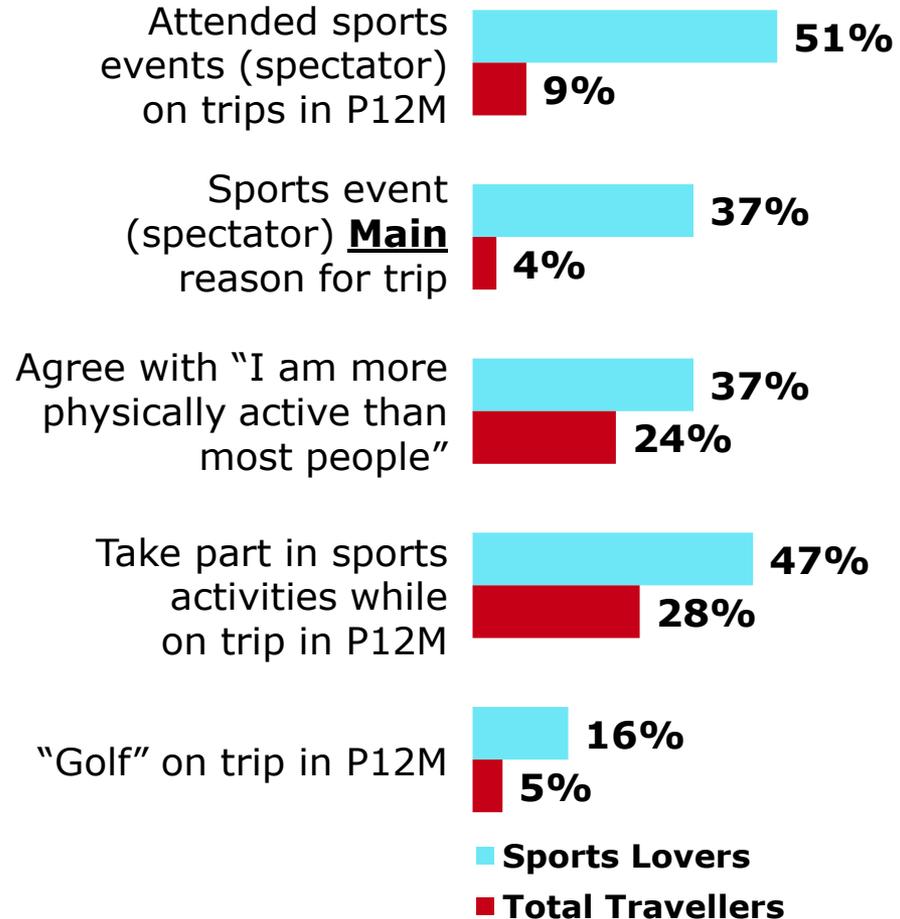
5%

Sports Lovers

This group, skews more male, and is driven by a love of sports, either watching or participating. By the nature of their passion these people describe themselves as more active and energetic than most. In reality their sports are not necessarily extreme more in keeping with what is readily available, and more likely to be organized team sports and golf.



Key Differentiators



Who Are Sports Lovers?

| | Sports Lovers % |
|-------------------------------|-----------------|
| Age: | |
| 18-34 Years | 21 |
| 35-54 Years | 46 |
| 55 Or Older | 33 |
| Gender: | |
| Male | 61 |
| Female | 39 |
| Household Composition: | |
| Live alone | 15 |
| Couple with no children | 41 |
| Any children 18 or younger | 32 |
| Income: | |
| Average Household (\$) | 103,533 |
| Average Personal (\$) | 72,673 |

| | Sports Lovers % |
|---------------------------|-----------------|
| Occupation Status: | |
| Employed | 73 |
| Retired | 18 |
| Homemaker/ child caring | 4 |
| Student | 1 |
| Unemployed/ disability | 3 |
| Ethnic Status: | |
| Born outside Canada/ US | 10 |
| Visible minority | 6 |

 Well Above Average
 Well Below Average

Value Metrics

| | Sports Lovers |
|-------------------------------------------|------------------|
| Average Annual Household Income | \$103,533 |
| Average Annual Household Travel Budget | \$3,868 |
| Average Number Of Trips In Past 12 Months | 3.3 |
| Average Trip Length (in days) | 5.4 |
| Average Party Size Per Trip | 3.2 |
| Average Spend Per Person In Travel Party | \$591 |
| Maximum Spend Per Trip | \$2,573 |

 Above Average



Travel Attitudes

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

| | Sports Lovers % |
|---------------------------------------------------------------------------------------------------------------------------------|--------------------|
| A family vacation is an important time to make family memories | 80 |
| I enjoy sharing stories back home after my travels | 76 |
| I like to see local architecture or city scapes that are different from my own | 68 |
| 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 | 69 |
| I prefer to thoroughly plan my trips in advance | 62 |
| I like to take my time at historical sites or museums | 60 |
| I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife | 53 |
| When I'm on vacation, I just do whatever I want, however I want | 64 |
| I like to visit small towns and villages when I travel | 58 |
| I am much more carefree while on vacation than I am at home | 58 |
| I love travelling to places off the beaten path | 50 |
| When I travel, I like to experience arts and culture | 42 |
| I am comfortable travelling with groups of people | 41 |
| 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 | 29 |
| 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 | 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 | 22 |
| I tend to get nervous or anxious when I travel | 17 |
| When choosing a pleasure travel destination, I am influenced by what is currently popular | 14 |

Lifestyle Attitudes

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

| | Sports Lovers % |
|------------------------------------------------------------------------------|--------------------|
| I am generally an optimistic person | 55 |
| I consider myself a follower rather than a leader | 10 |
| 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 | 15 |
| It is important to me to make a good impression on others | 33 |
| I often seek solitude and quiet times for contemplation | 27 |
| I am one of those who likes to have everything planned in advance | 34 |
| My life revolves around my family | 50 |
| I am more physically active than most people | 37 |
| I spend most of my leisure time at home | 36 |
| I feel financially secure | 39 |
| I tend to be the life of the party | 10 |
| I am more adventurous than most of my friends | 21 |
| I consider myself to be youthful in spirit | 52 |
| I am a confident person | 51 |
| I have lots of friends | 34 |
| I am in tune with nature | 24 |
| I need to escape my everyday life from time to time and seek new experiences | 30 |
| I am completely open to diverse cultures, lifestyles and ideas | 38 |
| I make a point of taking time to relax and unwind | 38 |
| I love to be spontaneous | 22 |
| My life is too stressful | 19 |
| People tend to look to me for advice | 35 |
| I'm usually the first among my friends to try something new | 18 |



■ Well Above Average

■ Above Average

■ Below Average

■ Well Below Average

Activity Profile (NETS)

Trips Taken During Past 12 Months

| | Sports Lovers | |
|-------------------------------------------------------------------|---------------|---------------|
| | Total Trips | Ontario Trips |
| Any Activities On Trips Taken In Past 12 Months: | % | |
| Beach, resort, spa and water | 47 | 29 |
| Sporting events (spectator, player), golf | 66 | 48 |
| Camping and related outdoor activities | 22 | 23 |
| Museums, history, galleries, sightseeing and knowledge | 47 | 36 |
| Botanical/ nature parks, scenic landmarks and related learning | 38 | 27 |
| Cultural events/ festivals | 20 | 17 |
| Nightclubs and places of entertainment | 18 | 11 |
| Visiting casinos or other gambling | 14 | 14 |
| Culinary (fine dining and wineries) | 45 | 41 |
| Touring | 30 | 26 |
| Shopping | 46 | 38 |
| Major tourist attractions (amusement/ theme parks, zoo, aquarium) | 25 | 12 |
| Visiting friends/ relatives and social events | 48 | 42 |

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Activity Profile (Detail)

Trips Taken During Past 12 Months

| | Sports Lovers | |
|-----------------------------------------------------------|---------------|---------------|
| | Total Trips | Ontario Trips |
| Any Activities On Trips Taken In Past 12 Months: | % | |
| Attending a sporting event as a spectator | 51 | 32 |
| Shopping | 46 | 38 |
| Visiting friends and relatives | 45 | 38 |
| Dining in fine restaurants | 43 | 35 |
| Visiting a beach | 37 | 18 |
| City sightseeing on your own | 33 | 27 |
| Visiting scenic landmarks | 28 | 21 |
| Visiting places of historical interest | 25 | 15 |
| Visiting small towns and villages | 21 | 18 |
| None of these / some other activity | 18 | 13 |
| Visiting theme/amusement park | 18 | 9 |
| Visiting night clubs or other places of entertainment | 18 | 11 |
| Visiting museums or galleries | 18 | 14 |
| Attending family / social event (e.g., wedding, reunion) | 16 | 12 |
| Golfing | 16 | 12 |
| Attending theatre, concerts or dance shows | 15 | 13 |
| Visiting / staying at a resort | 14 | 8 |
| Visiting national or provincial nature parks | 14 | 9 |
| Visiting casinos or other gambling | 14 | 14 |
| Hiking / climbing | 13 | 11 |
| Touring by car or RV | 13 | 10 |
| Attending a sporting event or tournament as a player | 12 | 13 |
| Water activities (e.g., waterskiing, diving, windsurfing) | 11 | 7 |
| Visiting a garden attraction (e.g., botanical gardens) | 11 | 8 |
| Visiting a zoo, aquarium | 10 | 5 |

Main Activity On Trips Taken During Past 12 Months

| | Sports Lovers | |
|-------------------------------------------------------------------|---------------|---------------|
| | Total Trips | Ontario Trips |
| Main Activity On Trips Taken During Past 12 Months: | % | |
| Beach, resort, spa and water | 23 | 9 |
| Sporting events (spectator, player), golf | 51 | 34 |
| Camping and related outdoor activities | 5 | 9 |
| Museums, history, galleries, sightseeing and knowledge | 9 | 6 |
| Botanical/ nature parks, scenic landmarks and related learning | 4 | 4 |
| Cultural events/ festivals | 5 | 8 |
| Nightclubs and places of entertainment | 1 | 0 |
| Visiting casinos or other gambling | 1 | 2 |
| Culinary (fine dining and wineries) | 3 | 4 |
| Touring | 3 | 2 |
| Shopping | 4 | 4 |
| Major tourist attractions (amusement/ theme parks, zoo, aquarium) | 7 | 4 |
| Visiting friends/ relatives and social events | 33 | 32 |

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Activity Profile – Sports Lovers

- Relationship Between Main and Other Activities

| | Main Activities | | |
|-----------------------------------------------------------|-----------------|-----------------------------|--------------------------|
| | VFR | Sporting Event as Spectator | Sporting Event as Player |
| Other Activities: | % | | |
| Visiting friends and relatives | 100 | 16 | 17 |
| Shopping | 30 | 22 | 19 |
| Dining in fine restaurants | 27 | 23 | 13 |
| Attending a sporting event as a spectator | 14 | 100 | 24 |
| City sightseeing on your own | 14 | 18 | 17 |
| Visiting a beach | 13 | 8 | 2 |
| Visiting scenic landmarks | 13 | 11 | 9 |
| Visiting places of historical interest | 12 | 9 | 9 |
| Visiting small towns and villages | 12 | 5 | 3 |
| Golfing | 11 | 2 | 3 |
| Hiking / climbing | 8 | 2 | 2 |
| Visiting casinos or other gambling | 8 | 3 | 5 |
| Visiting museums or galleries | 7 | 7 | 5 |
| Attending theatre, concerts or dance shows | 6 | 3 | 2 |
| Touring by car or RV | 6 | 5 | 3 |
| Visiting a garden attraction (e.g., botanical gardens) | 6 | 3 | 4 |
| Visiting an amusement or theme park | 6 | 6 | 11 |
| Visiting national or provincial nature parks | 6 | 3 | 2 |
| Visiting night clubs or other places of entertainment | 6 | 13 | 6 |
| Visiting wineries | 5 | 1 | 1 |
| Water activities (e.g., waterskiing, diving, windsurfing) | 5 | 0 | 3 |

Benefit Profile

Trips Taken During Past 12 Months

| | Sports Lovers | |
|---------------------------------------------------------------|---------------|---------------|
| | Total Trips | Ontario Trips |
| Travel Benefits Sought On Trips In Past 12 Months: | % | |
| To see or do something new and different | 36 | 31 |
| To seek solitude and isolation | 7 | 8 |
| To gain knowledge of history, other cultures | 13 | 9 |
| To stimulate your mind / be intellectually challenged | 6 | 6 |
| To relax and relieve stress | 64 | 52 |
| To stay connected with family | 51 | 39 |
| To renew personal connections with people (other than family) | 28 | 26 |
| To enrich your relationship with partner/ children | 36 | 28 |
| To create lasting memories | 40 | 32 |
| To be challenged physically | 17 | 16 |
| To re-energize | 32 | 26 |
| To have fun and be entertained | 67 | 61 |
| To explore and learn | 22 | 16 |
| To meet new people | 10 | 8 |
| To experience different ways of life | 8 | 7 |
| To be pampered | 2 | 3 |

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Sources Used To Plan Trips

| | Sports Lovers | Difference vs. Total Travellers |
|----------------------------------------|---------------|---------------------------------|
| | % | |
| Friends/family/colleagues (Net) | 38 | +3 |
| Brochures/pamphlets | 15 | -2 |
| Travel guides/books | 9 | -1 |
| Articles/features in travel magazines | 5 | -2 |
| Own/previous experience | 22 | +3 |
| Information from a specific attraction | 8 | +1 |
| Automobile Associations | 11 | +2 |
| Travel agent (in person) | 4 | -1 |
| Airline | 4 | ±0 |
| Travel programs on TV | 3 | -3 |
| TV ads | 4 | -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.

| | Sports Lovers | Difference vs. Total Travellers |
|-----------------------------------------------------|---------------|---------------------------------|
| Internet Sources Used: | % | |
| Any Internet (Net) | 89 | +7 |
| - Accommodation websites e.g., hotel | 50 | +9 |
| - Online travel agencies | 37 | +3 |
| - Airline websites | 27 | +3 |
| - Official destination websites, e.g., VisitFlorida | 23 | ±0 |
| - Review sites | 17 | -4 |
| - Online blogs | 4 | -3 |
| - Social media | 3 | -3 |
| - Group buying sites, e.g., Wagjag | 3 | -1 |
| - Travel apps | 2 | -1 |

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

Sports Lovers Population Projections

Geographic Markets

| | Projected number of adults 18+ in segment | Segment incidence among total adults in each market |
|----------------------------|-------------------------------------------|-----------------------------------------------------|
| Place of Residence: | | |
| Total Canada | 1,487,058 | 11.1% |
| Ontario | 995,185 | 11.1% |
| GTA | 377,484 | 9.5% |
| Other Ontario | 617,701 | 12.2% |
| Quebec | 394,642 | 10.3% |
| Montreal | 268,814 | 9.4% |
| Other Quebec | 125,828 | 13.3% |
| Manitoba | 97,231 | 17.9% |

| | Projected number of adults 18+ in segment | Segment incidence among total adults in each market |
|----------------------------|-------------------------------------------|-----------------------------------------------------|
| Place of Residence: | | |
| Major US Markets | | |
| Philadelphia | 177,303 | 4.3% |
| Boston | 200,181 | 4.1% |
| Chicago | 183,023 | 2.8% |
| New York City | 148,706 | 2.0% |
| Washington DC | 217,339 | 5.0% |

| | Projected number of adults 18+ in segment | Segment incidence among total adults in each market |
|----------------------------|-------------------------------------------|-----------------------------------------------------|
| Place of Residence: | | |
| Total US States: | 4,232,397 | 4.2% |
| Connecticut | 68,633 | 2.5% |
| Delaware | 22,878 | 3.3% |
| Illinois | 383,203 | 3.9% |
| Indiana | 188,742 | 3.9% |
| Maryland | 240,217 | 9.0% |
| Massachusetts | 240,217 | 4.2% |
| Michigan | 285,973 | 3.8% |
| Minnesota | 217,339 | 5.3% |
| New Jersey | 326,009 | 5.7% |
| New York | 491,873 | 3.6% |
| Ohio | 434,679 | 4.7% |
| Pennsylvania | 503,312 | 4.5% |
| Virginia | 200,181 | 4.8% |
| Wisconsin | 142,986 | 3.4% |
| Kentucky | 68,633 | 2.3% |
| New Hampshire | 11,439 | 0.7% |
| North Carolina | 308,851 | 4.3% |
| Rhode Island | 28,597 | 3.5% |
| Vermont | 22,878 | 4.6% |
| West Virginia | 57,195 | 4.2% |

How To Reach Sports Lovers

Detail Media Consumption

| | Sports Lovers | Difference vs. Total Travellers |
|---------------------------------------------|---------------|---------------------------------|
| % reading newspaper | 21% | -45 |
| - Daily print | 63% | +5 |
| - Daily on computer | 33% | 0 |
| - Daily on mobile | 10% | +1 |
| % reading travel section of daily newspaper | 53% | -1 |
| % reading magazine | 69% | +4 |
| - Professional Sports | 30% | +19 |
| - Health/fitness/living | 22% | 0 |
| - General interest | 21% | +1 |
| - Business/finance/investment | 18% | +3 |
| - Outdoor activities | 15% | +8 |
| Avg. # hrs. watch TV (reg) | 14.3 | +0.2 |
| Avg. # hrs. watch PVR | 4.0 | +0.6 |
| Avg. # hrs. watch TV online | 4.1 | -1.1 |
| - Sports | 67% | +33 |
| - News | 52% | +7 |
| - Movies | 49% | -1 |
| - Situation comedies | 40% | +5 |
| Avg. # hrs. listen to radio | 9.2 | +1.3 |
| - News/talk | 40% | +5 |
| - Oldies | 36% | +6 |
| - Sports | 30% | +17 |

| | Sports Lovers | Difference vs. Total Travellers |
|-------------------------------------------|---------------|---------------------------------|
| % using Internet | 90% | +1 |
| - Search engine | 80% | +3 |
| - Weather | 62% | +9 |
| - Sports | 55% | +27 |
| - Network news | 34% | +3 |
| - Newspapers | 34% | +5 |
| Avg. # hrs. spent browsing per week | 10.0 | -2.1 |
| % using social networks | 70% | -8 |
| - Facebook | 57% | -11 |
| - Twitter | 12% | -2 |
| Avg. # hrs. spent on social networks | 3.0 | -1.6 |
| % using smartphone/tablet when travelling | 49% | +3 |
| - Look up information | 79% | +2 |
| - Check review sites | 20% | -5 |
| - make reservations | 25% | +1 |
| - Use travel apps | 13% | -6 |