

# Introducing Knowledge Seekers...

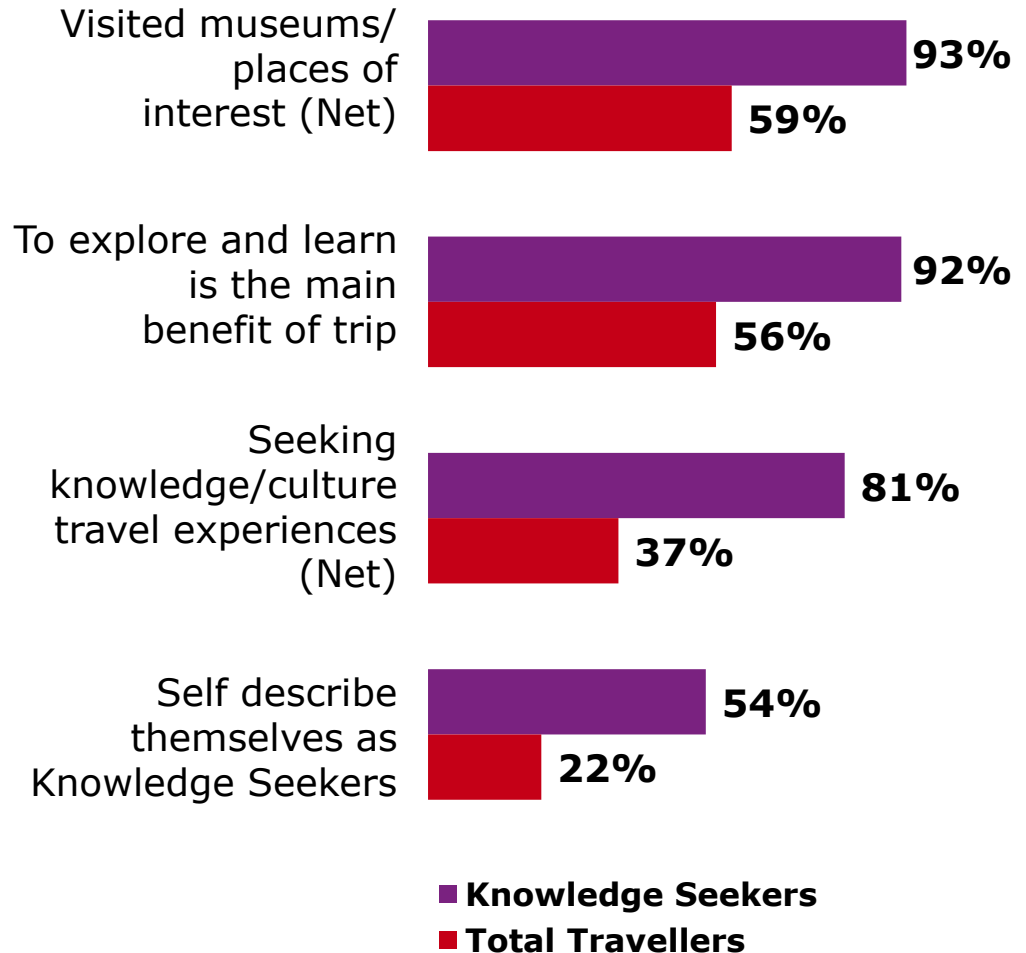
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## Knowledge Seekers

Travellers in this segment are looking to appreciate and understand the places they visit. Their trips are typically about expanding their knowledge and stimulating their minds rather than resting and relaxing. They are driven by a desire to explore culture, history, architecture and natural landmarks and often focus on sight-seeing, museums, galleries and historical sites.





## Key Differentiators



# Who Are Knowledge Seekers?

	Knowledge Seekers %
<b>Age:</b>	
18-34 Years	13
35-54 Years	33
55 Or Older	54
<b>Gender:</b>	
Male	44
Female	56
<b>Household Composition:</b>	
Live alone	18
Couple with no children	54
Any children 18 or younger	16

	Knowledge Seekers %
<b>Occupation Status:</b>	
Employed	57
Retired	32
Homemaker/ child caring	5
Student	2
Unemployed/ disability	2
<b>Ethnic Status:</b>	
Born outside Canada/ US	18
Visible minority	15

 Well Above Average  
 Well Below Average

# Value Metrics

	Knowledge Seekers
Average Annual Household Income	<b>\$102,480</b>
Average Annual Household Travel Budget	<b>\$4,713</b>
Average Number Of Trips In Past 12 Months	<b>3.1</b>
Average Trip Length (in days)	<b>8.0</b>
Average Party Size Per Trip	<b>2.7</b>
Average Spend Per Person In Travel Party	<b>\$1,386</b>
Maximum Spend Per Trip	<b>\$4,486</b>

 Above Average

# Travel Attitudes

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

	Knowledge Seekers %
I find it enriching to be exposed to the local customs and routines of people in another country	90
I like to see local architecture or city scapes that are different from my own	90
I enjoy sharing stories back home after my travels	85
I like to take my time at historical sites or museums	83
A family vacation is an important time to make family memories	80
I prefer to thoroughly plan my trips in advance	75
I like to visit small towns and villages when I travel	73
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	72
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	70
When I travel, I like to experience arts and culture	67
I love travelling to places off the beaten path	66
I am comfortable travelling with groups of people	61
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	60
I am much more carefree while on vacation than I am at home	53
When I'm on vacation, I just do whatever I want, however I want	49
Shopping is an important part of the travel experience for me	33
When I travel, I am more interested in understanding the past than in experiencing culture as it exists now	24
I tend to get nervous or anxious when I travel	17
When travelling, I prefer to eat food that is like the food I eat at home	16
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	15
I tend to prefer travel destinations that I know fairly well	12
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)

	Knowledge Seekers %	
I am completely open to diverse cultures, lifestyles and ideas	60	Well Above Average
I am generally an optimistic person	59	Above Average
I am a confident person	54	Above Average
I consider myself to be youthful in spirit	53	Above Average
My life revolves around my family	48	
I feel financially secure	47	Well Above Average
I am one of those who likes to have everything planned in advance	45	Above Average
I make a point of taking time to relax and unwind	43	
I need to escape my everyday life from time to time and seek new experiences	40	
I never seem to have enough time to accomplish all I need to in a day	36	
People tend to look to me for advice	36	
I love the fine arts and high culture	35	Well Above Average
I spend most of my leisure time at home	35	Well Below Average
I am more adventurous than most of my friends	32	Above Average
I am in tune with nature	32	
I often seek solitude and quiet times for contemplation	31	Below Average
It is important to me to make a good impression on others	28	Below Average
I am more physically active than most people	28	
I have lots of friends	26	
I love to be spontaneous	25	Below Average
I'm usually the first among my friends to try something new	17	Below Average
My life is too stressful	12	Well Below Average
I consider myself a follower rather than a leader	11	
I tend to be the life of the party	7	Below Average

# Activity Profile (NETS)

## Trips Taken During Past 12 Months

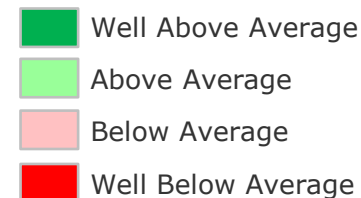
	Knowledge Seekers	
	Total Trips	Ontario Trips
<b>Any Activities on Trips Taken in Past 12 Months:</b>	%	
Museums, history, galleries, sightseeing and knowledge	86	62
Botanical/ nature parks, scenic landmarks and related learning	76	48
Touring	66	41
Culinary (fine dining and wineries)	55	42
Shopping	54	37
Visiting friends/ relatives and social events	49	40
Beach, resort, spa and water	44	16
Cultural events/ festivals	36	26
Camping and related outdoor activities	27	19
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	24	14
Visiting casinos or other gambling	11	10
Nightclubs and places of entertainment	10	6
Sporting events (spectator, player), golf	9	6

Well Above Average
  Below Average  
 Above Average
  Well Below Average

# Activity Profile (Detail)

## Trips Taken During Past 12 Months

	Knowledge Seekers	
	Total Trips	Ontario Trips
<b>Any Activities on Trips Taken in Past 12 Months:</b>	%	
Visiting scenic landmarks	68	42
Visiting places of historical interest	66	31
City sightseeing on your own	64	41
Shopping	54	37
Visiting museums or galleries	53	29
Visiting small towns and villages	52	26
Dining in fine restaurants	52	36
Visiting friends and relatives	45	33
Organized city sightseeing	38	15
Visiting a beach	35	11
Visiting national or provincial nature parks	35	17
Touring by bus, boat or train	28	8
Attending theatre, concerts or dance shows	26	20
Visiting a garden attraction (e.g., botanical gardens)	25	15
Touring by car or RV	22	20
Visiting / staying at a resort	17	5
Attending family / social event (e.g., wedding, reunion)	16	14
Visiting a zoo, aquarium	15	8
Hiking / climbing	14	9
Visiting theme/amusement park	13	8
Wildlife / bird watching	13	5
Taking a nature or science learning trip	12	5
Visiting casinos or other gambling	11	10
Attending ethnic cultural events / festivals	11	5
Visiting wineries	10	13
Visiting night clubs or other places of entertainment	10	6



# Main Activity On Trips Taken During Past 12 Months

Main Activity:	Knowledge Seekers	
	Total Trips	Ontario Trips
	%	
Museums, history, galleries, sightseeing and knowledge	42	25
Visiting friends/ relatives and social events	39	32
Botanical/ nature parks, scenic landmarks and related learning	17	15
Beach, resort, spa and water	14	5
Touring	13	7
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	6	3
Cultural events/ festivals	6	10
Camping and related outdoor activities	5	4
Culinary (fine dining and wineries)	5	5
Shopping	3	3
Sporting events (spectator, player), golf	2	2
Visiting casinos or other gambling	2	2
Nightclubs and places of entertainment	0	0

Well Above Average
  Below Average  
 Above Average
  Well Below Average



# Activity Profile – Knowledge Seekers

## - Relationship Between Main and Other Activities

	Main Activities		
	Visit Landmarks	Touring	VFR
<b>Other Activities</b>	%		
Visiting scenic landmarks	<b>85</b>	<b>52</b>	<b>24</b>
Visiting places of historical interest	<b>83</b>	<b>52</b>	<b>25</b>
Visiting museums or galleries	<b>54</b>	<b>41</b>	<b>25</b>
City sightseeing on your own	<b>51</b>	<b>46</b>	<b>30</b>
Visiting small towns and villages	<b>50</b>	<b>63</b>	<b>18</b>
Shopping	<b>41</b>	<b>42</b>	<b>35</b>
Organized city sightseeing	<b>40</b>	<b>37</b>	<b>4</b>
Dining in fine restaurants	<b>39</b>	<b>38</b>	<b>33</b>
Visiting national or provincial nature parks	<b>32</b>	<b>22</b>	<b>9</b>
Touring by bus, boat or train	<b>25</b>	<b>53</b>	<b>11</b>
Visiting a garden attraction (e.g., botanical gardens)	<b>17</b>	<b>19</b>	<b>10</b>
Visiting a beach	<b>16</b>	<b>20</b>	<b>15</b>
Attending theatre, concerts or dance shows	<b>15</b>	<b>19</b>	<b>8</b>
Hiking / climbing	<b>14</b>	<b>8</b>	<b>6</b>
Touring by car or RV	<b>12</b>	<b>28</b>	<b>11</b>
Attending ethnic cultural events / festivals	<b>10</b>	<b>6</b>	<b>4</b>
Visiting scenic landmarks	<b>85</b>	<b>52</b>	<b>24</b>
Visiting places of historical interest	<b>83</b>	<b>52</b>	<b>25</b>
Visiting museums or galleries	<b>54</b>	<b>41</b>	<b>25</b>

# Benefit Profile

## Trips Taken During Past 12 Months

	Knowledge Seekers	
	Total Trips	Ontario Trips
<b>Travel Benefits Sought On Trips In Past 12 Months</b>	%	
To see or do something new and different	72	52
To explore and learn	70	45
To have fun and be entertained	65	54
To create lasting memories	64	48
To gain knowledge of history, other cultures	64	29
To stay connected with family	51	38
To relax and relieve stress	49	34
To experience different ways of life	37	11
To enrich your relationship with partner/ children	34	30
To stimulate your mind / be intellectually challenged	31	19
To re-energize	24	14
To renew personal connections with people (other than family)	24	22
To meet new people	19	8
To be challenged physically	6	3
To be pampered	5	4
To seek solitude and isolation	4	3

Well Above Average
  Below Average  
 Above Average
  Well Below Average

# Sources Used To Plan Trips

	Knowledge Seekers	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	<b>51</b>	<b>+16</b>
Brochures/pamphlets	<b>25</b>	<b>+8</b>
Travel guides/books	<b>27</b>	<b>+17</b>
Articles/features in travel magazines	<b>11</b>	<b>+4</b>
Articles/features in newspaper	<b>7</b>	<b>+3</b>
Own/previous experience	<b>22</b>	<b>+3</b>
Information from a specific attraction	<b>9</b>	<b>+2</b>
Automobile Associations	<b>15</b>	<b>+6</b>
Travel agent (in person)	<b>9</b>	<b>+4</b>
Airline	<b>6</b>	<b>+2</b>
Travel programs on TV	<b>6</b>	<b>±0</b>
TV ads	<b>1</b>	<b>-4</b>

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.

	Knowledge Seekers	Difference vs. Total Travellers
<b>Internet Sources Used:</b>	%	
Any Internet (Net)	<b>87</b>	<b>+5</b>
- Accommodation websites e.g., hotel	<b>50</b>	<b>+9</b>
- Online travel agencies	<b>42</b>	<b>+8</b>
- Airline websites	<b>36</b>	<b>+2</b>
- Official destination websites, e.g., VisitFlorida	<b>34</b>	<b>+11</b>
- Review sites	<b>33</b>	<b>+12</b>
- Online blogs	<b>7</b>	<b>±0</b>
- Social media	<b>2</b>	<b>-4</b>
- Group buying sites, e.g., Wagjag	<b>3</b>	<b>-1</b>
- Travel apps	<b>2</b>	<b>-1</b>

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

# Knowledge Seekers Population Projections

## Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
<b>Place of Residence:</b>		
<b>Total Canada</b>	<b>902,005</b>	<b>6.7%</b>
Ontario	578,209	6.4%
GTA	312,233	7.9%
Other Ontario	260,194	5.2%
Quebec	300,668	7.9%
Montreal	225,501	7.8%
Other Quebec	75,167	7.9%
Manitoba	23,128	4.3%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
<b>Place of Residence:</b>		
<b>Major US Markets</b>		
Philadelphia	185,027	4.5%
Boston	277,540	5.6%
Chicago	364,271	5.7%
New York City	387,400	5.2%
Washington DC	323,797	7.4%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
<b>Place of Residence:</b>		
<b>Total US</b>	<b>4,880,080</b>	<b>4.8%</b>
<b>States:</b>		
Connecticut	190,809	6.9%
Delaware	23,128	3.3%
Illinois	462,567	4.8%
Indiana	144,552	3.0%
Maryland	289,104	10.8%
Massachusetts	277,540	4.8%
Michigan	231,283	3.1%
Minnesota	213,937	5.2%
New Jersey	491,477	8.6%
New York	751,671	5.5%
Ohio	312,233	3.4%
Pennsylvania	387,400	3.5%
Virginia	393,182	9.5%
Wisconsin	225,501	5.3%
Kentucky	86,731	2.9%
New Hampshire	63,603	4.0%
North Carolina	237,065	3.3%
Rhode Island	28,910	3.5%
Vermont	11,564	2.3%
West Virginia	28,910	2.1%



# How To Reach Knowledge Seekers

## Detail Media Consumption

	Knowledge Seekers	Difference vs. Total Travellers
% reading newspaper	<b>77%</b>	<b>+11</b>
- Daily print	<b>68%</b>	<b>+10</b>
- Daily on computer	<b>30%</b>	<b>-2</b>
- Daily on mobile	<b>6%</b>	<b>-3</b>
% reading travel section of daily newspaper	<b>34%</b>	<b>+14</b>
% reading magazine	<b>74%</b>	<b>+9</b>
- News	<b>32%</b>	<b>+14</b>
- Travel	<b>27%</b>	<b>+14</b>
- Science/geography	<b>21%</b>	<b>+7</b>
- Business/finance/investment	<b>20%</b>	<b>+5</b>
- City (Toronto Life, etc.)	<b>12%</b>	<b>+5</b>
Avg. # hrs. watch TV (reg)	<b>13.9</b>	<b>-0.1</b>
Avg. # hrs. watch PVR	<b>3.6</b>	<b>+0.2</b>
Ave. # hrs. watch TV online	<b>4.7</b>	<b>-0.5</b>
- News	<b>56%</b>	<b>+11</b>
- Dramas	<b>50%</b>	<b>+1</b>
- History	<b>41%</b>	<b>+6</b>
- Travel	<b>31%</b>	<b>+10</b>
Avg. # hrs. listen to radio	<b>7.9</b>	<b>±0</b>
- News/talk	<b>49%</b>	<b>+14</b>
- Top 40	<b>21%</b>	<b>-9</b>
- Classical	<b>19%</b>	<b>+7</b>

	Knowledge Seekers	Difference vs. Total Travellers
% using Internet	<b>90%</b>	<b>+1</b>
- Search engine	<b>81%</b>	<b>+4</b>
- Weather	<b>59%</b>	<b>+6</b>
- Travel	<b>52%</b>	<b>+19</b>
- Newspapers	<b>35%</b>	<b>+6</b>
- Entertainment	<b>34%</b>	<b>-12</b>
Avg. # hrs. spent browsing per week	<b>11.7</b>	<b>-1.0</b>
% using social networks	<b>64</b>	<b>-14</b>
- Facebook	<b>55</b>	<b>-13</b>
- Twitter	<b>7</b>	<b>-7</b>
Avg. # hrs. spent on social networks	<b>2.4</b>	<b>-2.2</b>
% using smartphone/tablet when travelling	<b>29</b>	<b>-11</b>
- Look up information	<b>75</b>	<b>-2</b>
- Check review sites	<b>18</b>	<b>-7</b>
- Make reservations	<b>24</b>	<b>±0</b>
- Use travel apps	<b>13</b>	<b>-6</b>