

Introducing Connected Explorers...

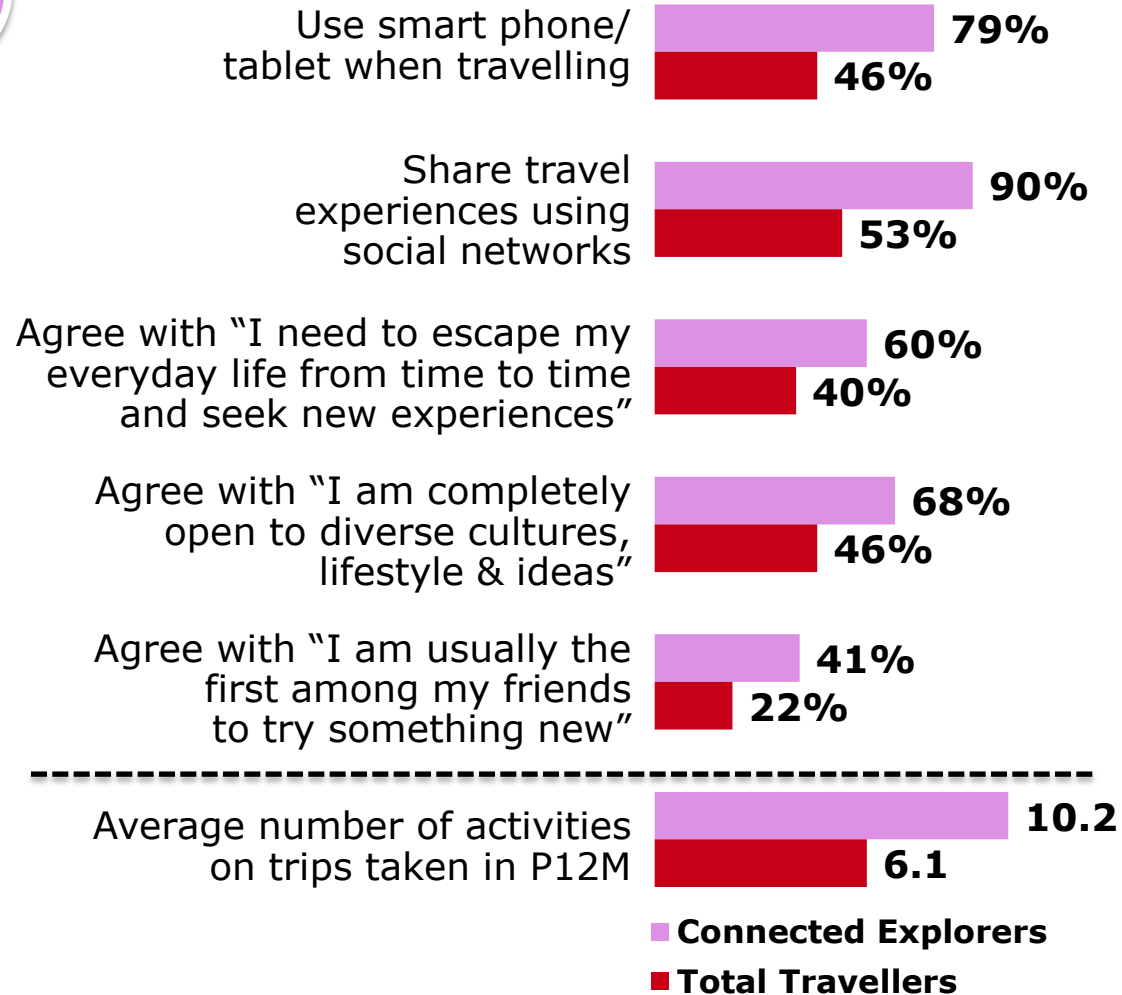
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Connected Explorers

This segment has a psychological need to take a break from the everyday and be exposed to new experiences and knowledge. They are committed to expanding their horizons through travel. Interestingly, the Internet and new technologies are key instruments in facilitating these travel interests & experiences. They research, book and share travel experiences through new technologies – before, during and after trips.



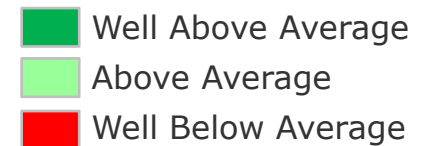
Key Differentiators



Who Are Connected Explorers?

	Connected Explorers %
Age:	
18-34 Years	44
35-54 Years	41
55 Or Older	15
Gender:	
Male	47
Female	53
Household Composition:	
Live alone	10
Couple with no children	45
Any children 18 or younger	34

	Connected Explorers %
Occupation Status:	
Employed	77
Retired	6
Homemaker/ child caring	7
Student	3
Unemployed/ disability	4
Ethnic Status:	
Born outside Canada/ US	25
Visible minority	17



Value Metrics

	Connected Explorers
Average Annual Household Income	\$93,080
Average Annual Household Travel Budget	\$4,267
Average Number Of Trips In Past 12 Months	3.6
Average Trip Length (in days)	5.8
Average Party Size Per Trip	2.8
Average Spend Per Person In Travel Party	\$862
Maximum Spend Per Trip	\$3,126

 Above Average

Travel Attitudes

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

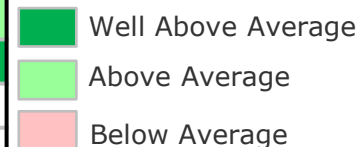
	Connected Explorers %
I enjoy sharing stories back home after my travels	94
A family vacation is an important time to make family memories	89
I like to see local architecture or city scapes that are different from my own	89
I find it enriching to be exposed to the local customs and routines of people in another country	88
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	85
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	82
I like to take my time at historical sites or museums	80
I prefer to thoroughly plan my trips in advance	76
I am much more carefree while on vacation than I am at home	76
When I'm on vacation, I just do whatever I want, however I want	75
I like to visit small towns and villages when I travel	75
I love travelling to places off the beaten path	75
When I travel, I like to experience arts and culture	71
Shopping is an important part of the travel experience for me	58
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	56
I am comfortable travelling with groups of people	51
When I travel, I am more interested in understanding the past than in experiencing culture as it exists now	30
When choosing a pleasure travel destination, I am influenced by what is currently popular	30
I tend to prefer travel destinations that I know fairly well	25
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	21
When travelling, I prefer to eat food that is like the food I eat at home	21
I tend to get nervous or anxious when I travel	21



Lifestyle Attitudes

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

	Connected Explorers %
I am completely open to diverse cultures, lifestyles and ideas	68
I am generally an optimistic person	66
I consider myself to be youthful in spirit	64
I am a confident person	62
I make a point of taking time to relax and unwind	60
I need to escape my everyday life from time to time and seek new experiences	60
People tend to look to me for advice	57
My life revolves around my family	53
It is important to me to make a good impression on others	52
I am one of those who likes to have everything planned in advance	50
I am in tune with nature	48
I love to be spontaneous	48
I never seem to have enough time to accomplish all I need to in a day	47
I often seek solitude and quiet times for contemplation	47
I am more adventurous than most of my friends	44
I have lots of friends	44
I love the fine arts and high culture	42
I'm usually the first among my friends to try something new	41
I spend most of my leisure time at home	39
I feel financially secure	37
I am more physically active than most people	32
I tend to be the life of the party	25
My life is too stressful	24
I consider myself a follower rather than a leader	14



Activity Profile (NETS)

Trips Taken During Past 12 Months



	Connected Explorers	
	Total Trips	Ontario Trips
Any Activities on Trips Taken in Past 12 Months:	%	
Museums, history, galleries, sightseeing and knowledge	79	66
Shopping	70	56
Botanical/ nature parks, scenic landmarks and related learning	69	60
Culinary (fine dining and wineries)	69	63
Beach, resort, spa and water	63	38
Visiting friends/ relatives and social events	61	39
Touring	56	34
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	44	29
Camping and related outdoor activities	39	31
Cultural events/ festivals	37	28
Nightclubs and places of entertainment	26	20
Sporting events (spectator, player), golf	18	11
Visiting casinos or other gambling	16	17

Well Above Average
 Above Average

Activity Profile (Detail)

Trips Taken During Past 12 Months

	Connected Explorers	
	Total Trips	Ontario Trips
Any Activities on Trips Taken in Past 12 Months:	%	
Shopping	70	56
Dining in fine restaurants	67	61
City sightseeing on your own	64	53
VFR (net)	61	39
Visiting scenic landmarks	57	49
Visiting places of historical interest	54	34
Visiting a beach	49	19
Visiting museums or galleries	45	36
Visiting small towns and villages	42	25
Visiting national or provincial nature parks	34	21
Visiting theme/amusement park	30	22
Visiting a garden attraction (e.g., botanical gardens)	27	18
Visiting a zoo, aquarium	26	16
Visiting night clubs or other places of entertainment	26	20
Touring by car or RV	25	12
Visiting / staying at a resort	25	17
Attending theatre, concerts or dance shows	23	16
Hiking / climbing	21	13
Organized city sightseeing	20	11
Boating / sailing	17	11
Visiting casinos or other gambling	16	17
Water activities (e.g., waterskiing, diving, windsurfing)	16	6
Touring by bus, boat or train	16	8
Relaxing at a spa	15	14
Wildlife / bird watching	15	9
Visiting wineries	15	15
Attending ethnic cultural events / festivals	14	6
Taking a nature or science learning trip	12	7
Attending a sporting event as a spectator	11	5
Fishing	10	11
Attending a music, film or literary festival	10	7

 Well Above Average
 Above Average

Main Activity On Trips Taken During Past 12 Months

Main Activity:	Connected Explorers	
	Total Trips	Ontario Trips
	%	
Visiting friends/ relatives and social events	45	28
Beach, resort, spa and water	27	12
Museums, history, galleries, sightseeing and knowledge	25	15
Botanical/ nature parks, scenic landmarks and related learning	12	20
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	12	5
Touring	8	4
Cultural events/ festivals	7	7
Sporting events (spectator, player), golf	6	2
Camping and related outdoor activities	6	6
Culinary (fine dining and wineries)	6	7
Shopping	4	2
Visiting casinos or other gambling	3	2
Nightclubs and places of entertainment	2	3

 Above Average

Activity Profile – Connected Explorers

- Relationship Between Main and Other Activities

	Main Activities			
	Beach	City Sight Seeing (net)	VFR	Visit Land Marks (net)
Other Activities	%			
Shopping	65	61	49	57
Dining in fine restaurants	62	62	44	56
City sightseeing on your own	49	94	31	61
Visiting scenic landmarks	37	51	24	86
Visiting places of historical interest	31	44	22	79
Visiting small towns and villages	29	25	19	45
Visiting / staying at a resort	28	8	6	14
Boating / sailing	24	6	5	6
Visiting night clubs or other places of entertainment	23	18	16	10
Visiting museums or galleries	23	45	20	54
Water activities (e.g., waterskiing, diving, windsurfing)	22	3	6	3
Visiting an amusement or theme park	21	13	12	15
Visiting national or provincial nature parks	20	21	13	33
Visiting friends and relatives	18	22	100	22
Visiting a garden attraction (e.g., botanical gardens)	18	16	11	20
Wildlife / bird watching	18	8	5	8
Organized city sightseeing	12	22	6	22
Touring by car or RV	17	22	13	19
Visiting a zoo, aquarium	15	21	11	15
Attending theatre, concerts or dance shows	12	14	10	9
Visiting a beach	100	14	21	15
Touring by bus, boat or train	10	11	6	17
Hiking / climbing	11	8	8	17
Visiting wineries	6	7	5	16

Benefit Profile

Trips Taken During Past 12 Months

	Connected Explorers	
	Total Trips	Ontario Trips
Travel Benefits Sought On Trips In Past 12 Months	%	
To relax and relieve stress	79	57
To have fun and be entertained	73	55
To create lasting memories	69	52
To see or do something new and different	66	54
To stay connected with family	59	38
To enrich your relationship with partner/ children	59	44
To explore and learn	54	38
To re-energize	49	35
To gain knowledge of history, other cultures	38	21
To renew personal connections with people (other than family)	37	26
To experience different ways of life	30	14
To meet new people	26	16
To stimulate your mind / be intellectually challenged	23	21
To seek solitude and isolation	20	15
To be pampered	17	8
To be challenged physically	8	4

Well Above Average
 Above Average

Sources Used To Plan Trips

	Connected Explorers	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	51	+16
Brochures/pamphlets	25	+8
Travel guides/books	24	+14
Articles/features in travel magazines	17	+10
Own/previous experience	26	+7
Information from a specific attraction	15	+8
Automobile Associations	12	+3
Travel agent (in person)	7	+2
Airline	8	+4
Travel programs on TV	14	+8
TV ads	8	+3

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.

	Connected Explorers	Difference vs. Total Travellers
Internet Sources Used:	%	
Any Internet (Net)	95	+13
- Accommodation websites e.g., hotel	63	+22
- Online travel agencies	55	+21
- Airline websites	37	+13
- Official destination websites, e.g., VisitFlorida	42	+19
- Review sites	51	+30
- Online blogs	22	+15
- Social media	19	+13
- Group buying sites, e.g., Wagjag	13	+9
- Travel apps	11	+8

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

Connected 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	738,329	5.5%
Ontario	560,339	6.2%
GTA	290,058	7.3%
Other Ontario	270,281	5.4%
Quebec	138,437	3.6%
Montreal	112,068	3.9%
Other Quebec	26,369	2.8%
Manitoba	32,961	6.1%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Major US Markets		
Philadelphia	270,281	6.6%
Boston	323,019	6.6%
Chicago	573,523	8.9%
New York City	421,902	5.7%
Washington DC	402,125	9.2%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total US	5,853,891	5.8%
States:		
Connecticut	171,398	6.2%
Delaware	19,777	2.9%
Illinois	764,698	7.9%
Indiana	276,873	5.7%
Maryland	309,834	11.6%
Massachusetts	296,650	5.1%
Michigan	395,533	5.2%
Minnesota	204,359	5.0%
New Jersey	395,533	6.9%
New York	711,960	5.2%
Ohio	329,611	3.6%
Pennsylvania	468,048	4.2%
Virginia	342,795	8.3%
Wisconsin	250,504	5.9%
Kentucky	250,504	8.3%
New Hampshire	72,514	4.5%
North Carolina	448,271	6.2%
Rhode Island	26,369	3.2%
Vermont	13,184	2.7%
West Virginia	52,738	3.9%



How To Reach Connected Explorers

Detail Media Consumption

	Connected Explorers	Difference vs. Total Travellers
% reading newspaper	78%	+12
- Daily print	51%	-7
- Daily on computer	55%	+22
- Daily on mobile	25%	+16
% reading travel section of daily newspaper	73%	+19
% reading magazine	78%	+13
- Entertainment/music	44%	+13
- Food/cooking	41%	+15
- Travel	33%	+20
- Home/garden	32%	+7
- Health/fitness/living	30%	+8
Avg. # hrs. watch TV (reg)	13.8	-0.3
Avg. # hrs. watch PVR	4.4	+1.0
Ave. # hrs. watch TV online	7.3	+2.1
- Movies	59%	+9
- Dramas	55%	+6
- News	56%	+11
- Travel	49%	+28
Avg. # hrs. listen to radio	7.2	-0.7
- Morning (weekday)	83%	+8
- News/talk	45%	+10
- Top 40	41%	+11

	Connected Explorers	Difference vs. Total Travellers
% using Internet	98%	+9
- Search engine	90%	+13
- Weather	72%	+19
- Shopping	73%	+23
- Entertainment	67%	+21
- Travel	67%	+34
Avg. # hrs. spent browsing per week	17.3	+4.6
% using social networks	93%	+15
- Facebook	87%	+19
- Twitter	26%	+12
Avg. # hrs. spent on social networks	6.5	+1.9
% using smartphone/tablet when travelling	79%	+33
- Look up information	98%	+21
- Check review sites	74%	+49
- make reservations	62%	+38
- Use travel apps	51%	+32