Introducing Aces...

Aces

8%

Predominantly driven by a love of gaming and gambling, this segment loves casinos and the related ambiance that provides them with a sense of escape. For this group, the casino resort environment provides them with a sense of indulgence and escape as everything to have 'fun' is located close at hand.

Key Differentiators

Visited casino on P12M trip
- **78%** (Aces)
- **16%** (Total Travellers)

Casino **Main** reason for P12M trip
- **66%** (Aces)
- **7%** (Total Travellers)

Interested in gambling/ gaming experience in N12M travel
- **74%** (Aces)
- **9%** (Total Travellers)

■ **Aces**
■ **Total Travellers**

TNS

Who Are Aces?

	Aces %
Age:	
18-34 Years	20
35-54 Years	34
55 Or Older	46
Gender:	
Male	49
Female	52
Household Composition:	
Live alone	18
Couple with no children	48
Any children 18 or younger	21
Income:	
Average Household ($)	77,205
Average Personal ($)	55,557

	Aces %
Occupation Status:	
Employed	60
Retired	27
Homemaker/ child caring	3
Student	1
Unemployed/ disability	6
Ethnic Status:	
Born outside Canada/ US	7
Visible minority	11

🟩 Well Above Average
🟥 Well Below Average

Value Metrics

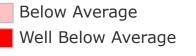|	Aces
Average Annual Household Income	$77,205
Average Annual Household Travel Budget	$3,093
Average Number Of Trips In Past 12 Months	2.8
Average Trip Length (in days)	4.6
Average Party Size Per Trip	2.9
Average Spend Per Person In Travel Party	$637
Maximum Spend Per Trip	$2,328

Below Average

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

	Aces %
A family vacation is an important time to make family memories	77
I enjoy sharing stories back home after my travels	77
I like to see local architecture or city scapes that are different from my own	61
I find it enriching to be exposed to the local customs and routines of people in another country	57
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	67
I prefer to thoroughly plan my trips in advance	68
I like to take my time at historical sites or museums	59
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	61
When I'm on vacation, I just do whatever I want, however I want	73
I like to visit small towns and villages when I travel	53
I am much more carefree while on vacation than I am at home	67
I love travelling to places off the beaten path	48
When I travel, I like to experience arts and culture	37
I am comfortable travelling with groups of people	49
Shopping is an important part of the travel experience for me	40
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	33
I tend to prefer travel destinations that I know fairly well	38
When travelling, I prefer to eat food that is like the food i eat at home	34
When I travel, I am more interested in understanding the past than in experiencing culture as it exists	24
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	26
I tend to get nervous or anxious when I travel	21
When choosing a pleasure travel destination, I am influenced by what is currently popular	21

Above Average   Below Average

Well Below Average

4

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

	Aces %
I am generally an optimistic person	46
I consider myself a follower rather than a leader	13
I never seem to have enough time to accomplish all I need to in a day	34
I love the fine arts and high culture	14
It is important to me to make a good impression on others	30
I often seek solitude and quiet times for contemplation	37
I am one of those who likes to have everything planned in advance	35
My life revolves around my family	49
I am more physically active than most people	19
I spend most of my leisure time at home	44
I feel financially secure	29
I tend to be the life of the party	13
I am more adventurous than most of my friends	22
I consider myself to be youthful in spirit	46
I am a confident person	49
I have lots of friends	32
I am in tune with nature	23
I need to escape my everyday life from time to time and seek new experiences	36
I am completely open to diverse cultures, lifestyles and ideas	35
I make a point of taking time to relax and unwind	45
I love to be spontaneous	28
My life is too stressful	21
People tend to look to me for advice	31
I'm usually the first among my friends to try something new	17

Below Average

Well Below Average

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Activity Profile (NETS)
Trips Taken During Past 12 Months

	Aces	
	Total Trips	**Ontario Trips**
Any Activities On Trips Taken In Past 12 Months:	%	
Beach, resort, spa and water	**42**	**23**
Sporting events (spectator, player), golf	**13**	**13**
Camping and related outdoor activities	**13**	**21**
Museums, history, galleries, sightseeing and knowledge	**40**	**35**
Botanical/ nature parks, scenic landmarks and related learning	**28**	**26**
Cultural events/ festivals	**22**	**23**
Nightclubs and places of entertainment	**18**	**13**
Visiting casinos or other gambling	**78**	**76**
Culinary (fine dining and wineries)	**48**	**44**
Touring	**26**	**26**
Shopping	**46**	**44**
Major tourist attractions (amusement/ theme parks, zoo, acquarium)	**21**	**12**
Visiting friends/ relatives and social events	**39**	**27**

■ Well Above Average ■ Below Average
■ Well Below Average

Activity Profile (Detail)
Trips Taken During Past 12 Months

	Aces	
	Total Trips	**Ontario Trips**
Any Activities On Trips Taken In Past 12 Months:	%	
Visiting casinos or other gambling	**78**	**76**
Dining in fine restaurants	**46**	**42**
Shopping	**46**	**44**
Visiting friends and relatives	**34**	**24**
City sightseeing on your own	**29**	**24**
Visiting a beach	**28**	**13**
Visiting scenic landmarks	**23**	**21**
Visiting night clubs or other places of entertainment	**18**	**13**
Visiting / staying at a resort	**18**	**8**
Visiting places of historical interest	**18**	**12**
Attending theatre, concerts or dance shows	**18**	**19**
Visiting theme/amusement park	**16**	**9**
Visiting small towns and villages	**16**	**15**
Attending family / social event (e.g., wedding, reunion)	**14**	**8**
Visiting museums or galleries	**12**	**10**
Touring by car or RV	**10**	**12**
Visiting national or provincial nature parks	**10**	**9**

Legend:
- ■ Well Above Average
- ■ Above Average
- ■ Below Average
- ■ Well Below Average

TNS

Main Activity On Trips Taken During Past 12 Months

Main Activity On Trips Taken During Past 12 Months:	Aces	
	Total Trips	**Ontario Trips**
	%	
Beach, resort, spa and water	**13**	**5**
Sporting events (spectator, player), golf	**6**	**5**
Camping and related outdoor activities	**3**	**6**
Museums, history, galleries, sightseeing and knowledge	**8**	**3**
Botanical/ nature parks, scenic landmarks and related learning	**4**	**9**
Cultural events/ festivals	**4**	**4**
Nightclubs and places of entertainment	**1**	**1**
Visiting casinos or other gambling	**66**	**64**
Culinary (fine dining and wineries)	**4**	**4**
Touring	**3**	**2**
Shopping	**4**	**4**
Visiting friends/ relatives and social events	**32**	**18**
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	**8**	**1**

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Activity Profile – Aces
- Relationship Between Main and Other Activities

	Main Activities		
	Casino	**VFR (NET)**	**Stay at Resort**
Other Activities:	%		
Visiting casinos or other gambling	100	25	40
Dining in fine restaurants	35	29	44
Shopping	29	30	44
City sightseeing on your own	14	14	22
Visiting night clubs or other places of entertainment	13	7	14
Attending theatre, concerts or dance shows	12	5	10
Visiting / staying at a resort	11	3	100
Visiting a beach	9	14	51
Visiting scenic landmarks	8	11	11
Visiting places of historical interest	6	9	7
Relaxing at a spa	5	1	8
Visiting small towns and villages	5	8	17
Visiting museums or galleries	4	8	4
Touring by car or RV	4	7	4
Visiting an amusement or theme park	3	5	10
Visiting a garden attraction (e.g., botanical gardens)	3	4	11
Visiting a zoo, aquarium	2	5	10
Attending a sporting event as a spectator	1	5	2

Benefit Profile
Trips Taken During Past 12 Months

	Aces	
	Total Trips	**Ontario Trips**
Travel Benefits Sought On Trips In Past 12 Months:	%	
To see or do something new and different	34	28
To seek solitude and isolation	10	10
To gain knowledge of history, other cultures	10	8
To stimulate your mind / be intellectually challenged	5	7
To relax and relieve stress	72	65
To stay connected with family	43	30
To renew personal connections with people (other than family)	17	15
To enrich your relationship with partner/ children	28	25
To create lasting memories	35	28
To be challenged physically	3	2
To re-energize	28	24
To have fun and be entertained	72	62
To explore and learn	17	11
To meet new people	9	4
To experience different ways of life	8	4
To be pampered	11	8

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Sources Used To Plan Trips

	Aces	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	31	-4
Brochures/pamphlets	15	-2
Travel guides/books	7	-3
Articles/features in travel magazines	4	-3
Own/previous experience	24	+5
Information from a specific attraction	7	±0
Automobile Associations	8	-1
Travel agent (in person)	4	-1
Airline	4	0
Travel programs on TV	4	-2
TV ads	4	-1

Internet Sources Used:	Aces	Difference vs. Total Travellers
	%	
Any Internet (Net)	78	-4
- Accommodation websites e.g., hotel	46	+5
- Online travel agencies	33	-1
- Airline websites	26	+2
- Official destination websites, e.g., VisitFlorida	18	-5
- Review sites	16	-5
- Online blogs	3	-4
- Social media	4	-2
- Group buying sites, e.g., Wagjag	3	-1
- Travel apps	2	-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.

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

Aces Population Projections
Geographic Markets

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total Canada	**821,422**	**6.1%**
Ontario	659,048	7.3%
GTA	286,543	7.2%
Other Ontario	382,057	7.6%
Quebec	105,066	2.7%
Montreal	76,411	2.7%
Other Quebec	28,654	3.0%
Manitoba	57,309	10.6%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Major US Markets		
Philadelphia	391,608	9.6%
Boston	439,365	8.9%
Chicago	506,225	7.9%
New York City	678,151	9.1%
Washington DC	229,234	5.2%

	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Place of Residence:		
Total US	**8,729,999**	**8.7%**
States:		
Connecticut	171,926	6.2%
Delaware	38,206	5.5%
Illinois	811,871	8.4%
Indiana	276,991	5.7%
Maryland	315,197	11.8%
Massachusetts	468,020	8.1%
Michigan	735,459	9.8%
Minnesota	372,505	9.1%
New Jersey	582,637	10.2%
New York	1,442,265	10.6%
Ohio	926,488	10.1%
Pennsylvania	1,012,451	9.1%
Virginia	401,160	9.7%
Wisconsin	439,365	10.3%
Kentucky	248,337	8.3%
New Hampshire	66,860	4.2%
North Carolina	257,888	3.6%
Rhode Island	57,309	6.9%
Vermont	47,757	9.6%
West Virginia	38,206	2.8%

How To Reach Aces
Detail Media Consumption

	Aces	Difference vs. Total Travellers
% reading newspaper	69%	+3
- Daily print	65%	+7
- Daily on computer	26%	-7
- Daily on mobile	7%	-2
% reading travel section of daily newspaper	56%	+2
% reading magazine	62%	-3
- Entertainment/music	37%	+6
- Food/cooking	23%	-3
- Home/garden	22%	-3
- Health/fitness/living	19%	-3
- Sports	17%	+6
Avg. # hrs. watch TV (reg)	18.9	+4.8
Avg. # hrs. watch PVR	3.7	+0.3
Avg. # hrs. watch TV online	4.8	-0.4
- Movies	59%	+9
- Crime dramas	52%	+10
- Sports	47%	+13
- Reality shows	41%	+6
Avg. # hrs. listen to radio	8.4	+0.5
- Oldies	38%	+8
- News/talk	31%	-4
- Sports	19%	+6

	Aces	Difference vs. Total Travellers
% using Internet	86%	-3
- Search engine	75%	-2
- Weather	52%	-1
- Shopping	48%	-2
- Games	46%	+15
- Sports	35%	+7
Avg. # hrs. spent browsing per week	13.1	+0.4
% using social networks	73%	-5
- Facebook	64%	-4
- Twitter	9%	-5
Avg. # hrs. spent on social networks	4.1	-0.5
% using smartphone/tablet when travelling	34%	-12
- Look up information	72%	-5
- Check review sites	13%	-12
- make reservations	16%	-8
- Use travel apps	17%	-2