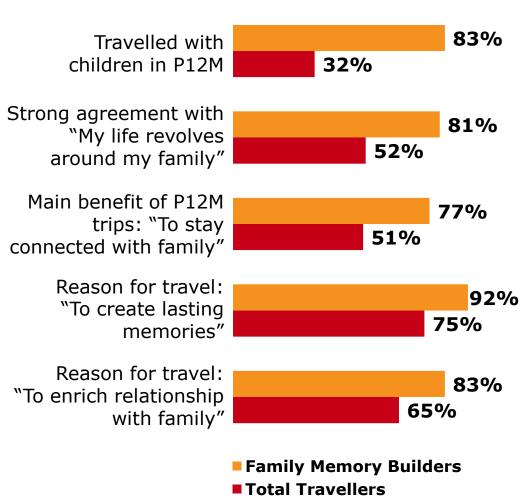# Introducing Family Memory Builders...

14%

Family Memory Builders

This is a segment driven by families with children <18. They want a playful vacation that is centred around building family memories and strengthening the bonds. Activities such as theme parks allow the family to have fun and build these lasting memories.
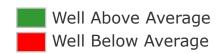
Key Differentiators

Travelled with children in P12M
- Family Memory Builders: **83%**
- Total Travellers: **32%**

Strong agreement with "My life revolves around my family"
- Family Memory Builders: **81%**
- Total Travellers: **52%**

Main benefit of P12M trips: "To stay connected with family"
- Family Memory Builders: **77%**
- Total Travellers: **51%**

Reason for travel: "To create lasting memories"
- Family Memory Builders: **92%**
- Total Travellers: **75%**

Reason for travel: "To enrich relationship with family"
- Family Memory Builders: **83%**
- Total Travellers: **65%**

■ **Family Memory Builders**
■ **Total Travellers**

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Who Are Family Memory Builders?

	Family Memory Builders %
Age:	
18-34 Years	33
35-54 Years	53
55 Or Older	14
Gender:	
Male	32
Female	68
Household Composition:	
Live alone	6
Couple with no children	13
Any children 18 or younger	71

	Family Memory Builders %
Occupation Status:	
Employed	68
Retired	6
Homemaker/ child caring	16
Student	1
Unemployed/ disability	6
Ethnic Status:	
Born outside Canada/ US	12
Visible minority	12

🟩 Well Above Average
🟥 Well Below Average

Value Metrics

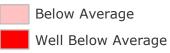|	Family Memory Builders
Average Annual Household Income	$82,159
Average Annual Household Travel Budget	$2,213
Average Number Of Trips In Past 12 Months	2.3
Average Trip Length (in days)	4.9
Average Party Size Per Trip	4.1
Average Spend Per Person In Travel Party	$459
Maximum Spend Per Trip	$2,391

Above Average

Below Average

TNS

Travel Attitudes
– Top 2 box agreement (Agree Strongly/Somewhat)

	Family Memory Builders %
A family vacation is an important time to make family memories	96
I enjoy sharing stories back home after my travels	83
I prefer to thoroughly plan my trips in advance	75
I like to see local architecture or city scapes that are different from my own	68
I am much more carefree while on vacation than I am at home	67
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	65
I find it enriching to be exposed to the local customs and routines of people in another country	64
I like to take my time at historical sites or museums	64
When I'm on vacation, I just do whatever I want, however I want	62
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	60
I like to visit small towns and villages when I travel	58
I love travelling to places off the beaten path	50
Shopping is an important part of the travel experience for me	49
I am comfortable travelling with groups of people	43
When I travel, I like to experience arts and culture	38
I tend to prefer travel destinations that I know fairly well	34
When travelling, I prefer to eat food that is like the food I eat at home	33
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	32
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	27
I tend to get nervous or anxious when I travel	24
When I travel, I am more interested in understanding the past than in experiencing culture as it exists now	17
When choosing a pleasure travel destination, I am influenced by what is currently popular	16

Below Average

Well Below Average

TNS

Lifestyle Attitudes
– Top 3 box agreement (8/9/10 out of 10)

	Family Memory Builders %
My life revolves around my family	81
I spend most of my leisure time at home	56
I never seem to have enough time to accomplish all I need to in a day	48
I am generally an optimistic person	45
I am one of those who likes to have everything planned in advance	45
I consider myself to be youthful in spirit	43
I am a confident person	40
I make a point of taking time to relax and unwind	40
I often seek solitude and quiet times for contemplation	35
I am completely open to diverse cultures, lifestyles and ideas	34
I need to escape my everyday life from time to time and seek new experiences	34
It is important to me to make a good impression on others	31
People tend to look to me for advice	30
My life is too stressful	30
I am in tune with nature	23
I love to be spontaneous	21
I have lots of friends	21
I feel financially secure	21
I love the fine arts and high culture	15
I am more physically active than most people	15
I consider myself a follower rather than a leader	14
I am more adventurous than most of my friends	13
I'm usually the first among my friends to try something new	12
I tend to be the life of the party	6

Well Above Average
Above Average
Below Average
Well Below Average

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Activity Profile (NETS)
Trips Taken During Past 12 Months

	Family Memory Builders	
	Total Trips	Ontario Trips
Any Activities on Trips Taken in Past 12 Months:	%	
Beach, resort, spa and water	**53**	**33**
Shopping	**53**	**40**
Visiting friends/ relatives and social events	**51**	**46**
Museums, history, galleries, sightseeing and knowledge	**48**	**43**
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	**45**	**27**
Botanical/ nature parks, scenic landmarks and related learning	**35**	**38**
Culinary (fine dining and wineries)	**33**	**34**
Touring	**26**	**23**
Camping and related outdoor activities	**18**	**17**
Cultural events/ festivals	**14**	**12**
Sporting events (spectator, player), golf	**11**	**7**
Nightclubs and places of entertainment	**6**	**4**
Visiting casinos or other gambling	**6**	**9**

Well Above Average   Below Average

Well Below Average

Activity Profile (Detail)
Trips Taken During Past 12 Months

Any Activities on Trips Taken in Past 12 Months:	Family Memory Builders	
	Total Trips	**Ontario Trips**
	%	
Shopping	53	40
Visiting friends and relatives	47	42
Visiting a beach	42	20
Visiting theme/amusement park	33	21
City sightseeing on your own	33	31
Dining in fine restaurants	31	32
Visiting scenic landmarks	28	32
Visiting places of historical interest	23	18
Visiting museums or galleries	19	13
Visiting a zoo, aquarium	19	13
Attending family / social event (e.g., wedding, reunion)	19	12
Visiting small towns and villages	18	16
Visiting / staying at a resort	17	10
Visiting national or provincial nature parks	13	11
Water activities (e.g., waterskiing, diving, windsurfing)	11	9

Well Above Average
Above Average
Below Average

Main Activity On Trips Taken During Past 12 Months

Main Activity:	Family Memory Builders	
	Total Trips	**Ontario Trips**
	%	
Visiting friends/ relatives and social events	**41**	**37**
Beach, resort, spa and water	**25**	**12**
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	**25**	**16**
Museums, history, galleries, sightseeing and knowledge	**11**	**11**
Shopping	**5**	**5**
Botanical/ nature parks, scenic landmarks and related learning	**4**	**10**
Cultural events/ festivals	**4**	**4**
Sporting events (spectator, player), golf	**3**	**1**
Camping and related outdoor activities	**3**	**4**
Touring	**3**	**2**
Culinary (fine dining and wineries)	**2**	**4**
Nightclubs and places of entertainment	**0**	**1**
Visiting casinos or other gambling	**0**	**1**

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Activity Profile – Family Memory Builders
- Relationship Between Main and Other Activities

Other Activities	Main Activities			
	VFR	**Amusement/ Theme Park**	**Beach**	**Shopping**
	%			
Shopping	34	40	52	100
Dining in fine restaurants	20	20	32	25
Visiting a beach	18	15	100	31
City sightseeing on your own	17	13	21	21
Visiting scenic landmarks	13	9	18	15
Visiting small towns and villages	10	7	11	6
Visiting places of historical interest	10	5	13	12
Visiting museums or galleries	10	6	7	10
Visiting an amusement or theme park	9	100	12	16
Visiting a zoo, aquarium	9	11	16	8
Visiting / staying at a resort	4	18	13	2
Visiting friends and relatives	100	12	16	8
Visiting a zoo, aquarium	9	11	16	8
Water activities (e.g., waterskiing, diving, windsurfing)	3	6	18	2

Benefit Profile
Trips Taken During Past 12 Months

Travel Benefits Sought On Trips In Past 12 Months	Family Memory Builders	
	Total Trips	Ontario Trips
	%	
To stay connected with family	77	66
To create lasting memories	71	58
To relax and relieve stress	70	59
To have fun and be entertained	66	57
To enrich your relationship with partner/ children	43	27
To see or do something new and different	38	36
To re-energize	26	22
To explore and learn	23	23
To renew personal connections with people (other than family)	15	16
To gain knowledge of history, other cultures	10	10
To seek solitude and isolation	8	6
To experience different ways of life	6	5
To stimulate your mind / be intellectually challenged	5	6
To be challenged physically	3	2
To meet new people	3	3
To be pampered	3	3

■ Well Above Average
■ Well Below Average

Sources Used To Plan Trips

	Family Memory Builders	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	33	-2
Brochures/pamphlets	15	-2
Travel guides/books	7	-3
Articles/features in travel magazines	3	-4
Own/previous experience	18	-1
Information from a specific attraction	8	+1
Automobile Associations	8	-1
Travel agent (in person)	3	-2
Airline	2	-2
Travel programs on TV	2	-4
TV ads	2	-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.

Internet Sources Used:	Family Memory Builders	Difference vs. Total Travellers
	%	
Any Internet (Net)	83	+1
- Accommodation websites e.g., hotel	44	+3
- Online travel agencies	28	+6
- Airline websites	16	-8
- Official destination websites, e.g., VisitFlorida	25	+2
- Review sites	19	-2
- Online blogs	4	-3
- Social media	4	-2
- Group buying sites, e.g., Wagjag	3	-1
- Travel apps	1	-2

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

Family Memory Builders Population Projections
Geographic Markets

Place of Residence:	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Total Canada	**911,476**	**6.8%**
Ontario	658,898	7.3%
GTA	252,578	6.4%
Other Ontario	406,321	8.1%
Quebec	197,669	5.2%
Montreal	164,725	5.7%
Other Quebec	32,945	3.5%
Manitoba	43,927	8.1%

Place of Residence:	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Total US	**10,070,162**	**10.0%**
States:		
Connecticut	263,559	9.6%
Delaware	54,908	7.9%
Illinois	955,403	9.8%
Indiana	669,880	13.9%
Maryland	373,376	13.9%
Massachusetts	439,266	7.6%
Michigan	647,917	8.6%
Minnesota	395,339	9.6%
New Jersey	549,082	9.6%
New York	955,403	7.0%
Ohio	834,604	9.1%
Pennsylvania	977,366	8.7%
Virginia	724,788	17.5%
Wisconsin	373,376	8.8%
Kentucky	417,302	13.9%
New Hampshire	120,798	7.6%
North Carolina	977,366	13.5%
Rhode Island	87,853	10.6%
Vermont	98,835	19.9%
West Virginia	120,798	9.0%

Place of Residence:	Projected number of adults 18+ in segment	Segment incidence among total adults in each market
Major US Markets		
Philadelphia	384,357	9.4%
Boston	483,192	9.8%
Chicago	582,027	9.1%
New York City	318,468	4.3%
Washington DC	362,394	8.3%

How To Reach Family Memory Builders
Detail Media Consumption

	Family Memory Builders	Difference vs. Total Travellers
% reading newspaper	37%	-29
- Daily print	46%	-12
- Daily on computer	33%	±0
- Daily on mobile	8%	-1
% reading travel section of daily newspaper	38%	-16
% reading magazine	64%	-1
- Entertainment/music	35%	+4
- Home/garden	27%	+2
- Family/parenting	26%	+15
- Health/fitness/living	25%	±0
- Fashion/beauty	18%	+1
Avg. # hrs. watch TV (reg)	12.3	-1.8
Avg. # hrs. watch PVR	3.8	+0.4
Ave. # hrs. watch TV online	3.6	-1.6
- Dramas	53%	+4
- Reality shows	47%	+12
- Crime Dramas	44%	+2
- Situation comedies	39%	+4
Avg. # hrs. listen to radio	7.7	-0.2
- Top 40	40%	+10
- News/talk	28%	-7
- Modern rock	33%	+6

	Family Memory Builders	Difference vs. Total Travellers
% using Internet	92%	+3
- Search engine	81%	+4
- Weather	56%	+3
- Shopping	54%	+4
- Entertainment	48%	+2
- Parenting	14%	+8
Avg. # hrs. spent browsing per week	11.1	-1.0
% using social networks	81%	+3
- Facebook	75%	+7
- Twitter	9%	-5
Avg. # hrs. spent on social networks	4.9	+0.3
% using smartphone/tablet when travelling	51%	+5
- Look up information	81%	+4
- Check review sites	19%	-+6
- make reservations	14%	-10
- Use travel apps	13%	-6