

# Introducing Mellow Vacationers...

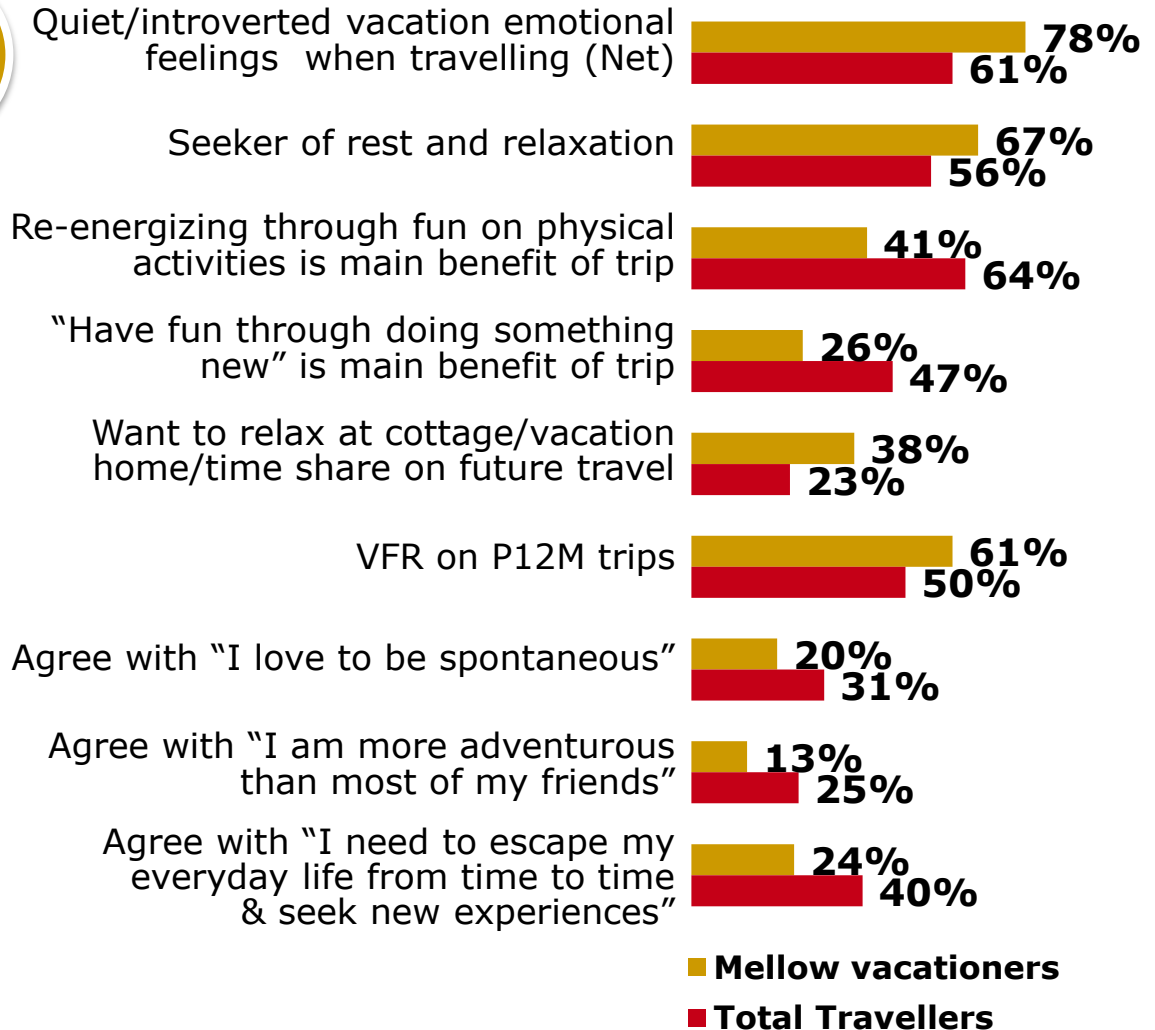
## Mellow Vacationers

15%



This segment wants to unwind on vacation, and relaxed and low key experiences are their preference. This group doesn't want itineraries or to do anything new or unusual. They want travel experiences that set them at ease. They aren't activity-oriented and often travel as a couple.



## Key Differentiators



# Who Are Mellow Vacationers?

	Mellow Vacationers %
<b>Age:</b>	
18-34 Years	15
35-54 Years	39
55 Or Older	46
<b>Gender:</b>	
Male	48
Female	52
<b>Household Composition:</b>	
Live alone	10
Couple with no children	60
Any children 18 or younger	20
<b>Income:</b>	
Average Household (\$)	80,141
Average Personal (\$)	56,314

	Mellow Vacationers %
<b>Occupation Status:</b>	
Employed	62
Retired	21
Homemaker/ child caring	7
Student	1
Unemployed/ disability	7
<b>Ethnic Status:</b>	
Born outside Canada/ US	11
Visible minority	11

 Well Above Average  
 Well Below Average

# Value Metrics

	Mellow Vacationers
Average Annual Household Income	<b>80,141</b>
Average Annual Household Travel Budget	<b>\$2,061</b>
Average Number Of Trips In Past 12 Months	<b>2.2</b>
Average Trip Length (in days)	<b>5.4</b>
Average Party Size Per Trip	<b>2.5</b>
Average Spend Per Person In Travel Party	<b>\$456</b>
Maximum Spend Per Trip	<b>\$1,360</b>

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# Travel Attitudes

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

	Mellow Vacationers %
A family vacation is an important time to make family memories	74
I enjoy sharing stories back home after my travels	63
I like to see local architecture or city scapes that are different from my own	64
I find it enriching to be exposed to the local customs and routines of people in another country	59
When travelling, I like to walk around and do everyday things like eating and socializing, just as the locals do	65
I prefer to thoroughly plan my trips in advance	59
I like to take my time at historical sites or museums	65
I tend to choose places to visit where I will be awe-struck by the sheer beauty of nature, land, mountains, seas and wildlife	59
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	63
I am much more carefree while on vacation than I am at home	54
I love travelling to places off the beaten path	58
When I travel, I like to experience arts and culture	44
I am comfortable travelling with groups of people	35
Shopping is an important part of the travel experience for me	32
To the extent possible, I plan my pleasure travel around visiting the world's most famous sites and destinations	21
I tend to prefer travel destinations that I know fairly well	30
When travelling, I prefer to eat food that is like the food I eat at home	26
When I travel, I am more interested in understanding the past than in experiencing culture as it exists	21
One thing that makes me uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people and languages	23
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	9

# Lifestyle Attitudes

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

	Mellow Vacationers %
I am generally an optimistic person	45
I consider myself a follower rather than a leader	12
I never seem to have enough time to accomplish all I need to in a day	32
I love the fine arts and high culture	16
It is important to me to make a good impression on others	24
I often seek solitude and quiet times for contemplation	43
I am one of those who likes to have everything planned in advance	32
My life revolves around my family	48
I am more physically active than most people	18
I spend most of my leisure time at home	54
I feel financially secure	24
I tend to be the life of the party	6
I am more adventurous than most of my friends	13
I consider myself to be youthful in spirit	37
I am a confident person	42
I have lots of friends	20
I am in tune with nature	25
I need to escape my everyday life from time to time and seek new experiences	24
I am completely open to diverse cultures, lifestyles and ideas	35
I make a point of taking time to relax and unwind	42
I love to be spontaneous	20
My life is too stressful	18
People tend to look to me for advice	26
I'm usually the first among my friends to try something new	8



 Above Average

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# Activity Profile (NETS)

## Trips Taken During Past 12 Months

	Mellow Vacationers	
	Total Trips	Ontario Trips
<b>Any Activities On Trips Taken In Past 12 Months:</b>	%	
Beach, resort, spa and water	32	16
Sporting events (spectator, player), golf	7	4
Camping and related outdoor activities	17	19
Museums, history, galleries, sightseeing and knowledge	41	35
Botanical/ nature parks, scenic landmarks and related learning	28	29
Cultural events/ festivals	15	12
Nightclubs and places of entertainment	5	5
Visiting casinos or other gambling	6	9
Culinary (fine dining and wineries)	34	31
Touring	25	29
Shopping	38	27
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	14	8
Visiting friends/ relatives and social events	61	50

# Activity Profile (Detail)

## Trips Taken During Past 12 Months

	Mellow Vacationers	
	Total Trips	Ontario Trips
<b>Any Activities On Trips Taken In Past 12 Months:</b>	%	
Visiting friends and relatives	54	46
Shopping	38	27
Dining in fine restaurants	33	27
City sightseeing on your own	25	25
Visiting a beach	25	9
Attending family / social event (e.g., wedding, reunion)	22	17
Visiting scenic landmarks	21	22
Visiting places of historical interest	19	13
Visiting small towns and villages	17	18
Visiting museums or galleries	15	10
Touring by car or RV	11	13
Visiting national or provincial nature parks	10	9

# Main Activity On Trips Taken During Past 12 Months

	Mellow Vacationers	
	Total Trips	Ontario Trips
<b>Main Activity On Trips Taken During Past 12 Months:</b>	%	
Beach, resort, spa and water	14	6
Sporting events (spectator, player), golf	1	1
Camping and related outdoor activities	3	7
Museums, history, galleries, sightseeing and knowledge	8	9
Botanical/ nature parks, scenic landmarks and related learning	4	10
Cultural events/ festivals	5	6
Nightclubs and places of entertainment	0	1
Visiting casinos or other gambling	0	0
Culinary (fine dining and wineries)	3	3
Touring	4	8
Shopping	5	2
Visiting friends/ relatives and social events	54	45
Major tourist attractions (amusement/ theme parks, zoo, aquarium)	3	1



# Activity Profile – Mellow Vacationers

## - Relationship Between Main and Other Activities

	Main Activities		
	VFR	Beach	Shopping
<b>Other Activities:</b>	%		
Visiting friends and relatives	<b>86</b>	<b>19</b>	<b>7</b>
Shopping	<b>24</b>	<b>31</b>	<b>100</b>
Dining in fine restaurants	<b>23</b>	<b>34</b>	<b>27</b>
City sightseeing on your own	<b>12</b>	<b>21</b>	<b>19</b>
Visiting a beach	<b>11</b>	<b>100</b>	<b>13</b>
Visiting places of historical interest	<b>10</b>	<b>11</b>	<b>17</b>
Visiting scenic landmarks	<b>9</b>	<b>15</b>	<b>14</b>
Visiting small towns and villages	<b>8</b>	<b>12</b>	<b>8</b>
Visiting museums or galleries	<b>7</b>	<b>7</b>	<b>7</b>
Touring by car or RV	<b>6</b>	<b>7</b>	<b>4</b>
Visiting national or provincial nature parks	<b>5</b>	<b>10</b>	<b>1</b>
Visiting / staying at a resort	<b>1</b>	<b>8</b>	<b>1</b>
Wildlife / bird watching	<b>2</b>	<b>7</b>	<b>1</b>
Boating / sailing	<b>3</b>	<b>6</b>	<b>1</b>
Visiting a zoo, aquarium	<b>3</b>	<b>6</b>	<b>5</b>
Golfing	<b>1</b>	<b>6</b>	<b>1</b>
Water activities (e.g., waterskiing, diving, windsurfing)	<b>1</b>	<b>6</b>	<b>1</b>
Attending theatre, concerts or dance shows	<b>3</b>	<b>5</b>	<b>4</b>

# Benefit Profile

## Trips Taken During Past 12 Months

	Mellow Vacationers	
	Total Trips	Ontario Trips
<b>Travel Benefits Sought On Trips In Past 12 Months:</b>	%	
To see or do something new and different	<b>23</b>	<b>22</b>
To seek solitude and isolation	<b>13</b>	<b>15</b>
To gain knowledge of history, other cultures	<b>8</b>	<b>8</b>
To stimulate your mind / be intellectually challenged	<b>5</b>	<b>6</b>
To relax and relieve stress	<b>58</b>	<b>52</b>
To stay connected with family	<b>55</b>	<b>42</b>
To renew personal connections with people (other than family)	<b>20</b>	<b>21</b>
To enrich your relationship with partner/ children	<b>30</b>	<b>26</b>
To create lasting memories	<b>20</b>	<b>20</b>
To be challenged physically	<b>2</b>	<b>2</b>
To re-energize	<b>21</b>	<b>15</b>
To have fun and be entertained	<b>29</b>	<b>29</b>
To explore and learn	<b>15</b>	<b>14</b>
To meet new people	<b>6</b>	<b>6</b>
To experience different ways of life	<b>4</b>	<b>2</b>
To be pampered	<b>2</b>	<b>1</b>

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# Sources Used To Plan Trips

	Mellow Vacationers	Difference vs. Total Travellers
	%	
Friends/family/colleagues (Net)	<b>26</b>	<b>-9</b>
Brochures/pamphlets	<b>10</b>	<b>-7</b>
Travel guides/books	<b>6</b>	<b>-4</b>
Articles/features in travel magazines	<b>3</b>	<b>-4</b>
Own/previous experience	<b>15</b>	<b>-4</b>
Information from a specific attraction	<b>3</b>	<b>-4</b>
Automobile Associations	<b>8</b>	<b>-1</b>
Travel agent (in person)	<b>2</b>	<b>-3</b>
Airline	<b>2</b>	<b>-2</b>
Travel programs on TV	<b>2</b>	<b>-4</b>
TV ads	<b>2</b>	<b>-3</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.

	Mellow Vacationers	Difference vs. Total Travellers
	%	
<b>Internet Sources Used:</b>		
	%	
Any Internet (Net)	<b>73</b>	<b>-9</b>
- Accommodation websites e.g., hotel	<b>35</b>	<b>-6</b>
- Online travel agencies	<b>20</b>	<b>-14</b>
- Airline websites	<b>15</b>	<b>-9</b>
- Official destination websites, e.g., VisitFlorida	<b>17</b>	<b>-6</b>
- Review sites	<b>12</b>	<b>-9</b>
- Online blogs	<b>2</b>	<b>-5</b>
- Social media	<b>1</b>	<b>-5</b>
- Group buying sites, e.g., Wagjag	<b>2</b>	<b>-2</b>
- Travel apps	<b>1</b>	<b>-2</b>

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

# Mellow Vacationers 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>1,211,108</b>	<b>9.1%</b>
Ontario	842,510	9.4%
GTA	315,941	8.0%
Other Ontario	526,569	10.4%
Quebec	298,389	7.8%
Montreal	228,180	7.9%
Other Quebec	70,209	7.4%
Manitoba	70,209	13.0%

	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	526,569	12.9%
Boston	807,405	16.4%
Chicago	965,376	15.0%
New York City	842,510	11.3%
Washington DC	702,092	16.0%

	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>16,341,181</b>	<b>16.2%</b>
<b>States:</b>		
Connecticut	456,360	16.6%
Delaware	87,761	12.7%
Illinois	1,404,183	14.5%
Indiana	631,882	13.1%
Maryland	649,435	24.3%
Massachusetts	824,958	14.3%
Michigan	1,316,422	17.5%
Minnesota	614,330	14.9%
New Jersey	982,928	17.2%
New York	2,018,513	14.9%
Ohio	1,386,631	15.1%
Pennsylvania	1,527,049	13.7%
Virginia	947,824	22.9%
Wisconsin	842,510	19.8%
Kentucky	596,778	19.9%
New Hampshire	210,627	13.2%
North Carolina	1,211,108	16.7%
Rhode Island	122,866	14.8%
Vermont	193,075	38.9%
West Virginia	298,389	22.2%

# How To Reach Mellow Vacationers

## Detail Media Consumption

	Mellow Vacationers	Difference vs. Total Travellers
% reading newspaper	<b>65%</b>	<b>-1</b>
- Daily print	<b>59%</b>	<b>+1</b>
- Daily on computer	<b>29%</b>	<b>-4</b>
- Daily on mobile	<b>5%</b>	<b>-4</b>
% reading travel section of daily newspaper	<b>42%</b>	<b>-12</b>
% reading magazine	<b>64%</b>	<b>-1</b>
- Home/garden	<b>26%</b>	<b>+1</b>
- Food/cooking	<b>22%</b>	<b>-4</b>
- General interest	<b>21%</b>	<b>+1</b>
- Entertainment/music	<b>20%</b>	<b>-11</b>
- Health/fitness/living	<b>18%</b>	<b>-4</b>
Avg. # hrs. watch TV (reg)	<b>14.8</b>	<b>+0.7</b>
Avg. # hrs. watch PVR	<b>2.6</b>	<b>-0.8</b>
Avg. # hrs. watch TV online	<b>4.0</b>	<b>-1.2</b>
- Dramas	<b>47%</b>	<b>-2</b>
- Movies	<b>45%</b>	<b>-5</b>
- News/current affairs	<b>44%</b>	<b>-1</b>
- History	<b>37%</b>	<b>+2</b>
Avg. # hrs. listen to radio	<b>7.8</b>	<b>-0.1</b>
- News/talk	<b>37%</b>	<b>+2</b>
- Oldies	<b>34%</b>	<b>+4</b>
- Top 40	<b>18%</b>	<b>-12</b>

	Mellow Vacationers	Difference vs. Total Travellers
% using Internet	<b>89%</b>	<b>±0</b>
- Search engine	<b>77%</b>	<b>±0</b>
- Weather	<b>50%</b>	<b>-3</b>
- Shopping	<b>44%</b>	<b>-6</b>
- Entertainment	<b>31%</b>	<b>-15</b>
- Travel	<b>16%</b>	<b>-17</b>
Avg. # hrs. spent browsing per week	<b>11.0</b>	<b>-1.7</b>
% using social networks	<b>66%</b>	<b>-12</b>
- Facebook	<b>56%</b>	<b>-12</b>
- Twitter	<b>6%</b>	<b>-8</b>
Avg. # hrs. spent on social networks	<b>3.1</b>	<b>-1.5</b>
% using smartphone/tablet when travelling	<b>29%</b>	<b>-17</b>
- Look up information	<b>68%</b>	<b>-9</b>
- Check review sites	<b>12%</b>	<b>-13</b>
- make reservations	<b>10%</b>	<b>-14</b>
- Use travel apps	<b>10%</b>	<b>-9</b>