

## Core tourist attractions

57% visited amusement parks/zoo/aquarium (29% avg)



# Up & Coming Explorers

Up and Coming Explorers consist of young families, aged 18-34 with kids hailing primarily from the US. Many have a diverse background - 45% are visible minorities and 40% are immigrants. This group is recently affluent and emerging into a new life phase that includes fresh experiences such as travel. As they define a new life for themselves, travel is an opportunity to learn and explore as a nuclear family. Visiting friends and family is not a primary travel driver for them. While this groups often want to be adventurous and energetic, their travel experiences often start with what is nearby and typically considered a core tourist attraction.

## Feel exhilarated & excited

44% want this emotional benefit (25% avg)



## Popular & famous

70% plan trips around the world's most famous sites (well above avg)



## Explore & learn new things

72% see learning as the core benefit of travel, especially when these explorations are "guided" with a helping hand.



## Information gathering

30% use TV ads & brochures to plan their trip (above avg). Travel articles are also used. This groups also heavily relies on the internet to plan, including accommodation websites and online travel agencies



## Media Habits

Active across social media platforms like Facebook and Twitter. Also avid readers of the travel section of the newspaper.

