

# VISITOR PROFILES

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## Using Data to Target your Ideal Consumer.

Central Counties Tourism has identified 6 visitor profiles that were created using extensive research using Numeris Data, Mobile Data Geofencing, Postal Code Audit and Prizm Segmentation profiles. Each profile and characteristics was matched with CCT stakeholder businesses. This information allows tourism businesses to better target and market to their ideal consumer.

**CCT also offers personalized customer segment reports for individual businesses.**

Go to [www.centralcounties.ca](http://www.centralcounties.ca) to find research resources.

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### Adventure Seekers

- This segment skews male, is family oriented and makes informed decisions quickly.
- Lives in a middle class suburban area with an upscale household income.
- Enjoys the outdoors, watching sports related events and physical activities like camping, skiing, zip-lining, cycling, jet-skiing. Also enjoys cultural activities such as festivals, carnivals, concerts and food.
- Light internet users, this group does not enjoy technology and are light social media users.
- Responds to outdoor, radio, television and lifestyle magazine advertising.
- Likes to travel taking three to five out-of-town vacations in a year.

### Passionate Putters

- This segment is family oriented and values hard work, leans towards a higher income bracket, and lives in an upscale suburban neighbourhood that values the cultural diversity within their community and social network.
- An older demographic, this group tends to engage in moderate physical activities such as fitness, walking, swimming and exercising at home and are passionate about golf both watching and participating.
- Golf is not just a sport, it is a way to maintain our strong connections to family, friends and community.
- This group also enjoys food experiences, craft beer, some arts experiences, gardening and home shows.
- Preferred media is the local news, commuter radio, major newspapers, travel and lifestyle magazines.
- This group are light social media (Facebook and Linkdin) and internet users, but engage in social media through their children. They also use the internet to source travel deals and destination information.
- This group tends to book online.
- For long haul travel they prefer out-of-town destinations, RV'ing, cruises and warmer climates.

### Foodie Fanatics

- Leans toward university educated empty nesters and older couple without children.
- With an above average income and an upscale lifestyle, they reside in a vivid urban neighbourhood, are able to engage in leisure activities and embrace cultural diversity.
- This group actively seeks out and enjoys beer/food/wine festivals, wineries and craft breweries.
- Avid foodies but health conscious, they gravitate towards the restaurants with healthier and light gourmet options.
- This group also enjoys the outdoors, conservations parks/city gardens, art experiences, golfing, fishing, and winter sports. [ continued... ]

- Highly organized, their purchase decisions are made in advance and researched.
- Less digitally inclined, the best way to reach this group is through radio and talk news, newspapers and magazines. But when searching, this group is looking at food related sites.
- This group travels often and is looking for food experiences while discovering new cuisines.

## Family Fun

- This group is made up of culturally diverse young to middle-aged families with school-aged children living in suburban culturally diverse areas. They are university educated with a household income higher than the market average.
- Family comes first for this group, and they prefer to spend time with children at family friendly attractions like zoos, festivals, amusement parks while also enjoying outdoor fun & adventure to get away from daily stress and build family memories.
- One parent is the primary decision maker and looks for detailed information before making a purchase decision.
- As commuters, this group listens to radio, are heavy internet users and seek out multicultural connections in advertising.
- They are a highly social group, sharing their experiences and making recommendations on multiple social platforms such as Instagram, Twitter and Facebook.
- Enjoys travelling and taking vacations to escape their daily routine.
- Usually opt for all-inclusive or spa resorts for accommodations.

## Art Lovers - The Urbanite (Core)

- Visitors in this segment are primarily made up of culturally diverse urbanites with a university education and a slightly above average household income.
- Living vibrant metropolitan areas, this group enjoys exploring engaging cultural activities and places: museums, live theatre, concerts and galleries.
- They are socially progressive, health & environmentally conscious, utilize public transit and cycling while supporting sustainable businesses.
- They are well versed in social and digital media, but also read the newspaper and magazines.
- For entertainment, they stream programming and are light radio users.
- When vacationing, they opt to stay with family and friends.

## Art Lovers - Community Explorer (Tactical)

- Passionate about Canadian culture and heritage, the segment tends to be older & budget conscious with a modest income.
- Education is founded in hard work experience over post-secondary studies.
- Born in Canada, this group embraces cultural diversity in family and experiences, places high value in community.
- Time is not an issue, so they often visit art galleries and local museums & studios, attend exhibitions, festivals and live community theatre and is prone to study arts & crafts.
- This group supports local businesses when shopping because they believe they offer better value and have more ethical practices than large corporate companies.
- They prefer traditional media outlets: TV, Radio, Local & Daily Newspapers with a focus on educational, local news, and lifestyle with an affinity to real estate publications.
- This group does notice outdoor media due to their exploratory lifestyle.
- Less digitally inclined, this group are light internet and social media users.
- This group chooses to enjoy travel experiences close to home but when vacationing, they spend time with family utilizing cost-effective options.