

Outdoors, Relaxed

Recreational activities (hiking, visiting beaches, canoeing, national parks, fishing) are preferred over adventure sports



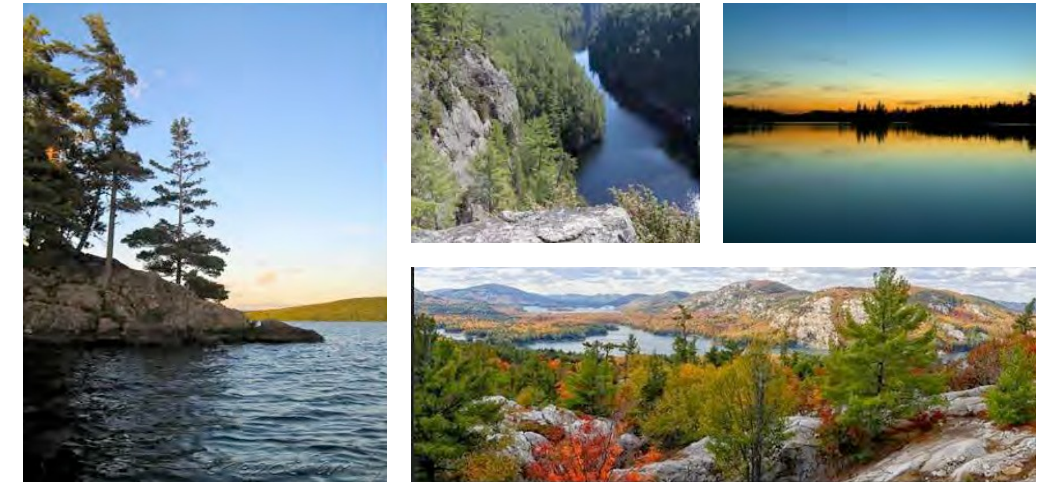
Nature Lovers

Nature Lovers, typically families with kids, have a passion for experiencing the great outdoors together. Travel for them is all about exploring new, undiscovered places off the beaten path. Ontario is the perfect place for this segment who are looking to be dazzled by awe-inspiring nature. With a lower than average travel budget, these travellers are happy with the basics – camping in a tent, spending time as a family, and taking in all the beauty around them. Because spending time outdoors means an opportunity to enrich family bonds.



Scenic Beauty

76% choose places to be awe-struck by the beauty of nature



Back to Basics

71% stayed on a campground or trailer park



Family Friendly

87% see their vacation as a time to make family memories



Planning Trips

42% rely on family and friends for travel tips (above average). 78% use the Internet to plan, including accommodation sites, online travel agencies and official destination sites.

word of mouth



Media Habits

Moderate traditional and online media users. Online habits include search, weather and Facebook. Offline media habits includes magazines, TV but less so newspaper (well below avg).



Family Bonding
 One With Nature
 Fresh Air
 Physical Challenge
 Explore
 Memories
 Natural Beauty
 Simple Fun
 The Great Outdoors
 Discovery
 Landscapes
 Camping
 Get Outside
 Take It All In
 Wildlife