

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.

