



Canadian Tourism
Commission

Commission canadienne
du tourisme

Canadian Tourism Commission

*experiential travellers and
sustainable tourism*



Michele McKenzie
March 2009

Canada

agenda

PART 1:
the rise of
experiential travel

PART 2:
the **Explorer**
Quotient (EQ)

PART 3:
the rise of **sustainable**
tourism

PART 4:
marketing Canada's
sustainable experiences
to the world



part 1:

the rise of experiential travel

the rise of experiential travel

Travellers are increasingly seeking tourism “experiences” rather than tourism “products”.

*A tourism **product** is what you **buy**.*

*A tourism **experience** is what you **remember**.*

the rise of experiential travel

The CTC is repositioning Canada as a destination where travellers can create extraordinary personal experiences.

- Canada's tourism brand "**Canada. Keep exploring**" will be a leading storytelling tourism brand in the world.



Consider these descriptions of Canadian travel experiences, brought to life in three dimensions and touching all five senses:



Shucking 101/Keep on Shucking in Prince Edward Island.

Learn, prepare and taste all aspects of the oyster from a world-champion oyster shucker. Savour the spoils of your work by pairing local wines with the freshly prepared oysters. Now that's a true "hands-on" day!



Nunavut 2007.

"It was like accidentally discovering chocolate. I was there for the nature. But everywhere I went I saw world-class pieces of Inuit art— and I just fell in love."



Storm Watching in Tofino, British Columbia.

"I had heard about this relatively new tourism phenomenon, and decided I had to try it for myself. Snuggled and wrapped in a down duvet at the window of an oceanfront luxury resort, in the afterglow of a wondrous spa treatment, sipping an organic chai latte, I was awed by the power of the massive waves rolling in off the majestic Pacific and moved by the ferocious beauty of the wind and rain. The juxtaposition of the power and rage of the storm against the peace and relaxation I was feeling is one I will always remember."

part 2:

the Explorer Quotient (EQ)

the Explorer Quotient (EQ)

- A powerful consumer segmentation model.
- Identifies underlying emotional motivations for travel and takes into account that traditional demographics (e.g. income, age, geographic location) have little to do with peoples' travel preferences.
- Matches consumers with tourism experiences based on individuals travel values and motivators.
- Helps to better understand and speak directly to customers, especially using E-marketing.

the nine EQ types

- **Personal History Explorer**
- **Free Spirit**
- **Virtual Traveller**
- **Authentic Experienter**
- **Gentle Explorer**
- **Rejuvenator**
- **No-Hassle Traveller**
- **Cultural Explorer**
- **Cultural History Buff**

Which EQ types do we target?



Authentic Experiencer

Avoid “tourist traps”

Travel Focus: beauty & natural environments



Cultural Explorer

Loves to go “off the beaten track”

Travel Focus: fascinated by history & wants to be a local



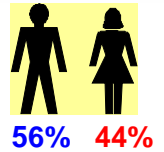
Free Spirit

Seek luxury travel

Travel Focus: all about me
(bragging rights)

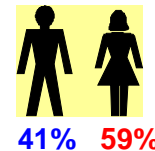
Authentic experienter

- Age:** Older – 50% 50+ yrs.
- Educ.:** Highest with post-grad
- HHI:** High
- Occup.:** Highest retired, highest professional
- Lifestage:** Empty nesters



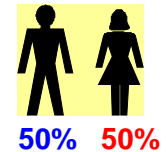
Cultural explorer

Age: Younger & middle aged
Education: College/university
Occupation: High FT, prof./office
HHI: Middle-high
Life stage: Average



Free spirit

Age: Skew younger
Educ. Some university (students)
Occup: Students or FT white collar
HHI: Average+
Life stage: Singles at home





part 3:

the rise of sustainable tourism

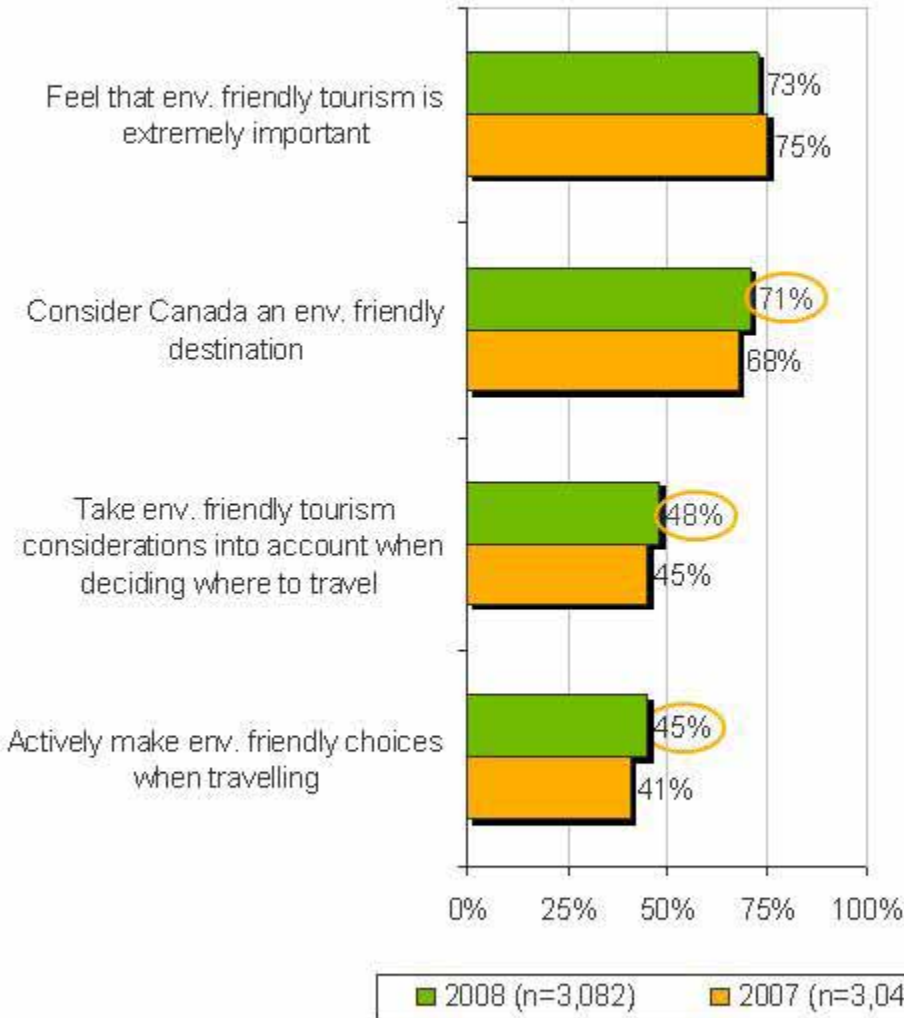
the rise of sustainable tourism

GLOBAL TOURISM WATCH 2008: ATTITUDES TOWARDS ENVIRONMENTALLY-FRIENDLY TRAVEL (% OF TRAVELLERS INTERESTED IN CANADA)

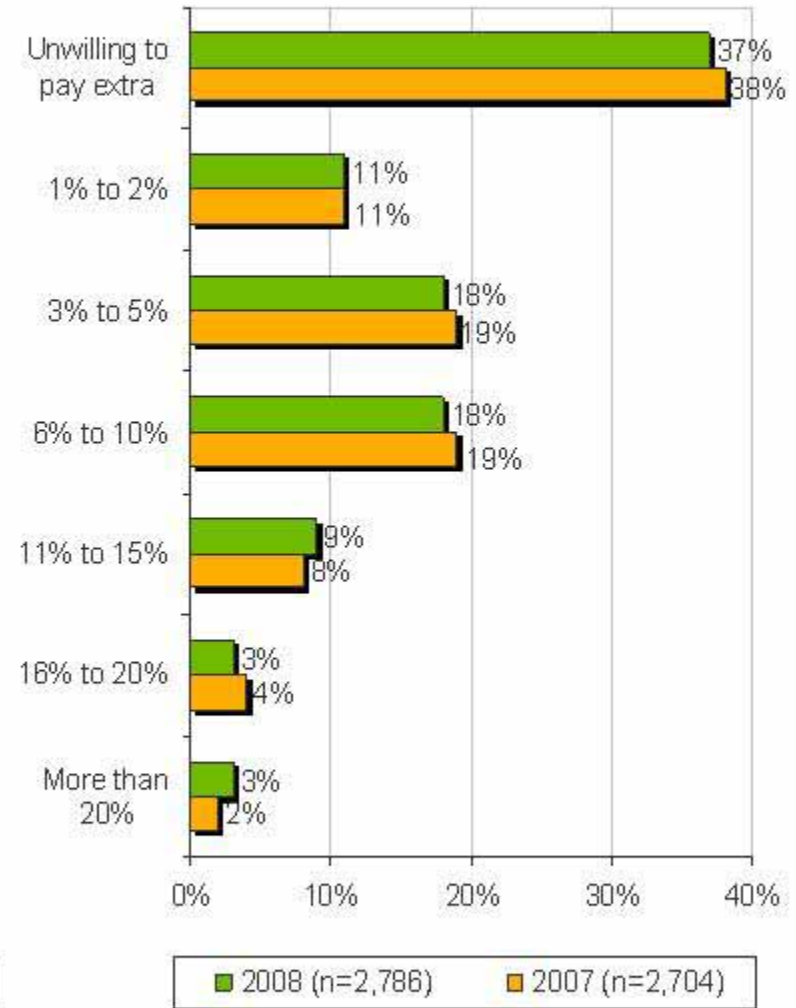
	U.S.	U.K.	France	Germany	Mexico	China	South Korea	Australia	Japan	Overall Average
Feel that environmentally-friendly tourism is extremely important	73	63	93	75	89	88	88	71	78	80
Consider Canada an environmentally-friendly destination	71	48	83	61	81	77	76	65	58	69
Take environmentally-friendly tourism into account when deciding where to travel	48	33	67	47	68	70	69	42	39	54
Actively make environmentally-friendly choices when travelling	45	27	54	37	43	68	64	38	40	46
Not willing to pay a premium for environmentally-friendly travel products	37	45	29	24	25	11	13	38	25	27
Willing to pay a 1%-10% premium for environmentally-friendly travel products	47	46	63	61	54	78	64	53	64	59
Willing to pay more than a 10% premium for environmentally-friendly travel products	15	8	8	14	21	10	22	9	12	13

the rise of sustainable tourism in the U.S.

Attitudes Towards Environmentally-Friendly Travel



Willingness to Pay a Premium for Environmentally-Friendly Travel Products



Base: International pleasure travellers.

Notes: Top 2 Box refers to a rating of 4 or 5 on a 5-point scale. **Blue squares** indicate a result that is significantly **lower** than 2007; **orange circles** indicate a result that is significantly **higher** than 2007.

the rise of sustainable tourism

What is the CTC doing to meet the demand?

- Inventory of Sustainable Travel Experiences
- Leveraging Canada's Games: 2008-2012 Olympic Games Tourism Strategy
- Sustainable Tourism Toolkit Project
- CTC Green Workplace Initiative

part 4:

*marketing Canada's sustainable
experiences to the world*

EQ types and sustainable tourism

As part of the EQ research, travellers were asked questions regarding their social values, including how they value sustainable tourism.

The answers provided valuable information on which EQ types are most likely to seek out sustainable tourism experiences.

how much do sustainable experiences resonate with our target EQ types?

Very high

- Cultural History Buff
- ***Cultural Explorer***

High

- No-Hassle Traveller

Average

- ***Authentic Experienter***
- Personal History Explorer
- Gentle Explorer
- Rejuvenator
- Virtual Traveller

Low

- ***Free spirit***

EQ types and sustainable tourism

What is the next step in marketing sustainable tourism experiences?

- Continue to update inventory of sustainable tourism experiences.
- Classify each sustainable experience under appropriate EQ types.
- Integrate sustainable experiences into EQ-targeted programming.
- Continue to assess potential market opportunities to market sustainable tourism experiences.



thank you!