



# Leveraging the 2010 Games

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**Canada**   
keep exploring



**in 829 days  
the world's eyes will be on  
Vancouver, British Columbia &  
CANADA**



a **ONCE** in a lifetime  
opportunity to enhance the perception of  
what a visit to CANADA can be

# Strategic Goal

***Accelerate the global awareness of  
Canada's tourism brand***



# 2010 Winter Games

- Leveraging 3.5 billion viewers from around the world
- 2010 will be the largest mobile games

# Strategic Objectives

- Maximize promotion for Canada through a media relations program
- Promote Canada's brand through alliances with partners and Olympic organizations
- Increase high yield markets such as meetings, conventions and incentive travel
- Create trade and marketing programs for the tourism industry to leverage the Games opportunities

# Approach

- Deliver on the promise: 2010 Winter Games are “Canada’s Games”.
- Work collaboratively with provinces and territories to ensure media exposure benefits all of Canada.
- One time funding approved: \$26 million over 5 years.

# Target Audience

- Focus on High Yield consumers and markets of highest ROI.
  - Emphasis on USA.
  - Prioritize other key markets that are high consumers of Olympic media.



# Covering 3 Streams of Effort

1. International Tourism Business and Media Program
2. Tourism Partners Program
3. Building the 2010 Advantage Program

# 1. International Tourism Business & Media Program

- Invite Journalists to Canada to learn about Canada and the Games.
- Build a library of images and stories for rights holders to use in broadcasts.
- Support the major media such as NBC – make it easy.
- Create Olympic Canada video.
- Showcase Canada and the 2010 Winter Games at several major international events.
- Support the accredited and unaccredited media during the 2010 Winter Games.
- Support the media during the 2008 Beijing Olympic Games.

## 2. Tourism Partners Program

### CTC's Partners are Key

- The CTC's 2010 Olympic Games strategy is focused on establishing traditional and non-traditional partnerships to allow Canada wide tourism to benefit.
  - **Provincial & Territorial organizations**
  - **2010 Tourism Coalition (CTC, TBC, TV, TW)**
  - **Federal Family (DFAIT, Canadian Heritage, etc.)**
  - **VANOC**
  - **Olympic Sponsors**
  - **Media**

### 3. Building on the 2010 Advantage

- Reinforce the positive images of Canada post-games period 2010 to 2012.
- Host journalists in Canada.
- Continue joint international marketing activities with sponsors.
- Provide opportunities to industry to take advantage of 2010 Winter Games exposure.

# Roll out - 4 Phased Approach

## **PHASE I - Pre-Beijing**

- Focus on content development & national co-ordination: images, b-roll, stories and story ideas from Canada, coast to coast to coast.

## **PHASE II - Beijing**

- Leverage investments at BC Canada Pavilion in Beijing to feature BC and Canada's travel experiences to consumers, media and travel trade.

# Roll out - 4 Phased Approach

## **PHASE III - Pre-Vancouver 2010**

- Use pre-Games buzz to accelerate the Canada brand and drive interest in Canada.
- Communicate the breadth of the Canadian travel experiences.

## **PHASE IV - Post Vancouver 2010**

- Harvest the enhanced interest in Canada; invite the world to visit.



# Turning an Opportunity into a Legacy

- Reposition Canada's tourism brand and *compel the world to explore Canada*.
- The Games will come and go, but the CTC will be left with a legacy of new partnerships and relationships that will allow continued use of the "Olympic" channels to promote Canada as a premier tourism destination long after 2010.

# Canada's Games







# The Explorer Quotient

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# The Explorer Quotient

Challenge:

Develop a profound understanding of our customer in an increasingly competitive tourism environment

# True travel motivations



Opportunity to not only customize our communication to our customers,

.....but to also tailor an experience to what each customer is seeking

# **The Explorer Quotient**

**A fundamentally different and more powerful way of understanding our customers**

Do you ski while on holiday?

Have you attended a fair or festival?

**AGE**

Do you eat while on vacation?

**marital status**

**\$INCOME**

Have you visited a museum?

**education**

Have you traveled outside the country in the past 3 years?

Do you shop?

Do you camp?

I'm 35-49 years old



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I'm probably married



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# I might even have kids





My HHI > \$75K



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And I travel overseas



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# Everybody wants me



# Is this my ideal ski vacation?



Or is this?



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Or this



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Or this?



# But what do I really want?





It could be one or more of these

Personal challenge.

Bragging rights.

Fear of the unknown.

Cultural curiosity.

Historical interest.

Learning.

Quest for novelty.

Rejuvenation.

Personal interest.

Socializing.

Escape.

# WHO + WHAT + WHY = DESIRED EXPERIENCE

What was lacking?

An understanding of WHY our customers make travel choices

WHAT participating in an activity means to them and;

HOW those choices fulfill their lives.....after all travel is simply a discretionary purchase that fulfills an underlying need

## Canada's Tourism Brand

Success of Canada's tourism brand depended not only on getting the brand right.....

.....but understanding who that brand would appeal to.



# Travel values are like tribes



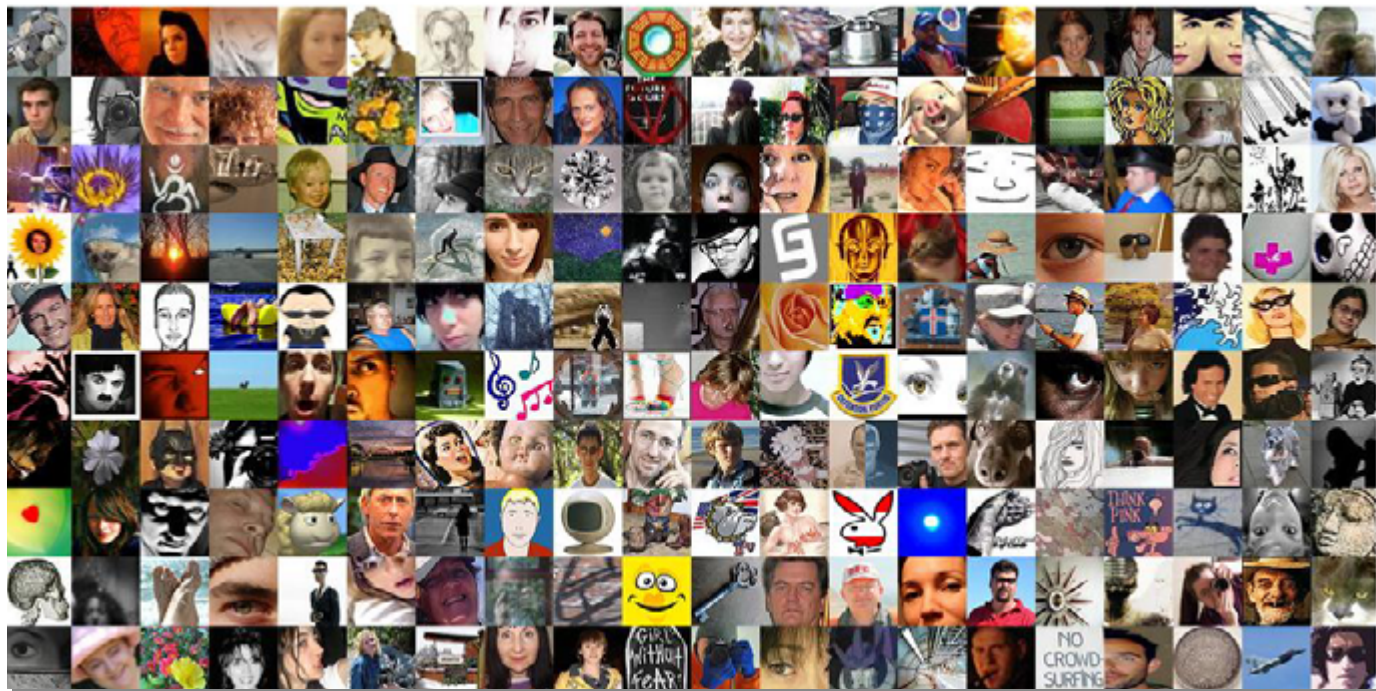
Understanding a person's underlying social values:

- Way they dress
- Music they listen to
- THE WAY THEY TRAVEL

# Two people can have different experiences of the same place



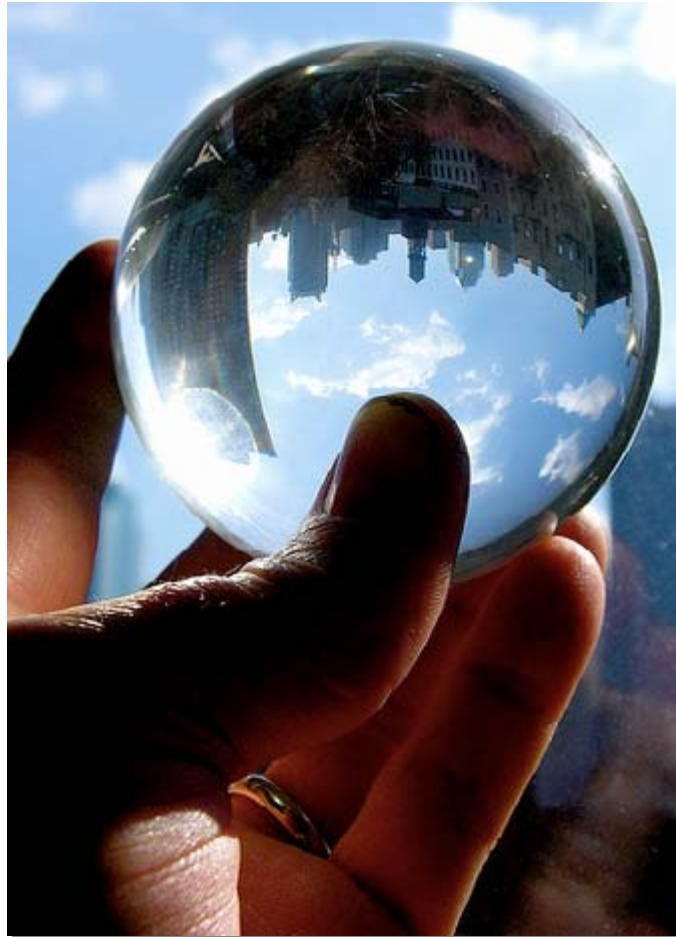
# Travel values are universal



# Independent of age or income



# Powerful predictors of behavior





# Best in class research



# Meet the EQ Explorers

## Reluctant Travelers:

- 1. Gentle Explorer 17%
- 2. Virtual Traveler 6%

## Escapists:

- 3. No-hassle Traveler 11%
- 4. Rejuvenator 10%

## Enthusiastic Indulgers:

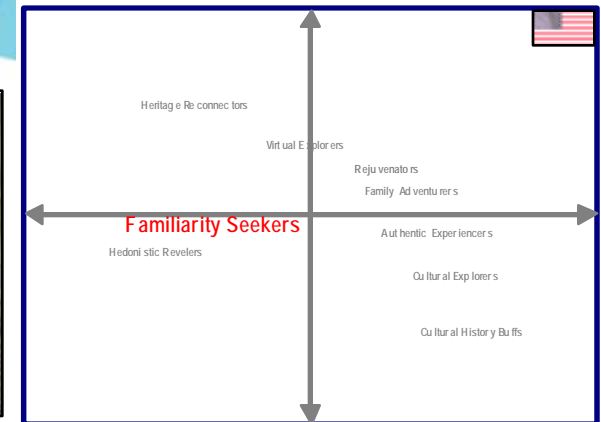
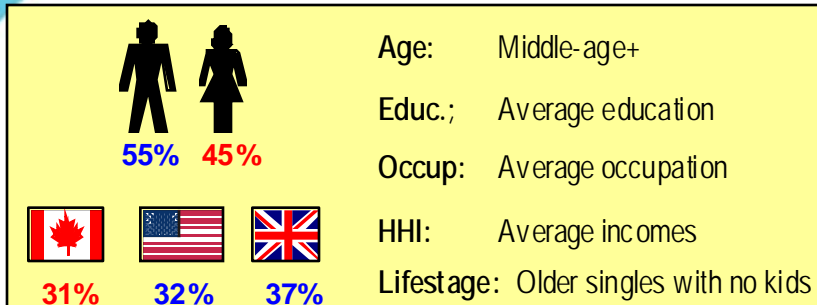
- 5. Free Spirit 11%
- 6. Personal History Explorer 11%

## Learners:

- 7. Authentic Experiencer 12%
- 8. Cultural History Buff 9%
- 9. Cultural Explorer 13%

Best Yield  
Targets

# Gentle Explorers - 17%



## Travel Motivations

- Seek:**
- **Reluctant Travelers:** Prefers to stay in room and watch TV.
  - **Home Comfort:** Believes everything they need is at home
  - **Exhibitionists:** Want to be the centre of attention and superficially socialize with new people they meet.
- Avoid:**
- **Historical/Cultural/Roots Immersion:** Less comfortable with unfamiliar cultures and customs, not interested in own n.
  - **Shared Experiences:** More solitary individuals, they are not sentimental and care less about travel memories.

## Travel Behaviours

- **Motivations:** Fewer recent vacations
- **ackages:** Travel in organized groups, package tours, all-incl.
- **Destinations:** Prefers returning to same places rather than new S.
- **Information:** All sources with average frequency

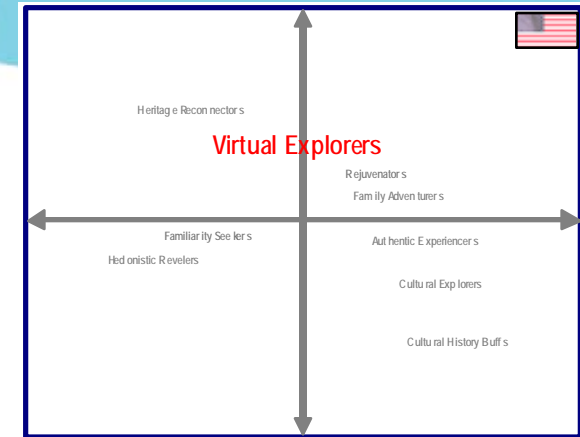
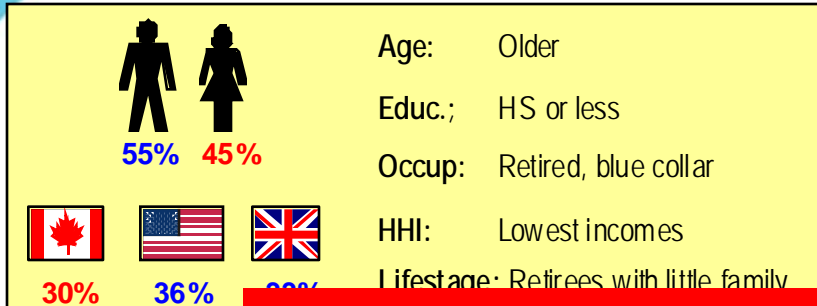
## Travel Values

- **Avoid:**
- **Tradition:** family co
- **Familiar Groups:** Prefers *Cultural Assimilation* over *Multiculturalism*, *Cultural Fusion* and *Cultural Sampling*.
- **Pro-Business:** Confidence in Business and Advertising, tends towards *Buying on Impulse* and *Ostentatious Consumption*.

**Avoid:**

- **Less comfortable with unfamiliar cultures**

# Virtual Travelers - 6%



**Seek:**  
 • **Travel Avoiders:** Don't see the need to travel when everything is available at home or on the internet.

## Travel Motivations

### Seek:

- **Travel Avoiders:** Don't see the need to travel when everything is available at home or on the internet.
- **Home Comfort:** Prefer to be like at home, frequently comparisons.
- **Free & Easy:** Doesn't want to make travel plans or follow others' schedules. Some interest in sampling while visiting.

### Avoid:

- **Luxury/Hedonism:** Unwilling to spend more on luxury accommodations, not concerned about relaxation.
- **History/Culture/Roots:** Very little interest in exploring cultural roots or historical sites related to own or others' cultures.
- **Checklist/Group Travel:** Prefers solitary travel, does not want to be part of groups. Disinterested in seeing all the main tourist attractions.

## Behaviours

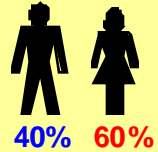
- **Destinations:** Fewest/shortest vacations in past year or recently, most with passports. Most likely to return to past destinations.
- **Travel Style:** More likely to travel for family, celebrate events
- **Locations:** Travel close to home, to places they have been
- **Information:** Least likely to access any information sources.

## Social

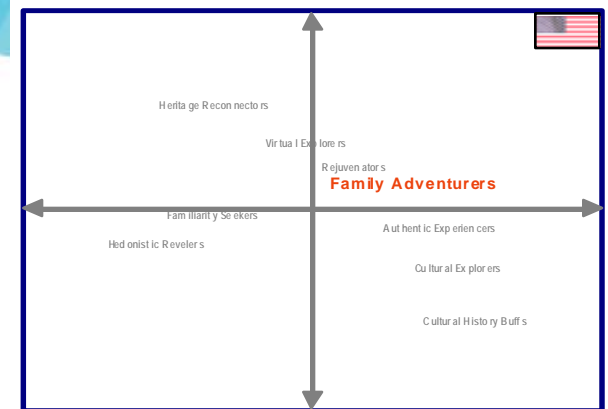
**Avoid:**  
 • **Luxury/Hedonism:** Unwilling to spend more on luxury accommodations

- **Parochial:** Prefers Cultural Assimilation over Multiculturalism, Cultural Fusion and Cultural Sampling.
- **Anti-Consumers:** Discount Consumerism and Brand Apathy make them resistant to marketing ploys, but often Buy on Impulse.

# No-hassle Travelers - 11%



Age: Average-mid; fewer elders  
 Educ.: Average/univ.  
 Occup: At home, office/retail/svc.  
 HHI: Average



## Seek:

• **Escape:** Travel mainly to get away from their everyday stresses and responsibilities.

• **Group Travel:** need guidance in their travels and prefer traveling in groups

- **Group Travel:** these travelers need guidance in their travels and prefer traveling in groups with others, particularly their families
- **Security Concern:** Afraid of unfamiliar/threatening places
- **Nature:** Draw n to the purity and serenity of open spaces

## Avoid:

- **Constant Travel:** Travel is rarely planned in advance and is more focused on visiting family/friends
- **Free & Easy/Exhibitionism:** While they want to relax, this group never loses its cool

## Travel Behaviours

- **Shorter vacations:** Often weekend getaway s
- **Family Events:** Visiting family/friends are the main reason, but celebrating special events is important too
- **Destinations:** Stay w ith family, usually w ithin driving distances
- **Information:** Family, very little actual planning

## Social V

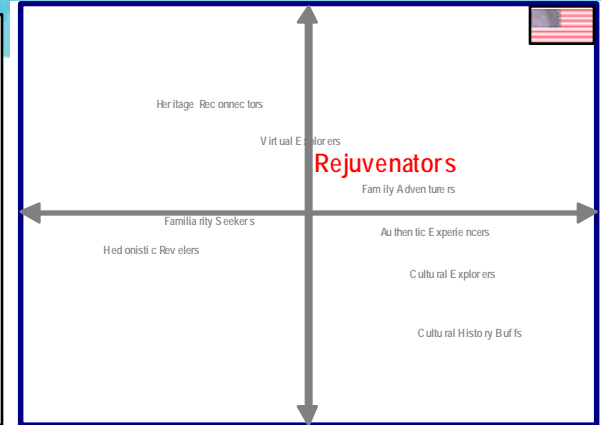
## Avoid:

- **Simplified/Complex:**
- **Rational:**
- **Spiritual:** Guided by a strong sense of *Religiosity*, these *Spiritual Questing* travelers are looking for deeper meaning in life.
- **Careful Shoppers:** *Discriminating Consumers* and *Skeptical of Business*, they avoid *Novelty*, *Ostentation*, and *Advertising*.

# Rejuvenators - 10%



Age: Younger, Middle-aged



## Seek:

- **Hedonistic Rejuvenation/Escape:** Seek to be pampered and cared for, so they can return refreshed and recharged.

- **Comfort Seekers:** do not want to go off the beaten track; want familiarity around them.

- **Hedonistic Rejuvenation/Escape:** Travel mainly to get away from their everyday stresses and responsibilities, and plans at least one trip per year to allow them to do this. Seeks to be pampered and cared for, so they can return refreshed and recharged.
- **Comfort Seekers:** These travelers do not want to go off the beaten track, but want familiarity around them.
- **Shared Experiences:** Family-oriented, they want to share their experiences with those they are closest to.

## Avoid:

- **Luxury Travel:** Although they want comfort, they do not want to be wasteful as they cannot afford to travel as often as they would like.
- **Culture and History:** These sound like 'work' and for these travelers, that's the last thing they want to do.

## Hours

**Destinations:** Often weekend trips to get away from it all.

- **Family Events:** Visiting family/friends are the main reason, but celebrating special events is important too.
- **Destinations:** Most likely to have driven to local destinations
- **Information:** Family, little real planning.

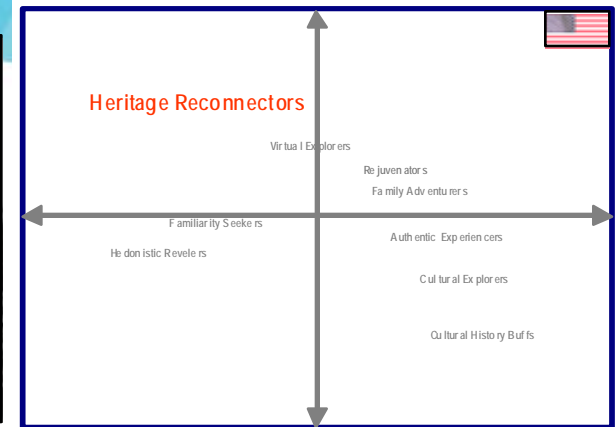
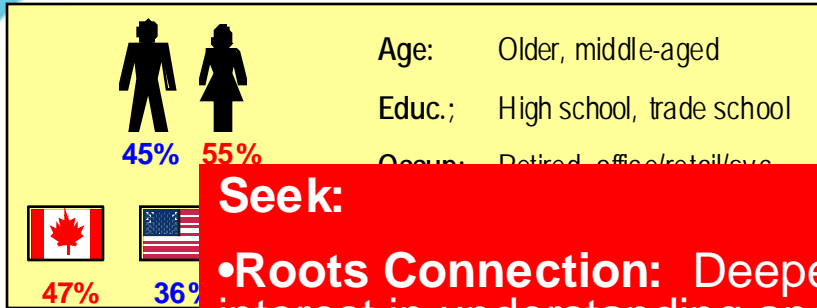
## Avoid:

- **Culture and History:** These sound like 'work'

- **Impulse Buyers:** But not interested in *Novelty* or *Technology*.
- **Relaxed Lifestyle:** With a low sense of *Vitality*, these travelers are not interested in *Personal Challenges* or *Risk Taking*.

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# Personal History Explorers - 11%



## Seek:

• **Roots Connection:** Deepest interest in understanding ancestry, heritage.

• **Luxury/Comfort:** Aspires to stay in the most luxurious accommodations and venues

## Travel Motivations

### Seek:

- **Roots Connection:** Ancestry, heritage
- **Luxury/Comfort:** Accommodations and venues
- **Checklist Samplers:** Want to see all the main attractions, but do not need to go into depth with any. Attracted to groups and shared experiences.
- **Anxious Travelers:** Fearful of personal security when traveling.

### Avoid:

- **Cultural Immersion:** Not interested in learning about the cultures of others.
- **Constant & Comparison:** Travel tends to be less frequent and longer ago.

## Travel Behaviours

**Timing:** Most recent trip more likely to have been 2+ years ago

**Family Events:** Visiting family/friends are the main reason, but getting away to relax/recharge is important too.

**Destinations:** Travel in organized groups, stay in hotels

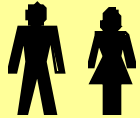
- **Information:** Family, travel guidebooks

## Avoid:

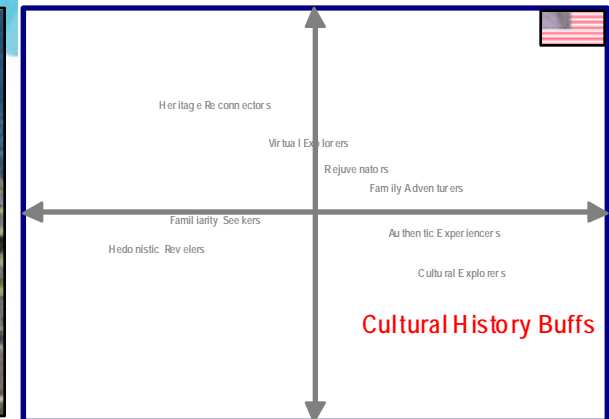
• **Not interested in learning about the cultures of others.**

- **Neuroticism:** High neuroticism, low openness to experience, high conformity to authority, and conformity to norms rooted in religiosity.
- **Roots:** Resisting Cultural Assimilation they Search for Roots. Important are Celebrating Passages and Meaningful Moments.
- **Flashy Consumers:** Need for Status Recognition drives Ostentatious Consumption and Importance of Brand

# Cultural History Buffs - 9%



Age: Middle aged  
Educ.: College/university



## Seek:

• **Historical Travel:** Travel is the final stage of learning all one can about a place, time or history.

• **Cultural Immersion/Check List:** see history, engage with locals and learn their customs and languages.

• Willing to visit “must see” destinations as well as more obscure ones.

## Travel

### Seek

- Pursuing personal interests while traveling makes the whole experience more intrinsically rewarding.

### Avoid:

- **Beyond own Roots:** Little interest in learning about one's own roots or heritage – focused on the cultures of others.
- **Comfort/Luxury:** Distract from authentic experiences
- **Group/Security:** Reject standard “tourist” fare, these travelers are not afraid to chart their own courses.

## Behaviours

**Frequency:** average vacationing patterns but are more solitary travelers. Most likely to own a passport.

## Avoid:

• Little interest in learning about one's own roots or heritage

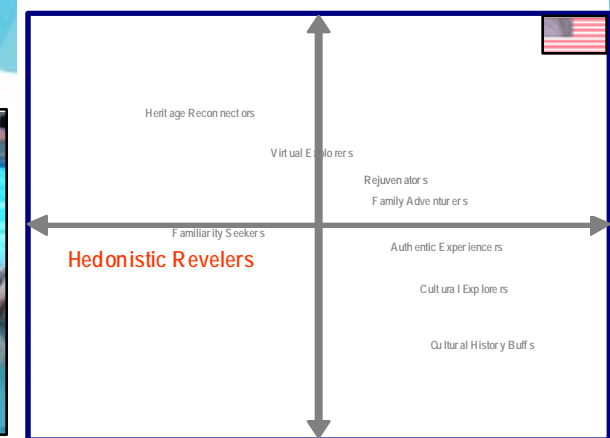
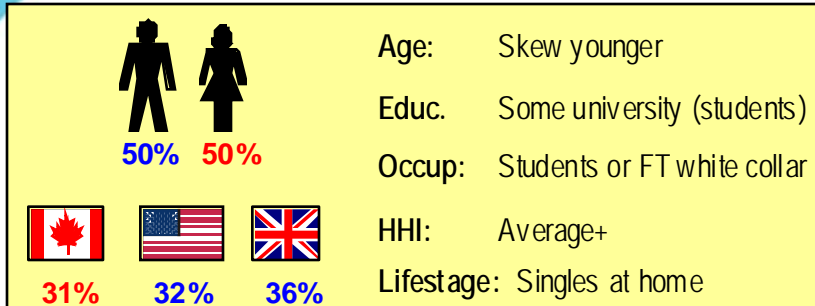
## Social Values

- **Idealistic M** travelers reject
- **Open-Minded:** Believe in modern definitions of *Family* and *Gender* relations. Deep interest in *Cultural Sampling* and *Fusion*.
- **Understated Style:** *Ecological Concern* and low *Confidence in Business* keep their consumer behaviours in check.

• **Comfort/Luxury:** Distracts from authentic experiences



# Free Spirits - 11%



## Travel Motivations

### Seek:

- **Constant Comparison Travel:** Life is more exotic abroad, so travel is continuous and exciting.
- **Luxury/Comfort:** Aspire to stay in the most luxurious accommodations and venues
- **Checklist Samplers:** Want to see all the main attractions, but do not need to go into depth with any. High energy to see everything.
- **Exhibitionists:** Want to be the centre of attention. Attracted to groups and shared experiences.

### Avoid:

- **Reluctant Travel:** Don't want to wait at home, constant need to travel. The internet is no substitute.
- **Free & Easy:** Wants some structure and planning. Packages should include planned activities.

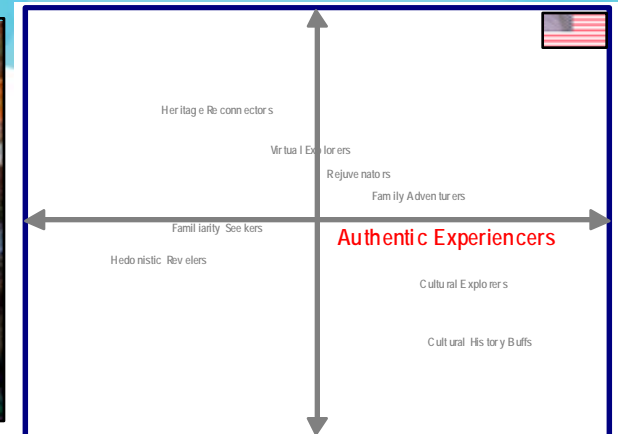
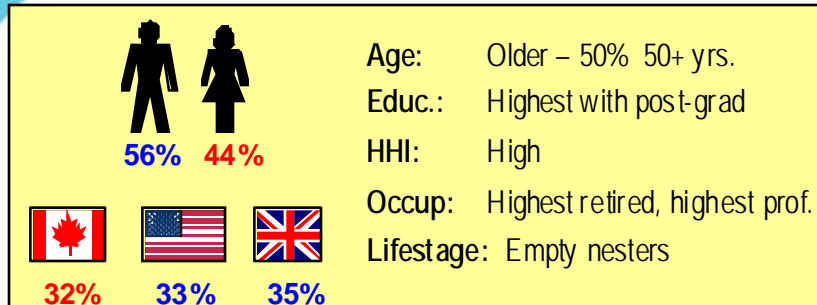
## Travel Behaviours

- **Vacations:** Greater number of all types of trips, more weekends
- **Fun Events:** Travel to spend time with friends, celebrate events
- **Destinations:** Travel in organized groups, stay with friends, in luxury hotels. Most likely to fly.
- **Information:** All sources, especially internet

## Social Values

- **Upward Striving:** High *Social Mobility* and *Entrepreneurialism* inspire a strong sense of *Personal Challenge*.
- **Unsure of Goals:** Deterred by *Time Stress*, *Aimlessness*, *Anomie* and *Fatalism*, reflected in *Acceptance of Violence*
- **Social Lives Rule:** Craves *Social Intimacy*, *Celebrating Passages* and *Attraction to Crowds*. *Sexual Permissiveness* and *Hedonism*..
- **Flashy Consumers:** *Need for Status Recognition* drives *Aesthetics*, *Ostentation*, and *Importance of Brand*. *Technophiles*.

# Authentic Experiencers - 17%



## Travel Motivations

### Seek:

- **Nature:** Wants to see vast natural settings and wonders around the globe, but also takes in local park scenery
- **Cultural Immersion:** These travelers like to integrate themselves into the local culture, eating authentic foods, learning the language to converse with locals, and exploring areas ignored by tourists.
- **Historic Travel:** This segments seeks to learn all that it can about the cultures they visit in advance of their trips.

### Avoid:

- **Hedonistic Rejuvenation/Comfort Seekers:** This segment abhors commercial comforts of western hotels, seeking to live as authentically as the locals do.
- **Escape:** These travelers do not feel overwhelmed but are on a life-long journey of learning instead. Travel is not about escape but is about personal development for them.

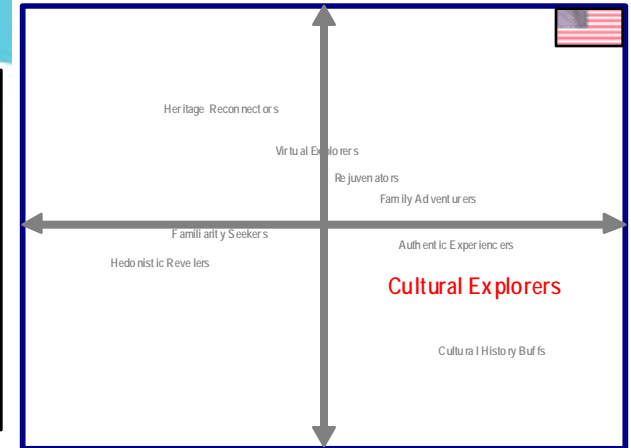
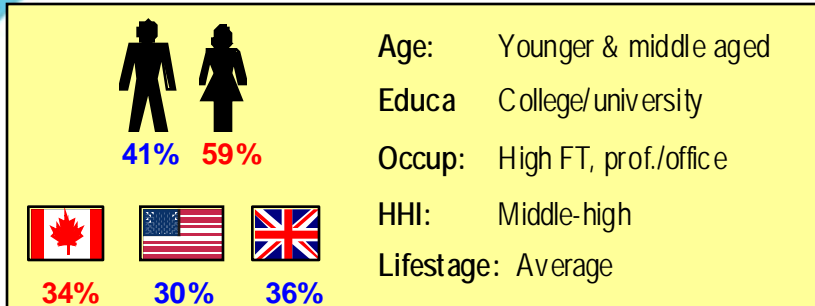
## Travel Behaviours

- **Longer vacations:** Takes the longest vacations of all, often week-long excursions or more. Often follows business travel.
- **Adventure travel:** Most likely segment to want to travel for specific adventures, or to learn and explore something new.
- **Destinations:** More likely to fly to distant destinations
- **Information:** Relies heavily on travel guides and books

## Social Values

- **Control Seekers:** With a high degree of *Personal Control*, these travelers *Reject Authority* and live according to their own rules.
- **Sampling:** Interested in *Cultural Sampling* and with a *Need for Spontaneity*, this segment is always on the move
- **Discrete:** Although affluent, these travelers prefer understated and ethical consumption.

# Cultural Explorers - 13%



## Travel Motivations

### Seek:

- **Constant Travelers:** Always excited about the next trip
- **Living History/Culture:** Fascinated by the ancient history as well as the modern cultures of the places they visit.
- **Fun, Shared Experiences:** Travel is a journey, not the destination, and is best experienced with like-minded companions who like to have fun while learning.
- **Soft Hedonism:** Feeling relaxed and free while traveling.

### Avoid:

- **Luxury/Comfort Seekers:** This segment seeks an authentic experience and doesn't want to stay in sterile, commercial hotels
- **Check-list/Security:** While cautious, these travelers are not afraid to venture into the unknown in pursuit of discovery. They will not be constrained to "tourist" schedules or destinations but will chart their own courses

## Travel Behaviours

- **More vacations:** Takes the most vacations of all durations but especially weekend escapes.
- **Adventure travel:** More likely to want to learn, explore something new and engage in the local culture.
- **Destinations:** Open to B&B, camping, hostels, all modes of travel
- **Information:** Relies heavily on travel guides/books, internet

## Social Values

- **Personal Challenge:** *Risk-taking*, with an *Adaptive Navigation*, these travelers easily figure how to make the most of a situation.
- **Open-Minded:** Believe in modern definitions of *Family*, *Gender*, and *Heterarchy*. Deep interest in *Cultural Sampling* and *Fusion*.
- **Energetic Creativity:** *Vitality* and *Spontaneity* with a *Need for Uniqueness* and *Personal Creativity*, drive their questing pursuits

# And here's what it all means to them...

	Authentic Experiencers	Cultural Explorer	Free Spirit
<b>My motto is...</b>	Enjoy life	Tread lightly	I'll sleep when I'm dead
<b>Travel is...</b>	An adventure	Part of my life	What I live for
<b>Vacations are time to...</b>	Pursue my interests	Try new things	Escape
<b>Pre-trip research</b>	Help me plan my vacation	Help me put things in context	Encourage I don't miss anything
<b>I take a Motto</b>	Fam <b>Enjoy Life</b>	E <b>Tread Lightly</b>	<b>I'll sleep when I'm dead</b>
<b>I always</b>	Thin	T	
<b>Money is...</b>	For investing	For spending wisely	
<b>Locals are...</b>	There to entertain me	My new friends	
<b>An event is...</b>	A film festival	A local tradition	Mardis Gras
<b>Crowds are...</b>	Scary	A good place to meet people	Great for surfing
<b>My heroes are...</b>	My kids	Obscure bloggers	Dead rock stars
<b>The Internet is...</b>	A great source for information	How I manage my life	For nerds
<b>My fav</b>	Hilte	B	
<b>Comple Locals are...</b>	Feel <b>There to entertain me</b>	R <b>My new friends</b>	<b>There to be entertained by me</b>
<b>Sponta</b>	Not	N	
<b>I bring back...</b>	Loca	Digital photographs	
<b>Pampering myself means...</b>	Havi	Staying at a great hotel	
<b>Tour guides...</b>	Can be very helpful	Can be interesting	Rarely get it right
<b>Culture...</b>	Should be supported	Should be enjoyed	Only exists overseas
<b>When I return home...</b>	I unpack	I start planning my next trip	I can't wait to impress my friends
<b>Brand names are...</b>	Reassuring	More fun if no-one recognizes them	Impressive
<b>Learning something new on vacation...</b>	Makes the trip more fun	Is essential	Sounds like work
<b>Outdoor adventure</b>	Means a walk in a park	Means a hike	Means laying on a beach
<b>Social A bathub...</b>	Is in <b>Should have a safety rail</b>	Is <b>Should be outdoors</b>	<b>Should be big enough for 8</b>
<b>Celebra</b>	Birthe	S	
<b>Life is all about...</b>	Expe	G	
<b>Work ethic</b>	Fail	K	
<b>When a new product comes out...</b>	Wait & see	Investigate it	Be the first to buy it
<b>My favorite T-shirt</b>	PBS promo	CMH shell	Hard Rock Café
<b>The best places...</b>	Are out of the way	Are known only to the locals	Are in guidebooks
<b>I like to shop...</b>	From catalogs	Online	Wherever I can get a great deal
<b>Foreign cars...</b>	Are more reliable	Are more economical	Are more stylish
<b>A tub should be...</b>	Equipped with a handrail	In the middle of a forest	Big enough for 8
<b>Danci</b>	Re:		
<b>The gr When I return home...</b>	Mo <b>I unpack</b>	<b>I start planning my next trip</b>	<b>I can't wait to impress my friends</b>
<b>Exper</b>	But...		
<b>Travel</b>	Seeing		
<b>HOT BUTTONS</b>	Safe, Soft Outdoor Adventure	Variety, Authenticity, Interjection	Spontaneity, Urban Extremes
<b>IF YOU WANT TO SELL TO ME...</b>	Make it easy for me	Let me make discoveries	Tell me it's going to be great

# A Trip to St. John's

## Authentic Experienter

Stroll among the winding street and multi-coloured saltbox houses of St. John's before heading down to the wharf to examine the day's catch. Head South to visit the whales of Witless Bay and become an honorary Newfoundlander if you're brave enough to kiss the cod. Stop by North America's oldest Basilica before enjoying a lobster dinner and the jigs and reels of local musicians.

## Cultural Explorer

The rugged coastline of Newfoundland has shaped a unique maritime way of life since long before Columbus landed in America. Today, the old traditions are still very much alive in the streets of St. John's and the outports of rural Newfoundland. Don't be surprised if you're invited in for a kitchen party, but be prepared to try your hand at playing the spoons.

## Free Spirit

With more licensed establishments per square foot than any place in North America and a personal warmth that will have you feeling right at home in no time, St. John's is one of North America's undiscovered gems. Live traditional music blends in with modern dance clubs for an experience that is uniquely St. John's. Take a trip to the most Easterly point in North America, ride an inflatable zodiac across the North Atlantic and then return to St. John's with tall tales you'll never forget.



# A Trip to Tofino

## Authentic Experienter

Enthusiasts return year after year to witness the legendary storms rolling in off the Pacific in Tofino. But there's plenty of calm days to explore the Rain Forest, count sand dollars and multi-coloured starfish on the beach, or simply cook up a fresh pot of crab bought by the roadside from local fishermen. Tofino gives a whole new meaning to the idea of a beach vacation, combining natural wonders, local surfing spots and arts and crafts created by the region's vibrant community of artisans.

## Cultural Explorer

As a long-time hippy community, Tofino has a character and lifestyle all its own. Organic bread shops, hand-built treehouses and independent fishermen combine to create a unique sense of place. Stop by one of Tofino's many coffeehouses and find out why this magical community has attracted so many artists, poets and eccentrics over the years.

## Free Spirit

It rained the whole time.

(Not all destinations will appeal to all Explorer Types)



# The online quiz



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Canada  
keep exploring

Are your trips fun, easy  
and unforgettable?  
You might be a  
Gentle  
Explorer.

explorer quotient

Match your travel personality with  
great Canadian experiences.

To find out what kind of traveller you are...

[take the quiz](#)

What's the science behind EQ (part of travel)? ▶

[Already taken the quiz? Click here.](#)

## discover your true travel potential in Canada

Spend a moment and take this short quiz to discover your **Explorer Quotient (EQ)** and we'll help fulfill your true travel potential on your dream trip in Canada.

page 1 of 3

1. I like to be able to impress my friends with all of the 5 star hotels and resorts I have been to.

Totally Agree    Somewhat Agree    Somewhat Disagree    Totally Disagree

2. The part that makes me most uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people, languages and a different way of doing things.

Totally Agree    Somewhat Agree    Somewhat Disagree    Totally Disagree

3. I have everything I need at home; there's no reason to spend money to travel.

Totally Agree    Somewhat Agree    Somewhat Disagree    Totally Disagree





## you're an authentic experienter

In the world of explorers, you are an **Authentic Experienter**. With a foot in both worlds, you appreciate the understated beauty of natural and cultural environments. You enjoy using all of your senses when you explore and really get to know the places you visit. You quickly adapt to personal challenges and risks, easily figuring out how to make the most of every situation. You want to be fully immersed in your travel experience and tend to stay away from group tours and rigid plans.

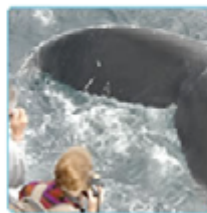
[send to a friend](#)

### personality

- spontaneous
- discrete
- ethical
- eco-conscious
- independent
- open-minded
- curious

[most likely to be seen at](#)

### things you might like to do



#### Wild Newfoundland and Labrador

Watch whales breach and icebergs roll — and listen to symphonies of Arctic seabirds — as you negotiate the shores of this rugged and unpretentious island.

[more](#)

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# Looking forward

