

## Taking it all in

Connected Explorers rank well above average for almost all activities (museums, galleries, shopping, parks, landmarks, culinary, spa, beach)



## Do what the locals do



## Research to say "in the know"

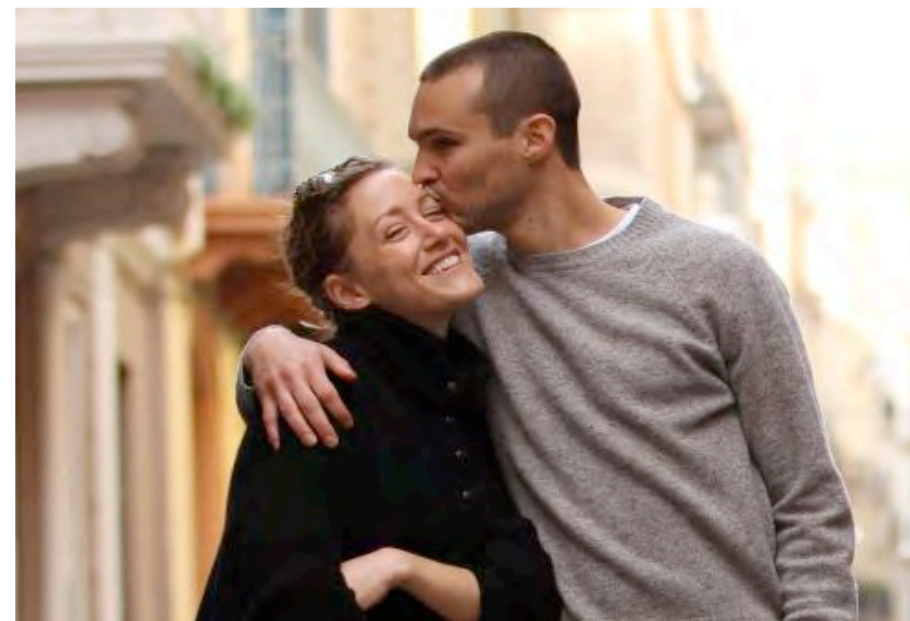
Trip planning sources include brochures, travel books, magazine travel articles, travel TV shows, accommodation websites, online travel agencies. Active newspaper and magazine readers when it comes to travel (especially online).



# Connected Explorers

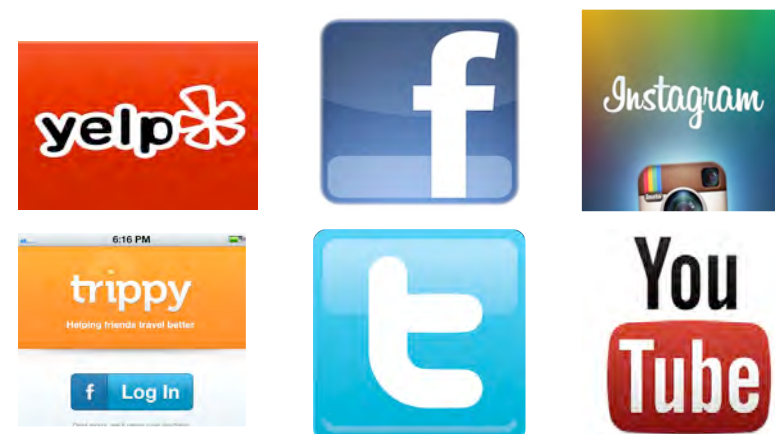
Connected Explorers are young couples under 40, both with and without children. They are a confident, youthful, optimistic group. They have a deep-seated need to travel and expose themselves to many new experiences. Travel for them is about expanding their horizons, and they are looking for a fully packed schedule of activities.

Technology is a key part of travel. They use it at all phases of a trip including researching, booking, planning and especially when sharing their travel experiences once back home.



## Connect & Share Online

Heavy online media users across all types of sites. 90% share their travel stories on social networks. 80% use smartphones and tablets when travelling



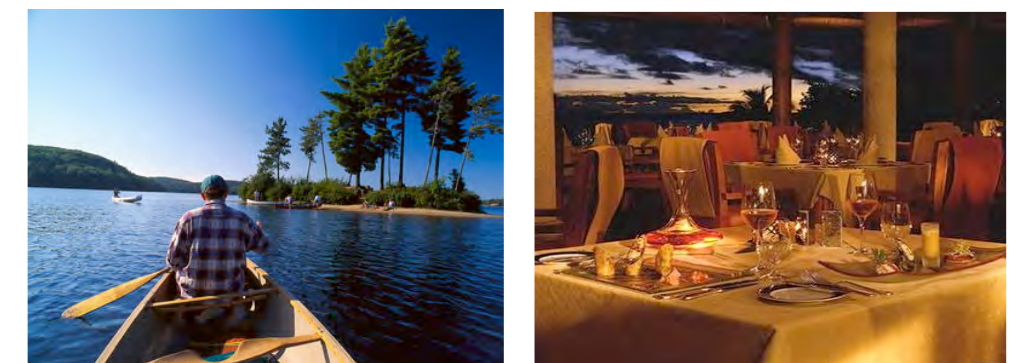
## Authentic experiences

68% are completely open to diverse cultures (46% avg)



## Travel is a break to escape from the everyday

60% believe this (40% avg)



## Open Minded Sharing Stories

engaged  
Authentic Trends  
Gen X & Y  
Local & Real  
Doing it all