

Rest & Relaxation

67% just want some R&R – and many find it being amongst nature.



Mellow Vacationers

Many of these travellers are couples above the age of 40 vacationing without children (with a skew towards the 55+ age bracket). They are fairly quiet, low energy people looking for a home away home where they can relax and find tranquility. Travelling is often a chance to visit family and friends. They are natural homebodies and when on vacation want to enjoy some simple R&R. Relaxation for them isn't found through a particular activity or passion, but rather simply getting away from it all.



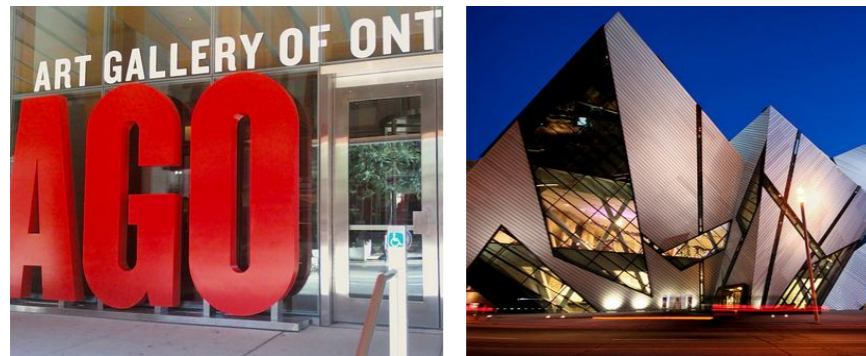
Tranquil Retreat

38% want to relax at a cottage, vacation home or time share on vacation (well above average).



Taking In Culture

41% want to experience museums, history, and galleries.



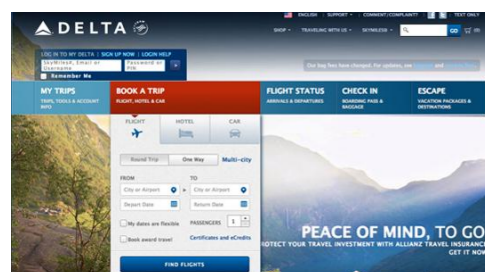
Leisurely Sightseeing & Shopping

41% want to take in the sights and 38% want to get in some shopping.



Online Researchers

Online accommodation sites, online travel agencies and airline sites are the top planning sources



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Traditional & Digital Media

This segment uses digital and traditional media. Of all the travel segments that skew older, they consume the most digital media.

