

Fun & Friendly

31% believe socializing and meeting new people (travelers and locals) is one the greatest benefits of travelling (above avg).



Outgoing Mature Couples

This travel segment is made up of older, retired couples aged 55+ with below average income. Travel for them is first and foremost an opportunity to enjoy the company of others. They love getting to socialize with fellow travelers as well as locals, so much so that it's the biggest benefit of travelling. Making new connections is what makes travel exciting and rewarding because it makes these travellers feel vital. Travel isn't about adventure or exploration of new cultures – but rather it's a way to stay competent and keep enjoying life.

Getting Out There

This segment travels to maintain their connection with the world and feel vital.



Love to Tour

77% enjoy group tours because they can sightsee in vibrant cities, visit museums, galleries, landmarks, and gardens.



Vacation Activities

Like other travelers, this group enjoys culinary experiences (40%), beaches/resorts (43%), and natural wonders (30%)



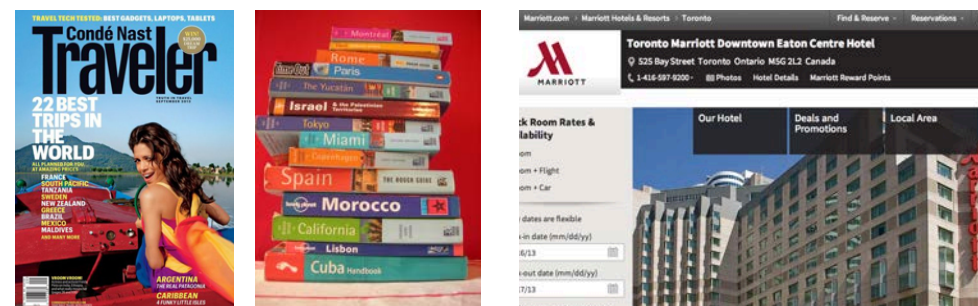
Traditional Media

The highest traditional media consumption (TV, print, radio) relative to all other segments.



Travel Planning

This group plans vacations using 1) word of mouth recommendations 2) printed materials (books, brochures, newspapers, guides). Online sources like accommodation websites are used, but to a lesser extent



Responsible
Connections
New Friends
Sensible
Senior
Groups
Tours
Competent
Social
Vital
Close to Nature
Sightseeing
Arts & Culture