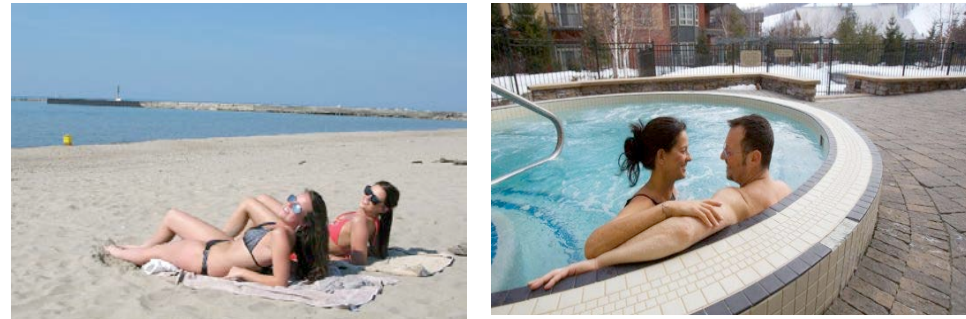


## Take It Easy

88% travel to relax and pick destinations where they can do just that: 67% visited the beach, 37% visited a resort and 23% visited a spa.



## On My Schedule

74% want to do exactly what they want, when they want on vacation: shopping, pampering, lounging, eating.



## Planning Trips

33% rely on family and friends for travel tips (slightly below average).



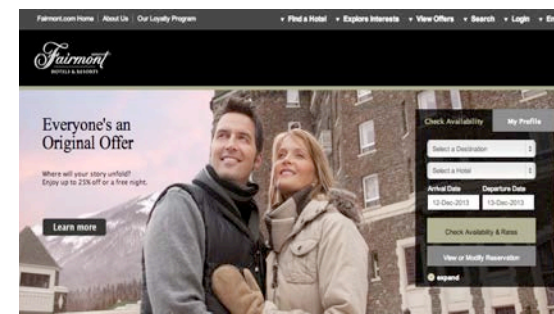
# Pampered Relaxers

Pampered relaxers, as their name suggests, see vacation as a chance to indulge in total relaxation and pampering. They want an ultimate spa and resort experience that let's them unwind, recharge, and reconnect with friends. This group is comprised mainly of couples travelling with an above average income and travel budget. They want to make the most of their get-away by enjoying both the finer things in life as well as some youthful, carefree fun.



## Online Planners

Online is used more than average by this segment, including accommodation websites, travel agency websites and review sites.



## The Finer Things

They value luxury and sophisticated activities like dining and cultural exploration.



## Without a Care in the World

72% enjoy carefree fun and entertainment, especially at the beach and in the water.

