

What's New at ACTP – New England Custom Segmentation Research









Atlantic Canada matches 3 target groups with tourism products and experiences




ACTP commissioned Environics Analytics to help them identify efficient and cost effective ways to reach their target market using lifestyle segmentation. The study concluded three lifestyle segments that were relevant in the New England market. These segments capture region-specific data and nuances associated with the New England market. The segments are:

- Exurban Explorer
- Outdoorsy Elite
- Young Sophisticates

The Environics Analytics approach to consumer segmentation provides marketers with the information required to match each target group with the tourism products and experiences that most appeal to that segment. In addition, the analysis provides critical information to aid ACTP in developing the messaging and imagery of its marketing communications to reflect the lifestyles, attitudes and travel preferences of its key target groups.

The sum of all three lifestyle segments represents 49% of the New England market, with almost half of this groups (44.8%) residing in the State of Massachusetts. New Hampshire, although smaller in size is most heavily penetrated with six out of ten households in ACTP's target market. Top States to consider are New Hampshire, Connecticut, Vermont and Massachusetts.

Media	Exurban Explorers 	Outdoorsy Elite 	Young Sophisticates 
TV 	Heavy Users	Moderate Users	Moderate Users
Radio 	Heavy Users	Moderate Users	Moderate Users
Newspaper 	Heavy Users	Heavy Users	Moderate Users
Magazines 	Heavy Users	Heavy Users	Moderate Users
Internet 	Light Users	Heavy Users	Heavy Users

	Heavy Users
	Moderate Users
	Light Users

Exurban Explorers is the easiest to reach through traditional media. They are strong across all media excluding online. The Outdoorsy Elite are strong readers and online users while the Young Sophisticates

are the most challenging to reach with their busy schedules. To best reach this group we recommend using online and digital media.

All target lifestyle segments are moderate to heavy readers of newspapers and magazines. The challenge ACTP faces is that the reading materials vary by lifestyle segments. We recommend focusing on newspapers in the key markets and select magazines. Exurban Explorers are the most widely read across most categories. Some top ranking publications include AARP, Golf Digest, New Yorker and The Smithsonian. The Outdoorsy Elite and Young Sophisticates are moderate to heavy readers however their interests are more focused. The titles the Outdoorsy Elite prefer are focused on outdoors such as Wheeler, Cycle World, Bassmaster, Boating, Wired, Outdoor Life and the like while the Young Sophisticates tend to focus on music, women's fashion, men's magazines and parenting.

Many of the categories of interest identified above for reading should carry through with your online strategy with the exception of the Exurban Explorers who tend not to spend much time online. Because Outdoorsy Elite and Young Sophisticates tend to be more eclectic in their tastes ACTP can test specific categories of interest. Both groups tend to be tech-savvy and are keeping up with the latest technology. These two groups are a great testing ground for content and media, particularly in markets that are not as heavily concentrated.

To learn more, please check out the New England Custom Segmentation summary report or full report on the ACTP website.

The Atlantic Canada Tourism Partnership – Who We Are

The Atlantic Canada Tourism Partnership is a nine-member pan-Atlantic partnership consisting of the Atlantic Canada Opportunities Agency, the four tourism industry associations in Atlantic Canada and the four provincial departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. ACTP has been in place since 1991 and is dedicated to promoting Atlantic Canada as a tourism destination of choice in key American and international markets. For more information, visit www.actp-ptca.ca