

What's New at ACTP – October/November 2010

ACTP promotes better usage of research

ACTP recognizes the importance of being able to communicate research in a manner that can be easily read, understood and strategically applied by destination marketing organizations, tourism associations, governments and individual tourism operators. To provide this content and to promote better usage of its research, ACTP has developed research summaries of its 2009 consumer and travel trade research.

In this issue, we have highlighted the US Custom Segmentation and UK Travel Trade Research. To read others, please visit our research page or watch for the next issue of 'What's New at ACTP'!

Which US visitor segments are most important to your business?

Environics Analytics was commissioned to undertake a consumer segmentation analysis to profile high-potential travelers to Atlantic Canada from the Northeast region of the United States (New York, New Jersey and Pennsylvania). Data collected from visitors to Atlantic Canada, supplemented by inquiry databases, were used to identify the geographic origins of high-potential travelers, their demographic profiles and travel behaviours, their media preferences and Internet habits, and their key motivators.

The 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 analysis identified four high-potential consumer segments that were attracted to the tourism experiences offered in Atlantic Canada. The **Exurban Explorers** and the **Outdoorsy Elite** target groups emerged as the primary consumer segments for Atlantic Canada.

The members of **Exurban Explorers** enjoy comfortable lifestyles mostly outside the big cities of New York and Philadelphia. Many of these households contain middle-aged and empty-nesting couples who live in spacious homes in stable subdivisions. With their university degrees and positions in business and management, these Americans have deep pockets and wide-ranging interests...read more.

The members of **Outdoorsy Elite** live in the exurban sprawl surrounding New York and Philadelphia as well as in a number of secondary cities such as Harrisburg, Pa., and Albany, N.Y. Wealthy, educated and white-collar, most are empty-nesting couples with six-figure incomes and elegant homes in manicured subdivisions. To relax from their typically high-powered executive jobs, these fitness-minded adults prefer outdoor activities to indoor pursuits, exhibiting high rates for hiking, fishing, swimming, camping and kayaking...read more.

A detailed description of each segment and a summary of results for the US Custom Segmentation Research are available on the ACTP website.

Packaged travel from the UK - where does Atlantic Canada fit?

The UK Travel Trade Research Project was designed to assess market and product conditions for

packaged travel from the UK. It included interviews with some 30 UK-based tour operators, both group and FIT, along with a number of Canadian receptive tour operators active in the UK market and Atlantic Canada.

According to results, Atlantic Canada faces some significant challenges in attracting the UK long haul market. Lack of consumer awareness - of the region and what there is to see and do, is by far the biggest challenge.

The good news is that Atlantic Canada does have many of the types of products that the UK traveller is seeking, and they are generally of good quality. These include:

- Wildlife viewing
- Nature
- Scenic touring
- Soft adventure activities such as walking, sea kayaking
- Good food
- Inns and B & B accommodations

The tour operators interviewed had very little in-depth knowledge of Atlantic Canada - only half had been to the region and only a very few had been to all four provinces. As a result, suggestions for new and improved products were limited. Those made included:

- More wildlife experiences, particularly whale watching, moose viewing
- ½ day, easily accessible soft adventure activities, 'teasers', not intensive experiences
- More activities for families

To address the lack of awareness, the research suggests the following:

- Use one or more iconic images and stick with them;
- More consistent marketing and promotional efforts - focusing on proximity
- More FAM tours and education of tour operator staff
- Increased joint marketing activities with the travel trade

To learn more, please check out the summary report or full UK Travel Trade Research report.

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