

CURIOUS ADVENTURERS

Curious Adventurers immerse themselves in the places they travel – leaving time for unplanned encounters and activities that allow them to truly know a destination.

For Curious Adventurers, travel is about getting a different perspective on the world. They're energized by exploring new places and inspired to learn all they can about a destination through its landscapes, authentic culture and the people they meet. Spontaneous and open-minded, they're fuelled by a sense of adventure and discovery, knowing that organic moments can provide their best experiences. They are thoughtful planners, investing time before their trip to help forge deeper connections with a place.

“

It comes down to what do we go away for. For me, I want to be culturally stimulated. I want to go away learning something. My mind has to be stimulated.

”



EXPLORER QUOTIENT CONNECTION

EQ remains a useful tool for understanding the psychographic profiles of our travellers. Our personas go deeper into the audience to understand individual motivators and enable more focused targeting.

Curious Adventurers are rooted in the Learners EQ segment, made up of Cultural Explorers, Authentic Experiencers, Personal History Explorers and Cultural History Buffs.

ALBERTA INTERESTS

Both Curious Adventurers and Hotspot Hunters are drawn to our products and experiences. The recommended focus for Curious Adventurers is:



MARKETS

Curious Adventurers can be found around the globe. The recommended focus for Team Alberta is:



NEEDS



Gabriela needs authentic connection

They find cultural significance by immersing themselves in the communities they visit, making genuine connections with people and places.



Xander needs to belong

They seek out deeply enriching experiences through self-guided encounters to better understand their place in the world.



Andrea and Susan need to feel like locals

They curate unique experiences by discovering hidden gems that leave them feeling like they truly know a place.



Sean needs personal enlightenment

They slow down time to explore a destination freely, embrace their independence and stoke their enlightenment.



Greta and Karl need fulfillment

They nurture their personal growth by collecting stories about the people they meet and the places they visit to feel fulfilled.

OVERVIEW

Age	40-55
Gender Role	Equal
Children at Home	25%
Research	Experiential
Lists	Just ideas
Scheduling	Allowing space
Local Experiences	Organic
Lifestyle & Interests	Look for opportunities to learn. Spend more on outdoor excursions, home entertainment and technology.

PLANNERS VS TRAVELLERS

- Planners represent a more focused and higher-value audience. They influence the travel of the entire travelling party and present a greater opportunity to move people around the province.
- Marketing to Planners means providing inspiration and informational content they can share with their travel group. Inspiration is vital whether a traveller is regional or long-haul.
- The larger the group travelling together, the less distinct the differences are between Curious Adventurers and Hotspot Hunters.

PERSONAL INTERESTS

- Golf
- Live Concerts
- Live Sporting Events
- Luxury Goods
- Musical Instruments
- NFL
- Photography Equipment

POINTS OF MOTIVATION

- Discovery
- Exploration
- Personal growth
- Immersion
- Rich experiences
- Open to possibilities
- Planning is a part of the trip
- Constantly grazing for information
- Hearing from locals
- To know a destination, I need to spend time to understand it

“ I’m just more curious than my friends when it comes to travelling. ”

RESEARCH & PLANNING

On dream list

On consideration list

- Derive pleasure from planning – the process of planning for the trip is as much a part of the journey as the trip itself.
- Start their research by getting a sense of the place, often from objective and editorial sources.
- Rely less on social media for influence and inspiration.
- Begin building an overall picture of the place led by bigger traditional tourist activities.
- Need assurance there are many smaller experiences nearby that offer depth, learning and lots to uncover.
- These smaller complementary activities play a very important role in determining if a destination is worth visiting.

Creating a vacation movie

Detailed itinerary planning

- “Plan for spontaneity,” leaving time in their schedule for unplanned encounters and activities.
- Plan with flexibility, not rigidity.
- A list of Things to Do is a great starting point for their own research, not because it tells them exactly what to do, but because it shows the breadth and depth that they require.
- Likely to consider budget hotel chains (2-3 star), camping trips, and national park holidays.
- Much more likely to use vacation rental sites (Airbnb, VRBO).
- Top sites for planning and purchase include TripAdvisor, Expedia, Airbnb, Booking.com, Kayak.

Finalizing travel

Purchase

- Constantly grazing for information both before and during a trip, seeking local-insider information and recommendations.
- Look for organic interactions with locals to flavour and help inform their activities.

MEDIA HABITS

Thinking about the personal motivations, desires and media habits of your audience can allow you to stand out from your competitors and more effectively connect. Use the below insights to guide your media tactics and supporting creative development to drive higher engagement with your audience.



- Heavy social media users, but don’t post regularly. Avid listeners of podcasts and music streaming sites, and regular blog readers. Actively avoid advertising on social.



- They trust local news sources including CTV and Global networks. For international news they look to sites with global reach such as MSN.



- Are interested in learning more deeply about destinations and activities. They tend to spend longer reading informational content but are pickier about which ads they engage with.