

# SASKATCHEWAN VISITOR MARKET SEGMENT

## Affluent Families



Affluent Families are established, upscale households with teens and young adult children living at home. Located mostly in major cities, they earn high incomes, live a healthy lifestyle and enjoy outdoor activities. This market is well-educated, working in white collar jobs and earning above average incomes.

Affluent Families seek to experience living like a local. They enjoy opportunities to learn about culture and history. They take multiple trips to cities and small towns in Canada and one trip abroad each year, with and without their children.



**White Collar**  
Management, education, applied sciences



**University Degree**  
66%



**High Household Income**  
\$144,000



**Established Families**  
Teenage children



**Middle Aged**  
More than half are between age 45 – 65



**Immigrants**  
22%

**Visible Minorities**  
17%

### Recreation Preferences



Affluent Families enjoy activities that are mentally and physically challenging. When travelling they love to explore history, local culture and nature.

#### Outdoor Activity

- Golfing
- Canoeing
- Kayaking
- Cross-country skiing
- Hiking and backpacking
- Wildlife viewing
- Exploring parks and campgrounds

#### Cultural Activity

- Art galleries
- Museums
- Theatres
- Concerts
- Restaurants with local food ingredients
- Sporting events

### Saskatchewan Travel Preferences



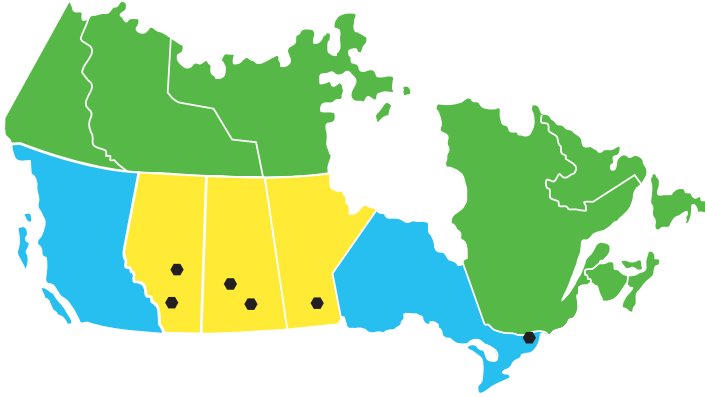
Affluent Families visit Saskatchewan at average rates, however they express interest and inquire about travel in Saskatchewan at higher rates. This market typically books a couple's getaway or a family camping vacation for four or more nights.

- Visiting family and friends
- Tent camping
- RV camping
- Cultural events
- Visiting lakes and beaches
- Fishing
- Sporting events

# Affluent Families

## Where They Live

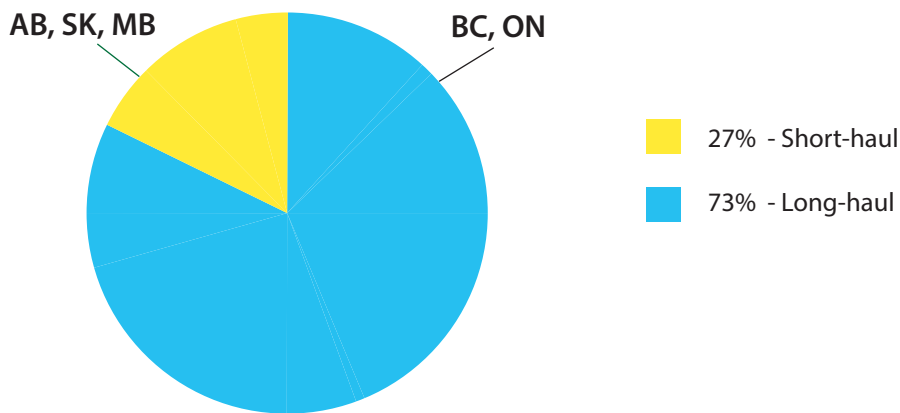
Affluent Families predominantly live in urban and suburban neighborhoods in major cities in Canada.



The greatest marketing potential for Affluent Families is in these cities:

- Edmonton including Strathcona County
- Regina
- Winnipeg
- Saskatoon
- Edmonton
- Ottawa
- Calgary

## Distribution by Market



## Travel Research and Booking Preferences

Affluent Families are heavy internet users and are more likely to book travel online. They are frequent travellers and choose to book vacations directly with airlines and hotels. This market researches websites, cost comparisons, promotional offers, availability, customer reviews and expert opinions for guidance. They have an average presence on social media, but prefer to view content as opposed to creating it.

- 60% Research travel online
- 40% Make vacation purchases online
- 28% Buy event tickets online

## Key Messages

- Have unique cultural experiences
- Have quality experiences
- Have authentic experiences
- Meet the locals
- Be a local
- Immerse yourself
- Explore the neighborhood
- Get off the beaten path
- Indulge yourself
- Better yourself
- Challenge yourself
- Take your time

