

# SASKATCHEWAN VISITOR MARKET SEGMENT

## Minivans and Memories



Minivans and Memories are blue collar family households with children living at home. This market segment is found at high rates in suburban Alberta and Ontario.

Minivans and Memories are often looking to travel economically and spend quality time with their families on camping and RV trips. When travelling, they may find comfort in familiarity and convenience, rather than exploring new places and cultures. Interest in adventure sports keeps them active and outdoors. They enjoy many sports and leisure activities – hiking, camping and kid-friendly activities are popular.

When booking travel, they prefer short-haul, major destinations in Western Canada. Interest in adventure sports may take them to Banff or Jasper. Saskatchewan is an ideal destination for their next camping or fishing trip. When travelling internationally, they are often looking for a relaxing sun destination.



### Blue Collar

Natural sciences, trades, transport, manufacturing



### College or Apprenticeship

29%



### Above Average Household Income

\$111,000



### Established Families

Young children



### Young Families and Couples

Almost half are between age 25 - 45



### Immigrants

24%

### Visible Minorities

27%

## Recreation Preferences



Minivans and Memories are young couples and starter families. With children at home, they frequently engage in outdoor recreation and kid-friendly activities.

### Outdoor Activity

- Hiking
- Fishing
- Camping
- Skateboarding
- Inline skating
- Adventure sports
- Football
- Soccer
- Hockey
- Jogging

### Cultural Activity

- Theme park or waterpark
- Zoos and aquariums
- RV shows
- Sporting events
- Movies at the theatre or drive-in
- Auto shows
- Art galleries
- Museums
- Historical sites
- National and provincial parks

## Saskatchewan Travel Preferences



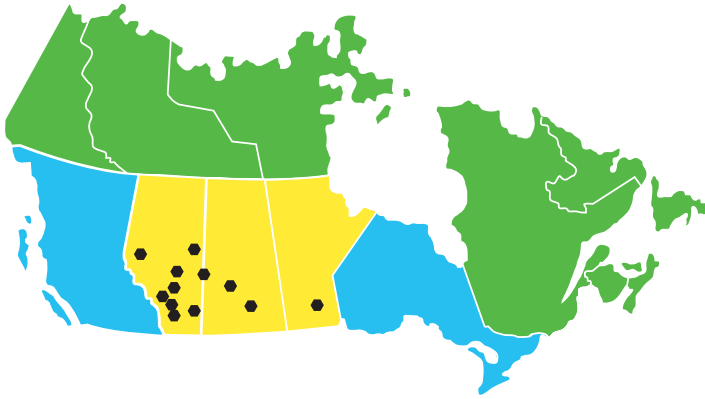
Minivans and Memories visit and express interest in Saskatchewan at very high rates. This market typically books family camping vacations for four or more nights.

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

# Minivans and Memories

## Where They Live

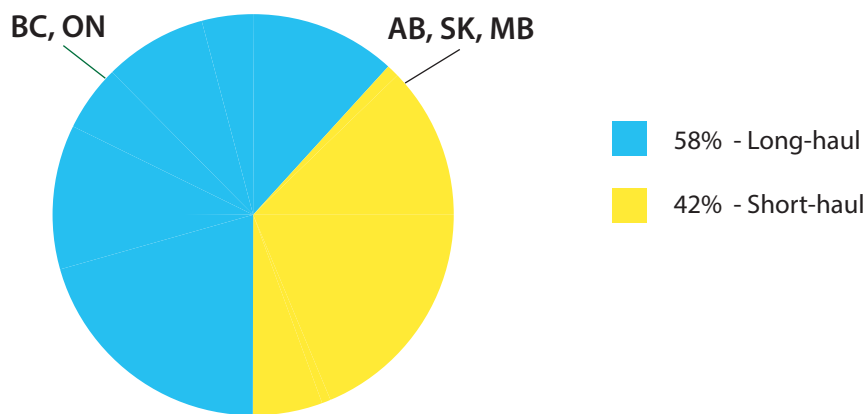
Minivans and Memories predominantly live in suburban neighborhoods in major cities in Canada.



The greatest marketing potential for Minivans and Memories is in these cities:

- Airdrie
- Grand Prairie
- Red Deer
- Calgary
- Edmonton
- Chestermere
- Medicine Hat
- Cold Lake
- Lloydminster
- Strathmore
- Sylvan Lake
- Okotoks
- Saskatoon
- Regina

## Distribution by Market

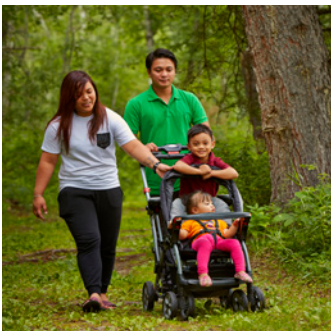


## Travel Research and Booking Preferences

Minivans and Memories are heavy internet users. They book travel and purchase tickets online some of the time. This group seeks travel content at very high rates. About 80 per cent use Facebook and YouTube.

When researching travel, Minivans and Memories usually consult the retailer's website. Price and consumer reports have the biggest influence on travel purchase decisions. Often looking for a deal, their travels are frequently booked through online discount agencies. This group compares information about price, customer reviews, product specifications, promotional offers, product availability and expert opinions.

- 66% Research travel online
- 38% Purchase vacations online
- 31% Purchase tickets online



## Key Messages

- Make new memories
- Have fun with family and friends
- Fun for the whole family
- Catch a fish
- Enjoy stunning natural scenery