

Maine Office of Tourism Traveler Segmentation Study



Prepared By



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Introduction

Determining when and where to travel is a decision not fully based on one's demographic profile (such as age, gender, income or life stage), but on impulses that run deeper into one's psyche:

- Aspirations
- Inhibitions
- Activity level
- Need for social interaction
- Desire for intellectual stimulation
- Self-identification
- Stress level
- Idealism

Understanding demographic as well as these psychographic drivers of travel allow us to determine the potential of a destination within a specific target group. Targeted messaging can then reach this potential traveler in a meaningful and motivating way.

“Travel penetrates your consciousness, but not in a rational way.” -- Milton Glaser

The Maine Office of Tourism (MOT) has successfully broadcast its marketing campaign to prospective travelers, focusing broadly on attracting available travelers from its key drive market – New England, the Mid-Atlantic states and the Eastern Provinces of Canada. By all accounts, MOT has generated a positive return-on-investment on these marketing activities.

However, a broad-based program over time can begin to weaken in effectiveness, as it does not allow for specific message targeting, or niche media buys.

In order to maximize future marketing activities, MOT has engaged DPA in a traveler segmentation study. This study is designed to do the following:

- Identify key traveler segments and communicate their personas;
- Understand how each traveler segment feels about travel to Maine;
- Determine what targeting activities would best motivate each traveler segment; and
- Prioritize what segments make the most sense for the allocation of MOT's limited resources.

Methodology

The following study is based on an online survey conducted among 3,009 travelers. An augment of 135 Maine travelers recruited from the VisitMaine.com website was also surveyed in this research. All travelers met the following criteria:

- *Residents of US or Canada (data was weighted to area population proportions);*
- *No one in household is employed in a sensitive industry;*
- *Aged 18+;*
- *All have taken an overnight leisure trip within the US or Canada during the past year; and*
- *All at least share in their household's travel decision-making.*

Travelers responded on an array of questions which focused on:

- *Recent travel history*
- *Recent travel specifics*
- *Activities engaged in while traveling*
- *Attitudes toward travel*
- *General attitudes related to life style*
- *Motivations for travel*
- *Specific needs while traveling*
- *Prior travel to Maine*
- *Maine as a travel destination*
- *Demographic profile*

A segmentation study was conducted utilizing this large data set. A variety of multivariate techniques were used, including factor analysis, to determine the segments defined herein. The final segmentation solution presented here strikes an effective balance between analytical depth, the ability to replicate the segmentation in the future, and ease of communicating the segmentation to others.

Segment Overview

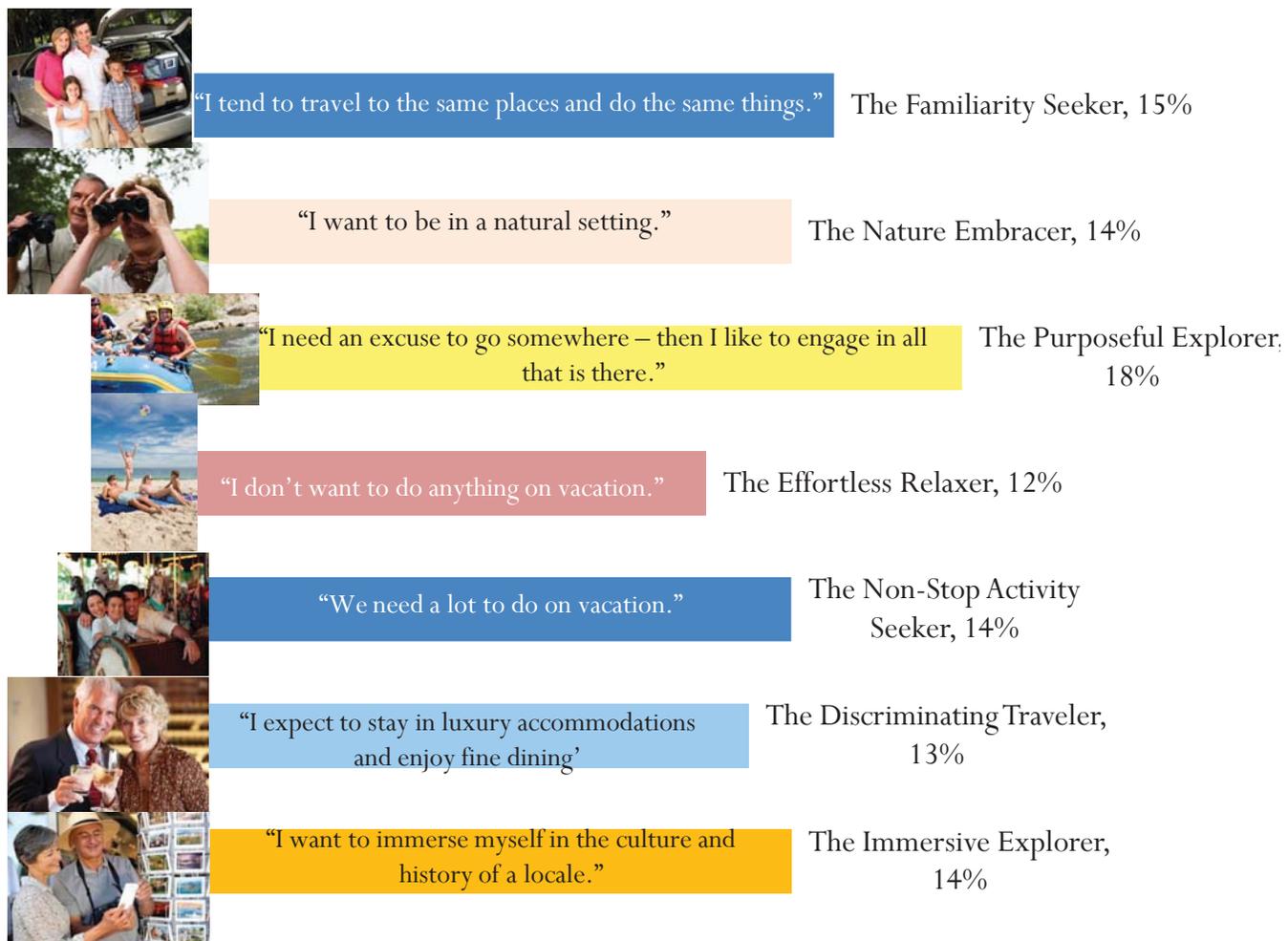
A total of seven traveler segments emerged from this research, each one uniquely motivated and seeking different experiences from travel. While their predominant segment may not fully describe every trip they take, this segment definition describes their overarching propensities in travel.



Segment Overview

The overarching motivations of travel vary widely by segment – but each is focused on a reason to select a location (familiarity, specific event, or uniqueness) combined with an expectation of what experience they will receive while at that destination (such as relaxation, excitement, interest, stimulation, culture).

Overarching Motivations



Targeting Opportunities for MOT

Stronger Priority Segment

Weaker Priority Segment



							
	The Immersive Explorer 14%	The Nature Embracer 14%	The Purposeful Explorer 18%	The Discriminating Traveler 13%	The Effortless Relaxer 12%	The Non-Stop Activity Seeker 14%	The Familiarity Seeker 15%
Seeks	Authentic Interesting Cerebral	Unspoiled Slow paced Simple	Excitement Friends Fun	Sophistication Cuisine Shopping	Value Relaxation Warmth	Amusement Family-friendly Value	Comfort Known Routine
Pros for MOT	Strong Maine imagery Interest in travel Heavy usage of VisitMaine.com Engaged in broad range of activities including cultural	Interest in interior of state Strong positive imagery and longing to travel to Maine	High spend High recreation spend Travel with friends Desire high end accommodations	High spend Strongest shopping High penetration of this segment in MOT advertising market	Enjoys the type of vacation offered via southern Maine beaches	Family focused Prefers family dining and modest accommodations	Loyal Engaged in local activities
Cons for MOT	Less likely to use paid accommodations	Weak spenders Less likely to be found within Maine's drive market	Inventory of appropriate accommodations Weak imagery of state Lack of knowledge of reasons to travel to Maine Sufficient nightlife	Sufficient inventory of lodging Weak imagery of state	Likely not extendable to other regions of Maine Weak imagery of Maine Those located within drive market, less interested in outdoor activities other than swimming	Not looking for cultural travel – more outdoor adventure Prefer more “manufactured” activity Less likely to reside in Maine travel regions	Not looking for a new destination
Target Through	Website Guidebooks Trad'l PR	Website Guidebooks Trad'l PR	Social media Niche media Sporting or young men's publications	Niche media publications	Targeted campaign in Massachusetts	Website	Website Word of mouth

Detailed Findings

The Immersive Explorer



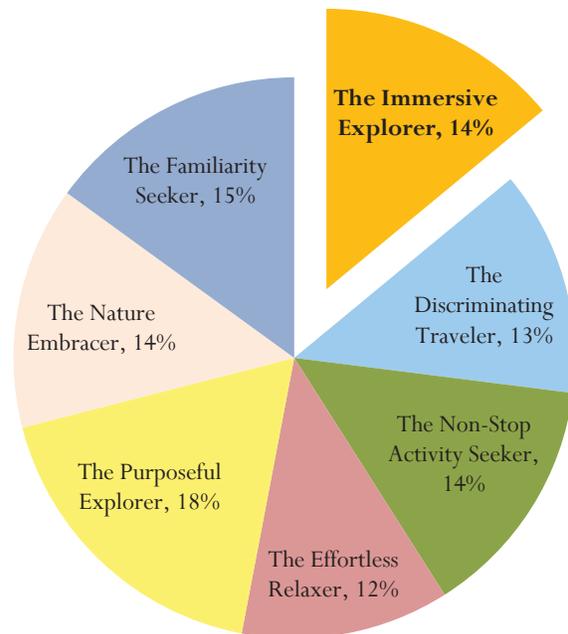
“I want to immerse myself in the culture and history of a locale.”

Who Are They?

The Immersive Explorer is the oldest of all segments, and therefore is most likely to be retired. Despite this, they report a relatively high income among the segment groups.

While the majority are married, a large minority are divorced or living with a partner.

This Immersive Explorer group reports the highest level of education.



The Immersive Explorer: Key Demos (Index vs. Avg. Traveler)

Income	Age	% Married	Divorced/ Living with Partner	% College educated	% Employed FT	% Retired
\$75,070 (103)	50.8 (111)	51% (91)	28% (100)	58% (138)	33% (79)	30% (144)

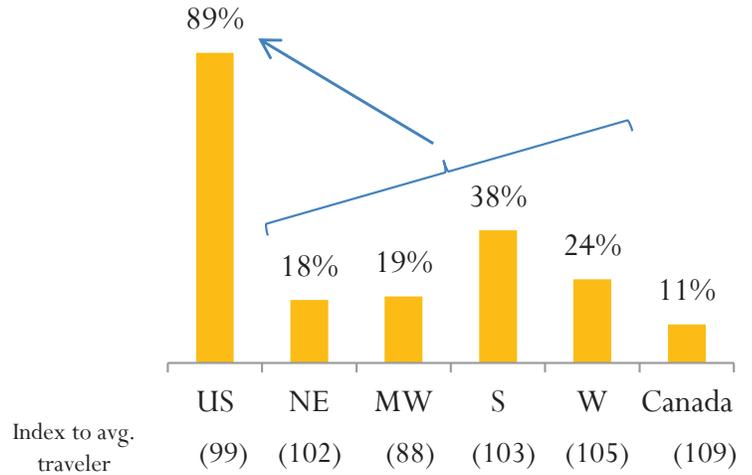
The Immersive Explorer

Where Do They Live?

Immersive Explorers can be found across the United States and even more frequently in Canada.



Area of Residence



Travel Propensity

Immersive Explorers take leisure trips and visit friends and relatives at a rate slightly higher than average. They are less engaged in business travel.

Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
0.71 (78)	2.55 (105)	2.72 (100)

S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Immersive Explorer

Who Are They?

The Immersive Explorer is anything but a homebody. Rather, they focus on exploring culture and sharing experiences with others. They are not trend setters, but they are certainly out and about.

Top Box	Attitudes Toward Self and Lifestyle	
	The Immersive Explorer	Index vs. the Average Traveler
Having time to unwind is crucial	45%	119
Having time for myself is important to my happiness	40%	124
Sharing experiences and learning with others is important to me	30%	141
I like attending plays, operas or classical concerts	27%	199
My favorite evenings are curled up in front of the television	5%	44
I'm more of a homebody than an explorer	5%	47
I seek to have the latest fashion in my closet	3%	48

What do They Like to Do?

The Immersive Explorer is motivated by knowledge and the cerebral. They are the most avid readers, and engage heavily in cultural activities. Food and cooking are also an important part of their lives.

This type of traveler is a frequent walker, but also engages in gardening and yoga.

	Hobbies	
	The Immersive Explorer	Index vs. the Average Traveler
Reading books	76%	141
Going out to a restaurant/café	67%	121
Listening to music	63%	108
Cooking	57%	123
Reading the newspaper	56%	145
Going out/meeting friends	50%	124
Going to the movies	48%	127
Going to museums	43%	229
Going to the library	31%	149
Going to the theater/opera	27%	211

	Sports/Exercise	
	The Immersive Explorer	Index vs. the Average Traveler
Walking for fitness	67%	123
Housework (e.g., laundry, washing the floor)	56%	113
Gardening	34%	119
Yoga	13%	146

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

G6. Which of the following hobbies do you participate in on a regular basis?

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

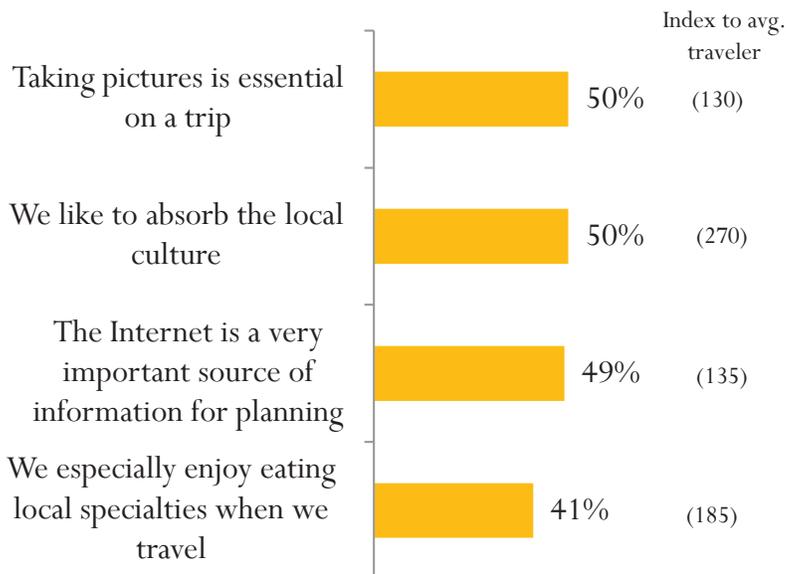
The Immersive Explorer

Travel Attitudes

For the Immersive Explorer, travel is all about exploring new locations and cultures, while immersing themselves into new skills or different ways of life. This traveler doesn't necessarily seek to get away from their current life, but rather they are 'jumping into' something new, stimulating and different from what they experience every day.

Top Box	Leisure Travel	
	The Immersive Explorer	Index vs. the Average Traveler
I like to visit new vacation destinations	56%	148
Vacation is the time to explore	51%	148
I like to engage in a variety of activities on vacation	40%	142
I want to learn something new on vacation	43%	171
Vacations give me a chance to connect to different people/different ways of life	36%	149
When I go on vacation, I want to get away from my hectic life	35%	85
Familiarity is key – I need to know where I am going	2%	22

Travel Attitudes



Planning is an important part of their immersive journey, often utilizing the Internet. Local cuisines and topography to be photographed are key elements of an Immersive Explorer's trip.

A4. Below is a list of statements about leisure travel. Please indicate how much you agree or disagree with each statement using the scale shown in the table below.
 B2. Listed below are some of the ways people like to take vacations. How true is each of these statements for you?

The Immersive Explorer

What is a Typical Trip?

To the Immersive Explorer, a leisure trip is an exploration into all things new – from local foods, to historic sites or museums, they seek to immerse themselves into language and customs that are different from their own. While not driven by luxury or luxurious accommodations necessarily, they do seek sophisticated and unique dining situations. They are not interested in ‘roughing it,’ shopping extensively, or engaging in extreme outdoor sports – to them, travel is more cerebral. However, that is not to say that they don’t want to be on the go – an exploring vacation means being on the move.

Top Box “Absolutely Essential”	Travel Needs	
	The Immersive Explorer	Index vs. the Average Traveler
Seeing sights I’ve never seen before	52%	161
Finding new and different things to do and see	44%	171
Trying new and different foods	37%	162
Exploring museums or cultural sites	35%	250
Growing and learning something new	34%	178
Doing something I’ve never done before	30%	143
Appreciating a culture or language that is different from my own	27%	220
Stepping back into time at historic places	24%	163
Enjoying sophisticated dining and entertainment experiences	16%	122
Going to a resort where everything is already taken care of – no work for me!	9%	49
Challenging my abilities to rough it in nature	4%	50
Testing my skills in sports activities	3%	39
Shopping ‘til I drop	2%	34
Luxuriating in expensive resorts	1%	16

Preferences



B1. Let’s turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?

B5. Think for a moment about your vacation preferences. For each of the following pairs of activities or accommodations, using the scroll bar below, please click on the point that best represents where you fit along those choices.

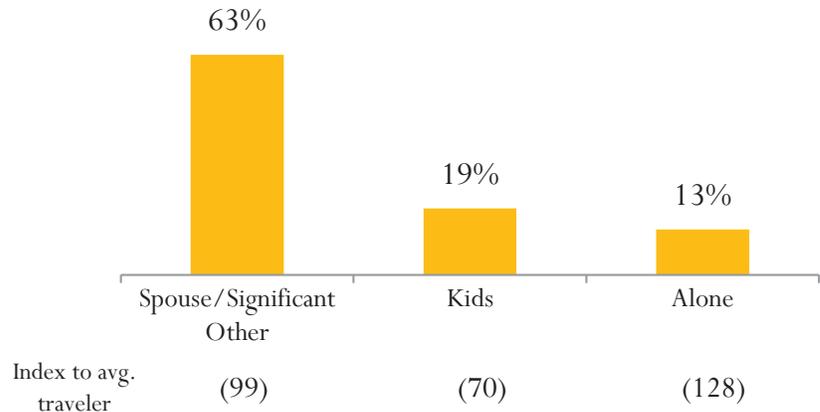
The Immersive Explorer

What is a Typical Trip?

The Immersive Explorer is the least likely to travel with children. While they often travel with a spouse/significant other, they are also the most likely to travel alone. This segment takes the longest duration trip.

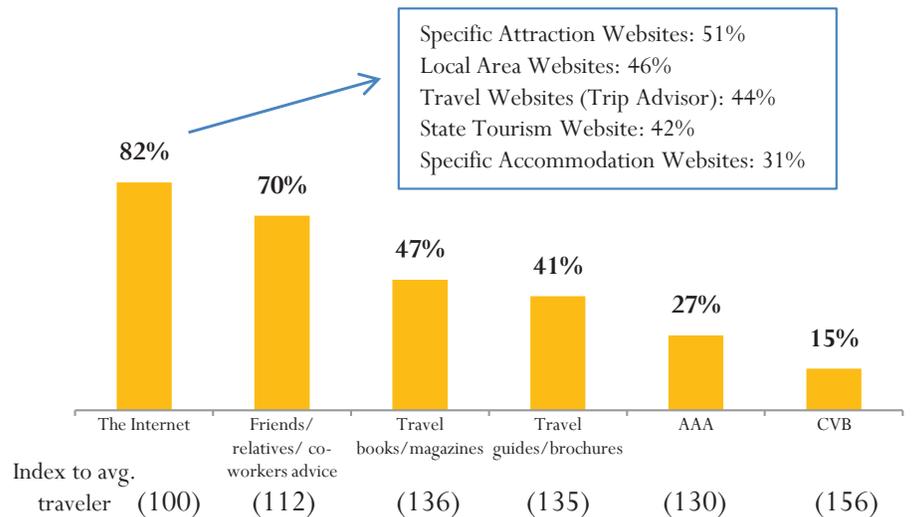
Length of Trip
5.7 days (112)

Travel Party

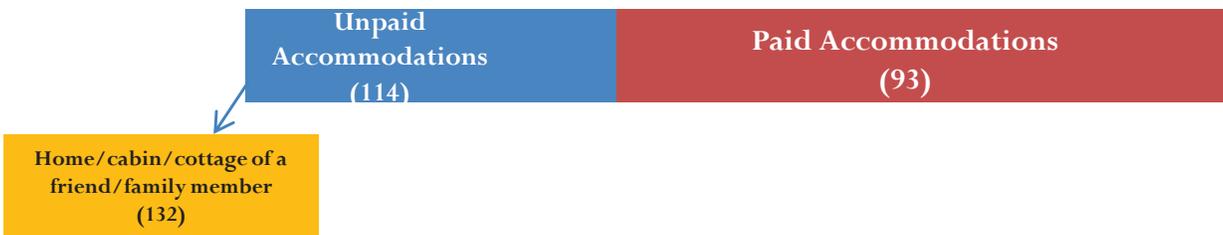


Trip Planning

The Immersive Explorer devotes quite a bit of time and energy to trip planning. Among the segments, they are the strongest users of the Internet for conducting travel research. They also utilize guidebooks and clip articles to reference for future trips. They also seek advice from others, either in-person or through social media. Planning and research is a large part of the experience for an Immersive Explorer.



Once arriving, they are more likely to use paid accommodations, although they show the highest propensity to leverage unpaid accommodations for their travel.



D1. Who did you go on this trip with?

A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.

A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?

D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Immersive Explorer

Desired Trip Activities

	Trip Activities		
	The Immersive Explorer	Index vs. the Average Traveler	
Dining out	69%	112	Primary
Resting/relaxing	64%	117	
Sightseeing	51%	124	
Visiting friends/family	48%	133	
General shopping	36%	128	
Shopping for gifts/souvenirs	36%	114	Notable for Segment
Visiting historic sites/museums	35%	176	
Attending fine restaurants	30%	143	
Taking tours of communities or sites	21%	142	
Exploring state and national parks	21%	143	
Shopping for art, antiques	20%	164	Less Likely
Visiting art museums	19%	210	
Casino gaming/gambling	11%	75	
Amusement parks	10%	74	
Fishing	3%	34	

The Immersive Traveler generally spends time exploring and visiting what a locale has to offer – sightseeing, historic or cultural sites, or parks. They also shop for souvenirs or local art/antiques – the type of shopping which is plentiful in Maine.

Trip Descriptors

When describing their most recent trip, Immersive Explorers are more likely than others to identify with the food and many things to do while on their vacation. While they also state that the locale they chose offered an unspoiled environment and authenticity, these features bring about an air of sophistication to the Immersive Explorer.

	Trip Descriptors	
	The Immersive Explorer	Index vs. the Average Traveler
Good food	62%	125
Beautiful scenery	61%	127
Many things to do	52%	129
Interesting	45%	127
Authentic/real	31%	139
Unspoiled environment	26%	143
Sophisticated environment	11%	134

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

D13: From the list below, please select the phrases that you feel best describe [State/Province] as a vacation destination. Please check as many or as few as apply.

The Immersive Explorer

Media Opportunities

The Immersive Explorer does read several magazines regularly – AARP, Better Homes and Gardens, National Geographic, Woman’s Day, Time, Cooking Light, Smithsonian, Martha Stewart Living, bon appétit, and New Yorker being of top interest to this traveler.

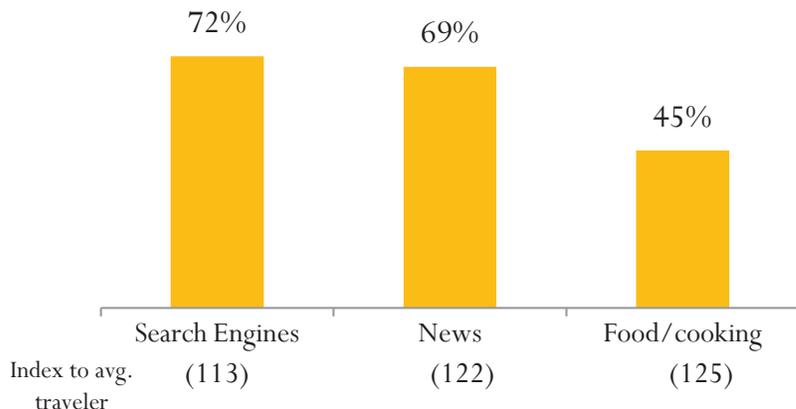
The Immersive Explorer: Magazines Read Regularly

									
24% (153)	21% (128)	20% (125)	18% (128)	16% (125)	13% (147)	15% (230)	11% (143)	11% (182)	7% (142)

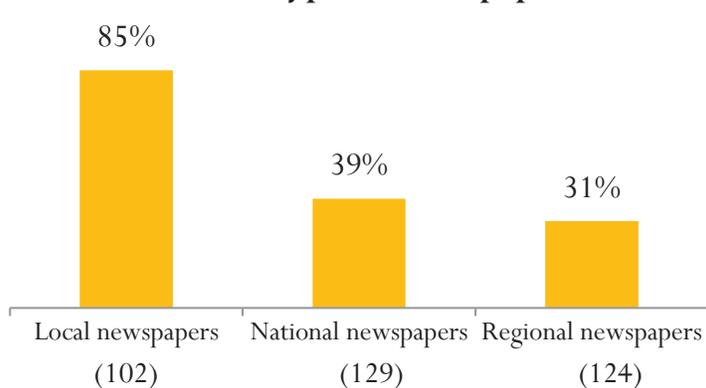
The Immersive Explorer is most likely of all the segments to use search engines, visit news sites, or visit food/cooking websites when on the Internet.

This traveler type does read the newspaper as well, most commonly the local paper – followed by National and Regional papers.

Internet Sites



Types of Newspapers



The Immersive Explorers have low Smartphone ownership, and engage in social media less frequently than average.

Smartphone Ownership: 37% (84)

Use of social media: 54% (95)

G4. Which of the following magazines do you read regularly?

G5. What type of sites do you like to visit on the Internet?

G8. What types of newspapers do you read frequently?

The Immersive Explorer

Interest in Maine

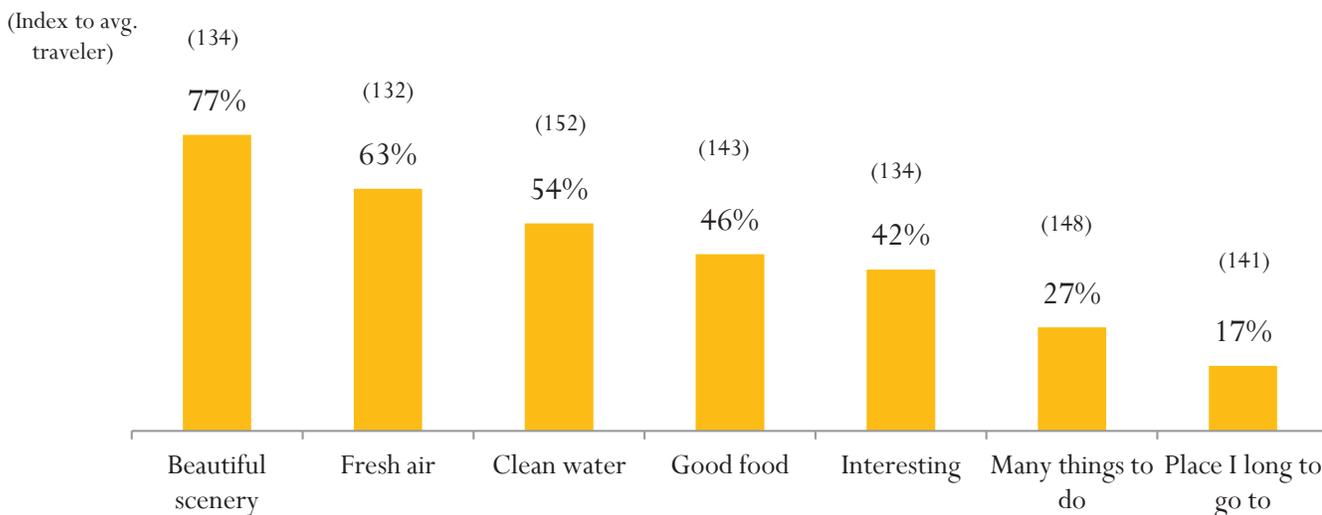
Immersive Explorers are the segment most likely to have traveled to Maine in the past. However, for many of them, their last visit took place some time ago. Positively, they profess the highest level of consideration for a trip to Maine, and the highest likelihood to travel within the next three years.

Past Visitation to Maine		Have Ever Considered Maine	Likelihood to Travel to Maine in Next 3 Years
Ever	Before 1990		
33% (129)	21% (117)	43% (127)	9% (146)

Impressions of Maine

Compared to the other segments, the Immersive Explorer reports the highest level of positive imagery of Maine. They view Maine as being clean, unspoiled and beautiful. Importantly, they see it as a place with lots to do.

Impressions of Maine



- B4. What states are you likely to travel to in the next 3 years?
- E1. Have you ever taken a vacation or leisure trip in Maine?
- E2. In what year did you last travel in Maine?
- E3. Have you ever considered Maine for a vacation destination?
- E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Immersive Explorer



Implications for Maine

The Immersive Explorer is a vitally important segment to MOT. Reporting high levels of education and income, they have the money and desire to embark on regular leisure trips. They are the quintessential ‘touring’ explorer, who is excited to go from place to place and immerse themselves into a locale. The scenery of Maine is perfectly suited for an Immersive Exploration – be it driving to ‘peep’ the autumn foliage, browsing antique stores, or touring cultural or historic sites. While not seeking intense outdoor adventure, this segment is on the go and seeking an authentic, yet sophisticated adventure. They may not be luxuriating in expensive resorts, or shopping ‘til they drop, but they require comfortable lodging, fine local cuisine and visiting just about any site or cultural experience they can get to. Maine seems to have everything that a Immersive Explorer could want – except enough quality lodging.

Despite this one negative impression of Maine, the Immersive Explorer is generally a big fan. They report a strong sense of imagery of the state and report the highest likelihood to travel here in the short term. They are frequently found in Canada, and a proportional number are located in other US MOT media markets. Given their abundance in Canada, some further outreach there may be beneficial.

Planning is an important part of this immersive adventure, and this is often utilized through many sources, including the Internet, guidebooks, travel articles and local chambers of commerce. VisitMaine.com is an important resource to this segment, as well as MOT’s PR efforts and the local chambers’ outreach. All of these efforts are well received by Immersive Explorers. Avid readers, just about any targeted print publication or newspaper will receive notice by these travelers. Conversely, these travelers are less engaged in social media or smart phone ownership.

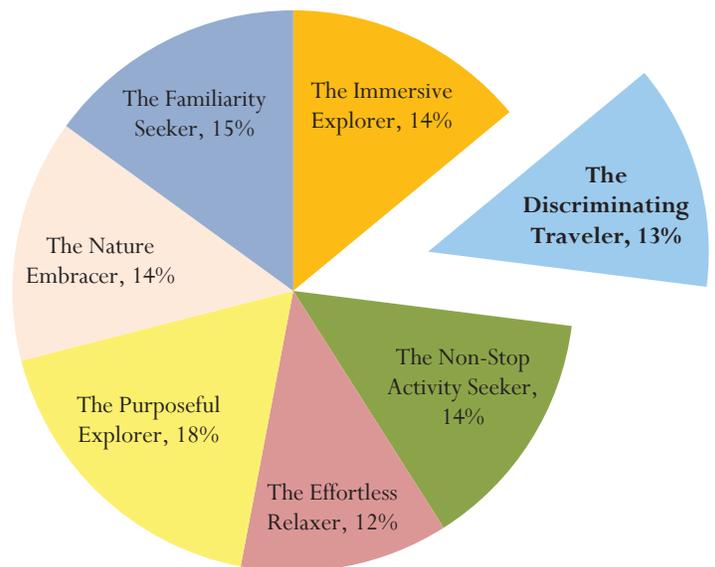
The Discriminating Traveler



'I expect to stay in luxury accommodations and enjoy fine dining'

Who Are They?

The Discriminating Traveler has the highest household income of all the traveler types (average \$81,230). Their mean age is 46, close to the average reported age for travelers in this research. This group is generally well-educated, with about four in ten reporting to have a bachelors degree or a graduate/professional degree. While forty percent are employed full time, one-quarter are retired. Additionally, The Discriminating Traveler is the group most likely to hold a Professional job (i.e. a doctor, lawyer, architect, consultant, etc). While most often Caucasian (78%), Discriminating Travelers have the highest percentage of African Americans (9%).



The Discriminating Traveler: Key Demos (Index vs. Avg. Traveler)

Income	Age	% Married	% w/ Children in home	% College educated	% Employed FT	% Retired
\$81,230 (112)	46.5 (102)	56% (101)	33% (85)	42% (100)	40% (96)	26% (124)

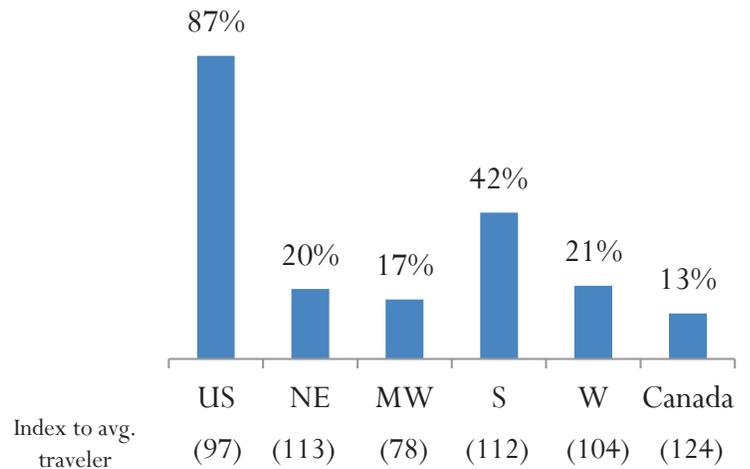
The Discriminating Traveler

Where Do They Live?

Discriminating Travelers are more likely to be found in the Northeast, the South or in Canada – prime marketing territories for MOT.



Area of Residence



Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
1.05 (115)	2.53 (104)	2.81 (103)

Travel Propensity

Discriminating Travelers travel rather frequently. They report the highest level of leisure travel and the second highest level of business travel among the segments.

S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Discriminating Traveler

Who Are They?

The Discriminating Traveler likes to treat themselves to luxury. They consider themselves to be fashion forward, keeping up with the latest trends, and they have the latest styles and fashions in their closets. They are computer savvy and believe that education is essential to success. The Discriminating Traveler is not fearful of change – and often times they are the first to undertake something new and different.

This traveler type does not like to participate in team or group sporting activities – and does not particularly enjoy group activities. They do not mind being the center of attention. With the Discriminating Traveler having such a strong desire for luxury, it is important to note that they do not worry about money.

Top Box	Attitudes Toward Self and Lifestyle	
	The Discriminating Traveler	Index vs. the Average Traveler
I like to treat myself to luxury	31%	200
I seek to have the latest fashions in my closet	11%	172
It is important to me to be up on the latest trends	10%	135
A college education is essential to success today	42%	123
I'm more comfortable on the computer than others are at my age	24%	113
I tend to try new things before most of my friends do	12%	112
I believe that it is important to maintain traditions	17%	74
I do not like to be the center of attention	13%	69
Money is a consistent worry in my life	13%	69
We're all so busy today I don't spend as much time as I'd like with my children	7%	69
My favorite activities take place with a group of people	5%	58
I like to participate in team sports such as football, basketball, baseball or hockey	2%	28

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

The Discriminating Traveler

What do They Like to Do?

The Discriminating Traveler enjoys evenings out. Whether it is going out with or meeting friends, going to the theater or Opera, going out to a restaurant, or just going to see the latest movie – the Discriminating Traveler group is connected to others and is entertainment seeking.

	Hobbies	
	The Discriminating Traveler	Index vs. the Average Traveler
Going to the theater/opera	16%	126
Going out/meeting friends	51%	124
Going out to a restaurant/café	67%	121
Going to the movies	46%	120
Watching videos/DVDs	51%	110
Listening to music	62%	107
Watching TV	79%	105
Surfing on the Internet	67%	101

This type of traveler gets their exercise through swimming, racquet sports, fitness classes, walking, or just by doing housework. You will not see this group horseback riding, hiking, or playing physical games with children. This highlights that they tend to shy away from outdoor exercise.

	Sports/Exercise	
	The Discriminating Traveler	Index vs. the Average Traveler
Racquet sports (e.g., tennis, badminton, or squash)	5%	122
Swimming	27%	115
Fitness classes (e.g., aerobics, step, dance, spinning)	14%	108
Housework (e.g., laundry, washing the floor)	53%	106
Walking for fitness	55%	100
Playing physical games with children	10%	65
Hiking/backpacking	7%	56
Horseback riding	2%	49

G6. Which of the following hobbies do you participate in on a regular basis?

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

The Discriminating Traveler

What is a Typical Trip?

When on vacation, the Discriminating Traveler tends to stay at luxuriating accommodations. Ideally, they would prefer to stay in a resort where everything is already taken care of for them – so they don’t need to lift a finger. Sophisticated dining and entertainment is important for the Discriminating Traveler, who is looking to indulge on their leisure trip. They are interested in shopping, late night dancing, and enjoying time without kids. Experiencing romance on their vacation is important.

Top Box “Absolutely Essential”	Travel Needs	
	The Discriminating Traveler	Index vs. the Average Traveler
Luxuriating in expensive resorts	23%	270
Enjoying sophisticated dining and entertainment experiences	28%	207
Going to a resort where everything is already taken care of – no work for me!	39%	207
Indulging myself and being pampered	30%	193
Shopping ‘til I drop	12%	159
Late night dancing	10%	150
No kids!	25%	133
Trying new and different foods	28%	125
Having a romantic interlude	24%	124

Preferences

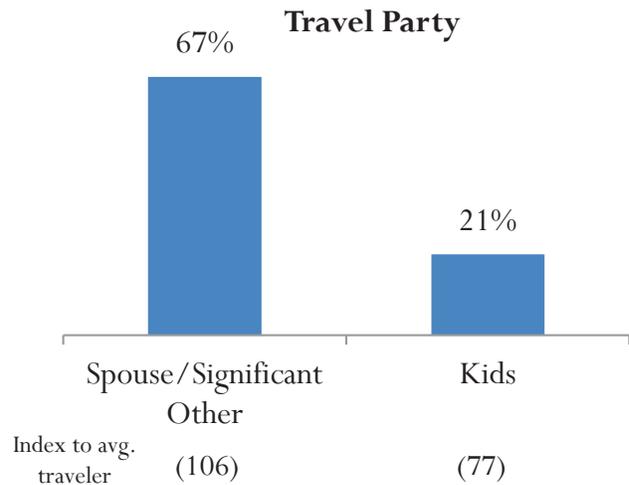
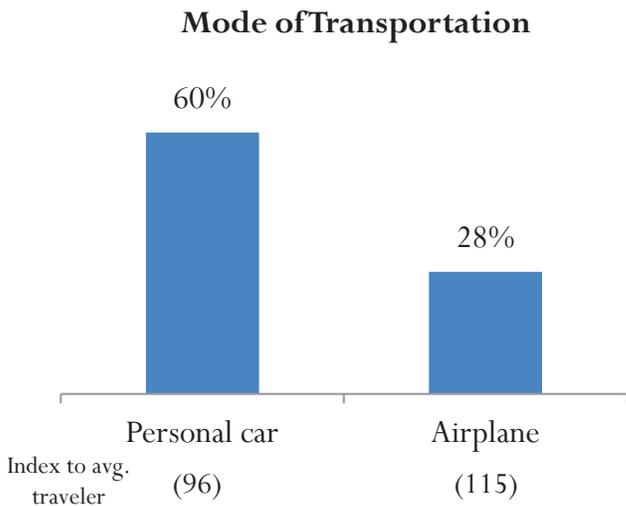


B1. Let’s turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?
 B5. Think for a moment about your vacation preferences. For each of the following pairs of activities or accommodations, using the scroll bar below, please click on the point that best represents where you fit along those choices.

The Discriminating Traveler

What is a Typical Trip?

The average travel party for a Discriminating Traveler includes a spouse or significant other, but does not often include children.

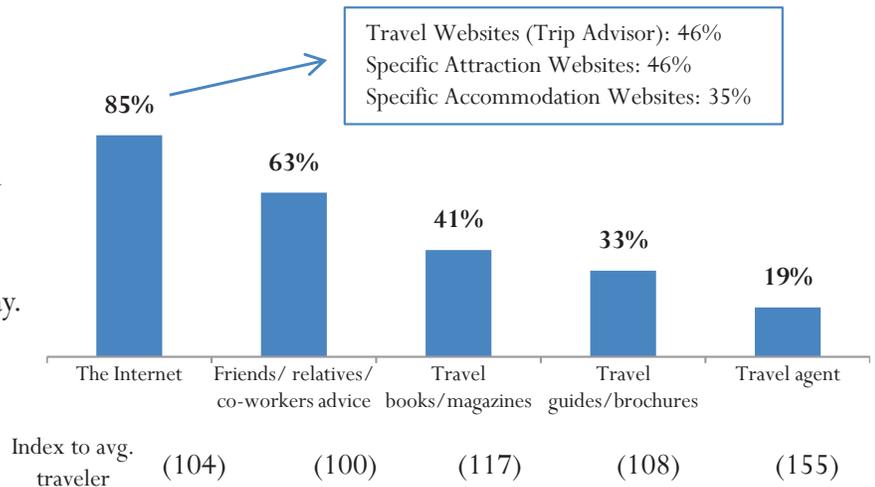


While this segment most often travels by personal car, they are more likely than other segments to travel by airplane to their destination.

Once arriving, they are most likely to use paid accommodations, and often utilize a more expensive hotel or resort option.

Trip Planning

The Discriminating Traveler uses the Internet, friends/relatives/co-workers advice, and travel books or magazines when looking to get vacation ideas. Although just two in five (19%), they are more likely than any other segment to utilize the help of a travel agent when planning their getaway. About half of this group of travelers visits travel websites or specific attraction websites when looking for information on where to travel.



- D10. Which of the following types of transportation did you use to travel the most miles from your home to get to your destination?
- D1. Who did you go on this trip with?
- A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.
- A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?
- D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Discriminating Traveler

Desired Trip Activities

	Trip Activities		
	The Discriminating Traveler	Index vs. the Average Traveler	
Dining out	71%	116	Primary
Resting/relaxing	52%	95	
Sightseeing	43%	106	
Visiting friends/family	35%	97	
General shopping	35%	123	
Shopping for gifts/souvenirs	34%	109	
Attending fine restaurants	32%	151	Notable for Segment
Nightlife/evenings out	28%	147	
Pool swimming	27%	117	
Casino gaming	22%	146	
Outlet shopping	21%	120	
Time in bars/lounges	20%	148	
Dancing	13%	131	Less Likely
Hiking	6%	49	
Exploring state/national parks	10%	69	
Wildlife viewing	10%	64	
Driving for pleasure	20%	85	

The Discriminating Traveler experience is often focused on dining, shopping and nightlife. They are much less likely to be engaged in outdoor activities while on vacation.

Trip Descriptors

When describing their most recent trip, Discriminating Travelers are more likely than others to bring up the fine food, shopping, lodging and sophisticated environment of where they traveled.

	Trip Descriptors	
	The Discriminating Traveler	Index vs. the Average Traveler
Good food	52%	104
Many things to do	43%	105
Fine dining	36%	141
Great shopping	31%	114
High quality lodging	29%	135
Sophisticated environment	12%	154

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

D13: From the list below, please select the phrases that you feel best describe [State/Province] as a vacation destination. Please check as many or as few as apply.

The Discriminating Traveler

Media Opportunities

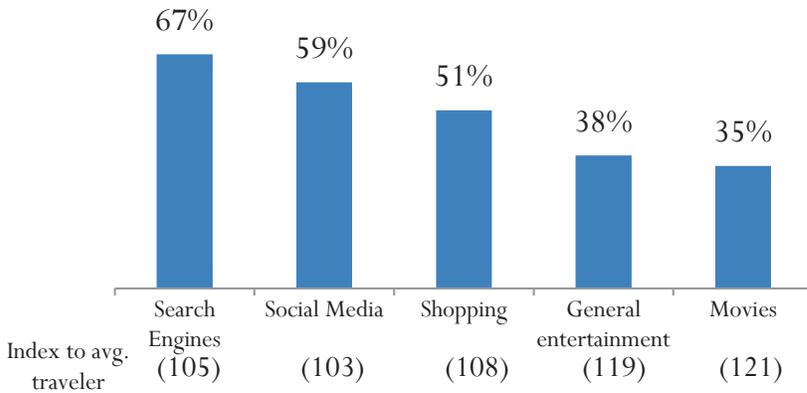
The Discriminating Traveler does read several magazines regularly – People, Better Homes & Gardens, Cosmopolitan, Travel & Leisure, O, the Oprah Magazine, Money, Food & Wine, The New Yorker, Golf Digest, Essence, and Food Network magazine being of top interest to this traveler.

The Discriminating Traveler: Magazines Read Regularly

										
27% (125)	18% (108)	19% (164)	14% (122)	12% (181)	11% (126)	11% (142)	7% (139)	6% (135)	6% (145)	9% (130)

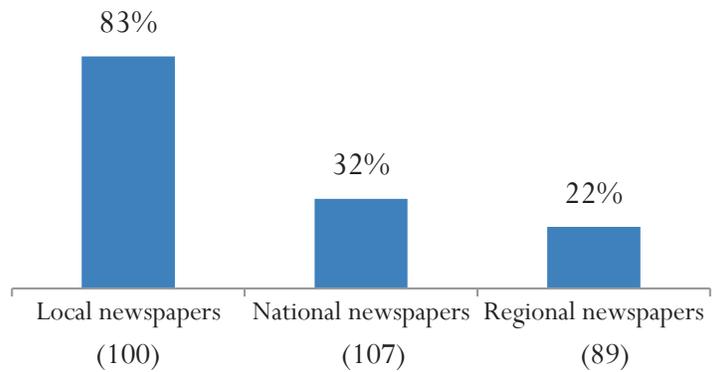
The Discriminating Traveler is most likely of all the segments to use the Internet for general entertainment (not movies or TV), they are also one of the most likely segments to be shopping on the Internet.

Internet Sites



This traveler does read newspapers, but are less often reading Regional newspapers compared with other segments.

Types of Newspapers



G4. Which of the following magazines do you read regularly?
 G5. What type of sites do you like to visit on the Internet?
 G8. What types of newspapers do you read frequently?

The Discriminating Traveler

Interest in Maine

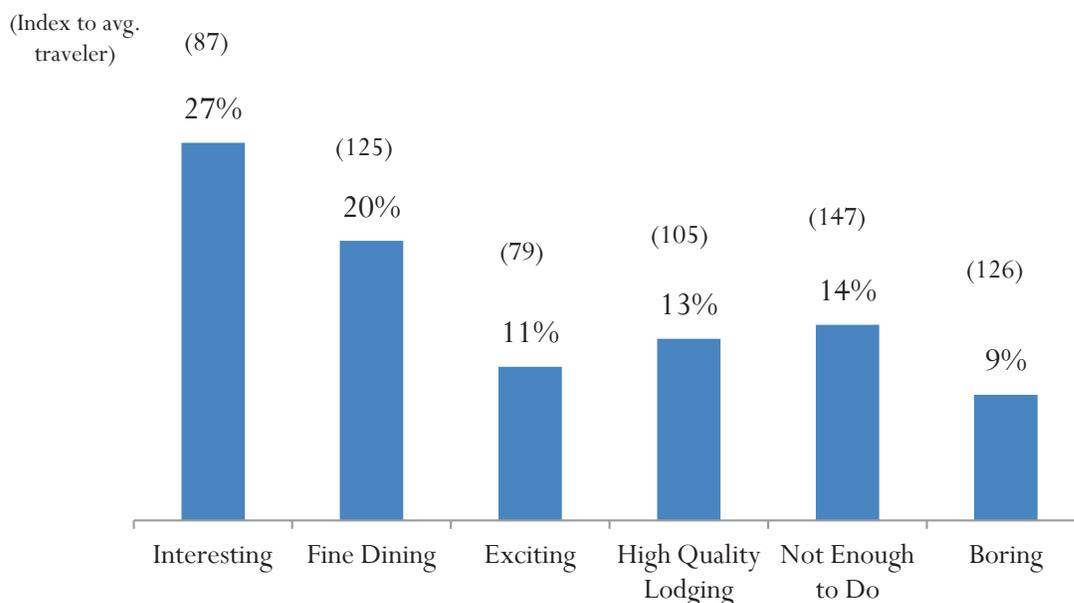
A notable percentage of Discriminating Travelers have visited Maine in the past, but for many this occurred more than twenty years ago. It is concerning that fewer than average among this segment would consider Maine for future travel.

Past Visitation to Maine		Have Ever Considered Maine in the Past	Would Consider Maine in Next 3 Years
Ever	Before 1990		
29% (113)	21% (116)	29% (85)	4% (71)

Impressions of Maine

Positively, the Discriminating Traveler does associate Maine with fine dining and high quality lodging more often than does the average traveler. However, impression gaps exist with their view of the state as being interesting/having enough to do.

Impressions of Maine



B4. What states are you likely to travel to in the next 3 years?

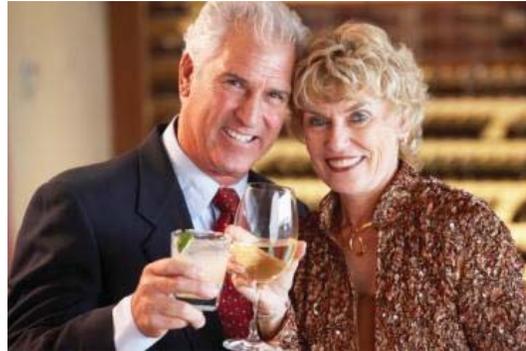
E1. Have you ever taken a vacation or leisure trip in Maine?

E2. In what year did you last travel in Maine?

E3. Have you ever considered Maine for a vacation destination?

E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Discriminating Traveler



Implications for Maine

The Discriminating Traveler is frequently found within Maine’s key drive market, although their consideration to visit the state is lower than average. These travelers are motivated by a desire to be pampered and indulged. Specifically targeting these travelers requires a focus on accommodations, dining, shopping and nightlife. While not a ‘core’ traveler opportunity to Maine, they could represent a niche market for the state – particularly for travel to the greater Portland area or Bar Harbor. They currently have lower than average intention to travel to Maine, given that they feel the state doesn’t offer enough to do. This impression will need to be dislodged if more travel from this segment is desired.

Appropriate media to reach these travelers includes national newspapers and magazines such as Travel & Leisure, Oprah, Money, or Food & Wine. They frequent shopping and entertainment websites and are a user of social media. Programs such as “Shop, Dine & Stay” could also work well with this traveler segment.

Frequent airline travelers, leveraging direct connection cities can also be a way to leverage a weekend romantic getaway or shopping trip with these high-spend individuals.

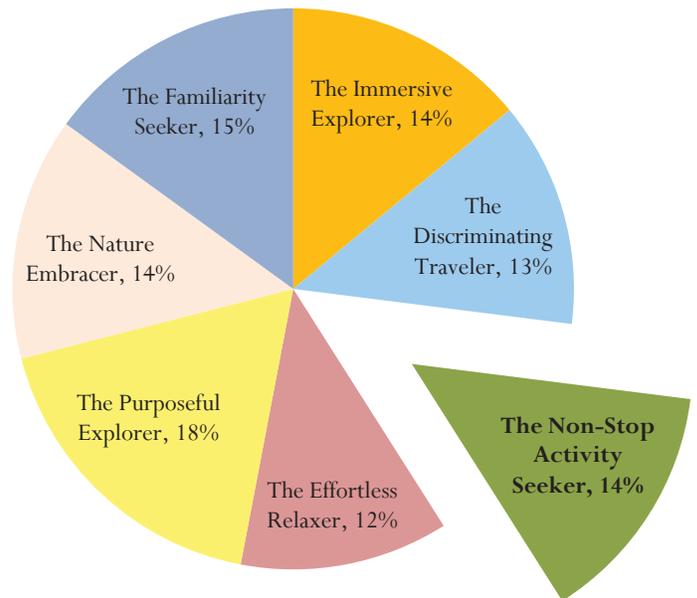
The Non-Stop Activity Seeker



“We need a lot to do on vacation.”

Who Are They?

The Non-Stop Activity Seeker is a group of travelers who are quite young, averaging 42 years of age, and tend to have children in their home. The majority of them work outside the home (61%), but this group has the largest number who report to be unemployed (26%) – quite possibly stay-at-home Moms. Their income is somewhat lower than average, and they are less likely than average to be college educated.



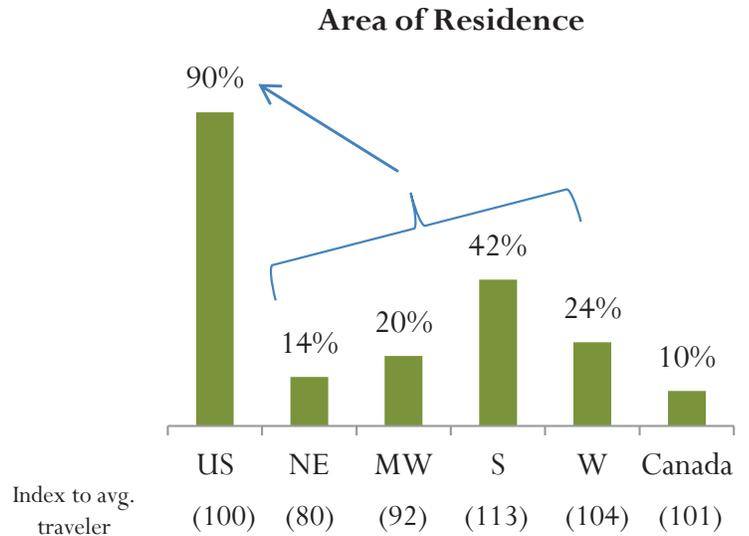
The Non-Stop Activity Seeker: Key Demos (Index vs. Avg. Traveler)

Income	Age	% Married	% w/ Children in home	% College educated	% Employed FT	% Not employed
\$68,880 (95)	41.9 (92)	55% (99)	48% (123)	34% (81)	41% (99)	26% (123)

The Non-Stop Activity Seeker

Where Do They Live?

Non-Stop Activity Seekers are more likely to be found in the South and West, but they are generally vastly spread throughout the United States.



Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
0.89 (98)	2.28 (94)	2.63 (97)

Travel Propensity

Non-Stop Activity Seekers don't seem to travel quite as often as compared to the other traveler segments.

S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Non-Stop Activity Seeker

Who Are They?

Non-Stop Activity seekers are a family oriented segment. They are also on the Internet frequently for things unrelated to work. They shop around for the best prices as money is a constant worry in their lives. They get bored easily and would prefer to be out doing things versus staying at home. They do not have much of an interest in attending plays, operas, or classical concerts – they tend to be country music fans.

Top Box	Attitudes Toward Self and Lifestyle	
	The Non-Stop Activity Seeker	Index vs. the Average Traveler
My family is most important to me	61%	109
I'm on the Internet frequently for things not related to my job	41%	114
I am very cost conscious	28%	105
I spend time shopping to find the best deal	20%	96
Money is a constant worry in my life	21%	110
I'm a country music fan	19%	125
I get bored easily	14%	144
I like attending plays, operas or classical concerts	6%	47
I'm more of a homebody than an explorer	6%	51

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

The Non-Stop Activity Seeker

What do They Like to Do?

The Non-Stop Activity Seeker is a technologically savvy traveler – they enjoy surfing the Internet, texting, watching videos and DVDs. They also enjoy going out to a restaurant, going out with or meeting friends, or doing something with their family/children.

	Hobbies	
	The Non-Stop Activity Seeker	Index vs. the Average Traveler
Surfing the Internet	76%	114
Going out to a restaurant/café	57%	102
Doing something with the family/children	54%	116
Watching videos/DVDs	50%	107
Listening to the radio	48%	110
Going out/meeting friends	44%	107
Texting	41%	125

This type of traveler gets their exercise through a wide range of activities. These include: housework, running or jogging, fitness classes, hiking, participating in team sports, or skiing/snowboarding.

	Sports/Exercise	
	The Non-Stop Activity Seeker	Index vs. the Average Traveler
Housework (e.g., laundry, washing the floor)	57%	115
Running/Jogging	18%	109
Fitness classes (e.g., aerobics, step, dance, spinning)	15%	116
Hiking/backpacking	15%	120
Team sports (e.g., basketball, volleyball, handball, hockey, or football)	11%	111
Skiing or snowboarding	6%	157

G6. Which of the following hobbies do you participate in on a regular basis?

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

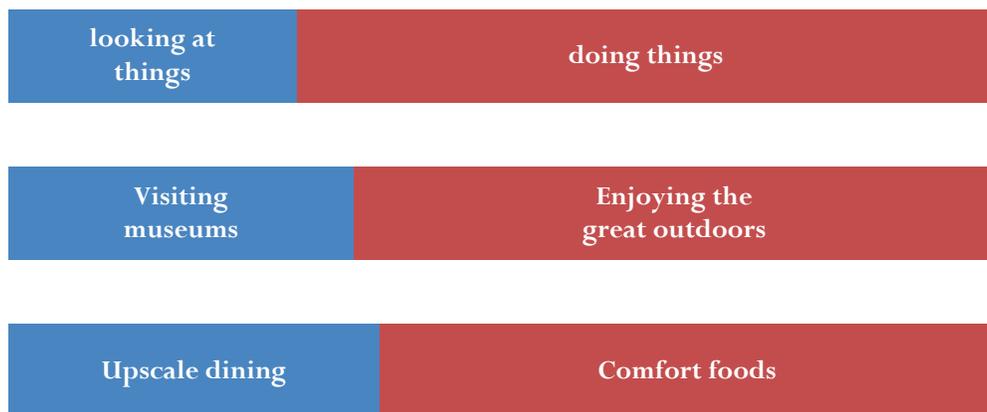
The Non-Stop Activity Seeker

What is a Typical Trip?

When on vacation, the Non-Stop Activity Seeker is looking for lots of activity and action. Vacations to this group are essential for escaping the stress of their daily lives. This traveler type also tends to travel with their family, so spending quality time as a family is important to them on vacation.

Top Box “Absolutely Essential”	Travel Needs	
	The Non-Stop Activity Seeker	Index vs. the Average Traveler
Escaping from the stress of daily life	45%	108
Creating family memories	40%	124
Finding new and different things to do and see	28%	110
Doing something I’ve never done before	21%	103
Lots of activity and action	22%	170
No kids!	14%	78
Stepping back into time at historic places	7%	46
Exploring museums or cultural sites	3%	21
Enjoying theatrical or musical performances	3%	32

Preferences



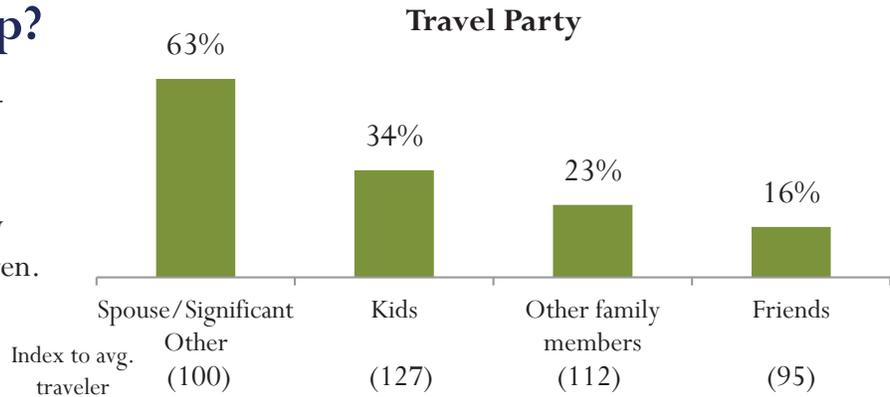
B1. Let’s turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?

B5. Think for a moment about your vacation preferences. For each of the following pairs of activities or accommodations, using the scroll bar below, please click on the point that best represents where you fit along the choices.

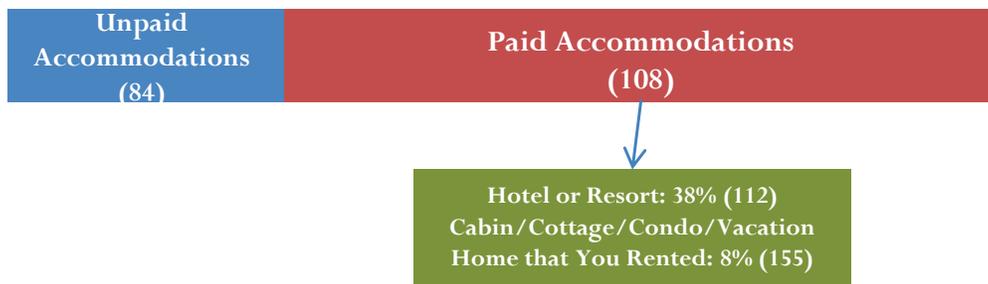
The Non-Stop Activity Seeker

What is a Typical Trip?

The average travel party for a Non-Stop Activity Seeker most often includes a spouse/significant other and/or kids. This is the most likely segment to be traveling with children.

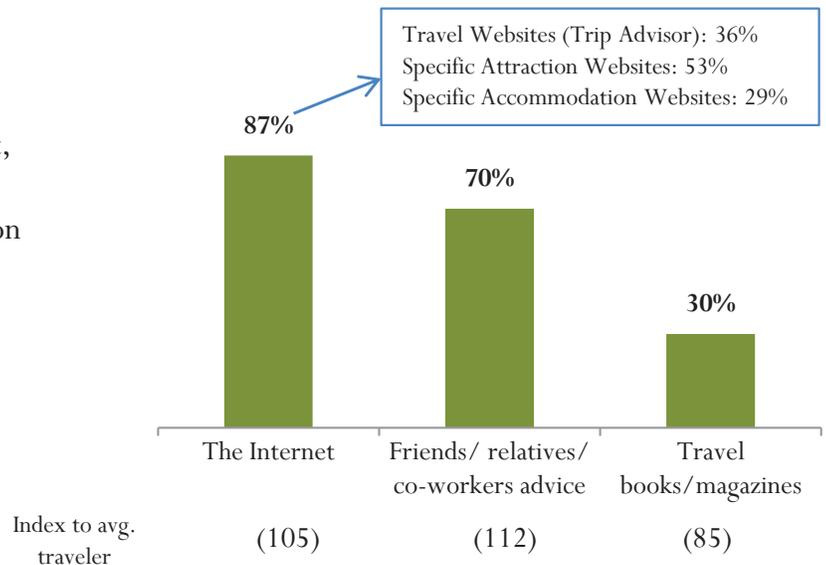


This segment is the most likely segment to stay in paid accommodations when they travel. Particularly in a hotel or resort, or a cabin/cottage/condo/vacation home that they rented.



Trip Planning

The Non-Stop Activity Seeker uses the Internet, friends/relatives/co-workers advice, and travel books or magazines when looking to get vacation ideas. They most often use specific attraction websites when planning a trip.



D1. Who did you go on this trip with?

A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.

A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?

D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Non-Stop Activity Seeker

Desired Trip Activities

	Trip Activities		
	The Non-Stop Activity Seeker	Index vs. the Average Traveler	
Dining out	65%	105	Primary
Shopping for gifts or souvenirs	38%	120	
Pool swimming – indoor or outdoor	28%	120	
Wildlife viewing	19%	118	
Outdoor swimming – lake, ocean, river	19%	131	
Amusement park/water park	19%	140	Notable for Segment
Exploring State and National parks	17%	117	
Hiking or climbing	16%	133	
Fishing	9%	105	
Golfing	6%	115	Less Likely
Visiting art museums	6%	62	
Sailing	1%	26	
White water rafting	1%	59	
Attending operas or classical music events	1%	61	

The Non-Stop Activity Seeker is participating in a variety of activities while on vacation and they are the most likely group to want to go to a water park or amusement park when on vacation. They enjoy dining out, shopping for souvenirs, swimming, wildlife viewing, hiking, and fishing. They are not looking for cultural experiences.

Trip Descriptors

When describing their most recent trip, Non-Stop Activity Seekers describe the vast amount of activity and things to do, as well as a great place to go with family.

	Trip Descriptors	
	The Non-Stop Activity Seeker	Index vs. the Average Traveler
Offers many things to do	49%	121
Great place to escape from my daily routine	49%	123
Great vacation destination for the whole family	46%	122
Great summer outdoor recreation activities	33%	121
Exciting	34%	127
Adventurous	30%	136

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

D13: From the list below, please select the phrases that you feel best describe [State/Province] as a vacation destination. Please check as many or as few as apply.

The Non-Stop Activity Seeker

Media Opportunities

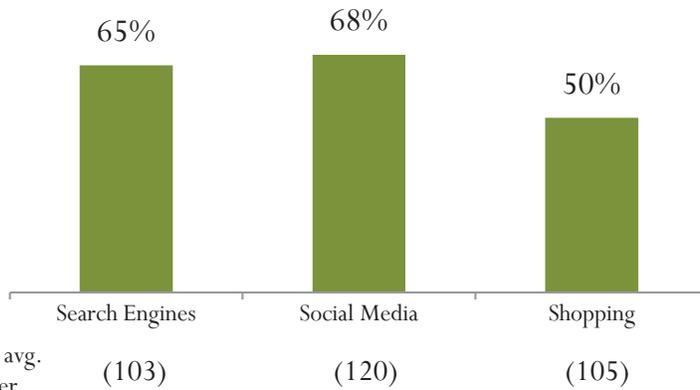
The Non-Stop Activity Seeker does not seem to read magazines as regularly as the other traveler segments. Among the top magazines read by this segment are the entertainment magazines - People, US Weekly, and Cosmopolitan.

The Non-Stop Activity Seeker: Magazines Read Regularly		
		
27% (125)	14% (117)	13% (112)

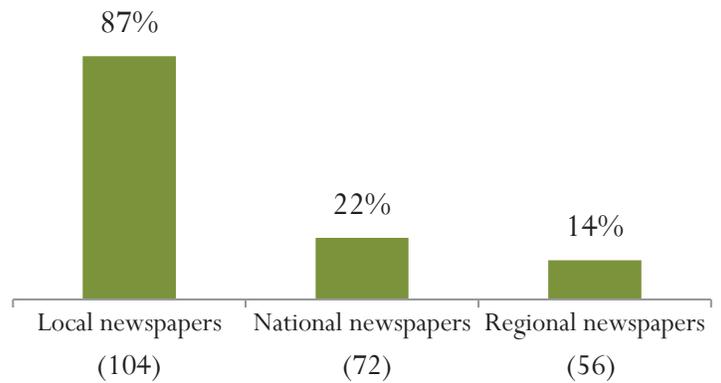
The Non-Stop Activity Seeker is more likely than any other traveler segment to utilize social media. They often use search engines and use the Internet for shopping as well.

This traveler is unlikely to read National or Regional newspapers in comparison to other segments – they mainly read local newspapers.

Internet Sites



Types of Newspapers



G4. Which of the following magazines do you read regularly?
 G5. What type of sites do you like to visit on the Internet?
 G8. What types of newspapers do you read frequently?

The Non-Stop Activity Seeker

Interest in Maine

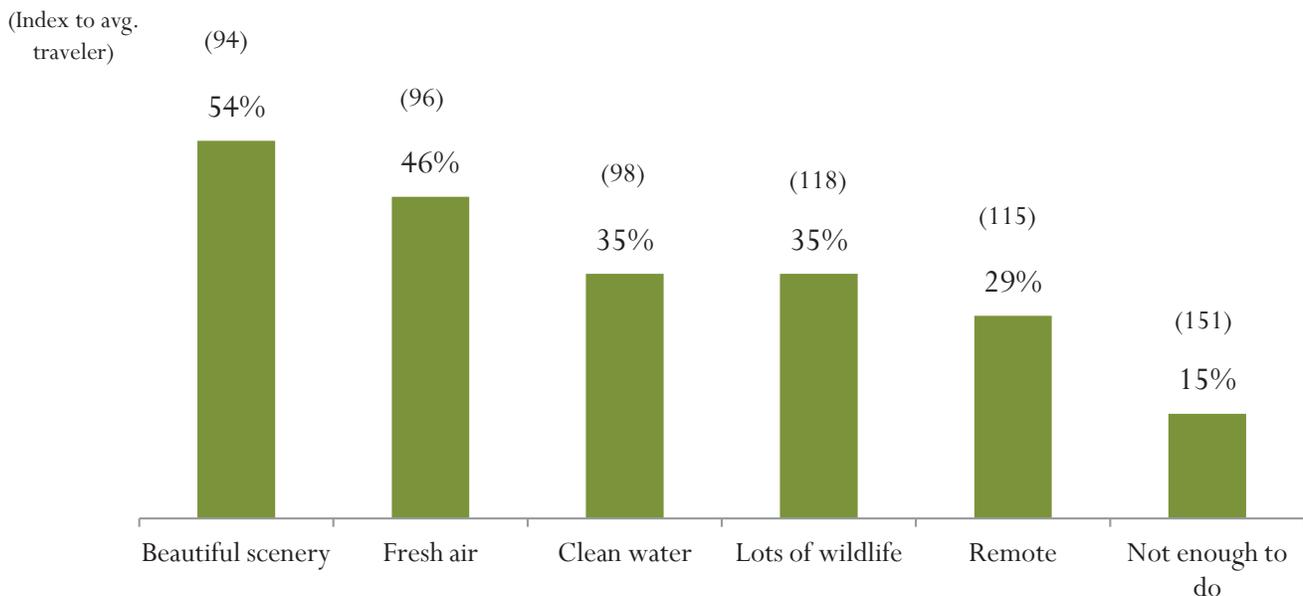
Non-Stop Activity Seekers are unlikely to have visited Maine in the past, in fact, few have ever considered visiting Maine. While almost 10% are considering Maine to travel in the next three years, interest is very polarizing – they also report the highest bottom box score for likelihood to consider Maine in the future.

Past Visitation to Maine		Ever Considered Maine in the Past	Likely to Travel to Maine in Next 3 Years	Likely to Consider Maine in the Future (Bottom Box)
Ever	Before 1990			
22% (83)	18% (98)	30% (88)	7% (115)	10% (138)

Impressions of Maine

The Non-Stop Activity Seeker associates Maine with having beautiful scenery, fresh air, clean water, lots of wildlife and remote. They are also the most likely group to report that there is not enough to do in Maine – perhaps the biggest reason why this Non-Stop Activity Seeker is not considering Maine as a vacation destination at this point.

Impressions of Maine



B4. What states are you likely to travel to in the next 3 years?

E1. Have you ever taken a vacation or leisure trip in Maine?

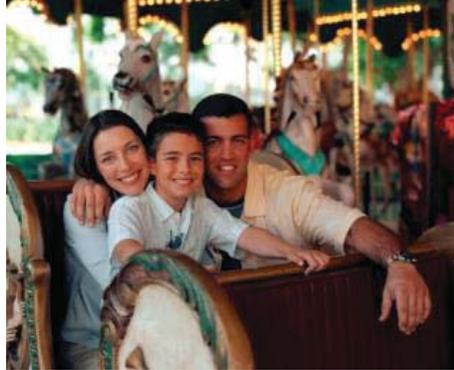
E2. In what year did you last travel in Maine?

E3. Have you ever considered Maine for a vacation destination?

E5. How likely are you to visit Maine in the future?

E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Non-Stop Activity Seeker



Implications for Maine

The Non-Stop Activity Seeker is often a family of moderate means and somewhat lower than average education relative to other traveler segments. They are not heavy travelers, and are very cost conscious. They are likely to travel with their children, and on that trip engage in a number of activities. They like to be busy. However, these activities are generally not focused on culture or history. They are also less likely to engage in more extreme outdoor sporting, such as white water rafting or even sailing. Rather, they are quite likely to be swimming, going to amusement parks or national parks. They may even go golfing or view wildlife. They do tend to stay in paid accommodations, and often a rented condo or cottage. They tend to prefer more family dining over fine dining.

However, the Non-Stop Activity Seeker in general is not a strong target for MOT. First, they are represented less frequently within MOT's drive market than some other segments. They also tend to have a more negative view of Maine, more often describing it as "remote," or "not having enough to do." They have a lower propensity to have already traveled to Maine, as well as a low consideration to travel to Maine in the future.

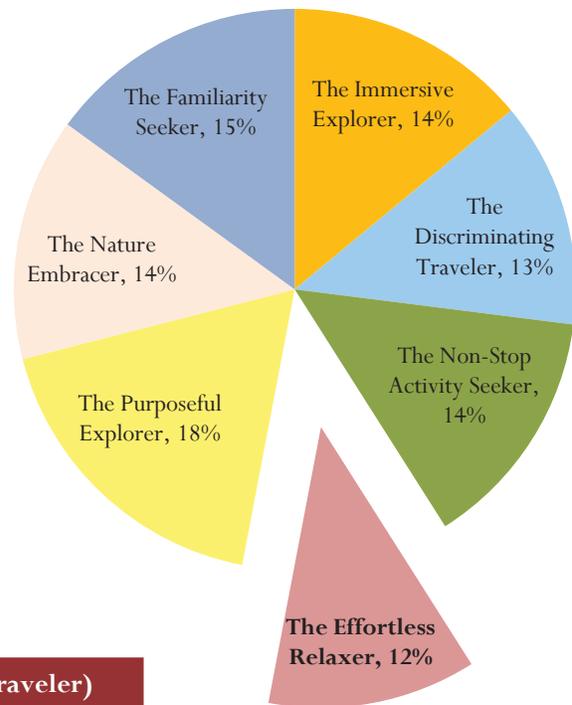
The Effortless Relaxer



“I don’t want to do anything on vacation.”

Who Are They?

The Effortless Relaxer is a slightly older group. Somewhat less educated than the average traveler, they report slightly lower than average income. They are likely employed, and often in a customer service, healthcare, secretarial or manual labor role. They are the most likely group to be married and the most likely to be Caucasian (89%).



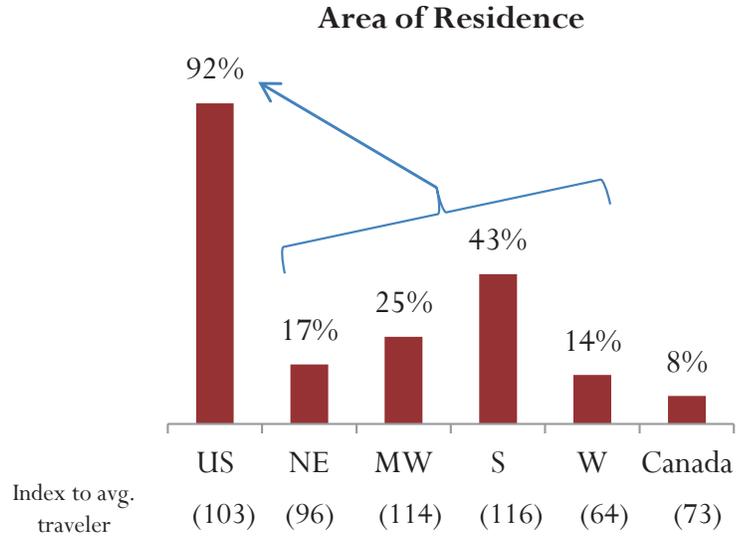
The Effortless Relaxer: Key Demos (Index vs. Avg. Traveler)

Income	Age	% Married	% College educated	% Employed FT
\$71,060 (98)	47.9 (105)	62% (111)	37% (88)	44% (105)

The Effortless Relaxer

Where Do They Live?

Effortless Relaxers are most often found in the United States and often in the Midwest and South. This segment is least likely to hail from the West.



Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
0.61 (67)	2.16 (89)	2.64 (97)

Travel Propensity

Effortless Relaxers are less likely to travel than the average traveler. Further, they are the least likely segment to be making travel decisions themselves.



S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Effortless Relaxer

Who Are They?

Effortless Relaxers are very cost conscious and worry about having enough money. They are strongly focused on family and their faith. They are conservative with regard to taking chances and do not consider themselves to be explorers.

Top Box	Attitudes Toward Self and Lifestyle	
	The Effortless Relaxer	Index vs. the Average Traveler
I am very cost conscious	36%	139
I like to be socially connected to friends and family	30%	120
I'd rather be safe than sorry	31%	129
I believe its important to maintain traditions	31%	133
My religious beliefs are the cornerstone of my life	27%	129
I do not like to be the center of attention	27%	145
Money is a constant worry in my life	27%	144
I'm a country music fan	22%	142
I'm more of a homebody than an explorer	21%	191

What do They Like to Do?

Effortless Relaxers are rather sedentary individuals. They are the most likely to watch TV regularly, and engage in all fitness activities except housework at a lower than average level.

	Hobbies	
	The Effortless Relaxer	Index vs. the Average Traveler
Watching TV	81%	108
Surfing the Internet	71%	107
Doing something with family	56%	120
Texting	37%	113
Playing board games	24%	117

	Sports/Exercise	
	The Effortless Relaxer	Index vs. the Average Traveler
Housework	53%	105

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

G6. Which of the following hobbies do you participate in on a regular basis?

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

The Effortless Relaxer

Travel Attitudes

As Effortless Relaxers don't take vacations very often, they have a heightened sense that this vacation needs to be a complete escape. These travelers are not looking for adventure, but rather just a place to get away and unwind.

Top Box	Leisure Travel	
	The Effortless Relaxer	Index vs. the Average Traveler
I don't want to do much on vacation	21%	173
We spend as little money as possible on getting where we're going	16%	121
We plan every minute of a vacation trip	1%	14
When I go on vacation, I want to relax, unwind and recharge	86%	177
When I go on vacation I want to get away from my hectic life	73%	180
Vacation gives me the opportunity to spend quality time as a family	52%	128
Vacation allows us to spend quality time as a couple	49%	131
Getting away for vacation is essential for me	42%	123
I don't want to have to think much when I'm on vacation	44%	153
I view vacation as my one time to get away from it all	35%	151
I like the comfort of returning to a familiar location	27%	142
I do not frequently take vacation	21%	144

A4. Below is a list of statements about leisure travel. Please indicate how much you agree or disagree with each statement using the scale shown in the table below.
 B2. Listed below are some of the ways people like to take vacations. How true is each of these statements for you?

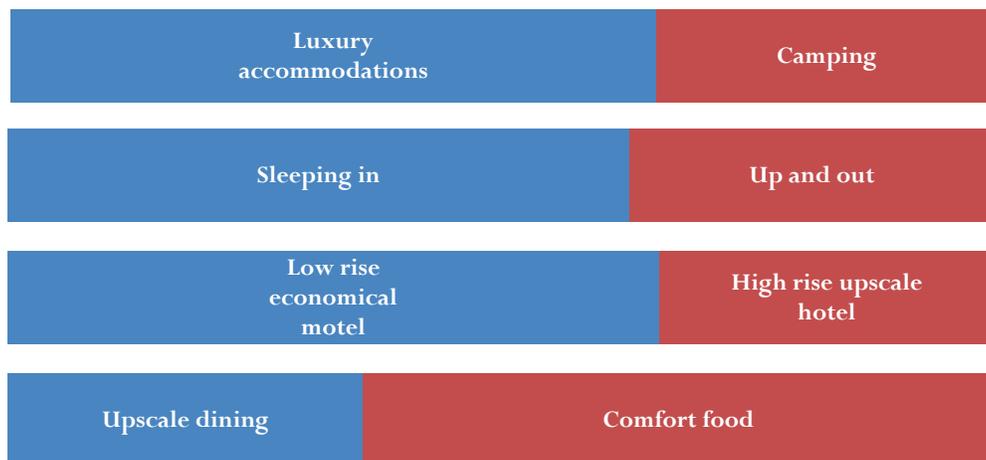
The Effortless Relaxer

What is a Typical Trip?

The absolutely essential component of an Effortless Relaxer vacation is lack of activity. While they prefer luxuriating resorts over camping, in general these travelers are not specifically seeking luxury dining or accommodations.

Top Box “Absolutely Essential”	Travel Needs	
	The Effortless Relaxer	Index vs. the Average Traveler
Just doing what I like to do	60%	140
Escaping from the stress of daily life	75%	177
Resting and relaxing	67%	161
Creating family memories	40%	122
Never having to set an alarm clock	58%	195
Reconnecting with family members	32%	125
Going to a resort where everything is taken care of	24%	126
No kids!	23%	123
Doing nothing but laying on the beach	16%	130
Being around lots of people	2%	22
Exploring museums or cultural sites	3%	18
Lots of activity and action	1%	5
Challenging my abilities by roughing it in nature	<1%	4
Luxuriating in expensive resorts	3%	30
Testing my skills in sports activities	7%	27
Enjoying sophisticated dining experiences	4%	31

Preferences



B1. Let’s turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?

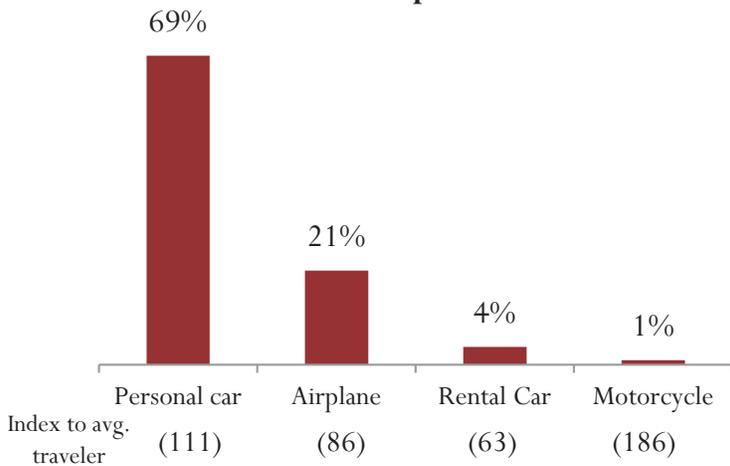
B5. Think for a moment about your vacation preferences. For each of the following pairs of activities or accommodations, using the scroll bar below, please click on the point that best represents where you fit along those choices.

The Effortless Relaxer

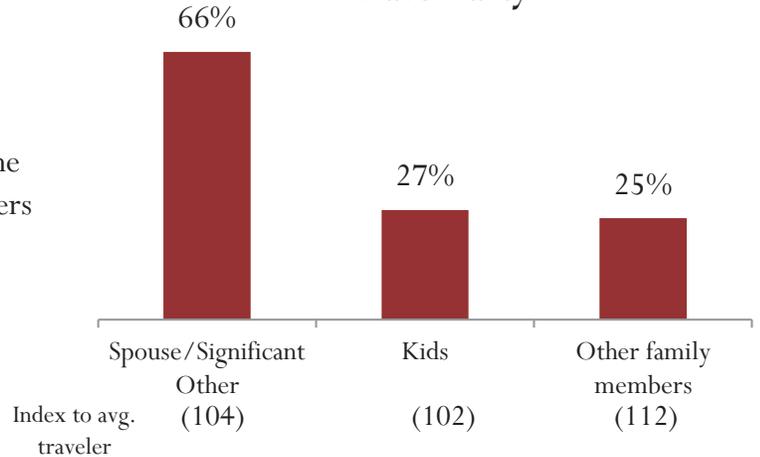
What is a Typical Trip?

Effortless Relaxers frequently travel with their spouse/significant other and children. They are also the most likely segment to travel with other family members as well.

Mode of Transportation



Travel Party

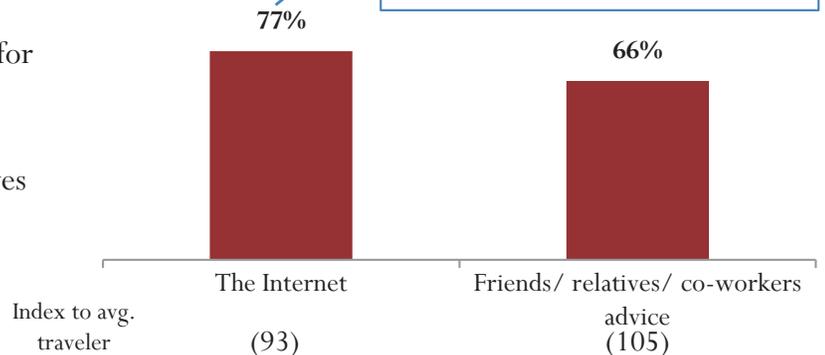


Effortless Relaxers are likely to use their personal car or motorcycle to travel to their destination. They are much less likely to fly or use a rental car.

Specific Attraction Websites: 38%
 Travel Websites (Trip Advisor): 35%
 Local Area Websites: 35%
 State Tourism Website: 32%
 Specific Accommodation Websites: 29%

Trip Planning

Effortless Relaxers are likely to use the Internet for travel planning, however, are less likely than the average traveler to engage in any of these travel sources – with the exception of friends or relatives advice.



Once arriving, they are more likely to use paid accommodations, although they show higher propensity to rent a cabin or cottage, or to stay in a more economical motel or hotel. They are less likely to stay at a campground.



D10. Which of the following types of transportation did you use to travel the most miles from your home to get to your destination?

D1. Who did you go on this trip with?

A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.

A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?

D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Effortless Relaxer

Desired Trip Activities

	Trip Activities	
	The Effortless Relaxer	Index vs. the Average Traveler
Dining out	68%	110
Resting/relaxing	64%	116
Visiting friends/family	41%	112
Pool swimming	29%	124
Sunbathing	24%	140
Casino gaming/gambling	18%	118
Outdoor swimming	17%	118
Attending fine restaurants	19%	90
Skiing - downhill	1%	136
Fishing	5%	55
Hiking or climbing	7%	56
Nature cruises/tours	5%	65
Viewing Fall colors	2%	46
White water rafting	1%	42

Primary Segment: Dining out, Resting/relaxing, Visiting friends/family, Pool swimming, Sunbathing, Casino gaming/gambling, Outdoor swimming, Attending fine restaurants

Likely Segment: Skiing - downhill, Fishing, Hiking or climbing, Nature cruises/tours, Viewing Fall colors, White water rafting

Notable for Segment: Dining out, Resting/relaxing, Visiting friends/family, Pool swimming, Sunbathing, Casino gaming/gambling, Outdoor swimming, Attending fine restaurants, Skiing - downhill, Fishing, Hiking or climbing, Nature cruises/tours, Viewing Fall colors, White water rafting

The Effortless Relaxer can be found sitting by a pool or on a beach. At night, they will go out to dinner and perhaps test their luck with slot machines. They are generally not engaged in outdoor sporting activities or nature touring. However, a few do engage in water sports.

Trip Descriptors

When describing their most recent trip, Effortless Relaxers mention good food, a great place to unwind, easy to get to, and a great place to escape their everyday routines.

	Trip Descriptors	
	The Effortless Relaxer	Index vs. the Average Traveler
Good food	59%	119
Great place to unwind	59%	124
Easy to get to	50%	117
Offers many things to do	49%	122
Great place to escape the everyday routine	53%	132
Low stress	49%	126
Great destination for the whole family	48%	127
Great Winter outdoor recreation	13%	130

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

D13: From the list below, please select the phrases that you feel best describe [State/Province] as a vacation destination. Please check as many or as few as apply.

The Effortless Relaxer

Media Opportunities

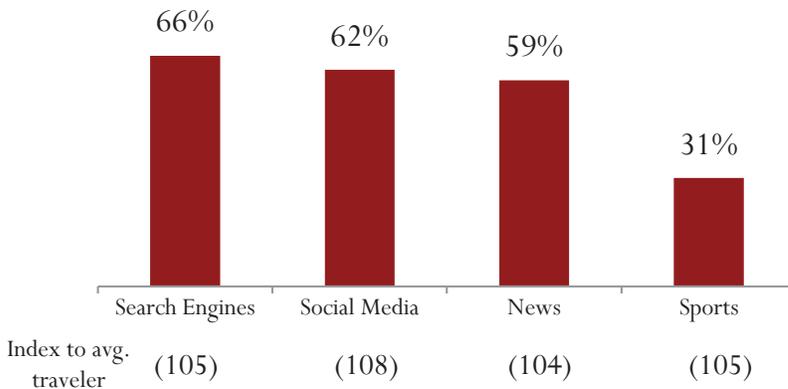
The Effortless Relaxer is likely to read People magazine, Good Housekeeping, Woman’s Day, and Prevention.

The Effortless Relaxer: Magazines Read Regularly			
			
23% (103)	22% (142)	22% (155)	9% (126)

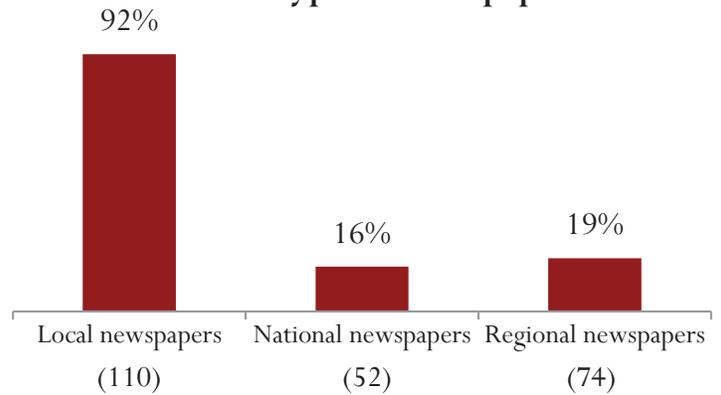
The Effortless Relaxer visits search engines, social media and news websites on the Internet. It is also common for this traveler to visit sports websites online.

This traveler is less likely than all other traveler segments to read National newspapers.

Internet Sites



Types of Newspapers



G4. Which of the following magazines do you read regularly?
 G5. What type of sites do you like to visit on the Internet?
 G8. What types of newspapers do you read frequently?

The Effortless Relaxer

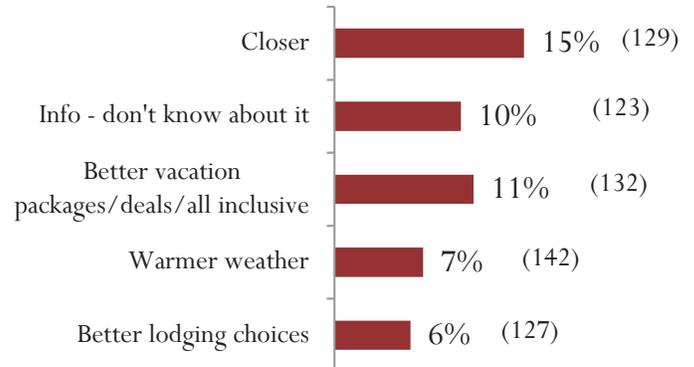
Interest in Maine

Effortless Relaxers are the least likely to have traveled to Maine, and report the lowest level of those who have ever considered travel there. Further, they have the highest level of negative intent to travel to the state.

Past Visitation to Maine		Have Ever Considered Maine in the Past	Likelihood to Travel to Maine in Next 3 Years	Likely to Consider Maine in the Future Bottom 2 Box
Ever	Before 1990			
20% (77)	16% (88)	27% (79)	6% (104)	37% (122)

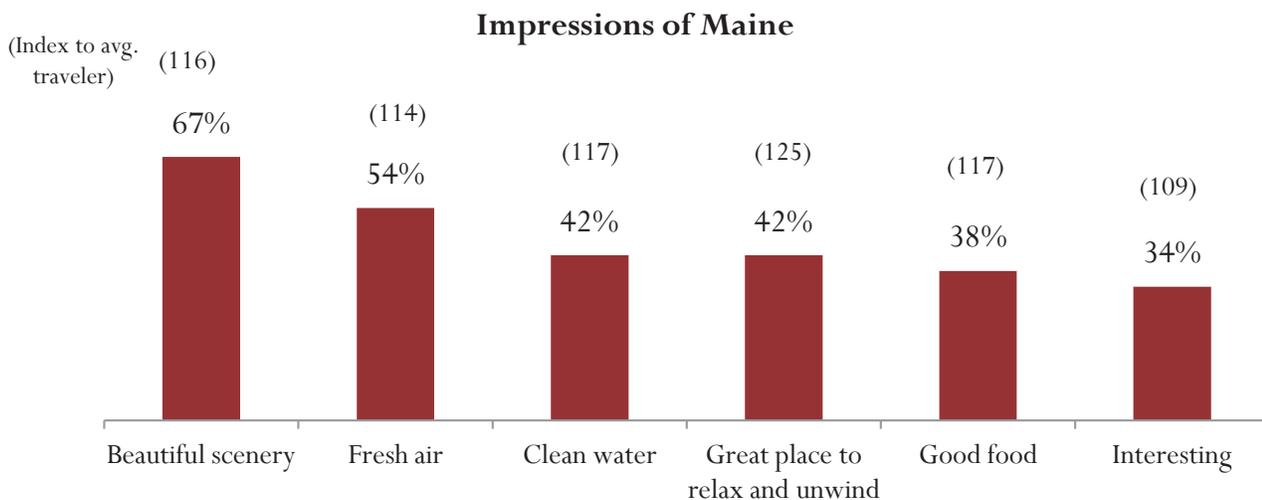
When asked what Maine needs to offer to make it a more desirable destination, Effortless Relaxers appear to be dissuaded by distance, a lack of knowledge, or a desire for better vacation packages/accommodations.

What Maine Needs to Offer



Impressions of Maine

The Effortless Relaxer, while at times saying that they need more information about Maine, actually have a clearer imagery of the state than the average traveler does.



- B4. What states are you likely to travel to in the next 3 years?
- E1. Have you ever taken a vacation or leisure trip in Maine?
- E2. In what year did you last travel in Maine?
- E3. Have you ever considered Maine for a vacation destination?
- E5. How likely are you to visit Maine in the future?
- E6. What would Maine need to offer to make it a more desirable destination for you?
- E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Effortless Relaxer



Implications for Maine

The Effortless Relaxer is defined by his/her need to get away from it all and engage in relatively restful activities. They are generally not heavy travelers, and are described as having a lower level of income and education than the average traveler. Effortless Relaxers tend to have sedentary hobbies – such as watching TV or surfing the Internet. They are very cost conscious and have a limited desire for exploration. While they are not campers, they are not luxury seekers either. They tend to gravitate to more economical motel or hotel accommodations, and usually make their trips via the family car. They prefer comfort food over upscale dining. In general, a beach vacation seems ideally suited to this group.

They are found at a less than average proportion in Maine’s drive market, suggesting that they are not a primary target for MOT. They have a relatively good impression of Maine, however, have been less likely to have traveled there or considered it for travel. When asked what Maine needs to do to attract them, they communicate that they wish it were closer, and had more economical vacation packages.

Overall, the Effortless Relaxer is not a key segment for the many regions of Maine travel, but it is a key segment for the Southern Maine Beaches. When looking at those Effortless Relaxers who live within Maine’s drive market (see: A Look Inside MOT’s Advertising Market), we see a much stronger preference for Massachusetts over Maine (likely influenced by Cape Cod). To attract this group, therefore, a more targeted program might be in order – focusing on communicating how close the Maine beaches are relative to Cape Cod, and offering some good value packages to motivate a trip.

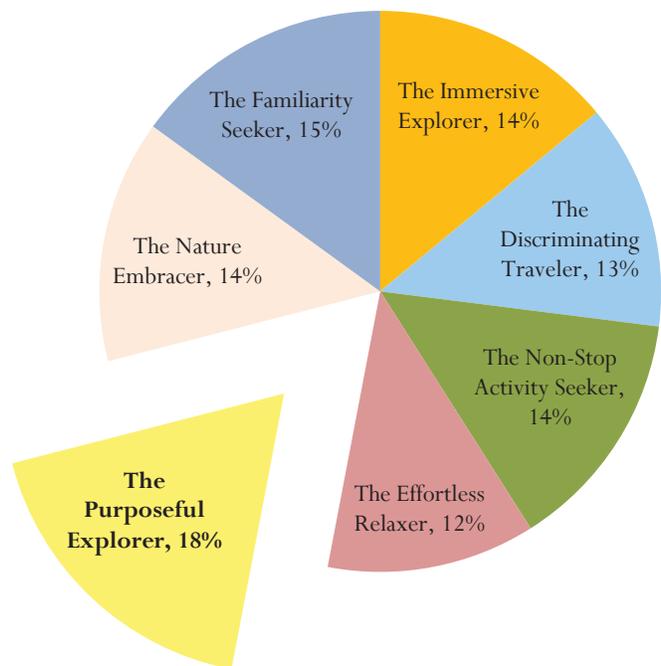
The Purposeful Explorer



“I need an excuse to go somewhere – then I like to engage in all that is there.”

Who Are They?

The Purposeful Explorer is the youngest of all segments, and most are full-time in the workforce. They report a relatively high level of income and a higher than average education. They are most often employed in a white-collar job as a business owner or manager. They are the least likely to be Caucasian (75%), and the most likely to be Asian or Hispanic/Latino.



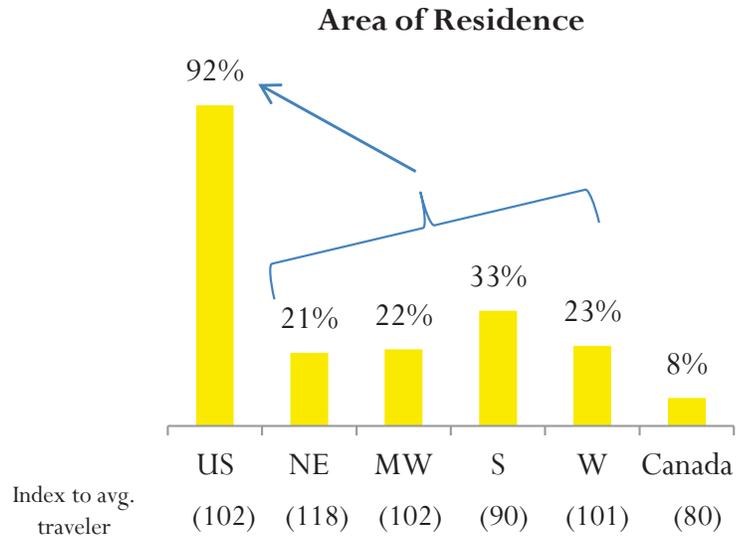
The Purposeful Explorer: Key Demos (Index vs. Avg. Traveler)

Income	Age	% Married	Single	% College educated	% Employed FT
\$76,410 (105)	39.9 (88)	50% (90)	35% (155)	46% (110)	56% (133)

The Purposeful Explorer

Where Do They Live?

Purposeful Explorers can be found in abundance in the northeast, a prime marketing target for MOT. They are the least likely segment to be from Canada.



Travel Propensity

Purposeful Explorers are frequent travelers, and are the most frequent business travelers.

Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
1.53 (168)	2.73 (112)	2.81 (103)

S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Purposeful Explorer

Who Are They?

Purposeful Explorers are about excitement and taking risks, engaging in athletic pursuits, and spending time with friends. They are busy, and seek convenience. Conversely, they are the least likely to be cost conscious.

Top Box	Attitudes Toward Self and Lifestyle	
	The Purposeful Explorer	Index vs. the Average Traveler
Physical activity is an important part of my life	21%	116
My job/career is very important to me	19%	120
Community is very important to me	17%	130
I tend to try new things before most of my friends do	15%	134
We're all so busy today, I don't spend as much time with my children as I would like	11%	107
I get bored easily	10%	105
I am very busy and looking for convenience	12%	141
I enjoy watching sports	16%	184
My favorite activities take place with a group of people	13%	153
I like to participate in team sports	21%	263
I'm a risk taker	11%	146
It is important for me to be up on the latest trends	13%	168
I seek to have the latest fashions in my closet	11%	161
I am very cost conscious	17%	64

What do They Like to Do?

The Purposeful Explorer is engaged in a wide array of sporting activities.

	Sports/Exercise	
	The Purposeful Explorer	Index vs. the Average Traveler
Golf	23%	196
Team sports	20%	203
Dancing	10%	125
Racquet sports	8%	193
Skiing or snowboarding	7%	194
Rollerblading	4%	150
Playing physical games with children	21%	140
Running/jogging	22%	134
Swimming	29%	123
Bicycling	21%	113

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

The Purposeful Explorer

Travel Attitudes

The Purposeful Explorer, being the youngest of all segments, is still interested in the exciting vacations of youth – spending time with friends, partying, and engaging in things on a spur-of-the-moment basis.

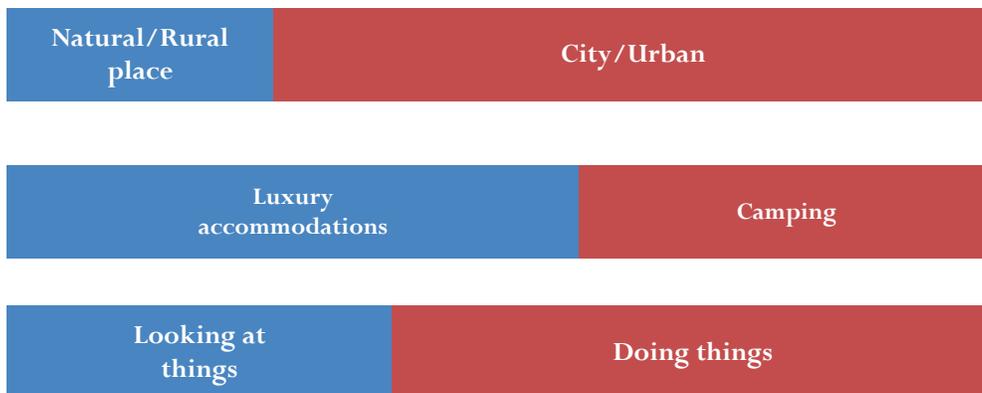
Top Box	Leisure Travel	
	The Purposeful Explorer	Index vs. the Average Traveler
Vacation is when I spend quality time with my friends	21%	116
I like to have action-packing days when I'm on vacation	16%	116
Vacation is my excuse to party!	14%	124
Vacation is a chance to explore my creative side	16%	145
I like to brag about my trips	13%	123
Vacations are spur of the moment activities	12%	171
I can never quite disconnect from work when I'm on vacation	10%	192

Purposeful Explorers are one of the most adventuresome segments with regard to trying new things.



While the Purposeful Explorer may want to test themselves with extreme activities, they are not in particular looking for a rural setting. They have the income to afford nicer accommodations.

Preferences



A4. Below is a list of statements about leisure travel. Please indicate how much you agree or disagree with each statement using the scale shown in the table below.

B3. When you are choosing a site for a leisure or vacation trip, are you more likely -

B5. Think for a moment about your vacation preferences. For each of the following pairs of activities or accommodations, using the scroll bar below, please click on the point that best represents where you fit along those choices.

The Purposeful Explorer

What is a Typical Trip?

The Purposeful Explorer is about throwing themselves into the environment in which they choose to travel to. They are the most likely segment to experience city life and be around lots of people. Conversely, they are also comfortable testing their sporting skills or their ability to rough it in nature. They are the most likely group that will specifically travel to an event, be it a music festival or concert, or a sporting event. They are also the most likely to embrace a “Spring break attitude” – get a tan, gamble, and dance late into the night. Not to say that the Purposeful Explorer is all about “the Party,” they are the most likely segment to consider volunteerism travel, and they are more likely to be interested in ecotourism.

Top Box “Absolutely Essential”	Travel Needs	
	The Purposeful Explorer	Index vs. the Average Traveler
Following my favorite sports team or player	24%	366
Attending a major sporting event	22%	344
Experiencing city life	19%	171
Traveling to music festivals or concerts	18%	189
Testing my skills in sports activities such as golf, skiing, or fishing	18%	220
Enjoying theatrical or musical productions	17%	176
Challenging my abilities to rough it in nature	17%	217
Attending fairs or festivals	16%	152
Learning about sustainability and the environment	14%	161
Getting a tan	14%	156
Being exhilarated by the excitement of gambling	14%	195
Late night dancing	14%	200
Luxuriating in expensive resorts	13%	155
Shopping ‘til I drop	12%	163
Being around lots of people	12%	171
Volunteerism	10%	226

B1. Let’s turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?

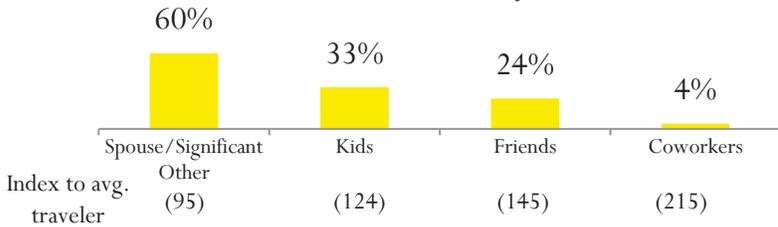
The Purposeful Explorer

What is a Typical Trip?

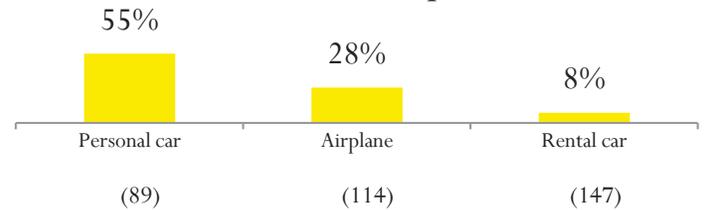
Purposeful Explorers are the least likely segment to travel with a spouse, yet given their young age, they are more likely to travel with children. They are the most likely segment, however, to be traveling with friends or coworkers.

Purposeful Explorers are the least likely to use their personal car for travel. Rather, they are more likely to fly or utilize a rental car.

Travel Party

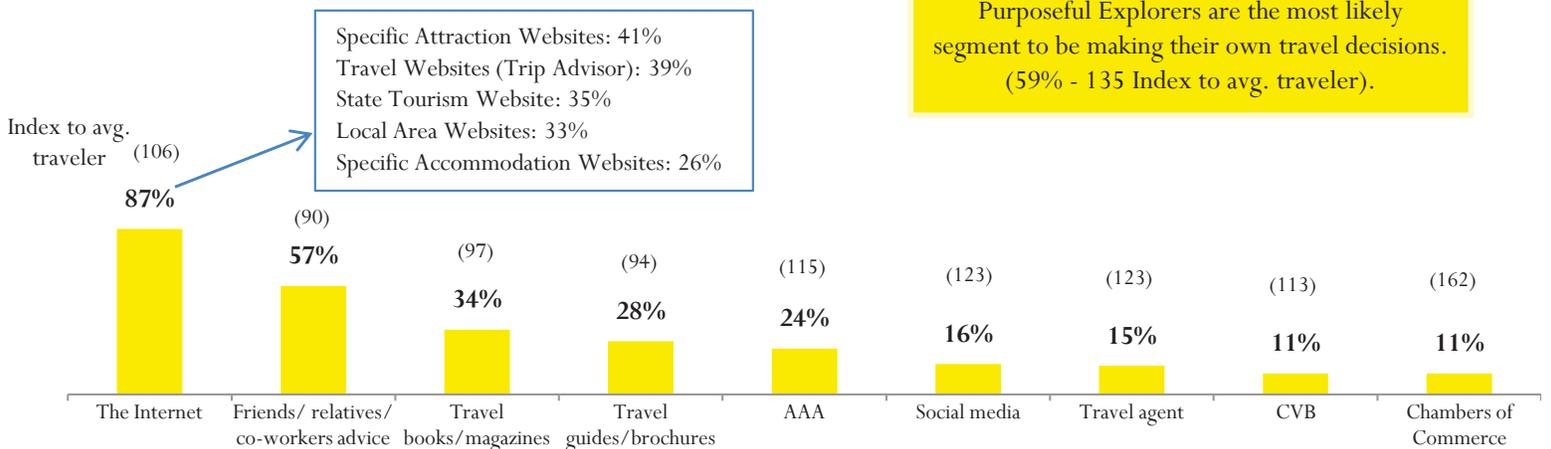


Mode of Transportation



Trip Planning

Purposeful Explorers are heavy users of the Internet for travel planning. Interestingly, they rely less on the recommendations of friends or relatives or printed materials. They do, however, rely on expert advice, such as AAA, travel agents, CVBs or local chambers of commerce. Likely related to their young age, this segment also uses social media to aid trip planning.



Purposeful Explorers are most likely to stay in a hotel or resort when traveling (39%), followed by the home or condo of a friend (22%). They are less likely to stay in lower budget accommodations (17%).



- D10. Which of the following types of transportation did you use to travel the most miles from your home to get to your destination?
- D1. Who did you go on this trip with?
- A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.
- A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?
- D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Purposeful Explorer

Desired Trip Activities

The primary activities engaged in by all segments (such as dining out or sightseeing) are also done by Purposeful Explorers, albeit at lower levels than other segments. Rather, Purposeful Explorers are about action and engagement – either at a sporting event or on the golf course. These travelers are do-ers, and want a lot to do.

	Trip Activities		
	The Purposeful Explorer	Index vs. the Average Traveler	
Dining out	50%	82	Primary
Resting/relaxing	45%	81	
Sightseeing	33%	81	
Visiting friends/family	28%	77	
Dancing	14%	144	
Golfing	11%	194	Notable for Segment
Attending sporting events	9%	164	
Viewing fall colors	6%	150	
Motor boating	5%	148	
Water skiing	4%	160	
Riding all terrain vehicles	4%	200	
Sailing	4%	186	
White water rafting	4%	243	
Hunting	3%	287	
Downhill skiing/snowboarding	2%	234	
Cross country skiing	2%	261	

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

The Purposeful Explorer

Media Opportunities

In general, the Purposeful Explorer is a more avid magazine reader than other segments. In particular, they enjoy reading the following magazines.

The Purposeful Explorer: Magazines Read Regularly						
						
26% (196)	20% (92)	19% (118)	17% (142)	14% (121)	13% (161)	13% (222)

The Purposeful Explorer: Magazines Read Regularly					
					
10% (152)	9% (160)	9% (164)	10% (215)	8% (228)	13% (130)

The Purposeful Explorer: Magazines Read Regularly					
					
6% (160)	5% (246)	6% (146)	6% (198)	4% (196)	4% (276)

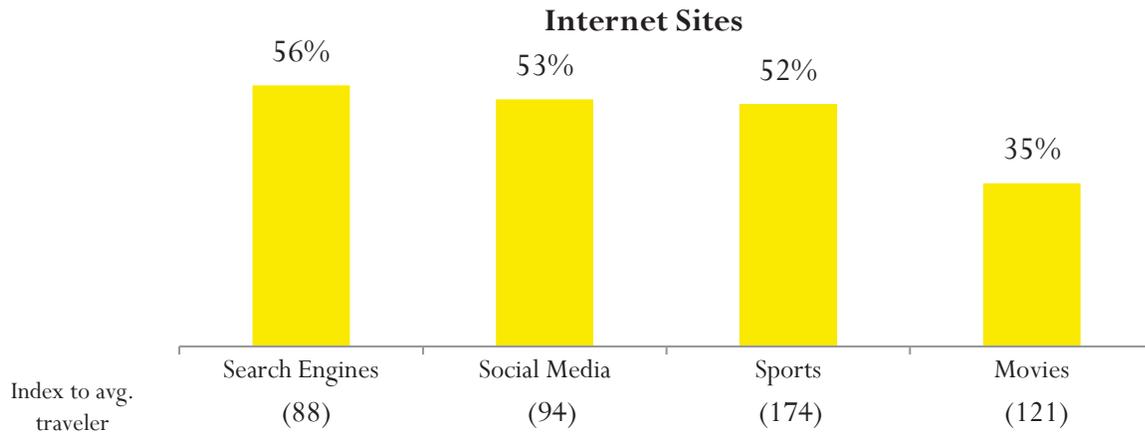
The Purposeful Explorer: Magazines Read Regularly				
				
4% (210)	3% (187)	2% (284)	2% (315)	2% (205)

G4. Which of the following magazines do you read regularly?

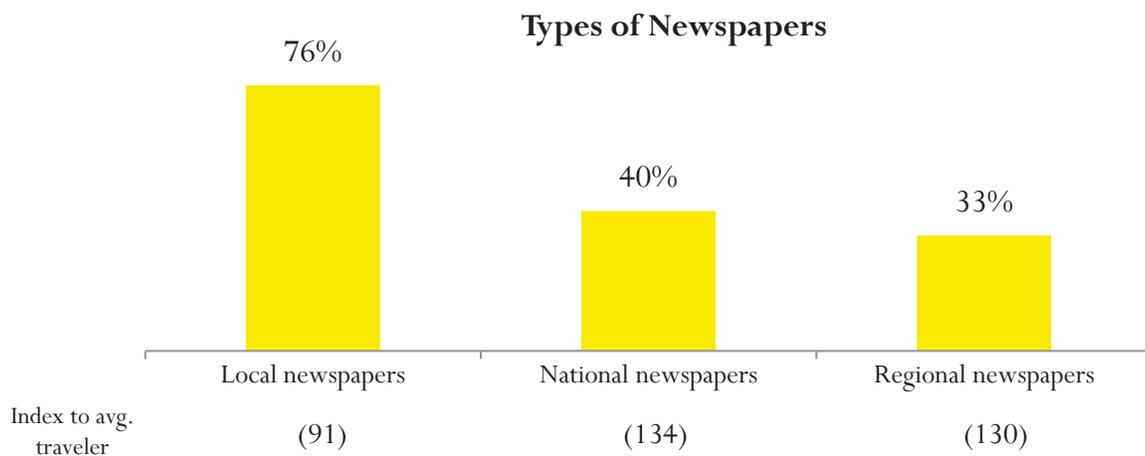
The Purposeful Explorer

Media Opportunities

The Purposeful Explorer reports the highest visitation of sports websites out of all the traveler segments. While they do use social media for trip planning, they are less likely than other segments to be generally using search engines or social media.



This traveler type reads National newspapers more often than any other traveler segment. They are also the most likely segment to read regional newspapers.



G5. What type of sites do you like to visit on the Internet?

G8. What types of newspapers do you read frequently?

The Purposeful Explorer

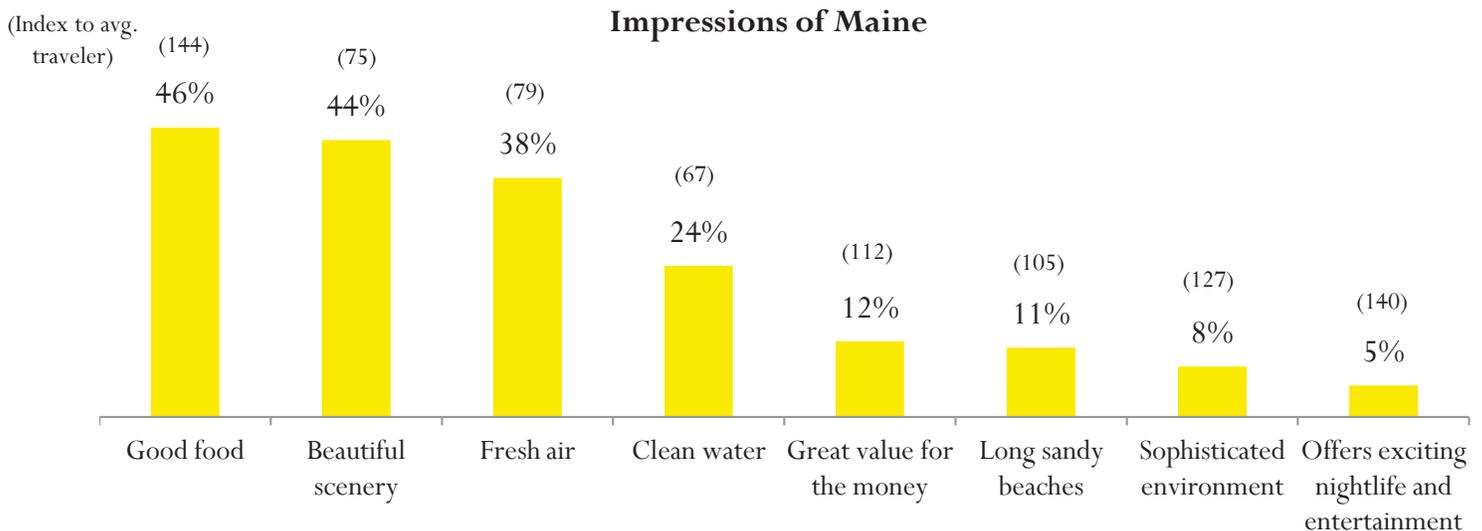
Interest in Maine

Purposeful Explorers are more likely to have traveled to Maine in the past, and more recently (understandable given their age). However, while they have considered Maine for travel, it is not generally on their short-term horizon.

Past Visitation to Maine		Have Ever Considered Maine in the Past	Likelihood to Travel to Maine in the Next 3 Years
Ever	Before 1990		
28%	12%	37%	4%
(107)	(64)	(110)	(69)

Impressions of Maine

In general, the Purposeful Explorer reports the lowest imagery of Maine among the segments. They don't necessarily view the state negatively, but they don't direct strong positive imagery toward it either – other than good food, they seem to lack a strong awareness of what it has to offer.



- B4. What states are you likely to travel to in the next 3 years?
- E1. Have you ever taken a vacation or leisure trip in Maine?
- E2. In what year did you last travel in Maine?
- E3. Have you ever considered Maine for a vacation destination?
- E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Purposeful Explorer



Implications for Maine

The Purposeful Explorer is a key, but non-optimized segment for Maine. They are young, highly educated and compensated, and travel frequently. They have a greater likelihood to reside within MOT's advertising market. There is an active, energetic segment, engaging in more extreme outdoor recreation (such as white water rafting or hunting) as well as more structured adventure (such as golf or downhill skiing). Being young, they often travel with friends and engage in an area's nightlife. However, having a higher income, they are less cost conscious and desiring of nicer accommodations. These travelers may be engaging in an outdoor adventure, but this would be for excitement reasons, rather than to commune with nature. They tend to have a greater interest in bars/nightlife than in fine dining experiences.

The Purposeful Explorer will travel by airplane as well as car, therefore producing a wider competitive set for travel. With so many competing destinations vying for their travel attention, Purposeful Explorers need a specific purpose or reason to travel to Maine. Then once there, they will engage in all that the state has to offer – particularly what they feel is most exciting. These travelers will often book a trip to follow a sports team or attend a concert – giving them a purpose to choose a destination.

In general, this segment tends to hold a weak image of the state. Therefore, a greater level of effort against this segment will be necessary to enhance their motivation to travel there. This coupled with specific 'purpose' based targeting could be helpful in securing more of these travelers. Interesting tours such as the Maine Brewery Tour, or White Water Rafting opening weekend could pique their interest. As these travelers are also young, destination weddings could also bring quite a few to the state.

Purposeful Explorers are not frequenting sites such as VisitMaine.com, perhaps due to a lack of deliberate planning. Rather, a social media effort may be more fruitful. Publications such as Sports Illustrated or Men's Health or activity-based niche publications are read by them.

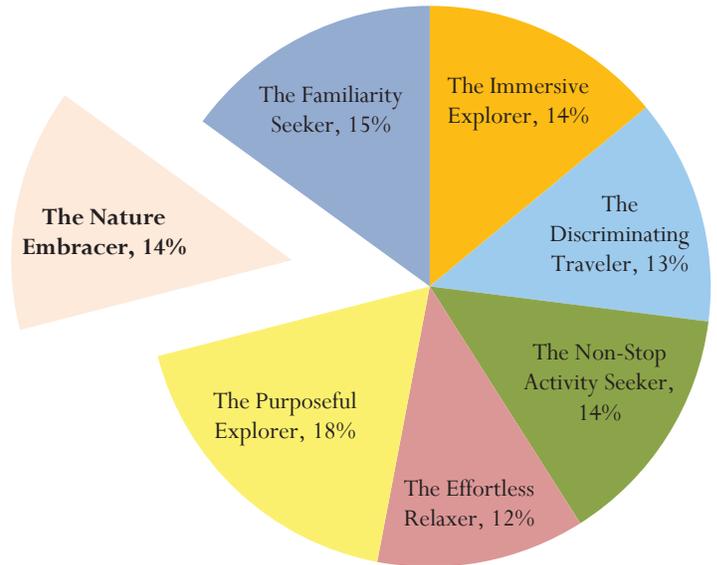
The Nature Embracer



“I want to be in a natural setting.”

Who Are They?

The Nature Embracer represents the oldest of all the segments, as well as the least affluent. Most are married, and report a lower than average level of education. Currently only one-third are employed, often in a service or healthcare position, or as a technical specialist. Almost one-third are retired. Nature Embracers are mostly Caucasian.



The Nature Embracer: Key Demos (Index vs. Avg. Traveler)						
Income	Age	% Married	% w/ Children in home	% College educated	% Employed FT	% Retired
\$63,290 (87)	50.0 (110)	61% (110)	32% (81)	32% (76)	34% (83)	29% (136)

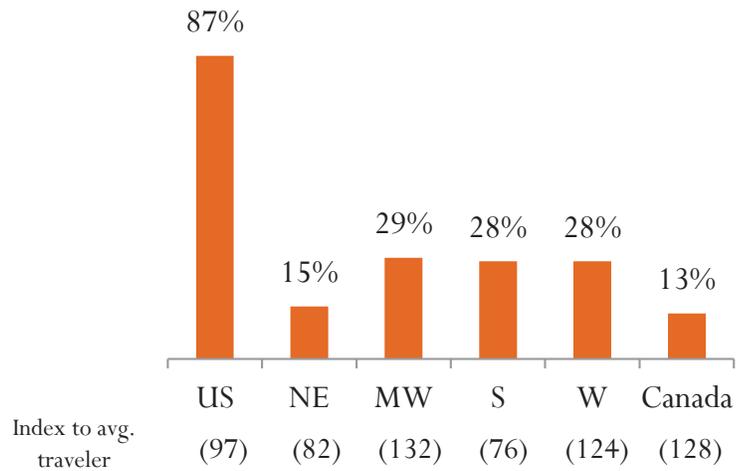
The Nature Embracer

Where Do They Live?

Nature Embracers are more often located in the Western or Midwestern regions of the United States, as well as in Canada. They are less likely to be found in MOT's key U.S. drive markets.



Area of Residence



Index to avg. traveler

Travel Propensity

Nature Embracers overall report lower frequency of travel than other segments. They are the least likely to engage in business travel.

Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
0.42 (46) lowest	2.17 (89)	2.64 (97)

S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Nature Embracer

Who Are They?

Nature Embracers are not risk takers or trend setters. They are not the type to seek the center stage. However, they are concerned about money and are cost conscious.

Top Box	Attitudes Toward Self and Lifestyle	
	The Nature Embracer	Index vs. the Average Traveler
I wear what I'm comfortable in regardless of the style	37%	131
I am very cost conscious	30%	117
I'd rather be safe than sorry	26%	110
I do not like to be the center of attention	21%	113
Rock & roll is my kind of music	22%	116
Money is a constant worry in my life	23%	124
I seek to have the latest fashions in my closet	1%	21

What do They Like to Do?

The Nature Embracer enjoys somewhat sedentary activities such as reading, cooking, or crafts. They are, however, connected to their family.

With regard to sports/fitness, the Nature Embracer prefers non-impact activities such as walking or gardening.

	Hobbies	
	The Nature Embracer	Index vs. the Average Traveler
Reading books	62%	115
Doing something with the family	52%	111
Cooking	49%	106
Learning new things	25%	112
Needlework/crafts	16%	109

	Sports/Exercise	
	The Nature Embracer	Index vs. the Average Traveler
Walking for fitness	58%	106
Housework	57%	115
Gardening	41%	143
Hiking/backpacking	25%	196
Bicycling	23%	125
Yoga	10%	104
Horseback riding	6%	131

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

G6. Which of the following hobbies do you participate in on a regular basis?

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

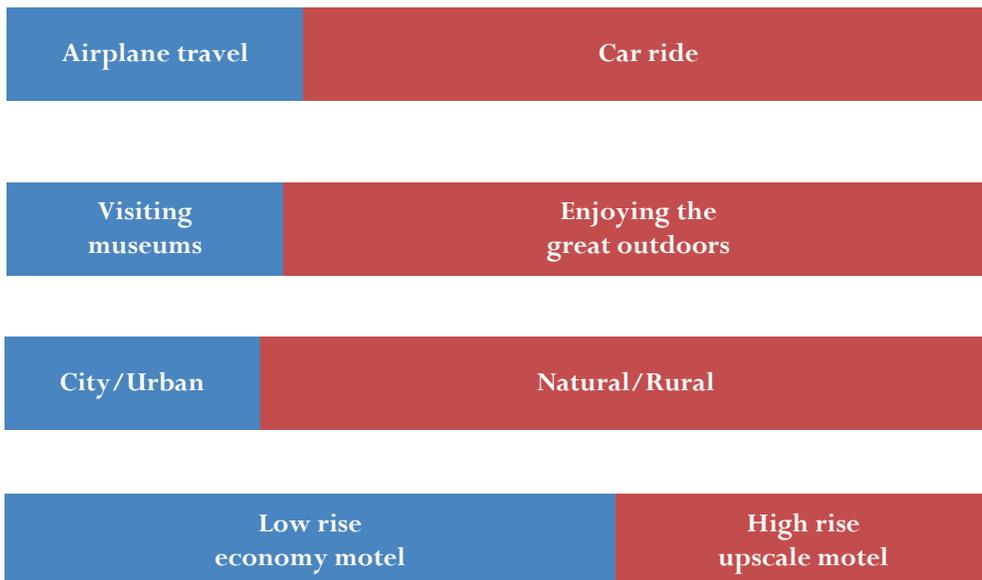
The Nature Embracer

What is a Typical Trip?

When on vacation, the Nature Embracer is looking to escape the stress of daily life and just enjoy and appreciate the natural wonders of nature. They don't seem to be in much of a hurry – tending to drive to their destination and not needing to set alarm clocks or stick to a schedule. They want to enjoy the great outdoors while on vacation.

Top Box “Absolutely Essential”	Travel Needs	
	The Nature Embracer	Index vs. the Average Traveler
Appreciating the wonders of nature	50%	219
Just doing what I want to do	45%	106
Escaping from the stress of daily life	42%	99
Resting and relaxing	41%	99
Seeing sights I've never seen before	34%	107
Never having to set an alarm clock or meet a schedule	34%	115
Experiencing nature but not in too rough of a setting	16%	127

Preferences

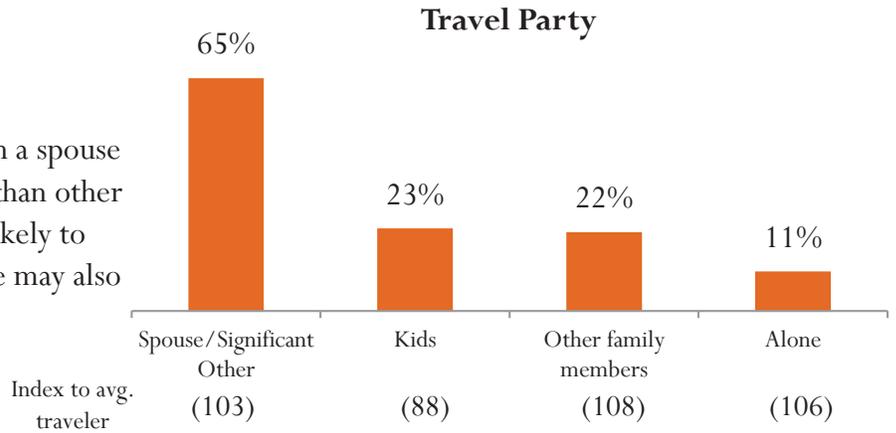


B1. Let's turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?
 B5. Think for a moment about your vacation preferences. For each of the following pairs of activities or accommodations, using the scroll bar below, please click on the point that best represents where you fit along those choices.

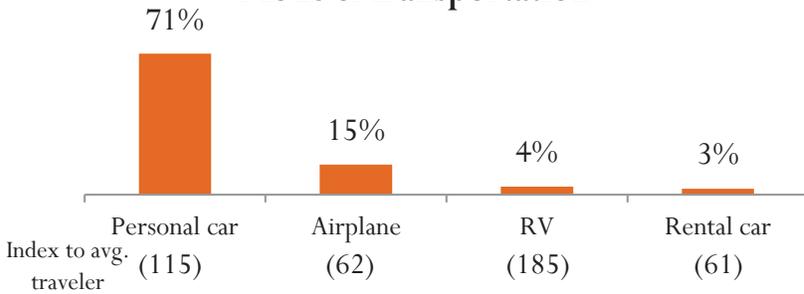
The Nature Embracer

What is a Typical Trip?

Nature Embracers most often travel with a spouse or significant other. They are less likely than other segments to travel with kids, but more likely to travel with other family members. Some may also travel alone.



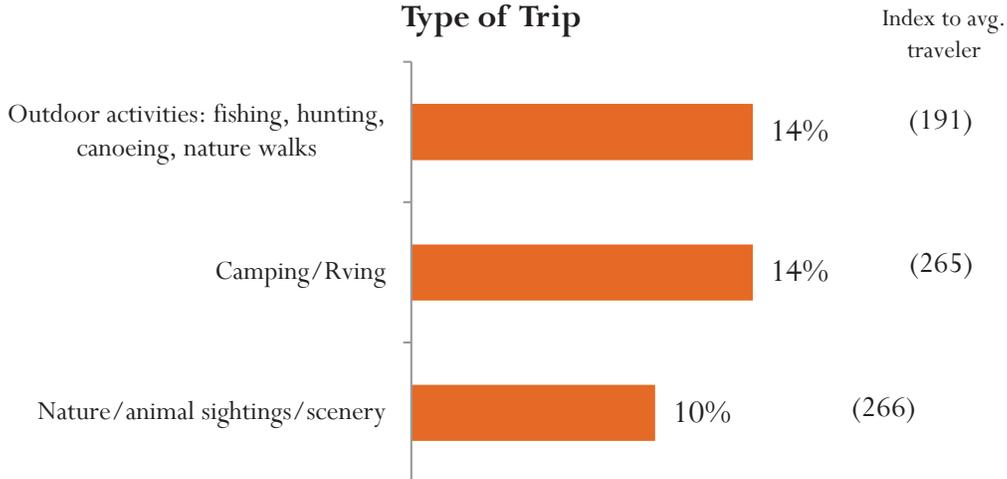
Mode of Transportation



Nature Embracers are the most likely segment to travel using their personal car. They are also the most likely to travel via RV/camper. Conversely, they are the least likely to fly or use a rental car.

Nature Embracers are the most likely segment to describe their trip as an outdoor activity trip or a camping/RVing trip. They are also the group most likely to want to connect with nature, scenery or animal sightings.

Type of Trip



D10. Which of the following types of transportation did you use to travel the most miles from your home to get to your destination?

D1. Who did you go on this trip with?

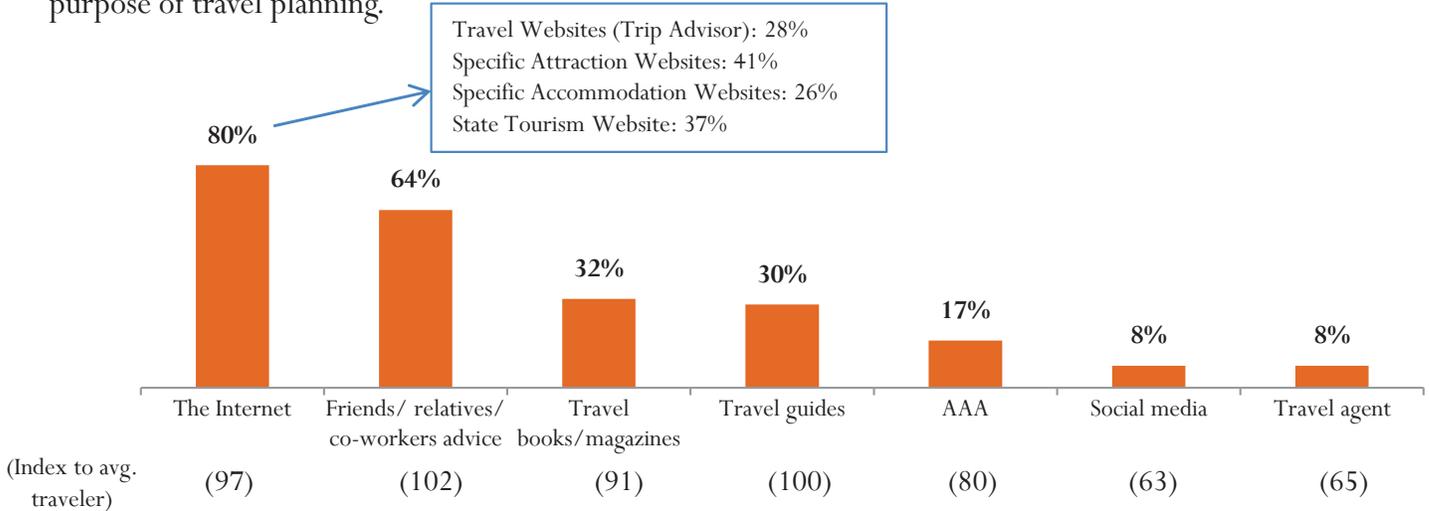
D2. In your own words, please describe the type of trip you took.

D3. What did you want to get out of this trip?

The Nature Embracer

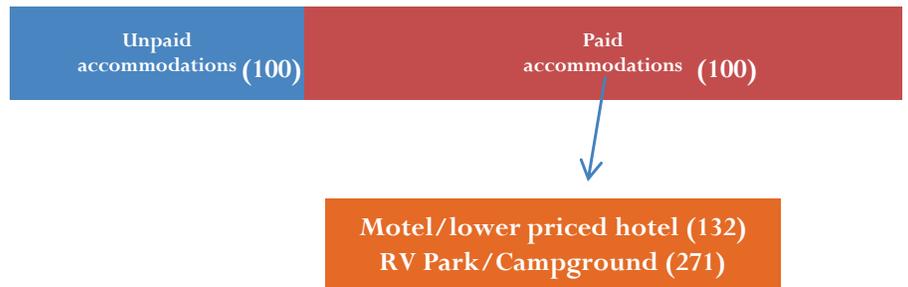
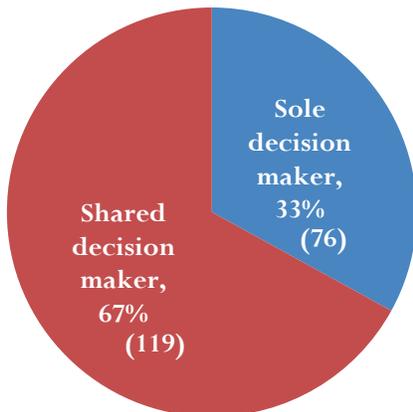
Trip Planning

Nature Embracers do not strongly engage in travel planning methods. They are influenced by word of mouth, but are unlikely to consult experts. They are the least likely to adopt social media. While not heavy users of the Internet for travel planning purposes, they are one of the segments most likely to visit a state website for the purpose of travel planning.



The Nature Embracers is one of the least likely to solely make their travel decisions.

Decision Making



A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.

A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?

D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Nature Embracer

Desired Trip Activities

	Trip Activities		
	The Nature Embracer	Index vs. the Average Traveler	
Dining out	56%	90	Primary Segment
Resting/relaxing	60%	108	
Sightseeing	49%	121	
Wildlife viewing	31%	190	
Driving for pleasure	30%	127	
Enjoying the mountain views	27%	163	
Hiking or climbing	23%	197	Notable for Segment
Exploring state and national parks	22%	148	
Fishing	16%	174	
Lake, stream, or river fishing	11%	205	
Bird watching	11%	217	
Kayaking	4%	157	
Riding all terrain vehicles	4%	166	Less Likely
Hunting	2%	143	
Golfing	2%	40	
Attending sporting events	2%	43	
Downhill skiing	<1%	20	

The Nature Embracer is focused on sightseeing beautiful vistas and mountain views, and engaging in those activities that immerse them in a natural setting, such as fishing, hiking, kayaking, bird watching or hunting. This segment does not generally engage in more ‘organized’ outdoor activities such as golf or downhill skiing. In fact, they don’t appear to be engaged in cold weather activities at all. They are also not frequent shoppers.

Trip Descriptors

When describing their most recent trip, Nature Embracers are most likely among segments to bring up the scenery, wildlife and natural environment. While they feel that their trip locale may have been remote, it was anything but boring.

	Trip Descriptors	
	The Nature Embracer	Index vs. the Average Traveler
Beautiful scenery	62%	129
Clean water	36%	134
Interesting historic sites	35%	127
Lots of wildlife	34%	176
Unspoiled environment	28%	155
Remote	14%	164
Boring	1%	77

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

D13: From the list below, please select the phrases that you feel best describe [State/Province] as a vacation destination. Please check as many or as few as apply.

The Nature Embracer

Media Opportunities

The Nature Embracer most commonly reads Reader’s Digest – and more than any other traveler segment. They are also likely to read National Geographic, AARP, Good Housekeeping, Woman’s Day, and Prevention magazine. They are the most likely segment to read Country Living, Blooms & Birds, Field & Stream, This Old House, American Hunter, and Backpacker.

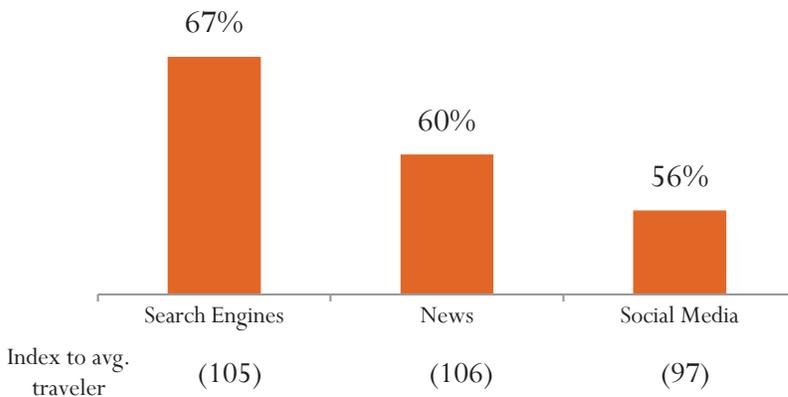
The Nature Embracer: Magazines Read Regularly					
					
26% (160)	20% (123)	19% (118)	17% (115)	16% (113)	11% (142)

The Nature Embracer: Magazines Read Regularly					
					
9% (140)	8% (187)	7% (191)	6% (163)	6% (222)	3% (190)

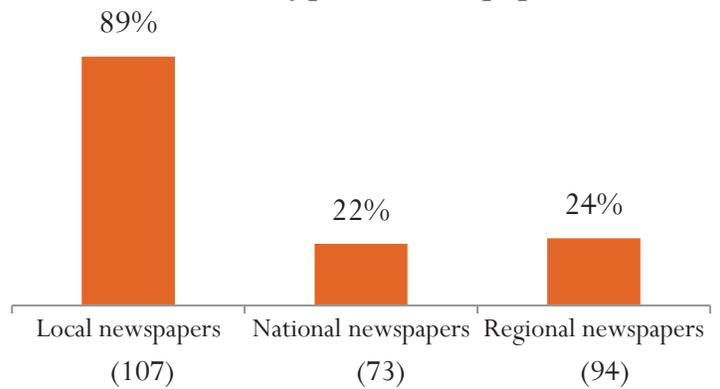
The Nature Embracer visits search engines, news websites, and social media sites when using the Internet.

This traveler type is less likely than most other traveler segments to read national newspapers. Many are reading their local newspaper.

Internet Sites



Types of Newspapers



G4. Which of the following magazines do you read regularly?
 G5. What type of sites do you like to visit on the Internet?
 G8. What types of newspapers do you read frequently?

The Nature Embracer

Interest in Maine

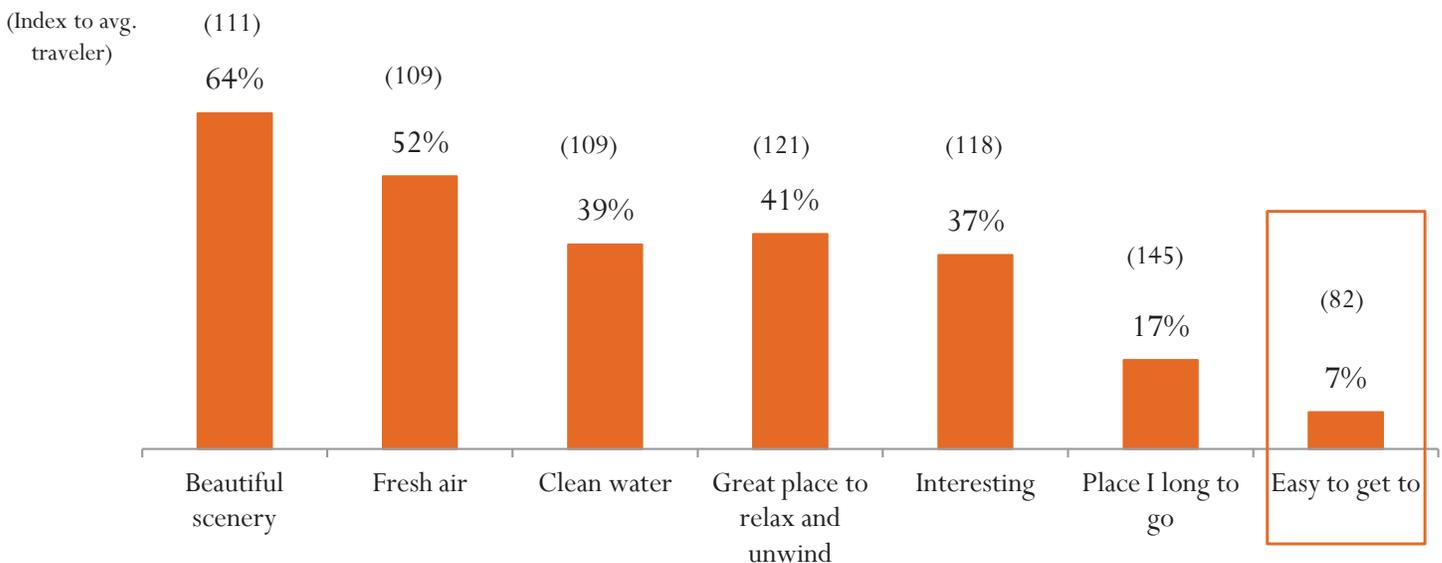
While Maine appears well matched to the Nature Embracers needs with regard to scenery or activities, we actually find that a lower than average proportion of them have ever visited the State, and a notable number of those that have traveled here did so quite some time ago. Positively, consideration to travel to Maine does exist. However, this group does communicate one of the highest levels of rejection for future travel to the state. This is solely driven by a negative response to the distance to Maine.

Past Visitation to Maine		Have Ever Considered Maine in the Past	Likely to Travel to Maine in Next 3 Years	Likely to Travel to Maine in Future (Bottom 2 Box)
Ever	Before 1990			
23% (89)	25% (140)	39% (115)	7% (126)	34% (116)

Impressions of Maine

Nature Embracers report the highest level of positive imagery with the state of Maine. They know what the state has to offer and this is in line with their needs as a traveler. In fact, they even long to go there. However, distance places a role in their lack of travel to the state.

Impressions of Maine



B4. What states are you likely to travel to in the next 3 years?

E1. Have you ever taken a vacation or leisure trip in Maine?

E2. In what year did you last travel in Maine?

E3. Have you ever considered Maine for a vacation destination?

E5. How likely are you to visit Maine in the future?

E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Nature Embracer



Implications for Maine

The Nature Embracer is the quintessential Maine traveler. Embracing nature, beauty and an unspoiled environment, this traveler engages in traditional Maine travel – camping, hiking, bird watching, fishing. They have a love of Maine and a strong intention to visit the state.

However, all is not perfect with this segment. They are older than other segments and are quite cost conscious – they have fewer dollars to spend. They are the most likely to stay relatively close to home when traveling – and the least likely to take a fly trip. Unfortunately, while there are quite a few located within Maine’s drive market, they reside here at a lower than average proportion relative to some other segments. So, while they love Maine, there are fewer of them living within a drivable distance. Rather, more of this segment lives in the Midwest and West.

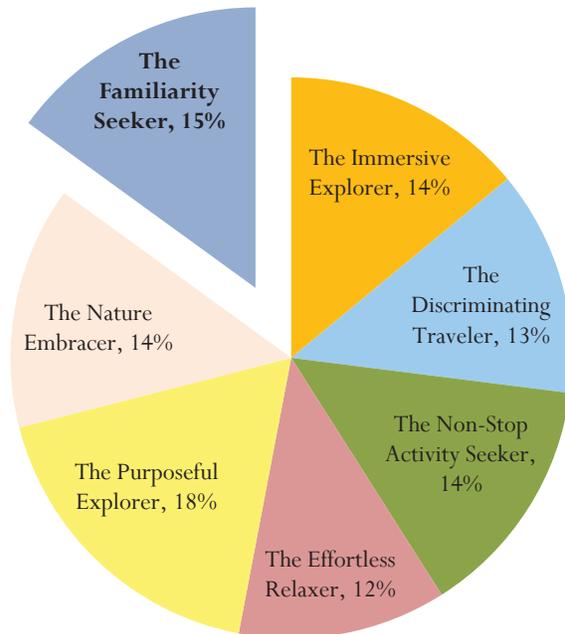
The Familiarity Seeker



“I tend to travel to the same places and do the same things.”

Who Are They?

The Familiarity Seeker reports average income to be the same as the other segments, and a slightly younger age. While more than half are married, a large minority are still single. Familiarity Seekers report average levels of education, and are more likely employed as a business owner, in a secretarial role, or in a trade. This segment is the least likely to be Caucasian (76%), as one-quarter report a non-Caucasian ethnicity.



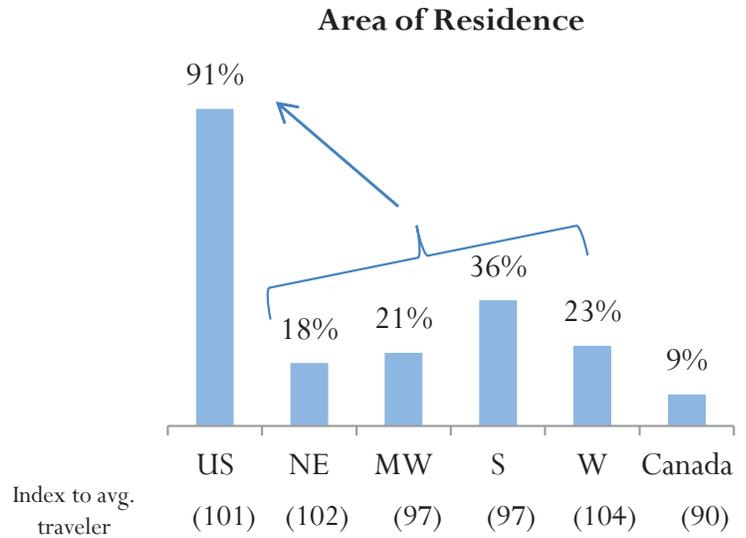
The Familiarity Seeker: Key Demos (Index vs. Avg. Traveler)

	Income	Age	% Married	% Single	% College educated	% Employed FT
	\$71,840 (99)	44.7 (98)	57% (103)	26% (117)	43% (102)	40% (95)

The Familiarity Seeker

Where Do They Live?

The Familiarity Seeker is more likely found in the U.S. as opposed to Canada. There is no strong geographic skew within the U.S. for this segment.



Travel Propensity and Decision Making

Familiarity Seekers travel at an average frequency – across trip types. While this segment often leads or shares in the decision making for travel, they are less involved than those in other segments.

Avg Number of Trips (Past 12 Months)		
Business	VFR	Leisure
0.89 (98)	2.42 (100)	2.73 (100)



S4. During the past year, how many times have you taken a trip within the United States or Canada on which you spent at least one night away from home for reasons of business, leisure or visiting friends/relatives?

Sa1. In which country do you reside?

Sa2. What is the zip or postal code of your primary residence?

The Familiarity Seeker

Who Are They?

The Familiarity Seeker is a self-proclaimed homebody. While not against new ideas or trying new things, when it comes to travel, they are less of an explorer. The Familiarity Seeker is also a very busy person who seeks convenience. They wish they had more free time to spend with their family.

Top Box	Attitudes Toward Self and Lifestyle	
	The Familiarity Seeker	Index vs. the Average Traveler
My favorite evenings are curled up in front of the television	20%	176
I'm more of a homebody than an explorer	20%	185
I tend to try new things before most of my friends do	17%	152
We're all so busy today that I don't spend as much time as I'd like with my children	17%	173
I am very busy and looking for convenience	17%	188
I get nervous in unfamiliar surroundings	16%	203

What do They Like to Do?

While Familiarity Seekers, like other segments, tend to report frequently watching TV or surfing the Internet, their engagement in these activities is not as deep as with other segments. Rather, we tend to more often see this group engaging in fitness activities, playing with their children or taking night classes.

	Sports/Exercise/Hobbies	
	The Familiarity Seeker	Index vs. the Average Traveler
Watching TV	72%	97
Surfing the Internet	64%	96
Participating in evening/day classes	10%	125
Running/jogging	18%	110
Playing physical games with children	15%	102
Fitness classes	14%	106
Dancing	12%	141

G1. Below are a number of statements regarding your attitudes toward yourself and your lifestyle. For each statement, indicate how much you agree or disagree with it by checking the option closest to your opinion.

G7. Which of the following sports/exercise activities do you participate in on a regular basis?

G6. Which of the following hobbies do you participate in on a regular basis?

The Familiarity Seeker

Travel Attitudes

The Familiarity Seeker tends to be a creature of habit, frequently booking the same type of vacation each year, and looking for the comforts of home.

Top 2 Box	Leisure Travel	
	The Familiarity Seeker	Index vs. the Average Traveler
Familiarity is key. I need to know where I am going	71%	266
We pretty much do the same thing every year	66%	338
We plan our trips around where family or friends are	48%	174
I generally keep my vacations pretty close to home	42%	217
We'd just as soon have everything the same as home when on vacation	37%	252
We plan every minute of a vacation trip	35%	220

What is a Typical Trip?

A Familiarity Seeker vacation can be quite varied, as their core dimension is not defined by what they do on the trip, but that they are used to doing it. However, absent from a Familiarity Seekers essential trip characteristics is a need to be excited by “roughing it.”

Top Box “Absolutely Essential”	Travel Needs	
	The Familiarity Seeker	Index vs. the Average Traveler
Reconnecting or bonding with children/other family members	28%	112
Growing and learning something new	21%	108
No kids!	20%	109
Indulge myself and being pampered	22%	138
Sharing travel experiences with friends	20%	136
Teaching my children and broadening their horizons	19%	126
I'm a different person when I'm on vacation	19%	137
Enjoying sophisticated dining and entertainment experiences	18%	133
Going to boardwalks and amusement parks	18%	142
Experiencing nature but in not too rough of a setting	17%	129
Lots of activity and action	17%	134
Doing nothing but laying on the beach	19%	150
Experiencing city life	18%	159
Attending fairs and festivals	18%	163
Enjoying theatrical or musical performances	17%	171

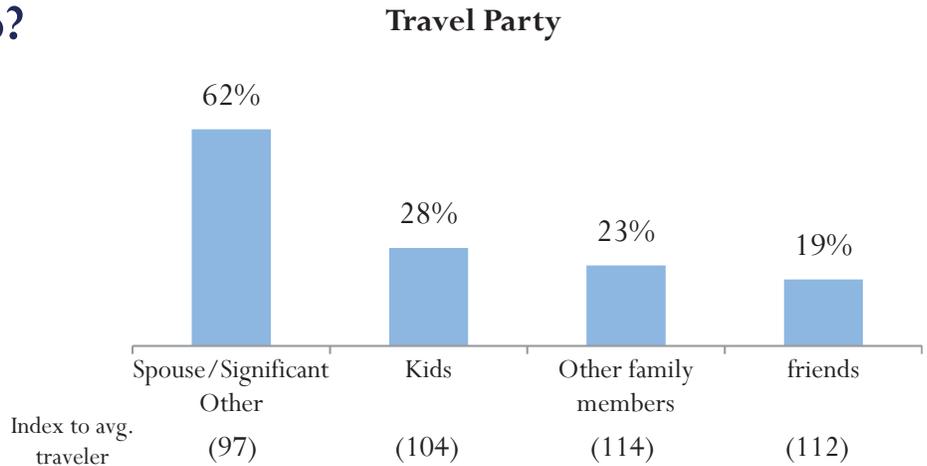
B1. Let's turn now to what you hope to achieve from a vacation or leisure trip. Listed below are some things others like to achieve when they travel. How important are each of these to you?

B2. Listed below are some of the ways people like to take vacations. How true is each of these statements for you?

The Familiarity Seeker

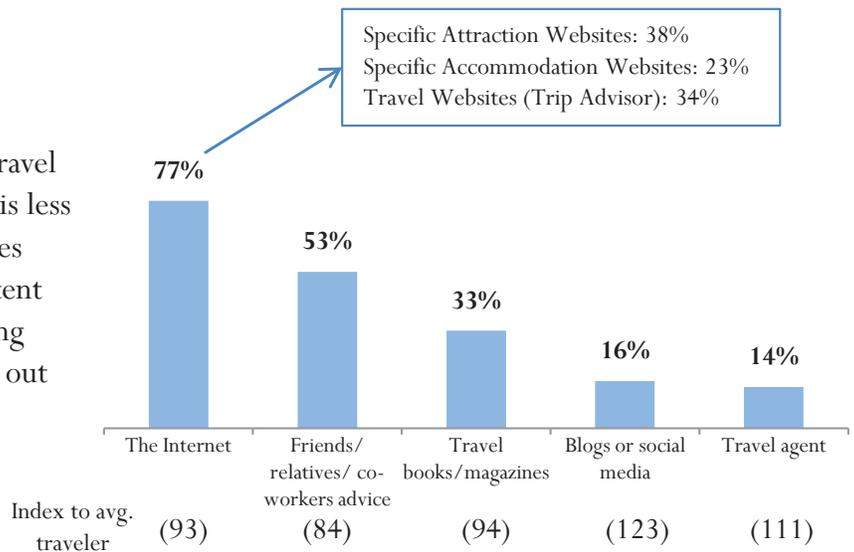
What is a Typical Trip?

The average travel party for a Familiarity Seeker includes a spouse or significant other, as well as kids, other family members and friends.

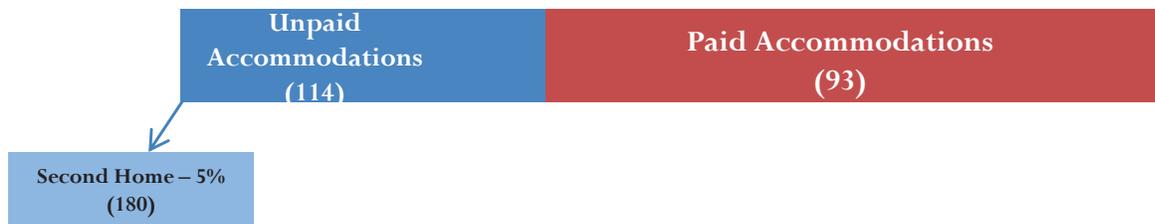


Trip Planning

The Familiarity Seeker is less involved with travel planning than other segments, and therefore is less likely to utilize many of the planning resources available to them. They are not to a large extent consulting friends or relatives for trip planning advice, however, they are more likely to seek out social media.



Familiarity Seekers are the least likely to use paid accommodations when they travel. Conversely, they are the most likely segment to own a second home.



D1. Who did you go on this trip with?

A1. When you are planning a vacation or leisure trip, where do you typically get ideas for different places to visit? Please select all that apply.

A2. When you are trying to decide among different destinations, where do you turn for information to help with your decision?

D11. In which of the following types of accommodations did you spend the most nights on this trip?

The Familiarity Seeker

Desired Trip Activities

	Trip Activities	
	The Familiarity Seeker	Index vs. the Average Traveler
Dining out	57%	93
Resting/relaxing	51%	92
Sightseeing	36%	89
Visiting friends/family	30%	83
Shopping for gifts/souvenirs	30%	94
Attending fairs or festivals	12%	118

Primary Segment

Notable for Segment

The Familiarity Seeker engages in a wide variety of activities, but few that stand out as being key to the segment. Rather, Familiarity Seekers tend to get involved in whatever activities are prevalent at the locale they frequent.

Familiarity Seekers are not terribly adventurous when selecting travel destinations.



Trip Descriptors

For Familiarity Seekers, we are most likely to see a “longing” for this destination they have chosen.

	Trip Descriptors	
	The Familiarity Seeker	Index vs. the Average Traveler
Place I long to go	21%	123
Romantic getaway	20%	114

B3. When you are choosing a site for a vacation or leisure trip, are you more likely -

D12. In which of the following activities did you participate in during this trip? (Please check all that apply.)

D13: From the list below, please select the phrases that you feel best describe [State/Province] as a vacation destination. Please check as many or as few as apply.

The Familiarity Seeker

Media Opportunities

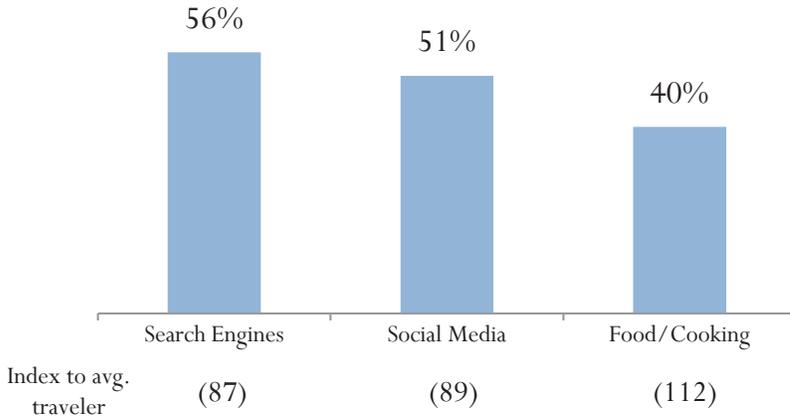
The Familiarity Seeker reads all different magazines – particularly People, AARP, Good Housekeeping, Woman’s Day, Time, Food & Wine, and Parenting.

The Familiarity Seeker: Magazines Read Regularly						
						
20% (93)	18% (115)	17% (111)	15% (110)	14% (110)	10% (128)	10% (181)

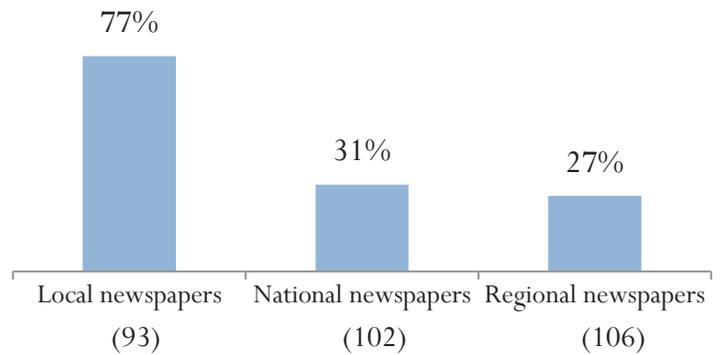
The Familiarity Seeker visits search engines and social media sites. It is also quite common for this travel type to visit food/cooking websites.

This traveler type reads local, national, and regional newspapers.

Internet Sites



Types of Newspapers



G4. Which of the following magazines do you read regularly?
 G5. What type of sites do you like to visit on the Internet?
 G8. What types of newspapers do you read frequently?

The Familiarity Seeker

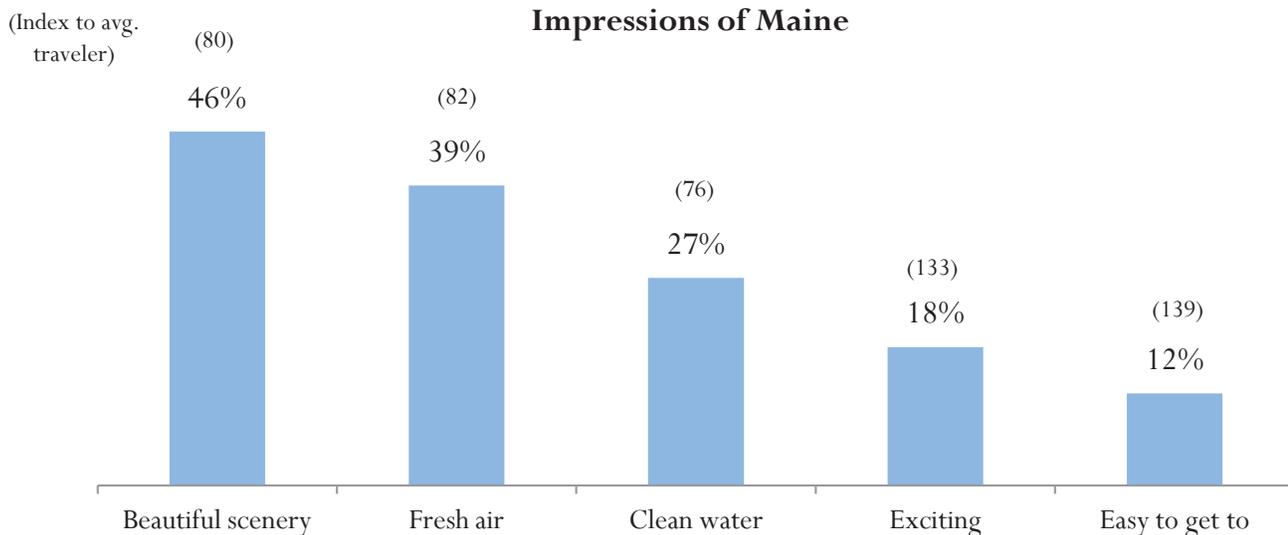
Interest in Maine

Familiarity Seekers are less likely to have traveled to Maine in the past, or consider Maine for future travel.

Past Visitation to Maine		Have Ever Considered Maine in the past	Likelihood to Travel to Maine in Next 3 Years
Ever	Before 1990		
24%	16%	30%	5%
(94)	(87)	(90)	(78)

Impressions of Maine

In general, the Familiarity Seeker does not have a strong impression of the state of Maine. Surprisingly, however, they are the group most likely to consider Maine to be exciting or easy to get to.



- B4. What states are you likely to travel to in the next 3 years?
- E1. Have you ever taken a vacation or leisure trip in Maine?
- E2. In what year did you last travel in Maine?
- E3. Have you ever considered Maine for a vacation destination?
- E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination.

The Familiarity Seeker



Implications for Maine

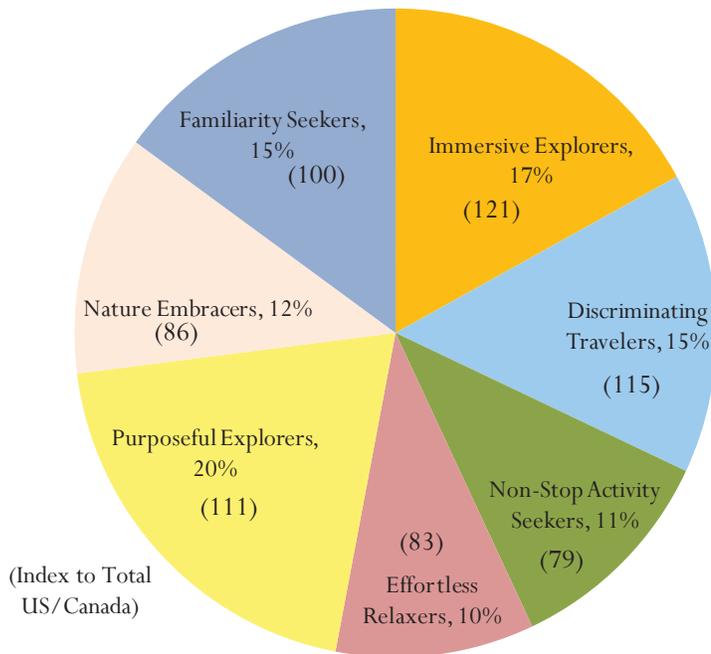
The Familiarity Seeker is marked by a lack of desire to explore, and a preference for the routine (at least regarding travel). They are more likely to go to the same place every year. They really have no strongly preferred destinations, but tend to stick to what they are familiar with.

While there are clearly some Familiarity Seekers who travel to Maine, they are a very difficult group to target and convince to make a change.

A Look Inside MOT's Advertising Market

Inside Maine's Advertising Market

When looking just at travelers who reside within MOT's advertising market (New England, Mid-Atlantic, Eastern Canada), we see a slightly different segment proportion as compared to the total US/Canada.



In this advertising market, we see a preponderance of Immersive Explorers, Discriminating Travelers, and Purposeful Explorers. While still important to the state, there are fewer Nature Embracers residing in this drive market.

Immersive Explorers who reside in Maine's drive market are more likely to have visited Maine as compared to Nature Embracers or Familiarity Seekers who live in the same area.

Ever Taken A Trip To Maine						
The Immersive Explorer [a]	The Discriminating Traveler [b]	The Non-Stop Activity Seeker [c]	The Effortless Relaxer [d]	The Purposeful Explorer [e]	The Nature Embracer [f]	The Familiarity Seeker [g]
50%fg	47%	48%	43%	40%	36%	35%
19%	16%	13%	10%	19%	10%	13%

Percent of 'Ever' Maine Travelers

Among those who haven't been to Maine, yet reside in Maine's drive market, we see a lower level of interest by Effortless Relaxers in taking a trip to the state. Notably, among those Immersive Explorers who reside in Maine's drive market but are not considering a trip to Maine, they more often requested better lodging options (10%).

Have Considered a Trip to Maine						
The Immersive Explorer [a]	The Discriminating Traveler [b]	The Non-Stop Activity Seeker [c]	The Effortless Relaxer [d]	The Purposeful Explorer [e]	The Nature Embracer [f]	The Familiarity Seeker [g]
39% ^d	26%	35%	18%	39% ^d	36% ^d	27%

Inside Maine's Advertising Market

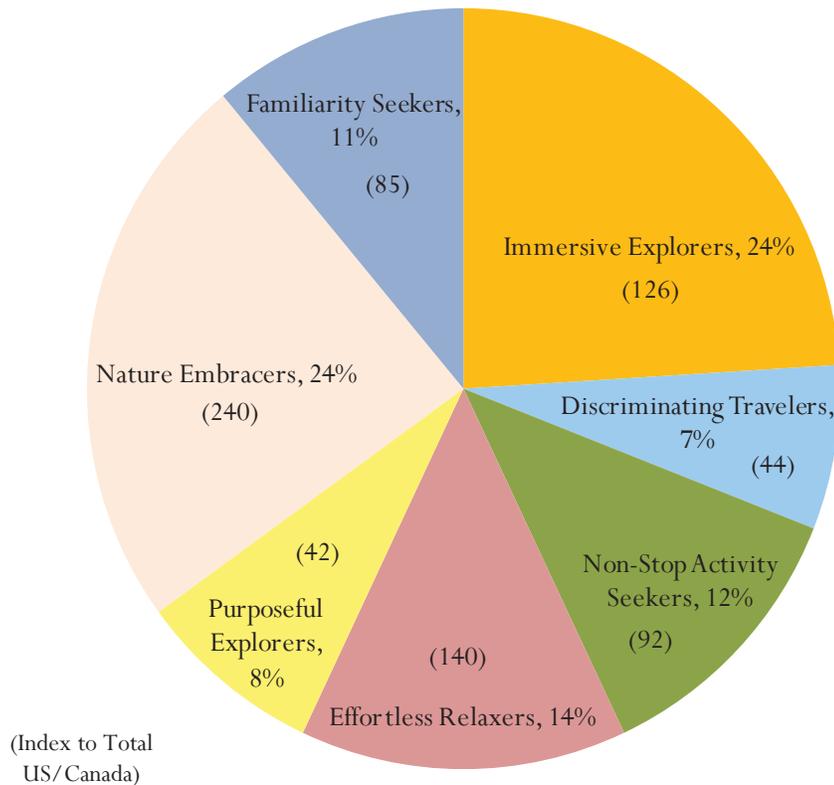
While all travelers who reside in MOT's drive market are most likely to consider Florida, California, or New York for a travel destination in the next three years, we see some interesting differences in intent by segment. While Nature Embracers are less often found in Maine's drive market, they are the most likely to be planning a trip to Maine. Immersive Explorers are also considering a trip to Massachusetts or Washington state. Discriminating Travelers who reside in this region are more likely to be considering a trip to Nevada. Non-Stop Activity Seekers are also considering Virginia or South Carolina. Effortless Relaxers are more often considering a trip to Massachusetts. Purposeful Explorers show some greater consideration for Connecticut (perhaps to gamble?). Nature Embracers also show slightly more consideration for Massachusetts, but this is considerably less than their interest in Maine.

	Likely Travel Destinations in Next 3 Years Among MOT Ad Market Residents						
	The Immersive Explorer [a]	The Discriminating Traveler [b]	The Non-Stop Activity Seeker [c]	The Effortless Relaxer [d]	The Purposeful Explorer [e]	The Nature Embracer [f]	The Familiarity Seeker [g]
Florida	31%	44% ^{ag}	47% ^{afg}	54% ^{ae fg}	38%	34%	30%
California	29%	33% ^{cg}	18%	22%	24%	22%	21%
New York	31% ^{eg}	30% ^{eg}	25%	22%	16%	24%	19%
Maine	14%	8%	15%	9%	8%	18% ^{be}	9%
Nevada	10%	18% ^{acgf}	9%	15% ^f	12% ^f	4%	10%
Pennsylvania	9%	6%	11%	13%	11%	10%	10%
Vermont	12%	8%	12%	7%	7%	15% ^e	10%
Virginia	12%	10%	16% ^{efg}	9%	8%	7%	6%
Massachusetts	14% ^{bce}	6%	5%	16% ^{bce}	3%	11% ^e	7%
New Jersey	5%	9%	10%	12%	6%	8%	8%
Hawaii	10% ^{fg}	14% ^{cdefg}	5%	6%	6%	1%	2%
New Hampshire	3%	4%	10%	10%	5%	8%	6%
South Carolina	4%	6%	11% ^{afg}	6%	5%	2%	5%
Connecticut	5%	3%	1%	6%	9% ^{bc}	6% ^c	5%
Washington	10% ^{ceg}	6%	3%	-	2%	5%	2%
Canada	4%	1%	6%	1%	5%	8% ^{bd}	3%

B4. What states are you likely to travel to in the next 3 years? Coded.

Usage of VisitMaine.com

Consistent with what we know about the planning habits of Immersive Explorers and Nature Embracers, they appear to be dominant segments utilizing VisitMaine.com. Interestingly, Effortless Relaxers tend to utilize the site to a greater degree as well. More than half of website visitors in these three segments who became Maine travelers searched this site as part of their trip planning. Interestingly, the site has not attracted Purposeful Explorers or Discriminating Travelers to do their trip planning here.



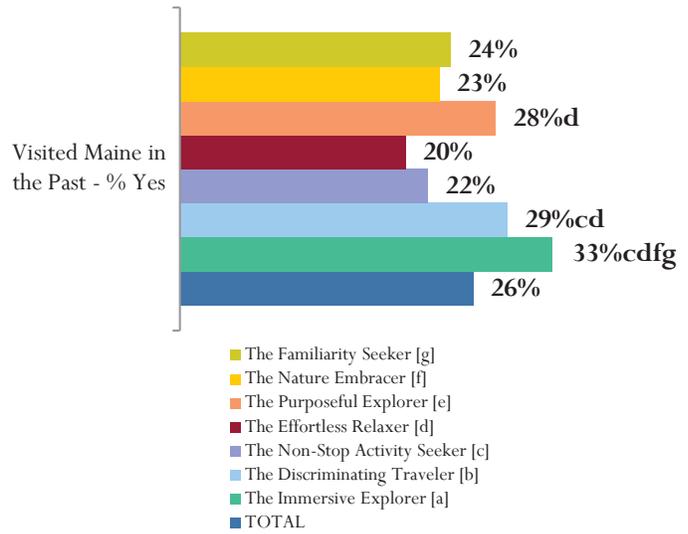
Perceptions of Maine



Maine Visitation

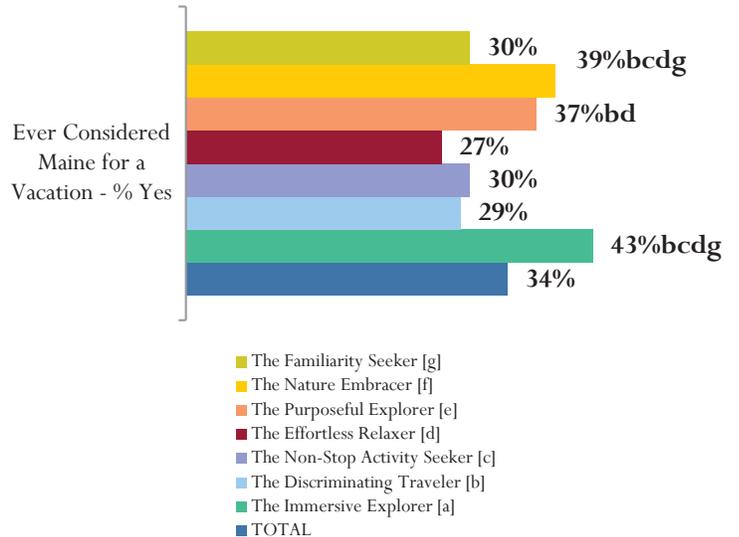
Past Visitation

About one in four respondents report to have taken a leisure trip to Maine in the past. The Immersive Explorer group is most likely to have traveled to Maine of all the traveler segments, with about one in three having visited Maine the past.



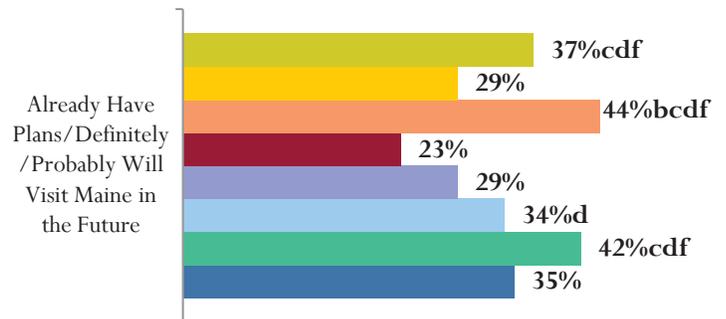
Past Consideration

One in three respondents who have not yet been to Maine on a leisure trip have considered Maine for a vacation destination in the past. The Immersive Explorer group, the Nature Embracer group, and the Purposeful Explorer group are most likely to have considered Maine for vacation.



Future Visitation

One in three respondents claim to have plans or are likely to visit Maine in the future. The Purposeful Explorers, The Immersive Explorers, and the Familiarity Seekers report the greatest likelihood to travel to Maine in the future.



E1. Have you ever taken a vacation or leisure trip in Maine?
 E3. Have you ever considered Maine for a vacation destination?
 E5. How likely are you to visit Maine in the future?

Perceptions of Maine

When thinking about words or phrases which describe Maine as a vacation destination, respondents most often focus on the more natural aspects of Maine. The majority say that beautiful scenery describes Maine as a vacation destination. About half mention fresh air.

		Segment Index						
		The Immersive Explorer	The Discriminating Traveler	The Non-Stop Activity Seeker	The Effortless Relaxer	The Purposeful Explorer	The Nature Embracer	The Familiarity Seeker
Beautiful scenery	58%	134	101	94	116	75	111	80
Fresh air	48%	132	98	96	114	79	109	82
Clean water (lakes, rivers, ocean)	36%	152	94	98	117	67	109	76
Great place to relax and unwind	34%	141	90	94	125	76	121	67
Good food/restaurants	32%	143	100	92	117	76	102	81
Interesting	31%	134	87	95	109	69	118	97
Unspoiled environment	31%	159	96	93	101	68	116	76

When comparing segments, we see this imagery is strongest for the Effortless Relaxer and the Nature Embracer. The younger segments (The Non-Stop Activity Seeker, The Purposeful Explorer, and the Familiarity Seeker) tend to have a weaker imagery of the state.

E7. Although you may or may not have visited Maine in the past, from the list below, please select the phrases that you feel best describe Maine as a vacation destination. Please check as many or as few as apply.

Maine as a Vacation Destination

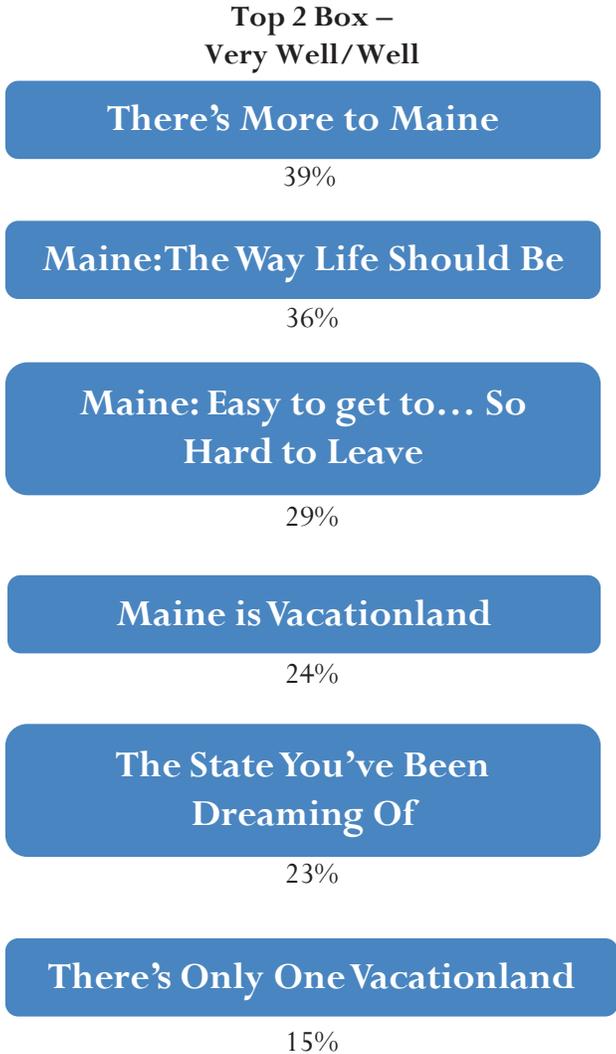
Maine receives the strongest ratings for its friendliness and overall experience. The Immersive Explorer and the Purposeful Explorer generally give the highest ratings to Maine as a destination. Interestingly, while the Nature Embracer reports some of the highest levels of imagery of Maine, they tend to rate the destination lower than other segments. The Effortless Relaxer tends to give the least positive ratings for Maine, particularly for its quality of customer service and its overall value. The Non-Stop Activity Seeker gives Maine the lowest ratings for quality of lodging.

Maine is one of the best/Maine is better than most		Segment Index						
		The Immersive Explorer	The Discriminating Traveler	The Non-Stop Activity Seeker	The Effortless Relaxer	The Purposeful Explorer	The Nature Embracer	The Familiarity Seeker
Friendliness of people	37%	117	97	93	78	109	96	101
Overall experience	33%	125	93	84	87	109	104	91
Quality of dining	31%	120	86	83	84	119	92	104
Overall quality of customer service	28%	110	88	86	69	125	82	120
Variety of activities available	28%	110	87	86	85	117	96	108
Availability of family dining	28%	108	102	77	95	112	86	112
Availability of lodging	27%	104	87	77	85	127	95	110
Quality of lodging	25%	108	93	71	78	130	89	115
Availability of fine dining	25%	100	92	76	87	128	92	110
Overall value for the money	24%	102	105	83	67	130	87	107

E8. Although you may or may not have visited Maine in the past, please indicate your impressions of Maine as a vacation destination as compared to other destinations you've visited using the scale below.

Maine Messaging

Some preliminary messaging statements were exposed in this research to see if one or more most resonated with travelers. Almost four in ten feel that ‘There’s More to Maine’ describes the state very well, followed by ‘Maine: The Way Life Should Be.’



F1. How well does this statement fit with your image of Maine?

Image of Maine

Overall, the Maine messaging that receives the highest ratings from each segment is “There’s more to Maine,” which received top 2 box ratings from one-third to half of travelers.

Image of Maine – Top 2 Box (Very Well – 5/4)							
	The Immersive Explorer [a]	The Discriminating Traveler [b]	The Non-Stop Activity Seeker [c]	The Effortless Relaxer [d]	The Purposeful Explorer [e]	The Nature Embracer [f]	The Familiarity Seeker [g]
There’s More to Maine	46%bcdf	36%	34%	37%	42%cf	35%	42%c
Maine: The Way Life Should Be	37%	32%	31%	33%	39%bc	33%	43%bcdf
Maine: Easy to Get to... So Hard to Leave	28%	24%	23%	23%	37%abcd	26%	35%abcd
Maine is Vacationland	20%	20%	20%	17%	32%abcd	22%	34%abcd
The State You’ve Been Dreaming Of	25%bcdf	18%	15%	19%	29%bcdf	18%	31%bcdf
There’s Only One Vacationland	9%	12%	9%	10%	26%abcd	8%	27%abcd

F1. How well does this statement fit with your image of Maine?

Messages Help in Enticing a Visit

Overall, the following Maine messages compel about two-fifths to one-third of respondents to visit Maine. There's More to Maine and Maine: The Way Life Should Be resonate best with respondents. The Purposeful Explorers and the Familiarity Seekers are most likely to be affected by any of the messaging in a way that would entice them to visit Maine.

	Maine Messaging – Top 2 Box Ratings						
	The Immersive Explorer [a]	The Discriminating Traveler [b]	The Non-Stop Activity Seeker [c]	The Effortless Relaxer [d]	The Purposeful Explorer [e]	The Nature Embracer [f]	The Familiarity Seeker [g]
There's More to Maine	40%bcdf	33%f	27%	29%	40%bcdf	26%	38%cdf
Maine: The Way Life Should Be	36%cf	30%	27%	29%	38%bcdf	27%	39%bcdf
Maine: Easy to Get to... So Hard to Leave	29%	30%c	23%	25%	36%acdf	27%	38%abcd
The State You've Been Dreaming Of	26%c	23%	19%	22%	30%bcdf	22%	32%abcd
Maine is Vacationland	19%	21%d	18%	15%	33%abcd	22%d	34%abcd
There's Only One Vacationland	10%	16%ad	11%	10%	29%abcd	13%	26%abcd

	Maine Messaging – Message That Most Motivates						
	The Immersive Explorer [a]	The Discriminating Traveler [b]	The Non-Stop Activity Seeker [c]	The Effortless Relaxer [d]	The Purposeful Explorer [e]	The Nature Embracer [f]	The Familiarity Seeker [g]
There's More to Maine	40%g	37%	36%	37%	35%	34%	33%
Maine: The Way Life Should Be	27%b	21%	24%	29%bg	24%	28%b	22%
Maine: Easy to Get to... So Hard to Leave	18%	26%acde	20%	19%	20%	21%	21%
Maine is Vacationland	4%	8%a	6%	7%	11%ac	8%a	12%ac
The State You've Been Dreaming Of	10%bd	5%	9%d	5%	7%	7%	8%
There's Only One Vacationland	1%	3%	4%af	2%	3%a	2%	3%

F2. To what degree does this statement compel you to travel to ME in the future?

F3. The six messages you just evaluated appear below. Which one of these messages would most motivate you to travel to Maine? Please select one.