



parks canada.gc.ca

Parks Canada and the Explorer Quotient

Lower Fort Garry National Historic Site



parksCanada.gc.ca

Bringing you Canada's natural and historic treasures

What is EQ?

- A traveller segmentation tool
(values, expectations, and desires about travel)
- Developed by the Canadian Tourism Commission in collaboration with Environics
- Used by Parks Canada in 6 national parks and 10 national historic sites in 2009

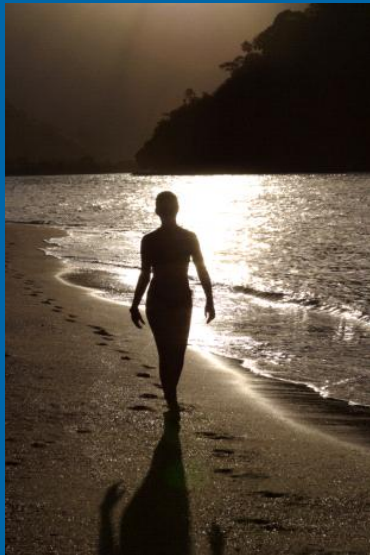


EQ considers...

WHO you are
(values, expectations, desires)

NOT

WHAT you are
(age, gender, income, education)

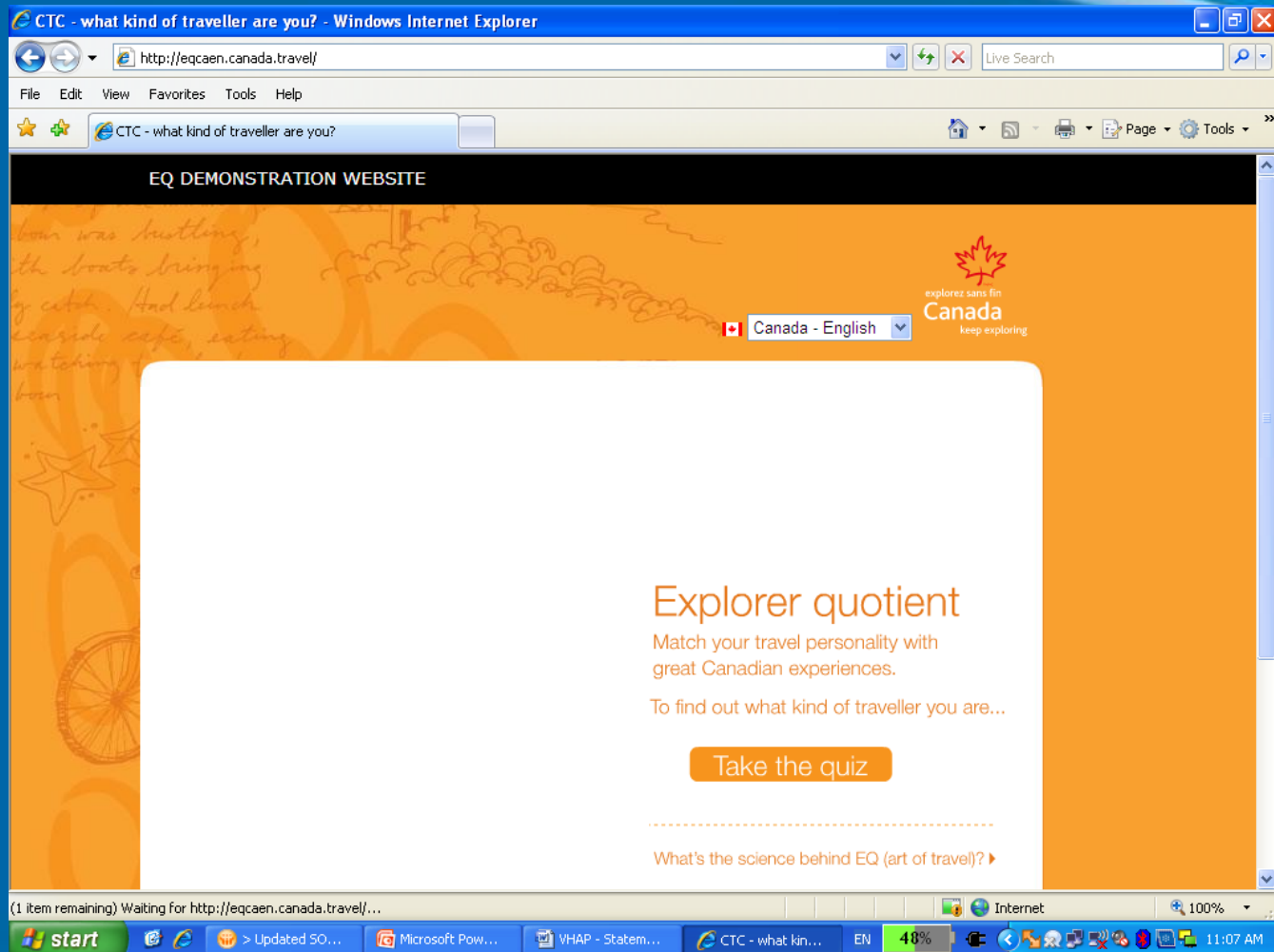


- Travels to get away from it all
- Needs to relax and rejuvenate
- Seeks leisure, comfort, and style



Take the Quiz

- www.eq.canada.travel



CTC Toolkit



<http://en-corporate.canada.travel/eq-toolkit-download>



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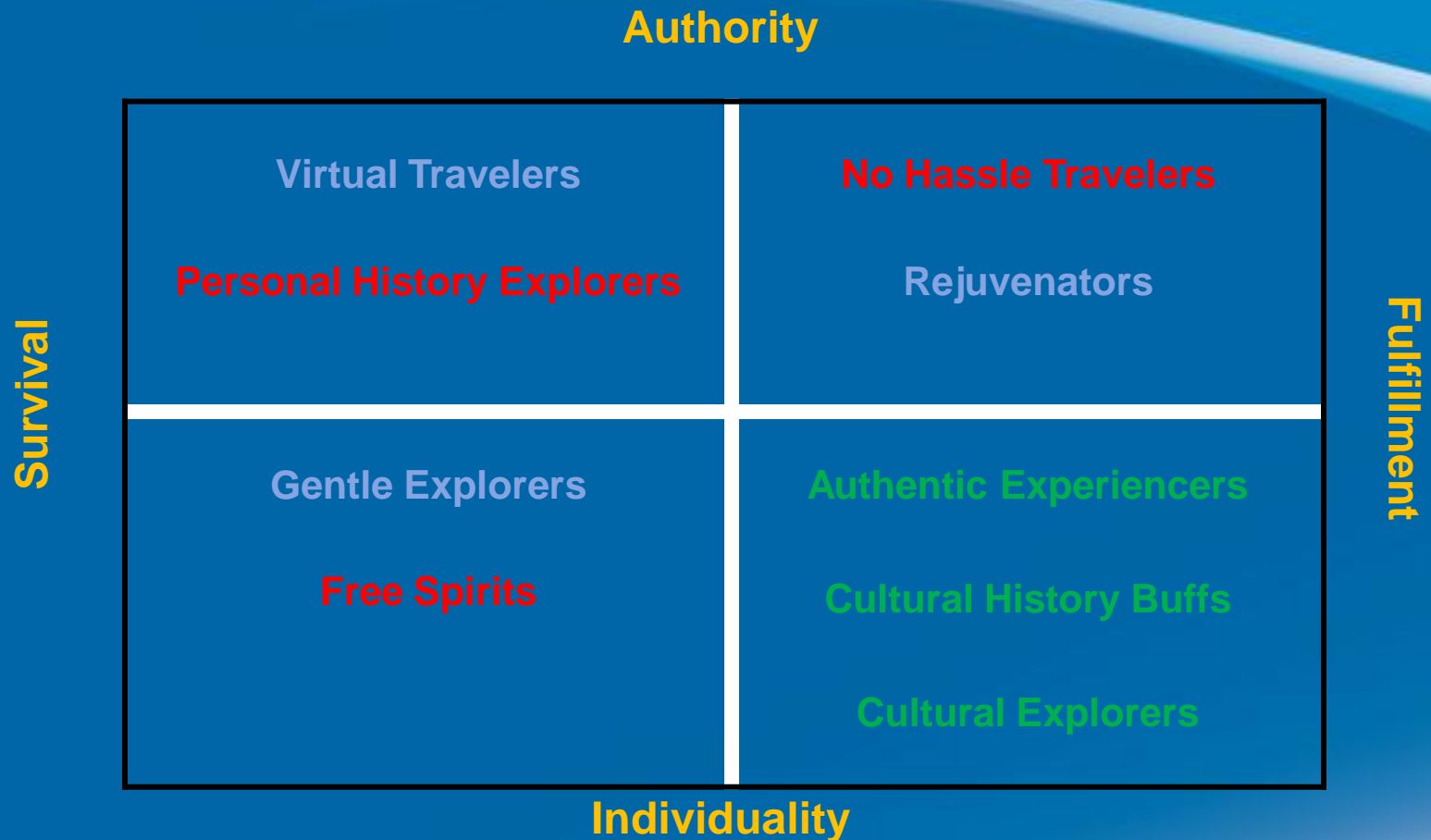
EQ On One Page

EQ Explorer Types

Explorer Type (% Can pop)	Learning Explorers			Social Explorers			Reluctant Explorers		
	Authentic Explorer 12%	Cultural Explorer 13%	Cultural History Buffs 6%	No Hassle Travelers 13%	Personal History Travelers 15%	Free Spirits 11%	Gentle Explorers 15%	Rejuvenators 8%	Virtual Travelers 6%
Social Values	<ul style="list-style-type: none"> Ecologically concerned Globally aware – open Spontaneous / creative Targeted traveler - strategic Learn through Experience Control important Not rules bound Social, independent, self-reliant Supportive, cooperative 	<ul style="list-style-type: none"> Ecologically sensitive Globally aware Flexible, creative Explorer of unique Reasoned-risk taker Self-willed, organized Positive perspective Social, independent, self-reliant Supportive, cooperative 	<ul style="list-style-type: none"> Ecologically sensitive Open minded Culturally Sensitive Personal control a strength Positive minded Social, independent, self-reliant Supportive, cooperative 	<ul style="list-style-type: none"> Simplicity seekers Feeling time stress Aversion to complexity Seeks stability and predictability Rational Low sense of vitality Not spontaneous or impulsive 	<ul style="list-style-type: none"> Like personal challenge Obedience to authority Conformity to norms Resists cultural assimilation and searches for roots. Celebrates life passages Need for status and association with brands Visiting family/friends 	<ul style="list-style-type: none"> Greatest number of trips, more weekends Spend time with friends Organized groups Luxury and status A strong sense of personal challenge Craves social intimacy, celebrating passages and crowds 	<ul style="list-style-type: none"> Fear of trying the unknown Traditionally-minded Cultural assimilation rather than multiculturalism Buy on impulse Few recent vacations Travel in organized groups, package tours, Return to same places 	<ul style="list-style-type: none"> Prefer familiarity Cultural assimilation rather than multiculturalism Buy on impulse Low sense of vitality Not interested in risk taking Weekend trips Visiting family/friends Getting away to recharge Travel in organized groups Stay in branded hotels 	<ul style="list-style-type: none"> Fear of the unknown Traditionally-minded Conformity to norms Cultural assimilation over multiculturalism Buy on impulse Few short vacations Return to destinations Travel for family to celebrate events Travel close to home
Travel lifestyle and interests	<ul style="list-style-type: none"> Natural landscape wanderer At ease with nature Links nature & culture for understanding Seek biotic understanding Knowledge seeker Oriented to life long learning Seeks road less traveled Rugged comfort – related to experience 	<ul style="list-style-type: none"> Lesser known cultural experiences / discovery Freedom from norms Culturally different situations – growth Integrates history and current culture Seeks discussion with informed people Engages in new cultures Devises own itinerary Comfort fits experience 	<ul style="list-style-type: none"> Oriented to engaging learning adventures Not adverse to the unpredicted, less known Link nature and culture to understand Seek history & modern context Cultural immersion – connection with people Learning customs and values Self-discovery 	<ul style="list-style-type: none"> Drawn to open spaces Travel to get away from their everyday stresses Well organized travel Group Travel and safety Afraid of unfamiliar threatening places Travel is focused on visiting family/friends Shorter vacations Stay with family, usually within driving distances Seek meaning in life 	<ul style="list-style-type: none"> Deepest interest in understanding ancestry, heritage Checklist samplers: see all the main attractions, but little depth Attracted to groups and shared experiences Fearful of personal security when traveling Not interested in learning about the cultures of others 	<ul style="list-style-type: none"> Travel abroad is continuous and exciting Luxurious venues Checklist samplers: see all the main attractions, little depth High energy Be centre of attention Attracted to groups, shared experiences Always looking for someplace new Wants structure 	<ul style="list-style-type: none"> Don't like travel but go along with spouse Prefer organized tours Be the centre of attention and superficially socialize with new people Require luxury, exclusivity, pampering Less comfortable with new cultures More solitary individuals, not sentimental and care less about travel memories 	<ul style="list-style-type: none"> Escape to get away from stresses and responsibilities At least one trip per year Seeks to be pampered and cared for, so they can return refreshed and recharged Do not want to go off the beaten track, want familiarity Family-oriented, they want to share their experiences Culture and history sound like "work" and are the last thing they want to do 	<ul style="list-style-type: none"> Highest reluctance to travel: travel locally Wants to be like at home Doesn't want to make travel plans or follow others' schedules Not concerned about relaxation Very little interest in exploring cultural history Prefers solitary travel Not interested in seeing main tourist attractions
Experience sought	<ul style="list-style-type: none"> Connection with authentic culture and environment Understanding and appreciation of the natural environments Observe people and places Personal development Full immersion Stay away from group tours, "tourist traps" 	<ul style="list-style-type: none"> Constant travel Embrace, discover, and immerse in experiences Visits historic sites/ watches from sidelines Participation in the modern-day culture Converse with locals, attend local festivals, go off the beaten track 	<ul style="list-style-type: none"> Learning about the history and civilization See first hand the places that have long fascinated them They may feel that they know as much as the tour guides Observe, absorb, learn at their own pace 	<ul style="list-style-type: none"> Travel based around family events Short breaks and getaways are preferred Expose their families to scenery and cultures Safe no hassle travel Prefer packaged travel with scheduled tours and hotels that are well-known 	<ul style="list-style-type: none"> Reconnect to roots May not travel often, so when they do, they travel in style, comfort, security Travel to expose their children to their heritage Visit all of the important landmarks, so a carefully planned schedule, often as part of group tours 	<ul style="list-style-type: none"> Constant travel Always looking for fun and excitement in their travel experiences Thrill and emotional charge of doing things they can't do at home Talking to others and seeking out inspiration 	<ul style="list-style-type: none"> Preferred destinations that they returning to Reliving and recapturing past experiences Comfortable environment Organized travel packages/ guided tours Sample all of the interesting events rather than study historic sites 	<ul style="list-style-type: none"> Escape from everyday demands, relax and come back recharged Week-long or weekend getaways to a resort or spa Feel pampered and forget about life's regular stresses Don't want overly- hectic schedules of events 	<ul style="list-style-type: none"> Local travel opportunities Flexibility to decide what they want /don't want to do Learning about places on-line or on television shows Comforts of home and look for familiar sights, sounds and tastes
Meaningful Outcomes	Connection- Identification with Place Growth- Knowledge/ perspective Achievement- Personal best Contribution- Legacy by contributing			Connection- With people and culture Growth- Bond and understand Achievement- Group/ family event Contribution- Personal heritage			Connection- Virtual or passive Growth- Individual personal measure Achievement- Enhanced well being Contribution- Passive support		



Nine CTC Explorer Types



Lots of research...



Environics Key Travel Values

Authority

Survival

<p>Status & Security</p> <ul style="list-style-type: none">• Comfort Seeking• Luxury Travel• Reluctant Travel• Personal Roots Travel• Sampling	<p>Authority & Responsibility</p> <ul style="list-style-type: none">• Shared Experiences• Group Travel• Free & Easy• Escape• Hobbies
<p>Exclusion & Intensity</p> <ul style="list-style-type: none">• Check List Travel• Exhibitionism• Comparison Travel• Constant Travel	<p>Idealism & Autonomy</p> <ul style="list-style-type: none">• Nature Travel• Historical Travel• Cultural Travel

Fulfillment

Individuality



So what?

- You can understand your visitors better and what they seek
- You can position yourself
(focus on your strengths)
- You can ensure your visitors have a meaningful experience
- You can improve your bottom line \$\$\$



How did we do it?

- Who has the time?
- Who has the money?
 - 80% human resources
 - 20% materials, etc.
- ***“I now think of this place in a much different way from what I had previously... It is much more meaningful to me.”***



Five Steps



1. Conduct a matching exercise
2. Create travel itineraries
3. Consider marketing products
4. Deliver it to your visitors
5. Evaluation



Step 1 - Matching



Step 2 – Create Itineraries



LOWER FORT GARRY

NATIONAL HISTORIC SITE OF CANADA

AUTHENTIC EXPERIENCER

With a foot in both worlds, you appreciate the understated beauty of natural and cultural environments. You enjoy using all of your senses when you explore your chosen destination and really get to know the places you visit. You quickly adapt to personal challenges and risks, easily figuring out how to make the most of every situation. You want to be fully immersed in your travel experiences and tend to stay away from group tours and rigid plans.

Today We Suggest

Stroll along the bank of the scenic Red River. Look for majestic American White pelicans, cormorants, and beautiful yellow warblers. Listen... can you hear the cool whisper of York Boats gliding by?

At the Farm Manager's Cottage, Mrs. Lillie is busy at her spinning wheel. Stop by and learn how she dyes her yarn with local plants like chokecherries, goldenrod, Solomon's seal, and even mushrooms!

At the East Gate of the Stone Fort participate in the flag raising ceremony at 10:00 am.

Set out on a self-guided tour of the fort with a map from the Visitor's Center featuring an overlay that shows the way the fort has evolved over the years.

Be sure to check the list of today's activities and programs

Exceptional Opportunities

Speak to any staff member to find how you can...



- Set-up a tipi.
- Make fire with flint and steel.
- Spin wool.
- Play checkers (or draughts) in the Men's House.
- Shhh... come back for a quiet evening stroll.

The Next Time You Visit

Dash through the fort on a one horse open sleigh! Celebrate Christmas Red River Style on December 12 and 13, 2009.

Join us for an evening tour of The Fort during at Halloween...you never know who (or what) you might meet! October 15-19 and 22-26, 2009. Reservations required.

1.888.773.8888 204.785.6050 www.pc.gc.ca/garry

 Parks Canada Parcs Canada 



Step 3 - Marketing

exit

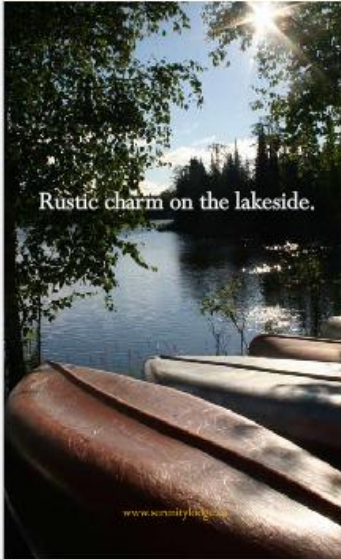
back

next

EQ in Action

Original

Serenity
LODGE



Rustic charm on the lakeside.

www.serenitylodge.com

Located in the heart of a provincial park, Serenity Lodge provides guests with the opportunity to discover nature in a peaceful setting. This family-run resort has a dozen charmingly rustic, lakeside log cabins, all of which feature a shared lounge with comfortable chairs and couches around a wood-burning fireplace. Each cabin has a television, phone, and coffeemaker. Swim, sail or canoe on the lakes, hike through the woods and along the lakeshore. In the evening, dine in our heritage dining room. Other activities include hiking, tennis, shing, sauna, canoeing, kayaking. Room service available.



Serenity
LODGE



Relax and recharge
in the heart of nature.

www.serenitylodge.com

Wake up in one of only a dozen rustic log cabins in the sound of the wind in the leaves. Watch the Earth light up under a morning sunrise. Sip fresh coffee on your porch. Teach your kids what it really means to go outside and play. Feel the coolness of a lake swim as your body hits the water. Be charmed by the trees in the middle of a nature preserve. Hike trails used by Aborigines for centuries. Sail with the wind at your back. Watch the paddle of your canoe create rings in the water. Eat fresh, gourmet meals made from organic, local ingredients in a room made from hand-brewed logs. Savor every morsel. Relax in four-star comfort. Find easy conversation in a shared lounge, undisturbed by TVs or telephones. Share your adventures in comfortable chairs around a wood-burning fireplace. Laugh with new friends deep into the night. Forget to check your BlackBerry. Find a home away from home in a family-run resort. Make memories that will last a lifetime.



EQ enhanced



Introducing EQ

The EQ Toolkit

EQ In Action

What's Next

Getting Started

EQ
The Explorer Quotient™

Step 4 – Deliver EQ to Visitors



Step 5 - Evaluation



Thank You

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