

SASKATCHEWAN VISITOR MARKET SEGMENT

Lakes and Locals



Lakes and Locals are middle aged Canadians who seek experiences in the outdoors as their attraction to nature is at the core of who they are. They are moderately to well settled families who are likely to live in Alberta and Saskatchewan.

Strongly motivated by the outdoors, Lakes and Locals seek opportunities to enable them to experience the natural world in its authenticity. Due to their mature life stage, they are more likely to have the freedom to travel and explore nature, as long as it remains within their financial means.



Employment

Sales, services, trades, transportation



Education

12% university degree, 30% high school certificate



Moderate Household Income

\$86,637



Mature Couples

45% without children at home



Middle Aged

More than half are between age 45 – 65



Immigrants

8.7%

Visible Minorities

5.9%

Recreation Preferences



Lakes and Locals the outdoors and being in nature. They like to keep active and are inclined to be involved in activities that celebrate the joy of being in the great outdoors. They are also likely to volunteer for charities and other causes.

- Snowmobiling
- Curling
- Hunting/Fishing
- Golfing
- Jet Skiing
- Canoeing
- Volunteer work
- Sporting events
- Racing events
- Art galleries

Saskatchewan Travel Preferences



Lakes and Locals are moderately frequent travellers visiting destinations that are likely to be close to home. They show preference for accommodations such as camping and RVs that allow them to experience nature closely and at a lower cost.

- RV camping
- Tent camping
- Fishing
- Visiting lakes and beaches
- Sporting events
- Travel by car

Lakes and Locals

Where They Live

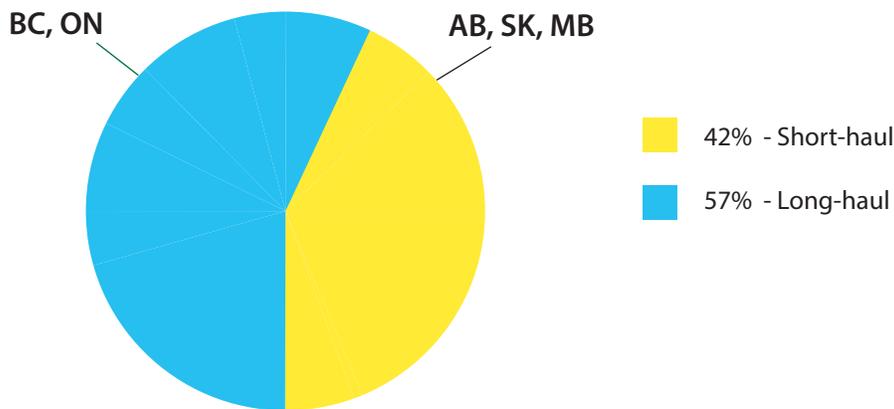
Lakes and Locals can be found throughout Saskatchewan and Alberta. Although they are also found in parts of long-haul Canada, they are highly unlikely to travel outside their comfort zone or local area.



The greatest marketing potential for Lakes and Locals is in these cities:

- Parkland County, AB
- Moose Jaw, SK
- Grande Prairie, AB
- Prince Albert, SK
- Lethbridge, AB
- Chattham-Kent, ON
- Greater Sudbury, ON
- Windsor, ON

Distribution by Market



Travel Research and Booking Preferences

Lakes and locals frequently choose to book their vacations directly with airlines and hotels but may also consider looking through online travel websites. They tend to use fewer travel apps compared to other types of travellers.

Although there is a preference for traditional media (television and radio), internet has moderate use, mostly for communication purposes.

- 37% book directly with airlines and hotels
- 31% visit online travel websites like Expedia and Travelocity



Key Messages

- Connect with nature
- Appreciate the beauty and peace of the outdoors
- Support local
- Contribute to your local community
- Rejuvenate, recharge and reconnect