

SASKATCHEWAN VISITOR MARKET SEGMENT

Short-haul Suburbanites



Short-haul Suburbanites are blue collar family households with children living at home. This market segment is found at high rates in Alberta and Saskatchewan. They have a strong work ethic, above-average incomes and an affinity for the outdoors.

Short-haul Suburbanites enjoy many sports and leisure activities including camping, fishing, hunting and golfing. An attraction to nature draws them to outdoor-centric trips when travelling. This group is often looking to spend quality time with their families on camping and RV trips.

When booking travel, they prefer short-haul, major destinations in Western Canada. They may choose Saskatchewan as their family vacation destination for their next angling trip or camping excursion. International trips are less common, except for some sun destinations.



Blue Collar

Trades, transport, manufacturing



College or Apprenticeship

31%



Above Average Household Income

\$109,000



Established Families

Young and teenage children



Middle Aged

Almost half are between age 45 – 65



Immigrants

13%

Visible Minorities

10%

Recreation Preferences



Short-haul Suburbanites enjoy outdoor recreation. When travelling they love to camp and play outside.

Outdoor Activity

- Fishing
- Camping
- Snowmobiling
- Powerboating
- Jet skiing
- Hunting
- Curling
- Snowboarding
- Golfing

Cultural Activity

- National and provincial parks
- RV shows
- Dinner theatre
- Community theatre
- Sporting events
- Casinos
- Indoor amusement centres
- Zoos and aquariums
- Parks
- Outdoor stages

Saskatchewan Travel Preferences



Short-haul Suburbanites visit and express interest in Saskatchewan at very high rates. This market typically books family camping vacations for four or more nights.

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

Short-haul Suburbanites

Where They Live

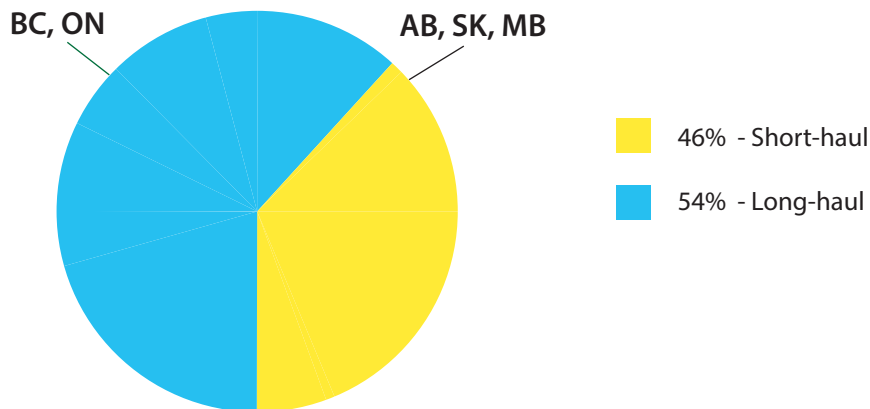
Short-haul Suburbanites predominantly live in the affluent suburban and exurban neighborhoods of major cities in Canada.



The greatest marketing potential for Short-haul suburbanites is in these cities:

- Winnipeg
- Fort McMurray
- including Wood Buffalo
- Calgary
- Regina
- Saskatoon
- Red Deer
- Edmonton including Stratcona County
- Grande Prairie

Distribution by Market



Travel Research and Booking Preferences

Short-haul Suburbanites are low to moderate internet users and book travel online some of the time. They prefer to consult with visitor information centres and locals for information while travelling. This group prefers to use smartphones for basic tasks instead of entertainment.

When researching travel, Short-haul Suburbanites usually consult the retailer's website. Price and consumer reports have the biggest influence on travel purchase decisions. They gather and compare product information about price, customer reviews, product specifications, promotional offers, product availability and expert opinions.

- 61% Research travel online
- 34% Make vacation purchases online
- 21% Purchase tickets online

Key Messages

- Create new memories
- Have fun with family and friends
- Enjoy stunning natural scenery
- Have an authentic experience
- Enjoy pristine wilderness
- Enjoy stunning natural scenery
- Catch a fish

