



Canada
Research Report

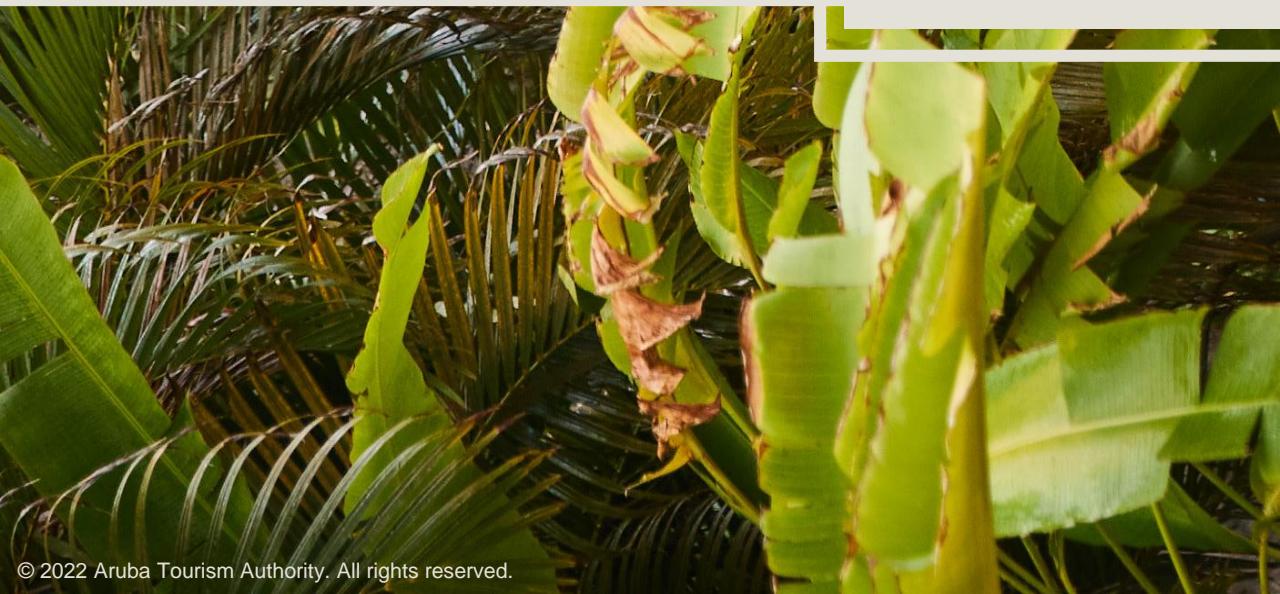


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Research *Methodology*

For this Canadian Research, A.T.A. examined the travel and leisure habits of the characteristics of Canadians, their decision-making style, active lifestyle, their need for exploration, and the activities and experiences the Canadian traveler engages in at home.

The primary research for this report consisted of quantitative methods. An online survey was created and deployed in September 2022. In total, we received 582 respondents. After the data clean-up, the final sample size was 520 responses. The survey was distributed through an online service of Qualtrics to their Database service.

- The following criteria were used to qualify:
- Do you currently reside in Canada?
- Household Income: - \$50K-100K (~50%) and - >100K (~50%)

The Survey consisted of 16 questions seeking to understand Canadian behavior among the Mid and Affluent HHI (Household Income) class. The Canadians with a mid-House Hold Income are defined as follows HHI of CAN\$50,000 - CAN\$99,999. The Affluent is defined as CAN\$ 100,000 or more.

Additionally, from the mentioned criteria, a screening question was used to select respondents who have traveled or will travel internationally to the Caribbean and if they have traveled in the past two years.

The data were also analyzed using the chi-square test to compare observed and expected results. Chi-square distributions are used for hypothesis testing.



Online Survey



Quantitative



Demographics

Gender



47%
Male



51%
Female

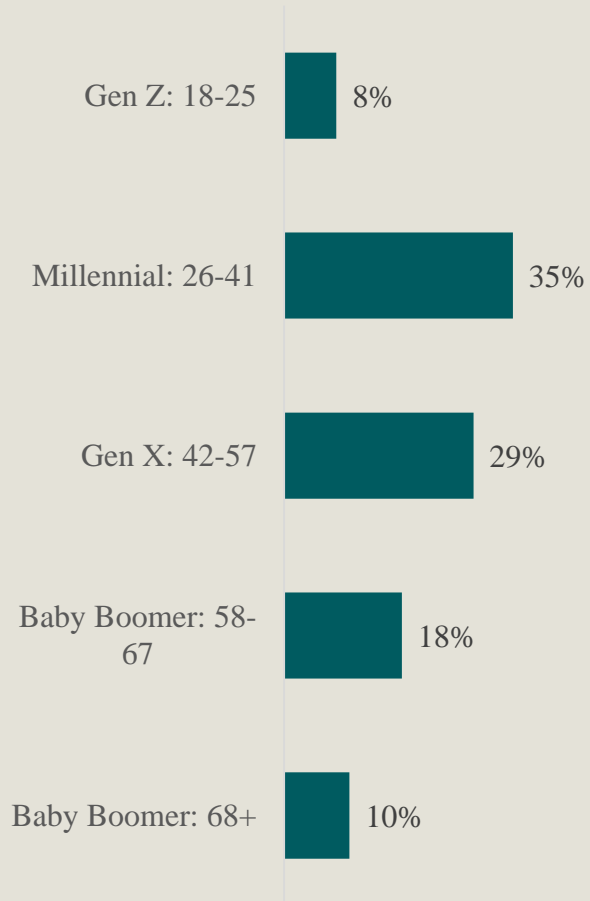


1%
Non-binary

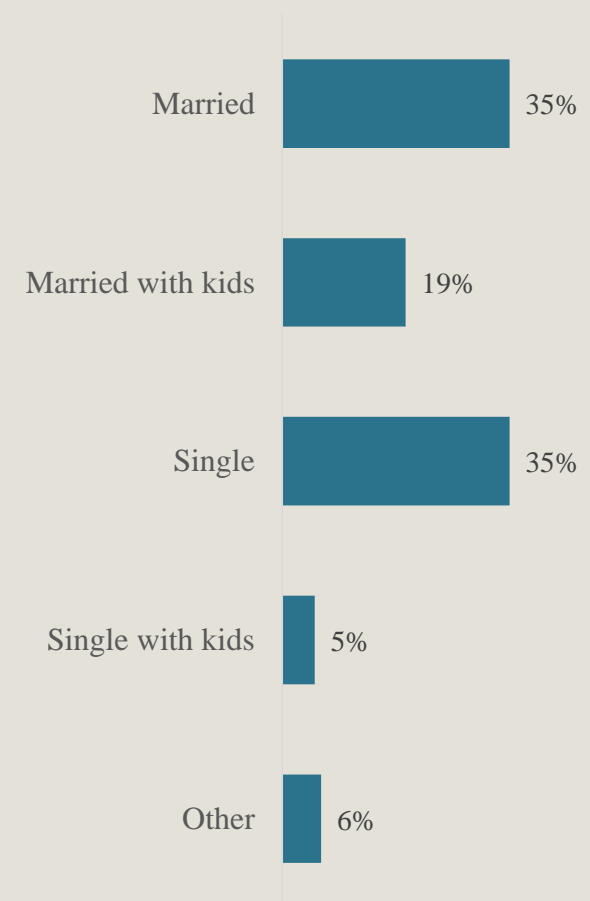


1%
Prefer not to Say

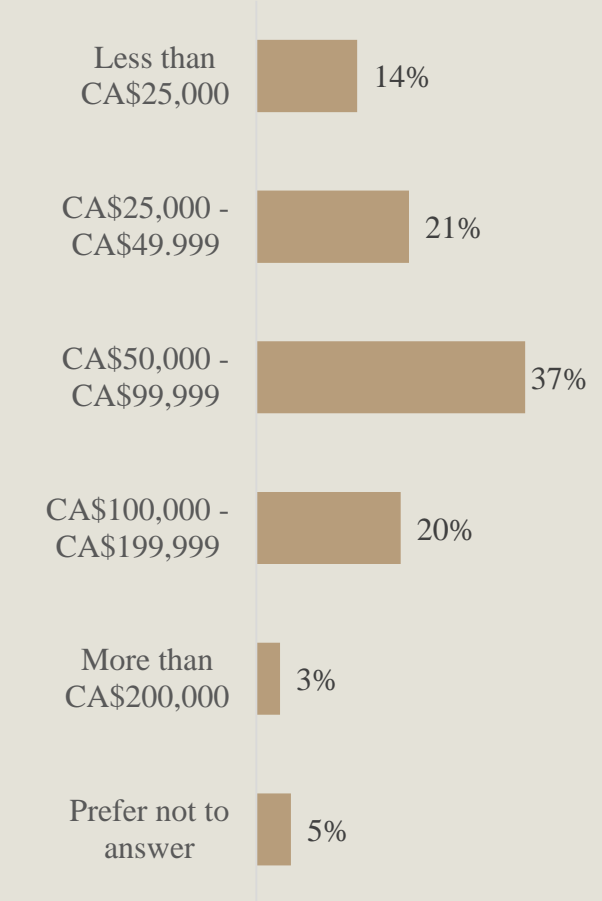
Age Range



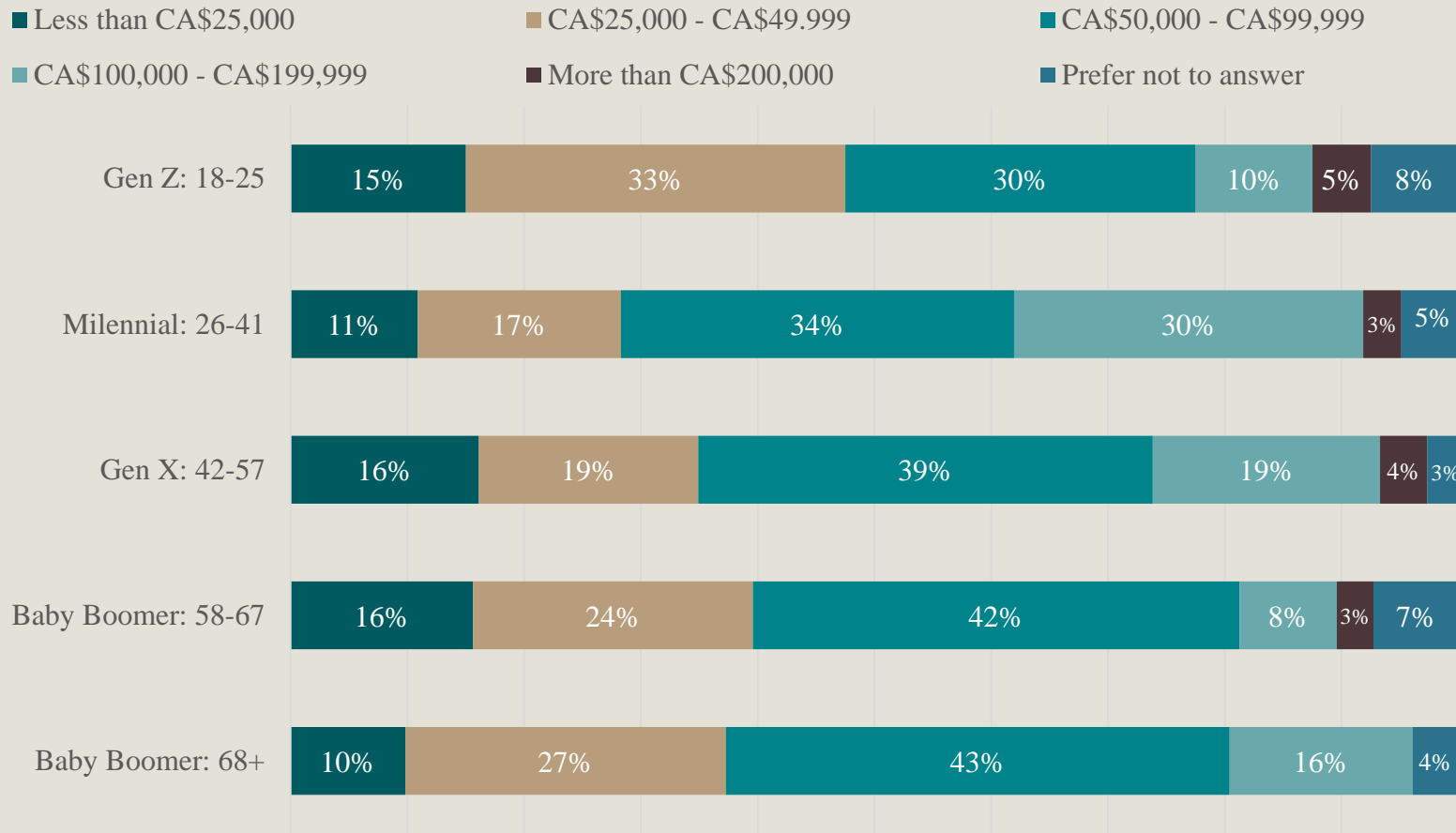
Household



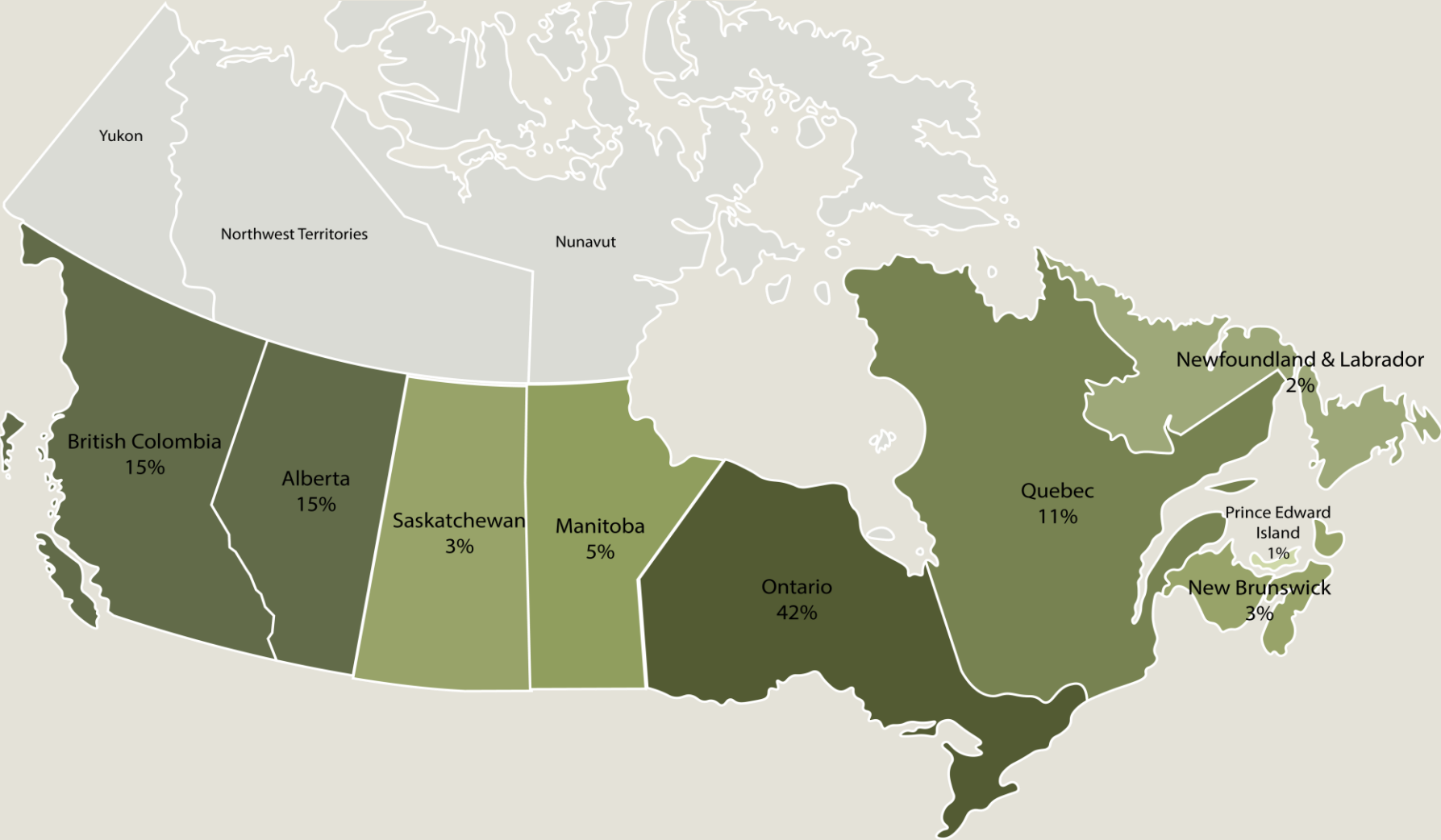
Household Income



Household Income *By Generation*

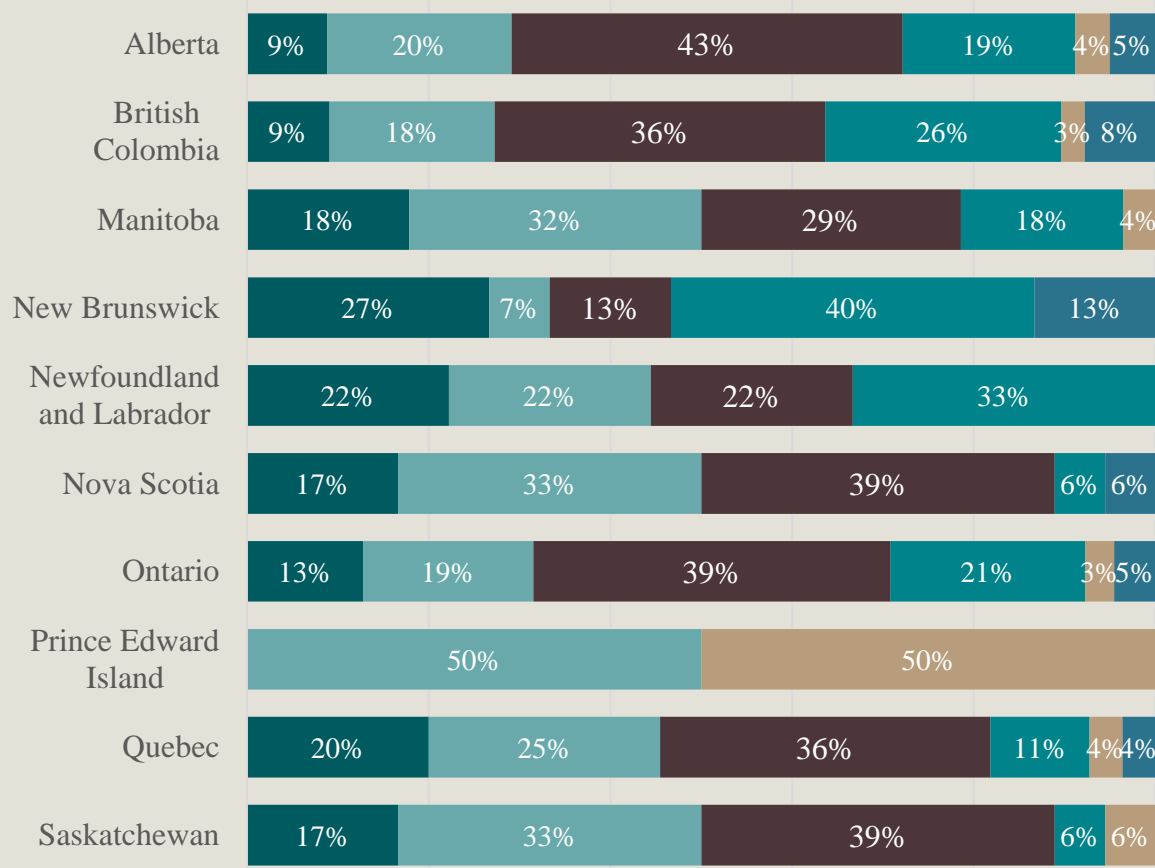


Canada *Province*



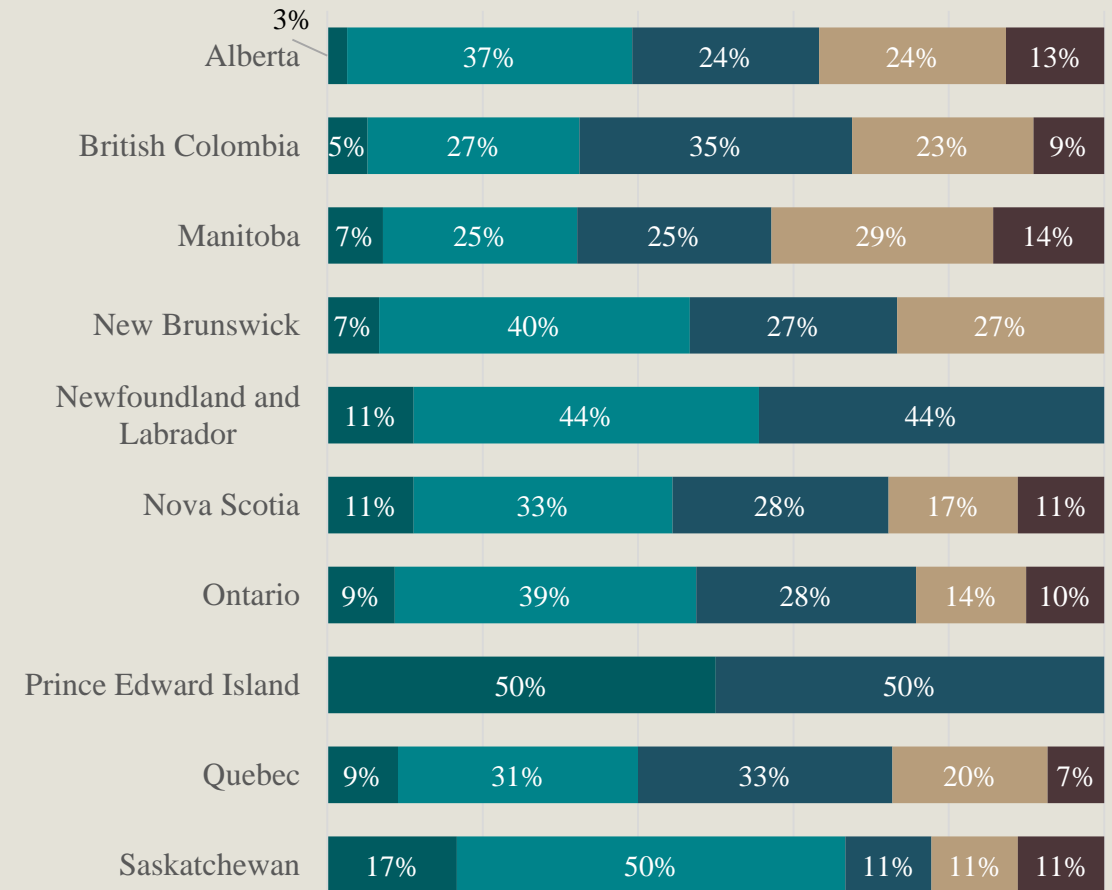
Household Income By Province

■ Less than CA\$25,000
 ■ CA\$25,000 - CA\$49,999
 ■ CA\$50,000 - CA\$99,999
■ CA\$100,000 - CA\$199,999
 ■ More than CA\$200,000
 ■ Prefer not to answer



Generation By Province

■ Gen Z: 18-25
 ■ Millennials 26-41
 ■ Gen X: 42-57
■ Baby Boomer: 58-67
 ■ Baby Boomer: 68+



Key Highlights

- 35% of the respondents are Millennials, and 29% are Gen X.
- 51% of the respondents were Females, and 47% were Males.
- 37% indicated having an HHI between CAN\$50,000 – 99,999 and 23% of the respondents have an HHI of above \$100,000.
- 35% were single.
- 44% of the respondents live in the Ontario Province, 15% in British Columbia, and 11% in Quebec.

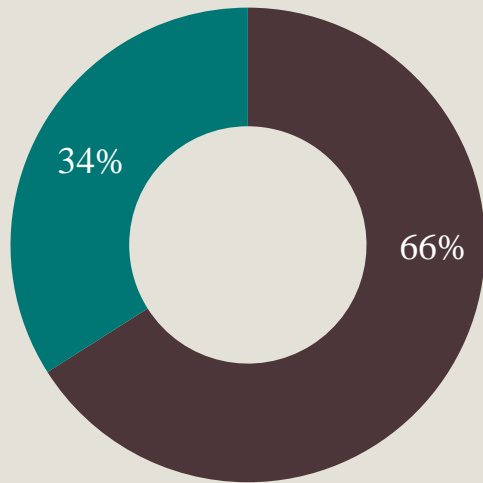


Familiarity

Type of Traveler *and* Heard of Aruba

Type of Traveler *Explorer vs. Loyal Traveler*

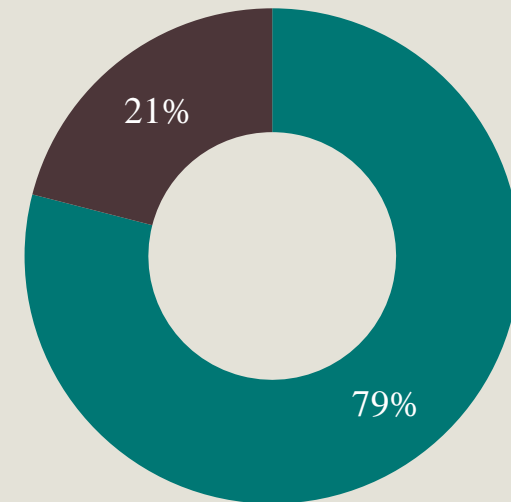
- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to



Q: Which of the following best describes you as a traveler?

Have you heard *about Aruba before?*

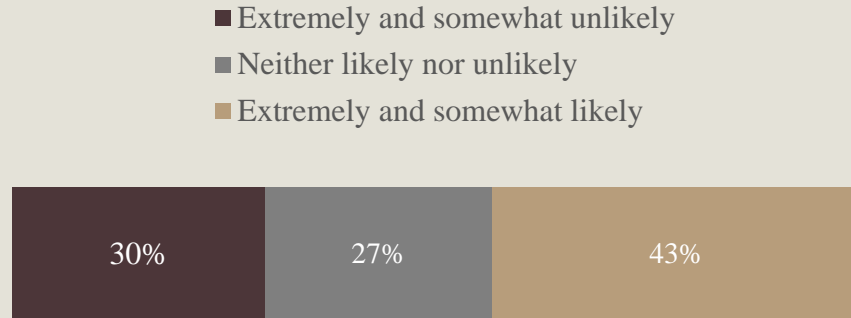
- Yes
- No



Q: Have you heard about Aruba before?

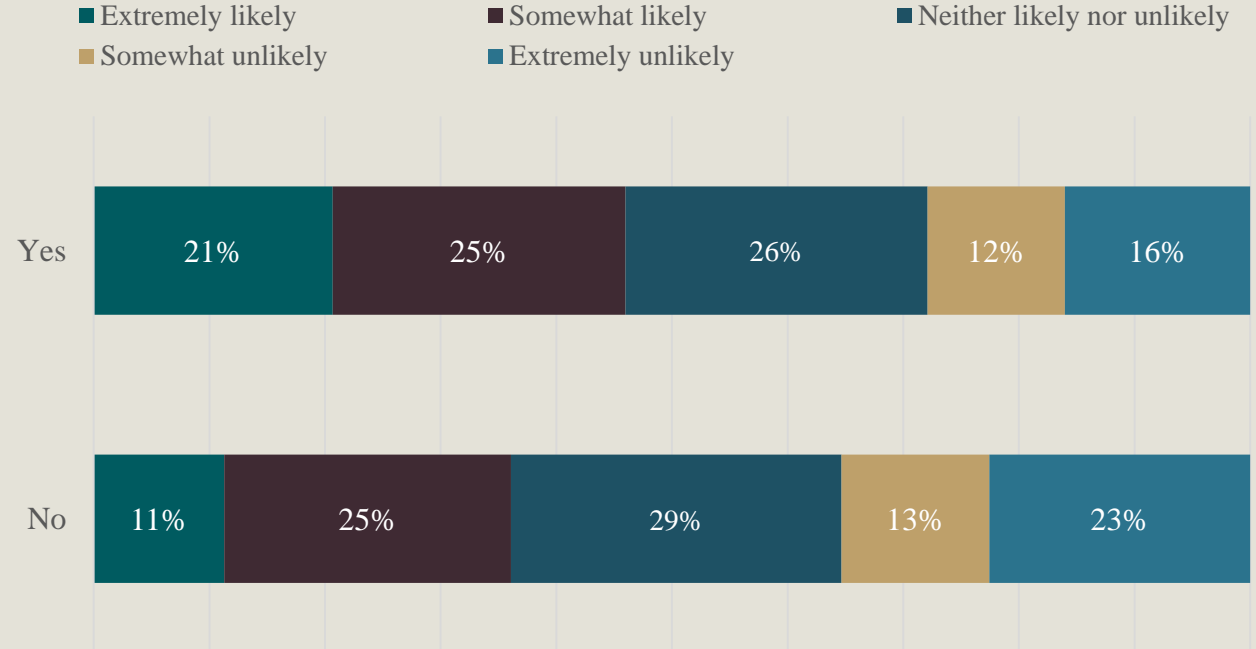
Likelihood of Caribbean Travel and *Familiarity with Aruba*

Likelihood of Traveling
To a Caribbean Island



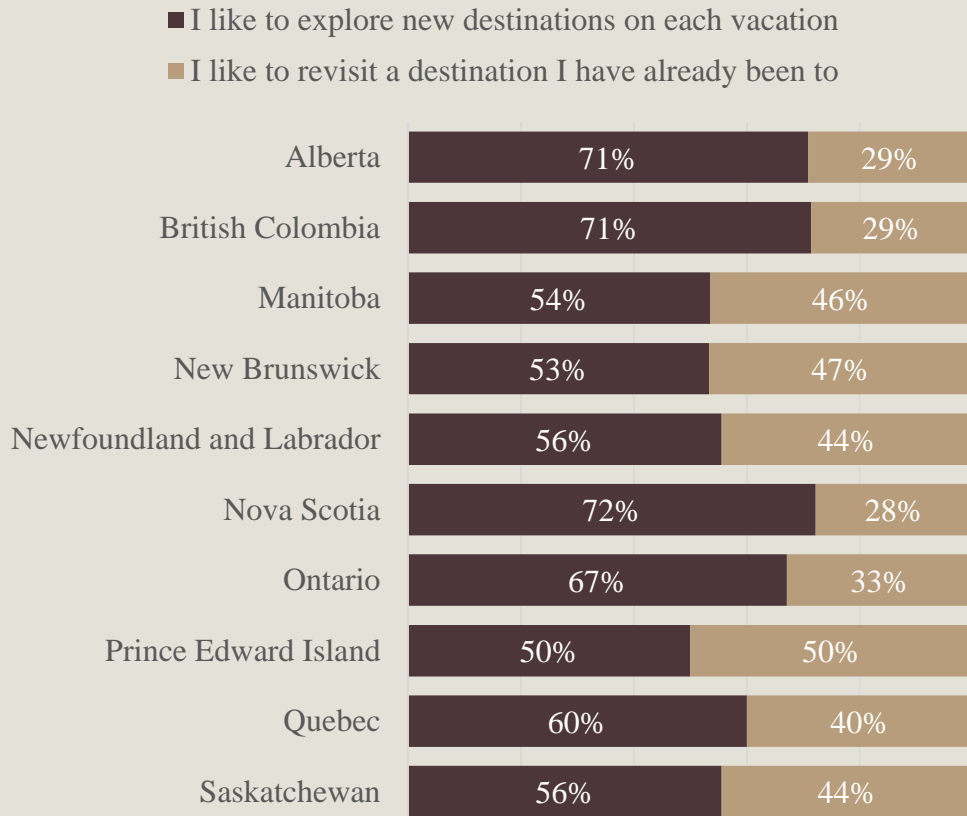
Question: How likely are you to travel abroad to a Caribbean island in the next 12 months?

Likelihood to visit and
Familiarity With Aruba

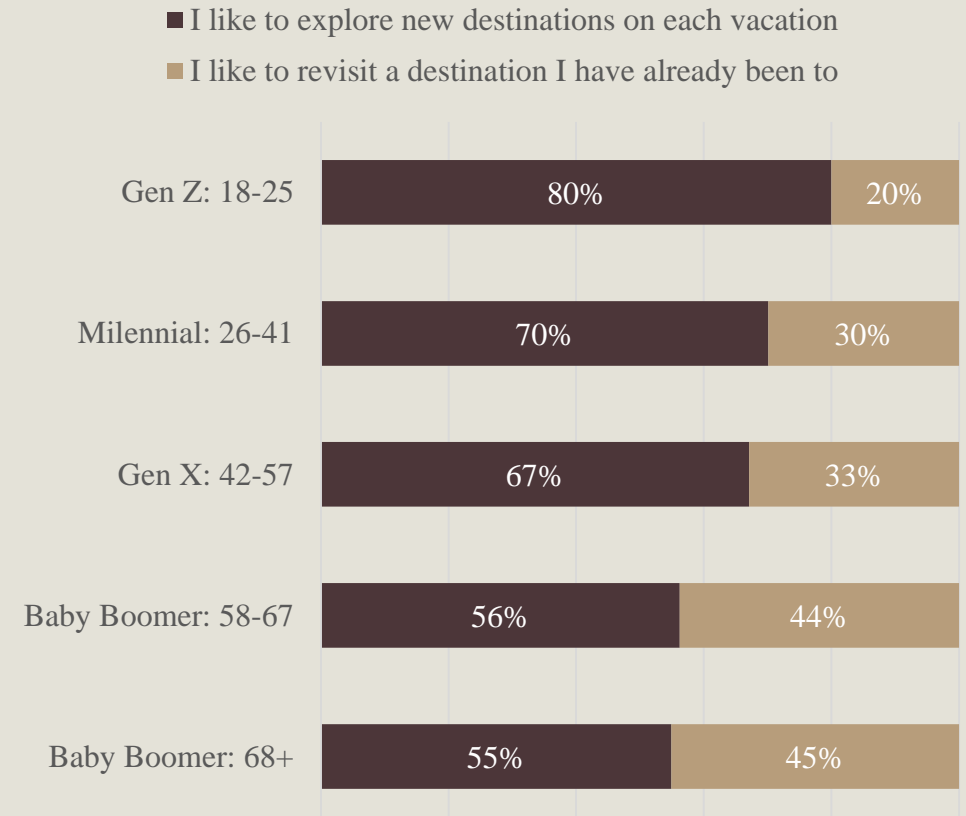


Type of Traveler – *Explorer vs. Loyal Traveler*

Province

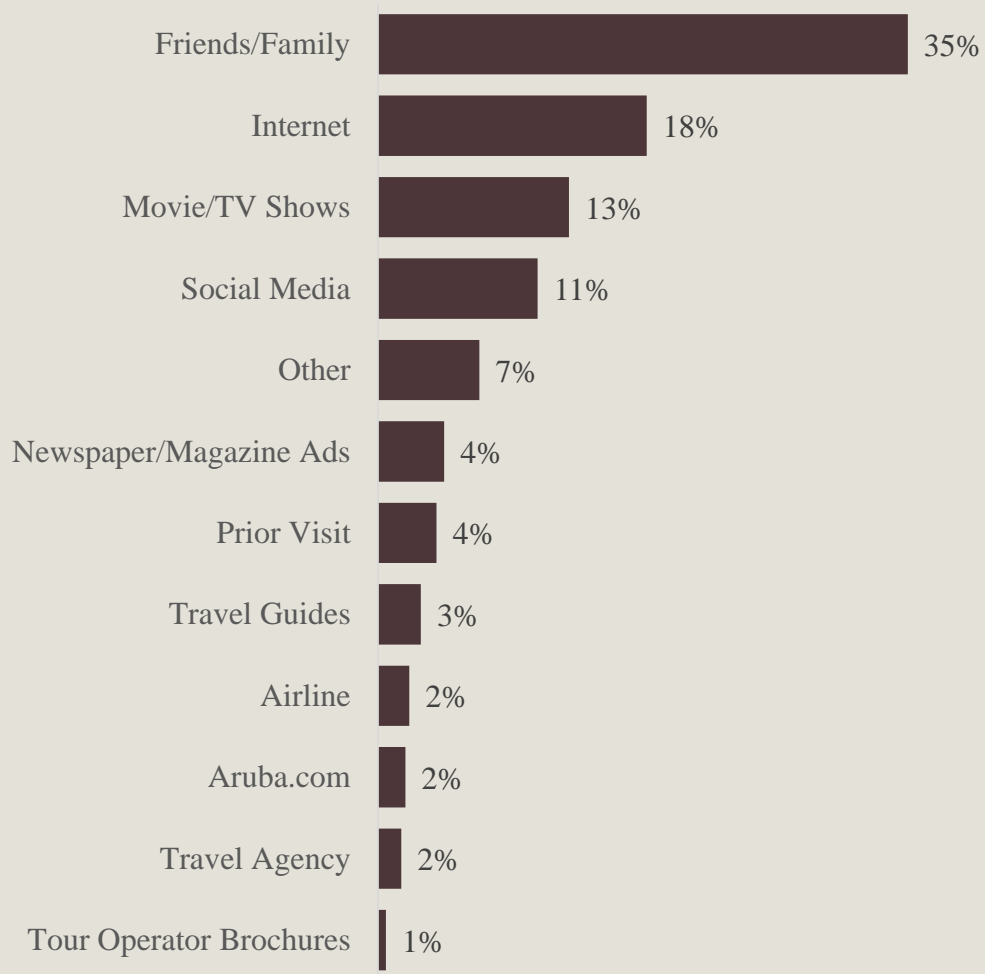


Generation



Question: Which of the following best describes you as a traveler? | Which Province/Territory in Canada do you reside in? | Age Range?

Channels when hearing *about Aruba*



Top channels *Where Heard About Aruba*

Friends & Family



35%

Internet



18%

Movie/Tv Shows



13%

Social Media



11%

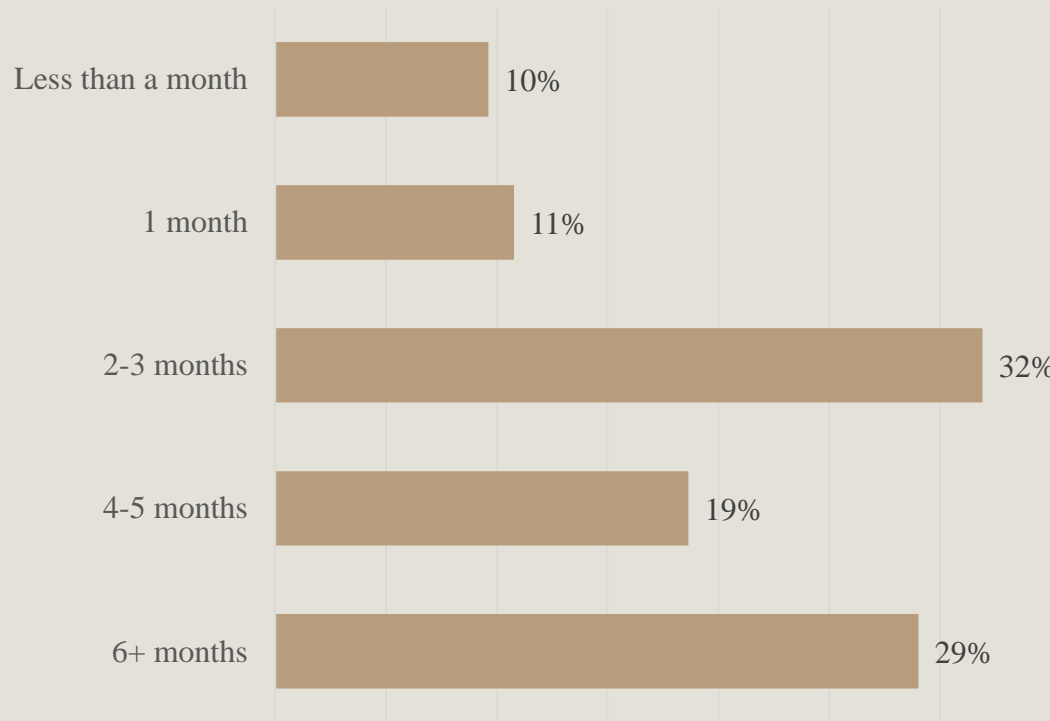
Question: How did you hear about Aruba?



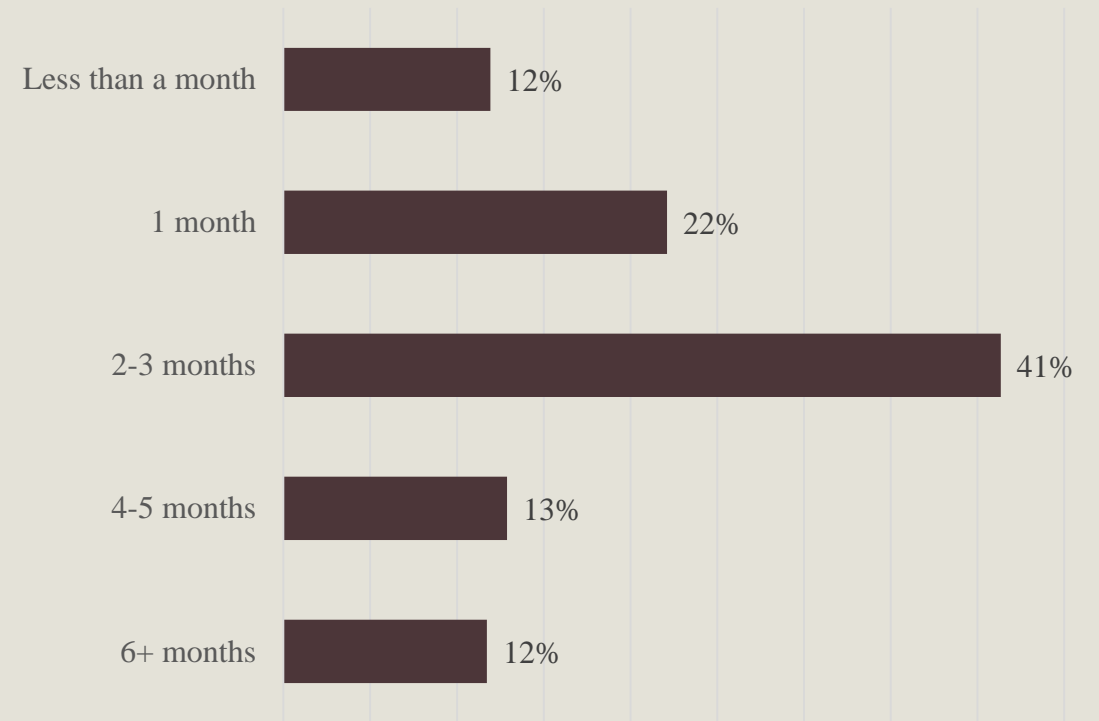
Travel Characteristics

Planning & Booking *Behavior*

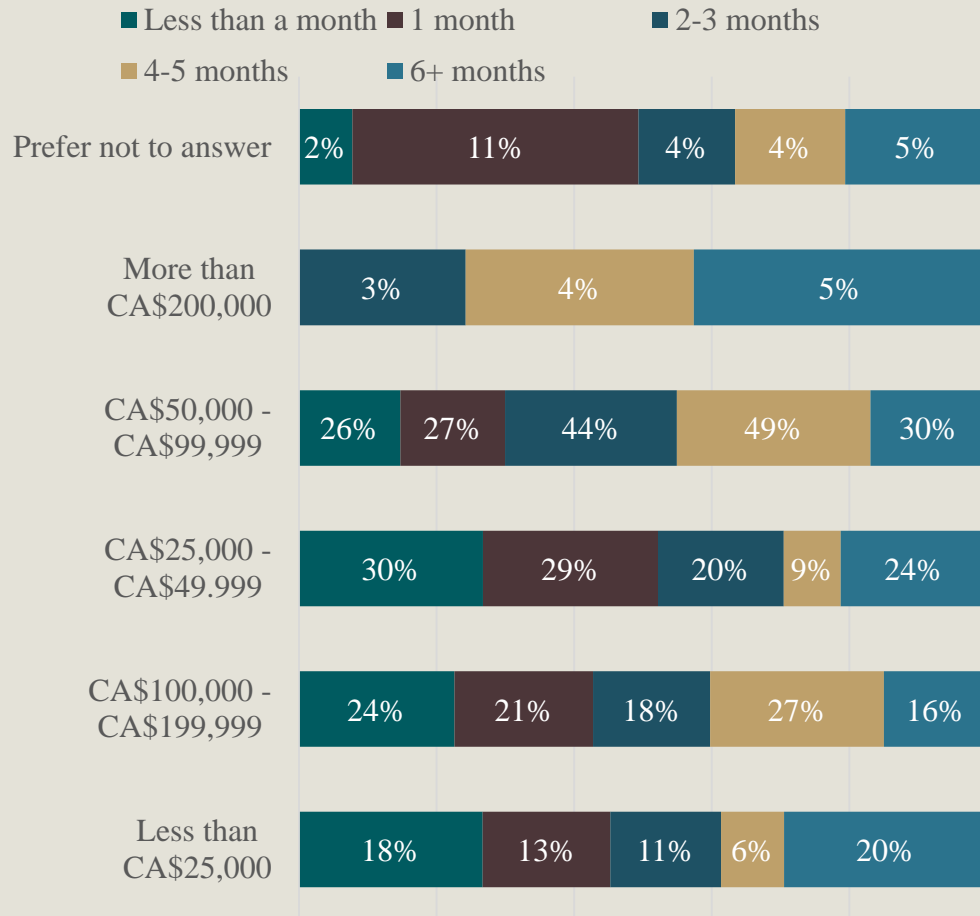
Planning



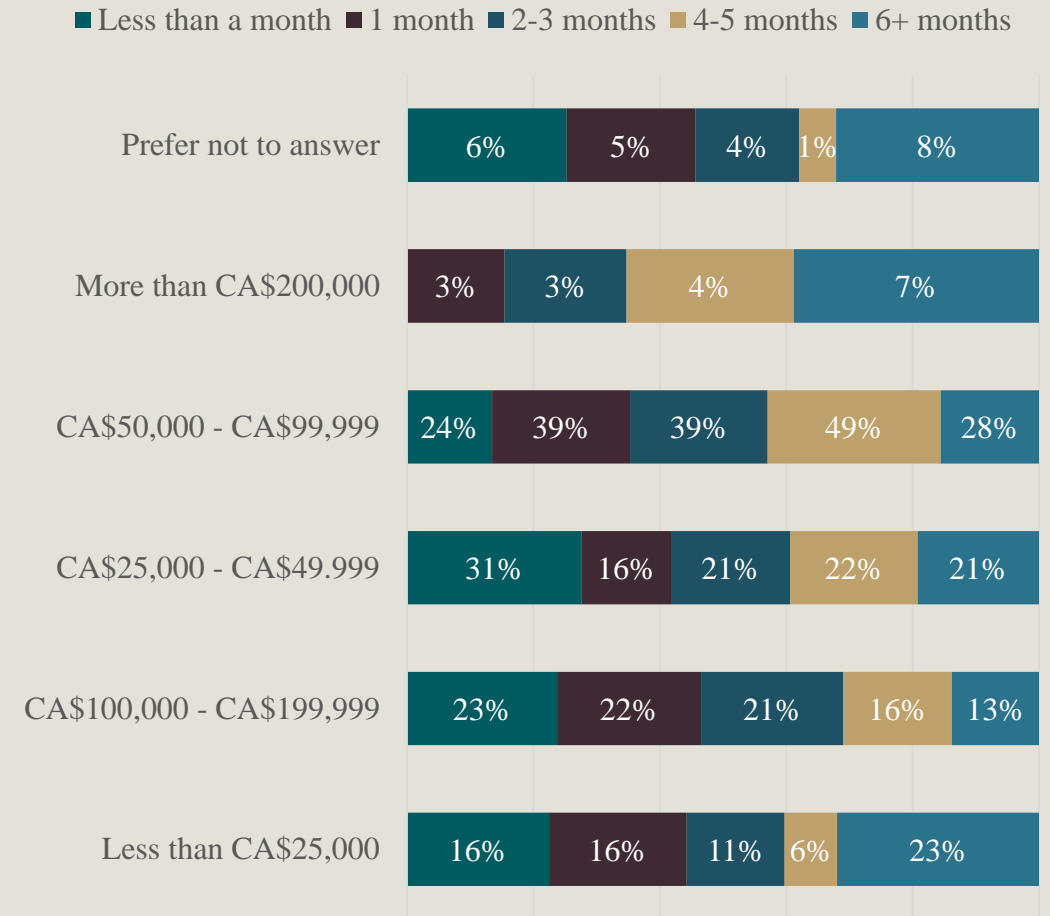
Booking



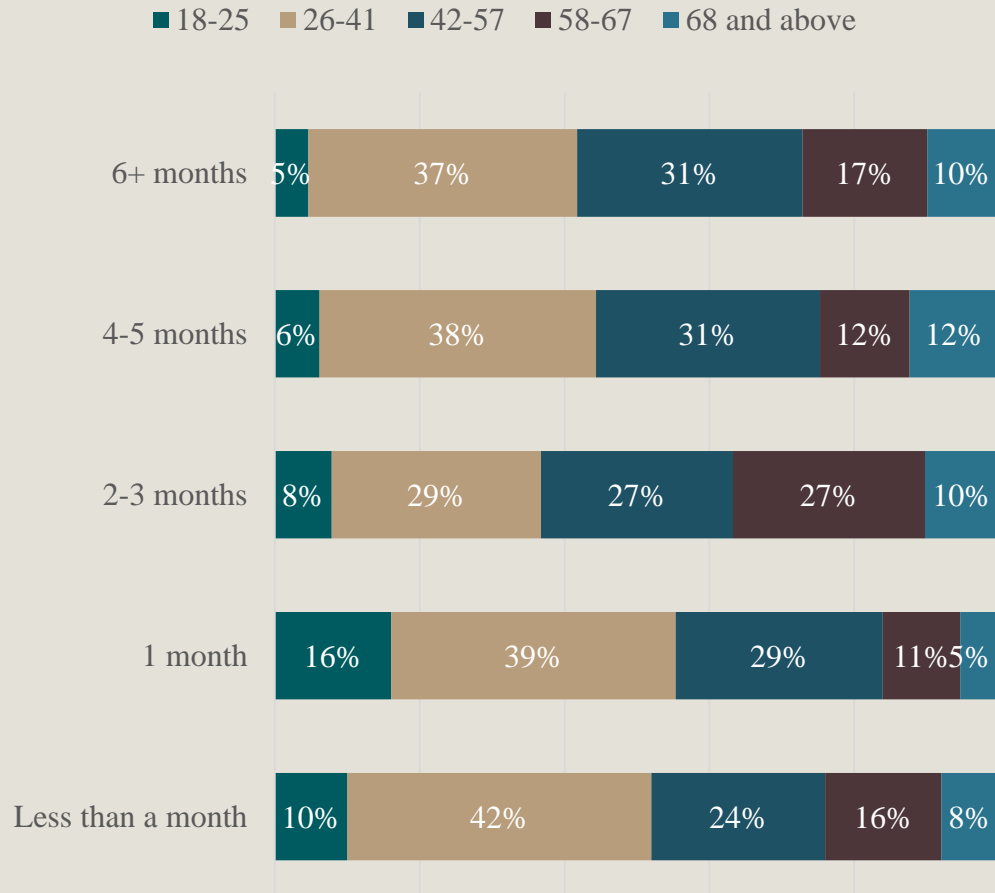
Planning: *By Monthly Income*



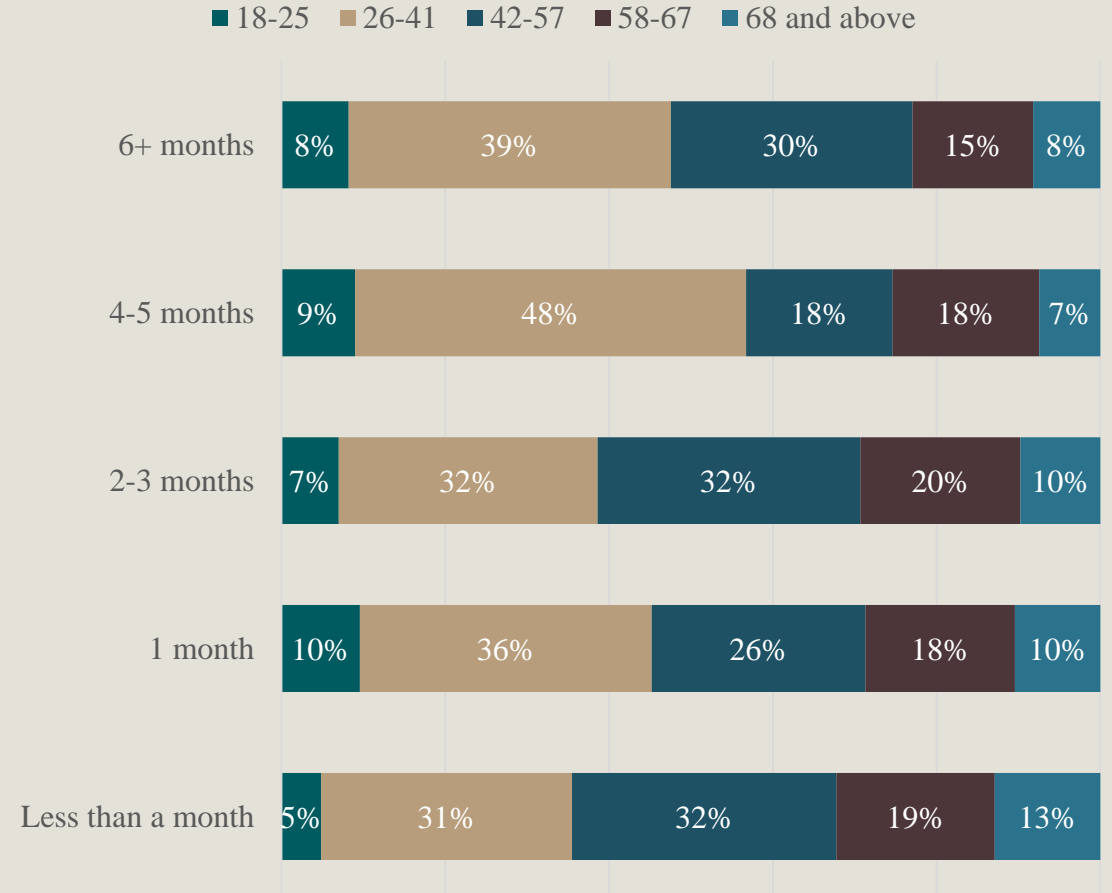
Booking: *By Monthly Income*



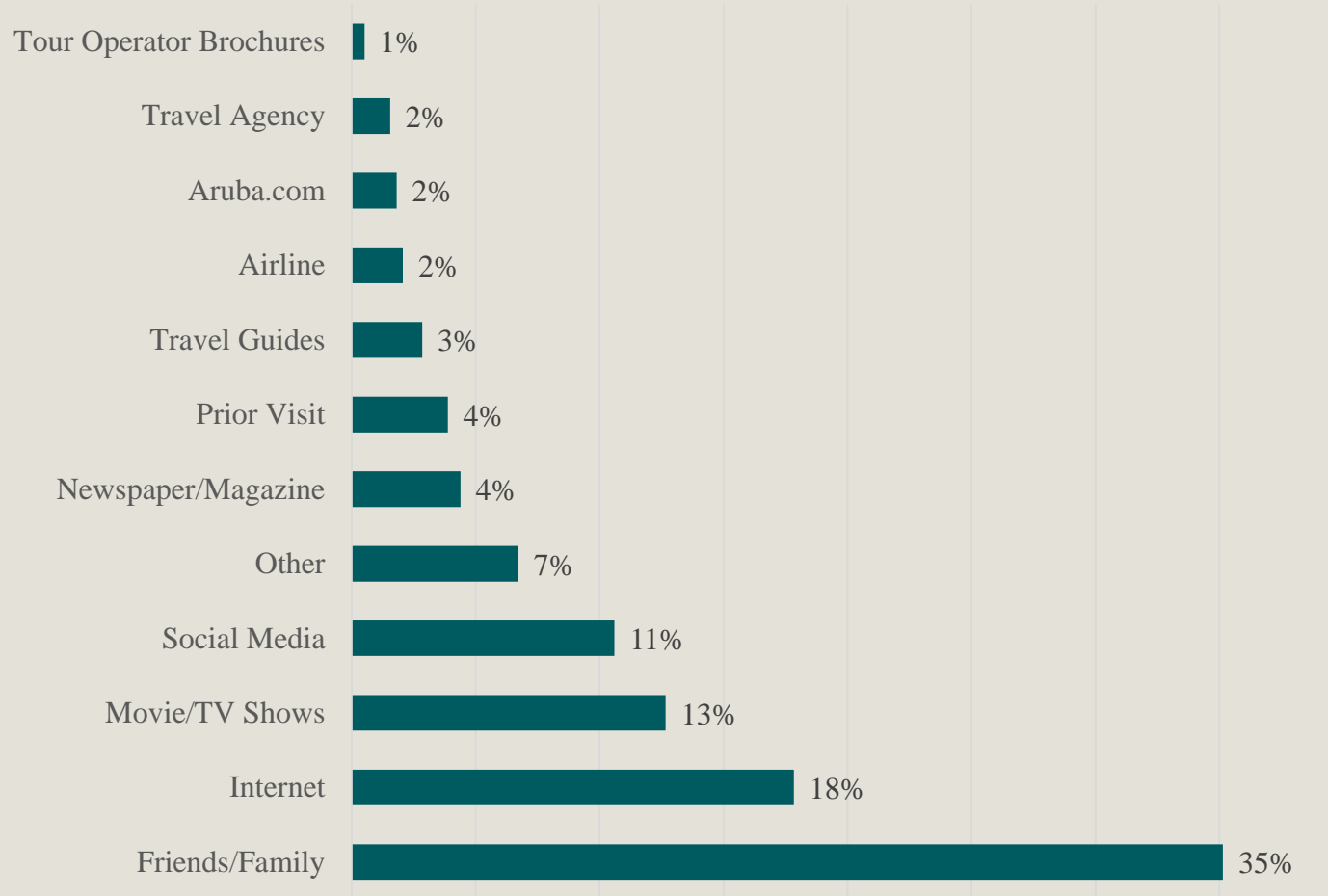
Planning: *By Generation*



Booking: *By Generation*



Channel used to *Arrange Reservations*



Question: How do you normally arrange your reservation(s) for your vacation?

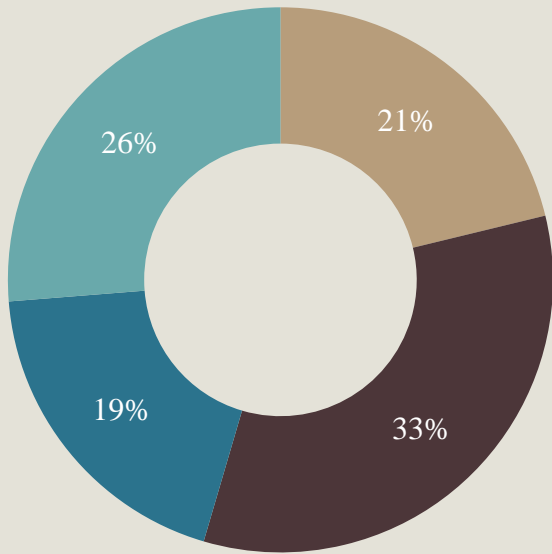


Spend Behavior

Travel Spend Behavior

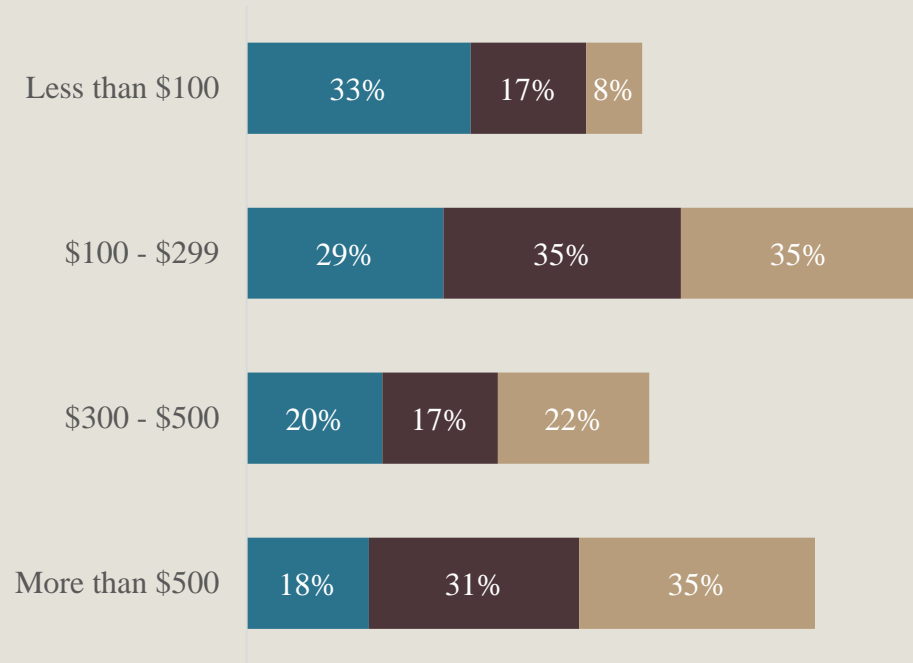
Spend Per Day/Per Person
F&B and Activities

■ Less than \$100 ■ \$100 - \$299 ■ \$300 - \$500 ■ More than \$500



Spend Per Day/Per Person
By Income Level

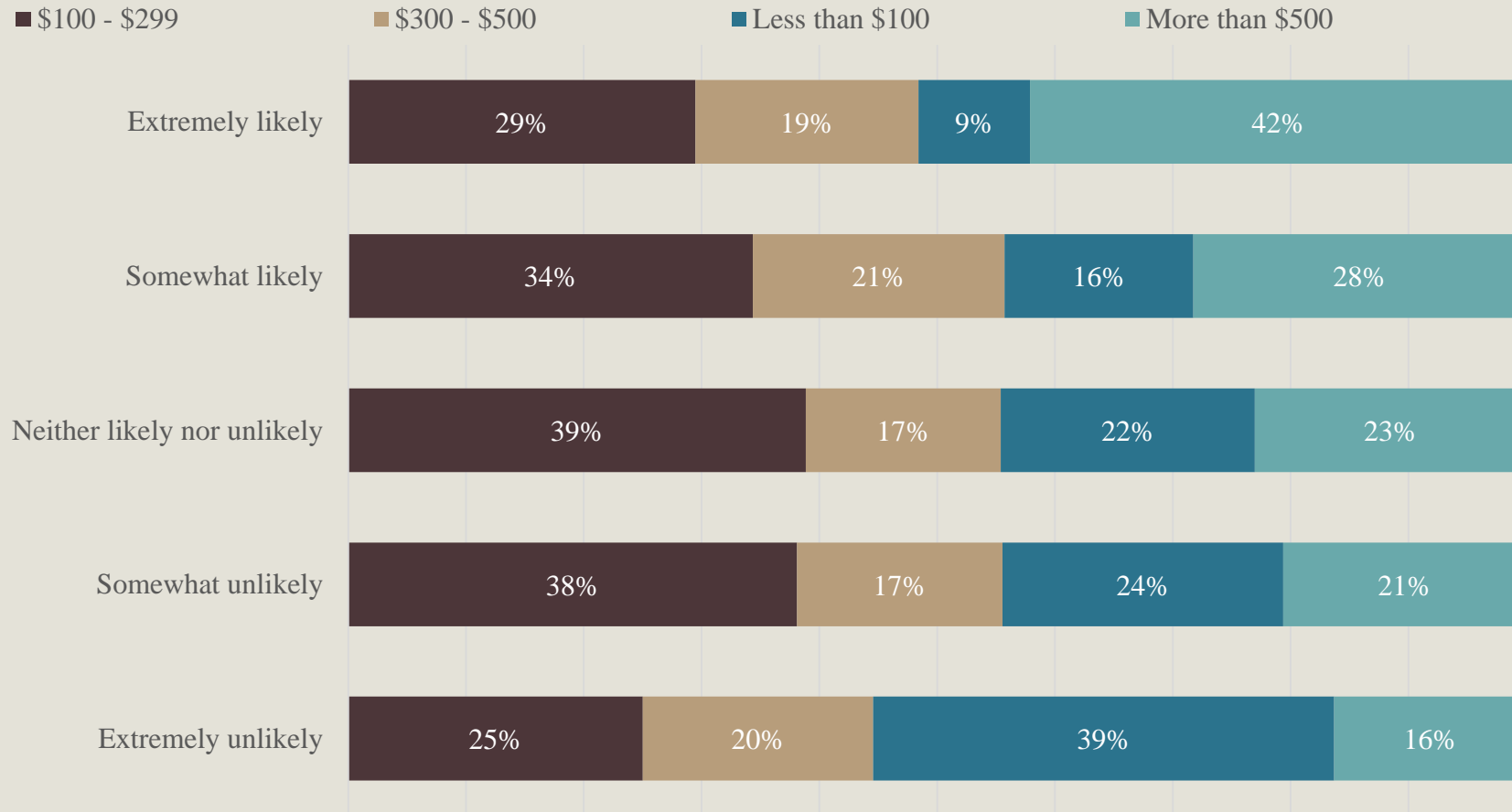
■ Low ■ Mid ■ Affluent



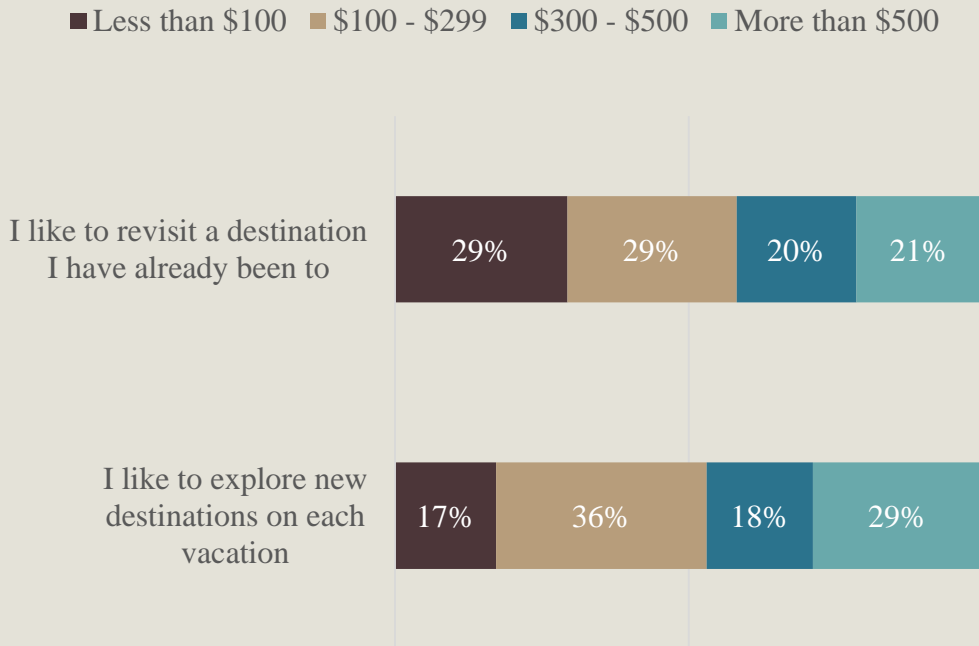
Question: How much do you spend on average on vacation on food & beverage and other activities per person per day?

Note: Mid-House Hold Income are defined as follows HHI of CAN\$50,000 - CAN\$99,999. The Affluent is defined as CAN\$ 100,000 or more.

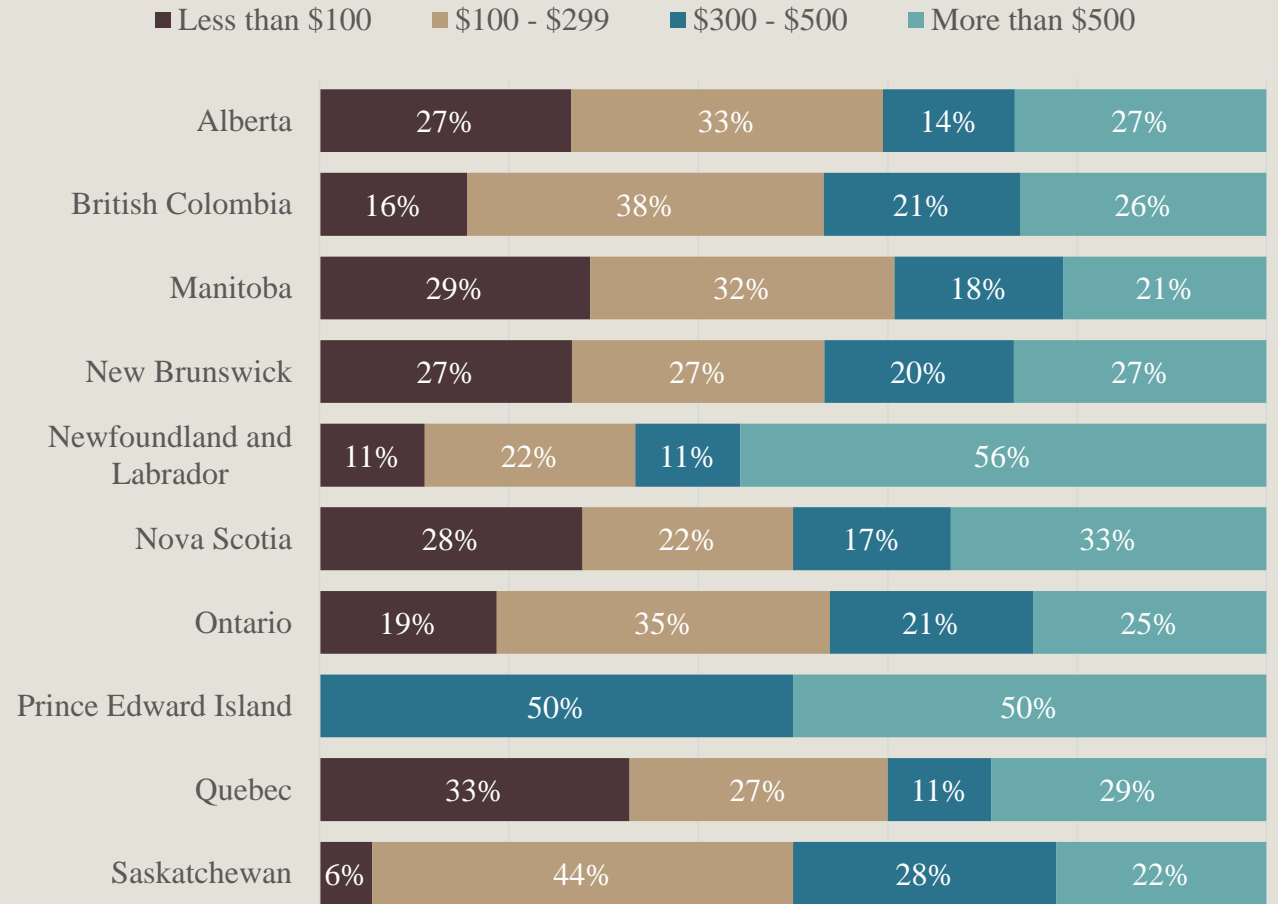
Spend Per Day/Per Person
By Likelihood of Travel to a Caribbean Destination



Spend Per Day/Per Person By Type of Traveler



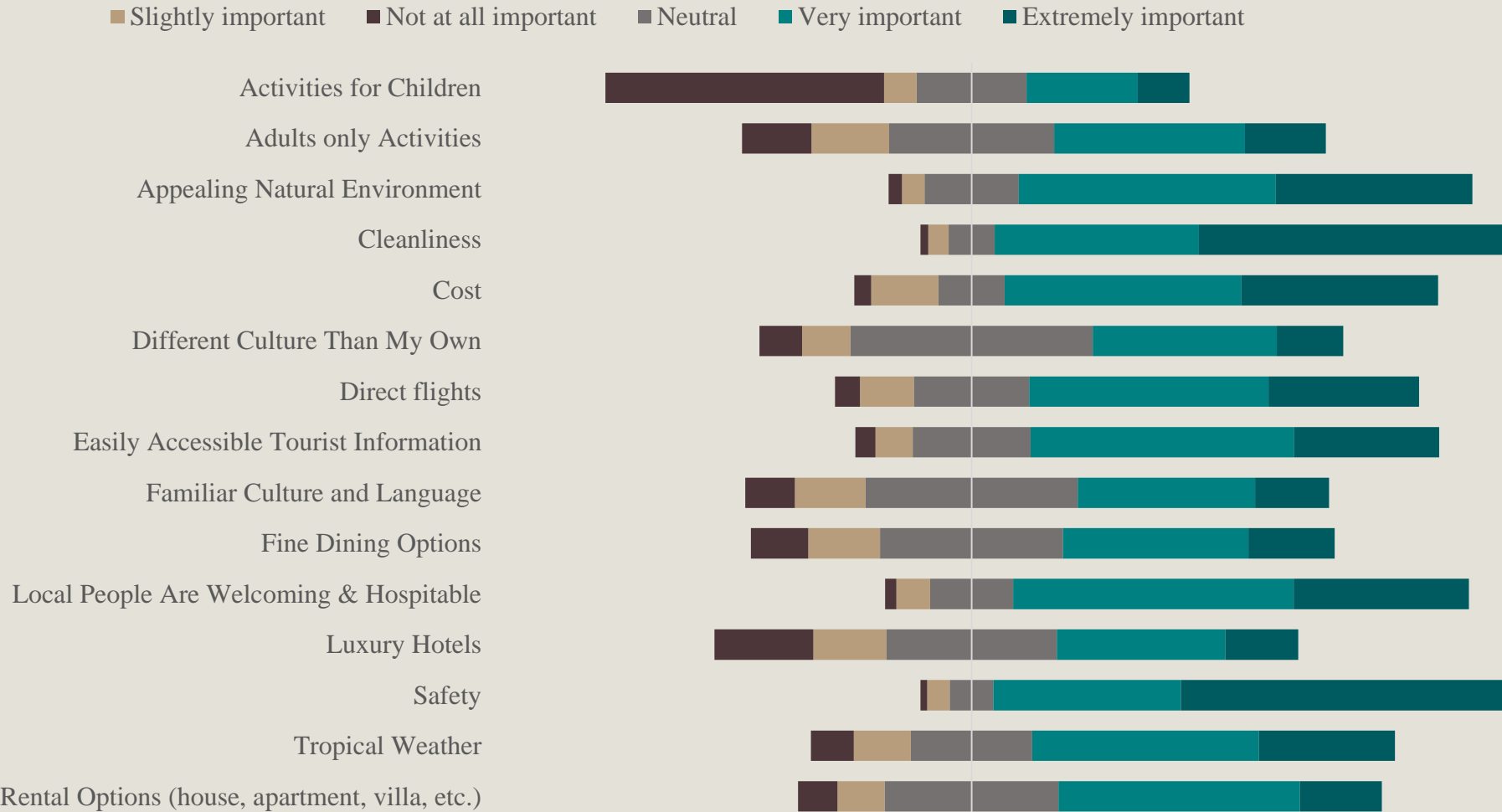
Spend Per Day/Per Person By Region





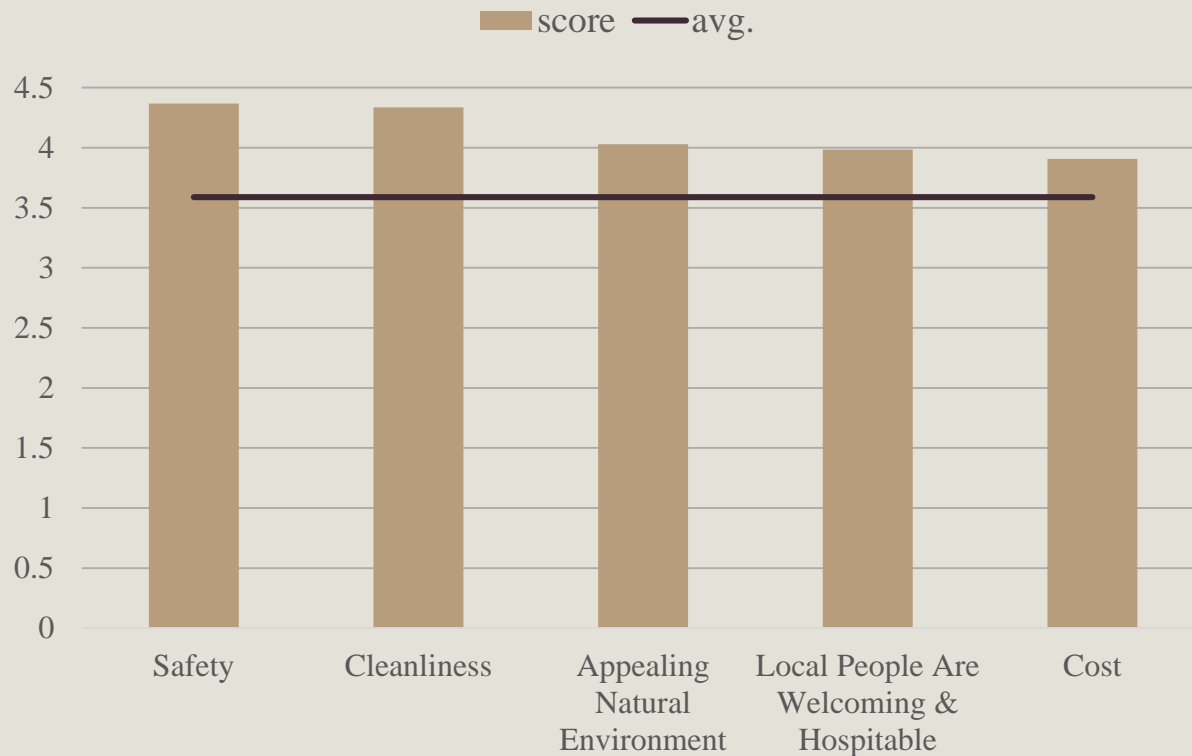
Travel *Considerations*

Important Considerations when *Choosing a Destination*



Question: When choosing to go on a vacation, how important are the following for you? Please indicate how important each of the following statements is for you when choosing a vacation.

Key Highlights of *Important Considerations*

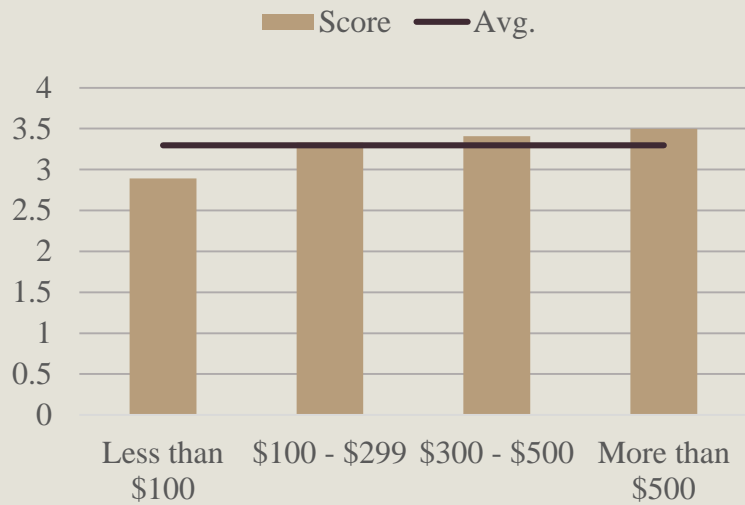


INSIGHT

- The graph shows the results of the categories that stood out.
- The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The more relevant categories that scored higher than average are safety, cleanliness, an appealing natural environment, local people are welcoming and hospitable, and cost.
- ATA can focus on the mentioned components which scored the highest by including them in messaging geared towards Canadian travelers.

Key Highlights of *Important Considerations by Spending*

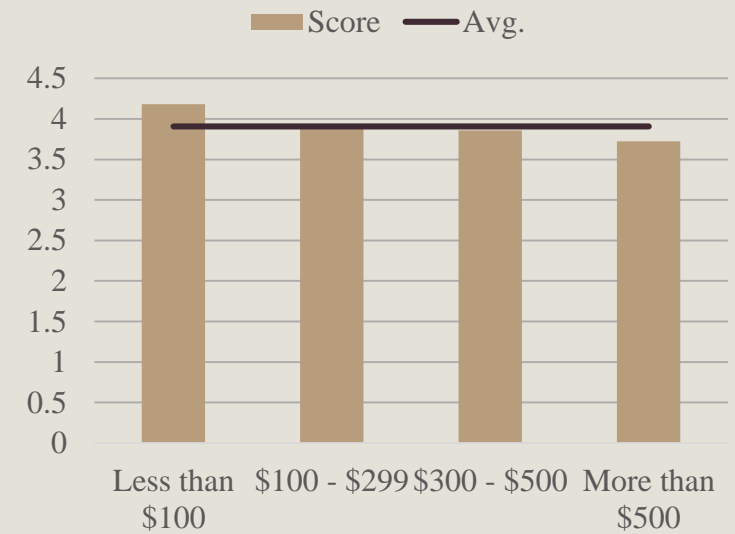
Fine Dining



Adults Only Activities



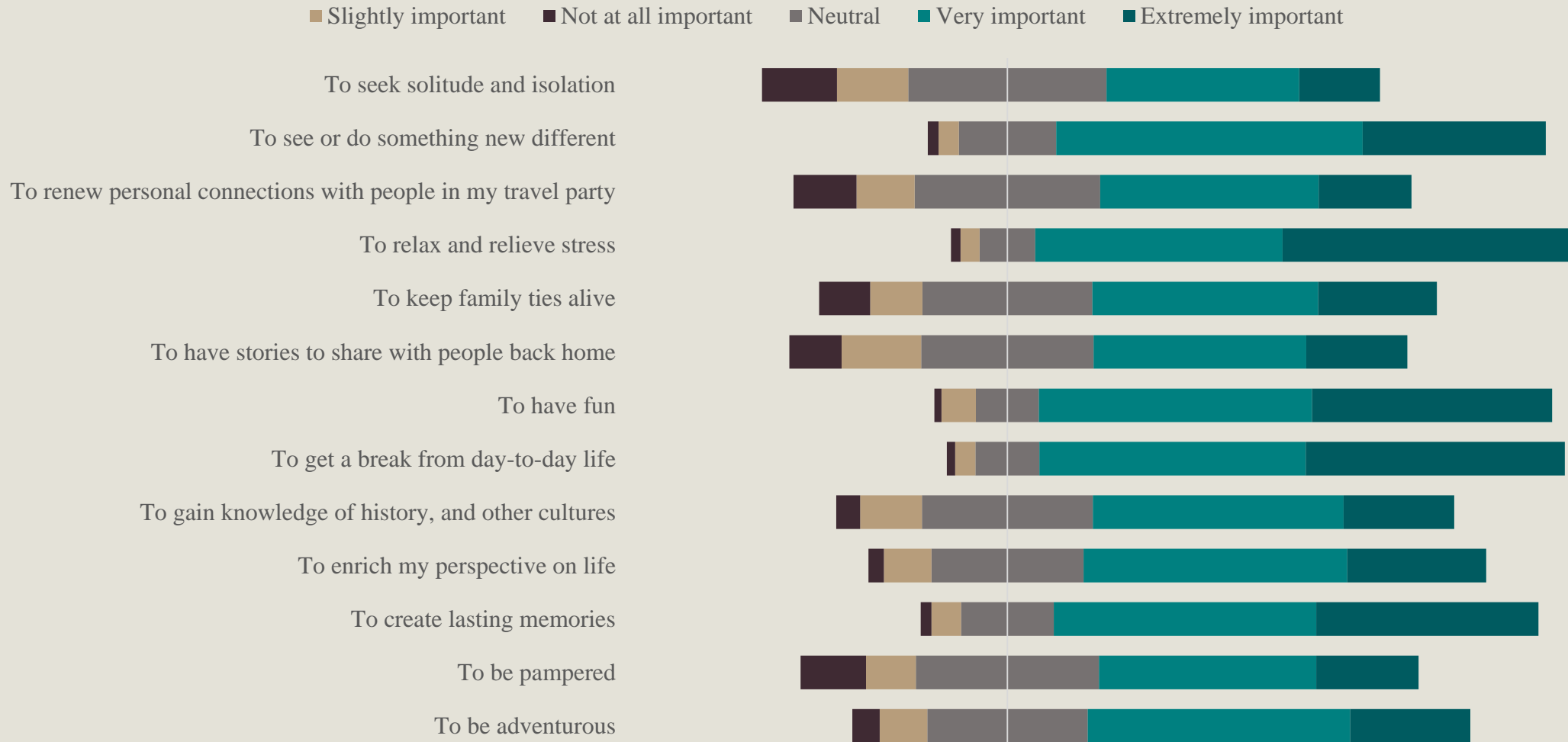
Cost



INSIGHT

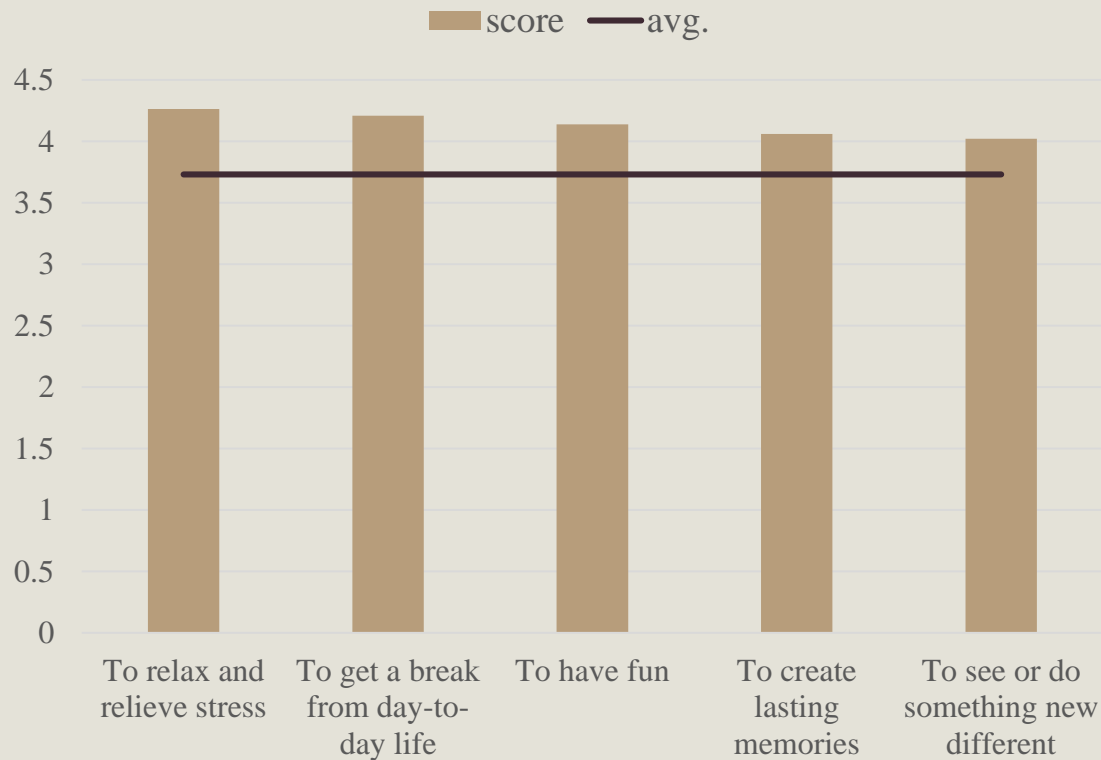
- The graph shows the results of the categories that stood out among the spend categories. The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- Fine dining scored the highest among those who spend \$300-500 and more than \$500 while on vacation. The same is observed for adults only activities.
- Cost scored the highest amongst the respondents who spent less than \$100.

Important *Vacation Benefits*



Question: What are some of the benefits you seek from a vacation? Please indicate how important each of the following statements is to you.

Key Highlights of *Important Benefits*



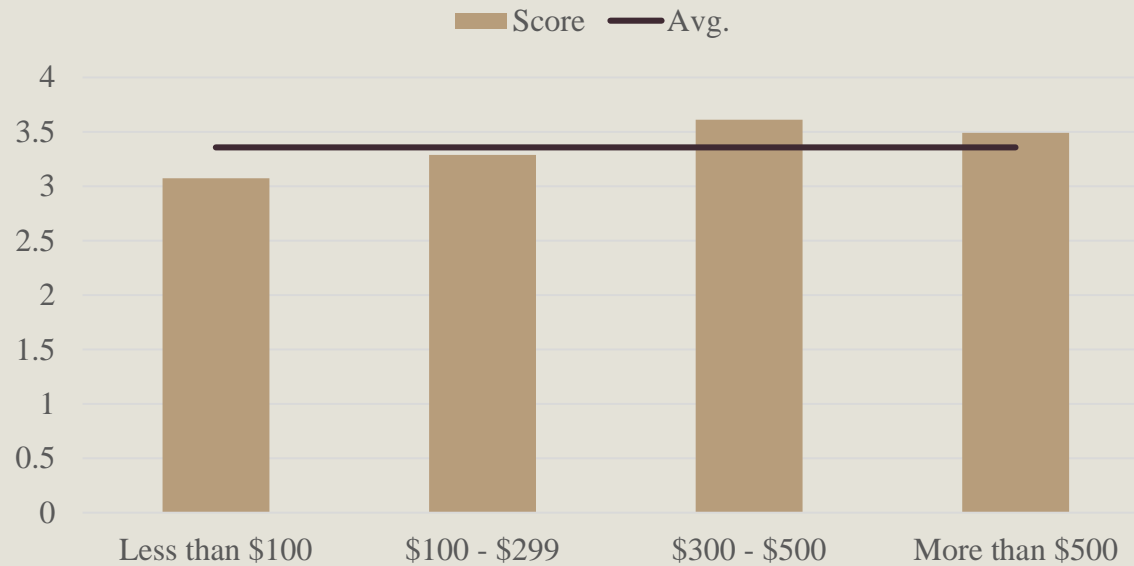
INSIGHT

- The graph shows the results of the categories that stood out.
- The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The more relevant categories that scored higher than average are relaxing and relieving stress, taking a break from day-to-day life, having fun, creating lasting memories, and seeing or doing something new and different.
- ATA can focus on the five benefits the Canadian traveler wants, which scored the highest.

Question: What are some of the benefits you seek from a vacation? Please indicate how important each of the following statements is to you.

Key Highlights of *Important Benefits by Spending*

“To renew personal connections with people in my travel party.”



INSIGHT

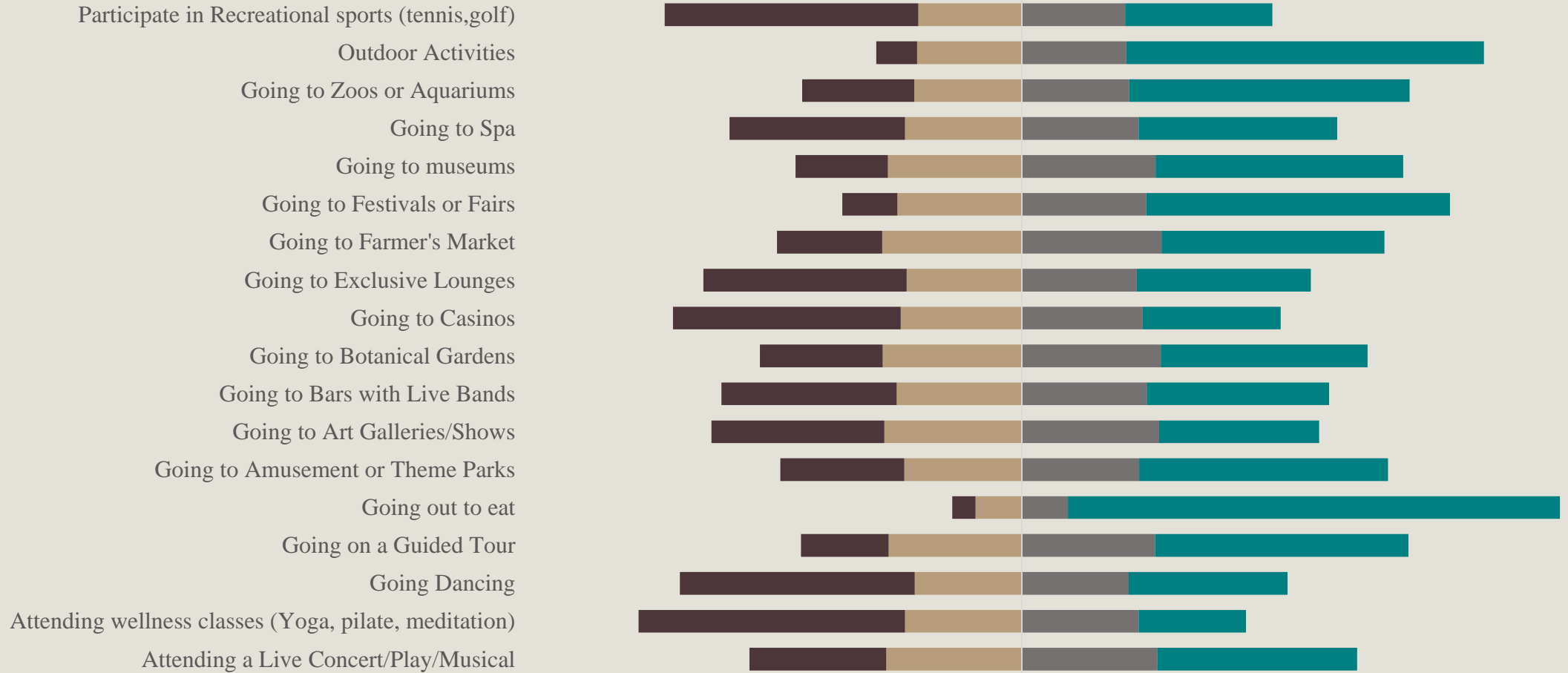
- The graph shows the results of the categories that stood out among the spend categories. The deviations from the norm were calculated to determine the types that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- To renew personal connections with people in my travel party scored the highest among those who spent \$300- 500 while on vacation and more than \$500



Travel Preferences

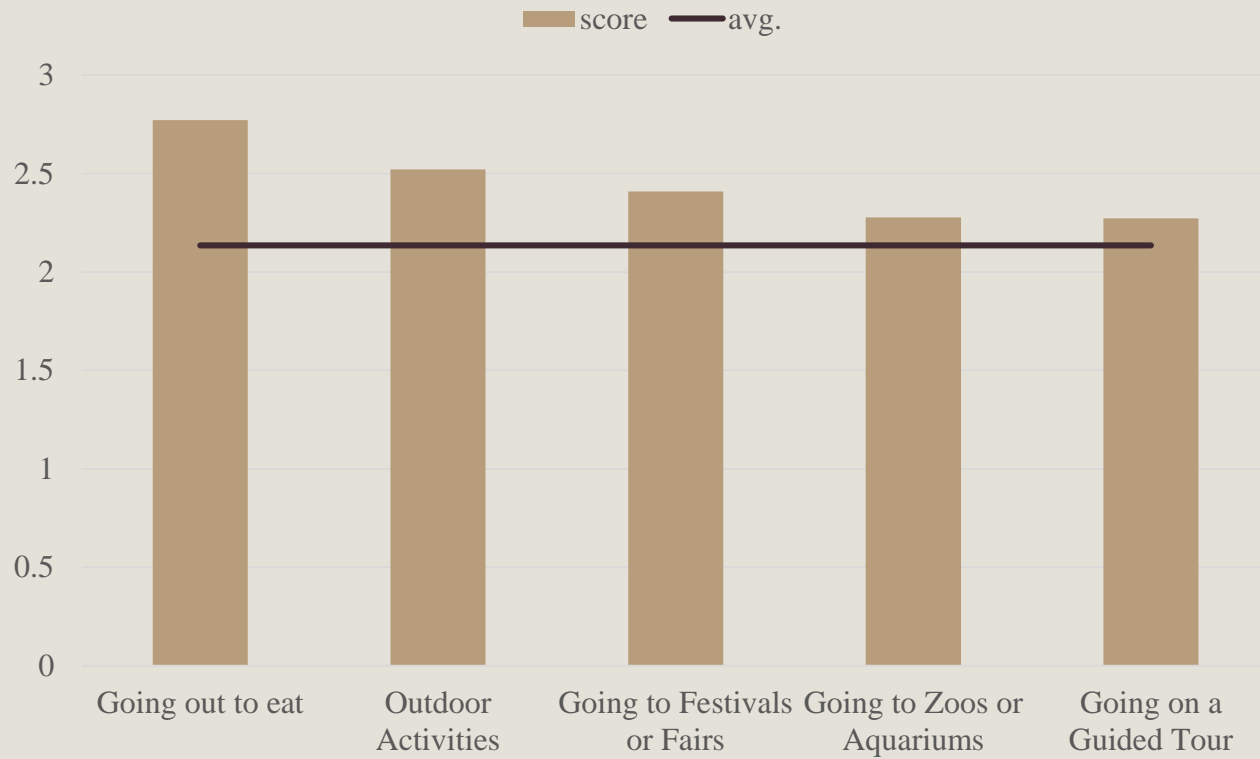
Preferred *Vacation Activities & Experiences*

■ No ■ Maybe ■ Yes



Question: What activities/experiences are you typically interested in while on vacation? Please indicate how interested you are in the following statements when on vacation.

Key Highlights of *Preferred Activities*

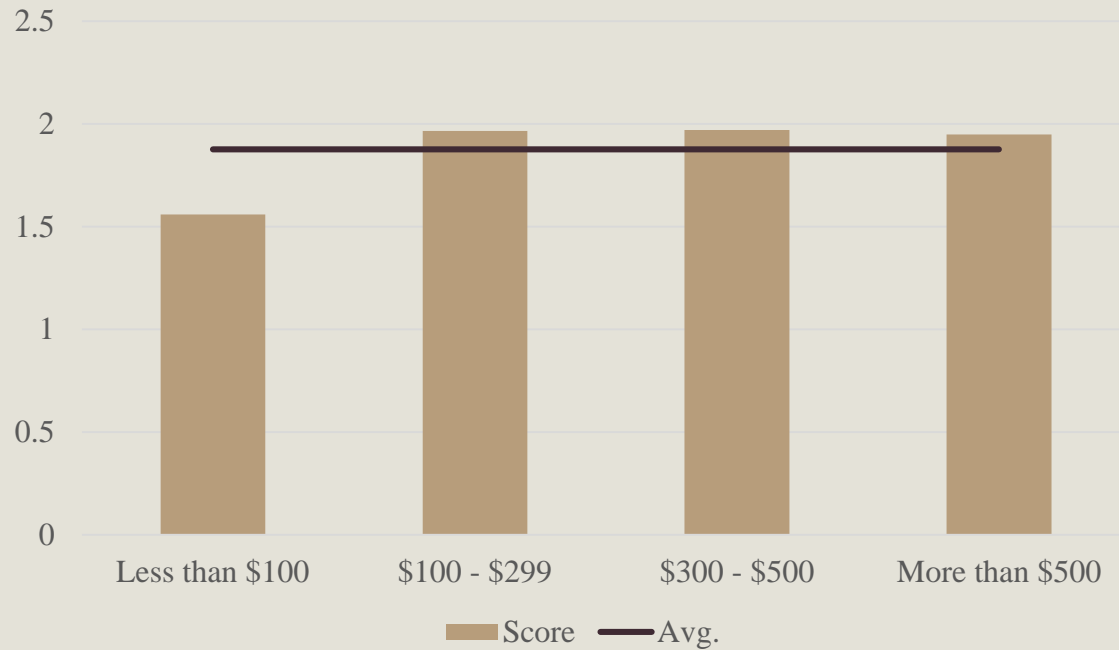


INSIGHT

- The graph shows the results of the categories that stood out.
- The deviations from the norm were calculated to determine the categories that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- The more relevant categories that scored higher than average are Going out to eat, Outdoor activities, Going to festivals or fairs, Going to Zoos or Aquariums, and Going on a guided tour.
- ATA can focus on the mentioned components, which scored the highest by including them in messaging geared towards Canadian travelers.

Key Highlights of preferred Activities

Going Dancing



INSIGHT

- The graph shows the results of the categories that stood out among the spend categories. The deviations from the norm were calculated to determine the types that stood out. The calculation was done by looking at the highest scores, those above the average (line in the graph).
- Going Dancing scored the highest amongst those who spent in the categories above \$100 and above.



Affluent

Income of CA\$100,000 or More

Demographics

Gender



50%

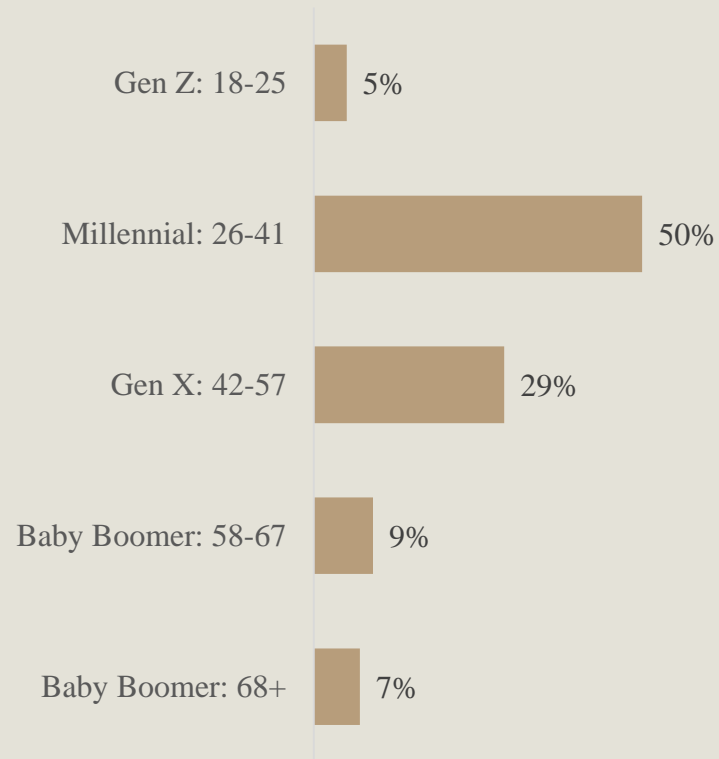
Male



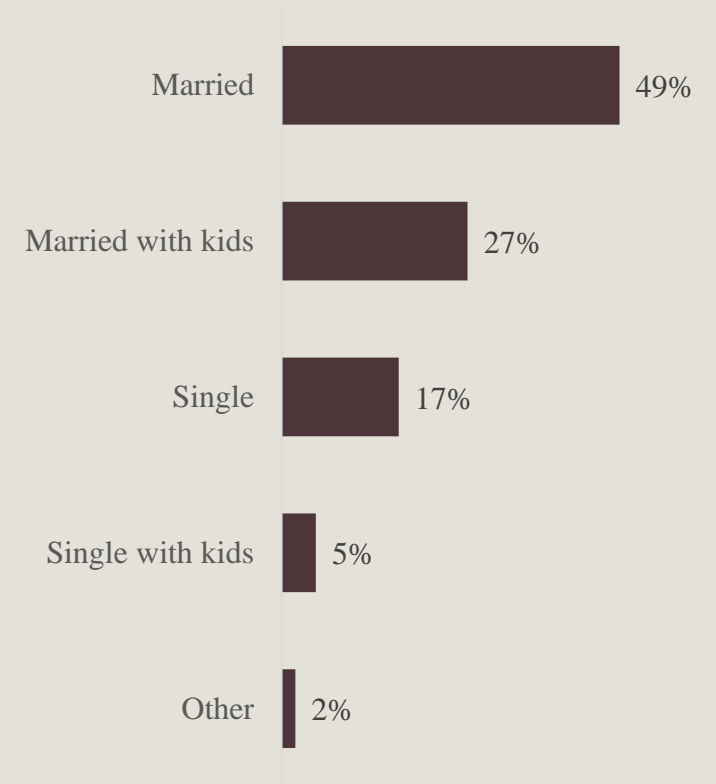
50%

Female

Age Range



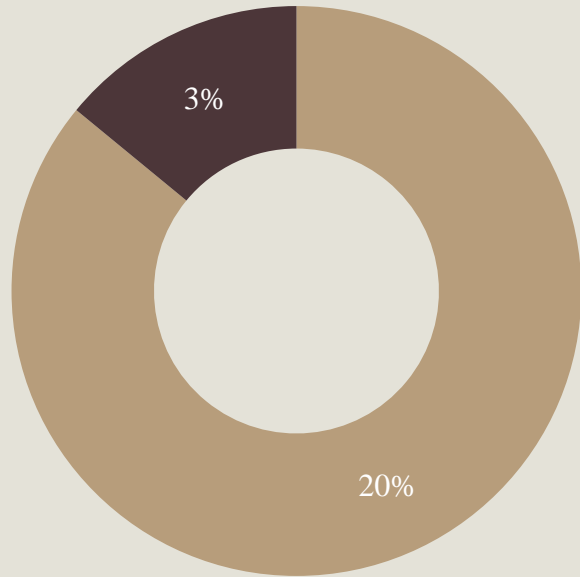
Household



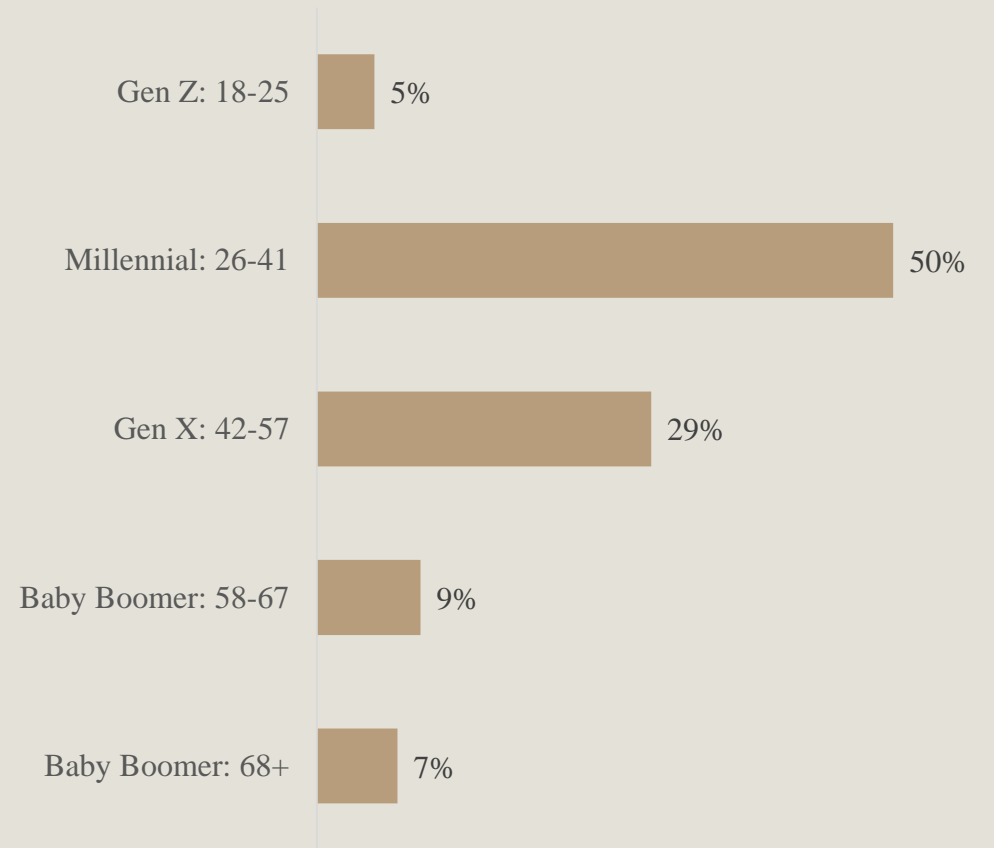
Note: Income of CA\$100,000 or More

Household *Income*

■ CA\$100,000 - CA\$199,999 ■ More than CA\$200,000



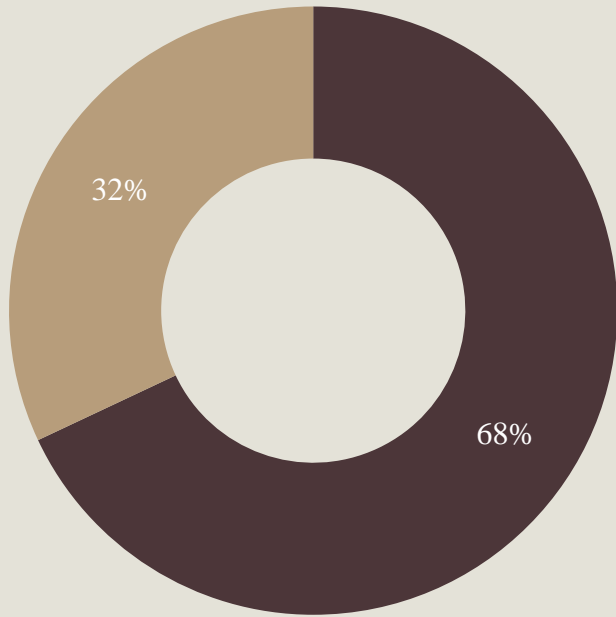
Household Income *by Generation*



Type of Traveler *and* Heard of Aruba

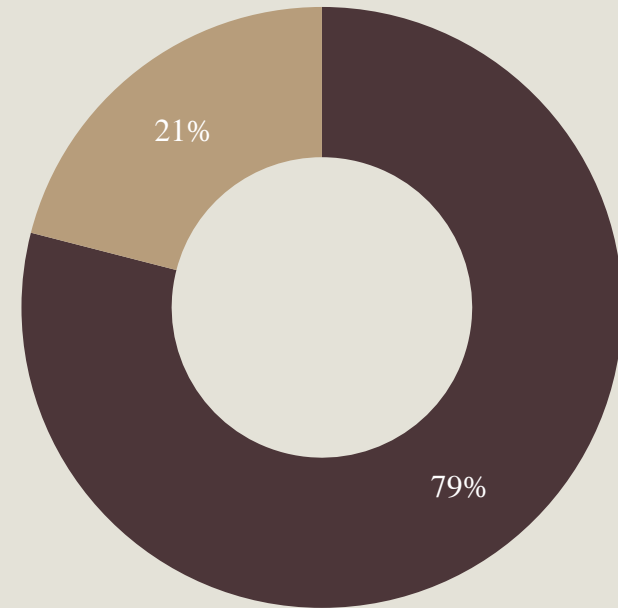
Type of
Traveler

- I like to explore new destinations on each vacation
- I like to revisit a destination I have already been to



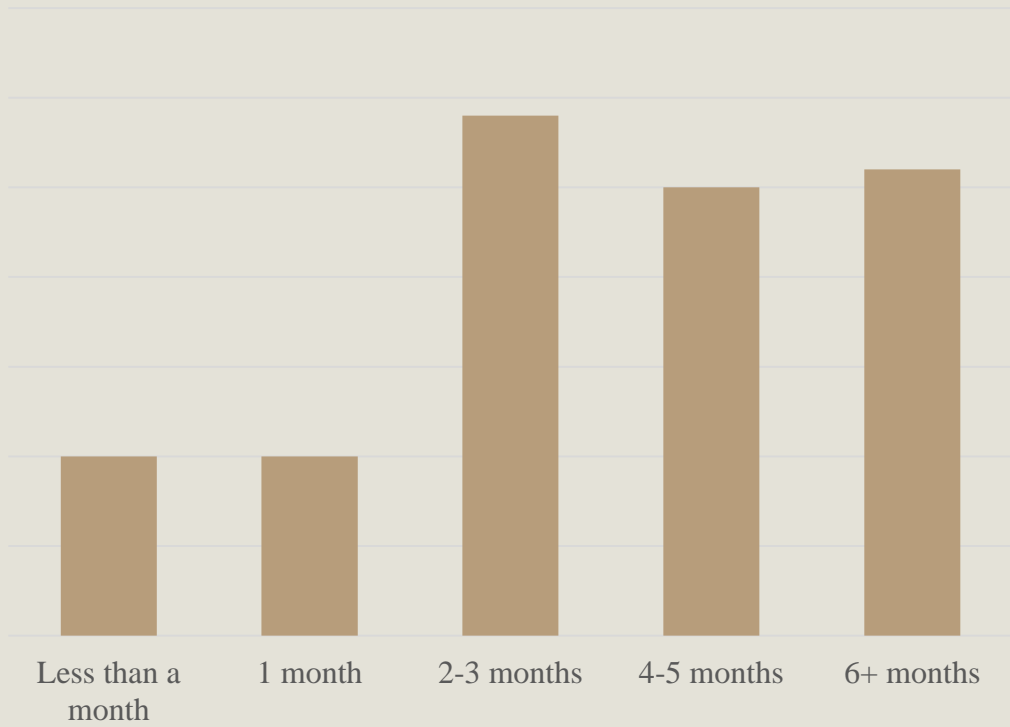
Heard about
Aruba

- Yes
- No

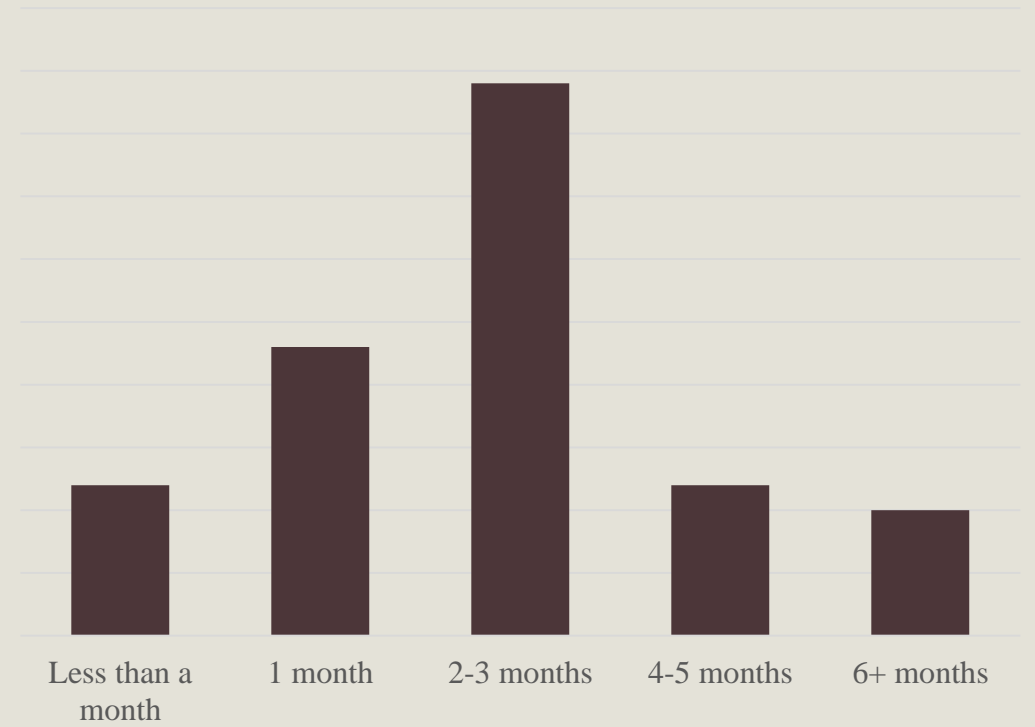


Planning & Booking Behavior

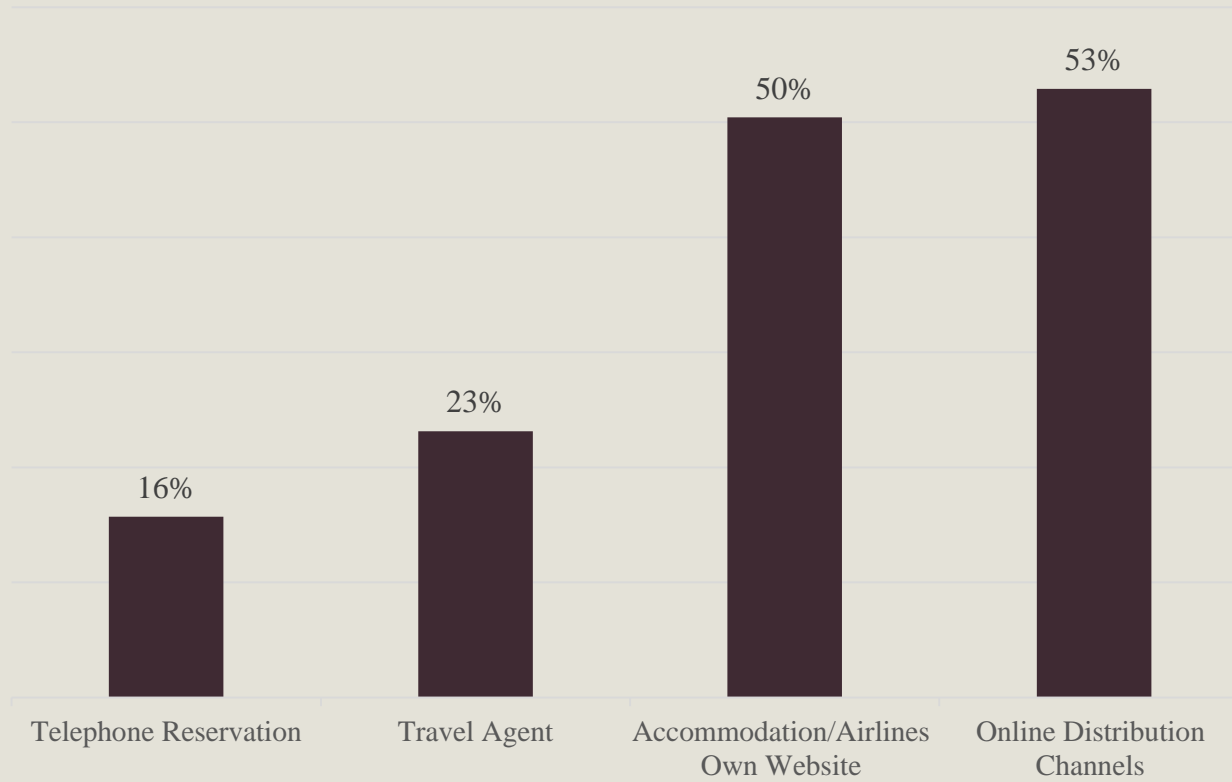
Planning Behavior



Booking Behavior

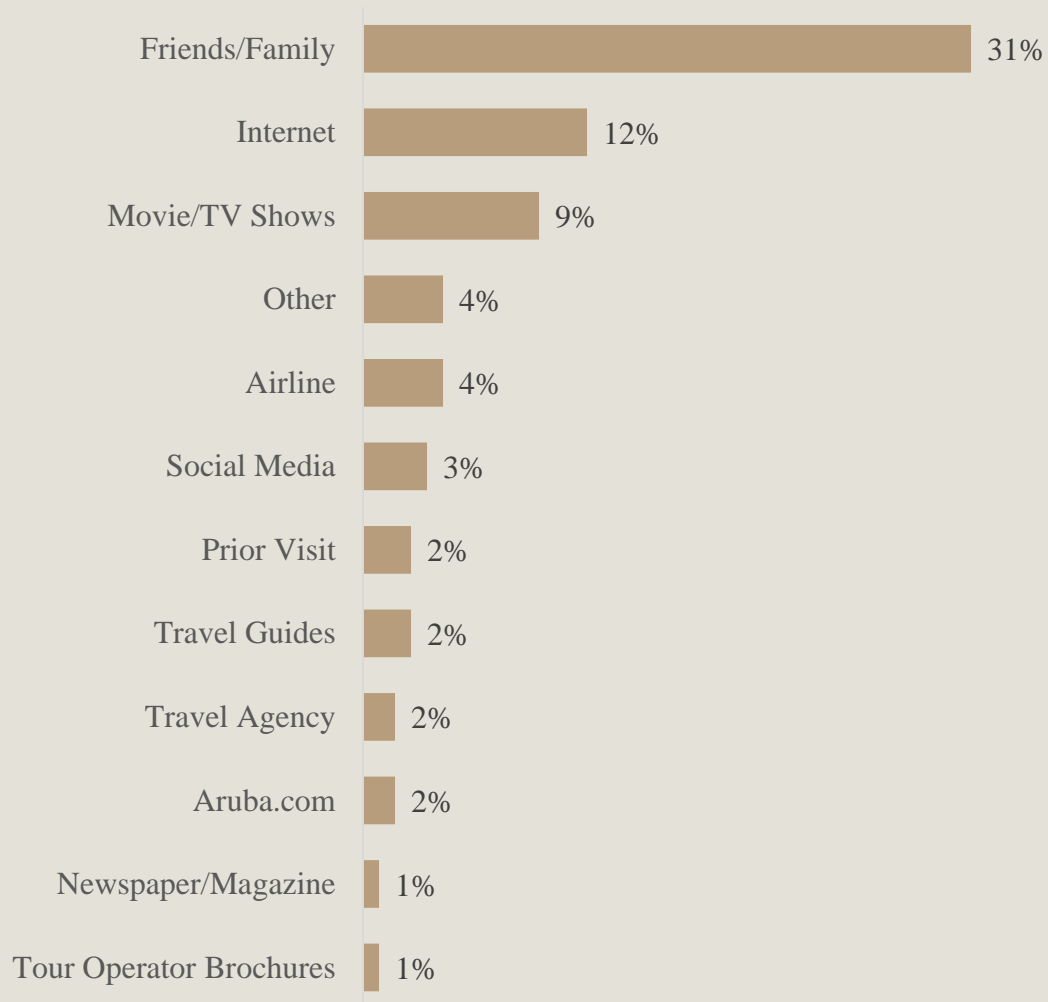


Channel used to *Arrange Reservations*

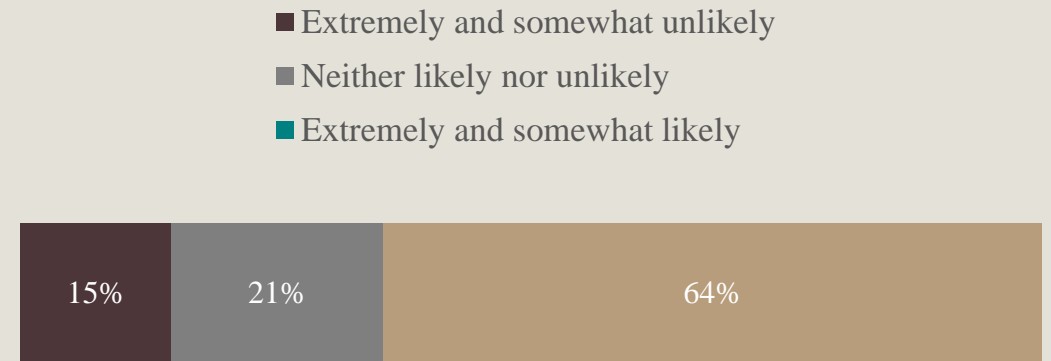


Question: How do you normally arrange your reservation(s) for your vacation?

Top channels when
hearing about Aruba

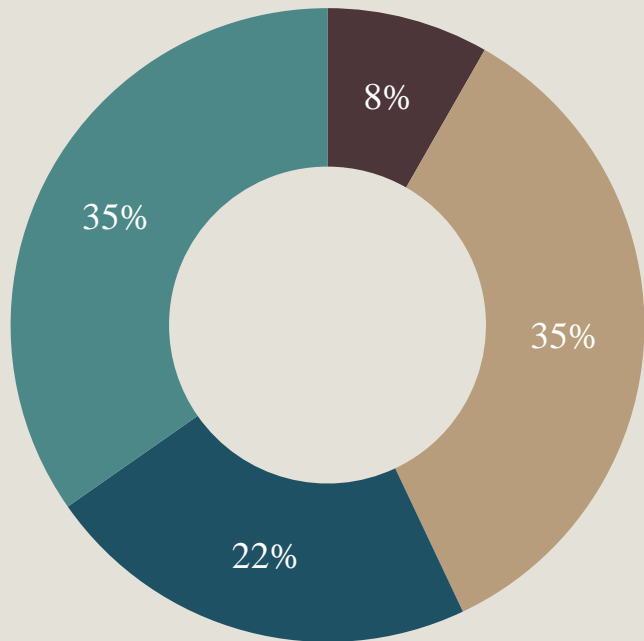


Likelihood to Travel
to a Caribbean Island



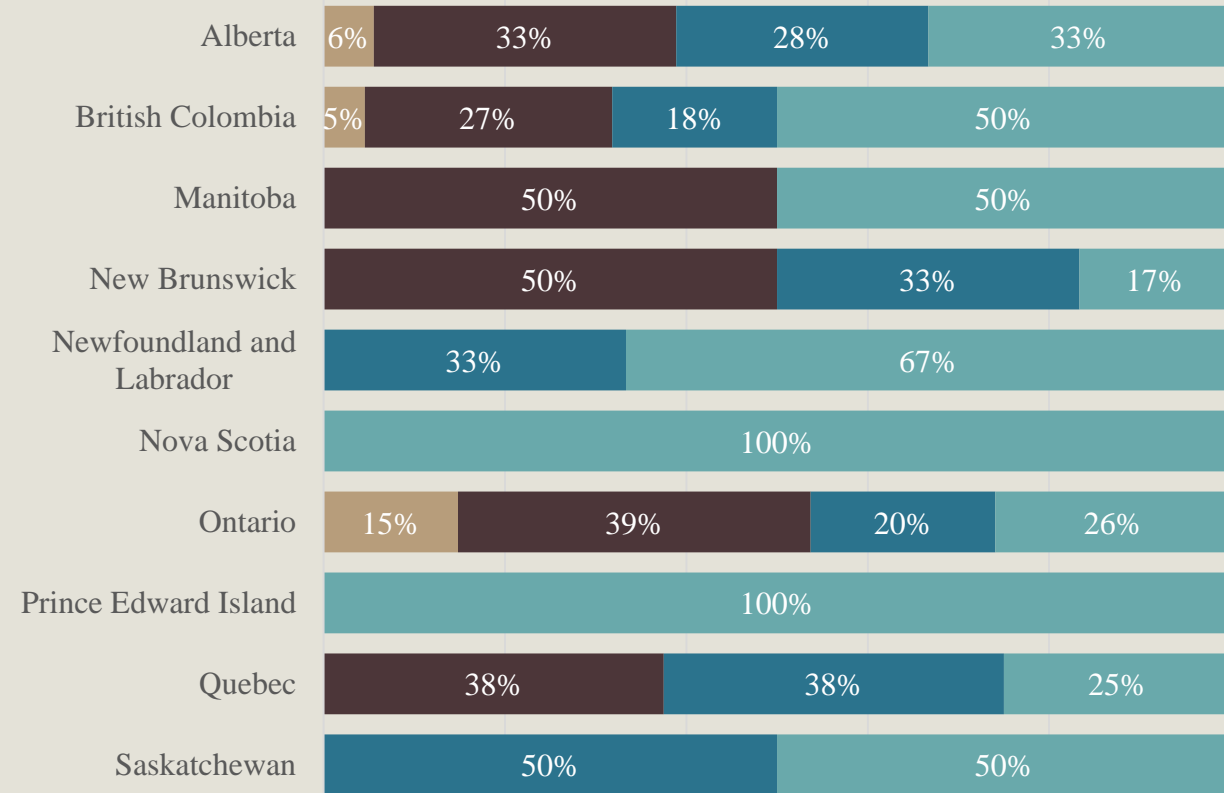
Spend Per Day *F&B and Activities*

■ Less than \$100 ■ \$100 - \$299 ■ \$300 - \$500 ■ More than \$500

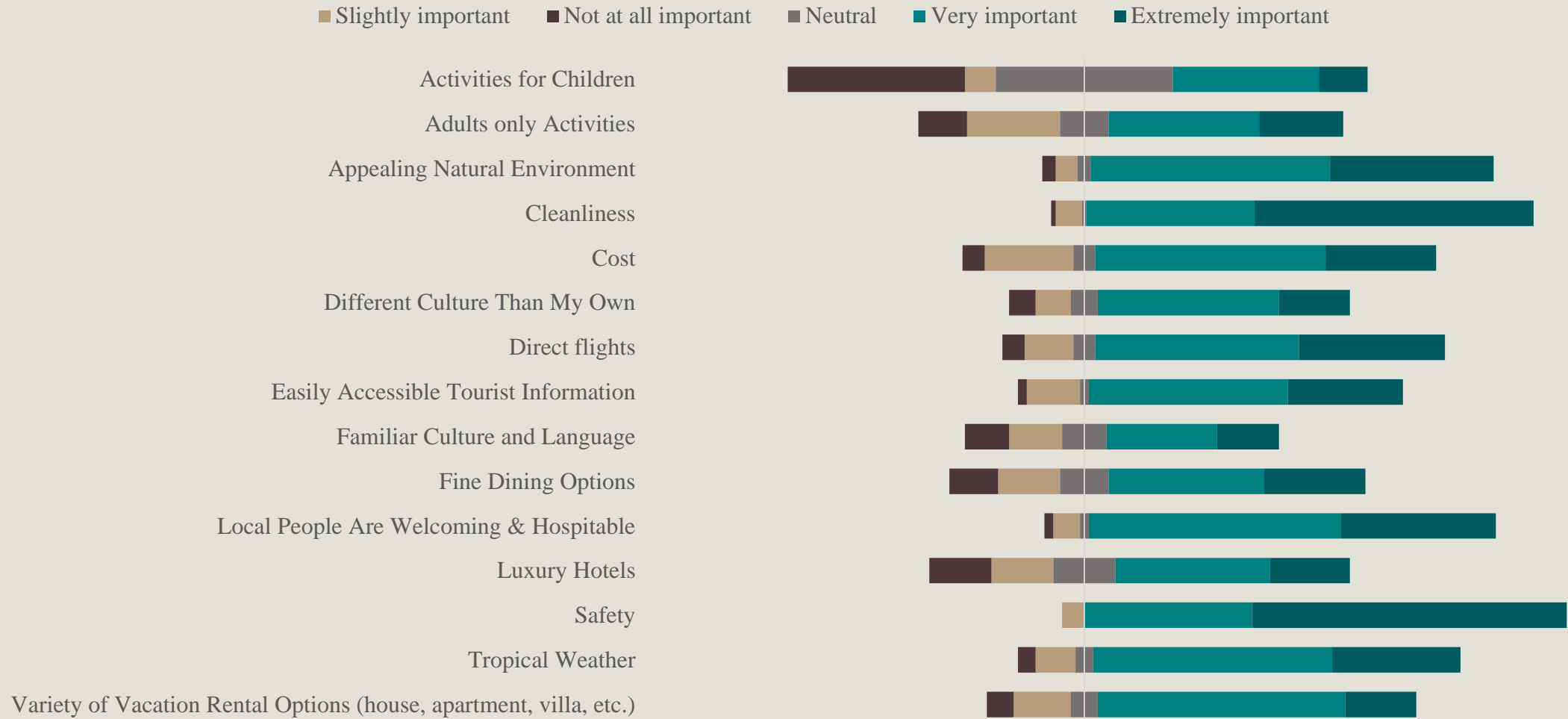


Spend *By Province*

■ Less than \$100 ■ \$100 - \$299 ■ \$300 - \$500 ■ More than \$500

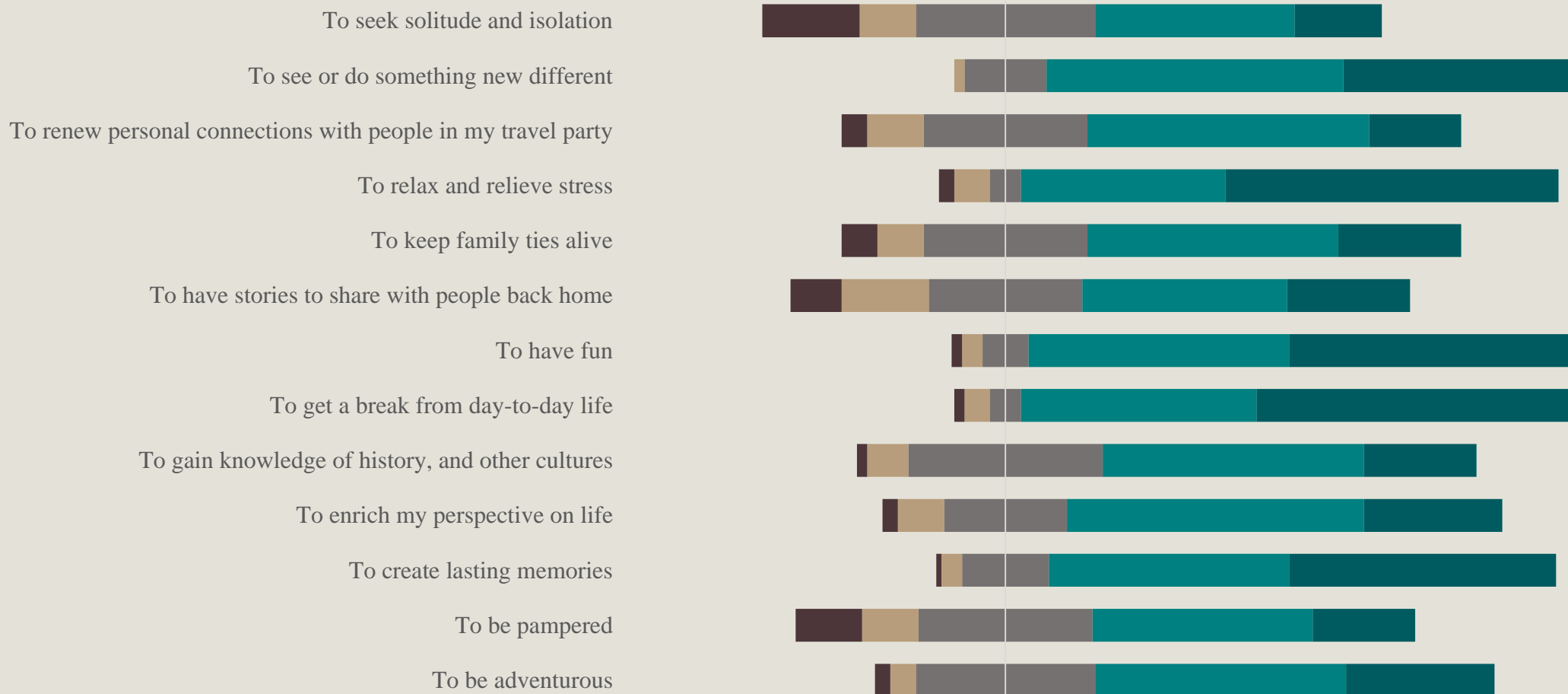


Important Considerations when *Choosing a Destination*

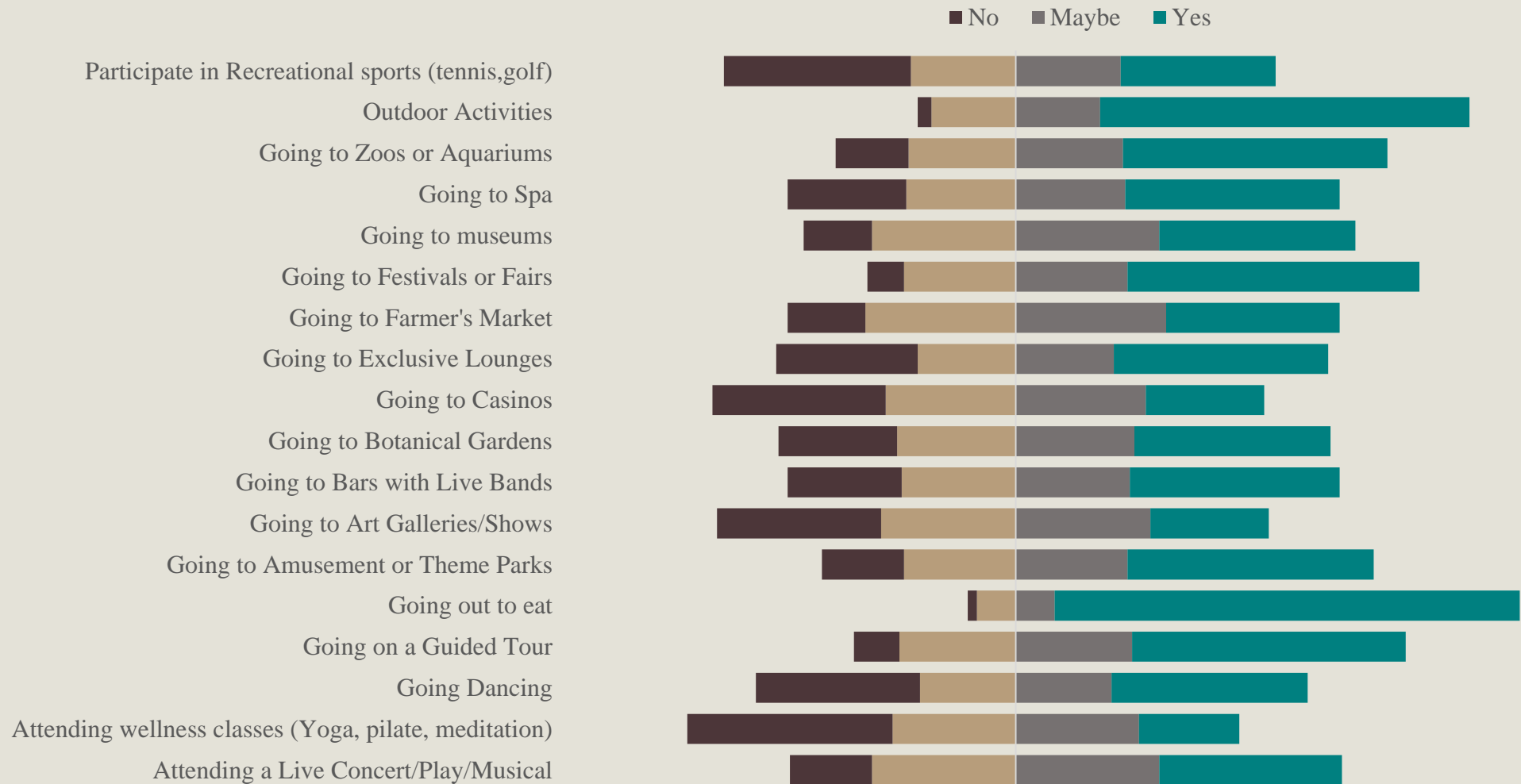


Important Benefits

■ Slightly important ■ Not at all important ■ Neutral ■ Very important ■ Extremely important



Preferred *Activities*



Preferred *Activities*

Top 5

Dining Out



84%

Outdoor Activities



67%

Festivals & Fairs



53%

Guided Tours



50%

Zoos & Aquariums



48%

Thank

You