

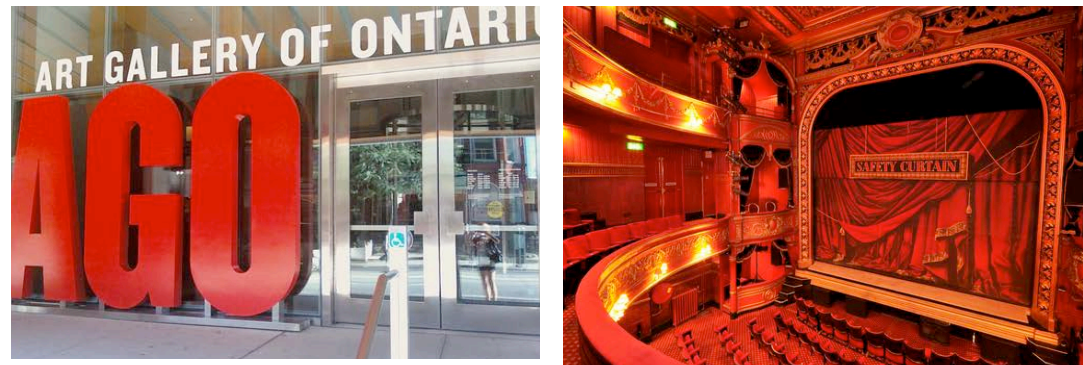
Feeling Calm & Peaceful

71% want quiet and low energy activities on vacation, like seeing nature, eating/drinking, or even shopping.



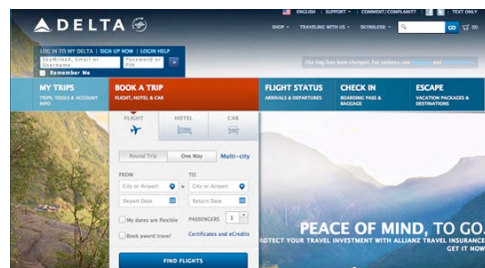
Opening the Mind

69% of travellers seek intellectual experiences where they can learn, including art galleries, museums, theatre.



Online Researchers

Online accommodation sites, online travel agencies and airline sites are the top planning sources



Solitaires

This segment is single travellers – equally men and women above the age of 34. 59% travel alone – significantly more than any other travel segment. They are comfortable and even embrace quiet solitude on travel, although they still visit family and friends on vacation quite frequently. They are generally introverted and inward facing, seeking experiences that stimulate them intellectually. Travel gives them time to contemplate and leaves them feeling smarter and more knowledgeable.



Traditional Media Still Relevant

In addition to online, this segment also uses traditional media fairly heavily.



Globe Travel

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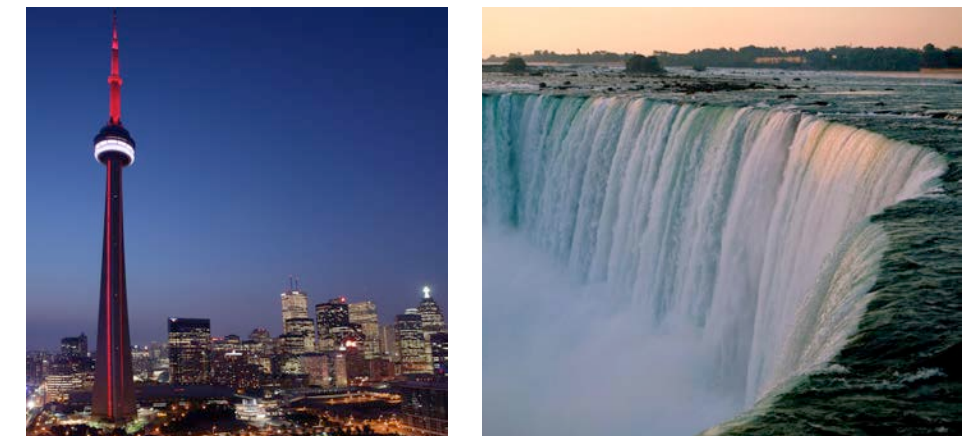
Fascinated by the Past

33% want to gather knowledge of a place and culture's past (ex. architecture and heritage sites).



Famous Destinations

30% want to see the world's most famous destinations.



Solitude Introvert Isolation
 Content Architecture
 Isolation History **Contemplation** Peaceful
 Quiet Harmony
 Learning **Knowledge**
 Balance Intellectual