



## Explorer Quotient Segmentation



# Why Segmentation?

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Nova Scotia attracts a large number of visitors

These visitors have different reasons for coming to Nova Scotia

We cannot, and should not, try to reach every type of visitor through our marketing and product development efforts

This is where segmentation comes in

# Why Segmentation?

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Segmentation splits buyers into groups with similar needs and wants to best utilize a firm's finite resources through buyer based marketing

Source: Boundless. "The Importance of Market Segmentation." *Boundless Marketing*. Boundless, 21 Jul. 2015. Retrieved 22 Nov. 2015 from <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/consumer-marketing-4/market-segmentation-36/the-importance-of-market-segmentation-187-4063>

Tourism Nova Scotia has traditionally used a segmentation approach to marketing and development

# Activity-Based Segmentation

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Analysis of the 2010 Visitor Exit Survey identified three segments that informed marketing and development:

- Cultural Enthusiasts
- Outdoor Enthusiasts
- Culinary Enthusiasts

# Post-Demographic Consumerism\*

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Personal identity and values are less likely to be linked to age or other demographic markers

Consumption patterns are no longer defined by 'traditional' demographic segments

Movement from “herd” to “tribe”

\* *Trendwatching.com*

# Discretionary Spending Influenced by Values



# Explorer Quotient

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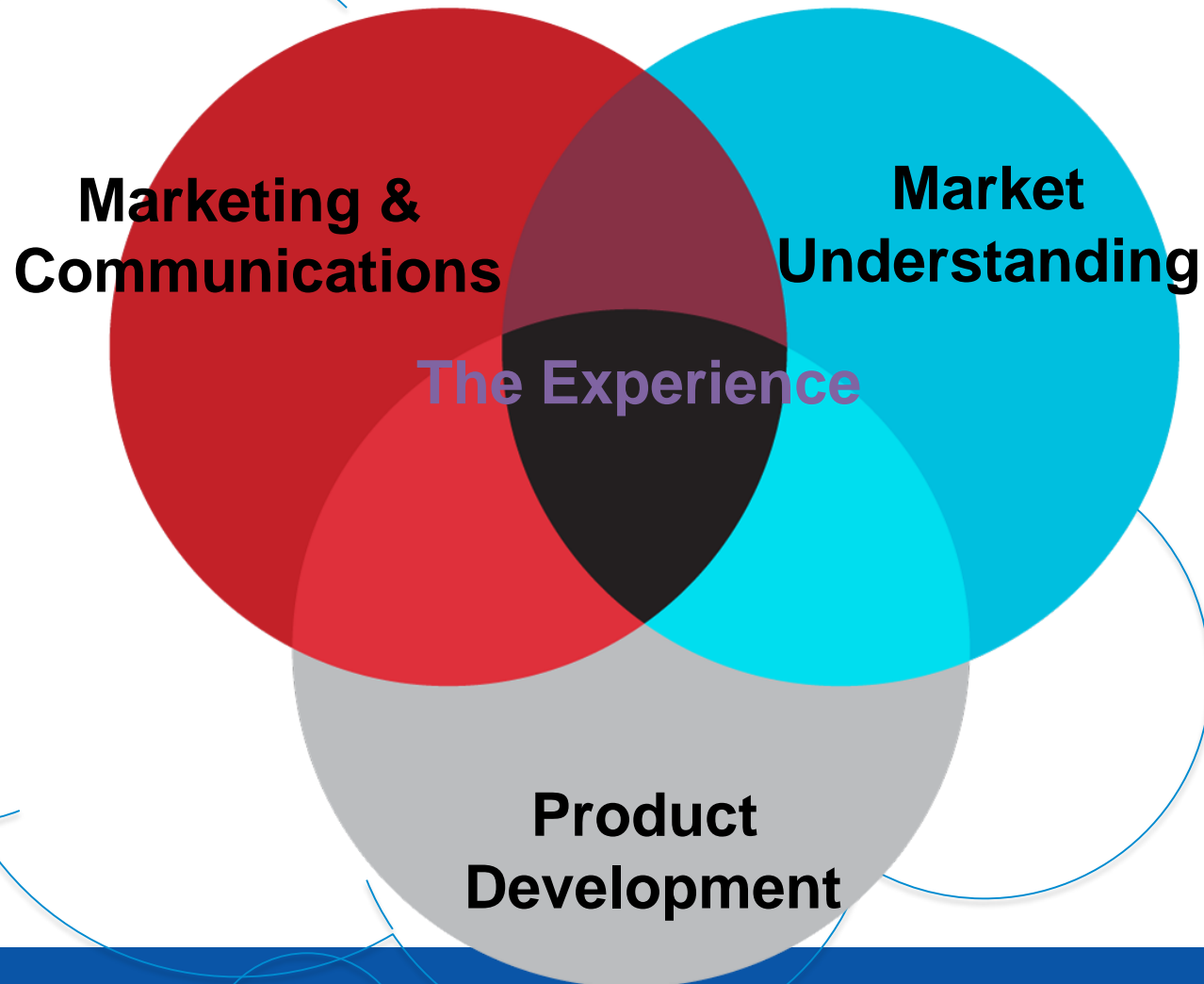
Tourism NS has licensed Destination Canada's segmentation approach, Explorer Quotient

Explorer Quotient is a segmentation approach that segments the market by **travel values**

How can we use Explorer Quotient?

# Explorer Quotient

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# Learners

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Open, engaged and liberal in mindset

Travel to broaden their horizons

Seek to have the most authentic and immersive travel experience as possible

Prefer to have the flexibility to explore at their own pace

# Enthusiastic Indulgers

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Love life and live large!

Enthusiasm for life extends to travel

Seek to travel in style

# Familiarity Seekers

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Reluctant travellers who seek the comforts of home

Travel is often to visit family and friends in safe and secure surroundings

Often budget-constrained travellers

# Escapists

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Primarily motivated to travel to “get away from it all”

Look for opportunities to rejuvenate amidst beautiful scenery

Do not need luxury, but appreciate the benefits of luxury that allow them to truly unwind and take a break

# Priority Segments for Tourism Nova Scotia

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Started with a review of all segments, using Destination Canada's Global EQ Report

Examined Nova Scotia's current visitor and interested in Nova Scotia populations (Visitor Exit Survey, Travel Intentions Survey)

Examined the Nova Scotia product

# Priority Segments for Tourism Nova Scotia

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Authentic  
Experiencers

Cultural  
Explorers

These two segments fall under the Learner theme.

# Authentic Experiencers

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More learned, understated travellers – they appreciate travel

Prefer to do their own thing at a destination

Have a keen interest in historical travel

Actively seek the most authentic cultural experiences

Have lower interest in more active, adventurous experiences

# Authentic Experiencers

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Love trips that:

- Teach them about history
- Take them away from the crowds of tourists
- Aren't a whirlwind tour of the “must-sees”



# Cultural Explorers

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Avid travellers who value learning and discovery

Don't want to feel like a tourist, want to “blend in”

Prefer a free and spontaneous approach to seeing the sights

Love to share their experiences – it is part of the fun of travel

# Cultural Explorers

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Love trips that:

- Take them “off the beaten track”
- Allow them to connect with the locals and fellow travellers
- Are fun but teach them something as well

# Priority Segments for Tourism Nova Scotia

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## Free Spirits

This segment falls under the Enthusiastic Indulger theme.

Free Spirits are an immediate priority for development, and a mid-term priority for marketing.

# Free Spirits

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Free spirits are the traveller's traveller

Enjoy authentic local experiences – look for the highlights

Travel is a time to escape their lives back home

Love luxury and high-end experiences

Love to share

# Free Spirits

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Love trips that:

- Offer fun, exciting experiences with some learning on the side
- Make them feel pampered through luxuries
- Allow them to see all the main attractions

# What About the Other Segments?

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## Familiarity Seekers

- Good segment/product match
- Motivations for travel quite different from Learners
- Less likely to be influenced by marketing

# What About the Other Segments?

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## Escapists

- Not a strong product/segment match

# What About the “Old” Segments?

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The three activities-based segments fit well under the Explorer Quotient umbrella

Future development will leverage work conducted within these three segments