

## TIP SHEET #6

# CULTURAL EXPLORERS

Cultural Explorers live to travel and are always planning their next adventure. Flexible, easy-going, open-minded, and creative, they embrace discovery and trying new things. To Cultural Explorers, the joy of travel is in cultural immersion and discovery, they don't stay on the sidelines but instead participate in the culture of a place. They enjoy spontaneity, getting off the beaten path, and learning while having fun.

Highly sensitive and empathetic to the needs of others, Cultural Explorers are responsible travellers who care deeply about the preservation of cultural heritage. They are also confident risk-takers who are always looking for the next big thing to do. They approach life creatively and love sharing their ideas with others.

### CULTURAL EXPLORERS WANT:

- To participate in the culture of a place
- To learn while having fun
- To share their travel with like-minded companions
- To connect with locals and fellow travellers
- To discover how people truly live in the destinations they visit

Being unique is important to them and they have little interest in following the latest fashion and trends. They enjoy an element of surprise and welcome unexpected circumstances that enrich their lives. These travellers believe that other cultures have a lot to teach them.



Nova Scotia is a great fit for Cultural Explorers. According to Destination Canada, Cultural Explorers make up 9% of Canada's visitor market. In 2017, our Visitor Exit Survey showed 17% of our visitors were Cultural Explorers, making them the second largest segment for our province.

## TO ATTRACT CULTURAL EXPLORERS, CONSIDER:

**Top travel motivator:** Cultural Explorers are frequent travellers looking for trips that allow them to learn about a destination’s culture, people, natural landscapes, and history—while having fun.

**Preferred trip type:** Independent forms of travel, like road trips, so they can explore less touristy places and take advantage of spontaneous opportunities to engage in local culture. They are more likely than any of the other Explorer Quotient (EQ) types to join in a shared group experience. Nature touring and attending festivals and events is also of high interest.

**Preferred vacation activities:** Marine and land-based wildlife viewing, dining at restaurants offering local ingredients, visiting parks and natural wonders, small towns and historic sites, and interacting with locals. For example, Cultural Explorers will be drawn to the *Soldier for a Day* experience at the Halifax Citadel National Historic Site, as they enjoy participating in authentic historic and cultural experiences.

**Preferred accommodations:** Staying at a bed and breakfast, which helps them get to know the locals. They also enjoy farm-based accommodations where they can satisfy both their need to escape from their everyday lives and desire to experience nature, interact with locals, or learn something new.

**Positioning & pricing for Cultural Explorers:** Travel is important to them and as a result they are the second highest spenders of the EQ types. They are price conscious and seek value for what they purchase, so communicating and demonstrating how they are getting value for what they are booking is important. Consider including elements that will have guests meeting and mingling with the locals, enjoying healthy outdoor activities, soaking up nature, or learning about a destination’s cultural heritage.

Cultural Explorers are far more confident in small business than big businesses. When making travel decisions, they are likely to place importance on unpaid media sources, websites like NovaScotia.com, and traditional word of mouth. Slightly younger than Authentic Experiencers, most Cultural Explorers have full-time employment and higher-than-average education.

**Images to capture Cultural Explorers’ attention:** Attract Cultural Explorers to your business by using images that feature opportunities to be social, creative, and learn through engagement. For example, consider featuring happy, well-dressed, middle-aged people mingling with locals, or at cultural festivals and local events.

