

# WELCOME



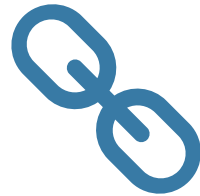
## Aligning Vision and Values Throughout the Customer Journey

November 2, 2023

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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# PRESENTER



Eva Gutsche:

- 18 years of facilitation experience working with Canadian tourism operators, destination and provincial marketing organizations.
- Extensive hands-on experience as a tourism supplier working in the domestic and overseas markets.
- Helping tourism operators adjust to changing situations from global travel safety concerns, economic downturns, and overall shifts in consumer demand.



The background of the slide is a composite image. The top half shows a dark night sky filled with stars and the Milky Way galaxy. The bottom half shows a sunset or sunrise over a body of water, with a small sailboat on the left. The sky and water are mirrored, creating a symmetrical effect.

# Aligning Vision and Values through the Customer Journey

Delivered by STEM Consulting in partnership with Digiport  
November 2023

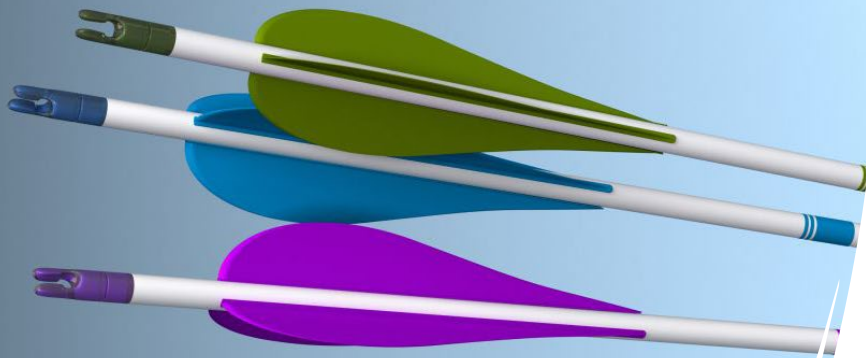
Introduction  
and Welcome  
– Digiport



# Where we are headed

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- Understanding customer motivators and consumer behaviour
- Aligning your product benefits and online presence with the customer's vision of their experience
- The customer journey from inspiration to post-experience engagement



Section One –  
Values,  
Influencers,  
Consumer  
Behaviour





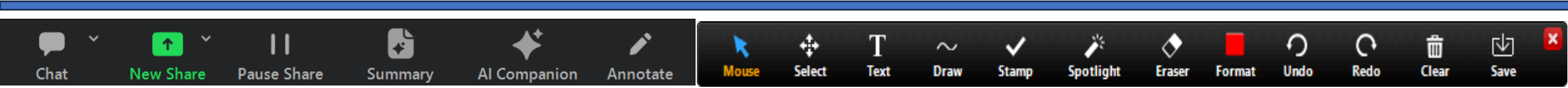
# Think back.....

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- A memory that really stands out on one of your vacations
- What words link to the memory



# Annotate that word on the screen



Some words that might describe the experience.



# Our past influences the future

- How we determine a memorable experience is a personal connection to the people and the place.
- What linked to your “best experience” might be sought out in the future consciously or less consciously





What would you choose?

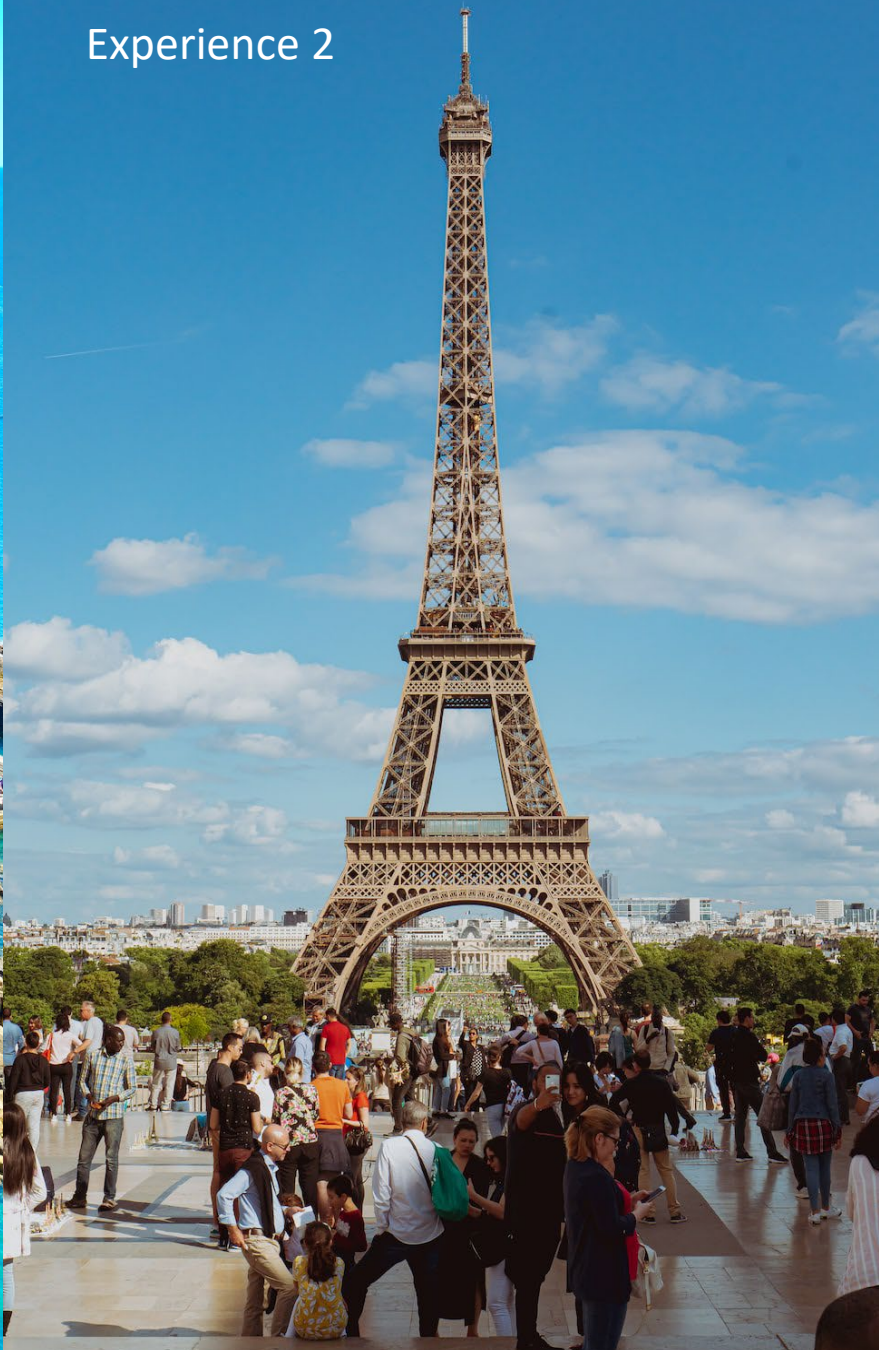
- I will show you three images linked to a travel experience
- In the poll decide which experience resonates most with you

Experience 1



<https://unsplash.com/@andycrone>

Experience 2



[https://unsplash.com/@the\\_roaminglens](https://unsplash.com/@the_roaminglens)

Experience 3



<https://unsplash.com/@justinbuisson>

# Audience Poll

- Experience 1 – Seaside Village with people
- Experience 2 – Eifel Tower
- Experience 3 – Hiking wide open spaces
- None of these

# Elements of High Importance



Each traveller will have their must haves

- Could be more fact-based – product elements
- Likely influenced by emotions – what they want to feel
- Will likely have personal value-based – elements of high importance
  - impact on the traveller
  - impact on the destination
- Will have measurable overall experience value (linked to price – value for money spent)





# How to Plan a Vacation that Aligns with your Values

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1. Investing in eco-friendly experiences
2. Staying at locally owned eco-friendly accommodations
3. Eating and shopping local
4. Supporting certified companies
5. Reducing your carbon footprint
6. Volunteering on vacation

Source - <https://adventureawaits.ca/how-to-plan-a-vacation-that-aligns-with-your-values/>

Photo credit - <https://unsplash.com/@zombience>

# Travel Values – Responsible Travel

- “Responsible travel is the act of understanding that being a traveller is a privilege and with that privilege comes responsibility.
- As travellers we can use our time, our dollars and our desire as a catalyst for positive change in the places and the people we visit.”



When done right, we can create massive positive change in these communities and countries.

# Regenerative Travel

Regenerative tourism represents a sustainable way of travelling and discovering new places.

A concept that goes beyond "not damaging" the environment and that aims to actively revitalize and regenerate it, resulting in a positive cycle of impacts on local communities and economies: sustainable regeneration.

Source: World Travel & Tourism Council (2020)



Photo Credit - <https://unsplash.com/@jancanty>

# Poll – Personal Values & Priorities when you travel – Choose your top 2

- Connecting with locals
- Support local businesses, arts and crafts
- Priority on eco/sustainable options
- Immersing in local history, culture & experiences
- Volunteering



## Poll – Personal Values & Priorities

- Connecting with locals
- Support local businesses, arts and crafts
- Priority on eco/sustainable options
- Immersing in local history, culture & experiences
- Volunteering

## Section Two – Aligning to your Best Fit Customers



Credit: Tourism Nova Scotia / Photograph by [ericphotography](https://www.instagram.com/ericphotography) / Photograph

# Shift in Values

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- Each generation has different values that impact how they travel
- Societal focus on protecting the planet and giving back influences how we behave
- Younger generations like Gen Z place a higher value on aspects of impact in comparison to Gen X and Boomers



# A new generation of values-based travel behavior

- Value-based decisions are a defining attribute of GenZ (1997-2012) and one that guides its travel decisions.
- Younger travelers are more likely than older generations to consider sustainable travel options





# A New Generation of Values-based Travel Behavior

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- 56% said they'd want to stay in green or eco-friendly accommodations
- 60% are looking for more environmentally friendly means of transportation once they arrive
- 54% of Gen Zers say they're willing to pay higher rates to use a travel service provider that demonstrates environmental responsibility, compared to 48% of Millennials.

Source - <https://www.telusinternational.com/insights/customer-experience/article/generation-z-future-of-travel>

# Meaningful Decisions When Travelling



Bought from local stores and restaurants versus chains	49%
Visited local culture or historic sights	46%
Used more environmental transportation options	43%
Bought from local culture, communities or minority groups	42%
Travelled to smaller, lesser known destinations	41%
Stayed at lodging actively lessening its environmental impact	40%
Paid more for sustainable options (i.e. carbon offsets)	37%
Used providers who declare a commitment to sustainable practices	34%
Volunteered time to help local community groups in the destination	34%

## Consider the Values you Meet and Dreams you can fulfill

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- Who are your best fit customers now?
  - Learn more about them
  - What do they positively respond to
- What do you offer that is a value/benefit to your customers? What needs to you meet?
  - What dreams do you fulfill?



# Research and Tools

- Online data (such as what we have been looking at)
- Existing resources (i.e. Destination Canada & EQ)
- Feedback from your existing “ideal” customers





## Existing Tools - EQ

- Looks beyond demographics to psychographics.
- Instead of just breaking travellers into groups based on age, income, gender, family status or education level—all of which is useful information psychographics looks deeper at people's social values and views of the world.

# Understanding Motivators and Alignment



Canada

## EQ<sup>®</sup> Profiles

Use the CTC's rich social values-based market research to enhance your customer targeting, product development and marketing efforts.

See inside for easy-to-read profiles of the CTC's target Global EQ types:

- Free Spirits
- Cultural Explorers
- Authentic Experiencers

Also includes EQ data for 10 individual markets\*

*\* Mexico and China sections updated in 2015*

explorez sans fin  
**Canada**  
keep exploring

**EQ QE**  
Explorers Quotient | Quotient explorateur

# EQ – Values & Appeal - Sample

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## **Social Values:**

Cultural sampling – they feel that other cultures have a lot to teach them

Personal control – they want control and autonomy in their lives

## **Travel Values:**

Historical travel - they love to learn about history through their travels

## **Experience Appeal:**

Wildlife and marine-life viewing

Dining at restaurants offering local ingredients

Visiting parks to view nature/wildlife and participate in adventure experiences

# Customer Feedback

- It is critical to keep a pulse on traveller feedback to truly understand how customers have perceived the experience your offered. Does the experience presented meet the experience lived?
- Consider reviews, social media, or your own feedback channels
- Act on the feedback – explore possibilities



# Before the Dream Begins.....

- The foundation of who you are, what inspires you and what values you live by impact and direct your day to day and future
- Clear values impact the decisions you make



# The phases

The traveler's journey can be divided into several stages or phases:

1. Dreaming
2. Planning
3. Booking
4. Experiencing
5. Telling the story





## Phase 1 - The inspiration, Dreams, Need, Wants, Vision

- The impetus to travel – escape, learn, connect, adventure, rejuvenate
- The must haves – safety, environmental
- Many ways to seek inspiration

# Initial Trip Inspiration



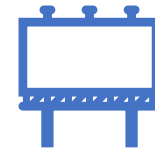
Conversation with family member 37%



Routine trip or holiday break 24%



Specific event or celebration 24%



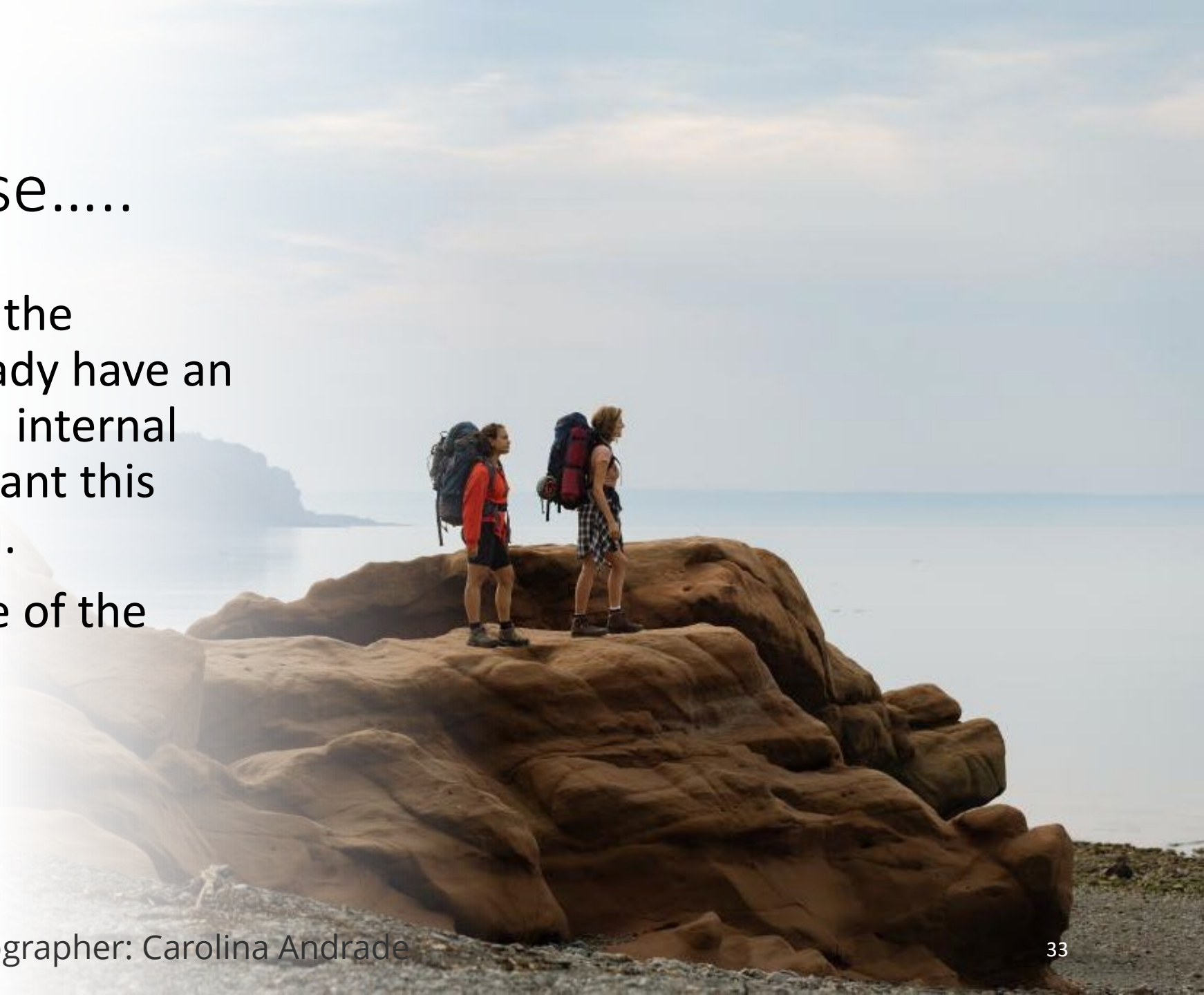
Advertising, social media, or other content 21%



Conversation with a co-worker or friend 17%

# Dreaming Phase.....

- Consider yourself as the traveller.....you already have an image, emotion, and internal sense of what you want this vacation to offer you.
- This is the first phase of the planning stages



# Phase 2 - Planning – Research, Options, Alignment

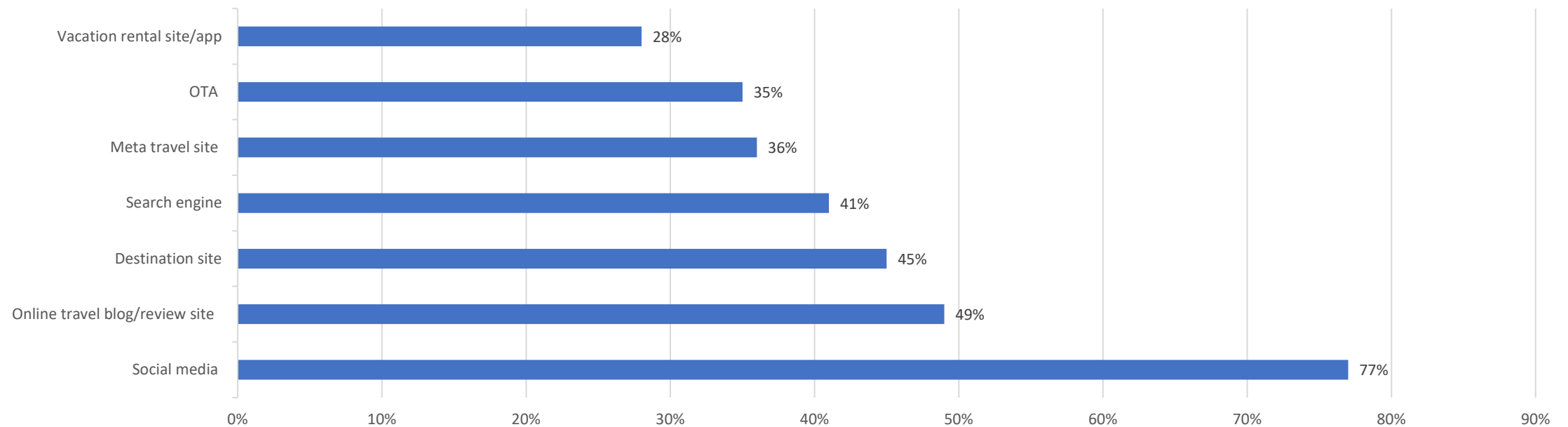
The visitor is imagining what each option might bring – influenced by images, description, reviews

Emotional connection from pictures and words will determine if the destination/experience gets included



# Resources used for trip inspiration

Throughout this early phase, travelers use and draw inspiration from multiple resources.



# Average Planning Time

- As travelers near their purchase date, page views increase.
- There are an average of 9 page views on the day leading up to purchase
- There are an average of 25 page views on the day of purchase.





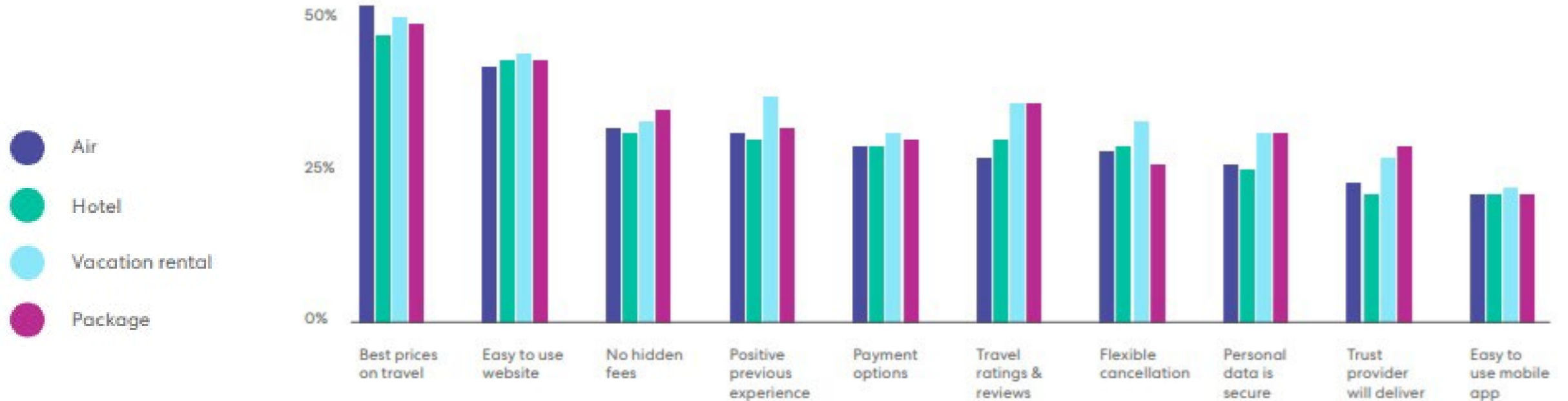
# Booking the Experience

- Travellers are likely to book across different channels
- Where they research and where they book may not be the same
- Value and price are linked – travellers are willing to pay more for what they value most



# Booking Phase

The most important factors differ slightly when looking at the type of purchase. A positive previous experience and travel ratings and reviews are more important to vacation rental guests, while flight shoppers are more concerned with finding competitive prices.



# Living the Experience, Immerse, Learn,

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- The picture the traveller had when booking the experience needs to match or exceed expectations
- The emotional connection to the place and people will determine the traveller's response





# The Customer Journey – Inspiration to Sharing the Story Recap

**Credit:** Tourism Nova Scotia / Photographer: Adam Hill

# Sharing your Story

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- Strengths and gaps in the visitor experience from perceptions and expectations to reality need to be measured. May lead to product enhancements or adjustments in messaging.
- If the wants, needs, value and dream are met then the positive experience is shared.
- The story becomes inspiration for others





# Recap

1. Understand the customer – values, needs, wants,
2. Dreaming & Inspiration
3. Planning & Research
4. Booking the Experience
5. Living the Experiencing – aligning vision, values & dreams
6. Telling the story



Next steps

# Resources

- <https://www.todayshotelier.com/2016/09/01/4-points-of-the-travelers-journey/>
- <https://www.cloudbeds.com/articles/traveler-guest-journey-mapping>
- [https://go2.advertising.expedia.com/rs/185-EIA-216/images/Expedia\\_Group-Path2Purchase-2023.pdf](https://go2.advertising.expedia.com/rs/185-EIA-216/images/Expedia_Group-Path2Purchase-2023.pdf)
- <https://www.telusinternational.com/insights/customer-experience/article/generation-z-future-of-travel>
- <https://amadeus.com/documents/en/amadeus-and-microsoft/reports/delivering-traveler-value-microsoft-amadeus-report-old.pdf>
- <https://www.destinationcanada.com/sites/default/files/archive/206-Explorer%20Quotient%20Toolkit/toolsexplorerquotienttoolkitjul2018en.pdf>
- <https://wttc.org/>
- Image credit opening slide - <https://unsplash.com/@jplenio>



# UPCOMING WEBINARS

- **Thursday, December 7 at 10:00 am** - *Empowering Tourism Businesses: AI for Daily Operations* – Presented by Michael MacMillan (MacMillan Search Engine Optimization)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

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