

## TIP SHEET #4: IDENTIFY YOUR BEST CUSTOMERS

Identifying your best potential visitors, the ones who seek what you're selling, makes good business sense! In this section of the *Experience Toolkit*, we'll introduce valuable insights on travellers that look beyond traditional demographics. Insights will connect you to the values and motivators of travellers to help you make informed decisions when creating and marketing experiences.

As you learn more about traveller types, think about what kind of visitors your business currently attracts and who is a natural fit for what you offer. By focusing on your best visitor, you'll gain insight on ways to enhance the appeal of existing offerings and serve-up new experiences to grow your business. Ready to learn more?



### WHAT IS SEGMENTATION?

Segmentation is a marketing analysis technique that groups customers based on common criteria such as demographics, geography, interests, social values, beliefs, and travel behaviours. Market segmentation helps tourism businesses and organizations identify and understand travellers most likely to seek their product or service. Once you've determined the segment that is the best fit for your new experience offering, they become your target segment. Two types of segmentation are:

**Demographic:** Builds consumer profiles based on age, sex, income level, employment, geography, home ownership, and level of education.

**Psychographic:** Dives deeper into why consumers make decisions based on social values, lifestyles, and views of the world.

## Destination Canada's Explorer Quotient® (EQ)

[Destination Canada](#) is the national organization responsible for marketing Canada to travellers. Market research, tools, and insights are available to Canadian tourism industry partners to optimize their business and maximize their reach.

Destination Canada has developed traveller profiles based on international research, Explorer Quotient® or EQ.<sup>1</sup> EQ provides a detailed look into values and motivations for travel, personal beliefs, social values, and views of the world to learn exactly why different types of travellers seek travel experiences (psychographics).

In other words, EQ focuses on what makes travellers tick, what drives their travel decisions and why different people seek out different travel experiences. EQ allows businesses to better connect with their best customers. This approach to traveller segmentation provides tourism operators and marketing organizations with crucial insights to develop and market experiences tailored to catch the attention of travellers, close the sale, and deliver on their expectations.

Tourism Nova Scotia began using EQ as our lead market segmentation tool in 2015. You can learn more about EQ on our corporate website [TourismNS.ca](#), or visit Destination Canada's website for detailed information on the [Explorer Quotient Profiles](#).

Below is a brief overview of EQ traveller segment profiles:

1. [Cultural Explorer](#): Love constant travel and continuous opportunities to embrace, discover, and immerse themselves in the culture, people, and settings of the places they visit.
2. [Free Spirit](#): Highly social and open-minded people whose enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they bask in the pure pleasure and indulgence of high-end experiences.
3. [Authentic Experiencer](#): Typically understated travellers looking for authentic, tangible engagement with the destination. They have a particular interest in understanding and learning about the places they visit.
4. [Cultural History Buff](#): Defined by their focused interest in the history and culture of the places they visit. They are driven to learn everything about people and are motivated by cultural immersion, historical travel, hobbies, and unstructured travel.
5. [Personal History Explorer](#): Primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style, and security. They love to savour life's pleasures, whenever they can.
6. [Gentle Explorer](#): Defined by their reluctance to venture far beyond the comfort of home. When they do travel, they demand the best and most comfortable environments for themselves.
7. [No-Hassle Traveller](#): Cautious travellers who are dutiful, reserved people seeking secure group travel that allows them to escape the duties and obligations of everyday life.
8. [Virtual Traveller](#): Tend not to travel very often, they prefer the comforts of home. Often very active locally, they find satisfaction in exploring within their own community. They tend to take short trips that are focused on family events.
9. [Rejuvenator](#): Family-oriented people who travel with others to escape from the stresses of everyday life. They like to be pampered, indulge themselves, and enjoy shared experiences.<sup>2</sup>

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<sup>1</sup> Explorer Quotient® and EQ® are registered trademarks of Destination Canada.

<sup>2</sup> [Explorer Quotient® Profiles](#)

## WHAT'S YOUR EQ TYPE?

Knowing your EQ type and the type of your team members can help you recognize opinions on what defines a good experience. Consider that there could be aspects of an offering that you would not prefer personally, but would appeal strongly to your best traveller segment. Find out your traveller type by taking the short [EQ quiz](#).

### Aligning with Tourism Nova Scotia's Target EQ Segments

All EQ segments visit Nova Scotia. Through analysis, three segments have been identified as the best fit with Nova Scotia as a tourism destination overall:

- Authentic Experiencers
- Cultural Explorers
- Free Spirits

These three traveller segments are enthusiastic, experience-seekers who will travel far and pay for experiences that meet their values and expectations. However, each segment has unique perspectives on what constitutes a great experience.

## HALIFAX CITADEL NATIONAL HISTORIC SITE

Halifax Citadel National Historic Site offers a range of experiences that allow visitors to connect to the site in a way that aligns with their travel values. All three 'best-fit' segments for Nova Scotia look for local connections, stories, and authentic ways to connect to the site, but let's take a closer look at how each segment prefers to experience this site:



**Authentic Experiencers:** Likely to read about the site before coming. Would take part in a small guided experience to learn more about a subject they're passionate about. They'll take time discovering the site in depth, reading interpretive panels and, exploring at their own pace.



**Cultural Explorers:** Likely to take part in a guided tour, wanting to participate in learning, be social, and meet new people and locals. Like Authentic Experiencers, Cultural Explorers will take time discovering the site in depth.



**Free Spirits:** Likely to take in the site through an exclusive activity, doing something a typical visitor wouldn't get to experience. Also, likely to seek out the best selfie spots, look for a brief overview of the history, and are most interested in the highlights of the site.

Although these three traveller segments are best for Nova Scotia overall, it doesn't necessarily mean that they're the best fit for your business or activity. Keep them in mind as a great opportunity and remember, it's important for destinations to attract a wide range of visitor types. The experience development worksheets found in this toolkit can be used with any EQ traveller segment.

As we dive deeper into Nova Scotia's three target EQ segments, consider what mix of activities and services you offer that appeals to these segments and how your marketing efforts align with your best customers.