



**Canadian Youth Travellers:
Consumer trends, opportunities and challenges
for European destinations**

WE EXIST TO CONNECT
YOUNG TRAVELLERS
TO THE TIME OF THEIR LIVES.

**EVERY
SECOND
COUNTS.**

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THE

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ADVENTURE CHALLENGE 

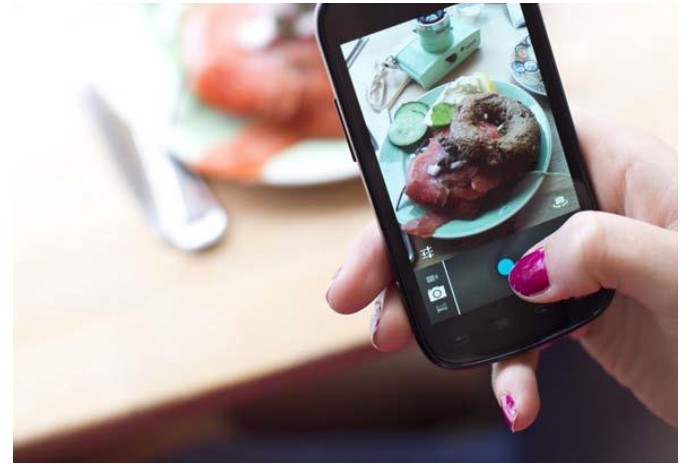
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10 things you should know about Canadian online user habits according to comScore (April, 2012):

1. Canada continues to lead the world in online engagement, with visitors spending an average 45 hours per month online
2. Canadian adults aged 55+ are a rapidly growing fixed Internet audience – it's time to build online businesses targeted to baby boomers
3. Social networking is the most popular online activity worldwide, with 94% of online Canadians spending time on social networks on a monthly basis
4. Social networking and entertainment websites now account for the greatest share of time spent online in Canada
5. Canadian youth, aged 18 to 24 spend the most time on social networking sites, with males catching up to females in terms of overall time spent engaging with social media

6. Facebook is nearing a saturation point in terms of time spent online in Canada. However, other platforms like Twitter, LinkedIn, Tumblr and Pinterest continue to see rapid growth
7. Canada has the #4 largest LinkedIn user penetration worldwide at 17.5%, behind the Netherlands (27%), Ireland (20.4%), and the United States (18.7%)
8. Total online video viewership was up 58 per cent in the Canadian market from 2010 to 2011, with younger viewers (under 35) accounting for 57 per cent of all videos viewed online
9. YouTube attracts nearly 50 per cent of Canada's online video market. In December 2011, Canadians watched an average of 271 videos per viewer
10. Smartphone penetration has reached 45 percent of the Canadian mobile market, with more Canadian Smartphone subscribers accessing mobile content "almost every day"

HOW DO YOUNG TRAVELLERS ENGAGE?



HAVING GROWN UP IN A DIGITAL WORLD, THIS SAVVY CONSUMER THRIVES ON CONNECTION. THEIR RELATIONSHIPS WITH BRANDS ARE BUILT AROUND THREE KEY MOTIVATIONS...

1. Control

- Ability to vote, to share, like, re-post, agree, disagree
- Create their own emotional bond with a brand by conveying brand messages in their own language and through their own mediums

2. Collaboration

- Adding to ever expanding social circles
- Comparing through WOM
- Being both the producer and consumers
- Voicing opinions and endorsing peer-to-peer

3. Customization

- The ability to shape things to help define and broadcast who they are
- Sharing stories, articles, photos, etc. which reinforce or boost their personal image
- Seeing parts of themselves as what brings a brand to life

40% SAY RECOS FROM FRIENDS AND FAMILY MOST IMPORTANT FOR RESEARCH.

TALKING TO FRIENDS/FAMILY IN PERSON, BY PHONE/EMAIL/IM/SMS

40%

READING TRAVEL GUIDES

22%

CHECKING OUT OPINION SITES

18%

CALLING OR EMAILING A PROVIDER

14%

VISITING A GROUP TRAVEL COMPANY/TOUR OPERATOR WEBSITE

9%

INPUT FROM FRIENDS/FAMILY THROUGH FACEBOOK

9%

LOOKING AT PICTURES OF OTHER PEOPLE'S TRIPS

8%

A FURTHER 9% SEEK OUT INFO FROM FRIENDS AND FAMILY DIRECTLY ON SOCIAL NETWORKS, AND 8% SAY THEY CONSIDER FRIENDS PHOTOS OF TRIPS WHEN DECIDING WHERE TO GO.

**AND THEY ARE
CONNECTING
WHILE THEY
ARE AWAY...**

21%

ARE SENDING FEEDBACK
TO TRAVEL COMPANIES WHILE
THEY ARE AWAY

40%

ARE CONNECTING
WITH THEIR NEW FRIENDS
ON SOCIAL MEDIA

47%

ARE SHARING PICTURES OF
THEIR EXPERIENCES WITH THEIR
NETWORK DURING THE TRIP

60%

ARE UPDATING THEIR STATUS
WHILE THEY'RE AWAY

35%

ARE TAGGING AND SHARING
PHOTOS OF NEW FRIENDS

**AND ONCE
THEY'RE
BACK...**

35%

ARE SENDING FEEDBACK
TO TRAVEL COMPANIES ONCE
THEY'RE BACK

60%

CONNECT WITH THEIR NEW
FRIENDS ON SOCIAL MEDIA

80%

SHARE THEIR PHOTOS ONCE
THEY'RE BACK

84%

ARE UPDATING THEIR STATUS
ONCE THEY'RE BACK

60%

ARE TAGGING AND
SHARING PHOTOS OF THEIR NEW
FRIENDS.

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