

Exhibit 1

Segmentation by Destination and Trip Purpose

Traveler Segment	Characteristics	Trip Purpose / Motivation	Preparation / Behaviour	Information Needs	Sources of Information Used
<i>Sun vacationer</i>	<ul style="list-style-type: none"> ■ All ages ■ Travelers to southern destination resorts ■ Cruise travelers 	<ul style="list-style-type: none"> ■ For enjoyment, relaxation 	<ul style="list-style-type: none"> ■ Minimal preparation (i.e. routine requirements for trip such as passport, visa, health insurance, currency, accommodation) 	<ul style="list-style-type: none"> ■ Information related to personal security and comfort ■ Weather ■ Clothing required ■ Recreational facilities ■ Food 	<ul style="list-style-type: none"> ■ Travel agent ■ Other vacation travelers ■ Travel section of newspaper/ journals (i.e. reviews of destinations)
<i>Foreign trip traveler</i>	<ul style="list-style-type: none"> ■ All ages ■ Travelers to destinations outside North America or exotic destinations within North America 	<ul style="list-style-type: none"> ■ For experience or adventure 	<ul style="list-style-type: none"> ■ More extensive advance preparation (i.e. background research on destinations in addition to normal travel preparations) 	<ul style="list-style-type: none"> ■ Language ■ Culture ■ History ■ Geography 	<ul style="list-style-type: none"> ■ Travel agent ■ Library ■ Guide books ■ Foreign embassies in Canada and abroad ■ CAA ■ Other travelers