

Exhibit 3

Segmentation by Traveler Motivations and Experience

Traveler Segment	Characteristics	Trip Purpose / Motivation	Preparation / Behaviour	Information Needs	Sources of Information Used
<i>Adventure traveler</i>	<ul style="list-style-type: none"> ■ Young ■ Students ■ First-time travelers 	<ul style="list-style-type: none"> ■ Seek adventure ■ Want to be surprised 	<ul style="list-style-type: none"> ■ Minimal advance preparation ■ "Just go" ■ More inclined to encounter a problem caused by lack of understanding of other cultures 	<ul style="list-style-type: none"> ■ information required to travel from country to country (e.g. visa requirements) ■ Currency information ■ Immunization requirements 	<ul style="list-style-type: none"> ■ Student travel agents ■ Peers/other travelers ■ Foreign embassies in Canada ■ Banks ■ Sports and recreational retail outlets
<i>Experience traveler</i>	<ul style="list-style-type: none"> ■ Middle age ■ Have older kids or ■ Empty nesters ■ Have traveled in the past 	<ul style="list-style-type: none"> ■ Seek knowledge/experience ■ Want to learn 	<ul style="list-style-type: none"> ■ More extensive advance preparation ■ More inclined to have a trip without incident 	<ul style="list-style-type: none"> ■ Culture ■ History ■ Geography ■ Language ■ Basic travel requirements (passport, visas, health insurance, currency, etc.) 	<ul style="list-style-type: none"> ■ Travel agent ■ Library ■ Guide books ■ Travel shows ■ Other travelers ■ CAA
<i>Comfort traveler</i>	<ul style="list-style-type: none"> ■ Nearing retirement or retired ■ Usually migration travelers (i.e. annual trip down south) ■ Experienced travelers 	<ul style="list-style-type: none"> ■ Seek comfort/personal well-being 	<ul style="list-style-type: none"> ■ Routine advance preparation ■ More inclined to encounter health-related incident 	<ul style="list-style-type: none"> ■ Immunization requirements ■ Health insurance requirements ■ Location of health facilities ■ Requirements for transporting prescription drugs ■ Food precautions ■ Weather 	<ul style="list-style-type: none"> ■ Travel (health) clinics ■ Family doctor ■ Provincial government (health insurance coverage) ■ Seniors' groups ■ Other travelers