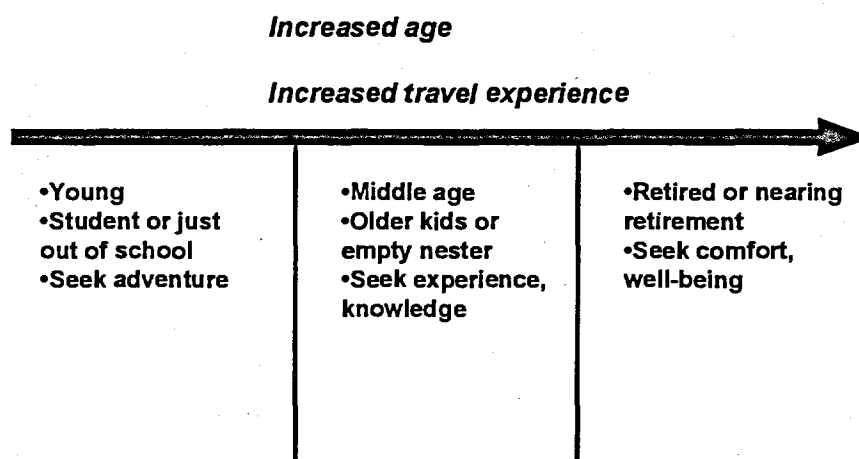


explore destinations as they see fit. Information related to their day-to-day personal needs, as well as the potential for difficulties, becomes more important as a result. During the focus groups, they showed more interest in information on the location of Canadian consulates and embassies, as well as any health care facilities. In general, they spent more time preparing for a potential emergency than vacation travelers.

3.12 Segmentation By Traveler Motivations and Experience

Exhibit 2 shows that the motivations of travelers may change as they progress through the different stages of life.

Exhibit 2
Impact of Age on Travel Motivations



The focus groups indicated that travelers can be segmented into the following categories on the basis of their motivations:

- *Adventure travelers* (who go for the adventure);
- *Experience travelers* (who go for the learning experience); and
- *Comfort travelers* (who go for personal comfort).

Exhibit 3 summarizes the characteristics, behaviour and information needs of each of these traveler segments.