

Overview



Older Authentic Experiencers are composed of **older couples and families**. These empty nesters are **well-educated** and work in **white collar** careers. They tend to own their homes and earn incomes above the regional average. As travelers to the Atlantic provinces, they tend to **plan their trips in advance** – requesting literature prior to their trip. They are more likely to visit in the summer months with their partner. Older Authentic Experiencers consume print media and TV at high rates and also tend to be **receptive to outdoor advertisements**. Although they are less engaged on social media, this group is comfortable with planning and **booking their travels online**.

Demographic Profile

Source: Consumer Profiles 2017

Householder Age and HH Composition

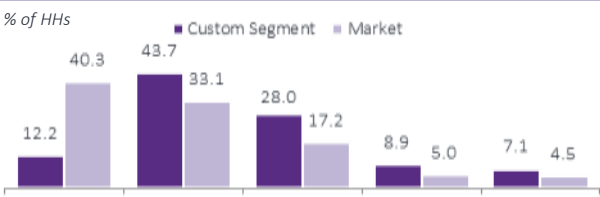


- 60.3% of HHs have 2 people (157)
- 10.8% of HHs have children at home (34)
- Children at home are more likely to be 13 – 17 years old (48)

Education and Occupation

- 36.6% have at least a bachelor's degree (106)
- 33.2% have a degree above bachelor's (165)
- 24.4% are retired (168)
- 14.1% work in Management occupations (108)
- 5.9% work in Educational occupations (110)
- 2.8% work in Healthcare Practitioner occupations (103)
- 2.7% work in Architecture/Engineering occupations (113)

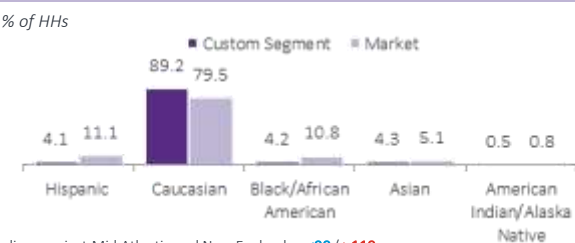
Household Income



Housing: Home Owners



Ethnic Diversity



Geographic Distribution

Source: Environics Analytics

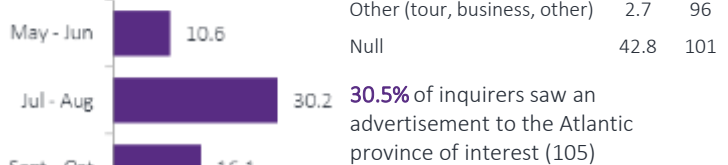
Top 10 States	CS HH Count (000's)	% Comp	HH Count (000's)	Base % Comp	% Pen	Index
Mid-Atlantic	4,366	22.2	18,590	15.1	23.5	147
New England	1,433	7.3	5,840	4.7	24.5	154
New York	1,955	9.9	7,568	6.1	25.8	162
New Jersey	936	4.8	3,294	2.7	28.4	178
Pennsylvania	875	4.4	5,099	4.1	17.2	108
Massachusetts	717	3.6	2,682	2.2	26.7	167
Maryland	524	2.7	2,263	1.8	23.2	145
Connecticut	373	1.9	1,380	1.1	27.1	170
New Hampshire	126	0.6	532	0.4	23.6	148
Rhode Island	91	0.5	419	0.3	21.6	136
Maine	76	0.4	565	0.5	13.5	85
Delaware	76	0.4	366	0.3	20.8	131

ACAT Traveller Profile

Source: ACAT Traveller Intention Survey 2014-17 & Conversion Survey 2014-16

Purpose of Trip	% of HHs	Travel Party Composition	%	Index
50.4% vacation (101)		Couples	35.2	102
3.1% visiting friends or relatives (88)		Families with Children	7.0	103
		Friends	2.8	78
		Alone	4.0	104
		Other Family Members	5.4	94
		Other (tour, business, other)	2.7	96
		Null	42.8	101

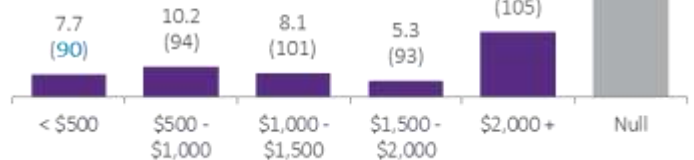
Seasonality of Trip



Likelihood to Visit

- 8.0% are very unlikely to visit (92)
- 78.4% are somewhat or very likely to visit (102)
- 22.0% of inquirers have visited the respective province in the past (102)
- 815 are park visitors (136)
- 6,750 have requested a literature review (156)

Avg. Dollar Spend (per HH)

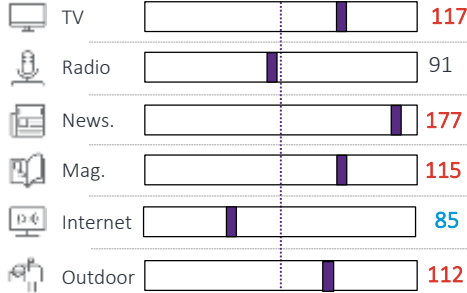




Media Highlights

Media Overview

Media bars reflect heavy quintiles



Outdoor Media

Past month, Adults per 100 HHS

- 112.4 saw an advertisements on a billboard (110)
- 87.7 saw a product placement in a TV show (111)
- 51.1 saw an advertisement on-screen before a movie (107)
- 47.4 saw an advertisement sent to their cell phone or mobile device (100)

Broadcast Media

High TV consumption with moderate radio consumption; CBS, ABC, NBC and PBS have the highest TV viewership

TV Highlights

Top Genres	Index
Local News – Evening	57.4 118
Sports	48.6 110
Mystery/Suspense/Crime	45.1 107
Documentaries	43.2 110
Local News – Morning	43.1 108
National/Network News	40.0 137

Radio Highlights

Top Genres (Weekday & Weekend)	Index
News/Talk/Information	32.2 162
Adult Contemporary	25.6 111
Classic Hits	21.7 132
Classic Rock	16.2 105
All Sports	15.0 133
All News	12.2 198

Print Media

Magazine Highlights

13.3% read a digital reproduction or an electronic version of a magazine (86)

Top Publications	Index
People	95.8 113
Parade - Last Issue	66.5 154
Better Homes & Gardens	66.1 112
National Geographic	65.9 116
AARP - The Magazine	64.5 163
Time	60.4 118

Newspaper Highlights

Top Sections (Weekday & Weekend)	Index
Main/Front Page	60.3 114
Local News	56.0 115
Entertain/Lifestyle Pages	42.8 119
Internatl/National News	42.0 122
Ad Circulars/Inserts	41.1 114
Sports Pages	40.7 118

Internet, Mobile & Social Media Highlights

Source: Environics Analytics, Consumer Profiles 2017, GFK MRI Profiles 2017 & Technology Behavior Track Profiles 2017



Internet Activities

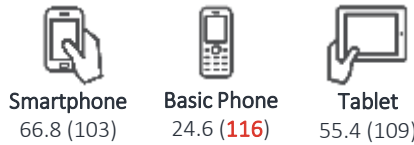
Past Month, Adults per 100 HHS

■ Custom Segment ■ Market

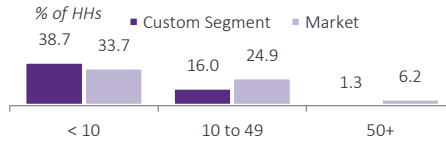


Mobile Usage

% of HHS Portable Device Ownership



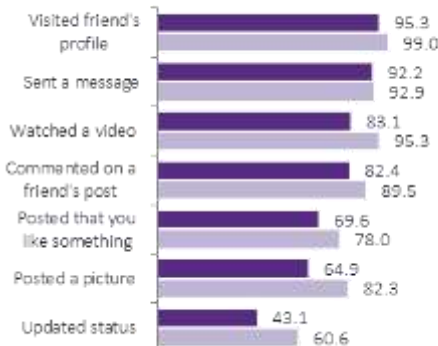
Text Messages Sent Yesterday



Social Media Activities

Past Month, Adults per 100 HHS

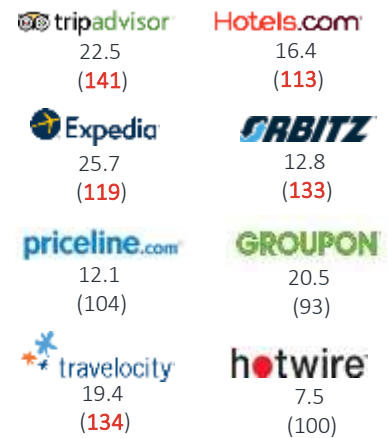
■ Custom Segment ■ Market



Online Travel Engagement

Past Month, Adults per 100 HHS

66.1 make travel plans on the internet (135)
28.2 used the internet/app for travel reservations on the computer (134)



Social Media Platforms

Visited in Past Month, % of HHS

