

# HOTSPOT HUNTERS



HOTSPOT HUNTERS LIVE FOR TRAVEL – THESE EXCITED, PASSIONATE TRAVELLERS WANT TO SEE IT ALL, DO IT ALL AND COLLECT THE STORIES TO PROVE IT.

For Hotspot Hunters, travel is about conquest and accomplishment. They want to visit the top attractions, take part in one-of-a-kind experiences and connect with local experts. They're driven to make the most of every minute, to fill their trips with as many stories and memories as possible – and they plan accordingly, leaving little to chance and deprioritizing sleep.



## EXPLORER QUOTIENT CONNECTION



EQ remains a useful tool for understanding the psychographic profiles of our travellers. Our personas go deeper into the audience to understand individual motivators and enable more focused targeting.

Hotspot Hunters are rooted in the **Enthusiastic Indulgents** EQ segment, made up of Free Spirits, Social Samplers and Group Tourists.

## MARKETS

Hotspot Hunters can be found around the globe. The recommended focus for Team Alberta is:



## ALBERTA INTERESTS

Both Curious Adventurers and Hotspot Hunters are drawn to our products and experiences. The recommended focus for Hotspot Hunters is:



## NEEDS

“ If you're gonna spend on a trip and you only got so many years in your life, you want to see what you want to see, what you should see, because you may never get back there. ”

### SKYLAR NEEDS TO CONQUER



She does it all by collaborating with experts to know she has accomplished everything possible in the destinations she visits.

### STEPHANIE NEEDS FULFILLMENT



She embraces her unique lifestyle by collecting and curating stories to live the best life possible.

### LORI NEEDS CONNECTION BY DOING



She strives to be the best possible parent by creating trip itineraries that are filled to the brim to build family connections through lasting memories.

### WEI NEEDS THE BEST MOMENTS EVER



He curates the ultimate travel story with a personal narrative that shares experiences that are truly special.

### MONIQUE AND FRED NEED VALUE



They leave nothing to chance by researching and meticulously planning to experience everything on their list, ensuring their money and time are well spent.

## RESEARCH & PLANNING

“ I want to travel with people where sleep is the last priority. ”

<ul style="list-style-type: none"> <li>▶ On dream list</li> <li>▶ On consideration list</li> </ul>	<ul style="list-style-type: none"> <li>▶ Creating a vacation movie</li> <li>▶ Detailed itinerary planning</li> </ul>	<ul style="list-style-type: none"> <li>▶ Finalizing travel</li> <li>▶ Purchase</li> </ul>
<p>Strongly motivated by travel and always looking for inspiration, thinking about future trips and places they'd like to go.</p> <hr/> <p>Social channels feature prominently.</p> <hr/> <p>Begin building an overall picture of the place led by bigger traditional tourist activities.</p> <hr/> <p>Need assurance there are many additional experiences nearby that are “story-worthy.”</p> <hr/> <p>The cost of a trip is important because they often travel multiple times a year, and each trip impacts their overall ability to travel. Will this trip mean I can't take my next trip?</p> <hr/> <p>Vacation time is very precious. They don't want to waste a minute – either on things that aren't worth doing or because they're unprepared. The process of planning is therefore more administrative in nature.</p>	<p>Like to have a strong logistical grasp on their trip – what to do, where things are and how to get around.</p> <hr/> <p>Strongly influenced by Best Things to Do content shared by others and are more likely to be inspired to visit by a single image or story.</p> <hr/> <p>Like to take the time to shop around for the best deals before booking.</p> <hr/> <p>Most likely to travel to Alberta by air. More likely to visit airline websites directly (aircanada.com, westjet.ca) and redeem travel points via rewards sites (Airmiles, CIBC Rewards, etc).</p>	<p>Look to connect with local professionals who they can trust to inform and ensure a great in-destination experience.</p>

## PLANNERS VS TRAVELLERS

- ▶ Planners represent a more focused and higher-value audience. They influence the travel of the entire travelling party and present a greater opportunity to move people around the province.
- ▶ Marketing to Planners means providing inspirational and informational content they can share with their travel group. Inspiration is vital whether a traveller is regional or long-haul.
- ▶ The larger the group travelling together, the less distinct the differences are between Curious Adventurers and Hotspot Hunters.

## POINTS OF MOTIVATION

- ▶ Achievement
- ▶ Completion
- ▶ Personal status
- ▶ Conquering
- ▶ Collecting stories
- ▶ Want to be in control
- ▶ Planning enables the trip
- ▶ Targeted search for information
- ▶ Hearing from other travellers/experts
- ▶ To know a destination, I need to see it all

## OVERVIEW

<b>AGE</b>	30 – 45
<b>GENDER ROLE</b>	Female-led
<b>CHILDREN AT HOME</b>	50%
<b>RESEARCH</b>	Logistical
<b>LISTS</b>	What to do
<b>SCHEDULING</b>	Tightly planned
<b>LOCAL EXPERIENCES</b>	Curated
<b>NEEDS</b>	Breadth and activities
<b>INCOME</b>	Likely to be higher than the general population
<b>LIFESTYLE &amp; INTERESTS</b>	Sports fans and avid investors. Spend more on high-profile activities like live concerts, museums and sporting events.

## MEDIA HABITS

Thinking about the personal motivations, desires and media habits of your audience can allow you to stand out from your competitors and more effectively connect. Use the below insights to guide your media tactics and supporting creative development to drive higher engagement with your audience.



- ▶ Heavy social media users, particularly Instagram and LinkedIn, posting and engaging regularly. More receptive to advertising on social.



- ▶ They often use list-based and community-driven website content to build an action plan in advance of travelling. This includes sites like BuzzFeed and the Matador Network.



- ▶ They place a greater value on world news, trusting sources like CNN, BBC, Yahoo, the Globe and Mail and La Presse.



- ▶ They find inspiration from image-focused sites like Instagram and Pinterest, turning to these channels to quench their wanderlust.

“ I don't want to miss something. ”