



EQ 101 – AN INTRODUCTION TO “EXPLORER QUOTIENT”

2015

Destination
British Columbia™

AGENDA

- What is EQ?
- EQ Quiz
- EQ Types
- EQ Profiles
- Using EQ to choose images/write copy
- Prizm
- Examples of application
- How to get further information

SESSION OBJECTIVES

- We hope you will leave with an understanding of:
 - EQ – what it is
 - The areas of my business it could be applied
 - How others are using it and why you might benefit from using it
 - Where to go to get more information
- An interest in using EQ

SO WHAT IS “EQ”?

EQ = Explorer Quotient

**A way to segment and describe
your customers – using **VALUES****

WHAT MAKES EQ DIFFERENT?

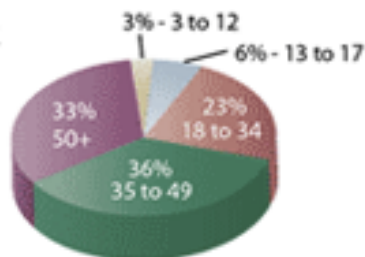
GENDER



INCOME



AGE



DEMOGRAPHICS?

The luxury Mandarin Oriental hotel launched its 'Selfie in Paris' initiative in August 2014, offering guests a tour of the French capital's best selfie spots with a private car and driver.



DEMOGRAPHICS?

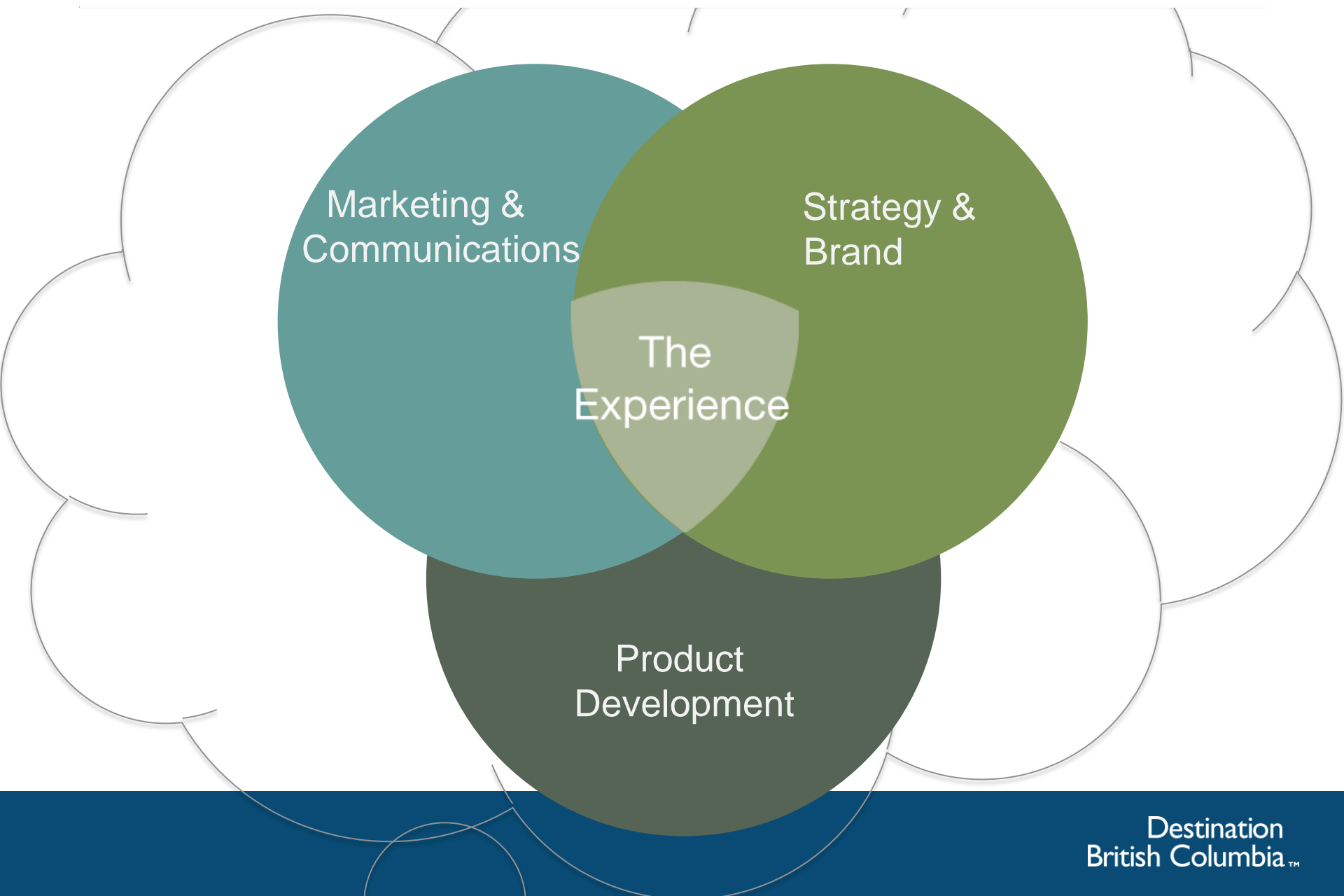
Asilo Padre Cacique, a retirement home in Porto Alegre, Brazil, hosted an activity day for its elderly residents in September 2014, featuring a skateboard exhibition and graffiti artists.



EQ – IT'S ONE PIECE OF THE PUZZLE



EQ CAN BE APPLIED TO ...



THINK OF A FAVOURITE
VACATION ...

WHAT ADJECTIVES /
ADVERBS WOULD YOU USE
TO DESCRIBE HOW YOU
FELT?

IT'S A MATTER OF PERSPECTIVE ...



...DRIVEN BY VALUES



WHAT ARE SOCIAL VALUES?

- A person's beliefs, their concept of /preference for:
 - Orientation towards living & existence
 - Desirable modes of conduct
 - Social ideals

WHAT ARE THE SOCIAL VALUES?



TRAVEL VALUES



Check-List
Comfort Seekers
Comparison Travel
Constant Travel
Cultural Immersion
Escape
Exhibitionism
Group Travel
Hobbies
Hedonistic Rejuvenation
Historical Travel
Luxury Travel
Nature Travel
Roots Travel
Reluctant Travel
Samplers
Security Concern
Shared Experience
Show off Travel
Unstructured Travel

TRAVEL VALUES – CULTURAL IMMERSION



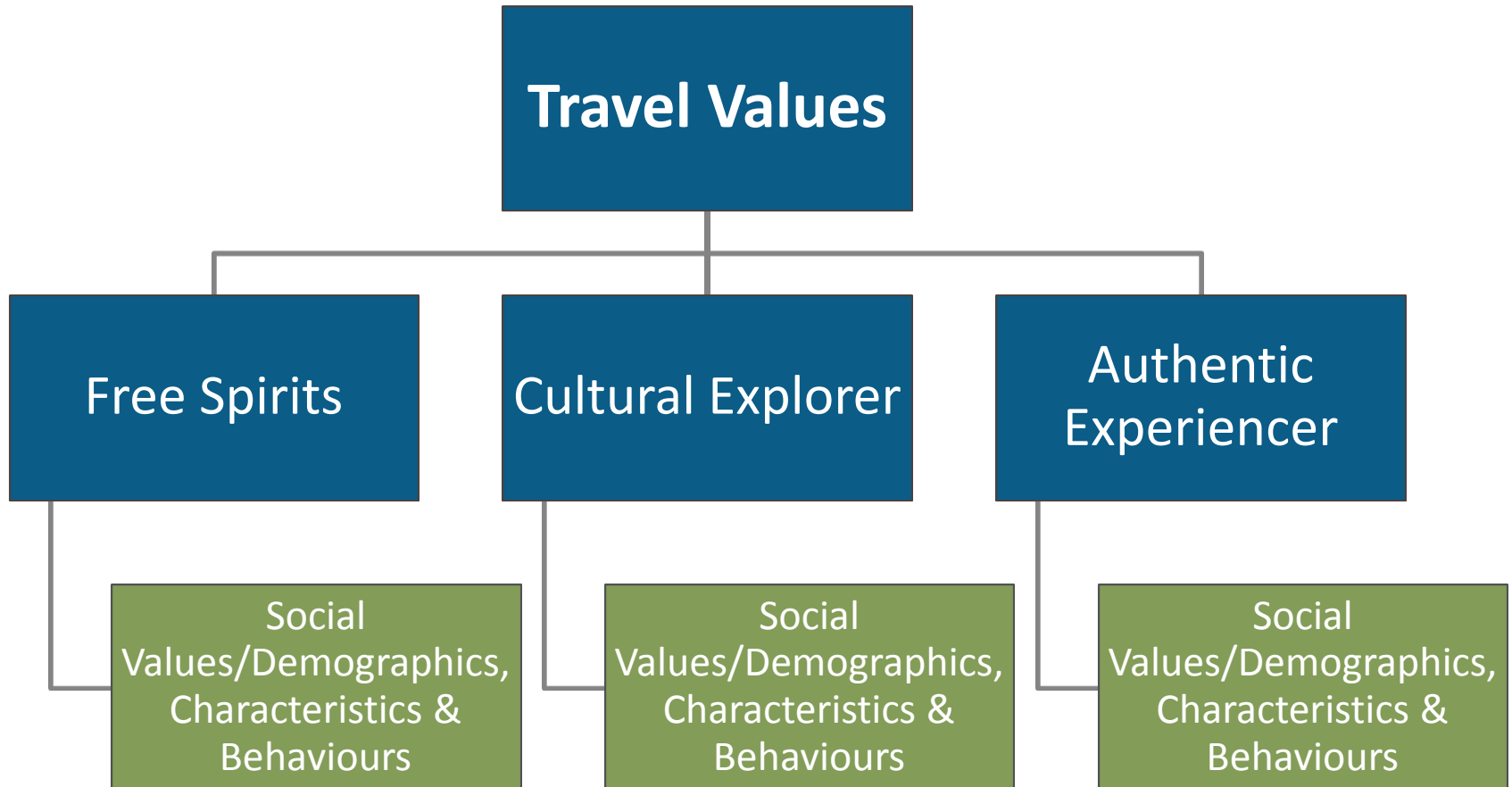
1. I try to learn and use some of language spoken by the people so I can interact with locals in a more authentic way.
2. I like to experience local foods, local locations, to see local architecture.
3. I like to put myself in the shoes of locals and experience what it is like to live as they do as closely as possible.
4. I like to leave the beaten path and explore places most tourists won't go to.

TRAVEL VALUES – HEDONISTIC REJUVENATION



1. I am much more indulgent and carefree while on vacation than I am at home.
2. I want to come back from vacation feeling relaxed and refreshed.
3. I want everything to be taken care of for me so I can relax and be free to enjoy myself.
4. I want a vacation where I can have all the food, drink, massage, romance, shopping that I want.
5. I like to indulge and pamper myself in a way that I can't back home.
6. I need to be pampered on vacation; I want someone to clean up the room, bring me my meals, have the wine ready, give me a massage.

EQ TYPES DEFINED USING VALUES



EQ QUIZ

- Segments traveller types
- Based on 20-items
- What's your EQ type?



Take 3 minutes to learn your
EQ type at:

quiz.canada.travel

THE ORIGINAL 9 EXPLORER TYPES

Free Spirit



Authentic Experienter



Cultural History Buff



Gentle Explorer



Virtual Traveller



Cultural Explorer

Personal History Explorer

Rejuvenator

No Hassle Traveller



FREE SPIRIT



- **Highly social**
- **Open-minded**
- **Experimental and adventurous**
- **Love high-end hedonistic experiences**

CULTURAL EXPLORER



- **Constant travellers**
- **Love to get immersed in local culture, people and settings**

AUTHENTIC EXPERIENCER



- Understated travellers
- Looking for authentic, tangible engagement with destinations
- High on historical travel

PERSONAL HISTORY EXPLORER



- Getting in touch with their roots
- Travel in style, comfort and security

CULTURAL HISTORY BUFF



- Travel to further research their hobbies/interests
- Culture & history are their main interest

GENTLE EXPLORER



- Reluctant traveller
- Demand luxury and comfort when they travel
- There's no place like home

NO HASSLE TRAVELLER



- Cautious, dutiful, reserved
- Seek secure group travel
- Want to escape from the duties and obligations of life

VIRTUAL TRAVELLER



- Reluctant travellers
- Want comfort and security when travelling

REJUVENATORS



- Family-oriented
- Travel to escape
- Love to indulge, get pampered

THE ORIGINAL 9 – GROUP INTO 4 SEGMENTS

Enthusiastic
indulgers

Learners

Escapists

Familiarity Seekers

**Free
Spirit**



**Authentic
Experiencer**



**Cultural
History
Buff**



**Gentle
Explorer**



**Virtual
Traveller**



**Cultural
Explorer**

**Personal
History
Explorer**

Rejuvenator

**No Hassle
Traveller**

NEW MARKETS = 4 NEW TYPES

Enthusiastic
indulgers

Learners

Escapists

Familiarity Seekers

**Free
Spirit**



**Authentic
Experiencer**



**Cultural
History
Buff**



**Gentle
Explorer**



**Virtual
Traveller**



**Cultural
Explorer**

**Personal
History
Explorer**

Rejuvenator

**No Hassle
Traveller**

+ Social
Samplers

+ Escape
Artists &
Aspiring
Escapists

+ Group Tourists

EQ SEGMENTS

All percentages are of the global market

Enthusiastic Indulgers (15%)

Free Spirits
(13%)

Social Samplers
(2%)

Learners (35%)

Cultural Explorers
(12%)

Authentic Experiencers
(9%)

Personal History Explorers
(9%)

Cultural History Buffs
(6%)

Familiarity Seekers (42%)

Virtual Travellers
(11%)

No Hassle Travellers
(9%)

Gentle Explorers
(17%)

Group Tourists
(5%)

Escapists (8%)

Rejuvenators
(6%)

Escape Artists
(1%)

Aspiring Escapists
(20% of Chinese Market)

EQ TYPES OF BC TRAVELLERS

	British Columbia	Alberta	California	Germany
Authentic Experiencers	15%	11%	16%	13%
Cultural Explorers	10%	12%	12%	17%
Free Spirits	17%	20%	26%	----
Gentle Explorers	37%	39%	30%	----

Group Tourists (13%)

UNDERSTANDING VALUES



1. Describe what you see.
2. What feelings does the ad evoke?
3. What type of experience does it promise?
4. What social values does it appeal to?
5. What travel values does it appeal to?

EQ INFORMATION AVAILABLE

- Profiles
- Reports
- Values
- Case Studies
- Resources
- Data



INSIDE THE EQ PROFILES

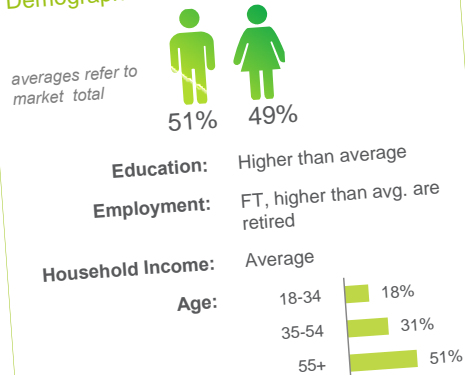
Canada

Authentic Experiencers

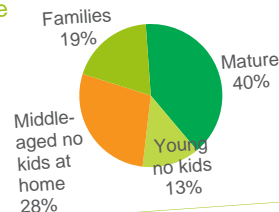
12% of Canadian Market



Demographics



Lifestage



Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.

Social Values

Top defining Values

Personal Control: They are focused on maintaining control and autonomy in their lives. Many are retired, with time to do the things they want to do.

Financial Security: They feel optimistic about their financial future; more so than global AE's.

Cultural Sampling: They show a tendency to incorporate foreign cultures into their lives, like going to an Inuit art gallery or dining at a Thai restaurant.

Importance of Spontaneity: They enjoy the unexpected in life - they welcome and appreciate surprises.

Ecological Concern: They are concerned about the health of the planet and what that means to future generations.

Bottom defining Values

Importance of Aesthetics: With a more functional and pragmatic approach to life they are unlikely to be swayed by beauty or appearance.

Joy of Consumption: Although they are relatively affluent and confident financially, they are not avid shoppers, deriving little enjoyment from the act of consumption

Travel Values

An Authentic Experiencer will seek:

Historic Travel: They love to learn about and absorb themselves in the history and culture of the places they visit. They will research before they leave and take their time in historic sites and museums.

An Authentic Experiencer will avoid:

Comfort Seekers: This EQ type does not shy away from living like the locals do. This is more important than staying somewhere with the comforts of home.

Luxury Travel: They are unlikely to seek out luxury amenities or gourmet experiences.

Group Travel: They prefer to do their own thing.

Escape: Travel is not about escape from the day to day, they need not disconnect in order to relax.

Hedonistic Rejuvenation: They are unlikely to be carefree and indulgent when traveling - their focus is on learning

Canada

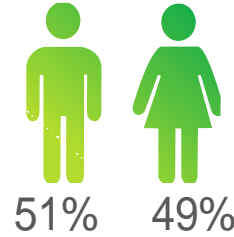
Authentic Experienter

12% of Canadian Market



Demographics

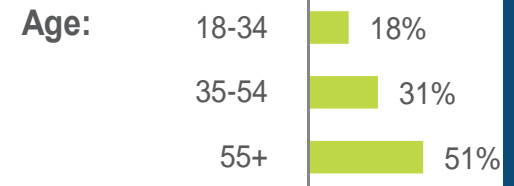
*averages refer to
market total*



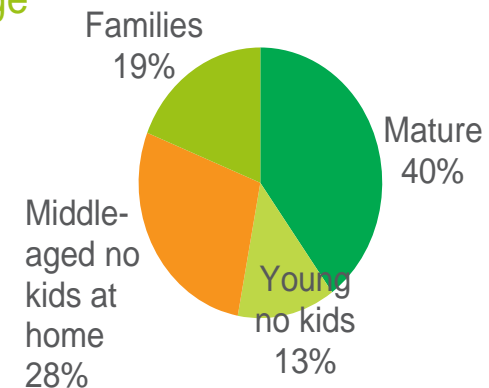
Education: Higher than average

Employment: FT, higher than avg. are retired

Household Income: Average



Lifestage



Canada

Authentic Experienter

12% of Canadian Market



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EXERCISE – UNDERSTANDING VALUES

Tools you will need

1. EQ Profiles: Canada
2. Social Values Glossary
3. Travel Values Glossary
4. Sample Advertisements



Based on your assigned EQ Type:

1. Use page one of the Profile for the Type to learn all about its demographics, social and travel values
2. Choose the advertisement that best speaks to the assigned EQ type
3. Write down any key words, phrases and visual cues that are used to communicate to this EQ type.
4. Is there anything about the ad that would not appeal to this EQ type? How might you change the ad?

AIR CANADA  VACATIONS

ALL NEW TOUT NOUVEAU

Barceló Bavaro Palace Deluxe

Fly non-stop to Punta Cana with added frequencies this winter.

HALIFAX • OTTAWA • MONTRÉAL • TORONTO • CALGARY • WINNIPEG

Convenient connectors from major Canadian cities.

Vol sans escale vers Punta Cana, avec fréquence accrue cet hiver.

Correspondances pratiques des plus grandes villes canadiennes.

What happens when one of the most magical resorts undergoes a complete renovation?

Something amazing.

Que se passe-t-il lorsqu'un des complexes les plus magiques est en rénovation?

Quelque chose d'extraordinaire.

aeroplan

Earn & redeem Aeroplan® Miles.
Accumulez et échangez des milles Aeroplan®

Barceló
HOTELS & RESORTS

aircanadavacations.com

Destination
British Columbia™



Scottsdale

ScottsdaleWesternExperience.com
800.407.2216

Capture it.

Destination
British Columbia™

The rough trail taught you what's most important in life –
sometimes the day's end calls for more than a campfire.



Find out where this is. Visit arizonatraveller.com.



Grab life. Immerse yourself in a day full of adventure and a night full of fun.
More to discover and definitely more than you expect, all waiting here for you. For
your free travel packet, call 1-866-770-3384 toll-free or visit arizonatraveller.com.



Destination
British Columbia™

EXPERIENCE APPEAL & TRAVEL BEHAVIOURS



Change to DBC Pic

Activities:

- Most/least interested in

Last Trip:

- Party composition and size
- Duration of trip
- Spend

Top 3 Sources for Trip Planning:

- Peer-to-Peer
- Websites
- Traditional Travel Advertising
- Media Relations/Unpaid Media

PAGE 2 OF THE EQ PROFILES

Experience Appeal and Travel Behaviours

10 Most Appealing Activities (in descending order)

1. Marine life viewing (whale watching, other marine life)
2. Wildlife viewing - land based animals & bird watching
3. Visiting small towns, villages
4. Visiting national, provincial/state parks to view wildlife and surrounding nature and/or to participate in adventure experiences
5. Seeing beautiful coastlines, beaches
6. Visiting national, provincial/state parks to visit interpretative centres/museums
7. Visiting well known historic sites and buildings
8. Dining at restaurants offering local ingredients
9. Mountain and glacier viewing
10. Visiting well-known natural wonders

3 of the Least Appealing Activities

1. Attending nightclubs/lounges
2. Motorcycling
3. Snowmobiling as an overnight touring trip

Last Trip

Party composition & size: 78% of Canadian AE's took child-free trips (vs. Canadian average of 72%).

Duration: Canadian AEs typically take longer trips than the average - 12.7 nights overall and 15.7 nights for long-haul travel.

Spend: Canadian AEs have an average per party spend of \$3189 per trip, \$3859 for long-haul..

Top 3 Sources for Trip Planning

1. Websites of airlines, hotels, attractions or other services at destination
2. Websites of online retailers, travel agencies or tour operators
3. Travel guides and books

Product:

- Historical Travel
- Features opportunities to meaningfully connect with locals
- More low-impact activities, but also some active and hands-on*
- Authentic, living culture
- Creates opportunities for shared experiences

Price:

- Reasonable

Canadian Authentic Experiencers

Promotion:

- Get people talking – word of mouth or word of mouse
- Traditional media and Internet – more use websites of regional or city tourism offices
- Practical details
- Catered to older demo
- Non-touristy
- Promotion in Travel Guides
- Articles in Newspapers

Close the Sale!

- Partner with airlines, hotels, attraction and services in your area
- Travel agencies, travel operators and tour guide websites are sales channels – make sure where possible you are listed!
- Include a clear 'call to action' on your website
- Make it clear how to book online or connect via phone

**compared to the global Authentic Experiencer*

ACTIVITIES / EXPERIENCE GROUPS

1. Nature Observation Activities (11)
2. Outdoor/Nature Sports or Activities (15)
3. Winter Outdoor Activities (6)
4. Water-Based Outdoor Activities (8)
5. Shopping, Dining & Other Food Related Activities (11)
6. Accommodation-Related Activities (12)
7. Hands-On Learning Activities (7)
8. Cruises and Touring (9)
9. Sightseeing Activities (12)
10. Exhibits, Architecture, Historic Sites/Buildings & Museums (8)
11. Festivals, Events & Spectator Sports (11)
12. Entertainment, Performing Arts & Amusement Parks (7)

***Activity data** indicates **WHAT** they
want to do when on a vacation –*

***Values data** provides an indicator of
HOW they want to approach the
activity.*

CAMPING



What
experience
do you
picture?



WHALE WATCHING



What
experience
do you
picture?



USING EQ TO CHOOSE IMAGES AND WRITE COPY

DBC TARGET EQ AUDIENCE

Primary audience:

- Authentic Experiencers and Cultural Explorers

Secondary audience:

- Free Spirits

COMMON ELEMENTS OF THE PRIMARY AUDIENCE

- Personal development & learning – *not escape*
- Love to learn and immerse themselves in – *nature, history & modern culture*
- Spontaneous & authentic experiential approach – *connect with locals, explore small towns, go off the beaten track*
- Freedom to do their own thing and blend with the locals – *open to small group experiences, especially if immersive*
- All within the context of Nature - Wilderness



CULTURAL EXPLORER





AUTHENTIC EXPERIENCER





**FREE
SPIRIT**



ENGAGING WORDS AND PHRASES

Authentic Experienter	Cultural Explorer	Free Spirit
explore, discover	connect	dare yourself
just you & the whales	you & your Friends	with friends old & new
learn	learn	express
accomplish	immerse	see

ENHANCING EQ WITH PRIZM

PRIZM – A DATA TRANSLATOR



PRIZM LINKS

- Primary Research & Visitors
- Standard & Custom Geography
- Lifestyle & Media Preferences



EQ & PRIZM – MAKE FOR A STRONGER TOOL



Integrating EQ and PRIZM offers four key enhancements

Linked to
all postal/zip codes

Personalized
targeting

Reaching target
audiences

Measurable, data
driven results

BUILDING ON THE EXPERIENCE OF OTHERS

DEVELOP VISITOR EXPERIENCES – AE

Description of an Authentic Experienter



Gulf of Georgia Cannery
National Historic Site of Canada
parksCanada.gc.ca

Authentic Experienter

With a foot in both worlds, you appreciate the understated beauty of natural and cultural environments. You enjoy using all of your senses when you explore your chosen destination and really get to know the places you visit. You quickly adapt to personal challenges and risks, easily figuring out how to make the most of every situation. You want to be fully immersed in your travel experiences and tend to stay away from group tours and rigid plans.

Situated atop wooden pilings over the Fraser River where mountains of fish once crowded the receiving dock, you can still smell the sea and hear the gentle lap of waves beneath the Cannery floorboards. Fishing, as any old-timer will tell you, has a way of hooking you for life.

And for good reason, as you discover walking through the Cannery at your own pace. You'll take note of the interpretive panels and countless exhibits. Soak up the rhythmic hum of the canning line machines. Spend some time with a fisherman and watch him carefully build his skiff.

After you tour the Cannery, you'll strike out on your own or take a short walking tour of Steveston where you'll hear tales of hardship and gossip in the lives of cannery workers. You'll be pleasantly surprised to discover the Steveston Farmer's Market, just outside the front door of the Cannery, offering locally grown produce and handcrafted items ranging from pottery to soap. So many opportunities to experience the local culture – you'll be planning your next trip before you leave!

Speak to our Visitor Experience Advisor to make the most of your visit!

For the Authentic Experienter we suggest...

Canning Line Machine Demonstrations – Listen to the clattering of cans while watching a machine demonstration of the cannery line, slowed down to 1/20th of its original speed. You realize how skilled the line workers were working at full speed for 12 hours a day.

Historic Walking Tour of Steveston - The tour begins and ends at the Cannery. Weaving throughout the quaint fishing village of Steveston, you'll hear tales of hardship and gossip in the lives of cannery workers and fisherman.

Steveston Farmer's Market - Join the locals every other Sunday right outside the Cannery's doors and shop at the Steveston Farmer's Market for seasonal produce grown locally. Spend a few moments chatting with an artisan discussing their pottery, or see a chef give a delicious cooking demonstration.

Skiff Building – For a real treat, stop at the skiff building exhibit and learn the craft of boatmanship first-hand from Joe. Quiz him on the tools he uses, on the fishing industry or just chat about what's new at the cannery today.

Canning Line Tour – Try your hand at peughing salmon at the receiving dock. From there, follow its journey along the canning line where actual fish scales can still be seen on the walls. Stop at the Butchering Machine and learn how it replaced the singing knives that skilled bladesmen once used instead.

Specific itinerary
elements for an AE:
*Historic Walking Tour of
Steveston
Farmers Market – “Join
the locals”
Skiff Building – “Learn the
craft of boatmanship first
hand from Joe”
Canning Line Tour – “Try
your hand” “learn how”*

Description of the general experience:

“you can still smell the sea”

“discover”

“at your own pace”

“time with a fisherman and watch him build his skiff”

DEVELOP VISITOR EXPERIENCES – AE v FS

For the **Authentic Experienter**
we suggest...

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For the **Free Spirit** we suggest...

Whale Watching - Charter a boat out to sea and watch whales off the coastline of the Cannery. You'll see plenty of orca's, a few humpback's and if you're really lucky, a grey whale.

Personal Souvenir Cans – After enjoying the fascinating cannery line tour, you'll have an opportunity to witness your own piggy bank can roll down the track from the can loft. Don't forget to bring it to the Cannery Store where a friendly interpreter will gladly fasten a special Cannery label on for you to take home.

Music Nights at the Cannery - Listen to jazz, big band, duets, and maritime performers on the Tank Farm Deck of the Cannery. You'll have a chance to meet new friends through your love of music. It will be hard not to get up and dance!

Steveston Farmer's Market - Join the locals every other Sunday outside the Cannery doors and shop at the Steveston Farmer's Market for seasonal produce grown locally. Spend a few moments chatting with an artisan discussing their pottery, or take a picture of a chef give a cooking demonstration.

Steveston Village - Enjoy the charming village of Steveston. Check out the real fisherman's wharf. Rent a bike and unleash your sense of outdoor adventure. Savour fish & chips on the docks. Shop your heart out along the wharf and side streets filled with gift stores, boutiques, jewellery and much more.

Specific itinerary elements for an Authentic Experienter:

Historic Walking Tour of Steveston

*Canning Line Demonstration – “realize how skilled”
Farmers Market – “Join the locals”*

*Skiff Building – “Learn the craft of boatmanship first
hand from Joe”*

Canning Line Tour – “Try your hand” “learn how”

Specific itinerary elements for a Free Spirit:

Whale Watching – “see plenty of orcas ...”

Personal Souvenir Can – “to take home”

Music Nights – “meet new friends”

*Steveston Village – “rent a bike and unleash your
sense of outdoor adventure” “shop your heart out”*

Farmers market – “shop”

HERITAGE PARK – COPY & IMAGERY



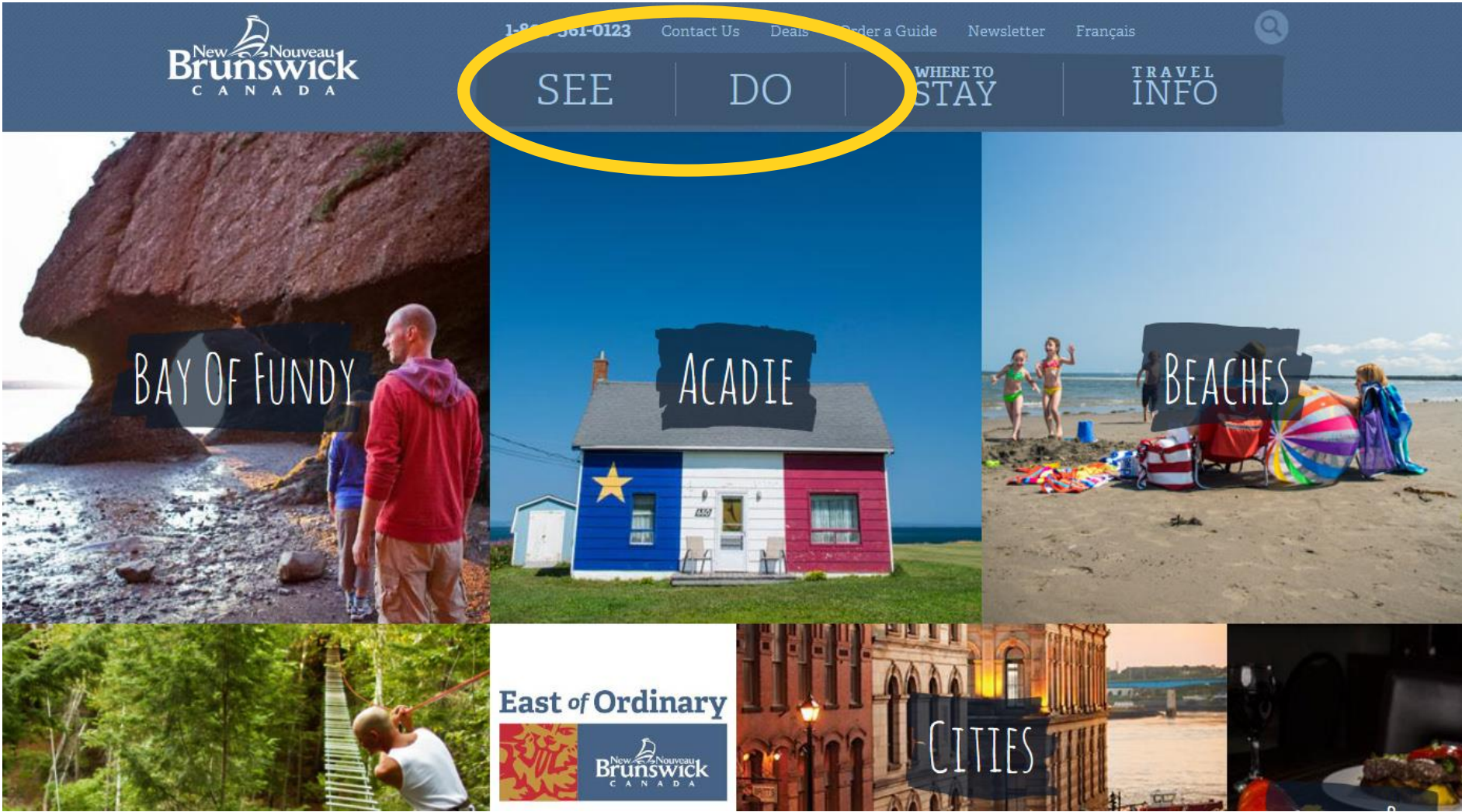
“EQ is a big program... it can feel overwhelming ... it doesn't mean you have to do it all at once ... just need to start”

– Sandra Kam

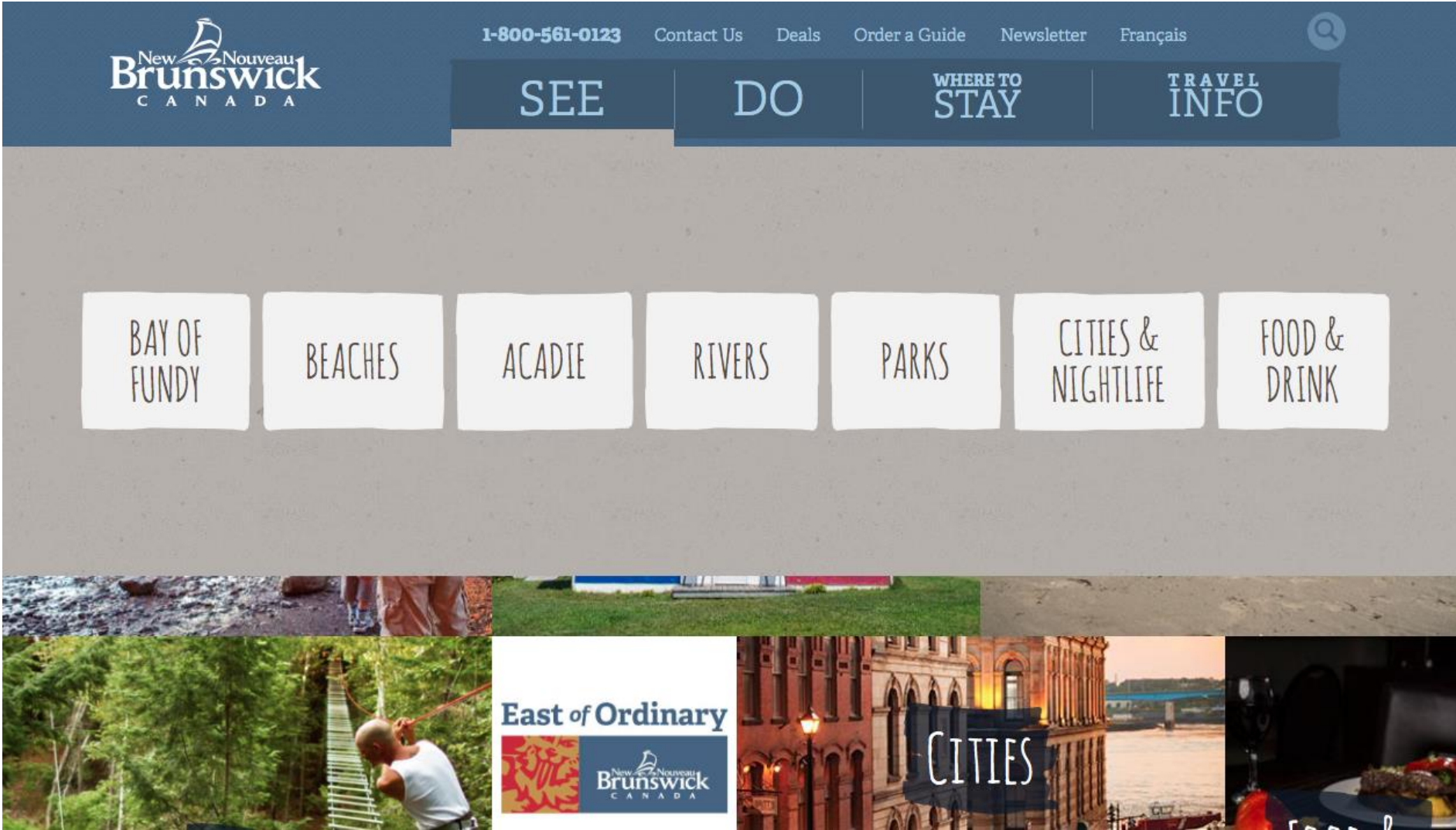
Using EQ in order to increase market share

1. Quiz to identify who coming
2. Review what offering to attract those groups
3. Review imagery & copy with new lens

TOURISM NEW BRUNSWICK – WEBSITE REDESIGN



TOURISM NEW BRUNSWICK – WEBSITE REDESIGN



TOURISM NEW BRUNSWICK – WEBSITE REDESIGN



1-800-561-0123

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SEE

DO

WHERE TO STAY

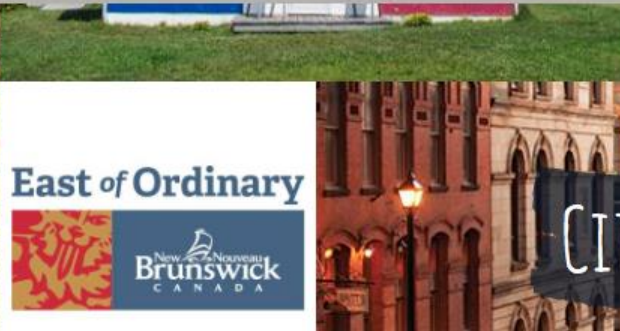
TRAVEL
INFO

FESTIVALS & EVENTS

OUTDOOR ACTIVITIES

OUR CULTURAL HERITAGE

FISHING AND HUNTING



Destination
British Columbia™

PARKSVILLE – PERSONALIZED WEB CONTENT

Why Visit? Places to Stay Specials Plan Blog Meetings Sports About 中文

PARKSVILLE QUALICUM BEACH

Get Monthly Deals Alerts A to Z Index Events Calendar Request a Guide

-- Search Travel Directory --



Why Visit?

Home > Why Visit?

Discover our Beauty

A discovery-filled vacation waits for you in Parksville Qualicum Beach... amazing sandy beaches, picture postcard views, world-class biking and hiking trails, salt-tinged ocean air, and the small-town charm of our communities.



PARKSVILLE – PERSONALIZED WEB CONTENT

Top Specials Picked for Gentle Explorer



2 for 1 Appy Hour

Need a pick-me-up? Join us for our End-of-Workday Celebration Special "2 for 1 Appies". Buy 1 with a beverage and get another appy of equal or lessor value free! What a great way to end the day! Tell a friend.



Fall Frenzy at Tigh-Na-Mara (Oct-Nov)

Fall is an excellent time to take advantage of the great rates, fantastic end of summer weather and endless beaches. Plus the longer you stay with us at Tigh-Na-Mara, the bigger the added bonus to your package.



Winter Warm Up

The longer you stay at Tigh-Na-Mara, the bigger the added bonus to your stay.



Events Calendar

October 2015						
T	W	T	F	S		
		1	2	3		
6	7	8	9	10		
12	14	15	16	17		

[Request a Guide](#)

Events Selected for Gentle Explorer

- Oct 27, 2015 [Beginner Hooping Series](#)
- Oct 27, 2015 [Parksville Qualicum Beach Tuesday Bird Walks](#)
- Oct 27, 2015 [Spooktacular at Storybook Village](#)
- Oct 28, 2015 [ECHO Players Presents: Calendar Girls](#)

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TOTA – DEVELOPED EXPERIENCE THEMES



- Traveller Types
 - Free Spirits
 - Cultural Explorers
 - Authentic Experiencers
 - Rejuvenators
- Themes
 - Sample Our Local Flavour
 - Cultural Heritage
 - Sharpen Your Skills
 - Restore Your Balance
 - Retail Therapy
 - Experience Our Adventure

WATERMARK RESORT / EVANGELISTS & PARTNERS

Farms and vines of Canada's only desert

A Canadian Signature Experience. [Find out more](#)

- › 10,000 year old desert sands
- › 600 acres of organic farmland
- › 123 suites and 30 lakefront villas

This remarkable culinary journey begins at Watermark Beach Resort on sun-warmed Osoyoos Lake and continues through Canada's only pocket desert to the organic fields and vineyards, country market and wine shop at Covert Farms in the south Okanagan Valley.

Travel through a rare antelope-brush ecosystem, past steep bluffs that are home to 18 species of bats and onto a sandy plateau where a glacial ice dam burst 10,000 years ago. Here, First Nations fishing grounds on the Okanagan River nudge up against the lush biodynamic fields of 600-acre Covert Farms. Get picked up in a vintage 1952 Mercury truck for a fun guided farm tour, stopping along the way to pick and taste peaches, muskmelons and tomatoes, sun-baked and fresh from the vine. Back at the Watermark Wine Bar and Patio, local wines are paired with farm-fresh Okanagan Valley fare. Evening falls to the serenade of circling nighthawks and guests feel like they can almost reach out and touch the stars, brilliant against the ink-black night sky of a true Canadian desert.

+ Why you should visit

+ Weather



+ Visitor information

+ When to go

+ Need to know

+ Getting Here

+ Tourism websites

Watermark Beach Resort
Covert Farms
Destination Osoyoos
Thompson Okanagan Tourism
Association
Tourism BC

 tripadvisor

Write a
review

“Our packages now include all sorts of partners. We promote them at the same time we promote our property. For example, by partnering with Covert Farms, we are able to enhance our visitors’ stay by providing more enticing reasons to engage in the destination.”

– Ingrid Jarrett,
VP Business Development

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Explorer Quotient (EQ)

EQ

Explorer Quotient

QE

Quotient explorateur

What is EQ?

Explorer Quotient®, also known as EQ, was developed by the Canadian Tourism Commission (CTC) in partnership with Environics Research Group. EQ is a proprietary market segmentation system based on the science of psychographics. Rather than marketing to or developing products for travellers based on traditional segments, such as demographics (e.g. age, gender, income, etc.) and/or geography, EQ emphasizes the importance of traveller segmentation based on their psychological characteristics, such as their attitudes, beliefs, values, motivations, and behaviours. When various psychological characteristics are combined, different types of travellers emerge. These are known as Explorer Types.

For more information on EQ and Explorer Types, please visit the CTC's corporate website <http://en-corporate.canada.travel/resources->

LATEST TOURISM NEWS

2015 Tourism Industry Awards Recipients Announced at Gala Event

Destination BC and the Tourism Industry Association of BC announced the winners of the 2015 BC Tourism Industry Awards at a gala event this evening at the Vancouver Convention Centre.

Visitor numbers up, strategy updated to continue momentum

<http://www.destinationbc.ca/Resources/Explorer-Quotient.aspx>

Destination
British Columbia™

EQ ACCESS

Tourism businesses and organizations can gain access to EQ material by following these 3 steps:

1. Contact Destination BC at TourismResearch@DestinationBC.ca to express interest in signing up as an EQ sub-licensee and provide the name of a contact person and contact information for your organization.
2. Destination BC, upon confirming your organization's eligibility, will provide the contact information to Destination Canada.
3. Destination Canada will then provide your organization with a password to the EQ library and instructions on how to install the EQ quiz on your organization's website, if so desired.

BRAND TOOLS



www.destinationbc.ca/Resources/british-columbia-tourism-brand.aspx

Q&A

Destination BC

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