

High-yield Market Segments

General Demographic Data

 NICKY YOUNG URBANITES	 THE TAN FAMILY FLOURISHING FAMILIES	 O'SULLIVANS MATURE & SECURE
<p>Population 1,328,953 Households 622,727 Median maintainer age 42 Highest age range count 30-34 38.2% Single 32% Couples without children at home 51.9% rent apartment 48.8% University degree or higher 44% Belong to a visible minority group Avg. household income \$119,717</p>	<p>Population 2,348,881 Households 757,190 Median maintainer age 53 Highest age range count 55-59 56% Couples with children at home 27% Couples without children 85% Own a home 36.8% University degree or higher 45% Belong to a visible minority group Avg. household income \$147,961</p>	<p>Population 1,243,582 Households 485,895 Median maintainer age 60 Highest age range count 60-64 45.5% Couples without children at home 24% Single person household 84.8% Own a home 36.9% University degree or higher Low diversity index Avg. household income \$181,992</p>

Main Travel Motivators

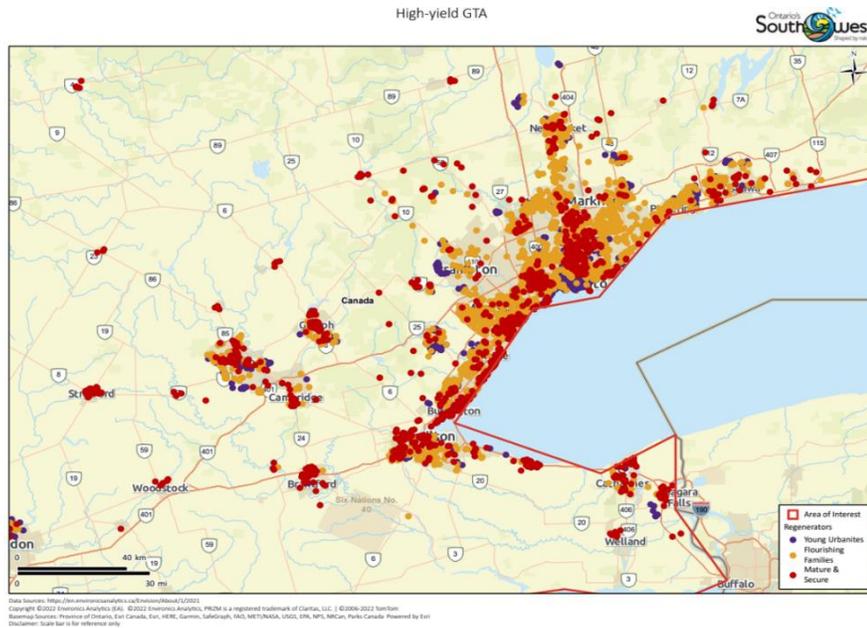
<p>Love for constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.</p>	<p>Combination between the other two segments but most importantly to travel together as a family and create memories, at times some ostentatious consumption.</p>	<p>Looking for authentic, tangible engagement with a particular interest in history, culture, health and lifestyle.</p>
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Key Words

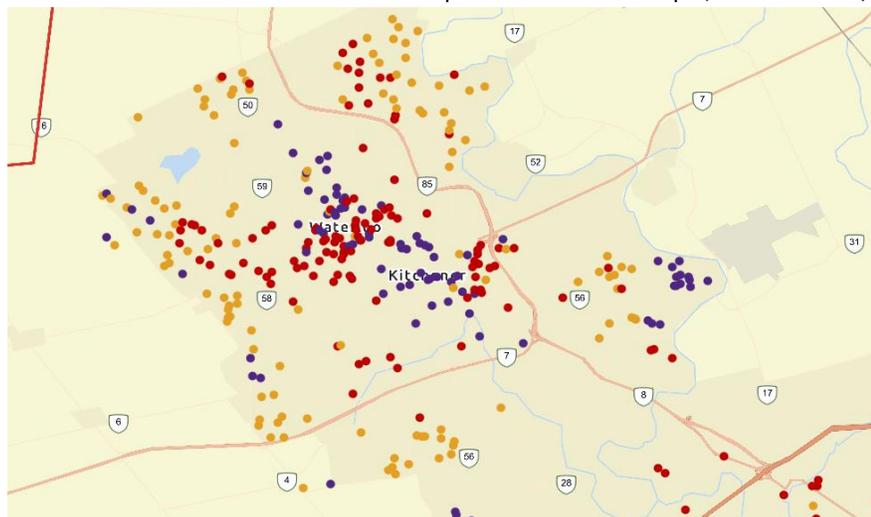
<p>original/unique, immerse, embrace local culture, connect, dare, off the beaten path</p>	<p>together, discover, learn, family, memories, all ages, exclusive, fun</p>	<p>living culture, accomplish, legacy, you choose, be surprised</p>
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Where Do They Live?

Postal Codes with the highest concentration of households in Ontario are available upon request and can be used for geo-targeted campaigns on social media or direct mailings
The map below shows, as an example, where these segments live in the south GTA:



The map below shows a zoomed in area from the map above. In this example, the Waterloo/Kitchener area.



To learn more, please contact: ana@swotc.ca