

TIP SHEET #7

FREE SPIRITS

Free Spirits are enthusiastic, adventurous, energetic, open-minded, stylish, and highly social travellers. They love fun and exciting experiences, with some learning on the side. They like to see all the main attractions and tend to be “checklist” travellers. They thrive on the thrill of trying new things, are confident risk takers, and like to be the centre of attention. Since they are busy, they use travel to escape, let loose, and indulge. These extroverted travellers aspire to have the best available to them and enjoy shopping.

Free Spirits want the best they can afford. If necessary, they will scale back transportation and accommodations so they can splurge on their must-do experiences, such as The Flying Apron’s *Dining on the Ocean Floor*.

FREE SPIRITS WANT:

- Fun and exciting experiences, with some learning on the side
- To sample all the iconic places in a destination
- To escape, let loose, and try new things
- To have the best they can afford and feel pampered
- A shared experience with other travellers

Free Spirits want to show their success to the world. They place emphasis on a healthy lifestyle, take pride in their appearance, and enjoy being stylish and spontaneous. Young or young-at-heart, Free Spirits represent a younger demographic (about half are under 35) earning a higher-than-average household income.



Free Spirits made up 10% of visitors to our province in 2017, according to the Nova Scotia Visitor Exit Survey. As part of the Canadian visitor market, they represent 13%. Generally, as a younger demographic who tend to travel frequently, attracting this market with new, fun, and authentic experiences can increase visitation and create advocates for Nova Scotia. Although our natural assets are a great fit for this segment, more high-end, more gourmet, and more active experiences that leverage our competitive strengths are needed. In order to attract more Free Spirits, we need to develop experiences that will motivate travel to Nova Scotia.

TO ATTRACT FREE SPIRITS, CONSIDER:

Top travel motivator: Indulgent, high-end, and adventurous experiences are a top travel motivator. Free Spirits are attracted to trips where they can be carefree, have lots of fun, and engage in thrilling activities - while hitting all the main attractions. Travel satisfies their need for the exciting and fun, while allowing them to connect culturally.

Preferred trip type: Multi-day touring by car will allow them to visit a destination's iconic spots quickly. They are open to group tours for taking in the highlights and "must-sees" of a destination, enjoying the shared experience and social connections.

Preferred accommodations: Most will aspire to stay at a brand hotel (preferably high-end), a boutique hotel, or a country-inn with a gourmet restaurant.

Preferred vacation activities: They are drawn to outdoor activities in the beautiful backdrop of nature. For example marine wildlife viewing, seeing beautiful coastlines, dining at restaurants offering local ingredients, and taking part in outdoor activities.

Of all the Explorer Quotient (EQ) types, they are the most likely to enjoy nightclubs, shopping, and health spas.

Positioning & pricing for Free Spirits:

Although they are the highest spending travellers of the EQ types, Free Spirits are discriminating consumers who will shop around to get exactly what they are looking for. They're not necessarily looking for the cheapest product – in fact, they aspire for luxury and the best they can afford to enjoy the good life while on vacation. They are more likely to pay a premium for experience packages that are a good match to their values. Consider incorporating some luxury, spontaneity, fun, exclusivity at iconic attractions, and healthy outdoor activities in your experience, where they can show off and take some fun photos.

They have higher confidence in advertising than the Authentic Experiencer or Cultural Explorer, and see brands as an indicator of quality. The path to purchase needs to be easy and convenient for the Free Spirit.

Free Spirits are currently under-represented among Nova Scotia's visitor population and are an important segment, as they tend to travel more often and have higher trip spending than the Canadian average per party. To attract more Free Spirits, Nova Scotia needs more world-class experiences and high-end products that will motivate visitation.

Images to capture Free Spirits' attention: Use images that focus on younger, fashionably-dressed groups of people having fun together, enjoying active adventure, fine dining, and luxury services.

