

Canada

Canadian Tourism Commission

# EQ Travel Values Glossary

explorez sans fin

Canada



keep exploring

EQ

The Explorer Quotient™



# Travel Values Glossary

Trend	Definition	Items
<b>Check-list</b>	Feeling a strong need to ensure that they see all of the well-known sites in their destination, following detailed itineraries. Believing that they are missing something important if their plans are changed unexpectedly.	<p>If I miss something or don't get to see all of the things on my list I don't feel that the trip is successful.</p> <p>I always feel like I've missed something when plans get changed unexpectedly.</p> <p>Lists help to keep things orderly, so I can get everything done that I plan to do.</p>
<b>Comfort Seekers</b>	Avoid travel experiences that require them to step out of their comfort zones and that don't provide the conveniences and comfort they are accustomed to. A preference for travel experiences to be as relaxing as possible. Not wanting to have to adapt to unfamiliar foods, customs, and languages, but seeking out the familiar instead.	<p>I avoid taking uncomfortable rides such as packed local buses. If it means missing something we wanted to visit, so be it.</p> <p>The part that makes me most uncomfortable about travelling is having to adjust to unfamiliar locations, foods, people, languages and a different way of doing things.</p> <p>I don't want to eat food that isn't like the food I eat at home.</p> <p>I am really not comfortable using bathrooms outside my home or sleeping in a bed that is not mine.</p>
<b>Comparison Travel</b>	Constantly comparing the positive and negative aspects of a destination to what is known at home. Many like to brag about the superiority of the places they have visited, while others will complain that the places they are visiting lack the amenities they are accustomed to at home.	<p>You can't find real culture here at home; you have to travel abroad to find it.</p> <p>I like to be able to impress my friends with all of the 5 star hotels and resorts I have been to.</p> <p>Which of the following best matches your personal opinion:</p>
<b>Constant Travel</b>	Always looking forward to planning and taking the next trip. People strongest on this trend feel they 'live for travel', and that travel is the best way to experience life and learn about different places and cultures. Even between trips they will avidly read travel articles to inspire their future plans to visit new places.	<p>As soon as I finish one vacation trip I am already thinking about the next.</p> <p>I'm always on the lookout for information about where to travel next – I ask friends, I read the travel section of the newspapers, I go on the internet and read books and magazines.</p> <p>I live for travel.</p> <p>The best way to 'truly' experience life is to travel often.</p> <p>I love to read books and watch shows that inspire me for my next vacation or place to visit.</p> <p>Every year I plan at least one trip that lets me unwind, relax and recharge for the next phase of the year.</p>
<b>Cultural Immersion</b>	A belief that the best way to experience a culture is to interact with it as deeply as possible. People strongest on this trend make an effort to learn and practice conversing with locals in their own languages. They seek to adapt to the local culture, exploring and spending time in local areas most tourists don't visit, so they can experience how locals live as authentically as possible.	<p>I try to learn and use some of language spoken by the people so I can interact with locals in a more authentic way.</p> <p>I like to experience local foods, local locations, to see local architecture.</p> <p>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.</p> <p>I like to leave the beaten path and explore places most tourists won't go to.</p>

## Trend

## Definition

## Items

### Escape

A desire to separate themselves from their everyday responsibilities and concerns when travelling. Those strongest on this trend seek to completely disconnect themselves from their home, office or other commitments so they can feel completely relaxed.

I need a real break from the real world.

I want to get away from it all.

I just want to relax and not have to deal with any worries or obligations.

I want to forget about my responsibilities at home for awhile.

I completely disconnect: I don't want to hear a cell phone or a fax machine; I want to forget about work.

I want a break from my ordinary life.

### Exhibitionism

Seeking fun experiences that allow them to act in an extroverted fashion, expressing themselves vibrantly. Many are attracted to clubs and nightlife venues in the destinations they visit.

I like to express myself physically – I will dance my head off if that is what is happening.

I like to go out to clubs and dance all night.

Wherever I go, I enjoy being the centre of attention.

### Group Travel

Preferring the structure and predictability that comes from traveling with groups of like-minded tourists. Taking comfort in knowing that the tour operator has taken care of all of the details (hotels, restaurants, sites to visit). Enjoying meeting and sharing stories with other tourists similar to oneself.

I like group tours because there is always someone that you can talk to about your day.

I feel more comfortable travelling with other people or a guide.

I feel safer if a tour operator has organized the hotel, the restaurants to eat at and the sites to visit.

The worst way to travel is a trip where everything has already been decided for you in advance, such as on an organized tour. (negative)

I like to travel in ways that allow me to talk to other travellers about what they are seeing and doing.

### Hobbies

Enjoying travel to destinations and sites related to one's favourite hobbies and interests, often researching in advance the availability of these activities in new destinations.

If there are places linked to my favourite hobbies or topics available, I always make an effort to go and see these places.

For my favourite topics or interests, I like to research them, and then visit the places where I can learn more about them.

I have a hobby or interest that is very important to me, and when I travel, it's almost always connected to that subject.

### Hedonistic Rejuvenation

Adopting a care-free and indulgent manner while travelling, behaving in a far less reserved fashion than they normally do at home. Many seek to be pampered or to indulge in food, drink, massage, or other sensory/hedonistic activities that create a more relaxing experience for them.

I am much more indulgent and carefree while on vacation than I am at home.

I want to come back from vacation feeling relaxed and refreshed.

I want everything to be taken care of for me so I can relax and be free to enjoy myself.

I want a vacation where I can have all the food, drink, massage, romance, shopping that I want.

I like to indulge and pamper myself in a way that I can't back home.

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.

Trend	Definition	Items
<b>Historical Travel</b>	Seeking to visit the sites where important historical events took place (e.g. cultural, arts, philosophy, religion, battles, political, etc.). They want to see the surroundings and imagine what it would have been like if they could go back in time, and to understand what has changed since then. People strongest on this trend tend to arrive at key sites having researched the history extensively and knowing as much or more than the guides do.	<p>I like to be able to take my time at a historic site or in a museum and not feel rushed.</p> <p>I want to be able to stand in the place where history happened – to touch the relics of that time.</p> <p>Certain places and times in history fascinate me, and I want to know everything about them.</p> <p>I find it enriching to be exposed to others engaging in their customs, routines and rituals in their own environment – to me, that is the authentic travel experience.</p> <p>I am not satisfied with just observing: It is more important to me to experience all the things a place or culture has to offer as a local would, and not just be a 'tourist'.</p> <p>Visiting the sites of historical significance are more interesting to me than any of the other tourist attractions.</p> <p>I always carefully research the history of the places I visit before I travel there.</p>
<b>Luxury Travel</b>	A desire to have and experience the finest food, accommodations, and amenities available. Those strongest on this trend are not necessarily wealthy, but share a desire to treat themselves to luxuries while on vacation. Many are oriented to resorts where local entertainment, gift shops and other attractions are available only to themselves and other guests, rather than the culture at large.	<p>Wherever I go, I have to have the very best there is to offer: the best hotels, the best restaurants, the best shopping and the best service.</p> <p>I don't understand people who prefer to stay at hostels or low budget accommodations when they are travelling.</p> <p>I like to be in a 'gated resort' where only the people who are there are guests who may come and go.</p> <p>I want experiences and amenities that most others would consider to be 'luxuries.'</p> <p>I feel safer if the hotel where we stay is a brand name that is known world wide.</p> <p>I like staying at hotels and resorts that have local entertainment and good gift shops with local crafts.</p>
<b>Nature Travel</b>	Appreciating the beauty of nature, whether vast mountain ranges, tropical rainforests, northern glaciers, or barren deserts, or more localized parks. Wanting to see natural settings before they are damaged by development or encroachment.	<p>I enjoy being surrounded by the open spaces and wilderness of the outdoors.</p> <p>I prefer to visit places where I will be awe-struck by the sheer beauty of nature, the land, mountains, seas and wildlife.</p> <p>I would like to see such natural wonders as the Alaskan Glaciers, the Great Barrier Reef, the Himalayan mountains, the Amazon Basin rainforests, etc.</p> <p>We like to stroll in the parks of the places we visit.</p> <p>I always like to walk or ride my bike on the local paths.</p> <p>I want to see natural settings before they are ruined.</p>
<b>Roots Travel</b>	Reconnecting with one's cultural heritage by visiting the places one's ancestors lived and imagining what it would have been like to live among them. Wanting their children to visit so they can connect and learn more about their roots and history.	<p>I'm more interested in understanding how my ancestors lived than in experiencing the culture as it exists now.</p> <p>I want to experience what it would have been like to live like my ancestors because it makes me feel more connected to my cultural heritage.</p> <p>I want my children to know about their roots, their real history.</p> <p>I find that I often know the facts about historical sites more than the tour guides do.</p>

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<b>Reluctant Travel</b>	Possessing a negative attitude towards travel, often rooted in fears and insecurities about what one will encounter. Viewing travel as unnecessary or unpleasant. Those strongest on this trend are often dragged along by their partners or other family members, but would rather stay at home or in the hotel while others in their party visit the local sites.	<p>I have everything I need at home; there's no reason to spend money to travel.</p> <p>I prefer to relax at home surrounded by my own things rather than to go out and travel.</p> <p>I don't see the point in going on a trip. Everything I need and want is at home.</p> <p>I really don't care to travel. If we have to, I leave it up to my spouse to decide where we go and what we do.</p> <p>With the Internet and television, I don't have to travel to learn about other places.</p> <p>Travelling is really more important to my spouse than to me, so I just go along.</p> <p>I don't need or want to learn anything new by travelling.</p> <p>If we do take a vacation away from home, I prefer to stay in the room and watch TV while the others I am travelling with go off and do their own thing.</p> <p>If I must take a trip, I prefer it to be visiting family or friends.</p>
<b>Samplers</b>	Wanting to visit all of the "must see" sites and attractions while on vacation to truly feel that they have experienced the full flavour of a destination. With a limited amount of time, these travellers prefer to visit a wider array of sites and attractions briefly, than to spend more time visiting just one or two sites in-depth.	<p>I like to see all of the important highlights of a place, but I don't need to go in depth or spend hours on any one thing.</p> <p>I like to visit the "famous" sites rather than just travel around and observe people in their everyday lives.</p> <p>Time is limited; I liked to focus on the 'must-see's, the places that are considered important to make sure I get a taste of everything and get a flavour of the place I am visiting.</p> <p>I like to refer to popular tour guide books to help me plan all of the things I have to see when I visit some place new.</p>
<b>Security Concern</b>	Feeling anxious about travel, often worrying about or imagining the harm that might befall them. Those strongest on this trend will watch their surroundings vigilantly, being fearful of being robbed or taken advantage of.	<p>We have to be very careful when we travel, because you never know what might happen.</p> <p>I worry that we will be robbed or worse when we travel.</p> <p>I try to keep a very low profile when travelling and not stand out.</p> <p>I try to spend as little money as possible, whether I am on a strict budget or not.</p>
<b>Shared Experience</b>	Viewing travel as a social activity and an opportunity to share one's experiences with others. Those strongest on this trend tend to be sentimental, seeking to collect and share memories with others.	<p>I enjoy sharing my travel memories with others because it lets me 're-live' them.</p> <p>I like to share with other people the memories of where I've been and what I've done.</p> <p>I like to take out my photo albums and relive my experiences of the trips I have taken and places I have been.</p> <p>I always keep receipts, ticket stubs, and different souvenirs of the things I did on vacation as mementos of my travel experiences.</p> <p>I like to talk about my travel day with others who have shared similar experiences.</p> <p>Even when I can't travel, I like hearing about different places I could visit someday.</p> <p>I love the "getting ready for the trip" planning just as much as the trip itself.</p> <p>Travelling is so much less enjoyable when you have to do it alone.</p>

## Trend

## Definition

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### Unstructured Travel

A desire for adventure, discovery and exploration that can only be achieved by traveling spontaneously. They do not want to be constrained by pre-determined plans or itineraries, and are not concerned about missing popular tourist destinations. Wanting to be able to discover hidden sites (shops, streets, restaurants, etc.) that only the locals would know about.

I don't need to see all the recommended tourist sites to feel as if I've really visited a place; in fact the best way to know a place is just to walk around and do everyday things like eating, shopping, socializing and relaxing, just as the locals would.

The best is not knowing exactly where I'll be or what I'll be doing, and just going with the flow and letting things unfold spontaneously.

One of the most exciting things about travelling is discovering things on my own rather than what the guidebooks tell me.

My favourite part of travelling to a different place is to wander around and discover little hidden nooks, streets, local shops and eateries that only the locals know about.

I like to be free and spontaneous.

I don't like to follow other people's schedules – they are too confining and leave no room for the unexpected.

When I'm on vacation, I just do whatever I want, however I want and have a good time.

I like to do things that are unique and spontaneous, things that other travellers would never think of doing.