



# The Snippet: Market

## Why the USA ?

- Largest inbound market in  and OSW
-  is a top-of-mind destination, ON sits 2nd on the bucket list
- OSW has the largest border crossing volume

## How they travel?

- 77% travel between May - Oct
- Trip planning peaks Feb - Mar
- Stay between 2-6 nights
- Many travel as couples
- 70% between 18 and 55 years old



Many are 'All-in-enthusiasts', take most types of travel, everything is important when deciding for a destination, go on vacation for all reasons. If you have it: promote it.

## Opportunities not yet taken:

### All-Inclusive-Travel

Convenience has never been more important. "Not having to plan" is a big competitive advantage.

You can partner with other local businesses to offer curated experiences and meals.

## Recession sentiment:

Over half still consider leisure travel to be high priority, but 2 in 3 are being very careful with their money.



## How they see us?

We are perceived as friendly (comfort & familiarity), welcoming, authentic, down to earth.

## What they seek

- To relax, unwind, and decompress
- Food & drink
- Hiking, parks and nature,
- Lakeside
- Unique/fun activities or experiences
- Learning new things
- Cultural attractions

## Key Messages:



- "US currency accepted"
- "Avoid the crowds"
- "Lessen your footprint"
- "Your friendly backyard neighbours"
- Show value for money:
  - offer points, free upgrades or perks for return travel or referrals
  - offer unique value amenities/services

## Rising trends

Camping, glamping, and unique stays  
Sustainable travel  
Bleisure (business & leisure combined)  
A rising segment 'Family Frugals':  
fewer, shorter, family & multigen trips, close to home, safety, cost & climate are important