

# Buyer Profiles

## Who are the Buyers

<b>Type</b>	F.I.T..... 25.3%	Online Travel Agency..... 8.9%	Travel Agency..... 27.8%
	Motorcoach Operator ..... 5.1%	Receptive ..... 46.8%	
	Online Tour Operator..... 8.9%	Tour Operator..... 72.2%	
<b>Point of Origin</b>	Canadian Territories..... 0%	Other Countries..... 18.5%	United States ..... 14.5%
	Maritimes..... 1.6%	Prairies ..... 1.6%	Western Canada..... 11.3%
	Ontario ..... 22.6%	Québec ..... 29.8%	

## OBJECTIFS DE PARTICIPATION À L'ÉVÉNEMENT

Take stock of the pandemic situation with suppliers (Covid-19) ..... 65.3%	Obtain rates for the 2022 season ..... 34.7%
Discover new products and services..... 85.2%	Maintain existing links with my suppliers..... 77.7%
Obtain rates for the 2021 season..... 60.5%	Other goals ..... 5.4%

## CLIENTELE BY AGE GROUP

81 years and + ..... 17.7%	18 to 25 years..... 31.6%
65 to 80 years ..... 68.4%	13 to 17 years..... 21.5%
46 to 64 years..... 84.8%	Under 12 years ..... 8.9%
26 to 45 years ..... 64.6%	

## AVERAGE LENGTH OF YOUR STAY IN THE PROVINCE OF QUEBEC

2 nights and less..... 30.4%	10 to 14 nights ..... 7.6%
3 to 5 nights ..... 68.4%	More than 14 nights ..... 0%
6 to 9 nights..... 25.3%	

## POINT OF ORIGIN FROM THE BUYERS' CLIENTELE

Asia ..... 30.4%	Latin America..... 24.1%	<b>United States</b>
Canada (Outside of Québec)..... 36.7%	Mexico ..... 16.5%	Mid-Atlantic ..... 30.4%
Central America..... 7.6%	Oceania..... 8.9%	Midwest ..... 25.3%
Europe (French-speaking) ..... 27.8%	Québec ..... 16.5%	New England ..... 26.6%
Europe (Non-French-speaking)..... 30.4%		South..... 22.8%
		West..... 27.8%

## TYPES OF SUPPLIERS OR TOURISM PRODUCTS SOUGHT

Aboriginal Tourism..... 63.2%	Guide Service ..... 72.0%	Religious Site..... 36.0%
Amusement Park ..... 52.8%	Health Center and Spa ..... 40.8%	Resort..... 74.4%
Aquarium ..... 36.8%	Hotel ..... 84.8%	Restaurant ..... 72.0%
Casino ..... 31.2%	Industrial Site..... 28.0%	Shopping Centre ..... 31.2%
Chain Motel/Hotel ..... 76.8%	Inn ..... 59.2%	Show ..... 48.0%
Country Cooking ..... 53.6%	Learning Activities ..... 44.0%	Ski Resort ..... 44.8%
Cruise..... 68.0%	Micro-Brewery..... 49.6%	Sports Site ..... 33.6%
Cultural Site ..... 80.0%	Museum..... 72.8%	Transportation ..... 69.6%
Destination (DMO) ..... 76.0%	Observation Tower ..... 64.0%	Vacation Rentals (Condos, Cottages, Apartments)... 45.6%
Farm tourism activities ..... 55.2%	Orchard..... 49.6%	Vineyard..... 65.6%
Festival ..... 49.6%	Outdoor, Nature, Adventure Activities ..... 78.4%	Zoo ..... 42.4%
Garden ..... 50.4%	Park / Outfitter ..... 36.0%	
Golf ..... 19.2%		



# Buyer Profiles

## Who are the Buyers

<b>Type</b>	F.I.T..... 43.8%	Online Travel Agency..... 13.4%	Travel Agency..... 34.8%
	Motorcoach Operator ..... 11.6%	Receptive ..... 47.3%	
	Online Tour Operator..... 9.8%	Tour Operator..... 74.1%	
<b>Point of Origin</b>	Canadian Territories..... 0%	Other Countries..... 9.8%	United States ..... 17.9%
	Maritimes..... 1.8%	Prairies ..... 1.8%	Western Canada..... 12.5%
	Ontario ..... 30.4%	Québec ..... 25.9%	

## OBJECTIFS DE PARTICIPATION À L'ÉVÉNEMENT

Take stock of the pandemic situation with suppliers (Covid-19) ..... 69.0%	Obtain rates for the 2023 season ..... 40.5%
Discover new products and services..... 94.1%	Maintain existing links with my suppliers..... 79.8%
Obtain rates for the 2022 season ..... 73.8%	Other goals ..... 1.2%

## CLIENTELE BY AGE GROUP

81 years and + ..... 25.9%	18 to 25 years..... 42.9%
65 to 80 years ..... 67.0%	13 to 17 years..... 37.5%
46 to 64 years..... 78.6%	Under 12 years ..... 16.1%
26 to 45 years ..... 62.5%	

## AVERAGE LENGTH OF YOUR STAY IN THE PROVINCE OF QUEBEC

2 nights and less..... 32.1%	10 to 14 nights ..... 17.9%
3 to 5 nights ..... 75.9%	More than 14 nights ..... 4.5%
6 to 9 nights..... 25.0%	

## POINT OF ORIGIN FROM THE BUYERS' CLIENTELE

Asia ..... 31.3%	Latin America..... 18.8%	<b>United States</b>
Canada (Outside of Québec)..... 55.4%	Mexico ..... 19.6%	Mid-Atlantic ..... 27.7%
Central America..... 10.7%	Oceania..... 11.6%	Midwest ..... 30.4%
Europe (French-speaking) ..... 26.8%	Québec ..... 25.9%	New England ..... 31.3%
Europe (Non-French-speaking)..... 33.9%		South..... 27.7%
		West..... 33.9%

