



DESTINATION  
BRITISH COLUMBIA®

# RAINFOREST TO ROCKIES



# IDEAL TRAVELLER PROFILE

Yoho National Park

The ideal travellers for *Rainforest to Rockies* are road-trippers who believe that the most meaningful experiences come when they take time to explore and when they slow down to dive deeper into a place. They are looking for opportunities to get out in nature to enjoy soft adventure, have authentic interactions with locals, and learn about different cultures.

## Who are they?

- Travellers with a spirit of discovery, eager to explore and check out areas less-often visited, as well as popular spots and local gems
- They love to learn through experiences and will seek destinations and activities they think will offer them more personal growth
- They are often from the US or overseas (Germany, Australia, UK, Mexico), and travel by car or RV

## What are their social values?

These travellers:

- Place an emphasis on having a healthy, active lifestyle, although they are not extreme outdoor adventurers
- Are open-minded and curious about other cultures
- Feel sustainability is important and are looking for ways to minimize their impact on the destinations they visit (e.g., while on vacation, they will continue their good habits from home such as recycling, and shop local/stay local rather than supporting international chains)

## What are their personality traits?

These are:

- Inquisitive and curious
- Fun-loving and enthusiastic
- Love connecting with others; they have an attraction to crowds, enjoying large group atmospheres as well as the intimacy of one-on-one encounters

## What do they want from their vacation?

They want:

- To take in the beauty of scenic landscapes, natural settings, and the opportunity to see wildlife in its natural habitat as well as unique places of interest
- The ability to go on their own journey, at their own pace in their own way
- To take time to indulge in the joys of the journey, experiencing the things they love most
- Impactful experiences that bring more meaning to their lives
- The opportunity to discover new perspectives and stories
- A balance between active days and relaxed days





## What don't they want from a vacation?

They do not want:

- To revisit the same place for the same experience again and again
- An escape; travel is more about experiences that enrich their lives over relaxing beach days
- All the comforts of home; they are not afraid to stay in places or/and eat food that is different or unfamiliar
- To feel rushed, or that every part of their journey is planned in advance; they want to make sure they can be spontaneous



## What would make this traveller stop along their journey?

They are looking for:

- A place to get out in nature to take photos of the jaw-dropping views, hike nearby trails, or to swim or paddle in a lake
- Charming small towns with unique shops, art galleries and food experiences, and with the ability to chat with the locals
- A chance to engage in an Indigenous cultural activity, or visit a local interpretive centre or museum to learn about the unique stories of a place
- Participating in soft adventure activities such as hiking, cycling, and water activities
- Taking advantage of easy adventure opportunities, i.e., short (day/half-day) trips that don't need a lot of gear or planning, potentially guided trips
- A local farm stand or craft brewery
- Quirky and unique accommodation and enjoying locally sourced food

