

THE YOUNG TRAVELLER MARKET IN CANADA:
A TRAVEL MOTIVATION SEGMENTATION STUDY

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The Young Traveller Market in Canada: A Travel Motivation Segmentation Study

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DECLARATIONS

This Thesis is a product of my own work and is not the result of anything done in collaboration.



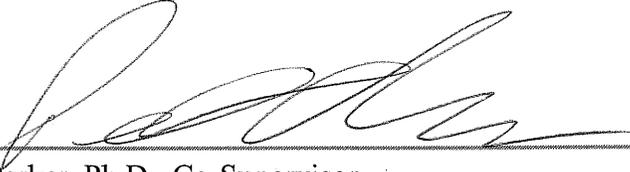
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THESIS EXAMINATION COMMITTEE SIGNATURE PAGE

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ABSTRACT

Young travellers are highly visible in Canada and there is a well-developed industry that has evolved in order to cater to the young traveller market. However, little research has been done to determine young travellers' specific reasons for coming to Canada, which will be addressed in this research by segmenting the young traveller market in Canada based on travel motivations. A mixed-mode dual frame sampling procedure has been used combining a self-administered online survey through young traveller specific groups on Facebook.com and semi-structured interviews with young travellers. The purpose of this study was (1) to identify the socio-demographics and psychographics of young travellers in Canada, (2) to identify the travel motivations of young travellers in Canada, and (3) to assess if socio-demographics and psychographics affect travel motivations. The majority of respondents in this study identified themselves as travellers who travel in order to experience everyday life in another country (60.5%), to build friendships with like-minded people from other countries (56.4%), to meet local people and characters (56.2%), to enjoy & improve their knowledge about Canada's physical settings and environment (54.6%), to experience the local culture and food (52.8%), to broaden their knowledge about the world (51.7%) and to experience things the local way (51%). This study will help Canadian marketers, governments and tourism organizations to better understand Canada's young traveller market and to develop attractive tourism products and services that fit the markets' needs. This study revealed that young travellers are a very tech-savvy generation that mainly communicates and searches for information online. Therefore, online marketing campaigns need to be developed and information needs to be made accessible online in order to attract this market to Canada.

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Chapter 1: Introduction

Youth travel has become an increasingly important part of the global tourism industry in recent decades (UNWTO, 2008) and is seen as the fastest growing market segment (Olimpia, 2010). It is also one of the most dynamic and stable markets of the global tourism sector that seems to be resistant to economic problems, political unrest or epidemics (UNWTO & WYSE Travel Confederation, 2011). The global youth market is growing by 5% annually (Kim, Jogaratnam, & Noh, 2006) and the annual global arrivals by young travellers (18-30 years old) are estimated to reach 300 million by 2020 (Canadian Tourism Commission, 2014). Young people now represent 20% of the total global travel market (Messe Berlin GmbH, 2013).

Historically, one of the first travel movements among young people was evidenced within the Grand Tour of Europe in the seventeenth century. The Grand Tour is defined as a 'tour of certain cities and places in western Europe undertaken primarily, but not exclusively, for education and pleasure' (Tower, 1985, p.301).

Although there has been recognition of the youth travel industry for over 50 years, only recently has more attention been drawn to this market (UNWTO, 2008). Considering young travellers travel for longer periods than tourists and fill many seasonal jobs, there is great economic value in enhancing youth travel (UNWTO & WYSE Travel Confederation, 2011). Nowadays, governments are more aware of the existence and the potential of the youth travel market and want to promote youth tourism (Amrany, 2010). Many countries are implementing specific policies to develop youth tourism and to ease visa barriers for young travellers in order to attract youth niche markets (UNWTO, 2008; Amrany, 2010). For example, the Canadian Tourism Commission (CTC) recently recognized the potential of the young traveller market, the fastest growing segment in Canada, and is currently developing a youth program for its domestic and international youth travel market which will drive visitation and spending to Canada (Canadian Tourism Commission, 2014).

The young traveller market however is often seen as a low value market and therefore tends to be ignored among researchers in tourism studies (UNWTO, 2008). There used to be a lack of literature regarding young travellers in North America, especially in Canada, even though there are many hostels and tourism companies that target young travellers.

One of the biggest market segments of the young traveller market is the backpacker segment. There are extensive studies on backpackers in Australia and a few on New Zealand (Hampton, Backpacker Tourism and Economic Development, 1998), whereas the Americas are almost uncharted (Sorensen, 2003). According to Paris (2008), "with the exception of Hecht and Martin's (2006) study of hostel visitors in Toronto, very little research has been conducted on North America as a destination for backpackers" (p.22). This might be due to the fact that young people, especially backpackers, usually perceive North American destinations as expensive and highly developed (Richards & Wilson, 2004), which does not fit to the typical backpacker who wants to travel on a low budget (Thyne, Davies, & Nash, 2005) and to unexplored destinations (Messe Berlin GmbH, 2013).

There is also no clear definition of what a young traveller is within the tourism and travel industry (Amrany, 2010), which leads to a wide range of conflicting definitions in use regarding youth travel (UNWTO, 2008). A study conducted by WYSE Travel Confederation and UNWTO in 2005 showed major differences in how governments and tourism organisations define youth travel (UNWTO, 2008). It was revealed that it is difficult to link the concept of youth to a specific age group as young people come from various backgrounds and have different motivations and reasons to travel. This underlines the point that youth travel is not solely based on demographics, but increasingly on one's travel style and motivations (UNWTO, 2008).

Young travellers see travelling as a form of learning, a way of getting in touch with other cultures, career development and self-development. It is an essential part of one's everyday life, rather than just an escape from reality (UNWTO & WYSE Travel Confederation, 2011). From a demographics perspective, young travellers tend to be high school graduates on gap year travels (Sorensen, 2003; Maoz, 2007) or are going through a transition in life (Cohen, 2003; O'Reilly, 2006; Maoz, 2007). Young travellers especially seek new and unique experiences; they want to discover unfamiliar cultures (UNWTO & WYSE Travel Confederation, 2011) and perceive travelling as a once in a lifetime opportunity (Richards & Wilson, 2003). The main travel motivations of young travellers are to explore other cultures, excitement and to increase one's knowledge (Richards & Wilson, 2003). Young people travel for holiday and educational purposes, in order to gain work experience and to participate in volunteer projects (Messe Berlin GmbH, 2013). They like to discover the unknown and travel to unfamiliar destinations.

Young people are seen as pioneers in using social networking sites and mobile media in order to search for travel information (UNWTO & WYSE Travel Confederation, 2011; Messe Berlin GmbH, 2013). The main information source used for planning trips is the Internet (Richards & Wilson, 2003). Young travellers interact with friends online, share photos of past trips on Facebook, seek unexplored destinations in online blogs, and couch-surf. They connect with other travellers before, during or after the trip in order to make informed decisions and to enhance the travel experience (Messe Berlin GmbH, 2013).

The most popular destinations among young travellers are Australia, New Zealand, the USA and France, which have well-developed infrastructures for youth travel in place (Olimpia, 2010). Moreover, Australia and New Zealand have aggressive integrated marketing campaigns combined with other attractive initiatives, such as a unique visa for the "Work & Holiday" program. Canada is an important destination for youth travel but lacks marketing campaigns attracting the youth travel market (Olimpia, 2010). Travellers in destinations like South-East Asia, Australasia and South America are dominated by backpackers, while in North America, especially in Canada, the young travellers are still in the minority (Olimpia, 2010). Therefore, one cannot view young travellers as a homogenous group because this market consists of different segments, which vary among destinations.

In regards to sustainable leisure management, young people invest, and are interested in sustainability. They are a 'vital resource for innovation and change' and able to cope with the rapidly changing tourism and travel industry (UNWTO & WYSE Travel Confederation, 2011, p.5). Young people 'bring big ideas for change, frank assessments of problems, and a willingness to work hard in order to get results' (Innovation Center for Community and Youth Development, p.6). They think outside the box and are not afraid to experiment with the new (UNWTO & WYSE Travel Confederation, 2011). Due to the rapidly growing world, limited environmental resources, and climate change, young people and their innovative ideas are needed in order to come up with solutions (Bruce, 2015).

According to Demeter (2015), 'young people began to travel after the Second World War with the purpose of study, self-development', and to broaden their knowledge and understanding of other cultures (p.96). Due to the fact that not every young adult could afford to travel, there was only a small group of young travellers and not much attention was given to this market, as it was too small and insignificant. In 1987, the first tourism packages for young travellers were

created but were not able to satisfy the needs and wants of this market. Therefore, a few international studies evolved in order to get a better understanding of this market. 'In 1990, Hudman introduced the concept of youth tourism, as we know it today' (1990, as cited in Demeter, 2015, p. 96). In the 1990s, several studies were published on the travel motivations, preferences, demographics and other related trends of the young traveller market. In 2002, the importance of the young traveller market was recognized by international organizations, such as the UNWTO (Demeter, 2015).

Understanding the different market segments of the young traveller market is very important to marketers and researchers to help understand the complex behaviours of travellers. In order to develop successful marketing strategies, organizations and marketers need to understand traveller's unique needs and wants, such as why one decides to do a trip to Canada or what motivates one to travel to Canada (Kim, Jogaratnam, & Noh, 2006). Destination and tourism marketing managers can utilize this understanding to create attractive destination packages and promotional campaigns that fit the young traveller market as well the psychographic benefits provided by the destination (Kattiyapornpong & Miller, 2011; Manthiou et al., n.d.). By doing so, marketers can take advantage of the economic benefits of this market (Thyne, Davies, & Nash, 2005; Manthiou, et al., n.d.).

By studying Canada's young traveller market and its travel motivations, one can get a valuable insight and better understanding of this market. An analysis of the travel motivations can provide a better understanding of the travellers' expectations, needs, and wants to tour operators, tourism planners and other tourism-related organizations (Mansfeld, 1992). In order to get a deeper understanding of the young traveller industry in Canada, one needs to assess the travel motivations of young travellers and how these are influenced by socio/ psycho-demographics. Therefore, this study differentiates different segments of the young traveller market in Canada using travel motivations. Young travellers aged between 18-35 were chosen as a study sample for this research. The age range was chosen due to the fact that the Government of Canada offers three visas (Work & Holiday, Young Professional, Co-op) to young travellers between the ages of 18-35. Besides that, the majority of young travellers in previous studies were belonged to this age range (Loker-Murphy, 1996; Mohsin & Ryan, 2001; Sorensen, 2003; Paris & Teye, 2010). This thesis provides a better understanding of the young traveller market in

Canada by dividing young travellers into different market segments, based on their travel motivations. More specifically, this research:

- (1) Identifies the socio-demographics and psychographics of young travellers in Canada,
- (2) Identifies the travel motivations of young travellers in Canada, and
- (3) Assesses if socio-demographics and psychographics affect travel motivations.

The main themes of this study are: young travellers, market segmentation, travel motivations, and travel experiences. Data was collected via a self-completed online survey and semi-structured interviews. The online survey addressed basic demographic and background data such as gender, origin, age and employment status. Additional questions were asked to get a deeper insight into respondents such as: travel experience, identity, personality, purpose of the trip, trip duration, expenditure, location, travel style, trip preparation, accommodation, transportation, travel equipment. Self-reported motivation items were used in order to investigate the major factors that respondents consider to be important in selecting Canada as a destination.

Thesis Outline

Having just introduced the need to conduct further segmentation research into the motivations and psychographics of the young traveler market in Canada, the following section explains the upcoming chapters in this thesis along with a brief description of the content in each chapter.

Chapter 2: Literature Review

This chapter provides insight into the different market segments of the young traveller market such as backpackers, working holiday makers, student travellers and flashpackers. Characteristics of Generation Y, market segmentation, travel motivations, theories of motivations and travel experience are also discussed.

Chapter 3: Methodology

This chapter describes how the researcher collected data. An introduction to the research (e.g. target group, location) is given, followed by an overview of the study design and instrumentation and analysis.

Chapter 4: Results

This chapter discusses the results of this research. It is structured based on the three aims of this study. First of all, findings addressing the first research aim (“to identify the socio-demographics and psychographics of young travellers in Canada”) are presented, followed by

findings addressing the second research aim (“to identify the travel motivations of young travellers in Canada”) and in the end, findings addressing the third research aim (“to assess in socio-demographics and psychographics influence travel motivations”) are presented.

Chapter 5: Discussion

The final chapter describes the key findings, the socio-demographics and psychographics of young travellers in Canada, market segmentation and travel motivations of young travellers in Canada. Followed by a discussion on the affect of socio-demographics and psychographics on travel motivations. Study limitations are listed, followed by possible future research. This chapter continues with a discussion regarding the importance of this study and links this study to sustainable leisure management.

Chapter 2: Literature Review

This section provides an overview of the previous academic literature in regards to the young traveller market worldwide and in Canada. Different market segments will be introduced that were identified and most commonly described in the literature, such as backpackers, Working Holiday Makers (WHMs), students, and Flashpackers. The main characteristics of the different market segments will be discussed in further detail. Besides that, this chapter gives an overview of the previous academic literature in regards to market segmentation, travel motivations, different theories of motivations and travel experience.

Young Travellers - An Umbrella Term

Knowing your market

Previous research has identified that the young traveller market consists of many different market segments, which sometimes overlap with each other and can also shift in terms of socio-demographics depending on the destination. Young travellers are also referred to as backpackers, Working Holiday Makers, student travellers, and flashpackers. In previous studies, young travellers were identified as young budget adventure travellers who were usually male, single, had low incomes and tended to arrange their trips independently (Cao, 2013). In North America, especially in Canada, young travellers are still in the minority (Olimpia, 2010). Therefore, it is important to understand the different market segments of the young traveller market in Canada.

Little attention has been given to this market up to date because Canada just recently recognized the market's potential and there is very limited data on this market available worldwide (Olimpia, 2010). Even though Canada is an important destination for young travellers, there are no specific marketing campaigns in place that target this market (Olimpia, 2010). In order to develop successful marketing campaigns, marketers need to understand the socio-demographics, psychographics and travel motivations of young travellers (Kim, Jogaratnam, & Noh, 2006) to create attractive tourism products and campaign that cater to the markets' needs and wants (Kattiyapornpong & Miller, 2011; Manthiou et al., n.d.). By analysing the socio-demographics and psychographics of the young traveller market, a better understanding of this market is given (Mansfeld, 1992). Moreover, assessing the travel motivations provides tourism planners and other stakeholders with the market's needs and wants, which knowledge can be used to target this market more efficiently.

The above section illustrates the importance of a deeper understanding and a more in-depth insight into the young traveller market in Canada as this market consists of many different market segments that are sometimes overlapping. It also shows the lack of knowledge about this market, a gap which will be addressed within this particular thesis research.

Different market segments

There is a very clear overlap among the international student market and the backpacker market because a young traveller can backpack throughout a destination while learning English at the same time (Pearce & Son, 2004). Cho (1996, as cited in Pearce & Son, 2004, p.342) found Korean students travelling to Australia as backpackers "had the secondary aim of improving their English."

Backpackers can also include holidaymakers in full-time employment whose choice of accommodation is not limited to hostels only (Mohsin & Ryan, 2001). A significant amount of Working Holiday Makers (WHMs) are backpackers (Loker-Murphy & Pearce, 1995; Pearce, 1990; Ho, Lin, & Huang, 2012). A great amount of Working Holiday Makers (WHMs) are also considered volunteer tourists (Cohen, 1973; as cited in Ho, Lin, & Huang, 2012) who are tourist-oriented types of travellers (Reichel & Uriely, 2000). Moreover, Pizam et. al (2000, as cited in Ho, Lin, & Huang, 2012) described WHMs as budget travellers with work as the primary interest.

The UNWTO (2008) divides the youth market into four different segments: student-travel, language learning, backpackers, and work experience. According to Moscardo (2006) and Wilson and Richards (2008) (as cited in Paris & Teye, 2010, p. 245), "the market has expanded so much that it is sometimes hard to differentiate between backpackers and other types of tourists". Due to the fact that the young traveller market consists of different segments that are overlapping with each other, it is important that governments study their young traveller market and its socio/ psycho-demographics in order to design marketing strategies more effectively aimed at the different market segments. The following will introduce four market segments of the young travellers market.

Backpackers

Backpackers are the largest segment of the young traveller market and are described as long-term, independent travellers among young people from many different countries. The backpacker market will change in the future and continue to show growth as accommodation and

transportation standards are improving worldwide, which will make low-cost travel more mainstream (Mohsin & Ryan, 2001).

The academic interest in backpackers grew in the last three decades (Sorensen, 2003) and studies address various topics such as economic development (Hampton, 1998), travel culture (Sorensen, 2003), backpacker motivations and travel patterns (Loker-Murphy, 1996; Mohsin & Ryan, 2001; Cohen, 2003; Maoz, 2007) realities and myths (Larsen, Ogaard, & Brun, 2011), motives, behaviours and satisfactions (Mohsin & Ryan, 2003), backpacker versus volunteer tourism (Ooi & Laing, 2010), evolution of backpacker destinations (Brenner & Fricke, 2007), backpacking as a way of life (Cohen, 2011) and the role of destination choice (Reichel, Fuchs & Uriely, 2009).

Even though backpacker tourism has significantly increased in the last few decades, there is a lack of empirical evidence of this market in many countries (O'Reilly, 2006 & Wearing, 2001, as cited in Ooi & Laing, 2010). This might be due to the fact that the backpacker market worldwide is largely ignored by governments, tourism companies and international agencies such as the World Bank (Hampton, 1998).

Canada has not identified backpackers as a unique segment of the young traveller market (Nieoczym, 2003). According to the online travel site *Destination Canada* (2008), West Trek Tours (a Vancouver-based tour operator) Vice-President and past Board Chair of Hostelling International Pacific Mountain Region (Hostel chain) stated that "A hostel traveller today is just as likely to be a backpacker, as a traveller in his thirties, or an active retiree looking for a shared experience through travel" (Destination Canada, 2008, "West Trek Tours getting backpackers across Canada - Jump on Jump Off").

The term "backpacker" has been around since the mid-1990s, but less than a quarter of young travellers worldwide describe themselves as a backpacker (Richards & Wilson, 2003; UNWTO, 2008). There are various terms that have been used to describe backpackers in the literature, including wanderers (Vogt, 1976 as cited in Ho, Lin, & Huang, 2012), deviants, escapees, or longterm budget travellers (Ateljevic & Doorne, 2000 as cited in Ho, Lin, & Huang, 2012), backpackers (Loker-Murphy, 1996; Ryan & Mohsin, 2001), youth tourists (Loker-Murphy & Pearce, 1995), non-institutionalised tourists (Uriely et al., 2002) and budget tourists or economy tourists (Elsrud, 2001, as cited in Maoz, 2007). Sorensen (2003) argues that the term "backpacker" is more of a social construct than a definition. Pearce's (1990) definition of

backpackers, used in many studies, refers to backpackers as budget travellers who put an emphasis on meeting locals and other travellers, are independently organized, and have a flexible travel schedule (Thyne, Davies, & Nash, A Lifestyle Segmentation Analysis of the Backpacker Market in Scotland, 2005). However, this definition seems to be out-dated (Mohsin & Ryan, 2001) because it has been noted that the socio-demographics of backpackers have changed in recent years (Kattiyapornpong & Miller, 2011).

There is no universally accepted definition of the term backpacker (Brenner & Fricke, 2007; Ooi & Laing, 2010), but most of the literature refers to the same characteristics when describing backpackers (Brenner & Fricke, 2007). Backpackers are mainly from Western origin, mostly from North America, Australia, New Zealand and Western Europe (Sorensen, 2003; O'Reilly, 2006; Maoz, 2007). Backpackers generally acknowledge that they are budget travellers and do not like to be compared to conventional mass tourists (Sorensen, 2003; Westerhausen & Macbeth, 2003; Sorensen, 2003; Cohen, 2003; O'Reilly, 2006; Maoz, 2007; Larsen, Ogaard, & Brun, 2011).

The vast majority of backpackers are 18-35 years old and most are between 22-27 (Sorensen, 2003). Loker-Murphy (1996) also found backpackers are on average 25 years old. Mohsin and Ryan (2001) said that 90% are under 30 years old and Paris and Teye's (2010) research revealed that backpackers are between the ages of 21-30.

Backpackers belong to transitional periods of a lifecycle. Many backpackers have either completed a higher education and gained work experience, or are taking a break between high school and university in order to commence or complete studies after travelling (Sorensen, 2003; Cohen, 2003). Many backpackers are just recently graduated, married, or divorced (Sorensen, 2003) and are often described as self-organized pleasure tourists on a multi-destination journey (Maoz, 2007). Backpackers share common routes, which can result in meeting the same backpackers in different locations all over again (Pearce, 1990 as cited in Hampton, 1993). The usual length of a backpacking trip is between 2.5 and 18 months (Sorensen, 2003). The duration of the trip can vary among backpackers and some may work during their stay in order to finance their travels (Maoz, Backpackers' Motivations - The Role of Culture and Nationality, 2007). Most of these travellers want to escape from their every day life, their jobs, marriage and other responsibilities (O'Reilly, 2006).

Socializing with other backpackers is an integral part of the backpacking experience (Westerhausen & Macbeth, 2003). Backpackers mostly travel alone to a country, but are very likely to spend most of their time in the company of other backpackers while travelling (Sorensen, 2003; Cohen, 2003, Maoz, 2007). They usually prefer budget accommodation, like to meet other travellers, have a flexible travel plan (Ross, 1993; Loker-Murphy, 1996; Sorensen, 2003; Mohsin & Ryan, 2003; O'Reilly, 2006; Maoz, 2007) and pursue common leisure activities (Ross, 1993). Backpackers like to look local and search for authentic experiences (Mohsin & Ryan, 2003; Maoz, 2007). They are likely to purchase organized excursions and tours during their time abroad (Maoz, Backpackers' Motivations - The Role of Culture and Nationality, 2007).

The Rough Guide and Lonely Planet are seen as the backpacker bibles (Hampton, 1998). According to Sorensen (2003), some backpackers reject areas, which are uncharted or simply not mentioned in the Lonely Planet guidebooks

The Internet has had a notable impact on backpacker tourism (Sorensen, 2003). This changed the way in which backpackers exchange information and opinions about flight tickets, destinations and travel routes. Moreover, the communication among backpackers was influenced by the Internet as well. Travellers email family and friends back home, file tax returns, and check bank accounts online. Most of the travellers have an email address, which is used to communicate and to arrange dates with other backpackers while travelling. Social media networks, such as Facebook, also play an important role nowadays, as they give one the opportunity to stay in contact with friends while travelling. Many backpackers nowadays travel with credit cards and are better off money-wise than their appearance implies (Sorensen, 2003).

Working Holiday Makers

A Working Holiday is a form of youth travel, which involves travelling to another country in order to work for a short period of time. The main idea is to go abroad to travel and work rotationally. It is also referred to as "gap year travel", which usually refers to travellers that take off a year between high school and university in order to travel (UNWTO, 2008). Nowadays, Working Holiday Visas are intended for young travellers between the ages of 18 and 35. People that go abroad under the Working Holiday Visa usually see themselves as a backpacker whose main idea is to encourage cultural exchange between other travellers and local people (UNWTO, 2008).

Overall, this market segment is a rapidly growing global market niche and was originally developed in Britain in the 1970s. It allowed young people from the Commonwealth Nations of Canada, New Zealand and Australia to gain temporary access to Britain where one could work for a short amount of time before the start of one's formal career and marriage (Wilson et al., 2010 as cited in Ho, Lin, & Huang, 2012). There are currently around 40 countries participating in Working Holiday schemes for Canada, including emerging countries such as Thailand and Turkey, and developed ones such as Germany, the United States, Japan, and Australia.

Student Travellers

The student-travel segment is a very important market segment in the travel industry (Reisinger & Mavondo, 2004). It is a multi-billion dollar business and is constantly growing as students are increasingly studying and working abroad. There is great economic potential in this market because students purchase locally produced goods and stay longer at a destination than the average tourist (Reisinger & Mavondo, 2004). Moreover, students have comparatively more time than other segments of the young traveller market (Kim & Jogaratnam, 2002). Governments have recognized this economic potential and are now actively targeting this market, trying to attract these long stay, high spend visitors (UNWTO, 2008).

Another part of the student travel segment are students that go abroad in order to learn a new language. Language learning is a major youth travel growth market with language learning as the primary purpose of visit. Destinations where English is the first language are the most popular ones to visit, e.g. Canada. A study revealed that foreign students spent over 590,000 study weeks in Canadian language schools in 2003, spending on average almost CND\$ 3,500 a month (UNWTO, 2008).

Flashpackers

There are half as many "backpackers" today as there were a decade ago, but "flashpackers" (travellers who are tech-savvy and time-poor) are a new evolving market of the backpacker market (Messe Berlin GmbH, 2013). Flashpacking is a term that is used to refer to affluent backpacking (Backpacker Resources, 2015). Hostelworld.com in 2006 revealed that 21% of backpackers travelled with a laptop, 54% with an MP3 player, 83% with a mobile phone and 86% with a digital camera (The Associated Press, 2006). A flashpacker shares some of the characteristics of a backpacker. The term "flashpacker" has been used since 2003 by Tourism New Zealand and simply refers to backpackers who carry high-tech gear and do not necessarily

look for the cheapest hostel. Most flashpackers are in their late 20s and early 30s (The Associated Press, 2006). Flashpackers could be described as the affluent backpacker. Unlike traditional backpackers, they like to travel with more expensive accessories such as laptops, smartphones, cameras, tablets, GoPro's, selfie sticks and have more disposable income (Godfrey, 2011; Gadd, 2015). Flashpackers are usually on a career break or an extended holiday (Jarvis & Peel, 2010 as cited in Godfrey, 2011). Similar to Pearce's (1990) definition of backpackers, flashpackers like to meet other travellers and locals, have an independent travel schedule and value for money (Jarvis & Peel, 2010 as cited in Godfrey, 2011). Flashpackers also travel with luggage on wheels instead of the traditional backpack (Gadd, 2015).

The above section illustrates the importance of being aware that the young traveller market consists of many different market segments that are all different from each other. This is important to consider when analyzing the socio-demographics and psychographics of young travellers.

Generation Y and the Gap Year

Most young travellers are aged 18-35 and belong to Generation Y. There is a lot of confusion around how to operationalize Generation Y (Beckendorff & Moscardo, 2010), but most researchers refer to those people born between the early 1980s and the early 2000s (Lyons & Wearing, 2011). Gen-Y is known to travel frequently and to a wider range of destinations compared to other generations such as Gen-X (those aged 36-54). It is an ethnically diverse generation that is hungry for overseas travel (Cairncross & Buultjens, 2007; Tulgan & Martin, 2001 as cited in Lyons, et al., 2012). Gen-Y travellers have increased levels of concern over the impacts of travel and a strong desire to experience local cultures (Beckendorff & Moscardo, 2010).

Moreover, Gen-Y grew up surrounded by media and the Internet and is known as a very tech-savvy generation. This generation is known to be technologically proficient and more socially aware and tolerant towards different cultures (Lyons & Wearing, 2011). This may be the reason why Gen-Y tends to book their travels online rather than in a travel agency. They also use the Internet more often to manage social interactions and networks while travelling, e.g. Facebook and travel blogs in order to share travel experiences (Beckendorff & Moscardo, 2010). Social interaction is seen as a key element of a positive travel experience and Gen-Y travellers

tend to seek authentic, individualised experiences that are an alternative to mass tourism (Beckendorff & Moscardo, 2010).

The overall growth of the tourism industry has opened up new markets, which enabled Generation Y to access other countries more easily and to gain knowledge and experience the world (Simpson, 2005 as cited in Lyons, et al., 2012). Therefore, taking a so-called "gap year" has become a desirable path to personal and career development (Simpson, 2005 as cited in Lyons, et al., 2012). Nowadays, the gap year industry provides a wide range of travel products and experiences, which are very appealing to generation Y, and thus the young traveller market (Simpson, 2005 as cited in Lyons, et al., 2012).

Travelling can be seen as a lifelong learning activity with two benefits when viewed from a tourism perspective: "escaping of routine and stressful environments and seeking of opportunities for psychological rewards such as learning" (Falk et al., 2012, p. 912). Learning experiences that meet the travellers' motivations and expectations are the most satisfying ones (Falk et al., 2012). Backpackers develop generic skills through travelling such as problem solving, adaptability, social and cultural awareness, management of resources and self-awareness (Pearce and Forster, 2007, as cited in Falk et al., 2012).

Learning while travelling can lead to an increase in visitor knowledge, understanding and tolerance of others (Falk et al., 2012). While travelling, tourists and travellers are engaged in learning experiences, e.g. a visit to an aquarium helps one to understand the need to protect the environment and marine life. According to Falk et al. (2012), "Crompton (1979) was one of the first tourism researchers to identify the importance of learning when identifying education as one of two pull factors. He also noted that exploration and evaluation of self was an important push motive" (p. 911). However, the relationship between learning and travel is relatively under-researched and that "tourism managers and researchers need to better understand the nature of learning in tourism and leisure contexts" (Falk et al., 2012, p.909).

It has been noted that young people who have taken a gap year generally have higher acceptance rates at universities as they seem to be more mature and a step ahead of others (Universities UK, 2011, as cited in Simpson, 2005). By travelling, young travellers break free from their every day life and norms as one can view one's own life and environment from a different perspective (Simpson, 2005). Therefore, the "gap year" has become a sought after and

recognizable learning experience that transforms a young individual into a future professional (Simpson, 2005).

The above section places the young traveller market within Generation Y and provides an overall better understanding of this market. Identifying the characteristics of Generation Y facilitates the interpretation and analysis of the travel motivations and behaviours of young travellers.

Market Segmentation

This section provides an insight into market segmentation, such as socio-demographic and psychographic segmentation. Moreover, some market segmentation studies that have been conducted worldwide on the young traveller market are introduced.

Market segmentation is a tool that subdivides a market with similar characteristics into groups (Kotler, 1982, as cited in Correia, Silva, & Moco, 2008; Dolnicar, 2008). This tool "can be used to view a heterogeneous market as a number of smaller homogenous markets" (Smith, 1956, as cited in Paris, 2008, p.19). Cohen's (1972, as cited in Chen, Bao & Huang, 2013) market segmentation study on tourists represents one of the earliest attempts of motivation-based typologies. He divided the tourists into four different segments: the organized mass tourists, the individual mass tourists, the explorers, and the drifters.

Market segmentation has been used to better understand consumer behaviour, to adapt marketing strategies (Correia, Silva, & Moco, 2008; Kattiyapornpong & Miller, 2011), and to gain a competitive advantage in the marketplace (Dolnicar, 2008). Understanding one's travel motivations helps to understand why customers choose to travel to particular destinations (Crompton, 1979, as cited in Andreu et al., 2005). This understanding enables tourism organizations and marketers to better satisfy consumer needs (Andreu et al., 2005) by creating tourism products that suit these needs.

Researchers focus on socio and psycho-demographics in order to get a better understanding of a market. By doing so, one can see if one's travel motivations are affected and influenced by one's socio or psycho-demographics. However, most of the existing studies in tourism only look at socio-demographics (Gladwell, 1990; Correia, Silva, & Moco, 2008; Kattiyapornpong & Miller, 2011).

Socio-demographics are the most often used factors to predict vacation choices and tourist behavior (Kattiyapornpong & Miller, 2011). Researchers commonly use variables such as

age, gender, income, occupation, education (Gladwell, 1990), family size, geographic region, household residency, and ethnic background (Kattiyapornpong & Miller, 2011).

Nowadays, researchers argue that psychographic segmentation provides more meaningful information to marketers than socio-demographic segmentation data (Hsu & Lee, 2002; Hsu, Wolfe, & Kang, 2002) as psychographics of travellers are more convincing determinants to demonstrate travel behaviours and motivations (Schewe & Calantone, 1978; Hsu, Wolfe, & Kang, 2002; Keng & Cheng, 1999, as cited in Manthiou, et. al., n.d.). Socio-demographics of travellers have changed in recent years and there has been a growing recognition that socio-demographics alone cannot provide an in-depth insight into the traveller and their travel motivations (Kattiyapornpong & Miller, 2011). As a result, it is more useful to focus on psychographics within market research.

Psychographic segmentation is also known as lifestyle data, lifestyle variables or activities, interests and opinions (short: AIOs) (Schewe & Calantone, 1978). According to Schewe & Calantone (1978), psychographics measure: (1) people's activities and how one spends his time, (2) peoples' interests and what one thinks is important in his immediate surroundings, (3) peoples' opinions and one's view of himself and the world around him, and (4) basic characteristics such as one's stage in the life cycle, income, education and residence location.

Psychographic segmentation is an important tool that helps to analyse why tourists and travellers choose one destination over another (Waryszak & Kin, 1995). This approach reveals the underlying motivations for travel (Kattiyapornpong & Miller, 2011) and provides a detailed insight into a traveller based on their travel motivations (Schewe & Calantone, 1978). Therefore, by dividing the young traveller market in Canada into different market segments based on travel motivations, one has the ability to target those segments more efficiently and to develop products that meet the needs of young travellers (Kim, Jogaratnam, & Noh, 2006).

The above paragraphs serve as an introduction to market segmentation, which is an important part of this particular research. They provide an insight into this topic to better understand why market segmentation is important when researching a market's socio-demographics, psychographics and travel motivations.

Segmenting the Young Traveller Market

Researchers have segmented the young traveller market by using various segmentation bases such as motivations (Loker-Murphy, 1996; Chen, Bao & Huang, 2013), attitudes (Ryan & Mohsin, 2001), lifestyle (Tyne, Davies & Nash, 2005) and service preferences (Hecht & Martin, 2006). Most of these market segmentation studies showed that people from different backgrounds are diverse in terms of their travel motivations (Andreu, et al., 2005).

Hecht & Martin (2006) identified three main market segments in Canada's hostel market based on different age groups: the youth tourist backpacker (15-26), the transition backpackers (26-29) and the contemporary tourism backpacker (30+). Backpacker motivations towards hostels and travelling varied among age, gender and origin. One of the main findings was that "Australians and Europeans tend to look more for social experiences and meeting other backpackers than Asian and North/ South Americans" (Oliveira-Brochado & Gameiro, 2013, p.94).

Loker-Murphy (1996) segmented backpackers using cluster analysis and 10 motivational statements to measure backpackers' motives to travel to Australia. She found four market segments: Escapers/Relaxers (want to relax and to escape pressures in life), Social/Excitement-Seekers (main motivation is to meet local people and other travellers), Self-Developers (seek excitement and adventure) and Achievers (want to spend time with people they care deeply about). She revealed that the most pronounced difference among backpackers is nationality. Europeans were more likely to be Self-Developers and North Americans were more likely to be Social/Excitement Seekers. Besides that, it was recognised that Social/Excitement Seekers were on average younger than Self-Developers. Self-Developers were also slightly more educated than Achievers. In regards to expenditure, Self-Developers had spent more money on tours, Escapers/Relaxers on souvenirs and Achievers on alcohol. Considering the age of the respondents in this study, it would be interesting to see if the same four market segments would still apply nowadays.

By looking at accommodation, Self-Developers and Achievers were more likely to camp in National Parks and Achievers and Social/Excitement Seekers spent most of their nights in private backpacker accommodations with shared facilities. Achievers wanted to get to know the local people and wanted to have a "true Aussie experience". Achievers were interested in Rural Working Experiences (e.g. cattle properties) and Social/Excitement Seekers in urban experiences

(e.g. bike tours, renting a car). Moreover, Social/Excitement Seekers and Achievers preferred structured outdoor activities (e.g. mountain biking, canoeing). Differences across segments were also found with respect to the likelihood of visiting certain destination and attractions in Australia. According to Paris and Teye (2010), Loker-Murphy's "findings were constrained by the limited number of motivation statements, as well as the hierarchical structure of the Travel Career Ladder Theory" (p.247).

Ryan and Mohsin (2001) segmented backpacker attitudes towards visitors of Australia's Northern Territory. Four market segments were found: Passive Viewers, Explorers, The Not Keen, and Routine Travellers. Tyne, Davies and Nash (2004) segmented the backpacker market in Scotland by lifestyle and revealed five groups: Typical Backpackers, Discoverers, The Outdoors, Routine Travellers, and Family Ties. According to Paris (2008), with the exception of Family Ties, all groups were similar to the backpacker markets in Australia as found by Loker-Murphy.

Uriely et al. (2002) segmented backpacker tourists using a phenomenological typology of tourist experiences and divided the market into the following four segments: Experimental and Experiential Backpackers, Humanistic Backpackers, Diversionary and Recreational Backpackers, and Multi-type Backpackers. Experimental Backpackers (13%) are those "who engaged in the study and practice of Eastern philosophies and meditation techniques" (p.530). They were interested in different cultures and philosophies and enjoyed observing these with limited commitment. Experiential Backpackers (21%) enjoy observing the "authentic life of others without engaging in their lifestyle" (p.530). Humanistic Backpackers (18%) "seek meaningful experiences in the centers of other cultures without being alienated from their own" (p.531). Diversionary and Recreational Backpackers (39%) were mainly interested in pleasure-related activities. Multitype Backpackers refers to backpackers who like to engage in different types of tourism and share various motivations.

Chen, Bao and Huang (2013) segmented Chinese backpackers by travel motivation and constructed the following segments: Destination Experiencers (34.3%), Self-Actualizers (49.5%) and Social Seekers (16.2%). The authors identified four motivation factors that motivated Chinese backpackers to travel: social interaction, self-actualization, destination experience and escape and relaxation. Chinese backpackers who fell into the self-actualization segment were mainly driven to backpack by an inherent desire of self-actualization, escape and relaxation.

Regarding Loker-Murphy's study on Australian backpackers, one can say that "Self-Actualizers" (Chen, Bao & Huang, 2013) differ from Loker-Murphy's (1996) "Achievers". The Chinese backpackers were mainly driven by self-improvement and self-cognition whereas the Australian backpackers in the "Achiever segment" of Loker-Murphy's study (1996) were driven by relaxation, escape and excitement, meeting other travellers and local people, improving knowledge and fulfilling a lifelong dream (Chen, Bao & Huang, 2013). Therefore, these two segments are different but similar.

In Chen, Bao and Huang (2013), "Destination Experiencers" refers to backpackers who "choose backpacking for the purposes of understanding the destination's culture, history and society, communicating with the locals and experiencing the local lifestyles" (p.9). According to Chen, Bao and Huang (2013), "Destination Experiencers" could be compared to Uriely's et al. (2002) "Experimental and Experiential Backpackers" and "Humanistic Backpackers". "Social Seekers" are backpackers that were seeking social interaction. This motivation label is similar to Loker-Murphy's (1996) "Social/Excitement Seekers" but however, these two groups do not share the same motivations. "Social Seekers" in Chen, Bao and Huang (2013) only include the desire of social interaction as a motivation item, whereas Loker-Murphy's (1996) "Social/Excitement Seekers" include social interaction and excitement.

Table 1 gives an overview of previous market segmentation studies on the young traveller market by showing the different market segments in regards to their similarities and differences.

Table 1

Market segmentation studies of young travellers based on travel motivations 1996-2013

Study	Clusters
Loker-Murphy (1996)	<ol style="list-style-type: none"> 1. Social/Excitement Seekers (21%) 2. Escapers/ Relaxers (20%) 3. Achievers (24%) 4. Self-Developers (35%)
Ryan & Mohsin (2001)	<ol style="list-style-type: none"> 1. Explorers (8%) 2. Mainstreamers (74%) 3. Passive Viewers (12%) 4. The Not Keen (6%)
Uriely et al. (2002)	<ol style="list-style-type: none"> 1. Experimental Backpackers (13%) 2. Experiential Backpackers (21%) 3. Humanistic Backpackers (18%) 4. Divisionary and Recreational Backpackers (39%)
Hecht & Martin (2006)	<ol style="list-style-type: none"> 1. The Youth Tourist Backpacker 2. The Transition Backpacker 3. The Contemporary Tourism Backpacker
Tyne, Davies & Nash (2008)	<ol style="list-style-type: none"> 1. Outdoors (22%) 2. Discoverers (28%) 3. Typical Backpackers (25%) 4. Routine Travelers (8%) 5. Family Ties (17%)
Chen, Bao & Huang (2013)	<ol style="list-style-type: none"> 1. Self-actualizers (49.5%) 2. Social Seekers (16.2%) 3. Destination Experiencers (34.3%)

The above section gives an insight into the different market segments of the young traveller market by looking at previous studies. It illustrates that segmenting a market leads to different market segments of a particular market. Moreover, it gives an overview of segments that could possibly occur within the young traveller market in Canada in this particular study.

Travel Motivations

This section defines the term "travel motivations" and lists different kinds of studies that have been previously conducted on the young traveller market. An overview of the travel motivations of different market segments of the young traveller market is introduced. Moreover, theories of motivation, such as push and pull factors, Maslow's Hierarchy of Needs Theory, Travel Career Ladder (TCL), and Travel Career Pattern (TCP) are explained as these theories have been used in many previous studies and are useful to identify and understand travel motivations.

Travel motivation simply refers to a need that motivates one to travel and to adopt certain behaviours in order to satisfy a need (Correia, Silva, & Moco, 2008). It is a multidimensional concept that helps to understand why and how individuals travel to preferred destinations (Kim, Jogaratnam, & Noh, 2006; Correia, Silva, & Moco, 2008). Andreu, et al. (2005) stated that tourist motivation is a dynamic concept and sensitive to changes in accordance with changes in socio-demographic variables. As people are motivated to travel in order to fulfil a particular need (Kim & Jogaratnam, 2003), studying travel motivations helps to better understand the various markets and segments served by the tourism industry (Larsen, Ogaard, & Brun, 2011). Therefore, understanding the travel motivations of young travellers is an effective way of exploring their travel behaviour (Ho, Lin, & Huang, 2012).

Previous studies show that people from different backgrounds are diverse in terms of their motivations to travel to a destination (Andreu, et al., 2005). Two of the most discussed travel motivations in the literature are the idea of travel as "escape" (Sorensen, 2003; Cohen, 2003, Maoz, 2007) and the "desire to construct a new temporary identity through travel" (Cohen, 2004 & Elsrud, 2001, as cited in Maoz, 2007).

Travel Motivations of Young Travellers

The following paragraphs introduce previous studies on the young traveller market that have looked at travel motivations. These studies are from around the world such as Australia, New Zealand, USA, India, South-East Asia, South Africa, UK, Israel, and China. Towards the end, this section concludes with a paragraph that sums up the most common travel motivations of young travellers as mentioned in these studies. It ends with a table, listing previously conducted studies on the travel motivations of young travellers, looking at the researcher, study area, methods, and main motivations.

The majority of travel motivation research of young travellers has focused on backpackers, which is a large segment of the young traveller market (Ross, 1993; Loker-Murphy, 1996; Murphy, 2001; Mohsin & Ryan, 2005; Moscardo, 2006; Maoz, 2007; Niggel & Benson, 2008; Paris & Teye, 2010; Ooi & Lang, 2010; Godfrey, 2011; Cao, 2013). Richards and Wilson (2004 as cited in Cao, 2013) revealed that young people were searching for a mixture of exploration, excitement, broadening knowledge, social relationships and relaxation. Chadee and Cutler (1996, as cited in Cao, 2013) found that "cultural experiences" were the most common motivation for overseas student travel in New Zealand (Cao, 2013).

Riley (1988) found that the main travel motivations of international backpackers in Southeast Asia, Australia and New Zealand were: interest in the country's culture, sensation seeking, interest in learning with locals, self-development and hedonistic considerations. Ross (1993) looked at international backpackers in Australia's Northern Territory using Maslow's hierarchy of needs theory and stated that backpacker's main motivations were: local food/drinks, accommodation, friendship/relationships, self-esteem and personal fulfilment.

Ross (1997) revealed that backpacker's in Australia were mainly motivated by achievement and environmental controllability. Josiam, Smeaton and Clements (1998) found the main push and pull travel motivations of international young students in Florida were sun, surf, sand, escape, and Florida's party reputation.

Jang and Cai (2002) stated that the most important travel motivations among British outbound pleasure tourists were knowledge seeking, cleanliness and safety. Mohsin and Ryan (2003) revealed that making new friends, broadening knowledge and self-testing were the main travel motivations of international backpackers to the Northern Territory in Australia. Pearce and Son (2004) stated that international youth tourists to Australia were mainly motivated to travel to Australia by the need to experience excitement and cultural experiences.

Richards and Wilson (2004) revealed that international travellers were motivated by the desire to explore other cultures, to increase knowledge and to relax mentally. Moscardo (2006) researched the travel motivations of international backpackers in Australia and found that young people have a desire for genuine experiences, novelty and action, achievement and learning. International students to the Great Lakes area of the USA were motivated by increasing knowledge, sports, adventure, relaxation, lifestyle, travel bragging and other family motives (Kim, Oh & Jogaratnam, 2006).

Maoz (2007) revealed that Israeli backpackers have a strong sense of collectivism and are interested in the preservation of the homeland culture. Niggel and Benson (2008) stated that international backpackers are mainly motivated to travel to South Africa as they want to discover new places and things, broaden one's knowledge about the world, escape from daily life and just have a good time travelling with friends. German volunteer tourists to South Africa were mainly motivated to visit due to cultural interests, they wanted to meet African people and to discover South Africa's nature and wildlife (Benson & Seibert, 2009).

Paris and Teye (2010) showed that backpackers are motivated by personal and social growth, relaxation, to get to know the local culture and independence. International backpacker and volunteer tourists to Australia wanted to experience something different from home, had a desire to travel and to learn more about Australia's Indigenous culture, wanted to make authentic experiences and to accomplish something, such as travelling on their own (Ooi & Laing, 2010).

Ho, Lin and Huang (2012) revealed that the main travel motivations of Taiwanese Working Holiday Makers were meeting local people, going to a linguistically diverse environment and escaping daily life. Godfrey (2011) looked at international backpackers to New Zealand and stated that they were mainly motivated by the desire to explore the world, to meet new people, self-development and escape. Cao (2013) looked at East Asian backpacker tourists in Yunnan, China and revealed that their main travel motivations were getting to know the country or culture, socializing with other travellers, self-development, meeting new people and escaping daily life.

Overall, one can conclude that the most common travel motivations of young travellers in the above mentioned studies are: personal fulfilment (Ross, 1993; Loker-Murphy, 1996; Godfrey, 2011), to broaden one's knowledge about the world and other cultures (Riley, 1988; Jang & Cai, 2002; Mohsin & Ryan, 2003; Richards & Wilson, 2004; Moscardo, 2006; Kim, Oh & Jogaratnam, 2006; Niggel & Benson, 2008; Paris & Teye, 2010; Ooi & Lang, 2010; Godfrey, 2011; Cao, 2013), to meet new people and other social motives (Ross, 1993; Loker-Murphy, 1996; Mohsin & Ryan, 2003; Moscardo, 2006; Kim, Oh & Jogaratnam, 2006; Niggel & Benson, 2008; Godfrey, 2011; Cao, 2013), to interact with local people and to learn about the local culture (Riley, 1988; Pearce & Son, 2004; Richards & Wilson, 2004; Maoz, 2007; Benson & Seibert, 2009; Paris & Teye, 2010; Ooi & Laing, 2010; Ho, Lin & Huang, 2012; Godfrey, 2011; Cao, 2013) and to escape daily life or home (Josiam, Smeaton & Clements, 1998; Maoz, 2007; Niggel & Benson, 2008; Godfrey, 2011; Cao, 2013).

Table 2 summarizes the major travel motivations associated with young travellers in prior studies as described above. A table designed by Ho, Lin, and Huang (2012) was used as a framework and modified by adding more recent and relevant studies related to the proposed research.

The above paragraphs provide an overview of travel motivations of young travellers identified in previous studies. This is important for this thesis to compare the travel motivations

of young travellers of this particular research to the travel motivations of young travellers in previous studies in order to see if there are any similarities or differences.

Table 2
Travel motivation studies of young travellers

Author	Study Area	Method	Motivations
Riley (1988)	South and Southeast Asia, Australia and New Zealand	Observation, interview and mail survey	Sensation seeking, interest in the country's culture, interest in learning with locals, self-development, hedonistic considerations
Ross (1993)	Northern Australia	Survey, Maslow's hierarchy of needs	Food/drink, accommodation, friendship/ relationships, self-esteem, personal fulfillment
Loker-Murphy (1996)	Australia	Survey, Motives from travel career ladder theory	Self-esteem and fulfillment, relaxation and stimulation, relationship needs
Ross (1997)	Australia	Survey, scale	Achievement, environmental controllability
Josiam, Smeaton & Clements (1998)	Panama City Beach, Florida	Survey, Push and pull motivation theory	Sun, surf, sand, escape, party reputation
Murphy (2001)	Australia	In-depth interviews, social situation analysis	Economic, social, a more real experience, longer trip length, independence, flexibility, ease and convenience, previous backpacker experience, being recommended by other people
Jang & Cai (2002)	UK	Survey, personal interviews, Push and pull motivation theory	Knowledge seeking and cleanliness & safety
Mohsin & Ryan (2003)	Northern Territory, Australia	Survey, scale, Push and pull motivation theory	To broaden knowledge, make new friends, preference of travelling lifestyle, self-testing
Pearce & Son (2004)	Australia	Self-administered questionnaire, surveys	Need to experience excitement and cultural experiences
Richards & Wilson (2004)	Mail survey	Survey, scale	To explore other culture, increase knowledge, relax mentally
Moscardo (2006)	Australia	Survey, scale	A desire for genuine experiences, novelty and action, social motives, achievement or learning
Kim, Oh & Jogaratnam (2006)	Great Lakes area of the USA	Self-administered, closed-ended questionnaire, Push factors	Knowledge, sports, adventure, relaxation, lifestyle, travel bragging, family
Maoz (2007)	Israel and India	In-depth interviews	A revolt against society's regulation, a strong sense of collectivism, and the preservation of the homeland culture
Niggel & Benson (2008)	South Africa	Survey, scale	To discover new places and things, broaden knowledge about the world, to escape from monotony of the daily routine, to have a good time with friends
Benson & Seibert (2009)	South Africa	Online survey, Push and pull motivation theory	Meet African people, cultural things to see and to discover the nature and wildlife in South Africa

Paris & Teye (2010)	Internet (Facebook)	Survey, motives from travel career patterns theory	Personal/social growth, experiential, relaxation, cultural knowledge, budget travel, independence
Ooi & Laing (2010)	Australia	Survey, scale	To experience something different, desire to travel, learn more about other cultures, interact with locals, once on a lifetime opportunity, authentic experience, accomplish something
Ho, Lin & Huang (2012)	Online and telephone	In-depth interviews, Motives from travel career ladder theory	Sharing local life, operating in a linguistically diverse environment, travelling an working, long-term travel, escaping daily life, budget travel
Godfrey (2011)	New Zealand	-Semi-structured interviews in Queenstown	To explore the wider world, to meet new people, issues relating to self-development and self-identity, to acquire status or cultural capital, as a break or escape from home, culmination of a long-held dream
Cao (2013)	Yunnan, China	Survey, scale	Relaxation, to learn another country or culture, to socialize with other travellers, to develop personality, skills and abilities, to accomplish/achieve something, to meet new and different people, to learn about things around me, to escape familiar things

Theories of motivation

Several theories have been developed to explain tourist motivations (Godfrey, 2011). Many studies have looked at push and pull factor motivations (Kim, Jogaratnam, & Noh, 2006), although there are several other theories that make a similar distinction such as the Travel Career Ladder (Godfrey, 2011). The following introduces push and pull factors, Maslow's hierarchy of needs theory, Travel Career Ladder (TCL) and Travel Career Patterns (TCP) as these theories have been used to explain why young travellers leave home to travel and why they specifically choose Canada as a destination.

Push and pull factors

The most common used approach to explain tourists' motivations are pull and push factors (Godfrey, 2011). A push motivation is related to the decision one makes while pull motivation addresses the question of where to go (Kim, Jogaratnam, & Noh, 2006). According to Goossens (2000, as cited in Godfrey, 2011, p.24-25), "tourists are pushed away from home by emotional needs and pulled towards a destination because of the emotional benefits the destination offers" (p.24-25).

Push motivation factors are "origin related and refer to the intangible or intrinsic desires of the individual traveller, e.g. desire for escape or relaxation" (Andreu, et al., p.3). Pull factors are desires to travel (Kim, Jogaratnam, & Noh, 2006) and mainly relate to the attractiveness of a

given destination and tangible characteristics, e.g. beaches or recreation facilities (Andreu, Bigne & Cooper, 2000 as cited in Andreu, et al., 2005). Moreover, they indicate the extent to which a destination is attractive to its potential visitors (Andreu, et al., 2005). Push and pull factors are seen to be very important in tourism literature as they shape tourists' motivations and influence the decision-making process in choosing vacation destinations (Crompton, 1979 as cited in Andreu, et al., 2005).

Maslow's Hierarchy of Needs Theory

In Maslow's hierarchy of needs theory one has specific needs and is motivated by a desire to satisfy these needs. Maslow organized these needs in a hierarchical order, with physiological needs at the bottom of the hierarchy, followed by safety needs, the belongingness and love needs after the esteem needs and at the top are the actualization needs (Pearce & Lee, 2005 as cited in Godfrey, 2011).

Regarding travel motivations, one can say that those reflect ones' needs and wants and have an influence on one's buying decision. Maslow's hierarchy of needs help to understand the different needs that motivate travellers and their wants in terms of what kind of experiences travellers seek. Therefore, this theory is a useful tool in order to understand travellers' motivations and can be used as a basis for market segmentation in order to develop specific tourism products.

Regarding Maslow's motivational theory, "it is unlikely to expect someone to travel solely for the purpose of fulfilling their psychological and safety needs such as eating, sleeping and having a more secure environment" (Andreu et al., 2005, p.2). Researchers studying the youth market have mainly focused on identifying students' travel behaviours, including travel patterns, activities, motivation and preferences for domestic travel (Kim, Jogaratnam, & Noh, 2006).

Travel Career Ladder (TCL)

Pearce (1982, as cited in Teichmann & Zins, 2009) used Maslow's hierarchy of needs theory and applied it to tourist behaviour. Maslow was chosen as the basis of the Travel Career Ladder because this theory combines biological and social motives into one framework (Paris & Teye, 2010; Godfrey, 2011).

In this theory, tourist motivation is divided into five categories: relaxation needs, safety/security needs, relationship needs, self-esteem and development needs, and self-

actualization/fulfilment needs. The more travel experience a person has, the higher he or she is positioned on the TCL (Teichmann & Zins, 2009; Godfrey, 2011). However, the TCL approach, as well as Maslow's hierarchy of needs, have been widely criticized by tourism researchers as people can have more than one motivation for travelling to a destination (Andreu, et al., 2005).

Moreover, people are very likely to change their motivation from time to time (Andreu, et al., 2005) and "the linear relationship between travel experience and travel motivation produces issues concerning the validity of the theory" (Ryan, 1998; Pearce & Lee, 2005 as cited in Paris & Teye, 2010, p. 247). Therefore, according to Godfrey (2011), "the TCL can be used to partially explain travel motivations but it does not appear to fully explain these motives and is therefore of limited use" (p.28).

Travel Career Patterns (TCP)

The criticism of the TCL approach and Maslow's hierarchy of needs was addressed in a new theory called "Travel Career Pattern" (TCP). The main difference between the TCL and the TCP theory is that the TCP "considers the dynamic, multilevel motivational structure that is seen as critical in understanding travel motivation, and it is these patterns that reflect and define careers" (Pearce and Lee, 2005 as cited in Teichmann & Zins, 2009, p.2).

Researchers focused on the travel career patterns (TCP) "to illustrate a single hierarchical ladder of backpacker motivations with five different levels from the lowest level to the highest one" (Ho, Lin, & Huang, 2012, p.3). Pearce introduced the TCP in 1993 and derived it from Maslow's motivation theory (Andreu, et al., 2005). In this theory, Pearce defined the elements to be relaxation, stimulation, relationships, self-esteem and development, and fulfillment (Andreu, et al., 2005).

The theories of motivation presented above have been used to explain why young travellers leave home to travel and why they specifically choose a destination over another in previous studies. They are also important for this particular study, as they have helped to determine the methods.

Travel Experience

The following section introduces the concept of tourist experience, which is the newest area of inquiry as it has been noted that although travellers might share similar modes of travel, socio-demographics, and psychographic travel motivations, they cannot be viewed as a homogenous group throughout the entire travel experience. Uriely (2005) states there is need for

future research on the different experiences that people seek for and attain when they visit the same destinations or attend the same activity. Moreover, Uriely (2005) calls for future research into the different attributes that make up the experiences and the relationships and connections between these.

Tung and Ritchie (2011) defined tourism experience as "an individual's subjective evaluation and undergoing (i.e., affective, cognitive, and behavioural) of events related to his/her tourist activities which begins before (i.e., planning and preparation) and after the trip (i.e., recollection)" (p.1369). People embark on a journey for different reasons and the experiences they make on these journeys will have different meanings to them (Uriely, Yonay and Simchai, 2004). Chen, Bao and Huang (2013) stated that tourists make different kinds of experiences as everybody is unique in their own way and that those experiences are "different from those represented in previous psychological measurements" (p.2).

Tung and Ritchie (2011) also argued that it is impossible for tourism planners to directly deliver a memorable experience to tourists because tourists may have different experiences even though tourism planners deliver the same services to them in first place (Uriely, 2005; Tung & Ritchie, 2011). For instance, Cohen (1979, as cited in Uriely, 2005) found that Israeli backpackers were all very similar regarding modes of transportation, travel itinerary, length of trip, etc. but had different kinds of tourist experiences. Therefore, one cannot assume that travellers who travel in a similar mode share the same experiences.

According to Tung and Ritchie (2011), "more research must be done to uncover the specific elements (...) of what exactly makes certain experiences special, spectacular, and fittingly memorable" (p.1368) as it becomes difficult to distinguish between everyday life and tourist experiences. It is not clearly defined in the literature how one's everyday life and tourist experience are distinct from each other (Uriely, 2005). There seems to be some overlap in the meaning, and it solely depends on the meanings that one assigns to their experiences (Uriely, 2005). It becomes clear that the tourist experience can look very differently for each one of us depending on the motivations and meanings we attach to it. There are people who mainly travel to work and see tourism just as a by-product of their trip and there are people who travel in order to make a living for instance. Overall, there are a variety of meanings and motivations regarding tourist experiences.

There is also a link between memory and experiences, which can be explained through storytelling. Moscardo (2010, as cited in Tung & Ritchie 2011) stated "tourists create stories during their experiences and then present these stories to others as memories of their trip" (p.1372). As noticed by Schank (1999, as cited in Tung & Ritchie 2011), one often fits interpretations of experiences into stories, which helps to memorize those experiences later on. Moreover, through storytelling one can influence the decisions of others by passing on one's positive or negative experiences that were made at a certain destination for instance (Tung & Ritchie 2011). Cohen (1973, as cited in Noy, 2004) stated that usually experienced travellers pass on information by word-of-mouth to the newcomers, or the inexperienced travellers.

Cohen (1979, as cited in Uriely, Yonay and Simchai, 2004) "developed a typology of five modes of tourist experiences that range between the quest for mere pleasure on one end and the search for meaningful experiences on the other" (p.525). In this typology travellers are categorized based on their relation to finding an absolute reality that Cohen refers to as the "centre", which stands for the sacred moral values in society. The first type of experience is the "recreational mode" which one can compare to the pleasure seeker who travels to have a carefree experience. Travellers in this category are committed to the "centre" of their own society and seek recreational activities that help to take a break from the ordinary life (Uriely, Yonay & Simchai, 2004).

The second experience type is the "diversionary mode" and refers to travellers who are "alienated from the goals and values of their everyday existence" (Uriely, Yonay & Simchai, 2004, p.525). Travellers in this category seek meaningless pleasure and feel an unrestrained need for movement. The third mode, the "experiential mode" refers to travellers that are seeking authentic experiences through others without being engaged in their life. The fourth mode is the "experimental mode" and involves a quest for meaning. These travellers are not committed to a particular lifestyle and like to try out the authentic life of others while travelling. The last mode is the "existential mode" which refers to travellers who have adopted a culture that seems more authentic and therefore, reject their own culture and society.

According to Noy (2004), travelling is seen as a highly positive experience as it creates valuable personal changes as one gets wiser and more knowledgeable than prior to the journey. His study on Israeli backpackers revealed that backpackers developed to a new or different identity through the experiences they made while travelling. Noy (2004) stated that one is

expected to change and self-develop radically as a consequence of travelling. "Young travellers today want to enrich themselves with cultural experiences, to meet local people and to improve their employment when they return home" (International Business Times, 2013, "Global youth traveling abroad more than ever before, but not for leisure").

Neoliberalism has become entwined in the gap year tourism phenomena which is promoted as a means by which one can gain new experiences, skills (Lyons, et al., 2012), cultural capital and broad horizons (Simpson, 2005). Simpson (2005) stated that "moving into the neoliberal market place has required the gap year industry to develop a set of definable and marketable commodities" (p.450). Overall, what the gap year industry sells in a neoliberal market is "difference", which makes one distinct from his competitors and stick out of the crowd (Simpson, 2005). Generally, taking a year off from education or employment is very beneficial if it is used to gain a wider experience of the world and to get to know oneself better, as well as one's interests, values, strengths and work-related preferences (Lyons, et al., 2012). "Participants can benefit from the 'wider learning associated with cross-cultural experience' gaining skills which develop them as global citizen with an embedded cosmopolitan identity" (Lyons, et al., 2012, p. 366-367). According to Richards and Wilson (2003), young people are motivated to travel by "a mixture of exploration, excitement and increasing knowledge" (p. 17).

Yoon (2014) found South Korean working holidaymakers in Toronto were motivated to travel in order to seek the 'true self', which he refers to as the individualised self that is not under parental control or refrained by social relations back home. Moreover, a study undertaken for ATLAS and ISTIC showed that backpackers were primarily motivated by experience-seeking factors while tourists were in search of relaxation. Many respondents wanted to get to know other cultures and to actively engage with local communities. The study also showed that the travel motivations of respondents varied with increasing travel experience (Richards & Wilson, 2003).

Chen, Bao and Huang (2013) stated that travelling represents a unique form of self-development. However, "the travel and tourism literature has rarely probed the construct of backpacker's perceived personal development during and after their backpacking experience" (p.1). Cohen (1979) revealed that backpackers can be a very homogenous group in terms of travel mode but are not homogenous in terms of tourist experiences as they seek different

experiences at the same destination. Overall, self-improvement and self-cognition have been noted to be major motivations for backpacking.

Backpackers are known to seek the experience of adventure, risk, and authenticity. Due to the mass media, experiences are "accessible in various contexts of everyday life" (p. 203) and therefore, one can have different experiences without the necessity for travel to separate destinations (Uriely, 2005). As a result of this, one can argue if these kinds of experiences are authentic. MacCannell (1973, as cited in Uriely, 2005) stated that an authentic experience is when one breaks free from his everyday experiences and begins to live. Furthermore, backpackers like to talk about their travel experiences upon return back home. An environment is created where one can tell and listen to stories in which a tight interconnection between travelling and storytelling is established.

Backpackers like to tell their experiences in a creative way, away from the ordinary experiences of others. Freeman (1993, as cited in Noy, 2004) stated that these stories are probably the best possible approximation to who one is. They are the best "inroad into the phenomenon of self-understanding and selfhood" (Noy, 2004 p.83). According to Noy (2004), "research into the experiences and discourse of backpackers does offer a significant conceptual, as well as methodological, contribution to the exploration of the construction of identity in tourism in general" (p.79).

Uriely, Yonay and Simchai (2004) interviewed Israeli backpackers to various destinations and revealed that one's experience simply depends on the meanings one assigns to the resulting experience. In this study, experience was either received as a leisure activity in which people take 'time out' from their daily life" (p.524) or on the other hand, backpackers who made negative experiences stated that they had made inauthentic experiences and compared these to mass tourism. Moreover, it is stated that tourism is seen as an escape from everyday life and a quest for new experiences (Uriely, Yonay and Simchai, 2004).

The Canadian Tourism Commission (2014) realizes that self-development and learning is very important to young travellers, but one of the main barriers for youth travel in Canada is how expensive it is to travel domestically. Moreover, Canada is not well promoted to youth markets overseas. Young people are well aware of Europe and the USA and that is why young travellers tend to prefer other destination, e.g. Australia, over Canada (Kunopaski, 2014). Since the youth market is still relatively little studied in Canada as the Canadian Tourism Commission has just

started to research this market, this study intends to research this market more in-depth in order to add to the body of literature. Since every traveller is unique in its own way, it is highly valuable to research the travel motivations of young travellers in Canada by looking at socio-demographics and psychographics.

The above section is important for this particular research as it clarifies that all young travellers are different from each other. Travellers make different travel experiences and are motivated by different factors to travel. Considering the young traveller market in Canada is not a homogeneous group, marketers need to develop different marketing campaigns and strategies that fit to each market segment instead of targeting this market as one encompassing segment.

Chapter 3: Methodology

This chapter describes the methodology utilized to undertake the research in this thesis; its main approach is to segment the Canadian young traveller market based on travel motivations. The chapter begins by introducing the target group, study area, tourism statistics and trends and Canada's millennial travel segment. After that, an overview of the study design, including data collection and participant selection, as well as instrumentation, data analysis and operationalization are outlined, all based on three research goals.

Introduction to the study

Target Population

The term "young traveller" was chosen for this study because Canada is not seen as a "typical" backpacker destination like Australia or New Zealand. In the academic literature, young travellers and backpackers are often described as sharing the same characteristics. Moreover, by using the term "young travellers", a bigger sample size could be included because a young traveller could be a backpacker, but not all backpackers are always young travellers, depending on how old they are. Furthermore, Canadian tourism organizations and other businesses will better understand and relate to research findings that use the term "young traveller". For instance, the Canadian Tourism Commission (CTC) uses the term young traveller or millennial traveller interchangeably. The age range (18-35) was chosen to be the most applicable due to the fact that the Government of Canada has specific visa agreements and arrangement with countries worldwide that offer visas to young travellers between the ages of 18-35 (e.g. Working Holiday Visa, International Coop Visa or Young Professional Visa).

Moreover, the Canadian Tourism Commission recently published a report on Canadian young travellers in Canada who were identified to be between the ages of 18-34 (Canadian Tourism Commission, 2015).

Canada offers three different International Experience Canada (IEC) programs to 32 countries that have a bilateral youth mobility arrangement with Canada in order to give young people the opportunity to live and work in Canada across three visa categories: Working Holiday, Young Professional and International Co-op (Government of Canada & IEC News, 2015). These programs give young individuals the chance to travel and work in Canada. The IEC programs provide a one year work permit available for citizens aged 18-30 of participating countries. In some countries, e.g. the UK, the maximum age limit is 35 and the length of the work permit is 24 months instead of 12 months. Young travellers participating in one of the IEC programs can work and travel anywhere in Canada without having a job lined up prior to their trip (Off Track Travel, 2015). For each country, there is a specific amount of visas available for each category. In order to guarantee a visa, one has to apply as soon as possible as visas are usually gone within the first few minutes of visa opening. Visas for citizens of Germany, France, Ireland and the United Kingdom are renowned for being gone very quickly (CIC News, 2015). In most of the participating countries, young people can choose up to two different categories in their lifetime as long as one is not older than 35 on the day of application.

A Working Holiday visa allows an individual to work and travel in Canada with the primary intention of travelling. This visa category is a great way to fund travelling in Canada and has traditionally been the most popular visa category of IEC (CIC News, 2015). The Young Professional visa is specifically designated for young people who are post-secondary graduates that want to gain professional work experience in a foreign company in Canada to be more competitive in the global economy (CIC News, 2015). In order to be eligible for this category, participants need to have a signed job offer letter from a Canadian employer before applying. The employment must be within the applicant's field of expertise or degree (CIC News, 2015).

International Co-op visa is designed for young people that want to spend their co-op term as an intern in Canada. Participants must be registered students at an institution in their home country for the duration of the internship. This visa can be used to complete an internship/work placement in Canada as part of an academic degree. Participants in this category must have a

signed job offer letter for an internship/work placement that meets the requirements of their academic curriculum (CIC News, 2015).

Study Area

This research took place in Canada, the world's second largest country in area after Russia. It is slightly bigger than the United States, but has less than 10% of the population (National Geographic, 2005). More than half of the country consists of forests and around two million lakes. There are ten provinces (British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland and Labrador) and three territories (the Yukon, the Northwest Territories and Nunavut) (Figure 1). Over 30 million people live in Canada, but the majority lives in big cities such as Toronto, Montreal, Vancouver and Ottawa (the capital). Canada is dependent on immigration for growth. According to the Government of Canada, in 2011, the ethnic origin most often reported was Canadian (10,563,800), followed by English (6,509,500), French (5,065,700), Scottish (4,715,000), Irish (4,544,900) and German (3,203,300). Just over 1,369,100 people reported having First Nations ancestry. Between 2006-2011, Asia (including the Middle East) remained Canada's largest source of immigrants (56.9%) (Government of Canada, 2014).



Figure 1: Anthony, E.P. (2006). A map of Canada exhibiting its ten provinces and three territories, and their capitals. Retrieved April 16, 2014 from <http://libguides.gwumc.edu/c.php?g=27779&p=170351>

Canada has one of the most expensive transportation systems in the world (Davies, 2012). The transportation network throughout Canada is not well developed compared to the major backpacker destinations such as Australia or New Zealand and there are not as many airline companies to choose from. Similarly, Canada does not offer discounted campervan rentals, train tickets or bus tickets to young travellers as found in other countries. Overall, Canada's tourism industry faces an ongoing transportation challenge (Government of Canada, 2004).

Tourism Statistics and Trends

According to the Canadian Tourism Commission (2015), Canada's core markets are Australia, Germany, France, the United Kingdom and the United States. Emerging markets are Brazil, China, India, Japan, Mexico and South Korea. In January 2015, Canada had a total of 739,562 international visitors. Overnight arrivals from the European markets increased by 2.6% (France +10.4%, Germany -1.4%, and the UK -1.3%). In Asia-Pacific, the overnight arrivals from China declined (-10.2%) which was due to Chinese New Year in February. Moreover, India, Australia, South Korea and Japan showed an increase in visitor numbers, whereas in Latin America, Brazil and Mexico showed a decline in tourist arrivals (Canadian Tourism Commission, 2015).

The largest increase in tourist arrivals was recorded in Ontario (+5.9%), British Columbia (+4.1%) and Quebec (+4.1%). These three provinces received 83% of the overall overnight visitors (TIAC, HLT Advisory, & VISA Canada, 2012). The Tourism Industry Association of Canada (TIAC) stated that visitors tend to remain in their province of arrival. In 2010, the average trip length was 17 nights with an average spending of \$1,379 per trip. The majority of overnight overseas visitors spent their money on accommodation (29%), food and beverage (25%), shopping (24%), transportation (13%) and recreation and entertainment (9%) (Canadian Tourism Commission, 2010).

The reasons for coming to Canada were mainly leisure/pleasure-related (7.64M in 2011), followed by VFR (4.26M in 2011) and business and conventions (2.47M in 2011) (TIAC, HLT Advisory, & VISA Canada, 2012). The majority of international visitors were arriving by air, whereas U.S. visitors mainly arrived by road. Canadians travelling in Canada mainly travelled by land-based transportation options but due to the big travel distances within Canada, air travel

accounted for a meaningful portion of total travel (TIAC, HLT Advisory, & VISA Canada, 2012).

In 2012, the Tourism Industry Association of Canada (TIAC) published a report (“The Canadian Tourism Industry”) together with HLT Advisory and VISA, which stated that Canada fell from 7th place in international arrivals in 2002 down to 18th place in 2011. This decline in international visits was also due to the fact that Canadians almost doubled their spending for overseas travel. In this report, the overall travel deficit has been identified to be due to the following three areas: marketing, access and product (TIAC, HLT Advisory, & VISA Canada, 2012). Canada’s marketing budget is too small to compete with other major tourism destinations. Moreover, due to Canada’s aviation cost structure system, travellers end up paying a lot of money for taxes, fees and levies, which makes Canada one of the most expensive destinations in the world. In regards to the product side, Canadian tourism businesses are still facing challenges as there is a lack of tourism products in Canada so tourists tend to travel to other destinations that have a bigger variety of products available to visitors (TIAC, HLT Advisory, & VISA Canada, 2012).

Canada’s Millennial Travel Segment

In March 2015 the Canadian Tourism Commission (CTC) published a report (“Canada Millennial Domestic Travel Summary Report”) which identified Canada’s young traveller market in more detail. The Canadian Tourism Commission has developed a domestic millennial travel strategy in order to encourage Canadian young travellers to explore Canada. The CTC finally recognized the potential of this market segment and has done some research on Canadian young travellers travelling in Canada. Those millennial travellers were identified as Canadians between the ages of 18-34, who travel for either leisure-related purposes, VFR, full-time work or study (Canadian Tourism Commission, 2015). A study on international young travellers is still needed in order to identify this market in more detail.

The CTC estimated that the Canadian young traveller segment totals approximately 4.6 million potential travellers. Young Canadian travellers travel more internationally than domestically and contribute greatly to Canada’s international travel deficit. Therefore, increasing the number of trips within Canada helps to reduce the major international travel deficit. Due to the fact that young travellers are very tech-savvy and follow travel trends, they often create the initial buzz around emerging tourism hotspots. Young travellers are very engaged with social

media in order to share their travel experiences with others and are therefore natural promoters and influencers (Canadian Tourism Commission, 2015).

According to the CTC (2015), the young traveller market is unique as young travellers have different decision criteria for when, where, how and why they travel compared to people in other age groups. Young Canadian travellers see travel as an essential component of their personal growth and learning process. Young travellers tend to travel more than other age segments. Social values, innovation and environmental consciousness are very important to this market segment. Authenticity, activities that lead to personal growth, and unique experiences are important to this market segment. Moreover, this age segment (18-34) is more environmentally and socially aware than others.

Past experiences, family and friends, and the Internet seem to have a great influence on one's destination choice. According to the CTC (2015), 62% of young Canadian travellers book their trip online and less than 12% at a travel agency. Canadian young travellers are mainly driven by outdoors, culture, spectator sports, theme parks, history, food and shopping. The most popular travel activities are: local food, cultural attractions, popular tourist attractions, relaxation, meeting local people, visiting friends and family, attending events and festivals, getting off the beaten track and hiking (Canadian Tourism Commission, 2015).

The average trip length of young Canadian travellers is 13.6 nights with July being the most popular month to travel. A large amount of this market are full-time students and recent graduates and therefore, travelling on a low-budget is very important to this market. The majority of young travellers questioned by CTC spent \$2,000 during their last trip. British Columbia is the most popular province among young Canadian travellers, followed by Ontario, Quebec and Alberta. Due to the wide range of travel experiences that Canada has to offer, it is a very attractive travel destination for Canadians. On the other hand, it has been recognized that travelling within Canada involves high costs which has been identified to be the main barrier to domestic young travellers, who like to spend as little money as possible. There is a lack of a network of affordable accommodation and transportation options to travellers. The CTC stated that foreign countries are generally perceived to be more exotic and adventurous than Canada. Besides that, the CTC recognized that young Canadian travellers are not aware of what tourism products Canada has to offer as they usually compare the rest of Canada with their home town and are therefore not very interested in travelling around Canada. Compared to New Zealand,

Australia and Europe, the Canadian tourism industry has not marketed Canada as a tourism destination domestically to its youth market yet but is currently working on marketing strategies for the future (Canadian Tourism Commission, 2015).

Overview of Study Design

Ethical Review

In order to ensure that all research involving human participants complies with the highest ethical standards, all research must be approved by the Vancouver Island University Research Ethics Board (VIU REB). For this particular research, the VIU REB reference number is 2014-066-VIUS-NEHM. In order to ensure the ethical treatment of study participants, no personal identification data was collected. Participants were only identified by broad demographic characteristics (e.g. age, gender, travel experience). With the permission of the interviewee, the interview was recorded. Participants were informed about the nature of their involvement within the consent form that they had to read at the beginning of the survey or were given or emailed prior to the interview. Online participants remained completely anonymous throughout the entire process of the survey. In order to keep the identity of interviewees anonymous, they were assigned to a name, which was used in order to describe their demographics, psychographics and travel motivations.

Data Collection

This study used a mixed-mode dual frame sampling procedure combining a self-administered online survey through young traveller and backpacker specific groups on Facebook.com and semi-structured interviews that took place in Vancouver and via Skype with travellers in Europe and Canada. A Facebook page was created to provide detailed information about the research and a link to the online survey on SurveyMonkey.com. This Facebook page was shared with various kinds of Facebook groups that are targeted to young travellers.

This combination of quantitative and qualitative research methods allows for a diverse sample of young travellers from many nationalities, as well as individuals that do not use Facebook or participate in online groups or individuals travelling for an extended period of time without access to the Internet on a regular basis. Moreover, by using both quantitative and qualitative methods, limitations associated with both methods will be reduced.

The study focused on segmenting young travellers based on their travel motivations. The aim of the analysis was (1) to identify the socio-demographics and psychographics of young

travellers in Canada, (2) to identify the travel motivations of young travellers in Canada, and (3) to assess if socio-demographics and psychographics affect travel motivations.

Selecting Survey Participants

The first phase of the research consisted of an online survey. Due to the fact that young travellers are seen as pioneers in using social networking sites and mobile media in order to search for travel information and to interact with like-minded travellers, an online survey was a very applicable method for this research. Facebook groups from different nationalities were targeted. The researcher had the chance to reach young people from all over the world. Online surveys provide a high level of convenience for the participant because one can answer the questions according to one's own pace and preference. The great advantage of this type of data collection is that participants remain totally anonymous. Moreover, participants are more likely to be honest and open-minded when it comes to their beliefs and opinions. An online survey is good at addressing sensitive questions, because the interviewer is not present. It is a very convenient way to distribute a survey to participants and besides that, the response time of participants is fairly quick.

In order to select participants, the search engine on Facebook.com was used to identify young traveller groups. Selection criteria for the Facebook groups included recent activity, a wide range of young people aged between 18-35, and English as the primary or secondary language. There was no limitation in regards to nationalities or geographical location. The survey link was posted in many different kinds of Facebook groups that are directed at young travellers who have an interest in travelling to Canada. First of all, the researcher had to become a member of the selected Facebook groups in order to be able to post in these groups. This took between a few hours up to a few weeks. As soon as the researcher became a member of a group, the researcher introduced the research study and a link to the survey was posted that led one to the online survey. The first page of the survey contained a short message explaining the purpose, addressing confidentiality and data storage, as well as the consent form of the study. Data was collected online over a period of around 8 weeks from October 25th, 2014 till December 15th, 2014.

Friends of the researcher voluntarily posted the link to the research on their own Facebook pages as well. A link to the survey and a description of the research was also posted on Facebook sites that were related to young travellers in Canada such as The Global Work &

Travel Go, Hostelling International or Backpackers Hostels Canada of which some also encouraged Facebook users to take the survey by re-posting the link.

One of the first examples of Facebook being used to administer surveys in tourism research are Mack, Blose and Pan (2007) who administered a survey to students through Facebook examining the credibility of blogs in tourism. Zehrer and Grubmüller (2012) surveyed students through Facebook in a study on social media marketing in tourism education. Paris, Lee and Seery (2010; as cited in Paris, 2013) conducted a survey through Facebook examining the use of Facebook events as a tool for marketing events. For backpacker studies, destination based surveys, emails surveys, social media sites like Facebook, have all been used to administer surveys. Paris (2013) used Facebook to administer a survey through ten backpacker-specific groups on Facebook. In order to select the ten groups, the search engine on Facebook.com was used and the first twenty-five groups that fit the criteria for the study were selected (Paris, 2013). Berger and Paris (2013) developed an online survey through Survey Monkey that was administered through Facebook and Twitter. They distributed the online survey across five Facebook groups and the researcher's Facebook profile.

Selecting Semi-structured Interview Participants

The second phase of the data collection consisted of semi-structured interviews. The researcher conducted the interviews after the survey data was analyzed in order to, first of all, get a better understanding of the answers of survey respondents. Also, by conducting the surveys first, the researcher was able to assess if there are any discrepancies in the survey data, which could be addressed within the interviews to get more clarification or additional information. Overall, interviews were conducted to triangulate survey results.

Interviews were conducted, either in person or via Skype between March 2nd and March 9th. Participants were selected by posting an ad in the same Facebook groups that were used to promote the survey link. The profile of the Facebook group, that was specifically designed for this research, was used to do so, so possible interviewees could get in contact with the researcher via the research Facebook page. Due to the fact that not all young travellers who volunteered to be interviewed were located in Vancouver (where the researcher lives), Skype interviews were scheduled at the interviewee's convenience. This turned out to be a bit tricky due to the fact that some interviewees were located in other time zones than the researcher herself. Others, who were

in Vancouver, were invited for a coffee to conduct the interview at a place of their choice and at their convenience.

According to Hill, Dean, and Murphy (2014), survey researchers are interested in how social media can be used to connect individuals and to share information with each other. Recruiting interview participants via Facebook is not very common but not entirely new. Hill, Dean, and Murphy (2014), conducted a study on different kinds of survey research methods and recruited study participants through a paid Facebook ad and free ads on Craigslist in order to interview them either face-to-face, through Second Life, or via Skype. Ads in major metropolitan cities were placed. Facebook turned out to be more effective than Craigslist for recruiting their desired study population.

Instrumentation and Analysis

Online Survey

The online survey consisted of 56 items broken up into 3 sections. The survey questions and travel motivation statements were adapted from Loker-Murphy (1996), WYSE and ISIC International (2014) and partially adapted from the Explorer Quotient (EQ) quiz by the Canadian Tourism Commission (2010-2015). All of these studies assessed travel motivations. Each question and motivation item was reviewed in order to see if they would fit and support the aims of this particular study. Due to the fact that Loker-Murphy (1996) conducted a similar study on the travel motivations of backpackers in Australia, most of the motivation items used in this particular study (e.g. “to escape other places and the pressure of life”, “to seek adventurous things to do”, or “to fulfill a life long dream and ambition”) were adopted in order to be able to compare motivation clusters afterwards.

Overall, survey questions and motivation statements were adopted in order to limit errors in survey data. ‘One of the advantages of adapting pre-existing questions is that they have been extensively tested at the time of first use’ (Hyman, Lamb & Bulmer, n.d., p.1). Also, developing a new questionnaire is very time-consuming. Another advantage is that methodological work has been already done and tested (Hyman, Lamb & Bulmer, n.d.). The online survey began with a short introduction that informed the participant about the main purpose of the study and encouraged them to read the consent form, where confidentiality of the data was assured. Respondents were asked to consent in order to be able to participate in the research and for their answers to be used in study results.

The first section of the survey identified basic demographics and background data on the young travellers in Canada. The second section consisted of motivation statements where participants were asked to state the extent of their agreement with each in terms of its importance and relevance. Motivational statements used likert-type scales ranging from "*totally agree*"=5 to "*totally disagree*"=1 were used.

Research goal 1: Socio-demographics and psychographics of young travellers in Canada

The survey began by asking respondents questions regarding socio-demographics. Research in previous years has shown that there is no significant difference if one collects socio-demographic data at the beginning or at the end of a survey. However, Landers (2011) found that putting socio-demographic questions at the beginning of a survey increases response rates.

Respondents were asked questions related to their age, country of origin, gender, highest level of education, and employment status. Questions then assessed the amount of international trips taken in the last three years, expenditure, the overall trip length, which provinces and territories were visited, and intention to work. A question then assessed current travel status in Canada depending on if the respondent: 1) had already travelled in Canada, 2) was currently travelling in Canada, or was 3) thinking of travelling to Canada in the near future. The survey was then tailored to these three different groups using the logic tool embedded in Survey Monkey to address each group in a more personal and detailed way. For example, if the participant had recently travelled in Canada, then they would have completed the survey that was specifically designed for only young travellers who had recently been to Canada.

Participants were then asked to identify as a backpacker, traveller, young professional, visitor, or tourist. Questions then assessed reasons for coming to Canada, travel buddy preferences, accommodation and transportation preferences, and travel items brought along while travelling.

Research goal 2: Travel motivations of young travellers in Canada

As shown in Table 3, the study consisted of a total of 24 travel motivation statements that were grouped into 8 constructs: Knowledge about Canada, Local Culture, Social, Meaningfulness, Fulfillment, Escape, Self-development and Adaptability. Each of these 8 constructs consisted of 3 travel motivation statements.

Table 3

Travel Motivation labels and statements

Knowledge about Canada	To enjoy and improve my knowledge about Canada's physical settings and environment
	To enjoy and improve my knowledge about the country's history
	To learn about Canada's Native people
Local Culture	To meet local people and characters
	I want to experience everyday life in another country
	Experiencing the local culture and food is important to me
Social	I like to spend most of my time with people from my own country
	I'd rather spend my time with locals than other travellers
	Building friendships with like-minded people from other countries
Meaningfulness	To fulfill a long-life dream and ambition
	To seek exciting/adventurous things to do
	This trip will be a once in a lifetime experience
Fulfillment	To escape other places and the pressure of life
	To relax mentally and physically
	To broaden my knowledge about the world
Escape	To be independent and free
	To learn about myself
	To achieve personal goals
Self-development	This trip will make it easier to find a job in the professional field
	I would recommend visiting Canada to my friends and family
	I am planning to share my experiences upon return back home (e.g. through Social Media, Blog posts, Storytelling)
Adaptability	Adjusting to unfamiliar locations, food, people and language makes me feel uncomfortable
	The best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would
	I feel more comfortable travelling with other people or a tour

Research goal 3: Socio-demographic and psychographic influence on travel motivations

The overall data was first analysed in order to get a better insight of the socio-demographics of young travellers in Canada. The statistical analysis comprised three stages. First of all, descriptive statistics were used to analyse the socio-demographic profile of respondents. Secondly, a factor analysis was conducted on the travel motivation statements. Thirdly, ANOVA's were used to determine the differences between demographic characteristics and travel motivations. Factor analysis for the travel motivation statements was done to identify smaller sets of explanatory composite factors that define the fundamental constructs to underlie the original variables. Only those factors with an eigenvalue equal of or greater than 1.0 were considered.

Semi-structured interviews

All interviewees were given or emailed the consent form prior the interview and assured to stay anonymous. One interviewee did not want to be recorded and therefore, only notes were taken during the interview. The average recording time was between 30-45 minutes. The interview questions consisted of open-ended questions in order to get an in-depth insight into the participant's travel motivations and psychographic values, as well as basic demographic questions. Interviews were transcribed and coded in order to identify themes and to analyze the travel motivations of the young travellers. Psychographic characteristics were color-coded based on the travel motivation themes of the survey.

Within a semi-structured interview, the interviewer has the chance to prepare questions beforehand and some will arise naturally during the interview. The advantages of semi-structured interviews are the high validity (Ritchie, 2005). This is due to the fact that respondents are able to talk about the research topic in detail and as in-depth as wanted (Ritchie, 2005). The interviewer is able to pick up information that one was not aware of prior to the interview and has the chance to come up with additional questions spontaneously. Semi-structured interviews need a lot of preparation such as defining relevant interview questions (Ritchie, 2005).

The interviews were recorded with the consent of the participant. The participants were assured of confidentiality throughout the entire process. Interviews were transcribed and coded. Coding provided a deeper understanding of what motivates young travellers to come to Canada or to travel in general.

The first part of the interview dealt with questions regarding the participants' demographics, such as age, gender, nationality and previous travel experience. The second part addressed the same themes as the online survey: details of the trip, reasons for travel, transportation, accommodation, information sources and desired outcomes from this trip. Participants were also asked to self-identify as a traveller, backpacker, young professional, tourist or visitor. Travel motivations were assessed by asking why the respondents came to Canada, what fascinates them about Canada and what motivated them to come to Canada.

This chapter described the methodology utilized to undertake the research in this thesis. An insight into the target group, study area, tourism statistics and trends and Canada's millennial travel segment were given, followed by an overview of the study design, including data

collection and participant selection, as well as instrumentation, data analysis and operationalization.

Chapter 4: Results

The purpose of this chapter is to describe the results that emerged from this study. The first section of the chapter outlines descriptive data representing survey population and the interview sample overall, looking at the socio-demographics. Then the psychographic data of respondents will be outlined, looking at identities, reasons for travelling, trip length, provinces/territories, travel preferences, booking preferences, accommodation, transportation and travel items. Next, the differences in socio-demographics and psychographics based on when travelling (recent travellers, current travellers, and past travellers) and identity are outlined. Travel motivations of survey respondents based on when travelling and identity, and interviewees are then shown. In the end, the results of a factor analysis are given and the socio-demographic and psychographic influence on travel motivation is described. This chapter is broken down into different sections based on the three research goals of this study:

- to identify the socio-demographics and psychographics of young travellers in Canada,
- to identify the travel motivations of young travellers in Canada, and
- to assess if socio-demographics and psychographics affect travel motivations

The majority of travellers identified themselves as traveller, backpacker and young professional who mainly go to Canada for holiday and pleasure related reasons. The survey data led to the following travel motivations: to experience everyday life in another country (60.5%), to build friendships with like-minded people from other countries (56.4%), to meet local people and characters (56.2%), to enjoy and improve my knowledge about Canada's physical settings and environment (54.6%), to experience the local culture and food (52.8%), to broaden my knowledge about the world (51.7%) and to experience things the local way (51%). The factor analysis eliminated six motivation statements and revealed four factors to be the most important once. These were named: Destination Experience, Self-development, Experiences and Social.

Research Goal 1: To identify the socio-demographics and psychographics of young travellers in Canada

Socio-demographics of young travellers: Survey results

A socio-demographic profile of the survey respondents is shown in Table 4. A total of 503 online surveys were completed and 443 were deemed to be usable. The others were incomplete, meaning that respondents did not fill in the survey from the beginning to the end. This might be due to the fact that respondents underestimated the amount of time that it took to complete the

survey. Most respondents completed the survey between October 25th, 2014 and November 17th, 2014, with over 122 responses in the first few hours of the survey opening.

In regards to the first research goal and the socio-demographics, survey respondents were on average 25.2 years old and between 18 and 35 years old. The majority of the respondents were female, had gained a Bachelor's degree, were employed and undertook 3-5 international trips in the last three years. Overall, the female and male population of this sample were very similar in regards to education, employment status and the amount of trips undertaken in the last three years. The majority of respondents were from Germany, the United Kingdom, Australia, Canada, Ireland and India. Most of the respondents were currently travelling in Canada (45.1%), followed by those who were thinking about travelling to Canada in the near future (28%) and who recently returned home (26.9%).

Table 4
Socio-demographic characteristics of survey respondents (n=443)

Age	Percent	Gender	Percent
18-22	28.7%	Male	33.0%
23-27	44.0%	Female	67.0%
28-35	27.3%	Employment	
Origin		Student	23.5%
Germany	30.2%	Employed	48.3%
United Kingdom	14.2%	Student and employed	12.9%
Australia	11.0%	Neither student nor employed	11.7%
Canada	6.1%	Self-employed	3.6%
Ireland	5.9%	Number of trips taken in the past 3 years	
Education		1-2	28.0%
High school	24.6%	3-5	40.2%
University/College	18.5%	6-9	19.2%
Bachelor's degree	43.3%	10-12	6.3%
Postgraduate degree	13.5%	>12	6.3%

Socio-demographics of young travellers: Interviews

Overall, the interview data support the results from the survey (Table 5). The majority of the 9 interviewees were female, had gained a Bachelor's degree, were employed and undertook 3-5 international trips in the last three years. There is a great variety among the age range. Two interviewees were in their early twenties (19-20), three in their mid-twenties (24-26) and four respondents in their late twenties to the early thirties (28-35). Moreover, the time of travelling differed slightly but this was influenced by the researcher as an equal amount of interviewees who recently returned home, currently in Canada and thinking of going to Canada were tried to be interviewed.

Table 5
Socio-demographic description of interviewees

Name	Description	Group
Tobias	German (35), self-employed, Work & Holiday Visa	Visited Canada before & Currently in Canada
Lisa	German (26), employed, Young-Professional Visa	Visited Canada before & Currently in Canada
Aline	Dutch-Canadian (29), recently immigrated to Canada	Visited Canada before & Currently in Canada
Sophie	German (30), employed, Work & Holiday Visa	Currently in Canada
Friederike	German (24), Young Professional Visa, currently doing an internship in Toronto	Currently in Canada
Maren	German (20), Tourist visa	Currently in Canada
Olivia	German (19), Work & Holiday Visa	Currently in Canada
Marieke	Dutch (24), employed, first time in Canada	Thinking of travelling to Canada in the future
Julia	German (28) wants to go to Canada next year after university	Thinking of travelling to Canada in the future

Psychographics of young travellers: Survey results

In regards to the first research goal and the psychographics, the majority of survey respondents identified themselves as "Traveller", "Backpacker" and "Young Professional" (Table 6). Overall, the reasons for young travellers to go to Canada were either Work & Travel or holiday and pleasure related. The average trip length was between one and more than two years and the majority of respondents spent more than \$3000 while travelling in Canada. Moreover, most of the respondents travelled/ or intend to travel on their own, followed by friends, a partner, and family. They have no preference when it comes to who to hang out with while travelling in Canada, followed by local people, and travellers from as many nationalities as possible.

Table 6
Psychographic characteristics of survey respondents (n=443)

Identity	Percent	Travel Buddies	Percent
Traveller	33.9%	On my own	55.5%
Backpacker	27.1%	Friends	30.0%
Young Professional	23.5%	Partner	23.5%
Visitor	8.6%	Family	8.1%
Tourist	7.0%	Travel Buddy Nationality	
Reasons for travelling to Canada		Whoever I get along with	46.0%
Work & Travel	52.4%	Locals	39.5%
Holiday/Pleasure	35.9%	As many different nationalities as possible	34.1%
VFR	18.2%	Travellers of other nationalities	18.5%
Language school/ University	17.4%	Travellers of my own nationality	16.0%
Work	16.7%	Trip length	
Travel	14.9%	<1month	12.2%
Immigration	12.2%	3-5 months	5.9%
Volunteering	9.5%	6 months	12.0%
Internship	6.3%	1 year	24.2%
Volunteering	9.5%	1-2 years	15.3%
Trip spending		Provinces/Territories visited	
Less than \$5000	2.5%	British Columbia	87.8%
\$501-\$1000	5.2%	Alberta	63.4%
\$1001-\$1500	7.4%	Ontario	61.2%
\$1501-\$3000	9.7%	The Maritimes	30.9%
More than \$3000	52.4%	Quebec	52.1%
I don't know	22.8%	Newfoundland & Labrador	20.5%
Trip earnings		Saskatchewan	19.6%
No	19.9%	Manitoba	19.0%
A little	7.4%	Northern Territories	31.6%
Yes	52.6%		

The majority of respondents used a laptop in order to book accommodation and transportation as seen in Table 7 below. The preferred type of accommodation is a hostel and the preferred type of transportation is the bus or coach. In regards to items that travellers were planning to bring along while travelling in Canada, the majority of respondents brought/ or is planning to bring a smartphone, a camera, and a laptop as seen in Table 7. iPods, MP3 players and guidebooks are also used by many respondents, whereas newer technologies, such as a Kindle or a Tablet are not very popular travel items yet.

Table 7
Logistical characteristics of survey respondents (n=443)

Booking preferences	Percent	Transportation preferences	Percent
Laptop	73.4%	Bus/Coach	69.1%
Cell phone	27.1%	Train/Skytrain	47.2%
Tablet	18.1%	Airplane	26.0%
Desktop	10.6%	Own vehicle	25.1%
In person	12.2%	Rent a vehicle occasionally	17.8%
Accommodation preferences		Rideshare	12.6%
Hostel	41.3%	Camping	15.1%

Rent my own place	36.3%	Hotel	14.7%
Shared apartment	34.1%	Travel items	
Stay with friends & family	28.4%	Smartphone	85.1%
Anything low-budget	20.8%	Camera	77.4%
		Laptop	67.9%
		iPod/MP3 player	43.6%
		Guidebooks	40.2%
		Tablet	28.0%
		Kindle	15.6%

Psychographics of young travellers: Interview results

Overall, the majority of interviewees tried to make use of public transportation wherever they could as it is seen as the only way to experience a destination the local's way. Furthermore, electronic devices were not seen as very important when travelling by interviewees compared to survey respondents as seen in Table 7. The majority of interviewees stated that they travel with as little electronic devices as possible because it does not enhance their travel experience in any way. Accommodation has to be affordable as respondents prefer to travel on a low-budget but also do not mind to stay at a hotel once in a while or when travelling for work related reasons. Some interviewees carry guidebooks, others look up information online and referred to guidebooks as being "touristy". All respondents like to interact with local people and ask them for recommendations and information. Moreover, respondents generally travel a lot for work and pleasure related reasons.

In order to share experiences with friends and families, interviewees use storytelling, writing a diary and social media platforms such as Facebook. None of the interviewees could imagine or would prefer to travel with an organized group. They all liked to organize their own travels and enjoyed the freedom to do so. The majority of respondents book everything online but two interviewees also considered going to a travel agency to at least check for airfares.

Table 8
Overall psychographics of interviewees

Tobias	Flashpacker	-Spends more money than the original backpacker -Carries a lot of electronic devices -Uses public transportation -Affordable accommodation -No guidebooks -Researches online -Travel agency is too expensive -Prefers to travel with others, nationality doesn't matter -Shares travel experiences online (Facebook & Blog) -Likes to interact with local people and get to know their culture
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Lisa	Independent Traveller/ Backpacker	<ul style="list-style-type: none"> -Likes to plan out her own travels (freedom) -Likes to spend time with people from her own nationality -Did not prepare for her trip to Canada -Loves to take pictures -Shares experiences with family & friends -Generally does not use electronic devices -Likes the freedom to book online
Aline	Backpacker/ Adventurer	<ul style="list-style-type: none"> -Prepared herself for Canada by watching YouTube videos -Wants to travel as a local to get the full experience -Generally does not travel with electronic devices -Wants to plan as little beforehand as possible -Books online as well as at the travel agency -Likes to travel on her own or with someone else -Travelling makes her grow as a person -Uses public transportation -No accommodation preferences
Sophie	Not a typical Work & Traveller/ Professional	<ul style="list-style-type: none"> -Came to Canada to change her life -Does not like to plan ahead -Guidebooks are “touristy” -Likes to get recommendations of local people -Interested in getting to know people and different cultures -Books everything online -Travel agency is more expensive
Marieke	Adventurer	<ul style="list-style-type: none"> -Travels a lot for work and pleasure -Researches a lot online as well as lends books from the library -No preferences regarding travel buddies -Would never travel with an organized group -Tries to travel on a low-budget -Very interested in the local culture -Uses public transportation to travel the local way -Does not use any electronic devices -Shares experiences via storytelling
Julia	Backpacker	<ul style="list-style-type: none"> -Likes to travel with friends or to travel to visit friends -Feels safer when travelling with others -Prefers to stay in hostels -Uses public transportation -Carries just a few electronic devices -Shares photos online and writes a travel diary -Open-minded towards other cultures -Books everything online -Buys Lonely Planet guidebooks
Friederike	Young Professional/ Intern	<ul style="list-style-type: none"> -Did not prepare herself before coming to Canada -Likes to get recommendations of local people -Travels on a low-budget -Likes to interact with local people -Does not travel with electronic devices -Prefers to book at a travel agency -Cannot imagine to travel with an organized group -Shares photos with friends online, writes a travel diary
Maren	Backpacker	<ul style="list-style-type: none"> -Prepared for Canada by watching documentaries -Prefers to stay at hostels -Does research online -Travels with guidebooks -Interested in the local culture -Prefers recommendations from local people -Usually plans everything out in detail

Olivia	Backpacker	<ul style="list-style-type: none"> -Prepared for Canada by watching documentaries and talking to people who had been to Canada already -Prefers to stay at hostels -Books online -Travels with little electronic devices -Very interested in getting to know the local culture -Travels with guidebooks -Travels spontaneously
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Differences in socio-demographics based on when travelling: Survey results

The respondents were separated into three groups based on their status of travelling in Canada as: 1) those who recently returned home, 2) those who are currently travelling, and 3) those who are thinking of travelling in the future. A series of Chi-squares were conducted among the socio-demographic variables to identify any significant differences.

There are no significant differences among the age, gender, the level of education and the amount of trips that travellers have taken in the last three years, when comparing the three different groups with each other. However, there are significant differences in regards to respondent's nationality, employment status, and trip length (Table 9). The group of respondents who recently returned home had a large amount of German, British and Canadian travellers. Travellers who are currently in Canada, mainly consisted of Germans, British and Australians, and those who are thinking of travelling to Canada in the future, were mainly from Germany, the UK, Ireland and the Netherlands. Respondents who recently returned home were mainly students and employed, those currently in Canada and those who want to go to Canada in the future were mainly employed. Respondents who recently returned home stayed in Canada for around 1 year, while respondents who are currently in Canada planned to stay 1-2+ years, and respondents who are thinking about travelling to Canada in the future were planning to stay either less than a month or more than two years in Canada.

Table 9

Differences of socio-demographics among survey respondents based on when travelling

Variable	Past	Present	Future	X²-score	P-Value
Origin	Percent	Percent	Percent	138.269	.003
Germany	42.9%	26.0%	25.0%		
United Kingdom	10.1%	15.5%	16.1%		
Australia	6.7%	16.0%	7.3%		
Canada	10.9%	3.5%	5.6%		
Ireland	0.8%	7.5%	8.1%		
The Netherlands	5.0%	1.0%	8.1%		
Employment				34.586	.000
Student	37.8%	17.0%	20.2%		
Student and employed	15.1%	11.0%	13.7%		
Employed	35.3%	51.5%	55.6%		
Self-employed	5.9%	3.0%	2.4%		
Neither student nor employed	5.9%	17.5%	8.1%		
Trip length				82.616	.000
<1month	15.1%	3.0%	24.2%		
1-2 months	6.7%	4.5%	8.9%		
3-5 months	10.1%	4.5%	4.0%		
6 months	19.3%	8.5%	10.5%		
1 year	29.4%	26.5%	15.3%		
1-2 years	13.4%	15.5%	16.9%		
>2years	5.9%	37.5%	20.2%		

Differences in Socio-demographics based on identity: Survey results

A series of Chi-squares were conducted among the socio-demographic variables to identify any significant differences. There are no significant differences among the level of employment, amount of trips taken in the last three years and trip spending. However, there are significant differences in regards to respondent's age, origin, trip length, level of education and trip earnings (Table 10).

The average age of a backpacker in this study is 19-25 years old. The majority of backpackers are originally from Germany and have gained a Bachelor's or a high school degree. The average trip length is around 1 year and most of the backpackers stated that they are planning to work while in Canada to earn some money.

Travellers are on average 22-27 or 29 years old. Mainly from Germany, Australia, the United Kingdom and have gained a Bachelor's degree. The average trip length is 1 year and the majority of travellers are planning to earn money while travelling in Canada.

Young Professionals in this study are between the ages of 23-25 and 27. Most of the Young Professionals are from the United Kingdom, Ireland and Australia, They have gained a Bachelor's degree, the average trip length is more than two years and the majority is planning to work while travelling in Canada.

Visitors are aged between 23-24 and 30. They are mainly from Germany, Canada and Australia. The majority has gained a Bachelor's degree, is planning to stay more than 2 years, and to work while in Canada.

Tourists are 20-21 years old, mainly from Germany and the United Kingdom. The majority has gained a Bachelor's degree and is planning to stay in Canada for less than a month. Tourists are generally not planning to work while travelling in Canada.

Table 10
Differences of socio-demographics among survey respondents based on identity

Variable	Back-packer (n=120)	Traveller (n=150)	Young Professional (n=104)	Visitor (n=38)	Tourist (n=31)	X ² -score	P-Value
Age						109.012	.001
18-22	40.3%	40.4%	17.3%	15.7%	54.9%		
23-27	37.5%	47.6%	51.9%	47.5%	25.9%		
28-35	15.8%	24.6%	20.2%	18.4%	13.0%		
Origin						379.069	.000
Germany	53.3%	33.3%	8.7%	15.8%	16.1%		
United Kingdom	7.5%	13.3%	26.0%	7.9%	12.9%		
Australia	5.8%	14.7%	15.4%	10.5%	0.0%		
Canada	7.5%	6.0%	1.9%	10.5%	9.7%		
Ireland	0.8%	2.7%	17.3%	2.6%	6.5%		
Netherlands	8.3%	3.3%	1.0%	2.6%	3.2%		
Trip length						105.772	.000
<1month	15.8%	8.7%	3.8%	23.7%	29.0%		
1-2 months	7.5%	5.3%	2.9%	7.9%	16.1%		
3-4 months	4.2%	6.0%	3.8%	10.5%	12.9%		
6 months	13.3%	15.3%	7.7%	7.9%	9.7%		
1 year	36.7%	31.3%	10.6%	7.9%	6.5%		
1-2 years	11.7%	12.0%	24.0%	15.8%	16.1%		
>2years	10.8%	21.3%	47.1%	26.3%	9.7%		
Level of education						31.832	.001
High school	31.7%	25.3%	12.5%	28.9%	29.0%		
University/College	25.8%	18.7%	13.5%	7.9%	19.4%		
Bachelor degree	35.0%	40.0%	56.7%	55.3%	32.3%		
Postgraduate degree	7.5%	16.0%	17.3%	7.9%	19.4%		
Trip earnings						50.990	.000
No	16.7%	18.0%	12.5%	31.6%	51.6%		
A little	11.7%	10.0%	1.0%	5.3%	3.2%		
A lot	8.3%	11.3%	7.7%	5.3%	3.2%		
Yes	55.0%	48.7%	67.3%	42.1%	25.8%		
Not yet	2.5%	6.0%	7.7%	7.9%	6.5%		
Not sure yet	5.8%	6.0%	3.8%	7.9%	9.7%		

Differences in psychographics based on when travelling

A series of Chi-squares were conducted among the psychographic variables to identify

any significant differences among the three traveller groups. As seen in Table 11, the most significant differences are that travellers who are currently in Canada attend a language school or university more frequently than other travellers but are less likely to go to Canada in order to do an internship. Travellers who are thinking of travelling to Canada in the future are not interested in hanging out with people from their own nationality and are also less likely to hang out with local people, whereas those who recently returned home and who are currently in Canada are very likely to hang out with people from their own nationality. Moreover, the preferred type of accommodation varies among the three groups. Travellers currently in Canada prefer to rent their own place while other travellers are more likely to stay at a hostel. Travellers thinking of going to Canada prefer to stay anywhere low-budget or to share an apartment with others, whereas travellers who returned home used to stay with friends & family as well. Travellers currently in Canada are generally not interested in car sharing and do not seem to use the airplane as much as other travellers in order to visit different places in Canada.

Table 11

Differences of psychographics among survey respondents based on when travelling

Variable	Past	Present	Future	X²-score	P-Value
Reasons for coming to Canada					
VFR	22.7%	12%	24.2%	9.730	.008
Language school/ University	16.8%	22.5%	9.7%	8.801	.012
Internship	10.9%	3.0%	7.3%	8.168	.017
Travel Buddy					
Partner	14.3%	24.5%	30.6%	9.259	.010
Family	11.8%	4.5%	10.5%	6.556	.038
Who to hang out with					
Own nationality	21.0%	21.0%	3.2%	20.968	.000
Other nationalities	26.9%	17.0%	12.9%	8.428	.015
As many different nationalities as possible	32.8%	28.5%	44.4%	8.689	.013
Locals	52.1%	35.5%	33.9%	10.890	.004
Anyone	54.6%	41.0%	46.0%	5.573	.062
Preferred Accommodation					
Hostel	52.9%	32.5%	44.4%	13.517	.001
Own place	23.5%	49.0%	28.2%	25.826	.000
Hotel	21.0%	10.0%	16.1%	7.513	.023
Shared apartment	42.9%	32.5%	28.2%	6.194	.045
Anything low budget	12.6%	17.5%	33.9%	19.055	.000
Friends & Family	42.9%	21.5%	25.8%	17.308	.000
Preferred Transportation					
Train/Skytrain	39.5%	44.0%	59.7%	11.403	.003
Car sharing	25.2%	11.0%	21.8%	12.107	.002
Airplane	31.1%	17.5%	34.7%	13.981	.001

Research Goal 2: To identify the travel motivations of young travellers in Canada

Survey results

Table 12 summarizes the respondent's data regarding the second research goal and shows the overall travel motivation statements of survey respondents. The majority of respondents in all three groups agreed that they travel in order to broaden their knowledge about the world and in order to be independent and free. To relax mentally and physically is highly important to respondents who are thinking of going to Canada in the future. To learn about oneself and achieving personal goals is highly important to respondents currently in Canada. More than 50% in each respondent group travel in order to meet local people and characters.

One of the travel motivations that is most important among respondents is the desire to experience everyday life in another country. Experiencing the local culture and food is important to more than 50% of respondents in all three groups. Moreover, respondents would rather spend time with local people than people from their own country. Building friendships with like-minded people from other countries is important to respondents. Respondents generally do not feel uncomfortable when adjusting to unfamiliar locations, food, people and languages as in their opinion, the best way to get to know a place is to live just as locals would. Travelling with a tour or other people does not necessarily make respondents feel more comfortable. To fulfill a long-life dream and ambition and to seek exciting and adventurous things to do are two of the most popular travel motivations among respondents.

Furthermore, respondents do not see their trip to Canada as a once in a lifetime experience. Also, travelling to Canada does not seem to make it easier to find a job in the professional field. Travellers who returned home (79.8%) and currently in Canada (65%) would highly recommend visiting Canada to their friends and family, whereas only a small amount (42.7%) of respondents who are thinking of travelling to Canada in the future, agreed that they would recommend visiting Canada to their friends & family. This might be due to the fact that these respondents simply have not been to Canada yet.

The overall Cronbach's Alpha scores for the constructs were very low, with only one motivation scoring higher than 0.7 (Table 12). Therefore, a factor analysis was conducted to improve the reliability of the constructs used to assess travel motivations. Factor analysis grouped variables with similar characteristics together. The initial factor analysis results had seven factors with eigenvalues greater than 1. However, factor loadings showed that two factors

were left with only two strongly loading items each. These variables were removed and another factor analysis with 18 items constituting 5 factors was conducted to fine tune the analysis. Two more motivation statements were deleted due to low loadings. The final factor analysis resulted in four remaining factors that represented 16 motivation statements (Table 13). A reliability test with Cronbach's Alpha was conducted and revealed that all items are reliable, as they had scored higher than 0.7. The overall Cronbach's Alpha was .756.

Factor analysis led to the elimination of eight motivation statements: "To escape places", "To relax mentally and physically", "To broaden my knowledge about the world", "The best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would", "This trip will make it easier to find a job in the professional field", "I'd rather spend my time with locals than other travellers", "This trip will be a once in a lifetime experience" and "I would recommend visiting Canada to my friends & family".

Table 12
Overall travel motivations of young travellers in Canada

Motivation	Overall	Cronbach's Alpha
Knowledge about Canada	3.82	.678
To enjoy & improve my knowledge about Canada's physical settings and environment	4.12	
To enjoy & improve my knowledge about the country's history	3.69	
To learn about Canada's Native people	3.68	
Local Culture	4.44	.747
To meet local people and characters	4.47	
I want to experience everyday life in another country	4.47	
Experiencing the local culture and food is important to me	4.38	
Social	3.29	.063
I like to spend most of my time with people from my own country	2.35	
I'd rather spend my time with locals than other travellers	3.33	
Building friendships with like-minded people from other countries	4.21	
Meaningfulness	4.08	.554
To fulfill a long-life dream & ambition	4.04	
To seek exciting/adventurous things to do	4.31	
This trip will be a once in a lifetime experience	3.92	
Fulfillment	3.85	.520
To escape other places & the pressure of life	3.52	
To relax mentally and physically	3.65	
To broaden my knowledge about the world	4.40	
Escape	4.13	.681
To be independent and free	4.20	
To learn about myself	4.06	
To achieve personal goals	4.14	
Self-development	3.92	.384
This trip will make it easier to find a job in the professional field	3.39	
I would recommend visiting Canada to my friends & family	4.51	
I am planning to share my experiences upon return back home (e.g. through Social Media, Blog posts, Storytelling)	3.89	

Adaptability	3.06	.182
Adjusting to unfamiliar locations, food, people and language makes me feel uncomfortable	2.05	
The best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would	4.30	
I feel more comfortable travelling with other people or a tour	2.84	

Table 13
Factor loadings of travel motivations

	Rotated Component Matrix				
	Factor				
	F1	F2	F3	F4	H2
To be independent and free	.084	.768	.096	-.113	.618
To learn about myself	.065	.849	.016	-.017	.701
To achieve personal goals	.227	.572	.158	.307	.588
To enjoy & improve my knowledge about Canada's physical settings and environment	.616	.087	.165	-.033	.489
To enjoy & improve my knowledge about the country's history	.791	.042	.048	.024	.627
To learn about Canada's Native people	.800	.028	.032	.062	.675
I want to experience everyday life in another country	.575	.284	.293	-.159	.597
Experiencing the local culture and food is important to me	.564	.232	.281	-.113	.640
I like to spend most of my time with people from my own country	.002	.039	.018	.749	.534
Building friendships with like-minded people from other countries	.164	.167	.634	-.018	.426
Adjusting to unfamiliar locations, food, people and language makes me feel uncomfortable	-.103	-.029	-.052	.736	.569
The best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would	.146	.100	.650	-.067	.537
I feel more comfortable travelling with other people or a tour	.007	-.031	.176	.543	.554
To seek exciting/adventurous things to do	.240	.387	.417	-.100	.576
I am planning to share my experiences upon return back home	.123	-.016	.645	.183	.516
To fulfill a long-life dream & ambition	.070	.454	.468	-.001	.485
Eigenvalues	5.510	1.929	1.690	1.295	
Explained Variance (%)	22.956	8.037	7.042	5.396	
Reliability of Total 24 Items: .756. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO): .838					
Extraction Method: Principal Component Analysis.					

These four factors were then labelled, considering the semantic meanings of the motivation items they contained. Table 14 summarizes the four remaining constructs and its 16 travel motivation statements.

Factor 1 was labeled “Destination Experience” (taken from Chen, Bao & Huang, 2013) as this factor highly loaded on “to enjoy and improve my knowledge about Canada’s physical settings and environment”, “to enjoy and improve my knowledge about the country’s history”, “to learn about Canada’s Native people”, “I want to experience everyday life in another country” and “experiencing the local culture and food is important to me”.

Factor 2 was named “Self-development”. This factor highly loaded on “to be independent and free”, “to learn about myself”, “to achieve personal goals” and “to fulfill a long-life dream and ambition”. These travellers are motivated by the desire for self-development, fulfillment and self-esteem.

Factor 3 was named “Experiences”. Factor 3 loaded strongest on the motivation statements “building friendships with like-minded people from other countries”, “the best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would”, “to fulfill a long-life dream and ambition”, “to seek exciting/adventurous things to do” and “I am planning to share my experiences upon return back home”. Travellers in this group were seeking adventure and excitement such as experiencing a destination the local way.

Factor 4 was named “Social”. This factor loaded strongest on the motivation statements “I like to spend most of my time with people from my own country”, “adjusting to unfamiliar locations, food, people and language makes me feel uncomfortable” and “I feel more comfortable travelling with other people or a tour”.

Table 14
Four factor groups of travel motivations

Travel motivation	Loading	Cronbach's Alpha
Destination Experience		.728
To enjoy and improve my knowledge about Canada's physical settings and environment	.616	
To enjoy and improve my knowledge about the country's history	.791	
To learn about Canada's Native people	.800	
I want to experience everyday life in another country	.575	
Experiencing the local culture and food is important to me	.564	
Self-development		.693
To be independent and free	.768	
To learn about myself	.849	
To achieve personal goals	.572	
To fulfill a long-life dream and ambition	.454	
Experiences		.623
Building friendships with like-minded people from other countries	.643	
The best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would	.650	
To seek exciting/adventurous things to do	.417	
I am planning to share my experiences upon return back home	.645	
Social		.519
I like to spend most of my time with people from my own country	.749	
Adjusting to unfamiliar locations, food, people and language makes me feel uncomfortable	.736	

A series of ANOVAs were then conducted in order to figure out if travellers shared similar motivations to travel. Table 15 shows that the significance level of the construct Self-development ($p=.031$) is below 0.05 and therefore statistically significant based on when travelling. Moreover, travellers in the remaining construct Social are significantly different from each other in regards to their identity. The p-value of the construct Social is 0.000 ($p=.000$), which is below 0.05 and therefore, it is a statistically significant.

Table 15
Travel motivations based on when travelling and identity

Variable	Overall Mean	When Travelling F-score	When Travelling P-Value	Identity F-score	Identity P-Value
Destination Experience	4.07	1.28	.279	.341	.850
Self-development	4.11	3.50	.031	1.420	.226
Experiences	4.15	2.24	.107	.673	.611
Social	2.42	2.56	.080	5.370	.000

Interview results

The following section addresses the second research goal and provides insight into the interviewees' travel motivations (Table 16). The travel motivation themes that were used at the beginning of this study were organized into the four remaining motivation constructs. Destination Experience consists of the motivation themes "Knowledge about Canada" and "Local Culture". Self-development consists of "Fulfillment" and "Self-development". The motivation construct Experiences consists of the theme "Meaningfulness" and the construct Social consists of the themes "Social" and "Adaptability". Motivation themes that did not fit into one of the four remaining constructs were deleted.

Table 16

Overall travel motivations of interviewees

Interviewee	Travel motivations
Tobias	-To fulfill a life-long dream -To improve English skills
Lisa	-Improve knowledge -Fulfill a dream -To see different places, -Nature -Culture -Learn a new language -Relaxation -Food
Aline	-To broaden horizon -Self-development -To learn about other cultures and countries -To see new things -To experience how locals live -Food
Sophie	-To see what it is like to work and live in Canada -Escape -To find herself in Canada
Marieke	-To see other places -To make new experiences -To see different things
Julia	-Adventure -Awesome experiences -To develop herself -To get to know a different culture -To fulfill a long-life dream -Escape
Friederike	-Adventure
Maren	-To see the world -To develop herself
Olivia	-To work in a Native reserve/ to get to know the Canadian culture -To see the world -To develop herself

Destination Experience

Most of the interviewees informed themselves about Canada prior their trip by watching documentaries on TV or YouTube videos on the Internet. Moreover, interviewees were attracted by Canada's diverse nature and the various leisure activities. Some of the interviewees had been to Canada a few times prior travelling to Canada and felt no need to prepare themselves for their trip. Moreover, others have relatives and friends back home who recommended going to Canada to them.

Interviewees travelled in order to get to know cultures and to meet new people from different nationalities. To experience cultures, people and new languages were some of the most

common travel motivations among interviewees. As well as trying out different kinds of food. Interviewees also mentioned that they were highly interested in the Canadian culture, to attend community events and to learn about the country's history and culture by visiting museums and exhibitions. Interacting with local people and getting information or sightseeing recommendations is very common among interviewees.

Self-Development

Tobias' main reasons for coming to Canada were to figure out what it is like to live and work over here, to improve his English and to fulfill his life-long dream of moving to Canada. Lisa's main reasons for coming to Canada were to improve her knowledge, and establish herself in Canada. Moreover, interviewees travelled in order to broaden their horizons.

Maren mentioned that she decided to travel, as she wanted to go abroad after school to see the world and to develop herself. Aline mentioned that travelling helps her in terms of self-development, as she believes that people start to think differently about things and life. Sophie stated that she wanted to escape Germany and to find herself in Canada, as she did not feel very comfortable and settled back home.

Experiences

Interviewees travel to see new places and to make new experiences. They want to learn about other cultures and countries, see new things, to meet new people, adventure and to experience how locals live. Living or travelling the local way (e.g. using local transportation) is highly important to interviewees. Some interviewees stated that it has always been their dream to go to Canada so they went in order to fulfill a long-life dream, such as Olivia, who stated that it was always her dream to work in a Native reserve. Furthermore, a few interviewees went to Canada to get away from home, as they needed a change from their everyday life.

Social

Interviewees mentioned that they prefer to either travel on their own or with other travellers. Some stated that the very first time they went overseas, they preferred to travel with like-minded travellers in order not to be on their own. Nationality does not matter to interviewees as long as they get along with each other and follow the same travel itinerary. Lisa stated that she prefers to travel with someone from her own nationality, because it is easier to have someone from the same background in order to tackle cultural differences that travellers encounter when travelling.

Interviewees stated that they do not feel more comfortable when travelling with a group. Most of the interviewees have never travelled with an organized group and could also not imagine doing so. It was not appealing to them at all. On the other hand, interviewees were very interested to get to know Canada, the country's history and culture. They all seemed to adapt very easily to unknown places and new situations.

Research Goal 3: To assesses if socio-demographics and psychographics affect travel motivations

Survey results

In order to answer the third research goal, a series of ANOVA's were conducted to assess if there are any significant differences between the travel motivation statements and traveller's socio-demographic and psychographic data. Table 17 shows the significant scores (Sig.) of the 4 remaining travel motivation constructs by age, gender, employment, trip length, amount of trips taken in the last three years, trip spending, trip earnings and identity.

The motivational construct Destination Experience showed significant differences among the traveller's gender, employment status, and trip earnings. The construct Self-development differentiates among the traveller's age, gender, trip length, trip spending and trip earnings. The construct Experiences is significantly different among traveller's gender, employment status, trip length, trip spending and trip earnings, and the construct Social is significantly different among traveller's trip length, the amount of tips taken in the past 3 years, trip earnings and identity. Table 17 below shows the significant scores (Sig.) and means of the four remaining motivation constructs by traveller's socio-demographic and psychographics.

Table 17

Socio-demographic and psychographic influence on travel motivations (n=443)

Variable	Destination Experience	Self- Development	Experiences	Social
Age	.132	.001***	.340	.678
18-22	4.05	4.28	4.20	2.42
23-27	4.02	4.07	4.11	2.43
28-35	4.15	3.98	4.14	2.36
Gender	.023*	.010**	.010**	.084
Male	3.97	3.99	4.05	2.50
Female	4.11	4.16	4.19	2.37
Employment	.029*	.141	.039*	.895
Student	4.12	4.15	4.17	2.42
Student & employed	3.84	3.89	3.94	2.43
Employed	4.10	4.12	4.17	2.42
Self-employed	4.13	4.25	4.22	2.27
Neither student nor employed	4.02	4.15	4.19	2.35
Trip length	.121	.000***	.006**	.035*
<1month	4.08	3.62	3.95	2.27
1-2 months	3.77	3.78	3.99	2.61
3-5 months	4.00	4.02	3.95	2.35
6 months	4.18	4.11	4.24	2.35
1 year	4.07	4.28	4.20	2.28
1-2 years	4.08	4.20	4.20	2.51
>2 years	4.06	4.21	4.19	2.54
Amount of trips taken in the past three years	.079	.930	.144	.000***
1-2	3.97	4.14	4.08	2.58
3-5	4.06	4.08	4.14	2.49
6-9	4.08	4.12	4.16	2.17
10-12	4.26	4.04	4.37	2.28
>12	4.22	4.08	4.19	2.03
Trip spending	.824	.000***	.043*	.219
Less than \$5000	4.16	3.81	4.00	2.00
\$501-\$1000	3.93	3.70	4.12	2.62
\$1001-\$1500	4.02	3.78	3.92	2.39
\$1501-\$3000	4.02	4.26	4.19	2.52
More than \$3000	4.07	4.18	4.20	2.38
I don't know	4.10	4.10	4.09	2.43
Trip earnings	.017*	.001***	.001***	.008**
No	4.04	3.86	3.99	2.36
A little	4.16	4.26	4.21	2.36
A lot	4.01	4.25	4.03	2.10
Yes	4.12	4.18	4.22	2.43
Not yet	3.78	4.06	4.25	2.77
Not sure yet	3.84	3.88	3.95	2.58
Identity	.850	.226	.611	.000***
Traveller	4.10	4.20	4.20	2.42
Backpacker	4.05	4.11	4.11	2.18
Young Professional	4.05	4.04	4.14	2.54
Visitor	4.01	3.99	4.07	2.51

Tourist	4.01	4.10	4.10	2.68
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Note: Statistical significance is represented by *=5%, **=1%, and ***=0.1%

Table 18 illustrates that even though young travellers may share the same travel motivations, they all differ among their age, gender, employment status, trip length, the amount of trips taken in the last three years, trip spending, trip earnings and their identity.

Table 18
Statistically significant differences among socio-demographics and psychographics in regards to travel motivations

	Destination Experience	Self-development	Experiences	Social
Age		Different		
Gender	Different	Different	Different	
Employment status	Different		Different	
Trip length		Different	Different	Different
Trips taken in the last 3 years				Different
Trip spending		Different	Different	
Trip earnings	Different	Different	Different	Different
Identity				Different

Note: Statistical significance is p-value = <0.05

Interview results

Since the interviewees are very similar in terms of socio-demographic and psychographic data and in order to answer the third research question, the researcher divided the interviewees in two groups by age. Group 1 is aged 19-24 and Group 2 is aged 25-35. Travellers 25 years and older are trying to settle/ or are already settled in Canada. They want to stay permanently, whereas younger travellers (less than 24 years old) did not yet consider settling in Canada at all. Older travellers had also been to Canada before and already had a Bachelor's degree, whereas young travellers used their trip to Canada as a break between high school and university, or even in order to do an internship, as a requirement of university back home. Moreover, older travellers are more experienced as they went backpacking to other destinations such as Australia before. Younger travellers tend to be more comfortable travelling with a friend or a group whereas more experienced interviewees stated that they are comfortable enough to travel on their own now. Besides that, some of the travellers 25 years and older perceived Canada as an opportunity to escape from their everyday life back home and as a chance to make a new beginning away and to find themselves. It can be concluded that they were more serious about their trip to Canada as it

meant a lot to them in terms of self-development and fulfillment. It was a very meaningful trip whereas younger travellers go to Canada in order to broaden their horizons, to see what opportunities might be out there, and to figure out what they want to do after their trip back home.

Chapter 5 – Discussion

This chapter provides a summary of the study's key findings and discusses these. It examines the similarities and differences comparing them to previous studies. Study limitations, and ideas for possible future research are outlined. Finally the importance of this study is explained, followed by an explanation of the studies' context in sustainable leisure management and then the final conclusions.

Summary of key findings

There is evidence that young travellers differ from other travel segments. They have different decision criteria for when, where, how and why they travel compared to other traveller groups (Canadian Tourism Commission, 2015). While young travellers are different, there are also factors that allow them to be grouped as some are more similar to each other than others. One way to do this is market segmentation, which is a strategic tool to account for heterogeneity among travellers by grouping them into market segments, this includes members similar to each other and dissimilar to members of other segments. The main objective of this particular study was to segment young travellers to Canada based on their travel motivations and to identify whether independent market segments exist among travellers. The study identified three market segments (Traveller, Backpacker and Young Professional) and four motivational constructs (Destination Experience, Self-development, Experiences and Social) to be the most important ones among young travellers in Canada. The identified motivational constructs are supported by previous studies on the young traveller market worldwide (Loker-Murphy (1996) and Chen, Bao & Huang, 2013). Overall, the findings confirmed that young travellers to Canada are motivated by similar motives to other young travellers presented in previous studies.

Studies have shown that there is a lack of research on young travellers, especially in the Americas (Sorensen, 2003). There is no marketing campaign for international young travellers to Canada, whereas Australia has been extensively studied and also has aggressive integrated marketing campaigns in place. The Canadian Tourism Commission (CTC) has just recently recognized the potential of the young traveller market and studied Canadian young travellers in Canada more closely in order to get an insight into this domestic market. In order to address Canada's international travel deficit (the difference between the amount of money spent by Canadians travelling overseas and the amount spent by international visitors arriving in Canada) is increasing, the CTC developed a domestic millennial travel strategy to encourage Canadian

millennials (Canadians 18-34 years old) to explore Canada. One of the goals is to market and sustain youth as a travel segment. Canada needs to be marketed as a fun destination, with vibrant nightlife, festivals and outdoor adventures in order to attract young travellers (Cameron, 2014).

Even though there is a lot of economic value and potential in the young traveller market, there is very limited data available (Olimpia, 2010). This research analyzed the young traveller market in Canada in more detail by looking at travellers' socio-demographics and psychographics, travel motivations and if travellers' socio-demographics and psychographics influence their travel motivations.

Socio-demographics & Psychographics of young travellers in Canada

Previous studies have shown that studying the socio-demographics alone is not sufficient (Kattiyapornpong & Miller, 2011). Psychographics have made significant contributions to the area of marketing (Hsu & Lee, 2002; Hsu, Wolfe, & Kang, 2002). Some of the studies in this area have revealed that travellers have different motivations and reasons to travel (Uriely, Yonay & Simchai, 2004; UNWTO, 2008). Therefore, this research has examined the psychographics and motivations of the young traveller market. It is suggested that by having data on the markets' socio-demographics and psychographics, tourism planners and managers and other stakeholders will be able to develop specific marketing strategies in order to meet the market's needs and wants more efficiently.

This study consisted of 443 survey respondents and 9 interviewees. The young travellers of this study were between 18-35 years old (average 25 years) and mainly from Germany, the United Kingdom, Australia, Canada and Ireland. Most of the young travellers had already gained a Bachelor's degree, were employed and undertook 3-5 international trips in the last three years. The majority of respondents in this study were female. Overall, young travellers came to Canada for pleasure and holiday related reasons or to do Work & Travel. Their average trip length was between 1 and more than 2 years, which is quite typical for Work & Travel as these travellers go overseas for longer periods of time to live and work at the destination.

Young travellers identified themselves as Traveller, Backpacker or Young Professional. These three identities were most common among the respondents of this study. Travellers spent on average more than \$3000 while in Canada, planned on working to earn money while travelling, and spent most of their time in British Columbia. Among the survey respondents

(N=443) of this study, 119 recently returned home from Canada, 200 are currently travelling in Canada, and 124 are thinking about travelling to Canada in the near future.

Most of the respondents travelled on their own and had no preference regarding whom to hang out with, which means that travellers were generally open towards meeting new people. The majority used a laptop in order to book accommodation or transportation. Hostels were the most common type of accommodation, which was described as a social place where it is easy to meet new people. Moreover, staying at hostels is generally cheaper than staying at hotels, which fits to the travel style of young travellers who usually travel on a low budget. Staying at hostels is also more convenient for people who travel around and move on to a different location after short time as they do not need to look for an apartment where they probably would have to sign a lease. In order to travel around Canada, young travellers used the bus or coach, which was mainly due to the fact that these two methods of transportation are perceived to be inexpensive and also methods of transportation that are used by local people on a daily basis. Must-have travel accessories were smartphones, cameras and laptops.

The majority of previous studies on the young traveller market worldwide looked at backpackers, the largest segment of the young traveller market, and revealed that the average backpacker is around 25 years old. Young travellers in previous studies were on average 25 years (Loker-Murphy, 2010), or between 20 and 29 years (Mohsin & Ryan, 2003), or 15-29 years old (Loker-Murphy & Pearce, 1995), or under 29 years old (Thyne, Davies, & Nash, 2005) or between 21 and 30 years old (Paris & Teye, 2010). Sorensen (2003) stated that the vast majority of backpackers are between 22-27 years old and Mohsin and Ryan (2001) revealed that 90% of backpackers are under 30. The results of this study on the young travellers in Canada support these findings. The average age in this study was 25.2 and fits to the different age ranges of previous studies. In 2012, the CTC stated in its Tourism Snapshot that international travellers to Canada tend to become younger as visitors aged 24 and under grew by 24% (Canadian Tourism Commission, 2012).

The study sample in most of these studies was rather evenly divided between female and male respondents (Ryan & Mohsin, 2001; Mohsin & Ryan, 2003; Thyne, Davies, & Nash, 2005; Paris & Teye, 2010; Loker-Murphy, 2010), which is not supported by this study where there were a lot more female participants than male. There are no clear indicators on why there is such a large amount of female respondents in this study. It can be assumed that the majority of

members in the Facebook groups where the link to the online survey was distributed were female.

Recently, studies on young travellers showed that travellers had a high level of education (Sorensen, 2003; Cohen, 2003; Mohsin & Ryan, 2003; Thyne, Davies, & Nash, 2005; Loker-Murphy, 2010; Paris & Teye, 2010) and were employed (Loker-Murphy & Pearce, 1995; Sorensen, 2003; Cohen, 2003; Thyne, Davies, & Nash, 2005), which is also supported by this study. Therefore, one can assume that young travellers generally go travelling after university, which could also make it easier to find a job that is related to their studies. Most of the young travellers in Canada had already gained a Bachelor's degree and were employed and therefore, the results of this study support the results of previous studies. This might be due to the reason that young travellers tend to travel to Australia and New Zealand in-between high school and university and are more likely to travel to North America in order to do an internship for university, or after the completion of university.

Sorensen (2003), O'Reilly (2006) and Maoz (2007) stated that backpackers were mainly from North America, Australia, New Zealand and Western Europe. Other researchers stated that young travellers were mainly from the UK (Loker-Murphy & Pearce, 1995; Murphy, 2000; Ryan & Mohsin, 2001; Mohsin & Ryan, 2003; Thyne, Davies, & Nash, 2005; Loker-Murphy, 2010), Germany (Thyne, Davies, & Nash, 2005; Loker-Murphy, 2010; Paris & Teye, 2010, Australia (Ryan & Mohsin, 2001; Mohsin & Ryan, 2003; Paris & Teye, 2010) and Ireland (Loker-Murphy & Pearce, 1995; Murphy, 2000; Mohsin & Ryan, 2003; Loker-Murphy, 2010). In this study, most of the young travellers in Canada were from Germany, the United Kingdom, Australia, Canada and Ireland. The reason for this is that the researcher distributed the online survey link in Facebook groups that had a large number of Germans, Australians and British members. This situation is created due to the fact that the Facebook group had to have English as the main language, in order to be considered for this research, not every kind of Facebook group qualified. Moreover, certain countries, such as China have only restricted Internet access and there is simply no Facebook group for Chinese travellers to Canada. Therefore, the selection of Facebook groups had an influence on respondents' nationalities in this study. From a worldwide perspective, young travellers are very similar to each other in regards to their origin when comparing previous studies with each other.

Previous studies stated that the average trip length was 22.3 weeks (Ryan & Mohsin,

2001; Loker-Murphy, 2010), or less than a month (Mohsin & Ryan, Backpackers in the Northern Territory of Australia - Motives, Behaviours and Satisfactions, 2003) or 4 weeks or more (Loker-Murphy & Pearce, 1995). Sorensen's study (2003) showed that the usual length of a backpacking trip is between 2.5 and 18 months and that some travellers tend to work during their stay in order to finance their travels. In this study, the majority of respondents spent/ or was planning to spend between 1 month and up to 2 years in Canada. There seems to be a great variety among the trip length by comparing studies on young travellers internationally. Maoz (2007) stated that some travellers might work during their stay in order to finance their travels, which is also supported by this study, as the majority of respondents went/ or was planning to go to Canada in order to do Work & Travel (52.4%). Therefore, work can be seen as the primary interest (Pizam et al., 2000). In this study it became clear that the traveller's trip length depends on his or her reasons for coming to Canada. It is obvious that tourists or visitors tend to stay for shorter periods compared to backpackers or flashpackers whose main interest is to work and travel.

Thyne, Davies, and Nash (2005) found most young travellers travelled either with friends or alone. Mohsin and Ryan (2003), stated that most of the young travellers travelled on their own, or with their partner/spouse. This has been supported by this study where most of the young travellers in Canada stated that they mainly travelled on their own, with friends or with a partner/spouse. In the interviews it became clear that travellers choose a travel buddy solely on the purpose of their trip. The same accounts for accommodation and transportation. Interviewees stated that they rather stay in a hotel when travelling with their partner or family. Whereas travellers who travel on a low budget and on their own, stay at a hostel as it is a social place where it is easy to meet new people.

In regards to the booking preferences, the majority of respondents stated that they book their accommodation and transportation with either a laptop (73.4%) or smartphone (27.1%). This shows that technology, especially the Internet, is an integral part of the young traveller's travel experience. It is supported by the fact that all respondents belong to Generation Y, which is known to be a very tech-savvy generation (Lyons & Wearing, 2011). Generation Y prefers to book their travels online rather than in a travel agency, which was the case for the young travellers in Canada. This study, as well as the traveller survey by UNWTO & WYSE Travel Confederation (2011), revealed that more and more young travellers want to share their experiences with friends and families through social media, e.g. Facebook, Twitter and

Instagram. Moreover, young travellers interact with friends online, share photos of past trips on Facebook, seek unexplored destinations in online blogs, and couchsurf (Messe Berlin GmbH, 2013). Richards and Wilson (2003) stated that the main information source used for planning trips is the Internet. They connect with other travellers before, during, or after the trip in order to make informed decisions and to enhance the travel experience (Messe Berlin GmbH, 2013). Due to that, one can say that the easiest and most efficient way to reach and communicate with young travellers is online, which is very valuable for marketers.

With the Internet being an integral part of the young traveller's travel experiences, it is not surprising that guidebooks (such as Lonely Planet) were not very popular travel accessories among young travellers in this study. Must have travel items of young travellers included a laptop (67.9%) and a camera (67.9%). Only 40.2% of young travellers in this study carried a guidebook, which is less than half of the respondents.

Recently, studies have revealed that there is no clear definition of what a young traveller is in the tourism and travel industry. WYSE and UNWTO (2008) stated that it is difficult for governments and tourism organizations to define young travellers solely by their demographics only and recognized the need to look at traveller's travel style and motivations as well. This study supports the fact that there is no universally accepted definition of the term young traveller. Young travellers identified themselves with different kinds of identities. The majority of respondents identified themselves as "Traveller" (33.9%), "Backpacker" (27.1%) and "Young Professional" (23.5%), which were the most common identities among young travellers in Canada in this study. Recently, studies have shown that less than a quarter of young travellers worldwide described themselves as a backpacker (Richards & Wilson, 2003; UNWTO, 2008). A significant amount of Working Holiday Makers are backpackers (Loker-Murphy & Pearce, 1995; Pearce, 1990; (Ho, Lin, & Huang, 2012), which is supported by this study. Yet, one cannot generalize these findings as they only refer to 443 survey respondents and nine interviewees. Other identities as identified by respondents were WWOOF'ers (working worldwide on organic farms) (9.2%), Exchange students (1.6%), Luxury tourists (0.2%) and Au-pairs (0.5%). A new identity that as brought up in this study is "Young Professional". This identity has not been mentioned in any previous studies. This term evolved from one of the three visa types that Canada offers to young travellers, which is named "Young Professional Visa", and used for internships.

A small amount of young travellers in Canada identified themselves as flashpackers. Yet, the term flashpacker is still very new and not everyone was familiar with it. More research needs to be conducted into this new market segment. But overall, a large number of respondents fit into the flashpacker category due to the fact that they travel with a high level of electronic travel items. According to WYSE (2011), youth travel is not all about budget accommodation anymore, there has been a significant rise in flashpackers who have more money to spend and travel with a good amount of electronic devices. Godfrey (2011) stated that flashpackers like to travel with laptops, smartphones and cameras.

Market Segmentation: Travel Motivations of young travellers

In previous studies, Loker-Murphy (1996) and Chen, Bao and Huang (2013) segmented the young traveller market based on travel motivations. Additionally, Hecht and Martin (2006) conducted one of the few studies on backpackers in Canada. Loker-Murphy's (1996) study segmented backpackers' motives to travel to Australia. She found four market segments: Escapers/Relaxers, Social/Excitement-Seekers, Self-Developers and Achievers. She revealed that travellers had different travel motivations to travel to Australia based on different nationality groups. For instance, Europeans were more likely to be Self-Developers, whereas North Americans were more likely to be Social-Excitement Seekers.

In other studies Chen, Bao and Huang (2013) segmented Chinese backpackers by travel motivation and constructed the following segments: Destination Experiencers (34.3%), Self-Actualizers (49.5%) and Social Seekers (16.2%). Four motivation factors that motivated Chinese backpackers to travel were identified: social interaction, self-actualization, destination experience and escape and relaxation.

Hecht and Martin (2006) identified three main market segments in Canada's hostel market based on different age groups: the youth tourist backpacker (15-26), the transition backpackers (26-29) and the contemporary tourism backpacker (30+). Backpacker motivations towards hostels and travelling varied among age, gender and origin.

Travel Motivations of young travellers in Canada

The findings of these three studies as presented above are supported by the findings of this particular study. A series of chi-square tests were conducted among the socio-demographic variables to identify any significant differences based on identity. Chi-square tests revealed that there are significant differences among the young travellers' identities based on age, origin, trip

length, level of education and trip earnings. Therefore, the young travellers of this study are not a homogenous group when it comes to identity.

In order to investigate what the differences are among the travellers time of travelling (recently returned home from Canada, currently in Canada, and thinking about going to Canada in the future), another set of chi-square tests were conducted. The results showed that travellers who recently returned home from Canada, travellers who are currently in Canada and travellers who are thinking of going to Canada in the future are different from each other in regards to their travel style, preferred accommodation and transportation type.

The most common travel motivations among respondents were to experience everyday life in another country (60.5%), to build friendships with like-minded people from other countries (56.4%), to meet local people and characters (56.2%), to enjoy and improve my knowledge about Canada's physical settings and environment (54.6%), to experience the local culture and food (52.8%), to broaden my knowledge about the world (51.7%) and to experience things the local way (51%). All in all, young travellers in Canada wanted to get to know and familiarize themselves with Canada by meeting local people, trying out local food and doing things local people do, e.g. riding the skytrain to work every day. Local and unique experiences were very important to young travellers in Canada and their main reasons for travelling to Canada.

For this study, eight travel motivational themes were originally constructed: Knowledge about Canada, Local Culture, Social, Meaningfulness, Fulfillment, Escape, Self-development and Adaptability. Due to the fact that the overall Cronbach's Alpha scores of these eight motivation constructs were very low, factor analysis was conducted to improve the reliability of the constructs used to assess travel motivations. Factor analysis led to the four remaining motivation constructs: Destination Experience, Self-development, Experiences and Social. The construct label "Destination Experience" was taken from, Bao and Huang (2013) who referred to backpackers who valued the destination's culture, history, society and locals and their lifestyles. In this particular study, this construct refers to young travellers who wanted to enjoy and improve their knowledge about Canada's physical settings, environment, history, native people, local food and to experience everyday life as a local.

The motivation construct "Social" of this particular study refers to young travellers who would rather travel with other people than alone, who would prefer to spend time with people

from their own country, and who feel uncomfortable when they have to adjust to unfamiliar situations, languages, people and food. In Loker-Murphy's study (1996), Social/Excitement Seekers highly scored on social interaction and excitement. In Chen, Bao and Huang (2013), Social Seekers felt the desire of social interaction as a motivation item.

The motivation construct "Self-development" of this particular study refers to young travellers who were motivated by the desire for self-development, fulfillment and self-esteem. Chen, Bao and Huang's (2013) construct "Self-Actualizers" was very similar to this construct. In their study, Chinese backpackers were mainly driven to backpack by an inherent desire of self-actualization, escape and relaxation.

The motivation construct "Experiences" of this particular study refers to travellers who were seeking adventure, excitement, wanted to build friendships with like-minded people from other countries, and wanted to experience a destination the local way. Loker-Murphy's (1996) construct "Achievers", seems to be very similar to the Experiences construct in this particular study. Loker-Murphy's Achievers were motivated by improving knowledge and fulfilling a lifelong dream.

A series of ANOVAs were then conducted to figure out if travellers shared similar motivations to travel. ANOVAs revealed that the time of travelling (Recent travellers, current travellers, and past travellers) has a significant influence on the motivation construct Self-development ($p=0.31$). Current travellers (4.17) and travellers who recently returned home (4.15) were more motivated to travel in order to meet other travellers and to build friendships with like-minded people from other countries than future travellers (3.97). Moreover, one's identity (Traveller, Backpacker, Young Professional, Visitor and Tourist) has an influence on the motivation construct Social ($p=0.00$). Tourists (2.67), Young Professionals (2.54), Visitors (2.52) and Travellers (2.42) scored higher within the motivation construct "Social" than Backpackers (2.19).

One of the most pronounced differences when comparing this study to previous studies is that the travel motivation "to escape daily life" was not seen as a very important travel motivation among young travellers in Canada even though it is one of the most discussed travel motivation in literature (Sorensen, 2003; Cohen, 2003, Maoz, 2007). Especially interviewees denied that they travel in order to escape daily life. They would rather say that they travel in order to explore other places and to broaden their knowledge. Young travellers in Canada could

not identify with this motivation, as they did not see travelling as a way to escape. Travelling to them meant to broaden their horizons and to educate and develop themselves by learning about Canada's history, environment and local people. Overall, meeting new people and getting to know the local culture is very important to travellers worldwide. Beckendorff and Moscardo (2010) stated that young travellers have a strong desire to experience local cultures, which is also supported by UNWTO & WYSE Travel Confederation (2011) who stated that young travellers want to discover unfamiliar cultures (UNWTO & WYSE Travel Confederation, 2011) and Richards and Wilson (2003) who said that one of the main travel motivations of young travellers are to explore other cultures (Richards & Wilson, 2003). Besides that, the travel motivations of young travellers in Canada are very similar to the ones of travellers in previous studies: personal fulfilment (Ross, 1993; Loker-Murphy, 1996; Godfrey, 2011), to broaden one's knowledge about the world and other cultures (Riley, 1988; Jang & Cai, 2002; Mohsin & Ryan, 2003; Richards & Wilson, 2004; Moscardo, 2006; Kim, Oh & Jogaratnam, 2006; Niggel & Benson, 2008; Paris & Teye, 2010; Ooi & Lang, 2010; Godfrey, 2011; Cao, 2013), to meet new people and other social motives (Ross, 1993; Loker-Murphy, 1996; Mohsin & Ryan, 2003; Moscardo, 2006; Kim, Oh & Jogaratnam, 2006; Niggel & Benson, 2008; Godfrey, 2011; Cao, 2013), to interact with local people and to learn about the local culture (Riley, 1988; Pearce & Son, 2004; Richards & Wilson, 2004; Maoz, 2007; Benson & Seibert, 2009; Paris & Teye, 2010; Ooi & Laing, 2010; Ho, Lin & Huang, 2012; Godfrey, 2011; Cao, 2013) and to escape daily life or home (Josiam, Smeaton & Clements, 1998; Maoz, 2007; Niggel & Benson, 2008; Godfrey, 2011; Cao, 2013).

The affect of socio-demographics & psychographics on travel motivations

In order to answer the third research question, ANOVA's were conducted to assess if there are any significant differences among the four travel motivation constructs and traveller's socio-demographics and psychographics. Results showed significant differences among the 4 remaining travel motivation constructs by age, gender, employment, trip length, amount of trips taken in the last three years, trip spending, trip earnings and identity. This means that even though travellers share the same travel motivations they are not the same based on their demographics and psychographics. The motivation construct Destination Experience showed significant differences among the traveller's gender, employment status and trip earnings. The construct Self-development differentiates among the traveller's age, gender, trip length, trip spending and trip earnings. The construct Experiences is significantly different among traveller's

gender, employment status, trip length, trip spending and trip earnings, and the construct Social is significant different among traveller's trip length, the amount of tips taken in the past 3 years, trip earnings and identity. Overall, young travellers in Canada are not a homogenous group when considering their socio-demographics, psychographics and travel motivations. They are all different from each other but when compared internationally, young travellers are similar to each other.

Study Limitations

The results of this study offer evidence of a heterogeneous young traveller market in Canada. Hence, future research should seek a deeper understanding of the young traveller market in Canada. The study presented has only covered the surface of the topic of young travellers in Canada so the opportunity for further study is quite substantial.

This study has a number of limitations. Overall, one needs to highlight that the study's sample size (N=443) is not a representative sample of all young travellers in Canada. Results of this study are not an even representation of gendered perspectives neither can results be based on nationality. The sample was heavily represented by female respondents and is therefore not an even representation of gendered perspectives. Moreover, the majority of respondents are from Germany, Australia, the UK, Ireland and Canada. This is due to the fact that most of the young travellers in the Facebook groups, where the study was advertised, are originally from these countries. Other Facebook groups, such as one for Mexican and Chinese travellers could not be considered for this study, as the primary or secondary language in these groups was not English, which was a requirement in order to be considered for this study.

The results of this study give a good insight into the young traveller market in Canada but represent only a total of 443 young travellers. In terms of operationalization, the study was only accessible to young travellers who were on Facebook and active during the study period, as the study was not advertised anywhere else but Facebook.

In regards to the interviews, the interviewees were all very similar in regards to nationality. The sample size of interviewees is also not representative for the entire young traveller market in Canada but these interviews were very helpful to support the major concepts and results of the survey. Moreover, interviewees gave a more detailed and deeper insight into the psychographics and the travel motivations of young travellers in Canada.

In future studies, one needs to gain a bigger sample of interviewees from a large variety of backgrounds and cultures. Interviewees in this particular study gave a better understanding and a deeper insight into the travel motivations of young travellers in Canada. The interviews were very valuable for this research and sometimes even helped to analyse the answer of survey respondents more in-depth.

If a study sample of a great variety of nationalities and genders is desired, then surveys or interviews at hostels or at places where young travellers spend their leisure time, e.g. a pub or library should be taken into consideration. Moreover, the study needs to be advertised via various distribution channels, not just Facebook in order to reach a wider audience. By doing so, a very diverse sample can be included into the study. Also, in order to have data that is heavily reliant on statistical analysis, one could concentrate on quantitative research only.

Future Research

This study provides an exploratory initial study of this topic it seeks to act as a guide for exploring and examining the young traveller market in Canada. The results presented in this study may not be applicable to the entire young traveller market in Canada or to young travellers worldwide but this exploratory study provides an initial framework to allow future research and comparisons to other existing studies.

Possible future research topics that evolved from this study are:

- Influence of the Internet and Social Media on young traveller's decision-making process.
- Young travellers online: use patterns, online culture
- Impact of online communities on young traveller consumption patterns
- Sustainability practices of young travellers
- Given the heterogeneity of young travellers, further research is also needed on more specific sub segments, e.g. the new evolving flashpacker market.
- Culture as an integral part of young travellers' travel style and preferences; The influence of culture on young travellers
- The historical and social context, which generates the motivation for travelling from different national backgrounds.
- How do young travellers represent and narrate their travel experiences?
- Canada's domestic young travellers market versus its international young travellers market. Differences and similarities.

- Canada's tourism deficit and the potential of its young traveller market.

Importance of this study

There is a lot of economic value in the young traveller market as these travellers stay for longer periods of time and spend more money than other segments (UNWTO & WYSE Travel Confederation, 2011). In 2012, young travellers spent \$217 billion worldwide (UNWTO & WYSE Travel Confederation, 2011). This market has shown more growth than any other market in the past. Due to the rising youth unemployment rate and globalization, more young people than ever go abroad to travel to gain work experience in order to improve their resumes (UNWTO & WYSE Travel Confederation, 2011). Youth travel is a great future investment and therefore destinations need to develop and market this market more effectively.

Canada has not researched its international youth segment in detail, this study helps to gain a better understanding of this market. Only a limited amount of research exists in literature that addresses Canada whereas other countries such as Australia or New Zealand have been extensively studied and are well-known backpacker destinations. This study can be used as a guide for future research and reference in developing the research on this topic in Canada.

Tourism researchers and DMO's use market segmentation to study opportunities for competitive advantage in the marketplace. Segmenting the young traveller market has many benefits for the Canadian Tourism Commission (CTC), DMO's (e.g. Tourism BC, Tourism Vancouver) and tourism stakeholders (e.g. tour operators, hotels, hostels, attractions). Destination and tourism marketing managers can use the findings that were presented in this study in order to develop attractive tourism products and services and promotional campaigns that attract the young traveller market to Canada. By getting to know the young traveller market in Canada, tourism stakeholders have to decide if they want to approach each market segment differently, after fully understanding the demographics, psychographics, travel motivations, needs and wants of the market. Different marketing strategies for each market need to be developed in order to address the unique attributes of each market. By developing marketing strategies that are specifically designed for the individual market segments, loyal relationships will be build by developing and offering products and services that are desired by each market segment. This also helps to retain visitors.

By segmenting the young traveller market, tourism stakeholders also get to know which market segment is the most and least profitable one, meaning who will be most likely to buy the

tourism products and services that already exist in Canada. This would also help to keep costs down by marketing products and services more efficiently. Products and services that are not desired by a market would not need to be heavily marketed to them. Efforts could be focused on improving Canada's tourism products and services in a specific way rather than trying to improve all at the same time at high cost. The CTC could either target the young traveller market as a whole or focus on a niche segment, e.g. the flashpacker segment. It would be most profitable economically to focus on the market segments that spend long periods of time in Canada. Apart from that, new products could be developed or improved to meet the markets' needs and wants. Overall, by segmenting the young traveller market, the CTC would be able to customize products and services for each segment in order to meet the market's needs and wants. Knowing the young travellers in Canada also helps to be ahead of competitors such as Australia for instance. In doing so, Canada could gain a competitive advantage over its competitors.

One of the most valuable insights from this study for the CTC, DMO's and tourism stakeholders is for instance that young travellers are a very tech-savvy generation and plan their trip, as well as book and buy tourism product and services, and share travel experiences online. Therefore, it is most effective to communicate with young travellers online. The CTC needs to develop specific online marketing strategies for the young travellers market and make information about Canada's young traveller products and services available online so that young travellers can access those easily. This is the main reason why the survey and participant recruitment for this study took place entirely online. The CTC needs to adapt its strategies and may shift its marketing strategies to a more web-based approach for marketing and branding purposes. The Internet is the best way to reach the young traveller market and should therefore be the preferred channel of distribution and communication for tourism stakeholders. Having information accessible online is important in order to communicate with young travellers.

One of the weaknesses mentioned by the CTC is that there is a lack of awareness of Canada's tourism products and services among millennials. One of the CTC's opportunities and strategic directions for the young traveller market is to develop a variety of tourism products for the millennial market (Canadian Tourism Commission, 2015), which need to be marketed to young travellers online.

Targeting the Young Traveller Market in Canada

Generation Y has a very high number of consumer confidence, trendsetter, and well networked (American Express, 2010). Most of their information comes from trusted resources, such as family and friends. They like exclusive information and images that give them a sneak peek at new products (American Express, 2010). Gen Y is always connected to the Internet, rely heavily on technology for communication and information, and give real-time feedback via social media (e.g. Facebook or Twitter) (American Express, 2010).

Considering that Gen Y is very tech-savvy, a section on the website of the CTC could be made available where young travellers can learn about the various products and services that Canada offers for this market including a section where young travellers can give feedback or comment on products and services. This also gives young travellers the opportunity to share their travel experiences and make recommendations to future travellers.

There are also various companies that support young travellers (18-35) in organizing their trips to Canada, especially Work & Travel or internships, such as INTERNEX, The Global Work & Travel Co. or Go International. A list of these operators could be made available on the website of the CTC to travellers so they could get additional information or help if needed.

The following will address the four different motivational constructs and themes and words that need to be included in advertisement and marketing campaigns in order to target each one of these traveller segments effectively.

Destination Experience

This motivational construct includes young travellers who wanted to enjoy and improve their knowledge about Canada's physical settings, environment, history, native people, local food and to experience everyday life as a local. Therefore, advertisement and marketing messages should include words and images that refer to these particular motivations such as "diverse nature" or "things to do in Canada". Travellers wanted to get a "taste" or impression of what Canada is like.

Self-development

This motivational construct includes young travellers who were motivated by the desire for self-development, fulfillment and self-esteem. Advertisement should include the fact that travelling educates and is beneficial for the resume. It should address that travellers will become more independent and responsible while travelling as they get to make their own decisions and

have to look after themselves. Also, travellers in this category referred to “fulfill a long-life dream and ambition” as an important travel motivation. By making information about Canada, its products and services easily accessible to young travellers online, so they can inform and prepare themselves properly, they may realize that it is manageable to fulfill their dream of travelling to Canada. More specifically, information regarding housing (e.g. where to look for accommodation) and transportation options, how to open a bank account, or where to apply for a Social Insurance Number (SIN) could be made available online.

Social

This motivational construct includes young travellers who would rather travel with other people than alone, who would prefer to spend time with people from their own country, and who feel uncomfortable when they have to adjust to unfamiliar situations, languages, people and food. Travellers in this particular motivation construct would rather book an organized tour than travel on their own. Canadian tour operators that target young travellers (e.g. Moose Travel Network, G-Adventures, or Contiki) offer various pre-organized trips and daytours (e.g. a 3 day trip through the Canadian Rocky Mountains) for young travellers that need to be marketed to this group more specifically. For these operators, it is important to be present on social media, especially Facebook, and to have an informative website that displays all their products and services.

Experiences

This motivation construct includes travellers who were seeking adventure, excitement, wanted to build friendships with like-minded people from other countries, and wanted to experience Canada the local way. This particular group is interested in participating in activities and events that locals would do. “Local” was an important theme for this group. In order to target this group of travellers, advertisement and ads could include themes such as “local experiences” or “cultural diversity”. Travellers wanted to get a deeper understanding and insight into the country and its culture. They do not “just” want to try out local foods, e.g. poutine, they also want to know the idea behind it, how it is made, and what area or town it originates in. Images could include typical Canadian foods or activities, e.g. canoeing and ice hockey. Also, the fact that Canada is a very diverse country in regards to nationalities and cultures could be addressed within marketing as these travellers are interested in building friendships with like-minded people from other countries.

For Canadian businesses targeting the young traveller market, it is important to be present on different social media channels, to update their website content regularly and to keep up with trends (American Express, 2010). Businesses could post on Facebook and tweet on Twitter several times during the day to stay connected. This is very important to increase brand awareness (Mitchell, 2012). Visual content is also known to be important to Gen Y. Therefore, images addressing the main travel motivations could be included in advertisement.

Generation Y is passionate about world issues and the environment (American Express, 2010). For a business in order to be competitive, it is crucial to think outside the box nowadays. If a business would, besides offering excellent products and services to young travellers, also be sustainable and care about the environment by limiting its ecological footprint for instance (e.g. local tour guides, paperless office environment), that would be very attractive to young travellers. Young travellers would remember that this one business is different from others as it has sustainability integrated into its business practices as well.

This research revealed that experience plays an important role. Young travellers in Canada were motivated to go to Canada, as they wanted to get to know the country, its local people, culture and food. They were not just interested in getting to know Canada and to participate in typical Canadian activities, e.g. kayaking, they wanted to get a deeper insight and understanding of the country's local people and make authentic and unique experiences. Therefore, experience is an important theme that needs to be included in ads and marketing campaigns.

According to Cassano (2015), spending money on experiences brings more happiness than buying material goods overall. Happiness from material goods or purchases fades over time, but experiences become an integrated part of our identity and stay in our memory long-term. Moreover, sharing experiences with other people connects one to another. Experiences can be consumed with other people, e.g. going on vacation with a friend, who becomes part of the experience and story that one tells to one another (Cassano, 2015).

Sustainable Leisure Management

In terms of sustainable leisure management, young people are very innovative and open towards "change". They are not afraid to experiment with the new (UNWTO & WYSE Travel Confederation, 2011) and therefore very important for sustainable leisure management. In order to assure sustainable development, young people are needed, as they are able to cope with the

rapidly changing tourism and travel industry. They make new links and are helpful in connecting actors with each other (UNWTO & WYSE Travel Confederation, 2011). ‘Young people are pioneering the use of social networking sites in searching for travel information and purchasing products’ (UNWTO & WYSE Travel Confederation, 2011, p.5). This market is a major ‘opportunity for future growth in the travel industry’ as seen in this study (UNWTO & WYSE Travel Confederation, 2011, p.6). Travel has many benefits. It is a form of learning, a way to meet new people, getting to know other cultures, career and self-development. It is part of one’s identity and an essential part of life that shapes human beings (UNWTO & WYSE Travel Confederation, 2011). Young travellers also tend to ‘spend their money directly with local suppliers’ rather than international chains (UNWTO & WYSE Travel Confederation, 2011, p.8). Overall, youth travel brings innovation, connects cultures with each other, education, economic value and social support for local communities as young travellers spend a greater portion of their budget at the destination (UNWTO & WYSE Travel Confederation, 2011).

Conclusions

The main objective of this study was to segment young travellers to Canada based on their travel motivations. This study identified Traveller, Backpacker and Young Professional to be the most common identities among young travellers in Canada. The most common travel motivations were to experience everyday life in another country, to build friendships with like-minded people from other countries, to meet local people and characters, to enjoy and improve knowledge about Canada's physical settings and environment, to experience the local culture and food, to broaden knowledge about the world and to experience things the local way.

There were significant differences among the young travellers’ identities based on age, origin, trip length, level of education and trip earnings. Moreover, depending on when young travellers travel to Canada, young travellers differed from each other among their different reasons for coming to Canada, their travel style, preferred accommodation and transportation type. Also, the travel motivations were significantly influenced by age, gender, employment, trip length, amount of trips taken in the last three years, trip spending, trip earnings and identity.

Overall, young travellers in Canada are not a homogenous group regarding their socio-demographics, psychographics and travel motivations. They are all different from each other but overall similar to young travellers worldwide. In this particular study, “experience” played a very

important role to travellers. Young travellers wanted to make authentic experiences, e.g. interacting with local people, rather than just experience the destination as a tourist. Young travellers wanted to experience Canada the local way, travel the local way, interact with local people and do local things.

One of the main results of this study is that the Internet is an integral part of young travellers' travel style. Therefore, it is crucial for Canadian tourism stakeholders to study this market and its unique market segments. The CTC needs to develop specific online marketing strategies for the young traveller market to market its tourism products and services more effectively. Future research should seek a deeper understanding of the young traveller market in Canada. This study can act as a guide for exploring and examining the young traveller market in Canada.

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Appendices

Appendix A – Knowledge Mobilization Product

Due to the limited amount of literature on the young traveller market in Canada, this study will contribute knowledge to the body of literature and provide other academics with valuable information. By doing so this will help other academics who are interested in the young traveller market in Canada to shape their research. This study will also help researchers who are interested in using e.g. Facebook as a research method for future studies. Moreover, due to the fact that only little research has been done on this market, this research will help marketers and tourism stakeholders in Canada to better understand the young traveller market and how to market it more effectively.

(1) Strategy

In order to share the research findings, several knowledge mobilization techniques were selected by the researcher:

Blog writing

I would like to write an article for the World Leisure Centre of Excellence blog. Blog posts for this website have been written by the researcher in the past and were seen as beneficial and informative by the audience. Through mobilizing this knowledge to other academics, the researcher wants to draw more attention to the importance of the young traveller market in Canada as not a lot of attention has been drawn to this market up to date.

Furthermore, there are a few backpacker blogs and online magazines for young travellers in Canada and worldwide such as I Backpack Canada or Backpacker Buzz (belongs to HI Hostelling International) and as well the Backpacker Magazine where I would like to send an article to as those blogs and magazines allow freelancers to submit articles that fit to their standards. On those online blogs, the researcher will be able to share her experience, as well as the research findings and recommendations of this study. Depending on the publication guidelines, my contact information may be included so that readers will be encouraged to contact me with questions, comments and suggestions regarding the study. This on-going knowledge sharing and mobilization will help to draw more attention towards the young traveller market and to give a better insight into the market as well.

Academic Journal

In an academic sense, I would like to publish an article in a tourism journal in order to share the findings with a wider academic audience. This research fills a gap in literature and is therefore beneficial to other academics. Due to the fact that previous studies have not yet examined the international young traveller market in Canada, this study will be shared through the form of an academic article once an appropriate journal has been identified together with my supervisors.

(2) More detailed description of one product

Summary Report

In order to pass on the results, I will prepare a summary report and offer it to tourism organisations and companies in Canada that target young travellers (e.g. Moose Travel Network and West Trek Tours). The summary report will include the main research findings and will be beneficial to those companies as there has been very little research done on this market. I will also share this report with my colleagues and employer and allow them to share it with their contacts in the tourism industry. Moreover, this summary report will also be available on the Facebook research site so the young travellers have access to it as some participants already stated their interest in receiving such a report.

Appendix B – Reflective Chapter

What were the major findings of the research?

The main objective of this study was to segment young travellers to Canada based on their travel motivations and to identify whether independent market segments exist among travellers. This research gave key insights that helped to advance the current understanding of the topic. The results revealed that young travellers in Canada are not a homogenous group. The study identified three market segments (Traveller, Backpacker and Young Professional) and four motivational constructs (Destination Experience, Self-development, Experiences and Social) to be the most important ones among young travellers in Canada. The survey data lead to the following travel motivations: to experience everyday life in another country (60.5%), to build friendships with like-minded people from other countries (56.4%), to meet local people and characters (56.2%), to enjoy & improve my knowledge about Canada's physical settings and environment (54.6%), to experience the local culture and food (52.8%), to broaden my knowledge about the world (51.7%) and to experience things the local way (51%). The factor analysis eliminated six motivation statements and revealed 4 factors to be the most important once. These were named: Destination Experience, Self-development, Experiences and Social. One of the most valuable insights from this study for the CTC, DMO's and tourism stakeholders is that young travellers are a very tech-savvy generation and plan their trip, as well as book and buy tourism product and services, and share travel experiences online.

What were the major practical implications of the research?

The Canadian Tourism Commission has just recently recognized the potential of the young traveller market and studied Canadian young travellers in Canada more closely in order to get an insight into this domestic market. Canada's tourism deficit is increasing and therefore, the Canadian Tourism Commission needs to market and sustain youth as a travel segment. There is no marketing campaign for young travellers in Canada yet.

The Canadian Tourism Commission needs to market Canada to international young travellers more efficiently and to develop tourism products that are desired by this market. The CTC needs to create awareness of the tourism products that Canada has to offer. There is lot of economic value and potential in the young traveller market but only limited data available up to date.

What I learned during each stage of the research process

I am glad that I had changed my thesis topic last minute, as I am very passionate about this thesis topic and probably would have struggled a lot with my original topic. Since I had to write a Bachelor's thesis in the Netherlands already, the overall thesis process was not new to me but the ethics proposal and review were. The ethics review was helpful because it made me think about ethical issues that I would have otherwise never thought about and it stressed the fact how careful I had to be when wording my research, survey and interview questions. Writing the literature review was a very beneficial experience as I learned about previous studies that have taken a similar approach, which helped me shape my research. I was surprised that there is such a large amount of research on the backpacker market. It was interesting to learn about the Flashpacker market, the new evolving, more upper-class version of the backpacker market. I enjoyed data collection the most. I was surprised how well the survey was accepted by Facebook users and could have never imagined to receive so many responses. Even though I was not too excited to conduct semi-structured interviews at the beginning, I really enjoyed it. It was a lot of fun to connect with travellers through Facebook and to meet these "strangers" in Vancouver or via Skype depending on where they were located. Listening to their stories gave me a lot of energy and motivation. I was also overwhelmed by the interest that individuals and companies showed in my research.

Data analysis took a long time as I ended up analyzing quite some data with SPSS, which I had never used before. Therefore, I had to invest a lot of time to get to know SPSS and the various tests that I had to use for this research. It was sometimes a bit frustrating but also very rewarding.

Writing up the results chapter was a bit challenging as it was tricky to organize the results in a way that they were easy to understand by others. On the other end, the discussion was probably the most enjoyable chapter as I had the chance to state my own opinion and thoughts and also make suggestions to tourism stakeholders and propose future research. Overall, I am highly satisfied with my research and its outcome.

Changes between proposal and final product

In my original proposal I wanted to conduct semi-structured interviews at hostels in different locations in BC. Due to the fact that I had been offered a job in Vancouver I moved back to the Mainland and therefore, the planned data collection for the interviews was not

feasible anymore. Due to time constraints, I decided to conduct these interviews either in Vancouver or via Skype, depending on the interviewees' location. Interviewees were recruited via Facebook and I was more than happy with the outcome. Quite a few people in different locations showed interest in the research and were more than willing to meet up for a coffee or to schedule a Skype interview.

Challenges faced during the research process

Due to the fact that I have travelled for a few years myself, I had to be careful not to state my own experiences and thoughts when writing up my results. I could identify myself with my target population very well and therefore, it was sometimes hard to have a neutral opinion. Besides that, due to the fact that not many studies have used Facebook in order to collect data or recruit participants, there was not a lot of guidance and recommendations on how to use this social media platform for research purposes.

How did you manage threats to the reliability and validity of your research?

In order to manage threats to reliability and validity of the research, I made sure that all interviewees were very knowledgeable about the research topic. I spent quite a fair amount of time talking to every individual, which allowed me to draw conclusions from our conversations. Moreover, I recorded almost every interview and transcribed them in order to ensure that my field notes were correct and I had understood the interviewees correctly. In regards to the online survey, SurveyMonkey has the ability to store and track responses. Responses were downloaded in various formats, such as Excel, in order to prevent errors in transferring the data. The Excel spreadsheet was directly opened in SPSS in order to prevent human error.

What I am most proud of

I am very proud of the overall research, especially the outcome of the online survey and the overall study findings. I could have never imagined that I would get so many young travellers to fill in the survey and was overwhelmed how supportive and eager people were to help me with my study. I am glad that I chose this topic because "travelling" seems to be a topic everyone likes to talk about and to tell his or her travel stories and experiences. I am happy that I have chosen a topic that I am very passionate about and whose results are very valuable for the Canadian Tourism Commission, tourism stakeholders, other businesses and academics.

What impact would you like your research to have?

I would like my research to be a resource and guide for the Canadian Tourism Commission, tourism organizations, businesses and other stakeholders who are trying to attract young travellers to Canada and to market Canada to young travellers worldwide in order to make Canada known as a destination that is suitable for young travellers. I want my research to make these stakeholders realize that there is a lot of potential in the young traveller market and that it is not a homogenous group. By sharing the results of my research, I want stakeholders to be able to develop tourism products that cater to the market's needs and wants in order to benefit from the economic value of this market. Moreover, I hope that this study will give a good insight into this market and the socio-demographics, psychographics and travel motivations of young travellers in Canada.

Appendix C – Online Survey Questions

Master's Thesis Research

Welcome!

This research is part of my Master's thesis, which is a partial fulfilment of my MA Degree in Sustainable Leisure Management at Vancouver Island University, British Columbia, Canada. The purpose of this study is to analyse the travel motivations of young travellers (aged 18-35) in Canada by looking at their socio-demographics and psychographics and how these affect one's travel motivations. During this study, you will be asked to complete a number of questions concerning your travel motivations and interests regarding travelling to and in Canada. Some general motivation statements will be asked as well. Socio-demographics (e.g. gender, age, origin, trip duration, etc.) will be asked, however, the survey does not contain information that will personally identify you. Interviewees will remain completely anonymous. Your participation will require approximately 5-8 minutes of your time.

Please review the [Consent Form](#) prior starting the survey.

If you have any questions about this research project, or would like more information, please feel free to contact me at this e-mail address: Anna Nehm - annanehm@stumail.viu.ca

You can also find more information on this [Facebook](#) site.

Thank you for participating in our survey. Your feedback is important.

Background information

Please provide some information about your background:

1. By completing and submitting this online survey, I am consenting to participate in this research and for information that I provide to be used in study results.

Yes

2. What is your age?

3. What is your country of origin?

4. What is your gender?

Female

Male

5. What is the highest level of education you have completed?

High school

University/College Certificate

Bachelor degree

Postgraduate degree

Master's Thesis Research

6. What is your current employment status?

- Student
- Student and employed
- Employed
- Self-employed
- Neither student nor employed

7. How many international trips have you taken in the last three years?

- 1-2
- 3-5
- 6-9
- 10-12
- >12

8. Please specify your current situation in regards to travelling in Canada

- I recently returned home from my trip to/in Canada
- I am currently travelling in Canada
- I am thinking about travelling to Canada in the near future

Already returned home from Canada

Please provide some information in regards to your travel style:

1. What kind of traveller would you consider yourself as?

- Backpacker
- Traveller
- Young Professional
- Visitor
- Tourist

Other (please specify)

Master's Thesis Research

2. Why did you travel to/in Canada?

- Holiday/ Pleasure
- Work
- Travel
- Work & Travel
- Visited Friends & Relatives
- Business
- Attended a language school/ University
- To do an internship/ placement
- Volunteering/ Woofing

3. Evaluate the following statements: Why did you go to Canada?

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
To escape other places & the pressure of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relax mentally and physically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To broaden my knowledge about the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be independent and free.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To achieve personal goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. How long was your trip?

- <1 month
- 1-2 months
- 3-4 months
- 6 months
- 1 year
- 1-2 years
- >2 years

Master's Thesis Research

5. How much money did you spend while travelling in Canada?

- Less than \$500
- \$501-\$1000
- \$1001-\$1500
- \$1501-\$3000
- More than \$3000
- I don't know.

6. Did you work in order to earn money during your stay in Canada?

- No.
- A little.
- A lot.

7. Which of the following provinces & territories did you visit in Canada?

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Quebec
- Nunavut
- New Brunswick
- Prince Edward Island
- Nova Scotia
- Newfoundland & Labrador
- Yukon
- Northwest Territories

Master's Thesis Research

8. Please evaluate the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I wanted to enjoy & improve my knowledge about Canada's physical settings and environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to enjoy & improve my knowledge about the country's history.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to learn about Canada's Native people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to meet local people and characters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to experience everyday life in another place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to experience the local culture and food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Who did you travel with in Canada?

- Alone
- Partner/husband/wife/spouse
- Family
- Friends
- Other (please specify)

10. Who did you mainly hang out with?

- Travellers of my own nationality.
- Travellers of other nationalities.
- As many different nationalities as possible.
- Locals.
- Whoever I got along with.

Master's Thesis Research

11. Please evaluate the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I like to spend most of my time with people from my own country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd rather spend my time with locals than other travellers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building friendships with like-minded people from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adjusting to unfamiliar locations, food, people and language makes me feel uncomfortable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The best way to know a place is just to walk around and do everyday things like eating, shopping, socializing, just as locals would.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more comfortable travelling with other people or a tour.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. How did you usually book your transportation and accommodation while travelling in Canada?

- Cell phone/ Mobile
- Tablet
- Desktop
- Laptop
- In person (e.g. Travel Agency)

Other (please specify)

Master's Thesis Research

13. Where did you stay while travelling in Canada?

- Hostel
- Rented my own place
- Hotel
- Shared apartment
- Caravan parks/ Camping/ Campervan/ Tent
- Couchsurfing
- Anything low budget
- Friends/ Family house

14. What kind of transportation did you mainly use while travelling in Canada?

- Bus/Coach
- Train/Skytrain
- Rideshare
- Own vehicle
- I rented a vehicle occasionally (e.g. Car2Go or MODO)
- Airplane

Other (please specify)

15. Please evaluate the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
This trip fulfilled a long-life dream & ambition.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I seeked exciting/adventurous things to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trip was a once in a lifetime experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This trip will make it easier to find a job in the professional field.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend visiting Canada to my friends & family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am planning to share my experiences upon return back home (e.g. through Social Media, Blog posts, Storytelling).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Master's Thesis Research

16. Which of the following items did you bring with you while travelling in Canada?

- Smartphone
- Laptop
- Tablet
- iPod/ MP3 player
- Kindle
- Camera
- Guidebooks (e.g. Lonely Planet)

Other (please specify)

Appendix D – Interview Questions

Socio- Demographic

- Where are you from? / How old are you?
- Is this your first time in Canada? / How many times have you been in Canada so far?
- How many international trips have you taken in the last three years?
- How long are you planning to stay in Canada?
- Where have you been so far in Canada? (What territories and provinces)
- Do you like to travel around in Canada? / Or do you tend to stay in one place only?
- What is your main purpose for coming to Canada? (Internship, Work, Travelling, studying...)
- What kind of visa are you holding? (Tourist Visa, Young Professional Visa, Work & Holiday Visa, Work-op Visa...)
- Did you do/ or are you planning on doing any volunteer work (e.g. woofing) during your stay in Canada?
- How did you prepare for your trip to Canada? (Online Research, by talking to friends and family, Travel Guide, Travel Agency, Facebook groups...)
- Did you book your flights and accommodation well in advance?
- Are you travelling with any guidebook? (Lonely Planet, Rough Guide..)
- Are you travelling on your own or with a friend/partner? / Do you rather travel on your own or with friends?
- Where do you usually stay when you travel? (hostel, renting a place, host family....)
- If employed: Are you employed long-term or do you usually work for a while and then travel and then work again?
- As what kind of traveller would you describe yourself?
- Backpacker, Tourist, Young Professional, Explorer, Adventurer...
- Do you like to meet local people and get to know their culture?

- Are you travelling with any kind of electronic devices? (Smartphone, laptop, iPad,...)

Psychographic

- What attracted you to come to Canada? /What made you choose for Canada? (Nature, local people, language, wildlife, culture...)

- What made you leave your home country? (Self-development, to escape daily-life, to make new friends, to explore the world, I did not know what to study back home...)
- What is your number 1 must do thing in Canada? (bungee jumping, see wild bears, Northern Lights, Rocky Mountains...)
- Do you engage in any events or activities in order to get to know Canada and its people better? (e.g. volunteer at local community events...)
- Do you feel more comfortable when you travel with an organized tour or group?
- Do you rather hang out with people from your own nationality or other (international) travellers?

Appendix E – Research Consent Form Online Survey

"TRAVEL MOTIVATIONS OF YOUNG TRAVELLERS IN CANADA"

Anna Nehm, Master's Student
Sustainable Leisure Management
Vancouver Island University
Email: annanehm@stumail.viu.ca
Mobile:

Pete Parker, Ph.D., Supervisor
Department of Recreation & Management
Vancouver Island University
Email: pete.parker@viu.ca
Phone: 250-753-3245 ext 2259

This research is part of my Master's thesis, which is a partial fulfilment of my MA Degree in Sustainable Leisure Management at Vancouver Island University, British Columbia, Canada. The purpose of this study is to analyse the travel motivations of young travellers (aged 18-35) in Canada by looking at their socio-demographics and psychographics and how these affect one's travel motivations. During this study, you will be asked to complete a number of questions concerning your travel motivations and interests regarding travelling to and in Canada. Some general motivation statements will be asked as well. Socio-demographics (e.g. gender, age, origin, trip duration, etc.) will be asked, however, the survey does not contain information that will personally identify you. Interviewees will remain completely anonymous. Your participation will require approximately 10 minutes of your time.

This survey is hosted by a web-survey company called *SurveyMonkey*. This company is located in the USA and as such is subject to U.S. laws. In particular, the US Patriot Act which allows authorities access to the records of Internet service providers. However, this survey does not ask for any personal identifiers or any information that may be used to identify you. Therefore, you will remain completely anonymous and no link can be made between you and the data. I do not collect any identifying information such as IP address or web-site cookies. Upon completing the survey, you should clear your browser's history. Your confidentiality will be maintained to the degree permitted by the technology used. Specifically, for data sent via the Internet, no guarantees can be made regarding the interception of data by any third parties. Here is a link to the survey website's privacy policy for more information regarding the privacy of SurveyMonkey.com: <https://www.surveymonkey.com/mp/policy/privacy-policy/>

There are no harms associated with your participation in this research. The potential benefits of this study are that it will help Canadian tour operators, marketers, governments and tourism organizations to better understand Canada's young traveller market in regards to the market's needs and wants. With this understanding, marketers can develop products that are specifically designed to the young traveller's travel style.

All records of participation will be kept strictly confidential, such that only my supervisor and I will have access to the information. Electronic files will be stored on a password-protected computer. Data will be destroyed by shredding at the end of the project, approximately April 2015. Electronic files will also be deleted at that time. The results from this study will be reported in a written thesis report and an oral presentation at my thesis defense. Information about the project will not be made public in any way that identifies individual participants.

Your participation is completely voluntary. You may withdraw at any time for any reason without explanation and without penalty. You may choose not to answer any question for any reason. If you have any concerns about your treatment as a research participant in this study, please contact the VIU Research Ethics Officer, by telephone at 250-753-3245 (ext, 2665) or by email at reb@viu.ca.

If you have any questions about this research project, or would like more information, please feel free to contact me at this e-mail address: Anna Nehm - annanehm@stumail.viu.ca

By completing and submitting this online survey, you are consenting to participate in this research and for information you provide to be used in study results.

Appendix F – Research Consent Form Interviews

"TRAVEL MOTIVATIONS OF YOUNG TRAVELLERS IN CANADA"

Anna Nehm, Master's Student
Sustainable Leisure Management
Vancouver Island University
Email: annanehm@stumail.viu.ca
Mobile:

Pete Parker, Ph.D., Supervisor
Department of Recreation & Management
Vancouver Island University
Email: pete.parker@viu.ca
Phone: 250-753-3245 ext 2259

This research is part of my Master's thesis, which is a partial fulfilment of my MA Degree in Sustainable Leisure Management at Vancouver Island University, British Columbia, Canada. The purpose of this study is to analyse the travel motivations of young travellers (aged 18-35) in Canada by looking at their socio-demographics and psychographics and how these affect one's travel motivations. During this study, you will be asked to participate in an interview that will last between 30 and 45 minutes. The questions will address your travel motivations (e.g. Why did you chose Canada as a destination) and interests (e.g. what kind of places do you intend to visit in Canada) regarding travelling to and in Canada. Some general questions regarding your travel motivations as well as socio-demographics (e.g. gender, age, origin, trip duration, etc.) will be asked, however, the survey does not contain information that will personally identify you. Interviewees will remain completely anonymous.

There are no harms associated with your participation in this research. The potential benefits of this study are that it will help Canadian tour operators, marketers, governments and tourism organizations to better understand Canada's young traveller market in regards to the market's needs and wants. With this understanding, marketers can better develop products that are specifically designed to the young traveller's travel style.

With your permission I may record all or parts of the interview using a digital audio recorder. The file will be stored on a password-protected computer and all records of participation will be kept strictly confidential, such that only my supervisor and I will have access to the information. All hard copy data (e.g. field notes) will be destroyed by shredding at the end of the project, approximately April 2015. Electronic files will also be deleted at that time. The results from this study will be reported in a written thesis report and an oral presentation at my thesis defense. Information about the project will not be made public in any way that identifies individual participants. Due to the fact that interviews will be conducted in open and public areas, others may overhear the conversation and, consequently, other people may know that you participated in the research project. Therefore, it will not be possible to guarantee that participation will be confidential.

Your participation is completely voluntary. You may withdraw at any time for any reason without explanation and without penalty. You may choose not to answer any question for any reason. If you have any concerns about your treatment as a research participant in this study, please contact the VIU Research Ethics Officer by telephone at 250-753-3245 (ext, 2665) or by email at reb@viu.ca.

If you have any questions about this research project, or would like more information, please feel free to contact me at this e-mail address: Anna Nehm - annanehm@stumail.viu.ca

I have read the above form, understand the information read, understand that I can ask questions or withdraw at any time. I consent to participate in today's research study.

Participant's Signature

Date

Appendix G – Facebook Recruitment Script

This message was sent to the Administrators of each Facebook group before posting the link to the Facebook page.

Hi!

My name is Anna and I am an international Master's student at Vancouver Island University. I am doing my Master's thesis on the travel motivations of young travellers in Canada. I would like to get a better understanding of young travellers (aged 18-35) in Canada and better understand what motivates them to travel to and within Canada.

I chose this Facebook group because there are many members of this group who are young travellers and who are actively engaged in discussions pertaining to travelling in Canada.

If it is okay, I would like to post a link in this group that leads to my research page where one can participate in an online survey.

Please let me know if this is okay with you. Your help is much appreciated.

Thanks a lot for your time,
Anna

This information was posted in the Facebook groups together with the link to the research Facebook page if the Administrators agreed that it is okay to do so:

Hello, my name is Anna and I am an international Master student at Vancouver Island University. I am doing My Master's thesis on the travel motivations of young travellers in Canada.

I want to better understand why young people (18-35) travel to Canada, especially what motivates them to come here.

I would like to invite you to participate in my research. Please follow this link {link here} to get to my research page where you will find more information regarding my study. No personal data will be collected so the survey is completely anonymous.

You can participate in my research if you are between the ages of 18-35, are planning on going to Canada, are currently in Canada, or have been to Canada already. All nationalities are welcome!

Your opinion as a young traveller is very important to me and I would be very happy if you would take a few minutes to support me in my research.

Thank you!

This information was posted on the actual Facebook research page:

Hi!

My name is Anna Nehm and I am currently completing my Master's in Sustainable Leisure Management at Vancouver Island University.

For my thesis I am looking at the socio-demographics and psychographics of young travellers in Canada. This study focuses on young people aged 18-35 who are planning on going to Canada, are currently in Canada, or have been to Canada already.

As I have been a young traveller myself for about three years in Australia and New Zealand, this study is very important to me.

So far very little research has been done on the young traveller market in Canada and their specific reasons for coming to Canada, which will be addressed in my research.

My study proposes to conduct a market segmentation study on young travellers (aged 18-35) in Canada by looking at different travel motivations. This study proposes to (1) analyse the socio-demographics and psychographics of young travellers in Canada, (2) to analyse the travel motivations of young travellers in Canada and (3) to analyse if one's psychographics and socio-demographics affect one's travel motivations.

This study will help Canadian tour operators, marketers, governments and tourism organizations better understand Canada's young traveller market in regards to their needs and wants which enhance the development of products and policies that are specifically designed to the young traveller's travel style.

I am using Facebook as a platform to provide a link to my online survey and to provide detailed information regarding my study. Moreover, if you have any questions, please feel free to comment on this page or to send me a message. The survey is completely anonymous.

Please feel free to share the link to the survey as well.

By completing and submitting the online survey, you will be consenting to participate in this research and for information you provide to be used in study results.

