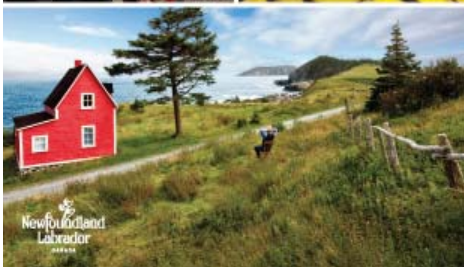
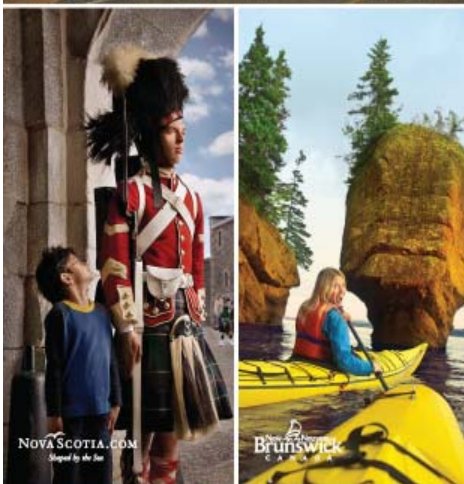


New England

Custom Segmentation Research



Date: January, 2011

Context: Summary Report

Author: Environics Analytics

Research Objectives & Methodology

Research Objectives

ACTP has made a decision to re-enter the New England market on a test basis. ACTP has commissioned Environics Analytics to help them identify efficient and cost effective ways to reach their target market using lifestyle segmentation. The study leveraged research from historical segmen-

tation analysis that had been completed for ACTP and applies it to the New England market. Environics Analytics leveraged TAMS, visitor and inquirer data for Atlantic Canada to create the custom lifestyle segments for ACTP. Data was projected to the New England market to identify relevant lifestyle segments.

Key Findings

Consumer Segments

The study concluded three lifestyle segments that were relevant in the New England market. These segments capture region-specific data and nuances associated with the New England market. The segments are:

- Exurban Explorer
- Outdoorsy Elite
- Young Sophisticates


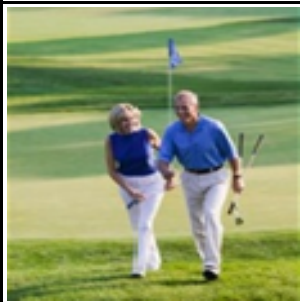

Each of the three consumer segments are summarized on the following page.

Detailed information on each of the three segment is available at

http://www.actp-ptca.ca/scripts/pdf_files/EACTPFinalStudyN-Dec152010.pdf

The Environics Analytics approach to consumer segmentation provides marketers with the information required to match each target group with the tourism products and experiences that most appeal to that segment. In addition, the analysis provides critical information to aid ACTP in developing the messaging and imagery of its marketing communications to reflect the lifestyles, attitudes and travel preferences of its key target groups.

Priority Consumer Segments

Young Sophisticates		7.8% of NE Households	A mix of young singles and married couples with modest incomes and young children, leading active, freewheeling lifestyles
Outdoorsy Elite		17.8% of NE Households	Wealthy, highly-educated mature families or empty nests who tend to enjoy low-impact outdoor activities
Exurban Explorers		20.3% of NE Households	Upscale empty nesters with the means and time to travel

Summary:

Where to Focus:

The sum of all three lifestyle segments represents 49% of the New England market, with almost half of this groups (44.8%) residing in the State of Massachusetts. New Hampshire, although smaller in size is most heavily penetrated with six out of ten households in ACTP's target market. Top States to consider are New Hampshire, Connecticut, Vermont and Massachusetts.

States within New England	ACTP New England Target Groups						Index
	Young Sophisticates	Exurban Explorer	Outdoorsy Elite	Total Target Groups	% of Mkt	% Pen	
Total	449,405	1,236,092	1,072,759	2,758,256	100.00	49.26	100
Connecticut	64,359	320,368	309,381	694,108	25.16	51.50	105
Maine	20,435	112,623	92,385	225,443	8.17	40.73	83
Massachusetts	272,850	566,233	396,999	1,236,082	44.81	49.01	100
New Hampshire	56,608	97,985	157,540	312,133	11.32	60.65	123
Rhode Island	25,531	81,288	52,942	159,761	5.79	39.01	79
Vermont	9,622	57,595	63,512	130,729	4.74	51.76	105

DMA:

The following is a chart listing all of the Designated Market Areas (DMA) within New England. Note that DMA's can often cross State borders. In total there are eight DMAs within New England. Boston, the most densely populated also has the highest proportion of ACTP's target segments (48%). Top markets to consider based on concentration and penetrations are Boston, Harford and New Haven. More than one in two households is ACTP's target consumer.

Designated Market Areas (DMAs) within New England	ACTP New England Target Groups						Index
	Young Sophisticates	Exurban Explorers	Outdoorsy Elite	Total Target Groups	% of Mkt	% Pen	
Total	444,491	1,142,229	1,006,160	2,592,880	100.00	49.23	100
Portland-Auburn, ME	18,914	101,555	80,277	200,746	7.74	48.79	99
Boston et al, MA-NH	284,489	517,400	450,341	1,252,230	48.29	51.41	104
Providence et al, RI-MA	53,026	118,117	86,268	257,411	9.93	41.40	84
Burlington et al, VT-NY	10,769	65,640	85,977	162,386	6.26	48.34	98
Hartford & New Haven, CT	59,337	251,334	240,645	551,316	21.26	54.08	110
Bangor, ME	1,521	21,715	16,345	39,581	1.53	27.27	55
Springfield-Holyoke, MA	16,435	64,575	45,437	126,447	4.88	47.63	97
Presque Isle, ME	0	1,893	870	2,763	0.11	8.84	18

Media Spend


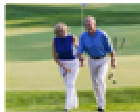






Exurban Explorers is the easiest to reach through traditional media. They are strong across all media excluding online. The Outdoorsy Elite are strong readers and online users while the Young Sophisticates are the most challenging to reach with their busy schedules. To best reach this group we recommend using online and digital media.

Print:

All target lifestyle segments are moderate to heavy readers of newspapers and magazines. The challenge ACTP faces is that the reading materials vary by lifestyle segments. We recommend focusing on newspapers in the key markets and select magazines. Exurban Explorers are the most widely read across most categories. Some top ranking publications include AARP, Golf Digest, New Yorker and The Smithsonian. The Outdoorsy Elite and Young Sophisticates are moderate to heavy readers however their interests are more focused. The titles the Outdoorsy Elite prefer are focused on outdoors such as Wheeler, Cycle World, Bassmaster, Boating, Wired, Outdoor Life and the like while the Young Sophisticates tend to focus on music, women's fashion, men's magazines and parenting. One popular magazine was United Airlines publication, Hemisphere.

Online:

Many of the categories of interest identified above for reading should carry through with your online strategy with the exception of the Exurban Explorers who tend not to spend much time online. Because Outdoorsy Elite and Young Sophisticates tend to be more eclectic in their tastes ACTP can test specific categories of interest. Both groups tend to be tech-savvy and are keeping up with the latest technology. These two groups are a great testing ground for content and media, particularly in markets that are not as heavily concentrated.

Media	Exurban Explorers 	Outdoorsy Elite 	Young Sophisticates 
TV 			
Radio 			
Newspaper 			
Magazines 			
Internet 			

- Heavy Users
- Moderate Users
- Light Users