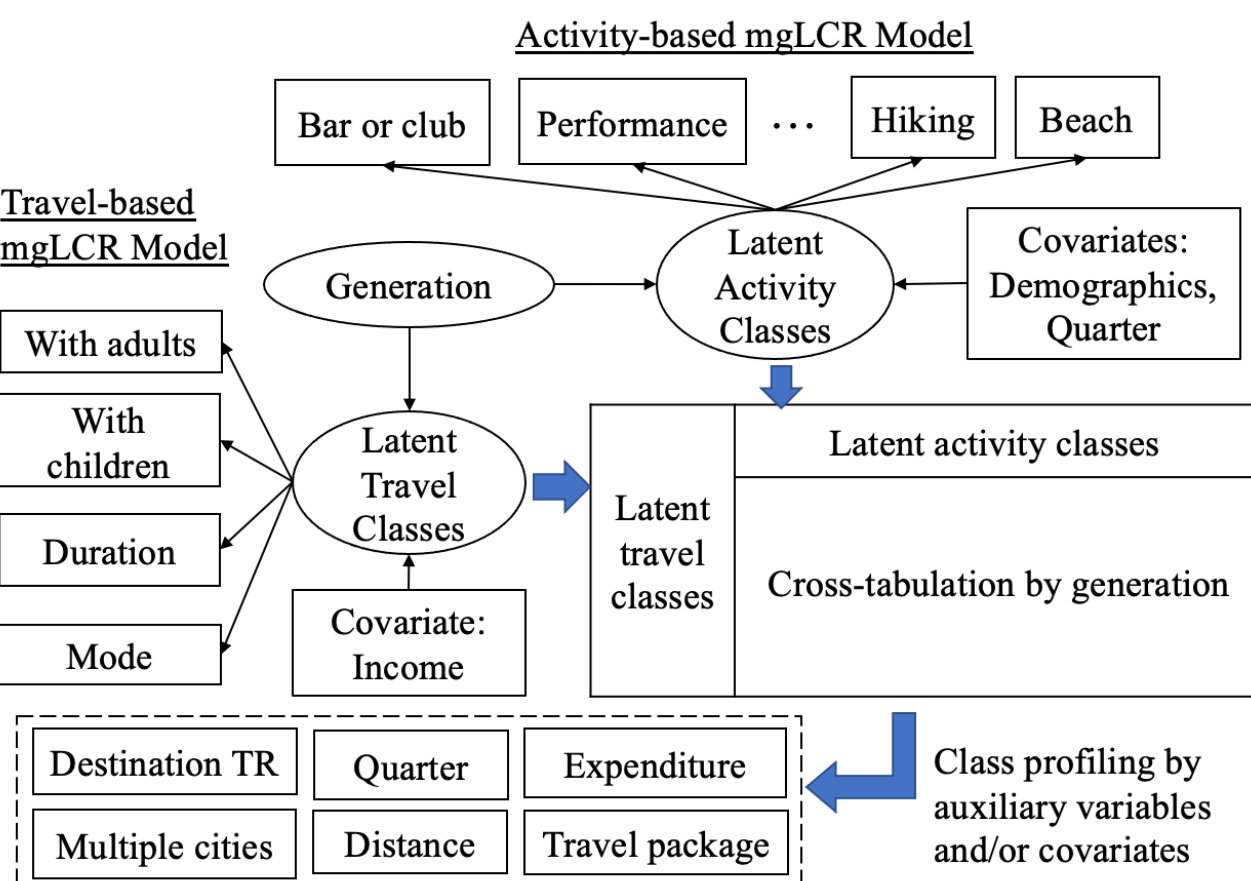


Intra-provincial Long-distance Leisure Travel-Activity Heterogeneity Among Generations: An Exploratory, Multi-group Latent Class Analysis

Introduction

- Long-distance leisure travel plays a significant role in well-being and regional vibrancy.
- It shows significant **generational distinctions and complex subject-specific heterogeneity** which deserve a detailed and thorough examination.
- Few studies, however, conduct behavioural quantitative analysis with statistical inference and interpretability power.
- This study explores leisure activity-travel behaviour to better understand leisure travel market, its complex heterogeneity, and its implication for tourism economy, strategies, and transportation planning.

Research Framework



- Data is from the Canada 2019 National Travel Survey.

Travel Heterogeneity

Weighted Class Prevalences by Group

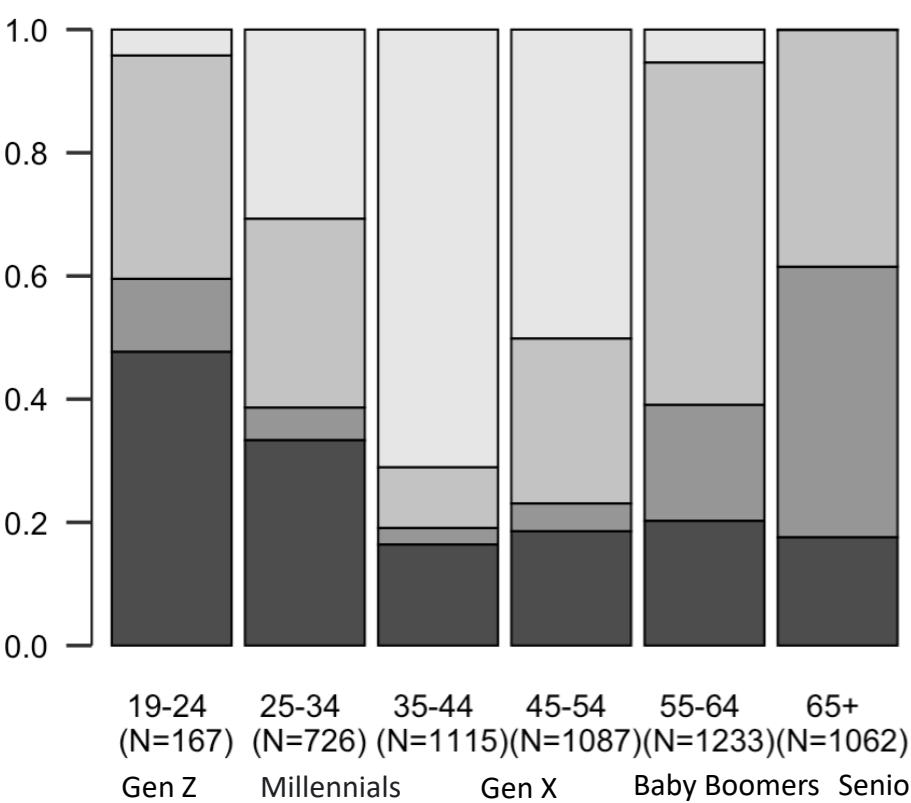


Figure 2 Heterogeneity Among Age Groups/Generations in Terms of Travel Patterns.

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Activity Heterogeneity

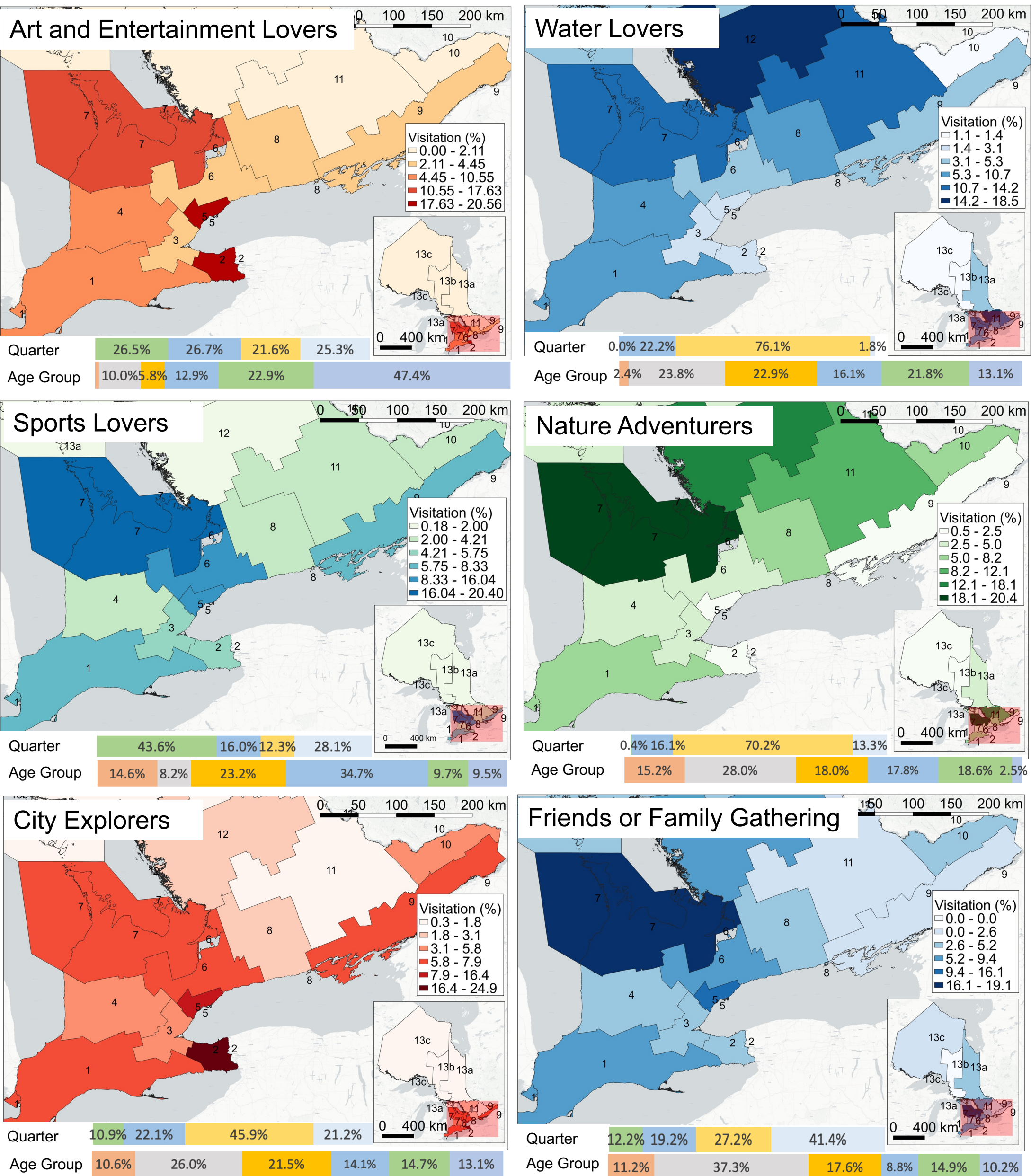


Figure 3 Activity Heterogeneity Among Tourism Regions, Seasons, and Generations.

Expenditure Heterogeneity

Weighted Spending Allocation by Age Group

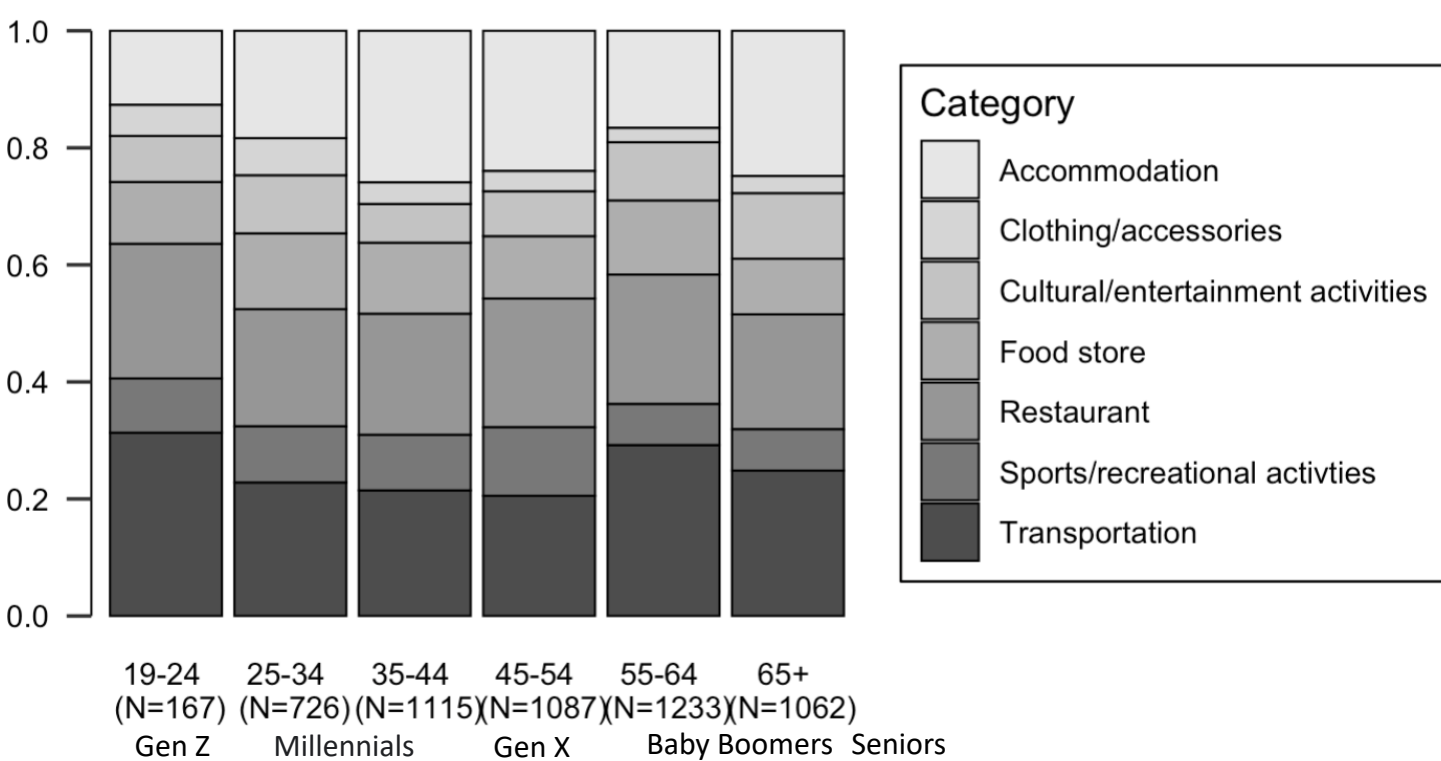


Figure 6 Heterogeneity Among Age Groups/Generations in Terms of Expenditure During Travel.

Conclusions and Implications

- City exploration with household members mostly within three days by car is the most common leisure travel within Ontario.
- Top-income leisure travellers tend to be with families and prefer nature more than city.
- Top-income Millennials prefer same-day travel, which may imply their distinct work-life rhythm and economic pressure.
- Couples and seniors show to be the key customers for package tours.
- Cost-effectiveness is an important consideration for travel choices especially for Gen Z.

With identifiable and measurable **leisure travel market segments and factors**, the study presents **actionable marketing implications**, which provides empirical insights for market targeting, service customization, and regional tourism economy growth. Moreover, the study suggests that **generational heterogeneity and internal separations** deserve further attentions for the industry for being more inclusive.

Acknowledgements

This research was funded in part by a University of Toronto Faculty of Applied Science and Engineering Dean's Strategic Fund grant "Urban Modelling Collaboratory".