

EA CONNECT

19th Annual User Conference

ENVIRONICS
ANALYTICS



Introduced by

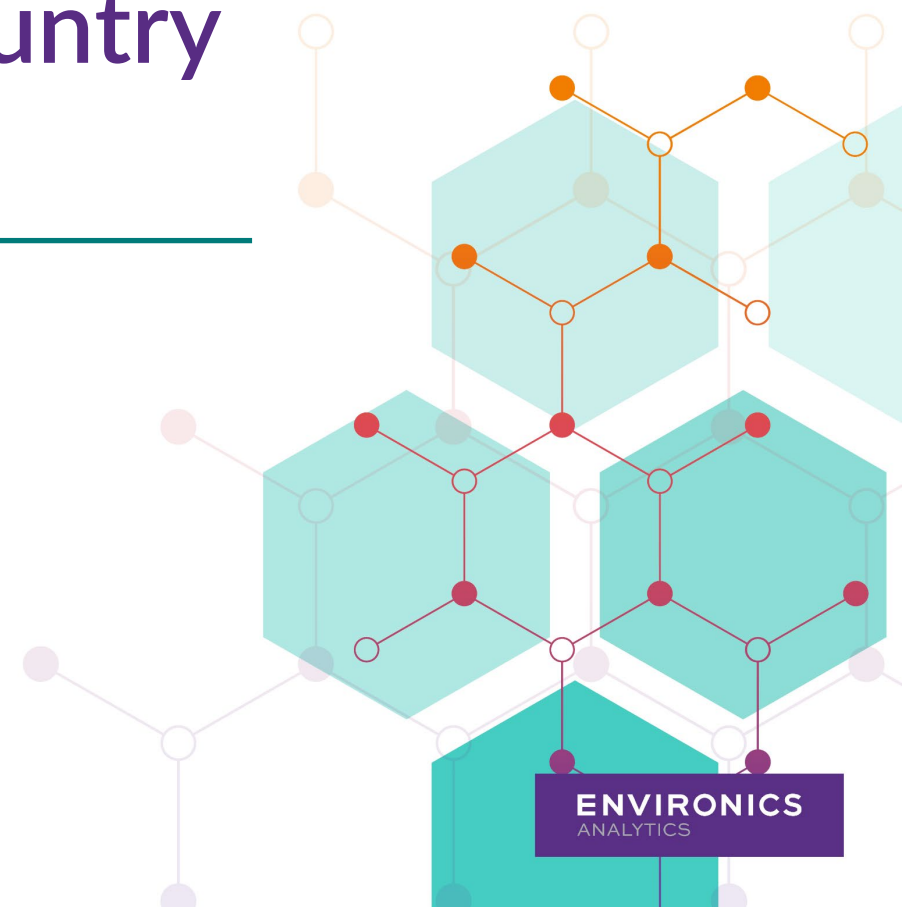
Stan Ivankovic
Vice President, Business Development

Driving Success Through Multi-Country Visitor Analysis and Segmentation



Eusi Skeete

Director, Canada
Barbados Tourism Marketing Inc



ENVIRONICS
ANALYTICS

Welcome to Barbados



- ❖ Located in the Eastern Caribbean, outside the hurricane belt
- ❖ pristine beaches, rich culture, culinary excellence – Culinary Capital of the Caribbean
- ❖ Birthplace of rum
- ❖ Well-connected by major airlines from North America, UK/Europe, and the Caribbean
- ❖ High repeat visitor rate, reflecting strong loyalty and emotional connection
- ❖ Diverse range of accommodations from the luxury of a private villa or luxurious 5-star hotel to the authenticity of a rustic beach house.

Canadian Market Research Initiative

A critical business need: conducting comprehensive research on the Canadian market to inform our expansion strategy.

Historical Context

In 1979, **Canada was Barbados' primary source market** for tourism, with visitors predominantly from Quebec, Ontario, and Western Canada

Market Evolution

Quebec's Rule 101 (1974) established French as the official language, triggering Anglophone emigration to Ontario and Western Canada, **significantly altering the demographic landscape.**

Current Knowledge Gap

Substantial migration to Canada has further transformed the market. **We lacked current intelligence** on these demographic shifts and their impact on travel preferences.

Critical Research Needs

Comprehensive analysis of current Canadian market segments.
Assessment of **changing travel preferences among demographic groups.**
Evaluation of potential for additional airlift opportunities.
Competitive positioning against other Caribbean destinations.

Understanding Our Visitor – Canada and Beyond



Core Target
Groups



Summer-Time
Families



Elite Family
Beachgoers



Short & Sweet
Vacationers



Snowbird
Retirees

Opportunity Target
Groups



Silver Sun-Seekers



Francophone Sun Chasers



Family Vacationers



GROW - Visitors



RETAIN



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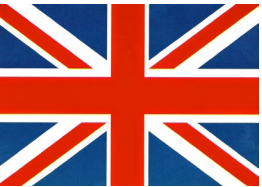
DemoStats



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Understanding Our Visitor – Canada and Beyond



GROW - Visitors



RETAIN



Core Target Groups



Snowbird Families



Young & Sun-Seeking



Elite Family Beachgoers



Summer-Time Seniors



Mature Winter Escapees

Opportunity Target Groups



Young Family Crusaders



Sun-Seeking Families



Silver Sun-Seekers



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DemoStats



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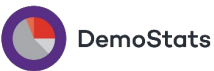


Understanding Our Visitor – Canada and Beyond

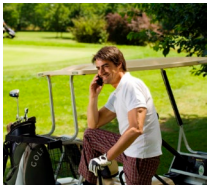


Core Target Groups

Opportunity Target Groups



Snowbird Retirees



Millennial Vacationers



Young & Sun-Seeking



Beachgoing Families



Senior Winter Escapees



Elite Family Beachgoers



Summer-Time Families

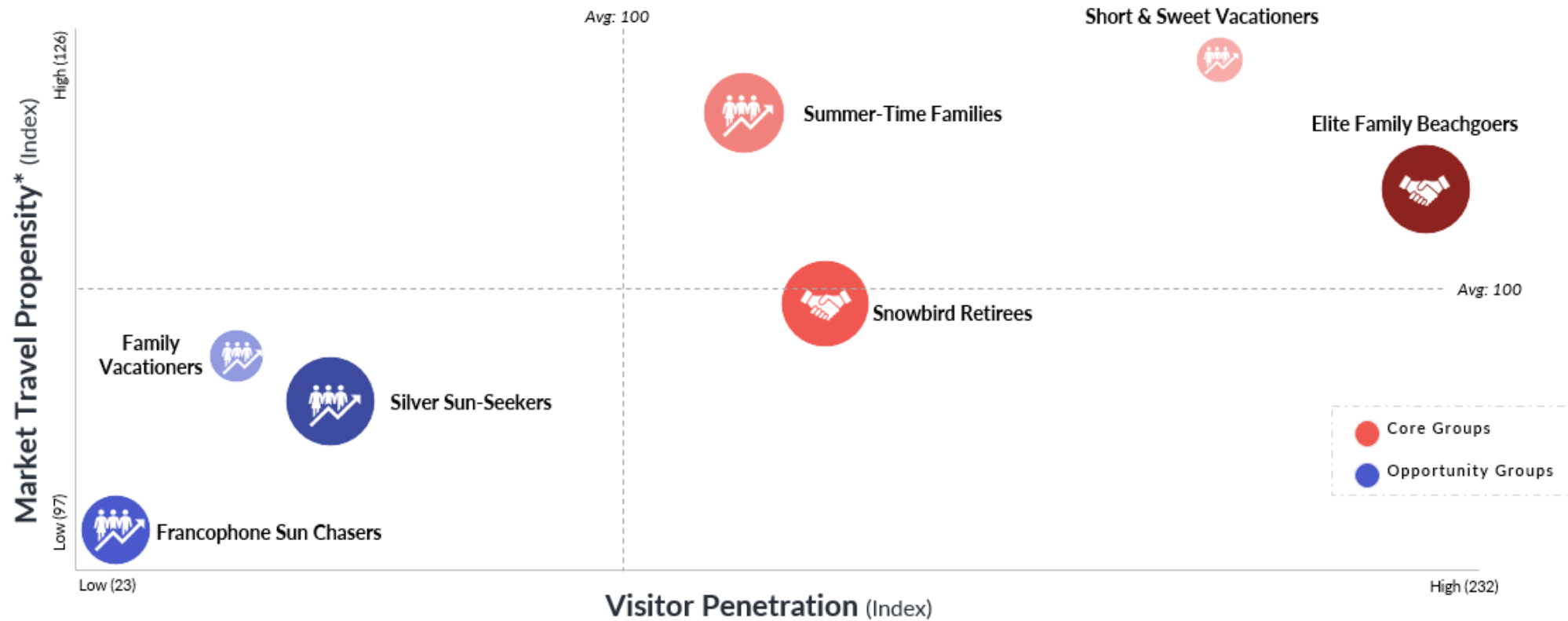


Young Adventurers



Our Opportunity

Visitor Summary - **Core groups** have an above-average propensity to be Barbados Tourism visitors.



Travel Market Behaviour - **Opportunity groups** show a strong inclination to travel to the Caribbean.

Barbados Marketing in Action



Goal: Increase Visitors during the summer months, which typically slower months.

How: Leveraging Segmentation to prioritize  groups who prefer summer months travel

GROW - Visitors

Where: Digital and Out of Home Marketing

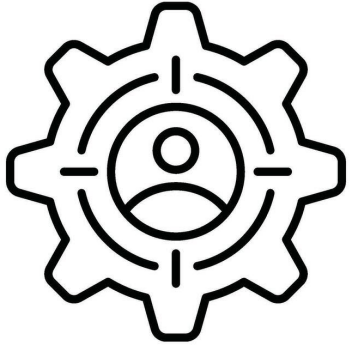
Streetcars

Digital Billboards

Print Ad

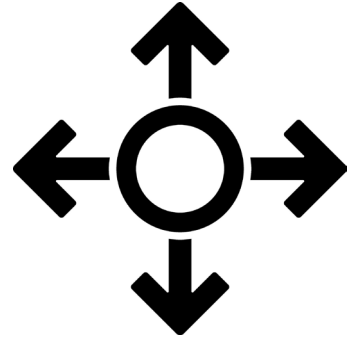


What Is Next for Barbados



Deepen Personalization

Hyper-personalized messaging & itineraries; Dynamic, segment-specific content



Expand Segmentation

Extend to LATAM, Europe & Caribbean; Target niche markets: wellness, culinary, heritage, sports



Data & Predictive Insights

Integrate booking, spend & mobility data; Predictive modelling to anticipate demand



Experience Innovation

Develop products aligned with segment needs; Strengthen authentic Bajan cultural storytelling



Continuous Measurement

Track outcomes by segment; Refine targeting in real time



Questions?



Eusi Skeete

Director, Canada
Barbados Tourism Marketing Inc

Visit Barbados - The Official Barbados Tourism Guide