

Determine Your Best Customers Using EQ	Fine-tune Your Product Using EQ	Package Experiences Using EQ	Describe Your Experience Using EQ	Assess and Choose Imagery Using EQ	Promote and Sell Using EQ
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Getting Ready: An Overview of the EQ Toolkit

Looking for ways to make your product more attractive to customers and boost your sales?

Designed with CTC's award-winning research, the EQ Toolkit will help you find and keep your best customers. Along with offering key insights to better understand your customer, the EQ Toolkit provides practical strategies to help you improve your marketing activities and increase sales.

The EQ Toolkit's modular approach allows you to pick and choose the topics that interest you, be it designing a great product or package, understanding how to choose effective words and imagery for your website or brochure, or using EQ in your social media strategies.

This overview enables you to design your own learning path for using EQ—starting with a good understanding of who your target EQ types are.



What is EQ?

Developed for the CTC, the Explorer Quotient®, or EQ, is an innovative market segmentation system that puts the power of high-quality, primary market research at your fingertips.

Market segmentation is a marketing analysis technique that groups customers into “segments” based on common criteria such as demographics, geography, interests and travel behaviours. This allows marketers to identify and understand the segments that are most likely to align with the product or experience they are selling.

EQ's market segmentation is based on the science of psychographics, an evolution of demographics. Rather than segmenting travellers into groups based on age, income and origin, psychographics looks deeper at people's social values and views of the world. These are powerful drivers of purchasing and travel decisions. EQ brings this all together, providing a comprehensive picture of travellers' demographics, origins, behaviours and motivations—*plus* their social and travel values—defining them in different psychographic groups called Explorer Types.

Explorer Quotient® and EQ® are registered trademarks of the Canadian Tourism Commission.

Before you begin...

Need a quick refresher on EQ? The [EQ video](#) provides a quick overview of how EQ was developed along with insight into its EQ types.

Before using the EQ Toolkit, it's a good idea to become familiar with the [EQ Profiles](#). This reference guide will help you to understand the characteristics of different traveller types, including the personal values, attitudes and travel motivations that affect their purchasing decisions.



*All referenced materials may be accessed at the Canadian Tourism Commission's corporate website at www.corporate.canada.travel under the “Resources” tab.



Get ready to learn

Here are some ideas to prepare you for this learning experience and for implementing the ideas that result from it.

Gather your team together

Consider a team approach when learning how to use EQ. Gather together a group of staff members and use this collective brain power to work through the modules and brainstorm answers to the questions in the worksheets. The resulting ideas will be well supported throughout the organization.

You may also want to include others who care about your organization. Involving suppliers, for instance, will ensure that they understand EQ and are invested in the changes you make. Customers are another source of brain power—no one knows better what it's like to experience your product!



Be creative

Learning can be fun, particularly when approached creatively. Think of ways to engage your staff and/or suppliers in learning about EQ. Have each person adopt an EQ type persona for a day (after studying it in the [EQ Profiles](#)) and become the team expert on that type as you work through the modules. Use role playing to get inside the head of your best customers. Try changing the learning environment: for example, decorate your meeting room with huge pictures of your customers enjoying the best aspects of your product to inspire your team.

Develop an implementation plan

As you work through the modules, you will be flooded with wonderful new ideas for changes to your product and marketing strategies. But be realistic—change needs to be managed and at a pace that your organization can handle. Create a one- to three-year implementation plan and give someone in your organization the responsibility for keeping the plan alive. Start with small—yet impactful—changes that will give the organization a boost as it starts its EQ-inspired journey into the future.

Invest staff with the responsibility for making it happen

Every staff member, from the front desk to the back office, will eventually find that EQ affects his or her job. The organization will become exceptionally customer-centric. Sales people will choose trade shows that are a match for their target EQ types' values. Informed by EQ, administrators will set budgets according to client priorities. In team meetings, you may challenge your staff members to report on the ways in which EQ has changed how they perform their jobs. You'll find the enthusiasm may be infectious!

Now, start the EQ learning journey

Do you know who your best customers are?

Identifying and understanding your best customers will help you improve your product development and positioning to better meet the needs of your customers.

EQ can help you determine which of the EQ types are a good match for your product or experience offer. Once you know your target EQ types, you will be ready to tackle any product development or marketing challenge.

That's why [Determine Your Best Customers Using EQ](#) is the foundational module of the EQ Toolkit.

[Determine Your Best Customers Using EQ](#) will lead you through a step-by-step approach to finding your target EQ types—starting with identifying your organization's top selling points and matching them with the appropriate EQ types.

A bird's-eye view of the other EQ Toolkit modules

Fine-tune Your Product Using EQ

Rethink your product offer by looking at it through the eyes of your best EQ customers. Generate ideas based on what they are looking for in a vacation, and boost your product's appeal. Develop an experience offer that they can't (and won't) resist!

Package Experiences Using EQ

Hone in on your target EQ types' travel preferences, to develop an experience-based package with customized appeal. Choose a theme to unify and a core feature to anchor this experience. Then build, name and price the package based on your types' values.

Describe Your Experience Using EQ

Define and write compelling descriptions of your experience, and align it to the values and travel preferences of your target EQ types. Learn tips to attract your types' attention and entice them with your call to action!

Assess and Choose Imagery Using EQ

Use the EQ lens to choose imagery that will capture your target EQ types' attention. Discover how images can play a critical role in communicating the excitement and appeal of your product or experience to your target EQ types.

Promote and Sell Using EQ

Boost profits by creating effective promotional messages that truly resonate with your best customers. Learn tips to influence the decision-making process of your target EQ types and close the sale faster.

The next step is up to you!

Here's what you can expect within each module

A step-by-step guide

Whether you are working with a team (highly recommended) comprised of staff members, suppliers, customers or even friends and relatives or working on your own, each module is designed to lead you through a logical thinking process in applying EQ principles to different aspects of your operation.

Worksheets

All of the modules contain one or more worksheets to help you translate the information that you learn into practical strategies for your tourism operation.

Practical examples

All modules reference practical examples in real business settings, enabling you to visualize how implementing the steps will look in an actual situation. This will help you to see EQ in action.

Suggestions for which module to tackle next

Although you may choose your own learning path in working your way through the modules, each module gives helpful suggestions for which ones might be a logical choice to work on next.

Photo credits:

Page 2: Shaw Festival Theatre, Stratford, ON
(Cosmo Condina Photography)

Page 3: Wapusk Dog Sledding, MB
(Canadian Tourism Commission)

Page 4: Writing-on-Stone Provincial Park, AB
(Travel Alberta)

A salute to our EQ stars

Here's a list of Canadian tourism organizations featured in the EQ Toolkit modules. A big thanks to them for sharing their success stories on using EQ and discussing how EQ has made a difference in their operations.

- Alpine Helicopters, Alberta
- Cape Race Cultural Adventures, Newfoundland & Labrador
- CN Tower Edgewalk, Ontario
- Earth Rhythms at Riding Mountain National Park, Manitoba
- Great Divide Nature Interpretation, Alberta
- Great Spirit Circle Trail, Ontario
- Head-Smashed-In Buffalo Jump, Alberta
- Heritage Park Historical Village, Alberta
- Remington Carriage Museum, Alberta
- Snowy Owl Tours, Alberta
- The Deakins on Mountainview B&B, Ontario
- Tigh-Na-Mara Seaside Spa and Resort, British Columbia
- View to a Thrill, Ontario

We want to hear from you

If you are using EQ for any aspect of your enterprise, drop us a line to tell us about it. Email us at experiences@ctc-cct.ca



Ready? Now start learning!

Jump into [Determining Your Best Customers Using EQ](#) and start your learning journey!

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