

For your next vacation in 2026, where will your primary destination be?

		Take a winter vacation this year	
	Total	T2B	B2B
		A	B
Base: All Answering (unwtd)	1447	931	516
Base: All Answering (wtd)	1379	855	523
Outside my home province but within Canada	520	249	270
	38%	29%	52%
			A
US	160	117	44
	12%	14%	8%
		B	
Mexico/Caribbean	335	260	76
	24%	30%	14%
		B	
Europe	200	123	77
	15%	14%	15%
Other International destination	163	107	56
	12%	13%	11%
Sigma	1379	855	523
	100%	100%	100%