

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - [RELAXATION] Unwinding, recharging, and taking a break from daily stress

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Top 2 Box (Net)	806
	72%
Extremely important	332
	30%
Very important	475
	43%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - [GUARANTEED SUN/WARM] Warmth and guaranteed sunshine

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Top 2 Box (Net)	636
	57%
Extremely important	254
	23%
Very important	382
	34%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - [AFFORDABILITY] Getting predictable, guaranteed value for my money

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Top 2 Box (Net)	757
	68%
Extremely important	266
	24%
Very important	491
	44%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - [TRADITION] Maintaining a family or social tradition

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Top 2 Box (Net)	349
	31%
Extremely important	117
	10%
Very important	232
	21%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - [ADVENTURE] Experiencing new cultures, cuisines, or activities

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Top 2 Box (Net)	523
	47%
Extremely important	150
	13%
Very important	373
	33%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - [CONVENIENCE] Direct flight options and short travel duration from Canada OR staying with family/friends

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Top 2 Box (Net)	593
	53%
Extremely important	202
	18%
Very important	391
	35%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When deciding to take a winter vacation, how important are each of the following factors in driving your decision? - T2B Summary

	Total
[RELAXATION] Unwinding, recharging, and taking a break from daily stress	806
	72%
[GUARANTEED SUN/WARM] Warmth and guaranteed sunshine	636
	57%
[AFFORDABILITY] Getting predictable, guaranteed value for my money	757
	68%
[TRADITION] Maintaining a family or social tradition	349
	31%
[ADVENTURE] Experiencing new cultures, cuisines, or activities	523
	47%
[CONVENIENCE] Direct flight options and short travel duration from Canada OR staying with family/friends	593
	53%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

When thinking about visiting a winter destination you have NEVER been to before, what are your biggest hesitations or concerns?

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Financial risk: Spending money on a trip that might disappoint me/won't like it.	337
	30%
Uncertainty of weather: Risking bad weather.	336
	30%
Safety & health concerns: Fears regarding local safety, healthcare quality, or political instability.	483
	43%
Logistical hassle: Limited flight paths, long layovers, or extra transit.	295
	26%
Cultural friction/language barriers: Discomfort navigating an unfamiliar language or local customs.	187
	17%
Lack of trusted recommendations: Not knowing anyone who has visited recently to validate the experience.	251
	23%
Food/dining uncertainty: Concern over food quality or dietary restrictions.	253
	23%
Overwhelming research: Feeling paralyzed by too many choices, reviews, and booking options.	190
	17%
Other	20
	2%
I have no hesitations exploring new destinations	166
	15%
Sigma	2518
	226%

Statistics:

Grid overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Below is a list of common winter holiday categories for Canadian travellers. For each category, please indicate where it falls on your travel spectrum. - [ALL_INCLUSIVE_CARIBBEAN] All-inclusive beach resorts in Mexico or the Caribbean (e.g., Cancun, Punta Cana, Jamaica)

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
My default/go-to	224
	20%
In my comfort zone (have visited or would visit)	583
	52%
Out of my comfort zone (hesitant or uncomfortable, but would like to visit)	176
	16%
Not interested/applicable (just not my style/interested)	132
	12%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Below is a list of common winter holiday categories for Canadian travellers. For each category, please indicate where it falls on your travel spectrum. - [US_SUNBELT] Florida, California, or US Sunbelt destinations (e.g., Palm Springs, Arizona, Orlando)

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
My default/go-to	106
	9%
In my comfort zone (have visited or would visit)	518
	46%
Out of my comfort zone (hesitant or uncomfortable, but would like to visit)	164
	15%
Not interested/applicable (just not my style/interested)	328
	29%
Sigma	1116
	100%

Statistics:

Overlap formula used

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Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Below is a list of common winter holiday categories for Canadian travellers. For each category, please indicate where it falls on your travel spectrum. - [EUROPE_WINTER] European winter cities or Mediterranean escapes (e.g., Portugal, Spain, Italy, UK)

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
My default/go-to	88
	8%
In my comfort zone (have visited or would visit)	617
	55%
Out of my comfort zone (hesitant or uncomfortable, but would like to visit)	290
	26%
Not interested/applicable (just not my style/interested)	121
	11%
Sigma	1116
	100%

Statistics:

Overlap formula used

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Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Below is a list of common winter holiday categories for Canadian travellers. For each category, please indicate where it falls on your travel spectrum. - [LAT AMERICA_ADVENTURE] Central or South American exploratory destinations (e.g., Costa Rica, Colombia, Peru)

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
My default/go-to	66
	6%
In my comfort zone (have visited or would visit)	472
	42%
Out of my comfort zone (hesitant or uncomfortable, but would like to visit)	409
	37%
Not interested/applicable (just not my style/interested)	169
	15%
Sigma	1116
	100%

Statistics:

Overlap formula used

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Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Below is a list of common winter holiday categories for Canadian travellers. For each category, please indicate where it falls on your travel spectrum. - [ASIA_PACIFIC] Long-haul tropical/Asia-Pacific destinations (e.g., Thailand, Hawaii, Bali)

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
My default/go-to	67
	6%
In my comfort zone (have visited or would visit)	492
	44%
Out of my comfort zone (hesitant or uncomfortable, but would like to visit)	367
	33%
Not interested/applicable (just not my style/interested)	190
	17%
Sigma	1116
	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Beyond just escaping the cold, what do you consider the best "hidden benefit" or payoff of travelling to a completely NEW winter destination?

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
The Social Media Upgrade: Having fresh, exciting photos to post that actually make my followers jealous (instead of the exact same beach chair).	76
	7%
The Dinner Party Flex: Having a genuinely interesting story to tell friends and coworkers when they ask, "How was your trip?"	111
	10%
The "Main Character" Energy: Feeling like a cultured, adventurous explorer ... rather than a predictable tourist.	175
	16%
The Relationship Reset: Breaking the routine and actually experiencing a new adventure with my partner/travel companions.	283
	25%
The Discovery High: The thrill of potentially finding a new favorite place that is even better than my old default spot.	397
	36%
Other	75
	7%
Sigma	1116
	100%

Statistics:

Overlap formula used

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- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Which statement best describes your perception of winter sun travel options available from Canada?

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
I feel there are many destinations I have not yet explored	611
	55%
I feel I've already considered most available options	132
	12%
I don't know enough about alternative destinations	135
	12%
I mainly focus on a few familiar destinations	238
	21%
Sigma	1116
	100%

Statistics:

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- Column Means:

Columns Tested (5%): A/B

Minimum Base: 30 (**), Small Base: 100 (*)

Which of these destinations would you consider for a future winter escape?

	Total
Base: All Answering (unwtd)	1101
Base: All Answering (wtd)	1116
Philippines	236
	21%
Thailand	371
	33%
Jamaica	426
	38%
Rio	204
	18%
Peru	226
	20%
Martinique	238
	21%
Costa Rica	522
	47%
Guatemala	148
	13%
Roatan	107
	10%
Tenerife	128
	11%
Australia	462
	41%
Hawaii	549
	49%
California	341
	31%
None of the above	74
	7%
Sigma	4033
	361%

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Grid overlap formula used

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