



# *Global @dvisor*

## Global Citizens in 24 Countries Choose their **Primary Pleasure Trip/Vacation Type**

February 2011



*A Global @dvisory* – February 2011  
PRIMARY PLEASURE TRIP/VACATION TYPE

## Introduction

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- The following are the findings from a global poll which examines the primary tourism travel types that respondents would choose.
- All detailed tables are supplied under separate cover.
- For further interpretation or questions about the attached, please contact:

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## Methodology

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- The survey instrument is conducted monthly in 24 countries via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- An international sample of 18,778 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between November 4, 2010 and November 22, 2010. Approximately 1000+ individuals participated on a country by country basis with the exception of Argentina, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden, Russia and Turkey, where each have a sample 500+.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500 19 times out of 20 per country of what the results would have been had the entire population of the specifically aged adults in that country been polled.

## Analytic Components

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- There was one question involving a choice of one of six sub-analytic components for all respondents that make up the findings of this report. The following was the exact and total question put to respondents:
  1. From the following list of activities, please choose the primary type of pleasure trip/vacation that appeals most to you?
    - a. **RELAXING AND SEEING SOME OF THE SIGHTS** such as leisurely sightseeing, city bus or water tours, visiting local restaurants or taking in a popular show
    - b. **IMMERSED IN CULTURE** such as trying local delicacies and cultural experiences, visiting historical sites, national museums and galleries or exploring little-known corners off the beaten-track, attend a festival or fair
    - c. **THRILL SEEKING** such as having your adrenaline pumping from trekking in high altitudes, skiing the snowy slopes, helicopter or riding white water adventures
    - d. **COSMOPOLITAN** such as shopping at all the hot spots, eating at the trendiest restaurants and people watching with the hopes of spotting a celebrity
    - e. **OUTDOOR LIVING** such as hiking, canoeing, camping, exploring the natural wilderness, fishing and hunting, staying in a lodge or cottage, boating, sailing
    - f. **STRICTLY KIDS AND FAMILY** such as just things family and child oriented such as visiting amusement parks, day trips to the country, swimming, hotels with child programs so parents can get out and around or the children can be entertained

# SUMMARY

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1. **RELAXING AND SEEING SOME OF THE SIGHTS (35%)** is the top type of pleasure trip/vacation for global citizens
2. **OUTDOOR LIVING (19%), STRICTLY KIDS AND FAMILY (19%), and IMMERSED IN CULTURE (17%)** are the next choices for the type of pleasure trip/vacation that global citizens would choose
3. **COSMOPOLITAN (5%) and THRILL SEEKING (5%)** are the least chosen types of pleasure trip/vacation for global citizens

# SUMMARY

| TOTAL ALL COUNTRIES | ANALYTIC COMPONENT                     | TOP COUNTRY  | %   |
|---------------------|----------------------------------------|--------------|-----|
| 35%                 | Relaxing and Seeing Some of the Sights | Germany      | 45% |
| 19%                 | Outdoor Living                         | South Africa | 32% |
| 19%                 | Strictly Kids and Family               | Indonesia    | 39% |
| 17%                 | Immersed in Culture                    | Japan        | 24% |
| 5%                  | Thrill Seeking                         | Russia       | 9%  |
| 5%                  | Cosmopolitan                           | Saudi Arabia | 12% |

## Key Findings...

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- The number one “primary” type of pleasure trip/vacation that appeals most to global citizens is **RELAXING AND SEEING SOME OF THE SIGHTS** *such as leisurely sightseeing, city bus or water tours, visiting local restaurants or taking in a popular show* at **35%**. Those most likely to choose this type of pleasure trip/vacation are from Germany (45%), Great Britain (43%), Sweden (41%) and France (40%). Those least likely to choose this type of trip are Saudi Arabia (21%), Poland (26%), Brazil (27%), and Indonesia (29%). The key regions most likely to orient towards this type of trip are from Europe (38%), the G-8 countries (38%) and North America (37%). Those least likely to be interested in this kind of trip are from the Middle East/Africa (27%). Those most likely to embark on this type of trip are women (36%) versus men (33%), those aged 50+ (46%) versus those aged 35 to 49 (33%) and those under the age of 35 (31%). There are no other distinguishing demographic and socioeconomic differences with respect to such things as household income, marital status, education or employment.
  
- The second “primary” type of pleasure/trip vacation that appeals to global citizens is **OUTDOOR LIVING** *such as hiking, canoeing, camping, exploring the natural wilderness, fishing and hunting, staying in a lodge or cottage, boating, sailing* at **19%** (which is also tied with “strictly kids and family”). Those most likely to choose this kind of trip are from South Africa (32%), Russia (31%), Poland (30%), China (27%) and Turkey (25%). Those least likely to choose this type of trip are from South Korea (9%), Sweden (10%), Great Britain (10%) and Japan (12%). As for regions, those in the Middle East/Africa (25%) and those in the BRIC countries (23%) are most likely to choose towards this type of trip. Those most likely to gravitate towards this type of trip are male (22%) versus female (16%) and those who have lower education (21%). There are no other distinguishing demographic or socioeconomic differences with respect to demographics and socioeconomic levels.

## Key Findings...

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- The third “primary” type of pleasure/trip vacation that appeals to global citizens is **STRICTLY KIDS AND FAMILY** such as *just things family and child oriented such as visiting amusement parks, day trips to the country, swimming, hotels with child programs so parents can get out and around or the children can be entertained* at **19%** (which is also tied with “outdoor living”). Those most likely to venture into this type of trip are from Indonesia (39%), Brazil (29%), Saudi Arabia (25%), Poland (24%) and Belgium and South Korea both at 23%. Individuals from China (5%), Japan (12%), France (13%) along with Russia, Italy and Canada (each at 14%) are least likely to desire this type of trip. Individuals from Latin America are most likely to choose this type of experience (22%). Those most likely to want this type of trip are aged 35 to 49 (25%), married (27%) and lower income (22%). There are no other distinguishing differences with respect to demographics and socioeconomic levels.
  
- The fourth “primary type of pleasure/trip vacation that appeals to global citizens is **IMMERSED IN CULTURE** such as *trying local delicacies and cultural experiences, visiting historical sites, national museums and galleries or exploring little-known corners off the beaten-track, attend a festival or fair* which is the choice of **17%** of global citizens. Citizens from Japan (24%) – China, Italy, South Korea, and Turkey – each at 23% and Spain (21%) are most likely to choose this type of trip. Those from Indonesia (9%), Brazil (10%), South Africa (11%) and Russia (12%) are least likely to choose this type of trip. Those regions of North America and the G-8 Countries (both at 19%) are most likely to choose this type of trip. With respect to demographics, women (19%) are more likely than men (16%) to choose this option, along with those aged 50+ (21%), not married/other (19%) and the highly educated (22%). There are no other distinguishing differences with respect to demographics and socioeconomic levels.

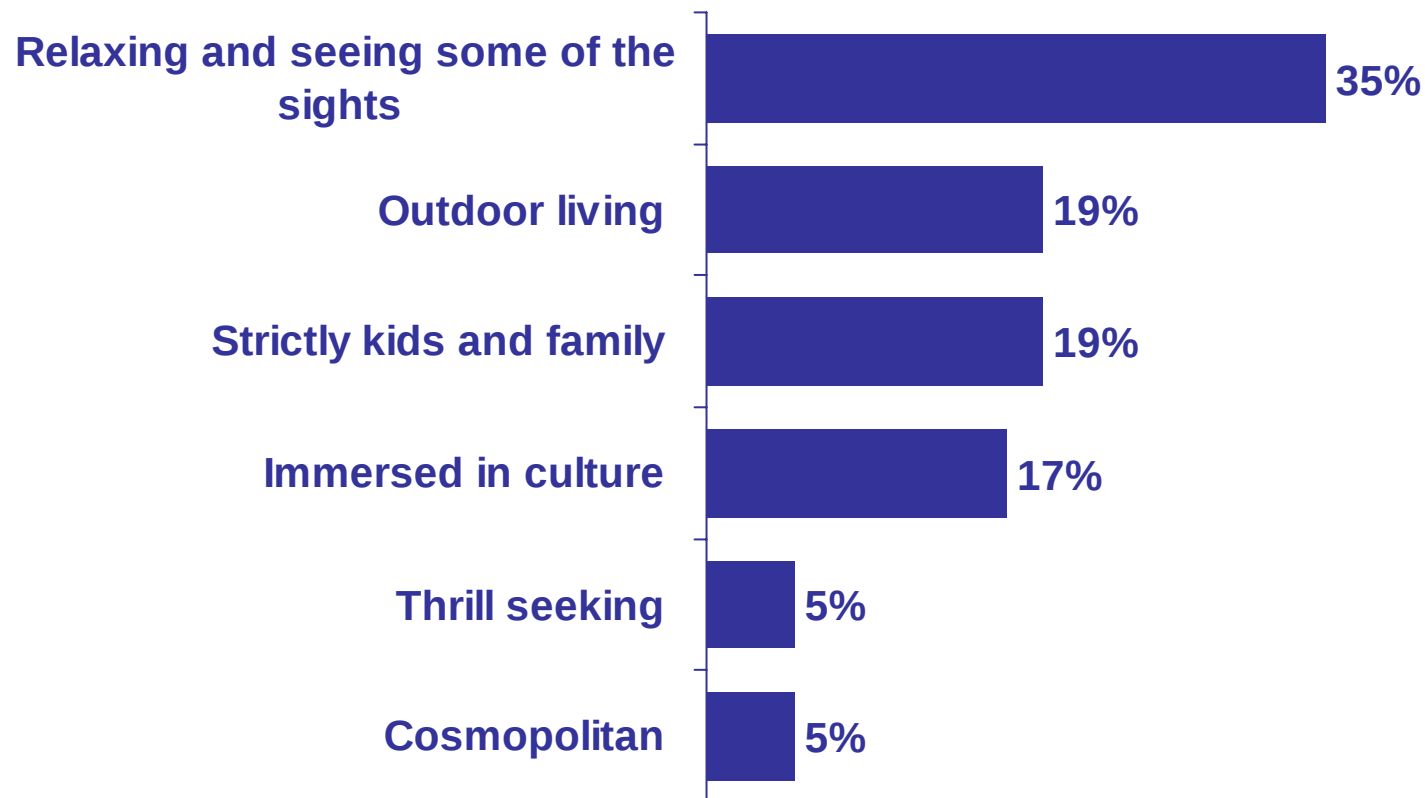
## Key Findings...

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- The fifth “primary” type of pleasure/trip vacation that appeals to global citizens is **THRILL SEEKING** *such as having your adrenaline pumping from trekking in high altitudes, skiing the snowy slopes, helicopter or riding white water adventures* at **5%** (also tied with the category of “Cosmopolitan”). Those most likely to choose type of trip/vacation are from Russia (9%) followed by Brazil and Saudi Arabia each at 8%, with India, Sweden and Turkey all at 7%. The countries least likely to choose this type of trip/vacation are Hungary (2%) followed by Japan, Indonesia and Canada each at 3%. Those choosing this type of trip/vacation are most likely to be men (7%) versus women (4%), those under the age of 35 (9%), those with high income (6%) and not married/other (8%). There are no other demographic or socioeconomic differences evident.
- The sixth “primary type of pleasure/trip vacation that appeals to global citizens is **COSMOPOLITAN** *such as shopping at all the hot spots, eating at the trendiest restaurants and people watching with the hopes of spotting a celebrity* at **5%** (also tied with the category of “Thrill Seeking”). Citizens most likely to choose this type of vacation are from Saudi Arabia (12%), Japan (11%), India (9%), and South Africa and South Korea (both at 7%). Those least likely to choose this type of vacation or pleasure trip are from Turkey, Russia, Poland and Hungary – each at 1%. The region most likely to take this type of trip/vacation is the Middle East/Africa at 7%. Those choosing this type of trip/vacation are most likely to be under the age of 35 (7%), lower income (6%), not married/other (6%) and have a high level of education (6%). There are no other demographic or socioeconomic differences evident.

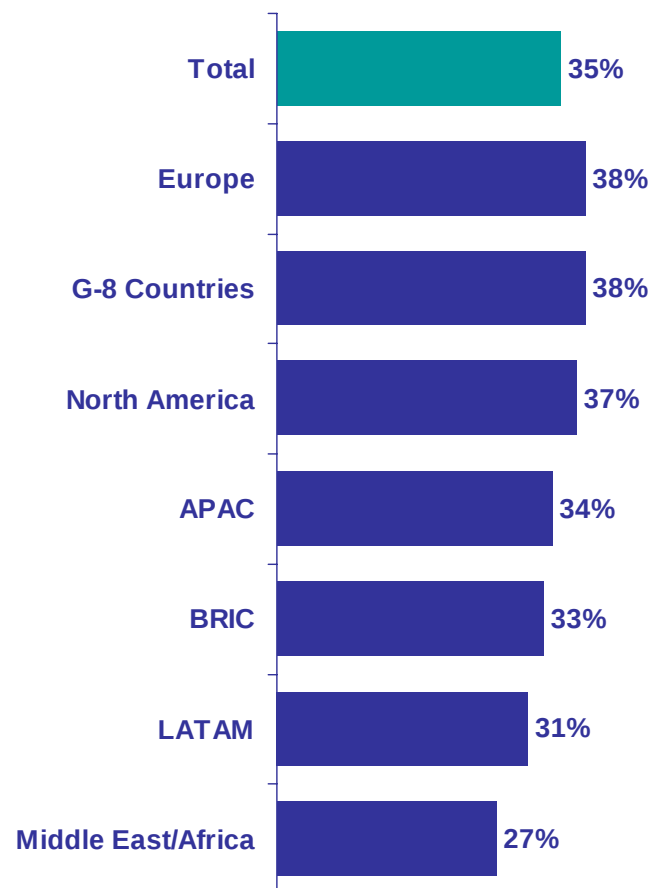
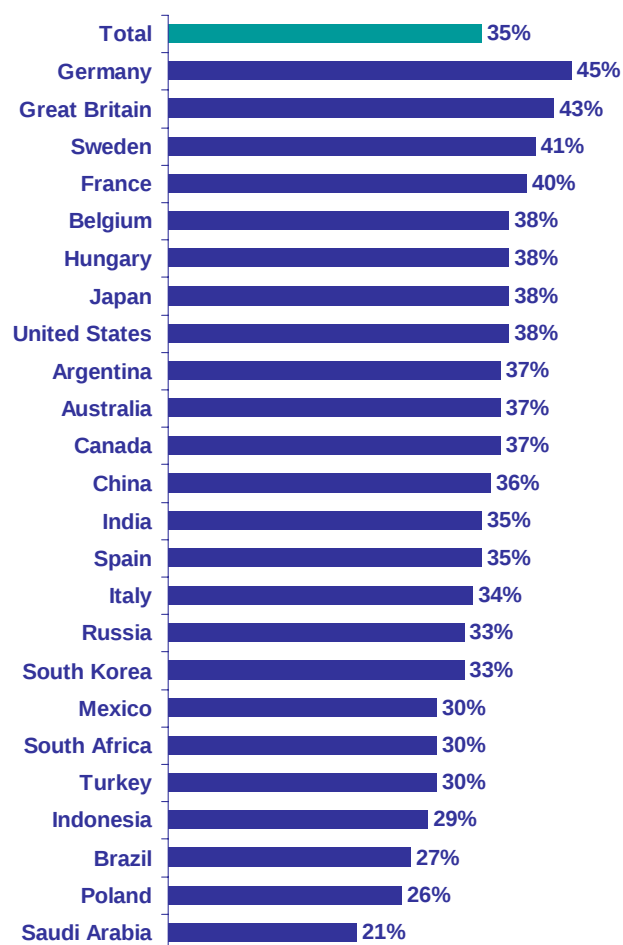
## The Primary Type Of Pleasure Trip/Vacation That Appeals Most To Consumer Citizens Around The World

### Global Total



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSED IN CULTURE; E) THRILL SEEKING; F) COSMOPOLITAN

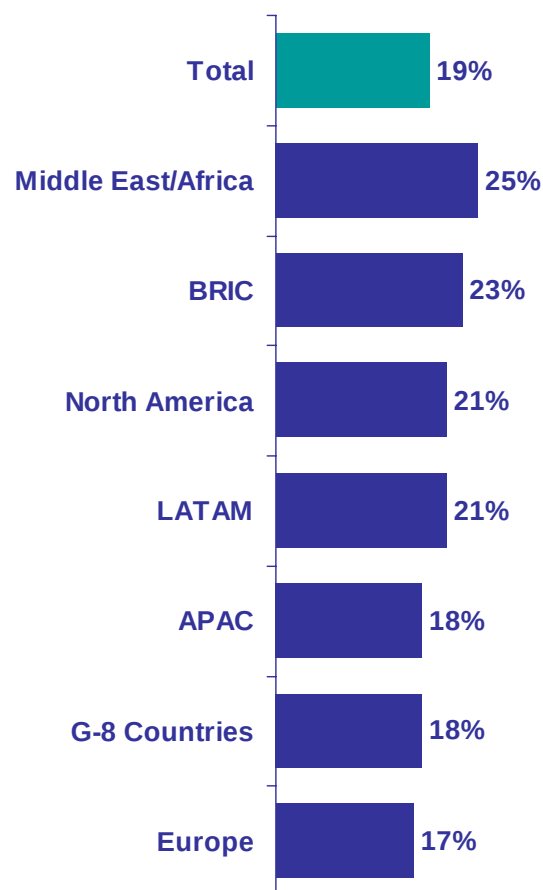
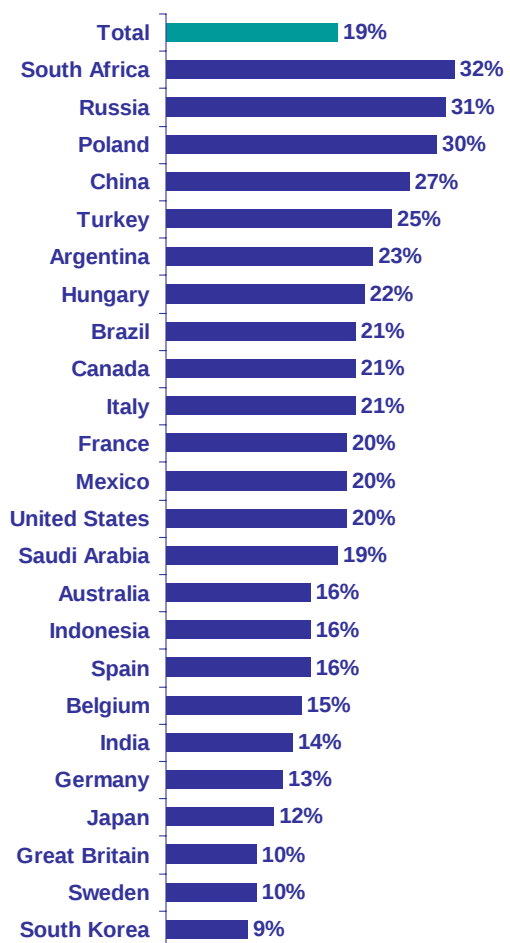
## Relaxing and Seeing Some of the Sights (35%)...



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSED IN CULTURE; D) THRILL SEEKING; E) COSMOPOLITAN *RELAXING AND SEEING SOME OF THE SIGHTS* such as leisurely sightseeing, city bus or water tours, visiting local restaurants or taking in a popular show

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PRIMARY PLEASURE TRIP/VACATION TYPE

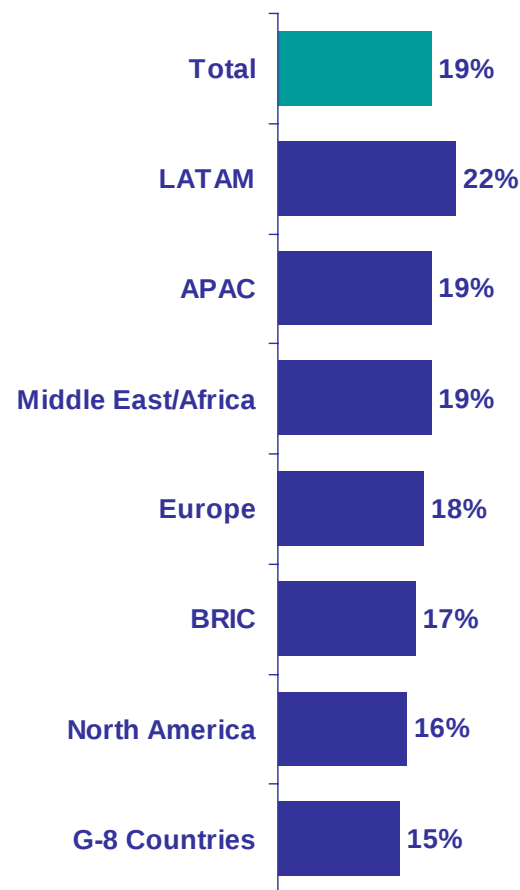
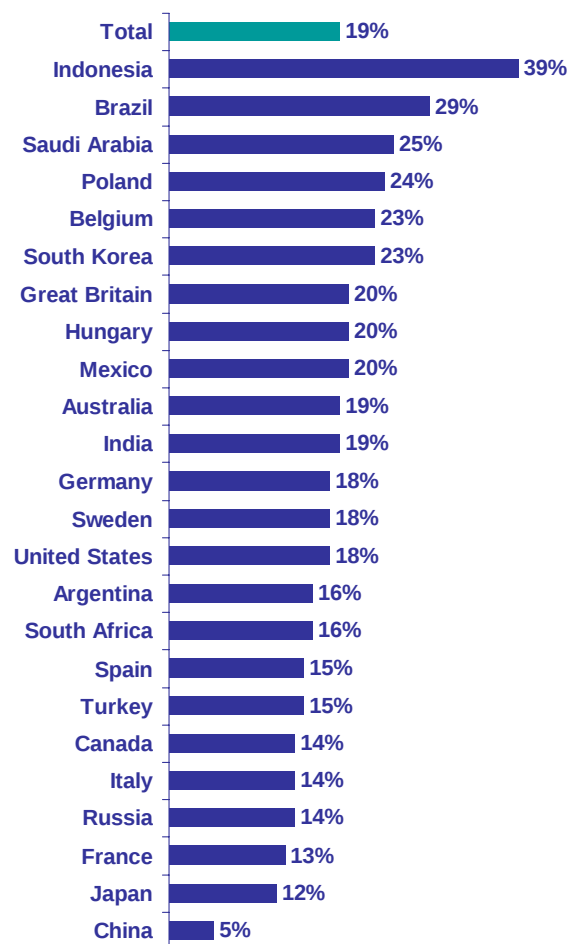
## Outdoor Living (19%)...



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSED IN CULTURE; D) THRILL SEEKING; E) COSMOPOLITAN **OUTDOOR LIVING** such as hiking, canoeing, camping, exploring the natural wilderness, fishing and hunting, staying in a lodge or cottage, boating, sailing

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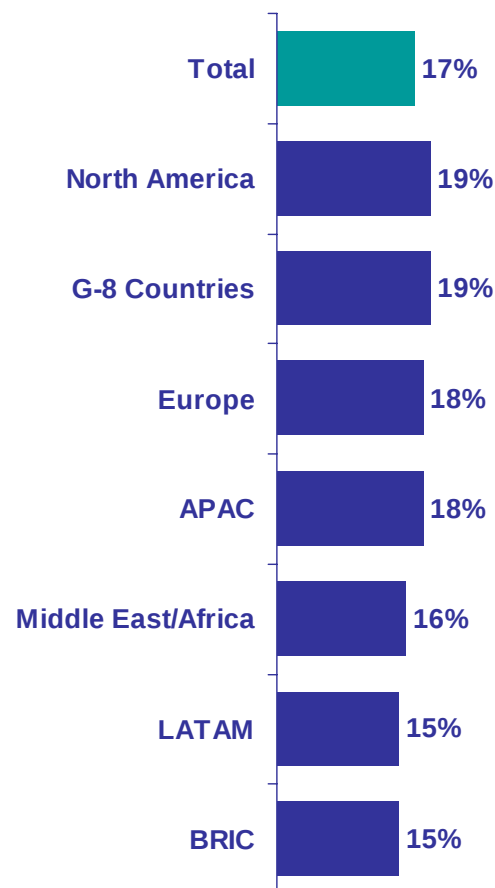
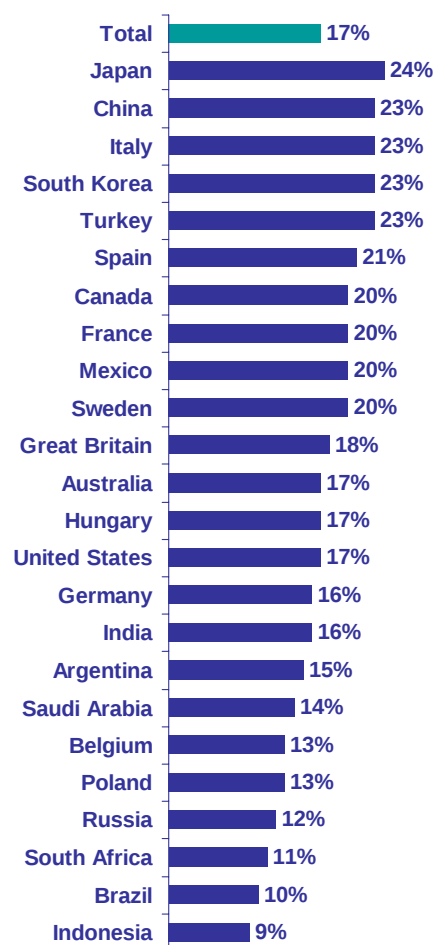
## Strictly Kids and Family (19%)...



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSED IN CULTURE; E) THRILL SEEKING; F) COSMOPOLITAN **STRICTLY KIDS AND FAMILY** such as just things family and child oriented such as visiting amusement parks, day trips to the country, swimming, hotels with child programs so parents can get out and around or the children can be entertained

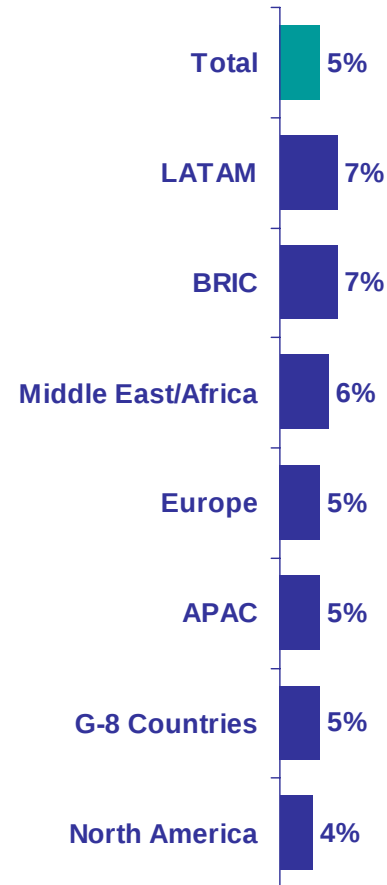
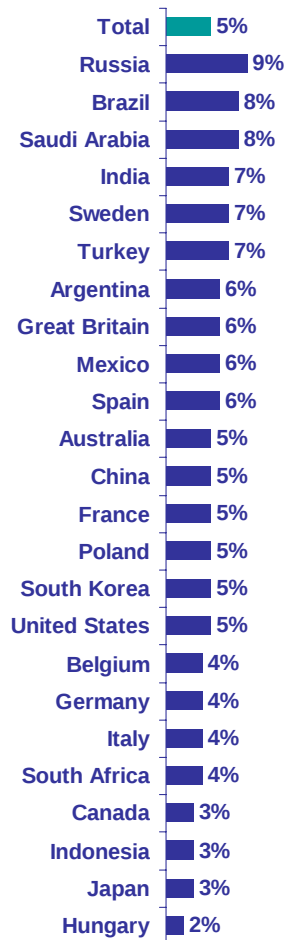
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PRIMARY PLEASURE TRIP/VACATION TYPE

## Immersed in Culture (17%)...



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSSED IN CULTURE; D) THRILL SEEKING; E) COSMOPOLITAN **IMMERSSED IN CULTURE** such as trying local delicacies and cultural experiences, visiting historical sites, national museums and galleries or exploring little-known corners off the beaten-track, attend a festival or fair

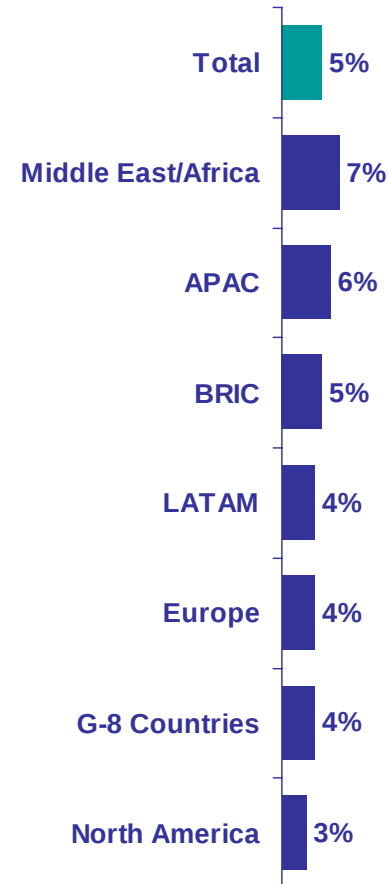
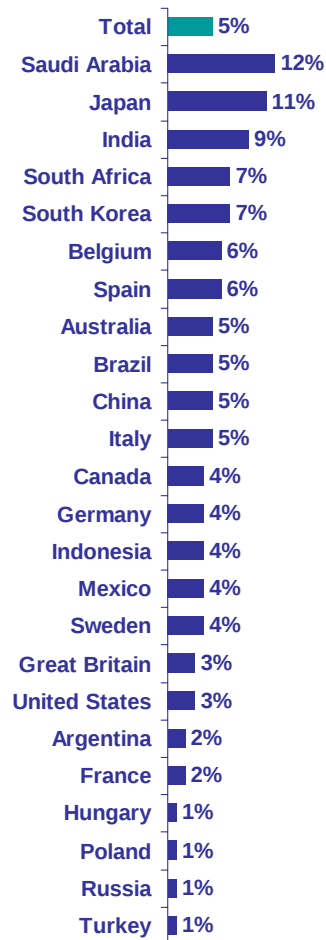
## Thrill Seeking (5%)...



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSED IN CULTURE; D) THRILL SEEKING; E) COSMOPOLITAN **THRILL SEEKING** such as having your adrenaline pumping from trekking in high altitudes, skiing the snowy slopes, helicopter or riding white water adventures

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## Cosmopolitan (5%)...



From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSSED IN CULTURE; D) THRILL SEEKING; E) COSMOPOLITAN such as shopping at all the hot spots, eating at the trendiest restaurants and people watching with the hopes of spotting a celebrity

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## The Primary Type Of Pleasure Trip/Vacation That Appeals Most To Consumer Citizens by Country...

|               | Relaxing and<br>Seeing Some<br>of the Sights | Outdoor<br>Living | Strictly Kids<br>and Family | Immersed<br>In Culture | Thrill<br>Seeking | Cosmopolitan |
|---------------|----------------------------------------------|-------------------|-----------------------------|------------------------|-------------------|--------------|
| Total         | 35%                                          | 19%               | 19%                         | 17%                    | 5%                | 5%           |
| Argentina     | 37%                                          | 23%               | 16%                         | 15%                    | 6%                | 2%           |
| Australia     | 37%                                          | 16%               | 19%                         | 17%                    | 5%                | 5%           |
| Belgium       | 38%                                          | 15%               | 23%                         | 13%                    | 4%                | 6%           |
| Brazil        | 27%                                          | 21%               | 29%                         | 10%                    | 8%                | 5%           |
| Canada        | 37%                                          | 21%               | 14%                         | 20%                    | 3%                | 4%           |
| China         | 36%                                          | 27%               | 5%                          | 23%                    | 5%                | 5%           |
| France        | 40%                                          | 20%               | 13%                         | 20%                    | 5%                | 2%           |
| Germany       | 45%                                          | 13%               | 18%                         | 16%                    | 4%                | 4%           |
| Great Britain | 43%                                          | 10%               | 20%                         | 18%                    | 6%                | 3%           |
| Hungary       | 38%                                          | 22%               | 20%                         | 17%                    | 2%                | 1%           |
| India         | 35%                                          | 14%               | 19%                         | 16%                    | 7%                | 9%           |
| Indonesia     | 29%                                          | 16%               | 39%                         | 9%                     | 3%                | 4%           |
| Italy         | 34%                                          | 21%               | 14%                         | 23%                    | 4%                | 5%           |
| Japan         | 38%                                          | 12%               | 12%                         | 24%                    | 3%                | 11%          |
| Mexico        | 30%                                          | 20%               | 20%                         | 20%                    | 6%                | 4%           |
| Poland        | 26%                                          | 30%               | 24%                         | 13%                    | 5%                | 1%           |
| Russia        | 33%                                          | 31%               | 14%                         | 12%                    | 9%                | 1%           |
| Saudi Arabia  | 21%                                          | 19%               | 25%                         | 14%                    | 8%                | 12%          |
| South Africa  | 30%                                          | 32%               | 16%                         | 11%                    | 4%                | 7%           |
| South Korea   | 33%                                          | 9%                | 23%                         | 23%                    | 5%                | 7%           |
| Spain         | 35%                                          | 16%               | 15%                         | 21%                    | 6%                | 6%           |
| Sweden        | 41%                                          | 10%               | 18%                         | 20%                    | 7%                | 4%           |
| Turkey        | 30%                                          | 25%               | 15%                         | 23%                    | 7%                | 1%           |
| United States | 38%                                          | 20%               | 18%                         | 17%                    | 5%                | 3%           |

## The Primary Type Of Pleasure Trip/Vacation That Appeals Most To Consumer Citizens Around The World By Region...

|                    | Relaxing and Seeing Some of the Sights | Outdoor Living | Strictly Kids and Family | Immersed In Culture | Thrill Seeking | Cosmopolitan |
|--------------------|----------------------------------------|----------------|--------------------------|---------------------|----------------|--------------|
| <b>Total</b>       | <b>35%</b>                             | <b>19%</b>     | <b>19%</b>               | <b>17%</b>          | <b>5%</b>      | <b>5%</b>    |
| North America      | 37%                                    | 21%            | 16%                      | 19%                 | 4%             | 3%           |
| LATAM              | 31%                                    | 21%            | <b>22%</b>               | 15%                 | <b>7%</b>      | 4%           |
| Europe             | <b>38%</b>                             | 17%            | 18%                      | 18%                 | 5%             | 4%           |
| APAC               | 34%                                    | 18%            | 19%                      | 18%                 | 5%             | 6%           |
| G-8 Countries      | <b>38%</b>                             | 18%            | 15%                      | 19%                 | 5%             | 4%           |
| BRIC               | 33%                                    | <b>23%</b>     | 17%                      | 15%                 | <b>7%</b>      | 5%           |
| Middle East/Africa | 27%                                    | <b>25%</b>     | 19%                      | 16%                 | 6%             | <b>7%</b>    |

From The Following List Of Activities, Please Choose The Primary Type Of Pleasure Trip/Vacation That Appeals Most To You? A) RELAXING AND SEEING SOME OF THE SIGHTS; B) OUTDOOR LIVING; C) STRICTLY KIDS AND FAMILY; D) IMMERSSED IN CULTURE; E) THRILL SEEKING; F) COSMOPOLITAN



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- The Ipsos *Global @dvisor Omnibus* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

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