

Table 1A

***CANADIANS' SUMMER VACATION PLANS AND DETERMINANTS  
– July 1994 and July 1998 –***

|                                                                                                   |        |        | REGION |       |         |       |            |       |         |       |        |       |          |       |
|---------------------------------------------------------------------------------------------------|--------|--------|--------|-------|---------|-------|------------|-------|---------|-------|--------|-------|----------|-------|
|                                                                                                   | Canada |        | B.C.   |       | Alberta |       | Man./Sask. |       | Ontario |       | Québec |       | Atlantic |       |
|                                                                                                   | '94    | '98    | '94    | '98   | '94     | '98   | '94        | '98   | '94     | '98   | '94    | '98   | '94      | '98   |
| (Weighted Bases)                                                                                  | (1507) | (1515) | (183)  | (198) | (134)   | (136) | (115)      | (106) | (561)   | (572) | (386)  | (380) | (128)    | (123) |
|                                                                                                   | (%)    | (%)    | (%)    | (%)   | (%)     | (%)   | (%)        | (%)   | (%)     | (%)   | (%)    | (%)   | (%)      | (%)   |
| INCIDENCE OF SUMMER VACATIONS:                                                                    |        |        |        |       |         |       |            |       |         |       |        |       |          |       |
| Have taken/will be taking a vacation                                                              | 60     | 54     | 62     | 52    | 62      | 55    | 64         | 53    | 58      | 53    | 63     | 61    | 51       | 41    |
|                                                                                                   |        |        |        |       |         |       |            |       |         |       |        |       |          |       |
| (Base: Have taken/will be taking a vacation)                                                      | (900)  | (821)  | (114)  | (103) | (82)    | (76)  | (73)       | (56)  | (324)   | (303) | (242)  | (233) | (65)     | (51)  |
|                                                                                                   | (%)    | (%)    | (%)    | (%)   | (%)     | (%)   | (%)        | (%)   | (%)     | (%)   | (%)    | (%)   | (%)      | (%)   |
| PRIMARY SUMMER VACATION DESTINATION:                                                              |        |        |        |       |         |       |            |       |         |       |        |       |          |       |
| Within Canada                                                                                     | 79     | 80     | 77     | 69    | 81      | 88    | 83         | 86    | 70      | 73    | 84     | 87    | 92       | 89    |
| United States                                                                                     | 13     | 9      | 16     | 14    | 12      | 7     | 10         | 9     | 17      | 10    | 11     | 6     | 7        | 7     |
| Outside Canada or U.S.                                                                            | 7      | 11     | 6      | 15    | 7       | 6     | 7          | 4     | 12      | 16    | 4      | 7     | 1        | 4     |
|                                                                                                   |        |        |        |       |         |       |            |       |         |       |        |       |          |       |
| (Base: Vacationing in Canada)                                                                     | (708)  | (654)  | (88)   | (71)  | (67)    | (66)  | (61)       | (48)  | (228)   | (220) | (204)  | (202) | (60)     | (45)  |
|                                                                                                   | (%)    | (%)    | (%)    | (%)   | (%)     | (%)   | (%)        | (%)   | (%)     | (%)   | (%)    | (%)   | (%)      | (%)   |
| TOP REASONS FOR VACATIONING IN CANADA*:                                                           |        |        |        |       |         |       |            |       |         |       |        |       |          |       |
| Value of Canadian dollar                                                                          | 27     | 40     | 28     | 41    | 29      | 43    | 30         | 24    | 19      | 38    | 32     | 47    | 26       | 31    |
| Financial/Couldn't afford to go elsewhere                                                         | 29     | 22     | 31     | 23    | 30      | 20    | 25         | 18    | 32      | 20    | 22     | 25    | 41       | 26    |
| Want to/prefer to see Canada                                                                      | 21     | 19     | 19     | 11    | 13      | 14    | 38         | 20    | 19      | 23    | 26     | 22    | 12       | 11    |
| Visiting family/friends in Canada                                                                 | 13     | 14     | 13     | 18    | 14      | 21    | 18         | 32    | 13      | 16    | 9      | 5     | 16       | 15    |
| * Figures represent "Total Mentions" as more than one response was accepted from each respondent. |        |        |        |       |         |       |            |       |         |       |        |       |          |       |