

1. How many vacation or pleasure trips have you taken over the last two years that involved travelling at least 80 kms from your home and involved an overnight stay, excluding cottages or vacation properties that you own? (Unaided)

Base: All Respondents N=700	
NONE	10%
HAVE TRAVELED (NET)	90%
1	11%
2	22%
3	17%
4	13%
5	5%
6-10	16%
11-20	3%
21+	2%

2. Excluding the remainder of this year, that is beginning in the New Year, when are you most likely to take a vacation or pleasure trip in the future that will involve travelling at least 80 kms from your home and an overnight stay, excluding cottages or vacation properties that you own...in the next six months, in the next year, in the next two years, longer than two years from now, never?

Base: All Respondents N=700	Total	Vancouver	Calgary	Edmonton	Winnipeg	GTA	Ottawa	Halifax
In the next six months	63%	63%	64%	71%	66%	60%	65%	63%
In the next year	26%	27%	30%	26%	26%	24%	27%	28%
In the next two years	6%	7%	3%	2%	8%	8%	4%	6%
Longer than two years from now	4%	1%	3%	1%	-	7%	2%	1%
Never	0	-	-	-	-	-	1%	2%
No opinion	1%	2%	-	-	-	1%	1%	-

3. Please tell me whether you are planning to go, likely to seriously consider going, or not at all planning or considering going on a vacation or pleasure trip in the next (RESPONSE TO QB)...How about..?

Base: Will likely travel within the next 2 years n=678	Within Canada	United States	Internationally Net	Mexico	Caribbean
Total	78%	59%	61%	18%	26%
Planning	51%	31%	33%	9%	10%
Seriously considering	27%	28%	28%	9%	16%
Vancouver	80%	68%	53%	27%	13%
Planning	46%	33%	25%	11%	3%
Seriously considering	34%	35%	28%	16%	10%
Calgary	89%	51%	55%	15%	14%
Planning	67%	30%	29%	9%	7%
Seriously considering	22%	21%	26%	6%	7%
Edmonton	85%	40%	49%	19%	18%
Planning	64%	19%	25%	6%	8%
Seriously considering	21%	21%	24%	13%	10%
Winnipeg	85%	56%	49%	27%	19%
Planning	63%	33%	28%	15%	4%
Seriously considering	22%	23%	21%	12%	15%
GTA	71%	66%	70%	15%	37%
Planning	47%	36%	41%	10%	14%
Seriously considering	24%	30%	29%	5%	23%
Ottawa	79%	48%	64%	15%	24%
Planning	43%	22%	27%	4%	10%
Seriously considering	36%	26%	37%	11%	14%
Halifax	90%	42%	42%	5%	21%
Planning	62%	20%	20%	2%	7%
Seriously considering	28%	22%	22%	3%	14%

4. Which of the following four statements best describes you when planning vacation or pleasure trips, do you prefer to...(READ LIST)

Base: Likely travel within next 2 years n=665	Total	Vancouver	Calgary	Edmonton	Winnipeg	GTA	Ottawa	Halifax
Yourself Net	80%	81%	91%	77%	83%	77%	84%	82%
Do all of the research and make all the booking arrangements yourself	34%	30%	43%	33%	39%	30%	39%	45%
Do most of the research yourself but have a travel agent make the final booking arrangements	47%	52%	47%	43%	44%	47%	46%	37%
Travel Agent Net	19%	19%	9%	20%	17%	23%	16%	18%
Have a travel agent do most of the research and booking arrangements	8%	8%	5%	5%	8%	10%	8%	6%
Have a travel agent do all of the research and booking arrangements	11%	10%	4%	15%	9%	13%	7%	11%
No opinion		-	-	3%	-	-	-	-

5. What is the main reason why you prefer to do the research yourself? (Unaided, one response)

Base: Do all or most yourself n=535	
More confident/assured in quality of travel plans	23%
Like choice	13%
Can find better prices	13%
Do all or most yourself	10%
I like to know everything about my trip/ control	9%
Enjoy doing it/ it's fun	9%
Like to learn	8%
I know what I like better than an agent does	7%
Other	2%
No Reason	6%
No opinion	0

6. And thinking about pay-one-price vacation packages do you prefer packages that have everything already defined and included OR ones that have flexibility for you to choose among some options within the overall package?

Base: All Respondents N=700	Total	Vancouver	Calgary	Edmonton	Winnipeg	GTA	Ottawa	Halifax
Everything already defined and included	14%	10%	7%	7%	16%	18%	18%	14%
Flexibility to choose among some options	81%	81%	85%	89%	79%	80%	79%	80%
No opinion	4%	9%	8%	4%	5%	2%	3%	6%

7. In the past two years have you ever used the Internet to [ROTATE]?

Base: All Respondents N=700	Yes	No
Get information about or research destinations for pleasure or vacation trips	74%	26%
Book or pay for vacation travel, accommodations, packages, etc.	35%	65%

8. In the future, how likely would you be to use the Internet or websites to...[ROTATE]. Is that very likely, somewhat likely, not very likely, not at all likely? How about...?

Base: All Respondents N=700	Very likely	Somewhat likely	Not very likely	Not at all likely
Get information about or research destinations for pleasure or vacation trips				
Total	68%	19%	6%	8%
Vancouver	72%	20%	4%	4%
Calgary	61%	27%	1%	11%
Edmonton	60%	20%	9%	11%
Winnipeg	62%	18%	10%	10%
GTA	70%	18%	6%	6%
Ottawa	67%	14%	6%	13%
Halifax	64%	19%	7%	10%
Book or pay for vacation travel, accommodations, packages, etc.				
Total	31%	23%	21%	25%
Vancouver	20%	25%	33%	22%
Calgary	34%	30%	12%	23%
Edmonton	26%	21%	19%	33%
Winnipeg	22%	26%	22%	30%
GTA	38%	19%	18%	25%
Ottawa	26%	36%	16%	22%
Halifax	28%	20%	21%	31%

9. Thinking about websites that you might use in the future for researching and making vacation arrangements, which one of the following would you prefer...or [ROTATE]...?

Base: All Respondents N=700	
Websites that are provided by or linked to specific existing airlines, tour companies, etc. that focus on their own vacation packages	21%
Websites that are provided by companies that are not linked to specific existing airlines, tour companies, etc. and provide packages or options from a variety of airlines, resorts, tour operators, etc.	72%
No opinion	7%

10. How important do you consider a vacation or pleasure trip in adding to your overall quality of life...1 meaning very low importance to 7 meaning very high importance?

Base: All	Total	Vancouver	Calgary	Edmonton	Winnipeg	GTA	Ottawa	Halifax
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Respondents N=700								
6,7 Important	59%	58%	48%	56%	58%	63%	56%	56%
5	22%	21%	26%	23%	25%	20%	26%	17%
4	9%	10%	13%	14%	7%	6%	8%	18%
3	6%	7%	6%	2%	5%	6%	8%	6%
1,2 Not important	4%	4%	7%	5%	5%	5%	2%	3%