

**Inter@ctive Reid Core Tracking - Quarter 2 - 2003
(60-3892-01)**

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SPECIAL FEATURES - ONLINE TRAVEL

OT1. What is the primary source of information you use for planning upcoming travel?

	Total
Base: All respondents	1000
Weighted	1000
Internet	346
	35%
Family/friends/associates	142
	14%
Travel agent	141
	14%
Auto clubs (i.e. CAA, BCAA)	73
	7%
Brochures	62
	6%
Newspaper	45
	5%
Tour operator (i.e. Fiesta, Signature Vacations, etc)	18
	2%
Other	17
	2%
None	152
	15%
(DK/NS)	3
	0

SPECIAL FEATURES - ONLINE TRAVEL

OT4. Have you ever researched any aspect of a trip online before taking the trip?

	Total
Base: Has Not Researched Online	485
Weighted	524
Yes	255
	49%
No	270
	51%

SPECIAL FEATURES - ONLINE TRAVEL

OT5. Have you ever purchased any of the following elements of a trip directly online?

	Total
Base: All respondents	1000
Weighted	1000
Purchased air travel	265 27%
Purchased hotel room stay	257 26%
Purchased automobile rental	103 10%
Purchased transportation by train	48 5%
Purchased transportation by bus	8 1%
Purchased a cruise package	9 1%
Purchased all inclusive vacation (including a resort vacation)	20 2%
Purchased travel insurance	33 3%
Have not purchased any element of travel directly online using the Internet	588 59%

SPECIAL FEATURES - ONLINE TRAVEL

OT7. How many times have you used the Internet in the past year to purchase any elements of travel directly online (i.e. air travel, hotel stay, car rental, tour/cruise, etc)?

	Total
Base: Research Trip Online	429
Weighted	412
NONE	67
	16%
1-2	204
	50%
3-5	95
	23%
6-10	32
	8%
11+	14
	3%
Summary	
Mean	2.8
Standard Deviation	4.2
Standard Error	0.2
Median	1.2

SPECIAL FEATURES - ONLINE TRAVEL

OT11. And what is your favourite website for travel information?

	Total
Base: Researched or Purchased Trip Online	798
Weighted	754
Expedia	137
	18%
Travelocity	98
	13%
Air Canada	89
	12%
CAA (or local automobile associations)	85
	11%
WestJet	62
	8%
Travel.com	21
	3%
Cheap Tickets	21
	3%
SearsTravel.ca (Tripeze.com)	17
	2%
Cruise Ship Centers	15
	2%
Via Rail	7
	1%
Mapquest	6
	1%
American Express Travel	5
	1%
Carlson Wagonlit	4
	1%
Priceline	4
	1%
Uniglobe Travel	2
	0
Destina.ca	2
	0
Thomas Cook Travel	2
	0
Orbitz	2
	0
Jetsgo	2
	0
Other	92
	12%
None (no favourites)	71
	9%
(DK/NS)	13
	2%

SPECIAL FEATURES - ONLINE TRAVEL

OT18. If you were planning a trip in the near future, how likely would you be to use the Internet to research the trip?

	Total
Base: All respondents	1000
Weighted	1000
Very likely	547 55%
Somewhat likely	319 32%
Somewhat unlikely	63 6%
Very unlikely	70 7%
Summary	
Total Likely	867 87%
Total Unlikely	133 13%

SPECIAL FEATURES - ONLINE TRAVEL

OT19. If you were planning a trip in the near future, how likely would you be to use the Internet to purchase elements of the trip or the travel directly online?

	Total
Base: All respondents	1000
Weighted	1000
Very likely	184 18%
Somewhat likely	361 36%
Somewhat unlikely	236 24%
Very unlikely	218 22%
Summary	
Total Likely	546 55%
Total Unlikely	454 45%