

# TAKE OFF EH? – CANADIANS PONDER VACATION DREAMS

*One In Ten Canadians (9%) Think About Taking An Ultimate Dream Trip Every Day -- Half (51%) Think About It At Least Once Every Couple Of Months Or More Often*

*Canadians Have Very Different Dream Vacations-- But, From A List of 7 Choices, The Most Common Is "Sightseeing In Europe"(27%)*



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*Canadians Have Very Different Dream Vacations-- But, From A List of 7 Choices, The Most Common Is "Sightseeing In Europe"(27%)"*

**Toronto, Ontario** – According to a new Ipsos-Reid survey conducted on behalf of RBC Avion Card, Canadians very often think about taking a dream destination trip. In fact, one in ten (9%) say they think about taking their ultimate dream trip every day, and a full 51% think about it at least once every couple of months or more.

So what type of trip would Canadians most like to take? When asked to choose from a list of possible dream destinations, 27% chose "sightseeing in Europe", 16% chose "a Caribbean cruise", 16% chose "lie on a beach somewhere warm", 14% chose "an adventure holiday in South America or Africa", 11% chose "a seaside villa in Europe", 7% chose "a golf holiday in Hawaii", and 4% chose "restaurants and the theatre in a major world capital".

And respondents offer some light-hearted and interesting responses when asked what is the most unusual thing they have ever purchased using a credit card while on vacation or travelling, including among many others: "a can of Alligator stew in Florida", "a walking stick from India", and "a Japanese Samurai sword".

*These are the findings of an Ipsos-Reid/RBC Avion Card poll conducted from May 16<sup>th</sup> to May 19<sup>th</sup>, 2005. For the survey, a representative randomly selected sample of 2003 adult Canadians were interviewed by telephone. With a sample of this size, the national results are considered accurate to within ±2.2 percentage points, 19 times out of 20, of what they would have been had the entire adult*



Canadian population been polled. The margin of error will be larger within sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

## ***One In Ten Canadians (9%) Think About Taking An Ultimate Dream Trip Every Day -- Half (51%) Think About It At Least Once Every Couple Of Months Or More Often...***

When Canadians are asked how often they think about taking a trip to their ultimate dream destination, one in ten (9%) answer “every day” and 51% say at least once every couple of months or more often. Broken down into the specific answer choices we see that:

- 9% answer “every day”;
- 13% answer “at least once a week”;
- 16% answer “at least once a month”;
- 12% answer “at least every couple of months”;
- 24% answer “once a year or so or every month”;
- 16% answer “rarely”; and
- 9% answer “never”.

### Demographics:

- Younger Canadians think about taking a trip to their ultimate dream destination most often. Four in ten (37%) Canadians 18 to 34 think about their dream destination at least once a week – compared to 19% of those 35 to 54 and 12% of those 55+.



- Across Canada, Albertans think about taking a trip to their ultimate dream destination most often – 30% say they think about it at least once a week – compared to 22% of Ontarians, 23% of Quebecers and 13% of those in Atlantic Canada.

### ***So, What Type Of Holiday Would They Most Prefer If Given The Choice?***

Respondents were asked to consider from a list of possible vacation choices and decide which option they would choose if they were a member of points program and were given enough points from the program to do whichever one they wished. From the list of choices:

- 27% would choose “sightseeing in Europe”;
- 16% would choose “a Caribbean cruise”;
- 16% would choose “lie on a beach somewhere warm”;
- 14% would choose “an adventure holiday in South America or Africa”;
- 11% would choose “a seaside villa in Europe”;
- 7% would choose “a golf holiday in Hawaii”; and
- 4% would choose “restaurants and the theatre in a major world capital”.

Five percent of respondents “don’t know” which of these choices they would choose.

- Residents of Quebec (32%) are the most likely of Canadians to say they want to go sightseeing in Europe, followed by resident of Ontario (26%), and Saskatchewan/Manitoba and British Columbia (both at 25%).



- Older Canadians (aged 55+) are more likely to choose a European vacation than younger Canadians age 18-54 (31% vs. 25%).
- Residents of Atlantic Canada (26%) are the most likely to choose a Caribbean cruise, followed by residents of Alberta (18%), and British Columbia and Quebec (both at 16%).
- Younger Canadians aged 18-34 are significantly more likely than those aged 35 and over to choose an adventure holiday in South America or Africa (21% vs. 11%).

### ***And, When It Comes To Unusual Vacation Purchases Made With A Credit Card Canadians Show A Quirky Side...***

As part of the survey, respondents were asked a light-in-nature question as to what is the most unusual thing they have ever purchased using a credit card while on vacation or travelling.

Some of the more interesting and humorous purchases offered were:

- “A can of Alligator stew in Florida” – *unmarried woman, aged 49, Manitoba.*
- “A walking stick from India” -- *married man, aged 30 in Ontario*
- “Freshly packed salmon fillets from the BC coast” – *married man, aged 43, Ontario*
- “I rented a Harley” – *married man, aged 81, Manitoba*
- “The complete set of Charles Dickens” – *unmarried woman, aged 21, New Brunswick*
- “A Japanese Samurai sword” – *unmarried man, age 57, British Columbia*
- “A wooden doll in Russia” – *married woman, age 49, Alberta*
- “A shrunken head in Ecuador” – *unmarried man, age 22, British Columbia*



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