

THE ANNUAL EXPEDIA WINTER SURVEY

2 In 3 Canadians Plan To Vacation Over The Holidays, 3 In 4 Plan To In The New Year



Ipsos Reid



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THE ANNUAL EXPEDIA WINTER SURVEY

2 In 3 Canadians Plan To Vacation Over The Holidays, 3 In 4 Plan To In The New Year

Toronto, ON – A new Ipsos Reid survey conducted on behalf of expedia.ca finds that two in three (66%) Canadians will be taking a vacation this coming holiday season and three in four (73%) plan to take a vacation in the New Year.

There may be more travellers coming from Alberta this season as 15% say they are likely to put their upcoming \$400 prosperity cheque towards a vacation this winter. And, what if those residing in other provinces were to receive a prosperity cheque? Three in ten (31%) say that if they were to receive a similar cheque they would put it towards a winter trip.

If money were not an issue, one in three (34%) Canadians would like to celebrate New Year's Eve on a tropical beach somewhere, 21% would like to be somewhere in Europe, and 15% would like to ring in the New Year at a mountain resort in Canada or the US. This compares to 7% who choose Times Square in NYC and 8% who choose Las Vegas or a big Canadian city.

The survey also reveals that four in ten (41%) Canadians say the strong performance of the Canadian dollar makes them more likely to travel outside of Canada this holiday season and/or in the New Year.

Finally, when it comes to vacation planning preferences, one in three (31%) Canadians think it would be convenient to split the cost between two credit cards when booking a trip. And, the survey finds that six in ten (61%) Canadians indicate that they have used the Internet in the past two years to research vacation trips and four in ten (38%) have used it to book or pay for vacation packages, travel arrangements, or hotel accommodations.

These are the findings of an Ipsos Reid/expedia.ca poll conducted from November 1 to November 3, 2005. For the survey, a representative randomly selected sample of 1002 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 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 regions and for other 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.

2 In 3 (66%) Canadians Plan To Vacation Over The Holidays...

Fifteen percent of Canadians plan to vacation down in the United States this coming December holiday season/New Year's, 13% plan to take a pleasure trip within their province, 10% plan to travel to another province, 9% plan to visit a southern destination other than the US, and 18% of Canadians plan to take a vacation in another part of the world. In comparison, one in three (33%) Canadians will not take a vacation or a pleasure trip this holiday season and 1% are unsure.

- Residents of Saskatchewan/Manitoba (41% not taking a trip) are the *least* likely to be taking a vacation over the holidays, closely followed by residents of Quebec (38%),

Atlantic Canada (35%), Ontario (32%), Alberta (31%), and finally British Columbia (25%).

- The likelihood of *not* vacationing over the holidays nominally increases with age: 25% of those 18-34 do not plan to take a trip vs. 35% of those 35-54 years of age vs. 40% of those 55 or older.
- Women are slightly *less* likely than men to be vacationing over the holidays (36% not taking a trip vs. 30%).
- The likelihood of *not* taking a vacation over the holidays decreases with annual household income: 39% of Canadians with an annual household income of <\$30K are not planning to take a trip vs. 34% of those with \$30K-<\$60K vs. 29% of those with \$60K+.

And, 3 In 4 (73%) Canadians Plan To Vacation In The New Year

Seventeen percent of Canadians plan to vacation in the US in the New Year (January, February, or March 2006), 13% plan to go to a southern destination other than the US, 9% plan to take a pleasure trip to another province, 8% plan to travel within their province, and 26% of Canadians plan to take a vacation in another part of the world. In comparison, one in four (25%) Canadians do not plan to take a vacation or a pleasure trip in the New Year and 2% still don't know.

- The likelihood of *not* vacationing in the New Year nominally increases with age: 21% of those 18-34 do not plan to take a trip vs. 26% of those 35-54 years of age vs. 29% of those 55 or older.



- Women are *less* likely than men to be vacationing in the New Year (30% not taking a trip vs. 21%).
- The likelihood of *not* taking a vacation in the New Year decreases with annual household income: 30% of Canadians with an annual household income of <\$30K are not planning to take a trip vs. 26% of those with \$30K-<\$60K vs. 18% of those with \$60K+.

There May Be More Travellers Coming From Alberta This Season...

Fifteen percent of Albertans say they are likely (9% "very" and 6% "somewhat") to put their upcoming \$400 prosperity cheque towards a vacation this winter. In comparison, 82% indicate that they are unlikely to do so (19% "not very likely" and 63% "not at all likely"). Another 3% don't know whether or not they will.

And, What If Others Were To Receive A Prosperity Cheque?

Three in ten (31%) Canadians residing in other provinces say that if they were to receive a similar cheque they would likely (14% "very" and 17% "somewhat") put it towards a winter trip. In comparison, 69% indicate that it is unlikely that they would put the cheque towards a trip (23% "not very likely" and 46% "not at all likely").

Canadians' Dream New Year's Eve Celebration

If money were not an issue, one in three (34%) Canadians would like to celebrate New Year's Eve on a tropical beach somewhere, 21% would like to be somewhere in Europe, and 15% would like to ring in the New Year at a mountain resort in Canada or the US. This compares to 7% who choose Times Square in NYC and 8% who choose Las Vegas or a big Canadian

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city. Another 3% would prefer to go to some other destination and 3% would rather not go anywhere.

4 In 10 Say The Strong Performance Of The Dollar Makes It More Likely That They'll Travel Outside Canada

Four in ten (41%) Canadians say the strong performance of the Canadian dollar makes them more likely to travel outside of Canada this holiday season and/or in the New Year. Conversely 57% say it does not and 2% don't know.

- Regionally, residents of Alberta (57%) are most likely to say a strong dollar increases their chances of travelling outside Canada, followed by residents of British Columbia (47%), Atlantic Canada (47%), Ontario (43%), Saskatchewan/Manitoba (37%), and finally Quebec (27%).

Canadians' Preferences For Vacation Planning & Internet Usage

When booking a trip, one in three (31%) Canadians think it would be convenient (14% "very" and 17% "somewhat") to split the cost between two credit cards. Conversely, 64% do not think it would be convenient (15% "not very" and 49% "not at all"). Another 4% are unsure.

Six in ten (61%) Canadians indicate that they have used the Internet in the past two years to research destinations for pleasure or vacation trips, while four in ten (39%) have not.

- Residents of Alberta (74%) and British Columbia (71%) are most likely to have used the Internet to research a vacation, followed by residents of Ontario (64%), Atlantic Canada (54%), Saskatchewan/Manitoba (53%), and Quebec (49%).



- The likelihood of having used the Internet to research a vacation decreases with age: 74% of Canadians 18-34 have done so vs. 64% of those 35-54 years of age vs. 45% of those 55 or older.
- The likelihood of having used the Internet to research a vacation increases with annual household income: 38% of Canadians with an annual household income of <\$30K have researched a trip online vs. 54% of those with \$30K-<\$60K vs. 79% of those with \$60K+.

And, four in ten (38%) Canadians have used the Internet in the past two years to book or pay for vacation packages, travel arrangements, or hotel accommodations, while six in ten (62%) have not.

- Residents of Alberta (50%) are most likely to have used the Internet to book/pay for a vacation, followed by residents of British Columbia (45%), Ontario (39%), Atlantic Canada (38%), Saskatchewan/Manitoba (37%), and Quebec (28%).
- Canadians 18-54 years of age are more likely than their elders to have booked/paid for a vacation online (44% vs. 26%).
- The likelihood of having used the Internet to book/pay for a vacation increases with annual household income: 16% of Canadians with an annual household income of <\$30K have booked/paid for a trip online vs. 32% of those with \$30K-<\$60K vs. 56% of those with \$60K+.



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