

## TD VISA TRAVEL SURVEY

*Albertans (92%), Manitobans / Saskatchewanians (88%) Most Likely to Travel for Fun and Relaxation*

*One-in-three Canadians (35%) Choose Europe as Best Vacation Destination to Send a Loved One; The Caribbean (22%) Strong Second Choice, with Australia and New Zealand (21%) Coming in Third*

*Albertans (33%) and Saskatchewanians / Manitobans (30%) willing to spend the most on a holiday; Ontarians (35%) would spend the least*

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**Calgary, AB** – A new Ipsos Reid survey conducted on behalf of TD Bank finds that if money were no object, the most preferred destination for Canadians to send a loved one, such as a mother or father, would be Europe. Overall, one-in-three (35%) Canadians chose Europe, with the Caribbean being a strong second choice (22%) and the Australia and New Zealand (21%) emerge as a third choice. Curiously, there is still a (1%) of respondent who would choose Antarctica as the dream destination to send their closest relatives.

Notably, residents of the Prairies are most likely to travel for fun, relaxation and leisure. Albertans (92%) and Manitobans / Saskatchewanians (88%) have the highest frequency of vacation travelers, compared to the national average of 80%.

Residents of Alberta, Saskatchewan, and Manitoba are also willing to spend the most for a holiday. One-in-ten Saskatchewanians / Manitobans (11%) and Albertans (9%) state that “price is not an issue” when planning a leisure vacation, with three-in-ten

Saskatchewanians / Manitobans (30%) and one-third of Albertans (33%) saying they would pay \$2,000 or more for a holiday. On the other hand, Ontarians would prefer to spend the least: one-third (35%) of Ontarians indicate they would pay less than \$1,000 for a dream vacation, three-in-ten (28%) would pay from \$500 to under \$1,000, and one-in-ten (7%) would pay less than \$500. The national average for a vacation price tag under \$1,000 (30%). Quebecers and Atlantic Canadians, at 9% each, lead in the “less than \$500” category.

Overall, Canadians’ preferred vacation pastime is “visiting friends and family,” (29%). In Quebec, this result is reduced by half where 17% would prefer to visit family members. Remarkably, two-in-ten (18%) Quebecers are more likely to enjoy “visiting historical landmarks,” compared to the National average (10%).

*These are the findings of an Ipsos Reid poll fielded between April 3 and April 5, 2007 and is based on an online sample of 1,000 adult Canadians aged 18 and older. Results based on a sample size of 1,000 are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. Data was statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census.*

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