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Exciting Destinations All Over the World;

Two in three (64%) Say They're More Exciting than Staying in a Hotel

Public Release Date: Wednesday, February 18, 2009, 8:00 AM EST



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Toronto, ON – In the midst of an economic recession, many Canadians are likely looking for bargains. According to a new Ipsos Reid poll, Canadians may have found one as seven in ten (68%) 'agree' (15% strongly/53% somewhat) that 'cruise vacations provide good value for money'.

Further, most (94%) 'agree' (45% strongly/49% somewhat) that 'cruise ships travel to exciting destinations all over the world' and that 'there is a lot to see and do on a cruise ship' (80% agree, 29% strongly/52% somewhat). Moreover, most (81%) 'agree' (25% strongly/56% somewhat) that 'cruise ships are a romantic place to take a vacation', and believe that 'cruising would appeal to people of all ages' (81% agree, 31% strongly/50% somewhat).

In fact, when it comes down to it, two in three (64%) Canadians 'agree' that 'taking a cruise vacation is more exciting than staying in a hotel'.

Largely debunking a myth that sea-sickness is a common feeling among cruisers, only four in ten (37%) are 'worried that they might get sea sick on a cruise ship'. The majority (63%) 'disagrees' that they're worried about this.



It appears that cruising might be picking up steam among Canadians. Two in ten (21%) have taken a cruise vacation in the past, and one in three (33%) say they'd consider taking a cruise for their next vacation. Interestingly, men and women are equally as likely to indicate this, as are Canadians of all ages.

- Albertans (44%) are most likely to say they'd consider a cruise for their next vacation, followed by those in British Columbia (41%), Ontario (40%), Atlantic Canada (34%), Saskatchewan and Manitoba (25%), and Quebec (17%).

These are the findings of an Ipsos Reid poll conducted on behalf of TripHarbour from January 13 to 15, 2009. This online survey of 1043 Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of Canada been polled.

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