

Q1. Which of the following factors do you take into consideration when planning your vacation?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - N/O/P/Q Overlap formulae used. * small base

Proportions means: Columns: Tested (5% risk level) - AB - CDEFGH - IJKLM - NOPQ - Overlap formulae used: - Small base																							
Gender										Region					Age					HH Income			
	Total	Male	Female	BC	Alberta	Manitoba/Sa skatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+	<\$50,000	\$50,000- <\$100,000	\$100,000- <\$150,000	\$150,000+					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q						
Base: All respondents	1632	774	858	204	204	224	523	275	202	342	312	364	284	330	463	554	226	92					
Weighted	1632	793	839	214	166	106	623	400	122	468	300	356	240	268	450	558	234	94*					
Cost/budget - when I can afford to go on vacation	1095 67%	529 67%	566 68%	152 71% G	122 73% G	74 70%	420 67%	246 62%	80 66%	363 78% KLM	225 75% KLM	232 65% LM	130 54%	144 54%	279 62%	395 71% N	173 74% N	62 66%					
Family and/or friends	798 49%	386 49%	412 49%	114 54% G	92 55% EG	47 44%	311 50%	177 44%	57 47%	260 56% KLM	153 51% L	166 47%	98 41%	122 45%	187 42%	293 52% N	138 59% N	44 47%					
A great bargain/deal	731 45%	345 44%	386 46%	93 44%	89 53% G	52 49% G	298 48% G	143 36%	56 46% G	240 51% KM	146 49% KM	132 37%	104 44%	108 41%	176 39%	272 49% N	104 44%	45 48%					
Online websites (i.e. reviews of travel destinations, hotels, etc.)	617 38%	315 40%	302 36%	89 42% GH	69 41% GH	38 36%	256 41% GH	127 32%	38 31%	221 47% JKLM	112 37%	114 32%	89 37%	82 31%	120 27%	220 39% N	129 55% NO	46 49% N					
The reward points/miles I have available	344 21%	164 21%	180 22%	67 32% EFG	45 27% FG	24 22% G	125 20% G	53 13%	30 25% G	93 20%	67 22%	69 19%	55 23%	60 22%	81 18%	124 22%	62 27% N	24 26%					
Suggestions from a travel agent	197 12%	99 13%	98 12%	27 13%	18 11%	12 12%	79 13%	48 12%	13 11%	59 13%	30 10%	43 12%	25 10%	40 15%	47 10%	68 12%	35 15%	10 10%					
Newspaper or magazine articles	182 11%	90 11%	92 11%	15 7%	20 12% H	11 10% H	84 14% CH	46 12% H	6 5%	43 9%	26 9%	29 8%	39 16% IJK	46 17% IJK	42 9%	61 11%	39 17% NO	16 17%					
Social media (i.e. suggestions from blogs, facebook, twitter, etc.)	83 5%	44 6%	38 5%	9 4%	13 8% G	6 5%	38 6%	12 3%	4 4%	50 11% JKLM	16 5% M	8 2%	6 3%	2 1%	25 6%	21 4%	18 8% O	9 10% O					
Other	102 6%	48 6%	54 6%	17 8%	12 7%	8 8%	34 6%	21 5%	9 7%	25 5%	15 5%	27 8%	14 6%	21 8%	27 6%	32 6%	11 5%	10 10%					
I don't go on vacation, I prefer 'staycations'	183 11%	76 10%	107 13%	16 8%	8 5%	12 11% D	73 12% D	57 14% CD	18 15% CD	33 7%	24 8%	41 12% I	41 17% IJK	43 16% IJ	85 19% OPQ	41 7% Q	12 5%	1 1%					

Q2. Approximately how long will your next vacation away be?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - N/O/P/Q Overlap formulae used. * small base

	Total	Gender		Region						Age					HH Income			
		Male	Female	BC	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+	<\$50,000	\$50,000-<\$100,000	\$100,000-<\$150,000	\$150,000+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: Respondents who go on vacation	1443	697	746	188	194	198	457	234	172	320	287	319	241	276	375	512	213	90
Weighted	1449	717	732	198	159	95	551	343	105	436	276	315	198	224	365	518	222	93*
One week	578 40%	292 41%	286 39%	81 41%	54 34%	41 43%	222 40%	137 40%	44 42%	181 42% LM	142 51% IKLM	128 41% LM	62 31%	65 29%	140 38%	216 42%	101 46%	35 37%
Two-three weeks	432 30%	236 33% B	196 27%	60 30%	52 33%	23 25%	157 29%	113 33%	26 25%	97 22%	70 25%	97 31% I	70 35% IJ	97 43% IJK	91 25%	154 30%	69 31%	34 36% N
A short weekend getaway	267 18%	107 15%	160 22% A	26 13%	28 17%	19 20%	104 19%	66 19%	25 24% C	98 22% M	45 16% M	65 21% M	36 18% M	23 10%	88 24% OP	88 17%	31 14%	13 15%
More than one month	100 7%	42 6%	58 8%	18 9% G	15 10% G	8 9% G	42 8% G	10 3%	7 7%	36 8% K	14 5%	11 3%	18 9% K	22 10% JK	32 9%	30 6%	10 5%	5 5%
One month	73 5%	40 6%	32 4%	13 7%	10 6%	3 3%	26 5%	16 5%	4 4%	23 5%	6 2%	14 4%	12 6% J	17 8% J	14 4%	30 6%	11 5%	6 7%

Q3. Which of the following activities are likely to be a part of your next vacation?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - N/O/P/Q Overlap formulae used. * small base

Footnotes: Means: Columns: Residual (5% risk level) - AB - CDEFGH - IJKLM - NOPQ - Overlap formula used - Small base																			
	Gender			Region						Age					HH Income				
	Total	Male	Female	BC	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+	<\$50,000	\$50,000- <\$100,000	\$100,000- <\$150,000	\$150,000+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Base: Respondents who go on vacation	1443	697	746	188	194	198	457	234	172	320	287	319	241	276	375	512	213	90	
Weighted	1449	717	732	198	159	95	551	343	105	436	276	315	198	224	365	518	222	93	
Sightseeing	934 64%	449 63%	484 66%	135 68%	102 64%	65 69%	351 64%	215 63%	65 62%	277 64%	190 69%	200 64%	128 65%	138 61%	224 62%	348 67%	145 65%	65 70%	
Staying in a hotel	735 51%	351 49%	384 52%	104 53%	91 57%	58 61%	290 53%	139 41%	54 52%	218 50%	141 51%	172 55%	103 52%	100 45%	152 42%	274 53%	128 58%	54 58%	
Shopping	703 49%	317 44%	386 53%	95 48%	82 51%	59 63%	270 49%	135 39%	62 59%	232 53%	126 46%	143 46%	104 52%	98 44%	172 47%	255 49%	113 51%	46 49%	
Relax on a beach	653 45%	333 46%	321 44%	94 48%	63 40%	42 44%	248 45%	161 47%	46 44%	205 47%	147 53%	142 45%	78 39%	83 37%	155 43%	252 49%	110 49%	43 46%	
Take a boat tour	240 17%	117 16%	123 17%	30 15%	20 13%	11 12%	98 18%	69 20%	11 11%	67 15%	46 17%	48 15%	37 19%	43 19%	62 17%	97 19%	35 16%	13 14%	
Renting a car	237 16%	129 18%	108 15%	43 22%	43 27%	17 18%	83 15%	34 10%	17 17%	61 14%	35 13%	46 15%	40 20%	55 24%	42 12%	80 16%	51 23%	27 30%	
Go on a sports adventure (snorkeling, skydiving, trail hiking, skiing)	235 16%	112 16%	123 17%	38 19%	30 19%	15 16%	88 16%	50 15%	13 13%	107 25%	51 19%	41 13%	21 11%	14 6%	57 16%	82 16%	46 21%	25 27%	
Go on a cruise	183 13%	101 14%	82 11%	25 13%	21 13%	11 12%	74 13%	42 12%	9 9%	52 12%	31 11%	20 7%	33 16%	47 21%	47 13%	73 14%	21 9%	13 15%	
Schedule a massage or spa appointment	176 12%	62 9%	113 16%	25 12%	14 9%	10 11%	70 13%	48 14%	9 9%	63 15%	36 13%	34 11%	22 11%	20 9%	39 11%	59 12%	30 13%	20 22%	
Visit a winery	155 11%	81 11%	74 10%	22 11%	30 19%	8 9%	52 9%	33 10%	8 8%	35 8%	29 11%	30 10%	32 16%	28 13%	27 8%	59 11%	28 12%	16 17%	
Golf	117 8%	83 12%	34 5%	13 7%	19 12%	10 11%	42 8%	25 7%	8 8%	24 6%	18 7%	27 8%	26 13%	22 10%	21 6%	46 9%	25 11%	9 10%	
Take cooking lessons	25 2%	16 2%	9 1%	4 2%	2 1%	0 0%	12 2%	6 2%	1 1%	10 2%	4 1%	5 2%	5 3%	1 1%	6 2%	5 1%	7 3%	4 4%	
Other	295 20%	145 20%	150 21%	51 26%	28 18%	21 22%	118 21%	57 17%	20 19%	85 20%	61 22%	65 21%	36 18%	48 21%	75 20%	110 21%	37 17%	16 18%	
None of the above	66 5%	31 4%	35 5%	12 6%	7 5%	6 6%	18 3%	18 5%	4 4%	19 4%	12 5%	10 3%	9 5%	15 7%	20 5%	19 4%	10 5%	0 0%	

Q4. And for your trip, are you most likely to...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - N/O/P/Q Overlap formulae used. * small base

	Total	Gender		Region						Age					HH Income			
		Male	Female	BC	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+	<\$50,000	\$50,000-<\$100,000	\$100,000-<\$150,000	\$150,000+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: Respondents who go on vacation	1443	697	746	188	194	198	457	234	172	320	287	319	241	276	375	512	213	90
Weighted	1449	717	732	198	159	95	551	343	105	436	276	315	198	224	365	518	222	93*
Book the trip myself online	806 56%	400 56%	406 56%	127 64% EGH	100 63% EGH	50 53%	319 58% G	155 45%	55 52%	293 67% JKLM	158 57% M	164 52% M	106 54% M	85 38%	160 44%	300 58% N	151 68% NO	62 67% N
Book the trip myself on the phone	174 12%	72 10%	102 14% A	20 10% A	16 10%	11 12%	62 11% G	47 14%	17 17%	24 6% I	33 12% I	53 17% I	27 14% I	37 17% I	59 16% P	58 11% P	18 8% P	8 9% P
Book the trip with a travel agent	270 19%	148 21%	122 17%	22 11% D	29 18% D	17 18% C	100 18% C	87 25% CFH	15 14%	54 12% KL	50 18% KL	62 20% I	44 22% I	60 27% IJ	69 19% IJ	111 22% P	32 14% P	13 14% P
Have someone else make the arrangements for me	115 8%	53 7%	62 9%	20 10% D	6 4% D	9 10% D	48 9% D	22 6% D	10 9% D	49 11% KL	18 6% KL	13 4% KL	11 6% KL	24 11% KL	41 11% OP	30 6% OP	11 5% OP	9 9% OP
None of the above, I don't plan on taking a trip	84 6%	44 6%	40 5%	9 4% D	8 5% D	7 8% F	21 4% F	31 9% F	8 8% F	16 4% F	17 6% F	22 7% F	10 5% F	18 8% I	36 10% OPQ	18 4% OPQ	10 4% OPQ	2 2% OPQ

Q5. If you could go to ONE city in the world, where would it be?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - N/O/P/Q Overlap formulae used. * small base

	Gender									Age					HH Income			
	Total	Male	Female	BC	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+	<\$50,000	\$50,000-<\$100,000	\$100,000-<\$150,000	\$150,000+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: All respondents	1632	774	858	204	204	224	523	275	202	342	312	364	284	330	463	554	226	92
Weighted	1632	793	839	214	166	106	623	400	122	468	300	356	240	268	450	558	234	94*
Honolulu	206 13%	89 11%	117 14%	18 8%	26 16%	14 13%	72 12%	60 15%	16 13%	39 8%	54 18%	53 15%	32 13%	29 11%	56 12%	95 17%	19 8%	7 7%
Paris	193 12%	85 11%	109 13%	12 6%	13 8%	7 6%	82 13%	63 16%	16 13%	50 11%	41 14%	40 11%	24 10%	39 15%	50 11%	53 10%	33 14%	14 15%
Rome	187 11%	76 10%	110 13%	20 10%	20 12%	10 9%	72 12%	48 12%	16 13%	71 15%	28 10%	35 10%	31 13%	22 8%	35 8%	68 12%	35 15%	11 12%
London	143 9%	73 9%	70 8%	19 9%	19 11%	14 13%	61 10%	23 6%	7 6%	36 8%	21 7%	29 8%	29 12%	28 10%	45 10%	46 8%	12 5%	11 12%
Las Vegas	96 6%	59 7%	37 5%	10 5%	8 5%	10 9%	33 5%	25 6%	11 9%	24 5%	21 7%	18 5%	17 7%	17 6%	34 8%	33 6%	13 6%	6 6%
New York	94 6%	44 6%	50 6%	20 10%	10 6%	8 8%	32 5%	15 4%	8 7%	39 8%	23 8%	19 5%	7 3%	7 3%	28 6%	31 6%	22 10%	9 9%
Rio de Janeiro	85 5%	50 6%	34 4%	16 8%	12 7%	6 6%	27 4%	20 5%	4 3%	21 5%	17 6%	20 6%	13 6%	13 5%	19 4%	31 6%	12 5%	10 10%
Tokyo	65 4%	41 5%	24 3%	10 5%	6 4%	1 1%	18 3%	26 7%	4 3%	33 7%	7 2%	13 4%	5 2%	7 3%	16 4%	22 4%	13 5%	2 3%
Dubai	58 4%	26 3%	33 4%	9 4%	9 5%	5 5%	20 3%	14 4%	2 1%	22 5%	7 2%	15 4%	6 3%	9 3%	17 4%	23 4%	9 4%	2 3%
Cairo	39 2%	19 2%	20 2%	4 2%	2 1%	2 2%	16 3%	12 3%	1 1%	21 4%	8 3%	5 2%	2 1%	3 1%	10 2%	16 3%	6 2%	1 2%
Hong Kong	36 2%	22 3%	14 2%	3 2%	3 2%	0 -	19 3%	8 2%	2 2%	15 3%	4 1%	4 1%	7 3%	6 2%	6 1%	11 2%	6 3%	3 3%
Cape Town	29 2%	17 2%	13 2%	4 2%	3 2%	1 1%	17 3%	2 1%	2 2%	6 1%	7 3%	7 2%	2 1%	7 3%	7 2%	9 2%	9 4%	4 4%
Other	334 21%	163 21%	171 20%	59 28%	31 19%	21 20%	132 21%	62 16%	28 23%	87 19%	57 19%	81 23%	50 21%	60 22%	102 23%	103 19%	42 18%	14 14%
None	67 4%	29 4%	38 5%	7 3%	3 2%	6 6%	24 4%	21 5%	4 4%	5 1%	6 2%	17 5%	15 6%	23 9%	26 6%	17 3%	3 1%	1 1%

Q6. If you could visit just ONE tourist destination, which would you choose?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L/M - N/O/P/Q Overlap formulae used. * small base

	Gender									Age					HH Income			
	Total	Male	Female	BC	Alberta	Manitoba/Sa skatchewan	Ontario	Quebec	Atlantic	18-34	35-44	45-54	55-64	65+	<\$50,000	\$50,000- <\$100,000	\$100,000- <\$150,000	\$150,000+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: All respondents	1632	774	858	204	204	224	523	275	202	342	312	364	284	330	463	554	226	92
Weighted	1632	793	839	214	166	106	623	400	122	468	300	356	240	268	450	558	234	94*
Pyramids in Egypt	298 18%	160 20%	138 17%	36 17%	29 17%	20 19%	124 20%	73 18%	17 14%	103 22% M	57 19% M	73 21% M	38 16% M	27 10%	67 15%	111 20% N	58 25% N	19 20%
Machu Picchu	177 11%	99 13% B	78 9%	35 17% EFG	21 13%	10 10%	65 10%	34 8%	12 10%	61 13%	27 9%	36 10%	24 10%	28 10%	39 9%	68 12%	27 12%	12 13%
Disneyworld	166 10%	69 9%	98 12%	17 8%	12 7%	12 11%	56 9%	53 13% D	16 13%	58 13% M	42 14% LM	32 9%	20 8%	14 5%	51 11%	55 10%	21 9%	9 10%
Canadian Rockies	148 9%	69 9%	78 9%	8 4%	10 6%	9 9% C	56 9% C	51 13% CD	14 12% CD	36 8%	27 9%	33 9%	23 10%	29 11%	57 13% OP	41 7%	15 6%	6 6%
Great Wall of China	146 9%	83 11% B	62 7%	19 9%	19 11%	7 7%	45 7%	47 12% F	8 7%	39 8%	21 7%	31 9%	23 10%	31 12%	32 7%	48 9%	26 11%	9 10%
Eiffel Tower	115 7%	40 5%	75 9% A	13 6%	13 8%	6 5%	53 9%	23 6%	7 6%	31 7%	28 9%	26 7%	14 6%	17 6%	25 6%	35 6%	17 7%	11 12% N
Buckingham Palace	92 6%	40 5%	53 6%	10 5%	13 8% G	7 7%	39 6%	14 4%	10 8% G	21 4%	10 3%	21 6%	20 8% J	21 8% J	33 7%	33 6%	9 4%	3 3%
The Acropolis	68 4%	37 5%	31 4%	9 4%	7 4%	5 5%	28 4%	14 4%	5 4%	22 5%	12 4%	16 5%	9 4%	10 4%	17 4%	25 5%	9 4%	5 5%
Cancun	64 4%	33 4%	31 4%	10 5%	6 4%	5 5%	23 4%	17 4%	3 3%	24 5%	18 6% KM	9 3%	6 3%	7 3%	10 2%	31 6% N	10 4%	6 7% N
Taj Mahal	56 3%	27 3%	29 4%	3 2%	5 3%	3 3%	24 4%	18 5%	3 3%	16 3% L	13 4% L	12 3% L	1 0%	14 5% L	21 5%	16 3%	10 4%	2 2%
Niagara Falls	51 3%	26 3%	25 3%	9 4%	7 4%	4 4%	12 2%	13 3%	6 5% F	19 4%	7 3%	10 3%	8 3%	7 3%	26 6% OP	14 3%	2 1%	1 1%
Statue of Liberty	17 1%	8 1%	10 1%	3 1%	3 2% G	4 4% FG	4 1%	1 0%	2 1%	4 1%	4 1%	4 1%	4 2%	1 1%	4 1%	7 1%	4 2%	0 -
CN Tower	4 0%	2 0%	2 0%	0 -	0 -	0 0% F	0 -	1 0%	2 2% CF	1 0%	0 -	2 1%	0 -	1 0%	2 1%	0 -	0 -	0 -
Other	187 11%	86 11%	100 12%	38 18% DGH	16 9%	12 12%	80 13% G	28 7%	12 10%	28 6%	29 10%	45 13% I	40 17% IJ	44 16% IJ	51 11%	63 11%	23 10%	11 12%
None	44 3%	13 2%	31 4% A	3 1%	5 3%	2 2%	16 3%	13 3%	5 4%	5 1%	5 2%	6 2%	10 4% IK	18 7% IJK	15 3%	11 2%	3 2%	0 1%