

Most (87%) Canadian Travelers say Europe is a Dream Vacation

Seven in Ten (70%) Believe that on a Direct Flight,

Europe Doesn't Seem so Far Away

Public Release Date: Monday, June 1st, 2015, 1:00 pm EDT



Ipsos is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos' Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos is a leading global survey-based market research group. To learn more, visit www.ipsos.ca

For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>

© Ipsos

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John***



Most (87%) Canadian Travelers say Europe is a Dream Vacation

*Seven in Ten (70%) Believe that on a Direct Flight,
Europe Doesn't Seem so Far Away*

Toronto, ON – A majority (87%) of Canadians who have either been to Europe in the past or aspire to one day travel to Europe 'agree' (41% strongly/46% somewhat) that 'traveling to Europe is a dream vacation', according to a new Ipsos poll conducted on behalf of Transat. Just 13% 'disagree' (2% strongly/10% somewhat) that Europe would be a dream vacation for them.

While most (88%) 'agree' (43% strongly/44% somewhat) that 'traveling to Europe is a big investment of time and/or money' (12% disagree – 3% strongly/10% somewhat), fulfilling that dream does seem a little bit closer with seven in ten (70%) 'agreeing' (21% strongly/49% somewhat) that 'on a direct flight, European cities are not that far from Canada', while a minority (30%) 'disagrees' (5% strongly/25% somewhat).

Thinking about where Canadian travelers would like to visit on vacation, the top-spots are Paris (55%), Rome (53%) and London (51%). Other popular destinations chosen from a list of options include Athens (41%), Barcelona (37%), Brussels (20%), Lisbon (19%), Prague (18%), Budapest (16%) or some other city (21%).

The poll also sheds some light on what kind of travelers Canadians are. When it comes time to decide what to do while on vacation in Europe, three-quarters say they would take time to see the historical sites and monuments (74%), try local cuisine (68%), see museums and other cultural institutions (61%), visit villages or towns outside of major cities (60%) and go

© Ipsos

- 1 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



shopping (47%). Other popular activities among Canadian travelers include relaxing on a beach (37%), go on an escorted tour (a multi-day coach tour for example) (37%), Agrotourism (vineyards, cheese, olive oil, etc.) (32%), take a multi-day cruise (27%), attend concerts, festivals or theatres (23%), visit friends and family (21%) or some other activity (6%).

Gaining further insight into the likely itinerary of Canadian travelers while in Europe:

- Six in ten (59%) prefer to find hidden gems, while 41% like to hit all the major hotspots.
- Half (52%) like to explore the big cities, while 48% would prefer to spend time in the countryside.
- Given the choice, 82% would prefer to travel to Europe without kids, while 18% would rather travel with kids.
- A majority (56%) prefer to decide what to do “on the fly”, while 44% prefer a pre-arranged itinerary, such as a cruise or coach tour.
- Most (85%) would rather travel around to different cities (85%) than stay in one city (15%).

These are some of the findings of an Ipsos poll conducted between April 21st and May 1st, 2015, on behalf of Transat. For this survey, a sample of 2,231 online Canadians (who aspire to travel to Europe) from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.4 percentage points, 19 times out of 20, had all Canadian travelers aged 18+

© Ipsos

- 2 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

*Sean Simpson
Vice President
Ipsos Public Affairs
(416) 572-4474*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*