

Millennials Most Likely to Describe Travel Personality as 'Explorer' or 'Luxury'

Older Generations More Likely to Describe Travel Personality as 'Budget' or 'Planner'

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Toronto, ON – Millennials (age 18-34) are most likely to describe their travel personality as ‘explorer’ (26%) and ‘luxury’ (10%), according to an Ipsos poll conducted on behalf of RBC. Older Canadians (35 and up) are more likely to describe their travel personality as ‘budget’ (34%) or ‘planner’ (31%).

Canadians identify their ‘travel personalities’ using a number of different descriptors. Most often used are ‘budget’ (30%) and ‘planner’ (28%), with fewer describing themselves as ‘explorer’ (18%) and ‘spontaneous’ (11%). Less than one in ten describe their travel personalities as ‘worrier’ (7%) or ‘luxury’ (5%).

In addition to self-describing their travel personalities, Canadians also select a variety of travel perks to indulge in. Most popular perks include staying in a luxury hotel (21%), relaxing in hotel pool or spa (14%) and dining out in four-star or higher restaurants (13%). Other travel indulgences include booking tickets to live events (9%), enjoying time in hotel room in the evening (8%), room service (3%), shopping in high-end stores (2%), renting a luxury car (2%), using a concierge service to book trip (2%), chauffer and/or limo service or something else (24%).

In addition to self-identifying as ‘explorer’ or ‘luxury’ travel personalities, Millennials also tend to differ on their favorite travel perks or indulgences. Millennials are more likely to



book tickets to live or local events (13%) compared to Canadians age 35-44 (8%), 45-54 (9%), 55-64 (6%), and 65+ (7%). Millennials are also more likely to shop at high end stores (6%) compared to Canadians age 35-44 (2%), 45-54 (2%), 55-64 (0%), and 65+ (0%).

With Christmas and New Year's coming up, it is likely that many Canadians are planning on taking time off and travelling. Less than two in ten (16%) Canadians would like to celebrate in Sydney, Australia followed by one in ten (12%) who would like to do so at Times Square in New York City, Copacabana Beach in Rio de Janeiro, Brazil (10%), London, England (10%), the Strip in Las Vegas (10%). Fewer would like to celebrate in Victoria Harbour in Hong Kong, China (6%). Four in ten (36%) would like to ring in the new year in 2016 doing something else.

These are some of the findings of an Ipsos Reid poll conducted between August 20 and August 25, 2015, on behalf of RBC. For this survey, a sample of 1,505 Canadians from Ipsos' 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 +/- 2.9 percentage points, 19 times out of 20, had all Canadian adults 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.

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