

**While on vacation what activities do you enjoy regularly, enjoy occasionally, would like to try, or do not enjoy? - Regularly & Occasionally listed**

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	ON	QC	SK/MB	Other	Male	Female	18-34	35-54	55+	<\$50K	\$50K - <\$100K	\$100K+
Engaging with nature (e.g., hiking, scenic walks, picnics, etc.)	78%	85%	89%	75%	72%	80%	74%	78%	78%	79%	85%	70%	74%	78%	81%
Attending cultural events & performances	71%	75%	71%	72%	71%	68%	60%	68%	74%	73%	71%	70%	71%	71%	72%
Attending music festivals	65%	65%	60%	65%	67%	68%	58%	62%	67%	65%	67%	62%	67%	66%	63%
Participating in outdoor sports, (golfing, tennis, water sports, etc.)	56%	62%	65%	57%	49%	54%	48%	65%	47%	69%	61%	41%	45%	57%	68%
Participating in a 'once-in-a-lifetime' activity (e.g., African safari, visiting remote locations, etc.)	49%	48%	53%	52%	44%	48%	36%	49%	49%	65%	53%	32%	43%	47%	59%
Personally participating in athletic competitions	30%	26%	32%	35%	25%	22%	28%	39%	21%	46%	34%	13%	24%	31%	37%

**Thinking about the next 12 months, would you say the declining Canadian dollar has had an impact on your travel plans? Is that (a)...**

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		AB	BC	ON	QC	SK/MB	Other	Male	Female	18-34	35-54	55+	<\$50K	\$50K - <\$100K	\$100K+
Significant impact	24%	25%	24%	24%	27%	23%	19%	24%	25%	25%	24%	24%	25%	23%	23%
Medium impact	38%	30%	40%	37%	42%	36%	36%	38%	37%	39%	39%	34%	41%	38%	36%
Minor impact	24%	25%	23%	24%	20%	30%	31%	23%	25%	24%	23%	24%	23%	25%	25%
No impact at all	14%	20%	14%	15%	11%	12%	13%	15%	14%	12%	14%	17%	11%	14%	16%
<b>Significant and Medium Impact</b>	<b>62%</b>	<b>55%</b>	<b>64%</b>	<b>61%</b>	<b>69%</b>	<b>58%</b>	<b>56%</b>	<b>62%</b>	<b>61%</b>	<b>64%</b>	<b>63%</b>	<b>59%</b>	<b>66%</b>	<b>61%</b>	<b>59%</b>

**How much do you agree or disagree with the following statements about your future travel plans?**

	Canadian Leisure Travellers														
	Total	Province						Gender		Age			Annual Household Income		
		AB	BC	ON	QC	SK/MB	Other	Male	Female	18-34	35-54	55+	<\$50K	\$50K - <\$100K	\$100K+
I will vacation in other areas of Canada instead of visiting the U.S.	49%	58%	49%	45%	47%	58%	49%	49%	48%	45%	52%	49%	50%	48%	48%
I plan to make fewer trips to the U.S. than I normally would	47%	52%	53%	40%	53%	50%	46%	46%	48%	41%	49%	50%	44%	45%	54%
I'm more likely to vacation in my home province/territory	46%	54%	57%	47%	34%	53%	43%	45%	48%	47%	48%	44%	49%	46%	46%
I'm more likely to visit and stay with friends/family than stay in a hotel	44%	46%	40%	46%	39%	43%	47%	41%	46%	53%	39%	41%	50%	41%	36%
I plan to make fewer trips outside North America than I normally would	39%	45%	34%	39%	36%	39%	44%	38%	39%	39%	39%	38%	40%	36%	39%
I cancelled a trip I was planning to make to the U.S.	19%	17%	17%	22%	15%	20%	24%	23%	15%	26%	21%	12%	18%	19%	24%
I cancelled all my travel plans this year	12%	11%	7%	16%	8%	18%	13%	14%	10%	18%	14%	7%	10%	14%	14%