VISION INSIGHTS

Vision Insights Canada Traveler Profiles 2024

January 24, 2025



STATE OF HAWAI'I • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM



AUTHORITY

Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Japan, Canada, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the U.S., Japan, Canada, Australia, and Korea

Canada - Segment Definitions

Avid Traveler \$100k+

- Gross household income is \$100k+
- Age is 35-49
- Took an international trip in the last 12 months

Long-Distance Traveler

- Gross household income is \$100k+
- Age is 35-64
- Took an international trip by air in the last 12 months

Nationally Representative Sample (Nat Rep)

 Representative of Canada adults in terms of age, gender, social class and education

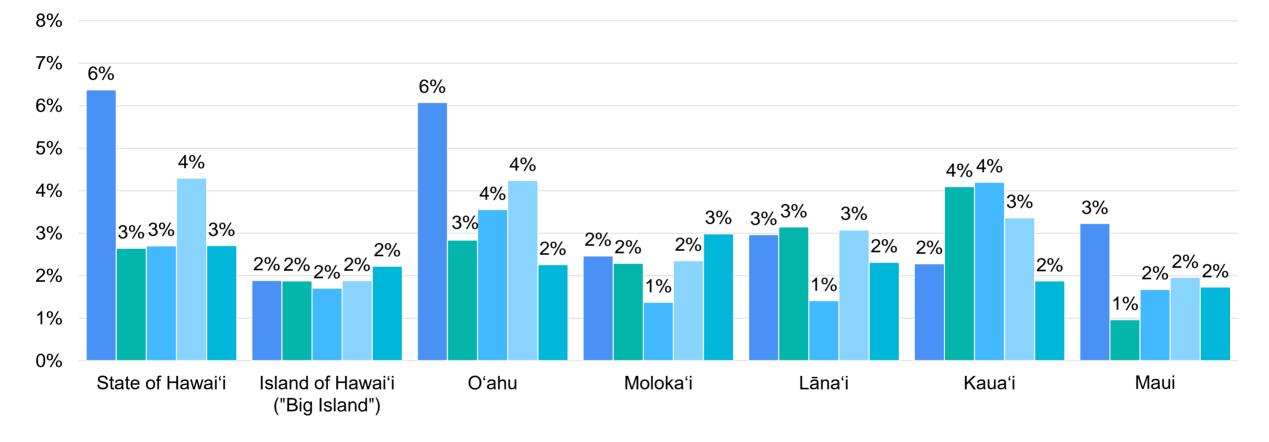
Older Avid Traveler \$100k+

- Gross household income is \$100k+
- Age is 50-64
- Took an international trip in the last 12 months

Senior Traveler \$100k+

- Gross household income is \$100k+
- Age is 64+
- Been to Hawai'i (ever)

Canada - Leisure Trip in Past 12 Months

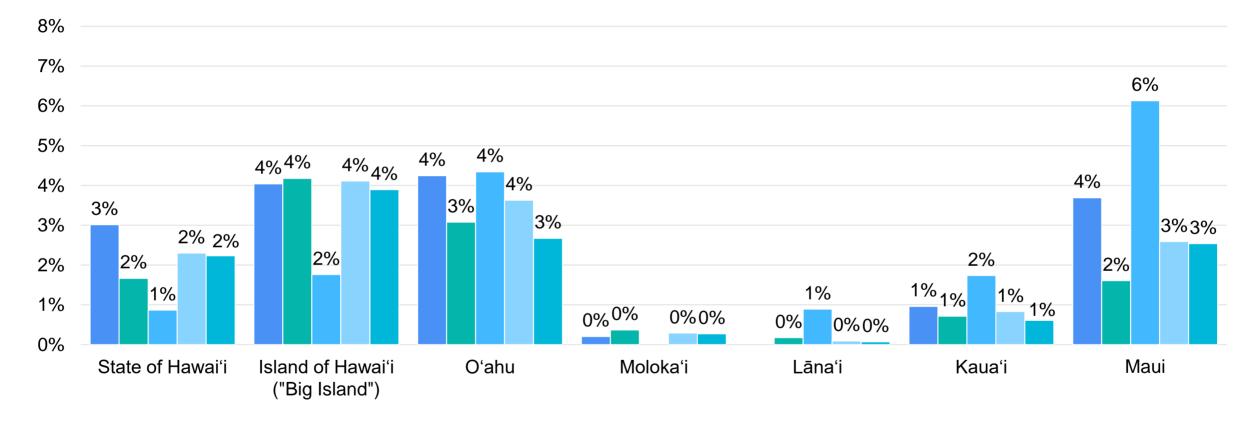


- Canada Avid Traveler \$100k+
- Canada Long Distance Air Traveler
- Canada Older Avid Traveler \$100k+
- Canada Senior Traveler \$100k+

Canada Nat Rep

Sample Min. n=50

Canada - Next Destination for Leisure Trip

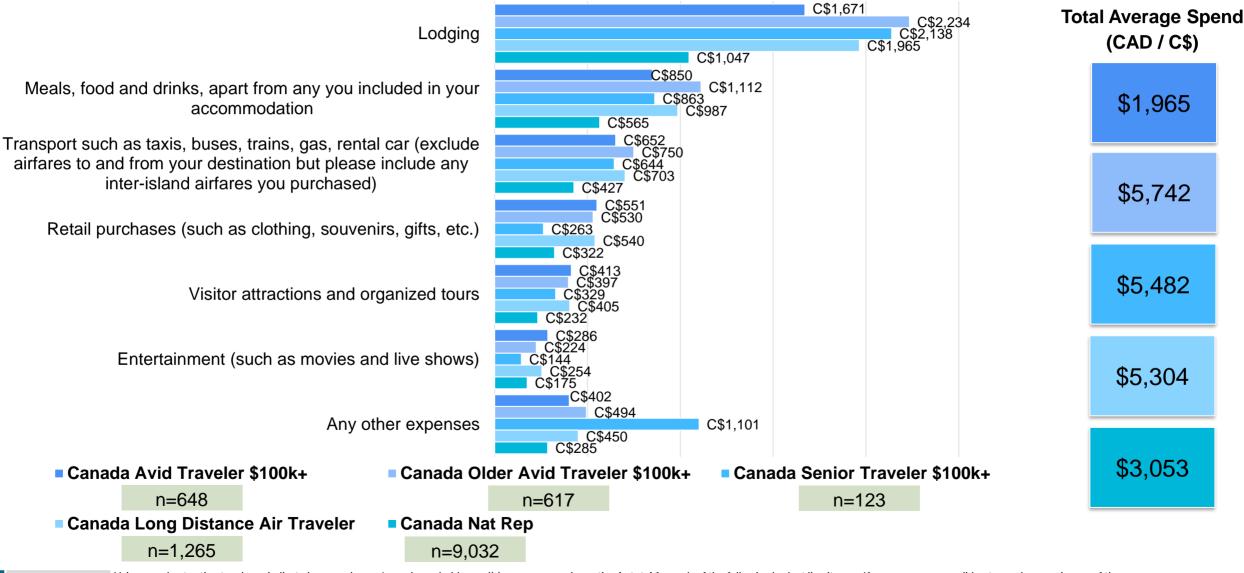


- Canada Avid Traveler \$100k+
- Canada Long Distance Air Traveler
- Canada Older Avid Traveler \$100k+
- Canada Senior Traveler \$100k+

Canada Nat Rep

Sample Min. n=75

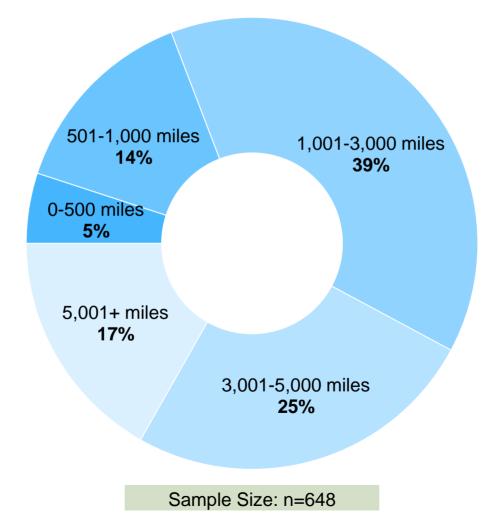
Canada - Total Annual Holiday Spend



January 24, 2025 Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Avid Travelers \$100k+: Annual Vacation

Distance Travelled on Annual Vacation



January 24, 2025 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Avid Travelers \$100k+: Annual Vacation

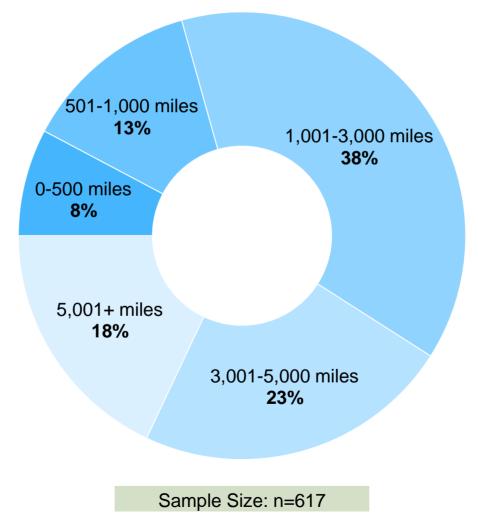
January 24, 2025

Average Spend Spend Per Person Per Day C\$1,671.22 Lodaina Meals, food and drinks, apart from any you C\$850.07 Ave # Nights on Annual Vacation included in your accommodation Transport such as taxis, buses, trains, gas, rental car (exclude airfares to and from your C\$652.33 destination but please include any inter-... 2.9 Retail purchases (such as clothing, souvenirs, C\$551.28 gifts, etc.) Ave # of People on Annual Vacation C\$412.82 Visitor attractions and organized tours Entertainment (such as movies and live shows) C\$286.48 C\$209.33 C\$401.65 Any other expenses Ave. Per Person Per Day Spend Sample Size: n=648

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Older Avid Travelers \$100k+: Annual Vacation

Distance Travelled on Annual Vacation



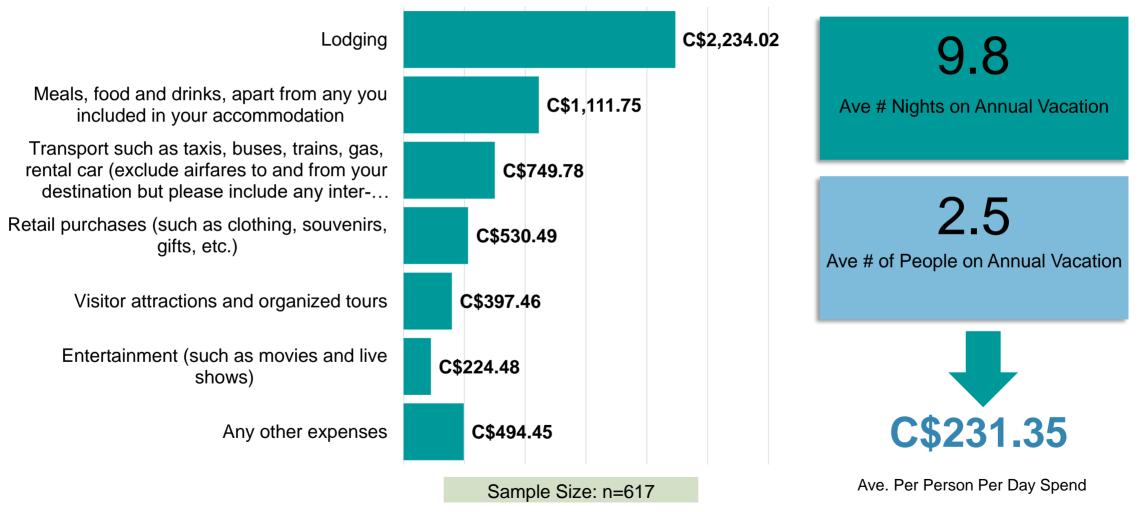
January 24, 2025 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Older Avid Travelers \$100k+: Annual Vacation

Average Spend

January 24, 2025

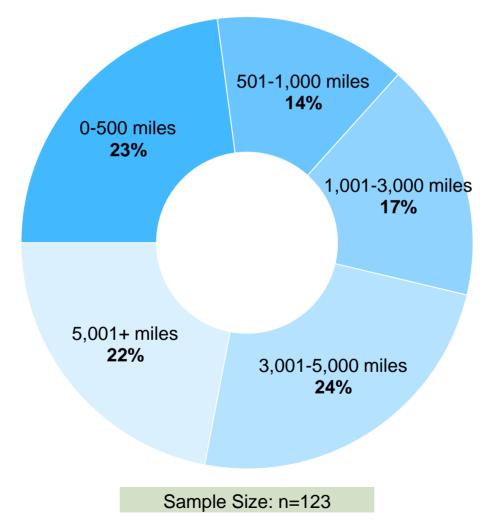
Spend Per Person Per Day



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Senior Travelers \$100k+: Annual Vacation

Distance Travelled on Annual Vacation



January 24, 2025 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

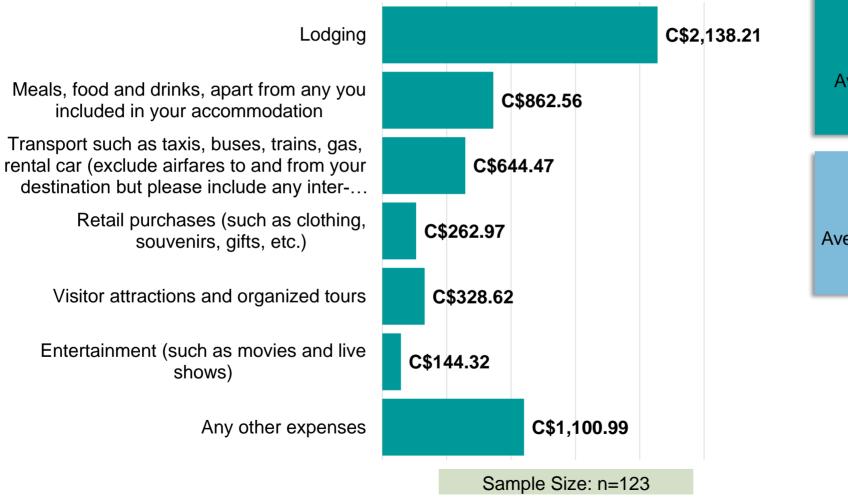
Canada Senior Travelers \$100k+: Annual Vacation

Average Spend

January 24, 2025

Spend Per Person Per Day

12.6



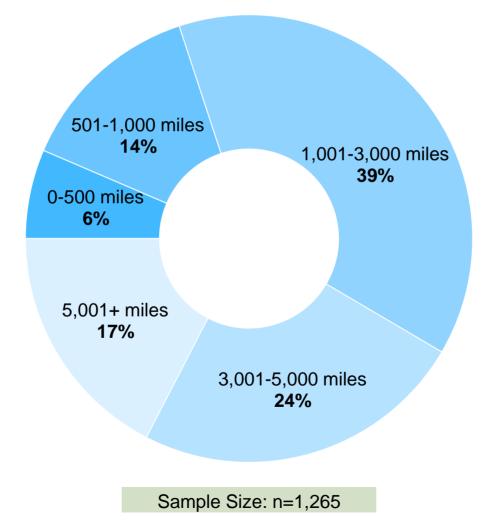
Ave # Nights on Annual Vacation
2.3
Ave # of People on Annual Vacation



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Long-Distance Travelers: Annual Vacation

Distance Travelled on Annual Vacation



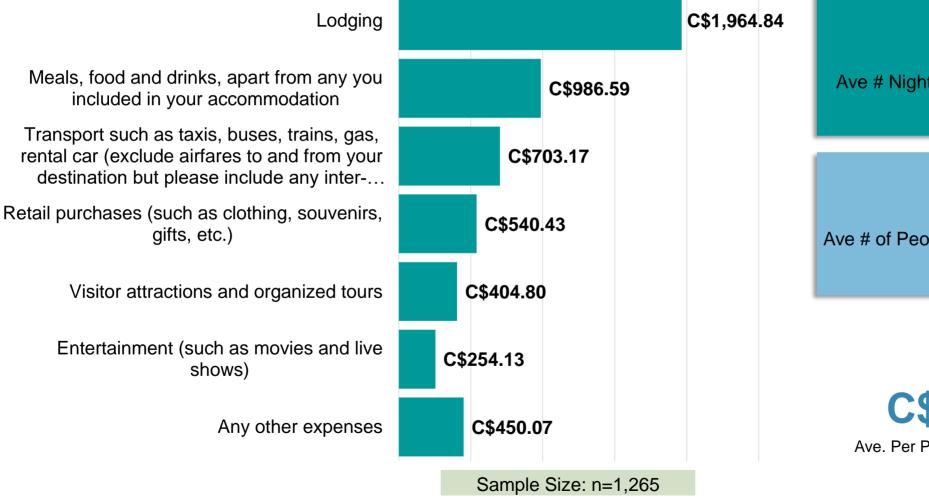
How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

January 24, 2025

Canada Long-Distance Travelers: Annual Vacation

Average Spend

Spend Per Person Per Day



Ave # Nights on Annual Vacation

 2.7

 Ave # of People on Annual Vacation

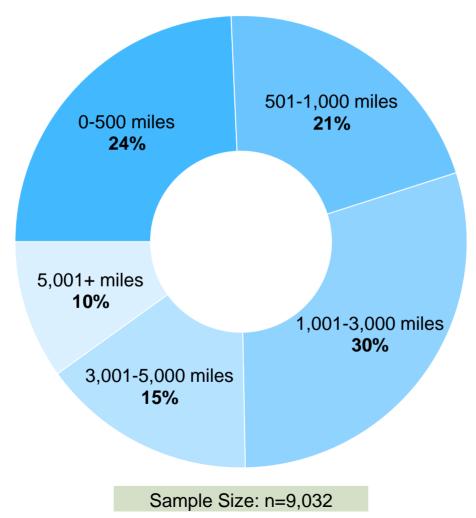


January 24, 2025 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Nat Rep: Annual Vacation

January 24, 2025

Distance Travelled on Annual Vacation



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

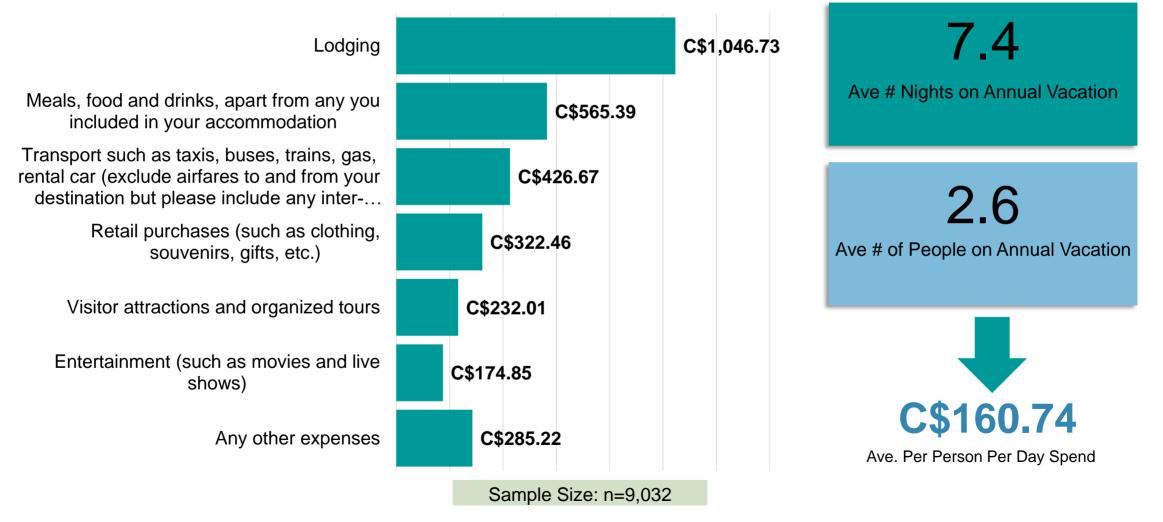
Canada Nat Rep: Annual Vacation

Average Spend

January 24, 2025

16

Spend Per Person Per Day



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada - Importance of Travel Factors

		Ve	ery Important 5		
	Canada: Avid Traveler \$100k+	Canada: Older Avid Traveler \$100k+	Canada: Senior Traveler \$100k+	Canada: Long- Distance Air Traveler	Canada Market
Value for money	53%	58%	41%	55%	57%
Comfort and accessibility	46%	48%	40%	47%	48%
Natural attractions/activities	45%	42%	45%	43%	41%
Family friendly locations and activities	39%	26%	20%	32%	31%
Opportunity to experience local restaurants/businesses	39%	37%	28%	38%	35%
Cultural attractions	37%	35%	33%	36%	34%
Entertainment and nightlife	26%	16%	9%	21%	22%
Consideration of sustainable principles	24%	18%	12%	21%	21%
Safe and Secure Destination*	61%	70%	64%	66%	63%
Sample Size:	n=648 *n=538	n=617 *n=532	n=123 *n=103	n=1,265 *n=1,070	n=9,032 *n=7,632

January 24, 2025 How important are the following factors in choosing your travel destination. Please rate the following list with 1 = not very important and 5 = very important? *Because this travel factor was added in March 2024, the sample size of each segment for this particular travel factor is smaller than those of the other travel factors.

Canada Avid Travelers \$100k+: Importance of Travel Factors

ſ									
	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination*
Very Important 5	53%	46%	45%	39%	39%	37%	26%	24%	61%
■4	34%	39%	36%	28%	34%	39%	32%	29%	26%
■3	12%	13%	17%	21%	21%	19%	27%	29%	10%
2	1%	1%	3%	7%	4%	4%	11%	11%	1%
Not very Important 1	1%	1%	0%	5%	1%	1%	5%	7%	1%

Not very Important 1

2 3 ■4

Very Important 5

Sample Size: n=648

January 24, 2025

Canada Older Avid Travelers \$100k+: Importance of Travel Factors

									_
									_
	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination*
Very Important 5	58%	48%	42%	26%	37%	35%	16%	18%	70%
■ 4	33%	37%	41%	29%	37%	38%	26%	29%	21%
■3	7%	12%	14%	23%	19%	21%	29%	30%	8%
2	1%	2%	2%	11%	4%	5%	15%	11%	0%
Not very Important 1	1%	1%	1%	11%	2%	1%	13%	12%	0%

Not very Important 1

2 3 Very Important 5

Sample Size: n=617

January 24, 2025

> How important are the following factors in choosing your travel destination? Please rate the following list with 1 = not very important and 5 = Very important | Which activities would you participate in if you take a trip to Hawai'i? *Because this travel factor was added in March 2024, the sample size of each segment for this particular travel factor is smaller than those of the other travel factors.

■4

Canada Senior Travelers \$100k+: Importance of Travel Factors

									-
									-
				-					-
١									
	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination*
Very Important 5	41%	40%	45%	20%	28%	33%	9%	12%	64%
■ 4	40%	45%	38%	35%	40%	33%	19%	28%	29%
■3	16%	13%	14%	15%	21%	26%	34%	44%	6%
2	2%	1%	2%	14%	8%	5%	18%	12%	0%
Not very Important 1	2%	1%	2%	16%	2%	2%	20%	3%	1%

Not very Important 1 2 3

■4

Very Important 5

Sample Size: n=123

20 January 24, 2025

Canada Long Distance Travelers: Importance of Travel Factors

	_		_						_
	_		_		-				_
	_								-
	_	_							_
								-	-
			-					-	-
				-					
	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination*
Very Important 5	55%	55%	43%	32%	38%	36%	21%	21%	66%
■ 4	34%	34%	39%	29%	36%	39%	29%	29%	24%
■3	9%	9%	16%	22%	20%	20%	28%	30%	9%
2	1%	1%	2%	9%	4%	4%	13%	11%	1%
Not very Important 1	1%	1%	0%	8%	2%	1%	9%	9%	1%

Not very Important 1 2

3

■4

Very Important 5

Sample Size: n=1,265

January 24, 2025

Canada Nat Rep: Importance of Travel Factors

									-
									-
									-
	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination*
Very Important 5	57%	48%	41%	31%	35%	34%	22%	21%	63%
■ 4	29%	35%	36%	28%	35%	36%	27%	30%	24%
3	10%	14%	18%	23%	22%	22%	27%	31%	10%
2	2%	2%	3%	9%	5%	5%	12%	9%	2%
Not very Important 1	1%	1%	2%	10%	3%	3%	12%	9%	1%

Not very Important 1 2

3

■4

Very Important 5

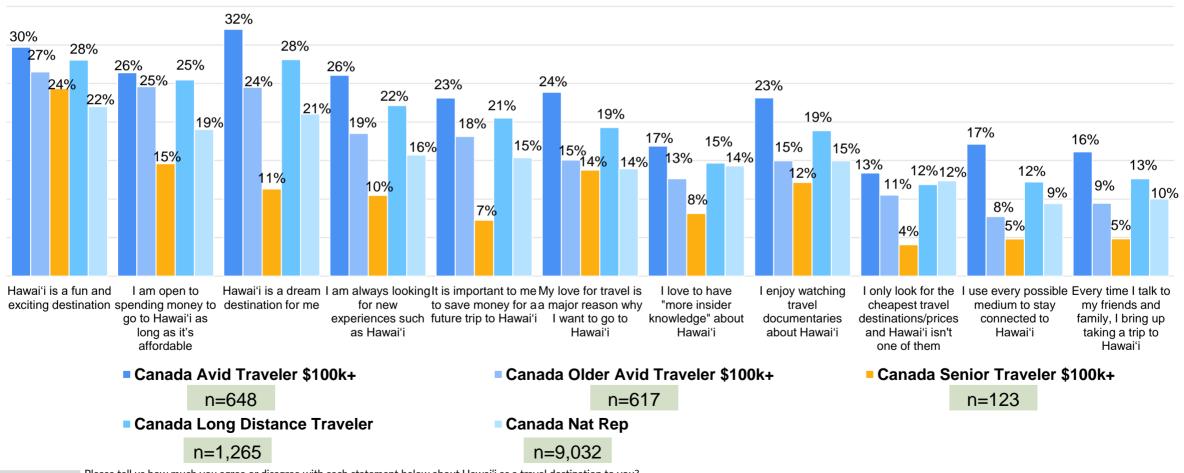
Sample Size: n=9,032

January 24, 2025

Canada - Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as a Travel Destination

(Strongly Agree)



Please tell us how much you agree or disagree with each statement below about Hawai'i as a travel destination to you?

Canada Avid Travelers \$100k+: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

e 17% 52%	30% 26% 2%
	2%
5% 21% 39% 32	
i <mark>4% 23%</mark> 44%	26%
i 6% 28% 39%	23%
i <mark>6% 25%</mark> 41%	24%
i <mark>8% 27%</mark> 45%	17%
i <mark>9% 26%</mark> 39%	23%
n <mark>8% 16% 30%</mark> 32%	13%
i 10% 17% 27% 29%	17%
i 11% 17% 29% 27%	16%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree

Disagree Neither agree nor disagree Agree Strongly agree

Canada Older Avid Travelers \$100k+: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

ו	15%		54%		27%
Э	149	%	54%		25%
Э	7% 7%	20%	42%		24%
i	<mark>5%</mark> 6%	26%	45%		19%
i	7% 10%	27%	38%		18%
i	7% 7%	28%	43%		15%
i	<mark>5%</mark> 6%	31%	45%	, ວ	13%
i	<mark>5%</mark> 7%	30%	44%		15%
ו	13%	20%	30%	27%	11%
i	14%	23%	31%	25%	6 8%
i	18%	20%	27%	26%	9%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Canada Senior Travelers \$100k+: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

7%	21%		46%	6		24%	/ 0
16%	5%	22%		43%			15%
18%	11%	269	%		34%		11%
16%	10%	29%	, 0		35%		10%
19%	15%		33%		26	S%	7%
16%	14%	259	%	3	2%		14%
16%	7%	31%			38%		8%
14%	7%	25%		42%	þ		12%
19%		26%		31%		20%	
22%		26%		30%		17%	5%
28%	%	24%	þ	23%		20%	5%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Canada Long Distance Traveler: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

a fun and exciting destination	16%	, o	52%			28	8%
vaiʻi as long as it's affordable	15	%	53%	%		2	5%
s a dream destination for me	<mark>5%</mark> 6%	20%	2	41%		28	8%
experiences such as Hawaiʻi	5%	25%		44%			22%
ney for a future trip to Hawaiʻi	6% 8%	28%		38	%		21%
n why I want to go to Hawaiʻi	5% 7%	27%		42	%		19%
er knowledge" about Hawaiʻi	7%	29%		4	45%		15%
documentaries about Hawaiʻi	8%	28%		42	.%		19%
and Hawaiʻi isn't one of them	11%	18%	30%		29)%	12%
to stay connected to Hawaiʻi	12%	20%	29%)	20	6%	12%
ng up taking a trip to Hawaiʻi	15%	18%	28%	/ 0	26	6%	13%

Hawai'i is a I am open to spending money to go to Hawa Hawai'i is I am always looking for new e It is important to me to save mone My love for travel is a major reason I love to have "more inside I enjoy watching travel do I only look for the cheapest travel destinations/prices and I use every possible medium to Every time I talk to my friends and family, I brin

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Canada Nat Rep: Hawai'i as an Aspirational Destination

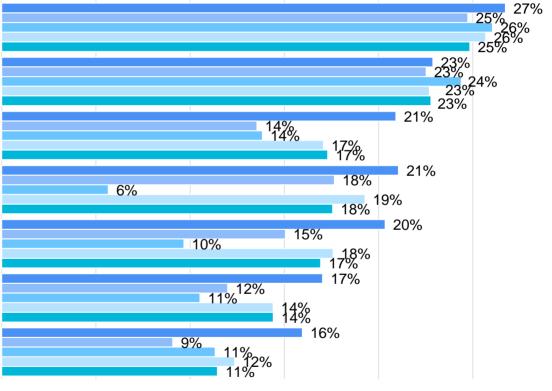
Agreement Regarding Hawai'i as an Aspirational Destination

Ì	25%	6	48%			22%
;	6% 6%	23%	47	%		19%
•	8% 10%	26%		36%		21%
	7% 8%	30%		38%		16%
i	10% 12%	30%		339	%	15%
	9% 12%	31%		34	%	14%
	6% 8%	32%		39%	þ	14%
	8% 9%	32%		37%	, o	15%
	8% 14%	36	5%		29%	12%
	15%	20%	33%		23%	9%
	19%	20%	27%		23%	10%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Canada - Sustainability and Travel Responsibility Statements **Agreement Regarding Sustainable Practices While Traveling** (Strongly Agree)



feel personal responsibility to take care of the places I visit

practice 'leave no trace' when traveling to protect the environment

care about the environment and take extra steps to travel in an environmentally responsible way

prioritize comfort and value for money over environmentally friendly 'green' practices

take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the...

would like to have information about the sustainable management policies of hotels and questhouses when booking accommodation

would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of...

Canada Avid Traveler \$100k+ Canada Older Avid Traveler \$100k+ Canada Senior Traveler \$100k+ n=617 n=123 Canada Long Distance Traveler Canada Nat Rep

n=1.265

29

n=648

Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with January 24, 2025 the following statements about sustainability of culture and community.

n=9.032

Canada - Sustainability and Travel Responsibility Statements **Agreement Regarding Sustaining Local Culture While Traveling** (Strongly Agree)

I prefer to shop at local markets and/or make purchases from local artisans & crafts people while traveling

I would like to be offered locally sourced food and drink where possible

Sustaining the local culture and community is as important as sustaining the environment to me

I seek out meaningful experiences with the local population in the places I visit

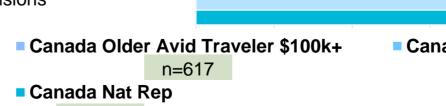
When I travel. I want to understand the destination and 'live like a local' through informed decisions

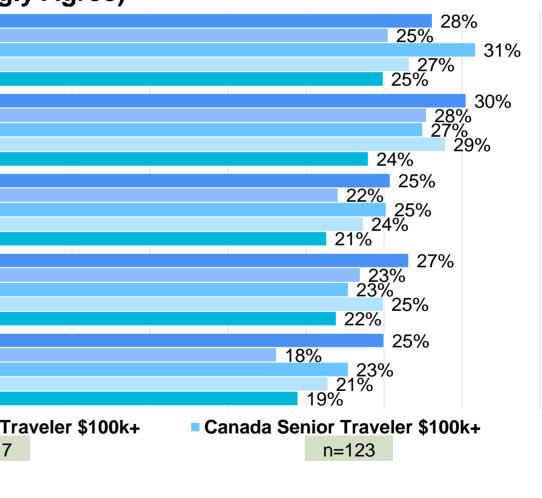
Canada Avid Traveler \$100k+ n=648

Canada Long Distance Traveler

n=1.265

30





Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree January 24, 2025 with the following statements about sustainability of culture and community.

n=9.032

Canada Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

feel personal responsibility to take care of the places I visit practice 'leave no trace' when traveling to protect the environment care about the environment and take extra steps to travel in an environmentally responsible way prioritize comfort and value for money over environmentally friendly 'green' practices take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation

would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste,...

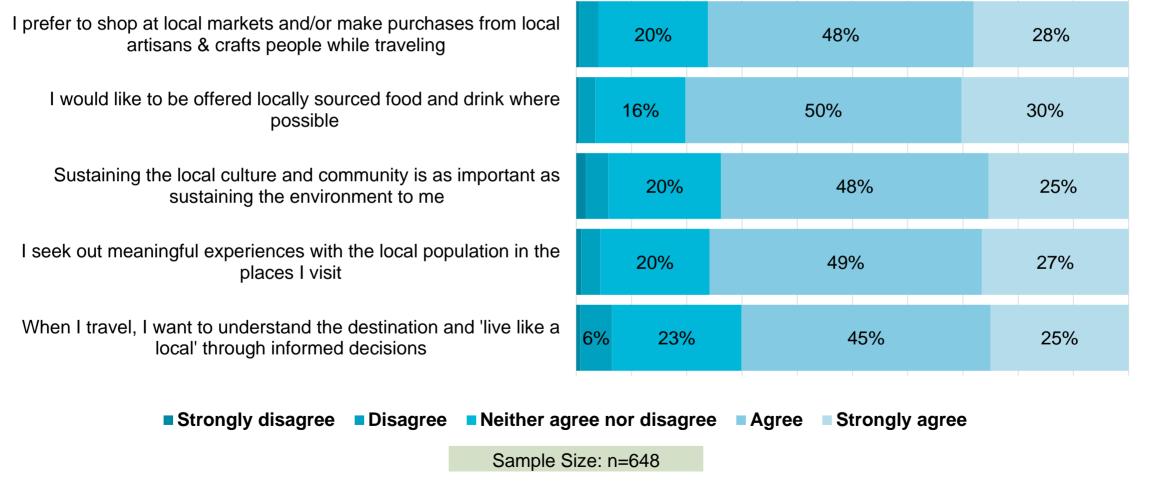
31

14%		54%	27%
24%	6	45%	23%
7% 23	%	46%	21%
10%	26%	41%	21%
6% 21%		50%	20%
5% 10%	23%	46%	17%
7% 11%	23%	42%	16%

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Canada Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling



January 24, 2025 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

32

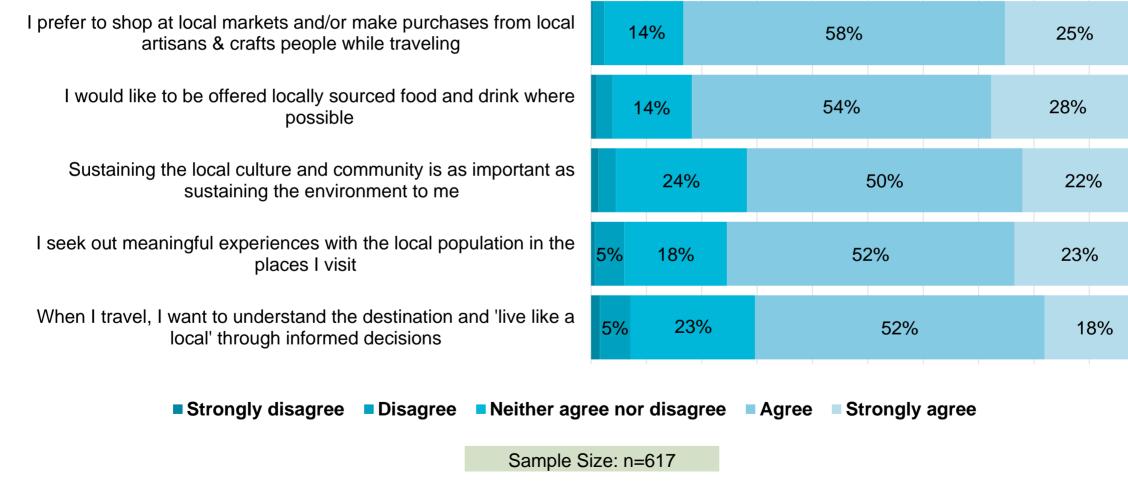
Canada Older Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

feel personal responsibility to take care of the places I visit	14	14%		58%		25%	
practice 'leave no trace' when traveling to protect the environment	6%	219	%		47%	23%	
care about the environment and take extra steps to travel in an environmentally responsible way	6%		28%		48%	14%	
prioritize comfort and value for money over environmentally friendly 'green' practices	11%		29%		41%	18%	
take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	5% 10	%	25%		46%	15%	
would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	8%	13%	26%		41%	12%	
would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste,	11%	189	%	31%	31	% 9%	
Strongly disagree Disagree Neither ag Sample Sample		-	ree Agree	e ∎Sti	rongly agree		

Canada Older Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling



Canada Senior Travelers \$100k+: Sustainability and Travel Responsibility Statements

35

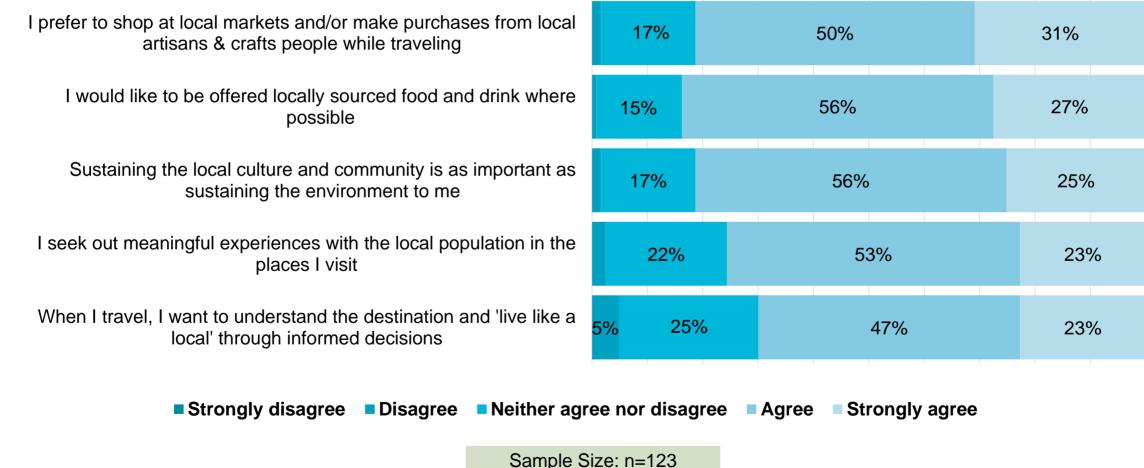
Agreement Regarding Sustainable Practices While Traveling

feel personal responsibility to take care of the places I visit	11%		62%		26%		
practice 'leave no trace' when traveling to protect the environment	11%		63%		24%		
care about the environment and take extra steps to travel in an environmentally responsible way		36%		49%	1	14%	
prioritize comfort and value for money over environmentally friendly 'green' practices	14%	,	42%	3	37%	6%	
take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	11%	25%		54%		10%	
would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	8%	36%		45%		11%	
would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste,	<mark>6%</mark> 12	%	41%	30	%	11%	
Strongly disagree Disagree Neither ag		-	Agree 🔳 St	rongly agree			
 would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, 	6% 12 ree nor	% disagree		30			

Canada Senior Travelers \$100k+: Sustainability and Travel Responsibility Statements

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Agreement Regarding Sustaining Local Culture While Traveling



Canada Long Distance Travelers: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

feel personal responsibility to take care of the	places I visit	14%			56%	20	6%	
practice 'leave no trace' when traveling to protect the	environment	5%	22	2%		46%	2	23%
care about the environment and take extra steps to environmentally responsible way	o travel in an	6%		26%		47%		17%
prioritize comfort and value for money over environmentally fri practices	endly 'green'	10%	6	27%		41%		19%
take the time to learn about local norms and standards prior to the destination to reduce my impact on the environment/histor		8%		23%		48%		18%
would like to have information about the sustainable manageme hotels and guesthouses when booking accommodation		7%	11%	25	%	43%		14%
would be willing to pay more for tourism destinations that components that are environmentally friendly (e.g., reduct		9%	15%	, D	27%	36%		12%
Strongly disagree	Neither agr Sample Si			gree	Agree S	strongly agree		

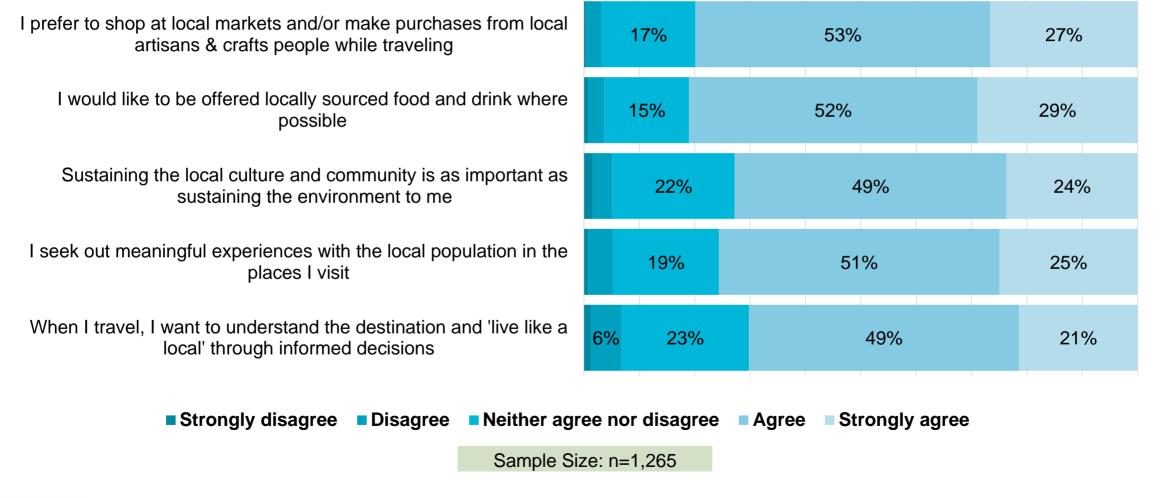
January 24, 2025 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

37

Canada Long Distance Travelers: Sustainability and Travel Responsibility Statements

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Agreement Regarding Sustaining Local Culture While Traveling



Canada Nat Rep: Sustainability and Travel Responsibility Statements

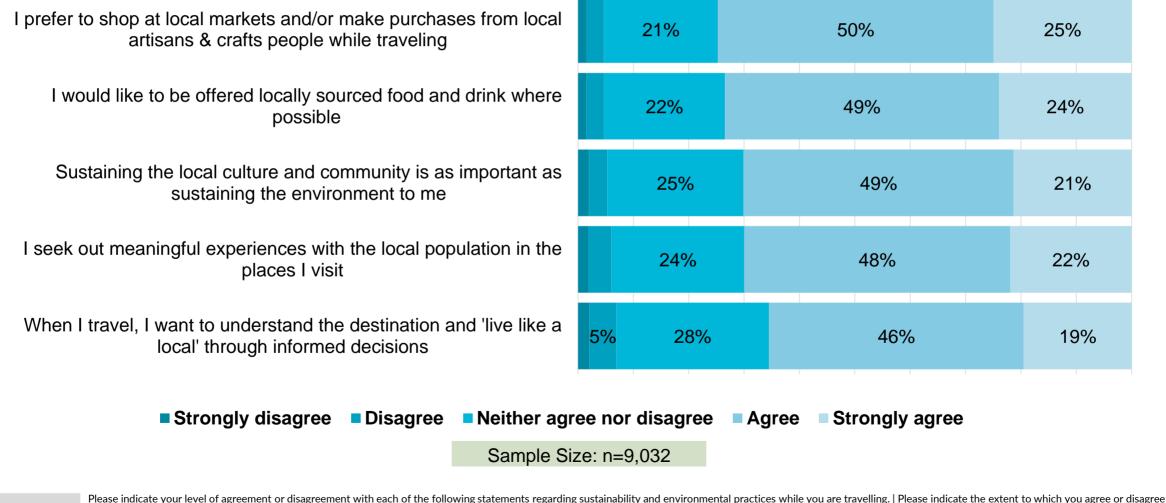
39

Agreement Regarding Sustainable Practices While Traveling

feel personal responsibility to take care of the places I visit		18%	, 0		52%		25%	
practice 'leave no trace' when traveling to protect the environment	5%	%	24%		46%		23%	
care about the environment and take extra steps to travel in an environmentally responsible way	6	5%	28%		44	1%	17%	
prioritize comfort and value for money over environmentally friendly 'green' practices		11%	309	%		38%	18%	
take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	8	3%	27%		4	5%	17%	
would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	6%	9%	29	%		41%	14%	ó
would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste,	109	% 15	5%	31%		33%	11	%
Strongly disagree	ree	nor dis	agree	Agree	Strongly	agree		
Sample Size: n=9,032								

Canada Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

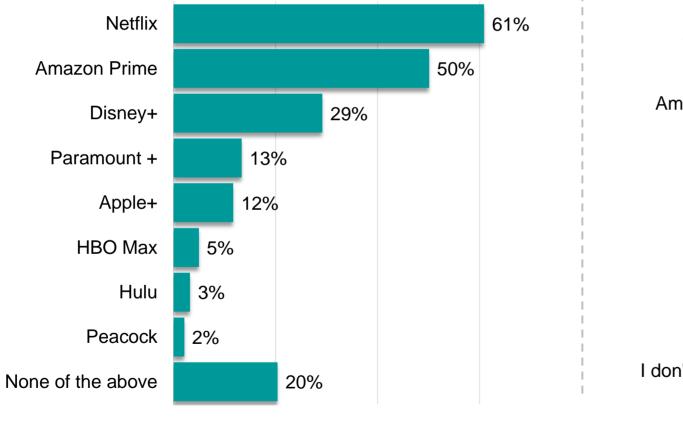


January 24, 2025 with the following statements about sustainability of culture and community.

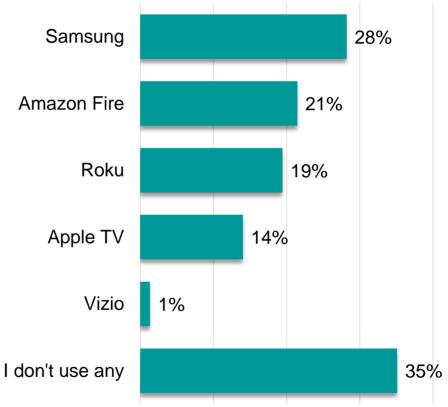
Canada Media Consumption

January 24, 2025

Streaming Platforms Used Weekly



Connected Device Used

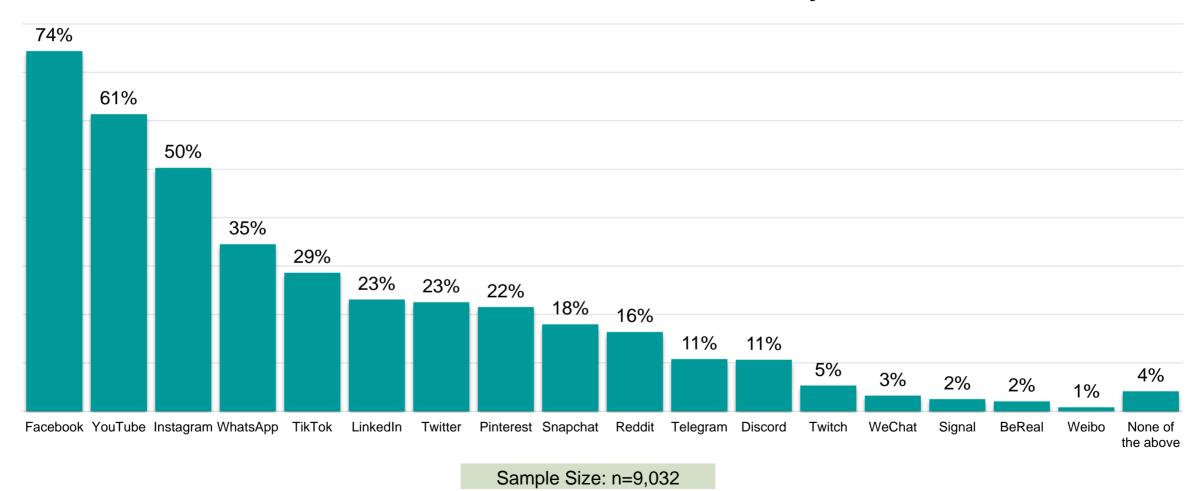


Sample Size: n=9,032

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? Select all that apply

Canada Media Consumption

Social Media Platforms Used Weekly



Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

Canada Media Consumption

Travel Destination Source of Awareness

TV Program/Documentary	21%
Online	36%
Radio	8%
TV commercials	26%
Newspaper	11%
Friends/Family	50%
Social Media	38%
YouTube	36%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	8%
Email	16%
I don't recall	11%

Actions Taken After Seeing an Ad for a Destination

I go to the destination's website	32%
I search for information about the destination online	45%
I look up the destination on social media	24%
I talk to friends/family about the destination	35%
I book travel to the destination almost immediately	9%
I don't do anything	18%
None of the above	7%

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? Select all that apply