

(Summary Table: Appealing 8-10) Using a 10-point scale where 1 means "Not at all appealing" and 10 means "Very appealing", how appealing do you personally consider the idea of visiting each of the following travel destinations?

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
Banff/Lake Louise, AB	60%	63%	56%	63%	59%	71%	55%	54%	66%	62%	60%	59%	57%	59%	66%
Victoria, BC	53%	58%	52%	54%	50%	58%	55%	46%	59%	57%	51%	52%	49%	51%	57%
Vancouver, BC	54%	48%	47%	54%	54%	61%	58%	48%	61%	63%	55%	47%	56%	51%	58%
Charlottetown, PEI	45%	51%	37%	50%	45%	48%	47%	38%	52%	42%	46%	46%	42%	45%	48%
Montreal, QC	47%	37%	42%	39%	52%	59%	45%	45%	49%	55%	50%	39%	45%	47%	51%
Quebec City, QC	44%	35%	41%	36%	49%	51%	37%	41%	47%	46%	44%	43%	42%	44%	47%
St. John's, NL	44%	42%	36%	48%	47%	44%	44%	39%	48%	45%	44%	43%	39%	42%	49%
Halifax, NS	43%	42%	35%	47%	45%	45%	50%	38%	49%	42%	46%	42%	41%	43%	46%
Whistler, BC	41%	33%	41%	44%	40%	50%	41%	36%	45%	49%	40%	34%	34%	41%	44%
Ottawa, ON	40%	29%	29%	35%	45%	48%	40%	37%	42%	42%	39%	38%	37%	37%	44%
Calgary, AB	34%	35%	24%	45%	36%	38%	31%	30%	38%	36%	36%	30%	35%	34%	37%
Toronto, ON	35%	24%	24%	30%	45%	44%	37%	32%	38%	48%	35%	27%	38%	30%	41%
Fredericton, NB	25%	29%	21%	36%	26%	28%	21%	20%	30%	25%	25%	25%	22%	26%	25%
Edmonton, AB	22%	24%	11%	30%	25%	26%	22%	19%	26%	25%	24%	19%	25%	22%	23%
Winnipeg, MB	16%	12%	8%	19%	21%	21%	9%	15%	18%	19%	16%	14%	19%	16%	17%
Saskatoon, SK	14%	14%	6%	31%	16%	20%	9%	13%	16%	15%	14%	14%	16%	14%	14%
Regina, SK	12%	11%	5%	21%	15%	18%	6%	11%	14%	13%	13%	11%	13%	12%	13%

Base: Excluding residents of given city

(Summary Table: Yes) Within the next 6 months, do you have any plans to take an overnight leisure trip (where you stay at least one night) to any of the following cities/towns?

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
NET: Total Alberta	35%	83%	39%	63%	21%	23%	18%	37%	32%	48%	33%	26%	32%	34%	40%
Elsewhere in Canada	46%	21%	14%	93%	66%	43%	99%	40%	51%	35%	45%	56%	47%	46%	46%
NET: Total BC	32%	53%	82%	35%	14%	16%	20%	32%	33%	38%	27%	33%	31%	32%	33%
Toronto, ON	34%	14%	20%	14%	53%	54%	27%	34%	33%	37%	33%	31%	31%	33%	39%
Ottawa, ON	26%	7%	11%	9%	38%	36%	24%	26%	25%	28%	27%	23%	26%	24%	27%
Elsewhere in BC	23%	41%	95%	30%	6%	8%	5%	20%	26%	27%	17%	27%	21%	22%	26%
Montreal, QC	23%	9%	10%	2%	33%	72%	14%	25%	20%	26%	27%	16%	19%	24%	25%
Calgary, AB	21%	48%	23%	35%	16%	20%	13%	24%	19%	30%	22%	13%	20%	20%	25%
Banff/Lake Louise, AB	16%	37%	16%	18%	13%	11%	5%	17%	15%	27%	15%	9%	13%	16%	20%
Elsewhere in Alberta	15%	92%	16%	29%	5%	6%	6%	16%	15%	22%	11%	15%	15%	14%	19%
Vancouver, BC	17%	24%	69%	11%	11%	11%	12%	19%	15%	21%	15%	16%	19%	16%	16%
Halifax, NS	13%	7%	5%	4%	14%	16%	36%	14%	12%	11%	15%	13%	10%	15%	15%
Victoria, BC	13%	14%	41%	5%	6%	7%	8%	12%	14%	16%	11%	13%	12%	13%	13%
Edmonton, AB	13%	46%	14%	36%	6%	7%	10%	14%	13%	19%	12%	10%	10%	15%	14%
Quebec City, QC	12%	5%	5%	2%	14%	37%	9%	13%	11%	12%	13%	11%	13%	13%	10%
Whistler, BC	9%	5%	32%	1%	5%	3%	1%	9%	9%	14%	8%	6%	6%	9%	10%
Charlottetown, PEI	9%	6%	4%	2%	9%	10%	23%	10%	7%	9%	10%	8%	7%	11%	7%
Saskatoon, SK	6%	12%	5%	50%	2%	4%	3%	6%	6%	7%	5%	6%	4%	7%	7%
Winnipeg, MB	6%	8%	4%	16%	5%	3%	6%	6%	5%	5%	5%	7%	3%	7%	8%
Fredericton, NB	5%	5%	2%	0%	6%	8%	10%	5%	6%	5%	5%	6%	5%	6%	5%
Regina, SK	5%	6%	2%	46%	3%	4%	1%	6%	4%	6%	4%	5%	3%	6%	6%
St. John's, NL	4%	6%	2%	2%	5%	5%	3%	5%	3%	4%	5%	3%	4%	4%	5%

Base: All Respondents excluding home cities

Thinking about the next 12 months, how much of an impact has the declining Canadian dollar had on your travel plans?

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
NET: Significant/Medium impact	58%	64%	60%	55%	55%	64%	55%	57%	59%	63%	57%	55%	56%	59%	61%
NET: Significant/Medium/Minor impact	78%	86%	79%	74%	76%	84%	73%	79%	78%	83%	76%	77%	72%	78%	82%
Significant impact	28%	32%	31%	25%	25%	33%	25%	27%	28%	28%	27%	29%	26%	30%	26%
Medium impact	30%	32%	29%	30%	30%	31%	30%	30%	30%	35%	30%	27%	30%	29%	34%
Minor impact	21%	22%	19%	19%	21%	20%	18%	22%	19%	20%	20%	22%	16%	20%	21%
No impact at all	22%	14%	21%	26%	24%	16%	27%	21%	22%	17%	24%	23%	28%	22%	18%

(Summary Table: Agree strongly/somewhat) How much do you agree or disagree with the following:

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
I plan to make fewer trips to the U.S. than I normally would	59%	63%	69%	61%	54%	69%	49%	57%	61%	62%	57%	58%	57%	60%	59%
I will vacation in other areas of Canada instead of visiting the U.S.	59%	63%	61%	68%	54%	60%	62%	54%	63%	57%	62%	56%	59%	58%	56%
I'm more likely to vacation in my home province/territory	58%	62%	64%	60%	57%	49%	56%	52%	63%	62%	59%	53%	62%	58%	56%
I'm more likely to visit and stay with friends/family than stay in a hotel	45%	50%	49%	54%	40%	51%	47%	38%	52%	49%	44%	43%	59%	45%	36%
I plan to make fewer trips outside North America than I normally would	43%	45%	44%	47%	41%	47%	38%	40%	45%	45%	43%	40%	45%	46%	39%
I cancelled a trip I was planning to make to the U.S.	24%	24%	23%	21%	22%	35%	27%	24%	23%	22%	24%	25%	26%	26%	22%
I cancelled all my travel plans this year	10%	16%	7%	7%	11%	11%	3%	11%	9%	11%	11%	8%	10%	14%	7%

Base: Travel impacted by declining Canadian dollar (Significant/medium/ minor impact)

Have you personally changed your plans or are you thinking about changing your plans for travelling to the United States this year because of the current political climate in the United States?

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
NET: No impact/other reason	36%	34%	36%	38%	40%	39%	19%	39%	33%	37%	35%	36%	33%	35%	43%
No, I was planning to visit the U.S. this year and I still plan to do so	33%	28%	32%	31%	38%	33%	18%	36%	30%	34%	33%	32%	29%	32%	40%
I did not have any plans to visit the U.S. this year	33%	41%	29%	42%	29%	27%	45%	29%	36%	32%	31%	35%	42%	33%	22%
NET: Yes	31%	25%	35%	20%	31%	34%	35%	31%	30%	30%	34%	28%	25%	32%	34%
Yes, I have changed my travel plans	18%	13%	20%	10%	19%	21%	18%	17%	18%	17%	18%	18%	15%	18%	18%
Yes, I am thinking about changing my travel plans	13%	12%	15%	10%	12%	13%	17%	14%	12%	14%	15%	11%	10%	14%	16%
I changed my plans for another reason	3%	6%	5%	7%	2%	7%	1%	3%	3%	3%	3%	4%	3%	3%	4%

Some areas of Canada are experiencing an economic downturn that is resulting in layoffs or cutbacks in work hours. Have you or any family members living in your household been personally impacted by the current economic downturn?

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
Yes	23%	50%	17%	33%	17%	20%	18%	21%	25%	24%	27%	17%	27%	24%	19%
No	77%	50%	83%	67%	83%	80%	82%	79%	75%	76%	73%	83%	73%	76%	81%

How much of an impact has the economic downturn had on your travel plans this year?

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
NET: Significant/Medium impact	79%	76%	73%	82%	85%	85%	71%	79%	79%	78%	79%	78%	85%	75%	80%
NET: Significant/Medium/Minor impact	94%	94%	94%	96%	94%	95%	92%	93%	94%	96%	93%	93%	96%	94%	93%
Significant impact	37%	44%	43%	20%	38%	29%	33%	33%	41%	35%	37%	41%	43%	34%	38%
Medium impact	42%	31%	30%	62%	47%	57%	38%	46%	38%	43%	43%	37%	43%	41%	41%
Minor impact	15%	18%	21%	14%	9%	10%	21%	15%	16%	18%	14%	15%	11%	19%	13%
No impact at all	6%	6%	6%	4%	6%	5%	8%	7%	6%	4%	7%	7%	4%	6%	7%

Base: Personally impacted by economic downturn

You indicated the economic downturn has had an impact on your travel plans. How have your travel plans been affected this year? Choose all that apply.

	Total	Province						Gender		Age			Income		
		AB	BC	SK / MB	ON	QC	Rest of Canada	Male	Female	18-34	35-54	55+	Less than \$50,000	\$50,000 to \$99,999	\$100,000+
I am still going where I originally planned to go, but plan to spend less	33%	31%	30%	34%	31%	30%	44%	33%	33%	40%	30%	31%	26%	31%	42%
I have changed where I am going and I plan to spend less	30%	36%	27%	37%	32%	10%	14%	32%	28%	28%	29%	33%	35%	31%	24%
I plan to stay with family and friends instead of paid accommodations	24%	28%	24%	38%	14%	15%	42%	21%	26%	26%	24%	21%	26%	22%	17%
I have cancelled some of my travel plans	21%	26%	19%	24%	17%	22%	22%	23%	20%	19%	22%	23%	21%	23%	20%
I have changed where I am going for some or all of my trips	21%	25%	24%	36%	11%	27%	24%	21%	21%	20%	19%	24%	19%	22%	24%
My travel plans have not changed this year	10%	8%	10%	8%	13%	5%	9%	8%	12%	9%	12%	8%	16%	10%	6%
I have cancelled all of my travel plans	5%	8%	2%	1%	6%	10%	0%	5%	6%	7%	3%	7%	4%	5%	8%

Base: Travel impacted by economic downturn (Significant/medium/ minor impact)