



## Ipsos Reid Canadian Travel Barometer

### A Leisure and Business Traveller Index



Use the *Ipsos Reid Canadian Travel Barometer* to understand future travel intentions before most 'rear-view mirror' indicators do and provide unique insights into traveller behaviors. The *Ipsos Reid Canadian Travel Barometer* offers continuous monthly tracking of travel issues that impact willingness and ability to travel such as time availability, financial barriers, and perceptions on affordability of travel. These timely insights help you fine-tune merchandising and marketing messages for a variety of travel products and services.

#### Why use the *Ipsos Reid Canadian Travel Barometer*?

**It's Continuous ...** Data for the *Ipsos Reid Canadian Travel Barometer* is collected each month from an online survey with Canadian adults who have taken at least one trip in the past 12 months. The monthly results are summarized into a quarterly report with 1,000 completed surveys.

**It's Flexible ...** Your custom questions may be added to the *Ipsos Reid Canadian Travel Barometer* survey at any time with quick turn-around of results. A custom report may be prepared at an additional cost with your results profiled across the wealth of demographic and travel behaviors collected in the survey (by region, age, type of travel, time period, etc.).

**It's Actionable ...** The *Ipsos Reid Canadian Travel Barometer* survey regularly tracks many

travel behaviors such as the number and types of trips planned and the timing of travel products and services purchased. These insights help you discover new travel offers for your target segments.

**It's Cost Effective ...** The *Ipsos Reid Canadian Travel Barometer* report is value priced at \$5,000 for the annual subscription. Alternatively, quarterly reports may be purchased separately.

#### Deliverables

Your annual subscription to the *Ipsos Reid Canadian Travel Barometer* includes four quarterly reports with indices for individual questions as well as the overall travel index, plus a detailed written report with supporting charts for all data. The topics feeding into the travel index include:

- Level of travel expected in next 12 months compared to previous 12 months
- Interest in travelling in next 6 months
- Likelihood of travelling in next 6 months
- Perceived ability to travel based on time availability
- Perceived ability to travel based on personal finances
- Perceptions of the affordability of leisure travel

More travel behaviors covered in the *Ipsos Reid Canadian Travel Barometer* include:

- Number of trips taken in past 12 months for leisure and business purposes

- Types of trips that travellers are interested in taking and the timeframe
- Likelihood of taking specific types of trips in the next 6 months
- Travel products needed for next trip and status of purchase
- Activities that travellers plan to engage in on their next trip

#### The *Ipsos Reid Canadian Travel Barometer* Index

Each quarter, Ipsos Reid rolls-up results of travel intentions, impact of availability, finances and affordability, along with travel intentions and timing across more than 15 trip types to come up with an overall index. Results of these measures are weighted according to the economic importance of each travel category, and rolled up in order to provide an ongoing measure of the future health of this industry.

#### Hot Topics Section

Each quarter, the *Ipsos Reid Canadian Travel Barometer* survey features one or two 'hot' topics based on current events in the travel industry, such as the impact of the H1N1 virus (swine flu), vacation trends, and more.

For more information about the *Ipsos Reid Canadian Travel Barometer*, please contact:

**Dave Pierzchala**  
Vice President  
Ipsos Reid – Travel  
[dave.pierzchala@ipsos.com](mailto:dave.pierzchala@ipsos.com)  
778.373.5006





# Ipsos Reid

## About Ipsos Reid –Travel

Whether your focus is on business or leisure travellers, suppliers or intermediaries – Ipsos Reid’s travel and tourism practice understands the true dynamics of your market. Our dedicated travel and tourism experts provide customized design and analytic expertise for challenges such as market segmentation, new product development and brand health. Ipsos’ research specialists also offer syndicated studies specific to your industry, and always deliver actionable insights that help you grow your business.

Our team of market research professionals has experience managing strategic and tactical research on behalf of dedicated clients, an international reputation and a passion for travel and tourism research.

Learn more at  
[www.ipsos.ca/reid/travel](http://www.ipsos.ca/reid/travel)

## About Ipsos Reid

Ipsos Reid is Canada’s market intelligence leader, the country’s leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid’s marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, please visit  
[www.ipsos.ca](http://www.ipsos.ca)