



**GLOBE INSIDERS**

# **Travel Study**

**April 2023**





# Introduction

## Objective and Methodology

With the summer vacation season approaching, we wanted to learn about Globe readers' travel plans for the season and into next year.

We reached out to our Globe Insiders to ask them about their travel plans in the next 12 months; the destinations they are considering, the type of vacation they're looking to take, their sources of inspiration and their timelines for research/planning and booking their next vacation.

### **Survey Period:**

April 26-30, 2023

### **Survey Participants:**

1,369 respondents (38% response rate)

### Qualifier:

*Plan to take a vacation/trip in the next 12 months (1,184)*





# Travel Study Summary

## Most Globe readers are planning to travel this year

- 86% are planning to take a vacation/trip in the next 12 months; 66% will take a vacation in the summer and 59% will take a vacation in the fall
- 70% are planning to travel in Canada (of those planning travel in Canada, 54% are considering Ontario), 59% internationally, 36% in the U.S.

## Weekend getaways and longer vacations are in the mix

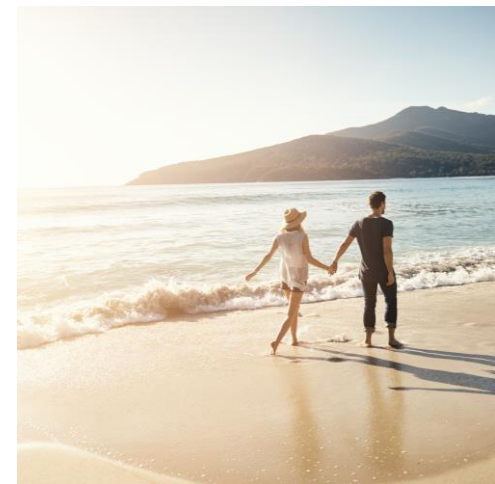
- 19% say their next vacation will be 4 days or less (weekend getaway); 26% will be away for 5 to 7 days; 52% will be away for more than 7 days
- 57% of those whose next vacation is 5+ days will also plan at least one weekend getaway (4 days or less) this year; 71% of those whose next vacation is a weekend getaway will plan at least one vacation of 5+ days
- 1 in 3 planning trips of 5+ days intend to spend \$5K+; 51% of those taking weekend getaways plan to spend \$1000+

## Globe readers will mainly take couple and family vacations

- Over half (57%) will travel as a couple while 20% will travel as a family or with extended family members on their next vacation
- Type of vacations they are considering include: visiting friends and relatives (32%), visiting a major metropolitan city (24%), cottage/chalet (15%)

## Nearly half (45%) of Globe readers view sustainability as important

- Over 1 in 3 would spend an additional \$300+ for a more sustainable vacation; 1 in 4 would spend an extra \$500+





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For more information on this study or  
The Globe Insiders Panel, please contact:

**Andrew Consky**

Head of Research and Media Insights

[aconsky@globeandmail.com](mailto:aconsky@globeandmail.com)

**Larissa Styrsky-Ellwood**

Research and Insights Lead

[lstyrskyellwood@globeandmail.com](mailto:lstyrskyellwood@globeandmail.com)

**Jason Ainsworth**

Research and Insights Analyst

[jainsworth@globeandmail.com](mailto:jainsworth@globeandmail.com)

