



GLOBE INSIDERS

Travel Study

April 2024





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 23-27, 2024

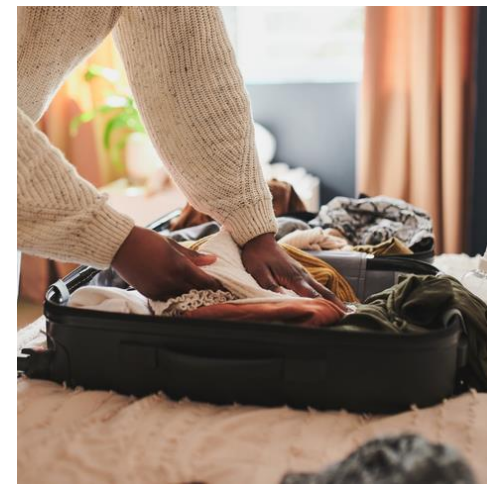
Survey Participants:

1,320 respondents (39% response rate)

Qualifier:

Plan to take a vacation/trip in the next 12 months (n=1,127)

The results from this survey reflect a sample of Globe print and digital readers. They are not representative of the Canadian population.





Travel Study Summary

Globe readers are planning to travel this year

- 85% are planning to take a vacation/trip in the next 12 months; 65% will take a vacation in the summer and 56% will take a vacation in the fall
- 64% are planning to travel in Canada, 61% internationally, 36% in the U.S.
- They are most interested in Road Trips (41%), Cruise/Train vacations (35%), and Experiential travel (34%)
- Nearly half (46%) of them have a travel bucket list

Weekend getaways and longer vacations are in the mix

- 23% say their next vacation will be 4 days or less (weekend getaway); 24% will be away for 5 to 7 days; 49% will be away for more than 7 days
- 53% of those whose next vacation is 5+ days will also plan at least one weekend getaway (4 days or less) this year; 69% of those whose next vacation is a weekend getaway will plan at least one vacation of 5+ days
- 8 in 10 have already started to research/plan their next vacation; 53% have not yet booked or paid for it

Globe readers have the money to spend on travel

- 50% anticipate spending over \$5,000 on their next vacation of more than 7 days; 70% plan to spend up to \$2,000 on a weekend getaway
- Over half (53%) will travel as a couple on their next vacation, while 21% will travel as a family or with extended family members
- 50% plan to travel by air on their next vacation; 40% by car
- 22% use print/digital newspapers for inspiration to plan their vacation destinations





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