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### **CANADIANS STILL PLAN TO TRAVEL, BUT PLANS HAVE CHANGED: SURVEY**

**TORONTO, June 12, 2009** – Despite challenging economic times in Canada, the results of a new TNS Canadian Facts' tracking survey called *Vibe* indicate that travel and tourism is an area of emerging opportunity. More than half of Canadians are planning an out-of-town vacation in the coming 12 months, with an average of three such trips on the agenda.

“With the faltering economy continuing to dominate our news, it is encouraging to note that Canadians have not eliminated out-of-town travel from their plans. In fact, the planned incidence and frequency of out-of-town travel is very similar to that measured for 2008,” said Michael Ennamorato, executive vice-president of TNS Canadian Facts and head of the marketing research firm's travel and tourism research practice.

This is not to say that the recession has left the nature of travel unchanged. “Travel is one of the areas in which Canadians have already made major reductions. Nearly half (44%) of Canadians report that they have already cut back in this area when planning the details of their trips. However, the worst appears to be over: only one-in-seven (14%) Canadians report that they are still looking to make further cuts in their travel expenditures,” said Ennamorato.

Rather than taking fewer trips, results show that Canadian travellers have sought to trim spending by journeying closer to home and spending less on food and beverages, accommodations and attractions.

“One of the consequences of the prolonged economic downturn is that consumers have made reductions and shifts in their purchasing patterns and this extends into the travel sector. Value will be key in targeting these travellers. Well over half of Canadian travellers report that they will be taking trips closer to home this season (57%), reducing the amount that they spend in restaurants (57%), drinking less in bars, restaurants and nightclubs (62%), staying in cheaper accommodations (61%), and spending less on attractions (54%),” added Ennamorato.

*Vibe* tracks Canadians’ attitudes about the economy and consumer behaviour on a quarterly basis. In addition to high-level measures of the economy, the *Vibe* survey incorporates modules reporting detailed consumer expenditures in areas such as grocery shopping, restaurants, alcoholic beverages, telecom, financial institutions and travel. Online interviews were conducted between March 5 and 16, 2009, among 1,455 Canadians who were randomly selected from the TNS Canadian Facts interactive research panel. The survey data were weighted to reflect the demographic composition of the Canadian population, aged 18 and older.

TNS Canadian Facts ([www.tns-cf.com](http://www.tns-cf.com)) is one of Canada’s most prestigious full-service marketing, opinion and social research organizations.

### **About TNS**

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