



EPIC ROAD TRIPS

AN OVERVIEW OF
CANADIAN OUT-OF-TOWN VACATIONERS

24 million Canadians (80%) have taken an out-of-town vacation in the past 3 years!



Photo courtesy of www.bigseventravel.com

demographics



Source: Numeris RTS Spring 2020; A18+; Question: Took 1+ out-of-town vacation in the past 3 years

A snapshot of the road trip consumer



- 52% work full-time, 16% work part-time and 22% are retired/semi-retired.
- 63% are married and 24% are single/never married.
- 40% live in households with an annual household income of \$100,000 or more per year — average \$104,000.
- 43% are employed as Managers, Owners or Professionals and 17% are working in the Clerical/Service Industry.
- 40% have a university or higher education.
- 32% have children — 21% under 12 years and 17% have teenagers.
- 66% own their home and 11% own a cottage.

demographics



Where do they live?

	%	A12+ Population
Ontario	39%	9.4m
Quebec	22%	5.3m
Prairies	18%	4.4m
British Columbia	14%	3.5m
Atlantic	7%	1.6m


9.4 million Ontarians have taken an out-of-town vacation in the past 3 years.

Photo Courtesy of www.baynouveau.com

travel



Show me the money...



23% have spent less than \$500
77% have spent \$500 or more
57% have spent \$1,000 or more

\$1,800
average spent on
last vacation

travel



Road Trips by Region

Ontario Road Trip Destinations	%
Cottage Country	30%
Niagara Falls	28%
Toronto	27%
Other Ontario	24%
Ottawa	17%
Montreal	17%

Atlantic Road Trip Destinations	%
Other Nova Scotia	41%
New Brunswick	37%
Prince Edward Island	31%
Toronto	23%
Cape Breton Island	22%
Ottawa	18%

British Columbia Road Trip Destinations	%
Other British Columbia	51%
Vancouver	30%
Victoria	29%
Whistler	26%
Other Alberta	14%
Calgary	14%

Quebec Road Trip Destinations	%
Other Quebec	39%
Quebec City	37%
Montreal	25%
Ottawa	18%
Toronto	16%
Other Ontario	8%

Prairie Road Trip Destinations	%
Other British Columbia	32%
Banff	30%
Calgary	30%
Other Alberta	29%
Vancouver	23%
Jasper	17%

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average # of out-of-town vacations taken in the past 3 years



Photo Courtesy of www.iStockphoto.com

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We heard it on the radio

**Radio ad prompted road trip
travellers to respond**
(% response)

26%

Store visit

22%

Internet
search

18%

Website
visit

**On-air discussion prompted
road trip travellers to respond**
(% response)

20%

Store visit

19%

Attend an
event

22%

Website
visit

**Radio reaches 9/10
Canadians who have
taken an out-of-town
vacation.**

CANADA

radio

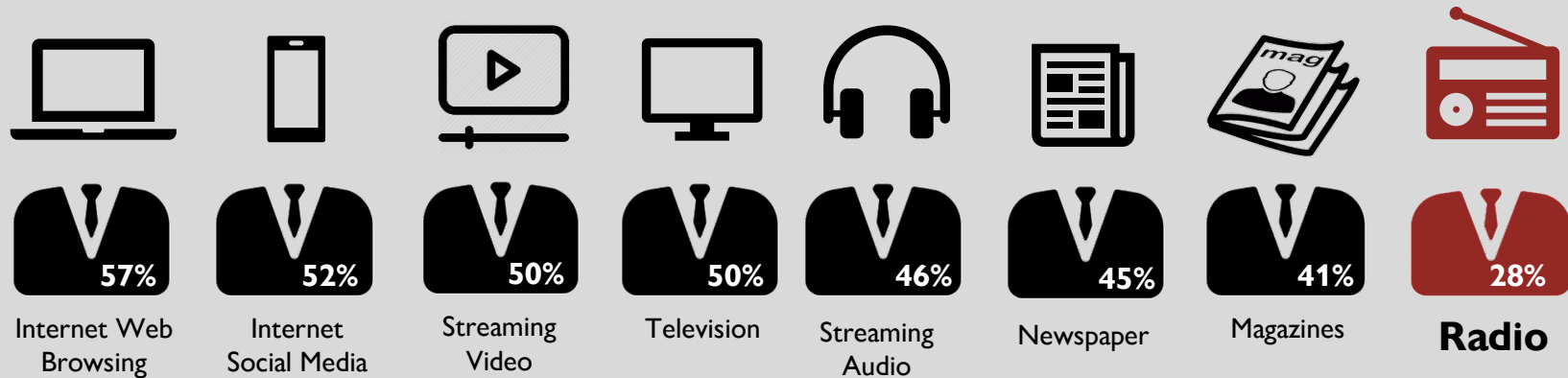


Canadian road trip travellers listen to **RADIO** for an average of 15 hours every week

In the past month, 75% have used
AM/FM radio as their car audio option.

RADIO reaches **21 million** road trip consumers every week

Radio has the lowest advertising avoidance



79% say radio makes time in the car more enjoyable.

radio



TOP **RADIO** FORMATS

Format	% Composition
News/Talk	33%
Mainstream Top 40 / CHR	18%
Hot Adult Contemporary	18%
Adult Contemporary	17%

Location Attractions Visited

- 40% city gardens
- 37% other leisure activities/attractions
- 35% art galleries/museums/science centres
- 34% exhibitions/fairs/markets
- 31% national/provincial parks
- 29% historical sites
- 25% specialty movie theatres
- 24% sporting events/racing events
- 22% zoos/aquariums/farms
- 18% theme/water parks



Photo Courtesy of Montreal Botanic Garden

media

