

Section 5: Travel

2008 Product Questionnaire (83-6 to 83-9)



Airlines

round trips

brands: airlines used

class: first, business/executive, economy

fare: full fare, charter, standby, discount

Attractions

Ontario

African Lion Safari, Art Gallery of Ontario
Canada's Wonderland, CN Tower, Cullen
Gardens, Eaton Centre, Harbourfront,
Marineland, Medieval Times, Metro Zoo,
Ontario Place, Ontario Science Centre,
Playdium, Royal Ontario Museum,
Shaw Festival, Stratford Festival,
Wild Water Kingdom

Quebec

Biodôme, Botanical Gardens, Granby Zoo,
La Ronde, Mont Tremblant, Musée de la
Civilisation (Quebec), Museum of Civilization
(Gatineau), Museum of Fine Arts (Montréal),
Old Port Montreal, Old Quebec City,
Parc Safari, Village des Sports Park

Western Canada

Butchart Gardens (Victoria), Olympic Park,
Eaton Centre Metrotown/Metropolis
(B.C.), Grouse Mountain, (BC), Museum of
Man & Nature (Winnipeg), Stanley Park
(Vancouver), Vancouver Aquarium, West
Edmonton Mall, Whistler

USA

Disneyland, Walt Disney World

Business travel

trips

Primary means of travel; # times:

air, car, train

Length of stay:

same day, overnight

Purpose¹:

attend conference

Destination; # trips (*past year*)

Canada

Vancouver, Calgary, Edmonton, Regina/
Saskatoon, Winnipeg, Toronto, Ottawa,
Montreal, Quebec, Halifax, other destinations
in home province, elsewhere in Canada

USA:

New York, Boston, Chicago, Las Vegas,
Los Angeles, San Francisco, Washington DC,
Dallas/Houston,
elsewhere in USA

Other foreign

United Kingdom, elsewhere in Europe,
Mexico/Central/South America, MiddleEast/
Africa, Asia,
Australia/New Zealand

Car Rental

times: personal, business

reason for renting: required larger vehicle,
do not own vehicle, to avoid kms on
leased vehicle, vacation

method: reservation made in advance,
(online¹, by phone¹) upon arrival at
destination

brands

Cruise ships

length of trip

¹ = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database

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Events

Ontario

CNE, Caribana, Gay Pride, International Jazz Festival, Grand Prix, Oktoberfest, Royal Agricultural Winter Fair, Toronto International Film Festival, Winterlude

Quebec

Carnaval d'Hiver de Québec, Divers cité/Fierté Gaie Montréal, Expo Québec, Festival de Mongolfières, Festival d'Été de Québec, Festival International de Jazz, Festival International de Lanaudière, Festival Juste Pour Rire/Just for Laughs, Feux de Loto Québec, Grand Prix de Montréal, Le Mondial SAQ, Les Francolies, Montréal, Fêtes de la Nouvelle-France, Montreal World Film Festival

Western Canada

Calgary Stampede and Exhibition, Canadian International Dragon Boats Festival, International Jazz Festival, Capital Ex, Manitoba Air Show, PNE

Hotels; Motels

nights: business, vacation/personal
type of accommodation
economy, luxury, resort

Personal/Vacation travel (within Canada)

trips
Destination
Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, NWT/Yukon/Nunavut
means of travel (# trips)
air, bus, car, RV/camper, train
length of trips

type of accommodation

hotel, motel, B&B, resort/lodge, camping/trailer park, home (friends or relatives), private cottage, commercial cottage, timeshare

last trip

children on trip
\$ spent

Activities on trips

attend conference, attend cultural events, attend sporting events, go shopping, go to a beach, golf, hunting/fishing, hiking/adventure tours, sightseeing, skiing/snowboarding, snowmobiling, sports activities, take in night life, visit national or provincial park, visit friend/relatives, visit museum/art gallery, visit theme park/zoo

Used travel agent for:

car rental, entire trip, flight reservations, hotel reservations, local sightseeing, vacation packages

Personal/Vacation Travel (outside of Canada)

trips

Destination:

USA

Northeast US, Florida, Southeast US, Other Southern States, Arizona, California, Nevada, Other Western States, Hawaii, Other USA

Other foreign

Bermuda, Bahamas, Cuba, Dominican Republic, Other Caribbean, Mexico, Central America, South America, Britain/Ireland, France, Germany, Italy, Other Europe, Middle East, Africa, Japan, Hong Kong/China¹, Other Asia, Australia/New Zealand

(continued)

1 = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database

Section 5: Travel

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Means of travel (# trips)

air, boat/cruise, bus/train, car, RV/camper

length of trips

type of accommodation

hotel, motel, bed & breakfast, resort/lodge
camping/trailer park, home (friends or
relatives), cottage, timeshare

Activities on trip

attend conference, attend cultural events,
attend sporting events, go shopping, go
to a beach, golf, hiking/adventure tours,
sightseeing, skiing/snowboarding, sports
activities, take in night life, visit national
or state park, visit friends/relatives, visit
museum/art gallery, visit theme park/zoo

Used travel agent for:

car rental, entire trip, flight reservations,
hotel reservations, local sightseeing,
vacation packages

Last trip

\$ spent
children
medical insurance

Sports/Entertainment Venues

Ontario

Air Canada Centre, Scotia Centre,
Rogers Centre (Skydome)

Quebec

Bell Centre, Olympic Stadium, Pepsi
Coliseum (Québec), Place des Arts

Western Canada

BC Place, Coliseum (Edmonton),
General Motors Place, Pengrowth
Saddledome

Eastern Canada

Metro Centre (Halifax)

Shows and Exhibitions

types:

auto, boat, book, bridal, computer, cottage,
crafts, food, garden, golf, health & wellness,
home, motorcycle, outdoor, pet, psychic, RV,
savings/investments,
ski/snowboard, sportsmen's, tourism
and travel, wine and cheese, woodworking

Travellers Cheques

\$ spent

types: American Express (regular cheques,
cheques for two), MasterCard/
Thomas Cook, Visa

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