

## Section 5: Travel

2009 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

*Purpose:*  
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, car  
is in for repair/service<sup>1</sup>  
do not own vehicle, vacation

*method:* reservation made in advance,  
(online, by phone) upon arrival at  
destination

**brands**

### Cruise ships

length of trip

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1 = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 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, Austria<sup>1</sup>, Italy, Other Europe, Middle East, Africa, Japan, Hong Kong/China, Other Asia, Australia/New Zealand

(continued)

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## Section 5: Travel

2009 Product Questionnaire (83-6 to 83-9)



### 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, mothers/babies<sup>1</sup>, motorcycle, outdoor,  
pet, psychic, RV, savings/investments,  
ski/snowboard, sportsmen's, tourism  
and travel, wine and cheese, woodworking

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