

In May 2022, 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.

QUICK FACTS

- 1** 83% of Globe readers are planning to take a vacation/trip within the next 12 months.
- 2** Over half (55%) will travel as a couple while 23% will travel as a family on their next vacation.
- 3** Longer vacations and weekend getaways are in the mix, with 20% saying their next vacation will be 4 days or less; 25% will be away for 5 to 7 days; 53% will be away for more than 7 days.
- 4** 69% of Globe readers are planning to travel this summer and 57% are planning to travel in the fall.
- 5** 76% of Globe readers miss travel -- they can't wait to get out and travel again.

DESIREABLE DESTINATIONS

INTERNATIONAL	CANADA	UNITED STATES
53% of Globe readers are considering an International vacation within the next 12 months	70% of Globe readers are considering a vacation in Canada within the next 12 months	33% of Globe readers are considering a vacation in the U.S. within the next 12 months
Top 3 destinations: Europe (59%) UK (25%) Caribbean (19%)	Top 3 destinations: Ontario (54%) British Columbia (41%) Quebec (21%)	Top 3 destinations: Florida (28%) Western US (not CA) (28%) California (27%)

INTERESTS AND INSIGHTS

Top five types of vacations * 1. Vacation to visit friends or relatives (32%) 2. Visit to a major metropolitan city (25%) 3. Cottage or Chalet (20%) 4. RV or Road Trip (self-guided) (12%) 5. Luxury hotel (10%)	91% agree I would feel safe travelling within Canada	63% agree I am excited about traveling to the US or other International destinations
	54% agree I feel safe traveling to the US or other International destinations	46% have already booked their next vacation
	75% agree I am excited about traveling to domestic destinations outside of my province	34% will book/pay for their vacation in the next 3 months

* Somewhat/very interested

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