



DESTINATIONS ON CURRENT TRIP

	TOTAL 2007	TOTAL 2008	TOTAL 2018	Male	Female	Age 18-34	Age 35-54	Age 55+	English	French
	850	817	846	426	420	234	294	318	666	180
	%	%	%	%	%	%	%	%	%	%
WESTERN EUROPE	35	24	25	26	25	24	22	29	24	31
CARIBBEAN/MEXICO/CUBA	26	41	22	19	24	16	20	27	19	31
USA	-	-	20	20	20	22	22	17	20	19
NORTHERN ASIA	22	22	15	15	15	16	18	11	16	11
SOUTHEAST ASIA	5	10	10	10	10	12	11	8	13	1
MIDDLE EAST	5	3	4	5	3	6	5	3	5	2
AFRICA	6	2	4	5	2	3	3	5	4	4
AUSTRALIA/NEW ZEALAND	1	1	3	2	4	4	2	4	4	-
OTHER EUROPE (in 2018)/EASTERN EUROPE (in 2017)	2	2	3	3	3	4	4	2	3	4
SOUTH/CENTRAL AMERICA	5	2	2	2	3	2	3	2	3	1

QG. ALL MENTIONS - Which countries will you be travelling to on this trip? (Q1 in 2007/2008) Please tell me the country or countries you will be travelling to on this trip?

There are few differences across demographic groups with the exception of the following:

- A higher proportion of Francophones (31%) and older travellers aged 55+ (27%) were travelling to the Caribbean/Mexico/Cuba.

2. Previous Travel to Current Destination

Most respondents were travelling to a destination with which they were at least somewhat familiar, having travelled to it many times before (37%) or a few times in the past (22%). Very few say they have travelled to the destination only once previously (13%) while over one-quarter have never travelled to their destination before (28%).

FREQUENCY OF TRAVEL TO CURRENT DESTINATION

	TOTAL 2018	Male	Female	Age 18-34	Age 35-54	Age 55+	English	French
	846	426	420	234	294	318	666	180
	%	%	%	%	%	%	%	%
Travelled to many times before	37	36	39	24	40	44	39	31
Travelled to a few times before	22	23	22	21	24	21	22	24
Only travelled to once before	13	14	12	15	11	14	11	18
Never travelled to before	28	28	27	40	24	22	28	27

Q5. <RESPONSE AT QG> is the destination/are the destinations you are travelling to one(s) that you have ...

An analysis of key demographic differences shows that those more likely to say they have travelled to the destination *many times before* includes:

- Older travellers, including those aged 55 and older (44%) as well as those aged 35 to 54 (40%), compared to younger travellers, between the ages of 18 and 34 (24%);

