



- University educated travellers (49%), versus those with college diploma (32%) or high school education (34%);
- Those with dual citizenship (50%) compared to those without (32%); and
- Frequent travellers – over half (54%) of those who say they have taken 10 or more trips in the last 5 years.

Across the three airports in which surveys were conducted, a much higher number of those transiting through Pearson Airport in Toronto (49%) said they had travelled to their current planned destination many times before, compared to those in Vancouver (33%) or Montreal (30%).

Some regional differences were also evident:

- Travellers who reside in Ontario (45%) were most likely to say they had travelled to the destination many times before, compared to those residing in the Atlantic (39%), British Columbia/Northern Canada, the Prairies or Quebec (32%).

The nature and type of trip also correlate with familiarity with the destination:

- Those travelling for business (52%) were much more likely to say they had travelled to the destination many times, compared to those travelling primarily for pleasure (34%).
- By length of trip, travellers who intended to be overseas for less than a week (52%) were much more likely to say they had been to the destination on many occasions previously.
- Those travelling with colleagues (53%) or alone (52%), compared to those travelling with family members (34%).

3. Purpose of Current Trip

In line with patterns of international travel over the last 5 years, the majority of travellers' current trips were for pleasure (79%) rather than for business (11%). These results are also similar to what was found in 2007 and 2008.

PURPOSE OF CURRENT TRIP

| | TOTAL 2007 | TOTAL 2008 | TOTAL 2018 | Male | Female | Age 18-34 | Age 35-54 | Age 55+ | English | French |
|--|---------------|---------------|---------------|-----------|-----------|--------------|--------------|------------|-----------|-----------|
| | 850 | 817 | 842 | 423 | 419 | 232 | 292 | 318 | 817 | 25 |
| | % | % | % | % | % | % | % | % | % | % |
| NET - PLEASURE/LEISURE | 81 | 86 | 79 | 73 | 86 | 79 | 72 | 86 | 79 | 84 |
| Pleasure / Leisure | - | - | 65 | 60 | 71 | 70 | 57 | 69 | 65 | 64 |
| Visiting your country of heritage for which you are not a dual citizen | - | - | 10 | 8 | 12 | 6 | 12 | 10 | 10 | 4 |
| Travelling to your other country of nationality for which you are a dual citizen | - | - | 5 | 6 | 3 | 3 | 3 | 7 | 4 | 16 |
| Business | 15 | 10 | 11 | 16 | 6 | 8 | 18 | 7 | 11 | 4 |
| Combination of business and leisure / personal | 4 | 3 | 6 | 8 | 5 | 6 | 8 | 5 | 6 | 12 |
| NET - VOLUNTEER/STUDYING ABROAD | - | - | 2 | 2 | 1 | 4 | 1 | - | 2 | - |
| Volunteer work abroad | - | - | 1 | 1 | <1 | 1 | 1 | - | 1 | - |
| Studying abroad | - | - | 1 | 2 | <1 | 3 | <1 | - | 1 | - |
| NET - OTHER | - | - | 7 | 8 | 5 | 6 | 8 | 6 | 6 | 12 |
| Family/Visiting family | - | - | <1 | <1 | <1 | <1 | - | 1 | <1 | - |
| Don't Know / No Answer | - | - | 1 | <1 | 2 | 3 | <1 | 1 | 1 | - |