Spring vacation plans

TORONTO, March 7, 2023—According to a new survey undertaken by Maru Public Opinion for Scotiabank, one-quarter of Canadians (23%) are making plans for a vacation this spring, with those who are the youngest (aged 18-34, 42%) most likely to be on the move, followed by their middle-aged (35-54, 18%) and older (55+, 13%) counterparts.

Intergenerationally, the GenZ crowd (61%) is far more likely to be committed to vacationing compared to those who are Millennials (32%), Gen X (17%), or Boomers (13%). Regionally, those living in British Columbia (27%), Québec (26%), and Ontario (24%) are most likely to be vacationing compared to those from Alberta (19%), Manitoba/Saskatchewan (18%), and Atlantic Canada (15%).

The survey also revealed that one in six (17%) are still considering a vacation this spring but are not yet committed, while six in ten (60%) plan to stay put.

For the one-quarter (23%) who are likely to be on the move:

- Half (53%) intend international travel (e.g., United States, Caribbean, or other international destination), with most of those travelers hailing from British Columbia (59%), followed by those living in Ontario (55%) and Québec (54%), Alberta (46%), Manitoba/Saskatchewan (41%), and Atlantic Canada (39%).

- One quarter (26%) will likely stay within their province, led by those who reside in Atlantic Canada (47%), followed by those living in Québec (29%)), Manitoba/Saskatchewan (28%), Ontario (27%), British Columbia (23%), and Alberta (12%).

- One in six (17%) say they'll venture outside their province but stay within Canada and are most likely to be from both Alberta (34%) and Manitoba/Saskatchewan (31%), followed by other likely travelers commencing their trip in British Columbia (17%), Ontario (15%), Québec (11%), and Atlantic Canada (9%).

- A fraction (4%) has not made up their minds yet as to what they'll do.

Notably, younger Canadians (aged 18-34, 53%) are mostly looking to travel domestically, while those aged 35-54 (58%) and 55+ (70%) are aiming for an international destination.

As to how they intend to pay for their vacation, there will be many different choices made:
- Using a credit card (40%)
- Dipping into savings put aside specifically for vacations (35%)
- Redeeming loyalty travel points/rewards (11%)
- Using another borrowing product (e.g., a line of credit 6%)
- Using a travel credit (5%)
- Other means (3%)

For those planning on using their credit card (40%) to pay for their upcoming spring trip, the features/benefits of their credit card that they typically take advantage of when planning/booking a vacation include:

- Redeeming points towards the cost of the trip (45%)
- Using the travel insurance benefits for added peace of mind (44%)
- No foreign exchange fees (14%)
- Airport Lounge access (10%)
- Other features (14%)

-30-

Methodology

These are some of the findings from a study conducted by Maru Public Opinion that was undertaken by its sample and data collection experts at Maru/Blue conducted the survey on January 11-12, 2023, among a random selection of 1,518 Canadian adults who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, region, and language in Quebec, to match the population according to Canadian census data. This ensures that the sample is representative of the entire adult population in Canada. Any discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public Opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion publicly released polls with supporting detailed tables are found here: Maru Public Opinion Canada Polls. Corporate information can be accessed here: Maru Group. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

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2

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