

# TRAVEL



Category  
Quick Hits

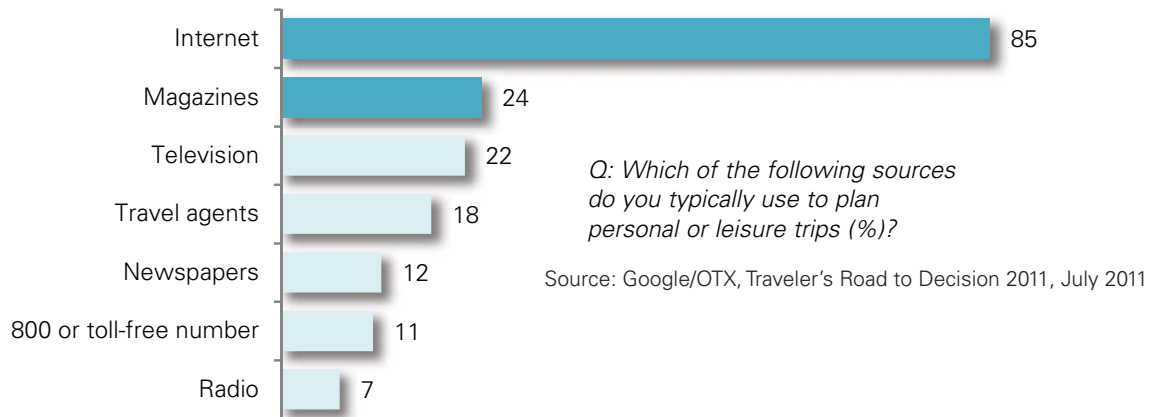
Magazines  
Canada

Magazine media users rely on magazines and the web for vacation ideas.

They take action after seeing a travel ad: They go to advertiser websites, conduct searches, recommended travel info to friends/family and most importantly, make bookings.

They even clip travel ads for future reference, take pictures of a QR code/snap tag with their cell phone and join the advertiser's social network.

### Vacation and leisure travelers use magazines and the web to plan trips



### Magazine and web readers are frequent and desirable travellers

| Personal Travel Behaviour (Index)        | Magazines | Television | Radio | Newspapers | Web |
|--|-----------|------------|-------|------------|-----|
| 7+ vacation trips in Canada past year    | 113       | 86         | 106   | 105        | 112 |
| 7+ trips outside Canada past year        | 114       | 95         | 107   | 111        | 104 |
| Last trip in Canada cost \$2,000+        | 117       | 90         | 103   | 105        | 110 |
| Last trip outside Canada cost \$2,000+   | 117       | 81         | 100   | 111        | 111 |
| 1+ vacation trips by air last year       | 117       | 82         | 101   | 108        | 113 |
| 1+ vacation trips by car past year       | 109       | 89         | 101   | 102        | 107 |
| 1+ vacation trips by train/bus past year | 123       | 95         | 104   | 107        | 134 |
| Hotel accommodation past year            | 114       | 83         | 101   | 108        | 116 |
| Bed & breakfast accommodation past year  | 112       | 71         | 97    | 111        | 119 |
| Resort/lodge accommodation past year     | 119       | 75         | 107   | 103        | 122 |
| Used a travel agent in past year         | 119       | 89         | 104   | 111        | 108 |

Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)

### Magazine readers are more likely to travel with kids

| Personal Travel        | Magazines | Television | Radio | Newspapers | Web |
|------------------------|-----------|------------|-------|------------|-----|
| Any children last trip | 118       | 72         | 99    | 92         | 112 |

Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)

Category Quick Hits

## 59% of Magazines readers take action after noting a travel ad

| Actions Taken* : Travel                           | (%)        |  |
|---|------------|--|
| Have a more favourable opinion about the brand    | 21%        | } <b>29%</b> net Impact Actions<br>(% positively impacted by the ad or recommended the product)      |
| Recommended the product/service                   | 13%        |  |
| Visited their website                             | 15%        | } <b>30%</b> net Reference Actions<br>(% actively seeking more info about the advertised product)    |
| Looked for more information about product/service | 18%        |  |
| Clipped/saved the ad                              | 7%         | } <b>19%</b> net Purchase Actions<br>(% purchased or considering purchase of the advertised product) |
| Consider purchasing the product/service           | 16%        |  |
| Purchased the product service                     | 5%         |  |
| <b>Took any action</b>                            | <b>59%</b> |  |

Source: StarchMetrix Canada – Travel Category, April 2014 to March 2016

\* Actions based on respondents who noted ads

## Magazines and the web perform throughout the traveler’s decision funnel

Q: Listed are some of the sources typically used to plan personal or leisure/business trips?  
Please indicate the statements which you feel apply to each source of information

| Travel Sources for Personal or Leisure/Business Trips | Internet | Magazines | Television | Newspapers | Radio |
|---|----------|-----------|------------|------------|-------|
| Helped me learn more                                  | 66%      | 17%       | 14%        | 9%         | 4%    |
| Provided info to help me decide                       | 61%      | 13%       | 11%        | 6%         | 3%    |
| Prompted me to book                                   | 37%      | 4%        | 4%         | 2%         | 1%    |

Source: Google/OTX, Traveler’s Road to Decision 2011, July 2011

## Magazine readers plan active holidays

| Personal Travel Activity (Index)                               | Magazines | Television | Radio | Newspapers | Web |
|--|-----------|------------|-------|------------|-----|
| Trip activities past year: visit theme park or zoo             | 123       | 83         | 98    | 101        | 117 |
| Trip activities past year: visit national or provincial park   | 116       | 79         | 99    | 105        | 118 |
| Trip activities past year: go to a beach                       | 119       | 83         | 106   | 108        | 109 |
| Trip activities past year: hiking/adventure tour               | 110       | 66         | 108   | 103        | 116 |
| Trip activities past year: skiing/snowboarding                 | 134       | 66         | 106   | 105        | 126 |
| Very interested in unfamiliar destinations for vacation travel | 112       | 84         | 100   | 100        | 120 |

Source: PMB, Fall 2013: A18+, Heaviest quintiles (1 & 2)