

NEWSPAPERS WORK FOR TRAVEL

TRAVEL IN CANADA 2017



Travel to and within Canada for 2017 is **predicted to grow**, according to the Conference Board of Canada.



Reasons include growing consumer confidence, disposable income increases, and major events for Canada's 150th birthday celebrations.



Most Canadian cities expecting tourism growth.



Domestic pleasure travel **increase estimated at 3.2%** in 2017.



DOMESTIC VACATION TRAVELLERS*



52%
FEMALE

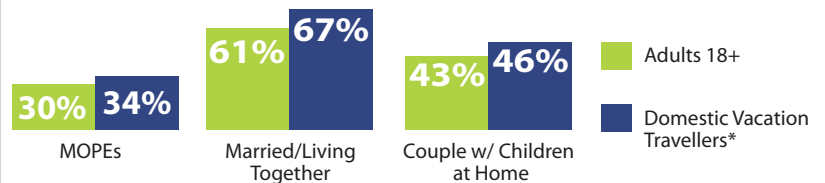
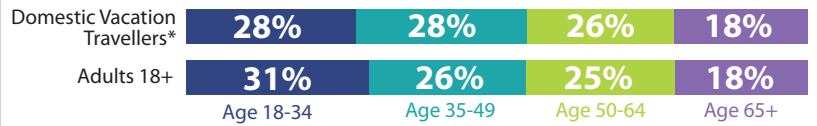


48%
MALE

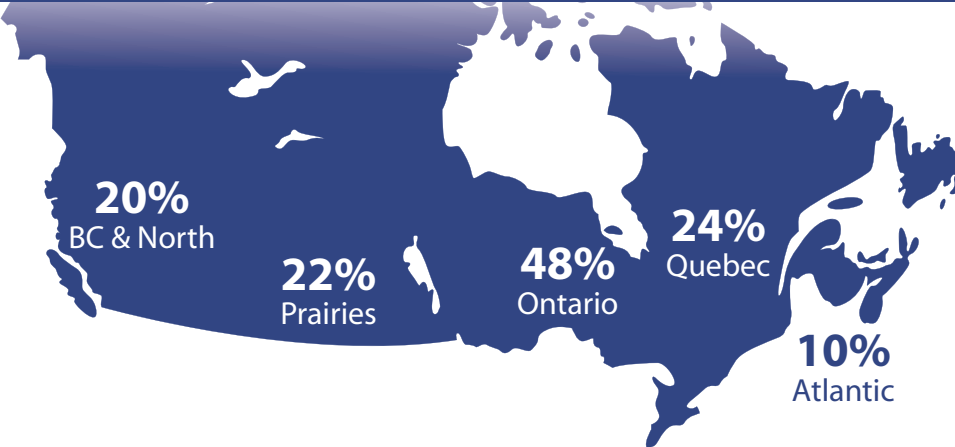


\$82,675
HHI Adults 18+

\$90,199
HHI Vacation Travellers



VACATION TRAVEL DESTINATIONS



53% of adults travelled for vacation within Canada in the past 12 months

42% of vacation travel destinations are in Western Canada.

For more information, go to www.newspaperscanada.ca

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DOMESTIC VACATION TRAVELLERS* ARE STRONG NEWSPAPER READERS.



More than half (56%) of Domestic Vacation Travellers* read yesterday's newspaper.



Almost eight out of ten (79%) can be reached with newspapers over the course of a week.

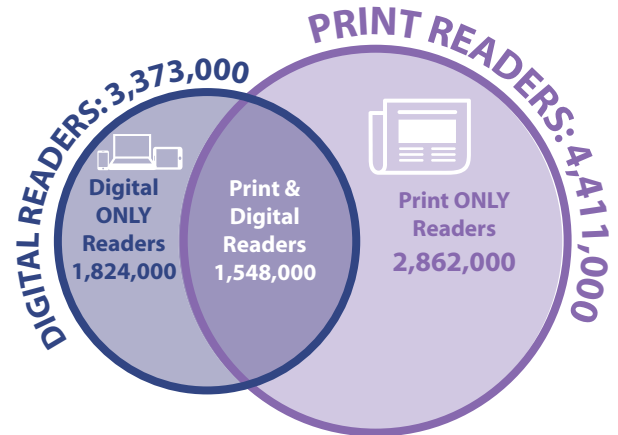


DOMESTIC VACATION TRAVELLERS* READ NEWSPAPERS IN PRINT & DIGITAL

Total Newspaper Readers = **6,235,000**

These readers enjoy newspapers in both print and digital format, with considerable overlap between the two.

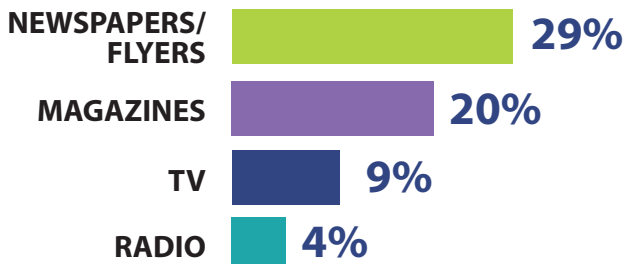
Digital readership is strong but the majority of digital readers still enjoy their printed newspaper habit.



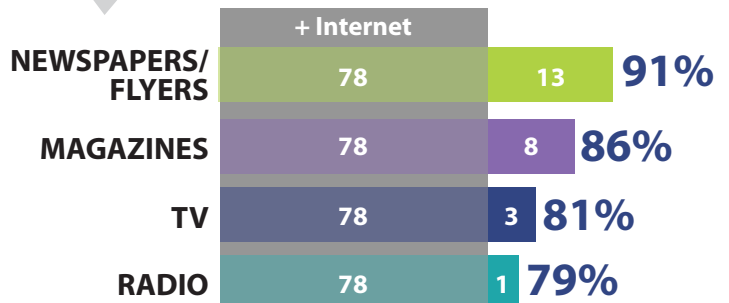
MEDIA SOURCES FOR VACATION TRAVEL SERVICES

Newspapers and Flyers are the strongest traditional media source for vacation travel services

29% of Travellers* rely on Newspapers/Flyers for vacation travel services.



Newspapers/Flyers add 13% reach to Travellers reliance on the internet for vacation travel services.**



For more information, go to www.newspaperscanada.ca

Source: Vividata 2016 Q2 Readership and Product Database
 Base: Adults 18+ in 49 Canadian markets; travellers who answered Media Sources question (excludes Not Stated).
 *adults that travelled for vacation within Canada in the past 12 months.



NEWSPAPERS CANADA
 TRUSTED | CONNECTED | TARGETED