

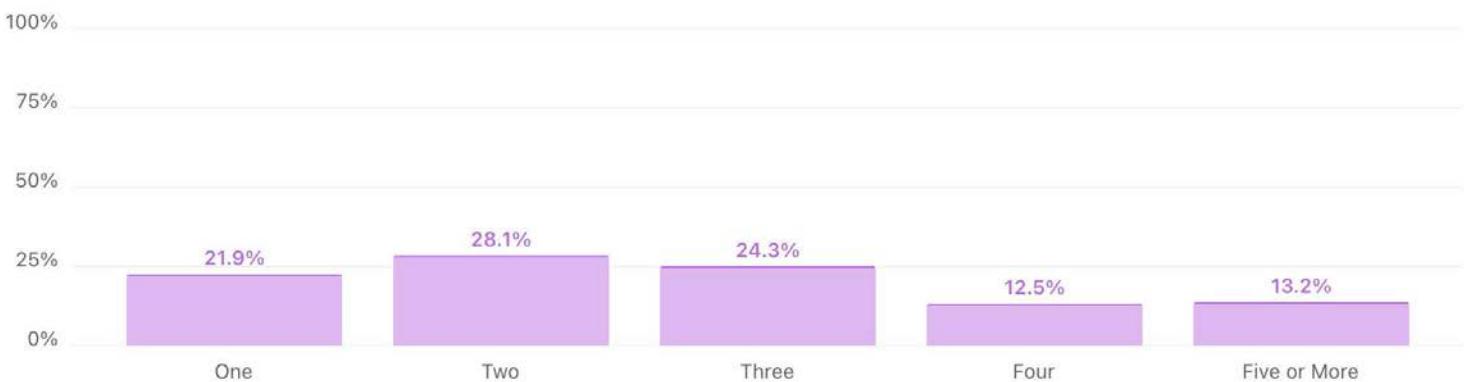


Northern Ontario High Value Customers Survey

December 1, 2025

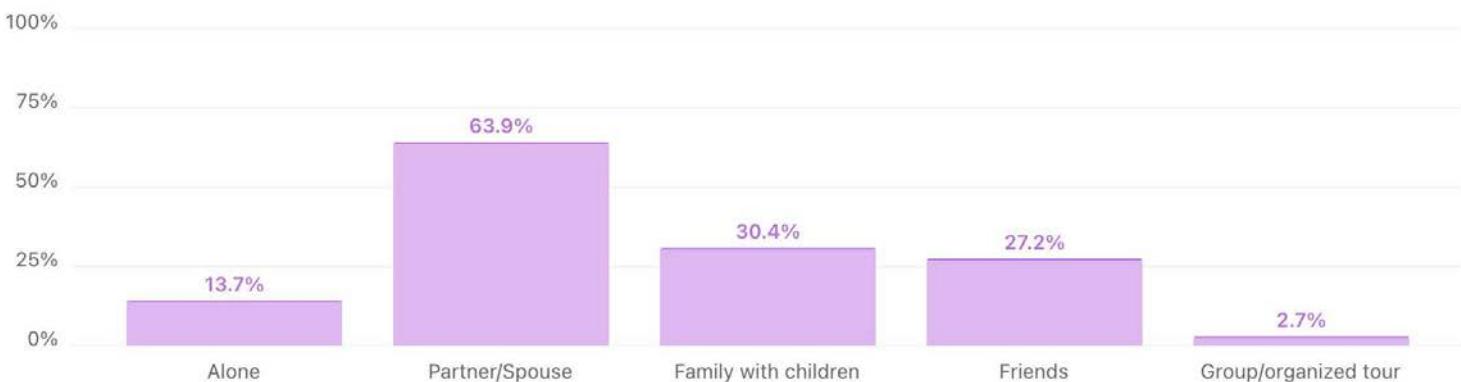
1 In a typical year, how many vacations (3+ nights) do you take?

942 out of 942 people answered this question.



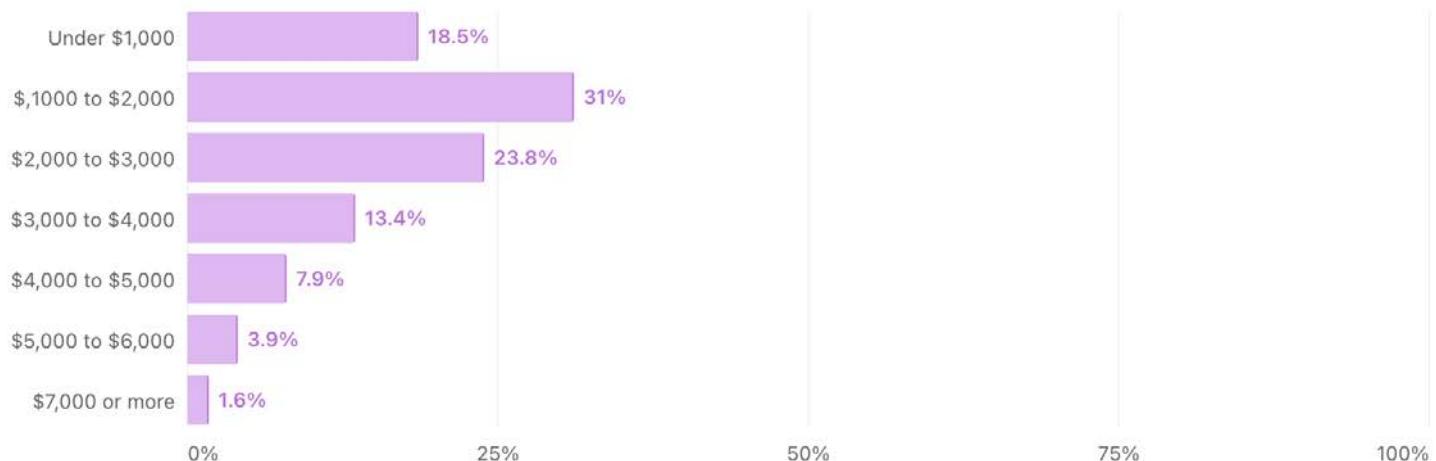
Q2 Who do you usually travel with?

942 out of 942 people answered this question.



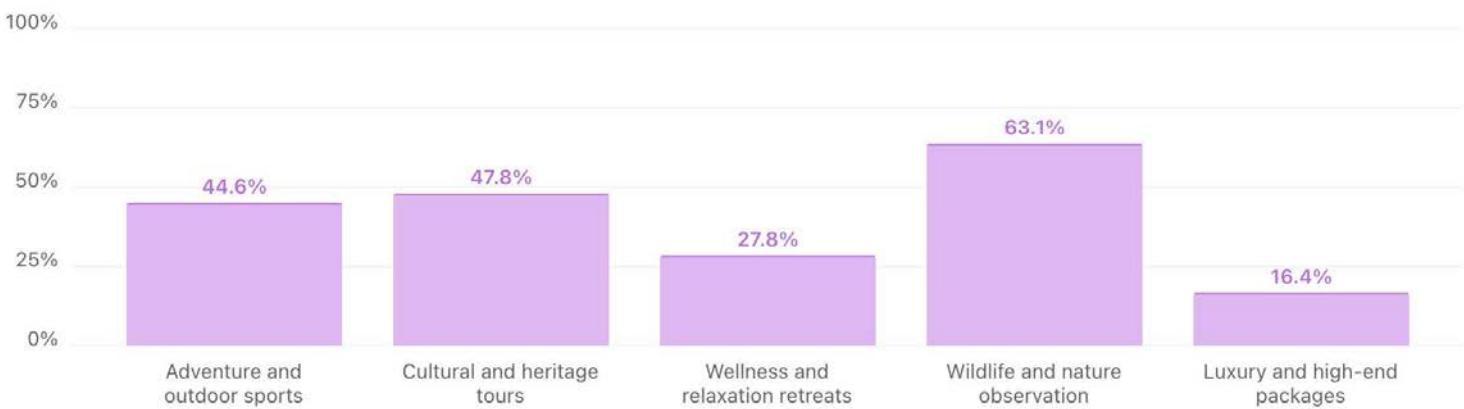
Q3 What is your typical travel budget per person for a 7–10 day vacation?

942 out of 942 people answered this question.



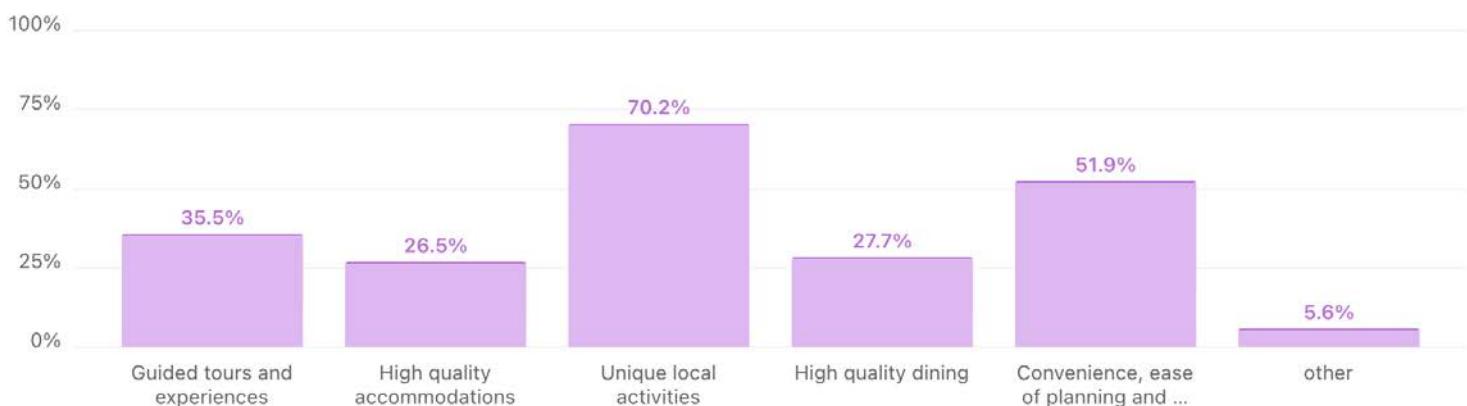
4 What type of vacation most interests you?

940 out of 942 people answered this question.



5 What aspects of a vacation do you find most valuable?

942 out of 942 people answered this question.



Responses for "Other"

Search "Other" responses

Fun and unique stores, local arts

6 days ago

Family and friends

11 days ago

Value

19 days ago

Outdoor hiking/camping adventures

7 days ago

Adventure in nature

12 days ago

disabilities friendly

20 days ago

Friendly and accessible to queer and trans and disabled people

11 days ago

Outdoors

16 days ago

Hot springs

21 days ago

1- 6 When choosing a vacation destination, how important are each of these to you?

942 out of 942 people answered this question.

Ranked from highest to lowest

1 Natural scenery	3.39 Mean ⓘ
2 Accommodation quality	3.75 Mean ⓘ
3 Outdoor activities	3.94 Mean ⓘ
4 Cultural experiences	4.04 Mean ⓘ
5 Local cuisine	4.13 Mean ⓘ
6 Accessibility and transportation	4.35 Mean ⓘ

12 8 What is your typical sequence when planning a big vacation?

942 out of 942 people answered this question.

Ranked from highest to lowest

1 Research destinations	1.97 Mean ⓘ
2 Set budget	2.81 Mean ⓘ
3 Book accommodations	3.63 Mean ⓘ
4 Plan activities	3.75 Mean ⓘ
5 Book flights	3.91 Mean ⓘ
6 Pack and prepare	4.94 Mean ⓘ

12 9 Rank the information sources you most trust and use when planning a trip.

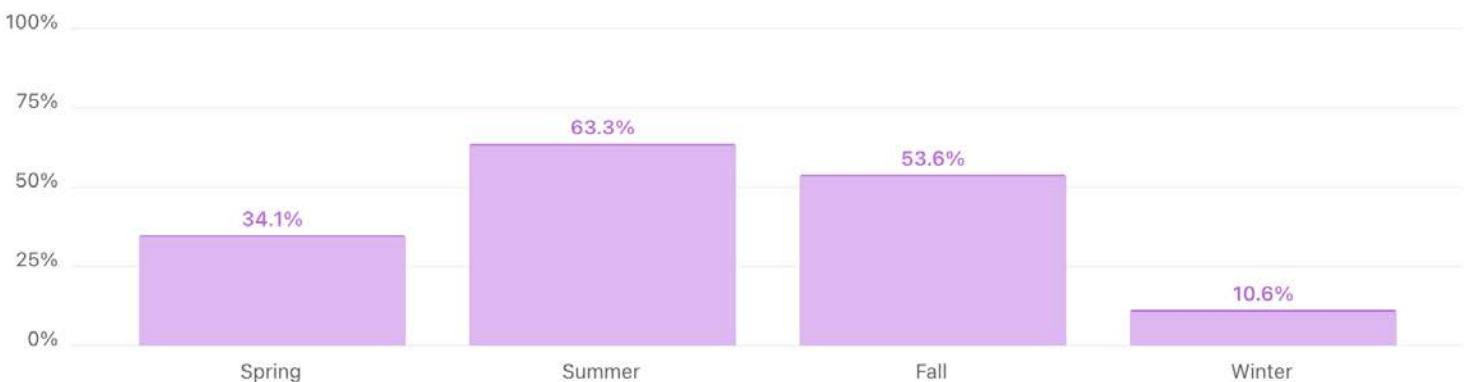
942 out of 942 people answered this question.

Ranked from highest to lowest

1 Friends and family recommendations	2.55 Mean ⓘ
2 Travel websites and blogs	3.07 Mean ⓘ
3 Online reviews	3.29 Mean ⓘ
4 Official tourism boards	3.51 Mean ⓘ
5 Social media	4 Mean ⓘ
6 Travel agents	4.58 Mean ⓘ

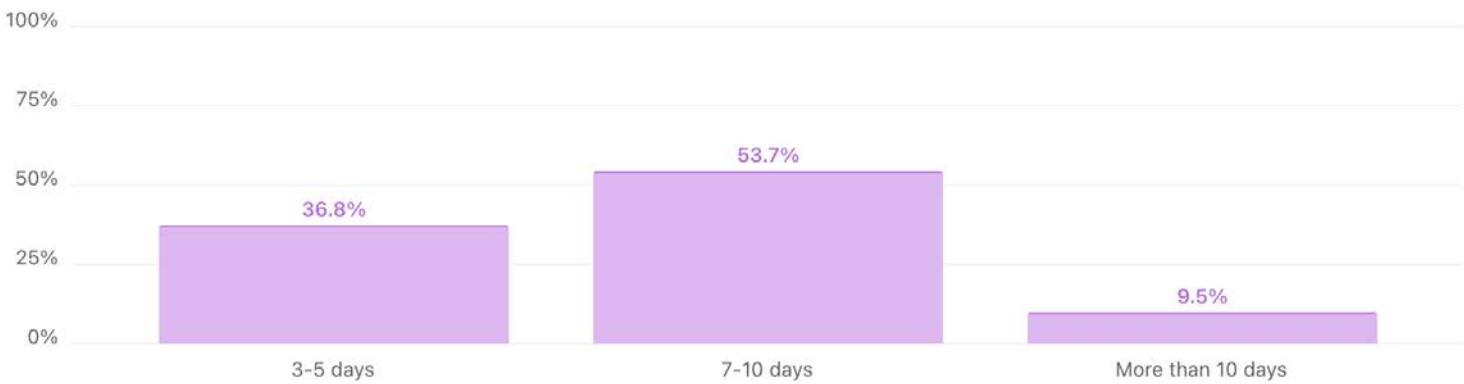
10 Which season(s) would you most likely travel to Northern Ontario?

942 out of 942 people answered this question.



11 What is your ideal trip length for a Northern Ontario vacation?

942 out of 942 people answered this question.



Q 13 Have you traveled to Northern Ontario in the past 10 years?

942 out of 942 people answered this question.

