



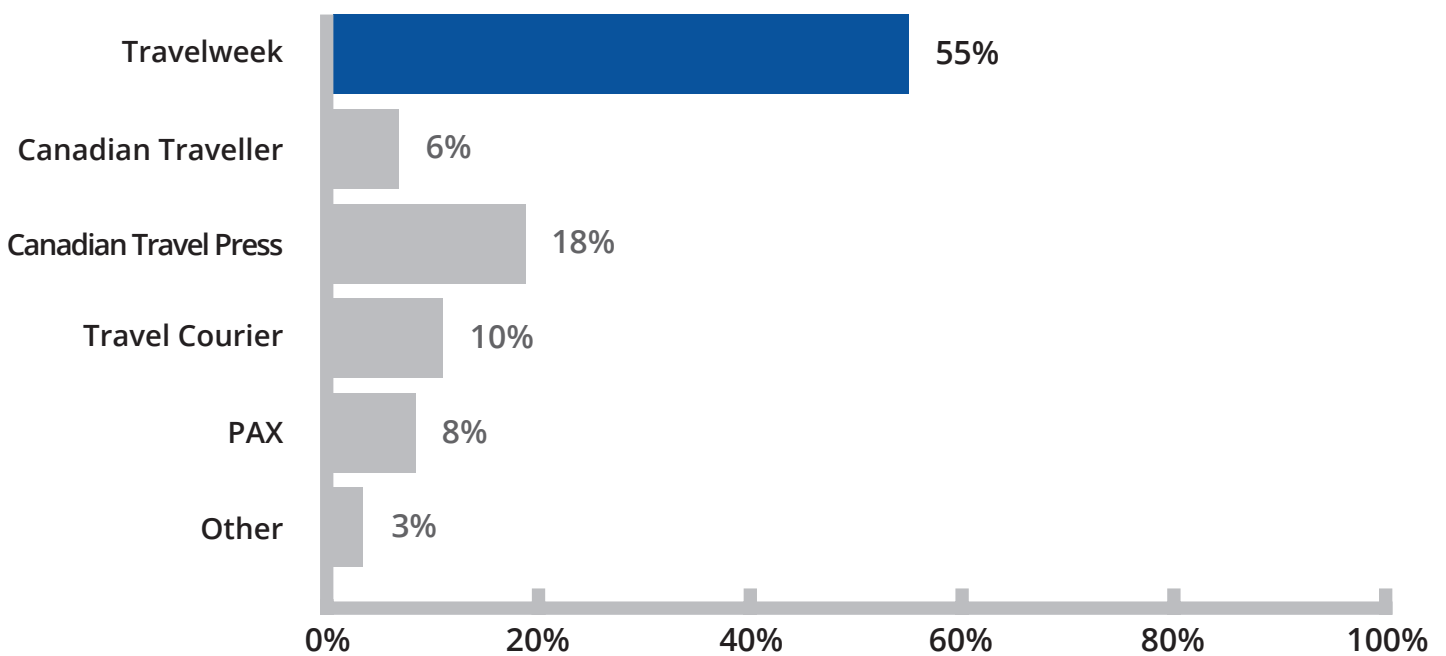
SURVEY OF CANADIAN TRAVEL AGENTS

FINAL REPORT | FEBRUARY 2018

The results are based on responses from an ACTA database survey, which did not include any Travelweek branding, based on survey questions created by CPHS and National Opinion Polls.

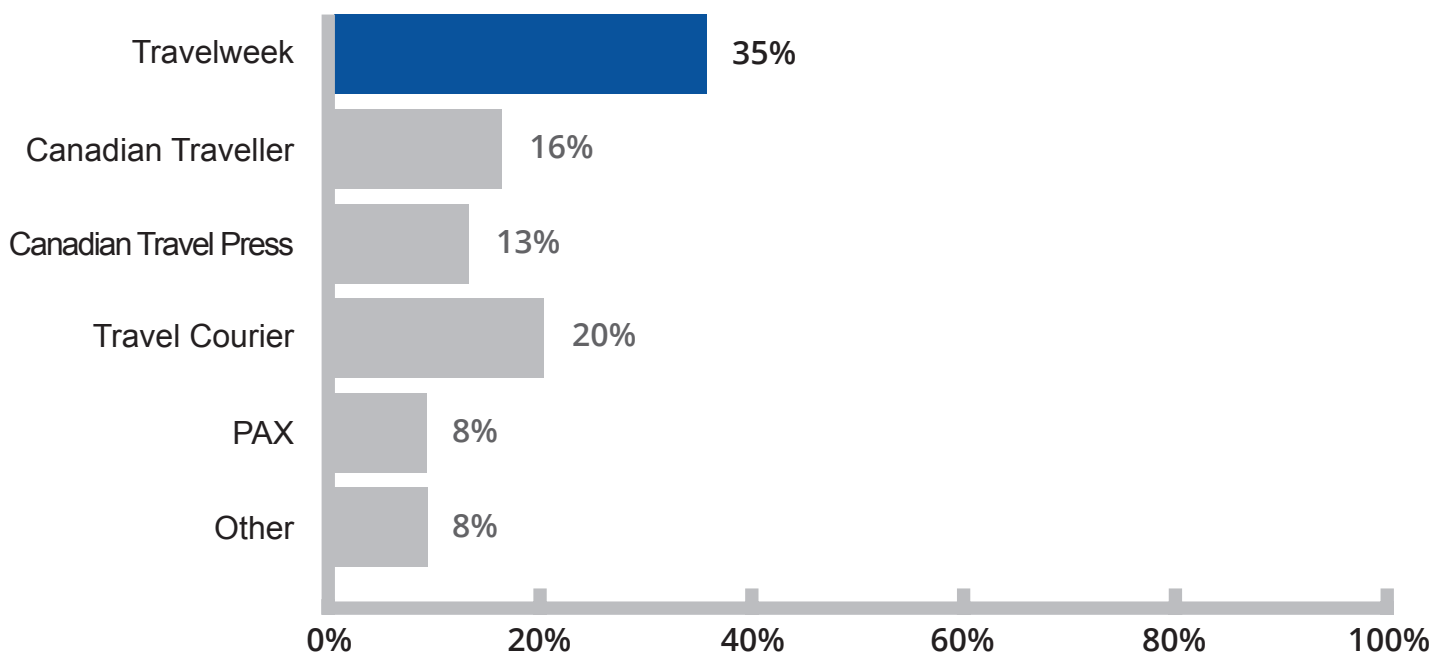
The research methodology is in accordance with the Humber College Ethics committee.

If you could receive only one of the following print publications for your travel-related information, which would you choose?



When asked to choose from a list of publications which one they would prefer for all travel-related news, a resounding 55% of respondents chose Travelweek, with the next closest competitor trailing behind at 18%.

Can you name any weekly print publications that provide news and information to travel agents in Canada?

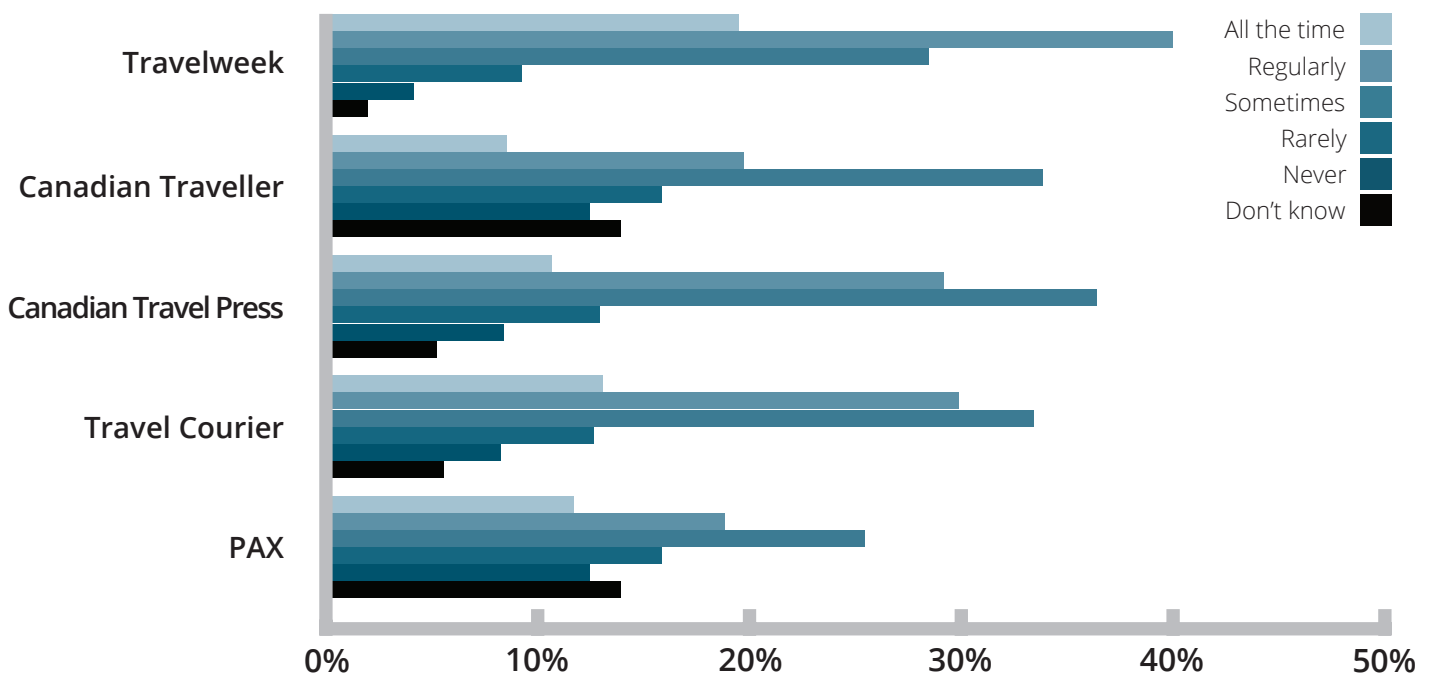


Travelweek has the highest unprompted awareness among travel agents, with 35% of respondents naming Travelweek over all other competing publications. In comparison, the next leading publication, Travel Courier, garnered 20% of responses.

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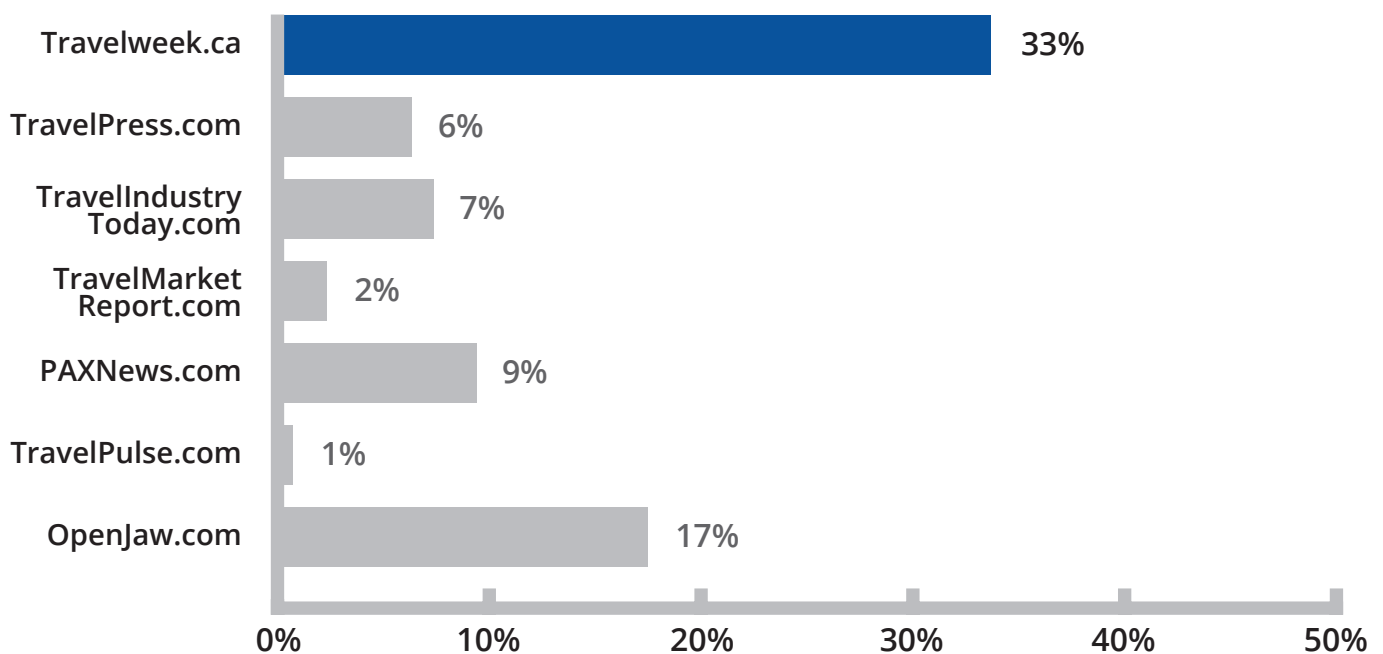
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When you read the following publications either online or in print, how often do you read most or all of the publication?



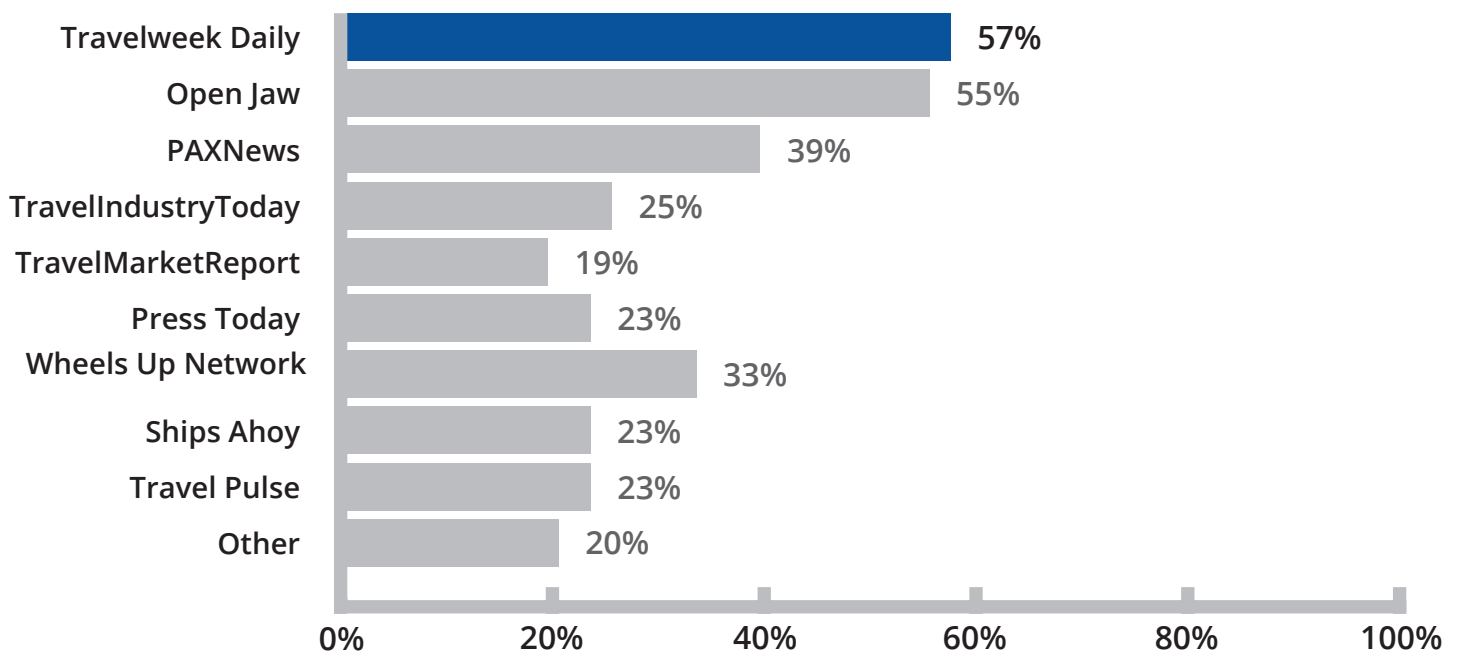
When it comes to readership of either digital or print editions, Travelweek is the industry leader, with the highest percentage of respondents saying they regularly read most or all of the publication. Canadian Travel Press, Travel Courier and Canadian Traveller fall just behind.

If you could only use one of the following websites for your travel-related news and information, which one would you choose?



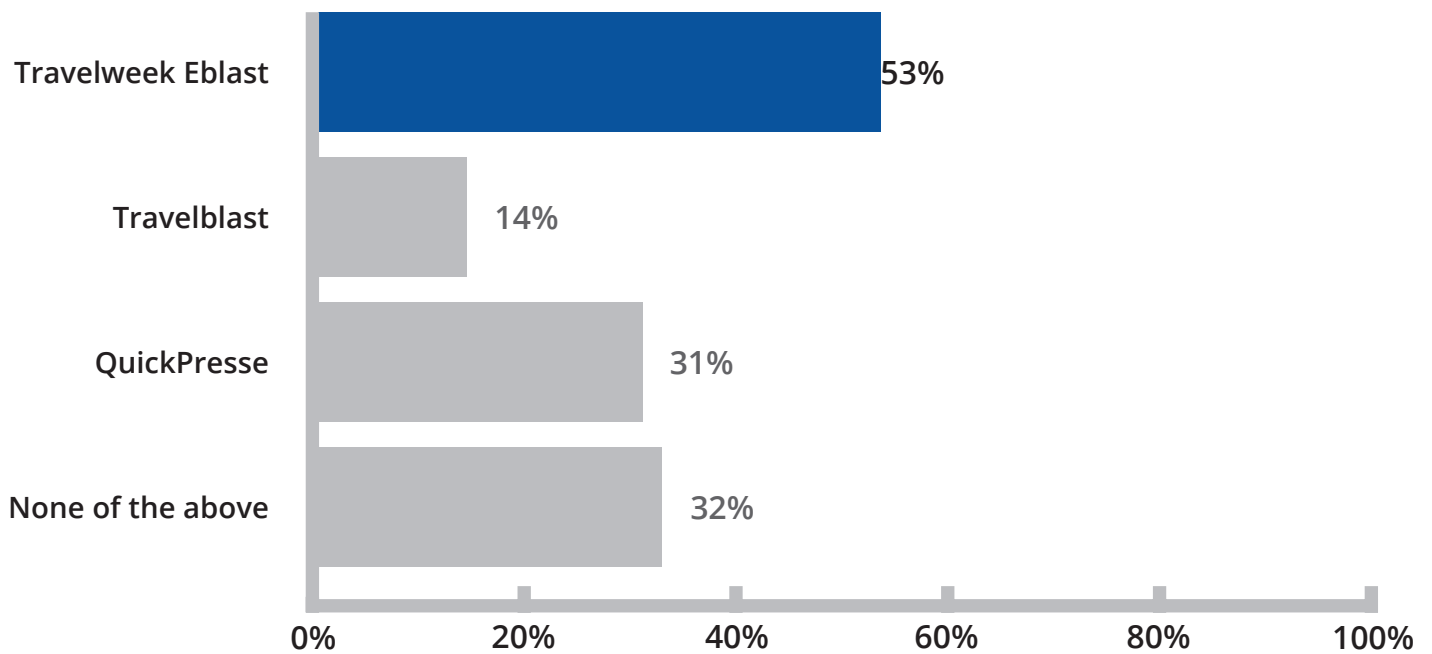
Despite a highly competitive market and the proliferation of travel trade websites, Travelweek.ca continues to be the clear favourite among travel agents. A total of 33% of respondents chose Travelweek.ca over its nearest competitor, which took 17% of market share.

Which of the following e-newsletters do you receive on a regular basis?



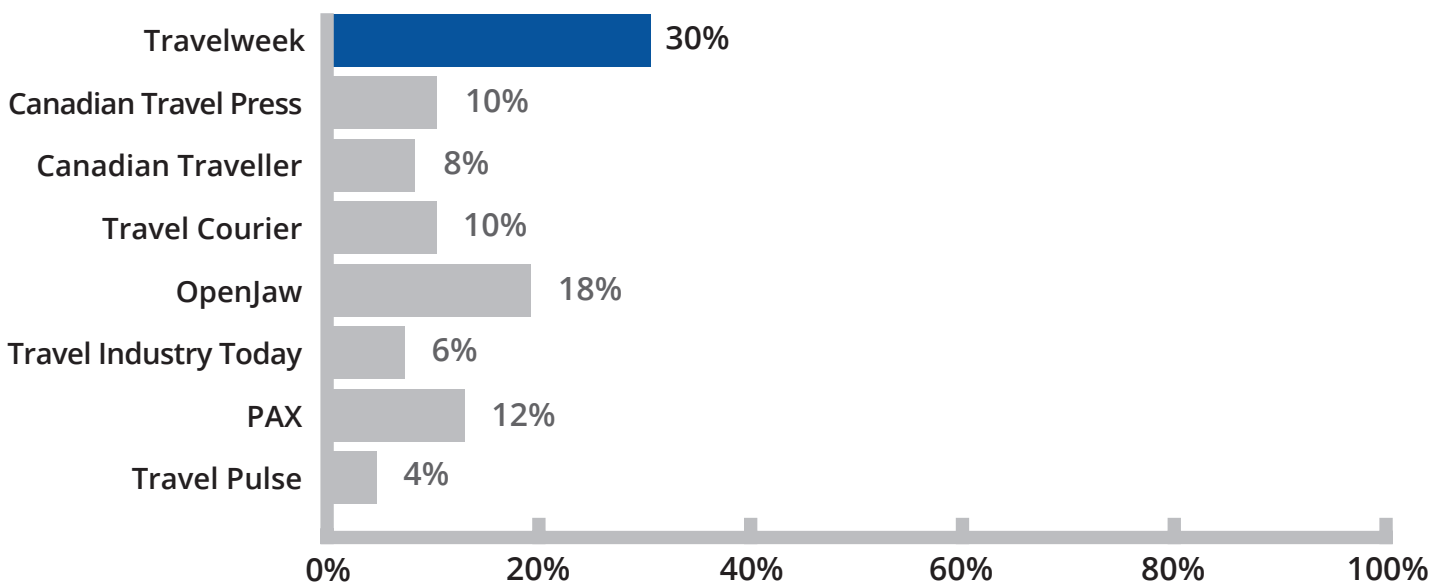
Travelweek Daily e-newsletter has edged out all other competitors as the most regularly read e-newsletter in the industry. Travelweek Daily comes out as #1 with 57% of responses, compared to 55% for its closest competitor.

Which of the following Eblasts do you receive on a regular basis?



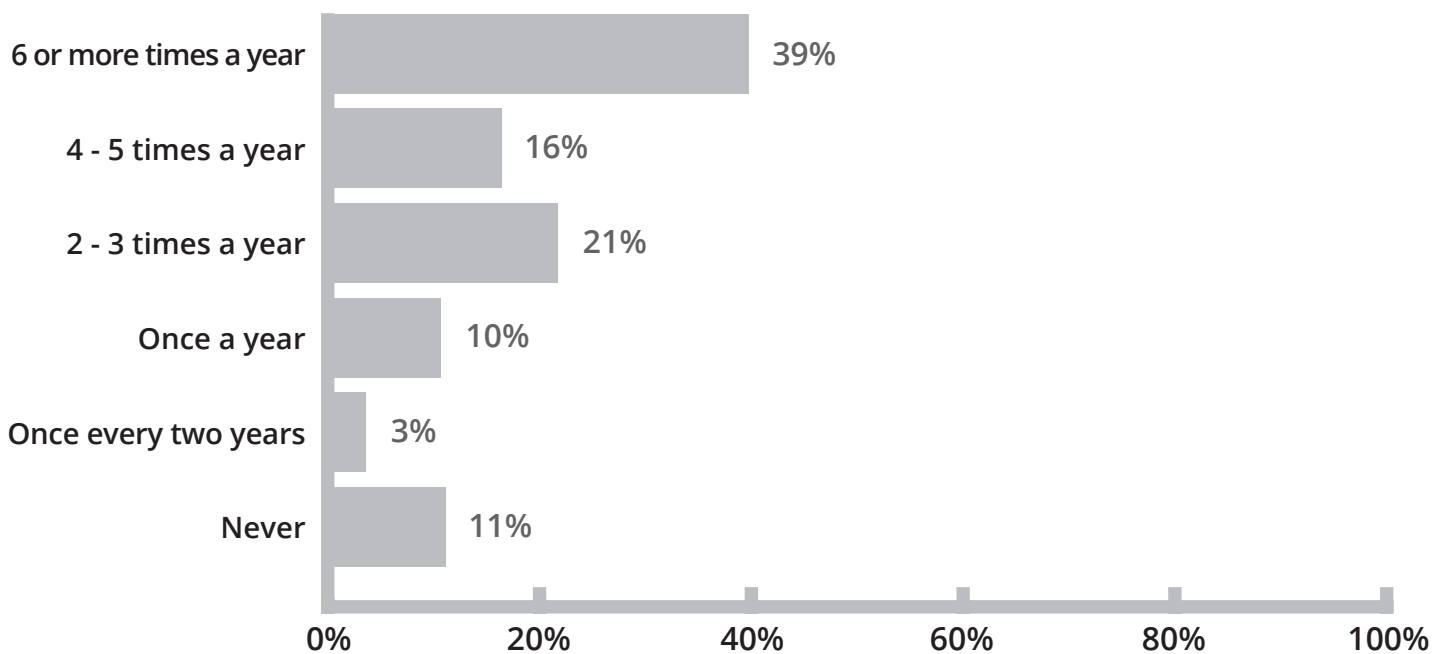
In terms of eblasts, Travelweek is by far the most received by agents, at 53%. Travelweek is the only news provider that limits the amount of email blasts daily to a low number of 5 per day, in an ongoing effort to not oversaturate the market with email marketing. These efforts are proving to be working, with our closest competitor trailing far behind at 31%.

Which media outlets do you follow on social media?



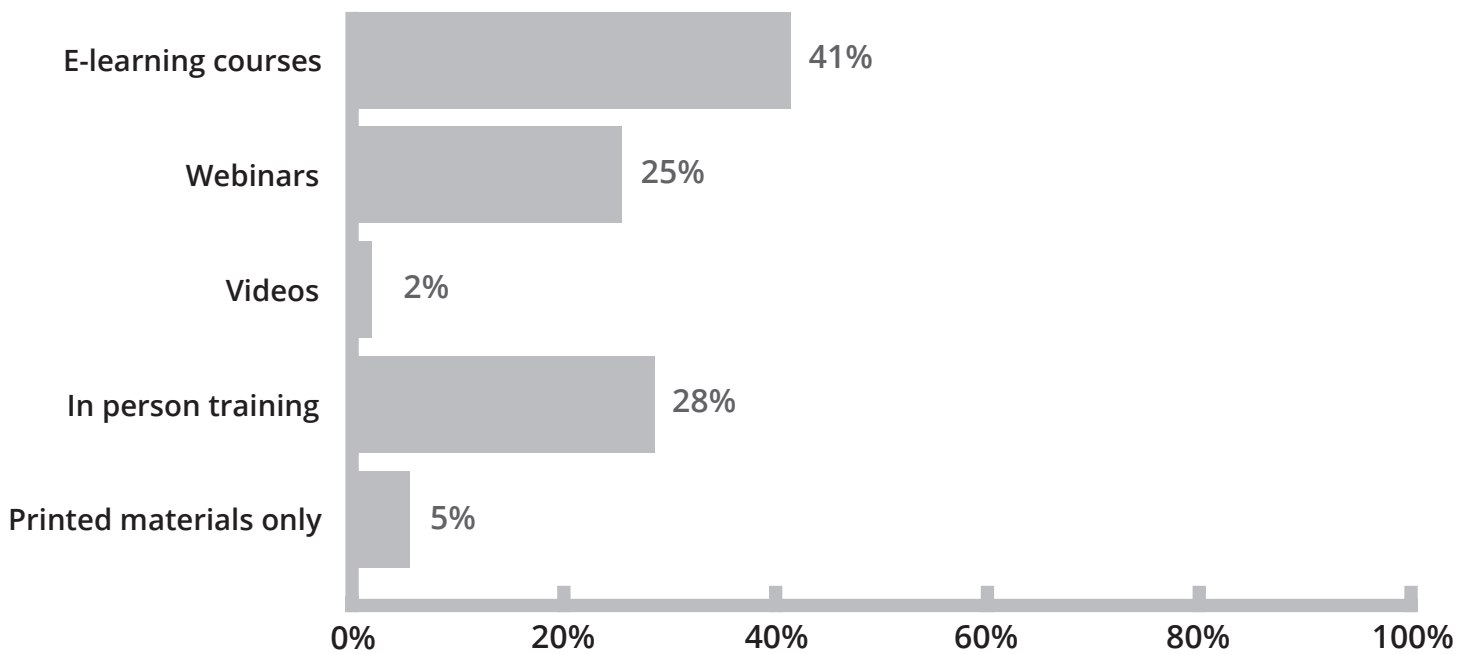
Travelweek is dominating the social media space, with 30% of agents following our varied platforms, compared to 18% for the closest competitor. With a presence on Facebook, Instagram, Twitter, LinkedIn and YouTube, Travelweek maintains its position as having the strongest social media following in the travel industry.

How frequently do you participate in online courses for travel professionals?



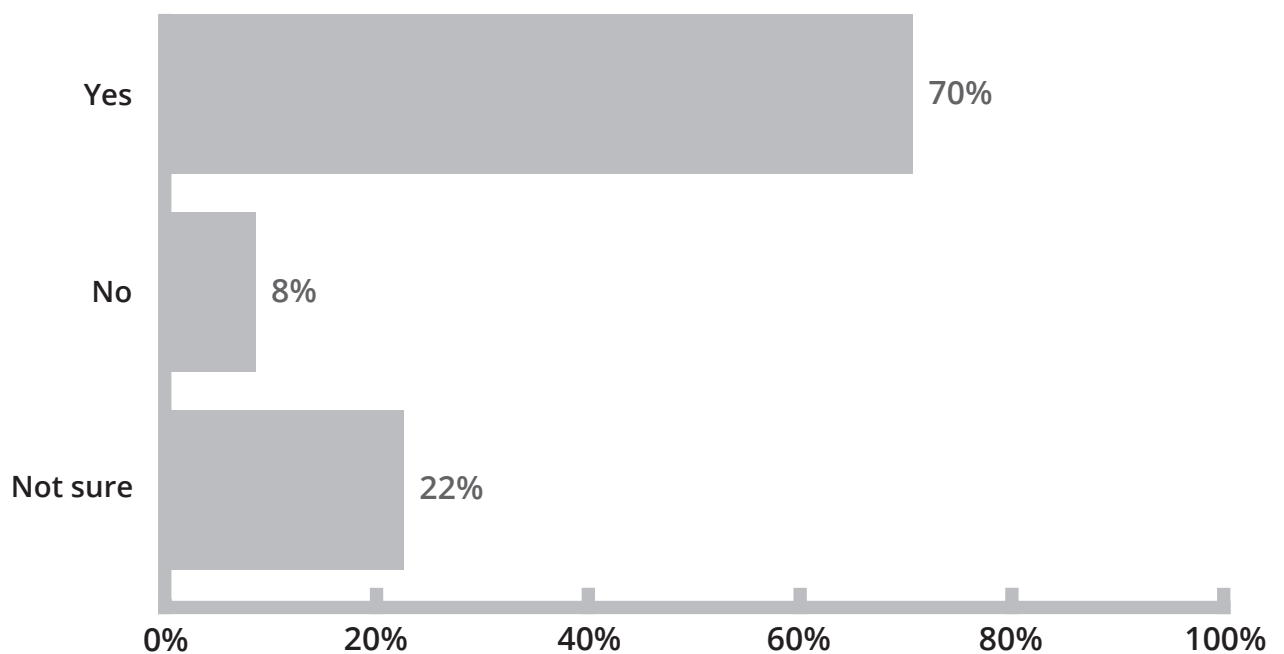
E-Learning & Online courses are still being utilized by agents, with close to 40% participating in at least 6 or more courses per year.

Which learning method would you prefer as your 1st choice?



E-learning still comes out as #1 among all other methods of learning, with 41% of the votes. However, with 25% of responses, the popularity of webinars is growing at a rapid pace.

Do you think virtual reality technology is potentially a good selling tool for travel agents?



Travelweek is the only trade publication using virtual reality technology. Overwhelmingly, 70% travel agents agree that VR has potential as an effective selling tool.