

## **Aeroplan Trend Report:** Almost Three Quarters of Canadians Plan to Take a Road Trip in the Next 12 Months



### *Aeroplan Survey Reveals Canadians are Taking Mini Breaks to Make the Most of Vacation Time*

With spring finally here and the Victoria Day long weekend ahead, many Canadians are thinking about their next family vacation. With the colder weather behind us, Canadians are looking to stay closer to home and take shorter, more frequent “mini breaks” with their friends and family - this, according to a new survey conducted by Aeroplan.

The survey reveals that the road trip or “mini break” may be making a comeback with almost three quarters (71%) of Canadians citing that they have taken a road trip in the past 12 months for leisure, and another three quarters (73%) of respondents planning one in the next 12 months.

“We know Canadians love to travel, but with only one in three Canadians using their full vacation time each year, it’s clear it can be a challenge to get away for extended periods of time,” says Elizabeth Quinton, Managing Director CRM, Optimization and Targeted Marketing, Air Canada.

“Road trips are a great way to see the country, reconnect with family and friends, and make memories without having to travel huge distances or for long durations. Instead of taking one or two long vacations, a mini break allows you to get away and refresh more often.”

## New Travel Booking Tool

To help Canadians facilitate a seamless road trip experience, Aeroplan has a booking tool that allows members to plan and book their hotel and car rental together, all in one easy-to-use online platform.

"Through our booking tool, members have the flexibility to book using either cash or miles and have access to increased hotel and car inventory worldwide. And, with the added-bonus of earning Aeroplan Miles on all cash bookings of hotels and cars, there's no excuse not to hit the road!" says Quinton.



## Canadians Love to Explore

While on the road, Canadians and Aeroplan members alike select exploring small towns as their favourite pastime (56%), followed by visiting new cities (53%) and touring historic landmarks and museums (51%). The majority of respondents have travelled with a spouse/partner (79%), followed by close friends (45%). One fifth (20%) prefer to travel alone, but if they could choose a celebrity companion, their top pick would be Shania Twain followed closely by Ryan Gosling.



## Planning Makes Perfect

A little planning and preparation can make all the difference between a successful or stressful journey. The survey reveals that only 12% of Canadians like to "wing it" on a road trip with as many as 38% preferring to schedule plans, including destinations and accommodations, in advance.

While hotels are the most popular type of accommodation (75%), Canadian road trippers often knock on the doors of family and friends (41%) or look toward motels (35%) and rental homes/apartments (34%) for a place to lay their head.

### ***Insider Tip:***

"To keep travel stress at a minimum on the road, plan as many of the big items as you can in advance, such as accommodations and car rentals. Especially during busy seasons, these can book up quickly. With the major items pre-booked, you can enjoy the journey and discover the rest as you go." - Tamara Elliot, Travel Expert & Globe Guide Author.



## Renting A Vehicle Can Make Good Cents

According to the survey, more than half (60%) of respondents have rented a car for past road trips instead of using their own vehicle. For Aeroplan members, renting a car also means an opportunity to earn more miles.

### ***Insider Tip:***

“Renting a car for the road trip can be a great option. It not only provides the opportunity to try out a new car model but helps you avoid the additional mileage on your own vehicle. If you’re renting a car for a road trip, consider one with enough space for all passengers to travel comfortably, and enough room for luggage, gear and the inevitable purchases that will be made on the trip.”

**For more information on Aeroplan’s booking tool, visit [aeroplan.com/booktravel](https://aeroplan.com/booktravel).**

