

REPORT



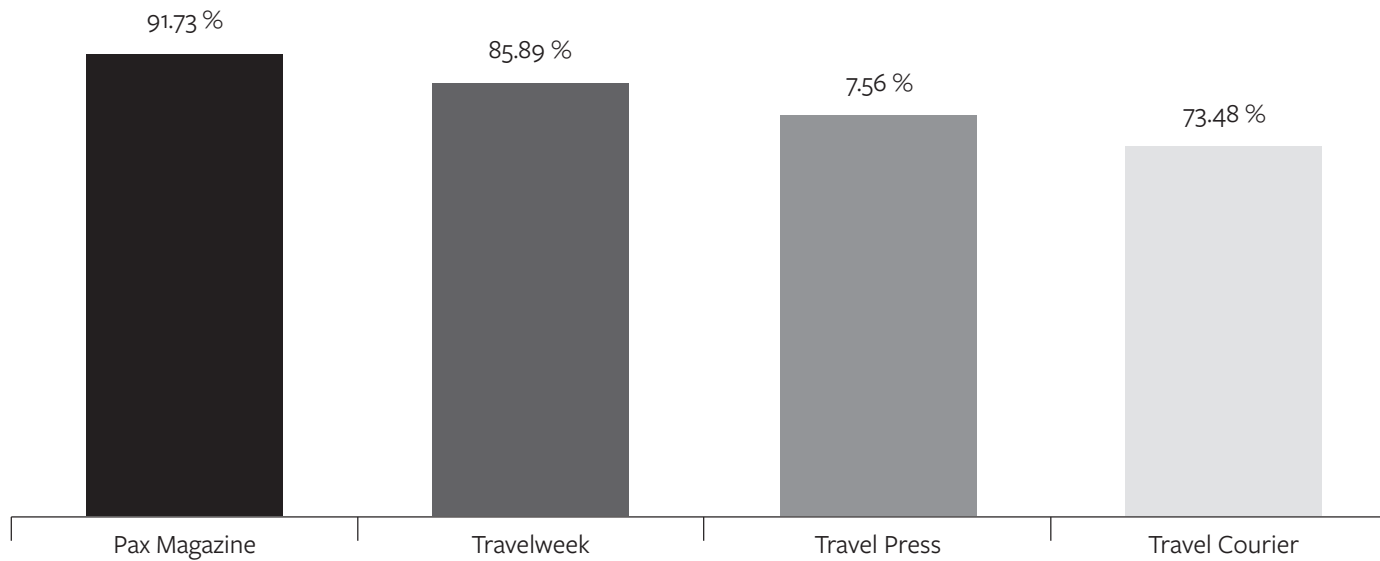
# Canadian travel trade readership survey 2020



Canadian travel trade readership  
**survey**  
2020

## Part 1: Print magazine reading habits in Canada's travel trade industry

9 in 10 respondents (91.73%) indicated that of all the print travel trade publications in the market, they are mostly aware of **Pax magazine**.



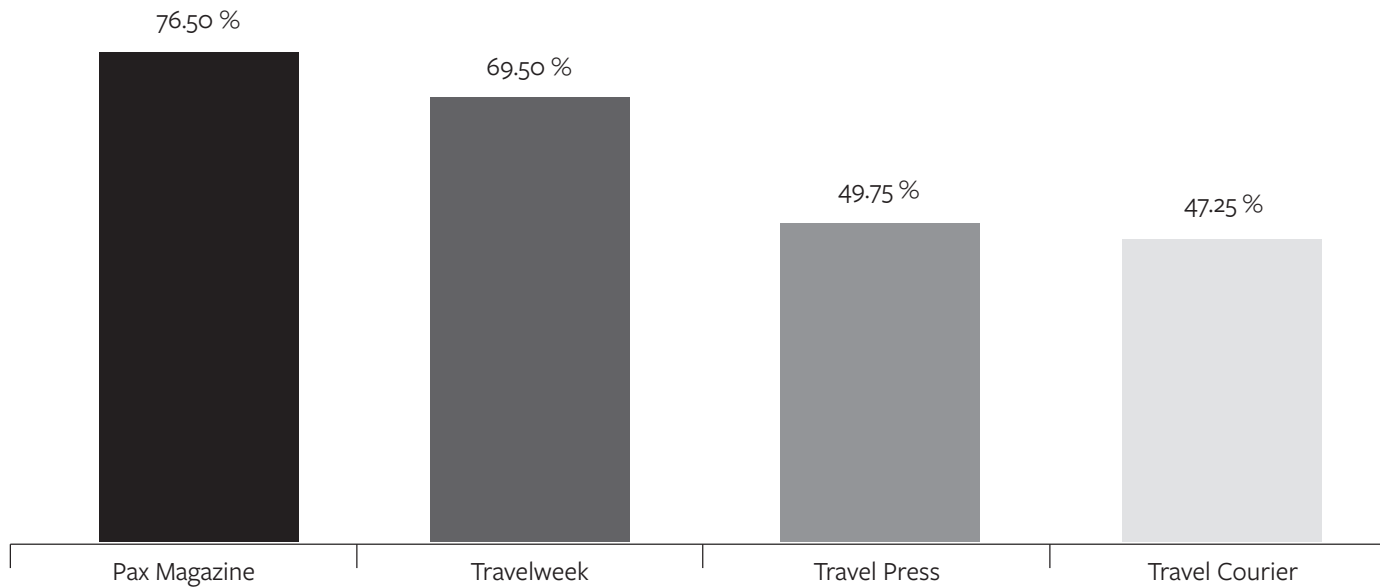
Question : Which of the following print travel trade publications are you aware of?

Number of respondents : 411

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## Part 1: Print magazine reading habits in Canada's travel trade industry

A large majority (76.5%) of respondents indicated they are more likely to read **Pax magazine** over the other travel trade print publications.



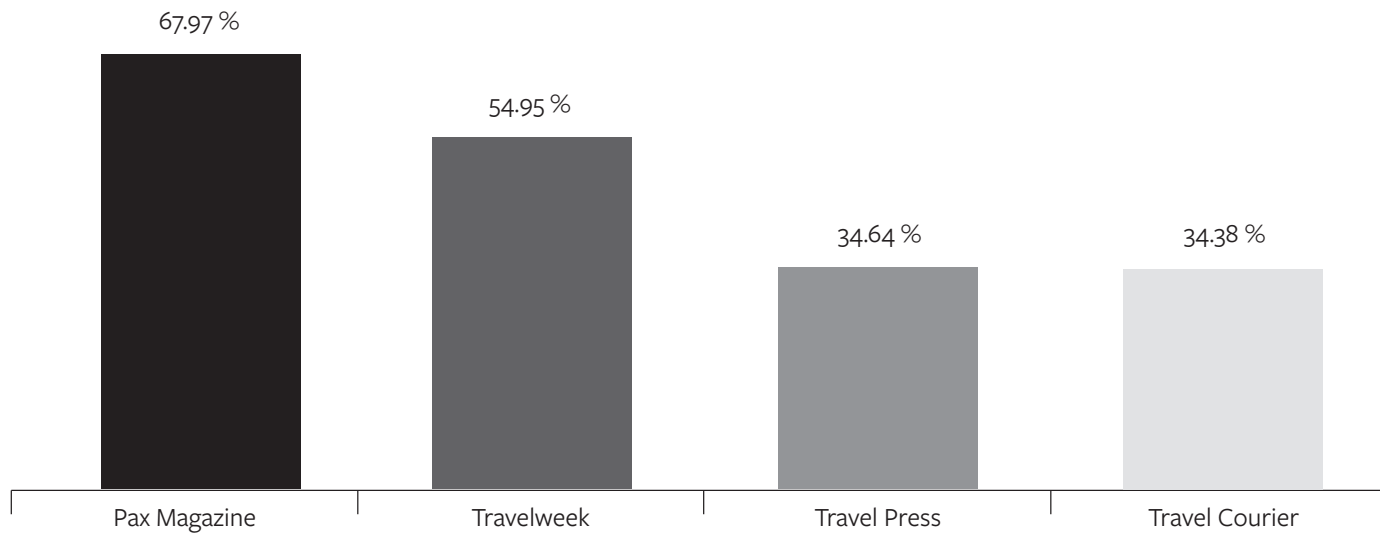
Question : Which of the following print travel trade publications are you more likely to read?

Number of respondents : 400

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## Part 1: Print magazine reading habits in Canada's travel trade industry

Over two-thirds of respondents (67.97%) indicated that they prefer **Pax magazine** over the other travel trade print publications.



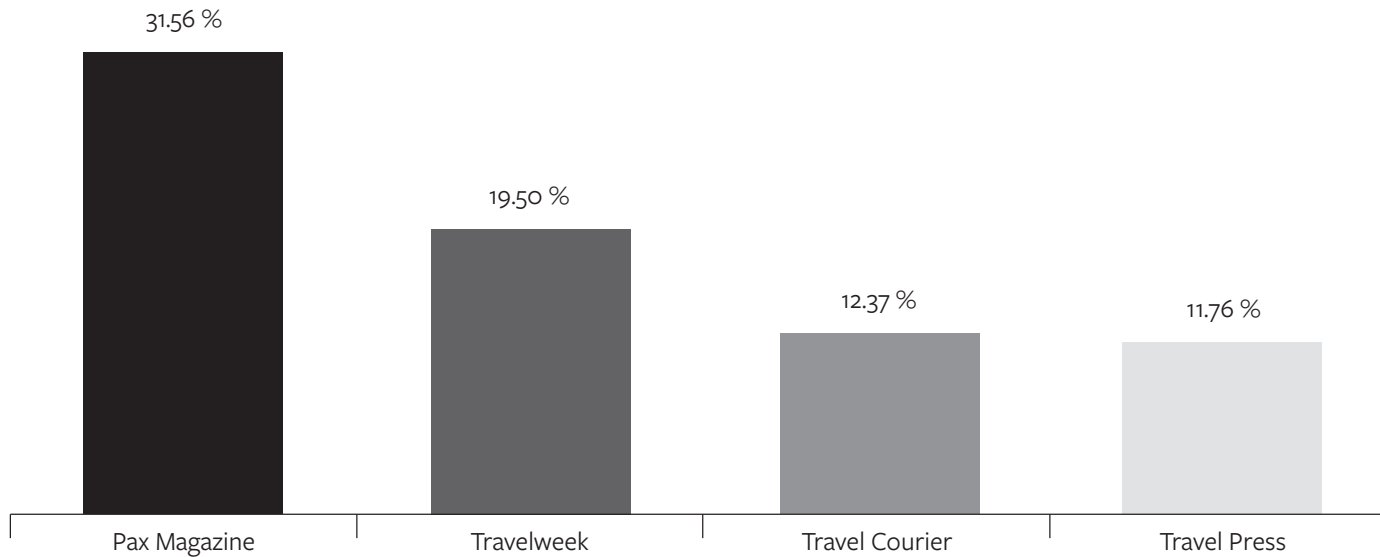
Question : Which of the following print publications do you prefer?

Number of respondents : 384

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## Part 1: Print magazine reading habits in Canada's travel trade industry

***Pax magazine** received the highest rating for overall look and design by nearly one-third (31.56%) of respondents.*



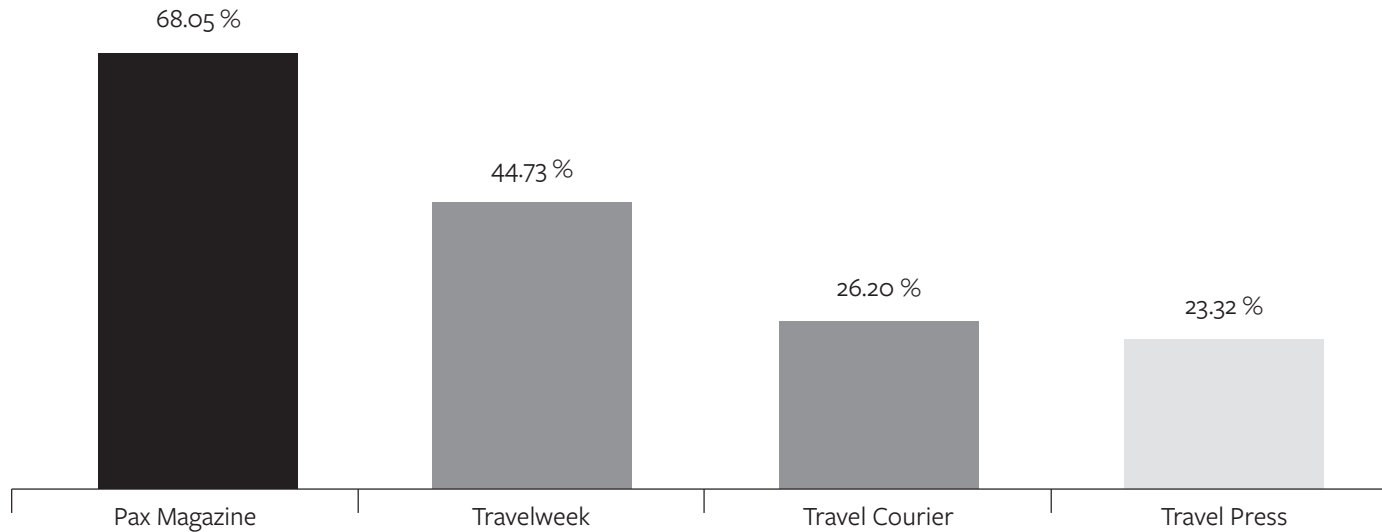
Question : *How would you rate the overall look for each of the following print publications?*

Number of respondents : 355

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## Part 1: Print magazine reading habits in Canada's travel trade industry

The large majority of respondents (68.05%) indicated they are most likely to keep **Pax magazine** over the other print travel trade publications.

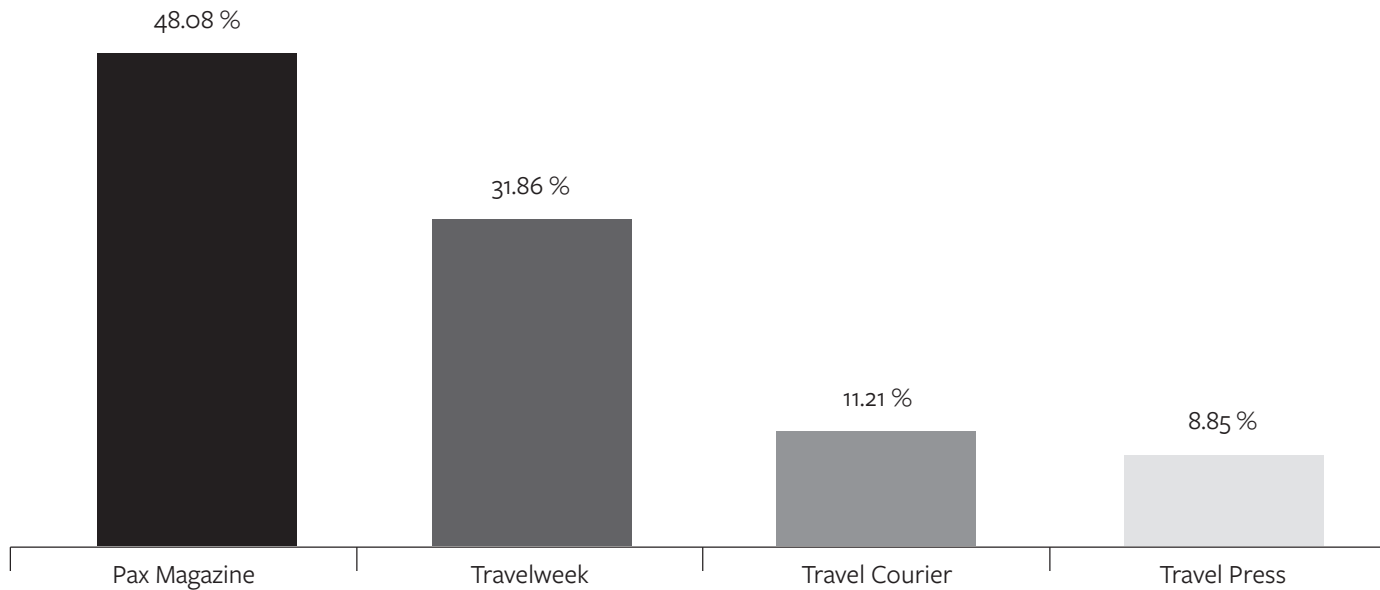


Question : Which of the following print publications are you most likely to keep?  
Number of respondents : 313

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## Part 1: Print magazine reading habits in Canada's travel trade industry

Nearly half of respondents (48.08%) indicated **Pax magazine** as their preferred choice if given the opportunity to receive only one travel trade publication.



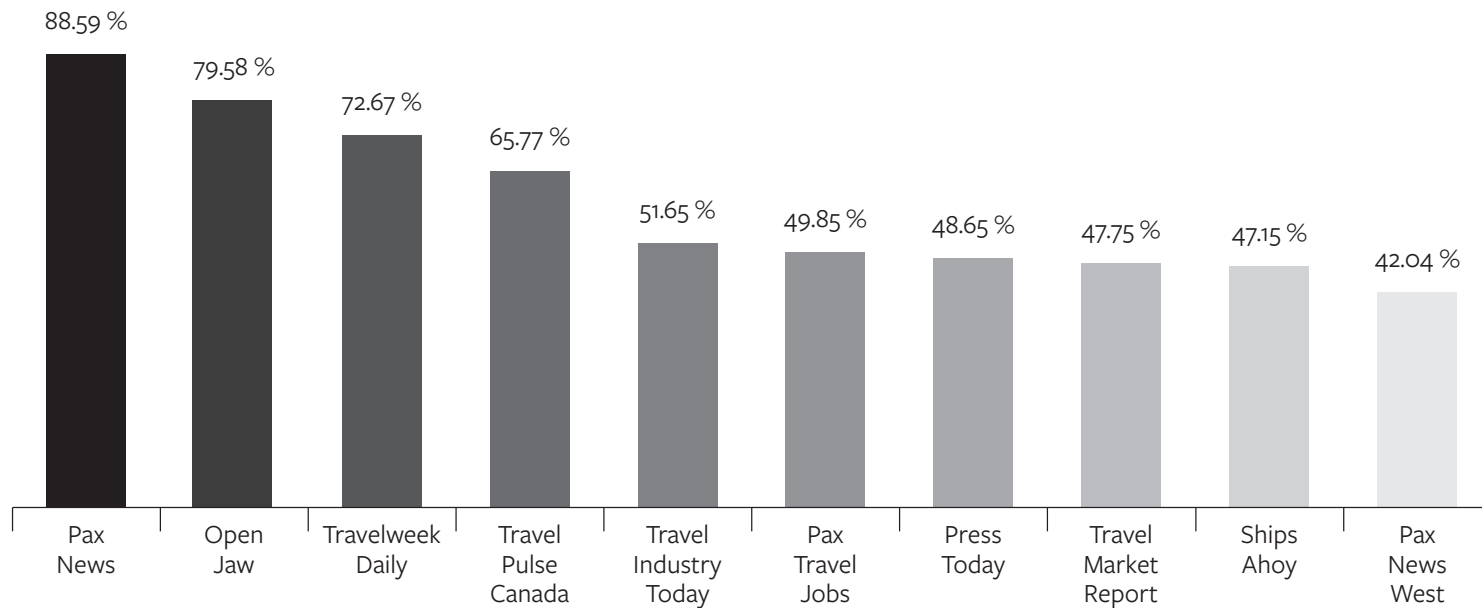
Question : If you could receive only one (1) of the following travel trade print publications, which would you choose?

Number of respondents : 339

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## Part 2: Awareness of travel trade newsletters in Canada

The large majority of respondents (88.59) indicated that of all travel trade newsletters, they are more aware of **Pax News**.



Question : Are you aware of the following travel trade newsletters?

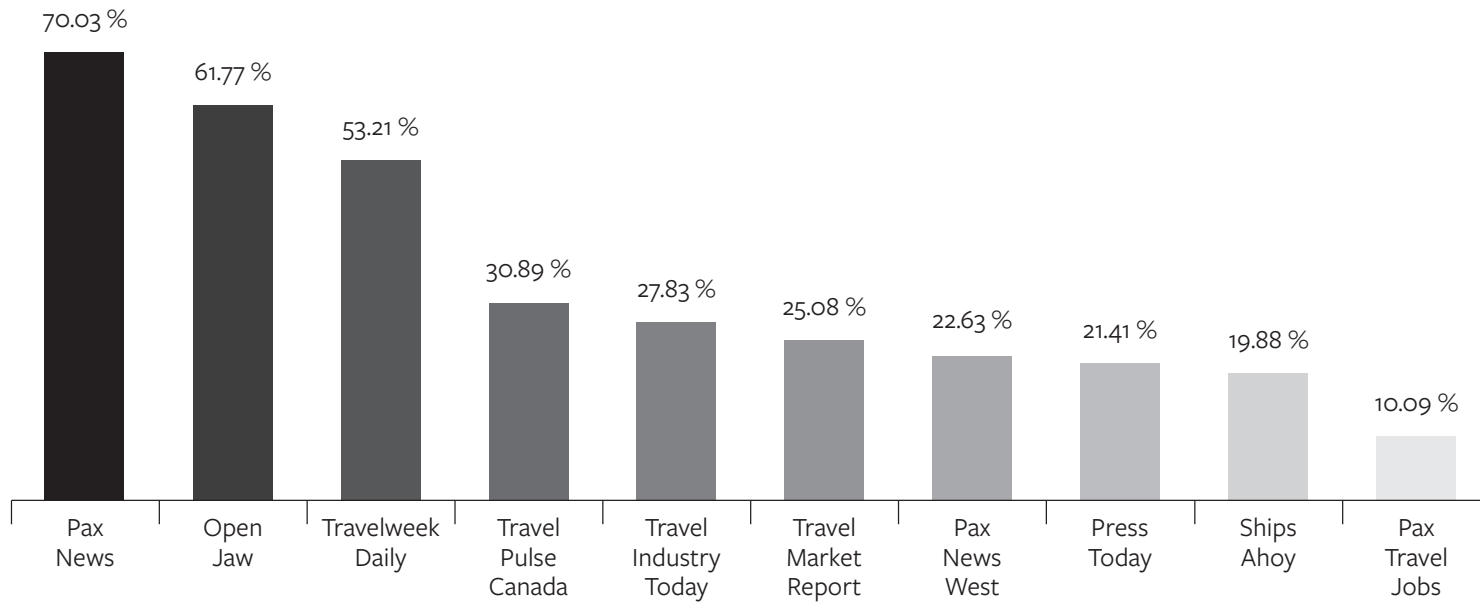
Number of respondents : 333



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**Part 2:** Awareness of travel trade newsletters in Canada

7 in 10 respondents (70.03%) indicated **Pax News** as the top most frequently read travel trade newsletter.

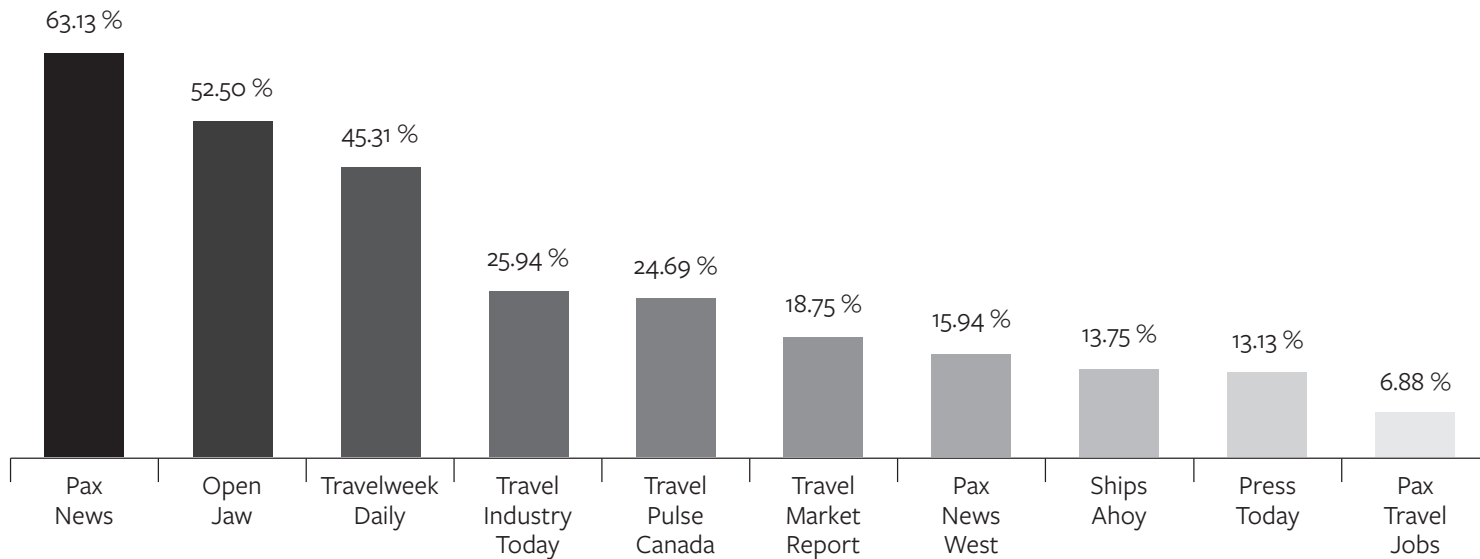


Question : Which of the following travel trade newsletters do you read frequently?  
 Number of respondents : 327

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**Part 2:** Awareness of travel trade newsletters in Canada

The majority of respondents (63.13%) rated **Pax News** as the most favourite newsletter based on overall design.

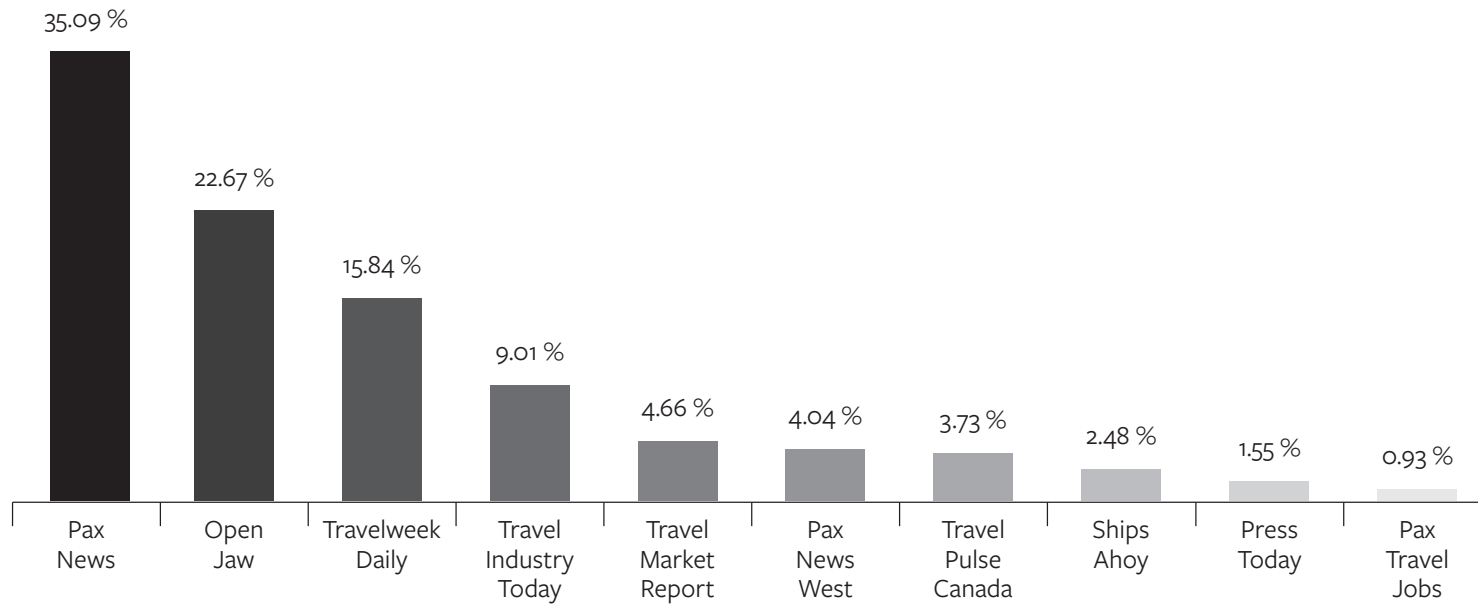


Question : Please select your three (3) favourite newsletters, based on their overall design:  
 Number of respondents : 320

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**Part 2:** Awareness of travel trade newsletters in Canada

**Pax News** was the number one choice by over one-third (35.09%) of respondents for the most preferred newsletter as a key source for industry information.



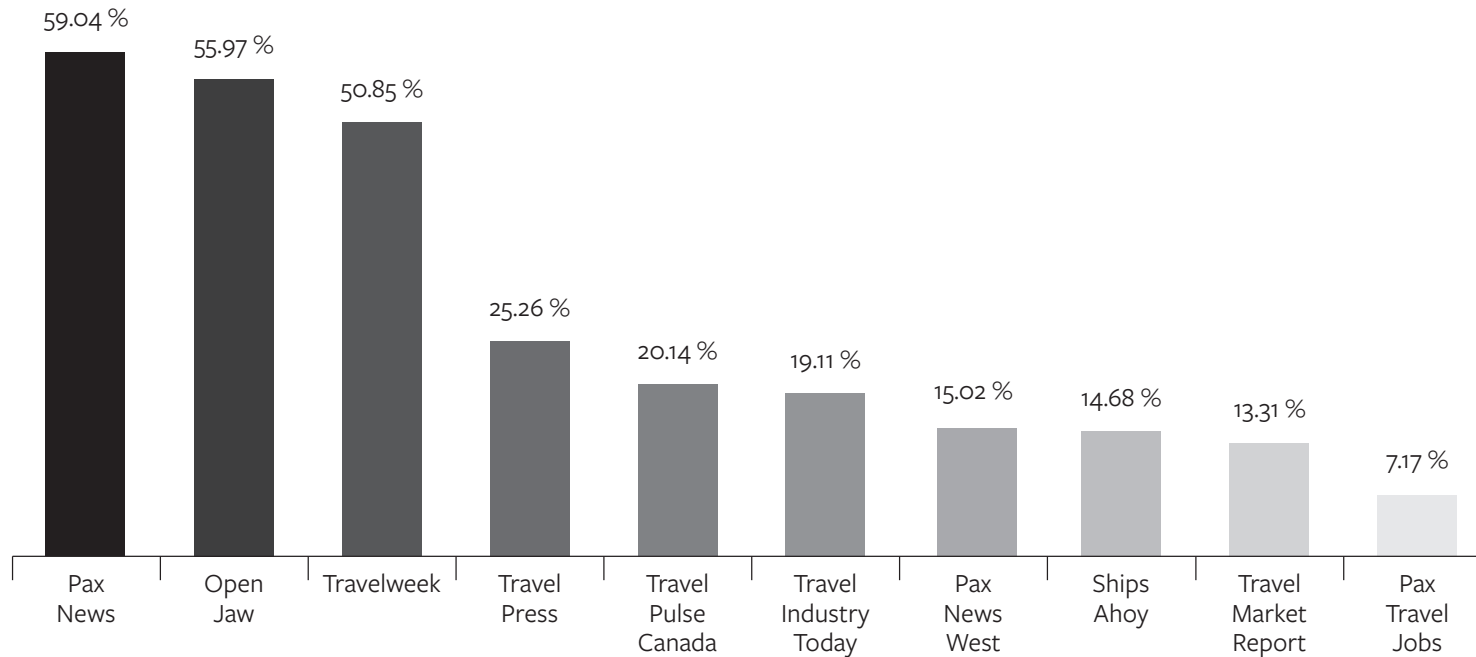
Question : If you were to receive one (1) of the following travel trade newsletters as your key source for industry information, which one would you choose?

Number of respondents : 324

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### Part 3: Awareness of travel trade websites in Canada

Over half of respondents (59.04%) rated **Pax News** website as number one based on overall design.



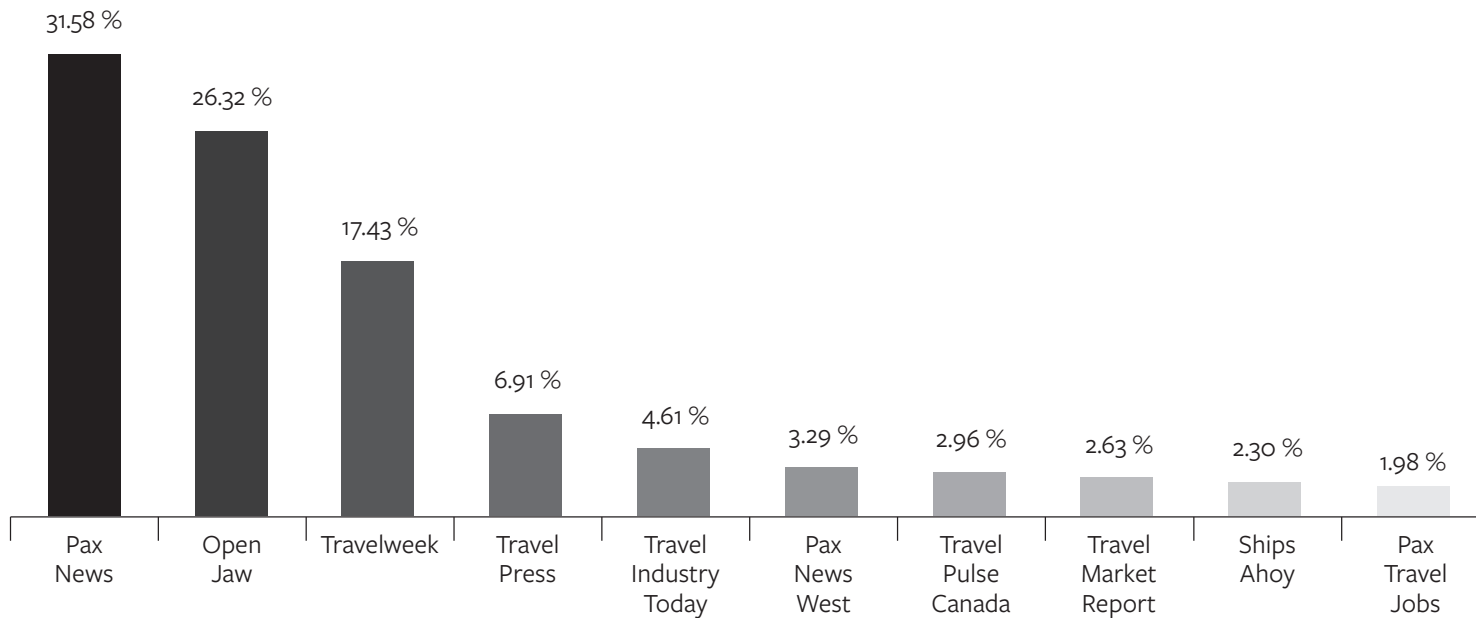
Question : Please select your three (3) favourite websites, based on their overall design:

Number of respondents : 293

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**Part 3:** Awareness of travel trade websites in Canada

Nearly one-third (31.58%) of respondents indicated **Pax News** is their preferred website for daily reference purposes.



Question : If you were to refer to only one (1) of the following travel trade websites daily as part of your job, which one would you choose?

Number of respondents : 305

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## Part 4: Respondent profile

The majority of respondents (78.21%) identified their business to be a **travel agency**.

| Business           | Total<br>(n = 312) |
|--------------------|--------------------|
| Travel agency      | 78.21 %            |
| Tour Operator      | 11.22 %            |
| Tourism Office     | 3.21 %             |
| Media              | 2.24 %             |
| Advertising agency | 1.60 %             |
| Airline            | 1.60 %             |
| Cruise             | 1.60 %             |
| Technology         | 1.28 %             |
| Association        | 0.96 %             |
| Hotels & Resorts   | 0.32 %             |

In terms of responsibility within an organization, respondents are overall very experienced with nearly half (46.91%) in a **senior-level role**.

| Experience Level | Total<br>(n = 312) |
|------------------|--------------------|
| Senior-Level     | 46.91 %            |
| Mid-Level        | 24.76 %            |
| Executive-Level  | 18.24 %            |
| Entry-Level      | 10.10 %            |

The large majority of respondents (80%) are **45 years or older**.

| Age category | Total<br>(n = 306) |
|--------------|--------------------|
| 45-60 years  | 44.12 %            |
| 61-70 years  | 28.76 %            |
| 71 and more  | 7.52 %             |
| 40-44 years  | 7.19 %             |
| 35-39 years  | 6.21 %             |
| 25-29 years  | 3.27 %             |
| 30-34 years  | 1.96 %             |
| 18-24 years  | 0.98 %             |

Travel agents identified the following as their top specialized destinations: Caribbean/Mexico, Europe and USA/Canada.

| Specialized Destinations | Total<br>(n = 299) |
|--------------------------|--------------------|
| Caribbean/Mexico         | 82.27 %            |
| Europe                   | 73.91 %            |
| USA/Canada               | 64.21 %            |
| Asia/Pacific             | 36.45 %            |
| Central America          | 33.44 %            |
| South America            | 32.78 %            |
| Africa                   | 20.74 %            |

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## Part 4: Respondent profile

Overall, respondents are experienced in the travel industry with the large majority (71.01%) being in the industry for **10 years or more**.

| Years in the Travel Industry | Total<br>(n = 307) |
|------------------------------|--------------------|
| More than 15 years           | 58.96 %            |
| 1-5 years                    | 13.68 %            |
| 11-15 years                  | 12.05 %            |
| 6-10 years                   | 11.40 %            |
| Less than 1 year             | 3.91 %             |

Of the travel agent respondents, over half (56.22%) are **home-based agents**. This is not surprising taking into consideration the significant growth success of host agencies over recent years.

| Travel Agent      | Total<br>(n = 262) |
|-------------------|--------------------|
| Home-based agent  | 56.22 %            |
| Store-front agent | 43.78 %            |

The majority of respondents (78.21) identified their business to be a **travel agency**.

| Selling time     | Total<br>(n = 281) |
|------------------|--------------------|
| Leisure Travel   | 86.42 %            |
| Corporate Travel | 13.60 %            |

For travel agents, the top 3 specialized areas of their business are: Leisure/Vacation travel, Tours/Package Holidays and Cruises.

| Specialized Area        | Total<br>(n = 301) |
|-------------------------|--------------------|
| Leisure/Vacation Travel | 80.07 %            |
| Tours/Package Holidays  | 73.09 %            |
| Cruise                  | 61.79 %            |
| Group Travel            | 46.84 %            |
| Adventure               | 38.21 %            |
| Special Interest        | 27.91 %            |
| Wedding                 | 24.25 %            |
| Business/Corporate      | 14.62 %            |
| MICE/Corporate Business | 5.32 %             |

The top 3 associations that respondents are members of include: IATA (75.5), ACTA (54.97%) and CLIA (42.05%).

| Associations | Total<br>(n = 302) |
|--------------|--------------------|
| IATA         | 75.50 %            |
| ACTA         | 54.97 %            |
| CLIA         | 42.05 %            |
| None         | 8.28 %             |
| PATA Canada  | 5.96 %             |
| AAVQ         | 5.30 %             |
| ASTA         | 3.97 %             |