



Introducing TNS TravelsNA

# TravelsNorthAmerica (TravelsNA) is a unique syndicated study that will help marketers understand Canadian and American travelers.

Today's travel environment is dynamic and complex. Traditional and non-traditional competitors, privacy issues, economic uncertainty, multiple customer touch points and service channels all present different challenges.

## Introducing TNS TravelsNA

In response to these changing dynamics in the Travel and Tourism sector, TNS is launching TravelsNA, a new, biannual research program designed to provide insight into Canadian and US travel behaviour, future visitation intentions, destination perceptions, travel motivations and trip planning behaviour.

TNS TravelsNA is a unique program designed to deliver the most comprehensive research available on Canadian and American travelers to and within Canada and the U.S., all within a cost-effective syndicated offering.

## The Goal of the TravelsNA program is three-fold:

**Profiling:** TravelsNA provides detailed demographic and lifestyle profiling of Canadian and American travelers;

**Motivations:** Travels NA uncovers traveler motivations and key points of differentiation for your destination;

**Communication:** TravelsNA provides strategies for optimizing your impact and reach with prospective travelers to Canada or the US.

## TravelsNA results provide depth of insight in several areas:

### • Past and Future Visitation:

- Destinations visited
- Reasons underlying repeat visitation
- Barriers to destination choice
- Party composition
- Length of stay
- Distance traveled
- Lodging preferences (including key brands)
- Mode of transportation
- Future travel intentions
- Motivations for future travel



### • Planning Preferences:

- Sources of information
- Advance planning by type
- Booking preferences
- Planning process
- Planning priorities

### • Travel Behaviour:

- Usage of wireless communication devices
- Credit cards

### • Perceptions and Motivators:

- Perceptions of Canada and the U.S. (customs, currency values, etc.),
- Theme motivators
  - o Green
  - o Culinary
  - o Historic
  - o Adventure
  - o Shopping, etc.
- Value perceptions of Canadian and U.S. destinations
- Destination appeal
- Destination benefits - emotive and functional

# TravelsNA, the most comprehensive syndicated study conducted on Canadian and US travelers.

## Study Design

TNS TravelsNA has been designed to deliver information and insight that travel marketers can use as the basis for their future business decisions and strategy. The details of the TravelsNA design are as follows:

- Web-based methodology
- Sample:
  - Past 6 month travellers to, and within, Canada or the US
  - 12 month travel intenders to Canada or the US
- 1,500 Canadian and 1,500 American interviews completed every May and November; for a total annual sample size of 3,000 per country.

## Customization To Address Specific Destination and Marketing Needs

TravelsNA provides opportunities for customization to address your specific destination and marketing needs:

- Increase sample sizes for your destination
- Addition of specific destination related questions
- Custom analyses
- Custom reporting

## Full Deliverables

- Deliverables include the complete bi-annual national data set, providing depth of analysis and insight into your destination, as well as your competitors.
- Deliverables are stored on the TNS Destination Portal for easy access. Questionnaires, schedules and other relevant documents are also stored on the portal.
- SPSS data files are available on request.
- A powerful, user-friendly web-based tool is available for additional analysis of tabulated results.
- Narrative report and presentation are available at additional cost.

## Investment per wave

- \$17,900 per country per wave or \$33,900 for two waves.
- \$33,900 per wave for both countries or \$59,900 for both countries for two waves.
- Flexible pricing and packaging options available.

TNS Canadian Facts has been involved in tourism and travel research since the mid-1960s. Our Travel and Tourism practice is led by a group of seasoned marketing professionals whose industry knowledge and broad perspective give them first-hand understanding of your objectives and research needs.

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