



# The 2010 Canadian Business Travel Study

## 19th Annual Survey of Frequent Business Travellers



The *Canadian Business Travel Study* is the longest running and most comprehensive study of frequent Canadian business travellers. For nearly two decades, Ipsos Reid has tracked the usage and attitudes among business travellers who take six or more round trip flights for business per year. The study has become the acknowledged report card of frequent business travellers in Canada.

The study covers all facets of business travel including airlines, hotels, car rentals, credit cards, and business communications and technology. In addition to these standard business travel activities, we measure new trends in the business travel space. From Blackberries to online travel websites and from 9/11 to the credit crunch, if it impacts the business travel sector, it is covered in the *Canadian Business Travel Study*. The report also gives a detailed and insightful segmentation analysis for how best to reach and market to the various types of business travellers in Canada.

### What's New for 2010?

In 2010, due to subscriber requests, we are conducting online interviews monthly and reporting results on a quarterly basis. This change will allow us to go into greater depth on more topics and report on them throughout the course of the year.

The table below shows the number of completed interviews by market and business traveller's city of origin. As in the past, survey respondents come from the Ipsos Reid household panel and are balanced to match the demographics of the business traveller in Canada.

Market/City of Origin	Number of Completed Interviews
Western Canada	150
Eastern Canada	200
Total Canada	350 per quarter

### Core Tracking Section

In addition to providing a regular update on the state of the Canadian business travel market, the bi-annual report will answer the following core tracking questions for each service category.

- Airlines** – *Are Canadian frequent business travellers content with Canada's current airline duopoly or will Porter be able to expand out west?*
- Rental Cars** – *What rental car agencies are used most often by Canadian frequent business travellers and why?*
- Hotels** – *What do frequent travellers value in the hotel industry and what are they willing to pay for? Which hotel chains are winning the loyalty race and what is their advantage?*
- Credit Cards** – *Which credit cards and financial institutions are industry leaders in providing services to frequent travellers? What services place them at the forefront?*
- Business Communications & Technology** – *Which new technologies provide real assistance when travelling and how are airlines, hotels, rental cars adapting to advances in technology?*
- Market Segments** – *What are the prevailing attitudinal characteristics of business travellers and how have these changed over time?*

### Special Features

Each quarter, one special feature topic will be added to the core tracking questionnaire. Subscribers are encouraged to suggest topics that you would like to see covered in future reports. Some of the upcoming topics include:

- Corporate travel policies
- Economic conditions and their impact on business travel
- Loyalty programs
- Travel websites





## Timing

Reporting will be quarterly according to the following timelines.

Report	Timing
Quarter 1 – Airlines, Rental Cars, Market Segments and Special Feature	April
Quarter 2 – Hotels, Credit Cards, Business Communications & Technology and Special Feature	July
Quarter 3 – Airlines, Rental Cars, Market Segments and Special Feature	October
Quarter 4 – Hotels, Credit Cards, Business Communications & Technology and Special Feature	January

## Pricing & Deliverables

The price for the annual subscription of the *Canadian Business Travel Study* is \$25,000.

Your annual subscription to the *Canadian Business Travel Study* includes a bi-annual core tracking report with quarterly reports on special features. Each report includes a detailed written summary of the results with supporting graphs and tables. Data tables in cross-tabulation format are available upon request and include one custom cross-tabulation per subscriber.

In-person presentations of results are also available upon request (travel extra).

Your custom proprietary questions can be added to the *Canadian Business Travel Study* at any time during the course of the year. The cost for proprietary questions is:

**Closed-ended questions:** \$2,000 per question.

**Open-ended questions:** \$3,000 per question.

For more information about the *Canadian Business Travel Study*, please contact:

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## About Ipsos Reid – Travel

Whether your focus is on business or leisure travellers, suppliers or intermediaries – Ipsos Reid’s travel and tourism practice understands the true dynamics of your market. Our dedicated travel and tourism experts provide customized design and analytic expertise for challenges such as market segmentation, new product development and brand health. Ipsos’ research specialists also offer syndicated studies specific to your industry, and always deliver actionable insights that help you grow your business.

Our team of market research professionals has experience managing strategic and tactical research on behalf of dedicated clients, an international reputation and a passion for travel and tourism research.

Learn more at [www.ipsos.ca/reid/travel](http://www.ipsos.ca/reid/travel)

## About Ipsos Reid

Ipsos Reid is Canada’s market intelligence leader, the country’s leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid’s marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, technology and telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, please visit [www.ipsos.ca](http://www.ipsos.ca)



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