

# 2014 Best Western Female Travel Summer Survey

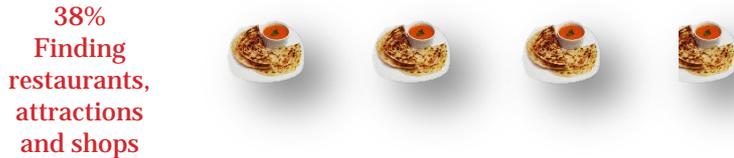
## Whose needs do you put first when planning a vacation?

89% of Canadian Women Frequently Put the Needs of Others Over Their Own When Planning a Vacation



### Which travel activity do women use their smartphones for the most?

38% of women\* say finding restaurants, attractions and shops



### If you are a member of a travel rewards or loyalty program, how do you typically use or redeem the travel rewards points you've earned?

(Among rewards and loyalty program members)



\*Survey conducted by Wakefield Research among 500 Canadian women ages 18+ between April 23rd and May 1st, 2014