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

89% Frequently prioritize others

11% **Infrequently** prioritize others



















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

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

38% **Finding** restaurants. attractions and shops

> 24% Sharing

feedback and

photos via social media





















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)

27%

Hotel rooms for myself or others



Airfare for myself or others



Redeem for merchandise. or other non-travel items



Donate to charities



11% Other



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