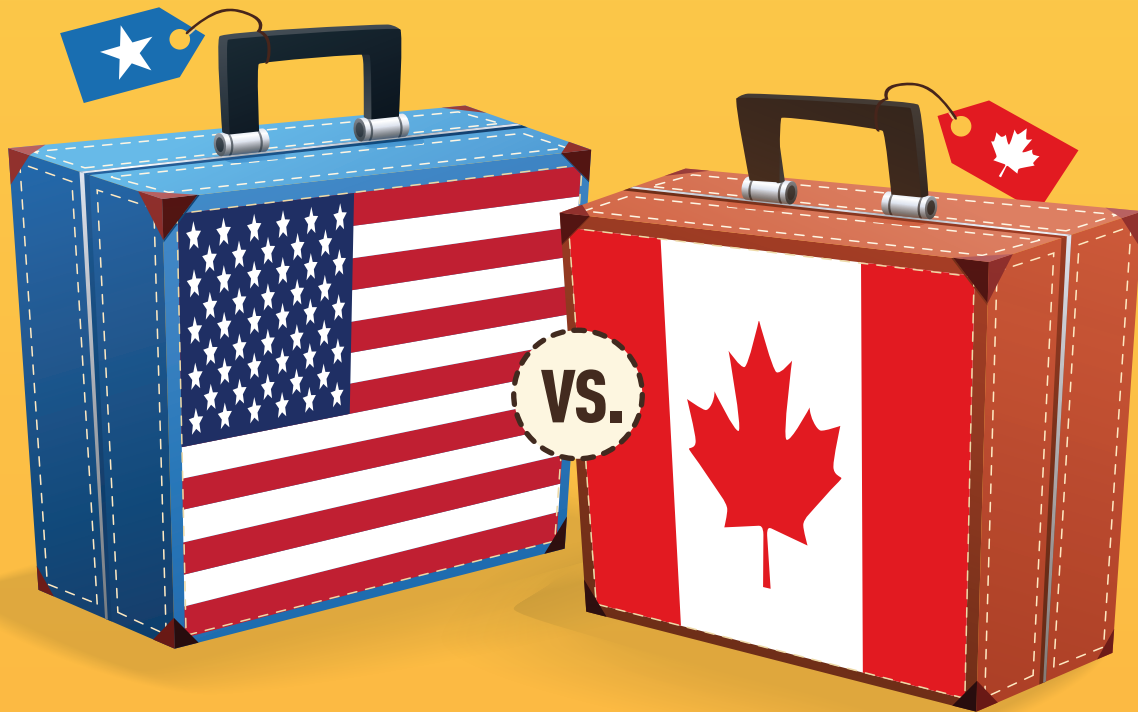




WOMEN'S TRAVEL HABITS

Women are major decision makers for family travel and their perspectives help define leisure travel. See how U.S. and Canadian women prioritize travel, relax on vacation and share their travels with friends back home.



SPLURGING

American and Canadian women are equally likely to splurge on activities and excursions.

INSIDE OR OUT?

Americans would rather travel within the U.S.

Canadians would rather travel outside of Canada

PAID TIME OFF

31% vs. 42%

Approximately 31% of U.S. female travelers take all or most of their paid time off from work each year. 42% of Canadian females take most or all of their paid time off each year.

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SECURITY

All female travelers worry about losing personal items, followed by their general personal security, but U.S. female travelers worry about these two security issues more often than Canadian travelers.

TOP FUN-BUSTERS

1. Waiting in lines
2. Coming home to things to do
3. Carrying around luggage

1. Waiting in lines
2. Forgetting something at home
3. Coming home to things to do

SELFIES

67% U.S. travelers who take selfies

42% Canadian travelers who take selfies

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SOCIAL SHARING

41% U.S. female travelers who share often

30% Canadians who never share on social media