

Summary Report: Solo Traveler, Life with Baby, and Je suis une maman Travel Sustainability Survey

Survey Conducted Online: April 6 - 13, 2023

Total Number of Participants = 2,883

Where do you live?				
	Canada	United States	Australia	Other
Solo Travelers	410	1,122	70	113
Families	433	723	6	6

How many trips with family or friends do you take per year?			
	1-5	6-10	10+
Solo Travelers	1,623	72	20
Families	855	264	67

What is the typical duration of your trip?			
	1-3 Days	4-7 Days	More Than 7 Days
Solo Travelers	154	524	1,037
Families	308	623	255

How likely are you to use these types of accommodations when traveling with family or friends?

	Never	Not Likely	Likely	Very Likely	Always
Hotel					
Solo Travelers	0	79	565	872	189
Families	20	67	398	479	222
Resort					
Solo Travelers	193	701	454	331	36
Families	88	271	426	359	41
Cruise Ship					
Solo Travelers	406	607	362	300	40
Families	166	304	396	268	51
Short-term Rental (i.e., AirBnB)					
Solo Travelers	231	456	568	438	22
Families	102	240	470	306	68
Home Exchange					
Solo Travelers	971	570	147	25	0
Families	102	240	470	306	68

Hostel					
Solo Travelers	896	505	220	86	8
Families	303	214	294	302	72
Tent Camping					
Solo Travelers	1,018	431	192	63	11
Families	169	214	294	302	72
RV					
Solo Travelers	1,012	483	157	56	0
Families	223	256	379	259	69

How likely are you to use these modes of transportation to get to your destination?					
	Never	Not Likely	Likely	Very Likely	Always
Airplane					
Solo Travelers	0	25	285	1,093	307
Families	30	108	392	492	164
Coach					
Solo Travelers	356	786	377	174	22
Families	183	369	372	240	22
Train					
Solo Travelers	116	540	709	321	29
Families	80	283	449	319	55
Car					
Solo Travelers	79	277	608	692	59
Families	19	79	374	544	170
Boat (e.g. Cruise)					
Solo Travelers	321	650	379	326	39
Families	167	291	410	253	65

How likely are you to use these forms of transportation at your destination?					
	Never	Not Likely	Likely	Very Likely	Always
Public Transportation					
Solo Travelers	37	216	704	588	170
Families	65	188	469	383	81
Your Own Vehicle					
Solo Travelers	323	475	541	341	35
Families	41	158	430	414	143
Rental Vehicle					
Solo Travelers	192	446	723	334	20
Families	76	205	456	384	65
Walk					
Solo Travelers	21	94	592	636	372
Families	68	222	415	379	102
Bicycle					
Solo Travelers	536	703	332	124	20
Families	148	384	390	211	53

Rideshare (e.g. Uber)					
Solo Travelers	251	422	639	357	46
Families	169	298	396	275	48

How likely are your trips to be:					
	Never	Not Likely	Likely	Very Likely	Always
Local (Within 100 Miles)					
Solo Travelers	80	677	643	294	21
Families	21	136	456	461	112
Domestic					
Solo Travelers	15	161	839	657	43
Families	16	118	430	490	132
International					
Solo Travelers	11	135	611	830	128
Families	43	176	442	435	90

How likely are you to go to a:					
	Never	Not Likely	Likely	Very Likely	Always
Popular Destination (e.g. Paris, Tokyo, Grand Canyon)?					
Solo Travelers	7	184	764	697	63
Families	42	150	443	450	101
"Off the Beaten Path Destination (Erie, PA; Chibougamau, QC, etc.)?"					
Solo Travelers	49	406	724	487	49
Families	61	310	446	303	66

How likely are you to:					
	Never	Not Likely	Likely	Very Likely	Always
"Seek out activities to engage with the local community?"					
Solo Travelers	13	322	833	450	97
Families	40	260	462	355	69

"Seek out opportunities to contribute to the local community?"					
Solo Travelers	49	659	702	256	49
Families	43	331	482	271	59
Purchase carbon offset credits for your trip?					
Solo Travelers	394	946	296	68	11
Families	112	343	395	277	58
Support local businesses?					
Solo Travelers	10	52	582	717	354
Families	30	143	508	390	115

While traveling with family or friends, how likely are you to:					
	Never	Not Likely	Likely	Very Likely	Always
Eat at restaurants?					
Solo Travelers	0	22	434	926	330
Families	7	52	335	557	235
Eat street food?					
Solo Travelers	38	292	616	648	121
Families	18	166	399	460	143
Prepare your own meals?					
Solo Travelers	130	683	578	289	35
Families	97	240	454	335	60