

**MANY PLAN TO TAKE A
SUMMER VACATION THIS YEAR.**

**BUT COVID REMAINS TOP OF
MIND WHEN IT COMES TO
WHAT PEOPLE WANT TO DO.**

**RVING IS CONSIDERED FAR LESS
RISKY THAN OTHER ACTIVITIES.**

ABACUS DATA

DETAILED RESULTS

2021 IS SHAPING UP TO BE ANOTHER "YEAR OF THE RV"

CONDUCTED FOR RVezy

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC
AFFAIRS AND MARKET RESEARCH EXPERTS**

METHODOLOGY

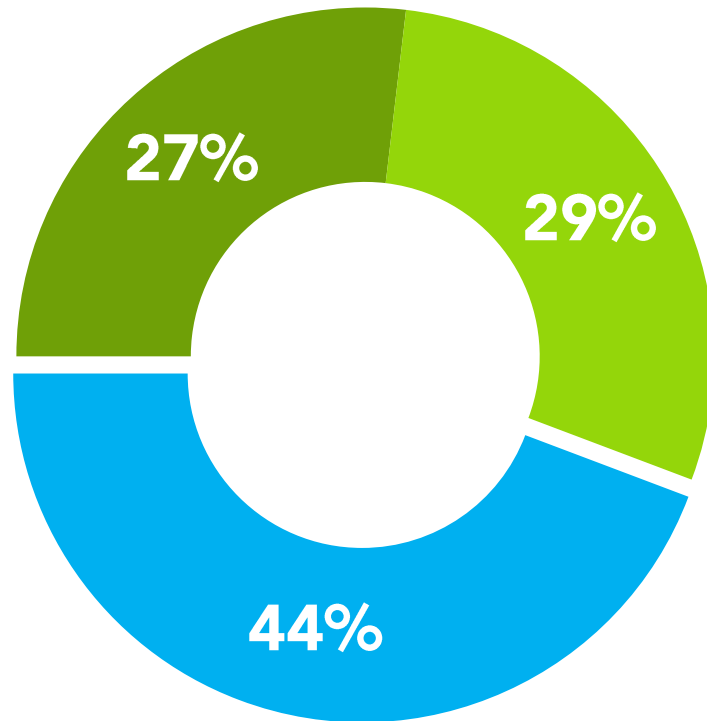
The survey was conducted with 1,500 Canadians from March 4 to 7, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.51%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population and the US's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

PLANNING ON TAKING A SUMMER VACATION THIS YEAR

CANADA



56% ARE AT LEAST THINKING ABOUT TAKING A SUMMER VACATION THIS SUMMER

+10% COMPARED WITH MAY 2020

- Yes
- Still thinking about it
- No

This year, are you planning to take a summer vacation that involves sleeping out of your home this summer?



CANADIANS VIEW CAMPING IN A TENT OR AN RV AND TAKING A ROAD TRIP AS LEAST RISKY ACTIVITIES

	NOT / A LITTLE RISKY	SOMEWHAT RISKY	TOO RISKY
GO ON A ROAD TRIP AS PART OF YOUR VACATION	72%	16%	12%
CAMP IN A TENT	71%	15%	14%
CAMP IN AN RV (TRAILER OR MOTORHOME)	70%	17%	14%
STAY AT FRIENDS OR FAMILY (PRIVATE RESIDENCE)	61%	23%	16%
STAY IN A RENTAL PROPERTY (COTTAGE, HOUSE, APARTMENT)	58%	25%	17%
STAY IN A HOTEL, RESORT, OR MOTEL	47%	29%	24%
GET ON A PLANE AS PART OF YOUR VACATION	28%	27%	46%
STAY ON A CRUISE SHIP	19%	19%	62%

Thinking about the upcoming summer, assuming that you ARE ABLE to do the following, how risky or not are the following activities when it comes to options for your summer vacation?



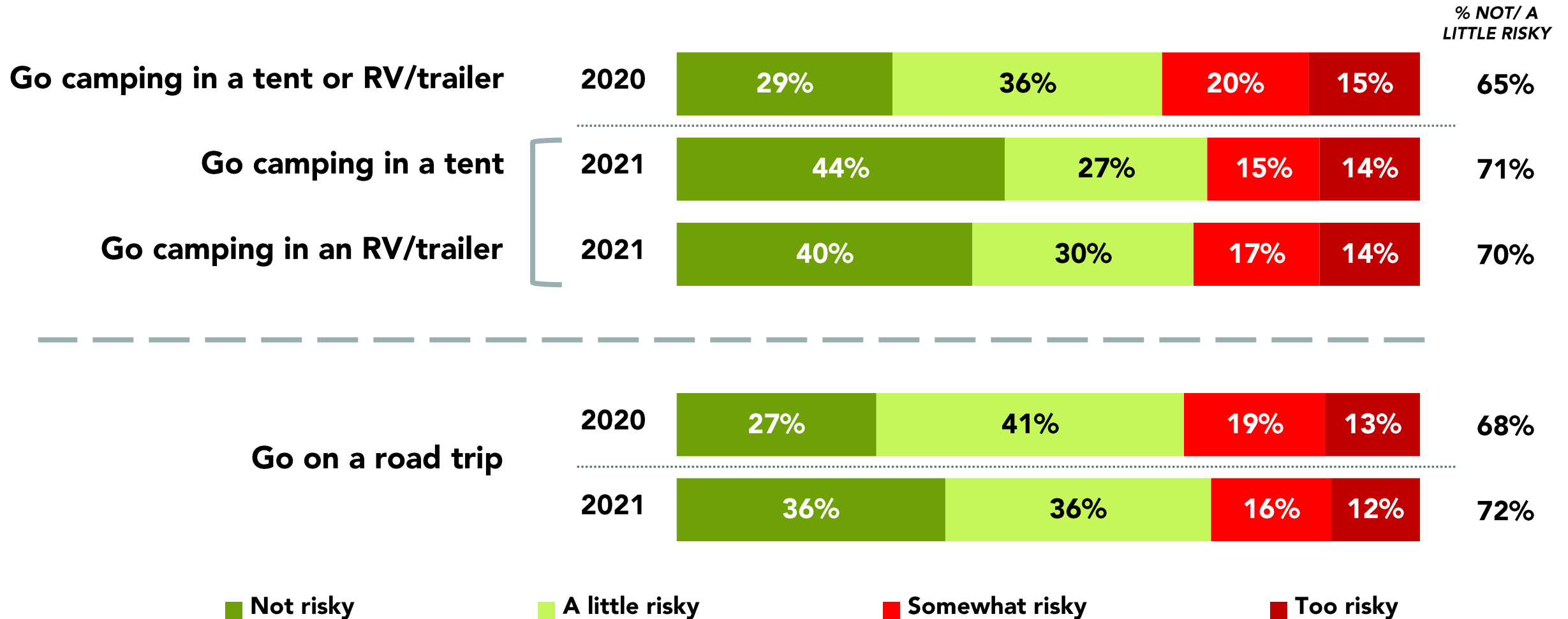
TOP CONSIDERATIONS FOR VACATIONS THIS SUMMER INCLUDE STAYING SAFE DURING THE PANDEMIC & NOT HAVING TO QUARANTINE BEFORE OR AFTER TRAVEL

	EXTREMELY IMPORTANT	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT
DOING SOMETHING THAT IS SAFE GIVEN THE PANDEMIC	49%	30%	14%	7%
BEING ABLE TO STAY AWAY FROM CROWDS AND BUSY ATTRACTIONS	46%	29%	18%	8%
BEING ABLE TO TRAVEL WITHOUT HAVING TO QUARANTINE AT THE DESTINATION	46%	27%	16%	11%
BEING ABLE TO TRAVEL WITHOUT HAVING TO QUARANTINE WHEN I GET HOME	46%	26%	16%	13%
AVOID PUBLIC TRANSPORTATION	38%	25%	23%	13%

When it comes to planning a summer vacation this year, how important, if at all, are the following factors?

PERCEIVED RISK DOING ACTIVITIES THIS SUMMER COMPARED WITH LAST YEAR

CANADA



Thinking about the upcoming summer, assuming that you ARE ABLE to do the following, how risky or not are the following activities when it comes to options for your summer vacation?



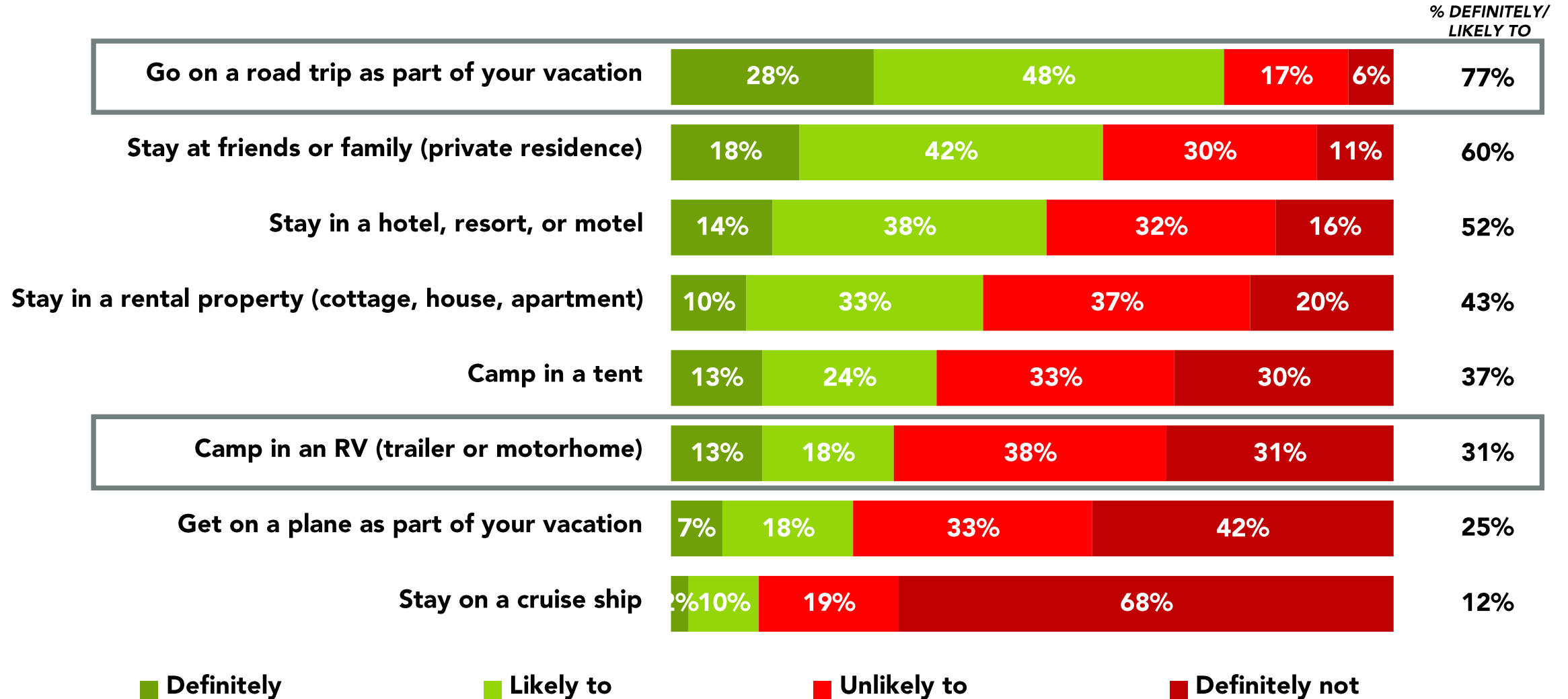
CANADIANS ARE MORE LIKELY TO TAKE A ROAD TRIP THIS SUMMER

% DEFINITELY/LIKELY TO	BEFORE THE PANDEMIC	THIS SUMMER	CHANGE
GO ON A ROAD TRIP AS PART OF YOUR VACATION	72%	77%	+5%
CAMP IN A TENT	38%	37%	-1%
CAMP IN AN RV (TRAILER OR MOTORHOME)	34%	31%	-3%
STAY IN A RENTAL PROPERTY (COTTAGE, HOUSE, APARTMENT)	49%	43%	-6%
STAY AT FRIENDS OR FAMILY (PRIVATE RESIDENCE)	69%	60%	-9%
STAY ON A CRUISE SHIP	24%	12%	-12%
STAY IN A HOTEL, RESORT, OR MOTEL	65%	52%	-13%
GET ON A PLANE AS PART OF YOUR VACATION	49%	25%	-24%

Thinking about a typical summer before the COVID-19 pandemic started, how likely were you to do the following? | Thinking about the upcoming summer, how likely are you to do the following?

LIKELIHOOD TO DO ACTIVITIES THIS SUMMER

CANADA



Thinking about the upcoming summer, how likely are you to do the following?



WHY RV?

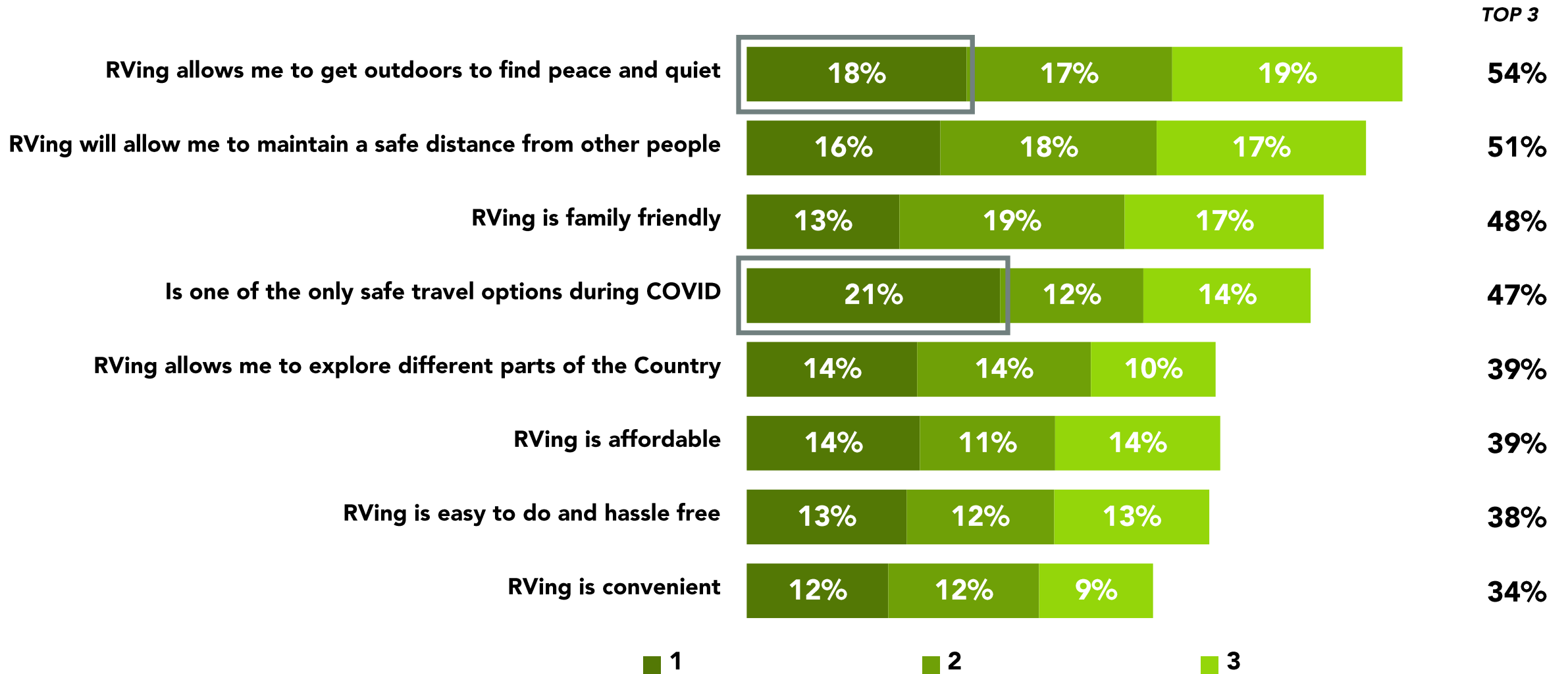
TO FIND PEACE AND QUIET WHILE STAYING SAFE DURING THE PANDEMIC.

% TOP 3	ALL CANADIANS	THOSE UNDER 45	FAMILIES
RVING ALLOWS ME TO GET OUTDOORS TO FIND PEACE AND QUIET	54%	52%	55%
RVING WILL ALLOW ME TO MAINTAIN A SAFE DISTANCE FROM OTHER PEOPLE	51%	48%	51%
RVING IS FAMILY FRIENDLY	48%	50%	54%
IS ONE OF THE ONLY SAFE TRAVEL OPTIONS DURING COVID	47%	46%	53%
RVING ALLOWS ME TO EXPLORE DIFFERENT PARTS OF THE COUNTRY	39%	40%	26%
RVING IS AFFORDABLE	39%	44%	46%
RVING IS EASY TO DO AND HASSLE FREE	38%	45%	42%
RVING IS CONVENIENT	34%	34%	39%

What are the main reasons you'd consider going on an RV trip this summer?

TOP 3 REASONS TO CONSIDER AN RV TRIP THIS SUMMER

CANADA



What are the main reasons you'd consider going on an RV trip this summer?