

Destination: Asia

2010 **GlobeTravel**
NATIONAL ADVERTISING SUPPLEMENT

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Globe readers are frequent travellers, who choose high-culture locations that are rich in history, offer delicious food experiences, and that satisfy their active, adventurous pursuits.

Cue in Asia: a destination rich in folklore, dance and music that ranges from the traditional to modern, and cooking that takes advantage of their access to the sea and lush landscapes. From Expos to G20 Summits, Asian destinations are celebrating their position in creating a healthy, cultural global economy.

The Globe and Mail Weekday Readers are Avid Travellers:

- They are significantly more likely to have travelled to Asia in the past 12 months (INDEX 258)
- Asia is a popular destination among our readers, they have above average travel rates to this region:
 - China/Hong Kong – INDEX 281
 - Japan – INDEX 330
 - Other Asian countries – INDEX 210
- 46% travel by air as their main type of transportation in the past 12 months (INDEX 161)
- Globe readers spend lavishly when they travel; they are 76% more likely than the average to spend \$4,000+ on their last vacation outside Canada (INDEX 176)
- They are more likely than average to participate in the following activities, which can be found at many Asian tourist attractions:
 - Attend Cultural Events – INDEX 253
 - Take in Night Life – INDEX 157
 - Sightseeing – INDEX 159
 - Hiking/Adventure Tours – INDEX 186
- They are adventurous! 40% are very interested in unfamiliar destinations for vacations*

Source: PMB 2010 Spring 2 Year Study; Base: Total Canada – Adults 18+;

*Degree of Agree Statement: 1-4

This supplement will explore the cities, towns and countryside of participating advertising partners within the regions of China, Hong Kong, Thailand, Japan, Malaysia, Vietnam, Indonesia, Taiwan and South Korea.

A suitable environment for your advertising message, this report will inspire and educate Globe readers with reasons to plan their next trip to the “new” Far East in 2011.



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