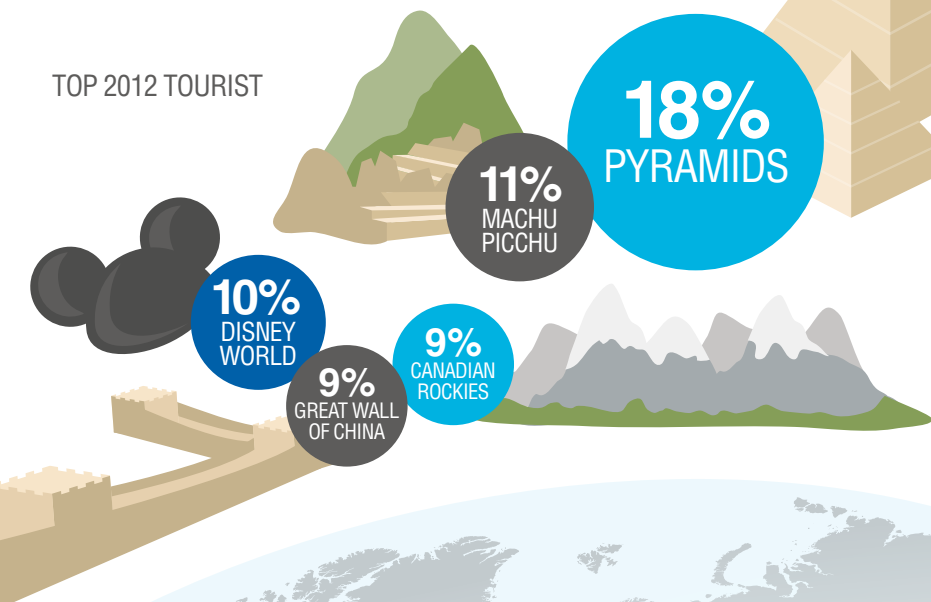


# WHERE IN THE WORLD DO CANADIANS WANT TO GO?

Budget-conscious Canadians yearn for palm trees and pyramids as dream destinations, according to the 2012 RBC Travel Rewards Poll.

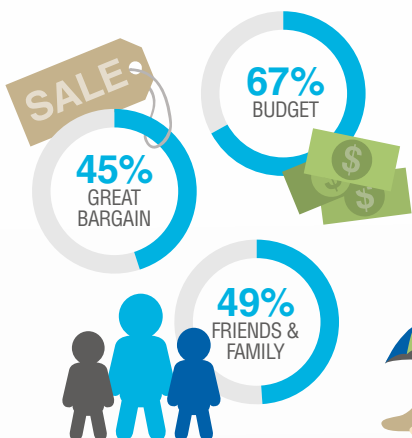
## TOP 2012 TOURIST



CANADIANS VALUE THEIR VACATION TIME, PREFER FAR-FLUNG LOCATIONS & ARE COST-CONSCIOUS TRAVELERS WHO LIKE TO PLAN.

Donna Lue-Atkinson, vice-president of Global Loyalty Programs and Rewards, RBC

## TOP WHEN PLANNING A TRIP



## TOP PLANNED TRAVEL



**ABOUT THE 2012 RBC TRAVEL REWARDS POLL:** The online survey of 1,632 reward or loyalty card holders was conducted by Ipsos Reid. Data was collected from July 25 to August 2, 2012. An unweighted probability sample of this size, with 100 per cent response rate, would have an estimated margin of error of plus or minus 2 percentage points, 19 times out of 20.

Learn more about RBC Rewards at



RBC Royal Bank