

Media Advisory/Interview Opportunity

FROM VACATION DEPRIVATION TO VACATION EDUCATION

Canadian Stress and Wellness Expert, Beverly Beuermann-King available to discuss the results of the 2015 Vacation Deprivation Survey and how Expedia.ca tackled the issue head-on

Attention News/Assignment Editors/Segment Producers

This year marks the 15th anniversary for Expedia.ca, the nation's most-visited full-service online travel provider* and since year two, Expedia.ca has reported the results of their annual Vacation Deprivation survey, this year conducted by Northstar.

Each year, the Expedia.ca Vacation Deprivation Survey reveals the number of unused vacation days Canadians have accumulated. According to this year's survey, Canadians will receive an average of 17 vacation days from employers – an increase of one additional day over 2014 – but will take only 15.5 of those days. Not surprisingly, a staggering number of Canadians (53 per cent) consider themselves “vacation deprived”.

Canadian stress and wellness expert, Beverly Beuermann-King, has been associated with the program since 2003 and is available to discuss the results of this year's study and to provide insights on the following topics:

- ➔ **Canadian vacation deprivation trends from 2003 – 2015**
 - Are Canadians more vacation-deprived this year compared to previous years?
 - Vacation days received compared to those actually taken
 - How do Canadians fare compared to other countries when it comes to taking time off?
- ➔ **The causes for and impact of vacation deprivation**
 - Barriers to taking vacation
 - Is technology keeping Canadians too connected?
 - What are Canadians willing to sacrifice for more vacation time?
- ➔ **Vacations as a necessity for overall well-being**
 - Tips on how to make time to get away and how to make the most of your vacation days when you do
 - How taking vacation time can improve health, relationships and productivity
- ➔ **From Vacation Deprivation to Vacation Education**
 - How Expedia.ca surprised three pairs of vacation-deprived Canadians with a vacation of a lifetime to Spain, Denmark and France, and what they learned from the countries that understand the value of taking time off to travel most.

For more information or to arrange an interview, please contact:

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