



# Is Sex Better on Vacation?

53% of Canadian  
women think so

## Part 3: Is Sex Better on Vacation?



tripcentral.ca engaged IPSOS Reid, the world's leading survey-based marketing research firm, to poll more than 1,000 women across Canada about their sexual experiences while on vacation. In our first installment, we talked about [sex outside the hotel room](#). Then we explored [sex inside the hotel room](#). Now let's wrap it all up by asking the BIG question in this, our final Part 3 of the series, "Is sex better on vacation?"

But before we get to that, let's debunk some myths about vacation sex.

*True or False?* **Even on vacation, my partner is more interested in sports and TV than having sex with me.**

**FALSE:** Only 8% of women surveyed said their partner was more interested in TV than in having sex on vacation. In fact, 40% said their partner was the one who wanted to have sex on vacation more than they did!

*True or False?* **My partner and I tend to have more sex while on vacation than at home.**

**TRUE:** 58% of women 18-34 said they have more sex while on vacation than at home!  
46% of women 45-60 also agreed that they have more sex on vacation than when they're at home.

*True or False?* **Women often have to drag their partner along on vacation.**

**FALSE:** Only 16% of women surveyed said their partner had to be dragged away on vacation. We already knew that women are primarily in charge of making the travel plans, but this question debunked the myth that men have to be hog-tied and gagged to go away for a nice relaxing vacation.

And now ... the one you've been waiting so patiently for ... the BIG question we all want to know...

*True or False?* **Women plan vacations around their menstrual cycles.**

**TRUE:** Nearly one third (30%) of women polled admitted that they plan their vacation times around their menstrual cycles.

*True or False?* **Sex is BETTER on vacation!**

**TRUE:** 63% of women ages 18-34 agree that sex while on vacation is better than sex at home, and 54% of women ages 35-44 also agree. Of the women who agree that sex is better on vacation, 63% of them are in a serious relationship. So there really is something to be said for getting away from the hustle and bustle of everyday married life!

**FALSE:** 47% of women polled did not think sex on vacation is better than at home – which begs the question, "why?"



Well, several reasons, we learned! One of the most prevalent issues takes us back to [Part 2](#) of our series when we talked about what to do when sharing a room with family or friends. Here's a quick recap in case you missed it:

Younger women are far more likely to...

...have sex in the bathroom or shower while sharing a hotel room with others ... perhaps that's not the romantic fantasies women hope for on vacation.

...wait for the opportunity when no one is in the room ... a command performance with just a few minutes to spare may not be the ideal situation either.

...find somewhere else to have sex ... which brings us full circle back to Part 1 of our series, [Sex Outside the Hotel Room](#).

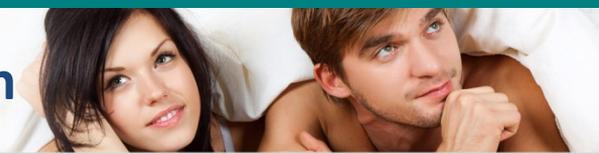
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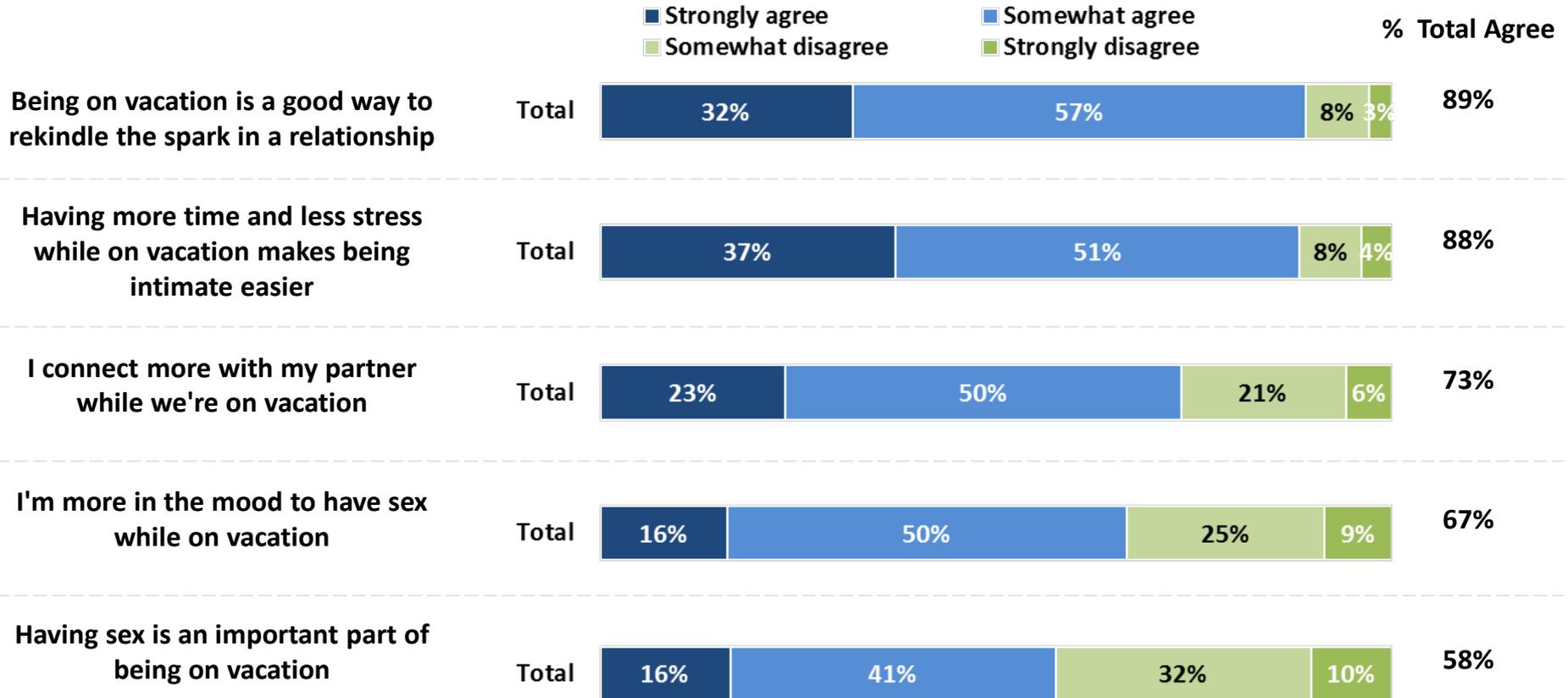
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# Thoughts About Sex and Intimacy While on Vacation



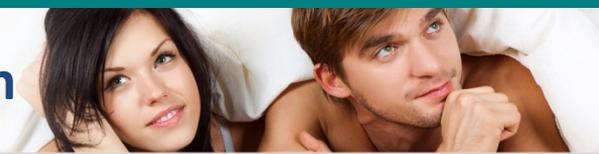
- Nine in ten Canadians 'agree' that 'being on vacation is a good way to rekindle the spark in a relationship' (89%) and that 'having more time and less stress while on vacation makes being intimate easier' (88%). Majority (58%) 'agree' (16% strongly / 41% somewhat) that 'having sex is an important part of being on vacation', while four in ten (42%) 'disagree' (10% strongly / 32% somewhat).



Q9. To what extent do you agree or disagree with the following statements:

Base: All respondents (n=1013)

# Thoughts About Sex and Intimacy While on Vacation



- Those more likely to agree with positive statements about sex and intimacy on vacation are respondents 18-34, in a serious relationship, and think an annual vacation is important, whereas those who are less likely to agree are aged 45-60, casually dating someone, and believe that an annual vacation is not important.

	Total	Age			Relationship			Vacation Importance	
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law	Important	Not important
	(A)	(H)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)
	(n=1013)	(n=342)	(n=274)	(n=397)	(n=74)	(n=153)	(n=786)	(n=742)	(n=271)
Being on vacation is a good way to rekindle the spark in a relationship	89%	92%	90%	87%	77%	92%	90%	91%	83%
Having more time and less stress while on vacation makes being intimate easier	88%	93%	89%	84%	83%	94%	88%	89%	86%
I connect more with my partner while we're on vacation	73%	75%	72%	73%	47%	76%	76%	76%	67%
I'm more in the mood to have sex while on vacation	67%	72%	69%	60%	57%	71%	67%	69%	60%
Having sex is an important part of being on vacation	58%	69%	58%	48%	54%	69%	56%	61%	49%

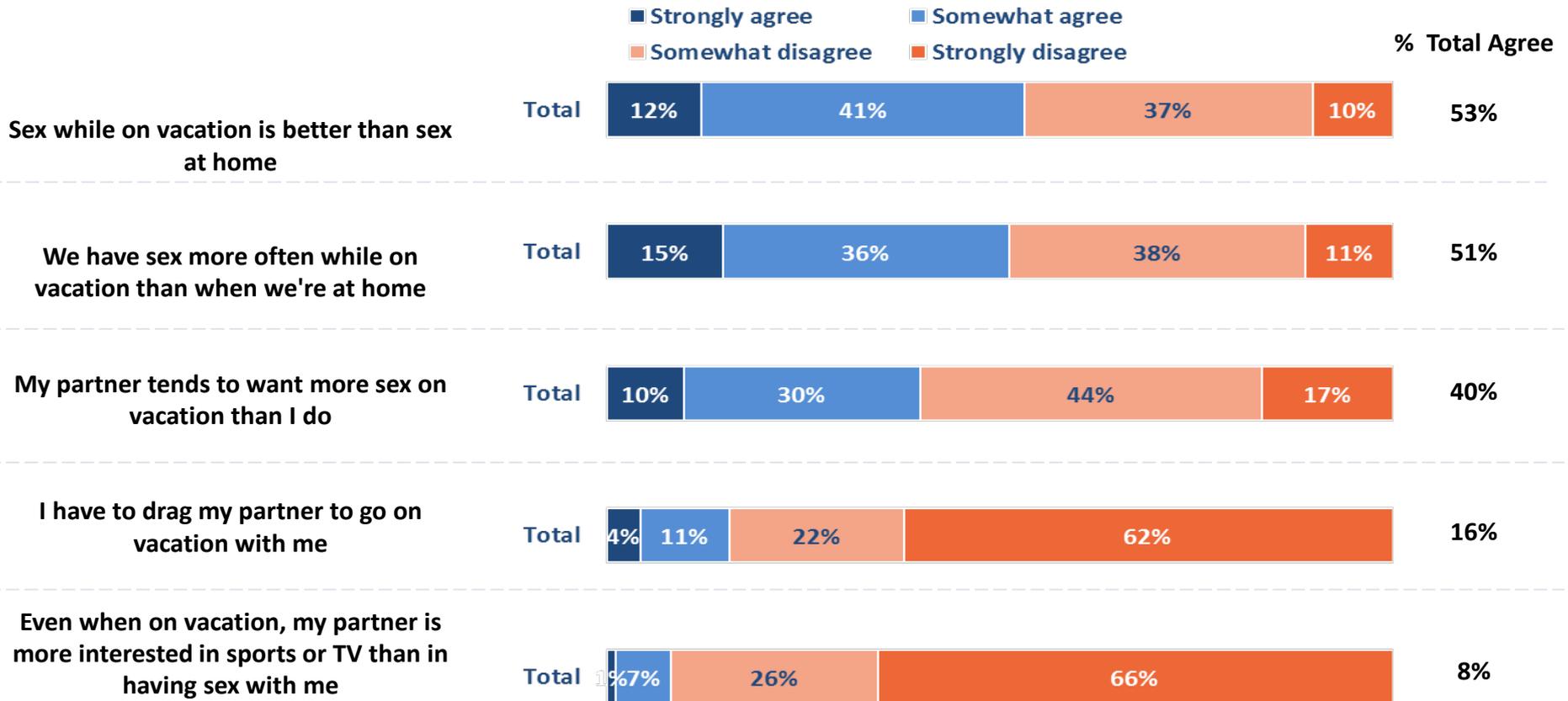
Q9. To what extent do you agree or disagree with the following statements:  
Base: All respondents (n=1013)

Significantly Greater Significantly Less

# Thoughts About Sex and Intimacy While on Vacation

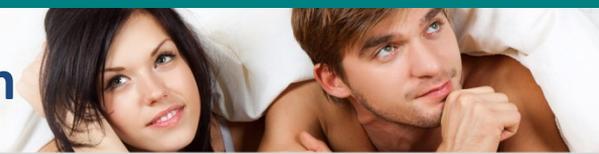


- A slim majority agree that 'sex while on vacation is better than sex at home' (53%) and 'we have sex more often while on vacation than when we're at home' (51%). Only 8% 'agree' (1% strongly / 7% somewhat) that 'even when on vacation, my partner is more interested in sports or TV than in having sex with me'.



Q9. To what extent do you agree or disagree with the following statements:  
 Base: All respondents (n=1013), English respondents (n=773), French respondents (n=240)

# Thoughts About Sex and Intimacy While on Vacation



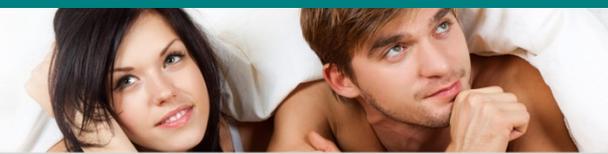
- Those who are significantly more likely to agree that sex while on vacation is better than sex at home are respondents aged 18-34 and 35-44, in a serious relationship, and believe that taking an annual vacation is important. Those who have sex more often while on vacation than at home are younger (58% - 18-34) and believe an annual vacation is important. Respondents in a serious relationship (41%) or who are married / common law (42%) are much more likely to believe their partner tends to want more sex on a vacation than they do, compared to those who are casually dating someone (22%).

	Total	Age			Relationship			Vacation Importance	
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law	Important	Not important
	(A)	(H)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)
	(n=1013)	(n=342)	(n=274)	(n=397)	(n=74)	(n=153)	(n=786)	(n=742)	(n=271)
Sex while on vacation is better than sex at home	53%	63%	54%	44%	51%	63%	52%	58%	40%
We have sex more often while on vacation than when we're at home	51%	58%	51%	46%	50%	58%	50%	54%	45%
My partner tends to want more sex on vacation than I do	40%	41%	41%	39%	22%	41%	42%	42%	35%
I have to drag my partner to go on vacation with me	16%	16%	15%	16%	18%	18%	15%	16%	14%
Even when on vacation, my partner is more interested in sports or TV than in having sex with me	8%	9%	9%	7%	8%	7%	9%	9%	5%

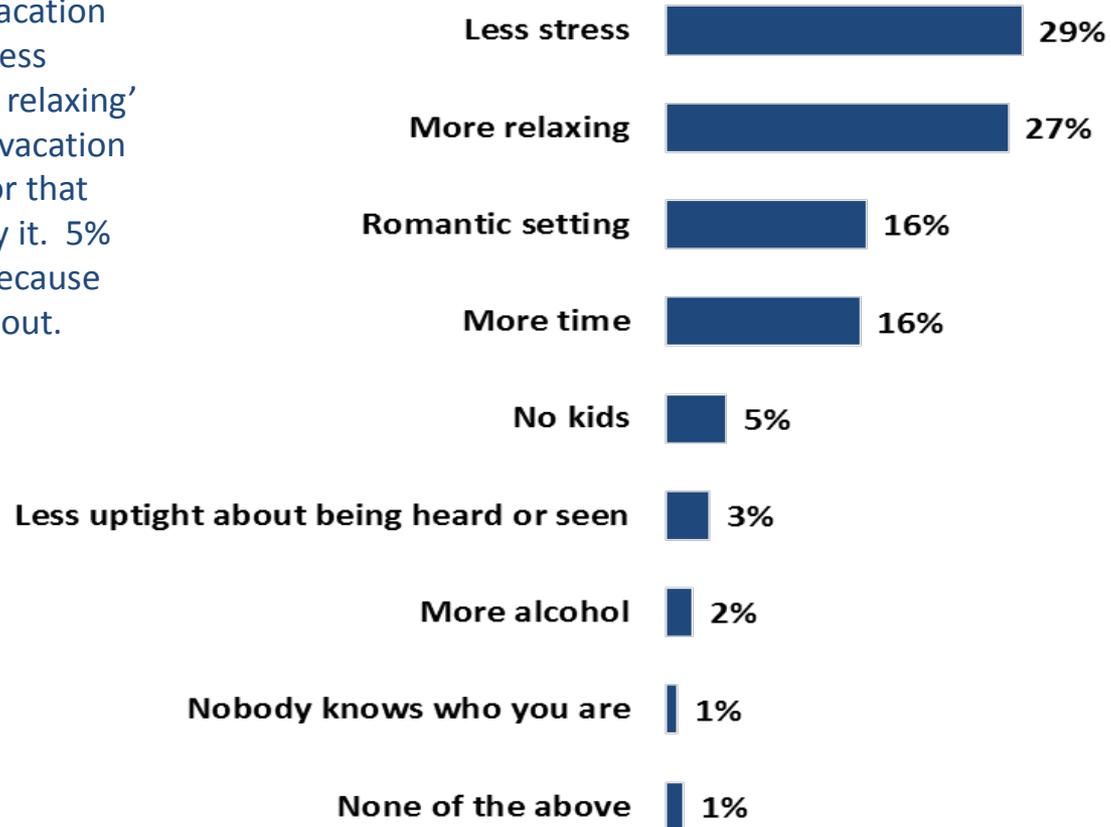
Q9. To what extent do you agree or disagree with the following statements:  
Base: All respondents (n=1013)

Significantly Greater Significantly Less

# Reasons Sex is Better on Vacation

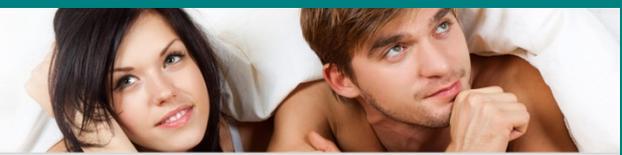


- Among those who say that sex is better on vacation, three in ten say that the main reason sex is better on vacation than at home is that there is 'less stress' (29%) or that it's 'more relaxing' (27%). 16% say that being on vacation provides a 'romantic setting' or that they have 'more time' to enjoy it. 5% say sex on vacation is better because there are 'no kids' to worry about.



Q10. What is the main reason that sex is better while on vacation than it is at home?  
Base: Respondents who said Sex while on vacation is better than sex at home (n=540)

# Reasons Sex is Better on Vacation - Demographics



- Respondents aged 35-44 (9%) are significantly more likely to say that the reason sex is better on vacation is that there are no kids around to disturb them. Those in a serious relationship are much more likely to say that vacation sex is better because of a romantic setting (26%) or they are less uptight about being heard or seen (7%) compared to those who are married / common law.

	Total	Age			Relationship			Vacation Importance	
		18-34	35-44	45-60	Casually dating	In a serious relationship	Married or living common law	Important	Not important
	(A)	(H)	(J)	(K)	(L)	(M)	(N)	(P)	(Q)
	(n=540)	(n=215)	(n=149)	(n=176)	(n=38)	(n=97)	(n=405)	(n=431)	(n=109)
More time	16%	18%	16%	12%	16%	14%	16%	17%	12%
More relaxing	27%	24%	26%	33%	29%	23%	28%	29%	21%
Less stress	29%	26%	30%	30%	26%	25%	30%	26%	39%
Romantic setting	16%	19%	13%	16%	18%	26%	14%	17%	13%
No kids	5%	2%	9%	3%	-	2%	6%	3%	10%
More alcohol	2%	2%	1%	3%	-	2%	2%	3%	-
Less uptight about being heard or seen	3%	5%	1%	4%	5%	7%	2%	4%	3%
Nobody knows who you are	1%	1%	2%	-	-	-	1%	1%	1%
None of the above	1%	2%	1%	-	6%	2%	1%	1%	2%

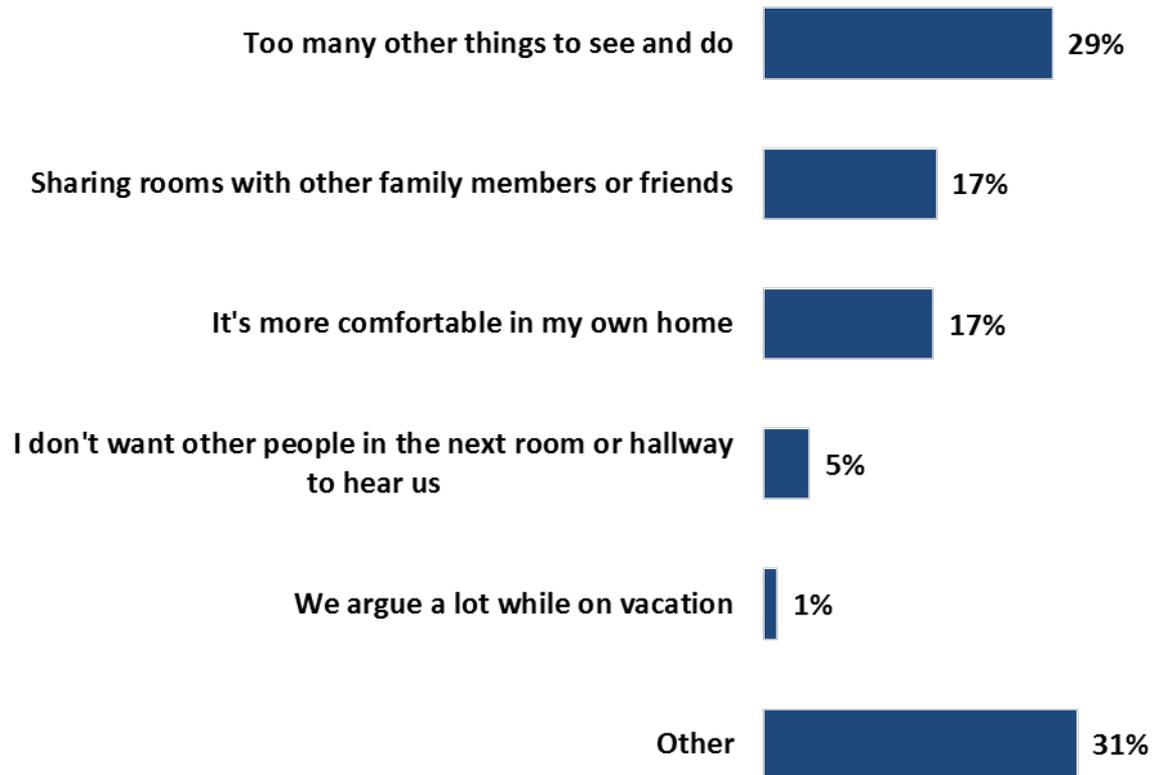
■ Significantly Greater
 ■ Significantly Less

**Q10. What is the main reason that sex is better while on vacation than it is at home?**  
 Base: Respondents who said Sex while on vacation is better than sex at home (n=540)

# Reasons Sex is NOT Better on Vacation



- Among those who say sex on vacation is not better than at home, three in ten (29%) say that the reason sex is NOT better on vacation is that there are 'too many other things to see and do'. 17% say that 'sharing rooms with other family members or friends' or that 'it's more comfortable in my own home' are reasons why vacation sex is not as good as it is at home. Three in ten (31%) say vacation sex isn't as good for a different reason than those provided.



Q11. What is the main reason that sex is NOT better while on vacation than it is at home?  
Base: Respondents who said sex while on vacation is not better than sex at home (n=473)