

2024 GLOBAL TRAVELLER RESEARCH PROGRAM

CANADA HIGHLIGHTS REPORT



Canada



Maligne Lake Alberta



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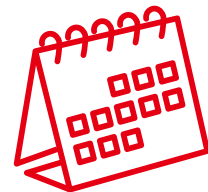
Most Recent Trip

STUDY OVERVIEW: CANADA MARKET

The Global Traveller Research Program is an annual survey commissioned by Destination Canada and conducted by YouGov Canada. The study fielded online in English and French, with sample being sourced from a nationally established panel.

Total Canadian Residents: The Canada study is conducted among the general population (excluding residents of the Northern Territories). Respondents are split into two groups based on their travel behaviour:

- **Domestic Out-of-Province Travellers:** Canadian residents aged 18 years and older, who have taken a pleasure trip in Canada beyond their own province where they had stayed at least 2 nights with a minimum of 1 night in paid accommodation in the past 3 years, or plan to take such a trip in the next year. These respondents evaluated destinations outside of their province.
- **In-Province:** Canadian residents aged 18 years and older, who evaluated destinations within their province of residence.



Timing of Fieldwork

November 18th – December 16th, 2024



Sample distribution: **National (excl. Territories)**

Domestic Out-of-Province Travellers: 4621

In-Province Travellers: 4583

Total sample size: 9204

- In 2023, DC switched research providers to YouGov Canada, with the project being migrated over to YouGov's proprietary panel.
 - As a result, no trending is available for the Canadian market.
- Due to the sampling approach for this study (with quotas for out-of-province travellers being filled first and all others falling into the in-province traveller category), comparison analysis between the two groups are not included. Furthermore, some questions were only asked among one of the two subgroups.



The next 2-year immediate potential for out-of-province travel in Canada is 17.3M Canadians



Both out-of-province travellers and in-province travellers are more likely to consider travelling during the Summer months followed by Fall



Canadians are interested in nature walks, natural attractions, oceanside beaches, and unique local experiences



Travellers within Canada in the past 3 years were most likely to be travelling with a spouse or partner; out-of-province travellers were also more likely to travel with children, while in-province travellers were more likely to travel solo



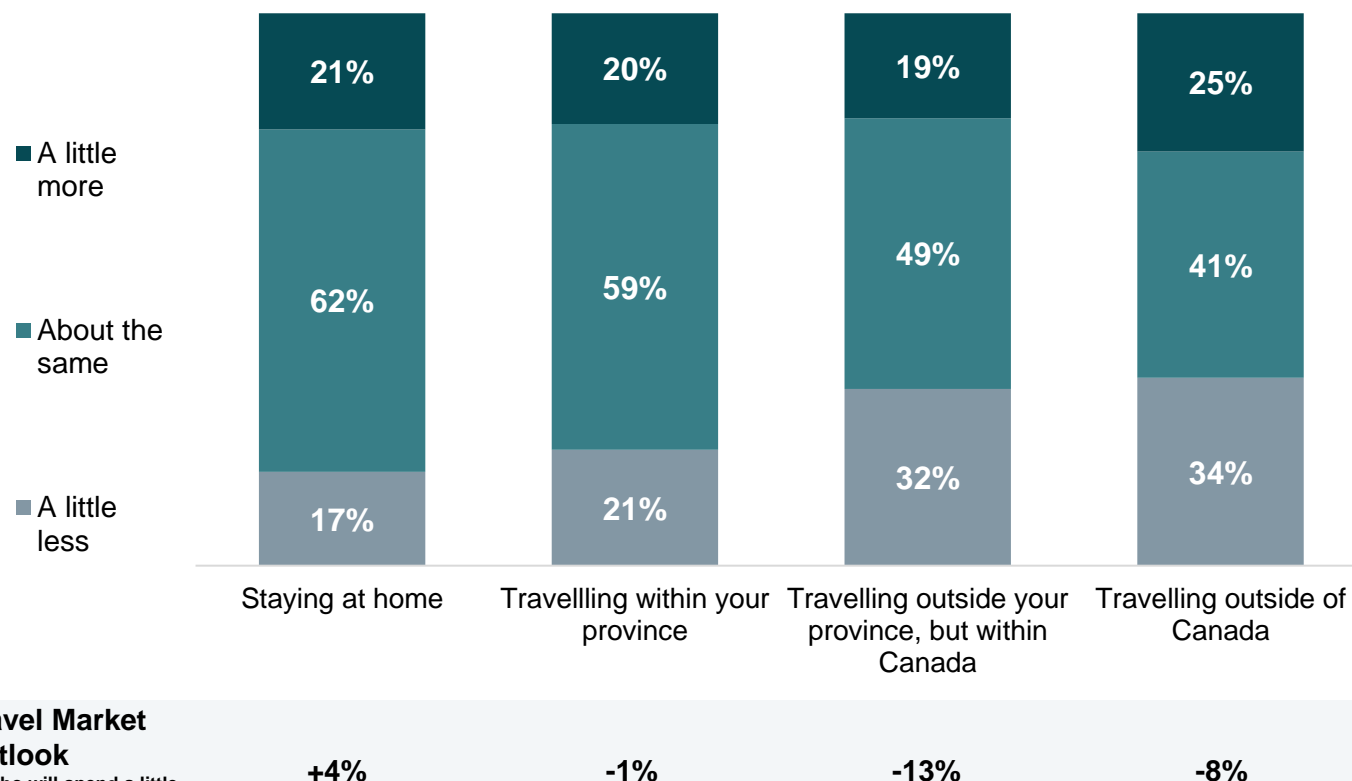
Canadians state accessibility and ease of travel, authenticity, and safety and comfort of the experience, would increase their interest in Indigenous cultural experiences.

TRAVEL OUTLOOK



St. Lunaire-Griquet
Newfoundland and Labrador

VACATION OUTLOOK (IN NEXT 12 MONTHS)



Travel Market Outlook
(% who will spend a little more MINUS % who will spend a little less)

Base: Canadian residents 18+ (n=9250)
How do you plan to spend your vacation time in the next 12 months compared to the last 12 months? Will you spend your vacation time...

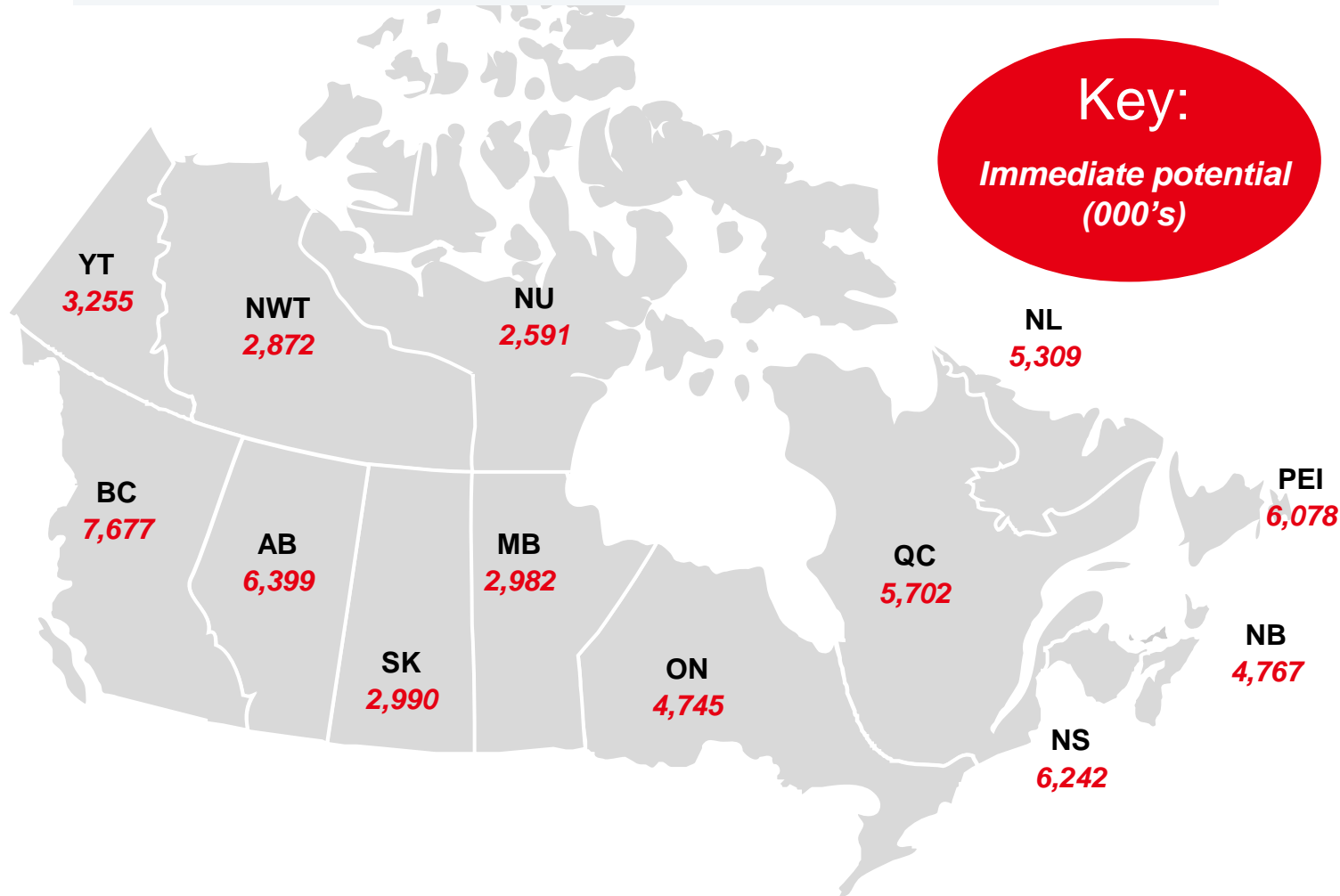
Approximately two in ten Canadians are either planning to travel within their province, or outside their province but within Canada a little more compared to last year.



Essipit
Québec

POTENTIAL OUT-OF-PROVINCE MARKET SIZE

Next Year Immediate Potential for Canada: **17,332,000**



7

Base: Domestic out-of-province travellers (n=4621)
You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year?
Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.

Total Out-of-Province



CANADIAN TOURISM DATA
collective



DESTINATION
CANADA

BC has the largest potential to draw in out-of-province travellers, followed by Alberta, Nova Scotia, and PEI.



Grand Manan Island
New Brunswick

Canada GTRP –
December 2024



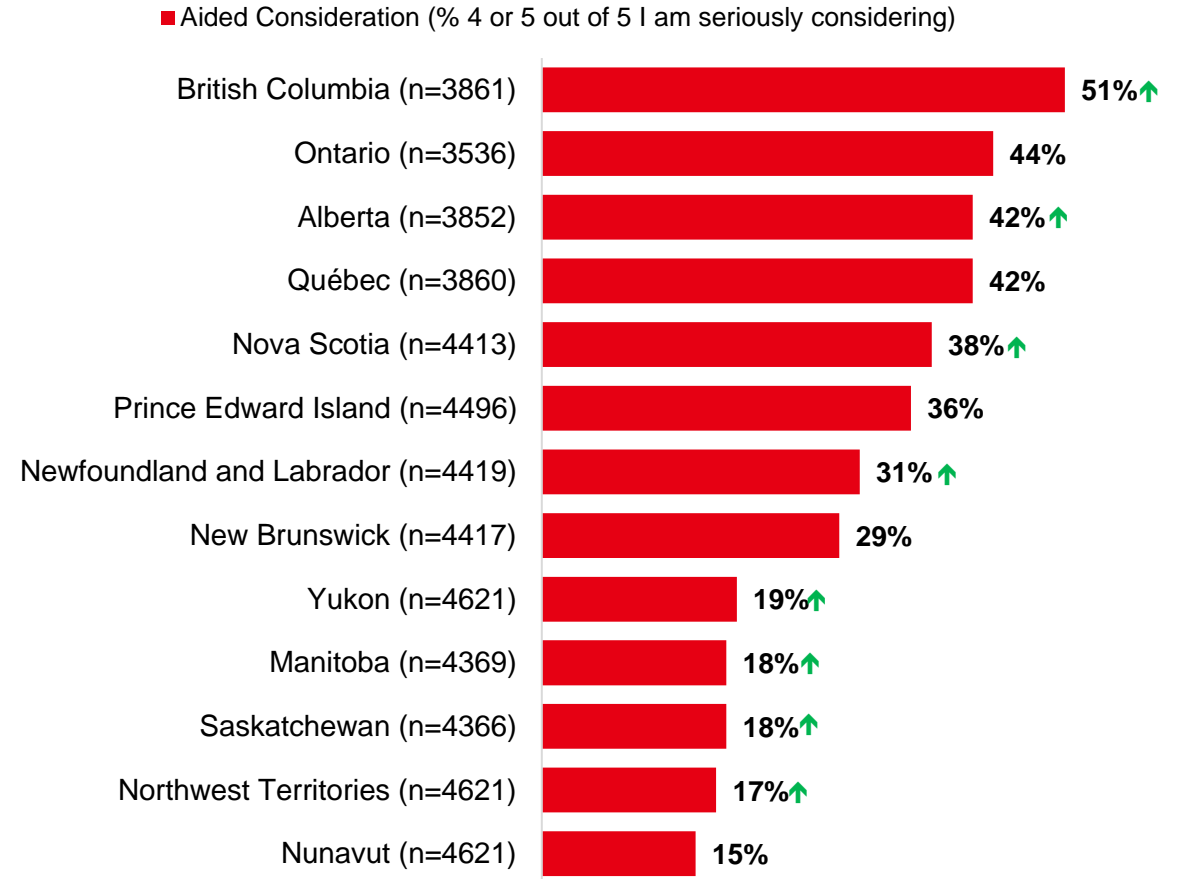
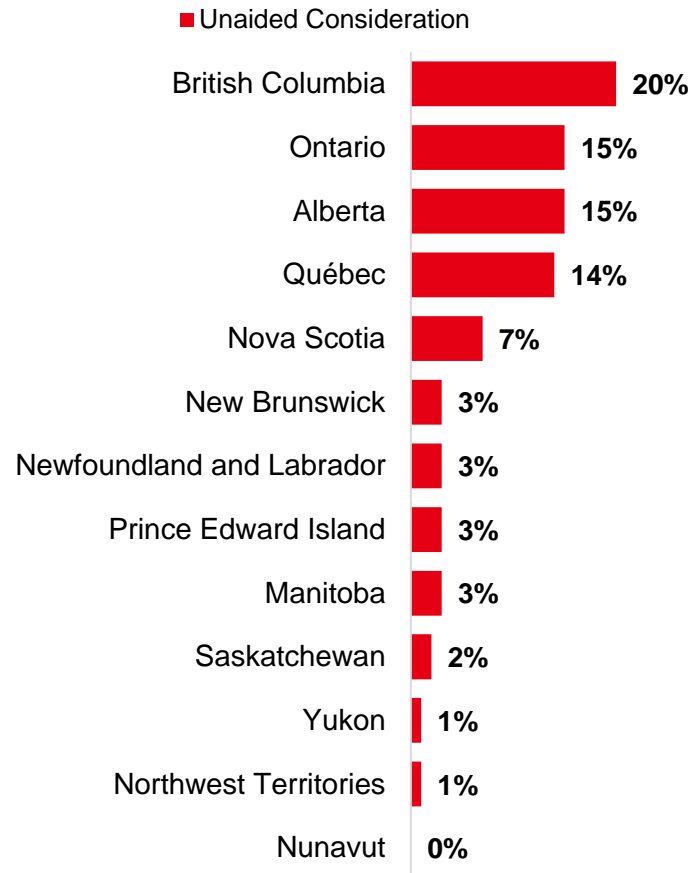
OUT-OF- PROVINCE TRAVEL



Cape Breton Island
Nova Scotia

UNAIDED AND AIDED CONSIDERATION (NEXT YEAR) – PROVINCES & TERRITORIES

Out-of-province travellers show the most interest in visiting BC, Ontario, Alberta, and Québec.

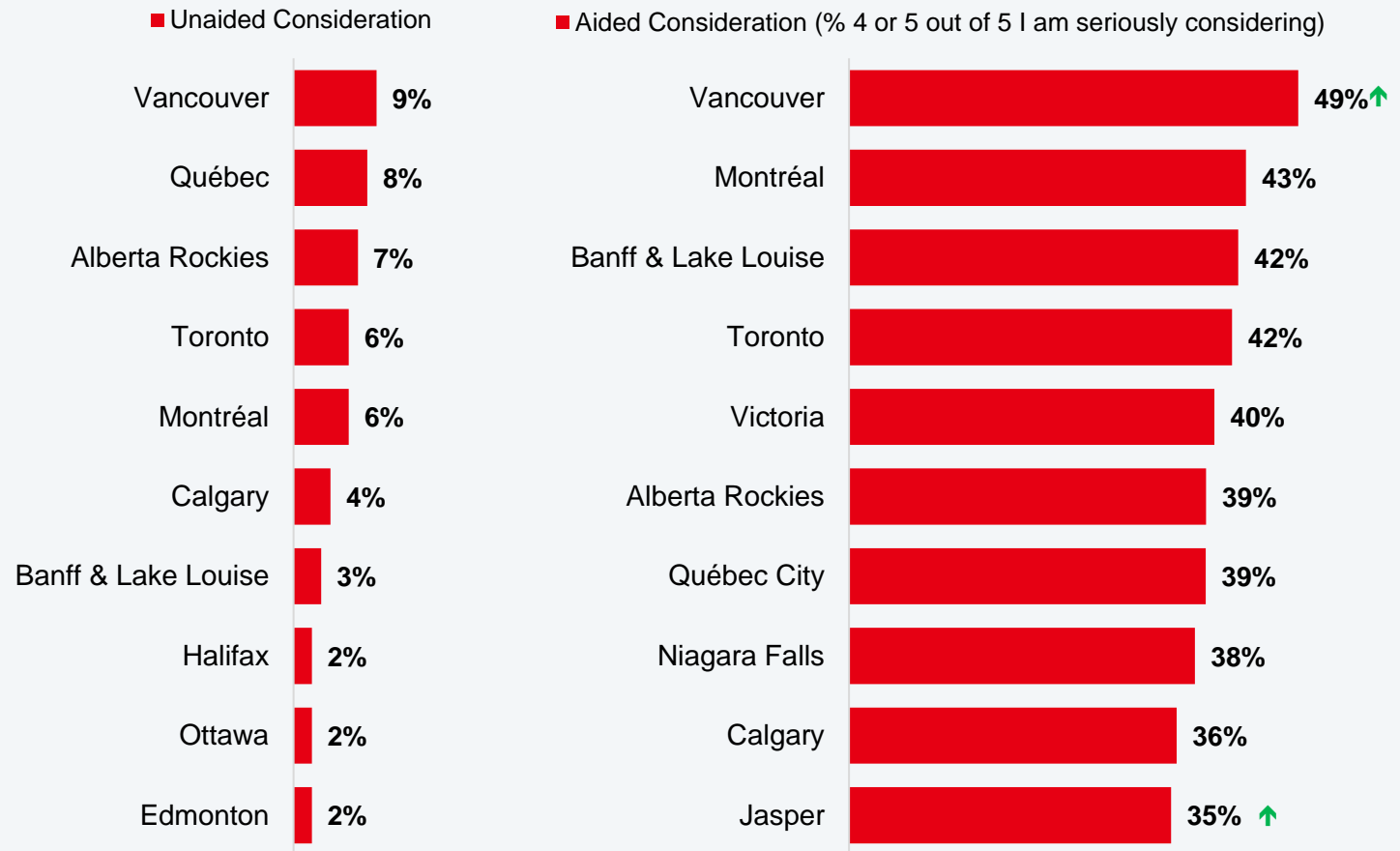


Base: Domestic out-of-province travellers (n=4621)
You mentioned that you are likely to take a vacation trip of 2 or more nights outside of your own province, but within Canada in the next year. Which destinations are you seriously considering for your trips in the next year? (Please list up to 3 destinations.)

Base: Domestic out-of-province travellers
You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.



UNAIDED AND AIDED CONSIDERATION (NEXT YEAR) – TOP 10 CITIES/REGIONS



Base: Domestic out-of-province travellers (n=4621)
You mentioned that you are likely to take a vacation trip of 2 or more nights outside of your own province, but within Canada in the next year. Which destinations are you seriously considering for your trips in the next year? (Please list up to 3 destinations.)

Base: Domestic out-of-province travellers, Evaluated [DESTINATION]
You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.

↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

Total Out-of-Province



Vancouver remains the most popular destination being considered among out-of-province travellers. Montréal, Banff & Lake Louise, and Toronto are also top cities seriously considered for a future travel destination on an aided basis.

Grand Manan Island
New Brunswick

Canada GTRP –
December 2024



LIKELIHOOD TO TAKE A DOMESTIC TRIP (NEXT YEAR)

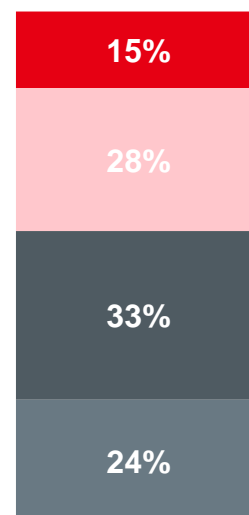
Almost six in ten out-of-province travellers are interested in taking an out-of-province trip in the next year for any number of nights.

- Definitely
- Very likely
- Somewhat likely
- Not interested

1-3 Night Short Trip

% Top 2 box

44%

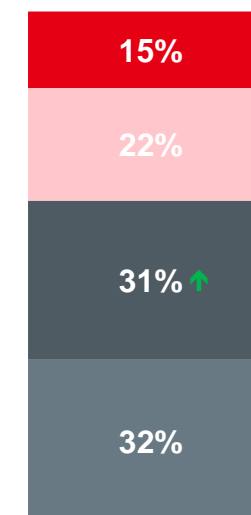


Total Canada

4+ Nights Long Trip

% Top 2 box

37%



Total Canada

NET: Definitely/
Very Likely for
any number of
nights
Total: 57%

Note: "Not interested" is comprised of those saying not very likely or not at all likely
Base: Domestic out-of-province travellers (n=4621)
Realistically, how likely are you to take a vacation trip outside of your own province, but within **Canada** in the **next year**?
(Select one)



TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
British Columbia (n=664)	19%	36%	61%	34%
Kootenay Rockies (n=140)	17%	33%	62%	35%
Vancouver (n=248)	18%	38%	53%	37%
Victoria (n=180)	18%	32%	60%	45%
Whistler (n=117)	30%	21%	51%	25%
Thompson Okanagan (n=178)	15%	29%	62%	37%
Alberta (n=523)	19%	32%	63%	32%
Alberta Rockies (n=156)	17%	33%	53%	38%
Calgary (n=178)	18%	32%	54%	34%
Edmonton (n=144)	17%	32%	62%	27%
Banff & Lake Louise (n=165)	18%	27%	60%	31%
Jasper (n=157)	20%	24%	52%	33%
Saskatchewan (n=140)	21%	24%	56%	36%
Regina (n=71)	20%	31%	65%	32%
Saskatoon (n=79)	21%	39%	52%	31%

Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.
Base: Domestic out-of-province travellers, Considering [DESTINATION]
What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)

Total Out-of-Province



collective



DESTINATION CANADA

Out-of-province travellers are most likely to visit Western Canada during the summer months. Fall travel interest is also notably high for Victoria, Thompson Okanagan, and the Alberta Rockies.



Falcon Trails Resort
Manitoba

Canada GTRP – December 2024



TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS) (CONTINUED)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
Manitoba (n=142)	31%	43%	48%	39%
Winnipeg (n=67)	18%	39%	50%	41%
Churchill (n=37*)	41%	42%	37%	26%
Ontario (n=494)	16%	29%	62%	31%
Ottawa (n=141)	18%	25%	58%	36%
Niagara Falls (n=157)	12%	32%	64%	31%
Toronto (n=228)	18%	31%	61%	29%
Muskoka (n=52)	21%	34%	53%	44%
Northern Ontario (n=48*)	19%	34%	59%	30%
Québec (n=417)	26%	33%	55%	36%
Montréal (n=226)	28%	37%	62%	43%
Québec City (n=150)	25%	32%	52%	40%
Mont Tremblant (n=68)	31%	36%	43%	38%
New Brunswick (n=250)	12%	29%	65%	28%
Fredericton (n=68)	6%	32%	66%	33%
Saint John (n=77)	12%	35%	63%	29%

Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.
 Base: Domestic out-of-province travellers, Considering [DESTINATION]
 What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)
 *Small base size, interpret with caution (n<50)

Total Out-of-Province



TRADE & TOURISM DATA

collective



DESTINATION

CANADA



Summer months are also most popular for out-of-province trips to Manitoba, Ontario, Québec and New Brunswick. Winter travel interest is strongest in Churchill, Mont-Tremblant, and Montréal, with notable appeal also seen in Québec City.





Falcon Trails Resort

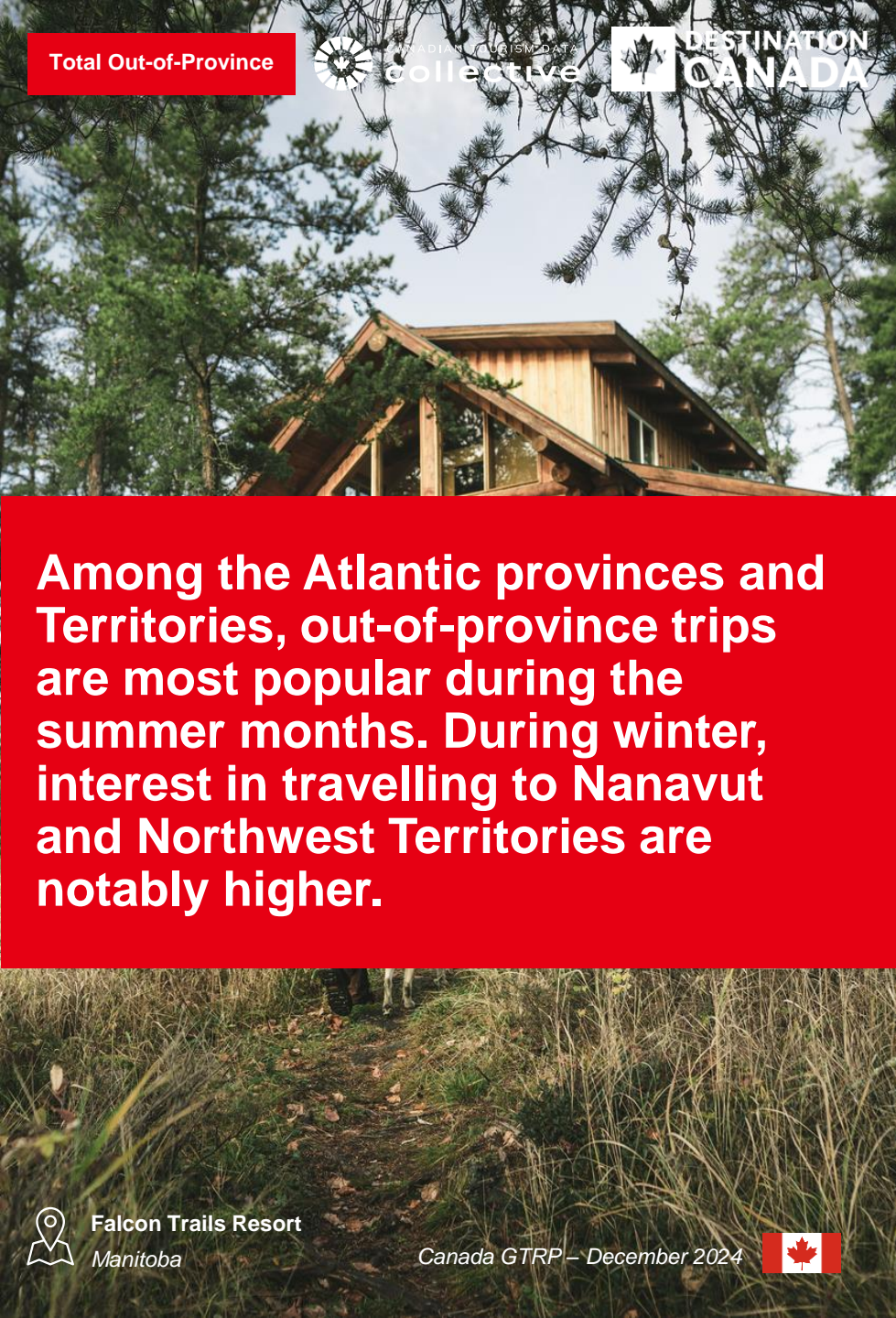
Manitoba

Canada GTRP – December 2024



TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS) (CONTINUED)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
Nova Scotia (n=390)	14%	33%	65%	39%
Halifax (n=214)	11%	28%	67%	45%
Cape Breton (n=130)	12%	23%	62%	46%
Prince Edward Island (n=342)	15%	22%	71%	34%
Charlottetown (n=176)	9%	31%	69%	31%
Newfoundland & Labrador (n=286)	15%	31%	66%	36%
St. John's (n=122)	8%	25%	65%	43%
Yukon (n=133)	26%	30%	56%	30%
Whitehorse (n=74)	19%	30%	59%	30%
Dawson City (n=45)	17%	21%	57%	42%
Northwest Territories (n=106)	31%	27%	53%	34%
Yellowknife (n=52)	41%	24%	51%	46%
Inuvik (n=36*)	21%	25%	44%	18%
Nunavut (n=96)	34%	32%	57%	25%
Iqaluit (n=44*)	11%	37%	53%	28%



Total Out-of-Province



collective



DESTINATION CANADA

Among the Atlantic provinces and Territories, out-of-province trips are most popular during the summer months. During winter, interest in travelling to Nanavut and Northwest Territories are notably higher.



Falcon Trails Resort
Manitoba

Canada GTRP – December 2024



Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.
Base: Domestic out-of-province travellers, Considering [DESTINATION]
What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)
*Small base size, interpret with caution (n<50)



Out-of-province travellers are actively planning trips to British Columbia and Québec, particularly to Montréal, Calgary, and Banff & Lake Louise.

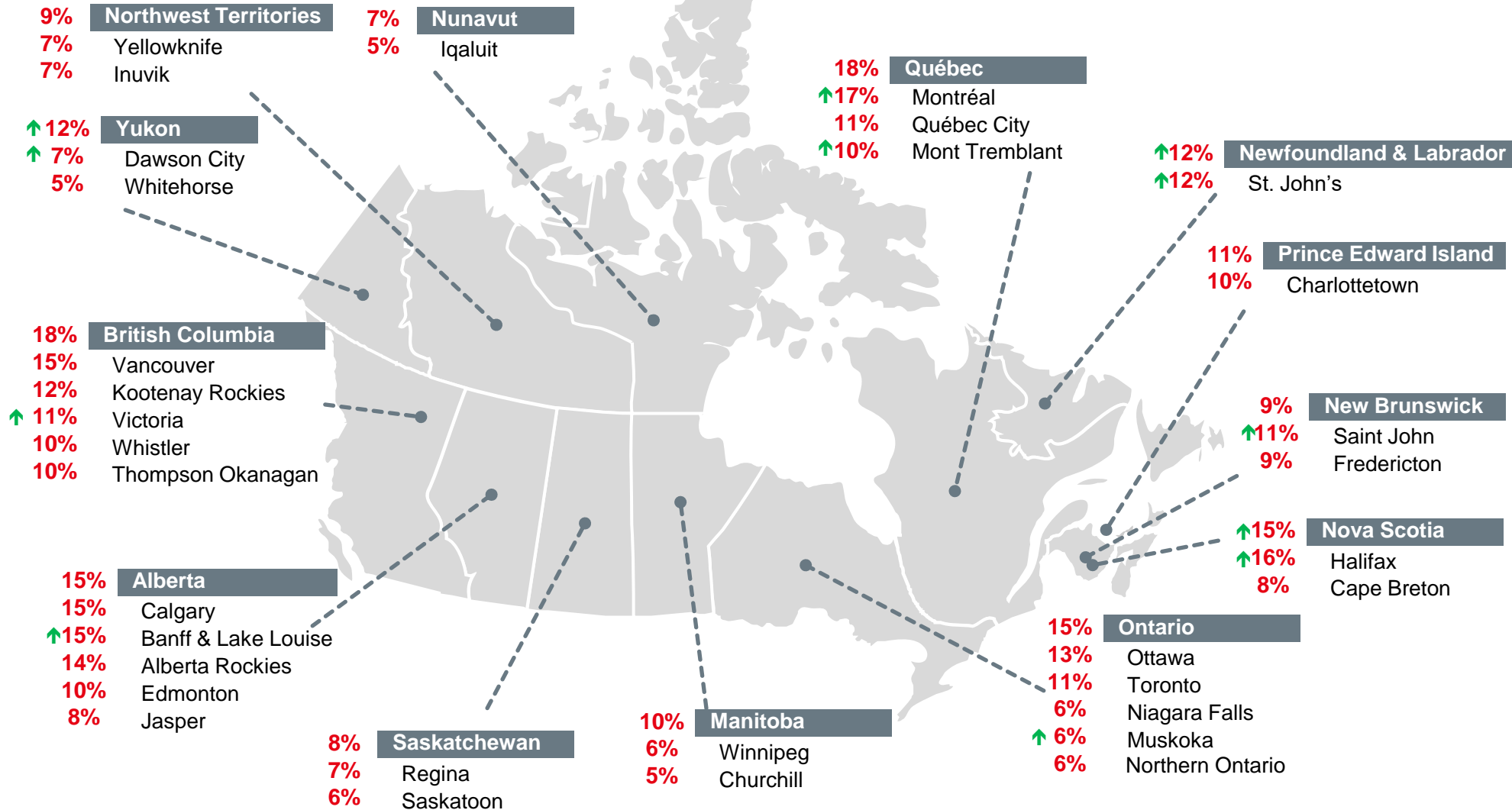


Grasslands Provincial Park
Saskatchewan

Total Out-of-Province



NET ACTIVE PLANNING – BY CITY/REGION



Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.

Base: Domestic out-of-province travellers (n=varies)

Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select one for each)

↑ / ↓ = Resultat considérablement plus élevé/plus faible (2024 p/r à 2023)
↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

Canada GTRP – December 2024

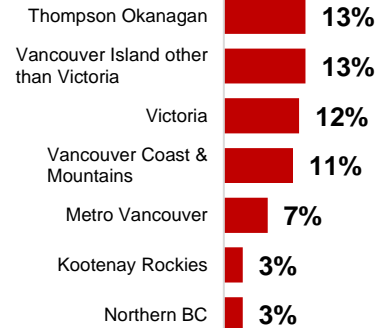
IN-PROVINCE TRAVEL

UNAIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS

Banff & Lake Louise is the most popular region being considered on an unaided basis among in-province travellers in Western Canada, increasing significantly compared to last year.

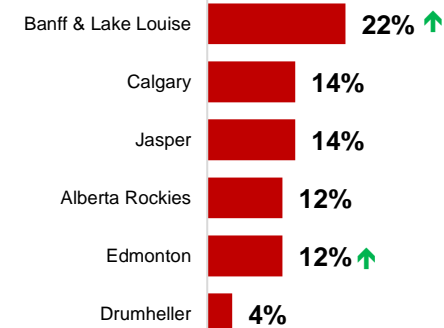
British Columbia

Total (n=770)



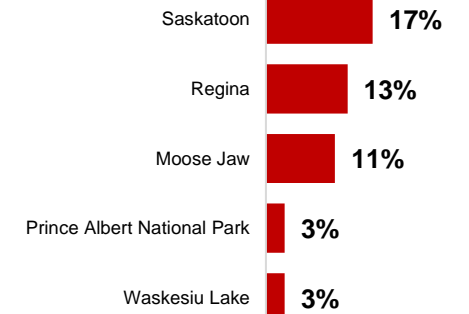
Alberta

Total (n=766)



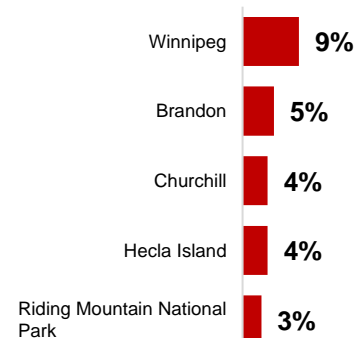
Saskatchewan

Total (n=250)



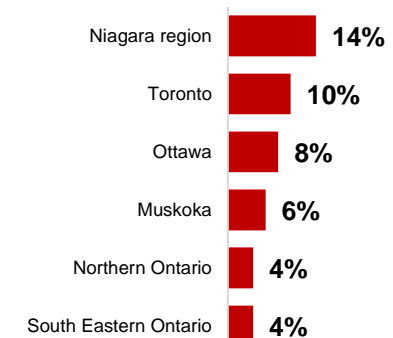
Manitoba

Total (n=258)



Ontario

Total (n=1075)



Base: Canadian residents evaluating in-province destinations
If you are planning to take a vacation trip of 1 or more nights within [PROVINCE] in the next year, which destinations are you seriously considering? (Please list up to 3 destinations)

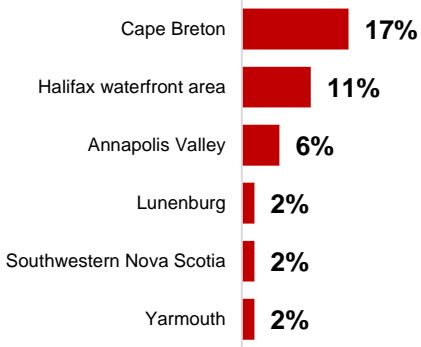
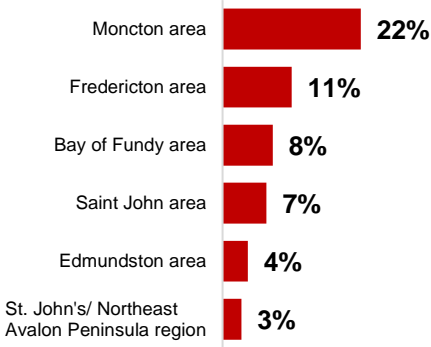
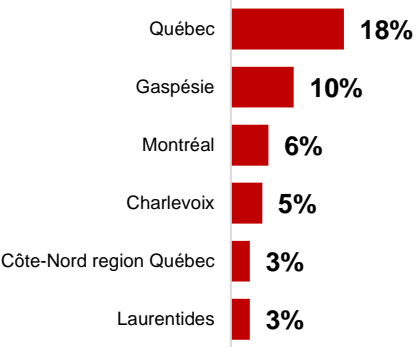


UNAIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS (CONTINUED)

Québec Total (n=760)

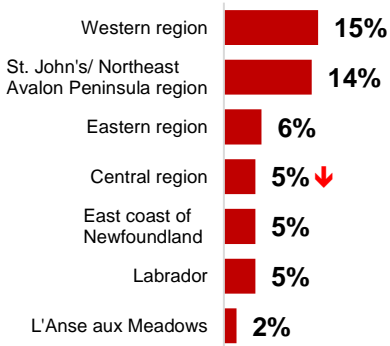
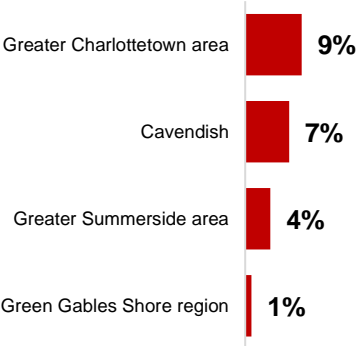
New Brunswick Total (n=203)

Nova Scotia Total (n=205)

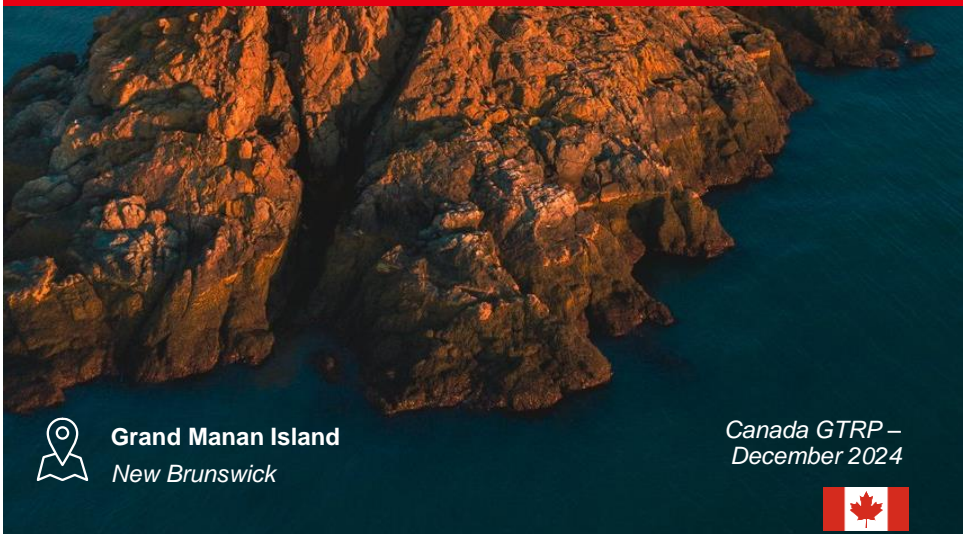


Prince Edward Island Total (n=96)

Newfoundland and Labrador Total (n=200)



In the East, the Moncton area, Québec, and Cape Breton are also popular destinations being considered on an unaided basis among travellers within the respective provinces.



 Grand Manan Island
New Brunswick



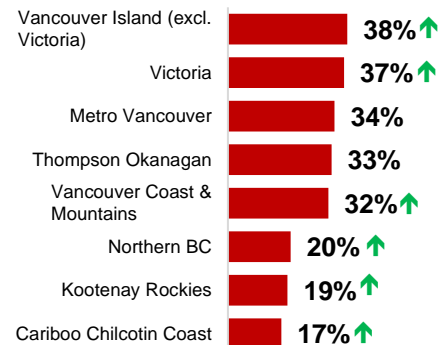
AIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS

% 4 or 5 (out of 5 – I am seriously considering)

Banff & Lake Louise, followed by Winnipeg, and Saskatoon are the most popular regions being considered on an aided basis among in-province travellers in Western Canada.

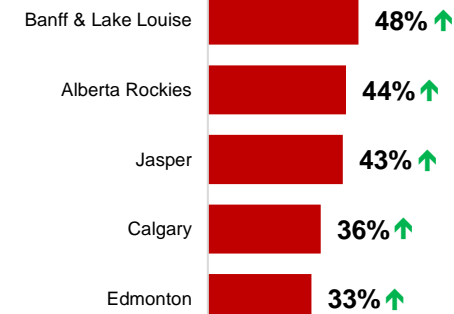
British Columbia

Total (n=770)



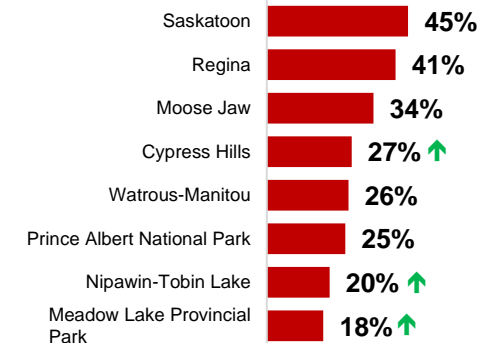
Alberta

Total (n=766)



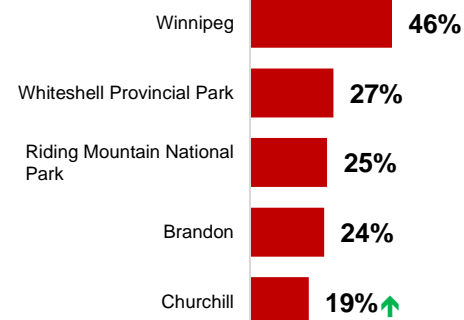
Saskatchewan

Total (n=250)



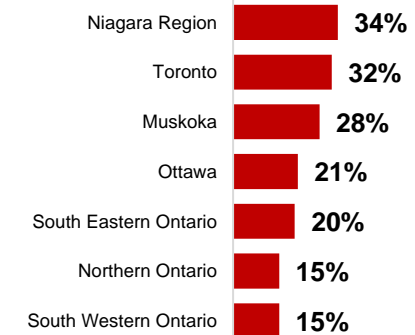
Manitoba

Total (n=258)



Ontario

Total (n=1075)



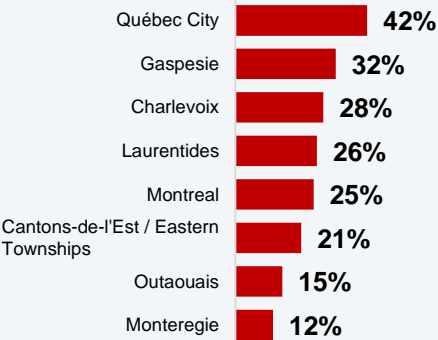
Base: Canadian residents evaluating in-province destinations
You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.



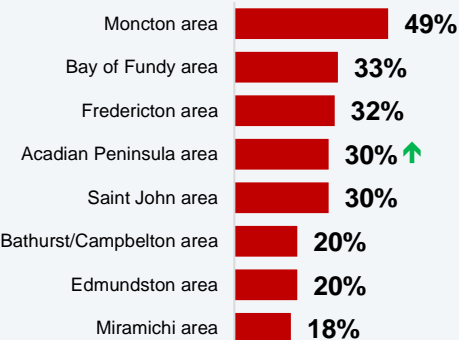
AIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS (CONTINUED)

% 4 or 5 (out of 5 – I am seriously considering)

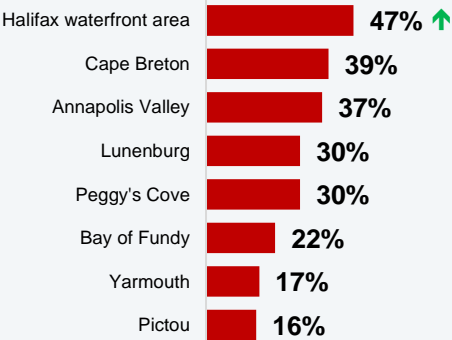
Québec Total (n=760)



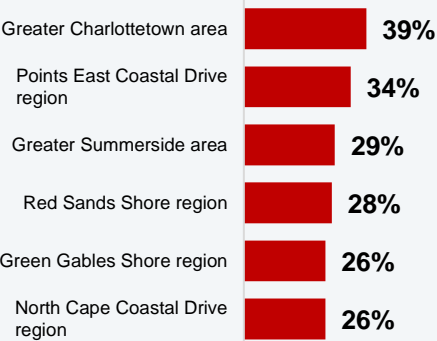
New Brunswick Total (n=203)



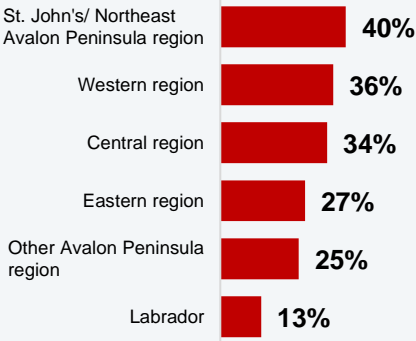
Nova Scotia Total (n=205)



Prince Edward Island Total (n=96)



Newfoundland and Labrador Total (n=200)



Total In-Province

CANADIAN TOURISM DATA
collective

DESTINATION
CANADA

On an aided basis, the Moncton area, the Halifax waterfront area, and Québec City are the most popular destinations being considered among travellers within the respective province.

Grand Manan Island
New Brunswick

Canada GTRP –
December 2024

Base: Canadian residents evaluating in-province destinations
You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.
↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

LIKELIHOOD TO TAKE A DOMESTIC TRIP (NEXT YEAR)

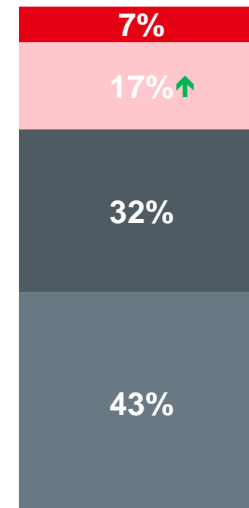
Three in ten in-province travellers are interested in taking an in-province trip in the next year for any number of nights.

- Definitely
- Very likely
- Somewhat likely
- Not interested

1-3 Night Short Trip

% Top 2 box

25% ↑

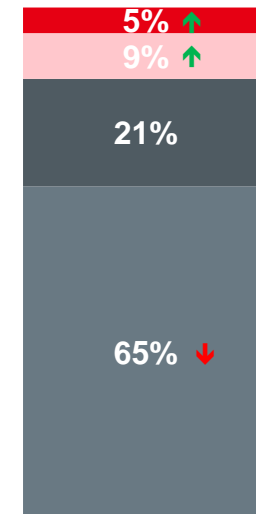


Total Canada

4+ Nights Long Trip

% Top 2 box

14% ↑



Total Canada

**NET: Definitely/
Very Likely for
any number of
nights**
Total: 30% ↑

Note: "Not interested" is comprised of those saying not very likely or not at all likely
Base: Canadian residents evaluating in-province destinations (n=4583)
Realistically, how likely are you to take a vacation within your province in the next year? (Select one)



TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
British Columbia				
Metro Vancouver (n=161)	27%	41%	55%	36%
Vancouver Coast & Mountains (n=133)	32%	47%	61%	53%
Victoria (n=164)	22%	53%	61%	49%
Vancouver Island (excl. Victoria) (n=156)	29%	47%	62%	49%
Thompson Okanagan (n=139)	16%	34%	69%	44%
Cariboo Chilcotin Coast (n=57)	20%	36%	68%	33%
Northern BC (n=72)	21%	45%	65%	52%
Kootenay Rockies (n=76)	22%	47%	63%	39%
Alberta				
Alberta Rockies (n=206)	35%	45%	64%	48%
Calgary (n=181)	30%	37%	58%	33%
Edmonton (n=157)	30%	46%	54%	38%
Banff & Lake Louise (n=222)	34%	44%	69%	36%
Jasper (n=194)	28%	38%	61%	33%



In-province BC and Alberta travellers are most likely to go on a trip during the summer months, though there is also interest in spring and fall months.

TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS) (CONTINUED)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
Saskatchewan				
Regina (n=67)	23%	33%	53%	37%
Saskatoon (n=69)	42%	41%	59%	48%
Moose Jaw (n=53)	31%	36%	57%	35%
Prince Albert National Park (n=36*)	15%	34%	66%	38%
Cypress Hills (n=32*)	16%	23%	75%	30%
Watrous-Manitou (n=40*)	20%	31%	70%	29%
Manitoba				
Winnipeg (n=90)	28%	39%	64%	41%
Churchill (n=37*)	36%	24%	46%	47%
Riding Mountain National Park (n=46*)	21%	38%	78%	39%
Whiteshell Provincial Park (n=47*)	19%	25%	80%	25%
Brandon (n=38*)	36%	34%	47%	35%

Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.
Base: Canadian residents evaluating in-province destinations, Considering [DESTINATION]
What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)
Cities with base sizes too small to report: (Saskatchewan: Meadow Lake Provincial Park, Nipawin-Tobin Lake)
*Small base size, interpret with caution (n<50)



Total In-Province



Travellers within Saskatchewan and Manitoba are most interested in taking a domestic trip in the summer months. Churchill is most popular during the fall months, though there is opportunity for growth in Saskatoon during the fall months as well.



Falcon Trails Resort
Manitoba



TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS) (CONTINUED)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
Ontario				
Ottawa (n=150)	28%	32%	56%	32%
Niagara region (n=252)	20%	38%	66%	46%
Toronto (n=237)	27%	38%	52%	42%
Muskoka (n=210)	14%	36%	79%	53%
Northern Ontario (n=101)	23%	35%	63%	45%
South Western Ontario (n=96)	19%	47%	62%	41%
South Eastern Ontario (n=144)	13%	36%	64%	37%
Québec				
Montréal (n=127)	21%	26%	54%	29%
Québec City (n=215)	23%	20%	56%	30%
Laurentides (n=107)	30%	29%	51%	43%
Charlevoix (n=123)	6%	20%	60%	35%
Gaspésie (n=159)	8%	12%	66%	31%
Cantons-de-l'Est / Eastern Townships (n=82)	19%	23%	67%	45%
Outaouais (n=63)	16%	28%	52%	40%
Montréal (n=38*)	17%	22%	51%	27%



Within Ontario and Québec, in-province travellers are also most interested in taking a domestic trip in the summer months, though there is opportunity for growth in travellers to Muskoka during the fall months.



24 Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.
Base: Canadian residents evaluating in-province destinations, Considering [DESTINATION]
What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)
*Small base size, interpret with caution (n<50)

TIME OF YEAR INTERESTED IN TAKING A DOMESTIC TRIP (NEXT 2 YEARS) (CONTINUED)

Province/Territory	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
New Brunswick				
Moncton area (n=63)	33%	34%	68%	44%
Fredericton area (n=39*)	24%	23%	68%	54%
Saint John area (n=38*)	19%	37%	56%	28%
Acadian Peninsula area (n=26*)	23%	41%	52%	45%
Bay of Fundy area (n=40*)	15%	32%	76%	53%
Nova Scotia				
Halifax waterfront area (n=58)	19%	34%	72%	46%
Cape Breton (n=45*)	13%	23%	70%	57%
Lunenburg (n=27*)	7%	21%	76%	41%
Annapolis Valley (n=43*)	11%	32%	61%	54%
Peggy's Cove (n=39*)	17%	31%	58%	57%
Prince Edward Island				
Greater Charlottetown area (n=26*)	36%	32%	65%	40%
Newfoundland & Labrador				
St. John's/ Northeast Avalon Peninsula region (n=52)	13%	23%	70%	21%
Other Avalon Peninsula region (n=32*)	3%	18%	76%	32%
Eastern region (n=29*)	11%	15%	84%	39%
Central region (n=41*)	5%	19%	77%	31%
Western region (n=49*)	15%	23%	76%	41%

Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.
 Base: Canadian residents evaluating in-province destinations, Considering [DESTINATION]
 What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)
 Cities with base sizes too small to report: (New Brunswick: Edmundston area, Bathurst/Campbelton area, Miramichi area; Nova Scotia: Bay of Fundy, Yarmouth, Pictou; Prince Edward Island: Greater Summerside area, North Cape Coastal Drive region, Green Gables Shore region, Points East Coastal Drive region; Newfoundland & Labrador: Labrador)
 *Small base size, interpret with caution (n<50)



Among Atlantic provinces, in-province travellers are also most interested in taking a domestic trip in the summer months, with there also being high interest in Cape Breton and Peggy’s Cove during the fall months.





In-province
travellers are
actively planning
their trips to
Regina and
Winnipeg.



Grasslands Provincial Park
Saskatchewan

Total In-Province



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collective



DESTINATION
CANADA

NET ACTIVE PLANNING – BY CITY/REGION

British Columbia

↑15%	Metro Vancouver
↑14%	Victoria
↑13%	Vancouver Island (excl. Victoria)
↑12%	Vancouver Coast & Mountains
11%	Thompson Okanagan
↑8%	Kootenay Rockies
7%	Cariboo Chilcotin Coast
7%	Northern BC

Alberta

↑21%	Calgary
↑20%	Edmonton
↑14%	Banff & Lake Louise
↑13%	Alberta Rockies
↑13%	Jasper

Saskatchewan

↑25%	Regina
19%	Saskatoon
12%	Moose Jaw
10%	Watrous-Manitou
8%	Meadow Lake Provincial Park
8%	Nipawin-Tobin Lake
7%	Prince Albert National Park
7%	Cypress Hills

Québec

13%	Montréal
12%	Québec City
6%	Charlevoix
6%	Gaspésie
5%	Laurentides
5%	Cantons-de-l'Est / Eastern Townships
5%	Montréal
3%	Outaouais

Manitoba

26%	Winnipeg
10%	Brandon
9%	Riding Mountain National Park
9%	Whiteshell Provincial Park
7%	Churchill

Newfoundland & Labrador

16%	St. John's/ Northeast Avalon Peninsula region
9%	Other Avalon Peninsula region
9%	Eastern region
9%	Central region
8%	Western region
3%	Labrador

Prince Edward Island

17%	Greater Charlottetown area
15%	Greater Summerside area
11%	North Cape Coastal Drive region
9%	Green Gables Shore region
8%	Red Sands Shore region
8%	Points East Coastal Drive region

New Brunswick

↑21%	Moncton area
13%	Saint John area
10%	Acadian Peninsula area
10%	Bay of Fundy area
8%	Fredericton area
6%	Edmundston
6%	Bathurst/Campbelton area
6%	Miramichi area

Nova Scotia

17%	Halifax
13%	Cape Breton
10%	Lunenburg
10%	Annapolis Valley
10%	Peggy's Cove
8%	Yarmouth
6%	Bay of Fundy
2%	Pictou

Ontario

15%	Toronto
8%	Ottawa
8%	Niagara region
7%	South Eastern Ontario
6%	Muskoka
6%	Northern Ontario
6%	South Western Ontario

A "-" indicates a response that is <1%

Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.

Base: Canadian residents evaluating in-province destinations (n=varies)

Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select one for each)

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↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

INDIGENOUS TRAVEL



Carcross
Yukon





Among Canadians, the top factors that would increase interest in Indigenous cultural experiences are accessibility & ease of travel, authenticity of the experiences, and safety & comfort of the destination.

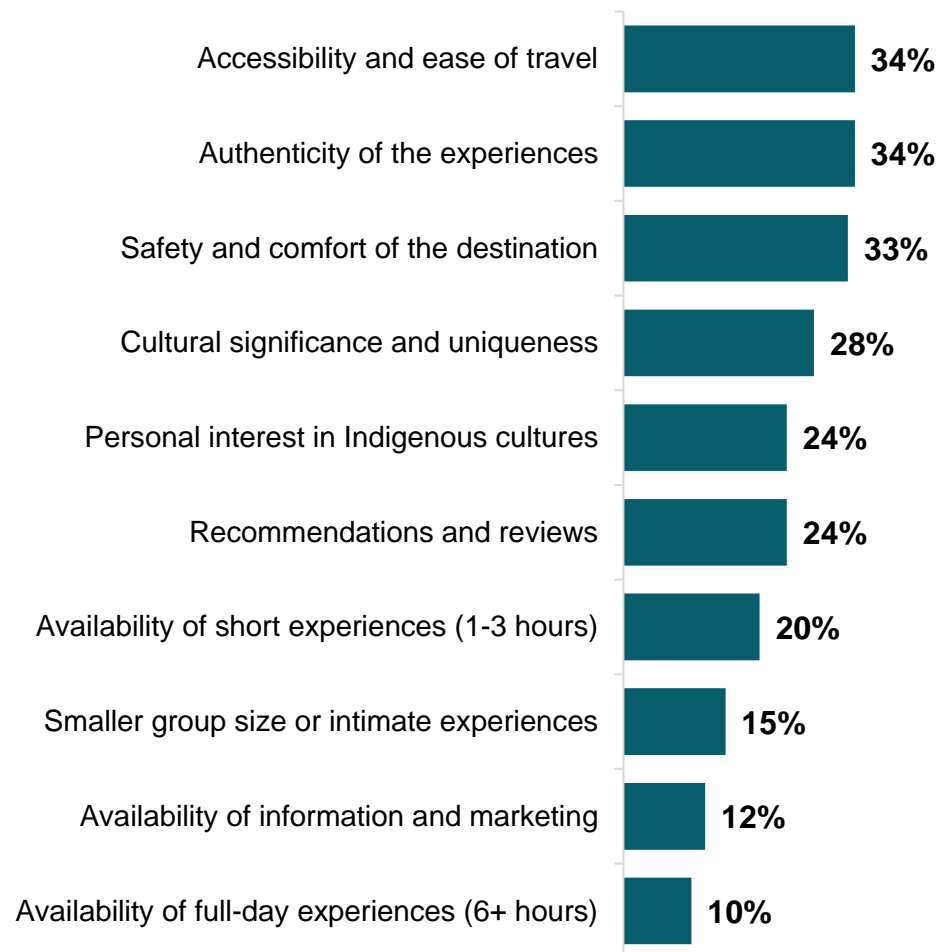


Uclulet
British Columbia

Total Canada



FACTORS TO DRIVE INTEREST IN INDIGENOUS CULTURAL EXPERIENCES



Note: respondents were asked either about interest in Indigenous destinations (C10) or factors to drive interest in Indigenous cultural experiences (C11)
Base: Canadian residents 18+ (n=4595); What factors would increase your interest in participating in Indigenous cultural experiences and tourism activities in a destination? (Select up to 3)

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TRAVEL BEHAVIOURS

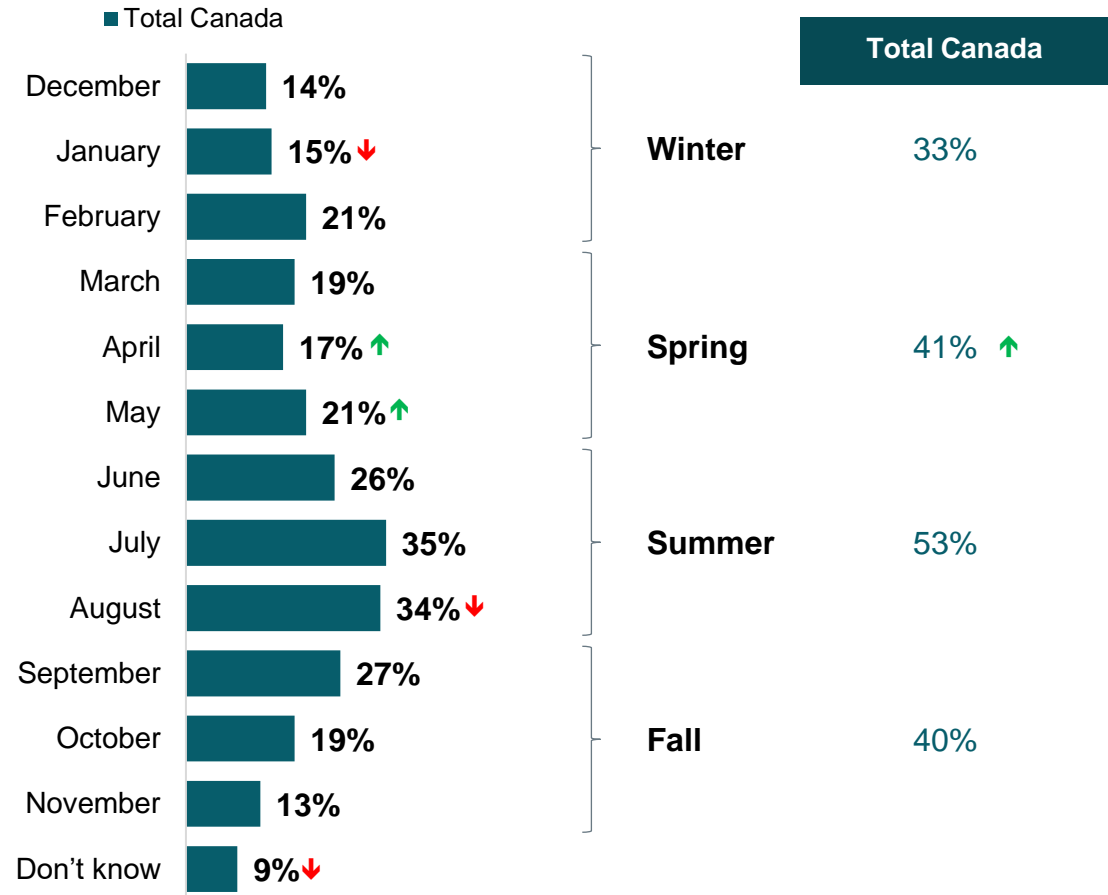


Montréal
Québec



PREFERRED TIME OF MONTH FOR VACATION TRIPS

Summer is the most preferred time for vacation trips, with July and August being the most popular months. That said, there has been a significant increase in the popularity of spring months such as April and May compared to the previous year.



Arctic Bay
Nunavut

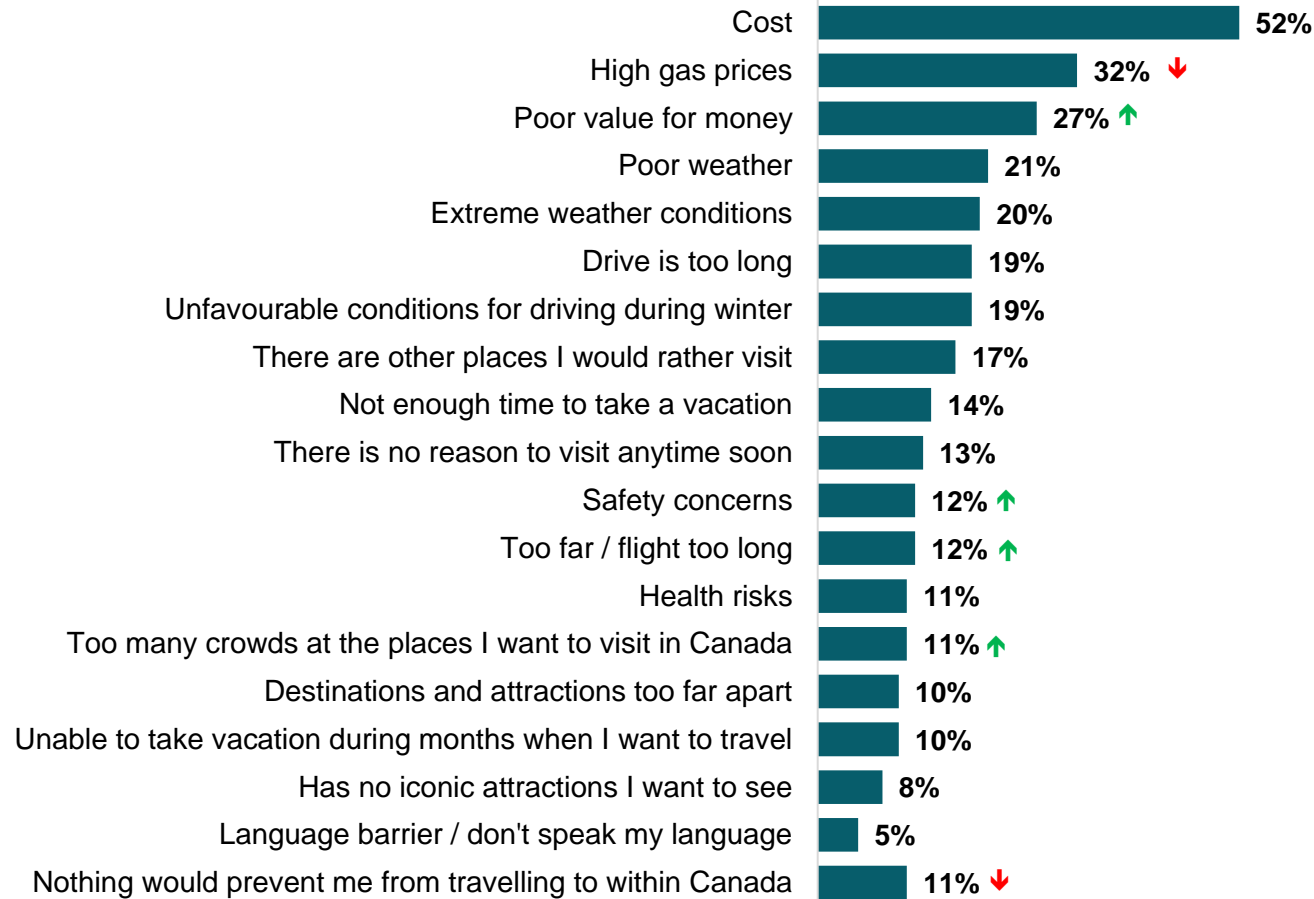
Base: Canadian residents 18+ (n=9204)
In general, what time of year do you typically like to take vacation trips? Select all that apply

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↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

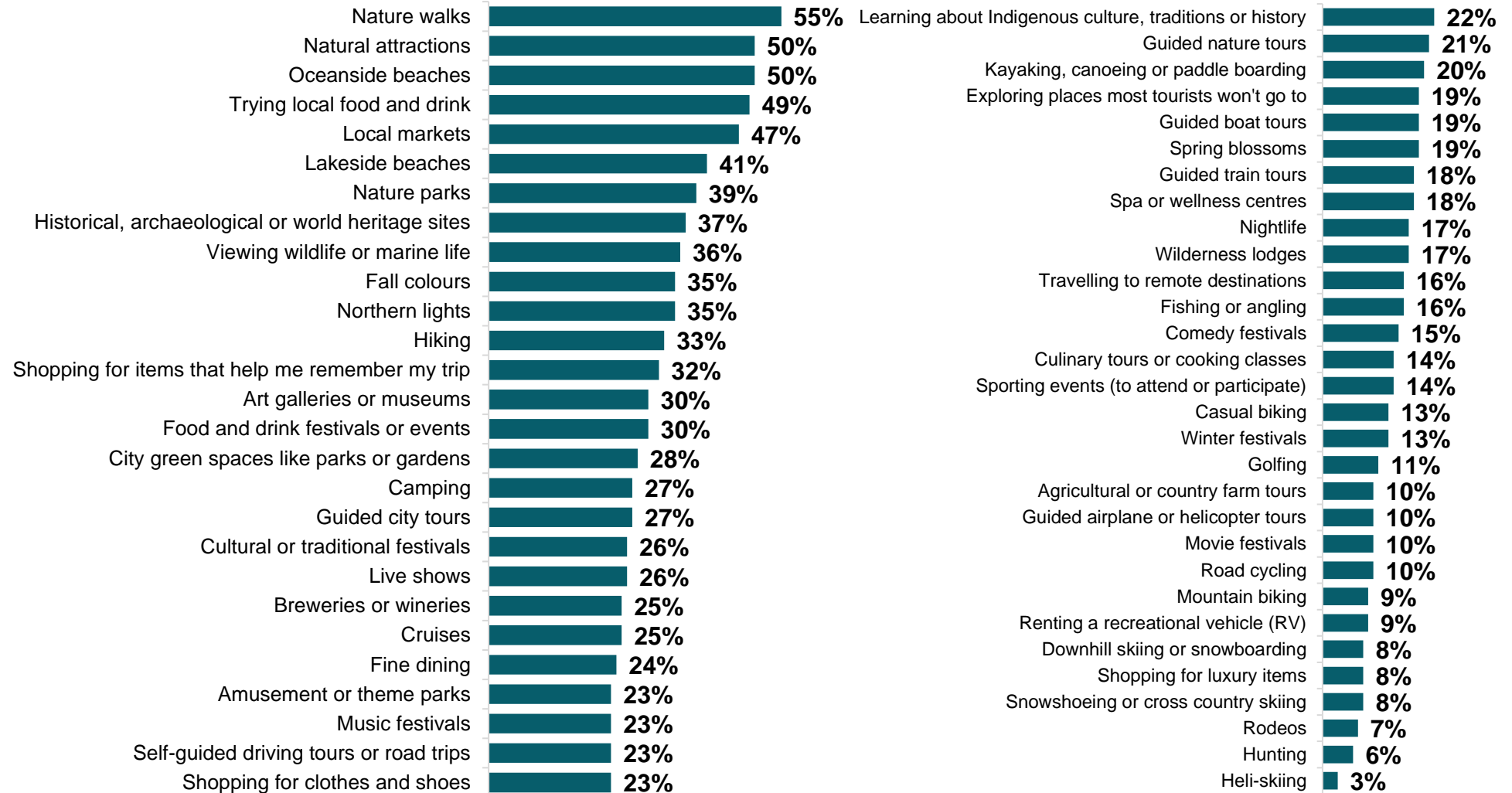
BARRIERS FOR VISITING CANADA



Cost continues to be the greatest deterrent for travelling within Canada, followed by high gas prices, and poor value for money; though mentions of high gas prices have decreased, while mentions for poor value for money have increased.

GENERAL ACTIVITIES INTERESTED IN (FULL LIST)

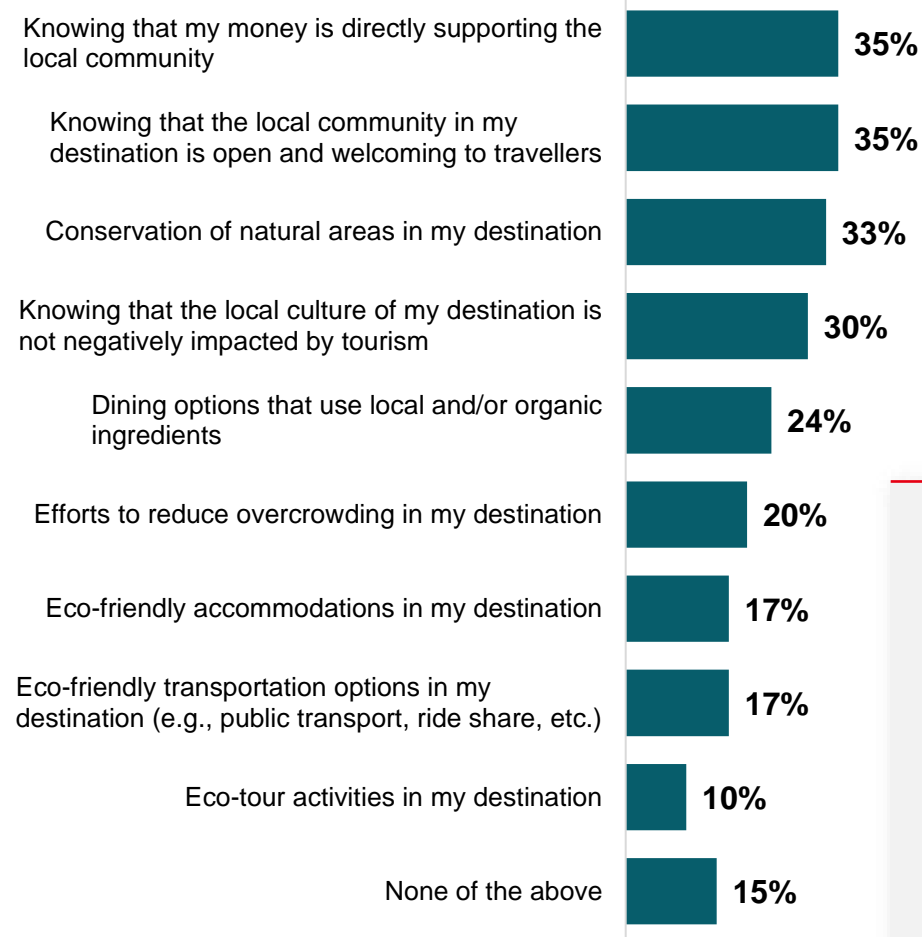
Canadians are most interested in nature walks, natural attractions, oceanside beaches, trying local food & drinks, and local markets while on vacation.



Base: Canadian residents 18+ (n=9204)
In general, what activities or places are you interested in while on vacation? (Select all that apply)



TOP 3 MOST IMPORTANT SUSTAINABILITY EFFORTS



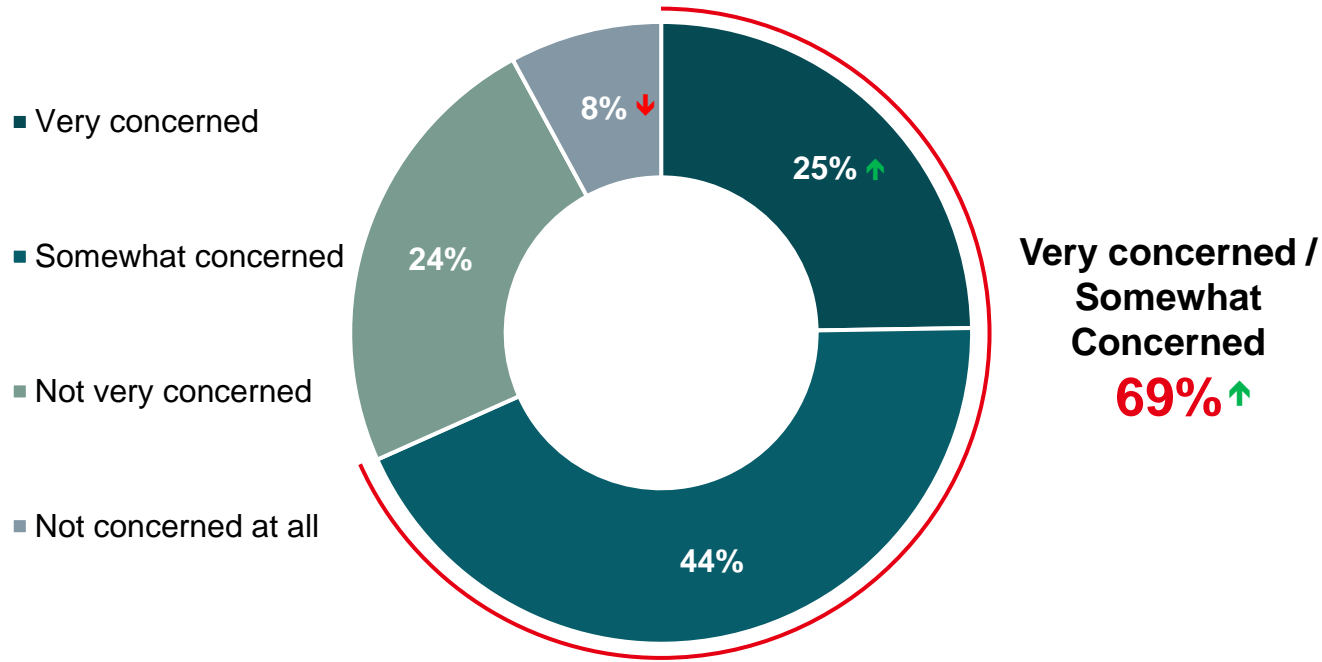
Sustainable Travel Description

Sustainable travel refers to “travel that minimizes any negative impacts on the destination’s environment, economy and society, while making positive contributions to the local people and conserving the destination’s natural and cultural heritage”.

The most important sustainability efforts among Canadians are knowing that their money is supporting the local community, knowing that the community is open and welcoming to travellers, and the conservation of natural areas in the destination.



IMPACT OF EXTREME WEATHER EVENTS ON TRAVEL PLANS



55% state extreme weather events **significantly or moderately impacted** their future travel decisions in the next year

↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

Base: Canadian residents 18+ (n=9204)
As you may or may not be aware, extreme weather events are occurrences of unusually severe weather or climate conditions. They are often short-lived and include blizzards, heat waves, wildfires, tornadoes, hurricanes or tropical cyclones. How concerned are you about extreme weather events affecting your travel plans?
To what extent do you expect extreme weather events to impact your future travel decisions in the next year?

Total Canada



CANADIAN TOURISM DATA
collective



DESTINATION
CANADA

Nearly seven in ten Canadians are concerned about the impact of extreme weather on their travel plans, with those being very concerned increasing significantly.



Rocky Mountains
Alberta

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MOST RECENT TRIP

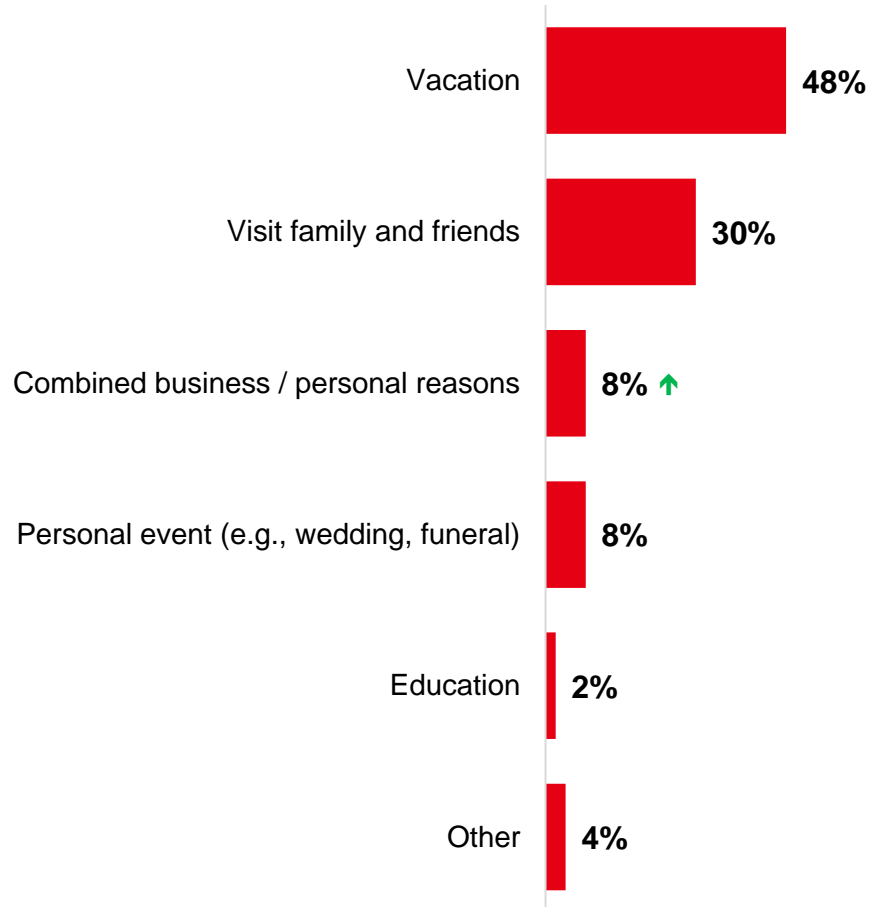


Le Pays de la Sagouine
New Brunswick

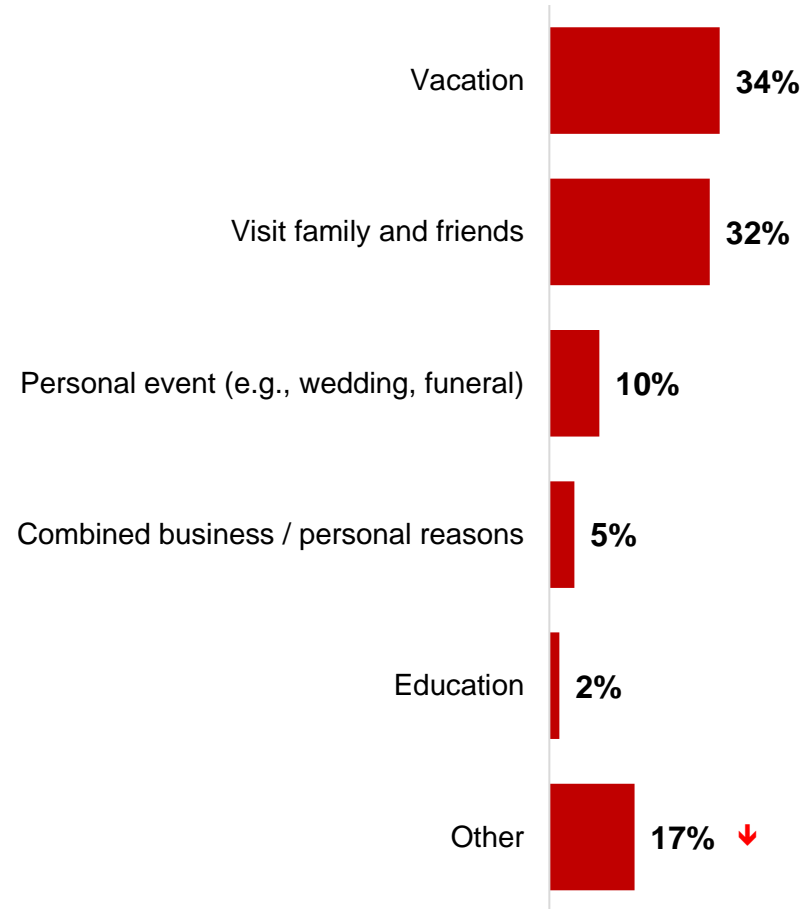


MAIN PURPOSE OF RECENT TRIP

■ Out-of-Province Travellers (n=4279)



■ In-Province Travellers (n=4583)



Both in-province and out-of-province travellers were most likely to be on vacation, followed by visiting family & friends during their recent trip.

Base: Canadian residents 18+, Travelled to any destination
For the next series of questions, please think of your most recent vacation trip [outside of your own province, but within Canada/within [PROVINCE]]. What was the main purpose of this trip? (Select one)

↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

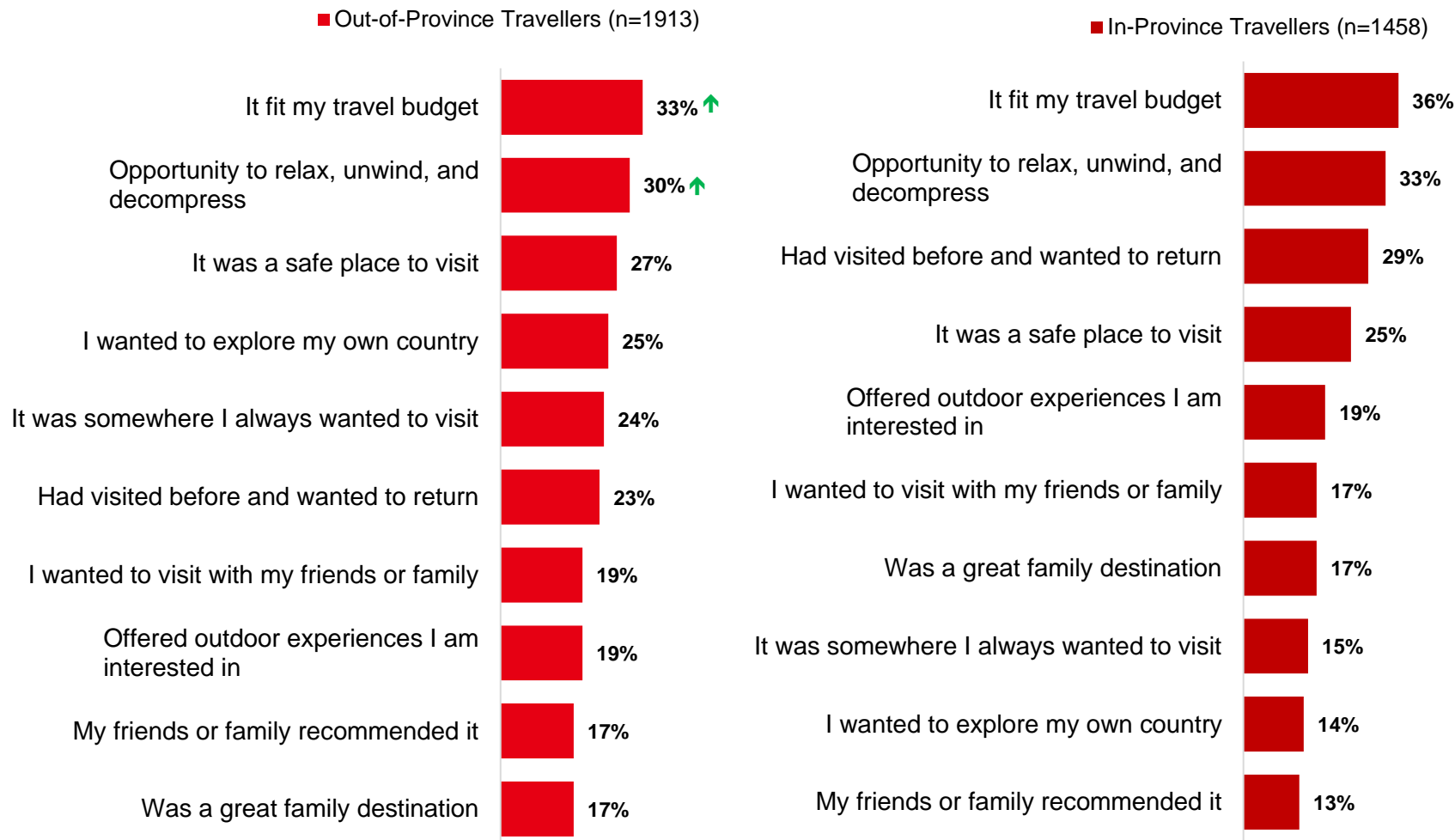
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December 2024

Haida Gwaii
British Columbia



TOP 10 FACTORS IN CHOOSING DESTINATION FOR RECENT TRIP

For out-of-province and in-province travellers, fitting their travel budget and being able to relax, unwind and decompress were the most important factors in choosing the destination for their most recent trip.



Base: Canadian residents 18+, Travelled to any destination, Took a vacation
Which of the following factored into your choice of destination for this trip? (Select all that apply)

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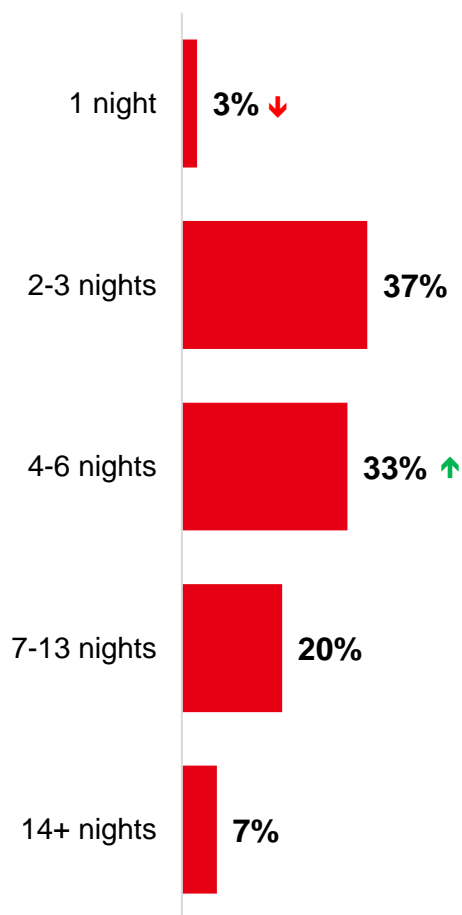
↑ / ↓ = significantly higher/lower result (2024 vs. 2023)



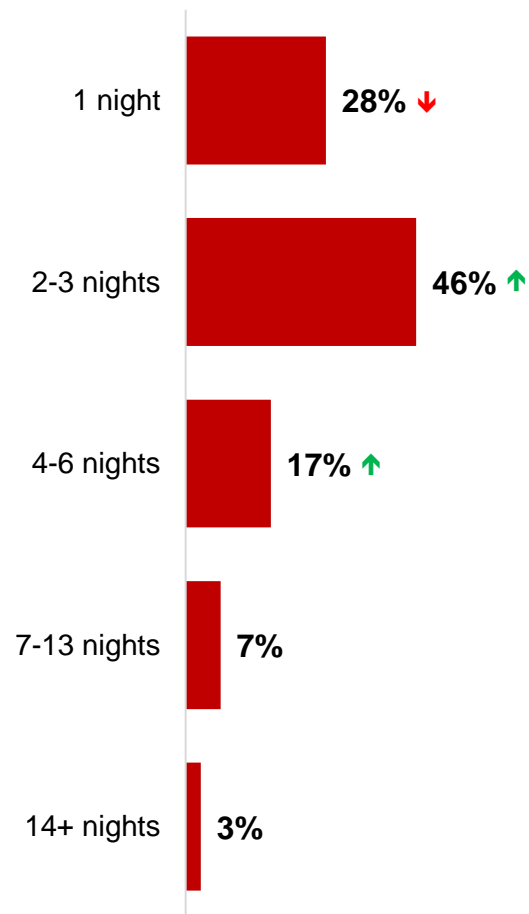
Sunshine Coast
British Columbia

NIGHTS SPENT

■ Out-of-Province Travellers (n=4279)



■ In-Province Travellers (n=4583)



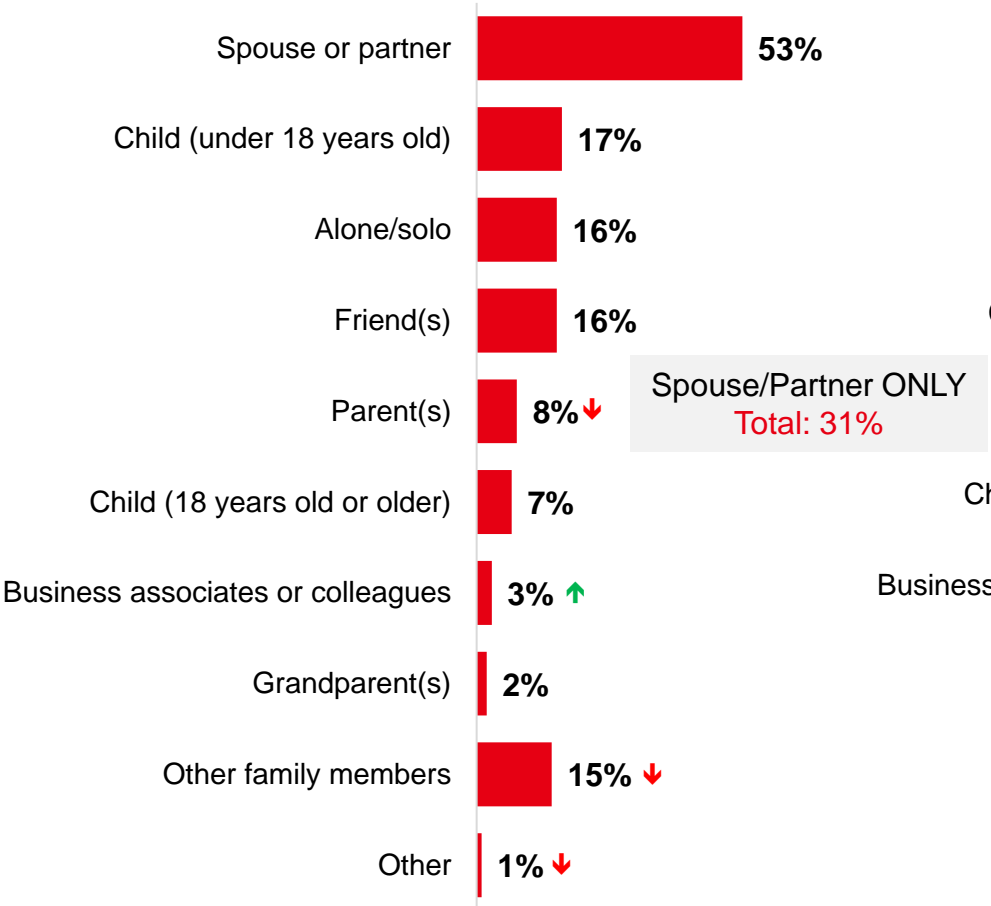
In-province travellers were more likely to spend a shorter time on their most recent trip, staying for less than 3 nights, while out-of-province travellers were more likely to take longer trips of 4-6 nights.

Base: Canadian residents 18+, Travelled to any destination
How many nights did you spend in this destination?

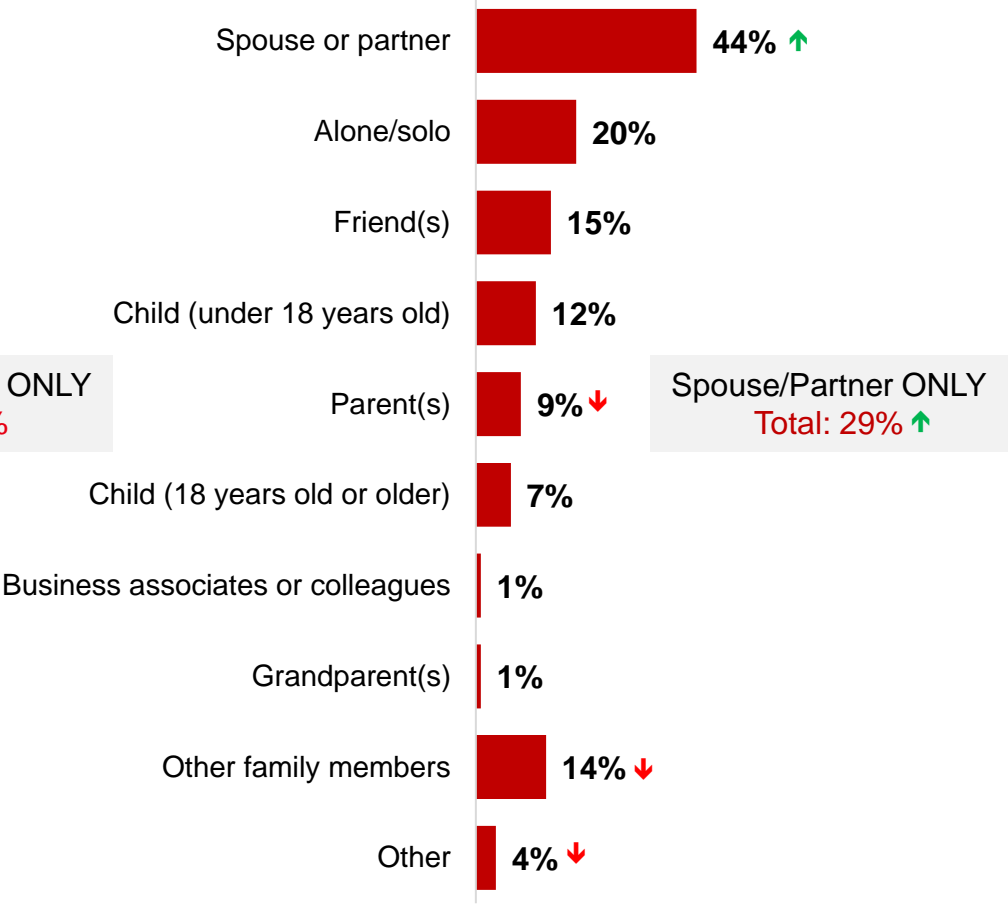
↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

TRAVEL PARTY OF RECENT TRIP

■ Out-of-Province Travellers (n=4279)



■ In-Province Travellers (n=4583)



Overall, out-of-province and in-province travellers were most likely to travel with their spouse or partner. Out-of-province travellers were also more likely to travel with a child, while in-province travellers were more likely to travel solo.

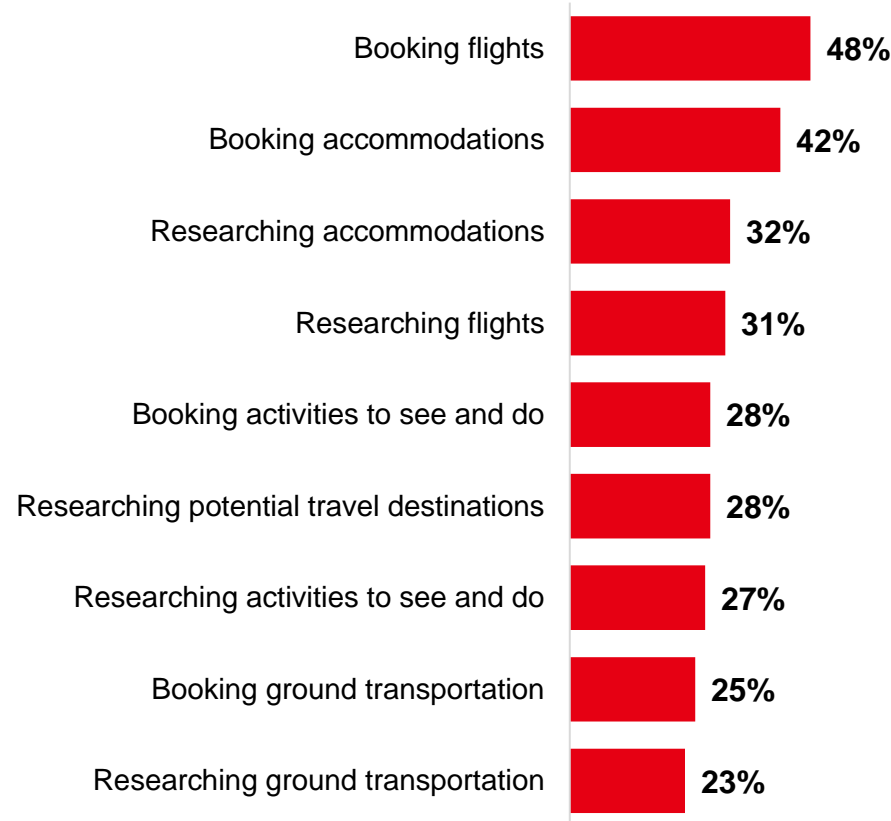
Base: Canadian residents 18+, Travelled to any destination
With whom did you travel on this trip? (Select all that apply)

↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

TRAVEL AGENTS/TOUR OPERATOR USAGE FOR RECENT TRIP (AMONG THOSE WHO USED A TRAVEL AGENT/TOUR OPERATOR)

Almost two in ten out-of-province travellers used a travel agent, most commonly for booking flights or booking accommodations.

■ Out-of-Province Travellers (n=609)

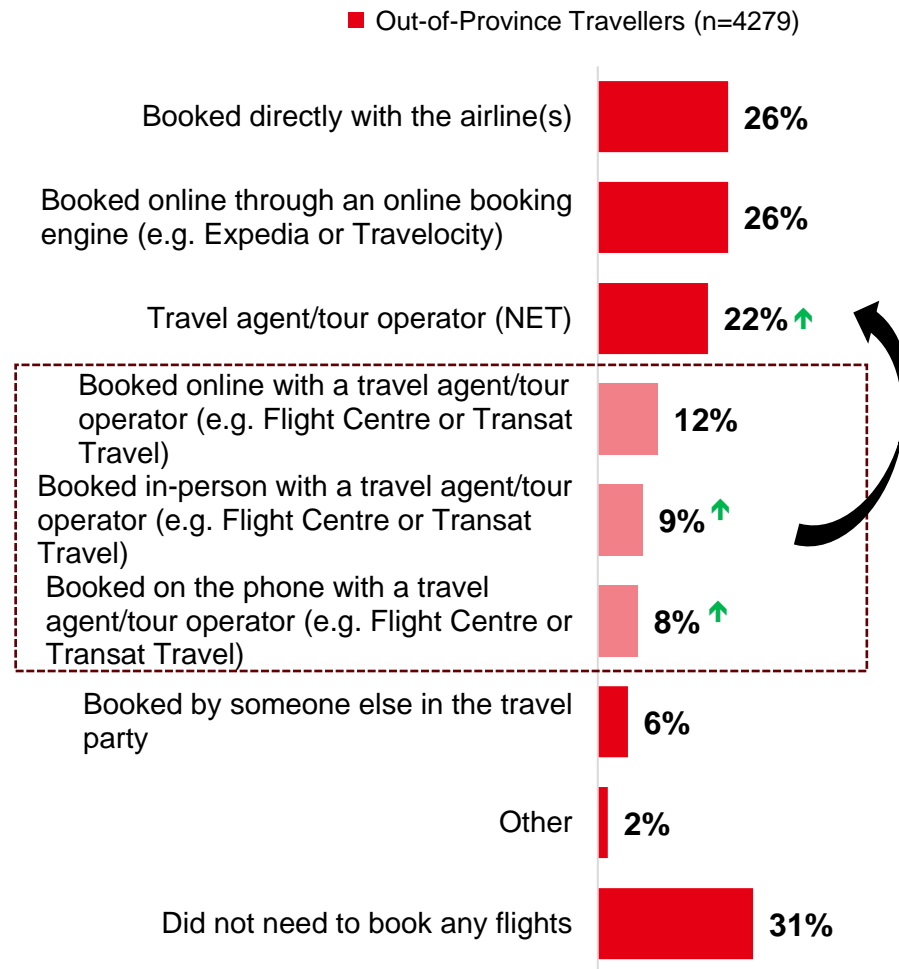


% Used a travel agent
Total Out-of-Province: 17% ↑

Base: Domestic out-of-province travellers, Travelled to any destination
Travel agents offer personalized service to help individuals, groups, and business travellers plan and organize their travel schedules, from purchasing tour packages to booking flights and hotels. Examples of travel agents include Flight Centre or Transat Travel, they do not include online booking engines like Expedia or Travelocity. Did you use a travel agent or tour operator to help you research or book your trip? (Select one)
Base: Domestic out-of-province travellers, Travelled to any destination, Used a Travel Agent/Tour Operator
Which of the following did a travel agent or tour operator help you with?



BOOKING FLIGHTS FOR RECENT TRIP



Total Out-of-Province



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collective



DESTINATION
CANADA

When booking flights, out-of-province travellers were most likely to book directly with the airlines or to book through an online booking engine. Notably, the proportion of out-of-province travellers booking flights with a travel agent or tour operator has increased significantly compared to the previous year.



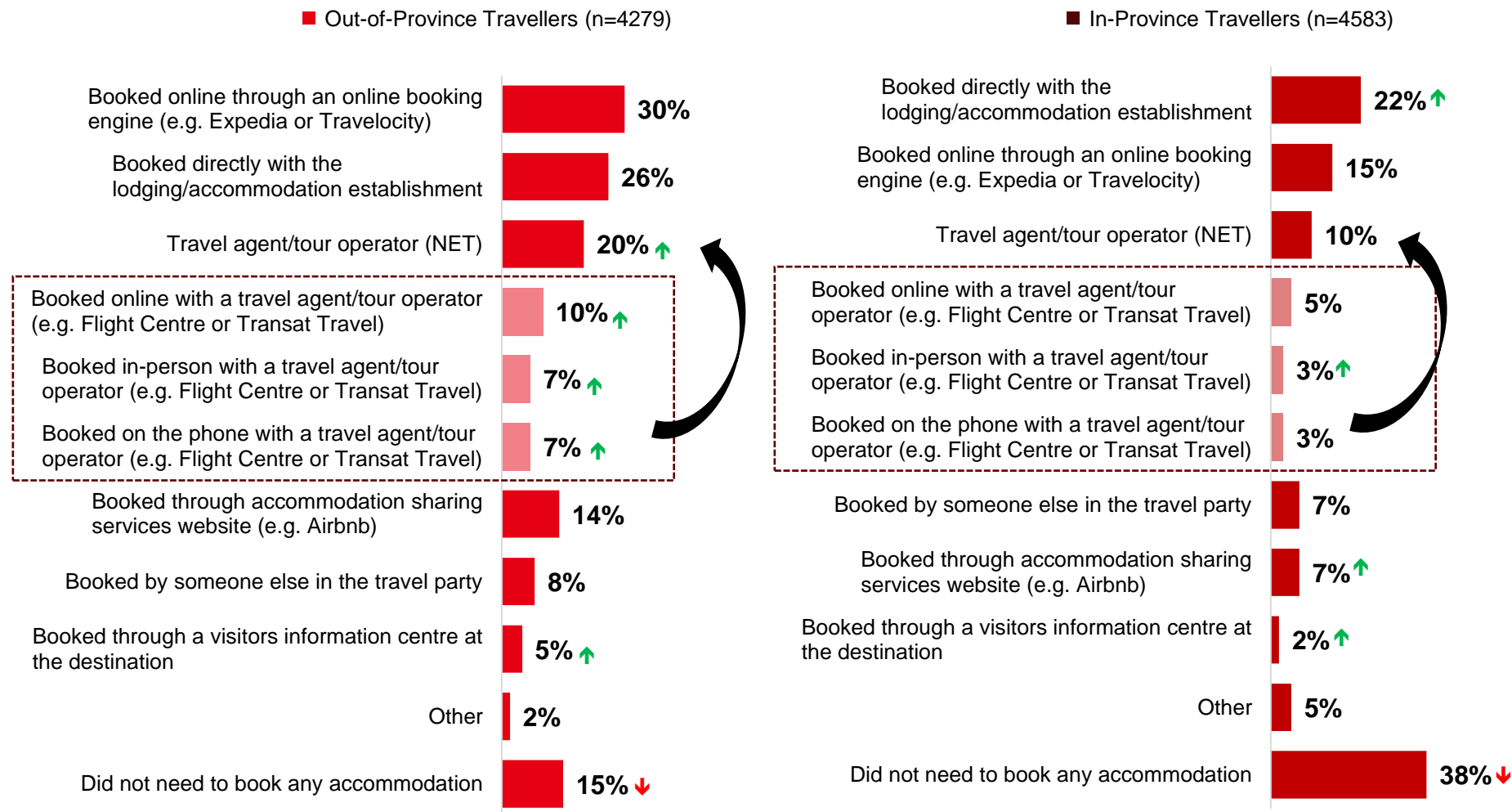
Grand Manan Island
New Brunswick

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December 2024



BOOKING ACCOMMODATIONS FOR RECENT TRIP

When booking accommodations, out-of-province travellers were more likely to book online through a booking engine, while in-province travellers were more likely to book directly with the lodging/accommodation establishment.



Base: Canadian residents 18+, Travelled to any destination
How did you book your accommodation for this trip? (Select all that apply)

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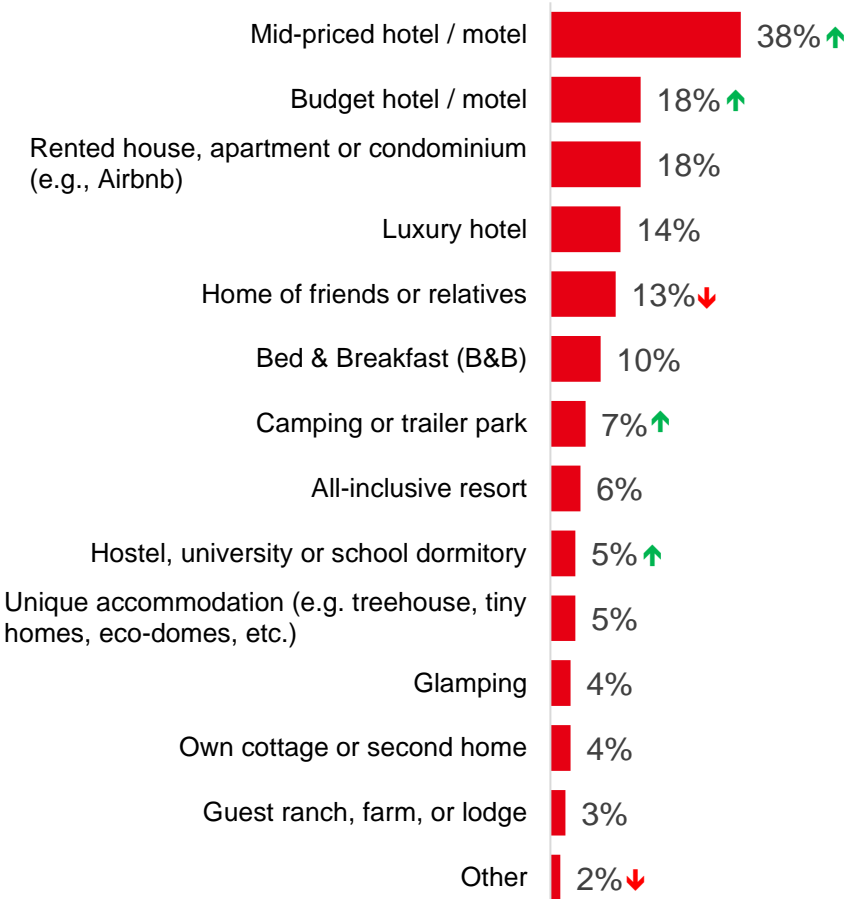
↑ / ↓ = significantly higher/lower result (2024 vs. 2023)



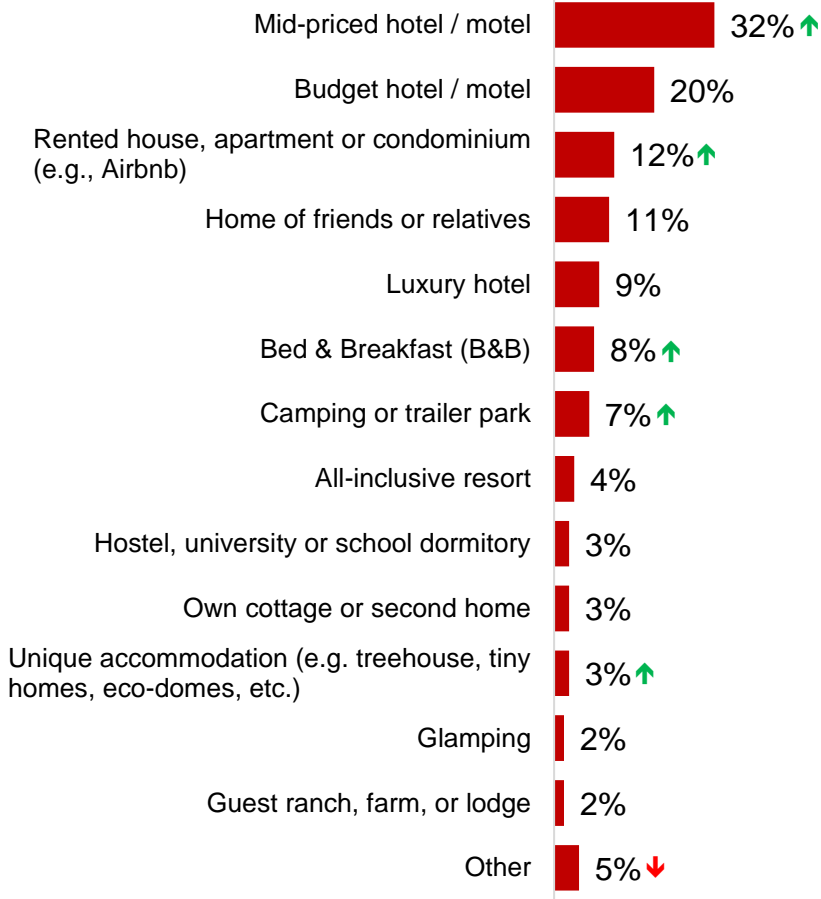
Sunshine Coast
British Columbia

TYPE OF ACCOMMODATIONS FOR RECENT TRIP

■ Out-of-Province Travellers (n=3579)



■ In-Province Travellers (n=2780)



Mid-priced hotels/motels followed by budget hotels/motels, and rented accommodations were most popular among all travellers.

Base: Canadian residents 18+, Travelled to any destination, Booked Accommodation
Which type of accommodation did you stay in during this trip? (Select all that apply)

↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

Canadian travellers participated in nature walks, trying local food & drink, and natural attractions during their recent trip to Canada.

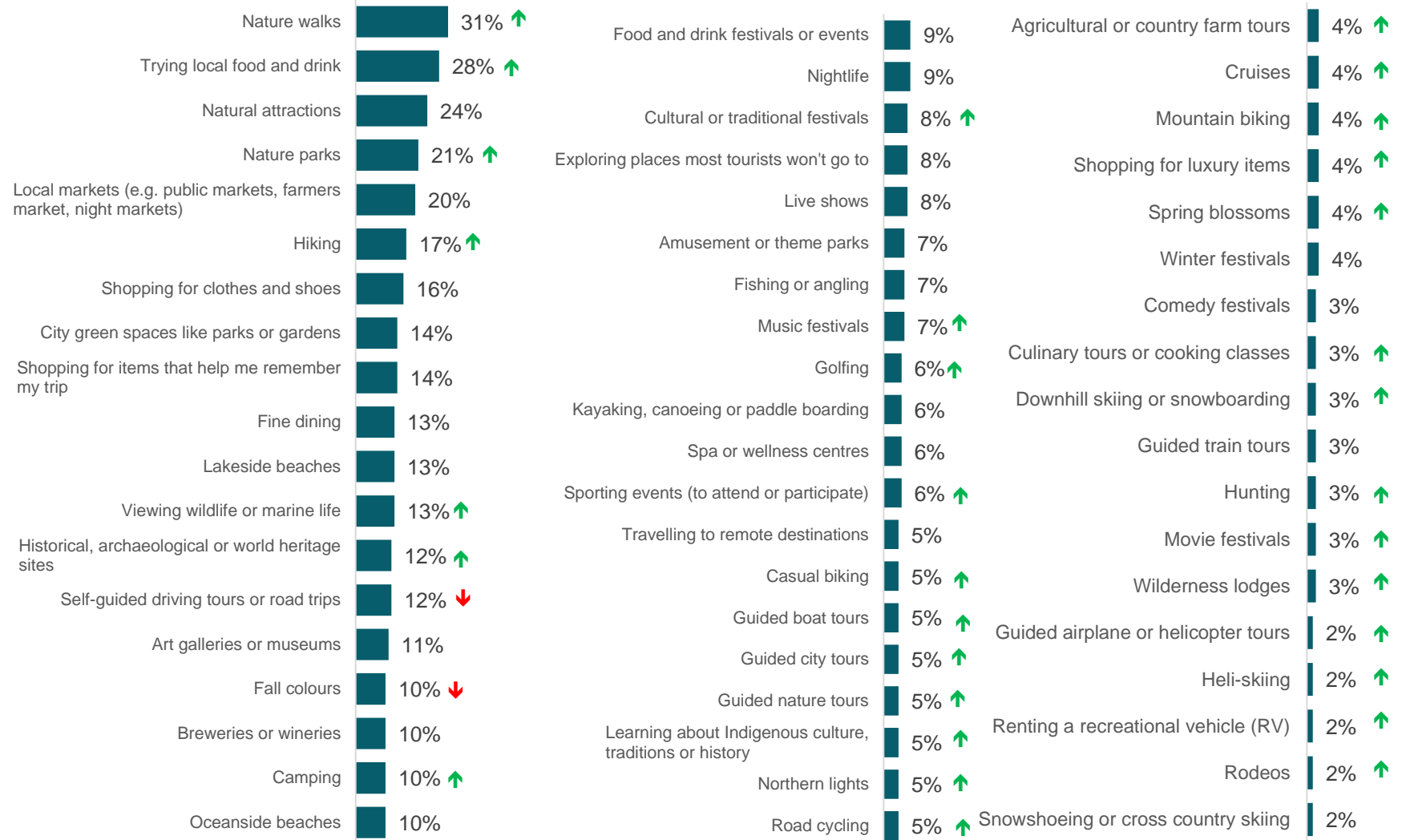


Avalon
Newfoundland & Labrador

Total Canada



ACTIVITIES PARTICIPATED IN DURING TRIP IN CANADA



Base: Canadian residents 18+, Travelled to any destination (n=8862)
Which of the following activities, if any, did you participate in during your recent trip in Canada? (Select all that apply)

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↑ / ↓ = significantly higher/lower result (2024 vs. 2023)

THANK YOU

For any questions, please reach out to research@destinationcanada.com

