

# 2025 GLOBAL TRAVELLER RESEARCH PROGRAM

## CANADA HIGHLIGHTS REPORT



Canada



West Point Prince Edward Island



CANADIAN TOURISM DATA  
COLLECTIVE

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# 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 26<sup>th</sup> – December 24<sup>th</sup>, 2025**



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

<b>Domestic Out-of-Province Travellers:</b>	<b>4575</b>
<b>In-Province Travellers:</b>	<b>4616</b>
<b>Total sample size:</b>	<b>9191</b>

- In 2023, Destination Canada switched research providers to YouGov Canada, with the project being migrated over to YouGov’s proprietary panel.



The next 2-year immediate potential for out-of-province travel in Canada is 19.5M Canadians. The current geopolitical climate has also aided in the popularity of travel within Canada, with 46% interested in travelling within Canada as a result.



Out-of-province and in-province travellers are more likely to consider travelling during the summer months followed by the fall, with BC and Alberta accounting for the highest number of out-of-province visitors.



Canadians are most likely to base an entire vacation around oceanside beaches and natural attractions, while also being interested in nature walks, local markets, and local cuisine.



Over one half of Canadians are interested in participating in Indigenous experiences, stating that accessibility, authenticity of the experience, as well as safety and comfort of the destination would increase their interest in Indigenous cultural experiences.



While the use of AI has increased for Canadians of all ages compared to 2024, use of a travel agent has increased among out-of-province travellers for booking flights and for booking accommodations

# MARKET SIZING



Killarney Provincial Park  
Ontario



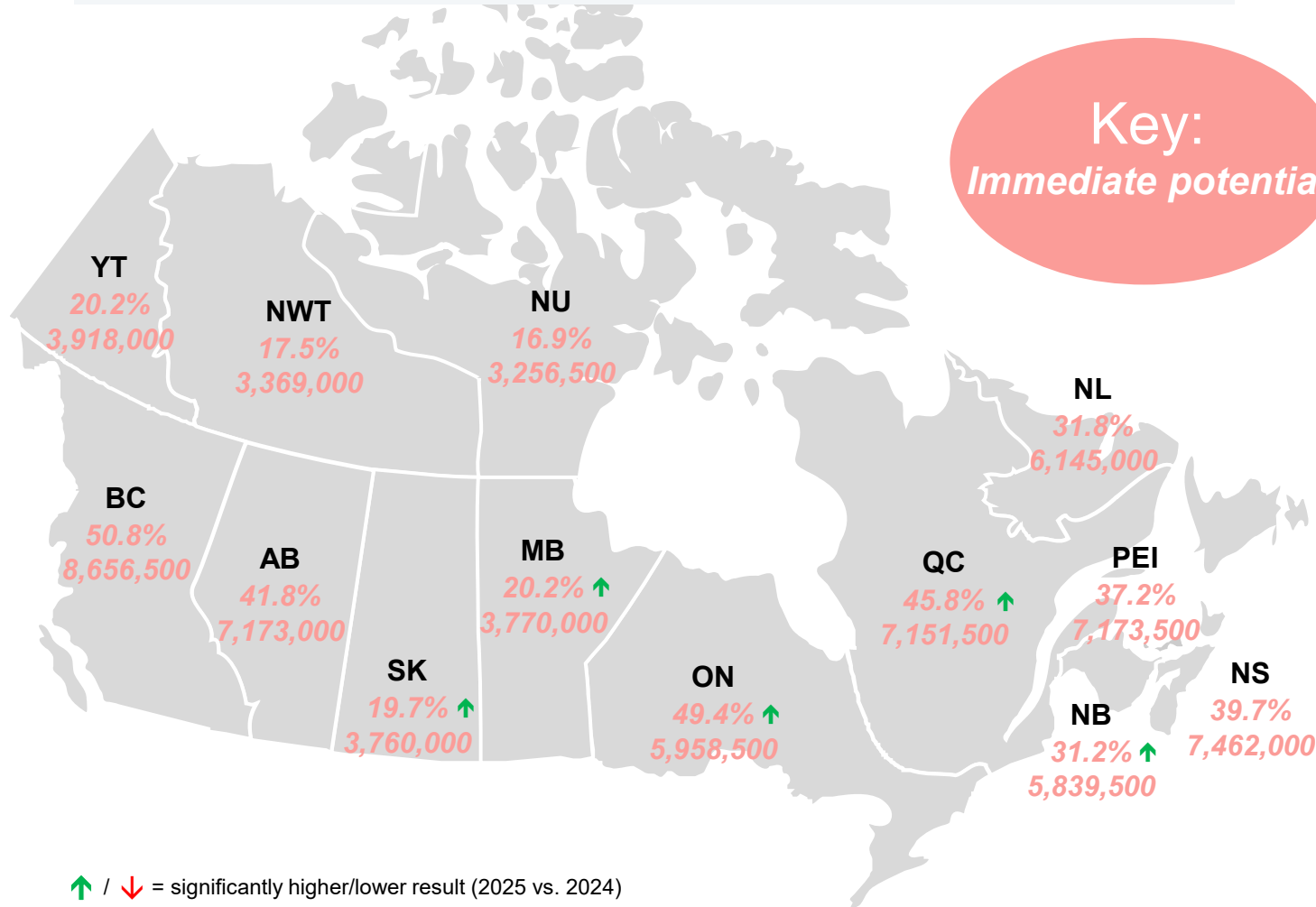
# POTENTIAL OUT-OF-PROVINCE MARKET SIZE

Total Out-of-Province



Next Year Immediate Potential for Canada: **19,560,000**

Key:  
Immediate potential



↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

6 Base: Domestic out-of-province travellers (n=4575)  
C2a\_OP. 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'.



Grand Manan Island  
New Brunswick

BC leads out-of-province travel potential, followed by Alberta, Nova Scotia, PEI, and Québec, with year-over-year growth in Québec, Ontario, New Brunswick, Manitoba, and Saskatchewan.

Canada GTRP –  
December 2025

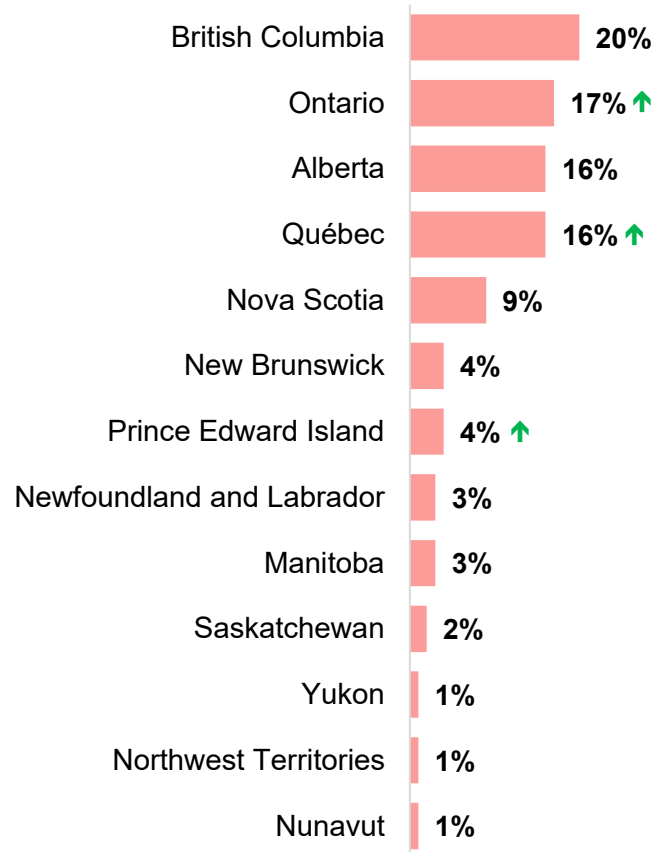


# OUT-OF- PROVINCE TRAVEL

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

Out-of-province travellers show the strongest interest in BC, Ontario, Alberta, and Québec, with consideration for Ontario and Québec increasing year over year.

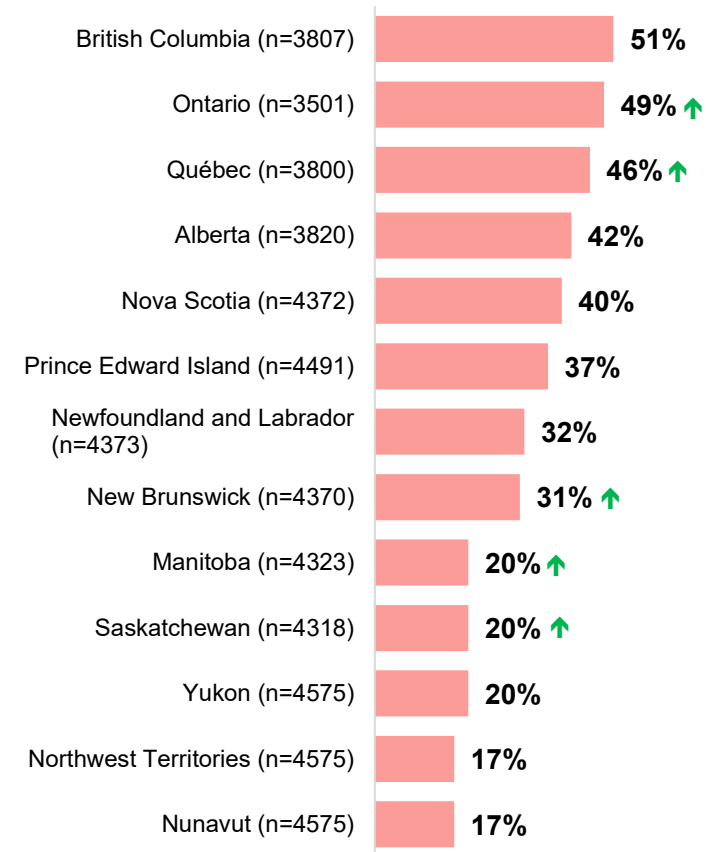
## Unaided Consideration



Base: Domestic out-of-province travellers (n=4575) B1\_OP. 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.)

## Aided Consideration

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

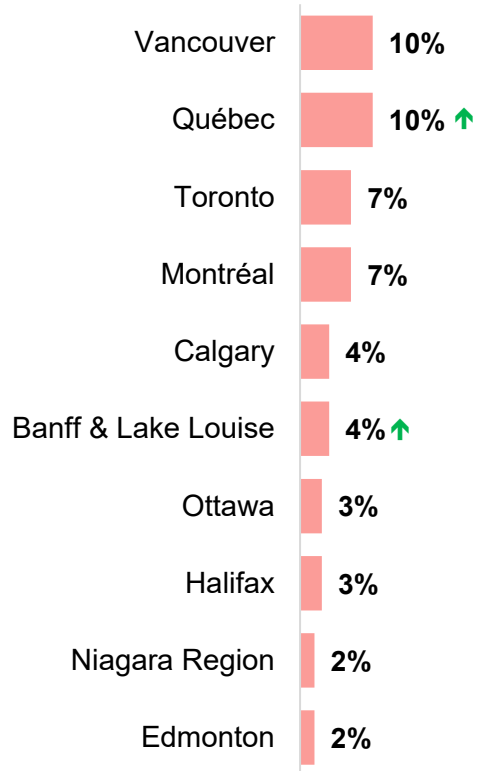


Base: Domestic out-of-province travellers C2a\_OP. You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.



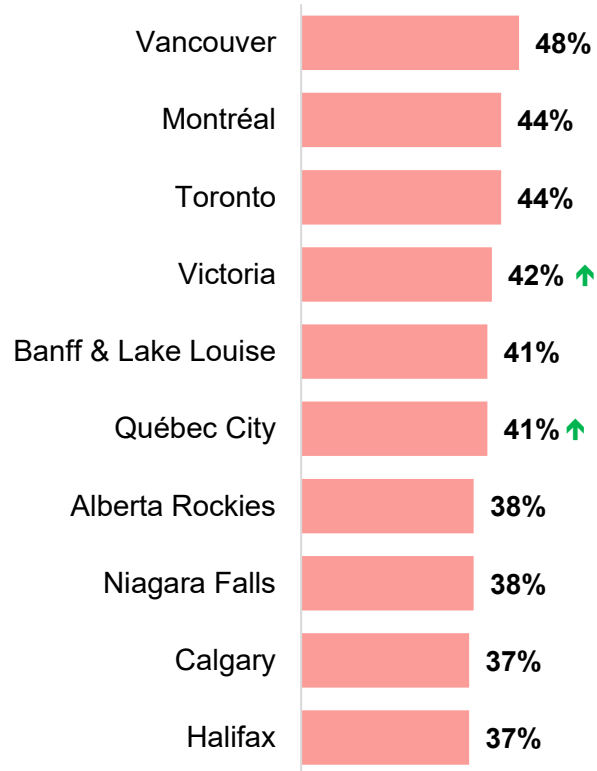
# UNAIDED AND AIDED CONSIDERATION (NEXT YEAR) – TOP 10 CITIES/REGIONS

## Unaided Consideration



## Aided Consideration

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



Base: Domestic out-of-province travellers (n=4575)  
B1\_OP. 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.)

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

Base: Domestic out-of-province travellers, Evaluated [DESTINATION]  
C2b\_OP. 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

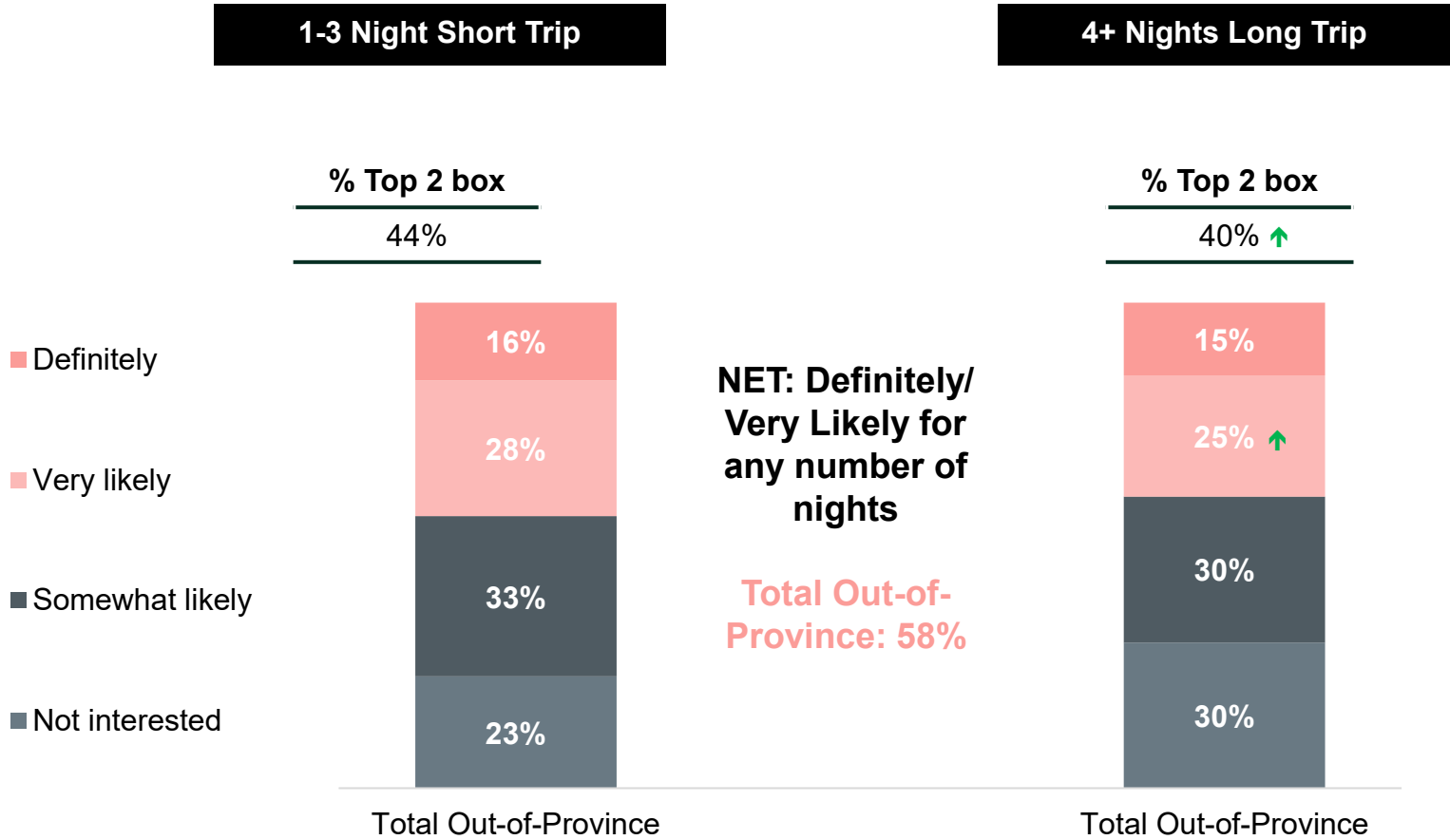
**Vancouver is the most popular destination being considered among out-of-province travellers. Montréal, Toronto, and Victoria are also top cities seriously considered for a future travel destination on an aided basis.**



# LIKELIHOOD TO TAKE A DOMESTIC OUT-OF-PROVINCE TRIP (NEXT YEAR)

Total Out-of-Province

Nearly six in ten are planning an out-of-province trip in the next year, with growth in longer trips (4+ nights) year over year.



↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

10 Note: "Not interested" is comprised of those saying not very likely or not at all likely  
 Base: Domestic out-of-province travellers (n=4575)  
 E1. 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)
<b>British Columbia (n=615)</b>	<b>28%</b> ↑	<b>42%</b>	<b>60%</b>	<b>39%</b>
Kootenay Rockies (n=133)	18%	20% ↓	67%	38%
Vancouver (n=236)	20%	37%	52%	41%
Victoria (n=180)	27%	37%	60%	41%
Whistler (n=88)	38%	32%	40%	33%
Thompson Okanagan (n=136)	16%	30%	61%	38%
<b>Alberta (n=480)</b>	<b>22%</b>	<b>30%</b>	<b>59%</b>	<b>37%</b>
Alberta Rockies (n=153)	21%	36%	65%	37%
Calgary (n=159)	15%	39%	59%	36%
Edmonton (n=149)	14%	37%	59%	32%
Banff & Lake Louise (n=163)	19%	37%	65%	44% ↑
Jasper (n=136)	16%	31%	68% ↑	36%
<b>Saskatchewan (n=170)</b>	<b>22%</b>	<b>34%</b>	<b>58%</b>	<b>29%</b>
Regina (n=63)	24%	29%	66%	32%
Saskatoon (n=74)	25%	43%	56%	38%

**Summer remains the peak season for out-of-province travel in the West, with growing seasonal interest in BC during the winter, Banff & Lake Louise in the fall, and Jasper in the summer year over year.**

↑ / ↓ = significantly higher/lower result (2025 vs. 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]  
E2\_OP. What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)



# 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)
<b>Manitoba (n=171)</b>	<b>23%</b>	<b>36%</b>	<b>53%</b>	<b>38%</b>
Winnipeg (n=92)	32%	38%	63%	43%
Churchill (n=50)	32%	38%	38%	43%
<b>Ontario (n=538)</b>	<b>15%</b>	<b>31%</b>	<b>62%</b>	<b>36%</b>
Ottawa (n=149)	21%	32%	55%	33%
Niagara Falls (n=162)	14%	24%	60%	33%
Toronto (n=214)	17%	34%	56%	32%
Muskoka (n=57)	13%	28%	65%	36%
Northern Ontario (n=56)	22%	27%	62%	25%
<b>Québec (n=424)</b>	<b>24%</b>	<b>41%</b>	<b>60%</b>	<b>40%</b>
Montréal (n=222)	22%	38%	58%	46%
Québec City (n=157)	33%	34%	50%	42%
Mont Tremblant (n=67)	40%	24%	43%	27%
<b>New Brunswick (n=277)</b>	<b>18%</b>	<b>23%</b>	<b>65%</b>	<b>30%</b>
Fredericton (n=80)	18%	37%	64%	45%
Saint John (n=84)	11%	30%	59%	39%
Moncton (n=102)	21%	27%	69%	35%

↑ / ↓ = significantly higher/lower result (2025 vs. 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] E2\_OP. What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)

Summer months are also most popular for out-of-province trips to New Brunswick, Ontario, Québec, and Manitoba, with Moncton, Muskoka, and Fredericton being the most popular summer destinations.



# 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)
<b>Nova Scotia (n=372)</b>	<b>12%</b>	<b>30%</b>	<b>66%</b>	<b>36%</b>
Halifax (n=183)	14%	31%	66%	43%
Cape Breton (n=131)	7%	20%	64%	40%
<b>Prince Edward Island (n=350)</b>	<b>13%</b>	<b>33% ↑</b>	<b>67%</b>	<b>38%</b>
Charlottetown (n=149)	11%	29%	66%	44% ↑
<b>Newfoundland &amp; Labrador (n=284)</b>	<b>13%</b>	<b>26%</b>	<b>67%</b>	<b>38%</b>
St. John's (n=140)	10%	24%	67%	38%
<b>Yukon (n=127)</b>	<b>26%</b>	<b>33%</b>	<b>52%</b>	<b>41%</b>
Whitehorse (n=71)	17%	29%	70%	34%
Dawson City (n=55)	25%	32%	58%	29%
<b>Northwest Territories (n=105)</b>	<b>31%</b>	<b>29%</b>	<b>62%</b>	<b>34%</b>
Yellowknife (n=54)	33%	30%	70%	40%
Inuvik (n=46*)	29%	39%	50%	56% ↑
<b>Nunavut (n=94)</b>	<b>36%</b>	<b>32%</b>	<b>47%</b>	<b>27%</b>
Iqaluit (n=40*)	25%	31%	71%	31%

↑ / ↓ = significantly higher/lower result (2025 vs. 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]

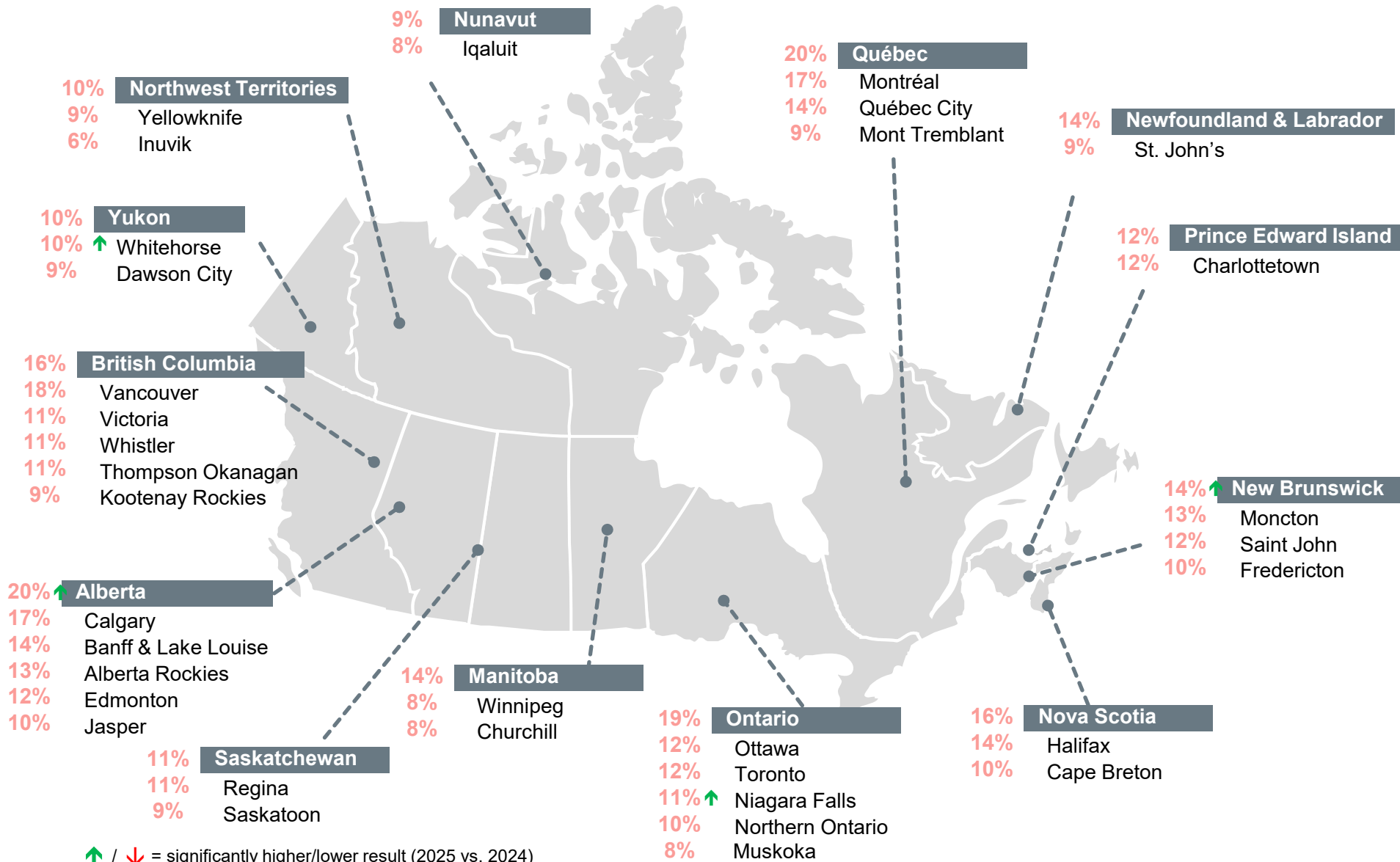
E2\_OP. What time of year would you consider taking a vacation trip to these destinations in the next year? (Select all that apply)

\*Small base size, interpret with caution (n<50)

Among the Atlantic provinces and in the Territories, out-of-province trips are most popular during the summer months. Interest in travelling to PEI during the spring, and Charlottetown or Inuvik during the fall have increased compared to last year.



# NET ACTIVE PLANNING – BY CITY/REGION



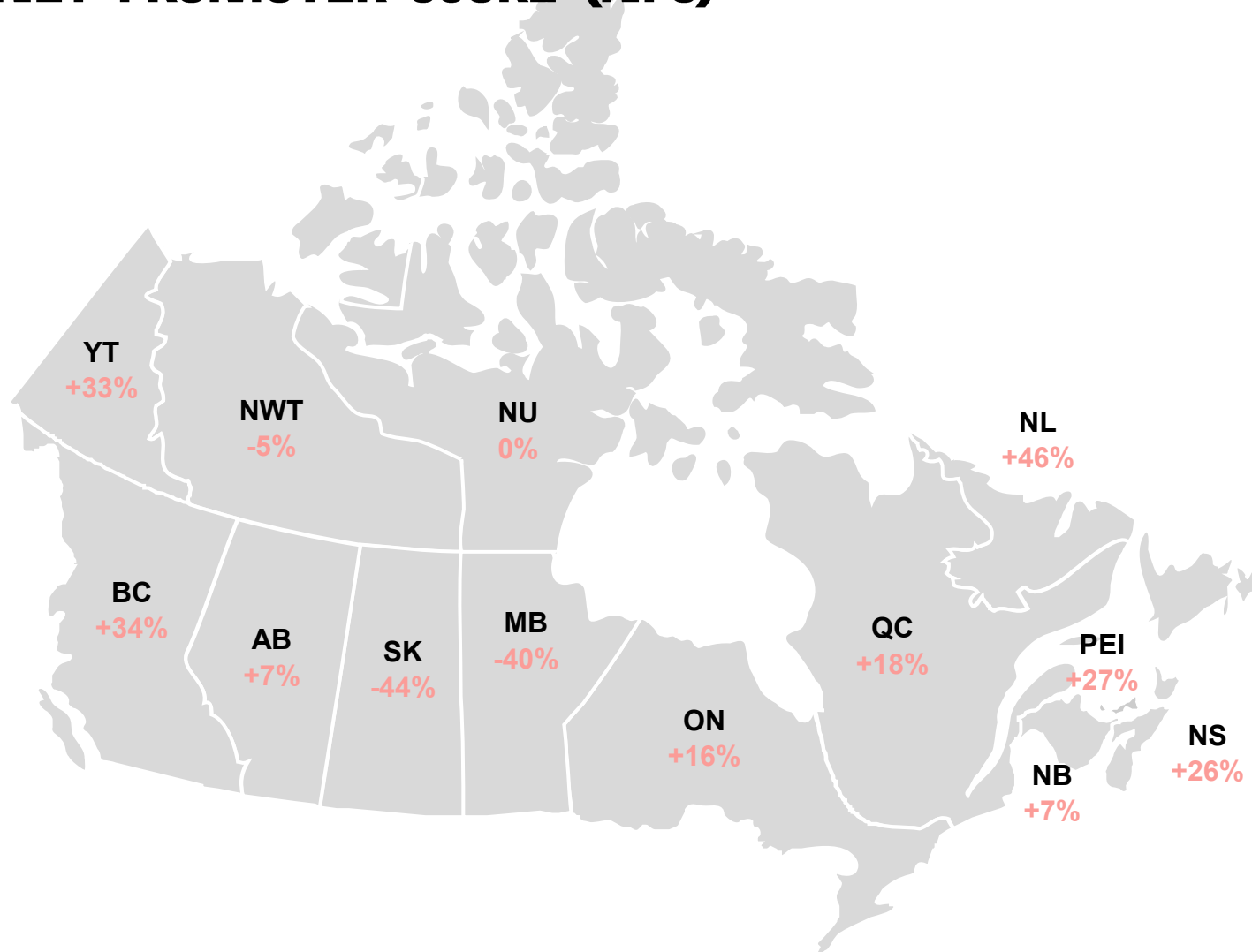
**Out-of-province travellers are actively planning a trip to Alberta or Québec, and active planning has increased for Alberta and Niagara Falls compared to last year.**

14 **↑ / ↓** = significantly higher/lower result (2025 vs. 2024)  
 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)  
 C1\_CA. 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)





# NET PROMOTER SCORE (NPS)



**Newfoundland and Labrador, BC and Yukon Territories receive the highest NPS scores among out-of-province travellers.**

Net Promoter Score (NPS): This measure has an 11pt scale (0-10). The score is calculated by subtracting Detractors (0-6 rating) from Promoters (9-10 rating).

Note: respondents evaluated up to 5 destinations among the ones they visited

Base: Domestic out-of-province travellers, Visited [DESTINATION]

C8\_OP. How likely are you to recommend each of the following vacation destinations to a friend, family member or colleague?



# IN-PROVINCE TRAVELLERS

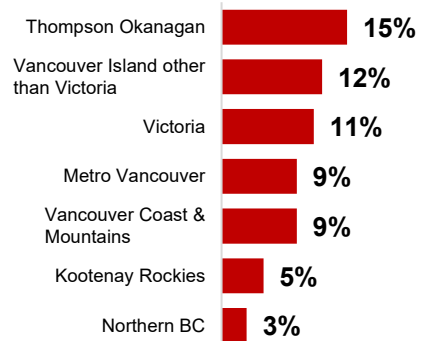
# UNAIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS

Total In-Province

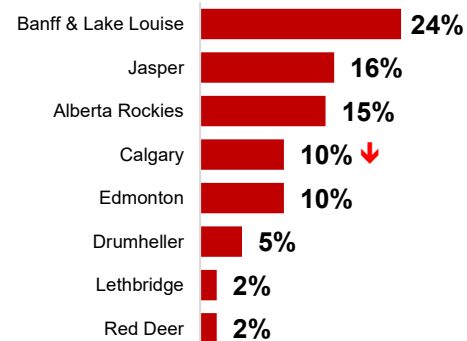


**Banff & Lake Louise, followed by Jasper, and Saskatoon are the top destinations being seriously considered on an unaided basis by in-province travellers.**

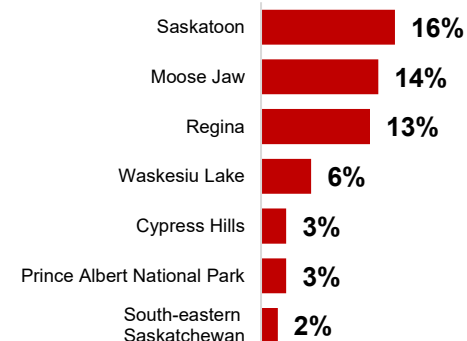
## British Columbia Total (n=766)



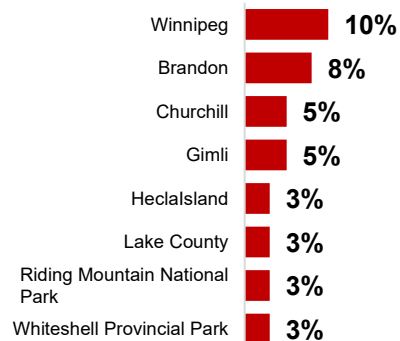
## Alberta Total (n=754)



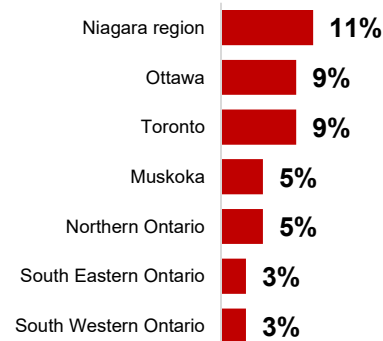
## Saskatchewan Total (n=258)



## Manitoba Total (n=254)



## Ontario Total (n=1090)



17 Base: Canadian residents evaluating in-province destinations B1\_IP. 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)

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

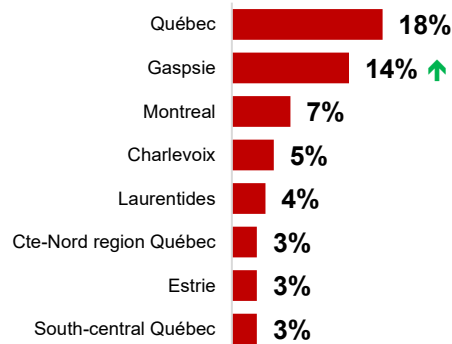


# UNAIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS (CONT'D)

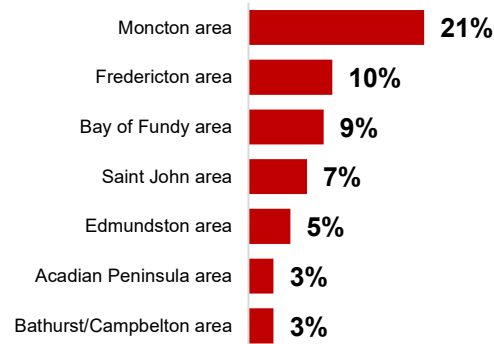
Total In-Province



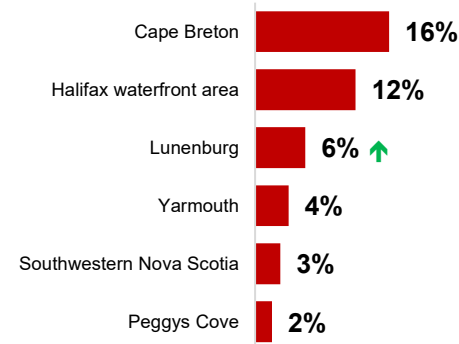
## Québec Total (n=778)



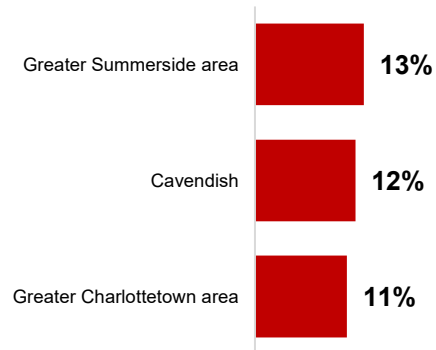
## New Brunswick Total (n=208)



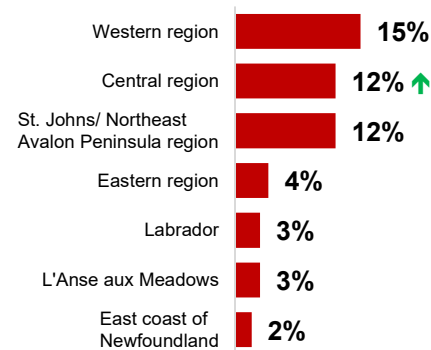
## Nova Scotia Total (n=206)



## Prince Edward Island Total (n=99)



## Newfoundland and Labrador Total (n=203)



Among Atlantic provinces and Québec, the Moncton area, followed by Québec city are the top destinations being seriously considered on an unaided basis by in-province travellers.

18 Base: Canadian residents evaluating in-province destinations B1\_IP. 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)



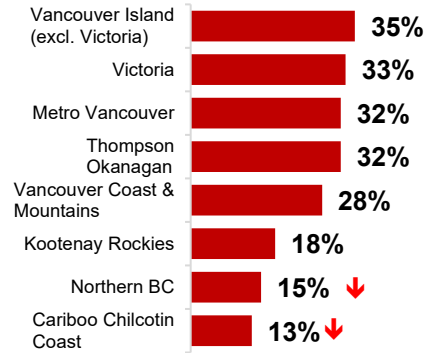
# AIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS

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

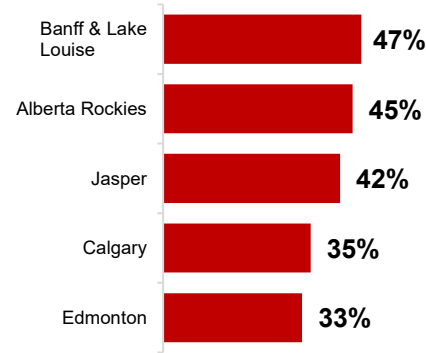
Total In-Province



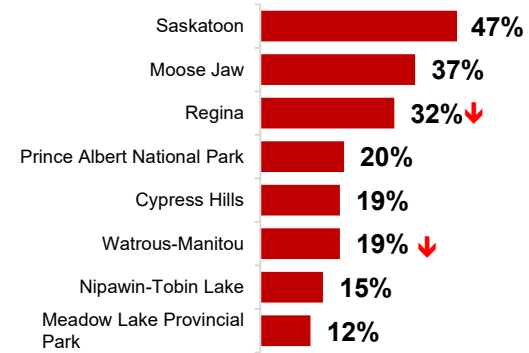
## British Columbia Total (n=766)



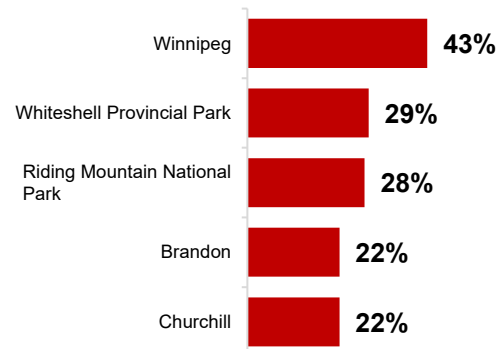
## Alberta Total (n=754)



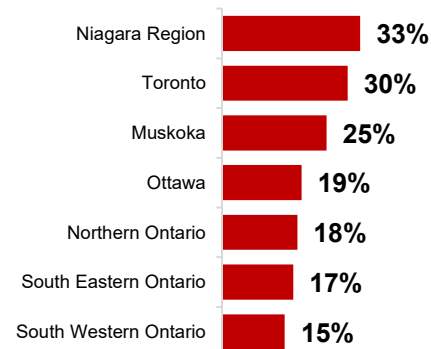
## Saskatchewan Total (n=258)



## Manitoba Total (n=254)



## Ontario Total (n=1090)



Saskatoon, and Banff & Lake Louise, followed by Winnipeg are the top destinations being seriously considered on an aided basis among in-province travellers.

19 Base: Canadian residents evaluating in-province destinations C2\_IP. 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'.

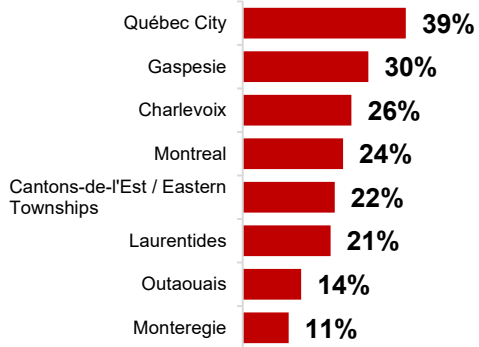


# AIDED CONSIDERATION (NEXT YEAR) – CITIES/REGIONS (CONT'D) % 4 or 5 (out of 5 – I am seriously considering)

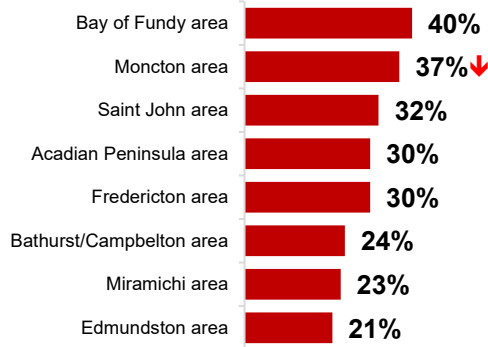
Total In-Province



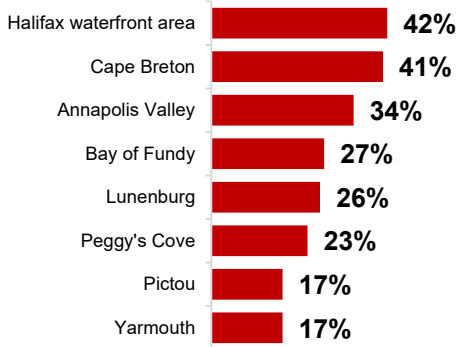
## Québec Total (n=778)



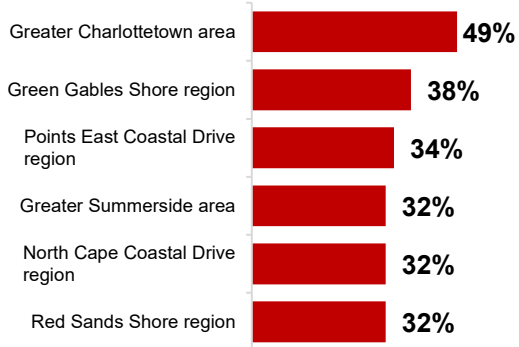
## New Brunswick Total (n=208)



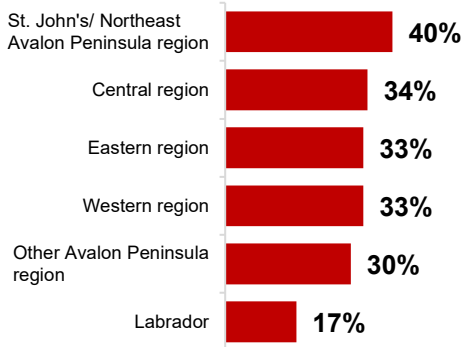
## Nova Scotia Total (n=206)



## Prince Edward Island Total (n=99)



## Newfoundland and Labrador Total (n=203)



In the East, the Greater Charlottetown area, followed by the Halifax waterfront area, are the top destinations being seriously considered on an aided basis by in-province travellers.

Base: Canadian residents evaluating in-province destinations C2\_IP. 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'.



# LIKELIHOOD TO TAKE A DOMESTIC IN-PROVINCE TRIP (NEXT YEAR)

Three in ten travellers are interested in taking an in-province trip in the next year.

## 1-3 Night Short Trip

## 4+ Nights Long Trip

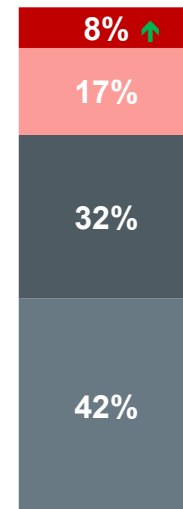
% Top 2 box

26%

% Top 2 box

14%

- Definitely
- Very likely
- Somewhat likely
- Not interested



**NET: Definitely/  
Very Likely for  
any number of  
nights**

**Total In-Province:  
31%**



Total In-Province

Total In-Province

Note: "Not interested" is comprised of those saying not very likely, not at all likely, or indicating no intention to visit Canada  
 Base: Canadian residents evaluating in-province destinations (n=4616)  
 E1. 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)
<b>British Columbia</b>				
Metro Vancouver (n=166)	32%	44%	50%	41%
Vancouver Coast & Mountains (n=114)	29%	33% ↓	56%	31% ↓
Victoria (n=136)	22%	47%	62%	48%
Vancouver Island (excl. Victoria) (n=164)	21%	39%	66%	45%
Thompson Okanagan (n=145)	14%	42%	67%	43%
Cariboo Chilcotin Coast (n=47*)	17%	36%	67%	42%
Northern BC (n=57)	16%	27% ↓	67%	42%
Kootenay Rockies (n=67)	11%	43%	60%	48%
<b>Alberta</b>				
Alberta Rockies (n=226)	28%	40%	71%	48%
Calgary (n=162)	26%	41%	57%	33%
Edmonton (n=150)	33%	32% ↓	56%	34%
Banff & Lake Louise (n=221)	30%	39%	64%	47% ↑
Jasper (n=196)	30%	38%	65%	44% ↑

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

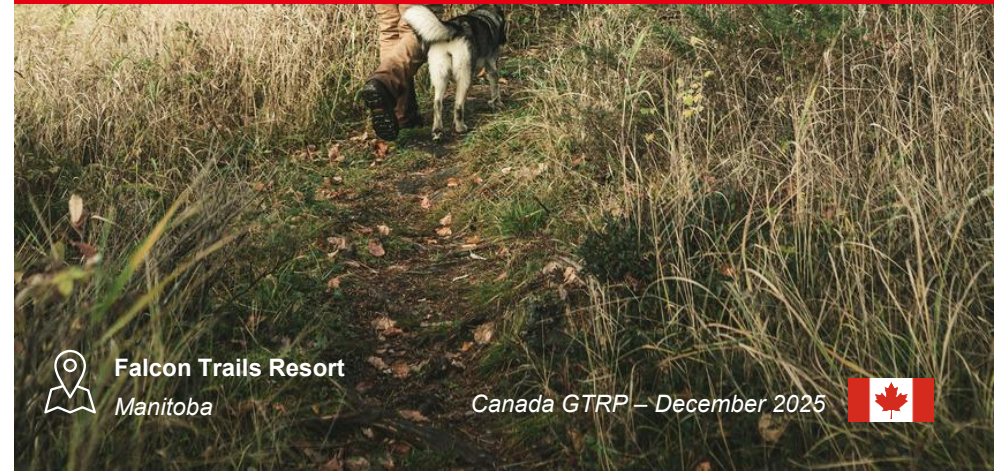
Note: all respondents evaluated 2 destinations they are considering (rated 4 or 5 out of 5) from the competitive set.

Base: Canadian residents evaluating in-province destinations. Considering [DESTINATION] E2\_IP. 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)



**In-province travel peaks in the summer in BC and Alberta, with growing fall interest in Banff & Lake Louise and Jasper year over year.**



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

<u>Province/Territory</u>	Winter (Dec, Jan, Feb)	Spring (Mar, Apr, May)	Summer (Jun, Jul, Aug)	Fall (Sept, Oct, Nov)
<b>Saskatchewan</b>				
Regina (n=60)	18%	37%	56%	37%
Saskatoon (n=95)	29%	38%	65%	41%
Moose Jaw (n=59)	26%	40%	64%	52%
Prince Albert National Park (n=25*)	7%	19%	72%	39%
Watrous-Manitou (n=32*)	17%	20%	80%	58% ↑
<b>Manitoba</b>				
Winnipeg (n=91)	27%	31%	55%	36%
Churchill (n=37*)	23%	35%	54%	33%
Riding Mountain National Park (n=50)	13%	27%	63%	53%
Whiteshell Provincial Park (n=48*)	16%	29%	75%	51% ↑
Brandon (n=41*)	36%	48%	56%	46%

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

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]  
 E2\_IP. 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: Cypress Hills, Meadow Lake Provincial Park, Nipawin-Tobin Lake)  
 \*Small base size, interpret with caution (n<50)



**In-province Saskatchewan and Manitoba travellers are most likely to go on a trip during the summer months, with interest in visiting Watrous-Manitou, and Whiteshell Provincial Park in the fall increasing compared to last year.**



# 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)
<b>Ontario</b>				
Ottawa (n=141)	22%	37%	47%	35%
Niagara region (n=259)	19%	37%	58%	43%
Toronto (n=223)	28%	42%	54%	44%
Muskoka (n=172)	11%	33%	79%	52%
Northern Ontario (n=125)	17%	30%	68%	40%
South Western Ontario (n=97)	17%	37%	68%	43%
South Eastern Ontario (n=117)	14%	40%	70%	41%
<b>Québec</b>				
Montréal (n=132)	24%	35%	53%	30%
Québec City (n=209)	24%	29% ↑	63%	34%
Laurentides (n=101)	12% ↓	21%	54%	34%
Charlevoix (n=124)	10%	19%	62%	35%
Gaspésie (n=151)	4%	14%	72%	27%
Cantons-de-l'Est / Eastern Townships (n=88)	14%	17%	62%	32%
Outaouais (n=50)	14%	28%	54%	32%
Montérégie (n=36)*	8%	22%	61%	33%

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

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]

E2\_IP. 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)



**Travellers within Ontario and Québec are also most interested in taking a domestic trip in the summer months, and interest has increased compared to 2024 for visiting Québec City in the spring.**



# 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)
<b>New Brunswick</b>				
Moncton area (n=41*)	24%	47%	66%	43%
Fredericton area (n=38*)	26%	35%	69%	46%
Saint John area (n=39*)	21%	48%	61%	48%
Acadian Peninsula area (n=30*)	3%	20%	68%	41%
Bay of Fundy area (n=49*)	12%	42%	84%	49%
Bathurst/Campbelton area (n=27*)	15%	34%	72%	59%
<b>Nova Scotia</b>				
Halifax waterfront area (n=52)	33%	50%	75%	59%
Cape Breton (n=52)	14%	28%	83%	61%
Annapolis Valley (n=39*)	21%	47%	83% ↑	61%
Bay of Fundy (n=26*)	8%	30%	76%	39%
Peggy's Cove (n=27*)	-	22%	74%	48%
<b>Prince Edward Island</b>				
Greater Charlottetown area (n=32*)	28%	35%	54%	40%
<b>Newfoundland &amp; Labrador</b>				
St. John's/ Northeast Avalon Peninsula region (n=57)	16%	17%	75%	32%
Other Avalon Peninsula region (n=39*)	14%	29%	69%	29%
Eastern region (n=32*)	17%	26%	89%	43%
Central region (n=41*)	21% ↑	21%	84%	38%
Western region (n=37*)	2%	15%	80%	37%

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

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]

E2\_IP. 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, Miramichi area. Nova Scotia: Lunenburg, Yarmouth, Pictou. PEI: Greater Summerside area, North Cape Coastal Drive region, Green Gables Shore region, Red Sands Shore region, Points East Coastal Drive region. Newfoundland & Labrador: Labrador)

\*Small base size, interpret with caution (n<50)

Total In-Province



Among Atlantic provinces, in-province travellers are most interested in taking a domestic trip during the summer, with interest in visiting Annapolis Valley during the summer, and visiting the Central region of Newfoundland & Labrador in the winter increasing compared to last year.



Falcon Trails Resort

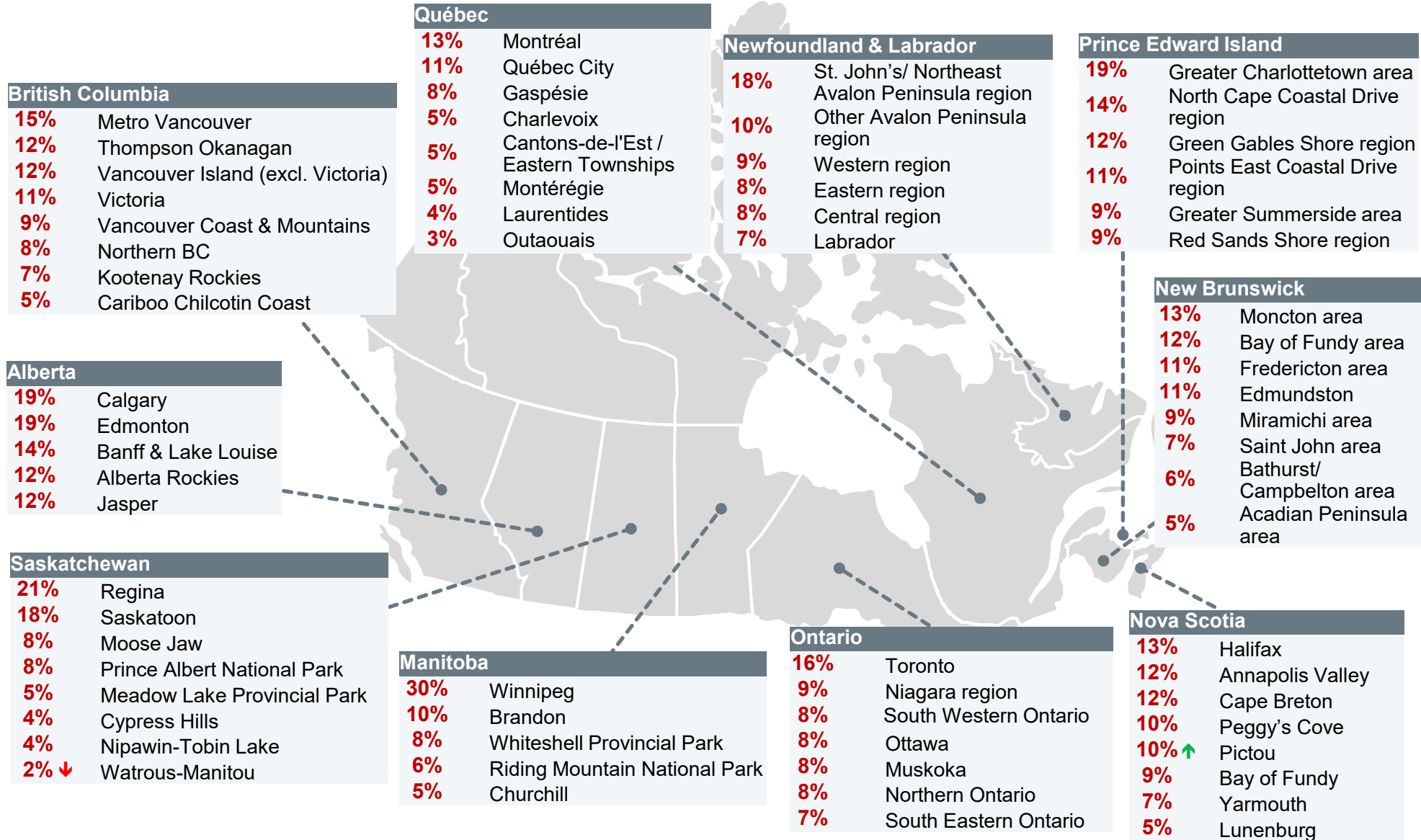
Manitoba

Canada GTRP – December 2025



# NET ACTIVE PLANNING – BY CITY/REGION

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



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)  
 C1\_CA. 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)



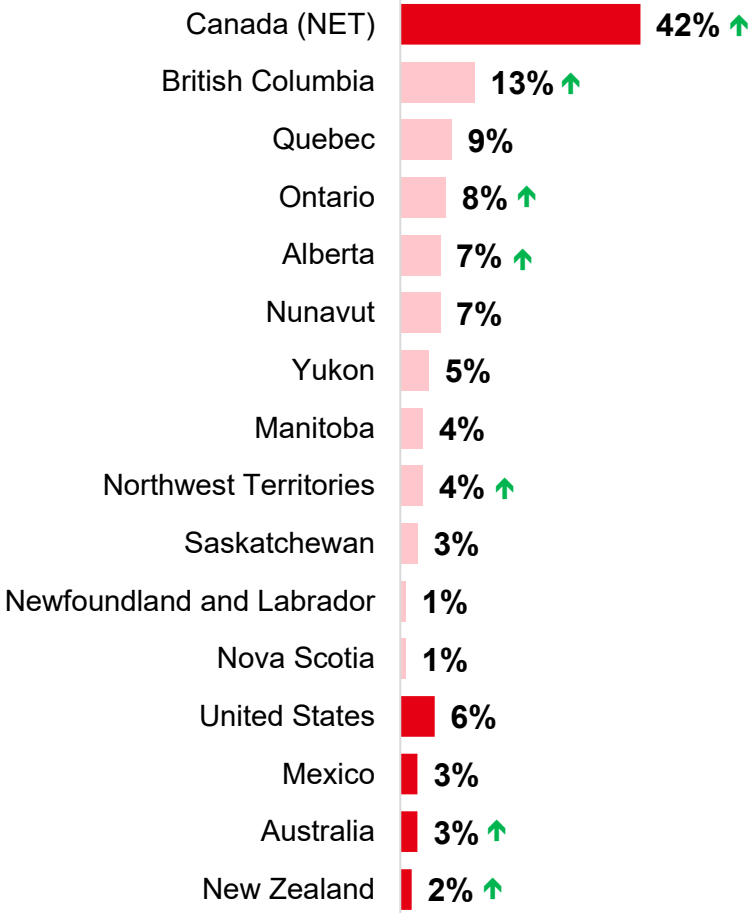
# INDIGENOUS TRAVEL



Carcross  
Yukon



# UNAIDED INDIGENOUS TOURISM DESTINATIONS



Over four in ten Canadians recognize Canada as an Indigenous tourism destination, showing a significant increase compared to 2024, driven by increases in mentions for BC, Ontario, Alberta, and Northwest Territories.



# INTEREST IN CANADA AS AN INDIGENOUS DESTINATION



Over one half of Canadians are interested in participating in Indigenous experiences in Canada, consistent with scores seen last year.



Kelowna  
British Columbia

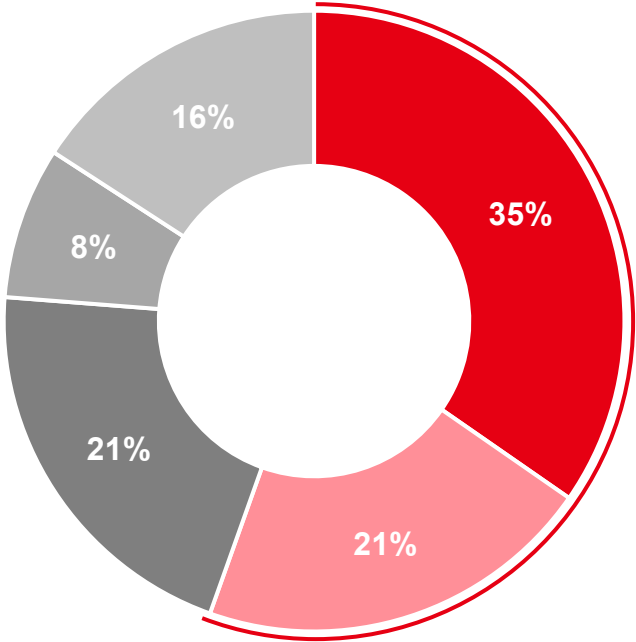
5 - Very interested

4

3

2

1 - Not at all interested



4 or 5 (out of 5)  
**55%**

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=4548)  
 C10. As you may or may not know, Indigenous peoples are descendants of the original inhabitants of a country or region before people of different cultures or origins arrived. They have unique traditions and ways of life that are often distinct from the larger societies where they live. Indigenous tourism businesses are owned or operated by Indigenous people. How interested are you in participating in Indigenous cultural experiences and tourism activities in the following destinations?



# FACTORS TO DRIVE INTEREST IN INDIGENOUS CULTURAL EXPERIENCES

Accessibility, authenticity, and safety and comfort are the primary drivers of interest in Indigenous cultural experiences, though mentions across many factors have declined year over year.



\*\*New statement added in 2025  
 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=4643)  
 C11. What factors would increase your interest in participating in Indigenous cultural experiences and tourism activities in a destination? (Select up to 3)

# TRAVEL BEHAVIOURS

FARINE  
FIVE ROSES



Montreal  
Québec



# TOP 10 TRIP ANCHORS ACTIVITIES

**27%**

Oceanside beaches

**23%**

Natural Attractions

**21%**

Nature Walks

**17%**

Historical, Archaeological, or World Heritage Sites

**17%**

Lakeside Beaches

**17%**

Trying Local Food and Drink

**16%**

Nature Parks

**15%**

Northern Lights

**14%**

Camping

**14%**

Viewing Wildlife or Marine Life

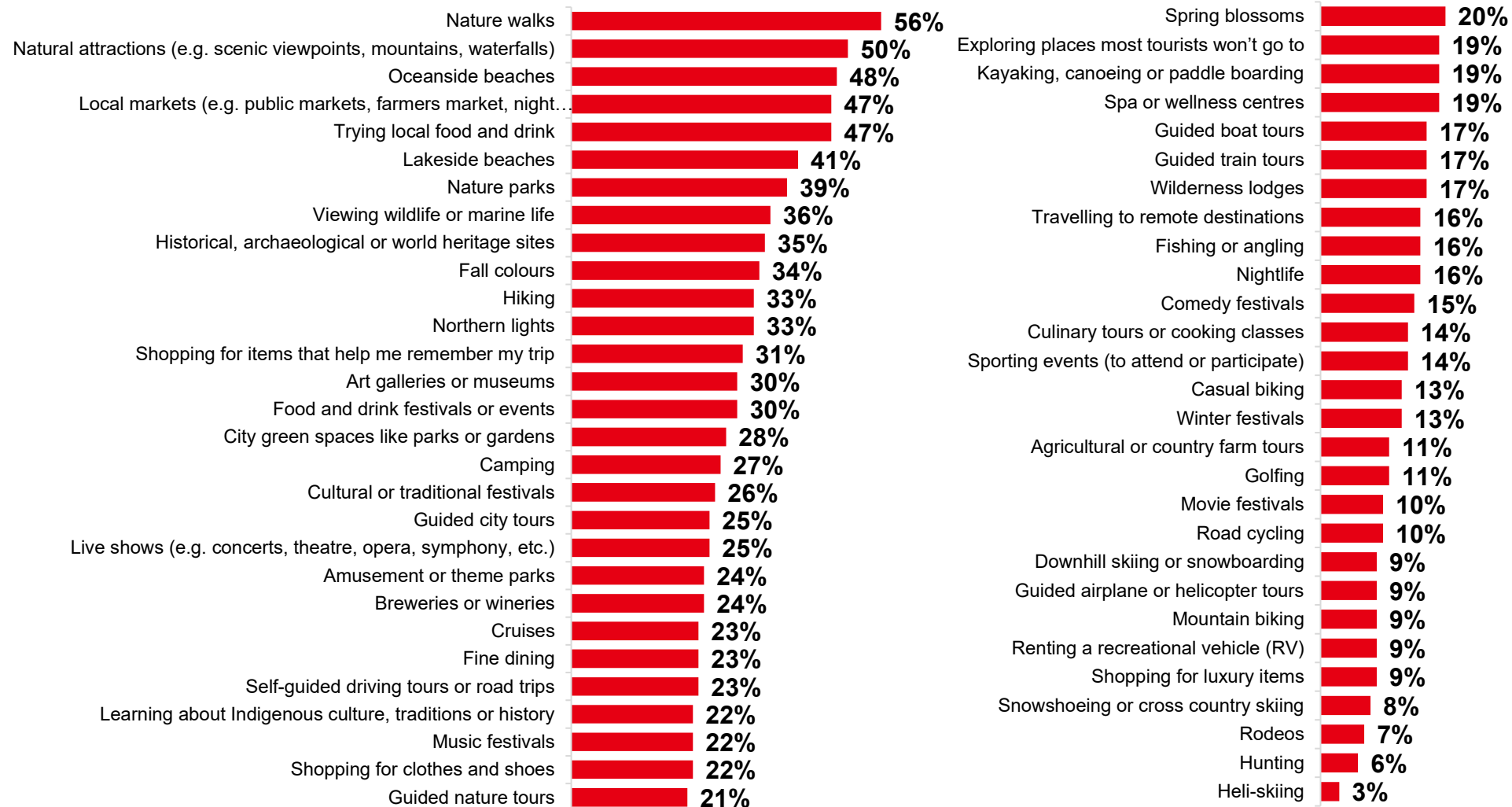


**Canadians are most likely to base an entire vacation around oceanside beaches and natural attractions.**



# GENERAL ACTIVITIES INTERESTED IN (FULL LIST)

Top activities when on a vacation include nature walks, and natural attractions.



Base: Canadian residents 18+ (n=9191)  
D4. In general, what activities or places are you interested in while on vacation? (Select all that apply)



# BARRIERS FOR VISITING CANADA

**Cost remains the primary barrier to domestic travel among Canadians, though it has decreased compared to 2024.**



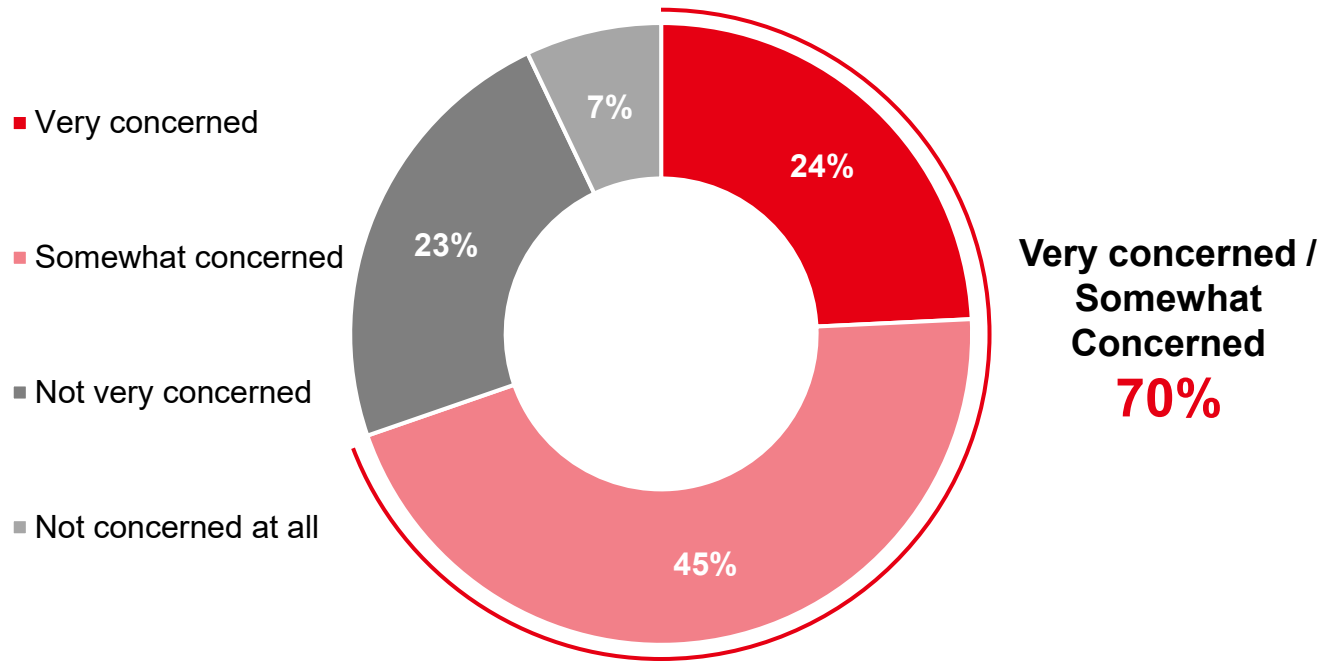
\*Statement wording changed in 2025; \*\*New statement added in 2025

Base: Canadian residents 18+ (n=9191)

E5. Which of the following factors might prevent you from travelling within Canada? (Select all that apply)



# IMPACT OF EXTREME WEATHER EVENTS ON TRAVEL PLANS



↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

Note: respondents were asked either about priority of sustainable travel (D7) or impact of extreme weather events on travel (D10)  
 Base: Canadian residents 18+ (n=4536)  
 D10. 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?



**Seven in ten Canadians are concerned about the impact of extreme weather on their travel plans, with nearly one quarter being very concerned.**



# STATED IMPACT OF GEOPOLITICAL CLIMATE ON VISITING CANADA



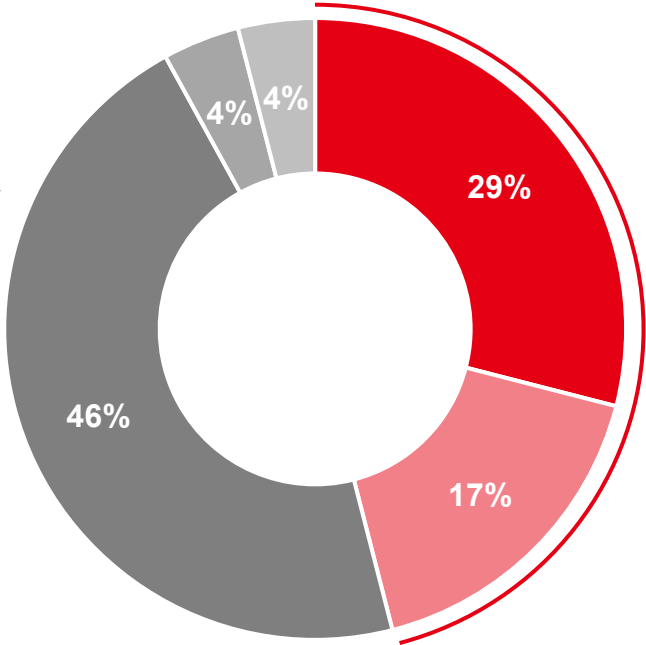
**Over four in ten Canadians feel that the geopolitical climate would make them more likely to travel within Canada, with nearly three in ten stating it would make them much more likely to visit.**



Rocky Mountains  
Alberta



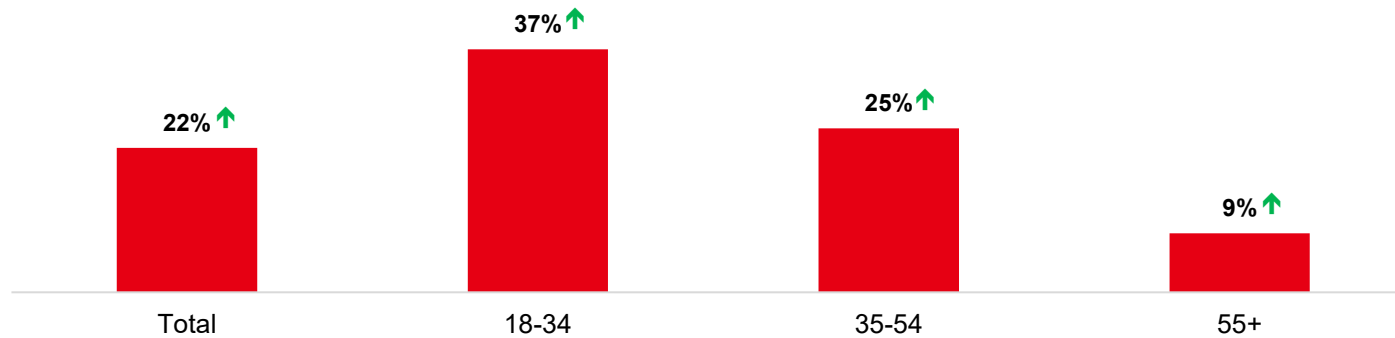
- Much more likely to travel within Canada
- Somewhat more likely to travel within Canada
- No change
- Somewhat less likely to travel within Canada
- Much less likely to travel within Canada



**Top 2 box  
46%**

Note: respondents were asked either about decision for which airline to fly with (D18) or stated impact of geopolitical climate on visiting Canada (E16)  
 Base: Canadian residents 18+ (n=4571)  
 E16. How does the current geopolitical climate affect your likelihood of travelling within Canada? Geopolitical climate can include factors such as politics, international relations, trade disputes, or global conflicts.

# USAGE OF AI TOOLS TO PLAN TRIPS: BY AGE



AI use is growing among Canadians, with over two in ten using it, increasing to nearly four in ten among 18–34 year olds.

↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

Note: Question wording was updated in 2025 to include “booking a trip”  
Base: Canadian residents 18+ 2023 (n=9250); 2024 (n=9204); 2025 (n=9191); 2024 HEG (n=5007); 2025 HEG (n=5093)  
D14. Have you ever used an AI tool (e.g. ChatGPT or Bard) to research, plan, or book a trip?



Montmorency Falls Park, Québec City  
Québec

Canada GTRP –  
December 2025



# MOST RECENT TRIP

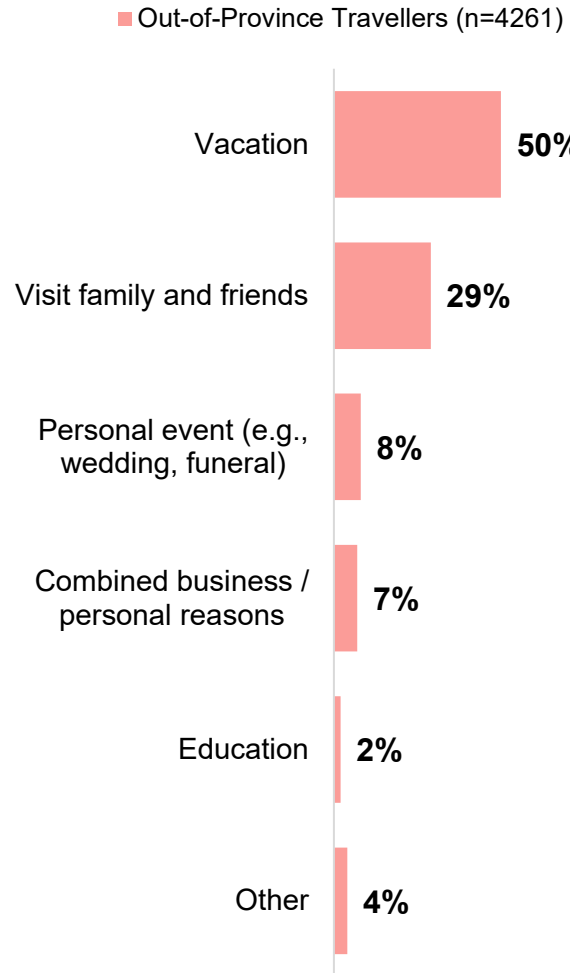


Le Pays de la Sagouine  
New Brunswick

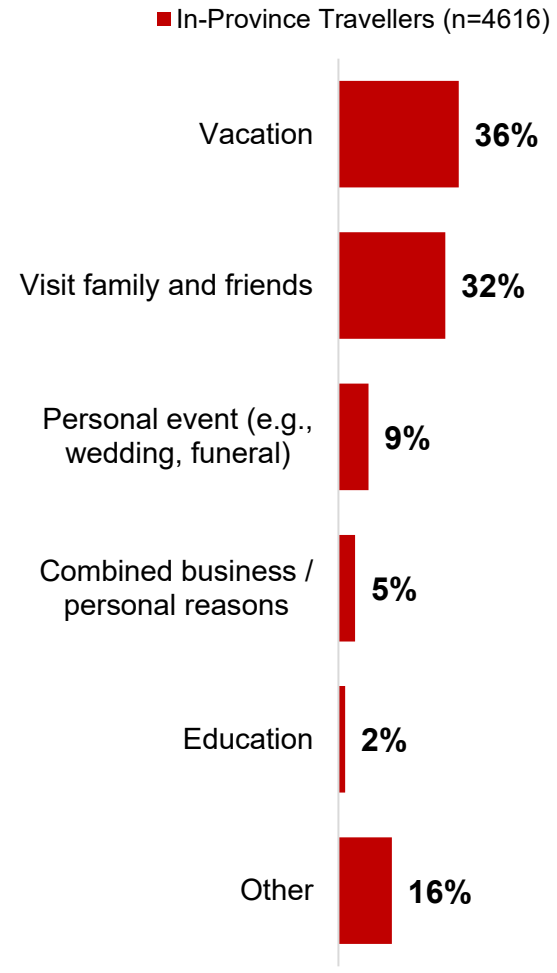


# MAIN PURPOSE OF RECENT TRIP

## Total Out-of-Province Travellers to Any Destination



## Total In-Province Travellers to Any Destination



**Vacation, followed by visiting family and friends were the top reasons for out-of-province and in-province travellers to take their most recent trip.**

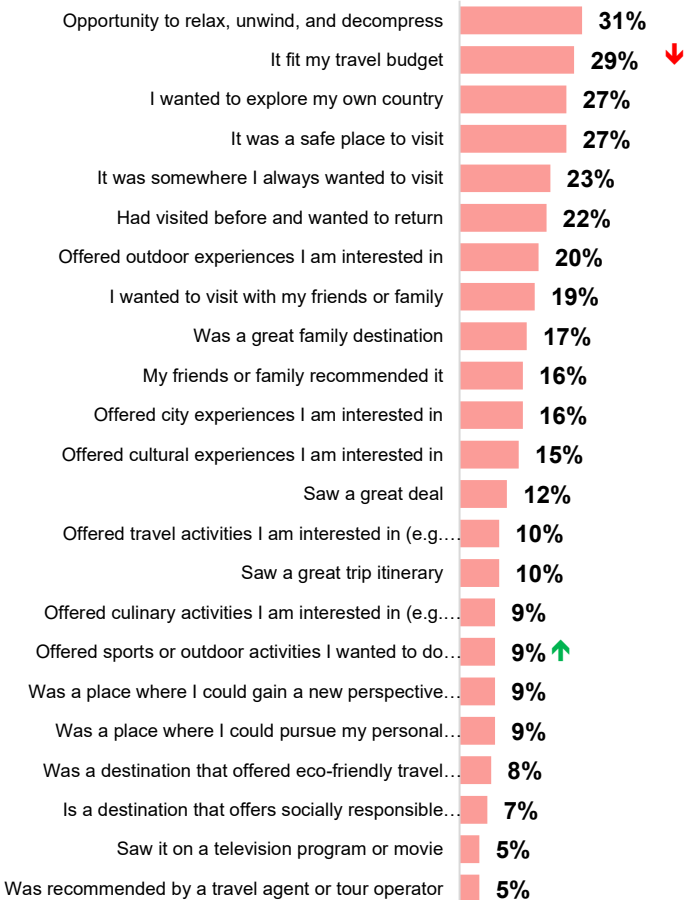
# FACTORS IN CHOOSING DESTINATION FOR RECENT TRIP

## Total Out-of-Province Travellers to Any Destination

## Total In-Province Travellers to Any Destination

The top reasons for choosing a destination are relaxation and affordability, consistent across both out-of-province and in-province travellers.

■ Out-of-Province Travellers (n=1976)



■ In-Province Travellers (n=1577)

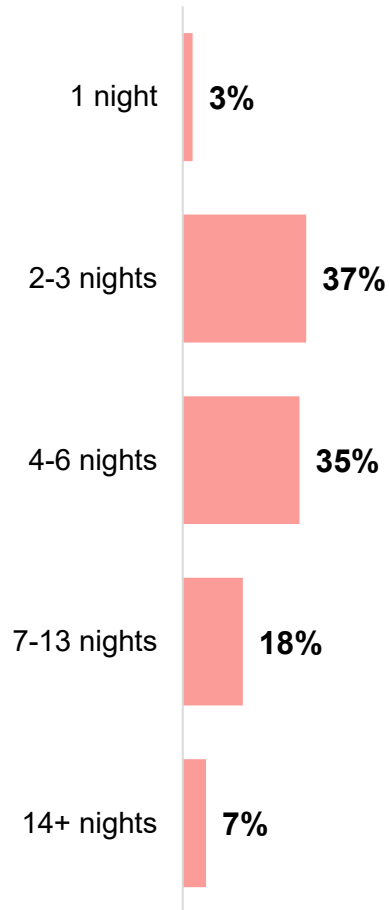


Base: Canadian residents 18+, Travelled to any destination, Took a vacation F3. Which of the following factored into your choice of destination for this trip? (Select all that apply)

# NIGHTS SPENT

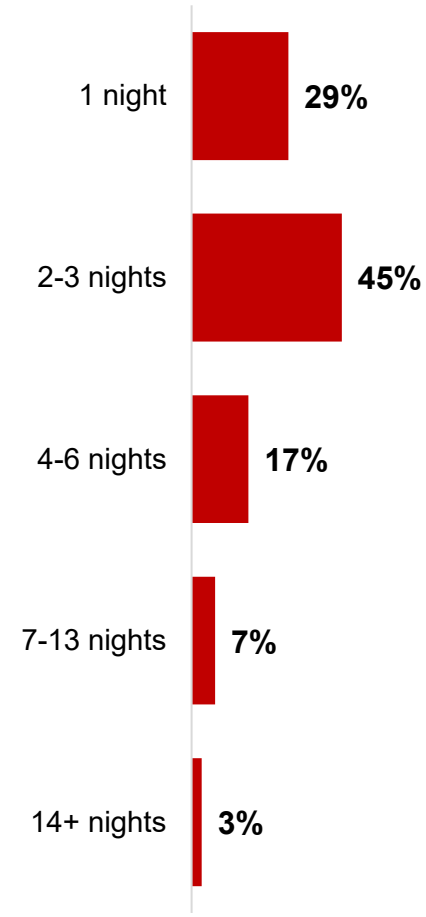
## Total Out-of-Province Travellers to Any Destination

■ Out-of-Province Travellers (n=4261)



## Total In-Province Travellers to Any Destination

■ In-Province Travellers (n=4616)



**Trips of 2-3 nights were the most likely duration of stay among both out-of-province and in-province travellers.**

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



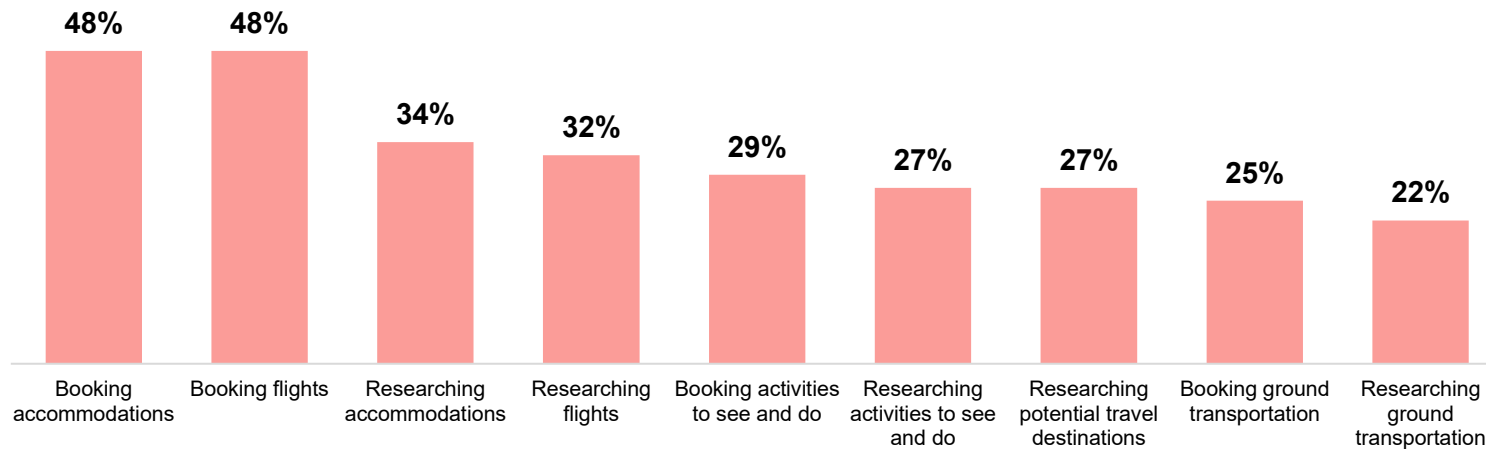
Usage of travel agents among out-of-province travellers went up compared to last year, and were most likely used for booking accommodations and flights.



**% Used a travel agent**  
Total Out-of-Province: 21% ↑

Total Out-of-Province Travellers to Any Destination

■ Out-of-Province Travellers (n=763)



↑ / ↓ = significantly higher/lower result (2025 vs. 2024)

Base: Domestic out-of-province travellers, Travelled to any destination

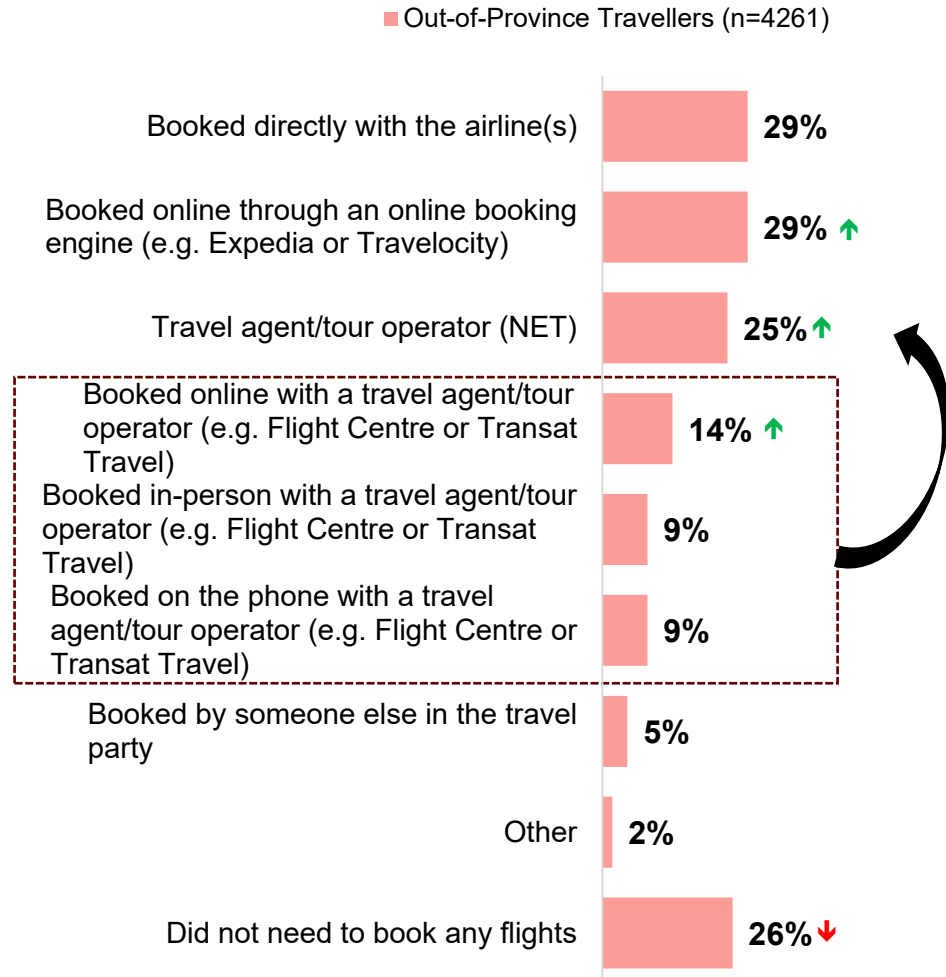
F9. Travel agents offer personalized service to help individuals, groups, and business travellers plan and organize their travel schedules, from purchasing tour packages to booking flights and hotels. Examples of travel agents include Flight Centre or Transat Travel, they do not include AI Travel Assistants or 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

F10. Which of the following did a travel agent or tour operator help you with?

# BOOKING FLIGHTS FOR RECENT TRIP

## Total Out-of-Province Travellers to Any Destination

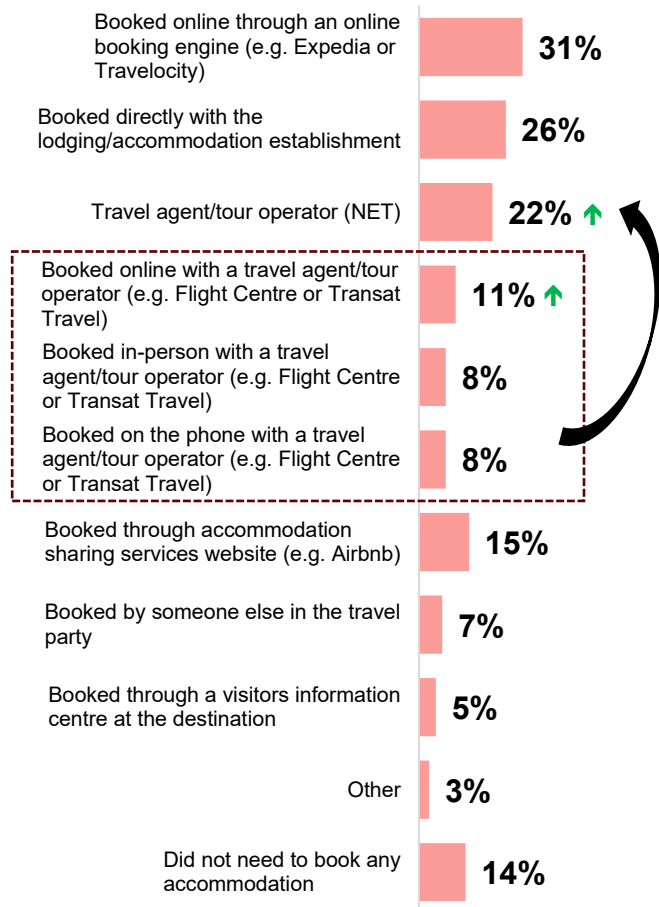


**Out-of-province travellers most commonly booked flights directly with airlines, while use of online booking engines and travel agents has increased compared to 2024.**

# BOOKING ACCOMMODATIONS FOR RECENT TRIP

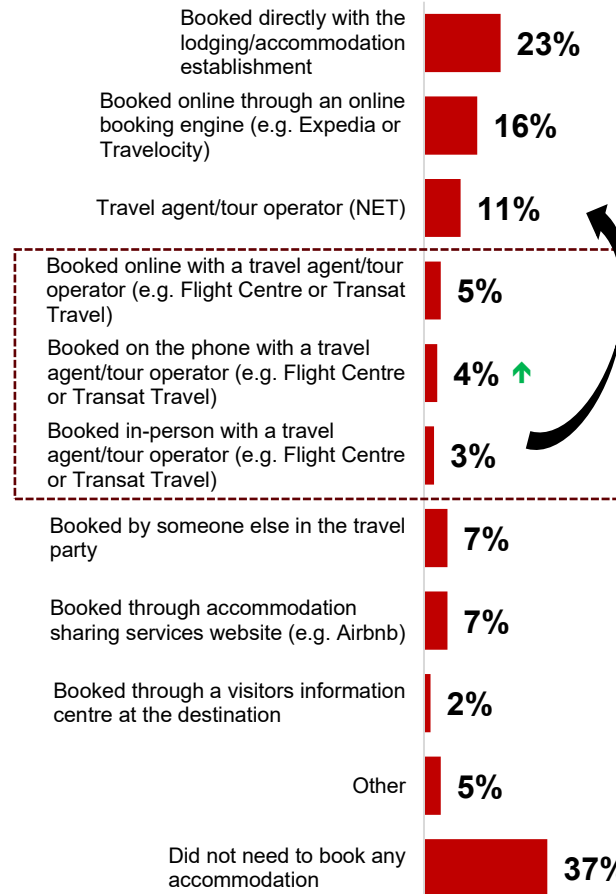
## Total Out-of-Province Travellers to Any Destination

■ Out-of-Province Travellers (n=4261)



## Total In-Province Travellers to Any Destination

■ In-Province Travellers (n=4616)

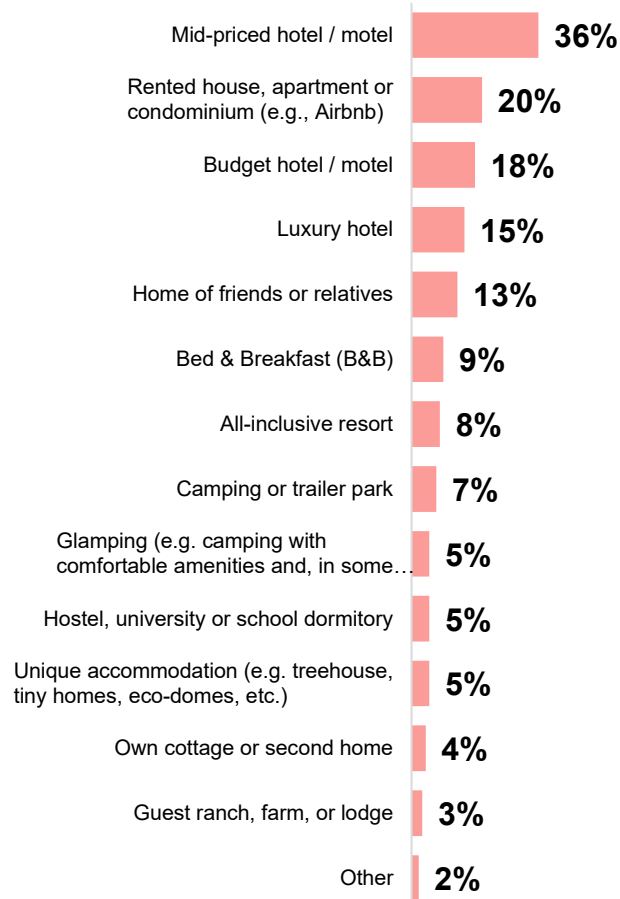


**Out-of-province travellers were most likely to have booked accommodations for their recent trip using an online booking engine, while in-province travellers were most likely to book directly with the establishment.**

# TYPE OF ACCOMMODATIONS FOR RECENT TRIP

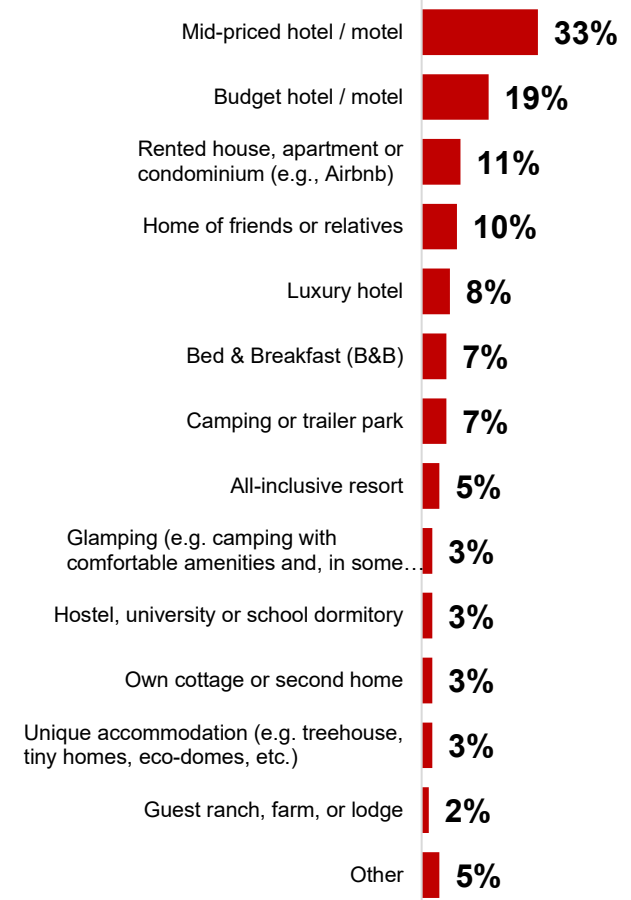
## Total Out-of-Province Travellers to Any Destination

■ Out-of-Province Travellers (n=3608)



## Total In-Province Travellers to Any Destination

■ In-Province Travellers (n=2908)



**Out-of-province and in-province travellers were most likely to have stayed in a mid-priced hotel or motel on their most recent trip.**

Base: Canadian residents 18+, Travelled to any destination, Booked Accommodation F14. Which type of accommodation did you stay in during this trip? (Select all that apply)

# THANK YOU

For any questions, please reach out to [research@destinationcanada.com](mailto:research@destinationcanada.com)

