



**2.3 million Japanese long-haul leisure travellers intend to visit Canada in the next two years.**

## Market Insights



### Trip Type

Japanese travellers want to be assured of their health and safety while travelling. For this reason, group travel may take longer to return, with many preferring small groups or fully independent travel options in the near term.



### Wellbeing

Canada is seen as an ideal destination for Japanese visitors, with wide-open spaces, nature and a focus on wellbeing and rejuvenation.



### Values Alignment

There is increasing awareness and attention among Japanese travellers toward sustainable and responsible travel options. Canada is well positioned as a destination that leads in these areas, connecting people to the communities they visit and inspiring purposeful travel.

## Market Potential<sup>1</sup>



Canada's target market  
**10,829,000**



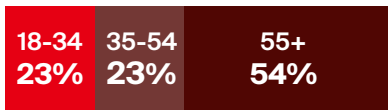
**21%**  
are definitely/very likely to visit  
Canada in the next 2 years



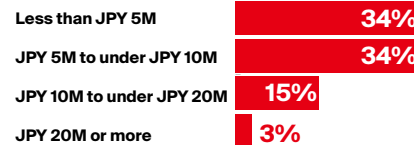
**2,295,500**  
Canada's immediate potential in  
the next 2 years

## Demographics<sup>1</sup>

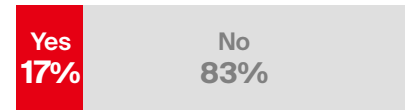
### Age



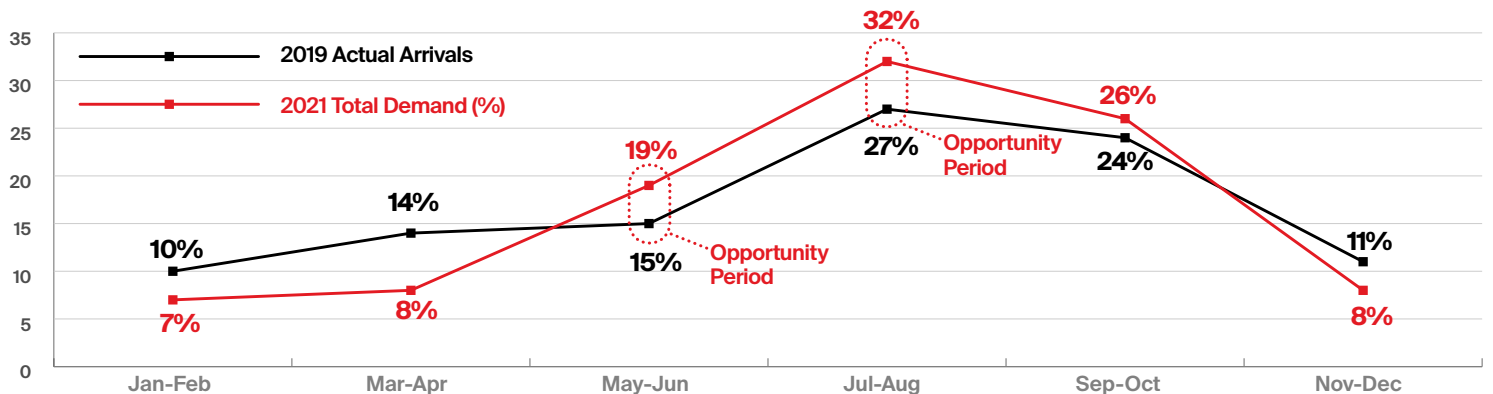
### Annual Household Income



### Children



## Seasonal Demand<sup>1,2</sup>

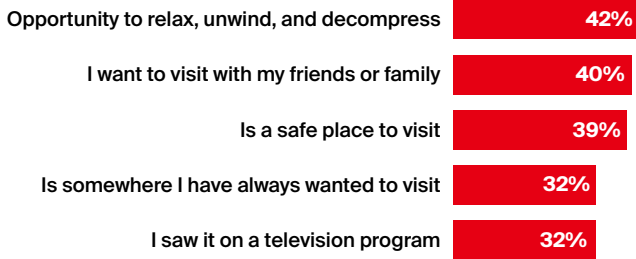


<sup>1</sup> Global Tourism Watch 2021.

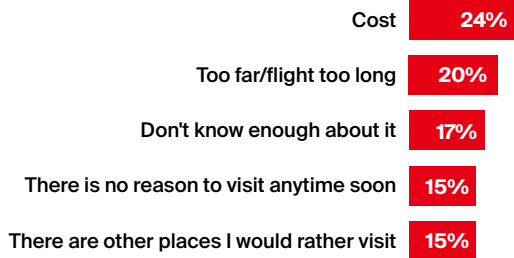
<sup>2</sup> Statistics Canada, Frontier Counts, 2019.



## Top Motivators for Future Trip to Canada<sup>1</sup>



## Top Barriers to Canada<sup>1</sup>



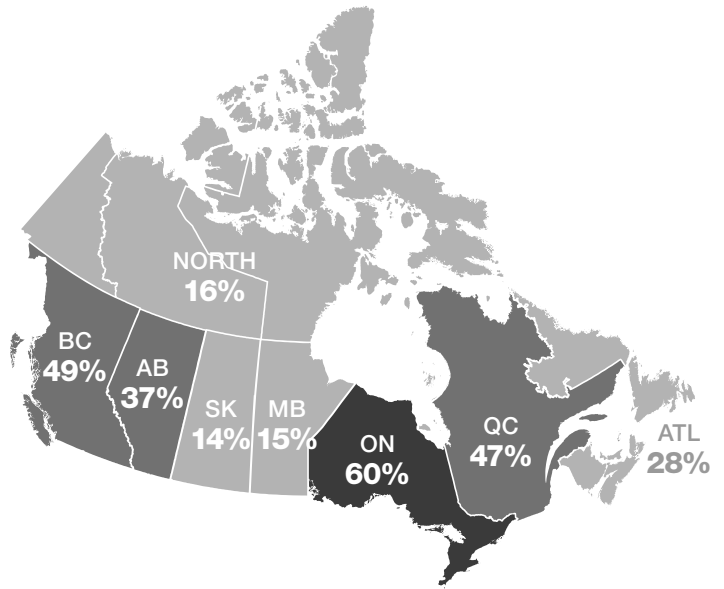
## Top Activities of Interest for Future Trip to Canada<sup>1</sup>



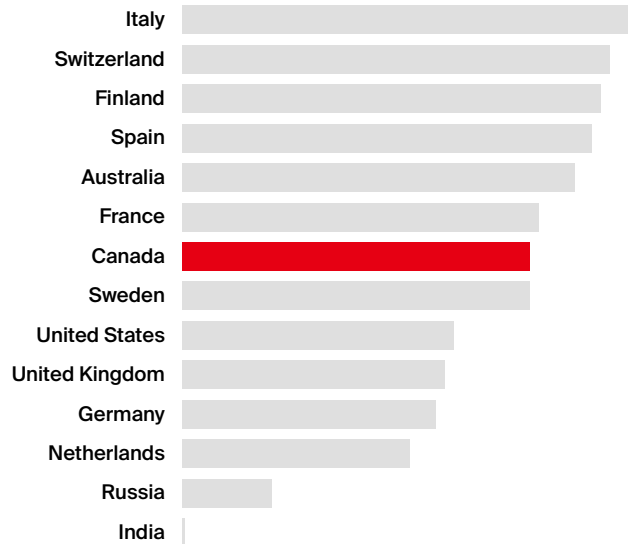
## Travel Agent Usage for Future Trip to Canada<sup>1</sup>



## Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)<sup>1</sup>



## Net Promoter Score (Normalized)<sup>1</sup>



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<sup>1</sup> Global Tourism Watch 2021.  
<sup>2</sup> Statistics Canada, Frontier Counts, 2019.