2.8 million Australian long-haul leisure travellers intend to visit Canada in the next two years.

Market Insights

Authentic Experiences
Australians want iconic, memorable and authentic experiences that they can touch and feel. They are looking to form lifelong memories and take pride in telling their friends that they’ve done something truly unique.

Values Alignment
Many Australians are seeking out responsible travel options and they consider Canada a socially and environmentally friendly destination. They are drawn to experiences that allow them to connect with people in the communities they visit.

Reliance on Travel Agents
With travel becoming increasingly complex, travel agents will be essential. A large majority of Australians indicate that they will rely on travel expertise to navigate the complexities of post-COVID travel.

Market Potential

Canada’s target market
5,555,000

50% are definitely/very likely to visit Canada in the next 2 years

2,794,000
Canada’s immediate potential in the next 2 years

Demographics

Age
18-34 36%
35-54 31%
55+ 33%

Annual Household Income
Under $50,000 30%
$50,000-$99,999 39%
$100,000+ 23%

Children
Yes 39%
No 61%

Seasonal Demand

1 Global Tourism Watch 2021.
Travel Agent Usage for Future Trip to Canada

- NET Definitely / Very / Somewhat Likely: 78%

Top Motivators for Future Trip to Canada

- Is a safe place to visit: 41%
- Is somewhere I have always wanted to visit: 36%
- Offers outdoor experiences I am interested in: 31%
- Offers travel activities I am interested in (e.g. cruise, train, or RV trips): 27%
- Seeing a great deal: 27%

Top Barriers to Canada

- Cost: 28%
- Too far/flight too long: 18%
- There are other places I would rather visit: 17%
- Health risks: 17%
- Poor value for money: 12%
- Safety concerns: 12%

Top Activities of Interest for Future Trip to Canada

- Trying local food and drink: 52%
- Natural attractions like mountains or waterfalls: 51%
- Northern lights: 49%
- Nature parks: 48%
- Viewing wildlife or marine life: 46%
- Hiking or walking in nature: 45%
- Guided city tours: 41%
- Historical, archaeological or world heritage sites: 41%
- Exploring vibrant multicultural cities: 38%
- Cultural or traditional festivals: 36%
- City green spaces like parks or gardens: 36%

Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)

- BC: 13%
- AB: 42%
- SK: 23%
- MB: 24%
- ON: 43%
- QC: 28%
- ATL: 21%
- NS: 17%
- PEI: 16%
- NU: 15%
- YT: 14%

Net Promoter Score (Normalized)


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