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

Market Insights

Accelerated Digitization
The complexities of travel have led the French to adopt new technologies to help them stay organized when visiting a destination. It has also given rise to social platforms, which have become an increasingly important channel for tourism brands to build their presence.

Inflationary Pressures
The inflation rate in France has been increasing and it is expected to continue growing. This financial pressure could offset household savings and trigger price consciousness among French travellers.

Great Outdoors
Against the backdrop of COVID, the French have been drawn to destinations with uncrowded spaces. They are also looking for outdoor activities and off-the-beaten-path destinations, all qualities that Canada is well-positioned to deliver.

Market Potential

Canada’s target market
10,820,000

Canada’s immediate potential in the next 2 years
6,167,500

Demographics

Age

<table>
<thead>
<tr>
<th>Age</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>35%</td>
<td>28%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Annual Household Income

<table>
<thead>
<tr>
<th>Income</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>€21,000 or less</td>
<td>22%</td>
</tr>
<tr>
<td>€21,001 to €30,000</td>
<td>18%</td>
</tr>
<tr>
<td>€30,001 to €48,000</td>
<td>13%</td>
</tr>
<tr>
<td>€48,001 to €60,000</td>
<td>9%</td>
</tr>
<tr>
<td>€60,001 or more</td>
<td>7%</td>
</tr>
</tbody>
</table>

Children

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>35%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Seasonal Demand

1 Global Tourism Watch 2021.
**Top Motivators for Future Trip to Canada**

- Is somewhere I have always wanted to visit: 41%
- Offers outdoor experiences I am interested in: 30%
- Opportunity to relax, unwind, and decompress: 28%
- Offers cultural experiences I am interested in: 28%
- Is a safe place to visit: 24%

**Top Barriers to Canada**

- Cost: 33%
- Poor weather: 15%
- Poor value for money: 13%
- Health risks: 12%
- Delays and hassles at airports and borders: 11%
- Visa requirements: 11%

**Top Activities of Interest for Future Trip to Canada**

- Hiking or walking in nature: 58%
- Nature parks: 56%
- Northern lights: 50%
- Natural attractions like mountains or waterfalls: 49%
- Fine dining: 45%
- Trying local food and drink: 44%
- Historical, archaeological or world heritage sites: 42%
- Exploring vibrant multicultural cities: 41%
- Lakeside beaches: 40%
- Exploring Indigenous culture, traditions or history: 40%
- Exploring French culture, traditions or history: 40%

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

- BC: 12%
- AB: 31%
- SK: 13%
- MB: 12%
- ON: 50%
- QC: 74%
- ATL: 25%

**Travel Agent Usage for Future Trip to Canada**

- NET Definitely / Very / Somewhat Likely: 70%

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For further information, please contact:

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