

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

#### **Market Insights**



### Pent Up Savings

Price consciousness among Germans is increasing due to tightened financial conditions, political uncertainty and a limited supply of goods. Nevertheless, Germans who have been saving will continue to realize their bucket travel list and spend more time and money when travelling.



#### Values Alignment

Led by government initiatives, there is increasing awareness and attention toward sustainablity in Germany. Destintations that offer responsible and mindful travel options will resonate with German travellers.



#### Great Outdoors

Against the backdrop of COVID, Germans have been drawn to destinations that offer uncrowded spaces. They are also looking for destinations with plenty of outdoor activities, high safety standards and flexible booking options.

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



Age

Canada's target market 12,246,500



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

£££ 5,694,500 Canada's immediate potential in the next 2 years

#### **Demographics**<sup>1</sup>



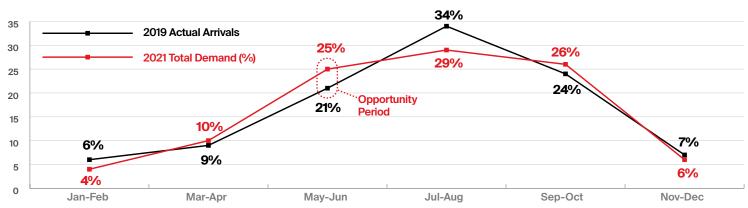
#### Monthly Household Income



## Children



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





QC

37%

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



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

Cost	34%
Too far/flight too long	20%
Health risks	17%
There are other places I would rather visit	17%
Poor value for money	15%
Visa requirements	15%
Not enough time to take a vacation	15%

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

56%	Nature parks
56%	Hiking or walking in nature
50%	Trying local food and drink
48%	Natural attractions like mountains or waterfalls
47%	Oceanside beaches
46%	Viewing wildlife or marine life
42%	Northern lights
41%	Lakeside beaches
37%	Travelling to remote destinations
34%	City green spaces like parks or gardens
34%	Exploring vibrant multicultural cities
34%	Exploring places most tourists won't go to
34%	Guided nature tours

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

**Travel Consideration by Province,** 

NORT

13%

BC

47%

AB 2**8**%

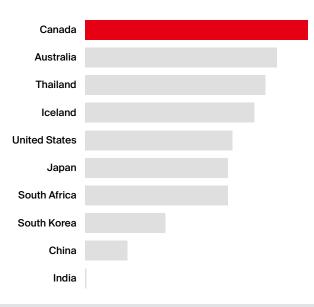
% Likely to Visit by Region (Next 2 Years)<sup>1</sup>

MB

4%

ON

50%



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



### For further information, please contact:

Barbara Ackermann Account Director T+49-234-324-98074 barbara@destination-office.de