



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 Potential¹



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



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



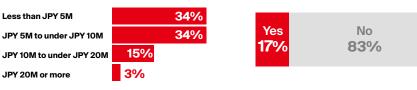
the next 2 years

Demographics¹

Age

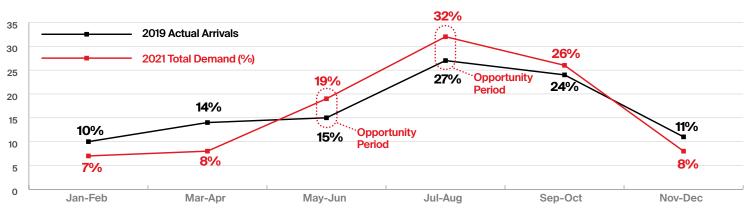
18-34	35-54	55+
23%	23%	54%

Annual Household Income



Children

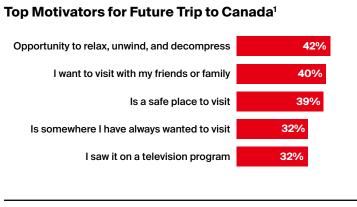
Seasonal Demand^{1,2}



¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.





Top Barriers to Canada¹

Cost	24%
Too far/flight too long	20%
Don't know enough about it	17%
There is no reason to visit anytime soon	15%
There are other places I would rather visit	15%

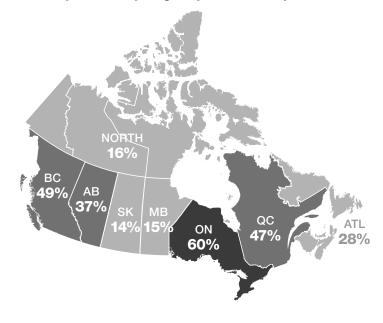
Top Activities of Interest for Future Trip to Canada¹

Hiking or walking in nature	
Natural attractions like mountains or waterfalls	
Northern lights	
Trying local food and drink	
Lakeside beaches	
Nature parks	
Fall colours	
Historical, archaeological or world heritage sites	
City green spaces like parks or gardens	
Food and drink festivals or events	
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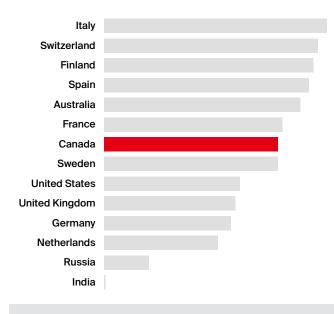
Travel Agent Usage for Future Trip to Canada¹



Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)¹



Net Promoter Score (Normalized)¹



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