

60.5 million US out-of-state leisure travellers intend to visit Canada in the next two years.

### **Market Insights**



### Pent Up Savings

While inflationary pressures are stirring fears of an impending recession, savings remain at an all time high for Americans and travel is at the top of their list for discretionary spending.



## Geo-Political Impacts

Due to the ongoing war in Ukraine, many Americans are hesitant to travel to Europe in the near term. Canada can position itself as a safe and easy travel alternative over the coming months.



#### **Frictionless Travel**

Americans have low tolerance for friction, with clunky consumer experiences resulting in abandoned purchases. Seamless experiences throughout the travel journey – from information gathering all the way to in-destination activities – are key to positive sentiment and repeat travel.

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



Age

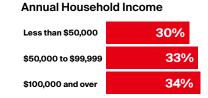
Canada's target market **107,461,500** 



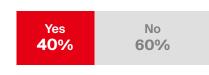
are definitely/very likely to visit Canada in the next 2 years Canada's immediate potential in the next 2 years

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

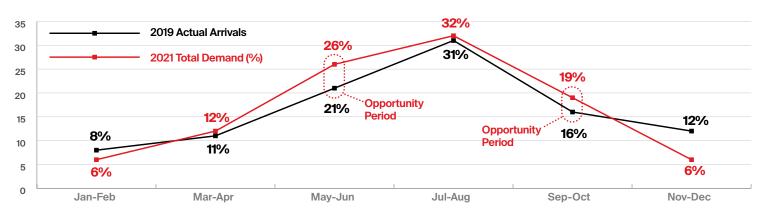




Children



## 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>

Is a safe place to visit	38%
Offers outdoor experiences I am interested in	35%
Opportunity to relax, unwind, and decompress	34%
Offers cultural experiences I am interested in	32%
Offers city experiences I am interested in	31%

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



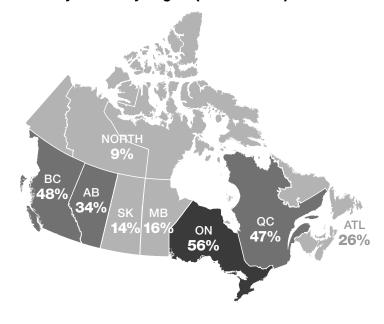
## Top Activities of Interest for Future Trip to Canada<sup>1</sup>

51%	Trying local food and drink
51%	Northern lights
49%	Hiking or walking in nature
48%	Natural attractions like mountains or waterfalls
46%	Nature parks
41%	Fall colors
41%	Oceanside beaches
40%	Food and drink festivals or events
40%	Viewing wildlife or marine life
39%	Lakeside beaches

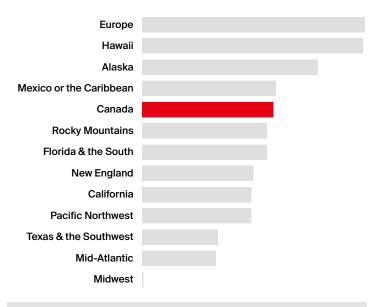
# Travel Agent Usage for Future Trip to Canada<sup>1</sup>

NET Definitely / Very / Somewhat Likely 63%

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



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



## For further information, please contact:

Claire Parrish Senior Director, Global Marketing T 604-638-8301 parrish.claire@destinationcanada.com