



BC (7.1M) has the highest potential market size for domestic travel in the next year, followed by Alberta (4.9M) and Quebec (4.5M).

Market Insights



Inflationary Pressures

Canada's inflation rate is at its highest level in over 30 years, led by transportation costs, which could impact travel plans for residents. This may result in reduced domestic travel overall, as well as a shift to travelling closer to home.



Domestic Travel Perceptions

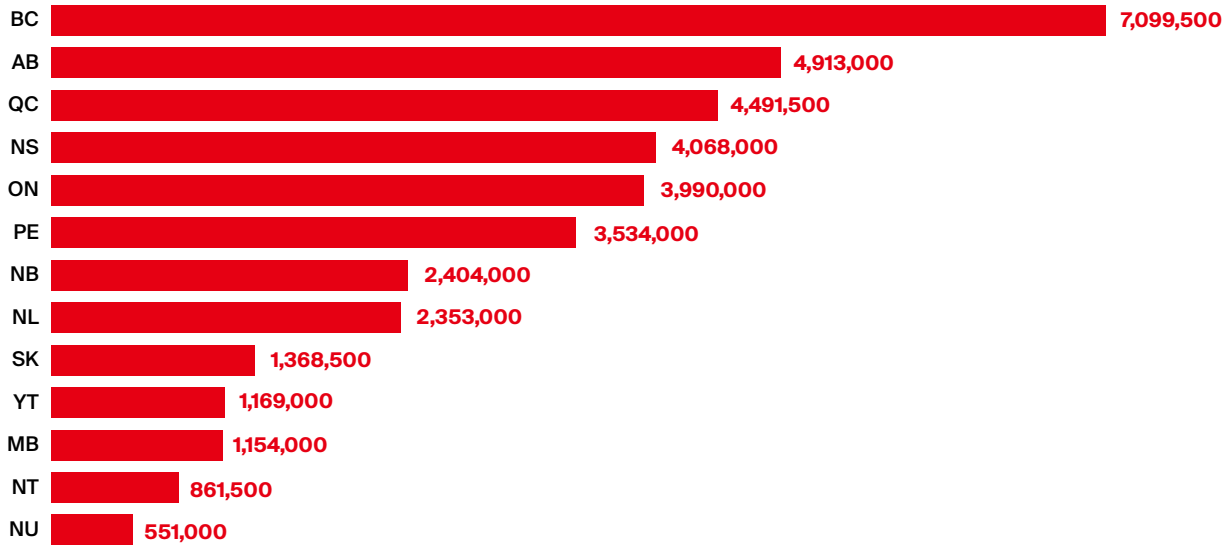
Canadians spend on average four times more per international trip as they do per domestic trip – yet cost is listed as a top barrier for domestic travel. Growth in long-haul domestic travel hinges on shifting traveller perceptions on the value that a domestic trip can offer.



Strong Demand

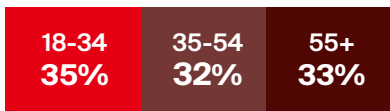
There is currently strong demand for domestic travel among Canadians. Even as border restrictions ease, search for domestic travel remains high and there is strong intent to spend on both intra-provincial and inter-provincial travel.

Potential Out-of-Province Market Size (Next Year)*



Demographics¹

Age



Annual Household Income



Children

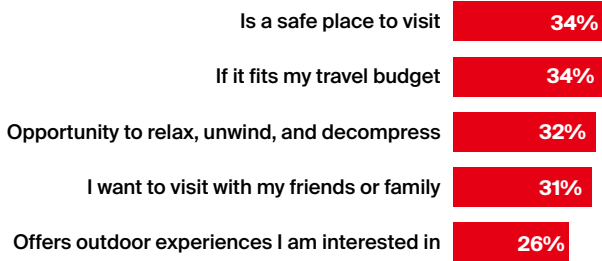


¹ Global Tourism Watch 2021.

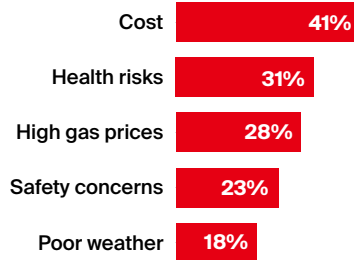
*Respondents within each province are not asked to rate their own province; data for each region is among respondents from outside of each province/territory.



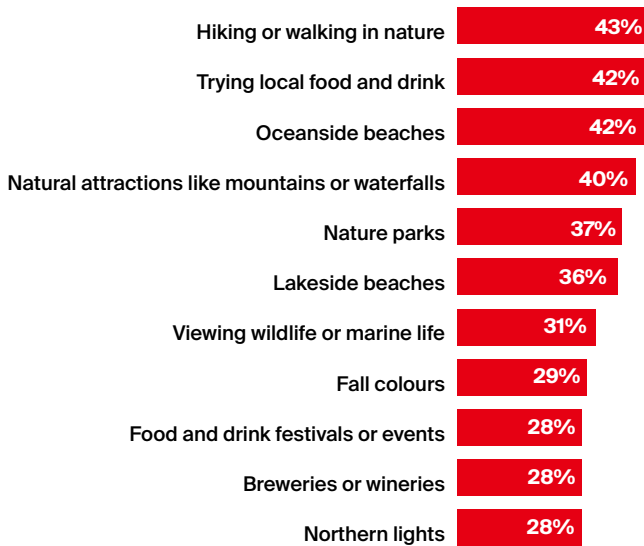
Top Motivators for Future Domestic Out-of-Province Travel¹



Top Barriers for Travel Within Canada¹



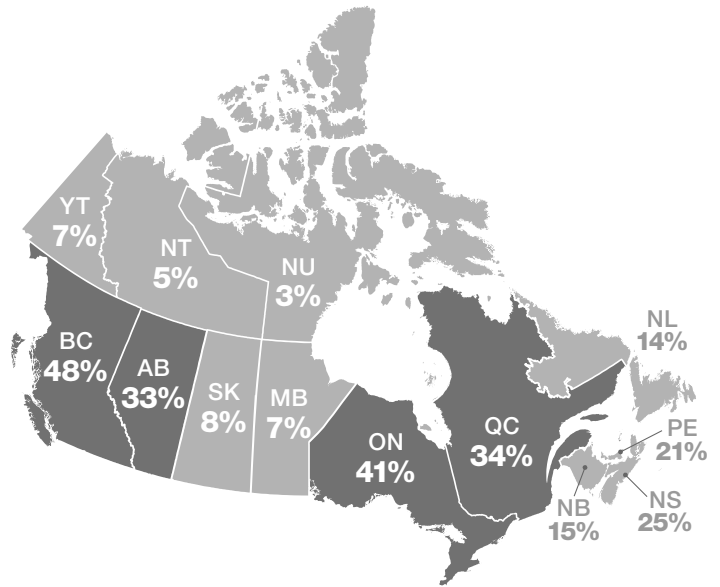
Top Activities of Interest for Future Domestic Out-of-Province Trip¹



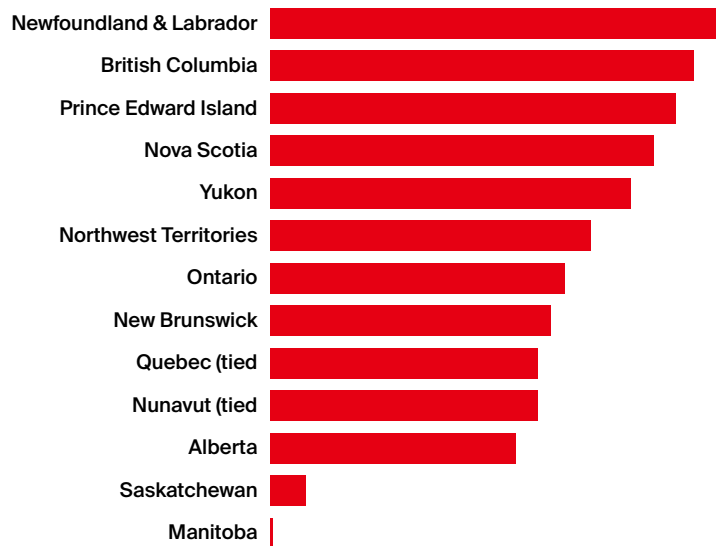
Travel Agent Usage for Future Domestic Out-of-Province Trip¹



Travel Consideration by Province, % Seriously Considering (Next Year) by Region^{1*}



Net Promoter Score (Normalized)^{1*}



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¹ Global Tourism Watch 2021.

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