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 among Canadians, even as 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)*

<table>
<thead>
<tr>
<th>Province</th>
<th>Market Size (Next Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>7,099,500</td>
</tr>
<tr>
<td>AB</td>
<td>4,913,000</td>
</tr>
<tr>
<td>QC</td>
<td>4,491,500</td>
</tr>
<tr>
<td>NS</td>
<td>4,068,000</td>
</tr>
<tr>
<td>ON</td>
<td>3,990,000</td>
</tr>
<tr>
<td>PE</td>
<td>3,534,000</td>
</tr>
<tr>
<td>NB</td>
<td>2,404,000</td>
</tr>
<tr>
<td>NL</td>
<td>2,353,000</td>
</tr>
<tr>
<td>SK</td>
<td>1,368,500</td>
</tr>
<tr>
<td>YT</td>
<td>1,169,000</td>
</tr>
<tr>
<td>MB</td>
<td>1,154,000</td>
</tr>
<tr>
<td>NT</td>
<td>861,500</td>
</tr>
<tr>
<td>NU</td>
<td>551,000</td>
</tr>
</tbody>
</table>

### Demographics1

<table>
<thead>
<tr>
<th>Age</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>35%</td>
<td>32%</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>Less than $50,000</th>
<th>$50,000 to $99,999</th>
<th>$100,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>21%</td>
<td>34%</td>
<td>32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>29%</td>
<td>71%</td>
</tr>
</tbody>
</table>

---

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.
2022 MARKET HIGHLIGHTS | CANADA

**Top Motivators for Future Domestic Out-of-Province Travel**

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is a safe place to visit</td>
<td>34%</td>
</tr>
<tr>
<td>If it fits my travel budget</td>
<td>34%</td>
</tr>
<tr>
<td>Opportunity to relax, unwind, and decompress</td>
<td>32%</td>
</tr>
<tr>
<td>I want to visit with my friends or family</td>
<td>31%</td>
</tr>
<tr>
<td>Offers outdoor experiences I am interested in</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Top Barriers for Travel Within Canada**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>41%</td>
</tr>
<tr>
<td>Health risks</td>
<td>31%</td>
</tr>
<tr>
<td>High gas prices</td>
<td>28%</td>
</tr>
<tr>
<td>Safety concerns</td>
<td>23%</td>
</tr>
<tr>
<td>Poor weather</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Top Activities of Interest for Future Domestic Out-of-Province Trip**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking or walking in nature</td>
<td>43%</td>
</tr>
<tr>
<td>Trying local food and drink</td>
<td>42%</td>
</tr>
<tr>
<td>Oceanside beaches</td>
<td>42%</td>
</tr>
<tr>
<td>Natural attractions like mountains or waterfalls</td>
<td>40%</td>
</tr>
<tr>
<td>Nature parks</td>
<td>37%</td>
</tr>
<tr>
<td>Lakeside beaches</td>
<td>36%</td>
</tr>
<tr>
<td>Viewing wildlife or marine life</td>
<td>31%</td>
</tr>
<tr>
<td>Fall colours</td>
<td>29%</td>
</tr>
<tr>
<td>Food and drink festivals or events</td>
<td>28%</td>
</tr>
<tr>
<td>Breweries or wineries</td>
<td>28%</td>
</tr>
<tr>
<td>Northern lights</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Travel Consideration by Province, % Seriously Considering (Next Year) by Region**

- **Yukon**: 41%
- **Newfoundland & Labrador**: 34%
- **British Columbia**: 34%
- **Prince Edward Island**: 32%
- **Nova Scotia**: 31%
- **Ontario**: 29%
- **New Brunswick**: 28%
- **Quebec**: 28%
- **Nunavut**: 26%
- **Alberta**: 26%
- **Saskatchewan**: 25%
- **Manitoba**: 25%
- **Ontario**: 24%
- **Quebec**: 23%
- **Newfoundland & Labrador**: 22%
- **British Columbia**: 22%
- **Prince Edward Island**: 21%
- **Nova Scotia**: 20%
- **New Brunswick**: 20%
- **Quebec**: 19%
- **Nunavut**: 18%
- **Ontario**: 17%
- **Newfoundland & Labrador**: 16%
- **British Columbia**: 15%
- **Prince Edward Island**: 14%
- **Nova Scotia**: 14%
- **New Brunswick**: 13%
- **Quebec**: 12%
- **Nunavut**: 12%
- **Ontario**: 11%
- **Newfoundland & Labrador**: 10%
- **British Columbia**: 9%
- **Prince Edward Island**: 8%
- **Nova Scotia**: 7%
- **New Brunswick**: 6%
- **Quebec**: 5%
- **Nunavut**: 4%
- **Ontario**: 3%
- **Newfoundland & Labrador**: 2%
- **British Columbia**: 1%
- **Prince Edward Island**: 1%
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- **For further information, please contact:**
  Nicolas Sirois
  Senior Manager, Global Marketing
  T 604-638-8307
  sirois.nicolas@destinationcanada.com

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