In 2018, interest in travel to Canada was highest among German leisure travellers between May and October.¹

Top experiences German leisure travellers desire while on holiday include sampling local food and drink, summer and fall outdoor experiences, exploring Indigenous culture, city tours and exploring places other tourists won’t go.²

The majority of German leisure travellers on their most recent trip to Canada (60%) did not travel in an organized group travel package. Among those that did, relatively similar proportions booked these trips either online or in-person.³

In 2018, the purchasing power of the Euro relative to the Canadian Dollar (+5% compared to 2017) helped position Canada as a more attractive travel destination for German travellers.⁴

The seasonal demand is shown in the chart below:

5. Global Tourism Watch 2018.
**Travel Consideration by Province, % Likely to Visit Region**

- **BC**: 55%
- **AB**: 38%
- **SK/MB**: 11%
- **ON**: 54%
- **QC**: 44%
- **ATL**: 22%

**Market Potential**

- Canada’s target market: **13,181,000**
- 42% are definitely/very likely to visit Canada in the next 2 years
- Canada’s immediate potential: **5,496,500**

**Top Drivers for German Travellers to Any Destination**

1. Is a safe place to visit
2. Offers adventures that everyone can enjoy
3. Has people that are friendly and welcoming
4. Is a place to spend quality time with friends and/or family
5. Offers distinctive experiences during all 4 seasons
6. Is a place I would be proud to tell people I have visited
7. Offers adventures that challenge me
8. Is a place that allows me to de-stress
9. Has great summer outdoor activities I would participate in
10. Is a great place for touring around to multiple destinations

**Travel Agent/Tour Operator Usage For Recent Trip to Canada**

- **Used for either research or booking**: 64%
- **Used for both research and booking**: 28%
- **Used for research only**: 26%
- **Used for booking only**: 10%

For further information, please contact:

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

*Global Tourism Watch 2018.*