



**6.2 million French long-haul leisure travellers intend to visit Canada in the next two years.**

## Market Insights



### Accelerated Digitization

The complexities of travel have led the French to adopt new technologies to help them stay organized when visiting a destination. It has also given rise to social platforms, which have become an increasingly important channel for tourism brands to build their presence.



### Inflationary Pressures

The inflation rate in France has been increasing and it is expected to continue growing. This financial pressure could offset household savings and trigger price consciousness among French travellers.



### Great Outdoors

Against the backdrop of COVID, the French have been drawn to destinations with uncrowded spaces. They are also looking for outdoor activities and off-the-beaten-path destinations, all qualities that Canada is well-positioned to deliver.

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



Canada's target market  
**10,820,000**



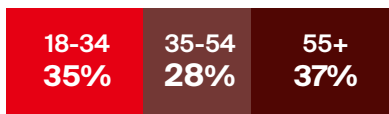
**57%**  
are definitely/very likely to visit  
Canada in the next 2 years



**6,167,500**  
Canada's immediate potential in  
the next 2 years

## Demographics<sup>1</sup>

### Age



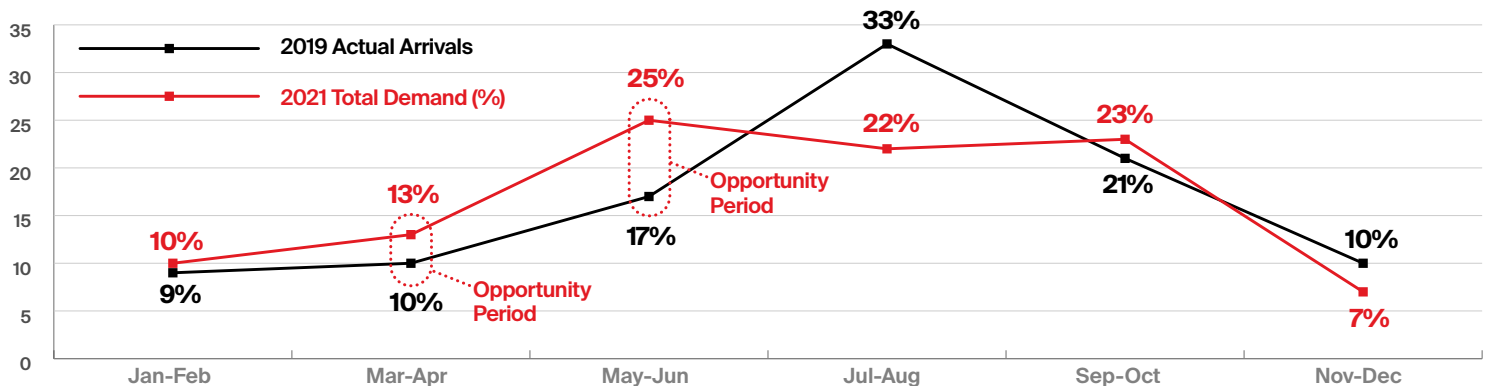
### Annual Household Income



### Children



## Seasonal Demand<sup>1,2</sup>

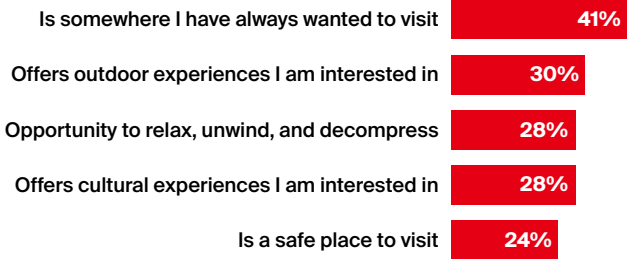


<sup>1</sup> Global Tourism Watch 2021.

<sup>2</sup> Statistics Canada, Frontier Counts, 2019.



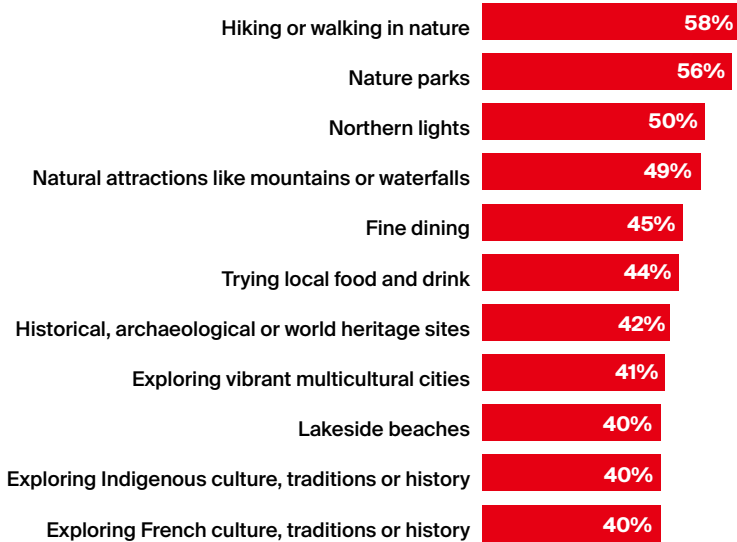
## Top Motivators for Future Trip to Canada<sup>1</sup>



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



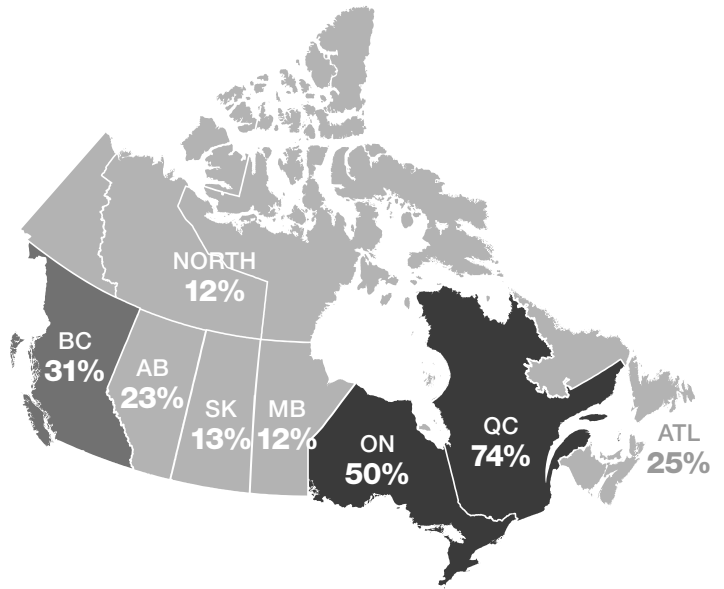
## Top Activities of Interest for Future Trip to Canada<sup>1</sup>



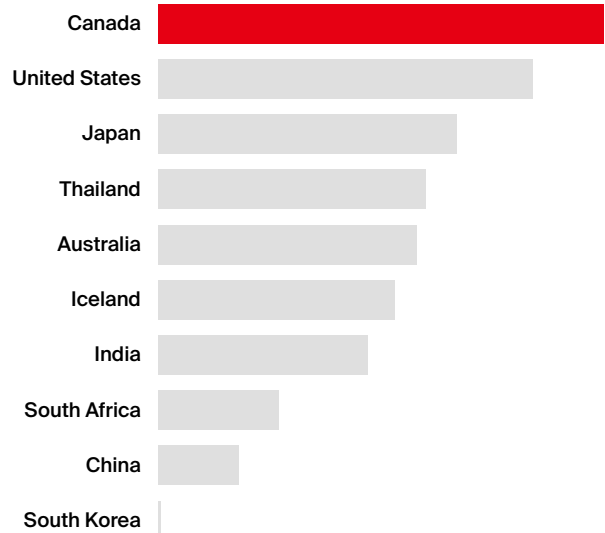
## Travel Agent Usage for Future Trip to Canada<sup>1</sup>



## 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:

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<sup>1</sup> Global Tourism Watch 2021.

<sup>2</sup> Statistics Canada, Frontier Counts, 2019.