



**Spend among Australians is forecasted to recover to 2019 levels by 2024. Visitation levels are not expected to recover until 2025.**

## Market Insights

### Desire and Ability to Travel

Traditionally, Australian travellers spend more and stay longer in Canada than many other markets. High household savings combined with a pent-up demand for tourism will see High Value Guests (HVGs) cast aside economic concerns in favour of once-in-a-lifetime travel experiences. However, with increasing interest rates and cost of living, Canada's value proposition is critical, with a need for the tourism industry to highlight the value of meaningful travel experiences in Canada.

### Wellness / Conscious Travel

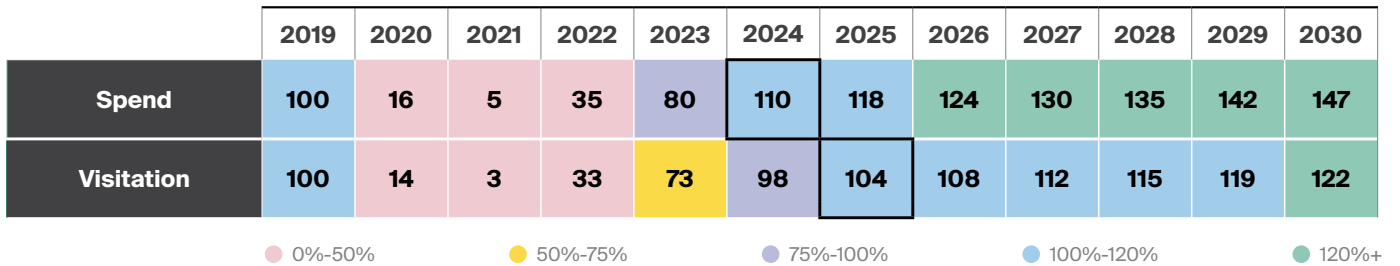
Australia is witnessing a rise in wellness tourism focused on psychological rejuvenation as well as 'conscious consumers' who use travel as a force for good. Australian travellers are prioritizing trips that have a positive impact on both people and the planet and are drawn to meaningful/sustainable travel experiences, seeking connections with local and Indigenous residents, and regenerative experiences that give back.

### Outdoor Escapades

Australians hold a longstanding desire to visit Canada, drawn to its iconic outdoor experiences and wildlife in all seasons. Australian travellers are seeking expansive locations such as national parks, with many choosing to undertake road trips to explore Canada's diverse regions, including wilderness and local communities. This is an opportunity to highlight Canada's easy access to open spaces and experiences in both urban and regional settings.

## Market Forecast (as of Fall 2022)<sup>1</sup>

Spending and visitation levels (% relative to 2019)



The following are the context and assumptions used to develop the Fall 2022 Market Forecast:<sup>1</sup>



### Travel sentiment and covid restrictions

- Australians have pivoted their consumption from goods to services, which has especially benefited the travel and hospitality sector.
- Having lifted its COVID-19 restrictions as of September 2022, Australia has seen the greatest rebound in travel to Canada among Asia-Pacific markets. Australia was the largest source of eTA applications in the Asia-Pacific region in the first eleven months of 2022.



### International travel conditions

- Air connectivity between Canada and Australia continues to rebound. There were 178,700 seats on direct flights between Australia and Canada in 2022, 60% of the available seats in 2019. As of January 2023, air connectivity in 2023 is scheduled to reach 91% of 2019 levels.
- Inflation will put pressure on household budgets, slowing growth slightly in the near term.



### Economy

- GDP is expected to slow in 2023 to between 1.8% and 2.0%.
- Strong employment growth and a tight labour market will support income growth.

<sup>1</sup> Tourism Outlook Forecast Highlights, Fall 2022.



## Total Long-Haul Travellers

Australians aged 18 and older who have taken a long-haul leisure trip outside of Australia, New Zealand, and the Pacific Islands in the past three years, or plan to take such a trip in the next two years.

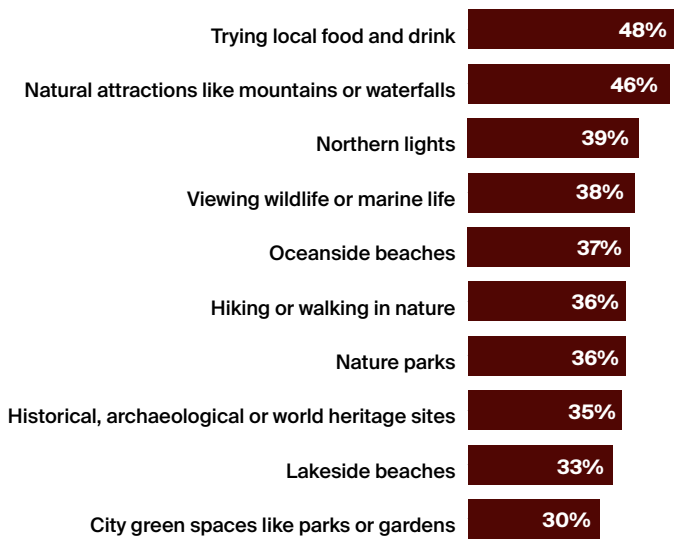
## High Value Guests

High value guests (HVGs) immerse themselves in a destination, embrace heritage and culture, and genuinely seek to leave the destination better than they found it. They tend to be more affluent and educated than the average traveller. They share a curiosity for deeper, richer experiences.

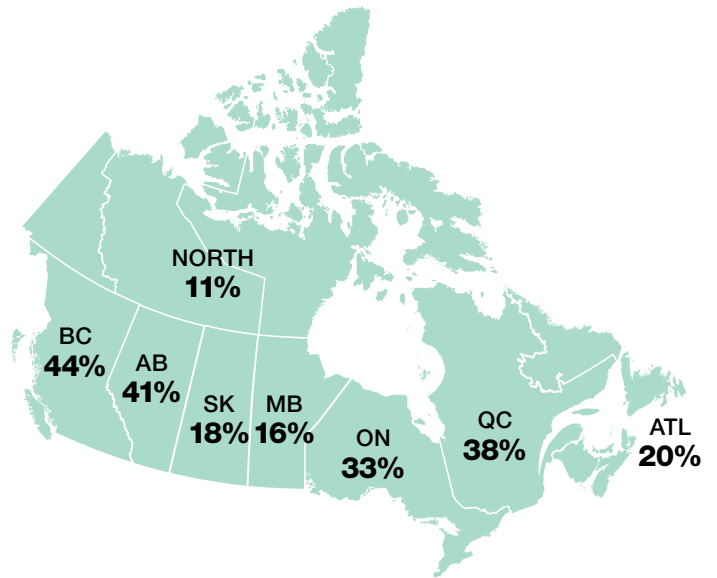
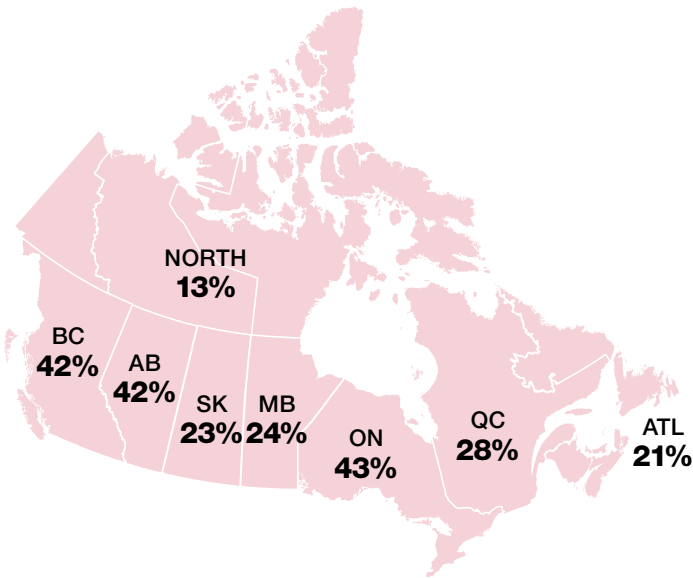
### Potential Market Size<sup>2</sup>



### Top Activities of Interest While on Vacation<sup>3</sup>



### Likelihood to Visit Canadian Regions (Next 2 Years)<sup>3</sup>



### Travel Agent Usage for Future Trip to Canada<sup>3</sup>

NET Definitely / Very / Somewhat Likely  
**78%**

NET Definitely / Very / Somewhat Likely  
**91%**

For further information, please contact:

Julie King

Managing Director

T +61-428-026-093

[julie.king@jkingassociates.com](mailto:julie.king@jkingassociates.com)

<sup>2</sup> Global Market Sizing 2022.  
<sup>3</sup> Global Tourism Watch 2021.