



60.5 million US out-of-state leisure travellers intend to visit Canada in the next two years.

Market Insights



Pent Up Savings

While inflationary pressures are stirring fears of an impending recession, savings remain at an all time high for Americans and travel is at the top of their list for discretionary spending.



Geo-Political Impacts

Due to the ongoing war in Ukraine, many Americans are hesitant to travel to Europe in the near term. Canada can position itself as a safe and easy travel alternative over the coming months.



Frictionless Travel

Americans have low tolerance for friction, with clunky consumer experiences resulting in abandoned purchases. Seamless experiences throughout the travel journey - from information gathering all the way to in-destination activities - are key to positive sentiment and repeat travel.

Market Potential¹



Canada's target market
107,461,500



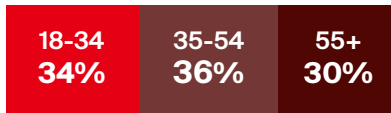
56%
are definitely/very likely to visit
Canada in the next 2 years



60,498,500
Canada's immediate potential in
the next 2 years

Demographics¹

Age



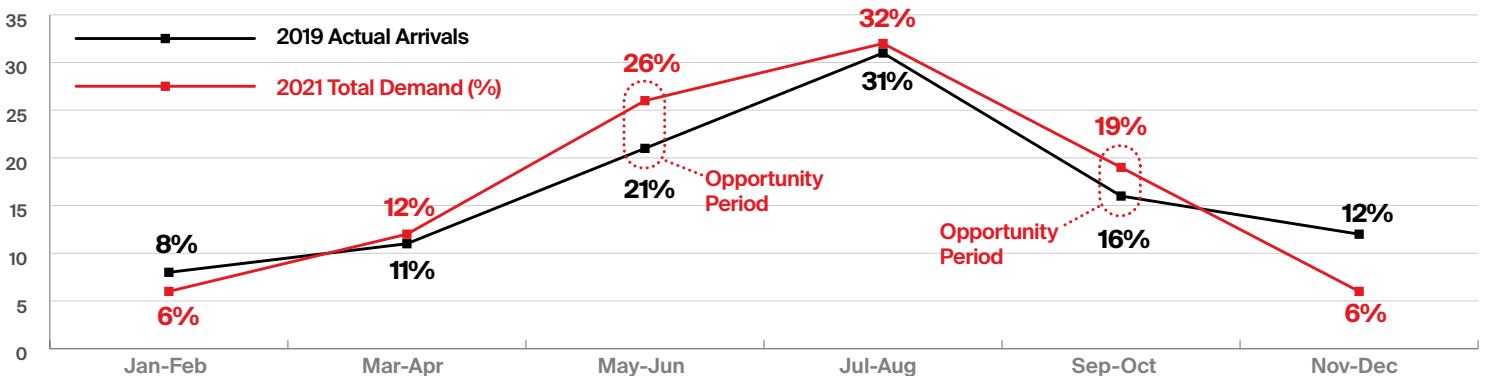
Annual Household Income



Children



Seasonal Demand^{1,2}

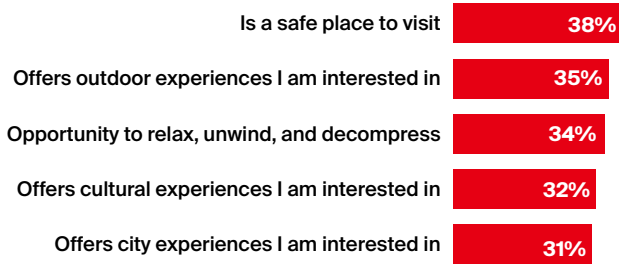


¹ Global Tourism Watch 2021.

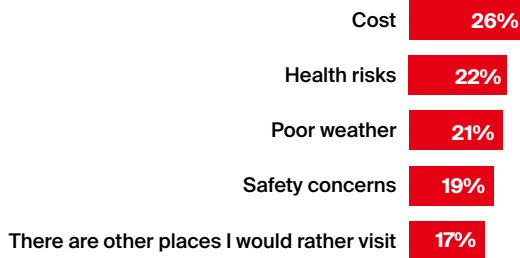
² Statistics Canada, Frontier Counts, 2019.



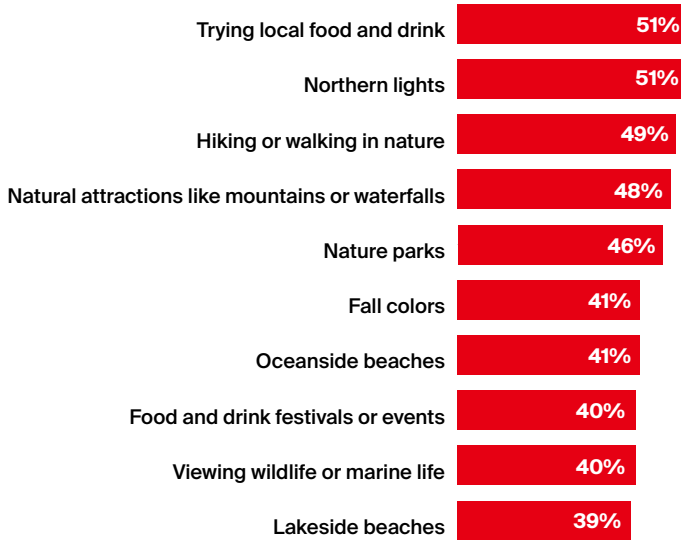
Top Motivators for Future Trip to Canada¹



Top Barriers to Canada¹



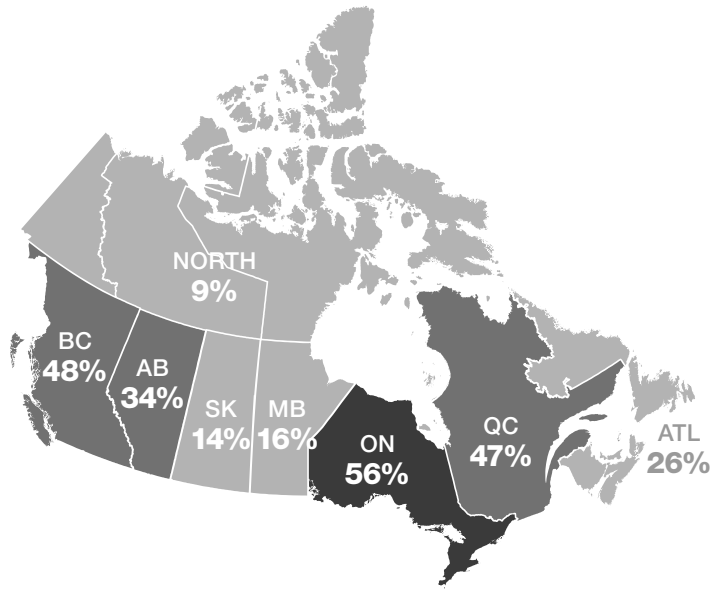
Top Activities of Interest for Future Trip to Canada¹



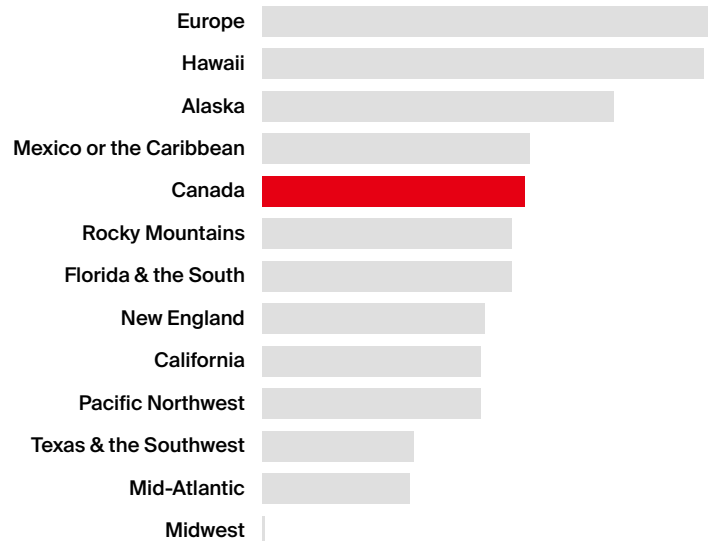
Travel Agent Usage for Future Trip to Canada¹



Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)¹



Net Promoter Score (Normalized)¹



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¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.