



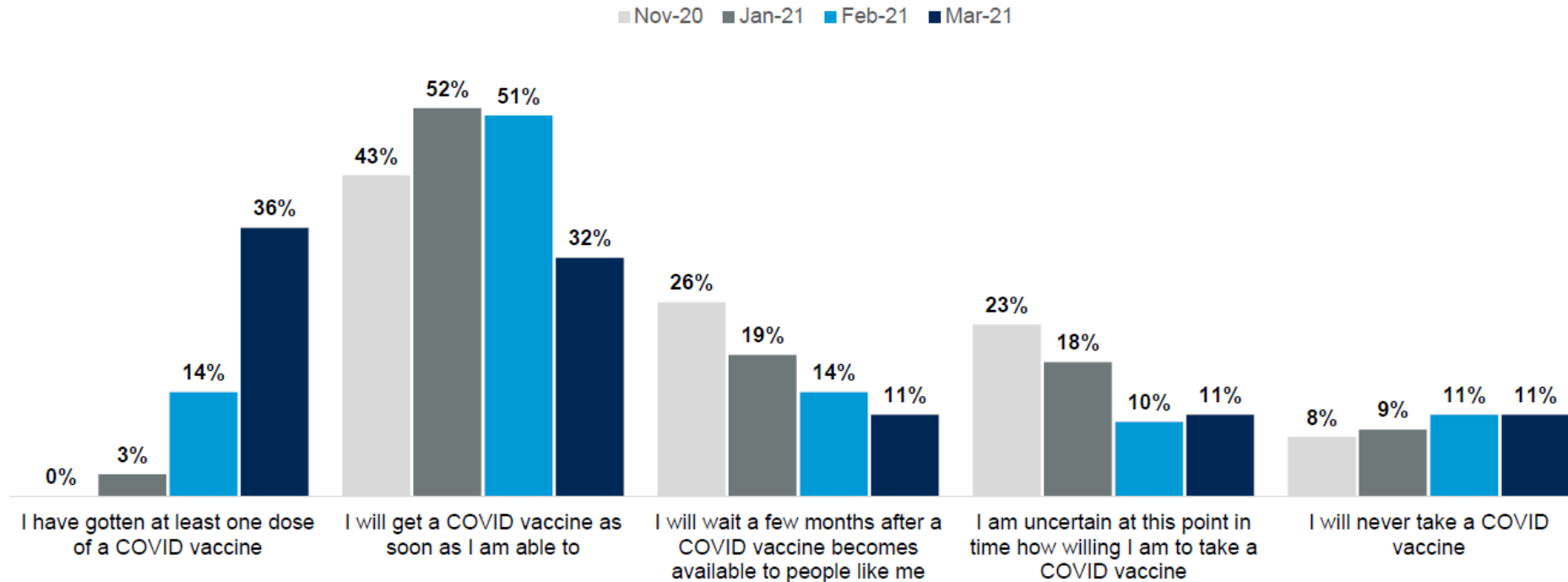
REACHING CANADIAN TRAVELLERS

86[%]

of Canadians 12 and older are
fully vaccinated.

Canadians' were always open to getting vaccinated

Consumers Express Continuing Enthusiasm to Get Vaccinated





Over half of Canadians are saving more money due to COVID-19

14% Of Take home pay being saved now vs 3.6%

+9% Growth in Canadian home prices over 2020 - highest growth rate in 5 years

+\$200B amount Canadians saved in 2020 (the greatest stockpile of wealth in years)

+10% Rise in value of Canadian dollar vs USA since June 15, 2020 (1 full year)²

Canadian dollar grows stronger

CAD to USD Chart

• 1 CAD = 0.781795 USD Nov 30, 2021, 19:32 UTC

Canadian Dollar to US Dollar



Nov 28, 2019, 00:00 UTC - Nov 30, 2021, 19:32 UTC
CAD/USD close: 0.781795 low: 0.68959 high: 0.830517



Canadian attitudes towards travel

63% say they miss travel and can't wait to get out and travel again.

55% plan to spend pandemic savings on travel.

43% feel comfortable travelling to the US when they are fully vaccinated.



Canadian traveler insights

50% Said international travel will be a priority post COVID-19 compared to other major purchases - encouraging for the industry

96% Top destination choice factor was a “safe and secure” destination

70% Will travel internationally only to a destinations that are COVID-19 free (and the percentage increases to 84% grows for those 65 and older)

65% Would travel internationally once there's a COVID-19 vaccine; 78% for 65 and older



80%

of Canadians plan to travel when
restrictions are relaxed.

Source: Destination Canada 2020 Global Tourism Watch, November 2020

Base size: Canadian residents

Q: "How likely are you to travel in the next year for the following reasons as government restrictions related to COVID-19 are relaxed?"

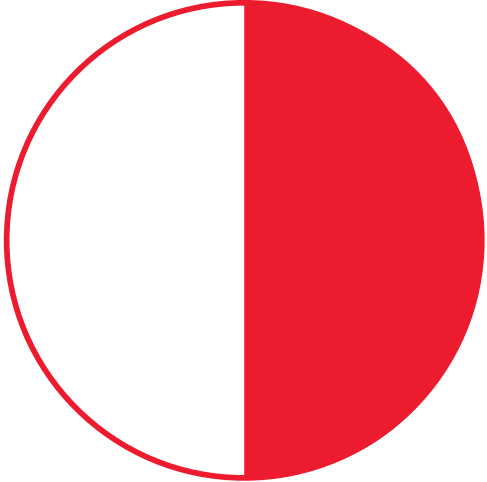
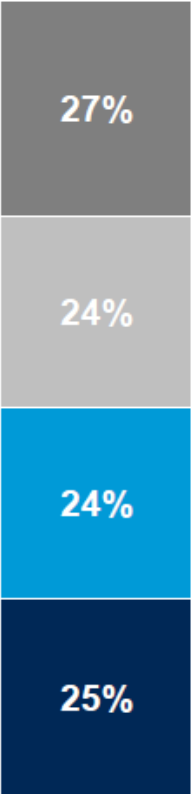
Canadians divided on defining when it is “safe”

Percentage of consumers who agree or strongly agree with these statements:

“Even when it is safe to go out, I will be very cautious about the things I do and people I see.”



“Once it is safe to do so, I will be very willing to go to new places and have new experiences.”

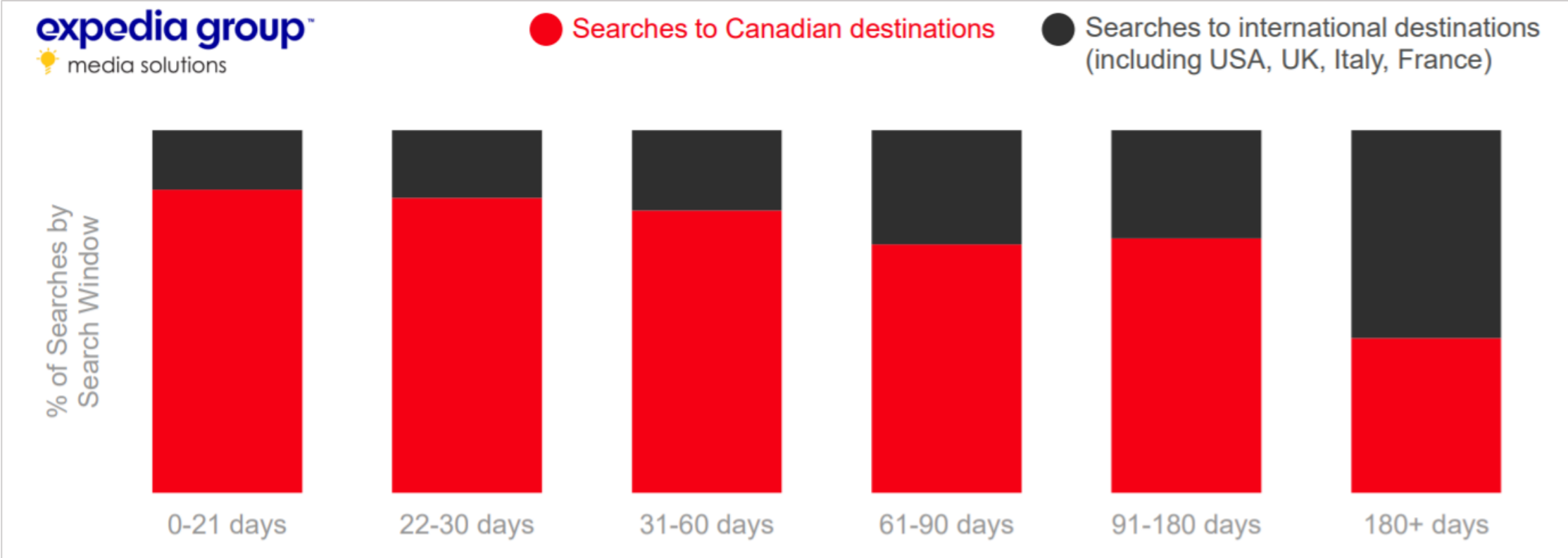


50% Consumers willing to seek out new experiences

Source: Gartner Consumer Community, March 2021 (n = 277)
Image Source: [Kalita Penha, Unsplash.com](https://unsplash.com/photos/Kalita-Penha)

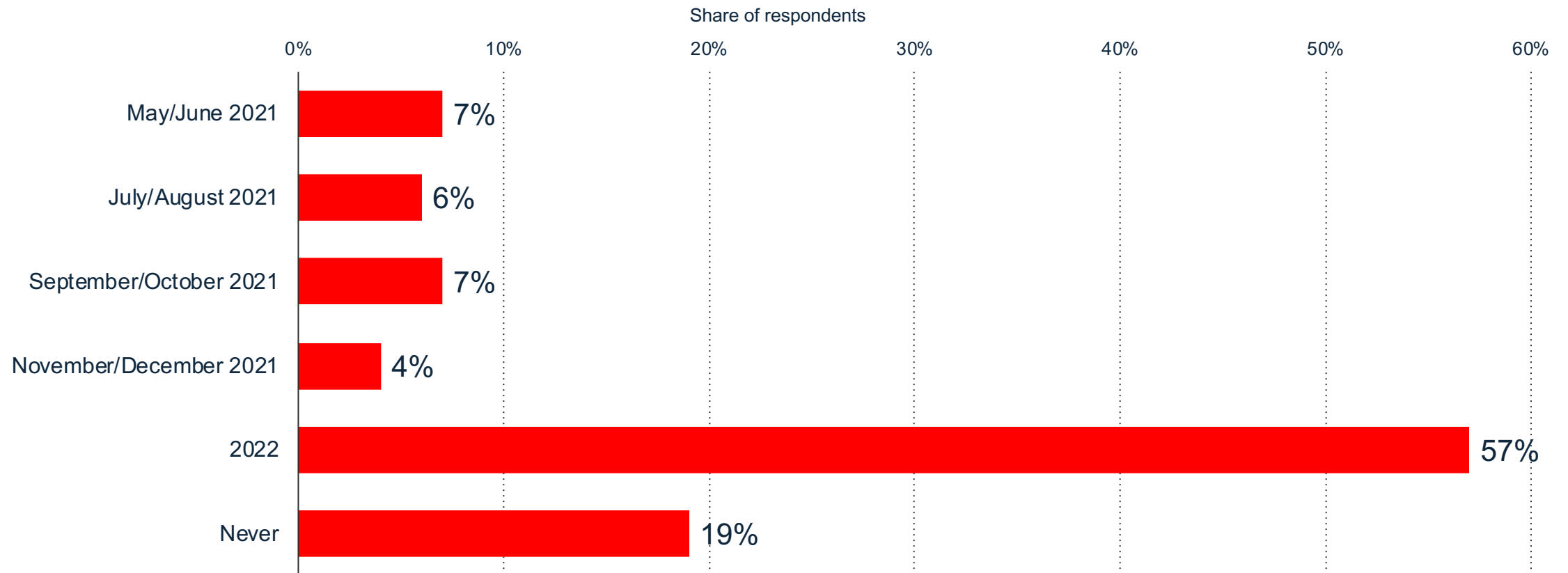
International Travel Opportunity

As Canadians “search” travel dates further out in time the interest in international travel grows



Source: Expedia Group Media Solutions.ca 1st Party Expedia Group Search Data : Range(s) Jan 1-Feb 20, 2021 (POS data- Canada)

When will Canadians feel comfortable travelling again in the United States?



Source: Statista, Note(s): May 7 to 9, 2021; 18 years and older; 1,529 respondents
Further information regarding this statistic can be found on [page 8](#).
Source(s): ACS; Leger; ID 1272089



Canadians are searching for their next trip

Google Canada: Search terms like *travel restrictions by country* and *where to travel* hit all-time highs.

Top International Searches

1. Italy
2. USA
3. Mexico
4. India
5. France
6. Dubai
7. Greece
8. Japan
9. United Kingdom
10. Cuba

Top Domestic Searches

1. Toronto
2. Vancouver
3. Calgary
4. Montreal
5. Niagara Falls
6. Edmonton
7. Quebec City
8. Whistler
9. Banff
10. Ottawa

Canadians desire to travel to the US

U.S. is the most popular first travel destination for Canadians, based on proximity to avoid air travel and the country's vaccination rollout.



37%

indicated that the U.S. is the first place they plan to travel outside of Canada.



33%

said they were more likely to travel to the U.S. after the pandemic than before.



47%

attribute their interest in travelling to the U.S. to the success of the American vaccine rollout.



46%

of respondents say their preferred mode of travel is by vehicle (car, van, or camper), which makes the U.S. a convenient destination

Key Takeaways

- 1 With 50% of Canadians were not impacted economically from the pandemic & half of feeling optimistic about the future, this audience can afford to travel
- 2 Top desire is to travel once restrictions are eased and there is assurance that vaccination levels in destination countries have reached safe levels, this is a good audience to target with travel messages/incentives
- 3 2021 would appear to hold greater interest in domestic travel in Canada but 2022 has a mounting interest to return to international travel (again with above mentioned assumptions)
- 4 Canadians overwhelmingly want to visit sunny destinations and they are planning future travel now, so vacation communications would be relevant and well received
- 5 Younger consumers with travel budgets are more willing to travel as soon as permitted while those older (+65 Yrs) will be more cautious in planning that first international travel vacation. Keep that in mind when creating your messages for these audiences.

THANK YOU

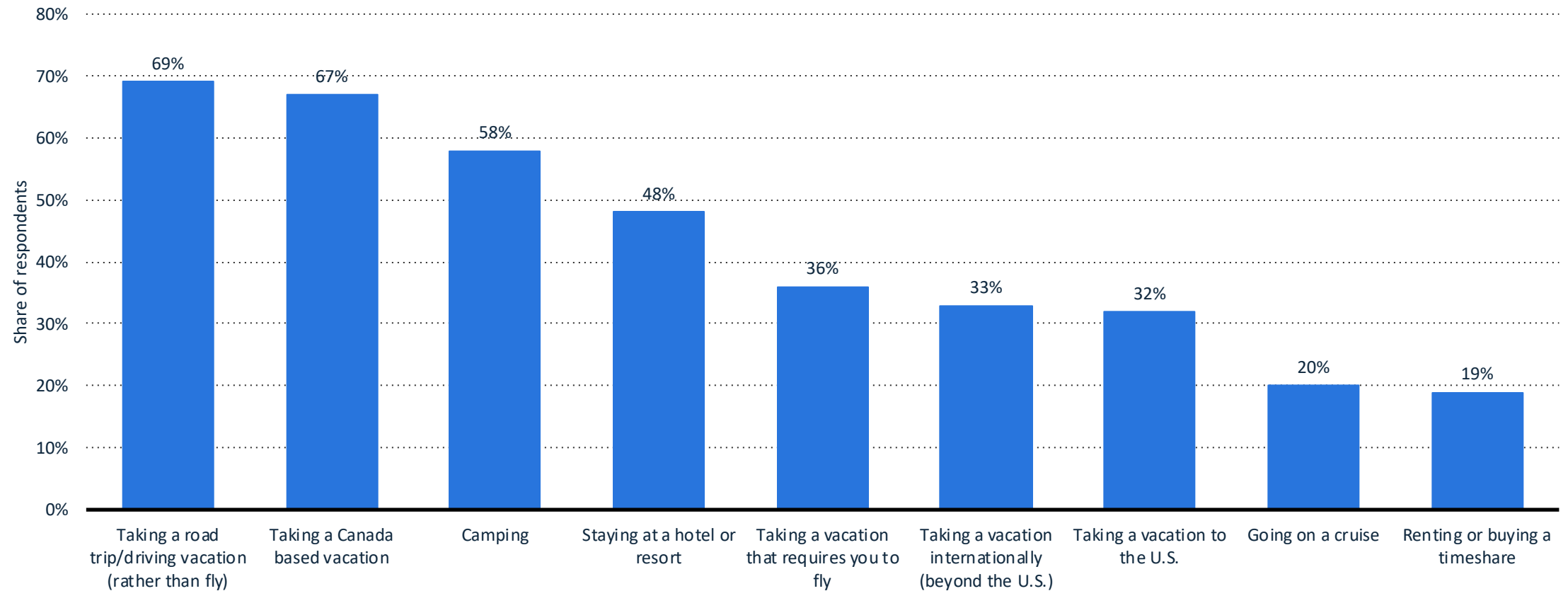




APPENDIX

Comfort level with selected vacation activities once the coronavirus (COVID-19) pandemic has ended in Canada as of May 2021

Post-COVID comfort level with selected vacation activities in Canada 2021



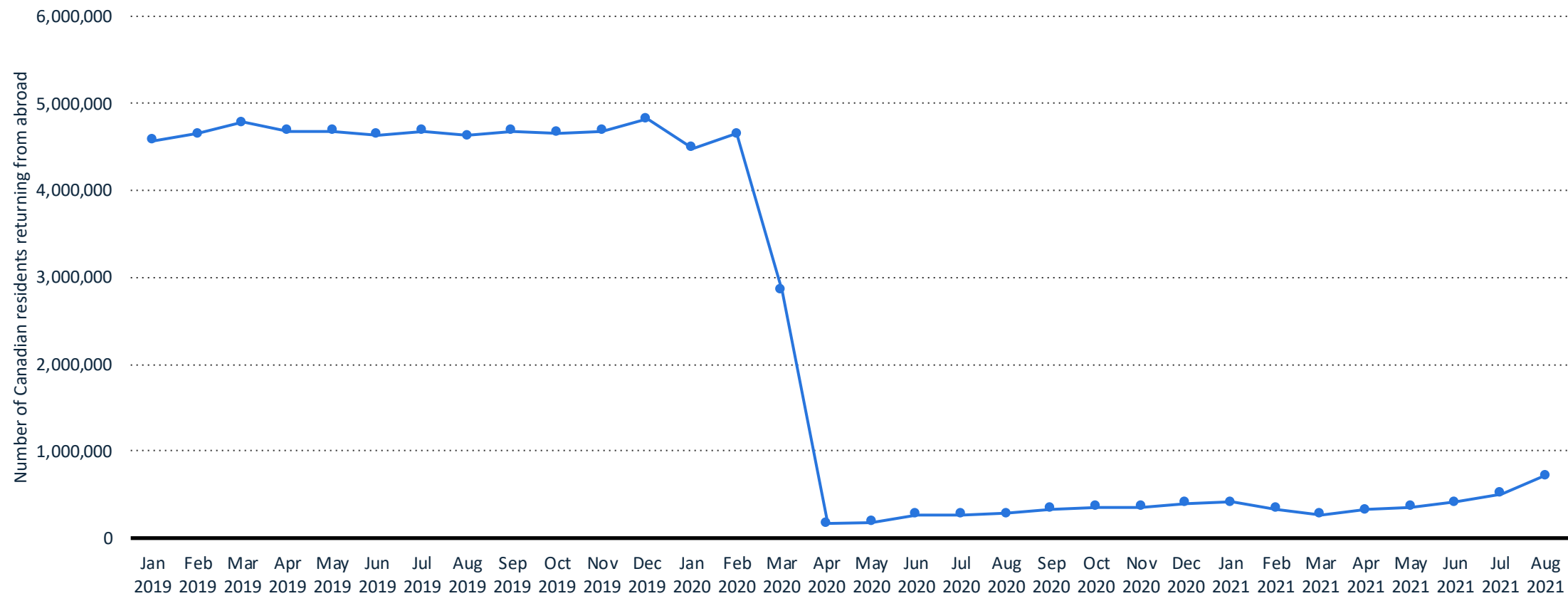
Note(s): May 7 to 9, 2021; 18 years and older; 1,529 respondents; answers of comfort levels 4 and 5 were taken into account

Further information regarding this statistic can be found on [page 8](#).

Source(s): ACS; Leger; [ID 1272074](#)

Monthly number of residents returning from traveling abroad back to Canada from January 2019 to August 2021

Total number of Canadian travelers returning from abroad 2019-2021, by month



Note(s): Canada; January 2019 to August 2021

Further information regarding this statistic can be found on [page 8](#).

Source(s): StatCan; [ID 1272005](#)