CONFIDENTIAL

2023 GLOBAL TRAVELLER RESEARCH PROGRAM

TOPLINE REPORT

TOTAL CANADA VS. HIGH VALUE GUEST AUDIENCE

DESTINATION CANADA

CANADIAN TOURISM DATA collective

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Study Overview: Canada Market

Total Canadian Residents: The Canada study is conducted among the general population (excluding residents of the Northern Territories). Respondents are split into two groups based on their travel behaviour:

- **Domestic Out-of-Province Travellers:** Canadian residents aged 18 years and older, who have taken a pleasure trip in Canada beyond their own province where they had stayed at least 2 nights with a minimum of 1 night in paid accommodation in the past 3 years, or plan to take such a trip in the next year. These respondents evaluated destinations outside of their province.
- **In-Province:** Canadian residents aged 18 years and older, who evaluated destinations within their province of residence.

HVG Audience Definition: Prizm segments which highly index for being high propensity to travel outbound (internationally) pre-COVID. This audience travelled to many different destinations pre-COVID, not just taking many trips to the same destination. Targeting this group can help decrease Canada's travel deficit by encouraging those who are most likely to leave the country to instead stay in Canada and spend their dollars here.

Timing of Fieldwork

December 12th, 2023 – January 8th, 2024

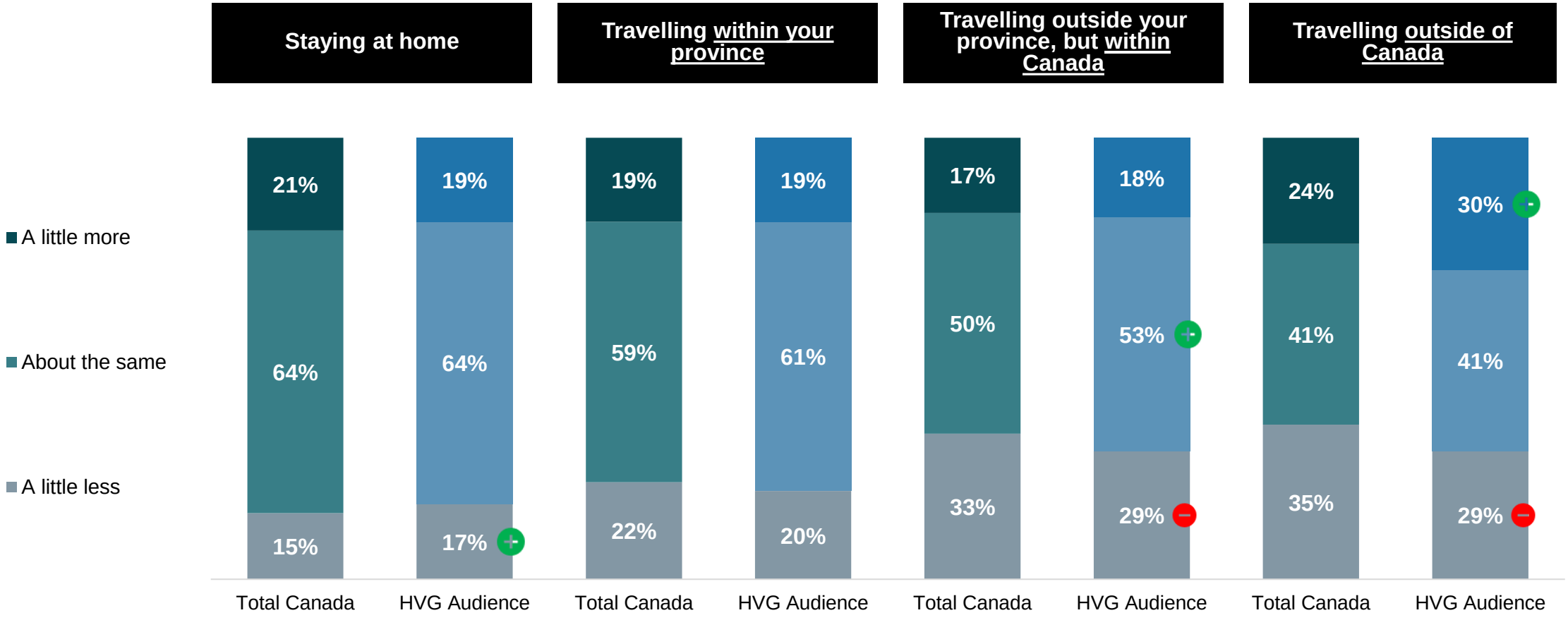
Sample distribution: **National (excl. Territories)**

Domestic Out-of-Province Travellers:	**4658**
High Value Guest (HVG) Audience	*995*
Other Domestic Out-of-Province travellers	*3663*
In-Province Travellers:	**4592**
High Value Guest (HVG) Audience	*731*
Other Domestic Out-of-Province travellers	*3861*
Total sample size:	**9250**

- In 2023, DC switched research providers to YouGov Canada, with the project being migrated over to YouGov's proprietary panel.
  - As a result, no trending is available for the Canadian market.

Travel Outlook

Vacation Outlook (in Next 12 Months)

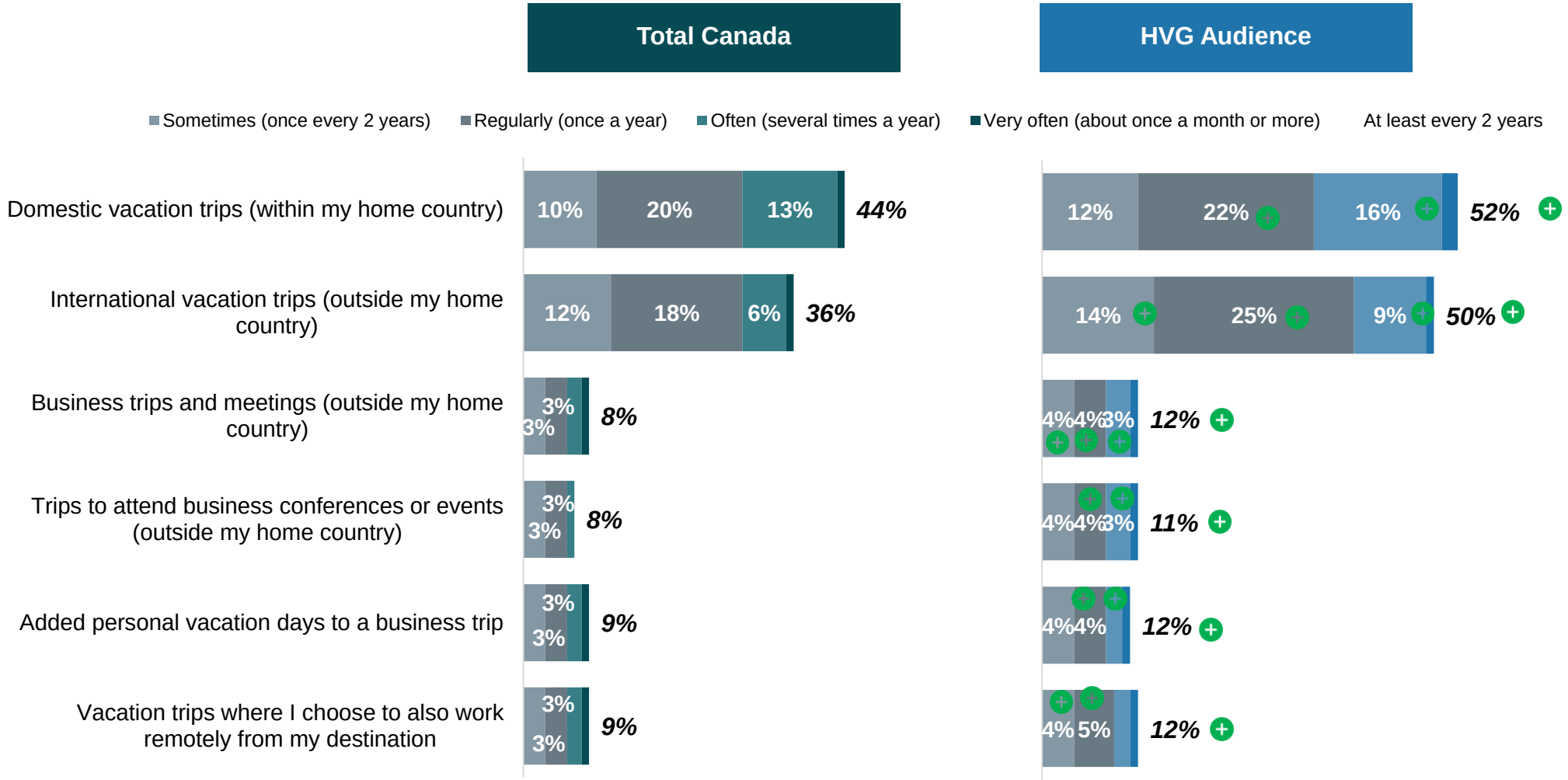


Travel Market Outlook (% who will spend a little more MINUS % who will spend a little less)	**+5%**	**+1%**	**-3%**	**-1%**	**-16%**	**-11%**	**-10%**	**1%**

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
A5_CA. How do you plan to spend your vacation time in the next 12 months compared to the last 12 months? Will you spend your vacation time…

+ / − = significantly higher/lower result (vs. Total)

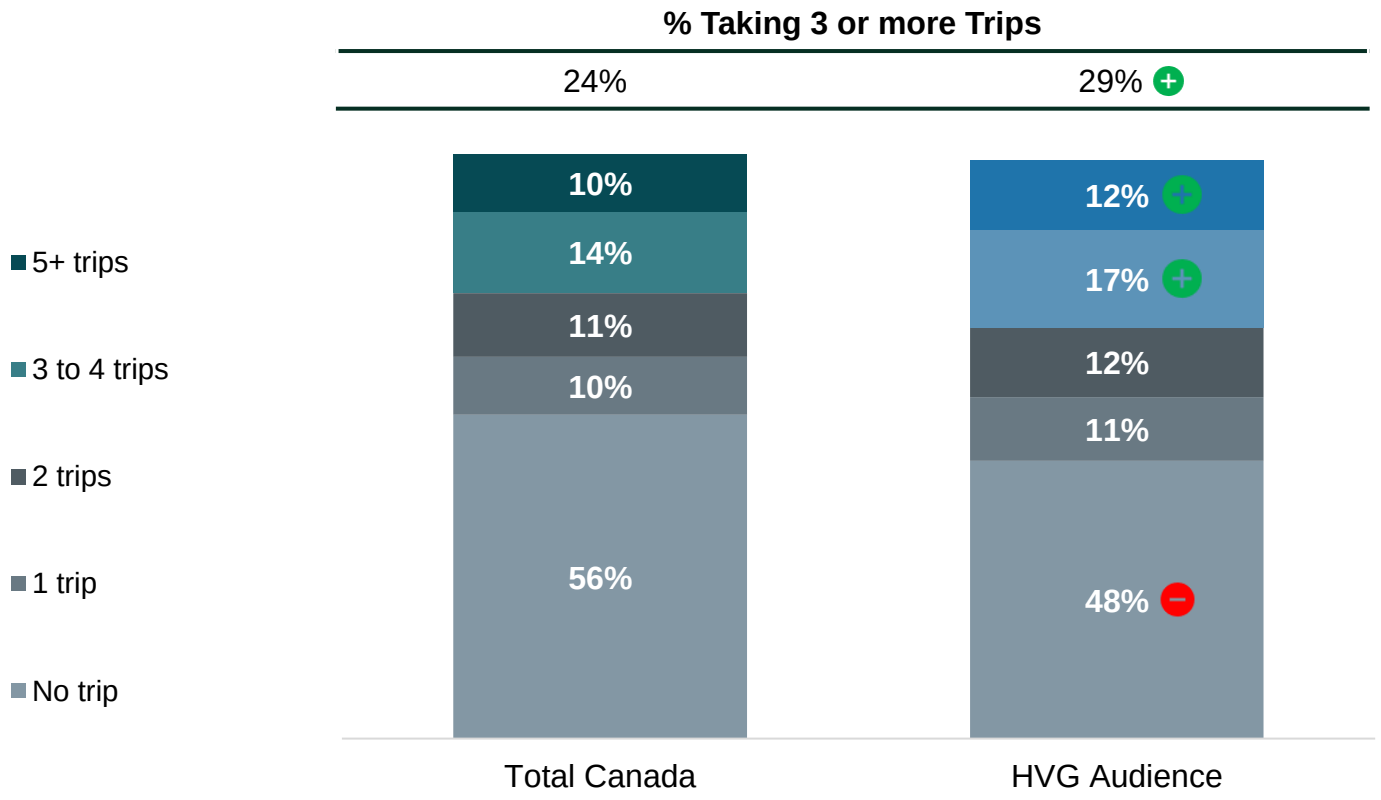
Types of Travel Trips



Base: Canadian residents 18+ (n=9250); HVG (n=1726)
A6. How often do you typically travel on each of the following types of trips?

+ / − = significantly higher/lower result (vs. Total)

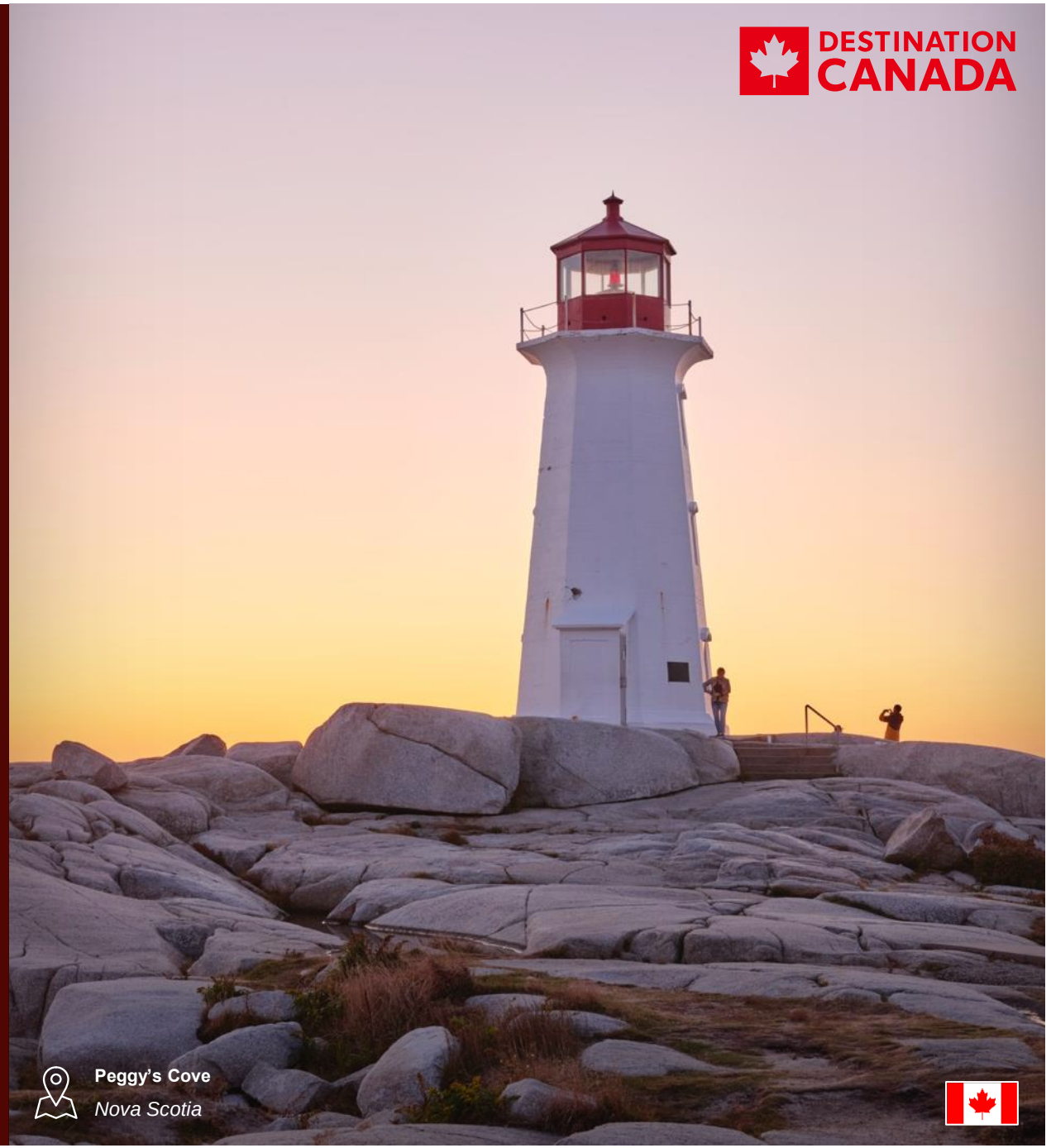
Travel Intensity



Base: Canadian residents 18+ (n=9250); HVG (n=1726)
A8. How many vacation trips have you taken in the past 3 years?

+ / − = significantly higher/lower result (vs. Total)

Out-of-Province Travel



Potential Out-of-Province Market Size

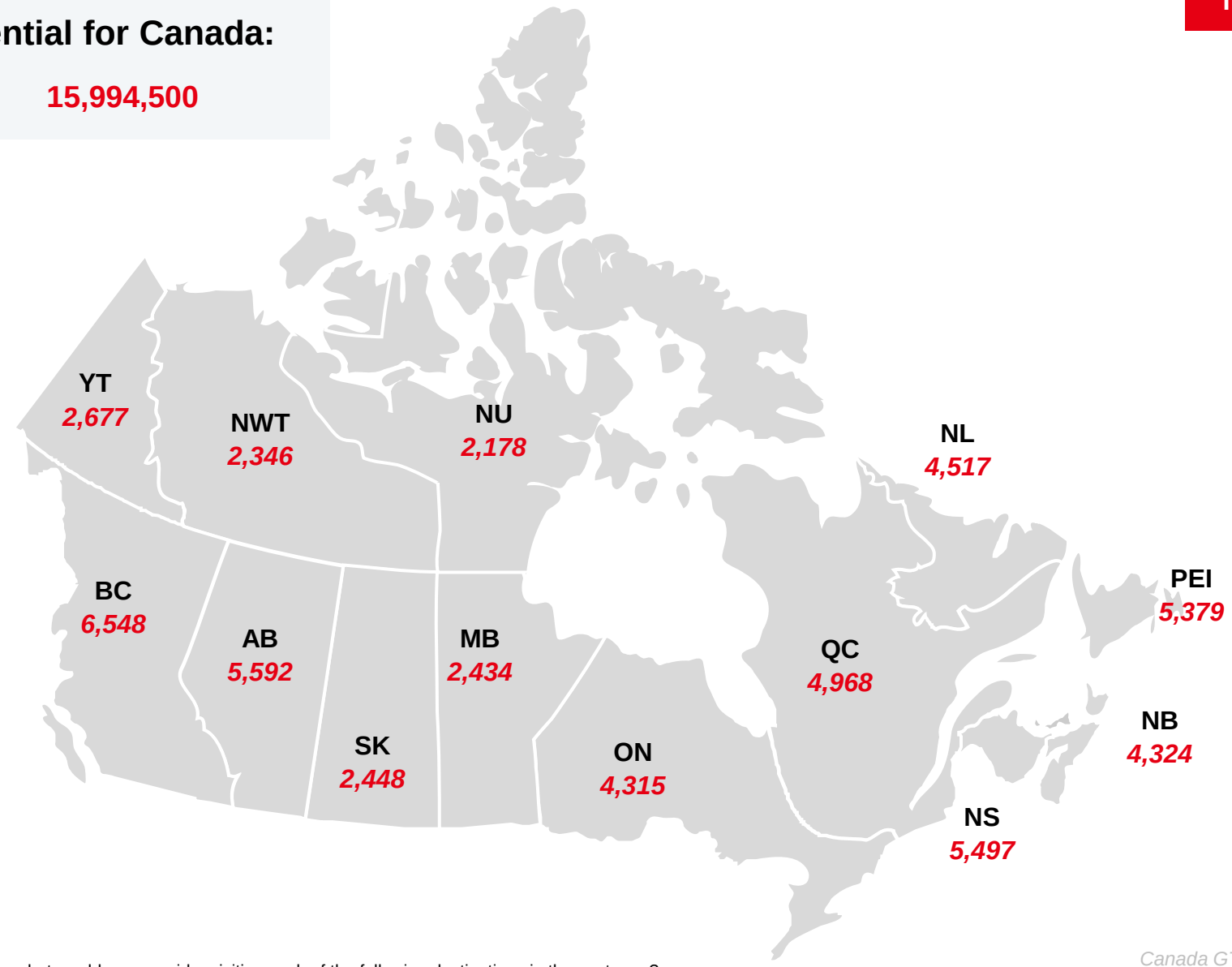
DESTINATION CANADA

Total Out-of-Province

Next Year Immediate Potential for Canada:

Total Canada: 15,994,500

Key:
Immediate potential (000s)



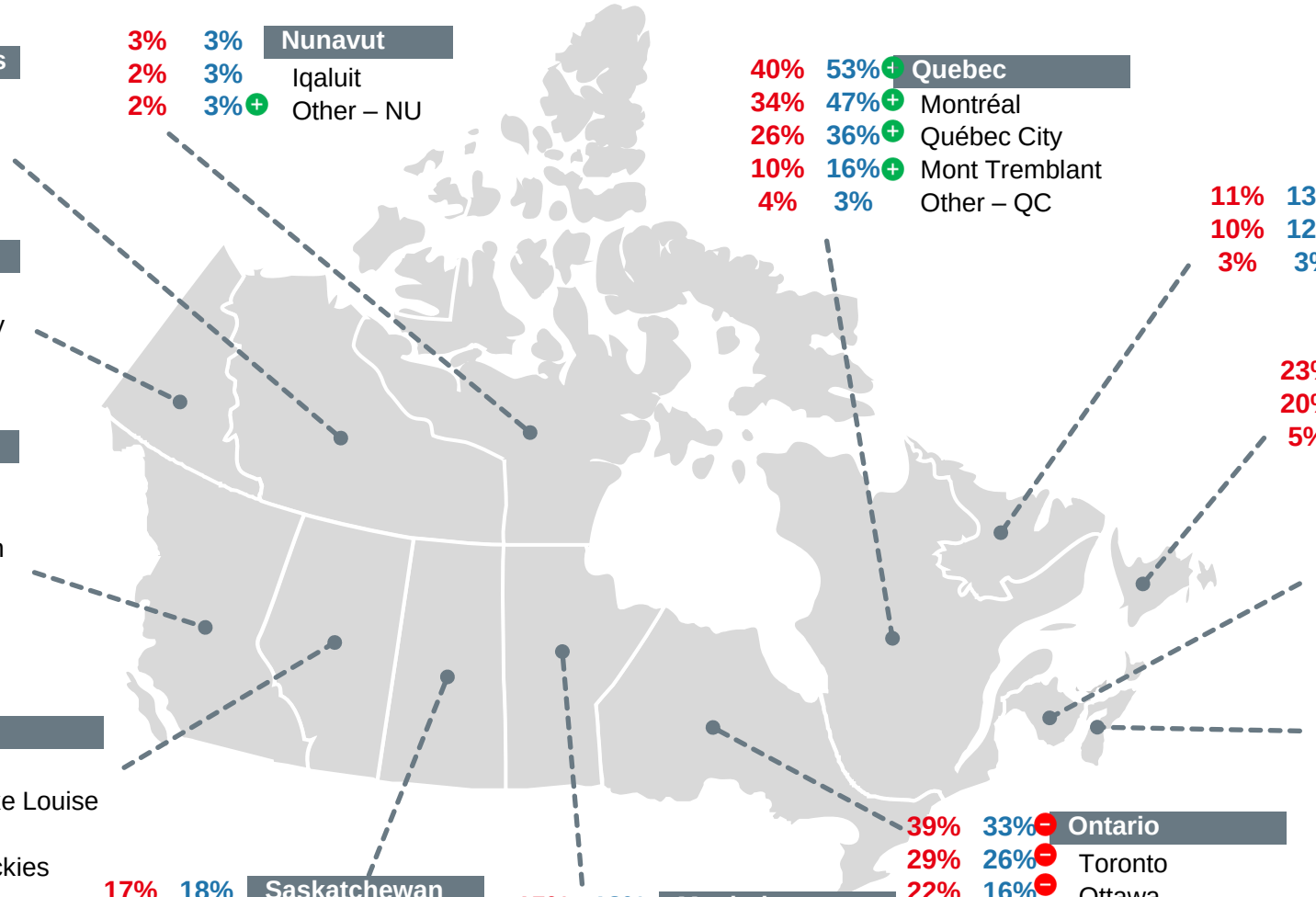
Base: Domestic out-of-province travellers (n=4658)
C2a_OP. You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.

Out-of-Province Destinations Visited (Ever)

DESTINATION CANADA

Total Out-of-Province

HVG Audience



Total Out-of-Province	HVG Audience	Northwest Territories
4%	5%	
3%	4%+	Yellowknife
1%	1%	Inuvik
1%	1%	Other – NT

Total Out-of-Province	HVG Audience	Nunavut
3%	3%	
2%	3%	Iqaluit
2%	3%+	Other – NU

Total Out-of-Province	HVG Audience	Quebec
40%	53%+	
34%	47%+	Montréal
26%	36%+	Québec City
10%	16%+	Mont Tremblant
4%	3%	Other – QC

Total Out-of-Province	HVG Audience	Newfoundland & Labrador
11%	13%	
10%	12%+	St. John's
3%	3%	Other – NL

Total Out-of-Province	HVG Audience	Yukon
4%	6%+	
2%	2%	Whitehorse
1%	1%	Dawson City
	1%	Other – YT

Total Out-of-Province	HVG Audience	Prince Edward Island
23%	23%	
20%	22%	Charlottetown
5%	6%	Other – PEI

Total Out-of-Province	HVG Audience	British Columbia
41%	43%	
32%	37%+	Vancouver
19%	22%	Victoria
14%	14%	Thompson Okanagan
11%	14%+	Whistler
10%	10%	Kootenay Rockies
6%	4%	Other – BC

Total Out-of-Province	HVG Audience	New Brunswick
25%	23%	
15%	14%	Fredericton
13%	12%	Saint John
8%	6%−	Other – NB

Total Out-of-Province	HVG Audience	Nova Scotia
28%	30%	
24%	27%+	Halifax
13%	14%	Cape Breton
4%	5%	Other – NS

Total Out-of-Province	HVG Audience	Alberta
38%	47%+	
26%	34%+	Calgary
23%	31%+	Banff & Lake Louise
20%	24%+	Edmonton
15%	19%+	Alberta Rockies
14%	18%+	Jasper
3%	3%	Other – AB

Total Out-of-Province	HVG Audience	Saskatchewan
17%	18%	
11%	12%	Saskatoon
10%	10%	Regina
3%	3%	Other – SK

Total Out-of-Province	HVG Audience	Manitoba
15%	18%	
14%	16%	Winnipeg
2%	2%	Churchill
2%	2%	Other – MB

Total Out-of-Province	HVG Audience	Ontario
39%	33%−	
29%	26%−	Toronto
22%	16%−	Ottawa
21%	16%−	Niagara Falls
8%	5%	Northern Ontario
4%	4%	Muskoka
4%	2%	Other – ON

Base: Domestic out-of-province travellers (n=4658); HVG (n=995)
B5_OP. Which of the following destinations have you ever visited on a vacation trip which was 2 or more nights long, where you spent at least 1 night in paid accommodation?
B6a-m. Which of the following destinations have you ever visited on a vacation trip which was 2 or more nights long, where you spent at least 1 night in paid accommodation?

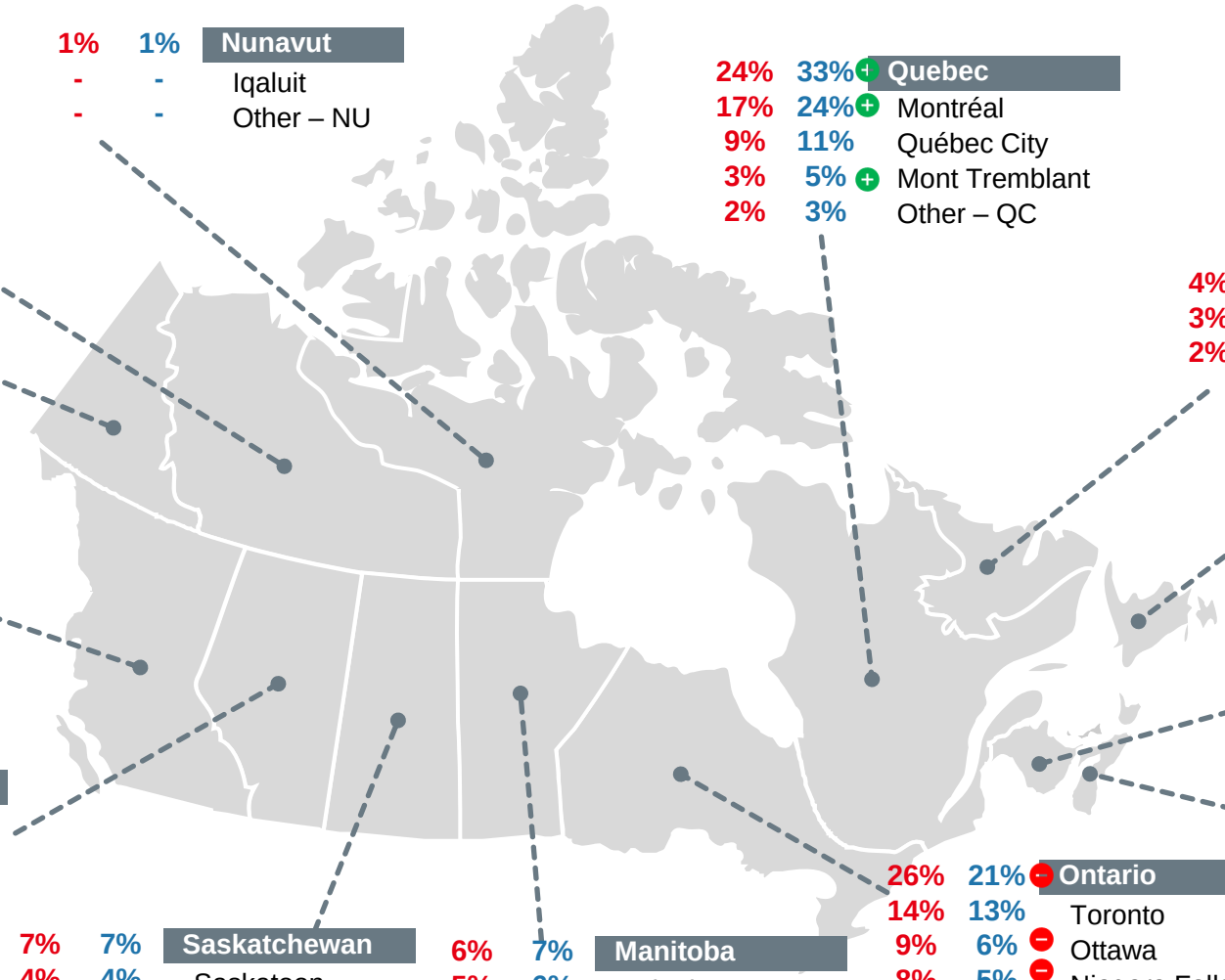
+ / − = significantly higher/lower result (vs. Total)

Out-of-Province Destinations Visited (Past 3 Years)

DESTINATION CANADA

Total Out-of-Province

HVG Audience



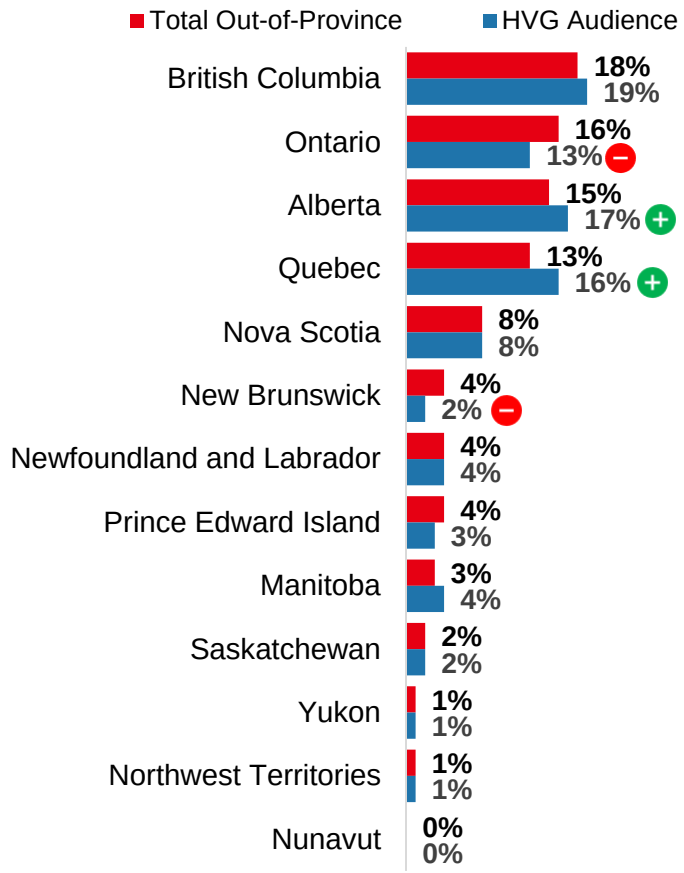
	Total Out-of-Province	HVG Audience
Northwest Territories	1%	1%
Yellowknife	1%	1%
Inuvik	-	-
Other – NT	-	1%
Nunavut	1%	1%
Iqaluit	-	-
Other – NU	-	-
Quebec	24%	33% +
Montréal	17%	24% +
Québec City	9%	11%
Mont Tremblant	3%	5% +
Other – QC	2%	3%
Yukon	1%	2%
Whitehorse	-	-
Dawson City	-	-
Other – YT	-	-
Newfoundland & Labrador	4%	3%
St. John's	3%	2%
Other – NL	2%	1%
British Columbia	24%	25%
Vancouver	14%	15%
Victoria	7%	7%
Thompson Okanagan	5%	5%
Kootenay Rockies	4%	4%
Whistler	3%	4%
Other – BC	3%	2%
Prince Edward Island	8%	6% −
Charlottetown	6%	5%
Other – PEI	2%	1%
New Brunswick	11%	8% −
Fredericton	5%	4%
Saint John	3%	2% −
Other – NB	3%	2% −
Alberta	23%	30% +
Calgary	12%	14% +
Banff & Lake Louise	10%	13% +
Edmonton	8%	8%
Alberta Rockies	6%	8% +
Jasper	5%	6%
Other – AB	2%	2%
Nova Scotia	12%	10%
Halifax	8%	8%
Cape Breton	4%	4%
Other – NS	2%	2%
Saskatchewan	7%	7%
Saskatoon	4%	4%
Regina	3%	3%
Other – SK	2%	1%
Manitoba	6%	7%
Winnipeg	5%	6%
Churchill	1%	1%
Other – MB	1%	1%
Ontario	26%	21% −
Toronto	14%	13%
Ottawa	9%	6% −
Niagara Falls	8%	5% −
Northern Ontario	3%	2%
Muskoka	2%	1%
Other – ON	3%	2%

A "-" indicates a response that is <1%
Base: Domestic out-of-province travellers (n=4658); HVG (n=995)
B7_OP: Which provinces or territories did you visit while on a vacation trip outside of your own province, but within Canada which was 2 or more nights long in the past 3 years?
B8a-m_OP. Within [PROVINCE], which travel destinations did you visit in the past 3 years? (Select all that apply)

+ / − = significantly higher/lower result (vs. Total)

Unaided and Aided Consideration (Next Year) – Provinces & Territories

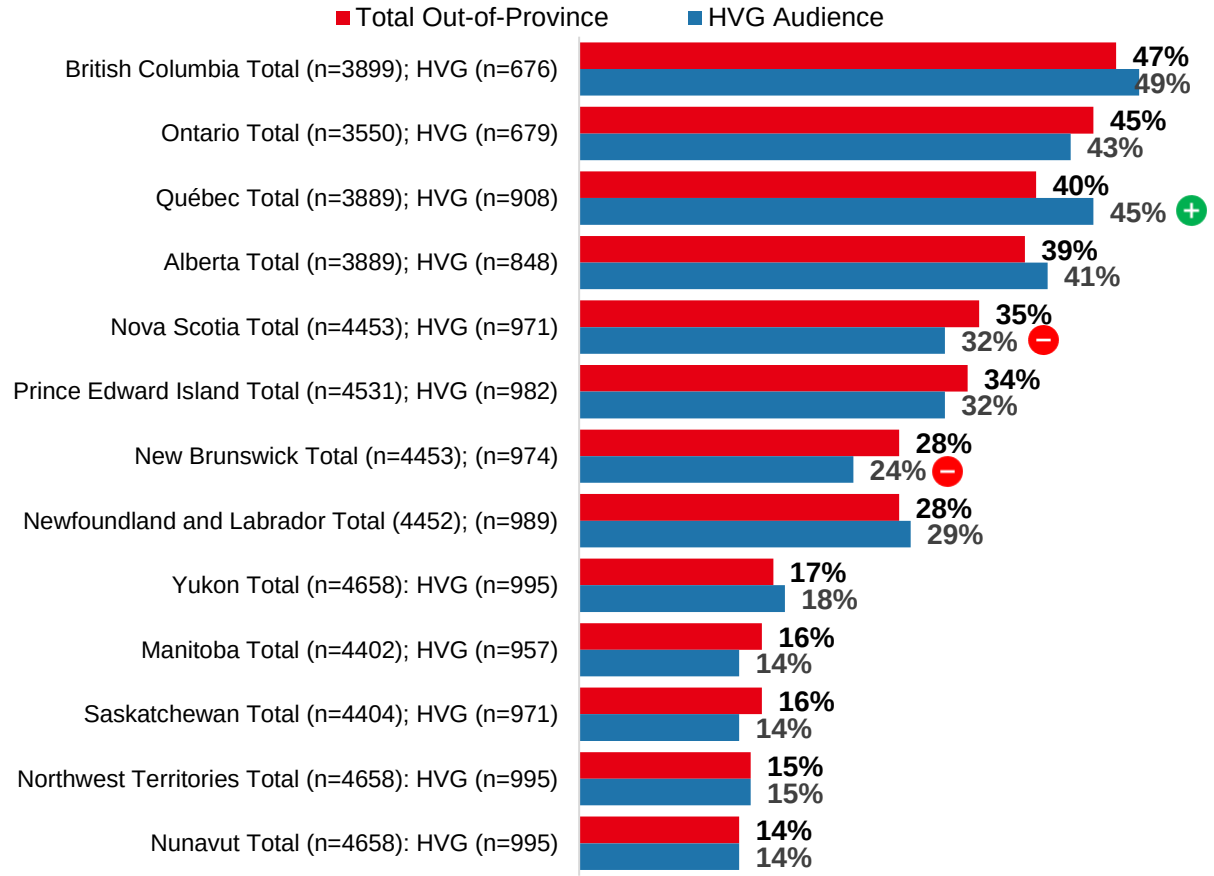
Unaided Consideration



Base: Domestic out-of-province travellers (n=4658); HVG (n=995)
B1_OP. You mentioned that you are likely to take a vacation trip of 2 or more nights outside of your own province, but within Canada in the next year. Which destinations are you seriously considering for your trips in the next year? (Please list up to 3 destinations.)

Aided Consideration

% 4 or 5 out of 5 (I am seriously considering)

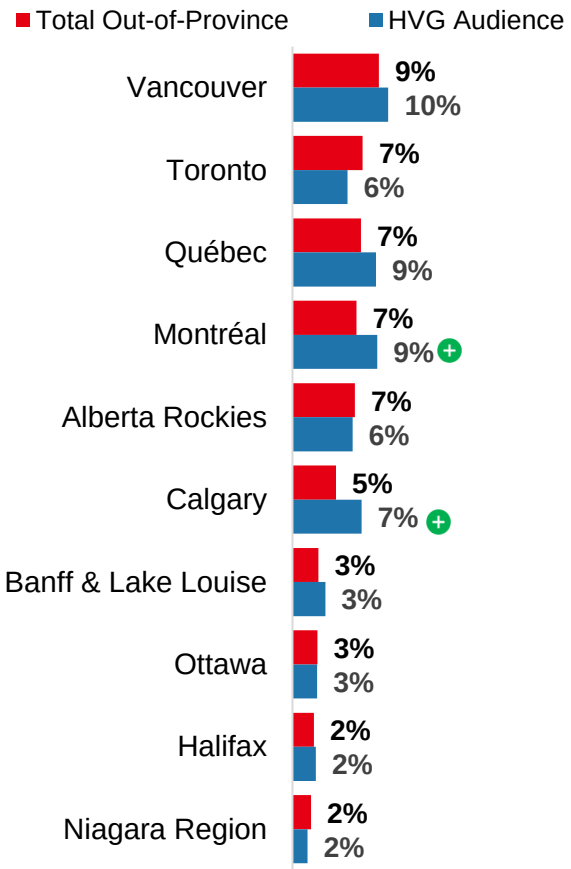


Base: Domestic out-of-province travellers
C2a_OP. You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.

+ / − = significantly higher/lower result (vs. Total)

Unaided and Aided Consideration (Next Year) – Top 10 Cities/Regions

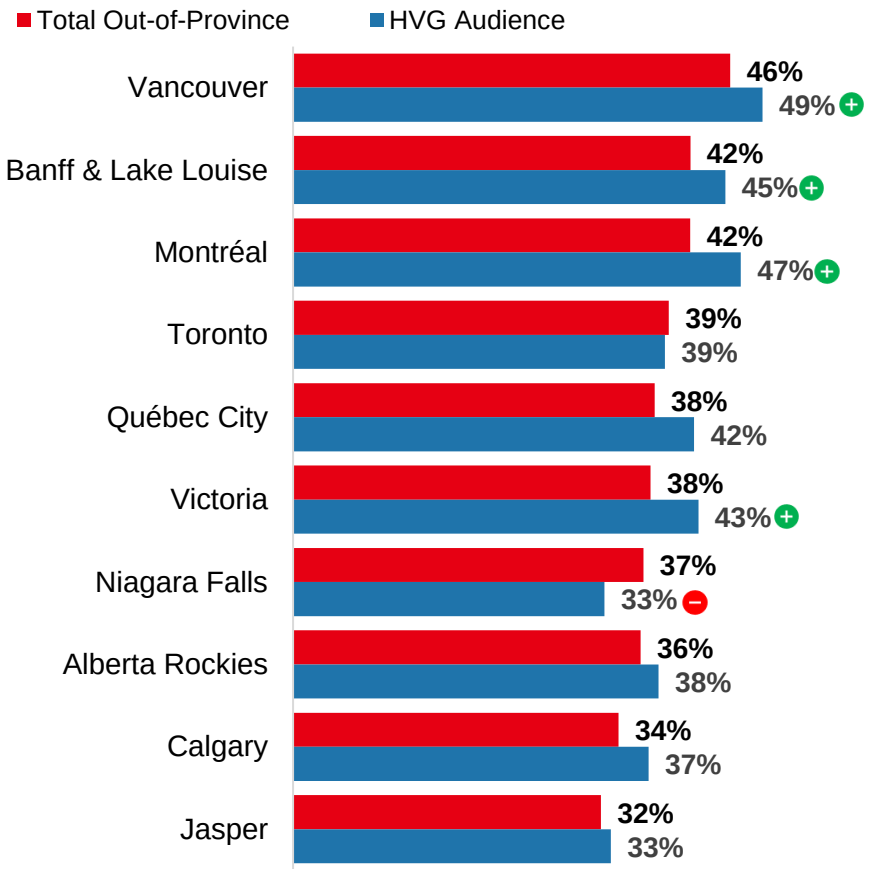
Unaided Consideration



Base: Domestic out-of-province travellers (n=4658); HVG (n=995)
B1_OP. You mentioned that you are likely to take a vacation trip of 2 or more nights outside of your own province, but within Canada in the next year. Which destinations are you seriously considering for your trips in the next year? (Please list up to 3 destinations.)

Aided Consideration

% 4 or 5 out of 5 (I am seriously considering)



Base: Domestic out-of-province travellers, Evaluated [DESTINATION]
C2b_OP. You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.

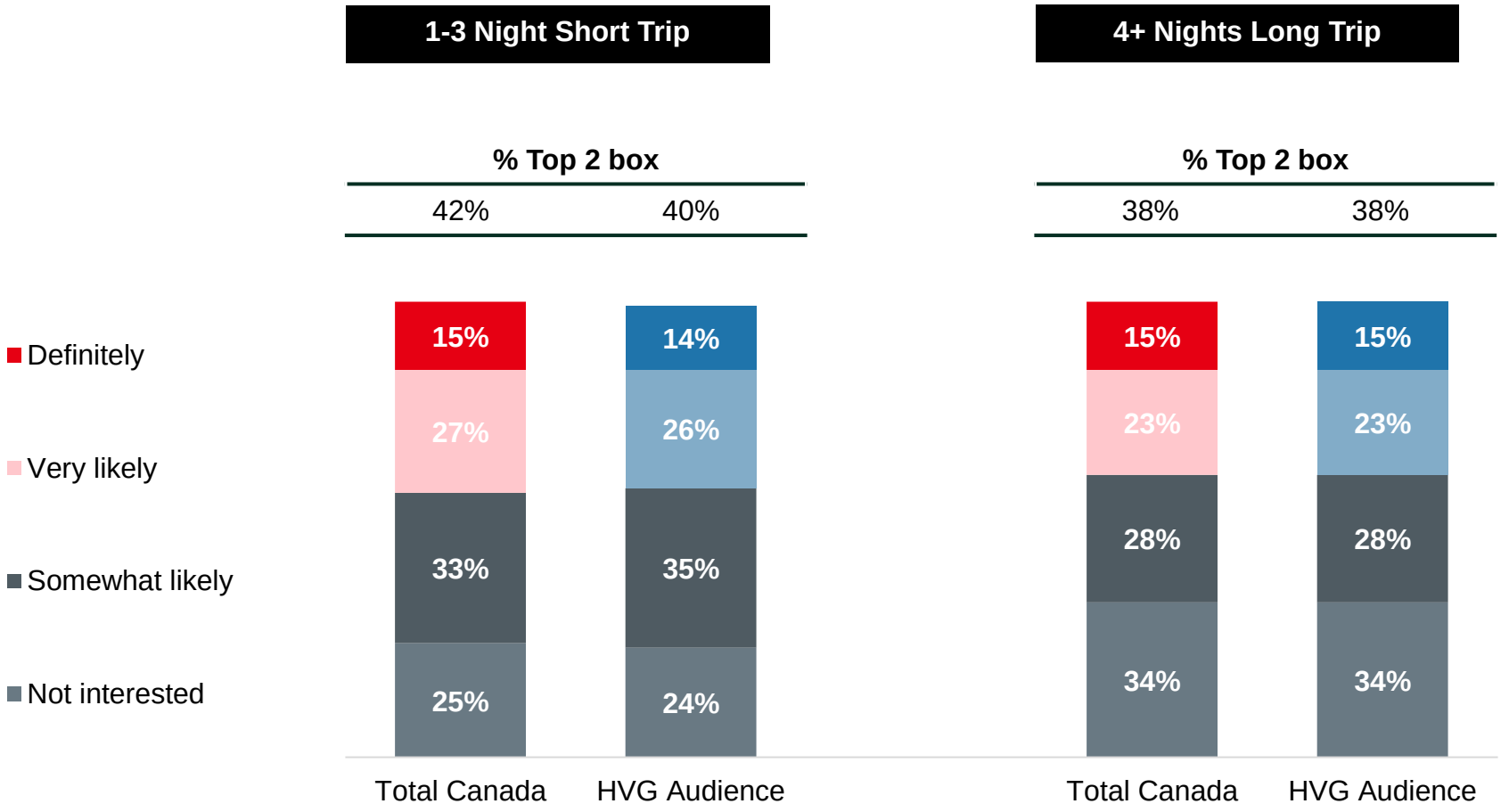
+ / − = significantly higher/lower result (vs. Total)

Likelihood to Take a Domestic Out-of-Province Trip (Next Year)

DESTINATION CANADA

Total Out-of-Province

HVG Audience



NET: Definitely/ Very Likely to visit Canada in the next 2 years

Total: 56%
HVG: 55%

Note: "Not interested" is comprised of those saying not very likely or not at all likely
Base: Domestic out-of-province travellers (n=4658); HVG (n=995)
E1. Realistically, how likely are you to take a vacation trip outside of your own province, but within **Canada** in the **next year**? (Select one)

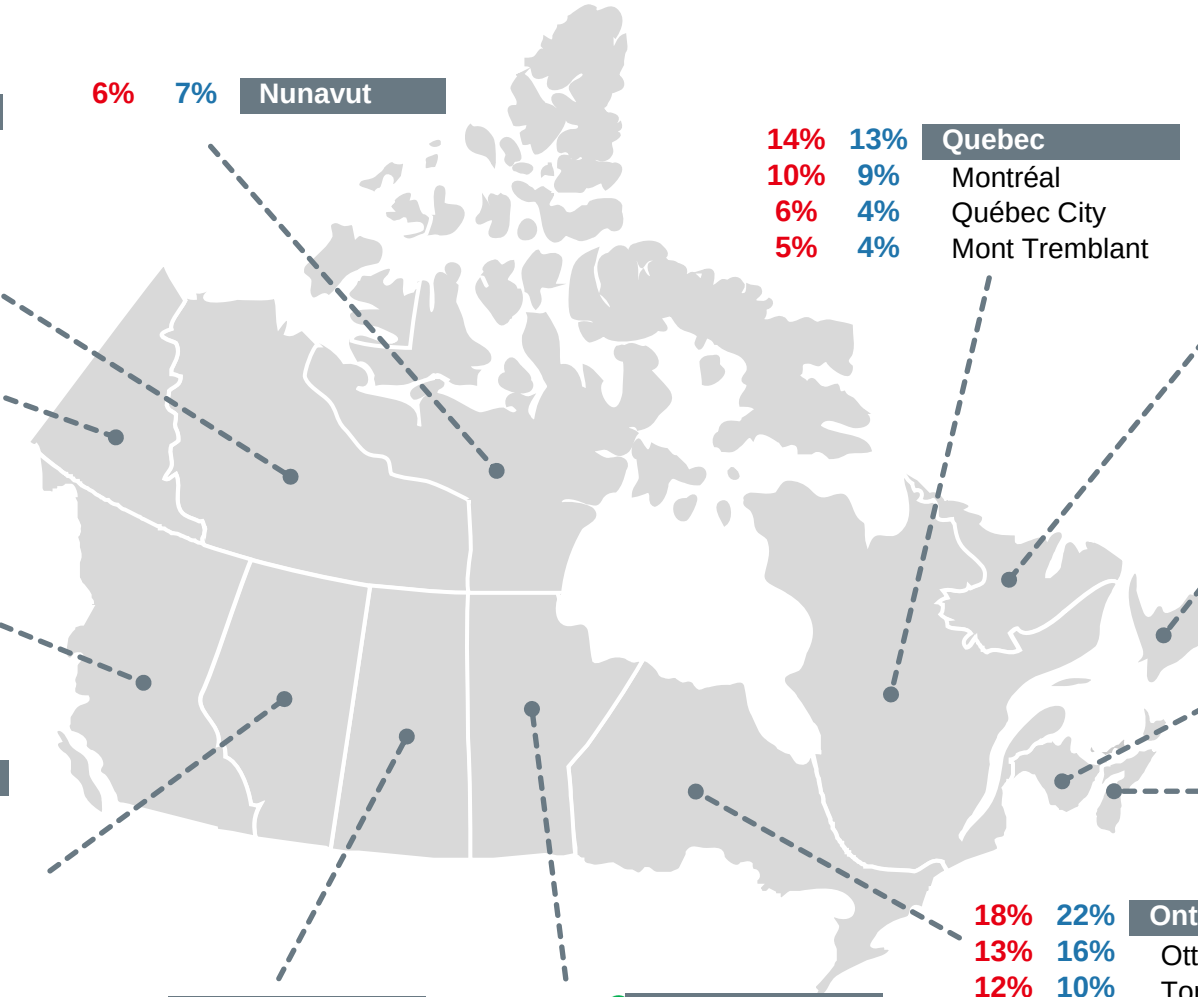
⊕ / ⊖ = significantly higher/lower result (vs. Total)

NET Active Planning – by City/Region

DESTINATION CANADA

Total Out-of-Province

HVG Audience



Northwest Territories		
6%	10% +	
6%	5%	Yellowknife
3%	8% +	Inuvik
Nunavut		
6%	7%	
Quebec		
14%	13%	
10%	9%	Montréal
6%	4%	Québec City
5%	4%	Mont Tremblant
Newfoundland & Labrador		
8%	12%	
5%	9%	St. John's
Yukon		
6%	7%	
6%	5%	Whitehorse
3%	6%	Dawson City
Prince Edward Island		
10%	7%	
10%	15%	Charlottetown
British Columbia		
15%	11%	
12%	8%	Vancouver
10%	6%	Kootenay Rockies
9%	6%	Thompson Okanagan
7%	6%	Whistler
4%	1%	Victoria
New Brunswick		
10%	11%	
6%	6%	Fredericton
6%	2%	Saint John
Alberta		
15%	17%	
14%	24%	Calgary
11%	7%	Alberta Rockies
9%	5%	Jasper
8%	7%	Edmonton
8%	13%	Banff & Lake Louise
Nova Scotia		
11%	5% −	
7%	3%	Halifax
5%	3%	Cape Breton
Ontario		
18%	22%	
13%	16%	Ottawa
12%	10%	Toronto
10%	13%	Niagara Falls
8%	12%	Northern Ontario
2%	4%	Muskoka
Saskatchewan		
8%	6%	
4%	4%	Regina
4%	6%	Saskatoon
Manitoba		
8%	13% +	
7%	6%	Churchill
5%	8%	Winnipeg

‡Iqaluit was not included in this question

Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.

Base: Domestic out-of-province travellers (n=varies)

C1_CA. Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select one for each)

+ / − = significantly higher/lower result (vs. Total)

Destination Attributes – Relative Strengths & Weaknesses

Total Out-of-Province

DESTINATION CANADA

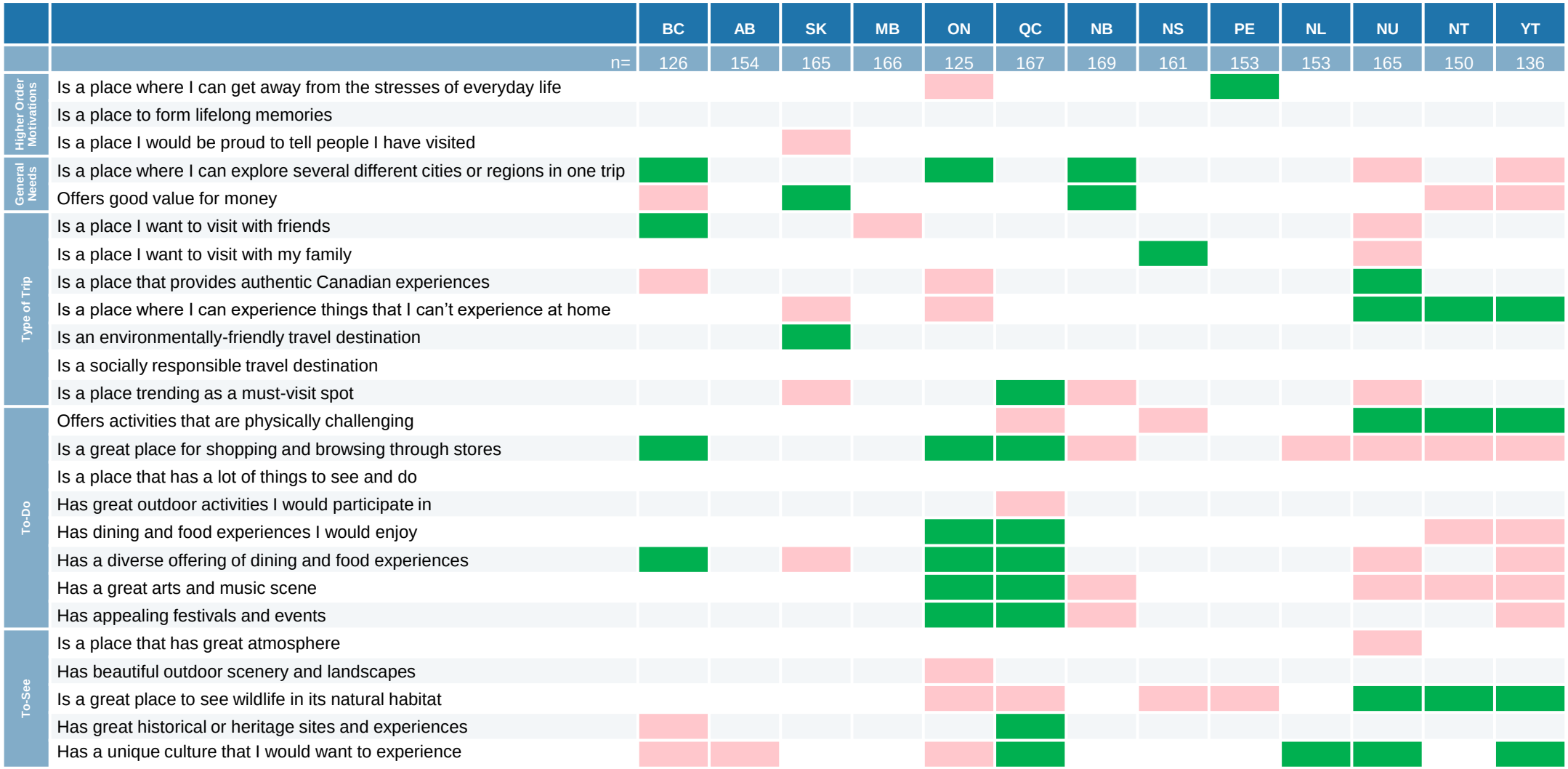
Strength | Weakness

Note: all respondents evaluated 2 provinces/territories and 3 city/regions from the competitive set.
Base: Domestic out-of-province travellers, Evaluated [DESTINATON]
C6. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement. Select "None of these" if you think none of the destinations apply.

Destination Attributes – Relative Strengths & Weaknesses

HVG Audience

DESTINATION CANADA



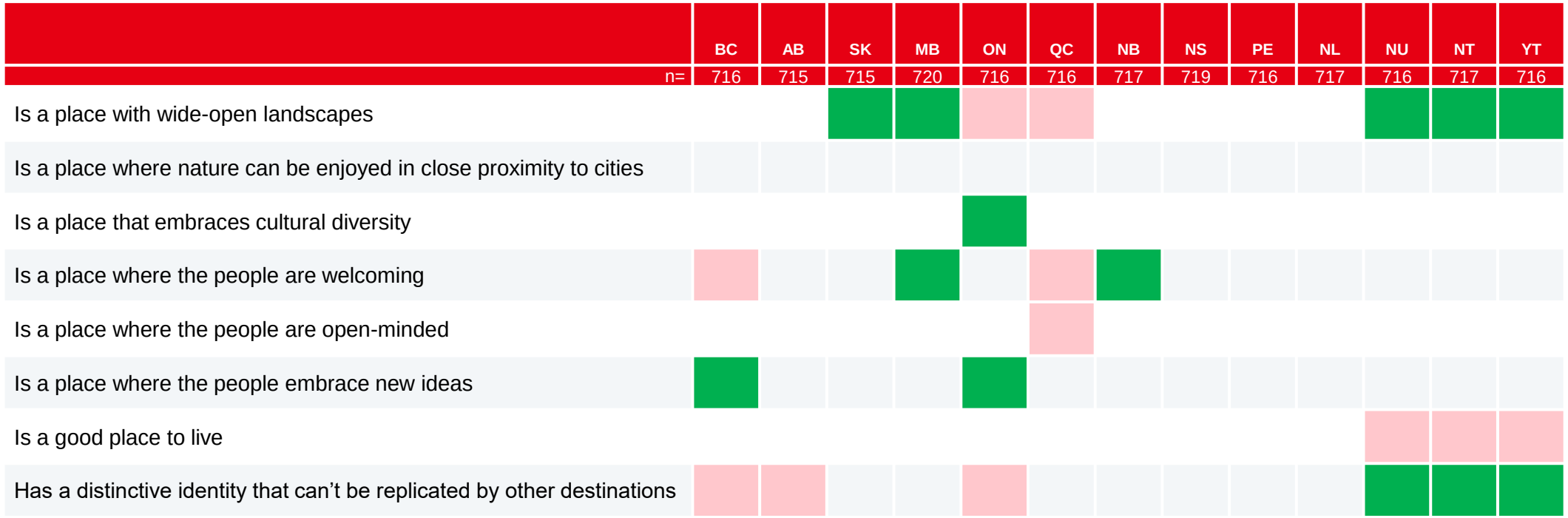
Strength Weakness

Note: all respondents evaluated 2 provinces/territories and 3 city/regions from the competitive set.
Base: Domestic out-of-province travellers, HVG Audience Evaluated [DESTINATON]
C6. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement. Select "None of these" if you think none of the destinations apply.

Brand Value Statements

Total Out-of-Province

DESTINATION CANADA



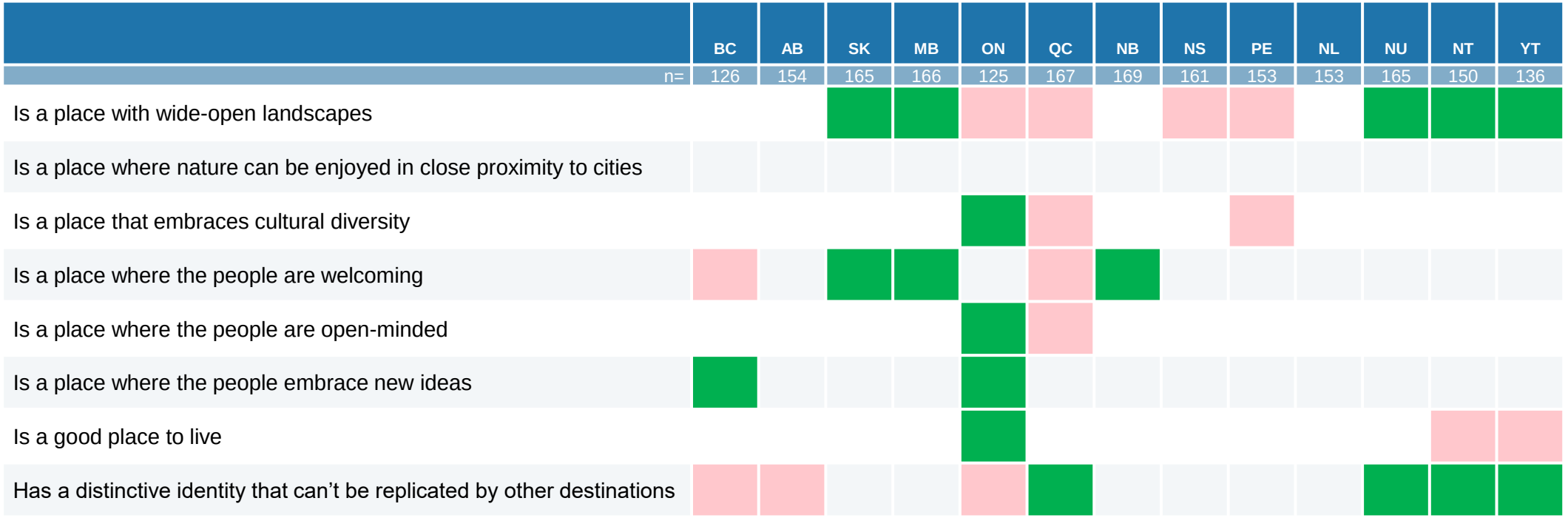
Note: all respondents evaluated 2 provinces/territories and 3 city/regions from the competitive set.
Base: Domestic out-of-province travellers, Evaluated [DESTINATON]
C6. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement. Select "None of these" if you think none of the destinations apply.

Strength **Weakness**

Brand Value Statements

HVG Audience

DESTINATION CANADA



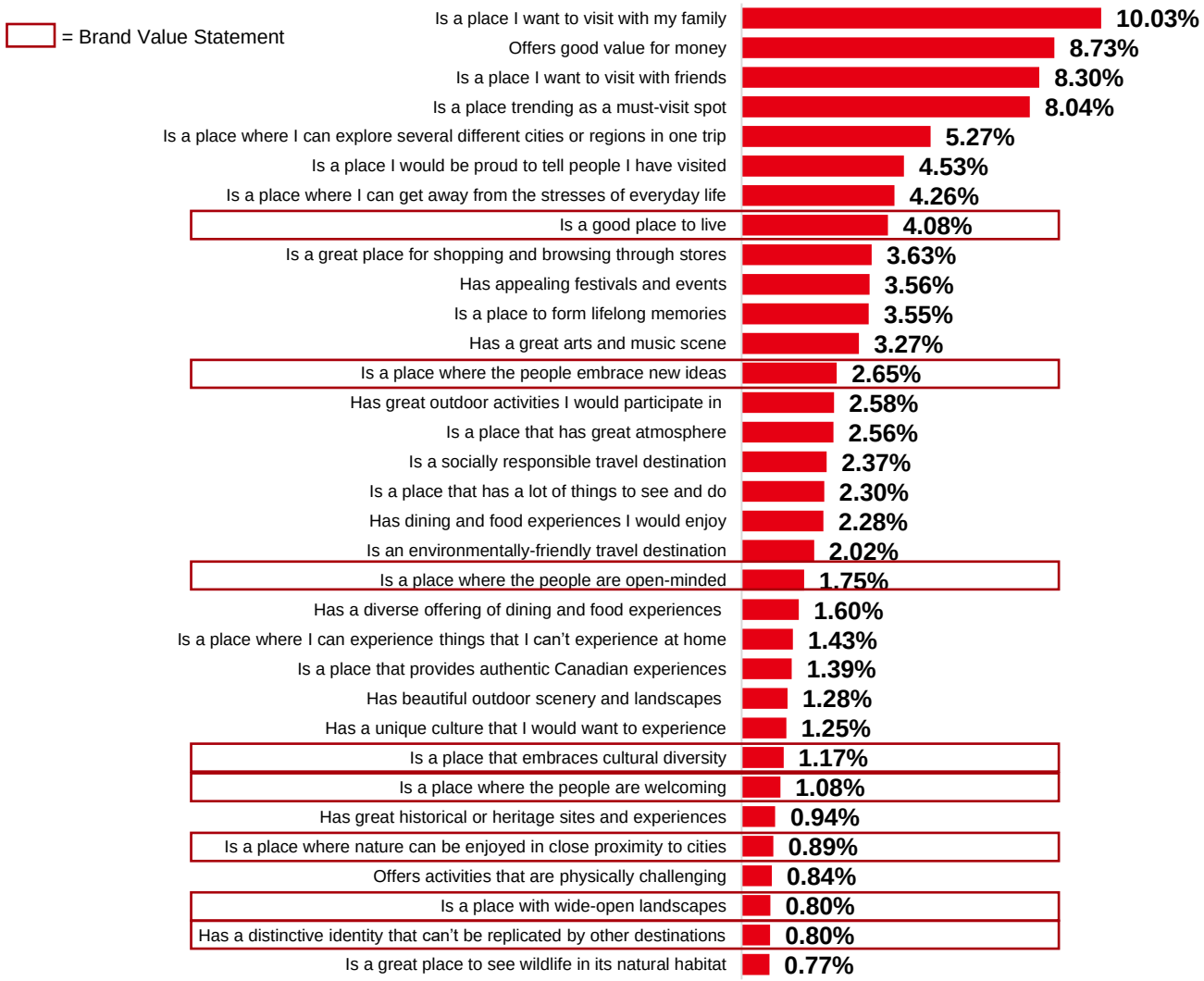
Note: all respondents evaluated 2 provinces/territories and 3 city/regions from the competitive set.
Base: Domestic out-of-province travellers, HVG Audience Evaluated [DESTINATON]
C6. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement. Select "None of these" if you think none of the destinations apply.

Strength Weakness

Destination Attributes: Drivers Analysis

Total Out-of-Province

DESTINATION CANADA



Description

Key drivers analysis (KDA) seeks to identify the strongest predictors of a dependent variable. In this case, we used consideration of a destination (C2) as the dependent variable. The analysis uses a mix of linear and logistic regressions, assessing the simultaneous effect of many independent variables, destination attributes (C6) while controlling for each other.

Interpretation

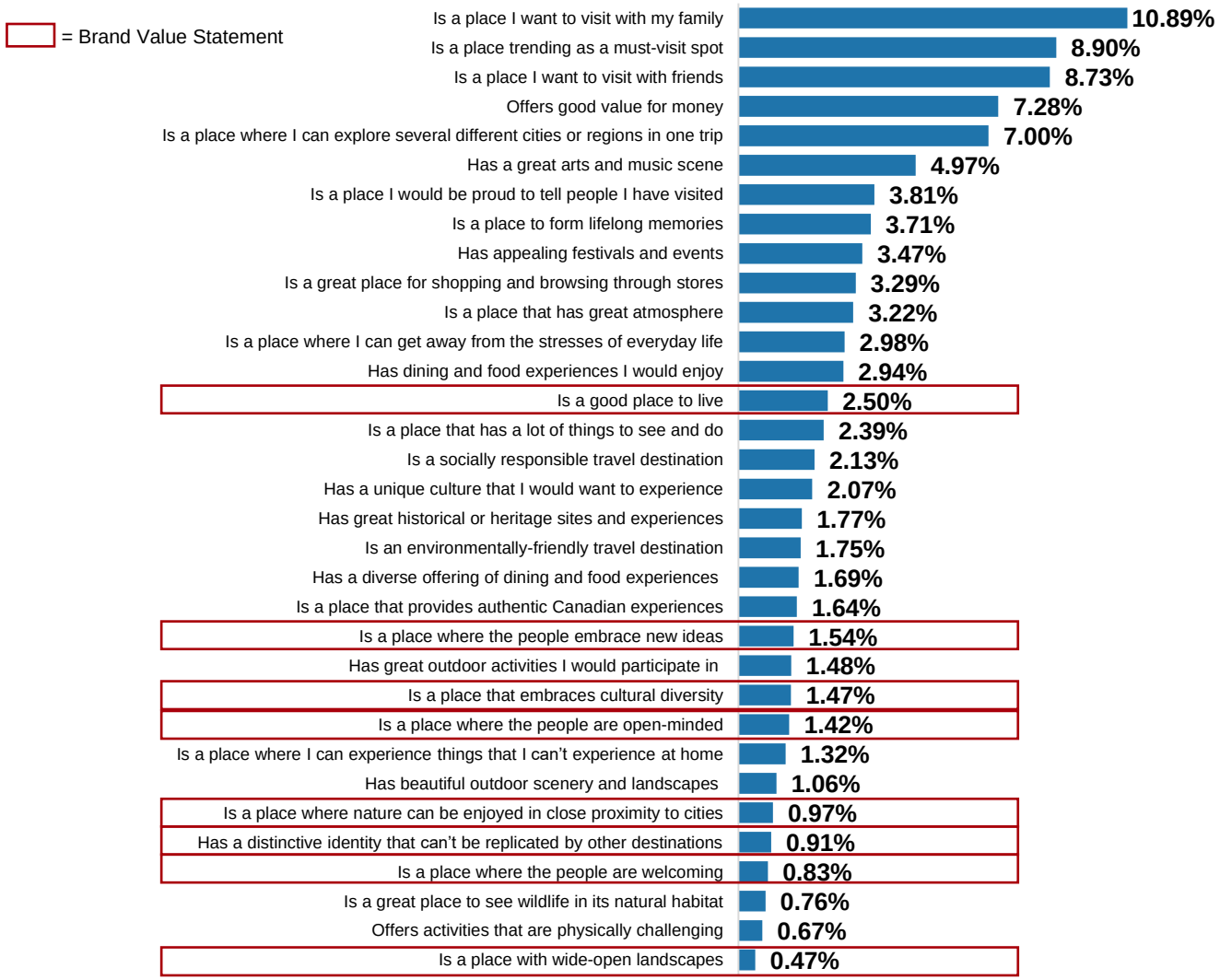
Attributes with a high percentage level are more likely to impact consideration of a destination. This generally means that destinations that score highly on the top attributes may have higher consideration levels. Each percentage does also indicate the degree of relative impact. An attribute with a score of 5% is twice as impactful on consideration as an attribute with a score of 2.5%.

Base: Domestic out-of-province travellers
C6. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement. Select "None of these" if you think none of the destinations apply.

Destination Attributes: Drivers Analysis

HVG Audience

DESTINATION CANADA



Description

Key drivers analysis (KDA) seeks to identify the strongest predictors of a dependent variable. In this case, we used consideration of a destination (C2) as the dependent variable. The analysis uses a mix of linear and logistic regressions, assessing the simultaneous effect of many independent variables, destination attributes (C6) while controlling for each other.

Interpretation

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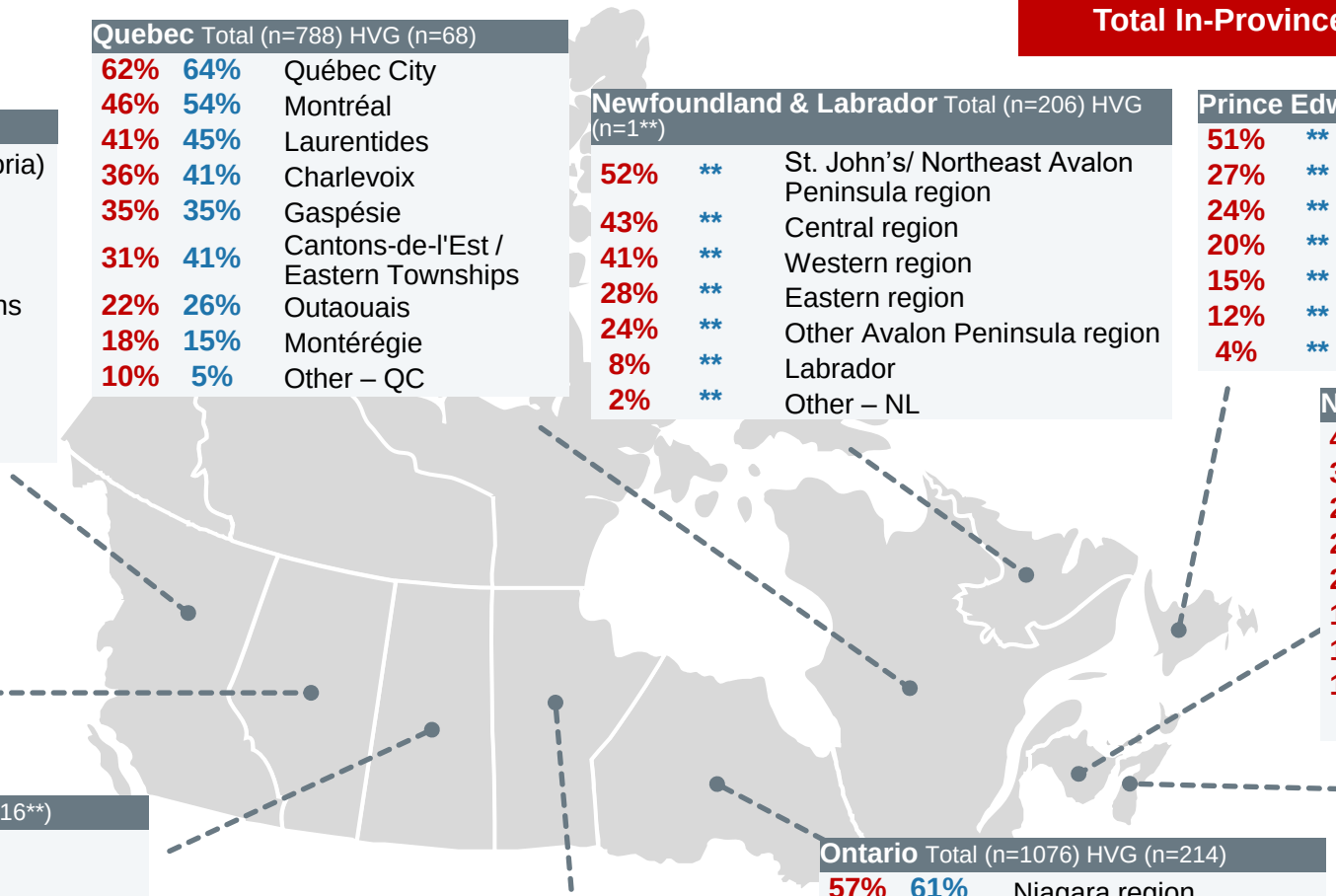
Base: Domestic out-of-province travellers, HVG Audience
C6. We are interested in your general impressions about destinations even if you have never been there. Please select all the destinations you think apply to the statement. Select "None of these" if you think none of the destinations apply.

In-Province Travel

In-Province Destinations Visited (Ever)

DESTINATION CANADA

Total In-Province	HVG Audience



British Columbia Total (n=761) HVG (n=301)

Total In-Province	HVG Audience	
49%	46%	Vancouver Island (excl. Victoria)
49%	46%	Thompson Okanagan
48%	49%	Victoria
42%	40%	Metro Vancouver
40%	41%	Vancouver Coast & Mountains
26%	24%	Kootenay Rockies
19%	15% ⊖	Cariboo Chilcotin Coast
19%	14% ⊖	Northern BC
2%	2%	Other – BC

Quebec Total (n=788) HVG (n=68)

Total In-Province	HVG Audience	
62%	64%	Québec City
46%	54%	Montréal
41%	45%	Laurentides
36%	41%	Charlevoix
35%	35%	Gaspésie
31%	41%	Cantons-de-l'Est / Eastern Townships
22%	26%	Outaouais
18%	15%	Montérégie
10%	5%	Other – QC

Newfoundland & Labrador Total (n=206) HVG (n=1**)

Total In-Province	HVG Audience	
52%	**	St. John's/ Northeast Avalon Peninsula region
43%	**	Central region
41%	**	Western region
28%	**	Eastern region
24%	**	Other Avalon Peninsula region
8%	**	Labrador
2%	**	Other – NL

Prince Edward Island Total (n=82) HVG (n=2**)

Total In-Province	HVG Audience	
51%	**	Greater Charlottetown area
27%	**	Greater Summerside area
24%	**	Green Gables Shore region
20%	**	Points East Coastal Drive region
15%	**	North Cape Coastal Drive region
12%	**	Red Sands Shore region
4%	**	Other – PEI

New Brunswick Total (n=205) HVG (n=17**)

Total In-Province	HVG Audience	
46%	**	Moncton area
36%	**	Fredericton area
29%	**	Saint John area
28%	**	Miramichi area
24%	**	Bay of Fundy area
19%	**	Bathurst/Campbelton area
17%	**	Acadian Peninsula area
16%	**	Edmundston
3%	**	Other – NB

Alberta Total (n=765) HVG (n=79)

Total In-Province	HVG Audience	
56%	66%	Banff & Lake Louise
52%	43%	Calgary
47%	42%	Edmonton
45%	45%	Jasper
43%	42%	Alberta Rockies
11%	7%	Other – AB

Saskatchewan Total (n=253) HVG (n=16**)

Total In-Province	HVG Audience	
50%	**	Saskatoon
42%	**	Regina
38%	**	Moose Jaw
25%	**	Prince Albert National Park
20%	**	Watrous-Manitou
18%	**	Cypress Hills
10%	**	Meadow Lake Provincial Park
9%	**	Nipawin-Tobin Lake
11%	**	Other – SK

Manitoba Total (n=255) HVG (n=18**)

Total In-Province	HVG Audience	
49%	**	Winnipeg
36%	**	Brandon
32%	**	Riding Mountain National Park
25%	**	Whiteshell Provincial Park
3%	**	Churchill
13%	**	Other – MB

Ontario Total (n=1076) HVG (n=214)

Total In-Province	HVG Audience	
57%	61%	Niagara region
51%	45%	Toronto
37%	41%	Ottawa
36%	40%	Muskoka
28%	28%	Northern Ontario
25%	27%	South Eastern Ontario
24%	21%	South Western Ontario
3%	5%	Other – ON

Nova Scotia Total (n=201) HVG (n=15**)

Total In-Province	HVG Audience	
45%	**	Cape Breton
40%	**	Halifax
32%	**	Annapolis Valley
20%	**	Bay of Fundy
20%	**	Peggy's Cove
19%	**	Lunenburg
19%	**	Yarmouth
12%	**	Pictou
-	**	Other – NS

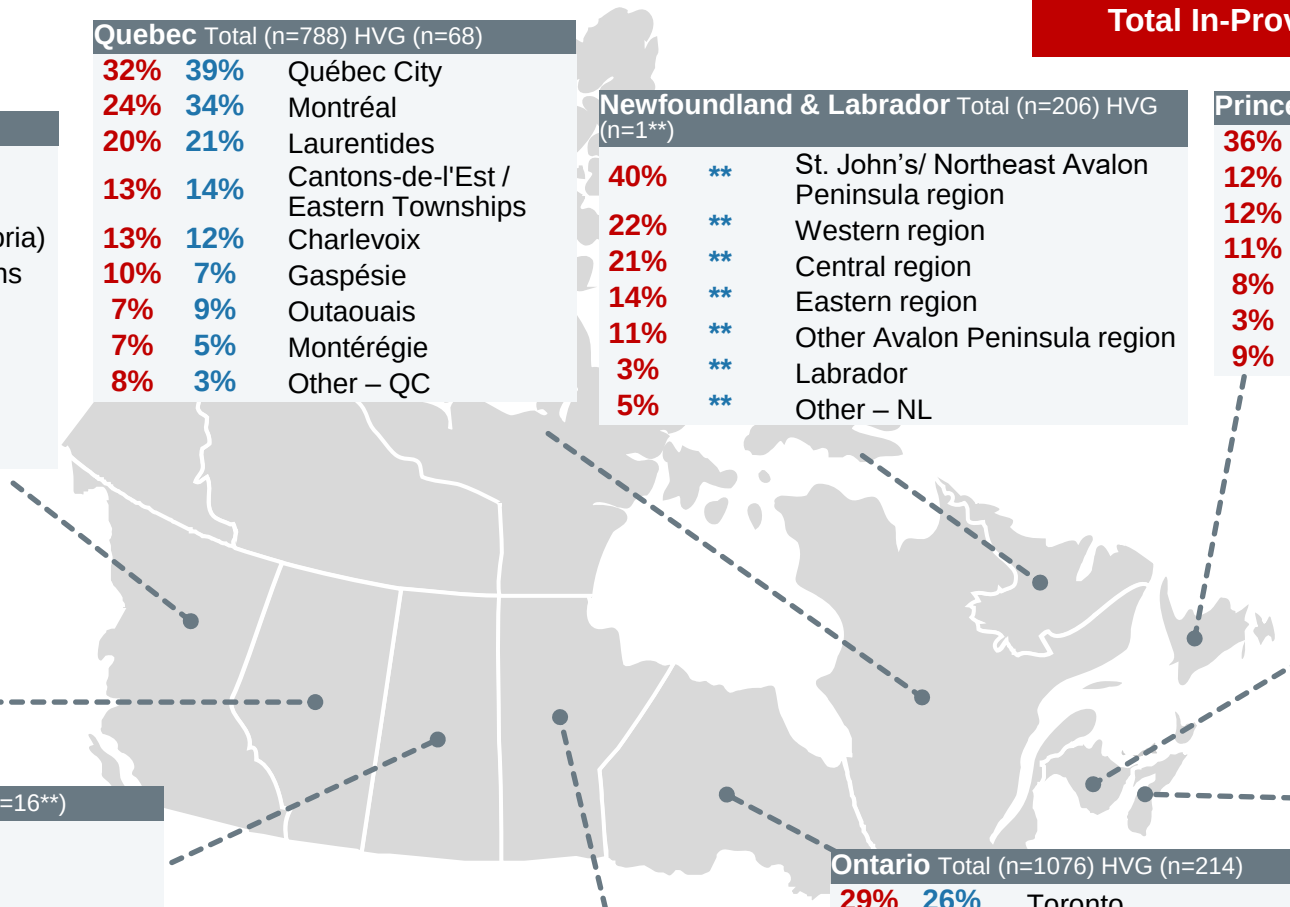
Base: Canadian residents evaluating in-province destinations
B9a-j_IP. Which of the following destinations have you ever visited on a vacation trip which was 1 or more nights long, where you spent at least 1 night in paid accommodation? (Select all that apply)
**Base size too small to report (n<25)

⊕ / ⊖ = significantly higher/lower result (vs. Total)

In-Province Destinations Visited (Past 3 Years)

DESTINATION CANADA

	Total In-Province	HVG Audience



British Columbia Total (n=761) HVG (n=301)

Total In-Province	HVG Audience	
26%	23%	Metro Vancouver
22%	17% ⊖	Thompson Okanagan
21%	21%	Vancouver Island (excl. Victoria)
17%	16%	Vancouver Coast & Mountains
16%	16%	Victoria
7%	4% ⊖	Kootenay Rockies
4%	2% ⊖	Northern BC
4%	1% ⊖	Cariboo Chilcotin Coast
3%	3%	Other – BC

Alberta Total (n=765) HVG (n=79)

Total In-Province	HVG Audience	
26%	14% ⊖	Calgary
22%	16%	Edmonton
22%	34% ⊕	Banff & Lake Louise
19%	19%	Alberta Rockies
13%	10%	Jasper
9%	5%	Other – AB

Saskatchewan Total (n=253) HVG (n=16**)

Total In-Province	HVG Audience	
31%	**	Saskatoon
25%	**	Regina
17%	**	Moose Jaw
8%	**	Prince Albert National Park
5%	**	Watrous-Manitou
5%	**	Cypress Hills
3%	**	Nipawin-Tobin Lake
3%	**	Meadow Lake Provincial Park
10%	**	Other – SK

Manitoba Total (n=255) HVG (n=18**)

Total In-Province	HVG Audience	
34%	**	Winnipeg
16%	**	Brandon
13%	**	Riding Mountain National Park
10%	**	Whiteshell Provincial Park
-	**	Churchill
10%	**	Other – MB

Quebec Total (n=788) HVG (n=68)

Total In-Province	HVG Audience	
32%	39%	Québec City
24%	34%	Montréal
20%	21%	Laurentides
13%	14%	Cantons-de-l'Est / Eastern Townships
13%	12%	Charlevoix
10%	7%	Gaspésie
7%	9%	Outaouais
7%	5%	Montérégie
8%	3%	Other – QC

Newfoundland & Labrador Total (n=206) HVG (n=1**)

Total In-Province	HVG Audience	
40%	**	St. John's/ Northeast Avalon Peninsula region
22%	**	Western region
21%	**	Central region
14%	**	Eastern region
11%	**	Other Avalon Peninsula region
3%	**	Labrador
5%	**	Other – NL

Ontario Total (n=1076) HVG (n=214)

Total In-Province	HVG Audience	
29%	26%	Toronto
25%	30%	Niagara region
13%	17%	Muskoka
10%	9%	Ottawa
8%	6%	South Western Ontario
8%	8%	Northern Ontario
7%	8%	South Eastern Ontario
4%	5%	Other – ON

Prince Edward Island Total (n=82) HVG (n=2**)

Total In-Province	HVG Audience	
36%	**	Greater Charlottetown area
12%	**	Green Gables Shore region
12%	**	Points East Coastal Drive region
11%	**	Greater Summerside area
8%	**	North Cape Coastal Drive region
3%	**	Red Sands Shore region
9%	**	Other – PEI

New Brunswick Total (n=205) HVG (n=17**)

Total In-Province	HVG Audience	
30%	**	Moncton area
18%	**	Saint John area
17%	**	Fredericton area
14%	**	Miramichi area
14%	**	Bay of Fundy area
8%	**	Bathurst/Campbelton area
8%	**	Acadian Peninsula area
5%	**	Edmundston
4%	**	Other – NB

Nova Scotia Total (n=201) HVG (n=15**)

Total In-Province	HVG Audience	
22%	**	Halifax
17%	**	Cape Breton
15%	**	Annapolis Valley
10%	**	Peggy's Cove
8%	**	Lunenburg
7%	**	Bay of Fundy
5%	**	Yarmouth
5%	**	Pictou
4%	**	Other – NS

A "-" indicates a response that is <1%
Base: Canadian residents evaluating in-province destinations
B10a-j_IP: Within [PROVINCE], which travel destinations did you visit in the past 3 years? (Select all that apply)
**Base size too small to report (n<25)

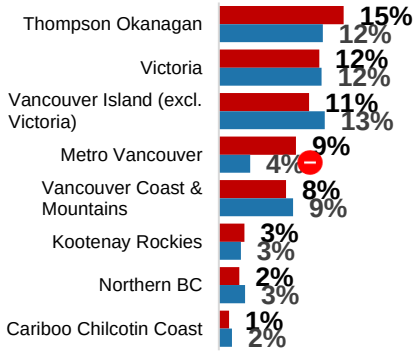
⊕ / ⊖ = significantly higher/lower result (vs. Total)

Unaided Consideration (Next Year) – Cities/Regions

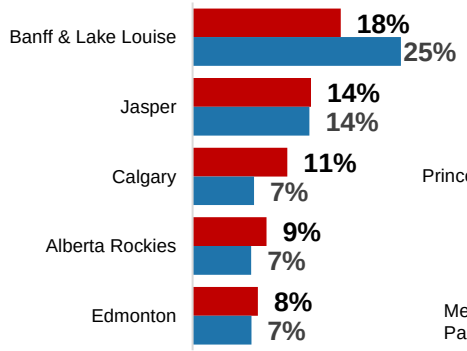
DESTINATION CANADA

Total In-Province | HVG Audience

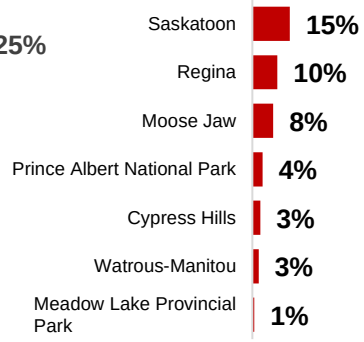
British Columbia
Total (n=761) HVG (n=301)



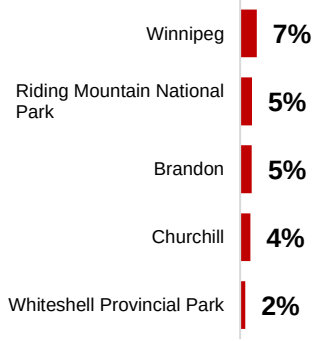
Alberta
Total (n=765) HVG (n=79)



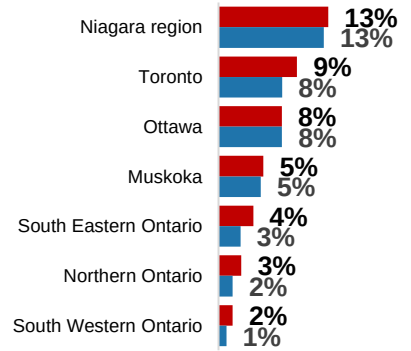
Saskatchewan
Total (n=253) HVG (n=16**)



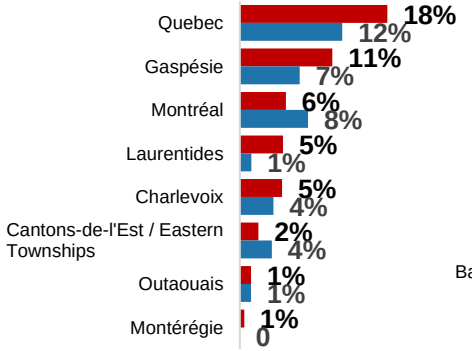
Manitoba
Total (n=255) HVG (n=18**)



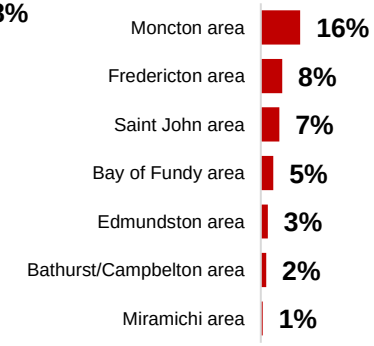
Ontario
Total (n=1076) HVG (n=214)



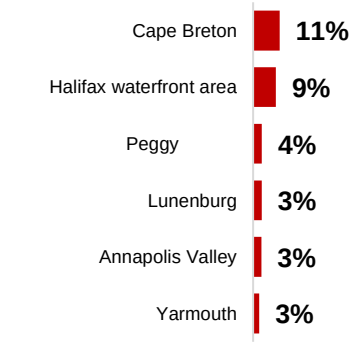
Quebec
Total (n=788) HVG (n=68)



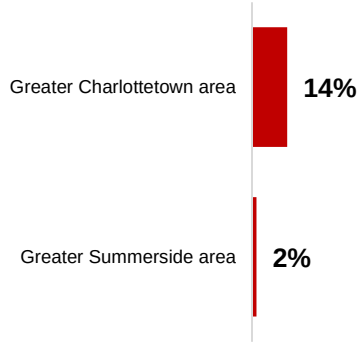
New Brunswick
Total (n=205) HVG (n=17**)



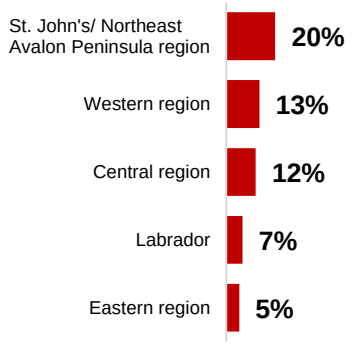
Nova Scotia
Total (n=201) HVG (n=15**)



Prince Edward Island
Total (n=82) HVG (n=2**)



Newfoundland and Labrador
Total (n=206) HVG (n=1**)



Base: Canadian residents evaluating in-province destinations
B1_IP. If you are planning to take a vacation trip of 1 or more nights within [PROVINCE] in the next year, which destinations are you seriously considering? (Please list up to 3 destinations)
**Base size too small to report (n<25)

⊕ / ⊖ = significantly higher/lower result (vs. Total)

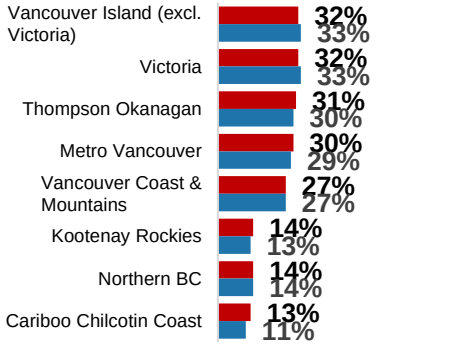
Aided Consideration (Next Year) – Cities/Regions

DESTINATION CANADA

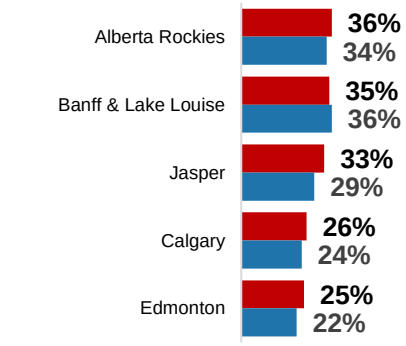
Total In-Province | **HVG Audience**

% 4 or 5 (out of 5 – I am seriously considering)

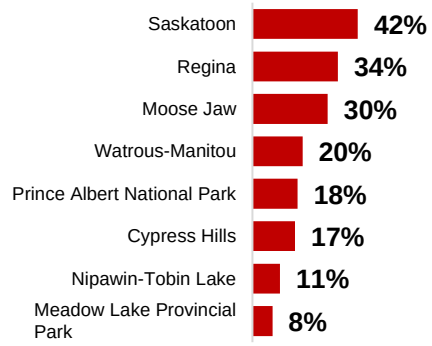
British Columbia
Total (n=761) HVG (n=301)



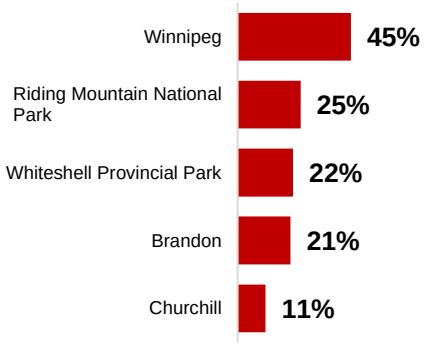
Alberta
Total (n=765) HVG (n=79)



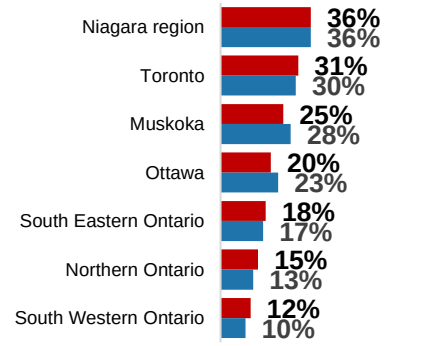
Saskatchewan
Total (n=253) HVG (n=16**)



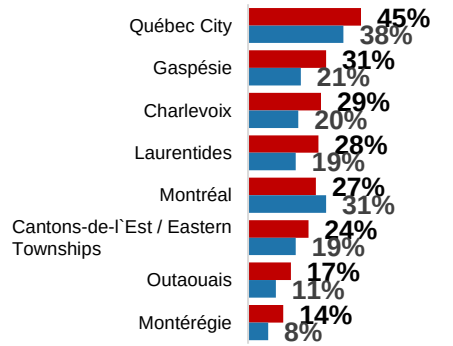
Manitoba
Total (n=255) HVG (n=18**)



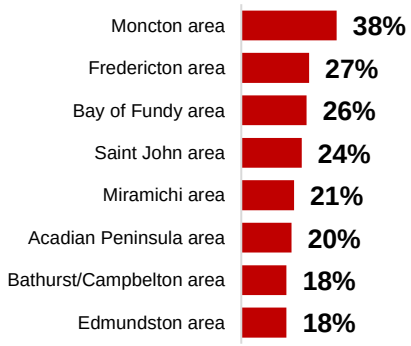
Ontario
Total (n=1076) HVG (n=214)



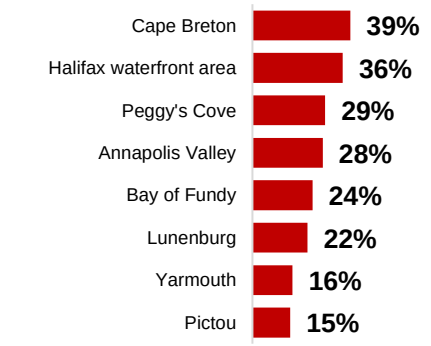
Quebec
Total (n=788) HVG (n=68)



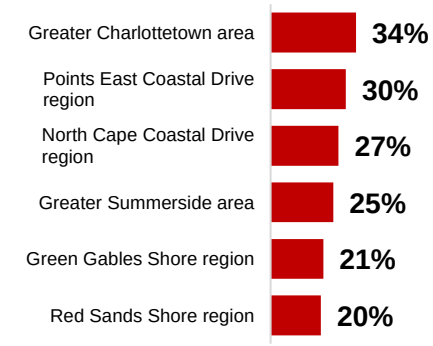
New Brunswick
Total (n=205) HVG (n=17**)



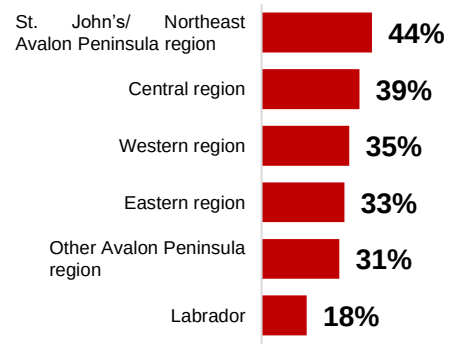
Nova Scotia
Total (n=201) HVG (n=15**)



Prince Edward Island
Total (n=82) HVG (n=2**)



Newfoundland and Labrador
Total (n=206) HVG (n=1**)



Base: Canadian residents evaluating in-province destinations
C2_IP. You may have already mentioned this before, but would you consider visiting each of the following destinations in the next year? Please use a 5-point scale where 1 means 'I am definitely not considering' and 5 means 'I am seriously considering'.
**Base size too small to report (n<25)

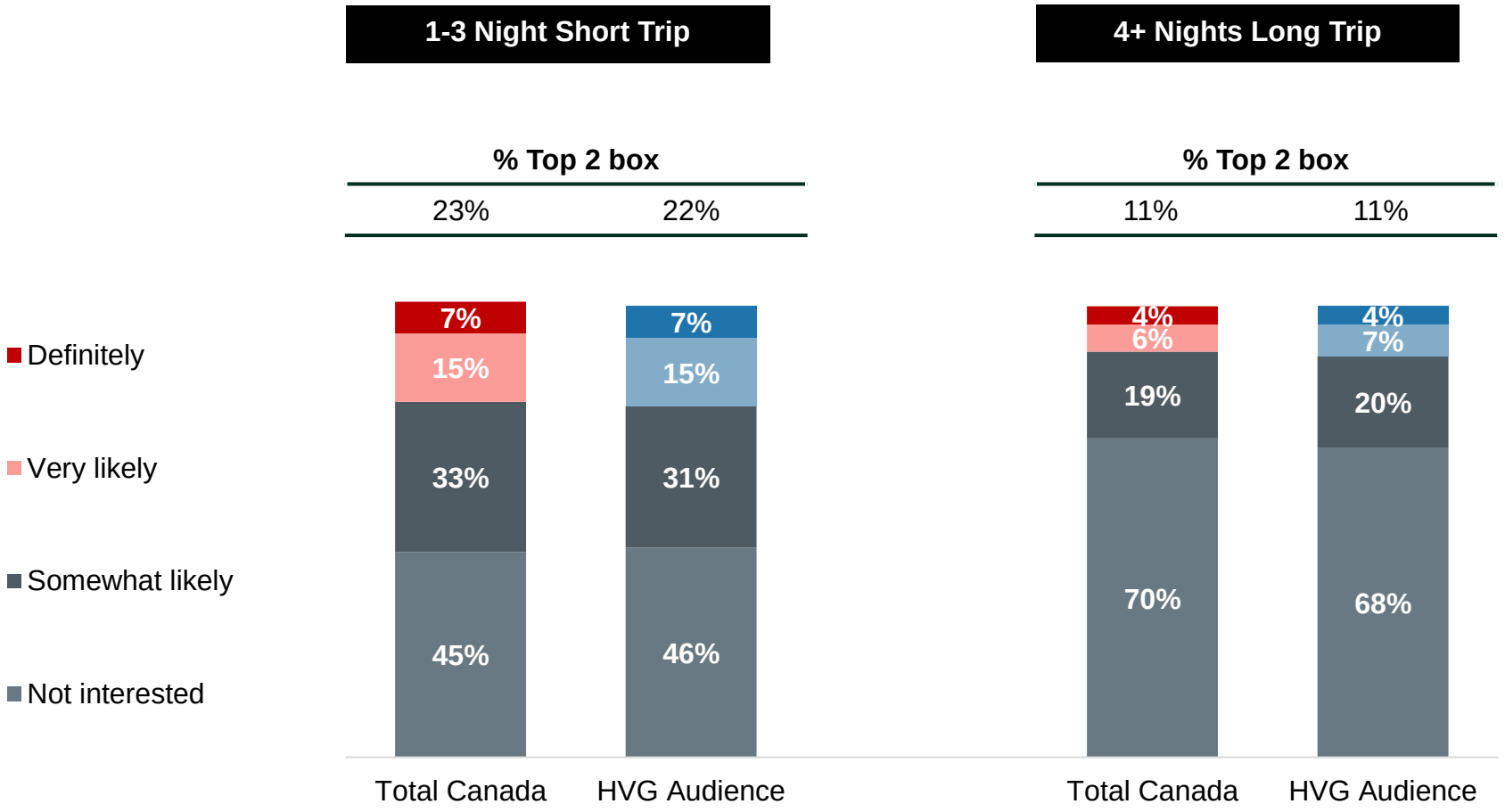
⊕ / ⊖ = significantly higher/lower result (vs. Total)

Likelihood to Take a Domestic In-Province Trip (Next Year)

DESTINATION CANADA

Total In-Province

HVG Audience



NET: Definitely/ Very Likely to visit Canada in the next 2 years

Total: 27%
HVG: 26%

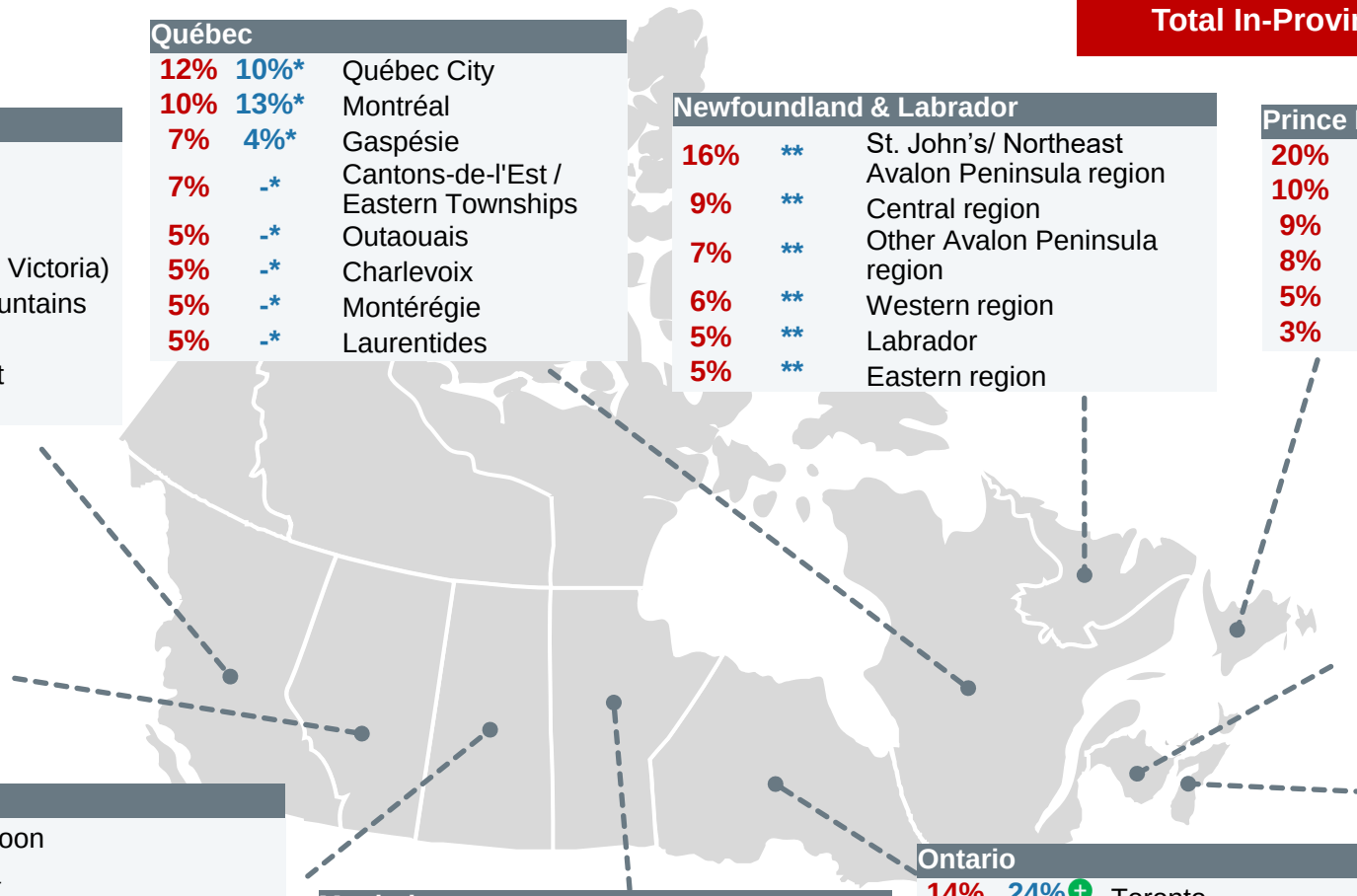
Note: "Not interested" is compromised of those saying not very likely, not at all likely, or indicating no intention to visit Canada
Base: Canadian residents evaluating in-province destinations (n=4592); HVG (n=731)
E1. Realistically, how likely are you to take a vacation within your province in the next year? (Select one)

⊕ / ⊖ = significantly higher/lower result (vs. Total)

NET Active Planning – by City/Region

DESTINATION CANADA

Total In-Province	HVG Audience



British Columbia

Total In-Province	HVG Audience	
10%	10%	Metro Vancouver
9%	7%	Thompson Okanagan
8%	9%	Victoria
6%	8%	Vancouver Island (excl. Victoria)
5%	7%	Vancouver Coast & Mountains
5%	4%	Northern BC
5%	5%	Cariboo Chilcotin Coast
3%	- ⊖	Kootenay Rockies

Québec

Total In-Province	HVG Audience	
12%	10%*	Québec City
10%	13%*	Montréal
7%	4%*	Gaspésie
7%	-*	Cantons-de-l'Est / Eastern Townships
5%	-*	Outaouais
5%	-*	Charlevoix
5%	-*	Montérégie
5%	-*	Laurentides

Newfoundland & Labrador

Total In-Province	HVG Audience	
16%	**	St. John's/ Northeast Avalon Peninsula region
9%	**	Central region
7%	**	Other Avalon Peninsula region
6%	**	Western region
5%	**	Labrador
5%	**	Eastern region

Prince Edward Island

Total In-Province	HVG Audience	
20%	**	Greater Charlottetown area
10%	**	Points East Coastal Drive region
9%	**	Greater Summerside area
8%	**	Green Gables Shore region
5%	**	Red Sands Shore region
3%	**	North Cape Coastal Drive region

New Brunswick

Total In-Province	HVG Audience	
10%	**	Moncton area
8%	**	Saint John area
7%	**	Acadian Peninsula area
6%	**	Bathurst/Campbelton area
5%	**	Bay of Fundy area
4%	**	Fredericton area
3%	**	Edmundston
2%	**	Miramichi area

Alberta

Total In-Province	HVG Audience	
14%	22%	Calgary
13%	12%	Edmonton
8%	9%	Jasper
8%	7%	Banff & Lake Louise
7%	5%	Alberta Rockies

Nova Scotia

Total In-Province	HVG Audience	
10%	**	Cape Breton
10%	**	Halifax waterfront area
8%	**	Annapolis Valley
6%	**	Bay of Fundy
6%	**	Peggy's Cove
6%	**	Lunenburg
4%	**	Pictou
3%	**	Yarmouth

Saskatchewan

Total In-Province	HVG Audience	
16%	**	Saskatoon
12%	**	Regina
7%	**	Watrous-Manitou
6%	**	Moose Jaw
4%	**	Meadow Lake Provincial Park
3%	**	Nipawin-Tobin Lake
3%	**	Prince Albert National Park
3%	**	Cypress Hills

Manitoba

Total In-Province	HVG Audience	
20%	**	Winnipeg
10%	**	Brandon
7%	**	Riding Mountain National Park
6%	**	Whiteshell Provincial Park
4%	**	Churchill

Ontario

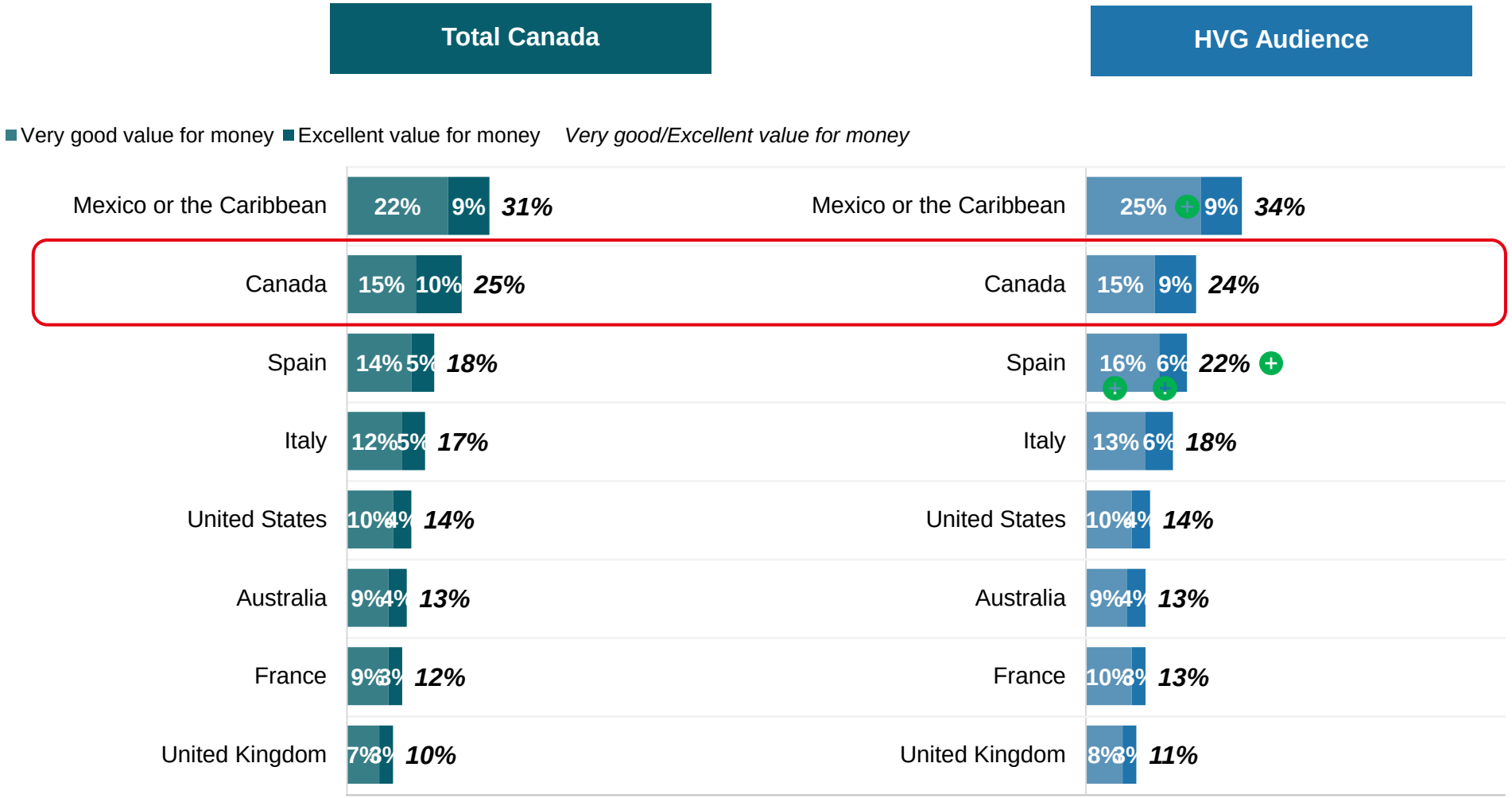
Total In-Province	HVG Audience	
14%	24% ⊕	Toronto
9%	10%	Niagara region
7%	7%	Ottawa
7%	6%	Muskoka
6%	10%	South Western Ontario
6%	5%	Northern Ontario
6%	5%	South Eastern Ontario

A "-" indicates a response that is <1%
Note: NET Active Planning = respondents who are gathering information, planning a visit, making arrangements, or already booked.
Base: Canadian residents evaluating in-province destinations (n=varies)
C1_CA. Which of the following best describes your current situation when thinking about each of the following destinations for a vacation trip? (Select one for each)
*Small base size, interpret with caution (n<50), **Base size too small to report (n<25)

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Travel Behaviours

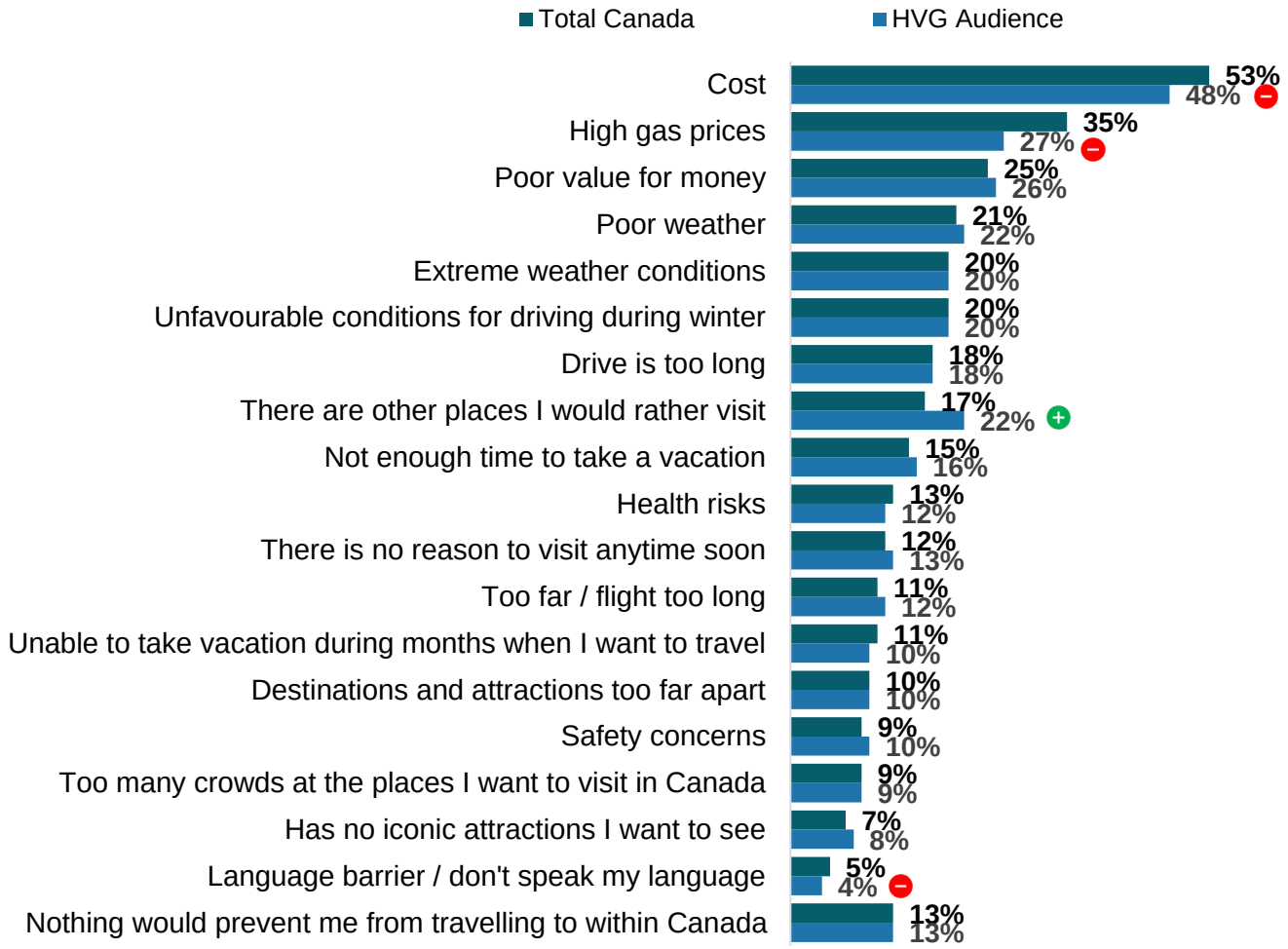
Value for Money



Base: Canadian residents 18+ (n=9250); HVG (n=1726)
C9. How would you rate the overall value for money that a vacation trip to each of the following destination offers?

+ / − = significantly higher/lower result (vs. Total)

Barriers for Visiting Canada



Base: Canadian residents 18+ (n=9250); HVG (n=1726)
E5. Which of the following factors might prevent you from travelling within Canada? (Select all that apply)

+ / − = significantly higher/lower result (vs. Total)

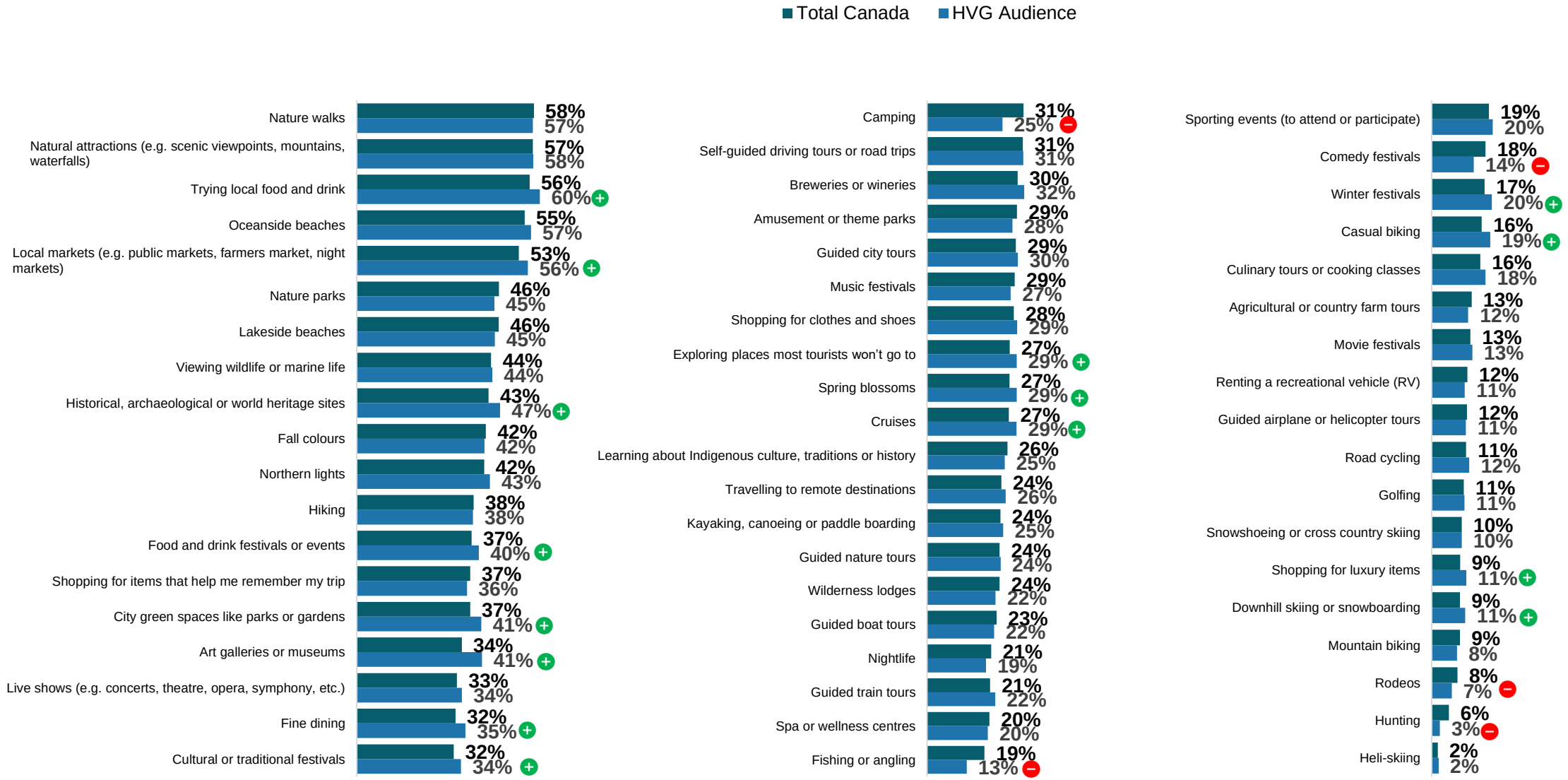
Top 10 Activities Interested In & Trip Anchors

Top 10 General Activities Interested In	
Total Canada (n=9250)	**HVG Audience** (n=1726)
Nature walks	Trying local food and drink +
Natural attractions (e.g. scenic viewpoints, mountains, waterfalls)	Natural attractions (e.g. scenic viewpoints, mountains, waterfalls)
Trying local food and drink	Nature walks
Oceanside beaches	Oceanside beaches
Local markets (e.g. public markets, farmers market, night markets)	Local markets (e.g. public markets, farmers market, night markets) +
Nature parks	Historical, archaeological or world heritage sites +
Lakeside beaches	Lakeside beaches
Viewing wildlife or marine life	Nature parks
Historical, archaeological or world heritage sites	Viewing wildlife or marine life
Fall colours	Northern lights

Top 10 Trip Anchor Activities	
Total Canada (n=8811)	**HVG Audience** (n=1726)
Oceanside beaches	Oceanside beaches
Natural attractions (e.g. scenic viewpoints, mountains, waterfalls)	Natural attractions (e.g. scenic viewpoints, mountains, waterfalls)
Historical, archaeological or world heritage sites	Historical, archaeological or world heritage sites
Nature walks	Trying local food and drink
Northern lights	Northern lights
Trying local food and drink	Nature walks
Lakeside beaches	Nature parks
Nature parks	Cruises
Viewing wildlife or marine life	Lakeside beaches
Camping	Viewing wildlife or marine life

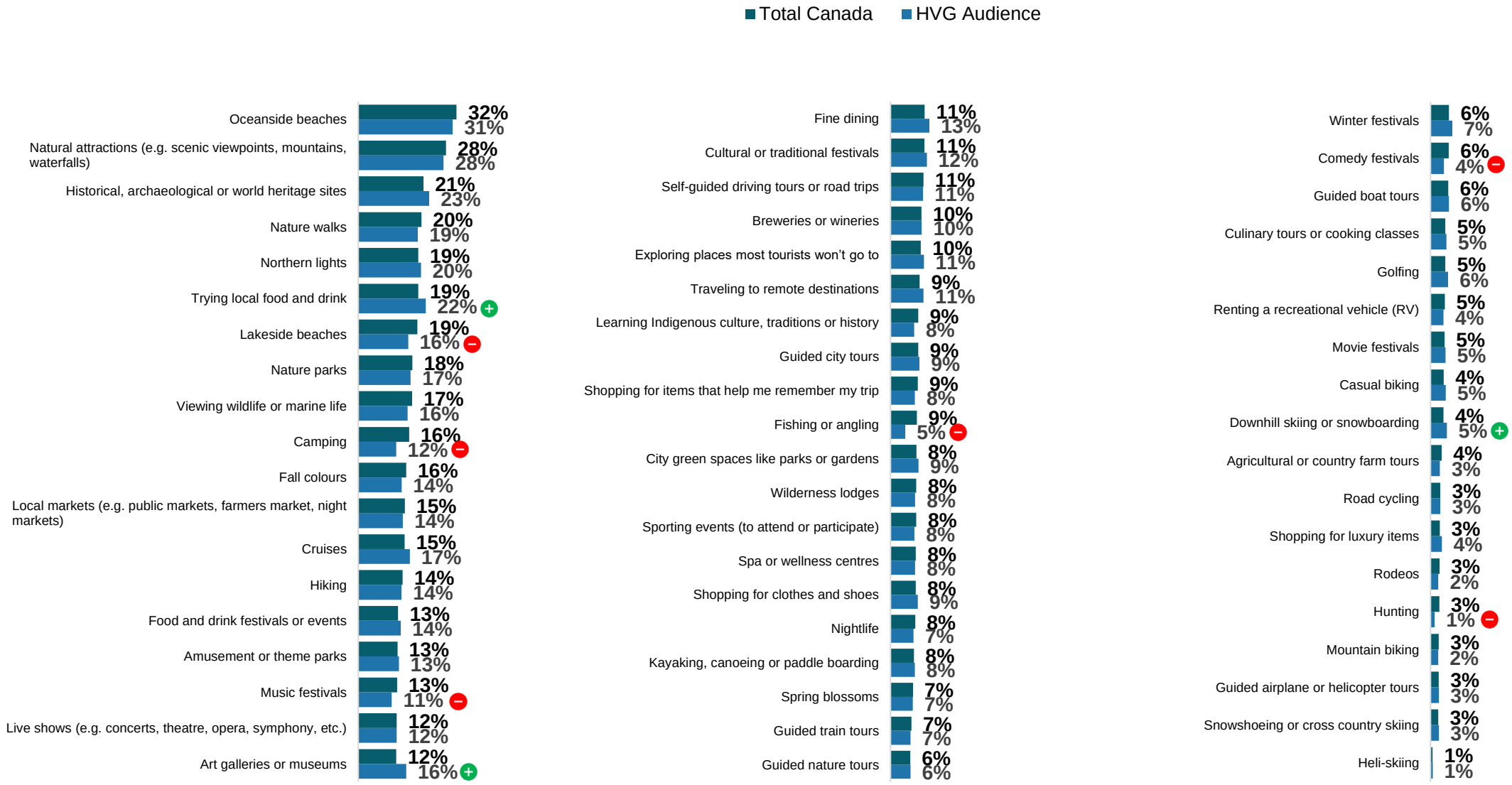
Base: Canadian residents 18+
D4. In general, what activities or places are you interested in while on vacation? (Select all that apply)
D5. Among these activities are there any that are important enough that you would base an entire trip around that activity? (Select all that apply)

General Activities Interested In



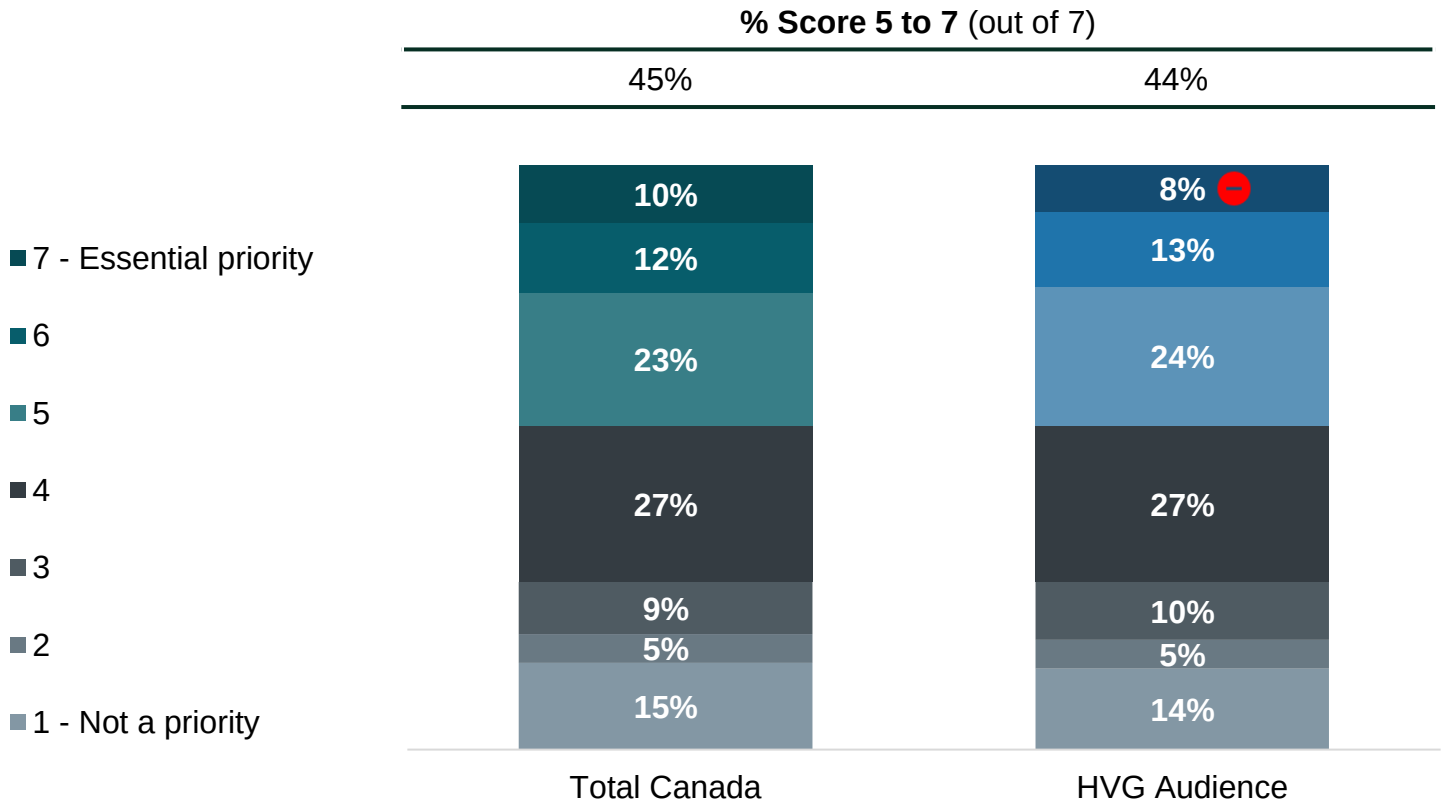
Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D4. In general, what activities or places are you interested in while on vacation? (Select all that apply)

Trip Anchor Activities



Base: Canadian residents 18+, Selected an activity (n=8811); HVG (n=1658)
D5. Among these activities are there any that are important enough that you would base an entire trip around that activity? (Select all that apply)

Priority of Sustainable Travel When Planning a Trip



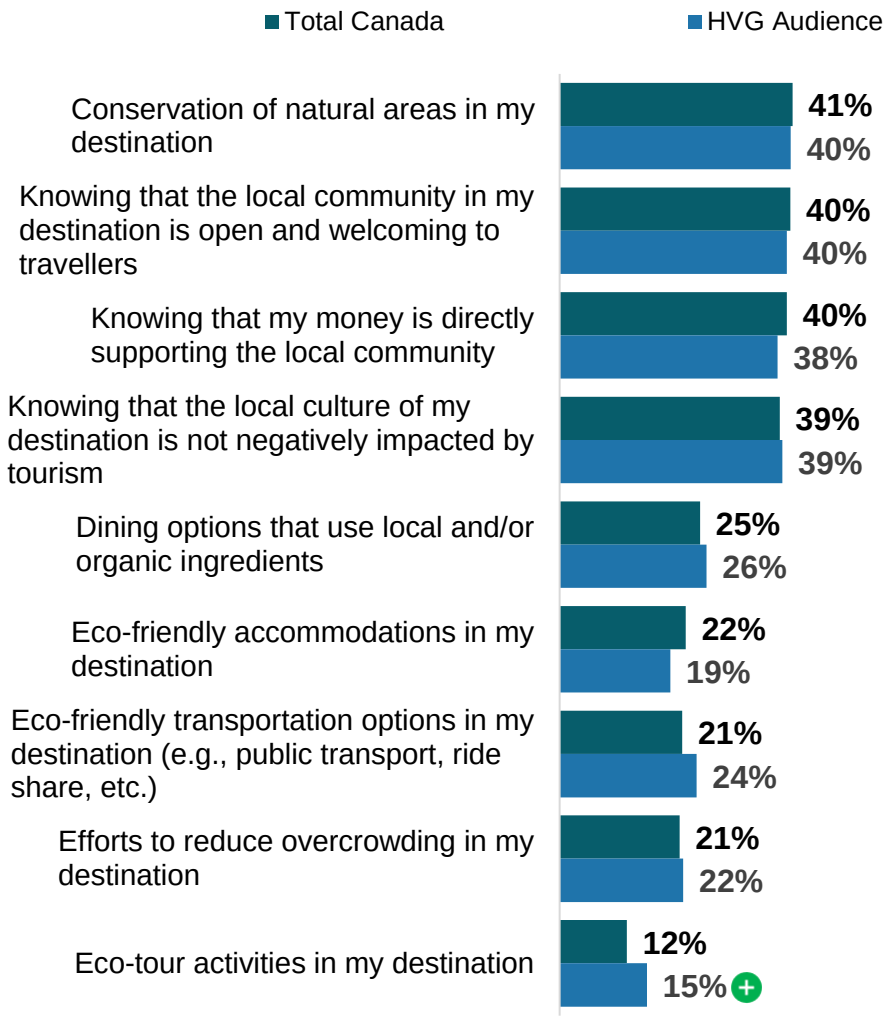
Sustainable Travel Description

Sustainable travel refers to “travel that minimizes any negative impacts on the destination’s environment, economy and society, while making positive contributions to the local people and conserving the destination’s natural and cultural heritage”.

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D7. [DESCRIPTION] How much of a priority is sustainable travel to you when you are planning a trip? Please use a 7-point scale, where 7 means ‘essential priority’ and 1 means ‘not a priority’.

+ / − = significantly higher/lower result (vs. Total)

Top 3 Most Important Sustainability Efforts



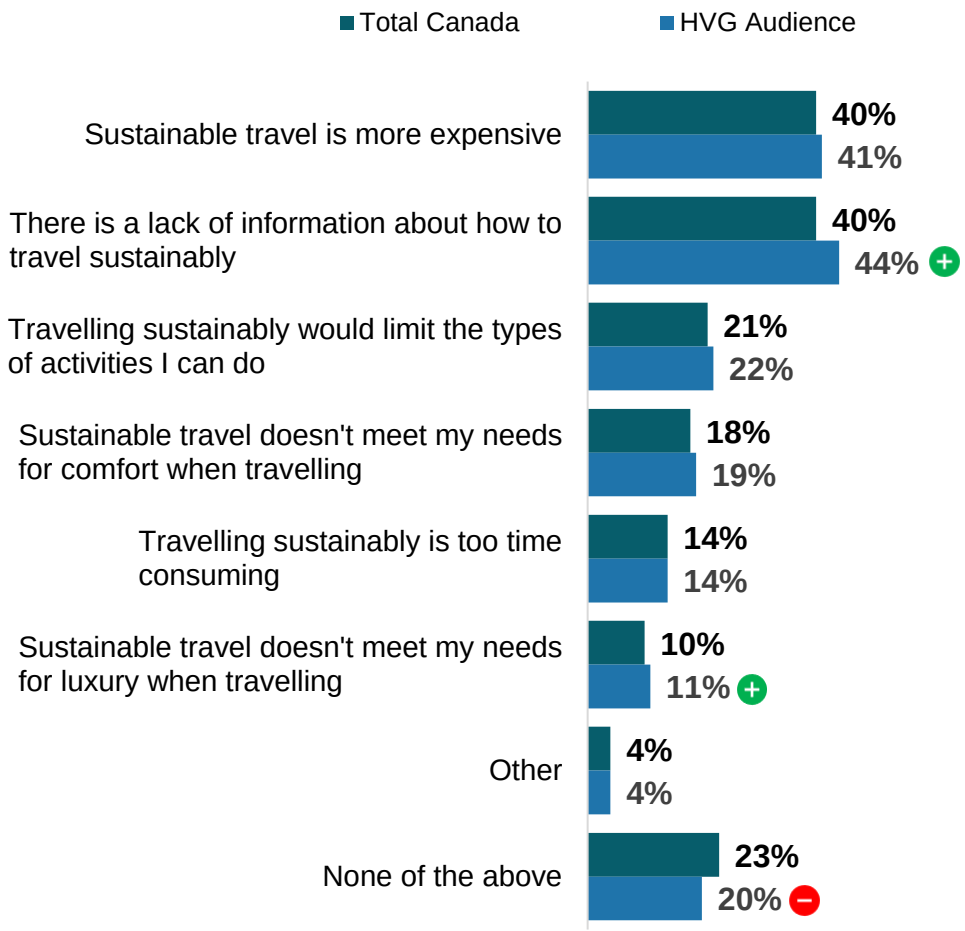
Sustainable Travel Description

Sustainable travel refers to “travel that minimizes any negative impacts on the destination’s environment, economy and society, while making positive contributions to the local people and conserving the destination’s natural and cultural heritage”.

Base: Canadian residents 18+, Rated 5-7 at D7 (n=4134); HVG (n=764)
D8. What are the top 3 sustainability efforts that are most important to you when selecting a vacation destination? Select up to three choices.

+ / − = significantly higher/lower result (vs. Total)

Barriers to Sustainable Travel



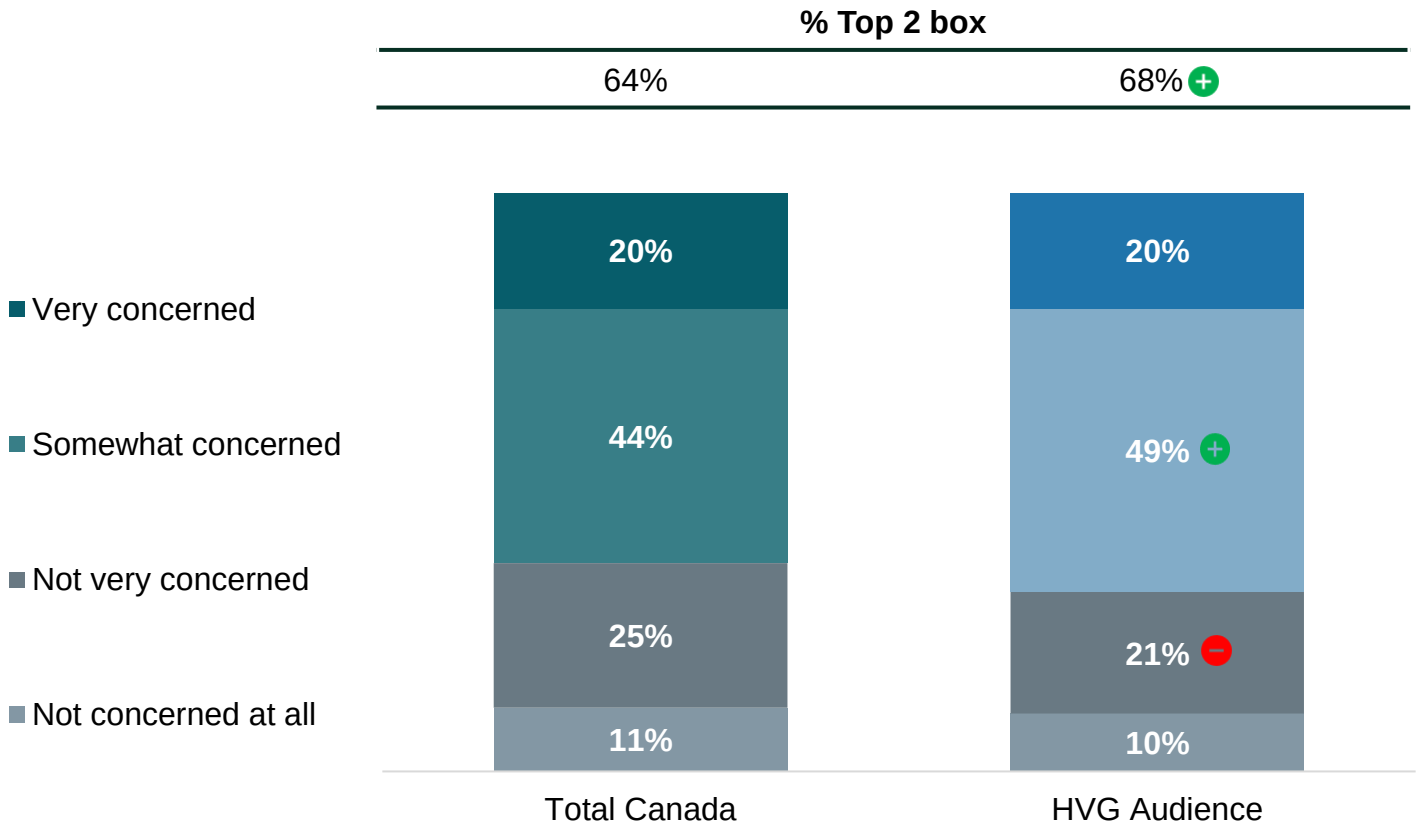
Sustainable Travel Description

Sustainable travel refers to “travel that minimizes any negative impacts on the destination’s environment, economy and society, while making positive contributions to the local people and conserving the destination’s natural and cultural heritage”.

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D9. Which of the following factors prevents you from choosing sustainable travel options? Select all that apply.

+ / − = significantly higher/lower result (vs. Total)

Impact of Extreme Weather Events on Travel Plans



	Total Canada	HVG Audience
% Yes Changed/Cancelled Plans in P3Y Due to Extreme Weather Events	14%	13%

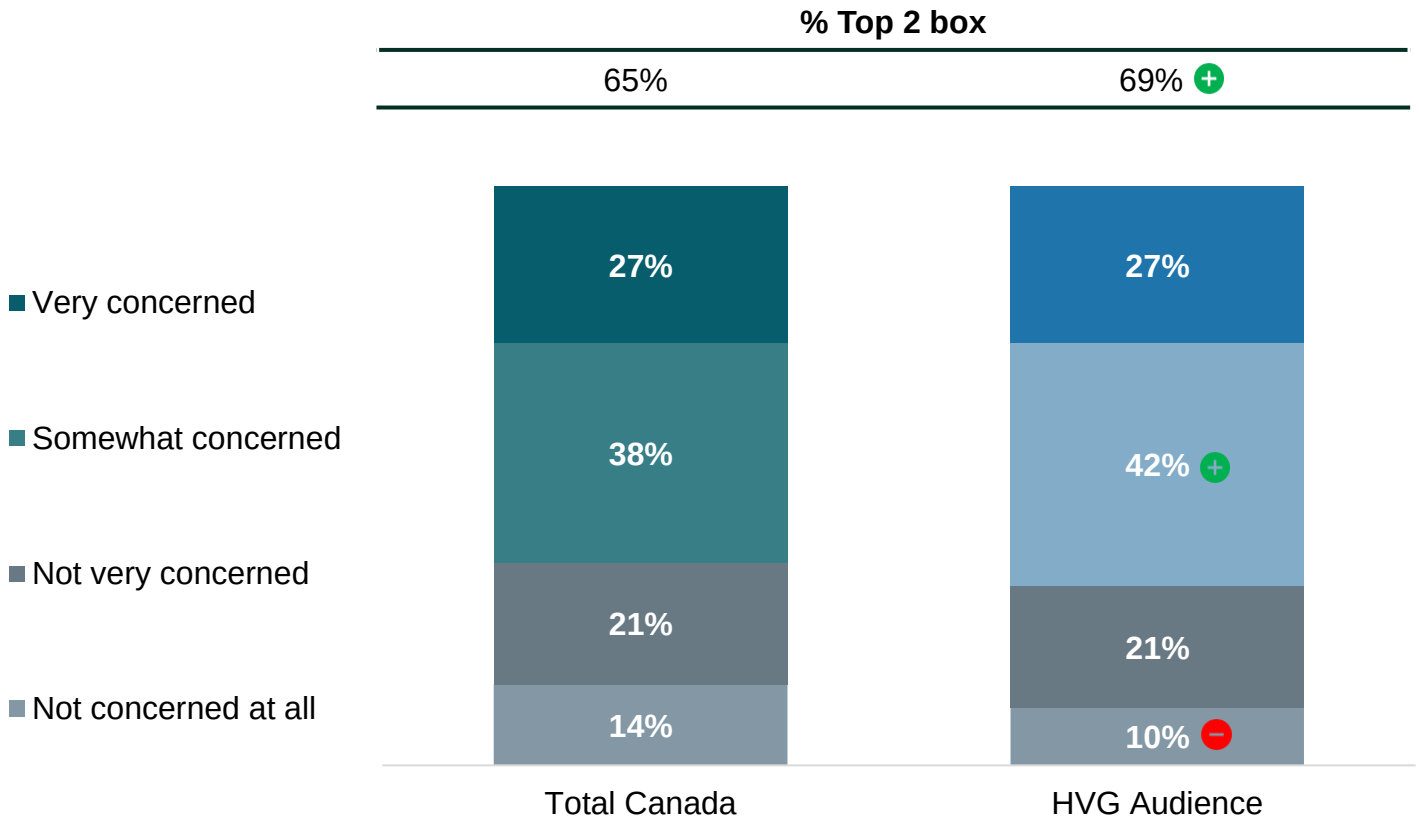
Extreme Weather Events Description

As you may or may not be aware, extreme weather events are occurrences of unusually severe weather or climate conditions. They are often short-lived and include blizzards, heat waves, wildfires, tornadoes, hurricanes or tropical cyclones.

Note: respondents were asked either about extreme weather events (D10/D11) or international conflicts & unrest (D12/D13)
Base: Canadian residents 18+ (n=4589); HVG (n=817)
D10. [DESCRIPTION] How concerned are you about extreme weather events affecting your travel plans?
D11. In the past 3 years, have you ever had to change plans or cancel a trip due to extreme weather events?

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Impact of International Conflicts & Unrest on Travel Plans



	Total Canada	HVG Audience
% Yes Changed/Cancelled Plans in P3Y Due to International Conflicts	11%	12%

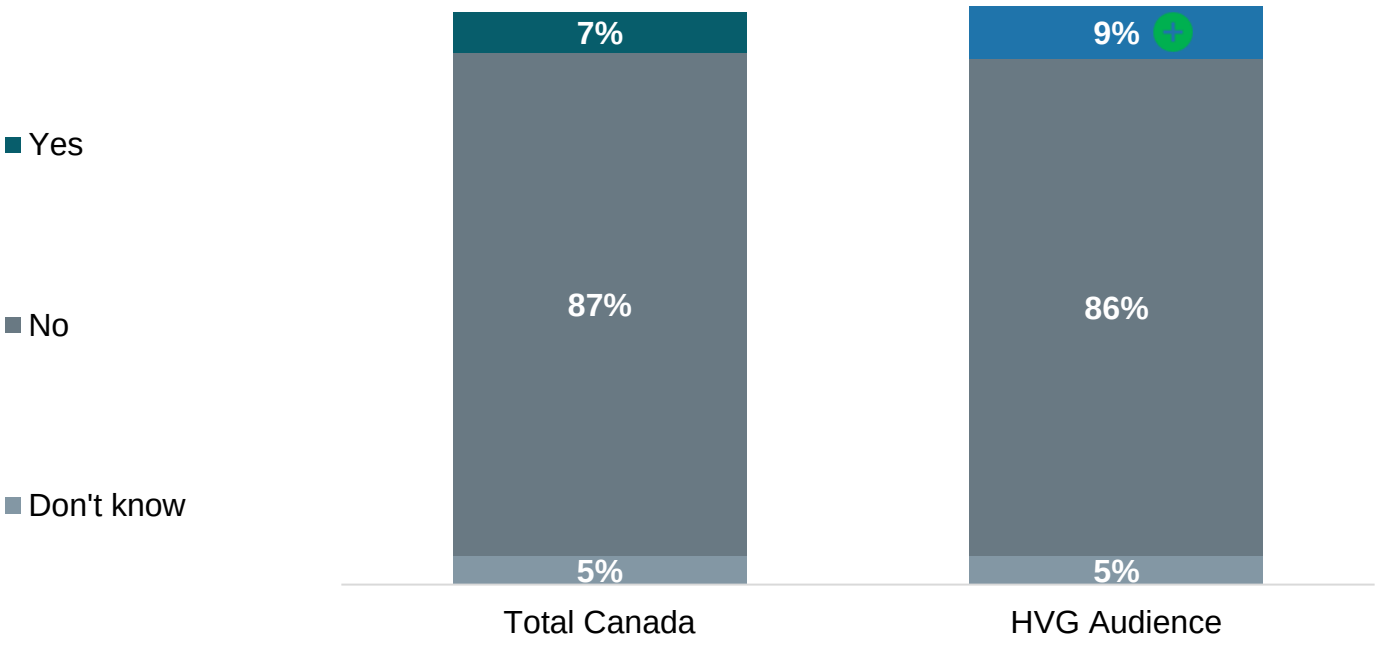
International Conflicts Description

As you may or may not be aware, international conflicts and unrest are currently occurring in different regions around the world.

Note: respondents were asked either about extreme weather events (D10/D11) or international conflicts & unrest (D12/D13)
Base: Canadian residents 18+ (n=4661); HVG (n=909)
D12. [DESCRIPTION] How concerned are you about international conflicts or unrest affecting your travel plans?
D13. In the past 3 years, have you ever had to change plans or cancel a trip due to international conflicts or unrest?

+ / − = significantly higher/lower result (vs. Total)

Usage of AI Tools to Plan Trips

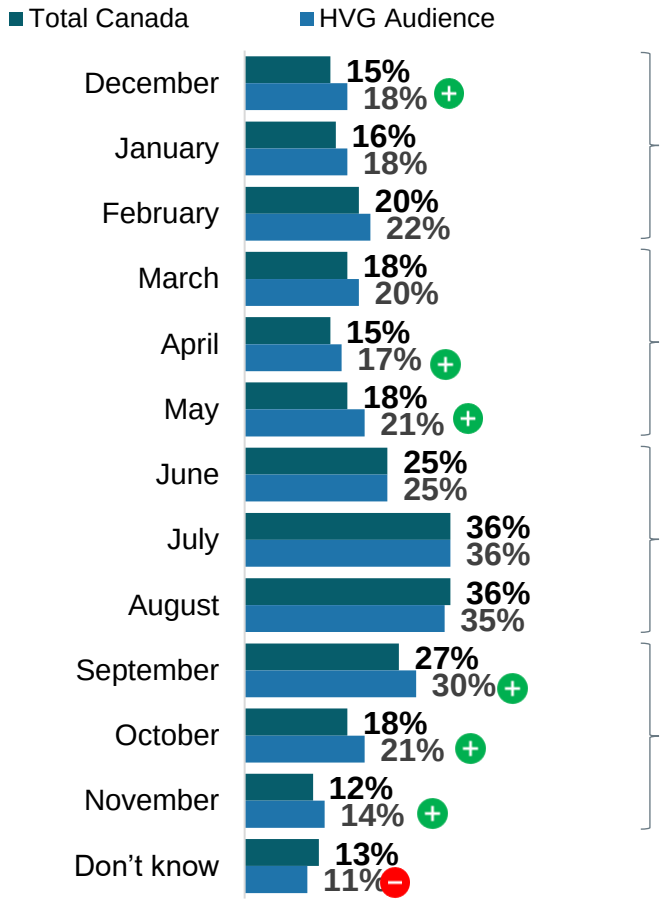


Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D14. Have you ever used an AI tool (e.g. ChatGPT or Bard) to research or plan a trip?

+ / − = significantly higher/lower result (vs. Total)

Seasonal Travel

Preferred Time of Month for Vacation Trips

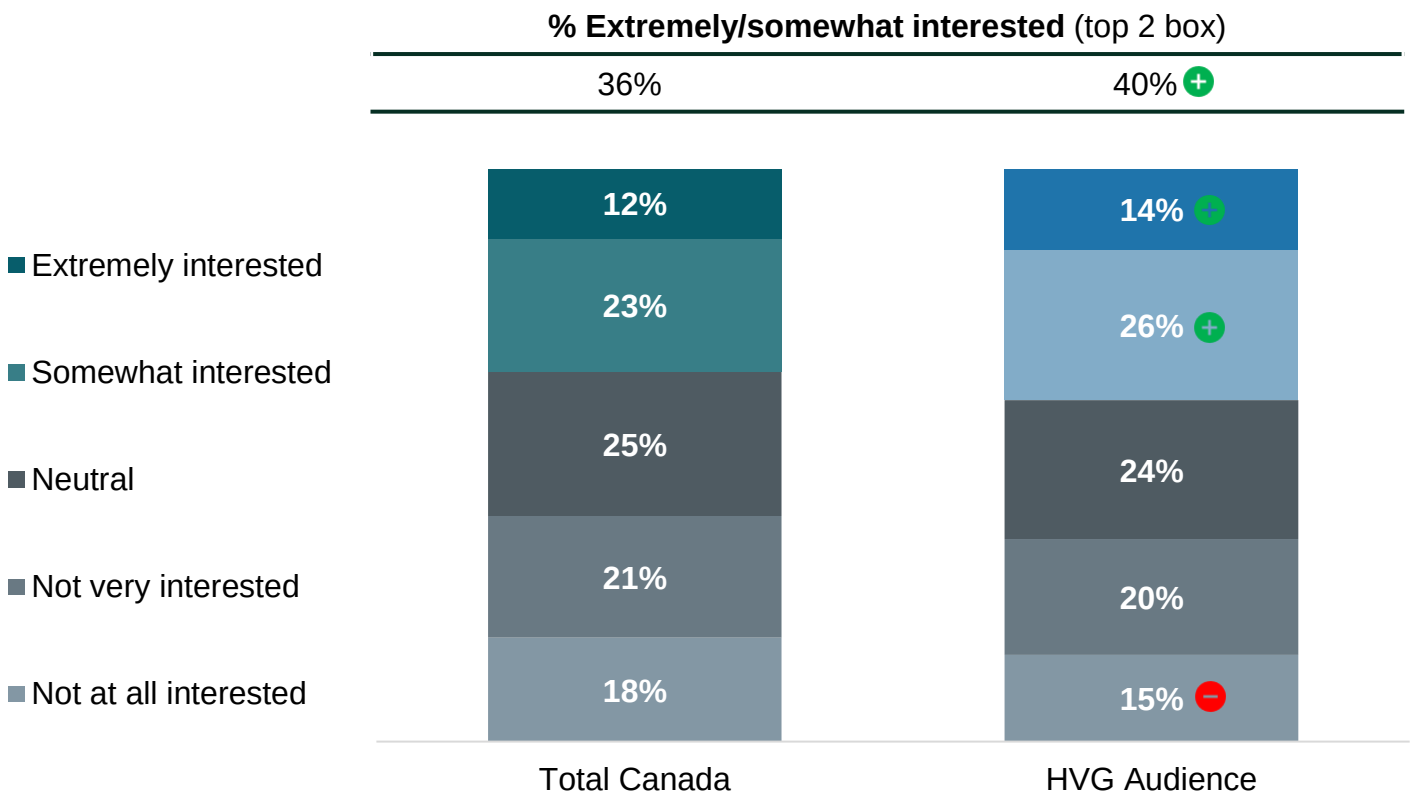


	Total Canada	HVG Audience
Winter	34%	38% ⊕
Spring	38%	42% ⊕
Summer	54%	54%
Fall	39%	44% ⊕

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D1. In general, what time of year do you typically like to take vacation trips? Select all that apply

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Interest in Winter Vacations



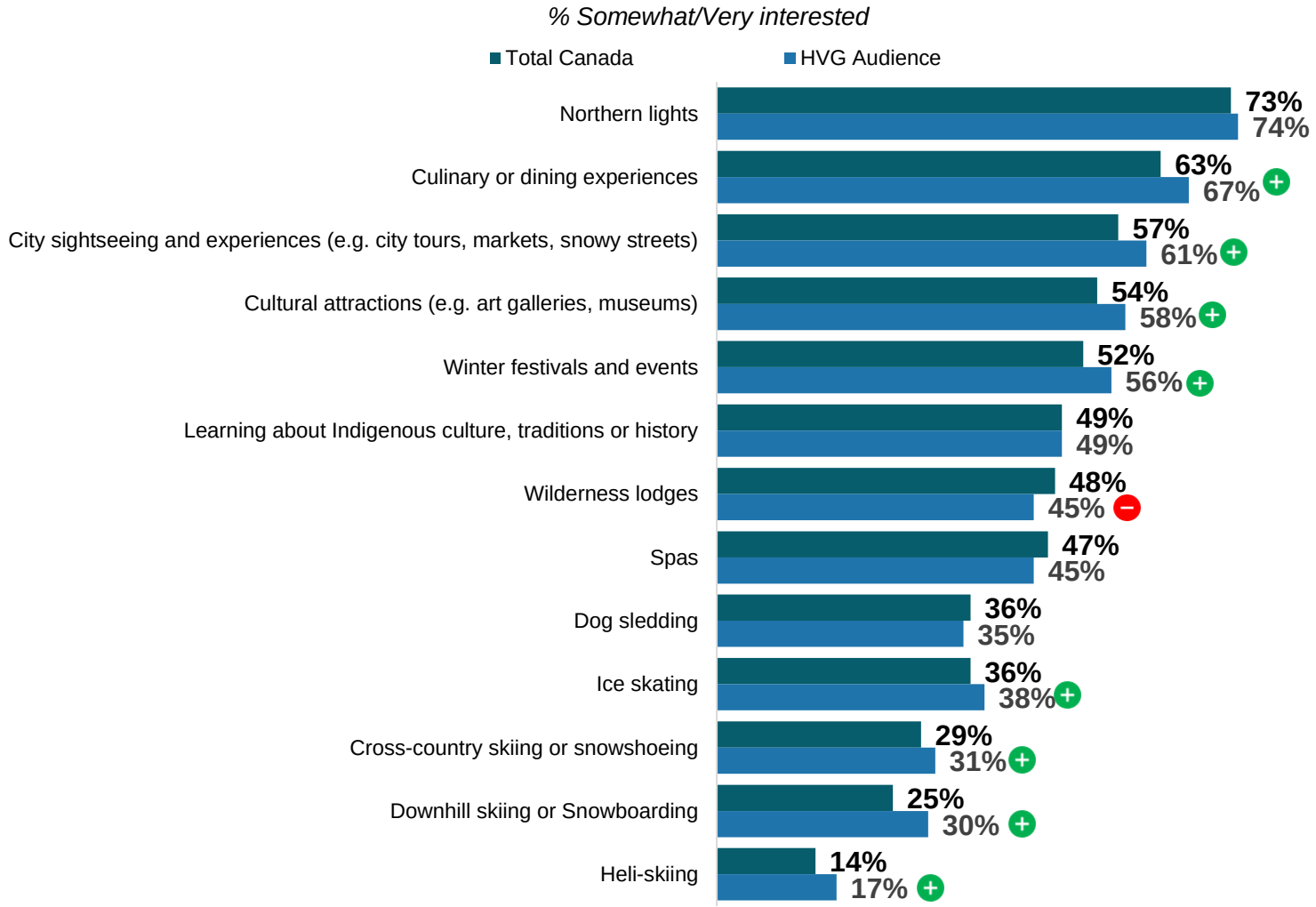
Winter Season Description

Winter is a season that is typically characterized by colder temperatures. During the winter months there are usually festivals, snow sports and holiday activities. It may snow in some destinations, allowing for skiing, snowboarding, outdoor spas and other winter activities.

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D2. In general, how interested are you in taking a vacation trip to a destination during **its winter season**?

+ / − = significantly higher/lower result (vs. Total)

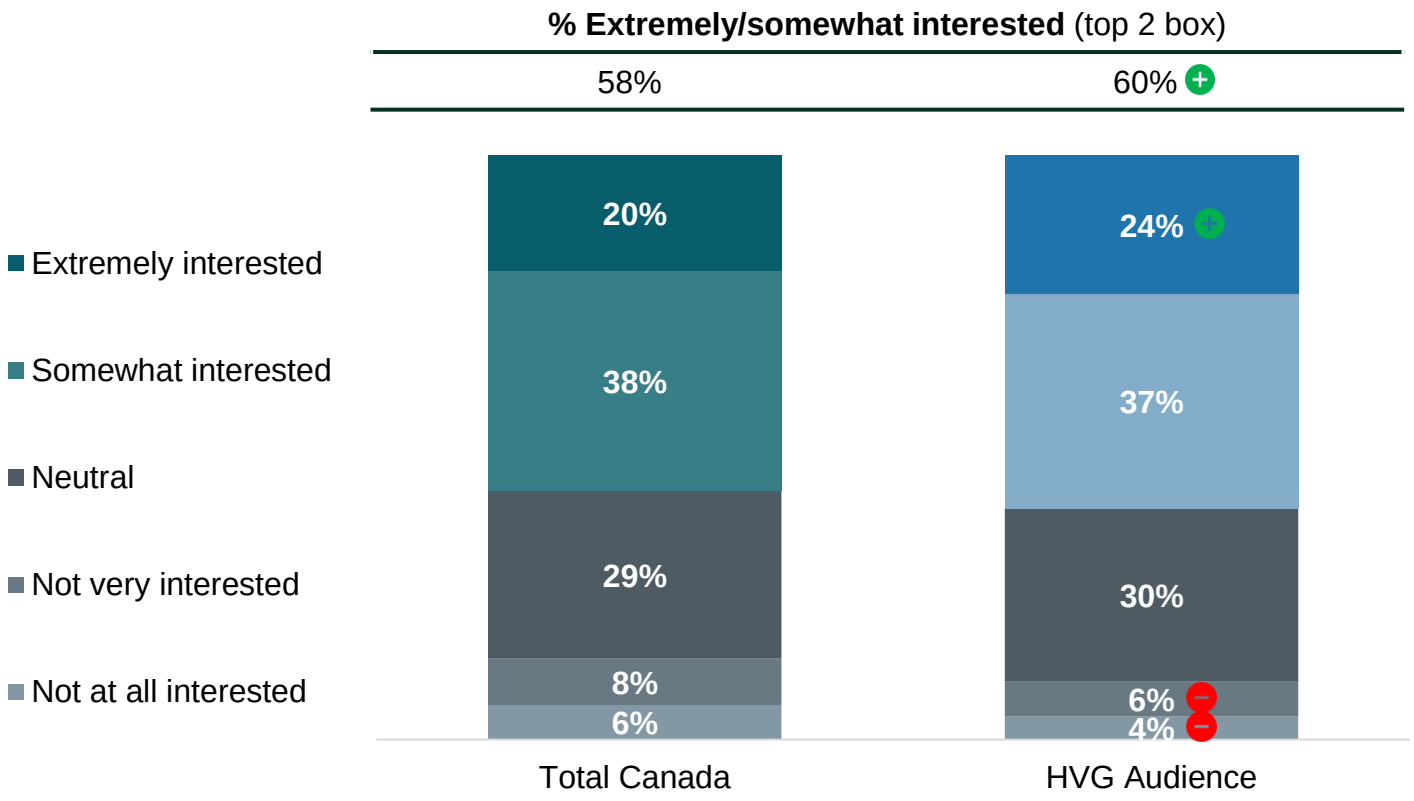
Interest in Winter Activities in Canada



Base: Canadian residents 18+ (n=9250); HVG (n=1726)
E10. What is your level of interest in the following activities or experiences in Canada during the **winter season**?

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Interest in Fall Vacations



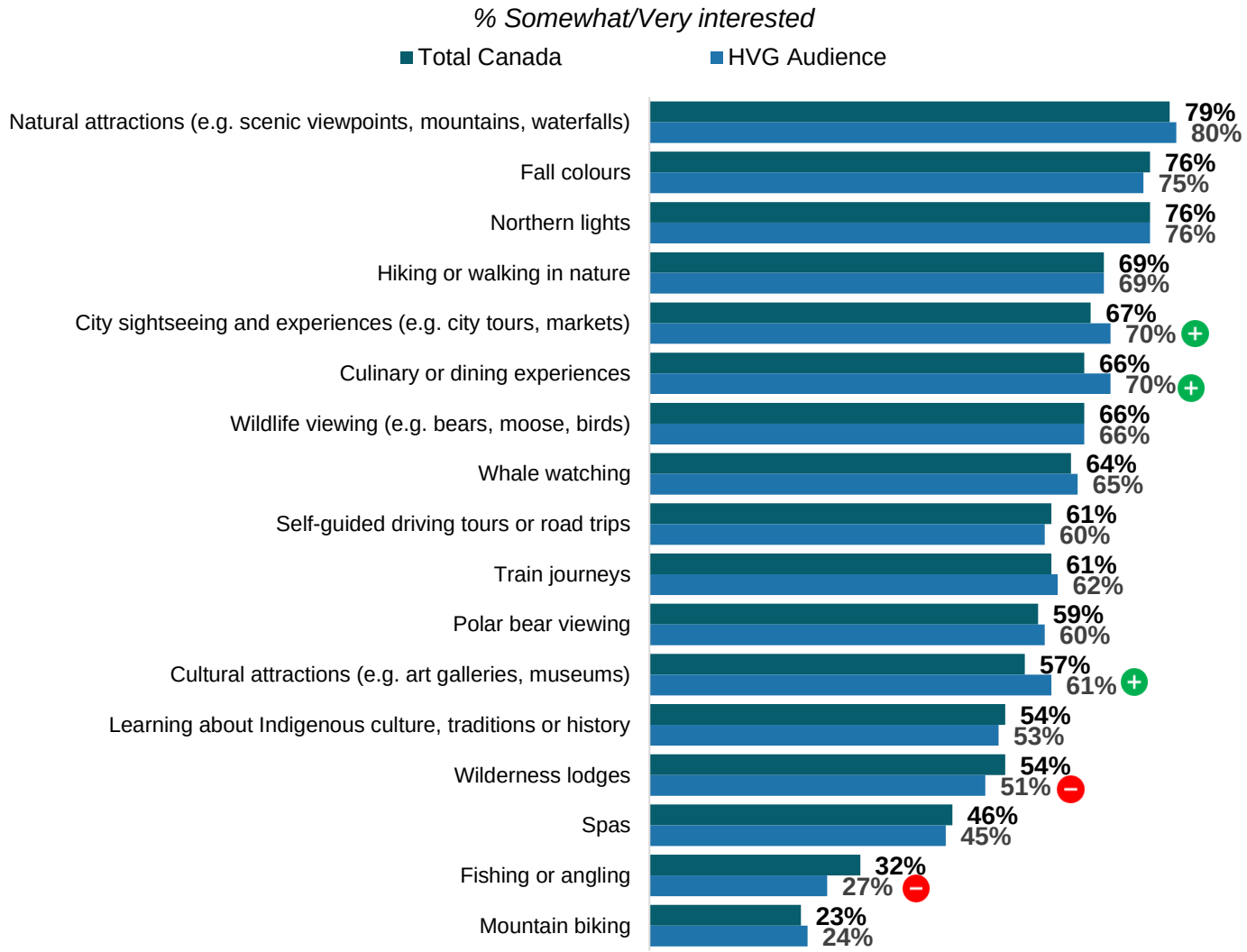
Fall Season Description

Fall is the season between summer and winter. Fall tends to be a slower season after the busy summer in most destinations. In some destinations, the weather becomes cooler and the leaves on trees shift to red, orange and yellow in preparation to shed. While fall has some distinct activities and experiences, many summer activities can still be done in fall.

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D3. In general, how interested are you in taking a vacation trip to a destination during **its fall season**?

(+) / (−) = significantly higher/lower result (vs. Total)

Interest in Fall Activities in Canada

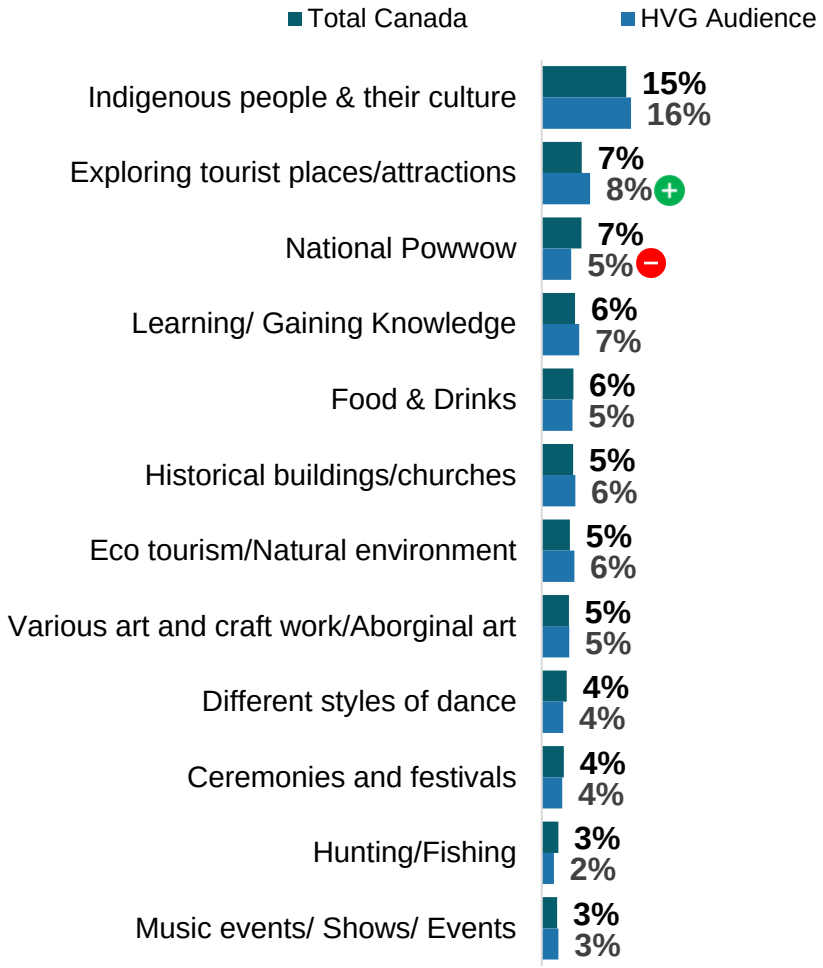


Base: Canadian residents 18+ (n=9250); HVG (n=1726)
E11. What is your level of interest in the following activities or experiences in Canada during the **fall season**?

+ / − = significantly higher/lower result (vs. Total)

Indigenous Tourism

Unaided Mentions – Indigenous Cultural & Tourism Activities



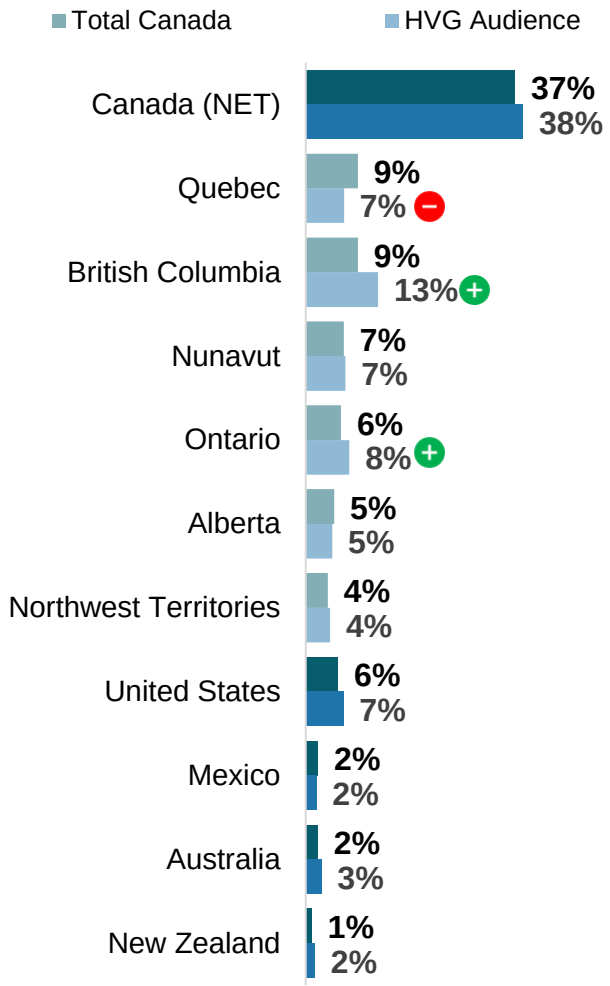
Indigenous Peoples Description

Indigenous peoples are descendants of the original inhabitants of a country or region before people of different cultures or origins arrived. They have unique traditions and ways of life that are often distinct from the larger societies where they live. Indigenous tourism businesses are owned or operated by Indigenous people.

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
D6. [DESCRIPTION] What comes to mind first when thinking about **Indigenous cultural and tourism activities or experiences**?

+ / − = significantly higher/lower result (vs. Total)

Unaided Indigenous Tourism Destinations



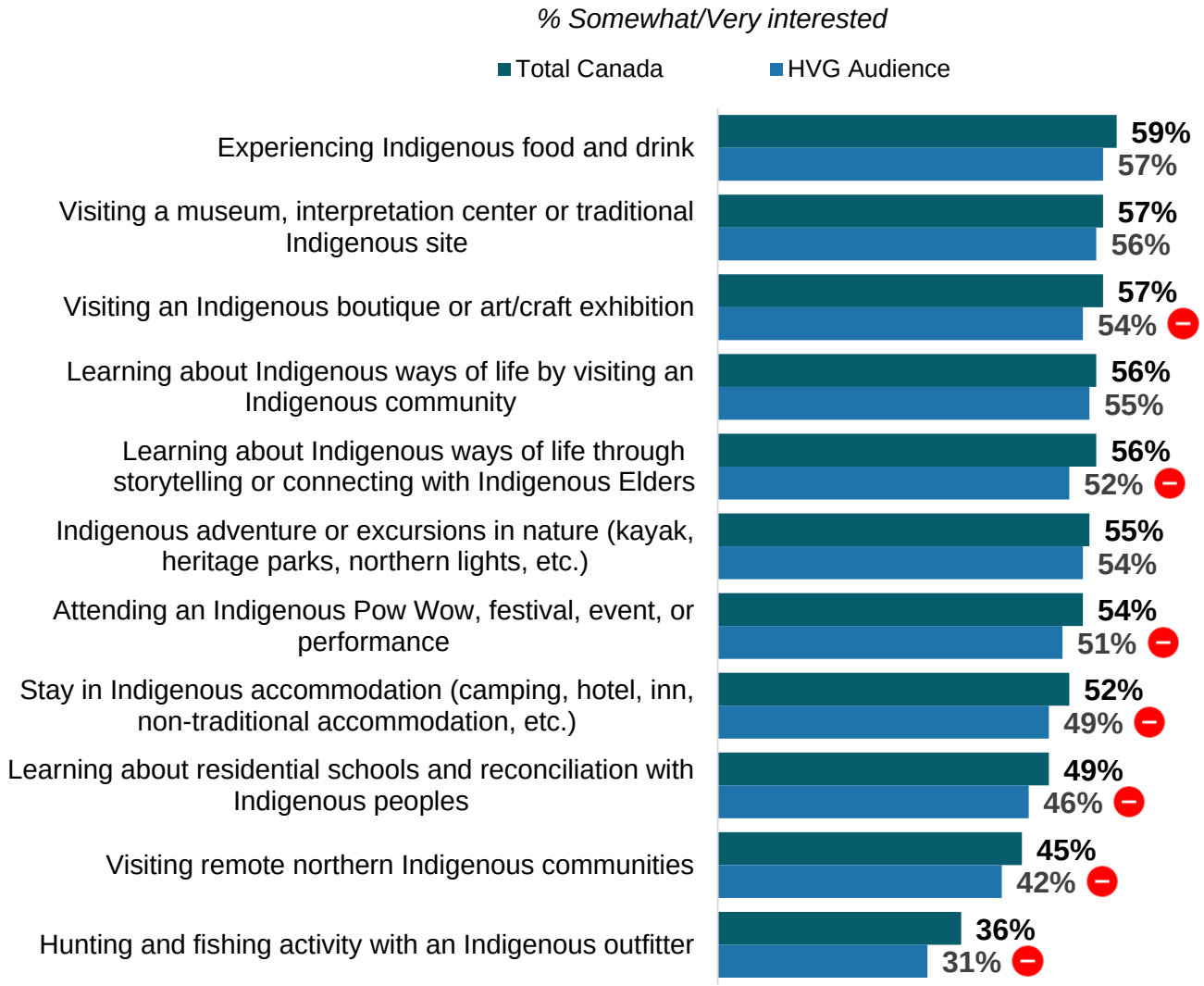
Indigenous Peoples Description

Indigenous peoples are descendants of the original inhabitants of a country or region before people of different cultures or origins arrived. They have unique traditions and ways of life that are often distinct from the larger societies where they live. Indigenous tourism businesses are owned or operated by Indigenous people.

Base: Canadian residents 18+ (n=9250); HVG (n=1726)
B4. [DESCRIPTION] What destinations come to mind when thinking about **Indigenous tourism**? (Please list up to 3 destinations.

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Interest in Indigenous Cultural & Tourism Activities



Indigenous Tourism Description

As you may or may not know, in Canada, Indigenous tourism businesses are majority-owned or operated by Indigenous peoples (First Nations, Métis or Inuit). The social and economic benefits of Indigenous tourism businesses goes back to the business owners and/or the communities where they are based.

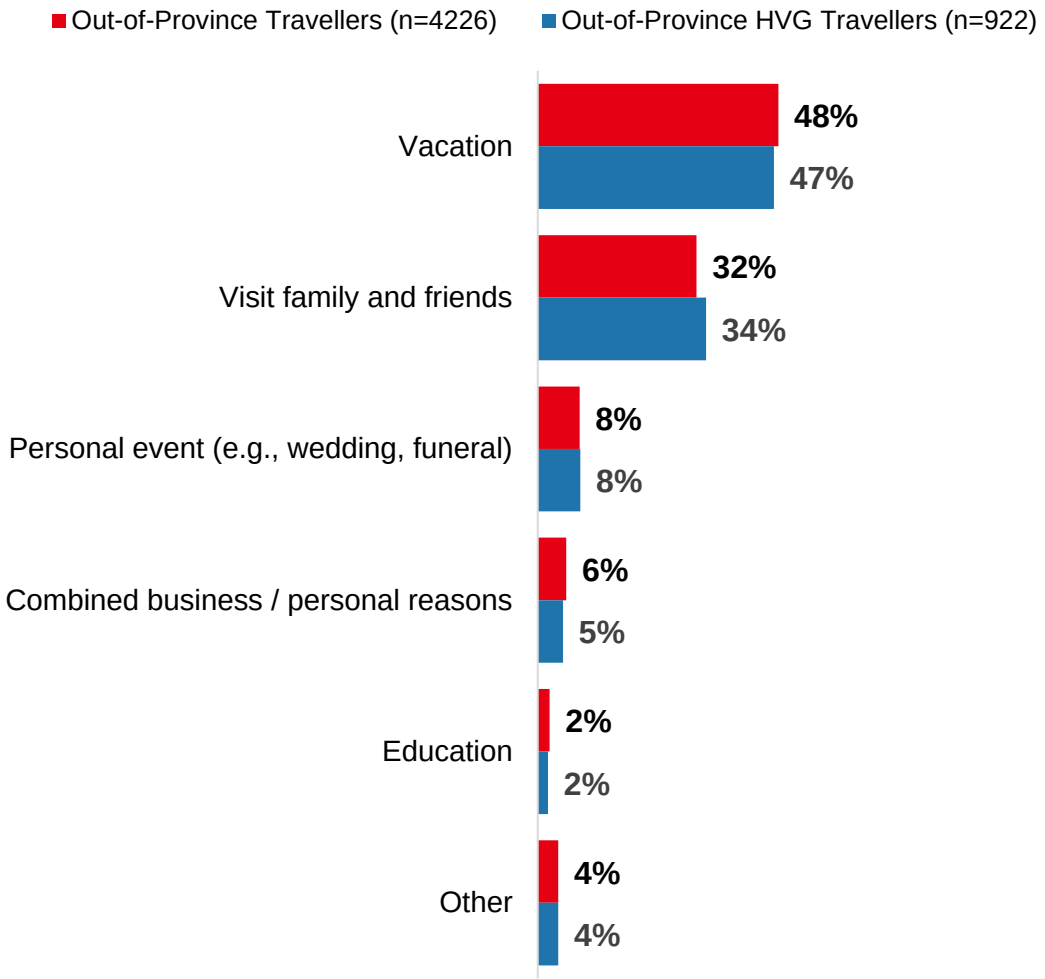
Base: Canadian residents 18+ (n=9250); HVG (n=1726)
E12. [DESCRIPTION] What is your level of interest in the following Indigenous cultural experiences and tourism activities in Canada?

⊕ / ⊖ = significantly higher/lower result (vs. Total)

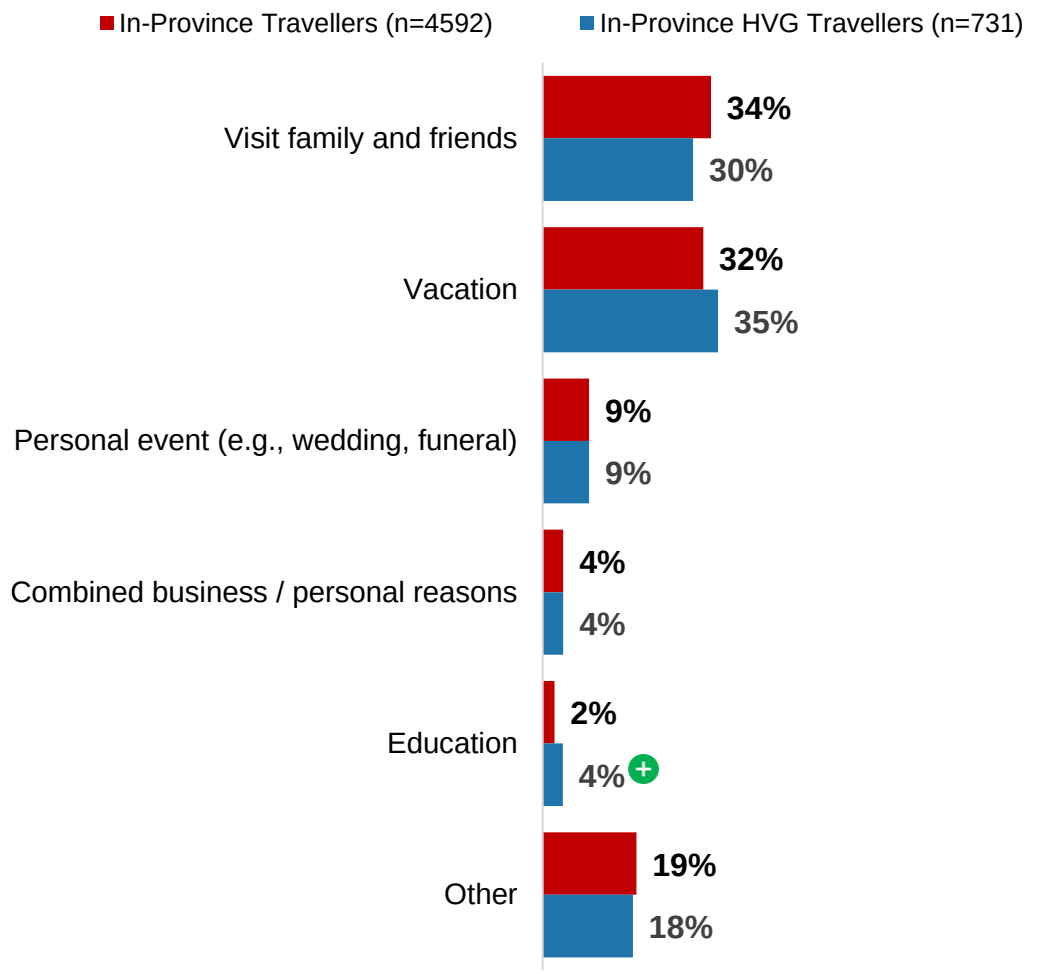
Most Recent Trip

Main Purpose of Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination

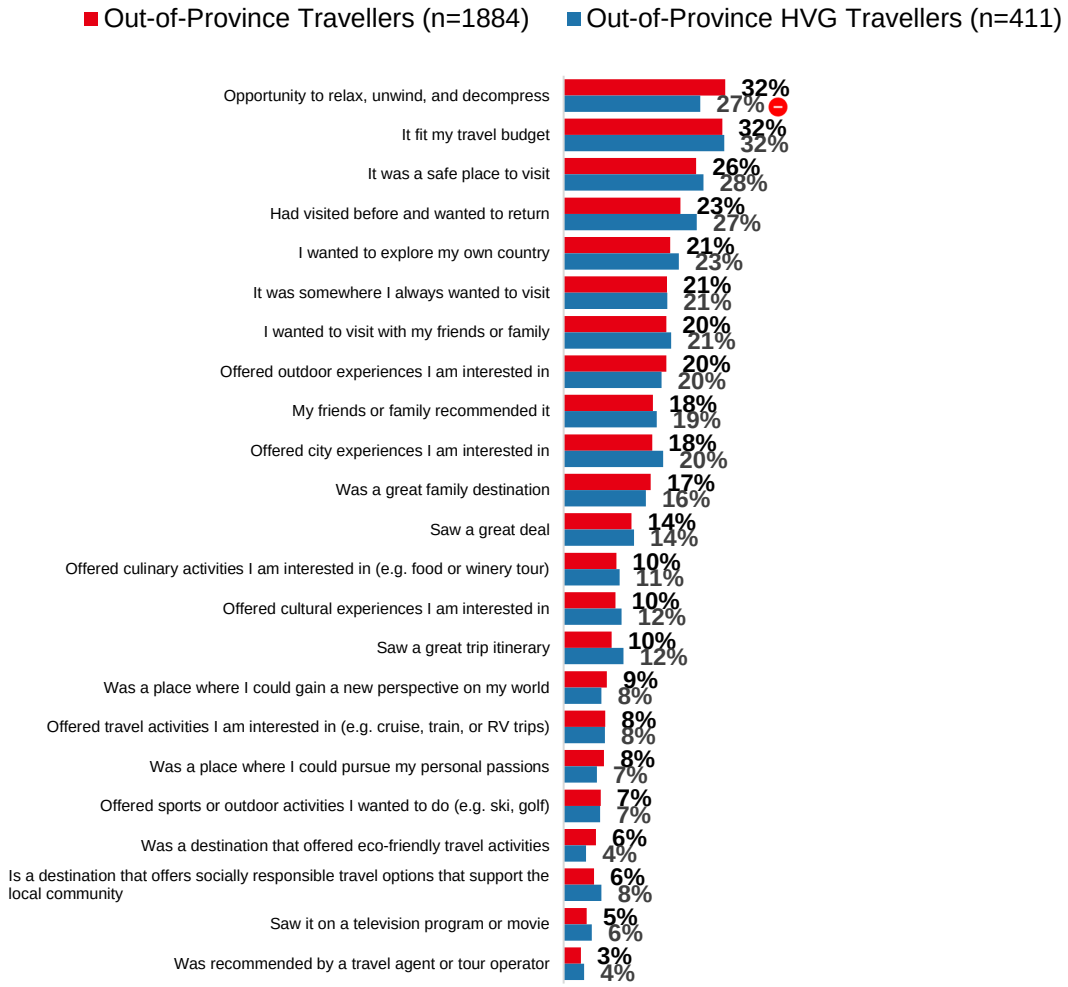


Base: Canadian residents 18+, Travelled to any destination
F2. For the next series of questions, please think of your most recent vacation trip [outside of your own province, but within Canada/within [PROVINCE]]. What was the main purpose of this trip? (Select one)

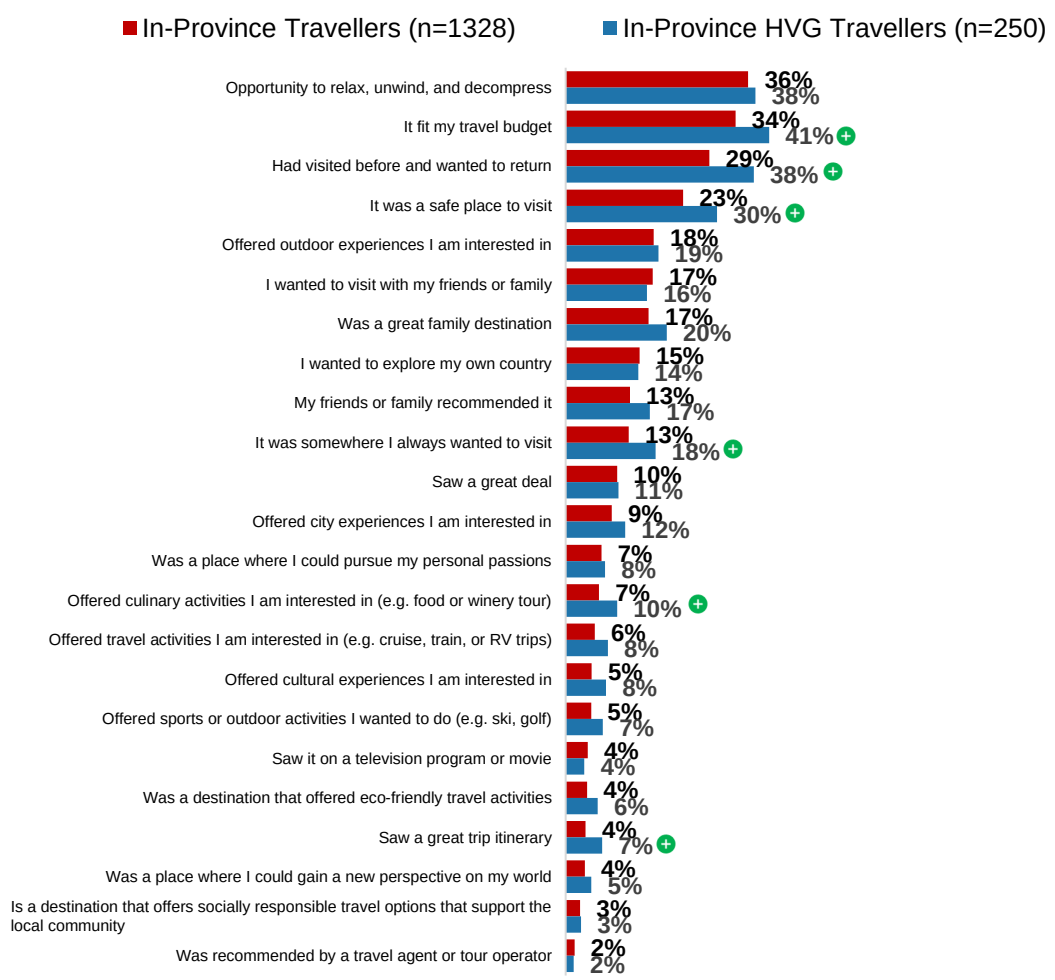
⊕ / ⊖ = significantly higher/lower result (vs. Total)

Factors in Choosing Destination for Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination

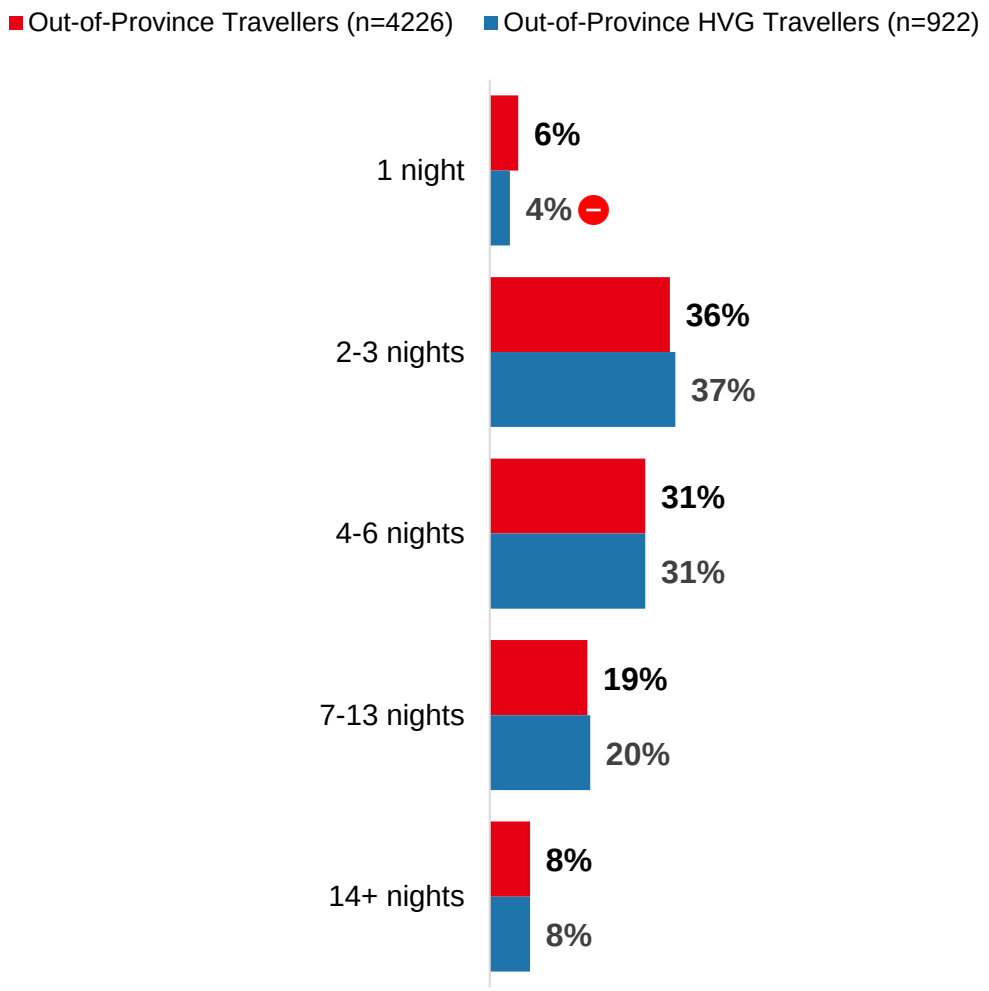


Base: Canadian residents 18+, Travelled to any destination, Took a vacation
F3. Which of the following factored into your choice of destination for this trip? (Select all that apply)

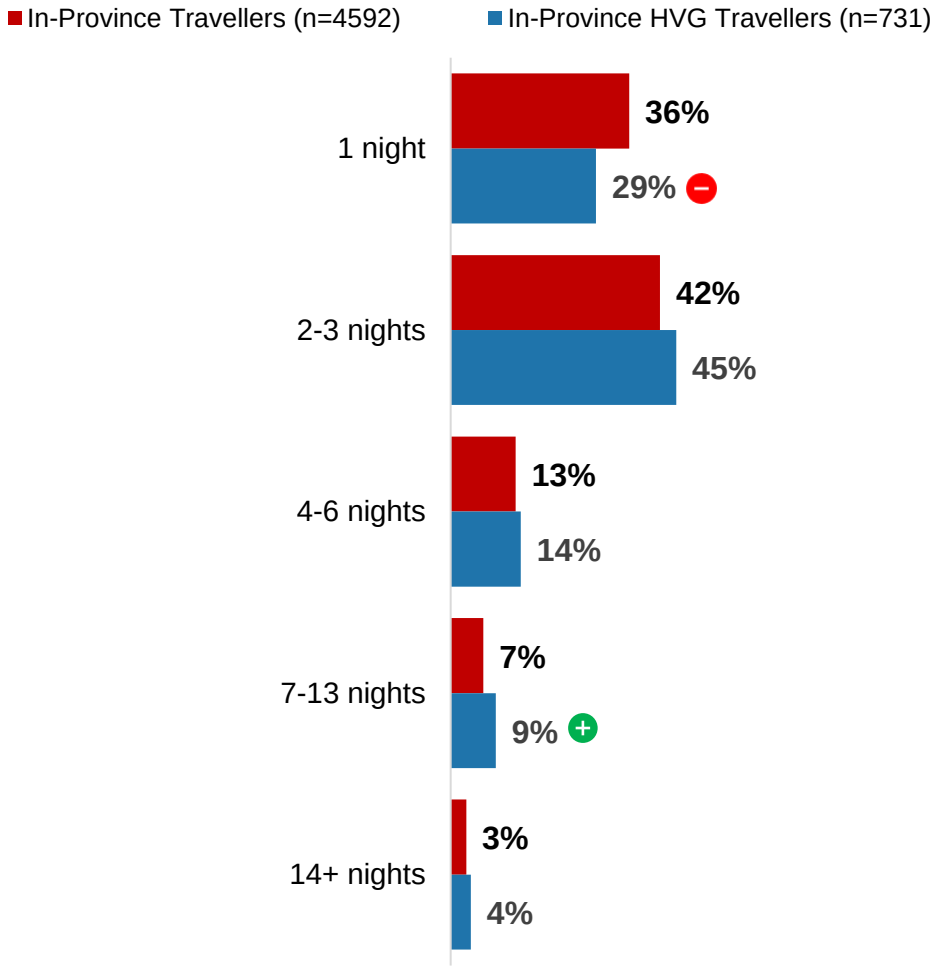
⊕ / ⊖ = significantly higher/lower result (vs. Total)

Nights Spent

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination

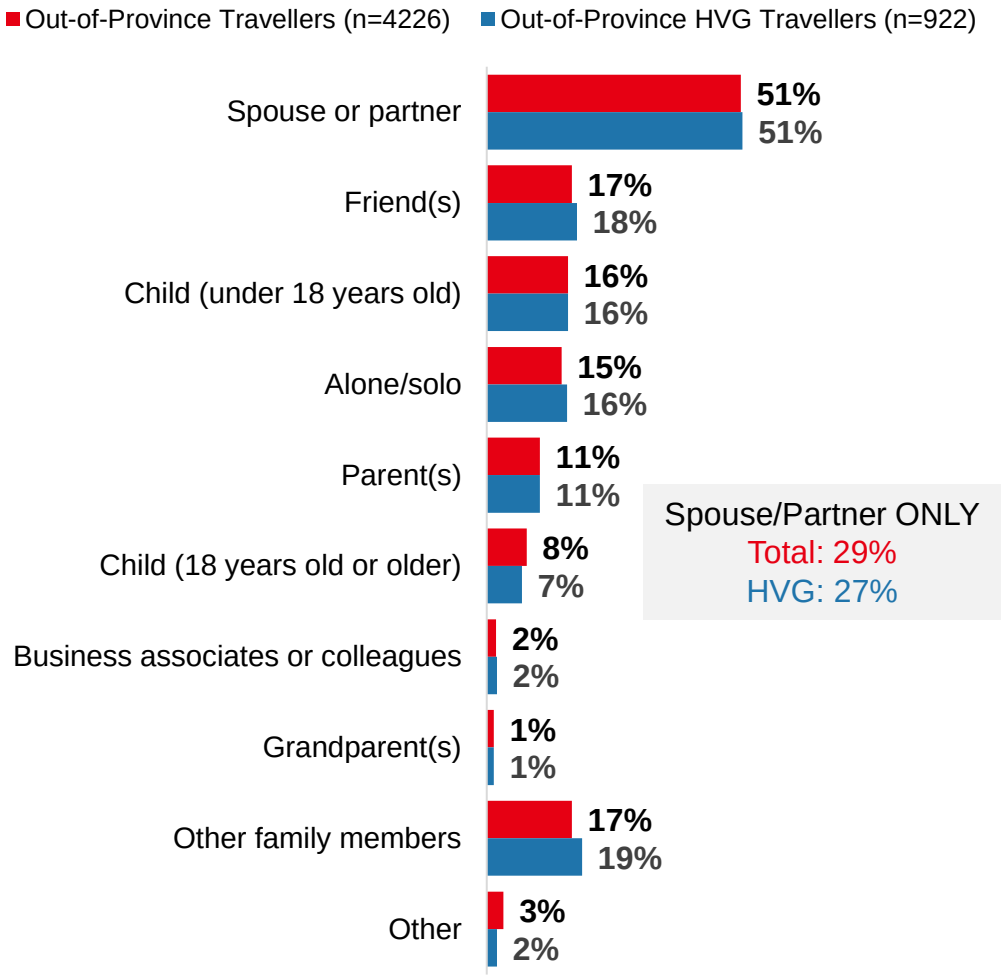


Base: Canadian residents 18+, Travelled to any destination
F4. How many nights did you spend in this destination?

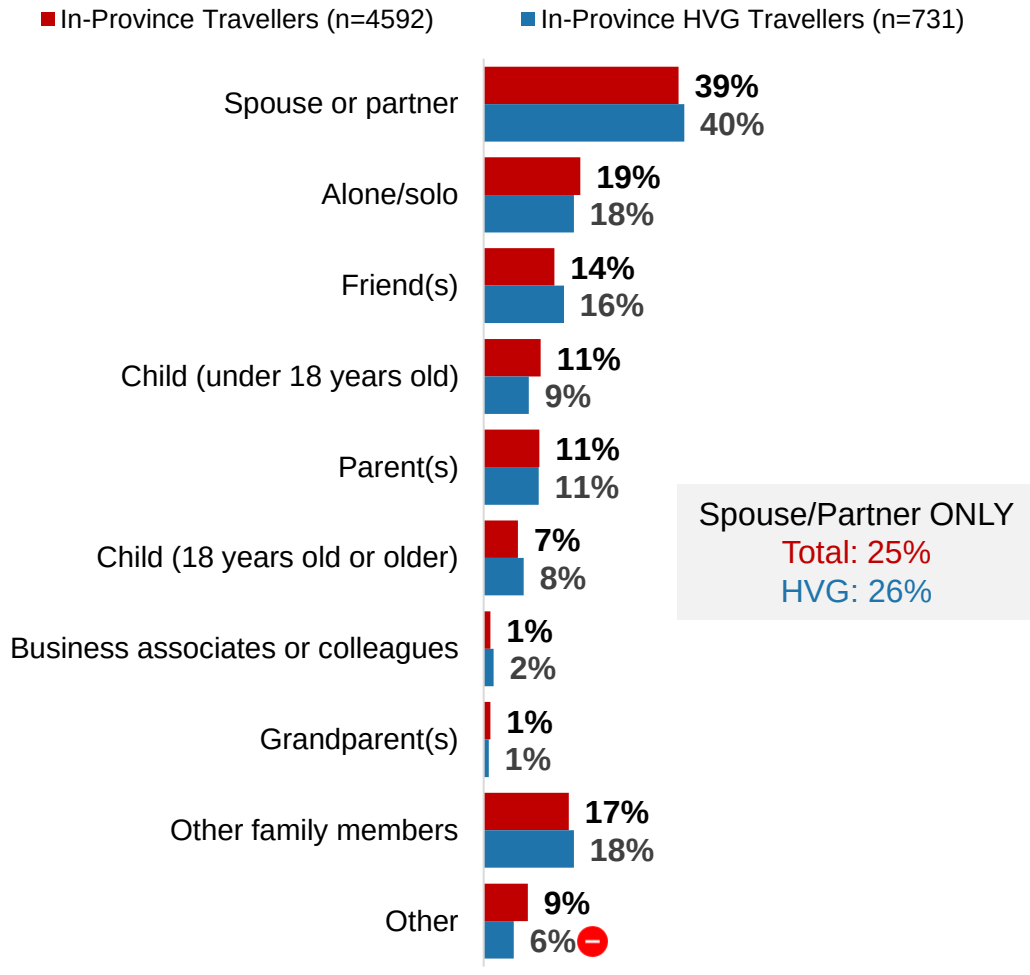
⊕ / ⊖ = significantly higher/lower result (vs. Total)

Travel Party of Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination

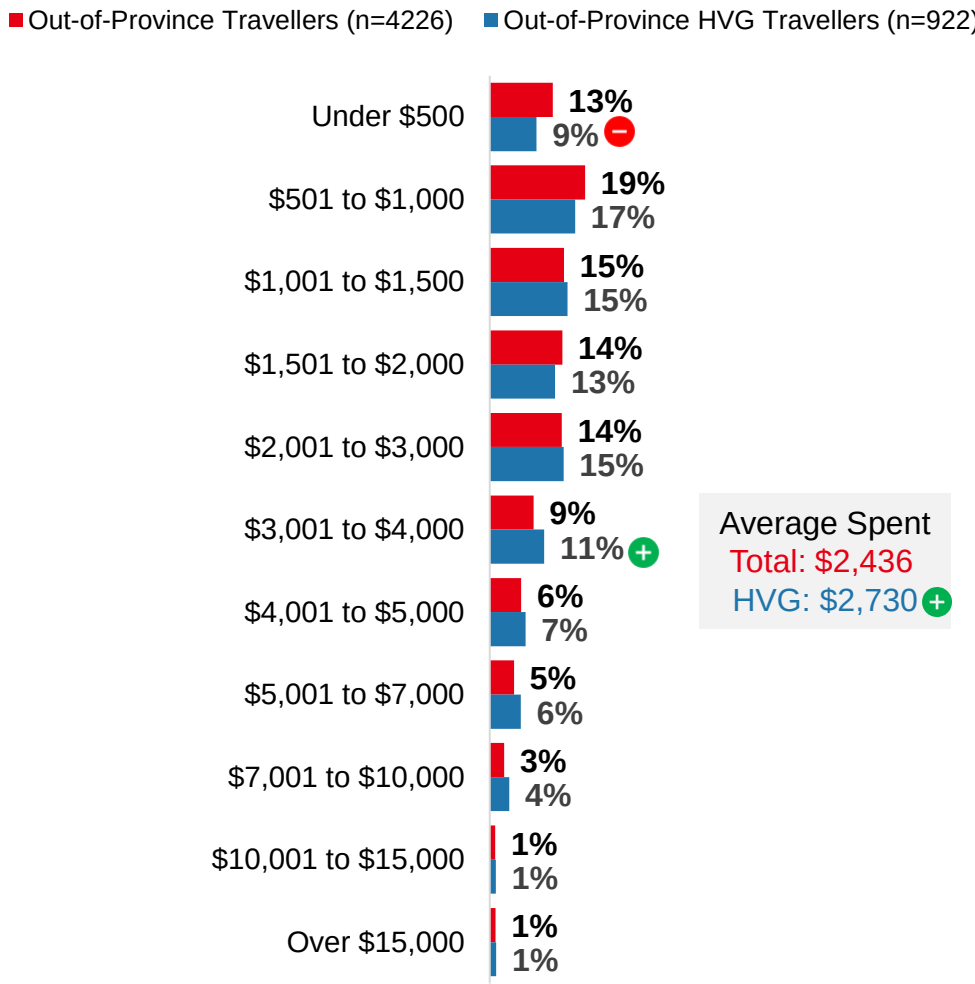


Base: Canadian residents 18+, Travelled to any destination
F5. With whom did you travel on this trip? (Select all that apply)

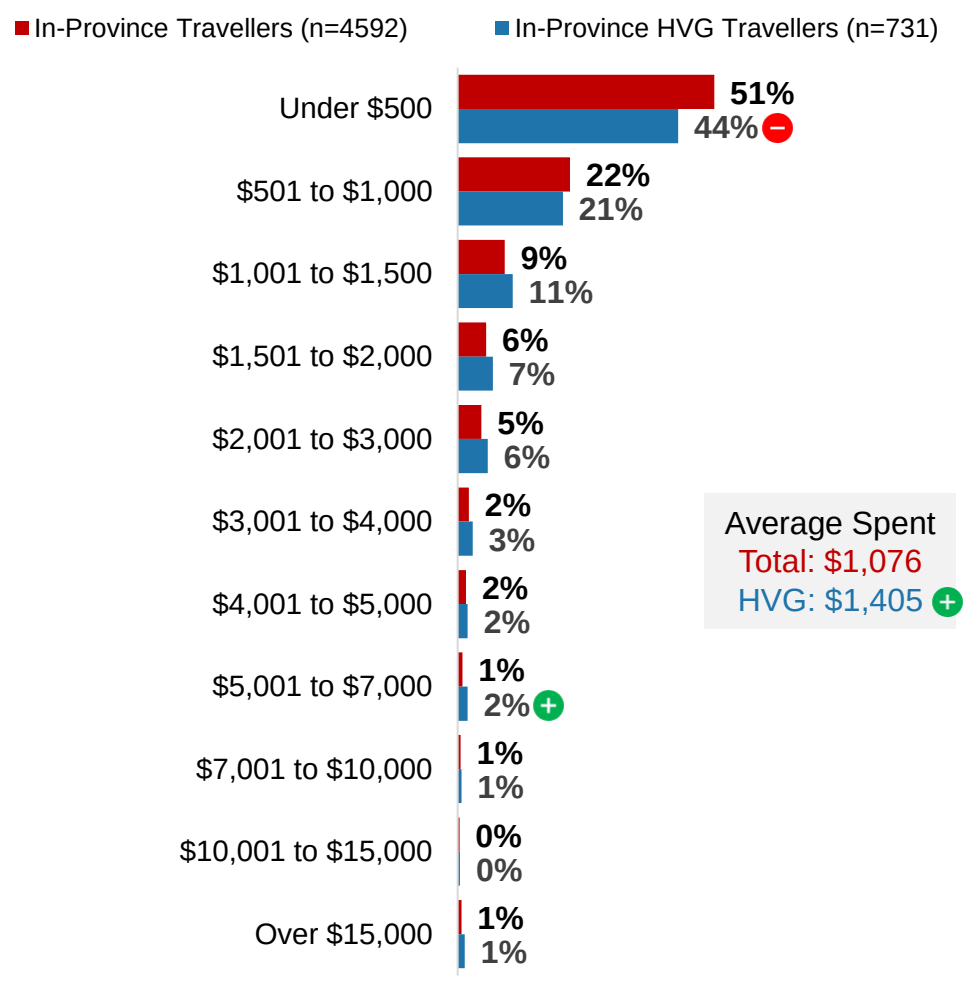
⊕ / ⊖ = significantly higher/lower result (vs. Total)

Amount Spent for Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination



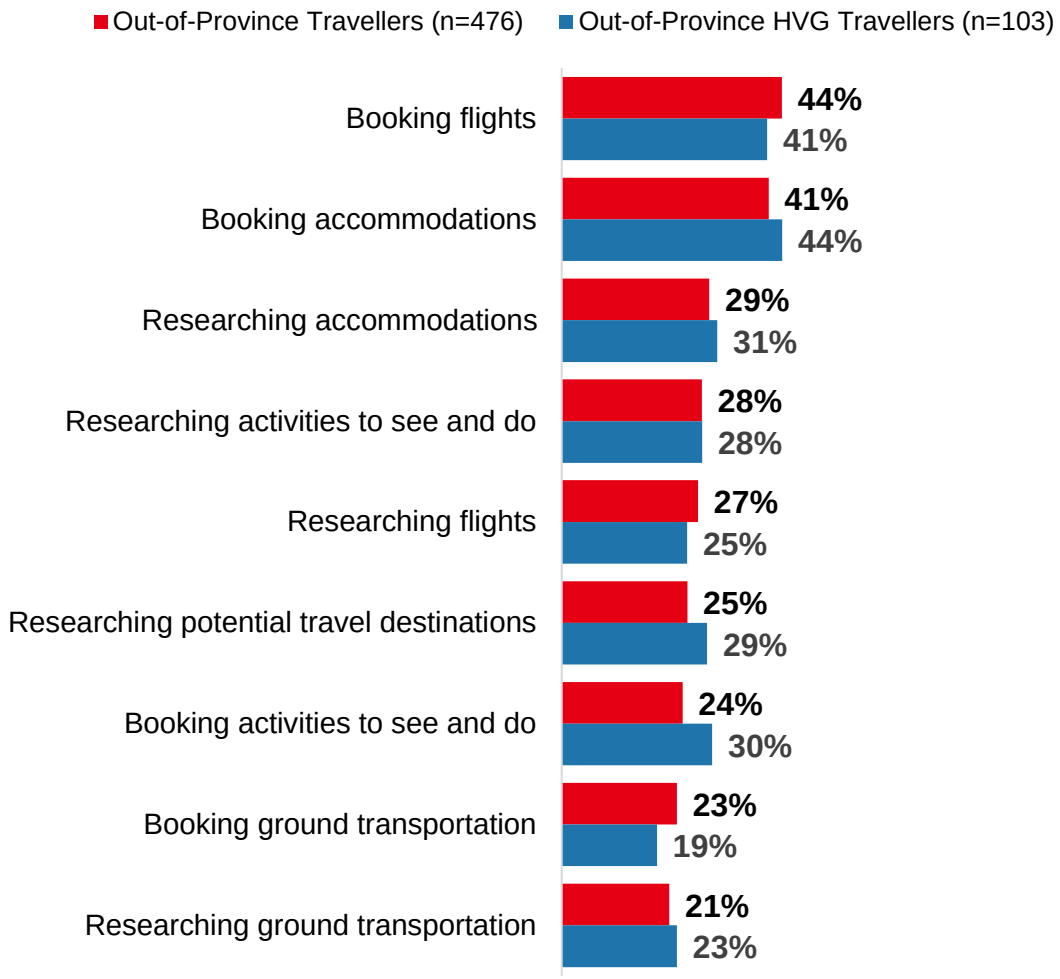
Base: Canadian residents 18+, Travelled to any destination
F6. Overall how much did you spend on this trip? Consider the primary transportation to and from the destination, accommodation, dining, activities, shopping, and any other expenses.

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Travel Agents/Tour Operator Usage For Recent Trip

% Used a travel agent
Total Out-of-Province: 13%
HVG: 13%

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination

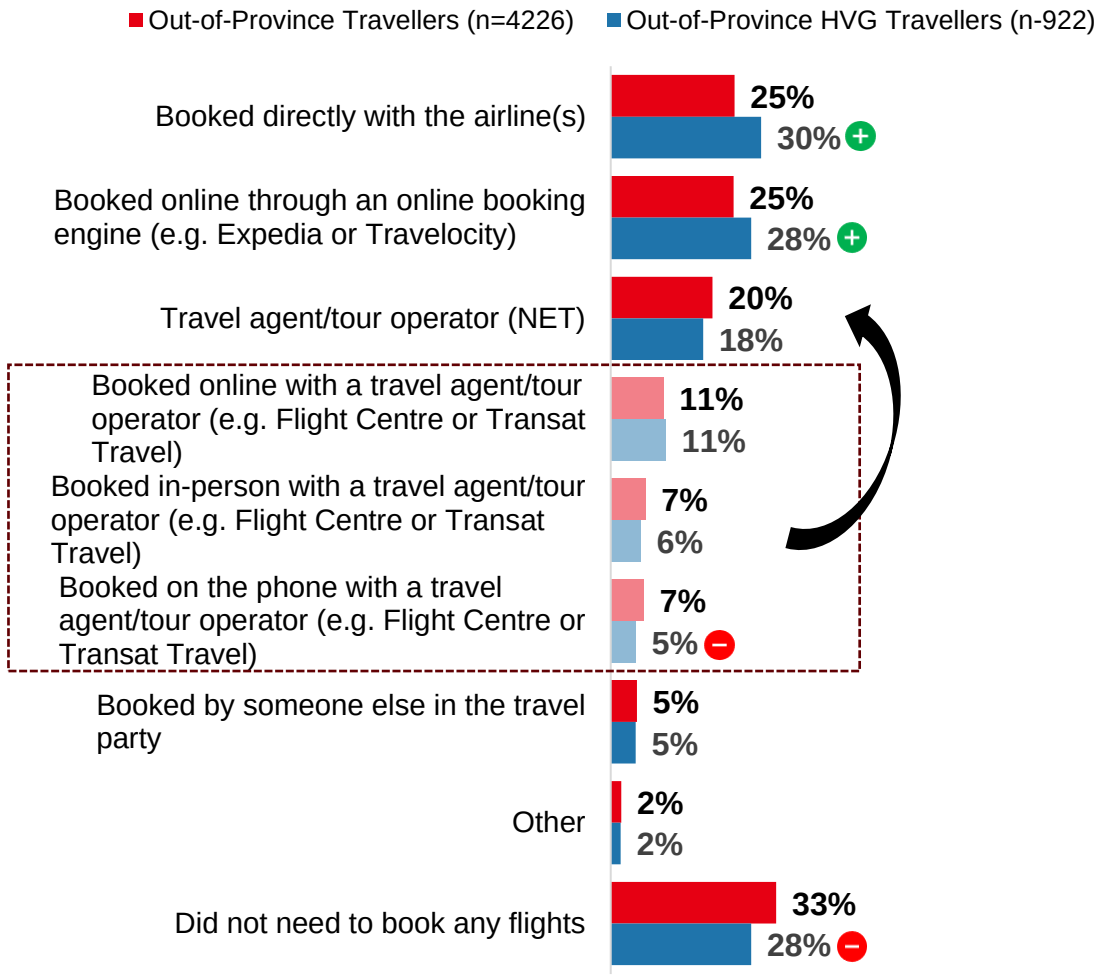


Base: Domestic out-of-province travellers, Travelled to any destination, Used a Travel Agent/Tour Operator
F9. Travel agents offer personalized service to help individuals, groups, and business travellers plan and organize their travel schedules, from purchasing tour packages to booking flights and hotels. Examples of travel agents include Flight Centre or Transat Travel, they do not include online booking engines like Expedia or Travelocity. Did you use a travel agent or tour operator to help you research or book your trip? (Select one)
F10. Which of the following did a travel agent or tour operator help you with?

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Booking Flights For Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination

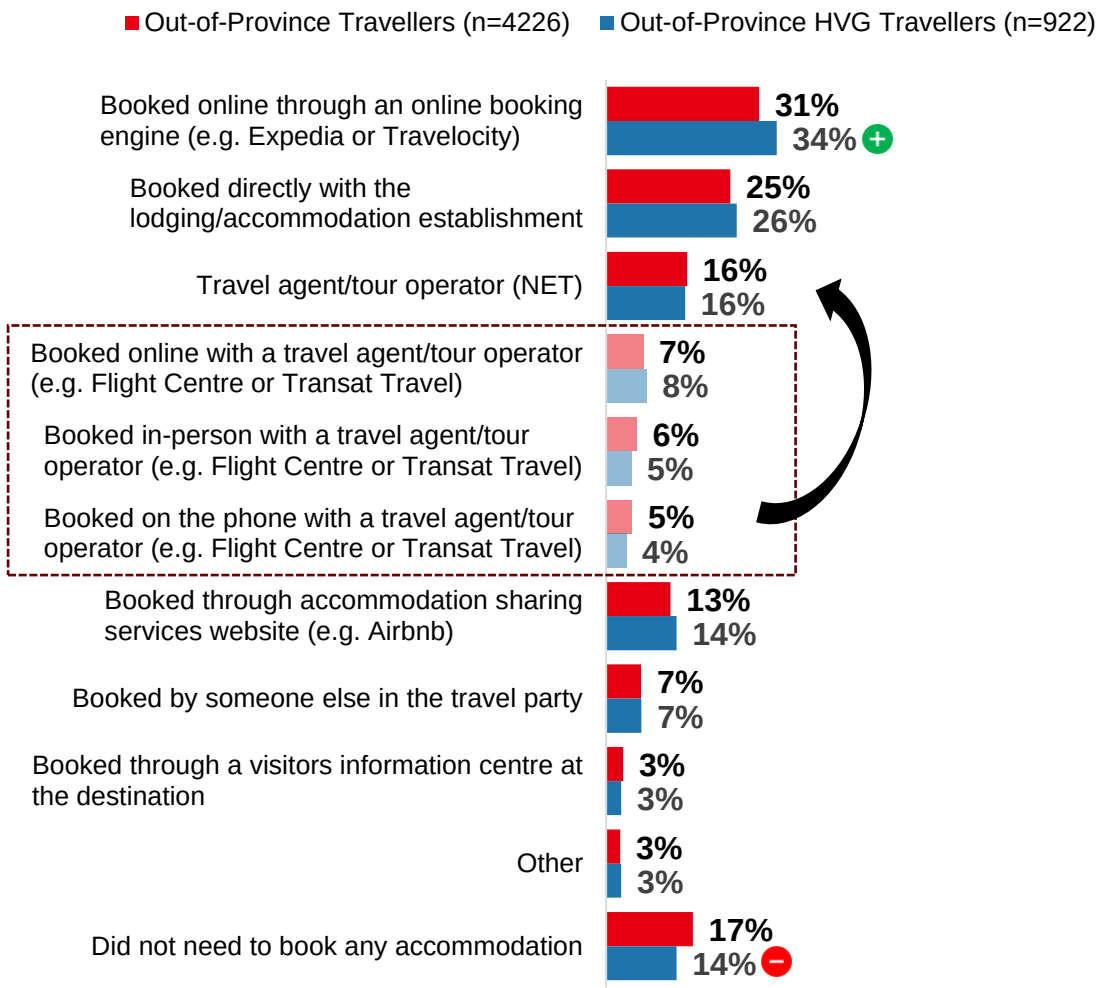


Base: Domestic out-of-province travellers, Travelled to any destination
F12. How did you book your flight for this trip? (Select all that apply)

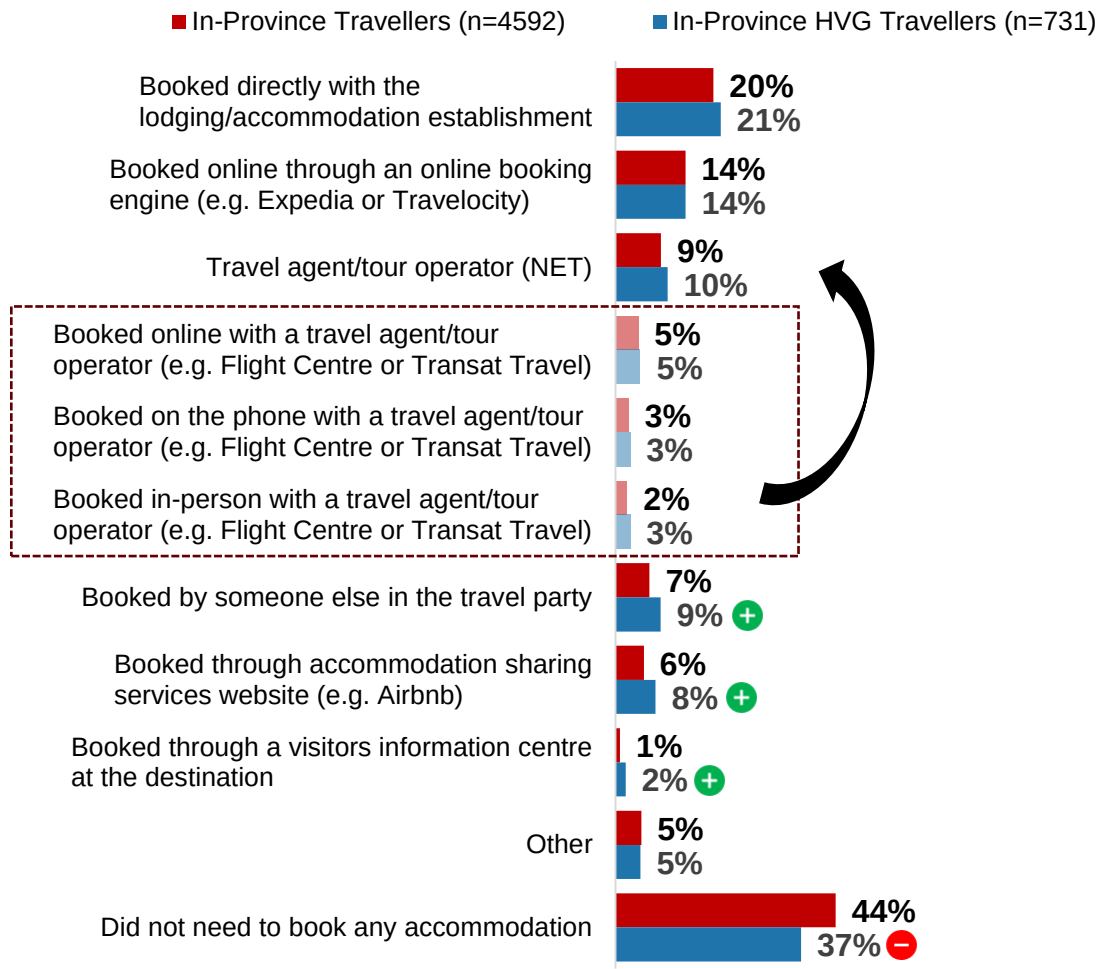
+ / − = significantly higher/lower result (vs. Total)

Booking Accommodations For Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination

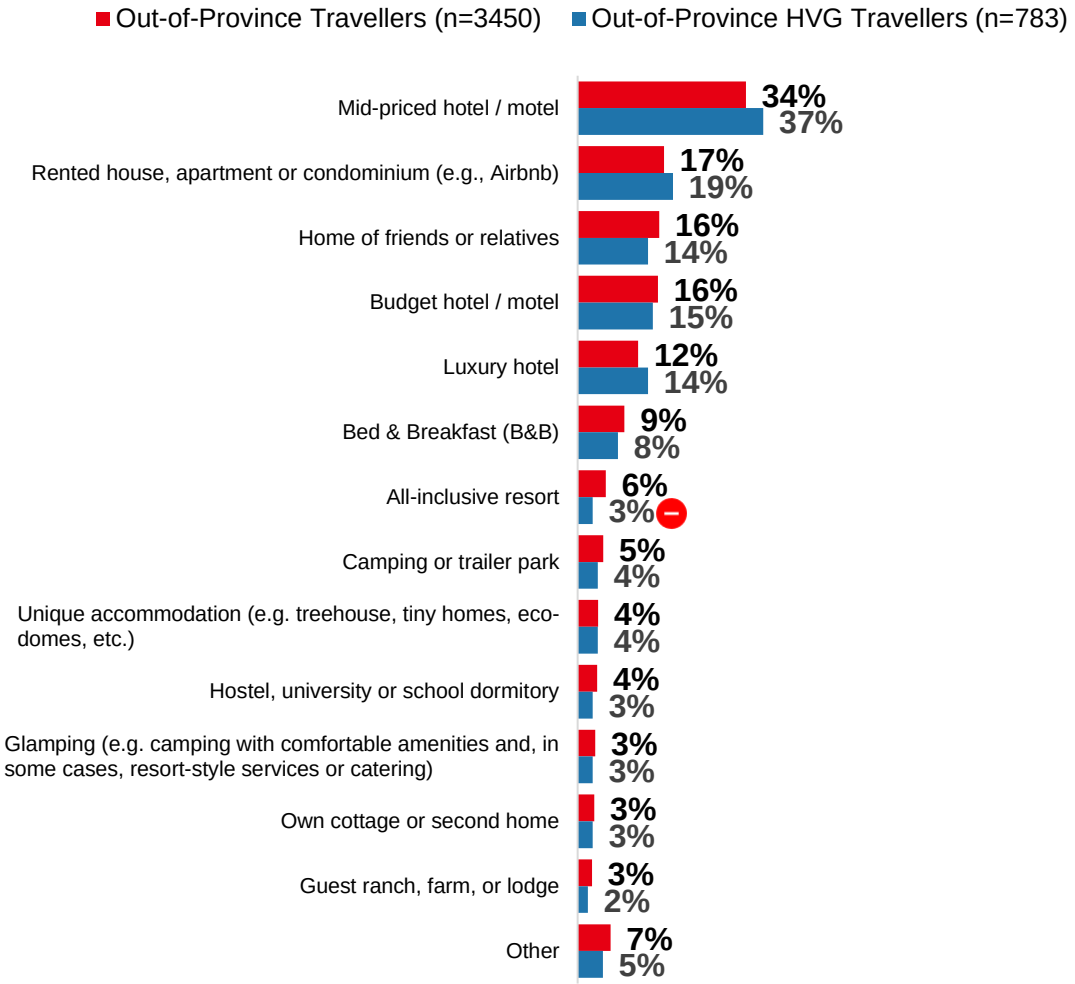


Base: Canadian residents 18+, Travelled to any destination (n=8836); HVG (n=1639)
F13. How did you book your accommodation for this trip? (Select all that apply)

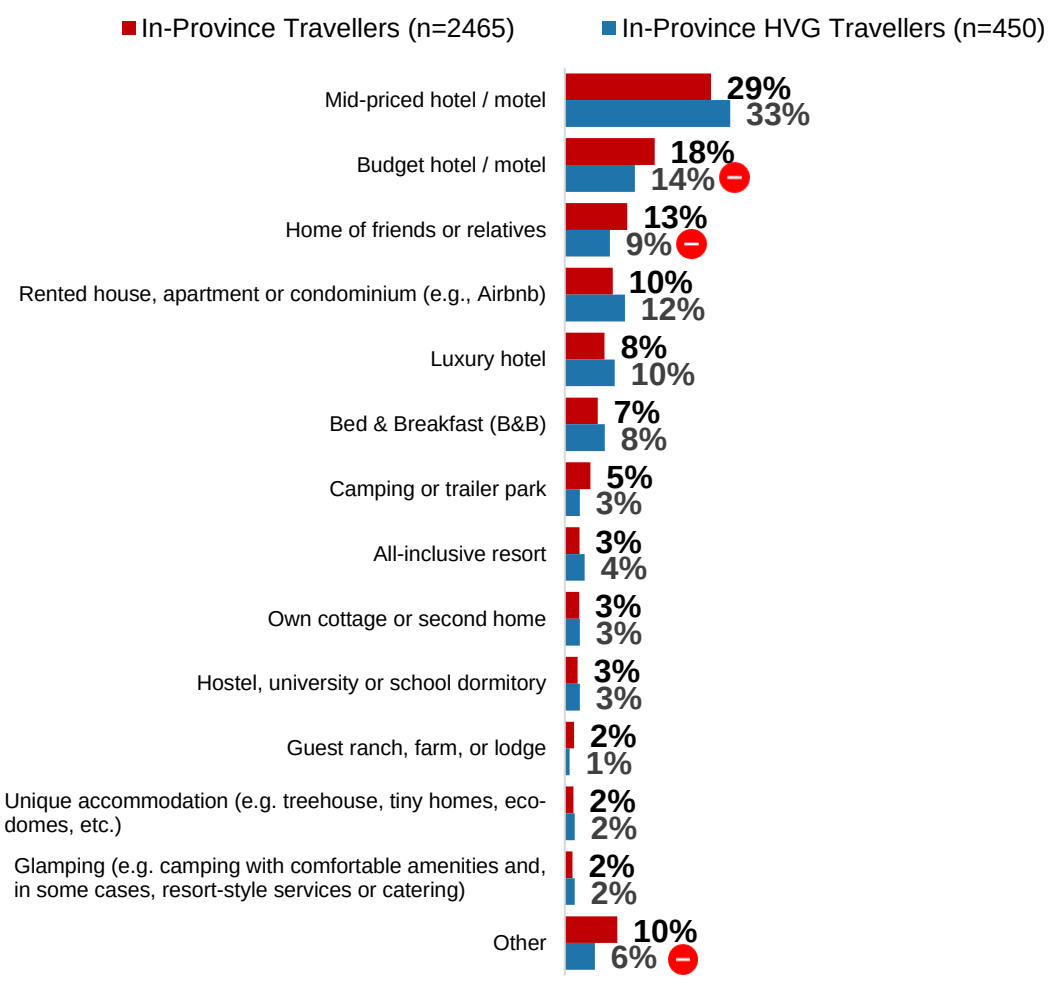
+ / − = significantly higher/lower result (vs. Total)

Type of Accommodations For Recent Trip

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination

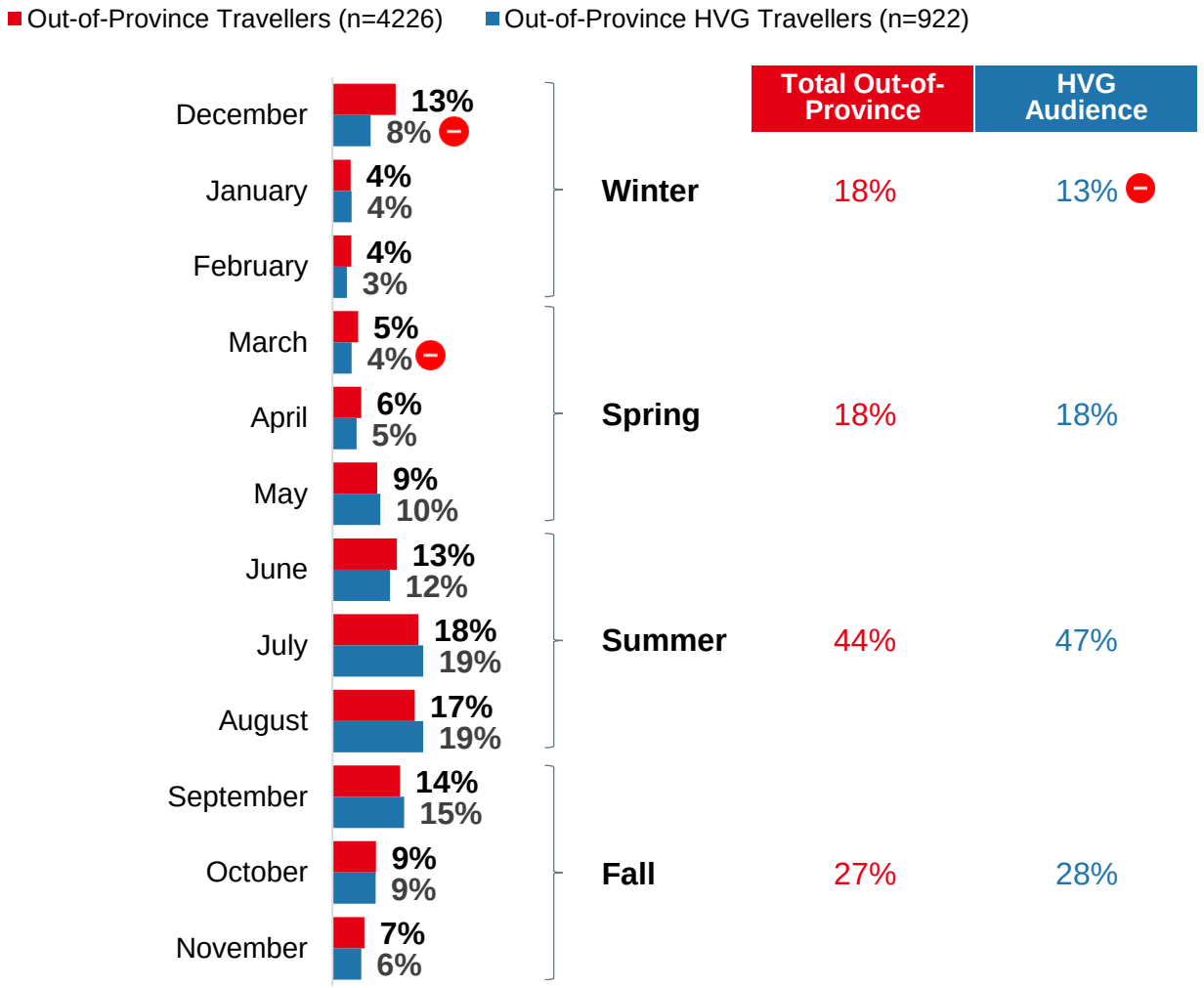


Base: Canadian residents 18+, Travelled to any destination, Booked Accommodation
F14. Which type of accommodation did you stay in during this trip? (Select all that apply)

+ / − = significantly higher/lower result (vs. Total)

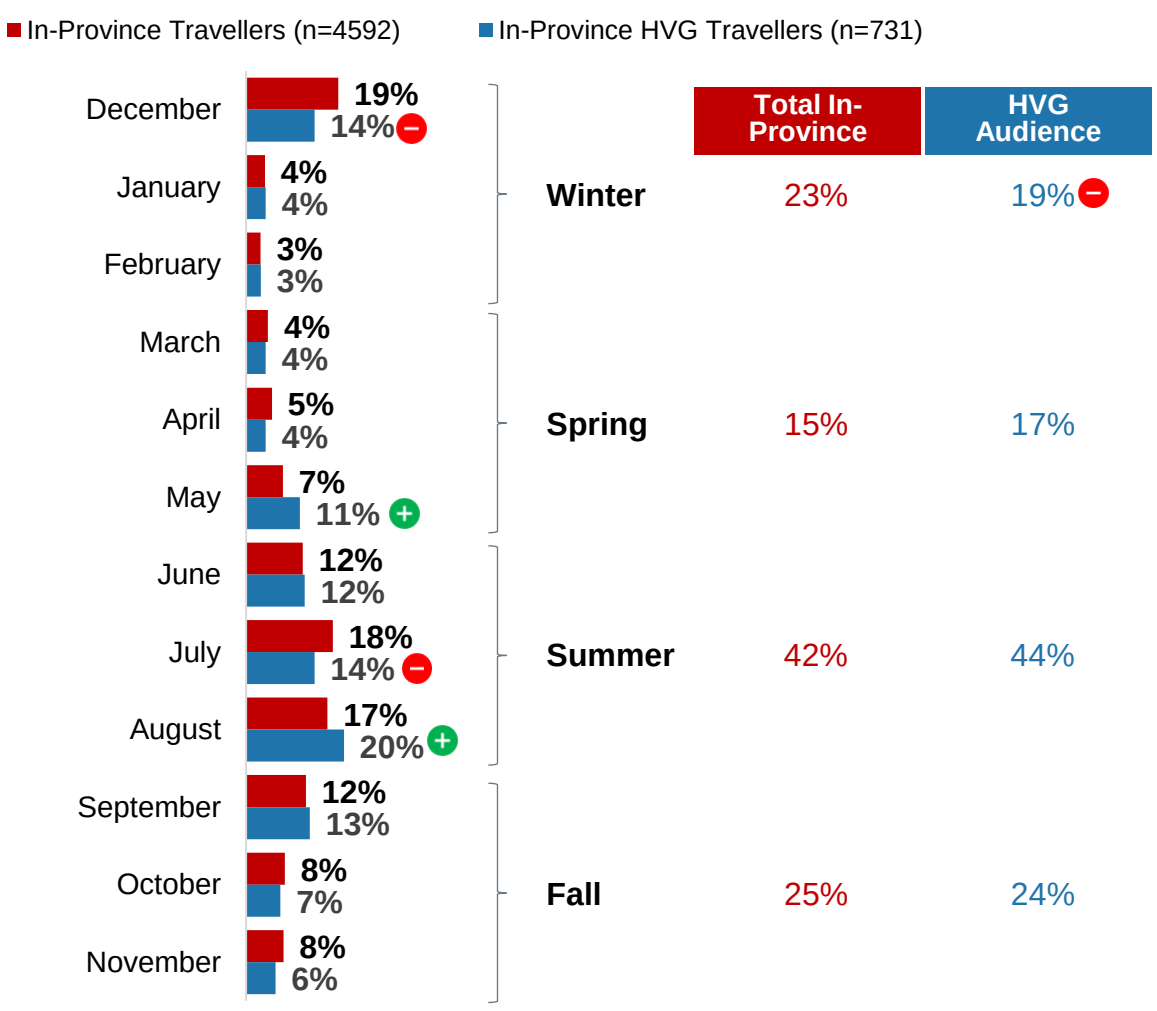
Time of Year Travelled

Total Out-of-Province Travellers to Any Destination vs. Out-of-Province HVG Travellers to Any Destination



	Total Out-of-Province	HVG Audience
Winter	18%	13% −
Spring	18%	18%
Summer	44%	47%
Fall	27%	28%

Total In-Province Travellers to Any Destination vs. In-Province HVG Travellers to Any Destination



	Total In-Province	HVG Audience
Winter	23%	19% −
Spring	15%	17%
Summer	42%	44%
Fall	25%	24%

Base: Canadian residents 18+, Travelled to any destination (n=8367); HVG (n=1486)
F15. Which time of the year did you take this trip? (Select all that apply)

+ / − = significantly higher/lower result (vs. Total)

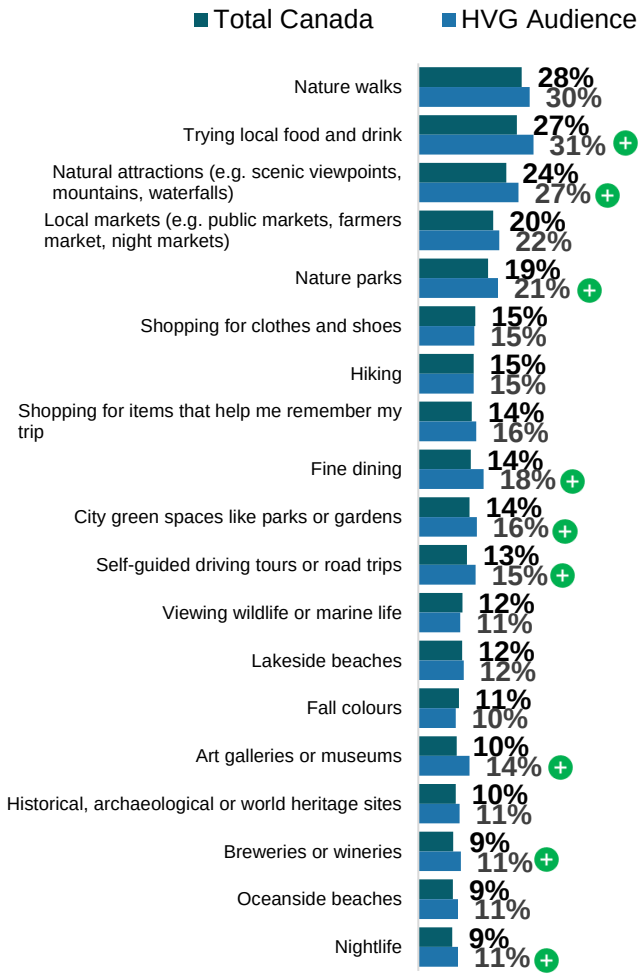
Top 10 Activities Participated in During Trip in Canada

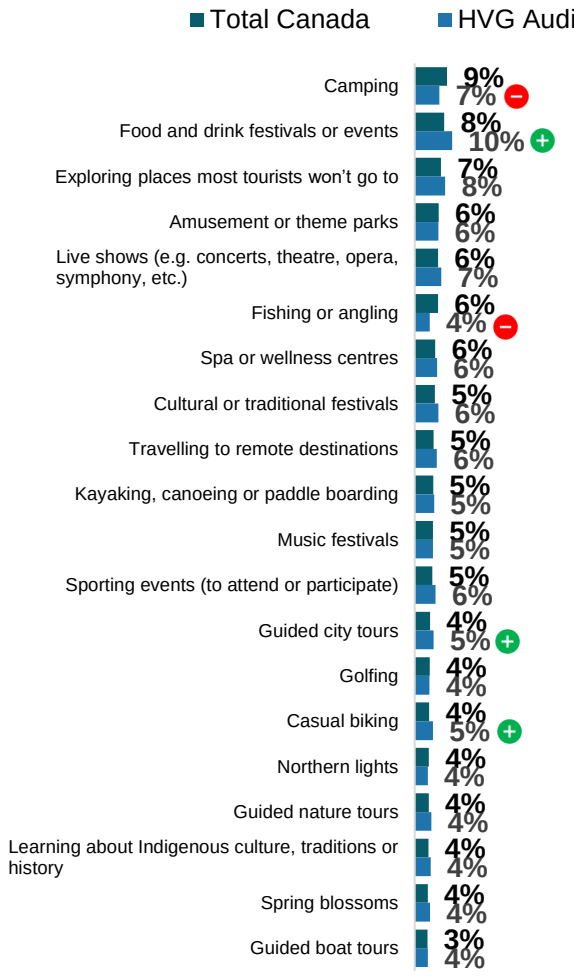
Total Travellers (n=8818)	HVG Audience (n=1653)
Nature walks	Trying local food and drink ⊕
Trying local food and drink	Nature walks
Natural attractions (e.g. scenic viewpoints, mountains, waterfalls)	Natural attractions (e.g. scenic viewpoints, mountains, waterfalls) ⊕
Local markets (e.g. public markets, farmers market, night markets)	Local markets (e.g. public markets, farmers market, night markets)
Nature parks	Nature parks
Shopping for clothes and shoes	Fine dining ⊕
Hiking	City green spaces like parks or gardens ⊕
Shopping for items that help me remember my trip	Shopping for items that help me remember my trip
Fine dining	Self-guided driving tours or road trips ⊕
City green spaces like parks or gardens	Shopping for clothes and shoes

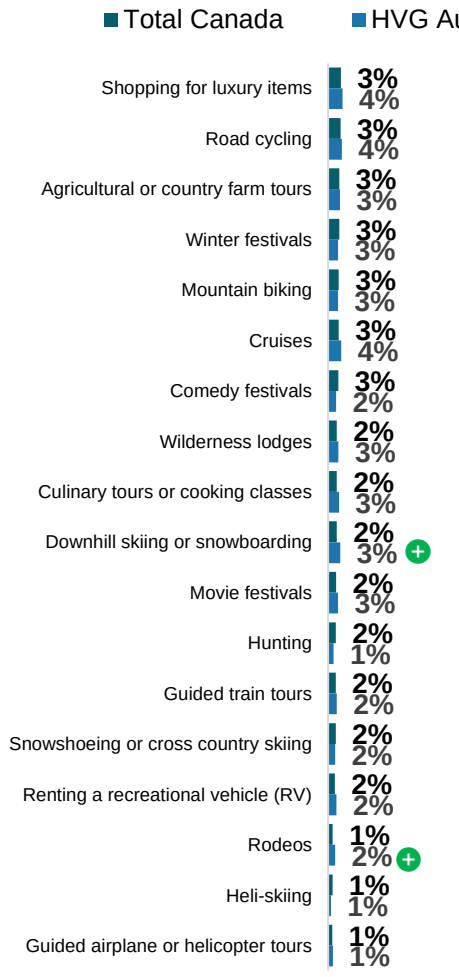
Base: Canadian residents 18+, Travelled to any destination
F16. Which of the following activities, if any, did you participate in during your recent trip in Canada? (Select all that apply)

⊕ / ⊖ = significantly higher/lower result (vs. Total)

Activities Participated in During Trip in Canada







Base: Canadian residents 18+, Travelled to any destination (n=8818); HVG (n=1653)
F16. Which of the following activities, if any, did you participate in during your recent trip in Canada? (Select all that apply)

+ / − = significantly higher/lower result (vs. Total)

Appendix

Demographics (Out-of-Province Traveller)

	Total (Out-Prov) (n=4658)	BC (n=759)	AB (n=769)	SK (n=254)	MB (n=256)	ON (n=1108)	QC (n=769)	NB (n=205)	NS (n=205)	PE (n=127)	NL (n=206)
Gender											
Male	51%	55%	51%	60%	53%	51%	47%	66%	54%	47%	52%
Female	49%	45%	49%	40%	47%	49%	53%	34%	46%	53%	48%
Age											
18 to 34	29%	32%	30%	32%	33%	28%	30%	32%	32%	39%	23%
35 to 54	33%	31%	34%	30%	26%	35%	32%	33%	31%	24%	42%
55 or older	37%	37%	35%	39%	41%	37%	38%	35%	38%	37%	35%
Children in household under the age of 18											
Yes	36%	33%	38%	36%	32%	37%	36%	39%	34%	32%	36%
Employed											
Yes	61%	63%	62%	58%	53%	61%	62%	67%	61%	66%	64%
Identify as LBGTQ2											
Yes	9%	8%	9%	7%	10%	9%	11%	13%	9%	5%	10%
Ethnicity											
White (Caucasian)	68%	62%	69%	67%	70%	61%	79%	78%	82%	75%	91%
Chinese	5%	12%	5%	2%	1%	6%	1%	1%	2%	2%	-
South Asian	7%	9%	5%	4%	5%	11%	1%	2%	2%	6%	1%
Black	4%	1%	5%	5%	5%	4%	5%	5%	7%	10%	6%
Arab/West Asian	3%	1%	1%	1%	-	4%	6%	4%	1%	2%	1%
Indigenous	2%	1%	3%	8%	6%	1%	1%	1%	1%	3%	0%
Filipino	2%	3%	2%	3%	4%	2%	0%	2%	-	1%	1%
Latin American	2%	2%	2%	1%	1%	3%	2%	2%	-	1%	0%
South East Asian	1%	2%	1%	2%	2%	1%	1%	-	1%	-	1%
Mixed ethnic background	2%	1%	3%	3%	2%	3%	1%	2%	1%	1%	-
Time in Canada											
Born in Canada	73%	68%	75%	80%	77%	65%	81%	84%	83%	83%	91%
Established Canadians (lived in Canada for 5-9 years)	17%	21%	16%	10%	12%	22%	11%	4%	10%	1%	5%
New Canadians (lived in Canada for less than 5 years	10%	10%	10%	10%	11%	12%	7%	12%	7%	15%	4%
Household Income (Annual)											
Less than $50,000	25%	22%	22%	28%	30%	22%	30%	27%	25%	33%	28%
$50,000 to $99,999	33%	37%	33%	39%	32%	30%	34%	35%	28%	29%	32%
$100,000 or more	33%	31%	34%	23%	27%	37%	27%	29%	37%	29%	32%

A "-" indicates a response that is <1%

Demographics (In-Province Traveller)

	Total (In-Prov) (n=4592)	BC (n=761)	AB (n=765)	SK (n=253)	MB (n=255)	ON (n=1076)	QC (n=788)	NB (n=205)	NS (n=201)	PE (n=82)	NL (n=206)
Gender											
Male	49%	57%	56%	46%	56%	46%	44%	53%	53%	36%	50%
Female	51%	42%	44%	54%	44%	54%	56%	47%	47%	64%	50%
Age											
18 to 34	24%	24%	26%	22%	23%	26%	19%	25%	22%	38%	25%
35 to 54	31%	28%	30%	31%	31%	30%	36%	32%	27%	20%	29%
55 or older	45%	48%	45%	47%	46%	44%	45%	43%	51%	42%	46%
Children in household under the age of 18											
Yes	29%	24%	32%	33%	28%	28%	37%	26%	15%	21%	21%
Employed											
Yes	43%	43%	45%	47%	42%	43%	42%	45%	39%	38%	34%
Identify as LBGTQ2											
Yes	8%	9%	6%	7%	9%	9%	6%	9%	8%	14%	13%
Ethnicity											
White (Caucasian)	75%	65%	75%	76%	73%	70%	89%	82%	84%	85%	82%
Chinese	4%	11%	2%	1%	1%	6%	-	1%	3%	-	1%
South Asian	3%	5%	3%	1%	5%	5%	-	-	2%	2%	-
Black	3%	1%	3%	2%	2%	4%	2%	7%	-	1%	3%
Indigenous	2%	3%	3%	7%	8%	1%	1%	-	2%	4%	7%
Arab/West Asian	2%	1%	1%	-	-	2%	2%	-	1%	1%	-
Filipino	1%	2%	1%	-	2%	1%	-	-	-	-	-
Latin American	1%	1%	1%	-	1%	1%	1%	-	-	-	-
South East Asian	1%	2%	-	-	1%	1%	-	-	1%	-	-
Mixed ethnic background	2%	3%	2%	5%	2%	2%	-	3%	1%	2%	2%
Time in Canada											
Born in Canada	81%	74%	83%	94%	83%	75%	90%	86%	83%	92%	94%
Established Canadians (lived in Canada for 5-9 years)	13%	19%	12%	3%	9%	18%	7%	7%	8%	5%	4%
New Canadians (lived in Canada for less than 5 years	6%	7%	5%	3%	7%	8%	3%	8%	9%	4%	3%
Household Income (Annual)											
Less than $50,000	43%	40%	42%	43%	51%	42%	43%	54%	59%	52%	54%
$50,000 to $99,999	27%	32%	28%	32%	24%	24%	29%	23%	21%	14%	24%
$100,000 or more	16%	18%	18%	16%	11%	17%	14%	9%	9%	10%	11%

A "-" indicates a response that is <1%

THANK YOU

For any questions, please reach out to research@destinationcanada.com

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