

## Vacation Trends - Canada - October 2014

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“Canada’s typically hot and clement summer weather could leverage the current popularity of domestic travel, with marketing messages conveying that everything which consumers could want in a summer vacation may be closer than they think.” – Jason Praw, Senior Lifestyle Analyst

### This report looks at the following areas:

- Increasing travel among less affluent Canadians
- Engaging Canada’s aging population with tailored travel options
- Focusing on boosting Quebecers’ number of trips
- Focusing on domestic travel

Three quarters of Canadians have travelled in the 12 months leading to July 2014 and a similar proportion plan to do so over the course of the next year. Families are driving participation in much of the travel, especially during the summer months when children are out of school. Many Canadians are also taking multiple vacations a year to a variety of different types of destinations, with domestic travel and visiting friends/family the most popular vacations.

While less affluent consumers are less likely to vacation, as would be expected, they are more likely to take shorter trips, travel by car and visit friends/family. That they are also among the most likely to travel in excess of three weeks suggests that many of these less affluent consumers are travelling long distances to stay with relatives/friends.

This report explores Canadians’ vacation habits in terms of frequency and likelihood of travel, who they travel with and interest in types of trips by lifestage and various demographic groups. The report also looks at factors that adults consider important in regards to their vacations, as well as highlighting the nation’s key vacation and travel operators.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Tourism Saskatchewan

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