

## Canada Outbound - June 2015

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“Outbound travel is a mainstream leisure pursuit among Canadians keen to fulfil their desire to explore foreign cultures and seek out warmer climates for rest and relaxation. In 2014, almost 33.5 million trips were made by Canadians abroad, reports Statistics Canada, equivalent to just under one trip per capita per year.”

### This report looks at the following areas:

- How is Canadian outbound travel developing in the current economic climate?
- What are the primary destinations visited by Canadians
- How do travel patterns vary by season?
- How is the Canadian travel industry evolving?

Canadians are a nation of prolific travellers, taking almost 33.5 million outbound trips in 2014, Statistics Canada reports. In this advanced economy home to 35 million citizens, foreign travel is a highly desirable and affordable leisure pursuit. Since the depths of the recession in 2009, outbound trips have risen 28%, reflecting growing demand for foreign travel. In more recent years, however, slower economic growth, combined with a weaker Canadian Dollar, has moderated growth in outbound travel, as Canadians take a more conservative approach to spending.

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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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