

Travel in Canada - Canada - March 2017

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"The travel industry in Canada is in a position to take advantage of a weak Canadian Dollar in attracting international visitors as well as those Canadians deterred from travelling to the US due to the stronger US Dollar.

Operators in the category will need to address cost-sensitivities as the majority of consumers are influenced by price when choosing a destination."

- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Price is the top influencing factor when choosing a destination
- Canadian leisure travellers like to plan
- Some need a reminder of Canada's offerings

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DID YOU KNOW?

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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