

International Travel (Canadian Outbound Travel) - Canada - June 2018

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Canadians are travel-savvy, with the majority having visited an international destination on a leisure trip in the past two years. Notable regions that Canadians have travelled to include the US, Europe, the Caribbean and Mexico.

This report looks at the following areas:

Consumers are more likely to have travelled during the winter months, likely to escape the cold weather to vacation in warmer destinations such as the Caribbean, Mexico and parts of the US (eg Florida, Arizona). Most consumers are planning on taking a beach vacation and are most likely to splurge on dining out when there. New experiences and destinations resonate with younger cohorts as well as having an authentic cultural experience when travelling to a foreign country. Operators in the category face hurdles such as meeting consumers' budgets, projecting a safe environment (especially for places that have been hit by terrorism or conflict) and meeting increasing international travel demands through transportation infrastructure and new airline routes abroad.

- **International travel among Canadians dependent on income**
- **Vacation spending habits differ by age**
- **Budget and safety is important to most**

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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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Table of Contents

Overview

What you need to know

Definitions

Executive Summary

The issues

International travel among Canadians dependent on income

Figure 1: International travel (any season), HHI of \$70K or more vs overall, March 2018

Vacation spending habits differ by age

Figure 2: Vacation spending, 18-44s vs over-45s, March 2018

Budget and safety is important to most

Figure 3: Budget and safety related attitudes towards international travel (any agree), March 2018

The opportunities

Most travellers like to experience new things while on vacation

Figure 4: Experience-related attitudes towards international travel (any agree), March 2018

Winter is most preferred time for international travel

Figure 5: International travel, by season, March 2018

Age groups use vacation planning resources a bit differently

Figure 6: Vacation planning resources (select), 18-44s vs over-45s, March 2018

What it means

The Market – What You Need to Know

A growing population and diversity will boost international travel

Projected growth of 35-44s and over-55s bodes well for the category

Improved perceptions of financial health positive for travel spending

Market Factors

A growing population and diversity will boost international travel

Projected growth of 35-44s and over-55s bodes well for the category

Figure 7: Projected trends in the age structure of the Canada population, 2014-19

Figure 8: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Improved perceptions of financial health positive for travel spending

Key Players – What You Need to Know

Air Canada's deals of the week

Princess Cruises Sunday brunch series

Air France – France is in the air

International travel numbers rise

Political climate and terrorism in some regions may deter travellers

The sharing economy and alternative rental services

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Marketing and Advertising

Air Canada's deals of the week

Figure 9: Air Canada, loyalty email, March 2018

Figure 10: Air Canada, loyalty email, March 2018

Princess Cruises Sunday brunch series

Figure 11: Princess Cruises, Sunday brunch series, acquisition email, March 2018

Air France – France is in the air

Figure 12: Air France, loyalty email, March 2018

Figure 13: Air France – France is in the air, March 2018

Visit Britain and Expedia

Figure 14: I TRAVEL FOR LOCAL FLAVOUR – Love GREAT Britain, February 2018

Viking River Cruises boasts its achievements

Figure 15: Viking Cruises, April 2018

What's Working?

International travel numbers grow

Social media and apps are adding to the travel experience

What's Struggling?

Political climate and terrorism in some regions may deter travellers

Travel agents struggle against online travel brands

What's Next?

The sharing economy and alternative rental services

Investment in regional travel hubs as traveller volumes expand

The Consumer – What You Need to Know

Canadians are vacationing in the US

Winter preferred when travelling internationally

The largest share plan on taking a beach vacation

Close to half utilize travel booking websites

Most travellers are more likely to splurge on restaurants

A great majority like to experience new things while on vacation

International Travel

The largest share of consumers visited the US

Figure 16: International travel (any season), March 2018

Variations in usage among genders

Figure 17: International travel (any season), men vs women, March 2018

Figure 18: Train, Expedia, January 2017

Parents more likely to visit certain regions

Figure 19: International travel (any season), parents of children under 18 vs overall, March 2018

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Higher household incomes linked to higher rates of international travel

Figure 20: International travel (any season), HHI of \$70K or more vs overall, March 2018

Regional differences in travel patterns

Winter is most preferred time for international travel

Figure 21: International travel, by season, March 2018

Travel to Europe not dependent on season

Figure 22: Oslo – Lonely Planet Best in Travel 2018, October 2017

Plans for International Travel

The largest share of consumers plan on taking a beach vacation

Figure 23: Types of international travel plans, March 2018

Figure 24: Types of international travel plans, 18-44s vs over-45s, March 2018

Household income plays more of a role for certain types of holidays

Figure 25: Types of international travel plans, by household income, March 2018

Canadians lean towards the United States and Europe

Figure 26: Travel destinations, concept canvas heat map, March 2018

Vacation Planning Resources

Near half use travel booking websites

Figure 27: Vacation planning resources, March 2018

Generational preferences for vacation planning resources differ

Figure 28: Vacation planning resources (select), 18-44s vs over-45s, March 2018

Vacation Spend

Most consumers are more likely to splurge on restaurants

Figure 29: Vacation spending, February 2018

Vacation spending varies by age

Figure 30: Vacation spending, 18-44s vs over-45s, March 2018

Quebecers more likely to splurge on certain things

Figure 31: Vacation spending, Quebecers vs overall, March 2018

Attitudes towards International Travel

The vast majority like to experience new things while on vacation

Figure 32: Experience-related attitudes towards international travel, March 2018

Figure 33: Autentica Cuba, June 2010

Figure 34: Experience-related attitudes towards international travel, 18-44s vs over-45s, March 2018

A significant share of consumers prefer to disconnect on vacation

Figure 35: Worry-free related attitudes towards international travel, March 2018

Reviews on websites play a role in shaping travel decisions

Figure 36: Attitudes towards international travel (select), March 2018

Figure 37: Attitudes towards international travel (select), 18-44s vs over-45s, March 2018

Most agree that budget is the most important factor when selecting a destination

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Figure 38: Money-related attitudes towards international travel, March 2018

Figure 39: Thank You to Airbnb Hosts, February 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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