

Innovations in Travel - Canada - September 2018

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"Most Canadians have taken a leisure trip in the past 12 months, with travel in Canada being most common. Close to a third of Canadians took a leisure trip internationally (excluding US), which is close to on par with those who travelled to the US for the same purpose. The relatively high travel occurrence to international destinations displays a positive sign for the category."
- **Andrew Zmijak, Research Analyst**

This report looks at the following areas:

- Older cohorts lack interest in travel concepts
- Consumers want to see innovations with airlines and hotels
- Making travel more affordable
- Immigration to boost international travel
- Leisure travellers are interested in activities with locals
- Canadians are keen on travelling more in the new year

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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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Data sources

Consumer survey data

Consumer qualitative research

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Abbreviations

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