

# Family Vacations - Canada - February 2019

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

Previous experience and personal recommendations can inspire consumers when choosing a destination, which displays the importance of word of mouth and meeting the needs of vacationers. Furthermore, brands in the category face challenges such as meeting consumers' budgets, projecting a safe and child-friendly environment and increased competition due to the sharing economy. Unique experiences, a wide range of outdoor activities and adventures and opportunities to learn about the local culture and history will likely improve the attractiveness of a destination to families.

- Family vacations can present challenges to those with young children
- Men and women prefer different activities
- Attracting younger cohorts will take more effort



"Canadians are inclined towards leisure travel, with the majority having taken an overnight leisure trip in the past two years. In this same period, a quarter of consumers had gone on a leisure trip with their children under the age of 18 and most went with their spouse/common-law partner."

– Andrew Zmijak, Research Analyst

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### KEY PLAYERS – WHAT YOU NEED TO KNOW

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- **Cyber week sales and free flights for kids**
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