

Innovations in Travel - Canada - January 2020

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This report looks at the following areas:

- Leisure travel within Canada sees slight decline
- A lack of Wi-Fi a top concern for travellers
- Hotels face competition from sharing economy
- Operators will want to attract Chinese Canadians
- Travellers are using their mobile devices for a variety of tasks
- Travelling leads to a sense of fulfilment

This Report focuses on leisure and business travel that consumers have done in the 12 months leading up to October 2019. Areas covered in the Report include travel occurrence, modes of transportation used during travels, accommodations stayed at while on a leisure trip, tasks performed on mobile devices when travelling, technology barriers while travelling and attitudes towards leisure travel. This Report also examines the challenges the travel and tourism market faces; explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.



"The majority of Canadians have taken a leisure trip in the past year, with non-US international travel a healthy segment in the category. Consumer sentiment aligns with this narrative with many citing a preference for international trips as opposed to domestic destinations."
- Andrew Zmijak, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- The issues
- Leisure travel within Canada sees slight decline
Figure 1: Vacation/leisure trip occurrence, October 2019
- A lack of Wi-Fi a top concern for travellers
Figure 2: Top three tech-related barriers, October 2019
- Hotels face competition from sharing economy
Figure 3: Select preferences when leisure travelling, October 2019
- The opportunities
- Operators will want to attract Chinese Canadians
Figure 4: Trip occurrence, Chinese Canadians vs overall, October 2019
- Travellers are using their mobile devices for a variety of tasks
Figure 5: Tasks performed on mobile device, October 2019
- Travelling leads to a sense of fulfilment
Figure 6: Select attitudes towards leisure travel, October 2019
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Happier New Year for airline sector
- Population growth to drive traveller numbers
- Gasoline prices stabilize

MARKET FACTORS

- Happier New Year for airline sector
- Population growth to pull up traveller numbers
Figure 7: Population growth, high-growth scenario, Canada, 2019–24
- Gasoline prices stabilise
Figure 8: Average retail prices for regular gasoline in Canada, 2016–19

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Travellers want to stay somewhere unique
- Over-tourism can lead to tourist caps
- Natural disasters can deter visitors

What's included

Executive Summary

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- **Ski resorts go techno**
- **Sharing economy continues to evolve**

WHAT'S WORKING?

- **Travellers want to stay somewhere unique**

WHAT'S STRUGGLING?

- **Over-tourism can lead to tourist caps**
- **Natural disasters can deter visitors**

WHAT'S NEXT?

- **Ski resorts go techno**
- **Sharing economy continues to evolve**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Near half of consumers took a leisure trip in Canada**
- **Most are using their vehicles or flying to travel**
- **Hotels are the go-to for accommodations**
- **Travellers are using their mobile devices for a variety of tasks**
- **Lack of Wi-Fi a key concern while travelling**
- **Travel is fulfilling to most**

TRIP OCCURRENCE

- **Close to half of consumers took a leisure trip in Canada**

Figure 9: Air Canada, mobile ad, December 2019

Figure 10: Air Canada, Instagram post, December 2019

Figure 11: Trip occurrence, October 2019

- **Men more likely to travel for business**

Figure 12: Trip occurrence, by gender, October 2019

- **Parents are avid travellers**

Figure 13: Trip occurrence, parents of children under 18 vs overall, October 2019

- **Key to attract the Asian Canadian traveller**

Figure 14: Trip occurrence, Chinese Canadians vs overall, October 2019

MODES OF TRANSPORTATION AND ACCOMMODATIONS

- **Most are using their vehicles or flying when travelling**

Figure 15: Modes of transportation used when travelling, October 2019

Figure 16: WestJet, acquisition mail, December 2019

Figure 17: Porter Airlines, mobile ad, December 2019

Figure 18: Via rail Canada, Instagram post, October 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Age makes a difference**

Figure 19: Modes of transportation used when travelling, by age, October 2019

- **Most stayed at a hotel, but this may slowly change**

Figure 20: Eccleston Square Hotel Pimlico, Instagram post, January 2020

Figure 21: Eccleston Square Hotel Pimlico, Instagram post, January 2020

Figure 22: Accommodations used when travelling, October 2019

TECH AND TRAVELLING

- **Travellers are using their mobile devices for a variety of tasks**

Figure 23: Tasks performed on mobile device, October 2019

- **Younger groups need their mobile devices**

Figure 24: Uber Eats Canada, Instagram post, August 2019

Figure 25: Uber Eats Canada, Instagram post, August 2019

Figure 26: Tasks performed on mobile device, by age, October 2019

Figure 27: Tasks performed on mobile device, by parental status, October 2019

- **Asian Canadians leverage their mobile devices when travelling**

Figure 28: Tasks performed on mobile device, Asian Canadians vs overall, October 2019

- **Lack of Wi-Fi a key concern while travelling**

Figure 29: Tech-related barriers, October 2019

Figure 30: Tech-related barriers, by age, October 2019

ATTITUDES TOWARDS LEISURE TRAVEL

- **Leading sentiment displays a sense of fulfilment among travellers**

Figure 31: Bermuda Tourism Authority, online ad, December 2019

Figure 32: Bermuda Tourism Authority, online ad, December 2019

Figure 33: Visit Scotland, mobile ad, December 2019

Figure 34: Select attitudes towards leisure travel, October 2019

- **Smartphones are essential for travel**

Figure 35: Tech-related attitudes towards leisure travel, October 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 36: Tech-related attitudes towards leisure travel (% any agree), by age, October 2019

- **Travel preferences vary among Canadians**

Figure 37: Preferences when leisure travelling, October 2019

Figure 38: Air Canada, loyalty email, December 2019

Figure 39: Air Canada, acquisition email, January 2020

Figure 40: Together in Berlin | That's Why We Airbnb | Airbnb, September 2019

Figure 41: Millicent SA | Find your not-so-local | Airbnb, October 2019

- **Some would partake in an extreme sport or activity**

Figure 42: Activity-based attitudes towards leisure travelling, October 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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