



Travel in 2021 - Canada - April 2021

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This report looks at the following areas:

Key issues covered in this Report

- The impact of COVID-19 on the travel industry.
- How the travel market will fare post-COVID-19.
- The purpose of travel in the past two years, travel during COVID-19, future travel plans, comfort with travel activities, reasons for future travel, and future implementation of safety measures when travelling. Additionally, attitudes about travelling during the COVID-19 pandemic are explored.
- The challenges the travel market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends in the market.

Overall, Canadians want a COVID-19 vaccine before they feel comfortable travelling again. However, many won't feel comfortable travelling anytime soon, particularly to the US or on a cruise. Looking towards the future and after the pandemic, consumers have high expectations that operators in the category will keep them safe. The companies that do best in assuring the health of their customers will reap the most benefits. In the meantime, road trips will be the most popular type of trip, with a quarter comfortable doing this at the moment, as they give travellers the most control over their own safety.

The bright spot is that close to half of Canadians intend to travel in 2021, but have not made reservations due to uncertainty around the pandemic. Consumers are eager to see their friends and family again and will travel to do so once they feel comfortable. For now, the majority of consumers will stick to local travel (ie within their region or bordering region) until COVID-19 cases decline significantly, with most preferring to travel within Canada until the current COVID-19 pandemic is under control globally.



“The travel and tourism industry is among the most adversely affected by the COVID-19 pandemic, and will take the long road to recovery.”

Andrew Zmijak, Research Analyst, Consumer Behaviour

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- COVID-19: Canadian context

EXECUTIVE SUMMARY

- Top takeaways
 - Market overview
 - Impact of COVID-19 on travel and tourism
 - Summary
- Figure 1: Short-, medium- and longer-term impact of COVID-19 on travel and tourism, April 2021

- Opportunities
- Many intend to travel in 2021 but will wait to make plans
- Safety measures are vital now and moving forward
- Local travel is a bright spot during the pandemic
- Canadians are still not comfortable travelling
- Three quarters dispirited from US travel due to political climate
- Budget is a key factor

THE MARKET – KEY TAKEAWAYS

- The Canadian economy recovers but only slightly
- Lockdowns will prolong recovery of the travel and tourism market
- Airlines struggle amidst downturn in passengers
- Turbulent future for business travel
- Vaccines are a major step to recovery in the category

MARKET FACTORS

- The Canadian economy recovers but still has a way to go
- Figure 2: Canadian unemployment rate, March 2020 - March 2021
- Growth in disposable income will support recovery of category
 - Lockdowns will prolong recovery of the travel and tourism market
 - Airlines struggle amidst downturn in passengers
 - Turbulent future for business travel
 - Vaccines are a major step to recovery in the category

What's included

Executive Summary

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KEY PLAYERS – KEY TAKEAWAYS

- Brands getting it right with health and safety messaging
- Virtual tours offer travellers the next best thing
- Escapism through spoken-word poetry
- Travel bans fuel call for timeshare reform
- The widening wealth gap and luxury travel

COMPETITIVE STRATEGIES

- Brands getting it right with health and safety messaging
Figure 3: Vancouver North Shore Instagram post, April 2020
- Virtual tours offer travellers the next best thing
- Escapism through spoken-word poetry
Figure 4: Life Rewards the Curious, TV ad, Newfoundland and Labrador Tourism, March 2021
- Travel bans fuel call for timeshare reform

MARKET OPPORTUNITIES

- The widening wealth gap and luxury travel
Figure 5: Visit Maldives Instagram post, October 2020
Figure 6: Visit Maldives Instagram post, January 2021
- What does the near future of travel look like?

THE CONSUMER – KEY TAKEAWAYS

- Most Canadians travelled in the past two years but likely pre-pandemic
- A quarter of consumers feel comfortable travelling by car
- Consumers want to reconnect with loved ones
- Consumers are interested in a variety of future safety measures
- Most are sticking to local travel during the pandemic

CANADIAN TRAVEL HABITS

- Most Canadians travelled in the past two years but likely pre-pandemic
Figure 7: Leisure and business overnight travel taken in past two years, December 2020
- Older men more inclined to have travelled for leisure
Figure 8: Leisure travel taken in past two years, men over-55 vs women over-55, December 2020
- Repertoire of leisure travel higher among older consumers
Figure 9: Leisure travel taken in past two years, 18-44s vs over-45s, December 2020
- Parents are avid travellers

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 10: Leisure travel in past two years, by parental status, December 2020

TRAVELLING DURING A PANDEMIC

- A quarter of Canadians have travelled since the onset of COVID-19**

Figure 11: Travel during COVID-19, December 2020

Figure 12: Arizona Office of Tourism, mobile ad, March 2021

Figure 13: Ontario Travel Instagram post, April 2021

TRAVEL PLANS

- Many intend to travel in 2021, but are waiting to make plans**

Figure 14: Future travel plans, December 2020

- Young men are more inclined to travel in 2021**

Figure 15: Future travel plans, men 18-34 vs women 18-34, December 2020

Figure 16: Quark Expeditions, online ad, March 2021

Figure 17: SellOffVacations Instagram post, March 2021

- You can't hold parents back**

Figure 18: Future travel plans, by parental status, December 2020

Figure 19: Select attitudes towards travel during the pandemic (% agree), by parental status, December 2020

Figure 20: Tampa Bay and Company, online ad, January 2021

COMFORT WITH TRAVEL ACTIVITIES

- Regardless of location, consumers are still not comfortable travelling**

Figure 21: Comfort with travelling locations, December 2020

Figure 22: Comfort with travelling to the US and/or major cities, by age, December 2020

Figure 23: Air Transat Instagram post, December 2020

- Road trips by car will prevail in 2021**

Figure 24: Comfort with travelling by car, train and/or plane, December 2020

Figure 25: Holiday Inn-Niagara Falls, print ad, September 2020

- Vaccine rollout will be critical in getting consumers back on planes**

Figure 26: Comfort with travelling by car and/or plane, by age, December 2020

- Hotels will be slow to recover, but cruises have a long way to go**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 27: Comfort with types of accommodation, December 2020

Figure 28: Comfort with hotels and homeshares, by age, December 2020

- **The cruise sector will need time to heal**

Figure 29: Royal Caribbean Instagram post, May 2021

Figure 30: Comfort with taking a cruise, by age, December 2020

REASONS FOR FUTURE TRAVEL

- **Consumers want to reconnect with loved ones**

Figure 31: Reasons for future travel, December 2020

Figure 32: Welcome back to holidays with TUI, June 2020

- **Younger groups want to travel to celebrate previous milestones**

Figure 33: Reasons for future travel, by age, December 2020

Figure 34: Airbnb Instagram post, May 2019

Figure 35: Joanna Geraghty on meeting new coronavirus challenges, March 2020

INTEREST IN FUTURE SAFETY MEASURES

- **Consumers are interested in a variety of safety measures**

Figure 36: Interest in future safety measures, December 2020

- **Women and older travellers gravitate towards most safety measures**

Figure 37: Interest in future safety measures, by gender, December 2020

Figure 38: Air Canada Instagram post, February 2021

Figure 39: Interest in future safety measures, by age, December 2020

Figure 40: Air Transat Instagram post, December 2020

ATTITUDES ABOUT TRAVELLING DURING THE COVID-19 PANDEMIC

- **Most are sticking to local travel during the pandemic**

Figure 41: Attitudes towards domestic and local-related travel during the pandemic (% agree), December 2020

Figure 42: Expedia Instagram post, March 2021

Figure 43: Expedia Instagram post, November 2020

Figure 44: Expedia Instagram post, July 2020

- **Three quarters discouraged from travel to the US due to the political climate**

Figure 45: Destination-related attitudes (% agree), December 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 46: Explore Minnesota Instagram post, May 2020
Figure 47: Marriott International, loyalty email, February 2021

- **Budget is a critical factor**

Figure 48: Select attitudes towards travel during the pandemic (% agree), December 2020

- **Most favour the roads over the skies**

Figure 49: Select attitudes towards travel during the pandemic (% agree), December 2020

Figure 50: Authentik Canada Instagram post, April 2021

- **A quarter believe safety fears over travelling are over-hyped**

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Mintel Trend Drivers
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations

What's included

- Executive Summary
- Full Report PDF
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