

# Travel in 2023 - Canada - 2023

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## This report looks at the following areas:

- Trip plans in the next 12 months (including destination, type of trip, trip companions).
- The rebound of travel in Canada since the COVID-19 pandemic.
- Concerns when booking travel in 2023 (including inflation's impact on travel and insurance).
- Consumers' goals when travelling in 2023.
- Sources of inspiration for 2023 travel destinations.
- Expectations of support from travel providers.

Whereas COVID-19 pandemic lockdowns and travel restrictions kneecapped the travel industry, demand is back and Canada's tourism industry is steadily chugging away back toward its position in 2019. In fact, demand is so high that supply cannot adequately meet it without unfortunately steep increases to the cost of travel. These, alongside related inflationary pressures, make it a perfect storm of increased prices passed onto consumers. Despite 83% of Canadian travellers agreeing that travel is one of life's greatest pleasures, consumers are not without worry. From luggage loss (21%) to flight cancellations/delays or airport lines (41%) to the increased price of travel (63%), concerns abound. But, that does not stop most Canadians; three quarters (77%) of consumers are planning on taking an overnight trip in the next year and half of Canadians (51%) are planning on a leisure vacation in Canada. While preferences for certain types of trip and travel companions certainly skew with age (ie older consumers are more likely to take cruises, whereas younger consumers are more likely to take adventure trips), what comes across steadily regardless of age are both consumers' high expectations of travel providers and their desire for relaxation when travelling in 2023.



"It's nice to be back. After a slow recovery, travel in Canada is finally regaining its stride. And while three quarters (77%) of consumers are planning on taking an overnight trip in the next year, they are not feeling free of concerns."

– **Candace Baldassarre,**  
Research Analyst

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## Table of Contents

### OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Market context**

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Consumer trends**
- **Canadian leisure tourism captivates most...but not all**  
Figure 1: Planned Canadian leisure travel, by age, 2023
- **Concerns abound around the increased prices of travel**  
Figure 2: Top three concerns when booking 2023 travel destination, 2023
- **Consumers are looking for peace of mind when leaving home**  
Figure 3: Attitudes toward travel (% any agree), 2023
- **Competitive strategies**
- **Celebrating the travel destinations Canada has to offer**  
Figure 4: Nutella Canada Instagram post, June 2023
- **Relaxation station**
- **Market predictions**  
Figure 5: Category outlook: travel, 2023-28
- **Opportunities**
- **Value is relative but the love of travel is not**
- **Consumers are seeking support**  
Figure 6: "Travel providers don't provide enough customer support when trips are changed/cancelled" (% any agree), by age, 2023

### MARKET DRIVERS

- **High costs of living change extraneous spending**  
Figure 7: 12-month change in the Consumer Price Index, 2020-23  
Figure 8: Average retail prices for regular gasoline in Canada, by week, 2020-23
- **The cost of driving is driving consumers crazy**
- **Travel restrictions lift and the industry is bouncing back**  
Figure 9: Concern about exposure to COVID-19, 2020-22  
Figure 10: Quarterly tourism demand in Canada (x 1,000,000), Q4 2020-Q4 2022  
Figure 11: Canadian air carrier passenger load factor, 2020-23

### What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Snowstorms, cancelled flights and mergers, oh my!**
- **(South Asian) immigration is shifting Canada’s demography**  
 Figure 12: Distribution of foreign-born population, by region of birth, 1871-2036  
 Figure 13: Top places of birth of recent Canadian immigrants, 2021
- **The cruise industry better get ready**  
 Figure 14: Population aged 0-14 and 65, 1988-2068\*

**COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES**

- **Social media presence is non-negotiable**  
 Figure 15: Voyage Provocateur Instagram post, June 2023  
 Figure 16: Zipcar Instagram post, May 2023
- **Canada should be the clear travel choice**  
 Figure 17: Canoo Pass Instagram post, February 2023  
 Figure 18: Air Canada Instagram post, June 2023  
 Figure 19: Nutella Canada Instagram post, May 2023
- **Consumers are looking to feel supported**
- **Foregrounding relaxation and wellbeing resonates**  
 Figure 20: Salt Lake City Airport Instagram post, October 2022  
 Figure 21: The Hazelton Hotel Instagram post, June 2023
- **Make travel a permissible indulgence**  
 Figure 22: Swoop Airlines Instagram post, April 2023

**FAST FACTS: TRAVEL IN 2023**

**TRAVEL PLANS**

- **Travel is rebounding and leisure (in Canada) leads**  
 Figure 23: Planned overnight trips, 2023
- **Half of Canadians plan on visiting family or friends**  
 Figure 24: Types of planned trips, 2023  
 Figure 25: Tesla Twitter post, January 2023
- **Age defines types of trips planned**  
 Figure 26: Types of planned trips (select), by age, 2023
- **Accessibility on the high seas**
- **The youngest consumers are less interested in vacationing in Canada**  
 Figure 27: Planned Canadian leisure travel, by age, 2023
- **Family (lived with) are most popular travel companions...**  
 Figure 28: Planned travel companions, 2023  
 Figure 29: VIA Rail Canada Instagram post, December 2022
- **...but younger consumers travel with friends**  
 Figure 30: Planned travel with friends, by age, 2023
- **Gender has a lot to do with it**

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Figure 31: Planning solo travel, by age and gender, 2023
- Figure 32: Planning business travel, by age and gender, 2023
- Figure 33: Air Transat Instagram post, April 2023
- Figure 34: Planning a resort/all-inclusive vacation, by age and gender, 2023
- **Quebecers like their beach vacations**
  - Figure 35: Planned beach vacation, by region, 2023
  - Figure 36: Sunwing Vacations Instagram post, June 2023
- **South Asian consumers are in the mood to travel**
  - Figure 37: Planned overnight trips, overall vs South Asian consumers, 2023
  - Figure 38: Types of planned trips (select), South Asian consumers vs overall, 2023
  - Figure 39: Go Whistler Instagram post, May 2023
  - Figure 40: Canoo Pass Instagram post, June 2023

TRAVEL CONCERNS

- **The increased price of travel is consumers’ number one concern**
  - Figure 41: Top three concerns when booking 2023 travel destination, 2023
- **Concerns when booking travel destination (somewhat) shift with age**
  - Figure 42: Top three concerns when booking 2023 travel destination (any rank), by age, 2023
  - Figure 43: Swoop Instagram post, April 2023
- **Accommodating the desire for quality accommodations**
  - Figure 44: Marriott Hotels Instagram post, April 2023
- **Parents are concerned about their children’s comfort**
  - Figure 45: BC Parks Instagram post, May 2023
- **Canadians are losing their mind over lost luggage**
  - Figure 46: “I am interested in using tracking devices on luggage (ie AirTags)” (% any agree), by age, 2023
- **Age and financial status dictate concern over medical care**
  - Figure 47: Concern about cost and availability of medical care at destination (any rank), by perceived financial status, 2023
- **South Asian consumers are more likely to care about accommodations and medical care**
  - Figure 48: Top three concerns when booking 2023 travel destination (any rank), South Asian consumers vs overall, 2023
  - Figure 49: Holiday Inn Express Instagram post, June 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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### INFLATION AND TRAVEL IN 2023

- Inflation is impacting 80% of travellers' plans in 2023**  
Figure 50: Impact of inflation on travel plans, 2023  
Figure 51: Impact of inflation on travel plans (select), by gender, 2023
- Older consumers are less concerned about inflation's impact on travel plans**  
Figure 52: Impact of inflation on travel plans, by age, 2023
- South Asian consumers are travelling no matter what**  
Figure 53: Impact of inflation on travel plans (select), South Asian consumers vs overall, 2023  
Figure 54: Lynx Air Instagram post, June 2023  
Figure 55: SellOffVacations.com Instagram post, May 2023

### TRAVEL GOALS

- The majority of Canadians are seeking relaxation**  
Figure 56: Travel goals in 2023, 2023  
Figure 57: Travel goals in 2023 (select), by gender, 2023
- Travel goals skew with age**  
Figure 58: Travel goals in 2023, by age, 2023  
Figure 59: Hotel Figueroa Instagram post, June 2023
- Needing a break from (in-person) work**  
Figure 60: Workplace location, 2023  
Figure 61: Relaxing is one of my travel goals of 2023. by workplace location, 2023
- Quebecers are motivated somewhat differently**  
Figure 62: Travel goals in 2023 (select), English-speaking vs French-speaking Quebecers, 2023  
Figure 63: Air Transat Instagram post, June 2023
- South Asian consumers' travel goals are multiple**  
Figure 64: Travel goals in 2023 (select), South Asian consumers vs overall, 2023

### TRAVEL INSPIRATION

- Word of mouth and previous experience still top the list**  
Figure 65: Travel destination inspiration, 2023  
Figure 66: Travel destination inspiration, by age, 2023  
Figure 67: Travel destination inspiration (select), by gender and age, 2023
- South Asian consumers are seeking inspiration in many places**  
Figure 68: Travel destination inspiration (select), South Asian consumers vs overall, 2023
- Quebec trusts travel advisors**

### What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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Figure 69: Inspiration for my next trip came from a travel advisor recommendation, Quebec vs overall, 2023

### ATTITUDES TOWARD TRAVEL

- Spending on travel is intentional**  
Figure 70: Attitudes towards travel (% any agree), by age, 2023
- Consumers are craving support and have high expectations**  
Figure 71: Attitudes towards travel (% any agree), 2023
- Certain consumers are concerned about the environment**  
Figure 72: "I am more concerned with the environmental impact of travel than before" (% any agree), by age and gender, 2023  
Figure 73: Iberostar Instagram post, May 2023
- Better financial situations mean desire for travel insurance**  
Figure 74: "Travel insurance has become more important to me since COVID-19" (% any agree), by perceived financial status, 2023
- Wi-Fi and cell service quality matters**  
Figure 75: "Poor Wi-Fi or cell service can ruin a vacation" (% any agree), by age, 2023  
Figure 76: Air Transat Instagram post, May 2023
- South Asian consumers are intentionally spending**  
Figure 77: Top places of birth of recent Canadian immigrants, 2021  
Figure 78: Attitudes towards travel (% any agree), South Asian consumers vs overall, 2023

### APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

### What's included

Executive Summary

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