

## US Travel - Canada - February 2018

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"Most Canadians have taken a leisure trip to the US in the past two years with shopping trips being the most common focus for these journeys. Canadians deterred from travelling to the US due to the stronger US Dollar and perhaps the political climate create hurdles that need to be overcome."

- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- **Cost and weather/climate are chief influencing factors when choosing a destination**
- **Most consumers cite value of the US Dollar affecting their travel plans**
- **A weak Loonie and high gas prices may affect travel plans**

Operators in the category will also need to address cost sensitivities as the largest share of consumers are influenced by price when choosing a US destination. This may translate to the need for brands to offer promotions highlighting unique activities and attractions. Incentives and last-minute deals will enhance the opportunity to lure consumers seeking an affordable getaway. Furthermore, consumer attitudes indicate that Canadians are influenced by reviews and that a positive past experience can sway their decision to revisit a destination.

This Report focuses on leisure travel that consumers have done within the United States in the 24 months leading up to November 2017. Areas covered in the Report include types of leisure trips, factors impacting choice of destination, vacation planning resources used and attitudes towards US travel. Macroeconomic factors affecting travel and tourism to the US are also explored. The Report also looks at marketing and advertising campaigns from this category and trends impacting the industry.

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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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