

The Experiential Traveller - Canada - May 2019

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This report looks at the following areas:

- Attracting the spontaneous traveller
- Age groups are inspired by different channels
- Alternative accommodations challenge the hotel sector

This Report focuses on leisure travel and, more specifically, the types of experiences that travellers have done and what they plan to do. It also covers travel influencers, activity inspiration, travel priorities and attitudes about travelling. Additionally, it includes the challenges the market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.



"Canadians are savvy leisure travellers, with the majority having taken an overnight leisure trip in the past year. Most consumers have eaten at a local restaurant in the past year, which ranks as a top travel priority. Travel influencers revolve around exploring new places, trying something that consumers have never done before and that cannot be done anywhere else."

- Andrew Zmijak, Research

Analyst

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