"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

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.
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  Sharing economy continues to evolve

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