TOURISM IN CANADA:

ASSESSING THE IMPACT OF COVID-19 ON CURRENT AND FUTURE TRAVEL

Created by Leger

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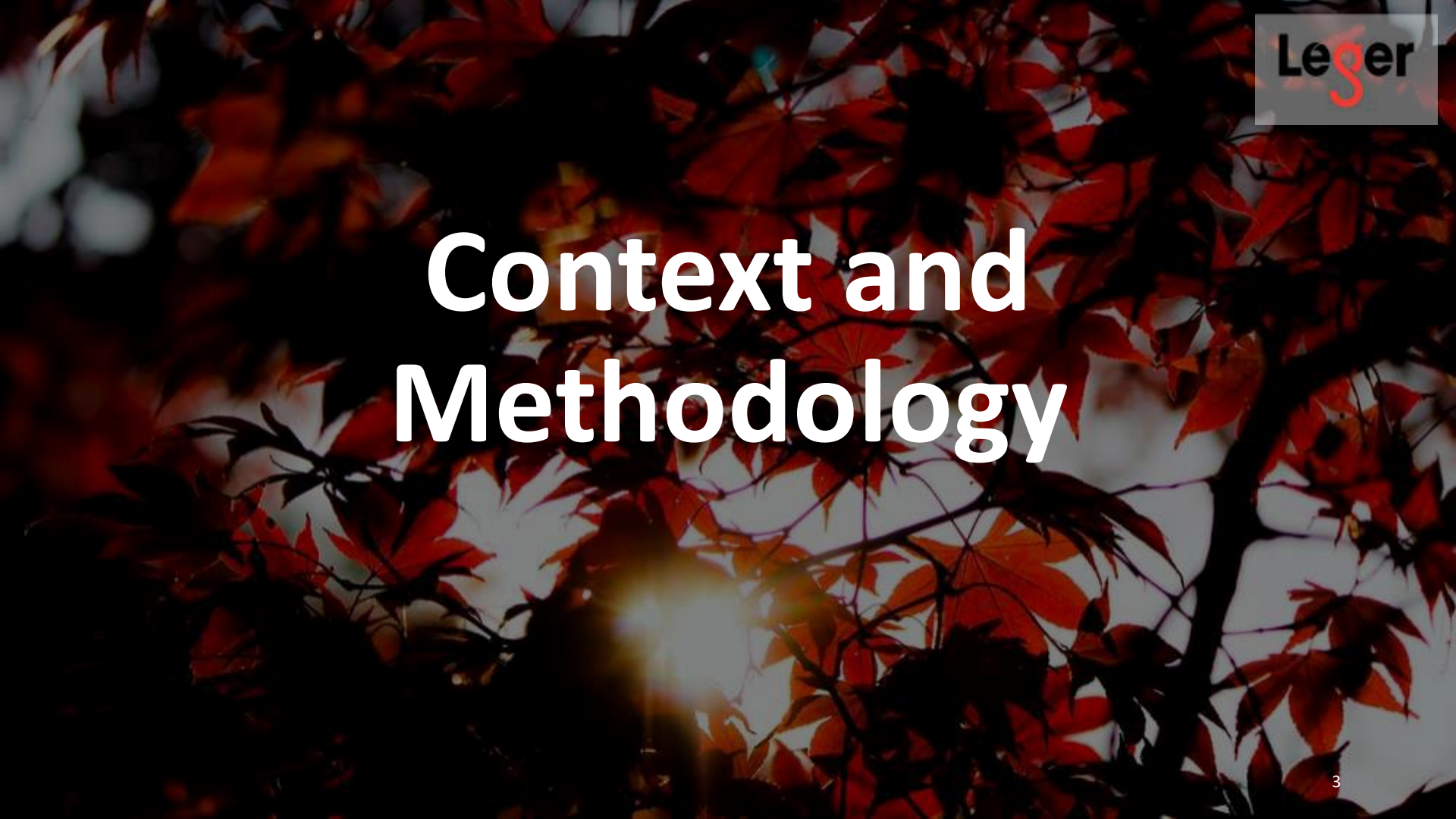

Context and Methodology

Understanding Travel and Tourism Following COVID-19

Since the onset of the COVID-19 pandemic, the tourism industry has been effectively shut down around the globe. This has resulted in a deep and direct hit to airlines, hotels, tour operators, restaurants, and so many other tourism-related businesses.

As researchers and scientists continue to predict the course of COVID-19, provinces have started to initiate plans to relaunch the economy to return cities to a level of normalcy that has not existed since March. While we do not know the full extent of the impact that COVID-19 will have, we do know that its effects will be felt long after the travel bans and social distancing measures are removed.

There are many questions that tourism operators are going to be facing in the coming months to which many of the answers to are unknown. There is no question that travel will be impacted for months, if not for years to come. Our goal is to redefine travel and tourism and to develop an in-depth understanding of the attitudes, needs, motivations, and behaviours of travellers in what may be a "new normal."

The present report was designed to provide a comprehensive look at the current and future state of travel and tourism in Canada to provide the industry with the insights and recommendations needed to help achieve success moving forward.

OBJECTIVES OF THE CURRENT REPORT

The research results provided in this report are designed to provide an understanding of the current mindset of travellers in a world following COVID-19. Specifically, the goals of the present research were to address the following questions:

- How were 2020 travel plans impacted by COVID-19?
- Will travellers be more inclined to stay closer to home and engage in more driving tourism, or will travellers be comfortable taking domestic and international flights to further destinations?
- What level of comfort do travellers report when considering different modes of transportation?
- What forms of accommodations will be in the competitive set of potential travellers?

Methodology

- Web survey using computer-assisted Web interviewing (CAWI) technology
- From June 9th to 21st, 2020
- 2,031 Canadians 18 years of age or older, randomly recruited from the LEO online panel
- No margin of error can be associated with a non-probability sample (Web panel in this case). However, for comparative purposes, a probability sample of 2,031 respondents would have a margin of error of ±2.51%, 19 times out of 20.

Methodology

Notes on Reading this Report

The numbers presented in this report have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in **bold red characters** indicate a significantly lower proportion than that of other respondents. Conversely, data in **bold green characters** indicate a significantly higher proportion than that of others respondents.

If you have questions about the data presented in this report, please contact Eddie Sheppard, Associate Vice President at the following email address: kesheppard@leger360.com.

Key Trends

CHANGING HOW WE APPROACH TRAVEL

CHANGING HOW WE TRAVEL

When considering future travel, ¾ of Canadians noted that they will change how they travel moving forward. Specifically, respondents noted that they will avoid places with large groups of people (70%), avoid travelling during peak season (56%), and take more trips within their province and closer to home (55%). This suggests that Canadians travel intentions are heavily impacted by the presence of the COVID-19 pandemic. Canadians are looking for travel experiences that provide them with the opportunity to stay close to home, while also being able to avoid mass gatherings of travellers. The desire to avoid large crowds if is further supported by the finding that travellers are far more comfortable taking part in outdoor travel experiences and staying in outdoor accommodations.

KEY ELEMENTS THAT INFLUENCE TRAVEL DECISIONS

In addition to how they approach travel, Canadians also noted key elements that they will factor into their decision when considering future travel plans. In addition to searching for cultural attractions (68%), fun attractions (59%) and iconic landmarks (53%), Canadians are also taking into consideration measures that will help protect them from COVID-19. Specifically, Canadians noted that their decision to travel will be influenced by:

- Clear communication of measures put in place to protect them from COVID-19 (75%)
- Areas designated as being COVID-19 free (71%)
- Ability to avoid large crowds or gatherings (68%)

These results suggest that tour operators must develop-communications and marketing campaigns that clearly inform travellers of the steps they have taken to protect them from COVID-19 as this will play a significant role in reestablishing traveller confidence and trust moving forward..

FOCUSING ON REGIONAL, PROVINCIAL TRAVEL

TRANSITIONING TO REGIONAL ROADTRIPS

Nearly ½ of travellers who have changed their 2020 travel plans have adjusted their travel from an international destination to a domestic destination that they can reach by car. In addition to this, 60% of Canadians plan to spend more time traveling within their stage in the next 12 months, while 64% plan to take more 'staycations' during this time. In support of the decision to engage in more regional based travel experiences, 70% of Canadians noted that they plan to stay within 5-hours of their home on the next trip that they take. These results provide evidence of a shift towards local, regional and provincial travel in the coming months as travellers spend more time travelling within their province.

CANADIANS ARE RISK AVERSE WHEN CONSIDERING FUTURE TRAVEL PLANS

Canadians are far more comfortable travelling with their own province than the rest of Canada or internationally. Currently, Canadians are significantly more comfortable travelling locally for a 'staycation' (46%), within their region (38%), and within their province (31%). Canadians are far less comfortable with travel across the rest of Canada and/or to international destinations. When leaving ones province, levels of comfort are heavily influenced by two key events:

- ***Indication from the Canadian government that it is safe to travel:*** Canadian travellers noted that they would feel comfortable travelling to neighbouring provinces (30%) and across the rest of Canada (29%) once the government indicates that it is safe to travel again.
- ***The development of a vaccine to treat COVID-19:*** Canadian's comfort levels with international travel are heavily influenced by the development of a COVID-19 vaccine. Specifically, one-third of Canadians noted they would feel comfortable travelling to the United States (30%), Mexico/Central America (31%) and abroad (35%) once there is a vaccine for COVID-19. Without the development of a vaccine to treat COVID-19, comfort with international travel remains quite low.

IMPROVING TRAVELLER CONFIDENCE AND COMFORT

PERCEPTIONS OF COMFORT AND SAFETY

While ¾ of Canadians noted that they are ready to travel again, 1 in 5 Canadians don't trust the current travel situation. In support of this, 60% of Canadians noted that they are not comfortable travelling on their own while 63% are not comfortable travelling with their family at the moment. To help reestablish the tourism industry as economies continue to reopen and physical distancing measures are loosened, it is essential that tour operators establish procedures to help enhance traveller confidence. When considering various elements that would improve levels of comfort and security during travel, Canadians indicated four key elements that will positively influence their comfort:

CONTROL OF COVID-19

- Availability of a vaccine for COVID-19 (75%)
- Evidence that infection rates have stabilized (75%)
- Slowdown of the spread of COVID-19 (74%)

VISIBLE AND FREQUENT CLEANING

- Visible and frequent cleaning of public areas by staff (83%)
- Crew visibly and regularly disinfecting an airplane (81%)

SANITIZATION AVAILABLE TO GUESTS

- Providing ample hand sanitizer for guests (82%)
- Providing disinfectant wipes for guests (78%)

ENFORCING PHYSICAL DISTANCING

- Limiting the number of visitors in an area at one time (75%)
- Requiring physical distancing of 2 metres at all times (70%)

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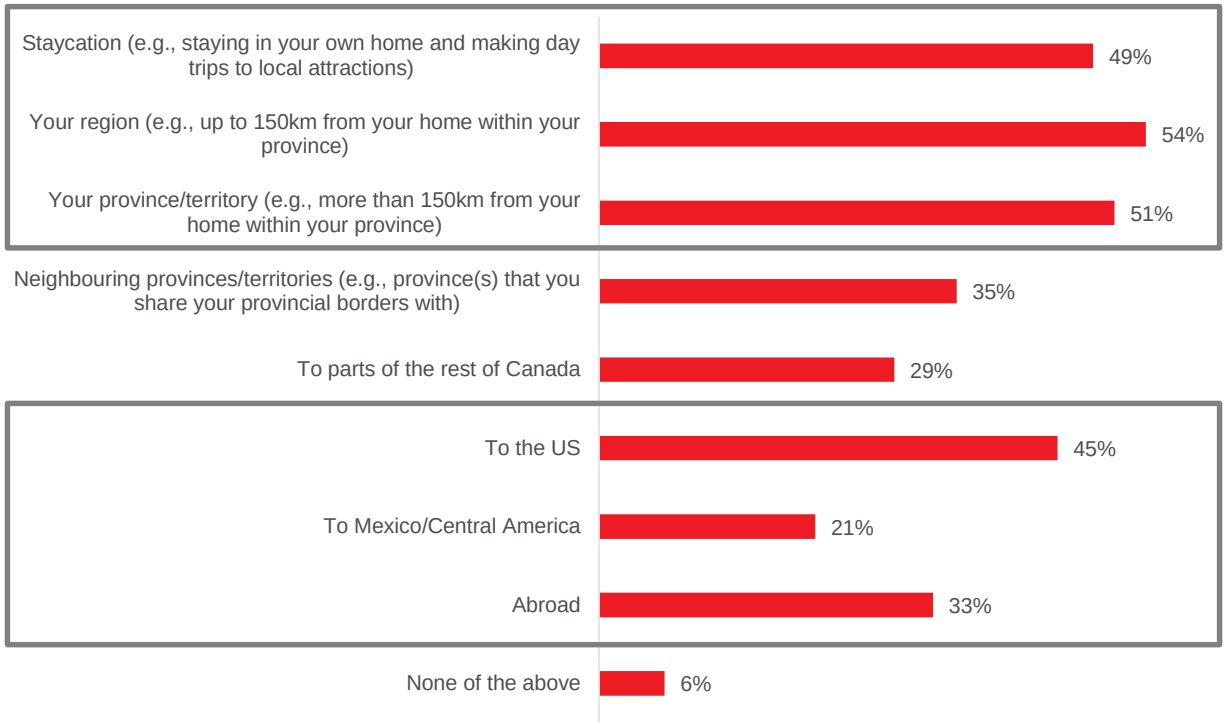
Previous Travel Experiences

Leisure Travel in the Last Three Years

Q. In the past 3 years, which of the following leisure trips have you taken? Please select all that apply. (Base n=2031)



75% of Canadians have travelled within their own province in the last three years

64% of Canadians have travelled internationally in the last three years

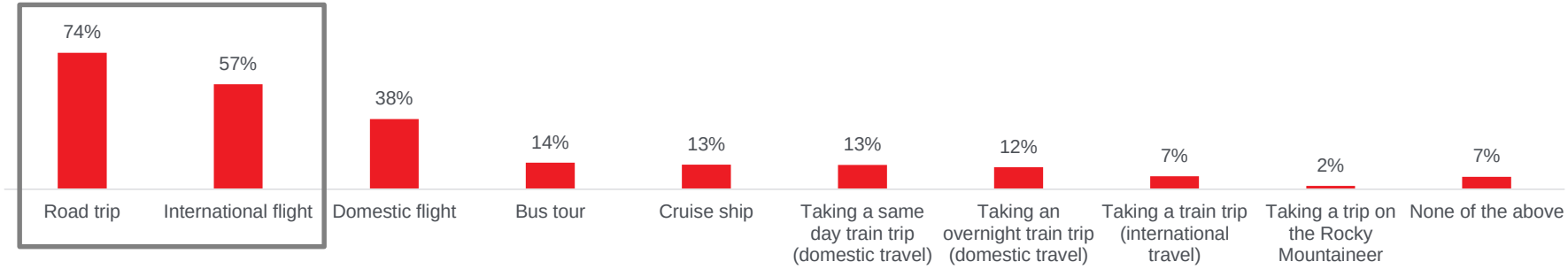
Leisure Travel in the Last Three Years

Q. In the past 3 years, which of the following leisure trips have you taken? Please select all that apply. (Base n=2031)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
TOTAL PROVINCIAL TRAVEL (staycation, regional and provincial)	75%	78%	78%	75%	**72%**	78%	80%	**82%**	78%	**68%**
Staycation (e.g., staying in your own home and making day trips to local attractions)	49%	46%	51%	45%	47%	49%	**62%**	**58%**	**54%**	**38%**
Your region (e.g., up to 150km from your home within your province)	54%	56%	57%	54%	**50%**	54%	**67%**	**63%**	55%	**47%**
Your province/territory (e.g., more than 150km from your home within your province)	51%	51%	**58%**	45%	**47%**	54%	59%	55%	54%	**45%**
Neighbouring provinces/territories (e.g., province(s) that you share your provincial borders with)	35%	30%	**54%**	**49%**	**30%**	**29%**	**55%**	36%	37%	33%
To parts of the rest of Canada	29%	29%	**35%**	**49%**	30%	**17%**	38%	32%	29%	27%
To the US	45%	**52%**	39%	48%	**50%**	**39%**	35%	42%	46%	47%
To Mexico/Central America	21%	21%	26%	21%	22%	21%	12%	18%	24%	21%
Abroad	33%	34%	30%	25%	35%	34%	28%	34%	32%	33%
None of the above	6%	6%	5%	6%	8%	5%	6%	**4%**	6%	**9%**

Modes of Transportation Used in the Last Three Years

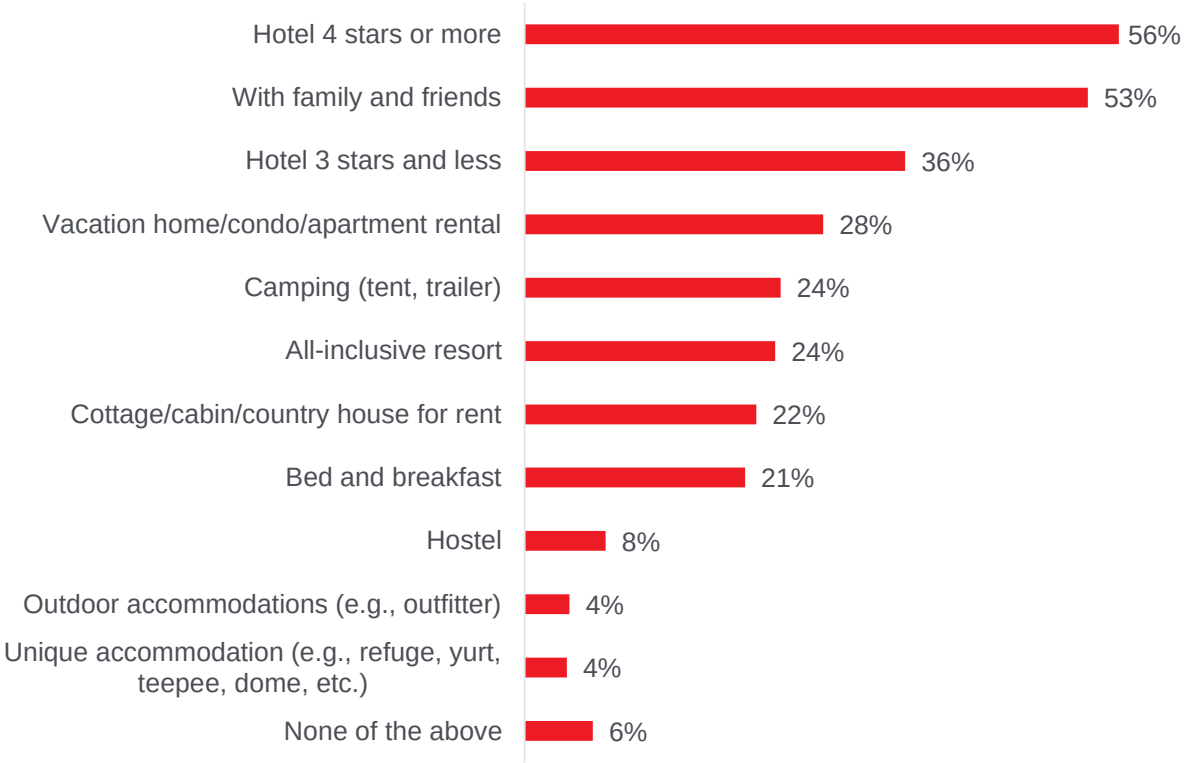
*Q. In the past 3 years, which of the following **modes of transportation** have you taken for your leisure travel? Please select all that apply. (Base n=2031)*



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Road trip	74%	57%	**60%**	53%	51%	49%	60%	**59%**	54%	51%
International flight	57%	57%	53%	53%	59%	55%	59%	56%	57%	56%
Domestic flight	38%	**48%**	**44%**	42%	37%	**25%**	35%	41%	41%	**33%**
Bus tour	14%	18%	19%	18%	20%	23%	**30%**	**26%**	18%	19%
Cruise ship	13%	9%	6%	2%	7%	**12%**	5%	**15%**	6%	**4%**
Taking a same day train trip (domestic travel)	13%	20%	26%	22%	**29%**	**19%**	21%	23%	25%	23%
Taking an overnight train trip (domestic travel)	12%	**15%**	**16%**	22%	24%	24%	**37%**	**29%**	20%	**16%**
Taking a train trip (international travel)	7%	29%	**32%**	34%	**19%**	29%	23%	**37%**	**31%**	**14%**
Taking a trip on the Rocky Mountaineer	2%	4%	4%	2%	3%	**7%**	4%	**7%**	4%	**2%**
None of the above	7%	6%	4%	3%	3%	5%	3%	**7%**	4%	**2%**

Accommodations Used in the Last Three Years

*Q. In the past 3 years, which of the following **accommodations** have you stayed in for your leisure travel? Please select all that apply. (Base n=2031)*



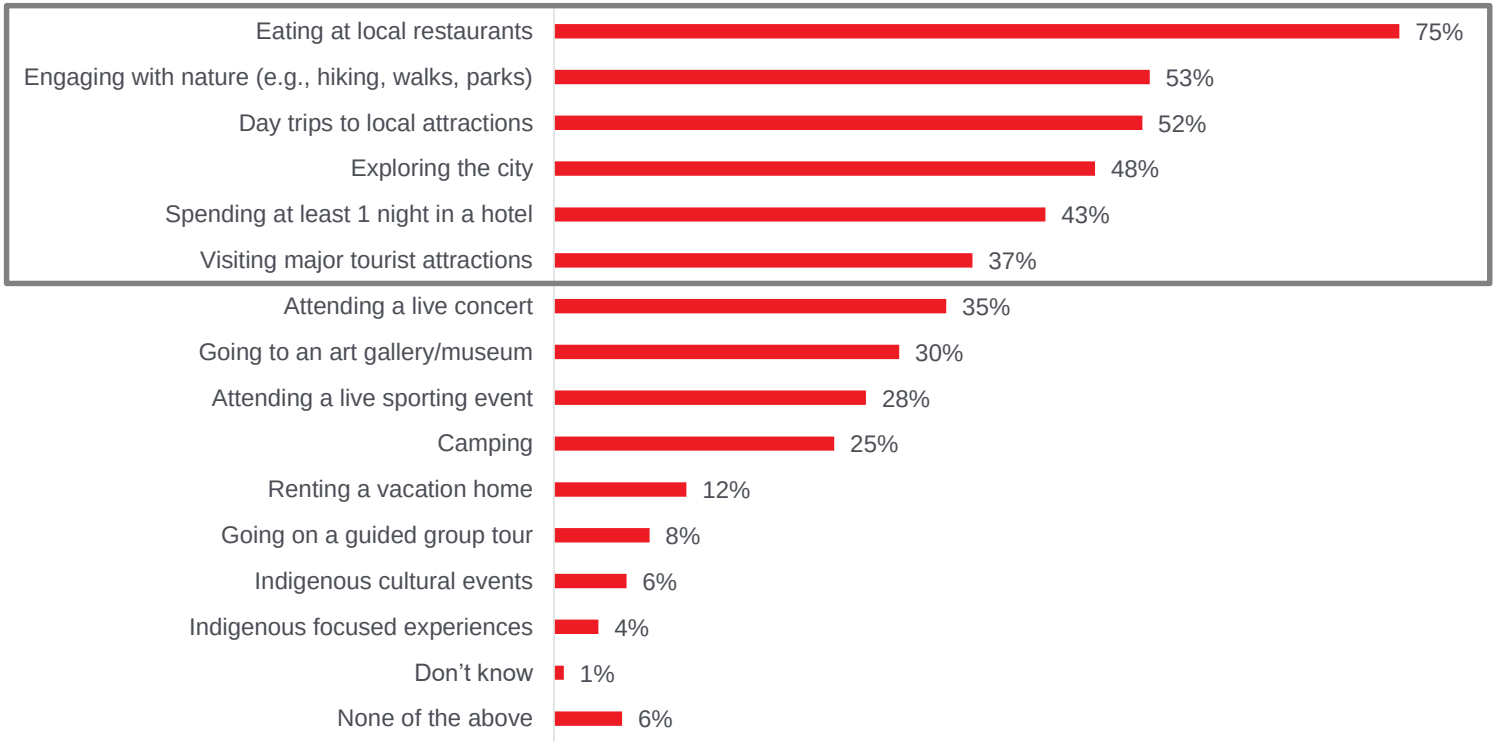
Accommodations Used in the Last Three Years

*Q. In the past 3 years, which of the following **accommodations** have you stayed in for your leisure travel? Please select all that apply. (Base n=2031)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Hotel 4 stars or more	56%	57%	53%	52%	58%	54%	60%	56%	58%	55%
With family and friends	53%	57%	60%	52%	51%	49%	60%	58%	52%	51%
Hotel 3 stars and less	36%	47%	44%	41%	36%	25%	35%	40%	39%	31%
Vacation home/condo/apartment rental	28%	32%	35%	26%	26%	26%	27%	32%	28%	25%
Camping (tent, trailer)	24%	27%	33%	36%	18%	26%	19%	35%	29%	12%
All-inclusive resort	24%	20%	26%	21%	28%	19%	21%	24%	25%	22%
Cottage/cabin/country house for rent	22%	15%	16%	24%	23%	23%	32%	29%	21%	17%
Bed and breakfast	21%	18%	20%	18%	19%	22%	33%	27%	18%	19%
Hostel	8%	8%	7%	3%	7%	11%	5%	14%	6%	4%
Outdoor accommodations (e.g., outfitter)	4%	4%	5%	3%	3%	7%	4%	6%	4%	3%
Unique accommodation (e.g., refuge, yurt, teepee, dome, etc.)	4%	6%	5%	3%	3%	5%	2%	7%	4%	2%
None of the above	6%	4%	3%	7%	8%	6%	8%	2%	5%	10%

Regional Travel Experiences in the Last Three Years

*Q. In the last 3 years, which of the following experiences have you taken part in **within your own region** (i.e., within 150km or 3-hours from your home)? Please select all that apply.* (Base n=2031)



Regional Travel Experiences in the Last Three Years

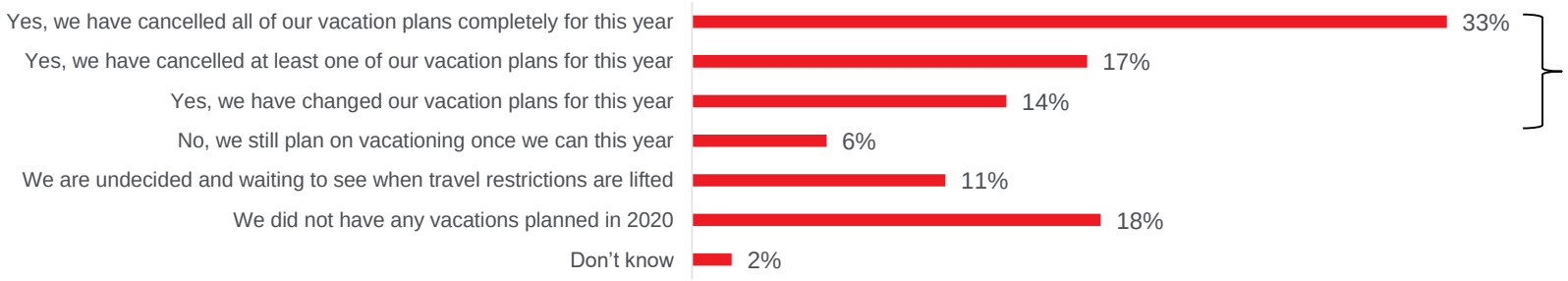
Q. In the last 3 years, which of the following experiences have you taken part in **within your own region** (i.e., within 150km or 3-hours from your home)? Please select all that apply. *(Base n=2031)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Eating at local restaurants	75%	80%	76%	75%	73%	73%	76%	**67%**	76%	**78%**
Engaging with nature (e.g., hiking, nature walks, visiting parks)	53%	**63%**	59%	46%	**48%**	51%	58%	57%	55%	**46%**
Day trips to local attractions	52%	**58%**	55%	49%	54%	**42%**	59%	53%	55%	48%
Exploring the city	48%	54%	51%	42%	48%	42%	51%	**59%**	49%	**39%**
Spending at least 1 night in a hotel	43%	46%	47%	33%	42%	43%	53%	42%	**48%**	40%
Visiting major tourist attractions	37%	39%	40%	31%	38%	33%	40%	**43%**	**41%**	**29%**
Attending a live concert	35%	36%	31%	37%	32%	39%	33%	34%	37%	33%
Going to an art gallery/museum	30%	35%	35%	36%	**26%**	31%	32%	33%	31%	28%
Attending a live sporting event	28%	26%	29%	38%	29%	**22%**	29%	32%	29%	23%
Camping	25%	25%	**35%**	33%	**18%**	28%	25%	**35%**	**29%**	**13%**
Renting a vacation home	12%	12%	10%	10%	12%	12%	12%	**16%**	12%	**8%**
Going on a guided group tour	8%	8%	6%	6%	7%	**14%**	6%	9%	9%	7%
Indigenous cultural events	6%	9%	10%	7%	5%	5%	8%	7%	7%	5%
Indigenous focused experiences	4%	**7%**	6%	6%	3%	2%	3%	6%	4%	3%
None of the above	6%	4%	4%	9%	7%	7%	4%	4%	5%	**8%**
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%

Impact of COVID-19 on 2020 Travel Plans

Two-Thirds of Canadians Have Changed Their Travel Plans as a Result of COVID-19

Q. Have you changed travel plans in 2020 due to the COVID-19 pandemic? (Base n=2031)

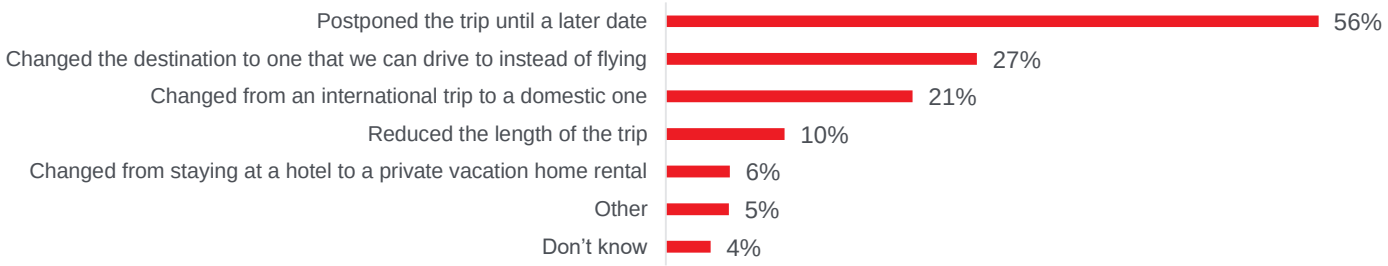


64% of Canadians have cancelled and/or changed their travel plans due to COVID-19

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
TOTAL YES	64%	64%	66%	62%	65%	62%	58%	**71%**	65%	**58%**
Yes, we have cancelled all of our vacation plans completely for this year	33%	34%	35%	27%	36%	28%	30%	36%	33%	30%
Yes, we have cancelled at least one of our vacation plans for this year	17%	16%	16%	26%	18%	16%	14%	19%	16%	17%
Yes, we have changed our vacation plans for this year	14%	14%	15%	8%	11%	18%	14%	16%	15%	11%
No, we still plan on vacationing once we can this year	6%	5%	6%	8%	6%	5%	8%	5%	6%	7%
We are undecided and waiting to see when travel restrictions are lifted	11%	11%	7%	12%	11%	11%	14%	9%	11%	13%
We did not have any vacations planned in 2020	18%	18%	19%	18%	16%	19%	18%	14%	17%	21%
Don't know	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%

½ of Canadians have who have changed travel plans have postponed their vacations

Q. How have your travel plans changed? (only asked if respondents noted they have changed their travel plans on previous slide; Base n=286)

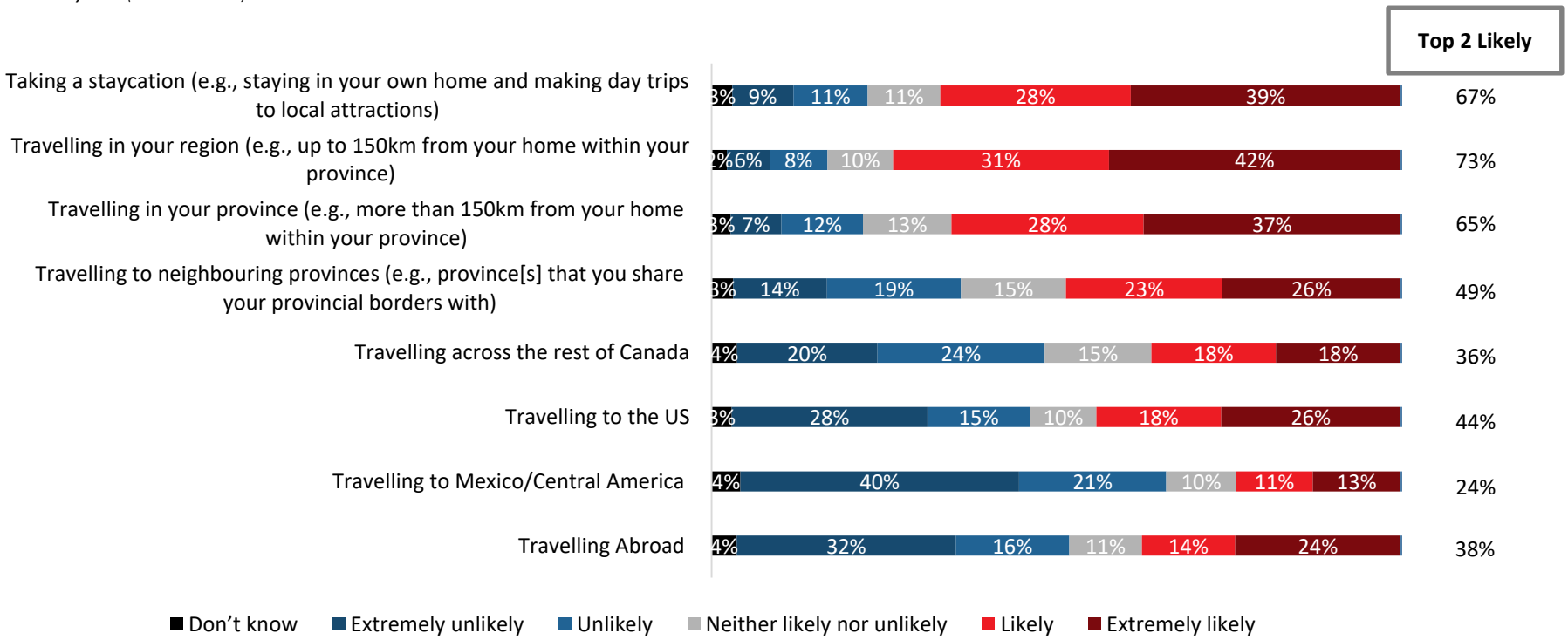


	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**286**	57	58	10	71	77	13	88	119	79
Postponed the trip until a later date	56%	70%	73%	60%	67%	**33%**	54%	48%	55%	67%
Changed the destination to one that we can drive to instead of flying	27%	22%	25%	32%	19%	38%	23%	26%	30%	23%
Changed from an international trip to a domestic one	21%	17%	24%	22%	15%	27%	30%	30%	20%	14%
Reduced the length of the trip	10%	5%	14%	24%	11%	8%	14%	10%	14%	5%
Changed from staying at a hotel to a private vacation home rental	6%	6%	8%	0%	5%	7%	0%	7%	5%	4%
Other	5%	5%	4%	15%	5%	6%	0%	4%	4%	9%
Don't know	4%	1%	2%	0%	1%	**10%**	0%	4%	3%	5%

Note: Small n across regional differences, interpret with caution

Leisure Destinations Considered Prior to COVID-19

*Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider travelling to each of the following **domestic destinations** this year? (Base n=2014)*



Leisure Destinations Considered Prior to COVID-19

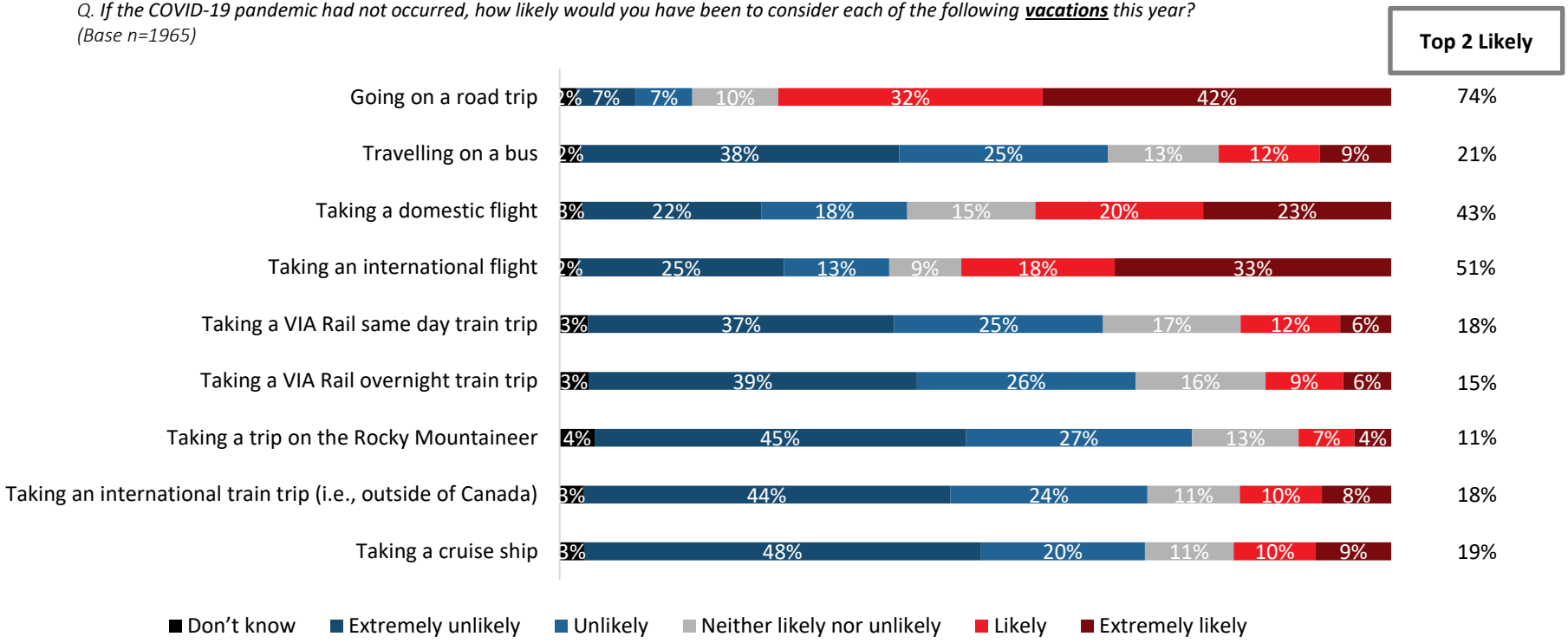
*Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider travelling to each of the following **destinations** this year? (Base n=2014)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2014**	400	399	122	594	401	98	545	748	721
Taking a staycation (e.g., staying in your own home and making day trips to local attractions)	67%	61%	70%	70%	66%	64%	**83%**	**73%**	67%	**63%**
Travelling in your region (e.g., up to 150km from your home within your province)	74%	70%	76%	81%	72%	74%	81%	77%	75%	70%
Travelling in your province (e.g., more than 150km from your home within your province)	65%	64%	71%	61%	63%	64%	75%	67%	68%	62%
Travelling to neighbouring provinces (e.g., province[s] that you share your provincial borders with)	49%	**42%**	**64%**	**62%**	**44%**	44%	**62%**	51%	50%	46%
Travelling across the rest of Canada	36%	36%	42%	**53%**	38%	**26%**	39%	**43%**	37%	**31%**
Travelling to the US	44%	48%	40%	40%	**50%**	**37%**	38%	45%	44%	43%
Travelling to Mexico/Central America	24%	27%	28%	26%	23%	23%	18%	26%	**27%**	**19%**
Travelling Abroad	38%	40%	37%	**25%**	**41%**	35%	30%	41%	38%	34%

Note: Top 2 scores shown (likely + extremely likely)

Modes of Transportation Considered Prior to COVID-19

*Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following **vacations** this year?*
(Base n=1965)



Modes of Transportation Considered Prior to COVID-19

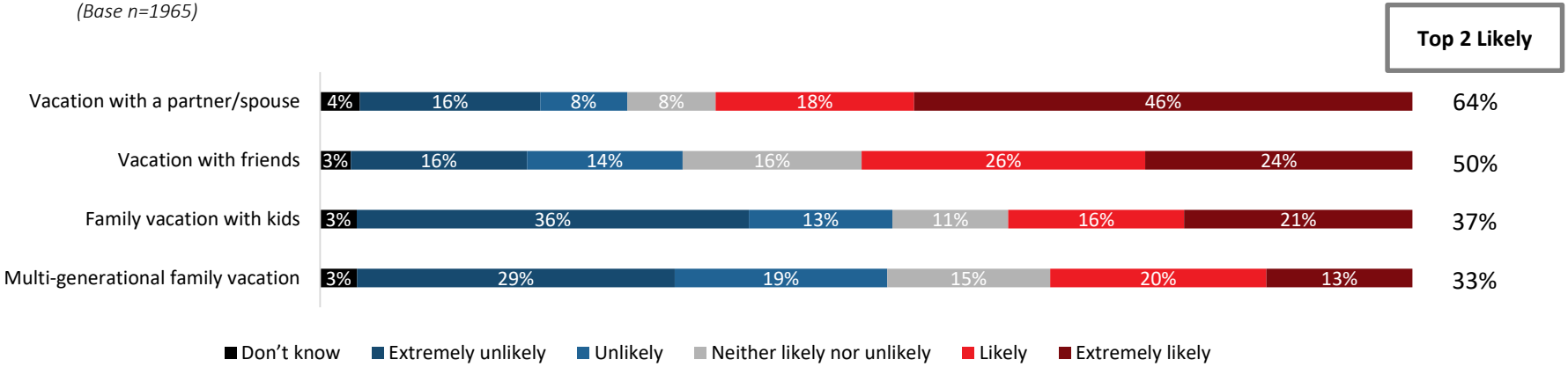
*Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following **modes of transportation** this year? (Base n=1965)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1965**	391	386	119	585	389	95	526	729	710
Going on a road trip	74%	71%	**81%**	76%	72%	72%	80%	**79%**	75%	**69%**
Travelling on a bus	21%	21%	20%	13%	**25%**	17%	21%	**32%**	19%	**15%**
Taking a domestic flight	43%	**56%**	**56%**	**53%**	43%	**24%**	47%	47%	43%	40%
Taking an international flight	52%	57%	55%	42%	**56%**	**44%**	49%	52%	53%	50%
Taking a VIA Rail same day train trip	18%	14%	**12%**	**7%**	**25%**	14%	19%	**24%**	17%	**15%**
Taking a VIA Rail overnight train trip	15%	11%	12%	10%	**20%**	11%	17%	**20%**	15%	**12%**
Taking a trip on the Rocky Mountaineer	11%	13%	**18%**	11%	13%	**5%**	9%	**18%**	11%	**6%**
Taking an international train trip (i.e., outside of Canada)	18%	20%	20%	12%	**22%**	**12%**	19%	**25%**	19%	**12%**
Taking a cruise ship	19%	22%	18%	13%	21%	16%	18%	18%	18%	21%

Note: Top 2 scores shown (likely + extremely likely)

Travel Experiences Considered Prior to COVID-19

*Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following **vacations** this year?*
(Base n=1965)

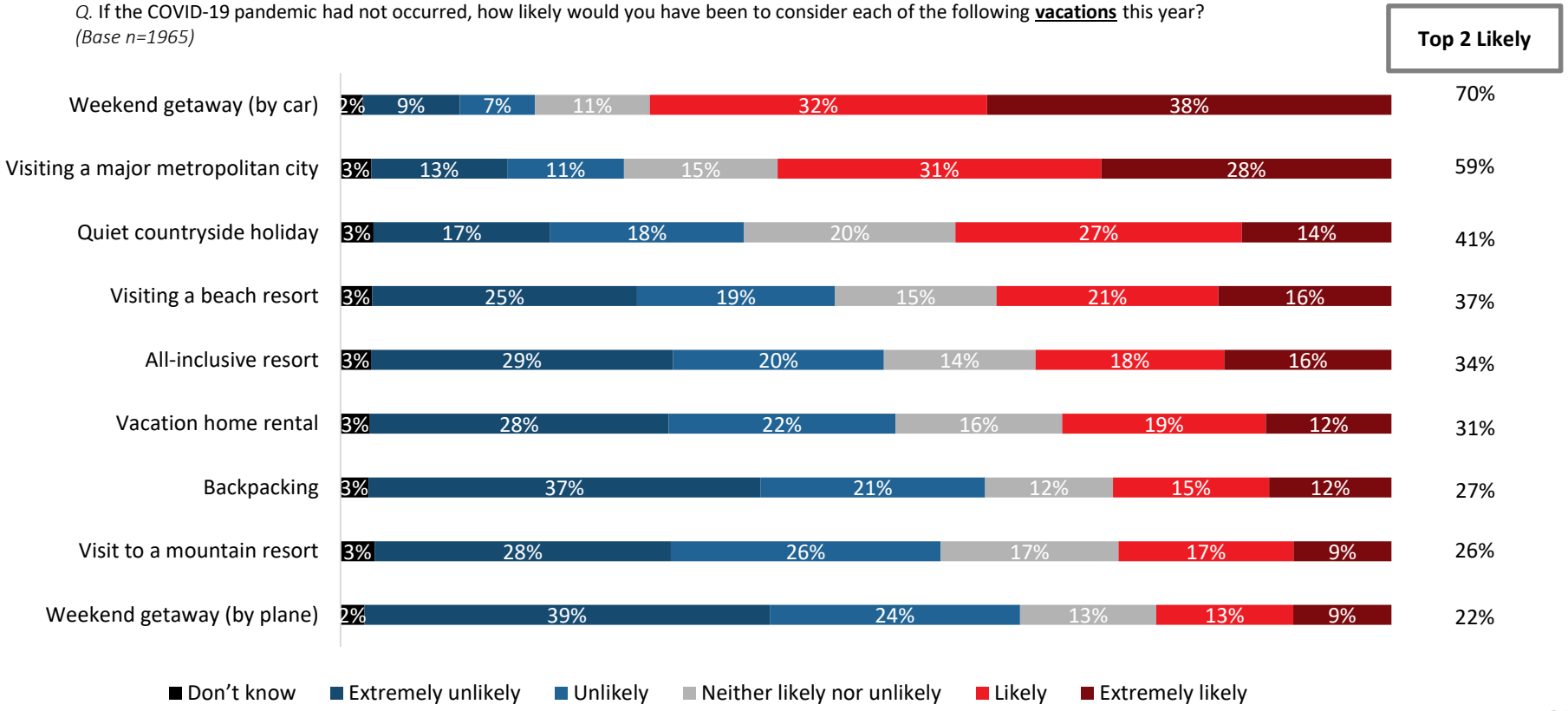


	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1965**	391	386	119	585	389	95	526	729	710
Vacation with friends	50%	51%	52%	45%	51%	49%	55%	**63%**	49%	**43%**
Vacation with a partner/spouse	64%	63%	65%	64%	62%	64%	72%	62%	66%	64%
Family vacation with kids	37%	**30%**	40%	36%	37%	41%	29%	36%	**48%**	**28%**
Multi-generational family vacation	33%	32%	38%	26%	33%	34%	34%	37%	33%	30%

Note: Top 2 scores shown (likely + extremely likely)

Vacations Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following **vacations** this year?
(Base n=1965)



Vacations Considered Prior to COVID-19

Q. If the COVID-19 pandemic had not occurred, how likely would you have been to consider each of the following **vacations** this year? (Base n=1965)

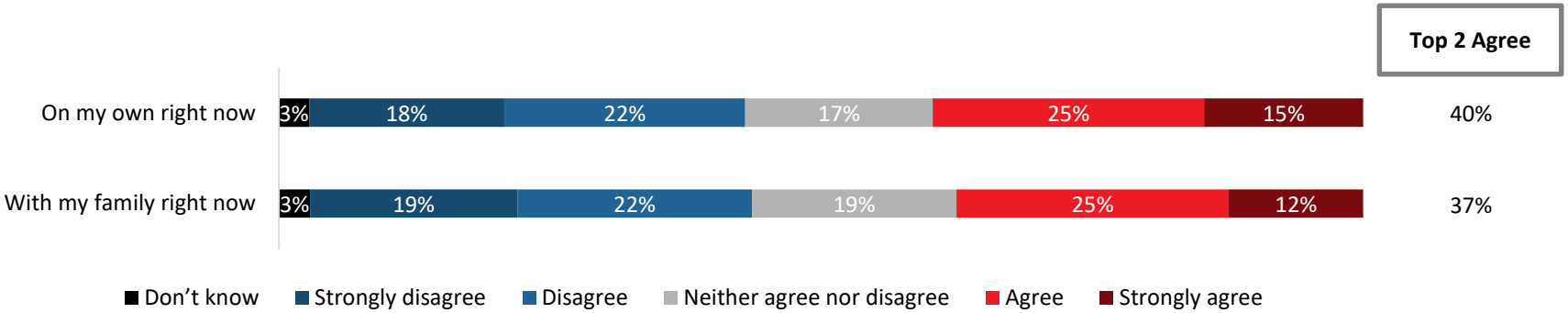
	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1965**	391	386	119	585	389	95	526	729	710
Weekend getaway (by car)	71%	69%	75%	70%	69%	72%	73%	**76%**	73%	**64%**
Visiting a major metropolitan city	58%	61%	62%	53%	60%	**51%**	66%	**64%**	60%	**53%**
Quiet countryside holiday	41%	37%	40%	37%	**37%**	**52%**	48%	**46%**	43%	**37%**
Visiting a beach resort	38%	36%	41%	41%	41%	**30%**	39%	39%	41%	**34%**
All-inclusive resort	34%	**27%**	32%	32%	**38%**	34%	28%	35%	36%	31%
Vacation home rental	31%	29%	33%	**20%**	32%	32%	37%	**40%**	33%	**23%**
Backpacking	27%	**20%**	24%	17%	**18%**	**50%**	22%	**37%**	28%	**18%**
Weekend getaway (by plane)	22%	23%	**31%**	20%	25%	**15%**	19%	**30%**	23%	**16%**
Visit to a mountain resort	26%	**34%**	**50%**	19%	**21%**	24%	**12%**	**31%**	**29%**	**20%**

Note: Top 2 scores shown (likely + extremely likely)

Comfort and Safety

Comfort with Travel

Q. When thinking about travel and tourism following the COVID-19 pandemic (e.g., when governments say that it is safe to travel again), how much do you agree with the following statement: (Base n=2010)

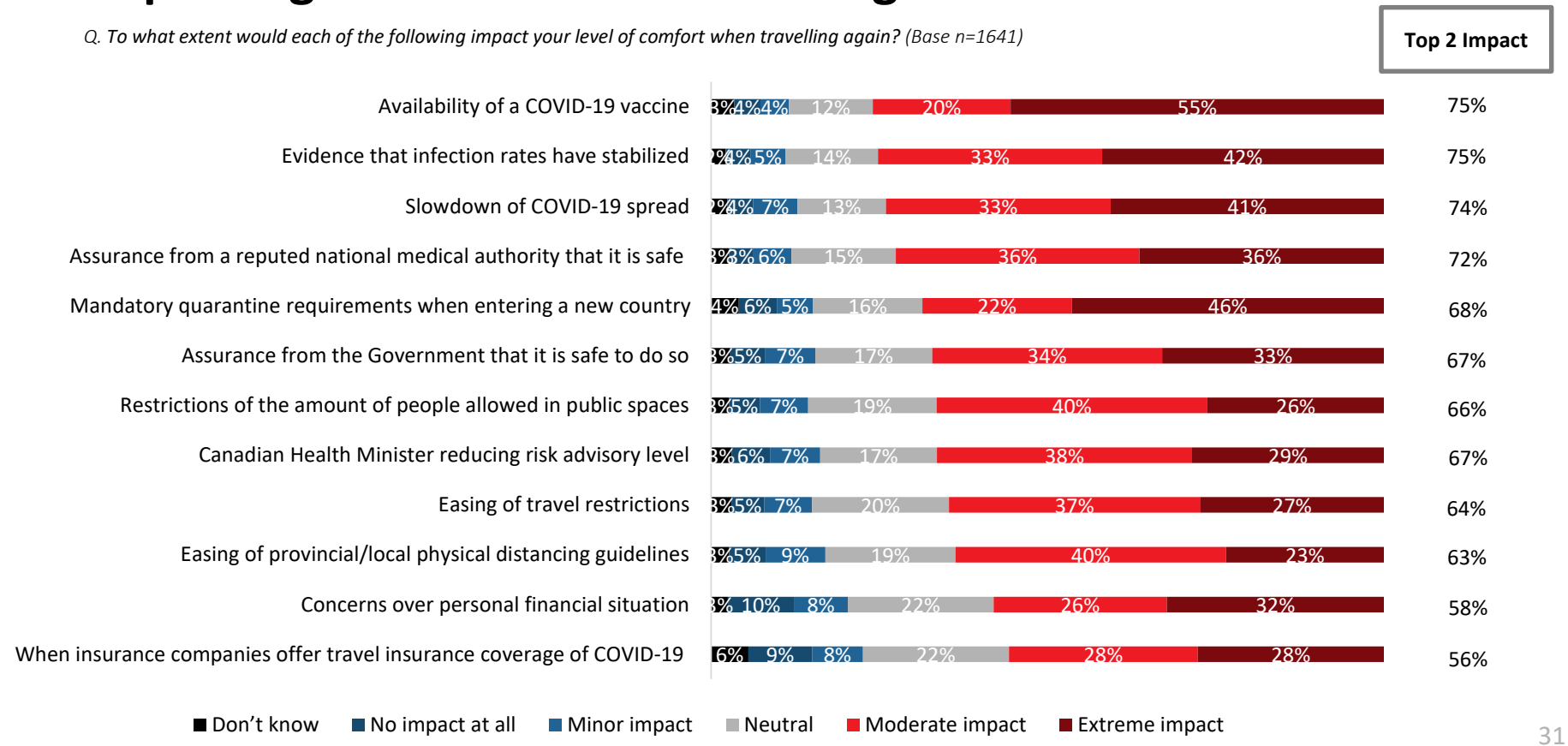


	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2010**	394	400	125	597	395	99	547	744	719
On my own right now	40%	45%	47%	37%	38%	36%	42%	39%	42%	38%
With my family right now	37%	42%	40%	35%	35%	37%	43%	39%	35%	38%

Note: Top 2 scores shown (agree + strongly agree)

Improving Comfort Levels Following COVID-19

Q. To what extent would each of the following impact your level of comfort when travelling again? (Base n=1641)



Improving Comfort Levels Following COVID-19

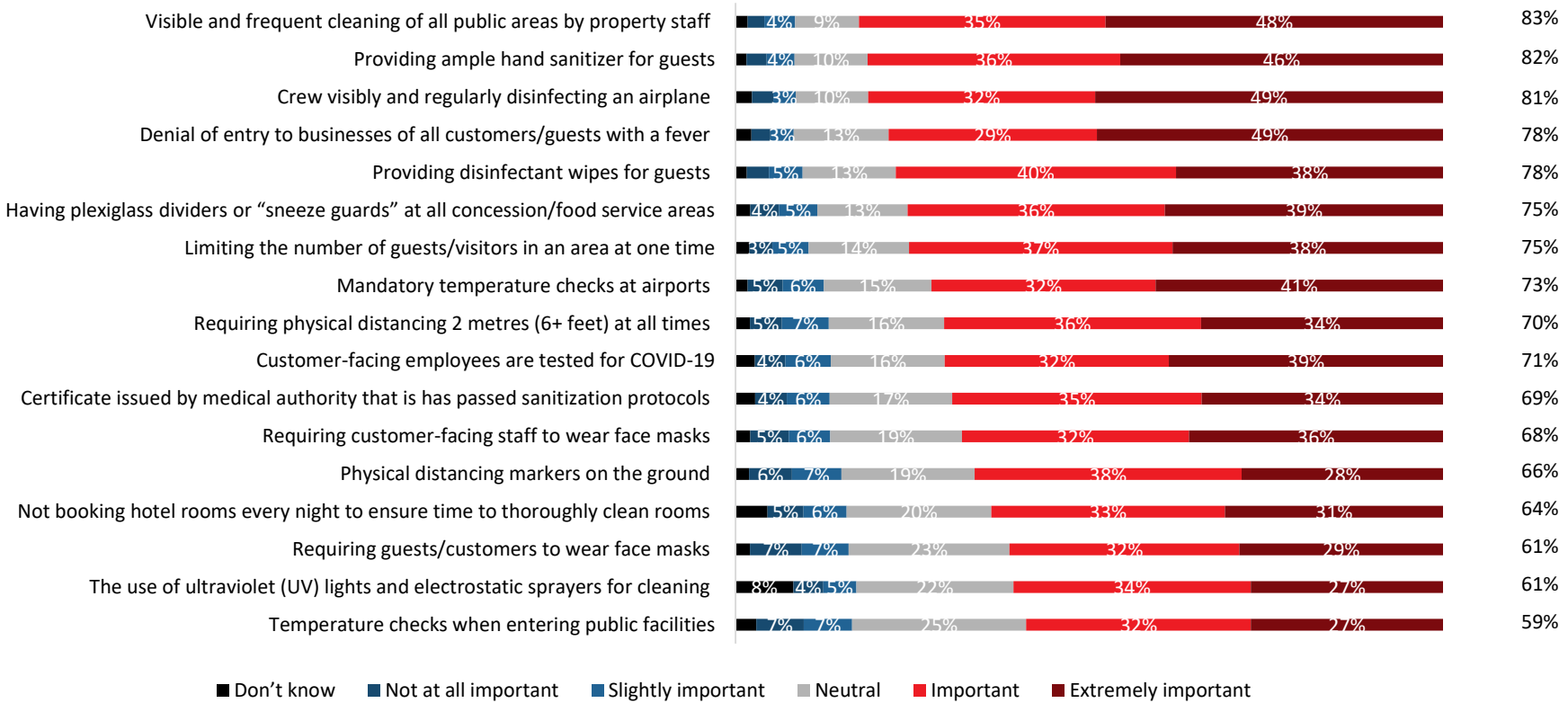
Q. To what extent would each of the following impact your level of comfort when travelling again? (Base n=1641

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1641**	335	323	103	488	315	77	449	602	590
Availability of a COVID-19 vaccine	76%	80%	74%	73%	77%	73%	78%	74%	**71%**	**82%**
Evidence that infection rates have stabilized	75%	77%	74%	76%	75%	74%	78%	74%	75%	76%
Assurance from a reputed national medical authority that it is safe	73%	72%	71%	70%	75%	75%	**56%**	72%	69%	76%
Assurance from the Government that it is safe to do so	67%	69%	62%	61%	68%	71%	60%	69%	65%	68%
When insurance companies offer travel insurance coverage of COVID-19	56%	55%	54%	59%	59%	54%	44%	52%	54%	59%
Slowdown of COVID-19 spread	74%	75%	72%	75%	75%	73%	69%	76%	72%	74%
Mandatory quarantine requirements when entering a new country	69%	67%	71%	65%	68%	72%	65%	63%	67%	**74%**
Canadian Health Minister reducing risk advisory level	66%	68%	64%	64%	67%	69%	56%	68%	65%	66%
Easing of provincial/local physical distancing guidelines	64%	66%	64%	63%	65%	61%	60%	64%	60%	66%
Easing of travel restrictions	65%	70%	66%	66%	66%	59%	59%	67%	63%	65%
Concerns for personal financial situation	58%	58%	60%	56%	57%	57%	62%	63%	57%	55%
Restrictions of the amount of people allowed in public spaces	66%	68%	71%	66%	66%	66%	65%	65%	64%	70%

Note: Top 2 scores shown (moderate + extreme impact)

Ways to Increase Comfort and Safety Moving Forward

*Q. When considering your levels of comfort when travelling over the next **12 months**, how important are each of the following with respect to increasing your feelings of comfort and safety? (Base n=1995)*



Ways to Increase Comfort and Safety Moving Forward

*Q. When considering your levels of comfort when travelling over the next **12 months**, how important are each of the following with respect to increasing your feelings of comfort and safety? (Base n=1995)*

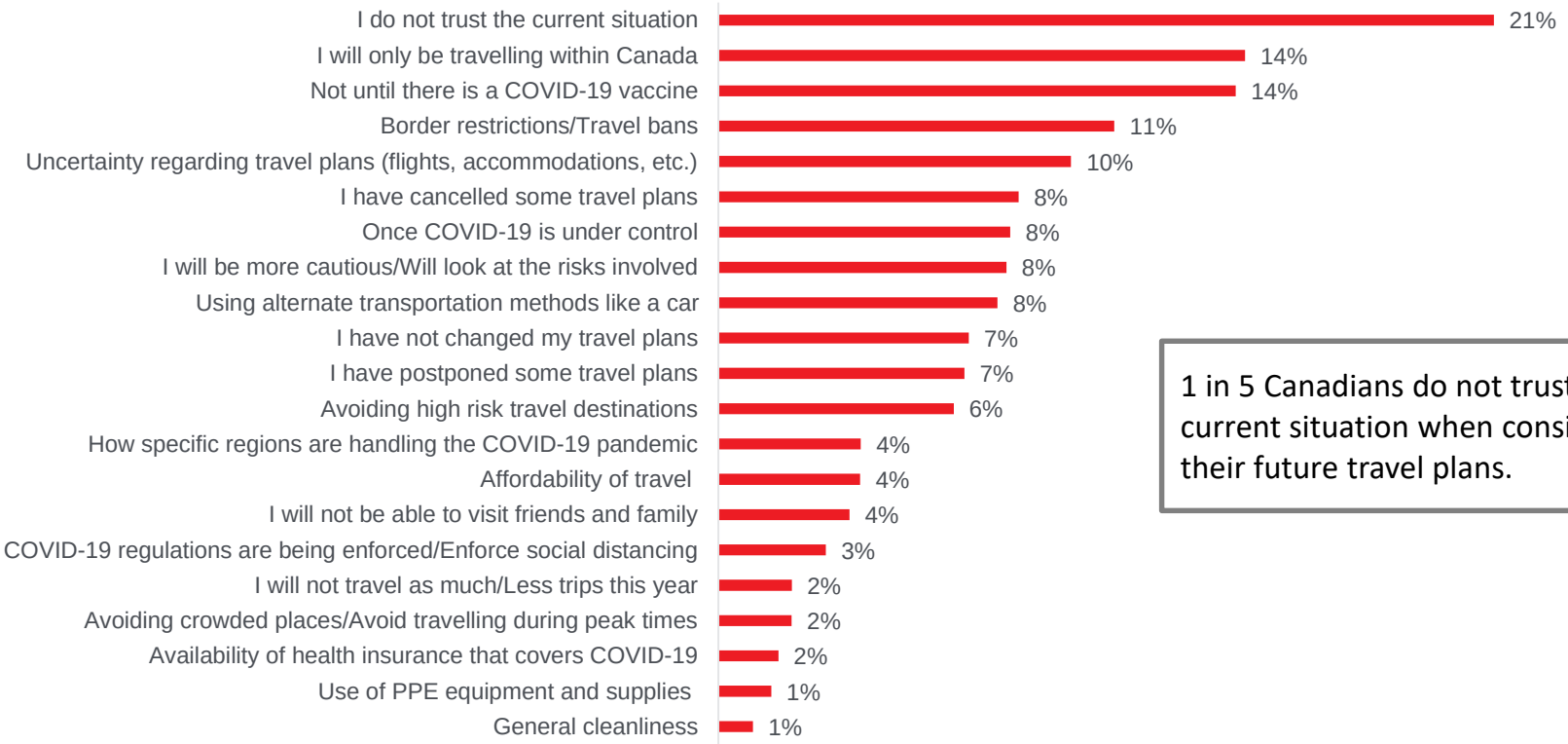
	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1995**	399	394	122	591	390	99	538	742	715
Visible and frequent cleaning of all public areas by property staff	83%	83%	81%	87%	83%	80%	88%	80%	80%	87%
Providing ample hand sanitizer for guests	81%	76%	82%	79%	83%	82%	83%	78%	79%	85%
Crew visibly and regularly disinfecting an airplane	81%	78%	80%	87%	82%	80%	82%	80%	79%	84%
Denial of entry to businesses of all customers/guests with a fever	78%	77%	76%	74%	79%	80%	77%	74%	74%	85%
Providing disinfectant wipes for guests	77%	74%	77%	78%	81%	72%	77%	74%	75%	82%
Having plexiglass dividers or “sneeze guards” at all concession/food service areas	76%	77%	76%	72%	80%	67%	82%	73%	74%	80%
Limiting the number of guests/visitors in an area at one time	75%	73%	74%	69%	80%	72%	77%	72%	74%	80%
Mandatory temperature checks at airports	72%	71%	70%	72%	73%	73%	70%	69%	69%	78%
Requiring physical distancing 2 metres (6+ feet) at all times	71%	73%	73%	67%	74%	62%	74%	66%	71%	73%
Assurance that customer-facing employees are required to be tested for COVID-19	70%	66%	72%	66%	76%	66%	63%	69%	67%	75%
Display certificate issued by local medical authority that is has passed sanitization protocols	69%	67%	69%	63%	75%	66%	64%	70%	65%	73%
Requiring customer-facing staff to wear face masks	68%	65%	62%	56%	73%	67%	70%	67%	65%	72%
Physical distancing markers on the ground	66%	61%	65%	58%	71%	63%	70%	64%	63%	70%
Not booking hotel rooms every night to ensure time to thoroughly clean rooms	64%	62%	60%	55%	67%	66%	56%	62%	62%	67%
The use of ultraviolet (UV) lights and electrostatic sprayers for cleaning	61%	61%	61%	51%	68%	51%	62%	59%	59%	63%
Requiring guests/customers to wear face masks	61%	59%	59%	43%	67%	62%	56%	60%	59%	64%
Temperature checks when entering public facilities	59%	57%	58%	57%	62%	56%	56%	56%	56%	63%

Note: Top 2 scores shown (important + extremely important)

Approaching Travel Following COVID-19

Impact of COVID-19 on Future Travel Intentions

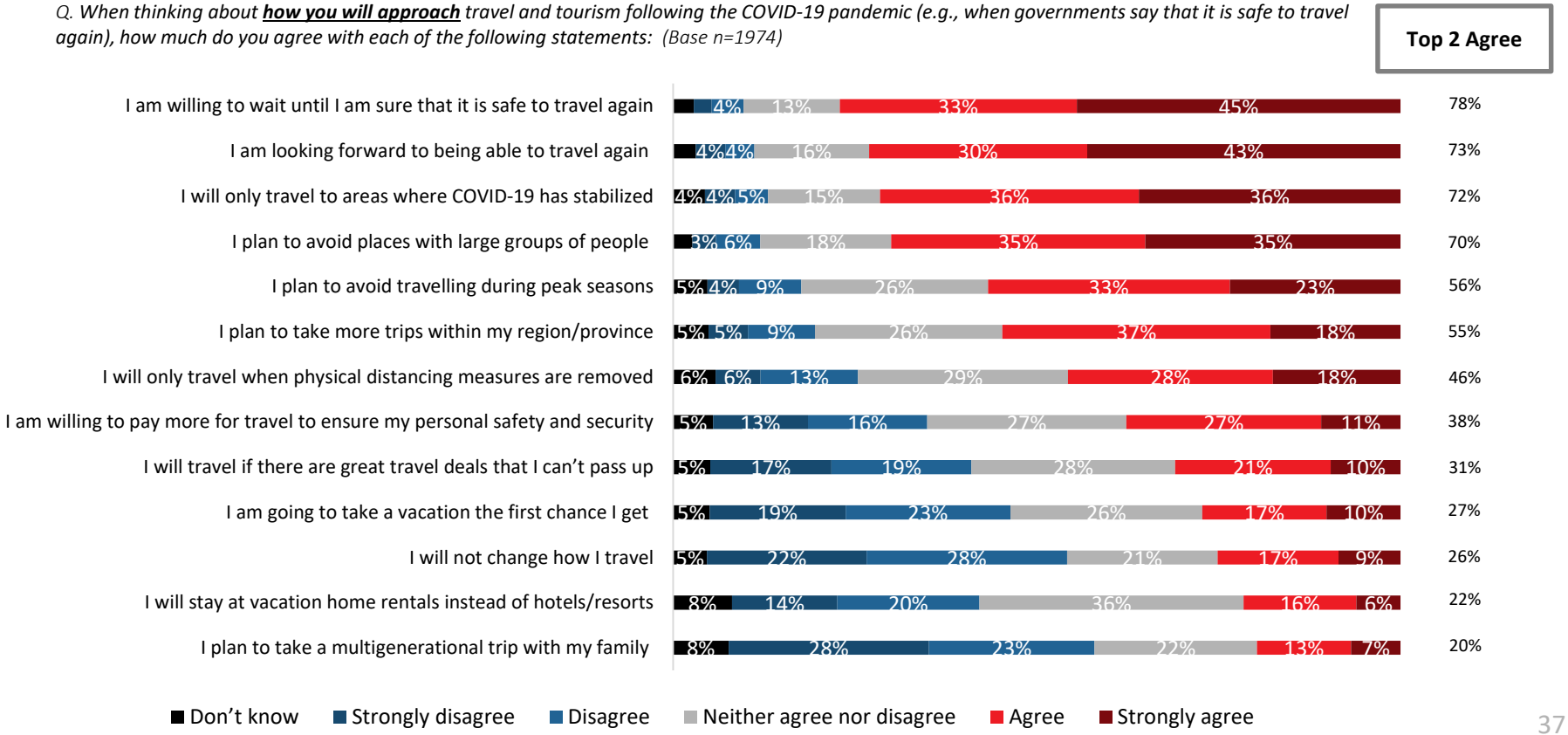
Q. How will COVID-19 impact your future travel intentions and plans (if at all)? Please be as specific as possible. (Open-end response; Base n=1342)



1 in 5 Canadians do not trust the current situation when considering their future travel plans.

Approach to Travel Moving Forward

*Q. When thinking about **how you will approach** travel and tourism following the COVID-19 pandemic (e.g., when governments say that it is safe to travel again), how much do you agree with each of the following statements: (Base n=1974)*



Approach to Travel Moving Forward

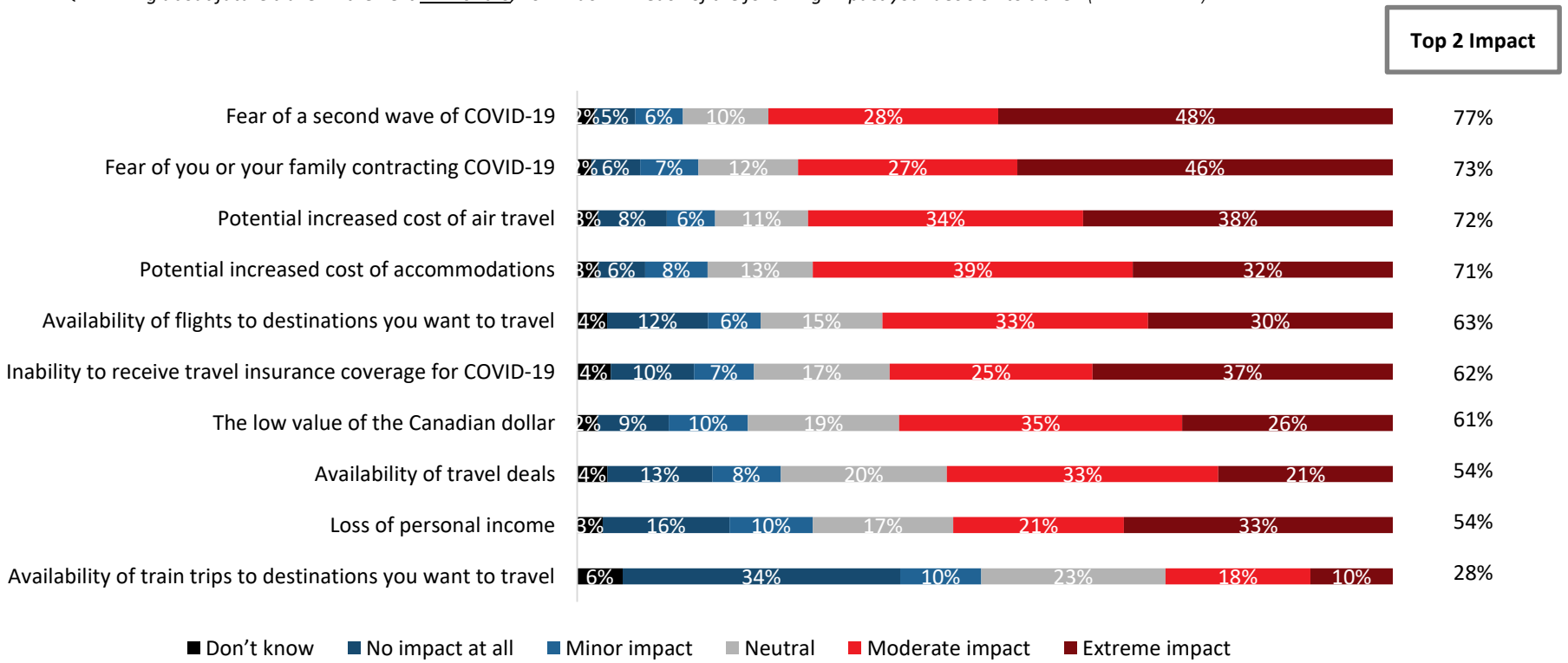
*Q. When thinking about **how you will approach** travel and tourism following the COVID-19 pandemic (e.g., when governments say that it is safe to travel again), how much do you agree with each of the following statements: (Base n=1974)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1974**	391	393	122	588	383	97	537	730	707
I am willing to wait until I am sure that it is safe to travel again	77%	73%	75%	75%	**81%**	76%	75%	75%	75%	81%
I am looking forward to being able to travel again	73%	78%	73%	73%	72%	70%	78%	76%	72%	72%
I will only travel to areas where COVID-19 has stabilized	72%	72%	70%	75%	72%	70%	73%	74%	69%	72%
I plan to avoid places with large groups of people	70%	69%	73%	68%	71%	66%	75%	67%	69%	74%
I plan to avoid travelling during peak seasons	57%	53%	61%	55%	59%	51%	65%	57%	53%	59%
I plan to take more trips within my region/province	55%	55%	54%	**42%**	**49%**	**64%**	68%	**60%**	55%	51%
I will only travel when physical distancing measures are removed	46%	42%	44%	36%	49%	48%	39%	48%	45%	44%
I am willing to pay more for travel to ensure my personal safety and security	38%	36%	**30%**	30%	**42%**	38%	36%	42%	**33%**	39%
I will travel if there are great travel deals that I can't pass up	31%	29%	35%	38%	31%	32%	20%	**41%**	31%	**24%**
I am going to take a vacation the first chance I get	27%	26%	24%	27%	**23%**	**37%**	25%	32%	29%	**23%**
I will not change how I travel	25%	26%	23%	17%	23%	30%	27%	24%	25%	27%
I will stay at vacation home rentals instead of hotels/resorts	22%	17%	19%	23%	19%	**30%**	17%	**30%**	22%	**15%**
I plan to take a multigenerational trip with my family	20%	19%	20%	17%	18%	24%	19%	22%	22%	17%

Note: Top 2 scores shown (agree + strongly agree)

Impacts on Future Travel Plans

*Q. Thinking about future travel in the next **12 months**, how much will each of the following impact your decision to travel: (Base n=1988)*



Impacts on Future Travel Plans

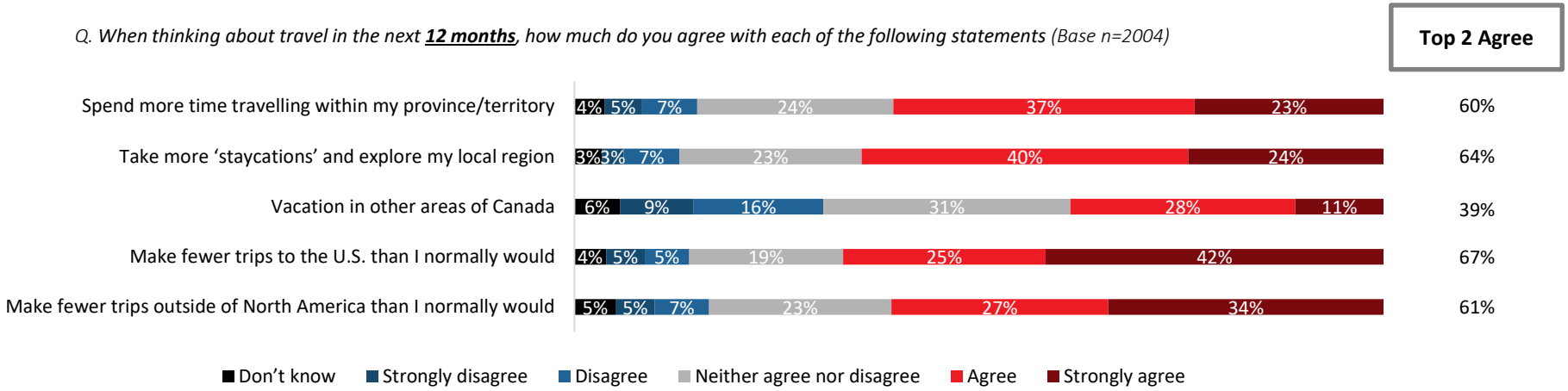
*Q. Thinking about future travel in the next **12 months**, how much will each of the following impact your decision to travel: (Base n=1988)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1988**	393	399	123	584	391	98	535	740	713
Fear of a second wave of COVID-19	77%	75%	80%	75%	79%	73%	73%	72%	75%	**81%**
Fear of you or your family contracting COVID-19	73%	70%	73%	76%	76%	71%	65%	70%	71%	77%
Potential increased cost of air travel	72%	71%	76%	71%	72%	72%	61%	72%	75%	68%
Potential increased cost of accommodations	71%	69%	77%	73%	68%	75%	69%	75%	73%	67%
Availability of flights to destinations you want to travel	63%	65%	67%	63%	62%	59%	66%	64%	64%	60%
Inability to receive travel insurance coverage for COVID-19	62%	62%	60%	64%	63%	62%	51%	**55%**	59%	**69%**
The low value of the Canadian dollar	61%	59%	64%	65%	59%	61%	56%	63%	61%	59%
Availability of travel deals	55%	57%	61%	62%	53%	54%	49%	59%	57%	**49%**
Loss of personal income	54%	51%	59%	59%	55%	50%	54%	**62%**	**59%**	**43%**
Availability of train trips to destinations you want to travel	28%	25%	22%	25%	32%	27%	28%	33%	28%	25%

Note: Top 2 scores shown (moderate + extreme impact)

Travel Intentions in the Next 12 Months

*Q. When thinking about travel in the next **12 months**, how much do you agree with each of the following statements (Base n=2004)*



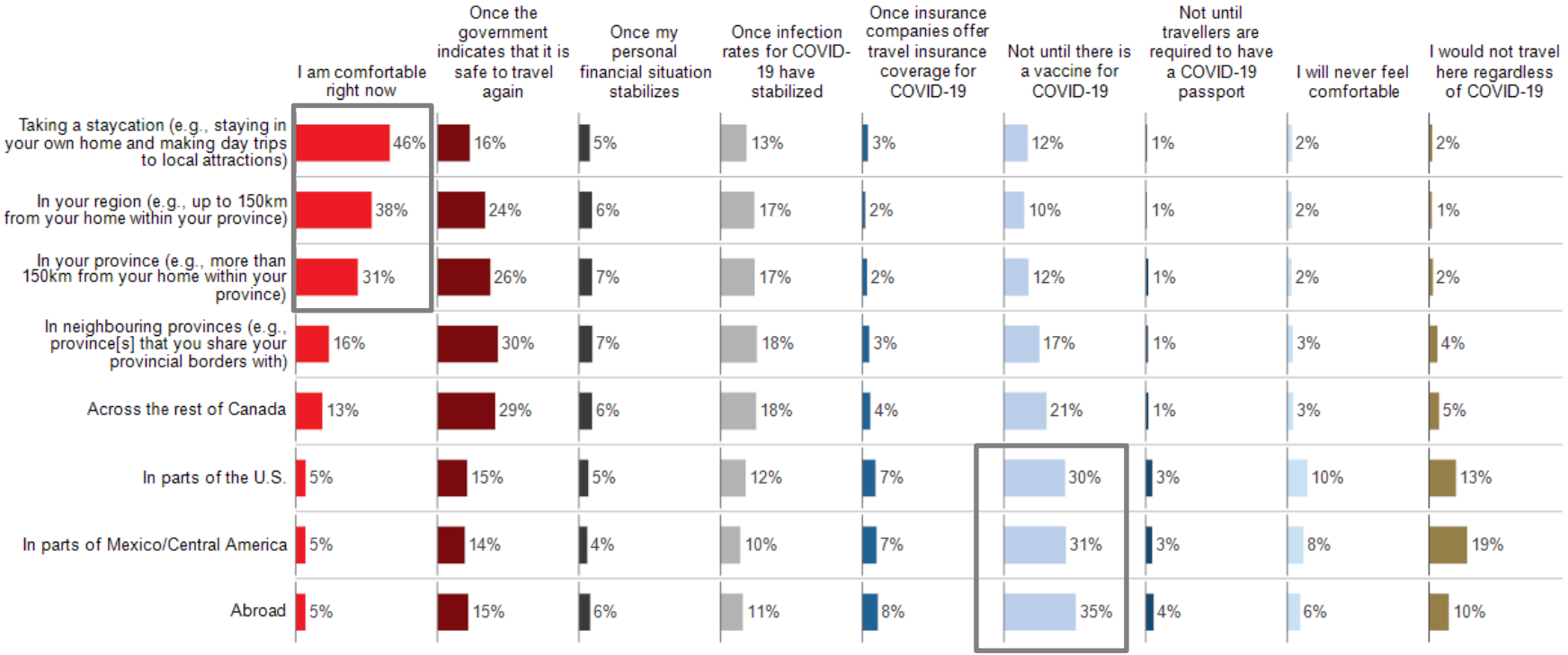
	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2004**	397	397	124	597	391	98	546	744	714
Spend more time travelling within my province/territory	60%	60%	59%	62%	**53%**	**71%**	71%	66%	61%	57%
Take more 'staycations' and explore my local region	64%	64%	64%	63%	61%	70%	70%	69%	66%	**60%**
Vacation in other areas of Canada	39%	40%	45%	47%	41%	**30%**	33%	**45%**	38%	**34%**
Make fewer trips to the U.S. than I normally would	67%	69%	67%	71%	65%	67%	65%	67%	65%	68%
Make fewer trips outside of North America than I normally would	61%	61%	64%	69%	59%	61%	60%	63%	57%	62%

Note: Top 2 scores shown (agree + strongly agree)

Future Travel: Destinations

Future Travel: Destinations

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1881-1971)



Future Travel: Destinations – Staycation

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1971)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1971**	389	396	122	573	393	98	539	728	704
I am comfortable right now	46%	52%	48%	56%	**38%**	53%	50%	51%	48%	42%
Once the government indicates that it is safe to travel again	16%	17%	17%	16%	18%	13%	13%	16%	15%	18%
Once my personal financial situation stabilizes	5%	5%	3%	3%	7%	5%	4%	7%	7%	**3%**
Once infection rates for COVID-19 have stabilized	13%	12%	16%	7%	15%	10%	11%	11%	13%	13%
Once insurance companies offer travel insurance coverage for COVID-19	3%	2%	2%	3%	3%	4%	2%	4%	2%	3%
Not until there is a vaccine for COVID-19	12%	9%	9%	10%	13%	11%	17%	**7%**	10%	**17%**
Not until travellers are required to have a COVID-19 passport	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%
I will never feel comfortable	2%	1%	2%	3%	3%	2%	1%	2%	3%	2%
I would not travel here regardless of COVID-19	2%	2%	2%	1%	1%	2%	1%	1%	1%	2%

Future Travel: Destinations – In Your Region

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1962)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1962**	383	393	121	574	394	97	536	727	699
I am comfortable right now	38%	41%	40%	**54%**	**27%**	**44%**	47%	38%	40%	36%
Once the government indicates that it is safe to travel again	24%	24%	22%	18%	27%	21%	20%	22%	22%	27%
Once my personal financial situation stabilizes	6%	8%	5%	6%	7%	6%	8%	8%	9%	**3%**
Once infection rates for COVID-19 have stabilized	17%	15%	19%	12%	**20%**	14%	10%	20%	15%	16%
Once insurance companies offer travel insurance coverage for COVID-19	2%	1%	1%	2%	2%	1%	0%	3%	2%	**0%**
Not until there is a vaccine for COVID-19	10%	8%	10%	4%	12%	8%	13%	7%	9%	**13%**
Not until travellers are required to have a COVID-19 passport	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%
I will never feel comfortable	2%	1%	2%	2%	3%	2%	1%	1%	2%	3%
I would not travel here regardless of COVID-19	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%

Future Travel: Destinations – In Your Province

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1953)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1953**	380	394	121	571	390	97	534	722	697
I am comfortable right now	31%	32%	34%	**46%**	**21%**	36%	44%	31%	32%	30%
Once the government indicates that it is safe to travel again	26%	29%	21%	22%	30%	24%	20%	27%	23%	29%
Once my personal financial situation stabilizes	7%	8%	7%	4%	7%	6%	8%	9%	8%	**3%**
Once infection rates for COVID-19 have stabilized	17%	14%	19%	8%	20%	15%	13%	17%	18%	15%
Once insurance companies offer travel insurance coverage for COVID-19	2%	2%	2%	3%	2%	2%	2%	4%	3%	1%
Not until there is a vaccine for COVID-19	12%	12%	11%	9%	14%	11%	11%	9%	11%	**16%**
Not until travellers are required to have a COVID-19 passport	1%	1%	2%	3%	1%	1%	0%	2%	1%	1%
I will never feel comfortable	2%	0%	2%	2%	3%	3%	1%	1%	2%	3%
I would not travel here regardless of COVID-19	2%	2%	2%	3%	2%	2%	1%	1%	2%	3%

Future Travel: Destinations – Neighbouring Provinces

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1939)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1939**	381	387	121	567	386	97	532	718	689
I am comfortable right now	16%	14%	**23%**	20%	**12%**	21%	17%	14%	17%	17%
Once the government indicates that it is safe to travel again	30%	36%	27%	31%	29%	27%	35%	32%	26%	32%
Once my personal financial situation stabilizes	7%	7%	5%	7%	7%	6%	8%	9%	9%	**3%**
Once infection rates for COVID-19 have stabilized	18%	16%	18%	16%	20%	16%	17%	19%	20%	16%
Once insurance companies offer travel insurance coverage for COVID-19	3%	3%	3%	6%	4%	3%	1%	5%	3%	3%
Not until there is a vaccine for COVID-19	17%	18%	16%	13%	20%	15%	16%	13%	16%	**22%**
Not until travellers are required to have a COVID-19 passport	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%
I will never feel comfortable	3%	1%	3%	3%	4%	2%	2%	3%	3%	2%
I would not travel here regardless of COVID-19	4%	4%	2%	3%	3%	**8%**	2%	3%	5%	5%

Future Travel: Destinations – Across the rest of Canada

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1930)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1930**	382	383	122	564	383	96	531	709	690
I am comfortable right now	13%	10%	15%	13%	11%	18%	12%	13%	14%	13%
Once the government indicates that it is safe to travel again	29%	31%	28%	27%	29%	27%	33%	30%	25%	31%
Once my personal financial situation stabilizes	6%	7%	6%	5%	8%	5%	6%	9%	9%	**3%**
Once infection rates for COVID-19 have stabilized	18%	20%	19%	23%	19%	12%	15%	20%	20%	14%
Once insurance companies offer travel insurance coverage for COVID-19	4%	3%	3%	7%	4%	4%	5%	4%	4%	4%
Not until there is a vaccine for COVID-19	21%	24%	20%	17%	21%	20%	21%	17%	20%	**25%**
Not until travellers are required to have a COVID-19 passport	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%
I will never feel comfortable	3%	**1%**	3%	3%	3%	2%	6%	2%	2%	4%
I would not travel here regardless of COVID-19	5%	4%	4%	1%	3%	**11%**	2%	4%	5%	6%

Future Travel: Destinations – In parts of the U.S.

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1933)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1933**	382	385	121	568	384	93	531	701	701
I am comfortable right now	5%	5%	6%	4%	4%	7%	2%	4%	6%	4%
Once the government indicates that it is safe to travel again	15%	14%	13%	14%	13%	19%	16%	**20%**	14%	12%
Once my personal financial situation stabilizes	5%	4%	6%	3%	6%	3%	5%	5%	**7%**	**3%**
Once infection rates for COVID-19 have stabilized	12%	12%	13%	13%	13%	12%	10%	**18%**	13%	**7%**
Once insurance companies offer travel insurance coverage for COVID-19	7%	7%	4%	6%	7%	7%	4%	4%	6%	**9%**
Not until there is a vaccine for COVID-19	30%	32%	32%	32%	33%	**24%**	27%	29%	32%	30%
Not until travellers are required to have a COVID-19 passport	3%	4%	3%	4%	3%	3%	3%	4%	3%	3%
I will never feel comfortable	10%	10%	12%	8%	11%	7%	10%	7%	8%	**13%**
I would not travel here regardless of COVID-19	13%	12%	11%	15%	11%	16%	**23%**	**8%**	11%	**19%**

Future Travel: Destinations – In parts of Mexico/Central America

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1891)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1891**	370	377	118	555	384	87	518	693	680
I am comfortable right now	5%	6%	6%	3%	4%	6%	5%	4%	6%	4%
Once the government indicates that it is safe to travel again	14%	14%	15%	16%	11%	17%	14%	20%	13%	10%
Once my personal financial situation stabilizes	4%	3%	3%	3%	5%	4%	4%	6%	6%	2%
Once infection rates for COVID-19 have stabilized	10%	8%	11%	12%	10%	9%	10%	14%	11%	6%
Once insurance companies offer travel insurance coverage for COVID-19	7%	8%	5%	9%	7%	7%	7%	6%	7%	8%
Not until there is a vaccine for COVID-19	31%	34%	33%	25%	32%	26%	31%	27%	32%	32%
Not until travellers are required to have a COVID-19 passport	3%	4%	3%	5%	3%	3%	3%	5%	3%	2%
I will never feel comfortable	8%	9%	7%	7%	10%	5%	8%	5%	7%	11%
I would not travel here regardless of COVID-19	19%	16%	16%	21%	18%	21%	19%	13%	15%	27%

Future Travel: Destinations – Abroad

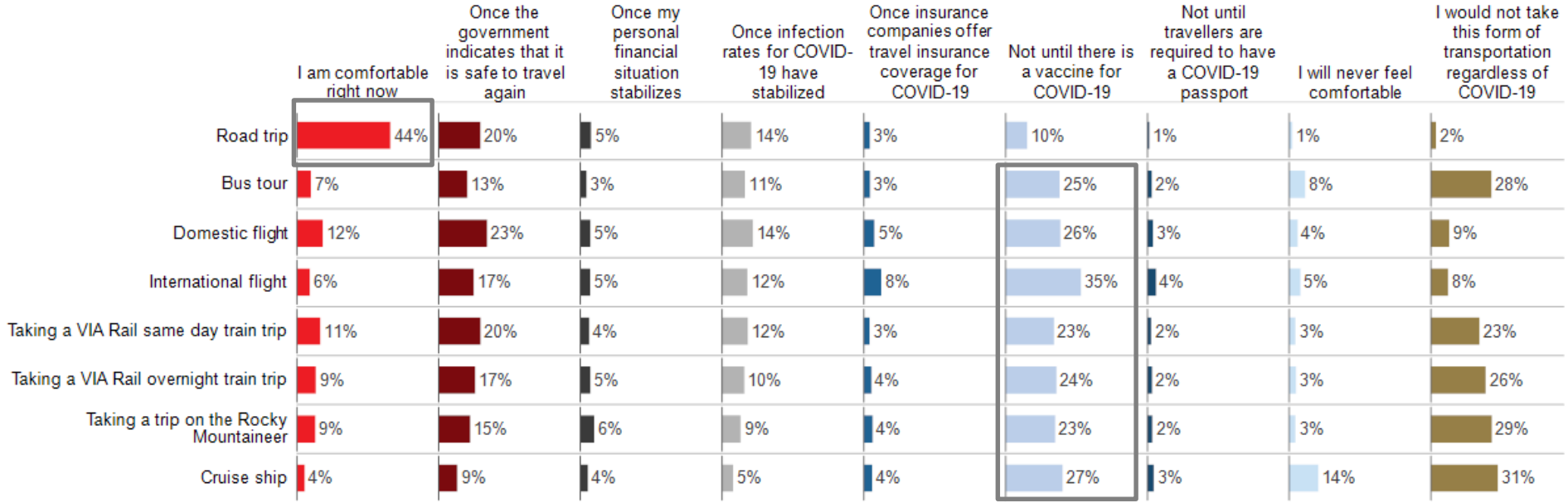
Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable traveling…? (Base n=1902)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1902**	371	378	116	561	385	91	522	698	682
I am comfortable right now	5%	5%	6%	4%	4%	6%	2%	4%	6%	4%
Once the government indicates that it is safe to travel again	15%	15%	15%	18%	12%	19%	17%	21%	16%	11%
Once my personal financial situation stabilizes	6%	5%	6%	1%	7%	5%	5%	9%	7%	2%
Once infection rates for COVID-19 have stabilized	11%	9%	13%	12%	12%	9%	10%	17%	13%	5%
Once insurance companies offer travel insurance coverage for COVID-19	8%	9%	6%	9%	9%	7%	5%	5%	7%	11%
Not until there is a vaccine for COVID-19	35%	39%	36%	31%	38%	29%	36%	31%	33%	40%
Not until travellers are required to have a COVID-19 passport	4%	4%	3%	5%	5%	4%	1%	5%	3%	4%
I will never feel comfortable	6%	7%	6%	10%	6%	5%	7%	5%	6%	8%
I would not travel here regardless of COVID-19	10%	7%	9%	9%	7%	16%	16%	4%	8%	15%

Future Travel: Mode of Transportation

Future Travel: Mode of Transportation

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1727-1957)



Future Travel: Mode of Transportation – Road trip

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1957)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1957**	384	394	122	571	389	97	534	723	700
I am comfortable right now	44%	46%	52%	54%	**37%**	47%	48%	48%	45%	40%
Once the government indicates that it is safe to travel again	20%	19%	18%	16%	22%	18%	20%	17%	20%	21%
Once my personal financial situation stabilizes	5%	5%	5%	3%	6%	5%	4%	7%	6%	**2%**
Once infection rates for COVID-19 have stabilized	14%	13%	10%	13%	17%	12%	9%	14%	13%	14%
Once insurance companies offer travel insurance coverage for COVID-19	3%	2%	2%	5%	3%	2%	3%	3%	3%	3%
Not until there is a vaccine for COVID-19	10%	10%	9%	3%	12%	10%	11%	7%	8%	**14%**
Not until travellers are required to have a COVID-19 passport	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
I will never feel comfortable	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%
I would not travel here regardless of COVID-19	2%	3%	1%	3%	2%	3%	2%	2%	2%	3%

Future Travel: Mode of Transportation – Bus tour

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1865)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1865**	366	369	117	538	382	93	514	679	672
I am comfortable right now	7%	7%	8%	2%	6%	**10%**	2%	7%	9%	**4%**
Once the government indicates that it is safe to travel again	13%	14%	12%	18%	11%	17%	11%	**21%**	12%	**10%**
Once my personal financial situation stabilizes	3%	4%	3%	2%	3%	1%	4%	**5%**	4%	**1%**
Once infection rates for COVID-19 have stabilized	11%	9%	10%	13%	11%	10%	12%	**14%**	11%	**8%**
Once insurance companies offer travel insurance coverage for COVID-19	3%	3%	3%	1%	4%	3%	0%	4%	2%	3%
Not until there is a vaccine for COVID-19	25%	25%	24%	19%	26%	25%	28%	**20%**	26%	28%
Not until travellers are required to have a COVID-19 passport	2%	2%	3%	6%	2%	1%	2%	**4%**	2%	1%
I will never feel comfortable	8%	7%	8%	6%	9%	6%	8%	6%	7%	9%
I would not travel here regardless of COVID-19	28%	29%	29%	34%	27%	27%	32%	**18%**	28%	**36%**

Future Travel: Mode of Transportation – Domestic flight

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1922)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1922**	680	385	121	558	383	95	529	705	688
I am comfortable right now	12%	14%	**18%**	15%	11%	11%	8%	13%	13%	11%
Once the government indicates that it is safe to travel again	23%	25%	23%	23%	22%	22%	26%	**29%**	20%	21%
Once my personal financial situation stabilizes	5%	5%	6%	4%	5%	3%	4%	6%	**7%**	**2%**
Once infection rates for COVID-19 have stabilized	14%	14%	17%	17%	16%	**10%**	14%	16%	16%	**11%**
Once insurance companies offer travel insurance coverage for COVID-19	5%	4%	3%	6%	6%	4%	3%	6%	3%	5%
Not until there is a vaccine for COVID-19	26%	27%	24%	20%	27%	25%	27%	**20%**	26%	**29%**
Not until travellers are required to have a COVID-19 passport	3%	2%	1%	4%	4%	2%	2%	3%	3%	3%
I will never feel comfortable	4%	4%	6%	5%	3%	4%	6%	3%	4%	5%
I would not travel here regardless of COVID-19	9%	**4%**	**3%**	6%	6%	**19%**	9%	**5%**	8%	**12%**

Future Travel: Mode of Transportation – International flight

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1929)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1929**	381	387	118	562	384	97	529	710	690
I am comfortable right now	6%	8%	9%	8%	5%	6%	3%	6%	7%	5%
Once the government indicates that it is safe to travel again	17%	14%	14%	18%	14%	21%	19%	**22%**	15%	14%
Once my personal financial situation stabilizes	5%	6%	4%	4%	4%	5%	7%	7%	**7%**	**1%**
Once infection rates for COVID-19 have stabilized	12%	11%	13%	12%	14%	8%	11%	**16%**	**15%**	**6%**
Once insurance companies offer travel insurance coverage for COVID-19	8%	8%	7%	7%	10%	8%	5%	6%	7%	11%
Not until there is a vaccine for COVID-19	35%	38%	37%	32%	37%	32%	33%	32%	33%	39%
Not until travellers are required to have a COVID-19 passport	4%	3%	4%	6%	5%	3%	3%	6%	3%	4%
I will never feel comfortable	5%	6%	7%	6%	5%	4%	10%	4%	5%	7%
I would not travel here regardless of COVID-19	8%	7%	5%	8%	6%	**13%**	8%	**3%**	7%	**12%**

Future Travel: Mode of Transportation – Taking a VIA Rail same day train trip

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1857)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1857**	364	363	117	540	383	90	507	685	665
I am comfortable right now	11%	14%	11%	8%	11%	12%	7%	10%	14%	9%
Once the government indicates that it is safe to travel again	20%	14%	17%	19%	23%	20%	16%	24%	18%	19%
Once my personal financial situation stabilizes	4%	6%	7%	1%	5%	3%	2%	6%	5%	3%
Once infection rates for COVID-19 have stabilized	12%	10%	9%	15%	14%	11%	11%	15%	12%	11%
Once insurance companies offer travel insurance coverage for COVID-19	3%	3%	3%	4%	3%	2%	1%	3%	3%	2%
Not until there is a vaccine for COVID-19	23%	21%	23%	20%	24%	21%	27%	19%	22%	27%
Not until travellers are required to have a COVID-19 passport	2%	2%	1%	2%	2%	1%	1%	1%	2%	3%
I will never feel comfortable	3%	3%	4%	5%	2%	2%	6%	3%	3%	3%
I would not travel here regardless of COVID-19	23%	27%	25%	28%	**15%**	28%	28%	19%	23%	25%

Future Travel: Mode of Transportation – Taking a VIA Rail overnight train trip

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1851)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1851**	363	364	117	538	397	90	507	682	662
I am comfortable right now	9%	10%	10%	5%	8%	11%	5%	8%	**12%**	7%
Once the government indicates that it is safe to travel again	17%	14%	17%	18%	19%	18%	13%	22%	16%	15%
Once my personal financial situation stabilizes	5%	7%	5%	2%	5%	4%	5%	7%	5%	**2%**
Once infection rates for COVID-19 have stabilized	10%	8%	9%	10%	12%	10%	11%	12%	10%	10%
Once insurance companies offer travel insurance coverage for COVID-19	4%	4%	4%	4%	4%	4%	0%	5%	3%	3%
Not until there is a vaccine for COVID-19	24%	24%	23%	22%	26%	21%	27%	19%	23%	28%
Not until travellers are required to have a COVID-19 passport	2%	2%	2%	4%	3%	1%	1%	3%	2%	3%
I will never feel comfortable	3%	4%	4%	4%	2%	2%	8%	2%	4%	4%
I would not travel here regardless of COVID-19	26%	27%	26%	31%	**21%**	30%	30%	22%	25%	29%

Future Travel: Mode of Transportation – Taking a trip on the Rocky Mountaineer

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1727)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1727**	359	339	105	512	329	83	454	638	635
I am comfortable right now	9%	11%	**15%**	7%	9%	7%	2%	12%	10%	**6%**
Once the government indicates that it is safe to travel again	15%	17%	18%	20%	14%	12%	15%	**19%**	13%	13%
Once my personal financial situation stabilizes	6%	7%	7%	4%	8%	4%	8%	9%	9%	**3%**
Once infection rates for COVID-19 have stabilized	9%	9%	9%	6%	10%	7%	8%	12%	9%	**6%**
Once insurance companies offer travel insurance coverage for COVID-19	4%	5%	3%	3%	5%	3%	3%	4%	4%	5%
Not until there is a vaccine for COVID-19	23%	22%	20%	21%	25%	22%	28%	**16%**	22%	**29%**
Not until travellers are required to have a COVID-19 passport	2%	1%	1%	4%	4%	2%	1%	2%	2%	3%
I will never feel comfortable	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
I would not travel here regardless of COVID-19	29%	25%	24%	32%	**23%**	**41%**	31%	24%	28%	32%

Future Travel: Mode of Transportation – Cruise ship

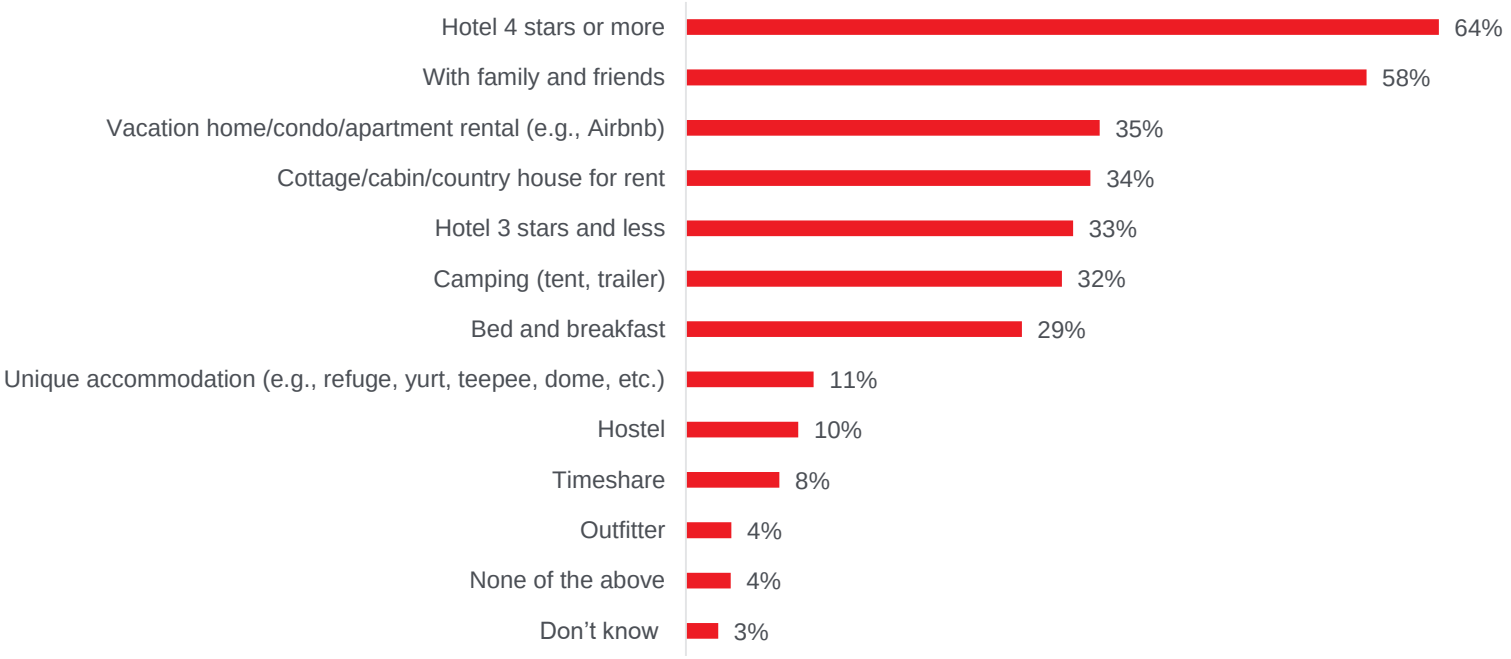
Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable taking your next…? (Base n=1919)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1919**	380	382	121	561	380	95	529	701	689
I am comfortable right now	4%	4%	5%	2%	3%	4%	4%	4%	4%	3%
Once the government indicates that it is safe to travel again	9%	7%	12%	7%	8%	12%	5%	**15%**	8%	**5%**
Once my personal financial situation stabilizes	4%	5%	3%	4%	4%	3%	2%	**7%**	4%	**1%**
Once infection rates for COVID-19 have stabilized	5%	5%	5%	7%	5%	5%	5%	7%	5%	3%
Once insurance companies offer travel insurance coverage for COVID-19	4%	5%	3%	5%	4%	4%	3%	3%	5%	4%
Not until there is a vaccine for COVID-19	27%	28%	25%	26%	28%	25%	28%	23%	26%	30%
Not until travellers are required to have a COVID-19 passport	3%	3%	3%	3%	4%	2%	1%	4%	4%	2%
I will never feel comfortable	14%	16%	15%	14%	14%	11%	15%	11%	13%	16%
I would not travel here regardless of COVID-19	31%	28%	31%	31%	31%	34%	35%	**26%**	31%	**36%**

Future Travel: Accommodations

Future Travel: Accommodations

Q. When considering future travel (e.g., when governments say that it is safe to do so again), what type(s) of accommodations will you consider? Please select all that apply.(Base n=2031)



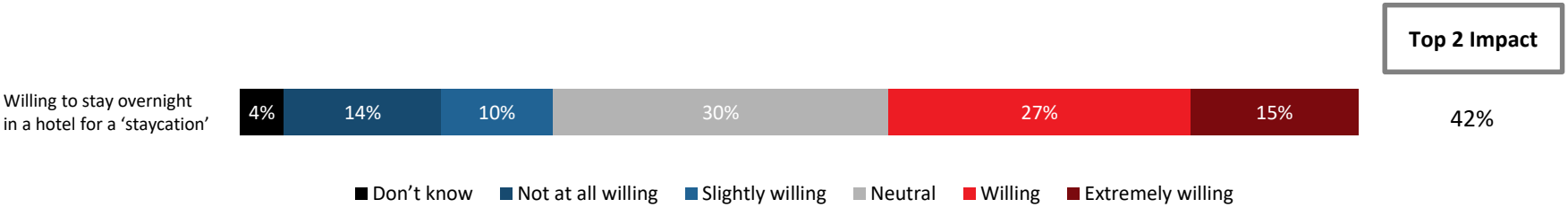
Future Travel: Accommodations

Q. When considering future travel (e.g., when governments say that it is safe to do so again), what type(s) of accommodations will you consider? Please select all that apply.(Base n=2031)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Hotel 4 stars or more	64%	64%	64%	62%	**68%**	**58%**	65%	**58%**	65%	67%
With family and friends	58%	61%	63%	67%	58%	**50%**	58%	59%	54%	60%
Vacation home/condo/apartment rental (e.g., Airbnb)	35%	**42%**	40%	39%	35%	30%	28%	**44%**	37%	**28%**
Cottage/cabin/country house for rent	34%	35%	34%	43%	33%	34%	32%	38%	38%	**29%**
Hotel 3 stars and less	33%	**41%**	**44%**	39%	31%	**23%**	35%	36%	35%	**28%**
Camping (tent, trailer)	32%	**38%**	**42%**	**42%**	**26%**	29%	35%	**43%**	36%	**21%**
Bed and breakfast	29%	32%	31%	29%	26%	28%	35%	30%	25%	31%
Unique accommodation (e.g., refuge, yurt, teepee, dome, etc.)	11%	13%	10%	13%	**8%**	11%	**19%**	**15%**	13%	**6%**
Hostel	10%	9%	**5%**	4%	8%	**18%**	5%	**14%**	**7%**	9%
Timeshare	8%	10%	**11%**	9%	9%	**3%**	8%	**5%**	8%	10%
Outfitter	4%	3%	3%	3%	3%	**6%**	7%	5%	4%	3%
None of the above	4%	3%	3%	1%	3%	**6%**	5%	2%	5%	4%
Don't know	3%	2%	2%	4%	3%	1%	5%	4%	3%	2%

Willingness to Stay Overnight Locally

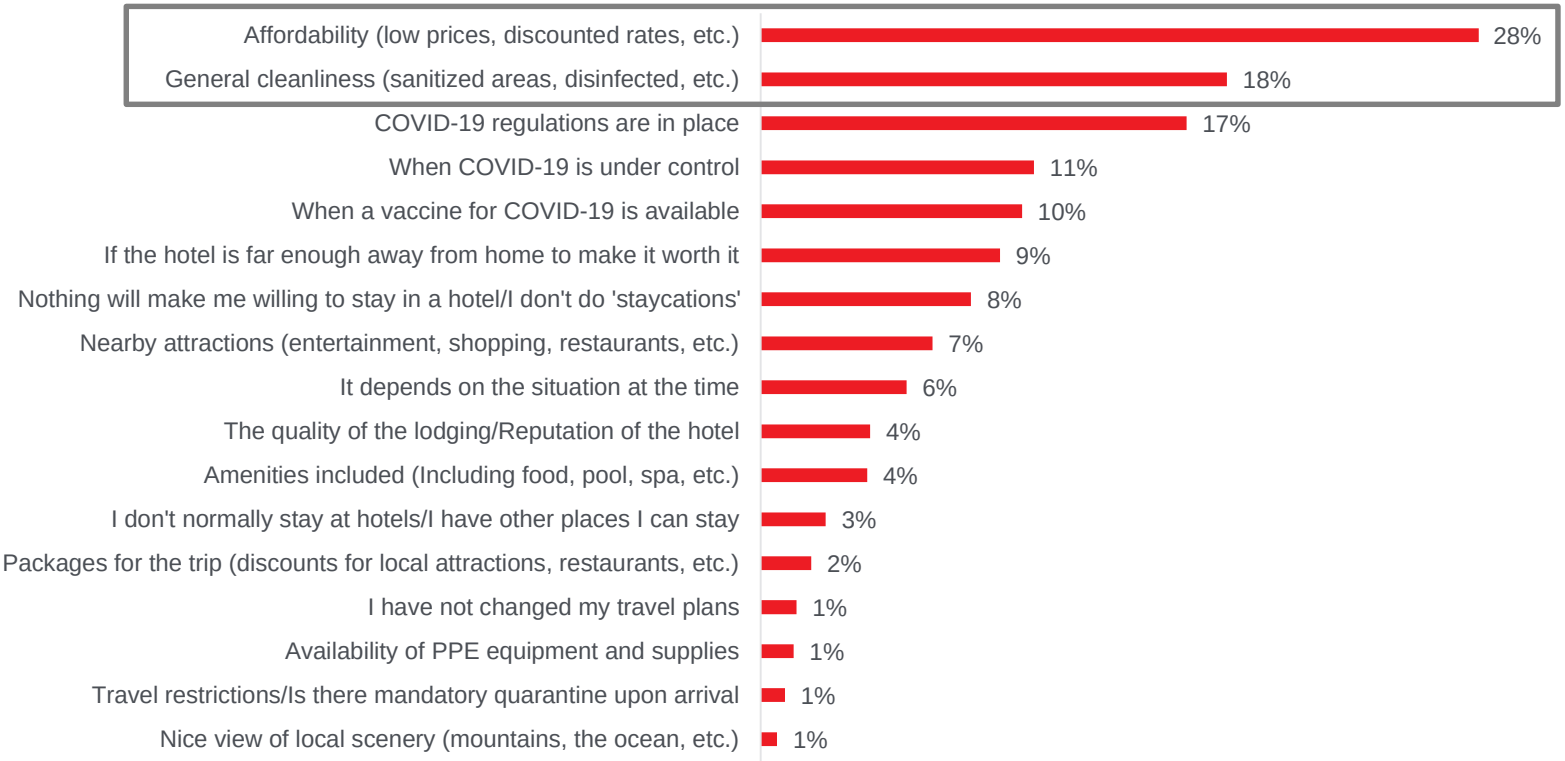
Q. When considering travel within your local region, how willing are you to stay overnight in a hotel within your region (i.e., within 3 hours of your home) for a 'staycation'? (Base n=2031)



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Willing to stay overnight in a hotel for a 'staycation'	42%	45%	49%	36%	42%	45%	47%	43%	47%	42%

What Would Increase Your Willingness to Stay Overnight Locally?

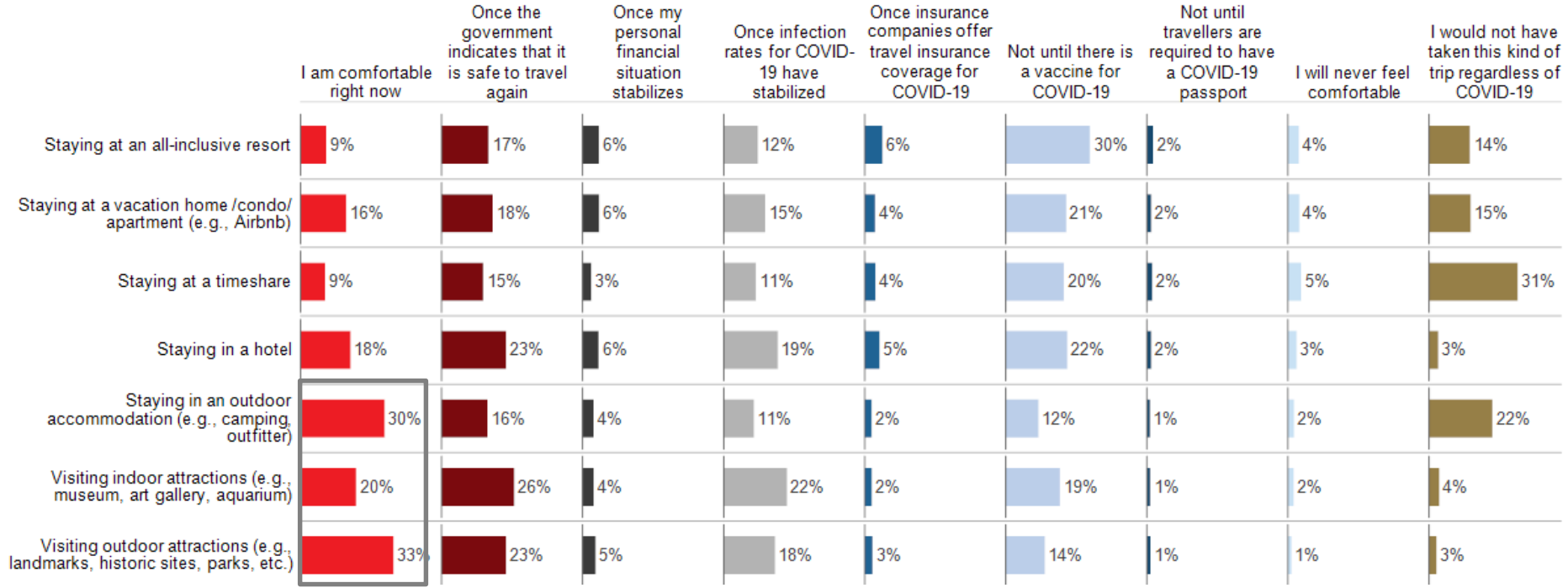
Q. What would increase your willingness to stay overnight in a hotel within your region for a 'staycation'? (Open-end response; Base n=895)



Future Travel: Trip Type and Attractions

Future Travel: Trip Type

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1894-1961)



Future Travel: Trip Type – Staying at an all-inclusive resort

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1934)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1934**	378	389	119	568	386	94	528	710	696
I am comfortable right now	9%	10%	10%	8%	8%	12%	5%	8%	**13%**	**7%**
Once the government indicates that it is safe to travel again	17%	17%	14%	16%	16%	19%	16%	**23%**	14%	14%
Once my personal financial situation stabilizes	6%	6%	7%	4%	5%	5%	10%	**10%**	7%	**2%**
Once infection rates for COVID-19 have stabilized	12%	10%	10%	20%	13%	12%	7%	15%	14%	**8%**
Once insurance companies offer travel insurance coverage for COVID-19	6%	6%	6%	6%	8%	**3%**	6%	7%	5%	7%
Not until there is a vaccine for COVID-19	30%	32%	32%	23%	31%	28%	28%	**23%**	29%	**35%**
Not until travellers are required to have a COVID-19 passport	2%	1%	3%	3%	1%	3%	3%	3%	2%	2%
I will never feel comfortable	4%	4%	5%	4%	4%	3%	5%	2%	4%	5%
I would not travel here regardless of COVID-19	14%	15%	12%	16%	14%	14%	21%	**10%**	12%	**20%**

Future Travel: Trip Type – Staying at a vacation home /condo/apartment (e.g., Airbnb)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1924)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1924**	3721	385	119	564	389	95	525	710	689
I am comfortable right now	16%	18%	21%	19%	12%	19%	16%	18%	20%	12%
Once the government indicates that it is safe to travel again	18%	17%	15%	18%	19%	18%	23%	22%	19%	15%
Once my personal financial situation stabilizes	6%	6%	8%	4%	6%	4%	7%	12%	6%	2%
Once infection rates for COVID-19 have stabilized	15%	16%	14%	22%	16%	13%	8%	18%	17%	10%
Once insurance companies offer travel insurance coverage for COVID-19	4%	5%	4%	5%	4%	3%	0%	3%	3%	5%
Not until there is a vaccine for COVID-19	21%	21%	18%	12%	23%	21%	29%	16%	19%	27%
Not until travellers are required to have a COVID-19 passport	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%
I will never feel comfortable	4%	3%	5%	5%	4%	3%	6%	3%	3%	5%
I would not travel here regardless of COVID-19	15%	13%	13%	12%	15%	18%	11%	5%	12%	24%

Future Travel: Trip Type – Staying at a timeshare

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1894)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1894**	371	381	119	549	382	92	510	694	690
I am comfortable right now	9%	10%	**13%**	11%	6%	9%	7%	9%	**12%**	**6%**
Once the government indicates that it is safe to travel again	15%	16%	13%	16%	15%	15%	12%	**21%**	15%	**11%**
Once my personal financial situation stabilizes	3%	3%	3%	3%	3%	3%	3%	**5%**	4%	**1%**
Once infection rates for COVID-19 have stabilized	11%	11%	13%	15%	13%	10%	4%	**16%**	13%	**7%**
Once insurance companies offer travel insurance coverage for COVID-19	4%	4%	5%	5%	5%	2%	2%	4%	3%	4%
Not until there is a vaccine for COVID-19	20%	23%	18%	17%	22%	18%	22%	**15%**	21%	23%
Not until travellers are required to have a COVID-19 passport	2%	1%	1%	1%	1%	3%	3%	3%	2%	1%
I will never feel comfortable	5%	3%	5%	3%	6%	4%	5%	3%	5%	6%
I would not travel here regardless of COVID-19	31%	28%	28%	28%	29%	**37%**	41%	**24%**	**26%**	**41%**

Future Travel: Trip Type – Staying in a hotel

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1947)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1947**	381	392	120	568	389	97	534	718	695
I am comfortable right now	18%	20%	**26%**	24%	**12%**	20%	18%	17%	**21%**	15%
Once the government indicates that it is safe to travel again	23%	24%	18%	18%	24%	23%	26%	23%	23%	23%
Once my personal financial situation stabilizes	6%	8%	7%	5%	5%	5%	7%	**9%**	7%	**2%**
Once infection rates for COVID-19 have stabilized	19%	18%	20%	20%	20%	20%	12%	**24%**	18%	17%
Once insurance companies offer travel insurance coverage for COVID-19	5%	5%	**2%**	6%	**8%**	3%	4%	6%	4%	6%
Not until there is a vaccine for COVID-19	22%	20%	21%	15%	24%	20%	24%	**16%**	21%	**27%**
Not until travellers are required to have a COVID-19 passport	2%	1%	2%	4%	1%	2%	1%	2%	1%	2%
I will never feel comfortable	3%	2%	3%	6%	4%	2%	3%	2%	3%	4%
I would not travel here regardless of COVID-19	3%	2%	2%	3%	2%	**6%**	5%	2%	3%	4%

Future Travel: Trip Type – Staying in an outdoor accommodation (e.g., camping, outfitter)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1940)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1940**	378	390	117	568	392	95	531	717	692
I am comfortable right now	30%	33%	**36%**	**42%**	**23%**	33%	25%	**37%**	33%	**22%**
Once the government indicates that it is safe to travel again	16%	14%	16%	14%	16%	16%	22%	17%	18%	14%
Once my personal financial situation stabilizes	4%	4%	5%	3%	3%	3%	6%	5%	4%	2%
Once infection rates for COVID-19 have stabilized	11%	11%	10%	9%	12%	9%	7%	14%	13%	6%
Once insurance companies offer travel insurance coverage for COVID-19	2%	3%	2%	5%	3%	**1%**	3%	**4%**	2%	2%
Not until there is a vaccine for COVID-19	12%	9%	10%	5%	14%	12%	12%	10%	10%	**14%**
Not until travellers are required to have a COVID-19 passport	1%	0%	1%	3%	1%	2%	1%	**2%**	1%	0%
I will never feel comfortable	2%	1%	3%	2%	**3%**	1%	1%	2%	1%	3%
I would not travel here regardless of COVID-19	22%	24%	18%	17%	24%	22%	23%	**8%**	**18%**	**36%**

Future Travel: Trip Type – Visiting indoor attractions (e.g., museum, art gallery, aquarium)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1935)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1935**	378	387	120	569	386	95	531	711	693
I am comfortable right now	20%	22%	23%	29%	**13%**	**26%**	16%	22%	21%	17%
Once the government indicates that it is safe to travel again	26%	27%	24%	25%	27%	23%	29%	28%	24%	25%
Once my personal financial situation stabilizes	4%	5%	4%	2%	5%	2%	4%	6%	5%	**2%**
Once infection rates for COVID-19 have stabilized	22%	23%	25%	24%	24%	19%	15%	23%	25%	20%
Once insurance companies offer travel insurance coverage for COVID-19	2%	1%	**0%**	2%	3%	3%	2%	3%	3%	1%
Not until there is a vaccine for COVID-19	19%	18%	17%	10%	22%	18%	23%	**12%**	17%	**26%**
Not until travellers are required to have a COVID-19 passport	1%	1%	1%	2%	1%	2%	3%	1%	1%	1%
I will never feel comfortable	2%	1%	4%	3%	1%	3%	1%	2%	1%	2%
I would not travel here regardless of COVID-19	4%	3%	2%	3%	3%	5%	6%	2%	3%	5%

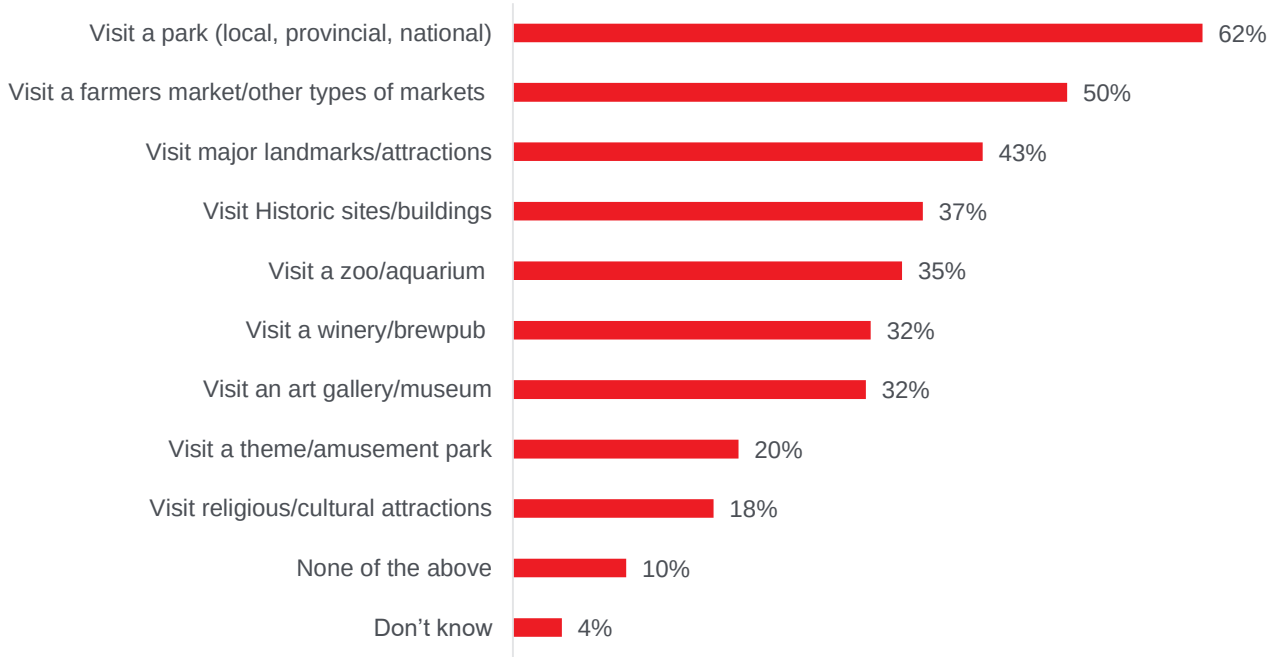
Future Travel: Trip Type – Visiting outdoor attractions (e.g., landmarks, historic sites, parks, etc.)

Q. Once the governments lift the protective measures put in place to fight COVID-19, when do you think you will be comfortable with each of the following?
(Base n=1961)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1961**	386	392	121	574	392	96	536	721	704
I am comfortable right now	33%	37%	38%	**45%**	**25%**	37%	33%	37%	36%	**27%**
Once the government indicates that it is safe to travel again	23%	23%	19%	17%	25%	21%	28%	20%	20%	**27%**
Once my personal financial situation stabilizes	5%	5%	4%	3%	5%	4%	8%	7%	5%	**2%**
Once infection rates for COVID-19 have stabilized	18%	16%	22%	19%	**22%**	14%	**6%**	19%	19%	17%
Once insurance companies offer travel insurance coverage for COVID-19	3%	3%	2%	6%	4%	1%	2%	4%	3%	2%
Not until there is a vaccine for COVID-19	14%	12%	11%	7%	16%	13%	16%	**9%**	13%	**18%**
Not until travellers are required to have a COVID-19 passport	1%	0%	2%	1%	1%	2%	2%	2%	1%	1%
I will never feel comfortable	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
I would not travel here regardless of COVID-19	3%	2%	1%	1%	2%	**6%**	2%	2%	2%	4%

Future Travel: Attractions

*Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following **types of** attractions are you most likely to consider visiting in the coming year? Please select all that apply.* (Base n=2031)



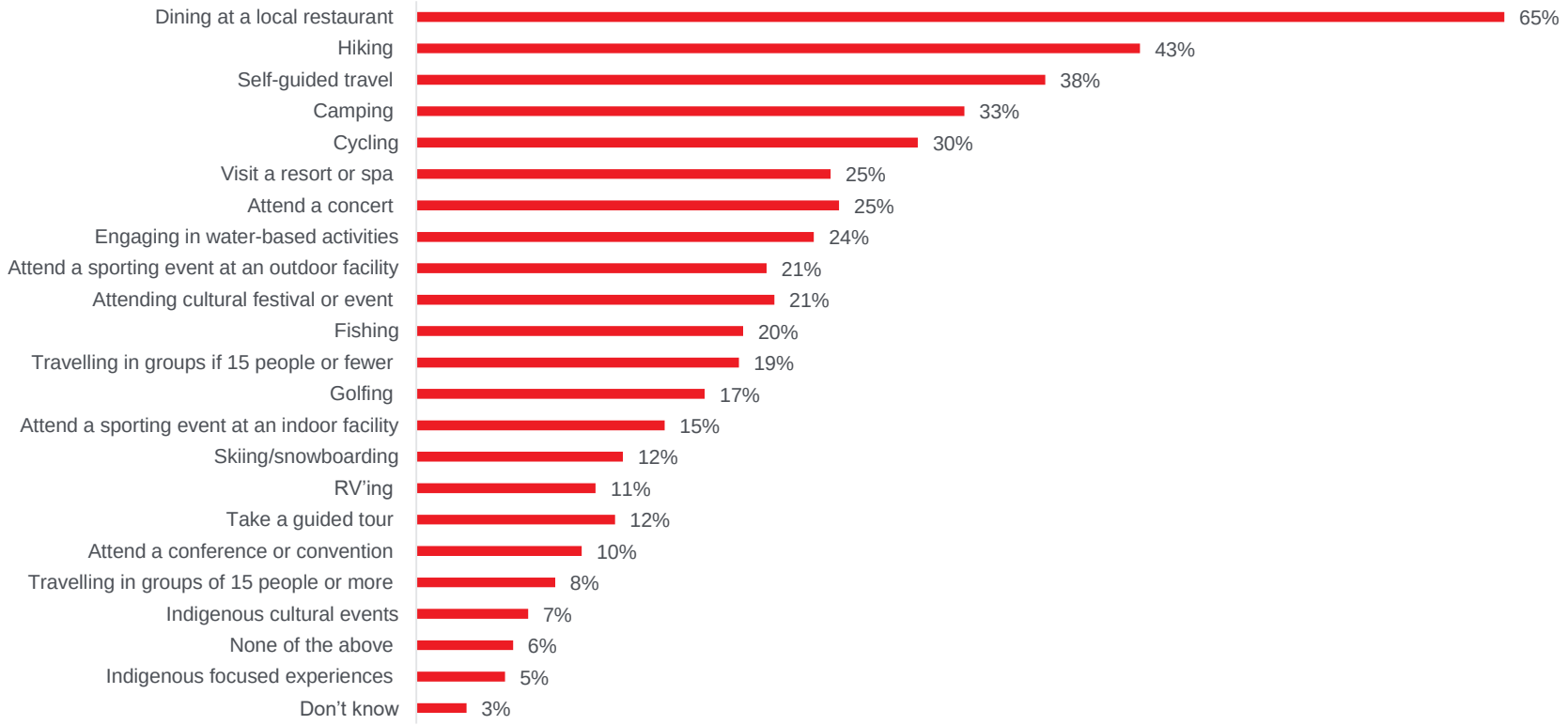
Future Travel: Attractions

*Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following **types of** attractions are you most likely to consider visiting in the coming year? Please select all that apply. (Base n=2031)*

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Visit a park (local, provincial, national)	62%	**69%**	**73%**	**76%**	**57%**	**57%**	67%	**68%**	65%	**57%**
Visit a farmers market/other types of markets	50%	56%	60%	60%	51%	**37%**	52%	**44%**	47%	**57%**
Visit major landmarks/attractions	43%	48%	48%	48%	44%	**34%**	43%	46%	42%	41%
Visit Historic sites/buildings	37%	40%	40%	45%	34%	34%	48%	36%	35%	40%
Visit a zoo/aquarium	35%	**28%**	**45%**	43%	34%	35%	33%	40%	39%	**29%**
Visit a winery/brewpub	32%	**41%**	30%	27%	31%	32%	33%	29%	32%	36%
Visit an art gallery/museum	32%	37%	36%	33%	30%	34%	22%	30%	**28%**	**37%**
Visit a theme/amusement park	20%	18%	**27%**	22%	20%	20%	18%	**30%**	22%	**13%**
Visit religious/cultural attractions	18%	21%	22%	22%	18%	15%	15%	20%	**15%**	20%
None of the above	10%	7%	8%	6%	10%	**15%**	12%	**6%**	9%	**14%**
Don't know	4%	6%	4%	3%	5%	2%	5%	3%	5%	5%

Future Travel: Activities and Experiences

Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following attractions/activities are you most likely to consider in the coming year? Please select all that apply. (Base n=2031)



Future Travel: Activities and Experiences

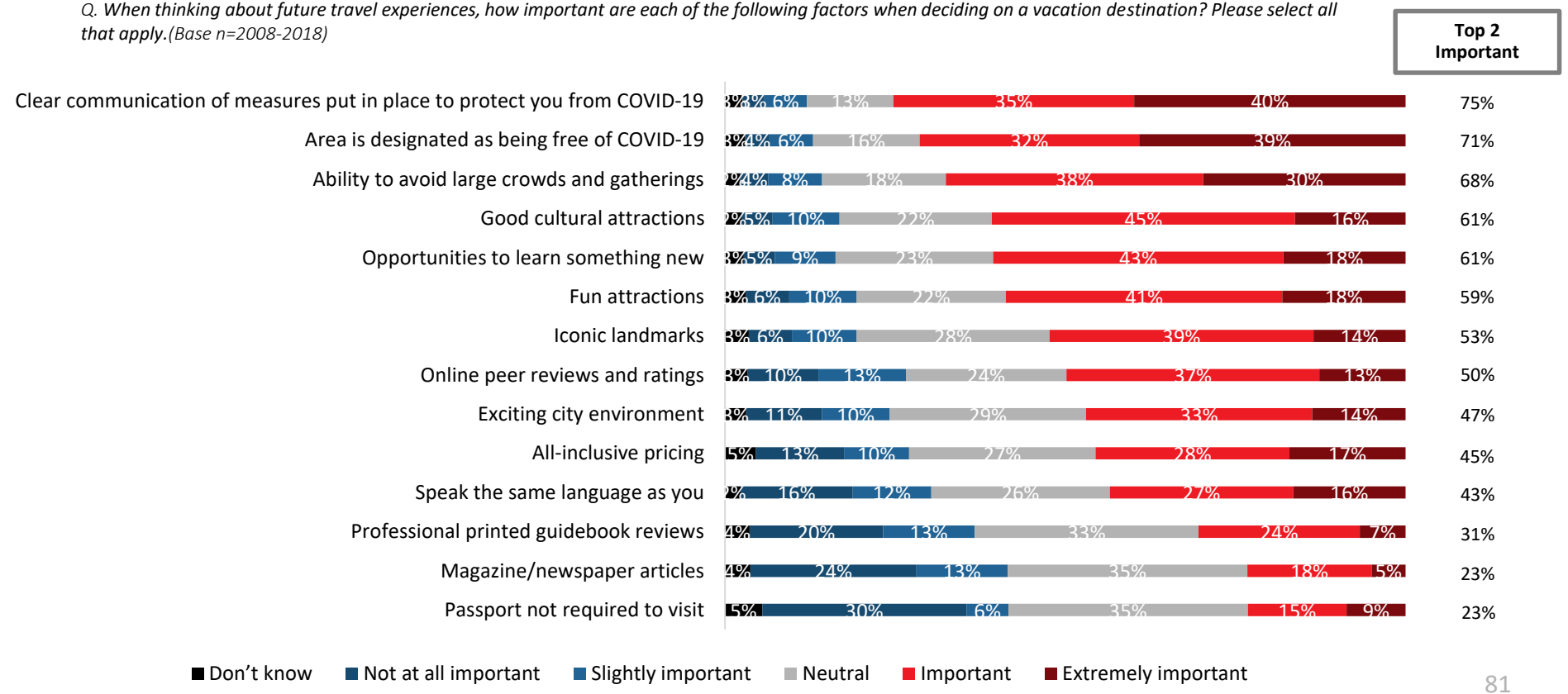
Q. Thinking about future travel experiences once the governments lift the protective measures put in place to fight COVID-19, which of the following attractions/activities are you most likely to consider in the coming year? Please select all that apply.(Base n=2031)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Dining at a local restaurant	65%	70%	66%	64%	62%	67%	66%	61%	**57%**	**75%**
Hiking	43%	49%	46%	41%	**35%**	**53%**	42%	**51%**	46%	**35%**
Self-guided travel	38%	**45%**	42%	43%	37%	**30%**	38%	36%	37%	39%
Camping	33%	38%	**42%**	**47%**	**27%**	33%	27%	**45%**	36%	**21%**
Cycling	30%	28%	33%	34%	27%	**36%**	23%	33%	**35%**	**24%**
Visit a resort or spa	25%	27%	28%	33%	23%	26%	17%	**29%**	26%	**21%**
Attend a concert	25%	22%	22%	28%	27%	27%	20%	25%	22%	28%
Engaging in water-based activities	24%	26%	28%	31%	24%	**18%**	26%	**29%**	26%	**18%**
Attend a sporting event at an outdoor facility	21%	20%	22%	26%	22%	20%	16%	22%	20%	21%
Attending cultural festival or event	21%	22%	22%	15%	22%	23%	18%	20%	18%	**25%**
Fishing	20%	17%	24%	**29%**	17%	19%	25%	21%	22%	17%
Travelling in groups if 15 people or fewer	19%	21%	24%	24%	20%	**15%**	15%	**29%**	17%	**14%**
Golfing	17%	17%	22%	20%	17%	16%	16%	15%	15%	**21%**
Attend a sporting event at an indoor facility	15%	13%	18%	19%	15%	12%	16%	18%	14%	13%
Skiing/snowboarding	12%	**17%**	15%	10%	10%	12%	13%	**22%**	12%	**6%**
RV'ing	11%	12%	**17%**	**19%**	**8%**	10%	11%	9%	10%	13%
Take a guided tour	12%	12%	12%	8%	13%	11%	9%	10%	10%	**15%**
Attend a conference or convention	10%	9%	12%	12%	10%	8%	10%	12%	10%	8%
Travelling in groups of 15 people or more	8%	7%	11%	6%	10%	6%	8%	**12%**	7%	6%
Indigenous cultural events	7%	9%	8%	10%	7%	4%	7%	6%	6%	8%
None of the above	6%	6%	5%	2%	5%	6%	10%	4%	5%	7%
Indigenous focused experiences	5%	7%	7%	5%	5%	3%	8%	7%	5%	5%
Don't know	3%	3%	2%	2%	4%	2%	2%	2%	**5%**	2%

Planning Future Travel Experiences

Important Elements when Selecting a Destination

Q. When thinking about future travel experiences, how important are each of the following factors when deciding on a vacation destination? Please select all that apply.(Base n=2008-2018)



Important Elements when Selecting a Destination

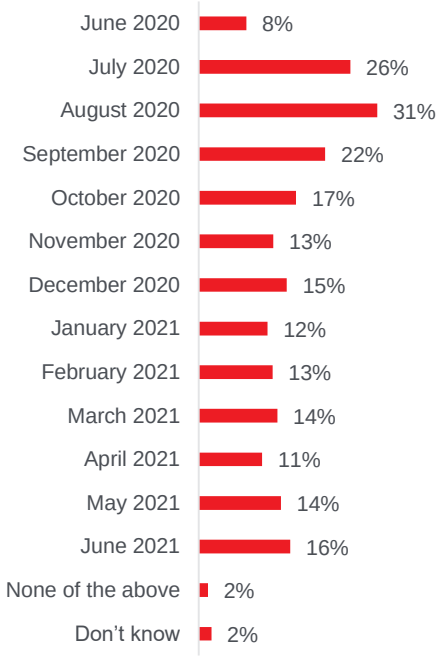
Q. When thinking about future travel experiences, how important are each of the following factors when deciding on a vacation destination? Please select all that apply.(Base n=1988)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1988**	395	396	120	589	398	99	535	739	714
Clear communication of measures put in place to protect you from COVID-19	75%	73%	75%	79%	**79%**	70%	71%	72%	72%	**80%**
Area is designated as being free of COVID-19	71%	71%	70%	73%	**76%**	**64%**	70%	69%	68%	**76%**
Ability to avoid large crowds and gatherings	68%	63%	69%	72%	71%	63%	66%	**62%**	67%	**72%**
Opportunities to learn something new	61%	58%	58%	59%	62%	63%	55%	58%	60%	64%
Good cultural attractions	61%	62%	58%	56%	63%	64%	49%	61%	62%	60%
Fun attractions	59%	56%	60%	60%	62%	57%	48%	**70%**	**66%**	**44%**
Iconic landmarks	52%	57%	56%	45%	**58%**	**45%**	42%	53%	55%	49%
Online peer reviews and ratings	50%	48%	53%	42%	**54%**	45%	48%	**57%**	52%	**44%**
Exciting city environment	47%	49%	49%	42%	**53%**	42%	**29%**	**56%**	48%	**40%**
All-inclusive pricing	46%	**38%**	45%	47%	48%	45%	46%	49%	47%	42%
Speak the same language as you	43%	38%	48%	52%	45%	40%	44%	46%	43%	43%
Professional printed guidebook reviews	30%	29%	31%	25%	29%	36%	26%	29%	28%	33%
Passport not required to visit	23%	23%	25%	24%	24%	22%	18%	27%	24%	20%
Magazine/newspaper articles	23%	23%	22%	22%	24%	23%	22%	23%	22%	24%

Note: Top 2 scores shown (important + extremely important)

Scheduled Travel Plans in 2020

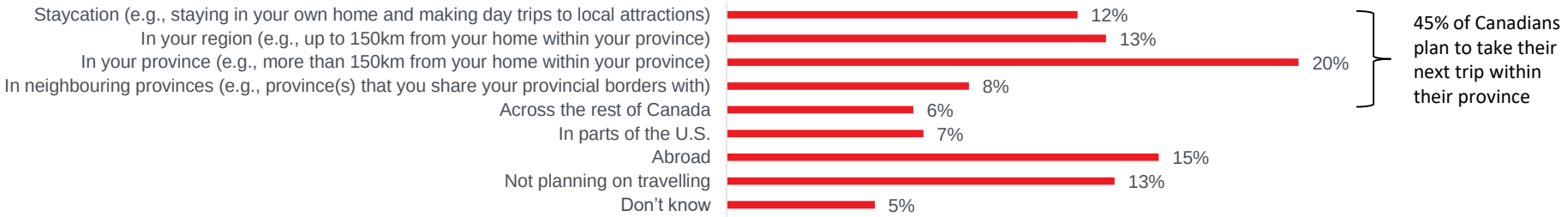
Q. In which months over the next year do you currently plan to take any leisure trips? Please select all that apply. (Base n=2031)



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
June 2020	8%	9%	8%	10%	6%	11%	10%	10%	7%	8%
July 2020	26%	25%	31%	31%	21%	28%	33%	23%	29%	26%
August 2020	31%	27%	33%	37%	27%	35%	41%	31%	32%	30%
September 2020	22%	21%	25%	21%	21%	21%	24%	18%	19%	27%
October 2020	17%	17%	16%	10%	21%	13%	18%	9%	17%	22%
November 2020	13%	11%	17%	11%	15%	7%	12%	7%	15%	15%
December 2020	15%	17%	15%	23%	17%	9%	10%	19%	16%	12%
January 2021	12%	14%	12%	18%	12%	9%	6%	11%	12%	13%
February 2021	13%	13%	15%	18%	13%	9%	12%	6%	13%	18%
March 2021	14%	16%	13%	13%	14%	13%	14%	9%	12%	18%
April 2021	11%	13%	11%	3%	12%	9%	14%	9%	9%	15%
May 2021	14%	16%	19%	10%	14%	6%	18%	15%	11%	16%
June 2021	16%	21%	20%	10%	17%	7%	12%	18%	14%	16%
None of the above	2%	3%	1%	2%	1%	2%	0%	3%	1%	2%
Don't know	2%	1%	2%	5%	3%	2%	4%	4%	1%	2%

Destination of Next Planned Trip

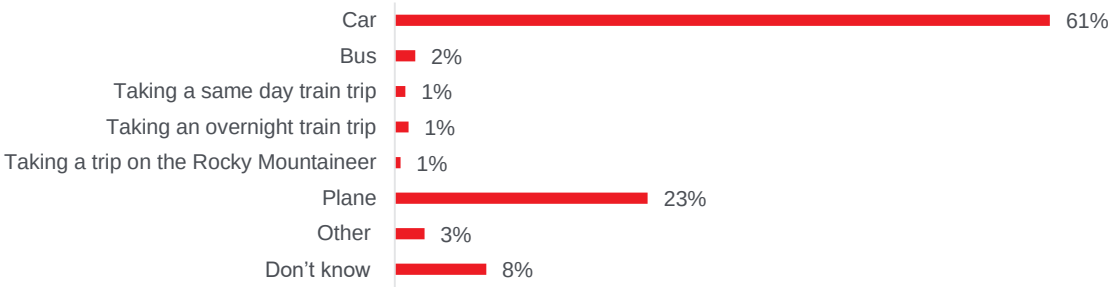
Q. Where are you currently planning to take your next leisure trip? Please select one of the following the best reflects your travel plans. (Base n=2031)



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Staycation (e.g., staying in your own home and making day trips to local attractions)	13%	9%	12%	8%	12%	17%	13%	14%	15%	9%
In your region (e.g., up to 150km from your home within your province)	13%	15%	11%	11%	11%	16%	18%	15%	15%	11%
In your province (e.g., more than 150km from your home within your province)	20%	20%	17%	20%	16%	28%	19%	20%	18%	21%
In neighbouring provinces (e.g., province(s) that you share your provincial borders with)	7%	6%	17%	17%	5%	4%	14%	6%	7%	8%
Across the rest of Canada	6%	6%	7%	12%	8%	3%	3%	4%	7%	8%
In parts of the U.S.	7%	8%	6%	6%	10%	3%	6%	5%	6%	9%
Abroad	15%	16%	13%	11%	17%	14%	11%	16%	13%	15%
Not planning on travelling	14%	13%	13%	10%	15%	12%	17%	13%	13%	14%
Don't know / Prefer not to answer	5%	7%	5%	5%	6%	3%	1%	5%	6%	4%

Two-Thirds of Canadians plan to drive to their next travel destination

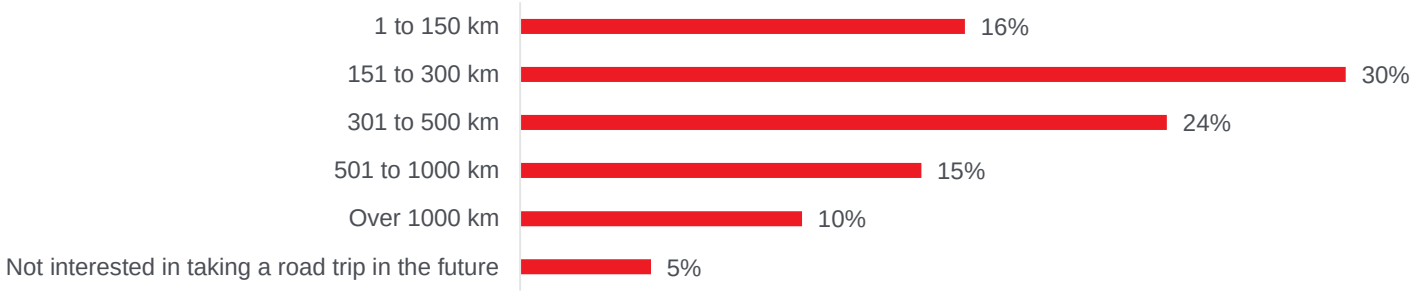
Q. What is the primary mode of transportation you will take to get there? (Base n=2031)



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2031**	401	402	125	600	403	100	553	754	724
Car	61%	**49%**	60%	69%	57%	**70%**	68%	58%	63%	61%
Bus	2%	2%	2%	1%	2%	2%	4%	**4%**	1%	1%
Taking a same day train trip	1%	1%	0%	0%	1%	2%	1%	1%	1%	1%
Taking an overnight train trip	1%	1%	**0%**	2%	2%	1%	0%	**3%**	1%	**0%**
Taking a trip on the Rocky Mountaineer	1%	1%	1%	2%	1%	0%	0%	1%	1%	0%
Plane	23%	**32%**	26%	23%	25%	**17%**	17%	22%	22%	26%
Other	3%	5%	3%	1%	2%	3%	4%	**1%**	2%	**5%**
Don't know	8%	10%	8%	**2%**	**11%**	6%	7%	10%	11%	**6%**

Length of Next Road Trip

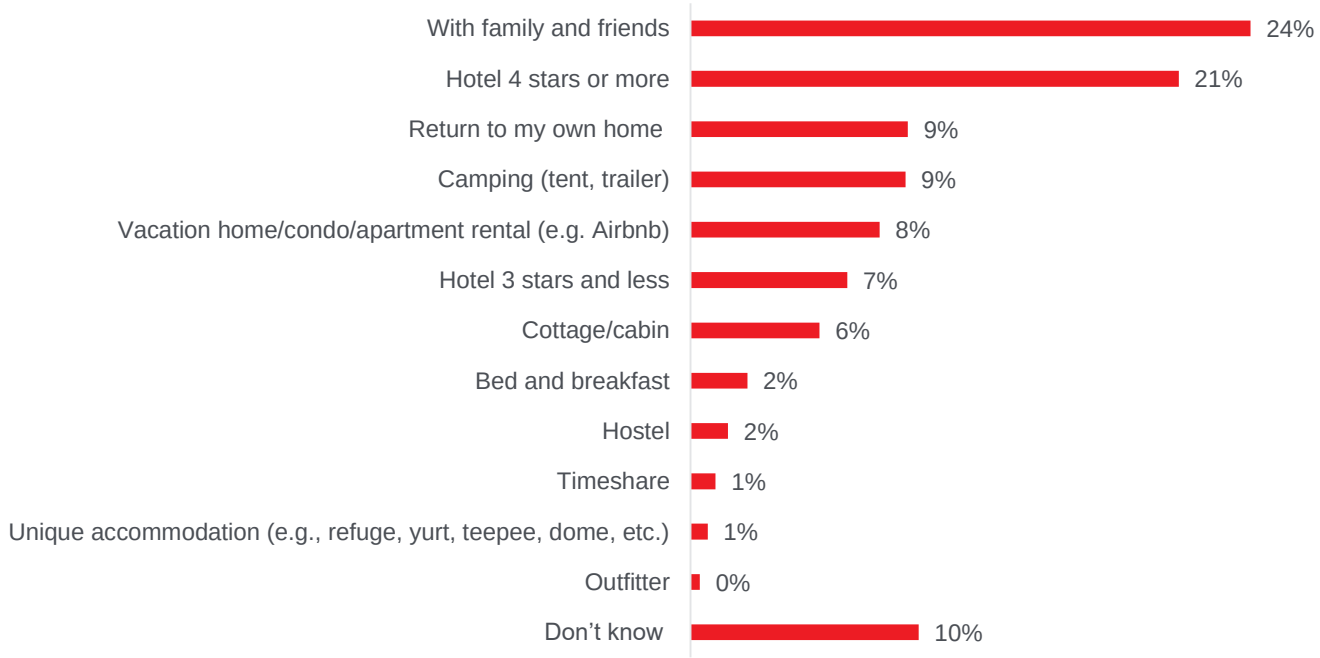
*Q. On your next **road trip**, how far away from home are you willing to travel (one way)? (Base n=1879)*



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1879**	361	374	118	555	376	95	508	688	683
1 to 150 km	16%	18%	15%	18%	17%	14%	18%	15%	17%	17%
151 to 300 km	30%	26%	26%	31%	35%	30%	34%	33%	30%	29%
301 to 500 km	24%	25%	28%	19%	21%	25%	19%	22%	24%	25%
501 to 1000 km	15%	15%	16%	17%	13%	17%	13%	16%	14%	14%
Over 1000 km	10%	9%	12%	14%	8%	11%	12%	11%	11%	10%
Not interested in taking a road trip in the future	5%	7%	3%	2%	6%	4%	5%	3%	5%	6%

Intended Accommodations for Next Trip

Q. When thinking about this trip, where do you primarily intend to stay? *(Base n=1962)*



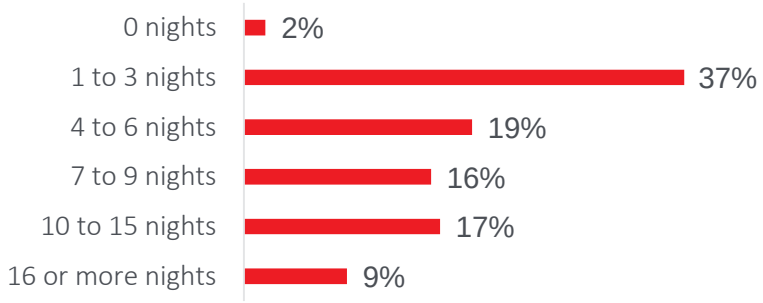
Intended Accommodations for Next Trip

Q. When thinking about this trip, where do you primarily intend to stay? (Base n=2015)

	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**2015**	397	399	125	597	398	99	551	752	712
With family and friends	24%	26%	28%	23%	23%	21%	30%	23%	22%	27%
Hotel 4 stars or more	21%	22%	17%	12%	24%	19%	26%	17%	23%	23%
Return to my own home	9%	6%	9%	6%	11%	11%	8%	8%	9%	11%
Camping (tent, trailer)	9%	10%	11%	16%	6%	11%	10%	11%	12%	5%
Vacation home/condo/apartment rental (e.g. Airbnb)	8%	9%	9%	10%	8%	8%	3%	10%	7%	8%
Hotel 3 stars and less	7%	10%	10%	8%	6%	5%	4%	7%	7%	6%
Cottage/cabin	6%	2%	3%	14%	5%	6%	7%	5%	6%	5%
Hostel	2%	1%	0%	1%	1%	3%	3%	2%	1%	2%
Bed and breakfast	2%	1%	1%	3%	3%	3%	1%	3%	2%	3%
Unique accommodation (e.g., refuge, yurt, teepee, dome, etc.)	1%	2%	1%	0%	0%	2%	0%	2%	0%	0%
Timeshare	1%	1%	2%	0%	1%	1%	0%	1%	1%	2%
Outfitter	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%
Don't know	10%	10%	9%	6%	11%	9%	6%	12%	11%	8%

Number of Overnight Stays in Destination

Q. Approximately how many nights will you stay at this destination? *(Base n=1429)*



	Total Canada	PROVINCE						AGE		
		BC	AB	MB/SK	ON	QC	ATL	18-34	35-54	55+
Unweighted n =	**1429**	274	302	96	406	277	74	364	526	539
0 nights	2%	1%	1%	0%	2%	2%	3%	1%	2%	2%
1 to 3 nights	37%	33%	37%	35%	36%	42%	44%	44%	40%	**31%**
4 to 6 nights	19%	21%	23%	24%	17%	19%	20%	18%	23%	18%
7 to 9 nights	16%	13%	13%	16%	17%	17%	16%	16%	15%	17%
10 to 15 nights	17%	18%	15%	13%	18%	16%	15%	14%	16%	19%
16+ nights	9%	13%	11%	13%	9%	5%	2%	8%	**5%**	**13%**

Respondent Profile

Respondent Profile

	TOTAL
n=	2031
Gender	
Male	49%
Female	51%
Age	
18-34	27%
35-54	37%
55+	36%
Province	
Atlantic Provinces	5%
Quebec	20%
Ontario	30%
Manitoba / Saskatchewan	6%
Alberta	20%
British Columbia	20%

	TOTAL
n=	2031
Children in the Household	
Yes	28%
No	72%
Household Income	
Under $39,999	19%
$40,000 to $79,999	29%
$80,000 to $99,999	13%
$100,000 or more	28%
Prefer not to answer	12%
Education	
Primary / High school	25%
Collegial	30%
University	45%

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