

Leger

REPORT

Canadian Spring Travel Plans 2024

DATE March 2024

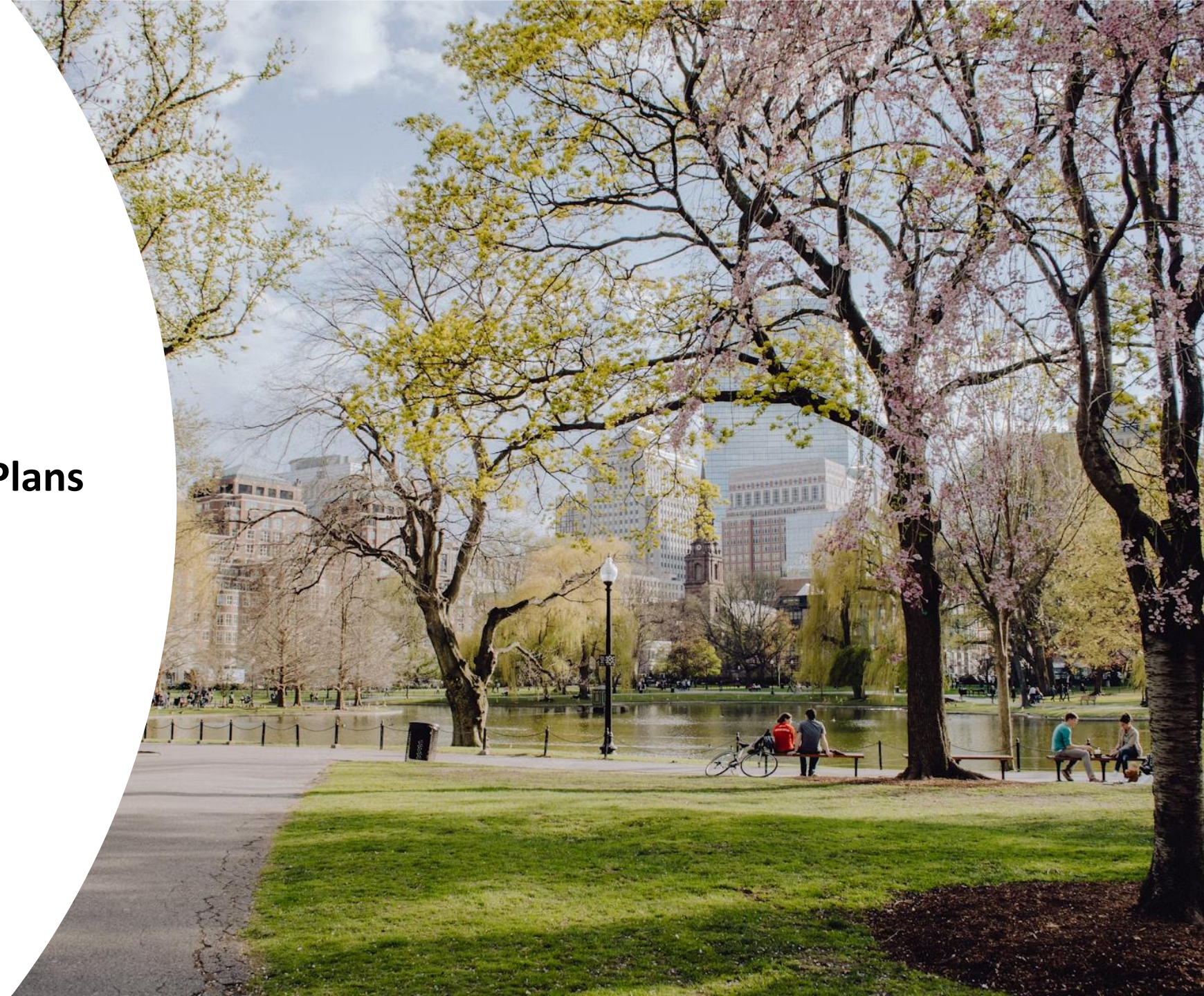




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Methodology



Method

Two online surveys with Canadian residents aged 18+ who were randomly selected from Leger's Leo Panel.

- Winter: 1,531 Residents
- Spring: 1,527 Residents



When

Data collection:

- Winter: November 17-20, 2023
- Spring: March 8-10, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.50\%$ for the total sample size of 1,531 and 1,527 Canadian residents



Weighting

Results were weighted according to **age, gender, and region** to ensure a representative sample of the Canadian population using data from Statistics Canada's latest available census

Travel & Tourism Team at Leger

Inflation, natural disasters, artificial intelligence, and the COVID-19 pandemic have reshaped travel and tourism. Understanding and quickly adapting to the needs of the travel and tourism community is more important than ever.

Leger's Travel & Tourism team specializes in providing holistic qualitative and quantitative travel market research tailored to client's unique needs.



We help destination marketing organizations, airports, tourist attractions, and tourism associations navigate the changing landscape and make the best business decisions.

Travel & Tourism Report Series

Leger's Travel & Tourism Series will provide insights on key topics and trends within the travel and tourism sector that focus on Canadians' travel behaviours, perceptions, and preferences.

The first and second editions offer winter and spring travel comparisons on the following topics:



Canadians' travel plans



Factors impacting travel plans



Impact of inflation on travel behaviour

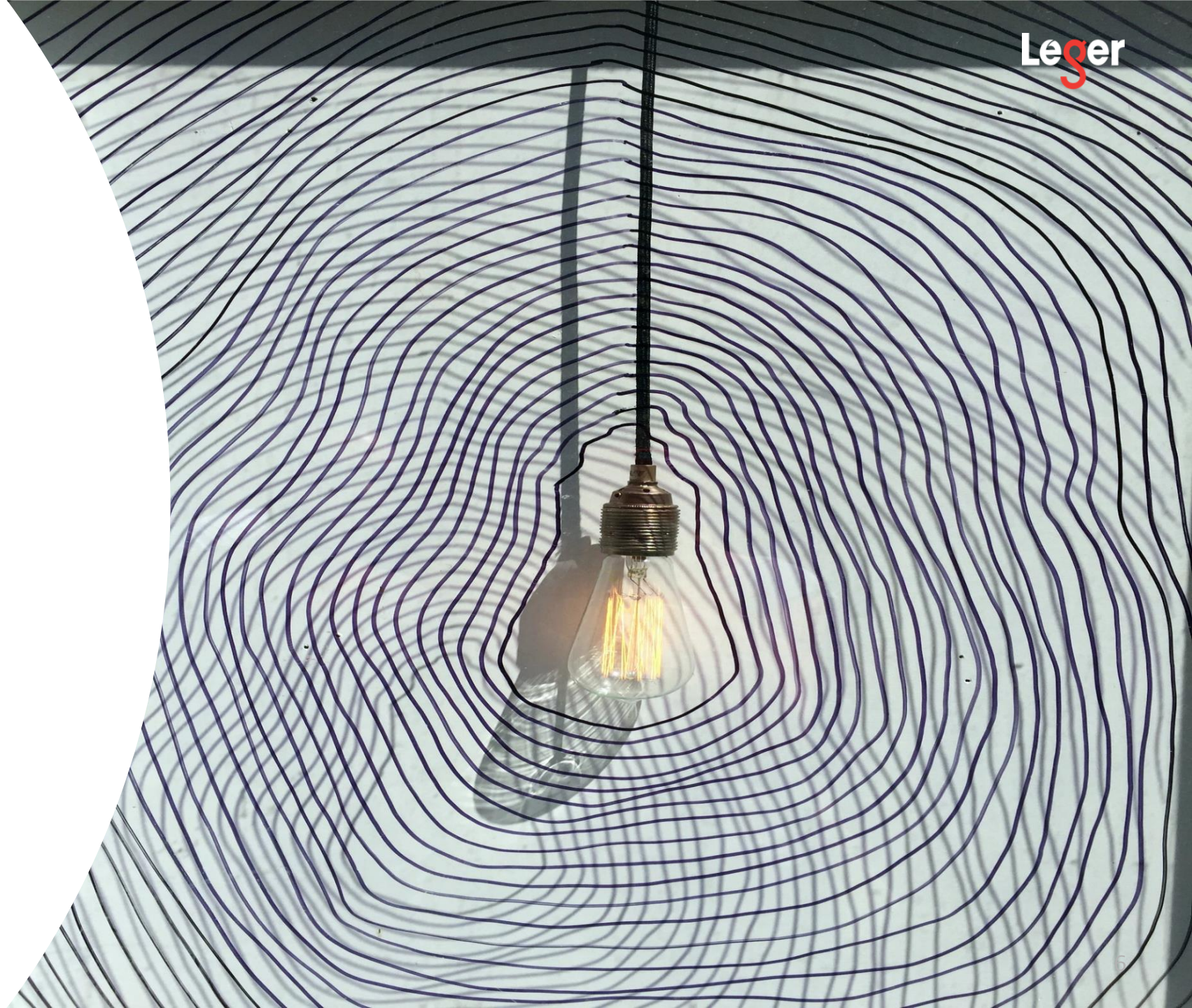


Ideal vacation destination if money were no object

These behaviours and attitudes will continue to be tracked on a quarterly basis to examine trends over time.

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Key Insights



Key Insights



Canadians' love for spring travel is stronger than their love for winter travel: Almost half of Canadians have made plans to travel this spring, up a significant 9 points since the winter period. This can be attributed to higher levels of leisure travel.



With the change of weather, Canadians are less interested in travelling to warm weather destinations compared to the winter: The #1 reason for travelling in the spring is visiting friends and family (39%), followed by visiting a city destination (25%).



Inflation continues to shape travel trends: The top two factors that have the greatest impact on travel plans remain inflation (67%) and high transportation costs (65%).



Key Insights *Continued*



A significant proportion (71%) of Canadians are making compromises to cope with inflation: Cutting back on dining out (26%), reducing shopping expenses (26%), choosing less expensive accommodations (25%), and reducing spending on activities/attractions (24%) remain the activities that travellers are most likely to cut back on.



Although Canadian leisure travellers are less likely to travel to warm weather destinations this spring compared to the winter, warm destinations still top traveller wish lists: If Canadians were given a free voucher to travel to any destination in the world this spring, more than 1-in-3 Canadians would choose warmer destinations outside of Canada, with Hawaii, Italy, and Japan topping the list.



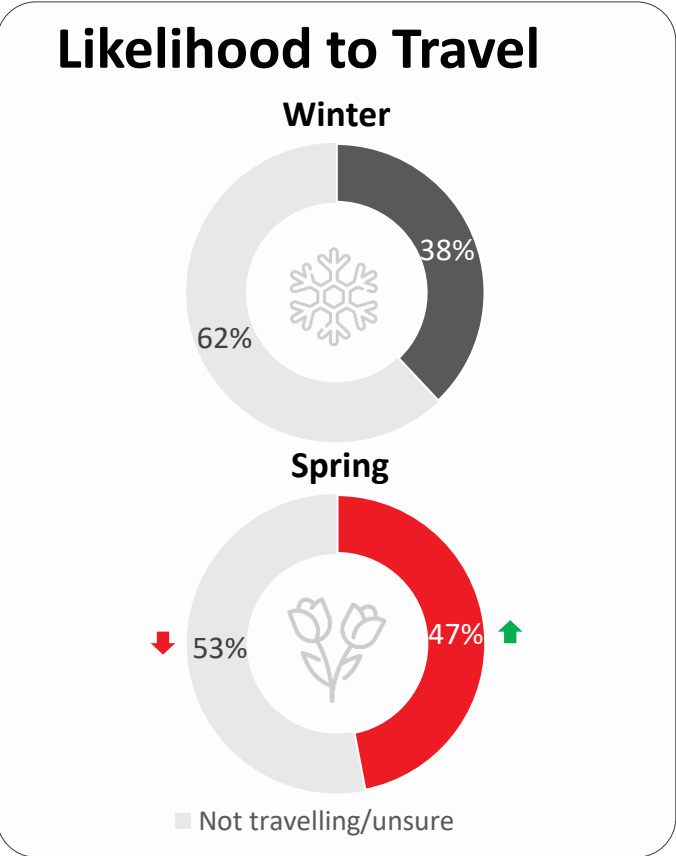
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Detailed Results

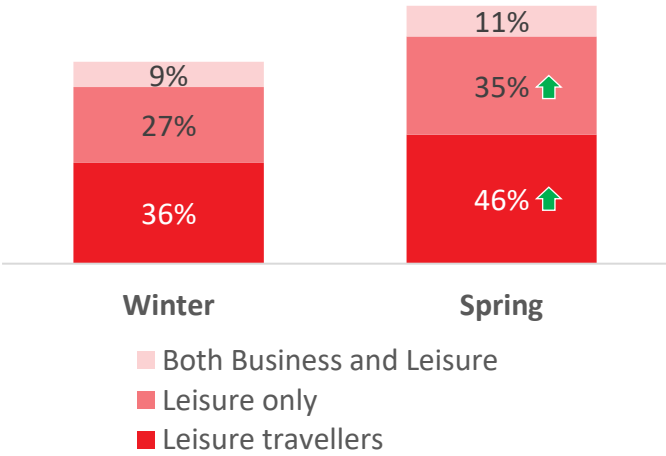


Spring Travel Behaviour

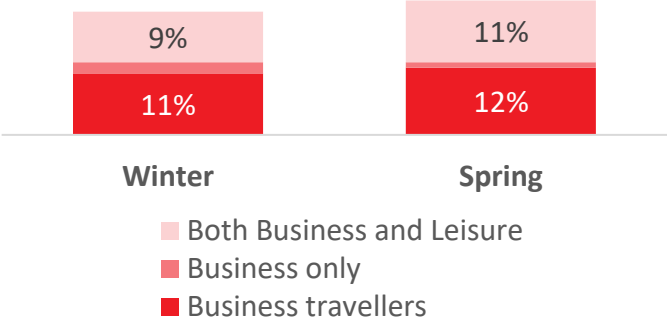
Almost half of Canadians are planning to travel this spring, which is higher than those who planned to travel during the winter. Most are travelling for leisure purposes..



Leisure Travellers



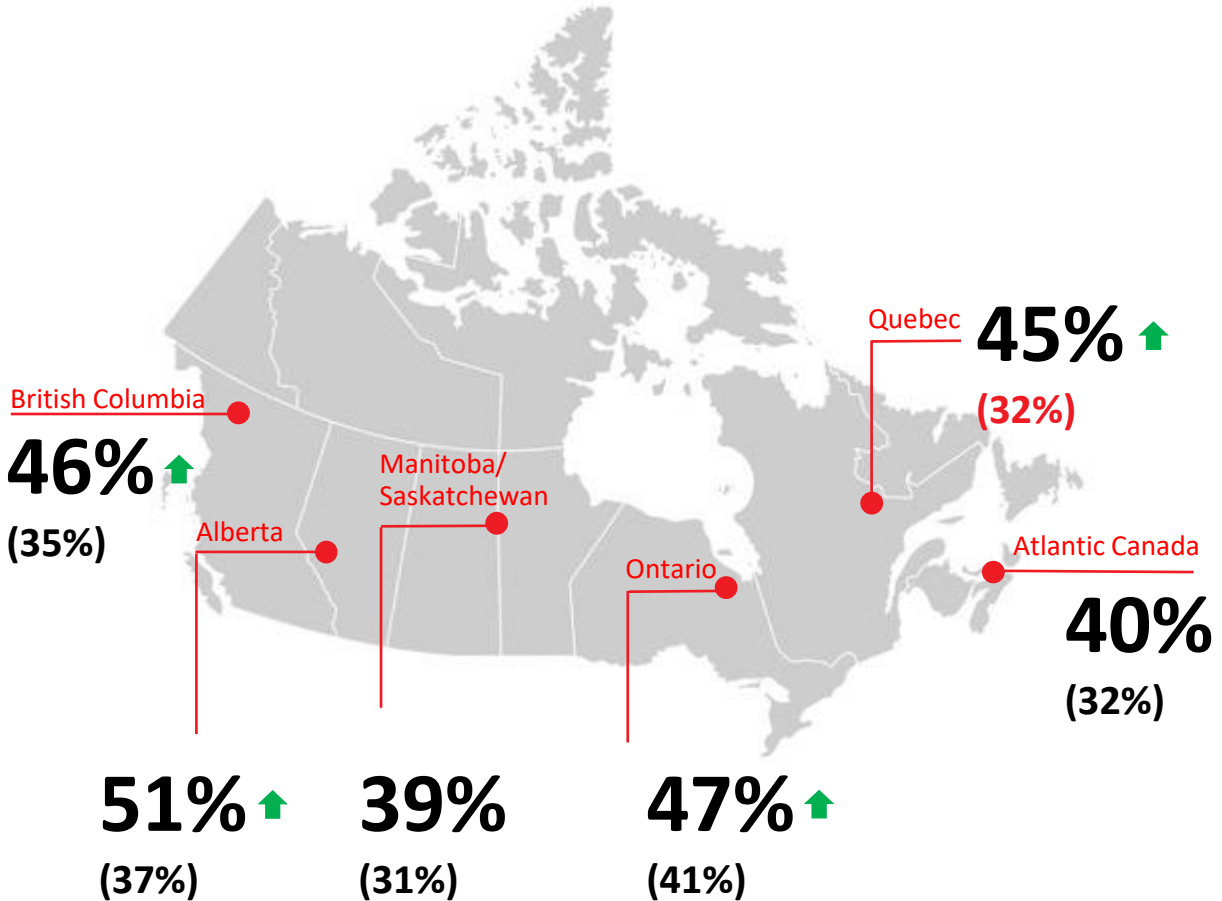
Business Travellers



	Winter	Spring
Yes, already booked	13%	16%
Yes, planning but not booked	13%	15%
Somewhat likely to travel	11%	15% ↑
No	55%	46%
Not sure	9%	8%

Spring Travel Behaviour – By Demographics

Likely to Travel this Spring



Spring Leisure Travel

Gender	Male (775)	Female (752)
Spring	50%	42%

Age	18-34 (441)	34-54 (565)	55+ (521)
Spring	53%	49%	38%

Kids	With Kids (459)	Without Kids (1059)
Spring	57%	41%

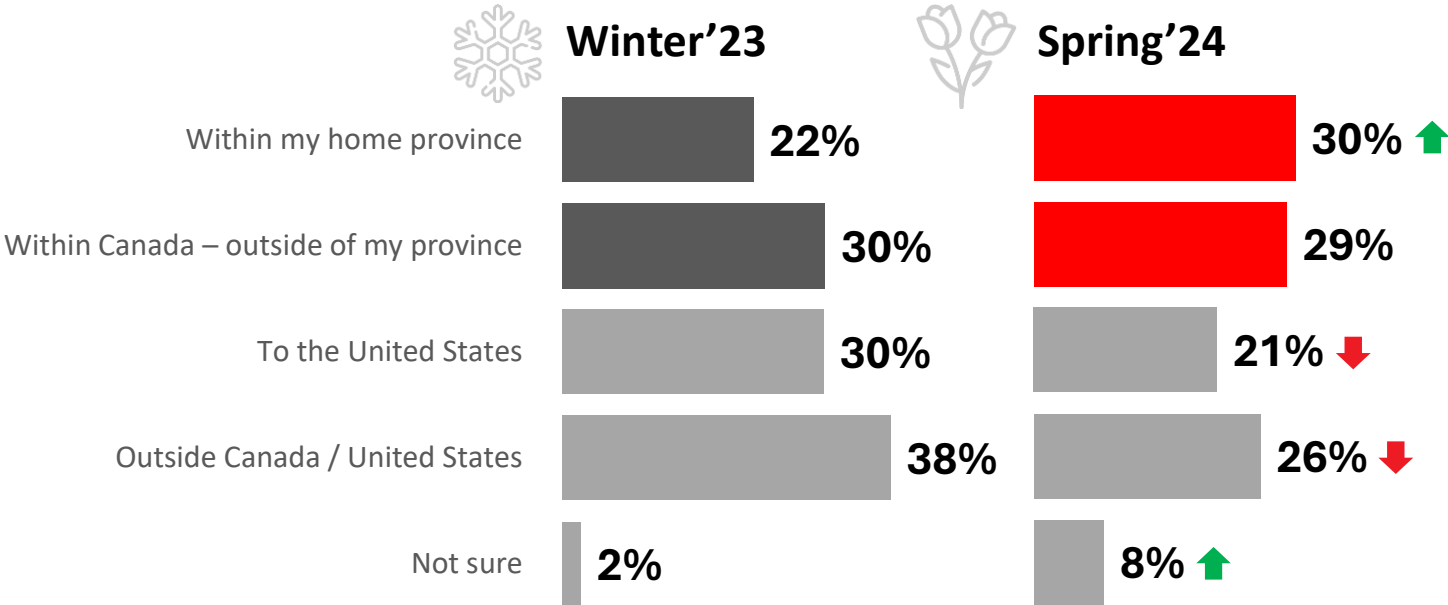
Compared to their counterparts, men, 18 to 54-year-olds, and those with children are **more likely** to travel this spring.

Those residing in BC, Alberta, Ontario, and Quebec are significantly **more likely** to travel this spring compared to the winter.

↑ Significantly higher than comparison group(s)
↓ Significantly lower than comparison group(s)
↑ Statistically significantly higher than Winter
↓ Statistically significantly lower than Winter

Spring Travel Destinations

Compared to winter travel plans, Canadian leisure travellers are **more likely to travel within their home province** and less likely to travel to locations outside Canada.



54% ↑
 (compared to 47% in the winter) of Canadians are planning to travel **within Canada**



44% ↓
 (compared to 62% in the winter) of Canadians are planning to travel **outside Canada**

Type of Vacation This Spring

Not surprisingly, Canadian travellers are less interested in travelling to warm weather destinations this spring compared to winter travel. Visiting friends/ family is the most popular travel type this spring, followed by visits to city destinations and warm weather vacations.



Base: Among leisure travellers who are planning to travel; Winter (n=598), Spring (n=747)
 CTT3. What type of trip are you planning to take?
 Note: * represents new attributes included in the Spring wave

Type of Vacation This Spring – By Demographics

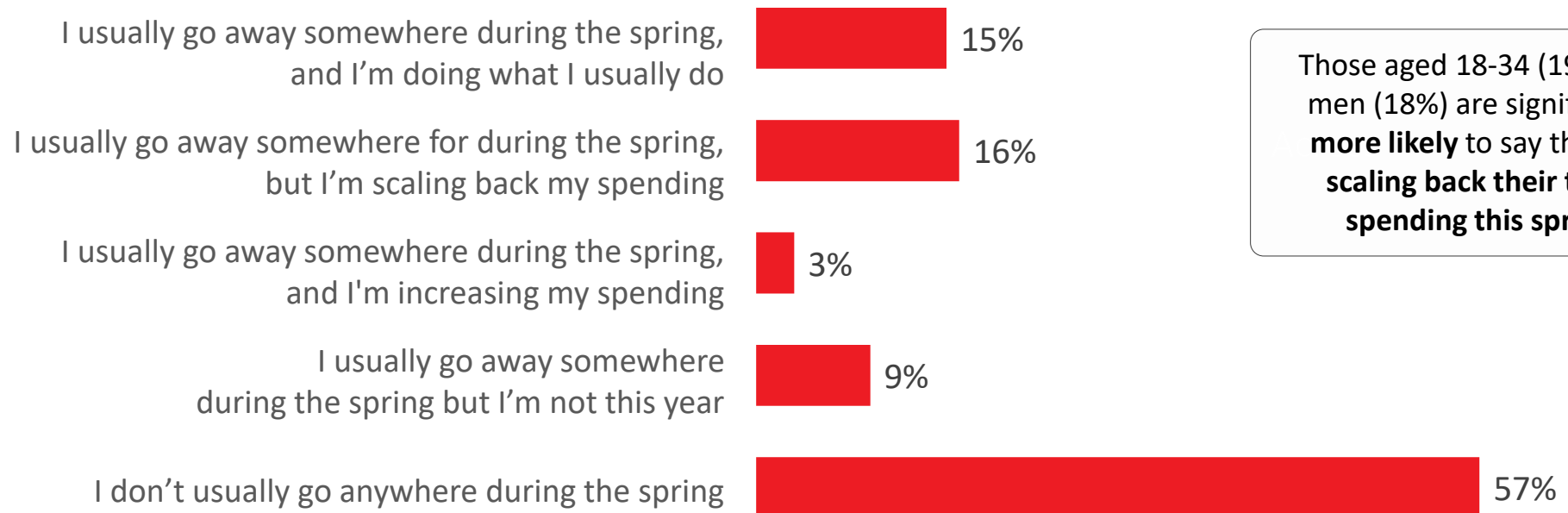
Overall, younger travellers have a broader range of preferences for trip types. Travellers staying within Canada are significantly more likely to be planning to visit friends and family (49%) and take adventure trips (21%). Meanwhile, warm weather vacations are most popular among Canadian travellers heading outside the country.

Type of Travel	Total	18-34	35-54	55+	Travelling Within Canada	Travelling Outside Canada
n=	747	245	292	210	390	352
Visiting friends / family	39%	44%	33%	39%	51%	28%
Visit to a city destination	25%	24%	29%	22%	23%	29%
Warm weather vacation	24%	22%	24%	26%	11%	40%
Adventure	16%	25%	15%	10%	22%	13%
Attending live sporting event	8%	14%	7%	4%	9%	11%
Attending music / art festival / concert	8%	13%	6%	5%	10%	8%
Cruise vacation	7%	4%	6%	10%	4%	9%
Wine/ beer/ liquor tasting*	6%	10%	4%	3%	6%	7%
Visit to a mountain resort	5%	7%	6%	2%	7%	4%
Wellness retreat	4%	8%	2%	2%	5%	5%
Volunteering	2%	4%	1%	0%	2%	2%

Significantly higher than comparison group(s)
Significantly lower than comparison group(s)

Typical Spring Travel Behaviour

1-in-10 Canadian residents usually go somewhere during the spring but are not this year, while a further 16% usually go away in the spring but have decided to scale back their spending.



Those aged 18-34 (19%) and men (18%) are significantly **more likely** to say they are **scaling back their travel spending this spring.**

Factors Impacting Travel Plans

Inflation continues to influence travel decisions, with inflation and high transportation costs having the greatest impact on travel plans. Among both types of travellers, the risk of being exposed to COVID-19 is significantly lower this spring.



How Travel Plans Have Been Impacted by Inflation

Similar to winter travel plans, a **significant proportion of Canadians who are planning to travel for leisure this spring are making compromises related to their travel spending**, such as cutting back on dining out, reducing shopping spend, choosing less expensive accommodations, and reducing spending on activities/attractions. 1-in-10 are cancelling or postponing their trip altogether.

	Spring'24	Winter'23
TOTAL IMPACT	71%	74%
Cut back on dining out	26%	26%
Reducing spending on shopping	26%	31%
Choose less expensive accommodation options	25%	28%
Reduce spending on activities and attractions	24%	26%
Travel during off-peak season	20%	19%
Stay with friends or family	19%	19%
Choose destinations closer to home	18%	13%
Reduce length of trip	18%	20%
Choose alternative transportation methods	12%	12%
Cancel or postpone travel	10%	9%



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Respondent Profile



Unweighted and Weighted Sample

The tables below present the distribution of respondents on key variables before and after weighting.

	Winter		Spring	
	Weighted	Unweighted	Weighted	Unweighted
Region	1,531	1,531	1527	1527
British Columbia	210	150	213	151
Alberta	171	126	168	130
Saskatchewan/Manitoba	99	127	98	131
Ontario	594	601	592	604
Quebec	354	426	353	410
Atlantic	102	101	103	101
Area				
Urban	597	615	655	665
Suburban	620	604	580	569
Rural	297	299	278	279

	Winter		Spring	
	Weighted	Unweighted	Weighted	Unweighted
Gender				
Male	745	737	746	781
Female	786	794	775	752
Age				
18-34	410	367	408	441
35-54	492	546	492	565
55+	629	618	627	521

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Appendix

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Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

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8
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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.



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