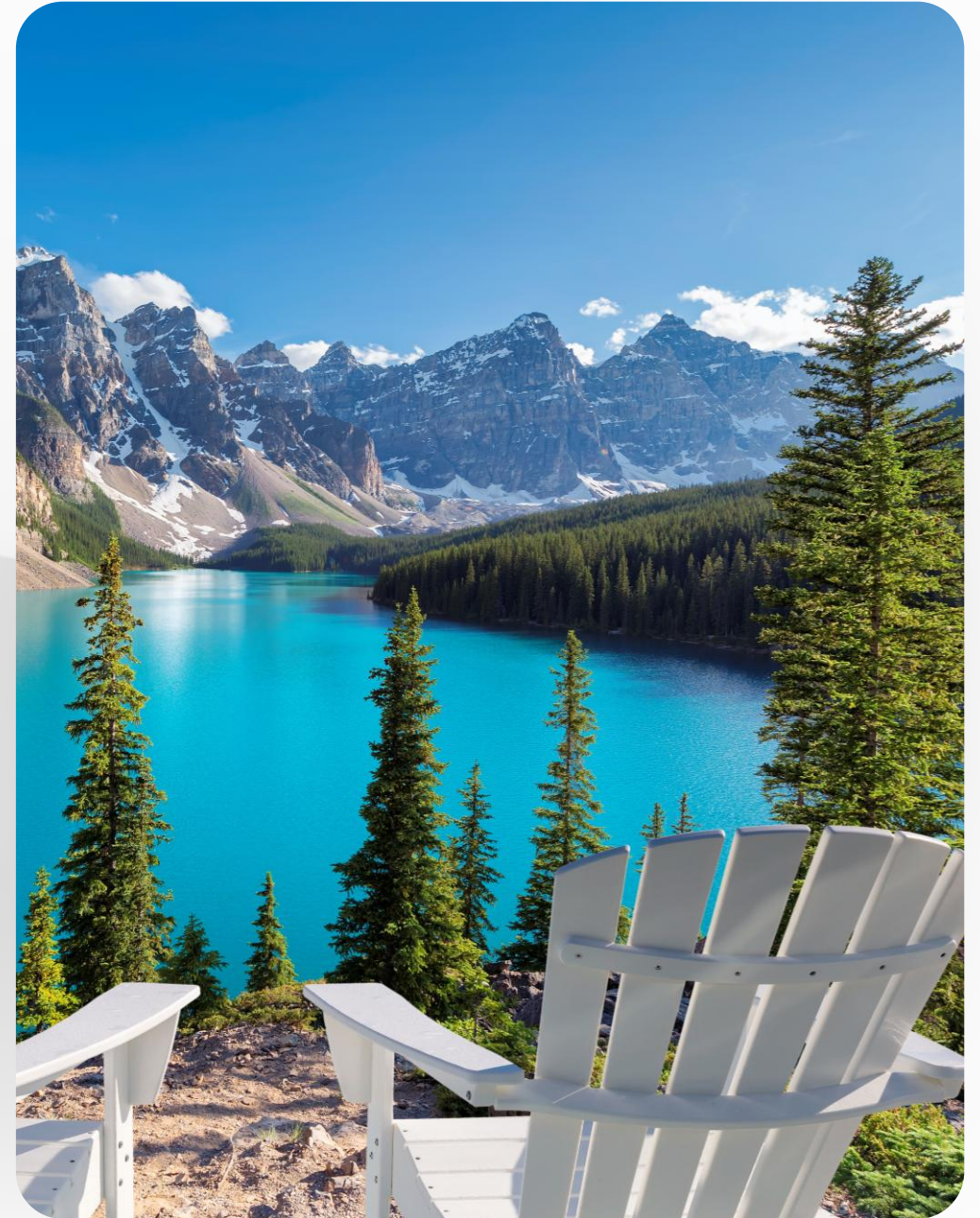




Report

# Canadian Travel Intentions & Emerging Trends

March 2026

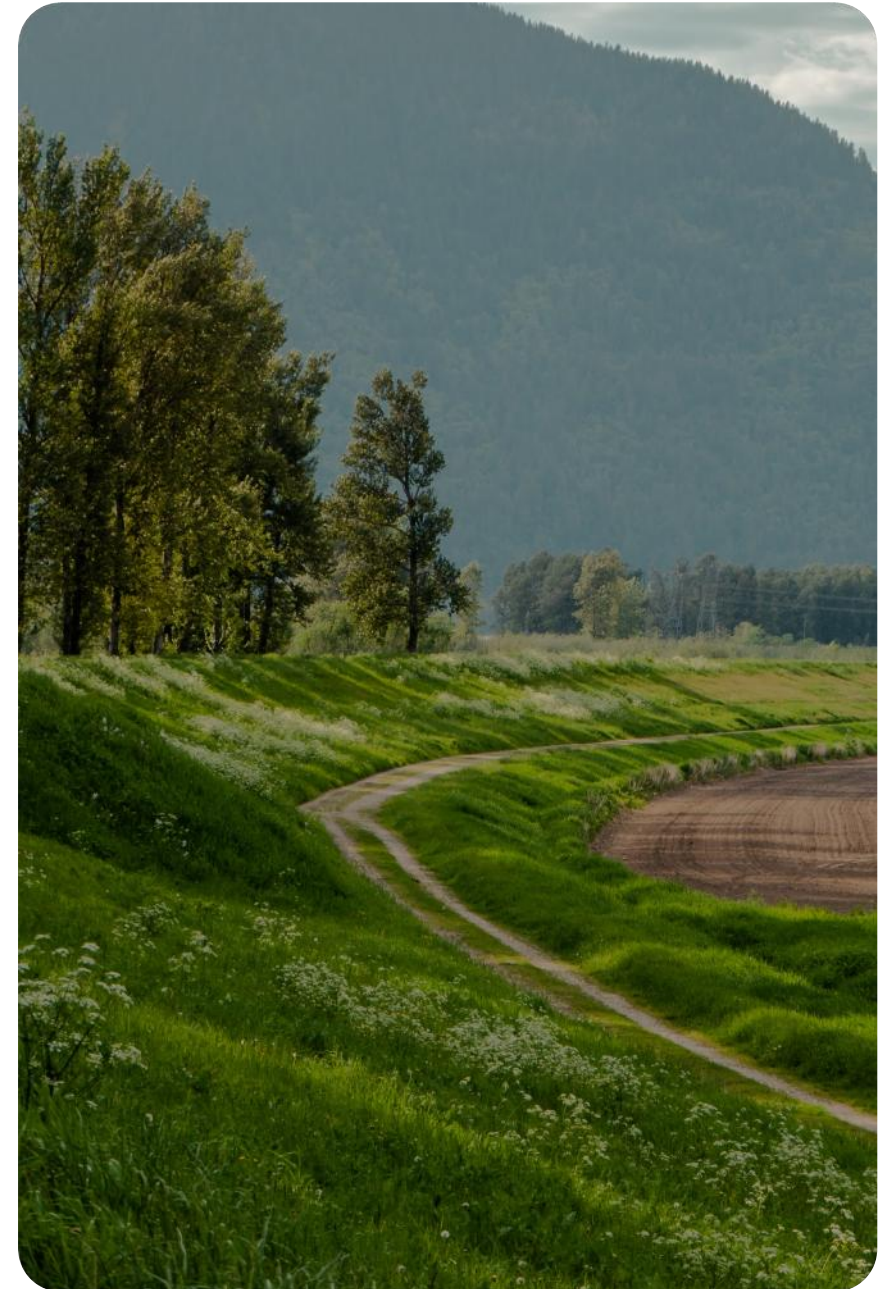


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# Methodology



## Methodology

Online survey with Canadian residents 18 years or older.

- **Spring 2026: n= 1,583**
- Summer 2025: n=1,537
- Spring 2025: n=1,553
- Spring 2024: n=1,527

Respondents were randomly recruited using LEO's online panel.



## When

**Spring 2026: March 6-8, 2025**  
Summer 2025: May 16-19, 2025  
Spring 2025\*: February 1-2, 2025  
Spring 2024: April 25-28, 2024

\*Note: On February 1, 2025, President Trump announced new tariffs on imports from Canada. March 4, 2025: tariff policies took effect.



## Margin of Error

A margin of error cannot be associated with a non-probability sample in a panel survey.

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.50\%$  (19 times out of 20).



## 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 census.

# Leger's Travel and Tourism Team

## Specialized Expertise

Dedicated team of 12 researchers who specialize in travel and tourism research.

## Industry Thought Leadership

Regularly published insights through content pieces and press releases.

## Extensive Experience

Proven track record with hundreds of travel and tourism projects.

## Diverse Clientele

Trusted by destination organizations, airports, airlines, attractions, tourism associations, and hotels.

## Comprehensive Research Solutions

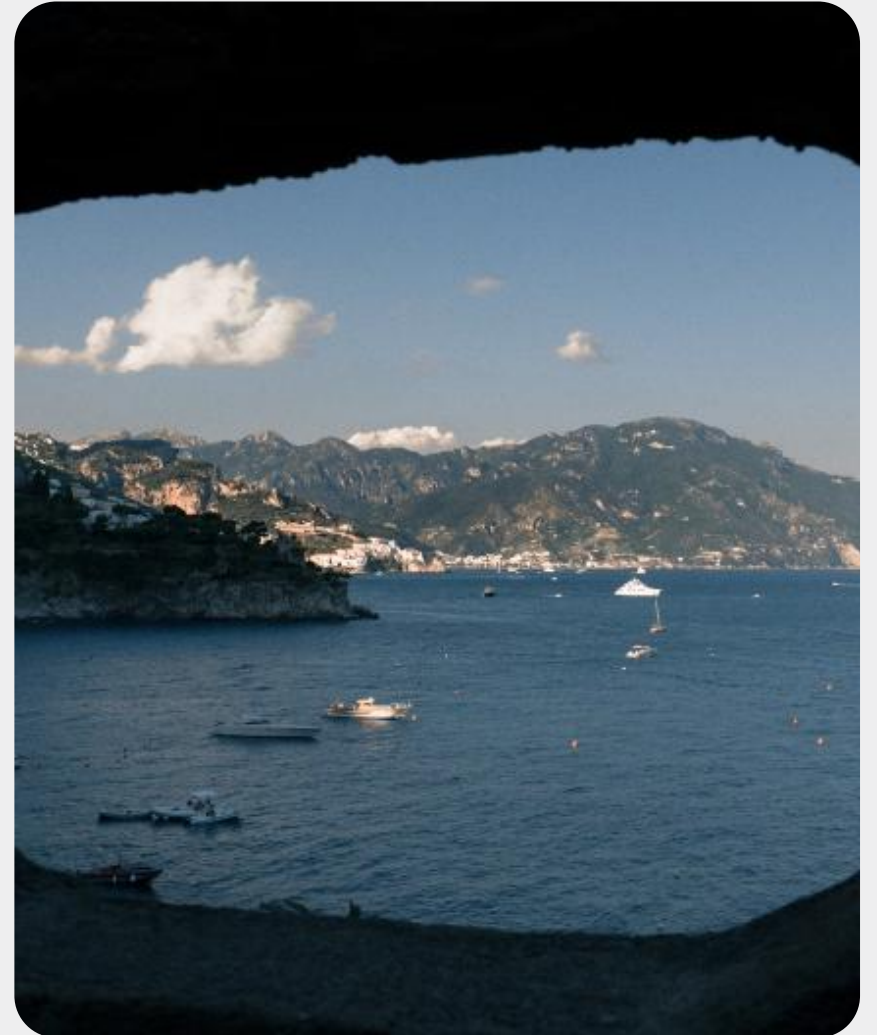
Full-service qualitative and quantitative research.



# 1

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## Key Findings & Implications

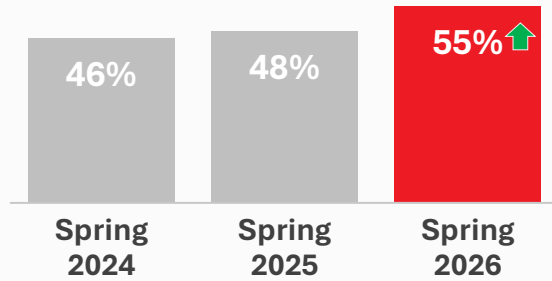


# Key Findings

**Despite economic pressures and overall instability, travel continues to hold its place in Canadians' plans, while intentions continue to shift away from U.S. destinations.**

## Spring travel intention is increasing in 2026.

**55% of Canadians** plan to take a leisure trip between March and June 2026 – the highest level since 2024.

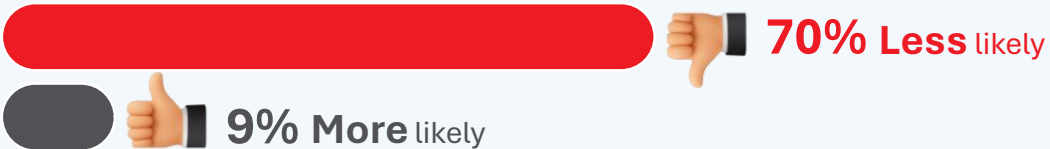


## For spring leisure trips, Canadians continue to pull back from U.S. travel while increasing domestic travel.



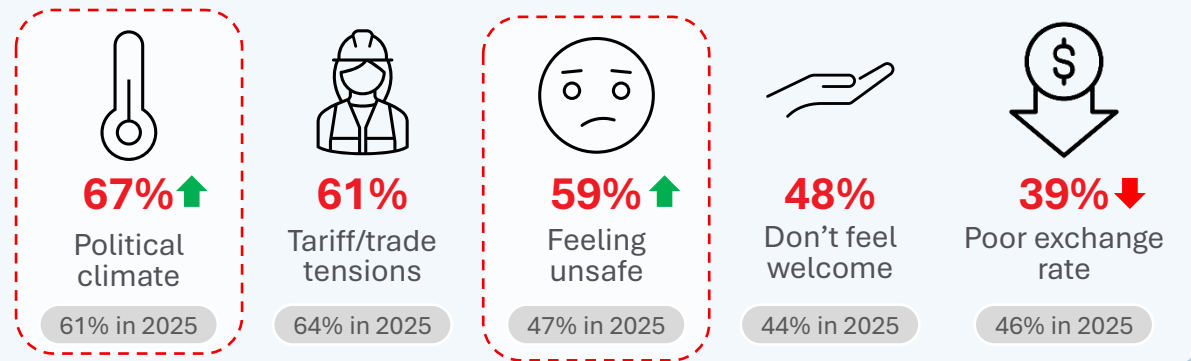
## U.S. travel demand from Canadians will likely continue to slide in 2026.

LIKELY TO TRAVEL TO THE U.S. IN 2026



Seven-in-ten say they are **less likely** to visit the U.S. in 2026 compared to last year, while fewer than one-in-ten (9%) say they are **more likely** to do so.

## Backlash against U.S. travel started with **TARIFFS**, but **broader political** and **safety concerns** are now at play.

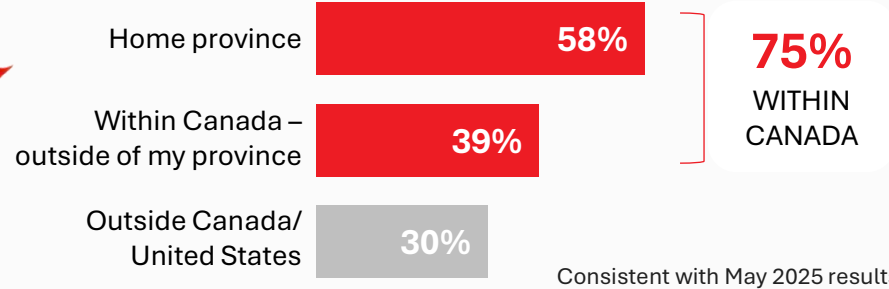


↑ Statistically significantly higher than previous wave  
↓ Statistically significantly lower than previous wave

# Key Findings *Continued*

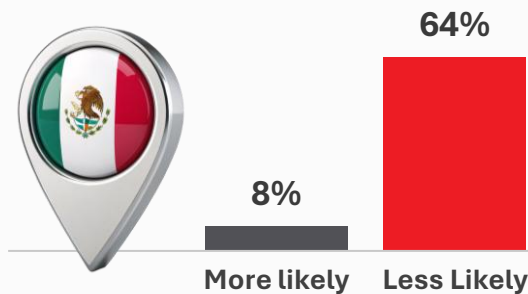
## Domestic destinations continue to benefit as more Canadians shift away from U.S. travel.

Alternative Destinations for Canadians Avoiding U.S. Travel



## Canadians are also pulling back on Mexico travel in 2026, likely due to heightened security concerns.

Nearly two-thirds of Canadians are **less likely** to travel to Mexico, while fewer than one-in-ten report being **more likely** to visit compared to last year.



## Younger travellers (18-34) are more likely to travel to all destinations relative to their older counterparts.

### More likely to travel in 2026 compared to 2025

	TOTAL	18-34	35-54	55+
Within my home province	40%	50%	39%	36%
Within Canada – outside of my province	32%	37%	33%	28%
To the United States	9%	18%	9%	4%
To Mexico	8%	14%	7%	6%
Outside Canada / United States / Mexico	20%	26%	18%	17%

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



# 65%

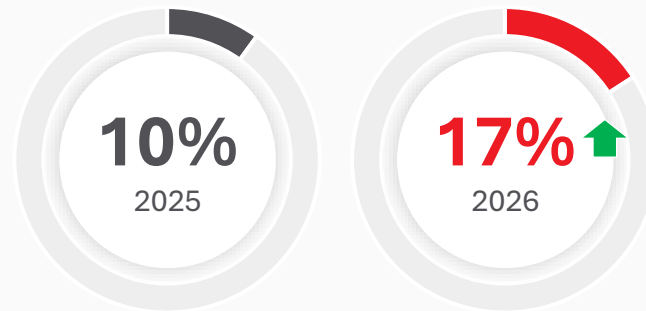
Canadians aged 18-34 plan to travel in Spring 2026

# Key Findings *Continued*



Use of AI tools for leisure travel planning is **gaining momentum.**

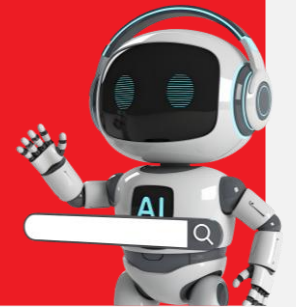
Ever used AI tools for Leisure Travel planning and management



Likelihood of using AI for future leisure travel **continues to grow.**

**31% ↑**

Will use AI tools to plan their next trip, up from 23% last year.



AI continues to primarily be used for **destination suggestions** and **itinerary planning**, followed by cost savings and budget tracking.



**43%**

Destination suggestions

36% in 2025



**38%**

Itinerary planning

37% in 2025



**33%**

Cost savings

30% in 2025



**32% ↑**

Budget tracking/management

19% in 2025

↑ Statistically significantly **higher** than previous wave  
 ↓ Statistically significantly **lower** than previous wave

# Recommendations for Canadian Tourism Operators

**1**

## Turn “Stay in Canada” Into Long-Term Travel Loyalty

With two-thirds of Canadians planning domestic travel and many shifting away from U.S. trips, tourism operators have a rare opportunity to convert this moment into **long-term loyalty for Canadian destinations**. Importantly, many Canadians avoiding U.S. travel are opting for trips within their own province, reinforcing the need to promote close-to-home travel as a compelling choice rather than a temporary substitute.

To capitalize on this shift, destinations should focus on **reframing local travel as discovery rather than convenience**. Highlighting lesser-known destinations, short getaway itineraries, and “nearby but new” experiences can encourage Canadians to explore places they may not have previously considered within their own region.

This could include promoting **multi-season travel, return-trip incentives, and themed travel routes**, such as culinary trails, outdoor adventure circuits, or cultural itineraries, that inspire Canadians to keep discovering new places within the country. Encouraging travellers to explore multiple destinations within their province or neighbouring regions can also help extend trip length and spread tourism benefits more broadly.

**2**

## Target the Travellers Driving Growth

Younger Canadians (18–34) are the most likely to travel this spring and are also more open to travelling across multiple destinations. This group represents a key driver of travel demand and a major opportunity for Canadian destinations to capture spending that might otherwise go abroad.

Tourism organizations should **prioritize digital-first campaigns that highlight experiential travel**, including festivals, food, outdoor adventure, and cultural experiences. Partnering with creators and leveraging short-form video and social media platforms can help showcase authentic experiences and inspire younger travellers to explore more destinations within Canada.

## Recommendations for Canadian Tourism Operators *Continued*

3

### Build Multi-Destination Travel Within Canada

With many Canadians shifting away from U.S. travel, there is an opportunity to **encourage longer trips within Canada by connecting nearby destinations**. Interprovincial travel remains strong among certain regions, particularly Prairie travellers who show high interest in exploring other provinces.

Tourism operators and destination marketing organizations can collaborate to **create joint itineraries and travel routes** that link complementary experiences across regions. Packaging routes such as **food trails, nature-driven road trips, or cultural corridors** can help reduce planning friction and make multi-stop Canadian travel feel seamless and appealing.

4

### Prepare for the Rise of AI-Driven Travel Planning

AI is becoming an increasingly important tool for travel discovery and planning. Adoption of AI tools for leisure travel has grown year over year, and nearly one-third of Canadians say they are likely to use AI to plan their next trip.

Tourism organizations should ensure their destinations are **easily discoverable through AI-driven travel planning tools** by providing clear, structured, and detailed content about attractions, itineraries, and experiences. Integrating **AI-powered trip planners, chatbots, or personalized itinerary builders** can also help travellers move more quickly from inspiration to booking.

# Recommendations for U.S. Tourism Operators

**1**

## Rebuild Confidence by Reducing Travel Uncertainty

Canadians' hesitation toward U.S. travel is driven by a combination of **safety concerns, political tensions, and uncertainty about the travel experience**. Many travellers also cite concerns about border delays or complications, suggesting that the overall travel process feels less predictable.

To help rebuild confidence, U.S. destinations should focus on **making the travel experience feel straightforward and welcoming**. This includes clearly communicating what travellers can expect when crossing the border, providing practical planning resources, and highlighting welcoming communities and positive visitor experiences. Reducing perceived obstacles and uncertainty can help make U.S. trips feel easier and more approachable again.

**2**

## Focus on the Segments Still Open to U.S. Travel

Despite the overall decline in U.S. travel intentions, **younger Canadians and men remain more open to visiting** compared with other segments.

U.S. tourism operators should prioritize **targeted marketing toward these higher-intent audiences**, highlighting experiences that feel uniquely American (e.g., music festivals, major sporting events, theme parks, and iconic road trips). Positioning these experiences as distinctive and difficult to replicate elsewhere can help maintain interest among Canadians still considering cross-border travel.

**3**

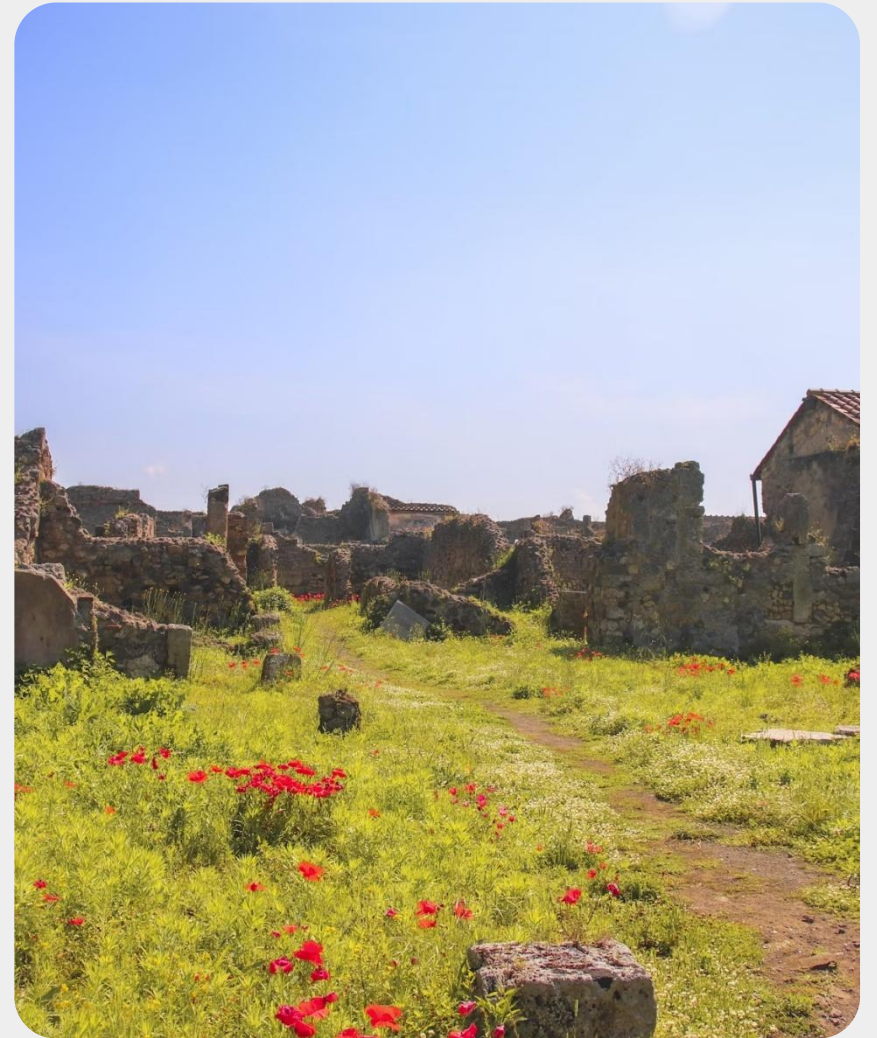
## Reignite Inspiration for U.S. Destinations

Beyond specific barriers, a growing share of Canadians say they are **simply no longer interested in U.S. destinations**, suggesting that the overall appeal of U.S. travel may be weakening. To counter this, U.S. tourism organizations should focus on rebuilding inspiration and curiosity around U.S. destinations. Storytelling that highlights culture, entertainment, food scenes, and memorable experiences can help reframe the U.S. as an exciting travel option rather than one Canadians are moving away from.

# 2

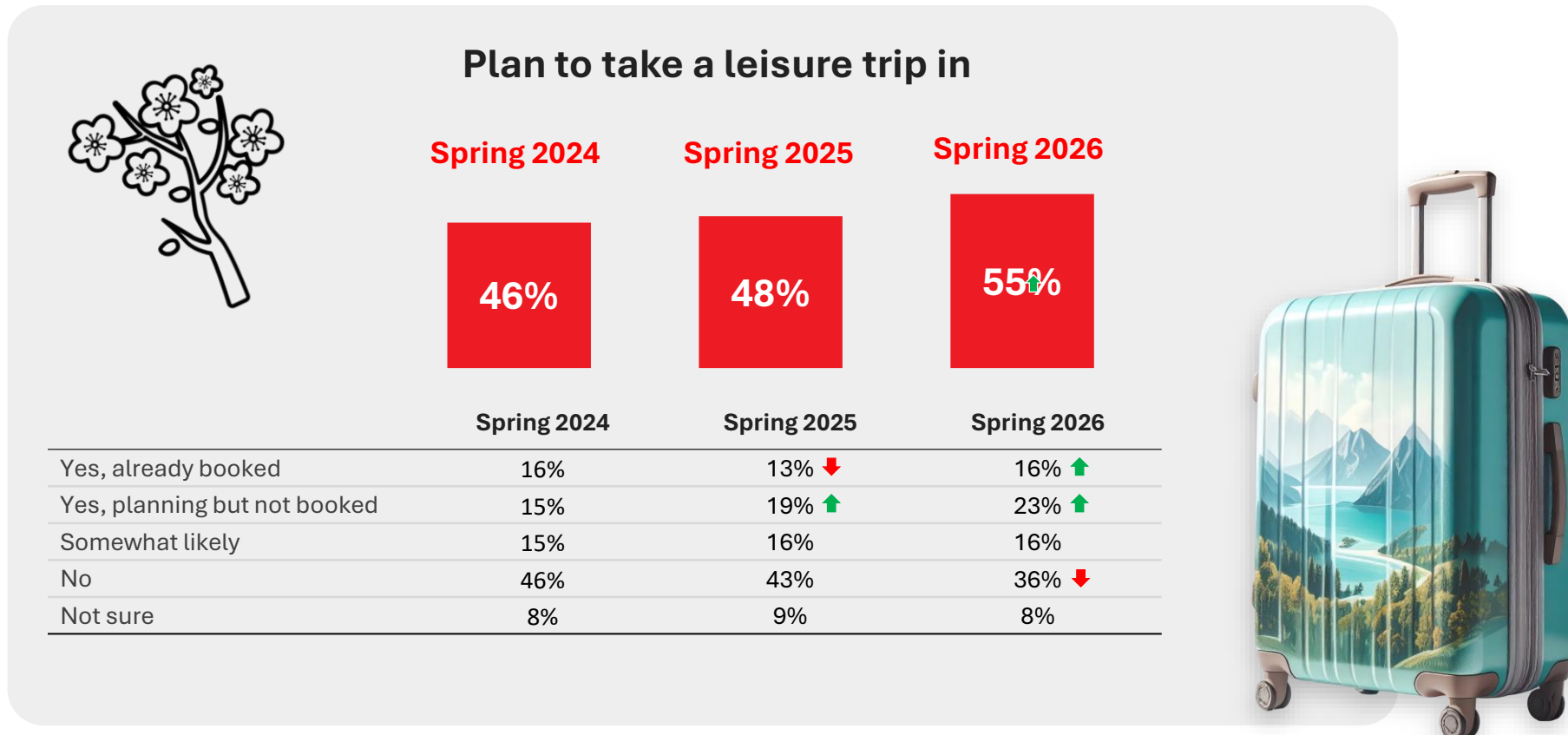
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## Detailed Findings



# Canadians' Spring Travel Plans: 2026 vs. Previous Years

Despite ongoing economic pressures and global instability, travel remains a priority for Canadians. Spring 2026 intentions have reached a three-year high, with 55% planning a leisure trip (+7 pts vs. 2025; +9 pts vs. 2024), including 16% who have already booked (+3 pts vs. 2025).



Base: Canadian residents. Spring 2026 (n=1,583), Spring 2025 (n=1,553), Spring 2024 (n=1,527)  
 T1. Are you planning to take a leisure trip during the spring (March to June 2026)?

↑ Statistically significantly **higher** than previous wave  
 ↓ Statistically significantly **lower** than previous wave

## Spring Travel Plans 2026 – By Demographics

The rebound in Spring 2026 travel intent is being driven primarily by younger Canadians, males, and key regional markets. Men (60%) are more likely than women (52%) to be planning a leisure trip this spring. Canadians aged 18–34 (65%) are the most likely to be planning travel, significantly ahead of those 55+ (51%). Regionally, intent is strongest in British Columbia (65%) and Ontario (60%). In contrast, travel intent remains lower in Quebec (45%) and Atlantic Canada (46%).

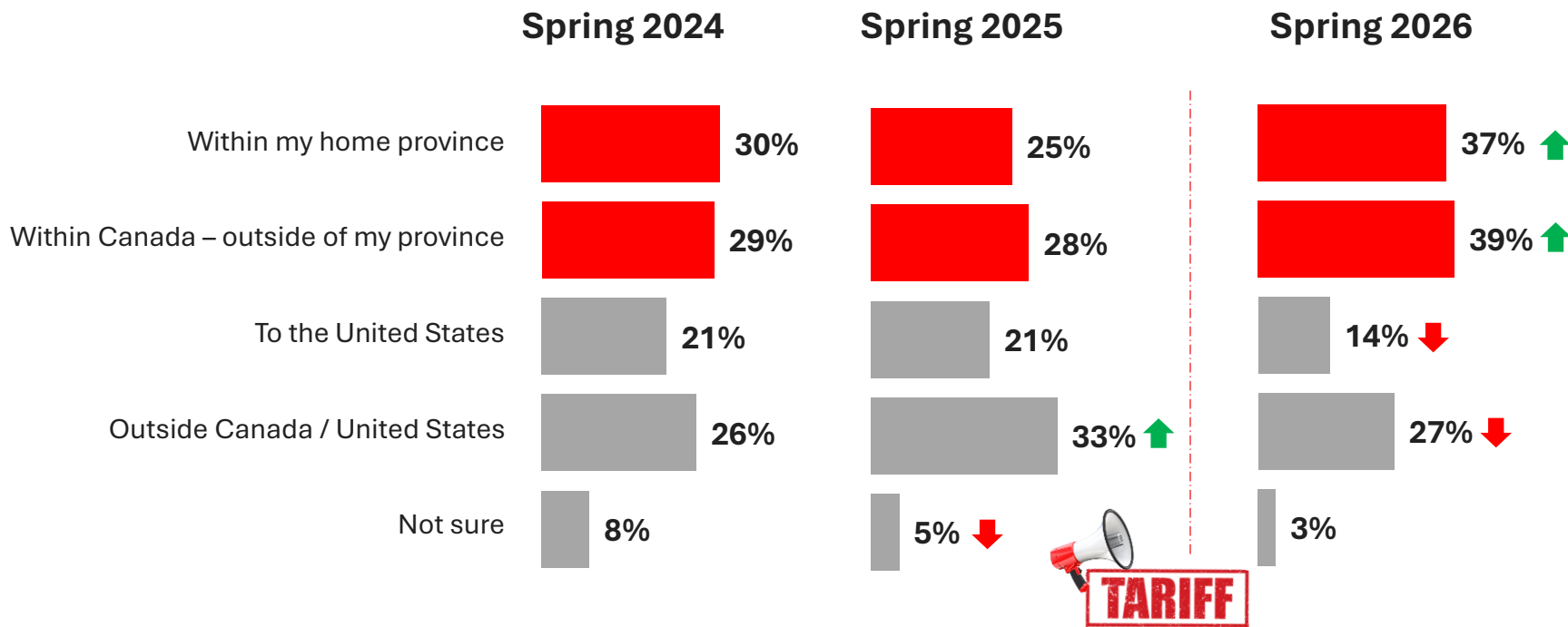
Type of Travel	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,583	815	768	374	463	746	161	132	139	616	434	101
<b>NET YES</b>	<b>55%</b>	<b>60%</b>	<b>52%</b>	<b>65%</b>	53%	<b>51%</b>	<b>65%</b>	55%	58%	<b>60%</b>	<b>45%</b>	46%
Yes, already booked	<b>16%</b>	17%	16%	15%	17%	16%	<b>24%</b>	18%	19%	14%	14%	17%
Planning but not booked	<b>23%</b>	25%	21%	<b>33%</b>	21%	<b>19%</b>	27%	20%	21%	<b>29%</b>	<b>15%</b>	18%
Somewhat likely to travel	<b>16%</b>	17%	15%	17%	15%	16%	14%	17%	17%	17%	16%	11%
<b>No</b>	<b>36%</b>	34%	38%	<b>27%</b>	38%	<b>41%</b>	29%	35%	35%	<b>31%</b>	<b>48%</b>	41%
<b>Not sure</b>	<b>8%</b>	<b>6%</b>	<b>11%</b>	9%	9%	8%	6%	10%	8%	9%	7%	13%

Base: Canadian residents. Spring 2026 (n= 1,583),  
T1. Are you planning to take a leisure trip during the spring (March to June 2026)?

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

# Spring Leisure Travel Destinations: 2025 vs. Previous Years

Compared to previous years, Canadians continue shifting their Spring travel plans toward domestic destinations. Two-thirds intend to travel within Canada (up from 49% in 2025 and 54% in 2024). In contrast, Canadians continue to scale back leisure travel to the U.S. (14%, down from 21% in both 2025 and 2024), while other international travel intentions have also declined compared to last year (27% vs. 33%). Ongoing geopolitical tensions with the U.S., along with broader global instability, are likely reinforcing this pivot, prompting Canadians to stay closer to home and redirect travel spending domestically.



**67% ↑**  
**intend to travel within Canada**  
 (up significantly from 49% last Spring and 54% in Spring 2024)

**14% ↓**  
**intend to travel to the U.S.**  
 (down significantly from 21% last Spring and Spring 2024)

Base: Canadian residents who are planning to travel for leisure purposes. Spring 2026 (n=900); Spring 2025 (n=810); Spring 2024 (n=747)  
 T2. Where are you planning to travel for leisure during the spring (March to June 2026)?  
 Note: \* Mexico attribute not asked in Spring 2025 and Spring 2024 surveys  
 On February 1, 2025, President Trump announced new tariffs on imports from Canada. March 4, 2025: tariffs policies took effect.

↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

## Spring Leisure Travel Destinations 2026 – By Demographics

Domestic tourism strategies should continue to be tailored by both age and region this Spring. Canadians aged 35+ are more likely to stay within their home province, while younger travellers (18–34) are more inclined to take trips elsewhere in Canada or to the U.S. Those from the prairie show the strongest domestic travel intentions overall, particularly for interprovincial travel.

Travel Destination	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	900	501	399	245	261	394	106	75*	84*	379	203	53*
<b>NET Canada</b>	<b>67%</b>	69%	65%	66%	68%	67%	71%	80%	80%	66%	52%	75%
Within my home province	<b>37%</b>	41%	34%	30%	42%	40%	42%	29%	31%	40%	31%	47%
Within Canada – outside of my province	<b>39%</b>	40%	37%	45%	37%	36%	36%	62%	57%	34%	30%	41%
To the United States	<b>14%</b>	15%	13%	20%	15%	9%	16%	15%	12%	14%	16%	6%
Mexico	<b>4%</b>	6%	3%	3%	5%	4%	6%	6%	1%	3%	5%	6%
Outside Canada / United States	<b>27%</b>	24%	31%	26%	27%	28%	25%	16%	11%	28%	39%	29%
Not sure	<b>3%</b>	3%	4%	3%	5%	3%	2%	1%	1%	4%	6%	-

# Change in 2026 Leisure Travel Destinations

When considering **overall 2026 travel intentions**, domestic tourism demand continues to strengthen. Since U.S. tariffs on Canada took effect, intent to visit the U.S. has declined sharply, with seven-in-ten Canadians (70%) now saying they are less likely to travel there in 2026 – up from 59% in February 2025. A similar pattern is seen for Mexico: nearly two-thirds of Canadians (64%) are less likely to travel there, while fewer than one-in-ten (8%) report being more likely to visit compared to last year. This decline in travel intentions to Mexico may also reflect heightened security concerns and recent reports of violence in parts of the country in February 2026.

Spring 2025 (Pre-Tariff)	Less Likely to Travel in 2026		More Likely to Travel in 2026	Spring 2025 (Pre-Tariff)
13%	11%	Within my home province	40%	38%
25%	28%	Within Canada – outside of my home province	32%	30%
59%	<span style="color: green;">↑</span> 70%	<b>To the United States</b>	9% <span style="color: red;">↓</span>	15%
N/A	64%	To Mexico*	8%	N/A
41%	46%	Outside Canada / United States / Mexico**	20%	24%

Base: Canadian residents. Spring 2026 (n= 1,583); Spring 2025 (n= 1,553)

T3. How does your likelihood of travelling for leisure to the following destinations in 2026/2025 compare to last year?

Note: \* Mexico attribute not asked in Spring 2025. \*\*No strict comparison possible for Mexico and outside the U.S./Canada/Mexico.

↑ Statistically significantly **higher** than previous wave

↓ Statistically significantly **lower** than previous wave

## Change in 2026 Leisure Travel Destinations: **More Likely** to Travel – By Demographics

Younger Canadians (18–34) show the strongest increase in travel intent for 2026 overall, whether within Canada, to the U.S., Mexico, or beyond. Men are also more likely than women to report increased travel intentions for trips within their home province as well as to the U.S. and Mexico. Regionally, British Columbians stand out for increased likelihood to travel to Mexico, while Quebecers are comparatively less likely to plan travel to other Canadian provinces.

<b>% MORE likely to travel</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	<b>BC</b>	<b>AB</b>	<b>MB/SK</b>	<b>ON</b>	<b>QC</b>	<b>Atlantic</b>
n=	1,583	815	768	374	463	746	161	132	139	616	434	101
Within my home province	<b>40%</b>	<b>45%</b>	<b>36%</b>	<b>50%</b>	39%	<b>36%</b>	36%	45%	37%	41%	43%	33%
Within Canada – outside of my province	<b>32%</b>	32%	32%	<b>37%</b>	33%	<b>28%</b>	33%	36%	37%	33%	<b>27%</b>	28%
To the United States	<b>9%</b>	<b>12%</b>	<b>7%</b>	<b>18%</b>	9%	<b>4%</b>	14%	9%	10%	10%	8%	6%
To Mexico	<b>8%</b>	<b>12%</b>	<b>4%</b>	<b>14%</b>	7%	<b>6%</b>	<b>14%</b>	6%	10%	8%	7%	5%
Outside Canada / United States / Mexico	<b>20%</b>	20%	20%	<b>26%</b>	18%	17%	19%	14%	16%	22%	20%	21%

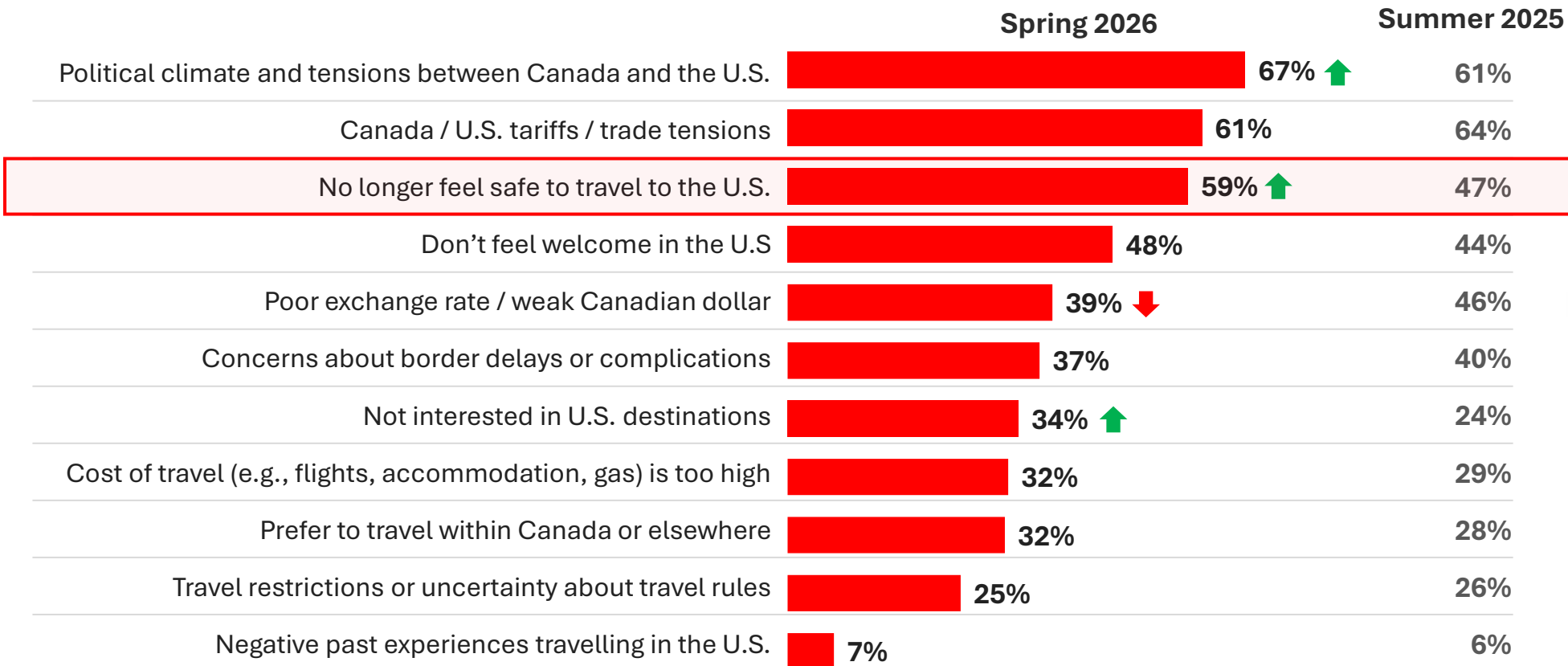
## Change in 2026 Leisure Travel Destinations: **Less Likely** to Travel – By Demographics

Canadians aged 55+ and women are less likely to travel outside Canada in 2026 compared to 2025. Those aged 55+ are also more inclined to scale back interprovincial travel within Canada. Regionally, Quebec residents are the most likely to reduce travel across all destinations compared to other provinces.

<b>% LESS likely to travel to</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	<b>BC</b>	<b>AB</b>	<b>MB/SK</b>	<b>ON</b>	<b>QC</b>	<b>Atlantic</b>
n=	1,583	815	768	374	463	746	161	132	139	616	434	101
Within my home province	<b>11%</b>	10%	13%	11%	11%	12%	<b>5%</b>	<b>6%</b>	15%	11%	<b>16%</b>	16%
Within Canada – outside of my province	<b>28%</b>	26%	30%	<b>22%</b>	27%	<b>33%</b>	23%	23%	<b>18%</b>	<b>25%</b>	<b>41%</b>	32%
To the United States	<b>70%</b>	<b>65%</b>	<b>75%</b>	<b>59%</b>	67%	<b>80%</b>	62%	64%	69%	70%	<b>77%</b>	73%
To Mexico	<b>64%</b>	<b>59%</b>	<b>69%</b>	<b>56%</b>	<b>60%</b>	<b>73%</b>	57%	57%	62%	64%	<b>72%</b>	68%
Outside Canada / United States / Mexico	<b>46%</b>	<b>44%</b>	<b>49%</b>	<b>35%</b>	46%	<b>54%</b>	42%	48%	51%	44%	50%	55%

# Reasons for Being Less Likely to Travel to the United States

Canadians’ decisions to avoid U.S. travel continue to be driven by a combination of political, economic, and personal factors. While the top two reasons remain Canada–U.S. tariffs and broader political tensions, safety has now emerged as a leading concern, with nearly half of those less likely to visit the U.S. saying they no longer feel safe travelling to the U.S. Other related factors include not feeling welcome, poor exchange rate, and concerns about border delays or complications. While the weak Canadian dollar/poor exchange rate remains a relevant consideration, it is less prominent than in May 2025. Notably, more Canadians are simply no longer interested in U.S. destinations, reflecting a 10-point increase (up to 34%) and suggesting that, beyond specific barriers, the overall appeal of U.S. travel may be eroding.



Base: Leisure travellers less likely to travel to the United States. Spring 2026 (n=1,119), Summer 2025 (n=1,111)

T4. Why are you less likely to travel to the United States for leisure in 2026?

Note: Responses 3% or higher shown.

↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

## Reasons for Being Less Likely to Travel to the United States – By Demographics

When examining the reasons why Canadians are less likely to travel to the U.S., those aged 55+ stand out as the most concerned segment across nearly all dimensions, while those aged 35–54 are more sensitive to the cost of travel. Younger Canadians (18-34) express comparatively lower levels of concern, which aligns with this age group being the most likely to plan to travel to the U.S. Regionally, Ontarians express higher levels of concern overall – particularly regarding safety and travel restrictions. This suggests that messaging in this market may need to place greater emphasis on reassurance and rebuilding confidence in U.S. destinations.

Reasons	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,119	531	588	223	306	590	104	85*	94*	431	333	72*
Political climate and tensions between Canada and the U.S.	67%	66%	68%	54%	65%	75%	67%	66%	59%	68%	66%	73%
Canada / U.S. tariffs / trade tensions	61%	62%	59%	45%	58%	70%	65%	63%	55%	64%	55%	61%
No longer feel safe to travel to the U.S.	59%	59%	58%	48%	55%	66%	64%	57%	60%	64%	47%	61%
Don't feel welcome in the U.S	48%	52%	44%	39%	46%	52%	49%	40%	42%	52%	46%	42%
Poor exchange rate / weak Canadian dollar	39%	39%	38%	24%	38%	47%	36%	40%	43%	40%	36%	39%
Concerns about border delays or complications	37%	36%	38%	25%	31%	46%	44%	44%	38%	40%	26%	36%
Not interested in U.S. destinations	34%	31%	36%	27%	27%	41%	20%	35%	31%	38%	35%	34%
Cost of travel (e.g., flights, accommodation, gas) is too high	32%	31%	33%	30%	38%	30%	30%	44%	43%	32%	27%	28%
Prefer to travel within Canada or elsewhere	32%	32%	32%	20%	28%	40%	24%	29%	25%	37%	31%	33%
Travel restrictions or uncertainty about travel rules	25%	28%	23%	14%	23%	32%	26%	26%	21%	29%	19%	28%
Negative past experiences travelling in the U.S.	7%	9%	5%	6%	5%	8%	10%	9%	13%	7%	3%	1%

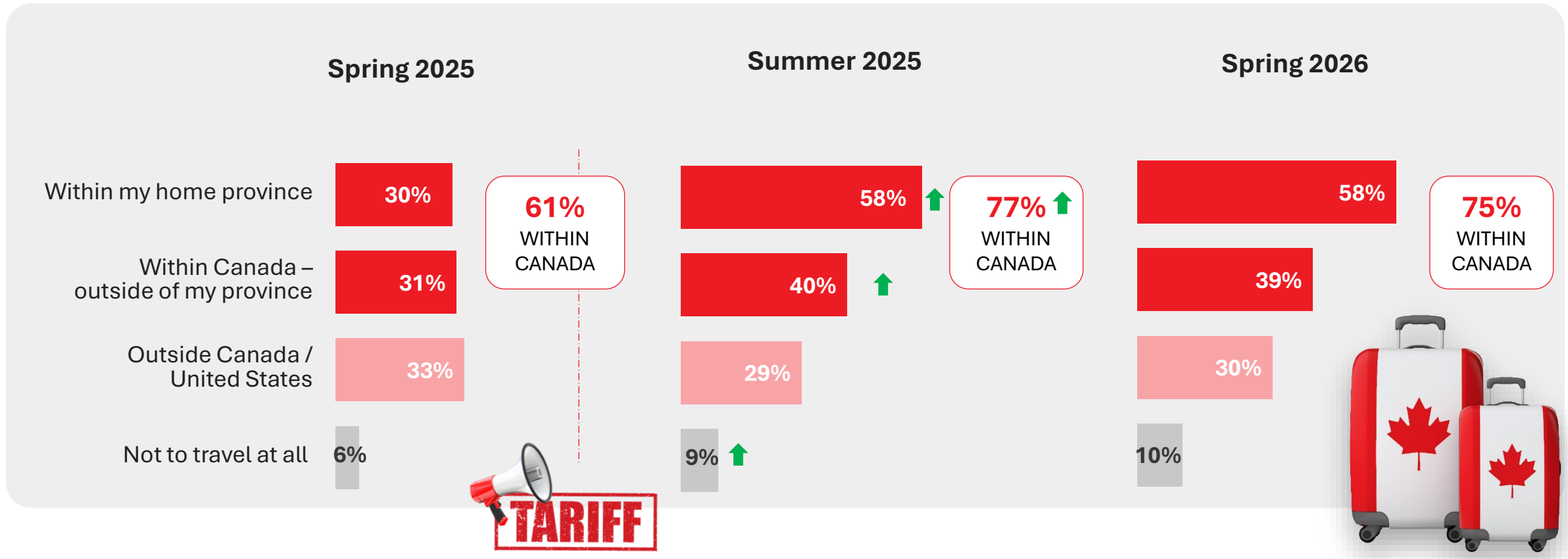
Base: Leisure travellers less likely to travel to the United States. Spring 2026 (n=1,119)

T4. Why are you less likely to travel to the United States for leisure in 2026? \*Small base size (n< 100), interpret with caution. Note: Responses 3% or higher shown.

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

# Alternate Travel Destinations for Canadians Less Likely to Travel to the U.S. in 2026

Domestic destinations continue to benefit as more Canadians shift away from U.S. travel, creating a clear opportunity for Canadian tourism operators to build longer-term loyalty. Since the tariff announcements, Canadians who are less likely to travel to the U.S. are increasingly choosing domestic alternatives—particularly within their home province. This shift has remained stable since May 2025, indicating that the pivot toward domestic travel is becoming more sustained rather than temporary.



Base: Leisure travellers less likely to travel to the United States. Spring 2026 (n=1,119), Summer 2025 (n=1,111), Spring 2025 (n=747)  
 T5. Where, if at all, are you more likely to travel instead?

↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

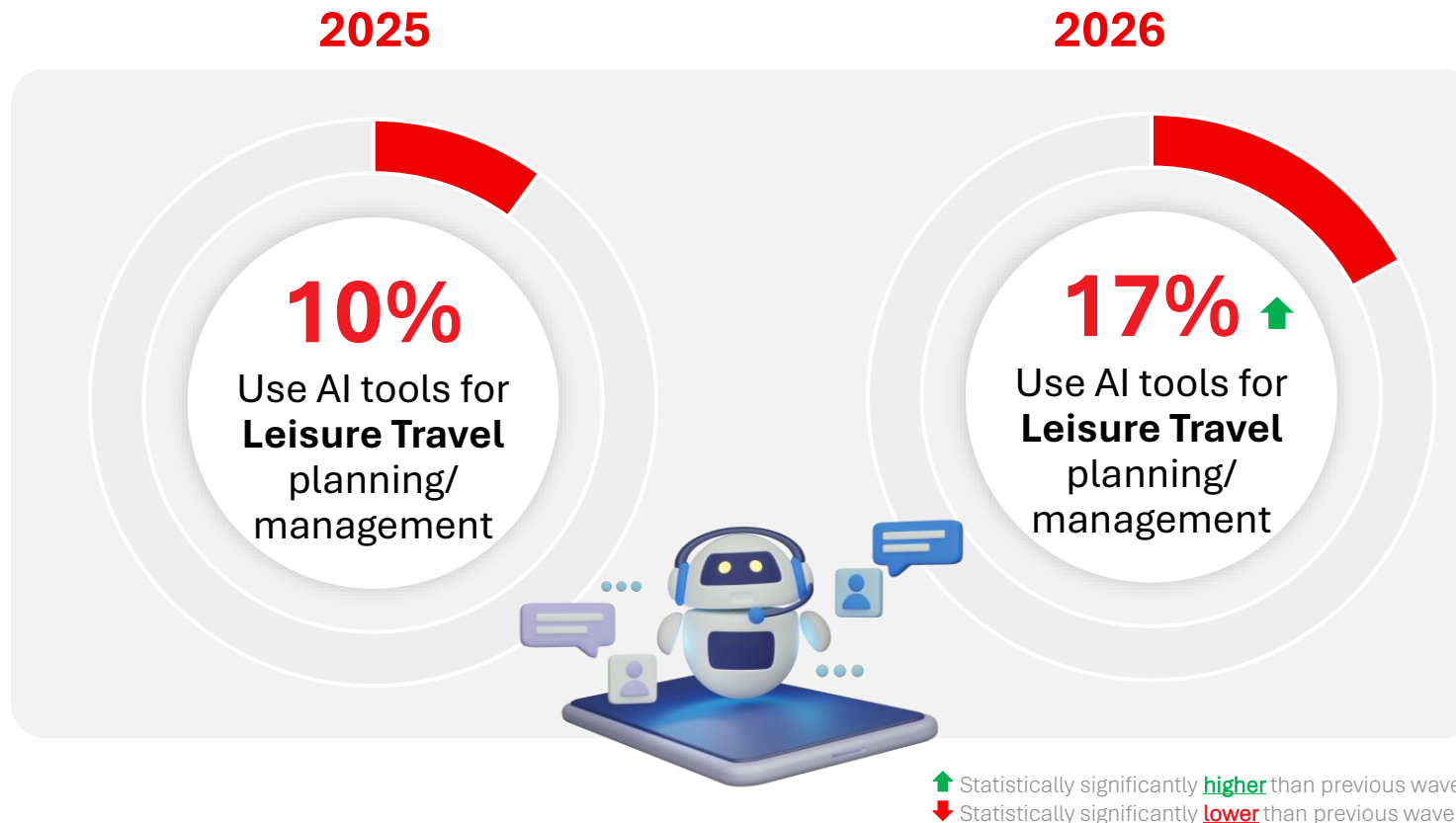
## Alternate Travel Destinations for Canadians Less Likely to Travel to the U.S. in 2026 – By Demographics

Among Canadians less likely to travel to the U.S., younger Canadians (18–34) are more likely to consider international alternatives, while still maintaining strong overall travel intentions. Men are more likely than women to travel within their home province. Regionally, Manitoba/Saskatchewan residents are more likely to travel to other provinces within Canada, whereas Quebecers are less likely to consider interprovincial travel.

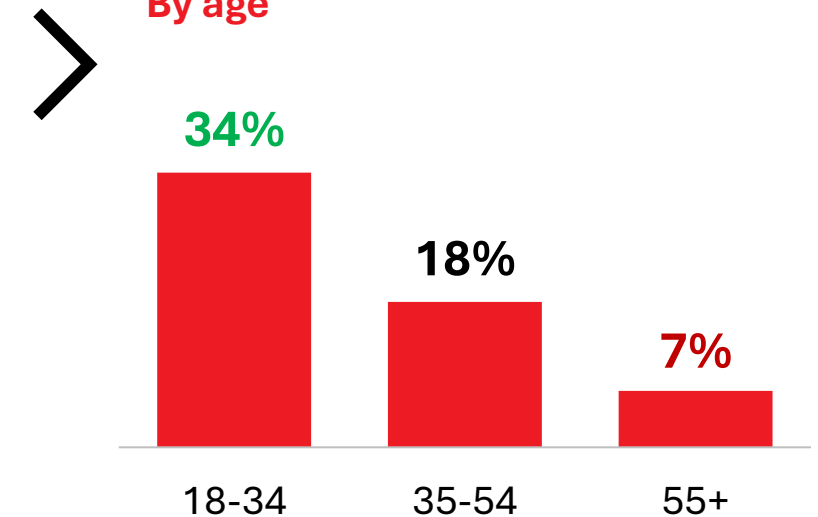
	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,119	531	588	223	306	590	104	85*	94*	431	333	72*
<b>NET: Canada</b>	75%	78%	73%	72%	78%	75%	77%	71%	81%	77%	70%	82%
Within my home province	58%	62%	55%	56%	62%	56%	64%	54%	47%	57%	60%	61%
Within Canada – outside of my province	39%	38%	40%	40%	39%	39%	40%	44%	65%	42%	27%	43%
Outside Canada / United States	30%	27%	32%	39%	26%	28%	36%	31%	29%	30%	30%	18%
Not to travel at all	10%	9%	12%	6%	11%	12%	13%	14%	7%	8%	11%	13%

## Use of AI for Booking or Managing Leisure Vacation: 2025 vs. 2026

Use of AI tools for leisure travel planning is gaining momentum, with adoption rising from 10% to 17% year-over-year. Usage is strongly skewed by age: younger Canadians are driving growth, with roughly one-third (34%) using AI tools for travel, compared to fewer than one in ten (7%) among those aged 55+.

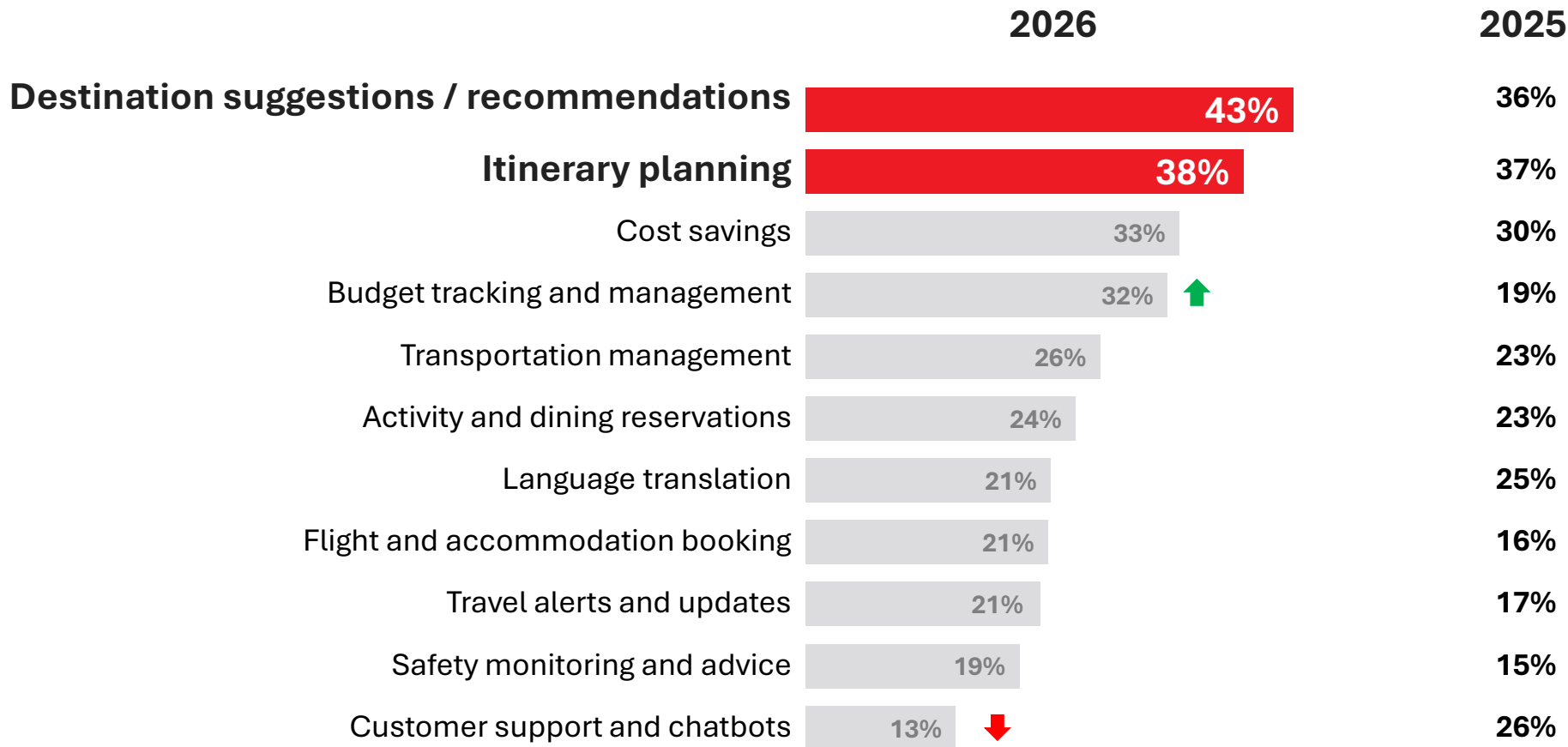


Use AI Tools for Leisure Travel  
By age



# Main Uses of AI for Booking or Managing Leisure Vacation: 2025 vs. 2026

While overall use of AI for leisure travel planning has increased significantly over the past year, the primary applications remain largely consistent. Destination suggestions and itinerary planning continue to rank as the top use cases. Other uses, including finding cost savings, tracking budgets, managing transportation, and booking activities or dining, fall into a secondary tier of applications. Notably, budget tracking has gained traction compared to last year.



Base: Canadians who have ever used AI-driven tools for planning, booking or managing your leisure vacations Spring 2026 (n=283), Spring 2025 (n=180) T6b. For what activities have you used AI-driven tools during your vacation planning/ management?

↑ Statistically significantly **higher** than previous wave  
↓ Statistically significantly **lower** than previous wave

## Use of AI Tools and Main Uses of AI 2026 – By Demographics

AI use in travel planning varies by age and gender. Canadians aged 35-54 are more inclined to use AI for itinerary planning, while those aged 18-54 are more likely to use AI for budget tracking and management. Younger travellers (18–34) are more likely to use AI tools for safety monitoring and advice, particularly compared to older travellers. Women are also significantly more likely than men to rely on AI for activity and dining reservations.

	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
<b>n=</b>	1,583	815	768	374	463	746	161	132	139	616	434	101
<b>Used IA tools for Leisure Travel</b>	<b>17%</b>	19%	16%	34%	18%	7%	22%	16%	13%	18%	15%	18%
<b>Main Uses:</b>	<b>n=</b>											
	283	164	119	134	89*	60*	33*	20**	20**	117	72*	21**
Destination suggestions / reco.	<b>43%</b>	37%	48%	38%	50%	43%	33%	n/a	n/a	44%	47%	n/a
Itinerary planning	<b>38%</b>	36%	41%	31%	48%	43%	29%	n/a	n/a	42%	50%	n/a
Cost savings	<b>33%</b>	33%	32%	29%	37%	35%	34%	n/a	n/a	40%	14%	n/a
Budget tracking and management	<b>32%</b>	33%	31%	35%	34%	16%	40%	n/a	n/a	33%	31%	n/a
Transportation management	<b>26%</b>	29%	22%	26%	28%	22%	23%	n/a	n/a	20%	38%	n/a
Activity and dining reservations	<b>24%</b>	17%	31%	20%	29%	23%	26%	n/a	n/a	22%	19%	n/a
Language translation	<b>21%</b>	23%	20%	18%	26%	22%	11%	n/a	n/a	21%	20%	n/a
Flight and accommodation booking	<b>21%</b>	21%	21%	17%	30%	18%	24%	n/a	n/a	22%	10%	n/a
Travel alerts and updates	<b>21%</b>	20%	21%	18%	27%	15%	33%	n/a	n/a	20%	8%	n/a
Safety monitoring and advice	<b>19%</b>	19%	18%	24%	17%	5%	21%	n/a	n/a	22%	22%	n/a
Customer support and chatbots	<b>13%</b>	16%	10%	12%	17%	10%	13%	n/a	n/a	15%	3%	n/a

Base: Canadian residents. Spring 2026 (n= 1,583). T6. Have you ever used AI (artificial intelligence)-driven tools for planning, booking or managing your leisure vacations?

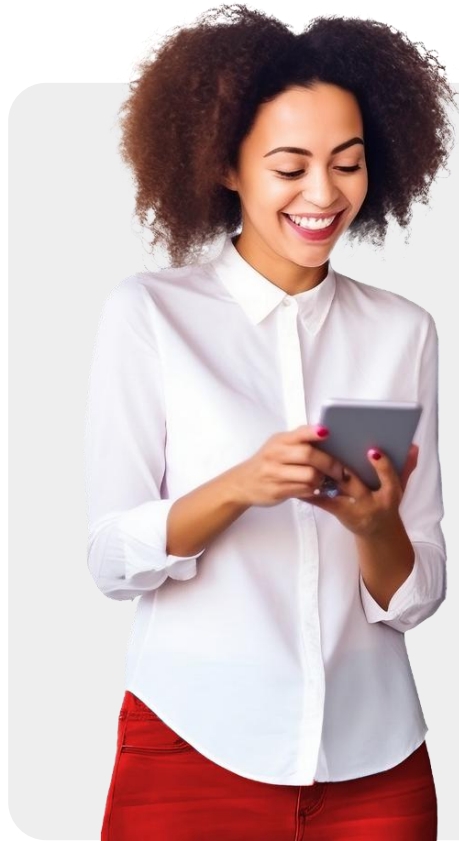
Base: Canadians who have ever used AI-driven tools for planning, booking or managing your leisure vacations (n=283)

T6b. For what activities have you used AI-driven tools during your vacation planning/ management? \*Small base size (n< 100), interpret with caution. \*\* Base too small to be reported.

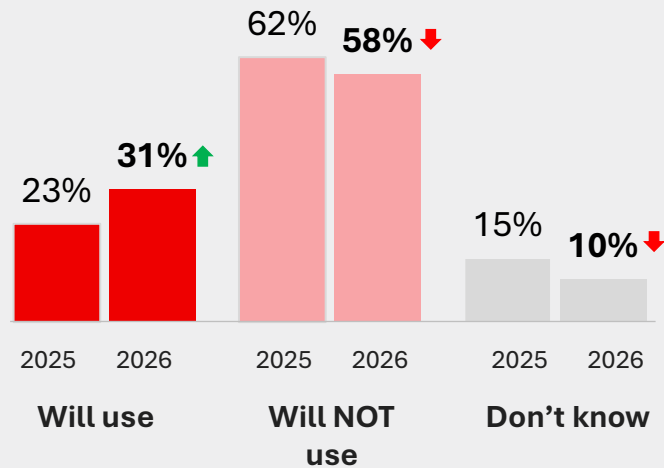
Significantly higher than comparison group(s)  
Significantly lower than comparison group(s)

# Likelihood of Using AI for Planning Next Leisure Vacation

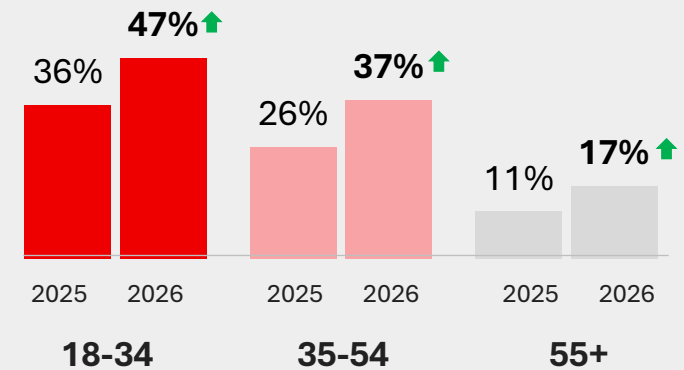
Likelihood of using AI for future leisure travel continues to grow. More than three in ten Canadians (31%) say they are likely to use AI tools to plan their next trip, up from 23% last year. Adoption is particularly strong among younger Canadians, with nearly half (47%) of those aged 18–34 saying they are likely to use AI for their next leisure vacation. Likelihood of using AI planning tools has increased across all age groups compared to last year.



## Likelihood of Using AI Tools For Future Leisure Travel



## 2026 Will use By age



↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

Base: Canadian residents. Spring 2026 (n= 1,583), Spring 2025 (n=1,553)  
 T7. How likely are you to use AI-driven tools to plan your next leisure vacation?

Statistically significantly higher than comparison group(s).  
 Statistically significantly lower than comparison group(s).

## Likelihood of Using AI for Planning Next Leisure Vacation in 2026 – By Demographics

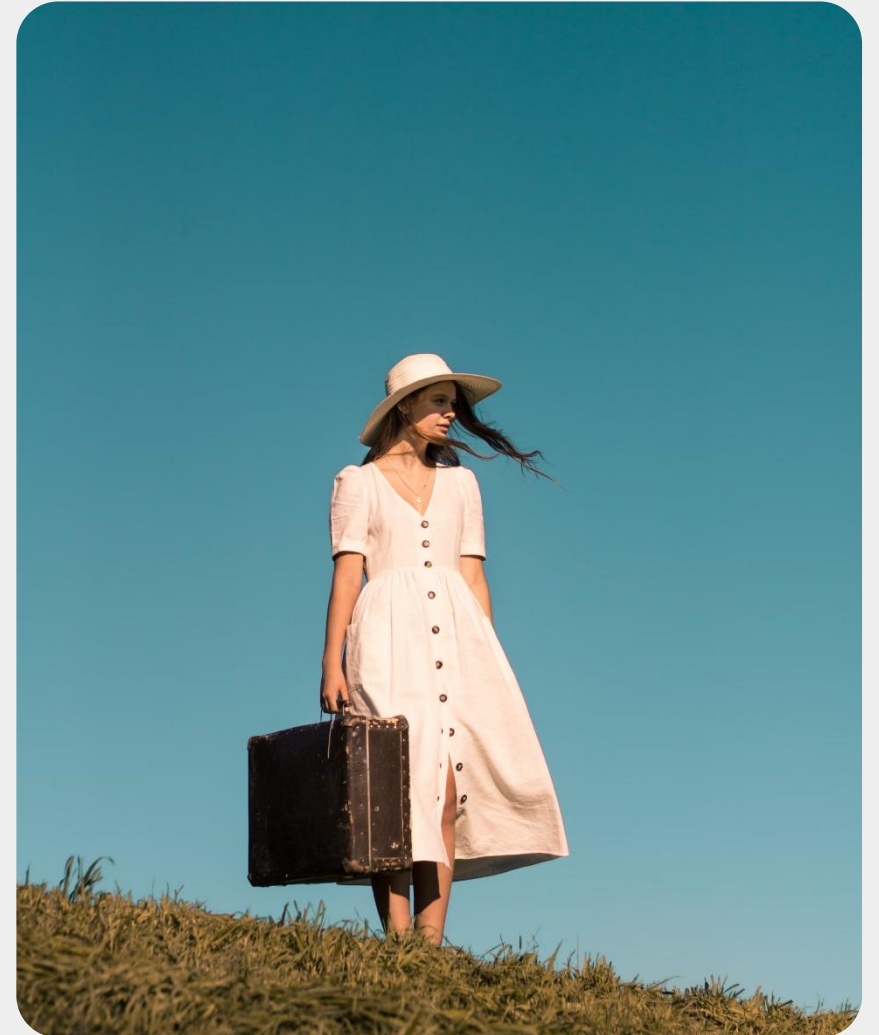
Intent to use AI continues to skew strongly by age and gender. Younger Canadians (18–34) remain the most likely to use AI for their next trip, while those aged 55+ are the least likely and most resistant. Men also show higher intent than women (36% vs. 27%).

	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,583	815	768	374	463	746	161	132	139	616	434	101
<b>NET: Will use</b>	<b>31%</b>	36%	27%	47%	37%	17%	37%	34%	27%	31%	31%	28%
Definitely will use	8%	8%	7%	15%	8%	2%	5%	6%	5%	9%	8%	7%
Probably will use	24%	28%	20%	32%	29%	14%	32%	28%	22%	22%	22%	20%
<b>NET: Will NOT use</b>	<b>58%</b>	55%	61%	46%	53%	70%	57%	54%	61%	57%	62%	60%
Probably will not use	27%	27%	27%	23%	24%	32%	23%	23%	29%	28%	28%	26%
Definitely will not use	31%	29%	34%	23%	29%	39%	34%	31%	32%	28%	34%	34%
Not sure	10%	9%	12%	8%	10%	13%	6%	12%	12%	13%	7%	12%

# 3

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## Respondent Profile



## Weighted and Unweighted Sample

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

### Spring 2026


	Weighted	Unweighted
<b>Region</b>	<b>1,583</b>	<b>1,583</b>
British Columbia	220	161
Alberta	176	132
Saskatchewan/Manitoba	102	139
Ontario	613	616
Quebec	365	434
Atlantic	107	101
<b>Area</b>		
Urban	708	707
Suburban	264	264
Rural	601	603

### Spring 2026


	Weighted	Unweighted
<b>Gender</b>	<b>1,583</b>	<b>1,583</b>
Male	772	815
Female	811	768
<b>Age</b>		
18-34	422	374
35-54	509	463
55+	652	746

## Contact Us

For more information on this study, please contact our experts:



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consultants

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