

# Americans' Perceptions of Travelling to Canada

*July 2021*



Canada



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GLOWING  
HEARTS

# Background and Objectives

Lake Louise  
Alberta



# Background and Objectives

- With an increase in vaccination rates and ease of COVID-19 restrictions, the importance of understanding Americans' perceptions of safety and ease of travelling to Canada becomes more prominent.
- In order to gain insights on this topic, Destination Canada commissioned an independent third party to launch a short online survey to general population across United States. The survey was in field from July 9 to 12, 2021. 1005 respondents completed the survey. The data is weighted to the US Census (age, gender, census region, income, and ethnicity).
- The insights of this study helps to guide marketing messaging around safety and ease of travelling and highlights key points that can potentially influence Americans' perceptions of COVID-19 barriers for travelling to Canada.

# Key Takeaways

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Emerald Lake  
Yukon



# Key Takeaways

- More than half (56%) of respondents believe there are COVID-19 related barriers impacting travel to Canada (just 21% think the majority of restrictions have been lifted in Canada and 27% believe the majority of Canadians have been vaccinated).
  - Border closure, travel ban, and COVID-19 restrictions are the most common reasons mentioned for “There are COVID-19 barriers for travelling to Canada”, followed by requirement of proof of vaccination/vaccination passport to enter Canada.
- Despite barriers, 52% believe Canada is safe to travel to.
  - COVID-19 and Delta variant, overall lack of global safety for travelling, and low vaccination rates are the most common reasons mentioned for Canada not being safe to travel to.
- 46% believe Canada is easy to travel to.
  - Border closure, travel bans, and COVID-19 restrictions are the most common reasons mentioned for Canada not being easy to travel to.
- Overall, those with higher household income (\$100k+), those living in Northeast, those under 35, and those with kids have a more positive perception of safety and ease of travel to Canada and are more likely to perceive most Canadians are vaccinated and the majority of COVID-19 restrictions are lifted.

# Key Findings Deep-Dive

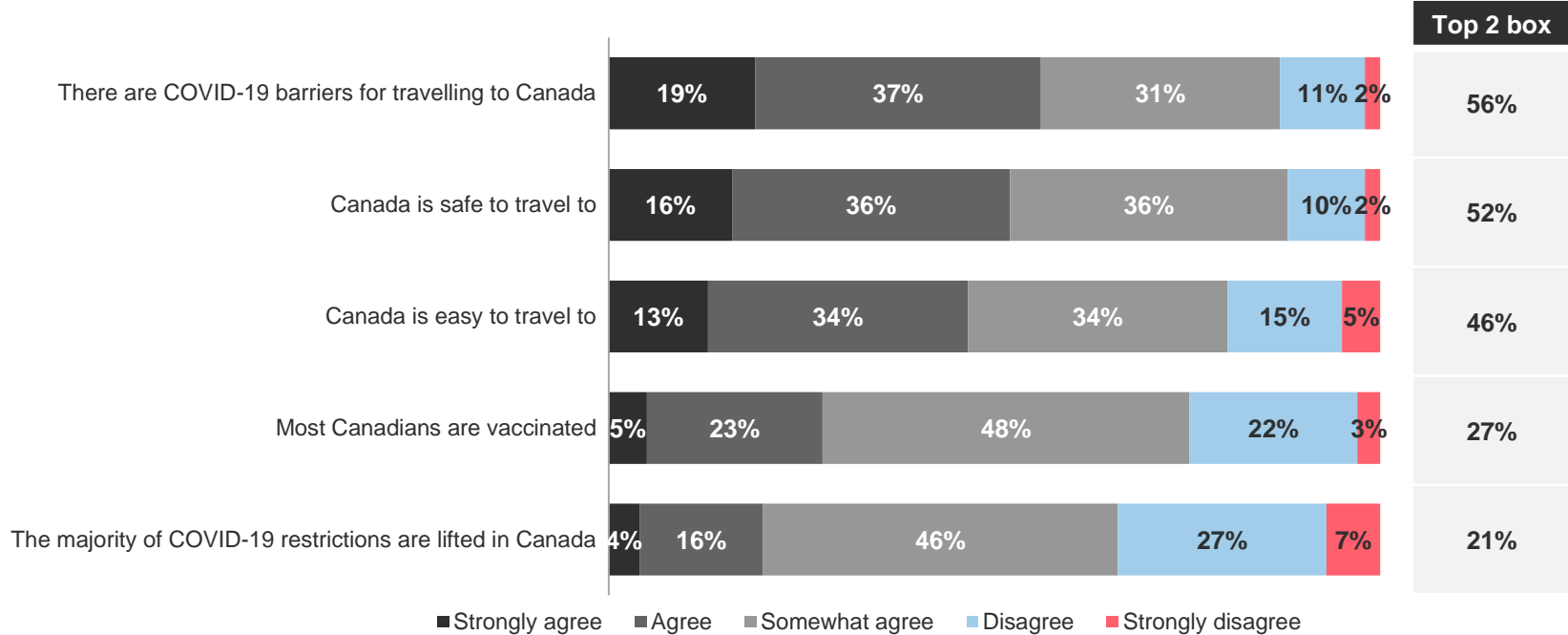
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Lawrencetown  
Nova Scotia



# Perceptions of Travelling to Canada

- More than half (56%) of respondents believe there are COVID-19 related barriers impacting travel to Canada (just 21% think the majority of restrictions have been lifted in Canada and 27% believe the majority of Canadians have been vaccinated).
- Despite barriers, 52% believe Canada is safe to travel to.
- 46% believe Canada is easy to travel to.



Base: All respondents  
Q1. On a scale 1 to 5, with 1 being "Strongly agree" and 5 being "Strongly disagree", to what extent do you agree with the following statements?

# Perceptions of Travelling to Canada

- Overall, those with higher household income (\$100k+), those living in Northeast, those under 35, and those with kids have a more positive perception of safety and ease of travel to Canada and are more likely to perceive most Canadians are vaccinated and the majority of COVID-19 restrictions are lifted.

	Household Income			Region				Age			Gender		Marital Status		Children in Household	
	Under \$50K	\$50K- <\$100K	\$100K+	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Married	Other	Yes	No
There are COVID-19 barriers for travelling to Canada	48%	57%	63%	59%	59%	56%	52%	57%	53%	58%	60%	53%	58%	55%	53%	57%
Canada is safe to travel to	46%	55%	55%	55%	49%	50%	56%	64%	52%	44%	53%	52%	53%	52%	55%	51%
Canada is easy to travel to	38%	49%	51%	62%	44%	43%	43%	52%	44%	44%	48%	45%	45%	47%	52%	44%
Most Canadians are vaccinated	20%	27%	34%	34%	28%	27%	24%	40%	26%	19%	30%	25%	27%	28%	34%	25%
The majority of COVID-19 restrictions are lifted in Canada	19%	18%	24%	26%	15%	23%	18%	32%	18%	14%	22%	19%	19%	23%	28%	18%

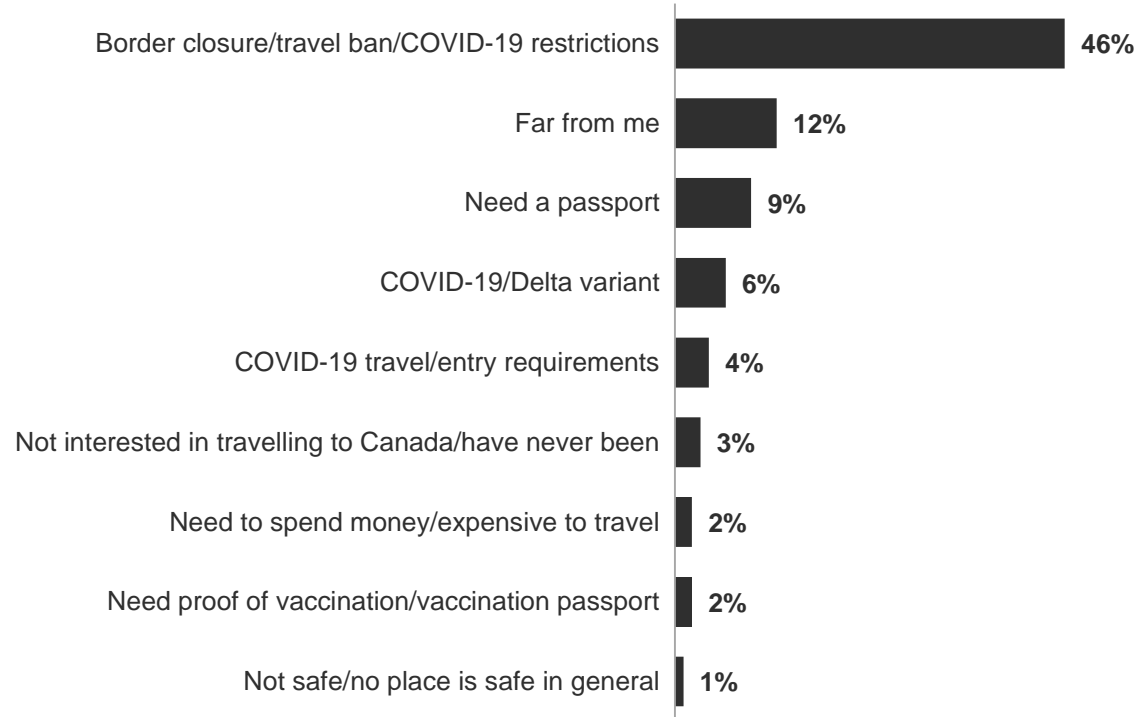
Base: All respondents

Q1. On a scale 1 to 5, with 1 being "Strongly agree" and 5 being "Strongly disagree", to what extent do you agree with the following statements?



# Reasons that Canada is not easy to travel to

- **Border closure, travel bans, and COVID-19 restrictions are the most common reasons mentioned for Canada not being easy to travel to.**

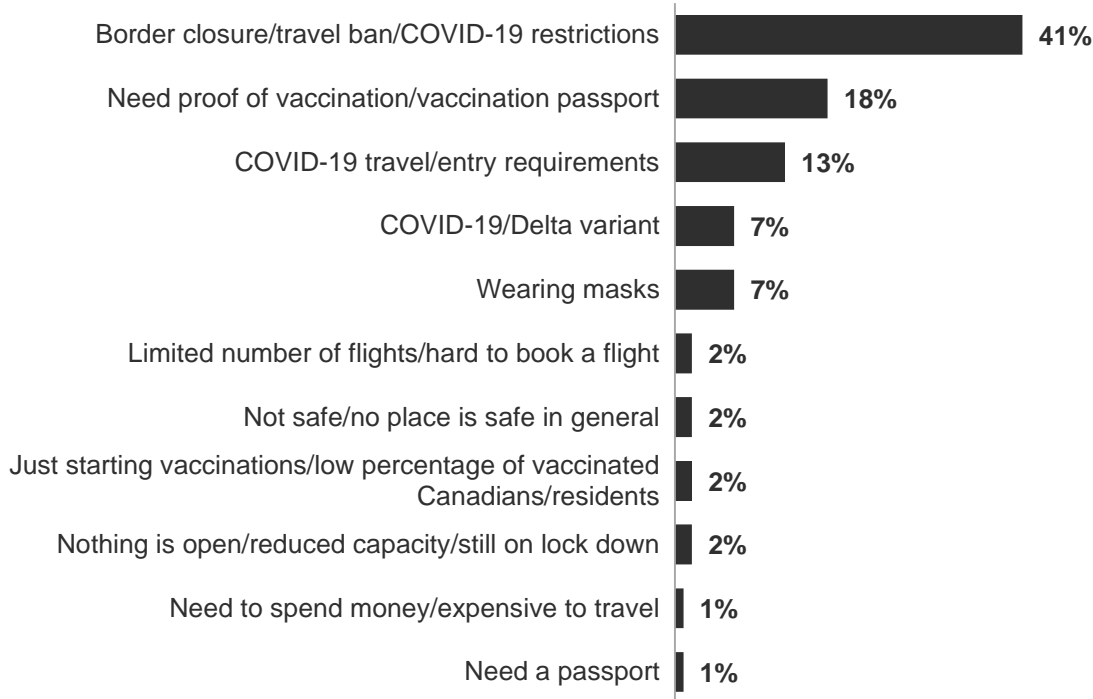


Base: Respondents who mentioned Canada is not easy to travel to (n=208)

Q2. You mentioned disagreeing with the statement "Canada is easy to travel to". Please elaborate for the reasons on your answer.

# COVID-19 Barriers for Travelling to Canada

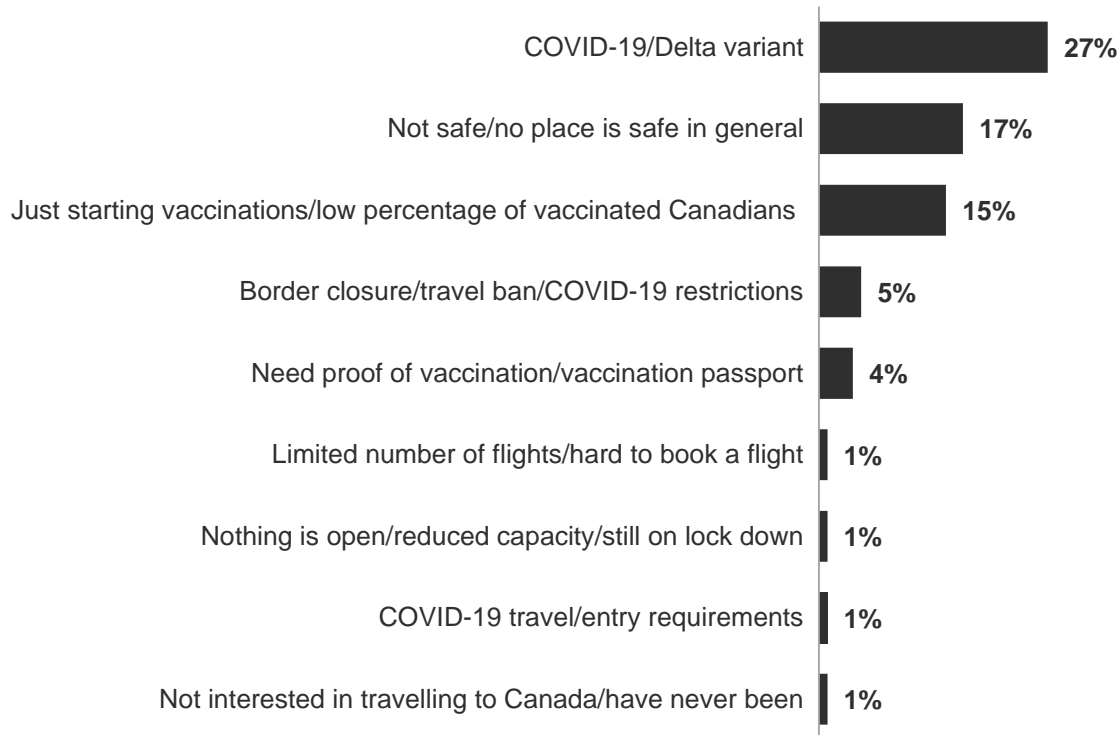
- Similarly, border closure, travel ban, and COVID-19 restrictions are the most common reasons mentioned for “There are COVID-19 barriers for travelling to Canada”, followed by requirement of proof of vaccination/vaccination passport to enter Canada.



Base: Respondents who mentioned There are COVID-19 barriers for travelling to Canada (n=553)  
Q3. You mentioned “There are COVID-19 barriers for travelling to Canada”. Please specify the main barriers that come to your mind.

# Reasons that Canada is not safe to travel to

- COVID-19 and Delta variant, overall lack of global safety for travelling, and low vaccination rates are the most common reasons mentioned for Canada not being safe to travel to.



Base: Respondents who mentioned Canada is not safe to travel to (n=121)

Q4. You mentioned disagreeing with the statement "Canada is safe to travel to". Please elaborate for the reasons on your answer.

# Demographics

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St. John's  
Newfoundland & Labrador

# Demographics

Total (n=1005)	
<u>Gender:</u>	
Male	48%
Female	52%
<u>Age:</u>	
18 to 34	29%
35 to 54	33%
55 or older	38%
<u>Children in household:</u>	
Yes	26%
<u>Marital status:</u>	
In a relationship	57%
Not in a relationship	43%
<u>Annual household income:</u>	
Less than \$50,000	30%
\$50,000-\$99,999	36%
\$100,000 and over	34%
<u>Region:</u>	
Northeast	17%
Midwest	21%
South	38%
West	24%