



2.8 million Australian long-haul leisure travellers intend to visit Canada in the next two years.

Market Insights



Authentic Experiences

Australians want iconic, memorable and authentic experiences that they can touch and feel. They are looking to form lifelong memories and take pride in telling their friends that they've done something truly unique.



Values Alignment

Many Australians are seeking out responsible travel options and they consider Canada a socially and environmentally friendly destination. They are drawn to experiences that allow them to connect with people in the communities they visit.



Reliance on Travel Agents

With travel becoming increasingly complex, travel agents will be essential. A large majority of Australians indicate that they will rely on travel expertise to navigate the complexities of post-COVID travel.

Market Potential¹



Canada's target market
5,555,000



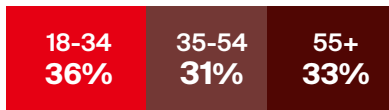
50%
are definitely/very likely to visit
Canada in the next 2 years



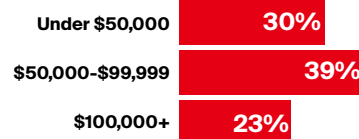
2,794,000
Canada's immediate potential in
the next 2 years

Demographics¹

Age



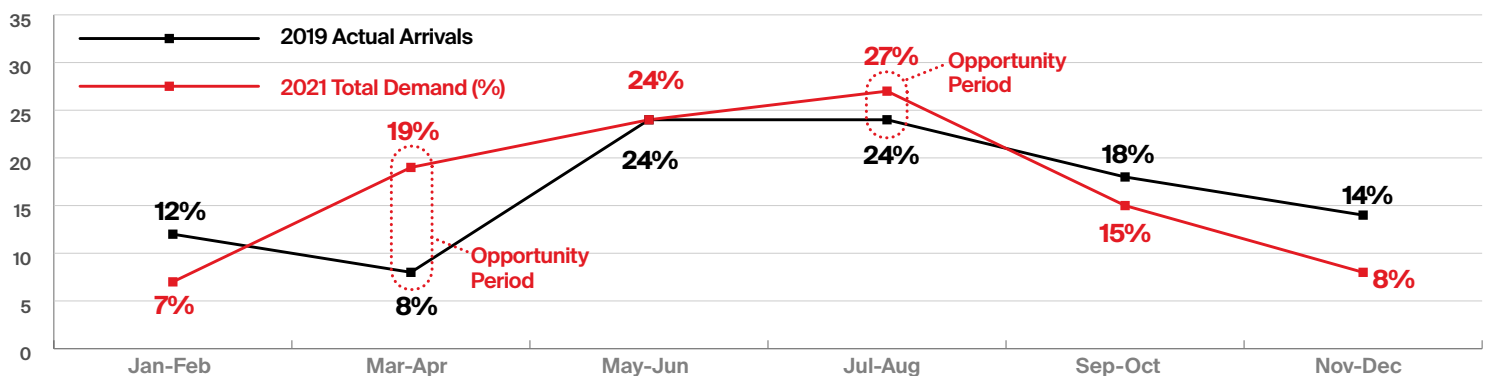
Annual Household Income



Children



Seasonal Demand^{1,2}

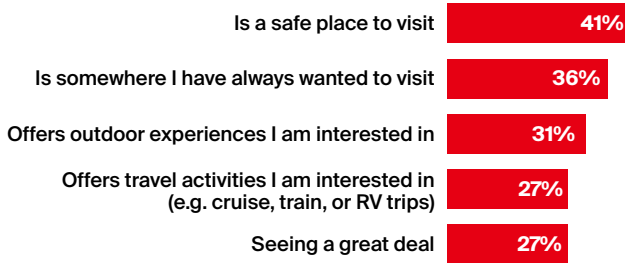


¹ Global Tourism Watch 2021.

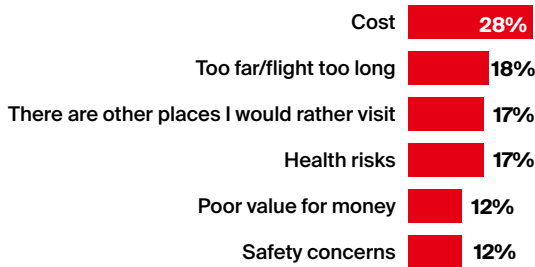
² Statistics Canada, Frontier Counts, 2019.



Top Motivators for Future Trip to Canada¹



Top Barriers to Canada¹



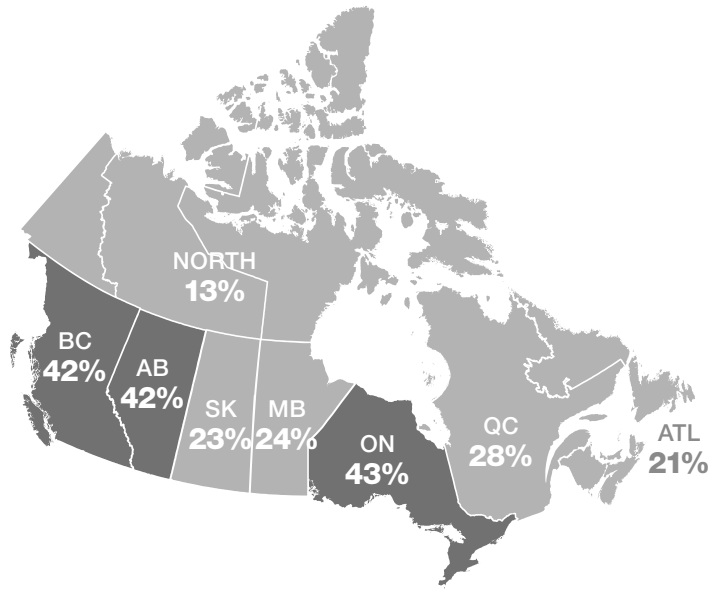
Top Activities of Interest for Future Trip to Canada¹



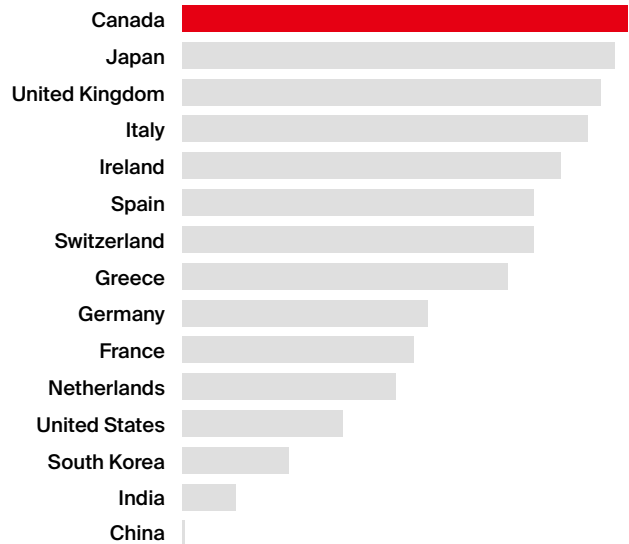
Travel Agent Usage for Future Trip to Canada¹



Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)¹



Net Promoter Score (Normalized)¹



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¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.