Canadian Tourism Commission

Commission canadienne du tourisme

Global Tourism Watch

2014 Canada Summary Report

Canada

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1. Introduction

The Canadian Tourism Commission (CTC) began conducting the annual Global Tourism Watch (GTW) program in 2007. The primary purpose of this research program is to expand the base of consumer-based intelligence in twelve core markets around the world[1].

The overall objectives of the GTW study are to:

1. Monitor awareness, travel intentions, and other key market indicators for Canada and the regions;
2. Assess perceptions of Canada and track brand performance against the competitive set over time;
3. Identify the general experiences sought by travellers, assess Canada's competitive positioning on key products and identify growth opportunities;
4. Identify motivators and barriers for travel to Canada; and,
5. Explore the role of social media and advocacy in the tourism context.

In response to a rapidly changing travel marketplace, the CTC and TNS worked together to substantially revise and update the questionnaire prior to the 2014 fieldwork. This was done to better reflect current travel realities and to gather more in-depth information on Canada's competitors in each market. The new GTW data permits direct comparison of Canada to those competitor countries unique to each market. The CTC has designated the US, the UK, Italy, France, Australia and New Zealand (combined) and China / Hong Kong, as the competitive set for the Canadian *out-of*-region pleasure traveller[2].

Methodology

In 2014, a web-based panel survey was conducted by TNS. The target population for the online survey was residents aged eighteen years or older, who had taken a pleasure trip outside of their region / province, where they had stayed at least two nights with a minimum of one night in paid accommodation, in the past three years, or plan to take such a trip in the next year. The survey consisted of 4,011 interviews in total, and was conducted in October 2014.

[1] Identified by the CTC as the international 'long-haul' markets of: Australia, Brazil, China, the UK, Germany, France, India, Japan, Mexico and South Korea, as well as the US and the domestic Canadian market.
[2] The competitive set for Canada in 2014 remains unchanged from that of 2013. The CTC continuously reviews the competitive set for each market, and from time to time, may update it to better reflect the current realities in the marketplace.

2. Strategic Considerations

1. As the economic recovery continues, both in Canada and the US, optimism around future travel plans among Canadian travellers improved in 2014, but may be tempered by a softening consumer confidence index, the slump in oil prices and a depreciating Canadian dollar. That said, the currency depreciation against the US dollar could benefit domestic tourism, as US destinations become relatively more expensive.

2. The US remains Canada's fiercest competitor for Canadian travel dollars and is aggressively pursuing travellers north of the border with renewed vigor and considerable resources. Over 80% of trips made outside of Canada are to the US, and in particular, New York, Florida, Washington, Michigan, California and Nevada. Canadian travellers were more likely to have seen advertising for US destinations last year, particularly those just mentioned, than Canadian destinations.

3. The Canadian tourism industry is heavily dependent on domestic pleasure travel. Increasing the preference for Canadian destinations over those in the US must be the focus of marketing efforts, beyond efforts aimed at US travellers. The threat is that with continued economic recovery and growing consumer confidence, Canadians will forgo the lower-cost domestic options for trips further afield, although this may be tempered by a less-favourable exchange rate for Canadians considering heading south for a vacation.

4. Although very optimistic when asked specifically about travel *within Canada*, Canadian pleasure travellers are far more likely to mention US destinations when discussing their travel plans in the next twelve months, than talk of Canadian destinations. There is a disconnect between perceptions around the brand offer, and a high level of appreciation of what Canada can offer, with actual consideration and preference, when it comes to choosing where to take a vacation. Understanding where this disconnect lies is vitally important in order to increase interest for domestic destinations.

5. Quebec accounts for just shy of a quarter of Canada's population[3], but has the lowest propensity for domestic travel of all the provinces (45%). This represents an opportunity to grow domestic tourism by increasing the propensity for travel *within Canada* over destinations in the US, the Caribbean, Mexico and Europe.

6. It is perhaps not surprising that the vast majority of domestic, *out-of-region* pleasure trips are to the province adjacent to the one in which the Canadian traveller resides – their immediate neighbours. Beyond that, US destinations are far more likely to be considered, than travelling by air to another province, territory or region in Canada. The cost of travel in Canada is the number-one barrier to taking a domestic trip. If more cannot be done to

[3] 24% according to 2011 census data.

reduce the cost of air travel in Canada, then efforts need to be made to improve the *value* afforded by Canadian destinations, relative to those in the US.

3. Key Observations

Key findings:

- Canadian travellers are generally optimistic about future travel intentions, with a second consecutive increase in the Market Outlook Indicator[4], and the proportion believing they will *travel more* in the next two or three years, increasing from 31% back in 2012, to 38%. More than three-quarters (79%) believe they will spend *about the same* or *more* on leisure travel *within Canada*, in the next twelve months.

- When it comes to domestic tourism, Canada faces its stiffest competition from the US – almost half (48%) are seriously considering a US destination for a vacation in the next year, compared to just over a quarter (28%) who are considering a Canadian destination *beyond their own province*[5]. Around 85% of trips made outside of Canada are to US destinations, with the most popular destinations New York, Florida, California, Washington, Michigan and Nevada.

- While Mexico and Cuba are also under consideration for some travellers, the European long-haul destinations are really only under consideration for a small number of travellers, at least in the foreseeable future. Mexico and Cuba place ahead of European destinations being considered for a trip next year[6].

- Interest in a vacation in Canada (Unaided - 28%) was up significantly on 2013 (20%), reversing a downward trend witnessed since 2009 (30%). However, the likelihood of taking a vacation in Canada in the next twelve months, which included *paid accommodation*, fell to just over (51%), down slightly on 2013 (54%).

- Canadian travellers are very optimistic about travel *within Canada*, when asked specifically about Canadian destinations, i.e., through aided questions. Aided interest in a vacation within Canada is about the same as the level of interest in the US[7]. However, when not asked about specific destinations (i.e., unaided), and asked to name destinations they were *seriously considering for next year*, US destinations lead Canada by some way[8].

[4] Due to a change in question wording in 2012, the MOI is not comparable to results recorded between 2009 and 2011. However, the MOI has increased from +21 in 2012, to +29 in 2014.
[5] This does not include vacations *within their own province*. Consideration for Canada, as a whole, may therefore be higher.
[6] Based on unaided consideration 'Which destinations are you seriously considering for a trip next year' – Mexico (13%), Cuba (8%), UK (5%), France (4%).
[7] Aided destination interest in Canada is 91%, compared to the US 88%.
[8] Almost half (48%) of Canadian travellers named US destinations when asked where they were planning on going next year (unaided question, with coded responses), while just over a quarter (28%) named cities, regions or provinces in Canada.

- Canadians are more likely to have seen or heard advertising for a US vacation destination (66%), than a Canadian destination (52%), in the last twelve months. The US cities and states have made a concerted effort to market to Canadians, armed with a budget in excess of $20 million (annually), earmarked specifically for Canada.

- Among those who are not planning to travel *within* Canada in the next year, a third cited the main reason for not doing so as *'There are other places I would rather visit'* while around a quarter (24%) said it was *'Too expensive'*, and almost a fifth (19%) pointed to *'High gas prices'*.

- Despite the high incidence of pleasure travel to US destinations, Canadian travellers do not rate the US when it comes to *brand* and *value* attributes – clearly favouring Canadian destinations. However, the US edges Canada, albeit by a very small margin, on all *price* attributes, most notably on '*is affordable to get to by air'*. Canadian travellers appear somewhat reluctant to rate US destinations positively, when asked, but vote with their feet when it comes to their travel plans.

- Italy is the *dream* destination for the majority of Canadian travellers (60%), ranked highest as a place that *inspires them to explore its cities, offers an authentic experience* where they can *create extraordinary travel experiences, sample local flavours* and which *inspires them to explore its culture*. Australia and New Zealand are also highly prized, outside of Canada. They are also very expensive to get to by air, offer relatively poor value for money, with high prices for food, entertainment and accommodation when you get there.

- For those who were *likely* to take a trip *within* Canada, but *beyond their own province* in the next year, the fact that it was *'Too expensive'* was also the biggest potential barrier (49%) which *could* prevent them from realising their plans, followed by *'High gas prices'* (30%) and *'Poor weather'* (21%).

- A quarter (25%) of Canadians, who stayed at least one night in paid accommodation, travelled to see friends and family on their last trip, with the figure rising to 30% among those aged fifty-five or over. A further 8% were trips for personal events. Among those whose last trip was within Canada, but beyond their own province, visits to friends and relatives rise to 31%, and 11% for personal events. These figures exclude vacations where travellers stayed with friends and family for the entire duration of the trip[9].

- As a result, a quarter of Canadians stayed with friends and family during their last trip, rising to 32% among those whose last trip was within Canada. These trips must have included at least one night in *paid accommodation*, and the would have most likely been a *mid-priced hotel* (31%).

[9] Qualifying trips have to have included at least one night in paid accommodation.

4. Market Health and Outlook

Background

The Canadian economy

Canada has seen a strong economic recovery, largely attributable to the rebound in the US economy following the financial crisis which began in 2008. The Canadian economy has been expanding at an above-potential rate since 2013, with a growth rate of 2.4% in 2014. The long-awaited pick-up in exports, driven by a stronger US recovery and a depreciating Canadian Dollar, has been encouraging. However, the rebalancing of growth away from private consumption and housing remains incomplete (International Monetary Fund, 2015).

The International Monetary Fund (IMF) has revised Canada's forecasted growth rate for 2015 down[10] by -0.1% to 2.3%, with 2.1% growth expected in 2016 (International Monetary Fund, 2015).

Growth is expected to soften due to the significant drop in oil prices, but will be, in part, offset by the weaker Loonie and stronger US growth (International Monetary Fund, 2015).

The Conference Board of Canada's latest survey showed a continuing three-month decline overall in consumer optimism - coming during a time of an increasingly uncertain economic environment globally and an inconsistent performance in this country. The consumer confidence index fell to 82.7 in November, down 1.4 points from October and 5.2 points from September (The Financial Post, 2014).

The collapse in oil prices in late 2014 was identified as the single most important factor in the Conference Board of Canada's revised national and provincial forecasts for 2015, which predict sharply slower growth, with a varying degree of impact across the regions and sectors (Conference Board of Canada, 2015).

Travel outlook

Just under a third (31%) of Canadian *out-of-province travellers* believe they will spend more on travel *outside of Canada* in the coming twelve months[11], while just under a quarter (23%) believe they will spend more on travel *within Canada* (Canadian Tourism Commission, 2015).

Optimism around domestic out-of-province travel improved in 2014, with the CTC's Market Outlook Indicator increasing from +22 in 2013 to +29[12].

[10] Down 0.1% compared to the IMF's prediction made in 2014 (2.4%).
[11] Compared to the *last twelve months*.

Travel trends

The following section is a review of the key trends related to the domestic Canadian travel market, and Canadian travel abroad, identified through secondary research conducted for this report.

- The latest data from Statistics Canada's Travel Survey of Residents of Canada (TSRC) estimates that Canadian travellers made over 112 million overnight domestic trips in 2013 – 83% of which (93.3 million trips) were made within the travellers' province of residence. Based on the most recent data from TSRC, overnight domestic trips generated over $28 billion in tourism expenditures in 2013, including 69% ($19.3 billion) for intra-provincial trips and 31% ($8.8 billion) for inter-provincial trips[13].
- This Canadians accounted for 81% ($68.1 billion) of total tourism revenue in 2013 (up from 72% in 2003 and 67% in 2000)[14] (Statistics Canada, 2013). This highlights Canada's increasing dependency on domestic tourism to support the industry (The Canadian Chamber of Commerce, 2013).
- Canadians love to travel and are increasingly spending their travel dollars outside the country, contributing to Canada's $17.8 billion travel deficit – an increase of 736% over the past decade. The US, in particular, has launched a particularly aggressive campaign for Canadian travellers in recent years, with 10% of Brand USA's $200 million marketing budget dedicated to Canada (Conference Board of Canada).
- Canadians made 33.5 million overnight trips outside of the country in 2014 (up 15% over 2013), with 69% of those trips (23 million) made to the US (Statistics Canada, 2014), highlighting Canadians' strong preference for travel south of the border.
- The US is by far the top destination for Canadian travellers, who made an estimated 22.7 million overnight trips south of the border in 2012, followed by Mexico (1.6 million) and Cuba (1 million) (Statistics Canada, 2012).

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[12] The Market Outlook Indicator measures the number of Canadian out-of-province travellers who say they will travel more (within Canada, but beyond their own province or region), compared to those who say they will travel less, in the next twelve months (compared to the last twelve months).
[13] Expenditure data from the Travel Survey of Residents of Canada (TSRC) includes only the portion of the tourism demand directly associated with trips within Canada by residents of Canada. This data does not include overseas spending by Canadian residents on services provided by Canadian companies or spending related to travel accessories or pre-trip services.
[14] Total tourism revenue from the National Tourism Indicators (NTI) includes demand for tourism commodities by Canadian and foreign visitors within Canada as well tourism demand by Canadians on Canadian-owned service providers outside of Canada (airlines, travel agents, etc.).

- The most frequently-visited US states are: New York (4.2 million), Florida (3.6), Washington (2.9), Michigan (1.6), Nevada (1.6) and California (1.5), based on 2012 figures (Statistics Canada, 2012).
- Although domestic travel posted gains in 2013, the pace remained moderate as Canadians struggled with the slow economic recovery. Employment and GDP edged up in 2014, providing a measure of improvement and modest gains in consumer confidence, supporting the lower-cost alternative of domestic travel over international travel as an attractive choice for Canadians taking holidays away from home. The “staycation” concept lost momentum in 2013 as more households opted for short getaway holidays on traditional long weekends and school breaks (Euromonitor, 2014).
- According to the World Economic Forum (WEF), Canada has the best air transport infrastructure in the world, but ranks 136th out of 140 when it comes to ticket taxes and airport charges. Canada is unique in that it requires users to pay the entire cost of the aviation system[15], and as a result, it is (on average) 30% cheaper to fly to the US than Canada (Conference Board of Canada). This also has an impact on the cost of domestic air travel, when compared to the cost of flying south to the US.
- Canadians spend more than $35 billion annually while travelling outside the country. Canadians travel outside the country for leisure purposes at more than two times the rate per capita as do Americans. More than 100 countries and countless attractions, airlines and tour operators are looking to grab a larger share of Canada’s lucrative leisure travel market (Conference Board of Canada).

[15] Including security, airport infrastructure and air traffic control, on top of the charges that airlines levy.

5. Market Potential

Exhibit 5-1 provides an estimate of the size of the potential market for Canada in two ways – the macro target market and the immediate potential.

The target market is a broader estimate of the market size based on expressed interest among all Canadian out-of-province travellers. The proportion of GTW respondents who are "definitely", "very", or "somewhat" interested in travelling *within* Canada, beyond their own region, in the next year, is applied to the broader traveller population to come up with a target market estimate of 14.3 million.

The immediate potential is a more conservative estimate based on GTW respondents who say they are "definitely" or "very likely" to travel within Canada. This translates into a market of 12.5 million travellers with more immediate potential for conversion.

Exhibit 5-1 Size of the potential market to Canada (next year)

	Size of Potential Market					
	BC (n=671)	AB (n=668)	SK/MN (n=670)	ON (n=682)	QC (n=678)	ATL (n=642)
Total potential out-of-region pleasure travellers (aged 18 plus)	2,352,000	1,811,000	1,124,000	6,136,000	3,298,000	1,021,000
Target Market for Canada:						
Definitely / very / somewhat interested in travelling within Canada in the next year	93%	92%	94%	92%	85%	95%
Size of the target market	2,187,000	1,666,000	1,057,000	5,645,000	2,803,000	970,000
TOTAL	**14,328,000**					
Immediate Potential for Canada:						
Planning Canada trip next year[1]	80%	78%	80%	82%	74%	81%
Immediate potential	1,881,000	1,413,000	899,000	5,032,000	2,441,000	827,000
TOTAL	**12,493,000**					

Base: General population aged 18 plus (n=4,054)
Note: Interest and consideration numbers shown are from the 2014 GTW results. Potential market size is results from the random telephone omnibus survey undertaken in 2010, among the general population aged eighteen years or older.
[1] Q5: How interested are you in taking a trip to Canada in the next two years?

Exhibit 5-2 Canadian region *most likely to visit*

Province / Territories	TOTAL	BC (n=362)	AB (n=406)	SK (n=190)	MN (n=245)	ON (n=373)	QC (n=337)	ATL (n=412)
British Columbia	25%		61%	28%	27%	28%	16%	13%
Alberta	18%	46%		46%	25%	16%	6%	17%
Saskatchewan	2%	4%	7%		9%	1%	-	1%
Manitoba	2%	3%	4%	5%		1%	1%	2%
Ontario	18%	22%	13%	10%	21%		44%	42%
Québec	11%	7%	4%	2%	5%	20%		18%
Atlantic Canada	18%	10%	8%	5%	8%	26%	26%	
Northern Canada	2%	4%	1%	1%	2%	2%	1%	2%
Don't know	5%	4%	2%	4%	4%	6%	6%	6%

Base: Those likely to travel within Canada in the next year (n=2,325)
Q11e: And, which region of Canada would you be most likely to visit?
Note: Results are comparable to 2013 & 2012, but not comparable to previous years as earlier data included travel *within province*.
Note: For the 2014 report, results for Saskatchewan and Manitoba are shown separately (previously grouped together).

6. Competitive Environment

Key performance measures

The GTW tracks Key Performance Indicators (KPIs) for Canada in areas such as aided destination awareness, unaided and aided destination consideration, and market penetration. Exhibit 6-1 summarises the 2014 KPIs for Canada[16].

More than two-thirds (68%) of Canadian travellers rate their knowledge of vacation opportunities (beyond their own province or region) as either *excellent* or *very good* – the same proportion as in the two previous years of the study (2012 & 2013), ahead of the US (55%).

While the US is the most likely destination being considered (unaided) for their next trip (48%)[17], just under a third (28%) are considering Canadian destinations beyond their own province or region, followed by Mexico (13%) and Cuba (8%).

Unaided *consideration* for Canada (28%) is significantly up on previous years, reversing a downward trend from 2009 to 2013[18], when it reached an all-time low (20% in 2013).

Asked about their level of *interest* in taking a vacation to specific destinations (aided interest), almost all (91%) Canadian travellers would be *interested* in a vacation within Canada, around the same number as those interested in US destinations (88%).

However, the likelihood of travelling within Canada *in the next year* fell three percentage points from 2013, to around half (51%). Asked about the likelihood of travel to specific destinations next year (aided), Canada trails the US (61%), with the next most likely destinations: Mexico (18%[19]), the UK (13%), France (12%) and Italy (10%).

Among those likely to take a trip *within* Canada, the destinations they are most likely to visit are BC (25%), Alberta (18%), Ontario (18%) and the Atlantic region (18%), although results vary significantly by their province of residence[20].

More than half (52%) have seen some form of advertising for destinations in Canada, somewhat shy of the two-thirds (66%) who have seen or heard ads for the US, particularly Las

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[16] Unaided destination awareness was dropped from the 2014 survey.
[17] Based on Q2: Unaided destination consideration, with results 'rolled-up' and aggregated for 'countries', as opposed to specific destinations *'Which destinations are you seriously considering for your trip(s) next year?'*
[18] In 2009, unaided consideration was at 30%, before four consecutive years of decline, to just 20% in 2013.
[19] Combining costal resorts and other cities.
[20] Based on Q11e – Canadian region *most likely* to visit, as shown in

Exhibit 5-2 .

Vegas, California and Florida. This represents a decrease in the level reported in 2013 (60%) for Canada, while recall of advertising for the US has remained about the same[21].

Exhibit 6-1 Key Performance Indicators (KPIs) by traveller type – Summary

Key Performance Indicator	Out-of-Region Travellers (n= 4,011)	Overseas[22] (n = 425)	US[23] (n = 1,163)	Mexico / Caribbean[24] (n = 353)	Inter-Regional Domestic[25] (n = 1,751)	Intenders[26] (n = 300)
Destination Awareness:						
Aided awareness of travel opportunities in Canada	68%	64%	70%	62%	73%	61%
Aided Awareness:						
Aided awareness of advertising for Canada	52%	45%	53%	55%	57%	47%
Past Visitation:						
Overall market penetration	84%	75%	88%	86%	100%	71%
Intentions:						
Unaided destination consideration	28%	15%	20%	12%	46%	42%
Competitive positioning on destination consideration	2nd	2nd	2nd	5th	1st	2nd

Base: Out-of-region pleasure travellers. See table for base sizes related to sub-sets of travellers.

[21] Awareness of advertising for US destinations was 68% in 2013 and 66% in 2014.
[22] Travelled overseas (e.g., outside of Canada, the US and Mexico/Caribbean region) for pleasure on their most recent trip.
[23] Travelled to the US (but not overseas) for pleasure on their most recent trip.
[24] Travelled to Mexico/Caribbean (but not to the US or overseas) for pleasure on their most recent trip.
[25] Travelled out-of-region (but not outside Canada) for pleasure on their most recent trip
[26] Did not travel out-of-region in past 3 years, but plan to in the next year.

Exhibit 6-2 reveals that despite a drop in having seen or heard advertising for Canadian destinations, consideration for travel *beyond their own region* has actually increased over 2013.

Exhibit 6-2 Key Performance Indicators (KPIs) versus 2013

Key Performance Indicator	2013 (n=4,132)	2014 (n=4,011	YOY Change +/-
Aided awareness of travel opportunities in Canada	67%	68%	-1%
Aided awareness of advertising for Canada	60%	52%	-8%
Overall market penetration	86%	84%	-2%
Unaided destination consideration	20%	28%	+8%
Competitive positioning on destination consideration	2nd	2nd	-

Base: Out-of-region pleasure travellers. See table for base sizes related to sub-sets of travellers.

Travel outlook

The Market Outlook Indicator (MOI) for 2014, which measures travel intentions for the next two to three years, increased from +22 in 2013 to +29 in 2014, with the number of Canadian travellers believing *they will travel more*, on the rise[27]. Optimism around future travel is significantly higher among those aged 18 to 34 years.

Canadian travellers in Quebec are noticeably less optimistic about future travel (+13), by a significant margin, with those in Ontario (+35) and BC (+32) much more upbeat.

Exhibit 6-3 shows the MOI for each province or region, and reveals that overall, confidence regarding future travel intentions is generally up on the previous two years, with the exception of Quebec and Alberta.

[27] The Market Outlook Indicator is calculated from QS10 – '*In the next two / three years, how likely is it that you will engage in pleasure travel more or less than you did in the last two / three years?*'. The index is the % who said they would *travel more*, minus the % who said they would *travel less*.

Exhibit 6-3 Market Outlook Indices

Country / region	Total n = 4,011	Alberta n = 668	Atlantic n = 642	BC n = 671	Sask. n = 282	MB n= 388	Ontario n = 682	Quebec n = 678
Travel more	38%	38%	37%	42%	38%	41%	42%	26%
Travel same	53%	51%	55%	49%	53%	49%	52%	62%
Travel less	9%	11%	9%	10%	9%	10%	7%	13%
Market Outlook Indicator								
2014	+29	+27	+28	+32	+28	+30	+35	+13
2013	+22	+28	+23	+28			+22	+14
2012	+21	+24	+20	+26			+20	+20

Base: Out-of-region pleasure travellers (n = 4,011)
QS10: In the next 2 to 3 years, how likely is it that you will engage in a pleasure travel more or less than you did in the last 2 to 3 years?
Note: Question text changed slightly in 2012, so not directly comparable to previous years.
Note: Results for Manitoba and Saskatchewan only reported separately for 2014 and were grouped in previous years of the study.

Just over half (56%) said they would spend *about the same* on leisure travel *within Canada*, with just less than a quarter (23%) saying they would spend more[28]. Interestingly, the results were almost identical to spending intentions on short-break holidays. Residents of Quebec were the least likely to *spend a little more on travel within Canada* (17%), while those *most* likely were to be found in BC and Ontario.

When it comes to leisure travel *outside of Canada*, almost a third (31%) said they would be spending more than they did in the past year. Again, Quebecers were the least likely to be increasing their spend on international travel.

[28] New question for the 2014 survey – QS5B '*How would you describe your spending intentions on the following items in the next twelve months, compared to the last twelve*' – *leisure travel within my country.*

7. Perceptions of Canada

To be successful, a destination must be perceived as offering value, relevant experiences, and unique tourism products to travellers. To assess brand, value, and price perceptions, respondents were asked to evaluate Canada relative to competing destinations on a number of attributes.

Brand perceptions

Exhibit 7-1 shows Canada's competitive position on perceptions around several brand attributes, among Canadian '*out-of-region*' pleasure travellers[29].

Exhibit 7-1 Brand perceptions

Brand perceptions	1#	2#	3#	4#	5#	6#	7#
A place that inspires me to explore its geography	CAN 69%	AUS/NZ 67%	ITA 59%	USA 57%	UK 52%	FRA 51%	CHN/HK 38%
A place that inspires me to meet and engage with its people	CAN 58%	ITA 57%	AUS/NZ 57%	UK 50%	FRA 44%	USA 44%	CHN/HK 31%
A place that inspires me to explore its cities*	ITA 65%	CAN 59%	UK 57%	FRA 56%	AUS/NZ 56%	USA 54%	CHN/HK 39%
A place that offers an authentic experience	ITA 67%	AUS/NZ 65%	CAN 60%	FRA 57%	UK 55%	USA 46%	CHN/HK 46%
A place where I can create extraordinary personal travel experiences*	ITA 64%	AUS/NZ 63%	CAN 60%	FRA 55%	USA 52%	UK 52%	CHN/HK 40%
A place that inspires me to sample local flavour and cuisine*	ITA 69%	FRA 61%	CAN 56%	AUS/NZ 53%	USA 47%	UK 45%	CHN/HK 42%
A place that inspires me to explore its culture*	ITA 66%	AUS/NZ 57%	FRA 55%	UK 54%	CAN 54%	CHN/HK 42%	USA 42%

Base: Out-of-region pleasure travellers (n = 4,011)
Q11: We are interested in your general impressions on [country] as a holiday destination, even if you have never been there. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how would you rate [country] on each of the following?
Note: Scores shown are the 'top-three-box scores' i.e., the percentage of respondents who provided the destination with a rating of 8, 9 or 10, on a 1 to 10 scale of agreement with each statement.
***Note: New attribute added for the 2014 survey.**

[29] Respondents are asked to rate Canada, as well as the US and five other 'long-haul' markets, defined as Canada's competitive set.

Canadian travellers highly rate Canada (69%), Australia and New Zealand (67%) when it comes to *exploring the natural geography*, some way ahead of Italy and the US. They also believe it to be a *place that inspires them to meet and engage with its people (58%)*, on par with Italy (57%), New Zealand and Australia (57%).

Canada, in fact, leads the US by quite some way on all brand attributes, somewhat surprising perhaps, given the high incidence of travel to the US destinations for pleasure travel. The relative position of Canada and the US on these attributes does not appear to translate to visitation or consideration, when choosing a vacation destination.

On a cautionary note, Exhibit 7-2 reveals that Canada's brand scores were down slightly on the two previous years, which were both consistent and relatively flat until this year (2014).

Exhibit 7-2 Brand perceptions (2012 to 2014)

Brand perceptions[30]	2012	2013	2014
A place that inspires me to explore its geography	76%	76%	69%
A place that inspires me to meet and engage with its people	63%	63%	58%
A place that offers an authentic experience	66%	65%	60%
A place that inspires me to explore its culture	58%	57%	54%

Base: Out-of-region pleasure travellers 2014, (n = 4,011), 2013 (n = 4,132), 2012 (n = 4,227).
Q11: We are interested in your general impressions on [country] as a holiday destination, even if you have never been there. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how would you rate [country] on each of the following?
Note: Scores shown are the 'top-three-box scores' i.e., the percentage of respondents who provided the destination with a rating of 8, 9 or 10, on a 1 to 10 scale of agreement with each statement.

When it comes to *exploring cities*, only Italy really stands out from the crowd, although older Canadian travellers (aged 35 years or more), are more likely to feel that other regions within Canada have a lot to offer.

In terms of *authenticity* and *creating extraordinary personal travel experiences*, Canada (60%) lags a little behind Italy, New Zealand and Australia, but is ahead of France, the US and the UK.

Very few Canadian travellers rate Hong Kong or China, which is placed last in the competitive set on all brand attributes except *exploring culture*, where it shares the last spot with the US. This suggests that Hong Kong / China are not perceived as attractive leisure travel destinations by Canadians. It may be that a high proportion of travel to Hong Kong / China from Canada is driven by business trips and visits to see friends and relatives.

[30] Only the four that appeared in the survey in both 2012 and 2013 are shown, as three new attributes were added in 2014.

Value perceptions

Exhibit 7-3 reveals that Canada is well-placed when it comes to perceptions around offering *value*, especially when it comes to offering the *travel experiences I am specifically looking for* (55%), and *a destination with places I have always dreamed of visiting* (56%).

It is worth noting that in terms of Canada offering destinations *I have always dreamed of visiting*, scores were significantly higher among those aged fifty-five or older, and those with children.

In terms of *unique features*, Australia, New Zealand and Italy lead the competitive set, by quite a margin, but Canadian destinations place ahead of France, the US and the UK.

Around a third (39%) believe they would *pay a little more* for Canadian destinations, behind Italy (45%), Australia and New Zealand (48%). The Canadian traveller is unlikely to expect to have to *pay a little more* for travel outside of their own province or region, although the same could be said of France and the UK. The vast majority of Canadian travellers (61%) do not expect to have to *pay a little more* for domestic travel.

Again, Canada places higher than the US on all *value* attributes, albeit by a relatively small margin, but as with *brand* attributes, does not appear to be a good predictor of actual visitation. There does appear to be some disconnect between the ratings given for Canada and the US, on both *brand* and *value* attributes, with actual consideration and preference on where Canadian travellers actually choose to go.

Exhibit 7-3 Value perceptions

Value perceptions	1#	2#	3#	4#	5#	6#	7#
A destination with the travel experiences I am specifically looking for	ITA 56%	CAN 55%	AUS/NZ 53%	USA 51%	FRA 46%	UK 43%	CHN/HK 29%
A destination with places I have always dreamed of visiting	ITA 60%	CAN 56%	AUS/NZ 55%	USA 53%	FRA 50%	UK 48%	CHN/HK 29%
A place with unique features that other destinations don't offer	AUS/NZ 65%	ITA 65%	CAN 57%	FRA 54%	UK 51%	USA 49%	CHN/HK 47%
A destination I would pay a little more for	AUS/NZ 48%	ITA 45%	CAN 39%	FRA 36%	UK 36%	USA 34%	CHN/HK 23%

Base: Out-of-region pleasure travellers (n = 4,011)
Q11: We are interested in your general impressions on [country] as a holiday destination, even if you have never been there. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how would you rate [country] on each of the following?
Note: Scores shown are the 'top-three-box scores' i.e., the percentage of respondents who provided the destination with a rating of 8, 9 or 10, on a 1 to 10 scale of agreement with each statement.

Exhibit 7-4 shows the results for Canada, the US and Australia & New Zealand, compared to 2013, and the corresponding change year-on-year.

The US has made significant gains on perceptions of *quality*, *uniqueness* and *relevance*, closing the gap on Canada. The number of Canadian travellers who agreed that out-of-province travel afforded them the *travel experiences I am specifically looking for* and *unique features that other destinations don't offer* has fallen from 2013.

While Canada enjoyed a considerable advantage over US destinations on all *value* attributes, this is no longer the case, and may be attributable to the extensive marketing campaigns certain US destinations have been using to target Canadian travellers.

Perceptions of Australia and New Zealand have changed little, although there was a small increase in the number of Canadians who said they *pay a little more* to travel there.

Exhibit 7-4 Value perceptions

Value perceptions	Canada (Out-of-province)			United States			Australia / New Zealand		
	2013	2014	YOY	2013	2014	YOY	2013	2014	YOY
A destination with the travel experiences I am specifically looking for (Relevance)	59%	55%	-4%	45%	51%	+6%	54%	53%	-1%
A place with unique features that other destinations don't offer (Uniqueness)	64%	57%	-7%	43%	49%	+6%	67%	65%	-2%
A destination I would pay a little more for (Quality)	40%	39%	-1%	27%	34%	+7%	45%	48%	+3%

Base: Out-of-region pleasure travellers. 2013 n = 4,132. 2014 n = 4,011.
Q11: We are interested in your general impressions on [country] as a holiday destination, even if you have never been there. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how would you rate [country] on each of the following?
Note: Scores shown are the 'top-three-box scores' i.e., the percentage of respondents who provided the destination with a rating of 8, 9 or 10, on a 1 to 10 scale of agreement with each statement.

Price perceptions

The US is still seen as *more affordable to get to by air* compared to travel *within Canada*, while it has now overtaken Canada as a *destination with reasonable prices for food, entertainment and accommodation*, although some of this may be attributable to the relative strength of the Canadian Dollar against the US, in 2014.

Exhibit 7-5 Price perceptions

Price Perceptions	1#	2#	3#	4#	5#	6#	7#
A place that offers good value for money	USA 56%	CAN 55%	ITA 37%	AUS/NZ 34%	FRA 29%	UK 28%	CHN/HK 28%
A destination with reasonable prices for food, entertainment and accommodation	USA 57%	CAN 54%	ITA 36%	AUS/NZ 32%	UK 28%	CHN/HK 28%	FRA 27%
A destination that is affordable to get to by air	USA 58%	CAN 47%	ITA 31%	UK 29%	FRA 29%	AUS/NZ 26%	CHN/HK 21%

Base: Out-of-region pleasure travellers (n = 4,011)
Q11: We are interested in your general impressions on [country] as a holiday destination, even if you have never been there. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how would you rate [country] on each of the following?
Note: Scores shown are the 'top-three-box scores' i.e., the percentage of respondents who provided the destination with a rating of 8, 9 or 10, on a 1 to 10 scale of agreement with each statement.

Exhibit 7-6 reveals that Australia and New Zealand have seen notable improvements in perceptions around *price*, especially around the cost of air travel and *value for money*.

Exhibit 7-6 Price perceptions

Price perceptions	Canada (Out-of-province)			United States			Australia / New Zealand		
	2013	2014	YOY	2013	2014	YOY	2013	2014	YOY
A place that offers good value for money	58%	55%	-3%	52%	56%	+4%	28%	34%	+6%
A destination with reasonable prices for food, entertainment and accommodation	58%	54%	-4%	55%	57%	+2%	29%	32%	+3%
A destination that is affordable to get to by air	47%	47%	-	56%	58%	+2%	19%	26%	+7%

Base: Out-of-region pleasure travellers (n = 4,011)
Q11: We are interested in your general impressions on [country] as a holiday destination, even if you have never been there. On a scale of 1 to 10, where 1 is 'strongly disagree' and 10 is 'strongly agree', how would you rate [country] on each of the following?
Note: Scores shown are the 'top-three-box scores' i.e., the percentage of respondents who provided the destination with a rating of 8, 9 or 10, on a 1 to 10 scale of agreement with each statement.

8. Trip Profiles

Most recent destination visited

The US remains the most popular vacation destination among Canadian *'out-of-region'* travellers – almost half (46%) took their most recent pleasure trip there[31]. Just over a third (35%) took their last[32] vacation in Canada, outside of their own province or region, with Ontario and British Columbia the most likely to have been visited.

Given the geography, the aggregated results somewhat obscure the trends across the regions and provinces, and are also weighted by the size of the regional populations. Exhibit 8-1 shows the top vacation destinations visited by Canadian travellers *on their most recent trip*, by province or region.

Exhibit 8-1 Destinations visited on most recent trip, by province and region

Alberta n = 617	Atlantic n = 587	BC n = 618	Sask. n = 263	Manitoba n = 356	Ontario n = 632	Quebec n = 619
BC (31%)	Ontario (24%)	Washington (19%)	Alberta (34%)	North Dakota (22%)	New York (13%)	Ontario (19%)
Nevada (9%)	Maine (16%)	Alberta (18%)	BC (17%)	Ontario (16%)	Quebec (13%)	Caribbean (14%)
Sask. (8%)	Caribbean (14%)	California (11%)	Manitoba (7%)	Minnesota (13%)	Florida (10%)	New York (10%)
California (8%)	Florida (13%)	Ontario (8%)	Mexico (6%)	BC (12%)	Caribbean (10%)	Florida (9%)
Ontario (7%)	Quebec (11%)	Nevada (8%)	Ontario (5%)	Alberta (10%)	BC (6%)	France (9%)
Mexico* (7%)	Alberta (7%)	Oregon (7%)	North Dakota (5%)	Sask. (6%)	Michigan (6%)	Mexico* (7%)
Montana (7%)	BC (6%)	Mexico* (7%)	Nevada (5%)	Nevada (6%)	Mexico* (6%)	New Brunswick (6%)
Arizona (4%)	California (4%)	Hawaii (6%)	Caribbean (5%)	South Dakota (4%)	Other Europe ** (5%)	Maine (6%)

Base: Out-of-region pleasure travellers who have taken a vacation in the past three years
Q26: Destination visited on most recent trip.
***Note: Mexican coastal resorts only, including: Acapulco, Cancun, Puerto Vallarta, Los Cabo, Mazatlán, Huatulco, Ixtapa.**

[31] Among those Canadian *'out-of-region'* pleasure travellers who have taken a trip outside of their own province or region in the past three years.
[32] Based on Q26 – Destination visited *on most recent trip*.

****Note: 'Other Europe' does not include the UK, Germany, France or Italy, which are reported individually.**

The results highlight how fiercely Canadian destinations have to compete with those in the US, to attract Canadian travellers beyond the adjacent region or province, especially those near-border US states, California, Florida and Nevada (Las Vegas), as well as the popular resorts in Mexico and the Caribbean.

Outside of the adjacent, or nearest province or region, US cities and states are likely to trump other Canadian destinations.

Destinations visited in the past three years

Exhibit 8-2 also highlights the competition from the US, as well as the Caribbean, Europe and (to a lesser extent) Mexico. Visitation to the US leads Canada in all regions except Alberta, Manitoba and Saskatchewan. A third of Canadian travellers living in Ontario have taken a vacation to the Caribbean in the last three years[33], with more than two-thirds having visited the US.

The incidence of travel to the US is highest in BC, where almost three-quarters (74%) have taken a vacation trip across the border, while one-in-five have been to Europe, with around the same number (19%) heading south to Mexico, or across the Pacific to Asia (21%)[34].

Exhibit 8-2 Countries / regions visited in the past three years

Country / region	Total n = 3,711	Alberta n = 618	Atlantic n = 592	BC n = 621	Sask n = 263	MB n = 357	Ontario n = 632	Quebec n = 628
The US	66%	62%	68%	74%	52%	71%	69%	57%
Canada*	57%	70%	61%	60%	82%	66%	56%	45%
The Caribbean	25%	15%	28%	10%	15%	14%	33%	28%
Europe	22%	15%	15%	20%	10%	12%	26%	26%
Mexico	17%	20%	9%	19%	15%	16%	16%	18%
Asia	11%	10%	5%	21%	6%	6%	12%	5%
South America	4%	3%	3%	4%	2%	3%	4%	6%
Central America	4%	3%	4%	3%	1%	3%	4%	5%
Australia	3%	2%	3%	4%	3%	1%	3%	2%

Base: Out-of-region pleasure travellers who have taken a vacation in the past three years.
QS7: Countries / regions visited on a holiday trip of four or more nights, in the past three years.
***Note: Travel within Canada, but outside of their own province / region.**

[33] The Caribbean and Mexico are not included in the competitive set of destinations for Canada.
[34] Based on their *most recent trip (Q26)*, the likely destinations are Hong Kong (4.1%), south-east Asia (3.4%) and China (2.8%).

In the Prairies, incidence of travel to Mexico is significantly higher than that of European destinations combined, while in the Atlantic, Ontario and Quebec, around 30% of Canadian travellers have visited a resort in the Caribbean.

Residents of Quebec are the least likely to have taken a pleasure trip in Canada, in the past three years, and are far more likely to have visited the US.

Type of vacation taken

A quarter of Canadian travellers took a trip to *visit friends or relatives* (VFR) for their last vacation[35], increasing to 30% among those aged fifty-five years or older. Travel to see friends or relatives is by far the most common 'type' of trip taken by Canadian travellers – twice that of the next most popular, *city vacations* (13%).

The overall incidence of VFR is actually significantly higher in some provinces – as high as around a third (34%) in BC, with the lowest propensity for VFR travel half that, in Quebec (17%).

City vacations were notably more popular among younger travellers (18% among 18 to 34 year olds) than the older generation (8% among those 55+). They were also far more popular among those living in Ontario (15%) and Quebec (14%), compared to Manitoba and Saskatchewan (8%) or BC (10%).

Exhibit 8-3 Most recent trip: Type of vacation (Top-five)

Type of Vacation	Total n = 3,692	Alberta n = 617	Atlantic n = 587	BC n = 618	Sask. n = 263	MB n = 356	Ontario n = 632	Quebec n = 619
VFR	25%	31%	26%	34%	26%	31%	23%	17%
City vacation	13%	10%	12%	10%	8%	9%	15%	14%
Touring vacation	10%	10%	9%	10%	11%	10%	10%	9%
Personal event vacation	8%	8%	10%	11%	13%	8%	9%	5%
Resort vacation	8%	7%	9%	4%	3%	4%	10%	9%

Base: Out-of-region pleasure travellers who have taken a vacation in the past three years.
QPT1: 'Which of the following best-describes your most recent holiday?'

Exhibit 8-3 highlights the differences between the regions. In BC, for example, visiting friends or relative, or vacations for personal events, account for 45% of recent vacations, while in Quebec they would only account for less than half that (22%). This is not surprising as a much smaller

[35] Their last vacation 'beyond their own province or region'. These results do not include travel to see friends and family 'within their province'.

percentage of the Quebec population has family, friends, and relatives living in other provinces, compared with the rest of Canada.

Perhaps not surprisingly, visits to see friends or relatives were significantly higher among those whose last trip was *within Canada* (31%)[36], and those intending to take trips *within Canada* in the next year.

Activities participated in

Exhibit 8-4 reveals that among those who took a trip to a province or region of Canada, beyond their own, the most popular activities were: *Hiking* (18%), *Watching wildlife* (16%) and *Camping* (13%).

Comparing activities enjoyed while on a domestic trip, to those enjoyed on a trip to the US, Canadian travellers were far more likely to have *camped* while vacationing in Canada, gone *fishing* or viewed *wildlife*, and less likely to have taken a *guided city tour.*

Canadian travellers who took a vacation to Mexico or the Caribbean were far more likely to have participated in a *guided city tour* (21%), a *guided excursion beyond the city* (21%) or *snorkelling* (19%), and only a third (36%) didn't participate in any of the activities presented in Exhibit 8-4.

Least-likely to participate where those who visited the US – over half (52%) occupied themselves with other activities, while *Hiking* (17%), *Guided city tours* (13%) and *Wildlife viewing* (12%) were the most popular.

Exhibit 8-4 Most recent trip: Activity participated in (Top-ten)

	All Out-of-Region Travellers	Overseas	US	Mexico / Carribean	Inter-Regional Domestic
Activity Participated in	n = 3,692	n = 425	n = 1,163	n = 353	n = 1,751
Hiking	17%	21%	17%	14%	18%
Guided city tour	15%	27%	13%	21%	8%
Wildlife viewing	15%	20%	12%	11%	16%
Guided excursion beyond the city	10%	17%	6%	21%	5%
Camping	9%	10%	7%	3%	13%
Day cruise	9%	13%	7%	13%	7%

[36] A further 11% took a trip for a *personal event.*

Activity Participated in	All Out-of-Region Travellers	Overseas	US	Mexico / Carribean	Inter-Regional Domestic
Cycling or biking	7%	11%	6%	3%	6%
Fishing	7%	8%	4%	5%	10%
Golfing	7%	4%	9%	4%	7%
Marine life viewing (whale-watching or other sea life)	7%	7%	7%	9%	7%

Base: Out-of-region pleasure travellers, who have taken a trip in the past three years (n = 3,692)
QPT2: Did you participate in any of the following activities during your most recent stay?

There were some notable differences by age group, as well as similarities in interests:

- 18 to 34 year-olds: Hiking (18%). Wildlife viewing (16%), City tours (15%), Camping (9%), Guided excursion (9%) and Fishing (8%);
- 35 to 54 year-olds: Hiking (19%), Wildlife viewing (14%). City tours (12%), Camping (11%), Guided excursion (9%) and a Day cruise (8%); and,
- 55 years plus: City tour (18%), Hiking (15%), Wildlife viewing (15%), Day cruise (12%), Guided excursion (11%) and Marine-life viewing (8%).

Places visited

Around a third (34%) of Canadian travellers visited a *historic site or building* on their last vacation – the most popular attraction, especially among the older travellers (55 years +). Visiting a *city park* (31%), a *museum* (27%) or *National / State park* (24%) also proved to be very popular, whether taking a vacation outside of Canada or within it.

Those travelling beyond Canada, the US, Mexico or the Caribbean, were even more likely to have visited a historic site, city park, museum, national park, art gallery or a world heritage site.

Exhibit 8-5 Most recent trip: Places visited (Top-ten)

	All Out-of-Region Travellers	Overseas[1]	US	Mexico / Carribean	Inter-Regional Domestic
Places Visited on Vacation	n = 3,692	n = 425	n = 1,163	n = 353	n = 1,751
Historic site or building	34%	50%	27%	33%	32%
City park	31%	43%	27%	16%	36%
Museum	27%	45%	22%	19%	25%
National or State park	24%	30%	23%	19%	24%
Art gallery	13%	25%	9%	9%	13%
Casino	13%	10%	15%	14%	13%
World heritage site	13%	26%	10%	9%	11%

Places Visited on Vacation	All Out-of-Region Travellers	Overseas[1]	US	Mexico / Carribean	Inter-Regional Domestic
Amusement or theme park	12%	15%	14%	9%	11%
Botanical garden	11%	19%	7%	9%	12%
Brewery	9%	12%	8%	6%	8%
None of the above	26%	16%	28%	33%	25%

Base: Out-of-region pleasure travellers who have taken an out-of-region pleasure trip in the past three years.
QPT3: Did you visit any of the following types of places during your last holiday? Please select all that apply.
Note: New question added for 2014.
[1] Overseas refers to any destination beyond Canada, the US, Mexico or the Caribbean.

Some places proved relatively more popular with the older generation, such as: art galleries, botanical gardens, historical sites and wineries. While those under the age of thirty-five were more likely to enjoy: Amusement parks and breweries.

Vacation experiences

Canadian travellers were keen to experience the *local cuisine* (48%) and / or *dine at a highly regarded restaurant* (30%), but there was a clear skew towards the older age groups when it came to sampling the food.

Exhibit 8-6 Most recent trip: Experiences

Experience	All Out-of-Region Travellers n = 3,692	Overseas[1] n = 425	US n = 1,163	Mexico / Carribean n = 353	Inter-Regional Domestic n = 1,751
Tried local cuisine	48%	54%	45%	53%	48%
Dined at a highly-regarded restaurant	30%	32%	32%	21%	32%
Attended a live show	19%	19%	18%	29%	14%
Rented a car	17%	19%	19%	11%	18%
Took a tour or visited a museum to learn about aboriginal people	11%	18%	7%	12%	10%
Attended a music festival	7%	12%	5%	6%	9%
Visited a spa or wellness centre	6%	7%	5%	8%	8%
Tried agritourism (e.g., visited a farm)	4%	8%	2%	5%	5%
Participated in a guided tour by train	4%	7%	3%	5%	3%
Northern (or Southern) lights	3%	3%	3%	1%	4%
None of the above	26%	22%	28%	26%	27%

Base: Out-of-region pleasure travellers who have taken an out-of-region pleasure trip in the past three years.

QPT4: Did you see or experience any of the following during your last holiday? Please select all that apply.
Note: New question added for 2014

Type of accommodation

Almost a third (32%) of Canadian travellers who took a vacation beyond their own region / province, but within Canada, stayed with friends or relatives, while around the same proportion (34%) opted for a mid-priced hotel or motel[37].

While around a quarter (26%) of 18 to 34 year-olds also chose a mid-priced hotel, they were more likely to settle for a budget hotel, or rent an apartment, compared to those aged thirty-years or older.

With around a third of Canadians being able to take advantage of staying with friends or family, Canada should have some advantage over competing destinations – it may be an attractive proposition in itself, and it also helps to reduce the cost of a vacation. Domestic travel should, therefore, enjoy a competitive advantage over long-haul destinations, and even the US.

Travel party

Most Canadians travel with their spouse or partners (58%), but those between 18 and 34 years of age are more likely to be travelling with a friend (20%) or parents (20%), while those aged 35 to 54 years are more likely to be travelling with children (30%).

Half (52%) of those without children travel with their spouse or partner, and are more likely to be travelling alone (16%) or with friends (19%), compared to those with kids.

Sharing experiences during the trip

Increasingly, travellers are turning to the internet and social media to share their experiences and to search for information *while on their trip*. About a third (34%) of Canadian travellers shared videos or photos via social media *during their trip*, while a similar number (31%) used the internet to research what to see and do using a website.

There is a distinct difference between the age groups. Half of those travellers aged 18 to 34 years old will turn to social media to share media, while on their trip, compared to just 18% of those over the age of fifty-four.

However, when it comes to sharing photos and videos via email, age becomes much less of a factor, with around a quarter (24%) of those aged thirty-five or older sending media direct to friends or family (20% for those 18 to 34 years old).

[37] Those travellers who took their last vacation trip *within* Canada.

Sharing experiences after the trip

Upon returning from their vacation, more than two-thirds (67%) will talk to friends and family about their trip, especially the older travellers (77% among those 55+).

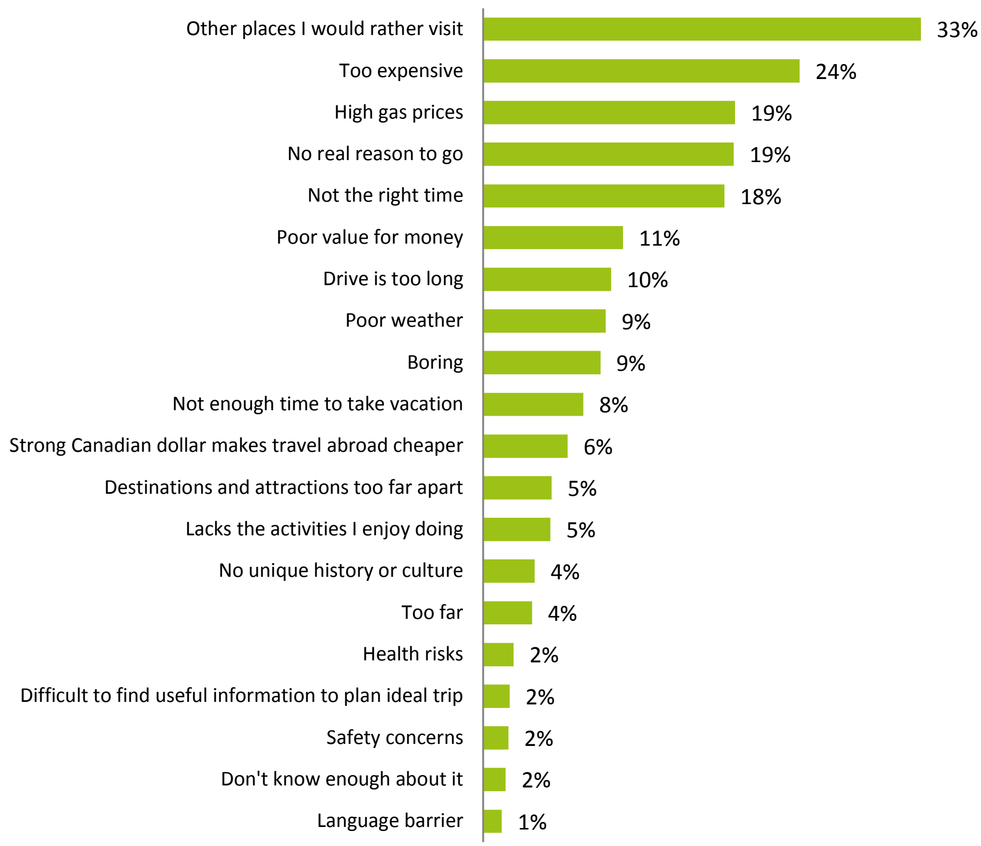
Whether sharing while on their trip or not, just less than half (45%) of 18 to 34 year olds will share photos, videos, information or opinions about their trip, on social media. Younger travellers are more likely to blog about their vacation (8%) or submit their opinions to an online travel-review website (11%).

9. Barriers to Travelling Within Canada

Reasons for choosing not to travel in Canada next year

Exhibit 9-1 shows the main barriers to travelling *within Canada*, among those travellers who said they *were not* planning to travel within Canada in the next year. The most popular reason given, by a third of those travellers, was that there were simply *other places I would rather visit*. This was particularly true of those living in BC (39%) – less so for those in the Atlantic region (26%).

Exhibit 9-1 Barriers to travelling within Canada (among those not planning to travel within Canada, in the next year)



Base: Out-of-region pleasure travellers who are not planning to travel within Canada in the next year (n = 1,686)
Q11h1: Earlier you indicated that you were not planning to travel within Canada, beyond your Province, in the Next Year. Please indicate which of the following reasons will prevent you from travelling within Canada

Around a quarter (24%) said that it was *too expensive*, while one-in-five (19%) also pointed to *high gas prices*, that they did not feel they *had any real reason to go* (19%), or that it was *not the right time* (18%).

Exhibit 9-2 Barriers to travelling within Canada – among those not planning to do so

Top-four reasons	Total n = 1,686	Alberta n = 262	Atlantic n = 230	BC n = 309	Sask. n = 92*	MB n = 143	Ontario n = 309	Quebec n = 341
Other places I would rather visit	33%	30%	26%	39%	16%	33%	32%	36%
Too expensive / can't afford it	24%	25%	29%	22%	31%	29%	22%	27%
High gas prices	19%	18%	24%	15%	19%	21%	18%	23%
No real reason to go	19%	21%	15%	21%	14%	21%	20%	16%

Base: Out-of-region pleasure travellers who are not planning to travel within Canada in the next year (n = 1,686)
Q11h1: Earlier you indicated that you were not planning to travel within Canada, beyond your Province, in the Next Year. Please indicate which of the following reasons will prevent you from travelling within Canada.
***Note: Base sizes of less than n = 100 should be treated with caution, due to the associated margin of error.**

There were notable differences between the regions, as shown in Exhibit 9-2. In the Atlantic and Saskatchewan, the main barrier to travelling within Canada was the cost (i.e., *too expensive*, *can't afford it* or *gas prices*), whereas in BC, Alberta, Manitoba, Ontario and Quebec, they were more likely to have said *there are other places I would rather visit*.

Reasons that could prevent planned travel in Canada next year

Among those who did plan to travel within Canada in the next year, concern over cost was also cited as the main reason that might prevent them from actually following through with their plans – more than a third (39%) said it might be *too expensive*, or were worried about high gas prices (30%). This was a particular concern of those aged 18 to 34 years (50%).

And it wasn't only potential international visitors that had some concerns about the Canadian weather, with one-in-five (21%) Canadian travellers suggesting *poor weather* might prevent them from travelling beyond their region or province next year.

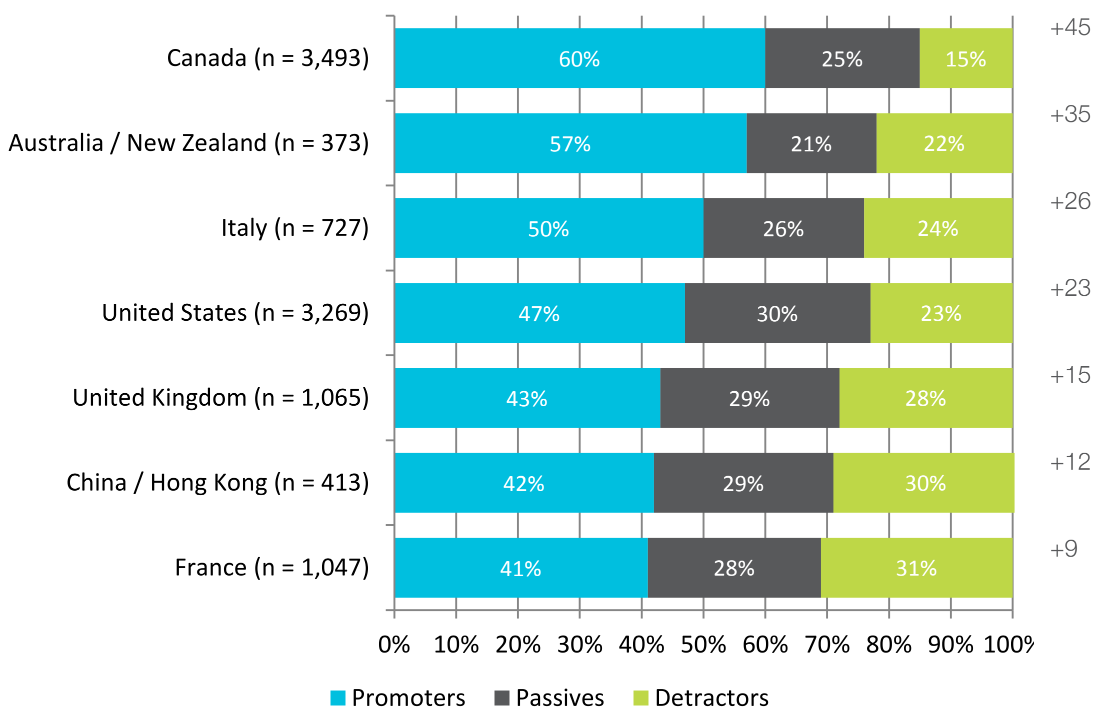
Around the same number (20%) were also concerned about the amount of vacation time they may have.

10. Net Promoter Score (NPS)

The Net Promoter Score (NPS) is an established tool to measure a respondent's likelihood to recommend a product or service to friends and family. Data was gathered among all respondents, but results from past visitors to each destination are the most telling and are presented below.

Of the 3,493 Canadian travellers who have *ever* travelled *within* Canada (outside of their own province), 60% would recommend it to friends[38], family and colleagues, while 15% would not[39] – resulting in an NPS score of +45[40].

Exhibit 10-1 Net Promoter Score (NPS) results (Ever Visited)



Q3: Whether you have visited or not, how likely are you to recommend each of the following holiday destinations to a friend, family member or colleague?
Base for each country is filtered to only those respondents who had actually visited *that* country.
Note: Results ranked in descending order according to the overall NPS score.

[38] Rated the destination 9 or 10, on a ten-point scale, when asked how likely they were to recommend the destination to a friend, relative or colleague.
[39] Rated the destination with a score between 1 and 6, on the ten-point scale.
[40] That is 60% minus 15% = 45%, or +45 as we report it. Note that negative NPS scores are possible.

The majority (60%) of Canadians would recommend a vacation *within Canada*, to friends and family, with a Net Promoter Score (+45) unchanged from 2013 (+46).

NPS scores for Canada, based on all qualifying Canadian travellers, tend to be higher among older travellers, and those with children.

While the US is the most popular destination for Canadians, advocacy is somewhat lower – less than half (47%) of those have ever taken a vacation trip there would actually recommend it.

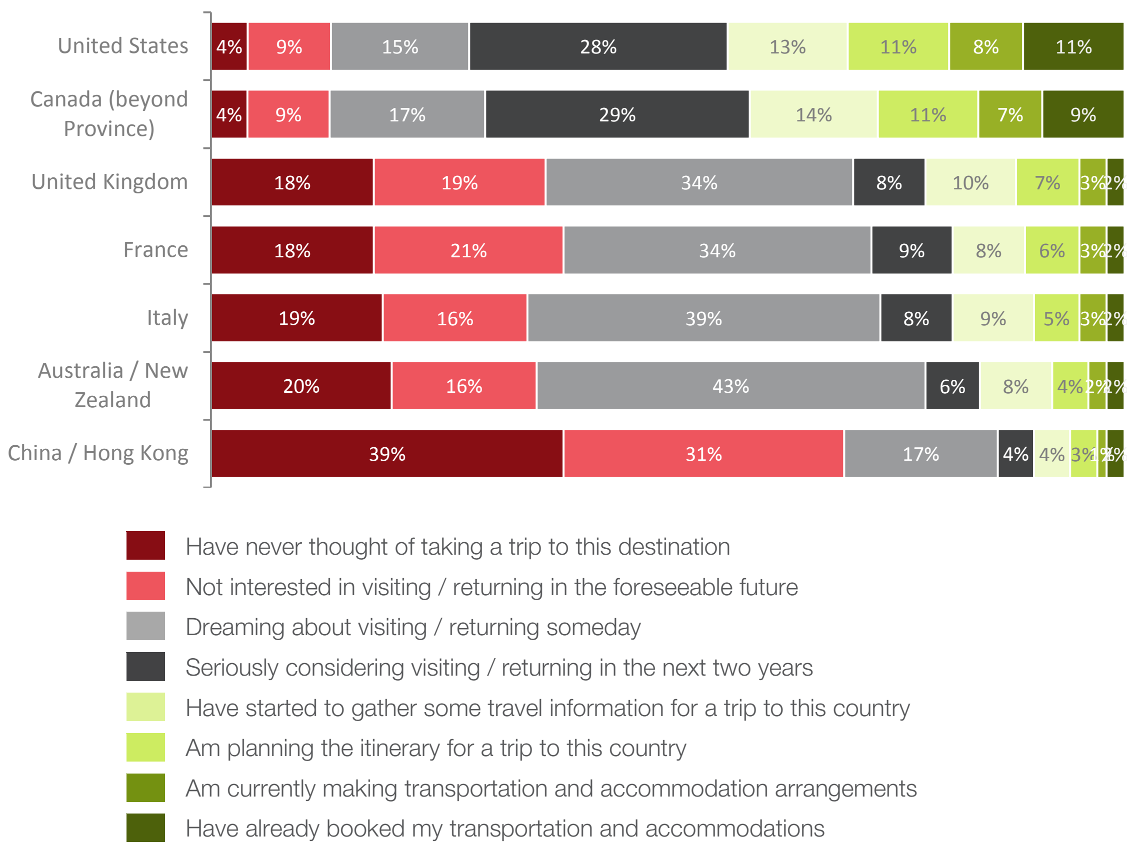
11. Path to purchase

Like any other expensive and discretionary consumer product, there is a purchasing or decision-making cycle associated with long-haul travel: consumers move through various stages from not knowing anything about a destination to actually booking a trip.

Through additional research, the CTC has developed a Path to Purchase (P2P) model for long-haul travel and identified where the organization can have the greatest influence in converting those with potential interest in Canada to actual visitors.

These include the consideration, evaluation and purchase stages of the P2P cycle, starting with awareness of the opportunity and interest in a destination, through to booking their itinerary, travel and accommodations.

Exhibit 11-1 Stage in the path-to-purchase



Base: International pleasure travellers (n = 3,000).
Q3: Which of the following best describes your current situation when thinking about each of the following countries for a holiday trip?
Note: Additional stage on the 'path to purchase model' was added for 2014 – 'Have never thought of taking a trip to this destination'. Results not directly comparable to previous years.
Note: Results ranked in descending order according to the number of travellers who: ***are planning the itinerary for their trip, making transportation and / or accommodation arrangements for their trip,*** **or** ***have already booked transportation and accommodations.***

Exhibit 11-1 shows the percentage of Canadian travellers at each stage of the P2P, for destinations within Canada, and the competitive set destinations.

Forty-three percent of Canadian travellers have at least started to gather information for a possible trip to the US, or are more further advanced with their plans. This is about the same number (41%) as those at the latter stages of the P2P for a domestic trip, outside of their own province – those in the *evaluation* or *purchase* stages.

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