Inbound COVID-19 Sentiment Tracker

Market Snapshot – Canada

Read the full report for Wave 3 here (PDF, 7.6MB)
### Canada Market Summary

**Travel intentions**

- **Intending to travel abroad for leisure***
  - Wave 1: 67%
  - Wave 2: 63%
  - Wave 3: 71%

**Journey purpose**

- Holiday: 88%
- Visit friends or relatives: 33%
- Other leisure purposes: 14%

### Planning stage

- **Trip booked**
  - Wave 1: 7%
  - Wave 2: 6%
  - Wave 3: 10%

- **Destination chosen**
  - Wave 1: 28%
  - Wave 2: 30%
  - Wave 3: 30%

- **Trip planned**
  - Wave 1: 29%
  - Wave 2: 32%
  - Wave 3: 34%

- **Intend to travel**
  - Wave 1: 37%
  - Wave 2: 32%
  - Wave 3: 26%

### Among leisure trip intenders:

- **42% consider Europe**
- **10% consider Britain**

### Among Britain intenders:

- **57% consider England**
- **37% consider Scotland**
- **21% consider London**
- **16% consider Wales**

### Travel preferences

**Top activities**

- History and heritage: 49%
- Iconic tourist attractions: 47%
- Dining out: 47%
- Outdoor nature activities: 45%
- Visiting cultural attractions: 43%

**Destination types**

- 39% Will roam around
- 31% Small/mid-sized city/town
- 34% Coastline
- 20% Mountains or hills
- 27% Country/village

**Top Travel Companions**

- With your spouse/partner: 68%
- Alone: 19%
- With adult family members: 18%
- With friends: 18%
- With children (under 18): 18%
- As part of a tour group: 4%

**Top Accommodation**

- Hotel chain: 66%
- Boutique hotel: 36%
- Bed and breakfast: 35%
- Private rental: 32%
- Friend’s/family house as...: 30%

**Top modes of transport within Britain**

- Public transport - Train: 50%
- Domestic flight: 47%
- Rented car/vehicle: 47%
- Public transport - Tube/subway: 43%
- Taxi: 41%
- Public transport - Bus: 37%
- Private coach/minibus: 31%
- Own car: 29%
- Uber/other sharing app: 28%

*(% definitely & probably) in the next 12 months*
## Canada Market Summary

### Top travel drivers

<table>
<thead>
<tr>
<th>...for any international trip</th>
<th>...for a trip to Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money-back guarantee should I wish to cancel my trip</td>
<td>Money-back guarantee should I wish to cancel my trip</td>
</tr>
<tr>
<td>A significant decrease in coronavirus cases at destination</td>
<td>A significant decrease in coronavirus cases at destination</td>
</tr>
<tr>
<td>Insurance for COVID-19 related travel/regulations changes</td>
<td>High proportion of destination population being vaccinated</td>
</tr>
<tr>
<td>The introduction of a vaccine passport</td>
<td>The introduction of a vaccine passport</td>
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<tr>
<td>Removal of quarantine policies in destination country</td>
<td>Removal of quarantine policies in destination country</td>
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</tbody>
</table>

### Travel Concerns – for travel to Britain*

<table>
<thead>
<tr>
<th>Concern</th>
<th>Agree</th>
<th>No opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other people not following COVID-19 policies/procedures</td>
<td>86%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to healthcare if I contract COVID-19 abroad</td>
<td>85%</td>
<td></td>
<td></td>
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<tr>
<td>Change in quarantine requirements on my return home</td>
<td>79%</td>
<td></td>
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<tr>
<td>Affordability of robust travel insurance</td>
<td>78%</td>
<td></td>
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<tr>
<td>Contracting COVID-19 during my journey/trip</td>
<td>76%</td>
<td></td>
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<tr>
<td>Limited / restricted experiences at destination</td>
<td>76%</td>
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<tr>
<td>Extra admin involved with new policy/rules during the trip</td>
<td>76%</td>
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<tr>
<td>Accessibility of affordable air fares</td>
<td>75%</td>
<td></td>
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<tr>
<td>Costs of mandatory COVID-19 tests</td>
<td>74%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Locals’ attitude towards international tourists</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*% very & somewhat concerned

**% completely & somewhat agree

### Travel attitudes**

- I would be happy to take a pre-trip COVID-19 test should that be required: 80% Agree, 4% No opinion, 16% Disagree
- I will look for less crowded places, even if I miss attractions: 69% Agree, 6% No opinion, 24% Disagree
- I will favour local destinations instead of traveling internationally: 65% Agree, 6% No opinion, 29% Disagree
- Booking through a travel agent is a safer option at the moment: 65% Agree, 12% No opinion, 31% Disagree
- I will think more about sustainability when planning future holidays: 57% Agree, 12% No opinion, 31% Disagree
- I would be comfortable using public transport within the destination: 52% Agree, 7% No opinion, 41% Disagree
- I will leave booking until later/last minute: 52% Agree, 8% No opinion, 40% Disagree
- I will travel internationally as soon as I can after I get the vaccine: 51% Agree, 7% No opinion, 42% Disagree
- I will be intending to take fewer but longer holidays: 49% Agree, 14% No opinion, 37% Disagree
- I will favor destinations I have been before rather than new places: 48% Agree, 7% No opinion, 45% Disagree
- Due to covid-restrictions, I will have more annual leave to use: 40% Agree, 20% No opinion, 40% Disagree

All data is from Wave 3, unless stated.