Inbound COVID-19 Sentiment Tracker

Market Snapshot – Canada

Read the full report for Wave 4 here (PDF, 8MB)

If you need the data in a different format, please contact research@visitbritain.org

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman
Canada Market Summary

**Travel intentions**

- **Among leisure trip intenders:**
  - 45% consider Europe
  - 11% consider Britain

- **Among Britain intenders:**
  - 57% consider England
  - 36% consider Scotland
  - 27% consider London
  - 16% consider Wales

**Planning stage**

- Trip booked: 7% (Wave 1), 6% (Wave 2), 10% (Wave 3), 12% (Wave 4)
- Destination chosen: 28% (Wave 1), 30% (Wave 2), 30% (Wave 3), 32% (Wave 4)
- Trip planned: 29% (Wave 1), 32% (Wave 2), 34% (Wave 3), 28% (Wave 4)
- Intend to travel: 37% (Wave 1), 32% (Wave 2), 26% (Wave 3), 28% (Wave 4)

**Journey purpose**

- Holiday: 87%
- Visit friends or relatives: 37%
- Other leisure purposes: 20%

**Travel preferences**

- **Top activities**
  - History and heritage: 51%
  - Dining out: 50%
  - Iconic tourist attractions: 49%
  - Outdoor nature activities: 46%
  - Visiting cultural attractions: 43%

- **Destination types**
  - Large city: 46%
  - Small/mid-sized city/town: 32%
  - Coastline: 20%
  - Country/village: 27%

- **Top Travel Companions**
  - With your spouse/partner: 65%
  - Alone: 23%
  - With children (under 18): 18%
  - With friends: 17%
  - With adult family members: 15%
  - As part of a tour group: 2%

- **Top Accommodation**
  - Hotel chain: 68%
  - Bed and breakfast: 39%
  - Boutique hotel: 37%
  - Private rental: 31%
  - Friend’s/family house: 28%

- **Top modes of transport within Britain**
  - Public transport - Train: 54%
  - Public transport - Tube/subway: 51%
  - Domestic flight: 49%
  - Public transport - Bus: 47%
  - Taxi: 41%
  - Private coach/minibus: 39%
  - Uber/other sharing app: 30%
  - Own car vehicle: 26%
  - Rented car/vehicle: 24%

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

Top travel drivers

...for any international trip

- Money-back guarantee should I wish to cancel my trip: 47%
- Insurance for COVID-19 related travel/regulations changes: 37%
- Removal of quarantine policies in destination country: 35%
- Decrease in coronavirus cases at destination: 31%
- High proportion of destination population being vaccinated: 29%

...for a trip to Britain

- Money-back guarantee should I wish to cancel my trip: 36%
- Insurance for COVID-19 related travel/regulations changes: 30%
- Removal of quarantine policies in destination country: 28%
- Decrease in coronavirus cases at destination: 28%
- An attractive offer e.g. discounts on flights or accommodation: 26%

Travel Concerns – for travel to Britain*

- Access to healthcare if I contract COVID-19 abroad: 78%
- Other people not following COVID-19 policies/procedures: 77%
- Change in quarantine requirements on my return home: 77%
- Costs of mandatory COVID-19 tests: 76%
- Extra admin involved with new policy/rules during the trip: 73%
- Accessibility of affordable air fares: 73%
- Affordability of robust travel insurance: 73%
- Limited / restricted experiences at destination: 72%
- Contracting COVID-19 during my journey/trip: 71%
- Locals’ attitude towards international tourists: 58%

*% very & somewhat concerned
**% completely & somewhat agree

Travel attitudes**

- I would be happy to take a pre-trip covid-19 test should that be required: 72% Agree, 5% Disagree, 23% No opinion
- I will delay my next international trip until Omicron is under control: 69% Agree, 4% Disagree, 27% No opinion
- I would be comfortable using public transport within the destination: 62% Agree, 7% Disagree, 32% No opinion
- Booking through a travel agent is a safer option at the moment: 60% Agree, 10% Disagree, 30% No opinion
- I will look for less crowded places, even if I miss attractions: 59% Agree, 7% Disagree, 34% No opinion
- I will leave booking until later/last minute: 54% Agree, 4% Disagree, 42% No opinion
- I will favour local destinations instead of traveling internationally: 54% Agree, 8% Disagree, 38% No opinion
- I will be intending to take fewer but longer holidays: 53% Agree, 14% Disagree, 34% No opinion
- I will favour international destinations closer to my home country: 52% Agree, 11% Disagree, 37% No opinion
- I will think more about sustainability when planning future holidays: 51% Agree, 13% Disagree, 35% No opinion
- I will favour destinations I have been before rather than new places: 45% Agree, 8% Disagree, 47% No opinion

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Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
Wave 4: 10th-23rd Feb 2022
All data is from Wave 4, unless stated