











# **Inbound COVID-19 Sentiment Tracker**

Market Snapshot - Canada

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



# **Canada Market Summary**

Wave 1: 2<sup>nd</sup>-16<sup>th</sup> Dec 2020

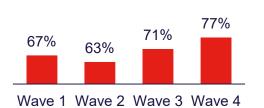
Wave 2: 24th Mar - 6th Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021 Wave 4: 10th-23rd Feb 2022

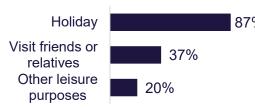
All data is from Wave 4, unless stated







## Journey purpose



# Travel preferences

### Top activities



### **Destination types**



46% Large city



26% Small/midsized city/town



32% Coastline

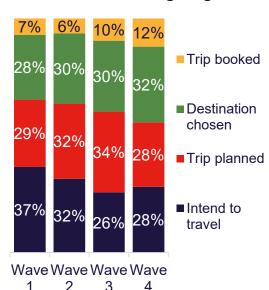


20% Mountains

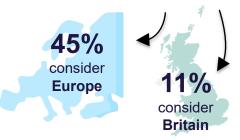


Country/ village

### Planning stage



### Among leisure trip intenders:



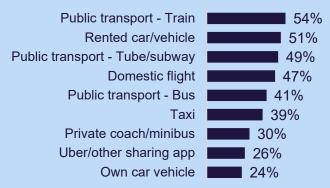
# **Among Britain intenders:**

**57%** consider England 36% consider Scotland 27% consider London 16% consider Wales

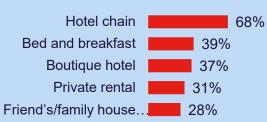
### **Top Travel Companions**



# Top modes of transport within Britain



# **Top Accommodation**











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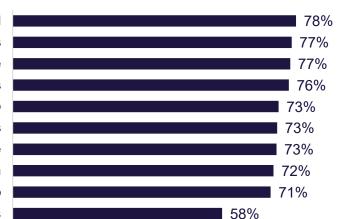
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## Travel Concerns – for travel to Britain\*

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



Travel attitudes\*\*

I would be happy to take a pre-trip covid-19 test should that be required	72%	5 <mark>% 23%</mark>
I will delay my next international trip until Omicron is under control	69%	4 <mark>% 27%</mark>
I would be comfortable using public transport within the destination	62%	7% 32%
Booking through a travel agent is a safer option at the moment	60%	10% 30%
I will look for less crowded places, even if I miss attractions	59%	7% 34%
I will leave booking until later/last minute	54%	<mark>4</mark> % 42%
I will favour local destinations instead of traveling internationally	54%	8% 38%
I will be intending to take fewer but longer holidays	53%	14% 34%
I will favour international destinations closer to my home country	52%	11% 37%
I will think more about sustainability when planning future holidays	51%	13% 35%
I will favour destinations I have been before rather than new places	45%	3% 47%
■ Agree ■ No opinion ■ Disagree		











<sup>\*%</sup> very & somewhat concerned

<sup>\*\*%</sup> completely & somewhat agree