

contiki

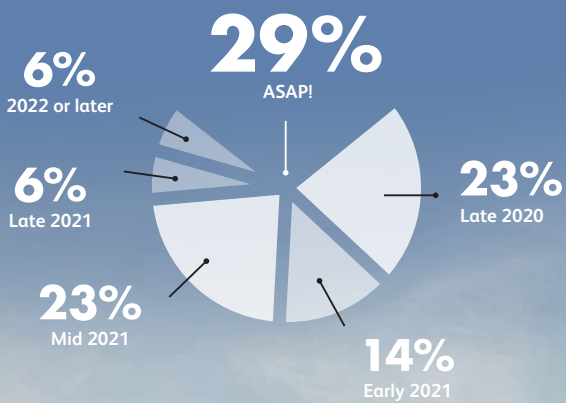
CANADIAN TRAVEL TRENDS

In May 2020, Contiki surveyed 1,100 Canadians between the age of 18-35 about their upcoming travel plans.

Average age of those surveyed:

22

Millennial & Gen Z plan to take their next vacation...



Canadians between 18-35 said...

My hygiene and well-being are important to me when considering what companies I use while travelling

93%



90%

want to tick off their bucket list travel destinations



80%

will watch how much they spend on travel



74%

want to explore off-the-beaten path destinations



72%

want to visit destinations that are less crowded



69%

want to meet and travel with new people from around the world



52%

feel that booking with a tour company is safer than booking independently



64% of young Canadians surveyed want to travel internationally to:

EUROPE

1. Italy
2. Greece
3. France
4. England
5. Ireland
6. Iceland
7. Norway

NORTH AMERICA

1. USA
2. Mexico
3. Caribbean
4. Cuba

ASIA

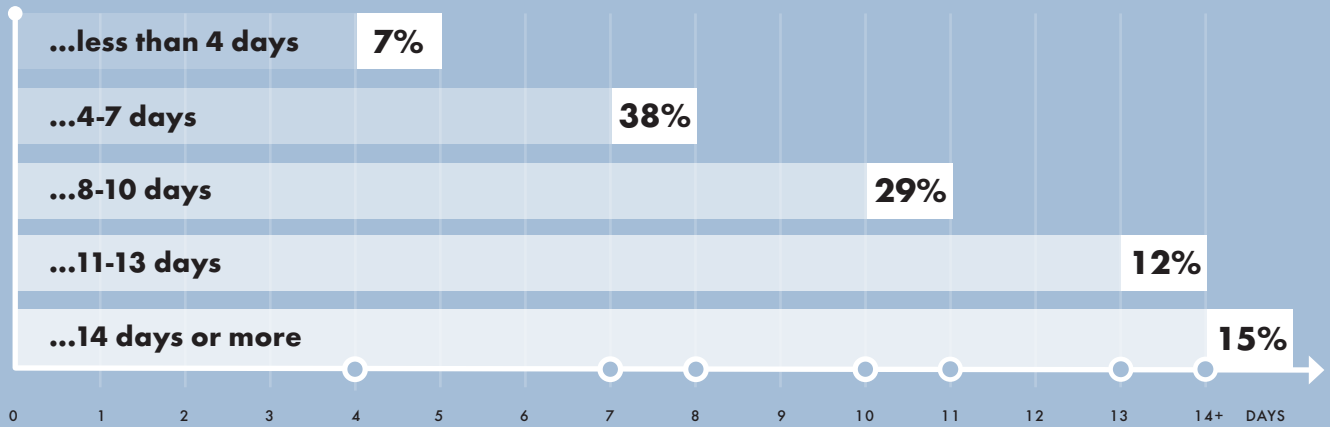
1. Japan
2. Philippines
3. Vietnam
4. Thailand





36% of young Canadians surveyed want to travel domestically within Canada

Millennial & Gen Z would travel in Canada for...



Top travel experiences in Canada are:

FOODIE EXPERIENCES

(local food, wine & breweries)

76%



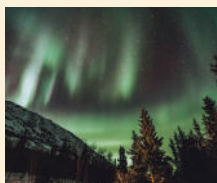
HIKING, BIKING & ADVENTURE

70%



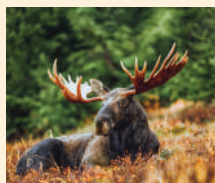
NORTHERN LIGHTS

67%



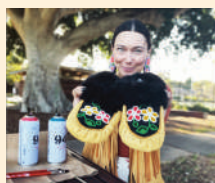
WILDLIFE ENCOUNTERS

64%



HISTORY & CULTURE

54%



Top destinations in Canada:

ALBERTA AND THE ROCKIES

Calgary, Banff, Jasper & Lake Louise

57%



VANCOUVER ISLAND

Victoria, Nanaimo, & Tofino

56%

EAST COAST

Nova Scotia, Newfoundland and Labrador, New Brunswick & Prince Edward Island

55%

COASTAL BRITISH COLUMBIA

Vancouver & Whistler

52%

QUEBEC

Montreal, Quebec City & Mount Tremblant

37%