

Travel in Canada

September 2024

Table of Contents

Travel in Canada

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What is next for Travel?

MARKET DATA

- Table 1 Surface Travel Modes Sales: Value 2019-2024
- Table 2 Surface Travel Modes Online Sales: Value 2019-2024
- Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 5 In-Destination Spending: Value 2019-2024
- Table 6 Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Tourism Flows in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Domestic travel remains the most popular option

Arrivals from China seeing strong growth despite group travel ban

PROSPECTS AND OPPORTUNITIES

The future of domestic tourism looks bright as Canada invests in improvements to its transport infrastructure

New government funding should improve airport capacity while inbound arrivals set to be swelled by large numbers of Chinese and Indian visitors

CATEGORY DATA

- Table 7 Inbound Arrivals: Number of Trips 2019-2024
- Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024
- Table 9 Inbound City Arrivals 2019-2024
- Table 10 Inbound Tourism Spending: Value 2019-2024
- Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029
- Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
- Table 13 Forecast Inbound Tourism Spending: Value 2024-2029
- Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024
- Table 15 Domestic Spending: Value 2019-2024
- Table 16 Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
- Table 17 Forecast Domestic Spending: Value 2024-2029
- Table 18 Outbound Departures: Number of Trips 2019-2024
- Table 19 Outbound Departures by Destination: Number of Trips 2019-2024
- Table 20 Outbound Tourism Spending: Value 2019-2024
- Table 21 Forecast Outbound Departures: Number of Trips 2024-2029
- Table 22 Forecast Outbound Departures by Destination: Number of Trips 2024-2029
- Table 23 Forecast Outbound Spending: Value 2024-2029

Airlines in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air Canada and WestJet cement their dominance as smaller airlines struggle with rising costs and a challenging regulatory environment Labour force shortages and high operational costs reducing Airlines profitability.

PROSPECTS AND OPPORTUNITIES

Sustainable initiatives set to shape the future of airlines while a shortage of pilots and economic pressures are a more immediate concern Efforts to improve coordination between key partners in air transportation should improve the customer experience

CATEGORY DATA

Table 24 - Airlines Sales: Value 2019-2024

Table 25 - Airlines Online Sales: Value 2019-2024

Table 26 - Airlines: Passengers Carried 2019-2024

Table 27 - Airlines NBO Company Shares: % Value 2019-2023

Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 - Forecast Airlines Sales: Value 2024-2029

Table 32 - Forecast Airlines Online Sales: Value 2024-2029

Lodging (Destination) in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

New hotels continue to open despite operators facing mounting costs and staffing issues

Changes to immigration laws impacting short-term rentals and budget hotels

PROSPECTS AND OPPORTUNITIES

Restrictions on short-term rentals expected to boost demand for hotels and daily rates if expanded to other cities.

2026 FIFA World Cup expected to boost occupancy and daily rates

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2019-2024

Table 34 - Lodging (Destination) Online Sales: Value 2019-2024

Table 35 - Hotels Sales: Value 2019-2024

Table 36 - Hotels Online Sales: Value 2019-2024

Table 37 - Other Lodging Sales: Value 2019-2024

Table 38 - Other Lodging Online Sales: Value 2019-2024

Table 39 - Lodging (Destination) Outlets: Units 2019-2024

Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 - Hotels NBO Company Shares: % Value 2019-2023

Table 43 - Hotel Brands by Key Performance Indicators 2024

Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 - Forecast Hotels Sales: Value 2024-2029

Table 47 - Forecast Hotels Online Sales: Value 2024-2029

Table 48 - Forecast Other Lodging Sales: Value 2024-2029

Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029

Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

Booking in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleisure is a new trend on the rise as the Swift effect boosts leisure bookings

Booking online continues to take share from booking offline as consumers look for convenience and value

PROSPECTS AND OPPORTUNITIES

Direct suppliers online set to continue expanding while new technologies are set to bring changes to the booking process WestJet's new UltraBasic flight option and the 2026 FIFA World Cup set to boost leisure air travel bookings over the forecast period

CATEGORY DATA

Table 51 - Booking Sales: Value 2019-2024

Table 52 - Business Travel Sales: Value 2019-2024

Table 53 - Leisure Travel Sales: Value 2019-2024

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 - Forecast Booking Sales: Value 2024-2029

Table 56 - Forecast Business Travel Sales: Value 2024-2029

Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-canada/report.