



FACTUM

Canadians' Travel Intentions Soften for 2025 Amid Economic Uncertainty

35% Intend to Take a Winter Vacation, Down 12 Points Year over Year; 60% will Travel at Some Point in 2025, Down 10 Points

Toronto, Ontario, December 12, 2024 – Travel intentions heading into 2025 are softening amid economic uncertainty, according to the 8th annual Vacation Confidence Index conducted by Ipsos on behalf of Allianz Global Assistance Canada. Moreover, most Canadians intend to stay close to home for the holidays, opting not to venture outside of their home province as the snow flies.

Just over one in three (35%) Canadians are confident (17% very/18% somewhat) that they will take a winter vacation this year, defined as a leisure trip of at least one week outside of their home province. This represents a significant 12-point drop in travel intentions year over year.

Moreover, just 17% of Canadians will travel outside of their home province this holiday season, as Canadians cite high travel costs for things such as flights or accommodations as their biggest concern when traveling during the holidays, ahead of flight delays and cancellations (11%) weather disruptions (10%), the fear of getting sick (9%), crowded airports (4%), or some other concern (3%).

Looking further ahead into 2025, six in ten (60%) Canadians are confident (31% very/29% somewhat) that they'll take a vacation at some point in 2025, which is a 10-point decline from intentions heading into 2024. Among those not planning to travel, far and away the most common barrier preventing Canadians from doing so is not wanting to spend the money (60%), well ahead of not wanting to take time away from work (13%), personal obligations (8%), perceived stress of planning a vacation (8%), or travel advisories causing some nervousness (5%).

While 29% of travelers continue to say that they're revenge traveling and making up for lost time, this proportion is down 10 points from 2023 and 21 points from 2022, signaling that financial prudence may once again be winning the day.

Despite economic pressures, two in three (66%) Canadians maintain that an annual vacation is important (33% very/33% somewhat) to them. Underscoring the theme of fiscal prudence, most Canadians say they'd purchase travel insurance when traveling abroad, including when traveling to the US (63%), Mexico or the Caribbean (66%), Europe (66%), Asia (64%) or another international destination (67%).





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Among travelers, 90% intend to secure insurance before their next trip, whether it be through their work benefits plan (28%), a credit card (21%), from a travel-insurance provider (22%), when making their travel arrangements (20%), or through an insurance broker (14%).

About the survey

The Allianz Vacation Confidence Index was conducted by Ipsos Canada from Nov 1 to 6, 2024. A total of 2001 surveys were completed online by Canadian adults (Age 18+). Results are weighted to reflect the Canadian population according to census information. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3 percentage points had all Canadian adults been polled. The credibility interval will be wider among subsets of the population represented. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error, and measurement error.

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