

IMPACT OF COVID-19 ON CANADIAN TRAVELERS' PERCEPTIONS & BEHAVIOUR



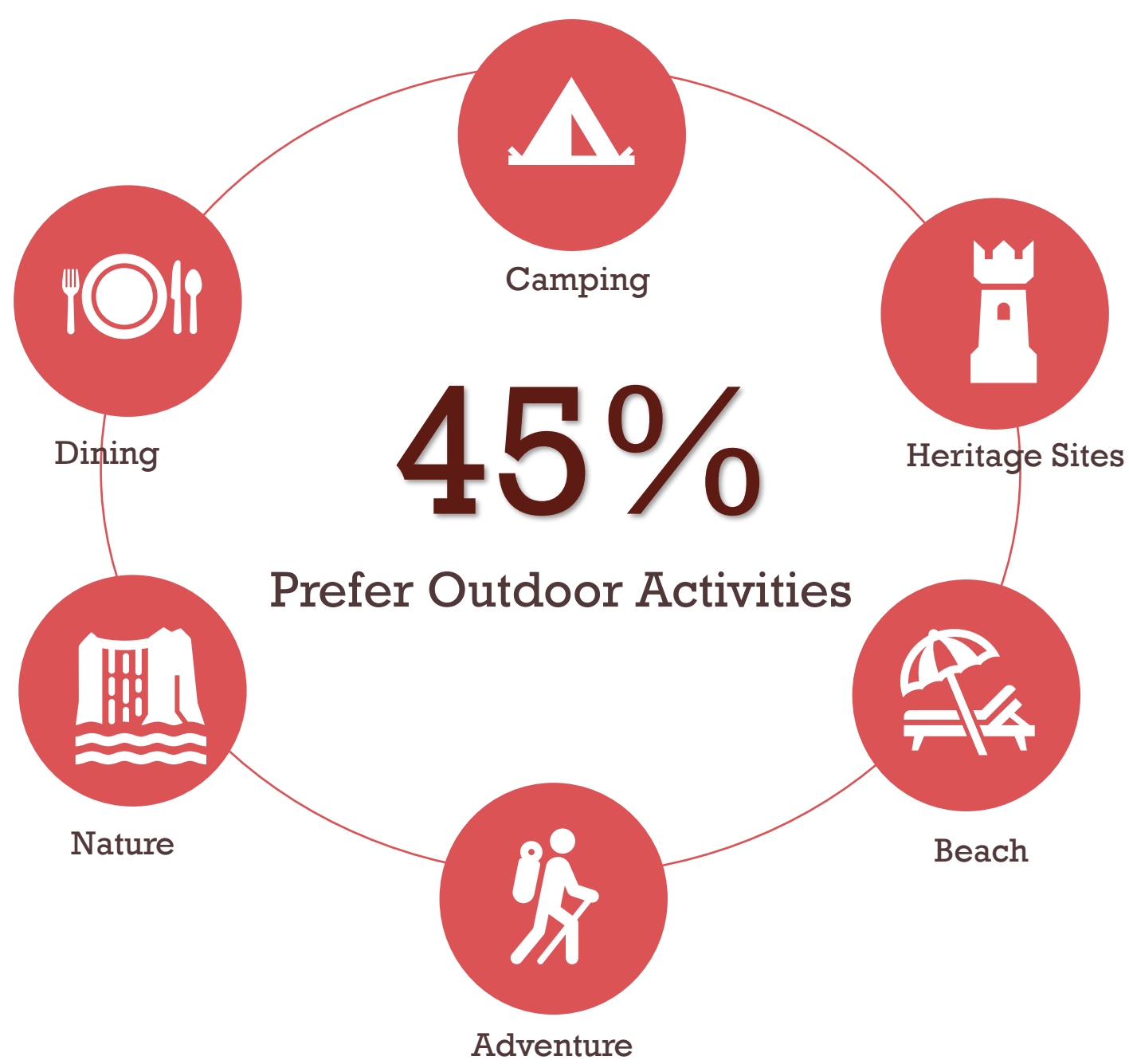
Impact of COVID-19 on the Canadian Travel Industry



Public Sentiment towards Travel Safety



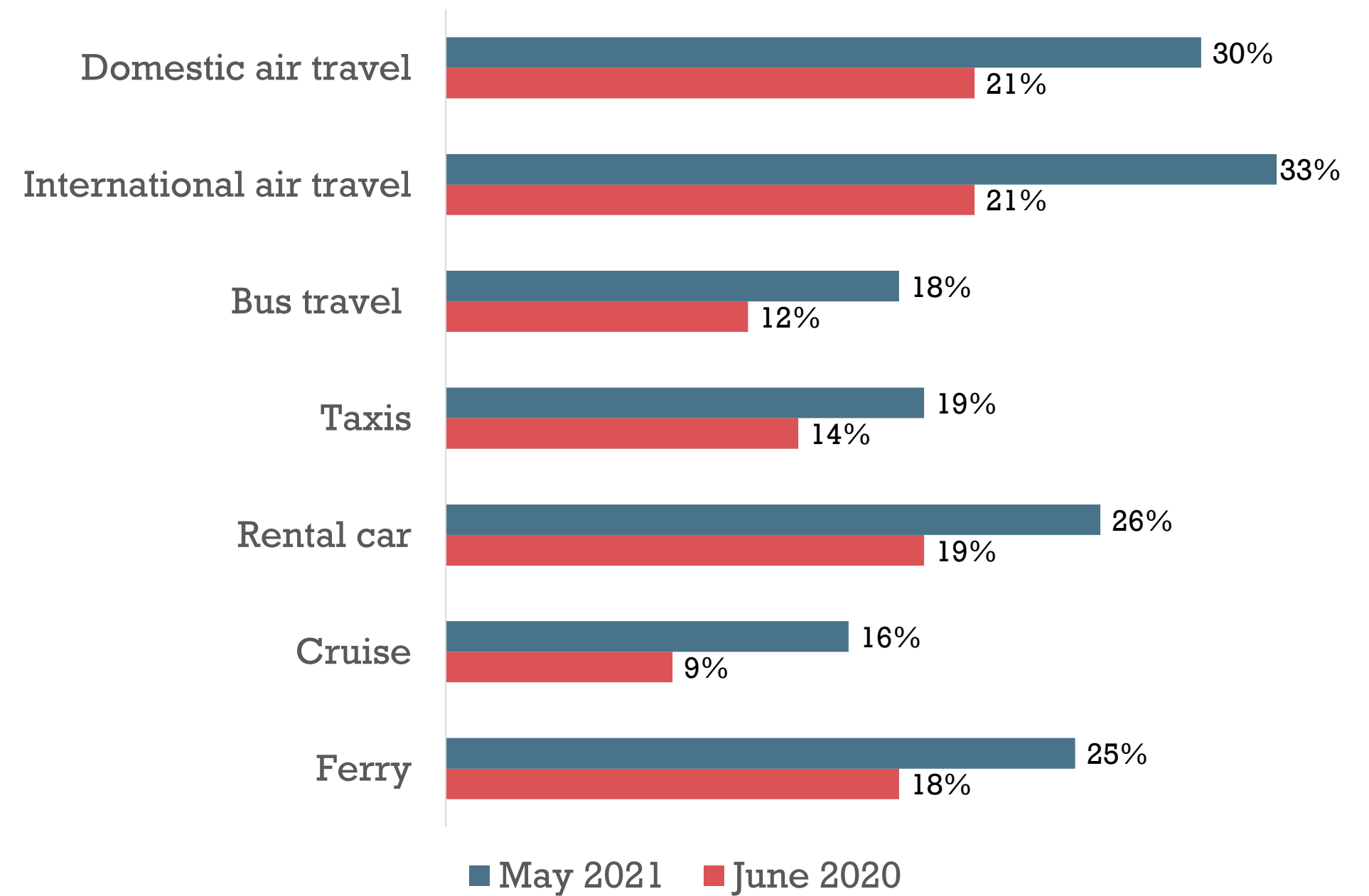
Top Leisure Activities



Travel Behaviour facts

- 41%** Wish to travel for mental well-being
- 94%** Travelled domestically in 2021
- 38%** Reduction in booking time frame
- 36%** Wish to splurge on their next holiday
- 35%** Prefer to book through travel agents

Preference for Modes of Travel



Traveler Perception

Pre COVID-19

During COVID-19



Factors determining Travel Decisions

Money Back Guarantee	Decrease in COVID-19 Cases	Travel Insurance	Government Travel Advisory	Destination Country Vaccination Rate
	Hygiene & Safety Policies	Removal of Quarantine Policies	Promotional offers	Activities open for tourism
				Mandatory COVID Testing

Recommendations

- Enforce Hygiene & Safety Standards
- Invest in Domestic Tourism & Digitalization
- Focus on Youth Travelers
- Offer Financial Incentives & Booking Flexibility

Sources: Destination Canada. (2022, February). Resident Sentiment 2022-02-22. Expedia Canada. (2021, December 9). The Goat Mindset: Expedia Reveals 2022's Biggest Trends. Expedia.Ca. Ratesdotca. (2021, November 24). Canadian interest in travel surges 293% YOY, says RATESDOTCA report. Cision Canada. Visit Britain & TCI Research. (2021, September). Inbound COVID-19 Sentiment Tracker. Visit Britain.