



Canada-Market Update- Q1 2023

- Young Canadians are prioritizing traveling this spring, despite dull economic outlook. Even as the economic outlook is far from sunny, Canadians aged 18-34 (42%), 61% of Gen Z and a third of Millennials (32%) plan to travel this spring **according to a new Scotiabank survey.**
- Overall, nearly one-in-four Canadians (23%) say they're *planning* to vacation this spring, with another 17% *considering* travel. Among those officially planning a trip, the majority want to venture internationally (53%), while 42% plan to stay within Canada's borders. What's more, younger Canadians (aged 18-34) are mostly looking to travel domestically (53%), while Canadians aged 35-54 (58%) and 55+ (70%) are looking at an international destination.
- "In anticipation of March Break and the spring travel season, we're seeing a strong desire from Canadians from coast-to-coast wanting to get out and explore the world again," said Laura Scheck, Vice President of Credit Cards at Scotiabank.
- On Feb 8th, Porter Airlines is celebrating its first flights with the new Embraer E195-E2 between Toronto Pearson International Airport (YYZ) and Vancouver International Airport (YVR). For the first time in its 16-year history, Porter is bringing its distinguished approach to service to Western Canada, while also debuting a remarkable new concept for economy air travel.
- Canada has been named one of the best countries for LGBTQ+ travel, according to MyDatingAdviser.com. It has been ranked seventh in the world, landing it a spot in the top 20 most gay-friendly travel destinations. Canada has been given an LGBTQ+ travel index score of 95.5 (out of a possible 100 points).
- What makes Canada one of the most gay-friendly countries?
 - Public acceptance towards homosexuality: 85% of the Canadian public is accepting of homosexuality, according to a 'Global Attitudes & Trends' survey by Pew Research.
 - Sexual activity for same-sex couples: This has been legal since 1969.
- Civil union rights: Domestic partnerships in Nova Scotia (2001); Civil unions in Quebec (2002); Adult interdependent relationships in Alberta (2003); Common-law relationships in Manitoba (2004).
- Marriage rights: Legal in some provinces and territories since 2003, nationwide since 2005.
- Adoption rights: Legal in some provinces and territories since 1996, nationwide since 2011.
- Military service rights: Legal since 1992; Includes transgender people.
- Anti-discrimination laws: Bans all anti-gay discrimination. Pathologization or attempted treatment of sexual orientation by mental health professionals has been illegal in Manitoba and Ontario since 2015, and Vancouver and Nova Scotia since 2018.

- Gender identity laws: Transgender people can change their gender and name without completion of medical intervention and human rights protections explicitly include gender identity or expression within all of Canada since 2017.

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