



Canada-Market Update- Q4 2023

Canada

As we round up 2023 – I am sharing a fantastic snapshot that details some key trends as we look ahead to 2024 based on Skyscanner survey of Canadians. These stats mirror what Canadian Travel Agents are saying about what types of leisure trips Canadians would like to engage in.

Top 10 trending travel destinations for Canadians in 2024:

Travel destination

[Turks and Caicos](#)

[Tokyo, Japan](#)

[Oranjestad, Aruba](#)

[Taipei, Taiwan](#)

[Osaka, Japan](#)

[San Juan, Puerto Rico](#)

[Bucharest, Romania](#)

[Amsterdam, Netherlands](#)

[Lisbon, Portugal](#)

[Singapore](#)

Why these specific destinations, you may be wondering? It's back to basics with next year's trending travel destinations – with weather (70%), food (63%), and attractions (61%) being the driving force behind these top flight searches for Canadian travellers.

- 35% of Canadian travellers have budgeted to *spend more on travel in 2024* compared to 2023.'

In addition to seeking out unique cultural experiences and vibes, travelers are planning trips around their identities. Here are the 3 behavior-led travel types that will set the tone for travel in 2024.

Analog adventurers

In the digital age, it can be a bit of a thrill to kick it old school. That's why "analog adventurers" are some of the trendiest travel types for 2024.

- 28% of Canadian 18-to-24-year-olds say that they now bring a Polaroid camera with them on vacation

- 20% of young Canadians travel with some sort of disposable camera
- 16% bring vinyl records for a more immersive experience

Celebration vacationers

Travel is about creating unforgettable memories, and there's no better reason to book a trip than to celebrate a big event with some of your closest friends and family. Group travellers or more specifically, "celebration vacationers" are another big travel type for 2024. Whether it's for a long weekend getaway across the border or a once-in-a-lifetime bucket list trip, Canadian travellers are finding even better ways to celebrate big milestones.

- 47% of Canadian travellers surveyed have taken a group trip to celebrate a birthday or anniversary
- Another 32% have said a big [group trip](#) is something they'd love to do
- According to Skyscanner data, the US, Mexico, and Egypt are the most popular travel destinations for group trips in 2024.
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Luxe-for-less seekers

While Canadians are mindful of their travel budget and spending habits nowadays, that doesn't mean there isn't a little room for a splurge and Canadian travelers are still finding affordable luxury. In 2024, 18% of Canadian travelers are planning to upgrade their flight to business or first-class, while 19% intend to purchase airport lounge access for a more enjoyable trip.

5-star quality doesn't have to mean a 5-star price tag. There are plenty of amazing five-star hotels around the world that won't cost you the earth.

Looking forward

The future of the travel industry as a whole, where sustainability and Artificial Intelligence (AI) are poised to take centerstage in the coming years.

AI is already revolutionizing travel, with 44% of global travelers (63% in Canada) tapping into AI's potential for smarter, more efficient trip planning. Meanwhile, the world is increasingly aware of the environmental impact of travel. A remarkable 64% of travelers globally prioritize sustainable options.

'64% of travellers around the world believe that *sustainable travel* is important.'

Report courtesy of Skyscanner

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