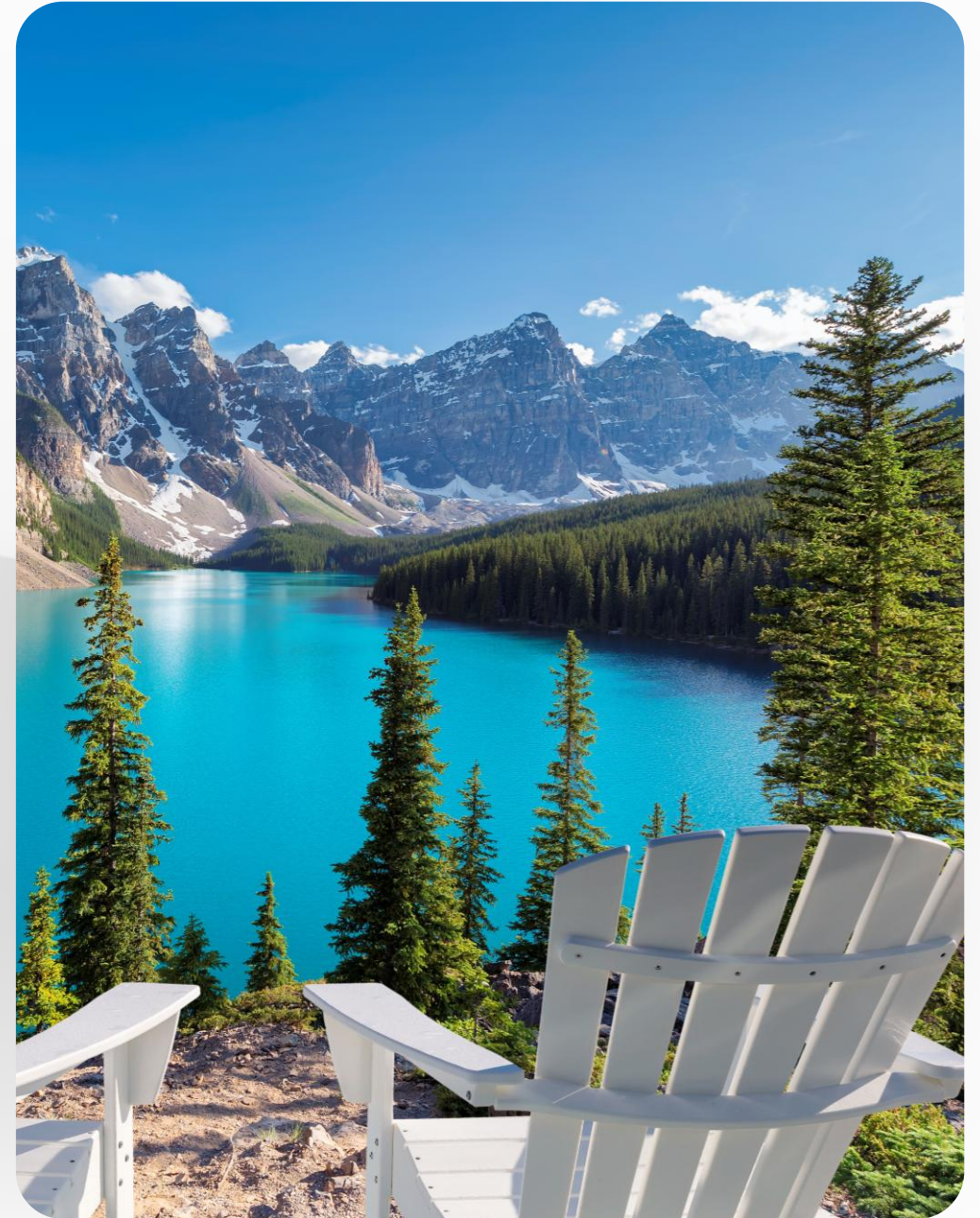




Report

# Canadian Travel Intentions & Emerging Trends

June 2026

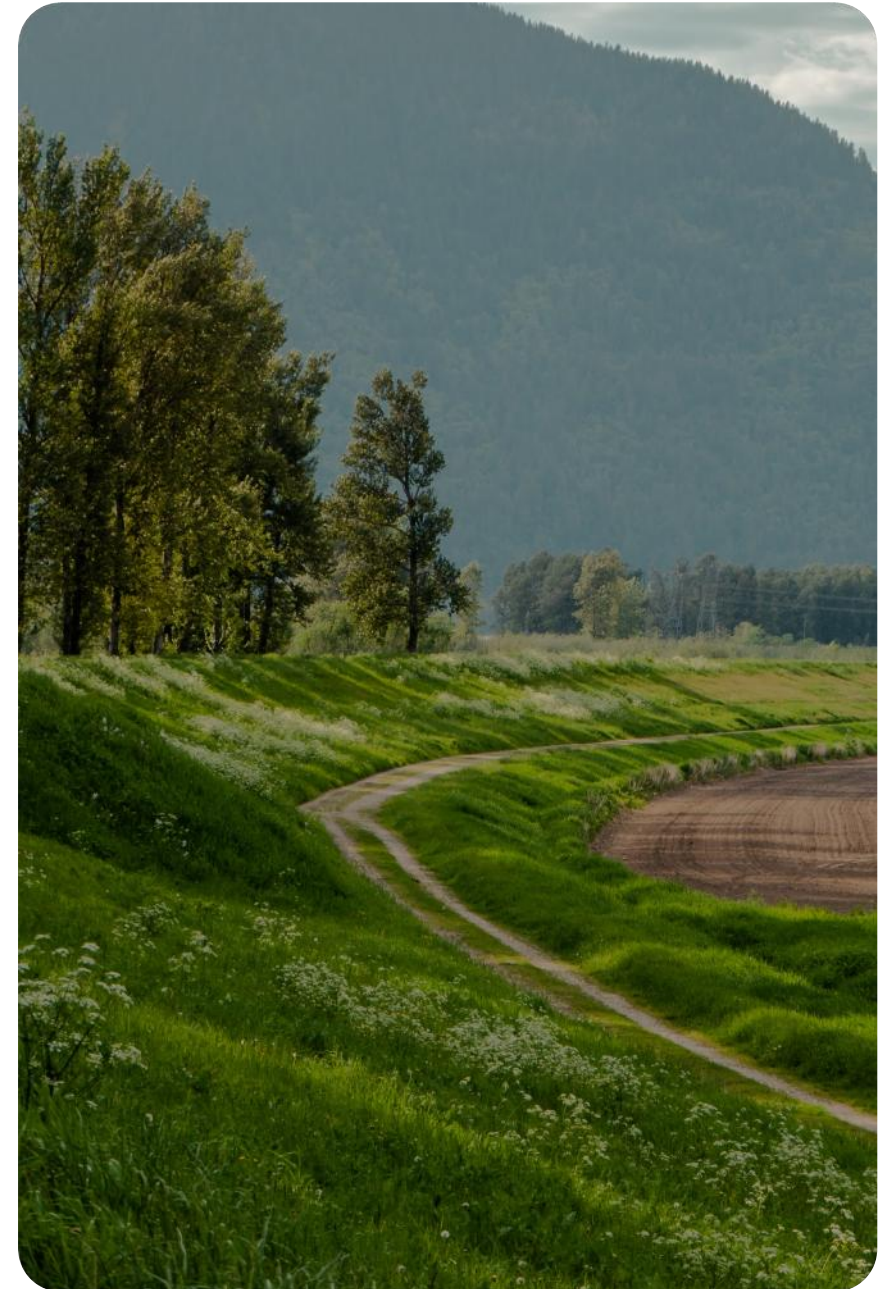


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# Methodology



## Methodology

Online survey with Canadian residents 18 years or older.

- **Summer 2026: n=1,532**
- Spring 2026: n=1,583
- Summer 2025: n=1,537
- Spring 2025: n=1,553
- Spring 2024: n=1,527

Respondents were randomly recruited using LEO's online panel.



## When

### **Summer 2026: May 29-31**

Spring 2026: March 6-8, 2026

Summer 2025: May 16-19, 2025

Spring 2025\*: February 1-2, 2025

Spring 2024: April 25-28, 2024

\*Note: On February 1, 2025, President Trump announced new tariffs on imports from Canada. March 4, 2025: tariff policies took effect.



## Margin of Error

A margin of error cannot be associated with a non-probability sample in a panel survey.

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.50\%$  (19 times out of 20).



## Weighting

Results were weighted according to age, gender, and region to ensure a representative sample of the Canadian population using data from Statistics Canada's latest census.

# Leger's Travel and Tourism Team

## Specialized Expertise

Dedicated team of 12 researchers who specialize in travel and tourism research.

## Industry Thought Leadership

Regularly published insights through content pieces and press releases.

## Extensive Experience

Proven track record with hundreds of travel and tourism projects.

## Diverse Clientele

Trusted by destination organizations, airports, airlines, attractions, tourism associations, and hotels.

## Comprehensive Research Solutions

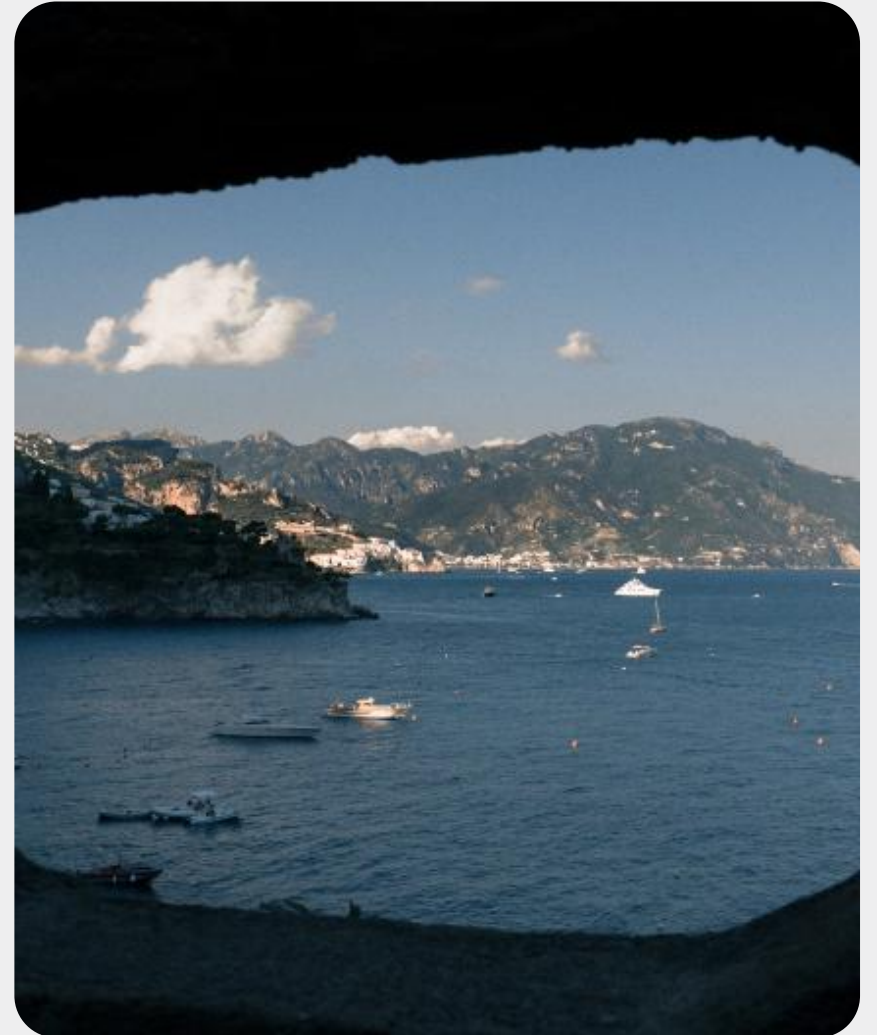
Full-service qualitative and quantitative research.



# 1

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## Key Findings & Implications

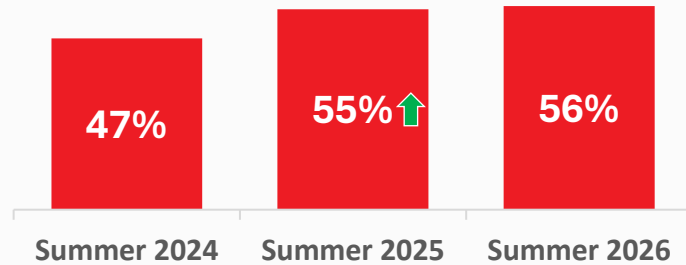


# Key Findings

**Summer travel demand remains resilient, but cost pressures are reshaping plans.**

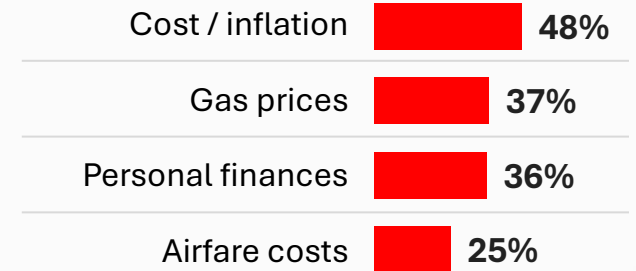
## Summer travel intent remains resilient in 2026.

**56% of Canadians** plan to take a leisure trip this summer – unchanged from Summer 2025 and up 9 points since Summer 2024.



**Cost-related pressures** are the main barriers shaping summer travel plans.

### FACTORS AFFECTING SUMMER TRAVEL PLANS



**Gas prices** are having a meaningful negative impact on travel plans.



**7-in-10 Canadians** say gas prices are having a **great deal** or **somewhat** of an impact on their Summer 2026 travel plans.

However, most are scaling back on their travel, not cancelling.

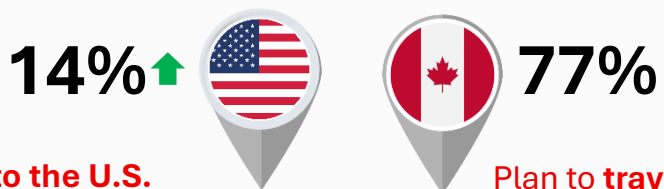
### IMPACT OF GAS PRICES ON TRAVEL PLANS



↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

# Key Findings *Continued*

**U.S. travel intent is recovering from last summer's low, but has not returned to 2024 levels.**



**Plan to travel to the U.S.**  
(up from **10%** Summer 2025 but down from **23%** in Summer 2024)

**Plan to travel within Canada**  
(vs. **77%** in Summer 2025 and **69%** in Summer 2024)

**Younger travellers aged 18–34 are more likely to report increased interest in travelling to all destination types in 2026 compared to 2025.**

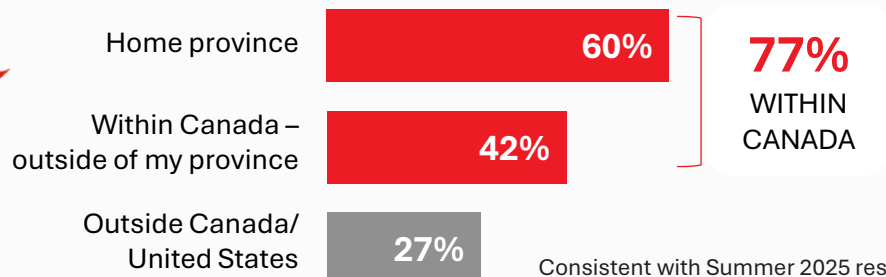
**More likely to travel in 2026 compared to 2025**

	TOTAL	18-34	35-54	55+
Within my home province	<b>39%</b>	46%	38%	35%
Within Canada – outside of my province	<b>27%</b>	37%	23%	23%
To the United States	<b>9%</b>	19%	8%	4%
To Mexico	<b>9%</b>	14%	8%	6%
Outside Canada / United States / Mexico	<b>16%</b>	22%	15%	12%

Significantly higher than comparison group(s)  
Significantly lower than comparison group(s)

**Domestic destinations continue to benefit as Canadians remain cautious about U.S. travel.**

Alternative Destinations for Canadians Avoiding U.S. Travel



**65%**

**Canadians aged 18-34 plan to travel in Summer 2026**

# Recommendations

**1**

## **Emphasize value beyond price**

With affordability pressures shaping travel decisions, destinations and travel brands should focus on showing travellers why the trip is worth the spend, rather than competing primarily on discounts. Messaging can highlight the overall experience, including quality time with family or friends, ease of planning, unique local activities, flexible options, and added perks. Clear cost transparency and curated itineraries can also help travellers feel more confident in their travel plans, even in a higher-cost environment.

**2**

## **Continue building momentum for domestic travel**

Canadians continue to show strong interest in travelling within Canada, creating an opportunity for destinations to build on the momentum established over the past two years. Messaging should emphasize the advantages of staying in Canada, including ease of travel, no currency exchange, fewer border-related concerns, a sense of safety and familiarity, and strong value for the overall experience. Destinations can also highlight the range of unique experiences available close to home, including local culture and food, outdoor activities, festivals, road trips, and family-friendly getaways. By continuing to showcase the diversity and quality of experiences available across the country, destinations can reinforce domestic travel as a desirable choice in its own right.

**3**

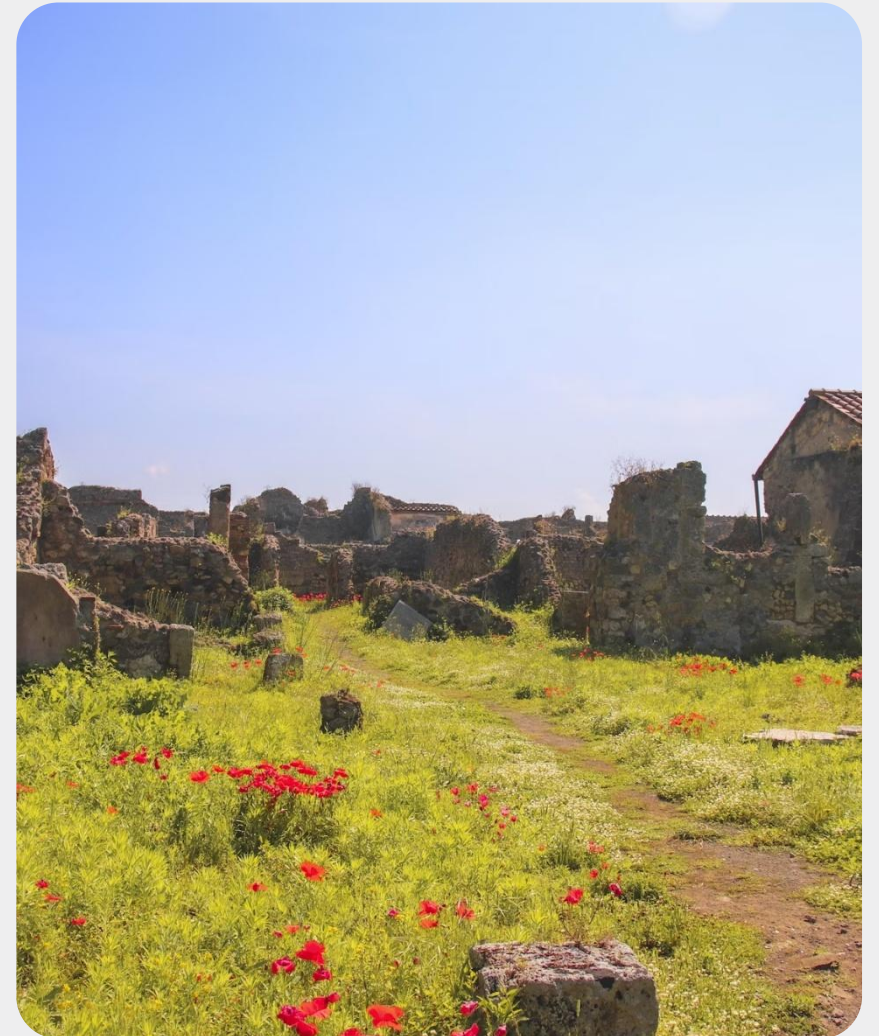
## **Target younger travellers with broader destination messaging**

Younger Canadians are highly travel-oriented and open to a wide range of destination types. To attract this audience, Canadian destinations should focus less on traditional destination awareness and more on experience-led storytelling that emphasizes discovery, spontaneity, unique local experiences, and opportunities to create memorable moments. Positioning domestic travel as exciting and distinctive will be critical to competing with international destinations.

# 2

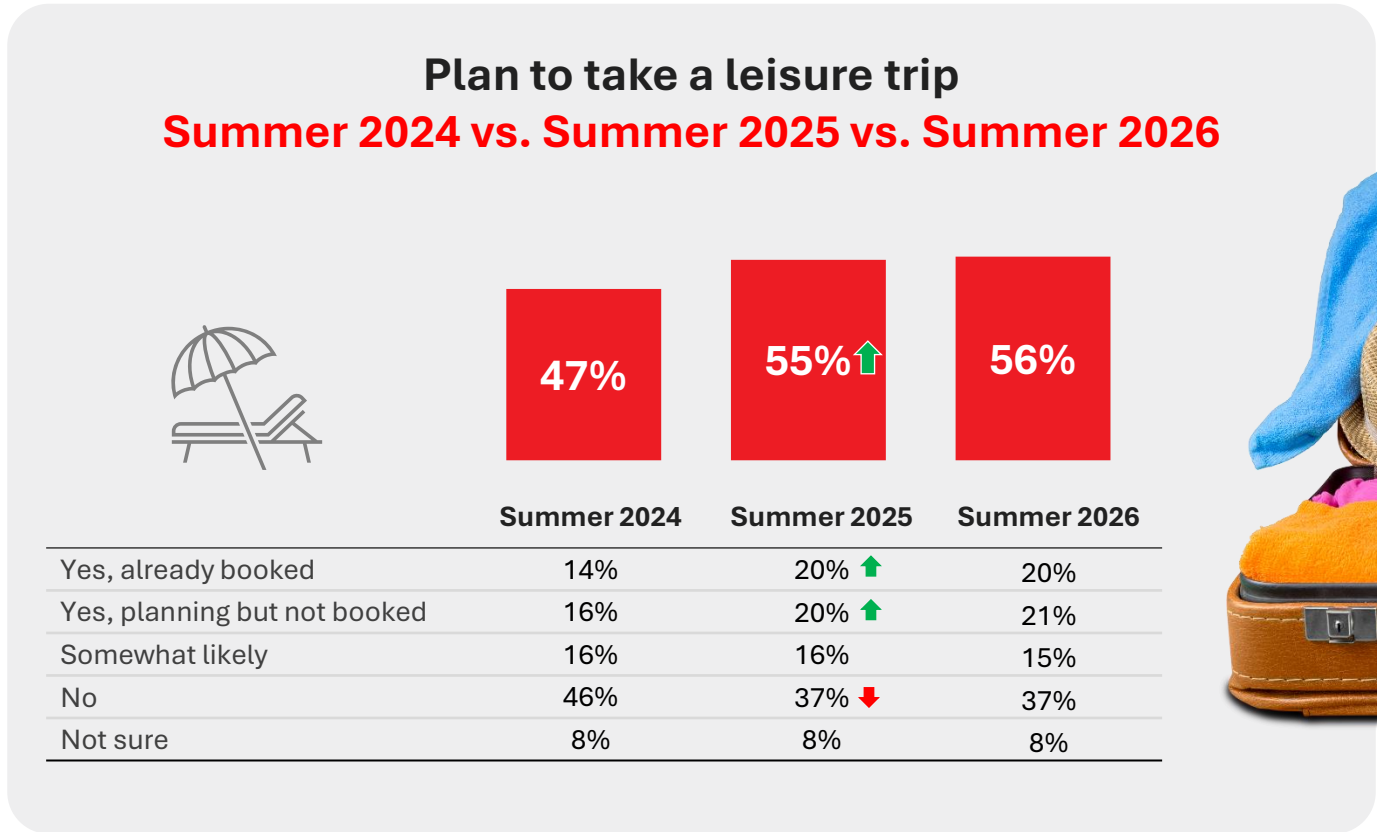
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## Detailed Findings



# Canadians' Summer Travel Plans 2026 vs. 2025 vs. 2024

Summer travel demand remains consistent and resilient in 2026, despite economic uncertainty and high gas prices.



Base: Canadian residents. Summer 2024 (n=1,610), Summer 2025 (n=1,537), Summer 2026 (n=1,532) UST1/CTIA1. Are you planning to take a leisure trip during the summer (June to August 2024/2025/2026)?

↑ Statistically significantly higher than previous wave  
↓ Statistically significantly lower than previous wave












## Summer Travel Plans 2026 – By Demographics

Summer 2026 travel intent is significantly higher among Albertans (70%), younger (65%) and middle-aged (61%) Canadians, and men (61%). In contrast, older Canadians aged 55+ (46%) and Ontarians (49%) are the least likely to plan to travel this summer.

Type of Travel	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,532	775	757	413	437	682	151	131	126	608	413	103
<b>NET YES</b>	<b>56%</b>	<b>61%</b>	<b>51%</b>	<b>65%</b>	<b>61%</b>	<b>46%</b>	<b>61%</b>	<b>70%</b>	<b>56%</b>	<b>49%</b>	<b>56%</b>	<b>61%</b>
Yes, already booked	<b>20%</b>	17%	23%	23%	20%	18%	20%	30%	24%	17%	23%	13%
Planning but not booked	<b>21%</b>	25%	17%	28%	24%	13%	21%	27%	20%	20%	18%	23%
Somewhat likely to travel	<b>15%</b>	19%	11%	14%	16%	15%	20%	14%	13%	12%	15%	25%

## Factors Affecting Summer Travel Plans 2026

Affordability is the leading factor shaping Canadians' summer 2026 travel plans. Nearly half cite cost/inflation (48%), followed by other cost-related pressures including gas prices (37%), personal finances (36%), and airfare costs (25%). Cost concerns are affecting both travellers and non-travellers. However, those who are planning to travel are more likely to cite gas prices (41%), while those who are not planning to travel are more likely to point to personal finances (41%) as a key barrier.

	Summer 2026	Planning to travel	Not planning to travel
Cost / inflation	 48%	47%	49%
Gas prices	 37%	41%	33%
Personal finances	 36%	33%	41%
Airfare costs	 25%	26%	23%
Work schedule / lack of time	 20%	22%	18%
Exchange rate / weak Canadian dollar	 14%	14%	14%
Family obligations	 13%	14%	11%
Political climate or global tensions	 13%	13%	12%
Safety concerns	 10%	10%	11%
Weather or climate concerns	 9%	13%	4%
Nothing is affecting my plans	 16%	14%	18%

Base: Canadian residents. Summer 2026 (n=1,532)

CTIA1B. What are the main factors, if any, affecting your summer travel plans this year?

Note: Responses 3% or higher shown. Question added Summer 2026.

Significantly higher than comparison group(s)

Significantly lower than comparison group(s)

## Factors Affecting Summer Travel Plans 2026 – By Demographics

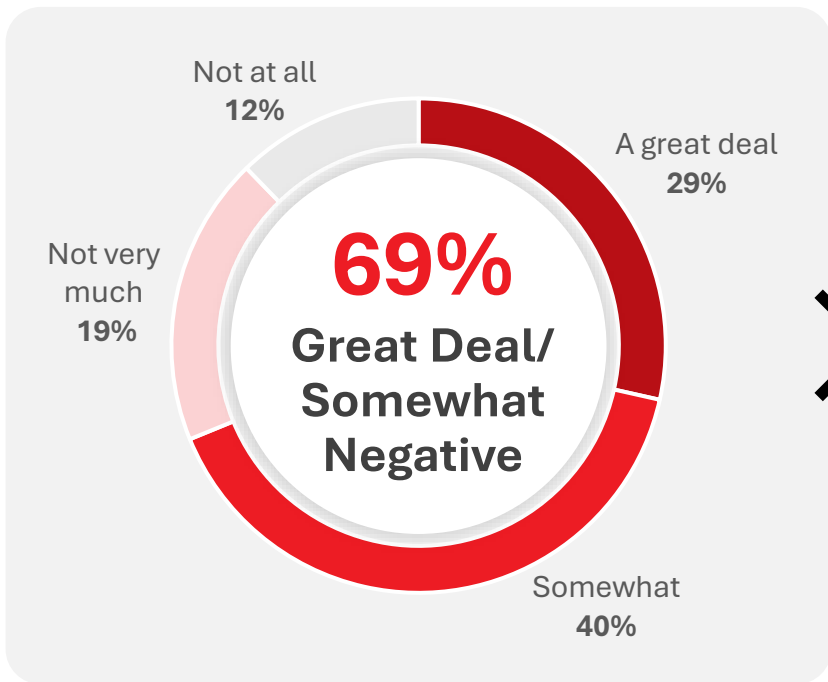
Cost pressures have the greatest impact on Canadians aged 35–54 and Atlantic Canadians. Work schedules and family obligations are more likely to affect those under age 55.

Factors Affecting Travel	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,532	775	757	413	437	682	151	131	126	608	413	103
Cost / inflation	48%	45%	50%	47%	56%	42%	51%	50%	41%	51%	37%	64%
Gas prices	37%	36%	38%	32%	41%	37%	37%	40%	43%	40%	27%	48%
Personal finances	36%	32%	41%	36%	43%	31%	43%	34%	36%	36%	31%	48%
Airfare costs	25%	23%	26%	25%	25%	24%	26%	24%	23%	27%	24%	16%
Work schedule / lack of time	20%	20%	21%	30%	27%	9%	20%	26%	30%	19%	16%	29%
Exchange rate / weak Canadian dollar	14%	13%	15%	14%	12%	15%	11%	15%	14%	15%	13%	12%
Family obligations	13%	13%	13%	13%	15%	10%	7%	12%	14%	15%	12%	14%
Political climate or global tensions	13%	14%	12%	12%	11%	15%	17%	7%	4%	14%	15%	6%
Safety concerns	10%	10%	11%	12%	9%	11%	9%	8%	8%	13%	11%	6%
Weather or climate concerns	9%	8%	10%	11%	9%	9%	10%	9%	12%	11%	7%	8%
Nothing is affecting my plans	16%	16%	16%	11%	13%	21%	18%	12%	17%	15%	20%	9%

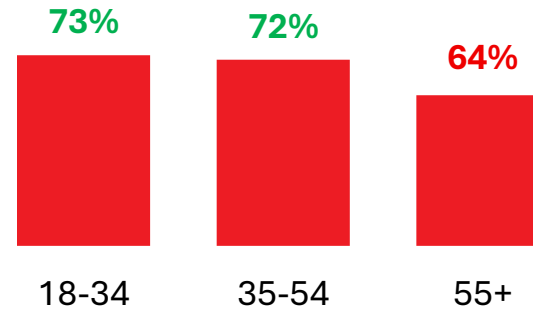
## Negative Effect of Gas Prices on Summer Travel Plans: Summer 2026

The steep increase in gas and diesel prices in recent months is having a meaningful negative impact on summer travel plans, with nearly 7-in-10 Canadians saying they are affected a great deal or somewhat. The negative impact is strongest among younger and middle-aged Canadians (73% 18-34 and 72% 35-54) as well as among Atlantic Canadians (75%).

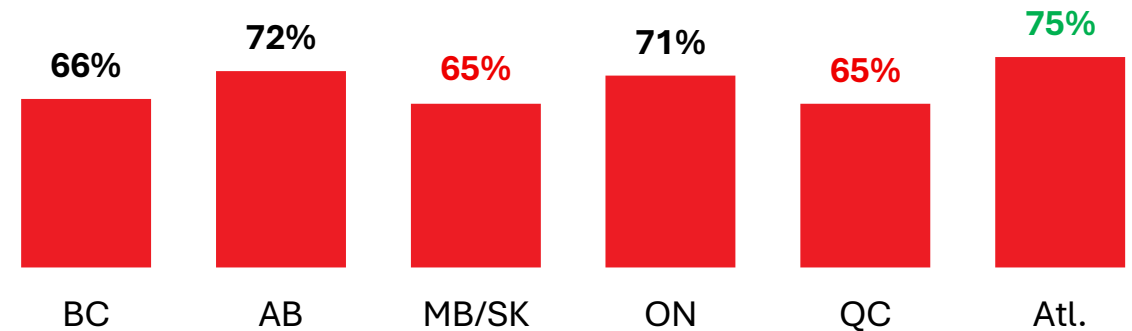
### Summer 2026



#### By age



#### By region

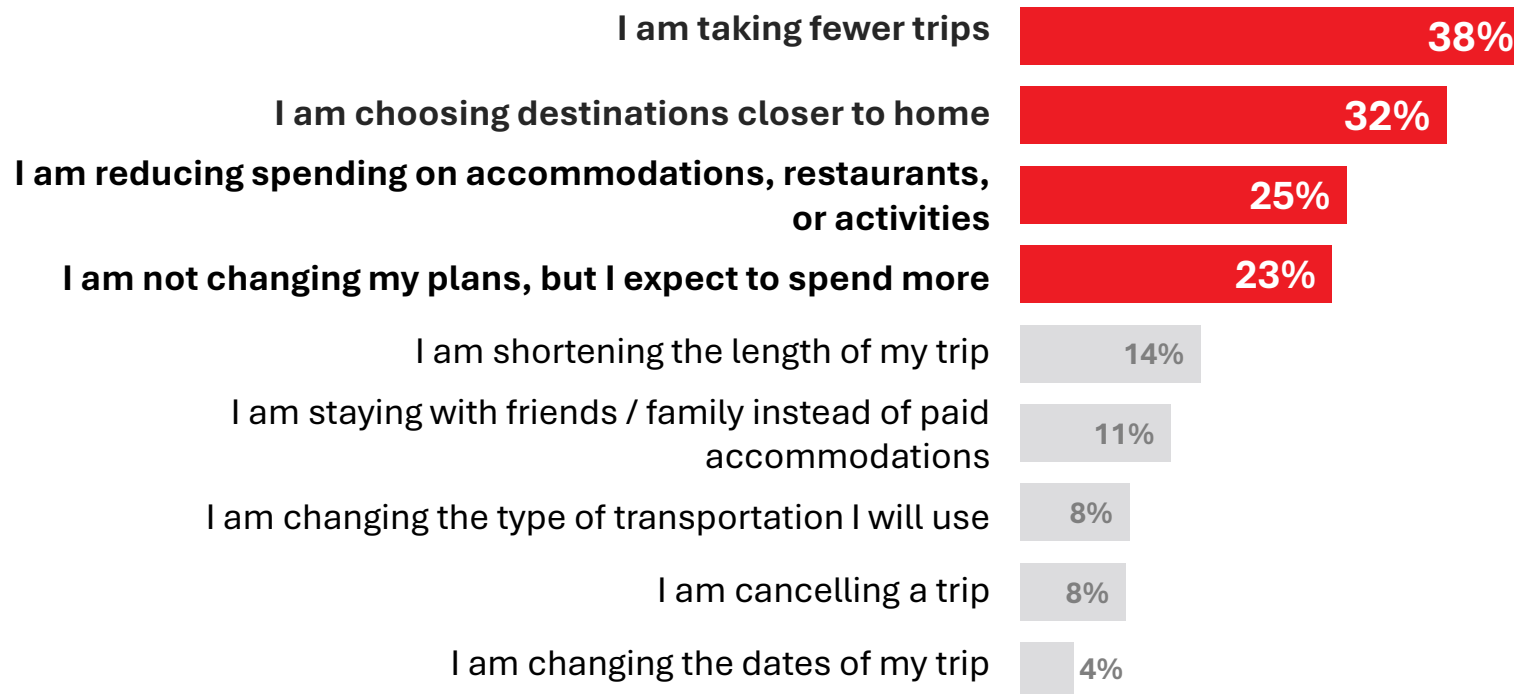


Base: Canadian residents. Summer 2026 (n=1,532)  
 T11. To what extent, if at all, are gas prices having a negative effect on your summer leisure travel plans?

Statistically significantly **higher** than comparison group(s).  
 Statistically significantly **lower** than comparison group(s).

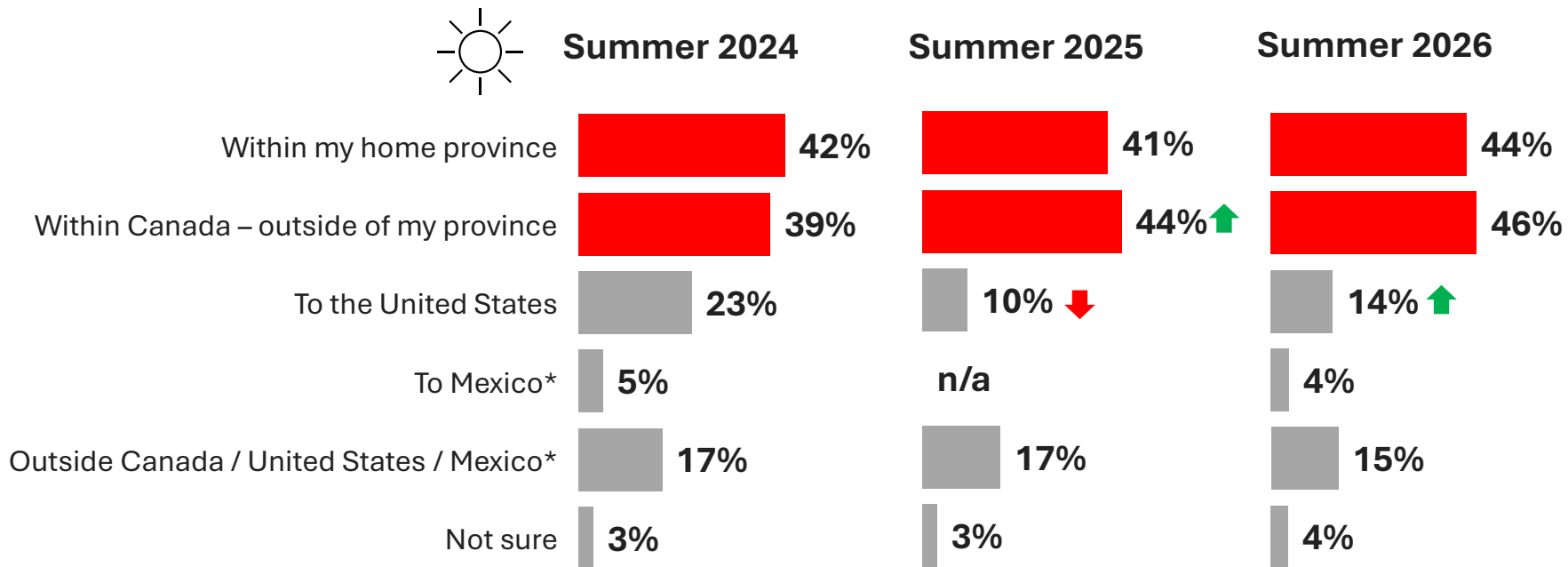
## Main Impacts of Gas Prices on Travel Plans: Summer 2026


Gas prices are leading many affected travellers to scale back or adjust their summer plans rather than cancel travel altogether. The most common impacts are taking fewer trips (38%) and choosing destinations closer to home (32%), suggesting Canadians are looking for ways to reduce driving and overall travel costs. Others are managing higher fuel prices by cutting back on travel-related spending, including accommodations, restaurants, or activities (25%), while nearly one-quarter (23%) say they are not changing their plans but expect to spend more. Overall, gas prices appear to be reshaping travel behaviour by encouraging shorter, closer, and more budget-conscious trips.




# Summer Leisure Travel Destinations 2026 vs. 2025 vs. 2024

After a sharp drop in Summer 2025, U.S. travel intent is rebounding in 2026 – although still below Summer 2024 levels. Domestic travel remains the clear focus with travel within Canada continuing to lead. Both in-province and out-of-province travel intentions are consistent with last summer.





**77%**  
intend to travel within **Canada**  
(vs. 77% in Summer 2025 and 69% in Summer 2024)



**14% ↑**  
intend to travel to the **U.S.**  
vs. 10% in Summer 2025 and 23% in Summer 2024)

Base: Canadian residents who are planning to travel for leisure purposes. Summer 2024 (n=785); Summer 2025 (n=865); Summer 2026 (n=876) CTIA2. Where are you planning to travel to for leisure this summer (June to August 2024) / (June to August 2025) / (June to August 2026)?  
Note: \* Mexico attribute asked in summer 2024 and 2026 survey, not asked in summer 2025

↑ Statistically significantly higher than previous wave  
↓ Statistically significantly lower than previous wave

## Summer Leisure Travel Destinations 2026 – By Demographics

Summer domestic travel intent is strongest among travellers from Alberta (88%) and Atlantic Canada (87%), with interprovincial travel highest in Manitoba/Saskatchewan (67%) and Alberta (61%). Younger Canadians are more likely to be considering U.S. travel (22%).

Travel Destination	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	876	477	399	280	276	320	95*	88*	74*	325	234	60*
<b>NET Canada</b>	<b>77%</b>	77%	76%	73%	78%	78%	70%	88%	85%	77%	67%	87%
Within my home province	<b>44%</b>	45%	42%	38%	45%	47%	48%	40%	35%	43%	43%	55%
Within Canada – outside of my province	<b>46%</b>	47%	44%	49%	46%	42%	37%	61%	67%	44%	35%	59%
To the United States	<b>14%</b>	15%	12%	22%	12%	8%	14%	10%	15%	14%	17%	8%
Mexico	<b>4%</b>	3%	5%	6%	4%	2%	5%	4%	4%	4%	5%	1%
Outside Canada / United States	<b>15%</b>	14%	16%	17%	15%	13%	14%	7%	10%	19%	16%	14%
Not sure	<b>4%</b>	5%	3%	1%	5%	5%	10%	-	3%	4%	4%	-

Base: Canadian residents who are planning to travel for leisure purposes. Summer 2026 (n=876).

CTIA2. Where are you planning to travel to for leisure this summer (June to August 2024) / (June to August 2025) / (June to August 2026)?

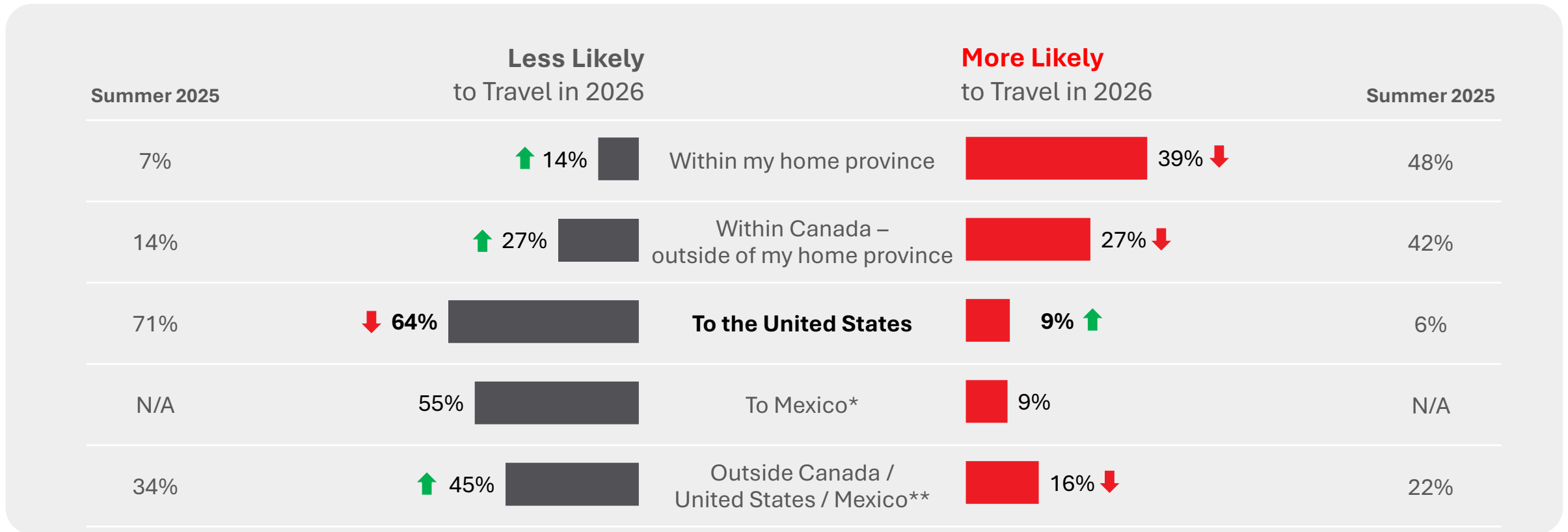
\*Small base size, interpret with caution

Significantly higher than comparison group(s)

Significantly lower than comparison group(s)

# Change in 2026 Leisure Travel Destinations

When comparing **overall 2026 travel intentions to last year**, Canadians continue to prioritize domestic travel, although intent has softened compared to 2025. Travel within one’s home province and elsewhere in Canada remains more likely than international travel, but both domestic destination types show weaker momentum year-over-year. Intent to visit the United States continues to decline relative to last year; however, the drop appears slightly less pronounced than the decline observed in 2025. Interest in Mexico and other international destinations is also muted, reinforcing a more cautious outlook for travel outside Canada in 2026 compared to last year.



Base: Canadian residents. Summer 2026 (n=1,532); Summer 2025 (n=1,537)  
 T3. How does your likelihood of travelling for leisure to the following destinations in 2026/2025 compare to last year?

↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

## Change in 2026 Leisure Travel Destinations: **More Likely** to Travel – By Demographics

Younger Canadians (18–34) are driving increased travel intent across all destination types, while Canadians aged 55+ show the least increase, particularly for destinations outside Canada. Men are more likely to report increased in-province travel intent (44%), and Quebecers also over-index on travel within their home province (45%).

<b>% MORE likely to travel</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	<b>BC</b>	<b>AB</b>	<b>MB/SK</b>	<b>ON</b>	<b>QC</b>	<b>Atlantic</b>
n=	1,532	775	757	413	437	682	151	131	126	608	413	103
Within my home province	<b>39%</b>	<b>44%</b>	34%	<b>46%</b>	38%	<b>35%</b>	42%	35%	34%	36%	<b>45%</b>	39%
Within Canada – outside of my province	<b>27%</b>	28%	25%	<b>37%</b>	23%	<b>23%</b>	31%	24%	27%	26%	26%	28%
To the United States	<b>9%</b>	10%	9%	<b>19%</b>	8%	<b>4%</b>	8%	13%	9%	9%	11%	7%
To Mexico	<b>9%</b>	10%	8%	<b>14%</b>	8%	<b>6%</b>	8%	12%	13%	9%	9%	<b>3%</b>
Outside Canada / United States / Mexico	<b>16%</b>	17%	14%	<b>22%</b>	15%	<b>12%</b>	13%	15%	14%	16%	18%	12%

## Reasons for Being Less Likely to Travel to the United States

Canadians who are less likely to travel to the U.S. continue to cite political and economic factors as the main barriers. Canada–U.S. political tensions (63%) and tariffs/trade tensions (56%) remain the top reasons, followed by safety concerns, with half (51%) saying they no longer feel safe travelling to the U.S. Compared to spring 2026, tariffs/trade tensions, safety concerns, and travel restrictions have become less prominent deterrents to U.S. travel.

	Summer 2026	Spring 2026	Summer 2025
Political climate and tensions between Canada and the U.S.	63%	67% ↑	61%
Canada / U.S. tariffs / trade tensions	56% ↓	61%	64%
No longer feel safe to travel to the U.S.	51% ↓	59% ↑	47%
Don't feel welcome in the U.S.	44%	48%	44%
Poor exchange rate / weak Canadian dollar	39%	39% ↓	46%
Concerns about border delays or complications	37%	37%	40%
Cost of travel (e.g., flights, accommodation, gas) is too high	33%	32%	29%
Not interested in U.S. destinations	32%	34% ↑	24%
Prefer to travel within Canada or elsewhere	32%	32%	28%
Travel restrictions or uncertainty about travel rules	21% ↓	25%	26%
Negative past experiences travelling in the U.S.	7%	7%	6%

Base: Leisure travellers less likely to travel to the United States. Summer 2026 (n=995), Spring 2026 (n=1,119), Summer 2025 (n=1,111)

T4. Why are you less likely to travel to the United States for leisure in 2026?

Note: Only responses 3% or higher shown.

↑ Statistically significantly higher than previous wave

↓ Statistically significantly lower than previous wave

## Reasons for Being Less Likely to Travel to the United States – By Demographics

Among Canadians less likely to travel to the U.S., those aged 55+ remain the most concerned across nearly all barriers, especially political tensions (73%), tariffs/trade tensions (65%), and safety (58%). Younger Canadians (18–34) express comparatively lower concern overall, while regionally, Atlantic Canadians are more likely to say they no longer feel safe travelling to the U.S. (67%), while Albertans are more likely to be deterred by affordability factors, including the weak Canadian dollar (52%) and high travel costs (47%). This suggests U.S. travel messaging may need to focus on rebuilding trust and reassurance, particularly among older and more cautious travellers.

Reasons	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	995	499	496	213	277	505	103	78*	78*	371	295	70*
Political climate and tensions between Canada and the U.S.	63%	62%	64%	52%	55%	73%	71%	62%	48%	61%	67%	57%
Canada / U.S. tariffs / trade tensions	56%	55%	56%	42%	50%	65%	51%	61%	53%	59%	52%	55%
No longer feel safe to travel to the U.S.	51%	48%	54%	46%	43%	58%	53%	46%	46%	53%	44%	67%
Don't feel welcome in the U.S	44%	47%	42%	38%	40%	50%	46%	44%	45%	50%	34%	50%
Poor exchange rate / weak Canadian dollar	39%	37%	40%	30%	34%	46%	39%	52%	40%	37%	35%	41%
Concerns about border delays or complications	37%	35%	39%	26%	33%	44%	47%	37%	27%	44%	22%	38%
Cost of travel (e.g., flights, accommodation, gas) is too high	33%	29%	36%	33%	31%	33%	31%	47%	34%	35%	21%	41%
Not interested in U.S. destinations	32%	32%	32%	23%	30%	37%	29%	25%	24%	36%	28%	44%
Prefer to travel within Canada or elsewhere	32%	32%	32%	28%	28%	36%	30%	26%	23%	35%	30%	42%
Travel restrictions or uncertainty about travel rules	21%	19%	23%	17%	20%	23%	21%	18%	19%	24%	15%	29%
Negative past experiences travelling in the U.S.	7%	7%	6%	6%	9%	6%	7%	9%	5%	7%	4%	10%

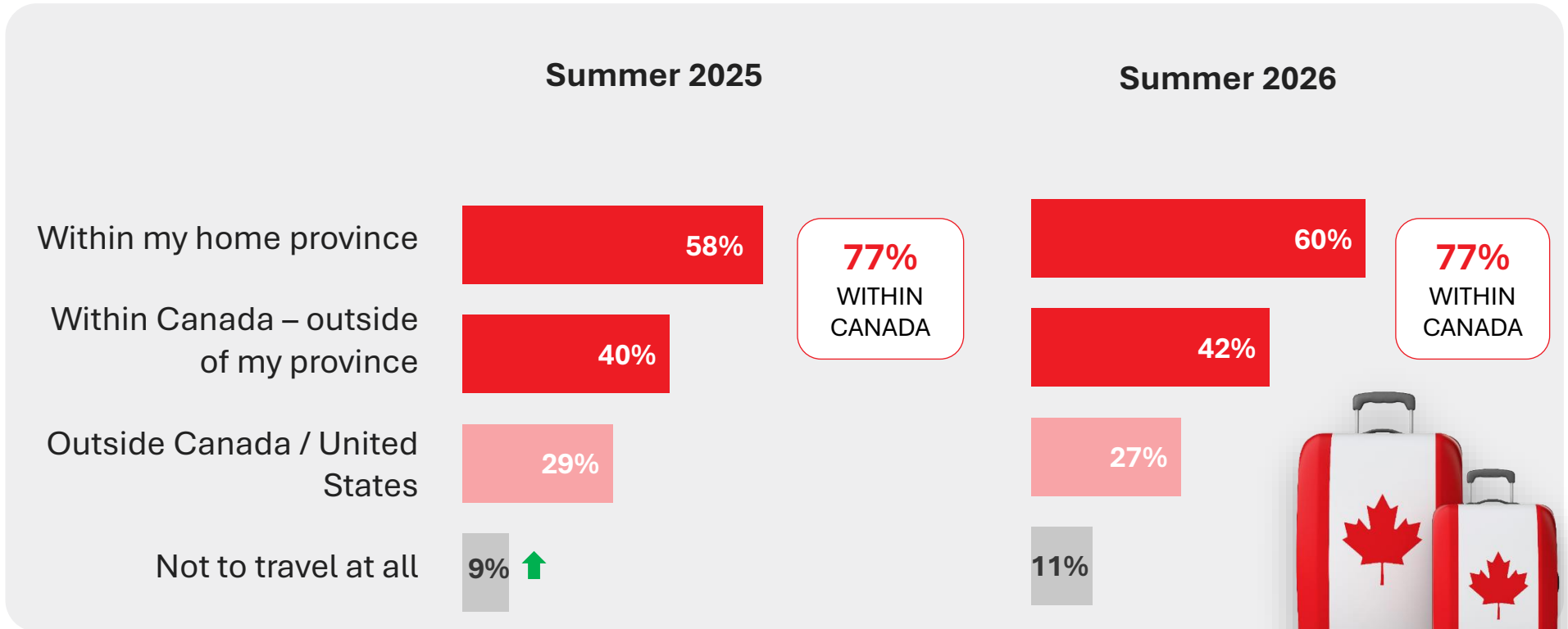
Base: Leisure travellers less likely to travel to the United States. Summer 2026 (n=995)

T4. Why are you less likely to travel to the United States for leisure in 2026? \*Small base size, interpret with caution. Note: Only responses 3% or higher shown.

Significantly higher than comparison group(s)  
Significantly lower than comparison group(s)

## Alternate Travel Destinations for Canadians Less Likely to Travel to the U.S. in 2026

Among Canadians who are less likely to travel to the U.S. in 2026, domestic destinations continue to be the main alternative. More than three-quarters say they are more likely to travel within Canada instead of the United States. This pattern is consistent with Summer 2025, suggesting that the shift toward Canadian destinations is holding steady rather than being a short-term response.



Base: Leisure travellers less likely to travel to the United States. Summer 2026 (n=995), Summer 2025 (n=1,111)  
 T5. Where, if at all, are you more likely to travel instead?

↑ Statistically significantly higher than previous wave  
 ↓ Statistically significantly lower than previous wave

## Alternate Travel Destinations for Canadians Less Likely to Travel to the U.S. in 2026 – By Demographics

Younger Canadians aged 18–34 are more likely to consider international alternatives while still maintaining strong overall domestic travel intentions. Men are more likely than women to travel within their home province, while women are more likely to travel outside Canada / U.S. instead. Regionally, Albertans are most likely to travel to other provinces within Canada, whereas Quebecers are less likely to consider interprovincial travel.

	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	995	499	496	213	277	505	103	78*	78*	371	295	70*
<b>NET: Canada</b>	77%	79%	75%	83%	78%	73%	78%	92%	78%	73%	72%	89%
Within my home province	60%	63%	56%	64%	63%	55%	65%	67%	56%	55%	59%	68%
Within Canada – outside of my province	42%	42%	43%	52%	45%	36%	48%	60%	52%	41%	30%	53%
Outside Canada / United States	27%	23%	31%	36%	22%	25%	25%	20%	25%	30%	27%	24%
Not to travel at all	11%	11%	11%	4%	13%	13%	12%	4%	15%	12%	11%	7%

Base: Leisure travellers less likely to travel to the United States. Summer 2026 (n=995)

T5. Where, if at all, are you more likely to travel instead?

\*Small base size, interpret with caution

Significantly higher than comparison group(s)

Significantly lower than comparison group(s)

# 3

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## Respondent Profile



## Weighted and Unweighted Sample

The tables below present the distribution of respondents on key variables before and after weighting.

### Summer 2026


	Weighted	Unweighted
<b>Region</b>	<b>1,532</b>	<b>1,532</b>
British Columbia	209	151
Alberta	171	131
Saskatchewan/Manitoba	99	126
Ontario	595	608
Quebec	355	413
Atlantic	103	103
<b>Area</b>		
Urban	634	658
Suburban	307	312
Rural	576	554

### Summer 2026


	Weighted	Unweighted
<b>Gender</b>	<b>1,532</b>	<b>1,532</b>
Male	749	775
Female	783	757
<b>Age</b>		
18-34	405	413
35-54	494	437
55+	633	682

## Contact Us

For more information on this study, please contact our experts:



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