



Report

Canadian Travel Intentions & Emerging Trends

September 2026



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Methodology



Methodology

Online survey with Canadian residents 18 years or older.

- **Fall 2026: n=1,538**
- 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

Fall 2026: September 4-6, 2026

Summer 2026: May 29-31, 2026

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

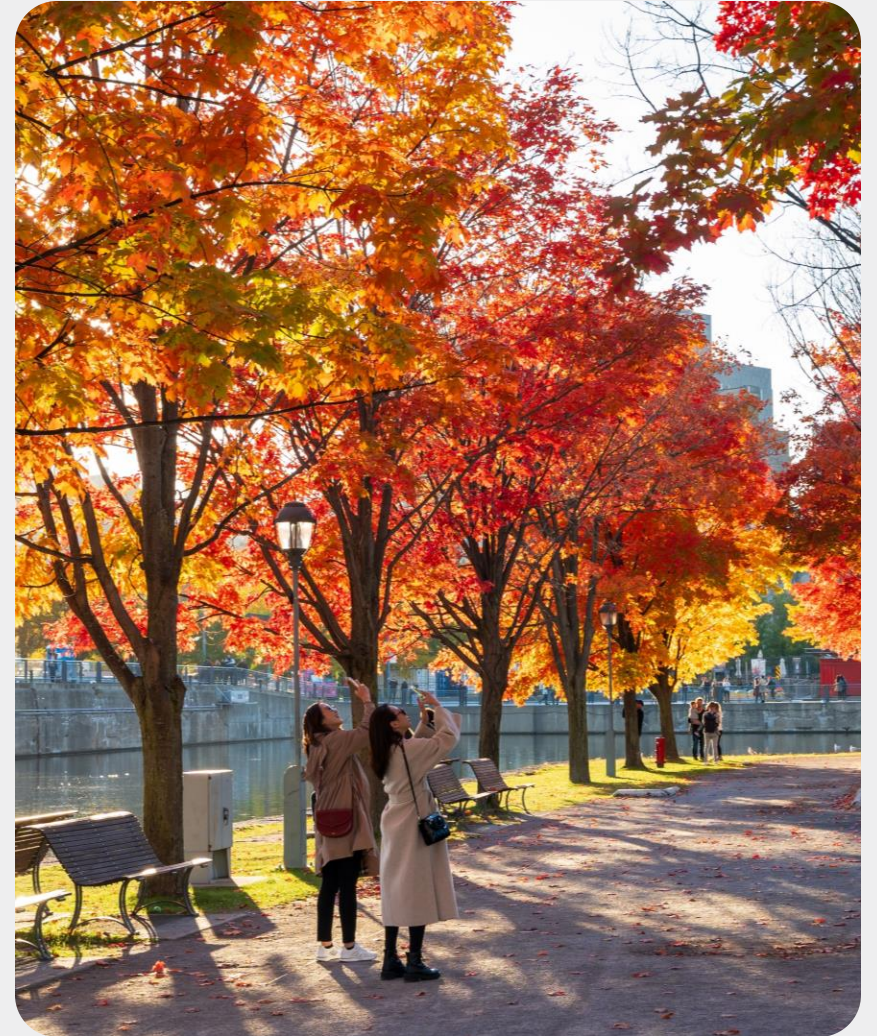
Results were weighted by age, gender, region, and incidence of leisure travellers to ensure the sample is representative of Canadian leisure travellers, based on Statistics Canada's latest census data.

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.



Key Findings & Recommendations



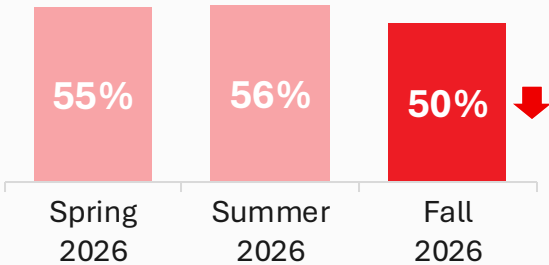
Key Findings

As Canadians enter the shoulder season, travel intent declines and destination choices shift, creating greater competition for domestic travel.



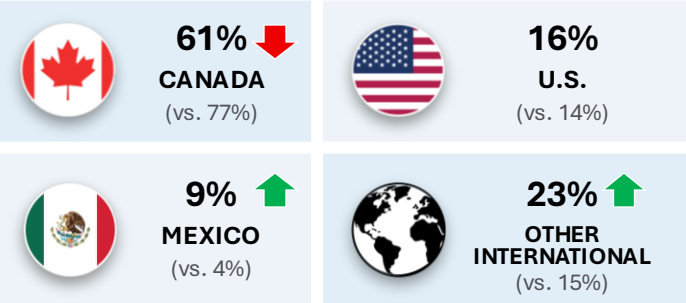
Fall brings softer travel intent as more Canadians opt out of travel

Half of Canadians plan to take a leisure trip this fall – significantly lower than in Summer and Spring 2026.



Fall travel shifts away from domestic destinations

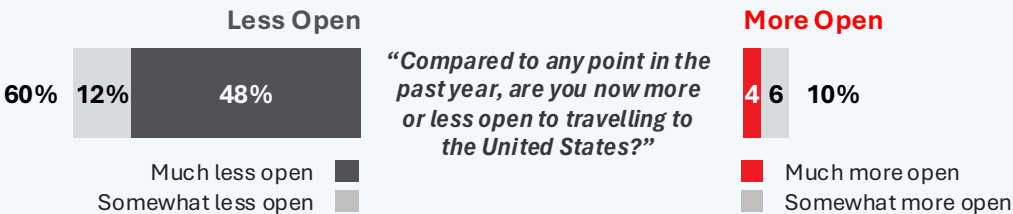
As we enter the shoulder season, domestic travel intent falls to 61%, down from 77% in Summer 2026, while interest shifts toward Mexico and other international destinations.



(vs. Summer 2026)

Although openness remains low, the gradual rebound in U.S. travel intent continues

U.S. travel intent remains stable at 16%, continuing the gradual rebound from the 10% recorded in Summer 2025. However, 60% are less open to visiting the U.S. than at any point in the past year, including 48% who are much less open.



“Compared to any point in the past year, are you now more or less open to travelling to the United States?”



Resolving trade tensions would have limited impact on U.S. travel intent

Even if Canada and the U.S. reach an agreement to reduce current trade tensions, 43% expect no change in their likelihood of travelling to the U.S., and less than one in 10 are much more likely to do so.



Convenience & personal priorities drive U.S. travel openness

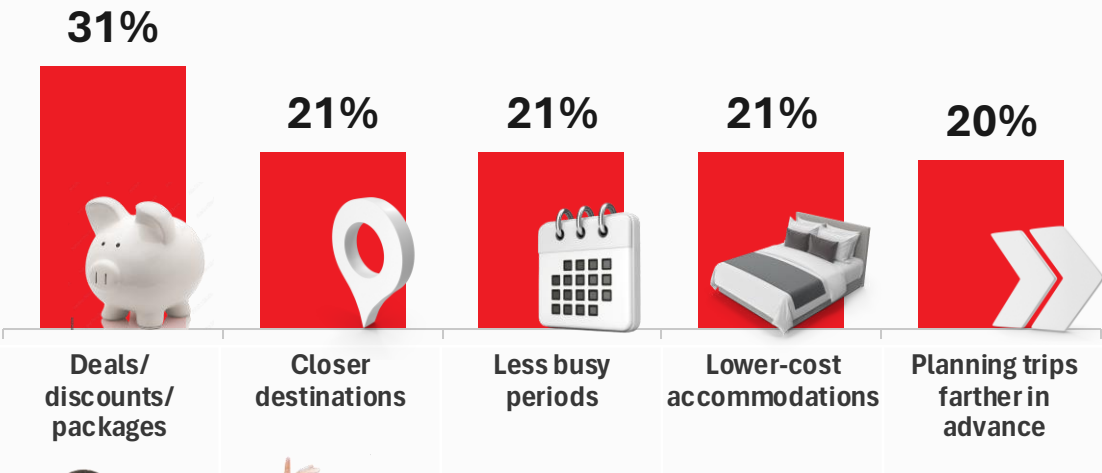
Why are you more open to travelling to the U.S.?



Key Findings *Continued*

Canadians are managing travel costs to make room for leisure travel

What are Canadians doing more often when travelling compared with a few years ago?”



Canadians are finding ways to keep travelling despite affordability pressures

Canadian destinations need to offer both **value** and **experience**

Top 5 motivators to visit a new Canadian destination

VALUE

Deals/ discounts/ packages



41%

EXPERIENCE

Unique attraction or experience



29%

Road trip/ scenic drive



28%

Recommendations



27%

Outdoor/ nature



25%

Value attracts travellers, but experiences give them a reason to explore a new Canadian destination

Younger Canadians (18–34) offer strong potential for travel destinations, but competition for their attention is high



57% ↑
(vs.50% overall)

plan to travel this fall



51% ↑
(vs.36% overall)

plan to visit another Canadian province



41% ↑
(vs.28% overall)

more likely to visit U.S. if Canada–U.S. trade tensions were resolved



19% ↑
(vs.10% overall)

more open to U.S. travel

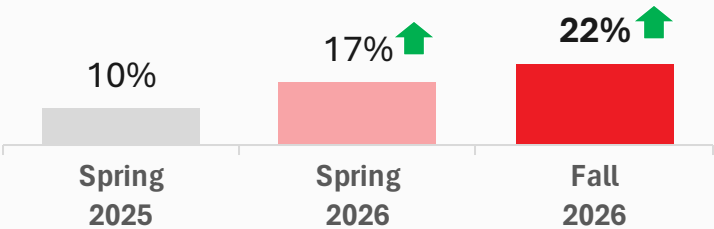
Younger Canadians continue to drive travel demand and show greater openness to U.S. travel



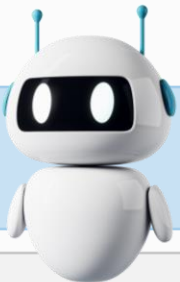
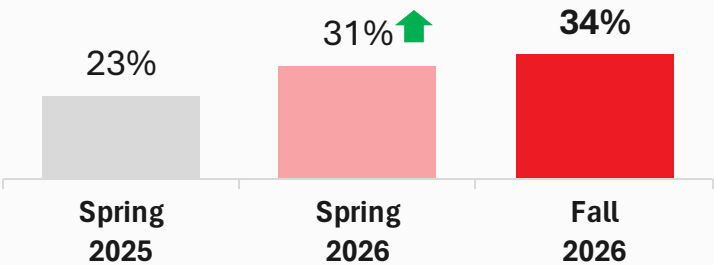
Key Findings *Continued*

AI is moving from being an emerging tool to a **travel-planning companion**

Ever Used AI for Travel Planning

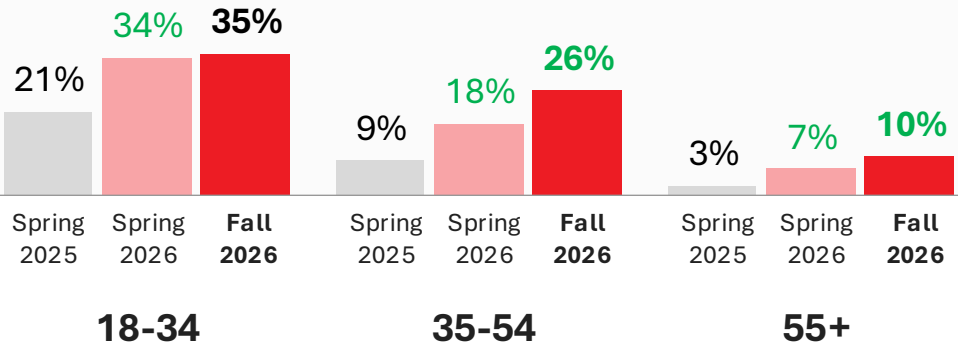


Likely to Use AI to Plan Next Leisure Vacation

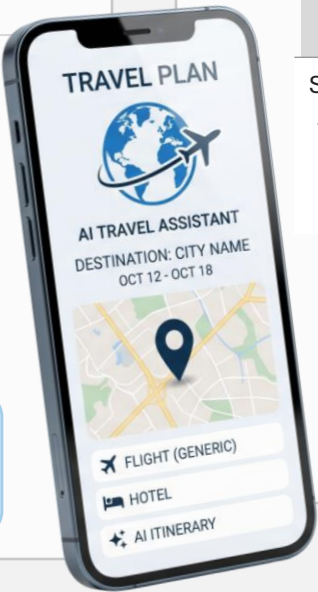


Overall, AI use has more than doubled since Spring 2025, from 10% to 22%

AI use for travel is expanding beyond younger Canadians



Younger Canadians remain the leading users of AI for leisure travel but **adoption continues to grow among middle-aged and older Canadians.**



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

Statistically significantly higher than other subgroups
Statistically significantly lower than other subgroups

Recommendations

1

Strengthen the value proposition for shoulder-season travel

As Canadians enter the shoulder season, domestic travel intent declines compared with spring and summer, while affordability remains a key consideration. Canadian destinations should turn the advantages of shoulder-season travel into reasons to visit, emphasizing better value, fewer crowds, greater availability, and distinctive seasonal experiences such as fall colours, nature, road trips, food, and culture. Competitive offers can help attract attention, but messaging should focus on the overall value of travelling at this time of year, not just lower prices, to make the shoulder season feel like a desirable time to explore Canada.

2

Target younger travellers with experience-led domestic offers

Younger Canadians (18–34) remain one of the strongest and most open travel segments, making them an important audience for Canadian destinations to compete for. Social media can bring experiences to life, showcasing unique local activities, food, outdoor experiences, road trips, and lesser-known places through short-form video, creator partnerships, and authentic traveller content. Travel destinations can turn inspiration into action by linking this content to curated itineraries, trip ideas, and easy-to-plan getaways that make destinations feel exciting and distinctive.

Recommendations *Continued*

3

Adapt destination content for an AI-enabled travel journey

As AI becomes more widely used for destination recommendations and itinerary planning, travel destinations should consider how their destination content can be easily discovered, understood, and incorporated into AI-generated trip planning. Clear, current, and structured information about experiences, itineraries, seasonal activities, transportation, and costs can help destinations remain visible as travellers increasingly use AI to decide where to go and what to do once there.

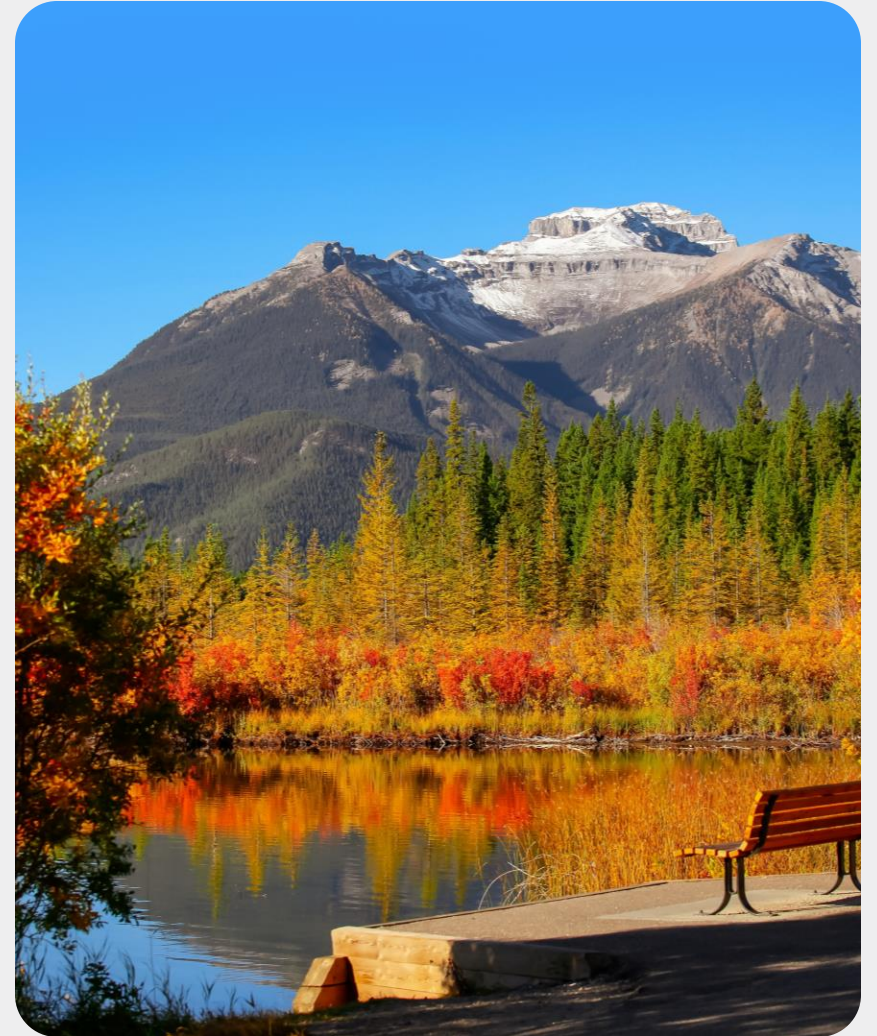
4

Rebuild consideration by letting the destination experience lead

With many Canadians still hesitant about U.S. travel, U.S. travel destinations should take a destination-led approach that reminds travellers of what makes their destination worth visiting. Focus on unique experiences, proximity and ease of travel, familiar favourites, and experiences that are difficult to replicate elsewhere. Experience-led storytelling, warm and welcoming imagery, clear travel information, and compelling offers can help separate perceptions of the destination from broader political decisions and gradually rebuild consideration among Canadian travellers.

2

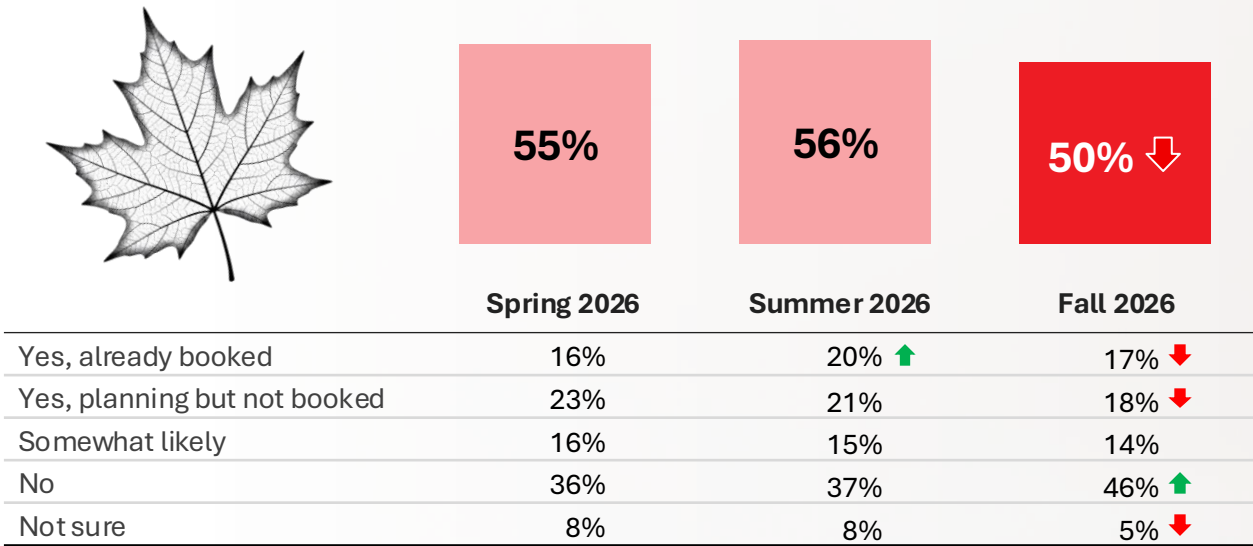
Detailed Findings



Canadians' Travel Plans **Fall 2026 vs. Spring and Summer 2026**

Leisure travel intent is softening for Fall 2026 compared to Spring and Summer 2026, with fewer Canadians planning trips and more indicating they do not intend to travel in the coming months.

Plan to take a leisure trip **Spring 2026 vs. Summer 2026 vs. Fall 2026**



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



Fall 2026 Travel Plans – By Demographics

Fall travel intent is highest among men (56%) and younger Canadians aged 18–34 (57%), with British Columbians also showing strong intent (59%). In contrast, older Canadians aged 55+ (43%) and those residing in Quebec and Manitoba/Saskatchewan (42%) are the least likely to plan to travel this fall.

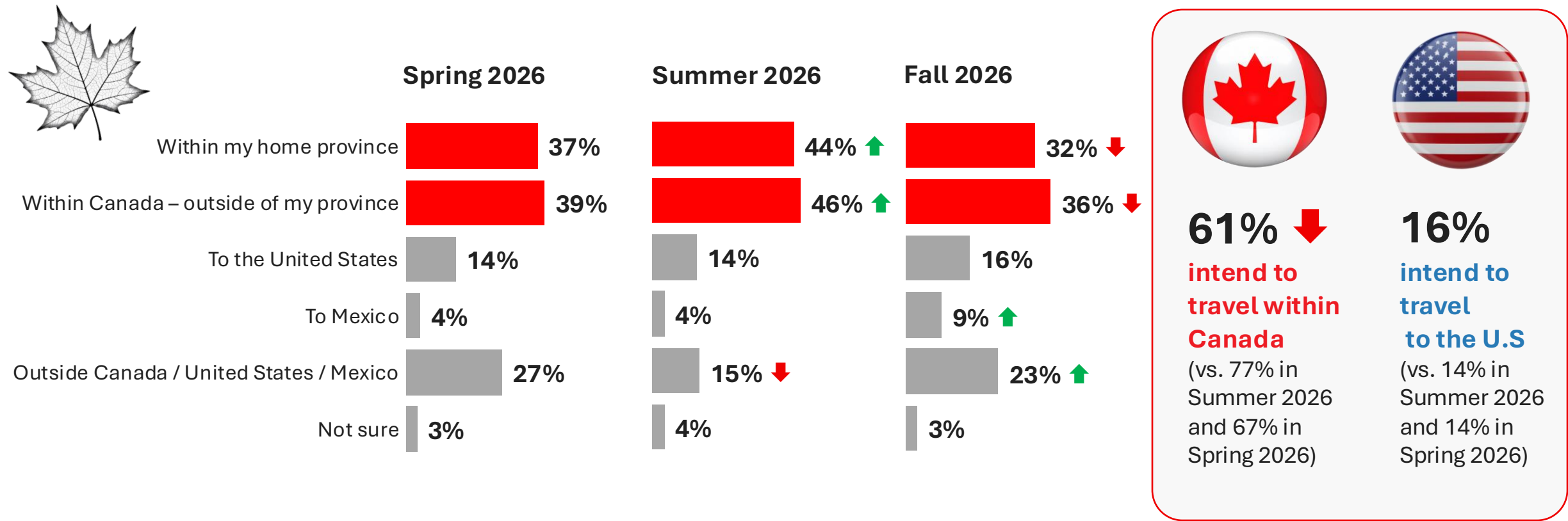
Type of Travel	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,538	822	716	439	419	680	160	125	125	603	423	102
NET YES	50%	56%	44%	57%	51%	43%	59%	53%	42%	50%	42%	56%
Yes, already booked	17%	18%	17%	17%	16%	18%	17%	20%	11%	20%	13%	18%
Planning but not booked	18%	23%	14%	27%	20%	11%	29%	16%	19%	17%	14%	19%
Somewhat likely to travel	14%	15%	14%	13%	15%	15%	13%	17%	12%	13%	15%	19%

Base: Canadian residents. Fall 2026 (n=1,538)
CTIA1. Are you planning to take a leisure trip during the fall 2026 (September to December)?

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

Leisure Travel Destinations **Fall 2026 vs. Spring and Summer 2026**

Fall travel plans are shifting toward international destinations, as fewer Canadians intend to travel within Canada, while interest in Mexico and other international destinations rebounds. U.S. travel intent remains stable, continuing its gradual recovery following the sharp decline seen after the introduction of U.S. tariffs in March 2025.



Base: Canadian residents who are planning to travel for leisure purposes. Spring 2026 (n=900); Summer 2026 (n=876); Fall 2026 (n=801)
T2. Where are you planning to travel to for leisure this spring (March to June 2026)? / this summer 2026 (June to August 2026)? / this fall (September to December 2026)?

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

Fall 2026 Leisure Travel Destinations – By Demographics

Younger travellers (18–34) show stronger domestic travel intent in Fall 2026 (68%), driven by higher interprovincial travel (51%). In contrast, Canadians aged 55+ are less likely to travel within Canada (53%) but more likely to plan travel outside North America (30%). Regionally, Ontario and Quebec travellers are less likely to plan travel to other provinces (31% and 28%, respectively), while Atlantic Canadians are primarily focused on domestic travel (80%), particularly travel outside their home province (68%).

Travel Destination	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	801	482	319	270	220	311	96*	70*	57*	331	193	54*
NET Canada	61%	62%	60%	68%	63%	53%	60%	55%	72%	60%	57%	80%
Within my home province	32%	32%	31%	27%	38%	31%	36%	24%	13%	36%	35%	18%
Within Canada – outside of my province	36%	39%	33%	51%	33%	25%	33%	40%	59%	31%	28%	68%
To the United States	16%	18%	14%	18%	16%	14%	19%	25%	9%	18%	10%	10%
To Mexico	9%	12%	6%	8%	10%	9%	10%	19%	9%	7%	6%	3%
Outside Canada / United States/ Mexico	23%	21%	25%	18%	20%	30%	23%	20%	13%	25%	27%	11%
Not sure	3%	3%	3%	2%	3%	3%	1%	2%	-	2%	8%	2%

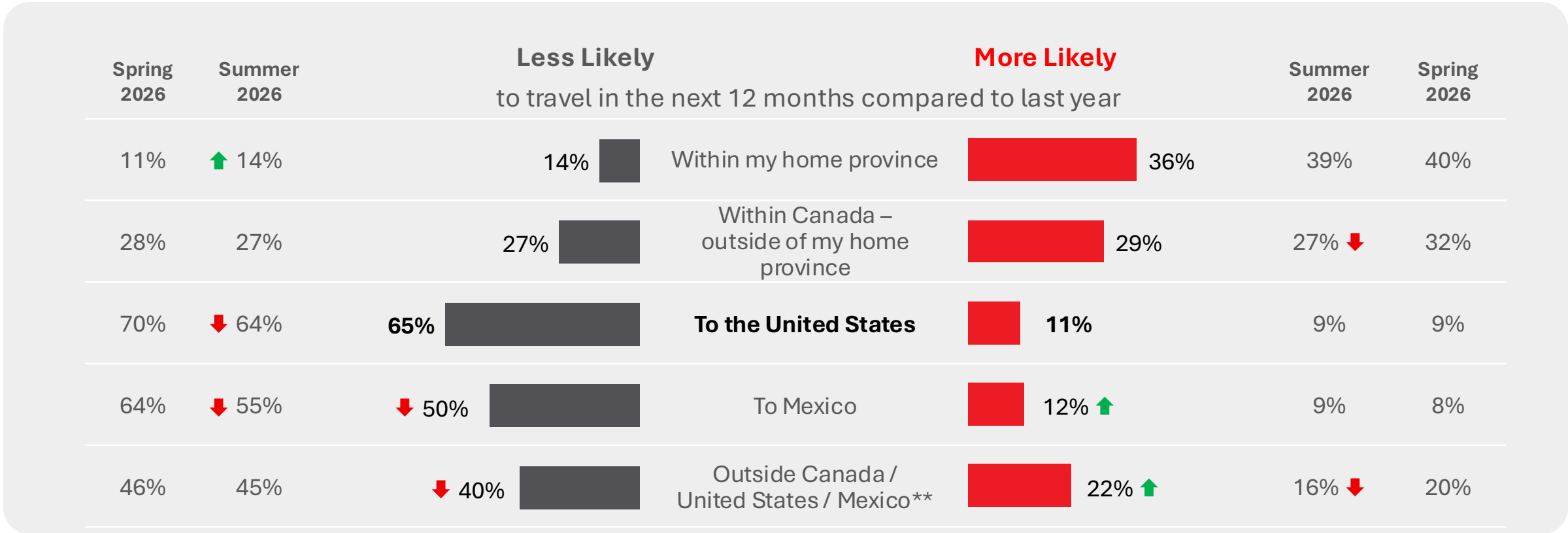
Base: Canadian residents who are planning to travel for leisure purposes. Fall 2026 (n=801).
T2. Where are you planning to travel to for leisure this fall (September to December 2026)?

*Small base size, interpret with caution

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

Change in Leisure Travel Destinations

When comparing overall travel intentions in the next 12 months to last year, Canadians continue to prioritize domestic travel, with intent remaining consistent with previous measures. Travel within one’s home province continues to show the strongest intent. While Canadians remain more likely to report decreased than increased intent to travel outside Canada, U.S. travel intent is relatively stable compared to Summer and Spring 2026. In contrast, interest in Mexico and other international destinations has strengthened, with more Canadians saying they are more likely to visit these regions in the next 12 months.



Base: Canadian residents. Fall 2026 (n=1,538), Summer 2026 (n=1,532), Spring 2026 (n=1,583).
T3. How does your likelihood of travelling for leisure to the following destinations in the next 12 months compare to the past 12 months?

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

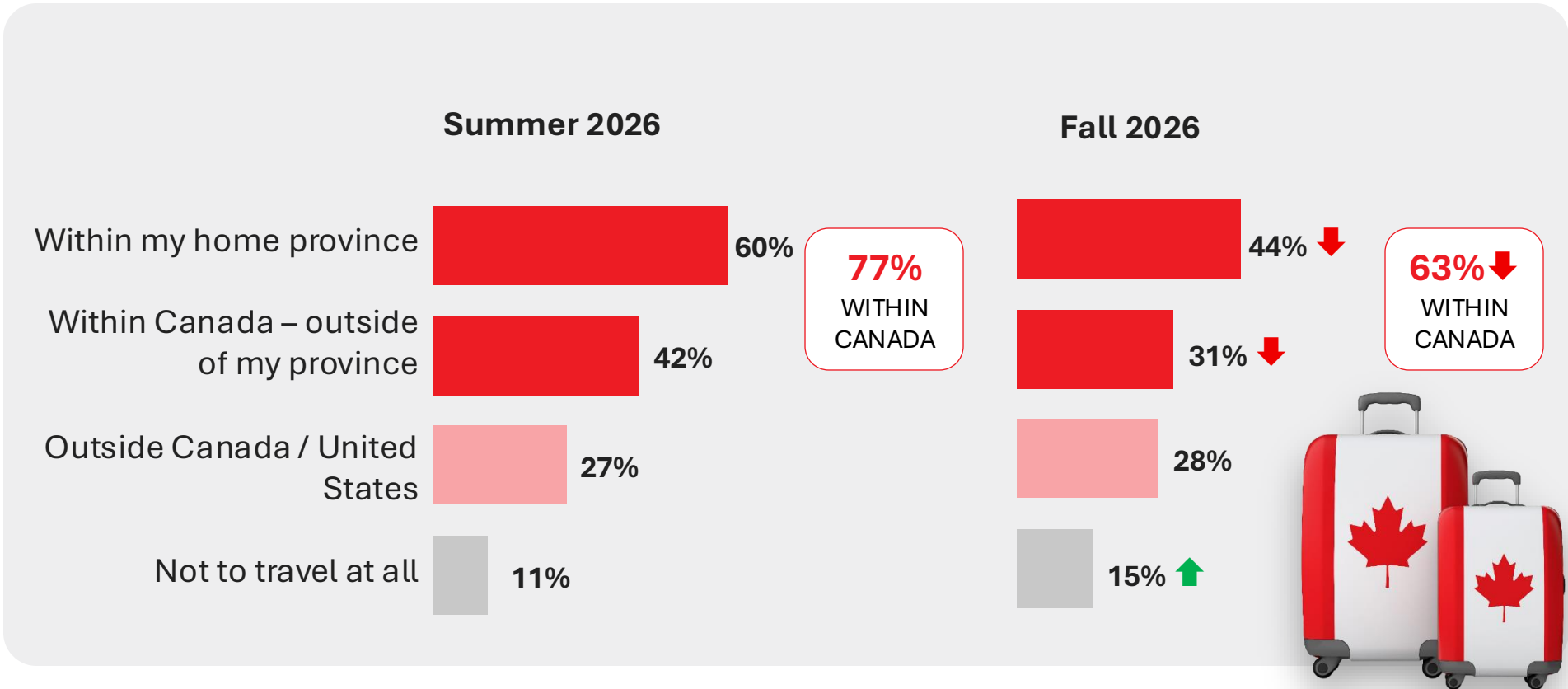
Change in Leisure Travel Destinations: **More Likely** to Travel – By Demographics

Younger Canadians (18–34) continue to drive increased travel intent across all destination types, particularly for domestic travel, followed by international destinations outside North America. In contrast, Canadians aged 55+ report the lowest levels of increased travel intent. Men are more likely than women to report increased intent to travel to the U.S. and Mexico. Regionally, British Columbians show the strongest intent to travel to the U.S. in the next 12 months, while Albertans are most likely to report increased intent to travel to Canadian destinations outside their home province.

% MORE likely to travel	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,538	822	716	439	419	680	160	125	125	603	423	102
Within my home province	36%	38%	35%	46%	34%	32%	40%	41%	31%	34%	39%	35%
Within Canada – outside of my province	29%	31%	28%	42%	28%	23%	31%	40%	32%	28%	26%	29%
To the United States	11%	14%	9%	18%	12%	6%	18%	13%	4%	12%	8%	5%
To Mexico	12%	15%	9%	17%	14%	9%	14%	20%	10%	13%	10%	7%
Outside Canada / United States / Mexico	22%	23%	21%	30%	18%	19%	23%	22%	13%	24%	23%	15%

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

Domestic destinations remain the primary alternative for Canadians who are less likely to travel to the U.S., but this preference has softened since Summer 2026. Nearly two-thirds (63%) say they are more likely to travel within Canada instead, down significantly from 77% in Summer 2026, suggesting that reduced U.S. travel intent is translating less strongly into domestic travel than it did during the summer. Meanwhile, interest in destinations outside Canada and the U.S. remains stable, while more Canadians are unlikely to travel this fall (15% vs. 11%).



Base: Leisure travelers less likely to travel to the United States. Fall 2026 (n=997); Summer 2026 (n=995)
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.

– By Demographics

Younger Canadians (18–34) are more likely to shift their U.S. travel to domestic destinations (74%), including both within their home province (56%) and elsewhere in Canada (43%), while Canadians aged 55+ are less likely to choose domestic alternatives (56%). Regionally, Atlantic Canadians and Albertans are more likely to consider other provinces (55% and 49%, respectively), while Quebecers are less likely to do so (19%).

	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	997	489	508	215	264	518	102	68*	85*	365	303	74*
NET: Canada	63%	64%	62%	74%	65%	56%	60%	67%	65%	65%	55%	74%
Within my home province	44%	44%	44%	56%	49%	37%	47%	31%	33%	48%	47%	43%
Within Canada – outside of my province	31%	32%	30%	43%	31%	26%	26%	49%	40%	30%	19%	55%
Outside Canada / United States	28%	31%	26%	28%	25%	30%	33%	28%	21%	28%	31%	19%
Not to travel at all	15%	12%	18%	11%	15%	17%	14%	13%	18%	15%	17%	11%

Base: Leisure travelers less likely to travel to the United States. Fall 2026 (n=997)

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

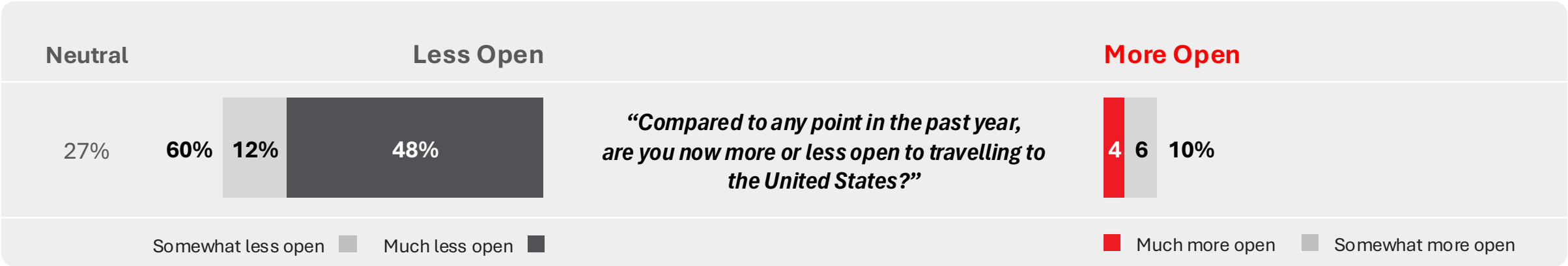
*Small base size, interpret with caution

Significantly higher than comparison group(s)

Significantly lower than comparison group(s)

Openness to Travel to the United States

Resolving recent Canada–U.S. trade tensions and tariffs appears unlikely to substantially shift U.S. travel sentiment: the largest share of Canadians (43%) remains neutral, and less than one in ten (8%) would be much more likely to travel to the U.S. if the Canadian and U.S. governments reached a new agreement. More broadly, sentiment toward U.S. travel remains negative, with 60% less open to visiting than at any point in the past year, including nearly half (48%) who are much less open.



Base: Canadian residents. Fall 2026 (n=1,538)
T8C. If the Canadian and U.S. governments reached a new agreement that reduced or resolved current trade tensions, would this make you more or less likely to travel to the United States?
T8B. Compared to any point in the past year, are you now more or less open to travelling to the United States?

Openness to Travel to the United States – By Demographics

Younger Canadians (18–34) are more likely to respond positively to a resolution of Canada–U.S. trade tensions, with 41% indicating they would be more likely to travel to the U.S., compared with 20% among those aged 55+. Older Canadians also remain the most resistant to U.S. travel overall, with 72% less open to visiting than in the past year, including 65% who are much less open. Women are also less open than men (63% vs. 56%), while regionally, resistance is highest in Quebec (70%) and lower in B.C. (51%).

	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,538	822	716	439	419	680	160	125	125	603	423	102
If the Canadian and U.S. governments reached a new agreement that reduced or resolved current trade tensions, would this make you more or less likely to travel to the U.S.?												
More likely (NET)	28%	29%	27%	41%	29%	20%	34%	28%	24%	30%	24%	24%
Much more likely	8%	9%	7%	10%	10%	4%	9%	9%	9%	8%	7%	4%
About the same	43%	46%	40%	37%	48%	42%	43%	52%	43%	45%	34%	47%
Less likely (NET)	20%	20%	21%	8%	17%	30%	16%	14%	22%	16%	31%	24%
Compared to any point in the past year, are you now more or less open to travelling to the United States?												
More open (NET)	10%	15%	6%	19%	10%	4%	20%	11%	6%	9%	8%	11%
Much more open	4%	6%	2%	5%	6%	2%	8%	4%	-	4%	3%	4%
About the same	27%	25%	28%	28%	33%	22%	27%	29%	29%	30%	18%	30%
Less open (NET)	60%	56%	63%	47%	54%	72%	51%	58%	58%	58%	70%	57%
Much Less open	48%	45%	51%	30%	41%	65%	37%	44%	47%	45%	60%	55%

Base: Canadian residents. Fall 2026 (n=1,538)

T8C. If the Canadian and U.S. governments reached a new agreement that reduced or resolved current trade tensions, would this make you more or less likely to travel to the United States?

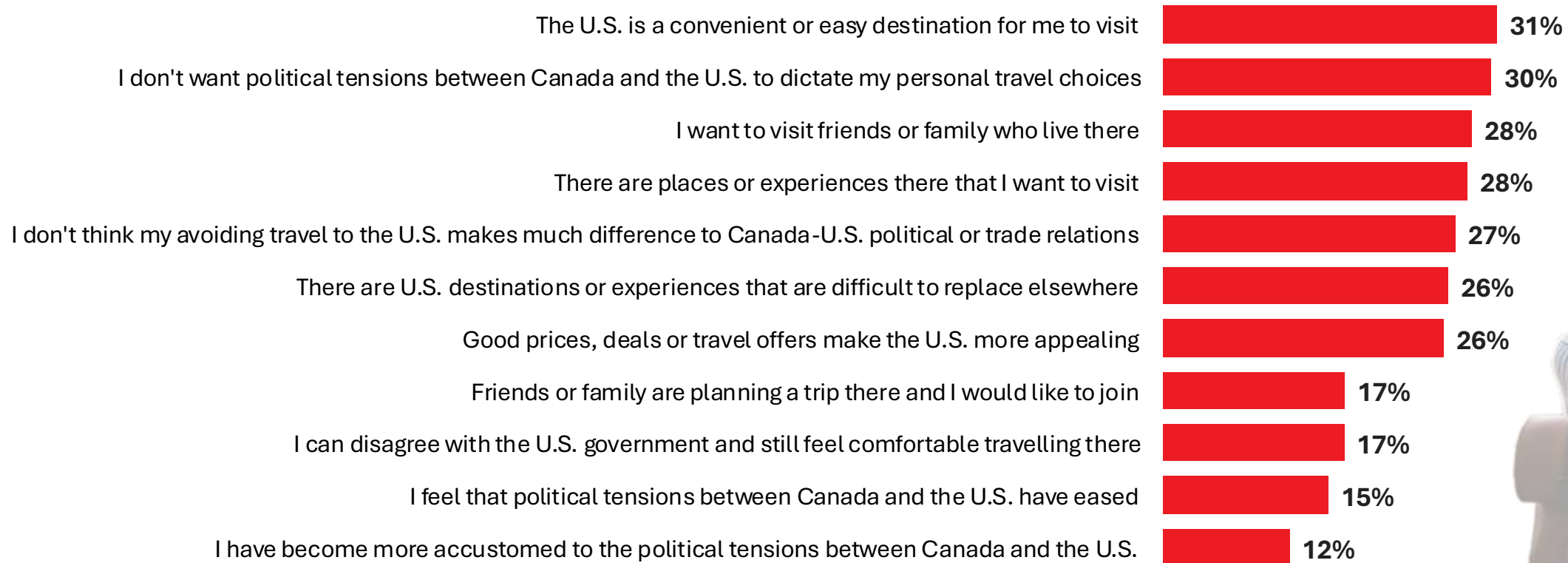
Significantly higher than comparison group(s)

T8B. Compared to any point in the past year, are you now more or less open to travelling to the United States?

Significantly lower than comparison group(s)

Main Reasons for Greater Openness to U.S. Travel

Among Canadians who are more open to U.S. travel, greater openness is driven by the continued appeal of U.S. destinations and a willingness to separate personal travel choices from broader Canada–U.S. political tensions. Convenience is the leading reason (31%), followed by not wanting political tensions to dictate personal travel choices (30%). Visiting friends or family and interest in specific U.S. places or experiences are also key drivers (28% each). More than one-quarter believe that avoiding U.S. travel won't make a difference to Canada–U.S. political or trade relations (27%), while a similar share say there are U.S. experiences that are difficult to replace elsewhere (26%) and that good deals or travel offers make the U.S. more appealing (26%).



Base: Canadian residents who are open to travelling to the United States (n=182). Note: "None of them" (2%) responses and responses <1% not shown.

T9B. Why are you more open to travelling to the United States?



Changes in Leisure Travel Behaviours

Value and affordability are reshaping how Canadians travel compared with a few years ago. More than three in ten are looking for discounts, deals, or packages more often (31%), while about one in five are choosing destinations closer to home, travelling during less busy periods, or opting for lower-cost accommodations (21% each). These changes suggest Canadians are adapting how they travel to manage costs while continuing to make room for leisure travel.



Base: Canadian residents. Fall 2026 (n=1,538). Note: “Not sure” responses are excluded from the results shown (5%).
T10. Thinking about your leisure travel compared with a few years ago, which of the following are you doing more often, if any?

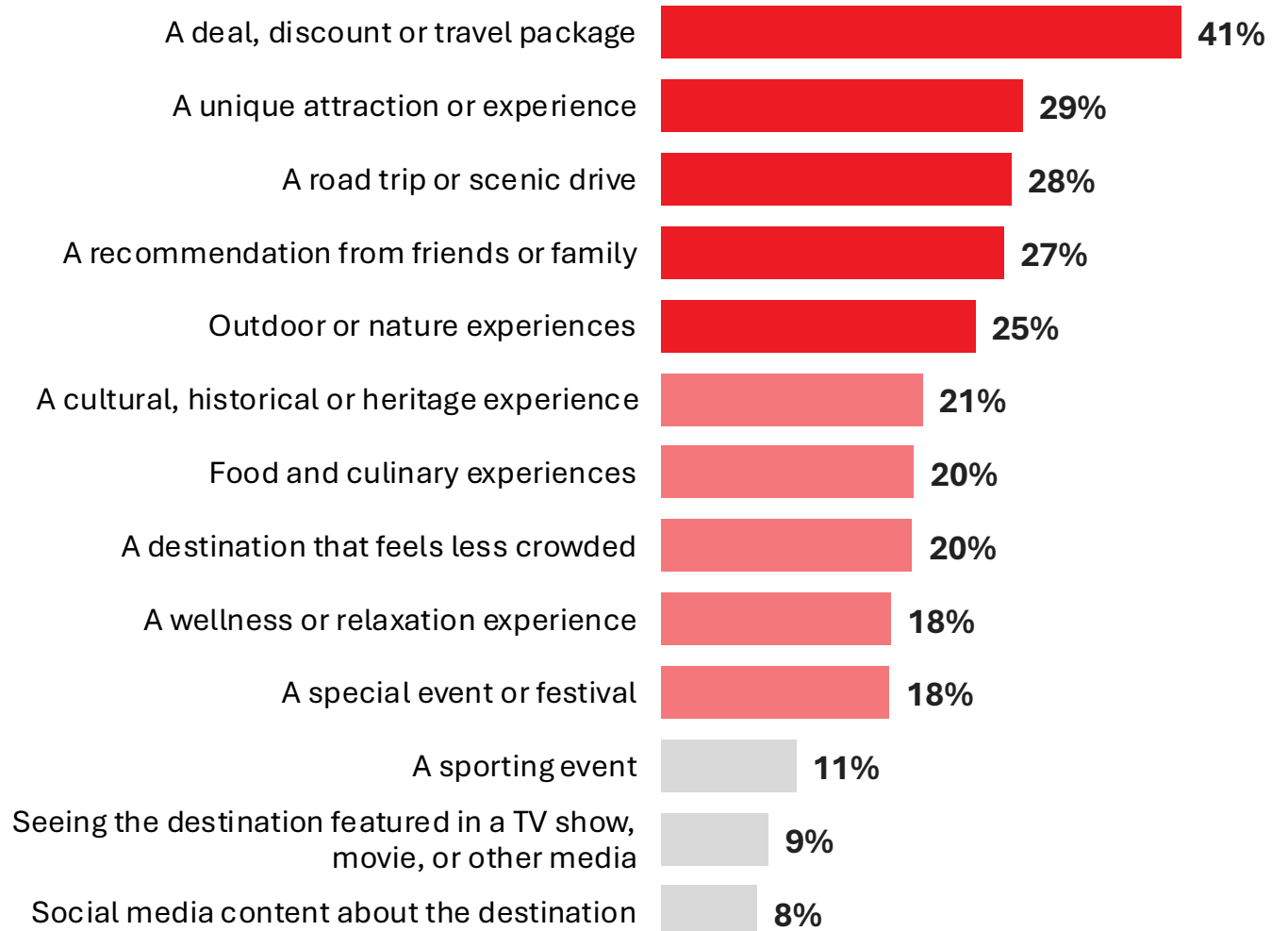
Changes in Leisure Travel Behaviours – By Demographics

Looking for discounts, deals, or packages remains the most common change in travel behaviour across demographic groups. Younger Canadians (18–34) are more likely to choose lower-cost accommodations (28%), take shorter trips (23%), and combine multiple activities or experiences into one trip (16%). Regionally, Atlantic Canadians are more likely to choose destinations closer to home (37%), while Quebecers are more likely to travel during less busy times of year (27%).

Motivators	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1538	822	716	439	419	680	160	125	125	603	423	102
Looking for discounts, deals, or packages	31%	29%	34%	30%	34%	30%	30%	39%	39%	28%	32%	35%
Choosing destinations closer to home	21%	20%	22%	21%	20%	22%	22%	15%	21%	20%	21%	37%
Travelling during less busy times of year	21%	21%	21%	23%	19%	22%	16%	24%	14%	19%	27%	20%
Choosing lower-cost accommodations	21%	21%	21%	28%	23%	15%	19%	17%	24%	21%	23%	23%
Planning trips farther in advance	20%	21%	18%	20%	19%	20%	19%	19%	21%	20%	21%	15%
Taking fewer, but more significant, trips	18%	19%	18%	21%	18%	17%	18%	23%	14%	19%	18%	13%
Taking shorter trips	18%	20%	16%	23%	16%	16%	19%	16%	9%	20%	16%	23%
Taking more day trips	15%	16%	14%	17%	15%	14%	6%	10%	17%	18%	15%	25%
Combining several activities or experiences into one trip	12%	11%	13%	16%	13%	8%	10%	10%	8%	12%	12%	18%
Booking at the last minute to take advantage of deals	9%	10%	8%	10%	10%	7%	10%	6%	4%	9%	10%	9%

Motivators for Exploring New Canadian Destinations

Value is the strongest motivator for exploring new Canadian destinations, with 41% citing a deal, discount, or travel package. Beyond affordability, unique attractions or experiences (29%), road trips or scenic drives (28%), recommendations from friends or family (27%), and outdoor or nature experiences (25%) also encourage exploration. While affordability can help attract travellers to a new destination in Canada, distinctive and appealing experiences provide additional reasons to visit.



Base: Canadian residents. Fall 2026 (n=1,538). Note: "None of them" (12%) responses and not sure (7%) responses are not shown. T11. Which of the following would motivate you to visit a Canadian destination you have not visited before?

Main Motivators for Visiting New Canadian Destinations – By Demographics

While deals, discounts, and travel packages remain the leading motivator overall, they resonate more strongly with women (47%) and Ontarians (47%). Younger Canadians (18–34) are motivated by a broader range of experiences, including unique attractions (34%), outdoor or nature experiences (31%), food and culinary experiences (26%), sporting events (14%), and social media content (13%). Canadians aged 55+ are more drawn to road trips or scenic drives (34%). Atlantic Canadians stand out for cultural or historical experiences (33%), while Ontarians are more motivated by unique (33%) and relaxation experiences (21%).

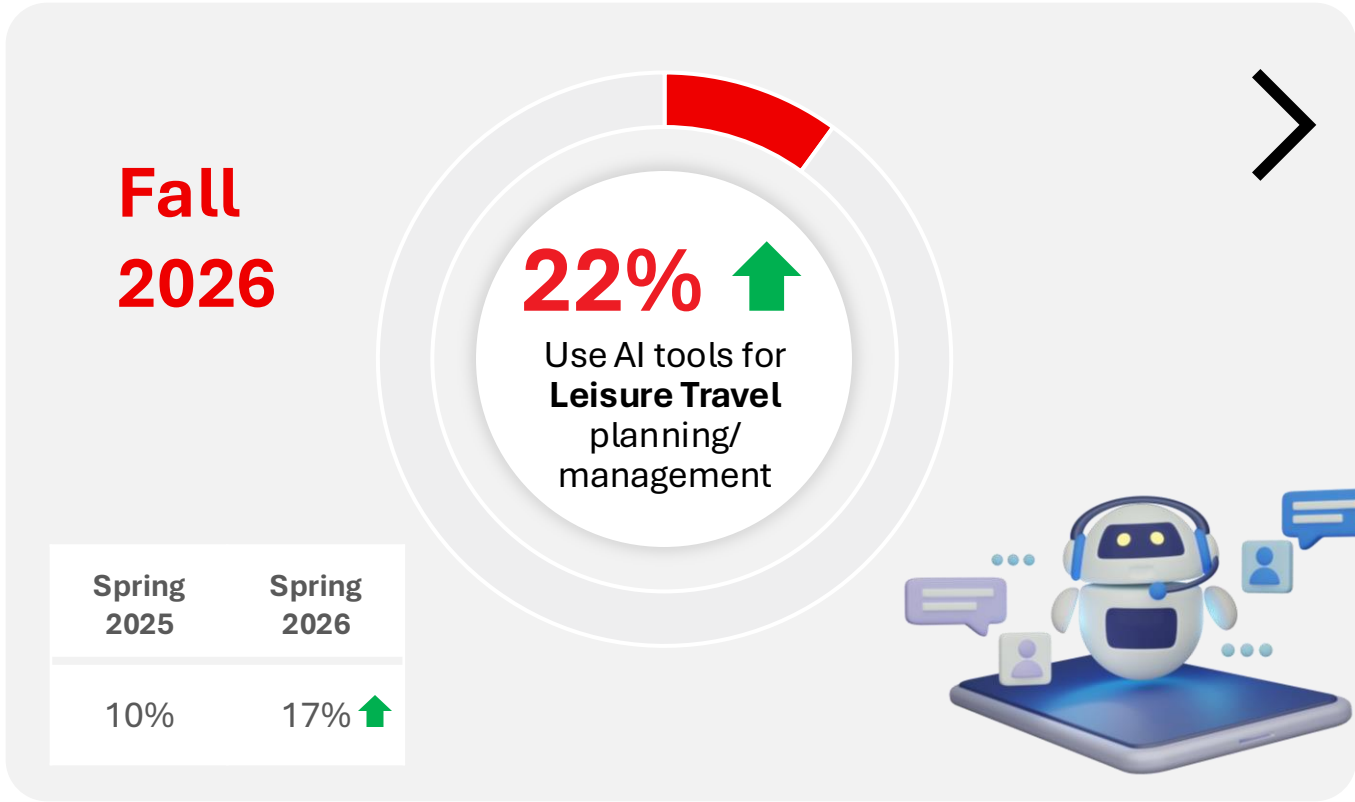
Motivators	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1538	822	716	439	419	680	160	125	125	603	423	102
A deal, discount or travel package	41%	36%	47%	41%	43%	40%	31%	44%	44%	47%	35%	47%
A unique attraction or experience	29%	28%	30%	34%	31%	23%	24%	23%	31%	33%	26%	33%
A road trip or scenic drive	28%	29%	27%	19%	27%	34%	29%	32%	29%	27%	27%	28%
A recommendation from friends or family	27%	26%	29%	29%	26%	27%	29%	25%	25%	27%	25%	38%
Outdoor or nature experiences	25%	24%	26%	31%	27%	19%	26%	29%	27%	25%	23%	22%
A cultural, historical or heritage experience	21%	24%	18%	23%	19%	20%	17%	24%	20%	20%	19%	33%
Food and culinary experiences	20%	20%	20%	26%	22%	15%	22%	24%	25%	19%	17%	20%
A destination that feels less crowded	20%	21%	19%	22%	17%	21%	18%	21%	22%	21%	18%	17%
A wellness or relaxation experience	18%	16%	21%	21%	19%	16%	12%	19%	16%	21%	17%	17%
A special event or festival	18%	19%	18%	20%	21%	14%	17%	22%	15%	19%	15%	23%
A sporting event	11%	15%	7%	14%	10%	9%	13%	10%	18%	10%	9%	10%
Seeing the destination featured in a TV show, movie or other media	9%	10%	7%	10%	10%	7%	4%	11%	11%	9%	9%	9%
Social media content about the destination	8%	8%	7%	13%	6%	5%	4%	5%	9%	9%	7%	10%

Base: Canadian residents. Fall 2026 (n=1,538). Note: “None of them” (12%) responses and not sure (7%) responses are not shown.
T11. Which of the following would motivate you to visit a Canadian destination you have not visited before?

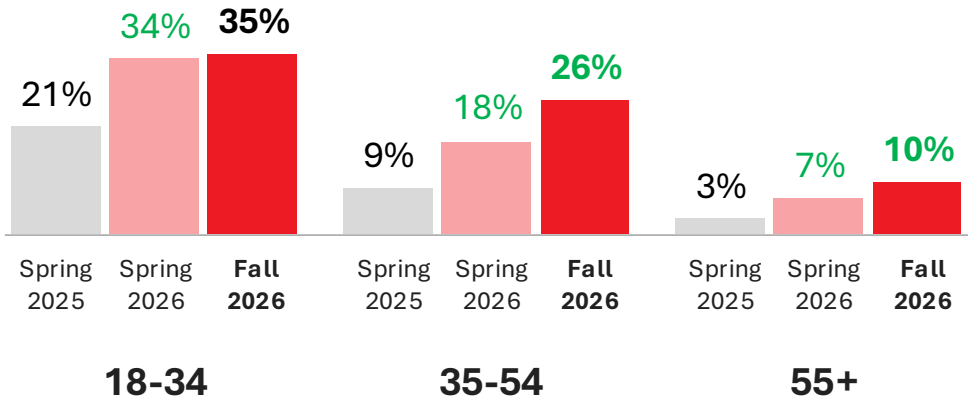
Significantly higher than comparison group(s)
Significantly lower than comparison group(s)

Use of AI for Booking or Managing Leisure Vacation: Tracking over Time

Use of AI tools for leisure travel planning continues to gain momentum, rising significantly to 22% in Fall 2026 from 17% in Spring 2026 and 10% in Spring 2025. While younger Canadians remain the most likely to use AI (35%), adoption is growing significantly among middle-aged (26%) and older Canadians (10%).



Use AI Tools for Leisure Travel
By Age

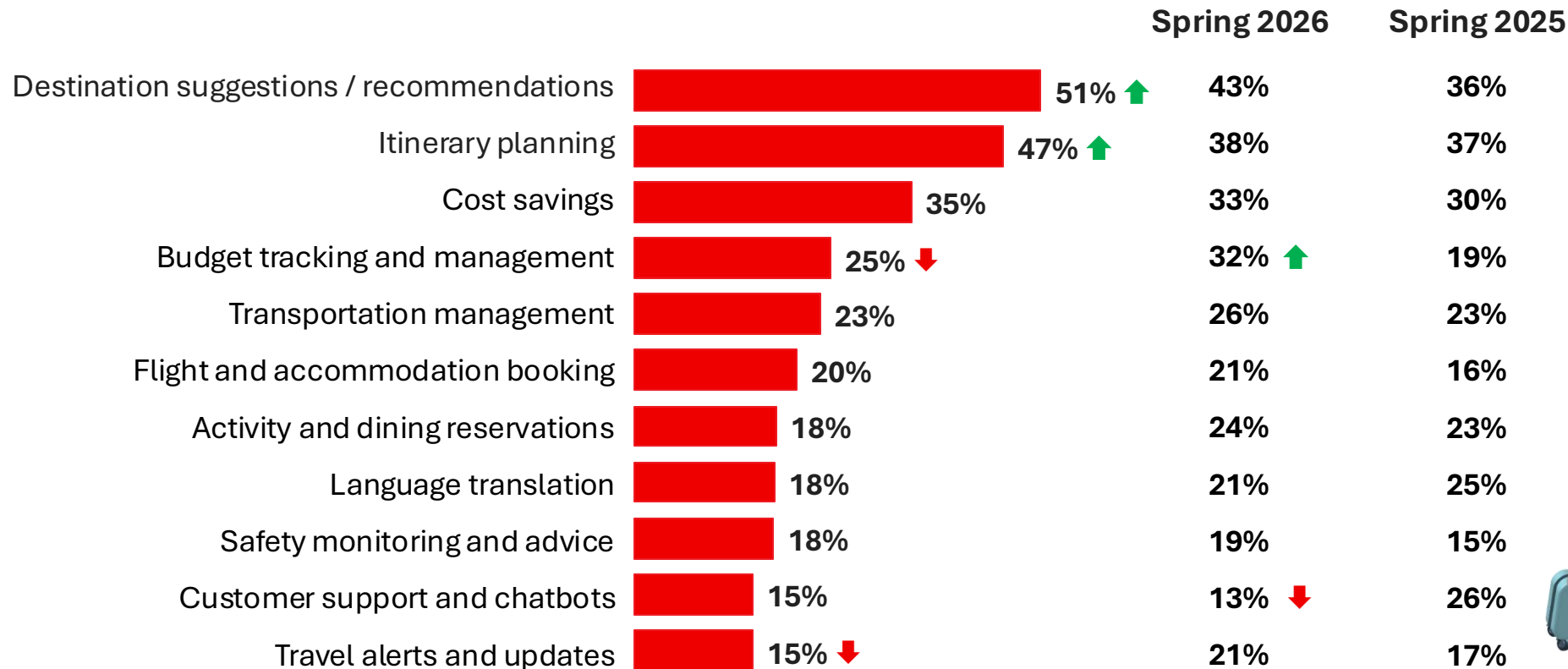


Base: Canadian residents. Fall (n=1,538); Spring 2026 (n= 1,583); Spring 2025 (n=1,553)
T6. Have you ever used AI (artificial intelligence)-driven tools for planning, booking or managing your leisure vacations?

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

Main Uses of AI for Booking or Managing Leisure Vacation: 2025 vs. 2026

As AI adoption for leisure travel continues to grow, travellers are increasingly using it for inspiration and itinerary planning. Destination suggestions and recommendations (51%) and itinerary planning (47%) have both increased significantly since Spring 2026 and remain the leading applications. Cost savings also remain important (35%), while use for budget tracking and travel alerts has declined.



Use of AI Tools and Main AI Uses 2026 – By Demographics

Travellers who use AI for leisure travel rely on many of the same core applications across demographic groups, particularly destination recommendations and itinerary planning. Men are more likely than women to use AI for flight and accommodation booking (25% vs. 15%) and safety monitoring and advice (23% vs. 11%), while Canadians aged 55+ are less likely to use it for budget tracking and management (13%).

	Total	Male	Female	18-34	35-54	55+	BC	ON	QC
n=	1,538	822	716	439	419	680	160	603	423
Used AI Tools for Leisure Travel	22%	24%	20%	35%	26%	10%	22%	24%	25%
Main Uses:	n=								
	397	247	150	184	128	85*	43*	161	125
Destination suggestions / reco.	51%	47%	57%	50%	51%	56%	44%	54%	53%
Itinerary planning	47%	43%	51%	43%	45%	56%	51%	42%	53%
Cost savings	35%	38%	31%	29%	39%	41%	38%	34%	24%
Budget tracking and management	25%	27%	23%	30%	25%	13%	20%	26%	20%
Transportation management	23%	23%	24%	26%	17%	30%	27%	24%	25%
Flight and accommodation booking	20%	25%	15%	18%	20%	28%	15%	25%	16%
Activity and dining reservations	18%	19%	17%	18%	17%	18%	12%	19%	13%
Language translation	18%	22%	13%	17%	16%	22%	20%	15%	20%
Safety monitoring and advice	18%	23%	11%	16%	18%	20%	19%	13%	20%
Customer support and chatbots	15%	16%	13%	18%	10%	18%	21%	18%	10%
Travel alerts and updates	15%	18%	11%	17%	14%	12%	10%	20%	9%

Base: Canadian residents. Fall 2026 (n= 1,538). T6. Have you ever used AI (artificial intelligence)-driven tools for planning, booking or managing your leisure vacations?

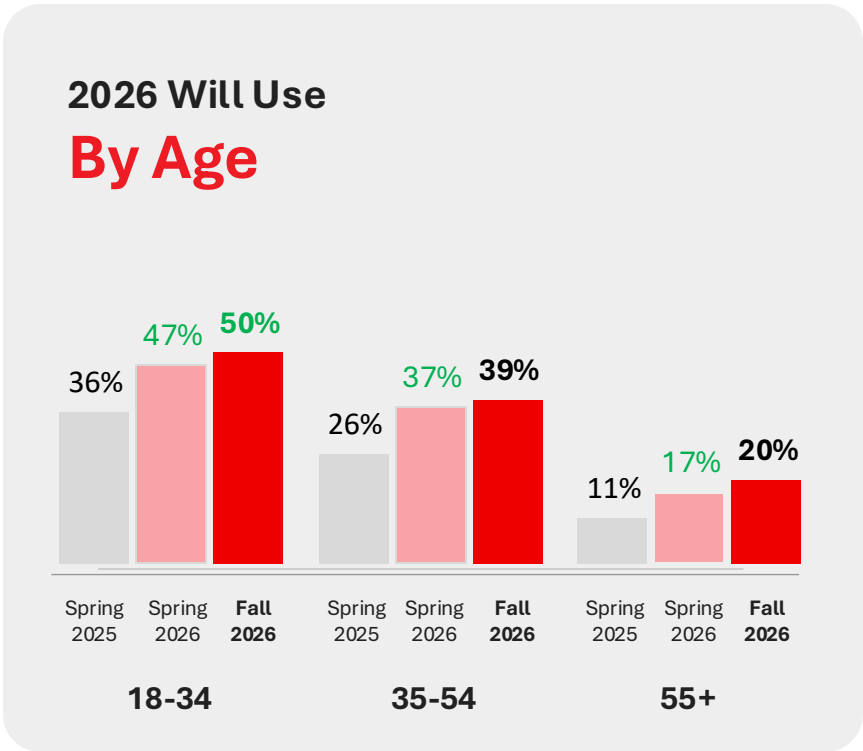
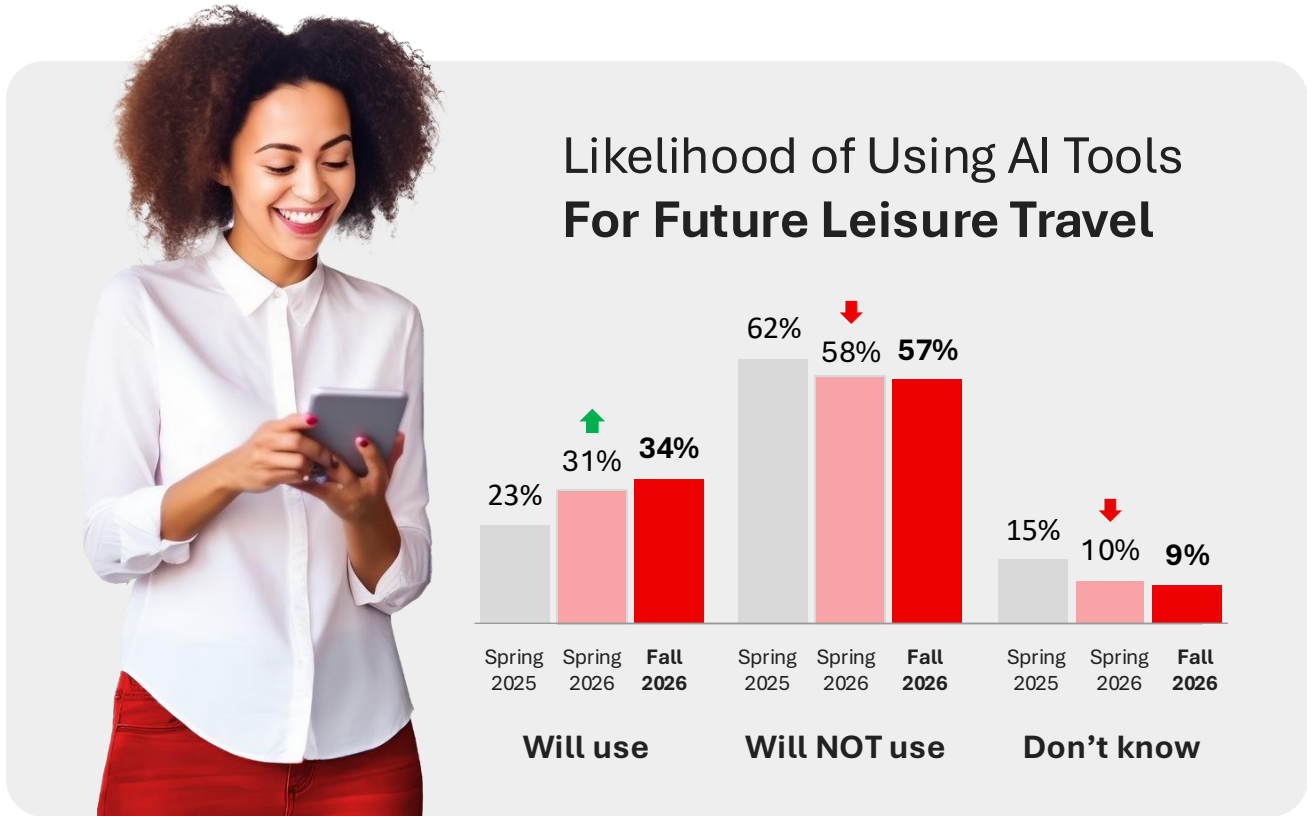
Base: Canadians who have ever used AI-driven tools for planning, booking or managing their leisure vacations. (n=397). *Small base size (n< 100), interpret with caution. Provinces with <30 responses are not shown. T7. For what activities have you used AI-driven tools during your vacation planning/ management?

Significantly higher than comparison group(s)

Significantly lower than comparison group(s)

Likelihood of Using AI for Planning Next Leisure Vacation

Likelihood of using AI for future leisure travel also continues to trend upward, although growth has slowed. One-third of Canadians (34%) are likely to use AI tools to plan their next trip, compared with 31% in Spring 2026 and 23% in Spring 2025. Younger Canadians remain the most receptive, with half (50%) of those aged 18–34 likely to use AI, followed by 39% of those aged 35–54 and 20% of those aged 55+. While future use remains strongly age-driven, likelihood has increased across all age groups since Spring 2025.



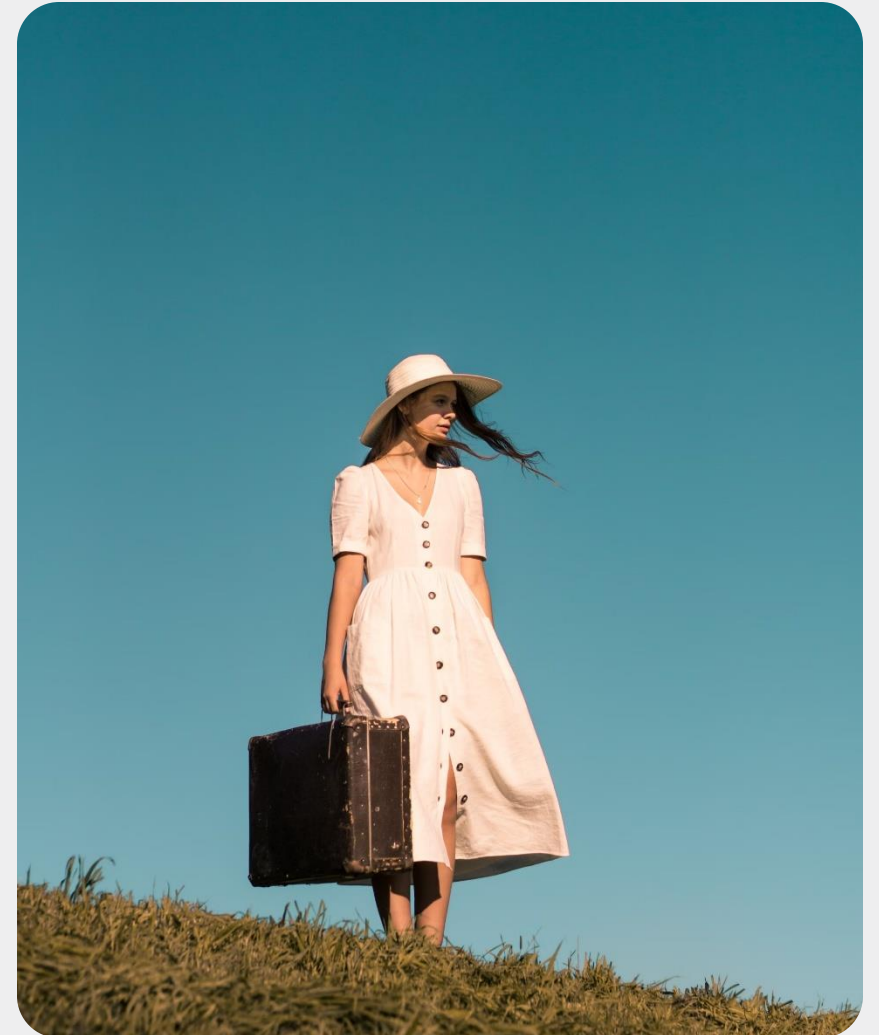
Likelihood of Using AI for Planning Next Leisure Vacation– By Demographics

Beyond age, men are more likely than women to plan to use AI for their next leisure trip (38% vs. 31%). Regionally, intent is significantly lower in Manitoba/Saskatchewan and Atlantic Canada (22% each), highlighting uneven adoption across the country.

	Total	Male	Female	18-34	35-54	55+	BC	AB	MB/SK	ON	QC	Atlantic
n=	1,538	822	716	439	419	680	160	125	125	603	423	102
NET: Will use	34%	38%	31%	50%	39%	20%	34%	31%	22%	36%	39%	22%
Definitely will use	10%	12%	9%	14%	14%	5%	10%	11%	4%	11%	11%	6%
Probably will use	24%	26%	22%	37%	24%	15%	24%	21%	19%	25%	27%	16%
NET: Will NOT use	57%	53%	60%	43%	52%	70%	57%	58%	65%	55%	54%	68%
Probably will not use	25%	21%	28%	22%	24%	27%	23%	19%	33%	24%	26%	30%
Definitely will not use	32%	32%	32%	20%	28%	43%	34%	39%	32%	31%	27%	38%
Not sure	9%	9%	9%	7%	9%	10%	8%	10%	12%	9%	7%	10%

3

Respondent Profile



Respondent Profile

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

	Fall 2026
	(n=1,538)
Region	
British Columbia	14%
Alberta	11%
Saskatchewan/Manitoba	6%
Ontario	39%
Quebec	23%
Atlantic	6%
Area	
Urban	44%
Suburban	35%
Rural	21%

	Fall 2026
	(n=1,538)
Gender	
Male	49%
Female	51%
Age	
18-34	27%
35-54	32%
55+	41%

Contact Us

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



Jane Ha-Trapp

Senior Vice-President
jhatrapp@leger360.com
403-209-4110



Steve Mossop

Executive Vice-President
smossop@leger360.com
604-424-1017

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