

Canadians are ready to travel in 2024



Blue Cross Travel Study





Canadians are eager to travel despite inflation and are finding creative and cost-efficient ways to relax and recharge.



Methodology

To create the 2024 Blue Cross Travel Study, Research + Knowledge = Insight, an independent research company, conducted an online survey in November 2023.

The comprehensive sample for this survey included 2,047 adult Canadians, including 12 key demographic measures (pictured to the right).

The study has a margin of error of plus or minus 2%, 19 times out of 20.





More travel is planned

Canadians are optimistic about travel in 2024, with more planning trips this year than last.

Travel outside of home province/territory:

Next 12 months

79%

Past 12 months

68%

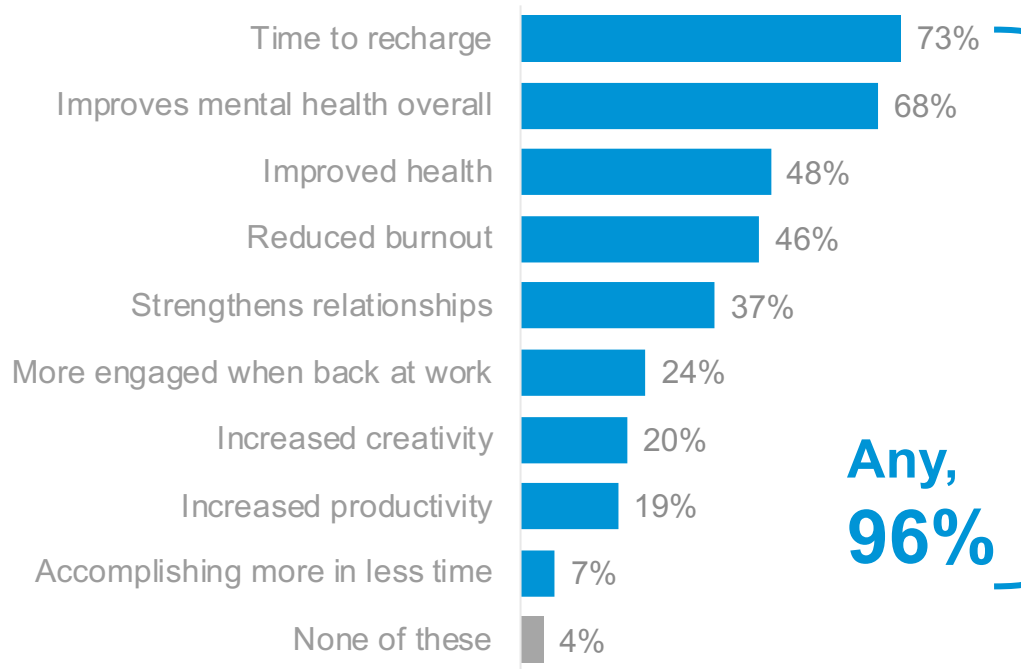
9. Have you taken any out of province/territory trips for any of the following reasons in the past 12 months?
10. Do you plan to take any out of province/territory trips for any of the following reasons in the next 12 months?



Travel is rejuvenating

Nearly all Canadians recognize the benefits of travel, with the top cited benefits to taking a vacation being “time to recharge”, “reduced burnout” and “improvement to mental health”.

Perceived benefits of vacation:



Any,
96%

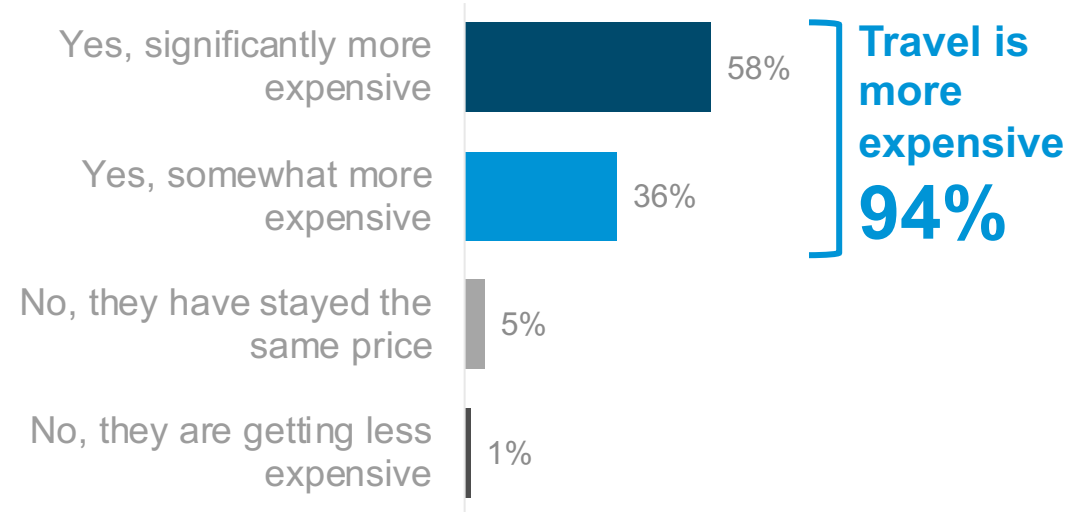




Travel costs are rising

Almost all Canadians say they feel the cost of travelling is increasing.

Costs of travel now VS past several years:



Average spend on vacation by Canadians who have travelled in the past 12 months: \$4,241

26. Do you feel that the cost of travelling (flights and hotels) has increased over the past several years? 24. About how much did you spend on your last vacation?



Costs are changing plans

Many Canadians report travelling less this year than in the past, often because of increased costs.

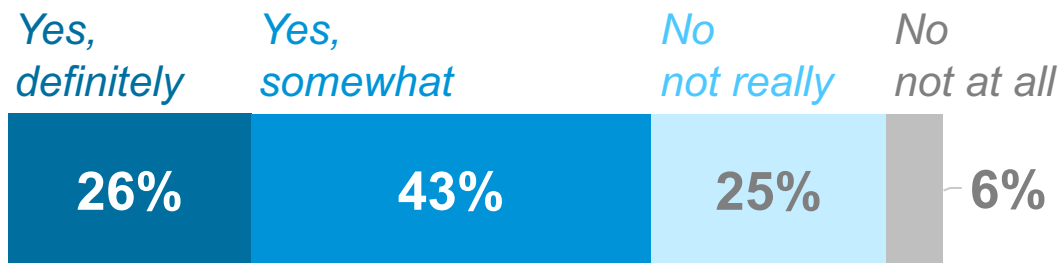
46%

Are travelling less this year than in the past

34%

Of those not using all their vacation time say it's because they can't afford to go anywhere

Increased cost of travel preventing travelling:



15. Are you travelling more or less than in the past? 27. Is the increased cost of travel preventing you from travelling? 37. What are the key reasons that you do not use all of your vacation time?

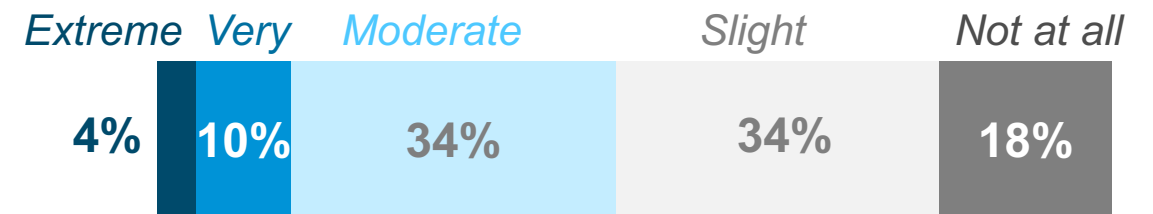




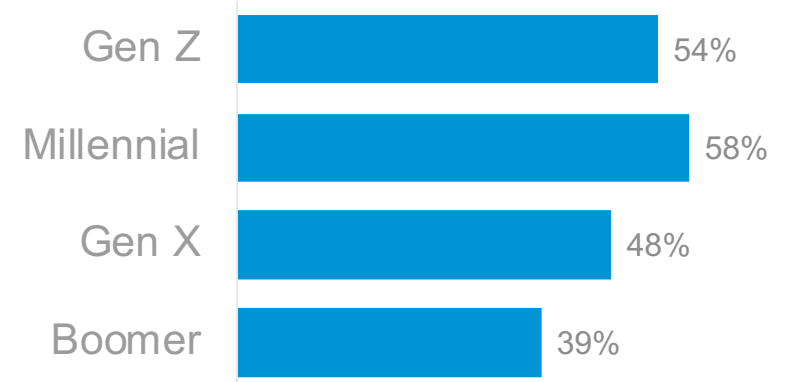
Travel can be stressful

Gen Z and Millennial Canadians are more likely to find travel stressful.

Canadians' level of stress associated with travel:

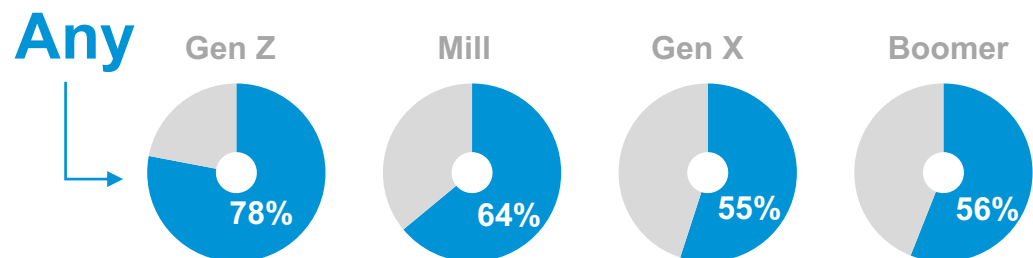
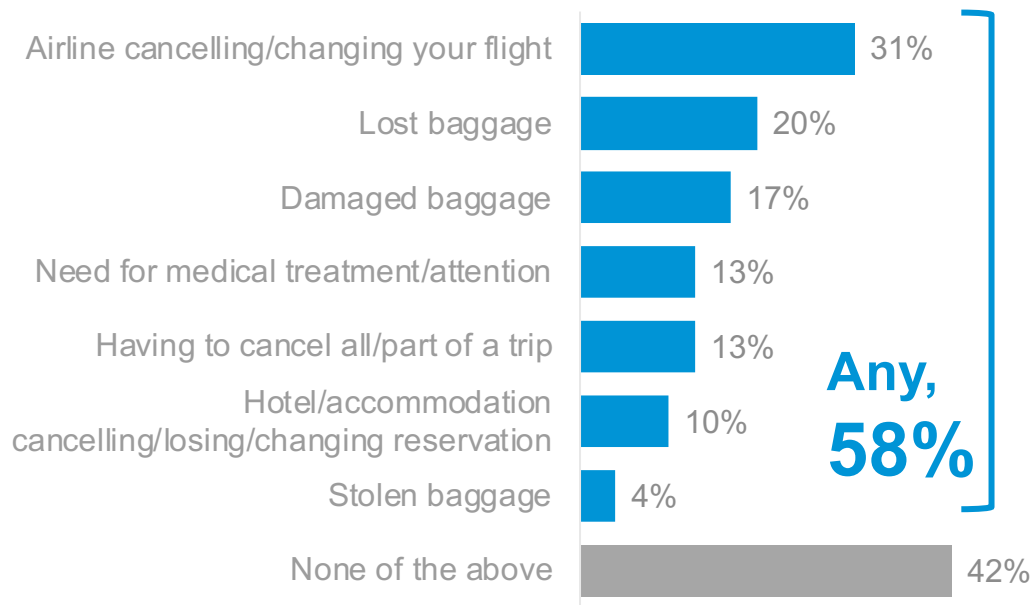


Find travel extremely, very, or moderately stressful:



Key travel challenges

Disruptions continue after last year's turbulent return to travel, especially for younger travellers.



33. Have you ever experienced any of the following while on a trip?

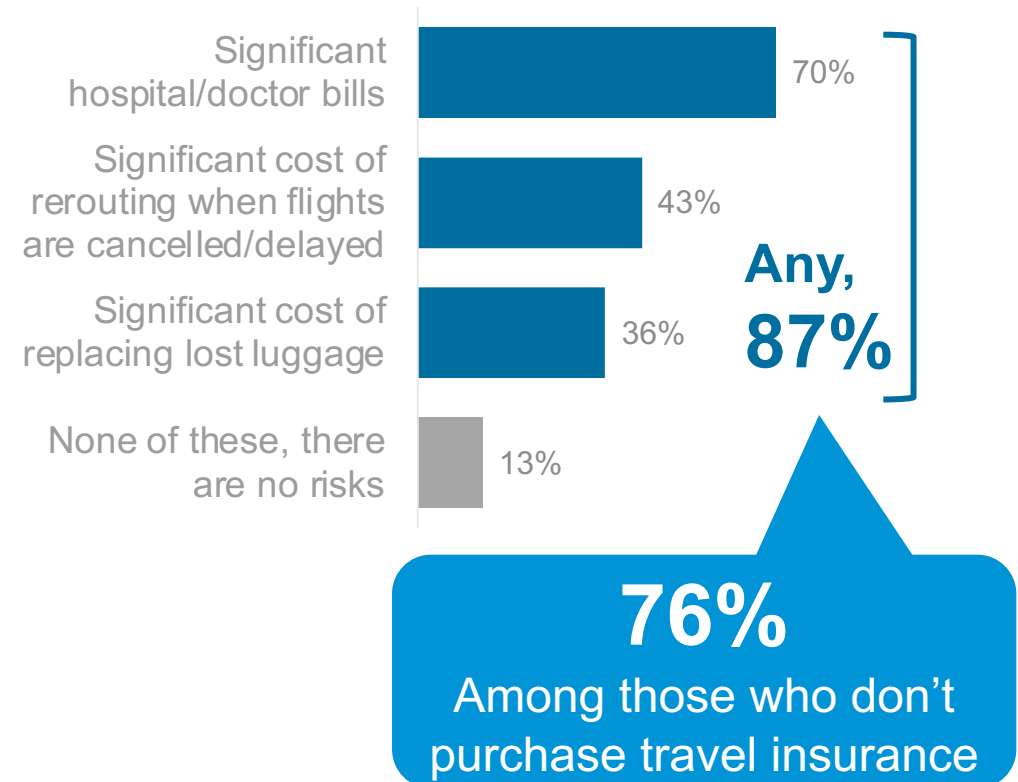




Insurance manages risk

Most Canadians (87%) recognize that travelling without insurance is risky.

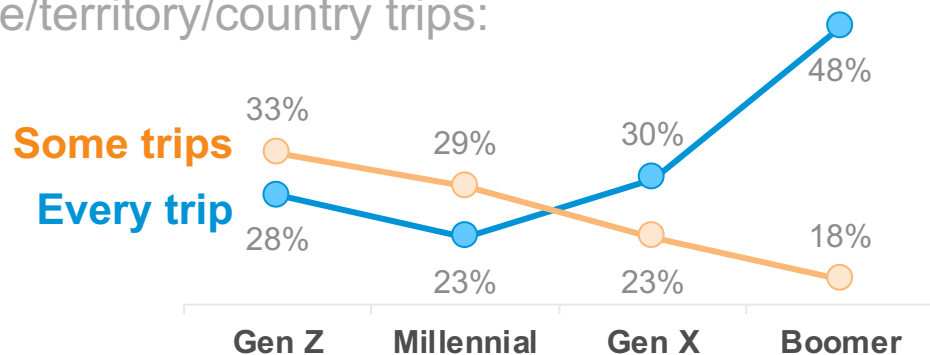
Perceived risks of not buying travel insurance:



Buying travel insurance

57% of travellers say they purchase travel insurance at least occasionally; younger generations are less likely to always purchase travel insurance.

Purchase travel insurance for out of province/territory/country trips:

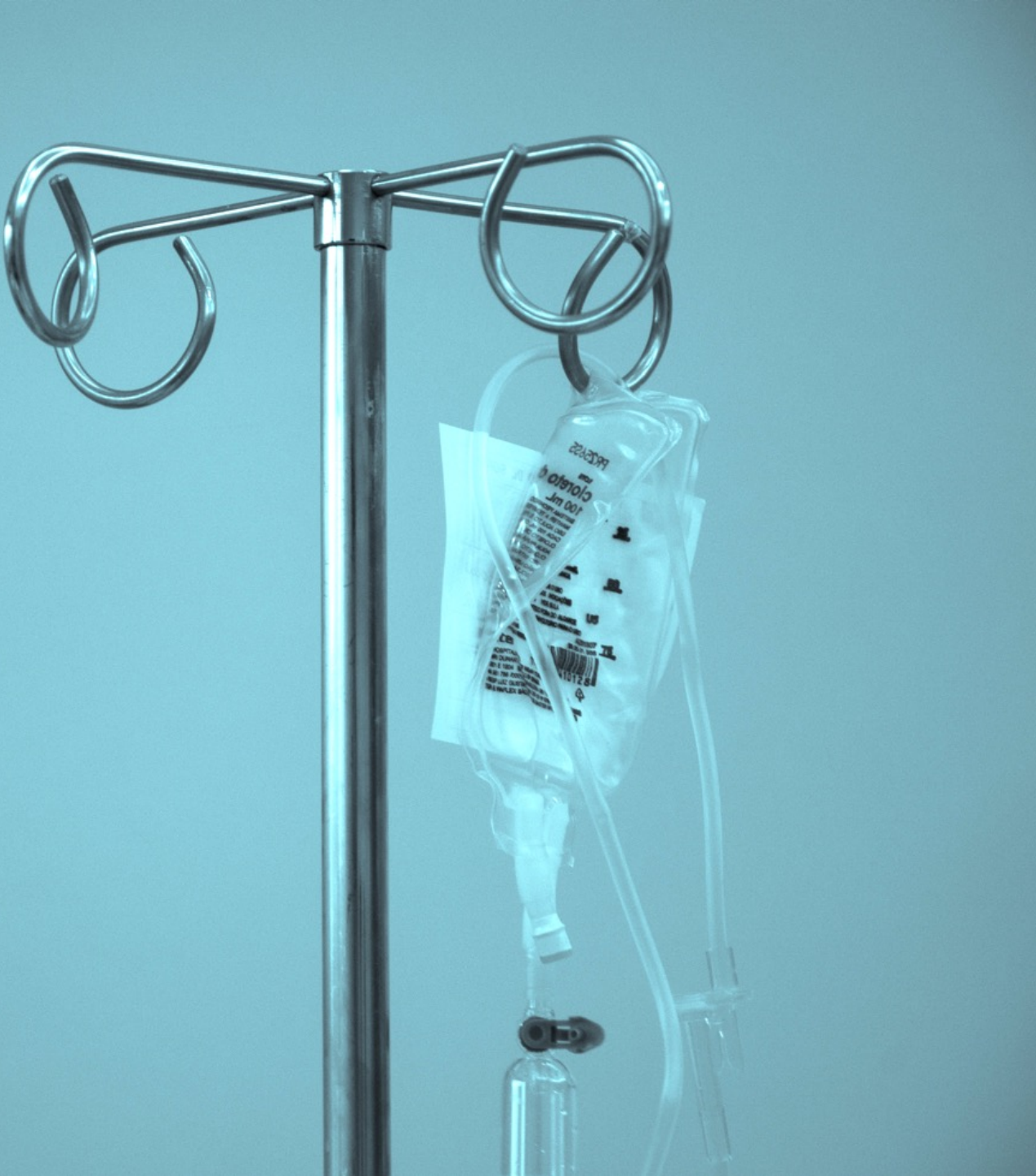


47%

Of Gen Z bring extra cash, their top tactic for peace of mind when travelling

23. Which of the following gives you greater peace of mind when travelling?
28. Do you purchase travel insurance when planning a trip?



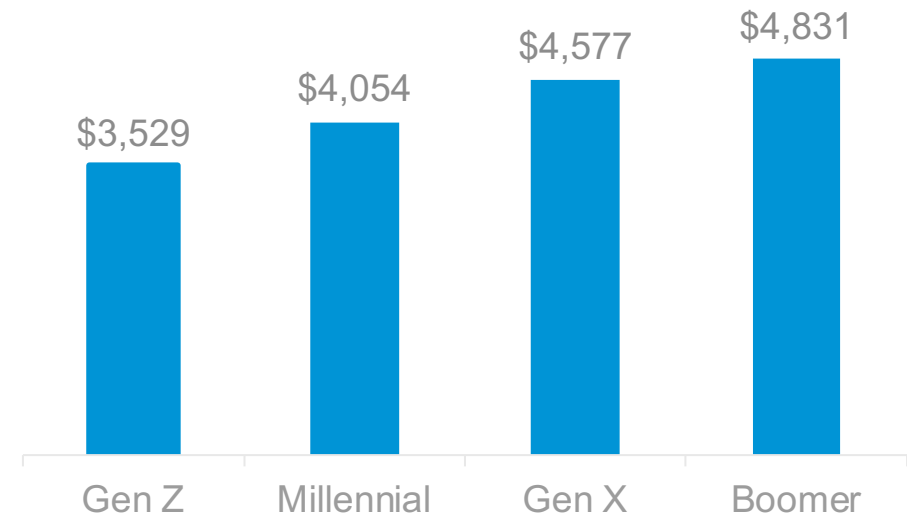


Underestimating risks

Canadians estimate that the cost of an overnight stay in an emergency room in the U.S. would be \$4,483, well below the actual cost.

Younger Canadians are especially likely to underestimate this cost.

Estimated costs of an overnight stay in an emergency room in the US:

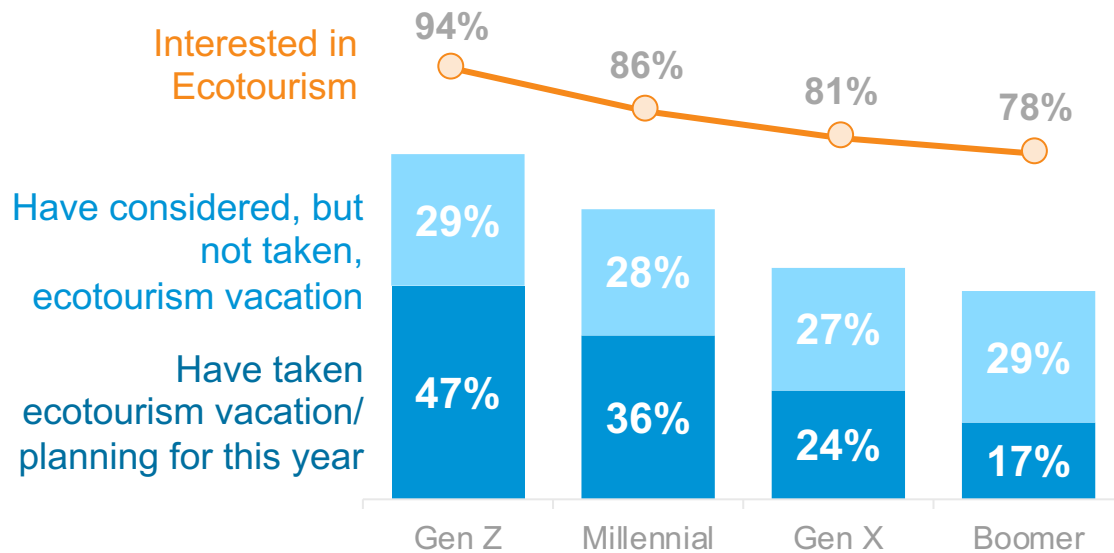


31. As far as you know, what would be the cost of an overnight stay in an emergency room in the US?



Ecotourism is growing

Ecotourism is on the rise in Canada; 82% of Canadians are interested and 26% having taken, or plan to take, an ecotourism trip.



55%
Gen Z who say ecotourism is interesting because it's a more meaningful experience



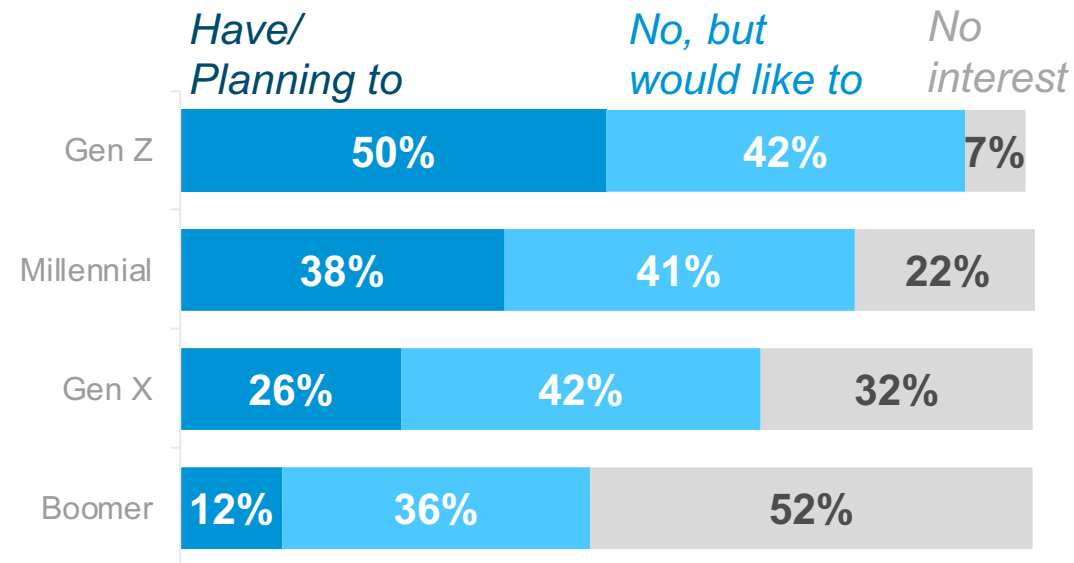
16. Have you ever considered taking a vacation that would be considered ecotourism?
17. Which of the following facets of ecotourism are most interesting to you?



Travel and remote work

Because of the option of remote work, 29% of working Canadians relocated, or plan to relocate, to a different province/territory or country for a few months. Another 41% would like to do so. This is especially true for younger Canadians.

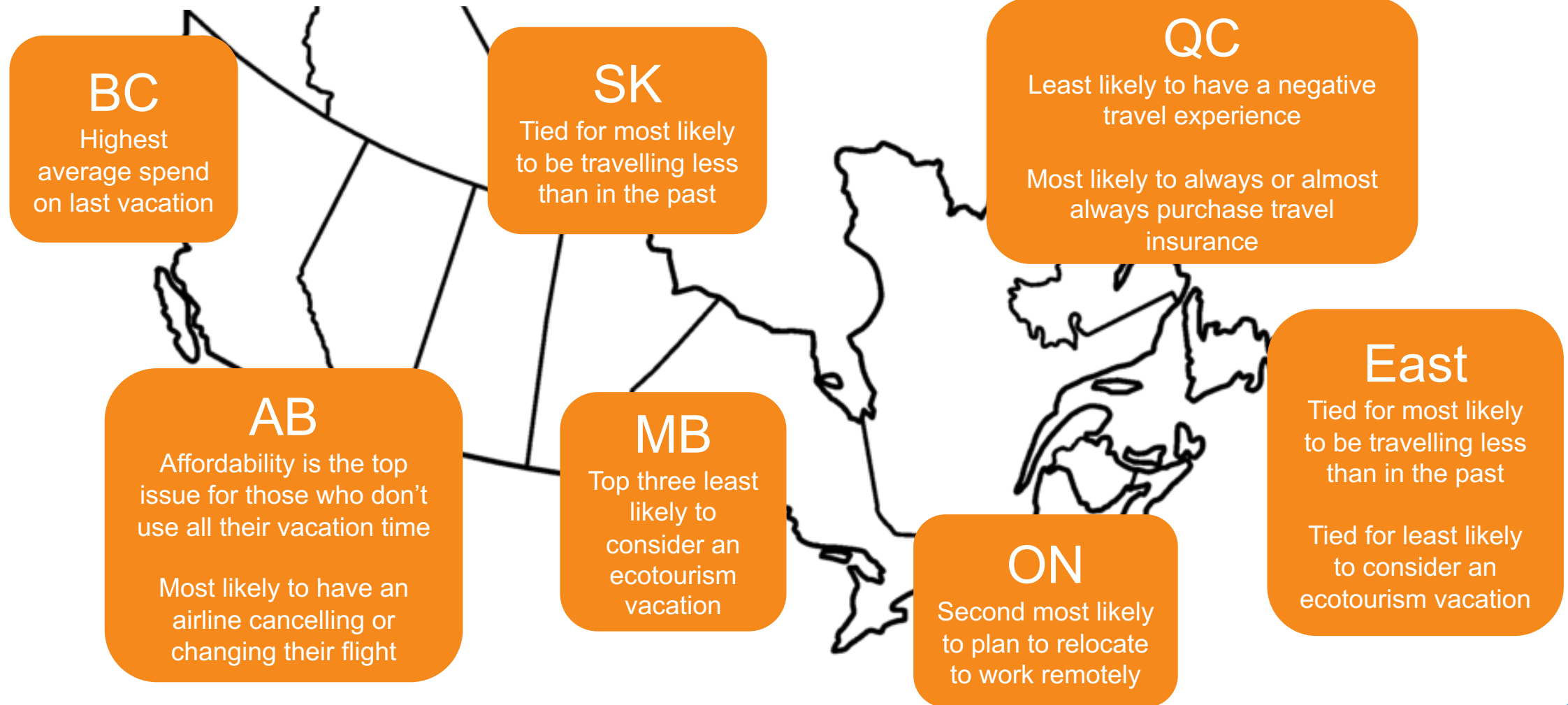
Interest in relocation given emergence of remote work:



14. Have you considered relocating to a different province/territory or country for a few months, now that remote work is more possible?



Regional highlights reveal additional perspectives



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For more information, visit
bluecross.ca/travelstudy

