



Significant Shifts Underway with Canadian Travellers

2025 Blue Cross Travel Study





Canadians are rethinking how they travel this year, not whether they travel

2025 sees increased financial pressures, geopolitical uncertainty, rising over-tourism and climate change concerns



Methodology

To create the 2025 Blue Cross Travel Study, Research + Knowledge = Insight, an independent research company, conducted an online survey in November 2024 (following the U.S. election).

The comprehensive sample for this survey included 2,072 adult Canadians who have either travelled in the past 12 months or plan to travel in the next 12 months, or both. Twelve key demographic measures (pictured to the right) were measured.

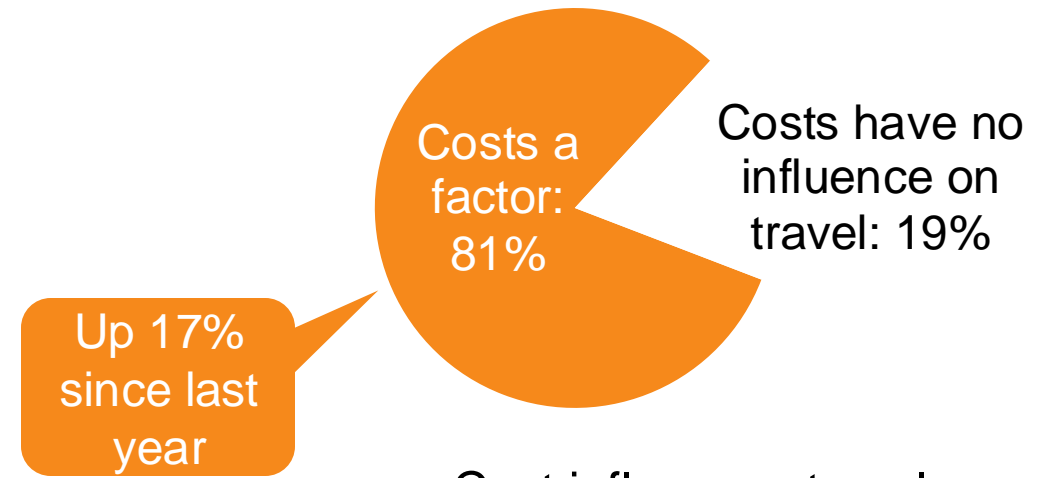
The Study has a margin of error of plus or minus 2%, 19 times out of 20.



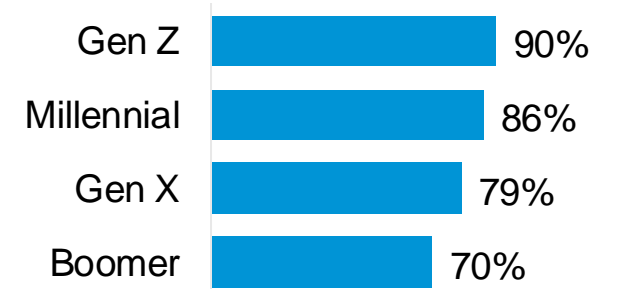


Cost pressures growing

Financial pressures and a weak dollar are reshaping travel plans, especially for younger Canadians:



Cost influences travel

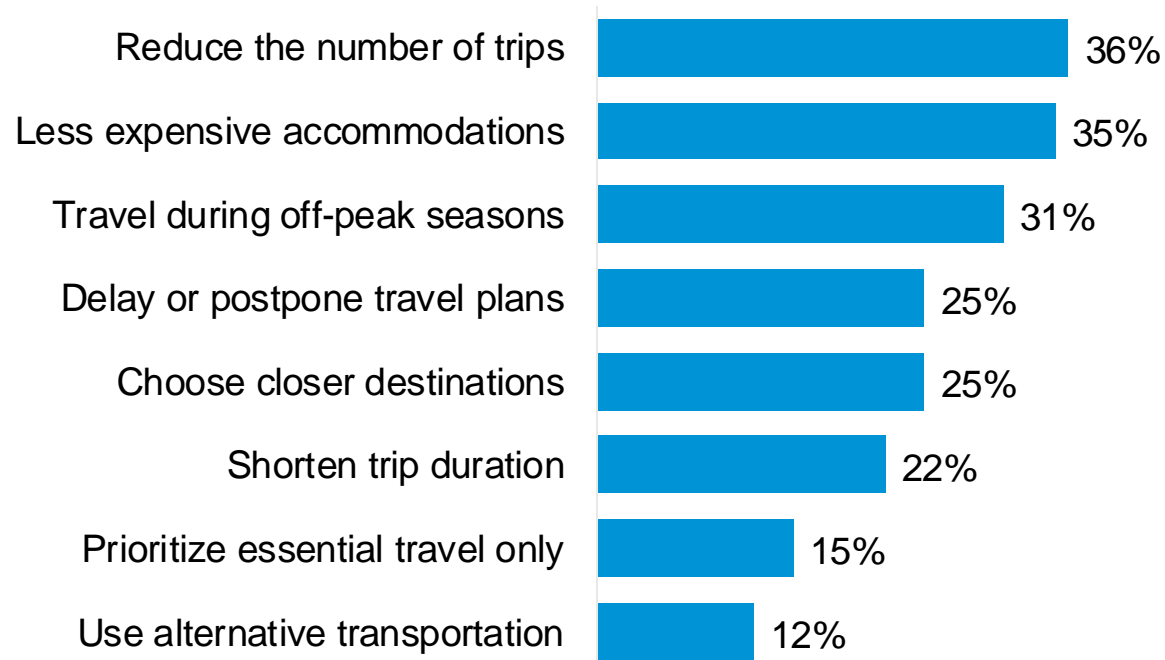


13. Has the increased cost of travel caused you to do any of the following?
Think about the next 12 months of trips.



Travel habits changing

Alternative options implemented for satisfying desires for adventures while facing financial barriers:



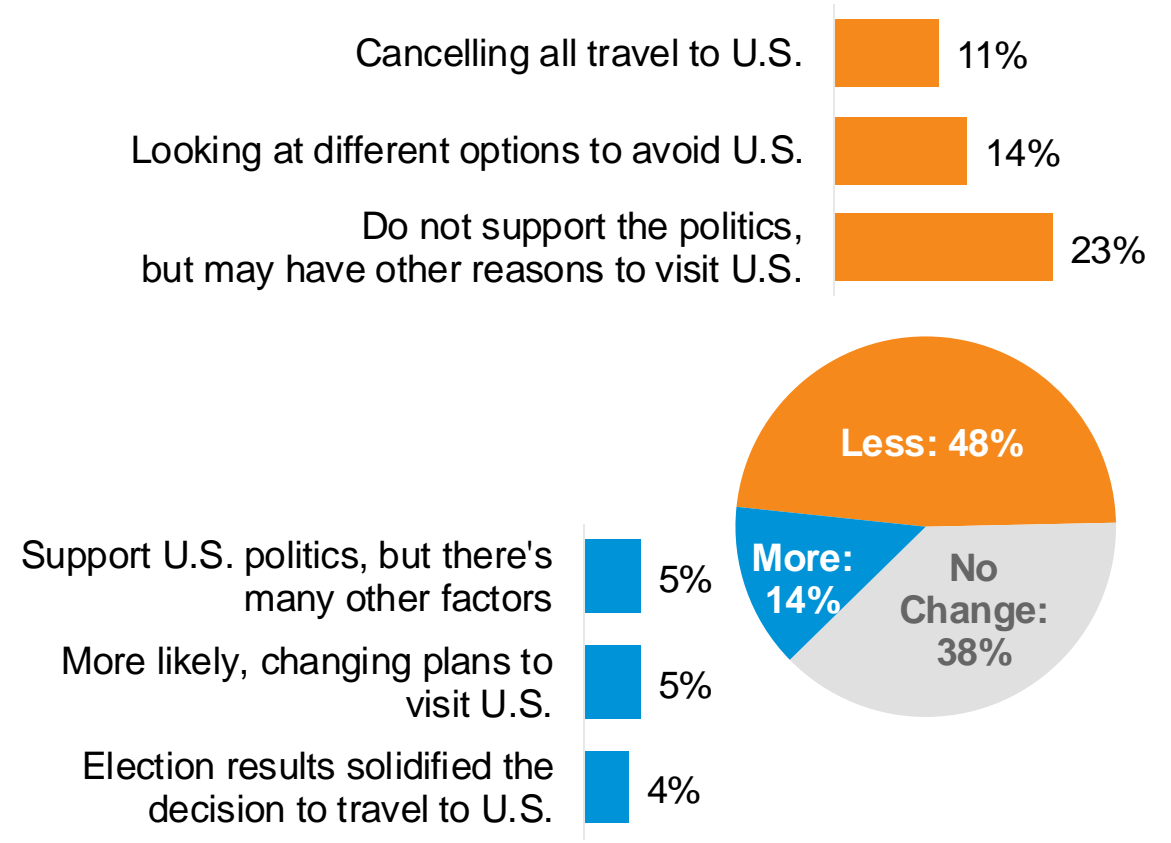
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U.S. travel intentions drop

The recent U.S. election has had an impact on Canadians' plans to visit the U.S.:



31. Has the recent election result in the United States made you more or less likely to travel to the U.S. in the next 12 months?



Canadians are seeking Zen while travelling

44%



Zen Traveller

- Prefers slow, relaxed travel experiences
- Avoids packed itineraries and rigid plans
- Finds joy in unwinding and soaking in the moment

35%



YOLO Traveller

- Lives for adventure and high-energy activities
- Fills every moment with sights, sounds and experiences
- Believes in making the most of every single moment

20%



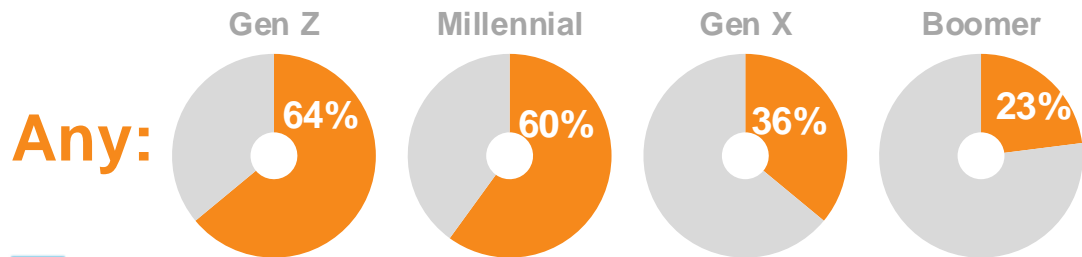
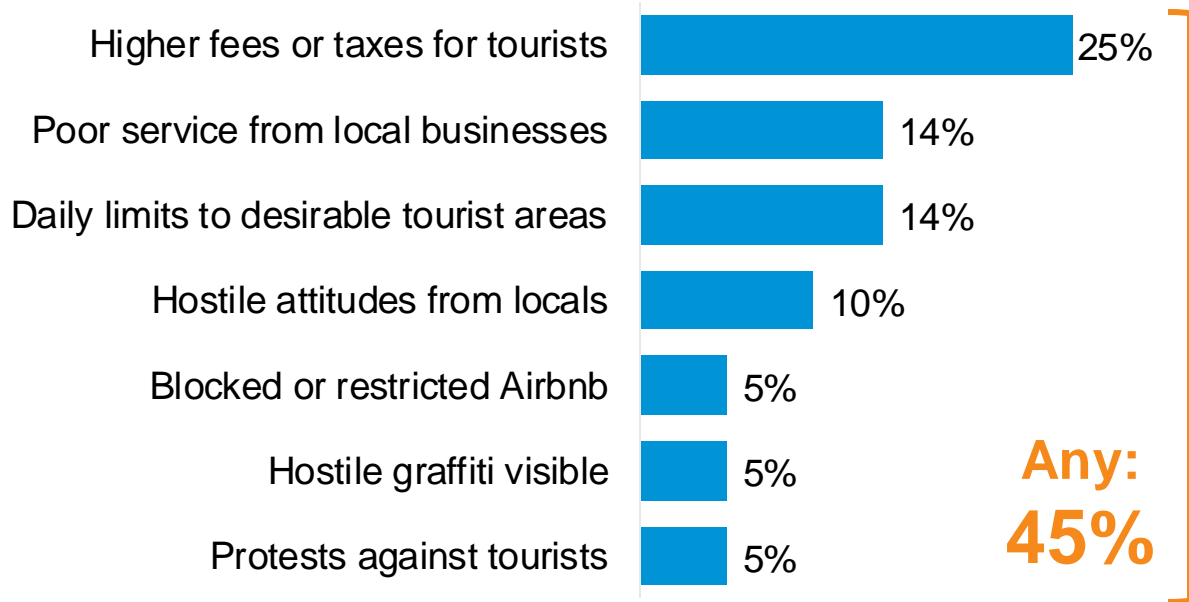
FOMO Traveller

- Loves uncovering hidden gems and unique spots
- Feels compelled to see it all in case they miss something special
- Believes in exploration with a never-ending list of ideas



Anti-tourist sentiment is up

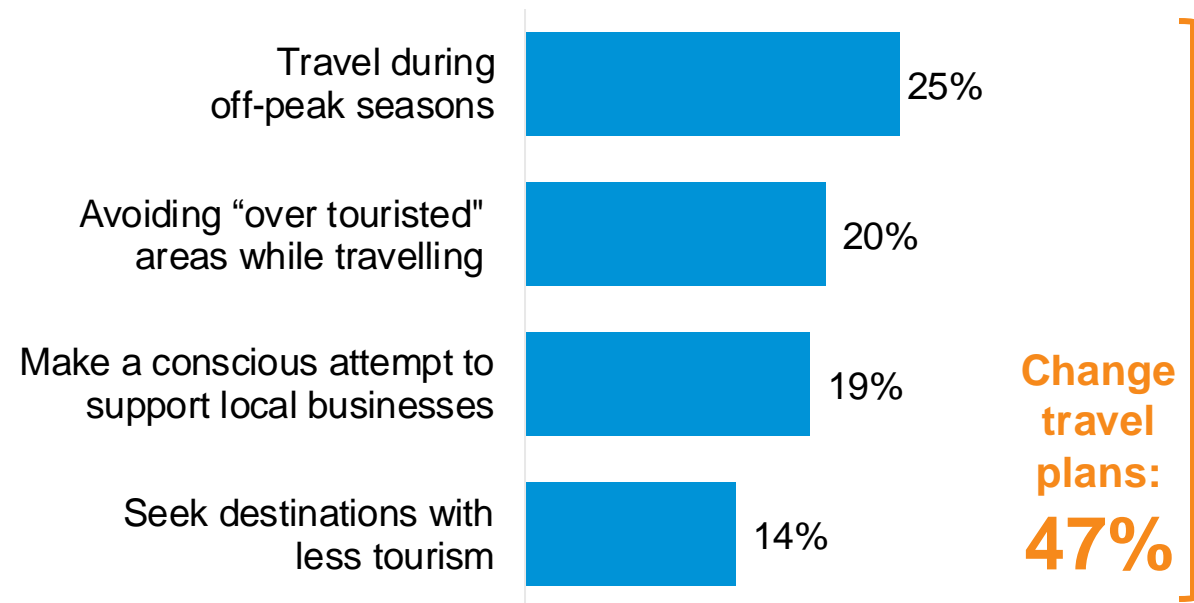
Nearly half of Canadian travellers have experienced what could be described as anti-tourist sentiment:





Conscientious decisions

Nearly half report having changed their travels due to the sentiment from local communities or groups being worried about potential challenging impacts of tourism, such as cost of living and social pressures:

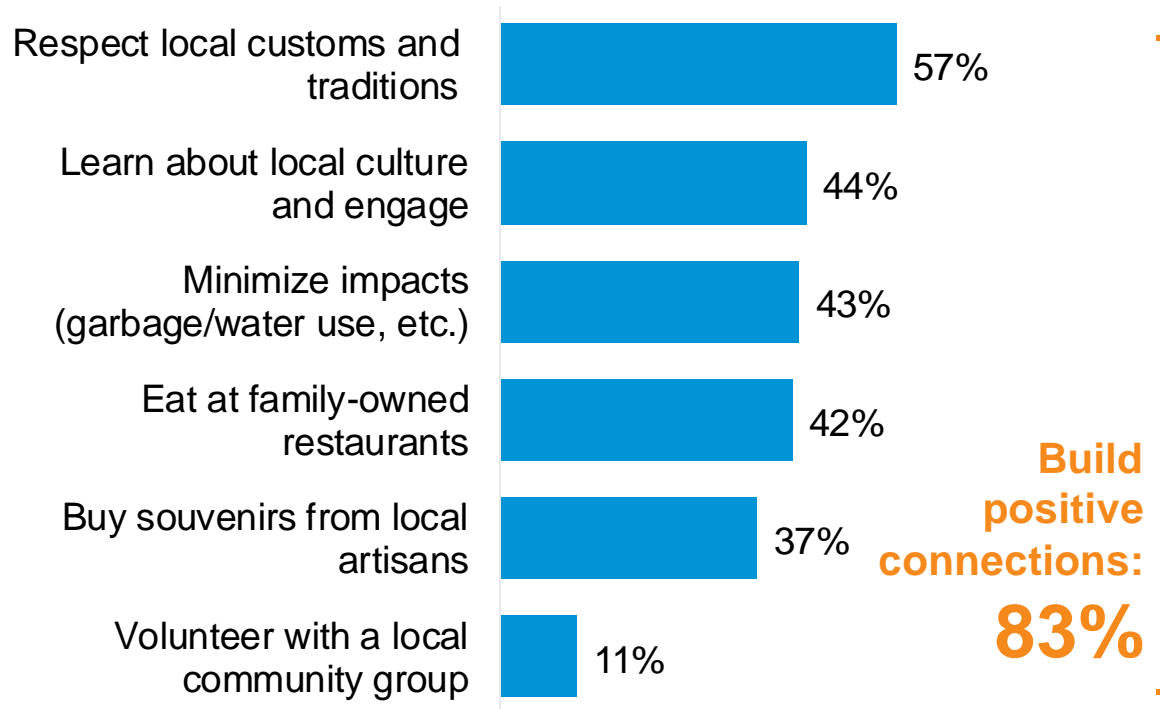


15. Has "push back against tourism" in selected areas made you more likely to do any of the following in terms of travel?



Travel builds connections

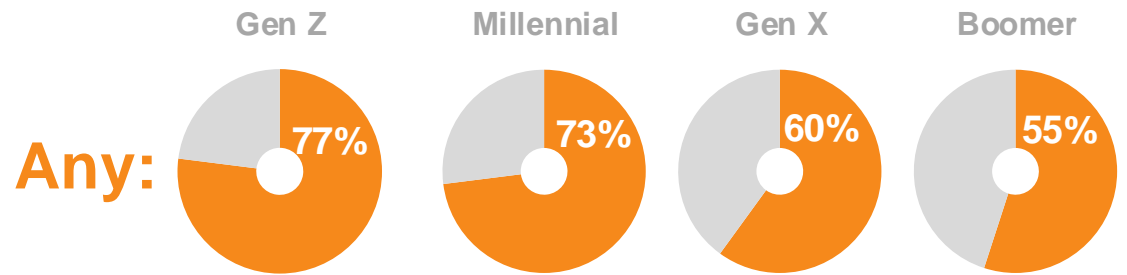
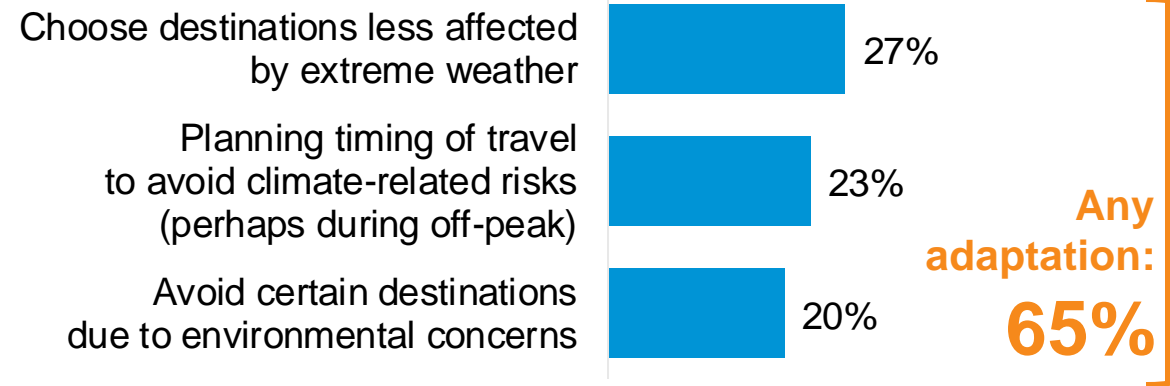
83% of Canadian travellers see travel as a means of building positive connections with locals:





Climate change impacts

The majority of Canadian travellers say they have adapted their plans due to climate change:

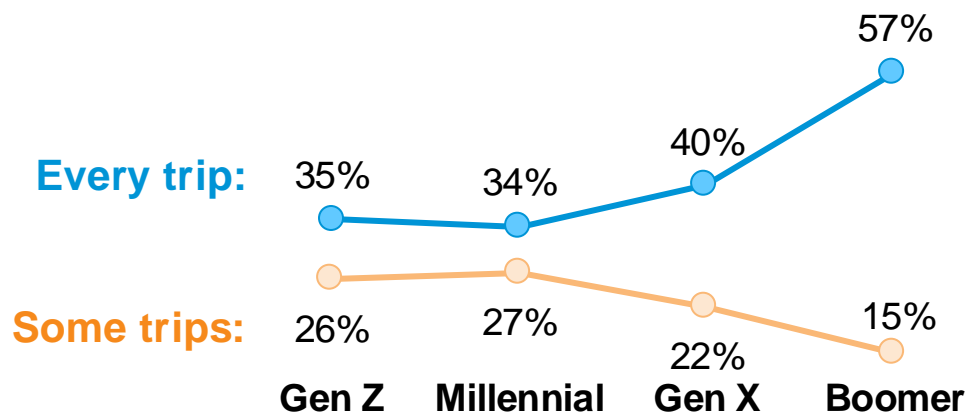


9. Has climate change made you more likely to do any of the following in terms of travel?



Purchasing travel insurance

63% of travellers say they purchase travel insurance at least occasionally for out of province/territory/country trips while younger generations are less likely to always purchase:



51%

are more likely to purchase travel insurance from now on than they were in the past

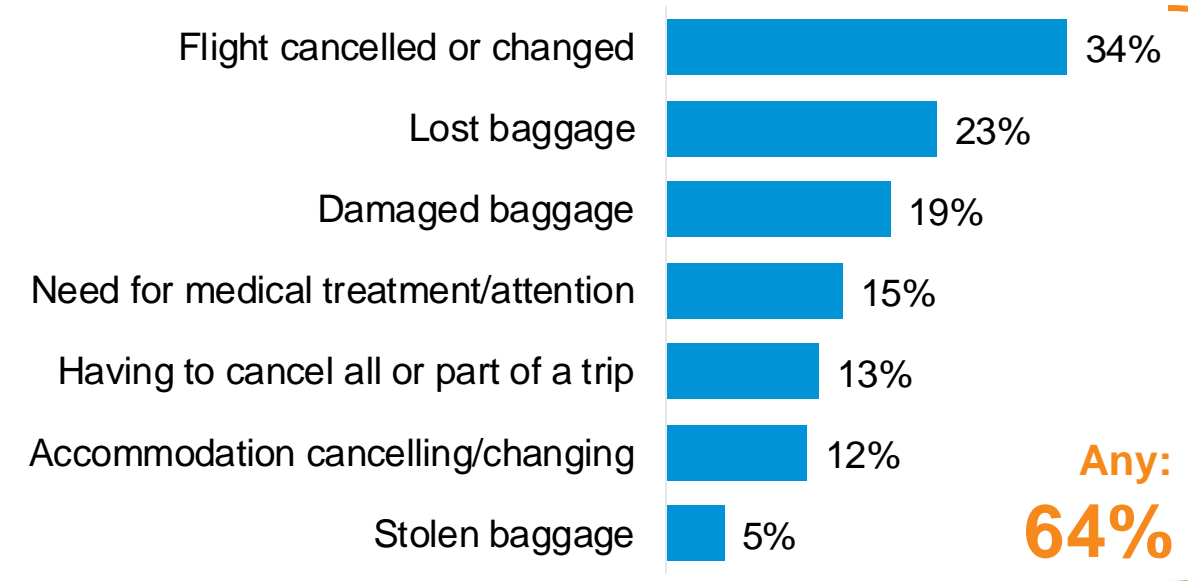
17. Do you purchase travel insurance when planning a trip?
21. When planning trips from now on, would you say that you are...?





Insurance manages risk

Most Canadians have experienced unforeseen travel disruptions while on a trip:

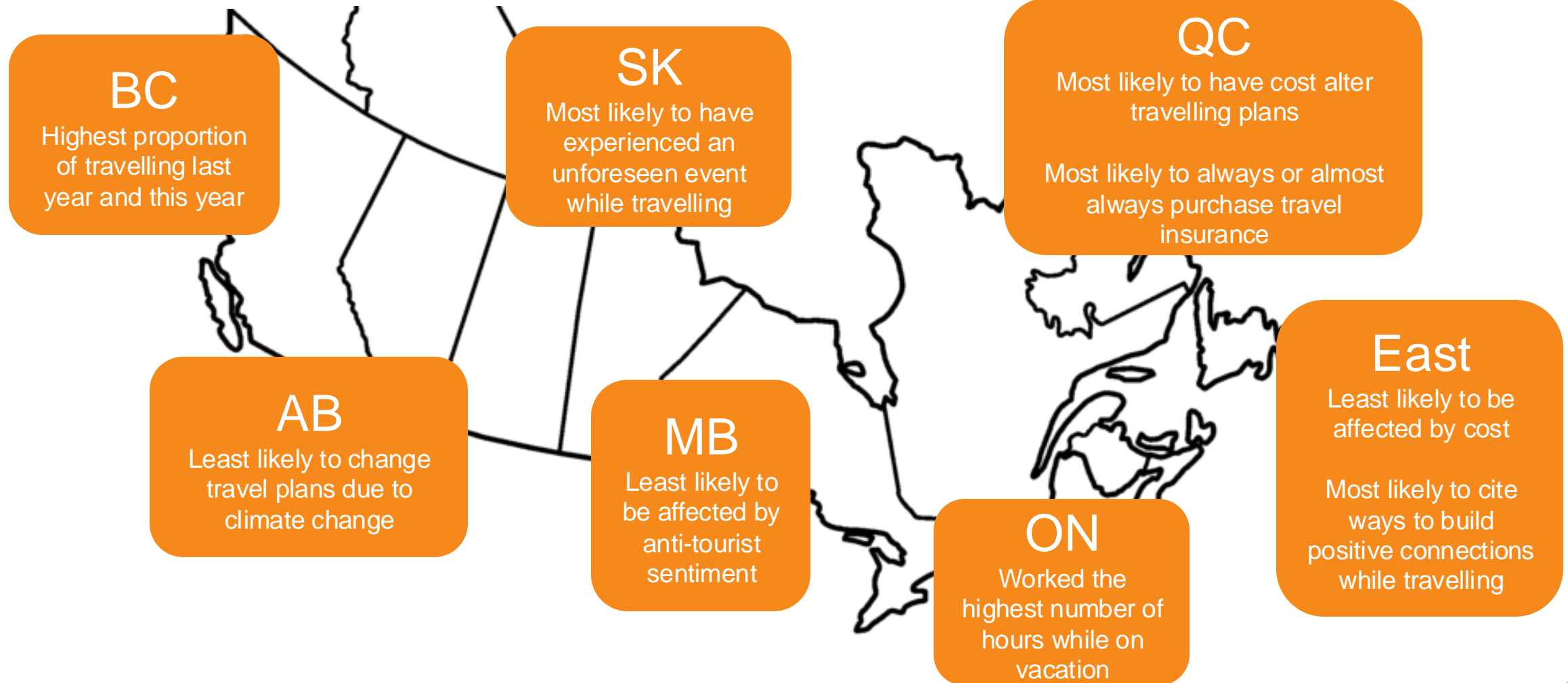


Purchasing travel insurance is a top cited way Canadian travellers ensure greater peace of mind

12. Which of the following gives you greater peace of mind when travelling?
22. Have you ever experienced any of the following while on a trip?



Regional highlights reveal additional perspectives





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For more information, visit
bluecross.ca/travelstudy

