



**Canadians' plans for travel after  
COVID-19 related restrictions are  
lifted and support for subsidies for  
travel-related industries**

June 2021

# Methodology

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The analysis in this report is based on results of a survey conducted from June 12-14th, 2021 among a sample of 1291 adults, 18 years of age or older, living in Canada commissioned by the Association of Canadian Travel Agencies. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones.

The survey is intended to represent the voting population in Canada.

The margin of error for the poll is +/- 2.7% at the 95% confidence level.

Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

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# Executive Summary

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Support for continuing the wage, rent, and other subsidies for travel-related industries is very strong across Canada. 58.7% of Canadians say that they support continuing the subsidies with only 21.2% saying they oppose.

Support is strong across all demographic groups in Canada. Both men and women support continuing the subsidies, as do Canadians of all age groups. And while levels of support vary, Canadians in every region in Canada and different voting intentions support continuing the subsidies.

Moreover, Canadians support the continuing of the subsidies irrespective of whether they have had travel plans cancelled or not, and also whether they plan to travel once restrictions are lifted. This is an important insight. It tells us that even Canadians who are not travellers still understand the importance of travel-related industries to the Canadian economy and believe that they need to be subsidized by the federal government until travel is deemed safe again.

Other insights from this survey are that the COVID-19 pandemic had a significant impact on travel as just under 40% of Canadians said that they had booked travel plans cancelled because of the pandemic.

Moreover, the justifications for continuing the subsidies are based in supporting an industry that will undoubtedly thrive in the post-pandemic Canadian economy.

The word “thrive” is used intentionally here. The results of these survey indicate

that not only will travel-related industries recover to their pre-pandemic levels, they have an excellent chance to surpass them.

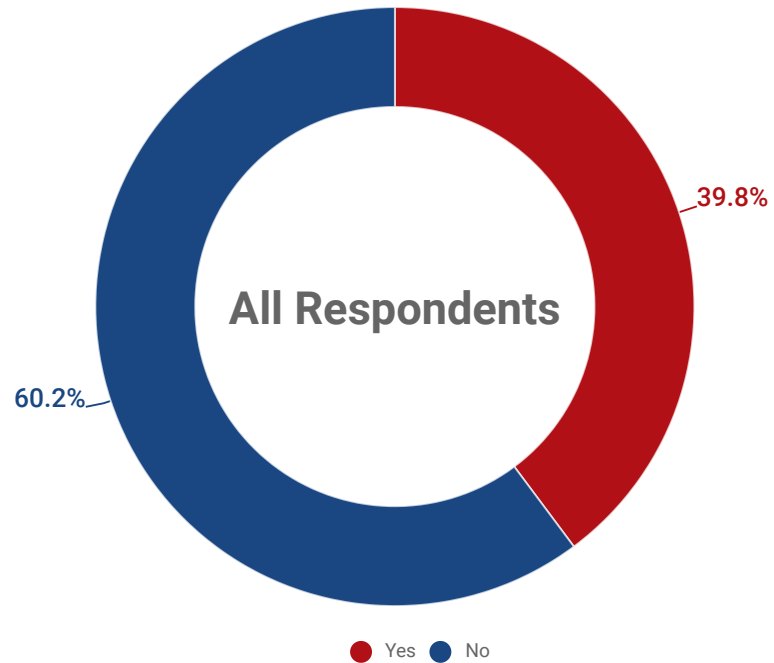
Just under 61% of respondents say that they plan to travel once restrictions are lifted. Only 8.8% of those who said that they had travel plans cancelled indicated that they do not plan to travel once the pandemic restrictions are lifted. However, this is more than offset by those who did not have booked travel plans cancelled. Just over 47% of those who said that they didn't have travel plans cancelled said they do plan on travelling again. This tells us that there is a very good chance that Canadians will be travelling in greater numbers than they were before the pandemic started.

Canadians also indicate that they will travel more than they did before. Just under one in five Canadians say that they plan on travelling more than they before the pandemic started once restrictions are lifted. This is further indication of a potential surge in business for travel-related industries once restrictions are lifted.

Overall, the results of this survey indicate that travel-related industries will be thriving once pandemic restrictions are lifted and that the subsidies should continue. There is no economic risk in extending the subsidies to all travel-related industries - the federal government should be able to rest assured that the subsidies would go to an industry that is merely on pause right now and will be on its feet quickly once travel restrictions are lifted.

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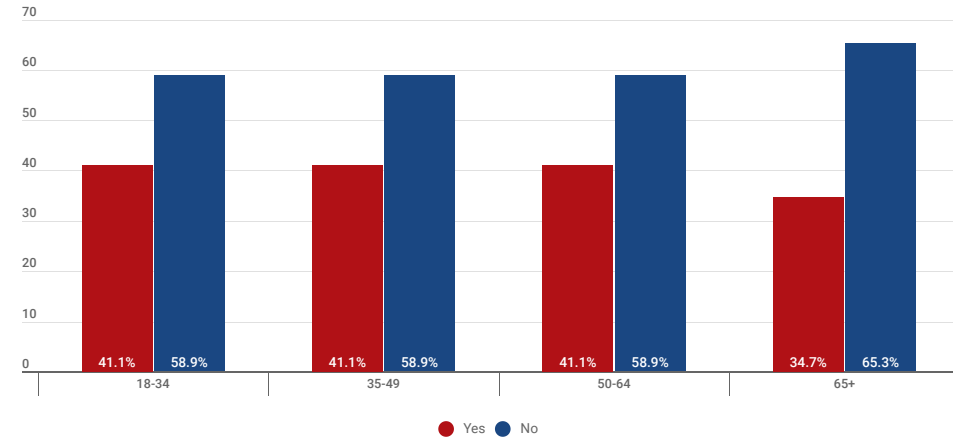
# Did you have any booked travel plans in the past year that were cancelled due to the COVID-19 pandemic?



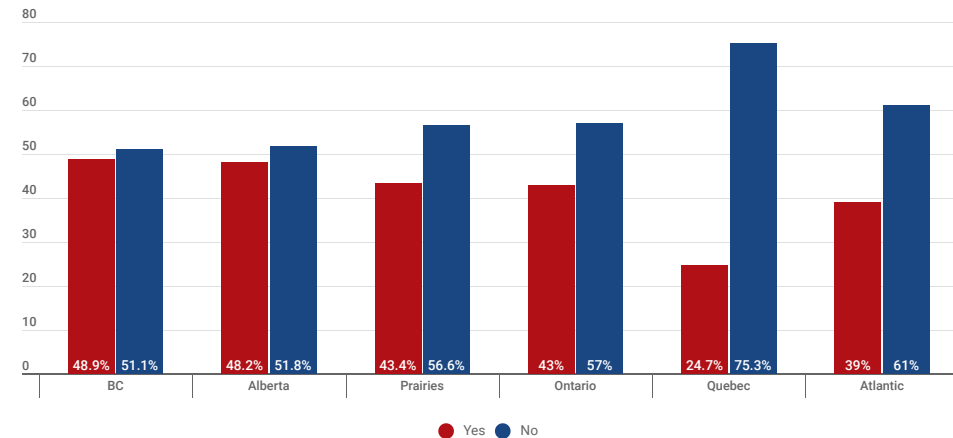
The COVID-19 pandemic had a significant impact on travel as just under 40% of Canadians said that they had booked travel plans cancelled because of the pandemic.

Travel intentions are roughly the same across age groups (albeit slightly lower among the 65+ group), and travel intentions were lower in Quebec compared to other regions in the country.

## Broken Out By Age Group

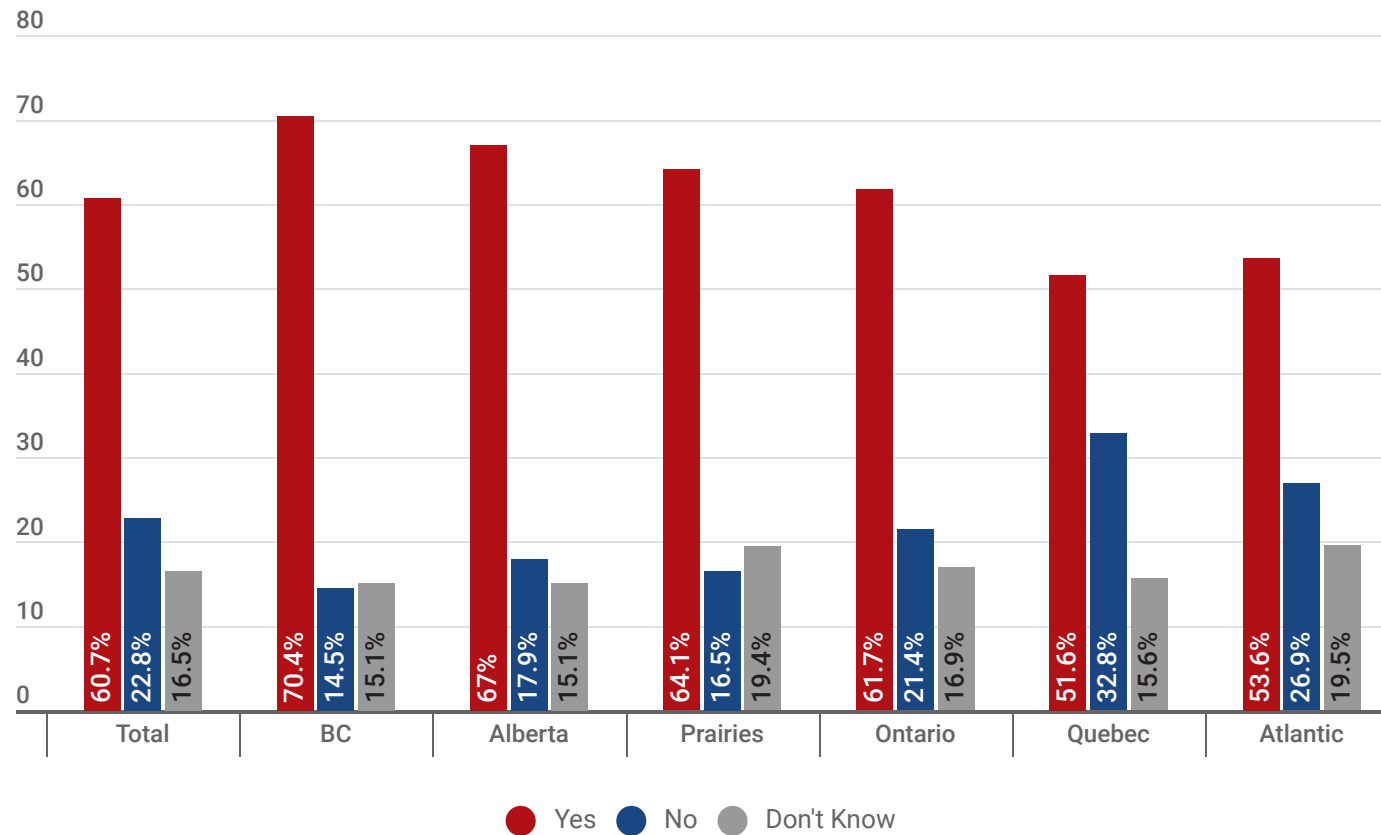


## Broken Out By Region



# Do you plan to travel after the restrictions are lifted?

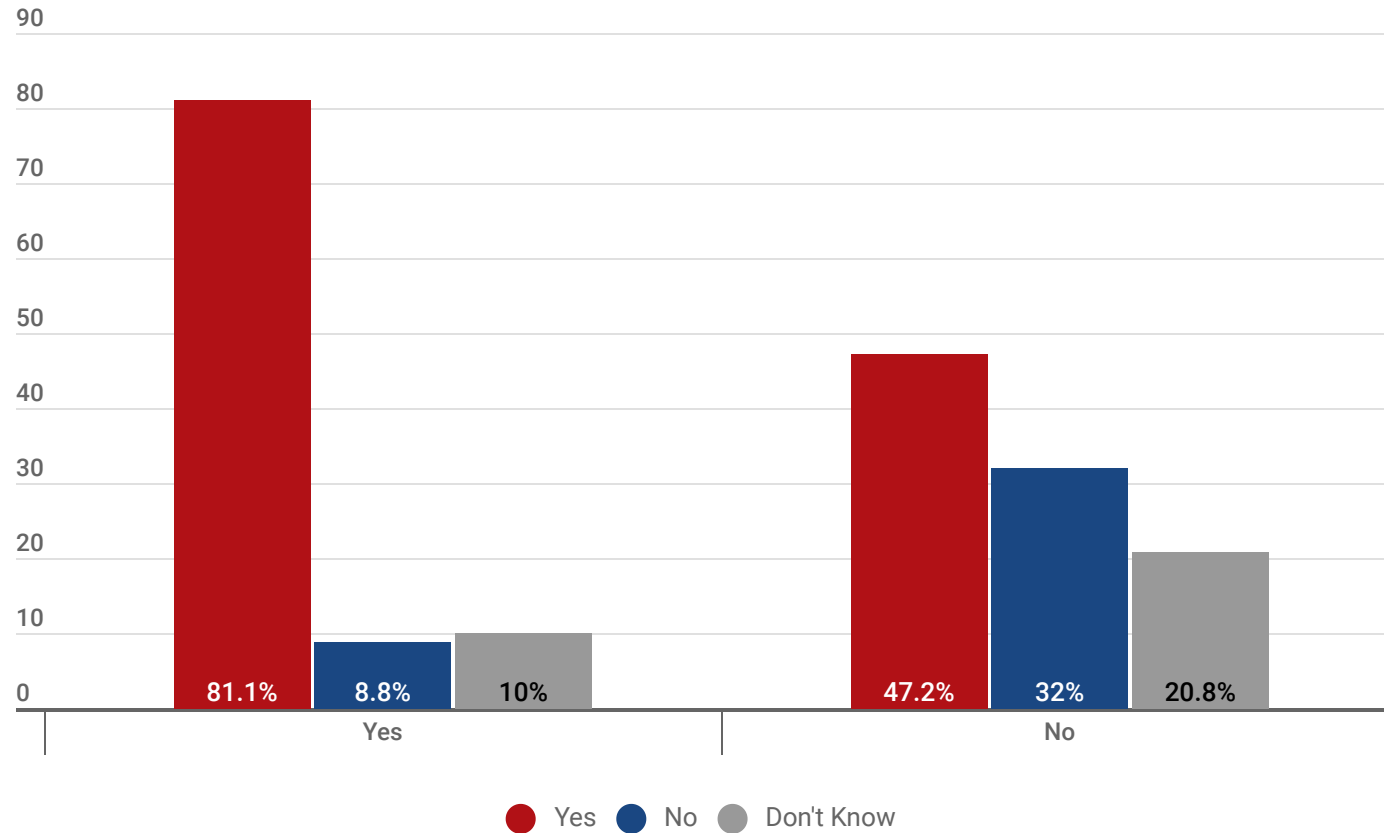
## Broken Out by Region



Just under 61% of respondents say that they plan to travel once restrictions are lifted. This tells us that travel-related industries will be thriving once pandemic restrictions are lifted. There is no economic risk in extending the subsidies to all travel-related industries - the federal government should be able to rest assured that the subsidies would go to an industry that is merely on pause right now and will be on its feet quickly once travel restrictions are lifted.

# Do you plan to travel after the restrictions are lifted?

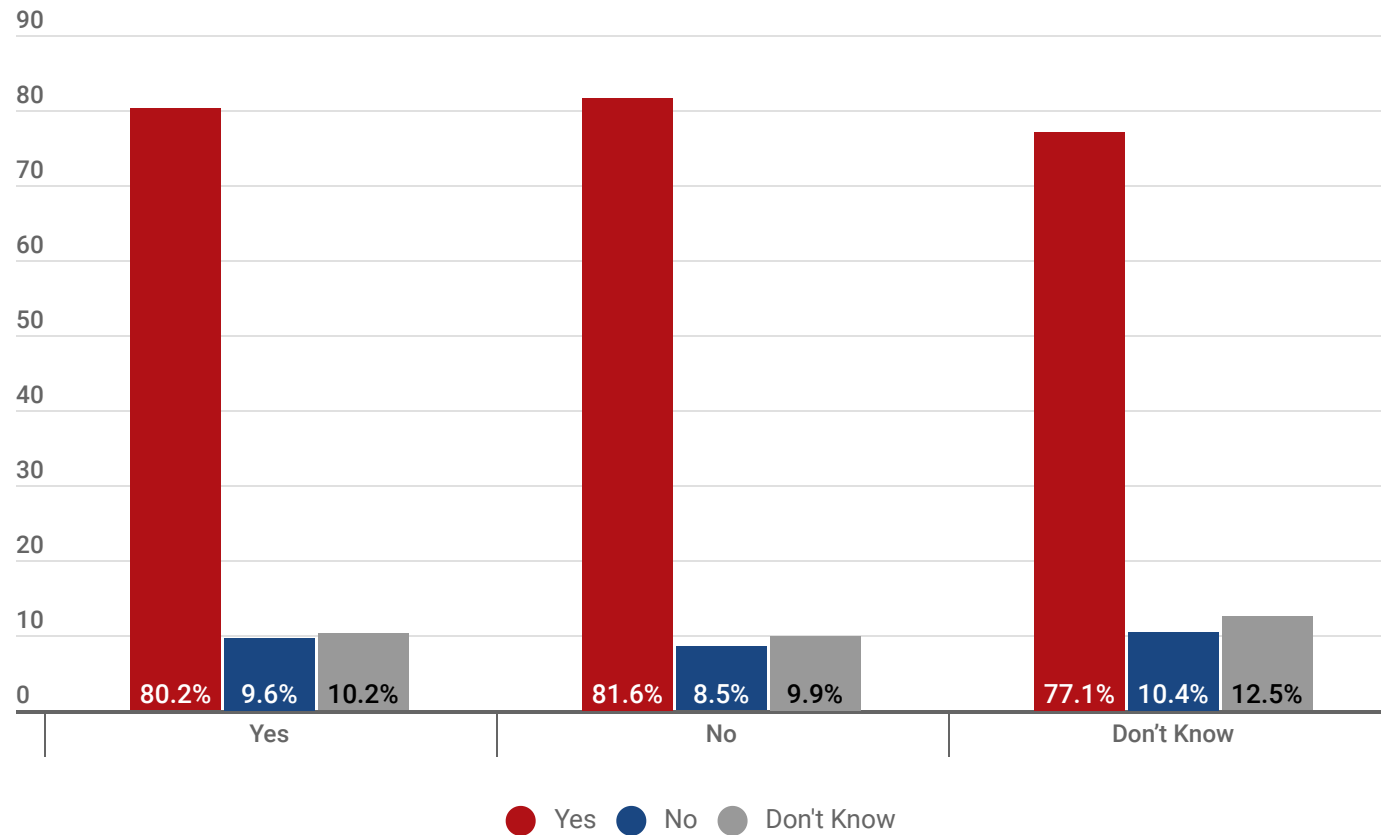
## Broken Out By Those Who Had Booked Travel Plans Cancelled



Here we have further evidence that there will be a post-pandemic recovery for travel-related industries. Only 8.8% of those who said that they had travel plans cancelled indicated that they do not plan to travel once the pandemic restrictions are lifted. However, this is more than offset by those who did not have booked travel plans cancelled. Just over 47% of those who said that they didn't have travel plans cancelled said they do plan on travelling again. This tells us that there is a very good chance that Canadians will be travelling in greater numbers than they were before the pandemic started.

# Do you plan to travel after the restrictions are lifted?

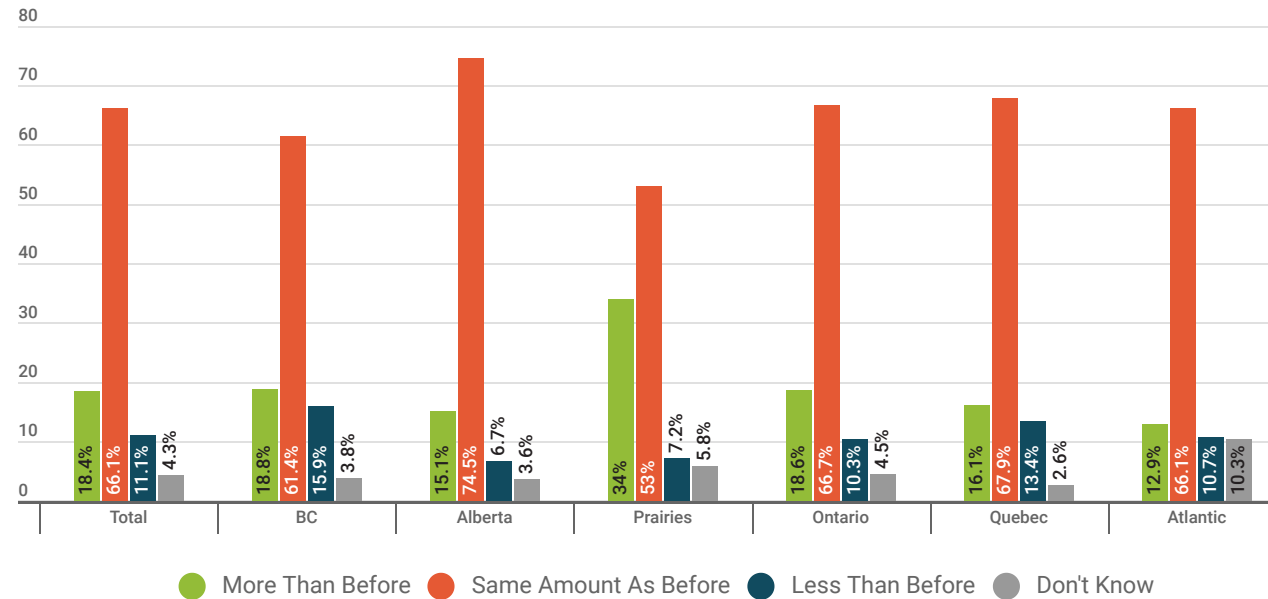
## Broken Out By Those Who Used A Travel Agent



This chart shows us a further breakdown of those who had booked travel plans cancelled. 80.2% of those who had their plans cancelled and had used a travel agent said that they would travel again after the pandemic restrictions are lifted. This tells us that travel agents will be playing an important role in the post-pandemic recovery that is being forecast for the travel industry.

# How frequently do you plan on travelling after the restrictions are lifted? [Only Asked of Respondents Who Plan To Travel After Restrictions Are Lifted]

## Broken Out by Region



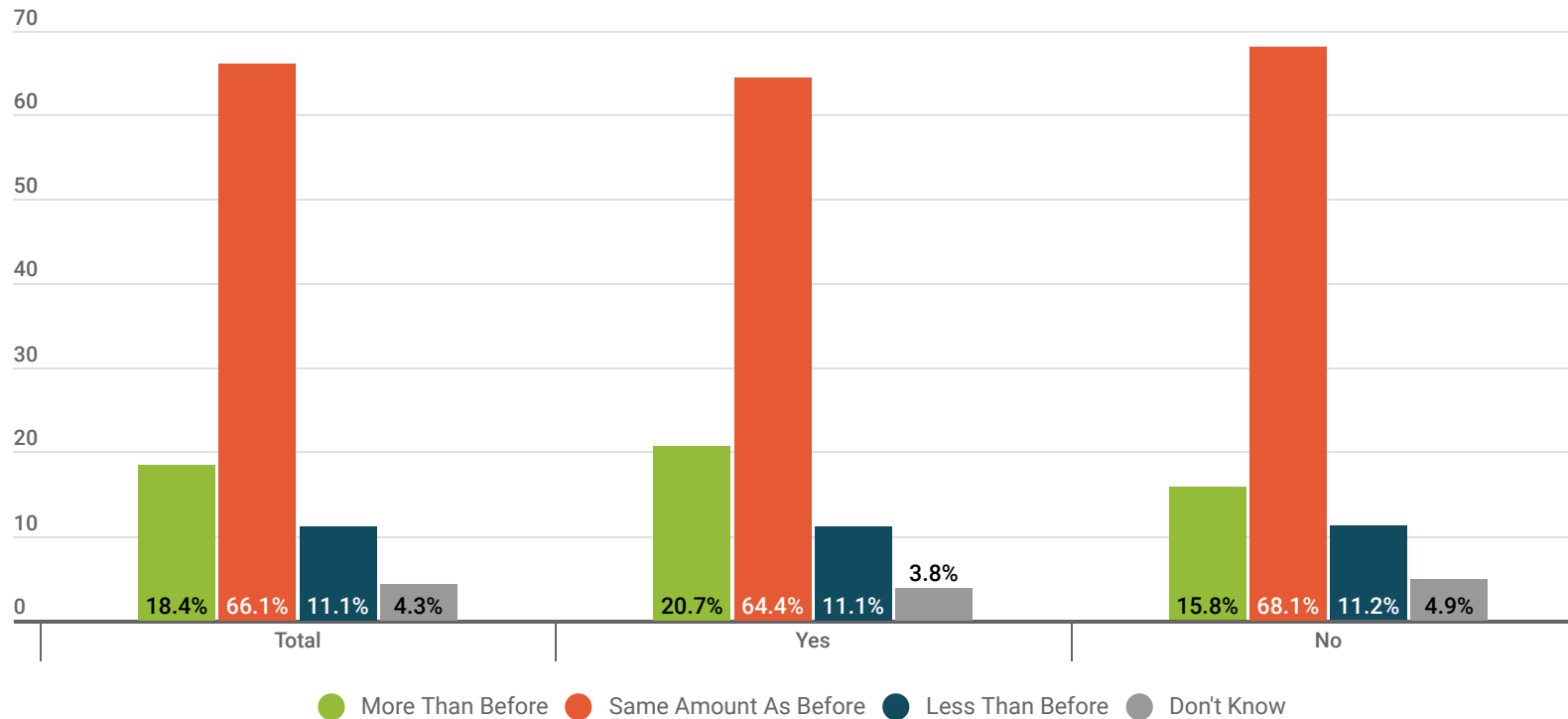
Just under one in five Canadians say that they plan on travelling more than before the pandemic started once restrictions are lifted. This is further indication of a potential surge in business for the travel industry once restrictions are lifted. Not only do we see more Canadians saying that they will travel, they also indicate that they will travel more than before.

Travel is set to increase among Canadians in every region in Canada, with travel set to increase by a third in the Prairies.



# How frequently do you plan on travelling after the restrictions are lifted? [Only Asked of Respondents Who Plan To Travel After Restrictions Are Lifted]

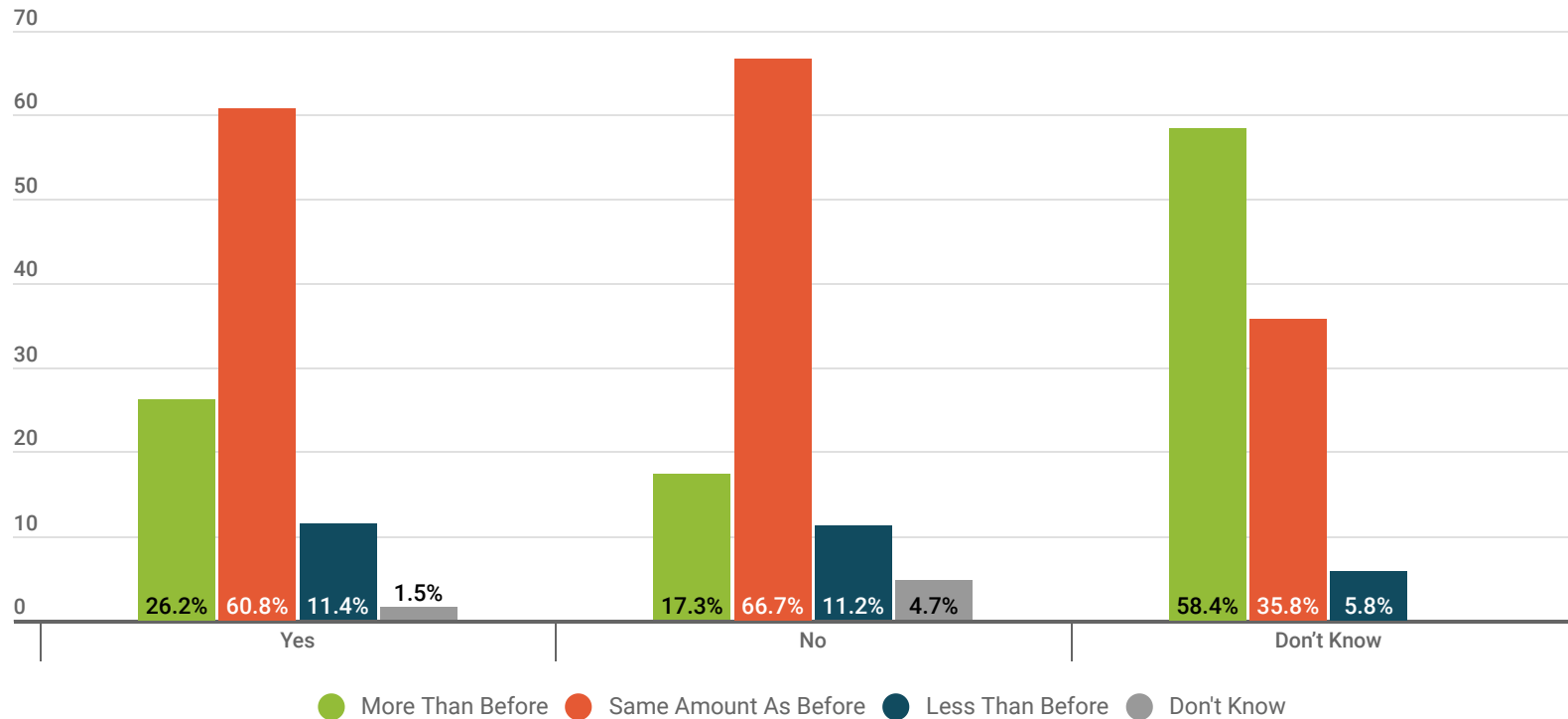
Broken out by having booked travel plans cancelled due to COVID-19 pandemic



Looking at the differences between Canadians who had booked travel plans before the pandemic and those who did not, we see both groups showing an intent to travel more after the restrictions are lifted. With that said, the intention to travel more is lower by just under 5% among those who did not have travel plans cancelled.

# How frequently do you plan on travelling after the restrictions are lifted? [Only Asked of Respondents Who Plan To Travel After Restrictions Are Lifted]

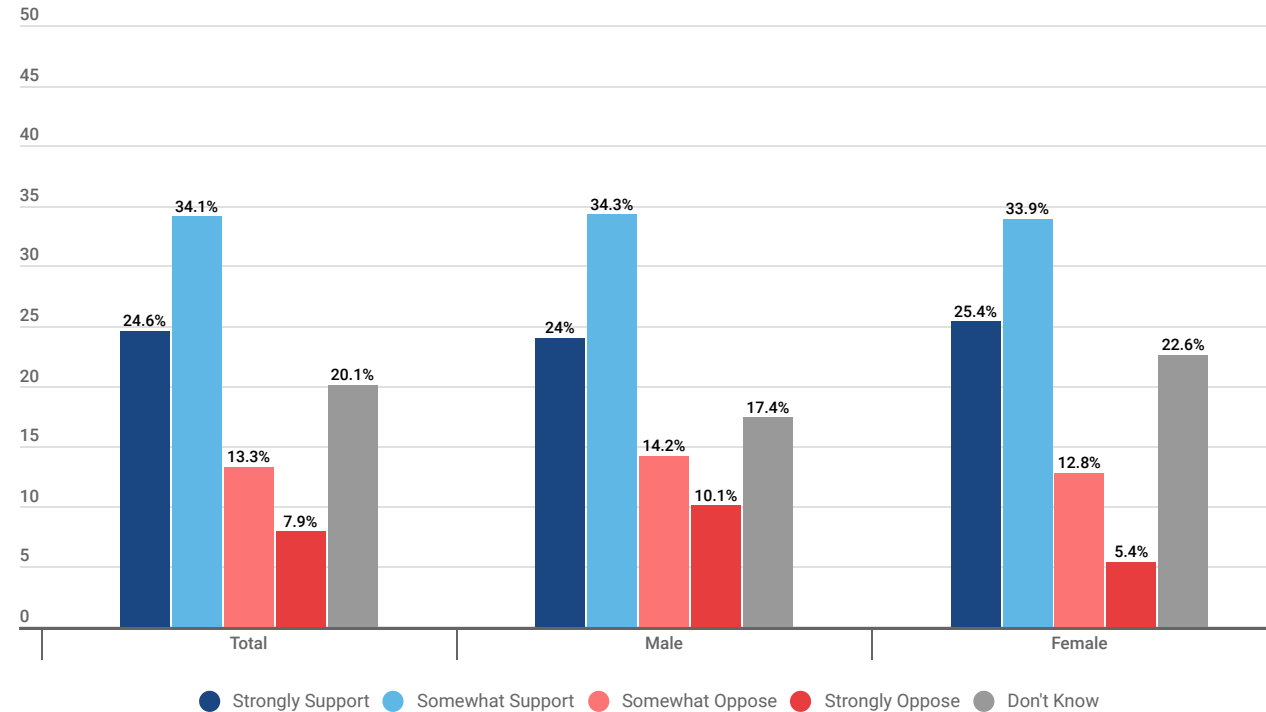
Broken out by use of a travel agent



While it is true that those who did not use a travel agent are more likely to travel more after the pandemic is over, we can nonetheless expect an increase of travel activity among travel agent users. This tells us that the travel agent industry also needs to be supported throughout the pandemic as it will provide crucial support in the post-pandemic Canadian economy and will likely thrive when restrictions are lifted.

# Do you support or oppose federal and provincial governments continuing wage, rent and other subsidies for travel-related industries until both domestic and international travel is deemed safe? [All Respondents]

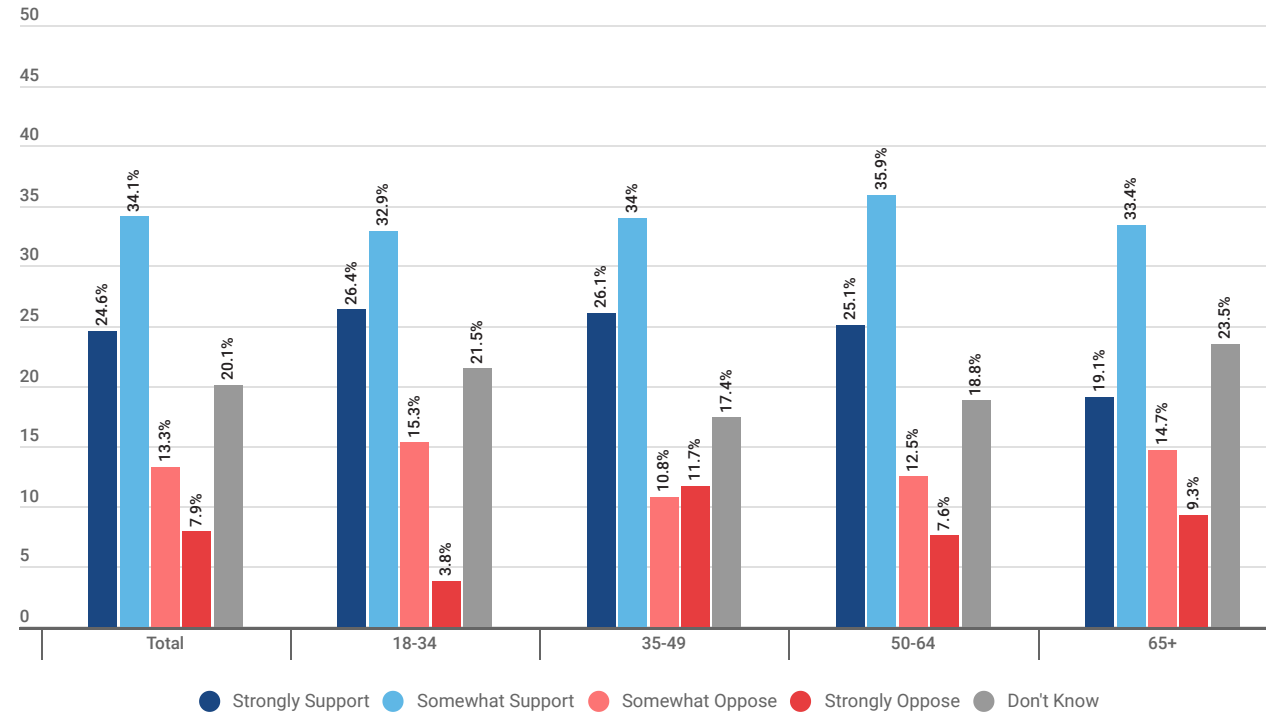
## Broken out by gender



Support for continuing the wage, rent, and other subsidies for travel-related industries is very strong across Canada. 58.7% of Canadians say that they support continuing the subsidies with only 21.2% saying they oppose. Support for the subsidies is strong across every demographic in Canada. In this case, we can see support is strong among both men and women.

# Do you support or oppose federal and provincial governments continuing wage, rent and other subsidies for travel-related industries until both domestic and international travel is deemed safe? [All Respondents]

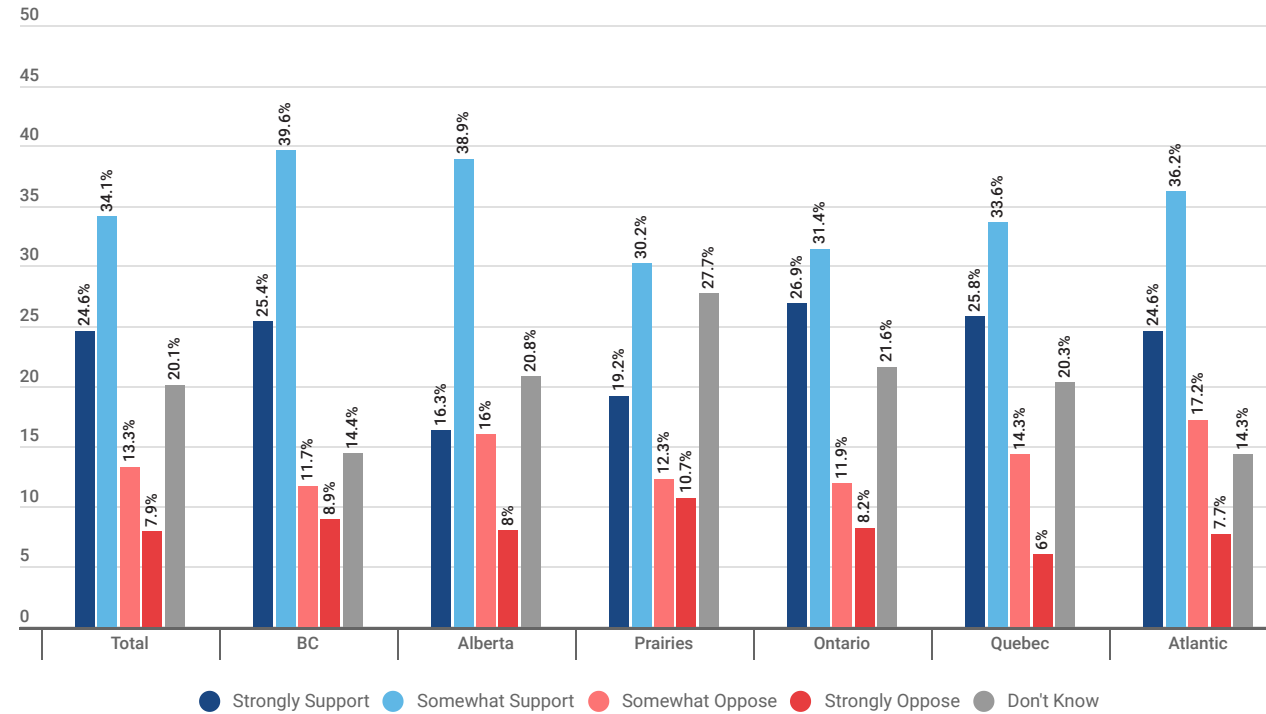
## Broken out by age



Support is also robust among Canadians of all age groups.

# Do you support or oppose federal and provincial governments continuing wage, rent and other subsidies for travel-related industries until both domestic and international travel is deemed safe? [All Respondents]

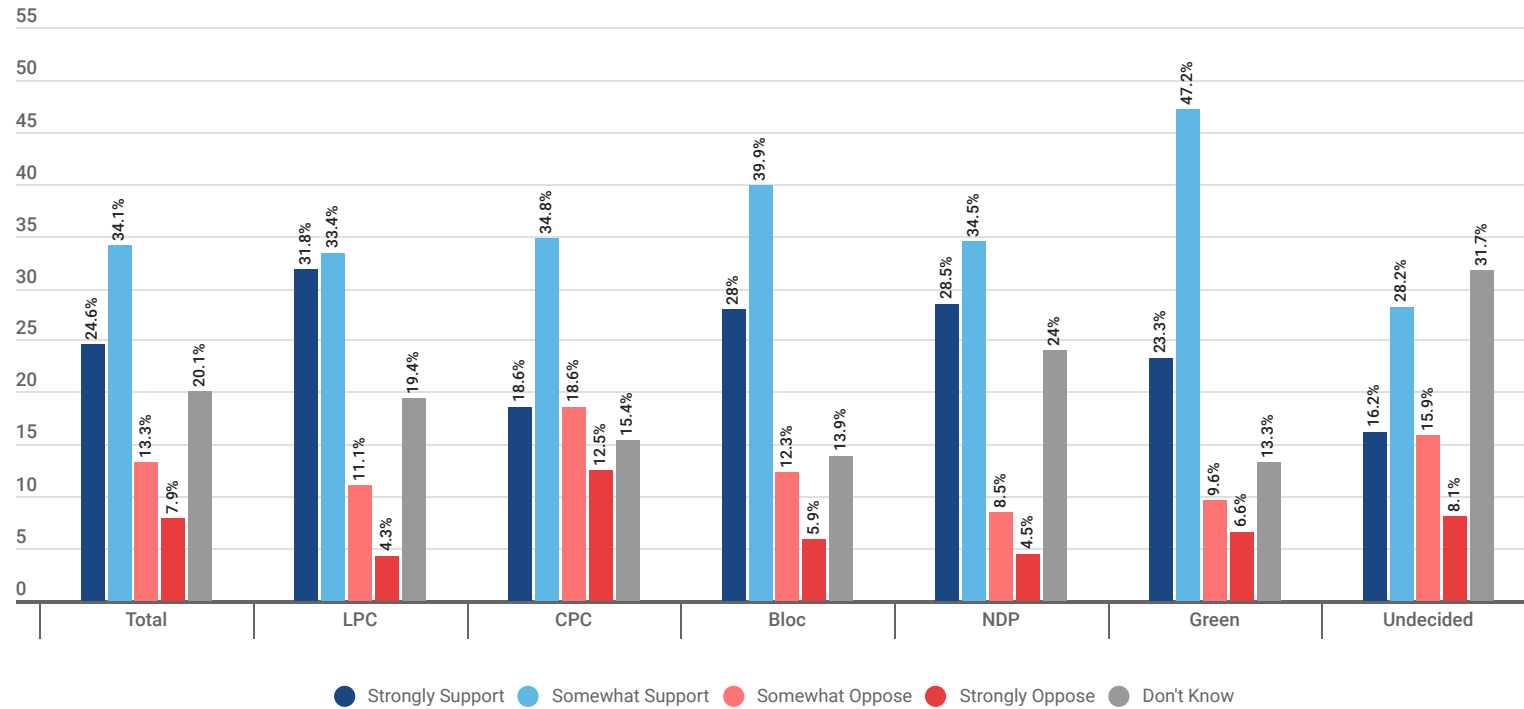
## Broken out by region



Although the strength of support varies across the regions, it is clear that Canadians in every region in Canada support keeping subsidies going for travel-related industries until both domestic and international travel is deemed safe.

# Do you support or oppose federal and provincial governments continuing wage, rent and other subsidies for travel-related industries until both domestic and international travel is deemed safe? [All Respondents]

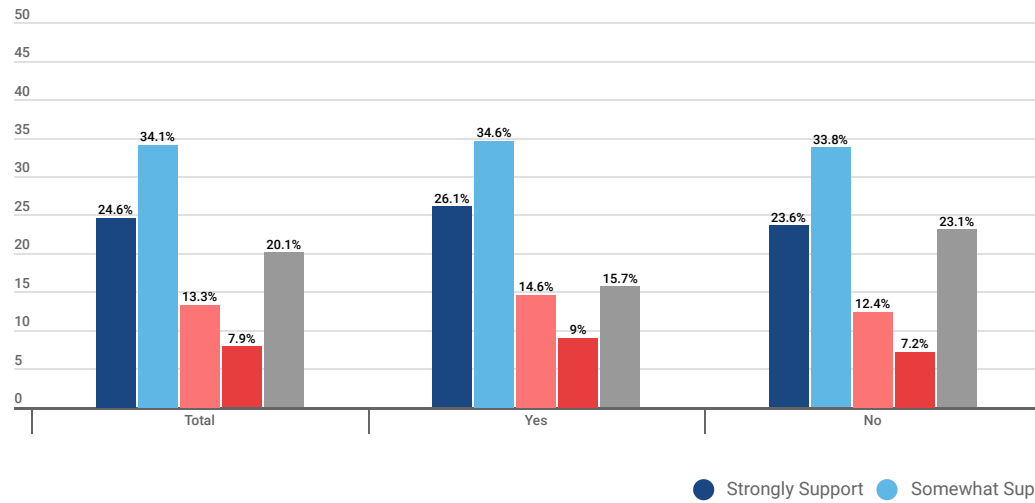
## Broken out by federal vote intention



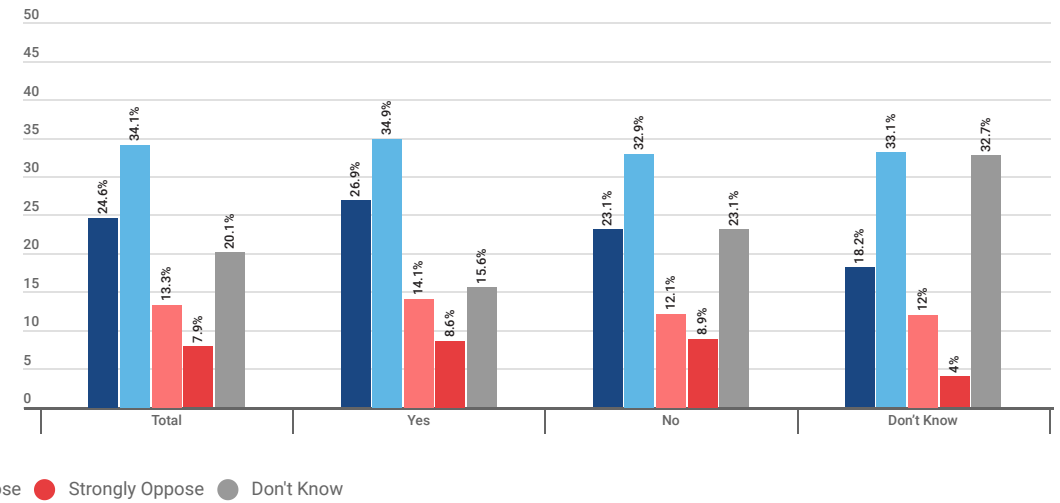
Much like the regions, the strength of support varies across Canadians of different federal vote intentions, but clearly Canadians support keeping the subsidies going no matter who they plan to vote in the next election. Moreover, undecided voters also support keeping the subsidies.

# Do you support or oppose federal and provincial governments continuing wage, rent and other subsidies for travel-related industries until both domestic and international travel is deemed safe? [All Respondents]

## Broken out by having booked travel plans cancelled due to COVID-19



## Broken out by Intention to Travel After Restrictions Are Lifted



Here we see Canadians supporting the continuing of the subsidies irrespective of whether they have travel plans cancelled or not, and also whether they plan to travel or not once restrictions are lifted. This is an important insight. It tells us that even Canadians who are not travellers understand the importance of travel-related industries in the Canadian economy and believe that they need to be subsidized by the federal government until travel is deemed safe.

