



Canada-Market Update- Q3 2024

Canada

In 2023, [the top trending destinations](#) were primarily located in East and Southeast Asia, with Manila, Philippines, topping the list, followed by Tokyo, Japan; Bangkok, Thailand; Lisbon, Portugal; and Mumbai, India.

And 2024 is no different.

A new report from [Kayak](#), a travel search engine, reveals that Asian destinations continue to dominate the top ten destinations this spring, and another city has dethroned Manila's top spot: with a 207% year-over-year increase in searches, Shanghai, China, is the year's most famous city among Canadian travellers.

“According to data from Kayak, Asia continues to be the top trending spot for Canadians over spring break, with a 14 percent increase in flight searches since last year,” reads a statement. “And with overall airfare costing less (down 12 percent in cost!) in 2024 compared to 2023, now may be the time to take that trip.”

Out of the top ten locations, only one Canadian destination made the list. Here's where Canadians are headed this year:

- Las Vegas
- Houston
- Malaga, Spain
- Taipei City, Taiwan
- Edmonton, AB
- Tampa, FL
- Incheon, South Korea
- Lima, Peru
- Hong Kong
- Shanghai, China

Air Canada plans to launch three new European routes next summer, expanding its network in the Czech Republic, Italy and Portugal. The airline will introduce two services

from Montreal-Trudeau International Airport (YUL), linking the city with Naples, Italy, and Porto, Portugal.

Destination Canada's latest, **Tourism Outlook: Unlocking Opportunities for the Sector**, shows total tourism revenue is set to exceed 2019 levels, generating \$109.5 billion by the end of 2023. This represents the recovery of the tourism sector from the COVID-19 pandemic, one year earlier than projected. Despite tourism coming to a standstill in 2020, the industry, post recovery, is expected to grow faster than the general economy at 5.8 per cent, reflecting its resilience and importance to the economic vitality of the country.

Overall, the number of guests on business trips to Canada from domestic and international origins will reach pre-pandemic levels in 2026. Business events travel, which includes corporate meetings and association conferences or incentives, will recover by 2028.

However, while business transient trips of domestic origin will recover by 2024, transient trips of international origin will take longer to recover, stretching into 2030. Business transient trips includes business development, sales and service calls.

Canada's pipeline of leads for business events is expected to recover by 2024, but the resulting bookings will not gain traction until 2028. These leads indicate current opportunities on an active bid for a conference or event that is pending a decision on its location. While lead activity is high and improving, bookings remain well below pre-pandemic levels. Lead generation should reach pre-COVID levels starting in 2024. The resulting bookings will lead to a full recovery of business event bookings over the next three years, by 2028. This trend is impacting global business events and is not unique to Canada.

Contact for this market is Rose Brown based in Toronto, Canada
rbrown@preferredhotels.com