

Desire to Travel Superseded by Need for Friends, Family and Comforts of Home

- Travel has become less important to many Canadians as a goal or aspiration.
- Canadians do not appear to be *afraid of travelling*, but rather may *choose to stay home* and re-connect with friends and family.
- Leisure travel (particularly family holidays) is likely to remain constant – the travel industry is being hurt by a decline in business bookings.

