



- More experienced travellers are found more predominantly among those with higher levels of educational attainment – those with a university education report having taken between 6-9 (22%) or 10 or more (36%) international trips within the last five years.
- Not surprisingly, business travellers are also likely to have travelled more frequently, with the majority (53%) stating they have taken 10 or more trips within the last five years.

2. Destinations Travelled To

Canadian travellers have visited a wide range of international destinations over the last five years. In keeping with the results of the 2008 survey, the findings show that the main destinations reflect common travel patterns for Canadians overall, with significant numbers of those surveyed having visited the United States (72%), the Caribbean/Mexico (64%), and Europe (40%) in the last five years.

However, we do note a slight shift in travel destinations with fewer reporting that their recent trips abroad have included travel to Northern Asia, or South/Central America.

DESTINATIONS TRAVELLED TO WITHIN THE LAST 5 YEARS

	TOTAL 2007	TOTAL 2008	TOTAL 2018	Male	Female	Age 18-34	Age 35-54	Age 55+	English	French
	760	709	846	426	420	234	294	318	666	180
	%	%	%	%	%	%	%	%	%	%
United States	65	72	72	74	70	70	74	71	75	62
Mexico/Caribbean	44	66	64	62	69	60	69	64	61	57
Europe	73	56	40	36	44	37	38	44	41	36
Northern Asia	25	20	15	16	15	15	19	13	16	12
Southeast Asia	19	16	15	16	14	14	18	13	17	8
South/Central America	33	22	10	10	10	9	10	10	11	7
Australia/New Zealand	9	6	9	9	9	10	7	9	9	8
The Middle East	11	7	7	8	6	8	9	5	7	8
Africa	10	7	5	5	5	5	4	5	5	3

Q1. DESTINATIONS - In the last 5 years, approximately how many separate trips have you taken outside Canada to each of the following regions? (Q6 in 2007/2008) And to which parts of the world have you travelled in the past 5 years?

There are some significant differences in destinations travelled to, by region of residence:

- Residents living in British Columbia are the most likely to have travelled to the United States (86%), Mexico (45%) and Northern Asia (23%).
- Those residing in the Atlantic provinces (56%), Ontario (41%) and Quebec (33%) are more likely to have mentioned travelling to the Caribbean in the last 5 years.
- Residents of the Atlantic region (16%) are also somewhat more likely to have travelled to Africa.

Other subgroup differences include:

- Respondents travelling for business purposes are more likely to report going to the U.S (84%) and this is also true for those whose typical stay abroad was cited as being less than one week (90%).