



## FACTUM

### Winter Wanderlust: Winter Travel Rebounds from Doldrums of Last Year

Almost half (46%) of Canadians Expect to Vacation this Winter

**Toronto, Canada, November 25, 2025** — Despite economic uncertainty, nearly half of Canadians are confident they will take a winter vacation this year, up 11 points from last winter, according to an Allianz Global Assistance Canada (Allianz) survey conducted by Ipsos (46%). This upward trend reflects a return to pre-pandemic levels.

#### *Millennials and Families Lead Winter Travel Surge in Canada*

Younger Canadians are driving winter travel this year, with more than half (52%) of Millennials saying they are planning on a winter escape, followed close by Gen Z (48%) and Gen X (46%). In contrast, Boomers are the most hesitant to travel (37%); however, their desire to escape is making a comeback, jumping 11 points from last year. Families are also driving this resurgence, with 56 per cent of those with children at home planning to travel this winter compared to 42 per cent of those without kids.

#### *Canadians Increasingly Travel Out of Province for the Holidays*

Holiday travel is making a significant comeback, with nearly one-third (32%) of Canadians planning to travel out of their province in late December, almost doubling the figure from last year (17%). This surge is particularly driven by younger generations (18-34: 39%) and families, as 46% of households with children are planning trips compared to 27% without.

#### *2026 Travel Trends: Canadians Prioritize Local and Warm-Weather Destinations Over U.S. Adventures*

In 2026, Canadians remain divided in their travel preferences between warm-weather getaways and local exploration for their next vacation. Mexico and the Caribbean are the preferred destinations for 30%, closely followed by domestic travel at 29%. The U.S. and Europe each attract 14% of travelers, while 13% are inclined towards other international adventures. Compared to previous years, domestic travel has experienced slight growth, in contrast with a decline in trips to the U.S. Boomers notably contribute to this trend; only 8% are planning trips to the U.S. (a significant 19-point decrease), favoring travel within Canada (39%) and to Mexico and the Caribbean (28% — an increase of nine points).





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### About the Study

These are the findings of an Ipsos survey conducted on behalf of Allianz Global Assistance Canada (Allianz) that was fielded between October 20-22, 2025. A total of n=2001 Canadians over 18 participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 2.7 per cent 19 times out of 20, of what the results would have been had all Canadian adults 45+ been surveyed.

**For more information on this Factum, please contact:**

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### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

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