

FACTUM

Canadian Travel Spending Set to Soar in 2026 as Travel Intentions Rebound from a Soft 2025

Eight in ten Canadian Travelers (81%) Are Desperate for a Vacation

Toronto, Canada, Feb 3, 2026 — Canadians are gearing up for a year marked by ambitious travel spending, according to an Allianz Global Assistance Canada (Allianz) survey conducted by Ipsos. Total vacation spending is set to soar to an unprecedented \$47.6 billion in 2026, representing a 22% increase from the previous year. This underscores a strong and resilient desire to travel among Canadians, with 81% of intended travelers expressing a desperate need for a vacation.

Canadians Splurge on Bigger Vacations

The vacation budget for the average Canadian household is gradually rising, reaching \$4,169 for 2026. Spending trends highlight a growing gap between domestic and international travel. Canadians venturing abroad, especially to Europe or other distant locations, are allocating \$6,354 per trip on average. This trend indicates that despite climbing costs and the weakening Canadian dollar, those who do travel are opting for substantial holidays. Seven in 10 (72%) Canadians planning to travel in 2026 are confident that travel insurance would safeguard them from unexpected disruptions such as health emergencies, flight cancellations, or natural disasters.

Economic Ebb and Flow Restricting Canadian Retreats

Close to one third (31%) of Canadians are not confident they will travel in 2026. Three in five (63%) of Canadians are most likely to identify financial barriers as the reason they are opting out of travel, with 36% citing economic uncertainty. Even among those determined to travel this year, 48% say they will adjust their plans due to the weak Canadian dollar. Almost one third (31%) are planning fewer trips because of the impacts of the current economic climate, including inflation, interest rates, and geopolitics, and 17% are choosing more affordable destinations.

Different Age Groups, Different Travel Impacts

Canadians react to current economic climate in different ways. Older Canadians over the age of 55 are the most likely to say their travel plans are not impacted at all by broader economic conditions like inflation, interest rates, and geopolitics (53%) compared to 40% of 18–34-year-olds and only 35% of 35–54-year-olds. While older Canadians are the least impacted, younger Canadians aged 18–54 are the most desperate for vacations (85%).

About the Study

These are the findings of an Ipsos survey conducted on behalf of Allianz Global Assistance Canada 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 18+ been surveyed.



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