FACTUM

Canadian Travellers Desperate for a Winter Vacation Despite Financial Barriers

Nearly Three-Quarters of Canadian Travellers Are Desperate for a Vacation; Only Two in Five Canadians Plan to Travel This Winter

Toronto, Canada, November 9, 2026 — Many Canadians are planning to take a winter vacation, though financial considerations are shaping travel decisions, according to a recent survey from Allianz Global Assistance Canada conducted by Ipsos. Two in five (41%) Canadians are planning a winter vacation. Among those planning to travel, a strong majority (72%) agree they are in desperate need of a vacation (26% strongly agree / 46% somewhat agree).

Cost Pressures Shape Winter Travel Plans

Among Canadians not planning to travel, cost is among the top two reasons. Two-thirds (66%) of Canadians not planning to travel cite not having or wanting to spend the money on travel. Nearly one-third (30%) of Canadians not planning to travel said taking a trip is too expensive. Nearly two-thirds of Canadian travellers are reducing non-essential spending to afford travel (66% agree: 18% strongly / 45% somewhat), and half of Canadian travellers are scaling back their vacation plans this winter (50% agree: 10% strongly / 40% somewhat). In spite of concern about travel costs, one-third of Canadian travellers plan to invest more in luxury travel experiences this winter (33% agree: 7% strongly / 27% somewhat).

Boomers Spend More, Gen Z Spends Less on Winter Travel

Canadian travellers anticipate spending an average of $2,592 CAD on their winter vacation. Generational divides emerge in the average anticipated spending, with Boomers planning to spend the most at $4,306 and Gen Z planning to spend the least at $1,790. In between the two, Gen X plans to spend $2,490 on average and Millennials plan to spend $2,061 on average.

Travel Delays, Safety and Geopolitics Top Travellers' Concerns, Aside From Cost

Over half of Canadians planning to travel this winter are most concerned about: potential delays or cancellations impacting the journey (62% concern: 17% very concerned / 45% somewhat concerned), safety and security (61%: 19% very / 42% somewhat), global geopolitical tensions (61%: 19% very / 42% somewhat), the risk of extreme weather conditions (55%: 16% very / 40% somewhat), falling ill while on vacation (55%: 15% very / 39% somewhat), the public health situation (54%: 14% very / 41% somewhat), lost or delayed luggage (54%: 18% very / 36% somewhat), medical emergencies (51%: 15% very / 36% somewhat) and personal obligations or constraints (51%: 11% very / 41% somewhat).

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AI Has Become Part of the Vacation Planning Toolkit

Artificial intelligence (AI) is becoming integrated into the travel planning process. Two in five (41%) Canadian travellers said they have already used or plan to use AI to help plan their vacation (9% strongly / 32% somewhat). Beyond how they plan their trips, Canadian travellers are also personalizing how they travel, with almost three in ten (29%) preferring to include their pet(s) when they travel (4% strongly / 25% somewhat).

About the Study

These are the findings of an Ipsos survey conducted on behalf of Allianz Global Assistance Canada that was fielded between September 25 and October 9, 2026. A total of n=1001 Canadians aged 18+ participated in the survey which was fielded via the Ipsos' panel (of which n=488 are Canadians planning to travel this winter, and n=553 are Canadians not planning to travel). 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 +/- 3.8 per cent 19 times out of 20, of what the results would have been had all Canadian adults 18+ been surveyed. Credibility intervals are wider among subsets of the population.

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