



Euromonitor
International

Travel in Canada

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

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Personalisation reshapes offerings as passions drive demand

Tiered pricing sustains resilience across luxury and value segments

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Operators to boost loyalty and spending with bundle experiences

Collaborative networks and personalisation to drive future value creation

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Air Canada and Marriott International strengthen loyalty with scale and programme reach

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Digital-first booking platforms and contactless technology redefine the traveller journey

Sustainable materials and modular design reshape accommodation products

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COUNTRY REPORTS DISCLAIMER

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