



Tourism Flows in Canada

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Travellers embrace AI-driven planning to unlock regional destinations

Indigenous-led and wellness experiences expand regional visitor spending

AI-powered demand forecasting and trip planners drive balanced growth

Chart 1 Tourism Flows by Category: Number of Trips 2026

WHAT'S NEXT?

Domestic tourism anchors Canada's travel flows

AI-driven tools to help operators capture value from personalised journeys

Indigenous and wellness operators to attract new visitor segments through experience-led travel

Chart 1 Forecast Tourism Flows by Category: Number of Trips 2026-2031

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AI platforms and biometric systems advance product functionality

Experiential product design diversifies the tourism portfolio

Geopolitical disruption reshapes product positioning and value design

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