CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE

Half (49%) of Canadians Plan a Vacation by April

Mexico, Central America and the Caribbean lead at 30%; Canadian destinations and Europe follow, ahead of the United States

Toronto, Canada, November 3, 2026 – A new Canada Pulse Insights national poll conducted for WeGo Tour Experiences finds that nearly half (49%) of Canadians plan to take one or more vacations through April 2027, including March Break.

Mexico, Central America or the Caribbean is the **top** destination choice, named by 30% of Canadians planning a vacation over the next six months.

Canadian destinations follow: 22% of those planning a vacation expect to travel to another province or territory, while 21% plan to travel within their own province or territory.

Europe, including the United Kingdom and Ireland (17%), comes next, followed by the United States, including Hawaii (16%), and Asia, including Southeast Asia (14%).

Vacation plans are most common in Alberta and British Columbia

More than half of residents in Alberta (57%) and British Columbia (55%) plan a vacation during the next six months. About half in Ontario and Saskatchewan/Manitoba (49% each) plan one, followed by 45% in Québec and 32% in Atlantic Canada. Nationally, 51% do not plan a vacation during this period.

Destination choices differ across the country

Among those planning a vacation, Mexico, Central America or the Caribbean is named by 37% in Alberta, 33% in Saskatchewan/Manitoba, 31% in Québec, 29% in Ontario, 25% in Atlantic Canada and 24% in British Columbia. In every region, it is named more often than the United States, which draws 20% in Alberta, 19% in Saskatchewan/Manitoba, 17% in both British Columbia and Ontario, 13% in Québec and 5% in Atlantic Canada.

Canadian destinations are also part of vacation plans across the country.

Travel to another province or territory is named by 41% of vacation planners in Atlantic Canada, 29% in Saskatchewan/Manitoba, 22% in both Alberta and British Columbia, and 20% in both Ontario and Québec.

Travel within respondents' own province or territory is named by 42% in Atlantic Canada, 24% in British Columbia, 22% in Québec, 18% in both Alberta and Ontario, and 16% in Saskatchewan/Manitoba.

Other international destinations show different regional patterns. Europe is named by 26% of vacation planners in Atlantic Canada, 22% in Ontario and 20% in Québec, followed by 10% in British Columbia, 9% in Alberta and 6% in Saskatchewan/Manitoba. Asia is named by 23% in British Columbia, followed by 15% in Ontario, 13% in Alberta, 9% in Saskatchewan/Manitoba, 8% in Québec and 2% in Atlantic Canada.

The bottom line: Nearly half of Canadians plan a vacation by April, with plans most common in Alberta and British Columbia. Mexico, Central America and the Caribbean lead the destination list, while both Canadian travel categories and Europe rank ahead of the United States. Canadian travel

features in vacation plans across the country, with roughly one in five vacation planners expecting to visit another province or territory and a similar share planning to explore their own. Vacation intentions also vary sharply by household income: 24% of Canadians in households earning under $50,000 plan a vacation, compared with 73% of those earning $150,000 or more.

Key findings

- **49%** of Canadians plan one or more vacations through April 2027, including March Break; 51% do not.
- **Mexico, Central America or the Caribbean** leads the destination list, named by 30% of those planning a vacation.
- **Both Canadian travel categories rank ahead of the United States**: 22% plan to visit another province or territory and 21% plan to travel within their own, compared with 16% naming the United States.
- **The United States ranks fifth** among the individual destination categories, behind Mexico, Central America or the Caribbean (30%), the two Canadian categories (22% and 21%) and Europe (17%). Asia follows at 14%.
- **Vacation plans are most common in** Alberta (57%) and British Columbia (55%), followed by Ontario and Saskatchewan/Manitoba (49% each), Québec (45%) and Atlantic Canada (32%).

Destination percentages are among those planning a vacation. Respondents could select multiple destinations, including both Canadian travel categories, so percentages add to more than 100% and the Canadian categories should not be added together. The findings describe travel intentions—not confirmed bookings, exclusive choices between destinations or the reasons behind those choices.

Mexico, Central America and the Caribbean (30%) top the destination list; the United States (16%) ranks fifth

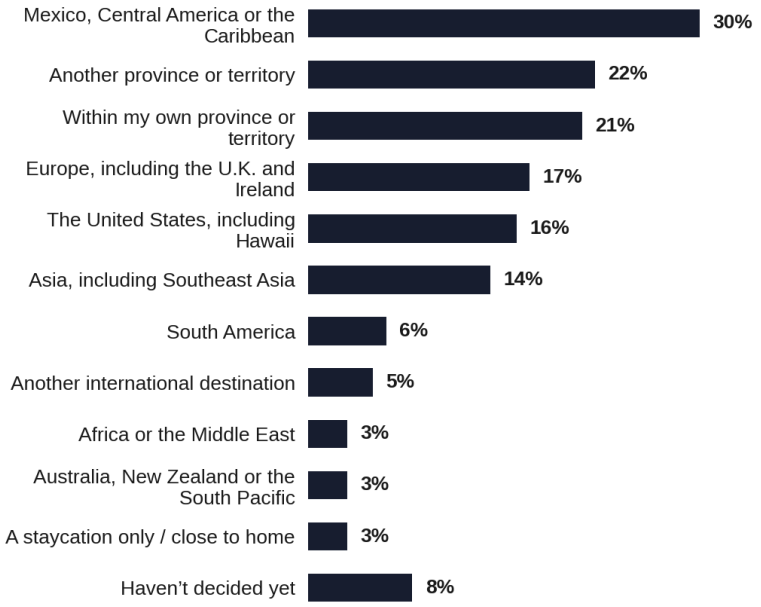
Among Canadians planning a vacation, 30% name Mexico, Central America or the Caribbean, followed by another province or territory in Canada (22%), travel within their own province or territory (21%), Europe, including the United Kingdom and Ireland (17%), the United States, including Hawaii (16%), and Asia, including Southeast Asia (14%).

Other destinations include South America (6%), another international destination (5%), Africa or the Middle East (3%), and Australia, New Zealand or the South Pacific (3%). Another 3% expect a staycation only or to remain close to home, while 8% have not decided where to travel.

The United States is named by 20% of vacation planners in Alberta, 19% in Saskatchewan/Manitoba, 17% in both British Columbia and Ontario, 13% in Québec and 5% in Atlantic Canada. Mexico, Central America or the Caribbean is named by 37% in Alberta, 33% in Saskatchewan/Manitoba, 31% in Québec, 29% in Ontario, 25% in Atlantic Canada and 24% in British Columbia.

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Q. For your planned vacation or vacations during the next six months, where do you expect to travel? Select all that apply.



Source: Canada Pulse Insights, October 1–8, 2026 (n=1,531). Online sample and data management by Sago. Base: those planning a vacation n=765; multiple responses.

Half (49%) plan a vacation in the next six months; plans are most common in Alberta and British Columbia

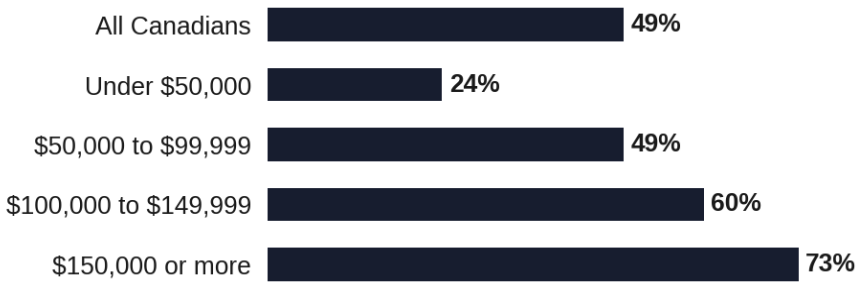
Half (49%) of Canadians plan to take one or more vacations in the next six months. By region, 57% in Alberta and 55% in British Columbia plan a vacation, followed by 49% in both Ontario and Saskatchewan/Manitoba, 45% in Québec and 32% in Atlantic Canada. Canadians aged 18 to 34 (55%) are more likely than those aged 55 and over (44%) to plan one.

Vacation plans rise with household income: 24% of respondents in households earning under $50,000 plan a vacation, compared with 49% of those earning $50,000 to $99,999, 60% of those earning $100,000 to $149,999 and 73% of those earning $150,000 or more.

By education, 64% of university graduates plan a vacation, compared with 52% of those with college or trades education and 34% of those with high school or less.

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Q. Do you plan to take one or more vacations during the next six months, between now and April 2027, including March Break? Percent yes, by household income.



Source: Canada Pulse Insights, October 1–8, 2026 (n=1,531). Online sample and data management by Sago. Base: all respondents n=1,531; under $50,000 n=310; $50,000 to $99,999 n=466; $100,000 to $149,999 n=301; $150,000 or more n=276; prefer not to say excluded from the income cuts.

About the survey

This survey was conducted with 1,531 Canadian adults (18+) as part of a Canada Pulse Insights national omnibus survey, fielded from October 1–8, 2026, in partnership with Sago. A random sample of Canadian adult respondents was invited to complete the survey through an online panel platform managed by Sago, one of the world's largest and most respected sample and panel suppliers. The data were weighted to Statistics Canada population estimates, so the sample aligns with Canada's adult population by region, age, gender and educational attainment, and to the result of the April 2025 federal election by recalled vote. The margin of error for a comparable probability-based random sample of the same size is ±2.5 percentage points, 19 times out of 20. Respondents were given the choice to answer the survey in either English or French. Any discrepancies between the detailed tables and published results are due to rounding.

Both Canada Pulse Insights and Sago are accredited members of the Canadian Research Insights Council (CRIC) and adhere to its Canadian Code of Market, Opinion, and Social Research and Data Analytics, which incorporates international ESOMAR standards and Canadian public opinion disclosure requirements. The detailed tables and full question wording for this survey are posted on the Canada Pulse Insights website as a companion to this release, consistent with CRIC's transparency standards for research released into the public domain.

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