



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Travel Trends

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Evolving priorities and preferences are transforming the way people travel. From embracing the great outdoors to uncovering hidden gems, today's travellers are seeking new ways to experience the world. This special feature highlights the latest trends influencing travel decisions, inspiring Canadians to explore with confidence.

Proposed topic highlights:

- Eco-Conscious Escapes:** Exploring sustainable travel options for environmentally-minded adventurers.
- Wellness Getaways:** The rise of retreats and experiences focused on health and rejuvenation.
- Hidden Gems:** Spotlighting lesser-known destinations for unique and unforgettable adventures.
- Family Travel Reimagined:** Creative ways families are reconnecting through travel.
- Technology and Travel:** How apps and innovations are transforming the planning and booking experience.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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Source: Vividata SCC Winter 2024, National, Adults 18+

Sponsor Content Booking Deadline	Material Deadline	Publishing Date
March 7	April 18	April 26
April 25	June 6	June 14
August 1	September 19	September 27