



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Winter Travel Trends 2025

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As winter approaches, Canadians are seeking escapes that offer warmth, adventure, and relaxation. From sun-soaked beaches to curated vacation experiences, travellers are eager to book convenient, all-inclusive options to make the most of the season. This special feature will highlight the latest winter travel trends, inspiring Canadians to plan their perfect getaway with ease.

**Proposed topic highlights:**

- Warm-Weather Escapes:** Explore sought-after sun destinations offering all-inclusive resorts, beachfront relaxation, and family-friendly adventures.
- Exclusive Experiences:** From cultural excursions to spa retreats, discover curated activities that elevate vacation packages and create lasting memories.
- Family-Friendly Getaways:** Stress-free vacation planning for families with tailored experiences and kid-friendly resorts that offer fun for all ages.
- Seamless Travel Planning:** How innovations in booking technology and personalized service make winter escapes easier and more accessible.
- Value and Convenience:** Highlighting the benefits of bundled vacation packages, direct flights, and exclusive offers that deliver exceptional experiences at great value.

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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,286,000**  
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

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

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
August 1	September 19	September 27
September 8	October 20	October 27
October 24	December 8	December 15
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