

Travel Study

May 2025



GLOBE INSIDERS



Introduction

Objective and Methodology

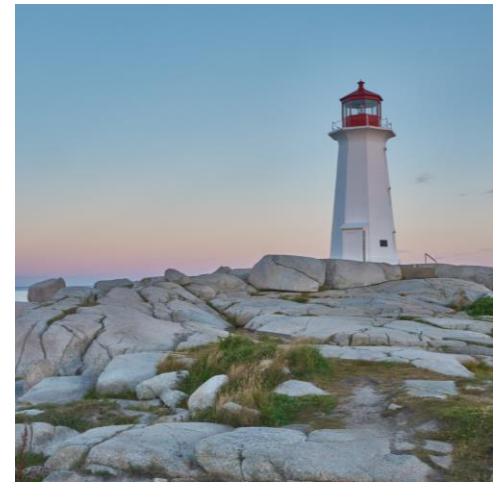
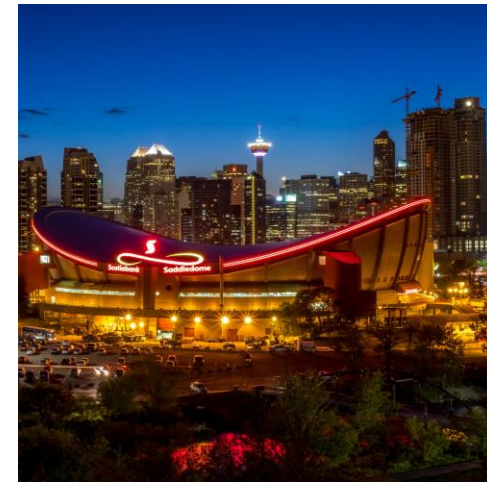
To renew our understanding of The Globe and Mail readers' travel plans including if they have cancelled or postponed any travel to the US.

Some of the questions we asked our Globe Insiders considered:

- If they plan to take a vacation in the next 12 months and if so, where are they planning to travel to
- If they cancelled a US vacation and if so, what was the nature of the trip
- Whether they were visiting family or friends
- The effect the US tariffs were having on their vacation plans and what concerns they had about travelling to the US
- How much they agreed or disagreed with a series of statements such as whether they would consider travelling to the US once the trade war/tariffs ended
- Data was collected to determine if they were snowbirds and if so, where they spent their winters, if they had familial ties to the US and how far they were from the US border

Survey Period: April 29, 2025 – May 5, 2025

Survey Participants: 1,149 (33% response rate)





Travel Study Summary

87% of Globe Insiders plan to take a vacation in the next 12 months

- 80% plan to vacation in Canada
- 67% will take an international vacation
- 15% will travel in the US

Of those considering a US vacation, 27% are considering Florida

- 18% are considering California

Of those considering an international vacation, 81% are considering Europe

- 22% are considering the Caribbean
- 19% are considering Mexico

Of those considering a European vacation, almost half are considering the UK

- One-third are considering France

Of those considering a Caribbean vacation, 27% are considering the Dominican Republic

- 22% are considering Barbados

Among those planning a Canadian vacation, 50% are planning to travel to/within Ontario

- 49% will travel to/within British Columbia
- 27% will travel to/within Quebec

Source: Globe Insiders panel, Travel Survey, April 29, 2025 – May 5, 2025



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**For more information on this study or
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