



# Travel trends

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Canadian travel habits are evolving as travellers seek experiences that feel intentional, immersive, and connected to place. Rather than moving quickly through traditional tourist circuits, Canadians are prioritizing food culture, wellness, nature, and everyday local life as the foundation of their itineraries. This special feature will explore the trends shaping how Canadians travel at home and abroad, and the experiences they value most.

- Highlighted topics:**
- Food as Cultural Discovery:** How Canadian travellers are using markets, neighbourhood restaurants, and everyday food rituals to connect with local identity.
  - Nature-Forward Escapes:** The growing appeal of mountain, coastal, and outdoor destinations offering space, calm, and restorative experiences.
  - Slower, Immersive Travel:** Why Canadians are favouring longer stays and community-focused experiences over crowded landmarks and mass tourism.
  - Purpose-Driven Itineraries:** Trips increasingly shaped around personal interests — from wellness and creativity to outdoor adventure and craft.
  - Wellness and Beauty in Place:** Rising interest in destinations defined by locally rooted wellness traditions and culturally grounded beauty practices.

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Source: Vividata SCC Fall 2025, National, A18+

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