

What Travel Trends Might Tell Us About the Future

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ENVIRONICS
A N A L Y T I C S

Tourism Segments and Trends

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Who is Environics Analytics?

- Canada's leading marketing analytics company
- We help tourism organizations gain a better understanding of who their **Canadian visitors** are so that they can make **more effective use of their Canadian marketing budget**

Agenda

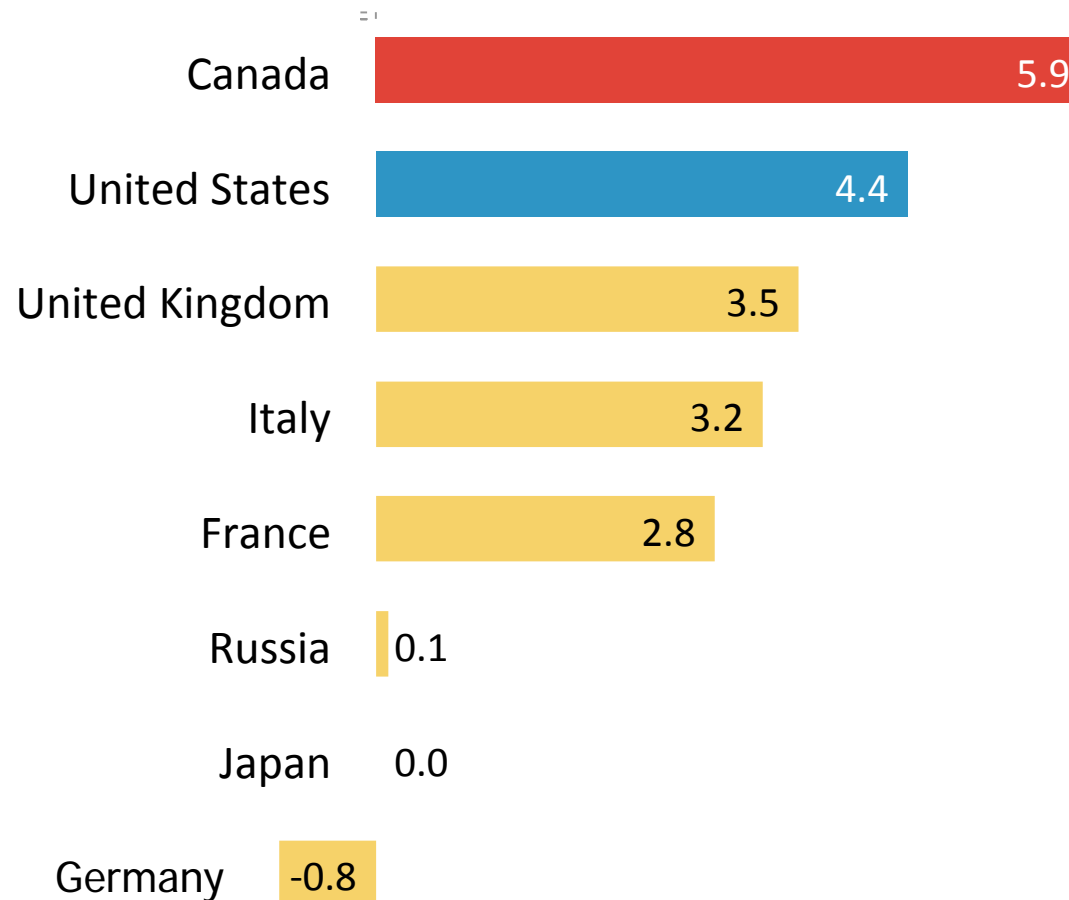
- Age Trends - Canada and US
- The Youth Movement
- How They Travel



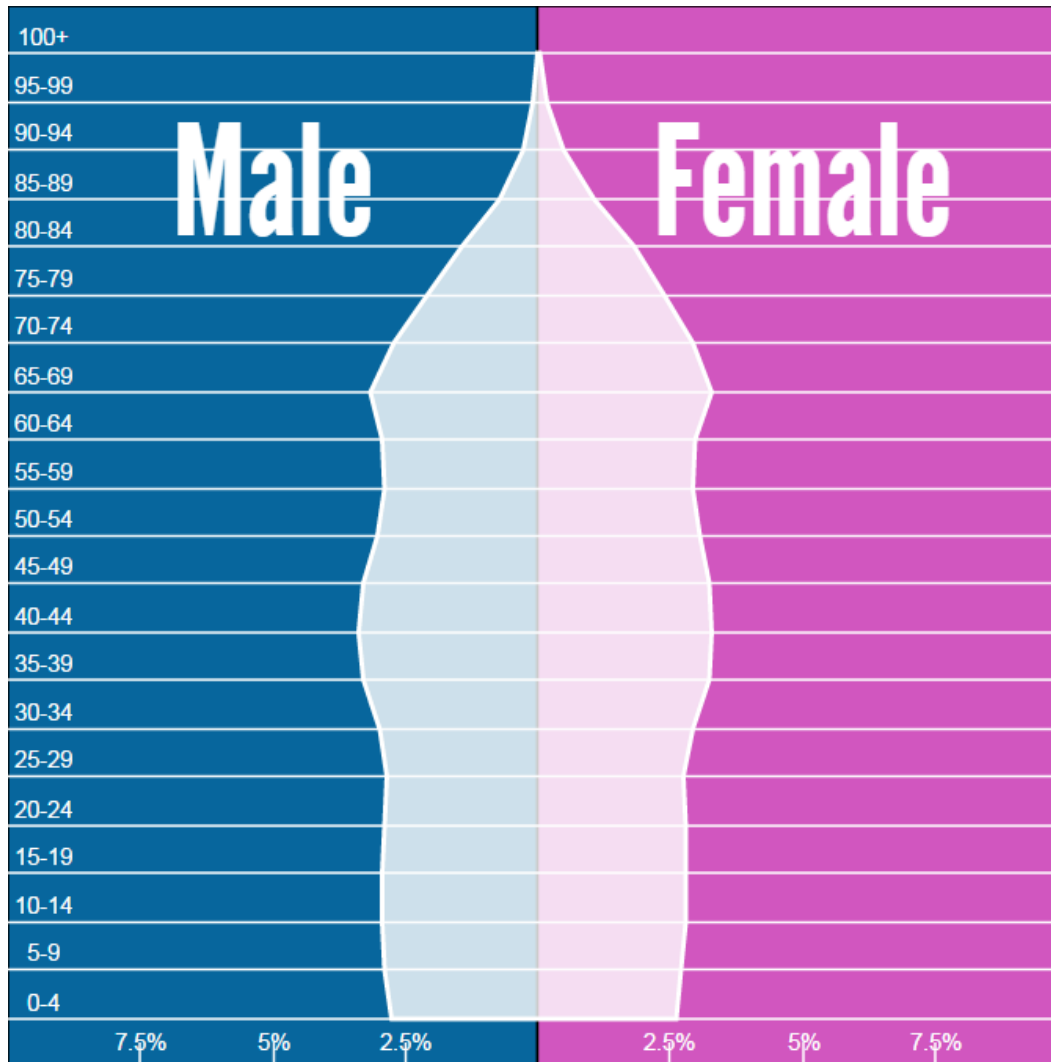
Age Trends

Both Canada and the US are Growing

Population Growth in G-8 Countries, 2006-2011 (%)



Canadian Population



● 1955

● 1970

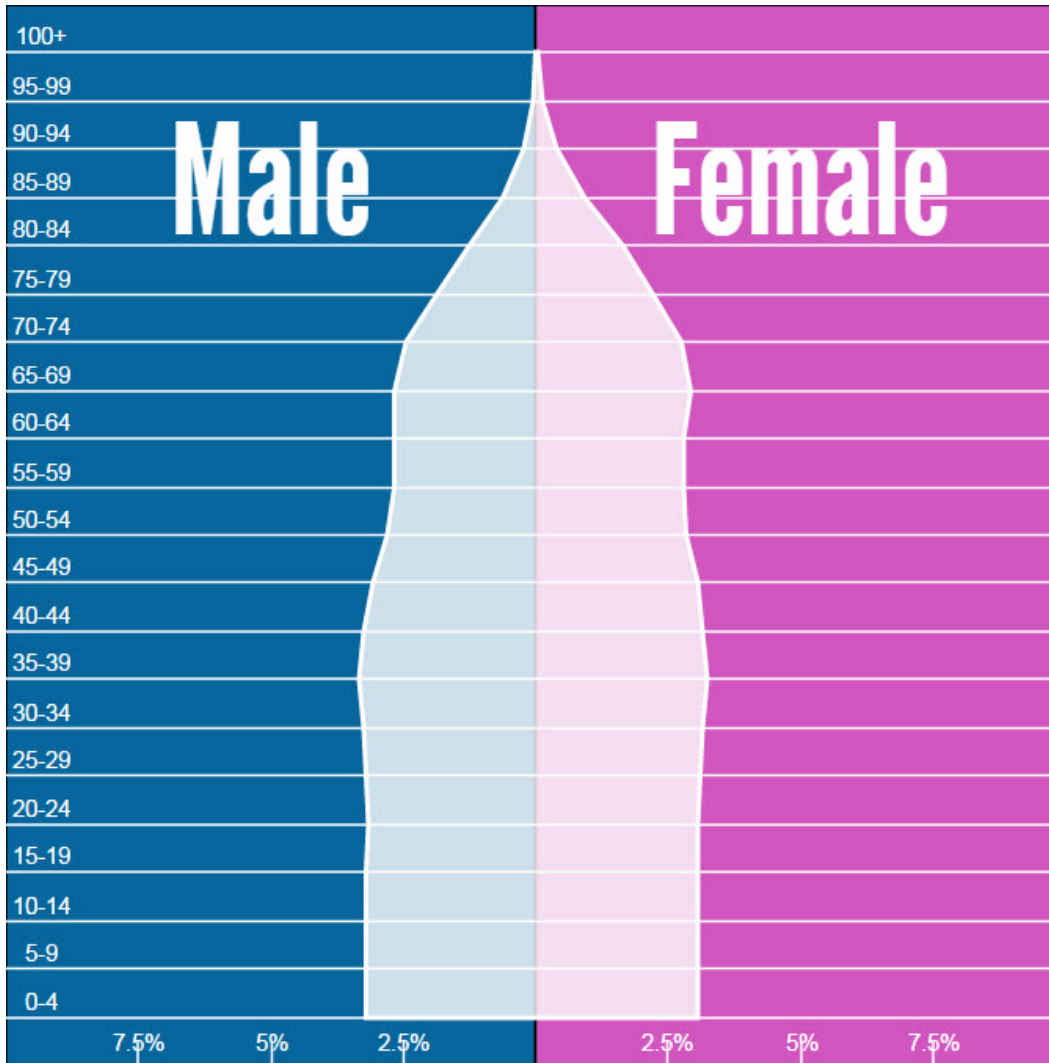
● 1985

● 2000

● 2015

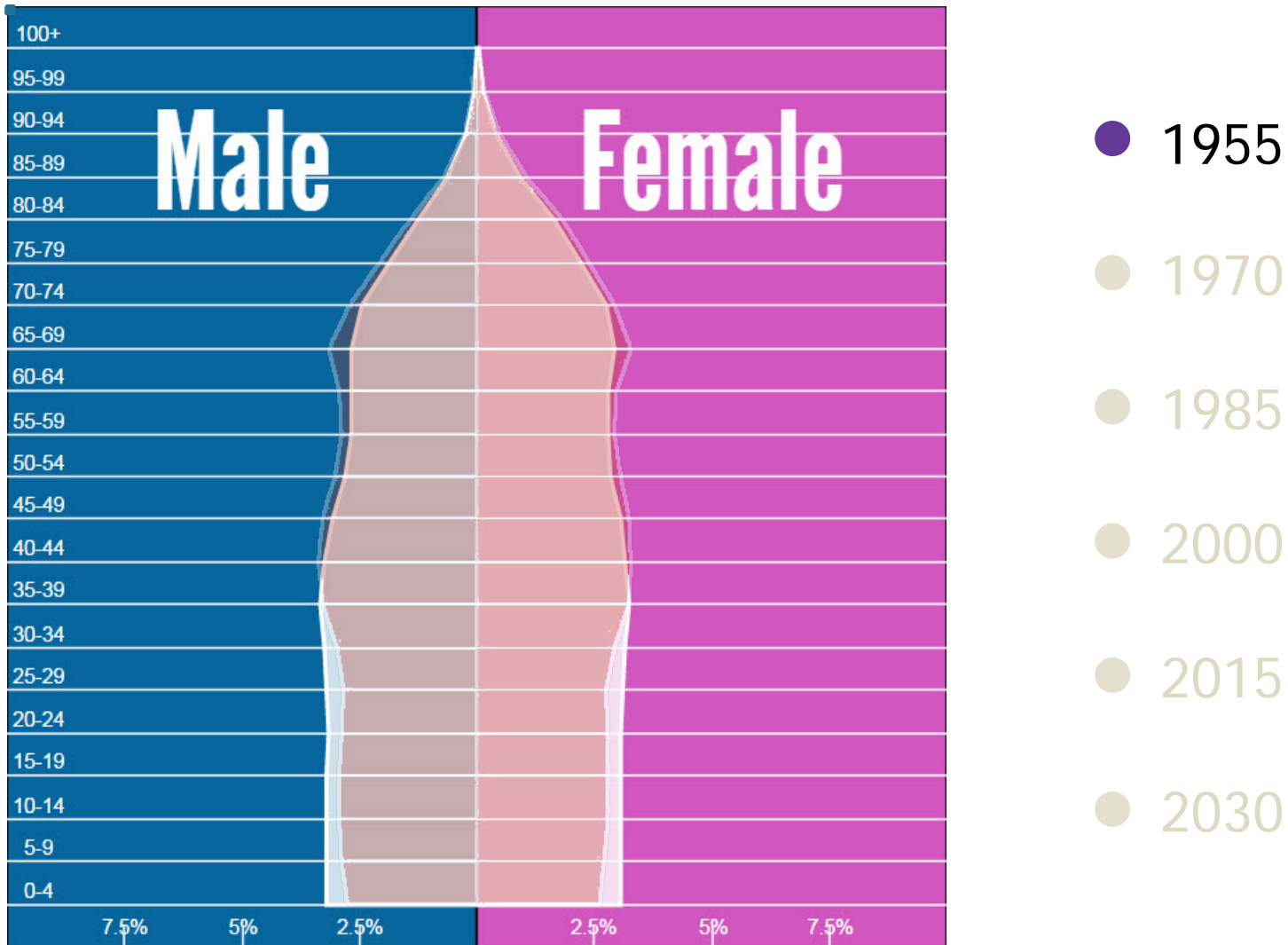
● 2030

US Population

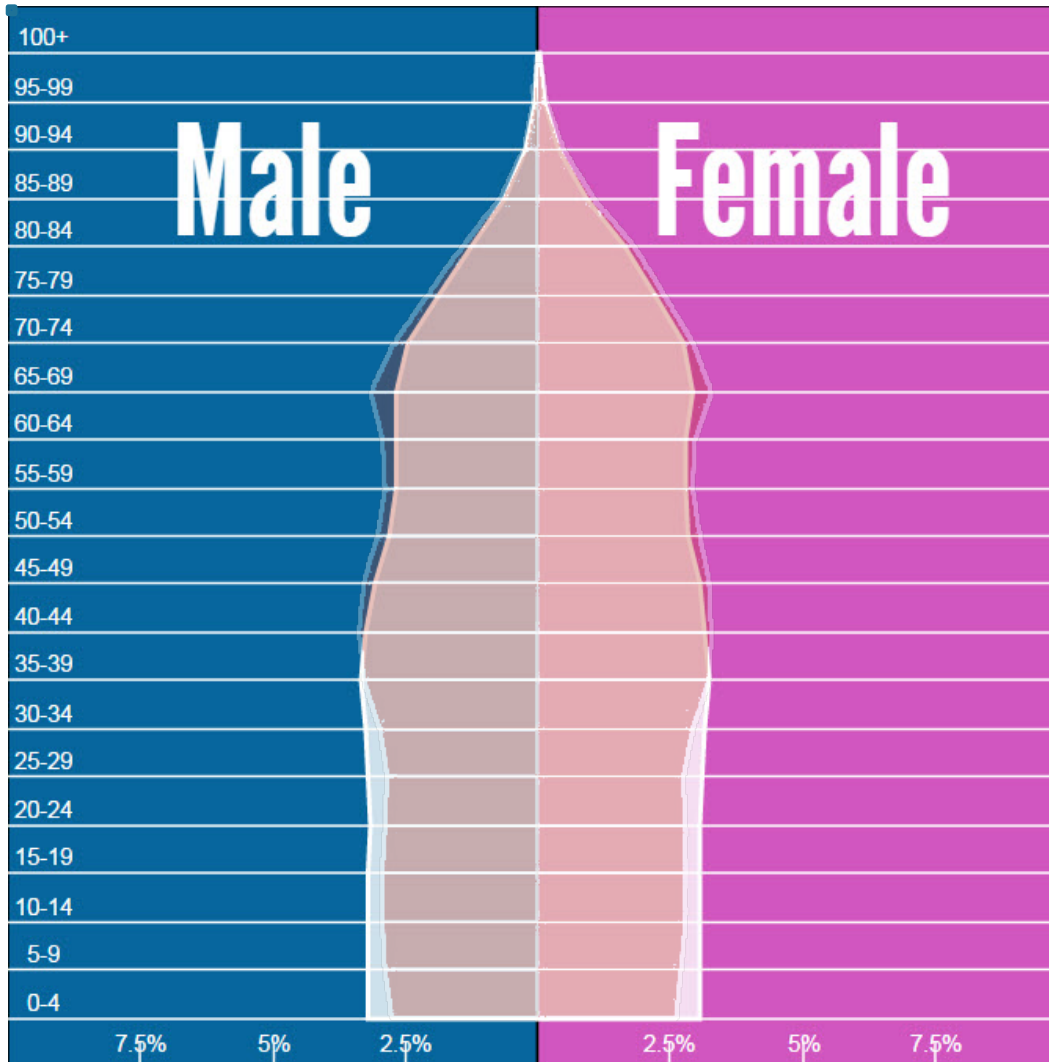


- 1955
- 1970
- 1985
- 2000
- 2015
- 2030

Comparing the Two



Comparing the Two



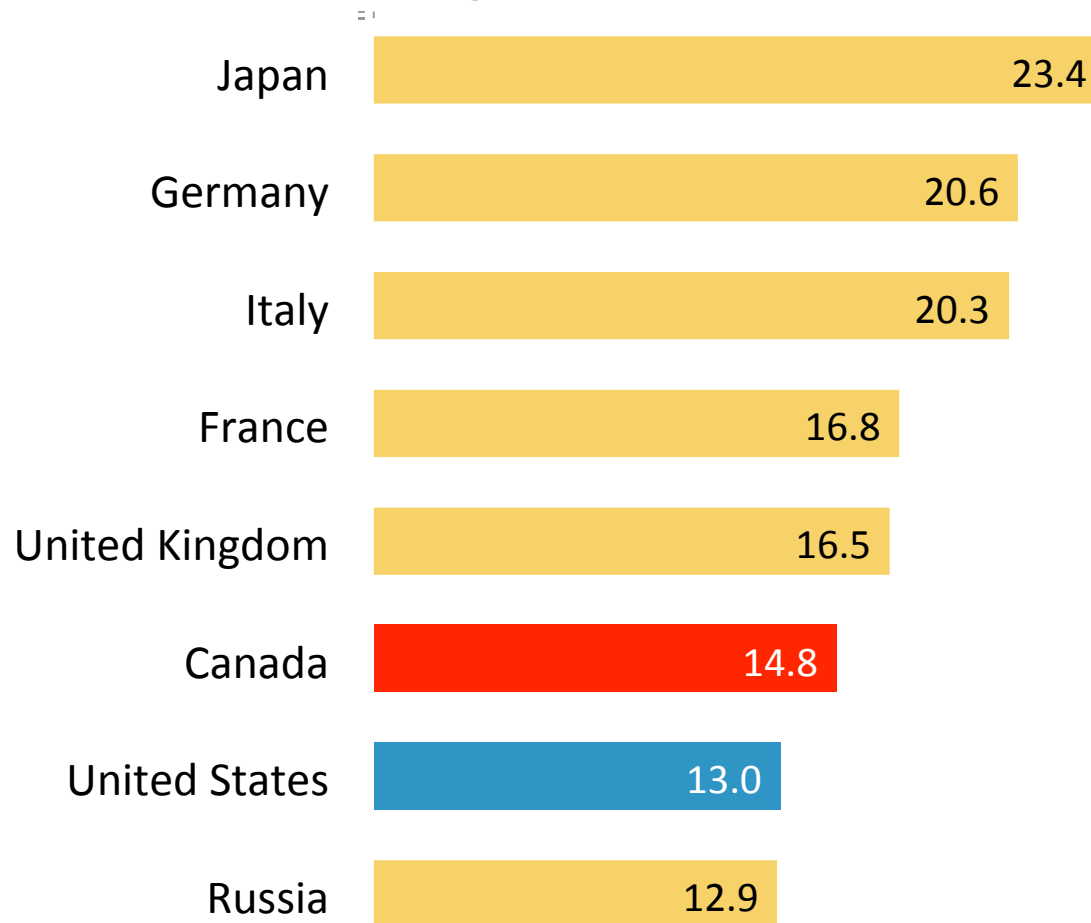
- The US used to have the older population... now it's Canada with the older population
- Overall the population is flattening out



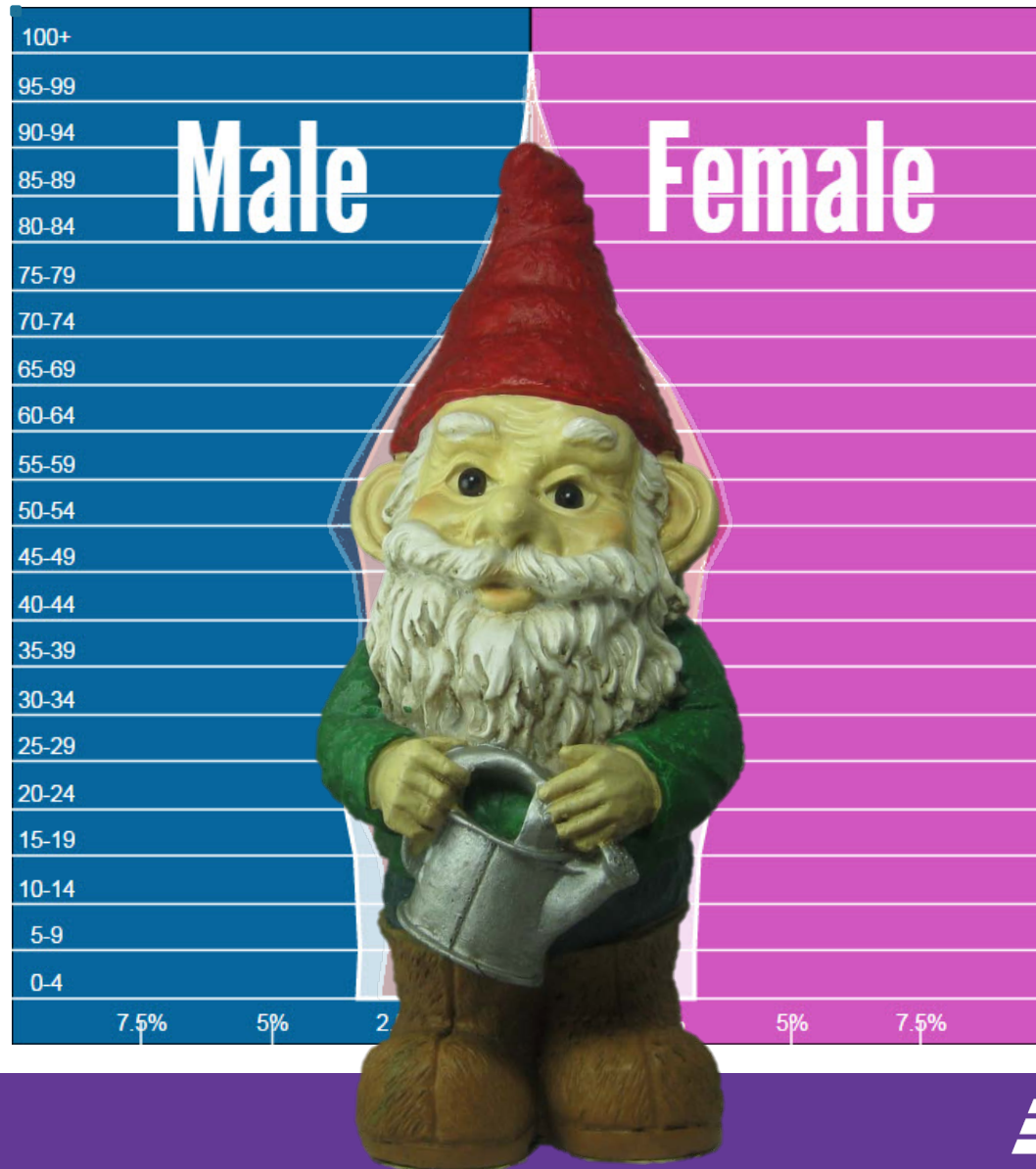
The Youth Movement

Youth Movement in Canada and the US

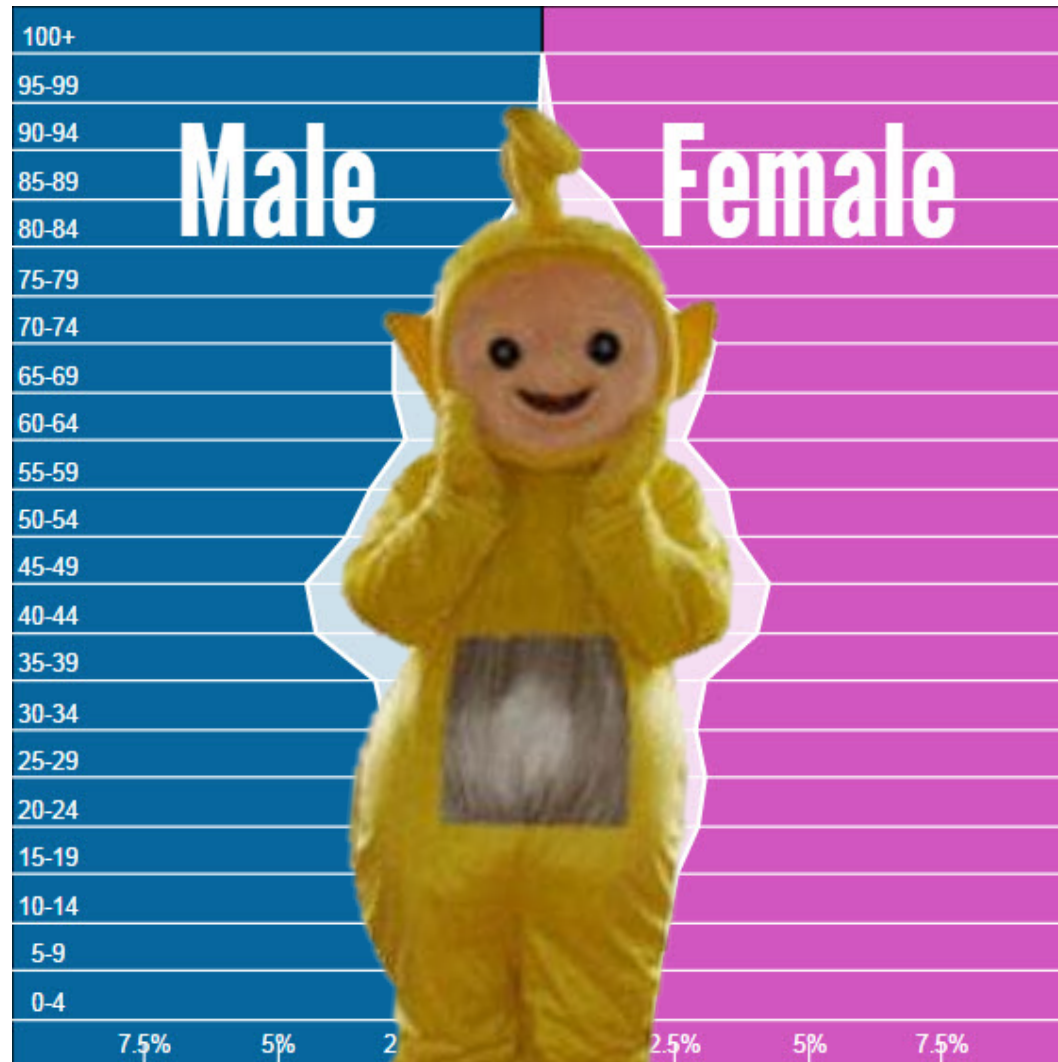
Percent of Population Aged 65 and Over, G8 Countries, 2011



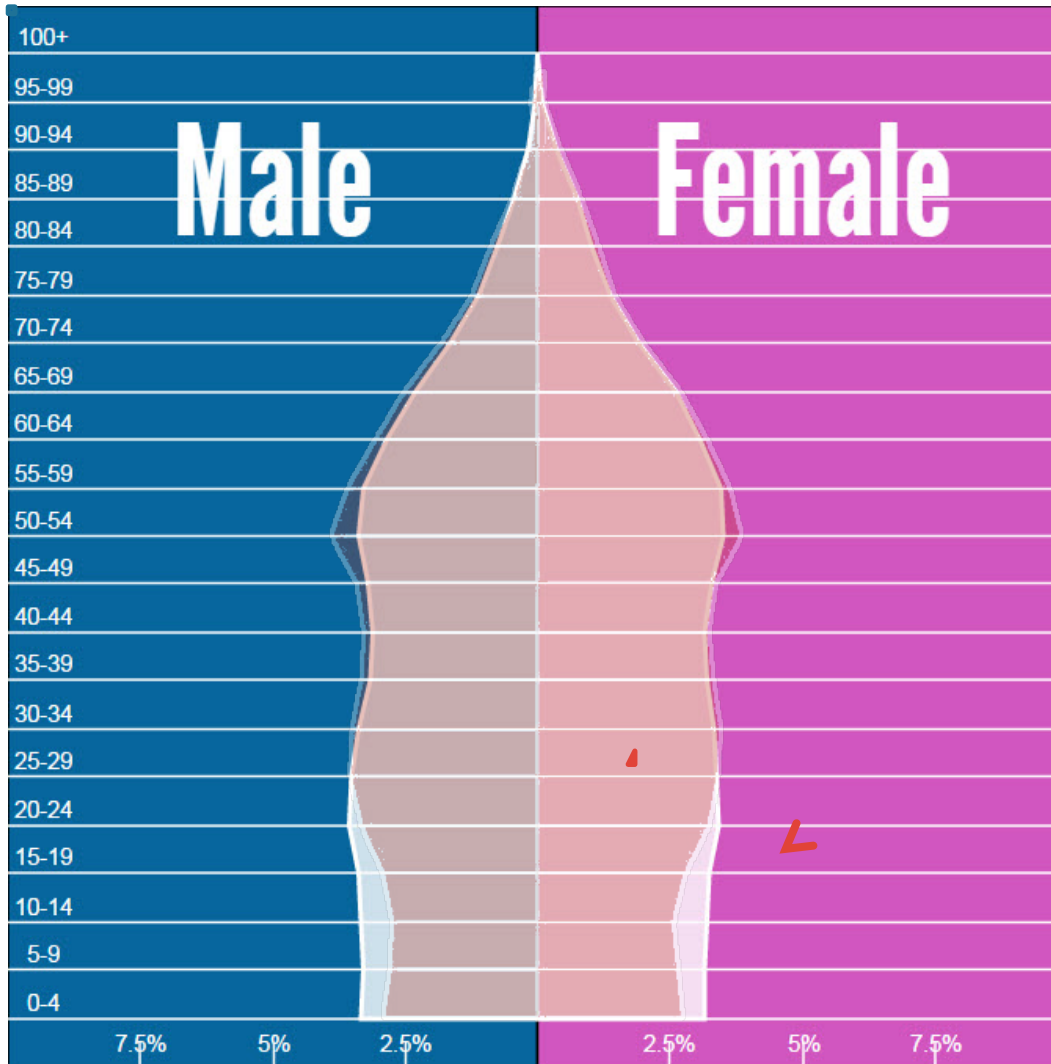
Canada and the US in 2015...



Whereas Germany...



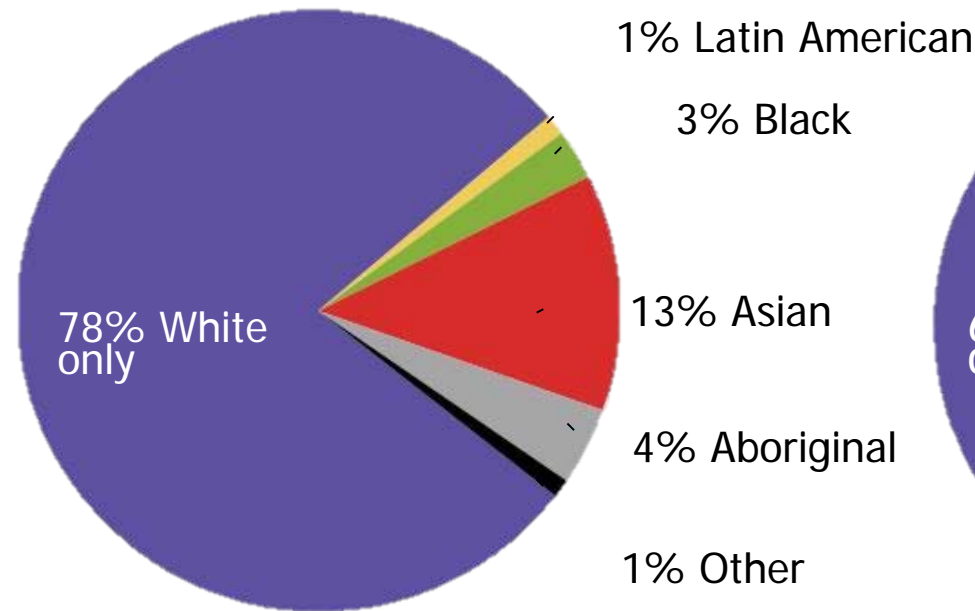
The Youth Movement



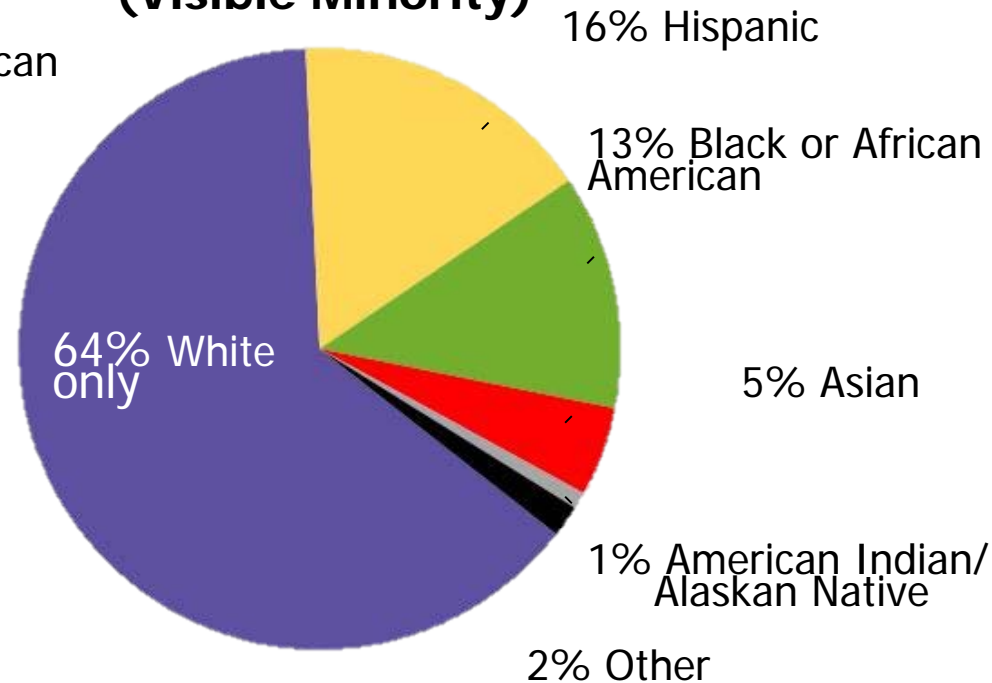
Why the discrepancy?

Let Diversity Explain...

**Canada 2011
(Visible Minority)**



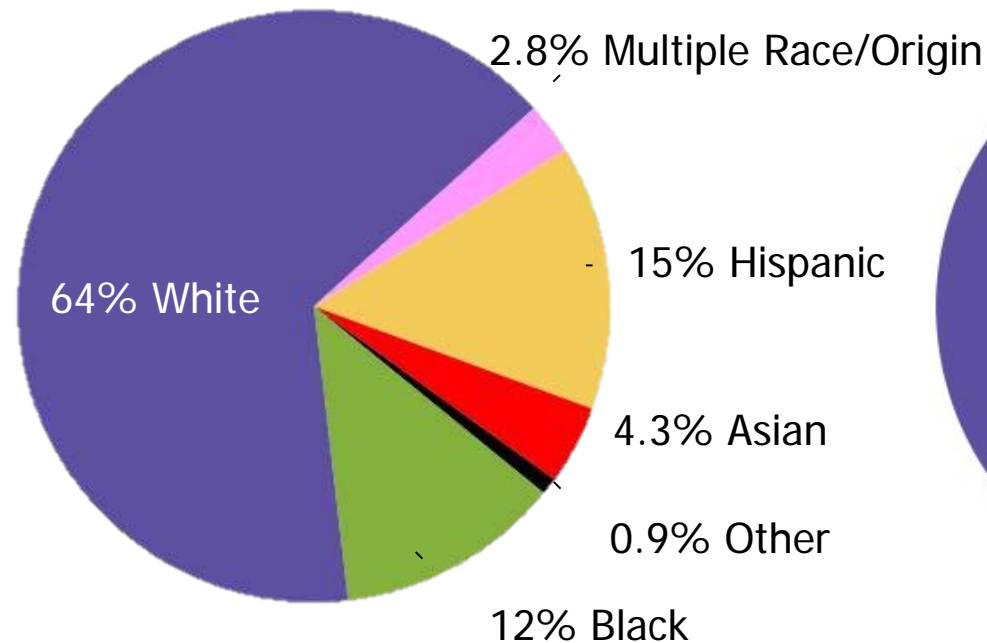
**United States 2010
(Visible Minority)**



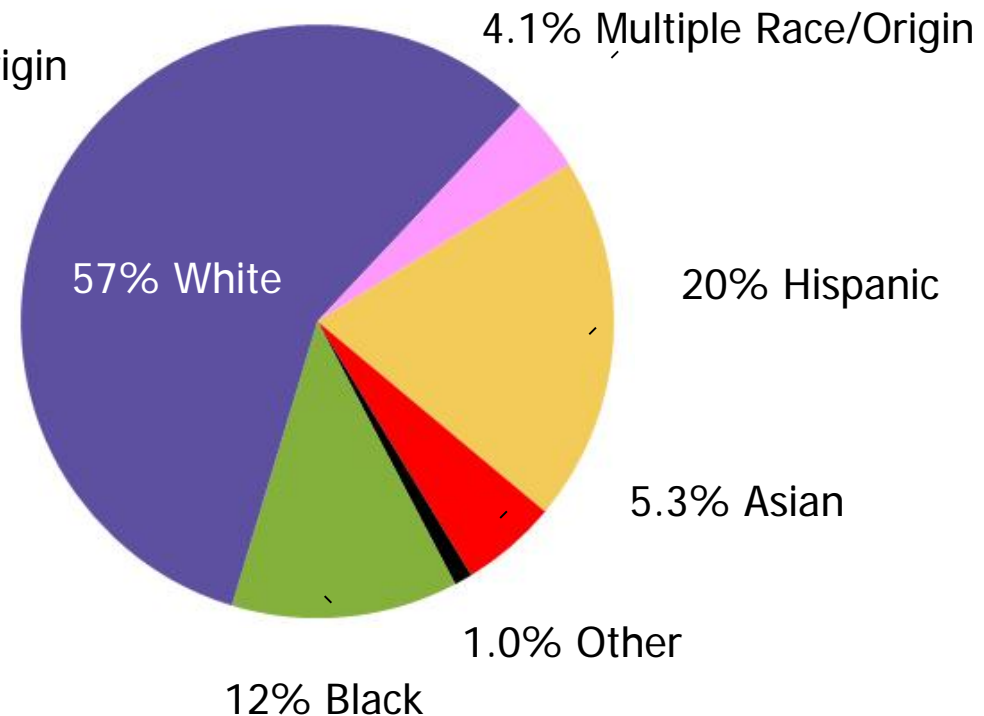
Growth Through Diversity



2010 US Population by Race/Hispanic Origin



2030 US Population by Race/Hispanic Origin



Note: Other includes (i) American Indian and Alaskan Native and (ii) Native Hawaiian and other Pacific Islanders

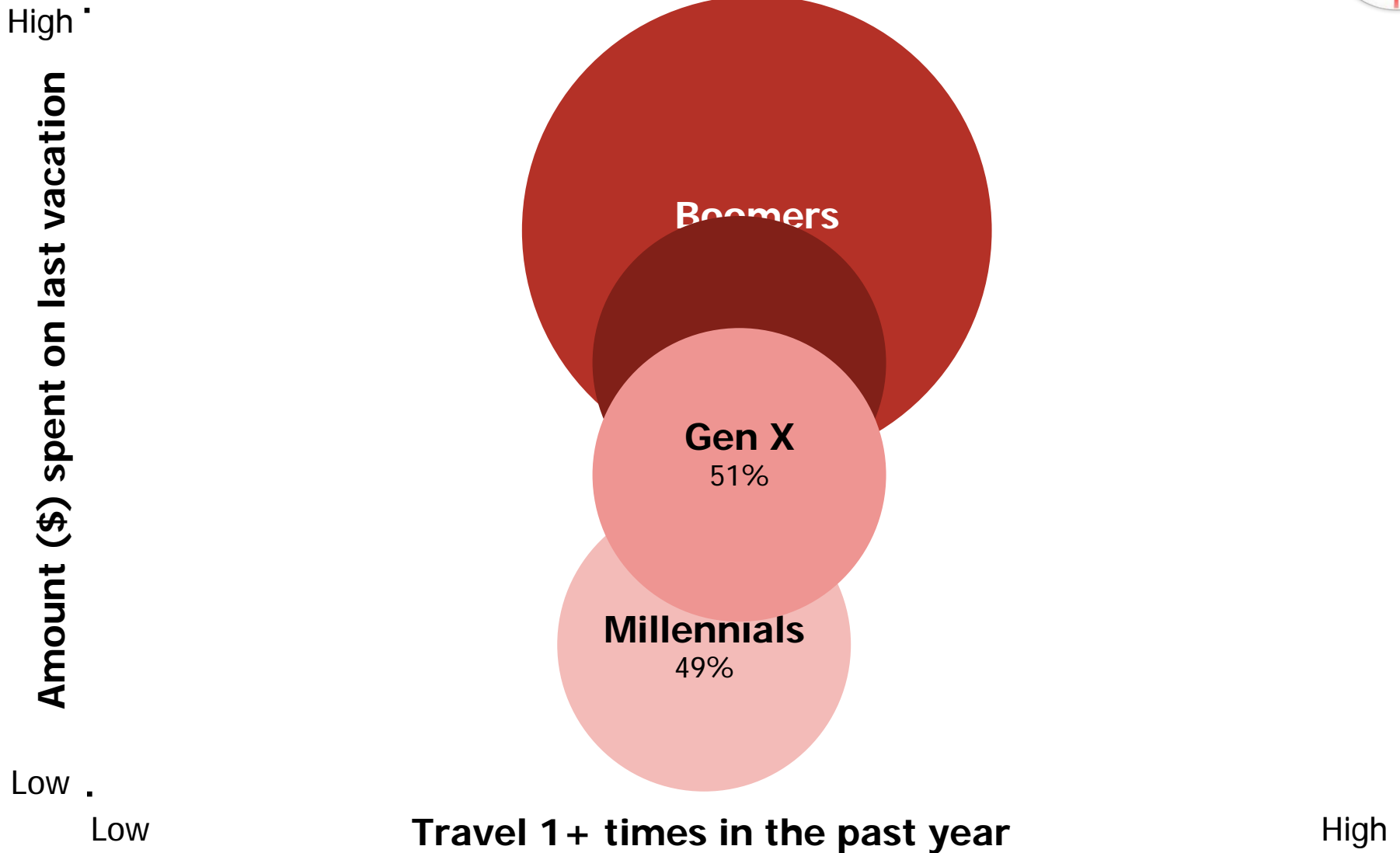
28% of the US Hispanic population
is under the age of 15...

Only **17%** of the US Non-Hispanic
population is under the age of 15

How They Travel



Canadian Domestic Travel (Index)



US Domestic Travel (Index)



High

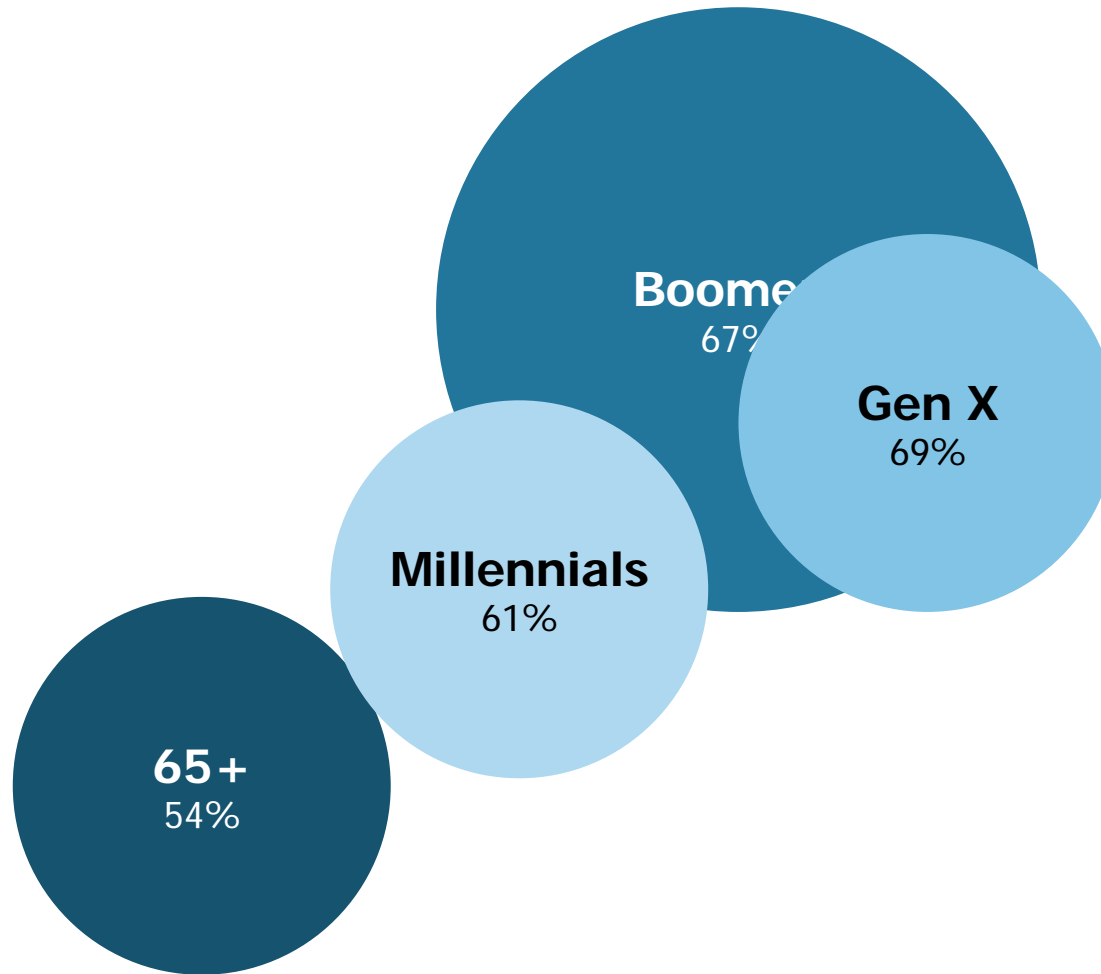
Total Travel Expenses

Low

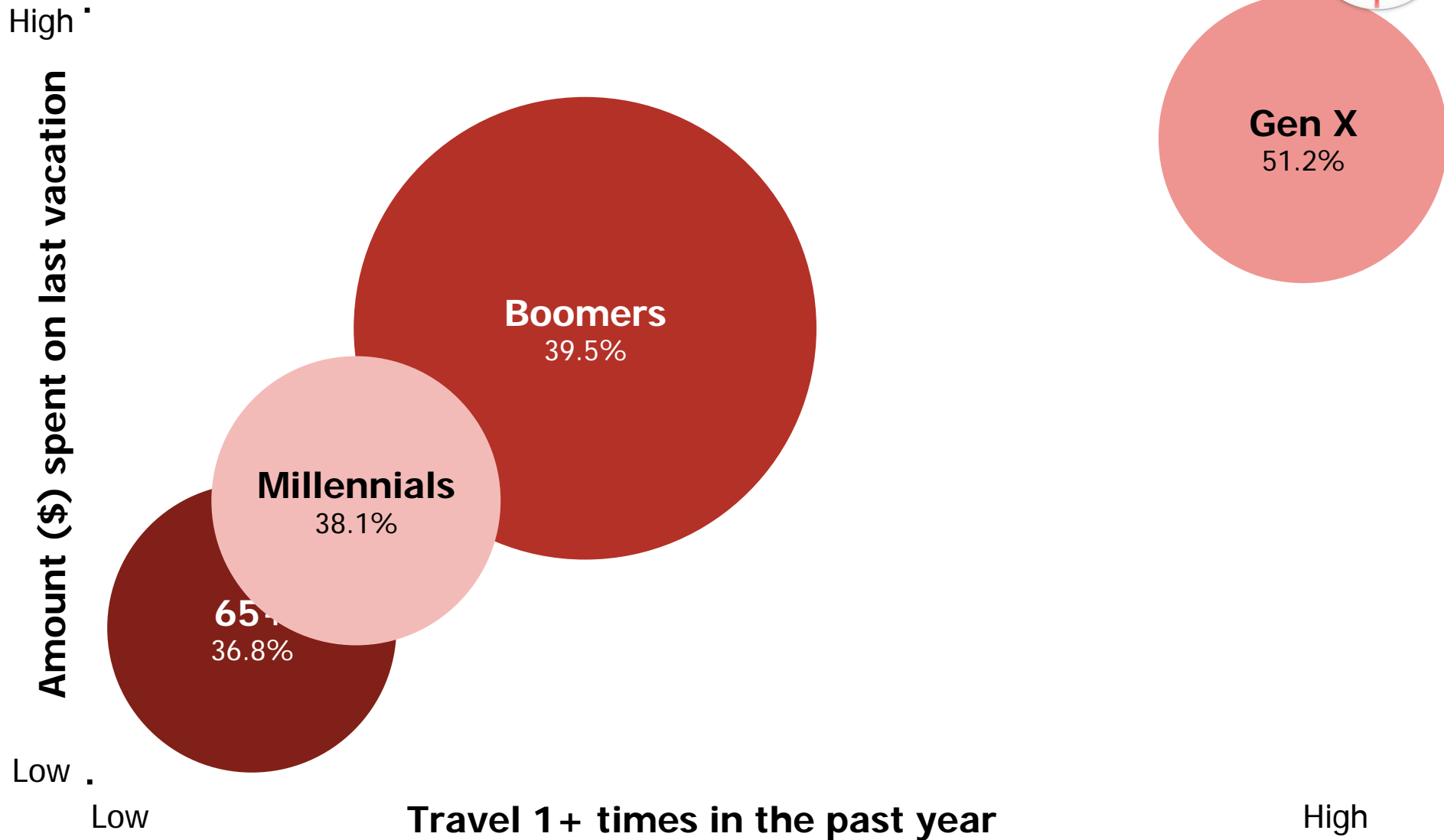
Low

Travel 1+ times in the past year

High



Canadian International Travel (Index)



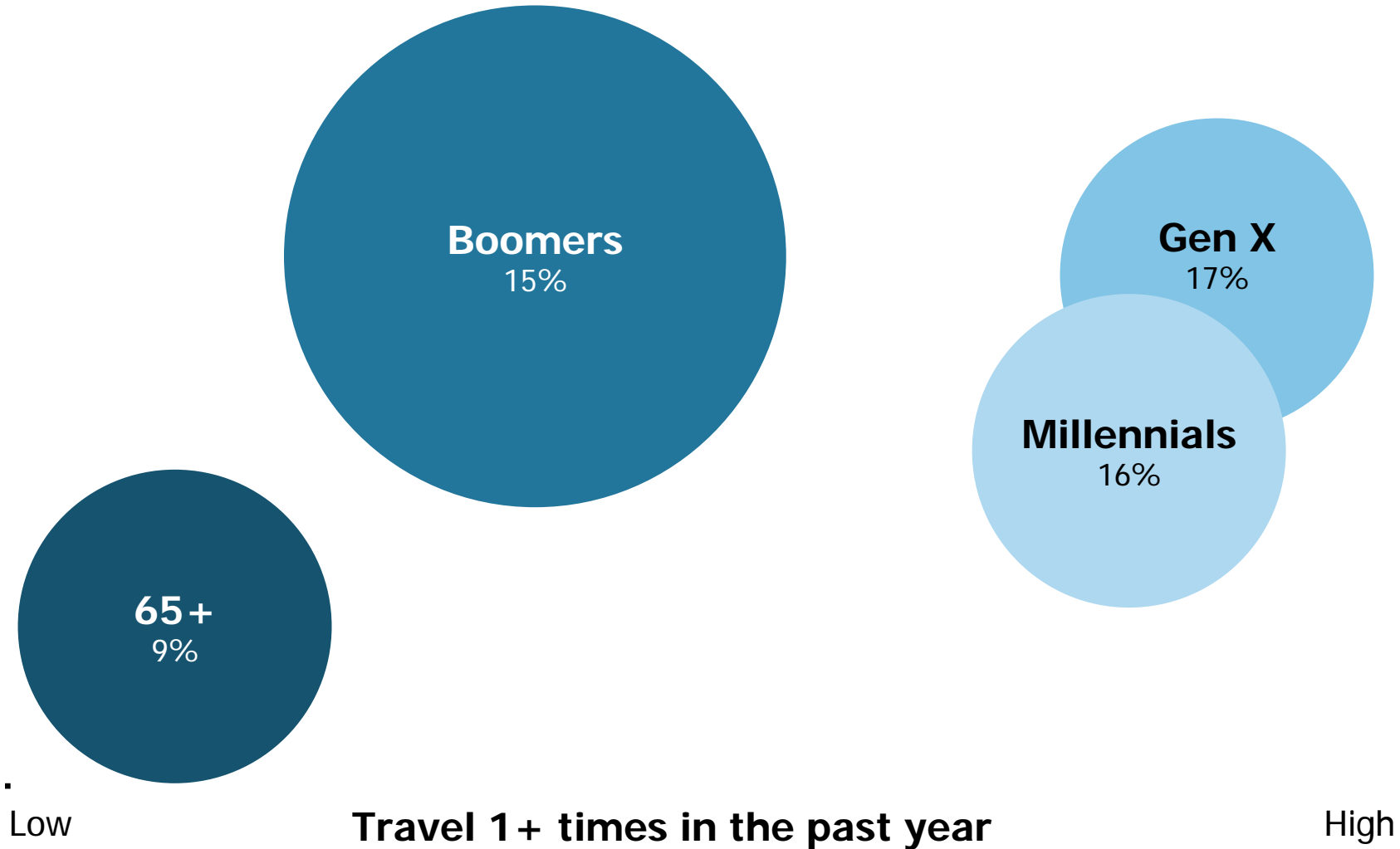
US International Travel (Index)



High

Total Travel Expenses

Low



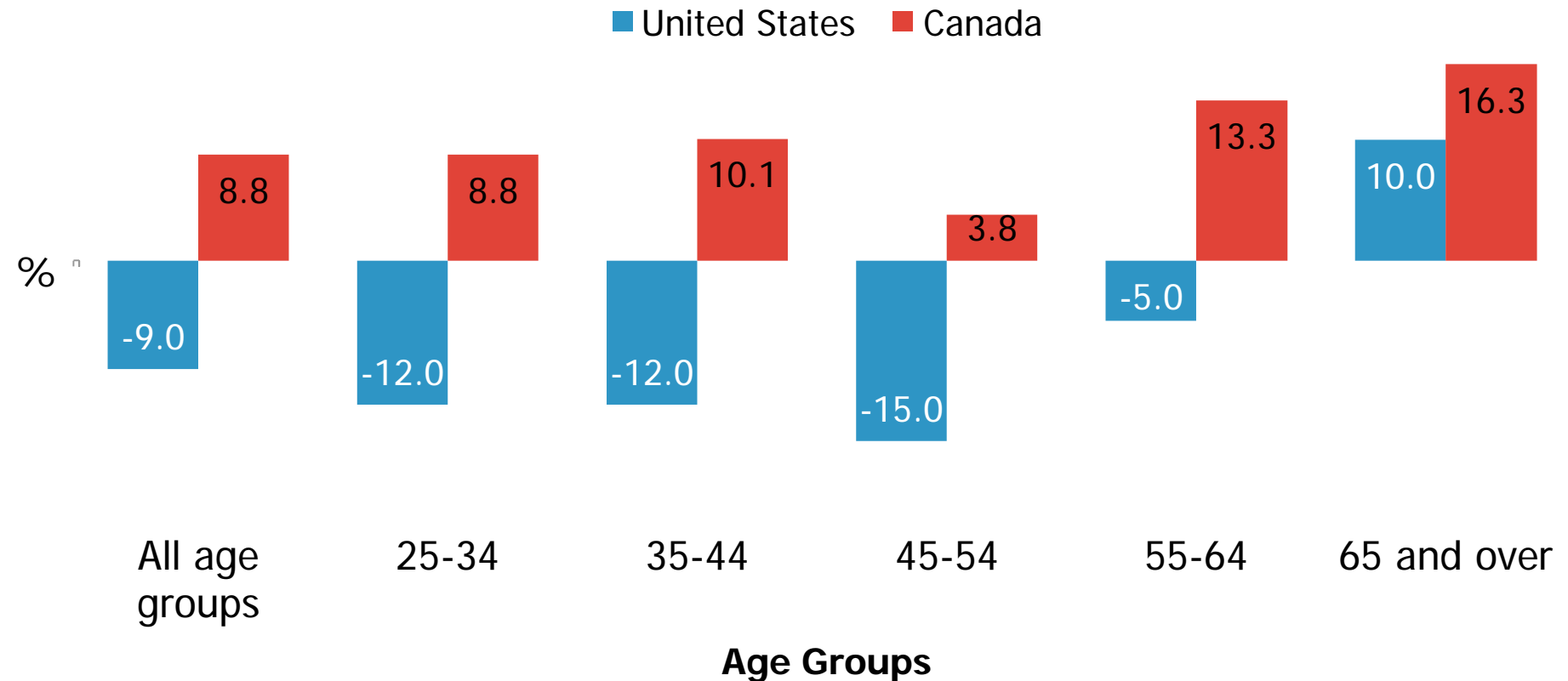
Low

Travel 1+ times in the past year

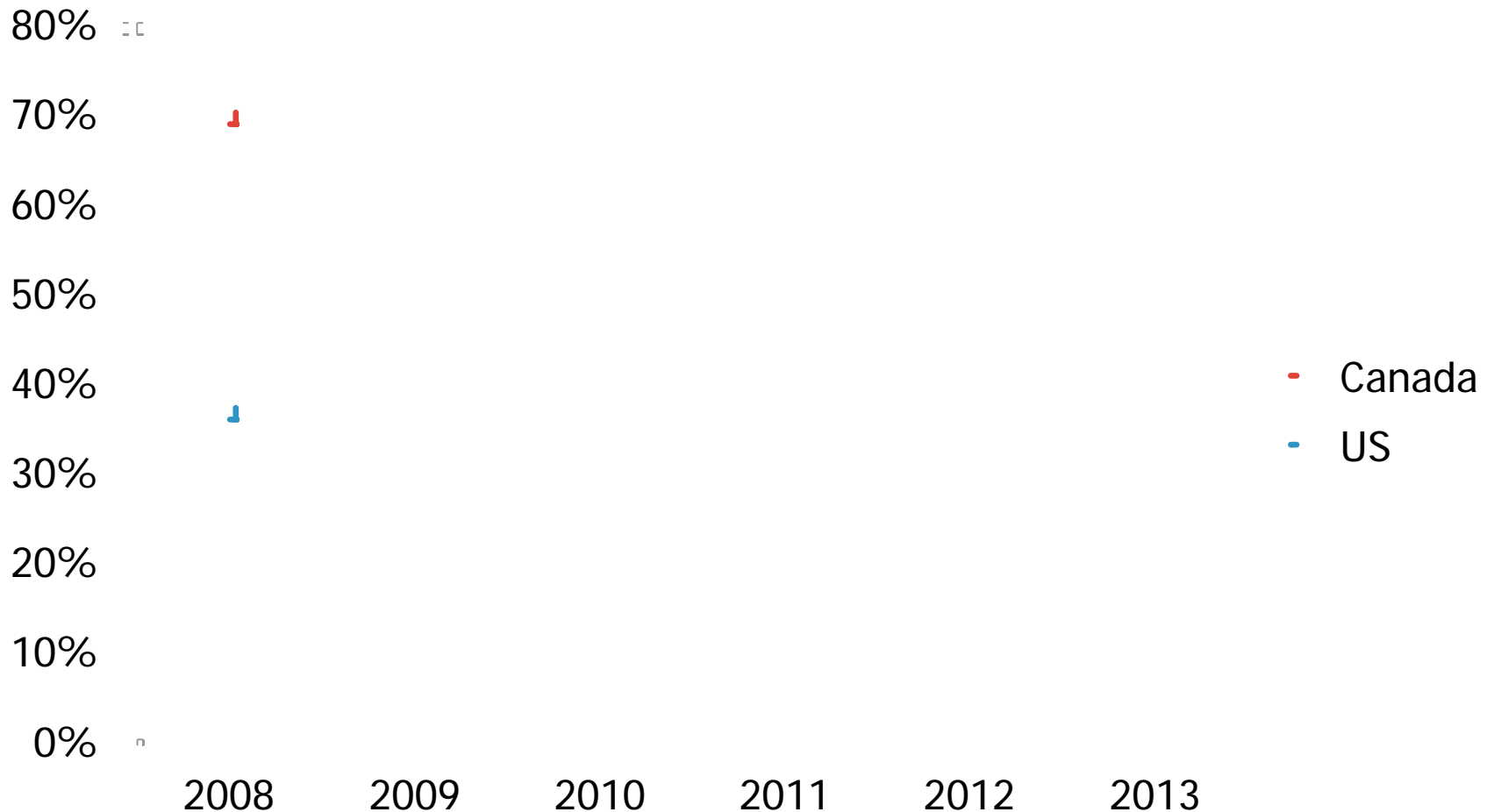
High

Let Incomes Explain...

Percentage Change in Median Household Income 2000-2011 (constant \$)



Let Passports Explain...



In Summary

- Both the US and Canada are relatively young countries
- The US will become younger than Canada
- The diversity in both countries will become even more of a factor in marketing decisions
- Americans tend to be less likely to travel internationally than Canadians but the Millennials are beginning to travel very differently



Thank You!