CROSS-BORDER TRAVEL INSIGHTS

CRG
CONTEXT
RESEARCH
GROUP

DESTINATION
ONTARIO

In partnership with Destination Ontario
DOinsights.crg.ca

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AGENDA

OTTM OVERVIEW

U.S. PULSE WAVE 3 RESULTS

DESTINATION ONTARIO

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ONTARIO TRAVEL & TOURISM MONTHLY

JANUARY 2026

ONTARIO TRAVEL & TOURISM MONTHLY (OTTM)

All OTTM data / reports are available on the Destination Ontario Insights Portal (DO-IP):
DOinsights.crg.ca

Monthly survey of **2,000+** travellers in the following regions:

- Ontario
- Manitoba
- Western Canada
- Quebec
- Atlantic Canada
- key US markets

Results released **every second Monday** of the month.

TRAVEL DESTINATION PLANS

Summer travel is top of mind for all travellers, with August being the peak month.

The **shift toward medium-term planning** is influenced by seasonality as Spring and Summer travel is approaching.

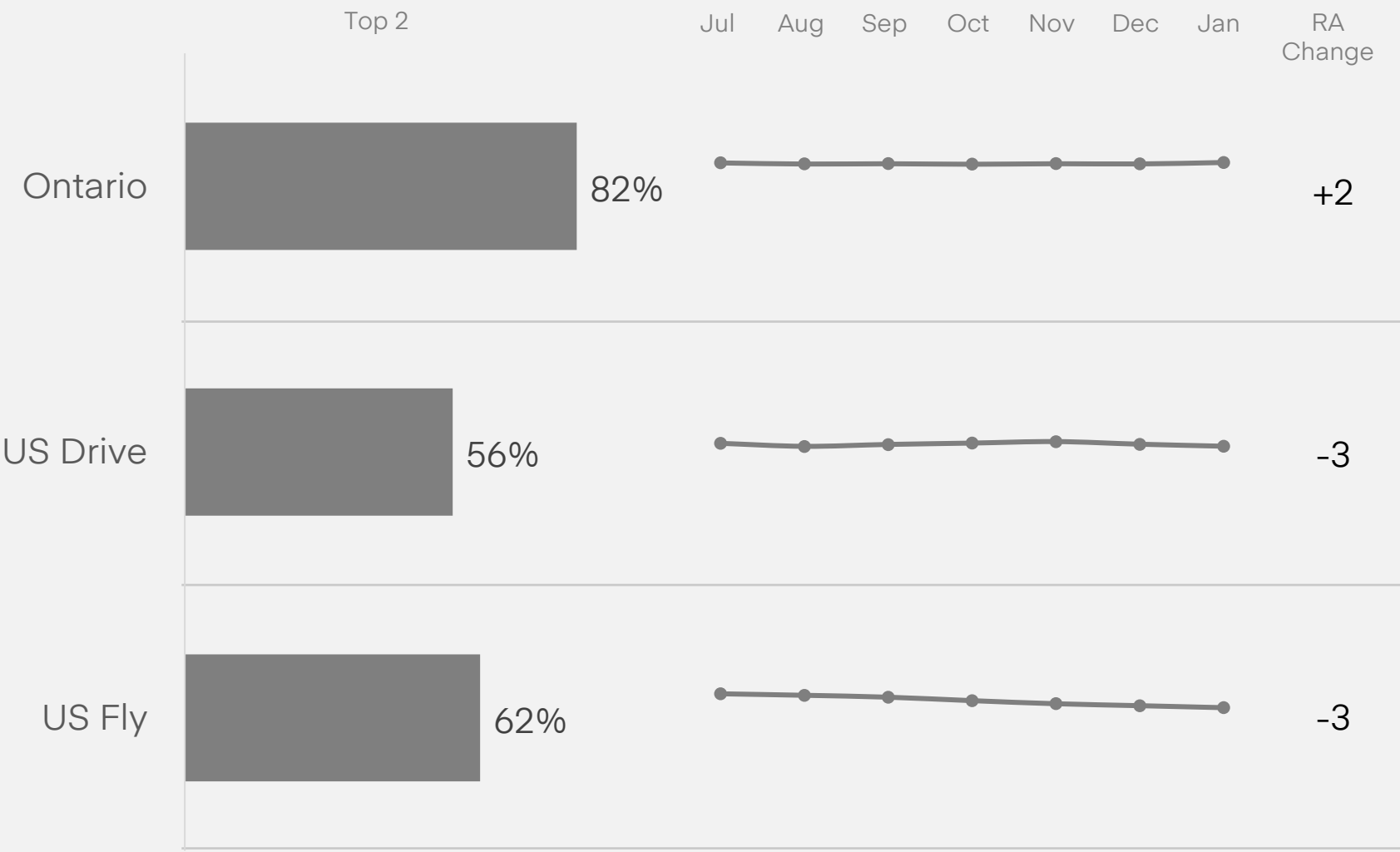**Tags -** Explore more on DOinsights.crg.ca

Travel Intent   Number of Trips   Month of Travel

LIKELIHOOD OF TRAVELLING IN ONTARIO

Interest in Ontario exists across all markets, but it is strongest among Ontario travellers.

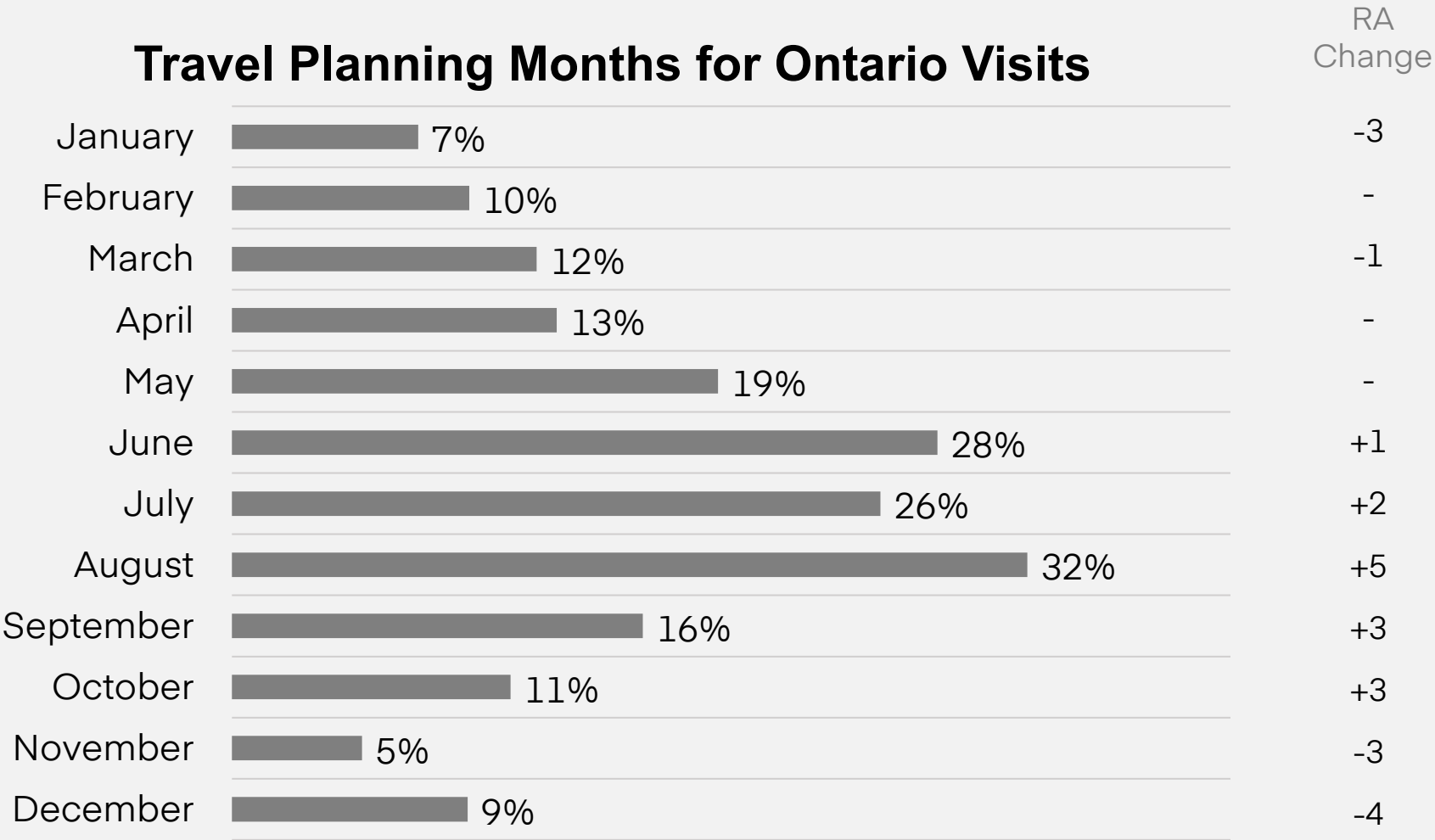|	Top 2	Jul	Aug	Sep	Oct	Nov	Dec	Jan	RA Change
Ontario	82%								+2
US Drive	56%								-3
US Fly	62%								-3

S5. In the next 12 months, how likely are you to take a pleasure trip of <u>one or more nights</u> in <u>Ontario, Canada</u>? (Excludes "don't know") (5-point scale)
All respondents (n= 3,011)

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PLANNED MONTHS OF TRAVEL

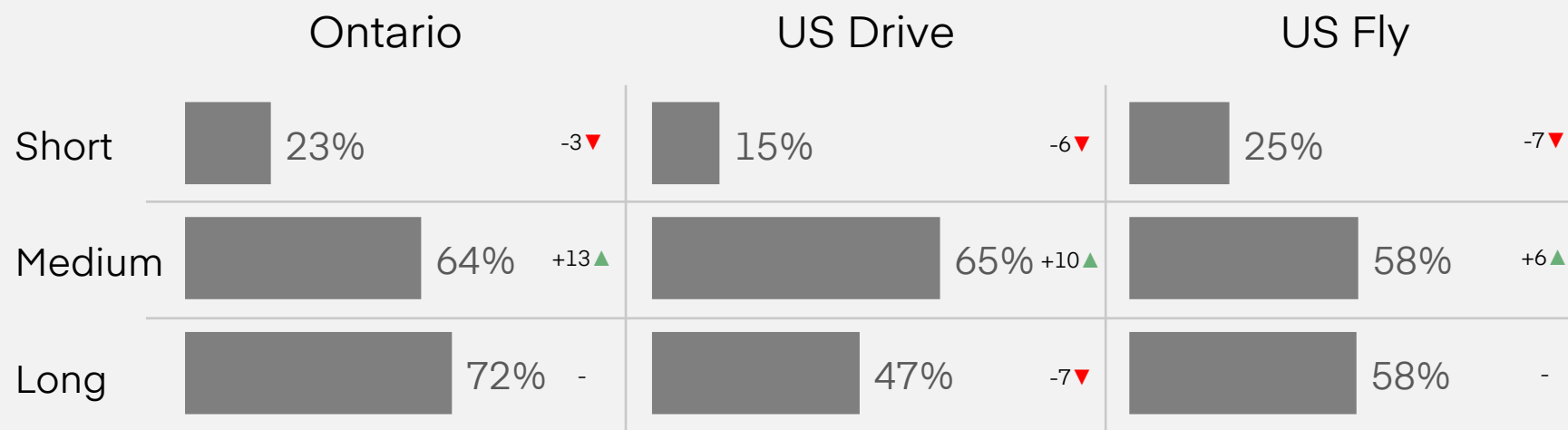August is the peak month for trip consideration to Ontario, reinforcing summer as the primary planning season.

Travel Planning Months for Ontario Visits

Month	Percentage	RA Change
January	7%	-3
February	10%	-
March	12%	-1
April	13%	-
May	19%	-
June	28%	+1
July	26%	+2
August	32%	+5
September	16%	+3
October	11%	+3
November	5%	-3
December	9%	-4

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S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months. (n=3,513)

TRIP PLANNING HORIZONS: ONTARIO & US VISITORS

Across markets, travellers are increasingly planning trips in the medium term, but long-term planning is still strongest among Ontario travellers, with U.S. Fly showing a mix of both horizons.

Short-term = <2 months ahead | Mid-term = 3-6 months ahead | Long-term = 7-12 months ahead

	Ontario	US Drive	US Fly
Short	23% -3▼	15% -6▼	25% -7▼
Medium	64% +13▲	65% +10▲	58% +6▲
Long	72% -	47% -7▼	58% -

Note:
Bar = % of current month | ▲▼ = RA Change

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S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months.

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SUSTAINABLE TRAVEL FACTORS

Sustainability **remains a consistent factor** in travel decision-making, with U.S. Fly travellers showing the strongest engagement.

While **wildfire impact is generally low**, it affects U.S. Fly travellers more during hotter summer months.

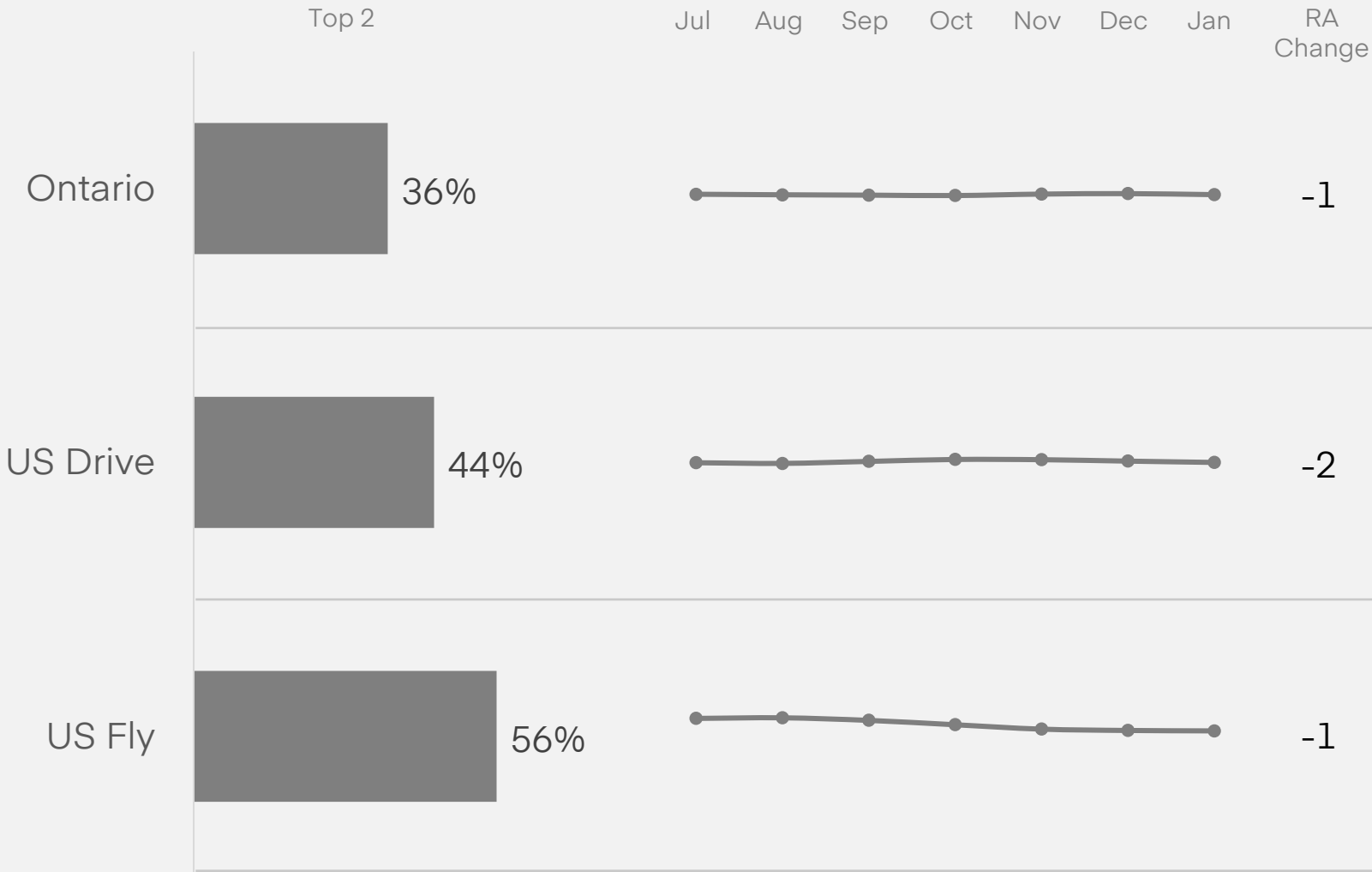---

Tags - Explore more on DOinsights.crg.ca

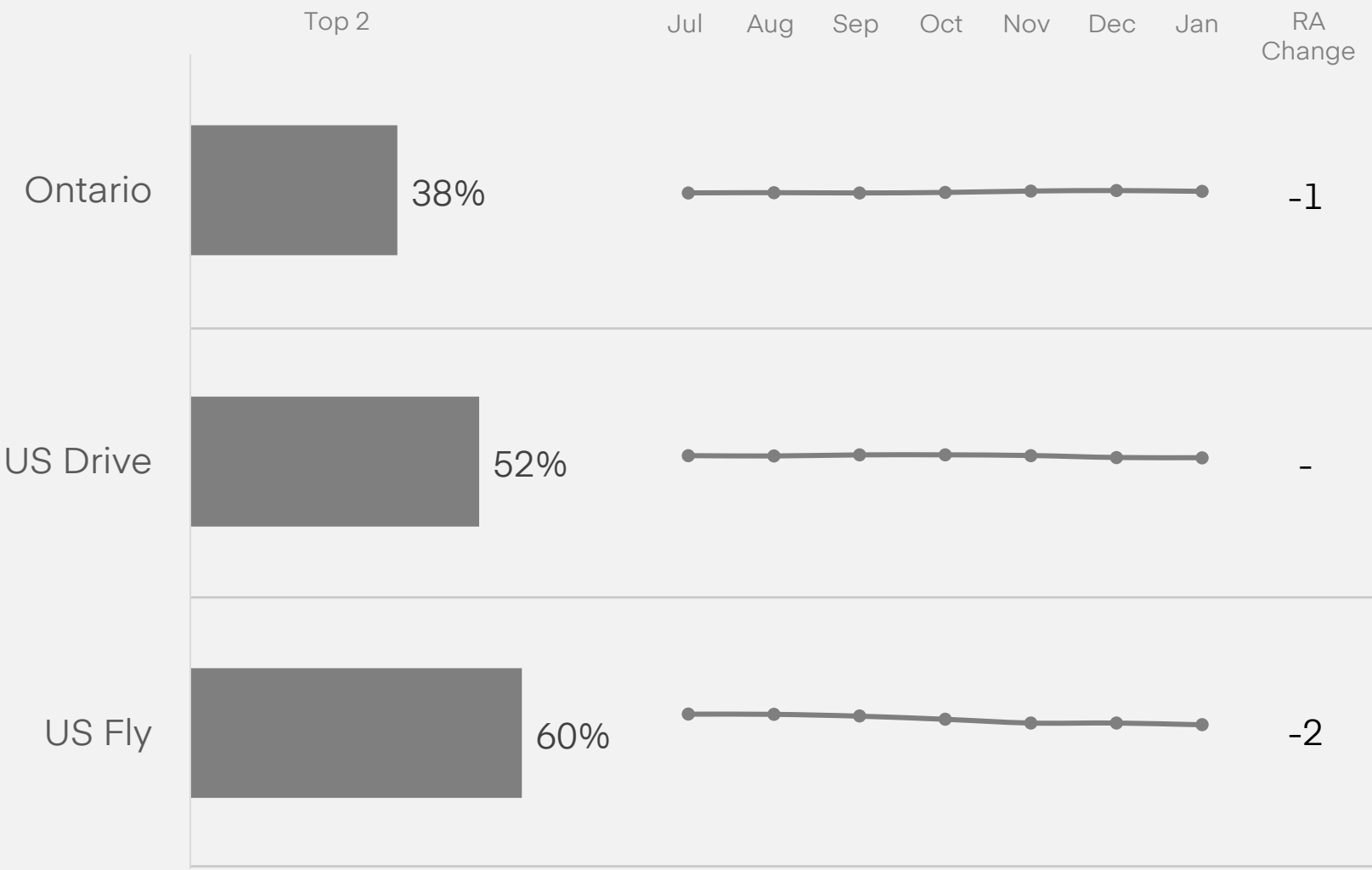Travel Intent   Number of Trips   Month of Travel
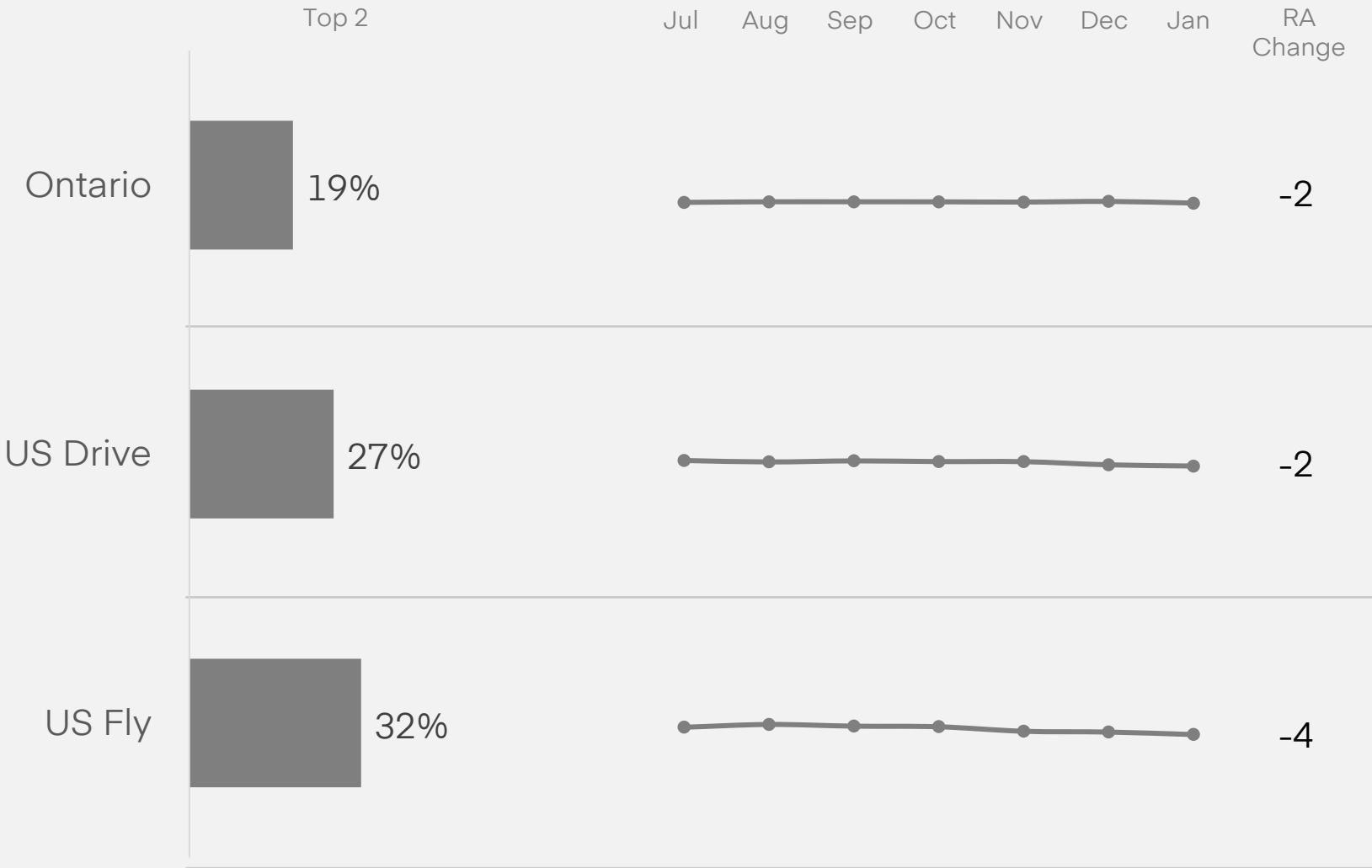
PAYING EXTRA FOR SUSTAINABLE TRAVEL

U.S. Fly travellers demonstrate higher sustainability awareness, with three in five willing to pay for a sustainable travel option, compared to lower willingness among Ontario travellers.

	Top 2	Jul	Aug	Sep	Oct	Nov	Dec	Jan	RA Change
Ontario	38%								-1
US Drive	52%								-
US Fly	60%								-2

ST2. How much do you agree or disagree with the following statements? (Excludes "don't know") (5-point scale)
[I am willing to pay more for a sustainable travel option, if the experience is equivalent]
All respondents. (n=2,913)

WILDFIRES IMPACT ON ONTARIO TRAVEL

Wildfires have a greater impact on U.S. Fly travellers, particularly during the summer (44 – 46%), while concern remains low among Ontario travellers.

	Top 2	Jul	Aug	Sep	Oct	Nov	Dec	Jan	RA Change
Ontario	19%								-2
US Drive	27%								-2
US Fly	32%								-4

ST1. How much do you agree or disagree with the following statements? (Excludes "don't know") (5-point scale) [Canadian wildfires have impacted my travel plans in Ontario, Canada]
All respondents. (n=2,955)

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TRAVEL INFORMATION RESEARCH

U.S. Fly travellers lead in travel information-seeking, though interest across U.S. markets has seen a decline.

AI tools is primarily being used to **research attractions or activities** when it comes to planning a trip.
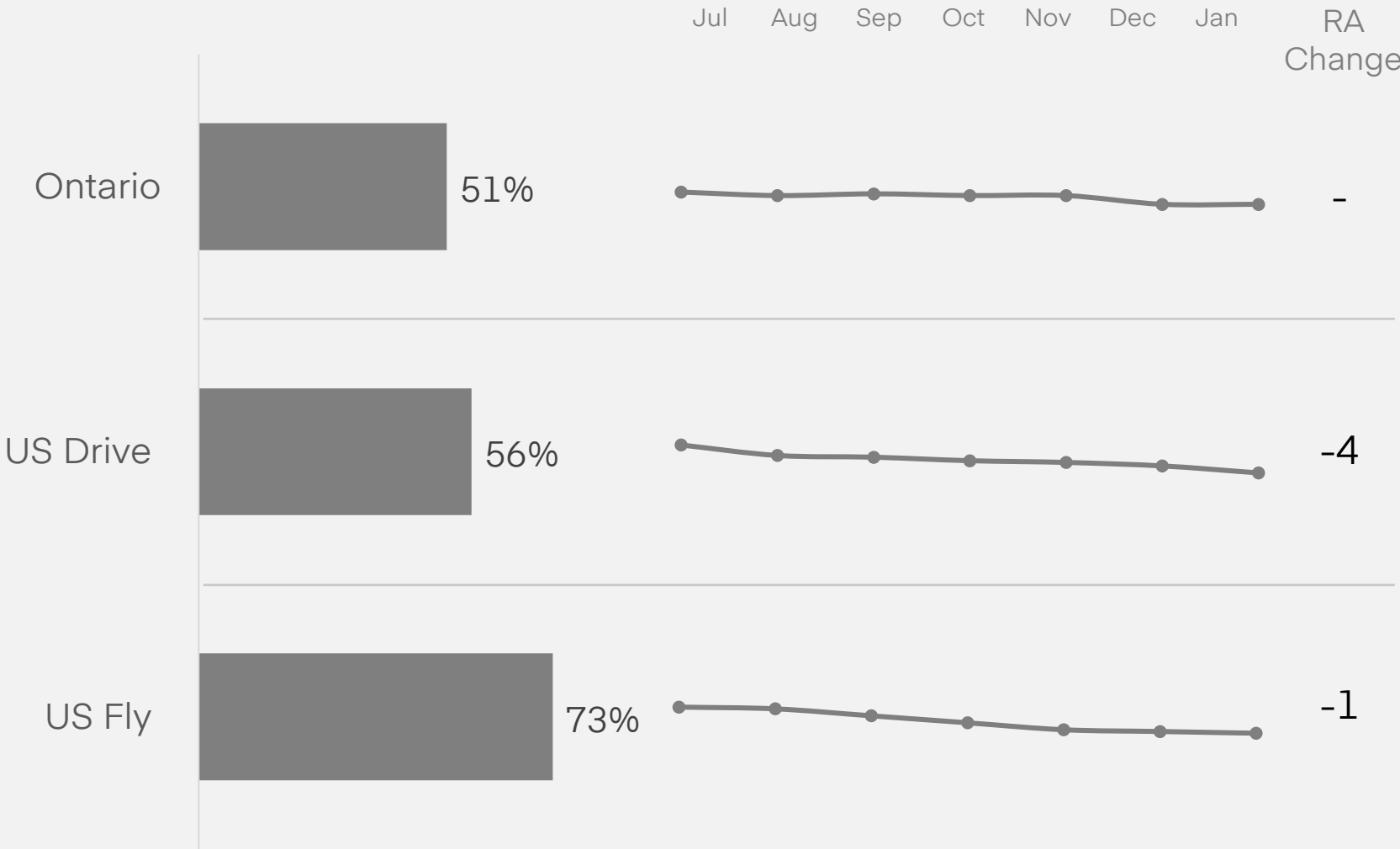
Tags - Explore more on DOinsights.crg.ca

Travel Intent | Number of Trips | Month of Travel

INFORMATION SEARCH

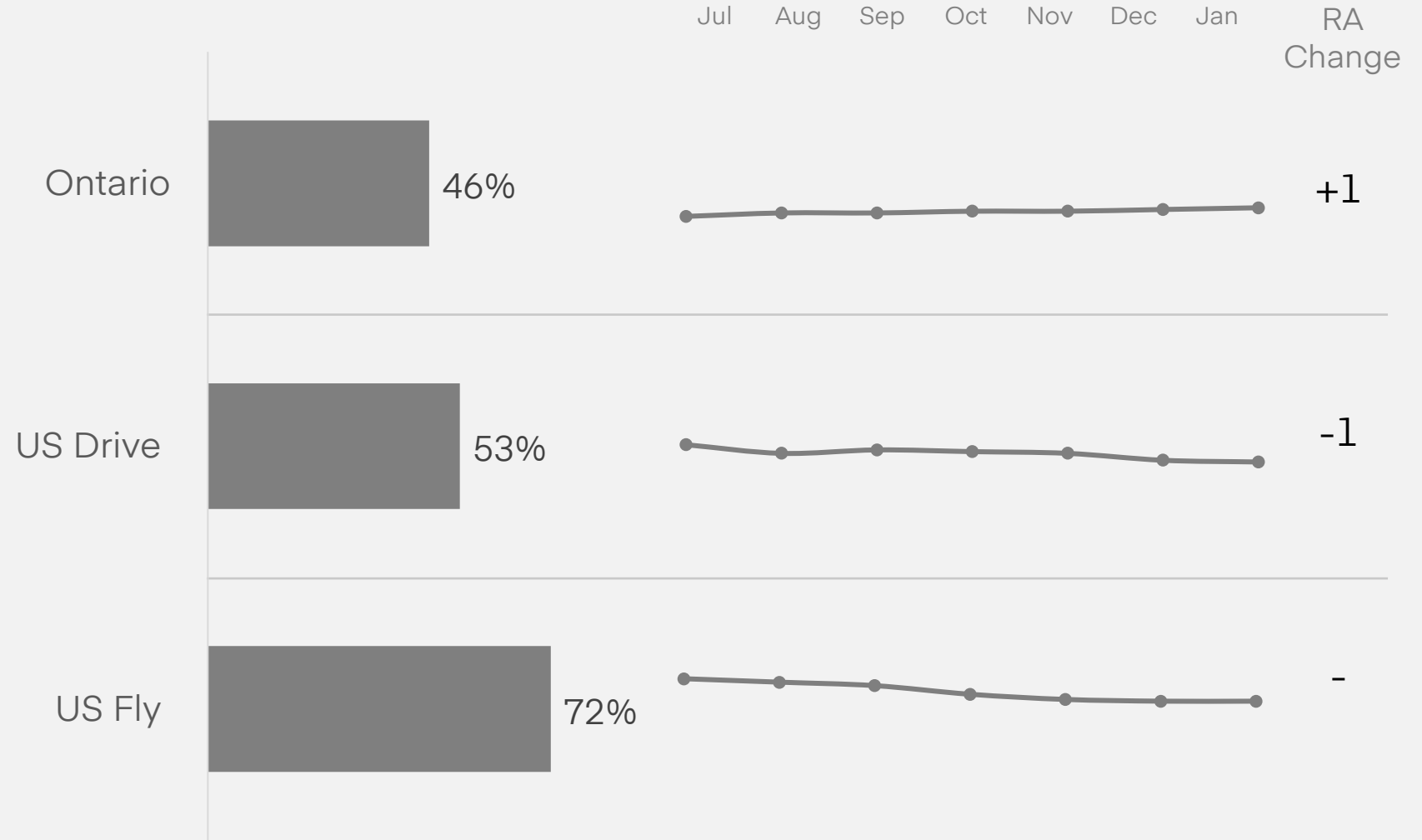While travel information-seeking is strongest among U.S. Fly travellers, U.S. markets have declined since July, while Ontario remains stable.

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	Jul Aug Sep Oct Nov Dec Jan	RA Change
Ontario	51%	-
US Drive	56%	-4
US Fly	73%	-1

I1. In the past month, have you looked for information about travelling? (Single-select)
All respondents. (n=3,041)

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LIKELIHOOD OF USING AI TOOLS

Intent to use AI tools for trip planning is highest among U.S. Fly travellers, while interest remains moderate among Ontario travellers.

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	Jul	Aug	Sep	Oct	Nov	Dec	Jan	RA Change
Ontario								+1
US Drive								-1
US Fly								-

Ontario — 46%

US Drive — 53%

US Fly — 72%

I6. How likely are you to use AI tools (e.g., ChatGPT, Google Gemini, MS Copilot) to help you plan your next trip? (Excludes "don't know") (5-point scale)
Respondents who plan to take an overnight trip. (n=2,860)

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AI ASSISTANCE IN TRAVEL PLANNING

Researching attractions or activities is the top reason travellers use AI tools for trip planning.

AI Usage for Trip Planning

		RA Change
Researching attractions or activities	51%	+1
Finding destination ideas	47%	-
Getting general travel tips or advice	44%	-
Estimating travel costs or budgets	42%	-
Creating travel itineraries	38%	-1
Finding restaurants or places to eat	38%	+1
Finding accommodations or places to stay	36%	-
Comparing transportation options	29%	-
Checking travel rules or entry requirements	27%	-1
Translating information from another language	15%	-1

I5. How did you use AI tools when planning your trip(s)? (Multi-select)
Respondents who used AI tools to help plan a trip in the past 12 months. (n=1,870)
Only overall ≥ 5% shown

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EXPLORER'S EDGE TRAVELLER PROFILE

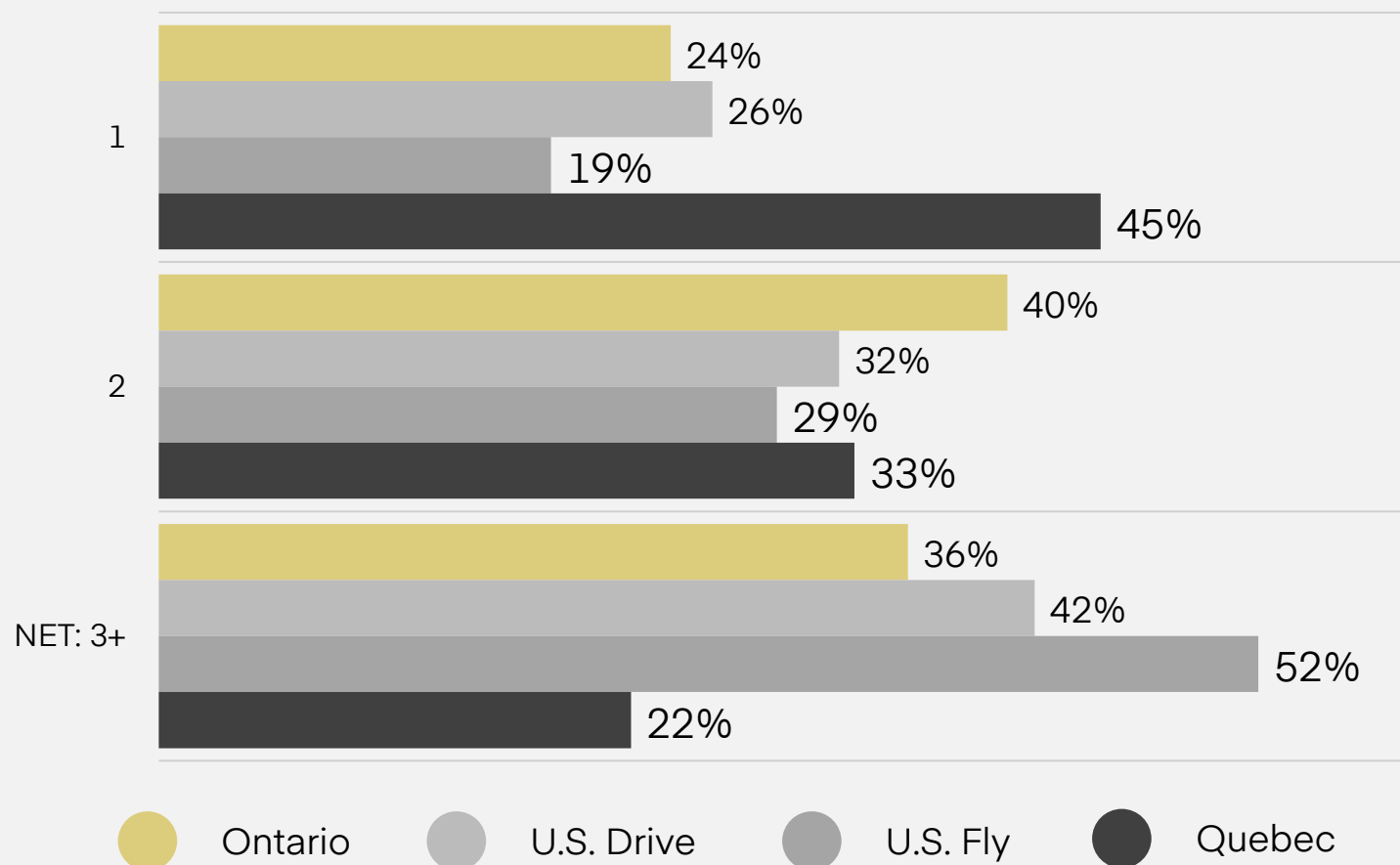**The Niagara Region** and **Toronto** are the top destination choices across all travellers.

U.S. Fly travellers are most likely to plan three or more overnight trips to Ontario.

U.S. visitors prioritize **beaches**, **shopping**, and **cultural experiences**, while Ontarians favour day trips and **water-based outdoor activities**, and Quebec travellers lean toward **food-and-drink experiences**.

Travellers interested in visiting RTO12 - Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney)
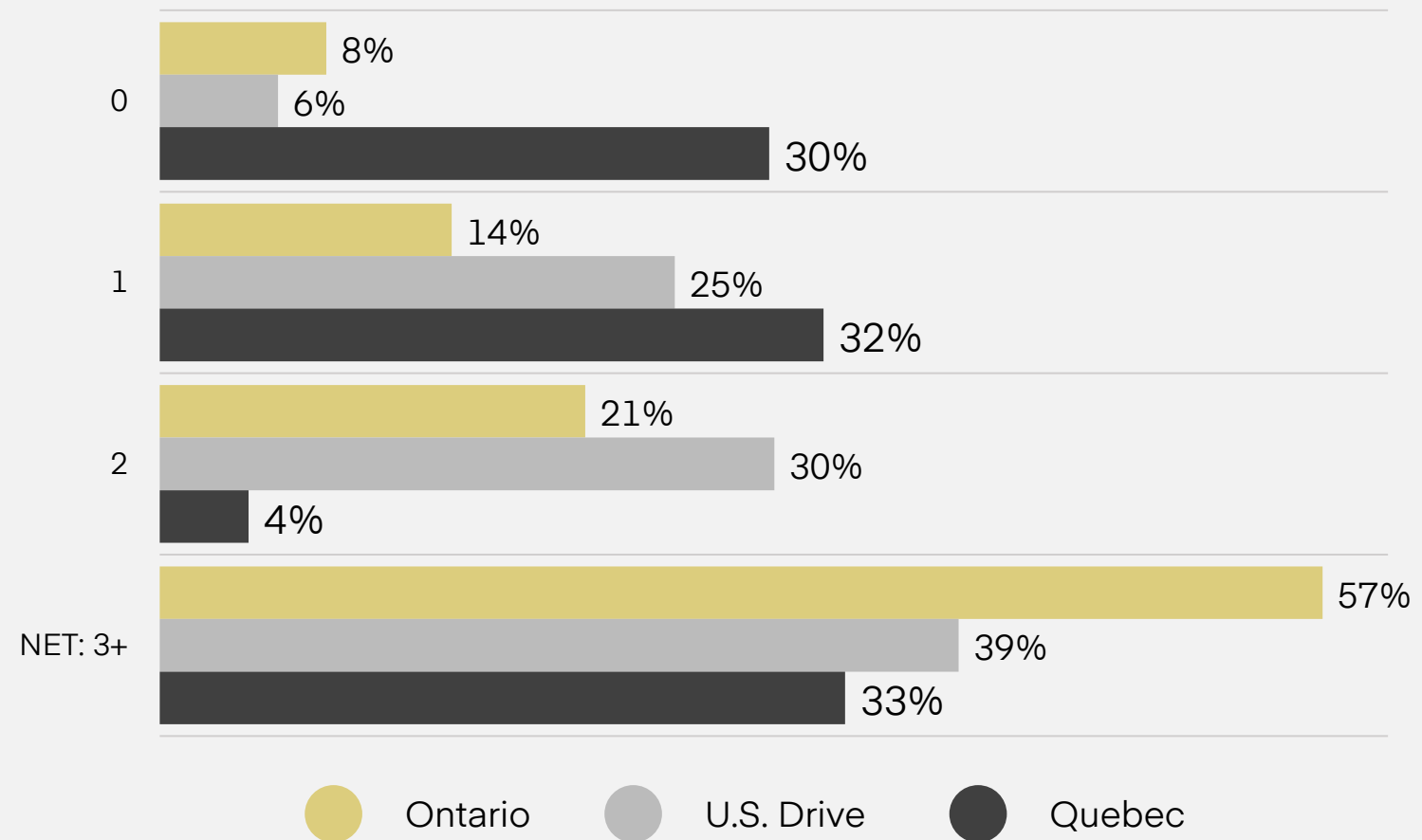
EXPLORER'S EDGE – OVERNIGHT TRIPS TO ONTARIO

While all markets plan at least one overnight trip to Ontario, U.S. Fly travellers are more likely to plan multiple trips, whereas Quebec travellers typically plan just one.

1
- 24%
- 26%
- 19%
- 45%

2
- 40%
- 32%
- 29%
- 33%

NET: 3+
- 36%
- 42%
- 52%
- 22%

Legend: ● Ontario ● U.S. Drive ● U.S. Fly ● Quebec

S6. In the next 12 months how many pleasure trips of one or more nights away from home are you planning to take in Ontario, Canada?
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n= 1,257)

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EXPLORER'S EDGE - DAY TRIPS TO ONTARIO

Ontario travellers tend to plan more frequent day trips, whereas Quebec travellers take fewer trips.

0
- Ontario: 8%
- U.S. Drive: 6%
- Quebec: 30%

1
- Ontario: 14%
- U.S. Drive: 25%
- Quebec: 32%

2
- Ontario: 21%
- U.S. Drive: 30%
- Quebec: 4%

NET: 3+
- Ontario: 57%
- U.S. Drive: 39%
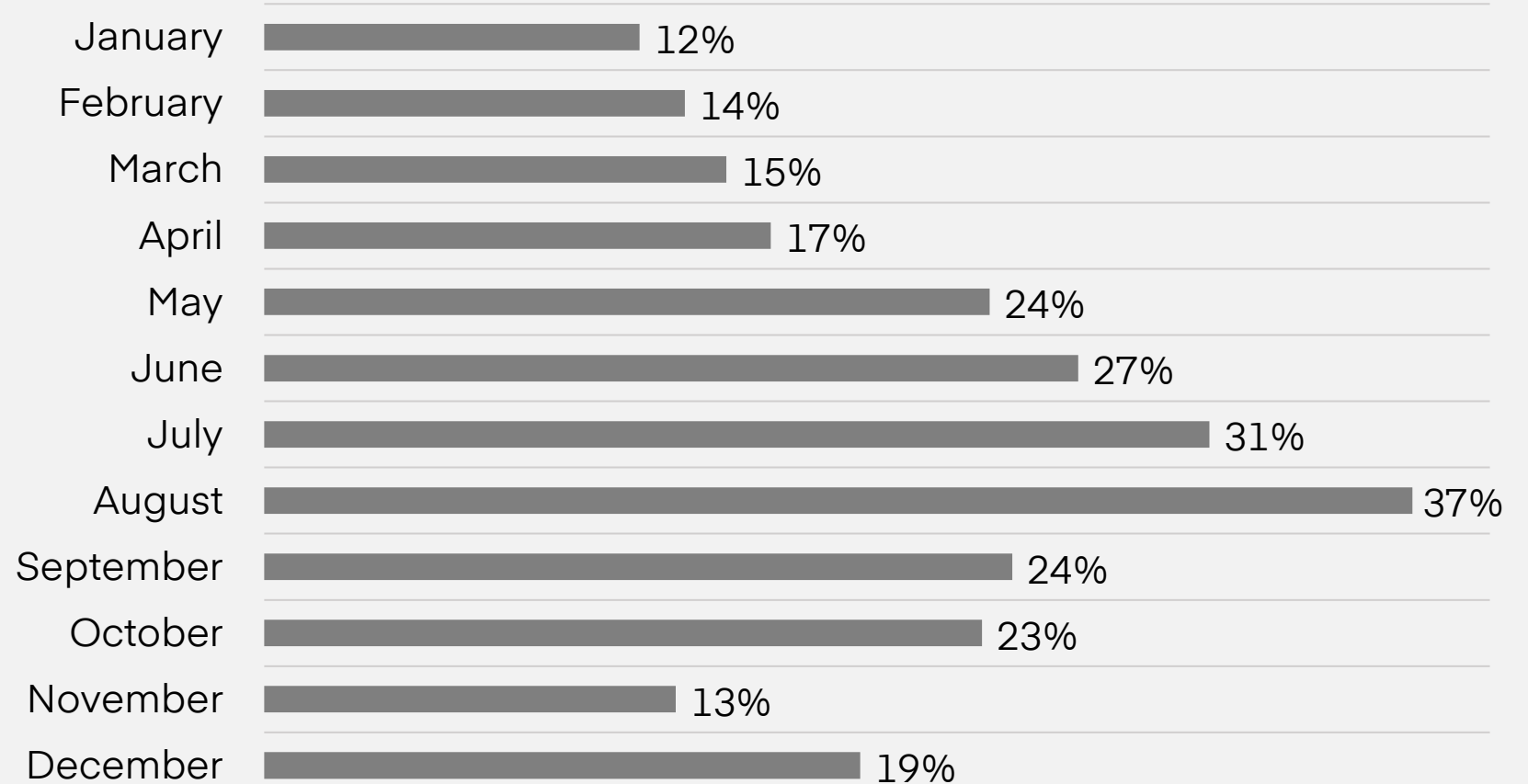- Quebec: 33%

Legend: Ontario · U.S. Drive · Quebec

S9. In the next 12 months, how many day trips are you planning to take in Ontario, Canada?
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=1,056)

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Summer dominates planned travel to Ontario among those interested in Explorer's Edge, with August emerging as the peak month for consideration.

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Travel Planning Months for Ontario Visits

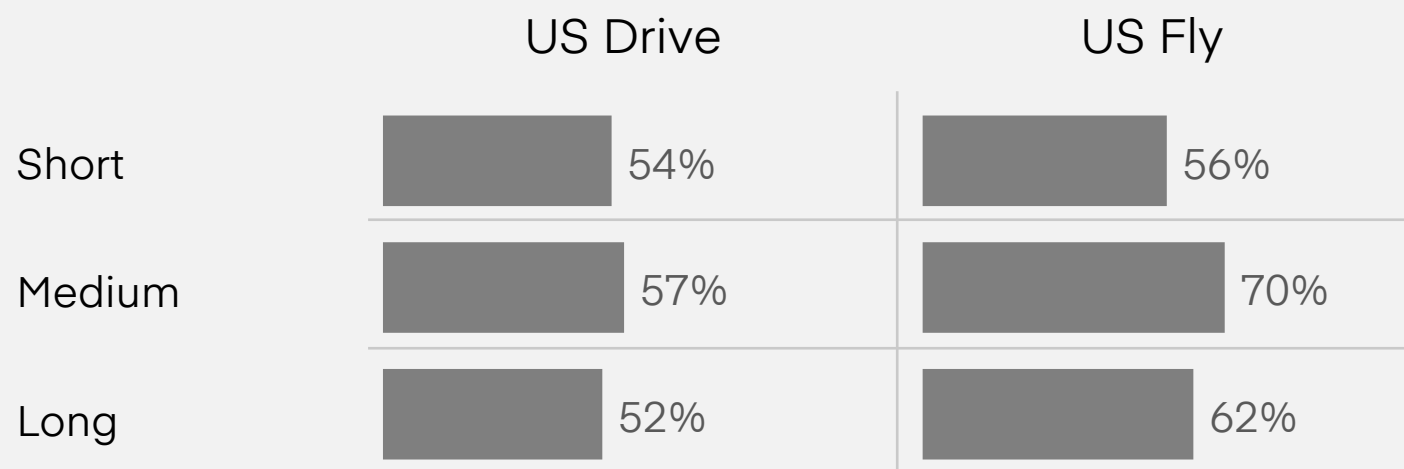| Month	%
January	12%
February	14%
March	15%
April	17%
May	24%
June	27%
July	31%
August	37%
September	24%
October	23%
November	13%
December	19%

S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months.
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=1,336)

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EXPLORER'S EDGE - TRIP PLANNING HORIZONS

U.S. travellers are more likely to plan Ontario trips in the medium term, particularly U.S. Fly travellers, while U.S. Drive travellers show a more even likelihood across planning horizons.

Short-term = <2 months ahead I Mid-term = 3-6 months ahead I Long-term = 7-12 months ahead

	US Drive	US Fly
Short	54%	56%
Medium	57%	70%
Long	52%	62%

Note:
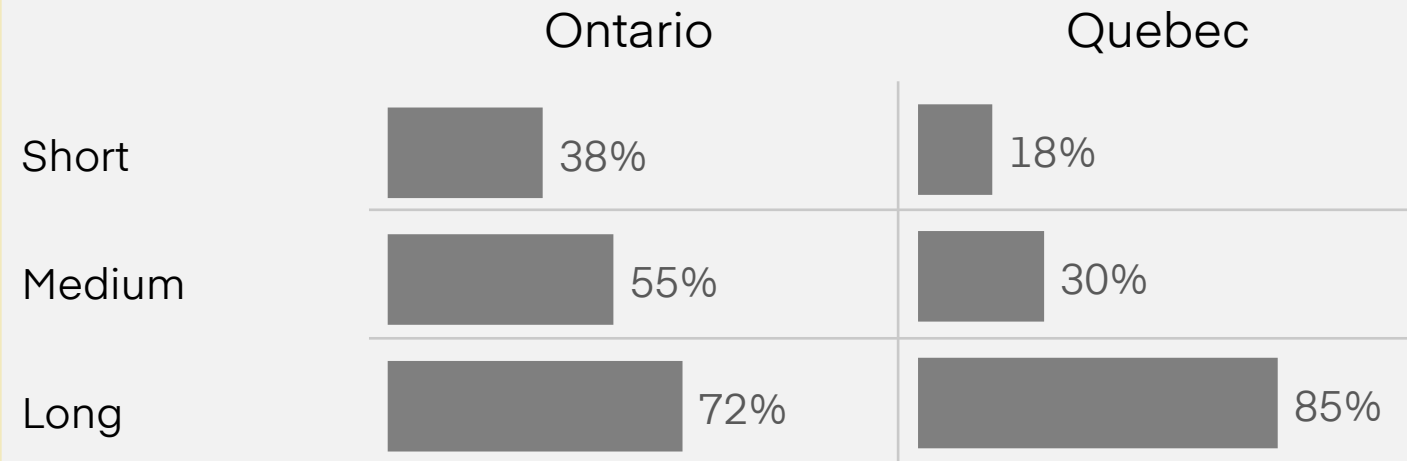Bar = % of current month I ▲▼ = RA Change

S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months.
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=260)

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Long-term planning is most common among the Canadian markets, particularly Quebec travellers.

Short-term = <2 months ahead | Mid-term = 3-6 months ahead | Long-term = 7-12 months ahead

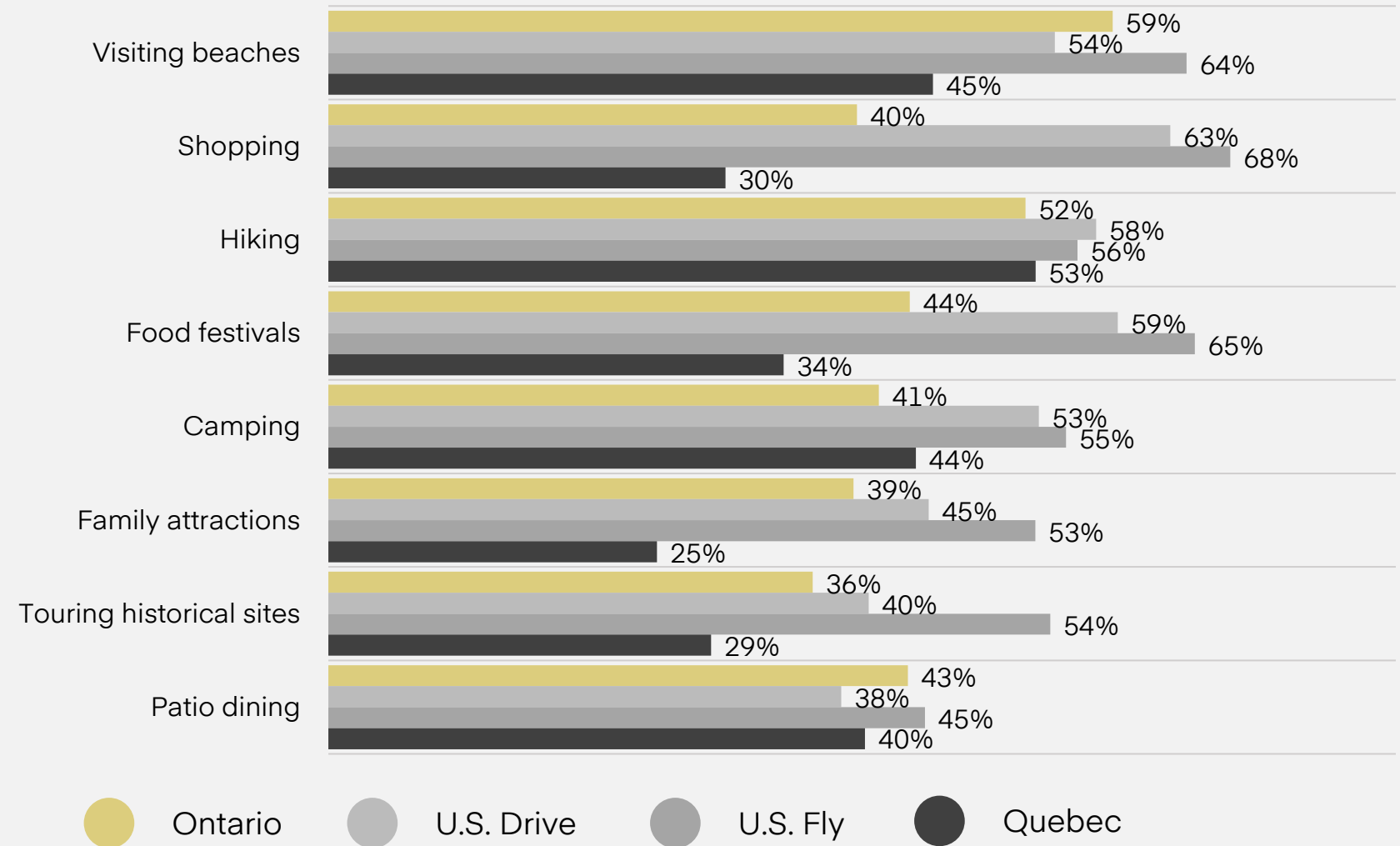|	Ontario	Quebec
Short	38%	18%
Medium	55%	30%
Long	72%	85%

Note:
Bar = % of current month | ▲ ▼ = RA Change

S6B. In the next 12 months, when do you think you'll take your next pleasure trip to Ontario, Canada? (Multi-select)
Respondents who are planning a trip in Ontario in the next 12 months.
Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=997)

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EXPLORER'S EDGE – POTENTIAL SPRING & SUMMER ACTIVITIES

Visiting beaches is the top activity during spring and summer, while shopping resonates more with U.S. travellers and hiking is most strongly planned by Canadian travellers.

Visiting beaches
- 59%
- 54%
- 64%
- 45%

Shopping
- 40%
- 63%
- 68%
- 30%

Hiking
- 52%
- 58%
- 56%
- 53%

Food festivals
- 44%
- 59%
- 65%
- 34%

Camping
- 41%
- 53%
- 55%
- 44%

Family attractions
- 39%
- 45%
- 53%
- 25%

Touring historical sites
- 36%
- 40%
- 54%
- 29%

Patio dining
- 43%
- 38%
- 45%
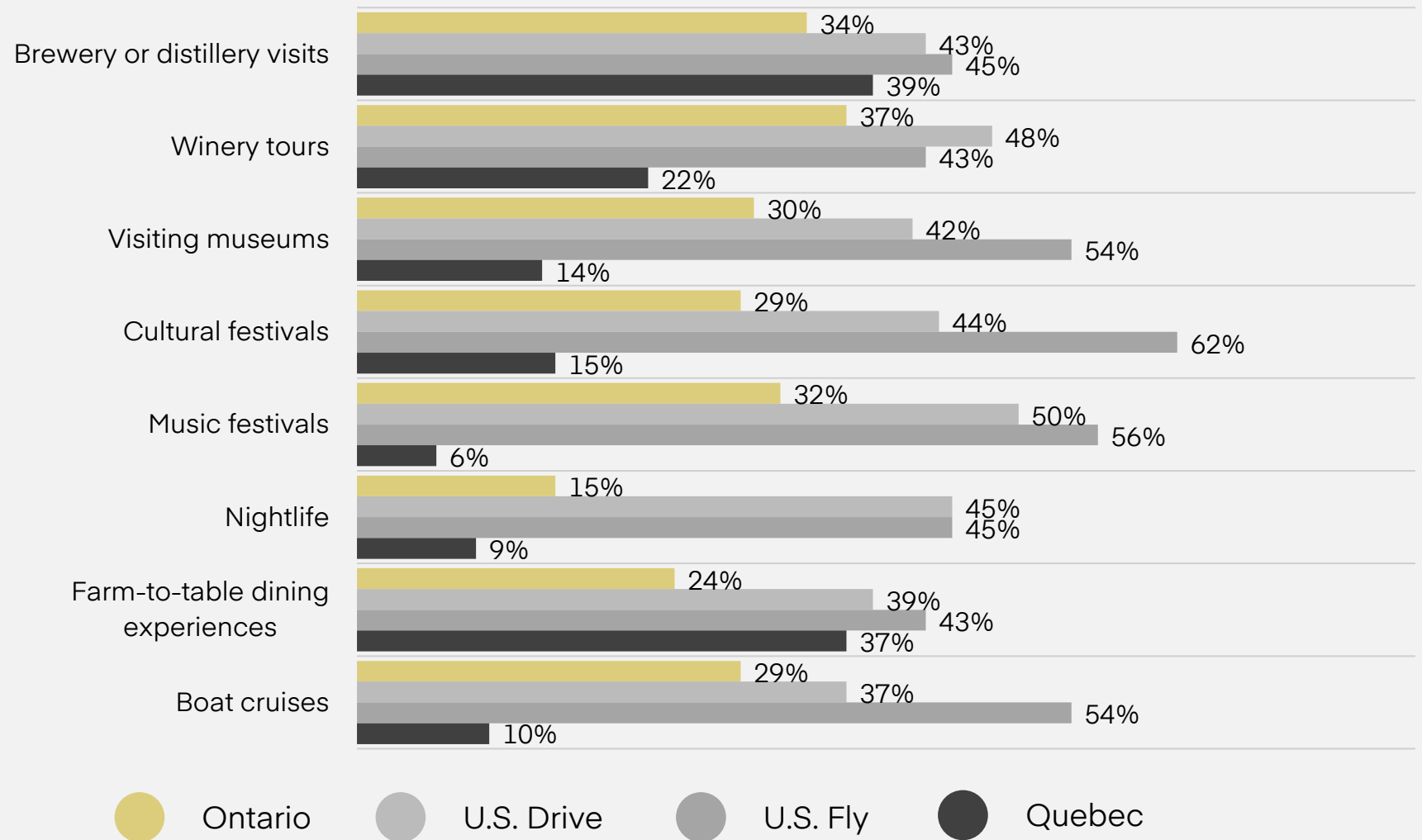- 40%

Legend: ● Ontario ● U.S. Drive ● U.S. Fly ● Quebec

Q1BB Thinking about your next planned pleasure trip to Ontario, Canada in the spring or summer, which specific activities would you participate in?
Respondents interested in visiting Muskoka, Parry Sound and Algonquin. (n=838)

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EXPLORER'S EDGE – POTENTIAL SPRING & SUMMER ACTIVITIES

U.S. visitors express broader activity interest, while Quebec travellers favour distilleries and farm dining; U.S. Fly gravitate toward cultural experiences and cruises, and U.S. Drive toward winery tours.

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Brewery or distillery visits
- Ontario: 34%
- U.S. Drive: 43%
- U.S. Fly: 45%
- Quebec: 39%

Winery tours
- Ontario: 37%
- U.S. Drive: 48%
- U.S. Fly: 43%
- Quebec: 22%

Visiting museums
- Ontario: 30%
- U.S. Drive: 42%
- U.S. Fly: 54%
- Quebec: 14%

Cultural festivals
- Ontario: 29%
- U.S. Drive: 44%
- U.S. Fly: 62%
- Quebec: 15%

Music festivals
- Ontario: 32%
- U.S. Drive: 50%
- U.S. Fly: 56%
- Quebec: 6%

Nightlife
- Ontario: 15%
- U.S. Drive: 45%
- U.S. Fly: 45%
- Quebec: 9%

Farm-to-table dining experiences
- Ontario: 24%
- U.S. Drive: 39%
- U.S. Fly: 43%
- Quebec: 37%

Boat cruises
- Ontario: 29%
- U.S. Drive: 37%
- U.S. Fly: 54%
- Quebec: 10%

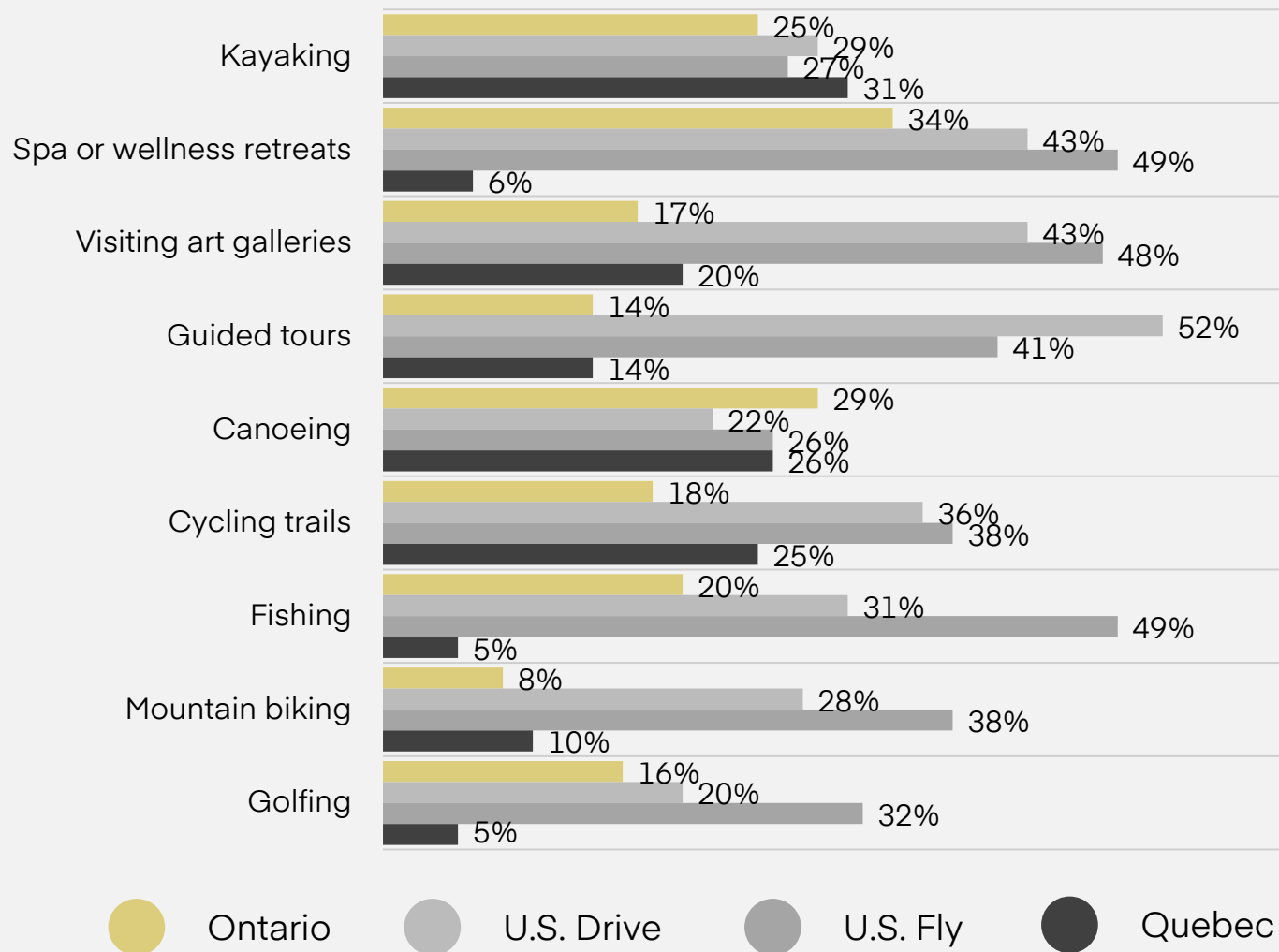Legend: ● Ontario ● U.S. Drive ● U.S. Fly ● Quebec

Q1BB Thinking about your next planned pleasure trip to Ontario, Canada in the spring or summer, which specific activities would you participate in?
Respondents interested in visiting Muskoka, Parry Sound and Algonquin. (n=838)

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EXPLORER'S EDGE - POTENTIAL SPRING & SUMMER ACTIVITIES

The interest in tours continues for US Drive travellers and U.S. Fly plan fishing and relaxation, while Canadian travellers gravitate toward water activities like kayaking and canoeing.

Kayaking
- Ontario: 25%
- U.S. Drive: 29%
- U.S. Fly: 27%
- Quebec: 31%

Spa or wellness retreats
- Ontario: 34%
- U.S. Drive: 43%
- U.S. Fly: 49%
- Quebec: 6%

Visiting art galleries
- Ontario: 17%
- U.S. Drive: 43%
- U.S. Fly: 48%
- Quebec: 20%

Guided tours
- Ontario: 14%
- U.S. Drive: 52%
- U.S. Fly: 41%
- Quebec: 14%

Canoeing
- Ontario: 29%
- U.S. Drive: 22%
- U.S. Fly: 26%
- Quebec: 26%

Cycling trails
- Ontario: 18%
- U.S. Drive: 36%
- U.S. Fly: 38%
- Quebec: 25%

Fishing
- Ontario: 20%
- U.S. Drive: 31%
- U.S. Fly: 49%
- Quebec: 5%

Mountain biking
- Ontario: 8%
- U.S. Drive: 28%
- U.S. Fly: 38%
- Quebec: 10%

Golfing
- Ontario: 16%
- U.S. Drive: 20%
- U.S. Fly: 32%
- Quebec: 5%

Legend: Ontario · U.S. Drive · U.S. Fly · Quebec

Q1BB Thinking about your next planned pleasure trip to Ontario, Canada in the spring or summer, which specific activities would you participate in?
Respondents interested in visiting Muskoka, Parry Sound and Algonquin. (n=838)
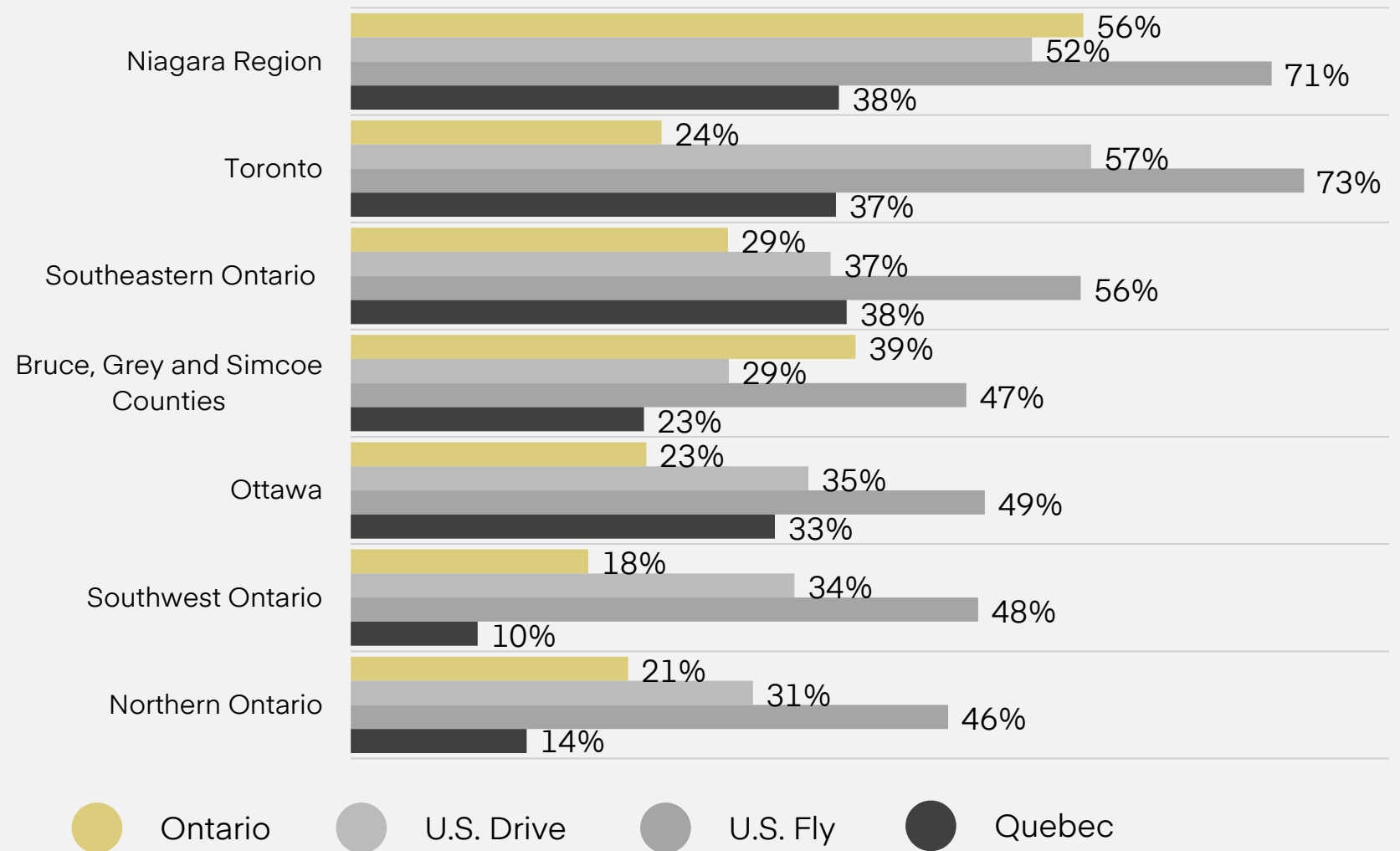
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Interest in Indigenous cultural experiences remains low among Ontario travellers, with fewer than one in ten expressing interest.

Trying Indigenous cuisine — 7%

Indigenous cultural experiences — 5%

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Q3. Thinking about all the memorable trips you've had within Ontario, what were your favourite food experiences? Please select all that apply./ Q2. Thinking about all the memorable trips you've had within Ontario, what were your favourite leisure activities that you did?
Respondents from DO ON Consumer Survey 2025. (n=1,595)

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Niagara Region and Toronto are the top destination choices for U.S. travellers; Quebec travellers mirror this preference while also showing interest in Southeastern Ontario, whereas Ontario travellers' interest is primarily in the Niagara Region.

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Legend: Ontario, U.S. Drive, U.S. Fly, Quebec

Niagara Region
- 56%
- 52%
- 71%
- 38%

Toronto
- 24%
- 57%
- 73%
- 37%

Southeastern Ontario
- 29%
- 37%
- 56%
- 38%

Bruce, Grey and Simcoe Counties
- 39%
- 29%
- 47%
- 23%

Ottawa
- 23%
- 35%
- 49%
- 33%

Southwest Ontario
- 18%
- 34%
- 48%
- 10%

Northern Ontario
- 21%
- 31%
- 46%
- 14%

Q1B Which destination(s) in Ontario, Canada are you seriously considering for a pleasure trip in the next 12 months? Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney) (n=1,257)

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EXPLORER'S EDGE – POTENTIAL ONTARIO DESTINATIONS

DESTINATION ONTARIO

U.S. Fly travellers show the highest interest across all potential destinations, while Canadian markets sit at the lower end.

Hamilton, Halton and Brant Areas
- Ontario: 10%
- U.S. Drive: 34%
- U.S. Fly: 50%
- Quebec: 5%

Kawarthas and Northumberland
- Ontario: 28%
- U.S. Drive: 24%
- U.S. Fly: 42%
- Quebec: 5%

Haliburton Highlands and Ottawa Valley
- Ontario: 17%
- U.S. Drive: 31%
- U.S. Fly: 45%
- Quebec: 10%

York, Durham and Headwaters Regions
- Ontario: 6%
- U.S. Drive: 26%
- U.S. Fly: 49%
- Quebec: 10%

Huron, Perth, Waterloo and Wellington Counties
- Ontario: 14%
- U.S. Drive: 21%
- U.S. Fly: 43%
- Quebec: 15%

Mississauga
- Ontario: 5%
- U.S. Drive: 19%
- U.S. Fly: 28%
- Quebec: 15%

Brampton
- Ontario: 3%
- U.S. Drive: 15%
- U.S. Fly: 21%
- Quebec: 5%

Legend: Ontario | U.S. Drive | U.S. Fly | Quebec

Q1B Which destination(s) in Ontario, Canada are you seriously considering for a pleasure trip in the next 12 months? Respondents interested in visiting Muskoka, Parry Sound and Algonquin Park (e.g., Huntsville, Bracebridge, South River, Whitney)

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U.S. TRAVELLER PULSE SURVEY

METHODOLOGY

A pulse study among U.S. High Value Guests (HVGs) from Fly and Drive markets

WAVE 1 – JANUARY 2025   n= 1,610

WAVE 2 – MARCH 2025   n= 1,614

WAVE 3 – OCTOBER 2025   n= 1,622

CONTEXTUAL TIMELINE

JANUARY 27 – 31, 2025
Wave 1

MARCH 19 – 25, 2025
Wave 2

OCTOBER 7 – 14, 2025
Wave 3

Ongoing Trade Tensions

JANUARY 20, 2025
Donald Trump is inaugurated as the 47th president of the United States.

FEBRUARY 1, 2025
Announcement of U.S. tariffs and Canadian retaliatory tariffs. Start of trade tensions.

APRIL 2, 2025
Liberation Day

PERCEPTIONS OF ONTARIO AND CANADA

TRAVEL INTENT HOLDING STEADY

Likelihood of a Pleasure Trip to Ontario (TOP2)

WAVE 1	WAVE 2	WAVE 3
58%	**58%**	**60%**

62%
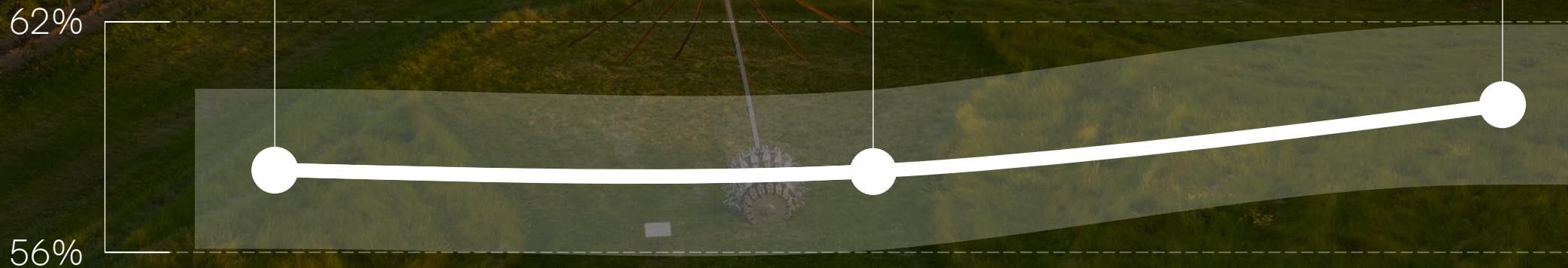
56%

In the next 12 months, how likely are you to take a pleasure trip of one or more nights away to Ontario, Canada?

EXCELLENT TRAVEL DESTINATION

Italy **86%** (-1)

Canada (as a whole) **82%** (+0)

Ontario **80%** (-2)

Ireland **74%** (-2)

United Kingdom **70%** (-4)

Mexico **54%** (+5)

Overall, how would you rate the following as pleasure travel destinations?
Wave 3 Results (Difference from Wave 2)

KEY PERCEPTION ITEMS: NO CHANGE

Is friendly and inclusive to all visitors   **87% (+1)**

Provides good value for money   **81% (+0)**

Thinking only about Ontario, Canada as a travel destination, how much do you agree or disagree that Ontario…?
Wave 3 Results (Difference from Wave 2)

FEELING OF WELCOMING

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

WAVE 1

Canada	90%
Italy	84%
Ireland	84%
United Kingdom	83%
Mexico	62%

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."
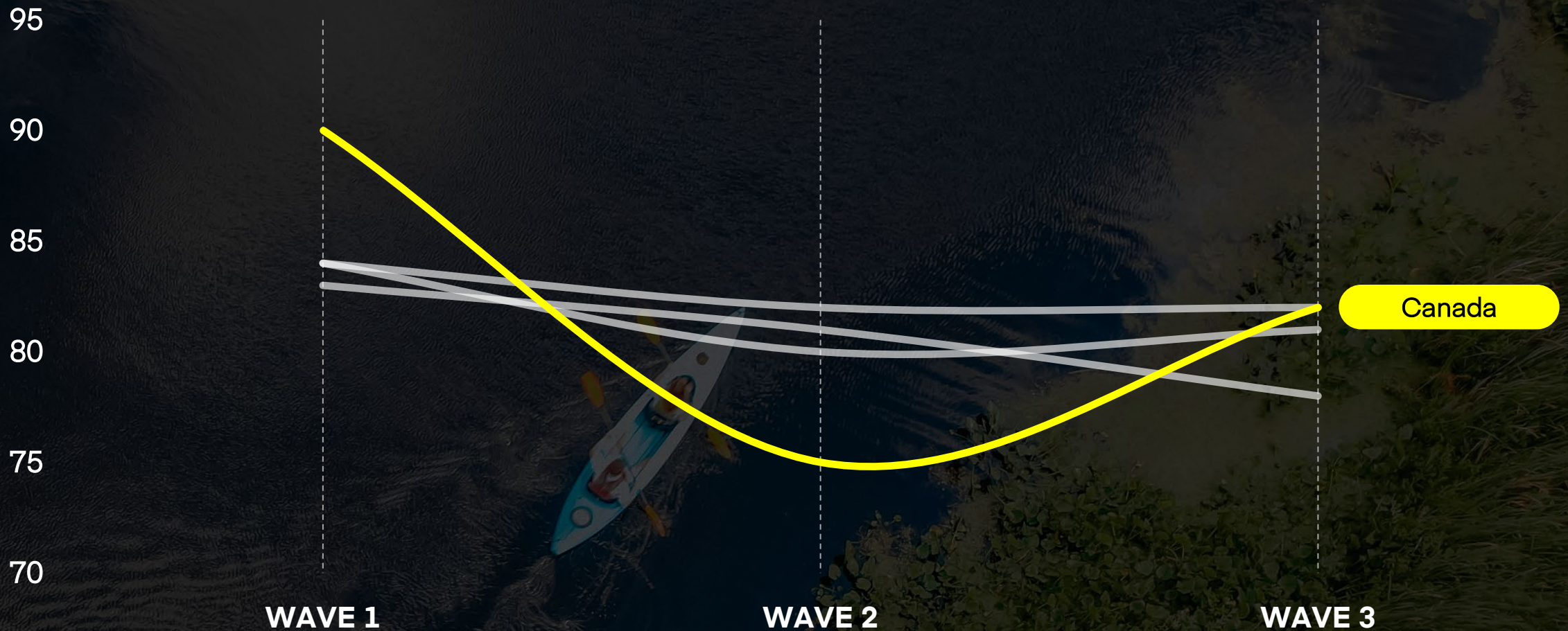
ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

WAVE 2

Italy	**82%**	(-2)
United Kingdom	**81%**	(-2)
Ireland	**80%**	(-4)
Canada	**75%**	(-15)
Mexico	**60%**	(-2)

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."
Wave 2 Results (Difference from Wave 1)

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

WAVE 3

Canada	**82%**	(+7)
Italy	**81%**	(-1)
Ireland	**81%**	(+1)
United Kingdom	**78%**	(-3)
Mexico	**62%**	(+2)

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."
Wave 3 Results (Difference from Wave 2)

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)

95

90

85

80

75

70

WAVE 1   **WAVE 2**   **WAVE 3**

Italy

Ireland

U.K.

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."

41

ELBOWS UP. ARMS OPEN?

This country is currently welcoming to U.S. visitors (% Agree)
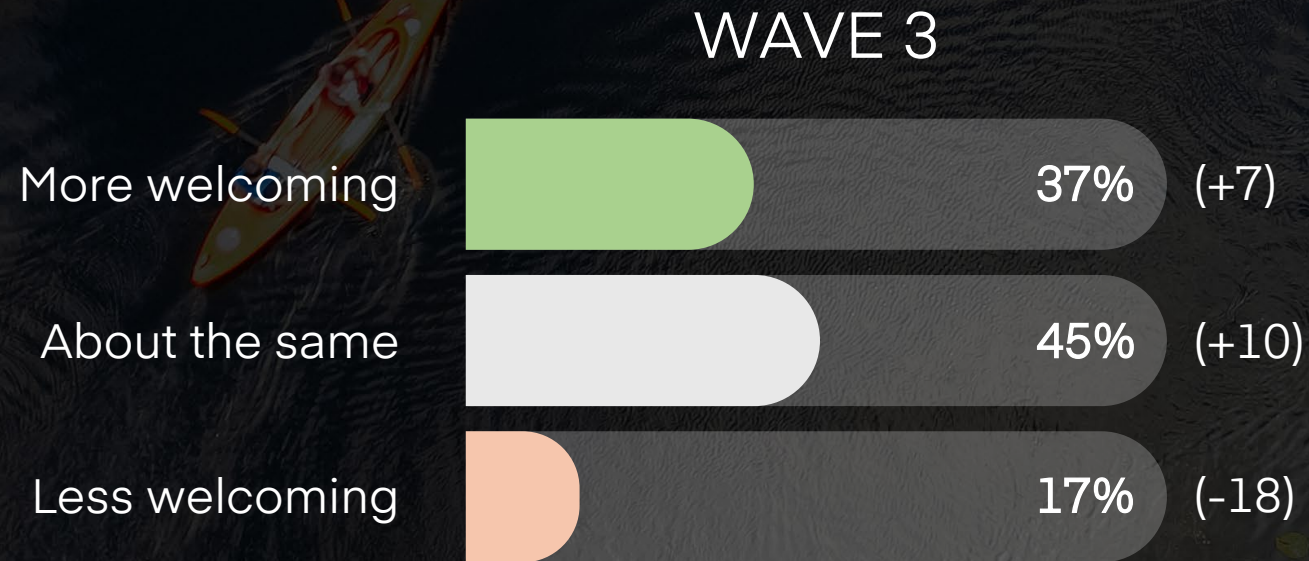

Canada

WAVE 1   WAVE 2   WAVE 3

For each of the following countries, how much do you agree or disagree with the following statement? "This country is currently welcoming to US visitors."

42

SPEAKING FROM EXPERIENCE

U.S. travellers who took an overnight trip to Ontario since February 2025

I felt safe and comfortable during my trip	87%
Customer service staff made me feel welcome	85%
Locals in Ontario were welcoming and friendly	83%
I felt included and respected as an American visitor	82%
I felt safe and comfortable at the border	79%

Thinking about your most recent overnight pleasure trip to Ontario, Canada, how much do you agree or disagree with the following statements? (Those who took an overnight trip to Ontario since Feb 2025).

POSITIVE OUTLOOK

One year from now, will Canada be welcoming to U.S. travellers?

WAVE 3

More welcoming   37%   (+7)

About the same   45%   (+10)

Less welcoming   17%   (-18)

Thinking ahead to one year from now, do you believe the following countries will feel more welcoming, less welcoming, or about the same as they do today to US visitors?
Wave 3 Results (Difference from Wave 2)

MORE WELCOMING

Safe and secure for travellers	61%
Friendly locals	55%
Easy border crossing	47%
Inclusive and diverse culture	46%
Positive feedback from friends	42%
Warm and helpful customer service	41%
Positive media portrayal of Canadians	41%
Politically stable	40%
Previous experience	36%
Their political values are similar to mine	31%

You mentioned that Canada will be more welcoming to US visitors in a year from now. What factors contribute most to this perception?

LESS WELCOMING

85% — Political tensions between US and Canada

61% — Anti-American sentiment

25% — Difficult border-crossing requirements

18% — Concerns about safety or security

14% — Their political values differ from mine

13% — Negative media portrayal of Canada

13% — Reports of discrimination or bias

12% — Unclear travel regulations

9% — Perception of unfriendly locals

8% — Negative stories from friends or family

You mentioned that Canada will be less welcoming to US visitors in a year from now. What factors contribute most to this perception?

BARRIERS & OPPORTUNITIES

THICKENING OF THE BORDER

I am concerned about border crossings, entry requirements or travel restrictions... (TOP2)

to Ontario, Canada **46%** **(-8)**

returning to the U.S. from Canada **50%**

How much do you agree or disagree with the following statement?
Wave 3 Results (Difference from Wave 2)

CONCERNED ABOUT THE HOME STRETCH

Top 5 concerns about returning to the U.S. from Canada

61%	Delays or long lineups at the border
45%	Required documentation or paperwork
39%	Paying duties, taxes or fees
38%	Immigration questioning or enforcement
34%	Customs inspections

You mentioned that you are concerned about returning to the US from Canada. Which of the following, if any, describe your concerns? (Multi-Select)
Respondents who are concerned with border issues

RETURNING BACK TO NORMAL?

Top 5 barriers to visiting Ontario – Wave 2

20%	Anti-American sentiment
17%	Cost
12%	Safety concerns
9%	Don't feel welcome
9%	Poor weather

Which of the following factors might discourage you from visiting Ontario, Canada?

RETURNING BACK TO NORMAL?

Top 5 barriers to visiting Ontario – Wave 3

(-1)	16%	Cost
(-9)	11%	Anti-American sentiment
(-2)	10%	Safety concerns
(-)	9%	Forest fires
(-1)	8%	Poor weather

Which of the following factors might discourage you from visiting Ontario, Canada?

MONEY WELL SPENT

Awareness of the favourable exchange rate **65%** **(+4)**

More likely to travel to Ontario because of the favourable exchange rate **52%** **(+7)**

How aware are you that the US dollar has a higher exchange value than the Canadian dollar (1 USD = 1.39 CAD, as of September 25th)?
How much do you agree or disagree with the following statement? "I am more likely to travel to Ontario, Canada in the next 12 months because of the favourable exchange rate."
Wave 3 Results (Difference from Wave 2)

FIFA 2026 IMPACT

Aware of Toronto as a host city — 52%

Likelihood of visiting Toronto because of the 2026 FIFA World Cup — 40%

Before today, how aware are you that Toronto, Canada is one of the official host cities for the FIFA 2026 World Cup?
How likely are you to visit Toronto, Canada because it's hosting the 2026 FIFA World Cup?

CONCLUSION

Ontario and Canada Remain Strong Destinations

Welcoming Perceptions Improve

Easing Political Tension and Travel

Border Crossing Concerns

Financial Realities and Barriers

FIFA 2026: An Emerging Motivator

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Surveyed monthly

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Monitor trends over time

Centralized Access
All reports, one portal

Localized Insights
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- Strengthens Ontario's tourism industry with reliable, accessible data
- Centralizes trusted Destination Ontario reports in one place
- Monitors monthly shifts in traveller sentiment and intent
- Provides timely, actionable data
- Supports informed decision-making

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Organization Name *

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Select organization type

Preferred Language *

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Minimum 8 characters. Use a mix of letters, numbers, and symbols for better security.

Confirm Password *

Create Account →

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Log in to your account

DO-IP: IN DEVELOPMENT

Regional analysis

Interactive dashboards

Suggest topics and questions

Integration of additional data