

# Booking in Canada

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Travellers become more budget-conscious when booking trips

Increasing popularity of online travel agencies and intermediaries to complete bookings while growing usage of advanced technology boosts sales

### PROSPECTS AND OPPORTUNITIES

Travellers increasingly search for sustainable trip options due to growing environmental awareness

Growing role of technology, including virtual reality, influences travellers' decisions

## CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

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Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

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## Travel in Canada - Industry Overview

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