



Vision Insights Canada Traveler Profiles Q2 2026

July 23, 2026



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM



Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Japan, Canada, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the U.S., Japan, Canada, Australia, and Korea

Canada - Segment Definitions

Avid Traveler \$100k+

- Gross household income is \$100k+
- Age is 35-49
- Takes international vacations

Older Avid Traveler \$100k+

- Gross household income is \$100k+
- Age is 50-64
- Takes international vacations

Long-Distance Traveler

- Gross household income is \$100k+
- Age is 35-64
- Takes international vacations

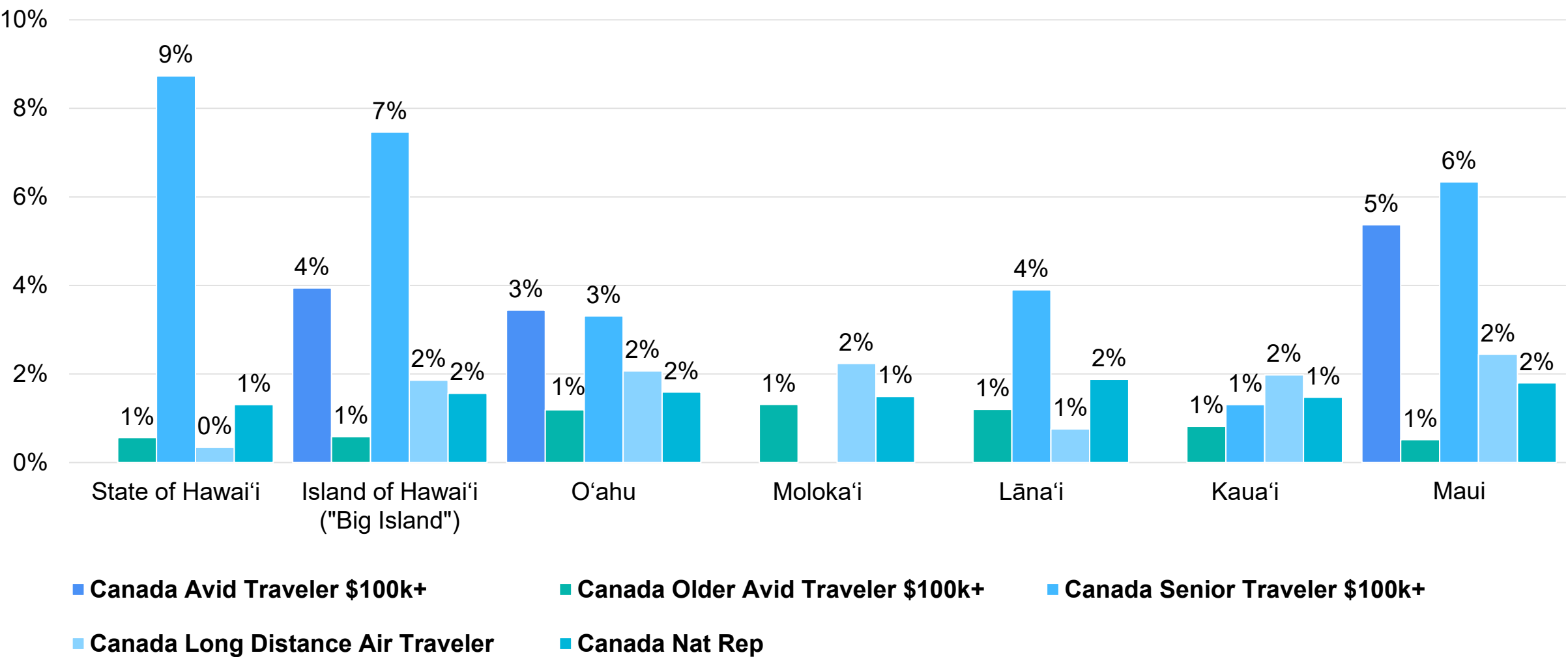
Senior Traveler \$100k+

- Gross household income is \$100k+
- Age is 64+
- Been to Hawai'i (ever)

Nationally Representative Sample (Nat Rep)

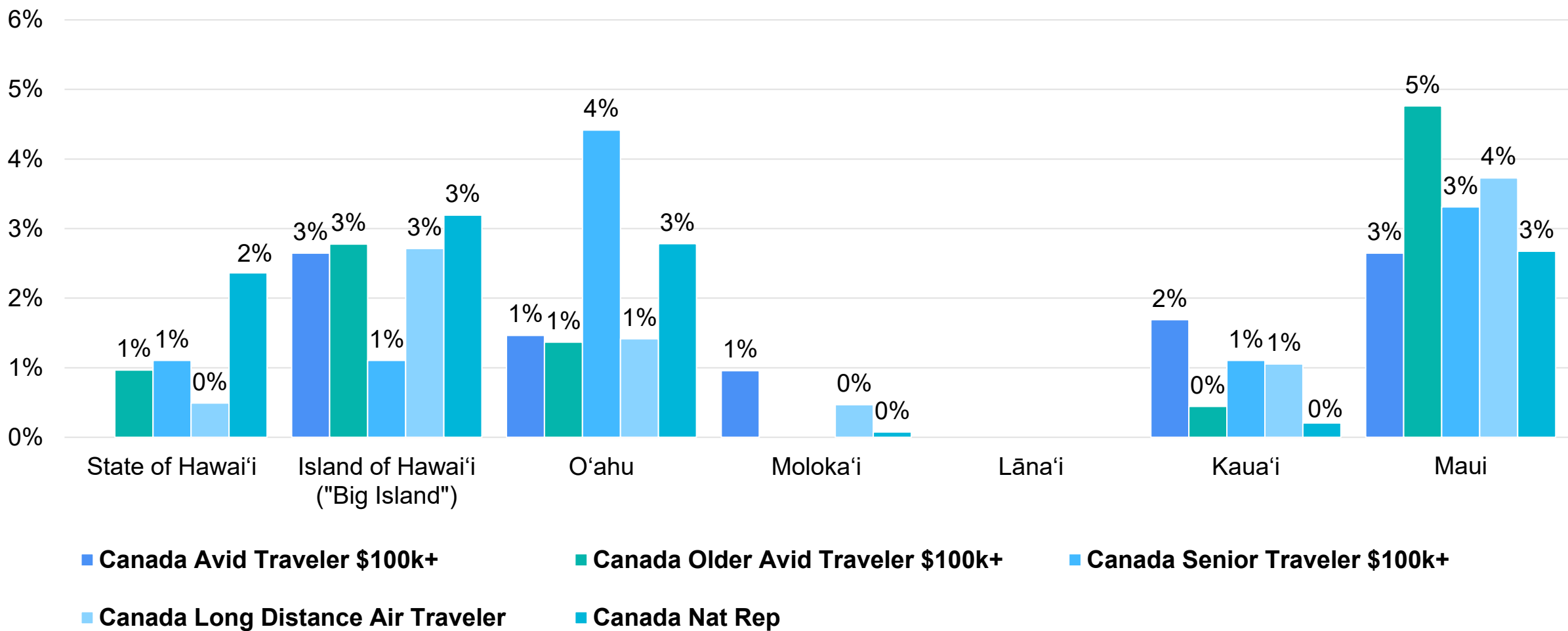
- Representative of Canada adults in terms of age, gender, social class and education

Canada - Leisure Trip in Past 12 Months



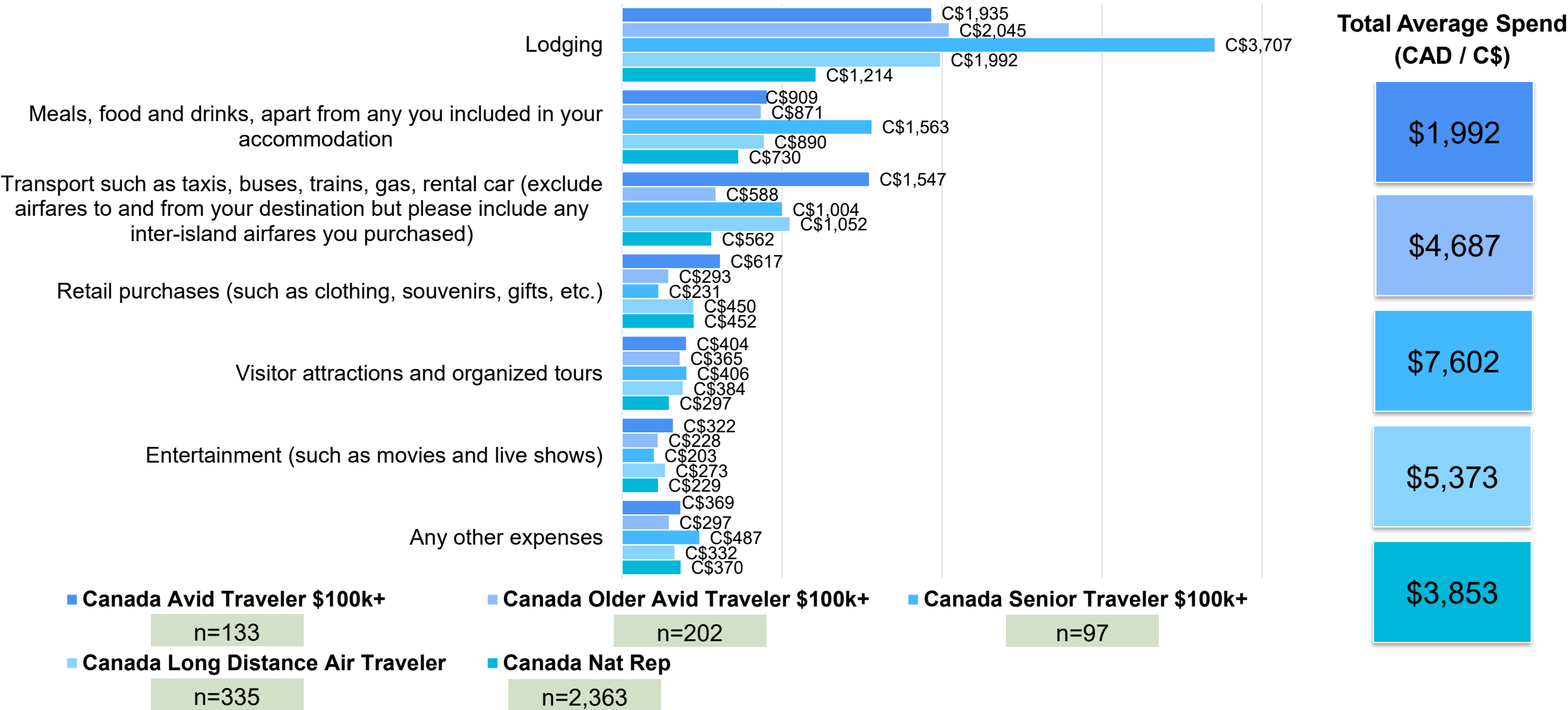
Sample Min. n=50

Canada - Next Destination for Leisure Trip



Sample Min. n=75

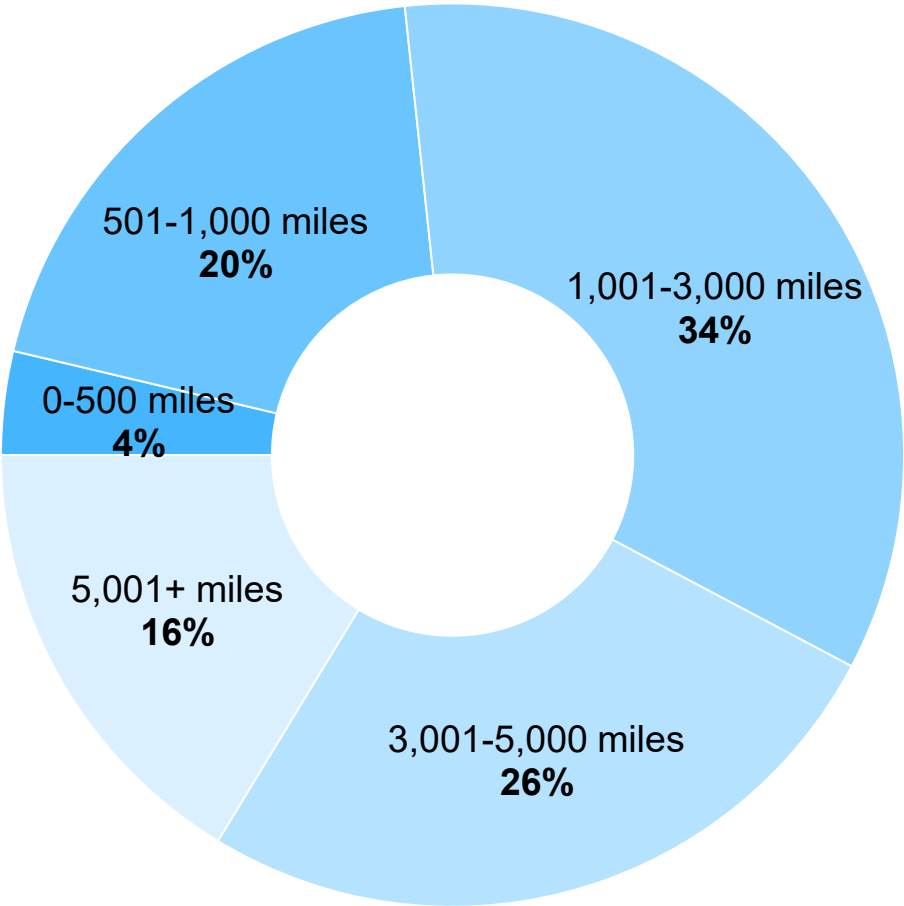
Canada - Total Annual Holiday Spend



Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Avid Travelers \$100k+: Annual Vacation

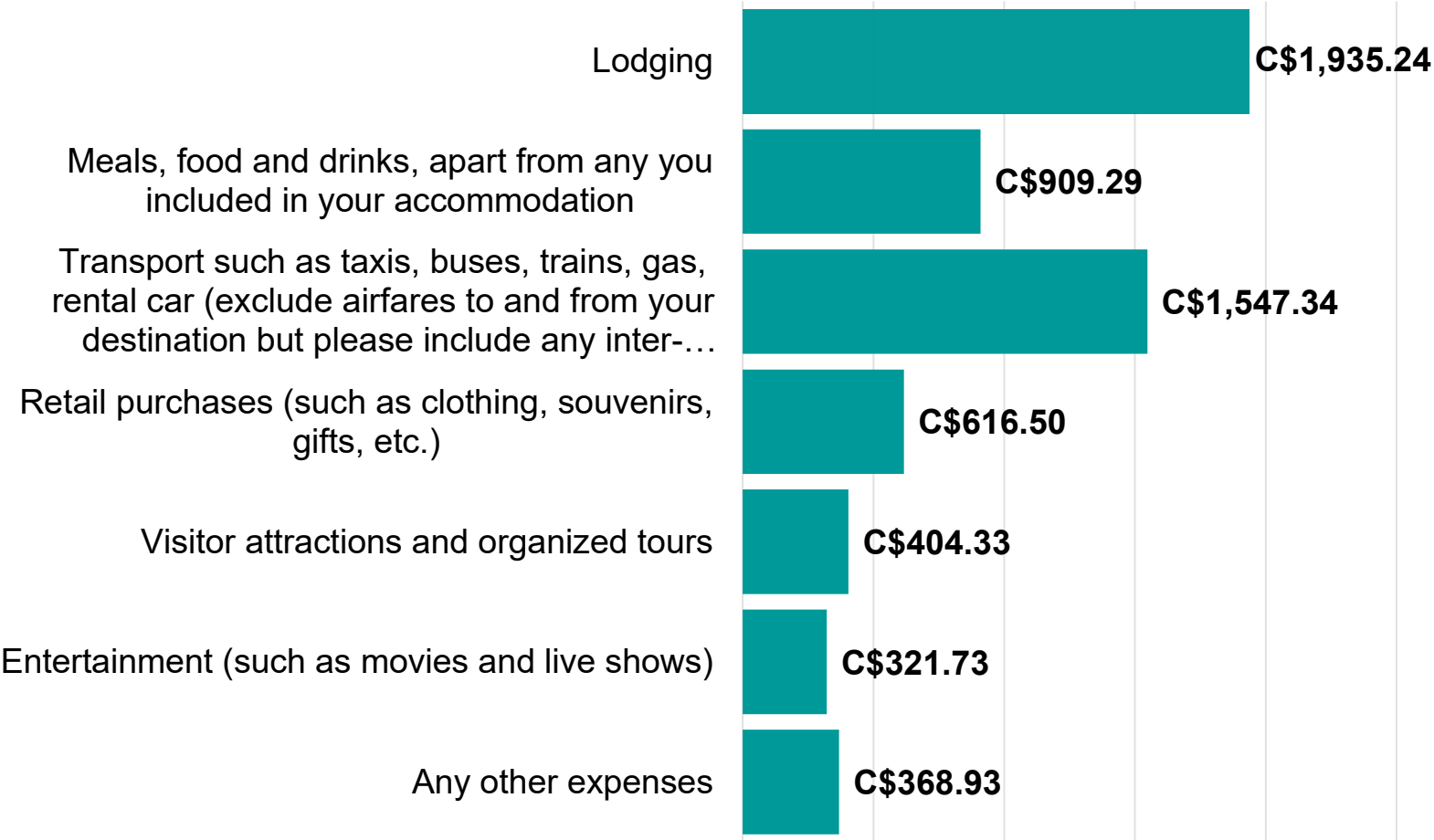
Distance Travelled on Annual Vacation



Sample Size: n=133

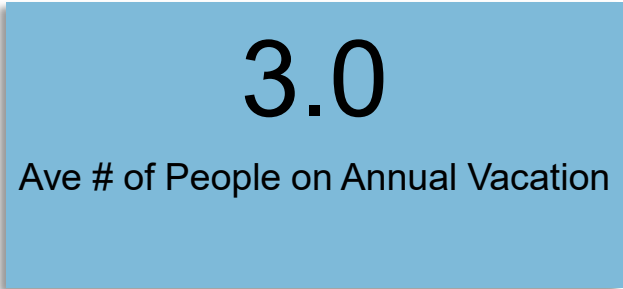
Canada Avid Travelers \$100k+: Annual Vacation

Average Spend



Sample Size: n=133

Spend Per Person Per Day

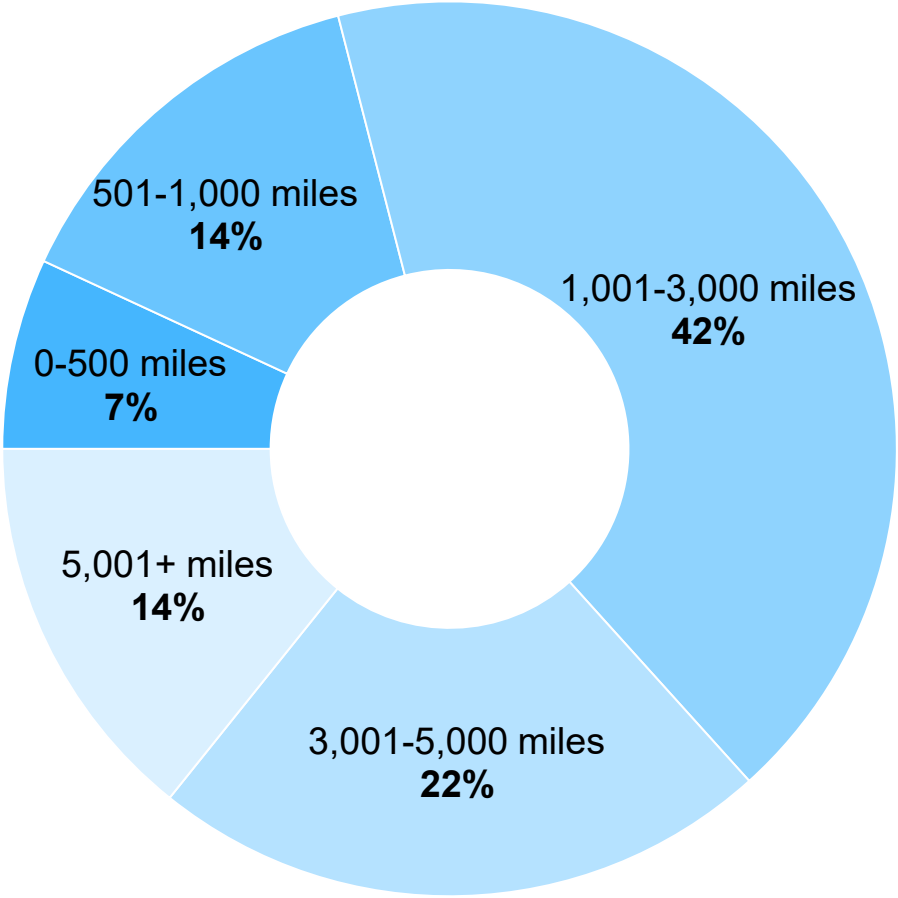


C\$269.65

Ave. Per Person Per Day Spend

Canada Older Avid Travelers \$100k+: Annual Vacation

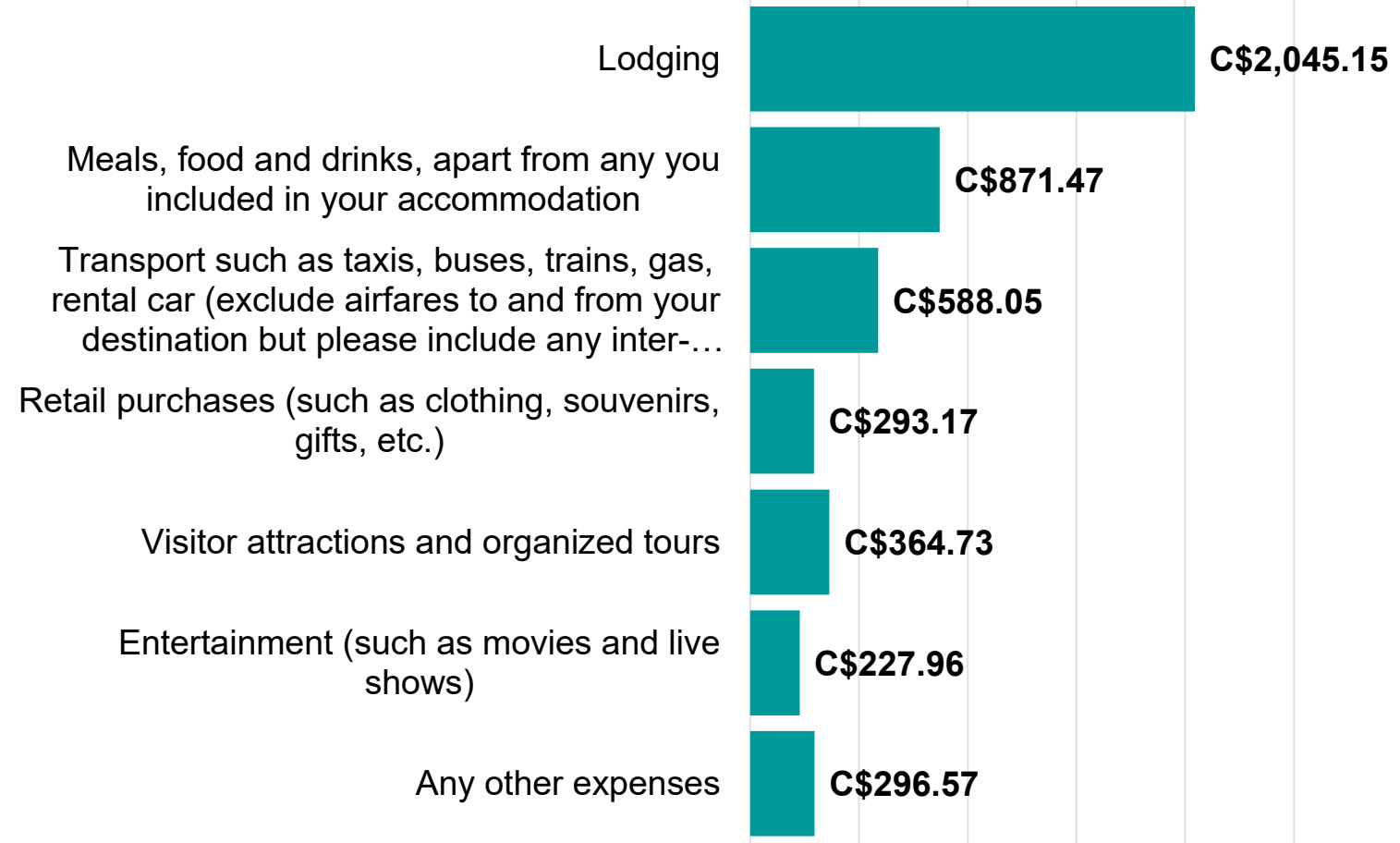
Distance Travelled on Annual Vacation



Sample Size: n=202

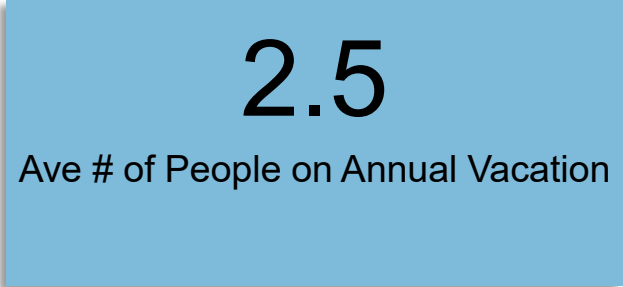
Canada Older Avid Travelers \$100k+: Annual Vacation

Average Spend



Sample Size: n=202

Spend Per Person Per Day



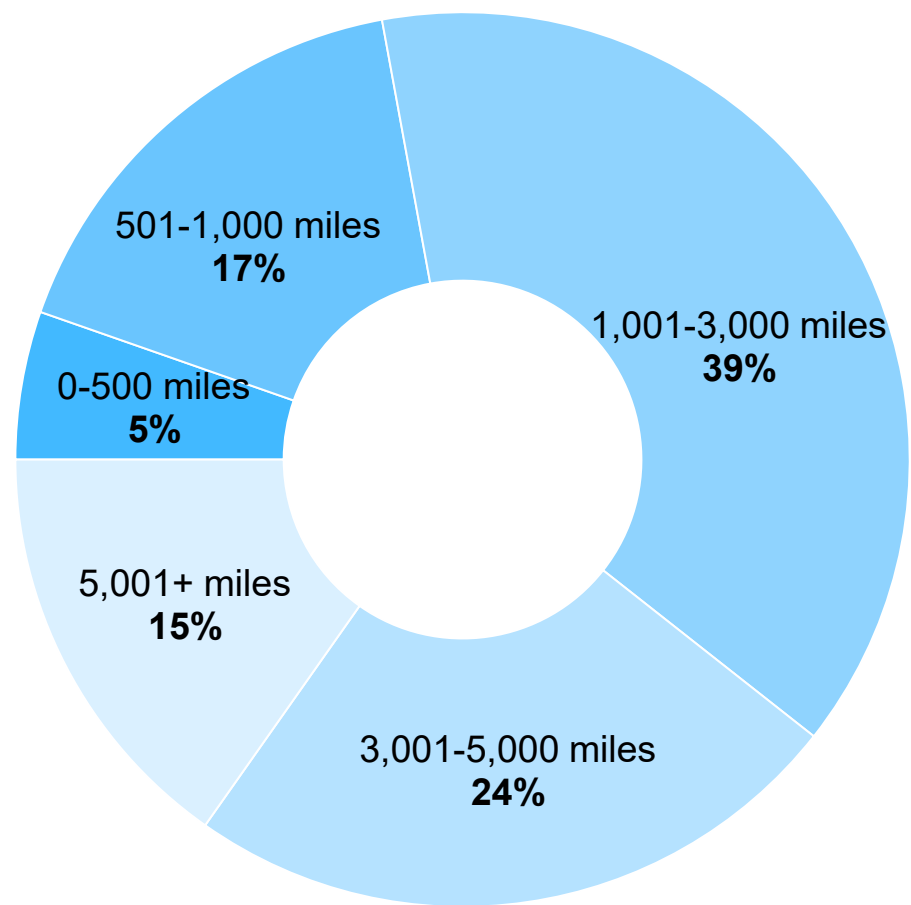
C\$173.84

Ave. Per Person Per Day Spend

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

Canada Long-Distance Travelers: Annual Vacation

Distance Travelled on Annual Vacation



Sample Size: n=335

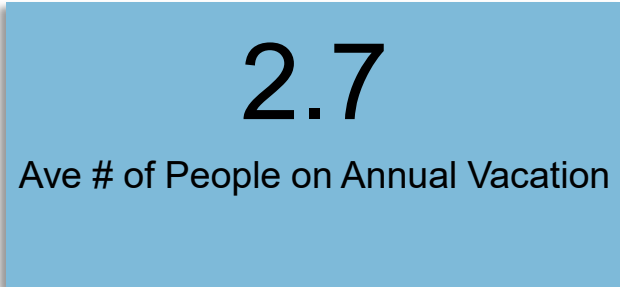
Canada Long-Distance Travelers: Annual Vacation

Average Spend



Sample Size: n=335

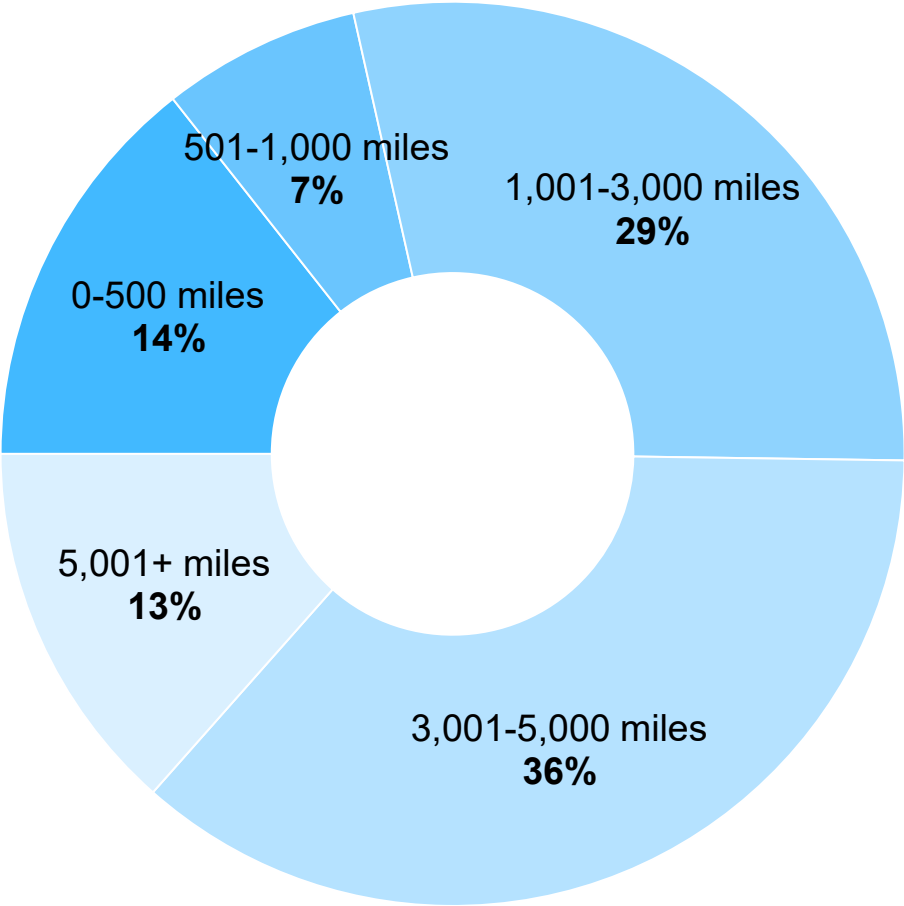
Spend Per Person Per Day



C\$213.14
Ave. Per Person Per Day Spend

Canada Senior Travelers \$100k+: Annual Vacation

Distance Travelled on Annual Vacation



Sample Size: n=97

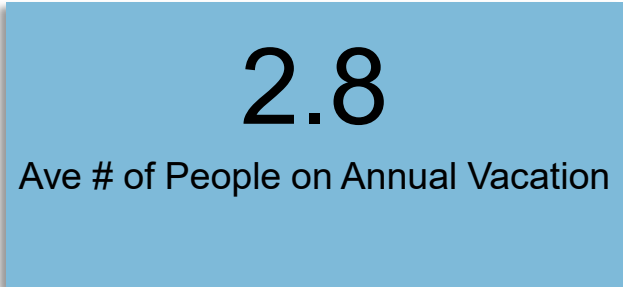
Canada Senior Travelers \$100k+: Annual Vacation

Average Spend



Sample Size: n=97

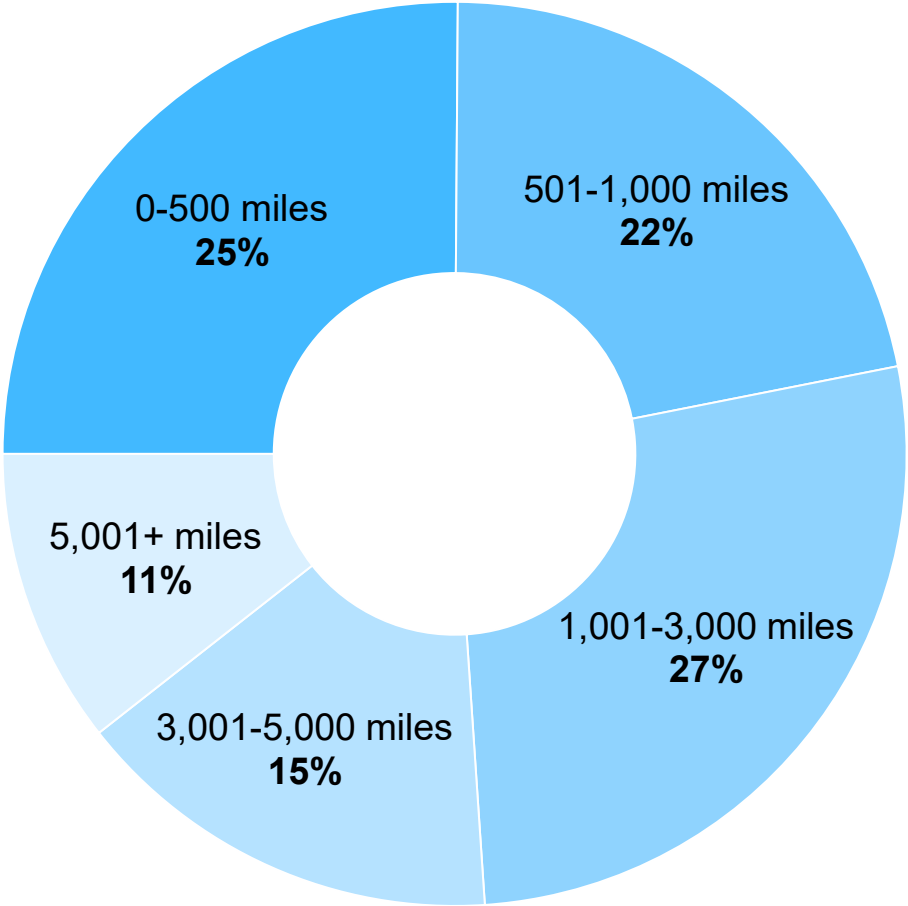
Spend Per Person Per Day



C\$165.10
Ave. Per Person Per Day Spend

Canada Nat Rep: Annual Vacation

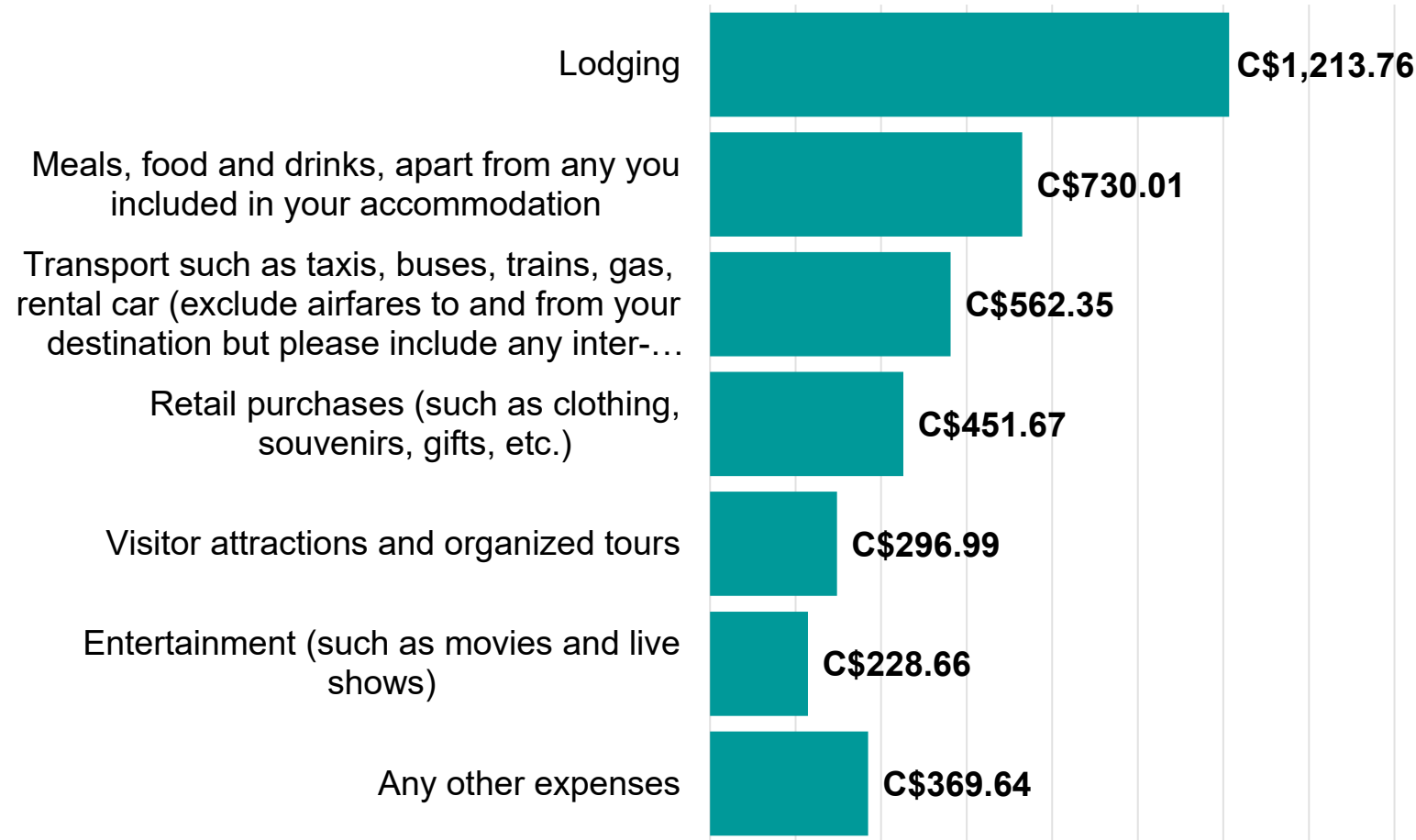
Distance Travelled on Annual Vacation



Sample Size: n=2,363

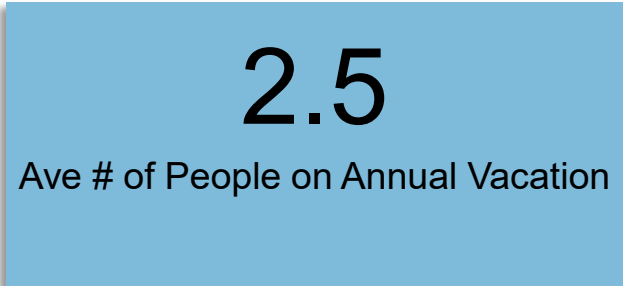
Canada Nat Rep: Annual Vacation

Average Spend



Sample Size: n=2,363

Spend Per Person Per Day



C\$209.48
Ave. Per Person Per Day Spend

Canada - Importance of Travel Factors

	Very Important 5				
	Canada: Avid Traveler \$100k+	Canada: Older Avid Traveler \$100k+	Canada: Senior Traveler \$100k+	Canada: Long-Distance Air Traveler	Canada Market
Value for money	41%	52%	40%	47%	55%
Comfort and accessibility	35%	45%	36%	40%	44%
Natural attractions/activities	39%	41%	41%	40%	39%
Family friendly locations and activities	37%	31%	9%	34%	31%
Opportunity to experience local restaurants/businesses	43%	34%	28%	38%	35%
Cultural attractions	34%	34%	29%	34%	35%
Entertainment and nightlife	20%	18%	4%	19%	23%
Consideration of sustainable principles	24%	14%	8%	19%	22%
Safe and Secure Destination	50%	67%	59%	59%	61%

Sample Size:

n=133

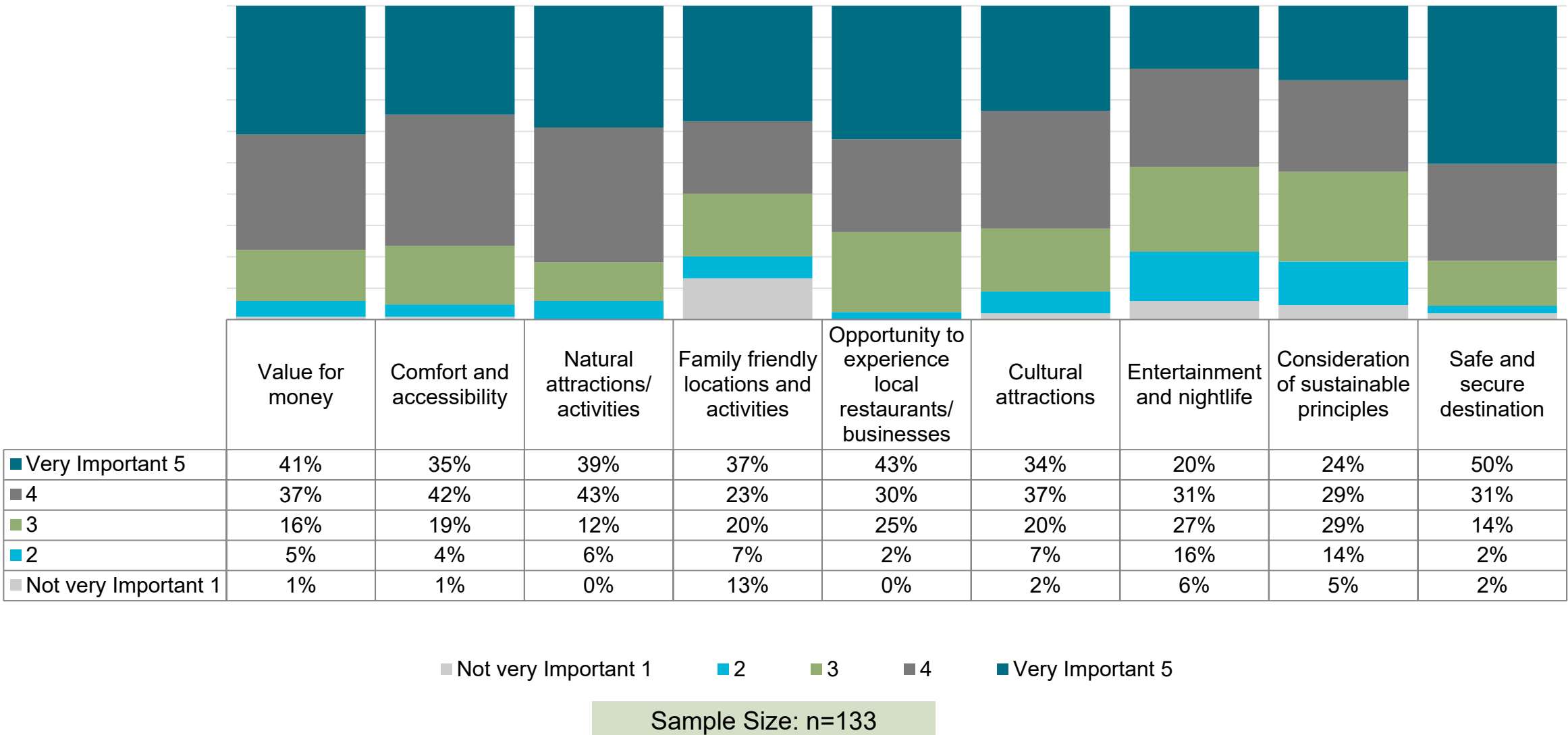
n=202

n=97

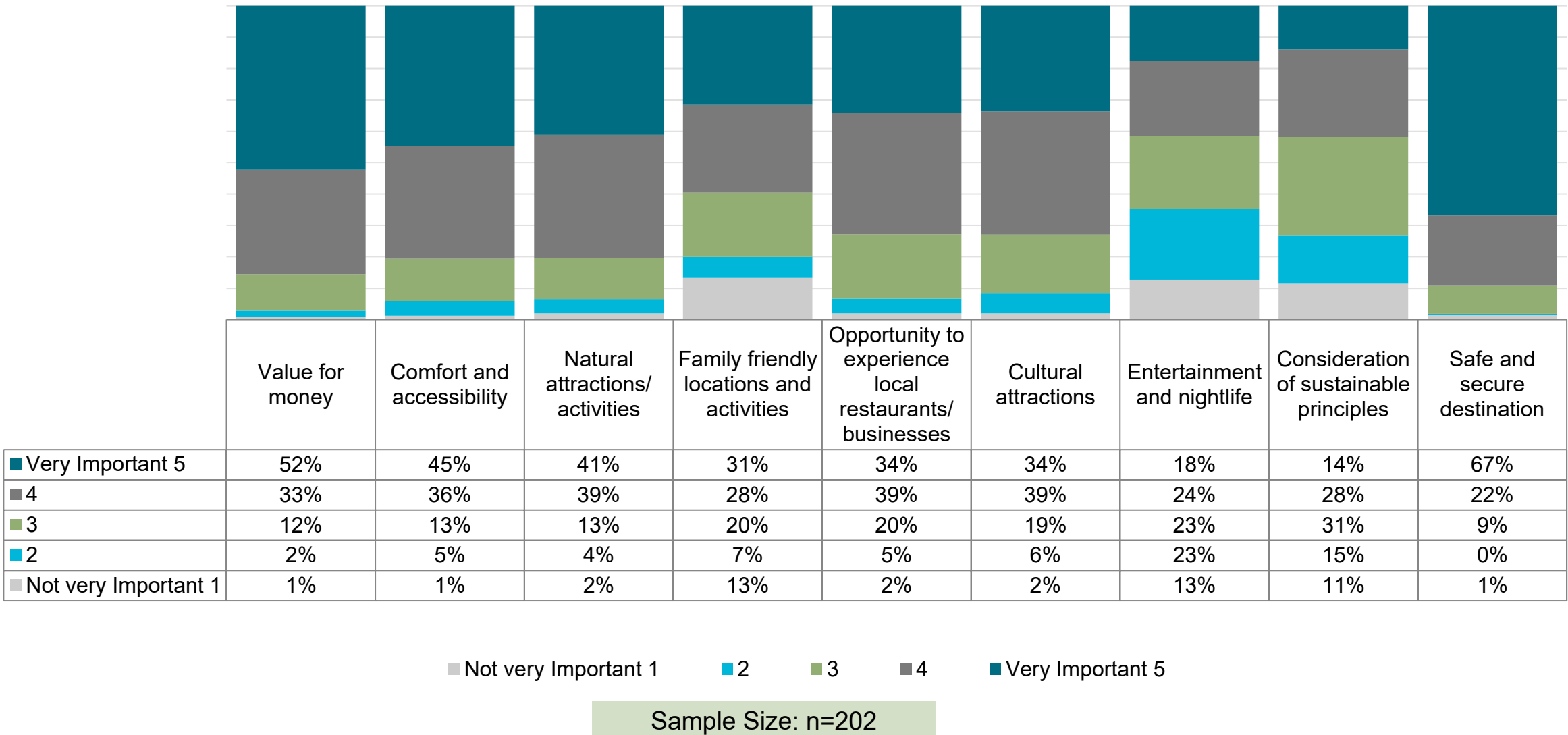
n=335

n=2,363

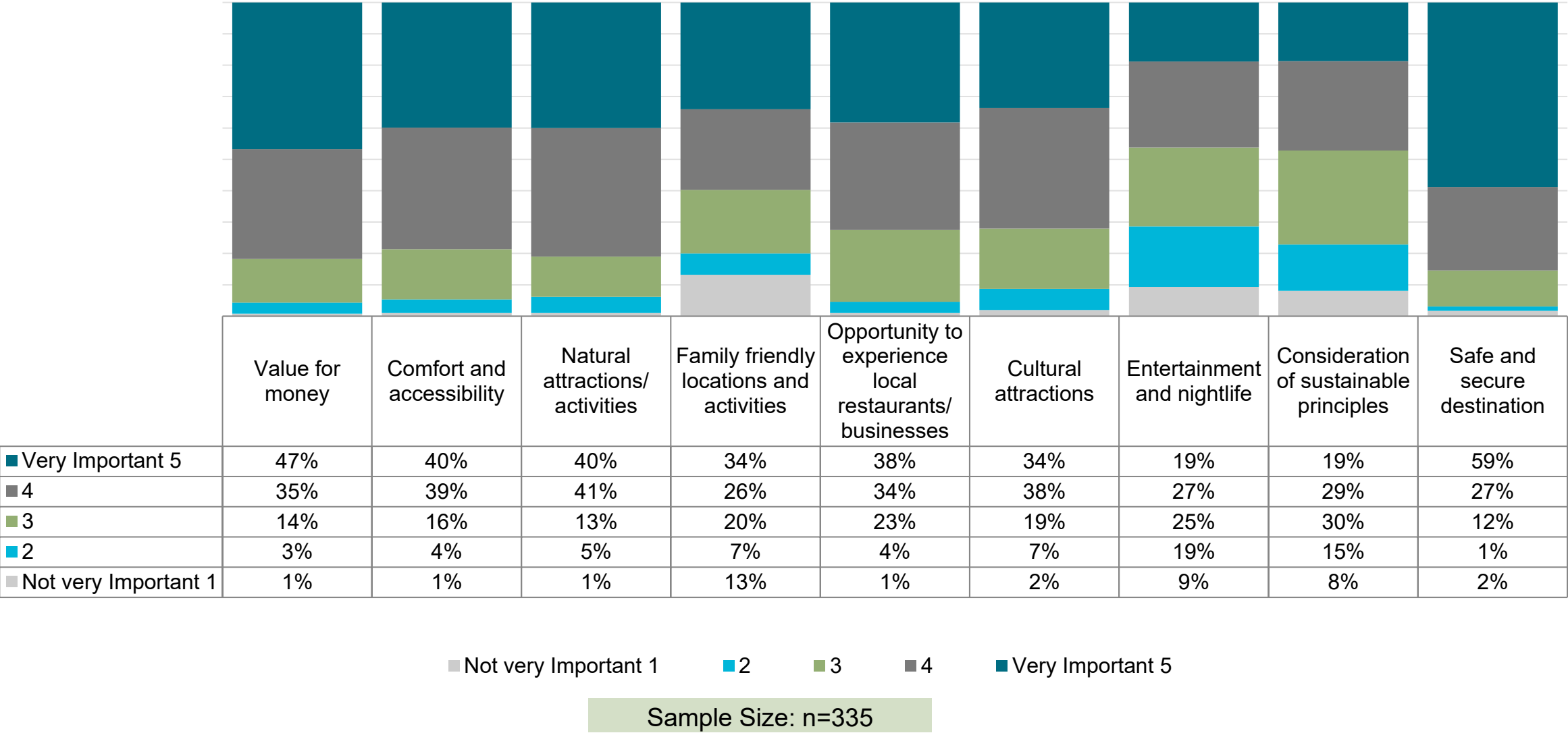
Canada Avid Travelers \$100k+: Importance of Travel Factors



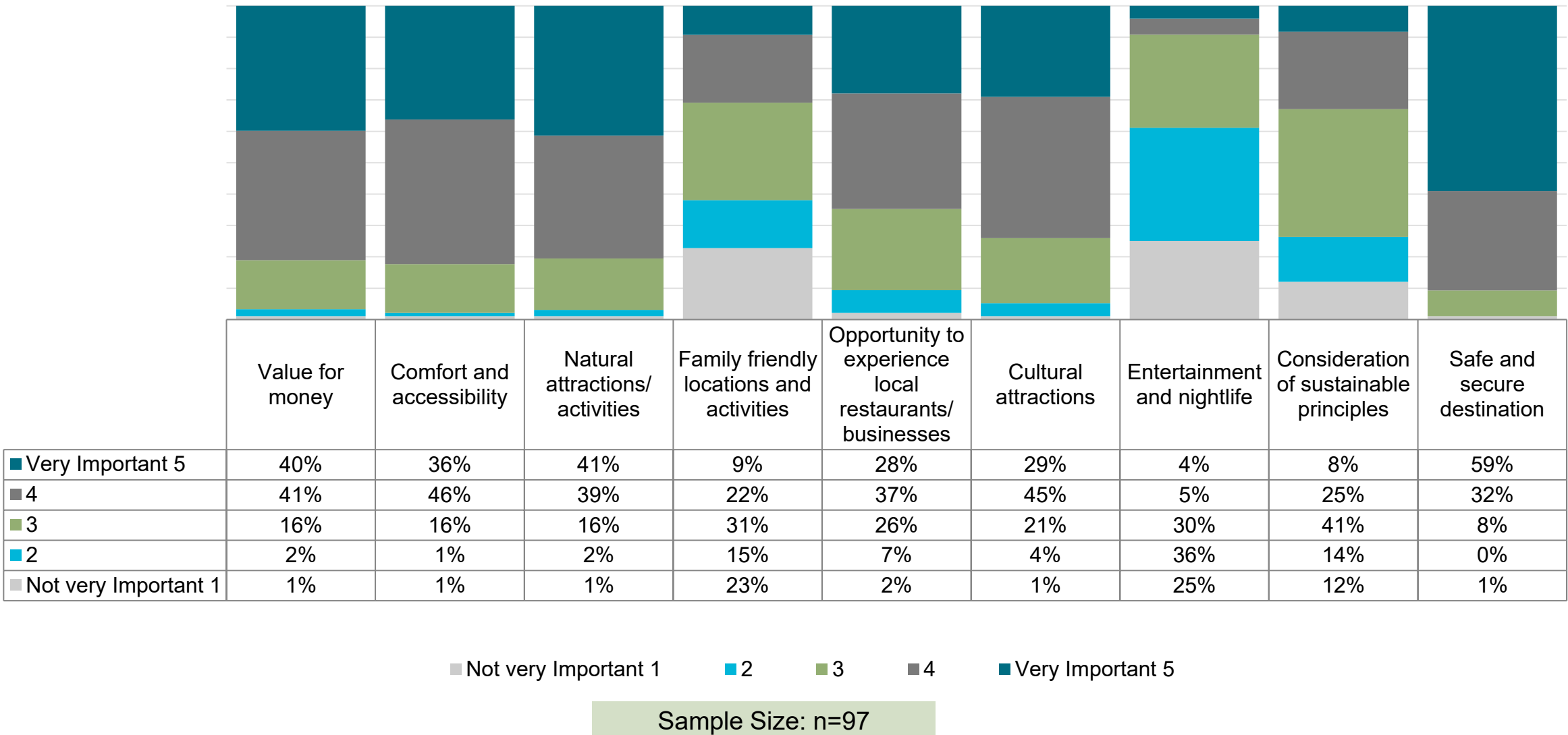
Canada Older Avid Travelers \$100k+: Importance of Travel Factors



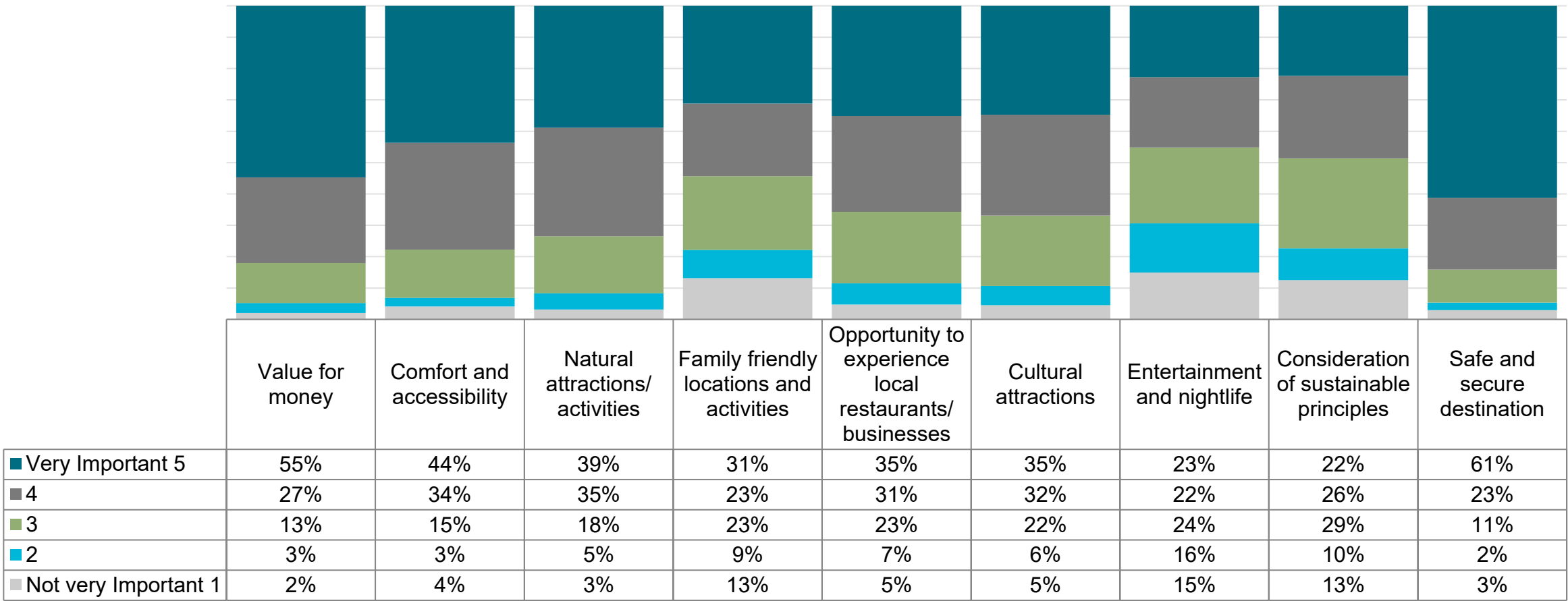
Canada Long Distance Travelers: Importance of Travel Factors



Canada Senior Travelers \$100k+: Importance of Travel Factors



Canada Nat Rep: Importance of Travel Factors

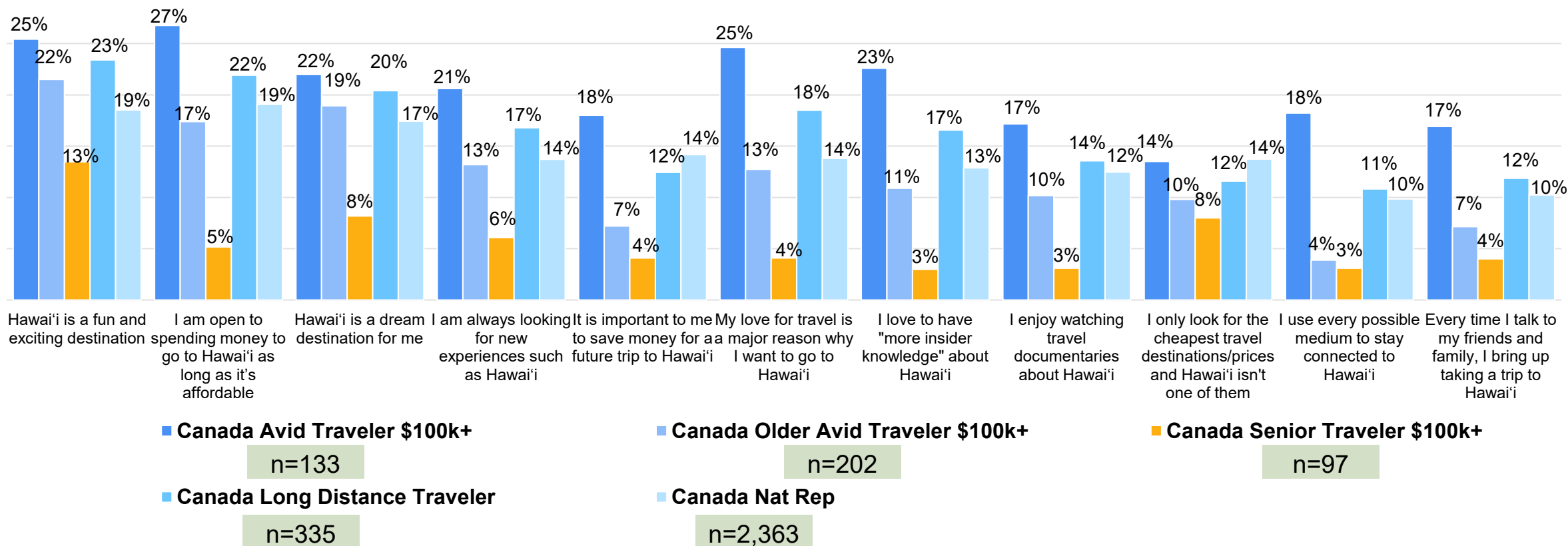


■ Not very Important 1 ■ 2 ■ 3 ■ 4 ■ Very Important 5

Sample Size: n=2,363

Canada - Hawai'i as an Aspirational Destination

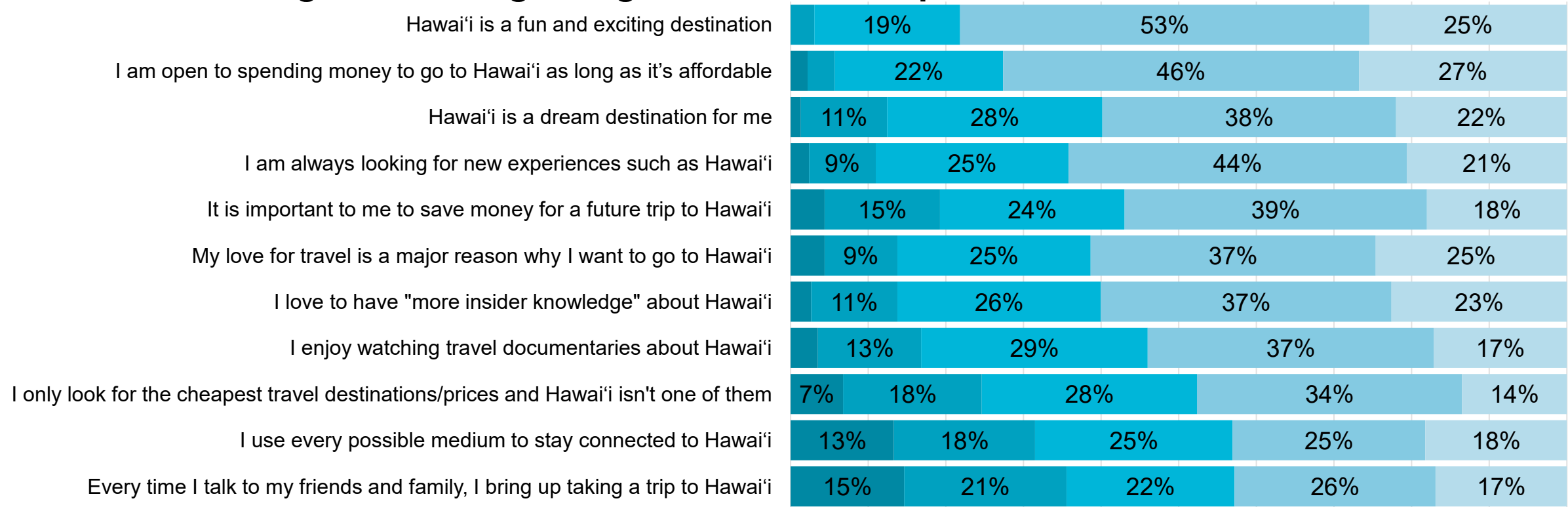
Agreement Regarding Hawai'i as a Travel Destination (Strongly Agree)



Please tell us how much you agree or disagree with each statement below about Hawai'i as a travel destination to you?

Canada Avid Travelers \$100k+: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

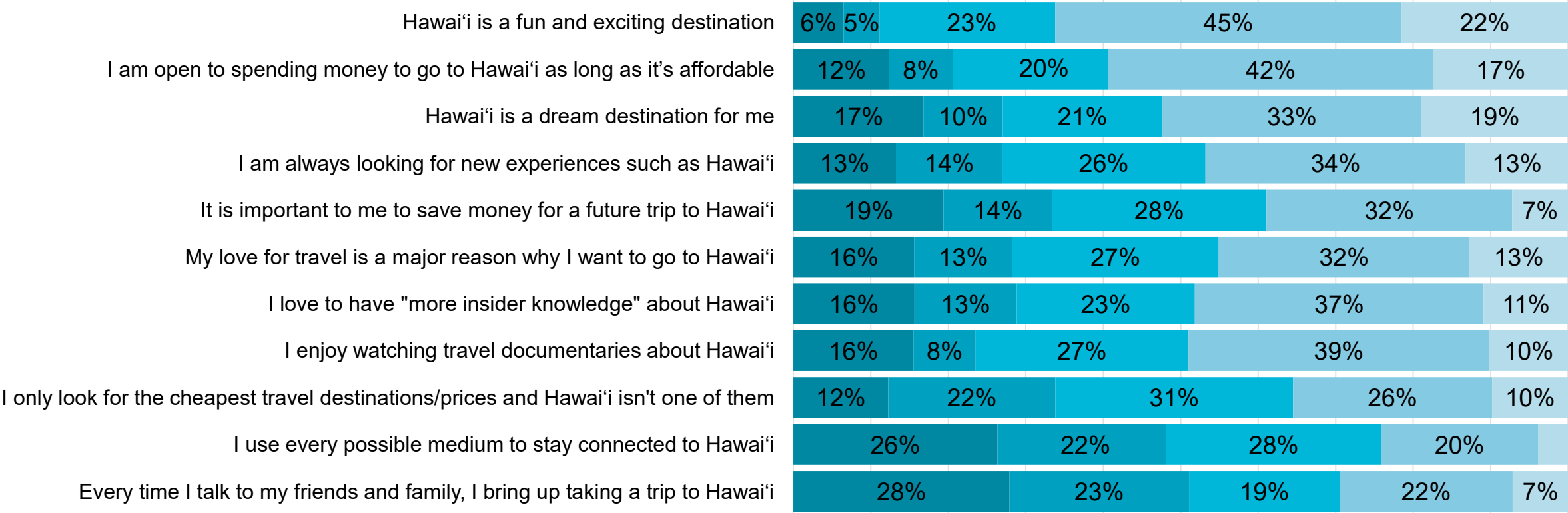


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=133

Canada Older Avid Travelers \$100k+: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

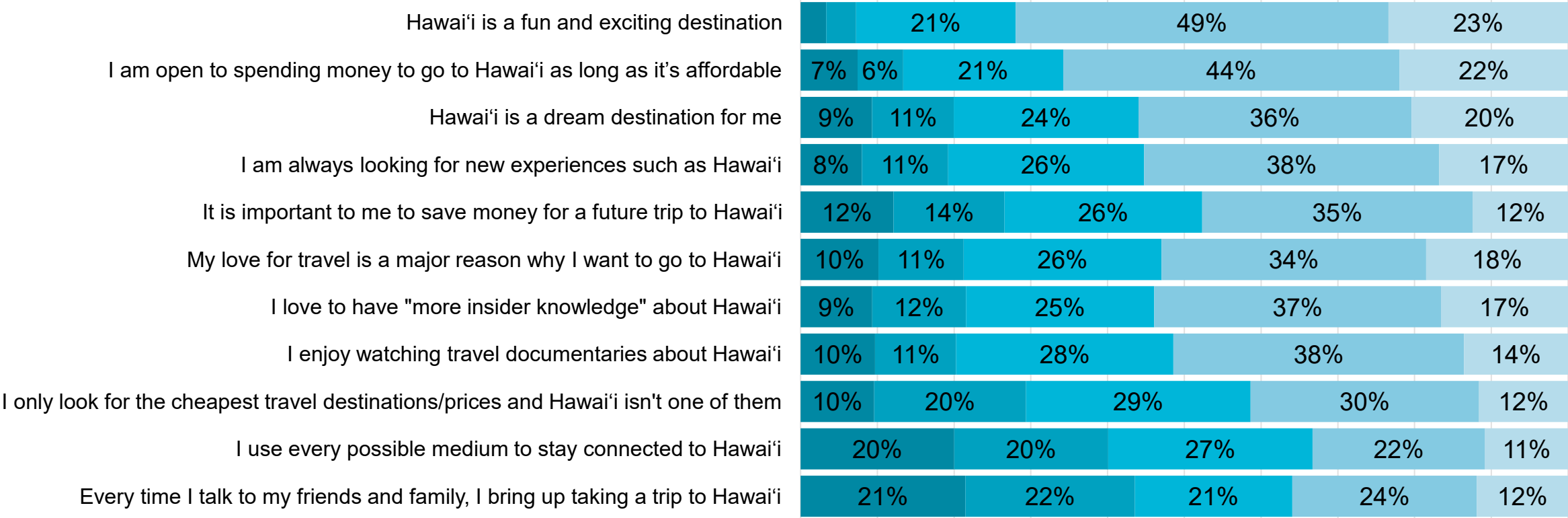


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=202

Canada Long Distance Traveler: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

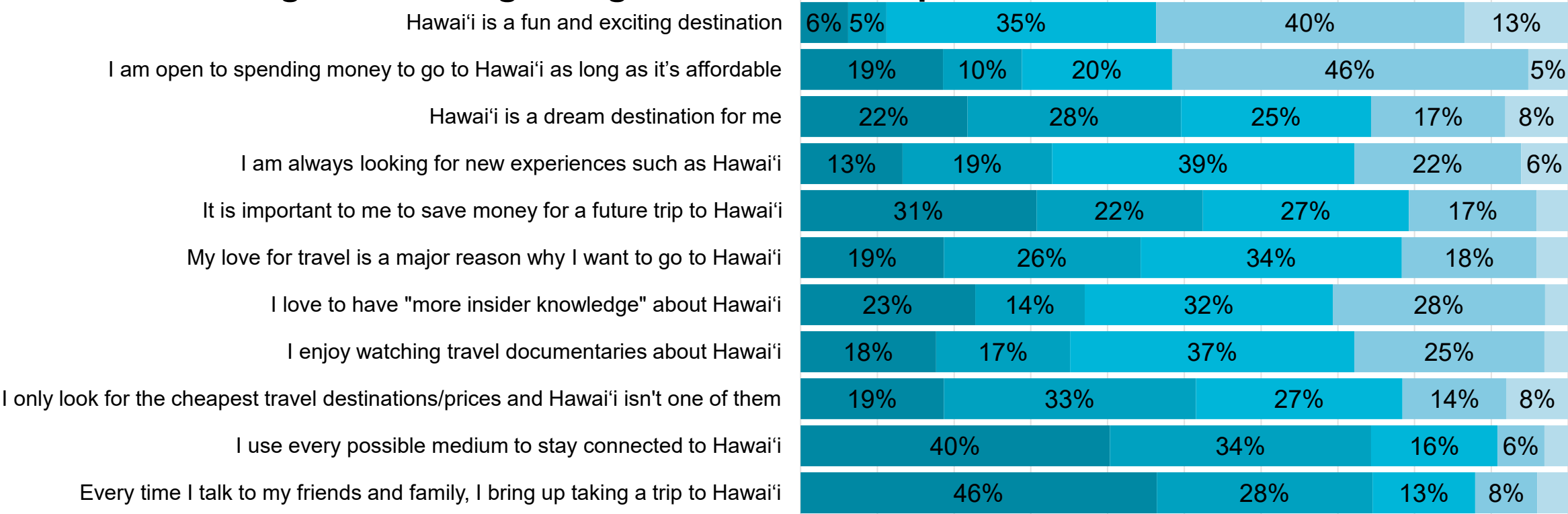


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=335

Canada Senior Travelers \$100k+: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

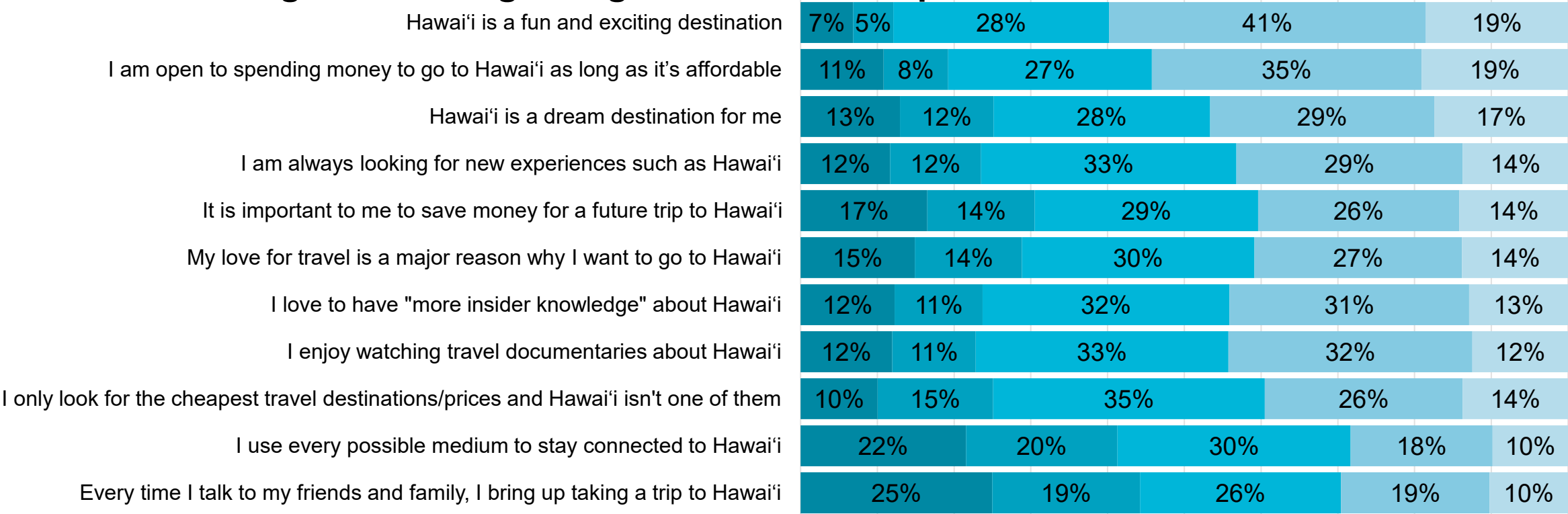


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=97

Canada Nat Rep: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination



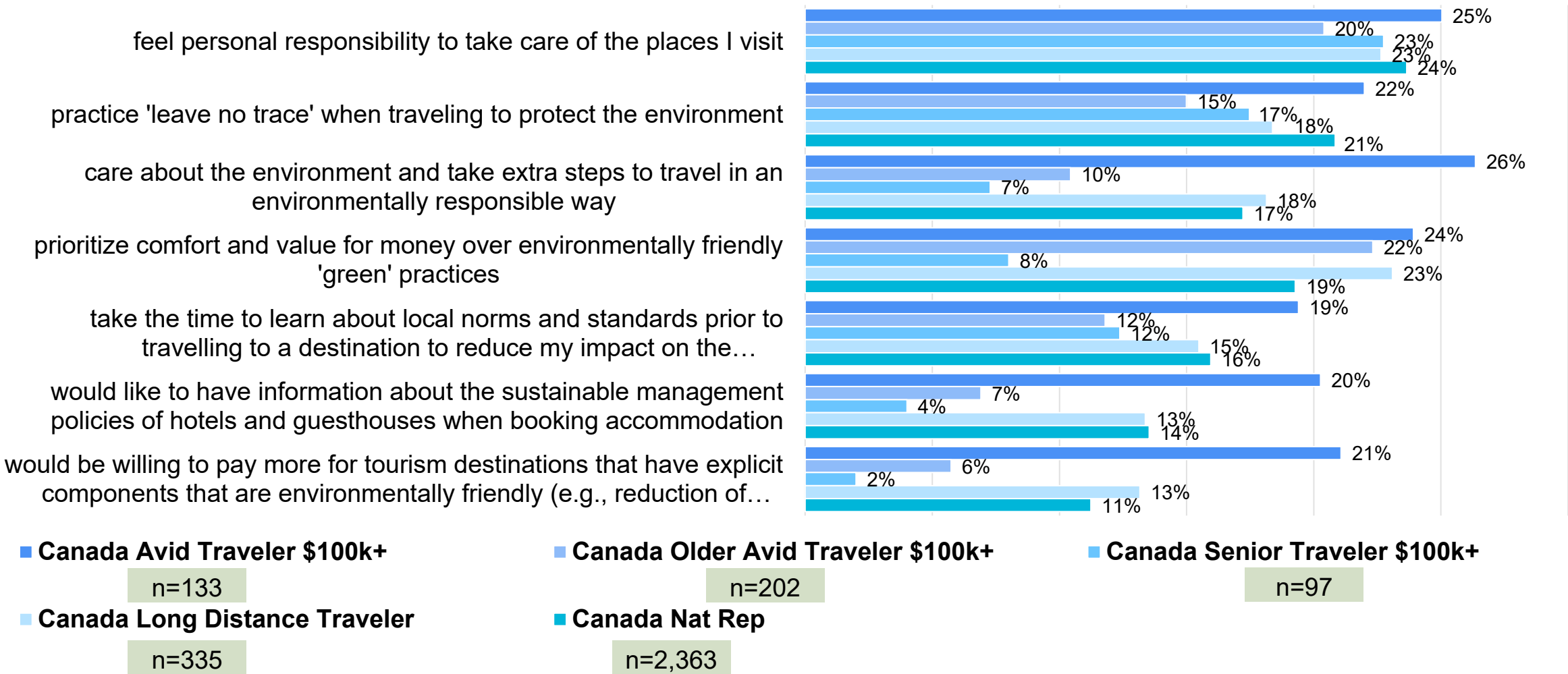
■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=2,363

Canada - Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

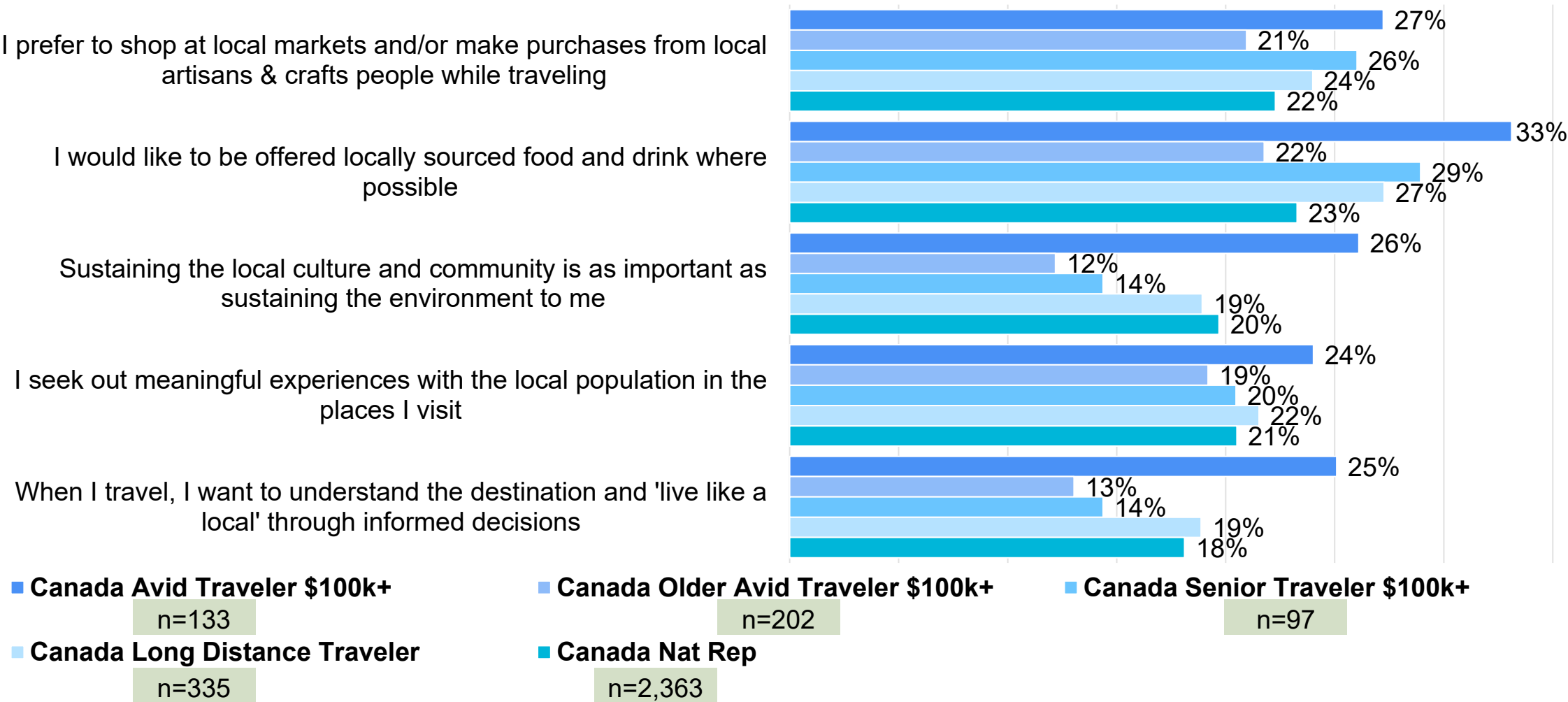
(Strongly Agree)



Canada - Sustainability and Travel Responsibility Statements

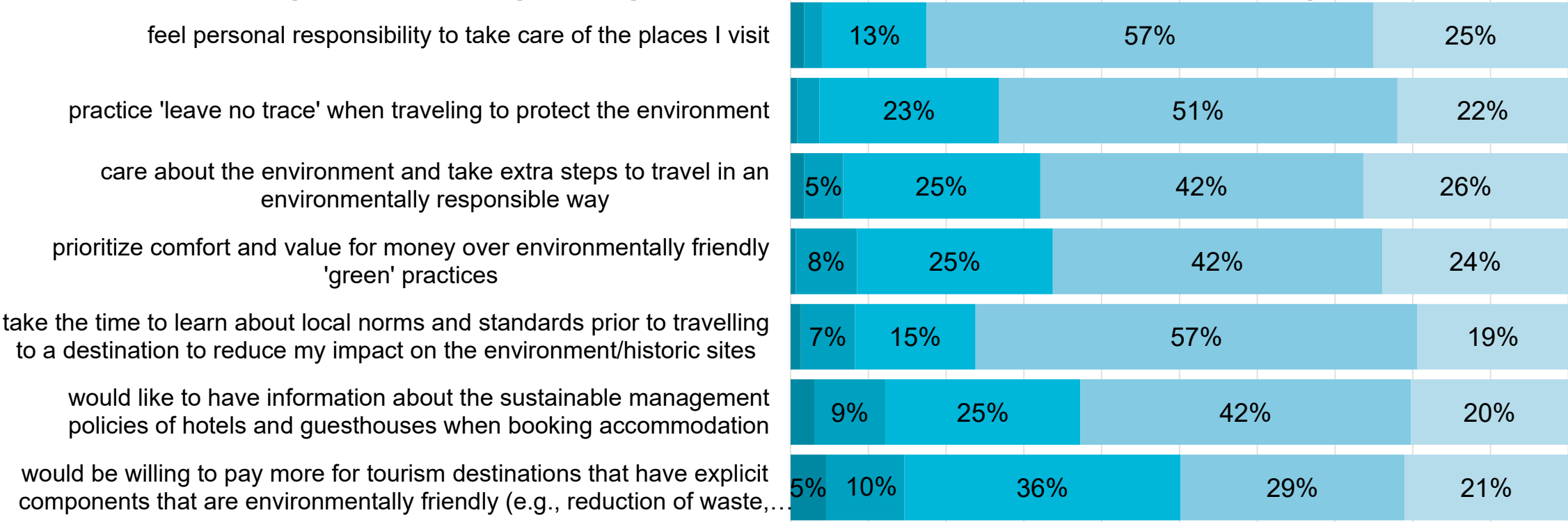
Agreement Regarding Sustaining Local Culture While Traveling

(Strongly Agree)



Canada Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

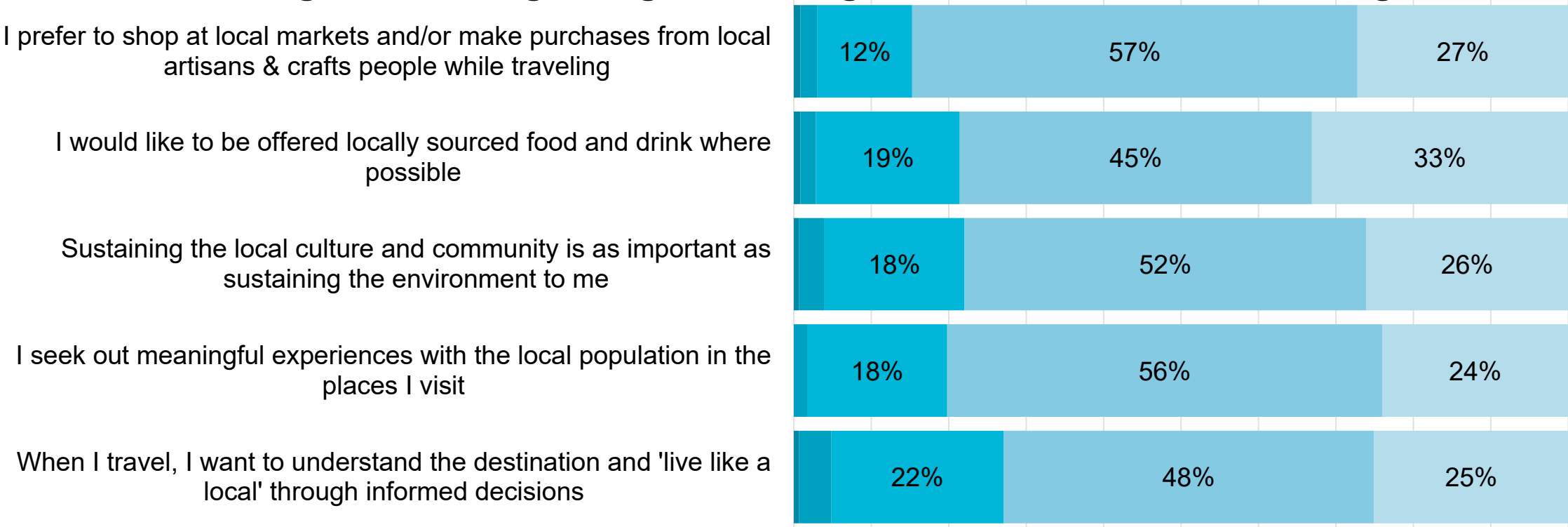


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=133

Canada Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

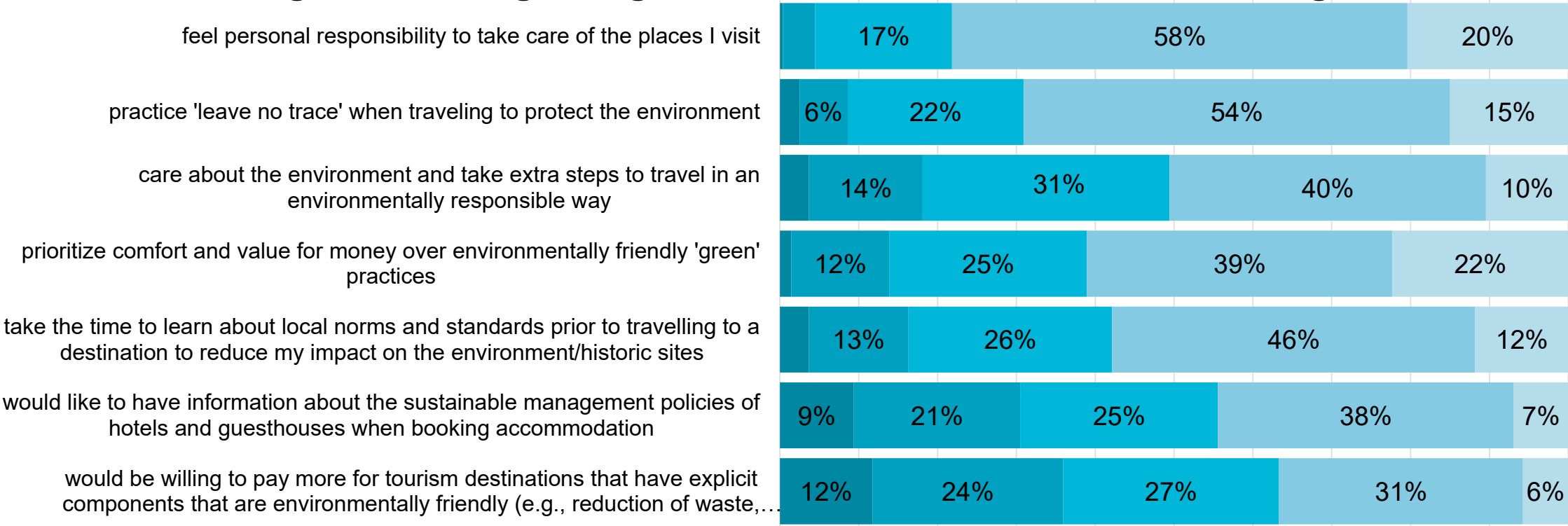


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=133

Canada Older Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

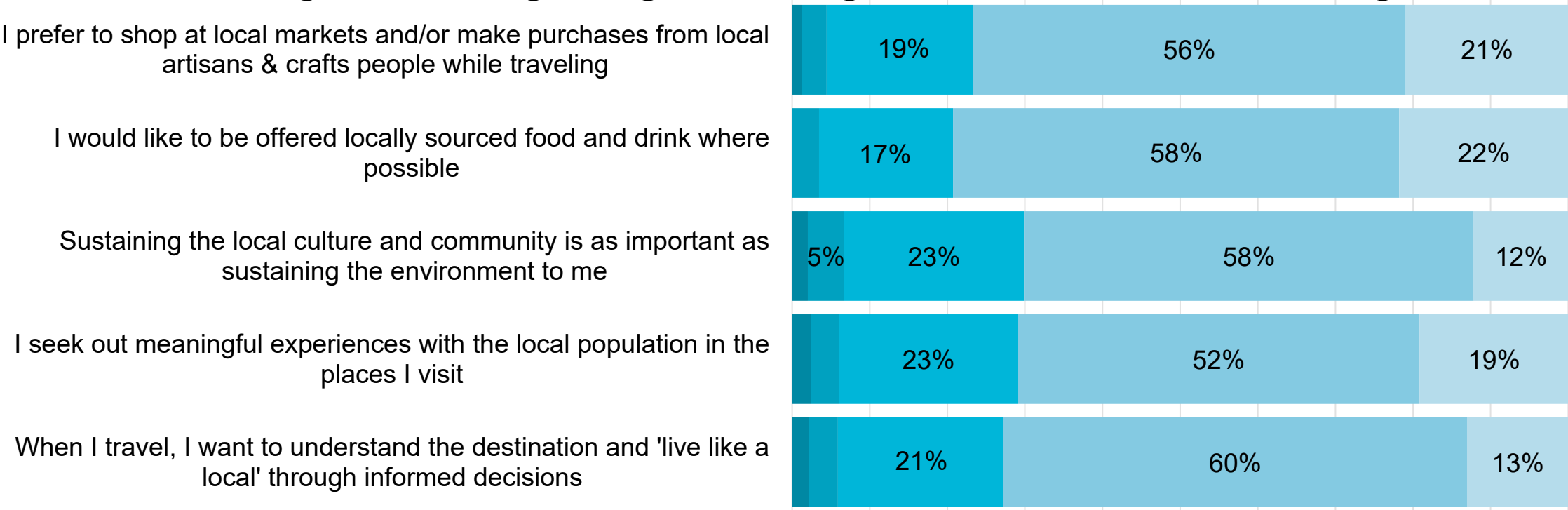


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=202

Canada Older Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

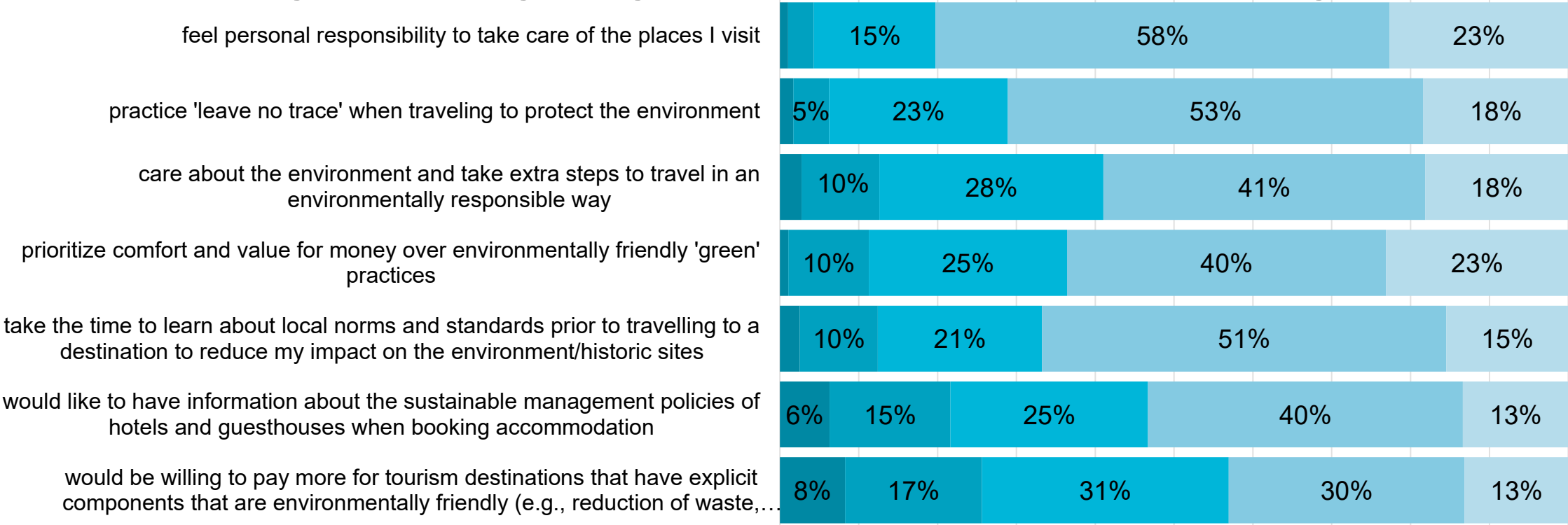


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=202

Canada Long Distance Travelers: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

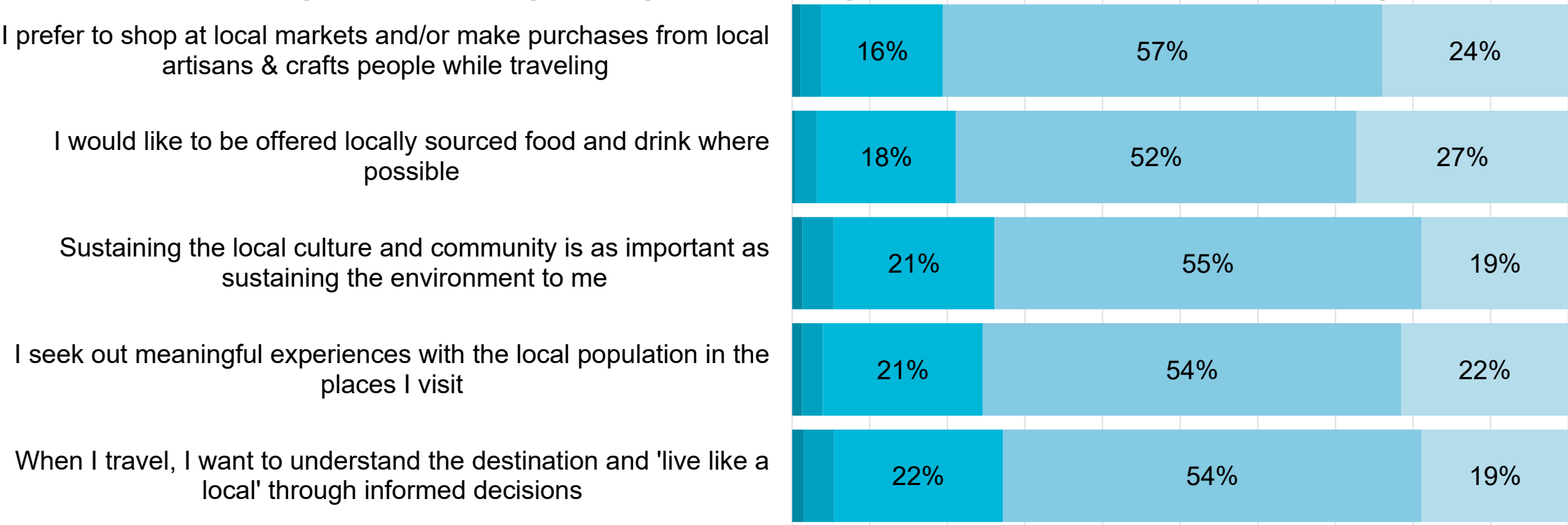


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=335

Canada Long Distance Travelers: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

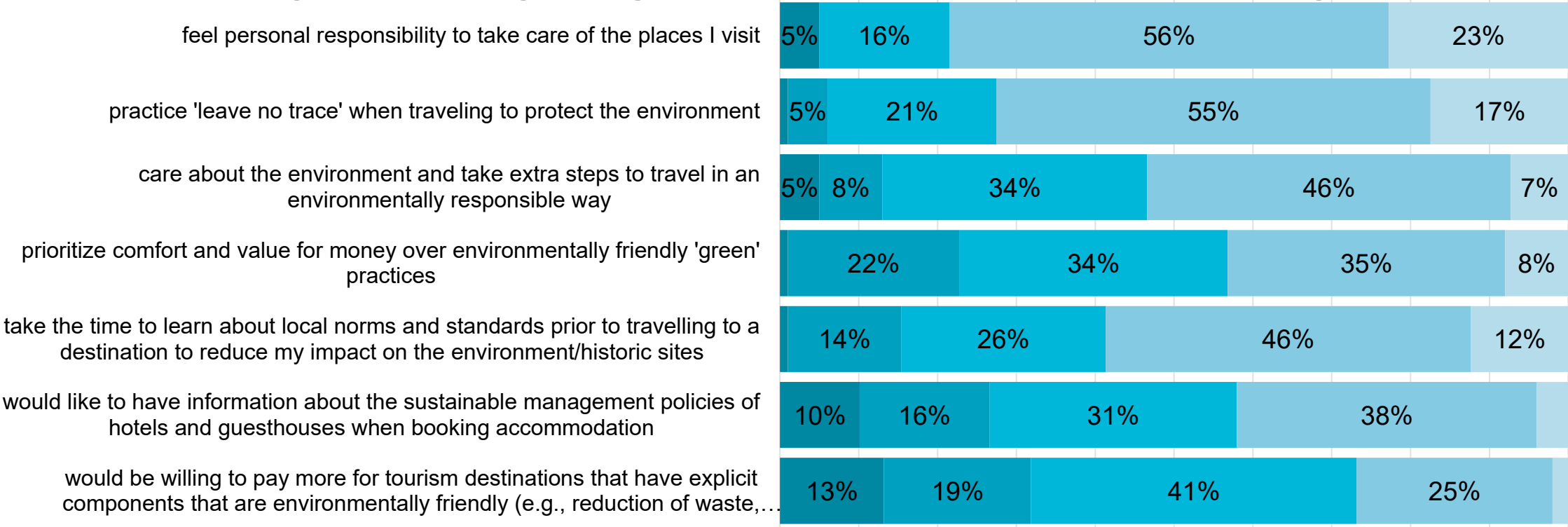


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=335

Canada Senior Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

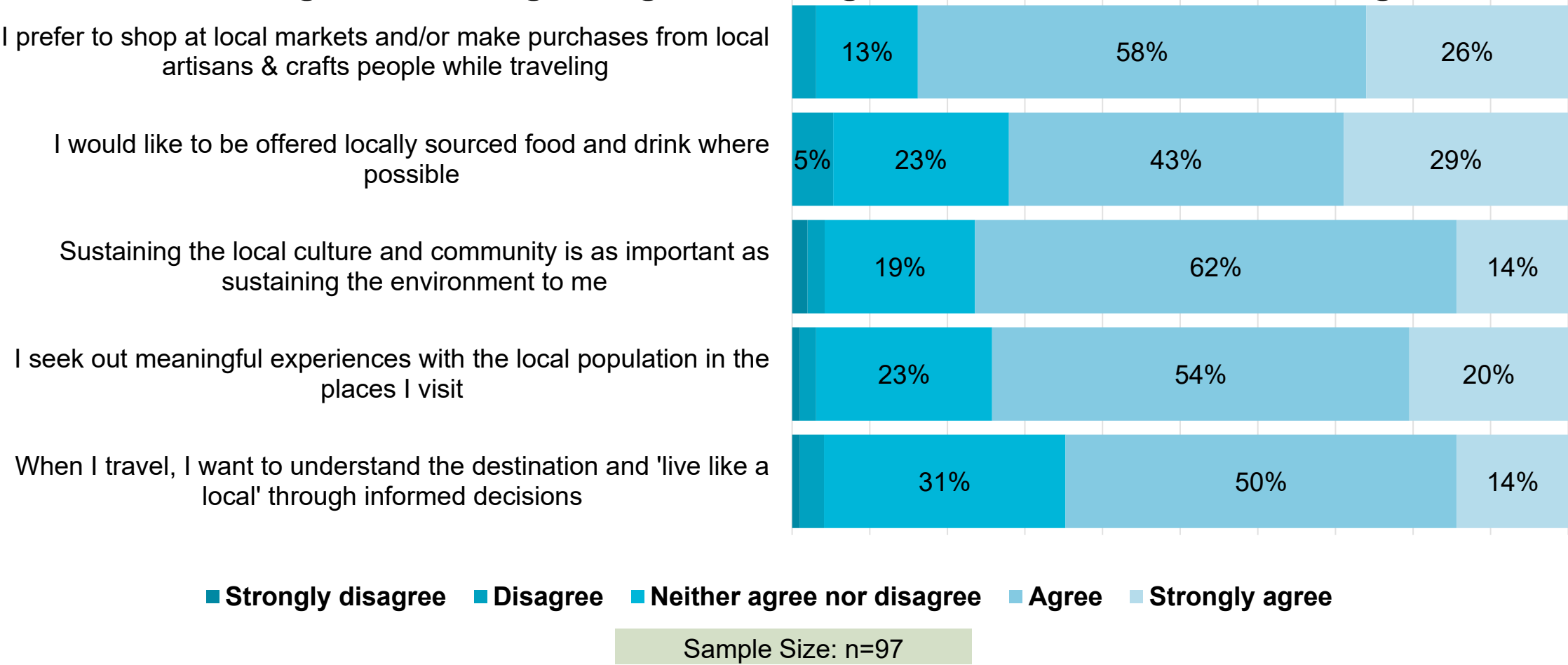


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=97

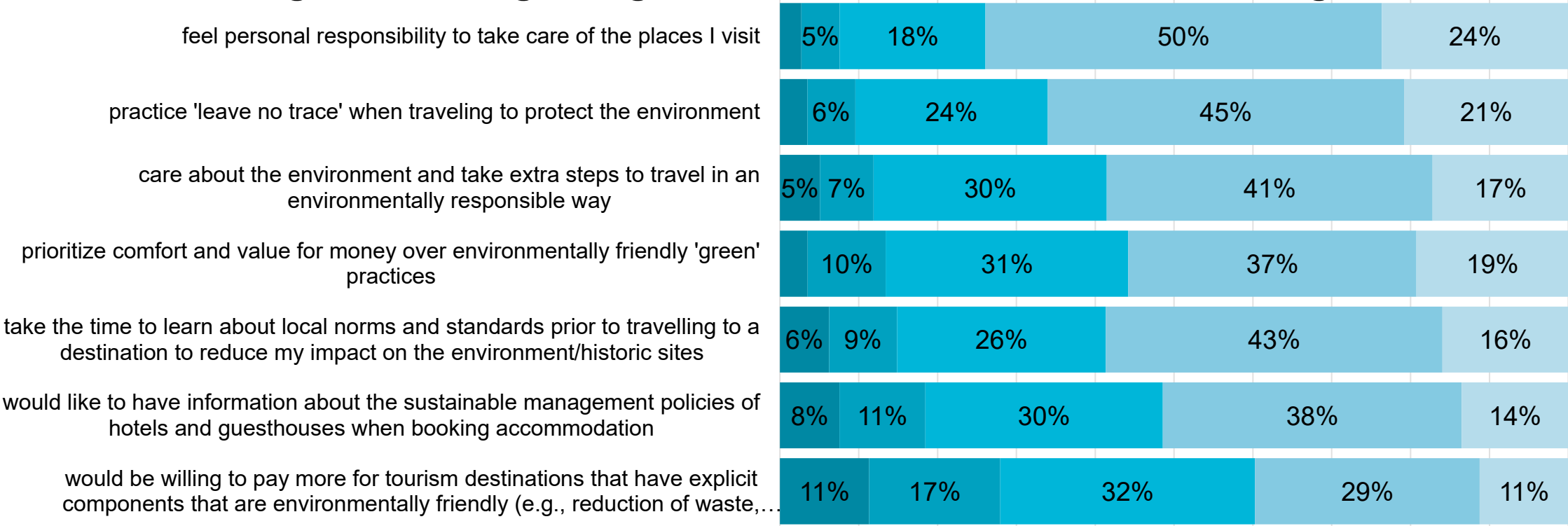
Canada Senior Travelers \$100k+: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling



Canada Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

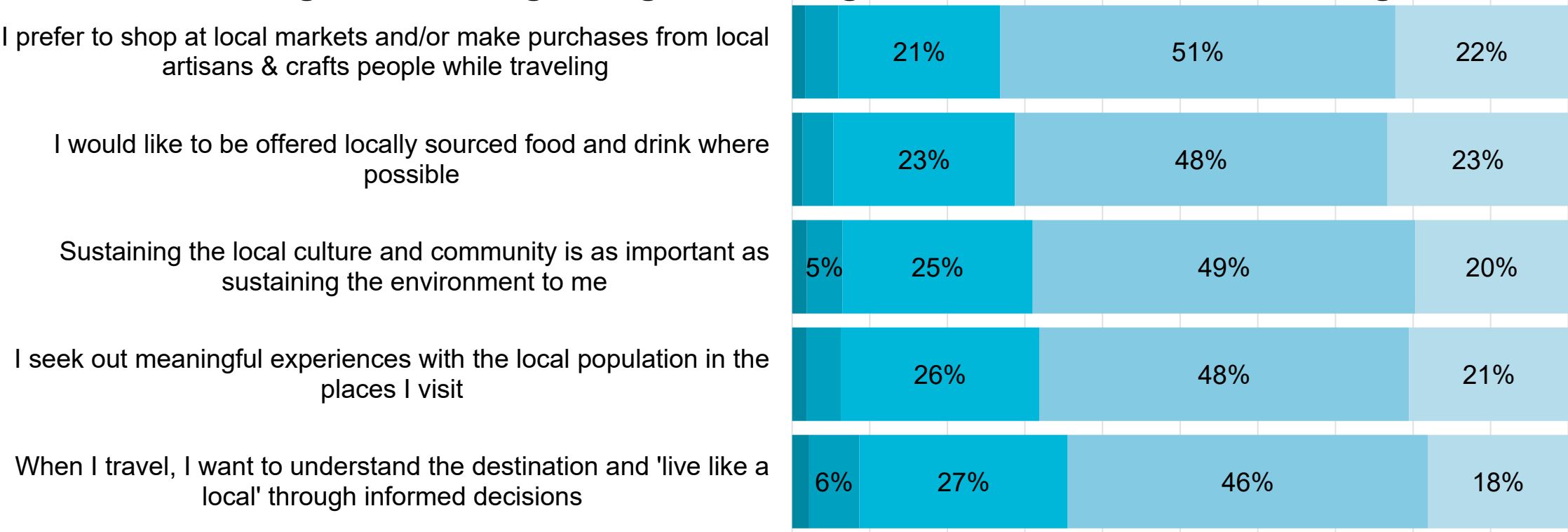


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=2,363

Canada Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

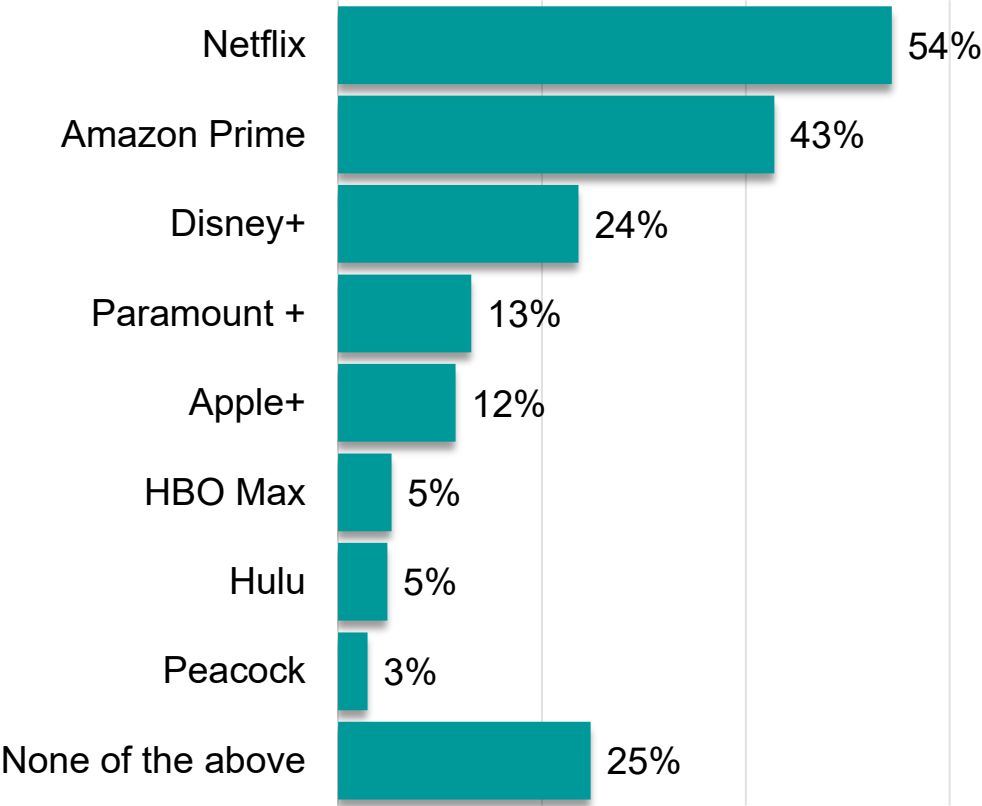


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

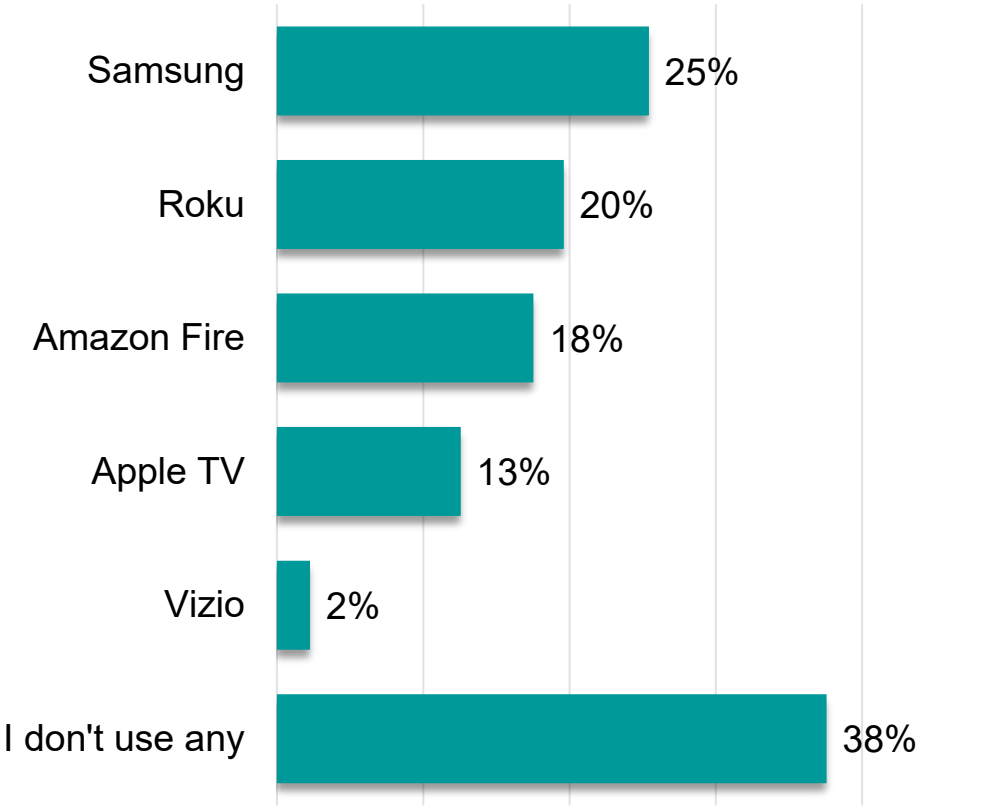
Sample Size: n=2,363

Canada Media Consumption

Streaming Platforms Used Weekly



Connected Device Used

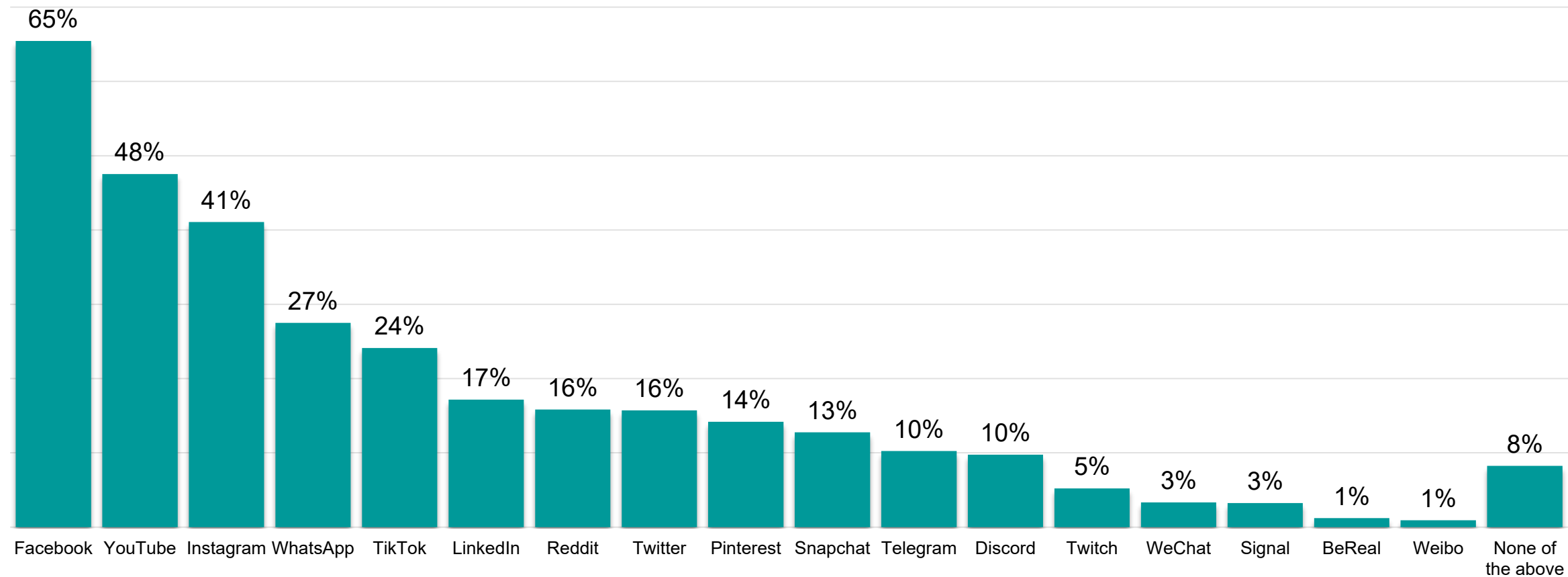


Sample Size: n=2,363

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

Canada Media Consumption

Social Media Platforms Used Weekly



Sample Size: n=2,363

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

Canada Media Consumption

Travel Destination Source of Awareness

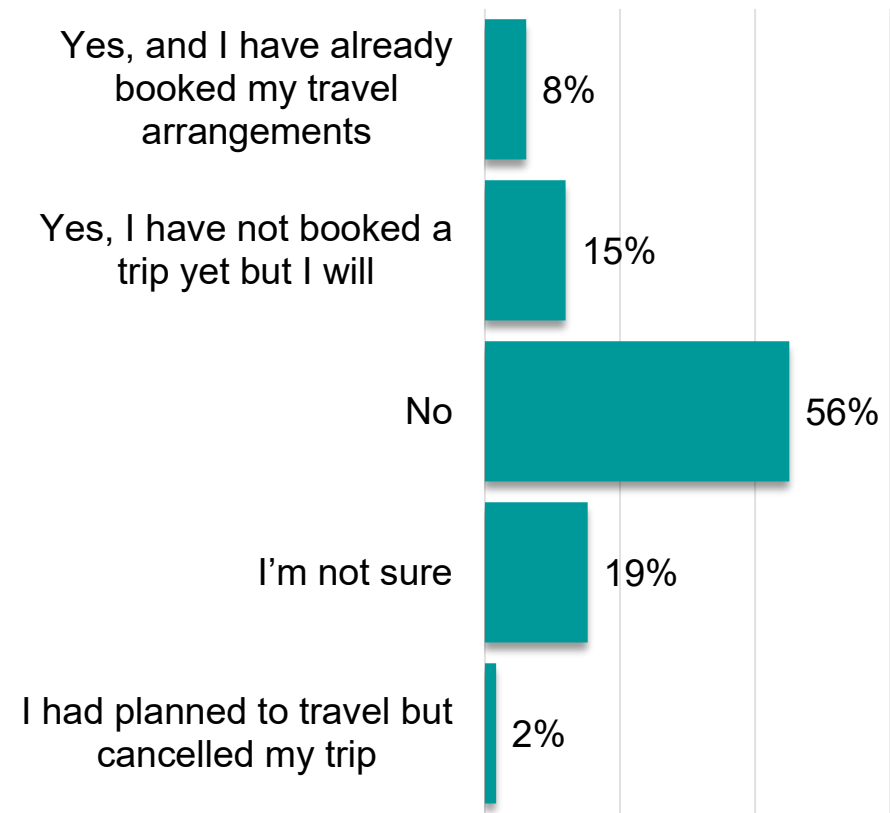
TV Program/Documentary	19%
Online	31%
Radio	7%
TV commercials	21%
Newspaper	10%
Friends/Family	44%
Social Media	33%
YouTube	32%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	5%
Email	16%
I don't recall	15%

Actions Taken After Seeing an Ad for a Destination

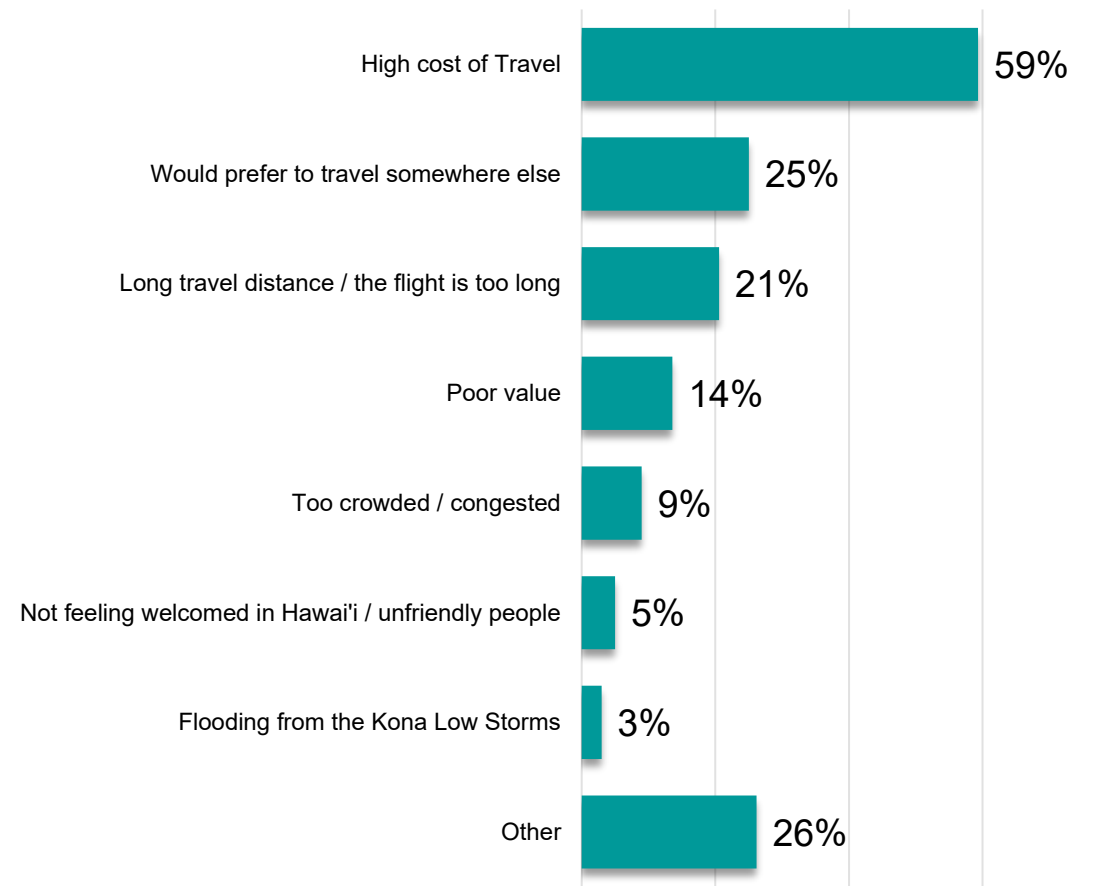
I go to the destination's website	24%
I search for information about the destination online	37%
I look up the destination on social media	18%
I talk to friends/family about the destination	26%
I book travel to the destination almost immediately	6%
I don't do anything	22%
None of the above	10%

Sample Size: n=2,363

Canada – State of Hawai‘i Booking Intent



Sample Size: n=2,363

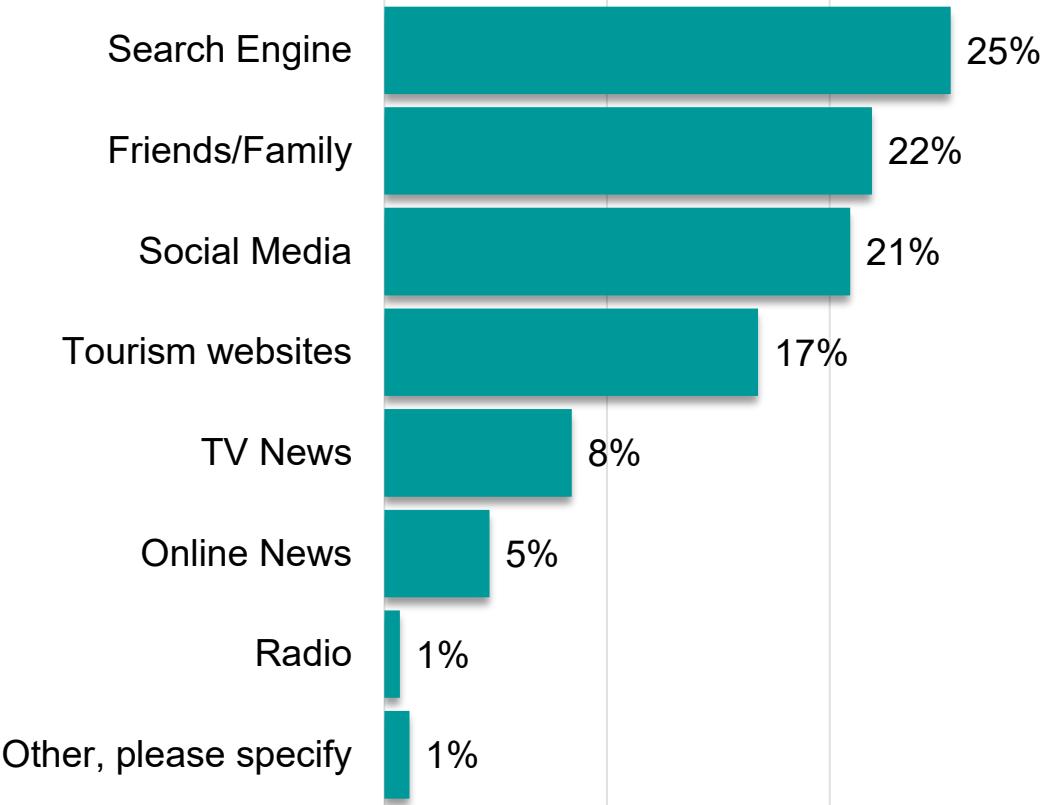


Sample Size: n=1,551

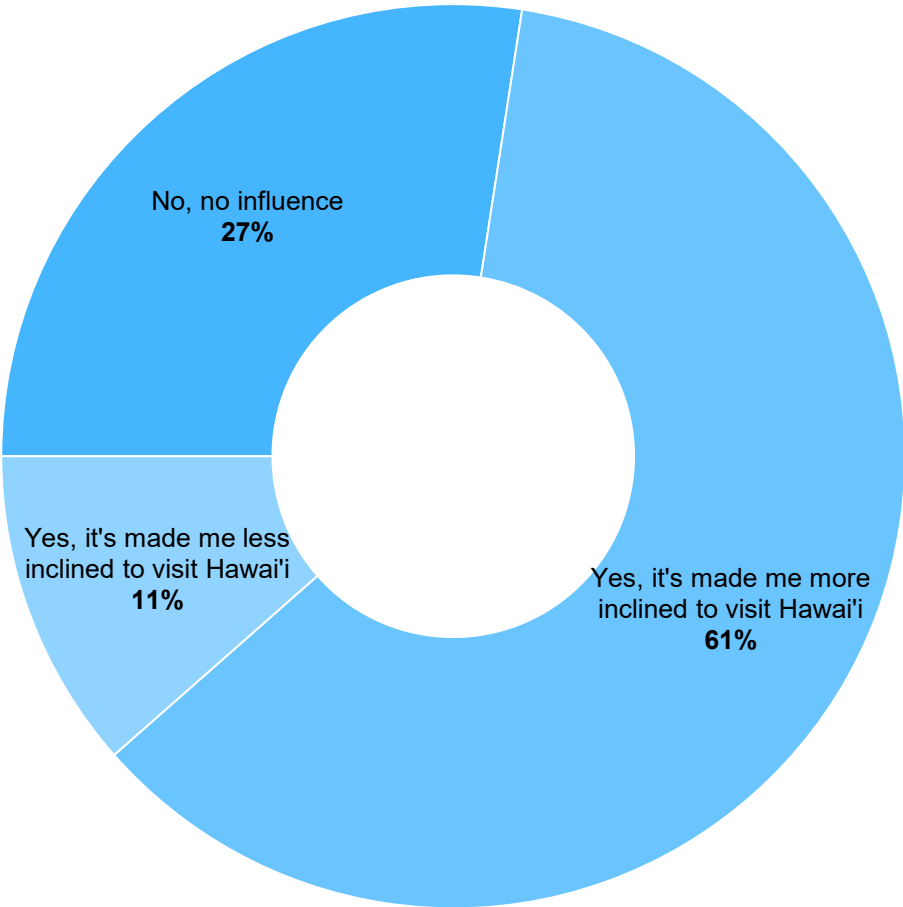
Are you planning to book a trip to the Hawai‘i Islands this year? | What factors informed your ultimate choice to delay or otherwise not visit the Hawaiian Islands? Please select all that apply.

Canada - State of Hawai'i Information Sources

Primary Info Source When
Researching the Hawaiian Islands



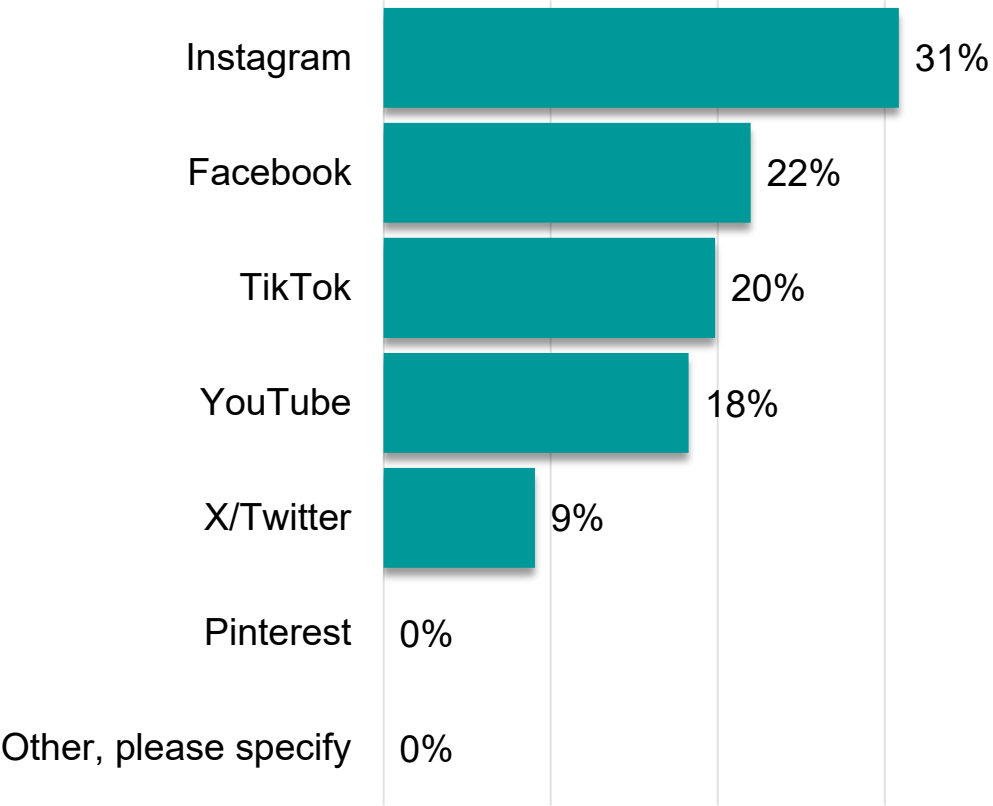
Influence on Vacation



Sample Size: n=854

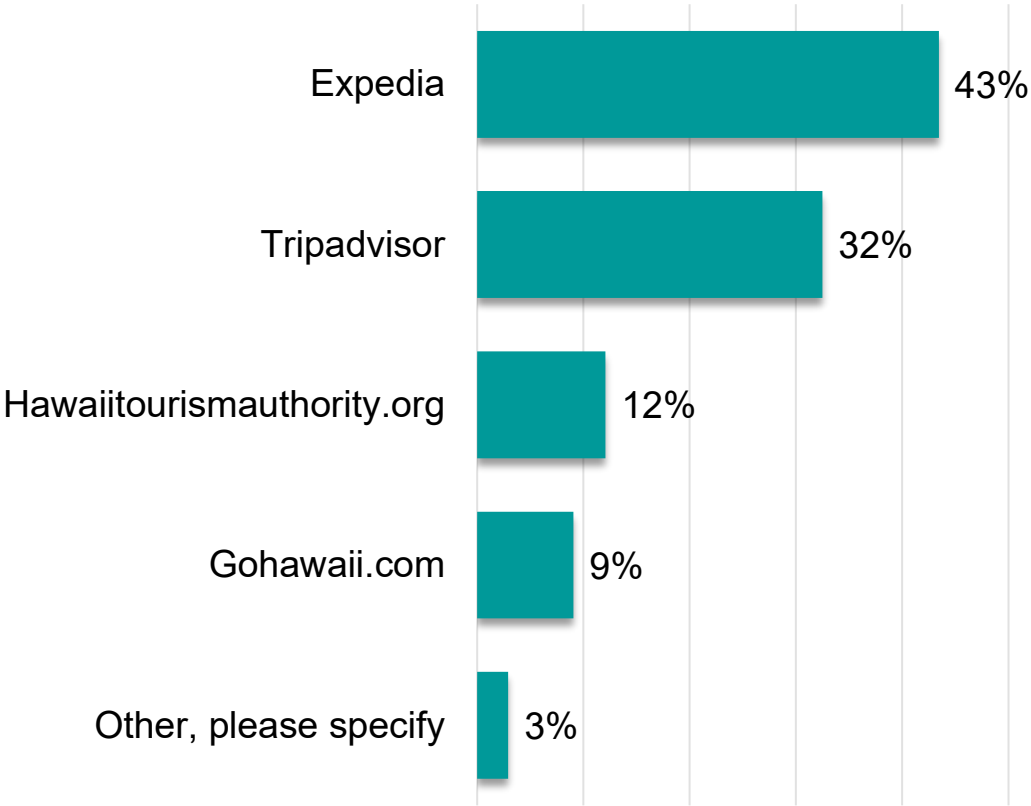
Canada - State of Hawai'i Information Sources

Social Media Utilized Most



Sample Size: n=131

Tourism Websites Utilized Most



Sample Size: n=169

Which of the following social media platforms do you utilize the most? | Which tourism website do you utilize the most?