



**FOR IMMEDIATE RELEASE**

April 29, 2025

Press Contact:

Amir Eylon, President & CEO

Longwoods International

614-570-1234

## U.S. Policy Disrupts Canadian Interest in American Travel

According to a new Longwoods International study of Canadians, 60% of them say that current U.S. policies, trade practices and political statements make them less likely to travel to the U.S. in the next twelve months. And 36% of them had planned to travel to the U.S. in the next year but have since canceled those plans.

"The U.S. tourism industry may not be front of mind in the current policy debates about the impact of tariffs and trade policy, but this new research demonstrates that the health of America's hospitality industry is also vulnerable because of America's current reputational risk globally," said Amir Eylon, President and CEO of Longwoods International. "According to the U.S. Travel Association, Canada was the number one source of international visitors to the U.S. in 2024, with 20.4 million Canadian visitors spending 20.5 billion dollars at American businesses and supporting 140,000 American jobs."

Only 42% of Canadians believe the U.S. is welcoming of visitors from their country, and only 38% believe America values international visitors. Canadians concerned about U.S. policy and politics are seeking alternatives to their U.S. trips, with 40% choosing to travel at home in Canada and 27% looking to other international destinations, with Mexico and Europe the big winners.

Despite this concerning sentiment, Canadian travelers continue to see the U.S. as a diverse and attractive international destination, with more than 80% saying that the destination has "lots of things to see and do" and 57% indicating it's "a place I'd really enjoy visiting".

The survey was fielded April 10 - 11, 2025 using a Canadian national sample randomly drawn from a consumer panel of 1,000 adults, ages 18 and over. Quotas were used to match targets for age, gender, and province to make the survey representative of the Canadian population.

Longwoods International is a leading travel and tourism research consultancy with headquarters in Columbus, Ohio and Toronto Canada, and offices in Idaho, Illinois, Indiana, Michigan, New York, North Carolina, Tennessee, and Wisconsin. It conducts Longwoods Travel USA<sup>®</sup>, the largest ongoing survey of American travelers, as well as image, advertising effectiveness, advertising return on investment, sentiment, and other custom research in 12 countries around the globe.

More Information – Longwoods International: <https://longwoods-intl.com/>





THE ROAD AHEAD

# Canadian Travel Sentiment Study

WAVE 1

APRIL 29, 2025

Longwoods  
INTERNATIONAL



# Key Highlights

## Strong Travel Intent Among Canadians

- **4 in 5 Canadians (79%)** have travel plans in the next 6 months.
- **39%** either plan to visit the U.S. or have already booked their trip.

## U.S. Travel Plans Being Reevaluated

- **60%** of Canadians say U.S. policies and politics make them less likely to visit.
- **36%** had planned a U.S. trip but have since cancelled.
- **29%** have chosen to postpone their upcoming trip to the U.S.

## Canadians Choosing Alternatives to U.S. Travel

- **40%** are replacing a U.S. trip with a domestic getaway.
- **27%** are choosing **different international destinations instead, with Europe and Mexico** as the top alternatives.

## Policies and Politics Driving the Shift

- **Tariffs (79%) and Political statements made by U.S. leaders (64%)** are the leading reasons behind reduced interest in U.S. travel.

## Perceptions of Welcomeness Remain Low

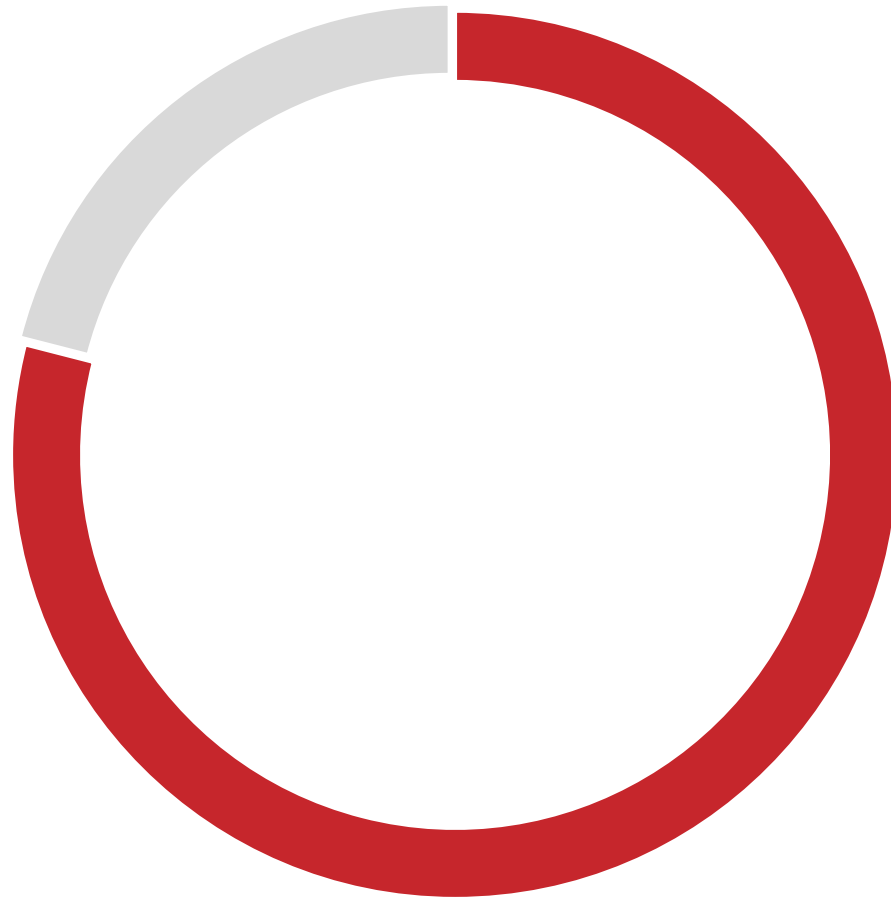
- Just **42%** of Canadians strongly feel the U.S. is welcoming to them personally, highlighting a significant perception gap.

## U.S. Retains a Strong Place in Canadian's Travel Perceptions

- Canadian travelers continue to see the U.S. as a diverse and attractive international destination, with more than 80% saying that the destination has 'lots of things to see and do' and 57% indicating it's "a place I'd really enjoy visiting".



## 4 In 5 Canadians Have Travel Plans



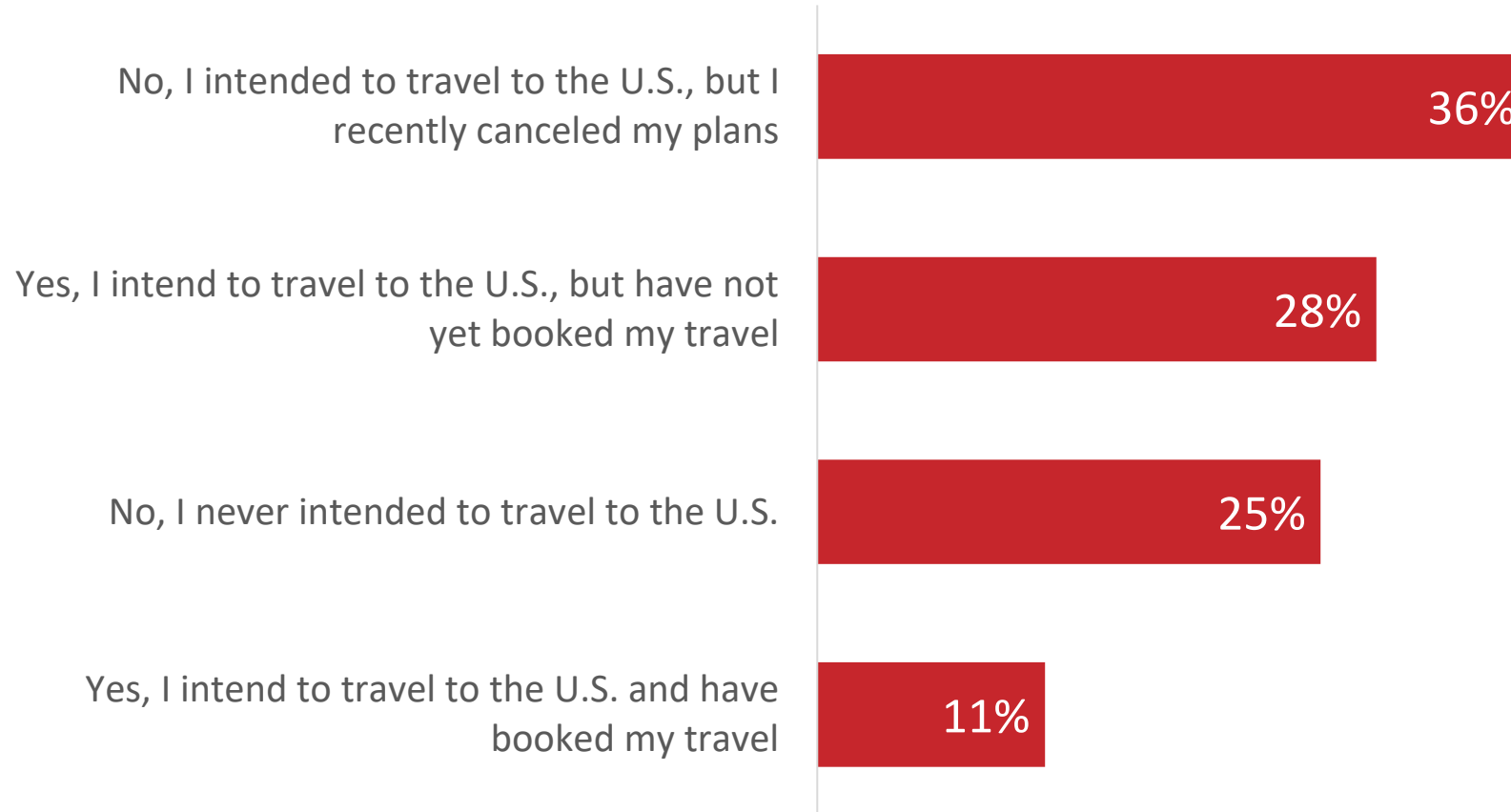
■ Have Travel Plans   ■ No Travel Plans

79%

of Canadians have travel plans in the next 6 months

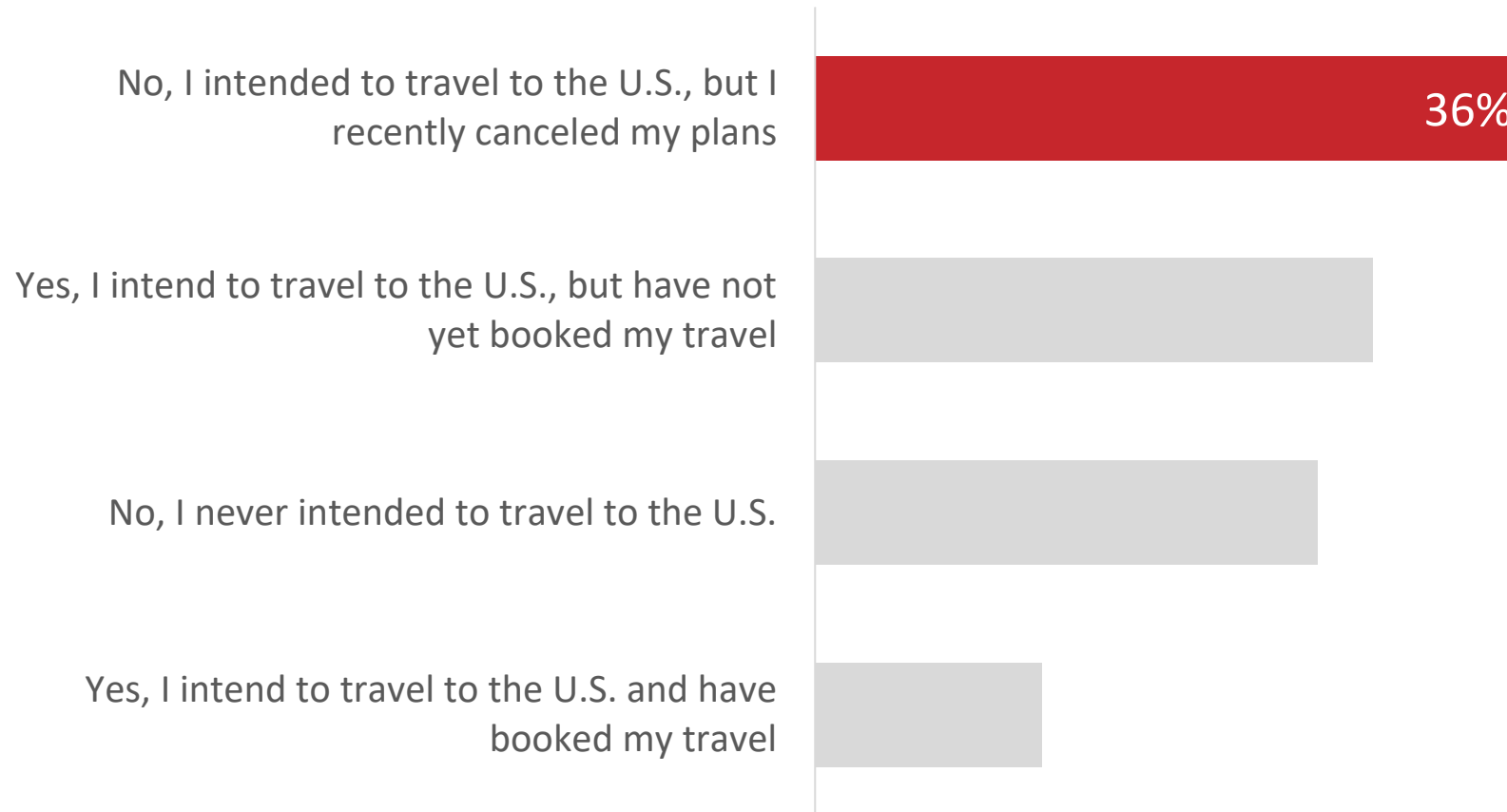
# Intent to Travel to the U.S.

In the next 12 months, do you intend to travel to the United States?



# No Interest in U.S. Travel

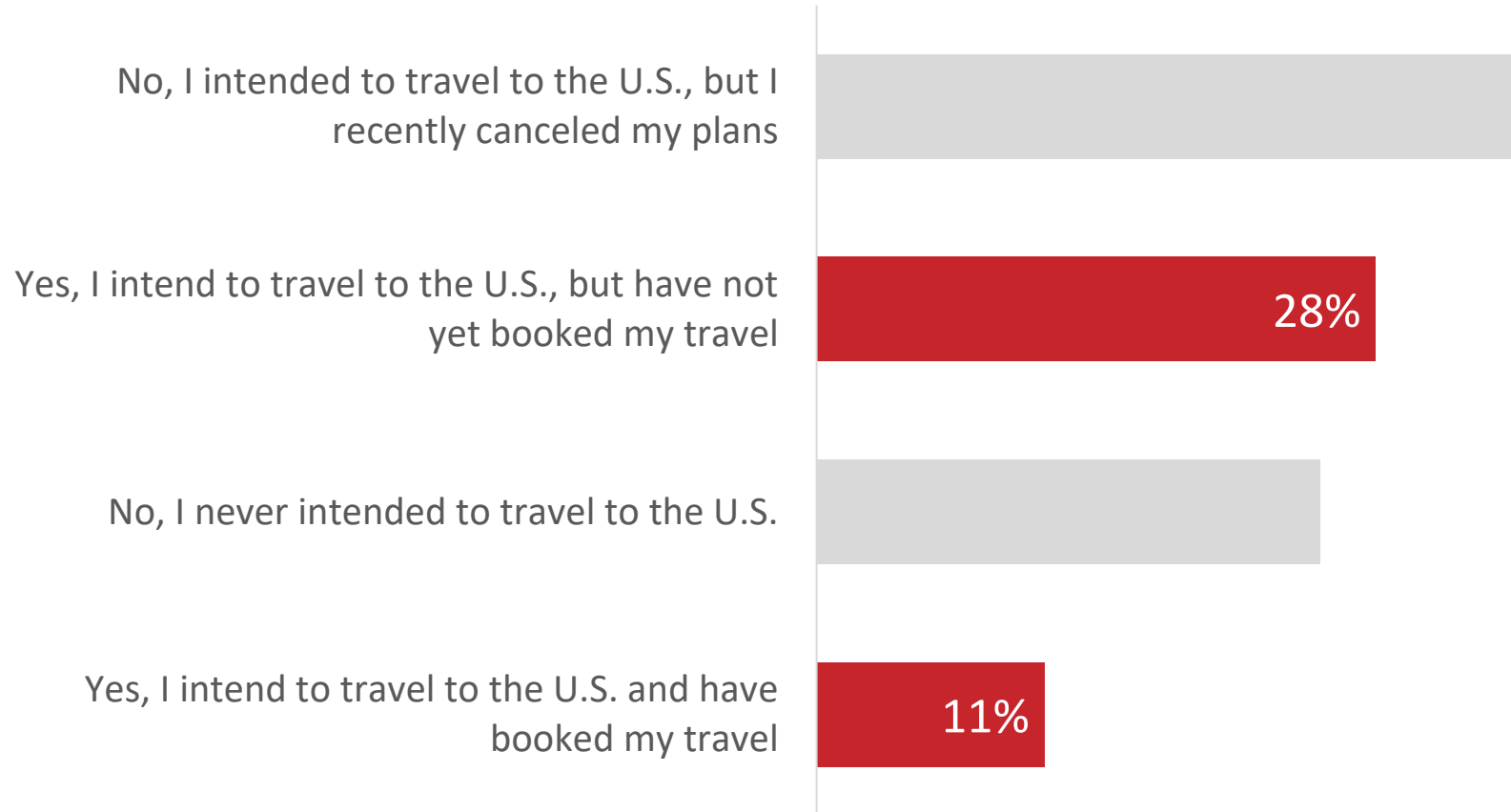
In the next 12 months, do you intend to travel to the United States?



36% of Canadians had plans to visit the U.S. but chose to cancel

# Canadians Planning U.S. Travel

In the next 12 months, do you intend to travel to the United States?

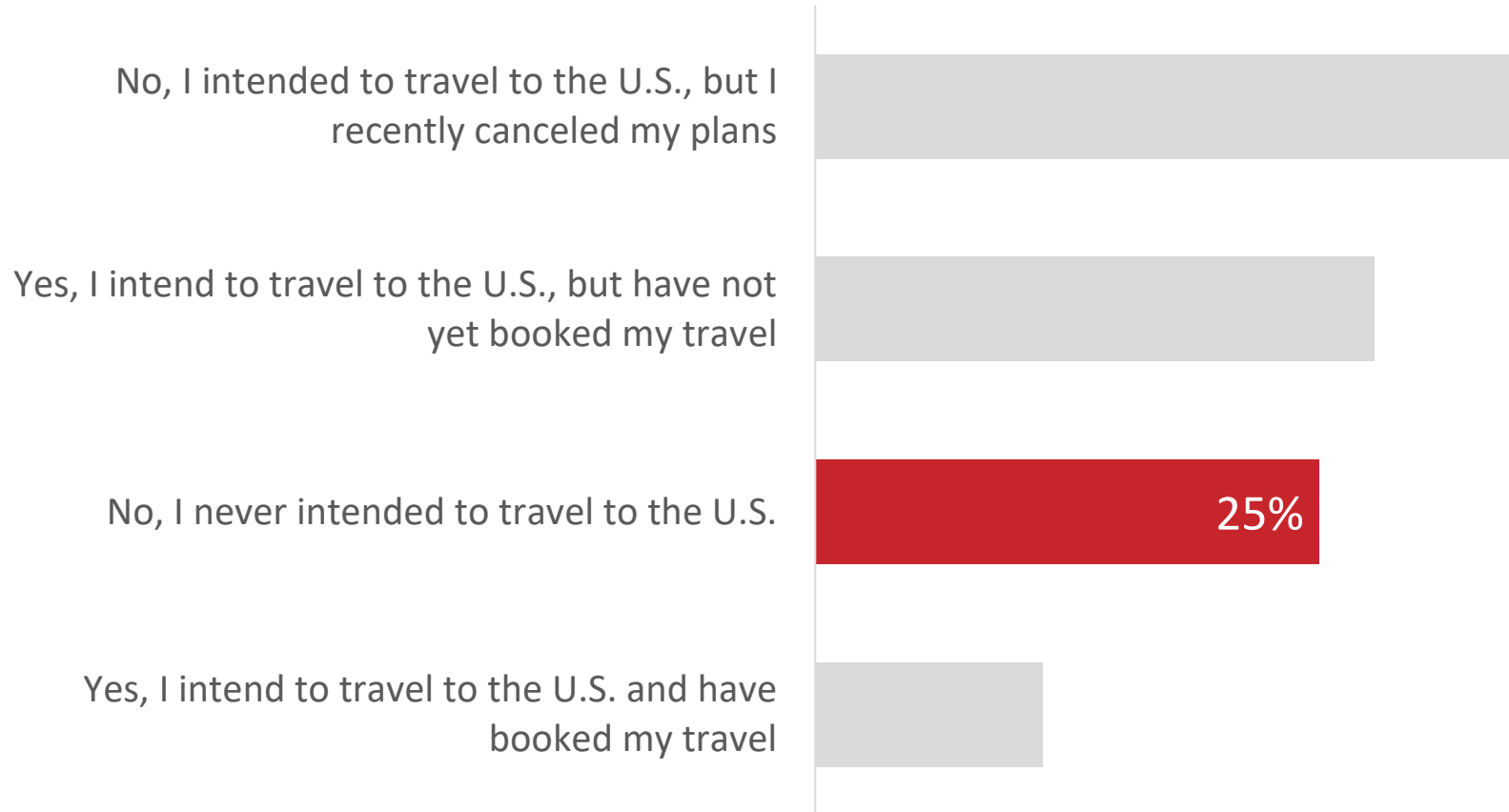


**39% of Canadians** either plan to visit the U.S. or have already booked their trip, signaling strong travel intent and an opportunity for targeted engagement.



# Canceled U.S. Travel Plans

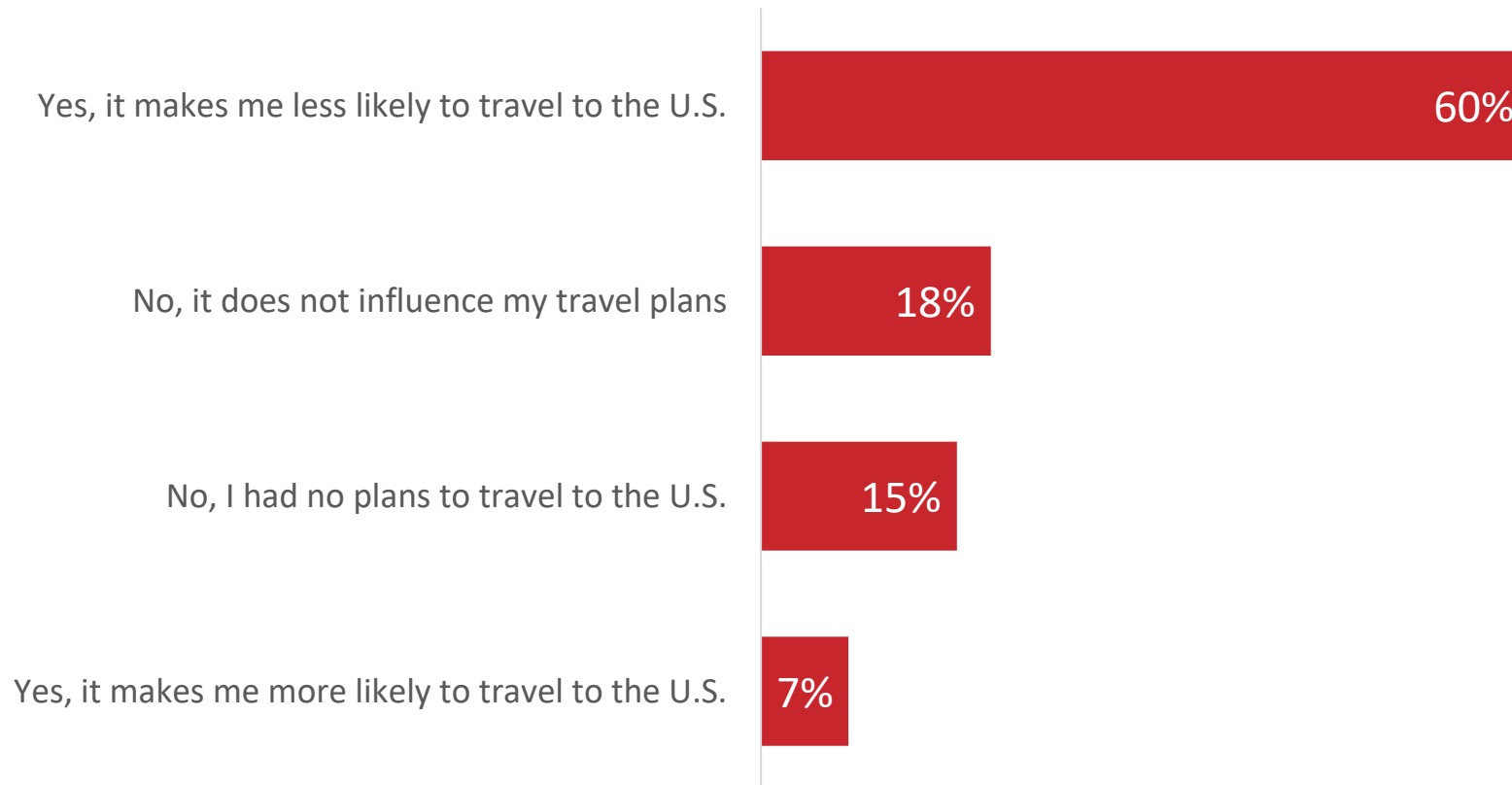
In the next 12 months, do you intend to travel to the United States?



**A quarter of Canadians** surveyed have no plans or interest in traveling to the U.S. in the next year

# Policy & Politics Discourage Canadian Visitors

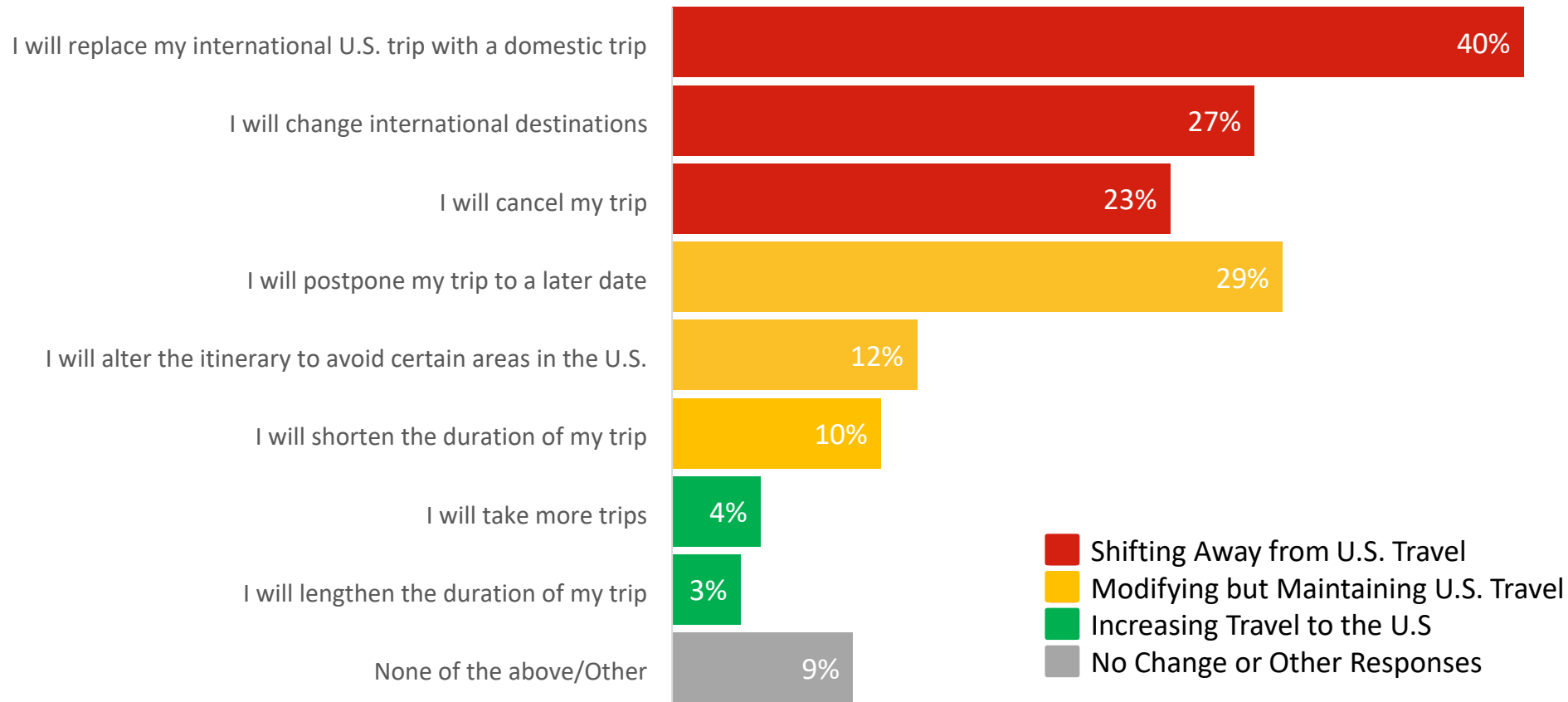
Are current U.S. Government policies, trade practices, and/or political statements influencing you to change your travel plans to the U.S. in the next 12 months?



**60% of Canadians** responded that they are **less likely to visit U.S.** due to policy & politics

# How Canadians Are Adjusting Their U.S. Travel Plans

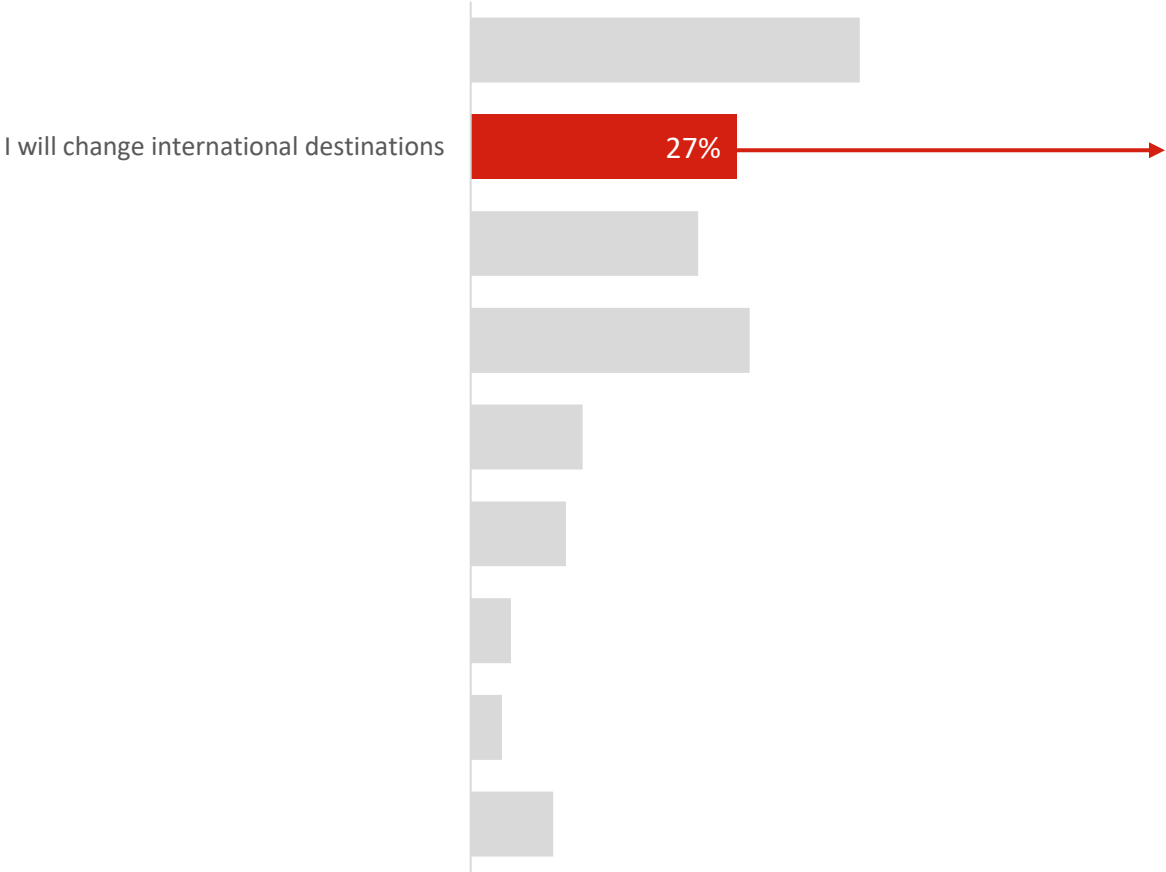
You indicated that the current U.S. government policies are influencing your travel plans to the U.S., how will you change your travel plans to the U.S. in the next 12 months?



Note: Respondents could select multiple options; therefore, percentages may not sum to 100%.

# Canadians Eye Europe and Mexico Over U.S.

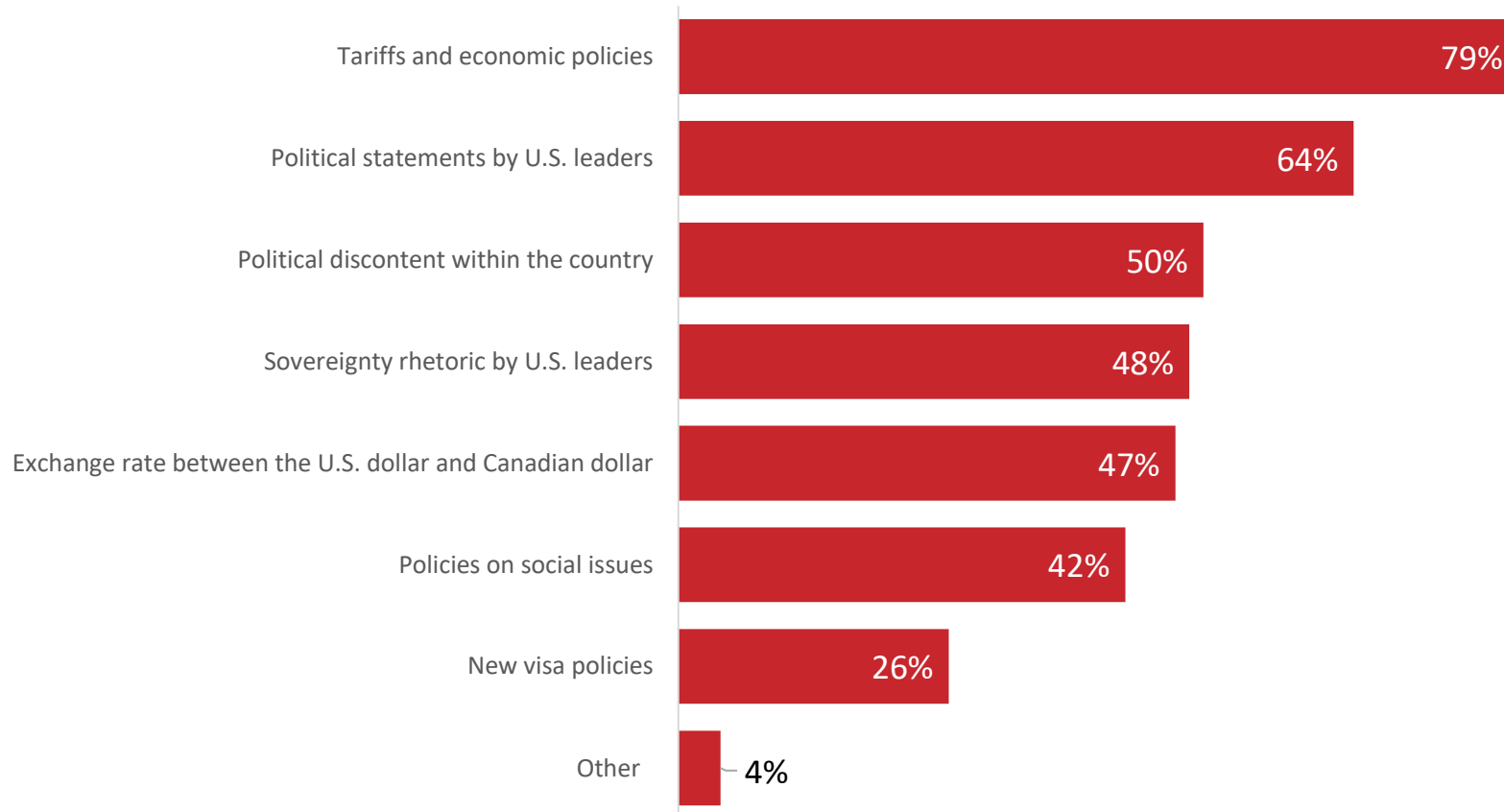
You indicated you will change international destinations. Please specify the international destination you are considering in place of your original U.S. trip.





# Tariffs and U.S. Politics Shape Canadian Travel Plans

You indicated that you will change your travel plans to the U.S. in the next 12 months. Which of the following U.S. government policies, trade practices, and/or political statements caused you to change your travel plans?



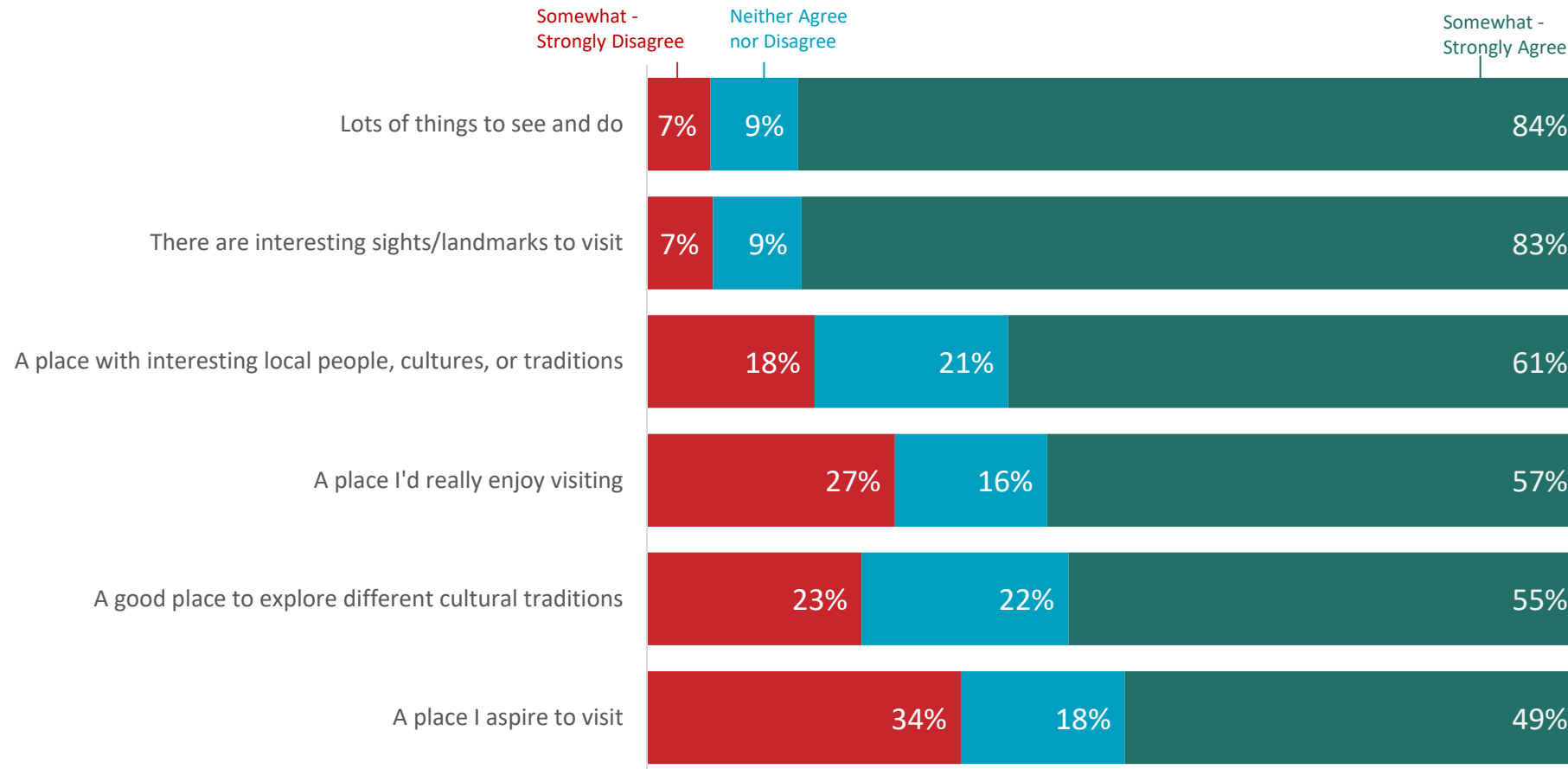
Note: Respondents could select multiple options; therefore, percentages may not sum up to 100%.

Tariffs (79%) and Political statements by U.S. leaders (64%) are the top reasons Canadians are reconsidering travel to the U.S.

Additionally, the exchange rate between the U.S. dollar and Canadian dollar (47%) remains a key factor.

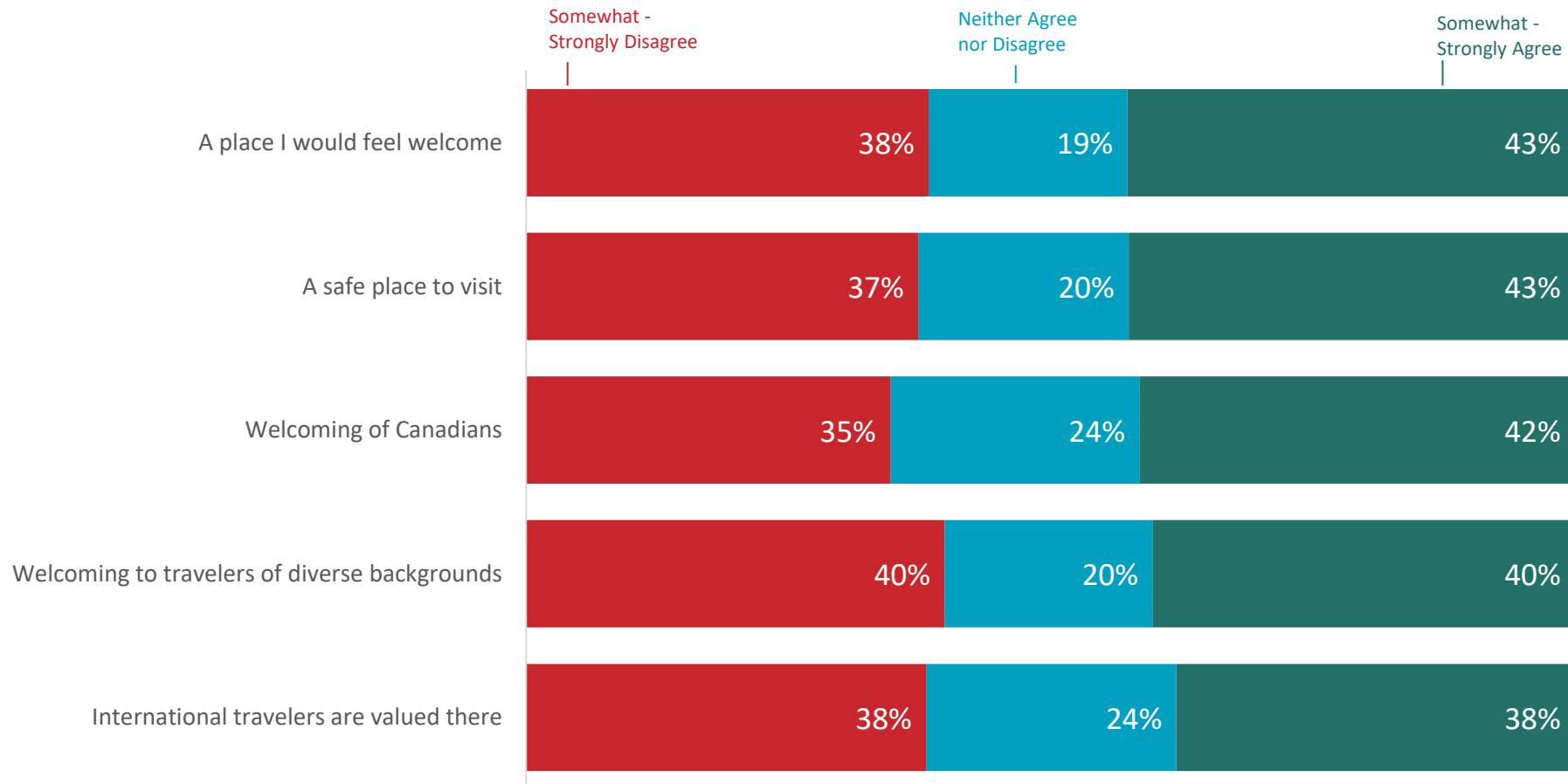
# Canadians See the U.S. as a Diverse Tourist Destination

Please provide your personal impressions of the United States as an international tourism destination.



# But Perception of the U.S. as a Welcoming Destination Remains Low

Please provide your personal impressions of the United States as an international tourism destination.





## Canadian Travel Sentiment Study

# Methodology

### Key Details:

- Survey Date: April 10-11, 2025
- Sample Size: 1,000 Canadian adults (18+)
- Margin of Error:  $\pm 3\%$
- Representative of Canadian population demographics (age, gender, province)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.





## Additional Resources

Longwoods International Research  
[www.longwoods-intl.com/travel-sentiment](http://www.longwoods-intl.com/travel-sentiment)

Miles Partnership Research and Insights  
[www.MilesPartnership.com/How-We-Think](http://www.MilesPartnership.com/How-We-Think)

*This study is supported by Miles Partnership.*



# Thank You!