

### Recent Travel Activity



On average, US travellers took **5** out of state trips in recent years

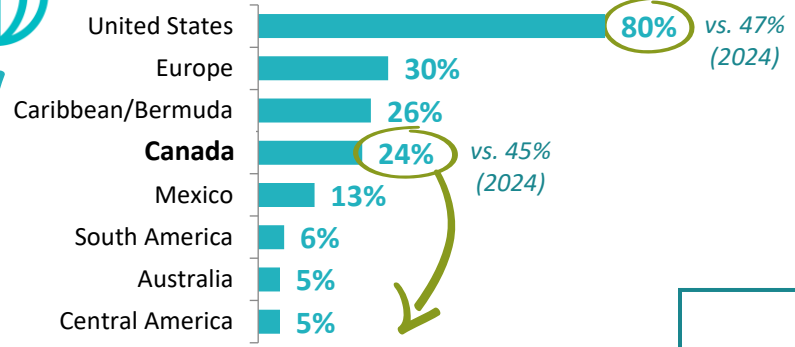


**17%**

of US travellers recalled recent travel advertising or promotions over the past year specifically for **New Brunswick**



### Top Destinations Travelled in Recent Years



Of those who recently visited Canada went to **New Brunswick** (Mid-Atlantic: 8% vs. New England: 10%)

### Awareness & Familiarity



**49%** of US travellers are **aware** of NB

Of those **aware**...

**48%** are **familiar** with what there is to see and do in the Province



### Future Travel Considerations

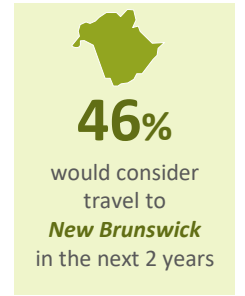


Of US travellers are **'actively planning'** a trip to **Canada** (vs. 42% in 2024)



**70%**

of US travellers are likely to consider travel to **at least one** Atlantic Canada province in the next 2 years (vs. 79% in 2024)



### Profile of Visitors to NB (in past 2-3 yrs)

(n=47)\*



Avg. # of Trips Taken (Any Location)	6.6	Gender	
% Recently Travelled to Other Atl. Prov.		Man	67%
NS	50%	Woman	33%
PEI	28%	Age	
NL	25%	18-34	34%
		35-54	30%
		55-75	37%

**81%**



Place importance on having a **direct flight option** when considering an **Atlantic Canada vacation**




### % Likely to Visit NB as Part of a Canadian Vacation

Among Those Open to Taking a Canadian Trip










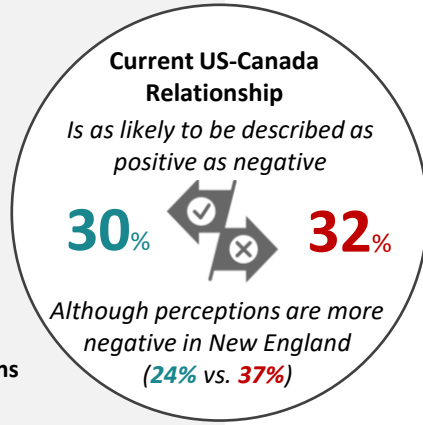
\* small sample size

## Main Motivating Factors to Visit NB

-  **58%** Scenic coastal drives/iconic natural landscapes
-  **54%** Slowing down and enjoying a refreshing change of pace
-  **49%** Exploring vibrant small cities, surrounded by nature
-  **48%** Enjoying fresh, locally sourced seafood/coastal cuisine
-  **40%** Exploring rivers, lakes and waterways for water-based adventure
-  **38%** Warmest saltwater beaches north of Virginia
-  **36%** Exploring province’s craft beverages
-  **30%** Experiencing authentic Acadian, Indigenous, and Maritime culture
-  **28%** World’s highest tides
-  **19%** Exploring world-class mountain biking trails
-  **18%** Playing at scenic coastal/countryside golf courses

## Perceptions of US-Canada Travel & Geopolitical Situation

-  **89%** have positive impressions of Canada as a place to visit
-  **91%** consider Canada an appealing vacation destination right now
-  **86%** are aware of the current US-Canada geopolitical situation
-  **50%** believe travelling to Canada has become more expensive
-  **46%** believe Americans are now generally less welcomed by Canadians
-  **43%** believe it has become more difficult for Americans to cross the US-Canada border
-  **25%** consider Canada less safe than it has been in the past for American visitors



## Key Considerations

1. US travel patterns have shifted, at least in the near term.
2. Concerns about feeling welcome, as well as issues related to safety, border crossing, and cost, may continue to affect travel to Canada and Atlantic Canada.
3. Despite near-term travel impacts and concerns, there remains a strong opportunity to maintain visibility and remain top-of-mind with US travellers.
4. Air access is critical.