

Approach Tours

Mature Canadians opt for budget-friendly travel to fulfill their dreams

The 2025 Approach Tours Travel Study





Pictured: Turkish Market

Mature Canadian travellers are worried about cross-border currency fluctuations with the United States, and are turning to new destinations and tour operators where their often-fixed incomes will get them more bang for their buck.

The rise of all-inclusive travel, group travel, and the 'Buy Canadian' ethos all indicate how travel is evolving in uncertain times.



Methodology

To create the 2025 Approach Tours travel study, an online survey was designed and completed by willing participants via a 3rd-party online audience panel. Respondents completed the survey between February 28 and March 3, 2025 — **in the midst of the United States trade dispute with Canada and possible tariffs.**

The sample for this survey consisted of 1,054 individuals aged 55+, from across Canada. The sample is representative of diverse ethnic backgrounds, communities, income levels, employment statuses (importantly, 39% retirees), and genders. The study has a margin of error of $\pm 3\%$ 19 times out of 20.



Pictured: Lello Bookstore in Porto, Portugal



Pictured: Rainbow Bridge, Canada - United States border crossing in Niagara Falls

The Cross-Border Relationship is Changing

76% are more likely to avoid travel to the U.S. than previous years

77% are somewhat or very concerned about the impact U.S. politics will have on their travel experience

71% are somewhat or very concerned about the impact U.S. politics will have on their safety while travelling

40% are less likely to travel to the U.S. because of the weaker Canadian dollar

Q6. Have changes in Canada-U.S. relations impacted your travel plans?

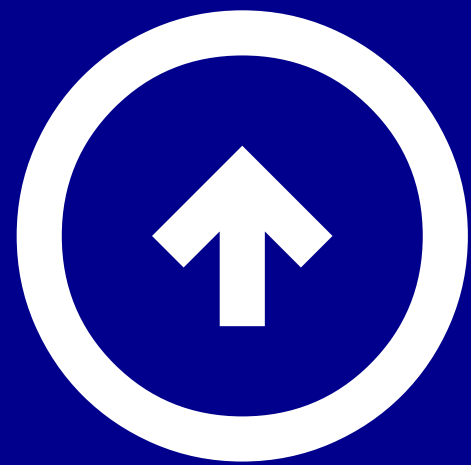
Q7. How concerned are you about the impact of U.S. politics on your travel experience?

Q8. How concerned are you about the impact of U.S. politics on your safety while travelling?

Q1. Has the exchange rate between CAD and USD influenced your travel decisions?

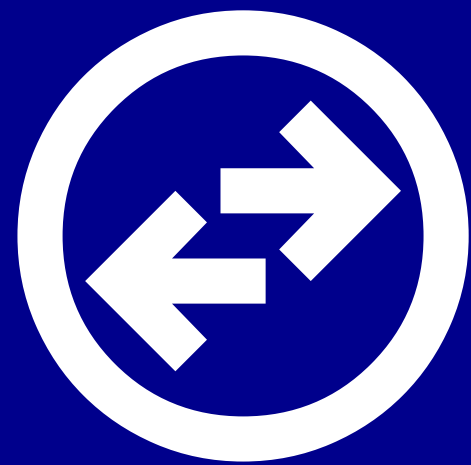


Changes in the economy mean less to spend on travel



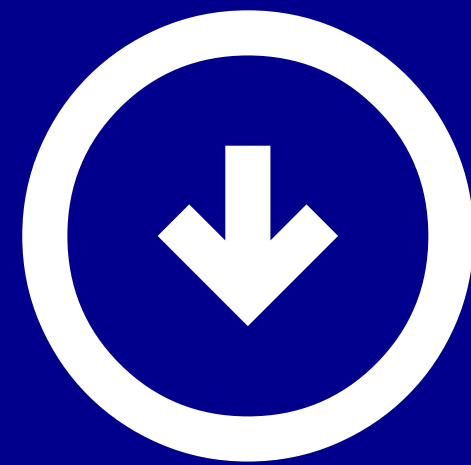
8%

My budget has increased, I am spending more on travel



49%

My budget has stayed the same as in past years



43%

My budget has decreased, I am cutting back on travel expenses

With a weakening Canadian dollar, 9 in 10 mature travellers surveyed report either a decreasing or stagnating travel budget compared to last year. A stark shift for the travel industry, coming from an age demographic that in recent years has spent the most on average for a vacation.¹



Q2. Compared to this time last year, how has your travel budget changed due to economic conditions?
1. Source: [Travel Pulse](#)



Pictured: The Treasury in Petra, Jordan



Pictured: Travellers cycling in North Brabant, the Netherlands

Despite new challenges, travellers with decreased budgets are adapting

Travelling closer to home (within Canada)

64%

Taking fewer trips overall

53%

Choosing more budget-friendly destinations/accommodations

36%

Taking shorter trips (fewer days)

30%

Travelling during off-peak seasons for lower prices

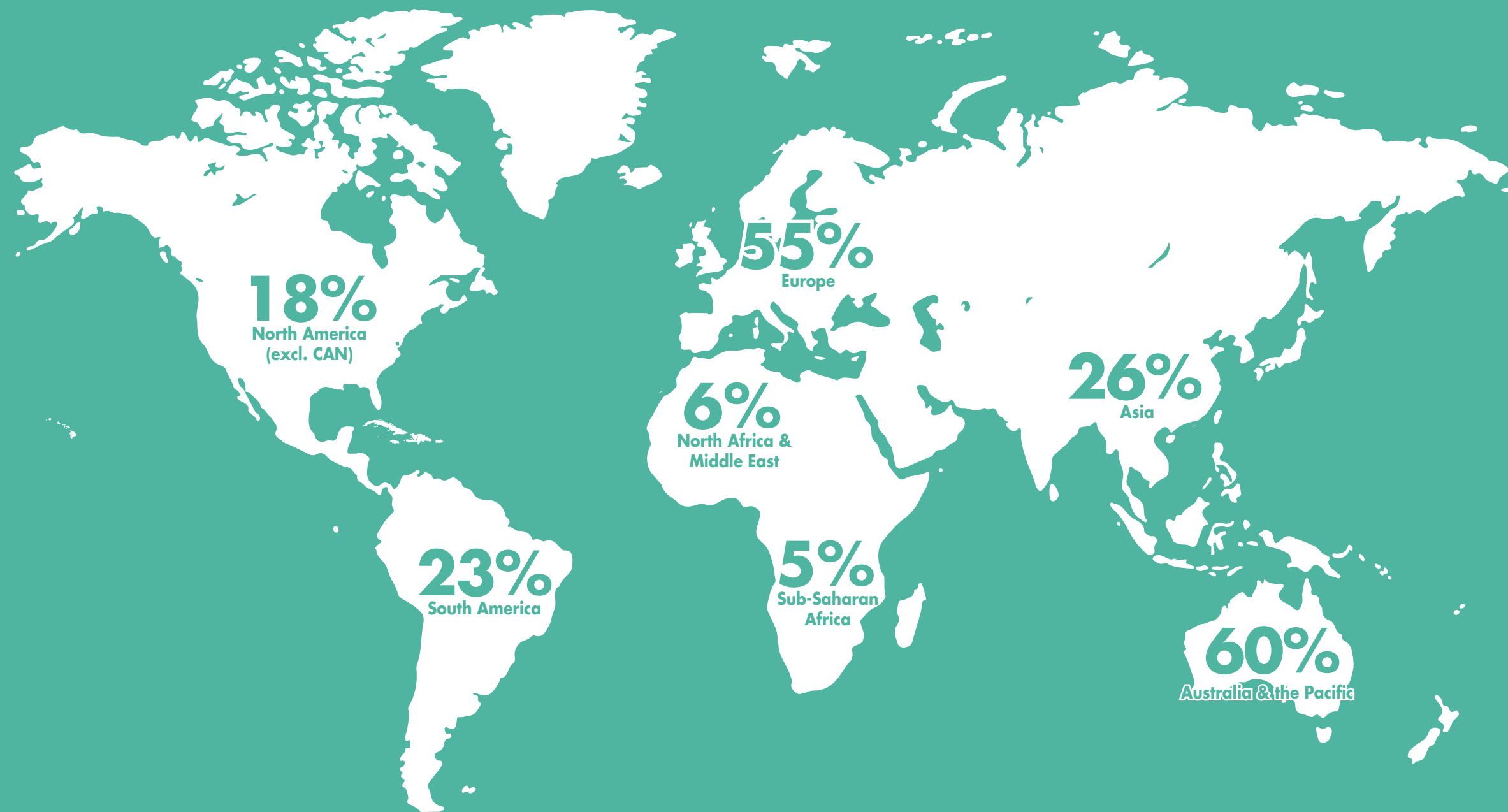
29%

Q3. How do you plan to adjust your travel plans due to economic conditions? (Select all that apply)



International destinations still top the list

Thinking about current world events and politics, how do you view the following regions as travel destinations? (Somewhat or very positive)



Pictured: Maya Bay, Thailand

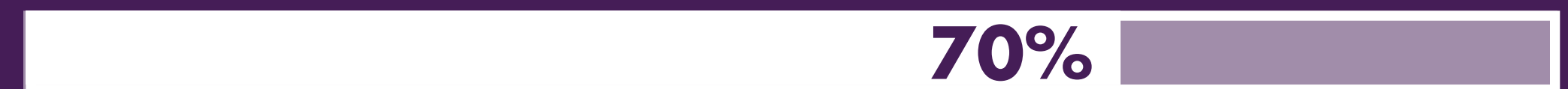


Pictured: Camel rides, Sahara Desert

Group tours make international travel accessible

The 41% of respondents that have previously joined a group tour see the benefits offered in challenging times

Predictable costs – Everything is included, making budgeting easier



Hassle-free travel – No need to plan logistics or book separately



Safety & security – Travelling in a guided group



Access to exclusive experiences – Activities and accommodations not easily booked alone



Paying in CAD – No need to worry about exchange rates



Q14. What are the most important benefits of group tours for you? (Select all that apply)



All-inclusive travel is key to keeping costs under control

Choose which of these options related to your travel budget you would prefer



Paying one all-inclusive price upfront prior to departure (no additional costs while travelling)

Paying as you go to be able to manage how much you spend while you travel

61% say it is very important to pay in Canadian dollars when booking travel



Approach Tours

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