

Survey on the travel habits of Quebec visitors in the summer of 2022

The Réseau de développement économique et d'employabilité (RDÉE Canada) developed and implemented a survey to find out the travel habits of visitors from the Quebec market (primarily) and French-speaking markets in Canada.



METHODOLOGICAL APPROACH

WHO, WHAT Paid publication to reach our target market, visitors from Quebec. Other visitors also participated thanks to the promotion on our social networks and the distribution via MailChimp to our database.

WHEN Data collection took place from September 8th to September 23rd, 2022.

HOW A survey in the form of a contest deployed on the Web.

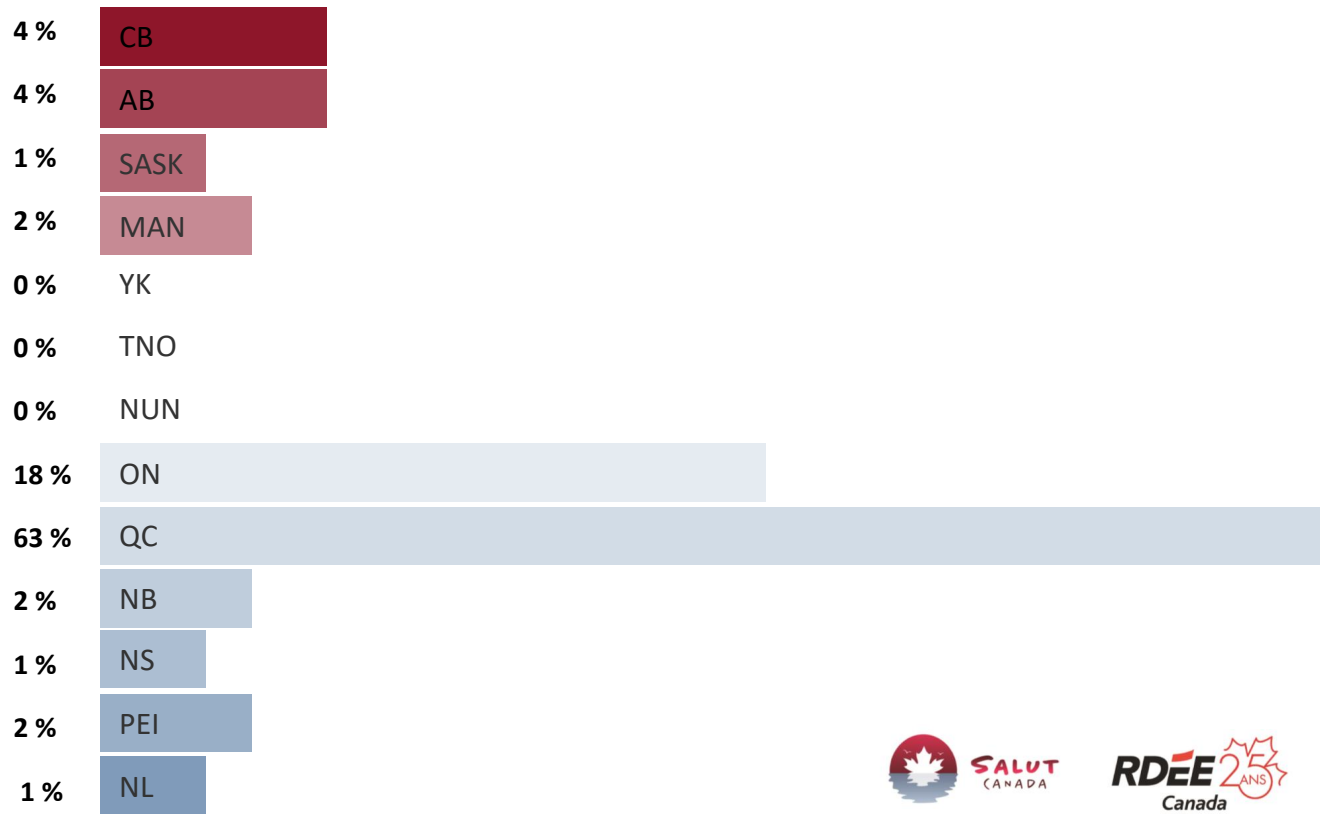
PROPORTIONAL ROUNDING

The complement to 100% is due to rounding of proportions to the whole number or non-response. In some cases, respondents could provide more than one response. Therefore, the totals presented for these questions are greater than 100%.



PROFILE OF RESPONDENTS

Out of **667** respondents, **63 %** are from Quebec and **18 %** are from Ontario. Since our target market for this study is Quebec, we have a very good ratio of respondents.



TRAVEL HABITS

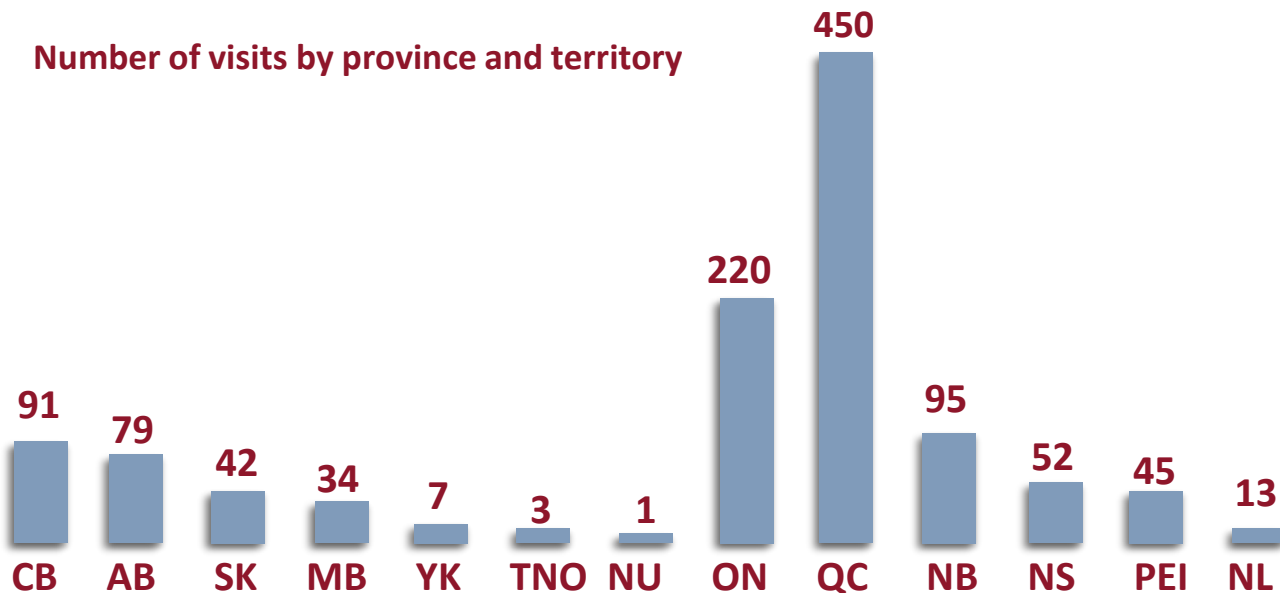
Of the 667 respondents, 548 travelled within Canada this summer.

Of the 548 respondents who traveled within Canada this summer, 67% visited Quebec.

Of these, 72% were residents of the province of Quebec.

Note that respondents could provide more than one response.

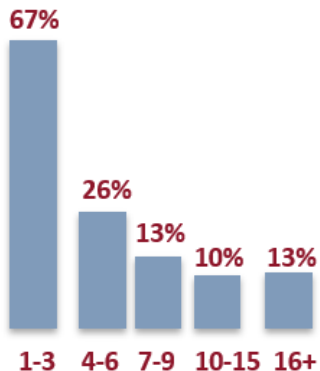
Number of visits by province and territory



TRAVEL HABITS

On average, **62%** of visitors surveyed stayed in Canada between **1 and 3 consecutive nights**. So it's easy to see that the trend of shorter, closer-to-home trips was alive and well in the summer of 2022.

CONSECUTIVE NIGHTS



Participants' preferred activities are quite varied. Among the most popular are Road Trips with **11%**, visiting family and friends and visiting the beach both at **8%**.

Note that respondents could provide more than one response.



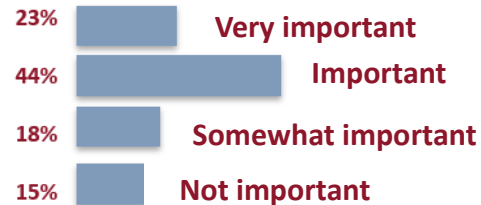
FRENCH SERVICES



Almost three in four (67%) feel that it is very important and important to have services in French when they travel.

In addition, those who answered **Very Important (23%)** say they visit places that offer services in French only.

Importance of French Services



470 participants noted the types of French language services they received during their visit. They were served in their language, French, **67% of the time for 197** who did not receive services in French during their visit.

Types of French Services



For more information on this survey, please contact

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CONCLUSION

Among participants from targeted Francophone markets who visited Canada in the summer of 2022, **67%** place some importance on being served in French.

This report demonstrates the importance of working with tourism stakeholders to provide services in French.

39% of respondents would like to participate in a more in-depth study to learn about their travel habits and preferences. **The results of this study will be used to develop a best practices guide for Francophone markets.**

