

Canadians Under 40

For Canadians under 40, tourism is their chance to co-author Canada’s evolving story. Their values-driven outlook inspires authentic connections, showcases hidden gems, elevates Indigenous voices, and helps shape a more inclusive, sustainable national identity for the future.

Audience Overview

Residents under 40 years of age across all provinces and territories, representing diverse cultural backgrounds, and socioeconomic conditions, as well as a predilection to value-based outlooks and digital fluency.

Why They Matter

Broad public understanding and support for tourism influence how elected officials prioritize the sector. Residents are hosts. Their perception of tourism’s benefits or drawbacks affects how welcome visitors feel and the industry’s long-term sustainability. Canadians themselves are a major market for domestic travel. Fostering pride and awareness of tourism’s value can increase local travel and spending. Canadians are influential amplifiers of stories via word of mouth, online sharing, and community engagement.

Key Messages

- 1. **Own your adventure. Co-author our story.**
Travel Canada with boundless passion and curiosity. Every journey you embark upon, every connection you make, helps write the next exciting, inclusive chapter for our country.
- 2. **Connect and empower with your unique voice.**
Share your real Canadian adventures and uncover hidden gems. Your authentic stories and perspectives inspire genuine connection and redefine our national narrative.

Proofpoints

More than 9 in 10 Canadians are ready to welcome more visitors.

KEY MOTIVATIONS

- Quality of life benefits
- Community pride, and shared cultural identity
- Jobs and opportunities for friends and family
- Affordable and accessible local experiences

CALL TO ACTION

- Advocate for tourism locally
- Support tourism policies and infrastructure investment
- Travel within Canada
- Advance economic reconciliation via Indigenous experiences

MAIN CHANNELS

- Social media
- Local news and radio
- Community events and festivals
- Influencer partnerships

KPIs Increased domestic travel Improved resident sentiment