

# Canadians 40+

**For Canadians 40+, tourism sustains communities, creates jobs for neighbours, and preserves Canada's cultural treasures and natural landscapes. Their travel decisions directly support local economies, heritage institutions, and reconciliation while enriching the quality of life and strengthening pride across the country.**

## Audience Overview

Residents across all provinces and territories, representing diverse cultural backgrounds and socioeconomic conditions. They tend to be more tax-conscious, local community minded and heritage focused.

## 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 are a major market for domestic travel. Pride and awareness increase local spending. Residents amplify stories through word of mouth, online sharing, and community engagement.

## Key Messages

- 1. Connect, contribute, and celebrate home.**  
Rediscover Canada's beauty and diversity. Your travels support local economies, create stable jobs, and strengthen the quality of life we value.
- 2. A way to guard our nation's history.**  
Explore museums, heritage sites, parks, and Indigenous-owned experiences. Your choices keep our stories alive and advance reconciliation.

## Proofpoints

More than 9 in 10 Canadians are open to welcoming 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