

Travel trends in Canada for the year 2024



Be at the top of your game with our [RateHawk](#) checklist on the 2024 travel trends in Canada, commented by **David Marathakis**, RateHawk Country Manager Canada.



Bleisure is here to stay

Some may expect [bleisure](#) or “business leisure” travel to depart as business travelers take to the sky again. However, the airline industry is preparing for bleisure travel to remain a large market in 2024.

The interesting thing about bleisure travel is that it takes business groups and individuals to unique places not typically known for receiving business travel to extend their stay or act as a retreat. Off-the-beaten-path destinations are better suited to these types of trips rather than mainstream destinations.

David Marathakis, RateHawk Country Manager Canada, comments:

“Bleisure travel is growing as we continue to see the return to the more traditional working habits prior to the pandemic.

These requirements of more office time and potential work trips away are a juxtaposition to the goals of work/life balance that the pandemic created. A way people are finding a solution to these new demands is to not rush back after a work trip and to take some time to appreciate the location that they have been sent to. Just delaying that flight back from a Friday to a Sunday allows a couple of days to take some "me" time and to get out of work mode while appreciating your surroundings.”



Expect your plane to be fuller and faster

Another side effect of increased travel by air projections is full airplanes. [These projections are going to drastically change](#) how travel agents and individuals alike book their tickets.

Purchasing flights earlier and selecting seats ASAP to ensure people sit together and get their preferences will be a must in 2024.

Flights will be fuller sooner than normal with increases in travel. Bookings should be completed three to four months in advance for international trips and at least six to eight weeks before [domestic trips](#).



Explore destination “dupes”

With inflation at a record high and the rising cost of living affecting every aspect of our lives, travel took a bit of a back seat in recent years.

Immediately post-pandemic, everyone was eager to go out and experience the world no matter the cost, but now that a new version of normality has resumed, a lot of people are being mindful of their spending.

Most travelers, aside from the luxe ones, [carefully consider their budgets](#) when it comes to their choice of destination. Most commonly, travelers are turning their attention to less-costly cities that are similar to their more pricey counterparts. This has prompted a new travel trend that has been dubbed “dupe cities.”

David Marathakis, RateHawk Country Manager Canada, comments:

“Many more travelers today are looking for that ‘dupe’ destination to consider as the world struggles to balance over-tourism in some of the popular destinations such as Venice. As many Canadian travelers do look to travel abroad, they are now seeking locations that would still provide the same cultural, historical, or social aspects but may be less crowded or stretch that budget further. Of course, it still needs to make people ‘insta jealous’ because if it is not on the gram, does it really count?”



Experience no-tech travel

It’s no surprise that the [digital world has impacted our lives](#), especially when it comes to our mental health, thus leaving many travelers driven to book retreats where they can completely disconnect and be present in the moment.

Many US citizens have reported that it’s impossible to “shut off” as their daily habits require them to spend a lot of time on their devices; this means that they are always on the lookout for experiences where they can minimize their usage.

In 2024, we look forward to seeing some of these positive trends impact travel for the better — and whatever they are, [RateHawk](#) has got you covered!

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