

Wither Travel to US Survey Factum

Summary results of Canadian general population



Rising costs and political tensions drive decline in Canadians’ winter travels to the US

Canadians are less likely to travel to the U.S. this winter than in years past. Approximately two-in-five Canadians (41%) reported traveling to the U.S. during previous winter seasons, yet only one-quarter (26%) intend to do so this year. This decline in travel intent is seen across all generations, with the sharpest drop among Boomers+—31% had previously traveled south, but just 10% plan to do so this winter. Younger generations are comparatively less hesitant than older Canadians.

When asked about barriers to U.S. travel, rising costs (41%) and political tensions between the U.S. and Canada (40%) emerged as the top deterrents. Political tensions are most pronounced among Boomers+ (48%), while cost concerns dominate among younger cohorts—Gen Z (37%), Millennials (43%), and Gen X (46%). Additional factors include concerns over the exchange rate (29%), broader global political instability (24%), and personal safety, which collectively round out the top five deterrents to cross-border travel this winter.

KEY FINDINGS

Overall intent to travel to the US this winter is lower than in previous years, with a clear generational descent. Younger Canadians are more likely to plan U.S. travel, while intent drops steadily with age.

Winter travel to the US			
Generations	Prior to 2025	Intention for 2025/2026 winter season	Change
Total	41%	26%	-15%
Gen Z (18 to 28)	54%	44%	-10%
Millennials (29 to 44)	47%	37%	-10%
Gen X (45 to 60)	39%	21%	-18%
Boomers+ (61+)	31%	10%	-21%

Cost concerns and political tension between the US and Canada are driving fewer Canadians to travel to the US this winter. While Boomers+ are least likely to plan travel to the U.S. this winter, they are also the most likely to indicate no barriers preventing them from taking a vacation.

Potential barriers that would prevent vacationing outside your province between October 2025 and March 2026

Reasons	Total	Gen Z (18 to 28)	Millennials (29 to 44)	Gen X (45 to 60)	Boomers+ (61+)
Rising costs/financial concerns	41%	37%	43%	46%	37%
Political tensions between Canada and the U.S.	40%	30%	36%	41%	48%
Exchange rates	29%	20%	27%	32%	34%
Increasing political tensions globally	24%	22%	21%	23%	28%
Personal safety	20%	27%	19%	16%	21%
Flight disruptions	13%	12%	10%	16%	15%
Travel advisories have been making me nervous	10%	10%	8%	10%	11%
Lack of paid time off work	10%	17%	14%	12%	1%
Planning a vacation is stressful or time consuming	7%	16%	9%	5%	3%
Other	6%	3%	4%	7%	8%
There are no barriers preventing me from taking vacation during this time	19%	12%	16%	18%	26%

This survey was undertaken by [The Harris Poll Canada](#). It ran overnight on September 26th, 2025, with 1,573 randomly selected Canadian adults who are *Maru Voice Canada* online panellists.

The results have been weighted by age, gender, region, and education (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada.

For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of $\pm 2.5\%$, 19 times out of 20. Discrepancies in or between totals when compared to the data tables are due to rounding.