

Atlantic Canadians' Travel Intentions in Relation to Halifax November 2021

Discover Halifax commissioned Leger Research to develop several studies related to travel in the summer and fall of 2021. This research outlines a study conducted in three Atlantic Provinces—New Brunswick, Newfoundland and Prince Edward Island—between September 14 and 30.



83%

of Atlantic Canadians are likely to take a domestic leisure trip in the next 12 months.



Halifax

is the Canadian city that Atlantic Canadians are mostly likely to visit in the next 12 months.



91%

of Atlantic Canadians have visited Halifax at some point.



50%

of respondents haven't travelled to Halifax in the last 3+ years.

74%

Intent to visit Halifax in the next 12 months is high



25%

though planning and action remains relatively low



65%

Atlantic Canadians are looking for a safe change of scenery.

of respondents would visit Halifax for a change of scenery.