**Travel Habits of Millennial Maritimers: Canadian Travel Destinations**

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**PURPOSE OF RESEARCH**

Millennials have emerged as an increasingly important segment of international tourism, accounting for 20% of total Global Travel. Destination Canada (CTC research, 2015) states, “Millennial travel is no longer regarded as a niche market but rather as a catalyst for future growth” (p.1). Canadian travelers on average are younger and higher household incomes (Tourism British Columbia, 2007); however, this might be due to millennials, ages 18 – 24, are most likely living with their parents, therefore the household income would reflect the parents income rather than the millennials. For this reason we have researched the different age groups within the millennial cohort: 18 – 24 years old & 25 – 34 years old. If millennials are a catalyst for future growth of the tourism industry we must define their travel habits. The objective of this study is to define the travel and spending habits of Millennials who live in the Atlantic Provinces when traveling within Canadian Destinations.

**METHOD**

To Analyze the data on Millennial Maritimers travel Habits, SPSS was used to analyze that data collected by the Travel Survey of Residents of Canada. The data has been weighted as and respondents must be from the Atlantic Provinces, Ages 18-34, be traveling for Leisure, and have an overnight destination within Canada. For the Analysis we looked at nominal level data through Crosstabulation then compared it to ratio level data utilizing Independent T-Tests. Cramer’s V and Cohen’s D test were used to measure the effect size of the relationships.

**RESULTS**

![Mode of Transportation](chart)

**Spending Habits**

- 25-34 years
- 18-24 years

![Destination Province](chart)

**Average Amount Spent on all Spending**

- 18-24 years
- 25-34 years

**Average of People in Travel Party**

- 18-24 years
- 25-34 years

**REFERENCES**
