

snowbirdadvisor.ca

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**Opportunities for U.S. destinations,  
attractions and retailers to attract Canadian  
snowbirds**

# Who are Canadian Snowbirds?

- \*Seek out niche vs. broad travel segments

Travel from Canada to the U.S. may not be as robust as in the past, but there are still strong segments i.e. Snowbirds

- \*What is a snowbird?

- \*How many Canadian snowbirds are there?

- \*How long do they stay?



# How do Canadian Snowbirds travel?

\*Snowbirds are different from short term travellers  
Live like locals vs. looking for typical “tourist” activities

\*Where do they go?

\*How do they get there?

Big drive market means opportunities not just in their destinations but on their way there and back as well

\*What are their travel patterns?

Staying put vs. travelling back and forth to Canada

\*Do they stay in one place or move around?

# How to reach Canadian Snowbirds?

- \*Opportunities for repeat visitors
- \*Friends and family come to visit
- \*Big word of mouth community
- \*What products, services and activities are they looking for?