

CANADA REPORT

January 2025

TRAVEL
SOUTH
USA



Prepared By:

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I. Canada Overview

Economic Landscape

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- Conference Board of Canada sees 1.5% growth this year as tariff uncertainty weighs
- Bank of Canada to cut rates on Jan. 29, cautious over potential US tariff impact
- Justin Trudeau says he will resign as Canada's prime minister and Liberal Party leader amid political turmoil
- Breaking down Trump's inauguration speech. As Canadians, how worried should we be?
- Potential Canadian Travel Decline Could Deliver Economic Blow to U.S. Tourism

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- Canadians travelling to the US are feeling "betrayed" and cancelling trips
- Canadians Embrace 2025 Travel Trends: Top Destinations and Insights
- Canadian travelers' increasing desire for shared experiences and community-focused journeys
- Canadians Embracing Cooler Destinations

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- WestJet adds seasonal service from Calgary to New York
- Air Canada's new fees for basic fare seat change are now in effect
- Porter Airlines extends Ottawa-Las Vegas flights to year-round
- Porter Adds Pearson - LaGuardia in May

II. Executive Summary

- CAA x Alabama January launch
- CAA x North Carolina preparation for February launch - *paused*
- Baxter Agent Training with Tennessee and Alabama
- Trade newsletter deployment
- Media newsletter deployment
- Marketing meetings and revised plan for FY26
- GMM 2025 registrations, FAM trip management, airfare bookings

9 Partners AL/AR/KY/N C/SC/TN/MS /MO/WV	Canada												
	2024						2025						
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	YTD TOTAL
Travel Trade													
Trade Meetings	2	3	5	6	6	6	4						32
# of Agents Trained	N/A	N/A	18	13	14	0	46						91
Newsletters	0	0	1	1	1	1	1						5
PR													
Media Meetings	6	6	5	6	8	6	8						45
# of Articles Published	7	23	26	2	1	9	25						93

Impressions	16,154,640	23,988,050	16,300,000	99,500	304,000	22,508,450	22,342,228							1,048,221,323
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1. COMMUNICATION & PR

Communication & PR	Annual KPIs Target	KPI Achieved This Month	KPI Achieved to Date
Media Meetings	50	8	45
No. of Articles Generated	55	25	93
Impressions	55,000,000	22,342,228	1,048,221,323
Global Media Marketplace & FAMs	5	0	6
Travel South USA PR Newsletters	10	1	5
Open rate for Newsletters/leads generated	20%	32.61%	33.1%

Media Coverage

- FY24-25 CoverageBook: <https://travelsouthusa.coveragebook.com/b/b6e02c4778cf8a3d>
- Earned Media Tracker: https://docs.google.com/spreadsheets/d/1Ycbq4VFyhO4sXcCWxaFY2vCoZI2NV72H/edit?usp=drive_link&ouid=100437309667561831242&rtpof=true&sd=true

Media Contacts (phone calls, emails, personal meetings)

Contacts	Publication	Meeting Notes & Interest	Follow-up/Next step
Catherine Lefebvre	Freelance	Interest in cultural and culinary stories across Southern destinations, with a focus on unique local experiences.	Discussed potential for an individual press visit to deepen coverage on food heritage in the region.

Jon McCarthy	Toronto Sun	Focused on golf tourism; expressed strong interest in participating in any Golf FAM opportunities that focus on major golf events.	Discussed story ideas around hidden golf gems and how the South's climate makes it a year-round golf destination.
Michelle Hopkins	Freelance	Michelle's current editor has advised pausing all U.S. content until further notice.	Cancel GM attendance. Will hold space until February if she can find new story assignment.
Mike Baginski	Travel Industry Today	Interested in industry trends and destination development stories. Potential collaboration on trade-focused pieces highlighting new offerings and partner initiatives within Travel South USA.	Provided updates on new attractions, hotels, and culinary highlights.
Jami Savage	Freelance	Focus on outdoor adventure and eco-tourism, including hiking trails, nature reserves, and sustainable tourism efforts. Discussed potential participation in outdoor-focused FAM trips.	Shared family-focused story angles and information.
Chris Johns	Freelance	Interested in Southern cuisine and cultural storytelling. Discussed potential for in-depth features on regional food traditions and local artisans.	Provided a list of top chefs, restaurants, and culinary events.
Tim Johnson	Freelance	Focused on history, music, and cultural heritage. Expressed interest in a music heritage-themed tour, covering destinations with rich musical histories like Nashville and Memphis.	Shared information with outdoor and cultural experiences.
Joel Balsam	Freelance	Interested in off-the-beaten-path experiences and local communities. Exploring story opportunities around hidden gems in Southern states that showcase authentic travel experiences.	Shared story angles emphasizing eco-tourism and cultural immersion.

Global Media Marketplace & Summit 2025

Canada office has secured six media for the 2025 conference and FAMs.

NAME	PUBLICATION	STATUS	EXPECTED COVERAGE	FAM CHOICE
Randy Sharman	Informed Traveler	Confirmed & Registered	1x podcast interview with each destination visited	1. Tennessee 2. Mississippi

	Podcast			3. Louisiana
Samantha Vecchiarelli	VITA Daily/HOLR Magazine	Tentative	TBC	TBC
Lauren Kramer	Boulevard Magazine	Tentative	TBC	TBC
Jennifer Bain	Freelance	Confirmed & Registered	Two articles	1. Arkansas
m Pemberton	Times Colonist	Confirmed & Registered	Two articles in weekly column	1. Georgia 2. North Carolina 3. Tennessee
Rosalind Stefanac	Freelance	Confirmed & Registered	Two articles	1. Mississippi 2. Louisiana 3. Alabama
Robin Esrock	Canadian Geographic	<i>Can no longer participate.</i>	N/A	N/A
Leah Rumack	Freelance (CAA, Zoomer)	<i>Can no longer participate.</i>	N/A	1. N/A
Michelle Hopkins	Vacay.ca	<i>Can no longer participate.</i>	N/A	1. N/A
Pat Lee	Post Media National	Confirmed & Registered	Two articles	1. West Virginia
Malik Cocherel	Le Devoir & Le Journal de Montreal	Confirmed & Registered	Two articles	

Editorial Newsletter

Unforgettable Summer Adventures in the South

- Open Rate: 32.61%
- Click-Through-Rate: 1.84%
- Distribution: 1,230

Marketing

CAA Niagara – *pausing all programs for two months*

- Following up on post-campaign reports
- Waiting to reschedule February campaign deployment.

Program timeline & launch dates:

Each campaign will launch on the 15th of the month. It is recommended that agent training sessions take place prior to the campaign live dates (first or second Wednesday of each month at 11a.m. EST)

SEPT - Missouri & Partners (STL & KC)

NOV - New Orleans & Savannah

DEC - Tennessee & Partners (Nashville & Sevierville)

JAN - Alabama & Partners (AL Mt Lakes, Birmingham, Huntsville, Mobile)

FEB - North Carolina & Partners (Fayetteville) – *on hold*

MAR - Kentucky & Partners (Lexington) – *on hold*

APR – Arkansas – *on hold*

MAY - Myrtle Beach – *on hold*

Program Overview:

- Instagram and Facebook Social for 3 weeks
- Virtual Agent Training – first or second Wednesday of each month
- CAA Niagara Homepage Banner for 30 days
- 1x Dedicated Email E-Blast reaching 13,500+ registrants
- CAA APP Ad Carousel for 30 days - running under state Ad
- Liz Fleming Show - check out past episodes of the show at <https://www.610cktb.com/shows/liz-fleming-travels.html>

Toronto Star

- Monitoring Kentucky's results – program live now.

Program Overview:

- Cross Device: HUB with 4x 500 Word Article / Includes Editing / Ad Adjacency / 5,000 Guaranteed Page Views
- Mobile Interscroller
- Cross Device: Multi-line Ads
- 4x Newsletter: Travel Alerts -Newsletter

Baxter Media

Participating partners:

- Alabama
- Missouri
- Savannah
- Baton Rouge

Current (ongoing) results:

TravelBlast	Run Dates	Size	Successful Deliveries	Total Opened/ Impressions	% Opened	Total Clicks	CTR
	January 30, 2025	Full Page e-Flyer	19,478	7,323	37.60%	668	9.12
Totals:			19,478	7,323	37.60%	668	9.12

As we prepare for FY26, we are prioritizing meetings with media companies to discuss innovative strategies and programs that align with our evolving goals. It's clear that the traditional approaches are no longer sufficient—we need more compelling, creative ideas that can break through the noise and effectively capture our target audience's attention. Our focus is on partnerships that bring fresh perspectives, bold concepts, and data-driven solutions to the table, ensuring we not only meet but exceed our objectives in this rapidly changing landscape.

Contacts	Publication	Meeting Notes & Interest	Follow-up/Next step
Madeline Della Mora	La Presse	Addressed concerns regarding the limited creativity in current proposals from La Presse. Highlighted the importance of content that captivates Canadian audiences and showcases the unique appeal of the Southern U.S.	Maddy offered stats and data to assist with future projects and strategy.
Karen Stubbs & Evie Begy	Toronto Star	Addressed the current gap in innovative ideas presented by the Toronto Star. Emphasized the need for fresh, engaging concepts that differentiate from standard media buys. Highlighted the importance of storytelling that resonates with Canadian travelers' evolving interests.	Toronto Star to return with a proposal featuring more dynamic, travel-specific ideas through their platforms and event partnerships. Focus on data-driven strategies, unique content formats, and opportunities that go beyond traditional placements.
Chantel Marinho	TLN Network	Met with TLN Network to explore demand and interest among multiple ethnic groups. TLN is the largest broadcast network in Canada offering programs in multiple languages.	TLN will provide us with stats and data to back the potential for partnerships in broadcast and events.
Susey Harmer	St. Joseph Media	St. Joseph Media has an extensive network across diverse demographics, offering significant potential for targeted outreach. Emphasized the opportunity to tap into their wide-ranging audience	St. Joseph Media to present a refreshed proposal with more compelling, audience-specific ideas that leverage their network's full

		<p>segments to deliver tailored messaging that resonates with specific traveler profiles.</p> <p>Discussed the need to strategically align Travel South USA campaigns with the right platforms within their portfolio to maximize impact.</p> <p>Highlighted the importance of fresh, innovative approaches that break away from traditional media tactics.</p> <p>Encouraged the development of immersive content experiences, including interactive features, influencer collaborations, and cross-platform storytelling. Explored options such as curated editorial series, integrated social media campaigns, and experiential activations that showcase the unique offerings of the South.</p>	<p>potential.</p> <p>Focus on creative concepts that deliver measurable engagement and align with Travel South USA's strategic goals.</p>
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I. LEISURE SALES

Leisure Sales Measures	Annual KPIs Target	KPI Achieved This month	KPI Achieved to Date
Tour operator meetings <i>*focus on top 20 and grow CAA club partnerships</i>	20	4	32
Agent Trainings	200	2	91
International Showcase & FAMs participants	6	6	6
Travel South Travel Trade Newsletter	10	1	5
Open rate for Newsletters/leads generated	25%	37.60%	37.60%

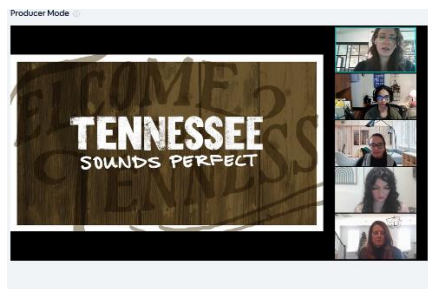
Leisure Contacts (phone calls, emails, personal meetings)

Name	Company	Purpose of Meeting	Follow-up/Next step
CAA Ontario	Scott Baglole	Assisted Scott in planning a Tennessee road trip FIT itinerary for his clients, who are looking for a mix of outdoor adventure, live music, and scenic drives. Suggested stops along the Great Smoky Mountains, Chattanooga, and Nashville. Also provided details about the USA Exchange program.	Follow up on any additional information required.
Jason Dery	Club Voyages	Connected with Jason on recommendations options for a family-friendly trip to Alabama. His clients are looking for an outdoor activities, beaches, and history, so I provided recommendations for Huntsville's U.S. Space & Rocket Center, Gulf Shores, and Birmingham's Civil Rights sites. Share Alabama webinar training link and USA Exchange program information.	Follow up on any additional information required.
Rosa Alessandro	Grossmith Travel & Cruises	Connected with Rosa to provide recommendations for her clients visiting Charleston, South Carolina. Her clients are interested in historic sites, walking	Follow up on any additional information required.

		tours, and local culinary experiences. Share USA Exchange program information.	
Corina Crainic	Carsol Wagonlit Travel	Met with Corina to suggest options Mississippi. Provided details on accommodations and must-visit stops along the Mississippi Blues Trail, including museums, live music venues, and historic landmarks. Share USA Exchange program information.	Follow up on any additional information required.

Webinars

Tennessee Sounds Perfect Anytime – with participation with Nashville and Memphis partners



Webinar Link: [Watch the Recording Here](#)

Registration Link: <https://www.bigmarker.com/baxter-media3/Travel-Webcast-Tennessee-Sounds-Perfect-Anytime>

Tennessee offers an unmatched blend of music, history, and natural beauty, making it an ideal destination for family adventures. Known as the birthplace of blues, country, and rock ‘n’ roll, Tennessee's musical legacy expands to iconic locations like Memphis, Nashville, and the Grand Ole Opry, while the Great Smoky Mountains National Park is the most visited in the U.S.

The state also showcases historical sites, including Civil War battlefields, the National Civil Rights Museum, and the homes of three U.S. presidents. Outdoor enthusiasts can explore 56 state parks, enjoy hiking, mountain biking, and whitewater rafting, or visit top attractions like Dollywood and the Birthplace of Country Music Museum. Tennessee offers unforgettable experiences, where music and adventure come together perfectly.

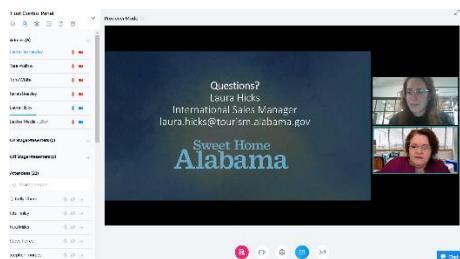
Prize: \$35 CAD Uber Eats gift card per attendee

of Registered Attendees: 30

of Attendees: 24

First Name	Last Name	Agency/Organization
Carol	Nickell	Travelonly
Nena	Batoz	Yyz Travel
Indi	Deonarain	Travelonly
Stephen	Moraes	Svm Travel
Ranjeet	Deonarain	Travelonly
Brittany	Uskoski	Bcd Travel
Xavier	Moraes	Svm Travel
Kelly	Chenell	Expedia Cruises
Betsey	Williams	Travelonly
Misty	Mcknight	Direct Travel
Zenny	Carabuena	Northstar Travel
Celina	Moraes	Svm Travel
Lesa	Nelson	Travelonly
Sarah	Murphy	Travelonly
Ravi	Mehmi	Voyzant
Jolyne	De Marco	Choose Travel
Luciana	Vilela	Travel Only
Ursula	Mindt	Unigliobe Bon Voyage Travel
Cathy	Phoenix	Global Travel
Doan	Nguyen	Voyages Terre Et Monde
Tracy	Williams	Travelonly
Elise	Gauthier	Voyages Caa Quebec
Anita	Chan	Town And Country Travel, Inc

Alabama - Music, Museums, & Mardi Gras



Webinar Link: [Watch the Recording Here](#)

Registration Link: <https://www.bigmarker.com/baxter-media3/Travel-Webcast-Alabama-Music-Museums-Mardi-Gras>

of Registered Attendees: 35

of Attendees: 22

First Name	Last Name	Agency/Company
Jocelyn	Nayusan	Onvigo
Misty	Mcknight	Direct Travel
Neal	Miller	Neal Miller Travel Company

Celina	Moraes	Svm Travel
Xavier	Moraes	Svm Travel
Diana	Godin	Caa Travel
Brittany	Uskoski	Bcd Travel
Steve	Peirce	Green Maple Travel
Zenny	Carabuena	Northstar Travel
Rita	Finlay	Adventures Abroad
Kelly	Chenell	Expedia Cruises Air, Land & Sea Vacations
Sandra	Mercer	Expedia Cruises
Stephen	Moraes	Svm Travel
Elaine	C	Onvigo
Betsey	Williams	Travelonly
Dave	Share	Capital Tao
Lesa	Nelson	Travelonly
Elise	Gauthier	Voyages Caa
Anita	Chan	Town And Country Travel, Inc
Cecelia	Russell	The Travel Agent Next Door
Michael	Voth	Neal Miller Travel Company

Alabama offers a rich blend of history, music, and culture, making it a must-visit destination in the South. From the legendary sounds of Muscle Shoals, the "Hit Record Capital of the World," to the innovation of Huntsville, known as "Rocket City," Alabama showcases a unique mix of tradition and progress.

Visitors can explore Birmingham's deep-rooted history and renowned museums, experience the vibrant energy of Mobile, the "Birthplace of Mardi Gras," and discover the Southern charm that defines every corner of the state. Whether it's music, history, or festive celebrations, Alabama offers an unforgettable journey through the heart of the South.

Newsletters

Unforgettable Summer Adventures in the South

- Open Rate: 37.60%
- Click-Through-Rate: 9.12%
- Distribution: 19,478

All newsletters can be found at the link [HERE](#).

International Showcase 2024

NAME	COMPANY	STATUS
Laurence Despiegel	Toundra Voyages	completed
Beth Fleeton	CAA Niagara	completed
Kelsey Baron	AMA Travel	completed
James Ma	Concord Tours	completed

Maryssa Lessard	GVQ	completed
Julien Yessien	Expression Voyages	completed
Christine Roberti	Baxter Media	completed

International Showcase Report [HERE](#)

Looking Ahead at February 2025

Communication & PR

- **Ongoing media meetings** and **pitching** to obtain coverage.
- **Send** February media newsletter.

Global Summit

- Book airfare.

Marketing – Global Innovation Challenge

- Monitor CAA campaigns – on hold.
- Follow up on Baxter campaign results.
- Follow up on Toronto Star x Kentucky campaign status, results.

Leisure Sales

- Conduct webinar with Baxter Media with North Carolina
- Scheduling distribution for February newsletter and providing content to Baxter Media.

III. Market Update

ECONOMIC LANDSCAPE

- **Economic Growth:** Canada's economic backdrop is 'improving' even as tariffs loom economist. As Canada prepares for a potential trade war with its southern neighbour over the threat of sweeping tariffs by U.S. President Donald Trump, an economist with RBC says Canada's domestic economic backdrop is improving. ([BNN Bloomberg](#))
- **Interest Rates & Inflation:** The Conference Board of Canada forecasts the domestic economy will grow 1.5 percent in 2025 as the potential for U.S. tariffs on Canadian exports and a pullback in immigration weigh on growth. ([City News](#))
- **Bank of Canada to cut rates on Jan. 29, cautious over potential US tariff impact:** Reuters poll in response to slowing inflation and economic uncertainties, the Bank of Canada is anticipated to cut interest rates by 25 basis points to 3.00% on January 29, 2025. This move aims to stimulate economic activity amid potential external shocks. ([Reuters](#))
- **Justin Trudeau says he will resign as Canada's prime minister and Liberal Party leader amid political turmoil:** Justin Trudeau announces his resignation as Canada's Prime Minister and Liberal Party leader after nearly a decade in office. Facing declining approval ratings and economic challenges, including U.S. tariff threats and inflation, Trudeau cited the need for "new leadership." Deputy Prime Minister Chrystia Freeland is expected to step in as interim leader. His departure adds uncertainty to Canada's political and economic landscape as the country navigates sensitive trade negotiations. ([CBS News](#))
- **Breaking down Trump's inauguration speech. As Canadians, how worried should we be?** Hours after his inauguration, U.S. President Donald Trump is floating the date of Feb. 1 as the day he plans to slap Canada and Mexico with a 25 per cent tariff. The Canadian government has multiple options for retaliatory tariffs ready to go depending on what Trump ultimately does. If Trump sets the tariffs at 25 per cent, Canada's response would be to impose counter-tariffs worth roughly \$37 billion and possibly follow up with another \$110 billion in tariffs. ([CTV news](#))
- **Potential Canadian Travel Decline Could Deliver Economic Blow to U.S. Tourism -** The association warns that Canada remains the United States' most valuable international visitor market, with 20.4 million trips last year supporting 140,000 American jobs. Even a modest 10% reduction could translate to 2 million fewer visits and \$2.1 billion in lost revenue. The potential downturn comes amid rising trade tensions, with Canadian Prime Minister Justin Trudeau actively encouraging domestic travel. "Now is the time to choose Canada. States with the most to lose include Florida, California, Nevada, New York and Texas — traditional Canadian vacation hotspots. Shopping remains the top leisure activity for Canadian travelers, putting retail and hospitality sectors at particular risk. ([Pax News](#))

TRAVEL TRENDS

- **Canadians travelling to the US are feeling "betrayed" and cancelling trips -** Amra Durakovic, head of communications for Flight Centre Travel Group Canada, said that amid the uncertainty, Canadians are "increasingly pivoting away" from their US vacations. According to Durakovic, even though changing travel plans still comes at a cost, Canadians are choosing to rebook their trips and opting "to go anywhere but the US." The US Travel Association estimates that 20.4 million Canadians travelled to the US in 2024, favouring states such as Florida, California, Nevada, New York, and Texas. Canadians are now more willing to step out of their comfort zones and consider destinations

where they can get more bang for their buck. A YouGov survey commissioned by Flight Centre Canada late last year revealed that 64% of Canadians cite cost as the most important factor guiding their travel decisions. ([Daily Hive](#))

- **Canadians Embrace 2025 Travel Trends: Top Destinations and Insights** ([Cultur Magazine](#))
Canadian travellers are increasingly seeking immersive and communal adventures, moving away from traditional tourism. Destinations like Grand Turk Island in Turks and Caicos, Cusco in Peru, and Krabi in Thailand have seen significant increases in interest, reflecting a desire for unique cultural experiences.
- **Canadian travellers' increasing desire for shared experiences and community-focused journeys** ([Skyscanner](#))
Skyscanner's 2025 Travel Trends report highlights Canadian travelers' growing interest in shared and meaningful experiences. Popular trends include sports tourism inspired by live events and documentaries, stargazing trips for astronomy enthusiasts, and wellness vacations focused on holistic health. Immersive art experiences and Wild West-inspired adventures, like horseback riding and camping, are also gaining traction. These trends reflect a shift toward travel that fosters community engagement, personal growth, and authentic cultural connections.
- **Canadians Embracing Cooler Destinations** ([Risk Line](#))
In response to rising global temperatures, travelers are increasingly opting for vacations in cooler climates—a trend known as "coolcationing." Destinations such as Scandinavia, the Arctic, and high-altitude mountain regions are gaining popularity for their milder summers and sustainable tourism options. This shift reflects a growing preference for comfortable climates and eco-friendly travel experiences.

TRAVEL TRADE UPDATES

- **Air Canada's new fees for basic fare seat change are now in effect** ([Global News](#))
As of January 22, 2025, Air Canada has implemented new fees for passengers traveling on Basic fares. These passengers are now required to pay for seat selection; if they choose not to select a seat in advance, one will be assigned to them at check-in without the option for complementary changes. This policy change follows the airline's recent introduction of fees for carry-on luggage for Basic fare travellers. These adjustments have been met with criticism from passengers and government officials, including Transport Minister Anita Anand, who expressed disappointment over the added costs for travellers.
- **Trudeau says Americans will pay more whenever Trump decides to impose tariffs on Canada** ([The Associated Press](#))
The U.S. administration, under President Donald Trump, has proposed imposing a 25% tariff on imports from Canada and Mexico, citing concerns over border security and trade deficits. These tariffs are scheduled to take effect on February 1, 2025. Outgoing Canadian Prime Minister Justin Trudeau has warned that such tariffs would increase costs for American consumers and has indicated that Canada is prepared to implement retaliatory measures. Analysts predict that these tariffs could lead to higher prices for consumers and potential job losses in both nations.

AIRLINE UPDATES

- **Porter Airlines extends Ottawa-Las Vegas flights to year-round** ([CTV News](#))
Porter Airlines have announced that its Ottawa to Las Vegas route, which began as a seasonal

service, will now operate year-round. The decision comes in response to strong demand for the route, which was initially launched in 2024. Flights will continue to operate twice weekly, on Thursdays and Sundays, providing consistent connectivity between Canada's capital and Las Vegas. This move reflects Porter's commitment to expanding its network and offering more travel options to passengers.

- **WestJet adds seasonal service from Calgary to New York ([Travel Press](#))**
WestJet has announced the introduction of seasonal non-stop flights between Calgary and New York's LaGuardia Airport, complementing its existing year-round service to John F. Kennedy International Airport. This new route will operate from May 24 to August 30, 2025, catering to the high summer travel demand. Tickets became available for purchase on January 20, 2025. The addition aims to provide travellers with more options for visiting New York City or connecting to other destinations.
- **Porter Adds Pearson - LaGuardia in May ([Open Yaw](#))**
Porter Airlines is expanding its presence in New York by launching year-round flights from Toronto Pearson (YYZ) to LaGuardia Airport (LGA) beginning 01MAY 2025. Porter will be based at LaGuardia's new Terminal B, which recently underwent a USD\$5.1 billion redevelopment. Through Porter's interline partnership with JetBlue, travelers will have access to onward connections across the southern U.S. from LGA. The combined routes will offer up to 15 daily roundtrips.

Air Canada

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Atlanta (ATL)	None	2-3x daily	3x daily
Montreal to Atlanta (ATL)	Decrease	2x daily	1x daily
Toronto to Charlotte (CLT)	Decrease	1-2x daily	1-2x daily
Toronto to Nashville (BNA)	Increase	1-2x daily	1-2x daily
Montreal to Nashville (BNA)	None	No direct flights	No direct flights
Toronto to Raleigh (RDU)	None	2x daily	1x daily
Montreal to Raleigh (RDU)	None	No direct flights	No direct flights

Toronto to St. Louis (STL)	None	1x daily	1x daily
Montreal to St. Louis (STL)	None	No direct flights	No direct flights
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

Air Transat

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

Flair

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Edmonton to Nashville (BNA)	None	No direct flights	No direct flights
Toronto to Nashville (BNA)	None	No direct flights	No direct flights
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

Porter Airlines

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Charleston (CHS)	None	No direct flights	No direct flights

Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights
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WestJet

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Calgary to Atlanta (ATL)	None	1x daily	1x daily
Vancouver to Atlanta (ATL)	Increased	1-2x daily	2-4x weekly
Toronto to Nashville (BNA)	None	No Direct Flights	No Direct Flights
Vancouver to Nashville (BNA)	None	No direct flights	No direct flights
Calgary to Nashville (BNA)	None	No direct flights	No direct flights
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

Updated WestJet route schedule:

<https://www.westjet.com/en-ca/book-trip/direct-flights/index>

American Airlines

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Charlotte (CLT)	Increase	4x daily	4x daily
Montreal to Charlotte (CLT)	Increase	1x daily	2x daily
Vancouver to Charlotte (CLT)	None	No Direct Flights	No Direct Flights
Toronto to Charleston (CHS)	None	5x daily	2-4x daily

JetBlue

Route	Change in frequency	Previous month's	Frequency from
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		frequency	December 1
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

Delta Air Lines

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Atlanta (ATL)	Decrease	4-5x daily	2x-3x daily
Montreal to Atlanta (ATL)	Decrease	3x daily	2-3x daily
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

United Airlines

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

IV. Actions

Please submit all January newsletter content by February 10, 2025 and send relevant stories, pitches and what's new to laura@reachglobal.ca and karly@reachglobal.ca.