

CANADA REPORT

February 2025

TRAVEL SOUTH USA



Prepared By:

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I. Canada Overview

Economic Landscape

- Canada wants new oil pipelines to avoid Trump tariffs; nobody wants to build them.
- Trade conflict: What can the Bank of Canada do?
- Canada is planning a 186-mile-per-hour train — linking Toronto to Montreal in 3 hours
- How the Canadian labour market beat economist expectations
- Canada's annual inflation rate ticks up to 1.9 per cent in January, raising odds of a BoC pause in March
- New Listings Jump to Start 2025 as Tariff Uncertainty Weighs on Sales
- White House says sweeping 25% tariffs on Canada moving ahead 'pending ongoing negotiations'
- Canadian consumer confidence hits lowest level since 2023 on U.S. tariff fears.

Travel Trends

- Canadians are prioritizing travel in 2025, with total projected vacation spending reaching \$25.5 billion
- Top travel trends for 2025: what's shaping the future of travel?
- Influencer partnerships are likely expected to play a pivotal role in Canada's travel marketing strategies
- February Ontario and Quebec experience severe cold temperature and record breaking snow storms
- Air Canada cancels 1,290 flights in six days, says return to normalcy may take time
- Ensemble & Air Canada Vacations rekindle preferred partnership.

Travel Trade + Airlines Updates

- The Delta crash at Toronto Pearson Airport caused significant disruptions, shutting down two runways for 24 hours.
- Virgin Atlantic, WestJet expand codeshare deal.
- Air Canada cancels 1,290 flights in six days, says return to normalcy may take time
- Ensemble & Air Canada Vacations rekindle preferred partnership

- No strike talk yet as flight attendants at Canada’s biggest airline seek a new deal
- Virgin Atlantic & WestJet Codeshare Grows Across The Pond

II. Executive Summary

- Baxter Agent Training with North Carolina
- Trade newsletter deployment
- Media newsletter deployment
- Monitoring market stats and evaluating ongoing sentiment
- GMM 2025 registrations, FAM trip management, airfare bookings

9 Partners AL/AR/KY/N C/SC/TN/MS /MOWV	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	5					37
# of Agents Trained	N/A	N/A	18	13	14	0	46	15					106
Newsletters	0	0	1	1	1	1	1	1					6
PR													
Media Meetings	6	6	5	6	8	6	8	9					54
# of Articles Published	7	23	26	2	1	9	25	0					93

Impressions	16,154,640	23,988,050	16,300,000	99,500	304,000	22,508,450	22,342,228	0						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	9	54
No. of Articles Generated	55	0	93
Impressions	55,000,000	0	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%	29.02%	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&oid=100437309667561831242&rtpof=true&sd=true

Media Contacts (phone calls, emails, personal meetings)

Contacts	Publication	Meeting Notes & Interest	Follow-up/Next step
Wing Sze Tang	Toronto Star	The Toronto Star is currently evaluating its policy on U.S. travel coverage. Discussions are ongoing within the newsroom, and we will stay in touch for potential future opportunities.	Follow up in two weeks to assess any policy changes and potential future opportunities for the South.

Amanda Wawryk	Daily Hive + Curiosity + BlogTO (Zoomer Media)	Amanda has been promoted to Editorial Director across multiple publications. Daily Hive and its sister platforms continue to cover U.S. travel with no current content restrictions.	Interested in Q&A from Canadian-born celebrities residing in the South.
Diane Selkirk	Montecristo	Diane is taking a temporary pause on U.S. travel content but is still reviewing pitches and FAM trip opportunities with long-lead angles.	Shared lifestyle-focused narratives, emphasizing the South's vibrant arts, music, and hospitality scenes.
Marie-Eve Blanchard	Quebecor Group	Marie-Eve is monitoring audience sentiment and gradually reintroducing U.S. travel content on her social channels. She remains open to publishing her U.S. travel column when conditions allow.	Provided information on the South's latest events, dining scene, and cultural hotspots for future coverage.
Jonathan Custeau	La Tribune	La Tribune is reassessing its U.S. travel coverage strategy in light of ongoing trade discussions. Coverage may be on hold until the end of March.	Shared updates on what's new in the South, including entertainment, nightlife, and hospitality trends.
Tammy Cecco	Travel Life	No restrictions on US content, happy to evaluate as the opportunity arises.	Provided information on the South's latest events, dining scene, and outdoor adventure for future coverage.
Catherine Dunwoody	Freelance (Post Media & Forbes)	Catherine acknowledges current challenges but remains an important industry contact for future collaborations.	Provided information on the South's latest events, dining scene, and outdoor adventure for future coverage.
Amanda Ross	Vancouver Magazine + Western Living	Happy to evaluate content from the US. Hasn't seen much backlash from content generated.	Provided information on the South's latest events, dining scene, and outdoor adventure for future coverage.
Madigan Cortelli	Canadian Geographic	While there is a temporary pause on content from the US, in-case there is a unique opportunity that arises, think - Route 66 centennial or America's 250 anniversary - they are happy to evaluate and publish.	Will follow up with pitch

Global Media Marketplace & Summit 2025

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

NAME	PUBLICATION	STATUS	EXPECTED COVERAGE	FAM CHOICE
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Randy Sharman	Informed Traveler Podcast	Confirmed & Registered	1x podcast interview with each destination visited	Louisiana
Pat Lee	Post Media National	Confirmed & Registered	Two articles	West Virginia
Malik Cocherel	Le Devoir & Le Journal de Montreal	Confirmed & Registered	Two articles	Alabama
Jennifer Bain	Freelance	Confirmed & Registered	Two articles	Arkansas
Kim Pemberton	Times Colonist	Confirmed & Registered	Two articles in weekly column	Georgia
Rosalind Stefanac	Freelance	Confirmed & Registered	Two articles	Mississippi
Samantha Vecchiarelli	VITA Daily/HOLR Magazine	Not able to attend	N/A	N/A
Lauren Kramer	Boulevard Magazine	Not able to attend	N/A	N/A
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	N/A
Michelle Hopkins	Vacay.ca	<i>Can no longer participate.</i>	N/A	N/A

Editorial Newsletter

Avoid the crowds – Savvy Traveler Tips

- Open Rate: 29.02%

- Click-Through-Rate: 0.95%
- 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) – *postponed*

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.610ctb.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



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	5	37
Agent Trainings	200	1	106
International Showcase & FAMs participants	6	6	6
Travel South Travel Trade Newsletter	10	1	6
Open rate for Newsletters/leads generated	25%	28.60%	28.60%

Leisure Contacts (phone calls, emails, personal meetings)

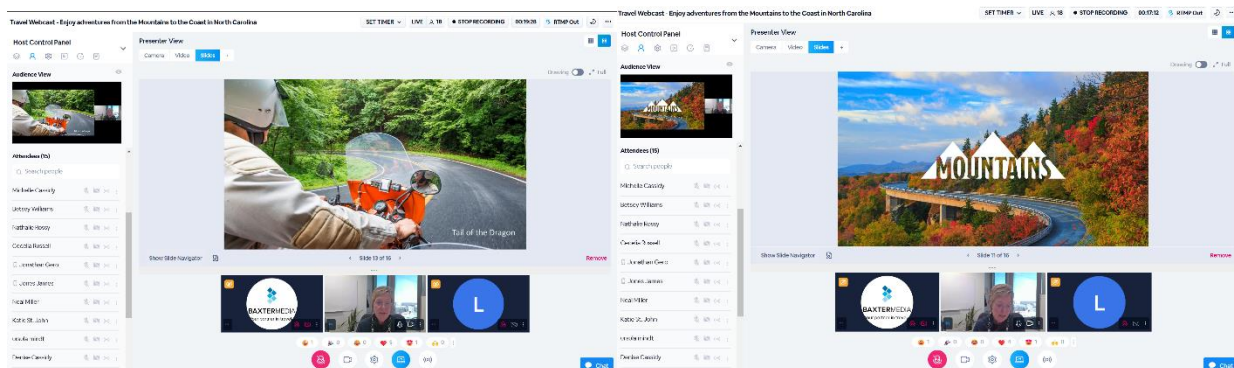
Name	Company	Purpose of Meeting	Follow-up/Next step
Dominique Florent	Voyages Regence	Connected with Dominique to discuss recommendations for outdoor activities and accommodations in North Carolina. Sent recommendations on state parks, camping, and water sports. For accommodations, suggested different styles depending on the activities they wanted to do. Also mention that while U.S. bookings remain slow, some clients have already planned their spring break vacations and are holding onto their reservations. Shared follow-up materials and USA Exchange program information.	Follow up on any additional information required.
David Wang	C2U Travel	Discussed travel trends with David, who is expanding his Southern U.S. offerings. He was interested in lesser-known destinations for repeat travelers and wanted ideas for unique experiences. Suggested Kentucky's	Follow up on any additional information required.

		<p>Bourbon Trail, Georgia’s Golden Isles, and Natchez, Mississippi, for historic cultural tours. Although the demand for U.S. travel is currently moderate, David mentioned that some clients are still committed to their spring and summer trips. However, with the fluctuating exchange rate, many are taking longer to make final decisions. Shared follow-up materials and USA Exchange program information.</p>	
Micheal Sofio	Voyages Vasco	<p>Spoke with Michael about itinerary suggestions for his luxury clients. He was looking for unique culinary and cultural experiences. Recommended Charleston for its food scene and Savannah for its historic charm. bookings, many of his clients who already planned their spring and summer getaways have not canceled. The currency exchange remains a major factor, making travelers more cautious before confirming their trip. Share follow-up material and USA Exchange program information. Shared follow-up materials and USA Exchange program information. While he noted a slowdown in U.S.</p>	<p>Follow up on any additional information required.</p>
Marie Audrion	Wonder Travel Inc	<p>Assisted Marie with destination recommendations for a group tour to Mississippi and Arkansas. She wanted options that covered history, outdoor activities, and local culture. recommended the Mississippi Blues Trail, and Hot Springs National Park. Also shared information on group-friendly accommodations and guided tour options. She mentioned that, despite lower overall US demand, groups with planned itineraries for later in the year have remained</p>	<p>Follow up on any additional information required.</p>

		committed. However, the cost impact due to the exchange rate is causing some hesitation for new group bookings. Share follow-up material and USA Exchange program information.	
Sarah Gangon	Approach Tours	Connected with Sarah to provide recommendations for a road trip itinerary through Tennessee and North Carolina. She was looking for scenic routes, cultural stops, and outdoor activities. Suggested the Blue Ridge Parkway, Great Smoky Mountains National Park, and stops in Asheville and Nashville for music, food, and history. She also shared that while bookings to the U.S. have declined, she noted that clients with planned trips for spring and summer are still moving forward. The exchange rate continues to be a key factor, making some travelers hesitant to commit too far in advance. Shared follow-up materials and USA Exchange program information	Follow up on any additional information required.

Webinars

Enjoy adventures from the Mountains to the Coast in North Carolina



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

Registration Link: <https://www.bigmarker.com/baxter-media3/Travel-Webcast-Enjoy->

adventures-from-the-Mountains-to-the-Coast-in-North-Carolina

North Carolina has long been known for its natural beauty and soft adventure. Let us tell you what you can experience in our state whether you are on your way through or as your final destination. Your experience will be authentic and - For Real, Visit NC!

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

of Registered Attendees: 28

of Attendees: 15

First Name	Last Name	Company	City	Province/Territory
BRITTANY	USKOSKI	BCD Travel	Winnipeg	MB
Jason	Thomas	ITG Brands Operations	Greensboro	Franklin Blvd
Neal	Miller	NEAL MILLER TRAVEL COMPANY	Atlanta	GA
Nathalie	Rossy	Vasco St-André	Lac Simon	Québec
Michelle	Cassidy	BYOTA Inc	Valley	Nova Scotia
Cecelia	Russell	The Travel Agent Next Door	Mississauga	Ontario
Jonathan	Gero	BYOTA Inc	Valley	Nova Scotia
Kayla	Cassidy	Byota Inc	Halifax	Nova Scotia
Denise	Cassidy	Byota.com	Valley	Nova Scotia
Sapna	Patel	Travelonly	Oakville	Ontario
Jones	James	COMPASS GROUP USA CORPORATE	Charlotte	North Carolina
Betsey	Williams	TravelOnly	Edmonton	AB
Katie	St. John	AMA Travel	Edmonton	AB
ursula	mindt	uniglobe bon voyage travel	Toronto	ON

Rita	Finlay	Adventures Abroad	Richmond	BC
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Newsletters

Avoid the crowds – Savvy Traveler Tips

- Open Rate: 28.60%
- Click-Through-Rate: 3.30%
- 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 March 2025

Communication & PR

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

Global Summit

- Attend 2025 Global Summit.

Marketing – Global Innovation Challenge

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

Leisure Sales

- Scheduling distribution for March newsletter and providing content to Baxter Media
- Reschedule Baxter webinars

Market Update

ECONOMIC LANDSCAPE

- With the U.S. President Donald Trump threatening tariffs on Canadian oil exports, several Canadian politicians have called for new pipelines to coastal export terminals to reduce dependency on the U.S. market. ([Reuters](#))
- The Bank of Canada has noted that while previous interest rate cuts have bolstered economic growth, the looming tariffs introduce significant uncertainty. Without new tariffs, growth is projected to strengthen, with inflation remaining close to the 2% target. However, the potential trade conflict could alter this outlook. ([Bank of Canada](#))
- Canada has unveiled plans for a high-speed rail line named Alto. This project aims to link Toronto and Montreal in under three hours, significantly cutting travel time and stimulating economic activity within the country. ([Business Insider](#))
- Canada's economy added 76,000 jobs in January as the country braced for the impact of tariffs from U.S. President [Donald Trump](#), marking the third consecutive month of jobs growth. The unemployment rate fell by 0.1 percentage points last month, bringing Canada's unemployment rate to 6.6 per cent. ([CTV News](#))
- Canada's annual inflation rate ticks up to 1.9 per cent in January, raising odds of a BoC pause in March. Canada's annual inflation rate increased to 1.9 per cent in January, after slowing to 1.8 per cent in December. The faster price increases came even as the temporary GST/HST tax break brought some prices down. Statistics Canada said energy prices contributed most to the January acceleration ([Yahoo finance](#))
- New listings soar in Canada's housing market as tariff uncertainty weighs on sales. [Uncertainty around tariffs](#) and a potential trade war with the United States were the likely culprits behind home sales falling off during the last week of January. At the same time, newly listed properties jumped 11 per cent month-over-month in January — uncommon for the typically slow winter season — reflecting “the largest seasonally adjusted monthly increase in new supply on record going back to the late 1980s. ([Crea Media](#))
- White House says sweeping 25% tariffs on Canada moving ahead 'pending ongoing negotiations'. U.S. President Donald Trump's plan to impose sweeping 25 per cent tariffs on Canadian trade products is moving ahead as scheduled on March 4, but a White House official says that could change “pending ongoing negotiations.” ([CTV News](#))
- Canadian consumer confidence hits lowest level since 2023 on U.S. tariff fears. A U.S. trade dispute has pushed Canada's consumer confidence to its lowest in over a year, per new reports. The Conference Board's Index of Consumer Confidence took its biggest hit in February, citing worsening personal finances and fears of US tariffs harming Canada's economy. ([BNN Bloomberg](#))

TRAVEL TRENDS

- Canadians are prioritizing travel in 2025, with total projected vacation spending reaching \$25.5 billion, according to Allianz Global Assistance Canada's 8th annual Vacation Confidence Index Study. The survey, conducted by Ipsos on behalf of Allianz, reveals that nearly 7 in 10 Canadians (66 per cent) view an annual vacation as important, with those from higher-income households (\$100K+) and university graduates leading the trend at 84 per cent and 80 per cent, respectively. ([TravelPress](#))
- Top travel trends for 2025: what's shaping the future of travel? As we enter 2025, one travel trend that's surging in popularity is adventure travel. People are no longer content with traditional vacations. They want unique, personalized experiences with exhilarating activities that let them explore the world in a dynamic way. Another exciting adventure travel trend is the growing interest in sports tourism. Whether that's crossing the country to run a marathon or traveling around the world for major sporting events, adventure and sports are key motivators for tourists. In fact, [25% of Canadian travelers](#) are planning a trip in 2025 specifically to attend a sporting event. More travelers are choosing small-group experiences over traditional solo or large-group travel. Small-group tours offer a perfect balance of exploring with a group while still maintaining a sense of personal space and flexibility. ([CTV News](#))

- Influencer partnerships are likely expected to play a pivotal role in Canada's travel marketing strategies. Brands are shifting focus towards micro-influencers—individuals with smaller, highly engaged audiences. This strategy leverages their niche expertise and fosters more meaningful connections with potential travelers. ([Source](#))
- February Ontario and Quebec experience severe cold temperature and record breaking snow storms which is prompting Canadians to seek escape to sun destinations. Severe winter weather impacted Canada, with heavy snowfall and strong winds causing disruptions. Advisories were declared due to the storm's intensity. Residents are advised to stay indoors and monitor local advisories for updates. ([Source](#))
- Air Canada cancels 1,290 flights in six days, says return to normalcy may take time. Air Canada issued an update on its operations on Tuesday (Feb. 18) after recent severe winter storm activity in Eastern Canada and the Delta Air Lines crash that [disrupted operations](#) at Toronto Pearson on Monday. As a result of the recent storm and the incident at Toronto Pearson, there have been extensive delays and Air Canada says it has cancelled approximately 1,290 flights over the past six days. ([Travel Week](#))
- Ensemble & Air Canada Vacations rekindle preferred partnership. Ensemble has rekindled its preferred partnership with Air Canada Vacations (ACV), marking a reunion since their last collaboration in 2019. Through the renewed collaboration, Ensemble members across Canada will gain access to enhanced support and competitive advantages with ACV. The renewed partnership brings preferred commission opportunities, and a renewed focus on fostering growth in key areas. ([Travel Pulse](#))

AIRLINE UPDATES

- The Delta crash at Toronto Pearson Airport caused significant disruptions, shutting down two runways for 24 hours. As a result, numerous flights were diverted or delayed, leading to a ripple effect on air traffic. The incident required emergency responses and caused substantial operational challenges at the airport. ([Source](#))
- Virgin Atlantic, WestJet expand codeshare deal. The partnership will provide seamless connectivity for Canadians travelling to the UK with enhanced customer benefits for connecting passengers. ([Travel Press](#))

TRAVEL TRADE UPDATES

- Air Canada cancels 1,290 flights in six days, says return to normalcy may take time. Air Canada issued an update on its operations on Tuesday (Feb. 18) after recent severe winter storm activity in Eastern Canada and the Delta Air Lines crash that [disrupted operations](#) at Toronto Pearson on Monday. As a result of the recent storm and the incident at Toronto Pearson, there have been extensive delays and Air Canada says it has cancelled approximately 1,290 flights over the past six days. ([Travel Week](#))
- Ensemble & Air Canada Vacations rekindle preferred partnership. Ensemble has rekindled its preferred partnership with Air Canada Vacations (ACV), marking a reunion since their last collaboration in 2019. Through the renewed collaboration, Ensemble members across Canada will gain access to enhanced support and competitive advantages with ACV. The renewed partnership brings preferred commission opportunities, and a renewed focus on fostering growth in key areas. ([Travel Pulse](#))
- No strike talk yet as flight attendants at Canada's biggest airline seek a new deal. The union representing some 10,000 flight attendants at Air Canada and Air Canada Rouge says "discussions are good" as the two sides seek to hammer out a new collective agreement prior to the current deal's March 31 expiry date. ([Ground News](#))
- Virgin Atlantic & WestJet Codeshare Grows Across The Pond. [Virgin Atlantic](#) and WestJet have expanded their codeshare agreement, with the two making adjustments after the former's plans to launch direct flights to Toronto, Canada. Virgin Atlantic and [WestJet](#) will expand their codeshare agreement on March 30, coinciding with the date that the former airline will launch its direct services from [London Heathrow Airport](#) (LHR) to Toronto Pearson International Airport (YYZ). ([Travel Week](#))

POLITICAL IMPACT ON CANADIAN TOURISM INDUSTRY

- Appeal to Under-45 Travelers – The younger demographic (under 45) is still traveling, despite economic challenges. Some stats are showing 50-60% of this age group still have intentions to travel to the U.S.
- Customized Marketing by Province – Sentiment toward U.S. travel varies across Canada, making a tailored marketing approach essential. British Columbia continues to do business with blue states, showing a more open stance toward U.S. destinations, and Alberta’s sentiment is not as hesitant as Ontario.
- Luxury & Sustainable Travel Trends – Interest in eco-friendly and luxury travel continues to grow among affluent Canadian travelers. West Hollywood’s high-end accommodations, spas and dining continue to be a strong touchpoint for Canadians.

Canadian Travel Trade Landscape:

The Canadian travel industry is experiencing a noticeable decline in demand for U.S. destinations, driven by economic concerns, exchange rates, and shifting consumer sentiment. Despite this, some segments—particularly cruises—are performing better, providing a bright spot in the overall landscape.

- Air Canada Vacations has noted a general slowdown in U.S. bookings, though no official decision has been made on reducing service. If demand continues to decline, service adjustments may be considered in March.
- Similarly, WestJet Vacations reports a 25% drop in U.S. package bookings, with the weak exchange rate being a primary deterrent. While standalone flight bookings have only seen a 5% decrease, the company is adjusting pricing strategies to remain competitive.
- TravelBrands has experienced a 30% year-over-year decline in U.S. sales, attributing the drop to uncertainty surrounding tariffs and a slower booking pace. Likewise, Airmiles reports a 27% decline in U.S. travel redemptions, while domestic travel has surged 35%, indicating a shift toward local vacations.
- AMA Travel also saw a 30% decline in U.S. travel, with Alberta being among the hardest-hit regions due to economic factors tied to the energy sector.
- The most significant declines are seen in FlightCentre, where leisure bookings to U.S. destinations fell 40% in February compared to the previous year. Additionally, one in five customers canceled their trips to the U.S. over the past three months, reflecting broader consumer hesitation.

Canadian Media Landscape:

- Most mainstream consumer media outlets are holding U.S. travel content.
 - Outlets such as Daily Hive and Curiosity that target younger demographics are not holding any U.S. travel content. Recommendations to present story opportunities that touch home for Canadians such as Q&A’s with Canadian-born personalities living in West Hollywood or the Greater LA area.
- Travel Trade outlets are still attending events and covering press trips. There are no plans to hold promotion of travel to the U.S.

Air Canada

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

WestJet

Route	Change in frequency	Previous month's frequency	Frequency from March 1
Calgary to Atlanta (ATL)	None	1-2x daily	1-2x daily
Vancouver to Atlanta (ATL)	Increased	4x daily	4x weekly
Toronto to Nashville (BNA)	Increase	No Direct Flights	2-3x weekly
Vancouver to Nashville (BNA)	None	No direct flights	No direct flights
Calgary to Nashville (BNA)	Increase	2-3x weekly	3-5x weekly
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 March 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	Frequency from March 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 March 1
Toronto to Atlanta (ATL)	None	2-3x daily	2-3x daily	
Montreal to Atlanta (ATL)	None	2-3x 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 March 1
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to Charlotte (CLT)	None	No direct flights	No direct flights

III. Actions

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