

CANADA REPORT

May 2025

TRAVEL SOUTH USA



Prepared By:

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I. Canada Overview

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- Canadian GDP growth slowing under the surface but not contracting
- Thousands evacuated in three Canadian provinces as wildfires continue
- Donald Trump's steel tariffs prompt anger and warnings of 'catastrophic' job cuts in Canada

Travel Trends

- U.S. senators urge Canada to "give us another chance" on trade & tourism
- Upstate N.Y. tourism operators offering discounts to win back Canadians
- U.S. Destinations Continue to Show Love and Warm Welcomes for Canadian Travelers
- Trade tensions are redrawing Canadians' travel map

Travel Trade + Airlines Updates

- Outbound Canada—Summer Travel Intention Report- 2025
- Outbound Travel Stats in April.
- Cross-border travel from Canada to U.S. down 35% by automobile and 20% by air
- Canadians could stay visa-free longer in U.S. under proposed bill
- Air Transat adds winter sun routes from three Canadian gateways
- Air Canada lowers financial forecast amid declining cross-border travel
- WestJet suspends nine U.S. routes due to lower demand

II. Executive Summary

- Trade newsletter
- Trade sales calls
- Media newsletter deployment
- Media meetings
- IPW
- Monitoring market stats and evaluating ongoing sentiment

| | | | | | | | | | | | | | |
|--|--------|-----|------|-----|-----|-----|------|-----|-----|-----|-----|------|--------------|
| 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 | 5 | 5 | 5 | 5 | | 52 |
| # of Agents Trained | N/A | N/A | 18 | 13 | 14 | 0 | 46 | 15 | 0 | 0 | 0 | | 106 |
| Newsletters | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | | 8 |
| PR | | | | | | | | | | | | | |
| Media Meetings | 6 | 6 | 5 | 6 | 8 | 6 | 8 | 9 | 4 | 5 | 6 | | 69 |
| # of Articles Published | 7 | 23 | 26 | 2 | 1 | 9 | 25 | 0 | 3 | 3 | 1 | | 100 |

| | | | | | | | | | | | | | |
|-------------|------------|------------|------------|--------|---------|------------|------------|---|---------|---------|---------|--|-------------|
| Impressions | 16,154,640 | 23,988,050 | 16,300,000 | 99,500 | 304,000 | 22,508,450 | 22,342,228 | 0 | 914,000 | 290,200 | 860,000 | | 103,761,068 |
|-------------|------------|------------|------------|--------|---------|------------|------------|---|---------|---------|---------|--|-------------|

1. COMMUNICATION & PR

| Communication & PR | Annual KPIs Target | KPI Achieved This Month | KPI Achieved to Date |
|---|--------------------|-------------------------|----------------------|
| Media Meetings | 50 | 6 | 69 |
| No. of Articles Generated | 55 | 1 | 100 |
| Impressions | 55,000,000 | 860,000 | 103,761,068 |
| Global Media Marketplace & FAMs | 5 | 0 | 6 |
| Travel South USA PR Newsletters | 10 | 1 | 8 |
| Open rate for Newsletters/leads generated | 20% | 15.3% | 30.1% |

**Exceeding KPIs in four categories*

Media Coverage

- FY24-25 CoverageBook: <https://travelsouthusa.coveragebook.com/b/b6e02c4778cf8a3d>
- Earned Media Tracker: https://docs.google.com/spreadsheets/d/1Ycbq4VFyhO4sXcCWXaFY2vCoZl2NV72H/edit?usp=drive_link&ouid=100437309667561831242&rtopof=true&sd=true

Media Contacts (phone calls, emails, personal meetings)

| Contacts | Publication | Meeting Notes & Interest | Follow-up/Next step |
|--------------|-------------|---|--|
| Nancy Truman | Freelance | Discussed editorial interest in fashion, boutique hotels, and wellness travel. Currently assessing alignment with BOLD's fall lifestyle features. | Shared destination materials and sample itineraries; awaiting feedback on potential editorial opportunities from |

| | | | |
|------------------|---------------|--|---|
| | | | her editor. |
| Karen Kwan | Freelance | Expressed interest in spa and wellness content, with a focus on outdoor adventure and luxury wellness escapes. | Provide updated details on hotel spa openings, nature-based experiences, and upscale wellness retreats in the South. |
| Mairlyn Smith | Freelance | Focused on midlife/mature women's travel—interested in culinary storytelling and accessible cultural experiences. | Curate women-led culinary angles, cultural attractions, and age-friendly accommodations. |
| Rebecca Gao | The Kit | Exploring women-led travel content, modern wellness, and plant-forward culinary experiences. | Send list of plant-based restaurants, female-led businesses, and self-care/spa experiences relevant to southern destinations. |
| Brittany Johnson | Freelance | Looking for queer-forward and creatively rich destinations. Enthusiastic about content tied to community, arts, and Pride. | Share LGBTQ+ travel guides and itinerary ideas tied to arts, culture, and Southern Pride activations. |
| Marc Brendemuehl | Samurai Media | Exploring opportunities with their influencer roster focusing on Canadian Chefs operating in the South. | Follow up meeting required. |

Global Media Marketplace & Summit 2025

Canada office secured six media for the 2025 conference and FAMs. Coverage is confirmed but will be delayed until consumer outlets resume US travel content due to the current sentiment in Canada. – We are working to influence a change in this pause knowing that domestic travel is at risk due to wild fires and poor air quality, reported to be the worst in history.

| NAME | PUBLICATION | STATUS | EXPECTED COVERAGE | FAM CHOICE |
|----------------|------------------------------------|-----------|---|---------------|
| Randy Sharman | Informed Traveler Podcast | Completed | Kentucky Louisiana | Louisiana |
| Pat Lee | Post Media National | Completed | Two articles | West Virginia |
| Malik Cocherel | Le Devoir & Le Journal de Montreal | Completed | Two articles | Alabama |
| Jennifer Bain | Freelance | Completed | National Parks Traveler 1 Journey Woman National Parks Traveler 2 | Arkansas |

| | | | | |
|-------------------|-------------------------|-----------------------------------|-------------------------------|-------------|
| Kim Pemberton | Times Colonist | Completed | Two articles in weekly column | Georgia |
| Rosalind Stefanac | Freelance | Completed | Two articles | Mississippi |
| 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

Affordable Southern Luxury

- Open Rate: 15.3%
- Click-Through-Rate: 0.37%
- Distribution: 1,230

Marketing

CAA Niagara – pausing all programs

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

IPW

Completed active outreach to ensure strong Canadian representation at the concert. We're encouraging the media to engage in conversations with our partners.

| 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 | 52 |

| | | | |
|---|-----|-----|-----|
| Agent Trainings | 200 | 0 | 106 |
| International Showcase & FAMs participants | 6 | 0 | 6 |
| Travel South Travel Trade Newsletter | 10 | 1 | 8 |
| Open rate for Newsletters/leads generated | 25% | 27% | 27% |

I. LEISURE SALES

Leisure Contacts (phone calls, emails, personal meetings)

| Name | Company | Purpose of Meeting | Follow-up/Next step |
|--------------|------------------|--|---|
| Sarah Girard | Voyage Maschouse | Discussed new ideas for multistate Southern itineraries. Some clients have shown interest in visiting 1–3 states, but overall demand remains low this season. We're working to change the focus on domestic Canada and Europe, with no new U.S. departures scheduled. | Follow up on any additional information required. |
| Lydia Rocca | Fareconnect | Highlighted opportunities in Tennessee and Mississippi. A few FIT clients have asked about off-the-beaten-path destinations. We see a shift in sentiment so value is now the priority. | Follow up on any additional information required. |
| Debra Dmonte | F1S Travel | Explored culinary experiences in New Orleans. Clients remain focused on value and are asking about off-season options. Safety concerns and ongoing sentiment continue to impact demand. They're seeing an uptick in interest in the South. | Follow up on any additional information required. |
| Lorna Lane | Planit Travel | Provided updates on the TSUSA event calendar and destination materials. Confirmed that some U.S. tours are currently paused. A few FIT bookings have been made, but not as many as expected. Noted an improving tone from clients, though pricing and perception are still barriers. | Follow up on any additional information required. |

| | | | |
|-------------------|-----------------|--|---|
| Charlene Dempster | Voyages Eclipse | Discussed interest in music-focused tours across Memphis and Nashville, though bookings are still lagging. Current demand is centered on Canada and Europe. The agency may revisit the US itineraries once sentiment improves. | Follow up on any additional information required. |
|-------------------|-----------------|--|---|

Webinars/Agent trainings

Due to the current political and economic sentiment, a decision to postpone the scheduled webinars for now. Our goal is to ensure strong engagement and deliver value when the timing is more appropriate for our partners.

An alternative program is being presented for the four remaining states.

Newsletters

Luxury experiences for under \$100

- Open Rate: 27%
- Click Rate: 2.82 %
- Distribution: 19,463

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 June 2025

Communication & PR

- **Ongoing media meetings** and **pitching** to obtain coverage.
- **Send** June media newsletter.
- **Supporting** Visit NC on new flight launch from Calgary to Raleigh.
- **Executing** an approved plan with intimate events.

Leisure Sales

- **Distribution** of June newsletter and providing content to Baxter Media
- **Present** Baxter campaign to replace agent trainings.
- **Prospecting** trade for Fall Global Summit – focus on buyers interested in Sports & Entertainment.

Market Update

ECONOMIC LANDSCAPE

- **Canadian dollar pushes through 73 cents U.S. on more tariff turmoil and possible Bank of Canada hold:** The loonie broke through 73 cents U.S. for the first time since October 2024, continuing an ongoing reversal of fortune against its United States counterpart. The Canadian dollar is now up six percent from an almost 10-year closing low of 68.8 cents U.S. on Jan. 31. On Friday, U.S. President Donald Trump announced he would increase tariffs on steel and aluminum to 50 percent from 25 percent currently. That move, plus resurgent trade tensions between the U.S. and China, has pushed the greenback down against a basket of currencies that includes the Canadian dollar. ([source](#))
- **Canadian GDP growth slowing under the surface but not contracting:** The OECD projects that Canada's economic growth will slow from 1.5 per cent in 2024 to 1.0 per cent in 2025 and 1.1 per cent in 2026 because of trade tensions with the U.S., long its largest export market. The organization also expects that business investment and exports will decline this year, and that a weak labour market will weigh on Canadian households' spending behaviour. ([source](#))
- **Thousands evacuated in three Canadian provinces as wildfires continue:** More than 25,000 residents in three provinces have been evacuated as dozens of wildfires remain active and affect air quality in parts of Canada and the US, according to officials. Most of the evacuated residents were from Manitoba, which declared a state of emergency last week. About 17,000 people there were evacuated by Saturday, along with 1,300 in Alberta. About 8,000 people in Saskatchewan had been relocated as leaders there said the number could climb. Smoke was reducing air quality and reducing visibility in Canada and into some US states along the border on Sunday. ([source](#))
- **Donald Trump's steel tariffs prompt anger and warnings of 'catastrophic' job cuts in Canada:** Canada's steel industry warned of "catastrophic" job losses, factory slowdowns and supply chain disruption after US President Donald Trump doubled tariffs on imports to 50 per cent. Canada is the largest supplier of steel and aluminium to the US, accounting for nearly a quarter of US steel imports in 2023 and about half of aluminium imports last year. Meg Gingrich, assistant to the national director for the United Steel Workers, agreed, saying the move could deliver a "potentially devastating blow" to the industry. Both organizations are calling on the federal government to take strong action and reinstate counter tariffs immediately, but some are hoping for a more measured response. ([source](#))

TRAVEL TRENDS

- **U.S. senators urge Canada to "give us another chance" on trade & tourism:** A group of bipartisan U.S. senators who visited Ottawa over the weekend expressed a strong desire to strengthen ties with Canada, despite recent attacks from U.S. President Donald Trump. As reported by Global News, the only Republican in the group appealed to Canadians to "give us another chance." During their visit Friday (May 23), the five senators held talks with Prime Minister Mark Carney, who emphasized the need for a renewed economic and security alliance with the U.S., while also acknowledging that the era of "deep integration" between the two nations has come to an end. The American lawmakers emphasized that the enduring relationship between Canada and the U.S. should be preserved, stressing that cooperation in areas like trade, tourism, and defense remains essential. ([source](#))

- **Trade tensions are redrawing Canadians' travel map**

The travel season is looking different for many Canadians – instead of going to the U.S., more are opting for domestic or other international destinations this year. The “buy Canadian” movement, sparked by consumers' discontent with disruptive U.S. trade policies showed up in early travel data from Statistics Canada, which points to a persistent decline in the number of Canadians returning from the U.S. in 2025. April saw the steepest drop with number of Canadians flying back from the U.S. falling 20% year-over-year, while land travel from the U.S. slumped by an even larger 26%. ([source](#))

- **Upstate N.Y. tourism operators offering discounts to win back Canadians**

Promotion aims to woo 'northern neighbors' angered by Trump trade war. From upscale lodges to a bike tour company offering "summer camp for people who love bikes," tourism operators in Upstate New York are offering "northern neighbor discounts, hoping to win back Canadians boycotting U.S. travel due to Trump's trade war. These deals were highlighted in an email last week from the Regional Office of Sustainable Tourism (ROOST) in Lake Placid asking their "dear friends in Canada" to return. ([source](#))

- **U.S. Destinations Continue to Show Love and Warm Welcomes for Canadian Travelers**

As part of our ongoing efforts to support our members through this challenging time, the Discover America Canada Committee board has compiled the following real-world initiatives being undertaken by U.S. destinations and lawmakers to let Canadians know they are welcome and appreciated.

- [Governor Newsom and Visit California launch international tourism campaign welcoming Canadians to experience the warmth and love of the Golden State](#)
- [Colorado governor Polis celebrates inaugural Colorado Canada Friendship Day](#)
- [Gov. Pritzker appeals to Canadians to visit Illinois](#)
- [Gov. Pritzker Invites Canadian Travelers to Enjoy Illinois](#)
- [Palm Springs sends message reminding Canadians of love and welcoming](#)
- [Washington State legislature adopts resolution underscoring critical economic ties between Washington state and Canada](#)

AIRLINE UPDATES

- **Air Transat adds winter sun routes from three Canadian gateways:** Air Transat has added three new departure points in Canada for winter 2025-2026. Weekly flights have been added from Windsor (YQG) to Punta Cana (PUJ), and from Charlottetown (YYG) and Fredericton (YFC) to Cancun (CUN). ([source](#))

- **Air Canada lowers financial forecast amid declining cross-border travel**

Air Canada lowered its financial forecast for the year as travellers shy away from trips to the United States, pushing the country's largest airline to boost flight capacity outside America and rein in costs amid bigger quarterly losses. The airline reported a \$150 million loss in the first quarter of 2025, which is up from a \$96 million loss last year, despite stable operating revenue, it was revealed Thursday (May 8). ([source](#))

- **WestJet suspends nine U.S. routes due to lower demand:** WestJet is pausing nine routes between the U.S. and Canada as demand dampens for travel between the two countries. A spokesperson for the airline confirmed the following suspensions in an email to CBC News:

- Vancouver-Austin (May through October)

- Calgary-Fort Lauderdale, Edmonton-Chicago; St. John's-Orlando; and Winnipeg-Orlando (June)
 - Kelowna-Seattle-Tacoma and Winnipeg-Los Angeles (June through August)
 - Edmonton-Atlanta; and Winnipeg-Las Vegas (July through August)
- **Canadians could stay visa-free longer in U.S. under proposed bill**
 The Canadian Snowbird Visa Act, introduced at the end of April, would provide the longer timeframe for those aged 50 and over who both maintain a home in Canada and either own or lease a U.S. residence. The politicians who sponsored the bill said the aim is to help boost the U.S. economy and revive the flow of Canadian tourists coming to the country, which has plunged sharply amid the strain in Canada-U.S. relations that has emerged since the re-election of President Donald Trump. ([source](#))

TRAVEL TRADE UPDATES

- **Outbound Canada—Summer Travel Intention Report- 2025**
 According to the most recent travel intentions survey, more than two-thirds of Canadians are planning to take a leisure trip this summer (68%). One-quarter of the trips planned for this summer include an outbound destination.
 - Compared to the overall outbound market, a larger share of reported trips to the Asia-Pacific will occur later in the season.
 - **Additional Findings include**
 - Increase in the 18-34 age group
 - Family and first-time travel visitors is down
 - Solo travel is up
 - The exchange rate is highly correlated with US travel demand
 - Travel budget remains a priority - Affordability is key
 - Reports still show that travel is still a priority, but they are looking for a deal and will find alternatives to hotel stays (stay with family, short-term rentals) and book airfare deals, etc.
- **Outbound Travel Stats in April.** Canadian arrivals have plummeted by 20.2 percent, with land border crossings in April dropping a staggering 35.2 percent compared to the previous year, reports Statistics Canada. Air travel from Canada fell by 19.9 percent over the same period. ([source](#))
- **Cross-border travel from Canada to U.S. down 35% by automobile and 20% by air**
 Cross-border travel has taken another nosedive, according to Statistics Canada's April 2025 numbers. Once again, Canadian-resident return trips from the U.S. by automobile showed the biggest decline, by 35.2%. It is the fourth consecutive month of year-over-year declines. Meanwhile Canadian-resident return trips from the U.S. by air dropped 19.9%, compared with the same month in 2024 ([source](#))

Air Canada

| Route | Change in frequency | Previous month's frequency | Frequency from June 1 |
|---------------------------------|---------------------|----------------------------|-----------------------|
| Toronto to Atlanta (ATL) | None | 2-3x daily | 1x daily |

| | | | |
|-------------------------------------|----------|-------------------|-------------------|
| Montreal to Atlanta (ATL) | None | 1x daily | 1x daily |
| Toronto to Charlotte (CLT) | Increase | No direct flights | 1x daily |
| Toronto to Nashville (BNA) | None | 2x daily | 2x daily |
| Montreal to Nashville (BNA) | None | No direct flights | No direct flights |
| Toronto to Raleigh (RDU) | Decrease | 3x daily | No direct flights |
| Montreal to Raleigh (RDU) | Decrease | 1x daily | No direct flights |
| Toronto to St. Louis (STL) | Decrease | 2x daily | 1x daily |
| Montreal to St. Louis (STL) | Decrease | 1x daily | No direct flights |
| Toronto to Charleston (CHS) | Increase | No direct flights | 1x daily |
| Vancouver to Charlotte (CLT) | None | No direct flights | No direct flights |

Air Transat

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

JetBlue

| Route | Change in frequency | Previous month's frequency | Frequency from June 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 June 1 |
|-------------------------------------|---------------------|----------------------------|-----------------------|
| Toronto to Atlanta (ATL) | None | 5x daily | 5x daily |
| Montreal to Atlanta (ATL) | None | 2x daily | 2x 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 June 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 June newsletter content by June 10, 2025 and send relevant stories, pitches and what's new to laura@reachglobal.ca and karly@reachglobal.ca.