

CANADA REPORT

July 2025

TRAVEL SOUTH USA



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I. Canada Overview

Conference Board of Canada Data

- A little more than 7.06 million Canadians returned home from an overnight transborder trip from Jan-May 2025, a 16.8 per cent drop compared to 2024.
- Trips by air surpassed 4.1 million, compared to 4.6 million last year (-10.9%). Canadians also made 2.76 million trips by auto, compared to 3.6 million in 2024 (-24.0%).
- The first month of the summer travel season (May) saw 1.28 million Canadians return home from an overnight transborder trip, compared to 1.7 million in 2024 (-25.6%).
- Forty-two per cent of the activity recorded during the month was auto trips compared to 52 per cent last year and 48 per cent in May 2019.

Economic Landscape

- Bank of Canada holds steady at 2.75% amid core inflation concerns
- Trade friction fuels budget strain and economic recalibration
- Business sentiment stabilizes, but investment remains cautious
- GDP weakness offset by resilient export dynamics

Travel Trends

- Carney's 'Canada Strong Pass' to come into effect on June 20
- Air Canada Launches Motorcoach Service from Kingston to Toronto Pearson
- Flying High Again: Canadian Air Travel Hits 96% of Pre-COVID Levels

Travel Trade + Airlines Updates

- Porter Airlines Secures More Embraer E195-E2 Planes for 2025.
- Air Canada and ITA sign off on codeshares.
- WestJet expands winter schedule with five new sun destinations.
- Bleisure travel booming among multiple age groups: study.
- WestJet Vacations launches dedicated travel advisor resource portal.
- WestJet to cancel flights from Ottawa to Winnipeg, Fort Myers this winter.
- Travel advisors report increase in last-minute bookings: survey.
- Canadian permanent residents face new US visa fee.
- Canadians' domestic travel spend set to double year-on-year growth: WTTC
- How Canadians are keeping travel alive.

II. Executive Summary

- Trade sales calls
- Marketing
- Media meetings
- Monitoring market landscape

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1. COMMUNICATION & PR

Communication & PR	Annual KPIs Target	KPI Achieved This Month	KPI Achieved to Date
Media Meetings	50	6	6
No. of Articles Generated	60	6	6
Impressions	55,000,000	11,308,101	11,308,101
Global Media Marketplace & FAMs	7	-	-
Travel South USA PR Newsletters	10	-	-
Open rate for Newsletters/leads generated	20%	-	-
Facebook	40	-	-
Instagram	20	-	-

Media Coverage

- FY25-26 CoverageBook: <https://travelsouthusa.coveragebook.com/b/cc3dd1a010f4af6e>
- Earned Media Tracker: https://docs.google.com/spreadsheets/d/1iXIVVSoZhnK86xS29VGUxHSqco5zGrCu/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
Marlon Moreno	BOLD Magazine	Engaged in a conversation around culturally rich travel storytelling, with a strong interest in spotlighting Black-owned businesses and experiences across the South.	Follow up with curated content showcasing Black-owned destinations, culture-forward itineraries, and stories rooted in diversity and inclusion, aligned to a Canadian lens.
Michael Pihach	PAX News	Expressed enthusiasm for luxury and lifestyle-focused Southern travel, with particular interest in state-to-state road trips and emerging winter getaway	Share hotel and experience roundups ideal for Canadian travelers seeking elevated road trip extensions and off-season

		destinations.	escapes.
Nancy Benetton-Sampath	PAX News	Receptive to high-impact, visual-forward editorial featuring culinary storytelling and boutique accommodations.	Provide a package of chef-driven narratives, standout dining experiences, and stylish, editorial-ready properties across the South.
Michael Baginski	Travel Industry Today	Discussed broader Canadian travel behaviours and the importance of clear brand differentiation. Curious about how Southern states are positioning themselves.	Deliver updated Canadian travel insights and highlight how Travel South USA stands out through culinary vibrancy, access, and community-first storytelling.
Mitch McClung	Baxter Media	Interested in destination updates that serve both travel agent education and consumer engagement, particularly those tied to airlift and new experiences. Confirmed media attendance to International Showcase 2025.	Share trade-facing content including event calendars, hotel and attraction updates, and resources supporting agent bookings and itinerary planning.
Samantha Peksa	Post Media	Open to exploring Canadian connections in the South, especially stories featuring expats, talent, or creatives with compelling cross-border narratives.	Follow up with potential interview leads (e.g., Canadian chefs or entrepreneurs) and lifestyle storylines that tie Canadian identity to Southern culture.

Discover America Canada 2025 Garden Reception at the U.S. Consul General's Residence



Karly Melo & Charmaine Singh with Chris Alexander, US Commercial Services; Baxter Hunt, US Consul General & his wife



Karly Melo with Mitch McClung, Baxter Media & Viktor Spysak, Air Canada

Global Media Marketplace & Summit 2026

NAME	PUBLICATION	STATUS	EXPECTED COVERAGE	FAM CHOICE

Editorial Newsletter

- Resuming in September 2025

Mini-Media Mission

From September 22 to 25, Travel South USA will lead a high-impact intimate media mission across Toronto and Montreal, hosted by President & CEO Liz Bittner. Centered around the curated theme "Table of 12: Food for Thought," this mission is designed to foster intimate, meaningful conversations with top-tier Canadian media through the universal language of Southern hospitality and cuisine.

Over shared meals and signature Southern flavours, we'll spotlight the region's culinary depth, cultural richness, and diverse storytelling opportunities—connecting editors to the soul of the South. With a focus on slow travel, local voices, and road trip-ready itineraries, the mission will reinforce Travel South's distinct identity in a crowded market.

In today's Canadian landscape, personalized, under-the-radar experiences are what resonate—especially among younger, culturally curious audiences. These intimate gatherings aim to cut through the noise, build editorial relationships that convert to coverage, and position the South not just as a destination, but as a feeling worth discovering.

Marketing

Toronto Star

- Reengaging with Alabama/Birmingham to launch their campaign which was paused in February. Edits to original content is underway.

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 – *launched Aug 5* - <https://www.travelcourier.ca/autumn-in-arkansas-is-always-a-good-idea/>
- Kentucky
- South Carolina
- West Virginia

Platform: *TravelCourier.ca***Timing:** 2-month campaign (August & September)**Purpose:** *This campaign replaces the previously planned agent trainings for the above states.***Components:**

- 1 Baxter produced article, optional 3 additional State produced articles
- Banner Ads (rotated throughout microsite during each 2-week feature)
- Email Blasts to Canadian travel agents
- Social Media Posts via Baxter Media channels

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	9	9
International Showcase & FAMs participants	4	3	3
Travel South Travel Trade Newsletter	10	-	-
Open rate for Newsletters/leads generated	25%	-	-

Leisure Contacts (phone calls, emails, personal meetings)

Name	Company	Purpose of Meeting	Follow-up/Next step
Maryssa Lessard	GVQ	Discussed the Int'l Showcase, booking trends, and training opportunities. They reported an uptick in some US tours but declined participation this year, citing last year's attendance and soft demand. They remain open to future	Follow up on any additional information required.

		collaborations and expressed interest in participating in 2026.	
Pam Lepe	AMA Travel	Confirmed participation for the Int'l Showcase. Noted that certain destinations in the US have steady bookings; however, there is a noticeable uptick in bookings within Canada and Europe.	Ongoing follow up on event logistics
Terry Kaszas	CAA Saskatchewan	Confirmed participation for the Int'l Showcase and expressed optimism about growing US travel demand. They reported steady summer US bookings with some softness compared to last year but remain optimistic about the ongoing recovery.	Ongoing follow up on event logistics
Al Qanun	Comfort Tour	Reported their tours are currently operating at approximately 50% capacity due to ongoing market challenges. While they are unable to participate this time, they remain open to future opportunities as demand gradually improves.	Follow up on any additional information required.
Christine Paulin	Voyages Gendron	Declined participation for the Int'l Showcase, citing scheduling conflicts and limited team capacity. They remain open to future opportunities as US travel demand stabilizes.	Follow up on any additional information required.
Michelle Boucher	Authentik USA	Declined attendance to Int Showcase due to a scheduling conflict. They hope to attend next year. Reported a decline in US road trip tours as many of their clients opt to stay in Canada.	Follow up on any additional information required.

Valerie Cloutier	CAA Quebec	Declined participation due to soft travel volume and difficulty releasing staff during the holiday season.	Follow up on any additional information required.
Marlee-Rose Jourdain	Omnitour	Due to new travel policies, some student groups are being reevaluated. Planning is underway for Spring Break 2026, but there is limited bandwidth to attend the show. There is a strong interest in expanding southern travel offerings for students that involve education and a cultural component.	Follow up on any additional information required.
Blair Jerrett	Maritime Travel	Declined attendance to Int'l Showcase due to blackout travel dates. Reported that US travel is slowly picking up but remains below expectations. They continue to monitor market conditions and remain interested in future opportunities to grow their offerings.	Follow up on any additional information required.

Newsletters

- Resuming in September

International Showcase 2024

NAME	COMPANY	STATUS
Dan Sombach	AMA Travel	Confirmed
Terry Kaszas	CAA SASKATCHEWAN	Confirmed
Ted Davis	Baxter Media (journalist)	Confirmed
Shirley Bu	Voyages Vasco	<i>Tentative</i>
Lise Seprus	Senior Discovery Tours	<i>Tentative</i>
Mathiew Madeiros	Travel Best Bet	<i>Tentative</i>
Christine Paulin	Voyages Gendron	Declined - scheduling conflicts with peak booking season.
Michelle Boucher	Authentik USA	Declined – due to low demand on US travel

		combined with scheduling conflicts
Sophie Labelle	CAA Quebec	Declined - due to ongoing US market challenges and focus on performing destinations.
Etienne Moissette	Omnitour	Declined —due to school board advisories.
Tim Macdonell	Elite Sports Tours	Declined – already traveling/conflicts with peak sports season.
Al Qanun	Comfort Tour	Declined - limited staff and slower US sales led to a decision not to attend this year.
Maryssa Lessard	GVQ	Declined – attended last year, hopes to return for 2026 when demand is back up.
Julien Yessine	Expression Voyages	Declined - attended last year. The focus is shifted to other markets as US bookings slowly recover.
Hayden Nagel	NHG Tours	Declined – limited operational bandwidth.
Blair Jerrett	Maritime Travel	Declined - blackout travel dates due to peak on holiday season
Simone James	TravelBrands	TBC – follow up required.
Yves Banville	Tours Chanteclerc	TBC – follow up required.
Fanny Spanu	Toundra Voyages	TBC – follow up required.
Stacey Ludlow	Kensington Tours	TBC – follow up required.

Looking Ahead at August 2025

Communication & PR

- **Ongoing media meetings** and **pitching** to obtain coverage.
- **Executing** an approved plan for mini-media mission in September.
- **Compile** new guidelines for coverage monitoring through CoverageBook.
- **Managing** social content calendar.

Leisure Sales

- **Prospecting** trade for Fall Global Summit – focus on buyers interested in Sports & Entertainment.

Market Update

CONFERENCE BOARD OF CANADA DATA

- A little more than 7.06 million Canadians returned home from an overnight transborder trip from Jan-May 2025, a 16.8 per cent drop compared to 2024.
- Trips by air surpassed 4.1 million, compared to 4.6 million last year (-10.9%). Canadians also made 2.76 million trips by auto, compared to 3.6 million in 2024 (-24.0%).
- The first month of the summer travel season (May) saw 1.28 million Canadians return home from an overnight transborder trip, compared to 1.7 million in 2024 (-25.6%).
- Forty-two per cent of the activity recorded during the month was auto trips compared to 52 per cent last year and 48 per cent in May 2019.

What does this mean?

- While all modes of travel to the U.S. are down, auto travel is declining more sharply.
- Air travel is more resilient, recovering faster and now accounting for a larger share of trips.
- The long-term trend shows a continued shift away from drive trips, with air becoming the dominant mode of Canadian transborder travel.

Transborder Travel by Mode, All Trip Purposes (Jan-May)

YTD	U.S. Auto	U.S. Non-Auto	TOTAL U.S.
2019	3,913,015	4,213,138	8,126,153
2024	3,635,923	4,848,331	8,484,254
2025	2,764,099	4,297,808	7,061,907
% change (vs 2024)	-24.0%	-11.4%	-16.8%
% change (vs 2019)	-29.4%	2.0%	-13.1%

Source: CBSA Frontier Counts

ECONOMIC LANDSCAPE

Canada's economic and travel outlook this month reveals a nation in cautious recovery mode, with key signs of resilience and strategic momentum in both domestic and outbound travel.

Despite holding the overnight interest rate at 2.75%, the Bank of Canada's steady hand suggests growing confidence that inflation is gradually stabilizing. Core inflation remains elevated, but the broader market is already pricing in potential rate cuts later this year—providing relief to consumers and stimulating future demand. Meanwhile, trade-related fiscal challenges and cautious business investment reflect a recalibrating economy—one that's leaning into exports and finding equilibrium despite ongoing tariff tension with the U.S.

- **Bank of Canada holds steady at 2.75% amid core inflation concerns**
As of the July 30 policy meeting, the Bank of Canada kept the overnight rate unchanged at 2.75%, marking its third consecutive hold. While headline inflation stands near target at 1.9%, the core CPI-median rose to 3.1%, signaling persistent domestic price pressures. Despite soft economic signals—including a technical recession in Q2—analysts expect at least two rate cuts later this year if inflation eases. ([Reuters](#))

- **Trade friction fuels budget strain and economic recalibration**
With escalating uncertainty over potential U.S. tariffs (reaching up to 35%) and ongoing negotiations ahead of the August deadlines, Canada's federal budget deficit surged to CAD 6.5 billion in the first two months of the 2025–26 fiscal year. Revenues were stagnant, while government spending rose, highlighting the fiscal impact of trade tensions. ([Reuters](#))
- **Business sentiment stabilizes, but investment remains cautious**
Despite rising input costs from U.S. tariffs, many firms remain reluctant to hike prices due to weak demand, compressing profit margins. Confidence among small- and medium-sized enterprises is slowly recovering, though capex plans remain subdued. Hiring and investment decisions are being made conservatively. ([RBC](#))
- **GDP weakness offset by resilient export dynamics**
Canada's economy contracted by an estimated 0.5% in Q2 after a sharp drop in April, driven partly by oil production disruptions and softened retail sales. However, exports held up relatively well, supported by "tariff front-running" through Q1, helping GDP growth rebound in June. Businesses and economists warn that further progress in U.S. trade talks will be critical to avoid a deeper downturn. ([Vanguard](#))

TRAVEL TRENDS

While Canada's new Canada Strong Pass promotes domestic travel through August—with free and discounted access to cultural sites and rail travel—it's a short-term campaign aimed at boosting national unity, not a fundamental shift in outbound travel behaviour. The bigger story? Canadian demand for international travel, especially to the U.S., remains strong and steady.

Canadian air travel is now at 96% of pre-pandemic levels, driven largely by cross-border and international routes. Domestic travel, by contrast, has plateaued—indicating a continued preference for more aspirational, global experiences. Air Canada's expansion of multi-modal services, including its new Kingston–Toronto motorcoach connection, further enhances accessibility and reinforces confidence in outbound recovery.

Importantly, the luxury segment is leading the rebound. Affluent Canadian travelers continue to prioritize premium travel experiences—from high-end wellness resorts to elevated culinary escapes—and U.S. destinations offering curated, exclusive, and values-aligned itineraries are well-positioned to capture this audience. As Florida and California gain traction again, this underscores the need for other sun destinations to double down on storytelling, exclusivity, and emotional resonance to stay competitive.

With Canadians seeking meaning, comfort, and distinction in their travels, now is the time for U.S. destinations to lean in—with purpose, polish, and the kind of cultural richness that cuts through the noise.

- **[Carney's 'Canada Strong Pass' to come into effect on June 20](#) (CTV News)**
The federal government will launch the Canada Strong Pass on June 20, running through August, as part of its initiative to promote domestic tourism and national unity. The pass will offer free Via Rail seats for youth under 18 traveling with parents, free access to national galleries, museums, and historic sites, and discounted admission for Canadians aged 18–24. It will also include reduced camping fees in national parks for all Canadians. Positioned as a response to rising U.S.

tensions, the pass aims to encourage families to explore Canada this summer while fostering a stronger national identity. Full program details are expected to be announced shortly.

- **[Air Canada Launches Motorcoach Service from Kingston to Toronto Pearson](#) (Travel Pulse)**

Air Canada is expanding its multi-modal travel service to include Kingston, Ontario, connecting the city's Norman Rogers Airport (YGG) with Toronto Pearson International Airport (YYZ) via luxury motorcoach.

- **[Flying High Again: Canadian Air Travel Hits 96% of Pre-COVID Levels](#) (Travel Pulse)**

Canadian airports handled 156.7 million passengers in 2024 - a 4% increase from the previous year—driven largely by growth in international and U.S. travel, while domestic travel remained flat. Passenger volumes at major airports rose modestly, though slower than 2023's surge, as the industry faced ongoing challenges like inflation and pilot shortages.

TRAVEL TRADE + AIRLINE UPDATES

Porter Airlines and WestJet continue to build air access across North America, while Air Canada's new codeshare agreement with ITA expands transatlantic reach. Bleisure travel is booming across generations, and dedicated advisor portals like WestJet Vacations' new launch signal renewed investment in trade readiness. Travel's role in Canada's economy is also expanding, with WTTC forecasting a record \$183 billion in sector contribution and support for 1.8 million jobs in 2025.

- **Porter Airlines Secures More Embraer E195-E2 Planes for 2025.** The airline continues to expand its network across North America, with forty-six E195-E2s delivered to Porter so far, from a total of 75 confirmed orders and an additional 25 remaining purchase options.
- **Air Canada and ITA sign off on codeshares.** Air Canada and ITA Airways announced on Tuesday a significant milestone in their partnership with a codeshare agreement, providing customers with more convenient travel options when flying between Canada and Italy, and beyond.
- **WestJet expands winter schedule with five new sun destinations.** The Canadian air carrier is adding Panama City, Panama; Guadalajara, Mexico; Tepic (Nayarit), Mexico; Havana, Cuba; and Managua, Nicaragua to its roster in addition to other new routes. The schedule also marks Mexico City's first winter season of operation since becoming a year-round service.
- **Bleisure travel booming among multiple age groups: study.** According to new national survey data from Corporate Traveller Canada and YouGov, 24 per cent of Canadian business travellers aged 45 to 60 now regularly blend work and leisure on their trips, just slightly behind the 28 per cent of Gen Z travellers doing the same. This trend isn't limited to business travellers either. A related survey by **Flight Centre**, also conducted with YouGov, found that 63 per cent of Canadian workers planning to travel in 2025 are open to mixing business with leisure, and nearly one-third (32 per cent) have already done so.
- **WestJet Vacations launches dedicated travel advisor resource portal.** WestJet Vacations has introduced a new way to support Canadian travel advisors with the launch of an enhanced resource portal. Designed to make booking vacations easier and more efficient, the new WestJet Vacations Agent Portal offers a centralized hub for tools, updates, and essential information.
- **WestJet to cancel flights from Ottawa to Winnipeg, Fort Myers this winter.** The airline confirmed on Thursday (July 24) that these direct routes from the Ottawa International Airport (YOW) will be cancelled. "In response to shifting demand, WestJet has reallocated flying from some routes in favour of added connectivity and frequency for others within Canada,

internationally between Canada and Europe, and between Canada and popular sun destinations where demand has held strong or increased,” WestJet told the outlet in a statement.

- **Travel advisors report increase in last-minute bookings: survey.** A recent survey conducted by TRAVELSAVERS Canada reveals a notable increase in last-minute travel bookings, prompting Canadian travel advisors to guide clients toward summer and shoulder-season vacations.
 - Forty-six per cent of advisors are reporting a normal amount of last-minute bookings, while nine per cent are reporting a higher-than-normal number of last-minute bookings, the survey shows.
 - Over one-third (38 per cent) say they are not seeing last-minute bookings this year.
- **Canadian permanent residents face new US visa fee.** Canadian permanent residents must now pay a US\$250 “visa integrity fee” to enter the U.S. as part of the government’s new “Big Beautiful Bill” legislation, which in part aims to tighten border security. While most Canadians will not be affected by the visa integrity fee, it applies broadly to non-immigrant visa holders, which includes permanent residents of Canada.
- **Canadians’ domestic travel spend set to double year-on-year growth: WTTC.** Canada’s travel and tourism sector is forecast to contribute almost \$183 billion to the economy in 2025. That’s a record-setter, according to the World Travel & Tourism Council and its just released Economic Impact Research (EIR). The sector is also set to support 1.8 million jobs in 2025, a figure the WTTC calls “a major milestone”, one that underlines travel and tourism’s role as key to Canadian labour market and reflects continued strength in Canada’s travel and tourism industry.
- **How Canadians are keeping travel alive.** Canadians are finding alternative ways, including how they travel and making lifestyle trade-offs, to sustain their ability to travel, according to a recent survey for FlightHub:
 - The poll of 1,500 adults living in Canada who had flown at least once in the past two years, revealed that travel remains important, even if it now requires greater flexibility, trade-offs and financial planning.
 - The younger generations are also slightly more likely to spend a greater percentage of their revenue into their yearly adventures, with around a third of Gen Z (34%) and Millennials (30%) saying they dedicate between 11 to 25% of their disposable income to travels.
 - Canadians, and especially younger ones, have been finding workarounds to make travel more affordable.
 - At the same time, the commitment to travel extends beyond budgeting. According to the survey, a fifth (20%) of respondents are actively seeking jobs that offer more flexibility to accommodate their travel plans throughout the year.

Air Canada

Route	Change in frequency	Previous month’s frequency	Frequency from August 1
Toronto to Atlanta (ATL)	Increase	2x daily	3x daily
Montreal to Atlanta (ATL)	Decrease	2x daily	1x daily

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

Air Transat

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

JetBlue

Route	Change in frequency	Previous month's frequency	Frequency from July 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 July 1
Toronto to Atlanta (ATL)	None	5x daily	5x daily
Montreal to Atlanta (ATL)	Increase	2x daily	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 July 1
Toronto to Charleston (CHS)	None	No direct flights	No direct flights
Vancouver to	None	No direct flights	No direct flights

Charlotte (CLT)			
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