



TRAVEL SOUTH  USA

Canada

Program of Work

CANADA

MARKET OVERVIEW

Strategic Focus Areas

Zero in on Canada's Power Provinces: Prioritize high-impact efforts in Ontario and Quebec—where volume and influence are strongest—while unlocking growth potential in Atlantic and Western Canada with targeted, high-conversion initiatives.

Capture the Next-Gen Explorer: Engage travelers under 40 who seek more than just a vacation—they want immersive experiences driven by food, music, sports, outdoor adventure, and meaningful cultural connection.

Lead with Southern Soul: Spotlight the “All Y’all Are Welcome” message to reinforce the South’s signature hospitality—embracing diversity, inclusivity, and warmth in every story and experience.

Tell Stories That Matter: Deliver niche, value-driven storytelling that brings the South’s culinary icons, creative communities, and rich culture to life—showing Canadian travelers that unforgettable experiences don’t have to break the bank.

Media Engagement Strategy:

Cross promotion of bilingual (English/French) story angles using content from states in newsletters, press releases and social

Engage key Canadian outlets and influencers through editorial and PR.

Quarterly VIP events and bespoke media gatherings to reinforce Southern destination awareness

Collaborate with Canadian micro-influencers - State participation required.

Host curated media at key trade events (International Showcase, Global Summit)

Trade Engagement Strategy:

Host curated tour operators at International Showcase

Exclusive event access (webinars, giveaways, Uber Eats tie-ins)

Intimate in-person gatherings, potentially in Toronto, to engage directly and drive conversion.

Digital & Social Consumer Outreach:

Follower Growth Through Localized Voice: Use a distinctly Canadian voice and references in copywriting, leverage Canadian creators, and promote content during high travel planning periods to steadily increase followers and relevance in the market

Engagement-Driven Social Campaigns: Launch interactive social content (polls, giveaways, “this or that” stories, user-generated content) to spark engagement and grow a loyal Canadian fanbase, especially in key provinces like Ontario and Quebec.

Consistent, Canada-Focused Weekly Content: Develop and publish weekly posts tailored to Canadian travel interests—highlighting road trips, seasonal getaways, and authentic Southern experiences—to build brand familiarity and inspire trip planning.

Out of Scope Opportunities :

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KPI's & GOALS	
Project	KPI
TRADE	
Tour operator meetings	20
International Showcase & FAMs participants	4
Travel South Travel Trade Newsletter	10
Open rate for Newsletters/leads generated	25%
Managed Media	
Media Meetings	50
No. of Articles Generated	60
Impressions	55M
Global Media Marketplace & FAMs	7
Travel South USA PR Newsletters	10
Open rate for Newsletters/leads generated	20%
Social Posts - Owned Channels	
Facebook	
# of Posts	6 per month
Reach	TBC
Impressions	TBC
Engagements	TBC
Consumer Campaigns	
Hopper International	
Partner Engagement	
Alabama Highlighted Activation	
Arkansas Highlighted Activation	
Kentucky Highlighted Activation	
Mississippi Highlighted Activation	
Missouri Highlighted Activation	
North Carolina Highlighted Activation	
South Carolina Highlighted Activation	
Tennessee Highlighted Activation	
ROTS Highlighted Activation	

2025

Country	Category	Date	Description	Location
Canada	Trade & Media	July-Aug, 2025	Baxter Media Microsite Deployment	Toronto, ON
Canada	Media	September 22-25, 2025	Media Blitz: Southern Sips & Bites – A Michelin Moment	Toronto + Montreal
Canada	Media & Trade	December 2025	Influencer campaign	TBC
Canada	Media & Trade	December 2025 - TBC	Discover America Canada Holiday Event	Toronto, ON
Canada	Trade	Nov 30 - Dec 4, 2025 + Dec 4-	Travel South International Showcase	Kansas City, MO + FAMs

2026

Country	Category	Date	Description	Location
Canada	Trade & Media	January 2026	Newsletter deployment	Toronto, ON
Canada	Trade & Media	February 2026	Media Blitz: Garden to Glass: Spring Harvest Social rooftop greenho	Toronto + Montreal
Canada	Trade & Media	January 2026	Newsletter deployment	Toronto, ON
Canada	Trade & Media	February 2026	Newsletter deployment	Toronto, ON
Canada	Trade & Media	March 2026	Newsletter deployment	Toronto, ON
Canada	Media & Trade	March 2026	Influencer campaign	TBC
Canada	Trade	April 23-30, 2026	Travel South Global Media Marketplace	Mobile, AL + FAMs
Canada	Trade & Media	May 2026	Newsletter deployment	Toronto, ON
Canada	Trade & Media	June 2026	Newsletter deployment	Toronto, ON