

# CANADA REPORT

## October 2025

TravelSouth  
All Y'all Are Welcome **USA**

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# I. Canada Overview

## Conference Board of Canada Data

- From January to August 2025, outbound arrivals to the United States totaled 11,247, reflecting a year-over-year decline compared to 14,105 arrivals during the same period in 2024 — a decrease of approximately 20.2%.
- Looking at the shorter period, January to July 2025 recorded 9,671 arrivals, meaning that an additional 1,576 arrivals occurred from January to August 2025, representing a 15% increase from the previous month's report.
- While August showed a modest rebound, overall visitation to the U.S. remains below 2024 levels. Monitoring trends through the final quarter of 2025 will be critical to determine whether this downward trend stabilizes or reverses.

## Economic Landscape

- Carney says Canada should prepare for 'sacrifices' as he outlines plan for budget
- Budget will allocate millions to create and protect jobs: Minister of Jobs and Families
- Bank of Canada expected to cut rates again as trade turbulence persists
- Canada's annual inflation rate rose to 2.4% in September as grocery prices keep creeping up
- Canadian home sales slumped in September for 1st time since April

## Travel Trade + Airlines Updates

- Air Canada makes 'difficult decision' to cut hundreds of management jobs
- Air Canada announces 4 new U.S. routes out of Toronto's Billy Bishop airport



# 1. COMMUNICATION & PR

Communication & PR	Annual KPIs Target	KPI Achieved This Month	KPI Achieved to Date
Media Meetings	50	13	52
No. of Articles Generated	60	3	18
Impressions	55,000,000	119,493	10,228,892
Global Media Marketplace & FAMs	5	3	3
Travel South USA PR Newsletters	10	1	2
Open rate for Newsletters/leads generated	20%	29.3%	29.3%
Facebook	40	4	8
Instagram	20	4	8

## Media Coverage

- FY25-26 CoverageBook: <https://travelsouthusa.coveragebook.com/b/cc3dd1a010f4af6e>
- Earned Media Tracker: [https://docs.google.com/spreadsheets/d/1jXIVVSoZhnK86xS29VGUxHSqco5zGrCu/edit?usp=drive\\_link&oid=100437309667561831242&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1jXIVVSoZhnK86xS29VGUxHSqco5zGrCu/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
Noa Nichol	VITA Daily	Discussed destination coverage opportunities. Noa expressed interest in “newness” and “uniqueness” angles, particularly untold or emerging U.S. destinations.	Keep in mind for a feature in Q3 2026 highlighting emerging cultural or culinary experiences across the South.
Simone Paget	Toronto Sun	Discussed lifestyle and relationship travel features. Simone is interested in destinations that blend romance, adventure, and atmosphere.	Position Travel South USA as a romantic or “connection” destination through culture, music, and

			food — potential fit for her “Sex Files” column or lifestyle travel story.
Jim Byers	Freelance – Open Jaw, Toronto Star, Costco Travel, etc.	Discussed U.S. travel coverage and storytelling preferences. Jim prefers authentic, cultural, and immersive experiences.	Keep in mind for a heritage or culture-based FAM trip exploring authentic local communities, small towns, and regional cuisine.
Wayne Hansen	Freelance Journalist	Open to U.S. destination content and has flexibility with topics and quick turnaround times.	Keep on file for timely coverage or trend-driven travel angles requiring quick publication.
Mike Baginski	Travel Industry Today	Discussed ongoing collaboration; produces weekly travel columns covering trade and consumer markets.	Continue sharing regional updates and partner news for inclusion in trade and destination features.
Kate Robertson	Freelance – Explore Magazine, Senior Living, Globe and Mail	Kate expressed interest in outdoor and wellness stories, including soft adventure, eco-friendly travel, and regional cuisine.	Follow up with nature and wellness itineraries— examples include hiking trails, coastal wellness resorts, and culinary sustainability initiatives.
Debra Smith	Freelance	Debra was intrigued by boutique hotels, design-forward stays, and culinary stories that reflect local culture and character.	Share information on new boutique openings, regional chefs, and immersive cultural trails.
Mark Stachiew	Freelance – Globe and Mail, Yahoo Life, National Post, Men’s Health, etc.	Mark values authentic, off-the-beaten-path destinations that celebrate culture, people, and nature.	Send updates on heritage tourism, local artisans, and community-driven travel with potential for individual press trip opportunities.
Randi Mann	Postmedia	Randi noted interest in lifestyle and shopping features with a Canadian connection or product angle.	Follow up with Southern craftsmanship and design stories, e.g., local makers, artisan markets, or music-and-fashion-inspired experiences.
Marlon Moreno	BOLD Magazine	Marlon expressed interest in urban renewal, street culture, and creative energy in destinations.	Share story leads highlighting Southern cities’ music, nightlife, and emerging creative districts (e.g., Nashville, New Orleans, Atlanta).
Linda Barnard	Freelance – Toronto Star, Zoomer, Globe and Mail	Linda is drawn to narrative-driven stories that emphasize human connection, history, and emotion.	Follow up with human-interest or regeneration-themed angles, such as cultural preservation, historic neighborhoods, or revitalized arts communities.

Madigan Cotterill	Canadian Geographic	Madigan is interested in sustainability, biodiversity, and conservation storytelling.	Follow up with eco-travel and responsible tourism angles, such as protected parks, wildlife corridors, and conservation programs.
Jennifer Merrick	Freelance – Canadian Traveller, Metro Media	Jennifer focuses on family-friendly travel that blends education, culture, and outdoor experiences.	Share family-focused itineraries (e.g., Civil Rights Trail, National Parks, musical heritage routes, and outdoor adventure options).

### Global Media Marketplace & Summit 2026

NAME	PUBLICATION	STATUS	EXPECTED COVERAGE	FAM CHOICE
Craig Silva	BigDaddyKreativ, The Travel Pub, Living Local Magazine (digital and print), Toronto Times, Ottawa Times, Montreal Times, Mapsgirl	Confirmed	Social media posts 2x stories in multiple outlets	<ol style="list-style-type: none"> <li>1. Georgia</li> <li>2. Mississippi</li> <li>3. Tennessee</li> <li>4. Kentucky</li> </ol>
Randy Sharman	Informed Traveller	Confirmed	Multiple podcast interviews	<ol style="list-style-type: none"> <li>1. Tennessee</li> <li>2. Georgia</li> <li>3. Mississippi</li> </ol>
Dan Donovan	Ottawa Life	Interested	TBC	TBC
Pat Lee	Go World Travel (with MSN Canada/U.S. syndication)	Confirmed	2x Stories	<ol style="list-style-type: none"> <li>1. Mississippi</li> <li>2. Alabama</li> <li>3. South Carolina</li> </ol>
Loukia Zigoumis	Freelance/Social	Tentative	TBC	TBC

### Editorial Newsletter

- Discover the Sweet, Spooky, and Savory Side of the South this Fall
  - Open Rate: 29.3%
  - Click-Through Rate: 0.3%

# I. LEISURE SALES

Leisure Sales Measures	Annual KPIs Target	KPI Achieved This month	KPI Achieved to Date
<b>Tour operator meetings</b> <i>*focus on top 20 and grow CAA club partnerships</i>	20	6	38
<b>International Showcase &amp; FAMs participants</b>	4	1	5
<b>Travel South Travel Trade Newsletter</b>	10	1	2
<b>Open rate for Newsletters/leads generated</b>	25%	34.06%	34.06%

## Leisure Contacts (phone calls, emails, personal meetings)

Name	Company	Purpose of Meeting	Follow-up/Next step
Yvonna Camire	Paramount Travel	Discussed Paramount Travel's new America's Music Cities escorted tour, a small-group itinerary exploring Nashville, Memphis, and New Orleans. The meeting aims to review promotional efforts, highlight strong traveller interest despite economic challenges, and outline opportunities to further position this culturally rich tour, scheduled to depart in May 2026, within the Travel Leaders Network.	Follow up on any additional information required.
Maclin Williams	Porter Airlines	We explored potential collaborations with Porter, who is actively promoting US destinations. The discussion focused on identifying marketing opportunities and planning joint activities for 2026.	Follow up on any additional information required.
Ahmed	Edutavel	During our meeting with Ahmed, it was noted that private schools are	Our team is actively developing strategies

Hassan		currently conducting tours to the U.S., while public school trips remain on hold due to ongoing border concerns.	to support Ahmed in rebuilding and preparing to fully restart his business when conditions allow.
Tim Macdonell	Elite Sports Tours	Time reported that the sports niche is performing strong, with the ongoing football and hockey seasons contributing positively to his business.	Our team will continue to explore opportunities to further leverage this momentum within the sports travel segment.
Rosita Ramsingh	Onvigo	Rosita shared a heartfelt experience from a recent family trip to Tennessee, highlighting the joy and cherished memories created during their adventures. We expressed enthusiasm about potential collaborations for future programs and offered to share resources such as travel guides and itineraries to support her efforts.	Follow up on any additional information required.
Elizabeth Grundon	Travelsavers	We met with Elizabeth Grundon, who was recently appointed as Director of Professional Development at Travelsavers Canada, a newly created role aimed at strengthening the network's focus on professional development. We discussed opportunities to educate Travelsavers agents and explored how we can be involved in their annual activities to promote TSUSA.	Follow up on any additional information required.

## Newsletters

- Discover the Sweet, Spooky, and Savory Side of the South this Fall
  - Distribution: 4,251
  - Open Rate: 34.06 %
  - Click-Through Rate: 44.37 %

## International Showcase 2025

NAME	COMPANY	STATUS
Dan Sombach	AMA Travel	Confirmed & Registered
Terry Kaszas	CAA SASKATCHEWAN	Confirmed & Registered
Ted Davis	Baxter Media (journalist)	Confirmed & Registered
Kane Fong	Voyages Vasco	Confirmed & Registered
Chantal Ouyang	Vacances Dragon	Confirmed & Registered

- Finalized airfare, FAM arrangements, and appointment schedules for all participants.

## Looking Ahead at November 2025

### Communication & PR

- **Ongoing media meetings** and **pitching** to obtain coverage.
- **Pitching** and **Securing** media for Global Summit 2026.
- **Managing** social content calendar.
- **Send** November media newsletter.

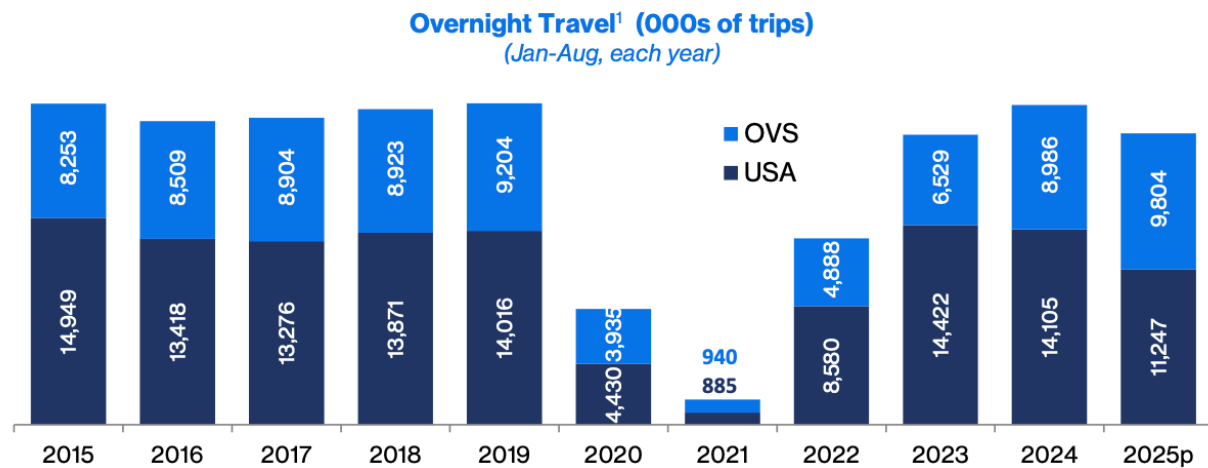
### Leisure Sales

- Final **preparation** for International Showcase.
- **Send** November trade newsletter.

## Market Update

### CONFERENCE BOARD OF CANADA DATA

- From January to August 2025, outbound arrivals to the United States totaled 11,247, reflecting a year-over-year decline compared to 14,105 arrivals during the same period in 2024 — a decrease of approximately 20.2%.
- Looking at the shorter period, January to July 2025 recorded 9,671 arrivals, meaning that an additional 1,576 arrivals occurred in August 2025, representing a 15% increase from July.
- Of the total U.S. trips from January to August 2025, nearly 6 million were by air, which is a 9.9% decrease compared to 2024, while 5 million trips were by automobile, marking a 29.5% decline from the previous year.
- During the summer months from May to August, approximately 5.36 million Canadians returned from overnight trips to the United States, representing a 27.1% decrease compared to the same period in 2024.
- Auto trips to the United States during the summer months fell sharply by 35.1%, while non-auto trips decreased by 15.8% compared to the previous year.



Source: Statistics Canada and CBSA

### ECONOMIC LANDSCAPE

- [Carney says Canada should prepare for ‘sacrifices’ as he outlines plan for budget \(CBC News\)](#)
  - Prime Minister Mark Carney warned Canadians to expect “challenges” and “sacrifices” as his government readies the federal budget, emphasizing economic growth, climate strategy, and boosting non-U.S. exports. Details on the sacrifices will be in the budget. Opposition leaders voiced concerns over spending, taxes, and social investments, with support needed to pass the minority government’s plan.
- [Budget will allocate millions to create and protect jobs: Minister of Jobs and](#)

### Families (CTV News)

- The federal government announced measures in the upcoming Budget 2025 aimed at creating and protecting Canadian jobs. Highlights include a \$97M Foreign Credential Recognition Action Fund to help foreign-trained professionals work in their fields, a \$75M expansion of union apprenticeship programs, limits on non-compete agreements, and a temporary Personal Support Workers Tax Credit. Minister Patty Hajdu emphasized investing in people and building long-term career pathways amid global economic uncertainty.
- Bank of Canada expected to cut rates again as trade turbulence persists (The Globe and Mail)
  - The Bank of Canada faces a careful balancing act as inflation eases but the economy weakens. While core inflation has cooled, high shelter and service costs persist. With growth, hiring, and consumer spending slowing, the Bank is cautious not to cut rates too quickly or hold them too high. Future moves will depend on data from inflation, labour, and consumption trends.
- Canada's annual inflation rate rose to 2.4% in September as grocery prices keep creeping up (CBC News)
  - Canada's annual inflation climbed to **2.4% in September**, driven by rising **grocery prices** and higher **rental costs**. Gas and travel tour prices fell more slowly than last year, while core inflation remains above the Bank of Canada's target range. These trends make the **October 29 interest rate meeting** particularly important, as policymakers weigh the outlook for inflation and potential rate adjustments.
- Canadian home sales slumped in September for 1<sup>st</sup> time since April (CBC News)
  - Canada's **home sales fell 1.7% in September** to 39,938 units, breaking a five-month streak of gains, despite a Bank of Canada rate cut. The **benchmark price** dipped slightly, while sales rose in Toronto and Winnipeg but fell in other major markets. Tight **housing supply** and ongoing demand highlight the need for more construction to keep prices stable.

### AIRLINE UPDATES

- Air Canada makes 'difficult decision' to cut hundreds of management jobs (Toronto Star)
  - Air Canada is cutting approximately **400 management positions** as part of a broader restructuring aimed at improving efficiency, following a challenging period that included flight disruptions and lower-than-expected profits. The airline says the move is necessary to streamline operations while continuing to connect people and businesses across the country.

- [\*\*Air Canada announces 4 new U.S. routes out of Toronto's Billy Bishop airport \(CBC News\)\*\*](#)
  - Air Canada is expanding at Billy Bishop Toronto City Airport, adding new U.S. routes to New York, Boston, Chicago, and Washington starting spring 2026, alongside increased domestic flights to Montréal and Ottawa. The move includes U.S. Customs Pre-Clearance, upgraded aircraft, and enhanced passenger amenities, marking the airline's biggest growth at YTZ in over 30 years.

**Air Canada**

<b>Route</b>	<b>Change in frequency</b>	<b>Previous month's frequency</b>	<b>Frequency from November 1</b>
Toronto to <b>Atlanta</b> (ATL)	Increase	1x daily	2x daily
Montreal to <b>Atlanta</b> (ATL)	Decrease	2x daily	1x daily
Toronto to <b>Charlotte</b> (CLT)	Decrease	2x daily	1-2x daily
Toronto to <b>Nashville</b> (BNA)	Increase	1x daily	1x daily
Montreal to <b>Nashville</b> (BNA)	None	1x daily	1x daily
Toronto to <b>Raleigh</b> (RDU)	Increase	1x daily	2x daily
Montreal to <b>Raleigh</b> (RDU)	Decrease	2x daily	1x daily
Toronto to <b>St. Louis</b> (STL)	Decrease	2x daily	1-2x daily
Montreal to <b>St. Louis</b> (STL)	None	1x daily	1x daily
Toronto to <b>Charleston</b> (CHS)	None	1x weekly	1x weekly

Vancouver to <b>Charlotte</b> (CLT)	None	No direct flights	No direct flights
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#### Air Transat

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

#### Flair

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

#### Porter Airlines

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

#### WestJet

Route	Change in frequency	Previous month's frequency	Frequency from November 1
Calgary to <b>Atlanta</b> (ATL)	Decrease	2x daily	1x daily

Vancouver to <b>Atlanta</b> (ATL)	None	1x daily	1x daily
Toronto to <b>Nashville</b> (BNA)	Decrease	1x daily	No direct flights
Vancouver to <b>Nashville</b> (BNA)	Decrease	1x daily	No direct flights
Calgary to <b>Nashville</b> (BNA)	None	1x daily	1x daily
Toronto to <b>Charleston</b> (CHS)	None	No direct flights	No direct flights
Vancouver to <b>Charlotte</b> (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 November 1
Toronto to <b>Charlotte</b> (CLT)	Decrease	4x daily	3-4x daily
Montreal to <b>Charlotte</b> (CLT)	None	2x daily	2x daily
Vancouver to <b>Charlotte</b> (CLT)	Decrease	1x daily	No direct flights
Toronto to <b>Charleston</b> (CHS)	None	No direct flights	No direct flights

#### JetBlue

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

#### Delta Air Lines

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

**United Airlines**

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