

CANADA REPORT

November 2025

TravelSouth
All Y'all Are Welcome USA

Prepared By:

reach REACH GLOBAL
MARKETING LTD.

370 King St West, Suite 452

Toronto, ON M5V 1J9

P 416-317-0838

W reachglobal.ca

CHARMAINE SINGH, *CEO & President*

charmaine@reachglobal.ca

KARLY MELO, *Account Director (PR & Marketing)*

karly@reachglobal.ca

LAURA HERNANDEZ, *Senior Account Specialist (Trade)*

laura@reachglobal.ca

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I. Canada Overview

Conference Board of Canada Data

- The first three quarters of 2025 saw 23.20 million Canadians return home from an overnight outbound trip - a 9.6 per cent decline compared to 2024.
- The volume of transborder trips is down 21.2 per cent compared to last year, while activity to non-U.S. (overseas) destinations is up 8.8 per cent, year-to-date.
- Canadians took nearly 5.3 million overseas trips throughout the first five months of the summer travel season (May-Sept), a 9.2 per cent increase compared to 2024.
- The period also saw 6.5 million Canadians return home from an overnight trip to the U.S., a 27.4 per cent drop compared to last summer.

Economic Landscape

- Canada's economy grows 2.6% bigger, beating expectation and avoiding recession
- Canada secures membership in EU defense industry pact
- Prime Minister Carney announces Canada and Alberta strike new partnership to lower emissions, unlock our natural resources, and build a stronger, more sustainable, and more competitive economy
- Canadian holiday spending shifts quietly reshape the economy

Travel Trade + Airlines Updates

- Air Transat cancels 6 flights in anticipation of pilots' strike deadline
- Massive travel disruptions at Toronto Pearson and Montréal-Trudeau with 388 delays and 31 cancellations as hundreds of passengers stranded and impacted, with Air Canada, Porter Airlines, and more

1. COMMUNICATION & PR

Communication & PR	Annual KPIs Target	KPI Achieved This Month	KPI Achieved to Date
Media Meetings	50	7	59
No. of Articles Generated	60	1	19
Impressions	55,000,000	21,500	10,250,392
Global Media Marketplace & FAMs	5	0	3
Travel South USA PR Newsletters	10	1	3
Open rate for Newsletters/leads generated	20%	47.9%	45.59%
Facebook	40	4	12
Instagram	20	4	12

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&rtfop=true&sd=true

Media Contacts (phone calls, emails, personal meetings)

Contacts	Publication	Meeting Notes & Interest	Follow-up/Next step
Judi Cohen	Freelance Journalist (Zoomer Magazine, Canadian Travel Press)	Enthusiastic about U.S. destinations and strong interest in arts, entertainment, and culinary routes that appeal to mature travellers.	Follow up and pitch for Q1 2026 coverage and Spring/Summer FAM opportunities.
Teresa Greco	Preferred Magazine	Open to U.S. destinations provided the angle aligns with luxury lifestyle, elevated experiences, and premium	Follow up and pitch for 2026 coverage and Spring/Summer FAM

		escapes, which resonate with her readership.	opportunities. Possibly interested in GMM 2026, following up with formal invite.
Karen Kwan	Freelance Journalist (Elle Canada, Toronto Star)	Expressed strong interest with a preference for culture, wellness, and food-focused itineraries.	Identify story angles and opportunities for potential FAM trip in 2026.
Jennifer Weatherhead Harris	Broadcast Travel Expert (CTV, CP24, Global, CHCH)	Open to U.S. travel coverage, especially in lesser-known cities with strong broadcast visuals. Interested in an individual FAM trip.	Plan to reconnect and provide additional details on destinations beyond the major hubs, highlighting cities and towns that offer unique experiences, strong visual appeal, and interesting stories for coverage.
Mary Beth Roberts	Postmedia	Welcomes opportunities to reopen U.S. travel coverage with a focus on design, architecture, and placemaking.	Shared information on architecturally renowned cities. Follow up in early 2026 to identify editorial openings.
Samir Mourani	Gent's Post/Gent's Talk	Based on his recent U.S. coverage, Samir is open to destinations that connect to wellness, sports, modern masculinity, and meaningful cultural exploration.	Plan to reconnect in 2026 and provide additional details on the wellness, sports and upcoming events that showcase "modern masculinity" in the South.
Marlon Moreno	BOLD Magazine	Open to U.S. content, but will only run it online, not in print. When developing U.S.-focused stories, they prioritize the experience first, with the destination playing a supporting role. They also prefer the content to feel authentic and original, weaving those elements in subtly rather than overtly.	Sent pitch highlighting Southern cities' music, nightlife, and emerging creative districts (e.g., Nashville, New Orleans, Atlanta) that showcase the experience rather than the destination.

Global Media Marketplace & Summit 2026

NAME	PUBLICATION	STATUS	EXPECTED COVERAGE	FAM CHOICE
Craig Silva	BigDaddyKreativ, The Travel Pub, Living Local Magazine (digital and print),	Confirmed	Social media posts 2x stories in multiple outlets	<ol style="list-style-type: none"> 1. Georgia 2. Mississippi 3. Tennessee 4. Kentucky

	Toronto Times, Ottawa Times, Montreal Times, Mapsgirl			
Randy Sharman	Informed Traveller	Confirmed	Multiple podcast interviews	1. Tennessee 2. Georgia 3. Mississippi
Dan Donovan	Ottawa Life	Interested	TBC	TBC
Pat Lee	Go World Travel (with MSN Canada/U.S. syndication)	Confirmed	2x Stories	1. Mississippi 2. Alabama 3. South Carolina
Loukia Zigoumis	Freelance/Social	Tentative	TBC	TBC

Editorial Newsletter

- 2026 Festival Forecast: Big Flavours, Bigger Tunes
 - Open Rate: 47.9%
 - Click-Through Rate: 48.66%

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	7	45
International Showcase & FAMs participants	4	1	5
Travel South Travel Trade Newsletter	10	1	3
Open rate for Newsletters/leads generated	25%	45.59%	48.66%

Leisure Contacts (phone calls, emails, personal meetings)

Name	Company	Purpose of Meeting	Follow-up/Next step
Kim Knopf	Expedia Cruises	Highlighted a slowdown in general holiday bookings. Indicated that New Orleans remains appealing for its culinary and cultural positioning. expressed enthusiasm about potential collaborations for future programs and offered to share resources such as travel guides and itineraries to support her efforts.	Shared additional information and will continue conversation on forecast and product development opportunities.
Lidwina Kwan	TTAND	The discussion highlighted ongoing softness in demand for U.S. travel, with advisors reporting client hesitation tied to safety concerns and overall travel costs. While interest remains strong for warm coastal destinations, US bookings require stronger justification for value. Agents are exploring smaller group or last-minute deals to drive conversions.	Follow up on agent training opportunities in Q1 2026.
Tasha Walsh	Destinations Await	Addressed challenges in promoting U.S. destinations, with advisors noting that price and immigration procedures remain key barriers. Noted continued interest in Tennessee and Louisiana due to music, culture, and warm-weather appeal; however, clients are increasingly selective and focused on value-added experiences. Though sports-related travel is providing some momentum.	Share additional information on key events and major drivers in the region to assist with multi-state product development and education.
Nicole Murillo	Travel Vets	Clients are taking longer to commit to U.S. itineraries and are frequently comparing options against international destinations perceived as offering better value.	Shared additional information and will continue conversation on forecast and product

		Noted that group travel and escorted tours are seeing uneven performance. Group sizes are smaller (10–20 passengers). Nashville and New Orleans continue to show strong interest during the holiday period, but bookings are below expectations.	development opportunities.
Chantel Ballegeer	FourStories Travel	Clients are beginning to plan their winter getaways, primarily considering sun destinations such as Mexico and the Caribbean. Cruise bookings have picked up considerably as travelers perceive greater value and comfort in this segment. Shared that this year, they have only one group of 20 travelers scheduled for Nashville, Tennessee, in December.	Follow up on agent training opportunities in Q1 2026.
Ahmed Hassan	Edutours	Shared good news - private schools are planning trips to the USA, reflecting demand will pick up again.	Follow up on possible date for training and education in Q1.
Tim McDonnell	Elite Sports	He shared that Sports and Entertainment booking are up for the USA, reflecting a demand as we enter winter Football and Hockey season.	Presented opportunities for product development in the South.

Newsletters

- 2026 Festival Forecast: Big Flavours, Bigger Tunes
 - Distribution: 5,242
 - Open Rate: 45.59%
 - Click-Through Rate: 48.66%

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
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Looking Ahead at December 2025

Communication & PR

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

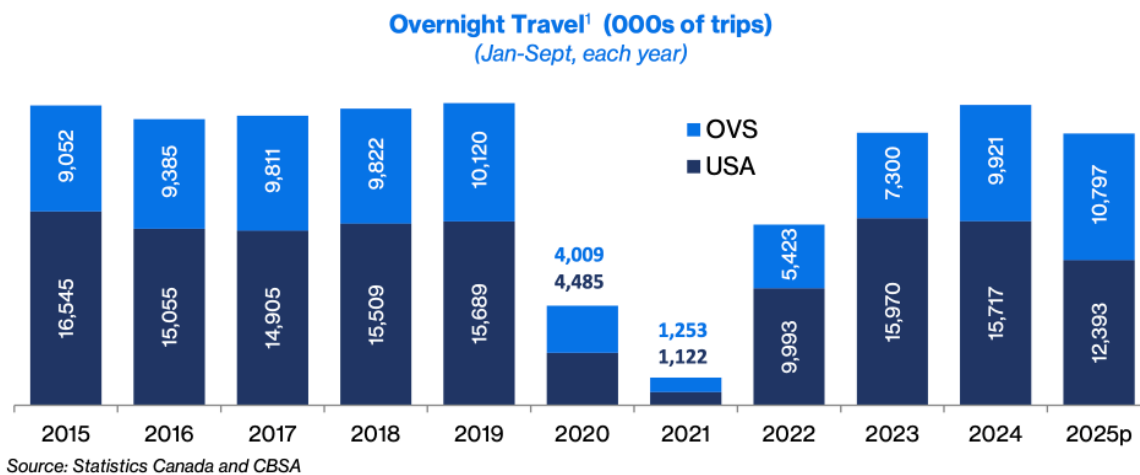
Leisure Sales

- Post Report for the International Showcase.
- **Send** December trade newsletter.
- TSUSA Winter Holiday Webinar

Market Update

CONFERENCE BOARD OF CANADA DATA

- The first three quarters of 2025 saw 23.20 million Canadians return home from an overnight outbound trip - a 9.6 per cent decline compared to 2024.
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ECONOMIC LANDSCAPE

- [Canada's economy grows 2.6%, beating expectations and avoiding recession. \(Yahoo Finance\)](#)
 - The [Canadian economy](#) grew at an annualized rate of 2.6 per cent in the third quarter, blowing well past the expectations of the [Bank of Canada](#) and economists.
- [Canada secures membership in EU defence industry pact. \(Global News\)](#)
 - Canada has become the first non-EU country to join the European Union's €150 billion defence fund. This move gives Canadian defence companies access to European markets, strengthens transatlantic cooperation, and supports joint readiness as Europe ramps up defence spending.
- [Prime Minister Carney announces Canada and Alberta strike a new partnership to lower emissions, unlock our natural resources, and build a stronger, more sustainable, and more competitive economy. \(Prime Minister of Canada\)](#)
 - Canada and Alberta have signed a partnership to accelerate energy development and advance net-zero goals by 2050, including new infrastructure projects and the Pathways Plus carbon-capture initiative, while creating high-paying jobs.

- [Canadian holiday spending shifts quietly reshape the economy. \(Wealth Professional\)](#)
 - Canadians aren't spending more this holiday season—but they are quietly changing where their money goes and how they decide what to buy, with direct implications for small-business clients and retail-facing portfolios. An Omnisend survey of more than 1,000 Canadians reports that 76 percent plan to cut back on holiday spending this year, but 78 percent are turning to AI tools to save time, money, and mental bandwidth.

AIRLINE UPDATES

- [Air Transat cancels 6 flights in anticipation of pilots' strike deadline \(CBC News\)](#)
 - Air Transat has cancelled six flights ahead of a looming strike deadline from its pilots. The cancellations are a precaution as the union prepares for a possible work stoppage if no agreement is reached. Passengers on those flights are being notified and offered alternative arrangements. The airline says it aims to avoid stranding customers and crew while negotiations continue.
- [Massive Travel Disruptions at Toronto Pearson & Montréal-Trudeau with 388 Delays and 31 Cancellations as Hundreds of Passengers Stranded and Impacted, with Air Canada, Porter Airlines, and More \(Travel and Tour World\)](#)
 - Canada's major airports Toronto Pearson International Airport (YYZ) and Montréal–Pierre Elliott Trudeau International Airport (YUL) saw massive travel disruptions — 291 flights delayed and 26 cancelled at Pearson, and 97 delayed plus 5 cancelled at Montréal-Trudeau. Travel And Tour World. Hundreds of travellers were left stranded amid long waits, confusion over flights, and overloaded terminals.

Air Canada

Route	Change in frequency	Previous month's frequency	Frequency from December 1
Toronto to Atlanta (ATL)	None	2x daily	2x daily
Montreal to Atlanta (ATL)	Increase	1x daily	1-2x daily
Toronto to Charlotte (CLT)	None	1-2x daily	1-2x daily
Toronto to Nashville (BNA)	Increase	1x daily	2x daily

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

Air Transat

Route	Change in frequency	Previous month's frequency	Frequency from December 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 December 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 December 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 December 1
Calgary to Atlanta (ATL)	Increase	1x daily	1-2x daily
Vancouver to Atlanta (ATL)	None	1x daily	1x daily
Toronto to Nashville (BNA)	Increase	No direct flights	0-2x 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 December 1
Toronto to Charlotte (CLT)	Increase	3-4x 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
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JetBlue

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