

CANADA REPORT

January 2026

Travel
South
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

MARIA DIGIACOMO, *Account Specialist (Trade)*
maria@reachglobal.ca

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ABOUT TSUSA

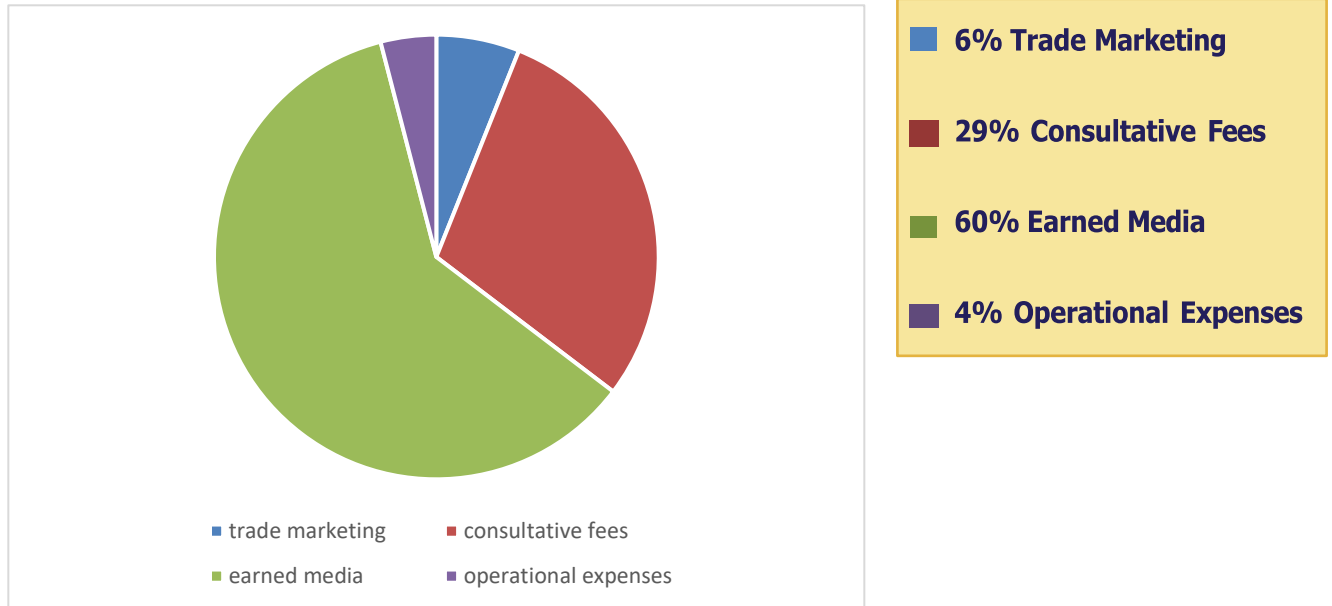
Global Partner Programming

Canada represents one of the most important international source markets for the United States, underpinned by deep socio-cultural ties, aligned values, and one of the most integrated economic relationships in the world. The efficient movement of people across the border is essential to prosperity and competitiveness, and travel remains a natural extension of those connections.

Canada maintains a stable economy, strong household purchasing power, and a mature outbound travel culture. Cross border journeys consistently rank among the most popular international trips for Canadians, supported by expanding air connectivity between major Canadian gateways and U.S. destinations. While current volumes sit below earlier forecasts as households navigate broader socio-economic pressures, the market continues to deliver a meaningful share of travelers who remain active and willing to visit the United States. Air travel remains a primary growth driver, particularly during peak leisure periods such as summer and holiday windows.

Canadian travelers are experienced, informed, and comfortable navigating the U.S. They are receptive to regional diversity, open to local cuisine, and typically build itineraries that blend marquee experiences with opportunities for discovery.

FY 26 Canada GPP Resource Allocations



I. EXECUTIVE SUMMARY

- Advanced alignment with key air and distribution partners, reinforcing recovery timelines, unlocking new pathways for cooperative marketing, and positioning Travel South USA for stronger conversion as demand rebuilds.
- Porter announced the launch of their new route from Toronto Billy Bishop Airport to Nashville starting May 2026.
- Maintained active market visibility through ongoing engagement with media, closely tracking editorial sentiment toward U.S. coverage while surfacing opportunity within lifestyle and adjacent desks.
- Communication and PR KPIs show mixed progress: media meetings and newsletter open rates have exceeded annual targets, while article volume is still tracking below full-year goals.
- Social media performance is on pace, with Facebook and Instagram each reaching their annual targets to date, supporting overall visibility and trade engagement in the market.

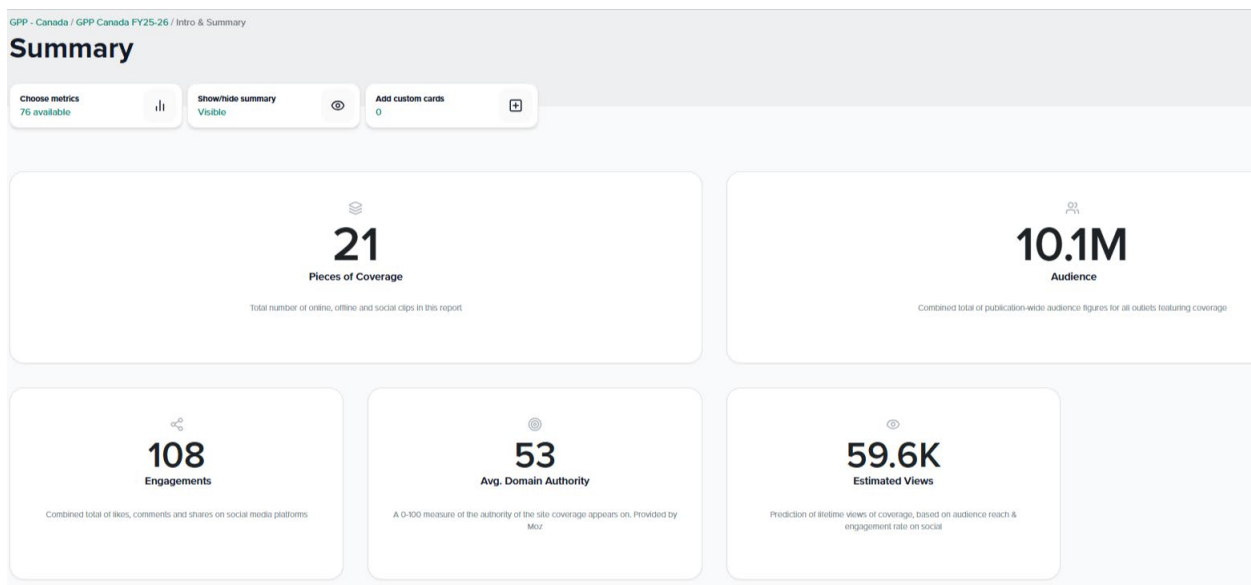
		Q1 Total	Q2 Total	January	February	March	Q3 Total	FY 25/26 Total
9 Partners AL/AR/KY/ MS/MO/NC SC/TN ROTS	Canada							
	Travel Trade							
	Trade Meetings/Trainings	22	14	4			4	40
	Number of Agents Trained	0	29	4			4	33
	Communication & PR							
	Media Meetings	39	23	7			7	69
	Total number of articles published	15	6	0			0	21
	Impressions	10,109,399	170,775	0			0	10,280,174
	Global Media Marketplace &FAMS	4	4	1			1	9
	TSUSA PR Newsletters	1	3	1			1	5
	Facebook	4	12	4			4	20
	Instagram	4	12	4			4	20

II. Comms & PR

Meetings with media, coverage opportunities, media releases, contacts, earned media evaluation, clippings, and others.
















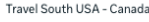






News Releases & Pitching

- Monthly newsletter highlighted What's New & Noteworthy in the South for 2026
- Press release: U.S. Civil Rights Trail Expands with Six New Historic Sites in Four States
- While number of clippings is trending down, impressions are well above fiscal goal, signaling quality over quantity.
- CoverageBook Link - <https://travelsouthusa.coveragebook.com/b/cc3dd1a010f4af6e>



II. Comms & PR

January Social Media Posts

Title	Date published	Status	Reach ¹	Likes and reactions	Comments ¹	Shares ¹
<input type="checkbox"/>  Wellness travel, Southern style in Arkansas... Photo · 	Wed Jan 28, 1:00pm	Boost <input type="checkbox"/>	5	0	0	0
<input type="checkbox"/>  Wellness travel, Southern style in Arkansas... Photo · 	Wed Jan 28, 1:00pm	Boost <input type="checkbox"/>	0	0	0	1
<input type="checkbox"/>  Bourbon, beats & big energy Home of th... Photo · 	Mon Jan 26, 1:00pm	Boost <input type="checkbox"/>	5	0	0	0
<input type="checkbox"/>  Bourbon, beats & big energy Home of th... Photo · 	Mon Jan 26, 1:00pm	Boost <input type="checkbox"/>	1	0	0	1
<input type="checkbox"/>  Follow the sound into 2026 In 2026, disc... Photo · 	Wed Jan 21, 1:00pm	Boost <input type="checkbox"/>	7	0	0	0
<input type="checkbox"/>  Follow the sound into 2026 In 2026, disc... Photo · 	Wed Jan 21, 1:00pm	Boost <input type="checkbox"/>	1	0	0	1
<input type="checkbox"/>  A timeless destination for a new year Cha... Photo · 	Mon Jan 19, 1:00pm	Boost <input type="checkbox"/>	20	2	3	1
<input type="checkbox"/>  A timeless destination for a new year Cha... Photo · 	Mon Jan 19, 1:00pm	Boost <input type="checkbox"/>	0	0	0	1
<input type="checkbox"/>  Turn up the volume in 2026 Music City is ... Photo · 	Wed Jan 14, 1:00pm	Boost <input type="checkbox"/>	10	1	2	0
<input type="checkbox"/>  Turn up the volume in 2026 Music City is ... Photo · 	Wed Jan 14, 1:00pm	Boost <input type="checkbox"/>	2	0	0	1
<input type="checkbox"/>  New year. Same legendary soul. In 2026, ... Photo · 	Mon Jan 12, 1:00pm	Boost <input type="checkbox"/>	5	1	1	0

Destinations mentioned:

- New Orleans
- Nashville
- Charleston
- Mississippi
- Kentucky
- Arkansas

II. Comms & PR

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 & Registered	Social media posts 2x stories in multiple outlets	Kentucky
Randy Sharman	Informed Traveller	Confirmed & Registered	Multiple podcast interviews	Georgia
Dan Donovan	Ottawa Life	Confirmed & Registered	2x Stories	Virginia
Bryen Dunn	Inspired Media Inc. (PinkPlayMags, theBUZZ)	Confirmed & Registered	2x Stories	Missouri
Pat Lee	Go World Travel (with MSN Canada/U.S. syndication)	Cancelled		

II. Comms & PR

Media Contacts (phone calls, emails, personal meetings) cont.

Contacts	Interest/Status	Follow-up/Next Step
Vanessa Pinniger, Freelance Journalist (National Post, Toronto Sun, Vancouver Sun, etc.)	Interest in creating content that highlights culinary experiences with a stronger emphasis on brunch culture.	Follow up and pitch for Q1 2026 coverage focusing on gastronomy in 2026 with specific emphasis on the best dinners in the south
Sarah Bergeron Quellet, Journal de Quebec	Interested in international travel and experiences that allow travelers to submerge in a different culture	Follow up with more information regarding Southern culture, focusing on coverage aligned with upcoming festivals in 2026
John Kirk, Travel Market Report	Discussed ongoing editorial opportunities that would keep Travel South USA partners visible with a core travel trade readership.	Continue supplying publish-ready articles, trend pieces, and partner news for consideration on a rolling basis.
Mark Sissons, Freelance (Post Media)	Expressed interest in highlighting family travel, seasonal escapes, and accessible Southern experiences. He is looking for timely angles that resonate with mainstream Canadian readers and can demonstrate value.	Shared family-focused story ideas. Follow up on interest, next steps for editorial coverage.

II. Comms & PR

Media Contacts (phone calls, emails, personal meetings) cont.

Contacts	Interest/Status	Follow-up/Next Step
Gary Lawrence, Profession Voyages, Travelweek	Discussed how Travel South's product, air access, and diverse experiences. Interested in major events and openings.	Continue providing updates on new product and itinerary ideas relevant to French-speaking market.
Aurélie Resch, Freelance	Met to discuss sentiment with Ontario French publications and potential opportunity to join GMM 2026.	Shared formal invite, awaiting confirmation.
Isabelle Morin, La Presse	With schedule flexibility emerging, Isabelle explored possibilities for a future visit to the South. She is currently validating editorial appetite and timing with her desk, noting continued but cautious interest in U.S. coverage.	Follow up required following pitch that emphasized culture, history, and meaningful experiences.

III. Trade

Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next Step
Sandra Costa, Porter Airlines	Examined key travel trends and the newly launched Nashville route while assessing opportunities for potential activation partnerships.	Meeting scheduled in early Feb to discuss next steps for potential partnerships and incentives that will compliment existing route promotions.
Viktor Spysak, Air Canada	Noted that they are currently seeing limited business to the U.S., but they expect travel volumes to recover and return by Q3 of 2026.	We are actively exploring in-kind marketing opportunities, including dedicated newsletter placements, featured partner spotlights, and social media amplification tied to major milestones, seasonal campaigns, and marquee events that resonate with the Canadian market. The goal is to increase visibility, drive qualified traffic, and convert incremental bookings through targeted, value-added exposure.
Debbie Kenton, Perkopolis	Explored potential partnership opportunities and discussed how TSUSA travel offerings could align with their member engagement platform. The conversation focused on audience demographics, promotional channels, and opportunities to integrate travel messaging through perks programs and curated member campaigns.	We are currently assessing the existing Travel South USA product portfolio within Perkopolis to identify gaps and areas of opportunity across key regions. Based on performance trends and market demand, we will introduce new partners where strategic growth potential exists and expand product offerings in high-interest categories for Canadian travelers.
Shaukath Fattah, CAA Niagara	Discussed regional travel demand, current booking trends, and opportunities to collaborate on future promotions.	We will stay closely connected to assess emerging opportunities for collaboration and identify areas where our priorities align. By monitoring regional travel trends and market demand, we can adapt our approach and pursue strategic initiatives that support future growth.

III. Newsletters

Trade Newsletter to tour operators and travel agent professionals

Status	Topic	Numbers delivered	Open rate	Click-thru rate
<p>Travel South USA Newsletter Series #5</p>	<p>Hit the Road: What's New & Noteworthy in the South for 2026</p> <p>Featured all destinations</p> <div data-bbox="477 604 865 1549" data-label="Image"> <p>The newsletter screenshot shows the following content:</p> <ul style="list-style-type: none"> Header: Travel South USA, All You Are Welcome, January 2025 Section 1: "Hit the Road: What's New & Noteworthy in the South for 2026" with a collage of travel images. Text: "From exciting new attractions and their hotel openings to car-hits events and revitalized destinations, the region is buzzing with what's next. Whether you're chasing coastal charm, midwest escapes, or big-city energy, there's something new around every bend. In this edition, we're spotlighting what's new and noteworthy across the South — so buckle up and get ready to explore what 2026 has in store." Section 2: "Start Your 2026 The Southern Way" with an image of a modern city street. Text: "Atlanta is gearing up for an exciting 2026 filled with transformational developments, major cultural institutions, and global sporting events. The Atlanta-Fulton County Stadium underwent a \$18 million expansion, including new restaurants, a family gallery for children under 12, an immersive Broadway Box gallery, and a dynamic optical installation space for touring and visiting shows. Nearby, the massive Coca-Cola redevelopment continues to reshape downtown Atlanta, transforming 50 acres into a vibrant cluster of residences, restaurants, shops, boutique hotels, and entertainment venues including the newly opened Buckle Up, a live music venue, and Lava, an immersive sports and entertainment experience. In January 2026, visitors can once again tour the birthplace of Dr. Martin Luther King Jr. when it reopens following extensive renovations. And from June 11 to July 16, 2026, Atlanta will take center stage as a host city for eight FIFA World Cup matches, complemented by the highly anticipated FIFA Fan Festival in downtown Atlanta, GA, and watch parties throughout the city—making 2026 one of Atlanta's most exciting years yet." Image: A collage of images showing a bar, a person, and other travel-related scenes. </div>	<p>4,985</p>	<p>52.52%</p>	<p>63.31%</p>

IV. Market Update

Tour Operators & Travel Agencies

- [Nexus applications have dropped significantly, signaling that fewer Canadians are planning U.S. travel.](#) (CBC News)
- [Canadian officials are discussing the possibility of introducing a domestically run alternative to the Nexus trusted-traveller program to speed airport security screening.](#) (CBC News)
- [Several Las Vegas hotels are now accepting the Canadian dollar at par to encourage more visitation from Canada.](#) (CTV News)

Airlift

- [Severe winter storms across much of Canada disrupted flights and forced school closures, significantly affecting air travel operations.](#) (CTV News)
- [Porter Airlines and its flight dispatchers reached a tentative agreement, narrowly avoiding a potential labour strike.](#) (PAX News)
- [Porter Airlines announced an expansion of its summer 2026 schedule, including new service to Nashville, while U.S. pre-clearance at Toronto Billy Bishop Airport is expected to begin in May 2026.](#) (Travelweek)
- [WestJet responds to soft transborder travel with cuts](#) (Travel Pulse)

Industry News

Conference Board of Canada Data

- Between January and November 2025, 25.4 million Canadians returned home from overnight outbound trips, representing a 9.7% decline compared to 2024.
- The volume of transborder travel fell 21.3% year over year, while trips to non-U.S. destinations increased by 8.9%.
- November, the first month of the 2025–26 winter travel season, saw 1.2 million Canadians return from overnight trips to the United States, marking a 16.7% decline from the previous winter.
- During the same period, nearly 1.1 million Canadians traveled overseas, an increase of 13.9% compared to 2024–25.

Economic Landscape

- [Canada's economy stalled in November and may have contracted in the fourth quarter of 2025.](#) (CBC News)
- [The Bank of Canada held its key interest rate steady as CUSMA negotiations continued to cloud its outlook.](#) (BNN Bloomberg)
- [The International Monetary Fund stated that Canada could gain nearly 7% in real GDP by removing internal trade barriers.](#) (CBC News)
- [Prime Minister Carney announced new measures aimed at making groceries and other essential goods more affordable for Canadians.](#) (Government of Canada)
- [Economists remain divided on the Bank of Canada's next move, with forecasts ranging from potential rate hikes to cuts amid ongoing uncertainty.](#) (Financial Post)
- [A new report suggests that the Canadian economy could recover in the first quarter following a turbulent 2025.](#) (Financial Post)
- [Prime Minister Carney's speech at the World Economic Forum in Davos drew significant international attention amid shifting global dynamics.](#) (CBC News)

V. Actions

1. Global Media Marketplace & Summit 2026

Pitching and securing media
Arranging logistics and airfare

2. Ongoing media meetings and pitching to obtain coverage

3. Draft and send February PR & Trade Newsletter

Click here for [Editorial Calendar](#)

Next issue is 'Soul Food: BBQ to Meat & Threes Honoring Civil Rights Legacies - due by February 15

4. Plan and Prepare Spring Agent Training

Sourcing and securing agency for March agent training

5. Planning & Preparing Spring Media Gift Drop

Sourcing Southern-themed gifts
Drafting media list for gift drop

6. Planning for Q4 Mini Media Mission

Vetting interest of media, monitoring sentiment