

CANADA REPORT

April 2026

Travel
South
USA

Prepared By:

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ABOUT TSUSA

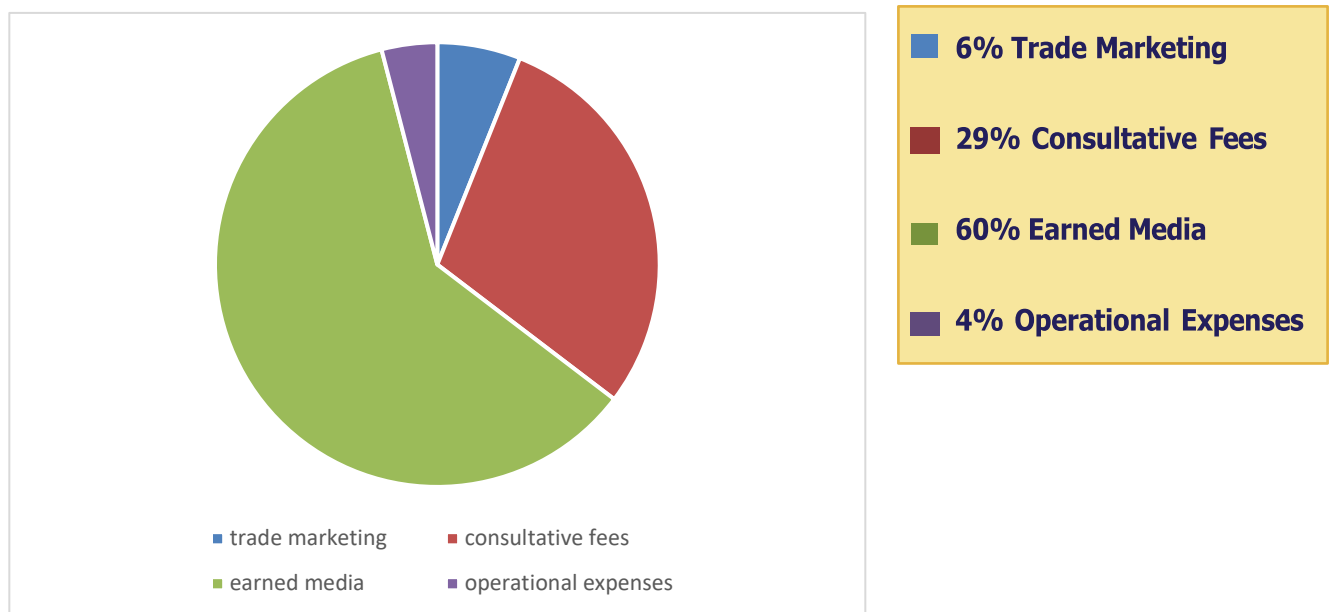
Global Partner Programming

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

- Communication and PR focused on logistics and attendance at Global Summit. Total of five Canadian media attended this year.
- Video-led content, supported by engaging captions, continues to generate the strongest social media performance. Content that showcases the broader regional offering rather than a single experience drives higher engagement by helping audiences better evaluate travel options and understand the destination’s full value proposition.
- Consistent outreach through scheduled sales calls and proactive pitching of webinars and training opportunities is critical to sustaining TSUSA’s visibility within the trade market. These efforts reinforce partner engagement, strengthen destination awareness, and support ongoing education that positions the region for future conversion opportunities.

	Q1 Total	Q2 Total	Q3 Total	April	May	June	FY 25/26 Total	
9 Partners AL/AR/KY/ MS/MO/NC SC/TN ROTS	Canada							
	Travel Trade							
	Trade Meetings/Trainings	22	14	18	5			59
	Number of Agents Trained	0	29	4	0			33
	Communication & PR							
	Media Meetings	39	23	18	3			83
	Total number of articles published	15	6	2	2			25
	Impressions	10,109,399	170,775	6,803,067	6,000			6,809,067
	Global Media Marketplace & FAMS	0	4	2	0			5
	TSUSA PR Newsletters	1	3	3	1			8
	Facebook	4	12	13	3			37
	Instagram	4	12	13	3			37

II. Comms & PR

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

News Releases & Pitching

- Monthly newsletter highlighted Gardens & Grilling: Southern Flavours in Full Bloom
- April included two podcast segments on The Informed Traveller
- CoverageBook Link - <https://travelsouthusa.coveragebook.com/b/cc3dd1a010f4af6e>

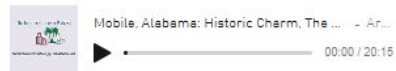


SCROLL BELOW TO LISTEN



Mobile, Alabama: Historic Charm, The Battle House & A City on the Rise - May 3, 2026

I just got back from the Travel South USA Media Marketplace in Mobile, AB. So on this week's show we'll share a couple of conversations we had. One is with the [Battle House Renaissance Hotel and Spa](#). That's where we stayed while in Mobile. It's beautiful hotel that dates back to the 1800's. So we'll share the story about it's historical past and what it's like now. The other is with [Visit Mobile](#) sharing the historic past, the colorful present and exciting future plans for Mobile.



Georgia Gems - April 26, 2026

We've taken our show on the road this week and we invite you to travel with us through the state of Georgia—a place where history, music, and Southern charm come together. Our journey took us from the timeless streets of [Savannah](#) to the soulful sounds of [Macon](#), and finally to the big city attractions of [Atlanta](#).



II. Comms & PR

April Social Media Posts

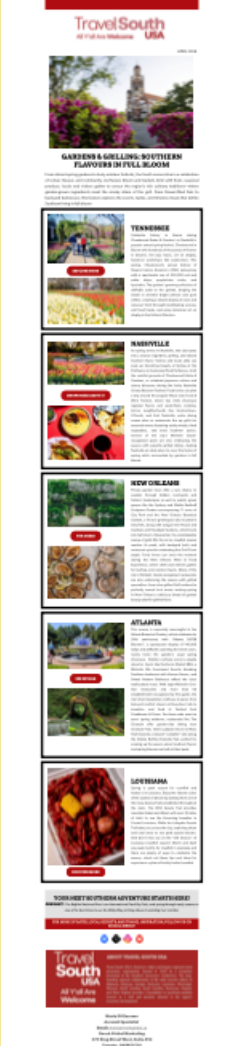
Title	Date published	Status	Reach	Likes and reactions	Comments	Shares
GRL PWR 🍌 #derby #kentuckyderby #kentu... Reel · Travel South USA - Canada	Sun May 3, 9:29am	Boost	2	0	0	--
GRL PWR 🍌 #derby #kentuckyderby #kentu... Reel · travelsouthusa.ca	Sun May 3, 9:29am	Boost	7	0	0	0
Foodies, take note... The Michelin Guide just s... Carousel · travelsouthusa.ca	Tue Apr 28, 12:48pm	Boost	10	1	0	0
Foodies, take note... The Michelin Guide just s... Multi media · Travel South USA - Canada	Tue Apr 28, 12:48pm	Boost	5	0	0	--
From bold bites to breathtaking sights 🍷 ... Reel · travelsouthusa.ca	Wed Apr 15, 2:39pm	Boost	195	2	0	0
From bold bites to breathtaking sights 🍷 ... Reel · Travel South USA - Canada	Wed Apr 15, 2:39pm	Boost	128	1	0	--
Sun-soaked streets, front porch mornings, lat... Reel · travelsouthusa.ca	Tue Apr 7, 12:52pm	Boost	49	0	0	0
Sun-soaked streets, front porch mornings, lat... Reel · Travel South USA - Canada	Tue Apr 7, 12:52pm	Boost	118	0	0	--

Insights:

- Social content generated 288 views and reached 260 unique viewers, maintaining steady audience visibility.
- Video content paired with engaging captions remains the strongest driver of audience engagement.
- 9 page visits and 1 new follower reflect continued audience interest and opportunities for further conversion optimization.

II. Comms & PR

PR Newsletter to consumer media professionals

Status	Topic	Numbers delivered	Open rate
Travel South USA Newsletter Series #8	<p>Gardens & Grilling: Southern Flavours in Full Bloom</p>  <p>Featured: Tennessee, Nashville, New Orleans, Atlanta, Louisiana</p>	426	40%

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	Completed	Social media posts Social media posts 2x stories in multiple outlets	Kentucky
Randy Sharman	Informed Traveller	Completed	Multiple podcast interviews	Georgia
Karen Temple	Ottawa Life	Completed	2x Stories	Virginia
Bryen Dunn	Inspired Media Inc. (PinkPlayMags, theBUZZ)	Completed	2x Stories	Missouri
Randy Mink	Leisure Group Travel	Completed	2x Stories	West Virginia

II. Comms & PR

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

Contacts	Interest/Status	Follow-up/Next Step
Maryam Siddiqi, Freelance, The Globe and Mail	She is a travel and lifestyle journalist contributing to national print and digital publications across Canada and the U.S. While her current editorial focus has temporarily shifted away from U.S. destinations due to market conditions, she noted this is short- term and expressed strong interest	Reconnect with targeted summer and fall curated pitches focused on outdoor activities, culinary experiences, and seasonal travel once her outlets reopen to U.S. destination coverage. In the meantime, continue sending tailored newsletters, connect to

	<p>in future opportunities featuring outdoor experiences, culinary travel, and summer/fall seasonal story angles.</p>	<p>share market updates and maintain the relationship.</p>
<p>Madeline Della Mora, La Presse</p>	<p>She highlighted that La Presse's Quebec audience over-indexes with high-income travelers who are booking longer trips and actively seeking safe, premium, and curated travel experiences. As one of Quebec's most trusted media brands, La Presse can help rebuild confidence in U.S. destinations through trusted content and advertising, particularly for travelers who may be hesitant to book. She also noted strong interest in unique, luxury, and off-the-beaten-path experiences, with opportunities to reach this audience through branded content and targeted e-magazine placements across key content categories such as family, luxury, retirees, and travel.</p>	<p>Build a pipeline of story-ready assets focused on luxury, family, and unique off-the-beaten-path travel to support both editorial and paid opportunities, with the goal of converting hesitant planners into longer-stay visitors.</p>
<p>Debra Smith, Luxe Beat, HuffPost, Educational Studies, National Post, The Culture Trip, Toronto Sun, Calgary Herald, Vancouver Sun, Montreal Gazette, CANOE, etc</p>	<p>She showed strong interest in Southern U.S. destinations, particularly Memphis, and is considering a fall trip centered on music-related storytelling. She also highlighted interest in the Museum of Christian and Gospel Music in Nashville. In addition, she recently began contributing to Luxe Beat Magazine, which has launched a new app and focuses on hotels, architecture, as well as broader destination coverage.</p>	<p>Share story ideas for fall, with a focus on cultural attractions, including the Museum of Christian and Gospel Music. Include additional music-related content to broaden potential story angles across the region.</p>

III. Trade

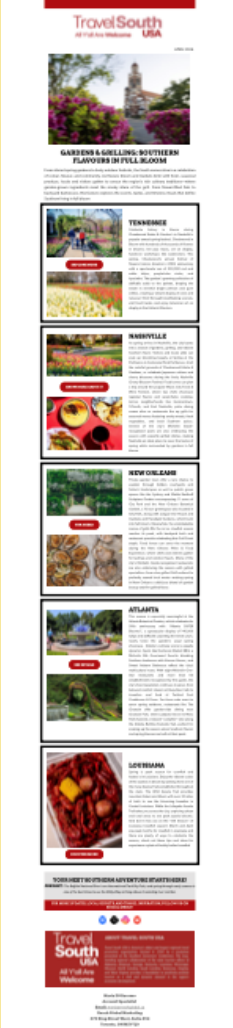
Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next Step
Yuliia Kyselova, AMA Travel	An inbound opportunity from a travel advisor at AMA Travel expressing strong interest in engaging with the destination during an upcoming first-time visit to the region. The advisor is proactively seeking partnership opportunities, including access to travel trade programs, exclusive offers, and on-the-ground resources that could enhance both their personal experience and future sales potential.	Follow up with a first-timer itinerary and regional destination guide.
Stephane Tessier, Sportvac Voyages	<p>Expressed confidence in U.S. travel rebound once conditions improve, with expected booking surges. Golf continues to be a core driver of business, with strong demand for resort product, particularly during the Canadian winter season (November–May), when domestic courses are closed.</p> <p>North Carolina was specifically highlighted as a top golf destination and a key area of interest moving forward.</p>	Provide information on leading golf destinations. Develop multi-destination golf itineraries and multi-state experiences to support visitation potential.
Shaukath Fattah & Beth Fleeton, CAA Niagara	They shared significant decline in U.S. travel, with bookings down 72% year-over-year. Currently, their U.S. activity is still limited, with most group travel focused on Caribbean cruises departing from Florida (Fort Lauderdale and Miami). FIT travel to the U.S. is still happening but remains minimal. Despite the current slowdown, there is a strong sense of optimism that demand will recover in the near	<p>Share updates and product ideas to maintain relevance during the current slowdown, positioning key group and FIT opportunities so the region is well placed to capture demand as U.S. travel rebounds.</p> <p>Align messaging and promotional strategy around value-driven offers and pricing advantages to better appeal to cost-sensitive Canadian travelers, emphasizing opportunities where meaningful savings can help</p>

	<p>future.</p> <p>They provided an insightful perspective noting that Canadians are unlikely to travel to the U.S right now unless there is a meaningful price break, as cost is currently the biggest factor influencing travel decisions.</p>	<p>re-stimulate U.S. demand.</p>
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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 #8</p>	<p>Gardens & Grilling: Southern Flavours in Full Bloom</p>  <p>Featured: Tennessee, Nashville, New Orleans, Atlanta, Louisiana</p>	<p>5,132</p>	<p>26.79%</p>	<p>67.63%</p>

IV. Market Update

Tour Operators & Travel Agencies

- [Canada to U.S. travel decline: what's behind the drop in visitor numbers for 2026](#) (Travel and Tour World)
- [Canada tourism grows strongly as domestic travel rises and U.S. trips decline](#) (Travel and Tour World)
- [Surge in American visitors fuels Canada's 2026 tourism revival](#) (Travel and Tour World)
- [From Bucket List to 'Better List': Why Travellers Are Choosing 'Knockoff' Destinations](#) (Travel Pulse)
- [Many Canadians have avoided the U.S. for over a year. Have we reached the point of no return?](#) (CBC)
- [The 'Generational Paradox' of Sustainable Travel](#) (Travel Pulse)
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Airlift

- [Air Canada cuts six routes deemed "no longer economically feasible" amid rising fuel costs](#) (PAX News)
- [A new era in customer comfort and network growth begins as Air Canada receives its first Airbus A321XLR](#) (Air Canada)
- [WestJet trims capacity and warns of further fuel surcharges](#) (PAX News)
- [Air Canada CEO Michael Rousseau retires following challenging period](#) (Air Canada)
- [Winter 2026-27: Air Canada adds Tenerife, Roatan, Santo Domingo, Merida, Mazatlan](#) (PAX News)
- [Airline adds 4 sun destinations from Edmonton for 2026-27](#) (CTV News)
- [Air Canada Shares Rise on Record Results Despite Suspended Guidance](#) (Open Jaw)

Industry News

Conference Board of Canada Data

- January and February 2026 saw 5.15 million Canadians return home from an overnight outbound trip - a 3.3 per cent decline compared to 2025.
- The volume of transborder trips fell 15.2 per cent compared to the previous year, while activity to non-U.S. (overseas) destinations grew 8.9 per cent.
- Activity to non-U.S. destinations represented 56 per cent of all overnight trips during the period, compared to 49 per cent in 2025.
- The first four months of the 2025-26 winter travel season (Nov-Feb) saw almost 4.7 million Canadians return home from an overnight trip to the U.S., a 16.8 per cent drop compared to last winter.
- The period also saw 5.1 million overseas trips, a 10.9 per cent increase compared to 2025-26.

Economic Landscape

- [Bank of Canada holds rate, warns of higher inflation ahead](#) (BNN Bloomberg)
- [7 takeaways for Canadians from PM Carney's spring economic update](#) (CTV News)
- [Federal fuel tax suspended through September to ease pressure on Canadians](#) (Government of Canada)
- [Buy Canadian policy delivers \\$527.9 million in contracts in first three months](#) (Government of Canada)
- [Build Communities Strong Fund launches with \\$51 billion infrastructure investment](#) (Government of Canada)

V. **Actions**

1. Global Media Marketplace & Summit 2026

Monitoring and reporting coverage
Working on completing post-conference report

2. Ongoing media meetings and pitching to obtain coverage

May PR newsletter: 'The Roots of Southern Food & The Bounty of the Sea' - due by May 20

3. Draft and send May PR & Trade Newsletter

Click here for [Editorial Calendar](#)

Next issue is 'The Roots of Southern Food & The Bounty of the Sea' - due by May 20