

CANADA REPORT

June 2026



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ABOUT TSUSA

Global Partner Programming

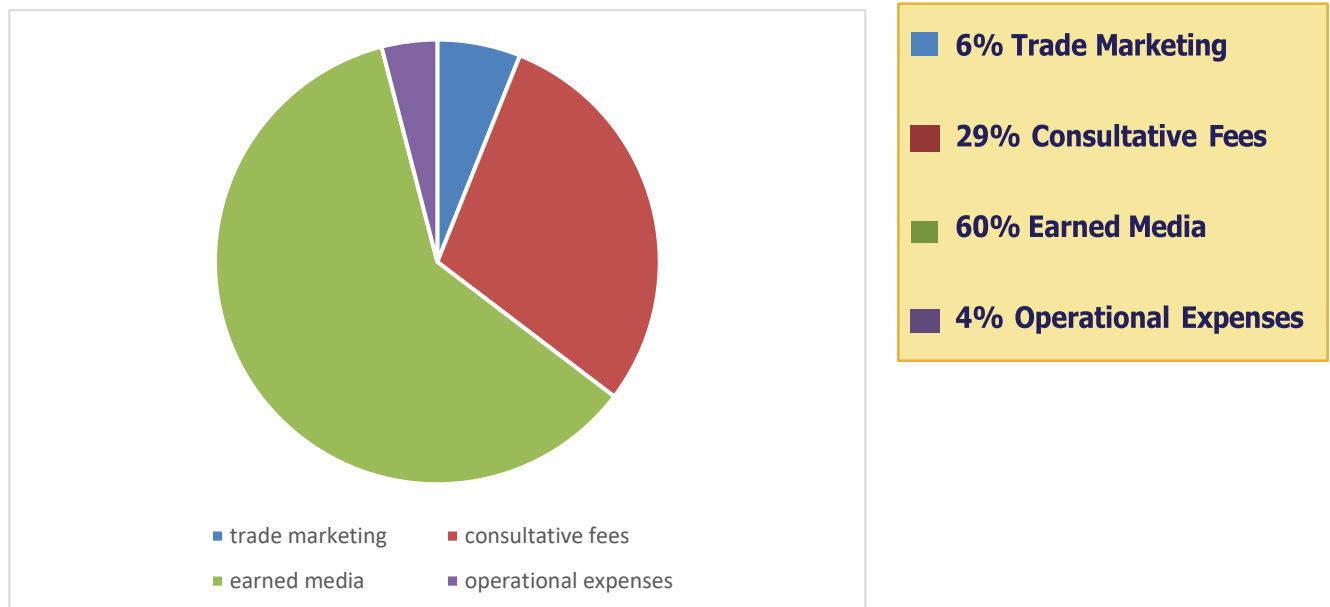
Canada represents one of the most important international source markets for the United States, underpinned by deep socio-cultural ties, aligned values, and one of the most integrated economic relationships in the world. The efficient movement of people across the border is essential to prosperity and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

Canada is currently facing economic headwinds, with affordability concerns and cautious consumer spending influencing travel decisions. However, travel remains a priority for many Canadians, particularly higher-value and experience-driven travelers who continue to seek meaningful leisure experiences. Strong air connectivity, proximity, and a mature outbound travel culture continue to support cross-border travel, making Canada a resilient and strategically important market. Success will depend on demonstrating value, creating timely reasons to visit, and aligning messaging with evolving consumer priorities.

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.

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

- Meetings held with media outlets and companies to identify partnerships and editorial opportunities for FY27.
- Instagram video content was the strongest-performing format, consistently driving higher reach and engagement than Facebook. Content featuring destination experiences, particularly summer travel and regional culinary highlights, generated the most audience interest, reinforcing the value of visual storytelling
- Trade outreach engaged key industry partners to gather second-half 2026 projections and market insights, helping shape FY27 planning and strategic priorities

		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	4	7	70
	Number of Agents Trained	0	29	4	0	0	0	33
	Communication & PR							
	Media Meetings	39	23	18	3	7	7	91
	Total number of articles published	15	6	2	2	3	43	71
	Impressions	10,109,399	170,775	6,803,067	6,000	839,166	8,488,784	26,417,229
	Global Media Marketplace & FAMS	0	4	2	0	0	0	5
	TSUSA PR Newsletters	1	3	3	1	1	1	10
	Facebook	4	12	13	3	4	4	45
	Instagram	4	12	13	3	4	3	44

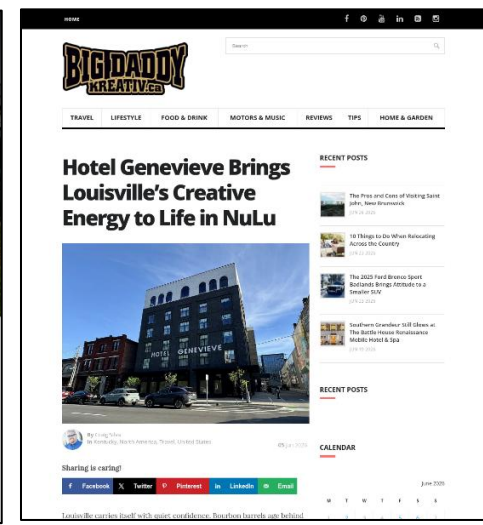
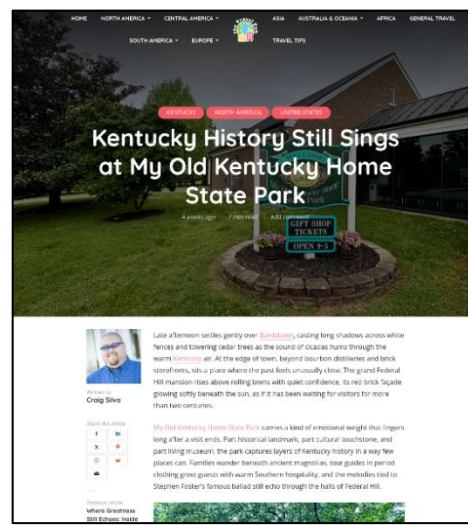
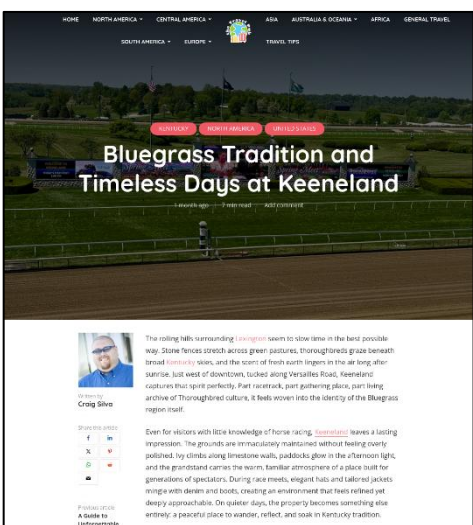
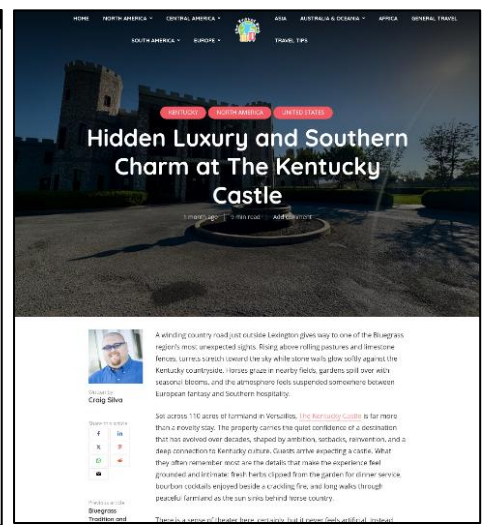
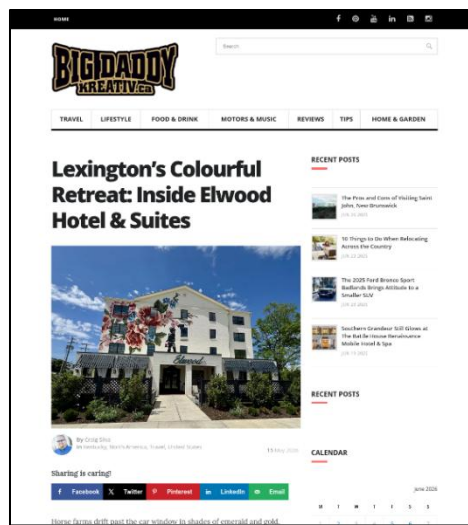
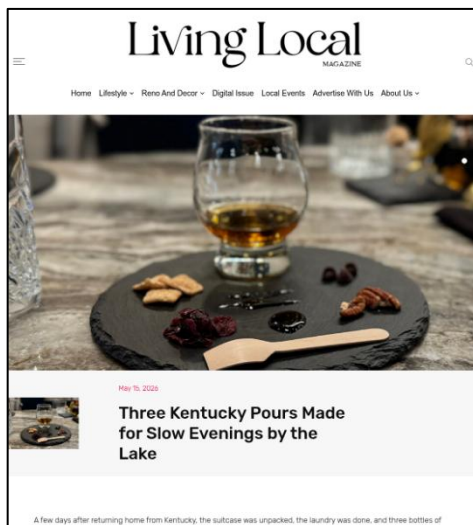
II. Comms & PR

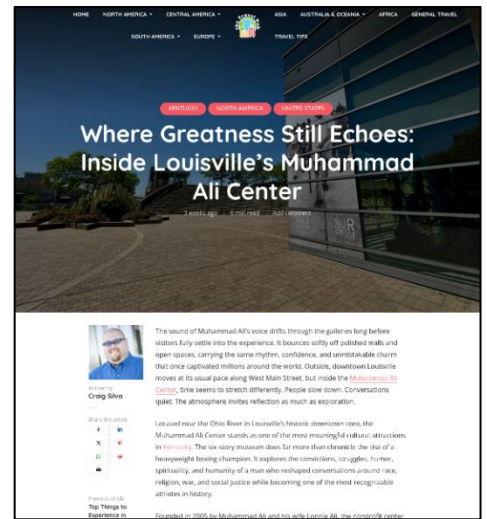
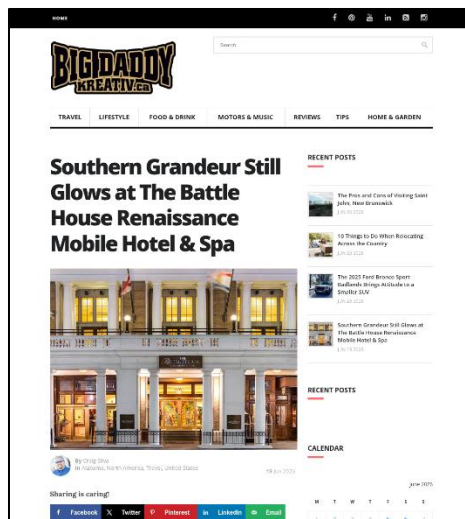
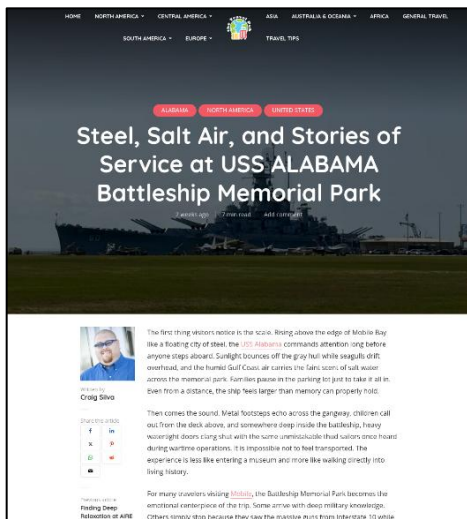
Meetings with media, coverage opportunities, media releases, contacts, earned media evaluation, clippings, and others.

News Releases & Pitching

- Monthly newsletter highlighted the Summer activities in the South
- June included 43 print and digital articles + social posts featuring Alabama, West Virginia and Kentucky as a result of GMM 2026.
- CoverageBook Link - <https://travelsouthusa.coveragebook.com/b/cc3dd1a010f4af6e>

Clipping Highlights:





II. Comms & PR

June Social Media Posts

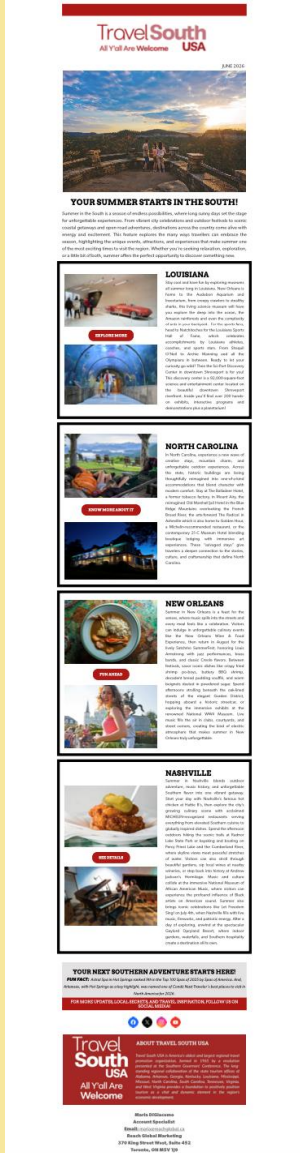
Title	Date published	Status	Reach	Likes and reactions
 Adventure awaits in North Carolina! From ... Reel ·  travelsouthusa.ca	Mon Jun 22, 1:02pm	Boost	5	1
 Adventure awaits in North Carolina! From ... Reel ·  Travel South USA - Canada	Mon Jun 22, 1:00pm	Boost	1	0
 From bold barbecue and fresh seafood to swe... Reel ·  travelsouthusa.ca	Fri Jun 19, 2:24pm	Boost	111	1
 From bold barbecue and fresh seafood to swe... Reel ·  Travel South USA - Canada	Fri Jun 19, 2:24pm	Boost	29	0
 This post has no text Photo ·  Travel South USA - Canada	Mon Jun 15, 4:48pm	Boost	1	0
 Summer in South Carolina is calling ☀️ Trad... Reel ·  travelsouthusa.ca	Tue Jun 9, 1:01pm	Boost	127	3
 Summer in South Carolina is calling ☀️ Trad... Reel ·  Travel South USA - Canada	Tue Jun 9, 1:00pm	Boost	87	0

Insights:

- The "Summer in South Carolina" Instagram Reel achieved the highest overall performance, securing a peak reach of 127 and leading all posts with 3 likes and reactions.
- The food-focused Reel featuring regional culinary highlights generated strong audience interest, capturing a reach of 111 and 1 reaction on Instagram, while Facebook brought in a reach of 29.
- Instagram delivered a higher reach than Facebook on every matched post, outperforming it 5 to 1 on the North Carolina Reel, 111 to 29 on the food Reel, and 127 to 87 on the South Carolina Reel.
- Reels proved to be a far stronger format than static images, with the top Reel reaching 127 people compared to the single static Facebook photo which only reached 1 person

II. Comms & PR

PR Newsletter to consumer media professionals

Status	Topic	Numbers delivered	Open rate
Travel South USA Newsletter Series #10	Your Summer Starts in the South!  Featured: Louisiana, North Carolina, New Orleans, Nashville, Arkansas	409	38%

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)	Completed	Social media posts Social media posts Lexington's Colorful Retreat: Inside Elwood Hotel & Suites Three Kentucky Pours Made for Slow Evenings by the Lake Three Kentucky Pours Made for Slow Evenings by the Lake (PAGE 46) Hidden Luxury and Southern Charm at The Kentucky Castle Kentucky Bourbon Culture Comes to Life at The Trail Hotel Bluegrass Tradition and Timeless Days at Keeneland Kentucky History Still Sings at My Old Kentucky Home State Park Hotel Genevieve Brings Louisville's Creative Energy to Life in NuLu Where Greatness Still Echoes: Inside Louisville's Muhammad Ali Center Steel, Salt Air, and Stories of Service at USS ALABAMA Battleship Memorial Park Southern Grandeur Still Glows at The Battle House Renaissance Mobile Hotel & Spa	Kentucky
Randy Sharman	Informed Traveller	Completed	Multiple podcast interviews	Georgia
Karen Temple	Ottawa Life	Completed	Why Alabama Deserves a Spot on Your Travel Map	Virginia
Bryen Dunn	Inspired Media Inc. (PinkPlayMags, theBUZZ)	Completed	2x Stories - <i>pending</i>	Missouri
Randy Mink	Leisure Group Travel & Canadian World Traveler	Completed	Let the Good Times Roll in Mobile, Alabama West Virginia's Rugged Appalachian Empire West Virginia's Rugged Appalachian Empire (CWT/pg 86) Let The Good Times Roll In Mobile, Alabama (CWT/pg 42)	West Virginia

II. Comms & PR

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

Contacts	Interest/Status	Follow-up/Next Step
Jennifer Weatherhead-Harrington, On-Air Travel Expert and Journalist	Jennifer expressed interest in lining up destination partners for the next season of her show, Next Destination, on CHCH Morning Live.	Financial investment required for participation. RGM to review and evaluate.
Charles-Edouard Carrier, Freelance	Met to discuss editorial priorities this Fall, opportunities with Le Devoir. He mentioned U.S. coverage is still on hold but would be willing to revisit the destination should things improve. RGM will follow up for more information on editorial opportunities this Fall/Winter.	Will follow up to explore upcoming Fall/Winter editorial opportunities and gather additional details on potential coverage opportunities.
Neal McClannen, Wine & Spirits Editor Vancouver Magazine + Western Living	He shared that both publications are currently taking a cautious approach to U.S. coverage and will reconnect when there are stronger opportunities and increased interest from their audience.	Provide resources and general destination updates to support upcoming editorial opportunities when the sentiment improves.
Jennifer Merrick, freelance	Discussed current sentiment in the travel media landscape and noted a growing openness among outlets for more U.S.-focused content. She also shared strong interest in featuring the region in her “splurge vs save” series, highlighting both destinations as strong fits for contrasting luxury and budget-friendly travel angles.	Share relevant story angles and explore potential press trip and destination coverage opportunities
Jonathan Custeau, Travel Writer: Les Co-Op De'l Information	Shared that U.S. travel stories remain on hold for the time being but will reconnect as audience sentiment improves, expressing optimism for future coverage opportunities	Remain in contact to leverage opportunities as perceptions around U.S. travel become more positive.

Katie Bridges + Andrea Titus, Editor, Twenty Two Media + Sales Person	Met with Katie and Andrea to better understand their approach to U.S. travel coverage moving forward. Given their small editorial team, they are exploring a blended strategy that combines paid partnerships with earned editorial opportunities for the year ahead. With only two print issues annually, U.S. travel features will be limited to two stories per issue; however, they remain open to incorporating additional U.S. content across their digital platforms.	Continue discussions with Katie and Andrea to identify potential opportunities that align with their paid and editorial strategy, with a focus on developing U.S. travel content for both upcoming print issues and digital platforms.
Peg Fong, Editor, Vacay.Ca	Discussed the current market landscape and identified potential opportunities to align on future U.S. travel coverage. She expressed interest in being considered for relevant U.S. travel FAM opportunities throughout the year that align with her editorial interests.	Continue sharing story angles and evaluate future assignment and press trip opportunities

III. Trade

International Showcase 2026

NAME	COMPANY	STATUS
Laurence Despiegel	Toundra Voyages	Confirmed & Registered
Michelle Boucher	Authentik USA	<i>pending</i>
Ali Rizvi	Goway Travel	<i>pending</i>
Harold Ho	Royal Scenic	<i>pending</i>
Sabrina Couturier	Group Voyages Québec	<i>pending</i>

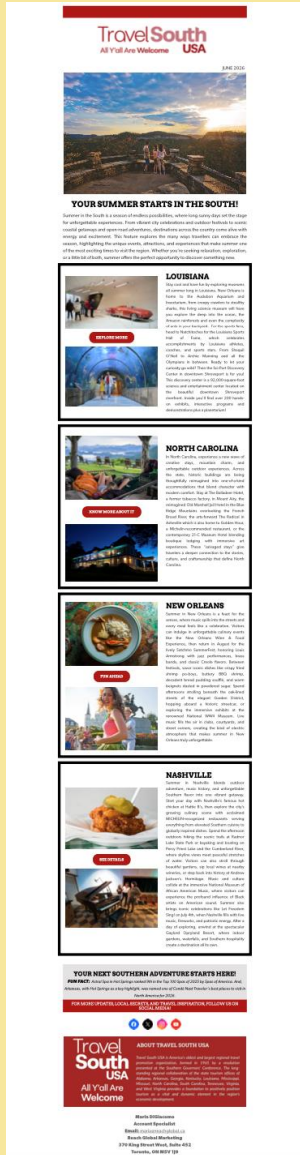
Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next Step
Daniel Shanahan, Kensington	Focused on driving stronger advisor engagement and increasing regional bookings from the Canadian market. Both teams discussed current demand trends, upcoming leisure opportunities, and ways to better position the region through Kensington's advisor network.	Share refreshed trade assets and product updates, followed by Kensington integrating the region into upcoming advisor training and select promotional campaigns
Denise Lagrenade, Voyages Terre et Monde	Discussed future seasonal opportunities and potential interest in the region's foliage season. Mentioned that demand for U.S. travel has not yet fully recovered, with some travelers expressing concerns related to exchange rates, fuel costs, and overall vacation budgets. Many clients are booking closer to departure.	Continue to monitor demand for U.S. travel with emphasis on pricing sensitivity and booking patterns. Reassess opportunities for the South's foliage season as interest builds, with an objective to develop seasonal product if demand strengthens. Maintain a flexible, close-in sales approach given the trend toward last-minute bookings, and revisit pricing and marketing strategy as currency and cost pressures evolve.
Patricia Dube, Savour Travel	Mentioned that while interest in outdoor and self-drive experiences remains strong, some travelers continue to perceive U.S. travel as more expensive than in previous years, leading to shorter stays and	Continue to position U.S. self-drive and outdoor travel as a strong value proposition while acknowledging ongoing price sensitivity in the market. Monitor traveller perceptions of overall trip cost, particularly in relation to

	reduced spending.	exchange rates and in-destination spending behaviour and adjust messaging accordingly to better emphasize value and flexibility. Encourage itinerary development that supports shorter, high impact stays while still showcasing key experiences.
Christine Bocuher, Travel Masters	Indicated that inquiries for U.S. travel continue, but conversion rates remain lower than expected. Clients are spending more time researching alternatives and evaluating costs before confirming travel plans. Shared updates on seasonal travel demand and discussed opportunities around fall foliage travel.	Continue to monitor inquiry-to-booking conversion within the trade channel and identify key friction points impacting closure rates. Support partners with clearer, more targeted selling tools that help position value and reduce cost comparison delays. Reinforce seasonal opportunities, including fall foliage, through trade communications to help drive stronger conversion from early-stage inquiry to confirmed booking.
Bruno Lemeiux, Voyages Aquarrelle	Noted that some clients remain cautious about U.S. travel and are prioritizing destinations perceived as offering “strong value” in terms of overall experience. Price remains a key factor when comparing U.S. destinations against Canadian options.	Continue to reinforce the value proposition of U.S. destinations, with a focus on addressing perceived price sensitivity compared to Canadian alternatives. Support with comparative selling tools and messaging that highlight value, experience quality, and differentiation. Monitor booking trends closely and adjust positioning as needed to help mitigate caution around cross-border travel and improve conversion.
Nancy Cote, Voyage à tout prix	Noted growing interest in shorter leisure trips that combine nature, relaxation, and value. Shared appealing inspiration options for clients looking to extend summer travel or plan an autumn escape. Shared that ongoing concerns around the Canadian dollar continue to impact booking decisions.	Continue to position shorter leisure itineraries that combine nature, relaxation, and value, with strong inspiration for late summer extensions and autumn escapes. Reinforce easy-to-sell, flexible trip ideas that work for shorter stays, and support with value-driven messaging to help offset ongoing Canadian dollar concerns.
Catherine Dagenais, Partez en Voyage	Discussed planning trends for late summer and fall travel. Clients are increasingly looking for destinations within driving distance that offer flexibility and outdoor experiences. Summer and fall foliage season, scenic drives, and small-town experiences were highlighted as strong selling points for travelers seeking a close-to-home getaway.	Continue to build on late-summer and fall travel demand by positioning the region as a strong destination for flexible, outdoor-focused itineraries. Strengthen trade messaging around ease of access, variety of experiences, and value for close-to-home getaways to support conversion into the peak fall season.

III. Newsletters

Trade Newsletter to tour operators and travel agent professionals

Status	Topic	Numbers delivered	Open rate	Click-thru rate
Travel South USA Newsletter Series #10	Your Summer Starts in the South!  Featured: Louisiana, North Carolina, New Orleans, Nashville, Arkansas	5,570	35.79%	86.75%

IV. Market Update

Tour Operators & Travel Agencies

- [Family travel, coolcations fuel record summer travel demand in 2026: Study](#) (TravelPulse Canada)
- [Canadian travel to U.S. has increased for 1st time since January 2025](#) (Global News)
- [Why more Canadians are choosing to go 'elbows down' on U.S. travel](#) (CTV News)
- [Canada issues emergency travel advisory for South American destination](#) (Daily Hive)
- [Three Defining Summer Travel Trends](#) (Travel Industry Today)

Airlift

- [Airbus told to inspect A380 jets after regulators reported cracks in wings](#) (Global News)
- [Some airlines are cutting fuel surcharges as oil prices fall. So why are others holding out?](#) (The Globe and Mail)
- [More fuel surcharge cuts but experts expect global airfares to stay high](#) (Travelweek)
- [WestJet ranks as North America's most on-time airline in May](#) (TravelPulse Canada)

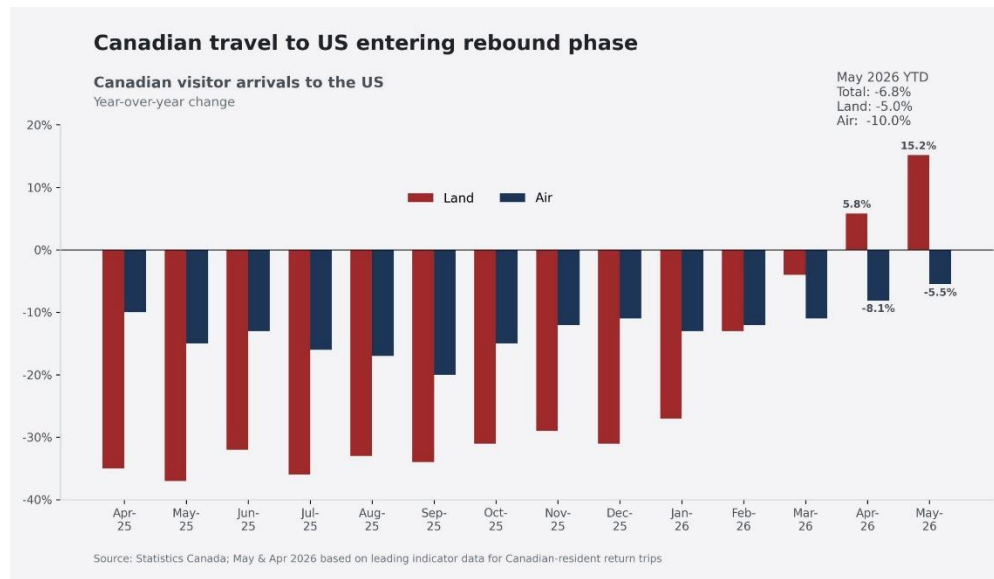
Industry News

Conference Board of Canada Data

- The first four months of 2026 saw 11.0 million Canadians return home from an overnight outbound trip - a 3.3 per cent decline compared to 2025.
- The volume of overnight transborder trips fell 12.0 per cent compared to 2025, while activity to non-U.S. (overseas) destinations grew 5.9 per cent.
- Activity to non-U.S. destinations accounted for 53 per cent of all overnight trips during the period, compared to 48 per cent in 2025.
- The 2025-26 winter travel season (Nov-Apr) saw almost 7.6 million Canadians return home from an overnight trip to the U.S., a 14.1 per cent drop compared to last winter.
- The period also saw more than 8.1 million overseas trips, a 7.9 per cent increase compared to 2025-26.

Economic Landscape

- [Canadian dollar reaches 12-month low, near 70 cents to the U.S. dollar - main driver is diverging interest rates, not CUSMA](#) (The Hub)
- [Economic growth expected to hit 0.7% in 2026, rebounding to 2% in 2027](#) (CTV News)
- [Canada's inflation rate rose to 3.2% in May, driven - again- by high gas prices](#) (CBC News)
- [Canada's population fell slightly in 1st quarter of 2026: StatCan](#) (Global News)



V. **Actions**

1. **Global Media Marketplace & Summit 2026**

Monitoring and reporting coverage

2. **Ongoing media meetings and pitching to obtain coverage**

Newsletters are paused for the month of July and August. Will resume in September

3. **International Showcase**

Securing buyers for the 2026 show in Nashville