

CANADA REPORT

August 2026

Travel
South
USA

Prepared By:

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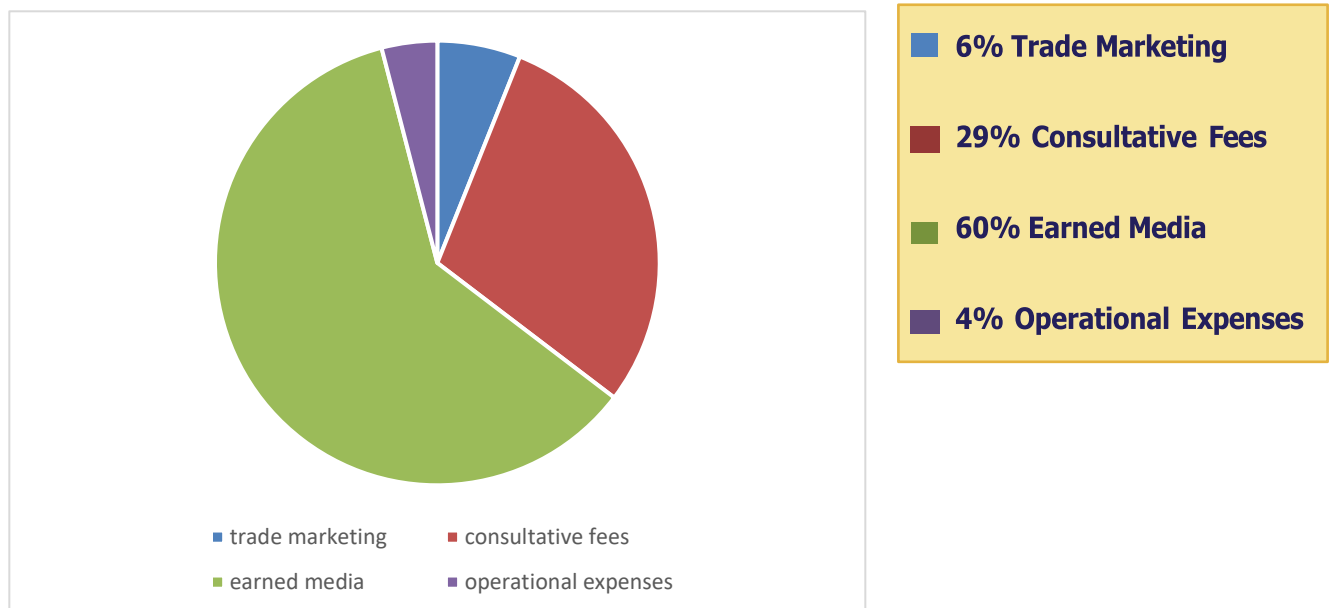
Canada represents one of the most important international source markets for the United States, underpinned by deep socio-cultural ties, aligned values, geographic proximity, and one of the most integrated economic relationships in the world. The efficient movement of people across the border remains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

Canada has experienced economic headwinds, with affordability concerns and cautious consumer spending influencing travel decisions. However, recent data indicates positive signs of market recovery as travel demand begins to rebound from spring into summer, with Canadians demonstrating renewed confidence and continued interest in U.S. destinations. While consumers remain value-conscious, travel continues to be a priority—particularly among higher-value and experience-driven travelers seeking meaningful leisure experiences.

Strong air connectivity and proximity continue to position Canada as a resilient and strategically important market. As recovery progresses, success will depend on a more targeted approach to marketing, recognizing the distinct behaviors, motivations, and opportunities across Canadian provinces and consumer demographics. Tailored strategies that align messaging with regional travel patterns, household priorities, and audience interests will be essential to maximizing engagement and conversion.

While overall volumes remain below earlier forecasts as households continue to navigate broader socio-economic pressures, Canada continues to deliver a meaningful share of travelers who are active, informed, and willing to visit the United States. Canadian travelers are experienced exploring the U.S., with strong interest in regional diversity, local cuisine, authentic experiences, and itineraries that blend iconic attractions with opportunities for discovery. By delivering relevant, timely, and value-driven messaging, destinations can continue to strengthen their connection with Canadian audiences and capture renewed demand.

FY 27 Canada GPP Resource Allocations



I. EXECUTIVE SUMMARY

- FY27 social content strategy will continue to build on the Local Talent Spotlight series, highlighting local experts and personalities who can authentically showcase the diversity of the Southern USA and inspire Canadian travelers. The bi-weekly series will continue throughout the year, providing engaging, personality-driven content while bringing a local perspective to the destination.
- Year-round FY27 activation strategy anchored by major events throughout the year including Brand USA Travel Week (media day only) and International Showcase in Q2, media mission + consumer show in Q3 and IPW in Q4.
- Newsletters will resume in September.

		July	August	September	Q1 Total	Q2 Total	Q3 Total	FY 26/27 Total
9 Partners AL/AR/KY/ MS/MO/NC SC/TN ROTS	Canada							
	Travel Trade							
	Trade Meetings/Trainings	3	7		10			
	International Showcase & FAMS	6	1		7			
	Communication & PR							
	Media Meetings	11	8		19			
	Total number of articles published	3	2		5			
	Impressions	504,648	1,003,090		1,507,738			
	Global Media Marketplace & FAMS	0	0		0			
	TSUSA PR Newsletters	0	0		0			
	Facebook	4	4		8			
	Instagram	4	4		8			

II. Comms & PR

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

News Releases & Pitching

- Newsletter will resume in September.
- CoverageBook Link - <https://travelsouthusa.coveragebook.com/b/5ffa7b1ee0b64d97>

Clipping Highlights:

yahoo/life Search the web  News

BUSINESS INSIDER

These are 35 of the most beautiful beaches across the US

Priyanka Rajput,Elana Klein,Kristine Villarreal
Wed, August 19, 2026 at 1:13 p.m. UTC
15 min read



Siesta Key Beach aerial photo

- Some states, like Florida, California, and Hawaii, are known for their beautiful beaches.
- Others have lesser-known but equally breathtaking beaches, including Michigan and New Hampshire.
- If you're looking for a beach getaway before summer is over, check out some of these options.

Temperatures are high, everyone's tanned or out of town, and the [end of summer](#) is knocking at our door. If you haven't gone to a white-sand beach yet, it's about time you do.

If a big [all-inclusive trip](#) to the Caribbean or a [European getaway](#) just isn't in your cards [this summer](#) — as they aren't for many [US travelers](#) this year — it doesn't

THURSDAY, SEPTEMBER 3, 2026 MEDIA KIT

DRIFT

THE JOURNEY ▾ THE DESTINATION ▾ THE FUN ▾ READ ALL THE ISSUES CONTACT

HOME ▾ #WHEREONEXT ▾ USA ▾ How to Ride South Carolina's Roads More Safely This Summer

#WHEREONEXT USA

How to Ride South Carolina's Roads More Safely This Summer





Summer is one of the best times to ride through the state, whether you're aiming for the coast, the Midlands, or the Upstate. Riding more safely comes down to understanding a handful of recurring risks. Recent crashes point to the same repeatable patterns: left-turn conflicts, rural intersection hazards, and high-speed night wrecks.

A safer ride usually starts long before you leave the driveway. Just as you might prep for brutal midday heat by studying [how to survive in the desert](#), setting up your motorcycle for summer conditions matters just as much. Consider this: although motorcycles [account for only 3% of registered vehicles](#), motorcyclists accounted for 16.2% of all traffic fatalities in 2024. Small, practical decisions about where, when, and how you ride can move these odds in your favor.

Social Media

	Title		Date published ↓	Status ↑↓	Reach ⓘ ↑↓	Views ⓘ ↑↓
	There's a whole lot of South to discover. ... Reel •  travelsouthusa.ca	Boost ...	Mon Aug 24, 12:26pm		72	76
	There's a whole lot of South to discover. ... Reel •  Travel South USA - Canada	Boost ...	Mon Aug 24, 12:25pm	  	0	0
	Missouri's story runs deeper than you thi... Reel •  Travel South USA - Canada	Boost ...	Fri Aug 21, 1:01pm	  	0	0
	MEET THE LOCAL: NICOLE WILL Lo... Carousel •  travelsouthusa.ca	Boost ...	Sat Aug 8, 12:42pm		22	59
	MEET THE LOCAL: NICOLE WILL Lo... Multi media •  Travel South USA - Ca...	Boost ...	Sat Aug 8, 12:42pm		0	0
	🌟 Mountains or beaches? Why choose w... Reel •  travelsouthusa.ca	Boost ...	Mon Aug 3, 1:16pm		49	52
	🌟 Mountains or beaches? Why choose w... Reel •  Travel South USA - Canada	Boost ...	Mon Aug 3, 1:16pm	  	0	1

August Insights:

- Instagram consistently outperforms Facebook in distribution, generating all non-zero reach across posts while Facebook variants stall at zero or near-zero reach (e.g., the top Reel reached 72 users on Instagram vs. 0 on Facebook).
- Top Performer: The short Reel posted on Mon Aug 24 ("There's a whole lot of South to discover...") achieved the highest overall reach (72) and views (76).
- Carousels show strong viewer retention relative to reach; the "MEET THE LOCAL" post on Instagram generated 59 views from a reach of only 22, indicating users re-swiped or spent more time on multi-frame content.

Brand USA Travel Week x Discover America Canada Media Day

- Confirmed participation at the media day event on October 28 in Toronto.

Media Mission & Consumer Show

- Media-only Toronto event will take place March 31-April 1, 2027

Consumer Show: T.O. Food & Drink Fest

- Now in its 5th year, the T.O. Food & Drink Festival attracts 16,200 attendees (professionals aged 19–49 from Toronto/GTA).
- Culinary tourism is a core festival theme, making it a natural fit for Travel South USA's food identity.
- Dates: April 2–4, 2027
- Goal is to buy-in with a 'Taste the South' Pavillion (minimum 8 partner booths)
- Option includes culinary demos and mixology program.

Media Meetings (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up/Next Step
Nathalie Collard, La Presse	Nathalie is currently working on broader tourism coverage and has been speaking with travellers and industry contacts about evolving travel sentiment. She is developing a larger tourism-focused story and remains a relevant contact for future conversations around travel trends and U.S. destinations.	Monitor upcoming coverage and reconnect with relevant Travel South USA story angles that align with her editorial focus.
Rachel Giese, The Globe and Mail	Rachel is Deputy Editor at The Globe and Mail, with a focus on culture and broader societal issues. She is open to connecting on future press visit opportunities and there is potential alignment around culture and lifestyle stories.	Schedule a September coffee meeting to introduce upcoming Travel South USA priorities and identify potential areas of editorial interest.
Alison McGill, The Kit / Freelancer	Alison continues to cover U.S. destinations and is open to considering relevant clients and experiences for her upcoming freelance columns.	Share relevant upcoming Travel South USA news and story ideas for consideration in future editorial opportunities.
Hanna McLean, Vancouver Sun	Hanna writes a weekly food column for the Vancouver Sun and has autonomy over e-commerce story angles. U.S. travel content is currently on hold, with her taking a wait-and-see approach as travel sentiment evolves. She remains interested in potential future press visit opportunities.	Maintain the relationship and revisit media hosting opportunities as sentiment shifts, with an eye toward 2027.
Samir Mourani, Gents Post	Met with Samir to begin discussions around a potential future U.S. press visit, as he has expressed interest in returning. A follow-up meeting is scheduled for September to continue the conversation.	Use the September meeting to identify upcoming Travel South USA opportunities that align with Samir's editorial interests.
Krista Faist, Foodism / Escapism	Met with Krista to discuss potential alignment around their ICON Awards. Krista shared additional partnership details, which were discussed in relation to potential destination participation and broader exposure opportunities. She assigned a writer for upcoming North Carolina FAM.	Review the opportunity internally. Follow up with Krista on development of editorial opportunities.

Nathalie Collard, La Presse	Nathalie is currently working on broader tourism coverage and has been speaking with travellers and industry contacts about evolving travel sentiment. She is developing a larger tourism-focused story and remains a relevant contact for future conversations around travel trends and U.S. destinations.	Monitor upcoming coverage and reconnect with relevant Travel South USA story angles that align with her editorial focus.
Nina Slawek, Open Jaw	Nina mentioned sponsoring press visits due to freelance media requiring additional fees to travel to the U.S. for FAM trips.	Shared recommendations on managing expectations with freelance writers. Follow up with Nina on next steps for press visits.

III. Trade

International Showcase 2026

NAME	COMPANY	STATUS
Laurence Despiegel	Toundra Voyages	Confirmed & Registered
Caroline Poulin	Voyages Gendron	Confirmed & Registered
Tanya Fuller	Goway Travel	Confirmed & Registered
Terry Kaszas	CAA Saskatchewan	Confirmed & Registered
Stacey Ludlow	Kensington Tours	Confirmed & Registered
Dan Sombach	Alberta Motorcoach Association	Confirmed & Registered
Bruce Parkinson	Travel Market Report (media)	Confirmed & Registered

Trade Meetings (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next Step
Simone James, TravelBrands	Cruise remains a strong growth area, with significant potential for U.S. destinations to capture pre/post-cruise stays, group business and advisor engagement through TravelBrands' extensive Canadian network.	Explore opportunities to position TSUSA destinations within cruise extensions and advisor education initiatives.
Aliz Rizi, Goway Travel	Custom group travel is growing, including specialty segments such as women-only travel. There is opportunity for TSUSA destinations to develop distinctive, customizable experiences for group programs.	Share group-ready itinerary concepts and identify opportunities for specialty travel programming.
Karishma Kaul, G2 Travel	International group travel to North America remains a strong opportunity, particularly for destinations offering seamless logistics, distinctive experiences and well-packaged programming.	Explore destination education and product development opportunities with G2's Canadian team.

Dianna Lo, Safeway Tours	Affordable, value-driven U.S. coach touring continues to present an opportunity, particularly for accessible, easy-to-book itineraries and seasonal getaways.	Identify TSUSA destinations and experiences suited to future coach touring and seasonal packages.
Elizabeth Cooper, Ellison Travel	Ontario travellers remain more hesitant about U.S. travel due to border concerns, though Western Canadian, mainly Alberta, demand is stronger. Group and student travel remain opportunities, particularly around music and experiential programming.	Provide reassurance around cross-border travel and identify group experiences that align with Ellison's key niches and 2027 planning.
Carole Nassif, Passion Monde	U.S. travel is currently not a priority due to significant hesitation among Quebec travellers. The opportunity is longer-term, requiring relationship-building until market sentiment improves.	Maintain light-touch engagement and keep TSUSA destinations top-of-mind for future product planning.
Charmian Chan, Tianbao Travel	U.S. travel demand is growing alongside strong demand for cruises and domestic travel. Existing bus-and-cruise programming presents potential opportunities for overnight stays and destination integration.	Explore opportunities to integrate TSUSA destinations into existing touring and cruise-related itineraries, and assess participation in upcoming consumer engagement opportunities.

III. Market Update

Economic Landscape

- [Canada's economy grew a strong 3.3% annualized in 2nd quarter, as 1st quarter revised higher](#) (CBC News)
- [Canada's economy has found its footing. But is it enough to survive the U.S. trade war?](#) (CBC News)
- [Bank of Canada set to grapple with renewed trade war pressures in rate decision](#) (CityNews)
- [Strong support for Canada axing U.S. trade talks, retaliatory tariffs: poll](#) (Global News)
- [Canada-U.S. free trade was a model for the world. Can anything save it now?](#) (The Financial Post)
- [U.S. politicians condemn Trump's 'chaotic' trade war against Canada](#) (National Post)

Airlift

- [Air Canada Boosts Travel for Customers with Mobility Aids](#) (Travel Industry Today)
- [The air travel industry was on the brink of disaster, but travellers are still taking to the skies](#) (CBC News)
- [WestJet flight attendants vote to ratify new collective agreement](#) (CBC News)
- [London, Ont., airport adds Porter Airlines to roster, with new southbound winter flights](#) (CBC News)
- [Airlines get grounded jets flying again, but engine bills linger](#) (CTV News)
- [Why is Air Canada still offering passengers American booze?](#) (Yahoo! News/Financial Post)

Market Insights and data

- Canadian travel demand remains strong, with 67% of Canadians planning or having taken a leisure trip this summer (May-Oct).
- This share is consistent with expectations at the start of the season and above 2025 levels.
- Travellers are increasingly seeking value, unique experiences, and time with family and friends when choosing destinations.
- Financial pressures continue to influence behaviour, with cost remaining the leading barrier for non-travellers and driving increased use of cost-saving measures among travellers.
- Outbound travel remains steady at approximately 28% of Canadians, though destination preferences continue to shift.
- The US remains the top outbound destination (33%), but its share is below previous years, while demand for Europe/UK (30%) and Asia-Pacific (13%) has grown.

IV. Actions

1. International Showcase

- Secured buyers and one trade journalist for the 2026 show in Nashville. Next steps: share airfare spreadsheet for approval and book airfare.

2. Social Media

- Request that state partners share information on local talent (chefs, musicians, tour guides, etc.) for bi-weekly “local talent” spotlight

3. Ongoing media meetings and pitching to obtain coverage

- Newsletters will resume in September

4. Brand USA Travel Week

- Registered and completed online profile. Prepare pitch notes for media day on Oct 28.

5. Media Mission & Consumer Show

- Vetting partner interest to confirm buy-in for the T.O. Food & Drink Fest
- Sourcing venue options

6. Global Media Marketplace & Summit

- Identified target media for 2027