CANADA REPORT

October 2026

Travel South USA

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ABOUT TSUSA

Global Partner Programming

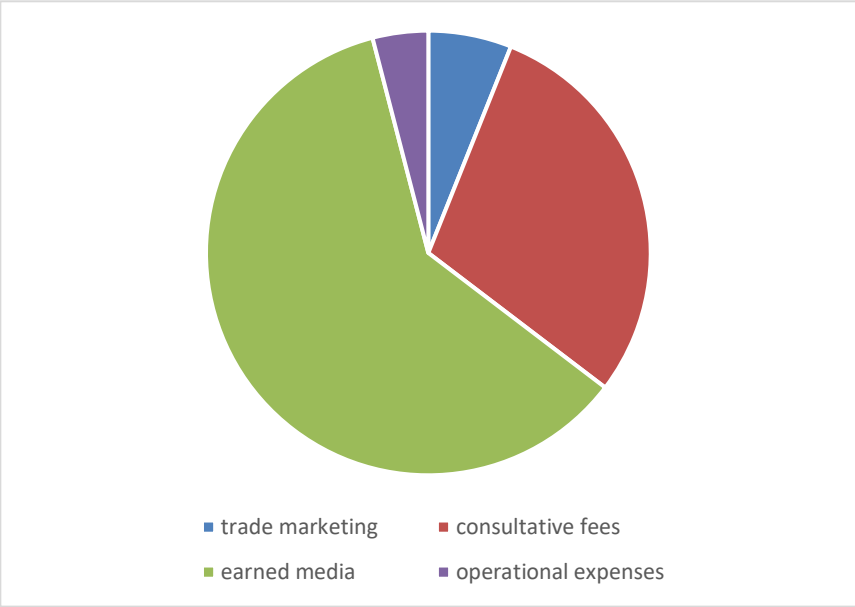
Canada represents one of the most important international source markets for the United States, underpinned by deep socio-cultural ties, aligned values, geographic proximity, and one of the most integrated economic relationships in the world. The efficient movement of people across the border remains 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



- 6% Trade Marketing
- 29% Consultative Fees
- 60% Earned Media
- 4% Operational Expenses

I. EXECUTIVE SUMMARY

- FY27 strategy is being modified with no partner commitment for the media mission. Planning for curated dinners and deskside appointments, itinerary to follow with the media target list
- International Showcase participants logistics confirmed
- FY27 social content strategy will continue to emphasize short-form video and seasonal storytelling, with Instagram Reels serving as a key format for highlighting the Southern USA's fall scenery, scenic road trips, culinary offerings and authentic regional experiences. Content will focus on building destination awareness while fostering a more engaging, personality-driven connection with Canadian audiences.
- Content will leverage timely seasonal themes, including fall foliage, outdoor adventures, road trips and Southern barbecue, to deliver relevant and inspiring storytelling that resonates with Canadian travellers, sparks interest and encourages further exploration of the region.
- Continued emphasis will be placed on showcasing the diversity of Southern destinations through visually engaging content, highlighting lesser-known attractions, local culture and unique experiences to inspire Canadian travellers to look beyond traditional tourism hotspots and consider new destinations across the region.

		Q1 Total	October	November	December	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	19	7			7		
	International Showcase & FAMS	7	0			0		
	Communication & PR							
	Media Meetings	28	12			12		
	Total number of articles published	7	0			0		
	Impressions	8,185,621	0			8,185,621		
	Global Media Marketplace & FAMS	0	0			0		
	TSUSA PR Newsletters	1	1			1		
	Facebook	12	4			4		
	Instagram	12	4			4		

II. Comms & PR

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

News Releases & Pitching

- Newsletter distributed: Hidden Jukebox Joints & Honky-Tonk Nights Across The South
- Preparation to pitch media at Brand USA Travel Week Canada in Toronto - 10 appointments
- Meetings conducted around themes concerning southern culinary specialties, outdoor experiences, holiday festivities, cultural attractions, historical landmarks, sports, festivals/events, etc.
- Coverage Book Link - https://travelsouthusa.coveragebook.com/b/5ffa7b1ee0b64d97

Social Media

Title	Date published	Status	Reach	Views
 From charming coastal towns to brea... Boost ··· Reel • travelsouthusa.ca	Wed Oct 28, 1:00am		6	6
 From charming coastal towns to brea... Boost ··· Reel • Travel South USA - Canada	Wed Oct 28, 1:00am		--	6
 Fall in Tennessee is a whole mood! F... Boost ··· Carousel • travelsouthusa.ca	Mon Oct 26, 1:15pm		6	14
 Fall in Tennessee is a whole mood! F... Boost ··· Multi media • Travel South USA - Ca...	Mon Oct 26, 1:15pm		--	0
 Celebrate the season of abundance in ... Boost ··· Carousel • travelsouthusa.ca	Fri Oct 23, 1:11pm		7	22
 Celebrate the season of abundance in ... Boost ··· Multi media • Travel South USA - Ca...	Fri Oct 23, 1:11pm		--	0
 Where history meets a little H... Boost ··· Multi media • Crossposted •	Thu Oct 22, 3:07pm		--	32

October Insights:

- Instagram continues to outperform Facebook, generating the majority of views across the content reviewed. Facebook performance remained limited, with most posts recording zero views and one Reel generating 6 views.
- Top Performer: The Oct. 22 post, “Where history meets a little H…”, was the strongest-performing content, generating 32 views on Instagram.
- Carousel content is generating consistent views, with the Oct. 23 “Celebrate the season of abundance…” carousel receiving 22 views and a reach of 7, followed by the Oct. 26 “Fall in Tennessee is a whole mood!” carousel with 14 views and a reach of 6.
- Reels are contributing to visibility across platforms, with the Oct. 28 coastal-themed Reel generating 6 views on both Instagram and Facebook, demonstrating an opportunity to continue leveraging short-form video alongside carousel content.

Brand USA Travel Week x Discover America Canada Media Day

- Charmaine Singh represented TSUSA at Brand USA Travel Week in Toronto on October 28, participating in 10 meetings focused on strengthening TSUSA's presence and positioning within the Canadian travel market.
- Meeting notes are shared in the media meetings section below



Media Mission

- Media-only Toronto Mission will take place March 31-April 1, 2027
- Deskside appointments and curated dinners
- Preparing media target list

Global Week

- April 26-29, 2027 in Bentonville Arkansas
- 5 press trips and Global Week conference
- **Target list:**
  - Canadian World Traveler
  - Living Local + Canadian Travel Pub
  - Explore Magazine
  - Daily Hive/Curiocity
  - Narcity
  - Informed Traveler
  - Journal de Montreal/Quebec

PR Newsletter to consumer media professionals

Status	Topic	Numbers delivered	Open rate
Travel South USA Newsletter Series #12	Hidden Jukebox Joints & Honky-Tonk Nights Across The South  Featured: Mississippi, Nashville, Atlanta, and Alabama	446	42.9%

Media Meetings (phone calls, emails, personal meetings)

Contacts	Interest/Status	Follow-up/Next Step
Victoria Surla, Postmedia	Discussed Postmedia's approach to U.S. travel coverage and potential editorial opportunities for the region. They expressed openness to featuring U.S. destinations, with coverage opportunities dependent on the specific geographic area, proposed story angle and relevance of the content to their readership. The conversation provided an opportunity to better understand their editorial priorities and identify potential areas of alignment for future TSUSA media outreach.	• Follow up with information and vet for GMM 2027.
Chloe Vidaillac	Their travel content performs well because it feels organic to the platform. Opportunities include sponsored articles, creative marketing integrations, and newsletter placements. They also introduced **Locals Boost**, an Instagram-only product that allows creators to reshare existing tourism board content to their Stories for $200 per post, with an additional $300 for Narcity to reshare it with its followers. The product delivers strong engagement, includes weekly reporting, and is ideal for clients looking to amplify existing content.	• Explore opportunities to incorporate Locals Boost into the region's social media strategy, leveraging existing destination content to increase visibility and engagement among Narcity's Canadian audience. • Follow up with information and vet for GMM 2027
Barry Choi – Freelance Travel Journalist **(Brand USA Appointment)**	Discussed opportunities to position the region through more relatable, experience-driven travel messaging, particularly for multigenerational travel and family experiences. Recommended shifting away from traditional political or headline-driven narratives and instead highlighting experiences travellers cannot easily replicate at home. Suggested messaging that focuses on the personal value of travel, such as spending time with grandparents and discovering unique regional experiences. Noted that securing earned media coverage can be challenging, making targeted and compelling story angles particularly important.	• Explore story angles centred on multigenerational travel, family experiences and distinctive attractions throughout the region. • Prioritize experiential messaging that highlights what makes travelling to the South different from staying closer to home.

Ben Kriz – Freelance Journalist, Sharp **(Brand USA Appointment)**	Discussed opportunities to introduce the region through a men's lifestyle and culture lens, with a focus on experiences that align with Sharp's readership. Ben expressed interest in exploring Southern culture and its influence on men's lifestyle, including sports, fashion, food, equestrian experiences and regional traditions. These interests present an opportunity to position the South beyond traditional tourism narratives by highlighting its distinctive cultural identity, luxury experiences and lifestyle offerings.	• Develop story ideas highlighting the intersection of Southern culture, men's lifestyle and travel. • Explore opportunities to showcase the region's sports culture, fashion, culinary scene and equestrian experiences. • Share distinctive destination experiences and potential local personalities that could support editorial storytelling for Sharp.
Chloe Wilde – Freelance Journalist, Travel Life and Hello! Canada / Wilde Entertainment **(Brand USA Appointment)**	Discussed Chloe's editorial interests and potential opportunities to showcase the region through lifestyle-driven travel coverage. Her areas of interest include travel trends, luxury experiences, culinary tourism and family travel. Chloe is currently travelling with her family until March, presenting a potential opportunity to reconnect following her return and explore future editorial and content collaborations that align with her areas of focus.	• Reconnect with Chloe following her return in March to explore potential editorial and content opportunities. • Share destination inspiration focused on luxury accommodations, culinary experiences, family-friendly attractions and emerging travel trends. • Identify potential story angles and experiences that align with her lifestyle and travel readership.
Bryn Dunn – Pick Play **(Brand USA Appointment)**	Discussed potential social media opportunities to increase awareness of the region among Canadian audiences. The conversation focused on the potential for digital storytelling and social-first content to showcase the South's diverse destinations, experiences and travel offerings. Identified an opportunity to explore creative content approaches that align with Pick Play's social media platforms and audience interests.	• Explore potential social media collaborations and destination-focused content opportunities. • Share relevant regional assets and destination inspiration for consideration in future content planning. • Identify opportunities to amplify awareness of the region through engaging, platform-native storytelling.
Kathryn Folliott – Travel Journalist **(Brand USA Appointment)**	Discussed opportunities to connect through the upcoming International Showcase in Nashville. Kathryn confirmed that she will be attending the event, providing an opportunity to strengthen media relationships, build regional destination knowledge and explore potential editorial opportunities focused on the Southern USA.	• Connect with Kathryn during International Showcase in Nashville to discuss potential story opportunities. • Share relevant regional destination information and upcoming tourism initiatives to support future editorial consideration.

Erica Commisso – Freelance Journalist, The Globe and Mail **(Brand USA Appointment)**	Discussed opportunities to position the region through unconventional, curiosity-driven storytelling that goes beyond traditional destination coverage. Erica expressed interest in quirky, unexpected and off-the-beaten-path experiences, particularly stories that explore unusual history, lesser-known attractions and experiences that readers may not know exist. She is particularly drawn to first-person narratives and distinctive stories that offer a fresh perspective on a destination. The concept of Secrets of the South was discussed, focusing on uncovering untold stories, unusual experiences and hidden historical details that could inspire visitation.	• Develop a collection of unexpected and lesser-known story angles under the Secrets of the South concept. • Identify unusual attractions, fascinating historical stories, local personalities and distinctive experiences that would appeal to Erica's editorial interests. • Explore opportunities for first-person storytelling that bring these experiences to life and encourage Canadian travellers to discover the region.
Renee Suen – Freelance Journalist **(Brand USA Appointment)**	Discussed opportunities to introduce Renee to the region and explore potential culinary and food-focused editorial coverage. Renee has a strong interest in restaurants, culinary culture and the personalities shaping the food industry. She also serves as Chair of the Canadian Academy of North American Restaurants, bringing additional industry knowledge and connections to the conversation. Editorial interests extend beyond dining to include influential voices, changemakers, food security and the people shaping the future of food. Renee also contributes bilingual Chinese and English columns to Elite Generation, a subscription-based publication distributed through Shoppers Drug Mart on a quarterly basis. The next potential editorial opportunity is Spring 2027, presenting a possible avenue to introduce the region to an additional Canadian audience.	• Share culinary-focused story ideas highlighting the region's restaurant scene, food traditions, influential chefs and emerging culinary voices. • Explore opportunities to develop stories around food security, cultural identity and the people shaping the Southern food landscape. • Identify potential editorial opportunities for the Spring 2027 edition of Elite Generation. • Provide introductory destination information to build Renee's familiarity with the region and its diverse culinary offerings.
Karen Kwan – Freelance Journalist **(Brand USA Appointment)**	Discussed Karen's editorial interests and potential opportunities to introduce the region through adventure, food, fitness and wellness-focused travel experiences. Her interests present opportunities to highlight the South's outdoor recreation offerings, wellness experiences, culinary destinations and active travel opportunities. Karen also confirmed that she will be attending IPW, providing an opportunity to	• Share relevant destination information and story ideas focused on adventure, culinary tourism, fitness and wellness. • Identify potential experiences and destinations that align with Karen's editorial interests. • Connect at IPW to further explore potential coverage opportunities.

	continue the conversation and explore potential story development.	
Malik Cocherel – Le Devoir **(Brand USA Appointment)**	Introduced the Global Summit as a potential editorial opportunity and discussed the possibility of Malik attending to gain firsthand exposure to the region and its tourism offerings. Malik also contributes to a publication in France, creating potential opportunities to extend regional storytelling to an international audience. He confirmed that he will be attending IPW, providing another opportunity to connect and continue discussions around potential coverage.	• Send additional information about the Global Summit, including its programming and potential story angles, for Malik to consider pitching. • Continue discussions at IPW to explore potential editorial opportunities and strengthen awareness of the region. • Explore opportunities for coverage through both Canadian and French media outlets.
Madeline DellaMora – La Presse **(Brand USA Appointment)**	Discussed the Canadian media landscape and opportunities to strengthen awareness of the region among Quebec audiences. Identified Quebec as a challenging market for U.S. destination promotion, emphasizing the importance of understanding local readership interests and developing targeted approaches. Discussed the value of sharing relevant market data and audience insights to help identify solutions, as well as the potential for custom content focused on niche travel experiences and specialized editorial interests.	• Share relevant Canadian market research and travel data to support future editorial planning and identify potential opportunities. • Explore customized content opportunities highlighting niche experiences and lesser-known destinations throughout the region. • Identify story angles that resonate specifically with Quebec audiences.

III. Trade

International Showcase 2026

NAME	COMPANY	STATUS
Laurence Despiegel	Toundra Voyages	Confirmed, Registered & Flight Booked
Caroline Poulin	Voyages Gendron	Confirmed, Registered & Flight Booked
Tanya Fuller	Goway Travel	Confirmed, Registered & Flight Booked
Terry Kaszas	CAA Saskatchewan	Confirmed, Registered & Flight Booked
Stacey Ludlow	Kensington Tours	Confirmed, Registered & Flight Booked
Dan Sombach	Alberta Motorcoach Association	Confirmed, Registered & Flight Booked
Kathryn Folliott	Travelweek (media)	Confirmed, Registered & Flight Booked

Trade Meetings (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/Next Step
Dianna Lo, Safeway Tours	Met with Safeway Tours to discuss U.S. travel offerings, current destination marketing initiatives, and Canadian client booking preferences. The conversation explored opportunities to expand awareness of the Southern USA among clients who have traditionally gravitated toward familiar destinations such as New York and Washington, D.C. Key selling points included the region's diverse destinations, warm-weather escapes, culinary experiences, music and cultural heritage, and opportunities for multi-destination itineraries. There is potential to introduce the region to a broader client base through targeted promotional efforts and increased destination visibility.	• Shared information and promotional resources highlighting the Southern USA's diverse travel experiences to support destination awareness and future advisor recommendations. • Follow up in the new year to explore opportunities for regional destination features and promotional campaigns. • Monitor advisor engagement, client inquiries, destination interest and new bookings to assess the impact of promotional efforts in generating Canadian visitation.
Maureen Neumann, WorldStrides	Met with WorldStrides to discuss educational travel trends and opportunities to expand student group travel throughout the Southern USA. WorldStrides specializes in educational school trips, with additional programming for dance, sports, music and adult	• Shared information on the region's educational travel opportunities, historical landmarks, cultural attractions and potential student group experiences to support consideration among WorldStrides' travel planners.

	groups. Following a strong 2025 driven by advance bookings, the company is seeing a gradual recovery in U.S. student travel, with some school boards in Western Canada and the GTA beginning to permit travel to the U.S. again in 2026. Current programming is primarily focused on New York, with some travel to Washington, D.C., presenting an opportunity to introduce the region as an additional option for future educational itineraries. The Southern USA offers strong potential for curriculum-connected experiences through its history, music, cultural heritage, civil rights landmarks and educational attractions.	• Explore opportunities to develop tailored educational itineraries that align with school curriculum objectives and introduce teachers to the region's diverse learning experiences. • Follow up to identify potential alignment with upcoming educational travel programs, tracking destination inquiries, proposed itineraries and confirmed group bookings.
Heather Cooper, Travel Edge	Met with Travel Edge to explore U.S. travel trends, evolving client expectations and opportunities to position the Southern USA as a compelling destination for Canadian luxury and leisure travellers. The discussion focused on the region's ability to deliver diverse, experience-driven vacations, including upscale accommodations, culinary experiences, golf, wellness, arts and culture, outdoor recreation and unique regional experiences. The Southern USA's range of destinations and travel styles presents opportunities for customized itineraries that appeal to clients seeking elevated, authentic and personalized travel experiences.	• Shared curated destination inspiration, regional travel resources and experience-driven itinerary ideas highlighting the Southern USA's appeal to luxury and leisure travellers. • Explore opportunities to introduce the region through advisor education, destination presentations and tailored travel recommendations. • Monitor advisor engagement, destination inquiries, itinerary proposals and confirmed bookings to evaluate the effectiveness of regional promotion in generating Canadian visitation.
Kevin Harrod, I Love Vacations	Met with I Love Vacations to discuss U.S. travel demand, Canadian vacation planning trends and opportunities to increase awareness of the Southern USA among travellers considering their next getaway. The conversation explored the region's appeal across a variety of travel styles, including road trips, warm-weather escapes, culinary tourism, live music, sports, shopping and cultural experiences. The Southern	• Provided destination inspiration and promotional resources highlighting the region's key attractions, seasonal experiences and potential itinerary opportunities to support advisor recommendations. • Explore opportunities to develop Southern USA-focused vacation packages, regional promotions and multi-destination itineraries. • Follow up to identify potential product development

	USA's diverse destinations also present opportunities for both standalone vacations and multi-state itineraries, allowing travellers to experience multiple destinations within one trip.	opportunities, tracking new itinerary inclusions, client inquiries, quote requests and confirmed bookings.
Hemant Jr, Century Travel Services	Met with Century Travel Services to discuss U.S. travel trends, Canadian client destination preferences and opportunities to expand consideration of the Southern USA within the Canadian travel market. The conversation focused on the region's diverse appeal, from its rich history and cultural heritage to its culinary scene, live entertainment, music, outdoor recreation and year-round attractions. The Southern USA offers a variety of experiences across its destinations, creating opportunities to diversify beyond more established U.S. travel markets and introduce clients to new regional itineraries.	• Presented destination information, regional travel resources and sample itinerary concepts highlighting the Southern USA's key selling points and diverse travel experiences. • Explore opportunities to incorporate regional destinations into client consultations, customized itineraries and future travel recommendations. • Track advisor engagement, destination-related inquiries, proposed itineraries and booking conversions, with the objective of increasing the region's inclusion in travel recommendations and generating measurable growth in Canadian visitation.
Victoria Guest, Trip Central	Met with Trip Central to discuss U.S. travel trends, Canadian consumer preferences and opportunities to increase awareness of the Southern USA as a vacation destination. The conversation explored the region's appeal across a range of travel interests, including music and entertainment, culinary tourism, historical and cultural attractions, outdoor adventures, shopping and warm-weather getaways. The Southern USA's diversity offers opportunities to appeal to different traveller demographics and budgets, while its collection of distinctive destinations creates potential for both individual city breaks and broader multi-destination itineraries.	• Discussed opportunities to feature the Southern USA through relevant travel promotions, seasonal campaigns and destination-focused content. • Explore opportunities to increase regional visibility through advisor engagement and the development of travel recommendations that showcase multiple destinations. • Monitor destination engagement, client inquiries, quote requests and itinerary inclusions, tracking confirmed bookings and estimated traveller volume where available to evaluate the effectiveness of promotional efforts in converting Canadian interest into visitation.
Shira Freedman, Live. Laugh. Love. Travel	Met with Live. Laugh. Love. Travel to discuss U.S. travel trends, evolving Canadian traveller interests and opportunities to introduce the Southern USA to clients seeking memorable,	• Coordinate with Live. Laugh. Love. Travel to explore hosting a Southern USA destination webinar for travel advisors, highlighting regional selling points, destination diversity,

	experience-driven vacations. The conversation explored the region's diverse appeal, from its vibrant music scenes and culinary traditions to its historic cities, coastal destinations, outdoor adventures and distinctive cultural experiences. The Southern USA offers opportunities for a variety of travel styles, including road trips, culinary-focused getaways, cultural itineraries and multi-destination vacations. The discussion also identified advisor education as an opportunity to strengthen regional awareness and build confidence in recommending the Southern USA to Canadian clients.	seasonal travel opportunities and multi-destination itinerary ideas. • Provide supporting promotional materials and advisor resources following the session to encourage continued engagement and consideration of the region in client travel planning. • Track webinar attendance, advisor engagement, follow-up inquiries and proposed itineraries, measuring longer-term impact through new client inquiries, confirmed bookings and estimated Canadian traveller volume.

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 #12	Hidden Jukebox Joints & Honky-Tonk Nights Across The South  Featured: Mississippi, Nashville, Atlanta, and Alabama	5,008	28.75%	68.65%

IV. Market Update

Economic Landscape

- Alberta's oil advantage comes with a costly catch as Bank of Canada raises interest rates (CTV News)
- Canada lost 68K jobs in September, Statistics Canada says (Global News)
- The Bank of Canada's inflation dilemma (CBC News)
- Bank of Canada says aging population, low immigration 'reshaping' economy (Global News)

Airlift

- Proposed Air Canada-United deal would hurt competition, raise prices: watchdog (CityNews)
- Air Canada cutting more routes to U.S. destinations in 2027 (Toronto Sun)
- Air Canada Reduces Full-Year Forecast as Fuel Costs Weigh on Record Q3 (OpenJaw)
- Porter Airlines expands service at London airport with five new domestic routes (CTV News)
- Air Canada Disputes Competition Bureau's "Near-Monoploy" Warning Over United Expansion (OpenJaw)

Market Insights and data

- January-August 2026 saw 20.9 million Canadians return home from an overnight outbound trip - a 0.7 per cent decline compared to 2025.
- The volume of overnight transborder trips fell 4.2 per cent compared to the same period in 2025, while activity to non-U.S. (overseas) destinations grew 3.3 per cent.
- Activity to U.S. destinations accounted for 51 per cent of all overnight trips during the period, compared to 53 per cent in 2025 and 61 per cent in 2024.
- The first four months of the summer travel season (May-Aug) saw 5.59 million Canadians return home from an overnight transborder trip, a 4.4 per cent increase compared to last summer, but a 27.1% drop compared to 2024.
- The period also saw over 4.27 million Canadians return home from an overseas trip, a 0.1 per cent increase compared to 2025, and a 9.9 per cent increase over 2024.

V. Actions

1. International Showcase

- Secured six buyers and one trade journalist for the 2026 show in Nashville. Obtained media sheets and distributed insurance forms to attendees and booked airfare.

2. Social Media

- Posting reels and pictures four times a month on Facebook and Instagram

3. Ongoing media meetings and pitching to obtain coverage

- November newsletter “Local Flavor Trails: Markets, Makers & Culinary Experiences” in progress

4. Brand USA Travel Week

- Completed and follow up in progress

5. Media Mission

- Building itinerary of curated dinners and desk side appointments. Draft itinerary and target list to be shared before December 10th

6. Global Media Marketplace & Summit

- Identified target media for 2027
- Targeting five media to have confirmed for December 15th