



## **Canada-Market Update- Q2 2022**

### **Canada**

- Destination Canada's President and CEO, Marsha Walden had the chance to meet with Miguel Torruco Marqués, Minister of Tourism of Mexico to foster new ways of collaboration with the tourism sector in Mexico, one of our key markets. Mexico is Destination Canada's fourth largest long-haul market. Mexican visitors injected \$700 million in Canada's tourism economy in 2019 and since the start of 2022, the country has emerged as the fastest recovering market.
- Vancouver and Toronto were announced as host cities for FIFA World Cup 2026.
- Air Canada is adding Bangkok, Thailand to its international network and it is also resuming flights to Mumbai.
- Air Canada is bolstering its international winter offering to the South Pacific region with the return of seasonal service from Vancouver to Auckland, NZ and additional flights to Sydney and Brisbane. Air Canada is also re-establishing international services to South America with routes from Montreal and Toronto to Lima, Peru on a seasonal basis.
- According to the semi-annual travel survey, one in three Canadians are planning to travel over the summer months, with 30% planning a domestic trip and 10% internationally.
- JetBlue has launched operations in Canada with daily nonstop flights from New York to Vancouver International Airport. The expansion is a part of JetBlue's Northeast Alliance with American Airlines. The company is expected to launch service to Vancouver from Boston as part of the partnership.

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