

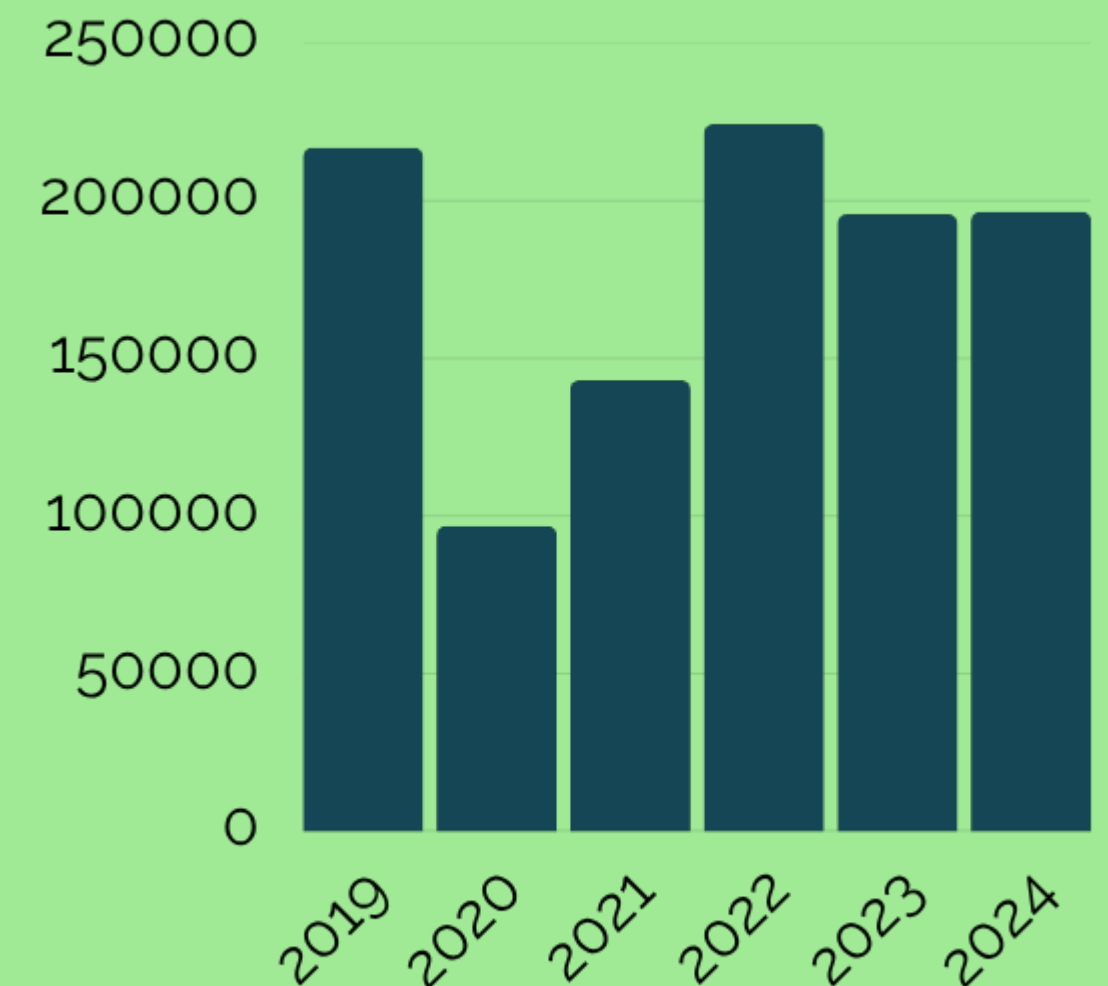
Canada Market Update

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

Canadian Market Snapshot

Canada Remains Our #1 International Market

- 3.4M Canadians visited Florida in 2024 (+5.4% YOY)
- Lee County: ~200,000 Canadian visitors (6.2% of total)
- Exchange rate is steady around \$0.72 USD
- Canadians still traveling internationally (+9% YTD)



Behavior and Market Trends

Value-driven Travelers

- Typically book 1 -3 months in advance for winter travel
- Average stay 7 -10 nights
- Preference for vacation rentals, condos, and beachfront hotels
- Peak travel period: January – March (escaping cold weather)



Canadian Airlift

Strong Connectivity from Key Gateways

Air Canada

- 2-3 daily flights this winter from Toronto
- Similar to previous years
- Customers booking closer to departure

WestJet Airlines

- 5-6 weekly flights from Toronto
- Delta partnership/codeshare

Porter Airlines

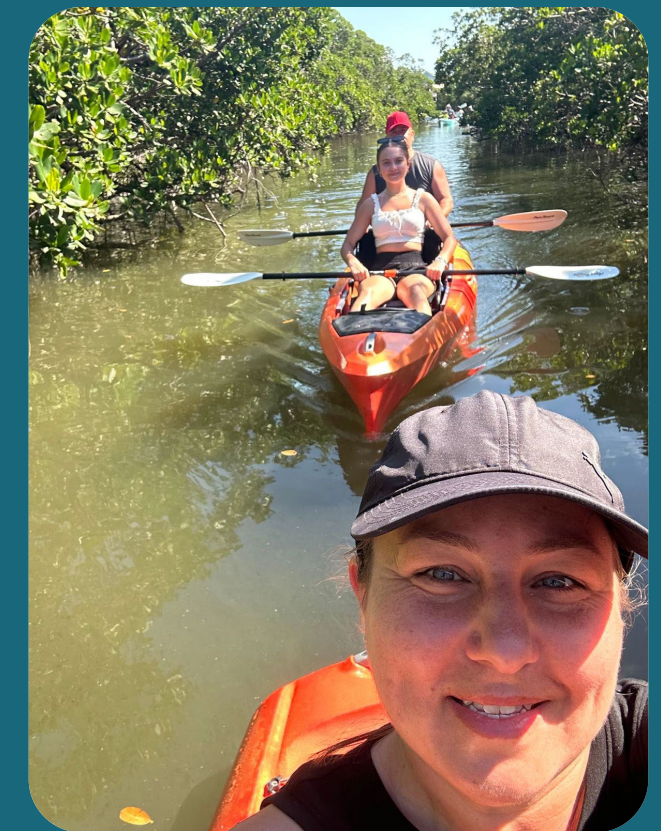
- Flying 1 x daily flight from Toronto (Year -round)
- 2-3 weekly flights from Ottawa (seasonal)
- 3-4 weekly flights from Montreal (seasonal)



Traveler Trends & Outlook

Experience-Driven, Value-Conscious Travelers

- Emotional connections and shared experiences
- Growing interest in sports, festivals and music despite spending pressure
- Repeat visitation and strong Florida brand loyalty remain key stabilizers for demand



Your Market Partner

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