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- CANADA Travel Trade Barometer: 2012 Bookings to the United States Projected to Remain Strong

According to the U.S. Department of Commerce sponsored Canada Travel Trade Barometer, a strong majority of tour operators surveyed (as of February 29 - April 13, 2012) projected higher bookings through the first half of 2012. Four out of five respondents projected bookings to be higher.

The top motivators for travel to the United States over the next six months were the exchange rate to the U.S. dollar, the economy in Canada, and the expected level of promotion by U.S. destinations and businesses.

All of the past entry and exit concerns have for the most part dissipated, and were rated as not having an impact on travel to the United States.

Challenges for increasing bookings focused on natural disasters in the United States, the global economy, higher airfare, and the promotion from other long-haul destinations.

- MEXICO Travel Trade Barometer: Respondents Projecting Increased Bookings through the First Half of 2012

According to the U.S. Department of Commerce sponsored Mexico Travel Trade Barometer, Mexican tour operators (66%) reported (as of February 29 - April 13, 2012) that projected bookings would be higher in the second quarter of 2012, on average, compared to second quarter 2011 bookings.

Over the next six months, the exchange rate to the U.S. dollar is listed as the top motivator for travel to the United States. Other motivators include the economy in Mexico and accommodation rates.

In this survey session, the level of promotion by other long haul competitive destinations ranked as the top deterrent for travel to the United States. Other deterrents listed, on average, included visa processing time and entry and exit requirements.

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