

## This Week in Tourism

June 15 - 19, 2026

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The latest sector news, resources and announcements

### CLOSE TO HOME

[SailGP Driving Demand](#) - In the final days before SailGP, Halifax reports strong surge in visitor demand and hotel sellouts. It'll be a busy weekend for the Halifax and Dartmouth waterfronts. When Halifax hosted SailGP two years ago, the event saw over 50,000 in-person viewers in public spaces and at area businesses.

[Regional Tourism Development](#) - Shelburne Chamber of Commerce held their AGM earlier this month and focused on "reimagining tourism". The guest speaker, Celes Davar shared ideas around collaboration and strengthening tourism offerings.

[Historic Inn Transitioning Ownership/Stewardship](#) - A historic building that has stood at the edge of Jeddore Harbour, N.S., for more than 170 years and operated as an inn for more than a century may soon be changing hands. Owner Margit Wechsler has been running the Salmon River Country Inn for 14 years and says she'll only sell the inn to someone who will keep it going.

["Business as usual" at Digby Pines Golf Resort and Spa](#) - The owners of the Digby Pines Golf Resort and Spa say even though the property is listed for sale, it will be business as usual while the iconic Digby County property is on the market. Squires believes the work and investment that have gone into the property since its new ownership in 2019 make it a much more attractive purchase option now, as opposed to years back when they took it on.

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## TRANSPORTATION & INFRASTRUCTURE

[Air Canada has launched a new non-stop flight from Halifax to Brussels, Belgium](#) - The service will operate three times a week from June 18 to Sept. 5. "We are expecting our busiest summer on record with 55 non-stop destinations, 15 of which include destinations to Europe," said Mikela Sani-Routledge, spokesperson for Halifax International Airport Authority.

[Porter to launch flights from revamped Montreal airport](#) - Porter is expanding service this summer including routes between Montreal and Halifax , expanding their international and domestic connectivity.

[Newfoundland's Car Rental problem has 'boiled over the top,' says expert](#) - NFL rental car squeeze has made it one of the hardest places in the country to book a ride. Many of the major rental car agencies located at the St. John's airport and elsewhere in the city are booked for nearly the whole summer. Low availability is vexing tourists - and has caught the attention of Tourism Minister Andrea Barbour.

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## NATIONAL INVESTMENT & DOMESTIC TOURISM

[Destination Canada has launched a national Tourism Investment Hub](#) to attract capital, coordinate opportunities, and support long-term growth across the sector.

[Tourism's Advocacy for Budget 2026](#) - In advance of Budget 2026, the Tourism Industry Association of Canada (TIAC), in collaboration with Provincial and Territorial Tourism Industry Associations (PTTIAs) and with feedback from members, has submitted a brief to the House of Commons Standing Committee on Finance.

[Domestic Tourism Incentive \(Canada Strong Pass\)](#) - The 2026 Canada Strong Pass offers free Parks Canada entry, discounted camping as well as Museum and gallery discounts and VIA Rail incentives for youth and families. The Program runs from June 19 - September 7, 2026.

[Rendez-vous Canada 2026: Canadian tourism surpasses pre-pandemic records](#) - Hosted by Destination Canada and the Travel Industry Association of Canada , the 49th version of Canada's largest international tourism trade show hosted 518 buyers from 24 international markets, signalling "unprecedented global interest in Canada's tourism experiences," according to TIAC.

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## RESEARCH

[Overtourism Changing How Canadians Travel, But Not Whether They Travel](#) - New data from Flight Centre Canada demonstrates that travellers are embracing shoulder season, less-crowded destinations and local experiences as overtourism is becoming a contributing factor in Canadians explore the world.

