



Newsletter May 2026

WELCOME

Hello \$contacts_firstname,

Welcome to TCT's monthly newsletter.

At this time of year, I always find myself thinking about seasons. Spring has arrived across much of the northern hemisphere, while autumn is settling in for many of our contacts in the southern hemisphere.

Many years ago, when I lived in Singapore, I remember missing the changing seasons. There is something grounding about noticing the small shifts around us: warmer evenings, cooler mornings, longer days, leaves changing colour. Change can feel uncertain, but it also reminds us that movement and adaptation are part of life.

Of course, seasons themselves seem less predictable these days. We all wonder how hot summer will become, how cold winter may be, and what major climatic events may still lie ahead.

The travel industry often feels much the same.

There is always uncertainty somewhere: economic shifts, political changes, operational pressures, changing traveller behaviour. Yet the industry adapts remarkably well. Travel companies continue to adjust, evolve, and find ways forward because the desire to travel remains deeply rooted.

That adaptability is one of the reasons I continue to enjoy working in this industry so much.

As always, the aim of this newsletter is to provide useful information to support your B2B leisure sales outreach and help you stay connected with the travel companies most relevant to your business.

Thank you for reading, and I hope you enjoy this month's edition.

Best wishes for the month ahead,

Claire



BUYER INTERVIEWS

In recent conversations with travel company buyers, one point stands out:
“We don’t have time to figure out if something fits, it needs to be obvious quite quickly.”

They also shared that they:

- prioritise suppliers aligned with their traveller profile
- look for overlap with what they already sell
- move on quickly if the fit isn't clear

If you'd like to hear directly from buyers, you can watch our full buyer interview series on the website, where tour operators share how they evaluate suppliers, what they prioritise, and how they approach partnership

VISIT OUR WEBSITE

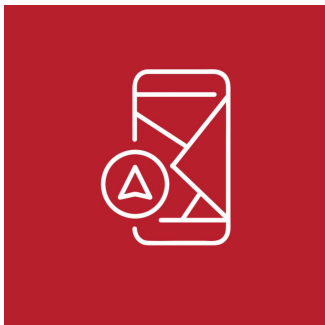
What this means for you

This isn't about changing your product. It's about **how quickly a buyer can understand where you fit**. A few simple ways to adapt:



Be clear, early

Make your product, audience, and positioning obvious at a glance



Focus on alignment

The right partners will drive more value than a long list of contacts



Think like a buyer

Can they immediately see how you fit into their existing itineraries?



TRADE SHOW CALENDAR

We've pulled together a trade show calendar covering the events across TCT's source markets:

It's designed to give you a clear view of what's coming up, so you can plan ahead without having to piece information together from multiple sources.

Whether you're attending, following up, or preparing outreach around these events, having the full calendar in one place makes it easier to stay organised and focus your time where it matters most.


May

Start date	End date	Show	City	Country
10/05/2026	14/05/2026	Australian Tourism Exchange (ATE)	Adelaide/Tarntanya	 Australia
12/05/2026	14/05/2026	Africa's Travel Indaba	Durban	 South Africa
17/05/2026	21/05/2026	IPW	Fort Lauderdale	 USA
19/05/2026	21/05/2026	TRENZ	Tāmaki Makaurau Auckland	 New Zealand
26/05/2026	29/05/2026	Rendez-Vous Canada	Toronto	 Canada
04/05/2026	09/05/2026	WE ARE AFRICA	Cape Town	 South Africa

June

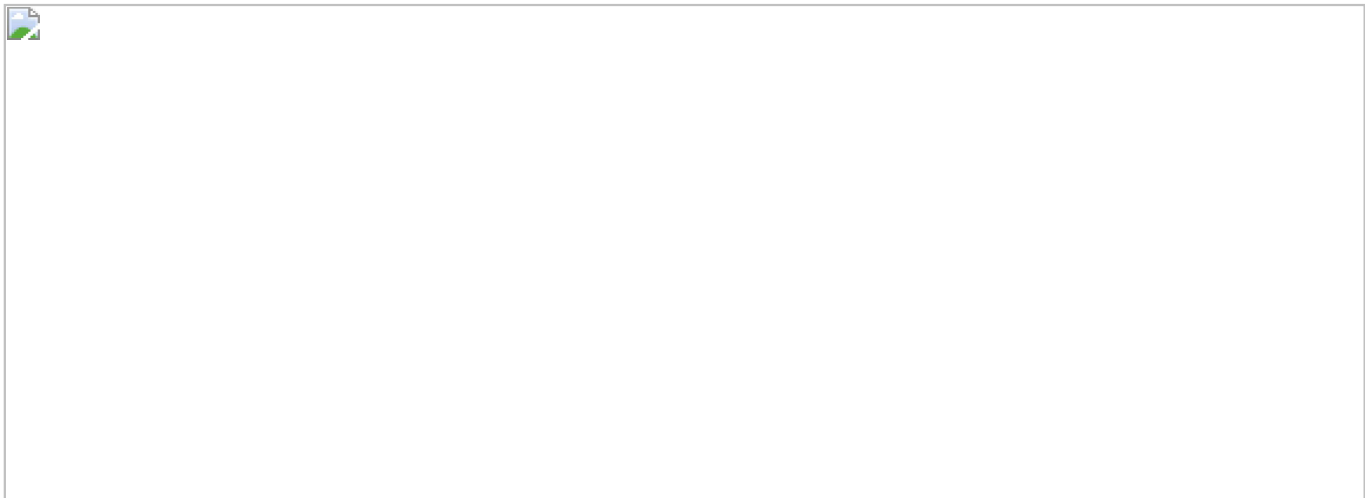
Start date	End date	Show	City	Country
04/06/2026	07/06/2026	Tour & Travel Exchange TTE	Phoenix, AZ	 USA
12/06/2026	12/06/2026	SHOP by ETOA	London	 United Kingdom
22/06/2026	24/06/2026	Experience Africa	London	 United Kingdom

July

Start date	End date	Show	City	Country
09/07/2026	11/07/2026	GTM North America by Northstar	Fort Lauderdale	 USA

You can download a copy directly from our website. We will be updating the calendar on a monthly basis.

[DOWNLOAD CALENDAR](#)



TRADE TRAVEL NEWS

NEWS ROUND-UP: RISING FUEL PRICES AND OUTBOUND TRAVEL

Rising fuel prices are continuing to influence outbound travel across TCT’s source markets, creating cost pressures for airlines, travel companies and travellers alike. Despite this, demand for travel remains resilient, with many companies adapting through revised pricing, route planning and operational efficiencies. Below is a snapshot of how the topic is currently being reported across each market.



Australia

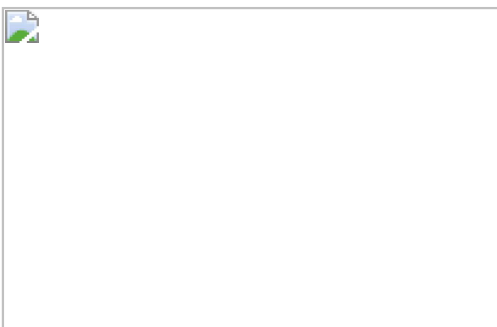
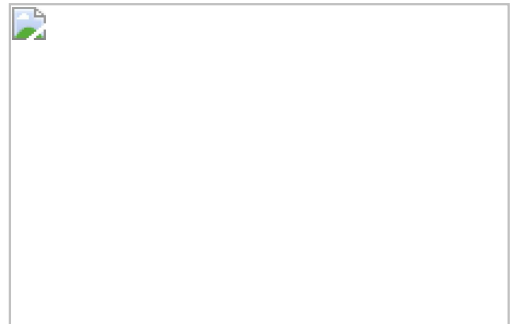
Travel companies are adjusting pricing and introducing targeted fuel surcharges as diesel costs rise, while demand for travel experiences remains steady heading into the next travel season.

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Canada

Air Canada has highlighted ongoing uncertainty around jet fuel prices, but the airline continues to see strong passenger demand as the sector adapts to changing operating costs.

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Ireland

Fuel price protests in Ireland have drawn attention to rising transport costs, although outbound travel demand and holiday planning remain active ahead of the summer season.

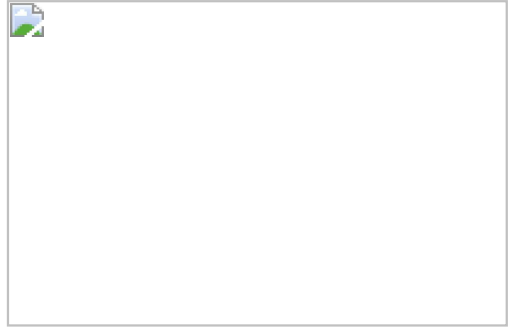
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New Zealand

Air New Zealand has adjusted parts of its schedule in response to higher fuel costs, while continuing to focus on maintaining key

international connections and traveller demand.

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South Africa

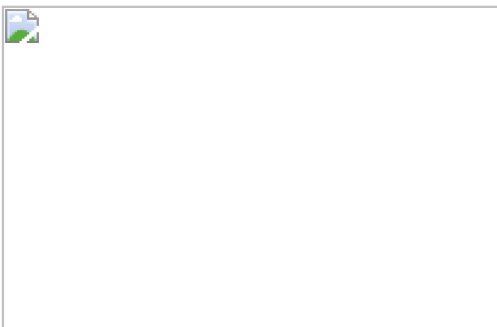
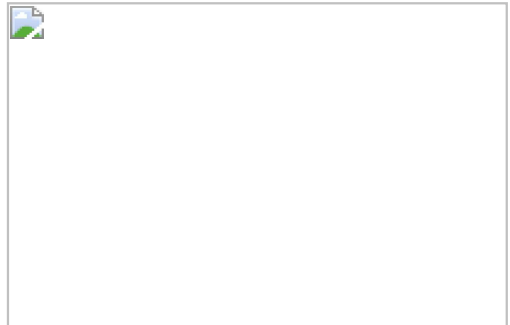
Expected fuel price increases are likely to raise transport costs for travellers, although the market continues to show strong interest in regional and outbound travel opportunities.

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United Kingdom

British Airways is managing the impact of higher jet fuel prices while demand for outbound travel from the UK continues to remain comparatively resilient.

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USA

US airlines are responding to higher fuel costs through fare adjustments and route planning, while travellers continue to prioritise leisure travel despite pricing pressures.

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SUSTAINABILITY NEWS

From time to time, it's great to have someone from outside the travel industry to look in. Elise Parkinson is a young graduate in sustainable food production. TCT gave her the task of exploring sustainability in the travel industry. As a starting point she has collated this comprehensive and fascinating glossary.

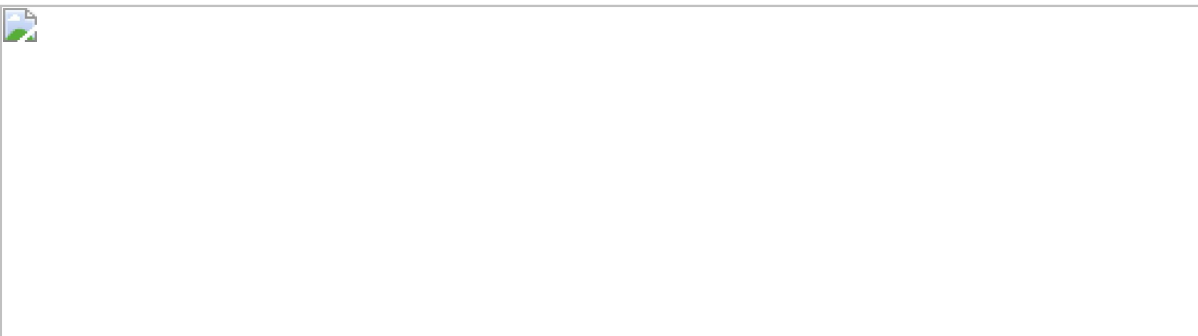
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SOURCE MARKET SNAPSHOT

TCT includes Australia, Canada, Ireland, New Zealand, South Africa, United Kingdom, USA.

US Market Current Status:



[View the status of the other source markets](#)

TCT is a comprehensive and dynamic database that includes detailed and constantly updated information on travel companies in your English-speaking markets.

We are the go-to solution for hotels, destination management organisations/tourist boards, tourist attractions, and all travel suppliers looking to find and connect with leisure travel companies in key markets.

Enhance your sales strategy, save time, and achieve better results with TCT.



Sign up here for a free trial

Start exploring a 14-day free trial - no credit card required. During your trial, you'll have access to all source markets and can perform unlimited searches. Each search will display the number of travel companies found and the names of five within the results, giving you a strong sense of the platform's reach and relevance.

Please note that some features are limited during the free trial. You won't be able to view contact details, buyer notes, search by Travel Company name or save your searches. Additionally filters such as "offer my organisation" and "offers my organisation's location(s)" are not available. Upgrade anytime to unlock full access and enhanced functionality.

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