

France REPORT

January 2025



Prepared by
B World Communication
28 rue de l'Amiral Hamelin, 75116 Paris – France
Web: www.bworldcommunication.com

Barbara Boltoukhine, President
+33 6 83 65 25 21
Barbara@bworldcom.com

Yohann Robert, Account Manager
+33 6 65 05 88 50
yohann@bworldcom.com



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I. Market Overview

Orchestra/L'Echo Touristique December 2024 - Top 20 destinations and market trends update

All destinations combined, travel sales by physical and online agencies stagnated in December 2024 (-0.3%) compared with December 2023. However, some relatively low-budget destinations are breaking all records. These include Tunisia (+46.2%) and Egypt (+54.2%), which is gradually regaining its position despite the conflicts in the Middle East. Meanwhile, other destinations are suffering compared to December 2023. Mexico, Mauritius, Guadeloupe and Martinique are all down by more than 30%. The United States is ranked 13th with a 2% increase in business volume VS December 2023.

Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en décembre 2024 \(lecho.touristique.com\)](https://lecho.touristique.com)

Visiteurs recorded excellent financial performance in 2024

Visiteurs invited around 130 travel consultants to a North American (USA and Canada) costume party in January. It was a great way to celebrate the New Year and the tour operator's excellent financial performance in 2024 with net sales of €75 million and a total of 35,000 pax, compared with €63 million and 29,000 pax in 2023. Ahead of its 40th anniversary in 2026, Visiteurs intends to further strengthen its presence in agencies with the second edition of its "A la carte" brochure. It will contain all the richness of the offer that has made the tour operator so successful, including hotel suggestions, original experiences and confidential addresses - everything that makes up the Visiteurs DNA.

Sources: [Visiteurs célèbre avec 120 vendeurs, une année 2024 exceptionnelle \(tourmag.com\)](https://tourmag.com) ; [Visiteurs en Amérique : une vraie dinguerie \(laquotidienne.fr\)](https://laquotidienne.fr)

Worldia, news and 2025 strategy

Worldia is facing growing competition from technology-based tour operators. To strengthen its position, the company has appointed Jérôme Delente as vice-president in charge of production. It has also entered into a strategic partnership with Hotelbeds to launch The Luxurist, a platform dedicated to luxury travel. At the same time, Worldia continues to expand in Asia, adding new destinations such as South Korea, Hong Kong and Macau. Its international development is strengthened with offices in Germany, the United Kingdom and the United States. The company is focusing on diversifying its offers, continuously improving its customer service and optimising its technological tools. It recently launched the "Fly & Stay" function, which makes it easier for travel agents to make bookings. Its strategy of innovation and customer satisfaction is bearing fruit, with a Net Promoter Score of 79. In 2025, the main objective will be to consolidate its existing markets rather than expand into new destinations.

Source : [Worldia : "Nous sommes courtisés de toutes parts !" \(tourmag.com\)](https://tourmag.com)

Elux Groupe acquies "La Route des Voyages"

On 18 December 2024, the Elux Group, headed by Frédéric Savoyen, acquired La Route des Voyages, a network of five agencies located in Bordeaux, Lyon, Toulouse, Annecy and Angers, as well as a subsidiary in Geneva. This acquisition is the result of a 5-million-euro capital increase by Elux in 2024. La Route des Voyages' 25 consultants specialising in tailor-made holidays will be kept on. The two brands will maintain their distinct identities while developing synergies. La Route des Voyages offers high quality holidays at more affordable prices, with an average shopping basket of 10,000 euros compared to 22,000 euros for Elux Travel. In 2024, La Route des Voyages generated sales of 7.8 million euros. This acquisition will enable Elux to double its presence in France and diversify its offer to attract a wider customer base.

Source : [Elux Groupe rachète La Route des Voyages et ses 5 agences \(lecho.touristique.com\)](https://lecho.touristique.com)

Travel: results for 2024 and outlook for 2025

According to a study by Liligo and OpinionWay, 72% of French people travelled in 2024, an increase of 2% compared to 2023. Marrakech remained the most popular destination for the fourth year running, with an average return ticket costing €237. Cities such as Bangkok and Djerba entered the top 10 most popular destinations. Air travel has increased in popularity, being used by 35% of travellers (+4 points), while cars (77%, -1 point) and trains (29%, -3 points) have slightly decreased. In 2025, 72% of French people plan to travel, with the average holiday budget increasing by €260 per person to €2,467. Destinations include Marrakech, Lisbon and Porto for short breaks and Bangkok, Montreal and New York for long-haul trips. Summer holidays remain the most popular period (61%), followed by Easter (25%).

Sources: [Les Français et leur vacances : Un bon cru 2024 et un hiver 24/25 prometteur \(laquotidienne.fr\)](https://laquotidienne.fr) ; [Voyager plus et dépenser plus +260€ par personne au budget vacances en 2025 \(tourhebdo.com\)](https://tourhebdo.com)

II. Executive summary

❖ 2025 TSUSA Global Media Summit -Update :

BWC completed the recruitment of five French media to attend the 2025 edition of Travel South USA Global Media Marketplace (Louisville, KY) and trips. See section V. PR & Media activities for review.

❖ 2025 Visit USA France Travel Media Awards :

Early February in Paris, journalist Hervé Boggio (*L'Est Républicain*) received a 'Prix special du Jury, New Look on the USA' prize for his article '*Caroline chérie(s) : l'autre Amérique*' at the 2025 Visit USA Media Awards ceremony. See details in section VI. Visit USA Activities.

❖ OOS Trade Fam Trip to Tennessee with Icelandair :

In Partnership with Icelandair (French Office) and following BWC's suggestion to support the new Icelandair flight from Reykjavik to Nashville (with connection from Paris-CDG), the TSUSA and Tennessee Tourism teams confirmed an OOS Trade Fam Trip and Webinar during 2025 first semester. See section III. Travel Trade activities for full update.

❖ 2025 TSUSA International Travel Guide -Update :





BWC reviewed and coordinated edits for the French version of the 2025 Travel South USA Guide with Tobias Zerr from Phoenix International Publishing Media Corp. BWC gave approval on January 21st, 2025, for printing and shipping to the storage house in Paris.

❖ International Metrics for FY25 - Q1 through Q3

		July	Aug	Sept	Q1 TOTAL	Oct	Nov	Dec	Q2 TOTAL	Jan	Q3 TOTAL	FY 24/25 TOTAL
10 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN/WV	France											
	Travel Trade											
	Trade Meetings/ Trainings	5	6	11	22	12	8	9	29	6	6	57
	Number of Agents Trained	3	2	12	17	2	67	28	97	0	0	114
	PR											
	Media Meetings	2	15	7	24	8	5	7	20	7	7	51
	Total number of articles published	13	25	8	46	22	12	23	57	21	21	124
	Impressions	4 381 940,00	3 821 475,00	899 920,00	9 103 335,00	3 599 340,00	9 080 010,00	11 171 427,00	23 850 777,00	13 884 467,00	13 884 467,00	46 838 579,00

III. Travel Trade

FY24 Trade Marketing co-operative digital with a Tour Operator and Content Editor

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
LES MAISONS DU VOYAGE		<p>Editorial Campaign with LeFigaro.fr - Update. BWC coordinated the finalization of the third article dedicated to History and Culture, called '<i>Vieux Sud : un voyage dans l'histoire des États-Unis</i>' featuring the states of Alabama and Mississippi. The article was released on January 15th, 2024, on Les Maisons du Voyage and Lefigaro.fr websites (achieving 5.50 million impressions).</p> <div> / Voyages</div>	
		<p>Vieux Sud : un voyage dans l'Histoire des États-Unis 1- Des grands sites historiques du Mississippi...</p> <p>Pour faire rimer voyage avec héritage, première étape à Natchez. Fondée par les Français en 1716, la ville regorge de fastueuses demeures antebellum, telles que Rosalie Mansion et Longwood, et les plantations illustrent la grandeur et la tragédie de l'époque, contant la vie des esclaves et des planteurs. Entre colonnes majestueuses et portiques blancs, calèches et crinolines, on est dans le décor d'« <i>Autant en emporte le vent</i> ». L'émotion est forte, presque palpable, en visitant le marché de « Fork of the road », qui témoigne du commerce esclavagiste visant à alimenter la main d'œuvre des champs de coton, avec ses fers et chaînes scellés au sol.</p> <p>Deuxième étape dans la capitale de l'État, Jackson. Le Museum of Mississippi History retrace en détail l'Histoire de la région, tandis que le Mississippi Civil Rights Museum est une plongée implacable au temps de l'esclavage, de la ségrégation, de la naissance du mouvement révolutionnaire pour les droits civiques.</p> <p>2- ... aux grands sites historiques de l'Alabama</p> <p>En Alabama, vous êtes au cœur du combat pour l'égalité promise par la Déclaration d'indépendance de 1776 ; mais, empêchée par les lois Jim Crow. Montgomery, Selma, Birmingham, le Civil Rights Trail sont autant de lieux de mémoire du mouvement pacifique pour les droits civiques des Afro-Américains.</p> <p>Parmi les sites les plus visités à Montgomery, capitale de l'État, le musée commémorant l'iconique Rosa Parks, qui a refusé de céder sa place à un passager blanc dans un bus en 1955, déclenchant le mouvement ; le musée dédié aux militants « Freedom Riders » ; l'église baptiste King Memorial de Dexter Avenue, où Martin Luther King a commencé sa carrière de pasteur ; le mémorial national pour la paix et la justice où sont gravés dans le granit noir les noms de martyrs ayant défié le régime de ségrégation...</p> <div>  </div>	

The 4th and last article will be released in February.

L'histoire des États-Unis à travers un voyage dans le Vieux Sud



ACCÉDER AU DIAPORAMA (6)

Link to content : [Vieux Sud : un voyage dans l'Histoire des États-Unis](#)

The article was also included in Le Figaro's January Newsletter dedicated to Travel.

LE FIGARO

Voyage



Mercredi 15 janvier 2025

CONTENU CONÇU ET PROPOSÉ PAR LES MAISONS DU VOYAGE

Vieux Sud : un voyage dans l'Histoire des États-Unis

Ponctué de champs de coton et de plantations, de champs de bataille, de monticules cérémoniels amérindiens, le territoire du Mississippi, composé des États actuels du Mississippi et de l'Alabama, offre une perspective unique sur l'Histoire américaine. Vous êtes dans le cœur stratégique de la nation américaine, emblématique du Vieux Sud des États-Unis. Une terre de mémoire, de résistance, de résilience, sur les traces d'un passé qui a façonné le monde d'aujourd'hui.



ICELANDAIR (FRENCH OFFICE)	Juliette Desmul Account Manager France	<p>Trade Fam Trip to Nashville. BWC and the Tennessee Tourism team agreed on April 11-16, 2025, as the confirmed dates, after the inaugural date was moved earlier than previously announced (now April 10th, 2025). BWC is actively recruiting 5 French Tour Operators and received 4 confirmations so far :</p> <ul style="list-style-type: none"> • Worldia (Jade Pied Souhlal) • Visiteurs (Maeva Besset) • NAAR (Océane Lecomte) • Marco Vasco (awaiting name) <p>BWC will coordinate with the Tennessee Tourism team to recommend must-visit stops, site inspections and activities for tour-operators to experience during their 3-night stay in Nashville and 2-night stay in the Smoky Mountains area (tentative).</p> <div>   </div>	
SAINTE- CLAIRE	Jean- Philippe Raux Sales Director	<p>Sainte-Claire Marketing Campaign. In January, BWC suggested an OOS trade activation to the TSUSA team, to highlight the Rhythms of the South destinations. The Sainte-Claire retail network (65 travel agencies in France) had a USA Operation confirmed in February, in cooperation with their preferred partners TUI France and Worldia.</p> <p><u>Visibility components</u></p> <ul style="list-style-type: none"> • Duration : 1 month. • 60cmx80cm window display poster in agencies plus product mini posters. • 4 BtoC Newsletter inserts (one per week) to 10,000 contacts. • Template on retail brands' website Home Pages : Aquatourvoyages.com and Navitourvoyages.com <p>Budget : € 900 / approx. \$ 930.</p> <p>One of the associated product would be Autant en emporte la musique, music-oriented escorted tour with 7 departure dates in 2025 and featuring Atlanta, Nashville and New Orleans.</p> <p>Following the approval by ROTS, BWC coordinated the creation of posters (imagery and logo) and payment terms (invoice) between both teams.</p>	Follow-up in the February report.

IV. Sales calls

Trade monthly Newsletter: share inspirational content, event calendar, must-do attractions, and new travel suggestion with trade partners.

Newsletter release

BWC created and shared a Newsletter highlighting Summer in the South with suggested places, events and travel tips for visitors to make the most of their trip. It featured the states of West Virginia, Alabama, Louisiana, Mississippi and South Carolina. The Newsletter also included a new opening section to promote the Tourism Exchange USA platform and invite all tour operators and travel agents to learn about it and request access for use. [LINK](#)

-Trade contacts: 1.329

-Open rate: 34.17%



Contacts: Yohann Robert
Tél. 06 65 05 88 50 - yohann@bworldcom.com
Barbara Boltoukhine - barbara@bworldcom.com

Jeudi 6 février 2025

NEWSLETTER

L'ÉTÉ, SAISON IDÉALE POUR EXPLORER LE SUD-EST AMÉRICAIN

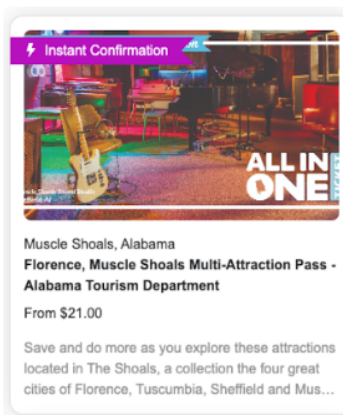
Fermer les yeux et s'imaginer à l'ombre d'un magnolia par une chaude journée d'été, un verre de thé glacé à la main et entouré d'une végétation luxuriante, telle est la promesse d'une escapade dans le "Vieux Sud" américain. Nul besoin de choisir entre nature et culture, montagne et plage, visite et détente, tant chaque destination regorge d'attrait et de sites emblématiques à portée de main.

TOURISM EXCHANGE USA

Tourism Exchange USA - Connectez-vous dès aujourd'hui !

Développée en partenariat avec Brand USA et Travel South USA, Tourism Exchange USA est une plateforme B2B innovante qui met en relation des fournisseurs locaux d'expériences touristiques sur mesure et authentiques, auparavant difficiles à trouver dans le sud-est américain (hébergements, visites et attractions), avec les professionnels du secteur du voyage du monde entier. En mettant en lumière la richesse culturelle, culinaire et historique du sud-est des Etats-Unis, Tourism Exchange USA et Travel South poursuivent un objectif commun : rendre la découverte des États-Unis plus accessible et facile à réserver. L'un des produits uniques disponibles sur « The Exchange », parmi d'autres visites, expériences et hébergements dans la région, est le *Alabama All-In-One Pass*, qui offre à vos clients la

possibilité d'explorer davantage à Birmingham, Gulf Shores/Orange Beach, Huntsville/Florence/Muscle Shoals, Mobile, Montgomery et East Alabama, tout en économisant. Les pass commencent à seulement 13\$, avec des options de plusieurs jours disponibles pour un maximum de 89\$. Pas encore inscrit ? Connectez-vous à Tourism Exchange USA et accédez à la plateforme sans frais initiaux en contactant Distributors@TourismExchangeUSA.com dès aujourd'hui. Tous les agents et conseillers en voyage sont les bienvenus !



Muscle Shoals, Alabama
Florence, Muscle Shoals Multi-Attraction Pass - Alabama Tourism Department
From \$21.00

Save and do more as you explore these attractions located in The Shoals, a collection the four great cities of Florence, Tusculumbia, Sheffield and Mus...

Trade contacts, meetings, phone calls: explore training, action, and partnerships.

Company Name	Contact mode	Share Contact person	Activity/Activation	Follow up/Next step
NAAR VOYAGES	Meeting	Anne-Marie Villa Regional Sales Coordinator	NAAR is one of France's recently implanted and fast-growing B2B Tour Operators. As part of the ongoing FY24-25 plan of actions, BWC confirmed a B2B Training Event in Bordeaux (Southwest of France) on May 13 th , 2025. In Partnership with NAAR Voyages and Jet Blue, the event will target 25-30 travel professionals from the Bordeaux metropolitan area. BWC will provide a 30-minute presentation to highlight the South and share 'what is new' information.	Full follow-up will be provided in the May report.
EVASIONS USA	Email	Lina Hammou ou ali CEO	Evasions USA is a fast-growing B2C Tour Operator with a strong social media-oriented business core. Their team is working on an internal fam trip in April 2025 that includes Wilmington, North Carolina. Heidi Walters reached out to BWC after being contacted directly, asking for insight into the level of support that should be provided. BWC shared a company profile together with recommendations following Lina's request.	No follow-up for now.
LA ROUTE DES VOYAGES	Email	Svenja Chatelain Product Manager	La Route des Voyages is a B2C tour operator and travel agency network based in Toulouse (Headquarters), recently acquired by the Eluxe Travel Group. Svenja contacted BWC to explore an internal fam trip project that would include some of the TSUSA destinations (North Carolina, South Carolina and Tennessee).	BWC will follow up on travel window and level of support to provide when the project is confirmed.
VOYAGES RIVE GAUCHE	Email	Vanessa Beauville Production & Partnerships	Voyages Rive Gauche is a B2C Operator and travel agency based in Paris, specializing in escorted and cultural trips. Vanessa reached out to BWC after receiving the January Newsletter, to explore partnership and training interest. She suggested BWC could be interested in attending one of the internal workshops dedicated to DMCs and Tourist Offices.	BWC will follow up on future cooperation opportunities.

V. PR & media

Contacts with the media, meetings, releases, coverage opportunities, clipping, press trips.

Press releases and Media contacts.

Press release : BWC created and distributed a press release featuring the states of West Virginia, Alabama, Louisiana, Mississippi and South Carolina. It promoted the summer season in the South with places, events and tips for visitors to plan unforgettable moments. [LINK](#)

-Media contacts: 503

-Open rate: 50.6%

❖ Coverage book Link : [January 2025 | GPP France - FY 24/25 | CoverageBook](#)


<p>laquitudienr.fr</p> <p>L'hôtel Nobu Caesars de la Nouvelle-Orléans est désormais ouvert</p> <p>5 destinations merveilleuses et peu touristiques à découvrir en 2025</p> <p>Whisky vs bourbon : tout ce qu'il faut savoir pour les distinguer</p> <p>anthocyanes.fr</p> <p>Whisky vs bourbon : tout ce qu'il faut savoir pour les distinguer</p> <p>5 destinations merveilleuses et peu touristiques à découvrir en 2025</p> <p>MSN_France</p> <p>5 destinations merveilleuses et peu touristiques à découvrir en 2025</p>	<p>petitfute.com</p> <p>Que faire en Louisiane ? Les 15 incontournables à visiter en 2025</p> <p>Vieux Sud : un voyage dans l'histoire des États-Unis</p> <p>lefigaro.fr</p> <p>Vieux Sud : un voyage dans l'histoire des États-Unis</p> <p>pa-sport.fr</p> <p>RANDONNÉE : All American, Seed Tick, Medusa et Tatamagouche des Arkansas</p>	<p>Itsluxetrip.paris</p> <p>L'Hôtel Domestique de George Hincapié : la ou l'hospitalité de charme rencontre la culture et les célébrations du cyclisme</p> <p>lecoudnord.fr</p> <p>La vie en chalet dans toute sa splendeur : visitez une maison de luxe au bord d'un lac ...</p> <p>papilsetpupilles.fr</p> <p>Tony Chacker's Creole Seasoning : un mélange cajun</p> <p>quotidiendutourisme.com</p> <p>Jetset Voyages : la brochure 2025 arrive dans les agences</p>	<p>freshmaggparis</p> <p>5 merveilles naturelles méconnues des États-Unis : beauté sauvage et préservée</p> <p>MSN_France</p> <p>4 destinations hors des sentiers battus à visiter aux USA</p> <p>Presseagence.fr</p> <p>ALABAMA : Un B&B dans une maison achetée sur catalogue</p> <p>tourhebd.com</p> <p>Jetset Voyages : la brochure 2025 arrive dans les agences</p>	<p>letagtrips.com</p> <p>Kentucky : un road-trip avec l'esprit américain</p> <p>Aus États-Unis, ces 7 sites naturels font partie des plus incroyables au monde !</p> <p>MSN_France</p> <p>Aus États-Unis, ces 7 sites naturels font partie des plus incroyables au monde !</p> <p>lechotouristique.com</p> <p>Salaün, Jetset, Mondial : les brochures de la semaine</p>
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Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Global Media Marketplace & pre-trips March 26 - April 3, 2025				
BWC completed the recruitment of five print and digital media participants that will attend the 2025 Global Media Marketplace in Louisville, Kentucky and pre-tour in five different states. BWC will finalize flight reservations and global logistics in February. BWC also confirmed travel arrangements for Yohann Robert (escort Rep) to attend the Marketplace events in Louisville (March 30 to April 3, 2025).				
MASCULIN.COM	Call	Vincent Charretier Journalist	Monthly visits : 4.5 million. Masculin.com – Mode, Montre, Auto, High-Tech – les tendances pour Homme Registration completed. Destination : Missouri. Louisville City Tour : Taste of Kentucky.	BWC will book flights and finalize logistics in February.
PRESTIGE MAGAZINE	Call	Brice Charton Journalist	Audience : 100.000 https://prestiges.international Registration completed. Destination : Louisiana. Louisville City Tour : Louisville Icons.	BWC will book flights and finalize logistics in February.
DESIRS DE VOYAGES	Call	Jean-Michel De Alberti Editor in Chief	Print circulation : 70.000. www.desirs-de-voyages.fr Registration completed. Destination : Tennessee. Louisville City Tour : History and Architecture	BWC will book flights and finalize logistics in February.
LA VIE EST BELLE MAGAZINE & RADIO J	Email	Judith Lossmann Editor in Chief	Audience : 80.000 (+ Radio). www.lavieestbellemag.com Registration completed. Destination : North Carolina. Louisville City Tour : New & Coming Soon.	BWC will book flights and finalize logistics in February.
EASYVOYAGE	Call	Fallon Bouvier Journalist	Monthly visits : 340.000 www.easyvoyage.com Registration completed. Destination : Kentucky. Louisville City Tour : awaiting choice.	BWC will book flights and finalize logistics in February.

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Other monthly media contacts				
YONDER	Call	Sandra Hirth Freelance Journalist	BWC had a call with Sandra to explore an OOS media coverage opportunity for the TSUSA destinations. She is working on an article project for Yonder.fr (upscale digital magazine) and wanted BWC's insight into states and regions to include (likely North and South Carolina).	BWC will follow up with Sandra when she has more visibility on her scope of work.
TOURMAG PROD	Call	Xavier Petit TV Content Creator and Journalist	Following his participation in the 2024 TSUSA International Showcase, Xavier came back to BWC with an anticipated release date for his article and video on Tourmag.com (expected in February).	BWC will follow up on needs and deadlines if further assistance is necessary.
RADIO FRANCE	Call	Isabelle Labeyrie Journalist	Radio France is one of France's prominent public and national Radio Group. Isabelle contacted BWC on January 16 th , one day before flying to Washington D.C. She wanted to visit Hollywood Casino in Charlestown (WV) and interview locals about the political climate and the Presidential Inauguration.	After reviewing the angle, BWC decided it was not relevant for TSUSA and declined her request.
VOYAGER MAGAZINE	Call	Dominique Krauskopf Editor in Chief	<p>Following Dominique's request for an OOS individual coverage trip in the South and BWC's suggestion last November, an update was shared with the TSUSA in January.</p> <p>As discussed together in October, Dominique would agree on highlighting Rhythms of the South and Mississippi with separate Radio shows and articles.</p> <p>Details :</p> <ul style="list-style-type: none"> -Airline sponsor (Delta) with one dedicated article (to be approved). -Two participants : Dominique Krauskopf + Photographer (1 double room with 2 beds) -Targeted travel dates : April 9-20, 2025 -Suggested itinerary : New Orleans (2 nights), Baton Rouge (1 night), Natchez (1 night), Jackson (1 night), Clarksdale or Cleveland (1 night), Tupelo (1 night), Nashville (2 nights), Atlanta (2 nights). 	BWC shared OOS fees with the TSUSA team to handle the project and will make a proposal to airline partners to review interest in sponsoring air tickets. Update will be shared in the February report.

VI. Newsletters & Visit USA activity key points.

Meetings, Newsletter, Workshops update, Consumer shows, E-learning, and projects.

Source	Activity/Activation	Follow up/Next step
	<p>-2024 Monthly Newsletters (French and English): The Visit USA team was unable to share a Newsletter in January due to Delphine Aubert's unexpected leave of absence. Creation and sending will resume in February.</p> <p>-2025 Online banner promotion: no banner promotion in January/February. Like each year, promotion will resume in March with new banners that BWC and the TSUSA team are currently working on (updating text and images for each partner).</p> <p>-2025 Occ'ygène Consumer show : In January, BWC prepared for the Occ'ygène Consumer Fair in Toulouse (Southwest of France), scheduled on March 7-9, 2025, in partnership with Visit USA France. Travel arrangements were finalized and BWC coordinated with the TSUSA team to create the assets for the dedicated wall and welcome counter design.</p> <p>Shared booth components : <u>Wall design (A1)</u> - TSUSA image with GPP partners' names 2000mm (L) x 2500mm (H) +100mm of bleed all around Format : PDF / High Res / 300 DPI for optimal resolution. (max. size 350 Mo) Color : CMJN</p> <p><u>Counter (B1)</u> - TSUSA logo 1000mm (L) x 1000mm (H) No bleed required. Format : PDF / High Res (max. size 350 Mo) Color : CMJN</p>  <p>TSUSA is entitled to one 30-minute slot to give a conference during the fair, which BWC confirmed on Sunday March 9th from 11:45AM to 12:15PM.</p>	

-2025 Travel Media Awards:

As a member of Visit USA France, Travel South USA was enlisted in the Media Awards Contest that celebrates the most acclaimed press articles promoting the USA on the French market.

BWC attended the 2025 ceremony that took place on February 6th, 2025, in Paris, at Les Maisons du Voyage main agency (art exhibit space).

French journalist Hervé Boggio from L'Est Républicain and Le Républicain Lorrain regional Newspapers received the **'Prix special du Jury -New Look on the USA'** for his article 'Caroline Chérie(s), l'autre Amérique' that covered North Carolina and South Carolina and followed Hervé's participation in the 2024 Travel South USA Global Media Fam Trip and Marketplace (Charleston, SC).