

# France REPORT

## March 2025



Prepared by  
**B World Communication**  
28 rue de l'Amiral Hamelin, 75116 Paris – France  
Web: [www.bworldcommunication.com](http://www.bworldcommunication.com)

**Barbara Boltoukhine**, President  
+33 6 83 65 25 21  
[Barbara@bworldcom.com](mailto:Barbara@bworldcom.com)

**Yohann Robert**, Account Manager  
+33 6 65 05 88 50  
[yohann@bworldcom.com](mailto:yohann@bworldcom.com)



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# I. Market Overview

## Orchestra/L'Echo Touristique February 2025 - Top 20 destinations and market trends update

All destinations combined, travel sales by physical and online travel agencies increased slightly by 1.3% compared to February 2024, a smaller increase than in January 2025 (+6.1%). This moderate growth is accompanied by significant inflation, with the average basket increasing for 17 of the top 20 destinations, indicating a decline in the number of customers. In terms of destinations, metropolitan France continues to lead in terms of sales, followed by Spain. Tunisia rose to third place with a significant increase of 22.6%, thanks to its sunny holidays at attractive prices. On the other hand, the Dominican Republic, although still a popular destination for long-haul travellers, recorded a fall in sales of 18.4%. Asia confirmed its strong comeback with three countries in the top 20: Vietnam, Indonesia and Japan. This trend is partly due to joint sales operations between tour operators and agency networks, which have boosted sales to these destinations. The United States is ranked 10th, with a decrease of 8.9% in business volume compared to February 2024.

Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en février 2025 \(lechotouristique.com\)](https://www.lechotouristique.com/actualites/le-top-20-des-destinations-en-fevrier-2025)

## Jet Tours' brand enaissance

In March 2025, Jet Tours, an iconic French travel brand founded by Air France in 1968, announced its relaunch under the leadership of Philippe Sangouard. Following the bankruptcy of the Thomas Cook group in 2019, which led to the demise of Jet Tours, the NG Travel group acquired the brand in 2020 and initiated its rebirth. Jet Tours is now positioned in the Premium+ segment. The aim is to achieve a turnover of 180 million euros by 2030. To support this relaunch, Jet Tours is backed by a team of 10 sales representatives dedicated to travel agencies and has secured partnerships with major distributors such as Selectour, Havas Voyages, Leclerc Voyages, Carrefour Voyages and Tourcom. The new Jet Tours brochure, designed like a magazine, focuses on inspiring visuals and emotions, with the integration of QR codes to access product data sheets. The tours include land and air packages, guaranteeing fixed prices for travellers throughout the season. The Jet Tours Signature collection offers 21 holiday ideas in exceptional hotels, including a selection of 40 of the finest properties in some 20 destinations worldwide. These packages aim to provide unique experiences with personalised service in heavenly surroundings.

Sources : [Relancement de la marque Jet Tours \(tourhebd.com\)](https://www.tourhebd.com/actualites/jet-tours-relance) and [Renaissance de Jet Tours : les grandes marques ne meurent jamais \(laquotidienne.fr\)](https://www.laquotidienne.fr/actualites/renaissance-de-jet-tours)

## Univairmer: Prêt à Partir and its independent allies appointed buyers

In March 2025, the Compiègne Commercial Court named the alliance composed of Prêt à Partir, Verdié, Cediv and Selectour as the buyer of Univairmer, a company placed in receivership. This coalition of independent travel agencies will take over 47 agencies and 127 employees for a total of €1.499 million. The agencies will be integrated into various networks: Manor Loisirs, Selectour and 10 Cediv agencies. The new owners will acquire the branches from April 1st, 2025.

Source : [Univairmer : Prêt à Partir et ses alliés indépendants désignés repreneurs \(lechotouristique.com\)](https://www.lechotouristique.com/actualites/univairmer-et-ses-allies-independants-designes-repreneurs)

## Summer holidays: travel agents on the rise

In collaboration with Orchestra, Les Entreprises du Voyage (EdV) has just published a new edition of its Observatory. The summer of 2025 looks encouraging, with stable bookings compared to 2024 and a 3% increase in the average basket (€2,400). July and September are performing well, but June and August are lagging behind. France is up (+3%), medium haul is stable, while long-haul is down 13% despite a 5% increase in the average basket. Medium-haul showed the strongest growth (+5.6% in terms of volume), followed by France (+1.7%), while long-haul declined (-5.2%). Vietnam (+264%), Egypt (+47%), the Netherlands (+57%) and Turkey (+26%) recorded strong growth. On the other hand, Spain (-10%), Morocco (-11%) and Portugal (-11%) recorded falls. Croatia enters the top 10 destinations, while Thailand and Mexico drop out of the top 20. Finally, sales in physical travel agencies grew strongly by 4.5% in terms of the number of bookings and by 0.8% in terms of average basket to €2,869. Bookings via e-commerce sites and call centres fell by almost 10% in terms of number of bookings but rose by 2.8% in terms of average basket (€1,292), much less than in physical travel agencies.

Source : [Vacances d'été : les agences de voyages gagnent du terrain, la vente à distance recule ! \(tourmag.com\)](https://www.tourmag.com/actualites/vacances-dete-les-agences-de-voyages-gagnent-du-terrain-la-vente-a-distance-recule)

### Volume of press sales increases for the first time in 10 years

According to the *Observatoire des Commerces Culturels de Proximité* of the *Maison de la Presse* and *Point Plus* networks (NAP Group), the volume of press sales in the *Maison de la Presse* and *Point Plus* chains has increased slightly by 0.1% in 2024 compared with 2023. This is the first time in a decade that this has happened. This development reflects the attachment of the French to print media at a time when the digitalisation of information threatens to reduce this consumption. This can be partly explained by the intense coverage of 2024, from the Olympic Games to geopolitical conflicts and the French political crisis. There was also a 5.4% increase in national sales, partly explained by inflation and the rise in newspaper prices.

Source : [+0.1 % \(strategies.fr\)](#)

### French travel sentiment - US market trends (as of March 31, 2025)

In 2024, 1,706,081 French travelers visited the United States, marking a 7.1% increase from 2023 and positioning the market just 7.46 percentage points below the record-breaking year of 2019. In February 2025, France is the 4<sup>th</sup> largest overseas market in terms of inbound tourism with a total of 126,351 arrivals, bringing the cumulative total of visitors since January 1<sup>st</sup>, 2025, to 213,487, a decrease of 4.89% compared to the same period in 2024, but an increase of 11.9% compared to 2023.

According to Protourisme's "*Panorama des Vacances des Français 2025*", the number of French travelers planning to visit the United States has dropped by 25% compared to last year. The travel trade industry also recorded an 8.5% decline in business volume in February 2025 compared to February 2024. However, despite this downturn, the United States remains a key destination, ranking 10th in the Top 20 travel sales by both physical and online travel agencies for the same period.

This decline is attributed to multiple factors, including the negative perception of U.S. President Donald Trump, which has influenced travel sentiment, as well as uncertainty surrounding the ongoing Russia-Ukraine war in Europe. Despite these challenges, tourism professionals remain cautious yet optimistic. The travel industry has proven it is resilient time and again, adapting to economic and geopolitical fluctuations. However, it is worth noting that during Donald Trump's previous presidential term (2017-2021), the number of French visitors to the U.S. continued to rise, reaching its peak in 2019 at 1.8 million.

Rémi Vénitien, President of Visit USA Committee France and TUI's Product Manager, highlighted the fact that there is a slowdown in bookings: "Typically, *bookings are made between 7 and 9 months in advance, whereas we are currently in a booking window of 3 to 4 months*". Nevertheless, the French are not boycotting the US. This slowdown in sales is also linked to the political context in France and the current geopolitical environment. Other tour operators are experiencing a drop in bookings: -20% at Voyageurs du Monde and -11% at Evaneos. There have been some cancellations, but not many. Customers seem to be switching to Canada, Australia, Italy and other destinations. Nevertheless, Nouvelles Frontières, reports a 10% growth compared to summer 2024, and Air France does not see any change in demand from/to the United States.

According to an IFOP study for NYC.fr, carried out in March 2025 by means of a self-administered online questionnaire among a representative national sample of 1,000 people representative of the French population, the proportion of French people who would like to visit the United States has fallen significantly (-4 points compared to 2022, to 51%), particularly among women (-7 points) and the most highly educated (-7 to -9 points) and wealthiest sections of the population (-3 points).

Despite economic pressures, including inflation and an unfavorable EUR/USD exchange rate, the appeal of the United States remains undeniable. It continues to be one of the top-selling destinations for numerous tour operators, travel agencies, and OTAs. Notably, more than 75% of the French market consists of repeat travelers, with their average length of stay remaining steady at 14 nights.

Sources: [France 2024 Advanced International Visitor Profile \(travelmi.com\)](#) ; [Baromètre Orchestra/L'Echo : le top 20 des destinations en février 2025 \(lechotouristique.com\)](#) ; [NTTO](#) ; [Déjà un «effet Trump» sur le tourisme aux États-Unis : «Les intentions de départ sont en baisse de 25%» \(lefigaro.fr\)](#) ; [Rémi Vénitien \(OT USA\) : "Nous constatons un ralentissement, mais pas de boycott des États-Unis" \(tourmag.com\)](#) ; [Effet Trump : les voyageurs français boudent-ils les États-Unis ? \(lechotouristique.com\)](#) ; [Article 2 : Chute spectaculaire de l'attractivité US suite aux décisions de Trump \(tourhebdo.com\)](#)

## II. Executive summary

### ❖ OOS Sainte-Claire Campaign for Rhythms of the South -Update:

In February 2025, the Sainte-Claire Distribution Network ran a visibility campaign for the Rhythms of the South destinations. See Travel Trade section III. for full report.

### ❖ OOS Nashville & Tennessee Webinar with Icelandair -Update :

On top of the Trade Fam trip confirmed to Tennessee in April 2025, BWC is working on a Trade Webinar to promote the launch of the Icelandair flight and the Tennessee destination (date to be confirmed in May or June 2025).

### ❖ FY25-26 France Marketing Plan of action :

BWC is working on the FY25-26 France Marketing Plan and scope of work that will be suggested to the TSUSA team by May.

### ❖ Fall 2025 Trade Training Events :

As part of the next fiscal year (FY26), BWC committed to join NAAR Voyages (October 2025) and Air Canada France (November 2025) on training events to promote the TSUSA destinations in three cities : Nancy, Metz and Lyon.

### ❖ International Metrics for FY25 - Q1 through Q3

|   |                                    | July         | Aug          | Sept       | Q1 TOTAL     | Oct          | Nov          | Dec           | Q2 TOTAL      | Jan           | Feb           | March        | Q3 TOTAL      | FY 24/25 TOTAL |
|---|------------------------------------|--------------|--------------|------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|--------------|---------------|----------------|
| 10 partners<br>AL/KY<br>LA/MO/MS/<br>NC/ROTS/SC<br>/TN/WV | <b>France</b>                      |              |              |            |              |              |              |               |               |               |               |              |               |                |
|   | <b>Travel Trade</b>                |              |              |            |              |              |              |               |               |               |               |              |               |                |
|   | Trade Meetings/ Trainings          | 5            | 6            | 11         | 22           | 12           | 8            | 9             | 29            | 6             | 4             | 6            | 16            | 67             |
|   | Number of Agents Trained           | 3            | 2            | 12         | 17           | 2            | 67           | 28            | 97            | 0             | 41            | 4            | 45            | 159            |
|   | <b>PR</b>                          |              |              |            |              |              |              |               |               |               |               |              |               |                |
|   | Media Meetings                     | 2            | 15           | 7          | 24           | 8            | 5            | 7             | 20            | 7             | 4             | 4            | 15            | 59             |
|   | Total number of articles published | 13           | 25           | 8          | 46           | 22           | 12           | 23            | 57            | 21            | 29            | 21           | 71            | 174            |
|   | 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 | 15 596 200,00 | 7 333 335,00 | 36 814 002,00 | 69 768 114,00  |

### III. Travel Trade

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

| Event/<br>Action                 | Contact<br>person   | Activity/Activation  | Follow up<br>/Next step                                      |
|----------------------------------|---|--|--|
| NAAR<br>VOYAGES                  | Anne-Marie<br>Villa<br>Regional Sales<br>Coordinator<br>(Southwest) | <p><b>1. NAAR Voyage B2B Training Event.</b><br/>BWC and NAAR confirmed a training event in Bordeaux (Southwest of France) on June 3<sup>rd</sup>, 2025, in partnership with Jet Blue. NAAR will invite 25-30 travel professionals from the Bordeaux metropolitan area. BWC will handle on-site signage and a 30-minute presentation to promote the South and increase knowledge.<br/>Venue : Palais Gallien Hôtel &amp; Spa</p>    | Feedback and photos in the June report.                      |
| ICELANDAIR<br>(FRENCH<br>OFFICE) | Juliette<br>Desmul<br>Account<br>Manager France                     | <p><b>2. Trade Fam Trip to Nashville (April 11-16, 2025) -Update.</b><br/>In March, BWC coordinated the preparation of the itinerary with the Tennessee Tourism and Icelandair teams (dietary restrictions, logistics, pre-seating and more).<br/>Participant list :</p> <ul style="list-style-type: none"> <li>• Worldia (Jade Pied Souhlal)</li> <li>• Visiteurs (Maeva Besset)</li> <li>• NAAR (Océane Lecomte)</li> <li>• Marco Vasco (Sébastien Puisset)</li> <li>• Jetset Voyages (Jérôme Thomann)</li> </ul>  | Full feedback and photos will be shared in the April report. |

|  |  |  |  |
|--|--|--|--|
| LES<br>MAISONS DU<br>VOYAGE  | Céline<br>Ostorero<br>Marketing &<br>Communication<br>Director | <p><b>3. Editorial Campaign with LeFigaro.fr - Update.</b></p> <p>The 2024/2025 campaign came to an end and BWC had a meeting with Céline on March 18<sup>th</sup> to discuss the overall report that will be shared in April. BWC also explored potential extension of the partnership for FY26 given the successful results and impact of the campaign.</p>  | Suggestions will be provided in future reports and/or in the FY26 scope of work. |
| SAINTE-<br>CLAIRE<br>GROUP   | Jean-Philippe<br>Raux<br>Sales Director                        | <p><b>Sainte-Claire Marketing Campaign.</b></p> <p>In February, the Sainte-Claire distribution network ran an OOS trade visibility campaign with their tour operator and retail partners. The Rhythms of the South destinations (Atlanta, Nashville and New Orleans) were highlighted during a full month in the Sainte-Claire retail network with both window-display posters and online promotional assets.</p> <p><u>Visibility components</u></p> <ul style="list-style-type: none"> <li>• Duration : 1 month.</li> <li>• 60cmx80cm window display poster in agencies plus product mini posters.</li> <li>• 4 BtoC Newsletter inserts (one per week) sent to 10,000 contacts.</li> <li>• Template on retail brands' website Home Pages : <a href="https://Aquatourvoyages.com">Aquatourvoyages.com</a> and <a href="https://Navitourvoyages.com">Navitourvoyages.com</a></li> </ul> <p><u>Results</u></p> <ul style="list-style-type: none"> <li>• 3 main posters in 21 different agencies.</li> <li>• 4 Newsletters sent each Thursday in February, by a total of 31 different agencies :<br/>-218,835 contacts<br/>-23.29% open rate</li> <li>• 4 web banners on TUI, Havas Voyages, Navitour and Aquatour websites.</li> <li>• Sales volume generated :<br/>€ 92,000 (approx. \$100,000)</li> <li>• Ongoing quotes/projects volume :<br/>€ 347,000 (approx. \$ 375,000).</li> </ul> |  |
|  |  |  |  |



## Les Newsletters

Exemples d'offres mises en avant durant le mois de Février

SAINTE CLAIRE  
SAINT-CLAIR



**ETATS UNIS**  
Circuit les incontournables de la Louisiane  
Départ de Paris le 28 juin 2025  
Rapace avec programme  
A partir de  
**2 005€\***  
Au lieu de 2 000€  
Par personne



**ETATS UNIS**  
Circuit "La route du Blues"  
Départ de Paris le 04 juin 2025  
Rapace avec programme  
A partir de  
**2 930€\***  
Au lieu de 2 880€  
Par personne



**ETATS UNIS**  
Circuit "Rayons et Plantations"  
Départ de Paris le 19 septembre 2025  
Rapace avec programme  
A partir de  
**2 447€\***  
Au lieu de 2 347€  
Par personne



**ETATS UNIS**  
Circuit "Autant en emporte la Mousquet"  
Départ de Paris le 20 mai 2025  
Rapace avec programme  
A partir de  
**3 799€\***  
Au lieu de 3 699€  
Par personne



Bandeau de la Newsletter TUI



Bandeau de la Newsletter Havas



Bandeau de la Newsletter Navitour



Bandeau de la Newsletter Aquatour

## Sites internet

SAINTE CLAIRE  
SAINT-CLAIR



Site Aquatour



Site Navitour





## 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 featuring Missouri, Alabama, Louisiana, Mississippi and South Carolina. It highlighted 'Instagrammable' spots and experiences in the South. The Newsletter also included a section to promote the Tourism Exchange USA platform, with a Louisiana product highlight. [LINK](#)

-Trade contacts: 1.604  
-Open rate: 27.89%



Contacts: Yohann Robert  
Tél. 06 65 05 88 50 - [yohann@bworldcom.com](mailto:yohann@bworldcom.com)  
Barbara Boltoukhine - [barbara@bworldcom.com](mailto:barbara@bworldcom.com)



Jeudi 20 mars 2025

## NEWSLETTER

### LES ADRESSES "INSTAGRAMMABLES" À NE PAS MANQUER DANS LE SUD-EST AMÉRICAIN

Un road trip dans le sud-est américain rime forcément avec des photos mémorables. Qu'elles soient culturelles, naturelles ou artistiques, les curiosités "Instagrammables" y sont légion et feront le bonheur des voyageurs, petits et grands, en quête de dépaysement et de partage d'émotions.

### MISSOURI

En prévision du [centenaire de la Route 66 en 2026](#), certaines localités du [Missouri](#) le long du mythique itinéraire ont d'ores et déjà débuté leurs célébrations. La ville de [Joplin](#) a mis en place une collaboration avec la World Street Painting Foundation pour créer une œuvre d'art urbain en 3D sur le thème du centenaire de la Route 66 lors du [World Street Painting Festival](#). Cet événement se tiendra à nouveau dès la première semaine de juin 2025, 2026 et 2027. Des œuvres qui remettent en question la perception de l'espace et de la réalité en rendant une image lisible uniquement d'un point de vue spécifique. Les amateurs de photographie plus traditionnelle opteront pour [Alley Spring and Mill](#), l'un des lieux les plus emblématiques de l'État grâce à ses eaux bleues éclatantes contrastant avec le rouge vif de l'ancien moulin à farine de trois étages qui se dresse devant un arrière-plan de végétation verdoyante. Appartenant au réseau [National Ozark Scenic Riverways](#), le premier du genre aux États-Unis, ce site est magnifiquement préservé et sillonné de magnifiques sentiers de randonnée le long de rivières et ruisseaux aux eaux cristallines.



### TOURISM EXCHANGE USA

#### Tourism Exchange USA - Découvrez les expériences proposées en Louisiane.

Tourism Exchange USA, en partenariat avec Brand USA et Travel South USA, est une plateforme B2B innovante pour les professionnels du voyage internationaux souhaitant réserver des expériences authentiques et rares dans le Sud des États-Unis. Avec pour mission de rendre la découverte des États-Unis plus accessible et facile à réserver, la plateforme offre un accès à des hébergements et attractions uniques mettant en valeur le riche patrimoine culturel, culinaire et historique de la région. À l'honneur ce mois-ci, la Louisiane, où chaque expérience raconte une histoire. Vos clients pourront profiter de saveurs du monde entier grâce au « Around the World in Acadiana Taste Tour », déguster les plats les plus emblématiques de la destination lors du « Original Cajun Food Tour » ou explorer les légendaires bayous peuplés d'alligators lors de l'excursion « Covered Pontoon Boat Tour ». Histoire, gastronomie et aventure en plein air, la Louisiane offre une multitude d'expériences inoubliables. Ces produits commissionnables, et bien d'autres, sont désormais disponibles sur Tourism Exchange USA. Pas encore inscrit ? Connectez-vous dès aujourd'hui et accédez à la plateforme sans frais initiaux en contactant [Distributors@TourismExchangeUSA.com](mailto:Distributors@TourismExchangeUSA.com). Tous les agents et conseillers en voyage sont les bienvenus !

#### Activités



Lafayette, Louisiana  
Around the World in Acadiana Taste Tour - Lafayette, Louisiana - Cajun Food Tours  
From \$49.00

Stuck In Your Comfort Zone? About. Let us pick you up in our cozy customized bus and broaden your culinary horizons by introducing you to...



Lafayette, Louisiana  
Covered Pontoon Boat Tour - Airboat Adventures  
From \$35.00

Tour 20,000 acres of Louisiana cypress swamps and surround yourself with exotic creatures and otherworldly scenery.



Lafayette, Louisiana  
The Original Cajun Food Tour - Lafayette, Louisiana - Cajun Food Tours  
From \$69.00

Hop On and Enjoy the Best! Hop on our cozy customized tour bus to learn the history, love the culture and best of all, taste the fabulous cuisine...



Breaux Bridge, Louisiana  
Walking Breaux Bridge Tour - Lafayette, Louisiana - Cajun Food Tours  
From \$49.00

Historic Sites & Delicious Bites! About This unique look at historic downtown Breaux Bridge, in the heart of St. Martin Parish, is sure to delight hist...

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

| Company Name          | Contact mode | Share Contact person                              | Activity/Activation   | Follow up/Next step  |
|-----------------------|--------------|---|---|--|
| <b>TUI FRANCE</b>     | Email        | Rémi Vénitien<br>USA Product Director             | In preparation for their 2025 Summer peak season and for 2026 content enrichment, Rémi reached out to BWC to receive suggestions for not-to-miss places, 'Instagrammable' hot spots, filming venues, things to know before you go and more. BWC will put together and provide recommendations for the TSUSA destinations by May 2025. | No follow-up needed.   |
| <b>PREMIUM TRAVEL</b> | Email        | Valérie Heurtel<br>North America Product Director | Valérie and BWC explored common interest for a Marketing partnership or training opportunity during FY25-26. BWC is awaiting a reply and/or suggestion from the Premium Travel team and will consider options accordingly.  | Follow-up in future reports.   |
| <b>VISITEURS</b>      | Email        | Roxane Vergught<br>Marketing Manager              | BWC was in touch with the Visiteurs Marketing team in March to anticipate training opportunities during Fall 2025 or Winter/Spring 2026. BWC will review their roadshow calendar details and will seize matching opportunities to confirm participation on behalf of Travel South USA.  | Follow-up in future reports.   |
| <b>CALI'FUN</b>       | Email        | Virginie Gines<br>Director                        | Following previous discussions and her participation in the 2024 TSUSA Showcase in Atlanta, Virginie and BWC explored options to highlight Cali'fun's offers and new tours for the Rhythms of the South destinations. BWC will consider a partnership if relevant for the FY26 scope of work.   | Follow-up in future reports.   |
| <b>AMERIKASIA</b>     | Email        | Ambre Berge-Montamat                              | Ambre contacted BWC for advice on a trip project for clients of hers, including Georgia and South Carolina. BWC shared tips on neighborhoods, museum and cities to explore (Atlanta, Charleston, Beaufort etc...).  | BWC will follow-up on Amerikasias participation to the 2025 TSUSA Showcase after interest was expressed in 2024. |
| <b>AMERIGO</b>        | Email        | Nathalie Delame<br>USA Product Director           | Nathalie reached out to BWC to get a Sales contact at American Cruise Lines. BWC also explored training/B2B event opportunities with the Amerigo team, as part of the FY26 plan of actions and kpis.  | No follow-up for now.  |

# 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 in March featuring Missouri, Alabama, Louisiana, Mississippi and South Carolina. It focused on not-to-miss 'Instagrammable' spots and experiences throughout the South. [LINK](#)

-Media contacts: 601  
-Open rate: 37.41%

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

## March 2025

|   |   |  |  |   |
|---|---|--|--|---|
| <p><b>figaronauteisme.meteoconsult.fr</b><br/>Naviguer sur le Mississippi, un voyage entre légende et modernité<br/>2M 62 65.9K N/A</p>                         | <p><b>Mistertravel.news</b><br/>Le sud-est américain hors des sentiers battus: astuces et bonnes adresses...<br/>110K 1.2K N/A</p>                                      | <p><b>Yonder.fr</b><br/>Notre road trip en Louisiane, 3 jours dans les Plantations<br/>500K 25.5K N/A</p>                  | <p><b>tourmag.com</b><br/>Les États-Unis en train : 8 itinéraires mythiques à découvrir<br/>1.6M 80 22.4K N/A</p>  | <p><b>Gala.fr</b><br/>Vacances de Pâques : Amsterdam, Milan... Voici les meilleures destinations du printemps selon Airbnb<br/>34.7M 134M N/A</p> |
| <p><b>petitfute.com</b><br/>Visiter le sud des États-Unis en 15 jours : conseils d'itinéraire en 2025<br/>7.5M 120K N/A</p>                                     | <p><b>sport-et-tourisme.fr</b><br/>Memphis fait rimer musiques et expériences outdoor<br/>10K 2.5K N/A</p>  | <p><b>lePetitJournal.com</b><br/>Et si vous alliez visiter le Kentucky en 2025 ?<br/>1.08M 35.5K N/A</p>                   | <p><b>free.fr</b><br/>Quelle est la meilleure ville gastronomique du monde, selon le classement Time Out 2025 ?<br/>4.57M 150K N/A</p>                         | <p><b>geo.fr</b><br/>Quelle est la meilleure ville gastronomique du monde, selon le classement Time Out 2025 ?<br/>12.7M 80 419K N/A</p>          |
| <p><b>MSN_France</b><br/>Cette destination vient d'être élue "meilleure ville au monde" pour sa gastronomie selon un classement Time Out<br/>21.7M 217M N/A</p> | <p><b>easyvoyage.com</b><br/>Cette destination vient d'être élue "meilleure ville au monde" pour sa gastronomie selon un classement Time Out<br/>1.59M 55 22.8K N/A</p> | <p><b>vanityfair.fr</b><br/>La capitale gastronomique du monde n'est plus Paris, selon Time Out<br/>2.59M 62 56.2K N/A</p> | <p><b>750g.com</b><br/>Cette ville serait la capitale food à ne pas manquer en 2025 selon le classement Time Out<br/>10.7M 352K N/A</p>                        | <p><b>GEO.fr</b><br/>Une découverte inattendue relance le mystère des colons disparus de...<br/>4.08M 75 419K N/A</p>                             |
| <p><b>Yahoo.fr</b><br/>Voici les villes où l'on mange le mieux dans le monde en 2025 (et il y a des surprises)<br/>670K N/A</p>                                 | <p><b>Bibamagazine.fr</b><br/>Voici la ville où l'on mange le mieux, selon un célèbre magazine de voyage (le repas coûte moins de 20 euros)<br/>554K 75 78K N/A</p>     | <p><b>lePetitJournal.com</b><br/>Et si vous alliez visiter Kansas City en 2025 ?<br/>1.08M 35.4K N/A</p>                   | <p><b>europe1.fr</b><br/>Paris, La Nouvelle-Orléans, Madrid... Voici le classement des villes où l'on mange le mieux au monde en 2025<br/>917M 91 286K N/A</p> | <p><b>Runfitfun.fr</b><br/>Fun : Knoxville, un autre visage du Tennessee<br/>3.5K N/A</p>   |

| Company Name   | Contact mode | Contact person                     | Activity/Activation  | Follow up/Next step  |
|--|--------------|------------------------------------|--|--|
| <b>Global Media Marketplace &amp; pre-trips</b><br><b>March 26 - April 3, 2025 (update)</b>  |              |                                    |  |  |
| <p>BWC finalized the preparation of the participants' trip by ensuring US travel requirements were fulfilled (ESTA, insurance proof, air tickets, TSUSA Global Week app...) and followed up with appointment scheduling and fam itinerary with all journalists. Jean-Michel de Alberti regretfully had to withdraw from the trip due to severe health issues 48 hours prior to departure. BWC was able to negotiate a credit voucher with Delta Air Lines, valid until January 2026 to reschedule his trip to Tennessee. BWC (Yohann Robert) joined the journalists at the 2025 Global Media Summit in Louisville, Kentucky and coordinated their stay, especially Judith Lossmann whom BWC assisted during her 28 appointments with local DMOs on April 2<sup>nd</sup>. Full feedback and anticipated coverage details will be shared in the GMM dedicated report due on June 1<sup>st</sup>, 2025.</p> |              |                                    |  |  |
| MASCULIN.COM   | Call         | Vincent Charretier<br>Journalist   | Monthly visits : 4.5 millions.<br><a href="#">Masculin.com – Mode, Montre, Auto, High-Tech – les tendances pour Homme</a><br>Registration completed.<br>Destination : Missouri.<br>Louisville City Tour : Taste of Kentucky. | Follow-up on expected coverage by June 2025.   |
| PRESTIGE MAGAZINE  | Call         | Brice Charton<br>Journalist        | Audience : 100.000<br><a href="https://prestiges.international">https://prestiges.international</a><br>Registration completed.<br>Destination : Louisiana.<br>Louisville City Tour : Louisville Icons.                       | Ongoing article creation. BWC is assisting with content details and imagery for Louisiana. |
| LA VIE EST BELLE MAGAZINE & RADIO J  | Email        | Judith Lossmann<br>Editor in Chief | Audience : 80.000 (+ Radio).<br><a href="http://www.lavieestbellemag.com">www.lavieestbellemag.com</a><br>Registration completed.<br>Destination : North Carolina.<br>Louisville City Tour : New & Coming Soon.              | Follow-up on expected coverage by June 2025.   |
| EASYVOYAGE   | Call         | Fallon Bouvier<br>Journalist       | Monthly visits : 340.000<br><a href="http://www.easyvoyage.com">www.easyvoyage.com</a><br>Registration completed.<br>Destination : Kentucky.<br>Louisville City Tour : awaiting choice.                                      | Follow-up on expected coverage by June 2025.   |



## Social media promotion by BWC (LinkedIn & Instagram posts)



**Yohann Robert** · Vous

Trade & PR Account Manager - Travel Trade US Specialist - B ...  
1 j · Modifié ·

La Global Media Week 2025 de [Travel South USA](#) s'est déroulée du 31 mars au 3 avril dans la vibrante ville de Louisville au Kentucky. Une occasion privilégiée pour 4 médias français d'aller à la rencontre des Offices du Tourisme locaux du sud-est américain. L'opportunité aussi de découvrir en profondeur 4 destinations : la Caroline du Nord, le Kentucky, la Louisiane et le Missouri. Le Sud se vit et se raconte grâce à l'immersion et l'enrichissement humain. Rendez-vous est pris à Mobile, Alabama pour l'édition 2026!

\*\*\*

What an incredible Global Media Week 2025 for [Travel South USA](#) in Louisville, Kentucky. 4 French journalists from travel & lifestyle media had the privilege to meet with local Offices of Tourism and DMOs of the South USA. They also had the opportunity to deep dive in 4 different southern destinations : Kentucky, Louisiana, Missouri and North Carolina. Immersion and human stories are what makes the South so unique. Get ready for the 2026 edition in Mobile, Alabama!

[Liz Bittner](#) [Barbara Boltoukhine](#) [B World Communication](#)  
[Louisville Tourism](#) [brice charton](#) [Fallon Bouvier](#) [Vincent Charretier](#) [Judith LOSSMANN](#) [Veda Gilbert](#) [Chenelle Mcgee](#)  
[Jennifer Berthelot](#) @Megan Sheets

[#travelsouthusa](#) [#voyage](#) [#etatsunis](#) [#voyageusa](#)  
[#communication](#) [#travel](#) [#southusa](#) [#media](#)



Laura Viguier et 33 autres personnes 3 commentaires



**yrus.pro**

Louisville, Kentucky



Voir les statistiques

Booster



21



Aimé par philippesamy et autres personnes

[yrus.pro](#) La Global Media Week 2025 de [@travelsouthusa](#) s'est déroulée du 31 mars au 3 avril dans la vibrante ville de Louisville au Kentucky. Une occasion privilégiée pour 4 médias français d'aller à la rencontre des Offices du Tourisme locaux du sud-est américain. L'opportunité aussi de découvrir en profondeur 4 destinations : la Caroline du Nord, le Kentucky, la Louisiane et le Missouri. Le Sud se vit et se raconte grâce à l'immersion et l'enrichissement humain. Rendez-vous est pris à Mobile, Alabama pour l'édition 2026!

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[@bworldcommunication](#)


[#etatsunis](#) [#usa](#) [#travelsouthusa](#) [#travelgram](#) [#voyageusa](#)  
[#voyage](#) [#instavoyage](#) [#decouverte](#) [#traveladdict](#) [#instagood](#)  
[#tourisme](#) [#medias](#) [#lifestyle](#) [#kentuckytourism](#) [#louisvilleky](#)

| Company Name                 | Contact mode | Contact person                                   | Activity/Activation  | Follow up/Next step   |
|------------------------------|--------------|--|--|---|
| Other monthly media contacts |              |  |  |   |
| VOYAGER MAGAZINE             | Call         | Dominique Krauskopf<br>Editor in Chief           | OOS Voyager Magazine coverage trip -Update. Throughout the month of March, BWC coordinated with the TSUSA, Visit Mississippi and Rhythms of the South teams to create the Travefy itinerary and handle inclusions, contacts and logistics for the press trip planned April 9-20, 2025. BWC encouraged Dominique Krauskopf to reach out to French-speaking contacts for his to confirm interviews for his expected Radio show content.  | BWC will follow-up on content creation and release dates after the trip.                    |
| RUN, FIT & FUN               | Meeting      | Cécile Bertin<br>Freelance Journalist            | Cécile Bertin creates travel storytelling related to sport on her dedicated blog Run, Fit & Fun. She also works with sport-oriented magazines such as Jogging International (for joggers) and Esprit Trail (for trail lovers). BWC had a meeting with Cécile in March to help her plan a short stay in Knoxville, Tennessee where she participated in a running event. BWC suggested neighborhoods, not-to-miss highlights and hotels in Knoxville, and received very positive feedback for Cécile after her stay. She wrote and published a dedicated article on her blog.<br>Link to content : <a href="#">Fun : Knoxville, un autre visage du Tennessee</a>                             | BWC will explore future opportunities to collaborate with Cécile on a sport-oriented angle. |
| 20MIN (366 MEDIA GROUP)      | Meeting      | Stanislas Charles<br>Digital Partnership Manager | 20MIN a daily free newspaper and platform (print and digital) with 17.5M unique monthly visitors, 100M video monthly views and 7M social media followers. BWC had a meeting with Stanislas on March 11 <sup>th</sup> to review their new media solutions and visibility offers. Options will be explored to determine if promotion for the TSUSA destinations is relevant through 20MIN in the FY25-26 scope of activities.  | Follow-up in future reports.  |
| ROAD TRIPPIN.FR              | Meeting      | Dominique Chouvet                                | Founded in 2008, RoadTrippin.fr is a French-language website designed for travelers planning to visit the USA and organize their own road trips. A platform that offers hundreds of comprehensive guides of cities, parks and scenic roads along with tips and tools to help our visitors plan and enjoy an unforgettable journey on American roads.<br>55,500 Forum members.<br>100,000 unique monthly visitors.<br>1.5M monthly page views.<br>Dominique and BWC discussed a North Carolina & South Carolina coverage trip project in July 2025, following the meeting that Dominique had with Heidi Walters and Duanne Parish during the IFTM/Top Resa Show in Paris in September 2024. | Project to discuss during future monthly calls.   |



# 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><b>-2024/2025 Membership Monthly Newsletter (French and English).</b><br/>BWC created and shared an article dedicated to the Rhythms of the South destinations. It highlighted musical venues and festivals such as Shaky Knee Festival, CMA Music Festival, French Quarter Fest, Ryman Auditorium, Nashville honky-tonks and more).</p>  <p><u>Atlanta</u> abrite un éventail de festivals de musique qui mettent en valeur sa diversité musicale. <u>Shaky Knees Festival</u> est un incontournable pour les amateurs de rock et d'indie, avec des artistes renommés et émergents, tandis que <u>ONE Musicfest</u> réunit les talents de styles hip-hop, R&amp;B et soul. Événement gratuit très apprécié des fans de jazz, le <u>Atlanta Jazz Festival</u> se tient chaque week-end de Memorial Day à Piedmont Park, avec une programmation éclectique.</p> <p>À <u>Nashville</u>, les festivals sont le reflet du surnom « Music City ». Son riche patrimoine musical est à l'honneur lors d'évènements tels que <u>CMA Music Festival</u>, qui attire les fans de musique country du monde entier, alors que <u>Let Freedom Sing! Music City</u> fait vibrer la ville avec l'un des plus grands feux d'artifice du pays pour la fête de l'Indépendance. Toute l'année, les légendaires <u>Ryman Auditorium</u>, <u>Bluebird Cafe</u> et <u>honky-tonks</u> de Broadway accueillent les visiteurs dans une ambiance unique et authentique.</p> <p>La <u>Nouvelle-Orléans</u> saisit chaque occasion de célébrer sa culture. Début mars, les festivités de <u>Mardi Gras</u> électrisent les rues remplies de fêtards masqués, profitant d'animations colorées dont la ville a le secret. À la mi-avril, le <u>French Quarter Fest</u> honore les rues historiques du « Vieux Carré » au son de la musique live, suivi par l'emblématique <u>Jazz &amp; Heritage Festival</u>, qui réunit le meilleur du jazz, du blues, du gospel et de la cuisine locale, sublimant les racines culturelles de la ville.</p> <p>Link to content : <a href="#">Rhythms of the South : vibrez au son de la musique du Sud - Office du tourisme des USA</a></p> <p><b>-Trade contacts (French version) : 7,700</b><br/>Open rate : 34.8%.<br/>Click rate: 2.2%.<br/><b>-Trade contact (English version): 1,000</b><br/>Open rate: 59.7%.<br/>Click rate: 2.1%.<br/><b>-Media contacts : 1,100</b><br/>Open rate: 44.1%.<br/>Click rate: 1.3%.</p> | <p>Kentucky will be promoted in April.</p> |

-Other Travel South USA destinations featured in the Newsletter.

### Nashville (new Icelandair flight)



**Icelandair**, compagnie aérienne régulière islandaise, ouvrira en avril sa nouvelle ligne en direction de **Nashville** (Tennessee), sa 15<sup>ème</sup> destination aux États-Unis.

Les vols opéreront via **Keflavik** en **Islande** du 10 avril au 26 octobre, quatre fois par semaine. Viendront s'ajouter dès le 25 octobre, des vols saisonniers pour **Miami** (Floride), trois fois par semaine, toujours avec une correspondance rapide et simple en **Islande** (1h en moyenne) sans supplément sur le tarif aérien.

L'occasion de découvrir deux destinations en un voyage !

Contact : Icelandair, support agences et service comercial, Emails:

[paragents@icelandair.is](mailto:paragents@icelandair.is) [julietted@icelandair.is](mailto:julietted@icelandair.is), Site internet :

<https://www.icelandair.com/fr>

### Memphis (Spring highlights)

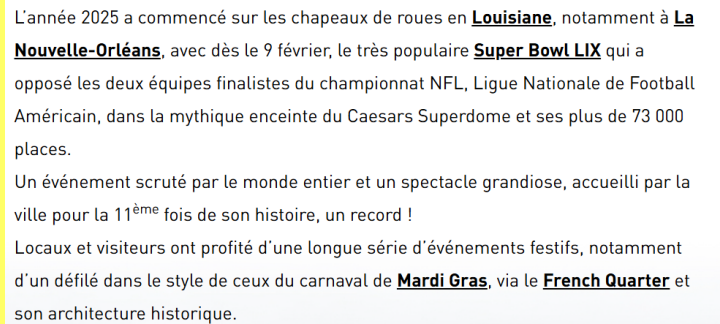


Le mois d'avril est là, et Memphis profite déjà du printemps avec de belles propositions de découvertes.

En attendant les événements majeurs du mois de mai, tels que le **RiverBeat Music Festival** et le **World Championship Barbecue Cooking Contest**, plusieurs lieux incontournables sont déjà à découvrir.

Le **Metal Museum**, le seul musée du pays consacré au travail du métal, propose des sculptures en plein air et des œuvres impressionnantes, tout en offrant une magnifique vue sur le Mississippi.

The states of Mississippi and Louisiana were featured in an additional Newsletter focusing on 'how to better sell the USA destinations', respectively highlighting music and sport hot spots.

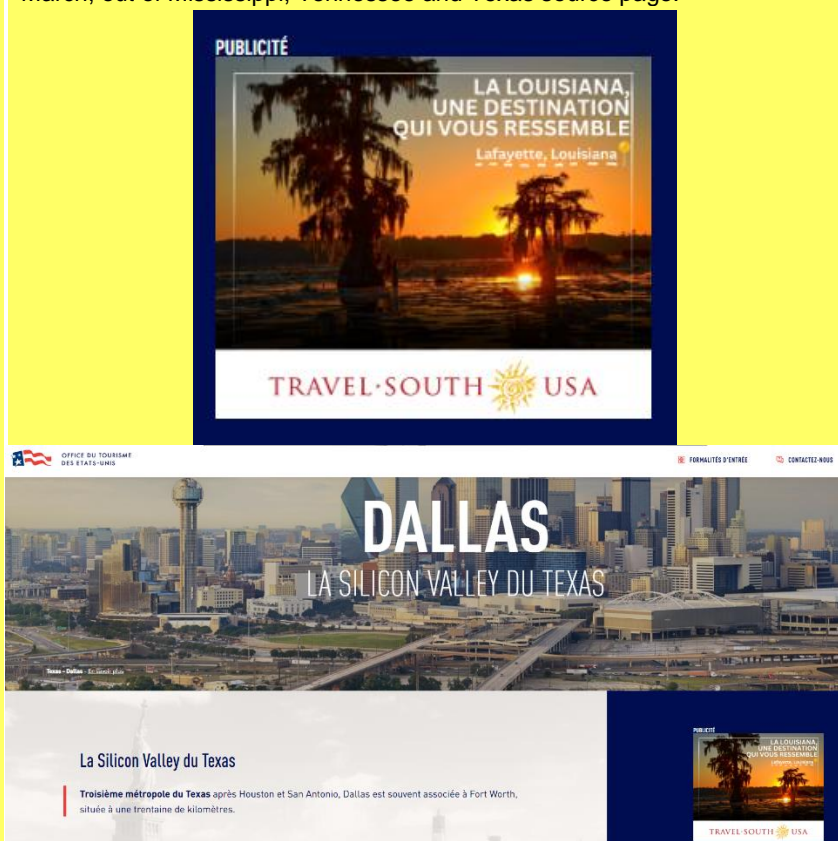


Click rate: 1.2%.



#### **-2025 Online banner promotion.**

In March, online promotion resumed and will highlight one TSUSA destination each month until December 2025. The state of Louisiana was promoted in March, out of Mississippi, Tennessee and Texas source page.



#### **-E-learning -Update.**

2024/2025 statistics for the V10 version launched in October 2024 :

- 500 Trade professionals and US specialists joined the program.
- 147 of them (29.40%) reached the Expert level.
- 119 of them (23.80%) entered the 1<sup>st</sup> Club level.

#### **-Occ'ygène Consumer Fair in Toulouse.**

On March 7-9, 2025, BWC attended the 2025 edition of Occ'ygène Consumer Fair in Toulouse, Southwest of France alongside Visit USA France with a shared booth.

##### **❖ Context**

- 3<sup>rd</sup> edition of this new Tourism & Outdoor Consumer Show in France's 5<sup>th</sup> largest metropolitan area.
- 268 exhibitors and 127 booths.
- Format: 3 full days (March 7, 8 & 9) 10am to 7pm.

##### **❖ Objectives**

- Bring awareness and optimal visibility to the Travel South USA destinations.
- Inform the consumers about the destination highlights, accessibility, outdoor activity suggestions, suggested travel windows for each destination and hiking trails the Travel South USA states have to offer.

-Opportunity for the visitors to explore tourism gems and a rich getaway offers through presentations, informative booths, conferences, and workshops.

## ❖ Tactics

-Website, press and social media: Travel South USA was featured on the show's internet Website before and during the show with branded banners.

-Designed walls and counter : B World Communication was present on a shared booth with imagery created specifically for the occasion, highlighting the diversity of outdoor experiences the South can offer.

-BWC gave one 30-minute conference on Sunday, March 9<sup>th</sup> on the show's main stage to enhance visibility of the TSUSA destinations.

❖ **Brochures and maps**

-180 copies of the Visit the USA Travel South French Guide plus note maps were shipped and distributed to visitors.

## ❖ Results

-13.918 visitors attended the show over the three days (+15% increase compared to 2024).

-81.3% of the visitors interviewed were satisfied and gave an 8/10 mark to the show.

-96.3% would recommend the show to their entourage.

-50.4% had a concrete project to travel abroad in 2025 or 2026.

-BWC discussed Travel South USA trip projects with consumers and group deciders. Consumers were interested in exploring why the Southern states are different from what they know in the USA and how it can bring life-changing experiences to a trip.





**Yohann Robert** • Vous

Trade & PR Account Manager - Travel Trade US Specialist - B ...  
1 mois • Modifié •

**Travel South USA** on the road! Les destinations du sud authentique des États-Unis à la rencontre des voyageurs toulousains ce week-end à l'occasion du Salon du Tourisme Occ'ygène, aux côtés de l'**Office du Tourisme des USA**. À la clé, nombreux projets et départs en perspective pour découvrir les richesses du Sud !

**Liz Bittner B World Communication Barbara Boltoukhine  
Delphine Aubert**

**#travelsouthusa #voyage #etatsunis #communication #usa  
#tourisme #salondutourisme**



Vous et 50 autres personnes

1 republication



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Envoyer



1 196 impressions

Voir

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