

# France REPORT

## April 2025



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# I. Market Overview

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

All destinations combined, travel sales by physical and online travel agencies increased by 2.7% compared to March 2024, twice as fast as in February (+1.3% vs. February 2024). This is a solid performance, given that the first quarter of 2024 was promising. In terms of destinations, metropolitan France continues to lead in terms of sales despite its decline (-6.7%), Spain follows (+6.8%) and Tunisia (+23.7%) complete the podium. After a fall of 8.9% in February, the United States remained at half-mast in March (-12.2%). Thailand (-35.6%), however, saw the biggest fall. Rising average basket sizes are making it less attractive, and other Asian countries are competing with it. The best recovery of the month was recorded by Egypt (+45.9%). Over the past year, this destination has suffered from regional conflict.

Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en mars 2025 \(lechotouristique.com\)](#)

## Summer 2025 - Trends

In 2025, French tourists are reaffirming their desire to travel, even as global tensions and inflation shape their choices. According to multiple sources, including barometers from *EdV/Orchestra* and *Mastercard*, travel remains a top spending priority, with 76% of French consumers allocating significant budgets for leisure, particularly among Gen Z. While traditional European hotspots like Spain, Greece, and France still lead in volume, they're seeing stagnation or decline. In contrast, medium-haul destinations such as Tunisia, Italy, and Egypt are on the rise, with Egypt recording growth over 30%. Long-haul destinations face more challenges overall, but the United States stands out with a +17.3% increase in summer bookings, a strong rebound despite geopolitical concerns and competition from Asia or the Caribbean. This interest is likely driven by the weak dollar, the country's rich diversity of landscapes, and the appeal of immersive travel experiences. Although long-haul bookings dropped overall in spring (-22%), the summer outlook is more optimistic, especially in physical travel agencies, where higher average spending (nearly €4,000 per trip) suggests travelers are favoring curated, meaningful experiences. Notably, the U.S. ranks fourth among the most-booked destinations for the summer, outpacing exotic locales like the Dominican Republic and Mexico, which have seen sharp declines. In a broader context, French travelers are now seeking authenticity, bucket-list moments, and cultural exploration with many shifting budgets from material purchases to memory-making journeys. Summer 2025 thus marks a rebalancing: less volume, but more value, with the U.S. reaffirming its place in the French travel imagination.

Source : [Le top 20 des destinations de l'été 2025, selon l'Observatoire EdV/Orchestra \(lechotouristique.com\)](#) ; [Départs pour l'été 2025 : un panier moyen avoisinant les 4 000€ en agences physiques ! \(tourhebd.com\)](#) ; [Vacances d'été : quelle est la tendance à quelques mois de la saison estivale ? \(tourmag.com\)](#) ; [En 2025, les Français placent le voyage au cœur de leurs priorités de consommation \(lechotouristique.com\)](#)

## Brand USA Roadshow in Paris

Brand USA recently launched its first European roadshow, "*The Great USA Road Trip*" to strengthen ties with European travel professionals and promote U.S. tourism. The event, held in Paris on April 1, 2025, featured meetings, networking opportunities, and a festive evening for travel agents. Nine partners were present with their US representatives: Discover Flagstaff, Grapevine - Texas, Illinois Office of Tourism, Miami CVB, Travel Texas, Visit California, Visit Pasadena, Visit Salt Lake, Visit Springfield-MO, and United Airlines, sponsor of the event. It coincides with the 100th anniversary of Route 66, highlighting iconic American travel experiences. Brand USA also emphasized the importance of the French market, as France currently ranks 6th in the world in terms of the number of visitors to the United States, with 1,706,081 arrivals in 2024, an increase of +7.10% compared to 2023 (1,592,934 visitors).

Sources : [Roadshow Brand USA : l'Amérique invite l'Europe à l'aventure \(tourmag.com\)](#) ; [Brand USA célèbre son premier roadshow européen \(mistertravel.news\)](#)

## The rise of experiential travel through sports and night adventures

Two growing trends are reshaping global tourism: sports travel and nocturnal exploration. Sporting events like the FIFA World Cup 2026 and Olympics are driving cross-border travel, with fans spending over €1,500 on average per trip. These journeys often blend sports with cultural or adventure add-ons. In parallel, night tourism is thriving, with over 60% of travelers seeking nighttime experiences, from star-gazing and nocturnal safaris to bioluminescent dives. These trends reflect a shift toward immersive, emotionally rich, and memory-focused travel experiences that go beyond traditional sightseeing.

Source : [Le tourisme sportif marque des buts \(mistertravel.news\)](#) ; [Tourisme nocturne: voyage au bout de la nuit \(mistertravel.news\)](#)

## French travel sentiment (as of May 5, 2025)

From 1 January to 31 March 2025, France registered 320,009 tourists to the United States, marking a 6% decrease compared to the same period in 2024, but still a 12% increase versus 2023. In April 2025, the number of bookings fell by 17% compared to April 2024. The average spend was also down by 2.4%. Looking ahead to summer 2025, forecasts remain cautious. At the end of April, the number of French people planning to travel to the USA was down by approximately 11% compared to 2024. However, the average basket recovered by +6% exceeding €7,600, which partially offsets the downward trend in booking volumes (-6%).

[L'Echo Touristique](#)

U.S. politics does not appear to significantly impact travel sales, according to industry professionals. Aurélien Aufort, CEO of *Marietton Développement*, notes that any effects are minimal and temporary, often offset by factors like favorable exchange rates. He adds, "*a €599 trip to New York makes people forget about Trump.*" Gianluca Martini (*Boomerang Voyages*) and Selatt Erdogan (*Mondial Tourisme*) agree that the impact is limited, though they point out that broader geopolitical concerns may hinder long-term planning.

[Tourmag](#)

Air France is responding to a slight slowdown in U.S.-bound economy class bookings by lowering prices, which immediately boosts sales, according to CEO Benjamin Smith. While premium bookings remain stable, the overall picture is clouded by recent geopolitical tensions and protectionist U.S. trade policies. Despite no immediate plans to cut flight capacity or financial forecasts, Smith acknowledged uncertainty ahead. The travel sector, he notes, is among the first to feel economic downturns, and recent U.S. tariffs on EU goods are already impacting market confidence.

[Mister Travel](#)

Christian Vernet, CEO of *La Compagnie* (boutique airline offering exclusively business class flights to the US) reports that although current passenger traffic remains stable, recent political moves by the Trump administration, particularly regarding tariffs, may be beginning to impact future bookings. The airline, which flies solely from Paris, Nice, and Milan to New York, has noticed early signs of a dip in reservations for Q2 and Q3 2025, though Vernet emphasizes it's too soon to draw firm conclusions. He remains cautiously optimistic, expecting a gradual rebound depending on market shifts and political negotiations. While summer sales between Europe and New York are currently meeting expectations, Vernet notes a need for vigilance. *La Compagnie* plans to expand its U.S. fleet, with a third A321LR scheduled for delivery in late 2026, and future additions like the A321XLR also under consideration.

[Tourmag](#)

The euro has shown notable fluctuations in the foreign exchange market over the last month, with significant effects on international trade, investments, and payments. The euro has gained strength particularly against the U.S. dollar, which could influence travel decisions for U.S. tourists and Europeans traveling to the U.S. For U.S. tourists, the strengthened euro may make travel to Europe less attractive. However, the trend could have the opposite effect for Europeans looking to travel to the U.S., as their euros would go further, making U.S. travel more appealing. The euro's resilience and potential to strengthen further could stimulate travel to the U.S., with analysts predicting it may reach 1.276 USD by June 2025, depending on economic conditions and the European Central Bank's policies.

[Mister Travel](#)

## II. Executive summary

### ❖ 2025 OOS Nashville & Tennessee Fam Trip with Icelandair -Update :

In April, BWC escorted a Trade Fam trip confirmed to Tennessee in cooperation with Icelandair. See full feedback and photos in section III. Travel Trade.

### ❖ 2025 Global Media Week and fam trips -Update :

BWC shared a follow-up form with the French journalists after their participation in April. Full details and coverage expectations will be provided in a dedicated report due June 1<sup>st</sup>, 2025.

### ❖ 2025/2026 Consumer Fair opportunities for TSUSA :

As part of the next fiscal year (FY26), BWC is exploring opportunities to showcase the South during a well-targeted Consumer Fair such as Le Salon des Voyages in Clermont-Ferrand, now scheduled February 28 – March 1, 2026. BWC will also review other options and suggest attendance if relevant.

### ❖ 2025 TSUSA International Showcase :



BWC is currently reaching out to trade industry partners to prepare the recruitment of 6 top-tier tour operators for the 2025 TSUSA International Showcase in Kansas City, Missouri (November 30<sup>th</sup> - December 4<sup>th</sup>, 2025). Update will be provided in the May report for hosted buyers selection.

### ❖ International Metrics for FY25 - Q1 through Q4

		July	Aug	Sept	Q1 TOTAL	Oct	Nov	Dec	Q2 TOTAL	Jan	Feb	March	Q3 TOTAL	April	Q4 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	4	6	16	6	6	73
	Number of Agents Trained	3	2	12	17	2	67	28	97	0	41	4	45	6	6	165
	PR															
	Media Meetings	2	15	7	24	8	5	7	20	7	4	4	15	5	5	64
	Total number of articles published	13	25	8	46	22	12	23	57	21	29	21	71	17	17	191
	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	4 609 880,00	4 609 880,00	74 377 994,00

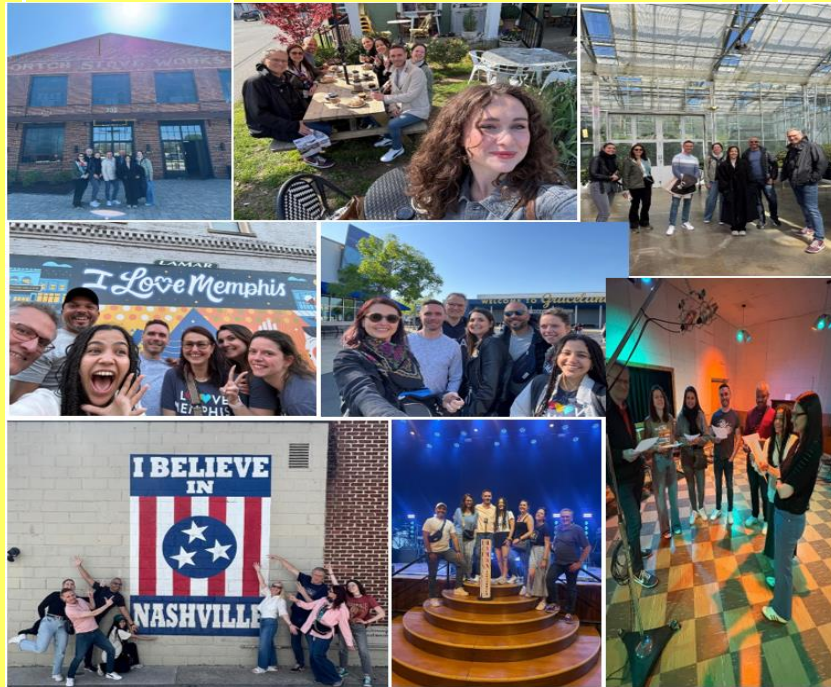
### III. Travel Trade

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

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
ICELANDAIR (FRENCH OFFICE)	Juliette Desmul Account Manager France	<p><b>1. OOS Trade Fam Trip to Nashville (April 11-16, 2025) -Update.</b></p> <p>BWC (Yohann Robert) escorted the Tennessee Tourism and Icelandair Trade fam trip planned to promote the opening of the Reykjavik/Nashville direct route and connectivity with Paris-CDG Airport, highlighting a new way for French visitors to easily connect with Tennessee and the South.</p> <div>   </div> <p>Participant list :</p> <ul style="list-style-type: none"> <li>• Icelandair (Juliette Desmul, France Sales Manager).</li> <li>• Jetset Voyages (Jérôme Thomann).</li> <li>• Marco Vasco (Sébastien Puisset).</li> <li>• NAAR Voyages (Océane Lecomte).</li> <li>• Visiteurs (Maeva Besset).</li> <li>• Worldia (Jade Pied Souhlal).</li> </ul> <p>The 5-day itinerary included one night in Franklin, 2 nights in Memphis and 2 nights in Nashville, allowing tour operators to experience the not-to-miss tourist sites, live-music venues, world-class museum and local culinary delights, together with lesser-known local and immersive attractions.</p> <p>Final itinerary :</p> <p>April 11, 2025 : Franklin April 12-13, 2025 : Memphis April 14-16, 2025 : Nashville</p> <p>BWC coordinated with local partners throughout the trip to ensure optimal logistics and satisfaction of the trade participants. BWC also suggested and escorted free-time additional experiences in local attractions (live-music venues, shopping and more) to make the most of the trip.</p> <p>Very positive feedback was provided by all participants, highlighting the great variety of experiences the itinerary included, the warm welcome of all local partners and the rich assets Tennessee has to offer to French travelers.</p> <p>The goal was to encourage product development of 100% Tennessee itineraries thanks to the new flight route.</p>	



## Photos of the trip



## LinkedIn Post by BWC

17:31 100% 94%

Yohann Robert · Vous  
Travel Trade & PR Account Manager - US Specialist - B...  
3 sem. · Modifié ·

Pour célébrer le lancement du nouveau vol entre Reykjavik et Nashville par [Icelandair](#) en connexion depuis Paris-CDG, cinq tour-opérateurs français spécialistes des États-Unis se sont envolés à destination du Tennessee du 11 au 16 avril pour une découverte en profondeur de Nashville, alias "Music City", de Memphis ainsi que de la pittoresque région de Franklin. Une plongée dans le cœur musical et historique du sud-est américain, ou immersion et hospitalité ne font qu'un. Un grand merci à [Juliette Desmul](#) pour ce partenariat, aux équipes de [Tennessee Department of Tourist Development](#) et [Travel South USA](#), ainsi qu'à tous les partenaires locaux pour leur accueil chaleureux et leur soutien.

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The [Icelandair](#) route between Reykjavik and Nashville, Tennessee is a new opportunity for French visitors to connect to the southern USA destinations from Paris-CDG. From April 11 to 16, five US-specialist tour operators had the privilege of discovering the great cities of Nashville, aka "Music City", Memphis and Franklin in celebration of this new milestone for the state of Tennessee. A deep-diving trip into music and history, where the heart of the South has a name. Thank you [Juliette Desmul](#) for the appreciated partnership, [Tennessee Department of Tourist Development](#) and [Travel South USA](#) for making this happen, and all local partners for their outstanding hospitality and support.

Liz Bittner Margaret Fuqua Brendan Johansen Laurel Bennett  
Lisa Catron, CTPP Visit Franklin Nashville Convention & Visitors Corp Memphis Tourism Mint Julep Experiences  
JETSET MARCO VASCO Naar Bespoke Travel VISITEURS  
Worldia Icelandair B World Communication Barbara  
Boltoukhine

#travelsouthusa #tennesseetourism #voyage #USA  
#communication #etatsunis #travel #tennessee

108 4 commentaires · 2 replications

J'aime Commenter Republier Envoyer

3 133 impressions Voir

## 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 Rhythms of the South, Missouri, Mississippi, North Carolina and Alabama. It promoted some of the best food experiences, restaurants and dishes French visitors can find throughout the South to enrich their discovery trip. [LINK](#)

-Trade contacts: 1,248

-Open rate: 35.85%



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Lundi 5 mai 2025

## NEWSLETTER

### PLAISIRS GOURMANDS DANS LE SUD-EST AMÉRICAIN

La découverte de la richesse culinaire fait partie intégrante d'un voyage dans le sud-est américain, tant la variété de saveurs et d'expériences reflètent l'épicurisme de sa population. Généreuse et raffinée, aux influences internationales ou profondément ancrées dans le terroir local, la cuisine du sud ne cesse de surprendre les visiteurs par son inventivité.



#### ALABAMA

L'[Alabama](#) est un véritable trésor culinaire, offrant un mélange irrésistible de fruits de mer frais du Golfe, de barbecue et de restaurants historiques qui incarnent l'hospitalité du sud. Le long de la côte, les amateurs peuvent se régaler de crevettes charnues, pinces de crabe onctueuses et huîtres grillées dans des lieux incontournables comme [The Original Oyster House](#) à [Mobile](#) ou Fisher's à [Orange Beach](#). Autre plat incontournable de la région, la « West Indies Salad » est une spécialité

légère et acidulée à base de crabe. Côté barbecue, la tradition de viande fumée de l'État est sublimée dans des lieux emblématiques comme le [Dreamland Bar-B-Que](#) à [Tuscaloosa](#), réputé pour ses légendaires « ribs », ou [Big Bob Gibson](#) à Decatur, qui célèbre son 100<sup>ème</sup> anniversaire cette année et dont la célèbre sauce blanche d'Alabama ajoute une touche légèrement piquante à un poulet fumé à la perfection. La ville de [Birmingham](#) s'enorgueillit quant à elle du surnom de « table du sud » grâce à sa scène gastronomique florissante et son impressionnante liste de chefs et restaurants primés aux James Beard Awards. Des adresses incontournables comme [Bottega](#) font référence en matière de raffinement dans le sud, tandis que des établissements plus récents comme [Automatic Seafood & Oysters](#) apportent des saveurs fraîches et associations innovantes au patrimoine culinaire local.

#### LE SAVIEZ-VOUS?

Ouvert depuis 1917, [Chris' Hotdogs](#) à [Montgomery](#) est une adresse historique ayant accueilli nombre de personnalités aussi diverses que le musicien Hank Williams et certains présidents américains, tous séduits par ses hot-dogs simples mais irrésistibles, nappés d'une sauce à la recette restée secrète. Au sein d'un bâtiment historique rénové, [Kinsmith](#), établissement récemment ouvert, figure aussi en bonne place des restaurants à expérimenter d'urgence lors d'un passage à Montgomery.



#### RHYTHMS OF THE SOUTH

La scène culinaire de [Nashville](#) offre un mélange dynamique de saveurs, de mets traditionnels du sud et de cuisine internationale innovante. Les gastronomes se délecteront des créations de chefs primés, à commencer par les plats relevés à souhait de [Hattie B's Hot Chicken](#) ou le savoureux barbecue de [Peg Leg Porker](#), réputé pour ses viandes fumées. Pour une touche plus internationale, [Maiz De La Vida](#) propose une

authentique cuisine mexicaine à la mode « street food », tandis que [Kisser](#) décline une interprétation unique de plats réconfortants japonais. La culture culinaire de la ville est en évolution constante, avec des établissements comme [Bad Idea](#), nouveau restaurant parmi les plus tendances de Nashville, et [Noko](#), à la cuisine d'inspiration asiatique au feu de bois. [International Market](#) et ses saveurs d'Asie du sud-est, tout comme [D'Andrews Bakery and Cafe](#), où les techniques européennes rencontrent le charme du sud, sont parmi les incontournables du moment.



Paradis pour les gourmands, [La Nouvelle-Orléans](#) offre un riche patrimoine culinaire regorgeant de plats et restaurants emblématiques. Des assiettes généreuses qui nourrissent l'âme aux gourmandises glacées appelées sno-balls pour affronter la chaleur estivale, les papilles trouveront leur bonheur à chaque coin de rue. [Dooky Chase](#), restaurant historique qui allie saveurs créoles et héritage culturel, est apprécié pour son combo savoureux, tandis que l'élégance raffinée de [Commander's Palace](#) est le lieu tout

indiqué pour un copieux brunch sur fond de musique jazz. Place ensuite à un jambalaya aux influences cajuns chez [Toups Meatery](#), avant de commander un authentique po'boy chez [Parkway Bakery and Tavern](#). Côté sucré, les beignets du [Café Du Monde](#) et les sno-balls rafraîchissantes de [Hansen's](#) complètent l'expérience gustative.



Avec 27 nominations en demi-finale des James Beard Awards ces trois dernières années, 57 restaurants répertoriés au Guide MICHELIN dont neuf étoilés et 14 "Bib Gourmand", [Atlanta](#) s'impose clairement comme l'une des destinations culinaires les plus en vogue aux États-Unis. [Twisted Soul Cookhouse & Pours](#), proposant le classique poulet frit mariné accompagné de beignets de tomates vertes, et [Bomb Biscuits](#), avec ses délicieuses combinaisons de biscuits, allient une cuisine traditionnelle du sud et des interprétations contemporaines. Servant d'incubateurs à certains grands chefs, les « Food Halls » jouent un rôle essentiel dans le dynamisme culinaire de la ville, à l'exemple de [Krog Street Market](#) et [Ponce City Market](#), attractions devenues incontournables. [Municipal Market](#) regroupe quant à lui des commerces indépendants, avec boutiques de confiseries, viandes et fruits de mer frais, ainsi que des produits du terroir. Allant de la cuisine gastronomique haut de gamme aux déclinaisons innovantes des classiques du sud, les saveurs d'Atlanta méritent un détour gourmand.



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

Company Name	Contact mode	Share Contact person	Activity/Activation	Follow up/Next step
<b>FAIRMOOVE</b>	Meeting	Marie Noel Business Partnerships & Corinne Louison Co-Founder & Product Director	Fairmoove is a travel content platform and distribution channel focusing on sustainable approach and green/slow travel patterns, selling multi-operator products but also developing their own range of small group, immersive and eco-friendly tour series. BWC had a meeting with Marie and Corinne in April to discuss opportunities to showcase the South, raise awareness and encourage product development. BWC received a full Marketing kit and will review if some of the options may be relevant to activation for TSUSA.	Follow-up in future reports.
<b>PREMIUM TRAVEL</b>	Email	Valérie Heurtel North America Product Director	Update. Following discussions in March, BWC and Valérie explored options to enhance TSUSA's visibility and knowledge among the Premium Travel teams and partners. Jetset Voyages Sales team suggested training events on June 10 <sup>th</sup> and 12 <sup>th</sup> , 2025 (in 2 cities in East and Southeast of France). As the dates conflict with IPW and end of fiscal year budget, BWC had to decline and suggested considering later time slots during FY26 (Fall or Winter).	Follow-up in future reports.
<b>ALLIEDTPRO</b>	Meeting	Sanya Hamilton Group Sales Director	Sanya reached out to BWC in April to get contact information of various tour operators including Salaün Holidays to discuss product development (FIT and tour series).	BWC will follow up on progression if further needed.
<b>NAAR VOYAGES</b>	Email	Juliette Fouques Sales Coordinator (Paris area & North of France)	Following previous discussions, BWC and Juliette discussed the possibility of planning training sessions for the TSUSA destinations in her dedicated areas during FY25-26. The goal would be to reach out to their preferred distribution partners (Périer Voyages, Sainte-Claire Group etc...) when planning their 2025-2026 training workshops.	Follow-up in future reports.
<b>BACK ROADS (PREMIUM TRAVEL)</b>	Email	Delphine Berteuil USA Travel Specialist	BWC contacted Back Roads about Delphine's participation in the 2025 TSUSA Showcase and fam trip, following Delphine's expressed interest during previous conversations.	BWC will follow with hosted invitation process if participation is confirmed.
<b>BLANC INDIGO</b>	Email	Stéphanie Bats USA Travel Specialist	BWC was in touch with the Blanc Indigo team to follow up on Stéphanie bats' intention to participate in the 2025 TSUSA Showcase and develop more products in the South in 2025-2026.	BWC will follow up in May about hosted invitation for Blanc Indigo.

## 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 April featuring Rhythms of the South, Missouri, Mississippi, North Carolina and Alabama. It focused on food highlights including a selection of best dishes, dedicated experiences and spots throughout the South. [LINK](#)

-Media contacts: 494

-Open rate: 38.44%

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

### April 2025

The grid displays 24 screenshots of French media websites, each featuring an article related to travel, gastronomy, or the South of the United States. The articles are organized in a 4x6 grid. Each screenshot includes a headline, a small image, and engagement metrics like views and shares.

- Row 1:**
  - voyagpratique.com**: Envie d'un road trip dans le sud-est américain ?
  - EnVols**: Cette destination vient d'être nommée la meilleure du monde pour sa gastronomie
  - lePetitJournal.com**: Et si vous alliez visiter le Tennessee en 2025 ?
  - MistertravelNews**: Islande: cap sur Nashville et Miami avec l'écluse solaire totale en 2026
  - anthocyanes.fr**: Avec quoi est fait le whisky : le guide complet
- Row 2:**
  - So-trendy.fr**: Découvrez la nouvelle capitale gastronomique mondiale en 2025
  - Marmilton.org**: Cette ville a été élue "capitale gastronomique du monde" en 2025 et ce n'est pas Paris !
  - entrenous.fr**: ENTRE NOUS
  - nationalgeographic.fr**: Les sept meilleures destinations pour voyager seule(e)
  - easyvoyage.com**: Baignades de rêve : 10 parcs aux décors naturels bien plus agréables que les piscines...
- Row 3:**
  - MSN\_France**: Baignades de rêve : 10 parcs aux décors naturels bien plus agréables que les piscines...
  - caveman.city**: Buffalo Trace : une bouteille, deux siècles d'histoire
  - cequepensenteshommes.fr**: Golf et découvertes à travers les États-Unis
  - lePetitJournal.com**: Nashville, Nouvelle-Orléans, Atlanta, à la découverte du rythme du sud-est américain
  - MistertravelNews**: Top 10 des pays accueillant le plus grand nombre de visiteurs
- Row 4:**
  - cequepensenteshommes.fr**: Road trip en Alabama
  - Forbes France**: Tripadvisor : 15 hôtels uniques récompensés par les « Travelers' Choice Awards »

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
OUTDOOR ACTIVE	Meeting	Thierry Fraisse Sales & Marketing Director	Outdooractive is a platform and tool dedicated to hiking and biking lovers, used by about 6 million members in France. It helps build itineraries, secure overnight spots and bring visibility to destinations through highlights and natural gems. BWC had a meeting with the marketing and partnership team in April to learn more about the platform and the associated tools to promote a destination. Further discussions will occur if relevant for an activation with the TSUSA destinations.	Follow-up in future reports.
VOYAGE DE LUXE	Meeting	Alain Maurice Chief Editor	<p>In April, BWC suggested an OOS press coverage opportunity for Nashville through the TSUSA team.</p> <p><b>Media profile :</b> one of France's prominent luxury travel magazines, featuring upscale lodging and experience coverage for future travelers.  Print release circulation : 85,000 copies (45,000 paid + 35,000 free diffusion)  Readership : +525,000 per release (35 and older age category, urban profile with high revenue)  Digital downloads : 275,000 per release.</p> <p><b>Needs :</b>  May 27, 2025 : night at Union Station Nashville Yards. 2 rooms (overnight + visit &amp; photo shoot)  Will be featured in an article highlighting luxurious and iconic places to stay.</p> <p>Jill Kilgore from Tennessee Tourism confirmed approval to support the request and coordinated with the hotel and PR team in Nashville to assist.</p>	Overnight and breakfast at Union Station Yards is confirmed for May 27. BWC will finalize coordination early May for photo shoot.
TOURMAG	Meeting	Gentiane Romanet Sales Manager	Tourmag is France's leading Travel Trade portal with daily news content focusing on the travel industry key segments. BWC had a meeting with Gentiane in April to review options and new offers that could be considered to enhance the TSUSA destinations' visibility towards the Trade industry.	Follow-up in future reports.
LE TEMPS D'UN VOYAGE	Call	Pierre-Etienne Vincent Chief Editor	One of France's prominent print travel publications. BWC and Pierre-Etienne have been discussing the possibility of an individual or group trip to the South. A new call is scheduled in May to discuss further about Pierre-Etienne's projects for this year and 2026.	Follow-up in future reports.
PETIT FUTÉ MAG	Meeting	Perrine De Carne Partnership Manager	Well-known French Travel Guide & Magazine. Print circulation : 110,000 copies. Advertorial & Editorial visibility options on various communication tools. In April, BWC had a meeting with Perrine to discuss opportunities for TSUSA destinations.	BWC will review options if relevant to consider for FY26.

## VI. Newsletters & Visit USA activity key points.

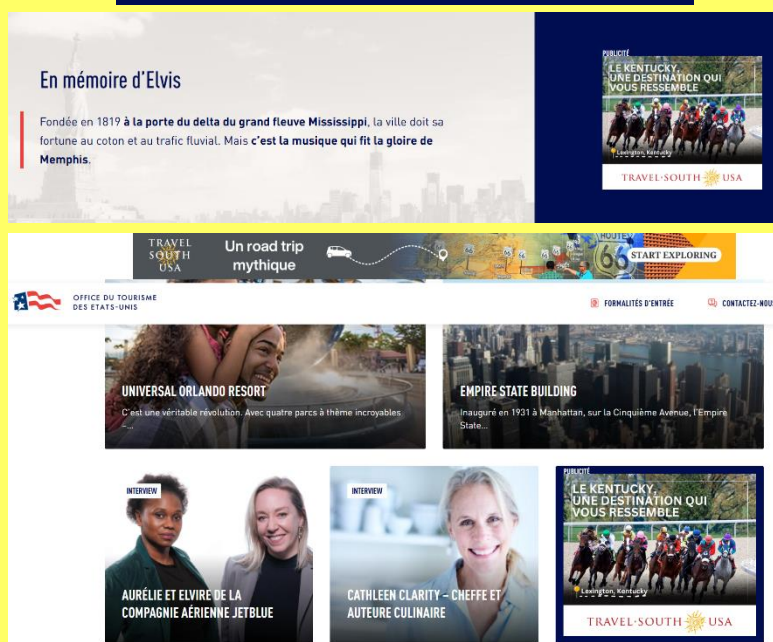
Meetings, Newsletter, Workshops update, Consumer shows, E-learning, and projects.

Source	Activity/Activation	Follow up/Next step
	<p><b>-2024/2025 Membership Monthly Newsletter (French and English).</b> BWC created and shared an article dedicated to the state of Mississippi. It highlighted outdoor summer activities and sites such as Tishomingo State Park, Ship Island, Bay Saint Louis, Oxford, Jackson.</p>  <p>Le <b>Mississippi</b> regorge d'aventures en plein air et de sites culturels propices à une découverte estivale inoubliable.</p> <p>Les parcs d'État du Mississippi offrent une multitude de sentiers de randonnée pittoresques, lacs et aires de pique-nique, comme <b>Tishomingo State Park</b>. Situé à moins d'une heure de <b>Tupelo</b>, ville natale d'Elvis Presley, il est apprécié pour ses ponts suspendus, ses cascades et formations géologiques uniques.</p> <p>Au sud de l'État, les zones humides le long du <b>Gulf Islands National Seashore</b> sont l'occasion d'explorer un environnement préservé, à l'image de <b>Ship Island</b>, à quelques minutes de ferry de la côte, bordées de plages immaculées aux eaux cristallines, et où l'histoire <b>Fort Massachusetts</b> dévoile ses secrets aux amateurs d'histoire.</p> <p>Par une chaude journée d'été, quelle meilleure option qu'un dîner au bord de l'eau pour se rafraîchir avant la nuit ? <b>The Blind Tiger</b> et ses deux adresses situées à <b>Biloxi</b> et <b>Bay Saint Louis</b>, sont des points de chutes idéaux pour profiter de l'ambiance tropicale au coucher du soleil, avec vues imprenables sur le Détroit du Mississippi. Côté terre, les innombrables espaces extérieurs sont aussi l'occasion de se mêler à la population locale, comme à <b>Cathead Distillery</b> située dans la capitale <b>Jackson</b>, ou encore <b>The Coop</b>, superbe rooftop bar de l'hôtel Hilton à <b>Oxford</b>.</p> <p>Link to content : <a href="#">Mississippi : Aventures estivales rafraîchissantes ! - Office du tourisme des USA</a></p> <p><b>-Trade contacts (French version) : 7,600</b> Open rate : 35.2%. Click rate: 282%.</p> <p><b>-Trade contact (English version): 1,000</b> Open rate: 42%. Click rate: 2.5%.</p> <p><b>-Media contacts : 1,100</b> Open rate: 39.6%. Click rate: 1.1%.</p>	<p>Louisiana and South Carolina will be promoted in May.</p>



**-2025 Online banner promotion.**

The state of Kentucky was promoted in April, out of Louisiana, Tennessee and Visit USA France (Homepage) source pages.



**-E-learning -Update.**

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

-511 Trade professionals and US specialists joined the program.

-152 of them (29.74%) reached the Expert level.

-121 of them (23.67%) entered the 1st Club level.

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