France REPORT

May 2025

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Table of Contents

I. Market overview

II. Executive summary

III. Travel trade

IV. Sales calls

V. PR & media

VI. Newletters & Visit USA key points

I. Market Overview

Orchestra/L'Echo Touristique April 2025 - Top 20 destinations and market trends update
All destinations combined, travel sales by physical and online travel agencies declined by 7.9% compared to April 2024. This marks a reversal of the trend observed in March 2025, which saw a year-on-year increase of 2.7%. Indeed, many tour operators have reported a slowdown in sales amid a challenging economic and geopolitical landscape. The top three destinations, France (-5.5%), Spain (-8.9%), and Greece (-18.2%), all saw declines. In contrast, Tunisia (+3.7%), known for affordable all-inclusive packages, and Italy (+12%) performed well. The U.S. saw a sharp 32% drop in sales, falling to 18th place from 11th a year ago. Airlines are offering promotions to revive interest, especially with the euro-dollar exchange rate favoring French travelers.
Source : *Baromètre Orchestra/L'Echo : le top 20 des destinations en avril 2025 - L'Echo Touristique*

Summer 2025 vacation trends in France
An *Ipsos* survey for the *Alliance France Tourisme* reveals key trends for French summer vacations in 2025. About half of French people (55%) plan to go on vacation for at least one week, while 27% are still undecided. Nearly a quarter (23%) will not travel, especially rural residents, seniors, and lower-income groups. The average vacation budget is €1,820, though 39% intend to cut costs by limiting non-essential expenses, with 70% reducing spending on dining, shopping, or activities and 30% shortening trip duration. France remains the top destination (68%), followed by Europe (26%) and 13% plan trips outside Europe. Cars dominate as transport for domestic travel (61%), with planes preferred for European (55%) and long-haul trips (90%). Trains attract 18%, mostly younger travelers. Regarding accommodation, vacation rentals like Airbnb lead (39%), then hotels (26%) and staying with relatives (20%). Camping accounts for 17% of long stays. New trends show 24% embracing "workation" (working while on vacation), especially 45% of 18-34-year-olds. Alternative stays like WWOOFing attract 26% of young adults. Nearly 19% find home exchanges interesting, with about 120,000 French planning such vacations this summer.
Source : *Vacances d'été 2025 : quelles sont les premières tendances ? - L'Echo Touristique*

Summer 2025 bookings off to a slow start
Despite a challenging context, April 2025 saw travelers maintaining a strong willingness to spend, with the average basket value rising slightly (+1.3%). While overall booking volumes saw a modest dip (-1.8%) and business volume edged down (-0.5%), this resilience in spending reflects a continued appetite for quality travel experiences, particularly in certain segments and destinations. Top destinations remain France, Spain, and Tunisia. However, countries like the Netherlands (+32.7%), Croatia (+19.2%), and Vietnam (+42%) gained traction, while Morocco, the US, the Dominican Republic, Thailand, and Mexico declined. April also saw a sharp drop in bookings in the second half of the month (-11%), with no region experiencing growth. For summer 2025, bookings are off to a slow start (-5.1%), despite a higher average basket of €2,880 (+4.7%). Long-haul travel fell by 15%, with only the mid-haul segment maintaining positive revenue. Foreign destinations saw increases in average spending, particularly for long-haul (+17%). The United States is struggling, with bookings down -24.1% and revenue down -23.6% year-to-date. April alone saw a -17% drop in departures compared to April 2024. While family travelers remain resilient due to higher budgets, overall demand for the US is sharply declining.
Source : *Baromètre Orchestra/EdV : le long-courrier chute en avril - Tour Hebdo*

Travel agencies: renewed popularity among travelers
Recent studies show a renewed interest in physical travel agencies among French travelers. According to the *Orchestra* barometer, these agencies are seeing growth in both booking volume and average spend, which now nears €4,000, far above the online average of €1,542. A separate Opodo study notes that 78% of travelers planned trips online in 2024, down from 82% in 2023, indicating a shift back to in-person services. The Covid-19 crisis appears to have played a major role. Consumers, once left unsupported by online platforms during disruptions, now value the reassurance and personalization that agencies offer. Tools like Orchestra and Worldia help agencies tailor travel within budget constraints. Digital visibility is also improving. An Eskimoz study finds agencies like Voyages Carrefour, Leclerc Voyages, and Evaneos gaining strong SEO traction. However, traditional agencies face a key challenge: attracting younger clients, who often discover them only after starting families. To reach this demographic, agencies are turning to social media.
Source : *Voyages : les agences physiques regagnent du terrain sur Internet - L'Echo Touristique*

Travel planning goes social
Social media platforms like TikTok and Instagram are reshaping the travel industry. According to *Skift Research*, these platforms are becoming powerful booking engines, driven by the rise of short, authentic videos created by influencers. Gen Z and millennials now use them as search engines to get inspired and plan their trips. Content creators are acting like modern travel agents, designing and directly selling experiences through built-in tools. This model significantly lowers customer acquisition costs, which can reach up to 50% of revenue in traditional marketing channels. With algorithm-driven targeting, travel brands can organically reach high-intent audiences in a highly cost-effective way.
Source : *Comment les réseaux sociaux transforment le secteur du voyage - Bee Travel News*

French travel sentiment *(as of June 3, 2025)*
In April 2025, travel to the United States saw a temporary decline, with a 32% drop in bookings compared to the previous year. Now ranked 18th among destinations, the U.S. still holds strong potential thanks to favorable euro-dollar exchange rates and attractive airline promotions. While some travelers may be choosing other destinations for now, these conditions could soon spark renewed interest in visiting the U.S. in the coming months.
L'Echo Touristique

Despite ongoing geopolitical tensions and uncertainty fueled by President Trump's trade policies, the French travel industry remains cautiously optimistic. While bookings to the U.S. dropped in April 2025, industry leaders see this as a temporary phase. René-Marc Chikli, president of the tour operators' union (Seto), remains confident that the situation will improve, with hopes for a summer season comparable to last year's. Although travel sales dipped 7.6% overall in April, following a positive first quarter, many believe this reflects shorter booking windows rather than a lasting downturn. French travelers are still prioritizing vacations, even if they adapt their plans by shortening trips or choosing closer destinations, their desire to escape remains strong. Travel may evolve, but the French spirit of adventure endures, and the tourism industry remains resilient.
L'Echo Touristique

Boosted by an unexpected international trend, French tourism is attracting more visitors who wish to avoid Donald Trump's United States. According to Tourism Minister Nathalie Delattre, there has been a 30% increase in Canadian and Japanese tourists for this reason. France is also seeing more visitors from emerging markets, such as Brazil. The French government plans to take full advantage of this opportunity by showcasing its renowned hospitality.
20 Minutes

II. Executive summary

❖ 2025 Global Media Week and fam trips -Update :

BWC created and shared with the TSUSA team a full dedicated report including feedback from the participants on their pre-fam trip, Louisville city tours and events, TSUSA Marketplace meetings. The report also featured the released coverage by several journalists and projections of what is left to be released later during Summer/Fall 2025.

❖ FY24-25 Product Audit and Market Overview :

In May, BWC shared the full 2024-2025 French market Product Audit gathering all products by Tour Operators and Trade Industry actors featuring the TSUSA destinations. The document also included market overview, year-to-date trends, consolidated figures of all states' market shares and product growth.

❖ 2025 TSUSA International Showcase :

BWC is actively recruiting top Tour Operators to attend the 2025 TSUSA International Showcase in Kansas City, Missouri (November 30th - December 4th, 2025). See section III. Travel Trade for details.

❖ 2026 TSUSA Sales Mission in France :

BWC and TSUSA are actively discussing the FY25-26 TSUSA Sales Mission in Paris, confirmed on March 16th & 17th, 2026. An update will be provided as decisions are made.

❖ International Metrics for FY25 - Q1 through Q4 :

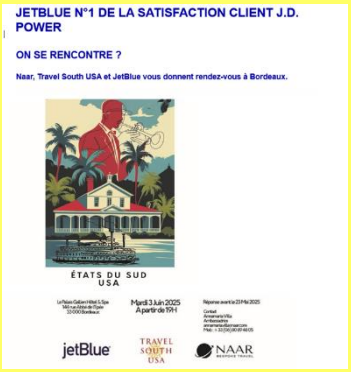
		July	Aug	Sept	Q1 TOTAL	Oct	Nov	Dec	Q2 TOTAL	Jan	Feb	March	Q3 TOTAL	April	May	Q4 TOTAL	FY 24/25 TOTAL
10 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN/WV	**France**																
	Travel Trade																
	Trade Meetings/ Trainings	5	6	11	**22**	12	8	9	**29**	6	4	6	**16**	6	4	**10**	**77**
	Number of Agents Trained	3	2	12	**17**	2	67	28	**97**	0	41	4	**45**	6	18	**24**	**183**
	PR																
	Media Meetings	2	15	7	**24**	8	5	7	**20**	7	4	4	**15**	5	4	**9**	**68**
	Total number of articles published	13	25	8	**46**	22	12	23	**57**	21	29	21	**71**	17	13	**30**	**204**
	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	13 263 320,00	**17 873 200,00**	**87 641 314,00**

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
NAAR VOYAGES & JETBLUE FRANCE	Anne-Marie Villa Sales Coordinator Southwest & Aurélie Trouillards Senior Sales & Marketing Manager France	**1. Trade B2B Event in partnership with NAAR Voyages and JetBlue in Bordeaux (June 3rd, 2025).** As part of the FY24-25 plan of Trade actions, BWC participated in the NAAR Voyages B2B Training Event in the city of Bordeaux (Southwest of France). Venue : Hôtel Le Palais Galien. Final attendance : 15 top-tier travel agents from various and well-implanted distribution networks, including Lueurs du Monde, Prêt à Partir, Dugrava Voyages, Havas Voyages, Verdié Voyages and more. Format : ✓ 45-minute presentation on the TSUSA destinations assets and not-to-miss attractions. ✓ JetBlue air connectivity highlights from France to the TSUSA gateway airports. ✓ On-site signage (roll-up). ✓ French TSUSA 1.15-minute video. ✓ French TSUSA Travel Guides and note maps. ✓ Dedicated quiz game. ✓ TSUSA-branded gift bag with giveaways. ✓ Cocktail & live music by a local band. BWC received very positive feedback on the presentation and interest in the Southern destinations. **Photos of the event** 	Additional training will be scheduled by BWC for the Verdié Voyages and Lueurs du Monde teams.

Social media & Newsletter promotion



		2. 2025 TSUSA International Showcase (Kansas City, Missouri) In May, BWC shared invitations and followed up on previously expressed interest from Tour Operators. Two have already confirmed their participation and we sent them the registration link : -**INTERMEDES** Small group specialist and culture-oriented Tour Operator based in Paris, Intermèdes is working on product development to increase their sales in the South. **Attendee : Alec Curry - Product Manager** -**CARACTERES D'AMÉRIQUES** B2B USA specialist Tour Operator based in Nantes (West of France), Caractères d'Amériques is a well-known trade partner, well-implanted in retail distribution networks and recognized for their efforts in sustainable travel approach. **Attendee : Caroline Compain - Product Manager** BWC is awaiting registrations from three other Tour Operators : -**AMERIKASIA**, B2C independent Tour Operator based in Lyon (Southeast France). -**BACK ROADS**, B2C Tour Operator based in Paris (part of Premium Travel Group) -**BLANC INDIGO**, B2C independent Tour Operator based in the Lyon area (Southeast France). See future reports for updates.	

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 West Virginia, South Carolina, Louisiana, Kentucky and Tennessee. It highlighted affordable luxury experiences French visitors can find in the South for less than $100 including wellness venues, high-end restaurants, bourbon tasting, iconic resorts and more. LINK

-Trade contacts: 1,575
-Open rate: 27.42%

B WORLD COMMUNICATION

TRAVEL SOUTH USA

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Mercredi 28 mai 2025

NEWSLETTER

DES EXPÉRIENCES DE LUXE SANS SE RUINER DANS LE SUD-EST AMÉRICAIN

Luxe ne rime pas toujours avec cher. Expérientielle ou immersive, une activité de prestige vaut aussi par l'enrichissement humain qu'elle apporte, le dépaysement qu'elle procure ou les émotions qu'elle fait vivre. Tour d'horizon des expériences différenciantes et abordables que le sud-est américain propose aux voyageurs français.

KENTUCKY

Le Kentucky invite les voyageurs à profiter d'expériences inoubliables et luxueuses, à travers des visites guidées expérientielles autour du bourbon et de l'artisanat local. Le « Hard Hat Tour » à Buffalo Trace Distillery offre un aperçu privilégié de la fabrication d'un bourbon de renommée mondiale, tandis que la visite « Behind the Bean » à James B. Beam Distilling Co. permet aux participants de d'apprécier une visite exclusive avec un maître distillateur. Sans oublier la possibilité de déguster des whiskies uniques et rares, inaccessibles au grand public ou des vins du cru comme à Springhill Plantation and Winery. Pour une immersion interactive dans l'art local, Flame Run Studios à Louisville et Trifecta à Lexington proposent de s'initier au soufflage du verre dans des ateliers en fonctionnement pour créer des objets uniques et personnalisés. Une fois l'heure de la détente venue, l'un des nombreux établissements de luxe au Kentucky, comme 21c Museum Hotel de Louisville ou The Kentucky Castle à Versailles, proposent des forfaits spa d'une journée, avec accès au sauna et soins corporels prodigués par des cliniciens experts.

LE SAVIEZ-VOUS?

Le printemps 2025 est marqué par les célébrations du centenaire de la naissance de Gatsby le Magnifique, chef-d'œuvre nostalgique de F. Scott Fitzgerald. Les voyageurs sont invités à explorer le Kentucky à travers le prisme de ce classique américain, de l'élégance de Louisville aux intrigues du passé mafieux de Newport, en passant par les traditions aristocratiques de la célèbre culture équestre de Lexington. Glamour, mystère et décadence sont au rendez-vous d'une escapade haute en couleur dans le Bluegrass State.

VIRGINIE-OCCIDENTALE

La Virginie-Occidentale est réputée pour ses richesses naturelles, comptant pas moins de 36 parcs d'État et 8 forêts accessibles gratuitement. Au cœur de ces panoramas grandioses se cachent plusieurs écrins luxueux proposant des séjours haut de gamme et relaxant, comme à Cacapon Resort State Park et son spa Healing Waters. Les anciens bains romains de Berkeley Springs State Park sont quant à eux réputés pour leurs eaux thermales chaudes, utilisées pour leurs bienfaits et vertus reposantes depuis l'époque coloniale. Niché au cœur des collines du « Mountain State », Stonewall Resort State Park abrite le parcours de golf primé Palmer Signature, doté de 18 trous et agrémenté d'une vue imprenable sur son environnement naturel préservé. Les visiteurs peuvent s'adonner à la pratique du golf pour moins de 100 $ grâce à des offres spéciales régulières. Côté plaisirs gourmands, on ne manquera pas de faire étape dans un restaurant primé par les célèbres James Beard Awards, le 1010 Bridge de Charleston, et ville principale et capitale de l'État. Le chef Paul Smith y crée des plats raffinés d'inspiration appalachienne à base de produits locaux. Dattes enrobées de bacon, macaronis au fromage et au homard, en passant par son populaire steak poêlé ou sa crème brûlée maison, il ne fait nul doute que les papilles des voyageurs seront à la fois surprises et comblées.

LE SAVIEZ-VOUS?

Les amateurs d'expériences luxueuses en plein air feront le choix de l'originalité grâce aux nombreuses options d'hébergement insolite et de grand confort que propose la Virginie-Occidentale. Cabane dans les arbres à Holly Rock Treehouse, Chalet avec patio extérieur à Aspen Log Home ou encore chambre façon igloo à Camp Potomac Peak, il n'y a que l'embarras du choix.

CAROLINE DU SUD

La Caroline du Sud offre une gamme complète d'expériences haut de gamme pour tous les budgets. Le restaurant Bistronomy à Charleston est réputé pour son dîner dégustation « Mercy of the Chef » organisé chaque jeudi à 18h. Au prix de 75 $ par personne, il comprend 4 plats surprises, chacun accompagné de vins soigneusement sélectionnés. Une occasion unique de savourer des recettes locales et des accords mets-vins étonnants. Pour une aventure en plein air, on optera pour une plongée dans la beauté des eaux côtières avec Nature Adventures, où chaque coup de pagaie révèle la magie des paysages

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

Company Name	Contact mode	Share Contact person	Activity/Activation	Follow up/Next step
LA ROUTE DES VOYAGES	Email	Laetitia Galera US Specialist & Product Manager	Laetitia is a long-time USA specialist and reached out to BWC to get suggestions in Atlanta and Charlotte for clients of hers who will travel to the South this year. BWC highlighted neighborhoods and places to stay in both cities, together with a short list of not-to-be-missed restaurants. BWC also answered questions about the Football Hall of Fame and Mercedez-Benz Stadium in Atlanta.	No follow-up needed.
AMPLITUDE	Meeting	Clémence Robert Product Manager	Amplitudes is a B2C Tour Operator based in Toulouse (Southwest of France), with a strong USA focus and need for product development. BWC had a meeting on May 28th with Clémence to provide a full update on southern destinations and highlights, together with suggestions to optimize their existing itinerary and create new ones. BWC recommended changing overnight lay-out in their program and create one or two new itineraries with a longer length of stay, to enhance their visibility and expertise as a South USA specialist company.	Follow-up in future reports.
EXPERT TRAVEL US	Email	Coralie Boutiflat USA Travel Specialist	Expert US Travel is an agency based in the North of France, with a strong USA-oriented business core. Coralie reached out to BWC in May to get advice for clients willing to attend a Gospel mass in New Orleans or Louisiana during their stay in June. BWC suggested St. Augustine Catholic Church in Treme neighborhood, New Orleans. BWC seized the opportunity to check on training needs or assistance for product development in the TSUSA destinations.	Follow-up in future reports.
LECLERC VOYAGES	Meeting	Louana Roumazeilles Travel Specialist	Leclerc Voyages is one of France's largest distribution networks (over 200 agencies in major grocery stores nationwide). Louana contacted BWC for a personal trip she is planning in the South in Fall 2025. A meeting is scheduled in June to assist on the itinerary and tips.	Follow-up in future reports.

V. PR & media

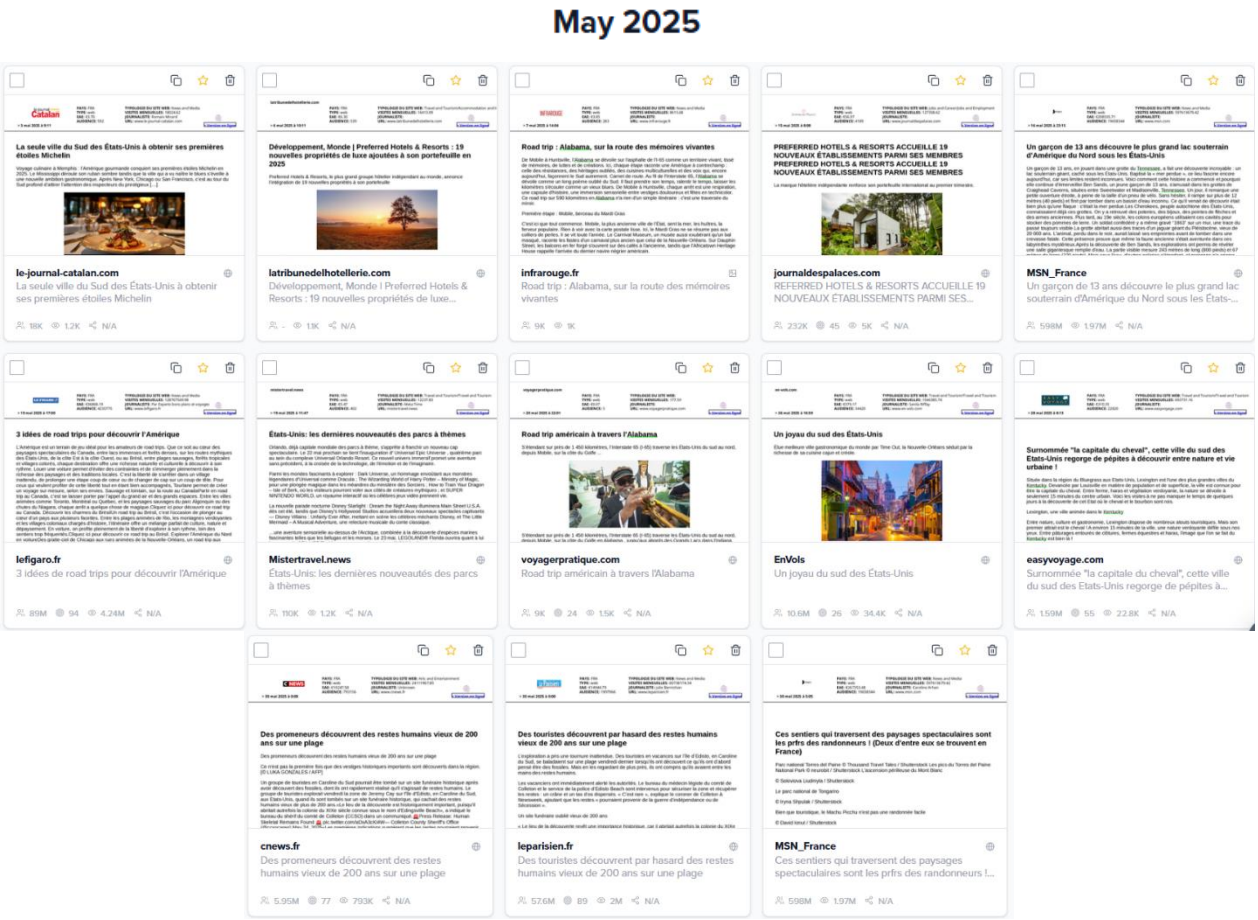
Contacts with the media, meetings, releases, coverage opportunities, clipping, press trips.

Press releases and Media contacts.

Press release : BWC created and distributed a press release in May featuring West Virginia, South Carolina, Louisiana, Kentucky and Tennessee. It included luxury experience suggestions visitors can enjoy in the South for less than $100. LINK

-Media contacts: 574
-Open rate: 26.76%

- **Coverage book Link :** May 2025 | GPP France - FY 24/25 | CoverageBook



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
DESIRS DE VOYAGES	Email	Caroline Prost Chief Editor	Désirs de Voyages is a well-known Travel print magazine with a 40K circulation BWC regularly collaborates with. Caroline reached out for a last-minute opportunity to include the South in the June issue of the magazine, highlighting trendy destinations to travel during Fall. Given that Désirs de Voyages already published several article featuring the TSUSA destinations over the last few years, BWC decided to pass on the proposal this time.	No follow-up for now.
VOYAGER MAGAZINE	Meeting	Dominique Krauskopf Editor in Chief	Following his OSS press trip in April for Rhythms of the South and Visit Mississippi, the first radio show dedicated to Atlanta aired on May 31st, 2025, on RCF Radio. Daily audience : 600K listeners. Link to content : https://www.rcf.fr/ecologie-et-solidarite/escapade	Dominique is writing his article dedicated to the city of New Orleans for ROTS. BWC will follow up with a coverage link in a future report.
VOYAGE DE LUXE	Meeting	Alain Maurice Chief Editor	Update - Following discussions in April, BWC coordinated with Tennessee Tourism (Jill Kilgore) to finalize the stay at Union Station Nashville Yards Hotel on May 27th. Breakfast at the hotel was confirmed for the two participants on May 28th, along with parking fee waived for their vehicle.	Follow-up on article release in future reports.
CINE VOYAGEUSES	Meeting	Lugdivine &Sabrina	Cinévoyageuses is a blog and social media platform creating photo and video content with screenshots of TV/Movie scenes at their filming locations. They focus primarily on the most popular shows from the early 2000s until today. They contacted BWC to discuss interest in a potential partnership. A meeting is planned for early June.	Follow-up in future reports.

VI. Newsletters & Visit USA activity key points.

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

Source	Activity/Activation	Follow up/Next step
	-2024/2025 Membership Monthly Newsletter (French and English). BWC created and shared two articles dedicated to the states of Louisiana and South Carolina, respectively highlighting summer and top 'Instagrammable' sites, especially addressing families traveling together. Pour les voyageurs estivaux avides d'aventure et d'évasion, la **Louisiane** et ses nombreux **Parcs d'État** regorgent d'options ludiques pour toute la famille. Pour une paisible **promenade en canoë**, une sortie en bateau dans l'un des légendaires bayous ou tout simplement une randonnée en pleine nature, **Bayou Segnette State Park** non loin de la Route des Plantation, ou **Lake Bistineau State Park** dans la région de **Shreveport**, sont des points de chute privilégiés pour allier découverte et détente. Côté culture, le nord comme le sud de l'État sont riches de musées aux trésors tantôt insolites, comme **Biedenharn Museum and Gardens** à Monroe, premier site d'embouteillage de la célèbre boisson Coca-Cola, tantôt historique, avec les fabuleuses collections du **National WWII Museum** de la Nouvelle-Orléans ou encore **The Great River Road Museum** situé à Darrow, qui rend hommage à ce qu'était autrefois la vie le long du sud du fleuve Mississippi. Impossible de passer l'été en Louisiane sans se rafraîchir en dégustant les « Sno-balls », grande spécialité locale. Inventées à la **Nouvelle-Orléans**, ces friandises à base de glace pilée sont servies natures, arrosées de lait concentré ou agrémentées de garnitures sucrées comme du cheesecake et des biscuits. Debbie's Snowballs à **West-Monroe**, SnoMan Snoballs à **Baton Rouge**, ou encore Hansen's Sno Bliz à la Nouvelle-Orléans sont des arrêts incontournables pour tout gourmand qui se respecte. Link to content : L'été en Louisiane : entre détente et gourmandise - Office du tourisme des USA	Alabama will be promoted in June.

Réputée pour son patrimoine architectural historique coloré et magnifiquement préservé, **Charleston** fait voyager les visiteurs dans le temps. Véritable musée à ciel ouvert, on y découvre l'emblématique Rainbow Row et ses maisons historiques aux couleurs pastel le long d'East Bay Street.

The Battery et **White Point Garden** offrent quant à eux une vue imprenable sur les demeures d'avant-guerre et le front de mer, capturant l'essence du Sud, avec le majestueux Ravanel Bridge en arrière-plan. Un séjour à Charleston n'est pas complet sans un arrêt-photo devant l'emblématique Pineapple Fountain symbole de l'hospitalité indéfectible de la ville.

Côté nature, plusieurs lieux incontournables raviront les voyageurs de passage, comme **Angel Oak Tree** sur Johns Island, considéré comme le plus grand chêne vert à l'est du Mississippi, que sa taille et son âge remarquables rendent intemporel. Avenue of The Oaks à **Boone Hall Plantation** et sa majestueuse double rangée de chênes verts qui s'étend sur près d'un kilomètre, **Charleston Tea Garden**, seule ferme de production de thé en activité en Amérique du Nord ou encore **Magnolia Plantation and Gardens**, le plus ancien jardin d'Amérique, sont autant de trésors photogéniques dont la **Caroline du Sud** a le secret.

Link to content : Caroline du Sud : le top des sites « Instagrammables » - Office du tourisme des USA

-**Trade contacts (French version) : 7,600**
Open rate : 39.1%.
Click rate: 2.1%.
-Trade contact (English version): 1,000
Open rate: 57.9%.
Click rate: 2.5%.
-Media contacts : 1,100
Open rate: 32.7%.
Click rate: 0.6%.

-Other TSUSA destination features in the May Newsletter : Mississippi (by Visit Mississippi)

2025 est décidément une année de festivités au Mississippi !

Alors que les célébrations du **90ème anniversaire d'Elvis** se poursuivent, notamment à Tupelo qui organise cette année encore le **Elvis Tupelo Festival en juin**, cette année marque aussi le **centenaire de B.B King**, bluesman et guitariste iconique né à Indianola en 1925. Une belle occasion de (re)découvrir cette petite ville du Delta qui se présente comme une étape incontournable pour tout pèlerinage musical dans le berceau de la musique américaine.

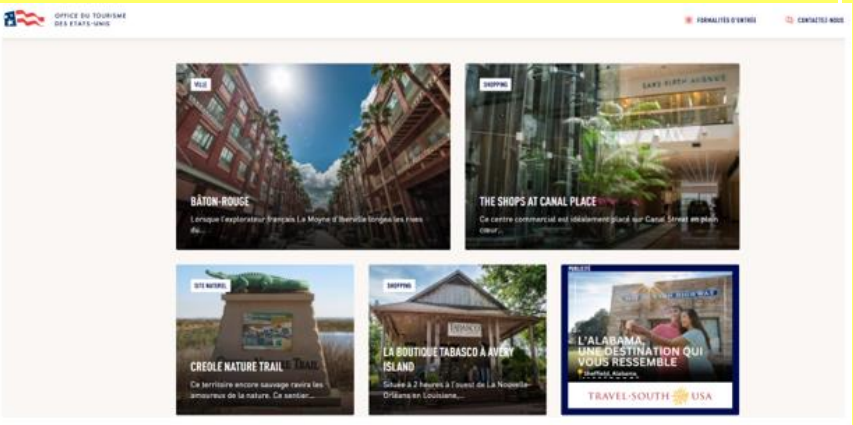
C'est à mi-chemin entre Memphis et Jackson et non loin de la célèbre Route 61 que se trouve le **B.B King Museum** and **Delta Interpretive Center**. Le musée offre une véritable immersion dans la vie et la carrière du musicien à travers des expositions, archives et vidéos inédites. Si le musée est animé tout au long de l'année, il le sera tout particulièrement en septembre à travers différents **concerts**, mois du centenaire de B.B King.

Par ailleurs, cinq marqueurs du **Mississippi Blues Trail** y sont disséminés : le "**B.B King's Corner**" notamment, où le musicien avait pour habitude de jouer mais aussi le **Club Ebony**, club de blues historique toujours en activité qui a accueilli des artistes aussi célèbres que Ray Charles, James Brown, Howlin' Wolf ou Ike Turner. Un "**blues marker**" célèbre également l'héritage et l'influence du bluesman Charlie Patton considéré comme le père du blues du Delta, enterré à Indianola.

Plus d'informations sur **https://bbkingmuseum.org/**

Link to content : [100 ans de B.B King : zoom sur Indianola au Mississippi - Office du tourisme des USA]

-2025 Online banner promotion.
The state of Alabama was promoted in May, out of Louisiana and Georgia Visit USA France source pages.



-E-learning -Update.
2024/2025 statistics for the V10 version launched in October 2024 :
-591 Trade professionals joined the program (+90 vs April)
-161 of them (27.24%) reached the Expert level.
-127 of them (21.48%) entered the 1st Club level.

-IPW 2025 French Delegation Get Together

The Visit USA Team invited all France members including the Travel South USA destinations to the annual IPW French Delegation Get Together Cocktail that will take place in Chicago this year.

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