# NORDICS REPORT May 2025



### **Prepared By:**



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Travel South USA | Nordics

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# ABOUT TSUSA Global Partner Programming

The TSUSA GPP provides a foundational base from which state tourism offices have shared in- country representation with international export marketing and sales activities. Managed by Travel South USA, the official regional destination marketing organization for the 12 state tourism offices, these collaborative efforts create leveraged actions, increase reach of travel trade and journalists, and coordinated consumer campaigns which deliver visitors to the South. In 2019, the Travel South USA region welcomed 10.2 million visitors, who spent \$10.3 billion, with 90% of these visitors arriving from 15 markets from around the globe.

The Nordic Region – Denmark. Sweden and Norway have a combined population of approximately 27 million citizens, with have historical high levels of disposable income and extensive vacation days. They rank 10<sup>th</sup> in visitor volume, and often seek off-the-beaten path destinations. They are polite, approachable, and speak English well. They traditionally are willing to adapt to local culture, willing to try local cuisine, tip generously and have prior to the pandemic planned holiday with longer itineraries with more stops than other European visitors. Scandinavians enjoy five to six weeks' vacation.

There were an impressive range of types of southern tours being sold in the Nordic market prior to the pandemic and booking travel with professional operators for long-haul travel is very common. We plan a mix of trade and PR/Media marketing efforts and partnering with operators in consumer efforts for FY25.

### FY 25 Nordic GPP Resource Allocations



# I. Executive Summary

- Participated at Swanson's Travel USA day in Malmo
- Sponsored and participated in PATA agency event in Aarhus
- Undertook training for key tour operators and agents in Aarhus
- Discussions around FDM consumer campaign progressing they have signed with Tourism Exchange

		APR	MAY	JUN	Q1 Total	Q2 Total	Q3 Ttal	FY 23/24 Total
#	Nordics							
	Travel Trade							
AL	Trade Meetings/ Trainings	5	8	0	19	30	35	89
KY/LA MO/NC SC/TN	Number of Agents Trained	10	8	0	5	355	187	557
o o / m								
	Media Meetings	2	2	0	8	22	10	42
	Total number of articles published	2	5	0	13	20	28	64
	Impressions	7,180	731,980	0	1.59M	7,180	4m	7,202,296

International metrics for FY24-25

CoverageBook: https://app.coveragebook.com/29490/books/0c1dcbf174df6a74

# **II. Travel Trade**

Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow- up/ Next step
FDM Travel Frederik Ohrgaard/ Birgitte Vradaal/Liz Bittner	Spoke with Birgitte regarding showcase and IPW. She is keen to attend showcase but needs to wait until after the summer season before making a final decision. I have advised that we have limited numbers for this year but will do all we can to accommodate. We have agreed to meet with Birgitte and Frederik on the Tuesday at IPW to discuss the potential campaign and get a market update.	Ongoing
Icelandair – Rebecca Taernstroem	post fam coverage and we will follow up at IPW to discuss with him. The Nashville route is doing very well so Rebecca wants to capitalise on this with some joint training and promotional activity in the Oslo area. We agreed to look at this, and are looking at Q1, 2026 to undertake this.	Ongoing
Travel South Concert at IPW Chicago	Most of the IPW Nordic delegation have confirmed participation and those that haven't are nor key contacts for Travel South. There was a lot of 'buzz' around the event last year and this has continued for IPW Chicago.	
Cowboy Reiser – Ann Bolstad	Ann has been invited to showcase following her participation on the Icelandair fam. She or Chistian are keen to attend but need to work through a potential clash. Cowboy has historically been a more 'western' focus operator but has seen the potential for the South. Ann is now very keen to develop the Southern states. Indeed, she has posted about the fam on social media and has received a lot of enquiries and even some bookings. At some point in fall 2025 we will visit to push this development forward.	Ongoing
American Trails Magazine – Jonas Larsson	We are working with Jonas to set up a potential meeting at IPW	Ongoing
Nyhavn – Kim Carlsson	Unfortunately, Kim is unable to attend showcase this year. Sales to the USA are down 40% this year. He tried hard to get participation approved but was unsuccessful. He will attend Brand USA Travel Week instead and we will meet then, if not before. Japan is very busy for Nyhavn at the moment.	
Gislev - Inger Graabæk Eschen	Our historic contact – Kirsten Skjold has left Gislev and has been replace by Inger Graabæk Eschen. Inger has advised that Gislev is considering whether they will continue with USA tours. Sales are extremely poor and almost all tours have been cancelled. Gislev (and Albatros) are escorted touring operators so need advanced numbers in order to run tours. The current issues are impacting escorted more than other types of tour operators. We will keep in touch to monitor the situation.	
- Karina	Albatros were the first operator to cease selling the US back in March due to the political situation. Karina has advised that Albatros will re- commence sales to the US in Sweden, Finland and Norway and that Denmark will likely return later in 2025. So Karina is keen to attend showcase in Kansas. Lisbet Pors who is our main Albatros US product contact has taken a years sabbatical and Karina now heads up the division.	

USA Tours – Dorthe Laerke Hansen	USA Tours are part of the 'Travel Heart' holding company which has various brands including Bravo Tours and DAN Explore. As a US dedicated operator USA Tours has had a tough 2025. Indeed they have had to lay off several staff members in March, although some were transferred to TOP Tours their sister organization in Copenhagen that covers the rest of the world. Dorthe is very pro the Southern USA and is keen to have presence at showcase. This year she will be sending her head of sales to the event. Mete Storm participated on the Icelandair fam and gave an extended training to the sales team on her trip and has posted on the USA Tours social media channels.	
USA Rejser – Christian Walker Willusen	Spoke with Christian who advised he will not be attending IPW this year. rAs a USA specialist they have been hist hard by negative US sentiment and are currently focusing more on Canada and the Caribbean (positioning themselves more to the 'Americas'. They are 100% committed to the USA market and this remains they overall focus but are down 50% in 2025 (versus 14% for the whole market to the US). Christian is looking to attend Brand USA week.	
Amerikaspesiali sten – June Lundby	June advises that despite negative press, enquires for the US are holding up well. She is keen to attend showcase and has registered for the event. Linda Schei participated on the Icelandair fam and following this and feedback to HQ, Amerikaspesialisten has posted content regarding the destinations visited and also put up a tours based on the trip that utilizes Icelandair.	
Travel South Showcase Kansas City	We have received several proactive enquires regarding Travel South Showcase in Kansas City, MO. In the current climate this is very much a positive as some operators have cancelled participation at IPW, partly due to market conditions and partly due to sentiment.	

## **Amerikspesialisten Posts**



Reise til Sørstatene - der rytmen møter roen

Publisert 04.06.25

Rebecca Tärnström fra vär dyktige samarbeidspartner icelandAir har nylig vært på en reise til Sørstatenel



Og her kan du lese litt om hennes opplevelse. Amerikaspesialisten i samarbeid med loelandAir skreddersyr gjerne en slik reise til degl



#### **5ØRSTATENE – DER RYTMEN MØTER ROEN**

fra gitarell på for e i MA er ble my all titles some timest forstring Ma kare at sind du begilar. De ar en fabrico, i floransare og North Carolina senter et rean av muzikk, foll, kannt, mat og ekte gjortfyller. Het ar det håten av optyklam hafte og nyttylet ningt, makan av sout ford og kontlosa, og fyller av at stemmen som synger tæt



#### ile - der maskken allet mapp

Der beginner med en nyme. Er nit fins de mange spillersebene skier oor vryterere ort keistenstrier, men neonymen dazen i er vivor av tager i frashelle wer mashest – bee tans på gaver, men heggene, i mennetere og i atte palert til tyen

En quant de lago del formate Brandong er nor à blar et mende recultationan. But trer de stajoù del ang et ryfet bard de ryg menong e alta i fait des blaraj. De glaren gabar obres order deg enes er der giber genr ster barn

NI RCA Studie & mil- els pi 1465g grunn. Under multilette demonste for, softe Born no scher Ins Londernen Bröghning Delly Parties stateren. Der er mener så än tekter puster. Og Davie Die Oprij - landets men kennne ochrigante – falls en landet soft er anterest

Men Nacholie Nanzhei iller kan on musiki. Her onsten sud find og sprosenserne særer af inner som fasterskip find find, har latter at rij friser latting og kannesse tekker ogs om A bekans i fanne fore fand bletting illere der gjose (yk met afsenderse konsten harten særken gjoren af en belgivestadt der transfer musik klastets og om hater og get særerse



#### For seaso til instar - Dallywood og Great Sousity Ma

Nall Super system miner: Remains exempter - non failure. Administry for unity sing ante-en-ment Repair Reging Greek Sensity Mountains. Men fairst en mange på Ban-en's fin Sensithandron, N. - non oppi et sings meetting-sensiti meet stados, grifmet og suvermer i mengter da tilse aven faites.

Origit is granne fan og trænsper ligger heartang lange, brityenots hyr termenegger, selværer og utilt som nere tjæret. Hefte er viser her ti ternegræggeren brityenet – en hylert til Dely Person Here. De verenende julet melleminger at seman fratere one through the

eg håtur.

For any our larger who are statistics or William biosecure Park or must 2024, require spine billion and an owner, non transport. Not from again blackars billing as through any parts falles ; teste (recipiers



#### Raleigh - sørstatsbyen med storbyenergi

Reisen avsluttes i Raleigh, hovedstaden i North Carolina, og et perfekt møtepunkt mellom sørstatssjarm og moderne innovasjon.

North Carolina Museum of Art byr på en skulpturpark der trær og kunst smelter sammen, mens Museum of Natural Sciences lar både barn og voksne utforske alt fra dinosaurfossiler til klimavitenskap.

I Warehouse District puster gamle industribygg nytt liv til mikrobryggerier, gallerier og kaféer. På Raleigh Beer Garden kan du skåle for reisen med over 300 ulike øl på tapp – i en hage fylt av liv, musikk og latter.

#### En smak av Sørstatene – og en invitasjon til mer

Sørstatene er ikke en oppskrift - det er en buffet av opplevelser. Her kan du kombinere storby og stillhet, cowboyboots og kunstgallerier, soul food og høyteknologi. Men du vil alltid kjenne den lune, åpne sørstatssjelen i bakgrunnen. Så ta deg tid. Lytt. Smak. Se deg rundt. Vær forberedt på at én reise ikke er nok!



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I Gatlinburg venter et nytt eventyt. PE Analeesta tar svevelaaren deg opp i ha deit til en verden zu tretappløyper, utbiktsplatformer og kveldssal over (jellere. Etterpå kan sta avske latal moenstrine på Die Smany Distillery. Når merken falter på, åpner Astra Lamina att nagiste lysurivers i shagen.

#### Achevilla - Selluth og trie sjøler

I North Carolina, blant de blå åsene i Blue Ridge Meurtaina. Igger en Iten by med stor sjel Acheville.

Her går innantvist og natur hånd i hånd. I det gavin nyhetsbygget i downtown løger Otsom Vinyl – et stoc hver vinylstoter præsset på gavinnalmånn, mer de nyber nybygget kaffer ved oden av Atmosfaren er dørmal, men med tydnig karakter – akkurat som byen teln

Like værthe sentrum ligger Bilsmene Estere, et herskapelse så eventlidig at det føke som en scene fra en hoffså dramsærle. Inte verter biblistek, halfrørt og marmorgangene, mers hagen slynger seg ut i vivranker og utslittspunkter.

Men Astaville er mer enn antrekter. En guldet forsgong tor gennem gretemvildet lærer deg å forer aptielige starer og forstå voordat bænkinft og matiutur tenger aannen. Mår seeldet kommet frider restaurster som Bull & Beggar med daarer rett fa naturen, Obered) mediated, frace.



# III.PR & Media

Contacts	Activity/Activation	Follow-up/ Next step
Monthly Travel South Newsletter	Find below the links to the "Experience the South without breaking the budget" press release. DK: https://presscloud.com/csp/vocast/message.csp?KEY=774287295 827276&format=web NO: https://presscloud.com/csp/vocast/message.csp?KEY=762620868 651361&format=web SE: https://presscloud.com/csp/vocast/message.csp?KEY=431038568 621887&format=web FI: https://presscloud.com/csp/vocast/message.csp?KEY=2737464276 78861&format=web Newsletter stats: Delivered: 499 Open rate: 181 / 36,4% Click rate: 6 / 3,3%	Ongoing
Media Meetings	<ul> <li>Jens Henrik Nybo, freelance for tier 1 media (DK) – Keen on visiting the states again on an individual press trip.</li> <li>Susser Feit, freelance for tier 1 media (DK) – Very interested in going on a press trip.</li> </ul>	

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### Newsletters

TRAVEL-SOUTH USA

Panas spins

### Experience the South without breaking the budget

The South offers coundess authentic experiences that won't break the bank - from dinner and dance river cruites in Alaberra to historic mansions in Mississippi. Experience nature from a kayak in South Carolina, enjoy afternoon tes in the Hyllic sumeunidings of North Carolina, or immerse yourself in the whistey hentings of Tennessee. A journey through the charm of the South doesn't have to be expensive or boring.



In Alaboma, you can take on all fordable river or uses on the river steamer Mortgomery's Harrott II. On board, quarts can eppy an authentic Southans down while admining the beautiful exersion sumsunding the Alaboma Silver. After the medi, time is turned back to the early 1900s as the deck film with the sounds of a live band, insting quarts to dence.

Tiplets from approximately 400 kroner



Feel the whisper of history in Mississippi's many mansions Feel the Whisper of Inistory in Mississippi's many mansions With Playmage Tous, in the born of Natibles you can take guided board of Nasisnippi's most contri-manators and get a tasks of the South's rich calcula heritage in magnificert, pictureeque sumanings, Amount the significant, you can allow Longmood Maneon, whose reactor to deeply influenced by the Civit May, Startor Hall, one of the most magnificant Disek flowing manatoms in America, and Concord Quarters, which, with its deep inclusion and provides an insight into the board and emission of an ordinant americant americant. the lives of engineed people.

Tickets and guided tours from approximately 165 kroner.





Afternoon tea in North Carolina At the Washington Duke Inn in Durham, you can enjoy a classic afternoon tea with views of the green golf courses and elegant decor that evokes the atmosphere of an English manor house. Here, delicious sandwiches, homemade scones and a selection of exquisite teas are served - all with personal service in a sophisticated and relaxed atmosphere.

> Tea menus (tea, cakes, sandwiches, etc.) from approximately 365 kroner Read more



### South Carolina's nature from the coastal side you can experience Charleston's coastal nature up close with t

In South Carolina, you can experience Charleston's coastal nature up close with Nature Adventures. Whether you choose to kayak on your own or on a guided tour of Shem Creek, historic shrimp boats, playful dolphins and wading birds await just around the corner. Or explore more remote and pristine vaterways teeming with wildlife and Lowcountry flair at Quinby Creek, Wadboo, Rantowles Creek and Penny Creek.

Rental of paddleboards and kayaks as well as guided tours from approximately 230 kroner.

Read motor



The story behind Tennessee Whiskey in Shelbyville In the town of Shelbyville, a visit to Near est Green Di ryisam ey lovers. Here you est for all v In the town of sheepyne, a visit to rearest creen Disamely is a must be at whisky lovers, here you can taste exclusive whiskey varieties and learn the art of blending whiskey. Join us on a guided four and hear the insping story of Nearest Green - the world's first known African-American master distiller - who taught Jack Daniel himself how to make whiskey. After the guided tour, you can round off the day with local food or a cocktail at the Humble Baron, the world's long est her

Guided tours and whiskey tastings from approximately 230 kroner.



#### Rhythms of the South: A road trip of self-indulgence

The cities of Nashville, Atlanta and New Orleans are obvious destinations for a combined road trip. In Nashville, you can experience murals in the city's trendiest neighborhoods while sipping cool mimosas on a guided Murals & Mimosa Tour - an experience for around 590 kroner per person.

Atlanta is a culinary delight. Several of the city's popular restaurants and burs combine delicious food and colorful drinks with spectacular views of the city skyline - perfect for an evening in the glow of the sunset.

In the heart of New Orleans, Tiulon Perfume offers the opportunity to design your very own signature scent. Their perfume workshop provides insight into the art of fragrance and the opportunity to experiment with notes that suit your personality and style. The price for the workshop and your own perfume is approximately 660 kroner.

#### About Travel South USA

Travel South USA is the tourism board for 12 states in the southern United States. Here you will find a wonderful mix of beaches, mountains, music, culture and culinary experiences. With short distances between cities and experiences, the area is ideal for a USA road trip.

Here you can drive along green fields or along winding roads in the Great Smoky Mountains - or enjoy the lush landscape along the 1,200 mile Coast Highway, which runs from the foothills of the Blue Ridge Mountains to the ocean and beaches. Along the way, you can enjoy the hospitality of small towns, delve into the region's unique musical history, visit local bourbon distilleries or explore the diverse food culture.

#### www.travelsouth.visit/heusa.com

See press rooms for all states here; www.industry.travelsouthusa.com/media

#### Attachments

Alabama\_riveroruise.jpg Mississippi\_maneione.jpg North Carolina\_Washington Duke Inn Alternoon Tea.jpg South Carolina\_Charleston-Shem Creek-Kayaking-Paddle-Boarding.jpg Tennessee \_Nearest Green\_Taste of History\_courtesy Tennessee Whiskey Trail.jpeg Adanta\_Nine Mile Station.jpg Nashville\_Murals 2.jpg Nashville\_Murals 1.jpg Nashville\_Murals 1.jpg

#### Contact Information

Narma Frederiksen, Press Contact for Travel South USA naf@related.dk +45 5338 1928

> Company Name Ecompany Address - Postal & City - Telephone No. - E-mail address

## Sample Media Coverage





Boudispatter på grillen (Foto: Visit Lake Charles, Convention an Visiter's Barway)

#### Les ner HER

890 & Barnis: Do folkefectival for matri og bourbuneliskere i Kentucky

Heart is a mark for random Ownershare partment 10 en folkeheart al ole IRD A fairware Franz Intel Testimane en kulturinasjonen en omer 45 is en off authurun og partmet is en Kantochey ment Random J, bel han stannet 1917 sam en taleg gifford, men hag Random J, bel han stannet 1917 sam en taleg gifford, men hag et bel af bel at stanset stanset i 1917 sam en talegifford. Franket Frankenin, Frankenin,

880 & Barrelo-Hotbalen / Owenchore, Kentacky (Fete: 0 Kentacky Tourism)

#### Les mor HER

(beterytarmer på Oyster Trett i Nord-Caroline)

ENcode Counting Austi da Alexandro Lott på loval under hannere flatanvir Nacif Caustine (System Tak). Langa under hann ben benedere energi men selgat anternamper på på patter dienne, trastaturanter og varakeder eners selgat anter for Nacif Caustina, Austratione antil Lagar varit, men selgat anter for Nacif Caustina, Austratione antil Lagar varit, energischetter og in Austri Forser en Cage retaktere (System Congeres) og Stach Coele Cystem, kann forseger tilbyr foldham treac to kenn ingener parteklegeren gå nært helt.



Eleren og kaptenen på Gront Finer Oyster Farm, Cody Farlen piller ferske østere om bord på båten (Fota: 11 Vhalt North Camilitai)

#### Los over HER

Muterart sentrert om amerikansk 880-kultur i Missout

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Museum of BBO / Kansasi City, Missouri (Peter: C Missouri Division of Tourism)

#### Las.mar HER

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"Whencest tea" bordet III Washington Duke line ( Durham (Foto: 15-Vial: North Carolina)

På Weathington Dake trin i Darheim kan da nyte en Kristalik ethionistisspalar initia VAM sine parine pullfamer og av vingstet initianeren parker for benedade en angelen. Energissketenisterinering het initianere biskingt initialetet. Speriminisjon someren og et utsalag er skatate heter i etti most parinering serverar i en sofratiket og ekstaget attensifikan.

Temerget (b), takes, emerged one) fre ca. 565 known.

Les mer HER Sar-Camilinas natur fils kystnider



Nature Adventures med kajakter og padlebrett i Sar-Carplina (httskilder: discoverseutticarplina.com/related.dk)

I San Carolina kak du spytose Charlestoni kystiani på kakt held med Natara Advances, Eriterin ti velge å podra kapet på apertikel atter på ker anversengi (Sterer Deve, komse trattalvåke repaia atterken attelser og soderlugje vet nundt hjannet. Da hele mpå atterken mel enerkelsöggende og admarte eksenting fulle en derek og Lawsenstrip trattering ved advalv Devel, Wedland, Natterine Coelet og Persyn Devel.

Littere av pædsilvett og køjalder særst guinade kore fra ok. 255 kronel

Let the HER





Uncle Nearest, Island whisky the Permessee (Polo: Terrers Whiskey (Sel)

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Drivehening big kellengebranking fra metherit 250 kennen



# Sydstatshovedstad med sjæl og kant

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SEDEKLARATION

#### Mange ars kamp for retfærdighed og lighed



#### Vicksburg - borgerkrigens vendepunkt



EN DEALER Sevelag & may 2020







#### FAKTA

Rejsen til Jackson

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	post of her attend herdt ag me
Not Supplish	of Writer fre also and/out 10.
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USA's musikalske arv

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mii 2005

#### Maltplaite

Michelinguiden rykker ind i de amerikanske sydstater

- standardarda



#### M Resmus Kirange Jamaan 2 mai 2015

Det at ufförst Michainguiten kommer til at pakke det dyke ryst i et nyt samarlegte med Stand South USA lanuare den verdenskommte restaurangade för førde gang en regional adgare 1954 - og det er dy amerikanske sydetater, der Ge anne,

Det terryter, at detekter som Alakama, Louislans, Mississippi, North Candon, Sauth Candina og Takensson nv för nurigend for at föl dens takan kakarnar, nutassatter og kakar enderet med vigener og enstremendes i international kissen. Atlanta, som etternete her sin egen Nichslein-gulik, bilver en det af den op heltes), kakar kinneligisker Ansmänn Budit.

#### En region, der fortjeher rampelytet

Head all for capan og oreale til staan sooked barberse og nyferhalhede sout food Klassikon, er sydens madvarne en smethedigel af smag, tradition og innovation, Og iss skal tester af versiter te mest.

"Käldensel i det sudlige USA er unitt og formet af forskellige kulturer, der til sammen for skallt menge famoritiske specialiteter, klimmett af pessionernete og dyglige kolde."

siger Gwendal Poulisinae, international allottar for Historiesguides.

Der in fanste gang stalen 2005, frans infanste kongyreite al aligien galater i Nanstannerka, at die konstere ein majoraal singane. Og det mesterer ei vagtigt i sinist i neteinig af af freiningene kalmanten optenstere alter for de traditionette fieldgebt som finse fisik. Ofsinge og Sen Freiningen.

#### Inspektarene er i gang - og sijerærer verder

McGeorgipations assesses importance has allowed in allowed and an elegand antiential works, due take invest inter-specific Do septer Lemmine, specer independi, summers og samsensingen: De farete underge reducated at allowed filteratiggent severer i 2025 ved en efficiel Multicles expenses indigitaret 10 Lemmine South.

Hen Travel Smith USA or man forst keigeptreit.

"stores regiot har benge fortjert glutal amrivositive for ct erestående kakkos,"

siger Liz Billion, provident og CEO for organisationen.

"of er slutte af at være den første ønverkanske region, der får realighed for at visa være kulturiske kvætteter frem i at intervalierad format."



# **III. Market Update**

### SAS the world's most punctual airline

SAS has once again been named the world's most punctual airline for May 2025, taking first place in both the global airline and major European airlines categories in Cirium's monthly report. The result follows a sustained company-wide effort to improve operational stability and deliver more predictable journeys for travelers.

Over the past year, SAS has worked across departments to increase reliability and reduce delays. The measures have included closer coordination between teams, more structured daily planning and better use of data to manage operations. The improvements are visible in both the overall statistics and in daily performance.

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