

# France REPORT

## June 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)



# Table of Contents

- I. Market overview**
- II. Executive summary**
- III. Travel trade**
- IV. Sales calls**
- V. PR & media**
- VI. Newsletters & Visit USA key points**

# I. Market Overview

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

All destinations combined, travel sales by physical and online travel agencies declined by 1.7% compared to May 2024. In May 2025, mainland France saw a strong upswing, climbing by 11.7% and securing a solid position in the top 20. It is followed by Spain, while Greece maintains its third place standing despite a noticeable slowdown (-12.8%). Meanwhile, the United States continues to struggle, with sales dropping by 31.1%, a drop comparable to that observed in April 2025. Canada appears to be benefiting from the current context, posting a 28.2% increase in business volume. Across the entire barometer, India records the most significant growth (+349.4%), likely driven by a major promotional campaign, an explanation that aligns with the unusually sharp decline in average basket size (-20.3%). In contrast, Thailand, ranking 15th, is facing a downturn, with figures down 21.9%.

Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en mai 2025 - L'Echo Touristique](#)

## Summer 2025 bookings delayed but encouraging

As of April 30, 2025, the French Syndicate of Tour Operators (SETO), which represents 78 major travel companies, reports modest but encouraging growth: bookings are up 1.4% year-on-year, with revenue rising by 2.9% and the average basket value increasing by 3.2%. Short-haul destinations remain robust, particularly in Southern Europe—such as the Greek Islands, Balearics, and Canaries. North Africa is making a strong comeback, with Tunisia (+13%) and Morocco (+12%) both showing double-digit growth. On the long-haul front, Mauritius continues to perform well (+9%), followed by the Dominican Republic (+4%). Some emerging destinations are also seeing impressive gains, including Cape Verde (+35%), Vietnam (+41%), and Sri Lanka (+34%). Conversely, demand for certain long-haul markets such as the United States, Mexico, and Japan is softening, with the U.S. seeing a year-on-year drop ranging from -14% to -21%, depending on the tour operator. Complementing these figures, *Les Entreprises du Voyage* (EDV), the main trade body representing French travel agencies, also reports solid summer trends as of the end of May. France remains the top-selling destination (+2.5%), followed by growth in the UK (+36%) and Canada (+19%). In contrast, the U.S. (-11%), Mexico (-15%), and the Dominican Republic (-33%) show significant declines.

Sources: [Tourisme, voyages, vacances 2025 : Un été toujours incertain - La Quotidienne](#) ; [SETO: optimisme prudent et destinations stars pour 2025 - MisterTravel](#) ; [Les Entreprises du Voyage communiquent sur les destinations tendance en 2025 - MisterTravel](#) ; [Observatoire EDV Orchestra Juin 2025 : reprise en départs, mais prudence en réservations - Tour Hebdo](#)

## TUI doubles its agency network since 2019, targets 250 stores by 2027

TUI France has doubled its network of travel agencies since 2019, now operating 207 independent TUI Stores—all under a commission-based model. The company closed its 65 integrated stores by 2021. Over the 2024–2025 fiscal year, TUI expects to open 24 new agencies, including second locations in cities like La Rochelle and Reims to attract mass-market clients. The group is drawing interest from both franchisees of other networks and professionals in career transition, such as former bank or insurance managers. TUI offers support and financial backing to its agents. While spring sales proved slightly weaker after a strong start to the year, TUI aims to reach 250 stores within two years, focusing on cities like Lyon and Toulouse.

## Travel: 5 key social media trends to watch in 2025

As social media platforms evolve rapidly, the tourism industry must constantly adapt to meet travelers' expectations. In 2025, five major trends are reshaping the digital landscape. First, AI has become a strategic tool, enhancing content creation, customer engagement, and hyper-personalized advertising. Travel brands are using chatbots and dynamic campaigns to better connect with their audiences in real time. Second, transparency and ethics are now essential: consumers expect authentic, value-driven content, with a focus on sustainability and social responsibility. Third, social SEO is a reality—platforms like TikTok and Instagram are increasingly used as search engines, prompting brands to optimize content for visibility and virality. Fourth, user-generated content and micro-influencers are driving trust and conversions, with brands leveraging authentic testimonials in both organic and paid campaigns. Finally, private messaging apps like WhatsApp and Instagram DMs have become key customer service and sales channels, enabling instant bookings, integrated payments, and conversational marketing. These shifts highlight the need for travel brands to be agile, transparent, and deeply connected with their audiences in the age of AI and evolving consumer behavior.

Source : [Voyage : 5 tendances social media à suivre en 2025 - L'Echo Touristique](#)

### **French travel sentiment (as of June 26, 2025)**

From January to May 2025, France ranked as the 7th overseas source market for U.S. tourism (excluding Canada and Mexico), with 632,866 visitors—an 8.42% drop compared to 2024, but a 7.45% increase versus 2023. In May alone, 130,157 French travelers visited the U.S., down 8.79% year-on-year, though the trend aligns with long-standing seasonal patterns. Despite mixed booking trends, travel professionals report steady last-minute demand through early May, driven by a favorable USD/EUR exchange rate and aggressive pricing from airlines and hotels. A notable gap is also emerging between direct and intermediate sales channels. While summer remains uncertain, the end of the year may still hold a few surprises, suggesting cautious optimism for the remainder of 2025.

[NTO/Brand USA France](#)

According to *Aeroroutes*, Air France will reduce its U.S. flight frequencies by approximately 5.7% this fall. Between September 1 and October 25, routes to key hubs like Atlanta, Los Angeles, New York-JFK, and Washington-Dulles will be affected, including a drop from 130 to 119 flights to Atlanta, and from 314 to 300 to New York. U.S. carriers are also scaling back: Delta Air Lines has announced reduced winter frequencies from Atlanta, Boston, Detroit, and New York to several European cities. Its Paris-CDG to Atlanta route will decrease from 18 to 14 weekly flights.

[MisterTravel](#) - [L'Echo Touristique](#)

After a strong post-Covid rebound in winter 2023/24, bookings for winter 2024/25 show signs of stabilizing. From November 1, 2024, to April 30, 2025, Seto members (78 major travel companies) recorded €1.778 billion in package sales (+1%), with an average revenue per customer up 2.3% to €1,674. The average basket per booking reached €4,494 (+0.7%). However, there was a slight drop in the number of clients and minimal inflation. Long-haul bookings for winter 2024/25 show signs of softening after a strong rebound last year. The U.S. saw the steepest decline among top destinations, with bookings down 21% due to a sharp drop in demand from February. Mexico also fell significantly (-18%), impacted by less favorable travel advisories. Mauritius remains the leading long-haul destination despite a 6% dip, closely followed by the Dominican Republic (also -6%). Meanwhile, the French Caribbean dropped out of the top 10. On a more positive note, emerging destinations are gaining traction: Cape Verde (+35%), Sri Lanka (+34%), Vietnam (+27%), and Senegal (+18%). Thailand, though still Asia's top package destination, is seeing a slight slowdown as Indonesia makes a comeback in last-minute sales.

[L'Echo Touristique](#)

Just days before IPW, the leading U.S. travel trade show, the industry is mobilizing in response to a proposed cut to Brand USA's budget—from \$100 million to \$20 million. While the measure, led by Senator Ted Cruz, is part of broader fiscal reforms, travel leaders are emphasizing tourism's vital economic role: \$2.9 trillion in economic impact and 15 million jobs. With major global events ahead—World Cup 2026, America's 250th anniversary, and the 2028 Olympics—the sector remains optimistic but vigilant. Industry voices, including the U.S. Travel Association and Travel Tech Association, are calling for continued support to maintain international competitiveness. Despite a forecasted 5% dip in overseas arrivals in 2024, the long-term outlook remains strong—provided strategic investments are preserved.

## II. Executive summary

### ❖ IPW 2025 Travel South USA Concert :

In June, BWC helped coordinate last-minute registrations for the TSUSA Music Event in Chicago on June 16<sup>th</sup>. Twelve additional French buyers were able to attend this highly popular concert.

### ❖ FY25 France Annual Report & Market Overview :

BWC created and shared with the TSUSA team the FY25 Annual Report. It highlighted all the actions and content creation BWC handled to promote the TSUSA destinations from July 2024 to June 2025 (Newsletters, Trade call-to-actions, Marketing campaigns, Press trips and Media projects, Consumer Shows, Fam trips, OOS opportunities and more). The report also included a section about up-to-date French market trends and strategic insights for FY26.

### ❖ FY26 GPP France program KPI's, Goals and Strategic Focus :

In June, BWC consolidated and shared with TSUSA the overall FY26 strategy focus area details with insights on Marketing strategy, Media Engagement, Trade priorities, Digital & Social Consumer Outreach and Out-of-scope opportunities. To address current users and the next generation of prominent travelers (Millennials and Gen Z) with relevant messaging and utmost reactivity, TSUSA is redirecting social media management in-markets with a dedicated budget for FY26.

### ❖ 2025 TSUSA International Showcase -Update :

BWC confirmed the participation of 4 Tour Operators to attend the 2025 TSUSA International Showcase in Kansas City, Missouri (November 30<sup>th</sup> - December 4<sup>th</sup>, 2025). Ongoing recruitment to confirm two more participants. See section III. Travel Trade for details.

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

		July	Aug	Sept	Q1 TOTAL	Oct	Nov	Dec	Q2 TOTAL	Jan	Feb	March	Q3 TOTAL	April	May	June	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	6	16	83
	Number of Agents Trained	3	2	12	17	2	67	28	97	0	41	4	45	6	18	19	43	202
	PR																	
	Media Meetings	2	15	7	24	8	5	7	20	7	4	4	15	5	4	7	16	75
	Total number of articles published	13	25	8	46	22	12	23	57	21	29	21	71	17	13	10	40	214
	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	9 944 640,00	27 817 840,00	97 585 954,00

### III. Travel Trade

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

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
LES MAISONS DU VOYAGE & LE FIGARO	Céline Ostorero Marketing & Communication Director	<p><b>1. B2B2C Editorial campaign with Les Maisons du Voyage &amp; Le Figaro, October 2024 through April 2025 - Final results.</b></p> <p>From October 2024 to April 2025, BWC partnered with Les Maisons du Voyages, one of France's leading B2C and upscale Tour Operators, part of Le Figaro Press Group and based in Paris. The partnership included the following actions:</p> <ul style="list-style-type: none"> <li>✓ 4 digital inspiration articles on <i>Lefigaro.fr</i> website.</li> <li>✓ 4 digital inspiration articles on LMDV website.</li> <li>✓ 2 Newsletters (70,000 contacts) : destination-focused and product-focused.</li> <li>✓ Home Page banner on Les Maisons du Voyage website.</li> <li>✓ SEA Campaign.</li> <li>✓ Social Media activations.</li> </ul> <p><b><u>Link to articles</u></b>  North Carolina and South Carolina : <a href="#">Voyage gourmand au Sud-Est des États-Unis</a>  Rhythms of the South, Louisiana &amp; Tennessee : <a href="#">Vieux Sud : sur la route des musiques américaines</a>  Alabama and Mississippi : <a href="#">Vieux Sud : un voyage dans l'Histoire des États-Unis</a>  Kentucky, Missouri and West Virginia : <a href="#">Nature et aventure dans le Sud-Est américain</a></p> <p><b><u>Overall results</u></b>  <b>Newsletters</b> : 500K cumulative contacts with 34.84% average open rate and 2 315 average click number.  <b>Global Audience</b> : 20.87M cumulative impressions from the 4 articles published by Lefigaro.fr.  <b>Homepage banner</b> : 15 542 unique views.  <b>SEA Campaign</b> : 8 939 clicks.  <b>Social Media push</b> : 9 640 Reach and 31 972 Impressions.</p>	





Découvrir les spécialités culinaires du sud-est des États-Unis



ACCÉDER AU DIAPORAMA (6)



### Notre destination à la Une Le Vieux Sud

*Coucher de soleil dans le parc national de New River Gorge, Virginie-Occidentale, États-Unis.*

Vous rêvez d'espaces naturels insoupçonnés, d'une perspective unique sur l'histoire américaine, d'un voyage musical ou gastronomique ? Cap sur le Vieux Sud, cœur stratégique de la nation américaine ! Au delà de la célèbre Louisiane, l'occasion de découvrir les destinations secrètes les mieux gardées du Sud des États-Unis : la Caroline du Nord, la Caroline du Sud, l'Alabama, le Mississippi, le Missouri, le Tennessee, le Kentucky ou encore la Virginie-Occidentale. Hors des sentiers battus.

[En savoir plus](#)

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



ACCÉDER AU DIAPORAMA (6)



## 2. 2025 TSUSA International Showcase (Kansas City, Missouri) -Update

In June, BWC confirmed two additional registrations from key Tour Operators :

### -BACK ROADS

B2C tailor made specialist based in Paris, part of Premium Travel & Marietton Développement Travel Group.

**Attendee : Delphine Berteuil - US Specialist & Assistant Product Manager**



### -PARTIR AUX ÉTATS-UNIS

B2B USA specialist Tour Operator based in Nantes (West of France), Caractères d'Amérique is a well-known trade partner, well-implanted in retail distribution networks and recognized for their efforts in sustainable travel approach.

**Attendee : Olivier Pulcini - Founder & CEO**



BWC shared a new set of invites and will follow up in July to complete the recruitment.



## 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, West Virginia, North Carolina, South Carolina, and Missouri. It included a large selection of free activities and sites French visitors can experience in the South to enrich their discovery. [LINK](#)

-Trade contacts: 1,580

-Open rate: 31.43%



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

Jeudi 12 juin 2025

### NEWSLETTER

#### LES PLUS BEAUX SITES DU SUD-EST AMÉRICAIN SANS DÉBOURSER UN CENTIME

Sur une plage immaculée ou un marché local, dans un parc urbain, un musée thématique ou au cœur d'une forêt luxuriante, les destinations du sud-est américain regorgent de sites naturels, culturels et ludiques dont l'accès est entièrement gratuit. Tour d'horizon des lieux à ne pas manquer lors d'un prochain voyage.

#### VIRGINIE-OCIDENTALE

La Virginie-Occidentale est connue pour sa beauté naturelle et ses paysages restés sauvages. Des merveilles accessibles facilement et gratuitement comme les nombreuses chutes d'eau majestueuses le long du West Virginia Waterfall Trail. Pas moins de six Parcs Nationaux du « Mountain State » sont également à découvrir sans droit d'entrée, à l'image de Bluestone National Scenic River proposant de nombreux sentiers de randonnée à travers des vestiges historiques, des trésors de biodiversité locale et de superbes panoramas sur la rivière. Gauley National recreation Area ravira quant à elle les amateurs de sensations fortes, avec la possibilité d'y pratiquer du rafting en eaux vives le long d'étroits canyons, comme à The Upper Gauley, classé parmi les dix meilleurs parcours de descente en rafting au monde. Plus connus, New River Gorge National Park & Preserve et Harpers Ferry National Historical Park sont les deux autres étapes incontournables à mettre au programme d'une découverte des sites classés de Virginie-Occidentale.



#### LE SAVIEZ-VOUS?

Sumommée « Almost Heaven » à juste titre, la Virginie-Occidentale se découvre aussi à travers l'authenticité et l'hospitalité de sa population. Dans un cottage au bord d'un lac ou dans une ferme historique, avec la promesse d'un repas chaud ou d'un petit-déjeuner fraîchement préparé, les Bed & Breakfasts de l'État sont des points de chute idéaux pour allier confort, chaleur humaine et dépaysement. Un itinéraire de trois jours permet de découvrir les atouts principaux de la destination tout en sélectionnant des adresses de séjour intimistes et pittoresques.



#### RHYTHMS OF THE SOUTH

Atlanta offre un large éventail d'attractions et d'événements gratuits, parfaits pour les visiteurs en quête de divertissement sans se ruiner. Les espaces verts luxuriants et vues imprenables sur la ville à Piedmont Park, ou une balade à pied ou à vélo le long de l'Atlanta Beltline jalonnée d'œuvres d'art et de quartiers animés sur 35km, en sont les meilleurs exemples. Pour les amoureux

d'histoire, le Martin Luther King, Jr. National Historical Park permet d'admirer la maison natale du célèbre pasteur ainsi que Ebenezer Baptist Church, église où il officia avec son père. Tout au long de l'année, Atlanta vibre au son de nombreux festivals gratuits comme Virginia Highlands Summerfest, Grant Park Summer Shade Festival et Piedmont Park Arts Festival, qui proposent concerts, points de restauration et art local. De grands événements estivaux comme Atlanta Ice Cream Festival, Atlanta Summer Beer Fest et Atlanta Food & Wine Festival sont aussi l'occasion de profiter d'animations gratuites mettant en valeur la culture et la vie bouillonnante de la ville.



Nashville, alias « Music City », n'est pas avare d'attractions gratuites pour découvrir son riche patrimoine culturel et sa scène musicale dynamique. On y arpente la vibrante Honky Tonk Highway sur Lower Broadway, où des concerts gratuits ont lieu en permanence dans des salles emblématiques comme Tootsie's Orchid Lounge ou Robert's Western World. À quelques encablures de la ville, le domaine viticole Arrington Vineyards offre un cadre pittoresque pour un pique-nique ou une dégustation de vins,

souvent accompagnés de concerts gratuits le week-end. Au Gaylord Opryland Resort and Convention Center, les visiteurs peuvent aussi profiter de jardins intérieurs luxuriants et de cascades rafraîchissantes. Les passionnés d'histoire ont rendez-vous quant à eux au Tennessee State Capitol et au Tennessee State Museum, dont l'entrée gratuite permet d'en apprendre davantage sur le riche passé de l'État. Centennial Park, qui abrite une réplique grandeur nature du Parthénon, est un lieu propice à la détente, où les amateurs d'art peuvent également explorer Vanderbilt Fine Arts Gallery et ses expositions temporaires.



Chaque activité ou visite, gratuites pour nombre d'entre elles, reflète la culture, la musique et l'histoire vibrante de La Nouvelle-Orléans. L'incontournable Quartier Français, où spectacles de rue et mélodies de jazz résonnent constamment. À quelques pas de là se trouve Frenchmen Street et sa scène musicale animée, avec des lieux tels que The Spotted Cat et Blue Nile qui programment des concerts gratuits quotidiens. Pour une immersion plus profonde dans le patrimoine musical incontournable de la ville, le

New Orleans Jazz Museum offre des performances musicales gratuites dans sa cour le mardi soir. Pour explorer l'histoire locale, Historic New Orleans Collection, dont l'entrée est gratuite, met à disposition des visiteurs des expositions et archives retraçant le riche passé de « Big Easy ». The Sazerac House, sur Canal Street, est l'occasion d'une incursion dans la culture des cocktails à La Nouvelle-Orléans, à travers des visites gratuites et des animations interactives. Direction ensuite le quartier de Garden District, avec l'architecture majestueuses de ses demeures historiques entourées d'arbres centenaires. Les amoureux de la nature apprécieront City Park, l'un des plus grands parcs urbains des États-Unis, qui compte des sentiers de randonnée pittoresques agrémentés du Besthoff Sculpture Garden et son impressionnante collection de sculptures contemporaines.

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

Company Name	Contact mode	Share Contact person	Activity/Activation	Follow up/Next step
<b>LUEURS DU MONDE</b>	Meeting	Eric Naud Director	BWC met with Eric during the NAAR Voyages B2B training event in Bordeaux on June 3, 2025, and led discussions about further training needs or visibility opportunities for the TSUSA destinations.	Follow-up in future reports.
<b>VISITEURS</b>	Email	Roxane Vergught Marketing Manager & Pierre Lubrano Sales Coordinator (Southwest of France)	BWC was in touch with the Visiteurs team in June to explore partnership opportunities for TSUSA during FY26. Suggestions were made for training events in key cities where Visiteurs have a strong presence and solid distribution networks. Roxane and Pierre will follow up when they have more visibility on the Fall/Winter agenda.	Follow-up in future reports.
<b>AMPLITUDES</b>	Email	Clémence Robert Product Manager	Clémence contacted BWC to get advice about companies selling Mississippi River cruises. BWC suggested Viking Cruises and American Cruise Lines.	Follow-up on further product development including Mississippi cruises.
<b>VOYAMAR</b>	Meeting	Marion Maas USA Assistant Product Manager	Following a meeting in May, Marion and BWC discussed a training opportunity for the Voyamar US specialist staff based in Lyon. BWC will follow up with suggested dates, most likely in July, when the team has completed their 2025/2026 brochure.	Follow-up in future reports.
<b>KUONI FRANCE</b>	Meeting	Corinne Lambert	BWC met with Corinne during IPW 2025 in Chicago and discuss product enrichment, training needs and partnership opportunities for the TSUSA destinations.	Follow-up in future reports.
<b>HAVAS VOYAGES</b>	Email	Anne Etchegoinberry Agency Director	Havas Voyages is one of France's prominent Travel Distribution networks and part of the Marietton Développement Group. Anne reached out to BWC to receive French documentation for clients of hers who will travel to Raleigh (NC) and Charleston (SC) this summer. BWC mailed copies of the TSUSA French Travel Guide.	No follow-up needed.

## V. PR & media

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

### Press releases and Media contacts.

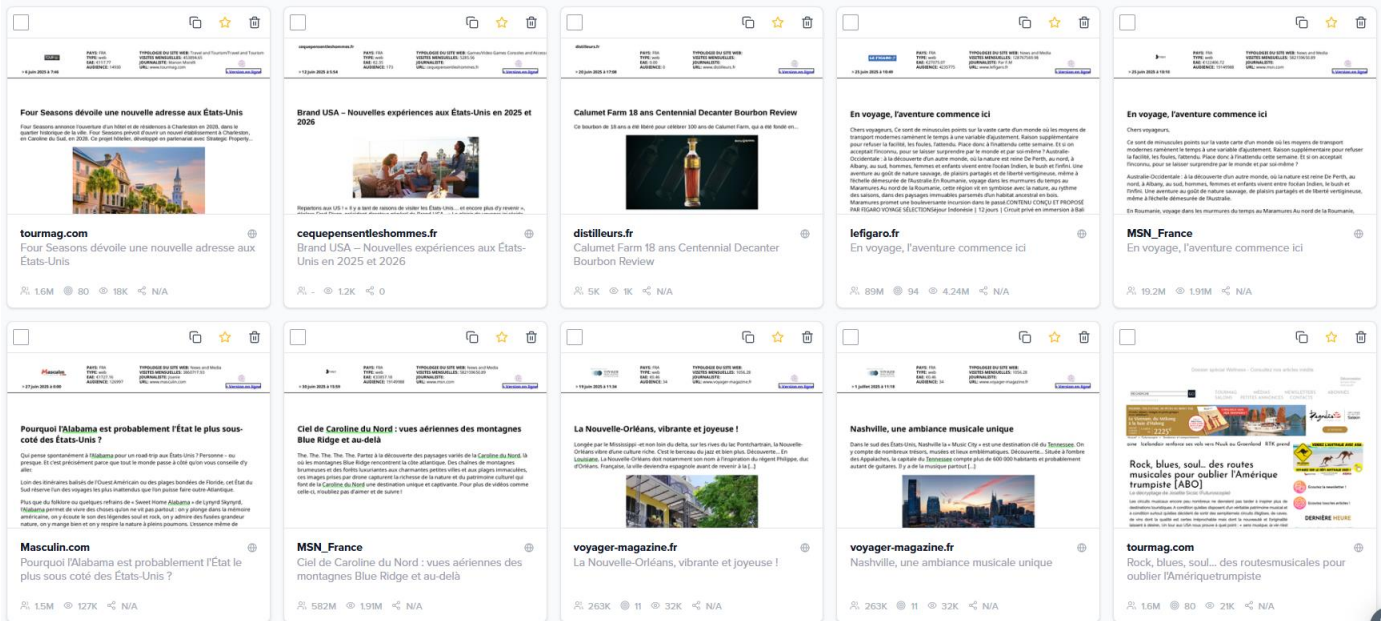
**Press release** : BWC created and distributed a press release in June featuring Rhythms of the South, West Virginia, North Carolina, South Carolina, and Missouri. It highlighted a selection of not-to-miss free activities and sites visitors can experience in the South to enrich their trip. [LINK](#)

-Media contacts: 593

-Open rate: 26.41%

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

### June 2025



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
<b>Monthly media contacts</b>				
<b>EN'VOLS</b>	Meeting	Catherine Michel Air France Media Solutions Advertorial Director	En'Vols, Air France's magazine, is a bimonthly and bilingual (French/English) magazine. En'Vols is available in boarding and arrival lounges, and in Air France lounges at Paris-Orly and Paris-CDG airports, in selected premium and luxury hotels, and on the Air France Press app. Being regularly in touch with the En'Vols team, BWC received a special offer in June for a print Ad page or digital native article opportunity in the #20 edition to be released in July. Discounted price of € 5.000 excluding tax for a € 22.200-value page in the 'Accessories' section of the magazine. Given the very short deadline (June 18 <sup>th</sup> ) and the closing fiscal year, BWC decided to pass on the opportunity.	No follow up needed.
<b>VOYAGER MAGAZINE</b>	Meeting	Dominique Krauskopf Editor in Chief	Following his OSS press trip in April 2025 for Rhythms of the South and Visit Mississippi, Dominique wrote and released his first 2 articles in June : New Orleans (ROTS) : <a href="https://www.voyager-magazine.fr/la-nouvelle-orleans">https://www.voyager-magazine.fr/la-nouvelle-orleans</a> Nashville (ROTS) : <a href="https://www.voyager-magazine.fr/nashville-une-ambiance-musicale-unique">https://www.voyager-magazine.fr/nashville-une-ambiance-musicale-unique</a>	More content release to be shared in future reports.
<b>PALACESCOPE</b>	Meeting	Mathieu Clément Advertorial Partnership Director	A luxury magazine, beautiful and cutting-edge glamorous city guide, passionately Parisian. A gift magazine, offered in over 230 exclusive locations, enhancing creative and relevant editorial content. An original, chic and elegant design with refined covers and exceptional photographic quality. Audience : chic urban readership eager for new releases, UHNWI profiles A target demographic of CSP++ and UHNWI (Ultra High Net Worth Individuals) Circulation : 30.000 copies distributed in prestigious locations such as 5-star hotels and palaces, luxury boutiques and restaurants, premium department store VIP lounges, train stations, airports, golf clubs and more.  BWC had a meeting in June with Mathieu to review advertorial and editorial offers and partnerships, especially attractive last-minute deals for visibility.	Follow up and OOS suggestions might be shared with the TSUSA destinations if relevant.
<b>ÉCHAPPÉE VÉLO</b>	Email	Antoine Vincent Advertorial Partnership Director	Échappée is a quarterly magazine dedicated to Biking with itinerary suggestions as well as tutorials to help travelers prepare their trip. It aims to inspire in-depth discovery of a region and its culture. Print circulation : 35.000 copies. Readership : 105.000. In June, BWC received a last-minute Ad page opportunity but decided to pass because of the short deadline and closed fiscal year.	BWC will explore future interest for the TSUSA destinations.




COURANTS D'AIR	Meeting	Philippe Guersan	Philippe had a meeting with Jill Kilgore from the Tennessee Department of Tourist Development during IPW in Chicago. BWC was included in the follow up and will be in touch with Philippe to explore further about a potential collaboration.	Follow-up in future reports.
DÉSIRS DE VOYAGES	Meeting	Jean-Michel De Alberti	Following Jean-Michel's cancellation before the TSUSA Global Week 2025 due to illness, BWC reached out to him to explore rescheduling options for the Tennessee trip he should have covered in April. Jean-Michel will get back to BWC when he has more visibility on his 2025/2026 agenda.	Follow-up in future reports.
TOURMAG	Email	Christophe Hardin Editorial Director	<p>Christophe is a member of the French Association of Aerospace Journalists (AJPAE) as well as the French Association of Travel Journalists (AJT). Following a request by Heidi Walters (Visit North Carolina), BWC suggested inviting Christophe to the International Paris Air Show on-site reception co-hosted by The Economic Development Partnership of North Carolina on June 18<sup>th</sup>.</p> <p>Christophe gladly accepted the invitation and shared social media content about the event.</p> <div><b>Christophe HARDIN</b>  · 1er Chroniqueur, Conférencier 12 h · </div> <p>As part of the <a href="#">International Paris Air Show</a>, I was delighted to have attended this wonderful evening of exchanges with American businesses in <a href="#">#NorthCarolina</a> and Senator <a href="#">Joshua Stein</a>, who spoke on their behalf.</p> <p>The senator, also a spokesperson for a welcoming America open to trade and good relations with France, stated: "North Carolina companies can export and invest in France, and French companies can do the same in North Carolina. By strengthening our relationship and building on our shared interests, there is so much that we can achieve together, North Carolina and France. As governor, I look forward to working with all of you to do just that."</p> <p>I was also delighted to have met <a href="#">Marie-Claire Ribeill</a>, Honorary Consul of France in <a href="#">City of Raleigh, North Carolina</a>, who is now connected directly from Paris by <a href="#">Air France</a>.</p> <p>Thanks to <a href="#">Barbara Boltoukhine</a>, <a href="#">B World Communication</a></p> <p>Afficher la traduction</p> <div></div>	No Follow up needed.



# 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 Alabama, highlighting summer and top 'Instagrammable' sites, especially addressing families traveling together.</p>  <p>Dans les collines vallonnées sur les plages de sable blanc de la côte, l'été en <b>Alabama</b> est l'assurance de chaudes journées emplies des parfums de jasmin et de magnolia. Le long des 1200km de rivages boisés du <b>Lake Martin</b>, le plus grand lac artificiel de l'État à une heure au nord de <b>Montgomery</b>, de nombreux <b>restaurants</b> sur l'eau sont l'occasion de profiter des saveurs locales dans un cadre reposant.</p> <p>La navigation de plaisance et la pêche y sont aussi des activités très prisées. Les amateurs de randonnée choisiront quant à eux <b>Cheaha State Park</b>, à l'extrême sud des montagnes Appalaches. Parsemé de blocs rocheux en granit et d'arbres anciens, il est connu pour abriter le point culminant de l'Alabama et des routes panoramiques à couper le souffle.</p> <p>Autrefois surnommée « le Paris du Sud », la ville de <b>Mobile</b> est une invitation au dépaysement. Son charme historique, son front de mer animé et son âme festive en font le lieu idéal pour terminer un périple au bord du golfe du Mexique.</p> <p>Ses nombreux <b>festivals</b>, la chaleur de sa population et ses <b>hébergements</b> pleins de charme sont le reflet des traditions qui définissent une expérience de voyage en Alabama.</p> <p>Link to content : <a href="#">Alabama : douceur de vivre estivale - Office du tourisme des USA</a></p> <p><b>Performance results</b></p> <p><b>-Trade contacts (French version) : 7,600</b> Open rate : 39.3%. <b>-Trade contact (English version): 1,100</b> Open rate: 60.4%. <b>-Media contacts : 1,100</b> Open rate: 33.1%.</p>	<p>No Newsletters in July and August. Creation and release will resume in September.</p>

## -Other TSUSA destination features in the June Newsletter : Kentucky (by Cincy Region)



À la croisée du Sud et du Midwest, la Cincy Region – qui englobe Cincinnati et le nord du Kentucky – est idéale pour une escapade urbaine avant de s'aventurer vers le Deep South ou les Grands Lacs. Avec des vols directs quotidiens Paris-CDG/Cincinnati opérés par Delta Air Lines en saison, la destination n'a jamais été aussi accessible.

La scène hôtelière locale, à la fois dynamique et variée, séduit tous les profils de voyageurs. Pour une expérience exclusive, le **Lytle Park Hotel** (Autograph Collection), classé en 2025 parmi les meilleurs du monde par *Travel + Leisure*, combine luxe, histoire et élégance au cœur de Cincinnati. De l'autre côté du fleuve, à Covington (KY), l'**Hotel Covington** charme avec son ambiance raffinée et son histoire unique. Son extension récente, *North by Hotel Covington*, ajoute une offre apart-hôtel de 53 chambres.

Deux nouvelles adresses enrichissent l'offre : **Hotel Celare**, face à l'université, séduit avec rooftop et restaurant signé Cameron Mitchell, tandis que le **Moxy Downtown**, tout près des stades des Reds et Bengals, attire une clientèle jeune avec son ambiance urbaine et son rooftop panoramique.

Encore méconnue, la Cincy Region conjugue authenticité, modernité et hospitalité : un city break inattendu à découvrir.

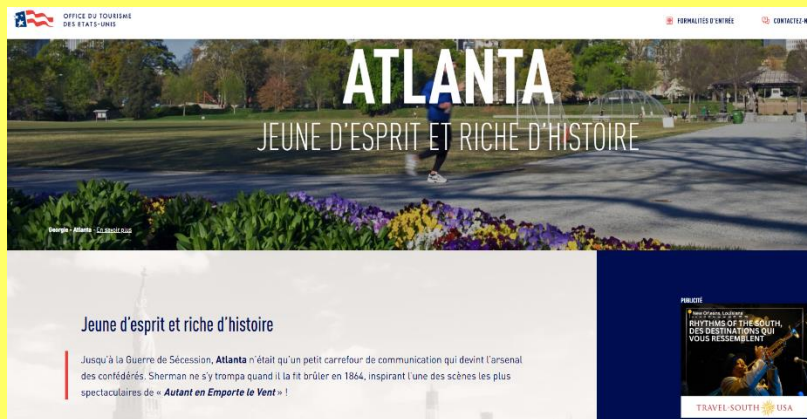
Link to content : [5 boutique-hôtels pour un city break dans la Cincy Region - Office du tourisme des USA](#)

### -E-learning -Update.

- 2024/2025 statistics for the V10 version launched in October 2024 :
- 610 Trade professionals and US specialists connected to the program.
- 172 of them (28.19%) reached the Expert level.
- 134 (21.96%) entered the 1<sup>st</sup> Class Club.

**-2025 Membership banner promotion.**

The Rhythms of the South destinations were promoted in June, out of Louisiana, Atlanta and Memphis Visit USA France source pages.



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