

# Monthly report Benelux

## July 2025



Prepared by:



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# I. Executive summary

- **Social media:** This month, the Travel South region was featured in 6 **social media posts** across various platforms. *AmerikaNu* highlighted regional culinary specialties in the **Travel South region** on both Facebook and Instagram. *Travelpro* promoted summer travel opportunities in the **Southern states**. *Tioga Tours* shared insights from a recent trip through the **Travel South region**. Droomplekken published a post focusing on **Louisville, Kentucky**. Lastly, *VisitUSA Belgium* spotlighted the **Soul of the South** experiences in a dedicated social post.
- **Publications:** The Travel south Region received media attention through **8 online articles** this month. **West Virginia** was featured on *Columbus Travel* in a publication about spectaculair national parks. Sunset Beach, **North Carolina** was highlighted on National Geographic in a blog about the prettiest beaches around the world. *Visit USA Netherlands* distributed a newsletter on scenic waterside destinations, linked to a more in-depth blog on the topic. This blog highlighted **North Carolina, South Carolina, Alabama, Louisiana and Mississippi**. *Tioga Tours* shared their experiences travelling through the Travel South region, covering **Louisiana, Tennessee, South Carolina** and **ROTS. All states** and **ROTS** were also featured on *TravEcademy* in an article about authentic America, and on *TravPro* in a story spotlighting summer activities in the **Southern states**.

## International Metrics FY 24/25

	July
<b>Benelux</b>	
<b>Trade</b>	
Trade Meetings/Trainings	4
Number of Agents Trained	-
Travel Trade Newsletter Receptient	0
Trade Newsletter Open Rate	0
<b>Managed Media</b>	
Media Meetings	1
Total number of articles published	3
Impressions	11,100
PR Newsletter Receptient	0
PR Newsletter Open Rate	0

## II. Communication & PR

### News Releases

- Coverage book has been updated:

<https://app.coveragebook.com/29490/books/1c9f343764e6f02a>

The Travel Trade Magazine  
**Travelpro**



MAGAZINE | BLOGS | TRAVDAY | TRAVECADEMY | VACATURES | PODCAST | ABONN  
AGENDA |



travjobs

Op zoek naar nieuw talent?



Advertorial

### Geniet van zomerse activiteiten in het zuiden van de Verenigde Staten

Redactie Travelpro 29 juli 2025 Geen reacties

Tijdens een zomer in het Amerikaanse zuiden zul je niet stilzitten. Ga op avontuur met activiteiten zoals kajakken, vissen of wandelen door prachtige natuurgebieden. 's Avonds komt de regio tot leven met livemuziek, heerlijk eten en de warme, gastvrije sfeer waar het Zuiden om bekendstaat. Verken verborgen watervallen, kayak over rivieren en geniet van de gezellige sfeer op festivals en evenementen. Laat je inspireren door wat elke staat te bieden heeft en ontdek waarom de Travel South-regio dé leukste zomerbestemming van Amerika is!

### III. Sales Calls

#### Media Contacts (phone calls, emails, personal meetings)

Contacts	Interests / Status	Follow-up
Hey!USA – Yannick Melsen	Yannick used to be editor of Goodbye Magazine. Although the website is still online, they had to discontinue it and the print magazine, because it was no longer profitable. After this Yannick worked more as a freelancer, now for Hey!USA and Impact, the largest golf magazine in Belgium. The latter is distributed four times a year to every golf member for free. It highlights news and articles on equipment, travel, national and international top players etc.	

#### Trade Contacts (phone calls, emails, personal meetings)

Contacts	Interests / Status	Follow-up
Lieb Management – Nicole Conrad	<p>Nicole Conrad has, by mutual agreement, departed from MMGY Lieb Benelux. She was instrumental in establishing and growing the Benelux office, bringing strategic vision and international expertise. The team thanks her for her contributions and wishes her well.</p> <p>The Benelux office will continue operating within MMGY Lieb Central Europe. Day-to-day management is now in the hands of Anouk Liebers, PR Senior Account Director, and Charonne in het Veld, Sales &amp; Marketing Senior Account Director. Together with their experienced team, they remain fully committed to delivering the same high level of service and professionalism.</p>	
Personal Touch Travel – Theo de Reus	Personal Touch Travel, backed by BB Capital Investments, has acquired ZRA organization Reiscreaties from Pelikaan Travel Group. The move strengthens Personal Touch Travel's tailor-made travel offering and expands support for independent travel advisors. Reiscreaties will operate under Personal Touch Travel, led by Managing Director Arjan Kastelein, allowing Pelikaan Travel Group to focus on its core brands SUNtip, Pelikaan Reisbureaus, and Pelikaan Groepsreizen. Both companies highlight shared values and see the acquisition as a strategic step toward growth in specialized travel services.	
AmerikaNu.nl – Bart Verhoeff	Bart is feeling slightly optimistic again about the number of bookings for this year. The amount of booking requests coming in is increasing again. Also including last-minute requests for September this year. And is getting less cancellation requests. He mentioned that United Airlines has lowered their air fares and in combination with the USD-EUR rates, those are influential factors, which have a positive effect right now. Some of his customers, who originally said they were not going to go visit the USA the next four years, are now considering going next year.	

	<p>Further Bart is creating a USA dedicated magazine, in collaboration with Meridian Travel, which is expected to be published in September. Multiple US destinations have confirmed participation, including Clarksdale, MI. He is still in contact with the state of Alabama, Louisville and Atlanta about a possible opt-in.</p>	
<p><b>opDroomreis.nu</b> – Judith Maas</p>	<p>Opdroomreis reports a sharp decline in demand for U.S. travel, with current departures limited to pre-booked trips scheduled for this month and next. Interest has dropped to near zero, leading to the temporary removal of U.S. destinations (excluding Alaska) from the portfolio. Canada has also seen a downturn in popularity.</p> <p>The company is redirecting its focus to Oceania, projected to represent approximately 85% of sales in 2025 and potentially close to 100% in 2026. A targeted fam trip to the U.S. is under consideration for 2025, with strong interest in joining if it offers clear added value and supports the company's strategic objectives.</p>	

## **IV. Newsletter**

### **Newsletter to the trade and media**

Newsletters will continue in September.

## V. Social media

Facebook posts are planned to go live in August, based on the content from the newsletter. Each month, several Facebook posts will be published based on the content of the newsletter.

## VI. Market Update

### Strong travel intent

According to the latest edition of the **Vakantie Sentiment Monitor (VSM)**, travel intention among Dutch consumers remains consistently high. 88% of respondents expect to go on holiday within the next twelve months. At the same time, the VSM reveals that travelers are becoming more conscious in their decision-making. Factors such as affordability, flexibility and crowd levels are playing a growing role in the decision-making process.

### Key Drivers

A recent survey by **Columbus Magazine** confirms that nature remains the top driver for travel to the United States. 73% of respondents say visiting national parks and awe-inspiring natural landscapes is their main motivation. Closely tied to this is the enduring popularity of road trips. Nearly half of respondents prefer exploring the U.S. by rental car or motorhome, not just as a means of transport, but as a core part of the travel experience. Other popular motivations include city trips (58%), photogenic scenery (39%) and cultural or historical experiences (20%). Political and social dynamics in the U.S. may influence sentiment, however, they are not a dealbreaker for most travelers. The rising travel costs, on the other hand, are a clear concern. More than half of respondents identify the high price tag of a U.S. trip as an obstacle.

### Last-minute bookings

According to new booking data from **ANVR-NIQ**, the number of travel bookings in June increased by 5% compared to last year. Notably, travelers are booking their trips later than before. The average lead time has shifted to 66 days, six days shorter than in 2024. This trend reflects a growing preference for last-minute decision-making, with flexibility and late availability playing a key role in consumer behavior.



## VII. Activities overview

The proposals for the coming year have been confirmed and in this chapter we will be updating what is currently being done or what the upcoming actions points are. Coming up in the next fiscal year.

### **Benelux Trade & Media newsletter**

This project is starting again in September – a monthly newsletter to the Benelux Trade and Media database. Each month focusing on a different theme, highlighting all GPP partners.

### **Social media**

New this year is the addition of social media. Starting in August, we will be managing both the Facebook and Instagram account – posting 9 times per month, covering all GPP partners. Content for the posts are derived from the newsletter input.

### **Product Survey**

This project will again be executed in spring 2026, reporting all touroperator data from 2025.

### **Visit USA Associations**

This year the Travel South USA membership is again extended for both the Dutch and Belgian Visit USA associations. It was also approved that Travel South will participate in both the Visit USA The Netherlands Roadshow (September 23, 24 & 25) and the Visit USA Belgium American Workshop Day (October 14th).

### **Joker Reisbeurs**

Travel South will be participate again as an official Reisbeurs Sponsor, which includes a large booth during the Reisbeurs on October 19<sup>th</sup>. But also a presentation during the event, an agent training during the dinner on the Saturday before and a media breakfast on the event day. They expect 1,700 visitors.

### **Connections AmeriCan Day**

This year instead of participating with a full booth, we will be giving two presentation during the Connections AmeriCan Day – reaching an expected 2,000 visitors.

## The Outdoors

We will be featured as a 'destination of the month', where the Travel South region will be prominently featured across all their platforms for a whole month. The 5 advertorial are written based on desk research and input provided by us. The combined activities are expected to generate a reach of approximately 1,5 million. Exact timing of this feature to be determined.

## WideOyster

This year is a continuation of last year, as part of a two-year cooperation. Half of the publication has already gone live, the second half is expected to follow in September/October.

FY 24/25	
November 2024	Press trip North- & South Carolina
April 2025	Attending Global Week Louisville, KY   FAM: Louisiana
May 2025	Publication of three longreads
FY 25/26	
April 2026	Attending Global Week Mobile, AL   FAM: TBD
June 2026	Publication of two longreads

## Travel South International Showcase

All spots for the Benelux have been filled and we are in the process of collecting flight details. We have 7 confirmed partners who will travel to Kansas City, MO in December this year.

## Travel South Global Week

The media marketplace will take place in Mobile, Alabama in spring 2025. No current actions.