

TRAVEL · SOUTH  USA

Nordic

Program of Work

NORDIC

MARKET OVERVIEW

Strategic Focus Areas

Audience Focus: Tour Operator Product Managers, Travel Agency selling staff, Consumer media

Brand Positioning: Travel South USA positions the South as “The Authentic South” — a warm, welcoming region offering rich culture, history, music, and cuisine for a genuine American experience.

Media Engagement Strategy:

To position the South as a warm, welcoming region offering rich culture, history, music, and cuisine for a genuine American experience to Nordic consumers, we will use a combination of media newsletters, story pitching, media meetings and press events. These activities will engage journalists and editors and keep them informed on ongoing activities, news, and openings in the region while feeding them content to be used editorially. With our continuous distribution of press material, Travel South USA will stay top of mind with journalists and editors, fostering optimal opportunities for coverage in Nordic press. A select group of journalists will be invited to attend Global Media Marketplace and its pre-fam trips to cover the region extensively in Nordic consumer press.

Trade Engagement Strategy:

to connect with local trade and raise awareness. This will also include Southern focused in-person training sessions in key Nordic cities to help travel agents learn more about the region. A small group of Nordic tour operators will be invited to attend the Travel South USA International Showcase to meet Southern suppliers directly. The Hablo platform will also be used to keep travel agents informed and engaged through online training and interactive activities.

Digital & Social Consumer Outreach:

To further engage Nordic consumers, we will activate Travel South USA’s Nordic social media channels for direct B2C communication, specifically Facebook and Instagram. Content from our media newsletters will be repurposed as social media content and we will post 2 times per week. Further, we’ll conduct community management, engaging with followers and answering any inquiries and comments.

Out of Scope Opportunities :

KPI's & GOALS

Project	KPI
TRADE	
Tour operator meetings	90
Agent Trainings	550
International Showcase & FAMs participants	6
Travel South Travel Trade Newsletter	10x
Open rate for Newsletters/leads generated	20%+
Managed Media	
Media Meetings	45
No. of Articles Generated	60
Impressions	70M
Global Media Marketplace & FAMs	5
Travel South USA PR Newsletters	10x
Open rate for Newsletters/leads generated	20%+
Social Posts - Owned Channels	
Facebook	
# of Posts	98
Reach	
Impressions	
Engagements	
Instagram	
# of Posts	98
Reach	
Impressions	
Engagements	
Consumer Campaigns	
NA	

Partner Engagement	
Alabama Highlighted Activation	1
Kentucky Highlighted Activation	1
Louisiana Highlighted Activation	1
Mississippi Highlighted Activation	1
Missouri Highlighted Activation	1
North Carolina Highlighted Activation	1
ROTS Highlighted Activation	1
South Carolina Highlighted Activation	1
Tennessee Highlighted Activation	1

2025

Country	Category	Date	Description	Location
Nordic	Trade	October 14, 2025	Discover America Sweden workshop	Oslo, Norway
Nordic	Trade	October 15, 2025	Discover America Finland workshop	Helsinki, Finland
Nordic	Trade	October 16, 2025	Discover America Norway workshop	Stockholm, Sweden
Nordic	Trade	September 17, 2025	Discover America Sweden workshop	Gothenburg, Sweden
Nordic	Trade	September 18, 2025	Discover America Sweden workshop	Malmo, Sweden
Nordic	Media	November 27, 2025	Travel News Market 2025	Stockholm, Sweden
Nordic	Trade	Nov 30-Dec 4, 2025 + Dec 4 - 7, 2025	Travel South International Showcase	Kansas City, MO + FAMS

2026

Country	Category	Date	Description	Location
Nordic	Trade	January 8, 2026	TravelMatch B2B	Oslo, Norway
Nordic	Trade	February 28, 2026	Swanson/Jambo Tours	Sweden
Nordic	Trade	February 26-27, 2026	Discover America USA Show	Copenhagen, Denmark
Nordic	Media	April 23-30, 2026	Travel South Media Marketplace	Mobile AL + FAMS
Nordic	Trade	May 16-21, 2026	IPW	Fort Lauderdale, FL
Nordic	Trade	Decemeber 2026	Travel South International Showcase	Nashville, TN + FAMS