

France REPORT

September 2025



Prepared by
B World Communication
32-34 Avenue Kléber, 75116 Paris – France
Web: www.bworldcommunication.com

Barbara Boltoukhine, President
+33 6 83 65 25 21
Barbara@bworldcom.com

Yohann Robert, Account Manager
+33 6 65 05 88 50
yohann@bworldcom.com



Table of Contents

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

I. Market Overview

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

Across all destinations, travel sales through both physical and online travel agencies were down 5% compared to August 2024. The top five destinations—mainland France, Spain, Tunisia, Greece, and Morocco—showed a slight decline. In contrast, Egypt performed strongly (+26%), ranking sixth, notably supported by a lower average spend. Italy also recorded growth (+9%) compared to its direct competitors. On long-haul routes, Mauritius, Thailand, and Tanzania experienced some slowdown. The United States saw lower bookings (-17%), despite a decrease in average spend (-5%). Standalone flight bookings, however, appeared promising in August, with September trends expected to provide further insights. Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en août 2025 - L'Echo Touristique](#)

Political situation

In September 2025, French politics were marked by the fall of François Bayrou's government, with Sébastien Lecornu appointed as the new Prime Minister. The formation of his cabinet has been delayed, while the sensitive issue of the 2026 budget takes center stage. Lecornu has chosen to forgo the use of article 49.3, instead seeking compromise with the opposition. At the same time, several union-led demonstrations, including a major strike on September 18, reflected concerns over the proposed spending cuts. The autumn is therefore shaping up to be defined by dialogue and negotiation, both in Parliament and in the streets. Source : [Sébastien Lecornu, un premier ministre déjà sous la pression des syndicats et du patronat - Le Monde](#)

Summer 2025: resilient demand despite overall decline

Summer 2025 was a mixed season for French travelers: overall departures declined (-8% in July-August, -6% in September), with long-haul travel more affected (-16%) while medium-haul and domestic destinations held up better. The average spending increased slightly, reflecting more cautious but still committed choices. Some destinations stood out: Egypt (+10%), Canada (+20%), Istanbul, and Scandinavia saw strong demand, while Morocco, Thailand, and the Dominican Republic faced challenges. The United States experienced a more moderate decline (-7%) and remains attractive for families and experience-seeking travelers. Tour operators successfully stimulated the market through promotions and last-minute sales, with SETO reporting a 4.4% revenue increase and notable growth for tours (+13%) and hotel stays (+5%). Overall, summer 2025 reflects a cautious yet dynamic market, with travelers focused on experience and operators adapting their offerings to extend the travel season. Sources: [Vacances d'été 2025 : juillet-août recule, septembre aussi - L'Echo Touristique](#) ; [Les destinations qui ont cartonné chez les Français cet été 2025 - MisterTravel](#) ; [Bilan été 2025 : une saison touristique en demi-teinte - La Quotidienne.fr](#) ; [Destinations/Seto : les tops et les flops des voyageurs pendant l'été 2025 - L'Echo Touristique](#)

IFTM 2025: record attendance and strong business momentum

The IFTM 2025 trade show, held in Paris, attracted over 32,000 tourism professionals, marking a continuous increase in attendance over the past four years. The event brought together 1,650 exhibitors and 177 destinations, with a notable rise in business meetings, reaching 16,725—a 27.7% increase compared to the previous year. This momentum is attributed to more precise targeting of strategic profiles, including a 10% increase in travel agents and group buyers, as well as a 39% growth in buyers from corporate, MICE, and leisure segments. Source : [IFTM 2025 : une édition optimiste, soutenue par une belle fréquentation - Tourmag](#)

French travelers keep the US on top

Summer 2025 confirmed that the United States remains the top long-haul destination for French travelers. In August, 185,096 French tourists visited the country, nearly matching August 2024, with 176,222 in July, bringing the total since January 1, 2025, to 1,093,016 visitors, 6% lower than 2024 but 3% higher than 2023. France ranks 10th among outbound markets and 3rd in Europe, behind the UK and Germany. Last-minute bookings supported summer activity, and group travel is gradually picking up, with tour operators adjusting their catalogs to extend the season. Airlines are maintaining or increasing capacity on transatlantic routes for winter 2025-2026, with Air France, Delta, United Airlines, and French Bee offering solid connections. Sources : [Voyages aux États-Unis : l'effet Trump s'estompe, pas la hausse des prix ! - Tourmag](#) ; [Brand USA : États-Unis : pas de coup de froid sur les liaisons françaises cet hiver - L'Echo Touristique](#) ; [OT des États-Unis : "Nous retrouverons les chiffres de 2019 en 2026" - L'Echo Touristique](#) ; [La chute du tourisme aux États-Unis liée à la politique Trump, voilà qui inquiète à un an de la coupe du monde de football - RTBF](#)

II. Executive summary

❖ TSUSA 2025 International Showcase in Kansas City, Missouri-Update:

BWC nominated Back Roads, represented by Delphine Berteuil, as the suggested recipient of the 2025 TSUSA Ambassador Awards during December 1st Honors Night in Kansas City. Founded in 1993 by a passionate traveler, Back Roads has been designing tailor-made trips to the South for over 30 years. Driven by the desire to share a rich storytelling of in-depth travel experiences, the team makes it their priority to offer authentic discoveries and encounters with other cultures. This philosophy is focused on sharing, conviviality, and human enrichment that foster immersion.

❖ Out of scope Trade Webinar with JetBlue France:

As a complement to the FY26 scope of work, BWC secured a free of charge Trade Webinar with the JetBlue France team on November 18th, 2025. The goal is to highlight the TSUSA destinations and air connectivity to a targeted audience of 50-80 travel agents representing key distribution networks and tour operators nationwide. Invitations will be shared in October.

❖ 2026 TSUSA Pan-European Roadshow -Update:

In September, BWC suggested venue and rate quote options to the TSUSA team for the 2026 TSUSA France Mission in Paris on March 16th, 2026. 'The LAB', located in the 5th arrondissement, next to Notre Dame de Paris Cathedral on the Left Bank, was identified as a perfect match for the event. BWC will secure the venue in October and discuss layout and inclusions with the TSUSA team.

❖ TSUSA New Branding:

In September, BWC started using the TSUSA new branding (logo and colors) to produce the monthly Newsletter and Press Release to key Trade and Media industry contacts in France. See section IV. Newsletter & Sales calls for screenshots.

❖ International Metrics for FY26 - Q1:

		July	Aug	Sept	Q1 TOTAL	FY 25/26 TOTAL
9 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN	France					
	Travel Trade					
	Trade Meetings/ Trainings	5	11	11	27	27
	Number of Agents Trained	2	0	32	34	34
	PR					
	Media Meetings	3	4	8	15	15
	Total number of articles published	9	10	13	32	32
	Impressions	282 680,00	2 877 330,00	8 594 740,00	11 754 750,00	11 754 750,00

III. Travel Trade

FY26 Trade events or marketing highlights with Tour Operators

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
2025 TSUSA INTERNATIONAL SHOWCASE November 29 - December 7, 2025 (Kansas City, MO) & post tours				
Update : in September, BWC finalized the air reservations and travel arrangements for all the participants and nominated Back Roads as the French recipient of the 2025 TSUSA Ambassador Awards, for their long-time support, expertise and product development in the South. Following previous discussions with the Alabama Tourism Department for a dedicated plan of action on the French market, BWC and TSUSA agreed on discussing directly in Kansas City as part of the 1:1 meeting sessions between state representatives and in-market agencies.				
BACK ROADS	Meeting	Delphine Berteuil USA Specialist & Product Referent	Registration completed with post tour : Beats of Memphis to Music City Vibes (Tennessee). Kansas City tour #1 : Rhythms & Roots. Kansas City tour #2 : Gangsters & Gin.	BWC will follow up on appointment scheduling in October.
CARACTERES D'AMERIQUES	Meeting	Caroline Compain Product Manager	Registration completed with post tour : Get Your Kicks, a Missouri Route 66 Road Trip Adventure (Missouri) Kansas City tour #1 : Morning Genera Tour. Kansas City tour #2 : Urban Art & Wine Tour.	BWC will follow up on appointment scheduling in October.
EVASIONS USA	Meeting	Manon Cherel Product Manager	Registration completed with post tour : Beer, Baseball, Blues & A Little Bit of Route 66 – A True St. Louis Experience! (Missouri) Kansas City tour #1 : Afternoon Genera Tour. Kansas City tour #2 : Kansas City Crafted, a journey Through Local Makers.	BWC will follow up on appointment scheduling in October.
NAAR VOYAGES	Meeting	Fanny Pousson USA Specialist & Product Referent	Registration completed with post tour : Get Your Kicks, a Missouri Route 66 Road Trip Adventure (Missouri) Kansas City tour #1 : Morning Genera Tour. Kansas City tour #2 :	BWC will follow up on appointment scheduling in October.
PARTIR AUX ETATS-UNIS	Meeting	Olivier Pulcini Founder & CEO	Registration completed with post tour : Art & Adventure in Arkansas (AR) (Arkansas) Kansas City tour #1 : Morning Genera Tour. Kansas City tour #2 : KC BBQ Experience.	BWC will follow up on appointment scheduling in October.
YUCAIPA VOYAGES	Meeting	Pauline Carpier Founder & Director	Registration completed with post tour : Beats of Memphis to Music City Vibes (Tennessee). Kansas City tour #1 : Kansas City's Historic Treasures Tour. Kansas City tour #2 : Kansas City Crafted, a journey Through Local Makers.	BWC will follow up on appointment scheduling in October.

IV. Newsletter & 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 distributed a Newsletter the Trade Industry in France, highlighting the 'Biking & Hiking in the Outdoors: What's in Your Picnic Basket?' theme and featuring the following destinations: Rhythms of the South, Kentucky, North Carolina, Alabama and Mississippi.

TravelSouth
All Y'all Are Welcome **USA**

Contacts: Yohann Robert

Tél. 06 65 05 88 50 - yohann@bworldcom.com

Barbara Boltoukhine - barbara@bworldcom.com

Vendredi 26 septembre 2025

Contacts : 1,532
Open rate : 30.80%

NEWSLETTER

LES PLUS BEAUX SPOTS DE RANDONNÉE ET DE BALADE AU COEUR DU SUD-EST AMÉRICAIN

En ville, à la montagne, sur les côtes ou dans les pittoresques paysages de prairies, le sud-est des États-Unis regorge de sites dédiés aux activités de plein air, au premier rang desquelles la randonnée à pied ou à vélo. Des milliers de kilomètres de sentiers aménagés n'attendent que les visiteurs pour allier détente et découverte.



RHYTHMS OF THE SOUTH

Atlanta offre un mélange éclectique d'activités à vélo, de randonnées pédestres et de sites de pique-nique, mettant en valeur sa beauté naturelle et ses attraits urbains. Incontournable, l'**Atlanta BeltLine** est un parcours traversant plusieurs quartiers agrémentés d'installations artistiques et d'aires de repos, ainsi que des espaces verts comme Piedmont Park et ses très belles vues panoramiques. À une courte distance de

route, **Stone Mountain Park** dispose de sentiers pittoresques très prisés des amateurs de vélo, tandis que **Chattahoochee River National Recreation Area** est le cadre idéal pour allier randonnée et pique-nique en toute quiétude.



ALABAMA

Moins connu pour ses atouts naturels, l'**Alabama** dispose d'un réseau diversifié de sentiers de découverte thématiques et de pistes cyclables, qui serpentent à travers forêts luxuriantes, montagnes pittoresques et paysages côtiers. Des contreforts des montagnes Appalaches aux paisibles sentiers bordant les rivières, les activités de loisirs en plein air sont légion. Situé à **Huntsville**, **Monte Sano State Park** et ses « Murs de Jericho »

attirent les randonneurs pour leur ascension réputée difficile mais récompensée de superbes vues panoramiques. Les cyclistes privilégieront quant à eux **Chief Ladiga Trail**, premier projet de réhabilitation d'une ancienne voie ferroviaire en Alabama. S'étendant sur 53 kilomètres depuis la ville d'Anniston jusqu'à la frontière avec la Géorgie, il permet de combiner les deux États via le sentier Silver Comet Trail. Au sud, l'un des principaux réseaux de sentiers de l'Alabama est le **Hugh S. Branyon Backcountry Trail**, situé dans **Gulf State Park** à **Gulf Shores** et **Orange Beach**. Quelques 45 kilomètres à travers six écosystèmes distincts, dont des marais d'eau douce, des marécages côtiers de feuillus et des pinèdes, offrent une incursion paisible en pleine nature. Apprécié aussi bien pour son intérêt récréatif que pour son rôle dans la protection environnementale, il met en valeur le meilleur de la nature côtière de l'Alabama.



Rough River Dam State Resort Park

Offrant de nombreuses activités ludiques, ils permettent aussi de se restaurer dans des adresses de proximité très appréciées des locaux, telles que **Farmer's Feedmill** ou **Hometown Hangout**. Parmi les sites récréatifs peu connus se cache aussi **Big South Fork National River and Recreation Area**. Couvrant environ 50 000 hectares de gorges escarpées et de forêts denses le long de la frontière sud-est avec le Tennessee, Big South Fork est l'un des terrains de jeux en plein air les plus plaisants. Les nombreux cours d'eau qui se jettent dans la Cumberland River y ont sculpté au fil du temps les impressionnantes falaises, arches et cheminées naturelles qui parsèment le parc.

MISSISSIPPI

Les différentes régions du **Mississippi** attirent aventure en plein air et riche histoire. Au nord de l'État, **Tanglefoot Trail** est une piste cyclable pavée de 70 km qui s'étend des Appalaches aux « Mississippi Hills ». Les randonneurs peuvent y explorer les sentiers autour de **Wall Dickey State Park** ou déambuler dans la ville historique d'**Oxford**. Dans le centre, **Natchez Trace Parkway**, route panoramique longue de plus de 700 km, est idéale pour le vélo et la randonnée, notamment aux abords de **Jackson Ridge**, **land** et **Clinton**. Elle offre de nombreux points de vue et sites historiques pour se détendre et déjeuner à l'ombre d'arbres majestueux. **LeFleur's Bluff State Park** à Jackson dispose également de sentiers, de parcours en canoë ou paddle et d'aires de pique-nique verdoyantes. Les randonneurs expérimentés profiteront quant à eux d'un jeu caché de l'État à **Red Bluff**, souvent surnommé le « Petit Grand Canyon du Mississippi ». On y explore des paysages spectaculaires et colorés, uniques dans la région. Plus au sud, les amateurs de beauté côtière et de nature sauvage choisiront d'emprunter **Longleaf Trace**, un sentier de 70 km reliant **Hainesburg** à **Prentiss**, et serpentant à travers forêts de pins et petites localités au charme typique du sud. **Shepard State Park** et **Gulf Islands National Seashore** complètent la découverte le long de la côte du Golfe du Mexique, entre plages de sable blanc et superbes demeures historiques.



CAROLINE DU NORD

Trois régions, trois ambiances. Côte montagnes, la **Caroline du Nord** offre des paysages somptueux où sentiers de randonnée et routes cyclables font le bonheur des amoureux d'escapade en plein air. **Pisgah National Forest** et **Beech Mountain Resort** concourent d'ailleurs à adoucir les sentiers aventureux grâce à leurs pistes accidentées ou à leurs pentes vertigineuses. Dans la région centrale du **Piedmont**, de pittoresques voies vertes et des parcs urbains attirent activités extérieures et intérêt culturel. L'**American Tobacco Trail**, près de **Durham**, traverse plus de 35 km de bois luxuriants et terres agricoles paisibles, tandis que **Umstead State Park** à quelques encablures de **Raleigh** est un pourmon vert idéal pour une journée de détente entre deux découvertes urbaines. Le long du littoral, les brises océaniques agrémenteront une promenade le long du magnifique front de mer aménagé de **Wilmington** ou accompagneront une balade à vélo sur les sentiers et routes panoramiques de l'île d'**Ocracoke** dans la région des **Outer Banks**. Sur une dune ou à l'ombre d'un phare historique, les côtes de Caroline du Nord sont toujours synonymes de décor enchanteur.



KENTUCKY

Le **Kentucky** compte 30 villes de randonnée certifiées par l'État appelées « **Trail Towns** » et soigneusement sélectionnées pour leur proximité avec certains des sentiers naturels, rivières et lacs les plus époustouflants du « **Bluegrass State** ». La ville de **Leitchfield**, ajoutée à la liste fin 2024, en est l'un des meilleurs exemples, idéalement située à mi-chemin entre deux parcs naturels très prisés du centre du Kentucky : **Nolin Lake State Park** et

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

Company Name	Contact mode	Share Contact person	Activity/Activation	Follow up/Next step
SALAÜN HOLIDAYS	Meeting	Olivia Kervadec Sales Coordinator Brittany (West of France)	Salaün Holidays is one of France's prominent tour operators and the second privately-owned agency network. BWC had a meeting with Olivia in September to discuss training opportunities and trade activations. Olivia suggested securing a training session for 15-20 agencies in their Chateaulin headquarters' offices (Brittany) on April 9 th , 2026. BWC will review calendar and cost to decide on the opportunity.	Follow-up in future reports.
NAUTIL /OOVATU VOYAGES	Meeting	Grégory Bailleul Product Director	BWC had a meeting with Grégory to discuss a training session for their sales team and future partnership opportunities, including product development and participation in the 2026 TSUSA Showcase.	Follow-up in future reports.
NAAR BESPOKE TRAVEL	Meeting	Juliette Fouques Sales Coordinator	NAAR is a fast-growing tour operator in France, capitalizing on preferred distributing partners in key areas. In September, BWC discussed with Juliette Fouques, one of NAAR's sales team ambassadors, to plan training sessions in the North of France, likely during Q2 or Q4 2026 (FY27). BWC will follow up on the opportunity after considering budget and calendar options.	Follow-up in future reports.
AMERICAN MOTORS TRAVEL	Meeting	Wendy Porte USA Product Specialist	American Motors Travel specializes on motorbike tours, offering escorted tour series and ad-hoc group experiences. BWC had a spontaneous meeting with Wendy during the IFTM Trade show in Paris to explore marketing support, training needs and B2B2C activation to help boost their sales in 2026. Wendy will keep BWC updated when their new website is live, with new functionalities to enhance destination brand content.	Follow-up in future reports.
VERDIÉ VOYAGES	Meeting	Pierre Mantis Product Director	Verdié is an escorted tour specialist operator, historically located in the Southwest part of France, with a strong potential for FIT business development. BWC had a meeting with Pierre in September to explore training and marketing partnership for Verdié Voyages.	Follow-up in future reports.
JETSET VOYAGES	Meeting	Valérie Heurtel Product Director & Yves Schaub Sales Manager	Jetset Voyages is a B2B well-known Tour Operator, part of the Premium Travel Group, recently acquired by the Marrietton Développement group. Jetset Voyages joined the 'Monde à la carte' department and brands focusing exclusively on tailor-made trips. As one of France's leading US-specialist tour operators for nearly 40 years, their product range includes private escorted tours, self-drive tours, motorcycle tours, cruise & train experiences and all types of accommodation. BWC had a meeting with the Jetset Voyages team on September 17 th to discuss their offers and priorities for 2026.	Further discussions will be held to explore partnership opportunities in FY27.

EXPERT TRAVEL US	Meeting	Coralie Boutiflat USA Specialist	Expert Travel US is a USA-specialist tour operator and travel agency based in the North of France. BWC discussed training needs with Coralie in September and confirmed a dedicated session for their team on October 17 th , 2025. BWC will seize the opportunity to discuss partnerships for the TSUSA destinations.	Follow-up in the October report.
AMERIGO	Meeting	Nathalie Delame North America Product Manager	Nathalie contacted BWC to get images to refresh her southern products, especially Alabama. BWC shared a Gulf Shores and Orange Beach imagery selection after reaching out to Laura Hicks from the Alabama Tourism Department. BWC will discuss with Nathalie later this Fall for future opportunities to highlight the South such as B2B events or marketing activations for FY27.	Follow-up in future reports.
VOYAGES RIVE GAUCHE	Meeting	Vanessa Beauville Product Department	Voyages Rive Gauche is a group-specialist tour operator based in Paris. BWC has been in touch with Vanessa to provide training support and visibility options for TSUSA. Vanessa and BWC met during the IFTM Trade show and focused on confirming a TSUSA destination-dedicated webinar for their sales team, distribution partners and group prospects. BWC will also explore participation in their next internal trade workshop open to receptive operators and tourist offices.	Follow-up in future reports.
SPVA VOYAGES	Meeting	Emilie Gonzales Product Development Manager	SPVA Voyages is a group-specialist operator, selling ad-hoc group experiences to company staff members traveling together or association boards. BWC had a meeting with Emilie in September to discuss her wish to develop a product range in the South, starting with a Louisiana/Mississippi combo for which itinerary suggestions and product inclusions were shared.	Follow-up in future reports.
VIALALA	Meeting	Natacha Potier Product Director	Vialala is a digital platform dedicated to independent travel designers, allowing them to better serve their customers with a professional tool and respect business rules when providing advice and suggestions. BWC was in touch with the Vialala team in September to further explore their activity and how it relates to destinations for visibility and partnerships.	Follow-up in future reports.

V. PR & media

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

Press releases and Media contacts.

In September, BWC created and shared a press release to key targeted media in France, highlighting the 'Biking & Hiking in the Outdoors: What's in Your Picnic Basket?' theme and featuring Rhythms of the South, Kentucky, North Carolina, Alabama and Mississippi.

TravelSouth
All Y'all Are Welcome **USA**

Contacts: Yohann Robert
Tél. 06 65 05 88 50 - yohann@bworldcom.com
Barbara Boltoukhine - barbara@bworldcom.com

Vendredi 26 septembre 2025

Contacts : 587
Open rate : 31.72%

COMMUNIQUÉ DE PRESSE

LES PLUS BEAUX SPOTS DE RANDONNÉE ET DE BALADE AU COEUR DU SUD-EST AMÉRICAIN

En ville, à la montagne, sur les côtes ou dans les pittoresques paysages de prairies, le sud-est des États-Unis regorge de sites dédiés aux activités de plein air, au premier rang desquelles la randonnée à pied ou à vélo. Des milliers de kilomètres de sentiers aménagés n'attendent que les visiteurs pour allier détente et découverte.

❖ Coverage book Link: [September 2025 | GPP France FY25-26 | CoverageBook](#)

September 2025

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
VOYAGER MAGAZINE	Meeting	Dominique Krauskopf Chief Editor	Following the OSS press trip in April 2025 for Rhythms of the South and Visit Mississippi, Dominique released two additional contents in September: - A 56-minute Radio podcast dedicated to the city of New Orleans. Link to content: https://www.rcf.fr/ecologie-et-solidarite/escapade - A digital article dedicated to the Louisiana and Mississippi leg, including highlights of Baton Rouge, Natchez, Jackson, Cleveland and Tupelo. Link to content: https://www.voyager-magazine.fr/sur-les-traces-du-vieux-sud-et-du-king/	No more coverage expected after 4 articles and 3 radio podcasts.
MICHELIN EDITIONS	Meeting	Philippe Orain Director Travel & Gastronomy Guides	Michelin is preparing a new edition of its Louisiana/Southeast American Green Guide for 2026. They offered BWC to include a southern state and Louisiana-dedicated 16-page booklet on a specific theme to be defined (e.g. experiences, cycling, ecofriendly travel, French-speaking areas and initiatives etc.) to complement the guide's existing content. Budget: €12,000 (approx. \$ 14,000) excluding tax. BWC declined this offer, given that there is no budget available for the current fiscal year, and the short mid-October deadline. The next update of the guide is scheduled for 2028. This inclusion could then be considered in the FY27 budget if relevant for the TSUSA destinations. Note that The Michelin Green Guide will celebrate its 100th anniversary in 2026.	No follow-up for now.
EN'VOLS	Meeting	Catherine Michel Media Solutions Advertising Director	En'Vols, part of Reworld Media Connect, is the Air France in-flight magazine and a synergic digital platform & travel guide. In September, BWC received advertorial offers from the En'Vols team: - En'Vols Print Magazine Edition #22: luxury-oriented content. Circulation: 100K copies. Published on November 28th for a 2-month visibility. File submission on October 27th. Front-page section Ad: €5,000 net (approx. \$ 5,850) excluding VAT. - En'Vols 100 -the special edition guide. "A travel companion to keep all year round". Published on December 19th for a 2-month visibility (end of December during the holidays, through January and February). File submission on November 25th. Front-page section Ad: €4,500 (approx. \$ 5, 260) net excluding VAT – exceptional rate if two pages are confirmed. BWC declined the opportunity and will consider future relevant offers for TSUSA.	No follow-up for now.

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
GLOBE RIDER MAGAZINE	Email	Collin Audibert Chief Editor	Globe Rider Magazine, part of Média Réclame Publishing, is a recently launched motorbike-dedicated publication with an average 25,000-copie bimonthly print circulation. It invites bike lovers to set off on an incredible adventure that is enriched by every mile, every encounter and every discovery. The Globe Rider Magazine team also participate in motorbike-dedicated consumer fairs, with 3,500 free copies being distributed during each event. BWC received Globe Rider Magazine's media kit after a clipping article dedicated to the Route 66 centennial anniversary in September.	Future opportunities will be discussed if relevant for TSUSA.
PRESTIGE MAGAZINE	Meeting	Brice Charton Freelance Journalist	Following his TSUSA Global week press trip to Louisiana earlier this year, Brice released print and digital articles for Prestige Magazine, highlighting the Lake Charles and Lafayette cultural and natural assets.	Links and screenshots will be shared in the October report upon receipt.
LES SPLENDEURS DU MONDE	Meeting	Lucas Rouillier Founder	Les splendeursdumonde is a social media platform with a nearly 600K Instagram audience (74.3% French) and 8.5 million views each month. BWC met with Lucas during the IFTM Paris show in September and discussed collaboration opportunities for tourist offices.	Further opportunities will be explored to highlight the South.
ULYCES	Meeting	Nicolas Prouillac Head of Brand Content	ULYCES identifies as the fastest-growing French digital media on social networks, well above competition in terms of Reach and Engagement rates. 3.8 million followers. 500+ million monthly views 4.83% average Engagement rate.	BWC will follow-up on partnership options if relevant for TSUSA.
GEO MAGAZINE	Meeting	Anne-Laure Pineau Freelance Journalist	BWC had a meeting with Anne-Laure to discuss an OOS Media opportunity with GEO magazine (print & digital article). GEO is the #1 Discovery brand and website in France. 2.8M monthly readers. 5.5M monthly views. 99.000 print circulation. 1.2M social media subscribers. Coverage angle: Lower Mississippi River Trip – History & storytelling. Meet with those who live and embody the extraordinary diversity of this cultural gem and its biodiversity. Whether they are musicians, biologists, catfish or alligator fishermen, Cajun cowboys, historians, ferry drivers, dockworkers, artists, white, black, Native Americans, the legendary river has a large place in their daily lives. -Featured states: up to 4 (Missouri, Tennessee, Mississippi & Louisiana). -Press trip for 2: journalist + photographer. -Travel window: Q1 2026 -Budget to be discussed: OOS (air + car rental + hotels + meals)	An official request with full brief will be shared with the TSUSA team in October.

VI. Social Media

Content

B World Communication published 10 Facebook and Instagram posts in September, with a selection of highlights and events such as Music (Nashville), Food & Libations (Missouri, Kentucky, New Orleans), Neighborhoods and attractions (Alabama, South Carolina, Louisiana, Mississippi, North Carolina) and Beaches & Nature (Tennessee). In addition, the cover photo featuring the new logo and the French flag resulted in a dedicated Facebook post.

Facebook	September 2025	Evolution vs last month	Instagram	September 2025	Evolution vs last month
Facebook page followers	7,639	Down 0,1%	Instagram page followers	100	Up 443,8%
Facebook reach	5,652	Up 976,6 %	Instagram reach	8,644	Up 61,6K %
Facebook views	8,819	Up 364,4 %	Instagram views	12,671	Up 672,4%
Facebook likes	51	Up 59,38%	Instagram likes	151	Up 132,31%
Facebook comments	6	Up 200%	Instagram comments	1	Down 83,33%
Facebook shares	6	Up 100%	Instagram shares	2	Up 200%

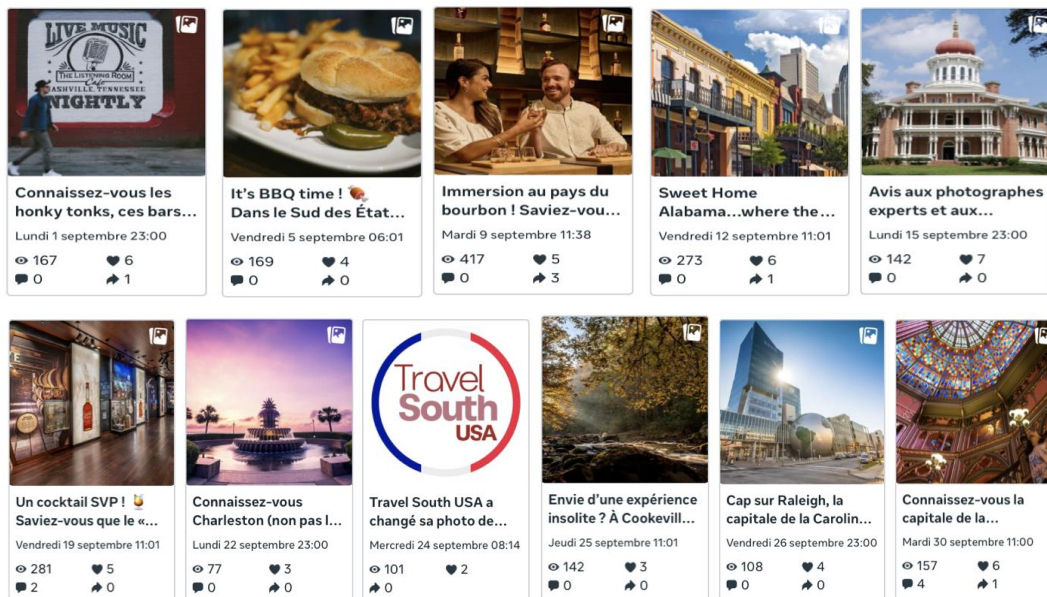
Paid promotion

B World Communication published 3 sponsored posts in September, one Facebook post for an amount of \$29, and two Instagram posts for an amount of \$35 each, totaling in \$99 spent on paid promotion.

The sponsored Facebook post resulted in 7,570 views and 648 interactions including 12 shares.

The sponsored Instagram posts resulted in 10,901 views and 361 interactions including 185 clicks on the Instagram page.

September Facebook posts



**Organic post
with best reach and views**



**Organic post
with most interactions**



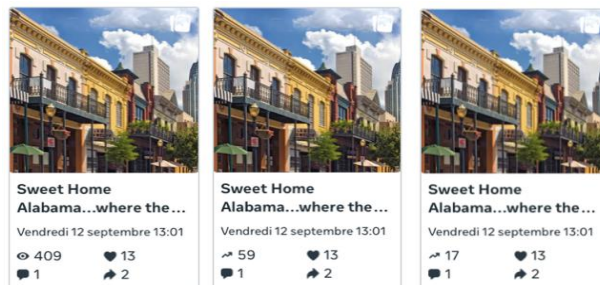
**Best sponsored
post**



September Instagram posts



**Organic post with best reach,
views and most interactions**



**Best sponsored
post**



Post highlights

Nashville - music - honky tonk; **Missouri** - Food & Libations - Kansas BBQ; **Kentucky** - Food & Libations – bourbon; **Alabama** - Neighborhoods and attractions - Mobile; **Mississippi** - Neighborhoods and attractions - Natchez; **New Orleans** - Food & Libations - Sazerac; **South Carolina** - Neighborhoods and attractions - Charleston; **Tennessee** - Beaches & Nature - Sulfur Ridge; **North Carolina** - Neighborhoods and attractions - Raleigh; **Louisiana** - Neighborhoods and attractions - Baton Rouge

VII. Newsletters & Visit USA activity key points.

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

Source	Activity/Activation	Follow up/Next step
	1. 2025/2026 Membership Monthly Newsletter (French and English). BWC created and shared an article dedicated to the state of South Carolina, highlighting immersive and luxury outdoor experiences.  La Caroline du Sud offre une variété d'expériences haut de gamme pour tous budgets. Le restaurant Bistronomy à Charleston est réputé pour son dîner dégustation « <i>Mercy of the Chef</i> », avec quatre plats surprises, accompagnés de vins soigneusement sélectionnés. L'occasion de savourer des recettes locales et accords mets-vins étonnants. Pour une aventure en plein air, on optera pour la beauté des eaux côtières avec Nature Adventures, où chaque coup de pagaie révèle la magie du Lowcountry. À bord d'un canoë à Shem Creek, le visiteur navigue au plus près de la nature, entre les dauphins curieux et les oiseaux du rivage. Wild Dunes Resort propose quant à lui une expérience de bien-être unique : un bain sonore flottant au coucher du soleil à la piscine du Boardwalk Inn. Tendance émergente alliant thérapie aquatique, méditation et guérison vibratoire, elle invite au lâcher-prise dans un cadre naturel époustouflant. Nichée au cœur des chênes historiques du Lowcountry, Treehouse on John's Island est une cabane dans les arbres offrant une retraite luxueuse pour voyageurs en quête d'intimité et de dépaysement. On y admire la faune sauvage à travers les grandes fenêtres ou depuis la spacieuse terrasse de ce refuge surélevé. Suivez-nous sur nos réseaux sociaux en français Instagram - Facebook Link to content : Caroline du Sud : luxe, immersion et tendance - Office du tourisme des USA Performance results -Trade contacts (French version): 7,400 / Open rate: 34.3%. -Trade contact (English version): 1,100 / Open rate: 47.7%. -Media contacts: 1,100 / Open rate: 39%.	

Other TSUSA destinations featured in the September Newsletter:

Louisiana (by Louisiana Office of Tourism).



De la reconnaissance de la musique jazz au premier Gouverneur afro-américain, en passant par l'histoire de l'esclavage et de la Ségrégation, la Louisiane fut **le théâtre de nombreux combats pour l'égalité des droits aux États-Unis**.

Près de Natchitoches, la région de Cane River abrite depuis plus de deux siècles le patrimoine hérité d'un groupe culturel distinct, les Afro-Créoles. Issus de l'union entre le planteur français Claude Thomas Pierre Metoyer et son épouse africaine Marie-Thérèse Coin-Coin, leurs descendants ont su préserver traditions et mémoire, grâce au site de Melrose Plantation, anciennement Yucca Plantation. Ce vaste complexe dispose d'un exemple rare d'architecture d'influence africaine aux États-Unis, appelé « African House ». La renommée du lieu sera définitivement scellée par l'arrivée de l'artiste folk afro-américaine Clementine Hunter, dont les peintures ont immortalisé l'identité culturelle de la région.

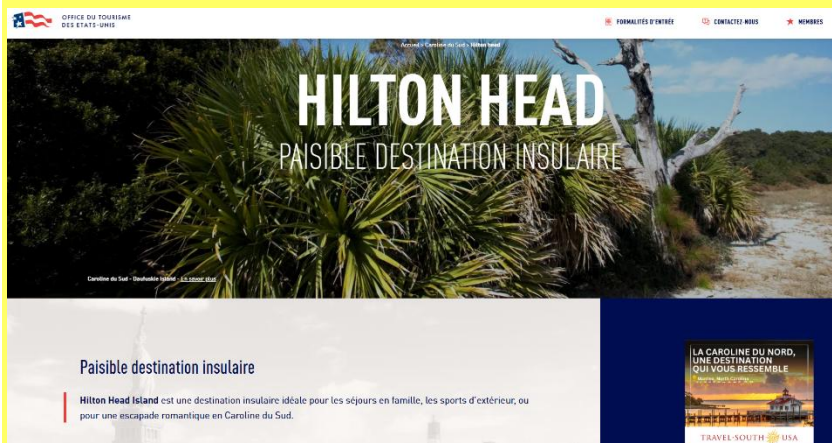
Tout près de là, St. Augustine Church, première église catholique du pays, fut construite il y a plus de 200 ans par des personnes de couleur libres. Elle témoigne du rôle central de la communauté créole de la société de l'époque.

Cane River Creole National Historical Park regroupe quant à lui 63 structures historiques, dont Oakland Plantation et Magnolia Plantation, ainsi que des collections d'archives familiales, meubles, outils et objets retraçant les croisements complexes des cultures française et africaine dans la création d'une société créole singulière.

Link to content : [Louisiane : hauts lieux de l'héritage Afro-Américain - Office du tourisme des USA](#)

2. 2025 Membership monthly banner promotion.

North Carolina was promoted in September, out of South Carolina, Virginia and Washington D.C. Visit USA France source pages.



3. E-learning -Update.

2024/2025 statistics for the V10 version launched in October 2024:

- 730 Trade professionals and US specialists connected to the program.
- 187 of them (25.61%) reached the Expert level.
- 142 of them (18.04%) entered the 1st Class Club.

4. Visit USA 2025 Trade Workshops.

In September, the Visit USA France team shared the invitation for the 2025 Trade Workshops that will take place in four cities in November and December. BWC will attend in the city of the Le Havre (North of France) on November 25th, 2025, and Lyon on December 11th, 2025, (Southeast of France) on behalf of Travel South USA.

