

NORDICS REPORT

September 2025



Prepared By:



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ABOUT TSUSA

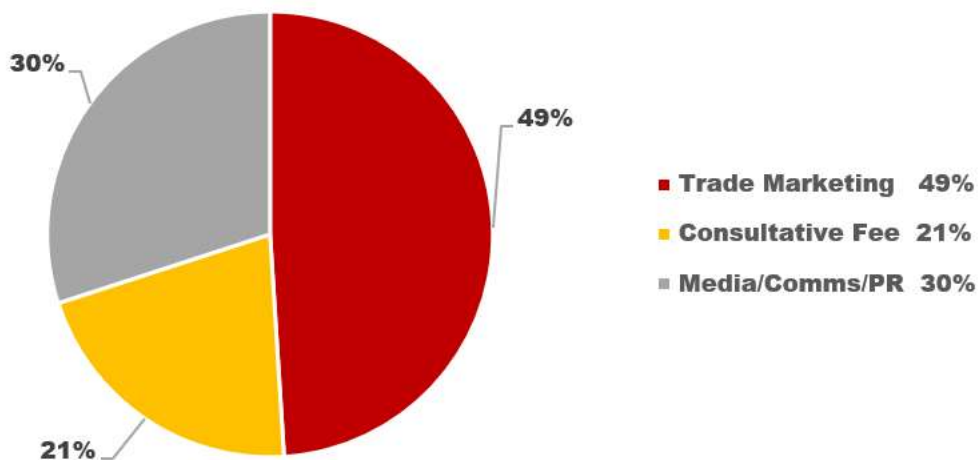
Global Partner Programming

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 10th 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 FY26.

FY 26 Nordic GPP Resource Allocations



I. Executive Summary

- FDM Influencer tour has taken place across Atlanta and the Carolina
- Preparations complete for upcoming Brand USA and Discover America events in Nordics
- Several Nordic operator heading to Brand USA week in London – ad hoc meetings arranged
- International metrics for FY25-26

		JUL	AUG	SEP	Q1 Total	Q2 Total	Q3 Ttal	FY 25/26 Total
#	Nordics							
	Travel Trade							
	Trade Meetings/ Trainings	7	7	6	0	0	0	20
	Number of Agents Trained	0	3	5	0	0	0	8
	Media Meetings	1	3	3	0	0	0	0
	Total number of articles published	7	6	3	0	0	0	0
	Impressions	3,837,010	45,560	128,450	0	0	0	4,011,020

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

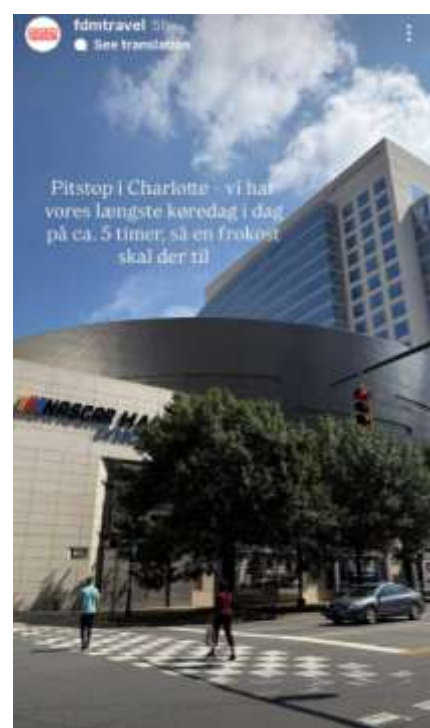
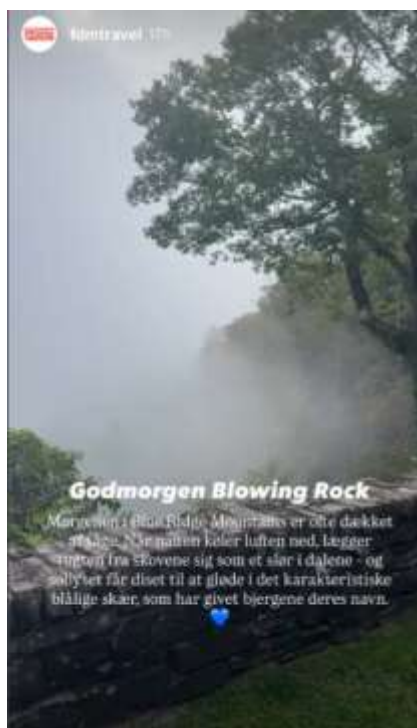
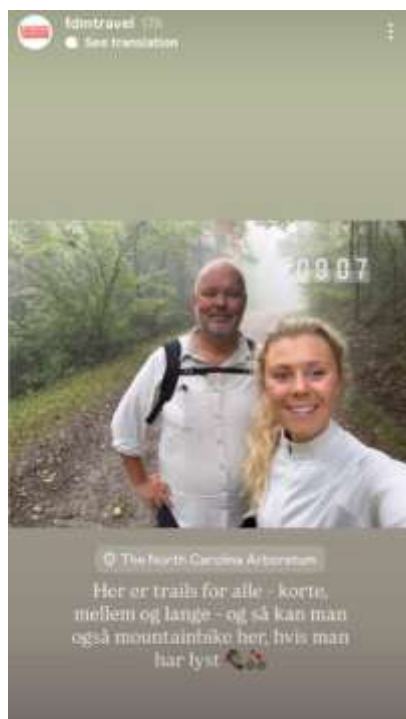
II. Travel Trade

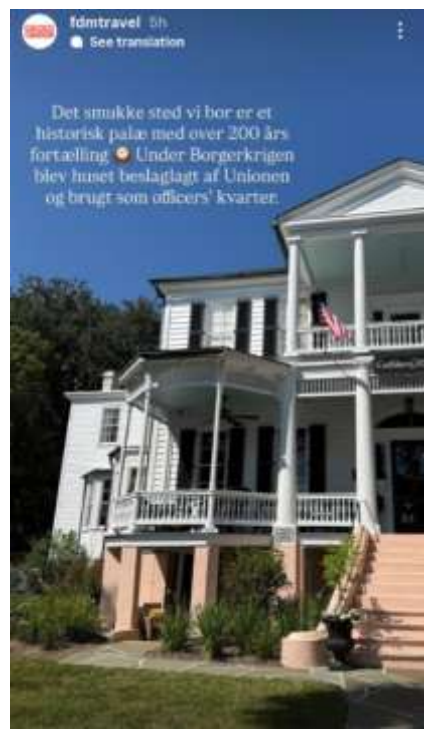
Trade Contacts (phone calls, emails, personal meetings)

Contacts	Activity/Activation	Follow-up/ Next step
FDM Travel Frederik Ohrgaard/ Birgitte Vradaal/Liz Bittner	The FDM influencer trip got underway this month with Catherine Loudrup (SoME) and Lars Milbaek (Marketing) undertaking the trip. The trip ran from the 14 th September through to 26 th September. The schedule took in: <u>Atlanta</u> – Centennial Olympic Park, BeltLine, Ponce City Market (Stonehurst Place) <u>Greenville</u> – Euphoria Festival (Pettigru Place) <u>Asheville</u> – via Hendersonville, NC Arboretum, Citizen Vinyl, Trolley tour, Biltmore Estate (1900 Inn on Montford) <u>Boone & Blowing Rock</u> – Drive the Blue Ridge Parkway, Grandfather Mountain, Julian Price Memorial Park (Gideon Ridge Inn) <u>Myrtle Beach</u> – Via Charlotte for lunch, Hook & Barrel, Murrells Inlet Marshwalk, Saltwater Eco Excursion, Brookgreen Gardens, Barefoot Landing (Springhill Suites Myrtle Beach Oceanfront) <u>Beaufort</u> – via Charleston Tea Garden, Old Point Neighborhood (Cuthbert House Inn) <u>Charleston</u> – Sweetgrass basket weaver Charleston City Market, Charleston VIP Pass, Boone Hall	Ongoing
SAS – Lars Mork	Discussed HABLO's intention to start operating in the Scandinavia market and he is keen to participate. Membership is free to airlines and we need to discuss how we set their profile up, given there are three 'home' SAS markets.	Ongoing
Travel South Showcase Kansas City	We have had two cancellations from Norway (Unike and AmerikaSpecialisten) both for personal rather than business reasons. However, we have two delegates from FDM and another from Swansons' both confirm. We now have five confirmed attendees. We are working on these flight details and final logistics.	
Nyhavn Rejser – Kim Carlsson	Meeting agreed during Brand USA week, specifically to update on Danish market but also to see if there are any promotional activities that might be possible.	
Swanson's Travel – Tommy Swanson	We have now agreed to take two pages in the 2026 Swanson's catalogue, with content and timings to be agreed. Swanson's has appointed Johan Rudolf as their new director of sales and marketing who replaces Anders Persson following his retirement. Johan will attend Travel South showcase in Kansas City. The Swanson's Travel Day is moving again for 2026. It will move from Malmo and now be held in Stockholm but alongside its sister companies Jambotours and Temaresor. It will effectively now be a 'Lonmghaul Travel Day' with 50% of the exhibitor being from the US. The venue will be the Radisson Blue Waterfront.	
Travel News Market - Stockholm	Travel News Market – Stockholm takes place on November 27 th 2025. In past years Travel South has held space on the Related stand. However the venue has changed from the Waterfront Congress Centre to the Annexet, Avicii Arena, with a smaller space. We will therefore not hold our usual Whisky tasting media event but instead hold a bespoke event in Copenhagen instead. The Danish media is currently more open to US storylines than the Swedes.	

Discover America/Brand USA events – October 2025	All logistics are in place for the three events in Oslo, Helsinki and Stockholm. Guides have been sent and several external meetings have been set up (Icelandair, AmerikaSpesialisten & Discover America). North Carolina were due to participate in these events but following Amanada Baker's appointment her transition and new responsibilities have meant they had to cancel. A further update on the cancelled Malmo and Gothenburg events. It seem the proximity to the Travel News Market event in Stockholm was partly to blame and so Discover America will look at alternate dates to see if they might work. The Discover America annual board meeting has been moved from October 6th 2025 to November 19th due to lack of attendees	
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FDM Road Trip Images





III.PR & Media

Contacts	Activity/Activation	Follow-up/ Next step
Monthly Travel South Newsletter	This months newsletter is ‘Recreational experiences in the South’ Newsletters DK: https://presscloud.com/csp/vocast/message.csp?KEY=580532421478563&format=web NO: https://presscloud.com/csp/vocast/message.csp?KEY=835863403401240&format=web SE: https://presscloud.com/csp/vocast/message.csp?KEY=357526028108688&format=web FI: https://presscloud.com/csp/vocast/message.csp?KEY=187180545641929&format=web Newsletter stats Delivered: 470 Open rate: 145 (30.9%) Click rate: 3 (2.07%)	Ongoing
Media Meetings	• Valtteri Väkevä, freelance for tier 1 media (FI) – Has a lot of US articles planned at the moment but is interested in going on press trips to USA next year. • Maria Niemi, Editor for the travel magazine Matka (FI) – Very interested in the Southern states of USA, discussing press trip opportunities. • Joel Ågren, Editor for the Swedish men’s magazines Café and King (SE) – Discussing press trip opportunities and potential story angels.	

Newsletter

Recreational experiences in the South

The American South offers much more than music and barbecue - travelers will also find a wealth of outdoor recreational experiences here, including bike routes through Tennessee's scenic landscapes and hiking in Kentucky, rail trails in Louisiana's Northshore area and coastal nature in Alabama.



Bike routes through Tennessee's hidden gems

Tennessee has created an initiative called Bike Tennessee, which showcases the state's small towns, natural landscapes and hidden gems through 52 selected bike routes that can only be found along Tennessee's back roads with little traffic. The Ride with GPS app navigates you through the routes, marking recommended stops along the way. One option is to take the Upper Sequatchie Valley Loop in eastern Tennessee, which begins in the town of Pikeville and heads towards the Sequatchie Valley with beautiful views of Walden's Ridge and the South Cumberland Plateau. The route is 56 kilometers long and can be combined with the Middle and Lower Sequatchie Loops for a multi-day bike trip.

[Read more](#)



Vandring i Kentucky

Kentucky is home to 30 state-recognized "Trail Towns." The towns are selected based on their proximity to some of the state's most stunning nature trails, rivers, and lakes. They are also designed so that visiting hiking enthusiasts can easily get supplies from local restaurants and grocery stores. Leitchfield is among the towns on the list because it is located between two popular state parks, Nolichucky State Park and Rough River Dam State Resort Park, both of which offer water activities such as kayaking.

[Read more](#)



Rail trail connects towns in Louisiana's Northshore area

In Louisiana, you can take the Tammany Trace, a 50 kilometer old railroad line that has been converted into a trail for both cyclists and hikers. The trail winds through the Northshore area and connects five towns surrounded by nature; from downtown Covington, through Abita Springs, Mandeville and LaCombe and to Slidell. Along the way, you can stop at local breweries, parks, cafes and cozy galleries.

[Read more](#)



Coastal Route Through Alabama Ecosystems

One of Alabama's most recognized trail systems is the Branyon Backcountry Trail located in Gulf State Park and Orange Beach. The trail system stretches for 26 miles through six diverse ecosystems, including freshwater marshes, coastal swamp forests, and pine forests. The trails are paved and suitable for both hiking and biking. Along the trails are designated areas for wildlife viewing and information boards that provide information about the area's natural beauty. The trail system has been recognized with a Tripadvisor Travelers' Choice Award and has been recognized by the U.S. National Recreation Trail Program.

[Read more](#)



Bike tour to nationally famous lighthouse in North Carolina

Off the coast of North Carolina lies Ocracoke Island, where you can rent a bike and cycle along the island's coast. Along the coast you will pass dunes, marshlands and forests, as well as the island's historic lighthouse, which is the second oldest working lighthouse in the United States. The bike ride can also be combined with a kayak trip along the coast.

[Read more](#)



Rhythms of the South: Green breathing spaces in the big cities

The cities of Nashville, Atlanta and New Orleans are a popular combination on many road trips - and all three offer great opportunities to get close to nature, even in the midst of urban life.

In Atlanta, the Atlanta BeltLine invites you to both bike and walk through the city's diverse neighborhoods. The path passes by modern art installations and green spaces such as Piedmont Park, which, with its open lawns and views of the skyline, is perfect for a picnic break.

Further north in Nashville, you can visit the city's Greenway trail system, with over 90 miles of scenic trails, along rivers, forests and vibrant neighborhoods. The trails connect major attractions such as downtown, the Cumberland River and Shelby Bottoms Park.

Finally, in New Orleans you can experience the USA's largest city park, City Park, with pleasant nature trails and picnic areas under old oak trees covered in Spanish moss.

Om 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.visitthusa.com

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

Attachments

[Alabama_Gulf Shores and Orange Beach Gulf State Park.jpg](#)

[Alabama_Gulf Shores and Orange Beach.jpg](#)

[Atlanta_AtlantaBeltLineTunnel_Credit_Patrick Duffy.jpg](#)

[Louisiana_KisatchieNationalForest_Camping_Hiking.jpg](#)

[Louisiana_Port Hudson.jpg](#)

[Nashville_CumberlandPark.jpg](#)

[New Orleans.jpg](#)

[North Carolina_Ocracoke Island Bikes on Pier in front of Lighthouse in Daytime.jpg](#)

[Tennessee_Upper Sequatchie Valley Loop.jpg](#)

[Kentucky_Brownsville - Green River.jpg](#)

Contact information

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Sample Media Coverage



Gotland tiltrækker danskere

[illegible]

100 år med
Bauhaus i Dessau

FIGURE 1 (Continued) *continued*
 during the initial outbreak. The second
 outbreak, which peaked in 1984, was
 associated with the European outbreak of
 hepatitis B in the UK. Subsequent
 studies have established that hepatitis
 B virus infection is the cause of
 chronic liver disease in the United Kingdom.
 However, it is still important to
 monitor the prevalence of hepatitis B
 virus infection in the United Kingdom.



Her ender din kuffert måske

[illegible]

Amsterdam fordobler momsén

pa övernattnings

Här på i Stockholm står det en fantastisk utsikt från den stora takterrassen. Det är en fantastisk utsikt som inte bara är en fantastisk utsikt utan också en fantastisk utsikt.

Slaraffenland
for bogelskere

WEEK 12: 12/11/2019 (Friday) - 12/15/2019 (Monday). The following day is a Friday 12/16/2019. 12/17/2019 (Tuesday) - 12/19/2019 (Thursday). 12/20/2019 (Friday) - 12/22/2019 (Sunday). 12/23/2019 (Monday) - 12/25/2019 (Wednesday). 12/26/2019 (Thursday) - 12/28/2019 (Saturday). 12/29/2019 (Sunday) - 12/31/2019 (Tuesday). 1/1/2020 (Wednesday) - 1/3/2020 (Friday). 1/4/2020 (Saturday) - 1/6/2020 (Monday). 1/7/2020 (Tuesday) - 1/9/2020 (Thursday). 1/10/2020 (Friday) - 1/12/2020 (Sunday). 1/13/2020 (Monday) - 1/15/2020 (Wednesday). 1/16/2020 (Thursday) - 1/18/2020 (Saturday). 1/19/2020 (Sunday) - 1/21/2020 (Tuesday). 1/22/2020 (Wednesday) - 1/24/2020 (Friday). 1/25/2020 (Saturday) - 1/27/2020 (Monday). 1/28/2020 (Tuesday) - 1/30/2020 (Thursday). 1/31/2020 (Friday) - 2/2/2020 (Sunday). 2/3/2020 (Monday) - 2/5/2020 (Wednesday). 2/6/2020 (Thursday) - 2/8/2020 (Saturday). 2/9/2020 (Sunday) - 2/11/2020 (Tuesday). 2/12/2020 (Wednesday) - 2/14/2020 (Friday). 2/15/2020 (Saturday) - 2/17/2020 (Monday). 2/18/2020 (Tuesday) - 2/20/2020 (Thursday). 2/21/2020 (Friday) - 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En dag for
lakridsomaner

Abstracts Following 27 presentations, the authors discuss the importance of a systematic approach to the analysis of the data generated by the study.

14.14 *Psychosocial consequences of breast cancer: effects of psychological factors on the quality of life of breast cancer patients*

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Stor stigning i salget af vinterrejser

FIGURE 1 Phylogenetic relationships among the 10 species of *Phragmites* in the study.

[Hjem](#)
[Kategorier](#)
[Flyplassbute](#)
[Nyttige Lenker](#)
[Turistkontor](#)

Alabama

Fritidsaktiviteter i sørstatene

September 30, 2025 | 9:43 am

De amerikanske sørstatene byr på mye mer enn musikk og grillmat – her finner reisende et vell av fritidsaktiviteter under åpen himmel, som sykkeltruter gjennom Tennessees billedkjære landskaper og fotturer i Kentucky, jordbærestier i Louisianas Northshore-område samt kysttruter i Alabama.

Sykkeltr i Tennessee (Fotokilde: TravelSouth USA)

Sykkeltruter gjennom Tennessees skjulte perler

I Tennessee har de laget et initiativ som kalles [Ride Tennessee](#). Gjennom 52 utvalgte sykkeltruter vises delstatens områder, landskap og skjulte perler frem, som man bare finner langs Tennessees minste gater med lav trafikk. Appen [«Ride with GPS»](#) navigerer reisende gjennom rutene og markerer anbefalte stopp underveis.

Man kan f.eks. ta roten [Upper Sequatchie Valley Loop](#) i det østlige Tennessee, som starter i byen Pigeonville og setter kurs mot Dolan Sequatchie Valley med flott utsikt over Walden's Ridge og South Cumberland Plateau. Ruten er 56 km lang, og den kan kombineres med Middle og Lower Sequatchie Loop for en flerdagers sykkeltur.

Les mer [HER](#)

Kajakpadling i Kentucky (Foto: [kentuckytourism.com/related.dk](#))

Fottur i Kentucky

Kentucky er hjem til 30 såkalte [«Trail Towns»](#) (byer). Byene er velgt ut for sin beliggenhet nær noen av delstatens vakreste naturstier, elver og innsjøer. Dessuten er byene klare for besøkende turgåere som ønsker å stoppe innom lokale restauranter og dagligvarebutikker. En av byene på listen er Letchford, som ligger mellom de to populære delstatsparkene [North Lake State Park](#) og [Rough River Dam State Resort Park](#), som begge byr på vannaktiviteter som kajakpadling.

Les mer [HER](#)

Carica's cruisekveider gjenoppstår i oktober!

Reiselivets 628-arrangementer vinteren 2025/2026

Stena Line indgår historisk aftale med Frederikshavn Kommune

Sverige: Transportstyrelsen iverksetter jernbanen for Braathens International Airways

Fritidsaktiviteter i sørstatene



Fra Orange Beach i Alabama (Foto: Alabama Tourism Department)

Kysttrute gjennom Alabamas økosystemer

Et av Alabamas mest kjente økosystemer er [Frangely Backcountry Trail](#) i Gulf State Park og Orange Beach. Stierettet strekker seg over 45 km gjennom seks varierte økosystemer, deriblant ferskvannsmys, krybdyr, søppel og ferskvann. Stiene er asfalterte og egner seg både for sykling og fotturer. Larvis stiene finnes områder som spesielt egner seg til å observere dyr, samt informasjon som gir kunnskap om naturen i området. Stierettet har også et samarbeid med [Tropical Trailways' Choice Award](#), og er også anerkjent i det amerikanske National Recreation Trail-programmet.

Les mer [HER](#)



Det næsteste fyrlyttet i USA finner du på Ocracoke Island i Nord-Carolina (Foto: © Visit North Carolina)

Sykkeltur til et landskaps fyrlytt i North Carolina

Utenfor North Carolinas kyst ligger øya [Ocracoke Island](#), og her kan man leie sykkel og sykle langs øyas kyst. Langs kysten spiser man blant annet fersk sanddye, våkner og skog, samt øyas historiske fyrlytt, som er det nest eldste fungerende fyrlytt i USA. Sykkelturen kan også kombineres med en kajakttur langs kysten.

Les mer [HER](#)



Cumberland Park i Nashville, Tennessee (Foto: Tennessee Tourism)

Sørstatens rytmer: Grønne områder i storbyene

Byene [Nashville](#), [Atlanta](#) og [New Orleans](#) er en populær kombinasjon på mange [roadtrips](#) – og alle tre byr på gode muligheter for å komme tett på naturen, selv midt i det urbane landskapet.

I Atlanta starter stien Atlanta BeltLine til både sykkel- og gåturer gjennom byens mangfoldige kvarterer. Stien går forbi moderne kunstinstallasjoner og grønne områder som [Piedmont Park](#), som med den åpne planen og utsikt over byen er et perfekt sted for en piknik.

Videre nord i Nashville kan man besøke byens stier, Greenway, med over 145 km naturstier eller langs elver, skoger og livlige nabolag. Stiene forberder blant annet severdigheter som [sennep](#), [Cumberland River](#) og [Shelby Bottoms Park](#).

Til slutt kan man i New Orleans oppleve USAs største hypp, City Park, med flotte naturstier og piknikområder under gamle eiketrær dekket av spanske moss.

Les mer om TravelSouth USA [HER](#)

Les flere artikler om roadtrips i USA og andre land [HER](#) og [HER](#)

Få flere reisetips, nyheter og artikler om det sørsøstlige USA finner du [HER](#) og [HER](#)



Market Update

Travel for Quality Travel fair postponed

The “Travel Fair for Quality Travel” due to be held on October 25-26. Has been put back again by the organizer to January 2026. This is being blamed on the ‘drones over Denmark’ incidents at Copenhagen airport with sales of entrance tickets “coming to a complete standstill.”

This is the third time that the organizer of the "Travel Fair for Quality Travel" (Travel by Nomas – previously called Vagabond) has moved the travel fair and there is speculation in some quarters that there just isn't the demand for shows such as this any longer

Changes to travel to the Schengen area from 12 October 2025

The EU is introducing a new Entry/Exit system on 12 October 2025. This means arriving visitors from outside the area will be required to have their fingerprints and photo taken when first entering or leaving the Schengen area. Queues at borders may be longer when these changes begin.