

# France REPORT

## October 2025



Prepared by  
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# Table of Contents

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

# I. Market Overview.

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

Across all destinations, travel sales through both physical and online travel agencies increased by 2.2% compared to September 2024. After three consecutive months of decline (-5.5% in August, -8% in July, -16.7% in June), the market is showing the first signs of recovery—despite ongoing political and geopolitical instability, to which French travellers appear to be gradually adapting. In terms of destinations, mainland France still leads the Top 20, although its performance continues to dip (-13%). Spain follows with strong growth (+15%), while Tunisia slips back (-12.2%). Egypt, meanwhile, continues its remarkable surge (+32.3%). Conversely, the United States remains under pressure, with monthly revenue plummeting by 28.9%, driven by both fewer bookings and a lower average spend per trip.

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

## Travel to the United States: French interest softens but optimism remains

Despite a tense political climate and the recent increase in the ESTA fee from \$21 to \$40, the United States continues to appeal to many French travelers—especially with the autumn holidays approaching. While some visitors are cautious about the current political atmosphere, others are eager to experience iconic destinations like New York during Halloween or explore the West Coast. Data from Brand USA indicates a modest 6% decline in French arrivals between January and August 2025. Travel agencies and airlines confirm a slight dip compared with 2024 levels, with some French tourists opting instead for Canada or Latin America. Even so, demand remains solid: New York, Los Angeles, and Miami continue to rank among the most popular long-haul choices, and flight load factors are still considered healthy. A few travelers say rising costs and politics have made the “American dream” feel less accessible than before. Yet confidence in the destination persists. Looking ahead, major events such as the United States' 250th anniversary celebrations, the centennial of Route 66, and the FIFA World Cup could spark renewed enthusiasm among French holidaymakers.

Source : [Voyages aux États-Unis : l'épouvantail Trump ne fait plus si peur que ça - Le Figaro](#)

## Voyageurs du Monde Reports 10% Revenue Growth in H1 2025

Voyageurs du Monde posted a strong first half of 2025, achieving €317.3 million in revenue, up 9.8% from last year, despite economic and geopolitical uncertainties. Growth was driven by tailor-made trips (+10%) and adventure travel (+12.4%), while cycling trips saw more modest increases. EBITDA reached €11.1 million (+15.4%), and net profit stood at €5.7 million (+4.4%). The period was also marked by international expansion, with a new agency in Nantes and the group's first Swiss office in Zurich. Bookings for 2025 are up 7%, suggesting the full year will see around 7% revenue growth and a similar rise in EBITDA. Under CEO Jean-François Rial, Voyageurs du Monde plans further international development, including expansion in Germany and other countries. The group is also enhancing its bynativ brand with new destinations, commercial hubs, and a brand platform.

Source : [Voyageurs du Monde : le chiffre d'affaires en progression de 10% au premier semestre - L'Echo Touristique](#)

## 7 Travel Trends for 2026: Insights from Skyscanner & TikTok

1. **Mountain Escapes** – 57% of French travellers plan to head to the mountains, including in summer, embracing nature, hiking, and slow travel. TikTok videos of hikes are inspiring this trend.
2. **Multi-Generational Travel** – 26% of travellers want to travel with family, including grandparents, creating shared memories and splitting costs. TikTok serves as a key source of inspiration for these trips.
3. **Local Supermarkets** – 47% enjoy visiting foreign grocery stores, reflecting a desire to “live like a local” and explore everyday life abroad.
4. **Book-Inspired Trips** – 34% plan travel inspired by literature, with themed visits to libraries, bookstores, or locations linked to favorite novels.
5. **Hotel as Destination** – 35% choose a trip based on the hotel itself, a figure rising to 66% among Gen Z and 45% among millennials.
6. **“Glow-Trotter” Trend** – 21% seek local beauty products abroad, reflecting a focus on wellness and skincare, amplified by TikTok content.
7. **Solo Travel & Socializing** – 38% travel solo to meet new friends or potential partners, favoring authentic, real-life connections over virtual ones.

Source : [7 tendances de voyage 2026, selon Skyscanner et TikTok - L'Echo Touristique](#)

## II. Executive summary.

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

BWC completed the recruitment with a journalist from France's leading trade media Tourmag, securing an anticipated two-article and two-video coverage content for the TSUSA destinations. See section III. Travel Trade activities for full details.

### ❖ Visit USA France Trade E-learning program:

The TSUSA destinations are included in the annual Visit USA France E-learning program, training around 800 to 1,000 trade professionals nationwide each year. The 11<sup>th</sup> version of the program will be launched in January 2026, with updates confirmed for several southern destinations. See more details in section VII. Visit USA France membership.

### ❖ 2026 TSUSA Pan-European Roadshow -Update:

In October, BWC coordinated the creation of the 'Save the Date' template in French for the event with the TSUSA team and finalized the contracts for the venue by ensuring smooth invoicing process and deposits. BWC also secured 15 rooms in Paris for the whole TSUSA delegation and negotiated terms of payment with the host hotel.



### ❖ 2026 Global Media Marketplace (Mobile, Alabama):

In October, BWC started recruiting five journalists from top-tier French media outlets to attend the TSUSA Global Media Marketplace and trips in April 2026, targeting prominent Travel, Lifestyle, Culinary, Art/Culture and Woman magazines. Updates will be shared in the November report.

### ❖ International Metrics for FY26 - Q1 & Q2:

		July	Aug	Sept	Q1 TOTAL	Oct	Q2 TOTAL	FY 25/26 TOTAL
9 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN	<b>France</b>							
	<b>Travel Trade</b>							
	Trade Meetings/ Trainings	5	11	11	27	10	10	37
	Number of Agents Trained	2	0	32	34	34	34	68
	<b>PR</b>							
	Media Meetings	3	4	8	15	9	9	24
	Total number of articles published	9	10	13	32	21	21	53
	Impressions	282 680,00	2 877 330,00	8 594 740,00	11 754 750,00	13 774 262,00	13 774 262,00	25 529 012,00

### III. Travel Trade activities.

FY26 Trade events or marketing highlights with Tour Operators

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
<b>2025 TSUSA INTERNATIONAL SHOWCASE</b> <b>November 29 - December 7, 2025 (Kansas City, MO) &amp; post tours</b>				
Update : in October, BWC finalized the recruitment with journalist Amélia Brille from France's leading trade media Tourmag (570K unique monthly visitors). BWC handled flight reservations, post-tour and city tour registration, along with the appointment scheduling process for her. Two print articles and two videos will be released out of the trip including interviews of participating tour operators and Liz Bittner. BWC reminded all the participants to complete their appointment requests by the October 31 <sup>st</sup> deadline and shared with the TSUSA team the flight tracker template gathering all flight details and food restrictions.				
<b>BACK ROADS</b>	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.	
<b>CARACTERES D'AMERIQUES</b>	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.	
<b>EVASIONS USA</b>	Meeting	Manon Chereil 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.	
<b>NAAR VOYAGES</b>	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.	
<b>PARTIR AUX ETATS-UNIS</b>	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.	
<b>YUCAIPA VOYAGES</b>	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.	
<b>TOURMAG (TRADE MEDIA)</b>	Meeting	Amélie Brille Journalist	Registration completed with post tour: Grit & Glory: Missouri's Outlaws, Icons & Westward Legacy (Missouri).	

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
NAAR BESPOKE TRAVEL	Stéphane Michaut Regional Sales Coordinator (East of France)	<p><b>1. Trade B2B Event in partnership with NAAR Voyages in East of France.</b></p> <p>As part of the FY26 plan of Trade actions, BWC participated in two NAAR Voyages B2B Training Events in the cities of Metz (October 28<sup>th</sup>) and Strasbourg (October 30<sup>th</sup>).</p> <p>The two events gathered a total of 28 travel agents from top-tier distribution networks including Sangio Horizons, Prêt à Partir, Euro Mozelle, Josy Tourisme, Voyages Bentz, Norest Voyages, Transport Jacky, Voyages Mugler, Leclerc Voyages, Havas Voyages, Fox Travel.</p> <p>Format :</p> <ul style="list-style-type: none"> <li>✓ 1-hour presentation on the TSUSA destinations assets and not-to-miss attractions.</li> <li>✓ On-site signage (roll-up).</li> <li>✓ French TSUSA 1.15-minute video.</li> <li>✓ French TSUSA Travel Guides, note maps and giveaways.</li> <li>✓ Seated dinners with Q&amp;A sessions.</li> </ul> <p>BWC received very positive feedback on the presentation and interest in the Southern destinations, resulting in several rate quote requests for the NAAR team.</p>	
		  <p><b>Dîner formation</b></p> <p><b>Travel South USA</b></p> <p>Judi 30 octobre Brasserie Boehm 134, Grand Rue 67000 Strasbourg à partir de 19h00</p>  <p><b>Les Etats du sud des Etats Unis viennent à votre rencontre à Strasbourg</b></p> <p><b>Venez découvrir et vous former sur les Etats authentiques du Sud des USA</b></p> <p>Entre Aventures en plein air de l'Océan Atlantique aux montagnes boisées et histoire fascinantes, en passant par les routes mythiques des concerts et musiciens célèbres, sans oublier les saveurs multiples qui font la réputation de ces régions.</p> <p>avec <b>Yohann Robert</b> de <b>B World Communication</b>, représentant ces Etats du Sud et <b>Stéphane Michaut</b> de <b>Naar Voyages</b></p> <p>Renseignements et inscriptions : <a href="mailto:stephane.michaut@naar.com">stephane.michaut@naar.com</a> 06.48.89.53.88</p> 	

**JETBLUE  
FRANCE**

Aurélie  
Trouillard  
Senior Sales &  
Marketing  
Manager

## 2. Trade Industry Webinar.

BWC and JetBlue France confirmed an Out-of-Scope B2B (free of charge) Webinar on November 18<sup>th</sup> at 11:00am.

The announcement was made in JetBlue's October Newsletter, and additional invitations will be sent early November by BWC and the JetBlue team.

The goal is to raise awareness on the extended air accessibility to the South JetBlue offers to French visitors through their New York-JFK and Boston-Logan airport hubs.



Rejoignez JetBlue et Travel South USA et partez à la découverte une autre facette des États-Unis.

18 novembre 2025  
Webinaire Zoom - inscriptions en cliquant sur le lien ci-dessous -  
11h-12h

Au programme, une plongée dans le sud authentique et immersif. Berceau de la musique et de l'hospitalité, épicerie culturelle et historique, paradis de la randonnée et des activités « outdoor », gardien des traditions culinaires créoles, cajuns ou du barbecue...

Autant d'expériences uniques à vivre pleinement dans des destinations aussi riches que variées : Alabama, Caroline du Nord, Caroline du Sud, Kentucky, Louisiane, Mississippi, Missouri, Rhythms of the South (Atlanta, Nashville, Nouvelle-Orléans) et Tennessee.

Venez découvrir, en prime, les combinés possibles vers ces villes au départ de Paris avec JetBlue.

## 3. Air Canada B2B Workshop.

BWC will attend the Air Canada annual Trade Workshop in Lyon (Southeast of France) on November 5<sup>th</sup>, 2025.

The goal is to enhance the TSUSA destinations' air accessibility from the Lyon Metropolitan area through Air Canada's Montreal hub.

**AIR CANADA  
FRANCE**

Jean-François  
Raudin  
Director of Sales



## 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 'Trick or Treats: Spooky, Sweet, and Savory October Eats & Drinks' theme and featuring the following destinations: Tennessee, South Carolina, Louisiana, Mississippi and Missouri.

TravelSouth  
All Y'all Are Welcome USA

Contacts : 1,555  
Open rate : 40.09%

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Vendredi 17 octobre 2025

### NEWSLETTER

#### TRICK OR TREATS ! QUAND LE SUD-EST AMÉRICAIN DÉVOILE SES PLUS EFFRAYANTS SECRETS

À l'approche de la période d'Halloween, contes et légendes, histoires de fantômes et croyances ancestrales refont surface, dans des lieux parfois oubliés ou inconnus. Entre animations ludiques, cuisine aux saveurs de citrouille et expériences terrifiantes, embarquement immédiat vers le sud version "spooky".

#### CAROLINE DU SUD

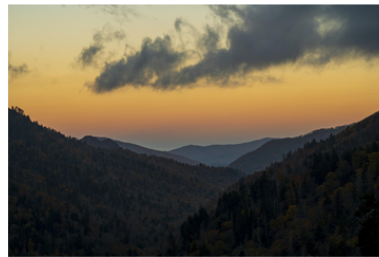
Lumières sur la ville de Conway, au nord de la Caroline du Sud, qui personnifie le charme d'une petite ville du sud avec ses festivités du mois d'octobre. Le centre-ville subit une véritable métamorphose avec des décorations effrayantes, des citrouilles lumineuses et des séances photos d'Halloween : l'endroit idéal pour une promenade automnale pour petits et grands. Les restaurants et cafés locaux célèbrent la saison avec nombre de gourmandises épicées à la citrouille, des cocktails sur le thème d'Halloween, des pâtisseries surprenantes en forme de fantômes et des desserts aux pommes caramélisées. C'est le cas notamment de Rivertown Bistro, où l'on peut savourer des spécialités raffinées dans un cadre élégant, Bonfire Taqueria qui associe tacos d'Halloween et ambiance festive, ou encore Coppers Restaurant, aux plats réconfortants et conviviaux revisités pour l'occasion.



#### LOUISIANE

Le mois d'octobre en Louisiane est une bénédiction pour les amateurs d'expériences mystiques et de récits effrayants. Illustration avec le folklore cajun de la région de Houma, qui met à l'honneur lors du Festival du Rougarou, nom dérivé du français « loup-garou », la légende d'une créature à tête de loup et à corps humain, dont la simple évocation suffisait à tenir éloignés du bayou les enfants peu obéissants. Gothic Jail, aussi

connue sous le nom de « prison des pendaisons » et située à Deridder au nord de Lake Charles, est un autre lieu bien connu des amateurs de phénomènes paranormaux. Portes qui claquent, échos de voix désincarnées et apparitions inexplicables sont un échantillon de ce qui attend le visiteur lors de la visite spéciale d'Halloween, de nuit évidemment. La culture « vaudou » est quant à elle à découvrir au Historic Voodoo Museum de La Nouvelle-Orléans. Situé en plein Quartier Français, il explore les mystères, secrets et rituels de ces pratiques ancestrales, encore très présentes aujourd'hui dans l'héritage local.



#### TENNESSEE

Le Tennessee est riche en histoire, et ses villes fantômes et sites hantés offrent un aperçu captivant de son passé. Une invitation à explorer une facette méconnue de l'État, particulièrement durant la période d'Halloween. Elkmont, nichée dans le Great Smoky Mountains National Park, est le vestige fascinant d'une ancienne communauté forestière et d'un lieu de villégiature prisé du début du 20<sup>ème</sup> siècle. Aujourd'hui en grande partie abandonnée, elle est une zone fantôme de la région de Gatlinburg, où cabanes délabrées et sentiers envahis par la végétation sont le décor d'un silence inquiétant, parfois interrompu par des murmures non identifiés. À Memphis, The Victorian Village témoigne quant à lui d'un quartier autrefois animé, regorgeant de magnifiques demeures victoriennes construites à la fin du 19<sup>ème</sup> siècle. Un ensemble de maisons richement décorées, conservant leur part de mystère, où raisonnent les murmures d'une époque révolue. Apparitions fantomatiques et phénomènes inexplicables abondent, en particulier sur des sites tels que Woodruff-Fontaine House, datant de 1871 et désormais ouverte au public, et Mallory-Neely House, l'une des plus anciennes constructions de Memphis ayant conservé la majeure partie de son mobilier d'origine.



#### MISSOURI

Connu pour sa douceur de vivre et ses paysages d'ordinaire apaisants, le Missouri se transforme en royaume du frisson une fois l'automne venu. À Hannibal, patrie de Mark Twain, petits et grands ont rendez-vous pour le Haunted Hannibal Halloween Festival. Le centre-ville tout entier devient le décor d'animations festives et horribles, entre vitrines de morts-vivants, défilé d'Halloween, zombies arpentant les rues et visite de sites hantés. À Springfield, sur la mythique Route 66, Hotel of Terror terrorise les générations depuis 1978 tandis que Dungeons of Doom, installé dans une usine agroalimentaire désaffectée, est peuplé de sosies de Norman Bates, Hannibal Lecter et autres Leatherface, à faire déguerpir même les plus aguerris. Le parc à thème World of Fun de Kansas City avec son Halloween Haunt, devient jusqu'au 1er novembre l'antre de l'angoisse, où le visiteur doit s'échapper de labyrinthes brumeux envahis de créatures démoniaques traquant leurs proies. Toujours sur la Route 66, dans la ville de Carthage, le terme « check-out » prend un tout autre sens lors de l'expérience RIP at Myer's Inn, une chambre d'hôtel où la neige sur l'écran de télévision éclaire une scène macabre, ne laissant aucun doute sur ce qui attend les occupants de passage.

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

Company Name	Contact mode	Share Contact person	Activity/Activation	Follow up/Next step
<b>PARTIR AUX ÉTATS-UNIS</b>	Meeting	Olivier Pulcini Founder & CEO	Following previous meetings, BWC had a sales call with Olivier to discuss the marketing offers he is finalizing to onboard tourist offices in his communication and marketing strategy for 2026. BWC shared insights with him and will review partnership opportunities for the FY27 scope of work.	See future reports for updates.
<b>THE FRENCH COMPANY</b>	Meeting	Jérémie Chenet Founder & CEO	The French Company is a Florida-based operator that runs French-speaking guided tours in Miami and Orlando, specializing on small groups in minivan. BWC had a meeting with Jérémie early October as he is working on extending his business to Louisiana starting Q1 2026. Jérémie will offer French-speaking tours in small vehicles (6-7 seats) around New Orleans and surroundings (daytrip to the plantations and bayous). BWC will be in touch with him when the activity starts, to discuss visibility and further product development for TSUSA.	See future reports for updates.
<b>LOVE 2TRAVEL</b>	Meeting	Philippe Lesel Founder & Director	Love2Travel is a B2C receptive operator and travel agency based both in France and the USA. BWC had a meeting with Philippe on October 23 <sup>rd</sup> to assist him on a trip request for potential clients during Christmas Holidays. BWC shared itinerary and hotel suggestions, together with links to restaurant options in Louisiana and on the Mississippi coast.	No follow up for now.
<b>HAVAS VOYAGES</b>	Meeting	Murielle Barreau Vecteur Marketing Director	As a regular trade marketing partner, BWC attended the Havas Voyages annual event in Paris on October 7 <sup>th</sup> , 2025, on behalf of Travel South USA. The event gathered retail head representatives, trade partners and tourist offices. The opportunity to learn more about the Marietton Développement Group's 2025 achievements, strategic insights and future projects.	See future reports for updates.
<b>EXPERT TRAVEL US</b>	Meeting	Coralie Boutiflat USA Travel Specialist	Expert Travel US is an online USA-specialist agency, part of Océane Voyage distribution network (10 agencies located in the north of France). BWC did a 1.5-hr Louisiana & TSUSA-dedicated training session to the product team (2 participants) on October 17 <sup>th</sup> and discussed partnership opportunities to enhance TSUSA's visibility. B2B or B2B2C activations could be included in BWC's future scope of work suggestions.	See future reports for updates.
<b>KUONI FRANCE</b>	Meeting	Emmanuelle Delbecq Trade Coordinator	The Kuoni team reached out to BWC in October to suggest collaborating on several B2B training events in various cities (Le Mans, Paris metropolitan area, Clermont-Ferrand) in January and February 2026. After reviewing options, BWC had to decline because of calendar conflicts and allocated budgets.	See future reports for updates.
<b>VOYAMAR</b>	Meeting	Michael Derruaz Product Manager	BWC did a 1.5-hr TSUSA & Louisiana-dedicated training session to the Voyamar product team (4 participants) on October 21 <sup>st</sup> , 2025, highlighting main areas, attractions, hotel suggestions and itinerary tips. BWC will follow up on future assistance needs or promotion opportunities with the Voyamar team.	See future reports for updates.

## V. PR & media activities.

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

### Press releases and Media contacts.

In October, BWC created and shared a press release to key targeted media in France, highlighting the **'Trick or Treats: Spooky, Sweet, and Savory October Eats & Drinks'** theme and featuring Tennessee, South Carolina, Louisiana, Mississippi and Missouri.

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

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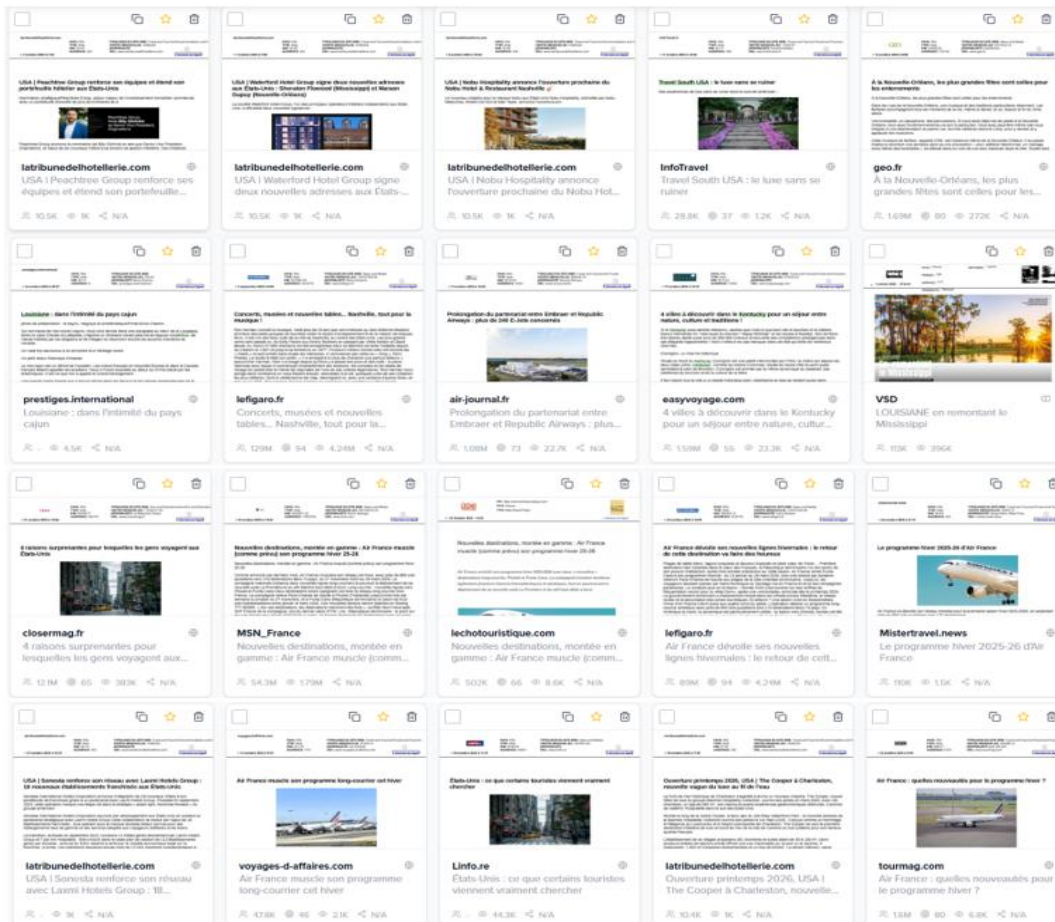
**Contacts : 583**  
**Open rate : 42.92%**

### COMMUNIQUÉ DE PRESSE

#### TRICK OR TREATS ! QUAND LE SUD-EST AMÉRICAIN DÉVOILE SES PLUS EFFRAYANTS SECRETS

À l'approche de la période d'Halloween, contes et légendes, histoires de fantômes et croyances ancestrales refont surface, dans des lieux parfois oubliés ou inconnus. Entre animations ludiques, cuisine aux saveurs de citrouille et expériences terrifiantes, embarquement immédiat vers le sud version "spooky".

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



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
<b>Monthly media contacts</b>				
<b>SECRET MEDIA NETWORK (FEVER)</b>	Meeting	Mélissa Rochard Brand Partnerships Manager	Secret Media Network is said to be the world's largest network of local media outlets. In France, they cover 8 cities and serve as an essential guide to Food, Culture, Travel and News. Their audience includes over 2M followers on social media, with a core target group of 60% aged 25-45 and high-revenue professionals who love to travel. Following a walk-up meeting during the Paris IFTM/Top Resa Show in September, BWC received examples of social media visibility packs and associated budgets. Follow-up and suggestions will be made for future activations if relevant for TSUSA on the French market.	See future reports for updates.
<b>YONDER</b>	Meeting	Quentin Advertorial Director	Yonder is an online magazine with 600K UMV and dedicated to Travel and Lifestyle. From Food and Fashion to Michelin-starred restaurants, from trendy boutique hotels to luxurious resorts, the outlet is designed as a source of inspiration focusing on gastronomy and hospitality in France, Europe, and around the world. BWC had a meeting with Quentin on October 30 <sup>th</sup> to learn about their advertorial offers, targets and ROI patterns. Options could be considered for TSUSA in the future if relevant in the scope of work.	See future reports for updates.
<b>LE FIGARO</b>	Meeting	Laurence Delforge Advertorial Partnerships Director	France's oldest and one of the most prominent print magazines and digital outlet with a 118K daily circulation, 1.66M audience and 32M UMV on Lefigaro.fr (digital platform). BWC had a meeting on October 10 <sup>th</sup> to be updated with the latest advertorial offers (sponsored brand article, video with native ads, social media amplification, online display) available on Le Figaro Voyages (travel section). BWC will review budget and options that could be activated to enhance the TSUSA destinations' visibility on a top-tier media outlet.	See future reports for updates.
<b>PARIS VOUS AIME</b>	Email	Eugénie Baccot Freelance Journalist	Paris Vous Aime is the ADP Group (Aéroports de Paris) free magazine shared in the three Paris airports with 358K print circulation and 1M readers. Published quarterly, 100% bilingual, and available to all French and international passengers in all terminals at Charles de Gaulle, Orly and Le Bourget airports (boarding areas and baggage claim areas), Parisian luxury hotels and other prestigious locations. It provides an overview of all the latest news from Paris: Cultural, Architectural, Events, Music, Gastronomic, Literature, Fashion and Beauty. It also highlights one or several international destinations in every release. BWC is in touch with Eugénie for a potential collaboration and will explore mutual interest.	See future reports for updates.
<b>EXTENSOOH MEDIA</b>	Meeting	Thomas Grard Partnership Manager	Extensooh Media is a company specializing in outdoor advertising (OOH) providing tools to promote exclusive advertising content mainly on taxi vehicles in major French cities. Following a walk-up encounter on the Paris IFTM/Top Resa Show, Thomas reached out to BWC to share examples of past campaigns and explore interest for Travel South USA. BWC will review options for future opportunities.	See future reports for updates.

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
ART(S) MAGAZINE	Email	Françoise Surcouff Chief Editor & Writer	Art(s) is a 60K-print circulation magazine with History, Art, Lifestyle and Travel focus. After discussing with BWC, Françoise expressed interest in considering a coverage project in 2026, given the visibility that major events will bring to the USA (America 250, Fifa World Cup, Route 66 Centennial etc...). BWC will discuss it further and make suggestions for a potential media visit (OOS or Global Media Week).	See future reports for updates.
RUN, FIT & FUN & JOGGING INTERNATIONAL	Meeting	Cécile Bertin Freelance Journalist	Created in 2015, Run, Fit & Fun is both an inspirational content platform on races, sporting events, and merchandizing reviews. It also features travel stories and tips. Unique Visitors: 1.13M Total Views: 2.41M Cécile also collaborates with major trail and hiking-oriented media titles such as Jogging International and Esprit Trail. In October, BWC coordinated discussions between Cécile and the Tennessee Tourism PR team (Jill Kilgore), to explore a coverage opportunity over the 2026 Barkley Race a famous French runner will attend (Matthieu Blanchard). With dates not being known at this time (Q1 2026), BWC will be in touch with Jill Kilgore again in the next couple of months.	See future reports for updates.
EASY VOYAGE	Meeting	Fallon Bouvier Journalist	Following her participation in the 2025 Global Media Marketplace and trip in Kentucky, Fallon released a 4-page additional article on October 17 <sup>th</sup> , highlighting the cites of Covington, Lexington, Bardstown and Louisville. Link to content : <a href="#">4 villes à découvrir dans le Kentucky pour un séjour entre nature, culture et traditions ! - easyVoyage</a>	No follow-up needed.
BIBA MAGAZINE	Email	Magali Bertin Journalist	Biba is a popular monthly Woman magazine part of the Reworld Media Group. Print circulation : 125K. Audience : 503K. BWC was in touch with Magali in October to discuss partnership opportunities in 2026 (OOS visit or Global Media Week).	See future reports for updates.

## VI. Social Media.

### Content

B World Communication published 9 Facebook and Instagram posts in October, with a selection of highlights and events such as Festivals & Nature (Tennessee), Neighborhoods and attractions (Atlanta, Missouri, Louisiana, Mississippi) and Nature (Alabama, North Carolina, South Carolina, Kentucky).

Facebook	October 2025	Evolution vs last month	Instagram	October 2025	Evolution vs last month
Facebook page followers	7,629	Down 0.13%	Instagram page followers	149	Up 49%
Facebook reach	5,445	Down 3,7%	Instagram reach	7,569	Down 12,4%
Facebook views	18,112	Up 104,4%	Instagram views	7,410	Down 42,1%
Facebook likes	28	Down 45.1%	Instagram likes	136	Down 9.93%
Facebook comments	0	Down 100%	Instagram comments	10	Up 900%
Facebook shares	3	Down 50%	Instagram shares	0	Down 100%

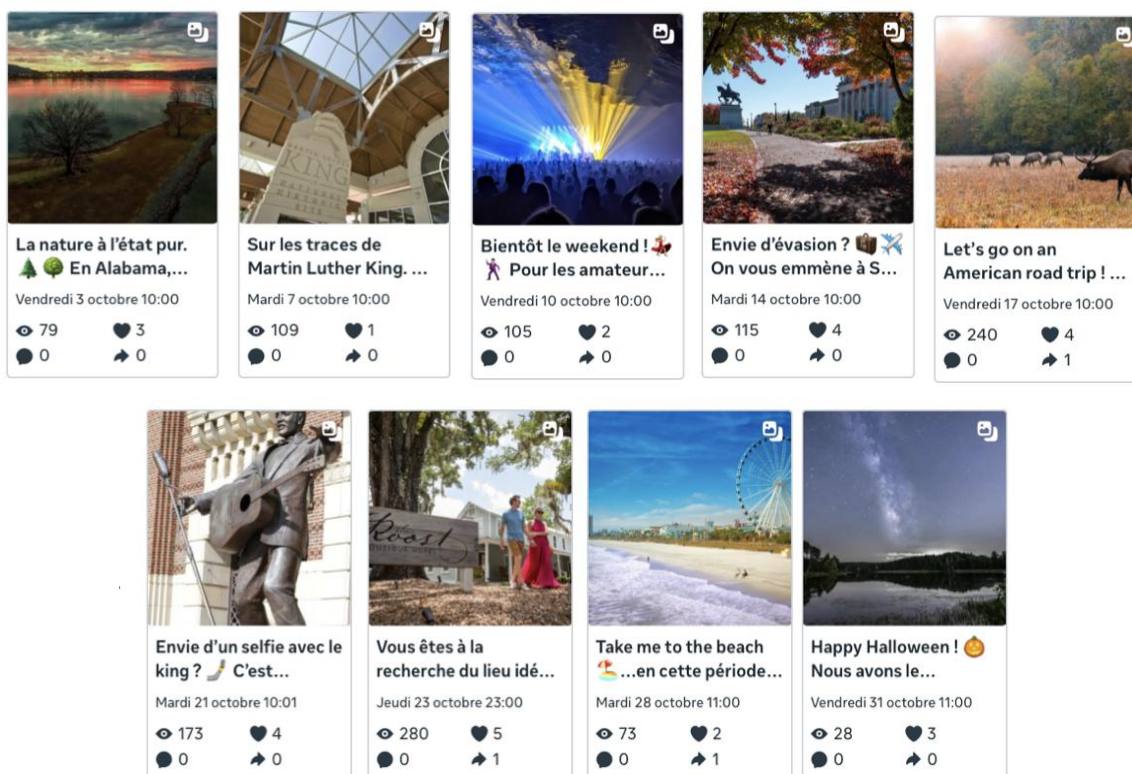
### Paid promotion

B World Communication published 2 sponsored posts in October, one Facebook post for an amount of \$28, and one Instagram post for an amount of \$48 each, totaling in \$76 spent on paid promotion.

The sponsored Facebook post resulted in 7,977 views and 1,019 interactions including 15 shares.

The sponsored Instagram post resulted in 9,138 views and 276 interactions including 203 clicks on the Instagram page and 26 additional followers.

### October Facebook posts



### Organic post with best views and interactions



### Organic post with best reach



### Best sponsored post



### October Instagram posts



### Organic post with best reach and views and most interactions



### Best sponsored post




### Post highlights

**Alabama** - nature - Lake Guntersville; **Atlanta** - neighborhoods & attractions - Martin Luther King; **Tennessee** - nature / festivals - The Caverns; **Missouri** - neighborhoods & attractions - St. Louis; **North Carolina** - nature & beaches - parks; **Louisiana** - neighborhoods & attractions - Shreveport; **Mississippi** - neighborhoods & attractions - The Roost; **South Carolina** - nature - beaches; **Kentucky** - nature - Mammoth Cave National Park

## VII. Visit USA France membership.

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

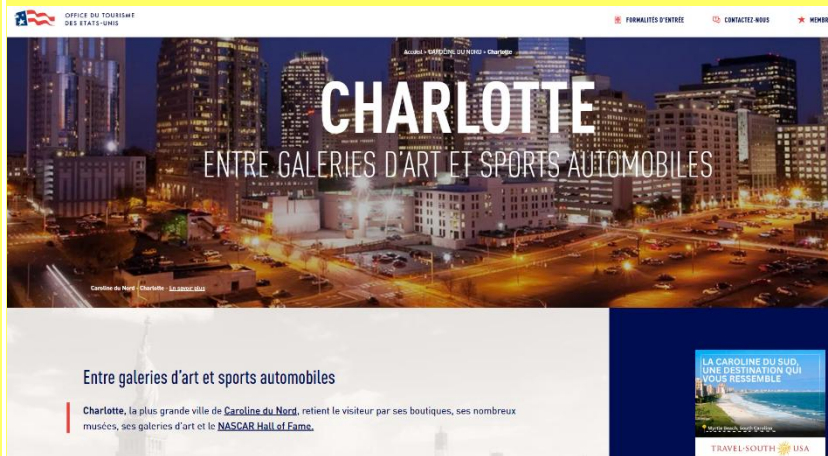
Source	Activity/Activation	Follow up/Next step
	<p>1. <b>2025/2026 Membership Monthly Newsletter (French and English).</b></p> <p>BWC created and shared an article dedicated to the state of <b>Mississippi</b>, highlighting outdoor experiences and sites such as LeFleur's Bluff State Park, Natchez Trace Parkway, Longleaf Trace and Gulf Islands National Seashore.</p>  <p>Le centre et le sud du <u>Mississippi</u> allient aventure en plein air et riche histoire.</p> <p><u>Natchez Trace Parkway</u>, route panoramique de plus de 700 km, est idéale pour le vélo et la randonnée, notamment aux abords de <u>Jackson</u>, <u>Ridgeland</u> et <u>Clinton</u>. Elle offre de nombreux points de vue ou sites historiques pour se détendre et déjeuner à l'ombre d'arbres majestueux.</p> <p><u>LeFleur's Bluff State Park</u> 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 joyau caché de l'État à <u>Red Bluff</u>, souvent surnommé le « Petit Grand Canyon du Mississippi ». On y explore des paysages spectaculaires et colorés, uniques dans la région.</p> <p>Plus au sud, les amateurs de beauté côtière et de nature sauvage choisiront d'emprunter <u>Longleaf Trace</u>, un sentier de 70 km reliant <u>Hattiesburg</u> à Prentiss, et serpentant à travers forêts de pins et petites localités au charme typique du sud.</p> <p><u>Shepard State Park</u> et <u>Gulf Islands National Seashore</u> complètent la découverte le long de la côte du Golfe du Mexique, entre plages de sable blanc et superbes demeures historiques.</p> <p>Suivez nos réseaux sociaux en français : <a href="#">Instagram</a> / <a href="#">Facebook</a></p> <p>Link to content : <a href="#">Aventures dans le centre et le sud du Mississippi - Office du tourisme des USA</a></p>	

### **Performance results**

- Trade contacts (French version): 7,400 / Open rate: 35.7%.
- Trade contact (English version): 1,100 / Open rate: 42.6%.
- Media contacts: 1,100 / Open rate: 41.4%.

### **2. 2025 Membership monthly banner promotion.**

South Carolina was promoted in October, out of Virginia, District of Columbia and North Carolina Visit USA France source pages.



### **3. E-learning -Update.**

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

- 800 Trade professionals and US specialists connected to the program (+21 vs September).
- 230 of them (28.75%) reached the Expert level (+9 vs September).
- 170 of them (21.25%) entered the 1<sup>st</sup> Class Club (+8 vs September).

The new version (V11) will start running as of January 2026 with three updated modules (Alabama, North Carolina and South Carolina) and one module created (Rhythms of the South).

#### 4. Visit USA 2025 Trade Workshops.

In October, BWC reviewed and approved the TSUSA-branded easel that will be placed on BWC's table during the Workshops in Le Havre (November 25<sup>th</sup>) and Lyon (December 11<sup>th</sup>). BWC will attend both events with on-site branded material (roll-up, giveaways and French travel guides).



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