

NORDICS REPORT

October 2025



Prepared By:



Five Marketing Solutions Ltd

11a Barton Crescent,

E. Grinstead, West Sussex

UK

P +44 1342323656

W FIVE-MS.COM

Peter Hannaford, *Managing Director*

phannaford@five-ms.com

Table of Contents

I. Executive Summary

II. Travel Trade

III. PR & Media

IV. Market Update

ABOUT TSUSA

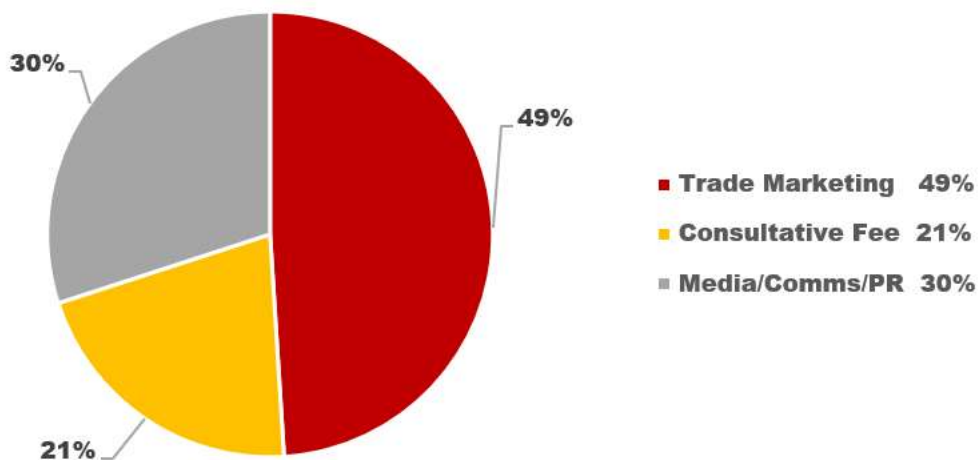
Global Partner Programming

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

- Finalising FDM co-op campaign elements and workplan
- Participated in key Nordic Brand USA events held in Oslo, Helsinki and Stockholm – undertook training for 245 travel industry staff in Nordics
- Meetings held with eight Nordic operators at Brand USA week in London
- International metrics for FY25-26

	JUL	AUG	SEP	Q1 Total	Q2 Total	Q3 Ttal	FY 25/26 Total	
#	Nordics							
AL KY/LA MO/NC SC/TN	Travel Trade							
	Trade Meetings/ Trainings	7	7	6	10	0	0	30
	Number of Agents Trained	0	3	5	245	0	0	253
	Media Meetings	1	3	3	3	0	0	10
	Total number of articles published	7	6	3	19	0	0	35
	Impressions	3,837,010	45,560	128,450	4,815,330	0	0	8,826,350

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	<p>Have been in discussions with FDM on several topics this month. Met with Birgitte at Brand USA week in London for a catch up. Business is doing well versus the first half of the year. The US is picking up but is now just one of they key long haul considerations rather than the number one. Birgitte is also looking to updating their Washington DC to Asheville “Blue Ridge Mountains for Connoisseurs” itinerary and were looking for routing and accommodation suggestions. We have been working with Amanda Baker at NC on suggestions and advice.</p> <p>Ongoing discussions on the TS USA and FDM Travel co-op initiative. We had a call in late October to finalise the elements of the campaign and produce a workplan and signed agreement. Will be meeting with Frederik at WTM in London in early November.</p>	Ongoing
Media Event Copenhagen	<p>Nanna from Related has confirmed she has booked the venue for the media event in Copenhagen for the 26th January, 2026</p>	
Travelmatch OSLO 2026	<p>Discover America has sold its interest in Travelmatch which is now standalone and the only B2B Travel Industry event in the Norwegian market. The online registration for buyers and media is now open, with matchmaking set to commence in mid-November. We will receive a notification once this happens.</p>	
Discover America/Brand USA events – October 2025	<p>The three Nodic Brand USA/Discover America events took place in Oslo (Norway), Helsinki (Finland) and Stockholm (Sweden) this month. In Oslo on the 14th October, Helsinki on the 15th October and Stockholm on the 16th October. The format was identical for each with presentations from Discover America chairs in each city and the Brand USA international manager:</p> <p>4.00 pm The showroom is available for set up. 4.30 pm Exhibitor briefing. 5.00 pm Registration and time for networking. 5.30 pm Welcome Remarks. 6.00 pm Workshop – rotation with small groups with 4-5 minutes at each table. 8.00 pm Buffet dinner and networking 9.00 pm Additional workshops – free float. 9.45 pm Prize draw. 10.00 pm Event ends.</p> <p>Despite traveller sentiment issues in the first part of 2025, all events were well attended and participants were positive and upbeat about the US market.</p> <p>Attendance for each event as follows: Oslo – 90 Helsinki – 70 Stockholm – 85 Total: 245 attendees</p>	

SAS – Lars Mork	Following an initial reorganisation over the summer there has been a further set of appointments as nine sales positions are to be announced with four of these to be based in Denmark. Lars will update on this further once he returns from an upcoming business trip.	Ongoing
Travel South Showcase Kansas City	We have all the flights arranged for the Nordic Delegates. Of the six participants five are on Fam #2 Route 66 and one is on #7 Memphis and Nashville. Four of the delegates are utilizing the SAS Copenhagen to Atlanta service.	
Nyhavn Rejser – Kim Carlsson	Met with Kim at Brand USA week for an update discussion. The market to the US is still depressed but enquiries are coming in for 2026. The USA is back in favour but customers are making it part of their shortlist. Any negative rhetoric has the ability to negatively impact sentiment.	
Swanson’s Travel – Tommy Swanson	Met with Tommy, Magnus and Johnan in Stockholm. We now have the specifications for the two pages in the 2026 Swanson’s catalogue, and have agreed a double page spread would make sense. We confirmed our intention to attend the Swanson’s Travel Day in Stockholm in March 2026.	
Brand USA Week London	There were eight Nordic delegates at Brand USA week in London and we held meetings updates with: Kim Carlsson – Nyhavn Birgitte Vraadal – FDM (attending showcase) Claus Brask Nielsen – Risskov (attending showcase) Christian Walker Willumsen – USA Rejser Kimmo Asikainen – Polyresor (attending Showcase) June Lundby – Amerikaspecialisten Magnus Hermansson – Swanson Travel	
American Trails Jonas Larson	Met with Jonas who advised that American Trail has started a new project/co-operation with Twang Café in Stockholm. In association with Twang, American Trails has created an ‘Americana Club’. On opening night, Emma Nilsson, Otis Kerp, and a secret guest will be performing. Peter Eriksson, and one of our absolute favorite colleagues, will be holding a photo exhibition featuring images of some of the world's leading Americana artists. Dylan Earl from Arkansas is playing Twang in early November and Jonas will meet with him. We will keep in touch to see how this project develops.	

Brand USA / Discover America Nordics



Travel South USA | Nordics

III. PR & Media

Contacts	Activity/Activation	Follow-up/ Next step
<p>Monthly Travel South Newsletter</p>	<p>This month's newsletter is 'Experience Halloween in the Southern United States'</p> <p>Newsletter links DK: https://presscloud.com/csp/vocast/message.csp?KEY=584418534217992&format=web NO: https://presscloud.com/csp/vocast/message.csp?KEY=230447395151546&format=web SE: https://presscloud.com/csp/vocast/message.csp?KEY=594841821075606&format=web FI: https://presscloud.com/csp/vocast/message.csp?KEY=832297597615262&format=web</p> <p>Newsletter stats Delivered: 477 Open rate: 162 (33.96%) Click rate: 1 (0.62%)</p>	<p>Ongoing</p>
<p>Media Meetings</p>	<ul style="list-style-type: none"> • Kristoffer Dahy, editor for Euroman (DK) – Very interested in a press trip where it is possible to visit multiple states. • Viggo Cavling, travel editor for Dagens PS (SE) – Dagens PS launched a travel section in June which have been very successful with more than 2 million reads during July. Interested in press trips. • Emma-Sofie Kring Suner, digital editor for ELLE (DK) – Very interested in press trips. They have huge success with city guides, and experience that these are continuously read even years after publication. 	

Newsletter

TravelSouth
All Y'all Are Welcome USA

Press release

Experience Halloween in the Southern United States

Autumn in the southern United States offers more than orange-red nature and warm pumpkin spice drinks. Here you can also experience how one of America's biggest holidays is celebrated - Halloween. Experience haunted houses in Mississippi and voodoo history in Louisiana. If you just want autumn fun, you can visit large apple orchards in Tennessee or go to a chocolate and bourbon pairing in Kentucky.



Mississippi's most haunted house

In Mississippi, Halloween is a great time to visit the McRaven House, in the city of Vicksburg, which is known to be Mississippi's most haunted house. The house dates back to 1797 and was used as a temporary hospital during the American Civil War. Since then, the house has been home to several mysterious residents and visitors have reported hearing voices and seeing spirit figures in the house.

[Read more](#)



Apple farm with baked goods and cider in Tennessee

In Tennessee, you can visit the Apple Barn Cider Mill & General Store, in the city of Sevierville. Here you will find restaurants, a winery, a cider house, a bakery, a candle shop, an apple orchard and much more. The apples are pressed on site at the orchard, and are used, among other things, for handmade cider at the Apple Barn Hard Cider Company. You can also taste the farm's own recipes, which include both apple cake and "apple fritters", which are small pieces of apple mixed in batter and fried.

[Read more](#)



Chocolate and bourbon pairing in Kentucky

Along the Kentucky Bourbon Trail, you can indulge your palate with a variety of bourbon and chocolate pairings. For example, at The Evan Williams Bourbon Experience in downtown Louisville, you can enjoy a "Chocology" tour, where award-winning bourbons are paired with handcrafted chocolates. For Halloween, you can also visit haunted locations like Wemy's Hill Sanatorium in Louisville and Old Tabb Tavern in Bardonia, which also pairs chocolate with bourbon.

[Read more](#)



Pumpkin hunting and voodoo stories in Louisiana

At Dixie Moon Farm, in the city of Bossier, Louisiana, you can celebrate Halloween like most American families with pumpkin picking and a farm maze. When darkness falls, the activities get extra spooky. Here, evil ghosts chase visitors through the maze, sirens are made and horror stories are told by the campfire, and horror films are shown on a big screen. In New Orleans, you can also visit the New Orleans Historic Voodoo Museum, and learn more about the history of voodoo, as well as gain an insight into the spiritual practice.

[Read more](#)



Deserts named after witches in Missouri

In Missouri, Halloween is a great time to visit Sugarwitch in the city of St. Louis. At the cafe, all the desserts on the menu are named after witches from European and folklore, and the flavors change with the seasons. However, there are some regular classics such as the "Baba", an ice cream sandwich with vanilla ice cream, rainbow sprinkles, and brownie, and the "Egghole" ice cream sandwich with pink ice cream, chocolate chips, and salted brownie.

[Read more](#)



The Taste of Halloween in South Carolina

The small town of Conway, South Carolina, offers a spooky Halloween atmosphere in October. The streets are decorated with spooky decorations and glowing pumpkins. Local restaurants and cafes also welcome autumn with pumpkin spice treats such as Halloween cocktails, ghost-shaped cookies and dessert variations with caramel and apples. At the restaurant Bonfire Taqueria, you can even sink your teeth into Halloween-inspired tacos.

[Read more](#)

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.visittheusa.com

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

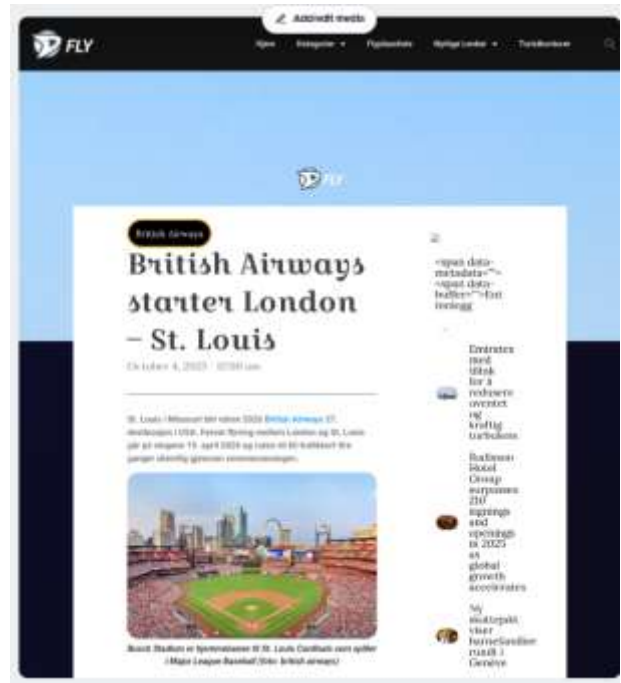
Attachments

[Kentucky_Bourbon Women SiPosium_Final Photo Tasting with Chocolate.jpg](#)
[Kentucky_Bourbon Balls.jpg](#)
[Kentucky_Down One Bourbon Bar.jpg](#)
[Louisiana_Pumpkin patch.JPG](#)
[Louisiana_VoodooMuseum.jpg](#)
[Mississippi_McRaven.jpg](#)
[South Carolina_CONWAY DOWNTON RIVER WALK HALLOWEEN.jpg](#)
[Tennessee_Sevierville_SevierCo_AppleBarn.jpg](#)
[Tennessee_Sevierville_SevierCo_AppleBarn_2.jpg](#)
[Missouri_Sugarwitch.jpg](#)
[Missour_Sugarwitch2.jpg](#)

Contact information


Nanna Frederiksen, Press Contact for Travel South USA.
naf@visitusa.com
+45 5338 1928


Sample Media Coverage



[Add/edit media](#)
[Køb abonnement](#)
Dagbladet
[Log ind](#)
[Menu](#)

[Kandidat testen](#)
[Holstebro](#)
[Struer](#)
[Vinderup](#)
[Ulfborg/Vemb](#)
[Lemvig](#)
[Sport](#)
[Navne](#)
[JFM Play](#)



Fødevarerstyrelsen finder stadig væk både skimmel og skidt på fødevarer


Forretning har fået sur smiley og bøde på 15.000 kroner: - Det er meget beklagel...

REJSER

Virginia: Lige her blev USA født for snart 250 år siden

Virginia ligger mellem nord- og sydstatene og lige dér, hvor USA blev født for snart 250 år siden.




[Se i fuld størrelse](#)

I englændernes første koloni i USA var Williamsburg hovedstad fra 1699 til 1799. Byen er i dag et levende museum, hvor historien med fokus på 1700-tallet genopføres både om dagen og om aftenen. Foto: Sarah Hauser/Virginia Tourism Corporation

Aa [←](#)

05. okt. 2025 kl. 18:52

Kirsten Vestergaard, rejser@fm.dk


Listen to this article
 8 min

Market Update

SAS deepening partnership with Air France-KLM to enhance U.S.-link

- **On 23 September 2025, SAS and Air France-KLM announced a commercial partnership aimed at enhancing connectivity between Scandinavia and the United States. SAS Group+1**
- **This includes SAS-operated non-stop trans-Atlantic flights from Scandinavia that Air France will place its code on, covering U.S. cities such as Atlanta, Boston, Chicago, Los Angeles, Miami, New York-EWR/JFK, San Francisco, Seattle, Washington D.C. etc.**