

TravelSouth

All Y'all Are Welcome **USA**

Monthly Report – November - Benelux

Prepared by:



RIANNE VAN DER LINDEN, Marketing & Account Executive

rianne.van.der.linden@targettravel.nl

MARJOLEIN FRAANJE, General Manager / COO

marjolein.fraanje@targettravel.nl

Bisonspoor 3002 – A701

3605 LT Maarsse, The Netherlands

P +31 30 57 70 757

W targettravel.nl





About TSUSA - Global Partner Programming

We appreciate the everlasting support of Travel South USA, and through this support we continue to be top-of-mind with the beautiful TSUSA region, amongst trade, media and potential travelers. We have the pleasure to already be familiar with the region for several years, and look forward to yet another year where we can focus on promoting the GPP states. We are happy and grateful that for the coming budget year we can again count on 9 states, with a small change: Alabama, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, and Rhythms of the South!

We are used to multiple state marketing, and we will make sure every state will get its own fair share of attention, highlighting each unique selling points, highlights, and must-sees, together with an overall promotion of the Southern region. We will make sure you will get a good ROI on every marketing dollar spent. And the assurance you spend it in a healthy mature market, ready and eager to travel.

The overall goal is a growth in numbers of sales, exposure, and awareness of the travel possibilities to the Travel South USA states. Both the Dutch and the Belgian market are mature and healthy, with experienced and professional key trade and media players. We will continue to create and initiate smart marketing opportunities, resulting in a growth in visitation from the Benelux to the region and maximizing visitor spending and impact. Storytelling will play an important part in achieving our goals. Food, Music Culture, History and Outdoors are the main themes.

On a monthly basis we will be providing updates on the various marketing projects that have been approved for this fiscal year, we will provide an insight into the Benelux market and include any other information/ topics that are of relevance to the region.

Why the Benelux market?

- 81% of the Dutch population (17.9 million) and 74% of the Belgium population (11,7 million) is vacationing at least once a year.
- A steady and stable market. Small, yet big in our number of travellers to the USA. 4 out of 100 people visit the USA yearly.
- High potential for 2nd and 3rd tier destinations and potential for the shoulder season
- Both the Dutch and the Belgians receive an 8% annual extra salary called "vacation payout"
- The Dutch have at least 25 vacation days and about 10 public holidays, the Belgians have at least 20 vacation days and also 10 public holidays.
- The average time spent in the USA is: 18 days.



I. Executive summary

- **Social media:**

The TSUSA region was featured in 4 social media posts from partners this month.

Visit USA Belgium shared a post about the National Civil Rights Museum in Memphis on both Facebook and Instagram. AmerikaNu shared Bart's tips in Memphis on Instagram and Meridian Travel shared a post featuring New Orleans, Louisiana.

As of this month, we started boosting the posts published on the TSUSA Benelux channels, to generate a higher reach and more interaction. As can be seen in the metrics sheet, presented below, the reach and interaction on the social posts have increased a lot.

- **Publications:**

The TSUSA Region received media attention through **8 articles** this month. *ESPN* published an article about the WK 2026 host cities, including **Atlanta. Kentucky** was mentioned in a blog from *ModMod* about the Old Fashioned. *Food Inspiration* mentioned **South Carolina** in a post about The MICHELIN Guide American South. *ManOevre* mentioned **All regions and Rhythms of the South** in an article about hiking and biking. *NBBS* shared an article about travelling to the United States featuring **North Carolina, South Carolina, Mississippi and Rhythms of the South. Alabama** was mentioned in an article about Frank Lloyd Wright from *Verkeersbureaus.nl*. *Visit USA Netherlands* published two articles, one highlighting **Mississippi's** winter and one about **Memphis**.

- **Activities**

This month we participated in the final fair of 2025, the Style in Travel fair. Although this was not included as a proposed project, tour operator Style in Travel asked for us to be present during their one-day specialist consumer fair, providing their (repeat) customers with inspiration for their next travel plans. Our participation provided strong visibility and further strengthened our relationship with Style in Travel.

Monthly Report - Benelux



The Travel South USA presentation, highlighting the region's diverse states and authentic Southern experiences, was well attended, drawing approximately 45 consumers. The TSUSA booth attracted strong and steady visitor interest, drawn in also by the bourbon tastings that Rianne did throughout the day. These tastings created a memorable touchpoint and reinforced the region's distinctive culinary and cultural appeal.



- **Travel South USA International Showcase**

In November the final arrangements were made, and the Benelux delegation departed to Kansas City for this year's edition of International Showcase. A full summary will be included in the monthly report of December + also a separate report to be provided early next year.

Monthly Report - Benelux



International metrics FY25 - 26

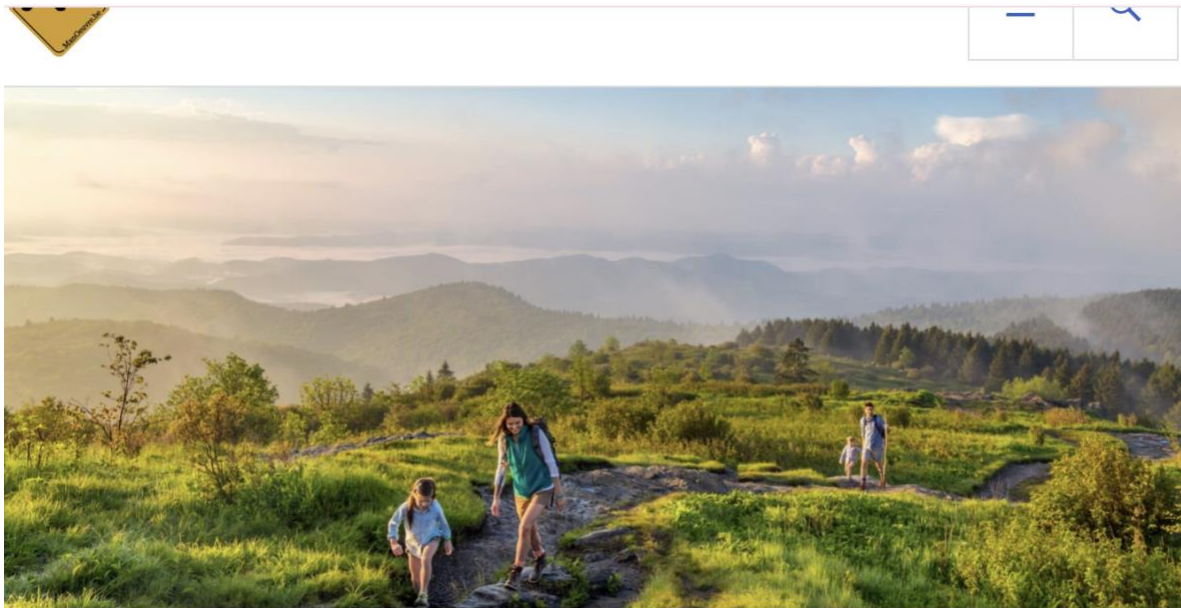
	July	Aug	Sep	Q1 TOTAL	Oct	Nov
Benelux						
Trade						
Trade Meetings/Trainings	4	11	8	23	8	4
Number of Agents Trained	-	-	150	150	-	-
Travel Trade Newsletter Receptient	0	0	531	531	658	659
Trade Newsletter Open Rate	0	0	41	41	47	46
Managed Media						
Media Meetings	1	1	1	3	3	2
Total number of articles published	4	11	10	25	13	8
Impressions	11,100	15,739	57,225	84,064	24,724	28,226
PR Newsletter Receptient	0	0	354	354	350	345
PR Newsletter Open Rate	0	0	44	44	43	42
Social Posts						
Facebook Page						
Followers	1,760	1,780	1,780	1,780	1,780	1,781
Likes	1,760	1,780	1,780	5,320	1,780	1,781
Facebook Posts						
Reach	0	291	906	1,197	466	4,555
Views	0	1,390	1,122	2,512	662	6,007
Likes	0	23	22	45	14	554
Comments	0	5	1	6	0	0
Shares	0	0	0	0	0	5
Instagram						
Reach	0	61	236	297	245	3,865
Views	0	2,058	1,581	3,639	1,956	5,806
Followers	0	83	122	122	192	248
Likes	0	65	73	138	77	72
Comments	0	5	4	9	3	3
Shares	0	0	0	0	0	1



II. Communication & PR

Coverage book has been updated:

<https://app.coveragebook.com/29490/books/f8d792af8750ac9a>



TRAVEL

Hiking en biking in Zuid-USA

Het zuiden van de Verenigde Staten verrast met eindeloze mogelijkheden om de natuur in te gaan. Van fietsroutes langs rivieren tot wandelingen door nationale parken en picknicken onder eeuwenoude bomen: overal vind je plekken waar natuur, cultuur en ontspanning samenkomen. Zo geniet je niet alleen van indrukwekkende landschappen en charmante steden, maar ook van een reis die ruimte laat voor avontuur én ontspanning. Laat je inspireren door de vele mogelijkheden en ontdek hoe veelzijdig deze regio is, juist wanneer je de natuur intrekt.





III. Sales Calls

Media contacts

Contacts	Interests / Status	Follow-up
Freelancer – Hans Avontuur	We spoke with Hans regarding potential participation in Global Week 2026. Having previously collaborated on the WideOyster Travel South special, he will review where he can publish the articles he plans to produce for Global Week.	He will let us know as soon as possible if he is able to join.
Foodies Travel – Bas Erkens	Bas is the editor of Foodies Magazine, which has existed for 5 years. The platform foodiestravel.nl is a part of this also, and was created 2 years ago. Currently they get 1,5 million visitors on their website each month. The magazine, and their website, does not only cover recipes or where to eat, they also highlight destinations and roadtrips. They are mostly looking for lesser known destinations, and tell about them with a culinary focus. Their target group is 40+ years old, and travels 3 to 5 times per year.	Bas has submitted his registration for Global Week 2026

Trade contacts

Contacts	Interests / Status	Follow-up
ITG Companies - Fons Smeets	The International Travel Group (ITG) is a Dutch travel company and represents 2 companies: ExperienceTravel focuses on the Highend market in the Netherlands and Belgium. Travelworld focuses on the middle plus market and offers flexible packages to long haul desitinations. <ul style="list-style-type: none"> - Fons says that the US and Canada continue to be two of their strongest long-haul destinations, consistently ranking among the top ten most popular regions for both their brands. He notes that he would like to explore how joint marketing collaborations could increase visibility for these destinations, with the shared goal of stimulating both traveler numbers and overall spending. - He shares that in the U.S., the Southwest (California, Utah, Arizona) remains popular, followed by Florida, the Rockies, and New York. Florida is particularly strong for Travelworld, while Alaska performs well within ExperienceTravel's high-end segment. - The U.S. represents approximately 4.5% of ExperienceTravel's business and 11.5% for Travelworld. 	
Tioga Tours – Paul Bakker	Tioga Tours has entered a strategic partnership with 819 Capital Partners. Founder Paul Backer remains involved as minority shareholder and continues to lead the company. The investment strengthens Tioga's capabilities in marketing, digitalization, and AI, supporting its plans to expand beyond North America while maintaining its tailor-made service approach. This partnership reinforces Tioga's position as a leading specialist in customized hotel and RV travel.	
WRC Reizen – Jón Jonker	We visited WRC Reizen and met with Jon Jonkr, product manager. The company exists for almost 40 years and their main focus for the USA is RV	Added to mailinglist.

Monthly Report - Benelux



	<p>trips. The company is now owned by Outsight Travel / Rama Tours specialised in Asia and South America. They are looking to improve their USA product, by focussing not only on RV but also fly-ad-drives. We have offered to help him with improving their existing product, either by adding nights or cities or by creating add-ons. If needed we can work with them to create more itineraries. We have discussed TSISC for next year and added him to our mailinglist.</p> <p>Also, they currently work with Travalco, but feel somewhat limited in what they offer, also making them feel limited in how they can be different to their competitors. We introduced them to more specialized DMC's like (ReyRoyal and Rocky Mountain Holiday Tours), where they can find more specialized products and differentiate their offerings.</p>	
<p>Exciting West - Line Vandenabeele</p>	<p>Line just returned home from her travels through Louisiana and will follow-up with reviews and a travel report later. Currently they needed all her time in the office, as lots of new booking requests are coming in, which is great to hear!</p> <p>From November 17-21 her and Birger van Langenhoven travelled through Louisiana, visiting Lake Charles, Lafayette, Baton Rouge & New Orleans. She met with local partners at Brand USA Travel Week, who were able to accommodate them.</p>	



IV. Newsletter

Newsletter to the trade & media

We sent out the latest newsletter in early November. The focus for the newsletter was festivals in 2026, in the TSUSA Region.

Status	Topic	Subscribers	Open rate	Click-thru rate
Newsletter sent out on: November 4th	Festivals in 2026	Trade		
		659	46%	0,2%
		Media		
		345	42,2%	0,3%

View the newsletter here: <https://mailchi.mp/665be56e76c9/nieuwsbrief-travel-south-usa-festivals-2026>

Looking ahead, the next newsletter, featuring the theme of holiday traditions, has been sent out on Dec 2th and continued highlight all GPP partners.



V. Social media

We have been posting all throughout November on our social media platforms. A total of **9 posts** were published on Facebook and **9** on Instagram. Each state being highlighted once, and the Rhythms of the South cities rotating every month. This month, New Orleans was featured. The content for the posts is based on this month's newsletter and is shared across both channels. As of this month, we started boosting the posts to generate a higher reach and more interaction.

The [Facebook post](#) with the highest reach, generating **1440 impressions** and **190 interactions**, highlighted Mississippi. On Instagram, the strongest performance came from the [post](#) featuring Route 66 in Missouri, reaching **952 people** and securing **18 interactions**. See posts below:





VI. Market Update

Travel agents remain important, despite AI growth

Recent research by the TravelC Group shows that travel advisors hold mixed views on the adoption of AI technology. While many see clear opportunities for increased efficiency, particularly in itinerary creation and administrative workflows, there is also concern about the pace at which AI is evolving and its potential to take over parts of the advisor's role.

Despite these concerns, the report indicates that AI is becoming essential. Errors in AI-generated itineraries confirm that professional oversight remains crucial, especially regarding routing logic, supplier reliability, and feasibility checks. Advisors' added value continues to lie in personalization, relationship building, and customer care, areas in which AI still lacks capability.

Travel behavior 2026

Recent research by DPG Media shows several clear developments in the Dutch travel market. Short trips remain popular throughout the year, with fall 2026 emerging as the strongest season for brief getaways—most often taken with a partner. At the same time, planning for summer vacations is shifting earlier: travelers expect to book their 2026 summer holidays primarily in Q1, following a period of orientation in December and January.

Despite inflation, travel continues to rank high in consumer priorities. While many respondents are more price-aware, only 22% expect to spend less on travel next year, compared to 25% in 2024—indicating stable demand with increased value consciousness.

AI adoption in trip planning remains modest overall, but younger travelers (18–39) stand out as early adopters. They use AI mainly for personalized recommendations and itinerary inspiration, suggesting that AI will play an increasingly influential role in the early planning stages of future travel.



VII. Activities overview

This chapter provides updates when activities have been executed, when there is an update on the progress, or any action points.

Wideoyster

This year is a continuation of last year, as part of a two-year cooperation. Half of the publications have already gone live, the second half is expected to follow in early 2026. The preview of the last two TSUSA publications will come in December 2026 with expected publication in January 2026.

FY 24/25	
November 2024	Press trip North- & South Carolina
April 2025	Attending Global Week Louisville, KY FAM: Louisiana
May 2025	Publication of three longreads
FY 25/26	
Jan 2026	Publication of two longreads

The Outdoors

We will be featured as a 'destination of the month', where our region will be prominently featured across all their platforms for a whole month. The 5 advertorials are written based on desk research and input provided by us. The combined activities are expected to generate a reach of approximately 1,5 million. Exact timing of this feature tbd.

Visit USA Associations

Trough the continued membership that Travel South USA has with Visit USA The Netherlands and Visit USA Belgium, they continue to generate frequent exposure through the newsletters and on social media.

Monthly Report - Benelux



Benelux Trade & Media newsletter

Every month, a newsletter will be sent out to the Benelux Trade and Media database. Each month focusing on a different theme, highlighting all GPP states. Please view chapter IV for the monthly analyses.

Benelux social media

Content on Facebook & Instagram will be published throughout the month, using the newsletter as a source of inspiration. Please view chapter V for the monthly analyses.

Product Survey

This project will again be executed in spring 2026, reporting all tour operator data from 2025

Out of Scope

Travel South International Showcase: For this years' edition in Kansas City a delegation of 8 has been confirmed for the Benelux. A full summary will be included in the monthly report of December + also a separate report to be provided early next year.

Global Week: The media marketplace will take place in Mobile, Alabama in spring 2025. Contract has been signed and first media have been contacted about their availability.