

NORDICS REPORT

November 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

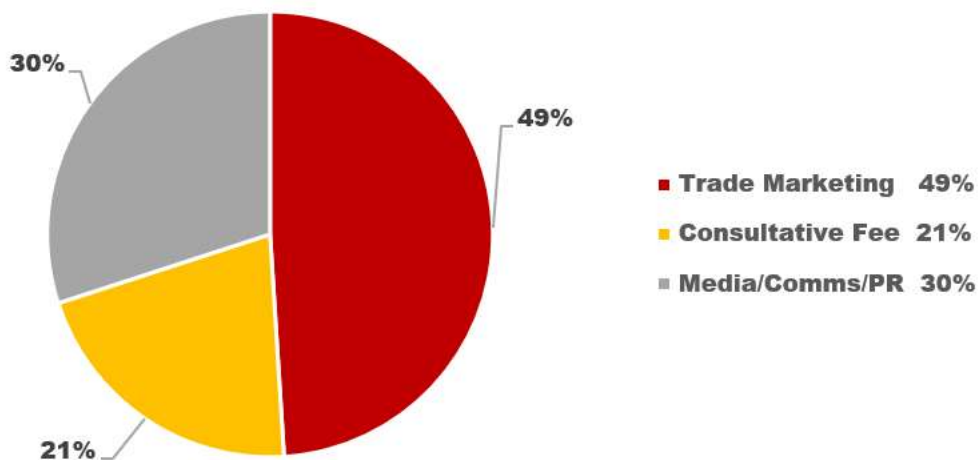
Global Partner Programming

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

		OCT	NOV	DEC	Q1 Total	Q2 Total	Q3 Ttal	FY 25/26 Total
#	Nordics							
	Travel Trade							
	Trade Meetings/ Trainings	10	7		20	0	0	37
	Number of Agents Trained	245	3		8	0	0	256
	Media Meetings	3	3		7	0	0	13
	Total number of articles published	19	2		16	0	0	37
	Impressions	4,815,330	336,000		4,011,020	0	0	9,162,350
	AL KY/LA MO/NC SC/TN							

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 again been in discussions with FDM on several topics this month. We have now received suggested itinerary information and contents from North Carolina and this has been shared with Birgitte for her itinerary updates.</p> <p>Ongoing discussions on the TS USA and FDM Travel co-op initiative. We have submitted a contract for signature and this has been received back but with some adjustments required on items like payment schedule and clarification on soft/hard dollar costs.</p>	Ongoing
Media Event Copenhagen	Nanna from Related has confirmed she has booked the venue for the media event in Copenhagen for the 26 th January, 2026	
Travelmatch OSLO 2026	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.	
Discover America Norway – Widar Jensen	In discussions with Widar, Discover America Norway has been in discussions with TravelXpo, Norway's largest travel fair. For 2026 the show is moving from January to March 20-22 in Lillestrom and are expecting around 20,000 visitors. The last show in 2024 was poorly attended and then cancelled for 2025. We have advised Widar that we have allocated budget for 2026 but are willing to look at a revised show for 2027.	
SAS – Lars Mork	Had a meeting with Lars and the re-organisation within the Sales department has now been finalised. Instead of individual 'home' market organisations (Denmark, Norway, Sweden & Finland) each have their own sales structure, the sales organisation will be organised by channel. This means that Corporate, Leisure and Specialist (MICE, Student, Marine etc) will each have their own sales teams and individual account managers will have a set of channel accounts, some of which may sit outside of their own country. This structure aligns with what AF/KL and Delta have in place in their home market (SkyTeam Alliance Partners)	Ongoing
Travel South Showcase Kansas City	We have been in touch with all Nordic delegates to ensure they have been included and invited for the open Tuesday night at Travel South Showcase. There are three delegate dining with South Carolina, two hosted by Mississippi and another having dinner with one of the receptive operators.	
Discover America Finland Pekka Makinen	Met with Pekka as a follow up to the Discover America events held in Helsinki in September. In order to gain more trade engagement Pekka has hired two Social Media specialists that will focus on providing content and interaction for Discover America, primarily via Facebook. We discussed how we might submit content and agreed a follow up with Sanna and Ulla in the coming months.	

Swanson's Travel – Tommy Swanson	Following up with Tommy and Johan (the new Swanson's GM) on the catalogue advert. Some confusion around the dimensions and required format but this has been addressed and submissions for a double page spread have been shared.	
Discover America Brand USA Nordic event follow up.	Following the Nordic events in Oslo, Helsinki and Stockholm in September, Brand USA has sent out a survey to suppliers and agents asking for feedback and comments on the event. We have asked for results to be shared and are awaiting feedback.	
Discover America Denmark – Karin Gert Neislen	Karin sent an official invitation to participate in the Discover America event in Copenhagen. Having already expressed interest in attending we have now confirmed our participation.	
American Trails Jonas Larson	Met with Jonas who advised that American Trail has started a new project/co-operation with Twang Café in Stockholm. Following the first event Jonas has made contact and wishes to discuss future partnerships, especially around music content. We have agreed a follow up in ealy January 2026	
Travel South Branding	Versions of the new Travel South Logos have been sent to each of the Nordic Discover America organsations along with a request that they update their members listings accordingly.	
TravelMatch – Norway	Appointment request making is ongoing and we have a full schedule of meetings set up, mainly with tour operators and agents but also key journalists. The event take place on the 8th January, 2026 at the Congress centre in Oslo.	
Discover America Sweden – Quarterly meeting	<p>The DA Sweden quarterly meeting was held in Stockholm on the 19th November, 2026. Here are the highlights of the discussions:</p> <ul style="list-style-type: none"> - Feedback on 16th October joint Brand USA event – US Commerical service were unable to attend due to government shutdown - Thanksgiving dinner scheduled for November 25th - Presentation given on Hablo and DA Sweden to set up their own page - Nordic Arrivals information shared – see below - Swedish fact sheet shared – see below 	

III.PR & Media

Contacts	Activity/Activation	Follow-up/ Next step
<p>Monthly Travel South Newsletter</p>	<p>This month's newsletter is 'Christmas Events in the American South'</p> <p>Newsletter links (December newsletter) DK: https://presscloud.com/csp/vocast/message.csp?KEY=983632150316378&format=web NO: https://presscloud.com/csp/vocast/message.csp?KEY=268509312222792&format=web SE: https://presscloud.com/csp/vocast/message.csp?KEY=582166640125129&format=web FI: https://presscloud.com/csp/vocast/message.csp?KEY=993675828511251&format=web</p> <p>Newsletter stats (for December newsletter) Delievered: 430 Open rate: 130 (30.2%) Click rate: 0% As we distributed the newsletter yesterday, these numbers might improve. Will update you in the next report.</p>	<p>Ongoing</p>
<p>Media Meetings</p>	<ul style="list-style-type: none"> • Christian Muda, freelance for Premium Magazine (SE) – Christian loved the format of last year's GMM, and was very interested in participating again in 2026 with the purpose of writing for Premium Magazine and his own blog. We have signed him up. • Nadya Gruner, freelance for Plaza Magazine + podcaster (SE) – Nadya is working freelance for Plaza Magazine, and is sometimes featured in a travel podcast made by the travel agency TUI. We discussed story angles and press trip possibilities. • Michael Cristiansen, freelance for Nordjyske and Dansk Autocamper (DK) – Discussing story angles and press trip opportunities. 	

Newsletter

TravelSouth
All Y'all Are Welcome USA

Press release

Christmas Events in the American South

Christmas in the South unfolds in lights, music and warm traditions. Here, winter festivities, local Christmas stories and culinary experiences come together. From Kentucky's sparkling light festival and Louisiana's traditional bonfire festival to Missouri's cinematic Christmas universe and Tennessee's magical amusement park, all create a December where travelers can experience the spirit of Christmas in completely new ways.



Bonfire Festival in Louisiana

Along the Mississippi River, bonfires flare up during the Festival of the Bonfires in the town of Lusher the second weekend in December. Over three days, the festival offers everything from bonfires and Christmas parades to live music, crafts and tastings of classic Cajun dishes. For the kids, there are fun activities and visits from Santa, while the evenings end with fireworks reflected in the Mississippi River.

[Read more](#)



Christmas like in Hallmark movies in Missouri

Hallmark Christmas movies are beloved for their cozy atmosphere, and in Kansas City you can experience it for real. At the Hallmark Christmas Experience, you enter a world inspired by classic Christmas movies. Here you can enjoy spectacular light shows, taste delicious Christmas treats, send Christmas cards inspired by the movies, shop for Christmas gifts from local vendors, and for those who want more, there are special dinner experiences and workshops with Hallmark's own artists and writers.

[Read more](#)



Julemagi i Dollywood, Tennessee

Dollywood, Tennessee, has a new holiday area called Peppermint Valley. Located in the park's Country Fair, it's decked out in red and white lights and candy cane-inspired decorations. Six million lights throughout the park create different holiday themes: Santa's Village in red and green, Glacier Ridge in blue and white, and Craftsman's Valley in warm, candlelit gold. Dollywood is located in the town of Pigeon Forge, where guests can also visit The Inn at Christmas Place, a year-round holiday-themed hotel where guests can stay and meet Santa.

[Read more](#)



South Carolina celebrates winter with steaming oysters

In South Carolina's Lowcountry, cool weather means oyster season is underway. It marks the start of one of the region's most traditional winter experiences: the Oyster Roast. From Myrtle Beach to Charleston and on to Beaufort and Bluffton, people gather around long tables covered in newspaper as freshly harvested oysters steam over open fires. Here, friends and neighbors gather for an informal feast where conversation and Southern hospitality are as much a part of the fresh taste of the sea as they are of the sea.

[Read more](#)



Illuminated botanical garden in Alabama

In December, Alabama transforms into a Christmas wonderland with markets, light displays and historic town centres decked out in festive cheer. In Huntsville, the Galaxy of Lights lights up the Huntsville Botanical Garden, where millions of lights and themed sculptures create a magical atmosphere. Here you can walk or drive through the 2.5 km route under thousands of Christmas lights, take a ride on the Evergreen Express and enjoy hot cocoa under the stars.

[Read more](#)



Christmas lights in Kentucky

Kentucky offers both new and classic Christmas traditions, where lights, music and experiences create a magical atmosphere. In Lexington, Legends Field is transformed into a sparkling wonderland during the Legends Festival of Lights with millions of lights and festive entertainment. Heading to northern Kentucky, you can ride through Light Up The Fair at the Boone County Fairgrounds, while Southern Lights at the Kentucky Horse Park near Lexington combines classic traditions with new touches every year.

[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.travelouthusa.com/media

Attachments

[Louisiana_Festival of Bonfires](#)

[Alabama_Huntsville Festival of Lights.png](#)

[Kentucky - Twinkle at the Track in Bowling Green 2 - credit NCM Motorsports Park.jpg](#)

[Missouri_Hallmark Christmas Experience.jpg](#)

[South Carolina_Oysters.jpg](#)

[Tennessee_Dollywood.jpg](#)

[Tennessee_Dollywood's_Smoky_Mountain_Christmas.jpg](#)

Contact information

Nanna Frederiksen, Press Contact for Travel South USA

naf@related.dk

+45 5338 1928

Market Update

Travel to Thailand disrupted

- **The Danish Ministry of Foreign Affairs has issued an advisory for Travel to certain parts of Thailand due to a worsening conflict between Thailand and Cambodia. Thailand is the USA's major longhaul competitive market so we will likely see some shifting share as a result of this advisory.**

Copenhagen named among the world best airports

- **Copenhagen Airport has just been named the world's 9th best airport at the international travel magazine Condé Nast Traveller's annual Readers' Choice Awards - one of the travel industry's most prestigious awards in its field, Copenhagen Airport states in a press release., Seattle, Washington D.C. etc.**

Condé Nast selects winners in a wide range of categories, including airlines, cruise lines, destinations and hotels, and so on.

The Condé Nast airport list is topped by Singapore Changi (SIN), followed by Istanbul (IST), Hamad International (DOH) in Qatar, Helsinki (HEL), Dubai (DXB), Amsterdam Schiphol (AMS), Hong Kong International (HKG) and Rome Fiumicino (FCO) in eighth place.