

France REPORT

April 2026

Travel
South
USA

All Y'all Are
Welcome

Prepared by

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I. Market Overview.

Orchestra/L'Echo Touristique March 2026 - Top 20 destinations and market trends update

Across all destinations, travel sales through both physical and online travel agencies declined by 19.6% compared to March 2025. During the first ten days of the month, bookings fell by 17.6%. Spain, mainland France, and Tunisia ranked as the top three destinations. The first two remained broadly stable, while Tunisia recorded a sharp decline of 25.7%. Greece fell even further (-27.6%), followed by Portugal (-34.4%). The United States, meanwhile, posted a particularly steep drop of over 50%. Despite a general atmosphere of caution, a few more distant destinations and islands managed to stand out: the Dominican Republic, Albania, Canada, Japan, and the French Caribbean showed greater resilience.

Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en mars 2026 - L'Echo Touristique](#)

US Tourism Looks Ahead to Recovery and Global Opportunities

The US inbound tourism sector is currently operating in a more cautious international context, with visitor flows from several key markets remaining below previous levels over the past months. The situation reflects a combination of economic pressures, evolving travel behaviour and lingering geopolitical uncertainties. However, recent March 2026 data points to a gradual improvement in international arrivals, suggesting the first signs of a slow but steady recovery. Despite this short-term softness, industry stakeholders remain focused on the medium and long term, supported by strong fundamentals and major upcoming events. The 2026 FIFA World Cup is expected to act as a powerful driver of tourism activity, generating significant inflows of international visitors and economic benefits across host cities. Preparations are already underway to ensure transport systems, infrastructure and visitor services are ready to meet demand. In parallel, Brand USA is stepping up its international outreach, notably in France, with the launch of a new ambassador program for travel professionals. The initiative aims to strengthen destination visibility, support agents with expertise, and stimulate future demand.

Sources: [Brand USA va nommer dix agents de voyages ambassadeurs en France ; 12,5 milliards de dollars de recettes en moins et ça continue : pour le neuvième mois consécutif, la fréquentation internationale des États-Unis recule ; États-Unis : le nombre d'arrivées internationales repart à la hausse en mars ; États-Unis : neuvième mois consécutif de baisse pour le tourisme international ; Coupe du monde 2026 aux États-Unis : des retombées touristiques promises, à condition que le pays soit prêt - VisasNews ; Coupe du monde de football 2026 : couacs en série](#)

French Summer Travel Demand Remains Resilient Despite Uncertainty

Recent industry reports show that French travellers are approaching summer 2026 with caution, as inflation and geopolitical tensions continue to influence booking behaviour. According to the EDV-Orchestra barometer, summer reservations are currently down by around 7% year-on-year, with long-haul destinations the most affected. However, demand for holidays remains strong overall, particularly for destinations perceived as safe, accessible and affordable. More than half of French travellers are expected to spend their summer holidays in France, while Southern Europe and Mediterranean destinations continue to perform well. Flexible booking conditions, proximity travel and value-for-money offers are becoming increasingly important in consumer decisions. Industry professionals also note that travellers are taking longer to confirm bookings, leading to a more "wait-and-see" market. At the same time, some destinations such as Albania, Morocco, Egypt and Canada are showing encouraging growth thanks to competitive pricing and strong air connectivity.

Sources : [Baromètre EDV-Orchestra : quel impact de la guerre sur les réservations ? Tourmag ; Plus de 50% des Français vont rester en France cet été - Bee Travel News ; « De bonnes vacances sans inquiétudes pour le budget » : plus de la moitié des Français plébiscitent leur pays cet été - Le Parisien ; Question du jour. L'inflation et le risque de pénurie de carburant vous amènent-ils à revoir vos projets de vacances ? - Ouest France](#)

French Tour Operators Focus on Growth and Diversification

French tour operators *Partir/Visiteurs* and *Voyageurs du Monde* are entering 2026 with ambitious development plans and a strong focus on diversification, innovation and international expansion. Celebrating its 40th anniversary, *Partir/Visiteurs* is preparing a major expansion of its 2027 product range with around 15 new destinations, including Malaysia, Rwanda, South Korea, Greece, Cyprus and Turkey. The group is also strengthening its medium-haul offer, introducing pre-packaged self-drive tours and enhancing digital booking solutions to simplify sales for travel agencies. Supported by a new management team following its acquisition by B&Capital, the company aims to reach €100 million in revenue within five years. The strategy reflects the group's long-standing ability to adapt and diversify, with tailor-made travel, themed departures around iconic festivals and new dynamic packaging solutions designed to meet evolving traveller expectations. At the same time, *Voyageurs du Monde* delivered strong 2025 performances, posting €785 million in revenue, up 7% year-on-year. Growth was driven by tailor-made and adventure travel, while the company continues its European expansion with future openings planned in Germany and Italy. The group is also developing new France-based adventure experiences for international travellers, further reinforcing its diversified business model.

Sources : [Voyageurs du Monde : une année 2025 solide, des incertitudes pour 2026 - L'Echo Touristique ; Visiteurs élargit son offre avec une quinzaine de nouvelles destinations - Tourmag](#)

II. Executive summary.

❖ 2026 TSUSA Global Media Marketplace

In April, BWC escorted the five French journalists attending the TSUSA Media Marketplace in Mobile, Alabama, ensuring optimal coordination through the various events (city tours, meal functions, group gatherings, destination trainings and marketplace meetings with local TSUSA partners). BWC will share a full report by June 1st, 2026.

❖ 2026 TSUSA Product Audit

In April, BWC finalize the FY26/27 French Market Product Audit for the Travel South USA and will share it early May 2026 with the TSUSA team.

❖ 2026 TSUSA International Showcase

In April, BWC finalized the discussions with seven French tour operators who were ready to register for the 2026 edition of the TSI Showcase in Nashville, Tennessee. See section III. Travel Trade activities for update.

❖ 2026-2027 France Marketing Plan

In April, BWC consolidation the FY26-27 scope of work and Marketing Plan that will be shared early May with the TSUSA team.

YTD International Metrics for FY26 - Q1 through Q4

	July	August	September	Q1 TOTAL	October	November	December	Q2 TOTAL	January	February	March	Q3 TOTAL	April	Q4 TOTAL	FY 25/26 TOTAL	
France																
TRAVEL TRADE																
9 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN	Trade Meetings/ Trainings	5	11	11	27	10	6	9	25	11	5	7	23	4	4	79
	Number of Agents Trained	2	0	32	34	34	43	112	189	37	53	74	164	0	0	387
PR																
	Media Meetings	3	4	8	15	9	6	9	24	8	6	4	18	5	5	62
	Total number of articles published	9	10	13	32	21	20	19	60	11	21	9	41	20	20	153
	Impressions	282 680,00	2 877 330,00	8 594 740,00	11 754 750,00	13 774 262,00	18 947 840,00	6 675 200,00	39 397 302,00	4 428 120,00	3 117 295,00	3 196 680,00	10 742 095,00	22 158 410,00	22 158 410,00	84 052 557,00

III. Travel Trade activities.

FY26 Trade events or marketing highlights with Tour Operators

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
<p>2026 TSUSA SHOWCASE, NASHVILLE (TN)</p>		<p>TSI Showcase 2026 -Update. In April, BWC discussed with various tour operators to confirm their intention to attend the 2026 Travel South International Showcase in Nashville, Tennessee (November 29th - December 2nd, 2026), followed by fam trips (December 6th - 7th, 2026).</p> <p>BWC ensured that a maximum of two French buyers would select the same post tour ahead of their registration request.</p> <p>BWC shared the list of tour operators with the names of the confirmed attendees, job titles and email addresses to the TSUSA team to start the registration process.</p> <p>Tour operators projecting to attend:</p> <ul style="list-style-type: none"> • Amerigo (Martin Delame) Fam choice : Tennessee Smoky Mountain Showcase. • Angèle (Nora Gherras) Fam choice : pending. • Cali'fun (Virginie Gines) Fam choice : Tennessee Ties. • Cercle des Voyages (Antony Enault) Fam choice : Soundtrack of Alabama. • Jetset Voyages (Valérie Heurtel) • Les Ateliers du Voyage (Bertrand Juilliard) Fam choice : Soundtrack of Alabama. • Partir aux États-Unis (Olivier Pulcini) Fam choice : Tennessee Smoky Mountain Showcase. • Marco Vasco (Kayla Rouyer) Fam choice : Georgia's Legacy and Lore. <p>In May, BWC will finalize the recruitment and move onwards with the logistic process.</p>	

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 shared a Newsletter to the French Trade Industry in April, highlighting the '**Gardens & Grilling: Southern Flavors in Full Bloom**' theme Louisiana, Mississippi, Missouri, South Carolina and Tennessee.

Travel South All Y'all Are Welcome USA

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Mercredi 13 mai 2026

NEWSLETTER

JARDINS ET GRILLADES : LES SAVEURS DU SUD EN PLEINE FLORAISON

Si la légendaire douceur du sud permet de le découvrir toute l'année, le printemps est une période particulièrement propice pour associer plaisir des yeux et des papilles. Les paysages couverts de fleurs donnent un supplément d'âme et de beauté aux villes et campagnes, qui foisonnent d'événements faisant la part belle aux spécialités locales de saison, à l'heure où les barbecues crépitent à plein régime.



MISSISSIPPI

Au **Mississippi**, jardins et grillades se côtoient harmonieusement, notamment dans la ville historique de **Natchez**, située au bord du fleuve. Chaque printemps, le **Natchez Music Festival** emplit l'air de blues, de gospel et de soul, tandis que le très apprécié **Natchez Pilgrimage** invite les visiteurs à flâner parmi les somptueuses demeures antebellum bordées d'azalées en fleurs et de chênes centenaires.

Le long des berges du Mississippi, les coquelicots éclatants fleurissent, ajoutant des touches de rouge et un parfum de fleurs qui se mêle à l'arôme fumé des barbecues festifs. À **Cleveland**, le Crosstie Arts & Jazz Festival est l'une des plus anciennes traditions printanières de l'État. Il conjugue l'art du Delta et la musique jazz avec les spécialités du sud proposées par les traiteurs locaux. Autre étape incontournable pour savourer les produits locaux : le Sipp & Savor Food & Drink Experience à **Meridian**, qui met en lumière la créativité culinaire locale grandissante en associant des ingrédients frais du jardin à des boissons artisanales dans un cadre urbain animé. Dans la capitale **Jackson**, **Eudora Welty House & Garden** offre un autre aperçu de l'amour du Mississippi pour sa terre. Soigneusement entretenus par **Eudora Welty** elle-même de son vivant, ces jardins témoignent de la passion et du talent de cette éminente écrivaine et conteuse d'histoires, récompensée par le Prix Pulitzer en 1973. Ce lieu fait également écho aux saveurs des tables familiales, où légumes et herbes fraîches cueillies dans les potagers voisins sont souvent au cœur des plats réconfortants du Sud.



LOUISIANE

Le printemps annonce la saison des azalées en **Louisiane**, offrant aux visiteurs un spectacle éclatant de couleurs à travers tout l'État. Les voyageurs peuvent s'immerger dans la beauté saisissante des azalées en fleurs en parcourant l'un des nombreux parcours « Azalea Trails » aménagés en Louisiane. Dans le centre de l'État, le **Wild Azalea Trail** propose près de 50 km de sentiers

pittoresques pour les randonneurs et les amateurs de VTT. Classé « National Recreation Trail » par le U.S. Forest Service pour la qualité exceptionnelle de ses paysages, ce parcours s'impose comme une destination incontournable pour les amateurs d'activités de plein air, étant exclusivement réservé aux randonneurs et aux vététistes. Parmi les sites remarquables figure Castor Creek Scenic Area, une zone d'environ 35 hectares abritant de majestueux pins et feuillus laissés à l'état naturel. **Lafayette Azalea Trail** invite quant à lui à découvrir des paysages urbains et ruraux de la région de **Lafayette** à l'apogée de la floraison. Inauguré en 1938 par le Lafayette Garden Club, ce sentier met en valeur de magnifiques sites historiques et quartiers culturels présentant une grande variété de styles architecturaux : acadien créole, colonial français, jacobéen, roman, néo-grec.

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

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
LES ATELIERS DU VOYAGE	Meeting	Bertrand Juilliard Product Manager	Les Ateliers du Voyage is part of the Kuoni France/Dertour Group, in charge of selling tailor-made trip to the USA. BWC had a meeting with Bertrand to discuss sales trend, project and co-op opportunities to include in the FY27 scope of work for TSUSA.	Follow-ups will be shared in future reports.
AUSTRAL LAGONS	Meeting	Xavier Dollet Regional Sales Coordinator	Austral Lagons is part of the Marietton Développement travel group, along with other tour operating specialist entities such as Jetset Voyages and Voyamar. In April, BWC discussed the opportunity to partner with Xavier for one of several B2B training events he is planning during Fall 2026. The idea would be to cover cities where BWC has never been present for the TSUSA destinations.	BWC will review budget options and calendar fit for the TSUSA destinations in FY27.
AMERICA & BEYOND	Email	Yves Fore Vice-President	America & Beyond is a U.S. receptive operator with a French-speaking department, focusing on ad-hoc high-end groups for leisure and MICE travel. Yves contacted BWC for insights on the FIFA World Cup and an update on the French market given the current context.	No follow up is needed for now.
EDREAMS -ODIGEO	Meeting	Marlène Ventura Business Development Manager	eDreams-ODIGEO is one of the world's largest online travel companies and one of the largest e-commerce businesses in Europe. <ul style="list-style-type: none"> • 10.4M unique monthly users in France. • 3 popular brand platforms for French travelers: Opodo, eDreams and Go Voyages. As part of the anticipated scope of work for FY27, BWC is working on a Consumer-facing campaign with the Reworld Media Group with the Marmiton and Grazia editorial brands. A trade call-to-action with eDreams-ODIGEO would be associated with generating traffic, search and conversion KPIs for the Travel South USA destinations. In April, BWC had a meeting with Marlène to review interest for the partnership and discuss further.	See future reports for follow-up.

V. PR & media activities.

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

Press releases and Media contacts.

In April, BWC created and distributed a press release to key targeted media in France, highlighting the 'Gardens & Grilling: Southern Flavors in Full Bloom' theme in the Louisiana, Mississippi, Missouri, South Carolina and Tennessee destinations.



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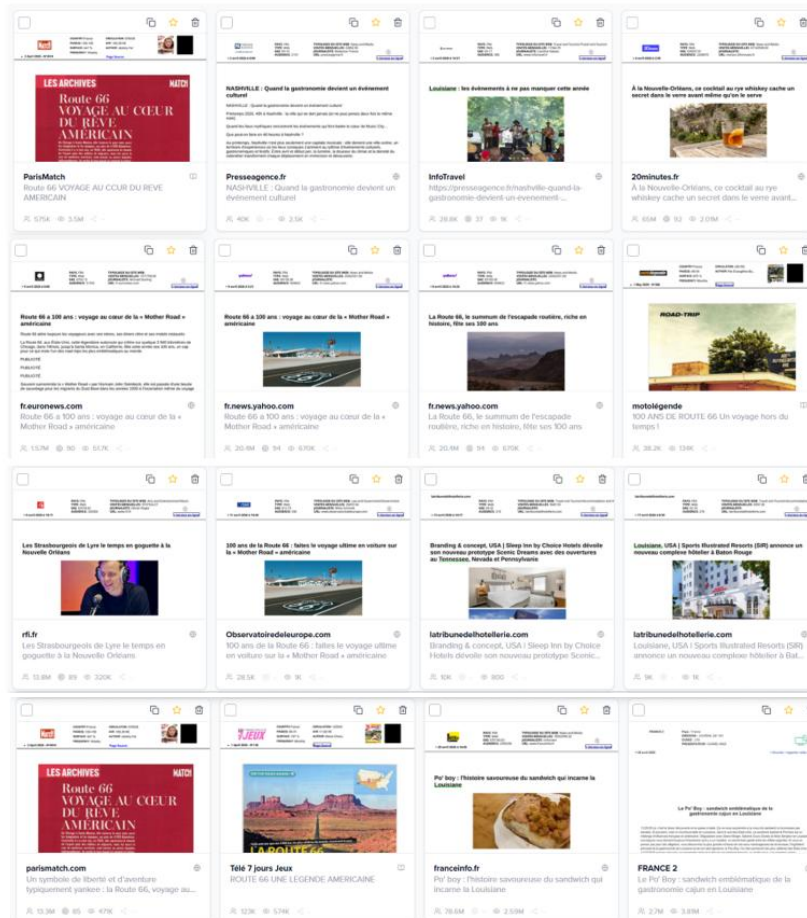
Mercredi 13 mai 2026

COMMUNIQUÉ DE PRESSE

JARDINS ET GRILLADES : LES SAVEURS DU SUD EN PLEINE FLORAISON

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❖ Coverage book Link: [April 2026 | GPP France FY25-26 | CoverageBook](#)



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
FORBES, MADAME FIGARO, MARIE-CLAIRE, GRAZIA, MAGIC MAMAN	Meeting	Béregère Bégout Attar Freelance Journalist	Béregère is a journalist specializing in travel and lifestyle, with an approach focused on storytelling, people, and the identity of places. She collaborates with several print and digital magazines (Forbes, Madame Figaro, Marie Claire, Grazia, Cosmo, Magic Maman, etc.), which allows her to offer perspectives tailored to different editorial lines: general interest, premium, lifestyle, or more specialized (women's, family). After meeting with her during the 2026 IMM Show in Paris, BWC and Béregère discussed a potential collaboration based on the following approach: personal journalistic coverage that goes beyond a simple destination article, unique perspectives (local cuisine, vibrant culture, local initiatives, sustainable tourism, hidden gems...), opportunities to amplify the destination's reach by offering complementary content across various media platforms, content creation support if this aligns with the TSUSA's communication objectives. Various themes and goals could be anticipated for visibility (emphasize the South's natural beauty, including endemic biodiversity, state and national parks, protected areas; highlight history and culture through local communities, folklore, and initiatives).	BWC will review options to build a structured partnership with Béregère, allowing the development of one or more topics for the TSUSA destinations.
L'INFO DURABLE	Meeting	Stéphanie Veaux Business Development Director	L'Info Durable, part of ID Group, is both a digital media platform specializing in sustainability and an editorial studio. A dual expertise that allows companies to support high-impact communications, combining editorial rigor and visibility, through tailor-made communication tools (articles, podcasts, videos, influence campaigns...). BWC had a meeting with Stéphanie in April to explore interest in promoting specific travel content based on their specialty core. BWC received a full media kit along with offers and will explore opportunities for TSUSA.	Follow up will be shared in future reports.
DÉSIRS DE VOYAGES	Meeting	Caroline Prost Chief Editor	Désirs de Voyages is a print travel publication and long-time supporter of the U.S. southern destinations. Caroline reached out to BWC to suggest a partnership for a special issue they are preparing for September 2026. The magazine will celebrate its 100 th release and will offer extended visibility for destinations: 4 pages of editorial content, partner featured on the cover of the issue, partner featured on the radio spot, 1 full-page, four-color advertisement within the first 10 pages of the magazine, augmented reality, 2 digital articles on the www.desirs-de-voyages.fr website at the dates of your choice. On top of its regular paid circulation, the magazine will be distributed free of charge during the 2026 IFTM Show in Paris.	BWC will review interest and budget options.

<p>MDE MEDIA</p>	<p>Meeting</p>	<p>Marion D'Ersu Partnership Manager</p>	<p>MDE Media coordinates advertising campaigns in movie theaters. BWC had a meeting with Marion in April to review visibility options for Tourist Offices. The idea is to offer destinations targeted visibility by broadcasting a 20 or 30-second video ahead of major film releases (such as "Disclosure Day", the 244 Spielberg movie with Emily Blunt and Colin Firth this June 2026 (over 1.5 million expected tickets sales). The campaign can take place across a selection of national cinema network (Pathé / Gaumont) in several major cities covering a wide range of areas in France. It positions destinations in a high-impact environment, with a captive audience and strong memorization rate (77% average).</p>	<p>BWC will explore opportunities for the South in the future.</p>
<p>LECLUB GOLF</p>	<p>Meeting</p>	<p>Stéphanie Duarte Communication Manager</p>	<p>LeClubGolf is Europe's leading golf course network, with 244 golf courses in France, 45 resort partners and a 137K-member database including 65K golfers, 55K additional clients and 15K prospects. Yearly active visitors: 668K. Page Views: 4.6M. 80% France-based audience.</p> <p>BWC had a meeting with Stéphanie in April to review interest and visibility options for the Travel South USA destinations, especially North Carolina and South Carolina.</p>	<p>BWC will explore further opportunities if relevant to include in the scope of work or OOS suggestions.</p>

VI. Social Media.

Content

B World Communication published 9 Facebook and Instagram posts in April, with a selection of highlights and events such as Culinary/Food & Libations (Mississippi, Missouri), Neighborhoods and Attractions (Atlanta, Kentucky, Tennessee, South Carolina) and Festivals & Events (Alabama, North Carolina, Louisiana).

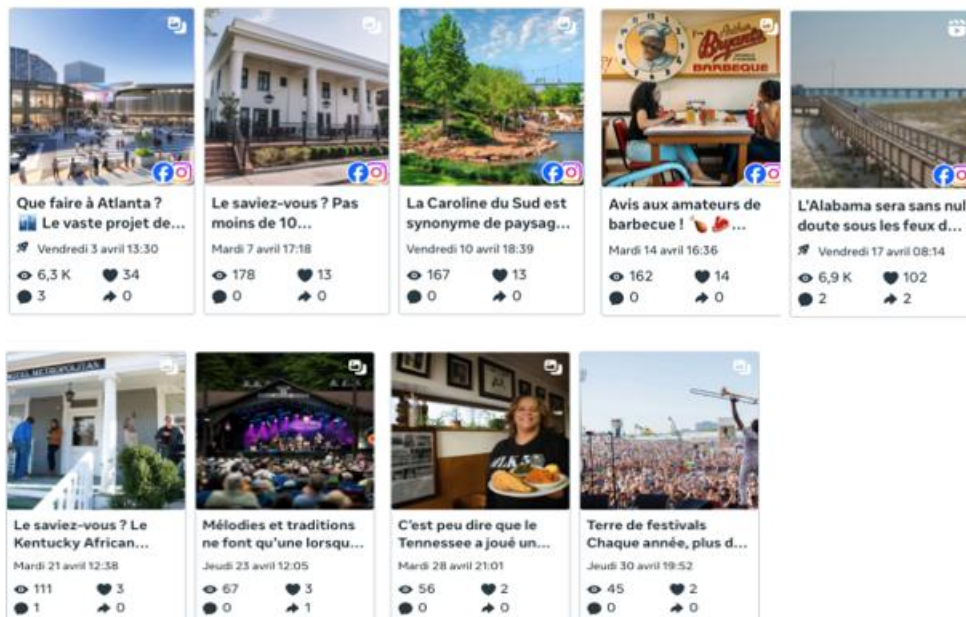
Facebook	April 2026	Evolution vs last month	Instagram	April 2026	Evolution vs last month
Facebook page followers	7,555	Down 1.32%	Instagram page followers	428	Up 12.34%
Facebook reach	9,079	Down 32.5%	Instagram reach	13,844	Down 15.5%
Facebook views	16,709	Up 4.84%	Instagram views	14,662	Up 18.43%
Facebook likes	186	Up 69%	Instagram likes	246	Down 30%
Facebook comments	9	Even	Instagram comments	10	Even
Facebook shares	3	Down 25%	Instagram shares	2	Down 75%

Paid promotion

B World Communication published 4 sponsored posts in April, 2 Facebook posts for a total amount of \$48.8 and 2 Instagram posts for a total amount of \$46.72, totaling in \$95.52 spent on paid promotion.

The sponsored Facebook posts resulted in 10,773 views and 4,462 interactions including 2,208 clicks on the Facebook page. The sponsored Instagram posts resulted in 8,963 views and 681 interactions including 163 clicks on the Instagram page.

April Facebook posts



Organic post with best views



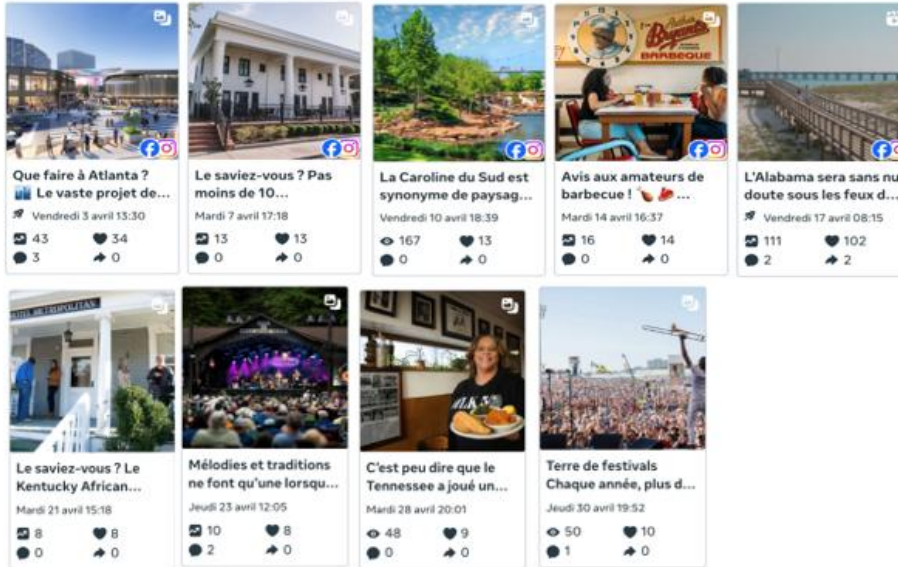
Organic post with best interactions



Best sponsored post



April Instagram posts



Organic post with best views



Organic post with best reach



Organic post with best interactions & best sponsored post



Post highlights

Atlanta - neighborhoods and attractions - Centennial Yards, **Mississippi** - culinary - Michelin, **South Carolina** - neighborhoods & attractions - The Cooper, **Missouri** - food & libations - Arthur Bryant's Barbecue, **Alabama** - festivals & events - America250, **Kentucky** - neighborhoods & attractions - African American Heritage Trail, **North Carolina** - festivals & events - Merle Fest, **Tennessee** - neighborhoods & attractions - Civil Rights Trail, **Louisiana** - festivals & events - New Orleans Jazz & heritage festival.

VII. Visit USA France membership.

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

Source	Activity/Activation	Follow up/Next step
	<p>1. 2025/2026 Membership Monthly Newsletter (French and English).</p> <p>BWC created and shared an article dedicated to Missouri, highlighting local culinary traditions associated with the Civil Rights heritage.</p>  <p>Le Missouri occupe une place de choix sur la carte des traditions culinaires et culturelles, la culture du Barbecue notamment ayant accompagné le Mouvement pour les droits civiques.</p> <p>La Ségrégation a contraint les citoyens de couleur à s'installer dans des quartiers défavorisés, et nombre d'entre eux ont surmonté les obstacles pour créer des commerces florissants.</p> <p>Dans le quartier historique de 18th and Vine District à Kansas City, le meilleur exemple est Arthur Bryant's Barbecue, restaurant au savoir-faire ancestral qui compte encore parmi les plus réputés.</p> <p>Arthur Bryant, surnommé le « King of Ribs », est entré dans l'histoire du Barbecue comme l'un des grands maîtres du genre. Il reprit l'affaire de son frère et l'installa près du Municipal Stadium, abritant alors l'équipe de baseball des Kansas City Blues, qui deviendra plus tard le premier stade des Kansas City Chiefs.</p> <p>Devenu incontournable grâce à l'afflux des supporters affamés, le restaurant lança également la tendance des « burnt ends », tradition qui voulait que les employés découpent les extrémités carbonisées et croustillantes de la poitrine de bœuf fumée et les offrent gratuitement aux clients.</p> <p>La demande pour ces morceaux succulents a été si grande qu'ils sont devenus un plat permanent dans tous les restaurants prisés de Kansas City.</p> <p>Suivez nos réseaux sociaux en français : Instagram, Facebook</p> <p>Link to content : Missouri : Soul Food et Droits Civiques - Office du tourisme des USA</p> <p>Performance results</p> <ul style="list-style-type: none"> -Trade contacts (French version): 7,400 / Open rate: 34.3%. -Trade contact (English version): 1,000 / Open rate: 32.8%. -Media contacts: 1,000 / Open rate: 37.5%. 	<p>A hidden gem in Chattanooga, Tennessee will be highlighted in the May Newsletter.</p>

Another TSUSA destination was featured in the April Newsletter: **Louisiana** (through Louisiana Office of Tourism).



Chaque année, plus de **400 festivals** rythment le quotidien de la **Louisiane** dont une grande partie honore les spécialités culinaires locales.

Le **gumbo**, délicieux ragoût épicé à base de viande ou de fruits de mer, a même droit à son **championnat du monde** à **New Iberia**.

Pour l'apéritif, le **boudin** à **Scott** ou le cracklin au **Port Barre Cracklin Festival** sont deux encas incontournables de la cuisine cajun.

Le **French Food Festival** de **Larose** est l'occasion de retrouver des saveurs familières, tandis qu'à **Shreveport**, l'accent est mis sur la cuisine authentique du Sud avec le Festival d'automne de cuisine Soul Sood.

L'héritage espagnol et amérindien est à découvrir à **Zwolle** lors du **Zwolle Tamale Fiesta**, où l'on déguste cette délicieuse papillote cuite à la vapeur.

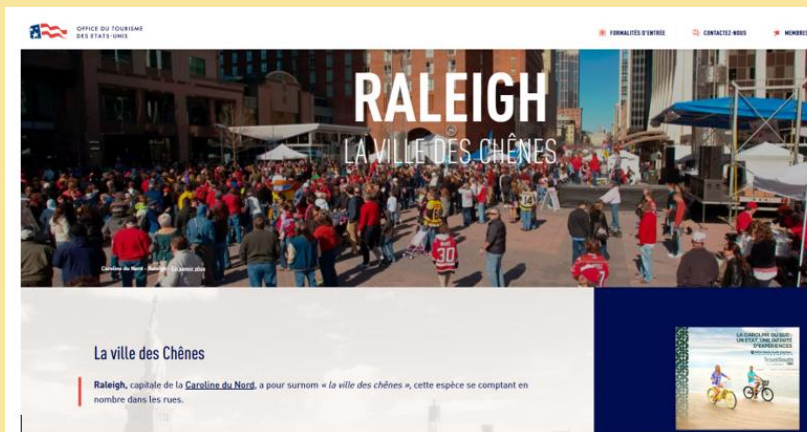
Les amateurs de viandes grillées trouveront leur bonheur au **Smoke & Barrel Bourbon, BBQ & Whiskey Festival** de **Lafayette** ou au **Crescent City Blues and BBQ Festival** de La Nouvelle-Orléans.

La saison de l'écrevisse battant son plein jusqu'en mai, le **Breaux Bridge Crawfish Festival**, à **St. Martin Parish**, est une expérience de voyage à vivre pour son ambiance unique.

Le **Louisiana Crawfish Festival** de **Chalmette** ou le **Louisiana Shrimp & Petroleum Festival** de **Morgan City** sont deux autres exemples des **multiples manifestations** en l'honneur du crustacé tant apprécié.

2026 Membership monthly banner promotion.

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



2. E-learning -Update.

The V11 version of the E-learning program started running in February 2026.

2026/2027 statistics for the V11 version as of April 30th, 2026:

- 371 Trade professionals and US specialists connected to the program (+21.64%).
- 111 of them (29.92%) reached the Expert level (+21.98%).
- 74 of them (19.95%) entered the 1st Class Club (+23.33%).
