

France REPORT

June 2026

Travel
South
USA

All Y'all Are
Welcome

Prepared by
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I. Market Overview.

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

Across all destinations, travel sales through both physical and online travel agencies declined by 21% in May 2026, following a 13% drop in April. The latest figures from *EdV* and *Orchestra* confirm a significant slowdown in bookings, although departures recorded at the end of May remained relatively resilient, with the number of bookings down 1.7% year-on-year and revenue down 1.3%. France performed better, with a 6.4% increase in travel spend, while long-haul destinations remained under pressure, recording an 11.5% drop in bookings and nearly 10% decline in revenue. Even destinations perceived as "safe havens" are struggling to fully attract travellers, with Spain also experiencing a 15% decline, reflecting a broader wait-and-see attitude driven by geopolitical and economic uncertainty. The United States was among the most impacted destinations, ranking 15th with bookings down 35.1% compared to 2025, alongside Mexico (-22.7%). Conversely, destinations such as Albania, the Dominican Republic and Croatia continued to grow.

Sources : [Baromètre Orchestra/L'Echo : le top 20 des destinations en mai 2026 - L'Echo Touristique](#) ; [Baromètre EDV - Orchestra : les réservations chutent de 18 % en mai, le retard de l'été se creuse - TourMag](#)

Late bookings and flexibility could reshape summer 2026 travel trends

After three challenging months for travel sales, French tourism professionals are seeing early signs of recovery since the beginning of June. During the "Grand Live du Voyage Loisirs" organised by CDS and EFHT, Valérie Boned, President of *Les Entreprises du Voyage* (EDV), and Patrice Caradec, President of the *Syndicat des Entreprises du Tour Operating* (SETO), reported a renewed momentum, with a significant increase in travel enquiries and a more stable market. While summer bookings remain below 2025 levels, with departures down around 6% to 10% depending on sources, the decline has slowed compared with March, April and May, when sales dropped by 15% to 25%. Professionals believe last-minute bookings, promotional offers and greater flexibility from airlines, hotels and tour operators could help support the summer season. France is showing strong resilience, with domestic travel benefiting from travellers' preference for closer destinations amid geopolitical and economic uncertainty. According to Dominique Marcel, President of *Alliance France Tourisme*, French tourism activity has grown by around 2–3% since the beginning of the year, while France's sales through tour operators are up 6%. Long-haul travel remains under pressure, particularly in tour operating, with the United States among the most impacted destinations: Patrice Caradec highlighted a decline of around 35% in US demand in 2026 compared with 2025 (after a 20% drop in 2025 vs. 2024). However, he stressed that this does not mean flights are empty, as the figures mainly reflect tour operator sales rather than overall airline traffic. Nearby destinations such as Spain, Italy, Morocco, Tunisia and the Balearic Islands are currently benefiting from this shift in traveller preferences.

Sources : [Tourisme : après trois mois difficiles, un frémissement relance l'espoir pour l'été 2026 ? - Tourmag](#) ; [Vente de voyages : un vent d'optimisme depuis début juin - L'Echo Touristique](#) ; [Patrice Caradec \(SETO\) : "En ce début juin, nous avons endigué l'hémorragie" - Tourmag](#)

French airlines maintain summer schedules and introduce flexible booking options

Air France-KLM, Air Caraïbes and French bee have confirmed that their full summer 2026 flight schedules will be maintained despite ongoing geopolitical tensions and concerns over fuel supply. To reassure travellers and stimulate bookings, the airlines have introduced flexible fare policies, allowing passengers to change their travel dates or itineraries free of charge under certain conditions. Air France-KLM will operate nearly 2,200 daily flights to around 320 destinations, while Air Caraïbes and French bee will continue serving long-haul destinations including the Caribbean, North America, French Polynesia and the Indian Ocean. These measures aim to provide greater visibility and confidence to travellers ahead of the peak summer season.

Sources : [Face aux incertitudes, French bee et Air Caraïbes misent à leur tour sur la flexibilité - L'Echo Touristique](#) ; [Air France-KLM joue la flexibilité pour dynamiser ses ventes - L'Echo Touristique](#)

Voyamar introduces flexible early-booking offer to boost circuit sales

French tour operator Voyamar has launched *Flexizen*, a new circuit offer combining early booking discounts with increased flexibility to reassure travellers planning ahead. Customers booking selected tours before August 31, 2026, for departures from January 2027 onwards, can benefit from savings of around €150 per person and cancel free of charge up to 100 days before departure. According to Voyamar's Commercial Director Yoann Leblan, the offer aims to address current traveller behaviour, where customers seek both attractive prices and greater security before committing. The programme includes 14 long-haul itineraries across destinations such as South Africa, Cambodia, Egypt, Canada, the United States, Sri Lanka, Vietnam, Mexico, Brazil and Peru. The initiative reflects a broader industry trend towards combining promotional incentives with flexible booking conditions to encourage early reservations.

Source : [Voyamar lance « Flexizen », une offre circuits qui combine Early Booking et flexibilité - Tourmag](#)

II. Executive summary.

❖ 2026 TSUSA Global Media Marketplace -Update.

In June, BWC created and shared the preliminary report following the TSUSA Media Marketplace in Mobile, Alabama, highlighting the profile and feedback of the 5 journalists hosted, the 7 media outlets represented, the completed press trips across 5 different states, the 10+ future editorial opportunities identified following the media marketplace, the 7 states highlighted for future partnerships and concrete projects (Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina and Tennessee), the 3 out-of-scope press trips identified for 2027, the 2 additional media outlets identified for content opportunities following the Mobile city tours, the 2 digital articles already released (Arkansas), and the 6 additional publications confirmed for late Summer / Fall 2026.

❖ 2025-2026 France Annual Report.

BWC is working on a consolidated report gathering all the content creation (newsletters and press releases), key trade and media events, trainings, workshops, Visit USA France membership, Consumer outreach activities, in-market social media performance, out-of-scope initiatives that were held and achieved on behalf of Travel South USA in France. The report will be shared with the TSUSA team in July.

❖ 2026 TSUSA International Showcase -Update.

In June, BWC completed the recruitment of 9 French tour operators representing a large variety of business segments, sales channels and customer target. BWC is now working on securing participation for a trade media outlet. See section III. Travel Trade activities for full update.

❖ 2026-2027 scope of work and strategic approach.

BWC is actively preparing for the 2026-2027 fiscal year, engaging with key travel and media professionals to strengthen the relationships with the constant objective to differentiate the TSUSA destinations through strategic product development, expertise rather than knowledge, innovating visibility projects and long-lasting inspirational messaging to both first-time and repeating French visitors.

Final France metrics for FY26 – July 2025 through June 2026

		July	August	September	October	November	December	January	February	March	April	May	June	FY 25/26 TOTAL
9 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN	France													
	TRAVEL TRADE													
	Trade Meetings/ Trainings	5	11	11	10	6	9	11	5	7	4	6	8	93
	Number of Agents Trained	2	0	32	34	43	112	37	53	74	0	38	79	504
	PR													
	Media Meetings	3	4	8	9	6	9	8	6	4	5	4	6	72
	Total number of articles published	9	10	13	21	20	19	11	21	9	20	9	14	176
	Impressions	282 680,00	2 877 330,00	8 594 740,00	13 774 262,00	18 947 840,00	6 675 200,00	4 428 120,00	3 117 295,00	3 196 680,00	22 158 410,00	1 597 400,00	6 652 900,00	92 302 857,00

III. Travel Trade activities.

FY26 Trade events or marketing highlights with Tour Operators

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
FY27 TRADE ROADSHOW WITH VISITEURS	Clarisse Cohergne Greater West region Commercial Manager	1. Fall 2026 Trade Roadshow with Visiteurs. On behalf of Travel South USA, BWC committed to attend two events of the Visiteurs Fall trade roadshow, on November 5th, 2026 in Tours (lunch format) and Poitiers (dinner format). In June, Clarisse shared the invitation visuals and layout details with BWC, mentioning that 42 travel agents have already registered for both events, expecting a final attendance of 50-60 participants. BWC shared questions for the 'Kahoot' contest that will take place at the end of the events.	
		 VISITEURS Un Monde d'Attentions - Invitation - DÈJEUNER FORMATION VISITEURS a le plaisir de vous inviter à un déjeuner exceptionnel, pour (re)découvrir nos circuits, voyages à la carte et nouveautés. L'occasion également pour notre partenaire de vous présenter leurs pépites. Ne manquez pas cette occasion unique d'enrichir vos connaissances ! JEUDI 05 NOVEMBRE 2026 - 12H00 Maison Gloria <u>15 Pl. Jean Jaurès, 37000 Tours</u> Je m'inscris <i>Nous avons hâte de vous retrouver !</i>  VISITEURS Un Monde d'Attentions - Invitation - SOIRÉE FORMATION VISITEURS a le plaisir de vous inviter à une soirée exceptionnelle, pour (re)découvrir nos circuits, voyages à la carte et nouveautés. L'occasion également pour nos partenaires de vous présenter leurs pépites. Ne manquez pas cette occasion unique d'enrichir vos connaissances ! JEUDI 05 NOVEMBRE 2026 - 19H00 Chez Cocotte <u>4 Rue Saint-Nicolas, 86000 Poitiers</u> Je m'inscris <i>Nous avons hâte de vous retrouver !</i>	

**2026 TSUSA
SHOWCASE,
NASHVILLE
(TN)**

2. TSI Showcase 2026 -Update.

In June, BWC completed the recruitment of 9 tour-operators and is awaiting a reply from **Tourmag** (France's leading trade media outlet), that would be represented by freelance journalist **Christophe Hardin**.

Registered tour operators:

- **Amerigo** (Martin Delame)
Fam choice : **Tennessee Smoky Mountain Showcase.**
- **Angèle** (Nora Gherras)
Fam choice : **Kentucky's I-65 Highlight.**
- **Blanc Indigo** (Christelle Kroner)
Fam Choice : **Mississippi Music Makers.**
- **Cali'fun** (Virginie Gines)
Fam choice : **Tennessee Ties.**
- **Cercle des Voyages** (Antony Enault)
Fam choice : **Soundtrack of Alabama.**
- **Les Ateliers du Voyages** (Bertrand Juilliard)
Fam choice : **Soundtrack of Alabama.**
- **Les Grandes Evasions** (Manon ChereI)
Fam choice : **Tennessee Ties.**
- **Partir aux États-Unis** (Olivier Pulcini)
Fam choice : **Tennessee Smoky Mountain Showcase.**
- **Marco Vasco** (Kayla Rouyer)
Fam choice : **Georgia's Legacy and Lore.**

Caroline Naar and Audray Labarthe from **Travelib** (new company) expressed interest in learning more about the TSI Showcase regional show and TSUSA activities after attending IPW 2026 and discussing with Laura Hicks from Alabama Tourism Department.

With the TSUSA team's approval, BWC shared an invitation to the Nashville Showcase with the Travelib team, extending France's participation quota to 10 buyers.

BWC will follow-up in July about Delta Air Lines's contribution with credit vouchers for air ticket reservations.

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 1,629 key trade industry contacts on June 16th, highlighting the **'It's a June Potluck: Anything Goes!'** theme in the Rhythms of the South, North Carolina, Tennessee, Missouri and Kentucky destinations.

TravelSouth
All Y'all Are Welcome USA

Contacts : 1,629
Open rate : 22.97%

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Mardi 16 juin 2026

NEWSLETTER

MUSIQUE LANCIANTE, ROCKING CHAIR BERÇANT ET VERRE DE THÉ GLACÉ À L'OMBRE D'UN MAGNOLIA, C'EST L'ÉTÉ DANS LE SUD.

L'été dans le sud-est américain, c'est d'abord prendre le temps. Le temps d'observer, sentir, s'imprégner de toutes les expériences locales, qu'elles soient musicales, gustatives, culturelles ou humaines. Au détour d'une rue, lors d'un festival, au sein d'une nouvelle adresse de séjour, la surprise pour le visiteur est partout.



RHYTHMS OF THE SOUTH

La Nouvelle-Orléans est un véritable festin pour les sens : la musique résonne dans les rues et chaque repas est une fête. Les visiteurs estivaux peuvent profiter d'expériences culinaires inoubliables comme le **New Orleans Wine & Food Experience**, ou le **Satchmo SummerFest**, un festival animé qui rend hommage au célèbre Louis Armstrong, avec des concerts de jazz, des fanfares entraînantes et des saveurs créoles traditionnelles. Entre deux festivals,

on savoure ici des plats emblématiques comme les sandwichs « po-boys » aux crevettes frites croustillantes, les crevettes grillées au beurre, le soufflé au pain perdu décadent et les beignets chauds saupoudrés de sucre glace. Les après-midis glissent lentement à l'ombre des élégants chênes centenaires du **Garden District**, quartier que l'on rejoint à bord du **tramway historique de St. Charles Avenue**. La musique live emplit l'air des clubs, des patios et des coins de rue, créant cette atmosphère à la fois électrique et détendue qui rend l'été à La Nouvelle-Orléans tout simplement inoubliable.

CAROLINE DU NORD

En Caroline du Nord, été rime avec immersion, grâce à une nouvelle génération d'hébergements créatifs, associant le charme des montagnes aux expériences inoubliables en plein air. Des bâtiments historiques sont réhabilités avec soin en lieux de séjour atypiques, alliant cachet et confort moderne. **Balladeer Hotel**, ancienne manufacture de tabac à **Mount Airy**, **Old Marshall Jail Hotel**, hôtel aménagé dans une ancienne prison et niché dans les **Blue Ridge Mountains**, ou encore **21-C Museum Hotel**, hôtel contemporain de **Durham** combinant logement de charme et expériences artistiques immersives, sont autant d'exemples d'adresses permettant aux voyageurs de s'immerger pleinement dans l'histoire, la culture et le savoir-faire de la Caroline du Nord. Pour les amoureux de la nature et de l'observation des étoiles, direction **Pisgah Astronomical Research Institute**, niché dans les montagnes, où le cosmos est à portée de réfine grâce à des observatoires et programmes d'astronomie. Le long de la côte, **Cape Lookout National Seashore** sera le choix des amateurs de nuit à la belle étoile, tant pour admirer le ciel nocturne préservé que pour profiter de la fraîcheur de la brise marine. Les voyageurs de passage sont aussi invités à ralentir le rythme et à redécouvrir le charme de l'hospitalité d'antan, dans des écrins à l'histoire passionnante et au charme intemporel, tels que le **Jarrett House** à Dillsboro et le **West Jefferson Hotel** à West Jefferson, tous deux récemment rénovés.



TENNESSEE

Le Tennessee regorge de nouveautés en cet été 2026, l'occasion pour les visiteurs d'être les premiers à expérimenter un nouveau lieu de séjour ou une nouvelle activité. Le très attendu **Dolly Parton's SongTeller Hotel** ouvre ses portes au cœur de Nashville pour célébrer la vie et l'héritage de Dolly Parton avec le musée **Dolly's Life of Many Colors**, un bar sur le toit, une salle de spectacle et des éléments décoratifs immersifs inspirés

des chansons et du parcours de l'icône de la musique américaine. À Chattanooga, **The Waymark Hotel** est la nouvelle adresse du centre-ville implantée dans un bâtiment historique rénové de 1927, qui accueillait jadis une banque. Alliant grandeur intemporelle et esprit contemporain, il abrite un bar clandestin souterrain nommé « **The Vault** ». Au pied du parc national des **Smoky Mountains**, inspiré par les contes et l'artisanat des Appalaches, **The Scoundrel Hotel** sera un nouvel hôtel-boutique situé à Gatlinburg avec des chambres spacieuses, une cour intérieure à ciel ouvert et un restaurant de spécialités du sud revisitées dans la tradition des Appalaches. Côté attractions, **NightFlight Expedition** ravira prochainement les amateurs de sensations fortes dans le noir au parc Dollywood's Wildwood Grove, tandis que le parc **Anakeesta** continuera son expansion avec un téléphérique panoramique de 56 cabines à plancher de verre offrant une vue à 360° sur les Smoky Mountains et une passerelle suspendue qui tutoiera les sommets de la canopée pour une vue imprenable sur Gatlinburg et la région.

KENTUCKY

L'été au Kentucky passe par une découverte de sa scène culinaire surprenante, qui rayonne à l'international depuis des décennies. Depuis la création des prestigieux James Beard Awards, pas moins de sept **Chefs du Kentucky** ont été nommés au titre de « Meilleur Chef du sud-est », dont deux sélectionnés en cette année 2026, Noam Blitzler du restaurant **MeeshMeesh Mediterranean** à Louisville et David Willocks, de **Baker's Table** à Newport. Ce dernier est devenu une référence en matière de cuisine saisonnière et d'engagement envers les circuits courts et produits locaux. Au-delà des Chefs de renom, les restaurants du Kentucky jouissent également d'une réputation affirmée dans l'univers du barbecue américain. Partout dans l'État, des centaines de restaurants ont perfectionné leurs recettes des classiques du genre comme le porc effiloché, les travers de porc et le brisket. Mais ce qui distingue particulièrement le Kentucky, c'est le barbecue de mouton. Typique de l'ouest de l'État dans ce qu'on nomme la **West Kentucky BBQ Belt**, cette tradition remonte au 19^{ème} siècle, époque où les moutons jouaient un rôle majeur dans l'agriculture locale. Une fois trop âgés pour produire une laine de qualité, ils rejoignaient l'assiette des familles productrices et restaurants locaux, notamment dans la région d'**Owensboro**, souvent considérée comme la « capitale mondiale du barbecue » et qui célèbre chaque année son héritage lors du festival **BBQ & Barrels**.



MISSOURI

La douceur de vivre du Missouri est aussi synonyme de surprises et nouveautés en cette année du **Centenaire de la Route 66**. L'une des ouvertures de restaurants les plus attendues de l'État a eu lieu en septembre 2025. **1587 Prime**, steakhouse moderne de **Kansas City**, porté par les superstars du football américain Patrick Mahomes et Travis Kelce, qui propose une expérience parmi les plus gourmandes du Missouri, avec nombre

de plats classiques revisités à base de produits locaux, une carte des vins ambitieuse et une ambiance à la fois chic et décontractée. Autre curiosité méconnue et très populaire à vélo la **Route 36**, surnommée « The Way of American Genius », traverse le nord de l'État et doit son nom à l'importance historique des villes qui la jalonnent. La ville de **St. Joseph**, située au nord de Kansas City, était le point de départ du mythique **Pony Express** et lieu de résidence du célèbre hors-la-loi Jesse James. On y découvre une architecture historique flamboyante et des musées expliquant pourquoi la ville a été affublée d'une réputation tenace illustrée par l'adage « where the west officially started getting wild ». Direction ensuite **Marceline**, ville d'enfance d'un certain **Walt Disney**, pour une pause gourmande afin de déguster un « dusty miller ». Cet onctueux dessert glacé à la vanille, au sirop de chocolat, à la guimauve et saupoudré de lait en poudre malté, était, selon la légende, la gourmandise préférée du célèbre auteur et cinéaste. A Chillicothe, berceau du pain de mie, un arrêt s'impose à **Boji Stone Cafe** pour découvrir les recettes locales, au premier rang desquelles se trouve le « Sliced bread pudding ». Les amoureux de littérature américaine termineront l'escapade en beauté dans la charmante ville de **Hannibal**, terre natale de l'écrivain **Mark Twain**, où planent partout les ombres de Tom Sawyer et Huckleberry Finn.

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

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
TOURCOM	Meeting	Mélissa Da Silva Network Relations Manager	Following an on-site TSUSA-dedicated training session in 2024 for the Tourcom distribution network's travel specialists, BWC contacted Mélissa for an update about their 2026/2027 projects and needs in terms of staff training, destination visibility, and co-marketing proposals.	Mélissa will review options and will let BWC know about matching opportunities.
VOYAGES RIVE GAUCHE	Meeting	Vanessa Beauville Product Manager	In June, BWC contacted Voyages Rive Gauche (Ad-hoc and tour-series B2C specialist) to follow up on previous discussions to include TSUSA in two dedicated B2C actions: a one-hour video conference and a one-day internal consumer show in Paris.	Vanessa took good note of BWC's renewed interest in both events and will provide a reply about confirmation and timeline options.
AIR CANADA FRANCE	Meeting	Jean-François Raudin Country Manager	Following the release of the Air Canada France's trade Newsletter, BWC contacted Jean-François to explore co-marketing or visibility initiatives for TSUSA.	Follow-up and recommendations will be shared with the TSUSA team if relevant in the scope of work.
REY ROYAL	Email	Tomas Rey Founder & CEO	In June, Tomas contacted BWC to catch up on market trends and asked to be included in BWC's contact lists for the TSUSA trade Newsletters.	No follow up at this stage.
EVASION FOREVER VOYAGES	Meeting	Nicolas Abbate Product Director	Following previous discussions, BWC had a follow up call in June to review visibility partnership options with Evasion Forever Voyages. The company primarily focuses on developing its B2C business segment but is also looking at strategic B2B activations to support product development. Evasion Forever is currently being relaunched after a post-pandemic hiatus, and BWC suggested creating a marketing kit with proposals to enhance destination and product visibility on their website (landing pages, banner sections, dedicated newsletters or branded content opportunities) along with B2B activity and campaign suggestions.	Ideas will be explored to assist Nicolas in boosting TSUSA's visibility and sales.
TRIBU D'EXPLORATEURS	Call	Aurélie Chabrol Co-Founder & Director	Tribu d'Explorateurs is a French tour operator dedicated to family trip experiences. Aurélie is working on their product development and will take a trip to Tennessee and Memphis next October. She reached out for assistance in visiting Graceland on Oct. 8, 2026.	After approval by the TSUSA team, BWC reached out to Lisa Catron (Memphis Travel) to assist with the request.

AMERIGO	Call	Nathalie shared with BWC the launch of a new 13-night itinerary dedicated to the South called 'South Atlantic Heritage'. It includes the states of Virginia, North Carolina, South Carolina and Georgia, and invites French travelers to consider a different approach while planning a trip to the region, enhancing the charm and elegance of coastal cities, nearby islands, history and culture highlights, preserved natural sites and interactions with the locals. The newsletter announcing the product development was sent to 3,160 travel agencies nationwide, reaching out to all the distribution network partners Amerigo works with. 	
TOUNDRA VOYAGES	Meeting	Geoffrey Duval France & Europe Representative Geoffrey recently joined the Toundra Voyages team and will promote their products and services to French tour operators and travel agencies. BWC discussed opportunities and needs for the TSUSA destinations regarding training, product development, mutual visibility interest. Suggestions will be shared with the TSUSA team if relevant to include in the scope of work.	

V. PR & media activities.

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

Press releases and Media contacts.

On June 16th, BWC created and distributed a press release to 561 key targeted media in France, highlighting the **'It's a June Potluck: Anything Goes!'** theme in the Rhythms of the South, North Carolina, Tennessee, Missouri and Kentucky destinations.



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Mardi 16 juin 2026

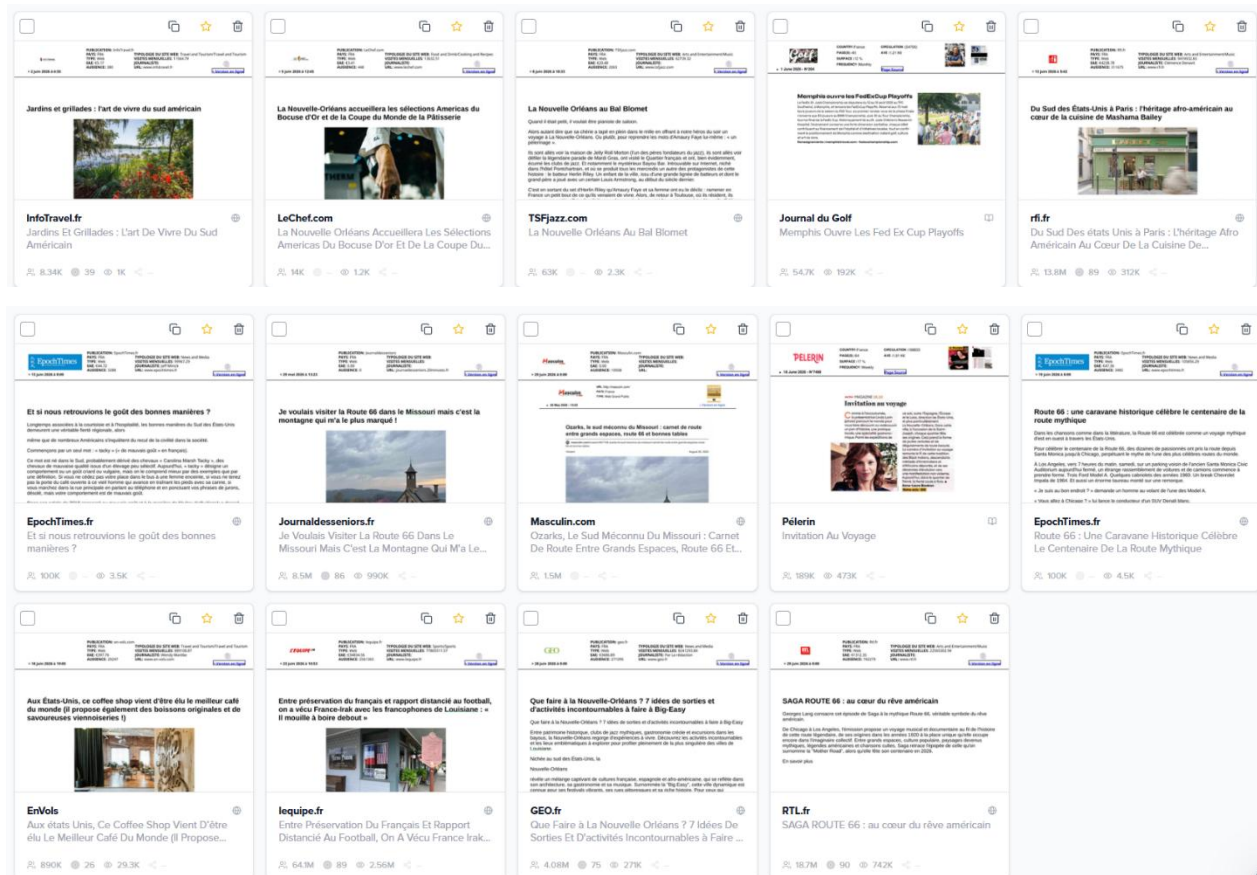
Contacts : 561
Open rate : 27.53%

COMMUNIQUÉ DE PRESSE

MUSIQUE LANCANANTE, ROCKING CHAIR BERÇANT ET VERRE DE THÉ GLACÉ À L'OMBRE D'UN MAGNOLIA, C'EST L'ÉTÉ DANS LE SUD.

L'été dans le sud-est américain, c'est d'abord prendre le temps. Le temps d'observer, sentir, s'imprégner de toutes les expériences locales, qu'elles soient musicales, gustatives, culturelles ou humaines. Au détour d'une rue, lors d'un festival, au sein d'une nouvelle adresse de séjour, la surprise pour le visiteur est partout.

❖ Coverage book Link: **June 2026 | GPP France FY25-26 | CoverageBook**



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
ZBO MEDIA	Meeting	Thomas Flipo Commercial Director	ZBO media in Le Figaro press group's integrated media solutions department, covering press titles and digital media platforms such as Le Figaro Voyages (32M monthly views) and women's magazine like Le Journal des Femmes (8.5M monthly views) and Gala (5M monthly views). BWC met with Thomas on June 17 th to be updated with ZBO media's range of marketing tools and visibility solutions to promote destination brand content (CTV, video, display, social publishing, paid search, digital audio, DOOH and more).	BWC will review interest and opportunities for TSUSA if relevant to include in a future scope of work or OOS suggestions.
BLITZZ MEDIA	Meeting	Michel Fantin President & Chief Editor	Blitzz Media is a business travel and MICE-oriented media outlet with publications like Voyages & Business (85,000 digital readers, 130,000 newsletter subscribers, 4 quarterly issues + 2 special editions per year, 4,000 print copies distributed at trade fairs). Following BWC's June press release, Michel reached out to explore partnership opportunities to highlight Louisiana on the MICE segment.	BWC is awaiting an up-to-date media kit with editorial proposals and will make recommendations if relevant for TSUSA.
BO TRAVAIL	Meeting	Laëtitia Vuitton Commercial & Editorial Manager	Bo Travail produces the 'Échappées Belles' travel and discovery TV show, broadcast every Saturday evening on France 5 TV channel for over 20 years and gathering an average 1.5M audience. The show has now become a daily travel media outlet, with a cumulative 1M followers across YouTube, Instagram, and Facebook (with TikTok launching next Fall) and a rapidly growing bi-monthly newsletter (boasting a 70% open rate), reaching a highly engaged traveler and influencer community every week. Laëtitia contacted BWC after receiving the June press release to explore mutual interest in highlighting the South.	A meeting is scheduled for July 2026 to discuss it further.
LES SPLENDEURS DU MONDE	Meeting	Oscar Rucheton Commercial Manager	Les Splendeurs du Monde is a social media platform and community with 645K followers on Instagram and an average of 16M impressions / views per month. They offer steady inspirational stream resulting in 300+ pieces of content published every month across their 6 channels.	BWC had a meeting with Oscar to explore a potential collaboration for TSUSA.
BEFORE SUNSET	Email	Marie Chatelain Business Developer	Before Sunset is a travel-oriented Influence agency specializing in the van life lifestyle, with a dedicated travel blog: (https://www.samfaitvoyager.com/) Their team has a trip project that would include North Carolina and South Carolina in October 2026 and contacted BWC to discuss interest.	A meeting is scheduled for July 2026.

VI. Social Media.

Content

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

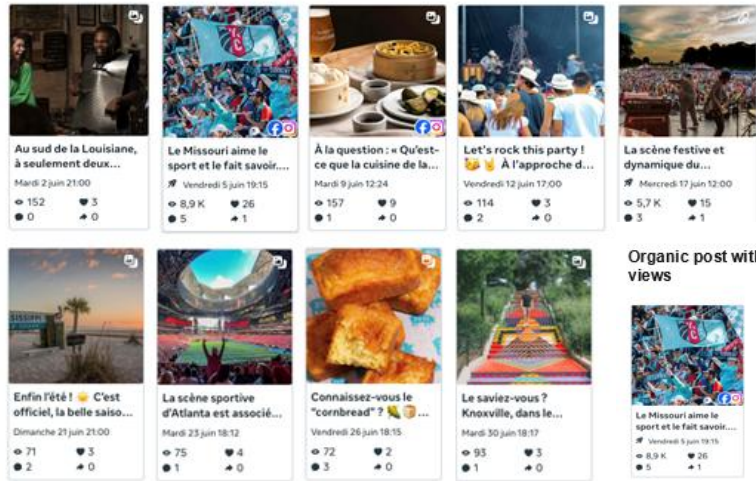
Facebook	June 2026	Evolution vs last month	Instagram	June 2026	Evolution vs last month
Facebook page followers	7,606	Up 0.16%	Instagram page followers	472	Up 3.28%
Facebook reach	10,829	Up 10.3%	Instagram reach	10,465	Down 22.4%
Facebook views	17,628	Down 13.7%	Instagram views	8,748	Down 49.7%
Facebook likes	68	Down 18%	Instagram likes	130	Down 27%
Facebook comments	18	Up 80%	Instagram comments	14	Up 27%
Facebook shares	2	Down 66%	Instagram shares	5	Up 66%

Paid promotion

B World Communication published 5 sponsored posts in June, 2 Facebook posts for a total amount of \$37.72, 2 Instagram posts for a total amount of \$43.26, and an additional sponsorship of the Facebook page for an amount of \$11.15, totaling in \$92.13 spent on paid promotion.

The sponsored Facebook posts resulted in 14,713 views and 407 interactions including 323 clicks on the Facebook page. The sponsored Instagram posts resulted in 7,737 views and 360 interactions including 333 clicks on the Instagram page.

June Facebook posts



Organic post with best views



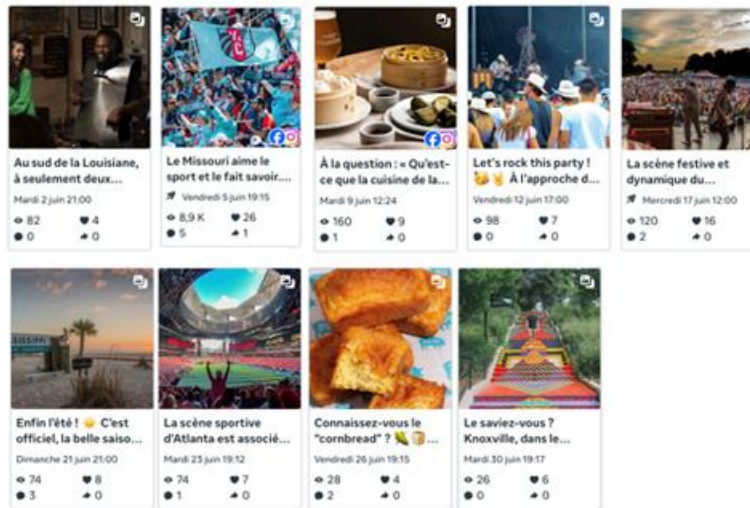
Organic post with best interactions



Best sponsored post



June Instagram posts



Organic post with best views and best reach



Organic post with best interactions & story with highest interactions



Best sponsored post

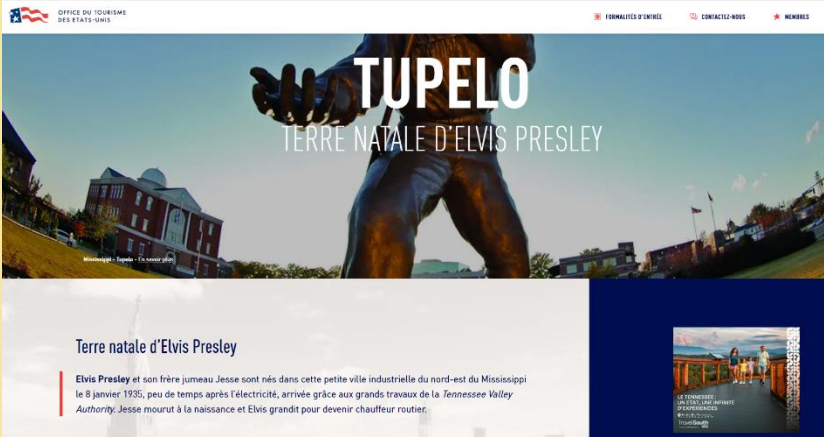
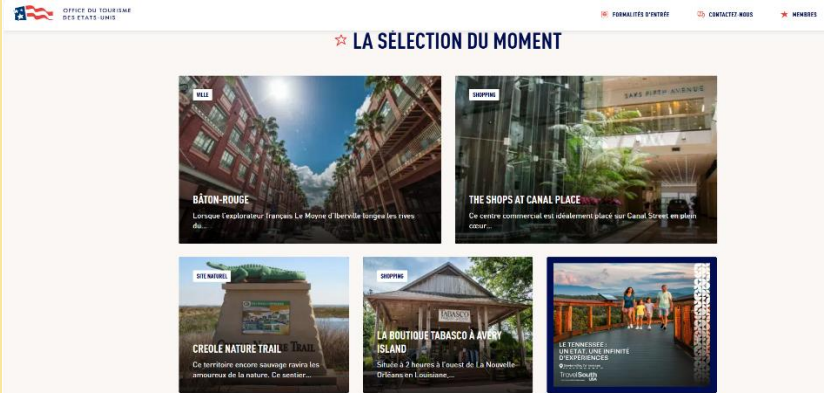


Post highlights

Louisiana - neighborhoods & attractions - St. Martin Parish, **Missouri** - sports/culinary - CPKC Stadium, **North Carolina** - culinary - Michelin, **Alabama** - festivals & events - Rock the South, **Kentucky** - festivals & events - W.C. Handy Blues & Barbecue Festival, **Mississippi** - nature/beaches - Gulf Coast, **Atlanta** - sports/festivals & events - FIFA, **South Carolina** - culinary - Michelin (cornbread), **Tennessee** - neighborhoods & attractions - Knoxville

VII. Visit USA France membership.

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

Source	Activity/Activation	Follow up/Next step
	1. 2026 Membership monthly banner promotion. The state of Tennessee was promoted in June, out of the Louisiana and Mississippi Visit USA France source pages.   	The state of Missouri will be promoted in July.

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 June 30th, 2026:

- 527 Trade professionals and US specialists connected to the program (+24.29%).
- 170 of them (32.3%) reached the Expert level (+19.72%).
- 119 of them (22.6%) entered the 1st Class Club (+32.22%).

3. 2027 Training Day.

In June, Visit USA France confirmed Travel South USA's participation in the 2027 edition of the Training Day dedicated to the southern states. As a multi-state member, TSUSA will be granted two 40-minute slots. TSUSA also committed to be the exclusive lunch sponsor of the event, scheduled for February 2nd, 2027.

4. B2B2C Newsletter

On top of the monthly trade Newsletters sharing inspiration content to the trade industry partners, TSUSA is entitled to an additional B2B2C Newsletter (**51,000 cumulative contacts**) focusing on 'off the beaten track' storytelling. The theme for 2026/2027 will highlight the iconic movies and TV shows, either taking place in the TSUSA states or that were shot in the state. The Travel South USA content will be featured in the November 2026 release.



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• Newsletter
