

NORDICS REPORT

June 2026



Prepared By:



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ABOUT TSUSA

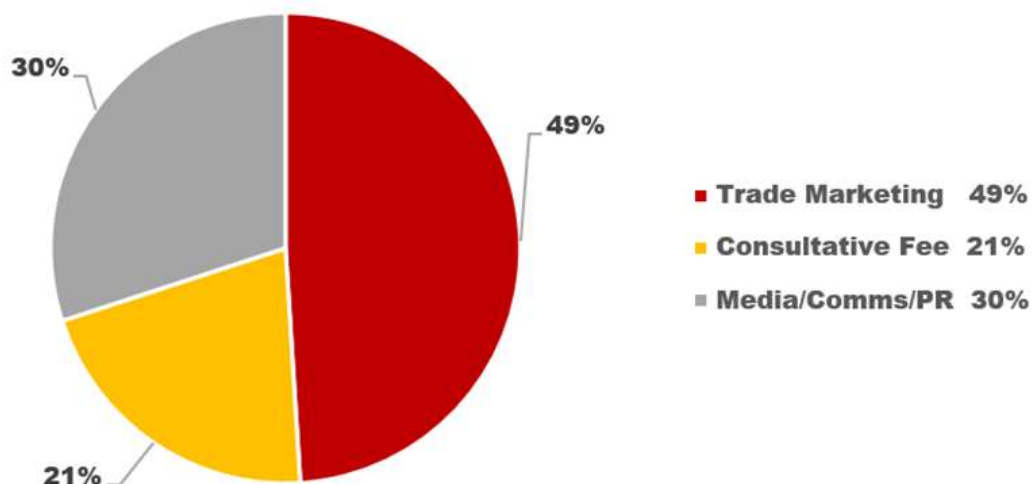
Global Partner Programming

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. Therefore, we plan to prioritize travel trade marketing efforts and partnering with operators in consumer efforts for FY22 .

FY 26 Nordic GPP

Resource Allocations



I. Executive Summary

Hablo Nordic Launch — The **Hablo** B2B travel platform launched to the Nordic market on 15 June 2026 with Travel South USA as its designated launch partner. The rollout covers Sweden and Norway initially, with Denmark soft-launched and a fuller launch planned for Autumn 2026. The year-long campaign, promoted via Discover America Sweden and Norway, features weekly quiz prize draws, a kudos leaderboard leading to Ambassador status, and a grand prize FAM trip through the American South.

Showcase 2026 & Icelandair Mid Atlantic Show — Nordic recruitment for **Showcase 2026** in Nashville stands at five delegates registered from 11 invitations, with further confirmations anticipated. Travel South has also registered for the **Icelandair Mid Atlantic Show** in Reykjavik (28–31 January 2027), with Nashville CVB and Tennessee Tourism also signed up and details shared with Visit North Carolina.

Progress with Key Trade Partners — **Icelandair** reported a highly successful CMA Fest trip, with growing interest in Nashville and Tennessee noted in recent months. **Plus Reiser's** Aud Kindervåg Halsne has confirmed a 27 September–4 October scouting trip to Nashville and Pigeon Forge for future group itineraries.

Active Media Pipeline — Three media meetings were held across Sweden and Denmark, with editors and influencers from Resenären, ELLE and outdoor title Outside, all discussing press trip opportunities. Nashville CVB is hosting journalist **Jens Henrik Nybo** in September, with Travel South coordinating an East Tennessee extension covering the Smoky Mountains between 28 September and 4 October, flying with Icelandair.

June Newsletter Performance — The June newsletter, themed around summer experiences in the Southern United States, reached 397 recipients with a 30.48% open rate, maintaining strong engagement across the region.

		APR	MAY	JUN	Q1 TTL	Q2 TTL	Q3 TTL	FY 25/26 Total
AL/KY /LA/M O/NC/ SC/TN /ROTS	Nordics							
	Travel Trade							
	Meetings/Trainings	8	10	8	20	25	30	101
	# Agents Trained	10	10	10	8	256	151	445
	Media							
	Media Meetings	5	4	3	7	9	12	36
	Total articles published	1	9	5	16	24	12	57
	Impressions	6,500	1,476,230	154,400	4m	6.9m	635k	13,188,410

II. Travel Trade

Contact	Activity/Activation	Follow-up/Next Steps
FDM Travel – Frederik Øhrgaard	We had a brief follow up call as Frederik is heading on parental leave until early August. The market isn't great to the US but Frederik is hoping that the World Cup will make some difference in sentiment. We will follow up in mid-August upon his return.	
Nyhavn Rejser	Kim has been in touch requesting more information on Travel South showcase as he would very much like to attend. He says he need to convince his superiors. As most costs are covered he is hopeful he can get this cleared. Business to the US is still down which is impacting investment and time in promoting the market.	
Hablo	Hablo Nordics Market Launch	Ongoing

Background

Hablo is a B2B-only social platform for travel industry professionals, connecting agents, destinations, airlines, hotels and tourism partners. Having established itself in the UK, it was launched to the Nordic market on 15 June 2026, with Travel South USA as its designated launch partner.

- Initial rollout covers Sweden and Norway
- Denmark soft-launched at this stage, with a fuller launch planned for Autumn 2026

Launch Activity

Delivered in partnership with Discover America Sweden and Norway, who have promoted the platform to their travel trade databases via newsletter and LinkedIn on launch day. The campaign — "Travel South USA: One Region. Infinite Possibilities. All Y'all Are Welcome" — is a year-long engagement programme offering to Nordic travel trade and agents, featuring:

- Weekly quiz prize draws — vouchers at tiered values (Blue/Silver/Gold-Platinum) across the Nordic markets
- Kudos points leaderboard — leading to Travel South Ambassador status
- Grand Prize FAM trip — through the American South for the top-engaging agents at campaign end

Quiz Programme

Hablo is running a Daily Quiz on behalf of Travel South USA, with each of the 10 partner states/destinations taking a dedicated week. Key points:

- Questions drawn from approved Travel South newsletter content (September 2025 – June 2026)
- Champion Cities featured prominently within each partner's week
- Schedule runs late June through August, covering ROTS, Tennessee, Mississippi, South Carolina, Kentucky, North Carolina, Missouri and beyond
- Further content planned once new newsletter material is available in September
- Content and Prize administration handled initially by Hablo's Community & Client Engagement team

Discover America Sweden – Johnny Gardsater	Johnny has advised that Nancy Björshammar has now left the US Embassy in Sweden. She will remain with Discover America and take on a wider role in support of Johnny. We expect she will help support the Hablo roll-out in Sweden.	
Icelandair Mid Atlantic Show 2027	Held every two years, the Icelandair Mid Atlantis show will return in January 2027. Held in Reykjavik between January 28 -31, 2027. With two flights into the Travel South Region (Nashville and Raleigh-Durham) we have registered to attend and take a booth. Both Nashville and Tennessee tourism have also signed up. Details have been sent to Visit North Carolina for consideration,	
My Cruise (DK) Kirsten Skjold	Kirsten has moved from Gislev Rejser to MyCruise where she is now responsible for pre and post cruise packages and tours. Kirsten is looking for ground operators for NOLA, Memphis and Nashville (car, bus rental, guided tours). Initially, we have put her in touch with Rey Royal and asked that if she needs additional assistance to get back in touch.	
USA Tours/Tope Tours – Dorte Laerke Hansen	Dorte has been in touch to advise that she will be leaving USA Tours at the end of June. Our new contact is Mette Prejler who is also the new COO and is a known contact. USA Tours has probably been the most affected operator but the drop in booking to the US. They do still take enquiries but are largely selling the rest of the world via Top Tours. We will make contact with Mette to maintain contact for updates.	
Icelandair – Rebecca Taernstroem	Rebecca has provided feedback on her trip to CMA fest advising that it was highly successful and that there has been a growing interest in Nashville and TN over the last few months. Surprisingly (to Rebecca), the RDU flight has performed more consistently than the BNA flight but this is changing.	

Plus Reiser - Aud Kindervåg Halsne	Aud has confirmed her travel dates at out on the 27th September, returning on the 4th October. Three night in Nashville and then heading to Pigeon Forge. She will be scouting for locations and itineraries that will work for future groups. Nashville CVB and Tennessee Tourism are providing support. Flights will be with Icelandair.	
Travel South ShowCase 2026 – Nordic recruitment	We have sent out 11 invitations to Nordic operators for showcase in Nashville. We have 5 delegates registered so far. Amerikaspesialisten – June Lundeby Sembo – Marie Javerud Polyresor – Kimmo Asikainen Albatros – Karina Nuemann Saietz Swanson's – Michael Svensson	

Hablo Nordic Launch

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USA

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Atlanta, United States

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Travel South USA

389 · 2d · 🌐 · 📌

This year, Cheekwood in Bloom honoured America's 250th anniversary with a spectacular display of 250,000 red and white tulips, purple-blue violas, hyacinths and daffodils across the historic estate. 🌸

Cheekwood also runs seasonal celebrations later in the year, Cheekwood Harvest and Cheekwood in Lights are equally worth planning around.

...see more



👍❤️🔥 161

Like

17 Comments

Share



Write a comment...

Load more



Alexandra Dorina Nistor

Inteletravel · Travel Advisor

Great

Top Agents

ALL TIME

LAST 30 DAYS

1.



Annie McGlaun

Kryssningar.se · Multichannel Marketing

8,200

2.



Karina Neumann Siefert

Albatros Travel · Product Manager

7,000

3.



Birgitte Vraadal

FDM Travel · Product Manager

5,300

4.



Ida Jakobsen

Travelmate · Group Travel Agent

3,650

5.



Anne Iljen Langfeldt

Escape Travel · Travel Consultant

3,500

6.



Kim Carlsson

Nyhavn Rejser · Product Manager

3,400

7.



Britt Frisk Kumpel

USA Rejser · Travel Specialist

3,350

8.



Johan Andersson

Swanson's Travel Part of Jamba Tours Scandinavia AB · Travel Consultant / Production Assistant

3,300

9.



Line Støber Taraldsen

LT marketing · Owner

2,950

10.

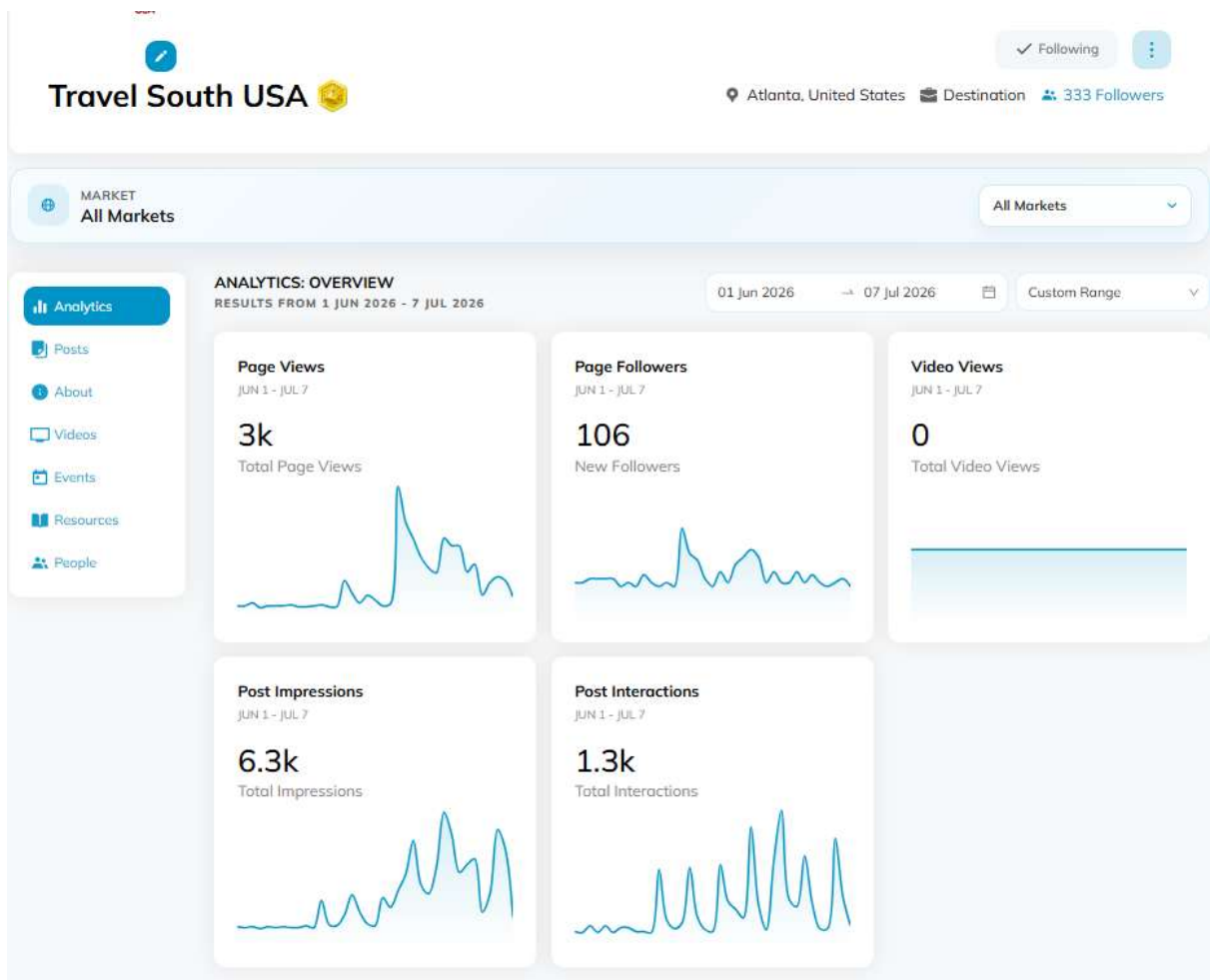


Russell Meara

Hablo · CEO & Founder

2,850

08



Travel South USA
Manage Organisation

- Organisation Information
- Employees
- User Roles
- Organisation Privacy
- Partners
- Connected Organisations
- Add Organisation
- Pending Requests
- Active Connections**
- Previous Connections

Active Connected Organisations
Below are the currently active Organisations that Travel South USA is Connected with on Habblo

 **Swanson's Travel Part of Jamba Tours Scandinavia AB**
No Paid Subscription • Connected since 23 Jun 2026

 Connected

Travel South USA 🌞
 262 · 24 June · 📌

Tennessee just made it even easier to plan an incredible food and drink itinerary for your clients! 🍷

The Tennessee Whiskey Trail has launched a brand new Cork to Fork Culinary Trail. A curated route of local restaurants using products from Tennessee distilleries to create some incredible dishes. Think mouth-watering cocktails and excellent old fashioned steak. [Learn more](#)



129 · Like · 13 Comments · Share

Write a comment...

Janet Walker
 Senior Travel Agent & Adventure and Expedition Advisor
 Sounds fantastic!

1 · 24 June

Angela Grange
 Restaurant & Hospitality Strategist
 Sounds fab!

1 · 24 June

Leanne Wolford
 Travel Agent & Travel Consultant
 great info, thanks

1 · 27 June

Travel South USA 🌞
 254 · 24 June · 📌

If there's one dish that captures the soul of South Carolina, it's Shrimp & Grits. 🍤

This iconic combination of creamy corn grits topped with sautéed shrimp is a true reflection of the state where coastal seafood meets the agricultural heartland. Originally a breakfast dish, it's now enjoyed at any time of day, and in Charleston, you can experience it in historic restaurants like the 18th-century Charleston Hotel. [Learn more](#)



122 · Like · 9 Comments · Share

Write a comment...

Annie McGowan
 Assistant to a Millionaire Marketing
 No photo! Looks absolutely delicious!

1 · 24 June

Leanne Wolford
 Travel Agent & Travel Consultant
 I need to try that!

1 · 24 June

Kathleen Hudgins
 Travel Agent & Travel Consultant
 Looks delicious

1 · 24 June

Travel South USA 🌞
 271 · 20 June · 📌

Kansas City just got even more irresistible for your foodie clients! 🍷

The newly opened Museum of Barbecue in Kansas City, Missouri is a must visit for anyone who takes their BBQ seriously. Interactive exhibits explain how flavor is built through spice, wood, fire and smoke and also into the regional differences between Texas, Memphis, Cincinnati and Kansas City styles. The oldest BBQ restaurant, Murrell's, is also on display. [Learn more](#)



154 · Like · 14 Comments · Share

Write a comment...

Angela Grange
 Restaurant & Hospitality Strategist
 Sounds like my kind of food

1 · 24 June

Karina Neumann-Salett
 Attorney, Travel & Hospitality Manager
 Sounds so great!

1 · 26 June

Leanne Wolford
 Travel Agent & Travel Consultant
 Love this!

1 · 28 June

Travel South USA 🌞
 323 · 18 June · 📌

Here's a Mississippi secret worth sharing with your clients! 🍷

Jackson, Mississippi is home to one of the South's most iconic condiments, comeback sauce. Born from the Greek immigrant restaurant scene in the state's capital, this tangy blend of mayonnaise, chili sauce and spices has become a signature taste of Mississippi. The original is said to have been created at the Old Market Cafe, owned by... [Learn more](#)



129 · Like · 11 Comments · Share

Write a comment...

Alan Hunter
 Regional Coordinator & Business Manager
 Wellcome. Looking forward to learning more.

1 · 27 June

Ashley Moretto
 Travel Agent & Travel Consultant
 Can't beat authentic traditional foods

1 · 22 June

Leanne Wolford
 Travel Agent & Travel Consultant
 Incredible

1 · 20 June

Travel South USA 🇺🇸
👤 30 · 📅 yesterday · 📱 · 🗒 · 🗨

Congratulations to our Daily Quiz winners from the **Travel South USA** Daily Quiz! 🎉

Congratulations to last week's Daily Quiz prize voucher winners who are:

1. **Sarah Wilhelmsson** from Swanson's
2. **Britt Frisk Kumpel** from USA Reiser
3. **Karina Neumann Soletz** from Albatros Travel
4. **Marie Jøvenud** from Sembo
5. **Line Steier Torsildsen** from LT marketing
6. **Mattias Olsson** from Reisebazar
7. **Kimmo Asikainen** from Polynesia
8. **Christina Iurascu** from FDM Travel
9. **Johan Andersson** from Swanson's Travel
10. **Annie McGowan** from Rysning.se

Congrats to all the winners! 🎉 🍀



III. Communications & PR

Contact	Activity/Activation	Follow-up/Next Steps
Monthly Travel South Newsletter	June newsletter – Summer Experiences in the Southern United States Newsletter links: DK: https://presscloud.com/csp/vocast/message.csp?KEY=155211851866258&format=web NO: https://presscloud.com/csp/vocast/message.csp?KEY=846645850318221&format=web SE: https://presscloud.com/csp/vocast/message.csp?KEY=855140573748636&format=web FI: https://presscloud.com/csp/vocast/message.csp?KEY=754513138698424&format=web Newsletter stats Delivered: 397 Open rate: 121 (30.48%) Click rate: 1 (1.3%)	
Media Meetings	- Alexander Olin, Editor for Resenären (SE) - Discussing press trip opportunities and story angles. Alexander is very interested in invitations for future press trips. - Nicole Kavander, Influencer and freelance for ELLE (SE) - Discussing press trip opportunities and story angles. - Christian Milbo, Editor for Outsite (DK) - Discussing press trip opportunities and story angles. Outsite is mainly focusing on hiking.	
Other	Nashville CVB is hosting Jens Herik Nybo on a press trip in September and we have been approached to expand this into East Tennessee. Jill at Tennessee Tourism is co-ordinating this part of the trip. He will be in the Smoky Mountain between the 28 September and 4th October. He will visit Sevierville, Gatlinburg and Townsend/Blount County. He will be flying with Icelandair.	

Newsletters

TravelSouth
All Y'all Are Welcome USA

Press release

Summer experiences in the southern United States

In the American South, summer can offer both nature experiences, culture and sweet summer desserts. Here you can experience mountain landscapes and stargazing in North Carolina, fireflies in South Carolina and a road trip past historic towns along Highway 36 in Missouri.



Summer nights with a view of the stars in North Carolina

In the mountains of North Carolina, you can enjoy the warm summer evenings with stargazing. At the Pisgah Astronomical Research Institute (PARI) observatory in the Pisgah National Forest, you can take guided tours of the historic NASA facility and observe the night sky through telescopes with astronomers. A few hours' drive away, in the Great Smokey Mountains, you can settle down at the exclusive mountain resort The Swag, which with its tranquility and minimal light pollution creates an idyllic setting for stargazing.

[Read more](#)



Waterfalls, hiking trails and wild landscapes in Mississippi

In Mississippi, you can explore the great outdoors through the Great Mississippi Nature Trail, a network of some of the state's best nature trails with great opportunities for biking, hiking, and birdwatching. The network includes Tishomingo State Park, known for its dramatic rock formations, suspension bridge, and wooded hiking trails, and Clark Creek Natural Area, which features more than 50 cascading waterfalls.

[Read more](#)



Historic Towns Along Highway 36 in Missouri

In northern Missouri, you can head out on Highway 36, known as "The Way of American Genius" due to several historically significant towns along the route. The trip starts north of Kansas City in St. Joseph, which was the starting point of the historic Pony Express mail route, where mail was delivered by horse. The route then continues to Marcelline, where Walt Disney grew up. Here you can order the ice cream dessert "dusy miller", which was reportedly Disney's favorite dessert. The route ends in Hannibal, the hometown of the famous American author Mark Twain, where you can have a chocolate tasting at Choccolaterie Stam.

[Read more](#)



Fireflies and swamp forest in South Carolina

Congaree National Park is South Carolina's only national park and is known for its vast swamp forests, towering deciduous trees and unique biodiversity. In early summer, after dark, you can experience the park's firefly phenomenon, where thousands of fireflies flash in sync and illuminate parts of the forest in an almost surreal light show. The silence is broken only by the sounds of nature, as small flashes of light pulse between the tree trunks and are reflected in the damp forest floor.

[Read more](#)



Rhythms of the South: Roadtrip with football, nature and music

The Southern cities of Atlanta, Nashville, and New Orleans, a popular combination on many road trips, also offer a variety of summer experiences.

This summer, Atlanta will come alive during the FIFA World Cup. The first match kicks off on June 15th, with matches continuing until July 15th, as the city buzzes with soccer fans and celebrations.

In Nashville, you can combine city and nature idyll with a kayak trip on Percy Priest Lake and the Cumberland River, where views of the city skyline meet calm stretches of water.

Summer in New Orleans is a feast for the senses, with music spilling out into the streets. On August 1-2, the annual Satchmo SummerFest celebrates Louis Armstrong with jazz concerts, brass bands and classic Creole flavors.

[Read more](#)



Sweet Summer Cookies in Tennessee

In Tennessee, satisfy your sweet tooth at the upscale Triple Crown Bakery in Franklin, Tennessee. Owned by award-winning pastry chef Alena Vaughn, the bakery combines elegance with an inviting atmosphere, serving beautifully crafted cakes, pies, and cookies in an equestrian-inspired setting.

[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 perfect 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.

Sample Media Coverage



Childress Vineyards, grundat av NASCAR-profilen Richard Childress, är den välutrustade versionen - stor, välskött, byggd för besökare. Rayson Winery är mer personlig. Här blir provningen ett möte: ett glas torr bubbel, en runda i produktionen, en provning direkt ur tunnan. Särskilt intressant är en amerikansk tolkning av portvinssmaken - den har inte Douro-dalens historia, men samma dragning åt djup, sötna och koncentrerad frukt.

Midtåren på Raysons terras sammanfattar mycket av North Carolinas attraktionskraft. Vaxenur i kullos, ett glas lokalt vin, förrätter att dela - devils egg, krabba, friterad bryllskål - följt av coffee och en jordgubbstiramiu som rör sig mellan amerikansk generositet och italiensk inspiration.

En region i förändring
North Carolina kräver inte att man väljer mellan gammalt och nytt. Charlotte ger resan puls och senadla energi. Winston-Salem ger historia och hängärdig. Vinglederna adderar ett lager av lantlig elegans. Och över alltihop ligger en matkultur som just nu lär sig internationell uppmärksamhet.

Guido Michelins ankomst till Södern är därför mer än en gastronomisk nyhet. Den fungerar som en signal om att hela regionen är på väg att omvärderas - inte bort från sin historia, men bort från de mest förenklade bilderna av den.

För den som redan gjort New York, Kalifornien och Florida väntar här en annan sorts USA-resa. En där man åter sig genom regionen snarare än blickar av sevärdheter, och där varje måltid säger något om var Södern är på väg. ■



RESFAKTA NORTH CAROLINA

Flyg: Direktflyg med Delta från Stockholm till New York, sedan inrikesflyg till Charlotte.

Tidsskillnad: 6 timmar.

Prisnivå: Klart under New York - i nivå med Stockholm för motsvarande restaurangupplevelser.

Bästa restauranger:

Soppendalen, Charlotte - sydstatsskinka i en gammal kyrka, med Michelins prisad cocktailbar.

36 Premium Magazine



Childress Vineyards, foto: © Harry Rutterworth



Rayson Winery, foto: © Harry Rutterworth



Winston-Salem skyline, foto: © Harry Rutterworth



(Bildet er fra "Whiskey and the Southern Table" av David J. Reardon)

De amerikanske sønderstatene har en mangfoldig matkultur som reflekterer historien og kulturen i regionen. Denne regionen har en sterk kulturell identitet, og maten er en viktig del av denne identiteten. Maten er en viktig del av denne identiteten, og maten er en viktig del av denne identiteten.

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(Bildet er fra "Whiskey and the Southern Table" av David J. Reardon)

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(Bilder fra Alabama (Foto: Abraham Rouse))

På Alabamas gulfkyst er fisk sjelden en sentral del av den kulinariske historien. Her kan du finne deg med reker, østers, krabber og fisk, som vanligvis serveres enten stekt, grillet eller dampet. Kjøttene tar også kvotiske innflytninger med sin på kjøkkenet med rettende retter som gumbo og gryteretter med godbit fra havet.

På restauranten [Jesse's On The Bay](#) serveres østers som hentes bare noen få kilometer fra restauranten, mens [Zepher's Restaurant](#) med sin «seafood boil» byr på en tallerken full av reker, krabbe, bløddyr og mye mer.

Les mer om Alabama og Gulfkystens sjematkultur [HER](#)

Sør-Carolinas kulinariske identitet



«Shrimp & Grits» er en klassiker i Sør-Carolina (Foto: discoverthesouth.com)

I Sør-Carolina regnes retten «Shrimp & Grits» som et symbol på Sør-Carolinas kulinariske identitet, der kystens sjemat mater landbruks malproduksjon. Retten består av kremet maisgrøt toppet med sauterte reker. Tradisjonelt ble retten servert til frokost, men i dag spises den til alle døgns tider. Retten kan nytes i eksklusivt Michelin-format på restauranten [Husk](#) i byen Charleston.

Les mer om Sør-Carolina [HER](#)

Les mer om det sørlige USA [HER](#)



Comeback Sauce med biter (Fotokilde: Travelouth USA)

I Mississippis hovedstad Jackson møter sørstatstradisjoner globale inspirasjonskilder. Dette ses blant annet på den ikoniske Comeback Sauce, som har retter i greske innvandreres restauranter. Sausen er en blanding av majones, chilisaus og krydder, noe som gir en syrlig signatursopp som nå finnes over hele delstaten.

I Jackson er sausen synonym med [Marlowe Cafe](#), siden oppfinnelsen av sausen gjerne tilskrives kafes opprinnelige eiere, som innmigrerte til delstaten fra Hellas og åpnet stedet i 1935.

Les mer om Mississippi [HER](#)

Grilltradisjoner feiret på nytt museum i Missouri



Museum of Barbecue i Kansas City (Foto: © Missouri Division of Tourism)

I Missouri feires amerikanske grilltradisjoner på det nylig åpnete [Museum of Barbecue](#) i Kansas City. Her gir en rekke interaktive utstillinger et innblikk i hvordan smak bygges opp, for eksempel gjennom krydder, tre, tid og røyk, men det bys også på utstillinger som forteller mer om hvordan de amerikanske grillregionene Texas, Memphis, Carolina og Kansas City skiller seg fra hverandre i stilart.

Les mer om The Museum of BBQ i Kansas City [HER](#)

Whisky og gastronomi møtes på en ny rute i Tennessee



NGDB i Tennessee (Foto: NGDB)

Madnyheder

Sydstaternes madkultur gemmer på langt mere end barbecue og bourbon

En dybt madkultur.



Photo: Pexels



Af Rasmus Kranup Jensen
1. august kl. 10:36

GO DREAM

Skab minder der varer evigt

Vælg mellem tusindvis af fantastiske oplevelsesgaver til dem du holder af. Fra spaophold til action.

Find gaven her

Når smagten falder på amerikansk mad, tænker mange automatisk på burgere, barbecue og enorme portioner. Men bevæger man sig gennem USA's sydstater, åbner der sig et kulinarisk univers, hvor historiske traditioner, lokale råvarer og kulturelle påvirkninger har skabt nogle af landets mest karakteristiske retter.

Fra Louisianas grillede østers og Mississippis ikoniske dip til South Carolinas klassiske shrimp & grits fortæller maden historien om en region, hvor gastronomi er tæt forbundet med kendet, kultur og historie.

Louisiana har gjort grillede østers til en institution

Langs Louisianas kystlinje spiller fisk og skaldyr en hovedrolle i køkkenet, og få retter er mere populære end de såkaldte "charbroiled oysters".

Retten blev opfundet på Oratoire's Seafood Restaurant i Metairie uden for New Orleans, hvor man begyndte at grille friske østers i deres halve skaller og toppe dem med smør, hvidløg, krydderurter og Pecorino Romano-ost.

Resultatet blev en simpel, men ekstremt smagfuld servering, som siden har spredt sig til restauranter over hele USA.



Læs også:

Mozart forklares. Derfor er den røgede mexicaniske spirit blevet hele verdens darling



Læs også:

Gørn mikrobølgeovnen. Dette køkkenapparat giver sprød restekyling dagen efter



Mississippi gemmer på Sydens mest undervurderede sauce

I Jackson, Mississippi, finder man en af sydstaternes mest elskede dips.

Den såkaldte Comeback Sauce er en blanding af mayonnaise, chilisauce og forskellige krydderier, som giver en syrlig og let krydret smag. Sauceen forbindes især med den historiske Mayflower Cafe, der blev grundlagt af græske immigranter i 1936.

I dag bruges den til alt fra pommes frites og sandwiches til skaldyr og fritestegte retter.

Et museum dedikeret til barbecue

Kansas City i Missouri er allerede kendt som en af USA's vigtigste barbecue-destinationer, men byen har nu taget fascinerationen et skridt videre.

Her er Museum of Barbecue åbnet som en hyldest til en af USA's mest ikoniske madtraditioner.

Museet giver besøgende mulighed for at udforske alt fra krydderblandinger og røgeteknikker til de markante forskelle mellem de fire store barbecue-regioner: Texas, Memphis, Carolina og Kansas City.

Det er samtidig et indblik i, hvor seriøst amerikanerne tager deres grillkultur.

Tennessee kombinerer whiskey og gastronomi

Tennessee er naturligvis kendt for sin whiskeyproduktion, men nu bliver spiritussen også en aktiv del af statens madoplevelser.

Den nye Cork to Fork Culinary Trail samler restauranter, som integrerer lokale whiskeyprodukter i deres retter. Her kan gæster blandt andet smage raget svinekotelet med inspiration fra den klassiske Old Fashioned-cocktail eller desserter med Tennessee-whiskey som central ingrediens.

Ruten gør det muligt at kombinere destillerbesøg med kulinariske oplevelser på tværs af staten.

Seafood er konge ved Alabamas Golfkyst

Ved Alabamas kyst spiller havet hovedrollen.

Området er kendt for friskfangede rejer, østers, fisk og krabber, som ofte serveres grillede, dampet eller fritestegt. Mange restauranter arbejder direkte med lokale fiskere, hvilket betyder, at råvarerne ofte har tilbagelagt ganske få kilometer fra hav til tallerken.

Samtidig mærkes de kresne påvirkninger fra nabolandet Louisiana i retter som gumbo og forskellige seafood-grøderetter.

Shrimp & Grits er South Carolinas stolthed

Hvis én ret skal symbolisere South Carolinas madkultur, er det Shrimp & Grits.

Retten kombinerer sauteerede rejer med cremet majsgrød og repræsenterer mødet mellem statens landbrugstraditioner og dens adgang til frisk seafood fra Atlanterhavskysten.

Oprindeligt blev retten spist som morgenmad blandt fiskere langs kysten, men i dag findes den på alt fra lokale diners til Michelin-anbefalede restauranter i Charleston.

Maden fortæller Sydens historie

Det særlige ved sydstatskøkkenet er, at retterne sjældent kun handler om smag.

Bag hver opskrift gemmer sig historier om immigration, landbrug, fiskeri, kulturmarker og generationers traditioner. Franske, afrikanske, britiske, spanske og karibiske påvirkninger har gennem århundreder været med til at forme regionens køkken.

Derfor er en roadtrip gennem sydstaterne ikke kun en rejse mellem forskellige destinationer. Det er også en kulinarisk rundtur gennem nogle af USA's mest traditionrige og karakterfulde madkulturer, hvor hvert stop byder på nye smage og lokale specialiteter.

IV. Market Updates

Norwegian buys Ving – creating Nordic travel giant

Norwegian is taking a decisive step towards becoming the leading integrated travel group in the Nordic region. The airline has signed an agreement to acquire Nordic Leisure Travel Group (NLTG), owner of Ving, Spies, Tjäreborg, Globetrotter and Sunclass Airlines.

The deal is valued at approximately SEK 7.9 billion (USD 820 million) and brings Norwegian, Widerøe and NLTG under one owner. Together, the group will serve around 30 million customers per year and generate almost 50 percent more revenue than the current Norwegian group.

In connection with the transaction, Norwegian will consider listing the shares on the Stockholm Stock Exchange, in addition to the existing listing in Norway. The idea is to build a broader Nordic shareholder base and reflect the Nordic customer base.

Qatar Airways increases capacity in the Nordics – Japan stands out as summer winner

Qatar Airways is ramping up capacity in the Nordics ahead of the summer. The airline is now resuming service to Oslo and is also increasing the number of departures from both Stockholm and Copenhagen.

At the same time, the company is seeing clear changes in travel patterns. Japan has emerged as one of the strongest leisure destinations from northern Europe. Sales to Japan increased by 70 percent last week compared to the week before. Denmark stands out in particular with an increase of 75 percent.

Norse adds extra flight for the World Cup round of 16

After Norway's dramatic 2-1 victory over Ivory Coast, Norse Atlantic Airways is adding a direct flight between Oslo and New York for Norwegian supporters who want to follow the national team in the World Cup round of 16 against Brazil.