



UK Quarterly Activity Report April to June 2026

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Executive Summary

Meetings

- **Engaged with over 20 UK, European and international trade partners at IPW 2026** (19–21 May, Fort Lauderdale), including Southall Travel, Expedia, Wanderlust, Purely Travel, American Sky and Discover North America, covering itinerary development, product content and multi-state touring opportunities.
- **Represented Arkansas at Visit USA Media Marketplace and the Visit USA Summer Affair** at The Hurlingham Club, key trade and media networking events ahead of the summer season.
- **Continued a strong schedule of product development meetings** with major UK operators including Audley Travel, Bon Voyage Travel, Frontier Travel, Premier Holidays, Travelbag and North America Travel Service (NATS).

Product & Trade Performance

- **Product Audit (UK & Ireland):** 20 operators now feature Arkansas (up from 19 in 2024/25), with total room nights up +4.6% YoY (83 vs 78).
- **Product renewal over expansion:** tour count held steady at 22 itineraries, with Music & Outlaws retired in favour of the new American Heartland & Music Legends itinerary from Discover North America.
- **Self-drive remains the dominant format**, reflecting as a self-drive, road trip' destination using DFW, Atlanta and other Southern gateways.
- **Improved exchange rate conditions:** GBP/USD strengthened to approximately \$1.34 by April 2026, easing pricing pressure for UK operators.

PR & Digital Outcomes

- **Hablo platform growth:** +889 new followers in Q3, bringing the total trade following to 2,183 unique users, supported by 6 new posts.
- **Visit USA UK content:** Ideas content was the strongest-performing category, led by the U.S. Marshals Museum feature.
- **Traveller intent trends:** search data points to growing interest in dark sky tourism, “screen to reality” filming-location travel, and slow/rail travel (+25–41% increase in related searches).

Market Insights

- **UK remains the #1 overseas market for the US**, up +1% even as total overseas arrivals fell -2% YoY to 34.3M; total spend held resilient at \$229B (-0.4% YoY) with per-visitor spend up +6%, pointing to higher-value travellers offsetting softer volumes.
- **Ireland:** visitors to the US dipped slightly to 490,632 (-0.75% YoY) against an exceptionally strong 2024, though Ireland still ranks #1 globally for US visitation per capita.

Where Arkansas Stood Out

- **New operator representation:** Discover North America added Arkansas via its American Heartland & Music Legends itinerary, its first appearance in the state's operator base.

- **Strong appetite for updated multi-state content** at IPW, with operators including Purely Travel, American Sky and Discover North America requesting the revised Music & Outlaws itinerary and unique-hotel content (e.g. 21c Bentonville, The Graduate Fayetteville).
- **Deepening media relationships:** continued close engagement with Essentially America ahead of its 2026/27 editorial transition, with a Nature & Outdoor feature flagged for early 2027.

Upcoming Events

- **Follow-up from IPW 2026:** sending itineraries, media kits and updated sightseeing content to more than a dozen operators and media contacts.
- **Essentially America editorial transition:** incoming editor Rashmi Narayan (replacing the retiring Mary Moore Mason) signals a fresh content opportunity into 2027.
- **Early-stage fam trip discussions** with Discover North America where will utilise Travel South Showcase post fam extension.

Bottom Line

Q2 activity centred on high-value trade engagement at IPW 2026 and key industry events, sustained product growth (+4.6% room nights YoY) and strong digital performance through Hablo and Visit USA UK. Arkansas continues to build momentum within the Southern US growth story, with a healthy pipeline of new operator relationships, refreshed itinerary content and upcoming editorial opportunities heading into 2027.

UK Travel Market Update

- The latest UK Travel Market Report shows demand remains resilient but value-driven heading into 2026. Despite modest growth and renewed inflation pressure, travel is still treated as a protected spend, with over half of travellers planning to maintain or increase budgets.
- Outbound spend has reached £69.2bn, driven by experience-led travel, younger travellers, and multi-trip behaviour. However, price sensitivity is rising, particularly around flights.
- AI-driven planning is now mainstream, shifting discovery away from traditional search towards AI answers, social and creators. Ongoing aviation disruption is also steering travellers towards direct, reliable routes.
- For destinations and brands, success will depend on being friction-free, AI-ready, experience-first and digitally led.

Trade and Media Events

IPW

- 19th – 21st May
- Greater Fort Lauderdale
- Assisted with IPW UK and European meeting preferencing

IPW 2026 – Appointments

Southall Travel – Gianni Leone (UK)

Gianni has been with Southall for 4 years and was previously with Alitalia Airline. They currently sell a small amount of package are are largely known for selling flight and hotel combos. They have 8 sub brands much of which service the Middle East and Indian Ocean (50% of their travellers go to or via Dubai). They have an email database of 1.5 million addresses. By the end of May 2026 one of their brands - Traveltrolley.co.uk will have the capability to add online packages and tours. Gianni would like to receive suggested itineraries, images and general Arkansas information.

Wanderlust – James Smith (UK)

James was keen to develop a partnership around outdoor adventure and has sent an outline proposal. However, Arkansas has already signed up for the Wanderlust 'Innovation Challenge' campaign with Wanderlust.

Doreen Sell – USA Reisen (Germany)

USA Reisen are a Germany based USA specialist and operate largely like an OTA but have considerable information on their site. They are leaders in Germany in RV's travel but also sell car rental and, increasingly motorcycle travel. They have just launched a new website and hold itineraries based upon vehicle type. Doreen is interested in any motorcycle tour itineraries we can provide. Anything on music or

cycling is also of interest. She asked that we 'sense check' the sightseeing section for up-to-date content. Doreen participated on an Arkansas post fam after Travel South Showcase a few years ago, so knows the destination.

Rendevous Road Trips – Graeme Evans (UK)

Graeme was previously with Travel Solutions before starting Rendevous Road Trips just over two years ago. Along with itineraries and accommodation content Graeme also blogs under 'Love my trip' which draws a lot of interest to the website. He has 140K follower on Twitter (X). He is looking for stories for 'Love my trip' but also suggested itineraries. Graeme was on a Grapevine prefam ahead of IPW and there were a lot of discussions on using DFW as a gateway and the new Music and Outlaws itinerary that runs through Arkansas.

Expedia (Seattle) – Mary Elizabeth Mosby

Mary outlined that Expedia has the capability to hold B2B content such as video and webinars. There is the possibility of booking incentive programs that focus in on, for example, 'One Key' double bonus. They can also create standalone landing pages that contain customisable multistate itineraries. They have a dedicated air services team that could focus in on markets that serve Arkansas.

Polyresor – Kimmo Asikainen (Sweden)

Polyresor is run by Kimmi Asikainen who primarily self-promotes via his social media channels and escorts groups on pre-planned trips. Kimmo has attended Travel South Showcase on several occasions and is a keen supporter of what the south has to offer. He had been to Little Rock and Dyess. He was also on the Grapevine pre-fam and is keen to use DFW as a gateway for his future trips. Indeed, he will be coming back to Texas for Sweden's FIFA world cup matches in Dallas and Houston. He definitely sees Arkansas as a great opportunity to explore and bridge between Texas and Tennessee. We will send him itineraries and supporting information. He is attending showcase in Nashville.

Essentially America – Larry Cohen (USA)

Catch up meeting. Mary Moore Mason (Essentially America Editor) will retire at the end of 2026. She will be replaced by Rashmi Narayan who is currently a freelance journalist specialising in the US market. We discussed Arkansas's focus on outdoors and Larry advised there is likely a Nature and Outdoor feature coming later in the year on early 2027. He will send further information.

BKNG Ads – Alison Duggan

Alison outlined that BKNG Ads is a multi-channel advertising platform that lets partners manage campaigns across Booking.com, Priceline and Agoda through a single interface. She will send through more information and a media kit.

USA Rejser – Christian Walker Willumsen (Denmark)

USA Rejser is a US specialist operator from Copenhagen, Denmark. Christian has been to Travel South Showcase on several occasions and is keen to promote travel to the region. He would like to come to Arkansas, and we discussed the possibility of a pre

or post IPW (New Orleans) fam in 2027. We will send him some multi state itineraries that he can possible 'add' to existing southern tours.

SEMBO Tours – Marie Javerud (Sweden)

SEMBO is a medium sized Swedish tour operator. In the past they did little to the US (NYC, Florida) but since Icelandair (Nashville) and SAS (Atlanta) started operations they have increased their southern tours considerably. This has been entirely based around Nashville, but Marie is keen to expand out of this to other areas. She will be attending showcase in Nashville in December. We will send her suggested AR itineraries and a media kit and follow up with her.

Purely Travel – Andrew Bird (UK)

Andrew provided a commercial update. Overall, the US is 7% down for them, with FL and CA being the main drag. NE, NW and the South are outperforming this and pretty much level. Andrew was very interested in the updated Music and Outlaws itinerary and would plan include both on the Southern website and the upcoming Purely Texas site. We also discussed more unique hotels such as 21c Bentonville and the Graduate in Fayetteville. We will follow up with more details.

American Sky – Anna Pearson (UK)

Anna was attending IPW instead of Candice Middleditch as she was unable to attend. Anna used to work on the US but has transitioned to Canada (and will be attending Rendezvous in Toronto immediately after IPW). Anna admitted that they did not feature Arkansas but also that their Southern product (including Texas) needed 'serious updating'. We will send a media kit and multistate itineraries as Anna feels any that include Memphis, New Orleans or Nashville will work best (Especially Memphis).

America as you like it – Maggi Smit

Maggi requested that we 'sense' check the website for up-to-date content. I advise that the video link on their site no longer worked and that we would get a new link to them. Maggi also spoke to Faith about their sister company 'Go Fishing' and we will follow up with more information. We will also share the update 'Cowboys and Outlaws' itinerary.

Discover North America – Steve Donovan

Steve attended Travel South Showcase in Kansas City. He then created an itinerary from St Louis through to Nashville taking in Northwest Arkansas. He is keen to adopt the revised 'Music & Outlaws' itinerary. We have agreed to follow up and look to get Steve to the state as soon as possible.

A Rosie World – Ranjit Doal

Rosie has recently visited Oregon and is interested in waterfalls, outdoor & nature. She has been in contact post IPW. We have added her to the AR influencer list.

ANH VIETNAM HOP ON HOP OFF - Luan Nguyen

Luan was keen to understand what Arkansas has to offer, so we ran through all the outdoor, cultural and historic assets Arkansas has to offer. Was given a media kit flash drive.

Essentially America – Tobias Zerr

Tobias is the CEO of Essentially America and he too advised on Mary Moore Mason's retirement. He is keen to maintain a good relationship with Arkansas as he feels there is great potential to offer content space and editorial opportunities. We also met briefly with Rashmi the new editor who will take over fully from Mary in 2027. She indicated she wished to take the publication into a newer more up to date direction.

AmerikaNu.nl – Bart Verhoeff

Bart participated in the Arkansas post fam from Kansas City in 2025 and is keen to explore ways to expand his content. We will share the updated Music and Outlaws itinerary.

Major Travel – Brina Dando

Brina advised that Major Travel had a great 2025 but 2026 is slightly down minus 20% in PAX but flat on room nights (staying longer). Vegas and NYC not doing so well. Their booking window in 2025 was 6-9 months out but now it is either 12 months or two weeks. Customers are interested in Nature, Music, and Multi-center holidays. They promote itineraries as offers but with an inspirational slant. We will send itineraries and images - Brina will look to promote these for the 'September peaks' booking period.

American Holidays – Dee Burdock

American Holidays are one of the major players in the Irish market and a USA specialist as well. Dee has been to Arkansas many years ago and feels she might benefit from visiting again. They hold regional destination pages on their website and could potentially have a dedicated AR page. Dee was particularly interested as there is a non-stop Dublin to DFW flight which provides good access. We will send itineraries and images. (A possible for an IPW pre-fam in 2027).

The Curious Pixie - Sima Sthanakiya

Sima is a London based content creators with over 328K followers on Instagram. She recently drove route 66 in Arizona and is very interested in the nature and outdoors Arkansas has to offer. We will send her a media kit.

Hayes Travel – Andrew Pickering

Hayes ran a program with Travel South in 2025/26. In terms of numbers Hayes were up 25% for 2025 vs 2024. 2026 has started well but March and April were flat. USA in general down 5% with the South flat. Hayes are a Brand USA partner operator with tiers of campaigns on offer - \$12.5K and \$20K.

@kareecoria – Karen Coria (Mexico)

Karen is a Mexican travel content creator based out of Mexico with over 117K followers on Instagram. She mainly travels with her partner and focuses on unique experiences, culture, food and festivals. We gave her a media flash drive and could forward a content creator link to sign up to.

Visit USA Media Marketplace

- 30th June
- Savage Garden from 5:30pm to 9:00pm
- Peter attended this informal gathering ahead of the Summer Affair event
- Mary Moore Mason, founding editor of Essentially America, will retire at the end of 2026 after more than 32 years leading the magazine.
- Award-winning travel journalist, Rashmi Narayan, is joining Essentially America as part of a planned editorial transition



Visit USA Summer Affair

- 1st July
- Annual trade and media gala dinner
- The Hurlingham Club, London
- Peter attended this key industry event

Product Audit UK and Ireland

Market Context

- **Operator base:** 20 operators in 2025/26 (vs 19 in 2024/25), comprising a mix of specialist long-haul US operators, online travel agencies (OTAs) and tailor-made specialists.

- **OTA presence:** Expedia, Opodo, LastMinute.com represent hotel inventory visibility rather than curated Arkansas touring product, but show the reach or Arkansas accommodation in the UK market.
- **Operator changes:** One new entrant: Discover North America, with the American Heartland & Music Legends itinerary.

Airlift & Connectivity

- **No direct UK-Arkansas flights:** Arkansas has no direct transatlantic service from the UK. All traffic connects through major US gateways, principally Dallas/Fort Worth (AA), Houston (UA), Atlanta (DL) and Chicago (AA/UA). This restricts Arkansas's appeal to operators willing to build multi-stop or drive-through itineraries.
- **Regional gateways:** Little Rock National Airport (LIT) serves as the primary in-state hub with connections to Dallas, Chicago and other hubs. XNA (Northwest Arkansas/Bentonville) has grown in importance with expanded American Airlines service from DFW, improving access to the Bentonville/Crystal Bridges corridor.
- **BA/Virgin Atlantic:** Both carriers continue to operate strong London Heathrow capacity to key gateway cities (Dallas, Houston, Atlanta, Chicago) from which Arkansas is accessible by onward flight or self-drive. The self-drive format dominant in this audit reflects this connectivity pattern.

Exchange Rates

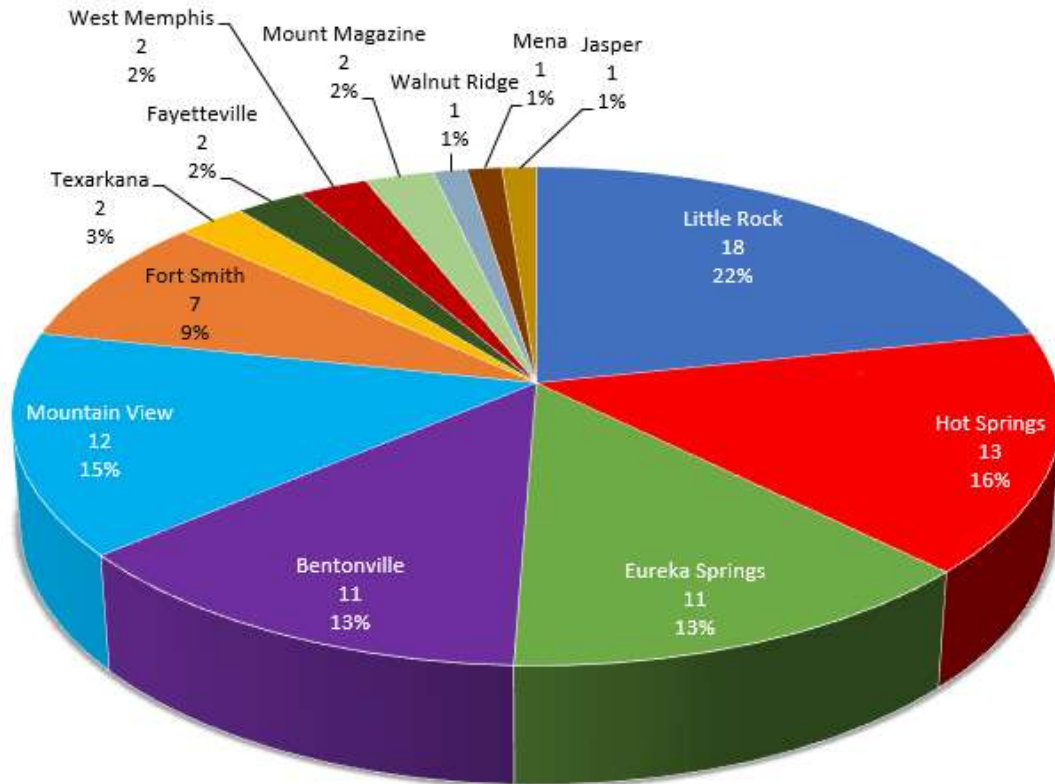
- **GBP/USD position:** Sterling has traded in the range of \$1.24–\$1.29 against the USD through 2025, strengthening from the lows of 2022–23. As of April 2026 GBP/USD is approximately \$1.34, providing improving conditions for UK operators pricing US product.
- **Commercial impact:** The improved exchange rate reduces headwinds affecting UK/US travel in 2025. Operators have been able to maintain pricing without significant yield erosion, and the modest strengthening of sterling provides a small but positive tailwind on US-priced hotel and car hire costs.
- **Ireland:** The euro has similarly held stable against the USD (EUR/USD c.1.08–1.13 through 2025), with comparable implications for Irish operators, though the IE market is small compared to the UK.

Product Overview

- **Total room nights:** 83 in 2025/26 (itinerary rows) vs 78 in 2024/25 — +4.6% YOY.
- **Tour count:** 22 unique itineraries in both years (unchanged), though one tour was removed (Music & Outlaws) and one added (American Heartland & Music Legends), suggesting product renewal rather than expansion.
- **Self-drive dominant:** Remains the default format for UK operators selling Arkansas, reflecting the state's road trip credentials and lack of direct flights.
- **Escorted touring:** Stable across both years. Key operators are Insight Vacations (America the Beautiful), AWWT and Travelling Time.

- **Motorhome and fly-drive:** Both stable; niche but consistent categories.
- **No new product types:** The product type mix is unchanged between years — a reflection of a mature but static UK/Arkansas offer.

Room nights by city featuring on tours – 2025/25



Trade Product Development Meetings

Audley Travel

- Connected with Emily Summer who is back from leave, as the US product manager

American Affair

- Peter met with Mandy McGlade who is keen to add more Southern product. Peter will provide suggested itineraries.
- Peter attempted to meet with Mandy at the Summer Affair, but she advised she was not attending this year.

American Sky

- Peter met with Candice to discuss product development. They have nothing included Arkansas right now but are keen to explore using the state for connecting the South with Texas. They discussed another Route 66 incorporating NW Arkansas itinerary as it is the centenary year.
- Peter met with Anna Pearson at IPW.
- Peter met with Candice, Kathryn and Amy at the Summer Affair event on the 1st of July.

America As You Like it

- Peter met with Maggi at IPW. Maggi is keen for us to review website content and update as needed.
- Business challenging and changes from month to month. The Southern states, are still popular. Cath Pusey would like information on any new hotel openings, festivals and suggested that we jointly review existing itineraries to look for any improvements or additions.
- Maggi attended the VUSA Summer Affair

Best4Travel, Ireland

- Ciara met with Cerissa at IPW and Peter separately.
- Ciara is definitely looking to develop her Southern product.
- Ciara has now sent the Best4Travel corporate outline and joint marketing opportunity documents. These include three options, Bronze (EURO 1,000) Silver (EURO 2,500) and Gold (EURO 5,000). These each have details on what is included at each level.
- Ciara has not finalised the details of the 2027 Holiday World Show (HWS) partnership program but advised that this will cost in the region of EURO 2,600. We will evaluate and follow up.

Bon Voyage Travel

- Peter met with Jo Still.
- She advised that they have just employed a new marketing executive who will work alongside and report to their new MD - Gordon Mathie.
- They are keen to undertake some co-op marketing but would prefer to wait until the new person is in place.
- In the meantime, Jo will send a marketing and media kit.
- Peter and Jo have agreed to set up a meeting by way of introduction to coincide with when the new staff member and Gordon are in the office
- Asia remains the largest global demand base, although travel intent is shifting across regions and destinations.

Discover North America

- Peter met with Steve at IPW
- Steve attended the VUSA Summer Affair.
- He is still keen to work on increasing Southern content and possibly. He is making this a priority on his product development schedule.
 - Purpose: Explore opportunities to feature Arkansas, in UK-facing itineraries and strengthen its visitor appeal.
 - Context: Discover North America is refreshing its U.S. portfolio amid a slowdown in demand.
 - Opportunities:
 - Position Arkansas as a cultural and outdoor destination.
 - Next Steps:
 - Steve has signed up for Travel South Showcase and the Arkansas post fam
 - Will look to possible extend post fam to include more of the State.

Freedom Destinations

- Peter met with Mark Sykes - Product Manager.
- The US market for them is 'resilient' which Mark feels is positive in the current climate (California is down).
- Freedom has just added another US salesperson with plans to add two more. They now have a world cup page on their website with specific 'England' packages to Dallas, Boston and New York and importantly Kansas City
- Fly drive add-on to other cities are also offered.
- Mark attended the VUSA Summer Affair

Frontier Travel

- Peter met with Joanne in Chichester, UK on the 2nd of July

- Peter and Joanne discussed an expansion of Southern product, especially DFW as the gateways and base for itineraries up through OK and into Arkansas either using NW or Fort Smith as entry point. Jo also advised that Frontier is currently folding their ranching brands (American Round Up and Ranch Rider) into the main Frontier America brand. Joanne already have most of the ranch content in place on the Frontier site"

JourneyScape

- Peter with Dominique Kostias at the Journey Scape offices in West London. Business is flat for 2026 after a very good January and February.
- JourneyScape is still struggling to integrate its back-office systems, much of its selling process has to be done manually.
- Dominique is also keen to expand the South, their best-selling area.
- Peter discussed the possibility of co-op campaigns for which Dominique feels a wider Travel South campaign may work well for.

Premier Holidays

- Jane White informed us that she will be leaving Premier Holidays on the 11th of June to move on to a new opportunity at Wendy Wu Tours. Premier will be recruiting for her role, and in the meantime her email will stay active and monitored by Clare.
- *"It's been such a pleasure working with you all, and I just want to say a big thank you for your support, partnership and friendship over the past three years – it really has meant a lot. I'm not leaving the travel industry (or North America), so our paths will cross again soon."*
- Jayne has been in contact in her new role, and we will set up a meeting in due course when she's established

Travelbag

- Travel Bag has significantly increased the Travel Bag US offering, by focusing on the key volume drivers (NYC/California etc).
- Geoff is now starting to work on 'secondary' markets. He has just completed a fam to New Mexico bridge into extend rout 66 itineraries. Also liked the 'partner' itinerary and is keen to receive.
 - Shelley Rubenstein — Freelance (The Telegraph, The Times / Sunday Times, The Independent, Evening Standard, Metro)
 - Jacqui Agate — Wanderlust (US Editor)

Travelling Time

- *Rock and Roll to Ragtime* itinerary is looking to do something around a Johnny Cash festival or event.
- Peter met with Lynda. Her daughter was set to take over the business, but this has now changed and Lynda is having to revise her tour schedule.
- She will advise once she has this completed.

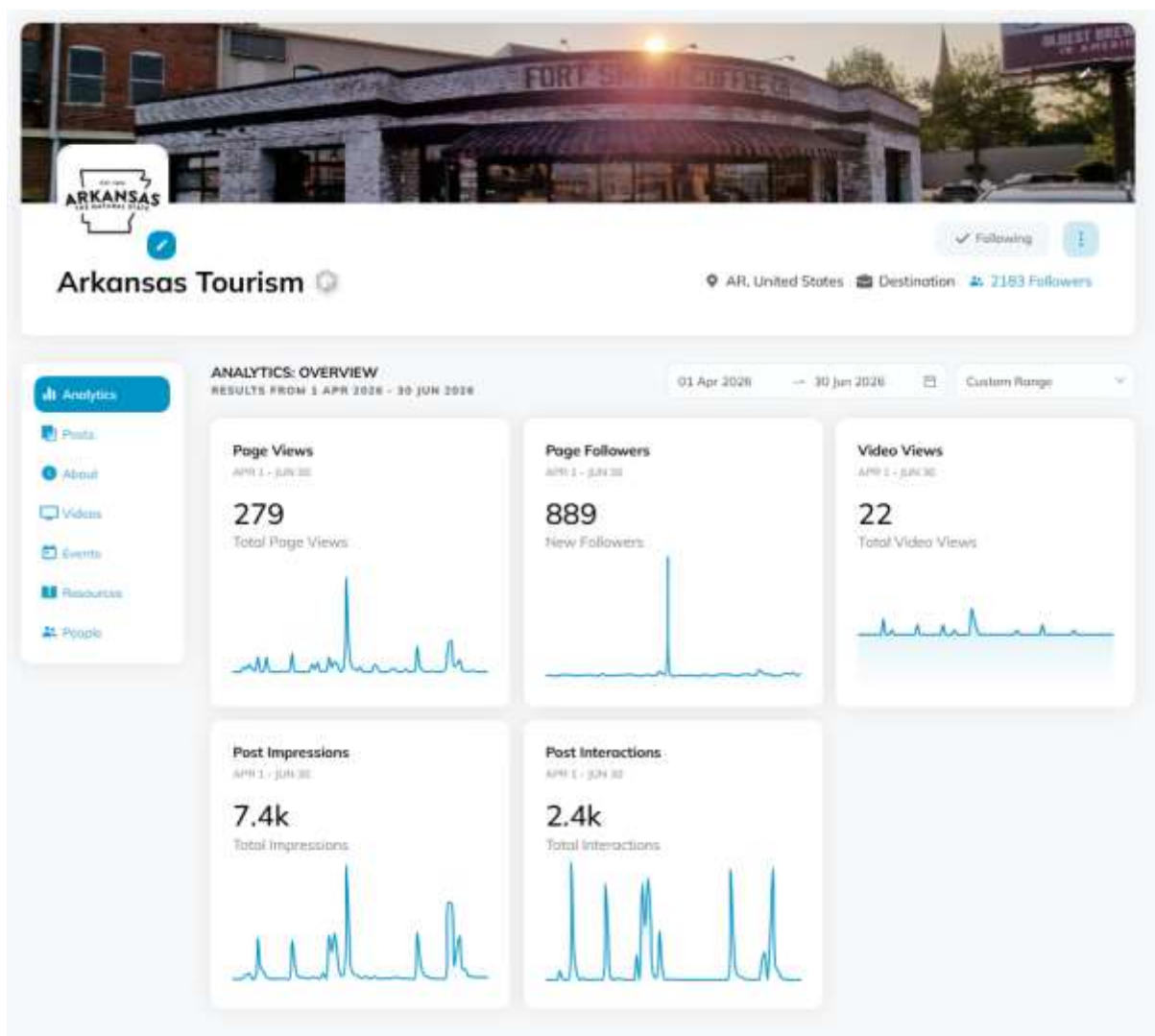
North America Travel Service (NATS)

- Peter met with Yvonne Spencer and Damian Hayward ahead of the Summer Affair
- Yvonne and Damian provide an update on the NATS organisation now they have been taken over by Brooklyn Travel Holdings (Stewart Travel).
- Karen Farrar has now fully left the company and Damian is now the Product Manager. He advises that he will secure 2 additional product executives.
- Responsibility for co-ops will be split between the commercial aspect (Damian) and creative which will be run through the Glasgow office. Damian is keen to expand product (especially when the new staff are onboard).

Hablo UK Activity – Q3 (April – June 2026)

- During Q3 2026, the Arkansas Tourism page gained an additional **889 new followers**. With the total trade following now at, **2,183 unique users** as of 30th June 2026
- Hablo has a strong following and is a hub for some of the world's biggest tourism brands.
- We are actively posting on the Hablo site to Arkansas continually growing trade followers. 6 new posts were uploaded to the Hablo platform throughout Q2.

Hablo Analytics from the past 3 months covering from 1st, April to the 30th, June 2026:



Arkansas Tourism · 411 · 18 June · 🌐 · 📷 · 📌 · ⋮

Love You Some. Little Rock is more than a new campaign... it's truly how people feel once they visit! ❤️

The pride of the people, the flavor of local spots, the rhythm of live music, and the moments along the river. All the experiences that stay with you long after you leave.

...see more



👍❤️🔥 190

Like · 11 Comments · Share

Write a comment...

Load more

Sam Robinson
New member · Arkansas · 18 June
Love it. food & music! 🍷🍷

Arkansas Tourism · 11.6K · 18 June · 🌐 · 📷 · 📌 · ⋮

Just a few favorite moments from Arkansas 🌟 From fishing the Buffalo National River to hiking Lost Valley Trail, staying in a historic with views of the Arkansas Grand Canyon, and exploring Pinnacle Mountain State Park — Arkansas is full of incredible experiences and unforgettable scenery. There's so much more of the state still to discover!



👍❤️🔥 103

Like · 13 Comments · Share

Write a comment...

Load more

Marie Hayes O'Shea
New member · Arkansas · 18 June
#Arkansas

Arkansas Tourism · 11.6K · 18 June · 🌐 · 📷 · 📌 · ⋮

Too good to be true? Nope. Just #TheNaturalForm. 🌿 #ArkansasandVirtualArkansas #ArkansasandVirtualArkansas #ArkansasandVirtualArkansas



👍❤️🔥 181

Like · 21 Comments · Share

Write a comment...

Load more

Quinn Twisted
New member · Arkansas · 18 June
Amazing!

Arkansas Tourism · 11.6K · 18 June · 🌐 · 📷 · 📌 · ⋮

Grab a pint at @superiorbathsandbrewery to taste the only beer in the world made with thermal spring water. It's also the only brewery in the nation inside a national park. Watch owner Ross Schwabhart share more about what inspired her to open a brewery inside a century-old bathhouse. Link in our bio. #TheNaturalForm #ArkansasandVirtualArkansas #ArkansasandVirtualArkansas



👍❤️🔥 173

Like · 11 Comments · Share

Write a comment...

Load more

Adam McCarney
New member · Arkansas · 18 June
One still to go... x

Visit USA UK Platform Activity

Arkansas Tourism Content Performance – Visit USA UK

Period: 01/04/2026 – 30/06/2026

Profile Overview

Metric	Value
Total Views (All Time)	108654
Views for Selected Content	358

Content Performance by Category

Category	Title	Total Views
Offers	No information to display	0
Ideas	The U.S. Marshals Museum in Fort Smith	239
Ideas	Walk the Line through the childhood home of the Man in Black	181
Ideas	Arkansas State Parks Guide	148
Ideas Total		568
News	Did you know that you can sip some of the best coffee on the planet in Arkansas?	97
News Total		97
Brochures	Arkansas Cycling Guide	229
Brochures Total		229
Videos	Johnny Cash	157
Videos	Arkansas – The Natural State	85
Videos	Arkansas Trip	73
Videos Total		315

Grand Total 1209

‘Ideas’ content is clearly the strongest performer, led by the U.S. Marshals Museum piece

Visit USA UK traveller intent for 2026

- Visit USA UK traveller intent for 2026 highlights a significant shift toward experience-led discovery
- The Experiential Shift: Search data shows a move away from broad city searches toward specific motivations:
 - Dark Sky Tourism: Stargazing in National Parks.
 - Screen to Reality: Visiting iconic filming locations.
- The Rise of Slow Travel
 - There is a 25-41% increase in searches for rail journeys and "slow" itineraries. Key themes include "Cross the Continent" epic rail journeys and "The Art of the Slow Road Trip."

Visit USA UK Meeting insights

- UK continues to lead overseas markets
- International arrivals softening
- Overseas performance mixed
- Total overseas arrivals: 34.3M (-2% YoY)
- Top 10 markets also -2% overall
- UK remains #1 market with slight growth (+1%)
- Spending remains resilient
- \$229B total spend (-0.4% YoY)
- +6% increase in spend per visitor
- Indicates higher-value travellers off setting volume decline
- Intent to visit the U.S. down across most markets with UK and Australia remaining stable
- Opportunity: Active travellers show significantly higher favourability & advocacy

Visit USA Ireland

- Meeting insights
 - Irish economy expected to remain resilient
 - GDP growth forecast: 0.2% (2026) and 2.9% (2027) (European Commission)
 - Travel from Ireland to the USA remains strong
 - 2025 visitors: 490,632
 - 2024 visitors: 494,344
 - Year-on-year change: -0.75% (~4,000 fewer visitors)
 - Note: 2024 was an exceptionally strong year
 - Ireland's ranking for US visitation
 - #17 globally for total visitors
 - #1 globally per capita
 - January-February = peak booking period
 - Sales have been mixed/patchy at times, but overall trend remains positive

Industry Updates for April – June 2026

New National Geographic Signature G Adventures trips launched

G Adventures has expanded its National Geographic Signature collection with 17 new small-group itineraries, further growing the premium travel range introduced earlier this year. The new trips are designed to offer immersive, expert-led experiences combining luxury accommodation with community-focused tourism. The collection now totals 49 itineraries worldwide, reflecting strong early demand and positioning the product as one of the operator's most successful launches.

Full story by: [Selling Travel >>](#)

Navigating a new landscape: travel agents adapt to AI-driven search

Travel agencies are adjusting their marketing strategies as more travellers turn to generative AI tools to research and plan trips. The shift is forcing agents to rethink traditional search engine optimisation and instead focus on emerging approaches such as generative engine optimisation to ensure their services appear in AI-generated results.

Full story by: [Travel Weekly >>](#)

North America Travel Service unveils six World Cup packages

North America Travel Service has launched six premium travel packages for the 2026 FIFA World Cup, offering itineraries across the USA, Canada and Mexico that combine international flights, accommodation, and official hospitality match tickets. The packages include multi-city journeys covering England and Scotland group-stage fixtures, as well as knockout-stage options, with prices starting from around £8,869pp depending on duration and inclusions.

Full story by: [Travel Gossip >>](#)

Travel Counsellors on track for a record year despite Middle East conflict

Travel Counsellors says it remains on course for a record performance this year, despite ongoing geopolitical uncertainty linked to the Middle East conflict. The company reported continued strong demand across key markets, with bookings holding up well as travellers prioritise trusted agents and flexible holiday planning. While some short-term softness has been noted across the wider industry due to cautious consumer sentiment, the business continues to benefit from resilient long-haul demand and a strong premium travel focus, supporting overall growth momentum.

Full story by: [Travel Weekly >>](#)

'Groupie Getaways' and Show-hopping Drive Rise in Music Tourism

Music tourism is emerging as a major travel trend in 2026, with travellers increasingly planning trips around live concerts and festivals. New "groupie getaway" behaviour sees fans travelling in groups to attend shows together, while "show-hopping" is growing as travellers follow artists across multiple cities on tour. The trend is being driven particularly by Gen Z travellers, who are treating live music events as the centrepiece of their holidays rather than a standalone activity. Cities hosting major

tours and festivals are seeing increased demand for accommodation and travel services as a result of this shift.

Full story by: Globetrender >>

Travelsphere and Just You launch 'Holiday Assurance' promotion

Travelsphere and Just You have introduced a new 'Holiday Assurance Guarantee' across their escorted touring brands, offering customers greater flexibility when booking 2026 departures. The promotion allows travellers to amend bookings multiple times without fees up to 75 days before departure, covering more than 200 tours including destinations such as Italy, Spain and Sicily. The initiative is valid on new bookings made until the end of May.

Full story by: Selling Travel >>

The rise of 'value-first' travel and the quiet comeback of the package holiday

Holidaymakers are increasingly embracing a "value-first" approach to travel, with package holidays making a strong comeback as travellers look for greater certainty, flexibility and cost control. Thomas Cook reports rising summer demand, with family holiday bookings up 41% year-on-year and growing interest in value-rich destinations such as Albania, Turkey and Greece, while all-inclusive holidays now account for nearly half of all bookings. Flexible payment plans and destination alternatives are also helping travellers continue to prioritise holidays despite ongoing economic pressures, highlighting resilient demand for affordable getaways.

Full Story by: Breaking Travel News >>

Adult 'Playcations' Emerge As Top Trend for Summer 2026

Adult-focused "playcations" are shaping up to be one of the biggest travel trends for summer 2026, with more travellers planning trips around hobbies such as golf, surfing, sailing and other recreational activities. According to a new report, the trend is also driving interest in lesser-known rural destinations that offer good value and fewer crowds, while Gen Z travellers are increasingly revisiting destinations that were popular a decade ago for a dose of nostalgia.

Full story by: Travel Pulse >>

Year Of The Horse: Riding Holidays That Offer An "Emotional Reset"

Horse riding holidays are emerging as a growing wellness trend, with more travellers choosing equestrian experiences that combine adventure, nature and mindfulness. From scenic trail rides to immersive ranch stays, these trips offer a chance to disconnect from everyday pressures while building a deeper connection with the outdoors and local culture. As demand for meaningful, experience-led travel continues to grow, riding holidays are attracting both experienced riders and first-timers looking for a refreshing and restorative escape.

Full Story by: Selling Travel >>