



Year End Report

July 2025 – June 2026

Prepared by:



RIANNE VAN DER LINDEN, Marketing & Account Manager

rianne.van.der.linden@targettravel.nl

MARJOLEIN FRAANJE, General Manager / COO

marjolein.fraanje@targettravel.nl

Bisonspoor 3002 – A701

3605 LT Maarssen, The Netherlands

P +31 30 57 70 757

W targettravelmarketing.com





Table of Contents

1. Introduction.....	3
2. Activities	4
2.1 Benelux Social Media	4
2.2 Benelux Trade & Media newsletter	5
2.3 Product Audit	6
2.4 Coop: WideOyster	8
2.5 Coop: The Outdoors	10
2.6 COOP: Visit USA Associations – Roadshow & Workshop Day	12
2.7 Coop: Joker Reizen & Reisbeurs.....	13
2.8 Coop: Connections World Day	14
3. Media Coverage	15
4. Trade / Media metrics	17
5. Out of Scope	18
5.1 Style in Travel Reisbeurs	18
5.2 Travel South International Showcase	19
5.3 Sales mission Kansas City	20
5.4 Global Week	21
5.5 New Orleans Jazz in Duketown festival	22



Year End Report - Benelux



1. Introduction

We are happy and grateful to have completed another year of representing the beautiful Travel South region. This report showcases all the projects that have been undertaken over the past year.

Global Network Program (GNP)

In FY 2025–2026, we were very pleased to have a total of nine GNP partners on board for the Benelux market: Alabama, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, and Rhythms of the South. All executed projects had two overarching goals, being: equal representation of all GNP partners, while highlighting the key themes of the Travel South region: Food, Music, Culture & History, and the Outdoors.

The Benelux team

In the Benelux the Travel South USA account is led by Rianne, who serves as the primary contact and oversees the account. She coordinates the various marketing campaigns, ensures project execution and communicates directly with partners. Marjolein provides strategic oversight and senior guidance, while Fleur supports the account through social media & newsletter management, and reporting.

As Travel South USA's consultants in the Benelux market, we provide ongoing market intelligence, identify new opportunities, advise on marketing investments, strengthen relationships with the travel trade and media, stimulate product development, coordinate trainings and continuously full-fill our role as a Travel South ambassador.



Rianne van der Linden
Marketing & Account Manager



Marjolein Fraanje
General Manager / COO



Fleur van den Berg
Marketing & Account Executive

Looking ahead

We look forward to another year of representing and promoting the Travel South region and the GNP partners. While current market conditions remain challenging, the Travel South region demonstrates resilience and remains well positioned for future growth. Both our team and the Benelux tour operators continue to believe in the long-term potential and value of the region. Together, we remain committed to strengthening awareness, building partnerships and creating future travel demand for the same, nine, GNP states.



Year End Report - Benelux



2. Activities

The following activities have been executed this fiscal year

Benelux Social media

Benelux Trade & Media newsletter

Product Audit Benelux Market

Coop: WideOyster

Coop: The Outdoors

Coop: Visit USA Associations - Roadshow & Workshopday

Coop: Joker Reizen & Reisbeurs

Coop: Connections World Day

2.1 Benelux Social Media

In August 2025, we took control of the Benelux Facebook page, and a new Instagram channel was set up. Throughout the year, both platforms were actively managed with an average of nine posts per month (posted on both Facebook & Instagram), featuring content for each GNP partner. Content for the posts were derived from the newsletter input of the corresponding month.

To increase reach and engagement, each post was boosted, budgets were evenly allocated between Facebook and Instagram.

In addition to regular content publishing, we further enhanced visibility by sharing inspirational reels featuring all GNP partners on an equal basis, engaging with followers, promoting relevant MICHELIN Guide updates, and posting live Instagram stories during a Travel South event, e.g. Global Week.

	Facebook	Instagram
Total followers (start FY)	1780	0
Total followers (end of FY)	1763	507
Difference total followers	-17 (-1%) *	+507 (no baseline for comparison)
Total number of posts published	99	99
Reach	47,358	32,247
Views	67,594	64,537
Likes	3,311	778
Comments	77	59

* Facebook follower data may not fully reflect actual performance due to the shared Travel South USA Facebook page structure.



Year End Report - Benelux

2.2 Benelux Trade & Media newsletter

Throughout the FY, we have sent out 10 newsletters to our Trade and Media database. Each newsletter highlighted all GNP partners and generated a consistently strong open rate of 30% among the Trade and an average of 20% among Media.

The Click Through Rate is on the lower side, but that could be explained by the fact that it links to the general homepage of each state, instead of the CTA providing additional information to the snippet included in the newsletter.

As of October, a new layout was introduced, matching the new branding.



Newsletter	Audience	Subscribers	Open rate	CTR
September Biking & Hiking	Trade	531	25%	0.4%
View newsletter here	Media	354	22%	0.6%
October Trick or Treats	Trade	658	31%	0.3%
View newsletter here	Media	350	20%	0.6%
November Festivals in 2026	Trade	659	30%	0.3%
View newsletter here	Media	345	21%	0.3%
December Holiday Traditions	Trade	659	30%	0.2%
View newsletter here	Media	344	20%	0%
January What's New & Noteworthy	Trade	656	30%	1.2%
View newsletter here	Media	342	19%	0%
February Soul Food	Trade	656	28%	0.6%
View newsletter here	Media	339	22%	0.6%
March Tailgating	Trade	652	30%	0.3%
View newsletter here	Media	336	21%	0.6%
April Gardens & Grilling	Trade	647	30%	0.6%
View newsletter here	Media	335	18%	0%
May The Roots of Southern Food & The Bounty of the Sea	Trade	646	28%	0.8%
View newsletter here	Media	333	18%	0%
June Potluck: Music, Nature and culture	Trade	644	31%	0.3%
View newsletter here	Media	332	20%	0.6%



Year End Report - Benelux



2.3 Product Audit

This year in April, we conducted the annual Product Audit to provide a detailed overview of the current product offering within the Benelux market. This years' results have been presented below, accompanied by the numbers of 2025 and followed by an overview with key findings.

What percentages in the Benelux uses a travel agency/tour operator for destination inspiration?	33,3%
How many days would someone from the Benelux ideally spend in the U.S. on this leisure trip?	29.8% spent 14-20 days in USA

	Benelux 2025		Benelux 2026	
	Total	% of total	Total	% of total
TOTAL # of Operators featuring the USA	80		95	
TOTAL # of Operators featuring the South	69	86%	73	77%

ALABAMA	33	48%	34	47%
ARKANSAS				
GEORGIA				
KENTUCKY	16	23%	14	19%
LOUISIANA	67	97%	67	92%
MISSISSIPPI	64	93%	64	88%
MISSOURI	39	57%	46	63%
NORTH CAROLINA	48	70%	52	71%
SOUTH CAROLINA	45	65%	48	66%
TENNESSEE	65	94%	69	95%
VIRGINIA				
WEST VIRGINIA	7	10%	8	11%

Rhythms of the South				
Atlanta	54	78%	54	74%
Nashville	62	90%	66	90%
New Orleans	67	97%	67	92%



Year End Report - Benelux



Key findings/developments:

- In 2026 new tour operators joined the market, featuring the USA as a destination, an increase from 80 to 95 operators. The Travel South region remains strongly represented, but the total market share did decrease from 86% to 77%, because of the fast-growing number of operators offering the USA. This does provide more room to grow and to develop Travel South product with these new operators
- Although four additional tour operators now feature Travel South products, this increase did not directly translate into increase product across all GNP states. This is primarily due to the current market conditions, with several operators scaling back or (temporarily) removing their USA product.
- Fortunately, most GNP states maintained or increased their inclusion in Benelux tour operator programs. Missouri recorded the strongest growth, increasing from 39 to 46 operators (+18%), with many operators creating Route 66 celebrative itineraries. Tennessee remains one of the strongest-performing states, increasing from 65 to 69 operators and from 94% to 95%.



Year End Report - Benelux



2.4 Coop: WideOyster

WideOyster is an international collective of storytellers specializing in high-quality travel journalism, photography and visual storytelling. With a strong focus on authentic experiences, that goes beyond the typical routes, the platform creates inspiring, in-depth content that resonates with an engaged audience of curious and experience-driven travelers.

This fiscal year marked the final phase of a two-year partnership with WideOyster. The two-year project looked as follows:

FY 24/25	
November 2024	Press trip North- & South Carolina
April 2025	Attending Global Week Louisville, KY FAM: Louisiana
May 2025	Publication of three longreads + newsletter
FY 25/26	
June 2026	Publication of two longreads + newsletter

Campaign elements

- Online special magazine
- 5 long-read articles
- Online paid advertisement
- Dedicated newsletter



Year End Report - Benelux



Digital Magazine

[American South](#) | Reach: 283,443

Longread 1 | [Nature parks](#) | Reach: 36,973

Featuring: New River Gorge NP (West Virginia), Horn Island (Mississippi), Congaree NP (South Carolina), Little River Canyon (Alabama) & Mark Twin Cave Complex (Missouri).

Longread 2 | [Cajuntour Louisiana](#) | Reach: 33,535

Featuring: Louisiana

Longread 3 | [Backroads and byways](#) | Reach: 31,446

Featuring: North Carolina, Tennessee, Kentucky & West Virginia

Longread 4 | [Carolina's](#) | Reach: 34,728

Featuring: North Carolina & South Carolina

Longread 5 | [Lesser-known cities](#) | Reach: 31,260

Featuring: Louisville (Kentucky), Bristol (Tennessee) Birmingham (Alabama), Lewisburg (West Virginia) & Springfield (Missouri).

Total website reach: 451,385

Average time on website: 8 min and 36 sec

On this coop we partnered with USA specialist Go America. They helped with the arrangements of the FAM trip, in return for a mention at the bottom of each long-read article. Which generated a direct call-to-action.

Online paid advertising

Total reach: 345,861

Total impressions: 1,410,000

Total interactions (likes & comments): 67

Newsletters

[Newsletter 1](#) | long-read 1-3 | June 3rd, 2025

[Newsletter 2](#) | long-read 4 & 5 | January 20th, 2026

Total recipients per newsletter: 74,621

Opening rate: 28,2%



Year End Report - Benelux



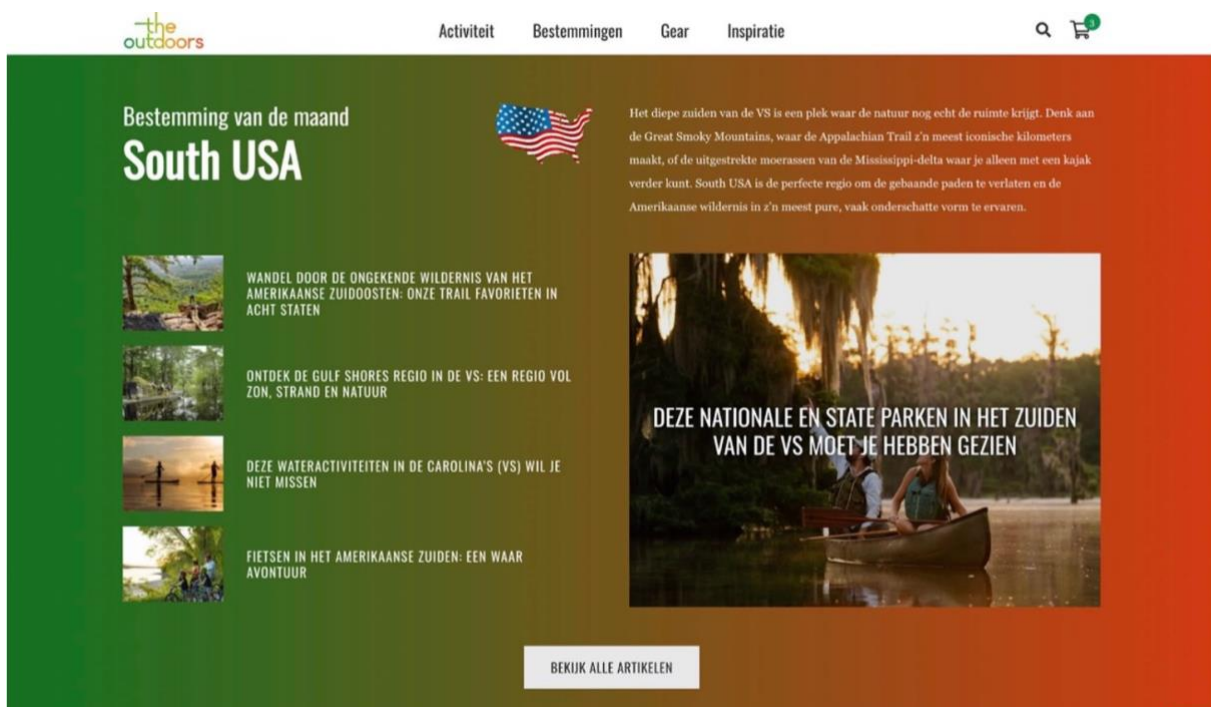
2.5 Coop: The Outdoors

The Outdoors, The Hike, and The Bike are Dutch online outdoor and adventure magazines specializing in inspiring people to explore nature through hiking, cycling, and outdoor travel. Founded by partners and outdoor enthusiasts Kaz and Mechteld, the platforms create visually appealing and engaging content that helps readers discover some of the world's most beautiful outdoor destinations.

During the month of May, Travel South was featured as Destination of the Month across all their platforms. Throughout the month, the region was prominently featured, with five advertorials showcased on the homepage alongside other campaign elements. The advertorials were written based on desk research and the input provided by us. The publications were promoted through a dedicated newsletter, social media, and Google Ads.

Campaign elements

- Destination of the month
- 5 advertorials
- Social media
- Banners
- Google ads
- Dedicated newsletter



Year End Report - Benelux



Articles

Homepage destination of the month | Reach: 4,481

Advertorial 1 | National and State Parks | Reach: 27,543

Featuring: Cherokee Rock Village (Alabama), Mammoth Cave National Park (Kentucky), Lake Bistineau State Park (Louisiana), Tishomingo State Park (Mississippi), Lake of the Ozarks State Park (Missouri), Smoky Mountains National Park (Tennessee & North Carolina) and Congaree National Park (South Carolina).

Advertorial 2 | Biking | Reach: 8,124

Featuring: Missouri, Kentucky and Tennessee

Advertorial 3 | Gulf Shores | Reach: 7,894

Featuring: Louisiana, Mississippi and Alabama

Advertorial 4 | Trails | Reach: 34,043

Featuring: North Carolina, Tennessee, Alabama, Kentucky, Missouri, Mississippi, Louisiana and South Carolina

Advertorial 5 | Carolina's | Reach: 7,926

Featuring: North Carolina and South Carolina

Total website reach: 85,530

Total editors pick impressions 702,421

Social media

Advertorials were pushed through 5 social media posts.

Total reach; 50,031

Total interactions: 2,106

Banners

Total impressions: 157,013

Google Ads

Total impressions: 2,490,000

Total clicks: 48,900

Click-through rate: 1,96%

Dedicated newsletter

Newsletter | sent to 10,835 recipients, with an open rate of 59,2%.



Year End Report - Benelux



2.6 COOP: Visit USA Associations – Roadshow & Workshop Day

Visit USA The Netherlands organized its annual B2B Roadshow, which took place from September 23–25 in Zwolle, Rotterdam, and Eindhoven. Travel South was present with a booth, and on all three days Marjolein took part in a series of speed dating sessions of approximately 10 to 15 minutes each. These sessions provided the opportunity to introduce around 150 travel agents to all the ins and outs of the Travel South region.



Following the Visit USA The Netherlands Roadshow in September, we also participated in the Visit USA Belgium Workshop Day on October 14. This B2B event provided an opportunity to connect with travel agents from across Belgium. While attendance was lower than the previous year, the conversations at our booth were valuable and productive. During the event, we highlighted key attractions throughout the region and shared updates on recent developments, including the release of the MICHELIN Guide. To encourage engagement, participants were invited to complete a USA quiz. One travel agent received a Travel South USA goodie bag after finishing in the top five.



Throughout the year, Visit USA The Netherlands and Visit USA Belgium provided their members with the opportunity to feature content in their (bi)monthly newsletters. We use these opportunities to share updates, travel inspiration, and the latest developments from the Travel South region. The content created for the newsletters is also republished as blog articles on their websites.

Newsletter Visit USA The Netherlands

Reach: 1600

Newsletter Visit USA Belgium

Reach: 1800 Dutch | 1600 French



TravelSouth
All Y'all Are Welcome **USA**

Year End Report - Benelux



2.7 Coop: Joker Reizen & Reisbeurs

Travel South was again represented at the Joker Reisbeurs, on October 19th, as an official event sponsor. The sponsorship included a large Travel South USA booth, a destination presentation, a training session for Joker staff during the partner dinner the evening before the event, and participation in a media breakfast on the day of the show.

The consumer-focused event attracted approximately 1,300 visitors. Throughout the day, we engaged with travelers interested in the region, with music remaining the most frequently discussed topic. In addition, we received increased interest in nature-based travel experiences and Route 66 itineraries. While overall attendance was lower than in previous years, the event provided valuable opportunities to connect with a highly targeted audience of potential travelers and industry partners.



Promotional tools

- **Website:** A dedicated landing page for the travel fair was launched at the beginning of May, mentioning the different tourism boards that were present, as well as logo placement

Total reach: 5,211 people

- **Newsletter item:** Travel South was included in a newsletter which promoted the Reisbeurs. Three itineraries were highlighted, among which the [Southern Explorer](#).

Total reach: 75,000 people

Open rate: 13,1%

- **Social media:** Joker Reizen published various general posts on social media to promote the Reisbeurs. They also create a dedicated Travel South carousel post was shared.

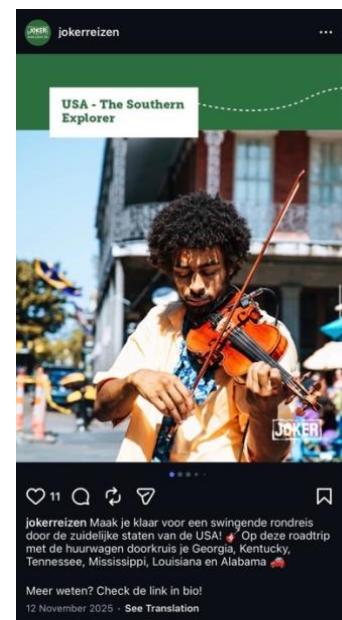
Total reach: 6,216

Total interactions: 10

Further, they created more than 40 different advertisement posts, in which the Travel South region was mentioned, either by name, with an image or through a hashtag.

Total reach: 175,000

Total clicks: 5,450



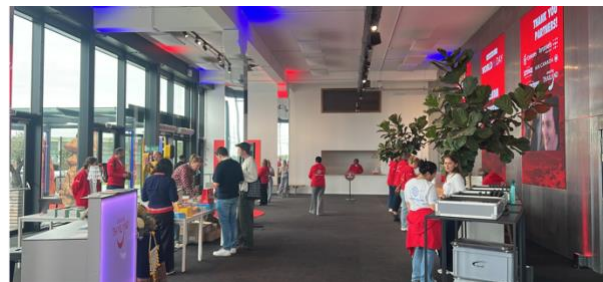
Year End Report - Benelux



2.8 Coop: Connections World Day

On the same day as the Joker Reisbeurs, Belgium tour operator Connections hosted its annual consumer event, World Day. While we did not have a dedicated booth, we participated through two destination presentations highlighting the Travel South region, its musical heritage, cultural diversity, and authentic travel experiences.

The sessions were well attended and generated strong engagement, with several visitors already in the process of planning a trip to the United States. Additional presentations by the staff of Connections, on Louisiana and the Music Route, delivered in both English and French, also helped increase visibility for the region. Overall, the event provided valuable exposure and an effective opportunity to engage directly with potential travelers.





3. Media Coverage

Media exposure has been generated as part of the proposed coops – which are elaborated on further in this document. In addition, several outlets have published both online and print articles – either through separate agreements or on their own initiative. Some noteworthy exposure include:

- In fall 2025, there were various publications by TravelPro/TravMagazine as part of a paid activity from the previous FY. The publications helped boost our newsletter contents, highlighting the whole **Travel South region** and focused on getting more newsletter subscribers.
- In addition to the WideOyster coop (outlined later in this report), the associated FAM trip generated two extra editorial features by Hans Avontuur: one in ProMotor (October 2024) featuring the Outerbanks in **North Carolina** and one in Mezza, the weekend magazine of AD, one of the Netherlands' largest national newspapers. The Mezza article featuring Charleston, **South Carolina**, was published in January 2026, ahead of Black History Month.
- Dolly Partons' 80th Birthday generated various publication in the month January. The articles didn't just talk about her, but also where she grew up in Tennessee, and Dollywood. It provided a big boost for **Tennessee**.
- In February, De Zondag, the largest Belgian newspaper, published an article about the **Mississippi** blues, civil rights and the coast. This article was written by Peter van Oyen, who attended Global Week in FY 24/25, in Louisville, KY.
- De Mooiste RondReizen published a print article about the **Kentucky** bourbon trail, in their March edition. The article was written by Jody Mijts – Ongewoonlekker, who visited the region on a FAM back in September 2024.
- **Louisiana** and **Rhythms of the South** were featured in two articles, published within the travel brochure of US specialist tour operator Tioga Tours.
- In May various outlets published live Instagram stories, and articles about Mobile, **Alabama**, as a result of their Global Week attendance
- In June the FIFA World Cup generated exponential exposure, especially for Kansas City, **Missouri**. Not only did the Dutch National Team have its basecamp here, they also played on the the groupstage matches at the Arrowhead stadium. Especially the iconic Oranje Fan Walk, which went straight through downtown Kansas City (from the Power & Light district to the World War I museum – also the grounds for Fan Fest), generated numerous videos and online publications.

Total outreach and numbers are presented on the next page.



Year End Report - Benelux



The total outreach this fiscal year has been as follows:

	Number of articles	Total impressions
July	4	11,100
August	11	15,739
September	10	57,225
October	12	24,234
November	7	19,766
December	3	7,884
January	13	1,535,943
February	7	507,076
March	19	332,520
April	16	336,165
May	33	469,683
June	37	1,445,364
Total amount	170	4,706,699

Coverage per partner is as follows:

	Number of articles	Total impressions
Alabama	28	1,702,322
Kentucky	30	549,859
Louisiana	25	462,709
Mississippi	31	646,531
Missouri	83	2,023,223
North Carolina	38	807,946
South Carolina	33	1,876,210
Tennessee	44	908,988
Rhythms of the South	51	1,901,325





4. Trade / Media metrics

There is contact with key trade partners and media throughout the year, as part of our strategic goal to raise awareness and build long-lasting relationships. While most interactions are in person at events or during a phone call, some occasions stand out, as further presented below:

- Most agent trainings took place at the Visit USA The Netherlands Roadshow and Visit USA Belgium Workshop, where Marjolein interacted with agents during short 1-on-1 meetings, highlighting new developments in the region.
- The night before the Joker Reisbeurs, all participating partners were invited for a hosted dinner + training. Rianne gave a presentation for about 20 of Jokers' staff and travel agents.
- In December, Rianne went to the office of Riksja to train the USA Product Managers. Sophie, Isabel and Lianne are well traveled in the USA, but the Travel South region was new to them. During the session we went beyond the main highlights and focused on new itinerary ideas, unique experiences, and lesser-known places.
- As a part of the OOS Kansas City sales mission, we arranged two more in-office trainings highlighting the city, and the state of Missouri, training 5 staff at Style in Travel and another 6 staff at Travelhome.
- On April 20th Rianne participated in a Brand USA webinar, highlighting the Missouri part of Route 66. In total 119 travel agents were present. This initiative was part of Brand USA's broader effort to highlight destinations along Route 66 in the lead-up to the centennial.

The total meetings and training this FY year has been as follows:

	FY 25/26 Total
Trade Meetings	94
Media Meetings	23
Number of Agents Trained	302





5. Out of Scope

5.1 Style in Travel Reisbeurs

Tour operator Style in Travel asked us to be present during their one-day specialist consumer fair, providing their (repeat) customers with inspiration for their next travel plans. Our participation provided strong visibility for the Travel South region and further strengthened our relationship with Style in Travel. The Travel South presentation, highlighting the region's diverse states and authentic Southern experiences, was well attended, drawing approximately 45 consumers. The Travel South booth attracted strong and steady visitor interest, drawn in also by the bourbon tastings that Rianne did throughout the day. These tastings created a memorable touchpoint and reinforced the region's distinctive culinary and cultural appeal.



Year End Report - Benelux



5.2 Travel South International Showcase

This year, there was again a strong response to the invitation for the TSISC, including tour operators who had not attended the Showcase in some time, as well as first-time participants. This can certainly be attributed to the fact that Kansas City is relatively unfamiliar, which created a high level of interest in learning more about the city and the state of Missouri.

AmerikaNu.nl – Bart Verhoeff

AmerikaPLUS / Aeroglobe – Christian Jabor

Creating Stories / American Vacation – Elvira Westerveld

Joker Reizen – Ludwig Verbruggen

Le Beau Reizen – Marlon Beauperthuy

Penta Reizen – Aron van Miegroet

Tioga Tours – Elske Oldeboer

Travelhome – Helmi Ruigrok



During the two-day marketplace, all attendees held 30+ one-to-one meetings with various suppliers from the Travel South region. There was a strong focus on looking ahead and on the continued growth in visitor numbers to the region. During the one-to-one sessions between Target Travel Marketing and the state representatives, we provided insights into the Benelux market, supported by the global tour operator and overnight results. Following the marketplace all delegates set off to explore another Travel South state of their choice as part of one of the well-organized FAM tours.

Follow up

Upon returning back home, tour operators provided an insight on their next steps, including product development and content creation on the operator websites. But also, updating existing product information and planning an internal meeting to share new findings.



Year End Report - Benelux



5.3 Sales mission Kansas City

Back in December 2025, the FIFA draw for the World Cup brought the exciting news that the Dutch national team will play at least one match in Kansas City during the FIFA World Cup in June 2026. It was expected that the tournament will encourage many Dutch supporters to travel to the United States to follow their team. This presents a valuable opportunity for Kansas City to showcase the city itself, its surrounding communities, and the wider state of Missouri to the Dutch market.

To build on this momentum, a targeted sales mission to the Netherlands was organized early February 2026, focusing on informing the travel trade, generating media attention, and inspiring consumers to consider Kansas City as part of their U.S. travel plans.

The team at Target Travel Marketing looks back on a very successful mission. Feedback received afterwards, shows that attendees were pleasantly surprised by what the city and state have to offer. While the World Cup served as a strong hook for the mission, the goal of demonstrating that Kansas City and Missouri offer much more, was clearly achieved. From tasting authentic barbecue and discovering the city's jazz heritage to exploring numerous road trip opportunities such as the iconic Route 66, the destination generated strong interest among participants.



The FIFA World Cup

It was later confirmed that the Netherlands would also take Kansas City as their basecamp – resulting in an even stronger connection. On June 25th, match day, the whole city turned orange during the Dutch Fan Walk, which took 36,000 soccer supporters from the Power & Light district to the World War I museum (the grounds for Fan Fest). The Dutch team later won the match against Tunisia, played at the Arrowhead stadium. The city generated millions in media exposure in the Netherlands.



Year End Report - Benelux



5.4 Global Week

Among the 50 international media that were present during this years' edition, there was a great mix of cross-media partners present from the Benelux market.



AmerikA Magazine – Edwin Vrielink | FAM: West Virginia
Amerika Only – Michelle de Vos | FAM: Missouri
Foodies Travel – Bas Erkens | FAM: North Carolina
Hey!USA – Sebastiaan Klijnen | FAM: Tennessee
Your Travel Reporter – Mila Jaipal | FAM: Kentucky

Journalists each began with their own pre-FAM trip across the Travel South region. From nature and music to culinary highlights, each state offered its own unique angles for storytelling. After the FAM trips, all participants traveled to Mobile, Alabama. During various city tours, participants gained insight into the military history of the USS Alabama battleship, the impact of the civil rights movement on the people of Mobile, the local culinary scene, and the significance of the Mobile Delta – also known as America's Amazon. Ofcourse, the Media Marketplace took a central role, providing opportunities to exchange ideas, make connections and explore potential collaborations.

Media coverage

The journalists' participation has already generated a lot of coverage, whilst more is still expected to follow.

- **AmericA Magazine**
Print publications are expected in their autumn edition (early September 2026) and winter edition (early December 2026).
- **Amerika Only**
Various online articles have been published in May 2026, with social media posts to follow monthly throughout 2026.
- **Foodies Travel**
During and right after Global week various Instagram stories were shared by this outlet. various articles about North Carolina and Mobile are expected in summer 2026
- **Hey!USA**
During and right after Global Week various Instagram stories were shared on the account of @HeyUSA.nl. The first publication of Mobile is expected to be published in July, with articles about Tennessee following in the coming months.
- **Your Travel Reporter**
During and right after Global Week various Instagram stories were shared by this outlet. Throughout May and June they also published various online articles.





5.5 New Orleans Jazz in Duketown festival

Prijsvrij Vakanties/D-reizen (one of the largest Dutch independent travel agencies, and widely known) is an official partner, and one of the main sponsors of the festival 'Jazz in Duketown'. From 22 to 24 May 2026, the city center of 's-Hertogenbosch transformed into one large stage. For three days, visitors enjoyed live jazz, soul, funk and surprising cross-over performances. Jazz in Duketown has grown into the largest free open-air jazz festival in the Netherlands. The festival is freely accessible and takes place right in the heart of the city.

During the event, this tour operator organized a spin-the-wheel giveaway featuring an 8-day trip to New Orleans as the main prize, perfectly matching the jazz theme of the festival and the city itself. This prize was sponsored by **New Orleans & Company**.

Campaign elements & results

- Prize draw through a spin-the-wheel giveaway. The winner goes on a trip to New Orleans
Contestants: 820 (+25%)
- Logo exposure on 10 out of 20 large (2,5 by 3 meters) banners, displayed around the festival area and across the city.
Festival visitors: 140,000
Additional reach from locals and other visitors to the city: 100,000
- Inspirational blog on the website of D-Reizen.
Reach: 56,000
- Possible product trainings
- Product development. Prijsvrij offers 100+ hotels in New Orleans and area. They sell mainly through their retail channel D-Reizen

