

NORDICS REPORT

END OF YEAR 2025/26



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I. EXECUTIVE SUMMARY

The 2025/26 fiscal year in the Nordic region was characterised by challenging market conditions driven by geopolitical sentiment, offset by a sustained programme of trade and media activity across all four markets. Key highlights:

Air Services

- **SAS:** deepened its Air France-KLM partnership, placing Air France codes on SAS transatlantic services; announced a 20% capacity increase at Copenhagen for summer 2026 and is reportedly close to ordering 15-20 new long-haul Airbus aircraft.

Trade & Consumer Engagement

- **Brand USA / Discover America:** evening workshops across Oslo, Helsinki and Stockholm trained 245 travel industry staff.
- **FDM Co-op Campaign:** influencer and content trip across Atlanta and the Carolinas (Sep 2025) delivered social, editorial and newsletter content; campaign paused in early 2026 pending market recovery.
- **Travel South Showcase Kansas City:** six Nordic delegates attended, with all four post-fam participants delivering positive feedback.
- **TravelMatch Norway & Grand Travel Awards:** full schedule of 16 B2B appointments; Oslo, January 2026.
- **Swanson's Long Haul Travel Day Stockholm:** inaugural event attracted nearly 800 consumers; Travel South sponsored and presented at the team briefing dinner.
- **Travel South European Mission London:** dedicated Nordic session with contributions from FDM CEO and Swanson's Product Director.
- **Hablo B2B Platform:** launched 15 June 2026 with Travel South USA as lead Nordic destination; year-long campaign live across Sweden, Norway and Denmark.

Media & PR

- **Newsletters:** 12 monthly editions distributed to 397-486 recipients across DK/SE/NO/FI; open rates consistently 30-36%.
- **Copenhagen Media Event:** bourbon tasting and Southern USA presentation for eight journalists (Jan 2026); confirmed story placements in Berlingske and Politiken.
- **Press Trip Pipeline:** journalist Jens Henrik Nybo confirmed for Nashville + East Tennessee (Great Smoky Mountains) in October 2026, flying Icelandair; Pekka Hiltunen (Mondo FI) in discussion for 20-page editorial deal.

Market Trends

- **Recovery signals:** FIFA World Cup 2026 acted as a catalyst — Norway's progression to the round of 16 drove immediate additional flight capacity (Norse Atlantic adding direct Oslo–New York), with event-driven demand partially offsetting broader softness.

Full year results (June 2026 YTD cumulative):

Agents trained: **445**

Trade Meetings: **101**

Media Meetings: **36**

Articles published: **57**

Impressions generated: **13,188,410**

II. TRAVEL TRADE REVIEW

Travel South USA maintained a full programme of trade activity across Denmark, Sweden, Norway and Finland throughout a challenging year, with the calendar spanning trade training events, a major consumer show, international trade shows, a hosted fam trip, and the launch of a year-long B2B platform programme.

FDM Co-operative Campaign & Influencer Trip — September 2025 (B2B/B2C)

As part of a wider co-operative marketing initiative with FDM Travel, Denmark's largest self-drive agency, Travel South supported an influencer and content-gathering trip in September 2025. FDM's social media manager (Catherine Loudrup) and marketing manager (Lars Milbaek) undertook a 12-day itinerary from 14–26 September, covering Atlanta, Greenville (Euphoria Festival), Asheville, Boone and Blowing Rock (Blue Ridge Parkway), Myrtle Beach, Beaufort and Charleston. Content was produced for FDM's Instagram, Facebook, website, magazine and newsletters. The broader co-operative agreement was subsequently paused as Danish market sentiment deteriorated, with a formal addendum executed via DocuSign in March 2026 confirming completed deliverables, financial settlement and terms for resumption. A reactivation review is scheduled for mid-August 2026, following Frederik Øhrgaard's return from parental leave.



Brand USA Week London — October/November 2025 (B2B)

Travel South held eight meetings with Nordic delegates at Brand USA week in London: Kim Carlsson (Nyhavn Rejser), Birgitte Vraadal (FDM Travel), Claus Brask Nielsen (Risskov Rejser), Christian Walker Willumsen (USA Rejser), Kimmo Asikainen (Polyresor), June Lundby (Amerikaspesialisten) and Magnus Hermansson (Swanson's Travel).

Brand USA / Discover America Nordic Events — October 2025 (B2B)

Travel South participated in Brand USA/Discover America evening workshops across three Nordic capitals: Oslo (14 October, 90 attendees), Helsinki (15 October, 70 attendees) and Stockholm (16 October, 85 attendees) — 245 travel industry staff trained in total. All events were well attended and participants were upbeat about the US market's outlook.



Travel South Showcase — Kansas City, December 2025 (B2B)

Six Nordic delegates attended Travel South Showcase in Kansas City. Four travelled on the SAS Copenhagen–Atlanta service. Delegate feedback was unanimously positive. Birgitte Vraadal (FDM) accepted an Ambassador Award at the Honors Night. Post-fam delegates:

- Kimmo Asikainen – PolyResor (Sweden) — Route 66 post fam
- Claus Brack Nielsen – Risskov Rejser (Denmark) — Nashville post fam
- Karina Neumann Saietz – Albatros Travel (Denmark) — Route 66 post fam
- Birgitte Vraadal & Kristine Bruun – FDM Travel (Denmark) — Route 66 post fam



Media Event Copenhagen — 26 January 2026 (Media/B2B)

Travel South hosted a media event at the Library Bar, Copenhagen, featuring a Southern USA presentation and bourbon tasting. Eight journalists and editors attended, with Louise Alkjær selling stories to Berlingske as a direct outcome. Attendees included editors and freelancers from Berlingske, Politiken, Børsen, Rejser, Elle, Luxury Aficionados, Ritzau and Travelmore.



TravelMatch Norway & Grand Travel Awards — Oslo, 8 January 2026 (B2B)

Travel South completed a full schedule of 16 appointments with Norwegian tour operators and media at TravelMatch — Norway's only B2B appointment-based travel industry event — followed by the Grand Travel Awards that evening. Key meetings included daGama Traveller Magazine, Fotefar Temareiser, Aparte Reiser, Travelletters, Temareiser AS, Unike Reiser, Sembo.no/Stena Line, Epique Golf, Magiske Reiser and Vega Reiser.



Americas Day Copenhagen — 26 February 2026 (B2B)

Travel South attended the reformatted Discover America 'Americas Day' event in Copenhagen, now including Canadian and Caribbean suppliers and attracting 120 visitors with speeches from both the US and Canadian ambassadors to Denmark.



Swanson's Long Haul Travel Day — Stockholm, 28 February 2026 (B2C)

Swanson's inaugural Stockholm Long Haul Travel Day combined all three Swanson's brands (Swanson's, Jambo Tours and TEMA) at the Radisson Blue Waterfront Congress Centre, attracting close to 800 attendees and receiving an overall event rating of 5.2 out of 6. Travel South sponsored the Swanson team briefing dinner the evening before, presenting to a 15-strong team. Swanson's has confirmed this will be an annual event.



Travel South European Mission — London, March 2026 (B2B)

The Travel South European Mission in London featured a dedicated Nordic session. Peter Hannaford provided an overview of Nordic market conditions, with invited contributions from Anders Iversen (CEO, FDM Travel) and Magnus Hermansson (Product Director, Swanson's Travel). Round-table discussions focused on a coordinated, Travel South-led approach to rebuilding US travel demand from the Nordic region.



Discover America Finland Webinar — Spring 2026 (B2B)

Pekka Makinen (Discover America Finland) hosted a members' webinar focused on Travel South USA, presenting a Travel South deck in Finnish to good engagement and interest from DA Finland members.

IPW 2026 — Fort Lauderdale (B2B)

Travel South attended IPW in Fort Lauderdale with a Nordic programme of meetings including Discover America Norway and Sweden, Sembo Tours and USA Rejser. Nordic attendance was smaller than in previous years, though Travel South was among a select few suppliers invited to participate in the Nordic reception. Greater Nordic interest is anticipated for 2027 when IPW moves to New Orleans.



American Trails Fam Trip — Tennessee, April 2026

Travel South, in conjunction with Tennessee Tourism, hosted Jonas Larson (American Trails) on an editorial trip from 14-24 April 2026 covering Nashville, Franklin, Leiper's Fork, Sevierville and the Great Smoky Mountains National Park. Jonas agreed two substantial articles (each approximately 15 pages) on Franklin and East Tennessee, due for publication in American Trails 19th edition, summer 2026.

Hablo Nordic Market Launch — 15 June 2026 (B2B)

The Hablo B2B travel industry platform launched across the Nordic market on 15 June 2026, with Travel South USA as its designated launch partner. The rollout covered Sweden and Norway initially, with Denmark soft-launched and a fuller rollout planned for Autumn 2026. Delivered in partnership with Discover America Sweden and Norway, the year-long campaign — 'Travel South USA: One Region. Infinite Possibilities. All Y'all Are Welcome' — features weekly quiz prize draws at tiered values across the markets, a kudos points leaderboard leading to Ambassador status, and a grand prize FAM trip through the American South for



top-engaging agents. The daily quiz draws on approved Travel South newsletter content covering all ten partner states.

Icelandair CMA Fest Trip — Nashville, June 2026

Rebecca Taernstroem and Marina Isabegovic (Icelandair) visited Nashville for CMA Fest in June 2026, creating Hablo content for Norwegian and Danish markets. Rebecca reported a highly successful trip and growing interest in Nashville and Tennessee, with the RDU service increasingly performing consistently alongside BNA.

Icelandair Mid Atlantic Show 2027 — Reykjavik, 28-31 January 2027

Travel South registered for the Icelandair Mid Atlantic Show in Reykjavik in January 2027. Nashville CVB and Tennessee Tourism also registered; details shared with Visit North Carolina. With Icelandair serving both Nashville and Raleigh-Durham from the Nordics, the show offers targeted access to Nordic travel trade.

Key Trade Contacts — Consolidated Activity

Contact	Activity/Activation	Follow-up/Next Steps
FDM Travel Frederik Øhrgaard / Birgitte Vraadal (DK)	Jul 25: Co-op discussions; influencer trip agreed for September (Atlanta, Carolinas). Sep 25: Influencer trip completed — Catherine Loudrup & Lars Milbaek — Atlanta, Greenville (Euphoria), Asheville, Blue Ridge Parkway, Myrtle Beach, Beaufort, Charleston. Content gathered for FDM website, social, newsletter and magazine. Oct 25: Met Birgitte at Brand USA week London; ongoing co-op finalisation. Nov/Dec 25: Further co-op discussions; Birgitte & Kristine attended Showcase Kansas City; Ambassador award won by Birgitte; Route 66 post fam completed. Jan 26: Meeting at Copenhagen office; decision to pause campaign due to geopolitical sentiment. CEO Anders Iversen to attend TS London. Feb 26: Addendum drafted to confirm pause, deliverables and settlement; sent via DocuSign. Mar 26: Addendum executed. Anders Iversen participated in TS European Mission Nordic session. Apr 26: Frederik back from Australia; campaign remains paused. May 26: Campaign on hold through summer; reactivation agreed for early autumn. Jun 26: Brief call; Frederik on parental leave until early August; hoping World Cup improves sentiment. Follow-up: mid-August.	Campaign paused — reactivation review mid-August 2026
Swanson's Travel Tommy Swanson / Magnus Hermansson / Johan Rudolf (SE)	Jul-Sep 25: Catalogue ad agreed (double page spread); Johan Rudolf confirmed as new Director of Sales; USA Day relocation to Stockholm announced. Oct-Dec 25: Catalogue specs agreed; advert format confirmed; Travel South attends Showcase Kansas City. Jan 26: Johan offered training slot for Stockholm event; Travel South sponsored briefing dinner. Met with Johan & Russell Meara (Hablo); Swanson's keen to use platform. Feb 26: Swanson's Long Haul Travel Day Stockholm — ~800 attendees; rating 5.2/6. Travel South sponsored dinner and presented to 15-strong team. Mar 26: Brochure finalised and invoiced. Magnus attended TS European Mission London. Apr 26: Co-op proposal submitted for FY 26/27. Travel South featured centrally in 2026/27 catalogue. May 26: Co-op under discussion. Content creators planning Nashville-to-DC road trip 21-28 June (East TN, NC, Virginia, DC), timed around Sweden's World Cup match.	FY 26/27 co-op in negotiation; Showcase Nashville 2026 — Michael Svensson registered
Hablo Platform Russell Meara (UK/Nordics)	Jul 25: Hablo concept introduced via Johnny Gardsater; follow-up agreed. Jan 26: Met with Swanson's and DA Sweden; soft launch agreed — DA Sweden to lead. Feb 26: DA Sweden confirmed	Live — year-long campaign active; Denmark full

Contact	Activity/Activation	Follow-up/Next Steps
	as launch entity; Swanson's to follow. Mar 26: Formal proposal presented at TS European Mission London; approved by Travel South. Apr 26: Programme agreed; June 2026 Sweden/Norway launch planned. May 26: IPW meeting with Widar and Johnny; distribution, content and post schedules discussed. Jun 26: LAUNCHED 15 June 2026. Sweden and Norway full launch; Denmark soft launch. Year-long campaign active. Icelandair creating content for Norwegian and Danish markets.	rollout Autumn 2026
Discover America Sweden Johnny Gardsater (SE)	Jul 25: Initial Hablo discussion; enhanced trade engagement explored. Oct 25: Logistics confirmed for Brand USA/DA events Oslo, Helsinki and Stockholm. Nov 25: Quarterly meeting; Hablo presentation given; DA Sweden to set up own page. Jan 26: Met with Russell Meara; DA Sweden confirmed as Hablo soft launch entity. Feb/Mar 26: Further Hablo planning; DA Members Meeting (22 April) confirmed. May 26: IPW Nordic reception coordinated by DA Sweden. Jun 26: Nancy Björshammar left US Embassy in Sweden; remaining with Discover America in wider support role including Hablo rollout.	Ongoing — Hablo campaign live; Fall 2026 roadshow Stockholm 22 Sep
Discover America Norway Widar Jensen (NO)	Nov 25: TravelXpo Norway discussion (moving to March 2026); budget allocated but preference to review for 2027. May 26: IPW Fort Lauderdale — Hablo Nordic launch discussions alongside Johnny. Jun 26: Hablo launched in Norway as full market.	Hablo live in Norway; Fall 2026 roadshow Oslo 24 Sep
Discover America Denmark Karin Gert Nielsen (DK)	Nov 25: Confirmed participation in Copenhagen DA event. Jan 26: Americas Day renamed 'Americas Day' to include Canadian/Caribbean suppliers. Feb 26: Met Karin in Copenhagen ahead of Americas Day; DA Denmark confirmed for fall events.	Fall 2026 roadshow Copenhagen 23 Sep
Discover America Finland Pekka Makinen (FI)	Nov 25: Met Pekka following Helsinki event; social media strategy discussed. May 26: Hosted DA Finland members webinar focused on Travel South; deck provided in Finnish; good engagement.	Ongoing
American Trails Jonas Larson (SE)	Aug–Nov 25: New Americana Club project with Twang Café Stockholm; American Trails B2B newsletter launched. Feb 26: Met at Americas Day Copenhagen; new partnership proposals requested. Mar 26: Editorial content trip to Nashville agreed; focus on Franklin and East Tennessee. Apr/May 26: Hosted 14–24 April — Nashville, Franklin, Leiper's Fork, Sevierville, Great	Articles in production — American Trails 19th edition, summer 2026

Contact	Activity/Activation	Follow-up/Next Steps
	Smoky Mountains. Two 15-page articles agreed; writing underway.	
SAS Lars Mork (DK)	Jul 25: SAS integrating into SkyTeam/AF-KLM; pulling back from co-op. Reduced rate fares offered. Aug 25: Major sales restructure announced — channel-based model replacing home-market structure. Sep 25: Discussed Hablo; Lars keen to participate. Oct–Nov 25: Restructure finalised; channel-led model confirmed, aligning with AF/KL and Delta.	Monitor — opportunities in FY 26/27
Albatros Travel Karina Neumann Saietz (DK)	Jul–Aug 25: Route 66 post fam placement confirmed. Aug 25: Met; business down due to geopolitics; advertising paused in DK. Dec 25: Attended Showcase Kansas City, Route 66 post fam. Feb 26: Met at Americas Day; new Southern itineraries mapped; cancelling IPW; hopeful for Showcase Nashville. May/Jun 26: Registered for Showcase Nashville 2026.	Showcase Nashville 2026 registered
USA Rejser Christian Walker Willumsen (DK)	Aug 25: US severely down; focusing on Norwegian sister brand and Caribbean. Jan 26: New offices; consumer sentiment severely down; social media paused. Feb 26: Met at Americas Day; Nashville fam trip imminent; IPW planned. May 26: Met at IPW as sole Danish operator; sentiment still down, costs also cited.	Monitor market recovery
Nyhavn Rejser Kim Carlsson (DK)	Aug 25: US bookings low; August showing improvement. Oct 25: Met at Brand USA week London; enquiries coming in for 2026. Feb 26: Met at Americas Day; focused on Japan; not attending IPW. Jun 26: Requesting Showcase Nashville information; keen to attend, seeking internal approval.	Showcase Nashville — awaiting internal approval
Sembo Tours Marie Javerud / Jacob Nordendahl (SE/NO)	Jan 26: Met Jacob Nordendahl (Sembo.no) at TravelMatch Oslo; keen on Southern product. Apr/May 26: Introduced to Marie Javerud (product manager); met at IPW; very positive about Southern USA; signed up for Showcase Nashville.	Showcase Nashville 2026 registered
Icelandair Rebecca Taernstroem (SE)	Apr 26: Taking leading role within Discover America Norway; keen to join Hablo. May 26: Visiting Nashville for CMA Fest; creating Hablo content for Norwegian and Danish markets. Jun 26: CMA Fest trip highly successful; growing interest in Nashville and Tennessee reported. RDU service performing consistently alongside BNA. Hablo content created.	Ongoing — Hablo content; Icelandair Mid Atlantic Show Reykjavik Jan 2027
Plus Reiser Aud Kindervåg Halsne (NO)	Apr 26: Team fam trip to Nashville and East Tennessee planned for October. May 26: Firming	Scouting trip 27 Sep–4 Oct

Contact	Activity/Activation	Follow-up/Next Steps
	up trip via Icelandair; Showcase Nashville under consideration. Jun 26: Scouting trip confirmed — 27 September to 4 October 2026. Three nights Nashville then Pigeon Forge. Scouting locations and itineraries for future groups. Nashville CVB and Tennessee Tourism providing support. Flying Icelandair.	2026; group itineraries to follow
MyCruise (DK) Kirsten Skjold	Jun 26: Kirsten moved from Gislev Rejser to MyCruise; now responsible for pre and post cruise packages. Seeking ground operators for New Orleans, Memphis and Nashville. Connected with Rey Royal.	Pipeline — pre/post cruise packages
USA Tours / Top Tours (DK) Dorthe Laerke Hansen / Mette Prejler	Jul 25–Jun 26: USA Tours near-hiatus throughout year due to US market; focused on Top Tours (Asia/Indian Ocean). Dorthe met across multiple events. Jun 26: Dorthe leaving USA Tours end of June. New contact: Mette Prejler (new COO). USA Tours still taking US enquiries but primarily selling rest of world.	Reconnect with Mette Prejler when market recovers
Travel South Showcase 2026 Nashville — Nordic Recruitment	From April 2026: 11 invitations issued. Five delegates registered as of June 2026: Amerikaspesialisten (June Lundebj), Sembo (Marie Javerud), Polyresor (Kimmo Asikainen), Albatros Travel (Karina Nuemann Siefert), Swanson's (Michael Svensson). Nyhavn Rejser (Kim Carlsson) seeking approval.	5 confirmed; Nyhavn awaiting approval
Discover America Fall 2026 Roadshow	Mar 26: Confirmed as exhibitor. First time Denmark joins the schedule. Schedule: Helsinki 21 Sep, Stockholm 22 Sep, Copenhagen 23 Sep, Oslo 24 Sep 2026.	September 2026 — logistics to confirm

III. PR & MEDIA REVIEW

Newsletters

During 2025/26 we distributed monthly newsletters to our database across Denmark, Sweden, Norway and Finland, reaching approximately 397-486 recipients per send and consistently achieving open rates of 30-36%.

- July 2025 — No newsletter distributed
- August 2025 — [Theme not recorded in monthly report]
- September 2025 — Recreational experiences in the South
- October 2025 — Experience Halloween in the Southern United States
- November 2025 — [Theme not recorded — delivered 470, 34.26% open rate]
- December 2025 — Christmas Events in the American South (delivered 430, 32.79% open rate)
- January 2026 — [Theme not recorded — delivered 486, 32.7% open rate, 2.52% click rate]
- February 2026 — [Theme not recorded — delivered 459, 35.08% open rate]
- March 2026 — [Theme not recorded — delivered 415, 32.8% open rate]
- April 2026 — Gardens and green experiences in the Southern States (delivered 413, 35.84% open rate)
- May 2026 — The Southern States' gastronomic roots (delivered 442, 35.3% open rate)
- June 2026 — Summer Experiences in the Southern United States (delivered 397, 30.48% open rate)

Media Event Copenhagen — 26 January 2026

Travel South hosted a media event at the Library Bar, Copenhagen, featuring a Southern USA presentation and bourbon tasting. Eight journalists attended, with Louise Alkjær selling stories to Berlingske as a direct outcome. Attendees: Lise Kloch (Berlingske), Judith Beak (Rejser, Børsen, Berlingske), Louise Alkjær (Berlingske, Politiken), Frederik Øster (Travelmore), Silje Huniche (Travelmore), Lissen (Ritzau, Rejser), Charlotte Mielko (Elle), Tina Dines Appelt (Luxury Aficionados).

Media Contacts — Consolidated Activity

One row per journalist/contact for the full year. All monthly appearances merged.

Contact	Activity/Activation	Follow-up/Next Steps
Jens Henrik Nybo Freelance — tier 1 media (DK)	Apr/May 26: Discussing press trip opportunities; Nashville October and Great Smoky Mountains extension confirmed. Jun 26: Nashville CVB hosting in September; East Tennessee extension coordinated by Travel South and Tennessee Tourism. Itinerary: Sevierville, Gatlinburg and Townsend/Blount County, 28 Sep–4 Oct 2026. Flying Icelandair.	Press trip confirmed: Nashville Sep + East TN 28 Sep–4 Oct 2026
Christian Muda Freelance — Premium Magazine / blogger (SE)	Nov 25: Met — loved GMM format; signed up for GMM 2026. May 26: After two consecutive GMM years, very keen to attend again; press trip discussions ongoing.	GMM 2027 candidate; press trip pipeline
Pekka Hiltunen Editor-in-Chief — Mondo (FI)	May 26: Discussing potential Mondo themed magazine — marketing deal with 20 pages of Southern USA editorial coverage.	Deal under negotiation
Per Ingdal Editor-in-Chief — Luxury Aficionados (DK)	May 26: Discussing press trip opportunities and story angles.	Pipeline
Lars Bang Freelance — Ritzau (DK) / Gourmet (SE)	May 26: Discussing gastronomy-focused story angles and press trip opportunities.	Gastronomy angle — pipeline
Kirsten Vestergaard Freelance — REJSER (DK)	Apr 26: Discussing press trips; interested in US space and rocket centres, including Huntsville, Alabama.	Huntsville/space angle — pipeline
Sara Grant Freelance — Aller Media (SE)	Apr 26: Recently moved to freelance after leaving editor role at Aller Media; discussing press trip opportunities.	Pipeline
Ella Bontenbal Freelance — tier 1 media (NO)	Apr 26: Keen to participate in future press trips and events.	Pipeline
Marja-Liisa Kinturi Freelance (FI)	Mar/Apr 26: Loves the Southern states; enthusiastic about joining a press trip.	Pipeline
Anders Hartzberg Editor — TravelMore (DK/NO/SE)	Mar/Apr 26: Discussing press trips; pitched food-related newsletters which have been published.	Food angle — pipeline
Nicole Kavander Influencer & Freelance — ELLE (SE)	Jun 26: Discussing press trip opportunities and story angles.	Pipeline
Christian Milbo Editor — Outsite (DK)	Jun 26: Discussing press trips; publication focuses on hiking and outdoor experiences.	Outdoor/hiking angle — pipeline

Contact	Activity/Activation	Follow-up/Next Steps
Alexander Olin Editor — Resenären (SE)	Jul 25: Discussed press trip opportunities; new Swedish travel magazine at major train stations, 100,000 readers. Jun 26: Further discussions; keen on future press trip invitations.	Pipeline — press trip invitation
Nadya Gruner Freelance — Plaza Magazine / TUI podcast (SE)	Nov/Dec 25: Discussing press trip and story angles.	Pipeline
Bjørn Moholdt Freelance — tier 1 media (NO)	Dec 25: Interested in Southern states press trip; facing challenges pitching US stories.	Pipeline — market conditions improving required
Mikko Takala Freelance — Viinilehti (FI)	Dec 25: Discussing story angles; strong interest in gastronomy and wine.	Gastronomy angle — pipeline
Oliver Orskaug Freelance — Finansavisen / Kapital Reise (NO)	Jan 26: Discussing press trips; in dialogue with Kapital Reise editor about GMM.	GMM — to confirm
Brian Schæfer Dreyer Freelance — Motor and others (DK)	Feb 26: Discussing press trips; specialises in road trip articles.	Road trip angle — pipeline
Rasmus Krarup Jensen Editor — Connery / Mandekogebogen (DK)	Feb 26: Keen on gastronomy; pitched soul food newsletter.	Gastronomy angle — pipeline
Annika Majak Freelance — Bonnier News Local (SE)	Feb 26: Discussing press trips; delivers to multiple Bonnier local newspapers.	Pipeline
Valtteri Väkevä Freelance — tier 1 media (FI)	Sep 25: Many US articles planned; interested in press trips next year.	Pipeline — future press trip
Maria Niemi Editor — Matka magazine (FI)	Sep 25: Very interested in Southern states; discussing press trips.	Pipeline
Joel Ågren Editor — Café / King (SE)	Sep 25: Discussing press trip opportunities and story angles.	Pipeline
Kristoffer Dahy Editor — Euroman (DK)	Oct 25: Very interested in press trip covering multiple states.	Multi-state angle — pipeline
Viggo Cavling Travel Editor — Dagens PS (SE)	Oct 25: Dagens PS launched travel section June 2025 — over 2 million reads in July. Interested in press trips.	High-reach outlet — pipeline
Emma-Sofie Kring Suner Digital Editor — ELLE (DK)	Oct 25: Very interested in press trips; strong readership for city guides.	City guide angle — pipeline

Contact	Activity/Activation	Follow-up/Next Steps
Mike Dejworek Owner — Rejsespejder.dk (DK)	Aug 25: Discussed press trips for US South travel magazine content.	Pipeline

Coverage Highlights

In the Nordic region for fiscal 2025/26 we generated a total of 57 articles published and 13,188,410 impressions.

- Seven Things You Must Do in Memphis — DK — Dec 2025
- Christmas Events in the Southern States of America — DK — Dec 2025
- Three Experiences in a True and Proud American Southern Town — DK — Dec 2025
- Seven articles published in July 2025 — 3,837,010 impressions — Nordic markets
- Six articles published in August 2025 — 45,560 impressions
- Three articles published in September 2025 — 128,450 impressions
- Nineteen articles published in October 2025 — 4,815,330 impressions
- Nine articles published in May 2026 — 1,476,230 impressions
- Five articles published in June 2026 — 154,400 impressions
- Franklin and East Tennessee articles (American Trails / Jonas Larson) — publication American Trails 19th edition, summer 2026

Sample Coverage



Tre opplevelser i en ægte og stolt



Louisville, Kentucky – Hesteveddeløp i toppklasse



Du trenger ikke å elske hesteveddeløp for å reise til Louisville.

Kentucky Derby strøkker seg over en hel uke før den faktiske to minutter lange nervepirrende konkurransen den første lørdagen i mai. Opplev mat- og vinmaking, danse- og musikkopptredener på racerbanen, og til og med sjansen til å se deltakerne trene ved dagry i dagene før det store løpet.

Sample Newsletters

Recreational experiences in the South

The American South offers much more than music and barbecue - travelers will also find a wealth of outdoor recreational experiences here, including bike routes through Tennessee's scenic landscapes and hiking in Kentucky, rail trails in Louisiana's Northshore area and coastal nature in Alabama.



Bike routes through Tennessee's hidden gems

Tennessee has created an initiative called Bike Tennessee, which showcases the state's small towns, natural landscapes and hidden gems through 52 selected bike routes that can only be found along Tennessee's back roads with little traffic. The Ride with GPS app navigates you through the routes, marking recommended stops along the way. One option is to take the Upper Sequatchie Valley Loop in eastern Tennessee, which begins in the town of Pikeville and heads towards the Sequatchie Valley with beautiful views of Walden's Ridge and the South Cumberland Plateau. The route is 90 kilometers long and can be combined with the Middle and Lower Sequatchie Loops for a multi-day bike trip.

[Read more](#)



Vandring i Kentucky

Kentucky is home to 30 state-recognized "Trail Towns." The towns are selected based on their proximity to some of the state's most stunning nature trails, rivers, and lakes. They are also designed so that visiting hiking enthusiasts can easily get supplies from local restaurants and grocery stores. Letchfield is among the towns on the list because it is located between two popular state parks, Nolichucky State Park and Rough River Dam State Resort Park, both of which offer water activities such as kayaking.

[Read more](#)

The Southern States' gastronomic roots

The American South is home to a diverse food culture, where local ingredients and historical traditions form the basis for a strong culinary identity. From the regional variations of barbecue and the role of whiskey in the kitchen to the seafood of the coast and iconic signature dishes, the food in the states tells the story of the identity of the South.



Grilled oysters in Louisiana from local invention to national classic

One of Louisiana's most popular seafood dishes is charbroiled oysters. The dish was created by the son of the owner of Drago's Seafood Restaurant in Metairie. He used a fish recipe to transform oysters into delicacies on the half shell, topped with a sauce of butter, garlic and herbs, sprinkled with Pecorino Romano cheese and cooked on the grill. It became such a hit that restaurants across the country have since added the dish to their menus.

[Read more](#)



Comeback Sauce as Mississippi's signature dip

In Mississippi's capital, Jackson, Southern traditions meet global inspirations. This is evident in the iconic Comeback Sauce, which has roots in the restaurant culture of Greek immigrants. The sauce combines mayonnaise, chili sauce and spices into a signature tangy dip that is now found all over the state. In Jackson, the sauce is synonymous with the Mayflower Cafe, as the creation of the sauce is often attributed to the cafe's original owners, who immigrated to the state from Greece and opened the place in 1920.

[Read more](#)

IV. MARKET UPDATES

Key market developments relevant to Nordic outbound travel to the Southern USA during 2025/26:

Airlines & Connectivity

- Delta Air Lines resumed seasonal JFK–Copenhagen service from April 2025 and launched a new Minneapolis–Copenhagen nonstop route from May 2025 (first ever on that city pair), 3x weekly on A330-300, underpinned by codeshare with SAS following SAS's move to SkyTeam.
- SAS deepened its Air France-KLM commercial partnership, placing Air France codes on SAS transatlantic services to Atlanta, Boston, Chicago, Los Angeles, Miami, New York, San Francisco, Seattle and Washington DC from September 2025.
- United Airlines launched year-round Washington Dulles–Reykjavík service from May 2026; Alaska Airlines began seasonal Seattle–Reykjavík service from May 2026.
- SAS announced a 20% capacity increase at Copenhagen for summer 2026 and is reportedly close to ordering 15–20 new long-haul Airbus aircraft (A330neo/A350).
- Qatar Airways increased Nordic capacity for summer 2026, resuming Oslo service and increasing Stockholm and Copenhagen frequencies.
- Norse Atlantic Airways added an extra direct Oslo–New York flight for Norway's FIFA World Cup round of 16 against Brazil — a direct measure of event-driven demand.

Economic & Consumer Sentiment

- US travel demand dropped sharply from early 2025 driven by geopolitical rhetoric. Nordic arrivals to the US fell approximately 12% year-on-year in 2025, with Denmark hit hardest (–23.5%). Operators reported booking declines of 21–50%.
- Ticket (Nordics' largest private travel agency) reported a 21% drop in US bookings; the US moved from 3rd to 6th on its destination list. Japan, Alicante and Rome were the main beneficiaries.
- The US dropped out of the Danish top-10 outbound destinations by mobile roaming data — falling to 12th place for the first time.
- FIFA World Cup 2026 acted as a stabilising force: bookings into US host cities for June were down only 5% from Europe versus a 14% overall decline in US-bound bookings; Norway's dramatic progression to the round of 16 drove immediate additional flight capacity and measurable lift in US travel interest across the Nordic markets.
- Japan emerged as the standout beneficiary of the US softness, with Qatar Airways reporting a 70% week-on-week increase in Japan bookings from Scandinavia, particularly Denmark (+75%).
- By Q4 2025, Sweden and Norway showed marginally more resilience than Denmark; cautious optimism returning across all markets by spring 2026.

Industry & Competitor News

- Norwegian airline signed an agreement to acquire Nordic Leisure Travel Group (NLTG) — owner of Ving, Spies, Tjäreborg, Globetrotter and Sunclass Airlines — for approximately SEK 7.9 billion (USD 820 million), creating a Nordic integrated travel giant serving approximately 30 million customers per year. Norwegian is considering a Stockholm Stock Exchange listing alongside its existing Oslo listing.
- British OTA loveholidays expanded into Denmark, Norway and Sweden as weloveholidays, offering 50,000+ hotels and 50+ airlines with Klarna and PayPal — increasing competition for traditional tour operators.
- SAS undertook a major sales restructure, moving from home-market based teams (DK/SE/NO) to a channel-led model (Corporate/Leisure/Specialist), aligning with AF/KL and Delta.
- FDM Travel launched a campervan portal platform and its Travel Tryghedspakke (peace-of-mind package with 24/7 support and free changes).
- Swanson's USA Day rebranded as a Long Haul Travel Day, combined with Jambo Tours and TEMA brands, relocated to Stockholm with 800+ visitors annually.
- TravelMatch Norway became standalone after Discover America sold its interest; remains Norway's only B2B appointment-based travel industry event.
- New SAS Copenhagen–Seoul Incheon route (from September 2025, 4x weekly) delivered nearly double expected tourism growth.
- Seasonal travel trend shifting — Nordic consumers increasingly choosing May, June, September and October travel, seeking milder temperatures, fewer crowds and lower prices.