



TRAVEL
SOUTH
USA

THE INTERNATIONAL
GATEWAY TO THE
SOUTHERN USA

**Program of Work
Nordic Region**

Growth Trajectory

2015–2019 CAGR

1.2%

Spending

2.1%

Visits

2023–2027 PROJECTED CAGR

0.5%

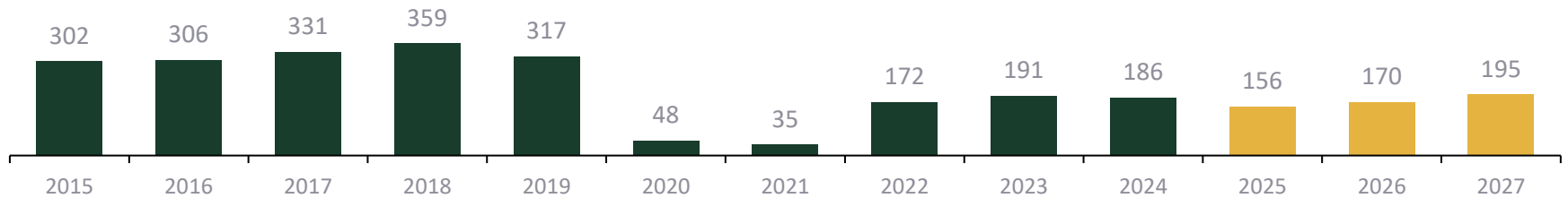
Spending

3.4%

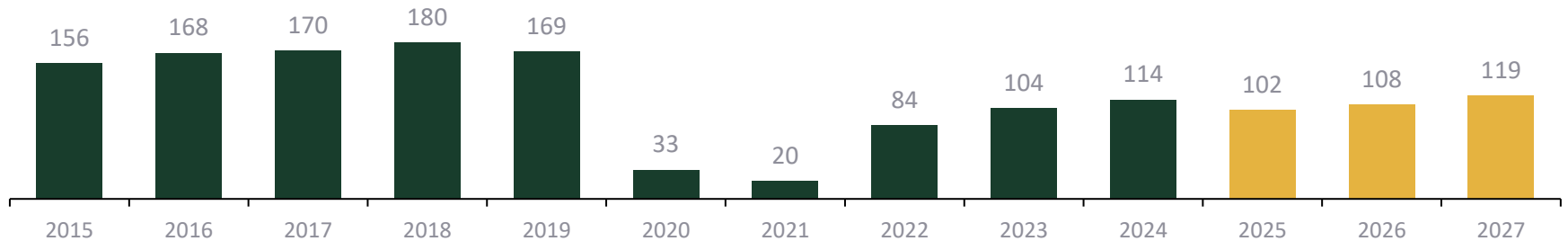
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Nordics

\$170.2M

2026 TSUSA Spending

+8.9% YOY vs. 2025

108K

2026 TSUSA Visitors

+6.2% YOY vs. 2025

\$2.5B

2026 USA Spending

+8.6% YOY vs. 2025

1.3M

2026 USA Visitors

+6.5% YOY vs. 2025

\$156.3M

2025 TSUSA Spending

-16% YOY vs. 2024

101.7K

2025 TSUSA Visitors

-10.6% YOY vs. 2024

\$2.3B

2025 USA Spending

-13.5% YOY vs. 2024

1.2M

2025 USA Visitors

-11.1% YOY vs. 2024

Where are we?

Strong Product Fit: Multi-state, self-drive travel is a natural fit for Nordic travelers, who value independent exploration, authentic experiences and the combination of cities with accessible outdoor experiences.

Key Travel Interests: Music and heritage, culinary experiences, scenic road trips and outdoor adventure provide particularly strong connections to the South. Nashville, Memphis, New Orleans, the Blue Ridge, Kentucky bourbon country and Southern food culture serve as recognizable anchors for broader regional exploration.

Target Audience: Repeat U.S. travelers seeking authentic experiences beyond traditional gateways, with a strong preference for longer stays, self-drive itineraries and multi-destination travel.

Established Trade Base: More than 20 active operators currently sell the U.S. South, with 103 tours audited across Denmark, Norway and Sweden. FY25–26 activity included 80+ trade meetings and 425 agents trained.

Positive Media Opportunity: FY25–26 generated 53 articles across Denmark, Norway and Sweden, with experiential and music-led Southern stories among the strongest themes.

Growth Opportunity: Expand beyond established destination anchors by developing stronger multi-state itineraries and increasing exposure for lesser-known destinations through trade education, media storytelling and targeted consumer inspiration.

Strategic Plan for FY 2026-27

For FY2026-27, the strategy will focus on expanding product and destination awareness by positioning the South around self-drive travel, music and heritage, culinary experiences and outdoor adventure.

TRAVEL TRADE OUTREACH

Building and deepening the operator relationships that put your state into Nordic travel programs.

Key activity:

- 75 annual sales meetings — DK, NO, SE
- Hablo platform: monthly posts + 24 weeks of daily quizzes
- 10 monthly trade e - newsletters to 400 + contacts
- 4 Discover America workshops across Nordic markets
- Swanson's Travel co - op — Sweden's # 1 USA specialist
- FDM Travel co - op partnership (DK)
- Annual product audit

PR & MEDIA OUTREACH

Generating editorial coverage that builds awareness and consideration for your state - the coverage advertising cannot buy.

Key activity:

- Pan - Nordic press release distribution monthly
- 10 monthly media newsletters to 400+ press contacts
- 2 immersive Travel South Experience events (Denmark & Sweden)
- Media Marketplace Bentonville — Nordic journalist recruitment
- Facilitated independent press trips and itineraries
- Ongoing media monitoring and monthly reporting
- Podcast, digital and lifestyle media outreach

SOCIAL & CREATOR

Keeping your state top of mind with Nordic consumers across the full journey from inspiration to booking

Key activity:

- 8 posts per month on TSUSA Nordic Facebook & Instagram
- State - specific content themes and seasonal stories
- Paid Meta campaigns targeting high-intent Nordic travelers
- Joint consumer events with Swanson's Travel (SE)
- Music, road trips, BBQ & culinary content themes
- Consumer segment targeting: self-drivers, music lovers, foodies

NORDIC Market Overview

KPI's & GOALS

Project	KPI
TRADE	
Tour operator meetings	75
Agent Trainings	500
International Showcase & FAMs participants	6
Travel South Travel Trade Newsletter	9
Open rate for Newsletters/leads generated	25%
Managed Media	
Media Meetings	30
No. of Articles Generated	50
Estimated Views (online articles)	TBD
Print Readership (Print articlesO	TBD
Global Media Marketplace & FAMs	5
Travel South USA PR Newsletters	10x
Open rate for Newsletters/leads generated	25%
Social Posts - Owned Channels	
Meta - FB /IS (8 per month)	96+
Consumer Campaigns	
Swanson	
FDM	
American Trails Magazine	
Partner Engagement	
Alabama Highlighted Activation	1
Kentucky Highlighted Activation	1
Louisiana Highlighted Activation	1
Mississippi Highlighted Activation	1
Missouri Highlighted Activation	1
North Carolina Highlighted Activation	1
South CarolinaHighlighted Activation	1
Tennessee Highlighted Activation	1
ROTS Highlighted Activation	1

Nordic Region - 2026

Category	Date	Description	Location
Trade	September 21, 2026	BUSA / Discover America Finland workshop	Helsinki, Finland
Trade	September 22, 2026	BUSA / Discover America Sweden workshop	Stockholm, Sweden
Trade	September 23, 2026	BUSA / Discover America Denmark workshop	Copenhagen, Denmark
Trade	September 24, 2026	BUSA / Discover America Norway workshop	Oslo, Norway
Media	November 12, 2026	Travel News Market 2026	Stockholm, Sweden
Trade	Nov 29-Dec 3, 2026 + Dec 3 - 6, 2026	Travel South International Showcase	Nashville, TN + FAMS

Nordic Region - 2027

Category	Date	Description	Location
Trade	January 14, 2027	TravelMatch B2B	Oslo, Norway
Trade	January 28-31, 2027	Icelandair Mid-Atlantic Show	Reykjavik, Iceland
Trade	March 14, 2027	Swanson/Jambo Tours	Stokholm, Sweden
Media	April 26-29, 2027	Travel South Media Marketplace	Bentonville, AR + Press Trips
Trade	May 2-6, 2027	IPW	New Orleans, LA