

NORDICS REPORT

July 2026



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ABOUT TSUSA

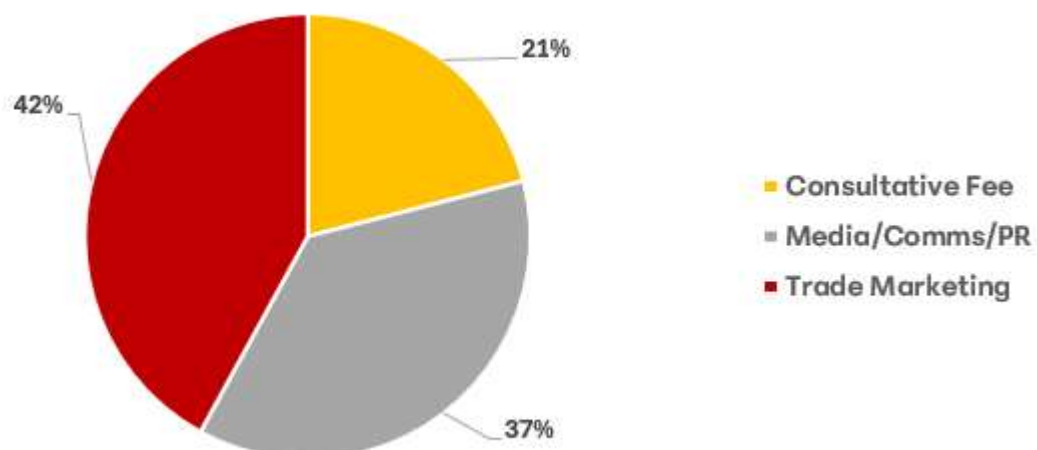
Global Partner Programming

The TSUSA GPP provides a foundational base from which state tourism offices have shared in country representation with international export marketing and sales activities. Managed by Travel South USA, the official regional destination marketing organization for the 12 state tourism offices, these collaborative efforts create leveraged actions, increase reach of travel trade and journalists, and coordinated consumer campaigns which deliver visitors to the South. In 2019, the Travel South USA region welcomed 10.2 million visitors, who spent \$10.3 billion, with 90% of these visitors arriving from 15 markets from around the globe.

The Nordic Region – Denmark, Sweden and Norway have a combined population of approximately 27 million citizens, with have historical high levels of disposable income and extensive vacation days. They rank 10th in visitor volume and often seek off-the-beaten path destinations. They are polite, approachable, and speak English well. They traditionally are willing to adapt to local culture, willing to try local cuisine, tip generously and have prior to the pandemic planned holiday with longer itineraries with more stops than other European visitors. Scandinavians enjoy five to six weeks vacation. There were an impressive range of types of southern tours being sold in the Nordic market prior to the pandemic and booking travel with professional operators for long-haul travel is very common. Therefore, we plan to prioritize travel trade marketing efforts and partnering with operators in consumer efforts for FY27 .

FY 27 Nordic GPP

Resource Allocations



I. Executive Summary

- **Hablo Nordic Update** — Since its 15 June launch, Hablo has added 32 followers, 2,300 page views and 8,700 post impressions, with seven destination videos viewed 72 times. Activity is quiet through the Nordic summer holiday period, but Hablo will join the Travel South table at September's Brand USA/Discover America events.
- **Showcase 2026 Recruitment** — Nordic delegates for Showcase 2026 in Nashville now stand at six confirmed, from Amerikaspesialisten, Sembo, Polyresor, Albatros, Swanson's and FDM Travel.
- **Progress with Key Trade Partners** — FDM Travel's Birgitte Vraadal is confirmed for Showcase and the Mississippi Music Makers post-fam; Nyhavn Rejser expects to confirm by early September. New contact Active-Travel Norway shows strong interest in Appalachian hiking via Icelandair's RDU/BNA routes. Icelandair is considering flight support and sponsorship for Nordic Showcase delegates.
- **Active Media Pipeline** — Freelancer Peter Christiansen discussed press trip options across the South. Mondo, Finland's leading travel magazine, will run a 20-page TSUSA special issue with cover and marketing partnership (April 2027), backed by a journalist trip through Memphis, Mississippi, Louisiana and New Orleans in Nov/Dec 2026.
- **North Carolina NHL Activation** — NC Tourism is exploring promotion around the Hurricanes vs. Kraken NHL games in Helsinki (12–14 Nov).
- **July Newsletter** — None published, reflecting the summer vacation lull.

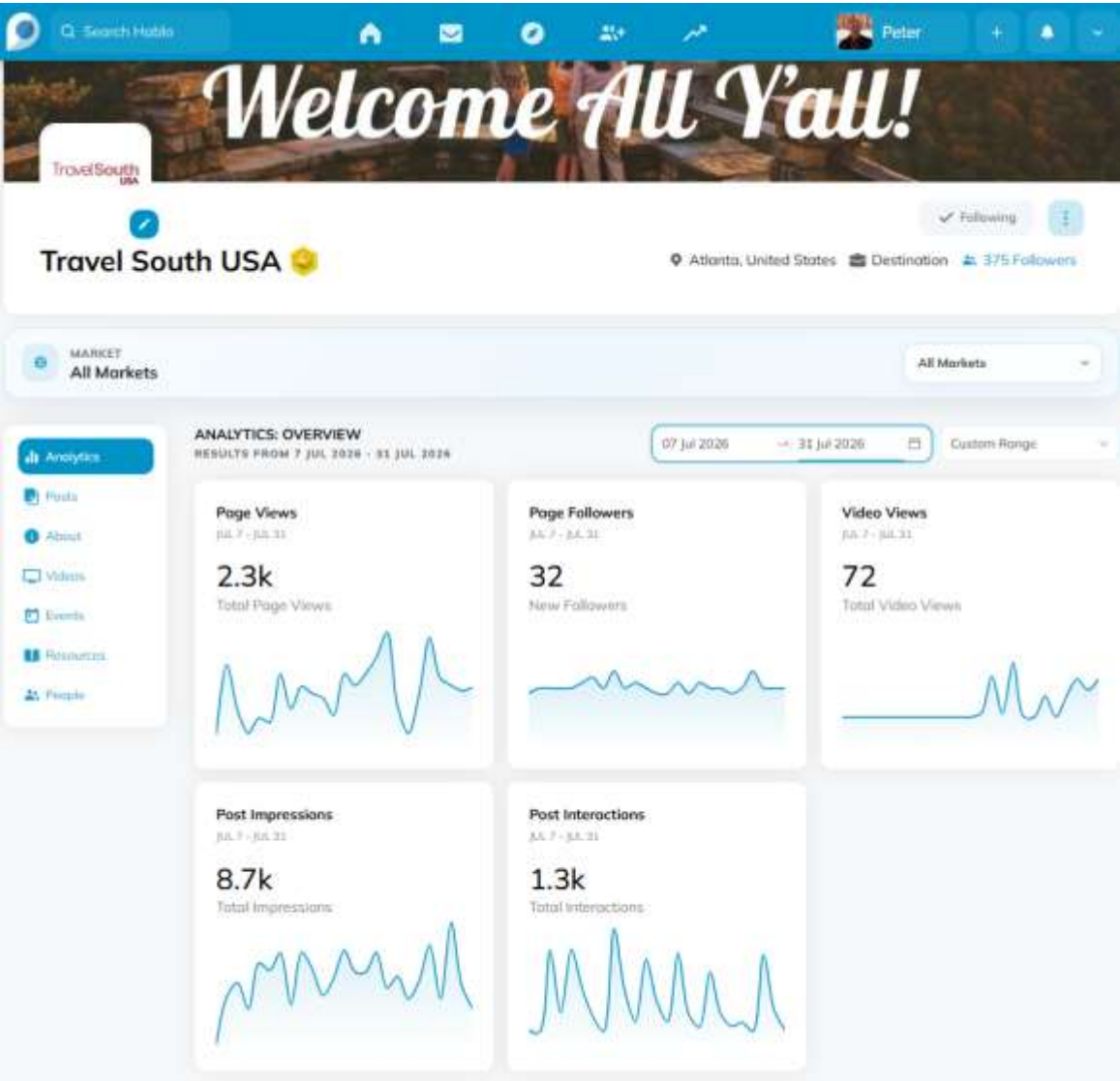
		JUL	AUG	SEP	Q1 TTL	Q2 TTL	Q3 TTL	FY 25/26 Total
AL/KY /LA/M O/NC/ SC/TN /ROTS	Nordics							
	Travel Trade							
	Meetings/Trainings	8	0	0	0	0	0	8
	# Agents Trained	0	0	0	0	0	0	0
	Media							
	Media Meetings	1	0	0	0	0	0	1
	Total articles published	3	0	0	0	0	0	3
	Impressions	1,329,000	0	0	0	0	0	1,329,000

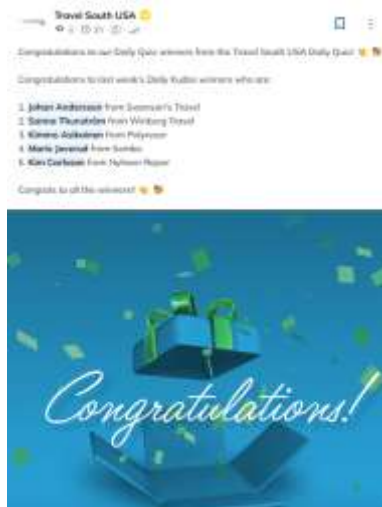
II. Travel Trade

Contact	Activity/Activation	Follow-up/Next Steps
FDM Travel – Birgitte Vraadal	FDM has now confirmed their attendance at showcase in Nashville. Birgitte will attend and has been sent the link and has completed registration. Birgitte has been confirmed on the 'Mississippi music makers' post fam.	
Nyhavn Rejser	We have been in touch and Kim is still awaiting confirmation as to whether he can attend showcase. He will confirm by early September.	
Hablo	Hablo Nordics Market Launched on 15 th June. Since we last reported we have added an additional 32 followers and generated: 2,300 page views, and 8,700 post impressions. We also loaded seven destination videos and these have been viewed 72 times. This is a very quiet time of the year with July and August prime vacation period in the Nordics. We have Hablo joining the Travel South Table at the Brand USA/Discover America events across the Nordics in September. This will help us further promote the platform and our pages at a key time for the travel industry in the region. We have also reached out to REJS, the travel agency association in Denmark to determine if they can help with promotional and sign up.	Ongoing
Discover America Sweden/Norway – Johnny Gardsater/Widar Jensen	Johnny and Widar have set up a 'need to know before you go' webinar for the 1 st September relating to the road show events to be held later that month. The webinar will include a short overview of the Nordic region as well as individual market updates, and a walkthrough of a presentation to allow time to address any questions.	
Active-Travel (Norway) - Mette Østerhus	Via an introduction from Discover America Norway we have been in touch with Mette Østerhus the founder of Active Travel based in Brusand in South- West Norway. She undertakes active Ski, Hiking, and cycling tours. She is particularly interested in hiking in the Appalachian and using Icelandair service into RDU and BNA. We have sent some links and she will get back to us for more information if needed.	

Icelandair – Rebecca Taernstroem	We have been in touch with Rebecca regarding Icelandair providing seats for Nordic delegates flying to Travel South showcase and possibly entering into some form of sponsorship. She will bring this up at their next Nordic management meeting and revert.	
North Carolina Tourism – Amanda Baker	Amanda has advised The National Hockey League (NHL) has announced a pair of regular-season games matching the Carolina Hurricanes and Seattle Kraken at Veikkaus Arena in Helsinki, Finland, November 12 and November 14. She is looking at the possibility of undertaking some form of 'in-market' promotional activity and is liaising with NC partners to determine interest level.	
Travel South ShowCase 2026 – Nordic recruitment	We now have 6 delegates confirmed delegates for this year's show: Amerikaspesialisten – June Lundebj Sembo – Marie Javerud Polyresor – Kimmo Asikainen Albatros – Karina Nuemann Siefert Swanson's – Michael Svensson Birtgitte Vraadal – FDM Travel	

Hablo Nordics





Travel South USA

Louisiana is something truly special and there are two very good reasons to book it right now 🌸

For nature lovers, the atoka trails scattered across the state are a spectacular sight. The Wild Atoka Trail in Central Louisiana offers mountain bikers and hikers over 30 miles of trails through beautiful scenery, while the Lafayette Atoka Trail winds...

...See more

141

Like 6 Comments Share

Write a comment...

Load more

Kathleen Hudspeth
Elle Premium Travel • Owner
What a lovely idea
Like · 1 · Reply · 9 July

Annie McGlaun
Flynn Travel & Multichannel Marketing
Love this
Like · 1 · Reply · 10 July

Alison McCarney
Independent • Independent Travel Consultant
sounds great x
Like · Reply · 6d

Top Agents ALL TIME LAST 30 DAYS

1.		Annie McGlaun Flynn Travel & Multichannel Marketing	18,400
2.		Karina Neumann Soletz Business Travel • Product Manager	16,100
3.		Marie Javerud Service • Product Manager	9,350
4.		Kimmo Asikainen Polymer • Co-Product Manager, Travel Agent	9,150
5.		Line Steber Thorsdottir IT Marketing • Owner	7,700
6.		Alison McCarney Independent • Independent Travel Consultant	7,400
7.		Ian Robinson Real Estate • Manager	6,800
8.		Birgitte Vraadal Flynn Travel • Product Manager	6,500
9.		Sarah Walker Just Travel Ltd • Travel Advisor	6,350
10.		Heather Tamant The Holiday Village • Personal Travel Consultant	6,000

The Kentucky warren trail takes travelers through 12 world-class botanical gardens and arboreta across nine counties, complete with a passport-style stamp collection along the way. The trail runs from Louisville's historic Waterfront Botanical Gardens off...

...See more



173

Like 14 Comments Share

Write a comment...

Load more

Helen Malpass
Spokane Online Travel UK • Digital Travel Coverage
Wow
Like · 1 · Reply · 12 July

Alex Maxwell-Clarke
Travel Consultants • Photographer
Couldn't open the link?
Like · 1 · Reply · 12 July

Peter Hannaford
Flynn Travel & Multichannel Marketing
Alex Maxwell-Clarke Hey Alex, Thanks for spotting this and apologies. Please try now
Like · 1 · Reply · 16 July

Alex Maxwell-Clarke
Travel Consultants • Photographer
Peter Hannaford Working great now
Like · 1 · Reply · 16 July

Scott McCarthy
Spokane Travel • Tour Operator
Amazing
Like · 1 · Reply · 13 July

Travel South USA 345 15 July

Winston-Salem is home to a garden experience that captures every season beautifully

Reynolda Gardens offers a wonderful combination of classic formal landscaping, fragrant rose beds, and wooded walking trails all within the city. The gardens feature rotating floral displays throughout the year, from the wild blooms of spring to the warm ...see more



160

Like 14 Comments Share

Write a comment...

Jane Drake Travel & Travel Agent
Very pretty 🌸
Like · 1 · Reply · 15 July

Sally Baker Travel & Travel Agent
Stunning
Like · 1 · Reply · 15 July

Travel South USA 252 21 July

In Kentucky, race day is about so much more than the horses 🐎

From spring through to autumn, locals and visitors alike gather at Keeneland racetrack in Lexington the horse racing capital of the world every Friday, Saturday and Sunday for a combination of racing, music and seriously good food. ...see more



125

Like 10 Comments Share

Write a comment...

Kathleen Hudspeth W1 Premium Travel & Dining
Would love to spend a day at the races in Kentucky.
Like · 3 · Reply · 21 July

Jane Drake Travel & Travel Agent
I'm going to the races next week & very much looking forward to it!
Like · 3 · Reply · 21 July

Annie McGowan Entrepreneur & Independent Travel Consultant
Jane Drake How fun! Enjoy!
Like · 2 · Reply · 23 July

Jane Drake Travel & Travel Agent
Annie McGowan Thank! Good excuse to get dressed up & hopefully a little wine 🍷
Like · 2 · Reply · 23 July

Alison McCarney Independent & Independent Travel Consultant
Sounds a great day x
Like · 1 · Reply · 24 July

Travel South USA 313 18 July

Three iconic Southern cities. One unforgettable garden road trip 🌸

The classic Atlanta Nashville New Orleans road trip has a botanical side that often gets overlooked. In Nashville, Crutchwood Estate & Gardens combines vibrant flower beds with a sculptural trail where art and nature intertwine. And in New Orleans, the Salvador and Wade Botolph Sculpture Garden boasts more than 90 works across four ...see more



159

Like 8 Comments Share

Write a comment...

Karina Neumann Siefert Alumna Travel & Product Manager
Beautiful 🌸
Like · 1 · Reply · 23 July

Soo drake Travel & Travel Agent
Lovely worth knowing
Like · 1 · Reply · 26 July

Alison McCarney

Travel South USA 266 24 July

Kansas City just made history and your clients can be part of it 🏆

In 2025, CPKC Stadium opened as the world's first stadium built specifically for women's football, home to Kansas City Current of the National Women's Soccer League. But beyond the football, the stadium is a celebration of the city's food scene, with local businesses running food stalls so fans can experience Kansas City's best ...see more



124

Like 8 Comments Share

Write a comment...

leanne henrigan Dragon Travel & Travel Agent
Love this 🌸
Like · 1 · Reply · 24 July

Kathleen Hudspeth W1 Premium Travel & Dining
Great to see such support for ladies sports
Like · 1 · Reply · 25 July

Alison McCarney Independent & Independent Travel Consultant
wow x
Like · 1 · Reply · 26 July

Travel South USA

298 · 29 July

Minor league baseball in Durham is a major food and drink experience

On game days at Durham Bulls Athletic Park, the food is every bit as exciting as the action on the field. Fans can enjoy gourmet hot dogs, barbecue nachos and Southern-inspired stadium classics, all washed down with craft beer from Bull Durham Beer Co. The first microbrewery ever to have a permanent presence inside a minor league stadium.

Like

10 Comments

Share

Write a comment...

Load more

Janet Walker

Senior Travel Advisor & Operations and Agents Support Executive

Sounds fantastic!

Like · 1 · Reply · 29 July

Kathleen Hudspeth

HR Professional Travel & Cruise

Sounds a great way to spend the day

Like · 1 · Reply · 30 July

Alison McCarney

Business Travel & International Travel Consultant

Sounds like a win for everyone x

Like · Reply · 60

Travel South USA

403 · 1 August

Nashville's GEODIS Park is one of the most exciting stadium experiences in the country

GEODIS Park is the largest football stadium in the United States, and has been selected as one of seven host venues for both the 2028 Olympic Games and the 2028 Paralympic Games football matches. The atmosphere is electric and the...

Like

14 Comments

Share

Write a comment...

Load more

Clairie Spicer

Travel Consultant & Gamer

Cool

Like · 1 · Reply · 2 August

Alison McCarney

Business Travel & International Travel Consultant

What a stadium! x

Like · 1 · Reply · 2 August

Rachel Elston

Prose Travel & Branch Manager

Wow

Like · Reply · 2 August

Travel South USA 268 · 5d

At Davis Wade Stadium on the campus of Mississippi State University in Starkville, the smell of smoked spare ribs, pulled pork, grilled sausages and hot wings fills the air long before kick-off 🍖

Food stalls serve up classic sides like mac and cheese and coleslaw, and strangers become friends over a plate of something delicious. ...see more



149

Like 11 Comments Share

Write a comment...

Load more

Angela Grange
Independent Travel Agent
Would love a visit
Like Reply 5d

Mandy O'Brien
American Holidays and Destination · Reservations
Sounds good
Like Reply 4d

Alison McCarney
Independent · Independent Travel Consultant
This will definitely be on my list of things to do... x
Like Reply 25h

Travel South USA 264 · yesterday

In Lafayette, the game is just the beginning 🍷

Adopted Dog Brewing is where sports fans gather to watch the match on the big screen, cold craft beer in hand brewed right on the premises. Classic pub food like juicy burgers and sandwiches keep the energy going, and when the final whistle blows, the fun carries on with a game of cornhole or shuffleboard. ...see more



175

Like 15 Comments Share

Write a comment...

Load more

Claire Spiker
Travel Consultants · Owner
Sounds fun
Like Reply 5h

Sarah Walker
Just Travel Ltd · Travel Advisor
Sounds great
Like Reply 5h

Alan Hunter
Travel Consultants · Business partner
Looks
Like Reply 14m

Travel South USA 15 · 7h · 100% · 100%

Welcome to the Nordic Daily Quiz - Monday 10th August 2026 🌿

Welcome back to the Nordic exclusive Daily Quiz with the amazing Travel South USA!

This week we are focusing on all things Alabama! There will also be 50,000 Kudos up for arabe! 🍷 ...see more



TravelSouth USA Daily Quiz

4

III. Communications & PR

Contact	Activity/Activation	Follow-up/Next Steps
Media Meetings	Peter Christiansen, Freelance for several tier 1 media (DK) – Discussing press trip opportunities and story angles. Peter is interested in visiting several of the states.	
Other	• TSUSA themed Mondo magazine • We are producing a TSUSA-themed issue in Finland's leading travel magazine, Mondo. The special issue will include 20 pages of editorial coverage, a marketing partnership, and a front cover. The magazine is scheduled for publication in April 2027. • To produce the 20 pages of editorial coverage, a journalist will visit: • Memphis for arrival (1 or 2 nights) • Mississippi - Tupelo, MS Delta and Natchez (3 nights) • Louisiana - Lafayette, Baton Rouge, Great River Road Plantations (3 nights) • New Orleans and fly home (1 or 2 night) • Timing of the trip: November/December 2026. Exact dates will be confirmed once the editor returns from vacation in August. • The marketing partnership will include the below:	

The spot / Solution	Solution / Media	Gross price	Discounts	Net price (VAT 0%)
Opening spread	Editorial (Designing and producing the advertorial's content based on the client's background material.) / Mondo	8311,00 €	-50% client discount -15% Media agency discount	3532,18 € + 2500 € (producing for editorial)
2/1 page /spread	Editorial (Designing and producing the advertorial's content based on the client's background material.) / Mondo	6825,00 €	50% client discount -15% Media agency discount	2900,63 € + 2500 € (producing for editorial)
Native article online Audience guarantee 10 000	Apu.fi / Mondo	4900,00 €	50% client discount -15% Media agency discount	2082,50 €
Total		20 036,00 € + 5000,00 € editorials = 25 036,00 €		13 515,31 €

About Mondo: Leading Finnish travel magazine. Mondo tells about new destinations and finds the new aspects of already familiar places. 78,000 readers per month.

Newsletters

No newsletter published this month

Sample Media Coverage

Byen er USA's hovedstad for fontæner, for jazz ... og for barbecue

Kansas City i Missouri er næppe en af de byer, der bliver nævnt i USA. Men efter en dag rundt på kaffebønner og arkitektur, overnatter man i en af de mest overbevisende byer i landet. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.

Den amerikanske kultur er en blanding af mange forskellige kulturer, og Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.



FAKTA

Rojlen til Kansas

Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.

Fodbold-VM – og masser af anden sport

Sport er en del af livet i Kansas City. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.



Barbecuens hovedstad

Barbecue er en del af den amerikanske kultur, og Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.



Barbecue er en del af den amerikanske kultur, og Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.



USA's jazzmekka

Jazz er en del af den amerikanske kultur, og Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.



Pony Express – og banditten Jesse James

Pony Express og Jesse James er en del af den amerikanske historie, og Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.



Museernes by

Museer er en del af den amerikanske kultur, og Kansas City er en af de byer, der har været en del af USA's historie. Her er en smag af det gamle og det nye i en by, der har været en del af USA's historie.

REJSER



IV. Market Updates

Norse increases revenue despite 32 per cent fewer passengers

Norse Atlantic Airways posted its best-ever unit revenue in July, with RASK up 27% to 7.1 US cents and load factor at a record 98.5%. But passenger numbers dropped 32% to 139,172, as the airline kept cutting scheduled flights to save on fuel costs — running 248 scheduled flights versus 604 last year, while charter and leasing flights jumped from 54 to 247.

CEO Eivind Roald said the results were driven by strong transatlantic demand and extra flights tied to the football World Cup, including chartering fans between London, Oslo and the US. The numbers reflect Norse's shift toward a more flexible model, using its planes for scheduled flights or leasing them out, whichever makes more money.

Strike threat at SAS averted – cabin crew receive new agreement

Fellesforbundet the key airline trade union for Scandinavia has signed a deal covering around 730 SAS Norway cabin crew, averting a strike. The union says it brings better pay and improved working conditions, after a dispute over delayed salary increases and a pay gap with rival Norwegian. Members vote on the deal August 14–20, with a "yes" recommended.

SAS welcomed the agreement, saying avoiding disruption for customers was the priority, while it continues working to stay competitive.

Norse adds extra flight for the World Cup round of 16

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

SAS Europe's most punctual airline in July

SAS achieved 84.32% punctuality in July, meaning that share of flights landed within 15 minutes of schedule — a strong result during the busiest and most disruption-prone travel period of the year. CEO Anko van der Werff said being Europe's most punctual airline during such a demanding month reflects employees' daily work to deliver reliability.

It caps a strong year for SAS, which was also named the world's most punctual airline in March and April. Over the past two years, it has topped Cirium's European ranking seven times and the global ranking four times — Cirium's index being one of the industry's most widely used measures of on-time performance.