

NORDICS REPORT

August 2026



Prepared By:



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Table of Contents

- I. Executive Summary
- II. Travel Trade
- III. Communications & PR
- IV. Newsletters
- V. Market Updates

ABOUT TSUSA

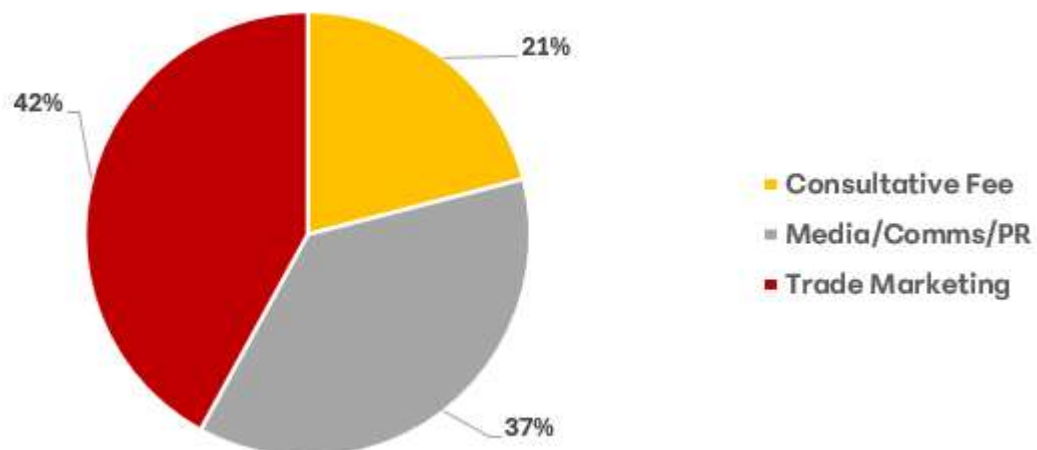
Global Partner Programming

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** — The Hablo Nordics page has grown to 400+ followers, 2.5k page views and 11.7k post impressions across 10 posts and 8 destination videos. Daily quizzes continue to perform well, and Hablo will join the Travel South table at September's Discover America events, offering a fam-trip place at each roadshow stop.
- **Showcase 2026 Recruitment** — Nordic delegates for Showcase 2026 remain at six confirmed, from Amerikaspesialisten, Sembo, Polyresor, Albatros, Swanson's and FDM Travel, with flight logistics now underway.
- **Progress with Key Trade Partners** — REJS is helping promote Hablo to the Danish trade ahead of a September meeting; Swanson's is finalising a September Southern road trip and a separate Ticket partnership meeting in Stockholm. Nyhavn Rejser has yet to confirm for Showcase, and Icelandair's BNA flight timings rule out delegate support this year.
- **Active Media Pipeline** — New press trip discussions with Annika & Daniel Majak (Bonnier News Local, SE), Alexander Olin (Resenären, SE) and Tom Nørgaard (Jyllands-Posten, DK). Planning continues on the 20-page TSUSA special issue in Mondo (Finland), backed by a November journalist trip through Memphis, the Mississippi Delta and New Orleans.
- **North Carolina NHL Activation** — NC Tourism is pursuing a tourism tie-in around the Hurricanes vs. Kraken NHL games in Helsinki (12 & 14 Nov); feedback awaited.
- **August Newsletter** — None published, reflecting the continuing Nordic summer holiday period.

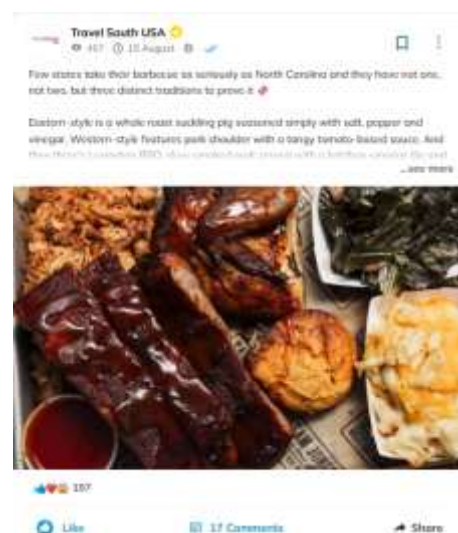
		JUL	AUG	SE P	Q1 TTL	Q2 TTL	Q3 TTL	FY 25/26 Total
AL/KY /LA/M O/NC/ SC/TN /ROTS	Nordics							
	Travel Trade							
	Meetings/Trainings	8	6	0	0	0	0	14
	# Agents Trained	0	0	0	0	0	0	0
	Media							
	Media Meetings	1	3	0	0	0	0	4
	Total articles published	3	2	0	0	0	0	5
	Impressions	1,329,000	223,000	0	0	0	0	1,552,000

II. Travel Trade

Contact	Activity/Activation	Follow-up/Next Steps
REJS – Travel - Industry Denmark Louis Alkjaer	Louise is well known to us as a journalist and also has the role of administrator at REJS, the Danish Travel Industry Association. REJS has around 100 members, many of who are our key USA tour operators. We have been in touch with Louise regarding the promotion of the Hablo platform to the Danish travel trade. Louise is keen to help and we are looking to set up a meeting with her and the RESJ chair, Jakob Hahn ahead of the Discover America event in September.	
Nyhavn Rejser	We have been in touch and Kim is still awaiting confirmation as to whether he can attend showcase. Have sent a chaser email to Kim.	
Hablo	The Travel South Hablo page now has over 400 followers with 2.5k page views and 11.7k post impressions, from 10 destination posts. There are now 8 destination video on the platform with more content planned. We have continued the program of daily quizzes which are proving popular. We are planning a 'membership' drive during the upcoming Discover America roadshow events. Hablo will be joining the Travel South table. We are communicating via the Discover America databases in all markets. We plan to offer a place on a Travel South fam (agreed by Nashville) at the Oslo, Stockholm and Copenhagen events to be awarded on the night.	Ongoing
Swanson's Travel – Johanna Elisasson – Sales Manager	Johanna (has been to showcase in the past) is looking for support for a trip she is taking in September. She will start in Chicago for 2 nights and then fly to Nashville (2 nights) and then pick up a car and do a road trip to Oxford (1 night), Memphis (2 nights), Hot Springs (2 nights) and the end up in Dallas (4 nights). Magnus has already reached out to Laurel in Nashville. We have provided information on Arkansas and have been in contact with Lisa at Memphis regarding attraction passes.	

Swanson's Travel – Johan Rudolf - GM	We have been in touch with Johan Rudolf regarding a partnership meeting with Ticket to be held during the Discover America Roadshow in Stockholm. Johan is meeting with Ticket shortly and will report back on a possible meeting time.	
Icelandair – Rebecca Taernstroem	Due to the timings (days of week) of the Icelandair flights into BNA it is not possible to partner on delegate travel to showcase. We are still exploring options for Icelandair to partner on a Travel South/Hablo fam for Q1 2027. Awaiting feedback.	
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. Amanda is following up with the NC Economic Development teams with regards a tourism tie up. Awaiting feedback.	
Travel South ShowCase 2026 – Nordic recruitment	We now have 6 delegates confirmed delegates for this year's show: Amerikaspesialisten – June Lundeby Sembo – Marie Javerud Polyresor – Kimmo Asikainen Albatros – Karina Nuemann Saietz Swanson's – Michael Svensson Birtgitte Vraadal – FDM Travel We have been working through the flight logistics to ensure delegates can arrive in good time for the Honors Night event.	

Hablo Nordics – August Posts



Travel South USA 🌞
 434 · 23 August · 📌

In Decatur, Alabama, a barbecue institution has been going strong for over 100 years and it still has a secret up its sleeve 🍖

Big Bob Gibson Bar-B-Q is home to pitmaster Chris Lilly, a fourth-generation partner and Alabama barbecue legend. His famous Original White Sauce which is a creamy, tomato-like condiment is an off-the-menu item for traditional barbecue and mustard heads from...

[...see more](#)



👍❤️🥰 201

👍 Like 💬 15 Comments ➦ Share

Travel South USA 🌞
 386 · 24 August · 📌

Jackson, Mississippi is putting a fresh spin on classic Southern flavors and the results are absolutely good 🍴

Pig & Pot is a must-visit for creative takes on barbecue, with a line-up of homestyle dishes ranging from fatty to sweet, spicy to punchy. For something a little more...

[...see more](#)



👍❤️🥰 122

👍 Like 💬 17 Comments ➦ Share

Travel South USA 🌞
 312 · 27 August · 📌

Atlanta, Nashville and New Orleans three iconic cities, one unmissable food journey 🍴

In Atlanta, Mary Mac's Too Room serves up the ultimate meat-and-three experience: fried chicken or slow-braised beef with sides like cheese grits, cornbread and mashed potatoes.

[...see more](#)



👍❤️🥰 158

👍 Like 💬 11 Comments ➦ Share

Travel South USA 🌞
 342 · 31 August · 📌

Kentucky has launched a brand new trail and it's one every culturally curious traveler should know about 🗺️

The Kentucky African American Heritage Trail brings together over 90 significant sites celebrating the resilience, culture and contributions of African American Kentuckians.

[...see more](#)



👍❤️🥰 167

👍 Like 💬 13 Comments ➦ Share

III. Communications & PR

Contact	Activity/Activation	Follow-up/Next Steps
Media Meetings	- Annika and Daniel Majak, Freelance for Bonnier News Local (SE) - Discussing press trip opportunities. Annika and Daniel are only going on press trips together, whereas one of them work as a journalist and the other person as a photographer. However, Bonnier News Local are connected to more than 100 local newspapers. - Alexander Olin, Editor for Resenären (SE) - Discussing press trip opportunities and story angles. - Tom Nørgaard, Editor for Jyllands-Posten (DK) - Discussing press trip opportunities and story angles. Particularly interested in a Dolly Parton angle.	

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.

Timing of the trip: November 3 to 13

Itinerary:

Nov 3: Arrive Memphis

Nov 4: Tour Memphis

Nov 5: Pick up car drive to Tupelo - and tour

Nov 6: MS Delta - Clarksdale, Cleveland, Indianola

Nov 7: overnight Natchez

Nov 8: drive to Lafayette

Nov 9: Baton Rouge

Nov 10: Great River Road/ stay on Plantation probably Houmas House

Nov 11: New Orleans

Nov 12: New Orleans

Nov 13: fly home

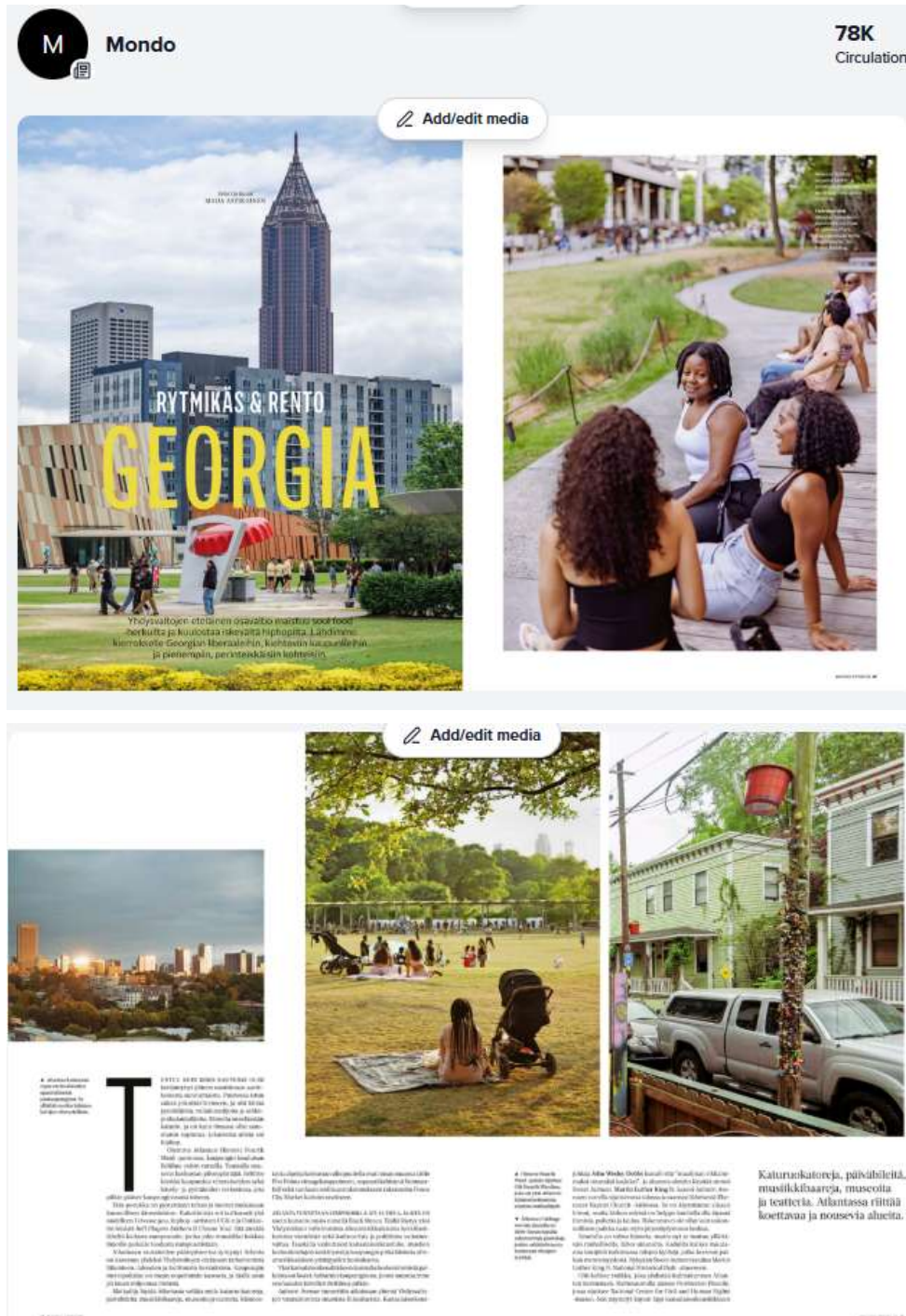
The marketing partnership will include the below:

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 € editorias = 25 036,00 €		13 515,31 €

IV. Newsletters

No newsletter published this month

Sample Media Coverage



V. Market Updates

Norwegian CEO Geir Karlsen: "We are building a completely Nordic travel house"

With the acquisition of Nordic Leisure Travel Group, Norwegian is taking one of the biggest strategic steps in the Nordic travel industry in many years. The airline is not only buying Ving, Spies, Tjäreborg and Sunclass Airlines – it is also buying a completely new business model.

Norwegian has always worked as a simple, low-cost airline: it sells seats on flights, and that's it. With this deal, it is buying a very different kind of business. NLTG — brands like Ving, Spies, Tjäreborg and Sunclass Airlines, along with hotels and a travel retail platform — builds and sells full holidays, including flights, hotels and transfers, and makes money from the whole trip, not just the plane ticket.

By combining the two, Norwegian stops being just an airline and becomes a full holiday company. Someone booking a flight can now also be sold a hotel, a package deal, and loyalty rewards, all from the same company. That is the "new business model": instead of just flying people somewhere, Norwegian now owns and profits from the whole holiday, from booking to hotel to return flight.

SAS most punctual in Europe in August

SAS was Europe's most punctual airline in August, according to aviation analytics company Cirium's monthly On-Time Performance report. 87 percent of SAS flights arrived within 15 minutes of their scheduled arrival time.

First place was taken by a margin from other European airlines. This is the eleventh time in two years that SAS has topped any of Cirium's European or global punctuality rankings. During 2025 and 2026, SAS has been named Europe's most punctual airline seven times and topped the global ranking four times.

Norse and IndiGo end entire 787 partnership

Norse Atlantic and IndiGo leased Norse's Boeing 787 Dreamliners to fly long-haul routes between India and Europe. That deal is now ending completely: all six aircraft go back to Norse by November 1, 2026, after airspace disruptions, longer flight routes and high fuel costs made the India-to-Europe flying too expensive to keep running profitably.

With the planes returning, Norse plans to use some of them on its own routes this winter, including popular transatlantic ones like Orlando and New York, and is looking to lease out up to five of the jets to other airlines. At the same time, the company has started a formal review of its options, including a possible sale, merger, or new partnership, as it rethinks its strategy after the India deal fell through.