

France REPORT

FY27 - September 2026

Travel
South
USA

All Y'all Are
Welcome

Prepared by

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I. Market Overview.

Orchestra/L'Echo Touristique August 2026 - Top 20 destinations and market trends update

Travel sales through French travel agencies bounced back in August 2026, rising by 7.3% year-on-year after a 1% decline in July and a 2.3% rebound in June. The recovery was driven mainly by bookings for the autumn and winter seasons, from travelers with higher budgets. The rebound was broad-based, with 17 of the 20 destinations tracked by Orchestra for L'Écho Touristique recording year-on-year growth. Egypt was one of the strongest performers, with sales up 22%, moving it up to sixth place. The United States also returned to positive territory, although it ranked only 17th, following a nearly 17% decline in August 2025. Tanzania recorded the sharpest increase, with sales surging by 59%, although this partly reflects a 33% decline in August 2025. Metropolitan France, Spain and Tunisia continued to lead the rankings, while Turkey remained under pressure, with sales down 19%. Mexico and Cape Verde also recorded declines, although more moderate. The August figures mark a clear improvement from 2025, when travel sales fell by 5.5% year-on-year. After a challenging spring and early summer, the latest results point to a renewed positive momentum for travel sales.

Source : [Baromètre Orchestra/L'Echo : le top 20 des destinations en aout 2026 - L'Echo Touristique](#)

IFTM Top Resa 2026: a renewed sense of momentum

IFTM Top Resa 2026 welcomed 34,638 tourism professionals to Paris over three days, up 8.2% from 2025. The show brought together 1,625 brands and 180 destinations, with attendance from travel agents, corporate, MICE and leisure buyers all increasing. Business activity was also strong, with 18,592 meetings confirmed through the *Everywhere* platform, 11% more than last year. Despite a challenging economic and geopolitical environment, exhibitors reported busy schedules, strong client relationships and new business opportunities. The event's organizers and participants highlighted a renewed sense of momentum across the industry, with many meetings already laying groundwork for 2027.

Sources : [IFTM Top Resa 2026 : une fréquentation en hausse - Bee Travel News](#) & [Bilan IFT M : malgré le contexte "nous sentons qu'une dynamique reprend" - Tourmag](#)

Brand USA seeks to reassure European travelers

International tourism to the United States has seen a softer performance in 2026, with overseas arrivals down 11.8% in August and 5.8% since the beginning of the year. Brand USA is focusing on reassuring European travelers about the destination and entry procedures, while highlighting continued demand, with 49 million direct seats scheduled between Europe and the U.S. Its America the Beautiful campaign reportedly strengthened travel interest among 77% of people surveyed in August, while Get Facts Get Going aims to provide clearer information on entry requirements. This focus on rebuilding traveler confidence is particularly relevant for the French market, which has also recorded a decline. A total of 782,380 French travelers visited the U.S. between January 1 and July 31, 2026, down 13.83% year-on-year. France nevertheless remains the third-largest European market, behind Germany, and ranks ninth worldwide.

Sources : [Brand USA doubles down on demand as US travel evolves - TravelMole](#) & [Visit USA Committee/France](#)

Strong travel demand, but many projects remain on hold

According to a *Qualimétrie* study for Marco Vasco, 90% of respondents have a dream destination or travel experience they have never turned into a trip. Budget remains the main barrier, cited by 68% of respondents, while lack of time (40%) and the complexity of organizing a trip (33%) also weigh on travel plans.

Travel intentions remain high, with 75% planning to travel abroad within the next six months and 85% considering an international trip in 2027. However, only 5% have already booked a trip for next year. Europe remains the most popular region for 2027, while Asia is favored for longer stays. The survey therefore points to strong underlying demand, but also to a largely wait-and-see market, with practical constraints continuing to delay bookings.

Source : [Neuf Français sur dix ont un projet de voyage jamais concrétisé selon une étude - L'Echo touristique](#)

Winter 2026/27: a mixed start for tour operators

The winter 2026/27 season is starting slightly below last year, with customer numbers down 2.8% among Sefo tour operators, although average revenue per customer has increased by nearly 5%. Africa is showing strong momentum (+14%), driven by Tanzania and Senegal, while Morocco is lagging (-19%). Egypt is also performing well (+3.5%), helping limit the decline across the Middle East to 8%.

Asia is down 10%, partly reflecting continued challenges around Middle Eastern transit hubs, while Southern and Western Europe remain broadly stable. France is up 8%, supported by mountain holidays, and remains the leading destination by customer numbers. With purchasing power still under pressure, tour operators are also seeing shorter trips, with average travel duration down by almost one day compared with last winter.

Source : [Voyagistes : les premières tendances de l'hiver 2026/27 - L'Echo touristique](#)

II. Executive summary.

❖ 2026 TSUSA International Showcase -Update.

In September, BWC confirmed registration of trade journalist Christophe Hardin for Tourmag magazine, France's leading trade media outlet. BWC handled air reservation and logistic details with the TSUSA team. Christophe will conduct on-the-floor interviews and will cover the entirety of the show, along with the visits and activations in Nashville. On the trade side, BWC nominated Partir aux États-Unis (represented by Olivier Pulcini), to be the 2026 recipient of the Travel South USA Ambassador Awards for their outstanding product development in the South and continuous efforts to promote the destinations.

❖ Out-of-scope GEO magazine press trip.

Following approval by the states of Missouri, Kentucky, Tennessee, Mississippi and Louisiana, Journalist Anne-Laure Pineau and Photographer Axelle De Russé visited the South from September 26th to October 8th, exploring places and sites related to the Mississippi River, meeting with local storytellers and enjoying not-to-miss cultural experiences that BWC coordinated with the state teams. Both participants shared very positive feedback and their appreciation for the assistance and warm welcome they received everywhere, the quality of the photos taken, and all the material produced that did exceed their expectations and will result in an outstanding article. The release by GEO magazine is expected for February or April 2027.

❖ B2B2C Conference with Voyages Rive Gauche.

As part of TSUSA's continuous engagement with in-market trade partners, BWC approached Voyages Rive Gauche, a B2C escorted tour specialist, to run a TSUSA-dedicated conference for their clients. See section III. Travel Trade activities for details.

❖ B2B dedicated training.

In September, BWC reached out to numerous tour operators and travel specialists to explore training and awareness needs, including Parfums du Monde (tour series specialist), Greens du Monde (Golf trip specialist), Monde Authentique (B2C tailor made trip specialist) and Fitour Voyages (regional tour operator and privately-owned distribution network). See section III. Travel Trade activities for more details.

❖ New air connections to the South out of France.

BWC shared with the TSUSA team the opening of a direct route from Paris-CDG to Nashville, TN (BNA) airport, operated by Air France and starting in May 2027 with three flights a week. Paris-CDG will also connect to St. Louis, MO (STL) airport via Keflavik (Iceland), operated by Icelandair, also as of May 2027. These new routes will allow tour operators to adjust and expand their product inventory and offer more options and flexibility to their customers.

France FY27 Metrics – SEPTEMBER 2026 (Q1)

		July 2026	August 2026	September 2026	Q1 TOTAL	FY 26/27 TOTAL
9 partners AL/KY LA/MO/MS/ NC/ROTS/SC /TN	FRANCE					
	TRAVEL TRADE					
	Trade Meetings/ Trainings	9	5	14	28	28
	Number of Agents Trained	28	0	60	88	88
	PR & MEDIA					
	Media Meetings	6	5	8	19	19
	Total number of articles published	12	18	14	44	44
	Impressions	1 085 790,00	6 439 250,00	5 249 320,00	12 774 360,00	12 774 360,00

III. Travel Trade activities.

FY27 Trade events or marketing and product highlights with Tour Operators.

Event/ Action	Contact person	Activity/Activation	Follow up /Next step
VISITEURS TRADE ROADSHOW	Anaïs Diallo Normandy & Western Paris Suburbs Sales Coordinator	As part of the FY27 trade plan of actions, BWC participated in the 2026 Visiteurs B2B roadshow in the city of Rouen, Normandy, on October 1st, 2026. The event gathered 45 travel agents from top-tier distribution networks including Voyages Paris Normandie, Voyages 27, Carrefour Voyages, Perier Voyages, Leclerc Voyages, TUI France, Havas Voyages, Hangard Voyages, Jeanne d'Arc Voyages, Salaün Holidays. Format : ✓ 40-minute presentation slot on the TSUSA destinations pillars, must-see attractions and 'what's new' information. ✓ On-site signage (roll-up). ✓ French TSUSA Travel Guides, note maps and giveaways. ✓ Seated dinner with Q&A session. BWC received very positive feedback on the presentation as well as strong interest in Southern destinations, resulting in request for further training and B2B2C opportunities.  	BWC will attend two other trade events with Visiteurs on November 5th, 2026 in the cities of Tours (lunch) and Poitiers (dinner).

IV. Newsletter & Sales calls.

Trade monthly Newsletter: share inspirational content, event calendar, must-do attractions, and new travel suggestion with trade partners.

On September 29th, 2026, BWC created and distributed a newsletter to key trade industry partners with the theme '**Sunrise to Sundown: Photo Ready Road Trips in the South**'. It included the states of South Carolina, Missouri, Mississippi, Louisiana and Alabama.

TravelSouth All Y'all Are Welcome USA

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Mardi 29 septembre 2026

NEWSLETTER

ROAD TRIP PHOTO DANS LE SUD INSTAGRAMMABLE DES ÉTATS-UNIS

Le sud-est américain regorge de lieux qui semblent tout droit sortis d'un film. Chaque étape est une invitation à capturer l'instant en photo, avec ses fresques aux couleurs vives, ses néons, ses stations-service rétro, ses façades vintage et ses routes bordées de paysages bucoliques. Un road trip aussi dépayçant que photogénique, où une photo coup de cœur peut voir le



CAROLINE DU SUD

De **Charleston** à **Hilton Head Island**, la **Caroline du Sud** dévoile ses atouts entre paysages emblématiques, patrimoine historique, culture Gullah et douceur de vivre. Le **Lowcountry** offre un itinéraire parfait pour un road trip de quelques jours. Charleston, ville historique au charme intemporel, en est le point de départ idéal, avec les façades colorées de Rainbow Row et la promenade The Battery, qui offrent les premiers décors

photogéniques du périple. Direction ensuite John Islands, où se trouve **Angel Oak**, un chêne vieux de plusieurs siècles aux dimensions colossales, avant de rejoindre **Edisto Island** et la spectaculaire Botany Bay. Sur cette plage sauvage et protégée, les troncs d'arbres échoués et les contrastes de lumière composent un décor singulier très apprécié des photographes. La région de **Beaufort**, épicentre de la culture Gullah Geechee, ravira les visiteurs grâce au Waterfront Park et à ses vues paisibles sur les eaux côtières, mais aussi **Old Sheldon Church**, site qui abrite les ruines d'une église du 18^{ème} siècle dans un écrin végétal de toute beauté. La route mène ensuite jusqu'à **Hilton Head Island**, destination réputée pour ses plages et son

MISSOURI

Entre forêts, falaises, rivières cristallines et formations rocheuses spectaculaires, les **Monts Ozarks**, au sud-est du **Missouri**, offrent une immersion privilégiée dans une nature préservée. Grâce à un patrimoine géologique exceptionnel, les amateurs de plein air trouveront ici un terrain de jeu parfait pour prendre des photos originales et ludiques, comme à **Elephant Rocks State Park** où d'impressionnants blocs de granit dont l'âge



est estimé à environ un milliard d'années, jalonnent les sentiers et composent un paysage aux allures de sculpture naturelle. Non loin de là, **Taum Sauk Mountain State Park** dévoile ses magnifiques panoramas depuis le point culminant de l'État, tandis que **Johnson's Shut-Ins State Park** ravit les amateurs de baignade en pleine nature grâce à ses bassins et toboggans naturels façonnés par l'érosion. Les parcours **Ozark National Scenic Riverways** offrent quant à eux une autre manière de découvrir la région, au cœur d'un environnement riche en cours d'eau et sources naturelles. Les plus chanceux pourront peut-être y apercevoir les hordes de chevaux sauvages du comté de Shannon. Pour prolonger l'expérience, les voyageurs disposent d'une palette d'hébergements variés, entre lodges confortables, cabanes rustiques ou maisons dans les arbres, pour conjuguer découverte et immersion.

Contacts : 1,607
Open rate : 25.31%



MISSISSIPPI

Le **Mississippi** se découvre comme un immense décor à ciel ouvert, où musique blues, patrimoine historique, art urbain et paysages se prêtent naturellement à un road trip photographique. Première étape **Tupelo**, où la maison natale d'Elvis Presley, la statue « Becoming » et les fresques dédiées au King offrent des images iconiques. **Oxford** séduit ensuite par ses cabines téléphoniques rouges, la statue de William Faulkner et les

couleurs des cocktails de Funkys Pizza and Daquiri Bar. À **Clarksdale**, les fresques murales, le mythique croisement "Crossroads US-61 et US-49" et l'emblématique Ground Zero Blues Club offrent des images hautes en couleur, de jour comme de nuit. À **Cleveland**, le GRAMMY® Museum Mississippi, Dockery Farms et les enseignes rétro d'Airport Grocery et de Hey Joe's composent une mosaïque de décors parfaits pour les selfies. Un arrêt à **Greenwood** permet aussi d'associer architecture historique et paysages du Delta en capturant toute l'atmosphère du sud. Plus au sud, **Vicksburg** dévoile ses fresques en bordure du fleuve et offre des panoramas spectaculaires, notamment au coucher du soleil, tandis qu'à **Jackson**, l'Art Garden du Mississippi Museum of Art côtoie plusieurs adresses rétro incontournables comme Mayflower Cafe, Brent's Drugs et Hal & Mal's. En se rapprochant de la côte sud de l'État, **Hattiesburg** dévoile son Public Art Trail et son étonnant Pocket Museum, suivie par **Old Town Bay St. Louis**, où art public, enseignes colorées, port et lumière du Golfe composent un décor côtier particulièrement photogénique. La nuit venue, le Siren Social Club à **Gulfport** apporte une petite touche glamour à ce périple haut en couleur.

LOUISIANE

Du nord au sud de la **Louisiane**, les voyageurs sont invités à prendre la route à la découverte d'un patrimoine culturel riche, d'une gastronomie emblématique et de paysages sauvages façonnés par les eaux du Mississippi et de ses affluents. À **West Monroe**, Antique Alley est située au cœur du quartier historique de Cotton Port et sur les rives de la rivière Ouachita. Son ambiance décontractée et ses boutiques vintage raviront les amateurs de



clichés décalés. Dans le centre de l'État, un arrêt gourmand s'impose à **Natchitoches**, la plus ancienne ville connue de Louisiane. **Lasryne's** est une institution locale réputée pour ses *meat pies* depuis 1967. On y déguste une cuisine créole généreuse et authentique, profondément ancrée dans les traditions culinaires de la région. À **Alexandria**, le **River Oaks Art Center** offre un autre visage de la Louisiane. Dédié aux arts visuels contemporains et métiers d'art, il contribue à faire prospérer les artistes locaux à travers des expositions, des actions éducatives et autres initiatives favorisant la création artistique. Dressé sur une falaise dominant le fleuve Mississippi, le célèbre **Old State Capitol** de **Baton Rouge** et son dôme multicolore figure parmi les étapes incontournables de la capitale louisianaise. Toujours plus au sud, à **Slidell**, changement total de décor avec le site **Honey Island Swamp**, pour une incursion dans l'un des écosystèmes les plus fascinants et intacts de l'État.



ALABAMA

De ses panoramas montagneux à ses plages de sable blanc, l'**Alabama** se découvre au fil d'un road trip haut en couleur, ponctué d'hôtels de caractère, d'art urbain, de routes panoramiques et de saveurs mémorables. Le voyage débute au nord à **Huntsville**, où fresques murales colorées, cocktails rétro avec vue depuis **Baker & Able** et concerts en plein air à **Stovehouse** composent une expérience qui réunit la créativité et la tradition.

Direction ensuite **Birmingham**, où **Vulcan Park** offre une vue spectaculaire sur la skyline de la ville, avant de rejoindre son centre-ville où les fresques monumentales, les néons rétro et la musique live sont au cœur de l'animation. Un cocktail au coucher de soleil depuis le bar rooftop **Moon Shine**, suivi d'un dîner à **Saw's Soul Kitchen**, élu meilleur restaurant de barbecue de l'Alabama, clôturent la journée en beauté. Plus au sud, **Auburn** et ses routes bordées de collines et de haras dévoilent une atmosphère bucolique, rehaussée d'hôtels au design coloré, de rooftops animés et d'une scène artistique vibrante. En arrivant à **Montgomery**, **Riverfront Park** constitue un cadre privilégié pour admirer la rivière Alabama, avant de découvrir le quartier The Alley et ses fresques murales engagées. Le tour d'horizon s'achève à **Gulf Shores**, face aux eaux émeraude du Golfe, où **The Lodge at Gulf State Park** est un point de chute tout trouvé avant de poursuivre la découverte du littoral préservé de l'État, le long de l'**Alabama's Coastal Connection Scenic Byway**.

Trade contacts, meetings, phone calls: explore training, action, and partnerships.

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
CFA VOYAGES	Call	Sophie Manley Travel Specialist	CFA Voyages is a travel agency based in Paris, specializing mainly in travel for Asian communities living in France and willing to visit the USA. BWC and Sophie explored opportunities to boost their sales to the South by expanding their product offer and increasing their visibility.	A follow-up will be shared in future reports.
GET AMERICAS	Call	Stéphane Cygler Founder & CEO	Get America is a receptive operator based in the USA, mostly specializing in group tours for both MICE and leisure markets. Stéphane contacted BWC for assistance in promoting their U.S. destinations and products.	BWC shared TSUSA's new branding videos on nature and food.
LECLERC VOYAGES	Email	Johanna Vivien Travel Specialist	Leclerc Voyages is France's largest private distribution network and one of the leading retail players on the market. Johanna contacted BWC to request promotional videos for their recently launched Instagram page.	The new TSUSA branded videos (nature and food) were shared with Johanna.
VECTEUR MARKETING & COMMUNICATION	Call	Murielle Barreau Director	Vecteur Marketing & Communication handles marketing and press relations for the Marietton Développement travel group, which owns the Selectour and CEDIV distribution networks. Murielle informed BWC about the launch of the Ones Academy by Selectour+, an e-learning training program designed to promote destinations for 4,700 travel planners nationwide. Tourist Offices are invited to select visibility options to highlight their destinations (E-learning, webinars and quizzes).	BWC will explore relevance for TSUSA, to eventually make recommendations for a future scope of work.
VISITEURS	Meeting	Roxane Vergught Marketing Manager	In September, Roxane shared with BWC additional roadshow event opportunities scheduled for late Fall 2026 and Q1 2027.	With 3 events already confirmed for TSUSA this year, BWC did not commit to additional dates but will express renewed interest in the FY28 scope of work.
VOYAGES RIVE GAUCHE	Meeting	Vanessa Beauville Product Manager	Voyages Rive Gauche is a B2C tour operator specialized in escorted tours with several privately-owned travel agencies in Paris and suburban areas. BWC met with Vanessa in September to discuss the opportunity to promote the TSUSA destinations, along with their itinerary in the South, to a targeted selection of repeat US-travelers and prospect customers.	A 1-hour B2B2C web conference is scheduled for January 7 th , 2027

CALI'FUN	Call	Virginie Gines Director	Virginie shared Cali'fun's co-marketing program for 2027, expressing interest in promoting the Rhythms of the South destinations specifically, now that they have two French-speaking guides in Atlanta, on top of their existing activities in Nashville and New Orleans.	BWC will help coordinate peer-to-peer discussions during the 2026 TSI Showcase in Nashville.
UCPA TELLIGO	Meeting	Emily Lagnado Product Manager	UCPA/Telligo focuses mainly on school and student trips and is looking at product expansion in the USA. Emily contacted BWC following the reception of September's trade newsletter and expressed interest in participating in trade shows in 2027 (TSUSA Showcase and/or IPW).	BWC will follow up with Emily about her priorities and support needs.
ELITE AMERICAN VOYAGES	Meeting	Tara Guérin Kervabon Product & Communication Manager	Elite American Voyages is a Francophone receptive operator based in Florida. BWC met with Tara in September and discussed their needs in terms of product development, visibility and projects for the French market.	BWC added Tara to the monthly newsletter distribution list and will share regular updates with what's new information.
FITOUR VOYAGES	Meeting	Lise Vigie Travel Specialist	Fitour Voyages is a tour operator and distribution network with 18 travel agencies located in the southwest part of France. BWC and Lise explored partnerships opportunities such as participation in their internal regional trade shows (twice a year in January and October), along with training needs and product development projects for 2027.	A follow-up will be shared in future reports.
GREENS DU MONDE	Meeting	Christine Lauredi Operations Director	Greens du Monde is a tour operator specialized in golf travel, that provides trip inspiration content for groups and individuals. BWC held a meeting with Christine in September to review their product development priorities and assistance needed.	Information and links to golf courses in the South were shared with Christine, and BWC will secure targeted destination training for their sales team.
PARFUMS DU MONDE	Meeting	Christelle Wetzler Product Manager	As a tour operator specializing in group travel, Parfums du Monde is looking to strengthen its expertise in the South, increase the destination's visibility within its product offering and capitalize on its business potential. BWC is working with Christelle to schedule a dedicated webinar for their sales team.	A follow-up will be shared in future reports.
MONDE AUTHENTIQUE	Meeting	Sophie Baudon Product Manager	Monde Authentique is a B2C tour operator based in Paris, focusing on upscale and in-depth experiences. BWC had a meeting with Sophie who shared interest in scheduling an on-site training session for their sales team, along with a B2B2C activation in Paris in 2027 to highlight the TSUSA destinations.	BWC is awaiting date suggestions from Sophie to confirm a training session and will review options with her for trade activation.

V. PR & media activities.

Contacts with the media, meetings, releases, coverage opportunities, clipping, press trips.

On September 29th, 2026, BWC created and shared a press release to target media outlets with the theme '**Sunrise to Sundown: Photo Ready Road Trips in the South**'. It included the states of South Carolina, Missouri, Mississippi, Louisiana and Alabama.

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Mardi 29 septembre 2026

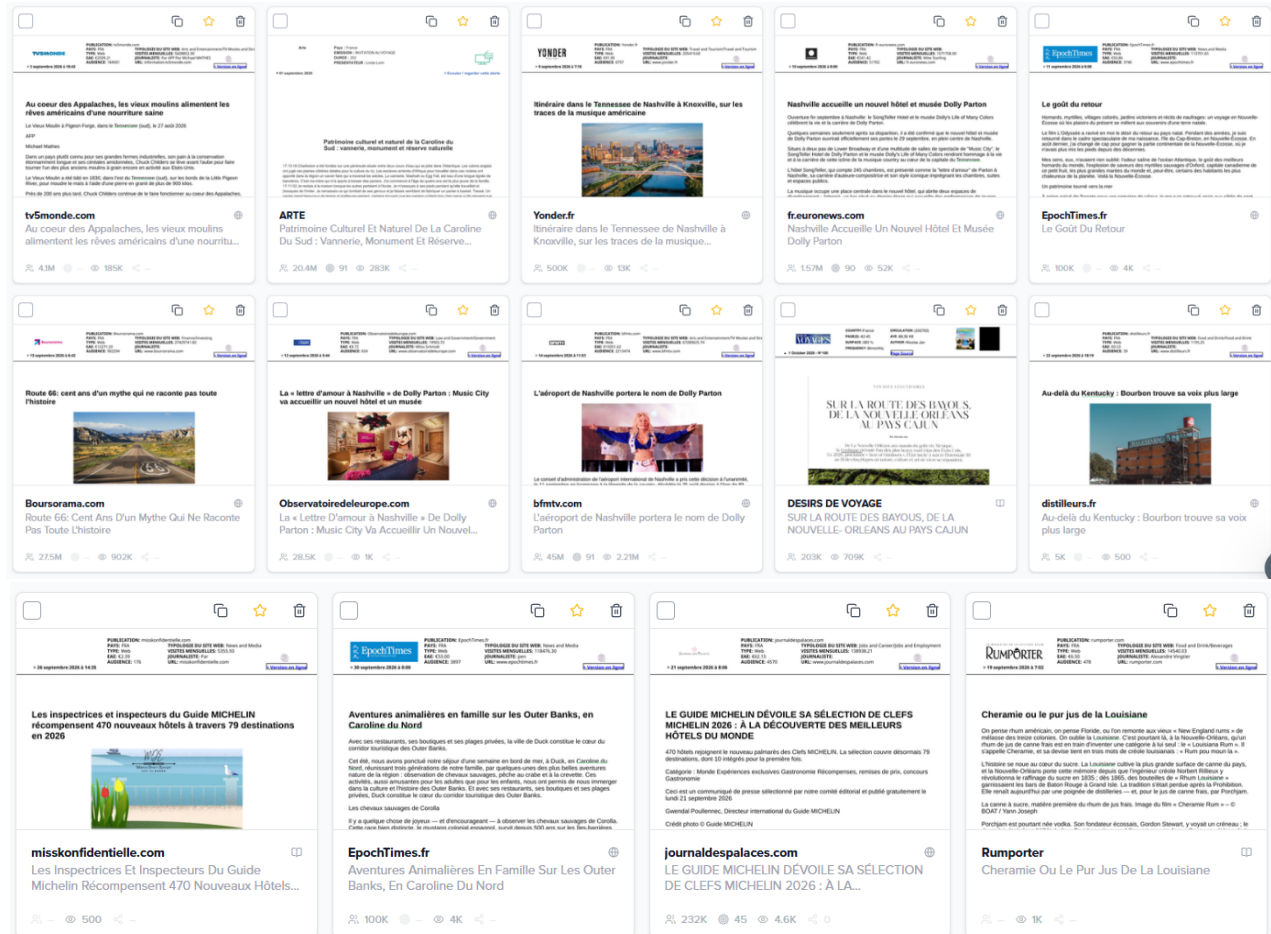
COMMUNIQUÉ DE PRESSE

ROAD TRIP PHOTO DANS LE SUD INSTAGRAMMABLE DES ÉTATS-UNIS

Le sud-est américain regorge de lieux qui semblent tout droit sortis d'un film. Chaque étape est une invitation à capturer l'instant en photo, avec ses fresques aux couleurs vives, ses néons, ses stations-service rétro, ses façades vintage et ses routes bordées de paysages bucoliques. Un road trip aussi dépayçant que photogénique, où une photo coup de coeur peut voir le jour à tout instant.

Contacts : 565
Open rate : 27.47%

❖ Coverage book Link: **SEPTEMBER 2026 | GPP France FY26-27 | CoverageBook**



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
VIA MICHELIN	Meeting	Thomas Godfroy Senior Business Developer	ViaMichelin is the roadmap and itinerary app of the Michelin Group, that attracts nearly 22 million users each month. Its audience includes high-income professionals and families, with a balanced gender split and natural appetite for travel. Users turn to their services for inspiration and trip planning, creating a relevant context for tourism-related messaging towards highly engaged prospects. BWC held a meeting with Thomas to better understand the platform's features and visibility options for tourist offices.	A Follow-up and recommendation will be shared if relevant for the TSUSA destinations.
LE CLUB GOLF	Meeting	Stéphanie Duarte Communication Manager	Following previous discussions, Stéphanie and BWC discussed a potential OOS activation (visibility campaign) for North Carolina and South Carolina that would highlight golf trails and resorts, along with nearby activities and must-see places.	A follow-up will be shared in future reports.
GEKKO /MILES ATTACK	Meeting	Sandrine Vitret Key Account Manager	As part of the Accor Hospitality Group, Gekko runs the 'Miles Attack' reward program for Accor Sales staff. BWC had a meeting with the Gekko team in September to learn more about how the program can include foreign tourist offices and boost their visibility on the platform with destination content and sales incentive sponsorship.	A follow-up will be shared in future reports.
BRUT	Meeting	Marianne Michelet Partnership Manager	Brut is one of France's leading digital and influence media platforms, with a 190M+ monthly Reach and 43M cumulative followers on TikTok, Instagram, Facebook and YouTube. BWC held a meeting with Marianne to learn more about their platform and discuss a strategic push for TSUSA.	A follow-up will be shared in future reports.
UNIVERS VOYAGE	Call	Laurence Gremy-Flamand Chief Editor	Univers Voyages is a bilingual (French/English) digital media platform with 150K unique monthly visitors. Following BWC's September press release, Laurence expressed interest in covering the TSUSA destinations.	BWC will follow up with her and explore potential opportunities in 2027.
COZY COZY	Meeting	Charles du Puy Head of Revenue	Cozy Cozy is worldwide accommodation comparative platform that offers visibility options for tourist offices through partner websites and SEO content. BWC met with Charles to better understand their visibility offers and content promotion options for tourist offices.	Recommendation will be shared with the TSUSA team if relevant to the destinations.
QUE FAIRE EN VOYAGE	Meeting	François Bellot Director	François and BWC discussed the opportunity to promote Travel South USA with in-depth, on-the-ground content, designed to serve as inspirational and reference material. The idea would be to create a TSUSA-dedicated content cluster within their existing online ecosystem, specifically to boost its visibility compared to other U.S. destinations.	A follow-up will be shared in future reports.

VI. Social Media.

Content

B World Communication published 10 Facebook and Instagram posts in September, with a selection of highlights and events such as Culinary/Food & Libations (Alabama, South Carolina), Neighborhoods and Attractions (New Orleans, Missouri, Tennessee, Mississippi, Louisiana) and festivals & events (North Carolina, Kentucky, Nashville).

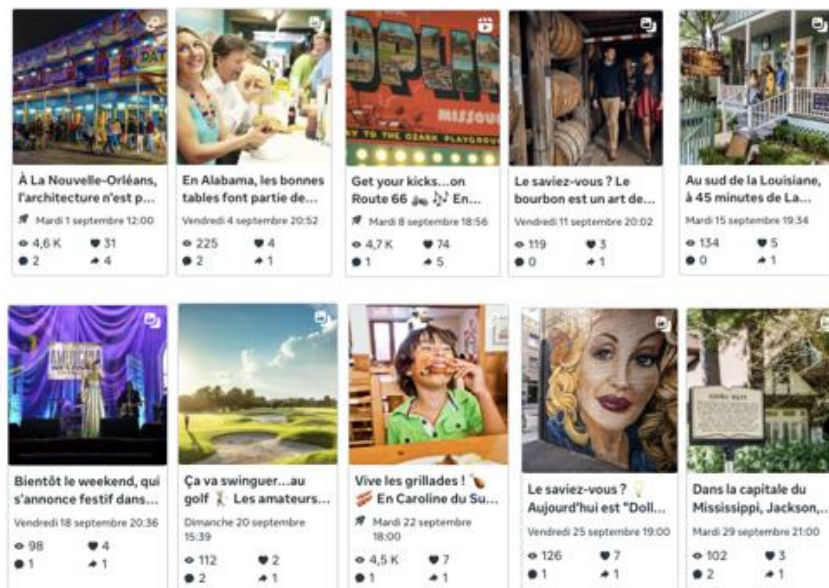
Facebook	September 2026	Evolution vs last month	Instagram	September 2026	Evolution vs last month
Facebook page followers	7,689	Up 0.55%	Instagram page followers	551	Up 3.57%
Facebook reach	12,195	Down 10.74%	Instagram reach	10,587	Down 31.54%
Facebook views	21,926	Down 11.27%	Instagram views	14,639	Down 30.12%
Facebook likes	152	Up 120.29%	Instagram likes	160	Up 0.63%
Facebook comments	12	Down 25%	Instagram comments	18	Up 12.5%
Facebook shares	17	Up 30.77%	Instagram shares	13	Up 85.71%

Paid promotion

B World Communication published 6 sponsored posts in September, 3 Facebook posts for an amount of \$46.73, along with 3 Instagram posts for an amount of \$46.83, representing a total of \$93.56 in paid promotion.

The sponsored Facebook posts resulted in 13,217 views and 1,388 interactions including 280 clicks on the Facebook page. The sponsored Instagram posts resulted in 13,551 views and 893 interactions including 201 clicks on the Instagram page.

September Facebook posts



Organic post with best views



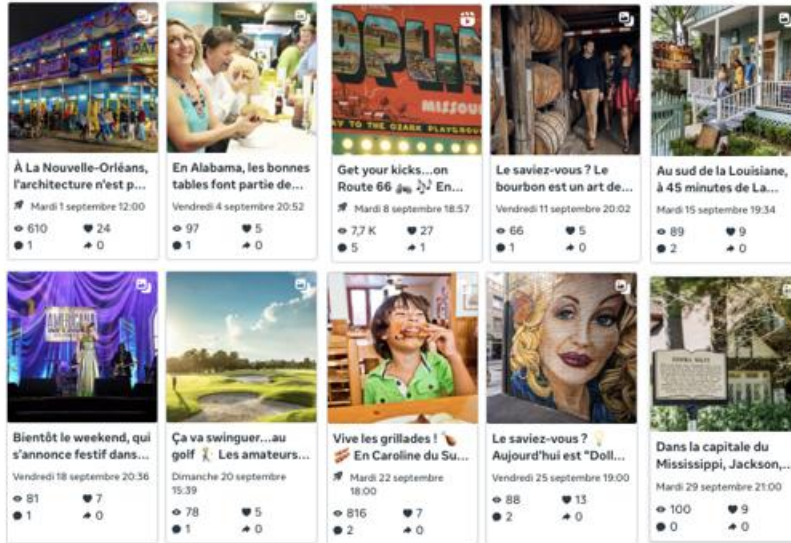
Organic post with best interactions



Best sponsored posts best views & best interactions



September Instagram posts



Organic post with best views & reach



Organic posts with most interactions



Best sponsored post

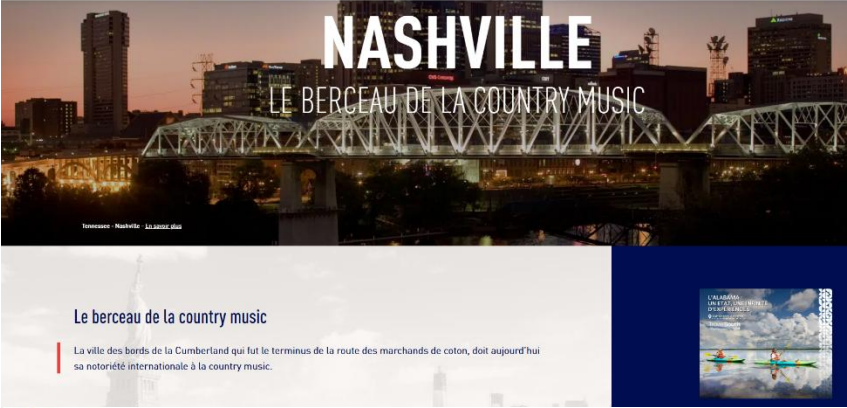
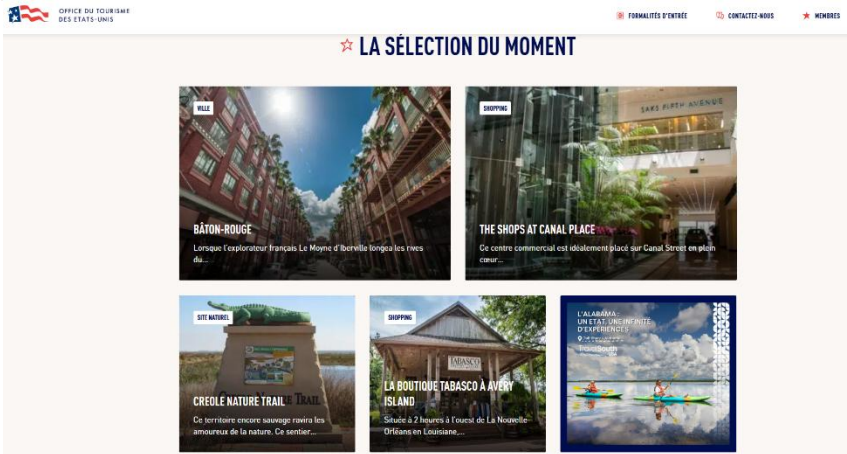


Post highlights

New Orleans - neighborhoods & attractions - architecture, **Alabama** - sports & culinary, **Missouri** - neighborhoods & attractions - Route 66, **Kentucky** - festivals & events - Kentucky Bourbon Festival, **Louisiana** - neighborhoods & attractions - Saint-Tammany Parish, **Nashville** - events & festivals - Americana Festival, **North Carolina** - festivals & events - Biltmore Championship, **South Carolina** - culinary - BBQ trails, **Tennessee** - neighborhoods & attractions - Dolly Parton/Hotel, **Mississippi** - neighborhoods and attractions - Eudora Welty House & Garden.

VII. Visit USA France membership.

Meetings, Newsletter, Workshops update, Consumer shows, E-learning, and projects.

Source	Activity/Activation	Follow up/Next step
	1. 2026 Membership monthly banner promotion. The state of Alabama was promoted in September, out of Tennessee, and Louisiana Visit USA France source pages.   	The state of Kentucky will be promoted in October.

2. Membership monthly B2B newsletter.

The monthly creation and diffusion of a TSUSA destination highlight resumed in September, promoting the state of Mississippi with a 'photo road trip' theme.



L'État du Mississippi se prête à merveille à un road trip placé sous le signe de la photo et du selfie.

À Clarksdale, les fresques colorées et œuvres d'art public transforment ruelles et coins de rue en décors flamboyants, tout comme l'emblématique carrefour des routes US-61 et US-49. À la nuit tombée, Ground Zero Blues Club offre l'ambiance contemporaine et animée d'un juke joint où vibre l'âme du blues.

On s'immortalise ensuite à Oxford, aux côtés des célèbres cabines téléphoniques situées à The Square, avant de poser devant la statue de William Faulkner.

À Tupelo, l'histoire d'Elvis résonne partout, de sa maison natale à la spectaculaire statue *Becoming*, où le jeune garçon de 11 ans assis sur une caisse à lait côtoie la superstar adulte, en taille surdimensionnée dans son célèbre costume à paillettes.

Plus au sud, la route mène à Vicksburg où les œuvres colorées en bord de fleuve content l'histoire de la ville, tandis que le Mississippi lui-même devient la star.

À Hattiesburg, le Public Art Trail et le minuscule Pocket Museum réservent des surprises à celles et ceux qui en observent chaque recoin.

Dernière étape, Old Town Bay St. Louis, où enseignes colorées, œuvres d'art, vues sur le port et lumière du Golfe composent un décor naturellement photogénique.

Suivez nos réseaux sociaux en français : [Instagram](#) [Facebook](#)

Contact : B World Communication, Représentation de Travel South USA en France,
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Link to content: [Mississippi: le road trip photo par excellence - Office du tourisme des USA](#)

All TSUSA destinations will rotate through June 2027.

3. E-learning -Update.

The V11 version of the E-learning program was launched in February 2026.

2026/2027 statistics for the V11 version as of September 30th, 2026:

- 582 Trade professionals and US specialists connected to the program (+19 vs August).
- 196 of them (33.67%) reached the Expert level (+6 vs August).
- 139 of them (23.88%) entered the 1st Class Club (+4 vs August).
