

# NORDICS REPORT

September 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

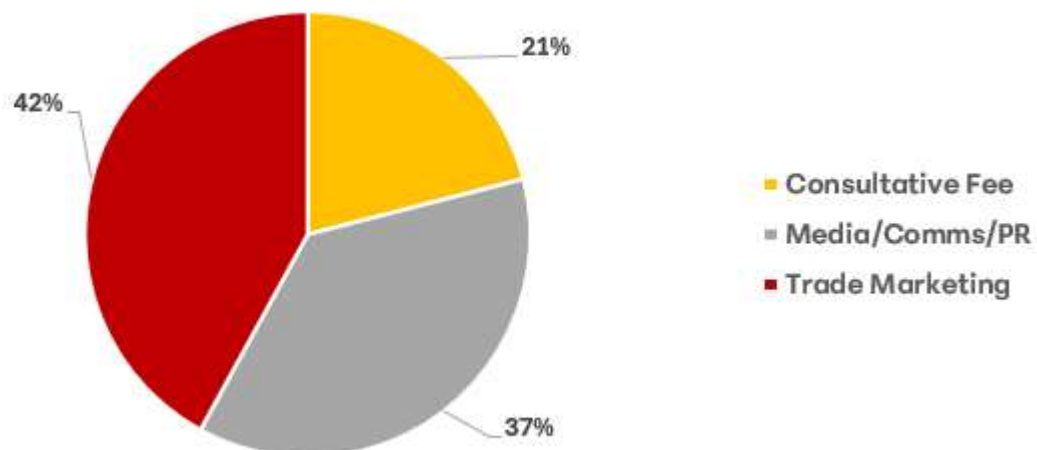
## Global Partner Programming

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

- Nordic Roadshows — Travel South and Hablo exhibited at the Brand USA/Discover America Nordic Roadshows in Helsinki, Stockholm, Copenhagen and Oslo (21–24 Sept), alongside around 30 US partners, meeting 340 agents, operators and media. Fam-trip winners were announced in Stockholm, Copenhagen and Oslo, with the fam due in Q2 2027.
- Hablo Nordic Update — The Travel South Hablo page has grown to nearly 500 followers, 2.8k page views and 13.4k post impressions from 11 destination posts. The Hablo launch was the key message at each roadshow, supported by a joint Discover America newsletter and reminder email, and Hablo had its own table in Stockholm and Oslo.
- Progress with Key Trade Partners — REJS will carry joint Hablo/Travel South launch communications to around 400 agencies. Swanson's is keen to proceed with co-op activity and invited partners to the High Chaparral Country Festival (May 2027). FDM Travel has agreed to restart activity in January 2027, and SAS is preparing a promotional proposal. Operators report US business is still down but enquiries for 2027 are improving, with the South holding up better than other regions.
- Active Media Pipeline — Media meetings were held with Kirsten Vestergaard (REJSER, DK), Karin Wallén (Utemagasinet/Vagabond, SE), Anders Hartzberg (Travelmore, DK) and Milan Botani (Pomm Magazine, NO). The Mondo (Finland) special issue is confirmed for April 2027, with the journalist trip running 3–13 Nov. A bourbon tasting is confirmed for Travel News Market Stockholm on 12 Nov.
- North Carolina NHL Activation — NC Tourism has confirmed in-market promotional activity around the Hurricanes' two NHL games in Helsinki in November. We are working with Discover America Finland to secure target trade attendees.
- September Newsletter — '6 Roadtrips through the U.S. Southern States' was distributed in Denmark, Norway, Sweden and Finland, with early pick-up including Travelmore (DK).

|                                                  |                          | JUL | AUG | SEP | Q1 TTL | Q2 TTL | Q3 TTL | FY 25/26 Total |
|--------------------------------------------------|--------------------------|-----|-----|-----|--------|--------|--------|----------------|
| AL/KY<br>/LA/M<br>O/MS<br>/NC/S<br>C/TN/<br>ROTS | <b>Nordics</b>           |     |     |     |        |        |        |                |
|                                                  | <b>Travel Trade</b>      |     |     |     |        |        |        |                |
|                                                  | Meetings/Trainings       | 8   | 6   | 14  | 28     | 0      | 0      | 28             |
|                                                  | # Agents Trained         | 0   | 0   | 340 | 340    | 0      | 0      | 340            |
|                                                  | <b>Media</b>             |     |     |     |        |        |        |                |
|                                                  | Media Meetings           | 1   | 3   | 4   | 8      | 0      | 0      | 4              |
|                                                  | Total articles published | 3   | 2   | 5   | 10     | 0      | 0      | 5              |

|  |                    |           |      |         |           |   |   |           |
|--|--------------------|-----------|------|---------|-----------|---|---|-----------|
|  | <b>Impressions</b> | 1,329,000 | 223K | 199,640 | 1,751,640 | 0 | 0 | 1,751,640 |
|  |                    |           |      |         |           |   |   |           |

## II. Travel Trade

| Contact                                           | Activity/Activation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Follow-up/Next Steps |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| REJS – Travel - Industry Denmark<br>Louis Alkjaer | Met with Louise at the Brand USA event in Copenhagen. She is keen to assist with the Hablo launch communications and we have agreed we will provide launch communications for both Hablo and Tracvel South USA so we get double exposure to the REJS database which sits at around 400 agencies, operators and individual travel agencies.                                                                                                                                                                                                                                                                                                                                                                                                                                             |                      |
| Nyhavn Rejser                                     | Met with Kim at the Brand USA event in Copenhagen. Unfortunately he is unable to attend showcase this year but is interested in Norfolk, VA, both as an interesting destination and to catch up on southern product and activities. Business is tough right now with a limited number of request for the US coming through. Those that do however are generally converted to bookings.                                                                                                                                                                                                                                                                                                                                                                                                 |                      |
| Hablo                                             | The Travel South Hablo page nearly 500 followers with 2.8k page views and 13.4k post impressions, from 11 destination posts. We have continued the program of daily quizzes which are proving popular. September activity included:<br><ul style="list-style-type: none"> <li>- Joint promotional Newsletter from each of the Discover America boards ahead of the road show events</li> <li>- Re-inforcement email two days ahead of the events</li> <li>- Hablo launch with Travel South was the key message at each of the Roadshow events in Helsinki, Stockholm, Copenhagen and Oslo</li> <li>- Russel Meara attended the Stockholm, Copenhagen and Oslo events in partnership with Travel South. For the Stockholm and Oslo event Hablo were provided their own table</li> </ul> | Ongoing              |

|                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                                      | <p>adjacent to Travel South.</p> <ul style="list-style-type: none"> <li>- Winners for a place on a Travel South/Hablo fam trip we announced at the Stockholm, Copenhagen and Oslo events. The fam is due to take place in Q2 2027.</li> <li>- Follow up communications have been sent to all participants attending the roadshows.</li> </ul>                                                                                                                                                                                                                                                                                      |  |
| Swanson's Travel – Johanna Elisasson – Sales Manager | <p>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. Lisa Catron has kindly provided a nights accommodation in Memphis at the Hu Hotel along with key attraction passes.</p>                                                                                                              |  |
| Swanson's Travel – Johan Rudolf - GM                 | <p>Met with Johan at the Brand USA event in Stockholm. Swanson's have had a tough 2025 and 26 but enquiries are picking up and converting at a good rate. We supported two media in Tennessee in June (who had been travelling to Dallas to see Sweden play in the World Cup). Johan say they have some very strong content that he is very pleased with. They are keen to proceed with their proposed co-op marketing activity with us and also to see if we or any partners are interested in joining them at the High Chaparral Country Festival in May 2027. We have agreed a follow up call to discuss options and dates.</p> |  |
| Icelandair – Rebecca Taernstroem                     | <p>Due to budget and time constraints Icelandair are unable to support our fam with Hablo for 2027. They are however keen to work with us on future opportunities. Indeed, we are expecting a route announcement in October that may change things so have agreed to keep options open. We are looking to have an Icelandair representative attend showcase in December.</p>                                                                                                                                                                                                                                                       |  |
| North Carolina Tourism – Amanda Baker                | <p>Amanda has advised that there will be promotional activity happening in-market around the Canes two NHL season matches to be held in Helsinki in November. We will work with Discover America Finland to secure appropriate target travel trade attendees.</p>                                                                                                                                                                                                                                                                                                                                                                  |  |
| Travel South ShowCase 2026 – Nordic recruitment      | <p>We now have 6 delegates confirmed delegates for this year's show:</p> <ul style="list-style-type: none"> <li>Amerikaspesialisten – June Lundeby</li> <li>Sembo – Marie Javerud</li> <li>Polyresor – Kimmo Asikainen</li> <li>Albatros – Karina Nuemann Saietz</li> </ul>                                                                                                                                                                                                                                                                                                                                                        |  |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                             | <p><b>Swanson's – Michael Svensson</b><br/> <b>Birtgitte Vraadal – FDM Travel</b></p> <p>All flights are in place and invoices received. There have been some requests for accommodation ahead of the show and these are being worked through.</p>                                                                                                                                                                                                                                                                                                                                                         |  |
| <b>Polyresor – Kimmo Asikainen</b>          | Met with Kimmo at Brand USA week. Kimmo is heading to Kentucky ahead of showcase and is looking to set up a tour for a group in Spring 2027. We agreed to follow up in Nashville to discuss routing and activity options.                                                                                                                                                                                                                                                                                                                                                                                  |  |
| <b>Risskov Travel – Claus Brack Nielsen</b> | Met with Claus at Brand USA travel week. Business to the US is still down but Claus say sentiment and enquiries have improved. We discussed showcase and Claus confirmed that he will look to attend every other year. We discussed Hablo and he is positive and will look to get his staff signed up.                                                                                                                                                                                                                                                                                                     |  |
| <b>Swanson's Travel – Magnus Hermansson</b> | Met with Magnus at Brand USA travel week in Amsterdam. We briefly discussed the proposed co-op but mainly focussed our conversation on product development. Magnus is taking this time ahead of any promotional activity to review, update and expand their Southern product. We focused discussion around adding more to Kentucky, Alabama and Missouri whilst accepting we will need to include 'iconic' destinations such as Memphis, Nashville and NOLA. We will look to provide sample itineraries, review these along with existing content and agree a plan that fits with the promotional activity |  |
| <b>Sembo Travel – Marie Javerud</b>         | We held a meeting with Marie at Brand USA week. Marie is seeing a lot of interest and business to primarily Nashville, but increasingly to neighbouring states that are seeing road-trip demand increasing. Marie is attending showcase for the first time this will be an ideal opportunity for her to meet and discuss the wider region.                                                                                                                                                                                                                                                                 |  |
| <b>USA Rejser – Britt Kümpel</b>            | Britt is the senior reservations supervisor at USA Rejser and has travel extensively throughout the Southern USA often with support from Travel South partners. She advised that whilst business has been quiet she is seeing an increasing level of enquiries to the US – for 2027. The SAS CPH-ATL service is certainly helping but fare are high compared with one stop options.                                                                                                                                                                                                                        |  |
| <b>FDM Travel</b>                           | Peter held a call with Frederik as part of our agreed communications since our marketing co-op was paused at the beginning of 2026. It's been a tough year in Denmark. Frederik's US sales are down 30-40%, though the South                                                                                                                                                                                                                                                                                                                                                                               |  |

|                                                                                       | <p>has held up better than other parts of the US. Frederick couldn't find any content creators willing to be seen promoting the US, so we agreed to postpone the autumn influencer campaign rather than risk poor results, especially with the midterms adding uncertainty.</p> <p>We're using the pause to work on their website content:</p> <ul style="list-style-type: none"><li>• filling gaps for states like Kentucky and Alabama</li><li>• adding more tours beyond the big music cities</li><li>• possibly creating a new showcase itinerary</li></ul> <p>We agree that I would send over our content priorities and work through them with Birgitte ahead of her attending showcase in Nashville, and I'll confirm the postponement formally under the contract.</p> <p>Update: Frederik and I have since met and agreed to restart activity in January 2027. I also met with Birgitte at Brand USA week and we discussed the process for product update and development</p> |                         |           |       |           |             |          |                         |    |  |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------|-------|-----------|-------------|----------|-------------------------|----|--|
| SAS – Lars Moerk                                                                      | Met with Lars at both the Copenhagen and Oslo Brand USA roadshow events. The CPH-ATL continues to perform well, in both directions with access to the Delta network helping significantly. SAS's financial position continues to improve. Lars is keen to discuss possible promotional activity. I have asked for an outline proposal/scope of program so we can share with partners.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                         |           |       |           |             |          |                         |    |  |
| Brand USA Discover America Roadshow Events – Helsinki, Stockholm, Copenhagen and Oslo | <p>Travel South USA, along with Hablo attended the 2026 Brand USA/Discover America Nordic Roadshows, a four-city trade workshop series hosted by Discover America Finland, Sweden, Denmark and Norway, with support from Brand USA. Travel South exhibited alongside around 30 US destination, airline, cruise and travel partners, meeting Nordic travel agents, tour operators and media in each city.</p> <p>Events attended</p> <table><thead><tr><th>Date</th><th>City</th><th>Venue</th><th>Attendees</th></tr></thead><tbody><tr><td>Mon 21 Sept</td><td>Helsinki</td><td>Sokos Hotel Presidentti</td><td>70</td></tr></tbody></table>                                                                                                                                                                                                                                                                                                                                          | Date                    | City      | Venue | Attendees | Mon 21 Sept | Helsinki | Sokos Hotel Presidentti | 70 |  |
| Date                                                                                  | City                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Venue                   | Attendees |       |           |             |          |                         |    |  |
| Mon 21 Sept                                                                           | Helsinki                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Sokos Hotel Presidentti | 70        |       |           |             |          |                         |    |  |

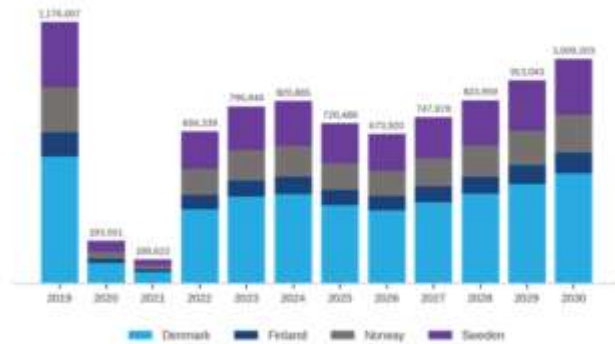
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                         |            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------------------------------|------------|
| <b>Tue<br/>22<br/>Sept</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Stockholm</b>  | <b>Hilton<br/>Stockholm<br/>Slussen</b> | <b>100</b> |
| <b>Wed<br/>23<br/>Sept</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Copenhagen</b> | <b>Scandic<br/>Kødbyen</b>              | <b>100</b> |
| <b>Thu<br/>24<br/>Sept</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Oslo</b>       | <b>Ambassaden<br/>Venue</b>             | <b>70</b>  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | <b>Total</b>                            | <b>340</b> |
| <b>Running order (each city)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                         |            |
| <ul style="list-style-type: none"> <li>• <b>Mid-afternoon (from ~3:00pm): Showroom set-up for exhibitors</b></li> <li>• <b>~3:00–4:30pm: Exhibitor briefing, including a local market update</b></li> <li>• <b>~4:30–5:30pm: Trade arrival and registration</b></li> <li>• <b>~5:00–10:00pm: Evening workshop, with free-flowing networking and one-to-one appointments with agents and media</b></li> <li>• <b>Close: Prize raffle for trade attendees, run by the Discover America chair in each market</b></li> <li>• <b>Hablo and Travel South fam trip prize giving</b></li> </ul> |                   |                                         |            |

## Nordic Roadshows – Market Update

## NORDICS ARRIVALS FORECAST

Visitation is forecast to rebound beginning in 2027, growing at an average annual rate of 7%, reaching 1 million by 2030.

Arrivals are expected to surpass 2024 levels by 2028 and fully recover to pre-pandemic levels by 2032.



Source: U.S. Department of Commerce/NTTO, March 2026; Tourism Economics, July 2026



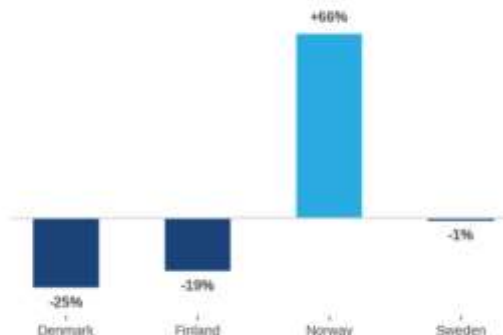
## NORDICS: 2026 ARRIVALS

| January - July       | 2026 Arrivals  | Δ YOY         |
|----------------------|----------------|---------------|
| Sweden               | 151,315        | -9.6%         |
| Norway               | 101,997        | -0.4%         |
| Denmark              | 83,730         | -26.8%        |
| Finland              | 52,281         | -11.8%        |
| <b>Nordics Total</b> | <b>389,323</b> | <b>-12.2%</b> |

Source: U.S. Department of Commerce/NTTO, August 2026

## JUNE ARRIVALS

- Increased air bookings for World Cup travel resulted in a 66% year-over-year increase in arrivals from Norway in June.
- Total arrivals from Sweden were flat (-1%), with increased trips to Dallas and Houston offset by lower travel to other destinations.
- Denmark's decrease (-25%) is in line with the rest of 2026.
- June arrivals from Finland are down more in June (-19%) than year-to-date (-12%).



Source: NTTO, July 2026

# Nordic Roadshows 2026



Helsinki



## 2026 NON-STOP SEAT CAPACITY BY DESTINATION

| USA                   | Denmark        | Finland        | Norway        | Sweden         |
|-----------------------|----------------|----------------|---------------|----------------|
| New York              | 226,170        | 102,282        | 78,652        | 117,300        |
| Chicago               | 91,760         | 52,731         |               |                |
| Los Angeles           | 95,630         | 47,788         |               |                |
| San Francisco         | 100,124        |                |               |                |
| Dallas Fort Worth     |                | 99,362         |               |                |
| Boston                | 81,329         |                |               |                |
| Washington            | 66,669         |                |               |                |
| Atlanta               | 64,446         |                |               |                |
| Miami                 | 29,706         | 16,638         |               | 4,872          |
| Seattle               | 24,862         | 12,276         |               |                |
| Philadelphia          | 25,506         |                |               |                |
| Minneapolis / St Paul | 20,794         |                |               |                |
| <b>TOTAL</b>          | <b>826,996</b> | <b>331,077</b> | <b>78,652</b> | <b>122,172</b> |

Source: Sabre, July 2026



## Stockholm



## Copenhagen



Oslo

# Hablo Nordics – September Posts

**Travel South USA** 405 · 3 September

Louisiana has opened a trail dedicated entirely to hot sauce and it's as bold and exciting as you'd expect 🌶️

The Louisiana Hot Sauce Trail features 17 stops at producers across the state, from small scale artisan makers to the iconic Tabasco. Along the way, visitors can also discover the Hot Sauce Shrine at Abbe Museum House, a truly unique sight! [...see more](#)



177 Likes · 12 Comments · Share

**Travel South USA** 356 · 10 September

In 2026, Greenwood, Mississippi is launching a brand new cultural route and it's a journey through the very soul of the American South 🇺🇸

The 22-stop trail connects visitors with people and places tied to blues and country music, civil rights history and literature. It's also built for the modern traveller, a digital visitor map lets you save QR codes at each stop and collect rewards along the way. [...see more](#)



566 Likes · 10 Comments · Share

**Travel South USA** 364 · 17 September

From Mountain Sides to Gulf Coast Sunsets 🌄

Did you know Alabama is one of the rare places where you can photograph an Appalachian mountain sunrise in the morning and watch the sun set over the Gulf of Mexico that evening? [...see more](#)



175 Likes · 13 Comments · Share

**Travel South USA** 407 · 8 September

One of America's most photographed landmarks is back and better than ever 🌟

The Cape Hatteras Lighthouse on the Outer Banks has reopened this summer following an extensive renovation. Standing at 195 feet (58 metres), it is the tallest brick lighthouse in the United States, capable of casting light over 15 miles (25 kilometres) in every direction. [...see more](#)



217 Likes · 18 Comments · Share

**Travel South USA** 355 · 11 September

Hike Ancient Boulders and Natural Chutes in the Ozarks 🏞️

Escape into the tranquility of Missouri's Ozarks, a region far older than the Rocky Mountains!

Hike over billion-year-old granite boulders at Elephant Rocks State Park, take in [...see more](#)



175 Likes · 9 Comments · Share

**Travel South USA** 371 · 22 September

River Drives, Hoofbeats, and Western Kentucky Culture 🐾

Embark on an unforgettable road trip through Western Kentucky, where vibrant street art and rich history meet along the Ohio and Tennessee rivers!

Stop at General Clay's house and see the original battle plan used by the Union in the [...see more](#)



210 Likes · 12 Comments · Share

**Travel South USA** 420 21 September

Before burnt ends was an every menu in Kansas City, they were a free snack given to folks waiting in line at Arthur Bryant's Barbecue.

Arthur learned from the "Father of BBQ" himself, Henry Perry, before establishing his legacy that changed smoked meat forever. If you consider yourself a barbecue fanatic, a trip to this iconic joint is most worthwhile. [...see more](#)



154 Likes 19 Comments Share

**Travel South USA** 281 24 September

Matchday at Nashville's GEODIS Park hits different.

As the largest soccer-specific venue in the country, it offers an annual stadium vibe packed with top-notch local food stalls and craft brews. Plus, it's officially set to host matches for both the 2028 Olympic and Paralympic Games. Between matchday energy and excellent food and beer, this spot is a phenomenal Southern destination for soccer fans. [...see more](#)



153 Likes 9 Comments Share

**Travel South USA** 314 29 September

Iconic: Zombie Views and Rooftop Views in Atlanta

Start your Rhythms of the South road trip capturing Atlanta's most famous skyline backdrops!

Walk across Old Fourth Ward's historic Street Station - previously featured in *RAMPS*. [...see more](#)



158 Likes 7 Comments Share

**Travel South USA** 314 23 September

Gothic Landmarks and Swamp Folklore on the Open Road

Embark on a photo-worthy road trip across Louisiana where historic architecture meets wild coastal landscapes!

In South Louisiana, viewed at Louisiana's Old State Capitol in Baton Rouge, is 176 views. [...see more](#)



168 Likes 8 Comments Share

**Travel South USA** 488 27 September

From Delta Services to Neon Nights

Start your photo-ready Mississippi road trip in Clarksville, where public art murals line the street corners and the legendary Crossroads of Highways 61 and 49 delivers an essential photo stop. Continue to Cleveland for the GRAMMY® Museum Mississippi and Historic Piedmont Park. Further looking for inspiration, don't forget about the city of Memphis. [...see more](#)



208 Likes 18 Comments Share

### III. Communications & PR

#### September Newsletter – ‘6 Roadtrips through the U.S. Southern States’

##### Newsletter links

DK: <https://presscloud.com/csp/vocast/message.csp?KEY=401260022322459&format=web>  
NO: <https://presscloud.com/csp/vocast/message.csp?KEY=592261881541895&format=web>  
SE: <https://presscloud.com/csp/vocast/message.csp?KEY=541626766466279&format=web>  
FI: <https://presscloud.com/csp/vocast/message.csp?KEY=114810680359850&format=web>

##### Newsletter stats:

Delivered: 395

Open rate: 126 (31.9%)

Click rate: 4 (3.17%)

| Contact        | Activity/Activation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Follow-up/Next Steps |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Media Meetings | <ul style="list-style-type: none"><li>• Kirsten Vestergaard, Freelance for REJSER (DK) – Discussing press trip opportunities. Kirsten is very interested in participating in GMM.</li><li>• Karin Wallén, Freelance for Utemagasinet and Vagabond (SE) – Discussing press trip opportunities and story angles.</li><li>• Anders Hartzberg, Editor for Travelmore (DK) - Discussing press trip opportunities. Anders also presented a new marketing feature on their site, where destinations can get their own destination page and a promise of all press releases distributed to be published. The new feature will be launched next year.</li><li>• Milan Botani, Editor for Pomm Magazine (NO) –Milan is former travel editor at Nettavisen and recently launched a new lifestyle magazine. We discussed story ideas and press trip opportunities.</li></ul> |                      |

#### Bourbon tasting at Travel News Market Stockholm, November 12

The sommelier we have previously worked with for our bourbon tastings has confirmed that he is available to do a bourbon tasting with us at Travel News Market in Stockholm.

We are just finalizing the details and will soon share a budget.

#### 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<br>-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<br>-15% Media agency discount  | 2900,63 € + 2500 € (producing for editorial) |
| Native article online<br>Audience guarantee 10 000 | Apu.fi / Mondo                                                                                                   | 4900,00 €                                          | 50% client discount<br>-15% Media agency discount  | 2082,50 €                                    |
| Total                                              |                                                                                                                  | 20 036,00 € + 5000,00 €<br>editorias = 25 036,00 € |                                                    | <b>13 515,31 €</b>                           |

# IV. Newsletters

## Travel South All Y'all Are Welcome USA

Press release

### 6 road trips through the U.S. Southern states

A road trip is an obvious way to experience the many facets of the American Southern states. Here everything from vast landscapes, vibrant cities, music, art and local specialties awaits. Here are six proposals for roadtrips through the U.S. Southern states.



#### Roadtrip through South Carolina's Lowcountry

Experience South Carolina's Lowcountry on a 3-5 day road trip. Start in Charleston with the colorful townhouses on Rainbow Row and take a walk along the promenade The Battery, where the city's history and special charm are expressed. Continue to the Edisto Island and the Botany Bay nature reserve, known for its unspoiled coastal nature, where old, windworn trees stand as sculptures along the beach. Finish the trip in Beaufort, whose historic streets, mansions and moss-clad oaks have been the setting for a number of Hollywood films, including Forrest Gump.

[Read more](#)



#### Wall murals on road trip in Tennessee

Murals are a popular way for cities to express the identity and mood of the local community. In Tennessee, there are countless opportunities to go on a road trip, where the murals are in the center. Visit Memphis, which with its strong musical identity has a number of paintings related to the city's musical heritage, e.g. the I Love Memphis painting at the Blues Museum, which refers to the area's soul history. In Cleveland, the public art project Black Alley Galleries has also been created, which transforms unused alleyways in the center into art galleries.

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#### Roadtrip through western Kentucky - music, nature and barbecue

Start your journey through western Kentucky in Central City, where the area's musical heritage is celebrated at historic venues around the city's square. Continue to Madisonville, where classic Southern barbecue awaits at Southern Bar-B-Que with pulled pork, smoked chicken and beef brisket on the menu. Outside the city, Settle Lake & Falls offers nature experiences with a cave and a 21-meter-high waterfall. The last stop of the tour is Paducah, where more than 90 murals along the river tell the story of the city's development.



#### Exploring Louisiana - from local specialties to swamp attractions

On a journey through Louisiana, the tour can begin in Natchitoches, known as Louisiana's "Silent Film Capital." The town itself has been part of the city's food culture since the 17th century, and today the restaurant L'Arbre's famous for the local specialty. From here, the tour takes you to the Bayou Country, where the historic building Louisiana's Old State Capitol stands high over the Mississippi River and offers both distinctive architecture and an insight into the state's history. The journey ends in the swampy Bayou Country, where the tour offers a rich wildlife and local culture.

[Read more](#)



#### On a road trip through Missouri's state parks

In Missouri, you can advantageously let your road trip start with nature in the many state parks. Start the tour by experiencing the 600-year-old rock formations in Elephant Rocks State Park. Then head to the Twin Lake Mountain State Park and experience the magnificent view from Missouri's highest point. Continue down the river of the Ozark National Scenic Riverways on a quiet boat surrounded by natural springs and a rich wildlife where there is the opportunity to see white horses in Shaver's County.

[Read more](#)



#### Rhythms of the South: Roadtrip through Southern metropolises

The Southern cities of Atlanta, Nashville and New Orleans are a popular roadtrip combination through the American Southern states.

Begin the tour of Atlanta, where Piedmont Park offers a green oasis with scenic trails, sports fields and views of the city skyline. End the day at the top of the Police City Market, where both Skyline Park and the beer garden 9 Mile Station are located.

In Nashville, you should visit the John Seigenthaler Pedestrian Bridge, which offers an iconic view of the city's skyline with the Cumberland River in the foreground. Also visit Hooters Highway on Lower Broadway, where live music plays from morning to late night.

Finish the tour in New Orleans with a walk in the French Quarter, where historic architecture, wrought-iron balconies and colorful streets characterize the cityscape. When darkness falls, Frenchmen Street wakes up with jazz clubs and intimate venues.

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#### About Travel South USA

Travel South USA is the tourist board of 12 states in the southern United States. Here you will find a wonderful mix of beaches, mountains, music, culture and culinary experiences. With short distances between the cities and the experiences, the area is ideal for a USA road trip.

Here you can drive along green fields or along winding roads in the Great Smoky Mountains - or enjoy the lush landscape along the 1,532-kilometer Coast Highway, which runs from the foothills of the Blue Ridge Mountains to the sea and beach. Along the way, you can enjoy the hospitality of the small towns, dive into the region's antique music history, visit local boutique distilleries, or explore the varied food culture.



## V. Market Updates

### **SAS rescue cost more than SEK 6 billion – financial firms became billion-krona winners**

SAS's crisis rescue through the US Chapter 11 bankruptcy process cost more than SEK 6 billion (\$600 million). More than half went to advisers, interest and fees. Two US firms, Seabury Capital and Apollo Capital Management, each received more than SEK 1 billion (\$100 million).

### **Apollo Travel: Exotic travel surges – Thailand tops the list**

Sales of exotic holidays at Apollo Travel have more than doubled in recent weeks compared with the same period last year. Thailand accounts for the largest increase, at 142 per cent.

### **EU blocks Booking from acquiring Swedish Etraveli**

Booking Holdings may not acquire Sweden's Etraveli. The EU General Court has dismissed Booking's appeal, thereby upholding the European Commission's 2023 decision to block the deal. For the Swedish travel giant, the ruling means it will continue as an independent company – despite Booking and Etraveli already having extensive commercial cooperation.