France REPORT

FY27 - October 2026

Travel South USA

All Y'all Are Welcome

Prepared by
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B WORLD COMMUNICATION

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I. Market Overview.

Orchestra/L'Echo Touristique September 2026 - Top 20 destinations and market trends update.
Travel sales through French travel agencies continued to grow in September 2026, rising by 2.8% year-on-year, following a stronger 7.3% increase in August. Bookings mainly focused on the autumn and winter seasons, driven by travelers with higher budgets. Half of the 20 destinations tracked by *Orchestra* for *L'Écho Touristique* recorded year-on-year growth. Egypt remained one of the strongest performers, with sales up 24.7%, while Finland (+37.4%) and Japan (+31.2%) recorded the sharpest increases. Metropolitan France, Spain and Tunisia maintained the top three positions, while the Dominican Republic became the leading long-haul destination. The United States, however, saw sales decline by 13.3%, falling to 16th place, while Mexico (-17%) and Turkey (-16.6%) also experienced a downturn. Overall, September confirmed the positive momentum seen in August, with travel sales continuing to recover after a challenging spring and early summer.
Source : Baromètre Orchestra/L'Écho : le top 20 des destinations en septembre 2026 - L'Echo touristique

US Tourism: looking ahead to 2027 with renewed airline investment.
International tourism to the United States faced a challenging 2026, with arrivals down 5.7% during the first nine months of the year, while French visitor numbers declined by 15.3%. Rising travel costs, the strength of the US dollar and concerns surrounding entry procedures contributed to the slowdown. Nevertheless, the outlook for 2027 is more encouraging, with eight new direct routes between France and the US scheduled to launch, including connections from Toulouse, Marseille and Nice. Air France will also expand its network with new direct flights to San Diego and Nashville, while Alaska Airlines will introduce a Paris–Seattle service. United Airlines is also planning to increase its seat capacity between France and the US by nearly 30% in summer 2027 compared with 2026. This continued investment in transatlantic connectivity highlights the airlines' confidence in the market and will offer French travelers more opportunities to explore destinations across the United States.
Sources: Transatlantique : malgré Trump et le kérosène, une pluie de nouvelles lignes entre France et États-Unis en 2027 | L'Echo touristique ; US Visitor Numbers Plummet Amid High Costs, Trade Disputes and False Rumors - TravelPulse ; États-Unis : la fréquentation touristique internationale poursuit sa baisse - Bee Travel News

French Travelers: prioritizing experiences and value for money in 2027.
According to Skyscanner's 2027 Travel Trends report, French travelers remain keen to explore, with 72% planning to travel at least as much in 2027 as in 2026. However, they are becoming more selective with their spending, with more than half considering reducing their flight budget to allocate more money to experiences at their destination. Authenticity, local culture and gastronomy are increasingly important, while 30% say they are looking to explore less crowded destinations near major tourist hotspots. Travelers are also making greater use of AI to compare prices, discover destinations and plan personalized itineraries. These trends point to continued demand for international travel in 2027, with growing opportunities for destinations offering authentic experiences, good value for money and alternatives to traditional tourist hotspots.
Source : Skyscanner décrit des voyageurs moins dépensiers mais plus exigeants - Travolution

French Travelers: a growing shift towards off-peak travel.
French travelers are increasingly spreading their holidays throughout the year, with 2026 figures from tour operator Sunweb highlighting a growing appeal for travel outside the traditional summer peak. While August remained the most popular departure month, accounting for 35% of travelers, departures in April rose by 30%, while May and June each recorded a 20% increase compared with 2025. Bookings for October were also up 45% year-on-year, with particularly strong growth for Tunisia (+132%), Greece (+53%) and Spain (+37%). Families accounted for 62% of October bookings, confirming that off-peak travel is no longer limited to couples or travelers without school-age children. This trend reflects growing interest in more flexible travel dates, potentially offering opportunities for destinations to attract French visitors beyond the traditional summer season.
Source : Les voyageurs français délaissent-ils la haute saison ? - TourMag

Les Maisons du Voyage: strong booking growth and new opportunities for 2027.
Despite a challenging start to 2026, French tour operator Les Maisons du Voyage has recorded double-digit booking growth since summer, helping offset a difficult spring. The company expects to close the year with revenue of €55–57 million, broadly in line with 2025. Looking ahead, the tour operator is adapting to changing travel habits, as more consumers turn to AI tools to research destinations and plan their trips. However, human expertise remains essential, particularly for tailor-made holidays, with an average booking value of €10,000. In 2027, Les Maisons du Voyage plans to launch a new Premium product range focused on exclusive experiences and enhanced service, while stepping up its efforts to promote China, a destination that has been growing steadily since 2023.
Source: Les Maisons du Voyage : « Une croissance à deux chiffres » depuis cet été, qui compense en partie le trou d'air du printemps - L'Echo touristique

II. Executive summary.

- **2026 trade roadshows.**

In October, BWC engaged with over 75 local travel professionals in three different cities (Rennes, Tours and Poitiers), as part of joint initiatives with two tour operators, Jetset Voyages (Austral Lagons group) and Visiteurs. See section III. Travel Trade activities for further details and photos.

- **Trade webinar.**

BWC partnered with tour operator Amerigo to deliver a one-hour training webinar dedicated to the South. The session featured presentations focusing primarily on North Carolina, South Carolina and Louisiana, with the objective of supporting Amerigo's new product launch. Further details are available in section III. Travel Trade activities.

- **Out-of-scope TSF98 Radio Station coverage trip.**

BWC supported TSF98 Radio Station's proposed media project to visit Tennessee in January 2027 to produce a one-hour radio program showcasing the state's culture, history, music and tourist attractions. See section V. PR & media activities for media profile and coverage details.

- **2027 TSUSA Global Week (April 21-29, 2027).**

BWC is actively working to secure the participation of four journalists representing leading French media outlets in the 2027 Travel South USA Global Media Marketplace in Bentonville, Arkansas and the associated press trips. In October, BWC confirmed the participation of two media outlets: 20 minutes (Jean-Claude Urbain) and Dynamic Seniors (Valérie Collet). See section V. PR & media activities for details.

France FY27 Metrics – OCTOBER 2026 (Q1 & Q2)

		July 2026	August 2026	September 2026	Q1 TOTAL	October 2026	Q2 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**	8	**8**	**36**
	Number of Agents Trained	28	0	60	**88**	176	**176**	**264**
	PR & MEDIA							
	Media Meetings	6	5	8	**19**	5	**5**	**24**
	Total number of articles published	12	18	14	**44**	35	**35**	**79**
	Impressions	1 085 790,00	6 439 250,00	5 249 320,00	**12 774 360,00**	3 318 400,00	**3 318 400,00**	**16 092 760,00**

III. Travel Trade activities.

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

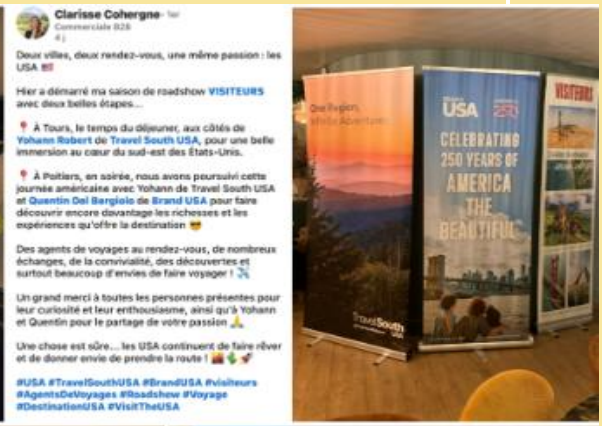
Event/ Action	Contact person	Activity/Activation	Follow up /Next step
JETSET VOYAGES TRADE ROADSHOW	**Alain Lebreton** Sales Director & **Marine Piano** Regional Sales Manager	As part of the FY27 trade plan of actions, BWC participated in the 2026 Jetset B2B roadshow in the city of Rennes, Britanny, on October 6th, 2026. The event gathered 35 travel agents from top-tier distribution networks including Carrefour Voyages, Voyages Cottin, Leclerc Voyages, TUI France, Havas Voyages, La Route des Iles, Salaün Holidays, Visages du Monde, Elan Évasions, Celtea Voyages, Richou Voyages, Préférence Voyages (Selectour), Eden Tour, Le Comptoir de vos Vacances, In Fine Delphine Voyages. Format : ✓ 25-minute presentation slot on the TSUSA destinations pillars, must-see attractions and latest news. ✓ On-site signage (roll-up). ✓ French TSUSA Travel Guides and note maps. ✓ 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 seize opportunities to partner again with the Jetset/Austral Lagons team through June 2027 or for FY28.





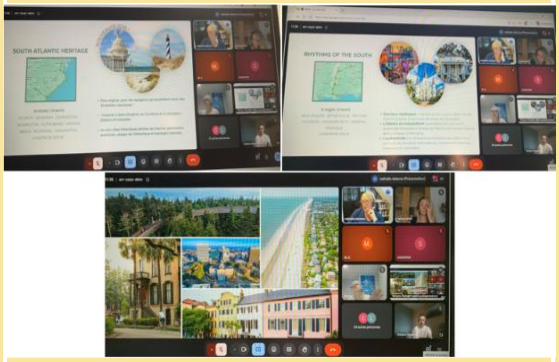
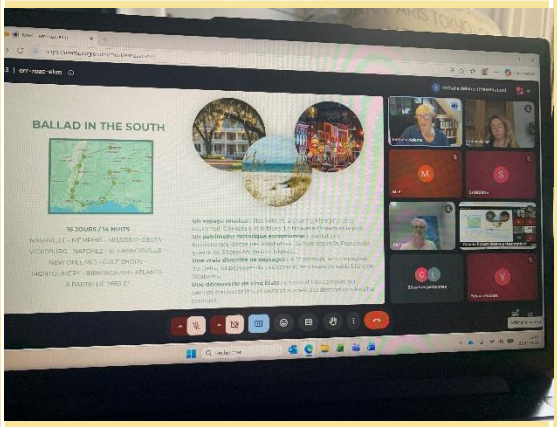
VISITEURSv TRADE ROADSHOW	**Clarisse Cohergne** Regional Sales Manager	BWC participated in the 2026 Visiteurs B2B roadshow in two cities: Tours (Lunch) and Poitiers (Dinner) on November 5th, 2026. A total of 40 travel agents attended the events, representing a good mix of distribution networks such as Leclerc Voyages, Ekitour, TUI France, Havas Voyages, Lussac Voyages, Salaün Holidays, Richou Voyages, Transazur Voyages, Avita Voyages, Voyages Robin, Rayssac Voyages (Selectour). Format : ✓ 35-minute presentation slot on the TSUSA destinations pillars, key attractions and latest news. ✓ On-site signage (roll-up). ✓ French TSUSA Travel Guides and note maps. ✓ Seated lunch and dinner with Q&A session. BWC received very positive feedback on the presentation as well as strong interest in the Southern U.S. destinations, which were largely unfamiliar to most attendees. The session provided a valuable opportunity to raise awareness of the region and introduce participants to its diversity of experiences and assets.	Visiteurs will update BWC with any additional opportunities to promote the TSUSA destinations in other cities or regions.









AMERIGO TRADE WEBINAR	**Nathalie Delame** Product Director	On November 3rd, 2026, BWC partnered with the Amerigo team for a 1-hour webinar dedicated to the South, with a particular focus on the states of North Carolina, South Carolina and Louisiana. It aimed to support the promotion of Amerigo's newly launched itineraries and showcase the range of existing products they offer in the South. BWC provided a 30-minute presentation of the states, shared travel tips and answered questions from the attending travel agents. Final audience: 46 travel specialists from various distribution networks Amerigo work with.   	BWC will follow-up on opportunities to further assist the Amerigo team in promoting the TSUSA destinations.

IV. Newsletter & Sales calls.

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

In October 2026, BWC created and distributed a newsletter to key trade industry partners with the theme '***Hidden Jukebox Joints & Honky-Tonk Nights Across the South***'. It included Rhythms of the South, North Carolina, Kentucky and Missouri.

Contacts : 1,706
Open rate : 25.02%

Travel South USA
All Y'all Are Welcome

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Mardi 3 novembre 2026

NEWSLETTER

ROAD TRIP MUSICAL DANS LE SUD : LES ADRESSES À NE PAS MANQUER

Berceau du blues, du jazz, de la country et du rock'n'roll, le sud-est américain se dévoile au fil de ses routes mythiques et de ses scènes musicales. De studios d'enregistrement en clubs intimistes, de salles de concert emblématiques en adresses confidentielles, le voyage transporte le visiteur au coeur des territoires, à la découverte du patrimoine, des figures locales et des vibrations qui ont façonné l'histoire musicale américaine.



RHYTHMS OF THE SOUTH

Haut lieu de la musique live, **Nashville** invite les voyageurs à découvrir une scène musicale incontournable, de ses temples de la country à ses adresses plus secrètes. Sur la célèbre *Honky Tonk Highway*, des dizaines d'établissements proposent des concerts gratuits, offrant une immersion unique dans l'effervescence musicale de la ville. Parmi les adresses à ne pas manquer figurent **Robert's Western World**, réputée pour son populaire événement « Recession Special », ainsi que **Legend's Corner** et **Tootsie's Orchid Lounge**. Les amateurs de country peuvent également découvrir les établissements associés à leurs artistes favoris, tels que Casa Rosa de Miranda Lambert, **Ole Red** de Blake Shelton, **Chiefs** d'Eric Church, **Luke's 32 Bridge** de Luke Bryan et **Friends in Low Places** de Garth Brooks. À proximité de Broadway, **Printers Alley** complète cette découverte avec ses bars intimistes et ses salles de concert appréciées des locaux. Music City révèle une atmosphère plus confidentielle à **East Nashville**, où **Dino's Nashville** séduit par ses burgers et son original « Dolly's Lemonade Stand », tandis qu'Ernie's Boondock et Lakeside Lounge trônent parmi les adresses les plus prisées des habitants. Dans le quartier de **Wedgewood-Houston**, à une dizaine de minutes au sud du centre-ville, **Santa's Pub** offre une expérience insolite : un karaoké installé dans une caravane, où des artistes tels qu'Ed Sheeran, Kacey Musgraves et Noah Kahan se sont déjà illustrés.



À **La Nouvelle-Orléans**, la musique ne se limite pas au **Quartier Français**. Il faut savoir s'aventurer au-delà des scènes les plus connues pour découvrir des adresses intimes, des bars de quartier, des salles de concert historiques et des institutions locales où le jazz, le blues, le funk et les « brass bands » continuent de façonner l'identité de la ville. On y explore l'ambiance musicale de **Frenchmen Street** dans des lieux très appréciés comme **d.b.a.**, **The Spotted Cat Music Club** ou **Snug Harbor Jazz Bistro**, avec des concerts qui font vibrer les sonorités de Big Easy jusque tard dans la nuit. Dans le quartier d'Uptown, des salles incontournables telles que **Tipitina's** ou **Maple Leaf Bar** continuent d'accueillir plusieurs générations de musiciens qui contribuent à perpétuer la tradition musicale locale. Entre deux sets, les visiteurs sont invités à se laisser tenter par les **spécialités culinaires des lieux**, au premier rang desquelles figure le gumbo, mais aussi les fruits de mer frits, les écrevisses ou les « **po-boys** ». Pour finir la soirée, rien de tel qu'un bar de quartier tranquille pour déguster un **Sazerac**, le cocktail iconique de La Nouvelle-Orléans, traditionnellement préparé à base de whisky de seigle ou de cognac, d'absinthe, de sucre et de « Peychaud bitters ». Qu'ils soient légendaires ou confidentiels, les lieux où l'on écoute de la musique à La Nouvelle-Orléans offrent aux voyageurs une occasion unique de s'immerger dans la culture musicale du sud, là où elle vit et respire.

CAROLINE DU NORD



La **Caroline du Nord** révèle toute son authenticité musicale à la nuit tombée, entre bars intimistes, *juke joints* historiques, honky-tonks animés et salles indépendantes. À **Wilmington**, **Rusty Nail Saloon**, ouvert depuis 1957, perpétue l'esprit du blues traditionnel, tandis que **Coyote Joe's**, à **Charlotte**, incarne la culture country avec ses concerts live et ses pistes de line dancing. L'expérience se prolonge au-delà des circuits classiques avec **Doodad Farm**, près de **Greensboro**, qui propose des rendez-vous musicaux dans le cadre rural et immersif d'une ancienne grange à tabac, tandis que **Alleghany Jubilee**, situé à Sparta, fait vivre les traditions musicales des Blue Ridge Mountains à travers le bluegrass, la musique traditionnelle des montagnes et le clogging, danse officielle de l'État qui rappelle la pratique des claquettes. À **Winston-Salem**, **The Ramkat** accueille une programmation éclectique dans une atmosphère urbaine et conviviale. Pour une scène plus alternative, **Berkeley Cafe** à **Raleigh**, Motorco Music Hall à **Durham**, et **The Orange Peel** à **Asheville**, explorent le rock indépendant, le folk, le punk, le hip-hop et les sonorités électroniques. Ces lieux à taille humaine privilégient la proximité avec les artistes, la convivialité et les traditions locales, permettant aux voyageurs de s'imprégner d'une **culture musicale** vivante, spontanée et profondément ancrée dans son territoire.



KENTUCKY

Si le **Kentucky** est réputé pour son bourbon et ses chevaux, l'âme de l'État se reflète aussi dans ses *juke joints*, ses bars honky-tonk et ses petites salles de quartier. Parfois à l'écart des circuits touristiques, ces lieux méconnus perpétuent une scène musicale authentique et enracinée dans l'histoire locale. À **Lexington**, **Tee Dee's Lounge** est une adresse incontournable pour les amateurs de blues. Le musicien Tee Dee Young, membre éminent du Blues Hall of Fame qui a partagé la scène avec des noms comme Al Green, Aretha Franklin ou James Brown, y anime des « jam sessions » électrisantes chaque lundi soir. À **Louisville**, dans le quartier de **Butchertown**, **The Whirling Tiger** cultive une atmosphère rétro éclectique, entre soirées survoltées et concerts indie. À Rosine, **Rosine Barn Jamboree** fait quant à lui vivre l'héritage du bluegrass à travers des sessions acoustiques dans la ville natale de Bill Monroe, figure fondatrice du genre, à qui l'on a dédié le **Bill Monroe Museum**. Ces lieux de rencontre racontent l'histoire musicale du Kentucky sur des parquets patinés par le temps, et des générations de mélomanes qui, une bière fraîche à la main, entretiennent l'esprit du ***Bluegrass State***. Le patrimoine du Kentucky se décline également à travers des sites historiques comme West Walnut Street à Louisville. Aujourd'hui rebaptisé **Muhammad Ali Boulevard** en hommage au célébrissime sportif natif de la ville, il fut un haut lieu de la culture afro-américaine, du commerce et du divertissement. Ses clubs et ses théâtres accueillaient les plus grands artistes de rhythm and blues et de blues.

MISSOURI



Berceau d'une **scène jazz** emblématique, **Kansas City** invite les voyageurs à découvrir un patrimoine musical vivant de l'État du **Missouri**, étroitement lié à son histoire et à son identité culturelle. Au cœur de cette tradition, le quartier de **18th & Vine** perpétue l'héritage des grands noms du jazz américain, grâce à des clubs légendaires, des concerts dédiés et des lieux de mémoire. L'**American Jazz Museum** constitue une étape majeure pour explorer l'histoire de ce genre musical et son influence sur la culture américaine. À proximité, **Mutual Musicians Foundation**, anciennement "*Colored Musicians Union Local 627*", témoigne du rôle majeur des musiciens afro-américains dans le développement de la scène locale. Ce syndicat pionnier contribua notamment à l'émergence d'artistes tels que Count Basie et Charlie Parker. Depuis les années 1930, les « jam sessions » qui y sont organisées chaque vendredi et samedi soir continuent de perpétuer la tradition avec les musiciens et le public.

LE SAVIEZ-VOUS?

Au-delà de son patrimoine musical, Kansas City poursuit sa transformation urbaine grâce au développement de son réseau de transports publics gratuits. Le récent prolongement du KC Streetcar sur Main Street facilite l'accès à plusieurs sites incontournables de la ville, dont le **National WWI Museum and Memorial**, qui fête cette année ses 100 ans d'existence. Le tramway rallie également le quartier de **Westport** et son parcours de promenade pédestre, ainsi que le **Nelson-Atkins Museum of Art** et **Country Club Plaza**, l'antre du shopping local.

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

Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
BREAK EVASION	Call	**Lou-Anne** Back Office Assistant	Break Evasion is a travel agency based in Tarbes (Southwest of France), specializing in group travel across leisure, MICE and school trip segments. Lou-Anne contacted BWC to mention the growing number of requests they are receiving for travel to the Southern USA. The agency is looking to expand its network of local partners, especially for French-speaking tour guides and activity providers in destinations such as Nashville, Memphis, Atlanta and across Louisiana.	BWC reminded Break Evasion of specialized trade partners such as Cali'fun and Voyage en Français, and shared Rey Royal's contact details to showcase the diversity of available services and experiences across the TSUSA destinations.
TOUNDRA VOYAGES	Meeting	**Geoffrey Duval** Sales Representative	In October, Geoffrey provided an overview of Toundra's portfolio and latest product developments, highlighting promotional offers and potential partnership opportunities to increase the visibility of TSUSA destinations.	BWC will follow up on these opportunities to explore further ways to promote the South and support Toundra's product offering in the region.
KUONI FRANCE	Call	**Emmanuelle Delbecq** Tour Operating Operations Coordinator	The Kuoni team contacted BWC to propose participation in its Q1 2027 trade roadshow, scheduled to take place in six selected cities to support the launch of its new brochure.	Due to calendar conflicts, BWC had to decline the proposal but expressed its continued interest in exploring future opportunities for TSUSA.
LAURIE EN CALIFORNIE	Call	**Laurie Gounelle** Travel Planner & US Specialist	Laurie is a travel planner, tour guide and US-specialist professional who organizes French-speaking guided tours across California and other U.S. regions to both individual travelers and groups, for leisure or corporate purposes. She contacted BWC following a request from clients interested in touring the South.	BWC provided recommendations for hotel options and activities in Louisiana, Georgia (Atlanta) and Alabama, and will remain available for any additional needs or further support.
EDREAMS ODIGEO	Call	**Céline Derouillat** Head of Media Services Northern Europe	Following BWC's meeting with Céline in October, she expressed strong interest in participating in U.S. trade shows in 2027, either on a global scale (IPW) or at a regional level (TSUSA Showcase). This participation would support the continued development and expansion of their U.S. product offering, particularly in areas such as the South where their portfolio can be strengthened.	BWC shared useful information and resources with Céline and will continue to follow up of her needs.

V. PR & media activities.

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

In October 2026, BWC created and shared a press release to target media outlets with the theme '***Hidden Jukebox Joints & Honky-Tonk Nights Across the South***'. It included the Rhythms of the South, North Carolina, Kentucky and Missouri destinations.



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Lundi 2 novembre 2026

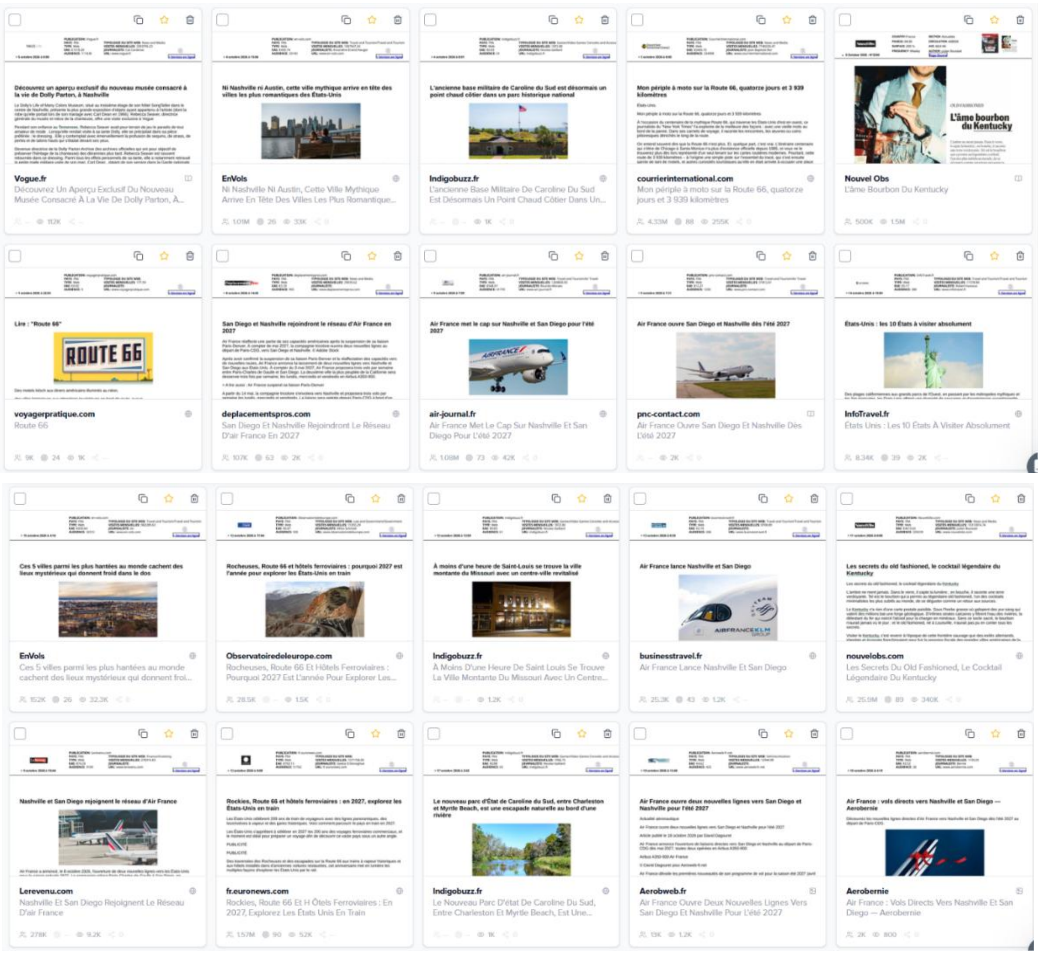
Contacts : 568
Open rate : 25.55%

COMMUNIQUÉ DE PRESSE

ROAD TRIP MUSICAL DANS LE SUD : LES ADRESSES À NE PAS MANQUER

Berceau du blues, du jazz, de la country et du rock'n'roll, le sud-est américain se dévoile au fil de ses routes mythiques et de ses scènes musicales. De studios d'enregistrement en clubs intimistes, de salles de concert emblématiques en adresses confidentielles, le voyage transporte le visiteur au coeur des territoires, à la découverte du patrimoine, des figures locales et des vibrations qui ont façonné l'histoire musicale américaine.

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



Company Name	Contact mode	Contact person	Activity/Activation	Follow up/Next step
Monthly media contacts				
RADIO TSF98	Meeting	**Christophe Vaudry** Director	Radio TSF98 is a regional radio station based in Normandy, northern France. Christophe expressed interest in featuring Tennessee in January 2027 as part of 'Carnets de Routes', the station's travel-focused program. It would consist of a one-hour broadcast and subsequent replays, showcasing several regions of Tennessee to the station's regional audience. BWC presented the out-of-scope opportunity with the TSUSA and Tennessee teams, including the radio station's support requirements, anticipated travel dates and areas of interest, particularly Nashville and Chattanooga.	Following a review, TSUSA and Tennessee partners confirmed interest in hosting the media visit. BWC will coordinate with both teams to facilitate logistics and arrangements.
20 MINUTES	Meeting	**Jean-Claude Urbain** Journalist	20 minutes is one of France's leading digital news platforms, covering a broad range of topics including national and local news, entertainment, sports, lifestyle, technology, travel, ecology, gaming, professional life, consumer affairs and professional life. Monthly reach: 13.6M unique visitors. Following previous discussions, Jean-Claude confirmed his interest in participating in the 2027 TSUSA Global Week in Bentonville, Arkansas and press trip. Destination and itinerary preference: **Tennessee's Legendary sounds & flavors.**	BWC shared Jean-Claude's registration form with the TSUSA team and will follow up on the next steps, including participation arrangements and logistics.
LE BONBON	Meeting	**Agathe Baudelaire** Tourism Partnership Manager	Le Bonbon is a print and digital media platform targeting an active, urban audience aged 18–45, with high incomes and strong purchasing power, across 15 major cities in France. Its editorial content focuses on local news, culture, lifestyle, food and travel, with a strong emphasis on proximity and urban experiences. Print circulation: 300,000 copies; social media: 6 million followers; Newsletter: 250,000 subscribers; Website: 12 million monthly page views.	BWC had a meeting with Agathe in October to discuss potential partnership opportunities and explore visibility options to promote TSUSA destinations through Le Bonbon's print and digital platforms.
GLOBE RIDER MAGAZINE	Meeting	**Collin Audibert** Chief Editor	Globe Rider Magazine is a bimestrial print media outlet targeting motorcycle enthusiasts and travel lovers, with editorial focus on motorcycling, discover and travel experiences.	BWC met with Collin discussed collaboration opportunities for 2027, with the aim of showcasing the South the magazine's target audience.
DYNAMIC SENIORS	Meeting	**Valérie Collet** Journalist	Valérie is a freelance journalist contributing to Dynamic Seniors, a digital media platform targeting active, young seniors, and an audience of 450,000 monthly visitors with strong interest in travel and discovery. Its editorial content focuses on topics such as health, wellness, tourism, gastronomy, culture and fashion. Following a meeting in October, Valérie confirmed her interest in participating in the 2027 TSUSA Global Week and associated press trip. Destination and itinerary preference: **Louisiana Tales of the twin rivers**.	BWC shared Valérie's registration form with the TSUSA team and will follow up on the next steps, including participation arrangements and logistics

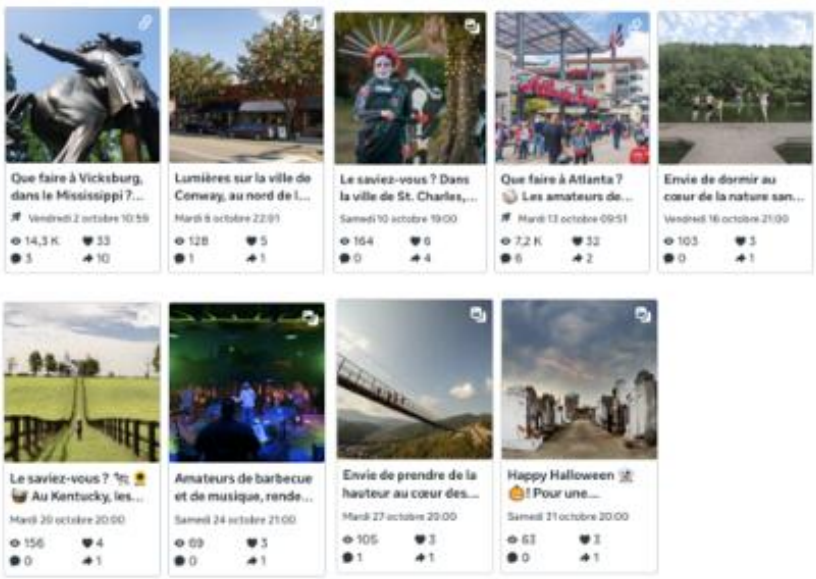
VI. Social Media.

Content
B World Communication published 9 Facebook and Instagram posts in October, with a selection of highlights and events such as nature (Alabama, Kentucky), neighborhoods and attractions (Atlanta, Tennessee, Mississippi, South Carolina, Louisiana) and festivals & events (Missouri, North Carolina).

Facebook	October 2026	Evolution vs last month	Instagram	October 2026	Evolution vs last month
Facebook page followers	7,719	Up 0.39%	Instagram page followers	564	Up 2.36%
Facebook reach	14,166	Up 16.16%	Instagram reach	12,528	Up 18.33%
Facebook views	23,572	Up 7.51%	Instagram views	18,482	Up 26.25%
Facebook likes	107	Down 29.61%	Instagram likes	133	Down 16.87%
Facebook comments	14	Up 16.67%	Instagram comments	18	Even
Facebook shares	22	Up 29.41%	Instagram shares	10	Down 23.08%

Paid promotion
B World Communication published 4 sponsored posts in October, 2 Facebook posts for an amount of $47.39, as well as 2 Instagram posts for an amount of $48.08, representing a total of $95.47 in paid promotion.
The sponsored Facebook posts resulted in 21,181 views and 402 interactions including 319 clicks on the Facebook page. The sponsored Instagram posts resulted in 17,272 views and 423 interactions including 396 clicks on the Instagram page.

October Facebook posts





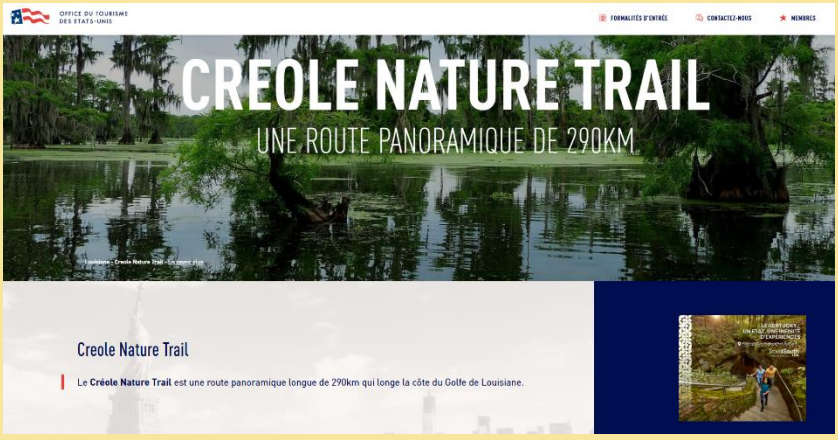
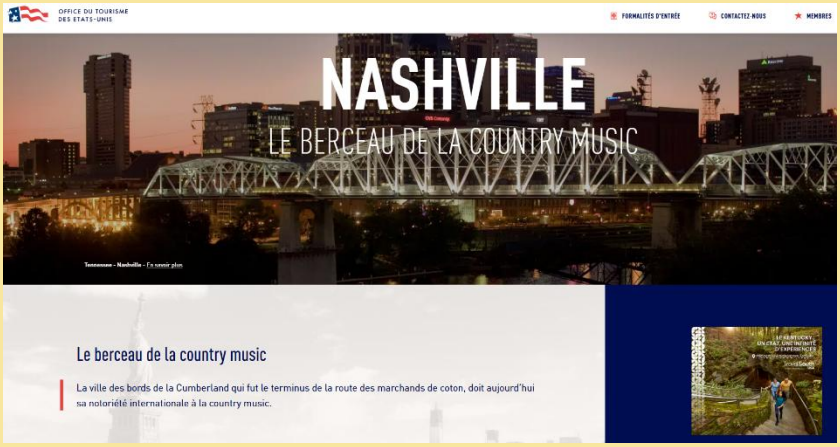




Post highlights:
Mississippi - neighborhoods & attractions - Vicksburg, **South Carolina** - neighborhoods & attractions - Conway, **Missouri** - events & festivals - Legends & Lanterns, **Atlanta** - neighborhoods & attractions - Truist Park, **Alabama** - nature - glamping/Oak Mountain State Park, **Kentucky** - nature - agritourism, **North Carolina** - events & festivals - The Barbecue Festival, **Tennessee** - neighborhoods & attractions - Gatlinburg, **Louisiana** - neighborhoods & attractions - St. Louis Cemetery.

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 Kentucky was promoted in October, out of Tennessee, and Louisiana Visit USA France source pages.    	The state of Louisiana will be promoted in November.

2. Membership monthly B2B newsletter.

BWC created and shared an article dedicated to the state of **South Carolina,** with a focus on the Lowcountry's highlights and gems.



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

Direction ensuite **Johns Island,** 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 ses vues paisibles sur les eaux côtières, mais aussi le site d'Old Sheldon Church qui abrite les ruines d'une église du 18ème siècle dans un écrin végétal de toute beauté. La route mène ensuite jusqu'à **Hilton Head Island,** destination réputée pour ses plages et son très instagrammable Harbour Town Lighthouse, qui clôturent en beauté une escapade mémorable dans le Lowcountry.

Suivez nos réseaux sociaux en français : Instagram Facebook

Link to content : Caroline du Sud : trésors du Lowcountry - Office du tourisme des USA

Other TSUSA destination promoted in the October newsletter:
Louisiana (by Toundra Voyages)



Réceptif nord-américain depuis 28 ans, Toundra Voyages développe une lecture sensible de la **Louisiane**, construite au fil des rencontres faites sur le terrain. Une approche qui privilégie les expériences immersives où la culture se découvre à travers celles et ceux qui la font vivre, bien au-delà des lieux emblématiques comme la **Nouvelle-Orléans**.

Ici, la francophonie ne relève pas seulement de l'héritage : elle s'entend, se partage et se transmet. Au détour **d'un village historique cajun**, lors d'une visite guidée en français ou d'une rencontre avec les habitants dans un B&B familial chaleureux, elle offre une autre façon d'aborder la destination, plus intime et plus incarnée.

La gastronomie participe pleinement à cette immersion. **Food tours, marchés locaux et tables de quartier** racontent une Louisiane métissée, où les influences cajuns, créoles et françaises se découvrent autant dans l'assiette que dans les échanges.

L'offre Toundra sur cette destination s'enrichit régulièrement de produits testés par nos équipes et qui permettent de construire des itinéraires à **fort ancrage local, hors sentiers battus**.

Une sélection pensée pour permettre aux agences de proposer une Louisiane authentique, vivante et profondément humaine, loin des clichés et au plus près de son identité.

Link to content : La Louisiane, version Toundra - Office du tourisme des USA

Other TSUSA destination promoted in the October newsletter: Mississippi (by Visit Mississippi)



En cette fin d'année 2026, le Mississippi célèbre deux anniversaires qui racontent à eux seuls une bonne partie de son histoire musicale. Le **Mississippi Blues Trail** fête ses 20 ans, tandis que la mythique **Highway 61**, aussi surnommée la *Blues Highway*, souffle ses 100 bougies.

Créé en 2006, le Blues Trail invite à parcourir l'État sur les traces de celles et ceux qui ont façonné le blues. Dans le Delta, la route mène notamment à **Indianola**, **Cleveland** ou encore **Clarksdale**, l'un des hauts lieux du genre. Les **11 et 12 décembre**, le **B.B. King Museum d'Indianola** accueillera les célébrations du 20e anniversaire du Trail, avec notamment un jam au **Historic Club Ebony** réunissant plusieurs musiciens liés à son histoire.

Autre fil conducteur du voyage, la **Highway 61** relie plusieurs étapes emblématiques du Mississippi, de **Natchez à Clarksdale**, en passant par **Vicksburg et Cleveland**. Centenaire en 2026, cette route reste indissociable de l'histoire du blues et de ses musiciens.

Au-delà des anniversaires, ces célébrations remettent en lumière un patrimoine qui continuera de se découvrir en 2027, au fil des musées, des clubs du Delta et des petites villes où le blues reste bien vivant.

Link to content : Sur la route du blues - Office du tourisme des USA

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 October 31st, 2026:

- 596 Trade professionals and US specialists connected to the program (+14 vs September).
- 200 of them (33.55%) reached the Expert level (+4 vs September).
- 140 of them (23.48%) entered the 1st Class Club (+1 vs September).

The Visit USA team shared that the next version of the E-learning program (V12) will be released in September 2027 with unchanged price conditions for module maintenance, update or creation.

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