

MONTHLY PERFORMANCE REPORT

April 2026



UK UPDATES

Average Exchange Rate GBP / USD: 1.35

Inflation: 3.3%, up from 3.0% in February

Base Rate: held at 3.75%

Unemployment rate: 4.9%, a fall from 5.2% the previous quarter.

Consumer Confidence: falls to -25, a third consecutive monthly fall. Was -19 in February 2026.

The threat to summer holidays looming from jet fuel shortages

In mid-April, the head of the International Energy Agency (IEA), which advises 32 member governments on energy supply and security, warned that Europe had "maybe six weeks of jet fuel left".

Source: [BBC News](#)

FIFA blamed for plans to hike World Cup train tickets to \$100

Mikie Sherrill claims the price rise for the 30-minute NJ Transit journey from Penn Station in Manhattan to MetLife Stadium in East Rutherford is justified, even though reports have claimed the fare for a return trip is set to increase sevenfold from the usual \$12.90 (about £9.50).

Source: [The Times](#)

US was meant to be safe pair of hands but World Cup is already turning sour

Spiralling costs for travelling supporters, fears over heavy-handed policing and relationships between host countries at an all-time low

Source: [The Telegraph](#)

PR & MEDIA RELATIONS



MONTHLY OVERVIEW



76M

REACH



£95,197

\$129,326

AVE



52

PIECE OF COVERAGE

- SLC engaged with **24 journalists** throughout April
- This brings the engagements **total for FY25–26 so far to 99**, exceeding the yearly target of 75 by 32% with two months left until the new financial year
- We are continuing to engage with journalists and follow long leads to secure media trips in the upcoming FY26–27.

MEDIA ENGAGEMENTS

	NOV '25	DEC '25	JAN '26	FEB '26	MAR '26	APR '26	MAY '26	JUN '26	TOTAL FY 25/26	TARGET FY 25/26
MEDIA ENGAGEMENTS	6	6	32	25	6	24	–	–	99	75
PRESS RELEASES	1	0	0	0	3	1	–	–	5	6

Media engagements: April has seen SLC engage with 24 journalists, moving the total to 99 engagements and exceeding the yearly KPI early. This has centred around pitching the royals visit to Virginia by King Charles III and Queen Camilla. We look forward to continuing engagements in May.

Press releases: In April, we distributed one press release regarding summer updates to the Virginia Scenic Railway timetable and an exclusive journey of theirs. This led to productive leads with rail-focused journalists in the UK.

**Conduct 75 proactive media engagements including but not limited to in-person meetings and proactive pitching of Virginia offerings via email or phone.

**Distribute six press releases to targeted media – general content to be supplied by VTC.

MEDIA ENGAGEMENTS

Highlight of this Month's Engagements

Name / Role	Outlet(s)	Subject
Pat Riddell Editor	Freelancer / NatGeo Traveller	Pitching upcoming anniversaries in Virginia, such as 100 years of country music and 40 years of 'Dirty Dancing' as well as evergreen stories.
Christopher Beanland Writer	Freelancer	Pitching the new excursions on the Virginia Scenic Railway over the summer, and exploring the possibility of a press trip in FY26-27.
Kav Dadfar Editor	JRNY Magazine	Pitching the UK royal visit to Virginia, and other experiences in Virginia 'fit for a King' for their monthly news section.
Olly Beckett Writer	Freelancer	Pitching adventure experiences in Virginia, such as white water rafting in Richmond and following the Appalachian Trail.

PRESS COVERAGE

King Charles and Queen Camilla to travel to Virginia today as US State Visit comes to an end

This is Their Majesties' first visit to America since King Charles ascended to the throne, emphasising the enduring bond between the two nations.

This trip commemorates the 250th anniversary of American independence, with Their Majesties set to travel across Washington DC, New York and **Virginia** over the coming days.

It marks the first state visit by a British monarch since the late Queen Elizabeth II travelled to the United States in 2007 for the Jamestown settlement anniversary celebrations.

Crowds line the streets in Virginia for Queen Camilla and King Charles block party

Charles and Camilla observed a traditional potluck meal, a distinctly North American custom where community members each contribute a dish to create a collective feast.

Throughout 2026, similar gatherings are being organised nationwide as part of the America250 programme, encouraging US citizens to celebrate the founding of their nation.

The King and Queen toured the array of food and beverages assembled on the communal table before adding their own contribution, a British dish presented for fellow guests to enjoy.



PRESS COVERAGE

Trump hails 'the greatest King' after triumphant State Visit: President heaps praise on 'really great' Charles and Queen Camilla as royals pay their respects at Arlington Cemetery

Daily Mail



King Charles III, accompanied by **Virginia** Governor Abigail Spanberger (R) speaks with employees of Melting Pot Pizza during a parade and block party on the final day of the state visit

This afternoon they visited a noisy and quintessentially American 'Block Party' in the heart of the Blue Ridge Mountains in **Virginia**.

Their Majesties bought 'Pot Luck' - Coronation quiches and Victoria Sponges made by the British Embassy kitchens in Washington and honey from the royal hives - to accompany the bluegrass music and clog dancing.

The couple were visiting the classic American 'smalltown' of Front Royal, 76 miles from Washington.

While there are several theories about the origins of the town's name, the most widely accepted is that it was named after a giant oak tree - the 'royal' tree of England - that stood in the public square during colonial times.

PRESS COVERAGE



King arrives in Bermuda after ending US trip with visit to small town America



AFP VIA GETTY IMAGES

King Charles was welcomed by the Royal Bermuda Regiment on Thursday.

Sean Coughlan, Royal correspondent, in Front Royal, Virginia and **Harry Sekulich**

There was high security for this event too, but it looked as though a large part of the population of the town had turned out to watch.

The royal couple watched a marching band and, for the first time on this trip, went on a walkabout to shake hands, which seemed to please the locals out enjoying the Appalachian sunshine.

It was full-on razzamatazz, with bunting and flags, young baseball players and elderly veterans. Cheerleaders were cheering and a parade of classic cars rolled through town.

There was also a demonstration of Appalachian clog dancing, watched keenly by the King and Queen, in a kind of impromptu royal variety show.



PA & REPRESENTATION

PRESS COVERAGE

Headline	Outlet	AVE	Reach
BBC World News America	BBC World News (Programme)	40,600	13,900,000
King Charles speech in full - 6 funny moments you missed at the White House	Mirror (Online)	3,520	5,873,000
King Charles and Queen Camilla to travel to Virginia today as US State Visit comes to an end	GB News (Online)	2,650	4,419,000
Donald Trump and King sit down for tea as President to discuss 'everything'	GB News (Online)	2,650	4,419,000
Prince Harry takes a swipe at Donald Trump just days before King Charles will meet US President	GB News (Online)	2,650	4,419,000
'Slavery bounded his life': Thomas Jefferson's views on race – in his own words	Yahoo! Style	534	3,340,000
'Slavery bounded his life': Thomas Jefferson's views on race – in his own words	Guardian Online	1,890	3,156,000
Will the King tread softly with Trump in critical state visit?	The Times (Online)	1,600	2,675,000
Will the King tread softly with Trump in critical state visit?	The Times (Online)	1,600	2,675,000
Will the King tread softly with Trump in critical state visit?	The Times (Online)	1,600	2,675,000
TIMID TRUMP: Donald 'feels King Charles is more important than him' as 'humble' body language exposed	Daily Star (Online)	1,510	2,513,000
Trump 'feels King Charles is more important than him' as 'humble' body language exposed	Daily Star (Online)	1,510	2,513,000
King to address Congress - after first day with 'unpredictable' US president	MSN UK	1,440	2,402,288
Trump 'feels King Charles is more important than him' as 'humble' body language exposed	MSN UK	1,440	2,402,280
'Slavery bounded his life': Thomas Jefferson's views on race – in his own words	MSN UK	1,440	2,402,280
King Charles's US state visit: Everything you need to know about Trump tour	MSN UK	1,440	2,402,000
What the royal state dinner guest list says about Trump's America	The Irish Times (Online)	1,190	1,977,770
Seeds of Exchange reveals the untold story of the plant collectors who connected Canton and London in the 18th	The Conversation (UK)	1,050	1,747,000
PEN PALS How Charles' secret handwritten letters to Trump have forged firm bond between US & UK over the last	The Irish Sun (Online)	952	1,586,620
LACMA Geffen Galleries Put Fashion and Textiles on Equal Footing	Yahoo! News UK & Ireland	806	1,343,000
Trump hails 'fantastic' King Charles as he attacks Keir Starmer's 'tragic mistakes'	Yahoo! News UK & Ireland	806	1,343,000
BBC World Service Radio (4/27/2026 9:50:06 AM)	BBC World Service	2,940	1,010,000
King Charles's US state visit: Everything you need to know about Trump tour	Express.co.uk	5,560	926,200
PEN PALS How Charles' secret handwritten letters to Trump have forged firm bond between US & UK over the last	The Scottish Sun (Online)	500	833,300
Times Radio (4/10/2026 10:20:23 PM)	Times Radio	1,580	542,000
Times Radio (4/3/2026 12:35:01 AM)	Times Radio	1,580	542,000
A British invasion! Stars and society swans join King Charles and Queen Camilla to toast to the King's Trust in New	Tatler (Online)	581	363,000
Lionel Richie praises King Charles speech as advice from "wise friend"	NationalWorld	560	350,292

TRADE & MARKETING



MONTHLY OVERVIEW

APRIL SUMMARY

During the month, IPW appointment schedules were released and we have been working proactively to review meetings and maximise opportunities with additional UK-based partner meetings to ensure strong trade engagement ahead of IPW.

Activity this month saw us directly train 100 agents and reach more than 250 agents via engagement emails:

- Participation in the Travel Talks Roadshows in London and Manchester training more than 70 travel agents
- Follow-up activity extended our reach to a further 80+ agents including sharing sample itineraries and product guides.
- Virtual training sessions with co-op partners Travelpack and Club Travel, including post-training follow-ups for those unable to attend

Marketing activity remained strong, with an **active consumer campaign now live with Club Travel in Ireland**, alongside Travelpack's newly launched FIFA Extension campaign in the UK.

Lastly we have been finalising the plans to host 4 Travel Trade representatives from Travelpack, Club Travel, Major Travel and North America Travel Service post-IPW on a Virginia Fam Trip

TRADE ENGAGEMENTS

	NOV '25	DEC '25	JAN '26	FEB '26	MAR '26	APR '26	MAY '26	JUN '26	TOTAL FY 25/26	TARGET FY 25/26
SALES CALLS / EMAILS / PHONE CALLS	2	7	11	22	5	5	-	-	47	60
TRADE TRAINED (IN-PERSON)	0	0	0	2	-	76	-	-	78	
TRADE TRAINED (VIRTUAL)	0	0	0	1	1	39	-	-	41	
TRADE FAMS	-	-	-	-	-	-	4	-	0	1-6

**Conduct a minimum of 60 trade engagements, including, but not limited to, in-person meetings, in-office training and virtual training webinars.

**Organize one group familiarization trip for a maximum of six agents/operators.

TRADE ENGAGEMENTS

Toni Adams	Aspire	Phone Call	Toni requested a call to update us on previous work they had done with VTC and present upcoming opportunities. We were invited to attend the Aspire Luxury Awards in June on behalf of VTC.
Guy Chapman	Dirty Dancing Musical	Phone Call	An initial discovery call around potential collaborative marketing efforts surrounding the release of the new Dirty Dancing immersive stage show this fall.
Casey Hurford	Travel Counsellors	Sales Call	Introductory call to understand potential opportunities. We have advised that attending conference this year will not be feasible but will explore training options.
Agent Training	Travelpack	Virtual Training Sessions x 2	13 Agents Trained Virtually / 25 Agents reached in total
Agent Training	Club Travel	Virtual Training Sessions x 2	26 Agents Trained Virtually / 99 Agents reached in total
Agent Training - London	Travel Talks Roadshow	In-Person Training	33 Agents Trained during the event / 73 Agents reached in total via follow-ups
Agent Training - Manchester	Travel Talks Roadshow	In-Person Training	43 Agents trained during the event / 75 agents reached in total via follow-ups
Jacky Williamson	Destination2 / American Holidays	Sales Call	An introductory call with Jacky at Destination2 as they have acquired American Holidays in Ireland. Tey are expanding into UK but will retain Ireland call-centre. Keen to work with Virginia and will prepare a proposal for FY27,

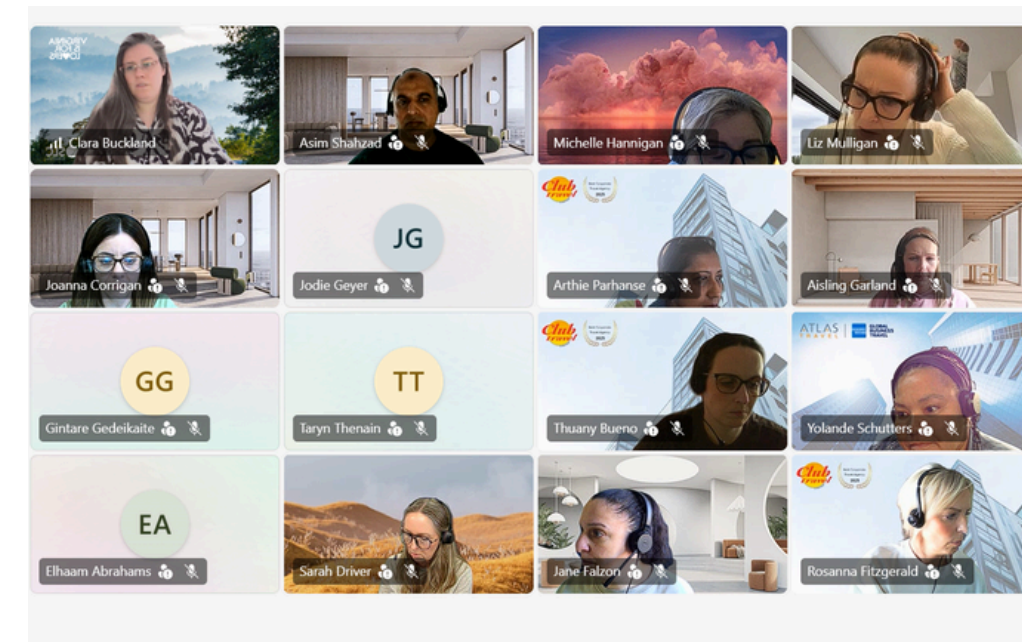
TRADE ENGAGEMENTS

Travelpack Virtual Training Sessions



- Conducted 2 x 1 Hour Training Sessions with Travelpack providing an overview of the state to support the agents with selling the destination during our FIFA / America 250 focused co-op campaign that is currently live.
- 13 agents attended across both sessions
- Emailed all 25 agents the presentation and resources as part of our follow-ups.

Club Travel Virtual Training Sessions



- 2 x 30 minute Virtual Training Sessions with Club Travel as part of our co-op campaign preparations.
- A total of 26 agents attended the live sessions.
- We followed up the 99 registered agents via email with the presentation and sales resources.
- Feedback; several agents remarked on how beautiful the state looked and how they were excited by it. One agent had been previously and shared her views of how enjoyable the visit was.

TRADE ENGAGEMENTS

Clara represented Virginia Tourism Corporation at the Travel Talks USA, Canada and Caribbean Roadshows in London and Manchester. Also presenting were Oklahoma City, Grand Canyon Group and The Grove Hotel, APTouring and Travelpack. **Virginia were the only US State in attendance.** We gave away branded Virginia merchandise and a branded candy box as part of the prize draw.



Travel Talks Roadshow – London

The evening was a speed-training format with 8 x 10 minute sessions. The agents were very complimentary of the destination and asked several questions about driving times and routes, the types of experiences available and the options for booking hotels and events.

33 Agents in Attendance, including: 10 x Flight Centre, 1 x Hays Travel, 1 x Travel Counsellors

Travel Talks Roadshow – Manchester

The evening was a presentation format with 1 x 15 minute presentation and table networking opportunities. There were several agents who had been to Virginia previously that provided complimentary feedback of the state.

43 Agents in attendance, including: 2 x Hays Travel, 8 x Tui, 12 x Travel Counsellors, 4 x Not Just Travel

VISIT USA MEMBERSHIP

Visit USA Virginia Content Engagement										
Section	Title	Published	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26	Apr '26	May '26	Jun '26
Main Profile	Homepage	-	74	55	75	48	134	58		
News Listings	What's New in Virginia	01/14/2026	-	-	92	182	106	320		
	Why Virginia for America's 250th?	26/03/2026	-	-	-	-	42	60		
Brochures	Luxury Redefined	11/04/2026	59	118	163	157	190	190		
250 Calendar Listings	CW 4 th July Fireworks	26/03/2026	-	-	-	-	14	352		
	Jefferson Remembers	26/03/2026	-	-	-	-	3	59		

MONTHLY ACTIVITY

Visit USA activity was rather light in April but performance is still strong with News listing views still increasing and America250 Events also receiving views - in May we will add to the America250 Listings and also add news coverage of the King's Visit.

UPCOMING EVENTS:

JULY: Summer Affair - CONFIRMED (Table of 10)

OCTOBER: Visit USA Roadshows (Manchester & Bristol) - CONFIRMED

OCTOBER: Visit USA Roadshow - Belfast Added - CONFIRMED

THANK YOU

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