

[London, 2 July 2025]

The Visit USA Association UK has celebrated another year of inspirational travel journalism about the USA at its annual media awards ceremony. The Awards, held on 1st July at The Honourable Society of Grays Inn Fields, recognised a total of 14 travel writers, broadcasters and content creators who have explored the USA from coast to coast over the last twelve months. These included three special awards that highlighted outstanding contributions to promoting tourism to the USA.



Credit: Chalky White

The winners were selected by a [panel of judges](#) from over 300 entries across eleven categories, in addition to the three special Awards. For 2025, a new judging criterium was introduced noting entries that showcased stories with a 'tourism for good' element.

The winners are as follows:

Broadcast Audio including Podcasts

Winner: Aaron Miller - *Utah: Life elevated* (podcast)

Consumer Magazine Feature

Winner: Zoey Goto – *Making a racket in LA* (Vera by Virgin Atlantic)

Consumer Travel Magazine Feature

Winner: Jacqui Agate – *The call to mālama ‘āina* (Wanderlust)

Content Creator Campaign

Winner: Eileen Aldis – *Detroit* (YouTube.com/EileenAldis)

Digital Feature

Winner – Felicity Cloake- *An unsung sleeper train is the most romantic way to explore the US* (The Sunday Times)

National Broadsheet Feature

Winner: Mike MacEacheran – *I’ve found the most beautiful train ride in America* (The Times)

National Tabloid Feature

Winner: Barry Cooper – *Come feel the ‘Nois* (Reach PLC / Daily Mirror)

Photographic Feature

Winner: Mark Parren Taylor - *Photo story: The people behind New Jersey’s iconic diners* (National Geographic Traveller)

Regional Press Feature

Winner: Domhnall O’Donoghue – *Living la vida loca* (Belfast Telegraph)

Rising Star

Winner: Yvette Cook - *The sleeper train on which you wake up to breakfast tacos – and Texas* (The i Paper)

Travel Trade Press Feature

Winner: Laura French - *Way out West* (Travel Weekly)

The recipients of the three Awards for outstanding contribution are:

Travel Oregon Travel Writer of the Year

Winner – Lauren Jarvis - Following last year's press trip, Lauren produced four stunning features for JRNy Magazine, The Independent, and Breathe Magazine—three of which were finalists at the awards.

Visit USA UK Travel Writer of the Year

Winner: Rashmi Narayan - *Rashmi's published work about the USA over the last year has covered a wide range of destinations across both consumer and trade titles. The Association commends her ability to bring such a variety of compelling stories to life for these varying audiences.*

Visit USA UK Travel Publication of the Year

Winner: JRNy & Kav Dadfar – *JRNy America launched in 2024 as the first publication dedicated to travel to the USA in over a decade. Visit USA UK applauds the JRNy team's ongoing commitment to showcasing the kaleidoscope of US experience.*

The Association gratefully acknowledges its member sponsors for this year's Awards:

Travel Oregon, Travel Texas, Deep South USA, Visit Central Florida, Brand USA and TravMedia.

For further information visit www.visitusa.org.uk

-ENDS-

Finalists

Broadcast Audio – Including Podcasts

Aaron Millar: Podcast. *Utah: Life Elevated*

Holly Rubenstein: The Travel Diaries with Holly Rubenstein. *Orlando Uncovered – Destination Special*

Portia Jones: The Travel Goals Podcast. *Beyond the Freedom Trail: Inside Boston's Distinctive Neighbourhoods*

Consumer Magazine Feature

Christine Faughlin: Sainsburys Magazine. *Travel Review: More to explore in Orlando*

Lauren Jarvis: Breathe Magazine. *California Dreaming*

Mike MacEacheran: Food by National Geographic Traveller. *How Nanobreweries are Shaking Up Portland's Beer Scene*

Zoey Goto: Vera by Virgin Atlantic. *Making A Racket in LA*

Consumer Travel Magazine Feature

Alli Patton: JRNy magazine. *The Things You Find in the Dark*

Jacqui Agate: Wanderlust. *52 Travel Secrets of the USA*

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Lauren Jarvis: JRNy America. *River Deep, Mountain High*

Nick Savage: Escapism. *Turn the Page*

Robyn Wilson: JRNy America. *Growing for resistance: Puerto Rico's Army of Farmers*

Zoey Goto: National Geographic Traveller. *Rock the Boat*

Content Creator Campaign

Bella Falk: Passport & Pixels – Viking Cruise on the Mississippi

Eileen Aldis: [youtube.com/EileenAldis](https://www.youtube.com/EileenAldis) - Detroit

Jessica Gibson: The Travelista – Deep South USA

Scott Tisson: Intrepid Escape – Bradenton

Digital Feature

Felicity Cloake: The Sunday Times. *An Unsung Sleeper Train is the Most Romantic Way to Explore The US*

Harriet Mallinson: Family Traveller. *It's Bright Lights and Thrills in Tennessee, With or Without the Kids*

Lauren Jarvis: The Independent. *A Seaweed Foraging Adventure Along the Oregon Coastline*

Mike MacEacheran: BBC Travel. *Yamashiro: Los Angeles' Secret Mountain Palace*

Portia Jones: Sunday Mirror. *I think this US city is better than New York ...*

Stuart Forster: Wanderlust. *Explore Birmingham, the Cultural Heart of Alabama*

Tayla Gentle: Adventure.com. *The Indigenous Leaders and Songkeepers putting California's ancestral wisdom in the Spotlight*

National Broadsheet Feature

Adrian Bridge: The Times. *Ski and the City: Why NYC and Vermont are the Perfect Pair*

Chris Leadbeater: The Telegraph. *Detroit is back – and this time, it means it*

Jacqui Agate: The Telegraph. *The best way to understand America? It's still Route 66*

Mike MacEacheran: The Times. *I've found the most beautiful train ride in America*

Rashmi Narayan: The Independent. *Move over New Orleans, Lake Charles is our new favourite destination for Mardi Gras*

Zoey Goto: The Independent. *The revival of California's vintage motels*

National Tabloid Feature

Andy Harries: Mail on Sunday. *Grills & Thrills*

Barry Cooper: Reach PLC / Daily Mirror. *Come Feel the 'Nois*

Graham Boynton: Mail on Sunday. *Rockin' and Rollin' in the Beautiful South*

Jerry Lawton: Reach PLC / Sunday Express. *Washington (AC) DC*

Sam Love: Scottish Sun. *Keys to our Heart*

Photographic Feature

Kav Dadfar: JRN America. *Solitude Among Splendour*

Mark Parren Taylor: National Geographic Traveller. *Photo Story: the people behind New Jersey's Iconic Diners*

Peter Ellegard: Planet Golf Review. *Impressions from Louisiana*

Regional Press Feature

Domhnall O'Donoghue: Belfast Telegraph. *Livin' La Vida Loca*

Marion McMullen: Manchester Evening News. *Snake, Rattle & Roll*

Ruth Brindle: Yorkshire Evening Post and others. *Theme Dreams Come True in Kissimmee*

Rising Star

Kassondra Cloos: Adventure.com. *I used to hate my Rhode Island hometown. Then I tried this*

Shelby Little: Origin Magazine. *Always Something New: Your Florida Family Vacation Guide*

Yvette Cook: iNews. *The sleeper train on which you wake up to breakfast tacos - and Texas*

Travel Trade Press Feature

Alice Barnes-Brown: Travel Weekly. *Back to The Sun*

Laura French: Travel Weekly. *Way Out West*

Lynn Houghton : Travel Weekly. *Steel the Show*

Rashmi Narayan: TTG. *Eclectic Tastes*

Our Judges

Kirsty Dillury, Visit Mississippi (PR Committee)

Margaret Henriksson, Daytona Beach Area CVB (PR Committee)

Surinder Manku, Alabama Bureau of Tourism (PR Committee)

Hannah Mulvey, Visit Florida (PR Committee)

Jo White, Travel Oregon (PR Committee)

Michael Ball, Traverse

James Brooke, Visit St Pete-Clearwater

Stephen Brown, U.S. Commercial Service, U.S Embassy, London

Nadia Clinton

David Ezra, New York State Tourism

Debbie Hindle, International Centre for Responsible Tourism Global

Barry Johnston, Illinois Office of Tourism

Cath Pusey, America As You Like It

Laura Rendell-Dunn, Journeyscapes

Maddy Simpson, See Monterey

Howard Salinger, Travel Connection Group

Jonathan Sloan

Emma Westman, Visit California