



Travel South USA rolls into Baton Rouge, Louisiana strong *Travel & Tourism professionals visit the Louisiana's Capital City this weekend*

ATLANTA, GA – March 5, 2020 / [Travel South USA](#) (TSUSA) welcomes over 700 delegates to the 38th Annual Domestic Showcase in Baton Rouge, Louisiana! Over the three-day stay in the Capitol City, delegates will be able explore the extensive history, music, culture and outdoor experiences the city has to offer.

“We’re excited and honored to have the opportunity to host 2020’s Domestic Showcase and welcome so many people in Baton Rouge, where we bring experiences to life. I know that the attendees will share many memorable moments while in Louisiana’s Capital City and we’re excited to be a part of their visit.” – Paul J. Arrigo, CDME, President & CEO of Visit Baton Rouge

In its second year, Domestic Showcase Media Marketplace continues to grow. Fifty travel journalists will meet one-on-one with public relation suppliers to build personal relationships and glean even more published results. Travel South USA tracks each attending journalist’s published results and reported 135 pieces of coverage with readership of over 125 million potential visitors to the South in 2019.

“This event is always a great opportunity to connect travel buyers and media, but this year will be very special as they experience first-hand all the ways Louisiana can *Feed Your Soul* with our local music, delicious cuisine, and unique culture,” said Assistant Secretary of Tourism Doug Bourgeois.

The estimated economic impact of group travel is significant. According to the American Bus Association Foundation, approximately \$37 billion in overall economic impact (direct, supplier and inducted) was delivered to Travel South member states in 2018 from group travel. It is anticipated that sales in Travel South member states coming from group tourists totals \$15.09 billion. Hotels in Travel South member states provide group tourists with an estimated 13 million room nights annually.

“I am so excited to welcome attendees of the showcase to Louisiana and the city of Baton Rouge,” said Lieutenant Governor Billy Nungesser. “Louisiana welcomed a record-breaking 51.3 million visitors in 2018 and the travel industry supported over 237,000 jobs. Hosting the Travel South Domestic Showcase will help Louisiana continue to be successful in attracting visitors and increasing the economic impact of the industry.”

For more information on Domestic Showcase, visit: <http://industry.travelsouthusa.com/showcase>

About Travel South USA

Travel South USA is America’s oldest and largest regional travel promotion organization, formed in 1965. The long-standing regional collaboration of the state tourism offices of [Alabama](#), [Arkansas](#), [Georgia](#), [Kentucky](#), [Louisiana](#), [Mississippi](#), [Missouri](#), [North Carolina](#), [South](#)

[Carolina](#), [Tennessee](#), [Virginia](#) and [West Virginia](#) provides a foundation to positively position tourism as a vital and dynamic element in the region's economic development. Tourism ranks throughout the region as one of the top three industries, behind manufacturing and agriculture, and is responsible for \$133 billion in spending by visitors, generating 1.4 million direct jobs, \$30 billion in worker paychecks, and almost \$16 billion in state and local taxes. Visit [TravelSouthUSA.com](#) for consumer information and [TravelSouthUSA.org](#) for travel industry information.

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