

## Letter from the Chair Fiscal Year 2019/20

It is a tremendous pleasure to have the opportunity to serve as the Travel South USA Board Chair for FY 19/20. As an organization and as a region, we have realized many successes and substantial economic gains over the past several years. Since 2013, international visitation has increased 21% in the Travel South region, outpacing the national average of 17 percent. In 2018, our region welcomed 7.2 million international visitors, yielding a total of \$9.5 billion in spending. I believe much of this success is owed to the collective vision of our member states and the diligence with which we have worked to grow our region's brand and share in the international marketplace.

During my time as Chair, I would like us to focus on the following three areas that, I believe, will allow us to **BUILD, ACHIEVE, and AMPLIFY** the ongoing success of Travel South USA:

**BUILD** - Build a World Class Global Program of Work to grow visitation, spending and market-share for the region, relying on research to make informed decision and measure success

*Metric - Grow international visitation to Eight Million International Visitors providing \$10 Billion in Spending by 2022*

**ACHIEVE** - Achieve key results in producing Travel South Domestic Showcase 2020 and transition the domestic group tour market to Southeast Tourism Society (STS)

*Metric - Produce Domestic Showcase 2020 to meet and exceed financial, quality and satisfaction goals and support Southeast Tourism Society as we transition assets*

**AMPLIFY** - Amplify state and partner investments and resources in global marketing by deploying the right messages, through the right channels, in the right markets, at the right times and at the right levels of investment

*Metric - Cultivate and leverage TSUSA-led Brand USA programs to deliver an increase of 10% return on investment. Along with Board meetings and Ultimate Ad Challenge, develop platforms for state tourism offices and partners to engage and participate in Best Practice Forums that support the execution of these investments*

Now in our eighth year of focusing on international visitation and spending, we have the opportunity to build upon our successes by expanding and enhancing our international marketing efforts in both traditional and emerging markets. I look forward to working alongside all of you to further these successes for the benefit of our individual states and the collective membership of our organization.

Cheers!



**Duane Parrish**

Director, South Carolina Department  
of Parks, Recreation & Tourism  
FY 2019/20 Travel South USA Chair