



TRAVEL  
SOUTH  
USA

Travel South USA

**Marketing/Partner  
Opportunities**

2022-2023

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# Co-Op Marketing Opportunities

## 2022

Category	Date	Description	Location	Price
Consumer	June 2022	Essentially America Travel South Custom Magazine	UK, Germany - Global	\$12,000 per page <i>(includes digital sponsorship content and FB post)</i>
Consumer	September 2022	Vacaay.com	UK, Canada, Australia	\$8,000 per city or theme
Travel Trade	September 2022	Hotelbeds Campaign	Canada, UK & Germany+ USA	\$15,000 per city

## 2023

Category	Date	Description	Location	Price
Consumer	July 2023	Food/Music Activation in London	London	TBD

# Activities

## Open to Partners

2022–2023

### 2022

Description	Date	Location	Category	Price
Canada – Big Backyard BBQ	August 15-17, 2022	Toronto	Travel Trade & Media	\$1995 trade & media registration fee per person does not included accomodations, airfare some meals or personal expenses
Brand USA Europe	September 26-29, 2022	Frankfurt, Germany	Travel Trade & Media	Brand USA sets pricing
France – Sales Mission	October 3-5, 2022	Paris & Brussels	Travel Trade & Media	\$1995 trade & media registration fee per person does not included accomodations, airfare some meals or personal expenses
International Showcase & Super FAMs	November 27-30, 2022	Louisville, KY	Travel Trade & Media	\$1,295 Triple - per person \$1,595 Double - per person \$2,395 Single per person <i>**After 9/1 prices go up \$200</i>
Honors Dinner Table Sales	November 27, 2022	Louisville, KY	Travel Trade & Media	\$5,000 table sponsorships for DMO's and assorted other sponsor oppourtunities
Super FAMs (post)	November 30 - Dec 4, 2022	Kentucky, North Carolina, Tennessee, West Virginia & Virginia	Travel Trade & Media	

# Activities

## Open to Partners

2022–2023

### 2023

Description	Date	Location	Category	Price
Spain – Fitur	January 16-22, 2023	Madrid	Travel Trade & Media	\$4795 trade/\$2,495 media registration fee per person does not included accomodations, airfare some meals or personal expenses
Brazil Sales Mission	February 6-10, 2023	Sao Paulo	Travel Trade & Media	\$4795 trade/\$2,495 media registration fee per person does not included accomodations, airfare some meals or personal expenses
Nordic Sales Days	March 21-26, 2023	Copenhagen, Sweden	Travel Trade & Media	\$750 per person – supporting FDM & USA Travel Show
ITB	March 8-12, 2022	Berlin, Germany	Travel Trade & Media	Pricing under discussion
Travel South USA Global Summit	April 25-26, 2023	New Orleans, LA	Meeting	\$795 registration fee
Media Marketplace	April 25-27, 2023	New Orleans, LA	Media Marketplace	\$1595 per person – based on double booth participation
Media FAM Program	April 20-24, 2023	Media FAMs ( <i>limited to 3 journalist per state</i> ) Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia		

# Activities

## Open to Partners

2022–2023

### 2023

Description	Date	Location	Category	Price
All Y'All Are Welcome Concert	May 20, 2023	San Antonio, Texas	Travel Trade & Media	\$1200 DMO sponsorships
Australia/ New Zealand – Sales Mission	June 19-23, 2023	Auckland/ Sydney	Travel Trade & Media	\$4795 trade/\$2,495 media registration fee per person does not included accomodations, airfare some meals or personal
UK Taste & Tunes of South Activation	July 2023	London	Consumer+ Trade & Media	Pricing under discussion
Canada	August 2023	Toronto	Travel Trade & Media	\$1995 trade & media registration fee per person does not included accomodations, airfare some meals or personal expenses
Brand USA Europe & UK	September 2023	London UK	Travel Trade & Media	Brand USA sets pricing
International Showcase & Super FAMs	December 4-7, 2023	Memphis, TN	Travel Trade & Media	\$1,295 Triple - per person \$1,595 Double - per person \$2,395 Single per person <i>**After 9/1 prices go up \$200</i>

# Activities Open to Partners

2022–2023

## 2023

Description	Date	Location	Category	Price
Honors Dinner Table Sales	December 3, 2023	Memphis, TN	Travel Trade & Media	\$5,000 table sponsorships for DMO's and assorted other sponsor opportunities
Super FAMS (pre)	November 30 – December 3, 2023	Tennessee	Travel Trade & Media	
Super FAMS (post)	December 7 – December 10, 2023	Arkansas, Missouri, Mississippi, Alabama	Travel Trade & Media	