

Travel South USA Partner Events

2023				
Category	Date	Description	Location	Fees
Consumer + Trade & Media	July 12-17	Taste the South campaign in partnership with National Geographic Traveller Food Festival	London, UK	States only in year one - we will open to DMO partners in 2024
Travel Trade & Media	Oct. 16-19	Brand USA Travel Week	London, UK	Brand USA sets pricing
Travel Trade & Media	Nov. 30 - Dec. 3	Travel South USA Tour Operator & RTO's Super FAMs	Alabama, Arkansas, Louisiana, Missouri, Mississippi, Tennessee	States in partnership with DMOs organize Super FAMs for qualified & vetted international tour operators & RTO's
Travel Trade & Media	Dec. 3	Travel South USA Ambassador Honors Nights	Memphis, TN	\$5,000 table sponsorships for DMOs and assorted other sponsor opportunities
Travel Trade & Media	Dec. 4-7	Travel South USA International Showcase	Memphis, TN	\$1,295 Triple - per person \$1,595 Double - per person \$2,395 Single - per person ** After 9/1 prices go up \$200

Registration opens 6-9 months prior to the event. Once participation is confirmed, the organization will receive an invoice. Cancellation policies are outlined on the event website and on the invoice. Contact info@travelsouthusa.com for more information.

Travel South USA Partner Events

2024				
Category	Date	Description	Location	Fees
Travel Trade & Media	Jan 29-Feb 2	Canada Sales Mission	Ontario & Montreal	\$4795 trade/\$2,495 2nd person/same organization; registration fee per person does not include accommodations, airfare, some meals or personal expenses
Travel Trade & Media	Feb. 26-March 3	The Netherlands Sales Mission & Nordic Sales Days	Amsterdam, NL & Copenhagen, DK	\$4795 trade/\$2,495 2nd person/same organization; registration fee per person does not include accommodations, airfare, some meals or personal expenses
Media	April 3-8	Travel South USA International Journalist Super FAMs	Super FAMs media (3 max per state) disperse across states	
Meeting	April 8-11	Global Week - Summit & Media Marketplace	Charleston, SC	\$995 Summit only \$1,595 Double - per person \$2,395 Single - per person
Travel Trade & Media	May 5	All Y'All Are Welcome Concert @ IPW	Los Angeles, CA	\$1500 DMO sponsorships
Consumer+ Trade & Media	June	Taste the South campaign in partnership with National Geographic Traveller Food Festival	London, UK	City DMO Participation: Full page ad in Southern USA Nat Geo Magazine supplement: \$7,000 Festival participation: \$8,000 *Pricing may be subject to adaptation
Travel Trade & Media	Oct.	Brand USA Travel Week	London, UK	Brand USA sets pricing
Travel Trade & Media	Nov.	Travel South USA Ambassador Honors Nights	Atlanta, GA	\$5,000 table sponsorships for DMOs and assorted other sponsor opportunities
Travel Trade & Media	Nov. 30-Dec. 4	Travel South USA International Showcase	Atlanta, GA	\$1,295 Triple - per person \$1,595 Double - per person \$2,395 Single - per person ** After 9/1 prices go up \$200