

Travel South USA announces revised dates for International Showcases in New Orleans, Louisville, Memphis, and Atlanta

Every Day- We are One Day Closer

ATLANTA, GA - June 9, 2020 / Travel South USA (TSUSA) is optimistic for the future of international visitors returning to the region, and Every Day; We Are One Day Closer. We are pleased to announce date changes for its annual International Showcase through 2024: New Orleans, Louisiana (2021); Louisville, Kentucky (2022); Memphis, Tennessee (2023); Atlanta, Georgia (2024).

"Our three-day marketplace and four-day familiarization programs are designed to "showcase" the gateways, road trips, and authentic experiences in the South for key tour operators, airline partners, and journalists. We provide a curated platform of mutually beneficial business meetings for buyers and sellers, including southern destination marketing organizations, hotels, restaurants, attractions, and tour services. We are confident these strong partnerships are the catalyst to recover and rebound the international visitor economy in the South," shared Liz Bittner, President & CEO, Travel South USA. "However, the current challenging environment calls for a postponement of our marketplace and FAMs for one-year to allow our tourism businesses to regain footing needed to showcase the region in a robust business climate. During the next few months, we plan to redeploy our resources, create meaningful sales discussions, and provide client-focused programming in the U.S, Canada, and priority markets around the globe. We are committed to the long-term strategies that provided the year-over-over successes the South enjoyed for nine consecutive years from the international market."

The leadership at the destination marketing organizations of the four cities involved in this shift in dates speaks to the collaboration and partnerships of the Southern region. We appreciate the flexibility of the hotels, convention centers, and event venues in each of the cities involved and recognize without the leadership of the teams at New Orleans & Company, Louisville Tourism, Memphis Travel, and Atlanta CVB this would not have been possible.

Meet our upcoming hosts:

November 30-December 3, 2021 - New Orleans, Louisiana: New Orleans is very excited to welcome you in 2021 to learn more about this unique and walkable American city. Our rich culture of Spanish, French, African and Caribbean influences create a cultural gumbo of distinctive architecture, cool jazz and celebrated cuisine that only New Orleans knows how to dish out. From second line parades to centuries-old streetcars, this timeless 24-hour city offers something amazing around every cobblestone corner. Come immerse yourself in more than 300 years of stories in New Orleans!

"New Orleans is a charming, one-of-a-kind city. Now more than ever, we are thankful for the constant partnership from our travel professional community. We can't wait to welcome you back to New Orleans during Travel South International Showcase 2021 to share our unique culture and traditions mixed with new and exciting additions."- Stephen Perry, President and CEO, New Orleans & Company

November 27-30, 2022 - Louisville, Kentucky: Louisville continues to strike a balance between its role as a capital city for America's most venerable spirit...BOURBON, and its 21st-century position as one of the most exciting places in the country to eat, drink, and explore. Louisville has the atmosphere and attraction of a big city with the hospitality and heart of a small one. Often the globalization of society has made larger cities seem homogenous. Home to the Kentucky Derby, Muhammad Ali, and Louisville Slugger, the city of Louisville has been able to retain its cultural authenticity.

"Louisville is thrilled to open its doors to Travel South USA and the lucrative travel trade market. The timing is perfect as our tourism product is more sought after than ever before. The city continues to garner national accolades, such as: "Most Affordable U.S. Cities to Visit in 2019" - TravelAwaits, "The South's Best Food Cities 2019" - Southern Living and "8 Best Places to Visit in the U.S. if you Love Bourbon" - Business Insider.

We'll be ready to show Travel South delegates why Louisville is one of the hottest destinations in the U.S." - Karen Williams, President & CEO, Louisville Tourism

December 4-7, 2023 - Memphis, Tennessee: Memphis is an authentic and vibrant destination headlined by multiple genres of music, a culinary scene that serves up more than the city's signature BBQ and one-of-a-kind experiences. The Memphis beat can be found on [Beale Street](#) and throughout the city's entertainment districts at live music venues, or at attractions such as [Elvis Presley's Graceland](#), [Sun Studio](#), and the [Memphis Rock and Soul Museum](#). Pandas at the [Memphis Zoo](#), the moving [National Civil Rights Museum](#) along with outdoor experiences along the mighty Mississippi River with [Big River Crossing](#), [Mighty Lights](#) and more are just a few of the things that can be found to see and do in the [Home of the Blues, Soul & Rock 'n' Roll](#).

Named by the Travel Channel as the "Hottest Southern Destination of 2019," Memphis is the perfect place to convene global leaders from the travel industry during the Travel South International Showcase in 2023. Millions visit Memphis each year to feed their soul with the sights, sounds and flavor of this world class destination.

"Memphis Tourism and our industry partners believe this is a perfect opportunity to showcase our city to an influential group of travel leaders," said Kevin Kane, President & CEO of Memphis Tourism. "The Travel South International Showcase will take place at the Renasant Convention Center, currently undergoing a \$200 million renovation that will expand and modernize the Mid-South meetings facility when work is complete in the Fall of 2020. There is a lot of momentum in Memphis with new hotel projects, a sizzling culinary scene and a vibrant live music culture. We look forward to sharing our story with Travel South delegates in 2023."

December 2-5, 2024 - Atlanta, Georgia: Host of the inaugural Travel South International Showcase in 2012, Atlanta serves as the global gateway to the United States. Hartsfield-Jackson Atlanta International Airport connects travelers from more than 75 international destinations in 50 countries with more than 150 U.S. cities. The city is home to two Nobel Prize winners - former U.S. President Jimmy Carter and American civil rights leader Dr. Martin Luther King Jr. While rich in history, Atlanta is also at the forefront of American pop culture. Many movies and television shows film in the city including Stranger Things, The Walking Dead and Avengers: Infinity War. Atlanta still embodies the Southern way of life. It balances award-

winning dining, entertainment, music, nightlife and sports with the relaxed, hospitable and easy feel of a small town.

"Atlanta is thrilled to welcome back Travel South International Showcase," said William Pate, president and CEO, Atlanta Convention & Visitors Bureau. "This is an incredible opportunity to showcase the growth of our destination since last hosting in 2016 and provide experiences of Atlanta's world-class cultural, dining and retail offerings."

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. For more information, visit www.TravelSouthUSA.com for consumer information and travel industry information, www.TravelSouthUSA.org.

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